



**WIN**



Worldwide  
Independent Network  
Of Market Research

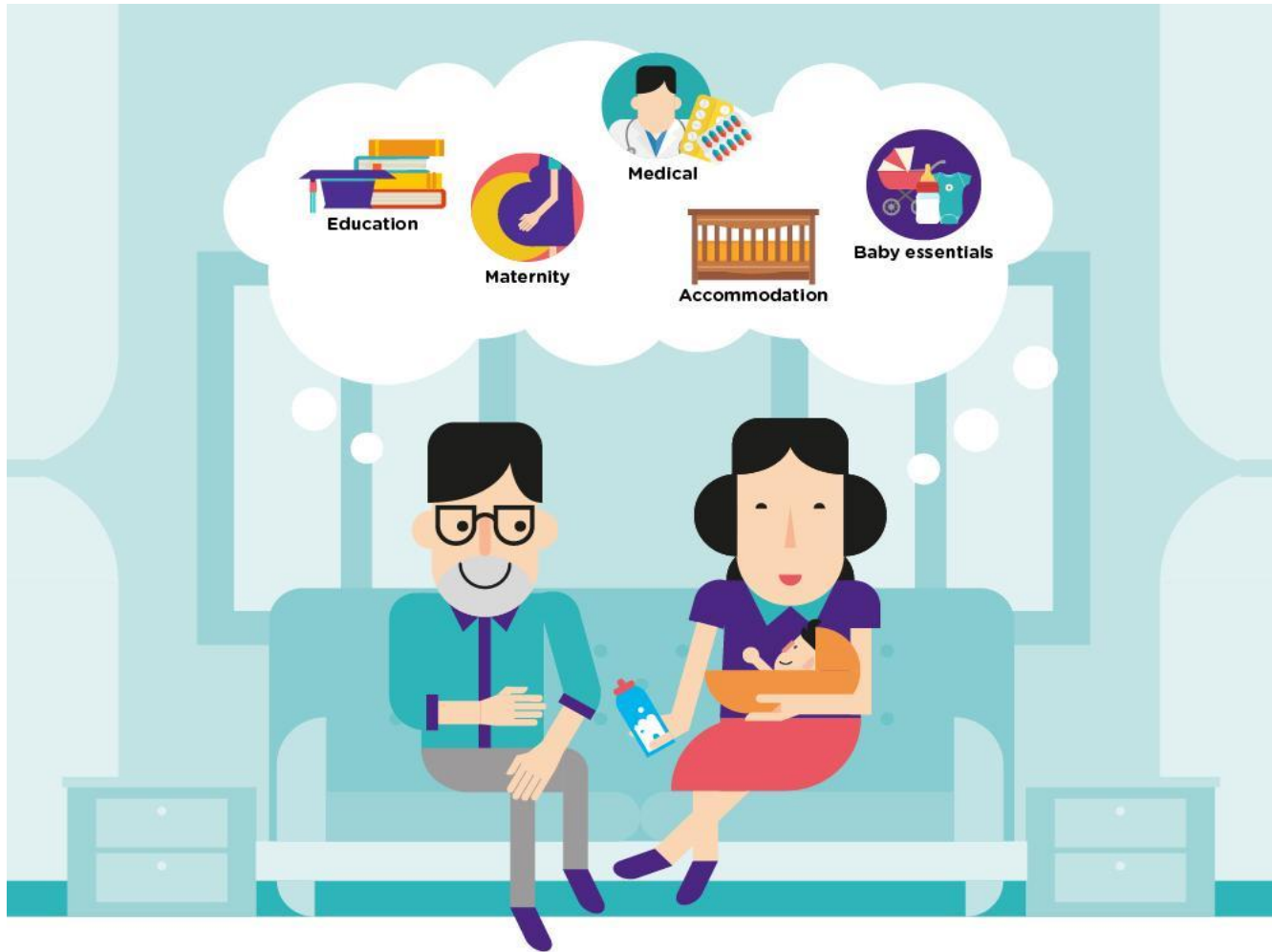
# World Population Day

Worldviews Survey 2025

*A global study conducted by Gallup Pakistan and a leading international network of researchers.*



