

GENERATIONAL DIFFERENCES





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FEELING OLD



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START FEELING OLD AGE

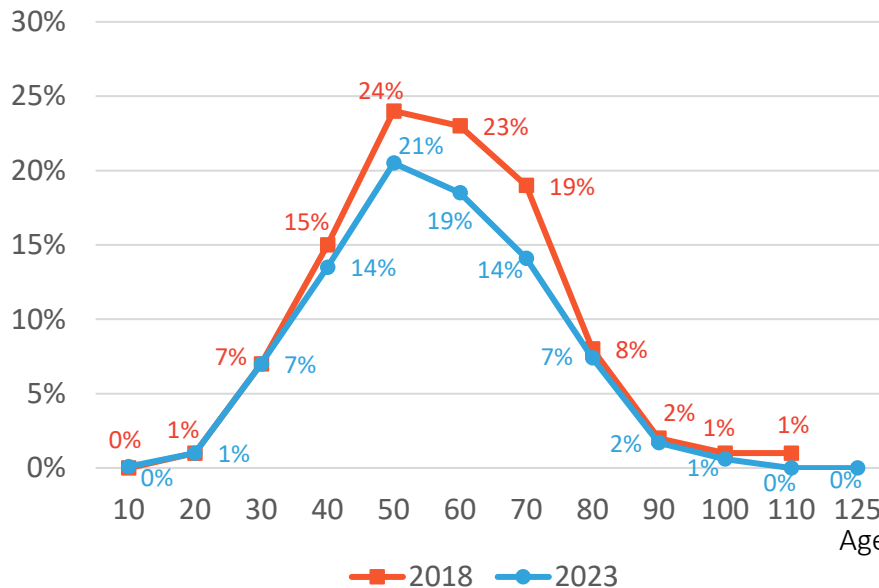
According to you, at what age does someone starts feeling old?

% within total population

Global Mean Age

2018	2023	Variation
55	54	-1

Cumulative start feeling old



		Mean Age		
		2018	2023	Variation
By Gender	Men	55	54	-1
	Women	55	54	-1

By Age	18 – 24	48	45	-3
	25 – 34	50	47	-3
	35 – 44	54	51	-3
	45 – 54	58	57	-1
	55 – 64	62	62	0
	65+	69	69	0

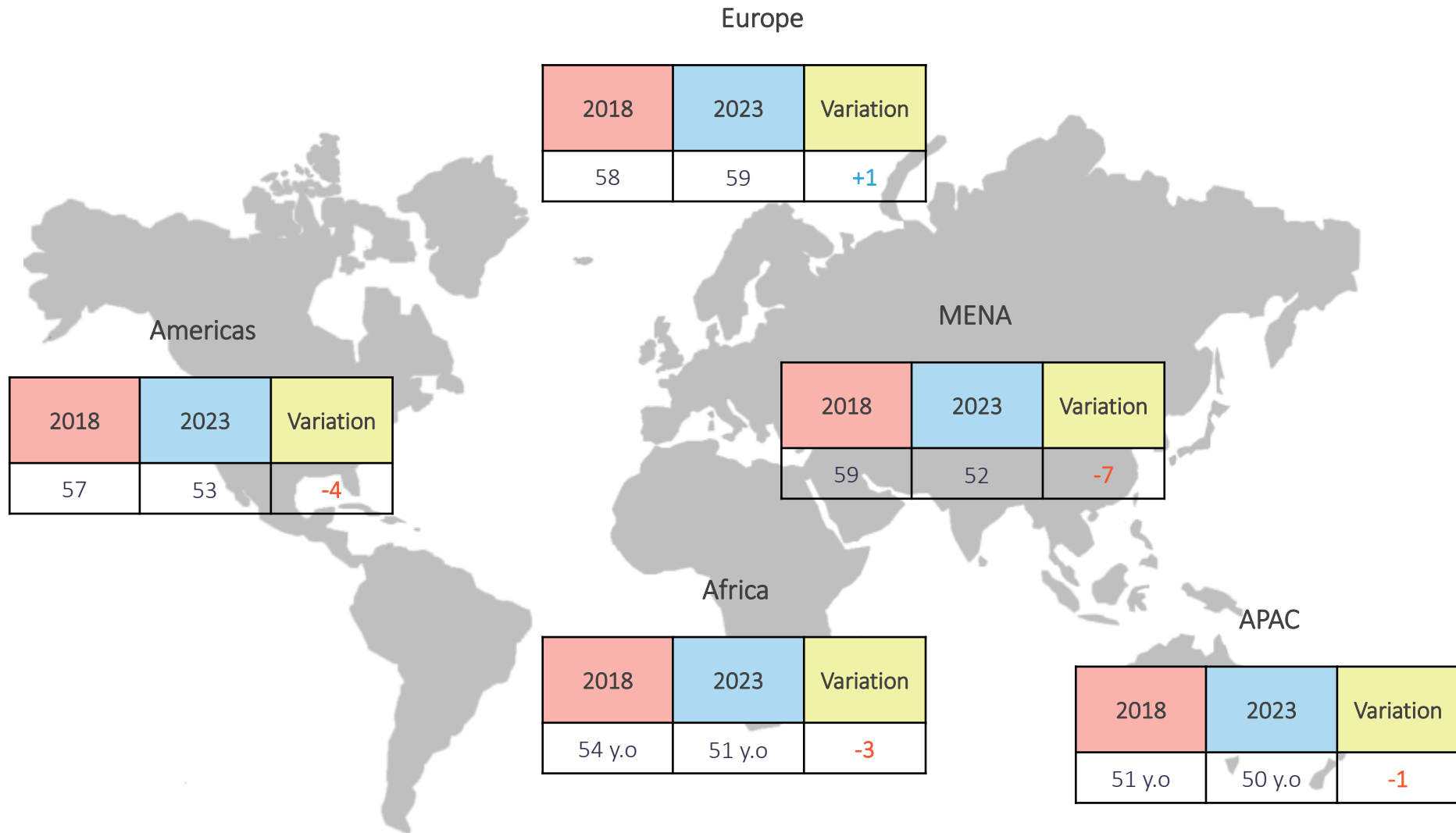
By Educational Level	No education	59	51	-8
	Compl Primary	57	55	-2
	Compl Secondary	55	54	-1
	Compl University	54	54	0
	Compl Master, PHD	58	55	-3

By Employment status	Working Full time	54	53	-1
	Working Part ime	54	53	-1
	Unemployed	53	52	-1
	Student	49	47	-2
	Housewife	55	53	-2
	Retired/Disable	67	67	0

Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

According to you, at what age does someone starts feeling old?

