

REDC



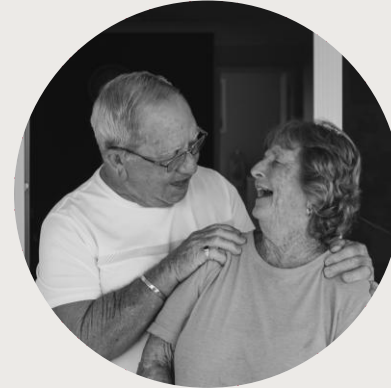
# WIN WORLDWIDE VIEW STUDY

POPULATION

JULY 2026

# Perceived support for vulnerable groups remains weak in Ireland

## Key Findings 2026



### Support is perceived to be low across all groups

Only around one-quarter of Irish adults believe young people, the elderly or people with disabilities are adequately supported, leaving Ireland behind global averages.

### Young people are seen as particularly underserved

Just 26% believe society adequately supports young people, with older generations especially sceptical about the opportunities and support available to youth today.

### Views on support for older people are improving

Perceptions of support for the elderly have increased from 15% to 24% since 2021, though most still believe society is falling short and age discrimination remains a serious concern.

### Confidence in support for people living with disabilities is low

Just 25% believe people living with disabilities are adequately supported, placing Ireland below the global average and reinforcing wider concerns around societal care.

01

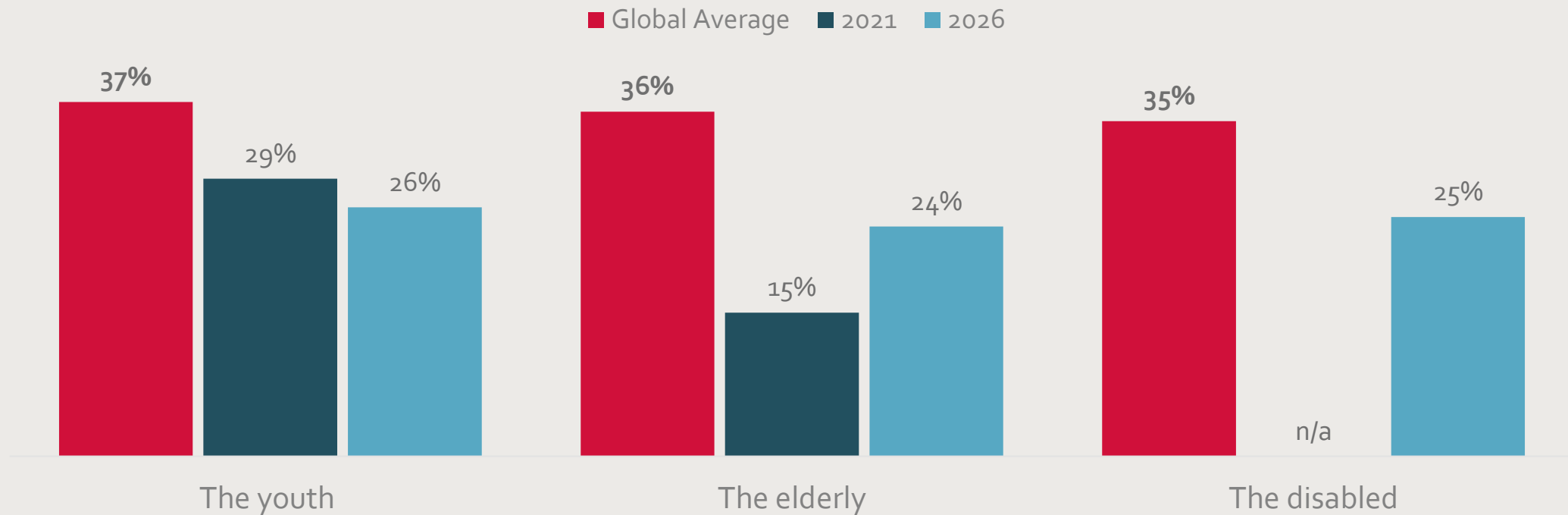
# Societal perceptions of care in Ireland



# Perceptions of societal care remain low across all groups, despite improving views on support for the elderly.

Only around one quarter believe any group is well supported, leaving Ireland roughly 10 points below global averages.

How well does society look after the following groups of people:



02

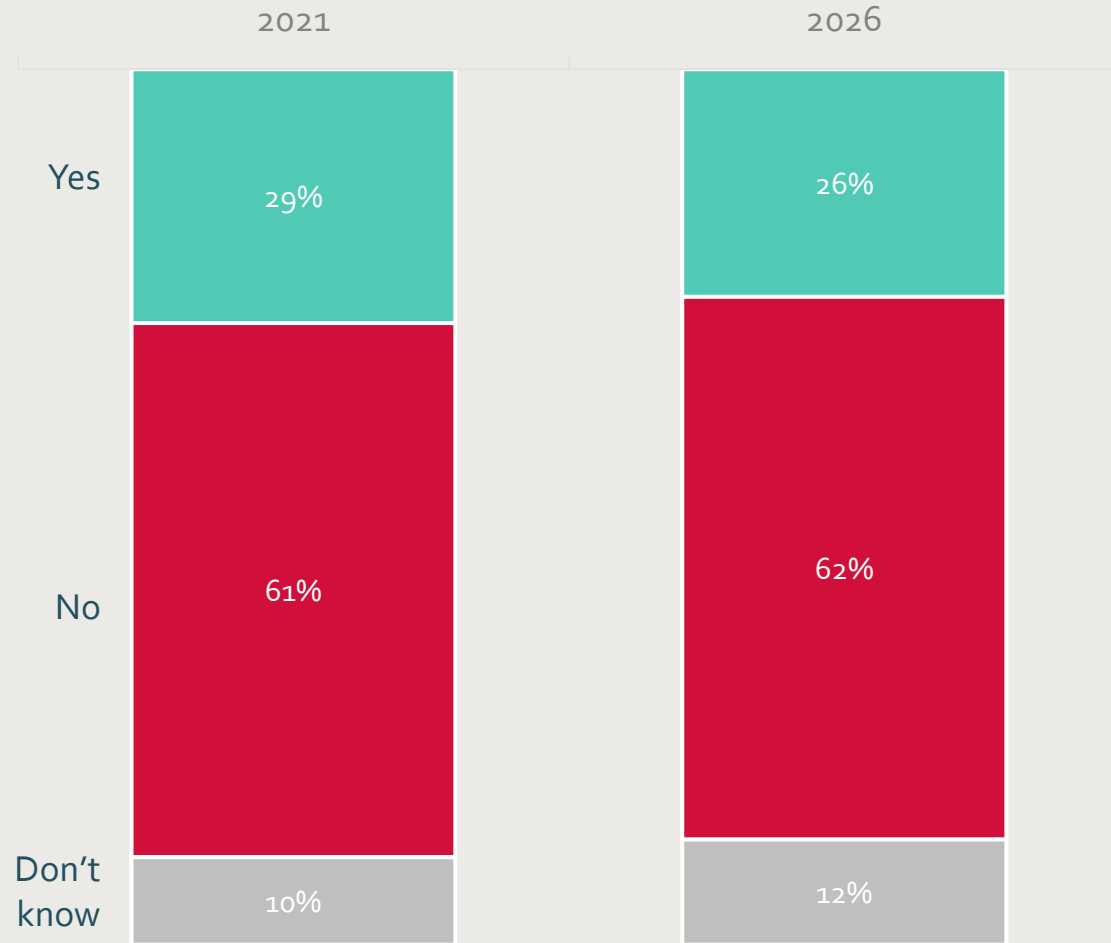
# The Youth





Young people are widely seen as underserved in Ireland, with a clear majority believing society is failing to support them.

# 3 in 5 believe the youth are not supported in Irish society



▲ ▼ Significantly higher/lower vs previous year

(Base: All adults in ROI aged 18+, n=1,003)

Q10. Do you think the society we live in takes enough care of each of the following categories?



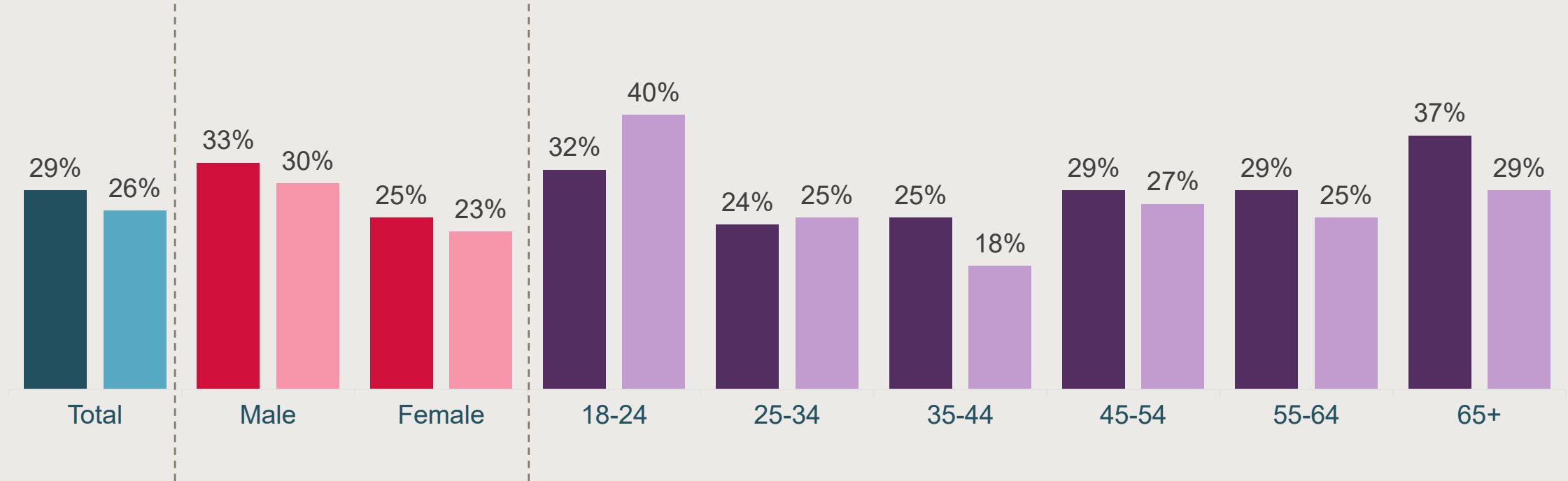
# Perceptions of support for youth has weakened over the past five years

Adults aged 18-24 have become more optimistic over the last five years. In contrast, confidence has declined among most older cohorts, particularly those aged 35-44 and 65+.