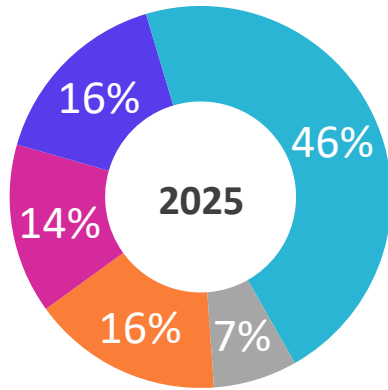
# Thinking of having children



## Thinking of having children

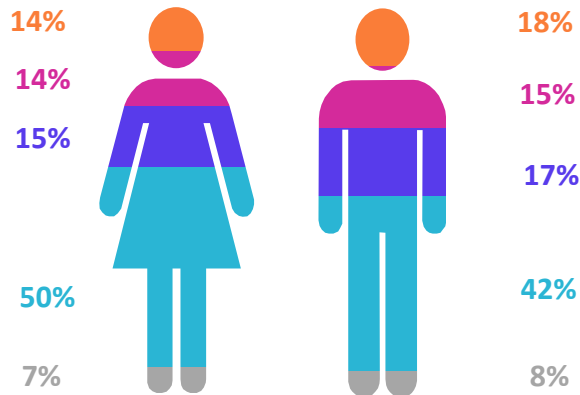
% within total population

### Total



2022 18% 15% 18% 46% 3%

### By gender



Yes and  
don't  
have

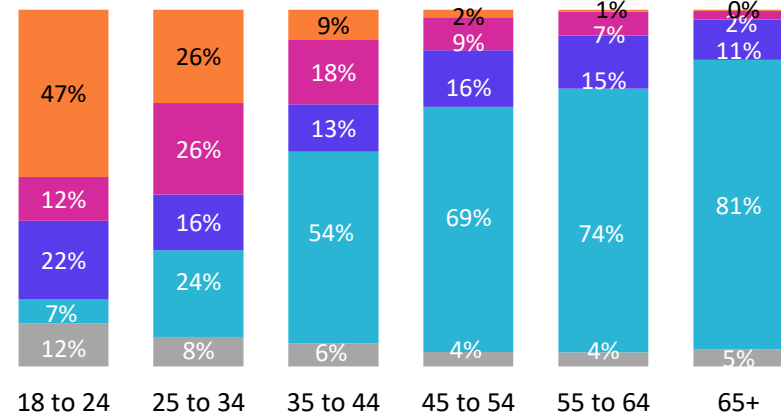
Yes and  
already  
have

No and  
don't  
have

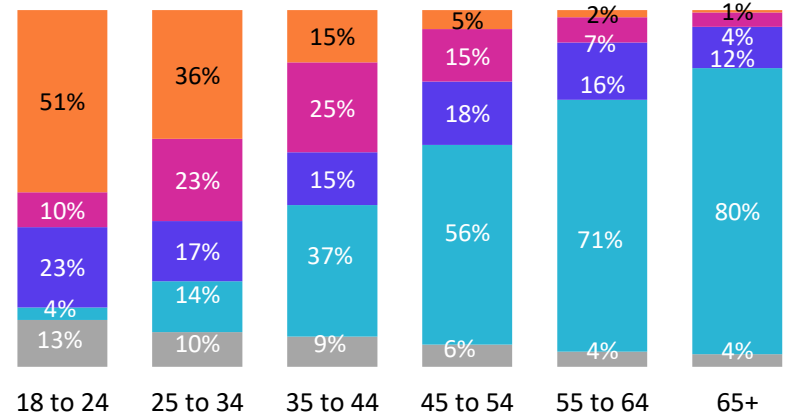
No and  
already  
have

DK/NR

### By age group – Female



### By age group – Male



Source: WIN 2025. Base: 35515 cases. Female base: 17971 cases. Male base: 17536 cases.

Source: WIN 2022. Base: 29219.

Q8 - Do you plan on having children later on?

