

REDC



WIN

Worldwide
Independent Network
Of Market Research

WIN World Survey

World Mental Health Day

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Ireland's Mental Health Check-In: A Nation Under Pressure



Key Findings 2025

I

Ireland ranks among the world's most stressed nations. **93%** of people say they've experienced stress, while just **6%** claim they never have, less than half the global average. Younger adults feel the strain most, with stress seemingly a part of many Irish adults' everyday life.

III

Almost every Irish adult has felt a negative mental state in the past month. Feelings of worry and loneliness are high, affecting **over half** the population. Women and younger adults are most likely to feel overwhelmed, while older groups report less emotional strain.

II

Technology can be a negative contributor to mental health. **Two-thirds of under-24s** often lose sleep staying up late on devices, and most say tech use triggers mental health issues. Evidence that being constantly connected can come at a cost.

IV

Mental health worries extend to the next generation. Many Irish adults express **concern for their children's wellbeing and openness to talk**; a sign that mental health awareness is now a shared family priority.

93%

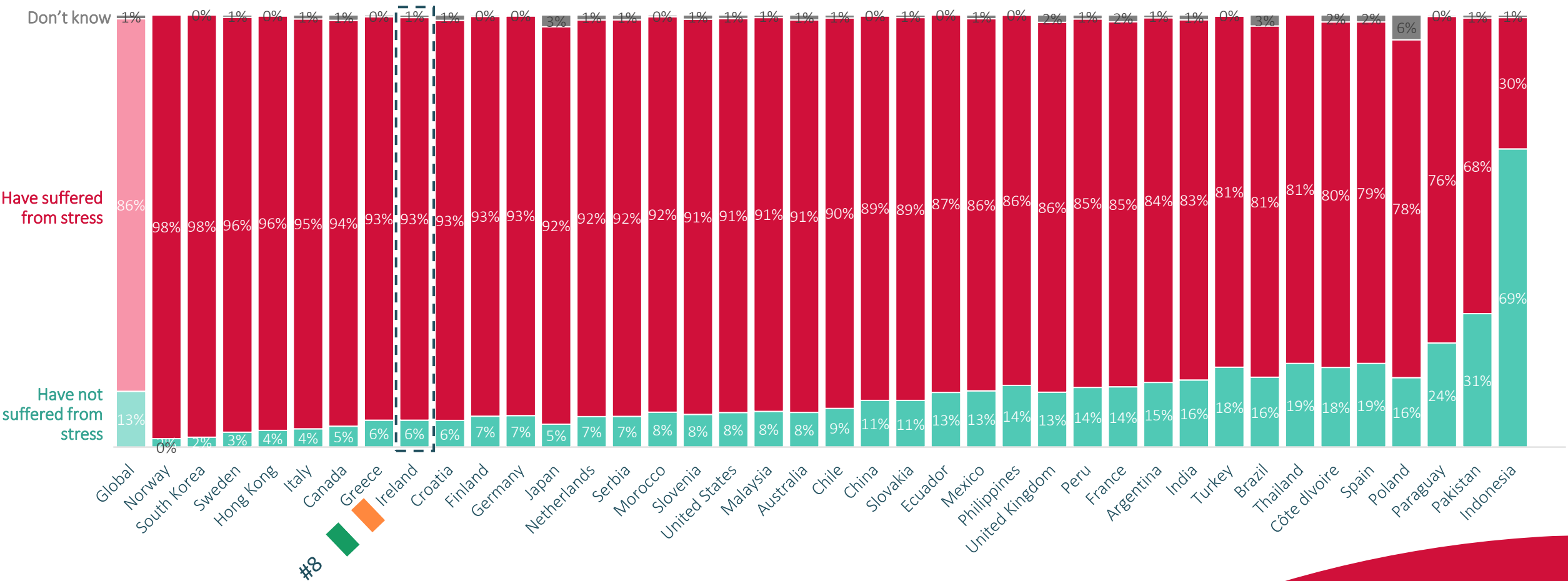
of all Irish people
report ever suffering
from stress



