

## 9 in 10 adults in Ireland struggle with stress and negative mental states

1. 93% of people have struggled with stress with this being a frequent occurrence for 38% of these adults.
2. Technology can contribute to these mental health struggles, especially for 18-24s, who often lose sleep staying up on devices (64%) and believe excessive technology use often triggers mental health issues for them (32%).
3. The vast majority of Irish adults have felt some form of negative mental state in the past month, with tiredness and a lack of energy as the most common issue (94%).

The **Worldwide Independent Network of MR (WIN)**, leading global association of independent market research and polling firms, has released new findings from its Worldviews Survey (WVS). This year's survey captures the perspective and beliefs of 35,515 individuals across 40 countries. As we mark Mental Health Day, the latest findings reveal that the majority of people globally experience negative moods frequently, with socioeconomic and demographic factors playing a large role. Low moods significantly shape how individuals perceive their own health, serving as a strong and consistent indicator.

By tracking trends over six years, WIN has assessed and provided valuable insights into how these perceptions regarding self-perceived health, including sleep health and stress levels, are changing over time.

### HEADLINES – IRELAND

#### Ireland emerges as one of the most stressed nations in the world

A new report from RED C and the WIN Network, released for World Mental Health Day, finds that 93% of Irish adults say they have experienced stress at some point, placing Ireland among the most stressed nations globally. Only 6% report never feeling stressed, less than half the global average.

Younger adults appear most at risk. Those under 35 are significantly more likely than older adults to report feeling stressed frequently. They are also more likely to report anxiety and mood-related difficulties, indicating elevated mental health challenges among Ireland's younger population.

#### Technology taking a toll on mental wellbeing

Technology use is associated with mental health concerns, particularly among younger adults. Two-thirds of those under 24 report losing sleep due to late-night device use, and a majority (83%) report feeling anxious at some point as a result of technology use. This reflects the ongoing tension between digital connectivity and wellbeing among younger age groups.

#### Negative mental states now the norm

Almost all Irish adults report experiencing some form of negative mental state in the past month. Worry, loneliness, and feelings of being overwhelmed are the most commonly reported. Over half of adults report experiencing worry or loneliness recently.

Women are more likely than men to report feelings of worry, irritability, or being overwhelmed. Patterns vary across age groups, with older adults, especially those aged 55 and above, reporting lower levels of these negative mental states in comparison to younger adults.

### **Mental health concerns extend to the next generation**

Awareness of mental wellbeing among adults is reflected in concern for children's mental health. Irish parents are more likely than the global average to express worry about their children's mental health, though levels of perceived openness and communication with children are broadly in line with global norms.

## **HEADLINES -- WORLD**

### **Over half the world struggles with negative moods regularly**

As the world faces instability, economic pressures, and rapid social change, mental health is emerging as one of the most pressing global challenges. The 2025 WVS reveals that 62% of people worldwide report experiencing negative moods often, including worry, stress, fatigue, sadness, and loneliness.

Fatigue leads the list, with 37% of people saying they often feel tired. Worry (33%) and stress (32%) follow closely behind. Concerningly, over a quarter of the world's population (28%) report experiencing trouble sleeping in the past 30 days, a factor that can further deepen negative moods.

The other measured negative mental health states are reported by around 2 in 10 respondents worldwide: feeling overwhelmed (24%), irritable or moody (23%), sad, empty or depressed (22%), and lonely (20%), whether "a lot/very often" or "moderately/fairly often."

The findings also show stark differences across demographics. Women are more affected than men, with 68% reporting frequent negative moods compared to 57% of men. Young adults are particularly vulnerable: 71% of those aged 18 to 24 say they often experience low moods, compared with just 49% among those aged 65 and over. Education levels also play a role, with the least educated consistently reporting higher levels of low mood (76%). This trend among the most affected groups is consistently observed across all items analysed separately.

And even within regions, the differences are striking. People in the Philippines are the most affected, with 85% saying they regularly experience negative moods, while Vietnam reports the lowest prevalence at just 22%.

### **Significance of psychological distress on self-perceived health**

A person's psychological well-being plays a critical role in shaping how they view their overall health and quality of life. To closely examine this, WIN has conducted an objective analysis of the relationship between psychological distress and self-perceived general health. To assess psychological distress, researchers developed an Index using data from the WVS, specifically focusing on how often individuals reported experiencing low moods and stress. A higher score on the Psychological Distress Index indicates greater levels of negative moods.

The results reveal a clear pattern: as psychological distress increases, so does the likelihood that individuals will view their health negatively. This relationship is statistically significant and underscores the strong link between mental health and perceived physical health.

While the model does not account for other potential influences, such as physical conditions, age, or socioeconomic status, it nonetheless confirms that mental health is a meaningful determinant of how people perceive their own health. In fact, levels of psychological distress (the Index) can serve as a reliable predictor of whether an individual is likely to see themselves as healthy or as experiencing deteriorating health.

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

*“These findings shine a spotlight on a global challenge that we cannot see: the mental strain and psychological distress in these unstable times. The WVS shows that negative moods are not just widespread, they are impacted by people’s socioeconomic status, education, gender, and age – and closely linked to self-perception of health. Understanding these patterns is critical for policymakers, communities, and global organisations as they seek to support mental wellbeing.”*

-ENDS-

**Media enquiries:**

WORLDWIDE DATA

Elena Crosilla, WIN Coordinator

+39 335.62.07.347

E-mail: [coordinator@winmr.com](mailto:coordinator@winmr.com)