How well does society look after the following groups of people: The Youth

2021  2026 

% NET: Yes



▲ ▼ Significantly higher/lower vs previous year

(Base: All adults in ROI aged 18+, n=1,003;

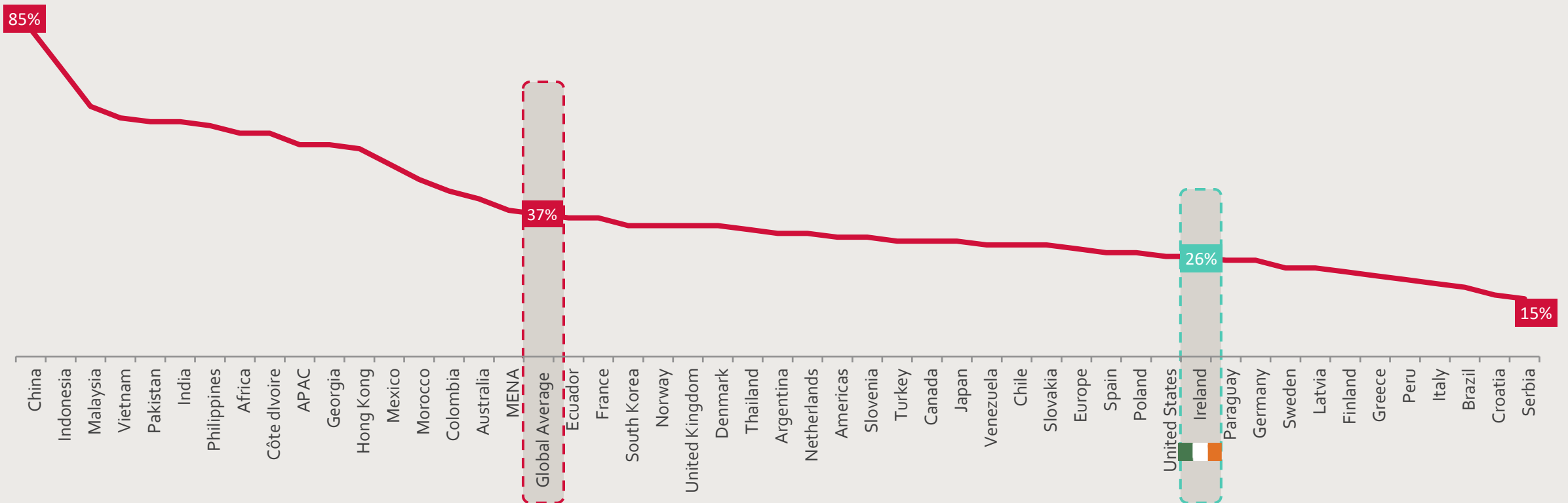
Q10. Do you think the society we live in takes enough care of each of the following categories?

# Globally, 37% believe society looks after young people

With stronger perceptions of support in Asia - Ireland and much of Europe trail the global average.

How well does society look after the following groups of people: The Youth

NET: YES



MENA has only 2 countries. Africa has only 1 country.

▲ ▼ Significantly higher/lower vs previous year

(Base: All adults Globally aged 18+, n=45,000)

Q10. Do you think the society we live in takes enough care of each of the following categories?

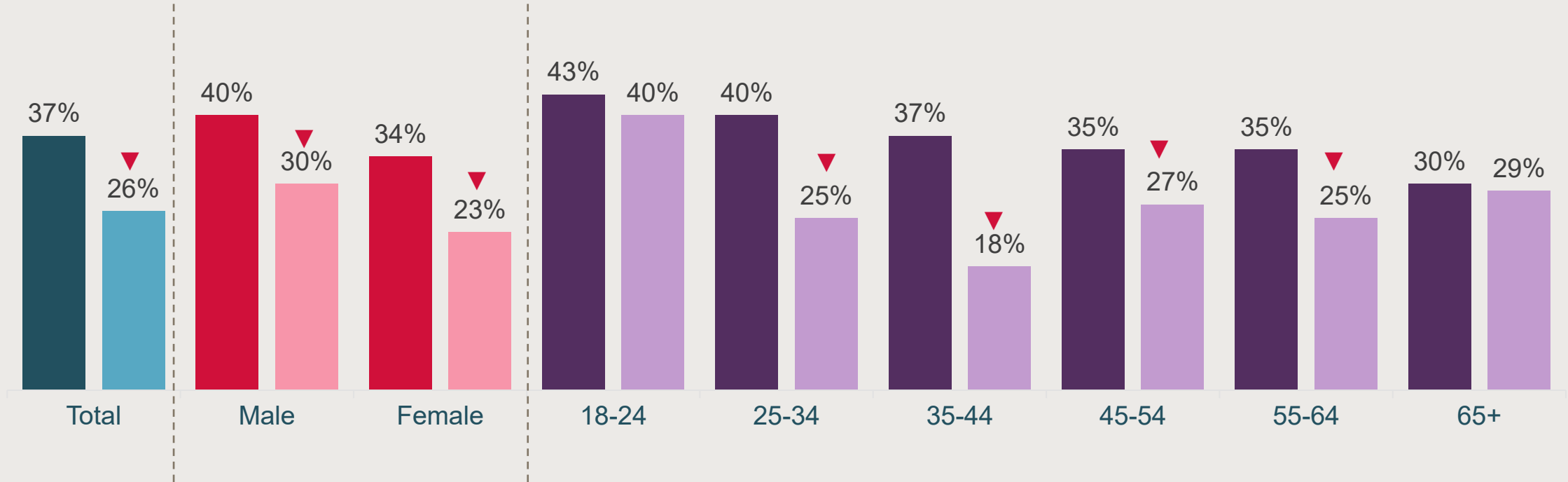
# Perceptions of support for youth are significantly weaker in Ireland

While younger adults (18-24) are relatively aligned with global sentiment, Irish adults aged 25-64 are particularly sceptical that society adequately supports young people.

How well does society look after the following groups of people: The Youth

Global  Irish

% NET: Yes



▲ ▼ Significantly higher/lower vs Global average

(Base: All adults in ROI aged 18+, n=1,003; All adults Globally aged 18+, n=45,000)

Q10. Do you think the society we live in takes enough care of each of the following categories?

