

# **WIN World Survey (WWS) reveals that people stop feeling young way before they feel old**

WIN, the world's leading association in market research and polling, has today published Part 5 of the 2018 WIN World Survey (WWS) exploring the views and beliefs of 31,890 people from 41 countries across the globe. This survey reveals that the 40<sup>th</sup> birthday is when most people stop feeling young. However, it is not until the 60<sup>th</sup> birthday that most people start feeling old.

## **HEADLINES**

### **Feeling young**

- The 40<sup>th</sup> birthday is the median point for people around the world to stop feeling young.
- However, young people feel that they will stay young. People under 18 believe that they will feel young until they are 45. People 18 to 24 years believe that they will feel young until they are 31. Older age groups believe that they feel as young as their age.
- There is no difference between females and males on their beliefs about feeling young.
- However, there are large differences of opinion around the world on when people will stop feeling young. Countries such as Paraguay and Italy have older age points (both 60 years) whereas countries like the Ghana and Philippines have much lower age points (respectively 33 and 29).

## Feeling old

- The Beatles were insightful in their song "*Will you still love me when I'm 64?*" The 60<sup>th</sup> birthday is the median point for people around the world to start feeling old. (This song was written by Paul McCartney when he was about 15 or 16 years old).
- People believe that they will start feeling old at a much later age than when they stop feeling young.
- People over 65 years believe that they will start feeling old when they will be even older.
- There is some consistency around the world on when people believe that they will start feeling old. Japan (47), Malaysia (46) and China (44) have low age points whilst Italy (70) and Finland (70) have the oldest.

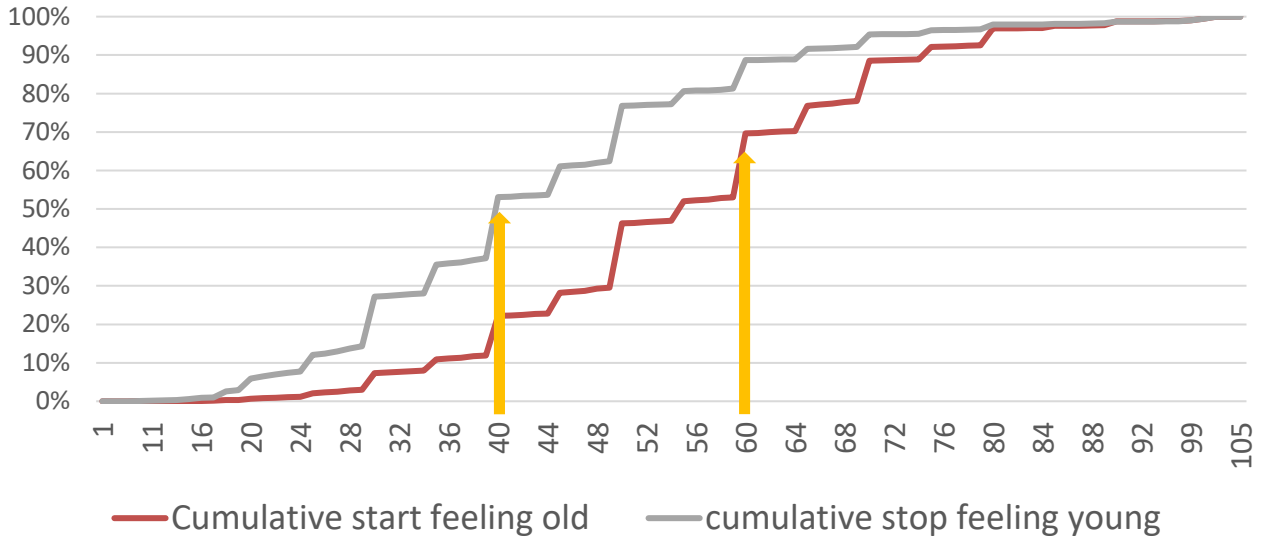
## Care of the elderly and the young

- Two thirds of people around the world believe that society does not take enough care of both the elderly and the young.
- The youngest age group (under 18 years) has the strongest opinion that society does not care enough about the young and the elderly.
- 75% of people over 55 years believe that society does not take enough care of the elderly.
- On a regional basis 85% of people in the Americas believe that society does not take enough care of the elderly, whilst a much lower 40% of people in APAC share this same opinion.