Ireland among the most stressed nations

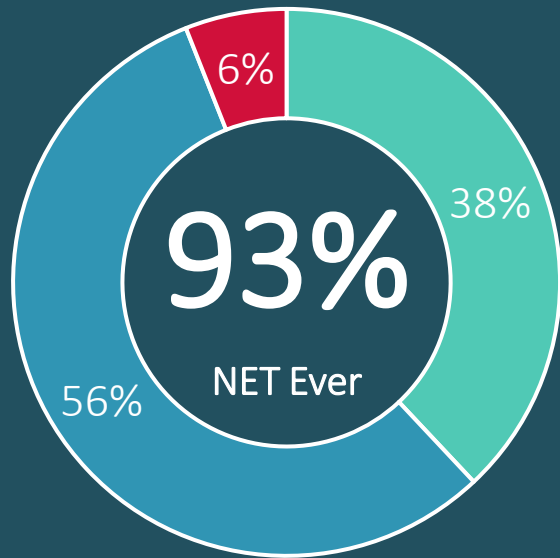
Over nine in ten people say they have experienced stress at some point, while just 6% report never feeling stressed which is less than half the global average.

Suffering from stress X Country



Base: All across 39 countries worldwide – n=35,514

How often do Irish people suffer from stress?



NET Often NET Occasionally Never

Global average: 86% ↑

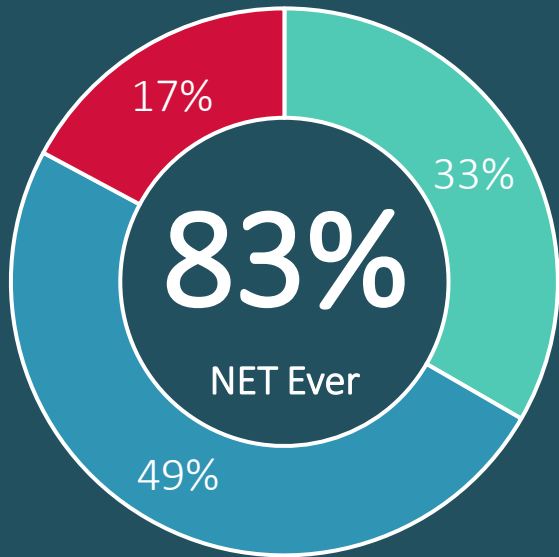
(Base: All Adults Ireland n=1,013)

Younger cohorts more likely to say they often suffer with stress



Technology also has a strong influence on mental health, with many, especially younger people, noting that they use it in ways that have a negative impact on their wellbeing

How often do Irish people stay up late?



