

# When do we stop feeling young?

*11<sup>th</sup> July, 2024*

The Worldwide Independent Network of MR (WIN), the world's leading independent association in market research and polling, today reveals the Annual WIN World Survey, exploring the views and beliefs of 33,866 people in 39 countries across the globe. Today WIN releases the latest results on generational differences to track and understand people's perception of age and youth.

Access the full report [here](#).

The summary findings are as follows:

## Difference Between Feeling Old and Stop Feeling Young

Globally, people begin to feel old at 54, but they stop feeling young at 42. This shift indicates we're feeling our age earlier than in 2018 when people felt old at 55 and stopped feeling young at 44. There's nearly a decade gap between when people stop feeling young and start feeling old.

Youth perception varies globally. Europeans feel old later at 59, while those in APAC start at 50. In the Americas, people now feel old at 53, down from 57 in 2018. The MENA region saw a jump from 59 to 52, and Africa from 54 to 51. Overall, except for Europe, the world starts feeling old sooner than before.

When discussing the age at which people stop feeling young, the Americas show a 6-year decline from 46 in 2018 to 40 now. Conversely, the APAC and MENA regions remain constant at 41, while in Africa, the age has increased from 40 to 43. Despite Europeans feeling old later, they now stop feeling young at 43, down from 46 in 2018.

## Countries That Feel Oldest and Youngest

Finland is the country where people start feeling old the latest, at 72, followed by Spain at 65, and Sweden and Italy at 64. Conversely, people in Laos feel old the earliest at 45, with Greece at 46 and Malaysia at 47.

Interestingly, Finns stop feeling young at 47, while Swedes stop at 34. South Koreans feel young the longest, until 52, whereas in the Philippines, people stop feeling young the earliest, at 30.

Richard Colwell, President of WIN International Association, said:

“This is an extremely fascinating subject which zooms in on a topic not often discussed. Age is a perception shaped by culture, geography, and time. The findings from the WIN World Survey remind us that while the years may pass uniformly, our feelings about youth and age are as diverse as the continents we inhabit.”

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## Methodology Sheet

|    | Country             | Company Name                                           | Methodology  | Sample | Coverage       | 2023-2024<br>Fieldwork Dates |
|----|---------------------|--------------------------------------------------------|--------------|--------|----------------|------------------------------|
| 1  | Argentina           | Voices Research & Consultancy                          | CAWI         | 1035   | NATIONAL       | 1-6 December 2023            |
| 2  | Belgium             | IRB Europe                                             | CAWI         | 500    | NATIONAL       | 26-31 January 2024           |
| 3  | Brazil              | Market Analysis Brazil                                 | CAWI         | 1000   | NATIONAL       | 9-24 January 2024            |
| 4  | Canada              | LEGER                                                  | CAWI         | 1000   | NATIONAL       | 3-14 January 2024            |
| 5  | Chile               | Activa Research                                        | CAWI         | 1094   | NATIONAL       | January 2024                 |
| 6  | Croatia             | Institute for market and media research, Mediana Fides | CAWI         | 585    | NATIONAL       | 23-29 January 2024           |
| 7  | Ecuador             | Centro de Estudios Y Datos - CEDATOS                   | CAPI         | 505    | NATIONAL       | 28 Jan – 3 Feb 2024          |
| 8  | Finland             | Taloustutkimus Oy                                      | Online Panel | 1128   | NATIONAL       | 13-18 December 2023          |
| 9  | France              | BVA                                                    | CAWI         | 1000   | NATIONAL       | 17-19 January 2024           |
| 10 | Germany             | Produkt+Markt                                          | CAWI         | 1000   | NATIONAL       | 22 Dec 2023- 22 Jan 2024     |
| 11 | Greece              | Alternative Research Solutions                         | CAWI         | 500    | NATIONAL       | 10-15 January 2024           |
| 12 | Hong Kong           | Consumer Search Group (CSG)                            | Online Panel | 500    | TERRITORY WIDE | 1-6 December 2023            |
| 13 | India               | DataPrompt International Pvt. Ltd.                     | CAWI         | 1000   | NATIONAL       | 19 Dec 2023 – 25 Jan 2024    |
| 14 | Indonesia           | DEKA                                                   | Face to Face | 1000   | NATIONAL       | 5-26 December 2023           |
| 15 | Iran                | EMRC                                                   | CATI         | 1000   | URBAN          | 18-31 December 2023          |
| 16 | Republic of Ireland | RED C Research & Marketing Ltd                         | CAWI         | 1002   | NATIONAL       | 5-10 January 2024            |
| 17 | Italy               | BVA Doxa                                               | CAWI         | 1000   | NATIONAL       | 17-19 January 2024           |
| 18 | Ivory Coast         | EMC                                                    | CAPI         | 1200   | NATIONAL       | 9-28 January 2024            |
| 19 | Lao PDR             | Indochina Research (LAOS) Ltd                          | CATI         | 500    | 4 KEY REGIONS  | 15 Dec 2023- 8 Jan 2024      |
| 20 | Japan               | Nippon Research Center, LTD.                           | CAWI         | 1118   | NATIONAL       | 9-16 January 2024            |
| 21 | Malaysia            | Central Force International                            | Online       | 1000   | NATIONAL       | 7-13 December 2023           |
| 22 | Mexico              | Brand Investigation S.A.de C.V                         | Online       | 535    | NATIONAL       | 11-20 December 2023          |

