

## People in Ireland now feel that they stop being young at 44 and start feeling old by 53

- Irish adults stop feeling young at an age of 44 (vs 42 in 2024 and 46 in 2018)
- Irish adults start feeling old at an age of 53 (vs 52 in 2024 and 55 in 2018)

The Worldwide Independent Network of Market Research (WIN) has released its Annual WIN World Survey, capturing the views of 35,515 people across 40 countries, with the latest findings focusing on generational differences and perceptions of age and youth.

### HEADLINES – IRELAND

#### Gap exist between people stop feeling young and start feeling old

- For most Irish adults, the feeling of being young tends to fade around 44, and by 53, they start to feel like they're getting older.
- Interestingly, the older people get, the later they think “old age” begins. For example, people aged 55 and up don't feel old until they hit 63.
- Those under 35 tend to view age a bit differently, many consider 41 to be the point where someone starts to be seen as “old”.
- Generally, the Irish perception of youth and old age tends to align with global averages.

#### A strong emphasis on living well highlights the potential to grow confidence and preparation for later life in Ireland

- Majority of Irish adults prioritise quality of life over simply living longer, yet only 39% feel confident about enjoying a long and healthy life
- Fewer than two in five Irish adults believe technology and medical advances will increase life expectancy in their lifetime, with just 28% planning for old age, future preparation remains low.

Janeanne FitzGerald, Senior Research Executive, in RED C Research, said:

*"I find these results particularly interesting, as it highlights not just how we perceive ageing in Ireland, but also how prepared, or unprepared, we are for it. While it's encouraging to see that many of us value quality of life over simply living longer, it's concerning that, so few feel confident about living a long, healthy life, or are taking steps to plan for it. The fact that younger adults already see 41 as 'old' and that belief in medical and technological advances is relatively low suggests we still have work to do in shifting attitudes. As a society, we need to embrace aging more positively and support people in planning for their later years with confidence and optimism."*

### HEADLINES WORLD

#### Over half the world hopes to live long and well – but few are making plans for it

- Globally, 59% of people say they value quality of life more than longevity. Women (61%) are more likely than men (57%) to prioritise quality over length of life. While 56% of young people prioritise quality of life, this rises to 62% among those aged 65 and over. Similarly, individuals with higher education levels are more likely to value quality: just 55% of those with basic education say so, compared to 63% of those with a Master or PhD. The countries

where quality of life is most strongly prioritised include Paraguay (77%), Turkey (75%), and India (75%). In contrast, countries such as Poland (37%), Ivory Coast (41%), France (46%), Japan (47%), Greece (48%), Serbia (48%) and Hong Kong (48%) show more moderate or even lukewarm support for this view.

- Despite this widespread belief in the importance of living well, only 35% of people globally say they are actively planning for ageing — through steps such as financial preparation or healthcare directives. Even among the elderly, only four in ten strongly agree that they've made such preparations. Interestingly, men are slightly more likely than women to report taking action (37% vs. 34%).
- Planning is most common in Indonesia (61%), China (59%), India (55%), and Pakistan (51%) — countries where awareness around ageing appears to translate more readily into action. On the other hand, Japan (12%), Serbia (18%), France (19%), and Greece (19%) show the lowest levels of preparation.

### **People globally are more optimistic for a longer life**

- Nearly half of the global population (46%) express optimism about living a long and healthy life. However, this hopeful outlook tends to decline with age — from 49% among 18- to 34-year-olds to just 42% among those aged 65 and above. A similar trend emerges with education: 53% of those with basic education are optimistic about their longevity, compared to 46% of those with higher education.
- Attitudes also vary widely by country. Optimism is highest in Thailand (83%), Indonesia (77%), Vietnam (74%), China (74%) and Paraguay (73%). In contrast, populations in Japan (11%), South Korea (26%), and France (26%) are far more sceptical about the prospect of long, healthy lives.
- Technology and medical innovation are widely seen as key contributors to longer life expectancy. Four in ten people globally believe advancements in these fields will significantly extend human life within their lifetime — a belief that grows stronger with higher levels of education. Countries where this optimism is especially high include China (65%), Mexico (60%), India (59%), and Vietnam (57%). Meanwhile, more tempered views are found in Japan (22%), Serbia (28%), Morocco (28%), and Finland (29%).

### **Cultural attitudes are shaping when the world feels old**

- Since 2018, people have been feeling younger for less time and older earlier. In 2025, the average age at which people say they stop feeling young is 41 (down from 44 in 2018), while the age they start feeling old has dropped slightly to 53 (from 55 in 2018).
- There are wide regional and national variations in perceptions of aging. In the MENA region, people begin to feel old the earliest, at an average age of 48, whereas Europeans feel old the latest, at 58. At the national level, Finland reports the latest onset of feeling old at 71, followed by Sweden at 64. In contrast, people in Morocco (36), China (46), and Ecuador (46) report feeling old before reaching 50.
- Conversely, national-level data reveals striking differences in when people stop feeling young, even within the same region. In Asia, for example, South Koreans report feeling young until 51, while Thais stop feeling young at just 26. In Europe, some countries report feeling young until their late 40s (e.g. Italy at 49, Spain at 48) compared to just 35 in

Sweden. These contrasts underscore that perceptions of youth and aging are shaped less by geography alone and more by specific cultural and societal norms at the national level.