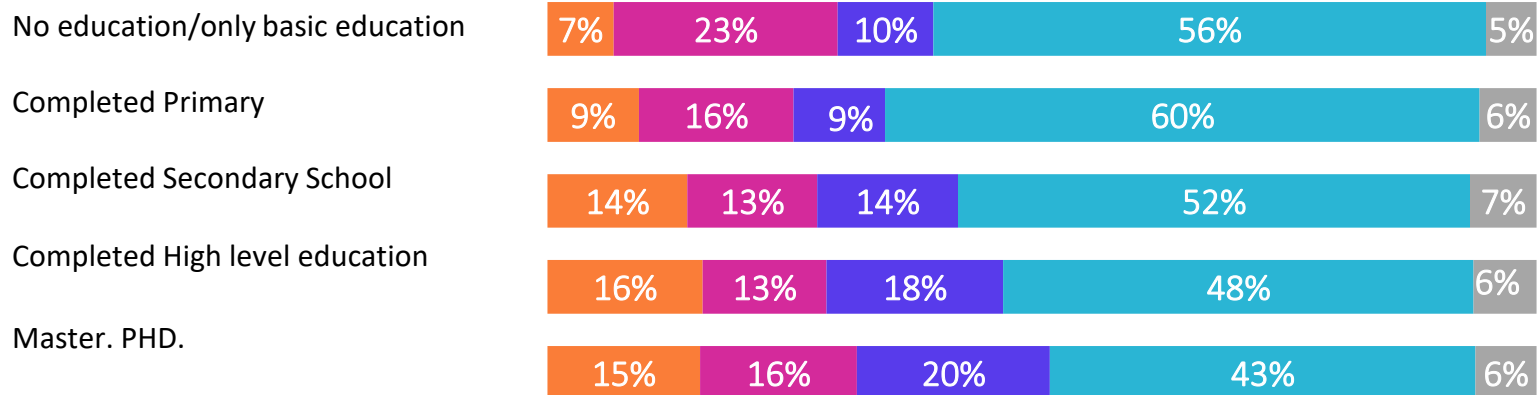
# Thinking of having children

% within total population

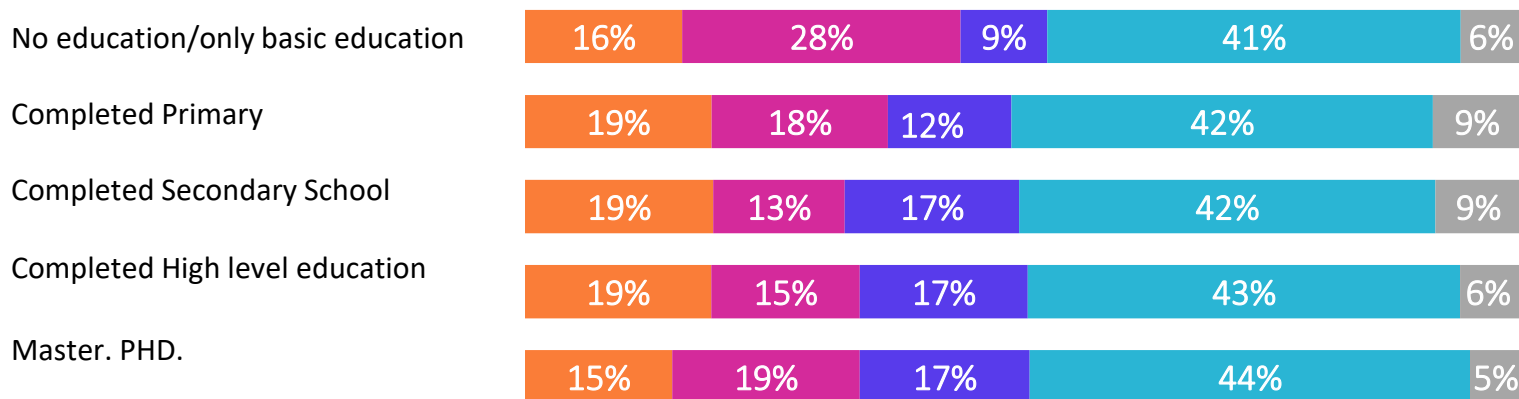


## By education level

### Female



### Male



Source: WIN 2025. Base: 35515 cases. Female base: 17971 cases. Male base: 17536 cases.

Q8 - Do you plan on having children later on?