NET Often NET Occasionally Never

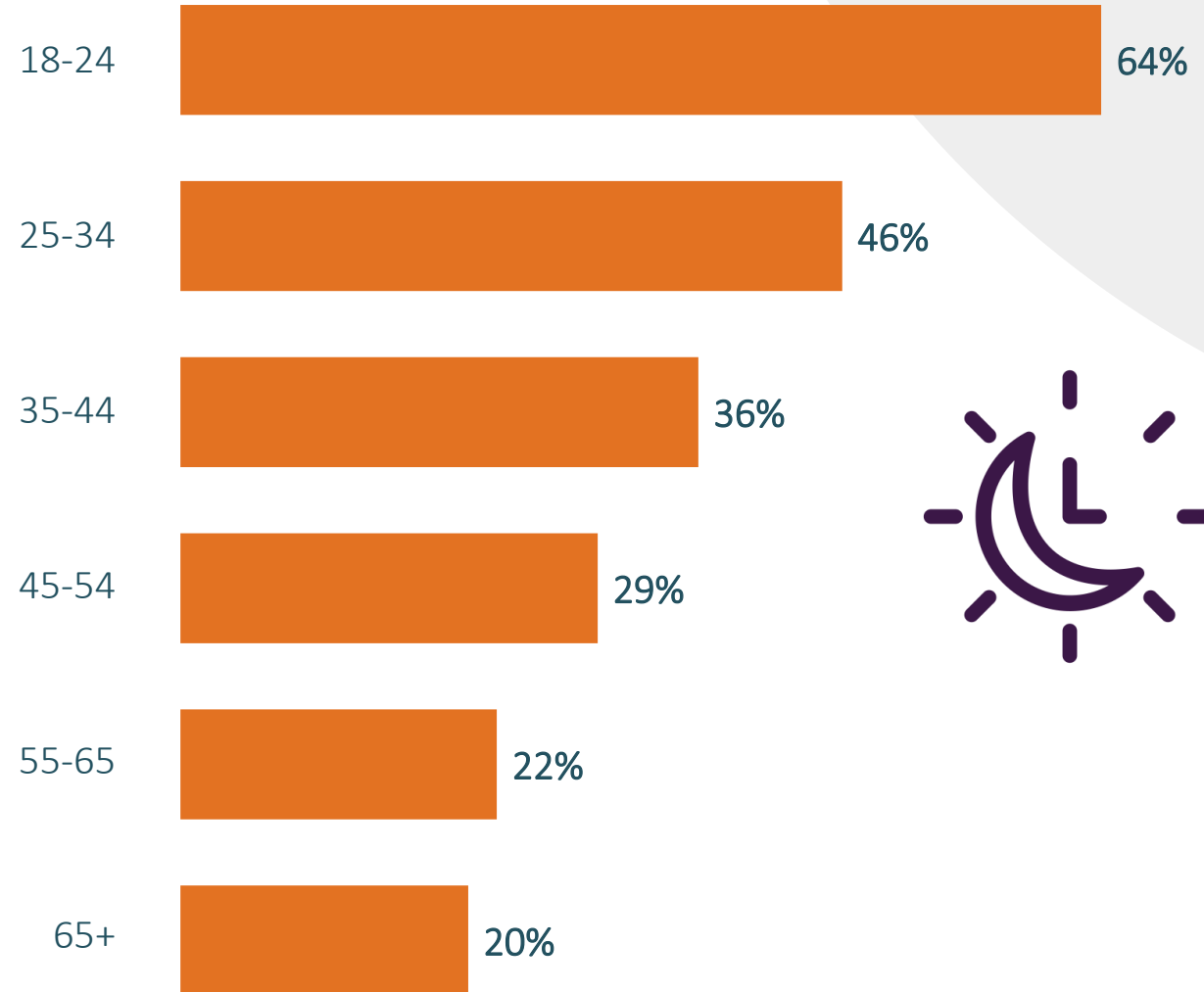
Global average: 85% ↑

*Full text: Stay up late at night using your phone or computer, resulting in less sleep than you need

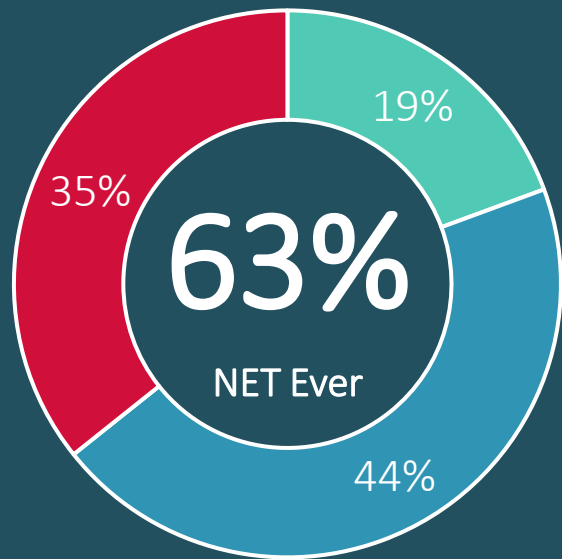
(Base: All Adults Ireland n=1,013)

Two thirds of under 24s often lose sleep due to staying up late on devices

Often stay up late at night



How often do Irish people experience anxiety due to technology?