## COMMENTARY

Whilst the search for "Eternal youth" goes on around the world, people believe that they will feel young up to their 40<sup>th</sup> birthday but they won't feel old until their 60<sup>th</sup> birthday.

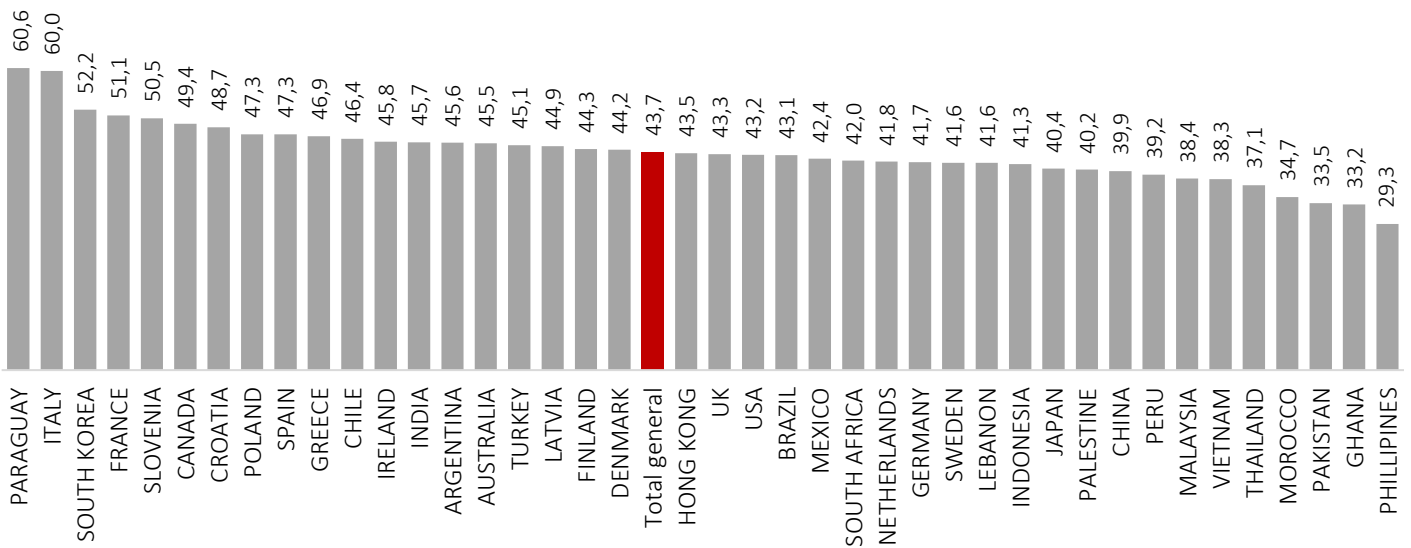
## When do people start feeling old or stop feeling young?



It is generally around the milestone birthdays that we see sharp changes in feeling old or stop feeling young.

Countries around the world have quite different beliefs about when they will stop feeling young. Paraguay and Italy rank the highest in feeling young, whilst Ghana and the Philippines are the lowest.