03

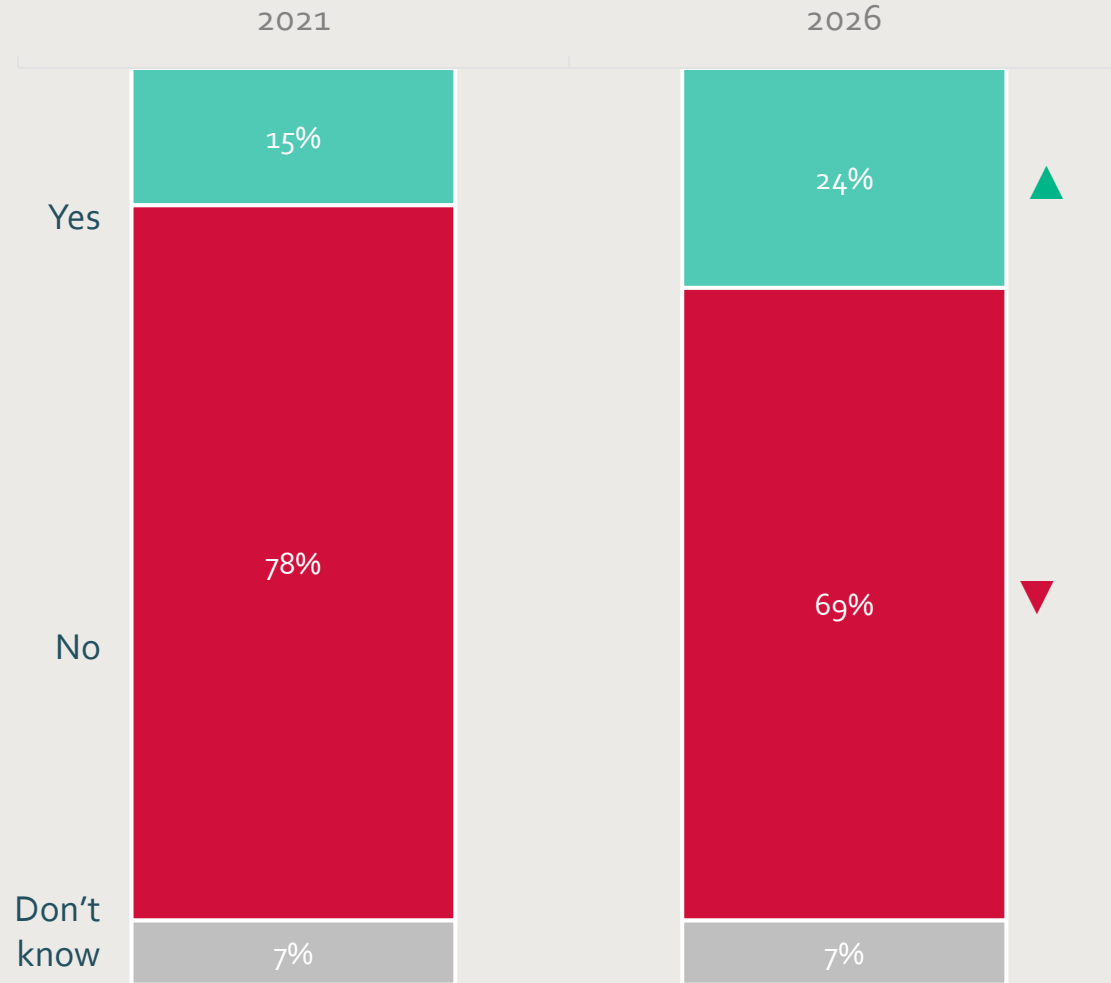
# The Elderly





Perceptions of support for older people are improving, but most still believe Irish society is falling short.

# Less than 1 in 4 believe the elderly are taken care of in Irish society



▲ ▼ Significantly higher/lower vs previous year

(Base: All adults in ROI aged 18+, n=1,003)

Q10. Do you think the society we live in takes enough care of each of the following categories?



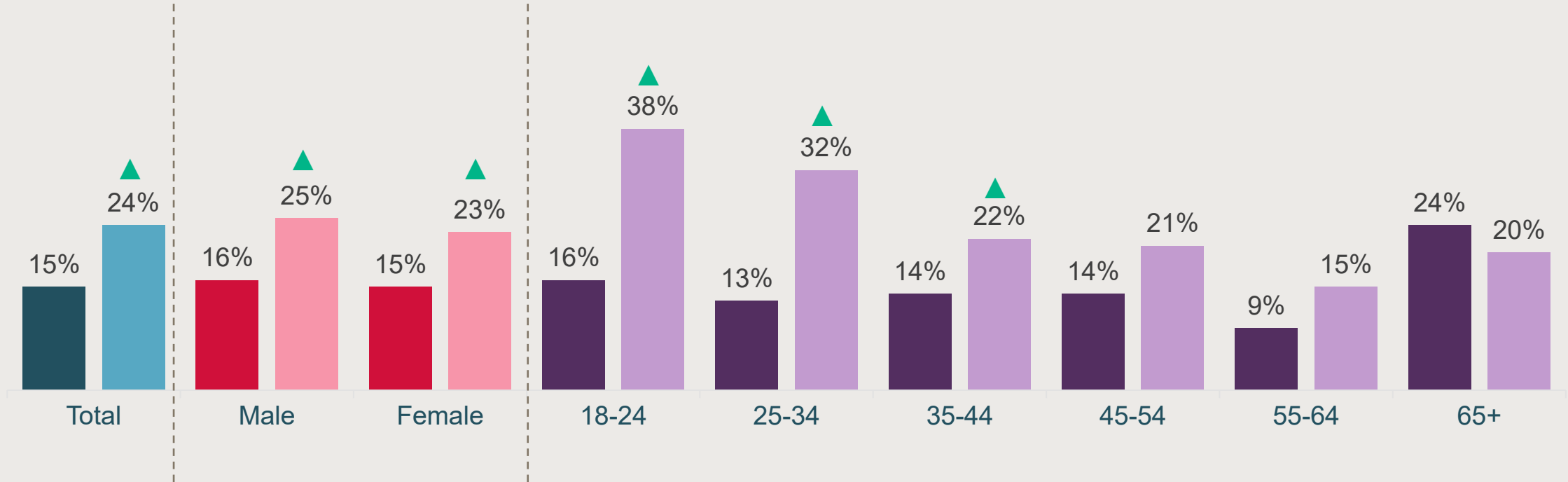
# Perceptions of support for the elderly have improved over the past 5yrs