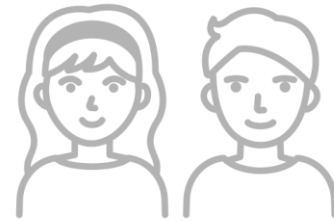
■ NET Often ■ NET Occasionally ■ Never

Global average: 56% ↑

*Full text: Experience anxiety, depression or any other mental health issue due to excessive technology?

(Base: All Adults Ireland n=1,013)

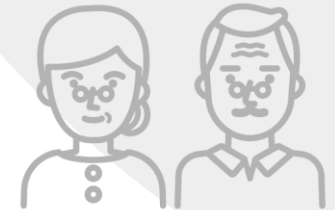
Most Irish adults experiencing anxiety due to technology. This is highest among younger cohorts, particularly full-time students.



18-34 year olds



35-54 year olds



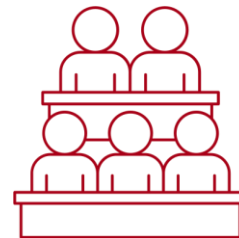
55+ year olds

Often

31%

18%

8%



42% among full-time students

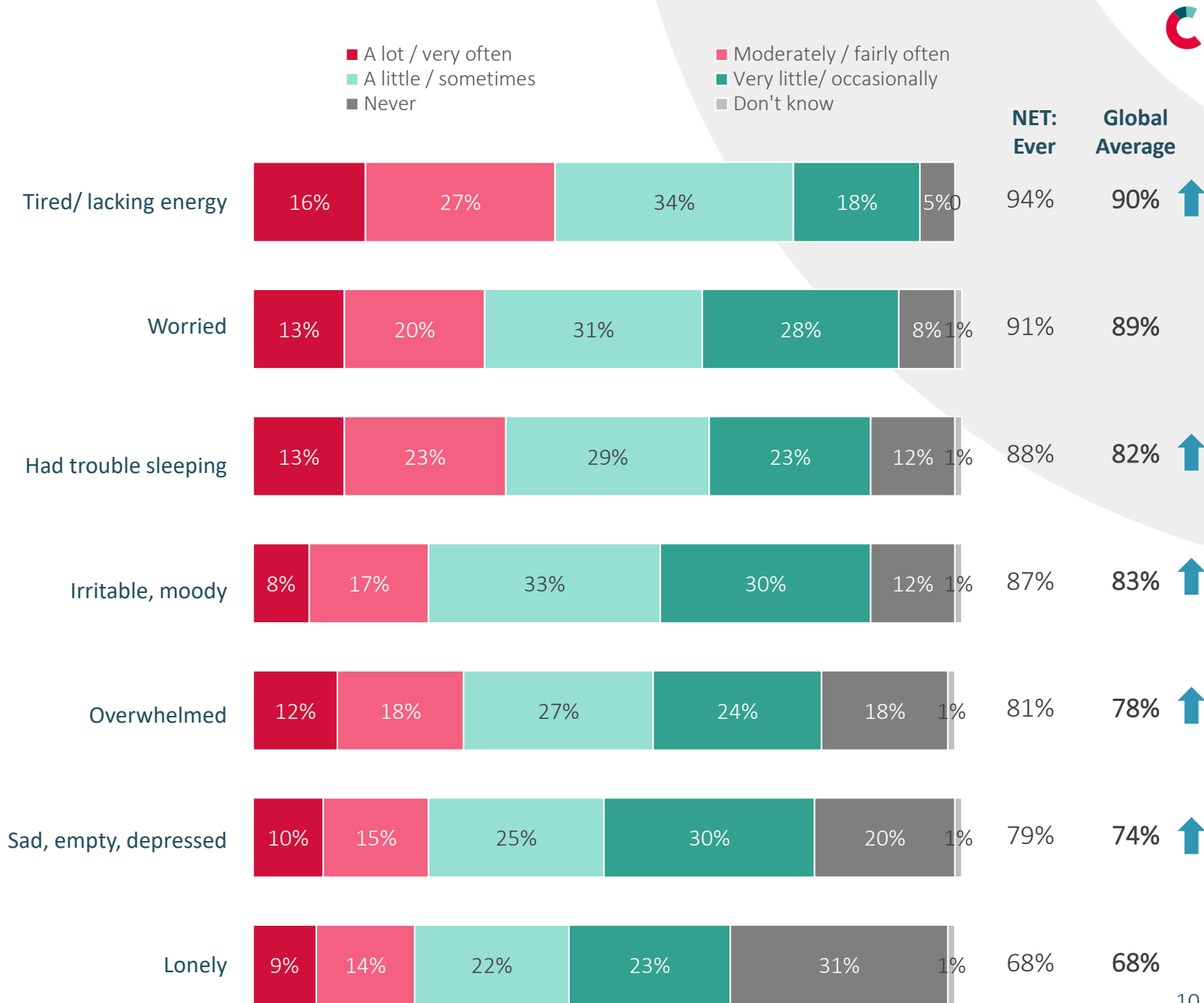
Nearly all Irish adults say they've experienced some form of negative mental state in the past month