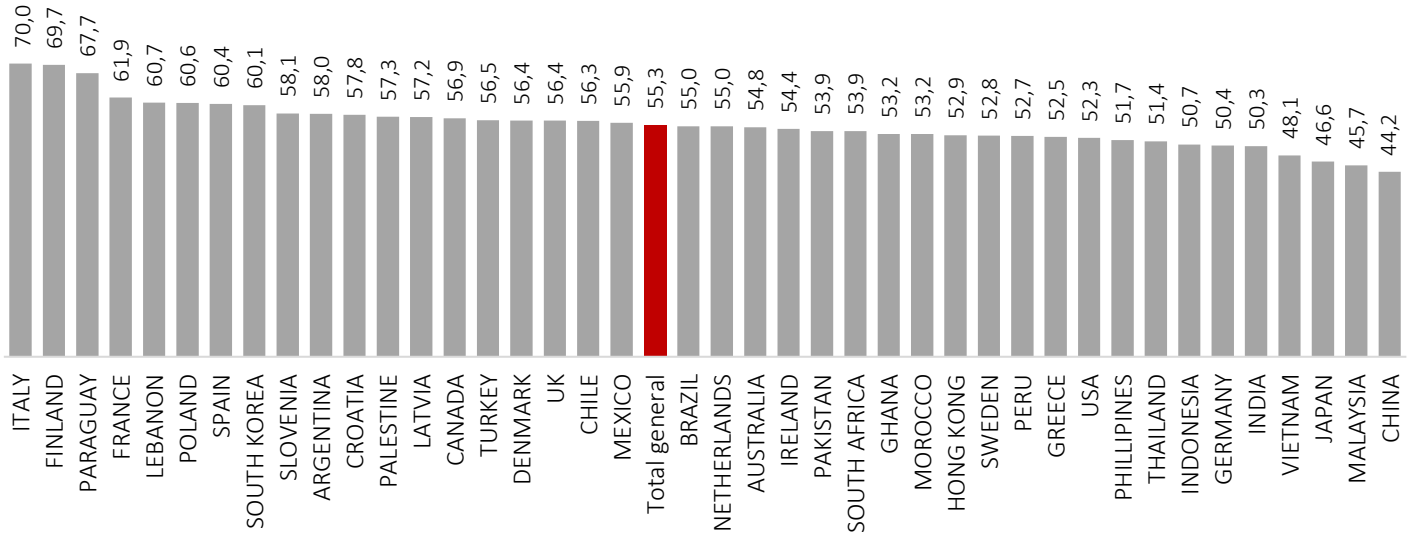
## Age when stop feeling young



Countries around the world have a more consistent belief in when they will start feeling old. The large majority believe that the 50<sup>th</sup> and 60<sup>th</sup> birthdays are the key

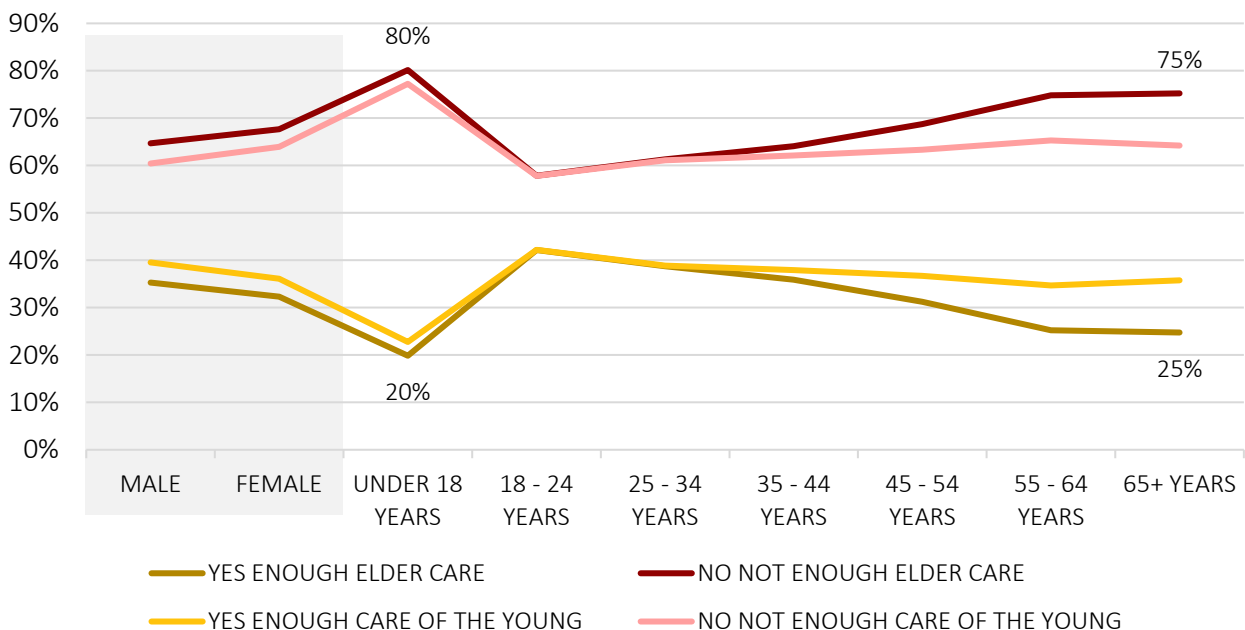
milestones. However, there are some notable exceptions: Japan (47), Malaysia (46) and China (44) have low age points whilst Italy (70) and Finland (70) have the oldest.

