



REDC



WIN WORLDWIDE VIEW STUDY

MENTAL HEALTH

OCTOBER 2026

Money worries dominate, but the causes of stress change with age

Key Findings 2026



Financial stress outweighs employment concerns

Irish adults are more likely than average to feel stressed about money and debt, despite reporting substantially lower concern about jobs and unemployment.



The causes of stress change throughout life

The factors driving stress evolve noticeably across life stages. Younger adults are more affected by digital overload and life changes, while family responsibilities and health concerns become increasingly prominent with age.



Health concerns grow as people get older

Unlike most stressors, health does not peak at one stage of life. Instead, concern about health rises steadily with age, becoming the leading source of stress among older adults.



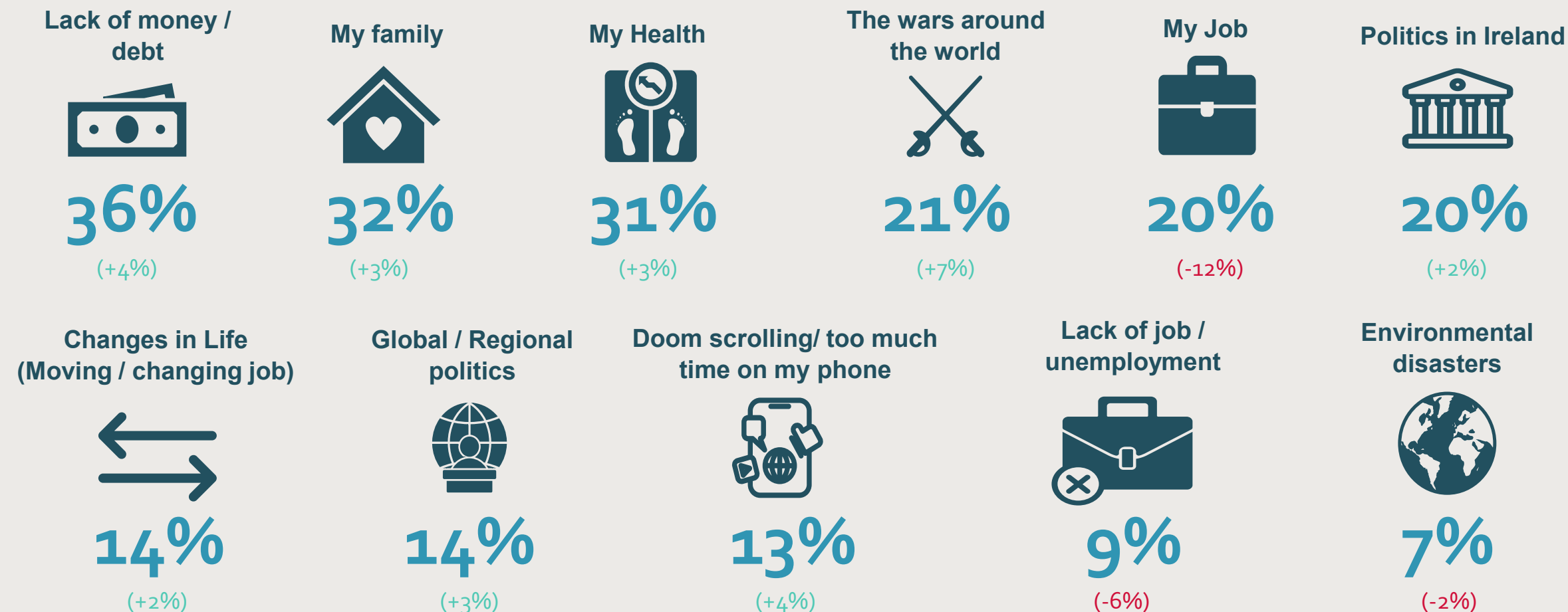
Global events weigh more heavily on older generations

Older adults are significantly more likely to cite wars, politics and wider global issues as sources of stress, highlighting the greater impact of geopolitical events later in life.

Stress in Ireland is shaped by financial pressures, life and global events

Irish adults are more stressed about money than the global average despite being significantly less worried about jobs and unemployment.

Ireland's causes of stress



The causes of stress in Ireland extend beyond finances alone

While family and health concerns remain a constant throughout life, other sources of stress shift with age, from digital pressures and life changes among younger adults to global events among older generations.

Top causes of stress by age in Ireland

Rank	18-24	25-34	35-44	45-54	55-64	65+
1.	Lack of money / debts	My job	Lack of money / debts	Lack of money / debts	Lack of money / debts	My health
2.	Doom scrolling/ too much time on my phone	Lack of money / debts	My family	My family	My health	The wars around the world
3.	My health	Changes in Life (Moving / changing job)	My health	My health	My family	My family
4.	My family	My health	My job	My job	Politics in Ireland	Politics in Ireland
5.	My job	My family	The wars around the world	Politics in Ireland	The wars around the world	Global / regional politics

↓

38% of 18-24s cite doomscrolling (+25% vs total)

↓

46% of 35-44s cite lack of money / debt (+10% vs total)

↓

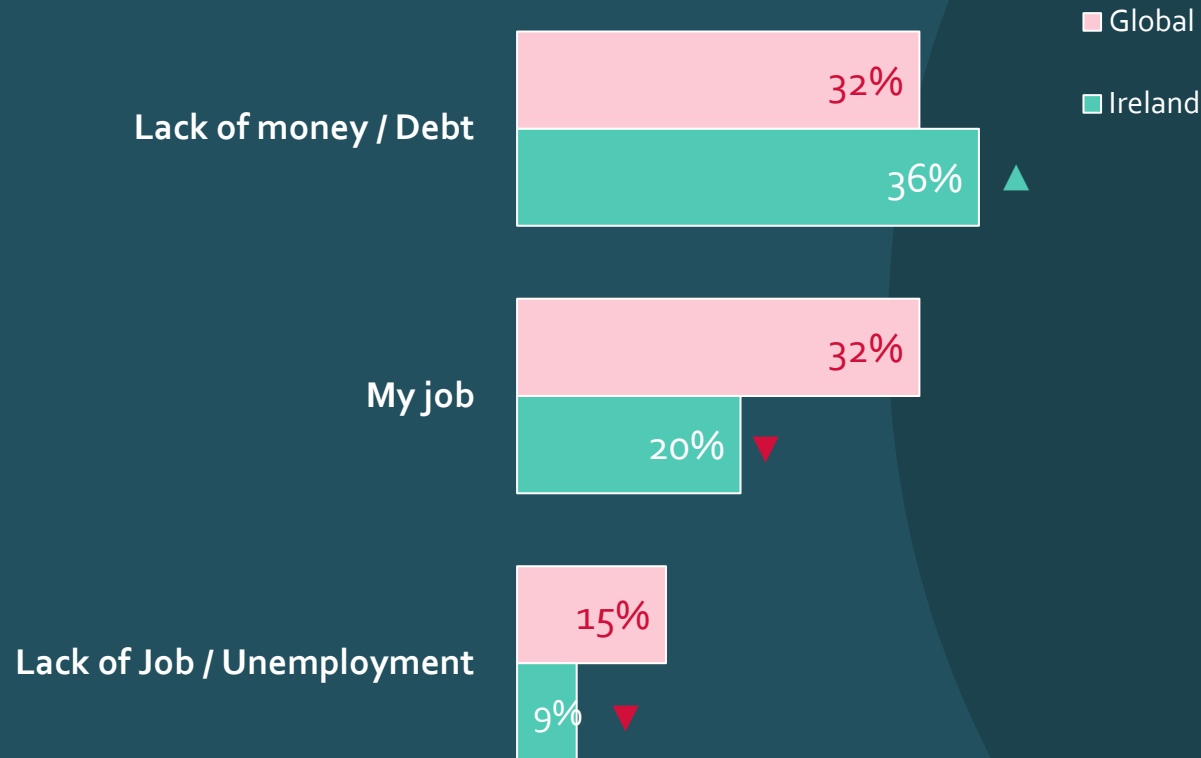
37% of 65+ cite wars around the world (+16% vs total)