% within total population – Mean Age

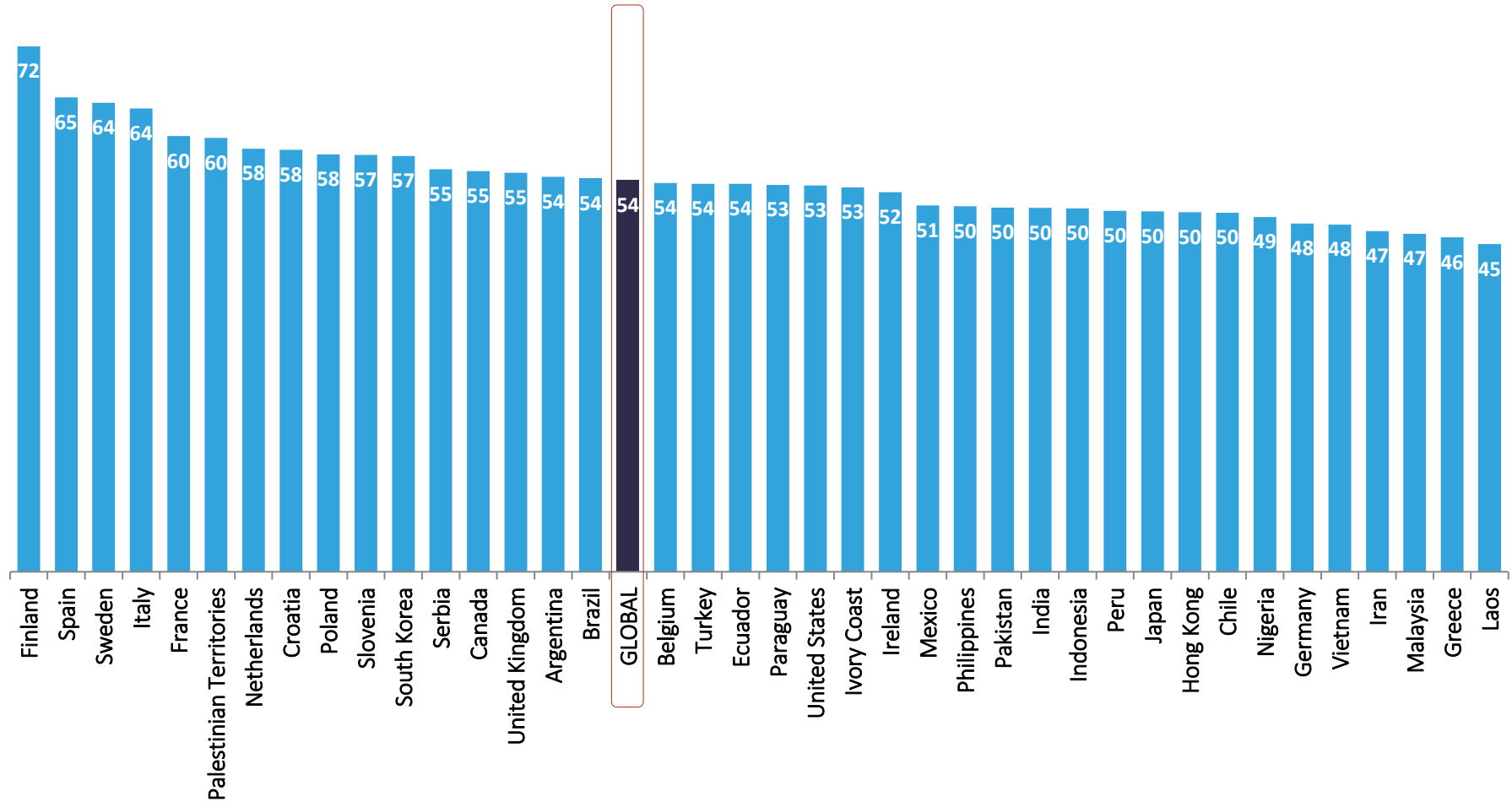


Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

START FEELING OLD AGE

According to you, at what age does someone starts feeling old?