|    |                   |                                                        |                      |      |                                                  |                           |
|----|-------------------|--------------------------------------------------------|----------------------|------|--------------------------------------------------|---------------------------|
| 23 | Nigeria           | Market Trends International                            | CATI                 | 1000 | NATIONAL                                         | 15 Dec 2023- 24 Jan 2024  |
| 24 | Pakistan          | Gallup Pakistan                                        | CATI                 | 1000 | NATIONAL                                         | 3-17 January 2024         |
| 25 | Palestine         | Palestinian Center for Public Opinion                  | TAPI                 | 483  | NATIONAL                                         | 26 Sep - 5 Oct 2023       |
| 26 | Paraguay          | ICA Consultoría Estratégica                            | CATI                 | 480  | NATIONAL                                         | 18 Dec 2023 - 11 Jan 2024 |
| 27 | Peru              | Datum Internacional                                    | P2P                  | 1200 | NATIONAL                                         | 6-9 January 2024          |
| 28 | Philippines       | Philippine Survey and Research Center, Inc. (PSRC)     | F2F CAPI             | 1000 | NATIONAL                                         | 12-27 January 2024        |
| 29 | Poland            | Mareco Polska                                          | CAWI                 | 1080 | NATIONAL                                         | 2-5 January 2024          |
| 30 | Republic of Korea | Gallup Korea                                           | Mobile online survey | 1029 | NATIONAL                                         | 24-30 January 2024        |
| 31 | Serbia            | Institute for market and media research, Mediana Adria | CAWI                 | 501  | NATIONAL                                         | 23-29 January 2024        |
| 32 | Slovenia          | Institute for market and media research, Mediana       | CAWI                 | 700  | NATIONAL                                         | 23-27 January 2024        |
| 33 | Spain             | Instituto DYM                                          | CAWI                 | 1011 | NATIONAL                                         | 13-15 December 2023       |
| 34 | Sweden            | DEMOSKOP AB                                            | CAWI                 | 1068 | NATIONAL                                         | 4 Dec 2023 - 31 Jan 2024  |
| 35 | The Netherlands   | Motivaction International B.V.                         | CAWI                 | 1005 | NATIONAL                                         | 2-5 February 2024         |
| 36 | Turkey            | Barem                                                  | CATI                 | 523  | NATIONAL                                         | 26-30 January 2024        |
| 37 | United Kingdom    | ORB International                                      | CAWI                 |      | NATIONAL                                         |                           |
| 38 | USA               | LEGER                                                  | CAWI                 | 1000 | NATIONAL                                         | 3-14 January 2024         |
| 39 | Vietnam           | Indochina Research (Vietnam) Ltd                       | CAPI                 | 600  | Hanoi, Ho Chi Minh city, Danang urban population | 29 Dec 2023 - 18 Jan 2024 |