01

Personal Pressures



Ireland reports high financial stress despite relatively low employment concerns



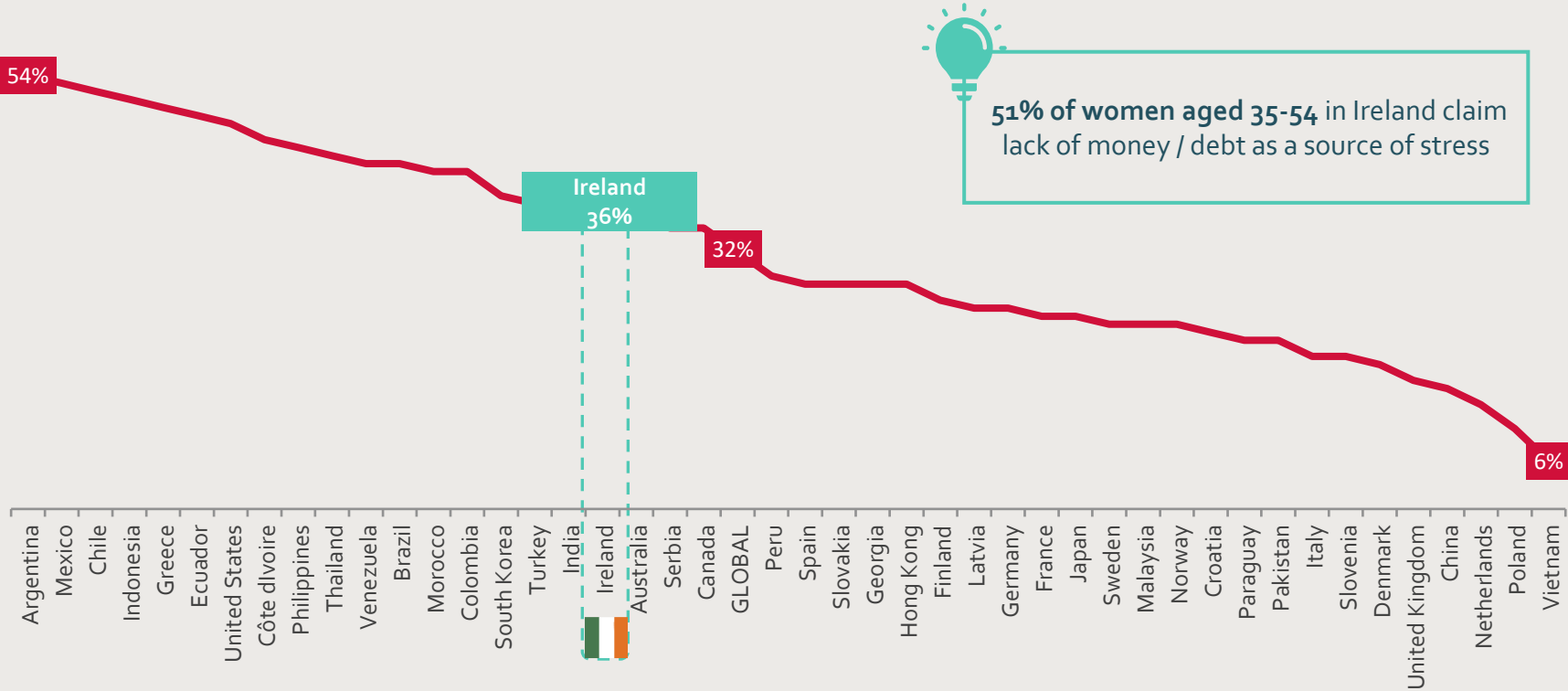
▲ ▼ Significantly higher/lower vs global average

Q19. Thinking about the last time you were really stressed, what was it that made you stressed?

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

Ireland ranks above the global average for financial stress

SOURCE OF STRESS: LACK OF MONEY / DEBTS



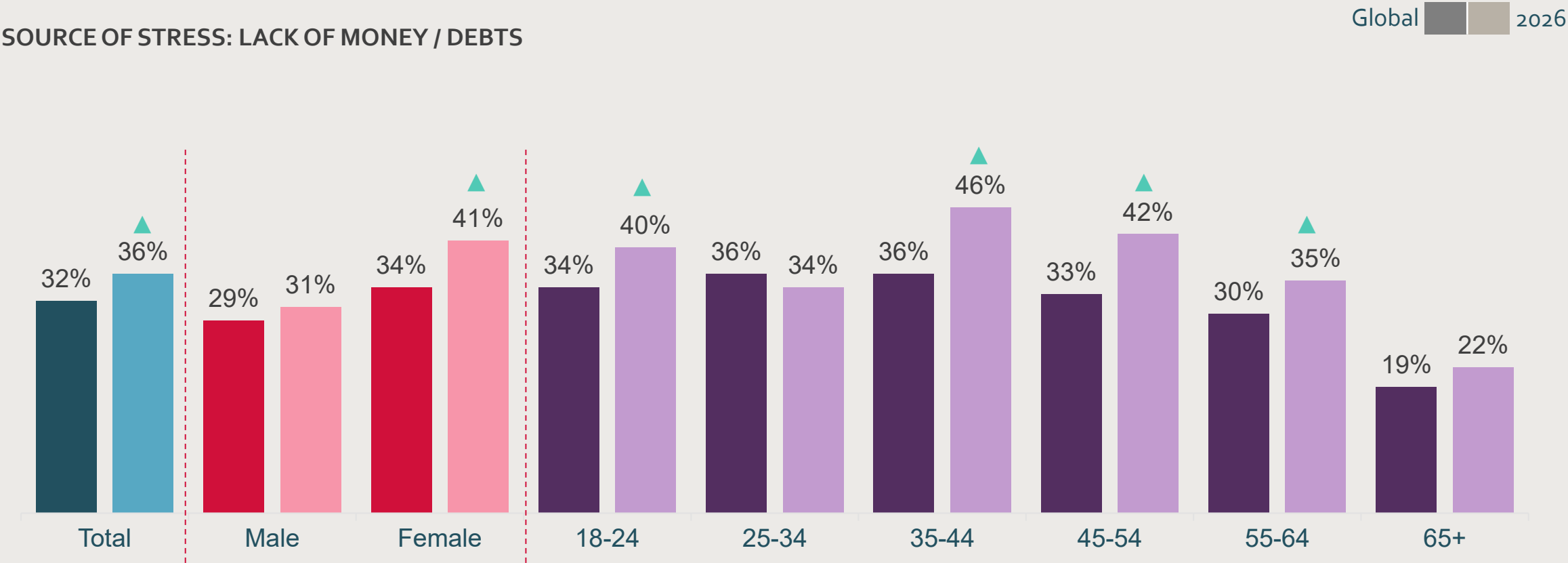
▲ ▼ Significantly higher/lower vs global average

Q19. Thinking about the last time you were really stressed, what was it that made you stressed?

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

Financial pressures are a widespread source of stress in Ireland

More than one in three Irish adults name money or debt as a source of stress, rising to almost half of those aged 35-44.



▲ ▼ Significantly higher/lower vs global average

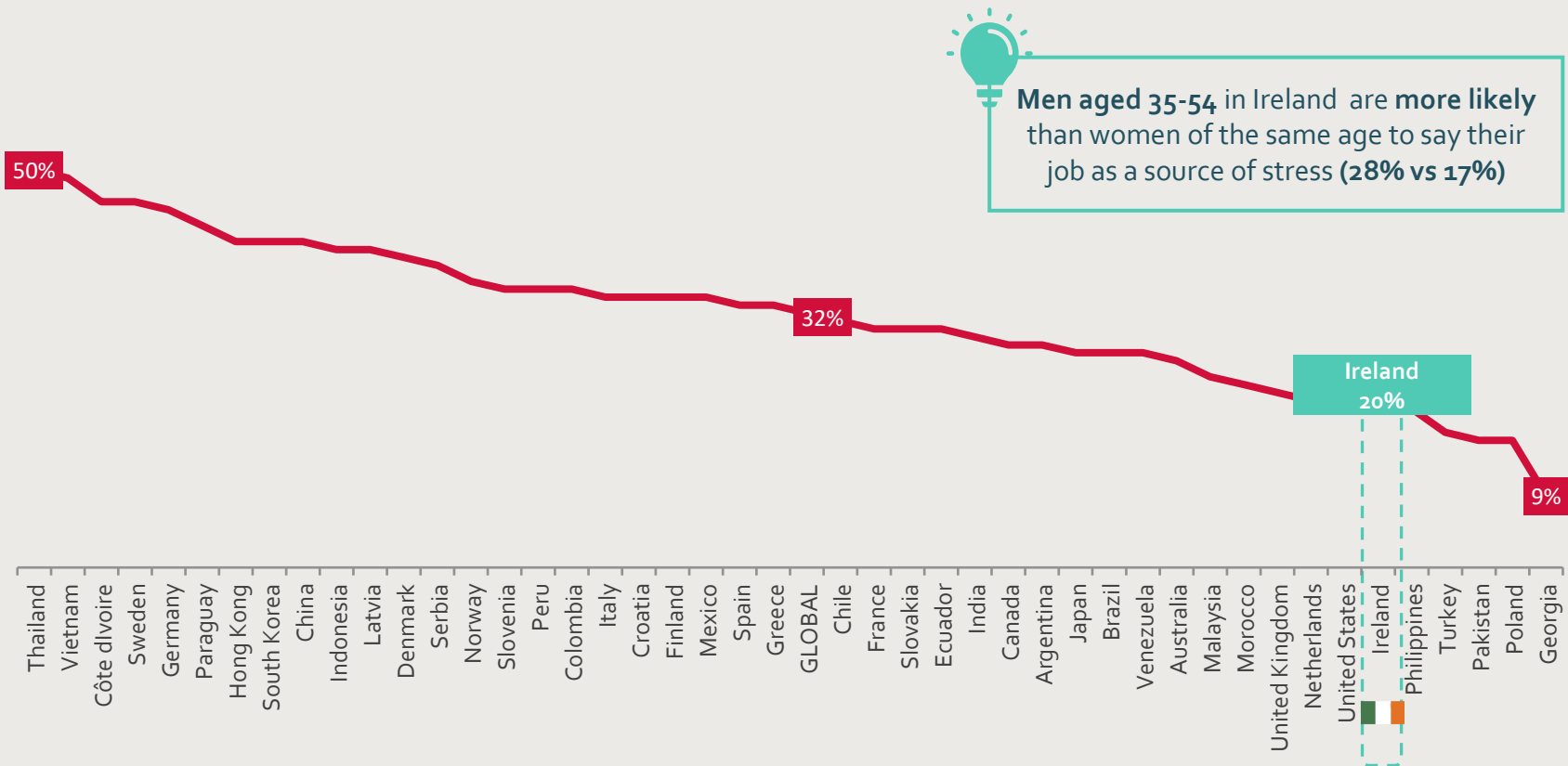
Q19. Thinking about the last time you were really stressed, what was it that made you stressed?

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



Ireland is among the least job-stressed countries globally

SOURCE OF STRESS: MY JOB



▲ ▼ Significantly higher/lower vs global average

Q19. Thinking about the last time you were really stressed, what was it that made you stressed?