% within total population – Mean age





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FEELING YOUNG



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STOP FEELING YOUNG AGE

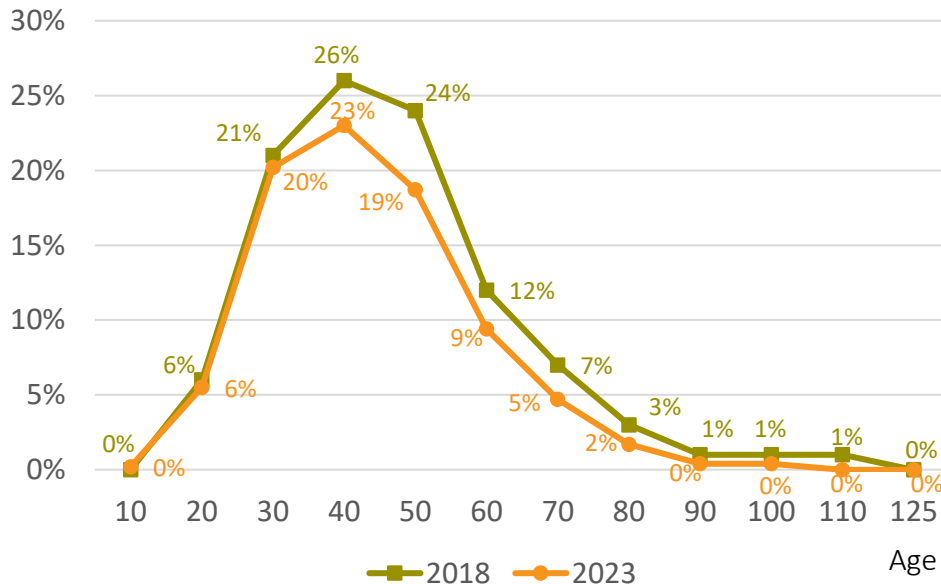
And at what age does someone stops feeling young?

% within total population – Mean age

Global Mean Age

2018	2023	Variation
44	42	-2

Cumulative stop feeling young



		Mean Age		
		2018	2023	Variation
By Gender	Men	43	41	-2
	Women	44	42	-2

By Age	18 – 24	36	33	-3
	25 – 34	38	36	-2
	35 – 44	42	40	-2
	45 – 54	47	44	-3
	55 – 64	51	49	-2
	65+	57	54	-3

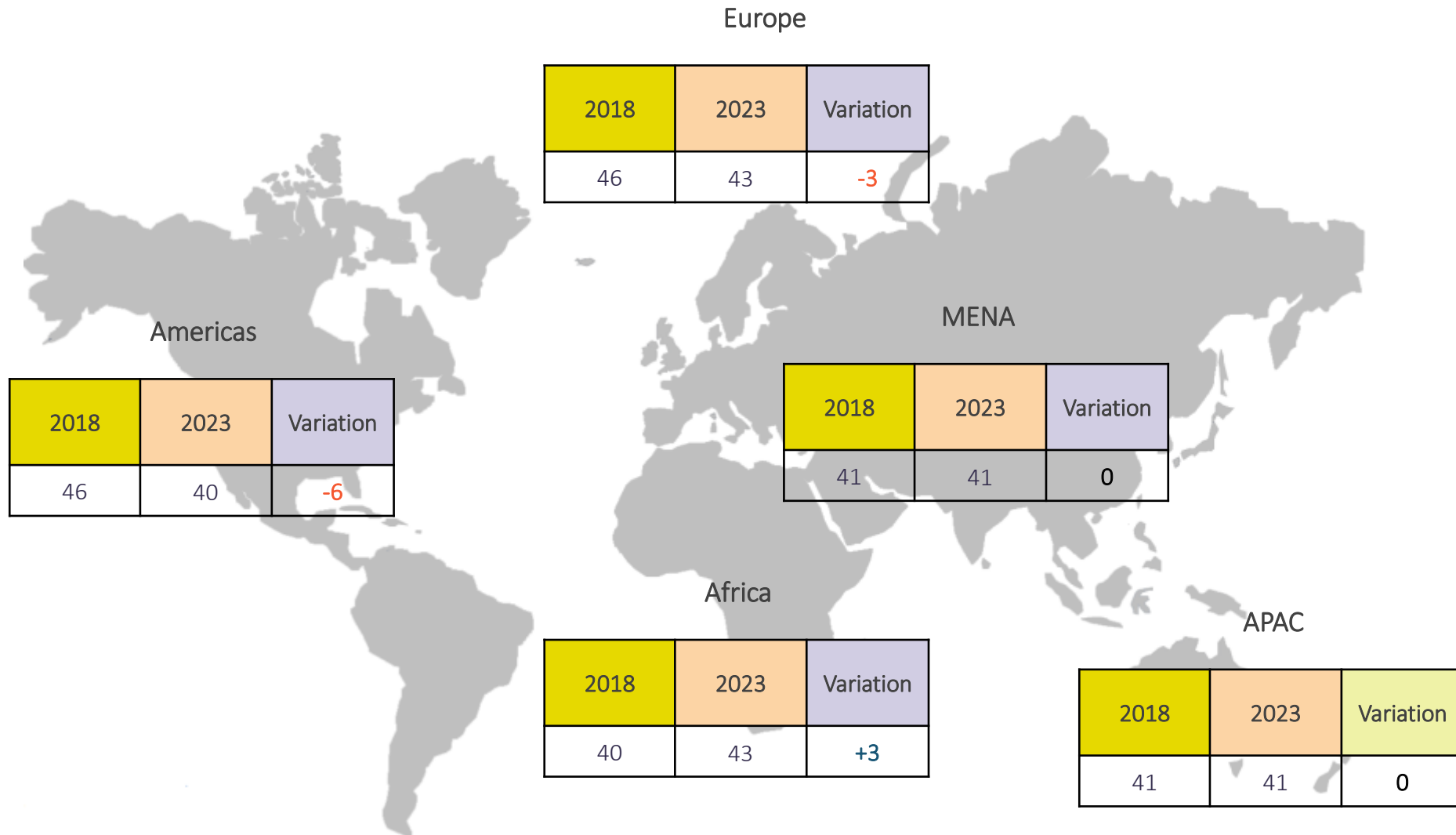
By Education Level	No education	44	40	-4
	Compl Primary	44	42	-2
	Compl Secondary	43	42	-1
	Compl University	44	42	-2
	Compl Master, PHD	45	43	-2

By Employment	Working Full time	43	41	-2
	Working Part ime	43	41	-2
	Unemployed	41	40	-1
	Student	37	34	-3
	Housewife	42	42	0
	Retired/Disable	56	52	-4

Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

And at what age does someone stops feeling young?