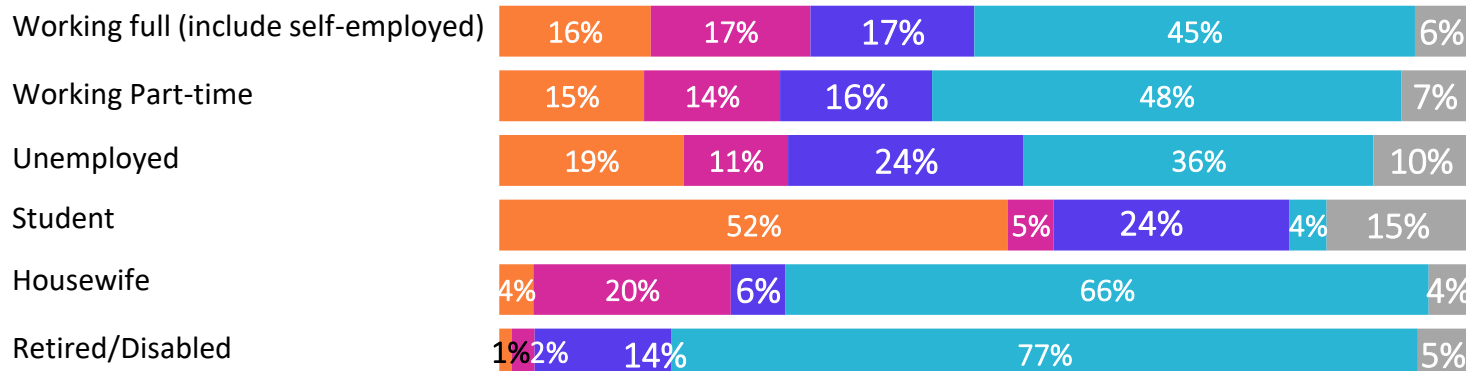
# Thinking of having children

% within total population

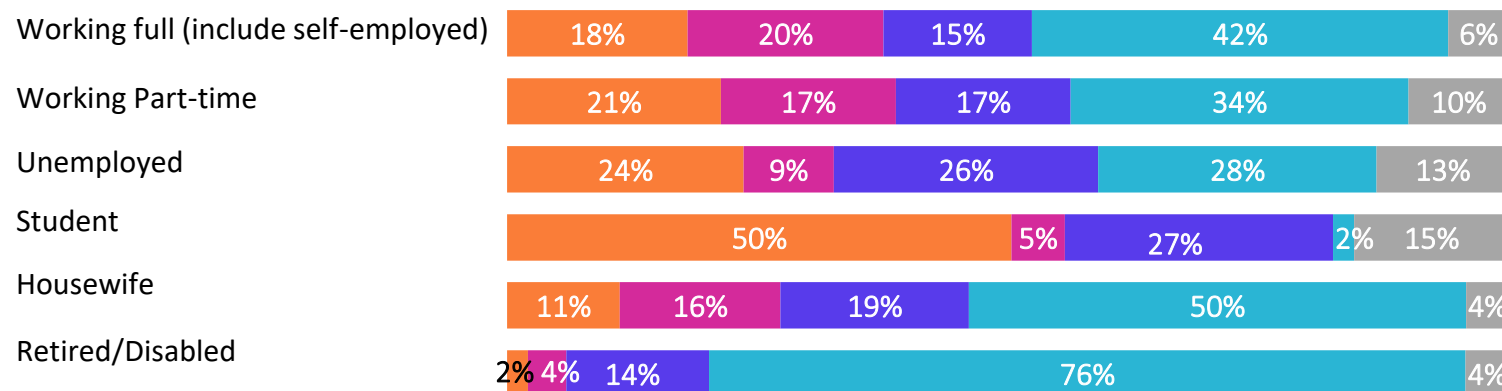


## By employment

Female



Male



Source: WIN 2025. Base: 35515 cases. Female base: 17971 cases. Male base: 17536 cases.

Q8 - Do you plan on having children later on?

# Thinking of having children

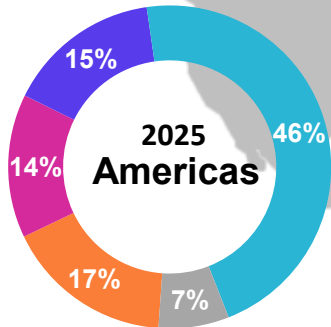
% within total population

## TOTAL - 2025

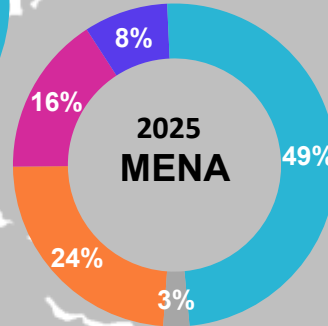
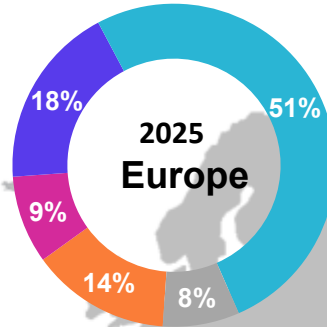
GLOBAL | 16% 14% 16% 46% 7%  
 FEMALE | 14% 14% 15% 50% 7%  
 MALE | 18% 15% 17% 42% 8%



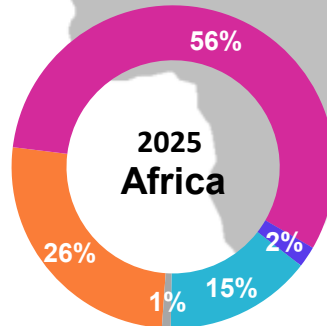
FEMALE | 14% 8% 18% 53% 8%  
 MALE | 14% 10% 19% 49% 8%



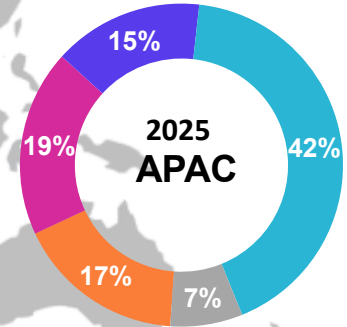
FEMALE | 14% 12% 14% 53% 6%  
 MALE | 19% 16% 17% 39% 8%