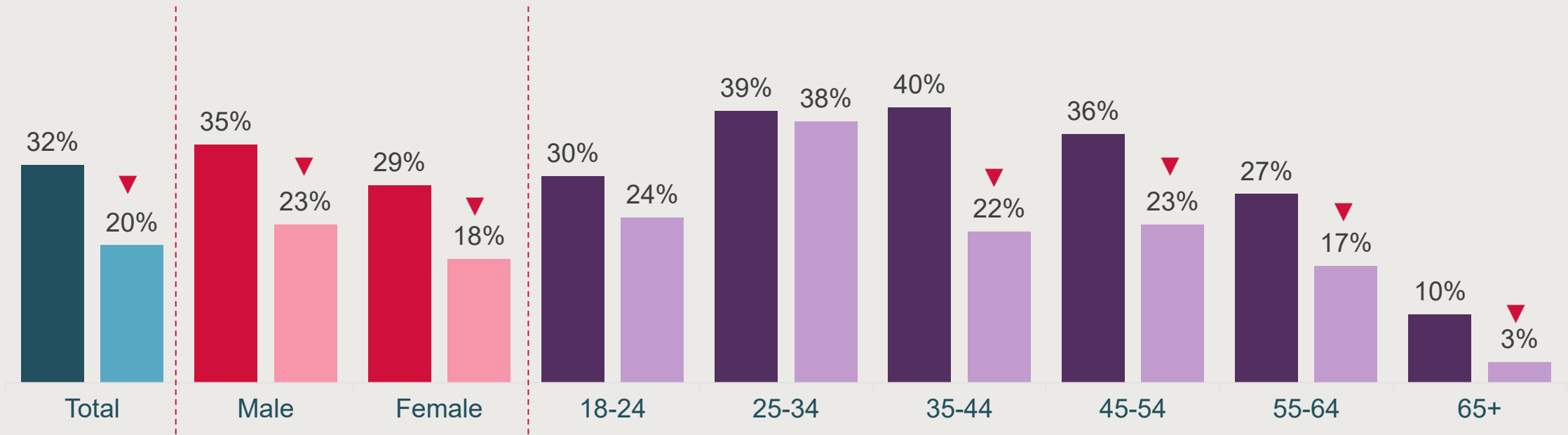
(Base: All adults in ROI aged 18+, n=1,003; All adults Globally aged 18+, n=45,000)

Older adults are much less likely to be stressed by their job

Despite being a source of stress for many working-age adults, concerns about work are notably lower in Ireland than across global markets.

SOURCE OF STRESS: MY JOB

Global 2026



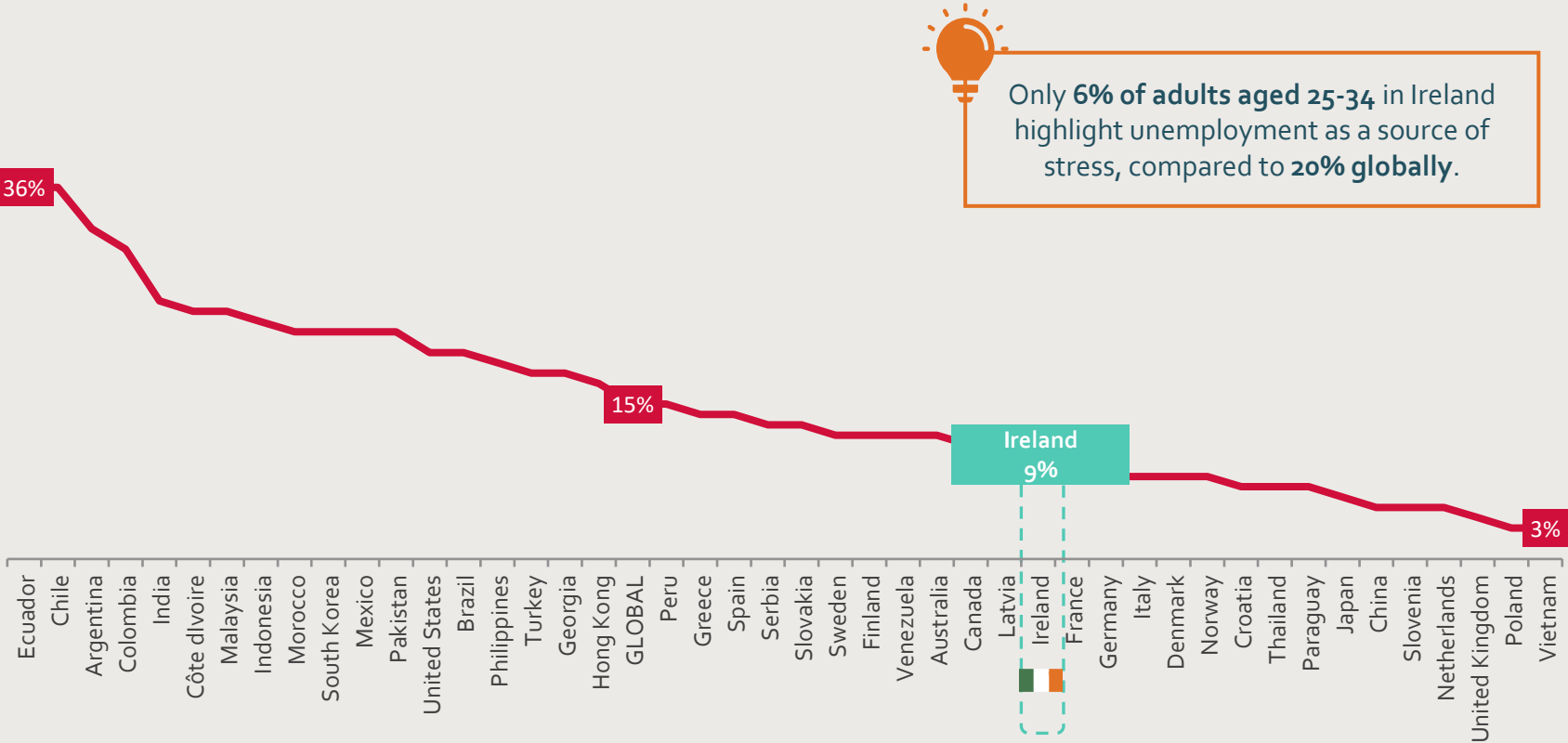
▲ ▼ Significantly higher/lower vs global average



Concerns about unemployment are significantly lower in Ireland

Ireland ranks below the global average for unemployment-related stress, suggesting confidence in the availability of work and employment opportunities.

SOURCE OF STRESS: LACK OF JOB / UNEMPLOYMENT



▲ ▼ Significantly higher/lower vs global average

Q19. Thinking about the last time you were really stressed, what was it that made you stressed?

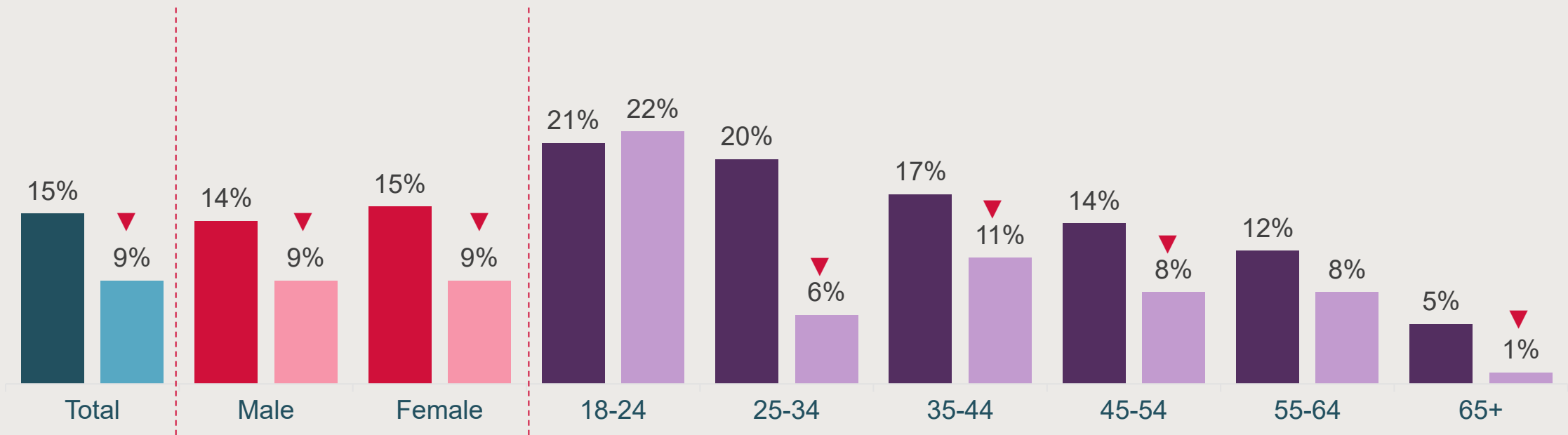
(Base: All adults in ROI aged 18+, n=1,003; All adults Globally aged 18+, n=45,000)

Job security appears stronger in Ireland than around the world

Concern about unemployment remains comparatively low in Ireland, with particularly large differences evident among younger working-age adults.

LACK OF JOB / UNEMPLOYMENT

Global 2026



▲ ▼ Significantly higher/lower vs global average

02

Life-stage pressures



Different life stages bring different pressures

While younger adults navigate digital overload and life changes, family responsibilities and health concerns become increasingly prominent later in life.