Irish adults experience a range of negative emotions more often than the global norm

Feelings of worriedness and loneliness fall in line with global norms but are still high with over half of all adults reporting feeling them within the last month.

↓↑ = 3+ points below/ahead of global average

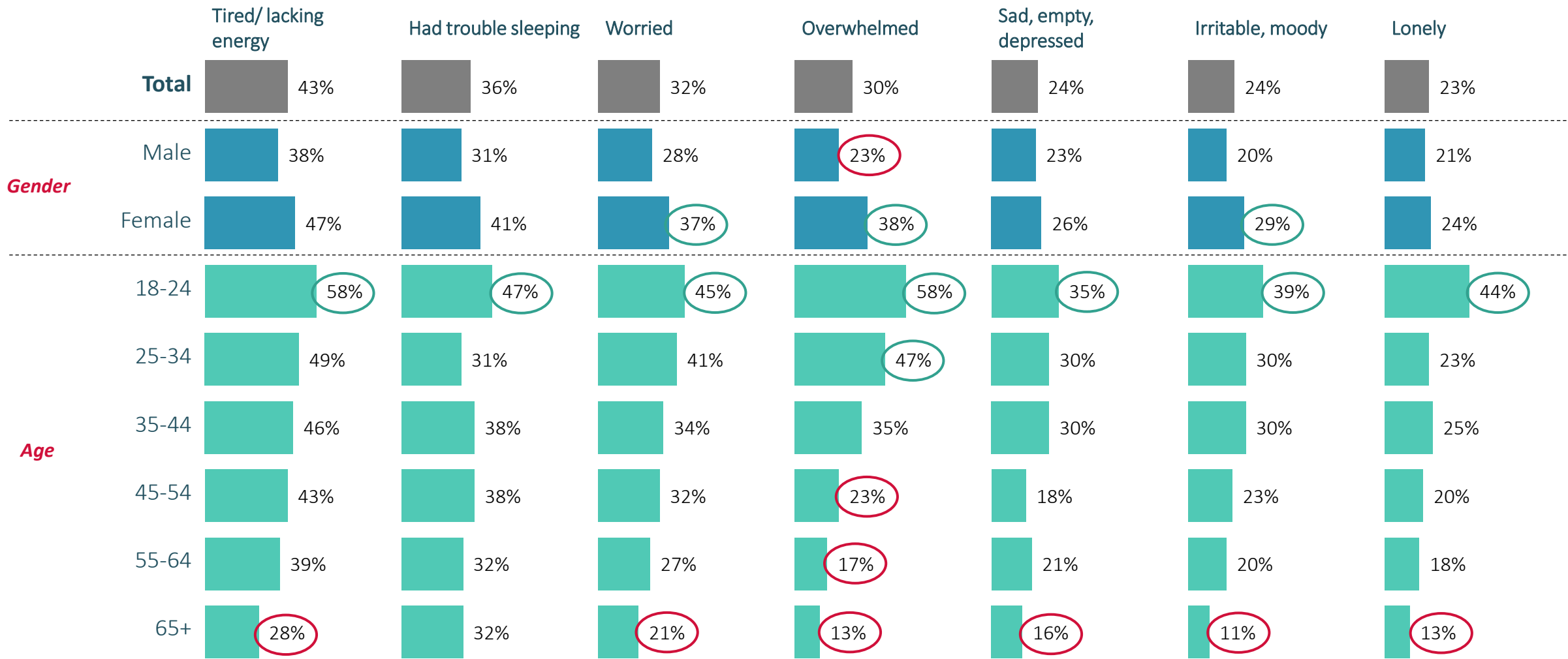
(Base: All Adults Ireland n=1,013)