FEMALE | 21% 12% 10% 54% 3%  
 MALE | 26% 19% 7% 44% 3%



FEMALE | 25% 54% 2% 18% 1%  
 MALE | 27% 58% 3% 12% 1%



FEMALE | 13% 20% 15% 46% 6%  
 MALE | 21% 18% 15% 39% 8%

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

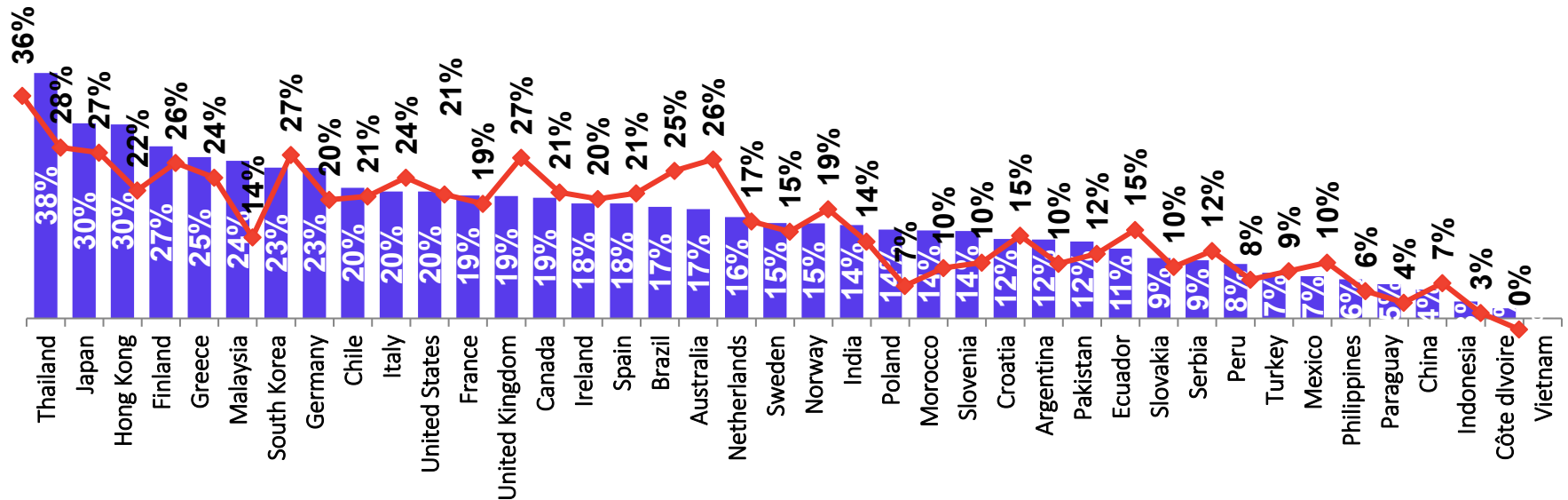
Source: WIN 2025. Base: 35515 cases. Female base: 17971 cases. Male base: 17536 cases.

Q8 - Do you plan on having children later on?

# Thinking of having children

% within total population – No and don't have children

■ FEMALE ■ MALE



Source: WIN 2025. Base: 35515 cases. Female base: 17971 cases. Male base: 17536 cases.

Q8 - Do you plan on having children later on?



# FEELING OLD

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

% within total population

## Global Mean Age

| 2018 | 2023 | 2025 | Variation |
|------|------|------|-----------|
| 55   | 54   | 53   | -1        |

|           |       | Mean Age |      |      |           |
|-----------|-------|----------|------|------|-----------|
|           |       | 2018     | 2023 | 2025 | Variation |
| By Gender | Men   | 55       | 54   | 53   | -1        |
|           | Women | 55       | 54   | 53   | -1        |

|        |         |    |    |    |    |
|--------|---------|----|----|----|----|
| By Age | 18 – 24 | 48 | 45 | 44 | -1 |
|        | 25 – 34 | 50 | 47 | 46 | -1 |
|        | 35 – 44 | 54 | 51 | 50 | -1 |
|        | 45 – 54 | 58 | 57 | 56 | -1 |
|        | 55 – 64 | 62 | 62 | 61 | -1 |
|        | 65+     | 69 | 69 | 69 | 0  |

|                      |                   |    |    |    |    |
|----------------------|-------------------|----|----|----|----|
| By Educational Level | No education      | 59 | 51 | 52 | +1 |
|                      | Compl Primary     | 57 | 55 | 53 | -2 |
|                      | Compl Secondary   | 55 | 54 | 53 | -1 |
|                      | Compl University  | 54 | 54 | 53 | -1 |
|                      | Compl Master, PHD | 58 | 55 | 55 | 0  |