38%

18-24s claim
doomscrolling



28%

25-34s claim
major life
changes



41%

45-54s say
family pressures



41%

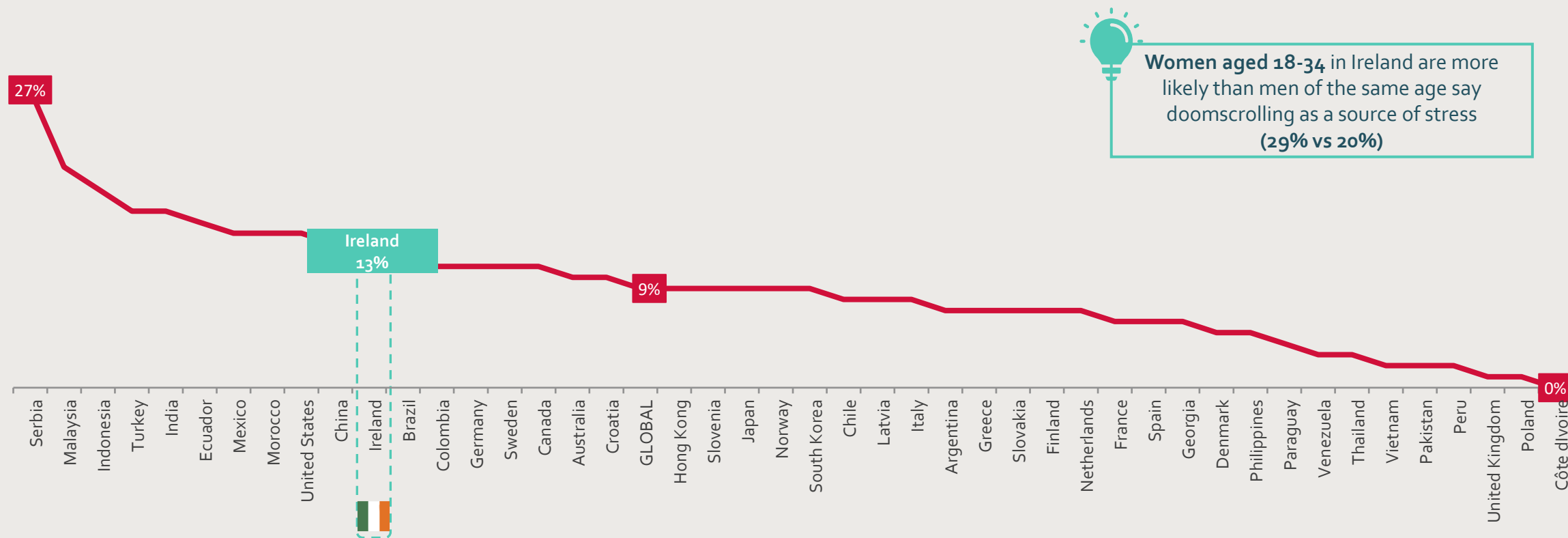
65+ say health
concerns



Digital overload is a more significant challenge in Ireland than globally

Ireland reports significantly higher levels of stress linked to doomscrolling and excessive phone use, highlighting the growing impact of digital habits on wellbeing.

SOURCE OF STRESS: DOOM SCROLLING/TOO MUCH TIME ON MY PHONE



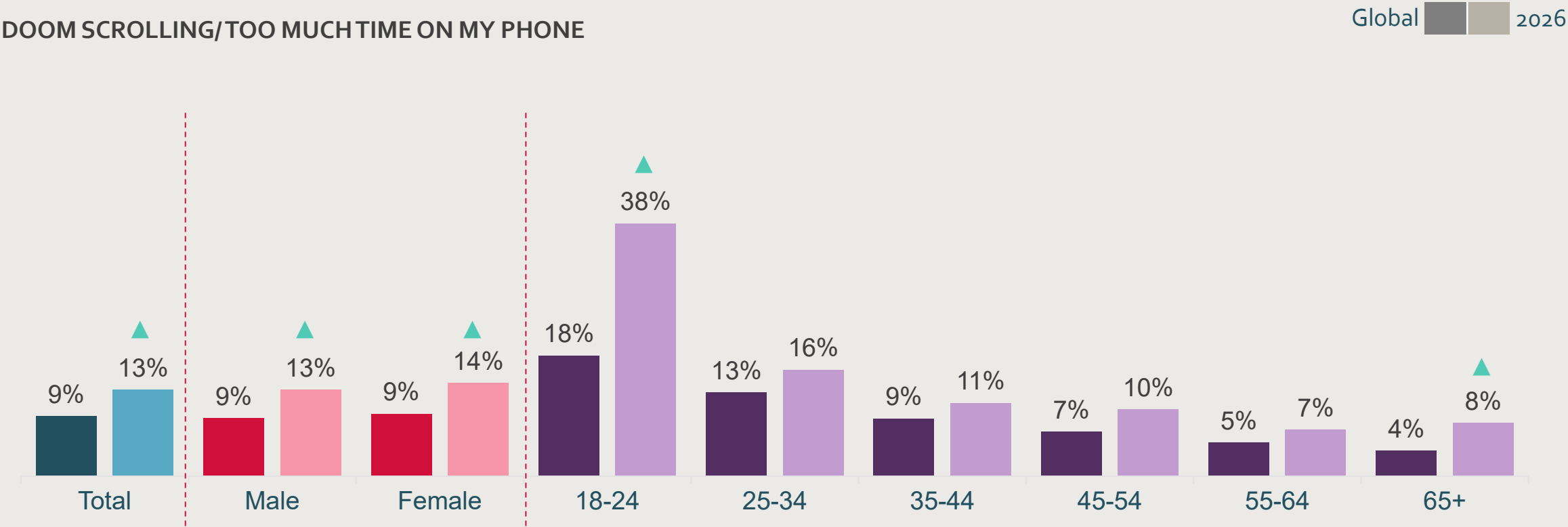
▲ ▼ Significantly higher/lower vs global average

Q19. Thinking about the last time you were really stressed, what was it that made you stressed?

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

The impact of digital overload is most evident among 18-24 year olds

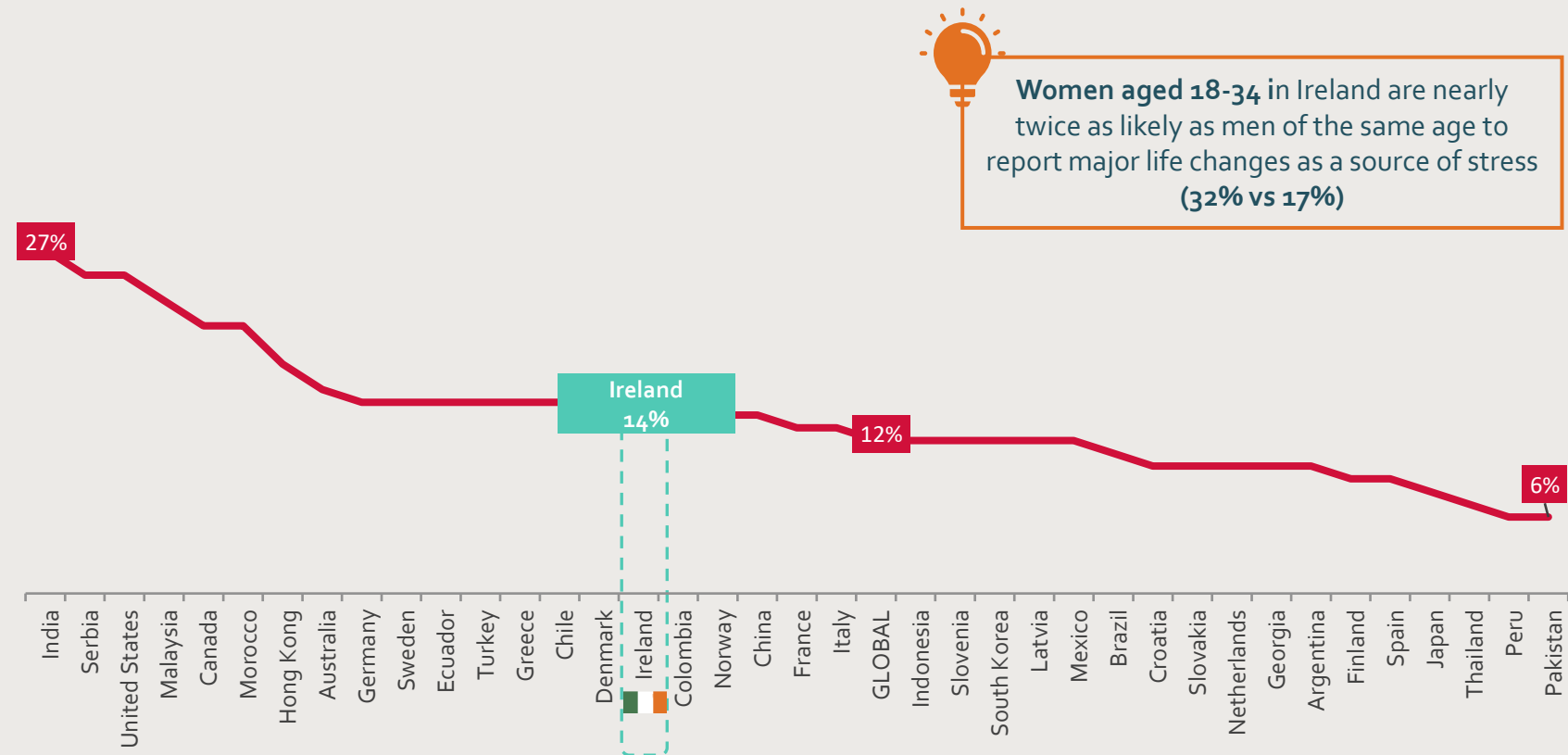
Almost 2 in 5 Irish adults aged 18-24 say doomscrolling or too much time on their phone causes them stress, more than double the global average.