% within total population – Mean Age

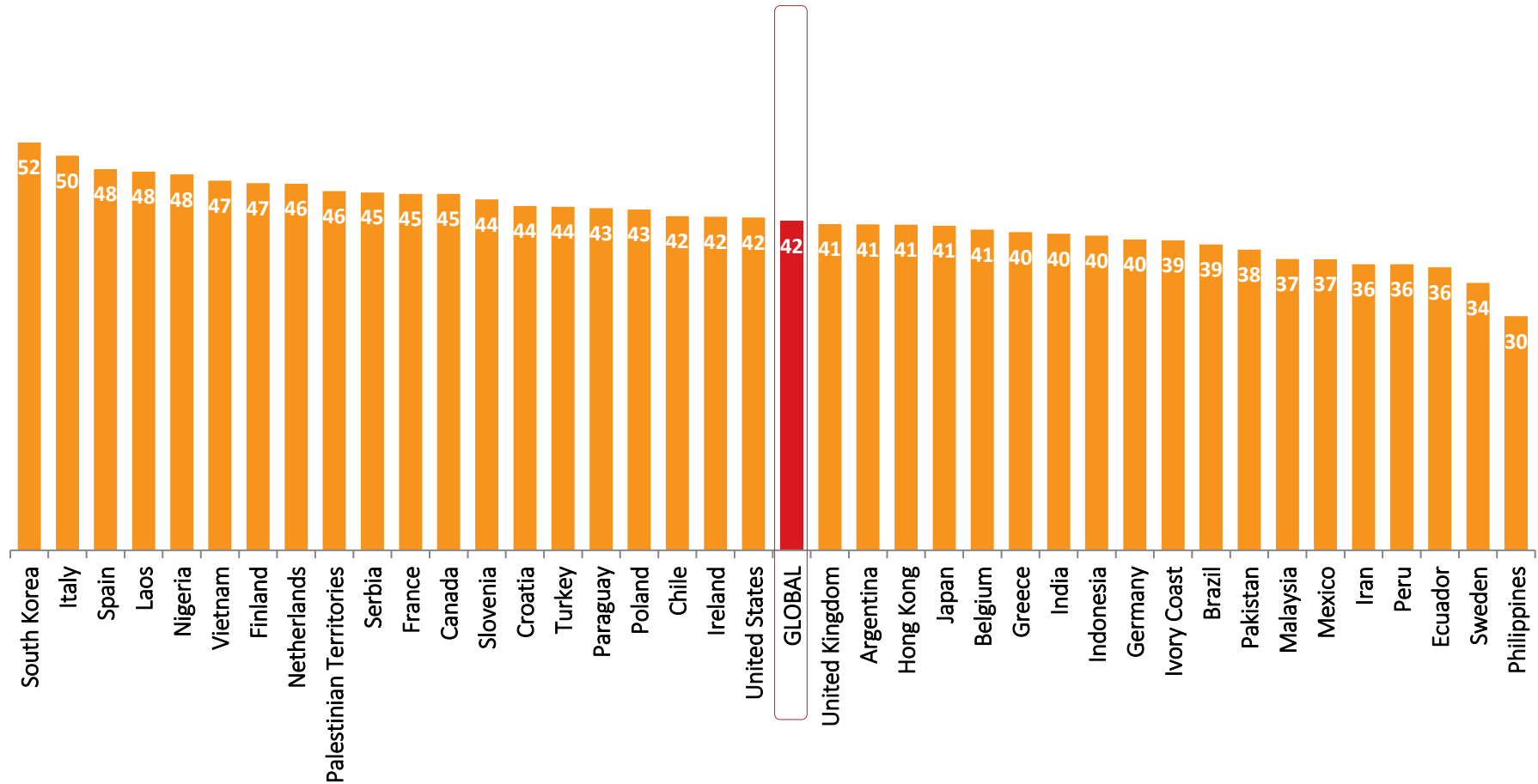


Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

STOP FEELING YOUNG AGE

And at what age does someone stops feeling young?