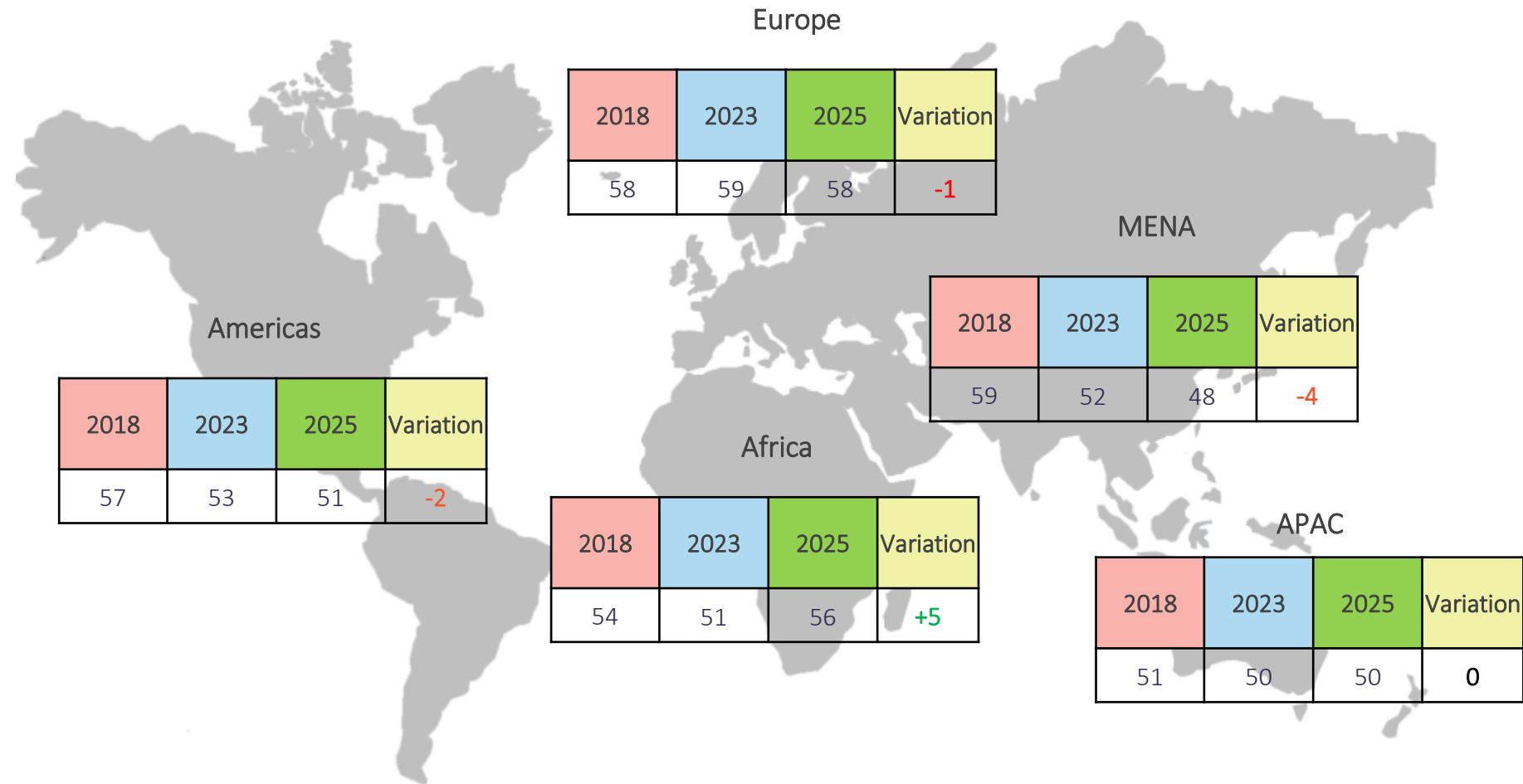
|                      |                   |    |    |    |    |
|----------------------|-------------------|----|----|----|----|
| By Employment status | Working Full time | 54 | 53 | 52 | -1 |
|                      | Working Part ime  | 54 | 53 | 51 | -2 |
|                      | Unemployed        | 53 | 52 | 50 | -2 |
|                      | Student           | 49 | 47 | 44 | -3 |
|                      | Housewife         | 55 | 53 | 52 | -1 |
|                      | Retired/Disable   | 67 | 67 | 66 | -1 |

Source: WIN 2025. Base: 35.515. The percentages corresponding to the option "Dk/Nr" have not been included

Q15 - According to you, at what age does someone starts feeling old?