▲ ▼ Significantly higher/lower vs global average

The pressures of life changes are felt more strongly in Ireland versus the global average

SOURCE OF STRESS: CHANGES IN LIFE (MOVING / CHANGING JOB)



Women aged 18-34 in Ireland are nearly twice as likely as men of the same age to report major life changes as a source of stress (32% vs 17%)

▲ ▼ Significantly higher/lower vs global average

Q19. Thinking about the last time you were really stressed, what was it that made you stressed?

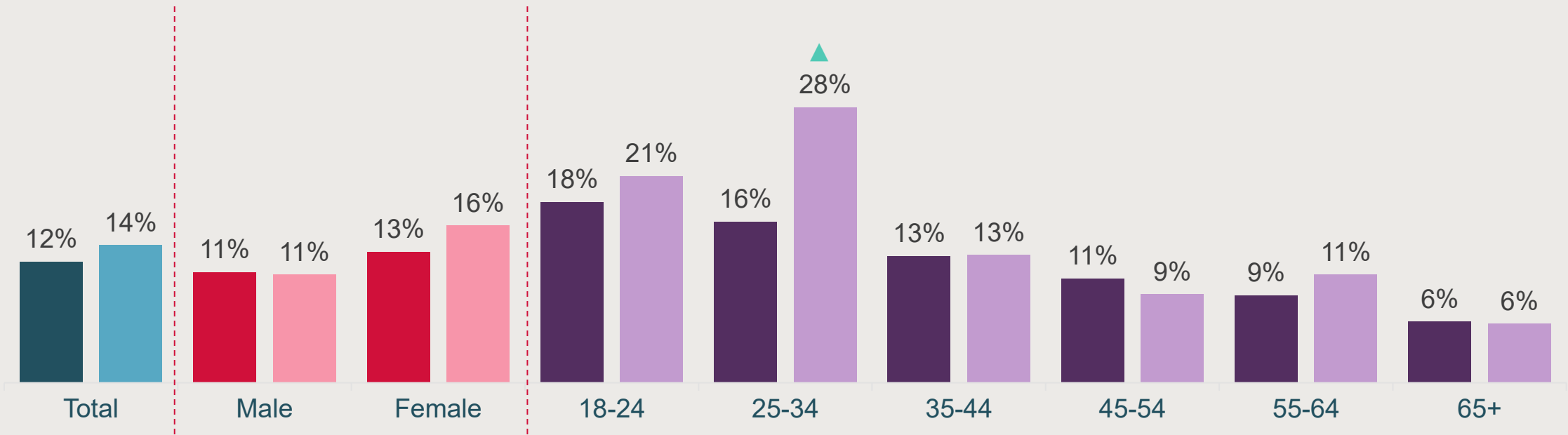
(Base: All adults in ROI aged 18+, n=1,003; All adults Globally aged 18+, n=45,000)

Major life changes are most stressful for young adults in Ireland

The pressures of establishing careers, homes and other milestones in Ireland appear to make life transitions particularly stressful for younger adults.

SOURCE OF STRESS: CHANGES IN LIFE (MOVING / CHANGING JOB)

Global   2026



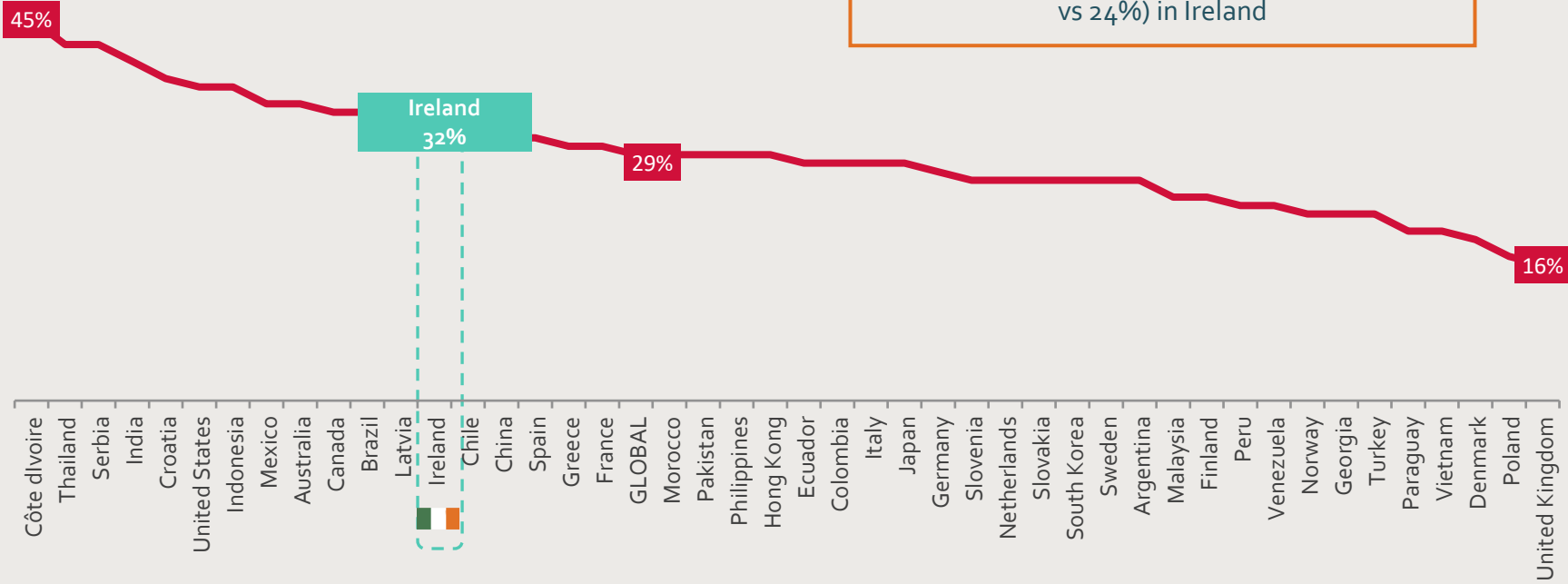
▲ ▼ Significantly higher/lower vs global average

Family responsibilities weigh more heavily on Irish adults than the global average

SOURCE OF STRESS: MY FAMILY



Family stress is **higher among younger men 18-34 (26% vs 21%), before shifting towards women aged 35-54 (43% vs 32%) and 55+ (39% vs 24%) in Ireland**



▲ ▼ Significantly higher/lower vs global average

Q19. Thinking about the last time you were really stressed, what was it that made you stressed?

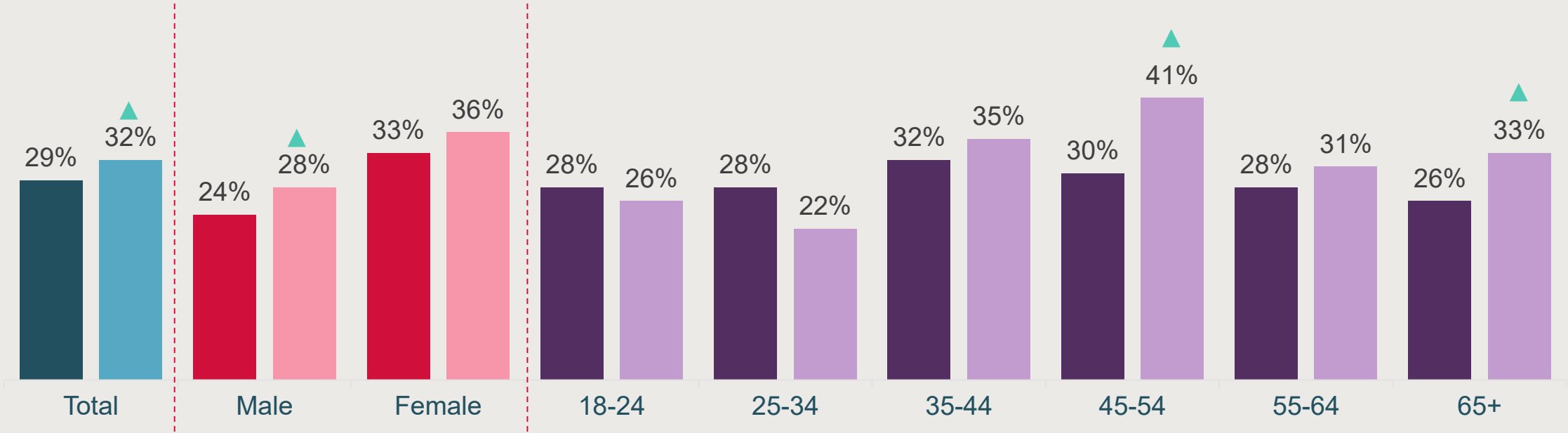
(Base: All adults in ROI aged 18+, n=1,003; All adults Globally aged 18+, n=45,000)

Family responsibilities remain a source of stress across generations

While family pressures are highest among those aged 45-54, they remain a prominent source of stress in later life, with adults aged 65+ reporting higher levels than the global average.

SOURCE OF STRESS: MY FAMILY

Global 2026



▲ ▼ Significantly higher/lower vs global average



Irish adults are more likely than average to be stressed by health concerns

SOURCE OF STRESS: MY HEALTH



▲ ▼ Significantly higher/lower vs global average

Q19. Thinking about the last time you were really stressed, what was it that made you stressed?