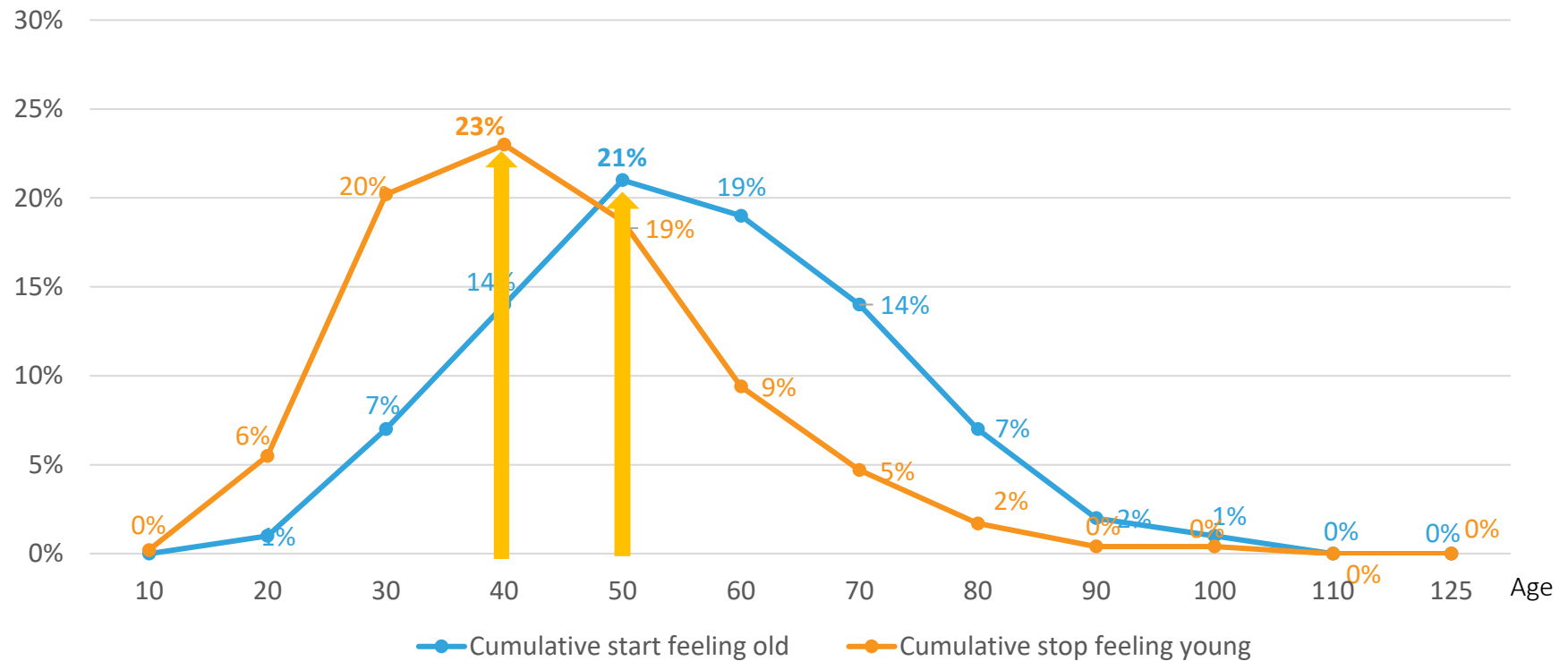
% within total population – Mean age



Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

When do people start feeling old or stop feeling young?

% within total population - 2023





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HEALTH INDEX

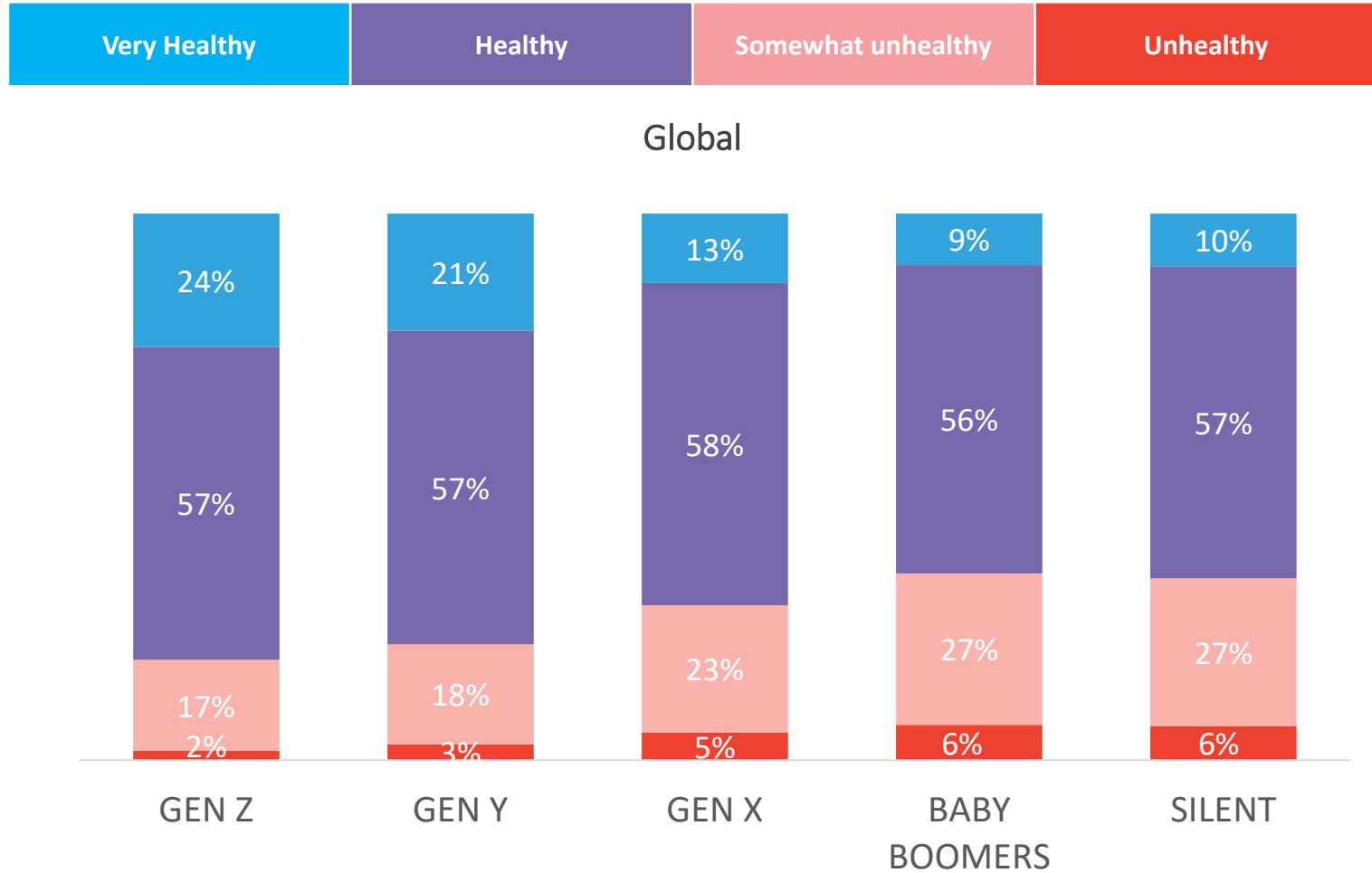


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HEATH INDEX

% within total population - Generations



CAUSES OF STRESS

% within total population - Generations

	 My Job	 Lack of job/ unemployment	 My family	 My health	 Lack of money	 Changes in life	 Enviromental disasters	 Wars around the world
GEN Z	24%	10%	15%	6%	23%	9%	2%	3%
GEN Y	28%	8%	17%	6%	23%	7%	2%	2%
GEN X	26%	7%	19%	9%	21%	5%	2%	4%
BABY BOOMER	13%	3%	23%	16%	16%	5%	3%	8%
SILENT	6%	4%	23%	16%	15%	6%	4%	12%