Younger cohorts more likely to report frequent negative states

Women are also more likely to feel worried, overwhelmed, irritable, and moody. Older cohorts see a reduction in frequent negative mental states, especially around feeling overwhelmed.

Mental states X Demographics



○ ○ Indicates significant difference vs. Total
(Base: All Adults Ireland n=1,013)

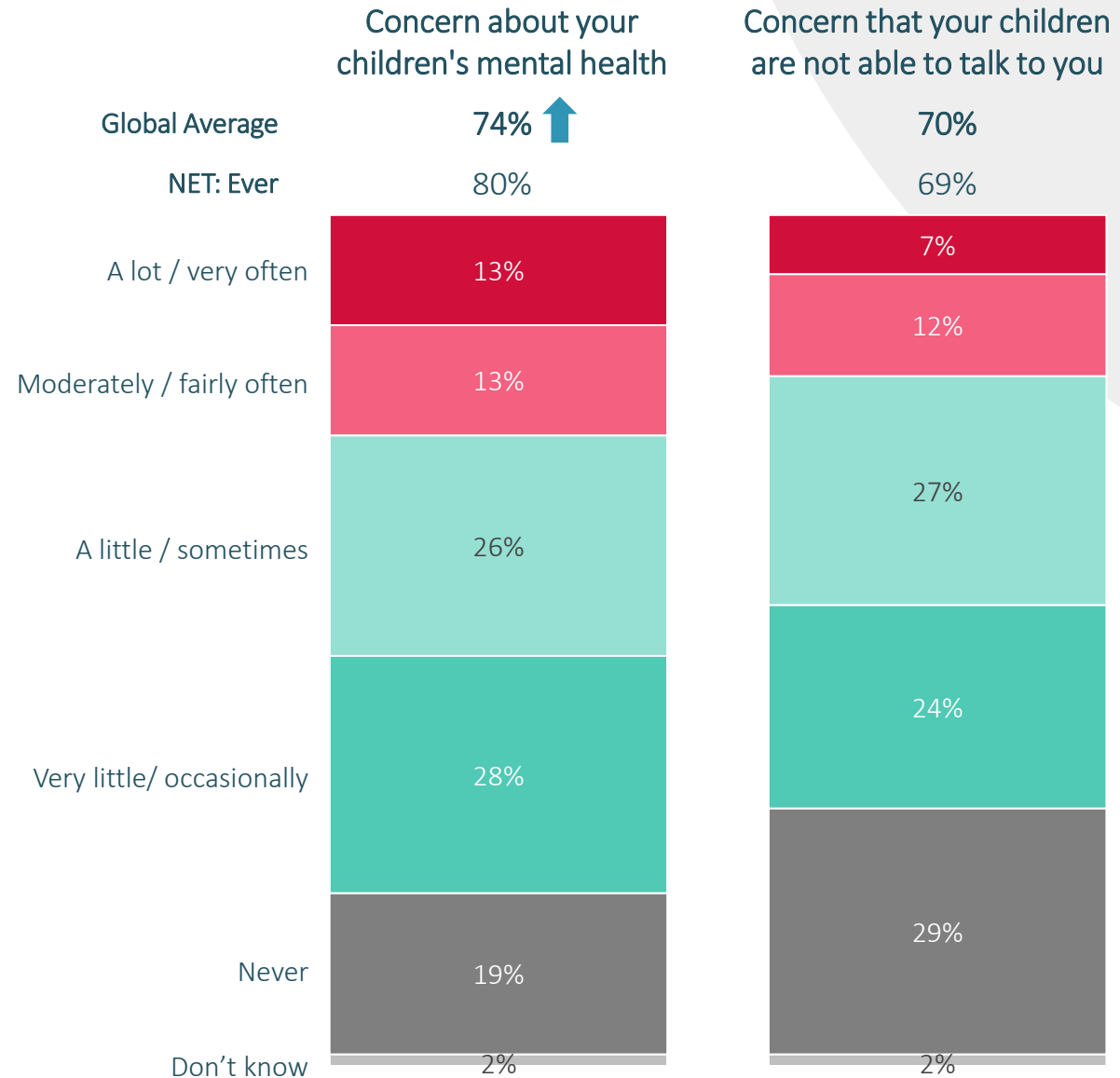
Irish adults' concern for their own mental health is reflected in their concern for their children's