**Age when start feeling old**



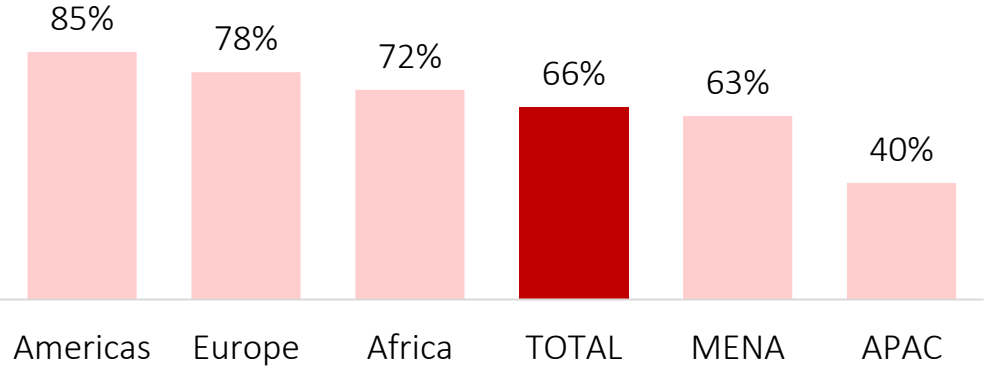
- Two thirds of people around the world believe that society does not take enough care of both the elderly and the young.
- There is very little difference between males and females in their beliefs about care of the young and the elderly.

**Does society take enough care of the young and the elderly/young?**



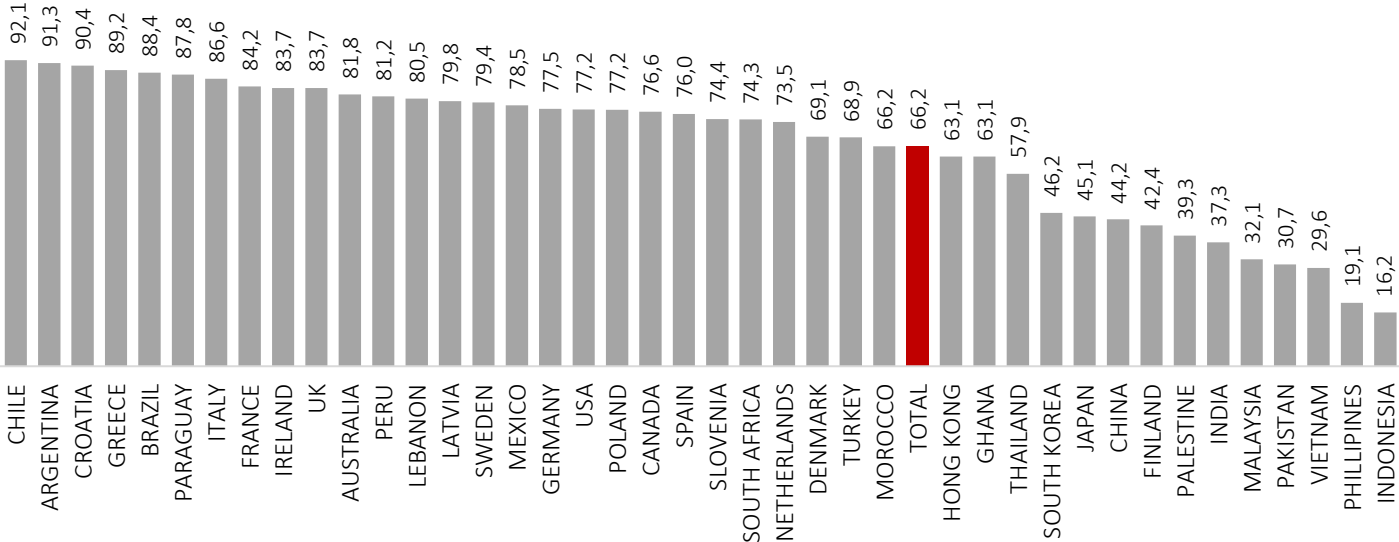
- Care of the elderly will be an increasing challenge with the increasing proportion of elderly in many countries around the world.
- There are large differences between the regions on whether they believe that society takes enough care of the elderly.
- 85% of people in the Americas believe that society does not take enough care of the elderly, whilst a much lower 40% of people in APAC share this same opinion.