#### **A generation rethinking parenthood: a quarter of young people don't want children**

- Globally, 16% of people do not have children and have no plans to. Amongst young adults aged 18–24, that figure rises to 22%, with strong correlations to education levels. The trend is particularly pronounced amongst women: only 10% of women with basic education fall into this category, compared to 20% of women with a Master's or PhD. A similar pattern is seen in men, though less steep – 9% of men with basic education report no intention of having children, rising to 17% amongst those with secondary education or higher.
- Regionally, the trend is strongest in Europe (18%), followed by the Americas and APAC (15%). Yet national variations are stark: in Thailand, 38% of women and 36% of men say they don't plan to have children – the highest globally. In contrast, in Vietnam, virtually no one without children reports planning to remain child-free, followed by Côte d'Ivoire at only 2% for women and 3% for men.

**Richard Colwell, President of WIN International Association, said:**

*“Around the world, people are thinking deeply about how they age, what it means to live well, and whether parenthood is part of that journey. The findings point to a complex and evolving portrait of modern life, and WIN hopes that this can spark meaningful conversations amongst policymakers, healthcare providers, and communities about how to better support people in making informed, empowered choices about their future.”*

**-ENDS-**

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### NOTES FOR EDITORS

#### Methodology:

The survey was conducted in 39 countries using CAWI / CATI / F2F/ TAPI /online survey methods.

#### Sample Size and Mode of Field Work:

A total of 34,945 people were interviewed. See below for sample details. The fieldwork was conducted in December 2024, January 2025 and February 2025. The margin of error for the survey is between 4.4 and 2.5 at 95% confidence level.

The global average has been computed according to the covered adult population of the surveyed countries.

#### About WIN:

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.

#### Our assets

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailor-made global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded solutions
- Local experts: access to a network of experts that truly understand the local culture, market and business needs.
- Trust: highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: among others, researched themes are gender equality and young people, communication and media research, and brand studies.

## Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1027	NATIONAL	30 Dec 24 – 9 Jan 25
2	Australia	Luma Research	Online Panel	500	NATIONAL	20-24 January 2025
3	Brazil	Market Analysis Brazil	CAWI	1032	NATIONAL	16-23 January 2025
4	Canada	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
5	Chile	Activa Research	CAWI	1095	NATIONAL	10-27 January 2025
6	China	WisdomAsia	CAWI	1000	URBAN	WC 1-2 January 2025
7	Croatia	Institute for market and media research, Mediana Fides	CAWI	531	NATIONAL	17-23 January 2025
8	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	708	NATIONAL	1-3 February 2025
9	Finland	Taloustutkimus Oy	Online Panel	1112	NATIONAL	16-24 January 2023
10	France	BVA Xsight	CAWI / Online Panel	1001	NATIONAL	6-7 February 2025
11	Germany	Produkt+Markt	CAWI	1000	NATIONAL	20 Dec 2024 – 6 Jan 2025
12	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	5-20 December 2024
13	Hong Kong	Consumer Search Group (CSG)	Online Panel	516	TERRITORY WIDE	31 Dec 2024 -10 Jan 2025
14	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	19 Dec 2024 - 20 Jan 2025
15	Indonesia	DEKA	Face to Face	1000	NATIONAL	12-25 December 2024
16	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1013	NATIONAL	9-15 January 2025
17	Italy	BVA Doxa	CAWI	1000	NATIONAL	13-16 December 2024
18	Japan	Nippon Research Center, LTD.	CAWI	1131	NATIONAL	22-27 January 2025
19	Malaysia	Central Force International	Online Panel	1008	NATIONAL	2-9 December 2024
20	Mexico	Brand Investigation S.A.de C.V	Online	800	NATIONAL	9-18 January 2025
21	Morocco	Integrate Consulting SARL	Online	509	NATIONAL	21-24 January 2025
22	Norway	Opinion AS	CAWI	1031	NATIONAL	13-21 January 2025
23	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	3 Dec 2024 -2 Jan 2025
24	Paraguay	ICA Consultoría Estratégica	CATI	500	NATIONAL	8-31 January 2025
25	Peru	Datum Internacional	F2F	1204	NATIONAL	31 Jan – 7 Feb 2025
26	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	CAPI	1000	NATIONAL	14-31 January 2025
27	Poland	Mareco Polska	CAWI	1080	NATIONAL	18-22 December 2024
28	Serbia	Institute for market and media research, Mediana Adria	CAWI	536	NATIONAL	17-23 January 2025

29	Slovakia	Go4insight	CAWI	500	NATIONAL	17-22 January 2025
30	Slovenia	Institute for market and media research, Mediana	CAWI	700	NATIONAL	17-21 January 2025
31	South Korea	Gallup Korea	CAWI	1085	NATIONAL	16-24 January 2025
32	Spain	Instituto DYM	CAWI	1014	NATIONAL	16-20 January 2025
33	Sweden	DEMOSKOP AB	CAWI	1004	NATIONAL	21 Dec 2024 – 23 Jan 2025
34	Thailand	INFOSEARCH LIMITED	F2F	500	NATIONAL	22 Dec 2024 – 18 Jan 2025
35	The Netherlands	Motivaction International B.V.	CAWI	1023	NATIONAL	6-18 December 2024
36	Turkey	Barem	CATI	775	NATIONAL	24-28 January 2025
37	United Kingdom	ORB International	CAWI	1000	NATIONAL	19-23 Dec 2024
38	USA	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
39	Vietnam	Indochina Research (Vietnam) Ltd	CAPI	900	Hanoi, Ho Chi Minh city, Da Nang, Can Tho - Urban population	18 Dec 2024 – 10 Jan 2025