While Irish adults are more likely to feel concerned about their children's mental health, they are roughly on par with the global average in their concern regarding their children being able to confide in them.

*Full text: Concern that your children are not able to talk to you about any major worries they may have

(Base: All Adults Ireland with dependent children n=368)

Mental states for parents



Sample;
methodology;
and
questionnaire



Sample and Methodology

The WWS (WIN Worldwide Survey) is conducted annually with the purpose of measuring and understanding attitudes and behaviours among populations around the globe in relation to key societal topics.

A total of $n=35,514$ people were interviewed globally. In Ireland, a nationally representative sample of $n=1,013$ adults aged 18 and over was completed utilising a CAWI methodology.

Fieldwork worldwide was conducted between December 2nd 2024 and February 25th 2025. Fieldwork in Ireland was conducted between 9th and 15th January 2025.

The margin of error for the Irish sample is $\pm 3.2\%$ at the 95% confidence interval.

The global average has been computed based on the share of the total combined population in each constituent state.



Questionnaire – Health

WS 2025

HEALTH

2. How often would you say that you...? (2018/2019/2020/2021)

	A lot/ very often	Moderately/ <i>fairly often</i>	A little/sometimes	Very little/ occasionally	Never	Do not know / no response	
<u>Suffer</u> from stress (2018, 2019, 2020, 2021)	1	2	3	4	5	9	(SPSS-Q2_04)
Stay up late at night using your phone or computer, resulting in less sleep than you need (NEW)	1	2	3	4	5	9	(SPSS-Q5_02)
Experience anxiety, depression or any other mental health issue due to excessive technology (NEW)	1	2	3	4	5	9	(SPSS-Q5_03)

4. In the last 30 days, how often did you feel the following state? (New)

	A lot/ very often	Moderately/ <i>fairly often</i>	A little/some times	Very little/ occasionally	Never	Do not know / no response/ no children	
Worried	1	2	3	4	5	9	(SPSS-Q4_01)
Tired/ lacking energy	1	2	3	4	5	9	(SPSS-Q4_02)
Had trouble sleeping	1	2	3	4	5	9	(SPSS-Q4_03)
Overwhelmed	1	2	3	4	5	9	(SPSS-Q4_04)
Sad, empty, depressed	1	2	3	4	5	9	(SPSS-Q4_05)
Irritable, moody	1	2	3	4	5	9	(SPSS-Q4_06)
Lonely	1	2	3	4	5	9	(SPSS-Q4_07)
Concern about your children's mental health	1	2	3	4	5	9	(SPSS-Q4_08)
Concern that your children are not able to talk to you about any major worries they may have	1	2	3	4	5	9	(SPSS-Q4_09)

About the WIN Survey



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About the WIN Survey

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

Our assets are:

- 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

Over 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: Third World issues, advertising and media research as well as retail, economics, and corporate research.

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