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CLIMATE CHANGE AND SUSTAINABILITY



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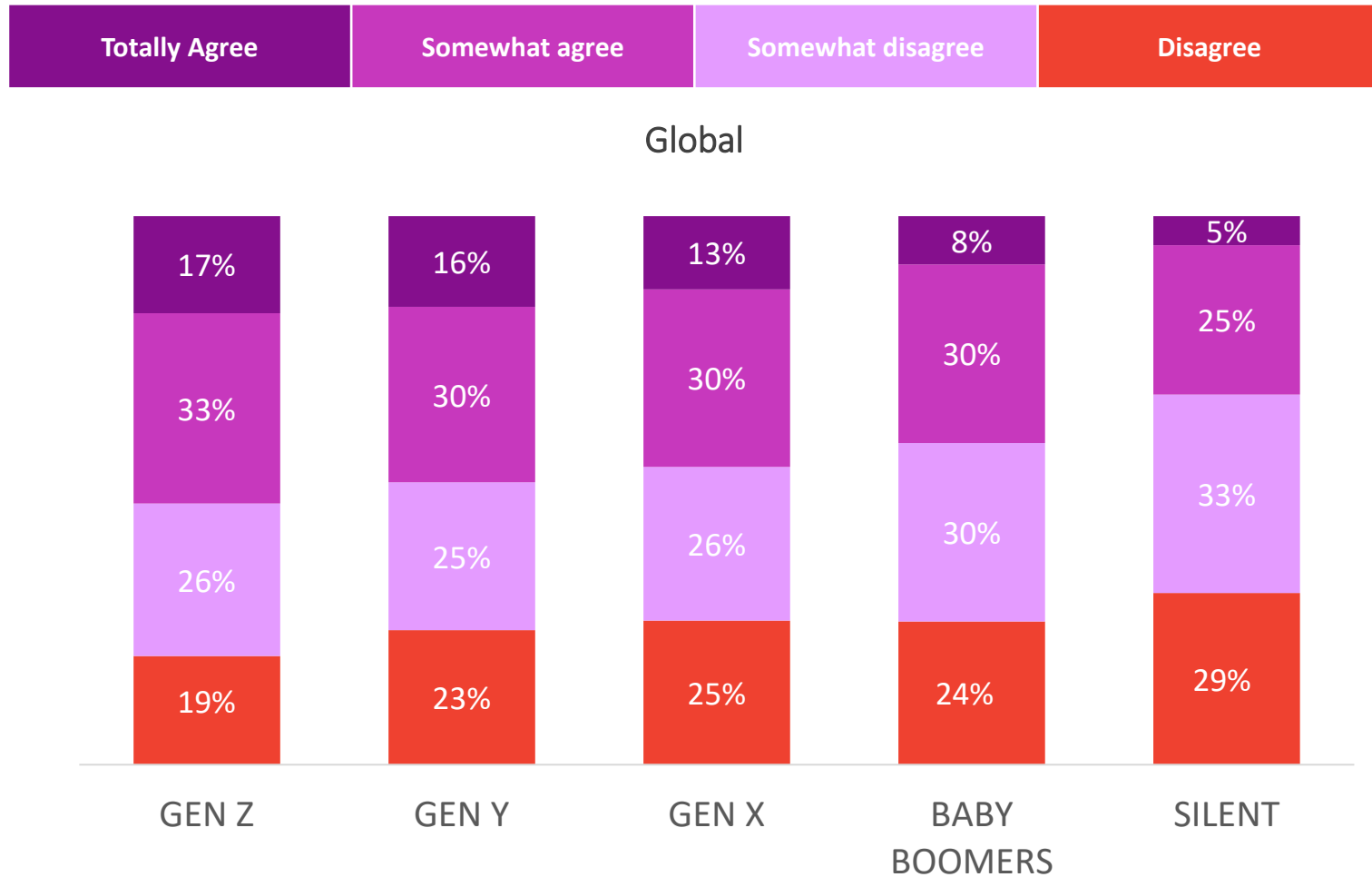
ACTIONS TO PREVENT CLIMATE CHANGE

% within total population - Generations

	 Stop taking planes	 Stop eating Meat	 Stop using a car	 Recycling	 Stop buying fast fashion	 100% ORGANIC Only buy organic	 None
GEN Z	15%	13%	21%	63%	25%	26%	11%
GEN Y	14%	12%	18%	63%	27%	24%	13%
GEN X	16%	12%	16%	63%	29%	22%	13%
BABY BOOMER	23%	13%	17%	69%	35%	18%	11%
SILENT	21%	11%	16%	64%	31%	16%	10%

GOVERNMENTS TAKING ACTION TO TAKE CARE OF THE ENVIRONMENT

% within total population - Generations





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GENDER EQUALITY



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GENDER EQUALITY ACHIEVEMENTS - Global

% within total population – Generations

TTB

Definitely achieved (4 and 5 scale)

BTB

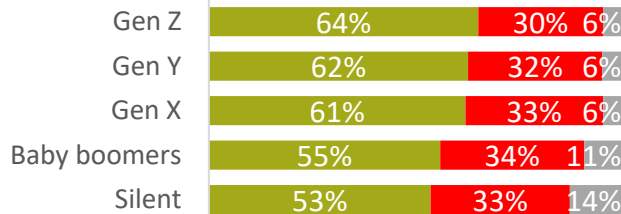
Not at all achieved (1 and 2 scale)