Positive sentiment has increased significantly across most demographics since 2021, particularly among under 35s.

How well does society look after the following groups of people: The Elderly

2021  2026 

% NET: Yes



▲ ▼ Significantly higher/lower vs previous year

(Base: All adults in ROI aged 18+, n=1,003;

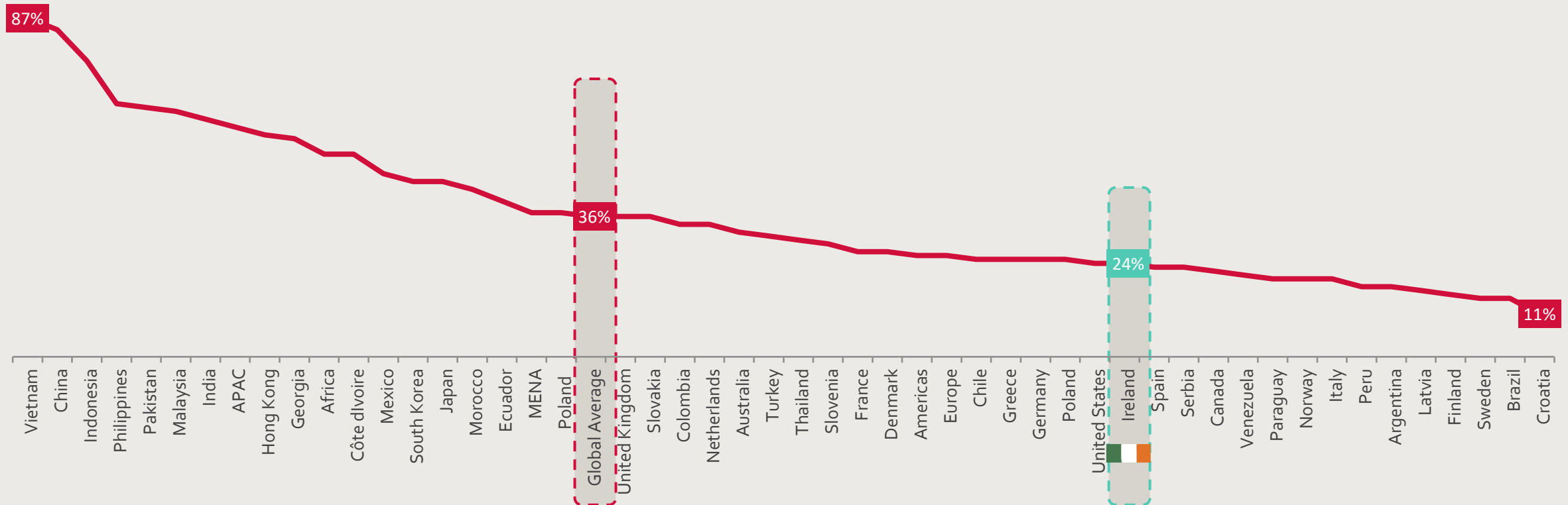
Q10. Do you think the society we live in takes enough care of each of the following categories?

# Yet Ireland remains below the global average for elderly support

While countries such as Vietnam, China and Indonesia report much stronger perceptions of support for older people, Ireland falls significantly below the global benchmark.

How well does society look after the following groups of people: The Elderly

NET: YES



MENA has only 2 countries. Africa has only 1 country.

▲ ▼ Significantly higher/lower vs previous year

(Base: Globally aged 18+, n=45,000)

Q10. Do you think the society we live in takes enough care of each of the following categories?

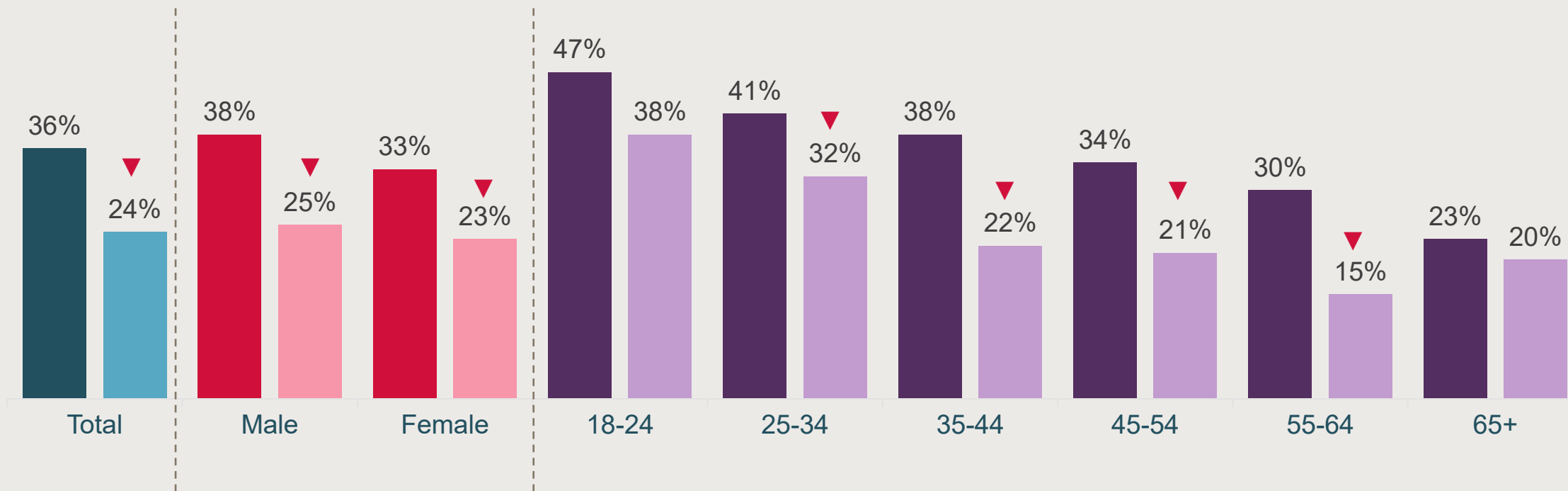
# Older adults are the least convinced that the elderly are supported