**No, not enough care of the elderly**



- The differences are even starker between countries with over 90% of people in Chile and Argentina believing that society does not take enough care of the elderly.
- Indonesia and the Philippines are two countries where less than 20% of people believe that society does not take enough care of the elderly.

**Society doesn't take enough care of the elderly**



**Vilma Scarpino, President of WIN, said:**

“An aging population is one of the great challenges of the 21<sup>st</sup> Century. This survey explores how people feel about aging. It finds that when we are young, we believe that we will be young for a very long time, but as we pass milestone birthdays and in particular the 40<sup>th</sup> birthday, we no longer feel young. However, feeling old is quite different; we don’t feel old for 20 years after we stop feeling young.

Our global survey with data from 31,890 people across 41 countries has also found that two thirds of people believe that society does not take enough care of both the young and elderly. Whilst there are very large regional and country differences in the belief that society takes or not enough care of the elderly, this survey flags the need around the world for a society that takes more care of its people. WIN is very pleased to make this contribution towards highlighting some of the challenges faced by the old and the young”.

-ENDS-

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**NOTES FOR EDITORS****Methodology:**

The WWS (WIN Worldwide 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 31,890 persons were interviewed globally. See below for sample details. The fieldwork was conducted during October 2018 – January 2019. 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:**

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

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

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

## Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage	Field Dates
1	ARGENTINA	Voices! Research & Consultancy	CATI	520	National	December 6 <sup>th</sup> - December 18 <sup>th</sup> 2018
2	AUSTRALIA	Bastion Latitude	CAWI	715	National	November 20 <sup>th</sup> - 2 <sup>nd</sup> December 2018
3	BRAZIL	Market Analysis	CAWI	500	National	November 30 <sup>th</sup> - December 06 <sup>th</sup> 2018
4	CANADA	Leger 360	CAWI	500	National	November 10 <sup>th</sup> - November 19 <sup>th</sup> 2018
5	CHILE	Activa Research	CAWI	1032	National	November 7 <sup>th</sup> – November 11 <sup>th</sup> 2018
6	CHINA	Wisdom Asia	CAWI	1000	National/Urban	November 14 <sup>th</sup> - November 21 <sup>st</sup> 2018
7	CROATIA	Mediana	CAWI	508	National	November 6 <sup>th</sup> – November 8 <sup>th</sup> 2018
8	DENMARK	DMA Research A/S	CAWI	500	National	October 17 <sup>th</sup> – October 22 <sup>nd</sup> 2018
9	FINLAND	Taloustutkimus Oy	CAWI	500	National	October 16 <sup>th</sup> – October 22 <sup>nd</sup> 2018
10	FRANCE	BVA	CAWI	1000	National	November 23 <sup>rd</sup> – November 29 <sup>th</sup> 2018
11	GERMANY	Produkt + Markt	CAWI	1000	National	October 23 <sup>rd</sup> – November 6 <sup>th</sup> 2018
12	GHANA	Candino Global	CAPI	500	Urban	November 20 <sup>th</sup> – December 3 <sup>rd</sup> 2018
13	GREECE	Alternative Research Solutions	CAWI	500	National	October 26 <sup>th</sup> - November 4 <sup>th</sup> , 2018
14	HONG KONG	CSG (Consumer Search Group)	CAWI	505	National	October 28 <sup>th</sup> - November 21 <sup>st</sup> 2018
15	INDIA	DataPrompt International	CAWI	500	National	November 19 <sup>th</sup> – November 25 <sup>th</sup> 2018
16	INDONESIA	PT Deka Citra International	CAPI	1040	Urban	November 14 <sup>th</sup> – November 25 <sup>th</sup> 2018
17	IRELAND	RED C Research and Marketing Ltd	CAWI	1000	National	November 22 <sup>nd</sup> – November 27 <sup>th</sup> 2018
18	ITALY	DOXA	CAPI	1039	National	October 15 <sup>th</sup> – October 30 <sup>th</sup> 2018
19	JAPAN	NRC (Nippon Research Center)	CAWI	1000	National	November 15 <sup>th</sup> – November 20 <sup>th</sup> 2018
20	LATVIA	Research centre SKDS	CAWI	1005	National	October 24 <sup>th</sup> – October 31 <sup>st</sup> 2018
21	LEBANON	REACH SAL	CATI	500	National	October 12 <sup>th</sup> – November 10 <sup>th</sup> 2018
22	MALAYSIA	Compass Insights Sdn Bhd	CAWI	517	Urban	November 1 <sup>st</sup> – December 6 <sup>th</sup> 2018
23	MEXICO	Brand Investigation S.A de C.V (Brain)	CAWI	500	Urban	November 23 <sup>rd</sup> - December 3 <sup>rd</sup> 2018
24	MOROCCO	Top Level Mena		501		November - December 2018