DK

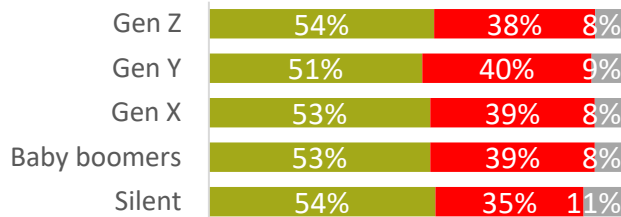
Don't know



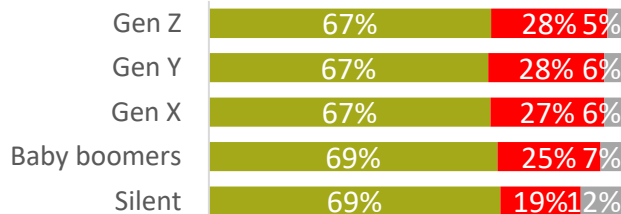
At work



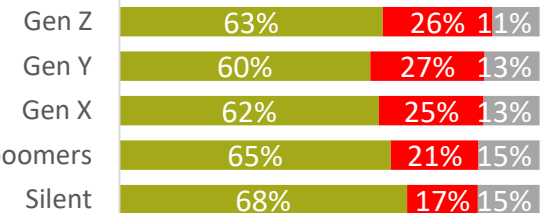
In Politics



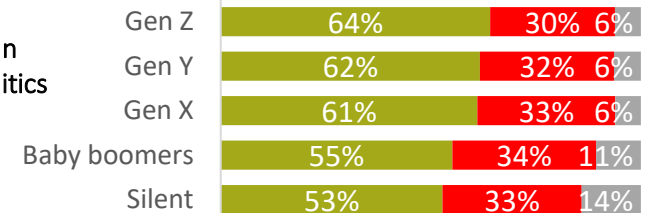
At home



Arts



In Politics



Source: WIN 2024. Base: 33866.

Q5. To what extent has gender equality achieved in your country in the following fields



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TECHNOLOGY



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IMPACT ON CURRENT LIFE

% within total population – Generations

	 I am concerned about sharing my personal information digitally	 I am concerned about sharing my health information	 I am concerned about sharing my financial information	 I am concerned about sharing my location	 I am aware of what happens with my personal information after I shared it with a data collector	 I have a good understanding of artificial intelligence	 Social networks overwhelm our life
GEN Z	38%	30%	39%	36%	30%	29%	46%
GEN Y	45%	35%	48%	41%	31%	27%	51%
GEN X	47%	37%	51%	41%	29%	23%	50%
BABY BOOMER	49%	35%	55%	39%	27%	17%	51%
SILENT	50%	29%	58%	38%	29%	15%	54%

EXPERIENCE IN DATA MISUSE

% within total population – Generations

	 Email hacked	 Bank account or credit card hacked/ used fraudulently	 Phishing	 Personal details have been leaked	 Spammed by companies I have had no previous contact with	 None
GEN Z	14%	10%	26%	12%	34%	41%
GEN Y	14%	12%	34%	15%	42%	37%
GEN X	12%	13%	35%	13%	45%	36%
BABY BOOMER	11%	13%	38%	11%	50%	33%
SILENT	14%	17%	41%	11%	52%	28%