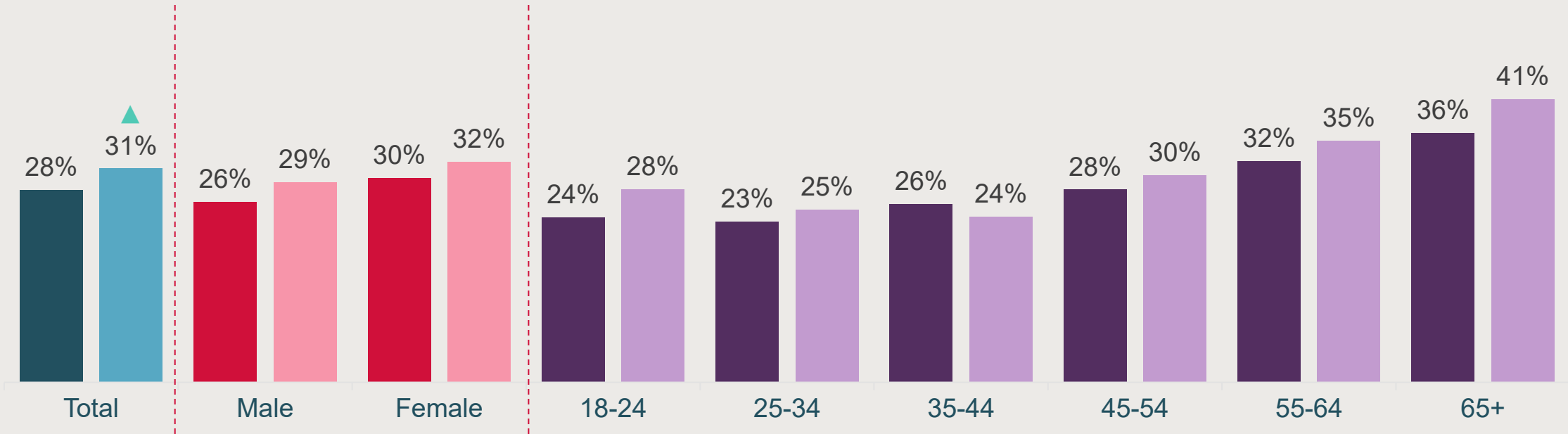
(Base: All adults in ROI aged 18+, n=1,003; All adults Globally aged 18+, n=45,000)

Health concerns become more prominent at each stage of life

Health is unique among the key sources of stress measured, showing a sustained increase with age rather than peaking at a particular stage of life.

MY HEALTH

Global 2026



▲ ▼ Significantly higher/lower vs global average

03

Global and Political Events



The wider world weighs more heavily on older adults



37% (+16% vs total)

Adults aged 65+ say wars around the world



28% (+8% vs total)

Adults aged 65+ say politics in Ireland



24% (+10% vs total)

Adults aged 65+ say global politics



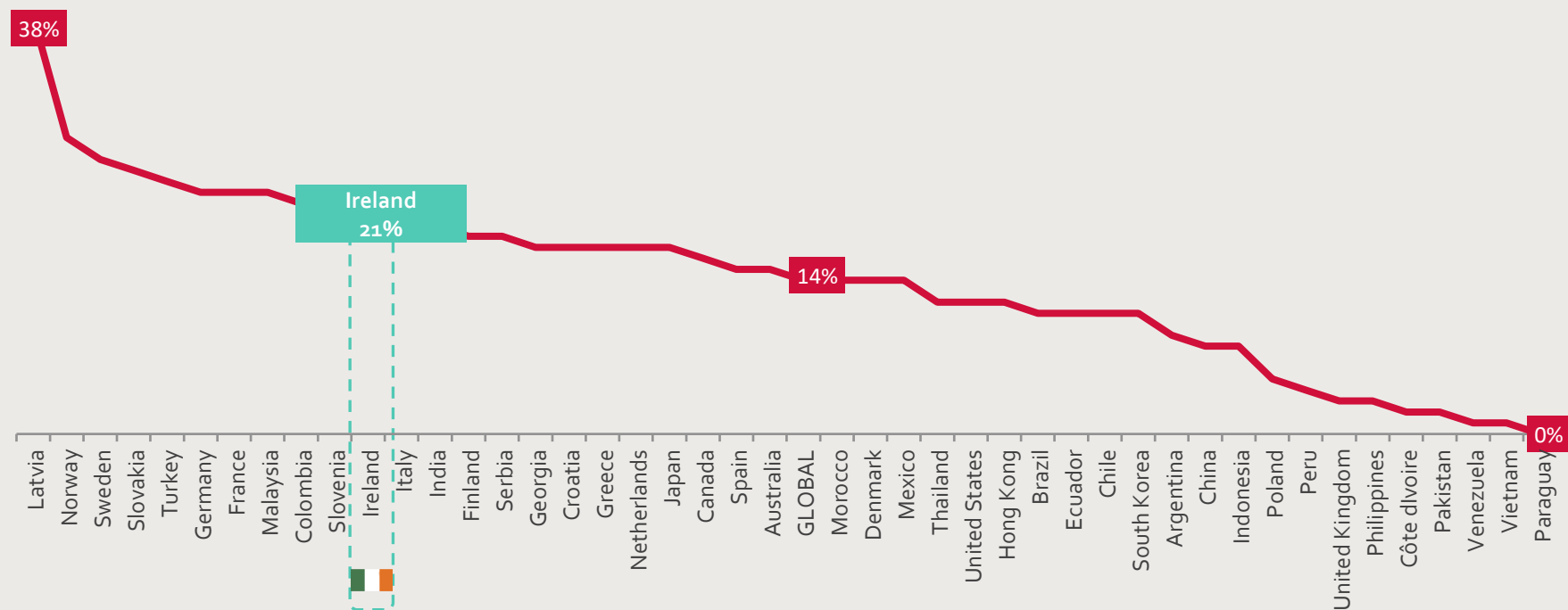
12% (+5% vs total)

Adults aged 65+ say environmental disasters



One in five Irish feel stressed by wars around the world, ranking above the global average

SOURCE OF STRESS: THE WARS AROUND THE WORLD



▲ ▼ Significantly higher/lower vs global average

Q19. Thinking about the last time you were really stressed, what was it that made you stressed?

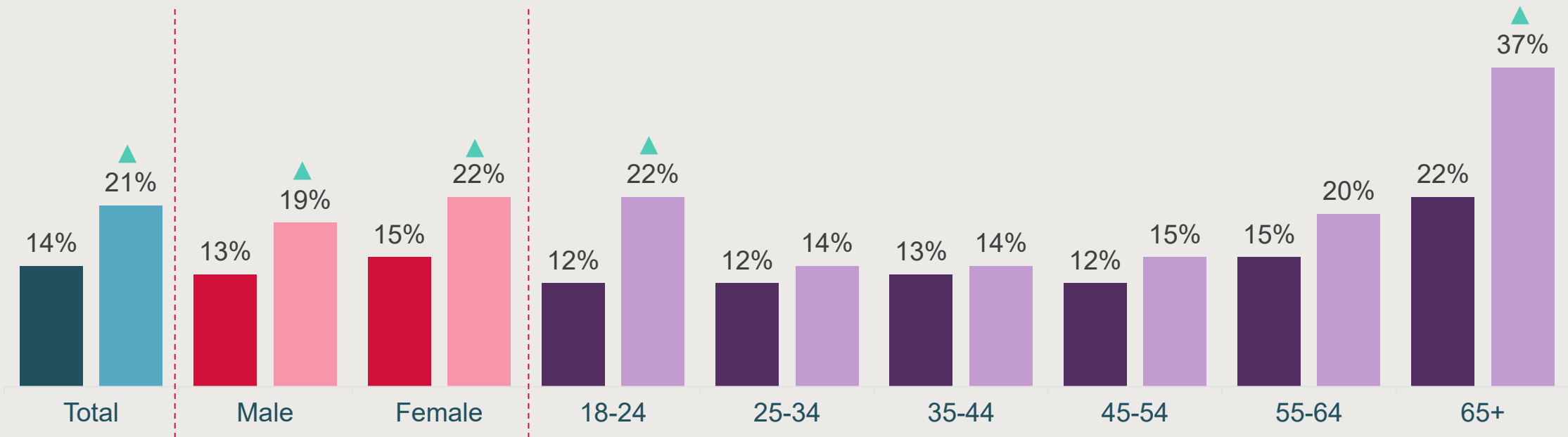
(Base: All adults in ROI aged 18+, n=1,003; All adults Globally aged 18+, n=45,000)

Older adults are most likely to feel stressed by wars around the world

While concern is evident across age groups, stress linked to wars around the world is significantly higher among those aged 65+.