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

% within total population – Mean Age

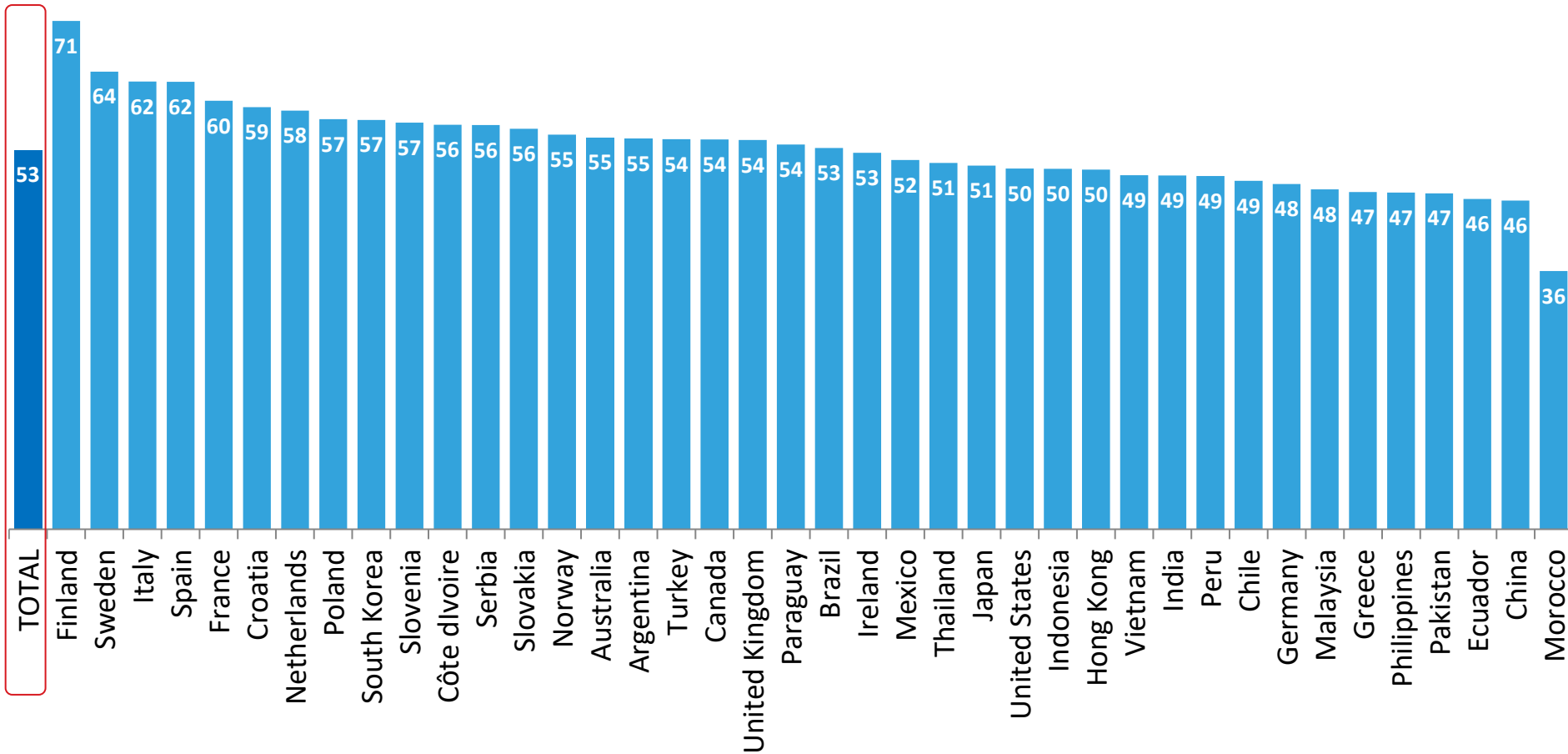


Source: WIN 2025. Base: 35.515. The percentages corresponding to the option "Dk/Nr" have not been included  
In 2025, MENA has only 2 countries. Africa has only 1 country.

Q15 - According to you, at what age does someone starts feeling old?

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

% within total population – Mean age



Source: WIN 2025. Base: 35,515. The percentages corresponding to the option "Dk/Nr" have not been included



# FEELING YOUNG

# And at what age does someone stops feeling young?

% within total population – Mean age

Global Mean Age

| 2018 | 2023 | 2025 | Variation |
|------|------|------|-----------|
| 44   | 42   | 41   | -1        |

|           |       | Mean Age |      |      |           |
|-----------|-------|----------|------|------|-----------|
|           |       | 2018     | 2023 | 2025 | Variation |
| By Gender | Men   | 43       | 41   | 41   | 0         |
|           | Women | 44       | 42   | 41   | -1        |

|        |         |    |    |    |    |
|--------|---------|----|----|----|----|
| By Age | 18 – 24 | 36 | 33 | 32 | 0  |
|        | 25 – 34 | 38 | 36 | 35 | -1 |
|        | 35 – 44 | 42 | 40 | 40 | 0  |
|        | 45 – 54 | 47 | 44 | 43 | -1 |
|        | 55 – 64 | 51 | 49 | 49 | 0  |
|        | 65+     | 57 | 54 | 54 | 0  |

|                    |                   |    |    |    |    |
|--------------------|-------------------|----|----|----|----|
| By Education Level | No education      | 44 | 40 | 37 | -3 |
|                    | Compl Primary     | 44 | 42 | 40 | -2 |
|                    | Compl Secondary   | 43 | 42 | 41 | -1 |
|                    | Compl University  | 44 | 42 | 42 | 0  |
|                    | Compl Master, PHD | 45 | 43 | 43 | 0  |