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COST OF LIVING

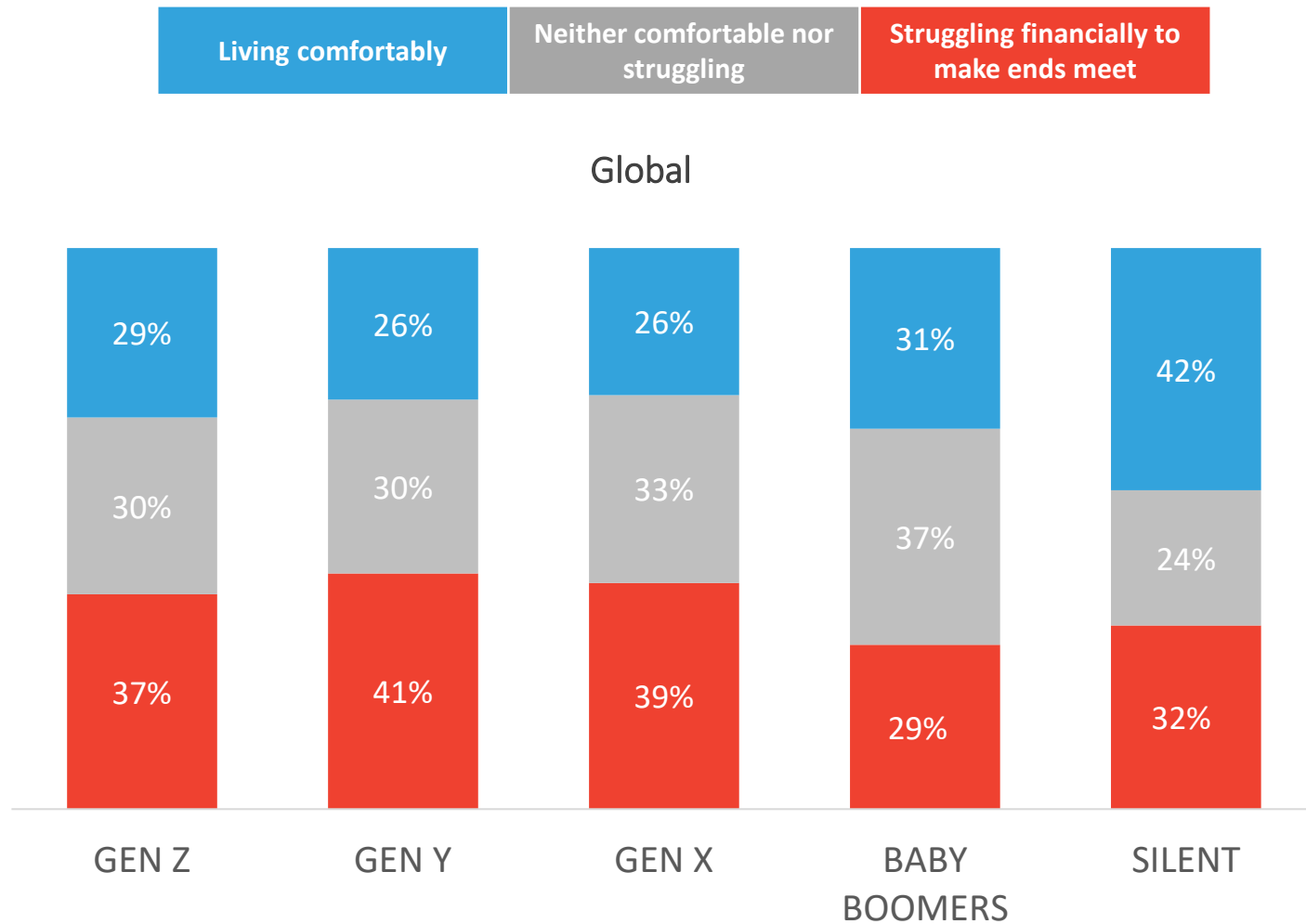


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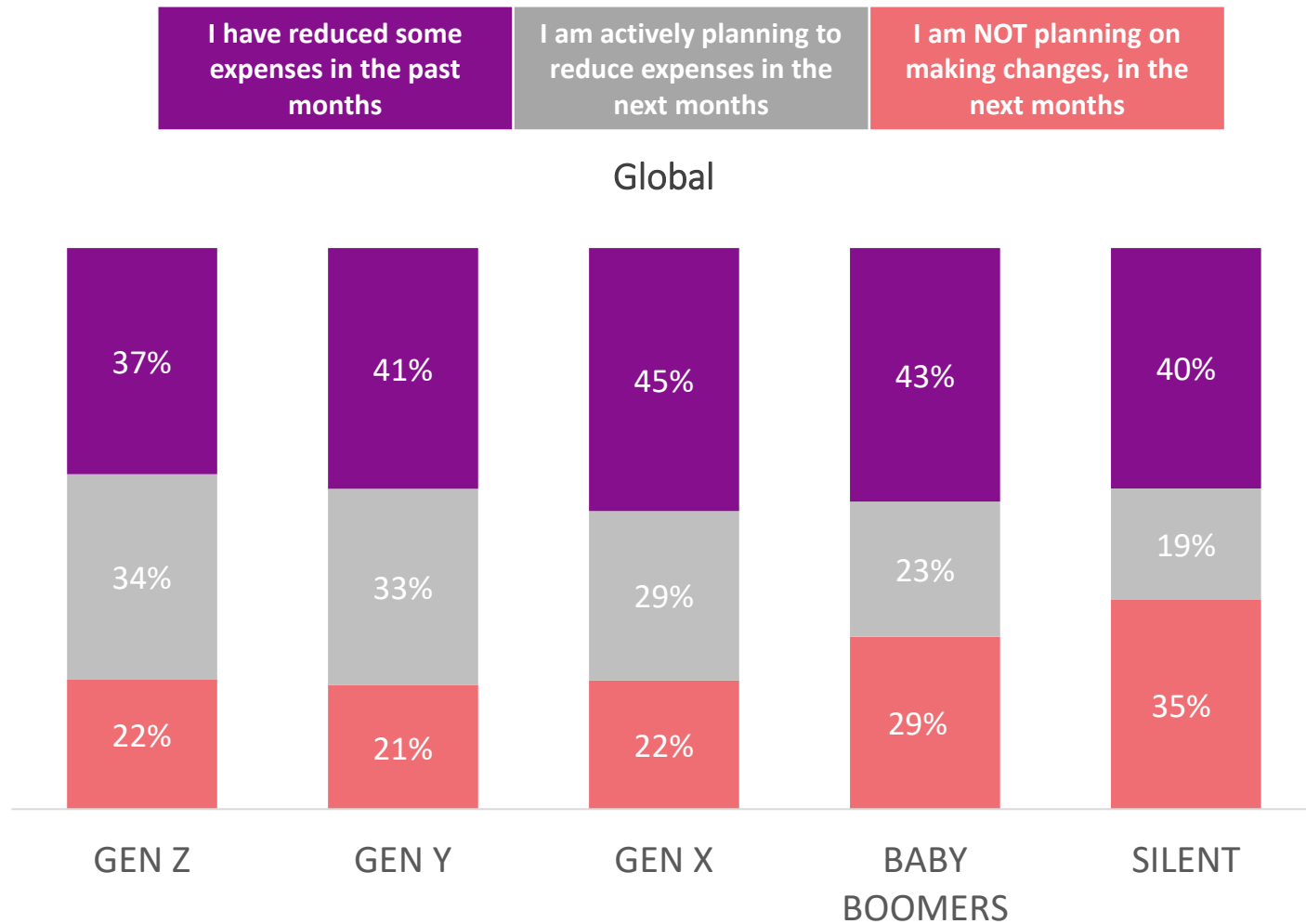
CURRENT FINANCIAL SITUATION

% within total population – Generations



EXPENSES CONTROL

% within total population – Generations



METHODOLOGY

Total of 33 866 surveys worldwide

Dates: Dec. 1st 2023 to Feb. 4th 2024

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 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

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Total of 33 866 surveys worldwide

Dates: Dec. 1st 2023 to Feb. 4th 2024

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
21	Malaysia	Central Force International	Online	1000	NATIONAL	7-13 December 2023
22	Mexico	Brand Investigation S.A.de C.V	Online	500	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	1210	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	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	1000	NATIONAL	
38	USA	LEGER	CAWI	1007	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