Perceptions decline sharply with age, and Ireland trails the global average across every demographic group.

How well does society look after the following groups of people: The Elderly

Global  Irish

% NET: Yes



▲ ▼ Significantly higher/lower vs Global average

(Base: All adults in ROI aged 18+, n=1,003; All adults Globally aged 18+, n=45,000)

Q10. Do you think the society we live in takes enough care of each of the following categories?

04

# The Disabled



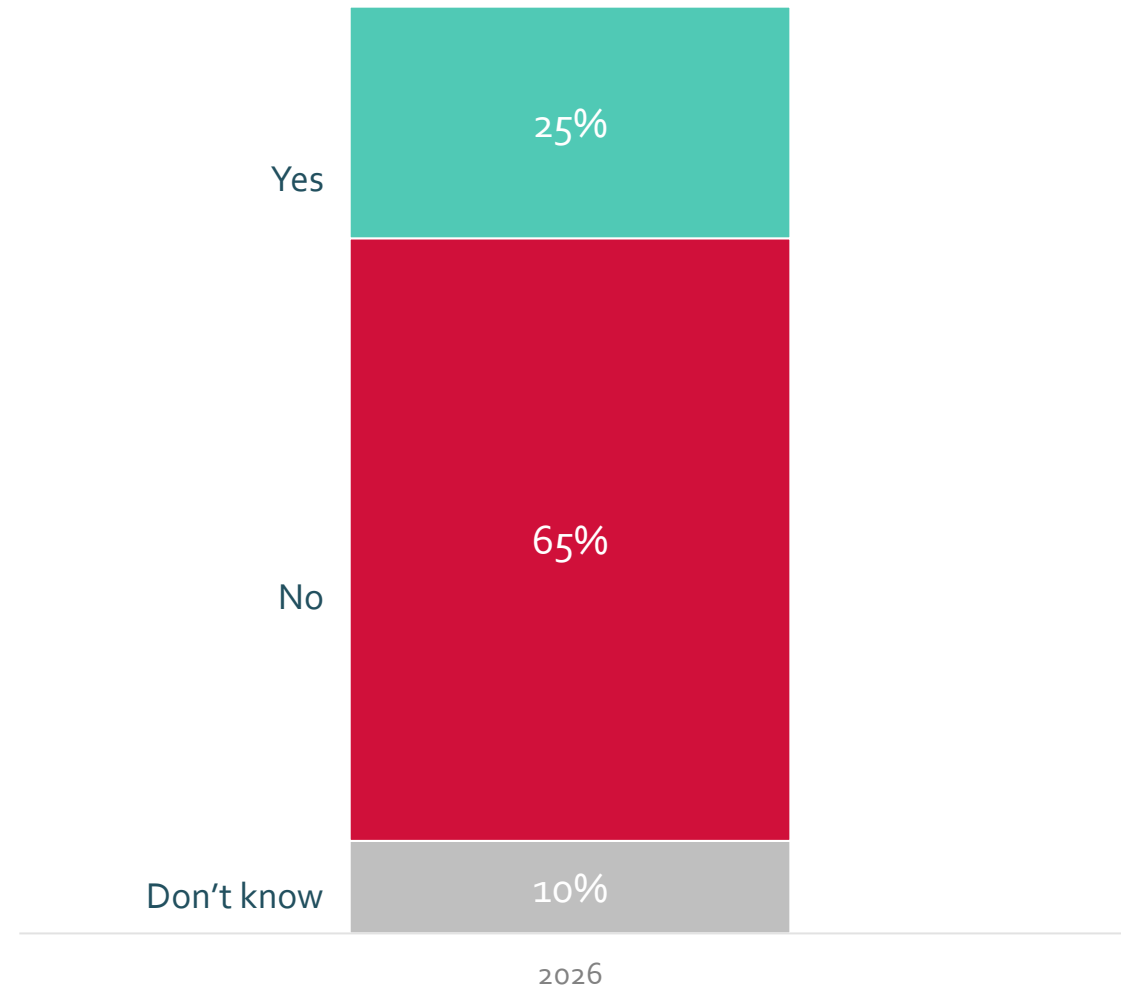


Support for people living with disabilities is seen as particularly lacking in Ireland, with consistently low confidence compared to other groups and countries.



POPULATION

# 1 in 4 feel those living with disabilities are supported by Irish society



▲ ▼ Significantly higher/lower vs previous year

(Base: All adults in ROI aged 18+, n=1,003; All adults Globally aged 18+, n=45,000)

Q10. Do you think the society we live in takes enough care of each of the following categories?