SOURCE OF STRESS: THE WARS AROUND THE WORLD

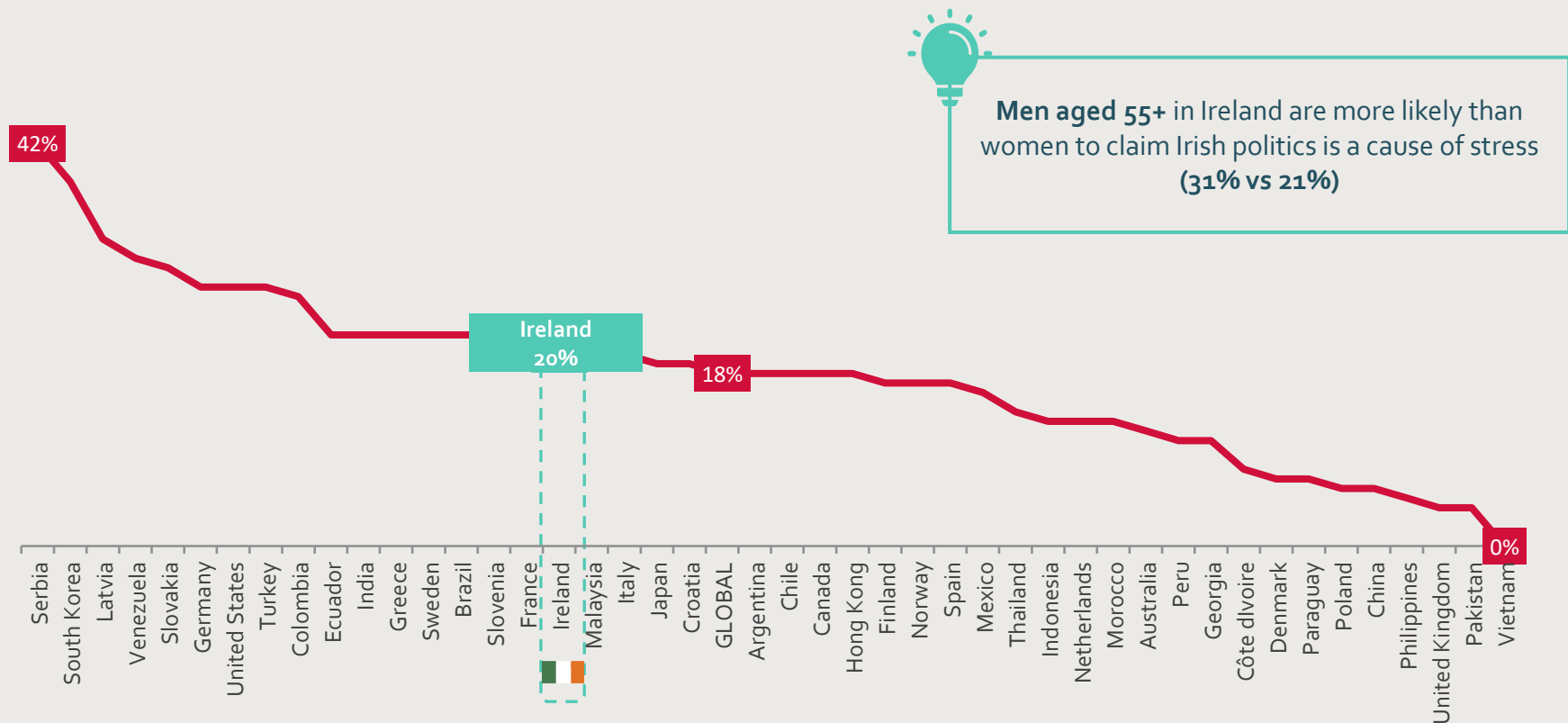
Global 2026



▲ ▼ Significantly higher/lower vs global average

Politics in Ireland is a source of stress for one in five adults

SOURCE OF STRESS: POLITICS IN MY COUNTRY



▲ ▼ Significantly higher/lower vs global average

Q19. Thinking about the last time you were really stressed, what was it that made you stressed?

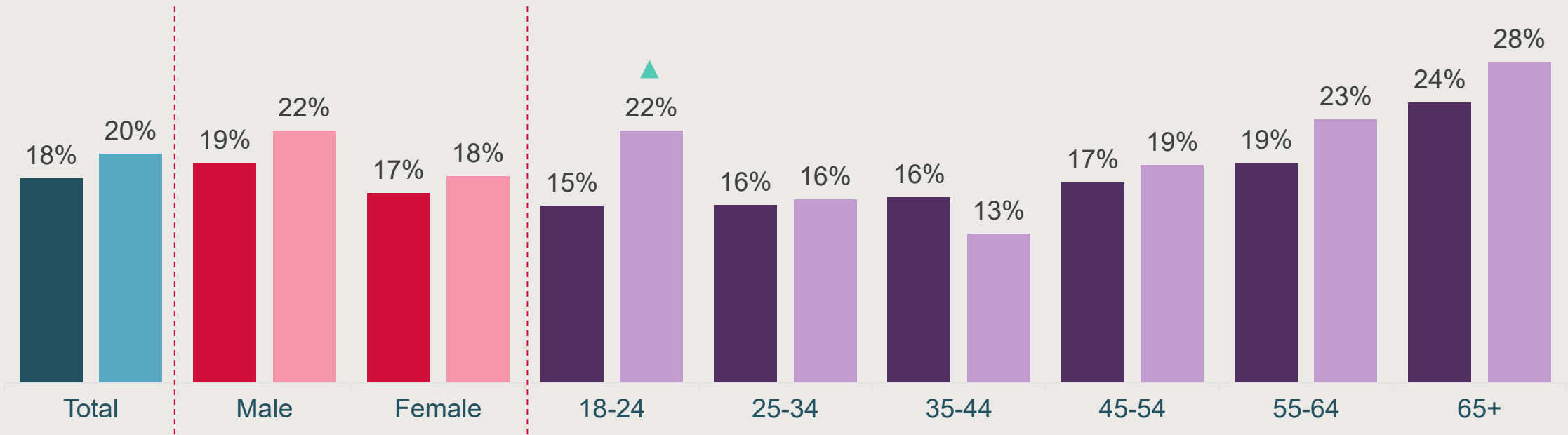
(Base: All adults in ROI aged 18+, n=1,003; All adults Globally aged 18+, n=45,000)

Older adults are most likely to feel stressed by politics in Ireland

While politics in Ireland is a source of stress for one in five adults overall, levels are significantly above the global average among both 18-24s and those aged 65+.

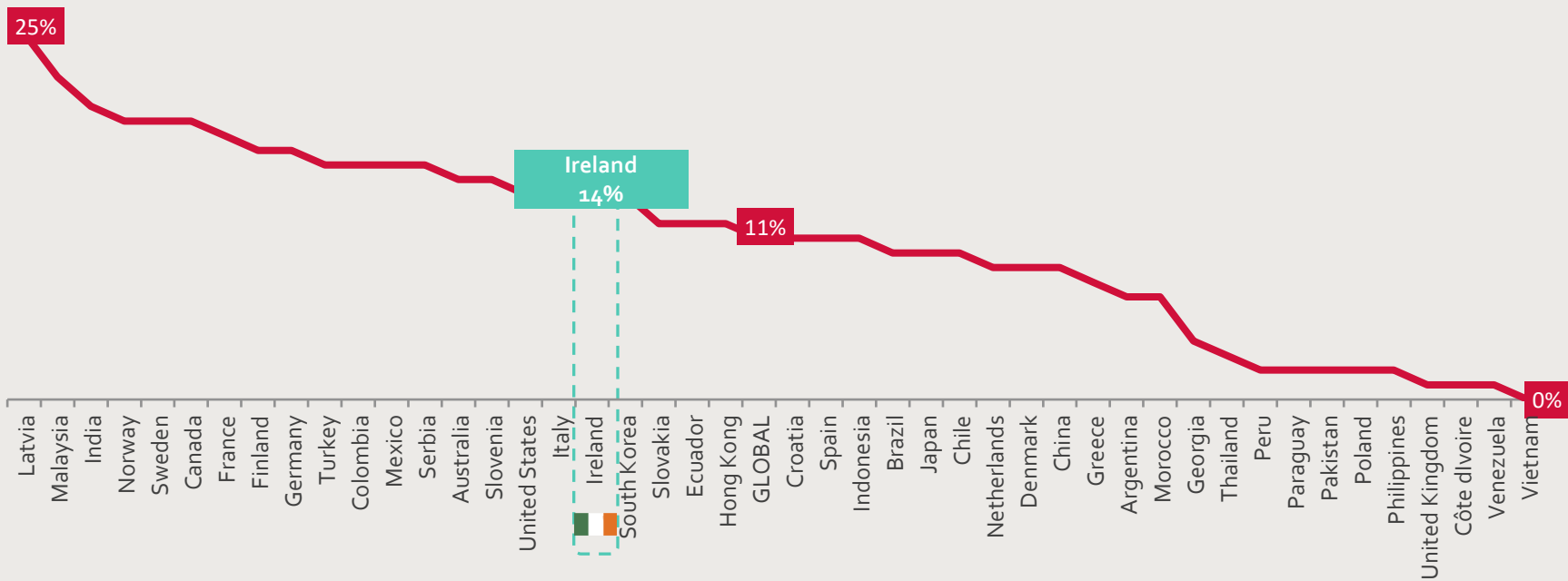
SOURCE OF STRESS: POLITICS IN MY COUNTRY

Global 2026



One in seven Irish adults feel stressed by global and regional politics, above the global average

SOURCE OF STRESS: GLOBAL / REGIONAL POLITICS



▲ ▼ Significantly higher/lower vs global average

Q19. Thinking about the last time you were really stressed, what was it that made you stressed?

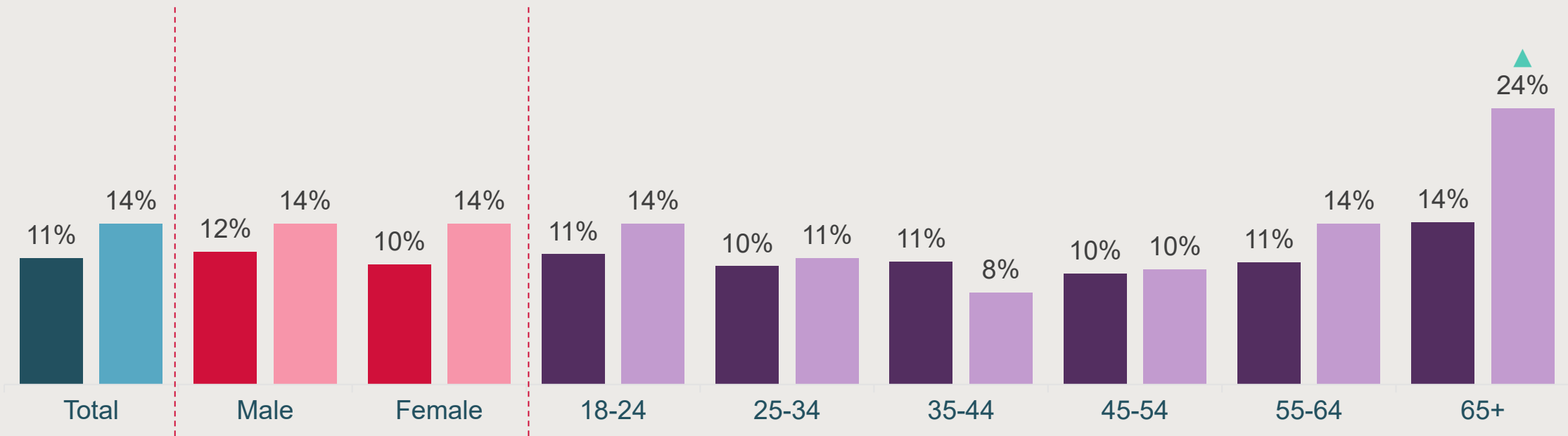
(Base: All adults in ROI aged 18+, n=1,003; All adults Globally aged 18+, n=45,000)

Older adults are most likely to feel stressed by global / regional politics

While levels of stress linked to global and regional politics are similar to the global average across most demographics, adults aged 65+ are significantly more likely to cite it as a source of stress.