25	<b>NETHERLANDS</b>	Motivaction International	CAWI	500	National	December 2018
26	<b>PAKISTAN</b>	Gallup Pakistan	PAPI	1000	National	October 20 <sup>th</sup> – October 26 <sup>th</sup> , 2018
27	<b>PALESTINE</b>	Palestinian Center for Public Opinion (PCPO)	TAPI	417	Urban/Rural	November 22 <sup>nd</sup> - December 2 <sup>nd</sup> 2018
28	<b>PARAGUAY</b>	ICA Consultoría Estratégica	CAWI	500	National	December 7 <sup>th</sup> - December 14 <sup>th</sup> 2018
29	<b>PERU</b>	DATUM Internacional	CAPI	1009	National	November 9 <sup>th</sup> – November 14 <sup>th</sup> 2018
30	<b>PHILIPPINES</b>	PSRC (Philippines Survey & Research Center Inc.)	PAPI	1000	National	November 6 <sup>th</sup> – November 20 <sup>th</sup> 2018
31	<b>POLAND</b>	MARECO POLSKA	CAWI	500	National	October 11 <sup>th</sup> – October 20 <sup>th</sup> 2018
32	<b>SLOVENIA</b>	Mediana	CAWI	505	National	November 6 <sup>th</sup> – November 8 <sup>th</sup> 2018
33	<b>SOUTH AFRICA</b>	Freshly Ground Insights (FGI)	CAWI	1700	Urban	October 23 <sup>rd</sup> – November 29 <sup>th</sup> 2018
34	<b>SOUTH KOREA</b>	Gallup Korea	PAPI	1500	National	November 7 <sup>th</sup> – November 30 <sup>th</sup> 2018
35	<b>SPAIN</b>	Instituto DYM	CAWI	1010	National	November 6 <sup>th</sup> – November 14 <sup>th</sup> 2018
36	<b>SWEDEN</b>	Origo Group	CAWI	1000	National	November 15 <sup>th</sup> – November 25 <sup>th</sup> 2018
37	<b>THAILAND</b>	Infosearch co.ltd	Face to Face	600	National	November 5 <sup>th</sup> – November 30 <sup>th</sup> 2018
38	<b>TURKEY</b>	Barem	CATI	1000	National	November 1 <sup>st</sup> – November 28 <sup>th</sup> 2018
39	<b>UK</b>	ORB International (Opinion Research Business)	CAWI	1001	National	December 7 <sup>th</sup> - December 10 <sup>th</sup> 2018
40	<b>USA</b>	Leger	CAWI	500	National	November 10 <sup>th</sup> - November 19 <sup>th</sup> 2018
41	<b>VIETNAM</b>	Indochina Research	Face to Face	600	Urban	November 5 <sup>th</sup> – November 23 <sup>rd</sup> 2018