# Perceived support for those living with disabilities in Ireland trails the global average

This points to lower confidence in Ireland's ability to support people living with disabilities relative to other countries.

How well does society look after the following groups of people: The Disabled

NET: YES



MENA has only 2 countries. Africa has only 1 country.

▲ ▼ Significantly higher/lower vs previous year

(Base: Globally aged 18+, n=45,000)

Q10. Do you think the society we live in takes enough care of each of the following categories?

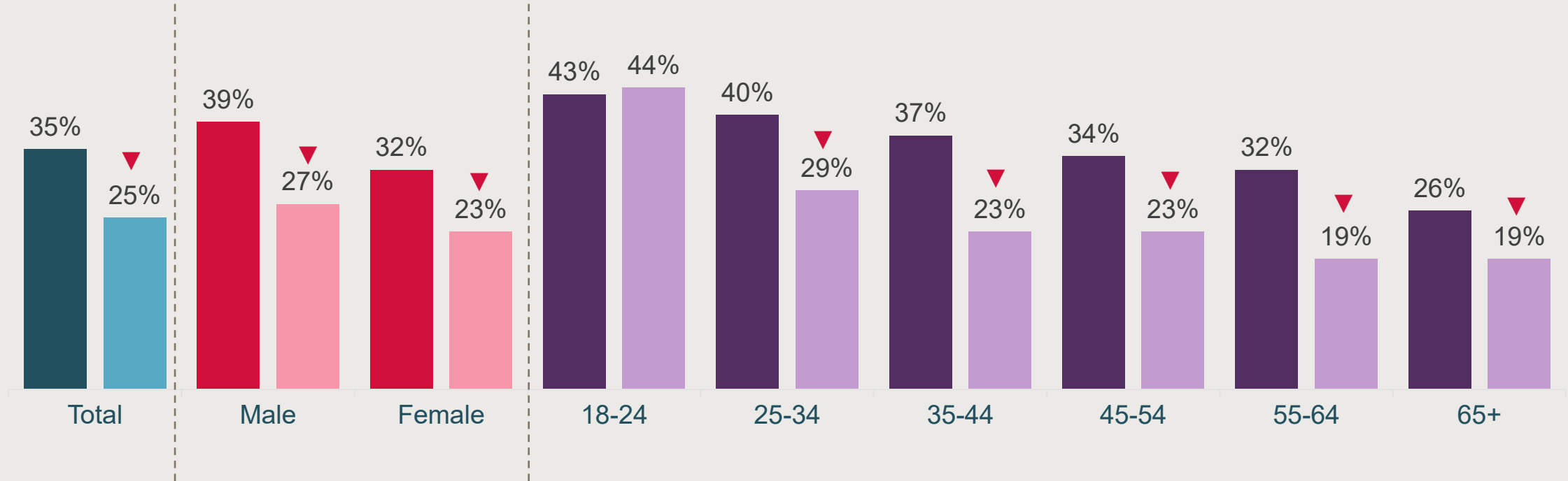
# Lower confidence in Ireland around support for people living with disabilities

Younger people's support is slightly higher than the global average, while it becomes much lower as people get older.

How well does society look after the following groups of people: The Disabled

Global  Irish

% NET: Yes



▲ ▼ Significantly higher/lower vs previous year

(Base: All adults in ROI aged 18+, n=1,003; All adults Globally aged 18+, n=45,000)

Q10. Do you think the society we live in takes enough care of each of the following categories?

05

# Age Discrimination





Age discrimination is seen as a widespread and persistent issue in Ireland, despite slightly lower concern than globally.



POPULATION

# 2 in 3 feel discrimination against older adults is a serious issue in Ireland

**NET: Serious**

**61%**

**Very serious**

16%

**Somewhat serious**

45%

▲ ▼ Significantly higher/lower vs previous year

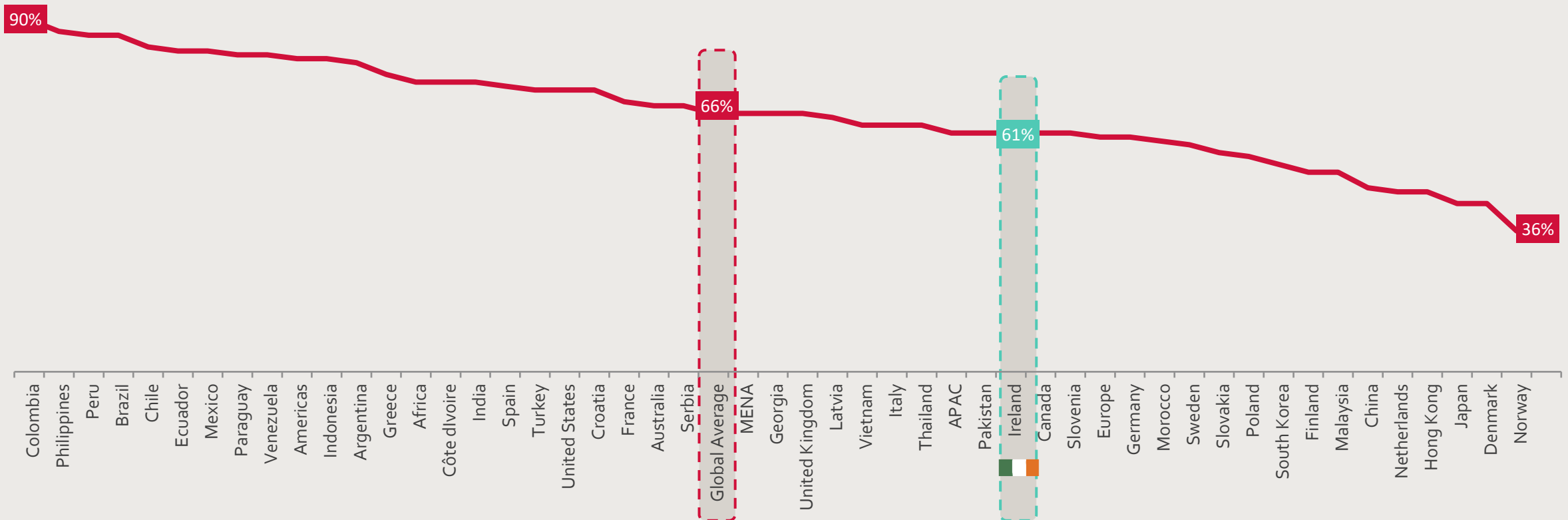
(Base: All adults in ROI aged 18+, n=1,003; All adults Globally aged 18+, n=45,000)