SOURCE OF STRESS: GLOBAL / REGIONAL POLITICS

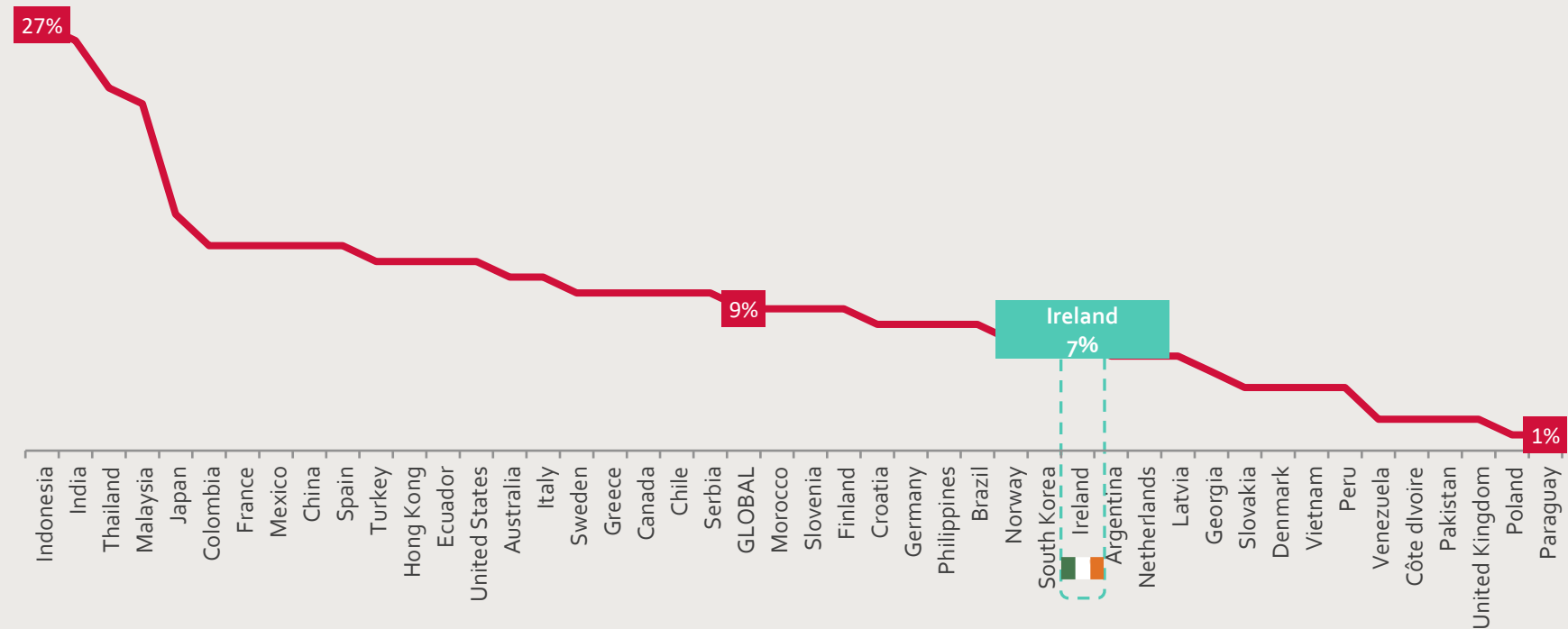
Global 2026



▲ ▼ Significantly higher/lower vs global average

Environmental disasters remain a relatively minor source of stress, below global average

SOURCE OF STRESS: ENVIRONMENTAL DISASTERS



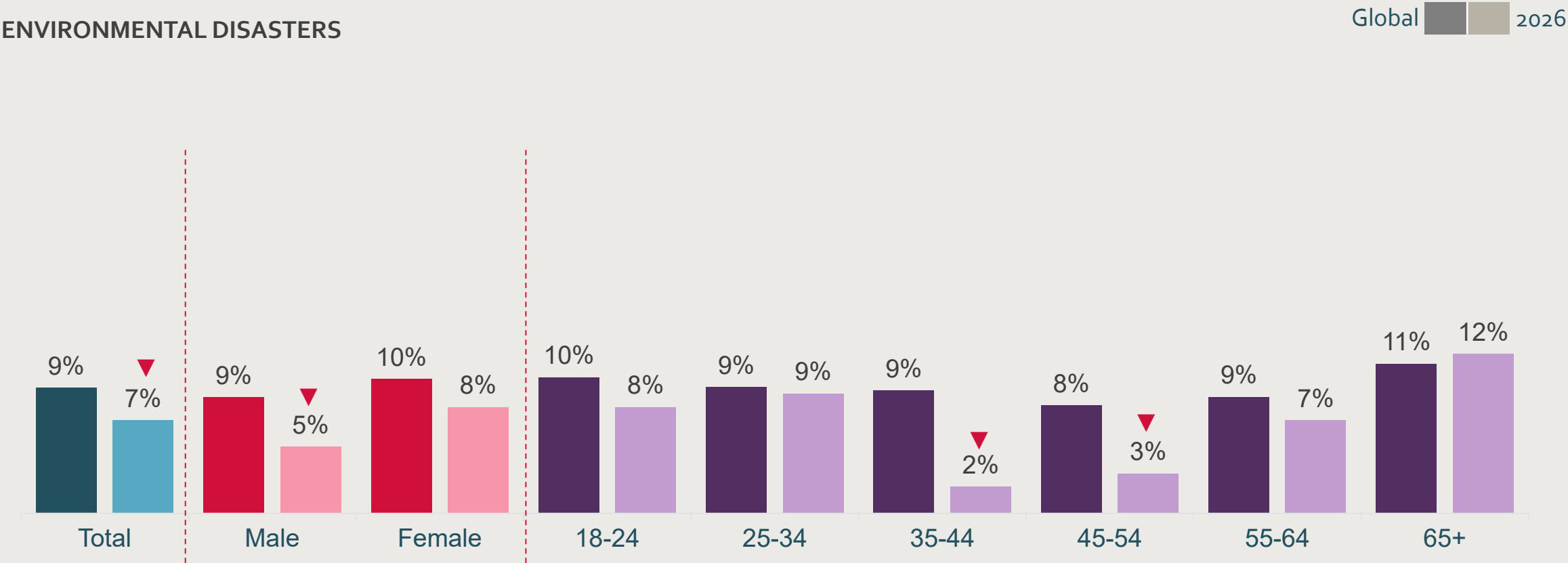
▲ ▼ Significantly higher/lower vs global average

Q19. Thinking about the last time you were really stressed, what was it that made you stressed?

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

Concern about environmental disasters is highest among adults 65+

While older adults are more likely to identify environmental disasters as a source of stress, concern is notably lower among those aged 35-54, who report levels well below the global average.



▲ ▼ Significantly higher/lower vs global average

Sample; methodology; and questionnaire

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

Media enquiries (worldwide data)

Elena Crosilla, WIN Coordinator

+39 335.62.07.347

E-mail: coordinator@winmr.com

Local media enquiries (Irish data)

Janeanne FitzGerald, Senior Research Executive, RED C Research

+353 1 8186316

E-mail: Janeanne.fitzgerald@redcresearch.ie

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 – Mental Health

October 10th - World Mental Health Day

19. Thinking about the last time you were really stressed, what was it that made you stressed?

(2023) ROTATE. MULTIPLE

1. My job (SPSS-Q19_01)
2. Lack of job/unemployment (SPSS-Q19_02)
3. My family (SPSS-Q19_03)
4. My health (SPSS-Q19_04)
5. Lack of money /debts (SPSS-Q19_05)
6. Changes in life (moving, changing job) (SPSS-Q19_06)
7. Environmental disasters (SPSS-Q19_07)
8. The wars around the world (SPSS-Q19_08)
9. Politics in Ireland (new) (SPSS-Q19_09)
10. Global/ regional politics (new) (SPSS-Q19_10)
11. Doom scrolling/ too much time on my phone (new) (SPSS-Q19_11)
97. Other (new) _____ (SPSS-Q19_97)
99. Do not know / no response (SPSS-Q19_99)



THANK YOU

For more information please contact:
janneane.fitzgerald@redcresearch.ie

REDCRESEARCH.COM

RED C RESEARCH & MARKETING LTD

DUBLIN : IMI Campus, Sandyford Road, Sandyford, Dublin 16, Ireland, D16 X8C3

LONDON: 5.01 The Place, 175 High Holborn, London, WC1V 7AA