Q11. Do you think age discrimination (against older adults) is a serious issue in Ireland?

# Globally, the majority view age discrimination as a serious issue

Ireland sits slightly below the global average while Nordic countries Norway and Denmark report significantly lower levels of concern.

Age discrimination against older adults  
NET: Very Serious / Somewhat Serious



MENA has only 2 countries. Africa has only 1 country.

▲ ▼ Significantly higher/lower vs previous year

(Base: All adults in ROI aged 18+, n=1,003; All adults Globally aged 18+, n=45,000)

Q11. Do you think age discrimination (against older adults) is a serious issue in Ireland?

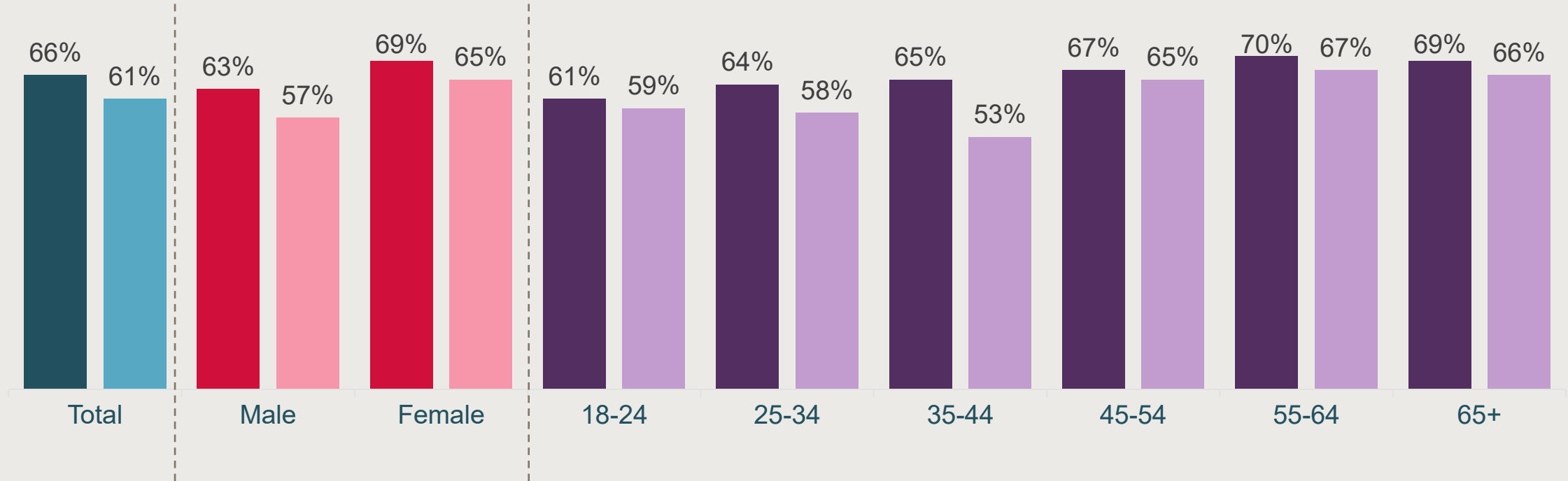
# Irish people are generally less concerned than the global average

Although, concern remains high, particularly among women and older age groups (55+)

## Age discrimination against older adults

Global  Irish

NET: Very Serious / Somewhat Serious



▲ ▼ Significantly higher/lower vs previous year

(Base: All adults in ROI aged 18+, n=1,003; All adults Globally aged 18+, n=45,000)

Q11. Do you think age discrimination (against older adults) is a serious issue in Ireland?

# Sample; methodology; and questionnaire





## POPULATION

# Sample and Methodology

### Methodology:

The WWS (WIN Worldviews Survey) is a study conducted every year with the purpose to measure people's thoughts, expectations, worries and perceptions related to relevant topics for society and business.

### Sample Size and Mode of Field Work:

A total of 45,000 people were interviewed globally. See below for sample details. The fieldwork was conducted in January 2026. The margin of error for the survey is between 2.4 and 4.4 at 95% confidence level.

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

# 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.

# Questionnaire – Population Index

10. Do you think the society we live in takes enough care of each of the following categories?  
(2018) ROTATE.

	YES	NO	DK/NA	
1. The elderly (2018)	1	2	99	(SPSS- Q10_01)
2. The Youth (2018)	1	2	99	(SPSS- Q10_02)
3. The disabled (NEW)	1	2	99	(SPSS- Q10_03)

11. (NEW) Do you think age discrimination (against older adults) is a serious issue in your country? (SPSS-Q11)

1. Very serious
2. Somewhat serious
3. Not very serious
4. Not serious at all
5. Do not know / no response



# THANK YOU

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