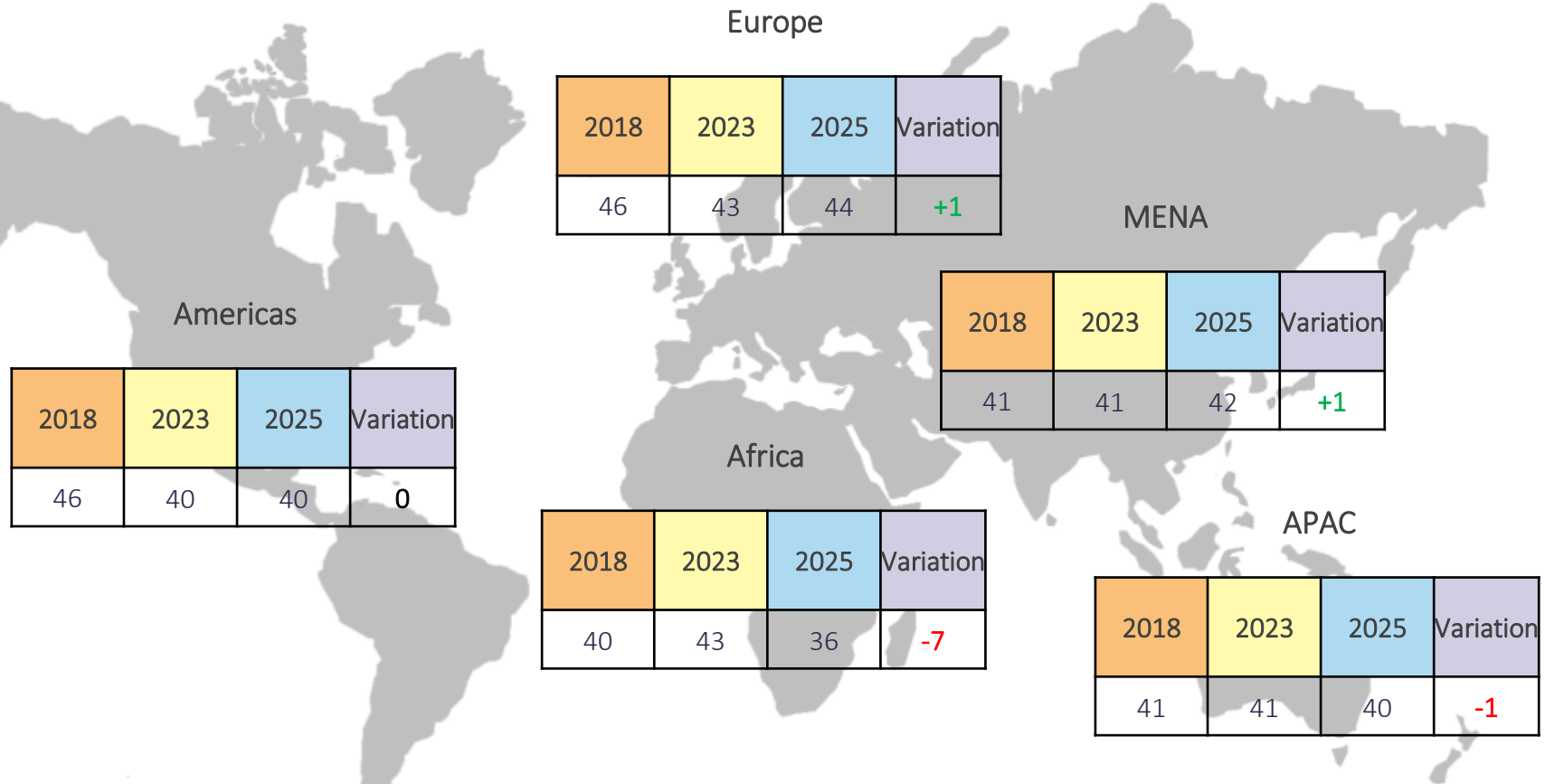
|               |                   |    |    |    |    |
|---------------|-------------------|----|----|----|----|
| By Employment | Working Full time | 43 | 41 | 41 | 0  |
|               | Working Part ime  | 43 | 41 | 40 | -1 |
|               | Unemployed        | 41 | 40 | 38 | -2 |
|               | Student           | 37 | 34 | 32 | -2 |
|               | Housewife         | 42 | 42 | 40 | -2 |
|               | Retired/Disable   | 56 | 52 | 52 | 0  |

Source: WIN 2025. Base: 35.515. The percentages corresponding to the option “Dk/Nr” have not been included

Q16 - And at what age does someone stops feeling young?

# And at what age does someone stops feeling young?

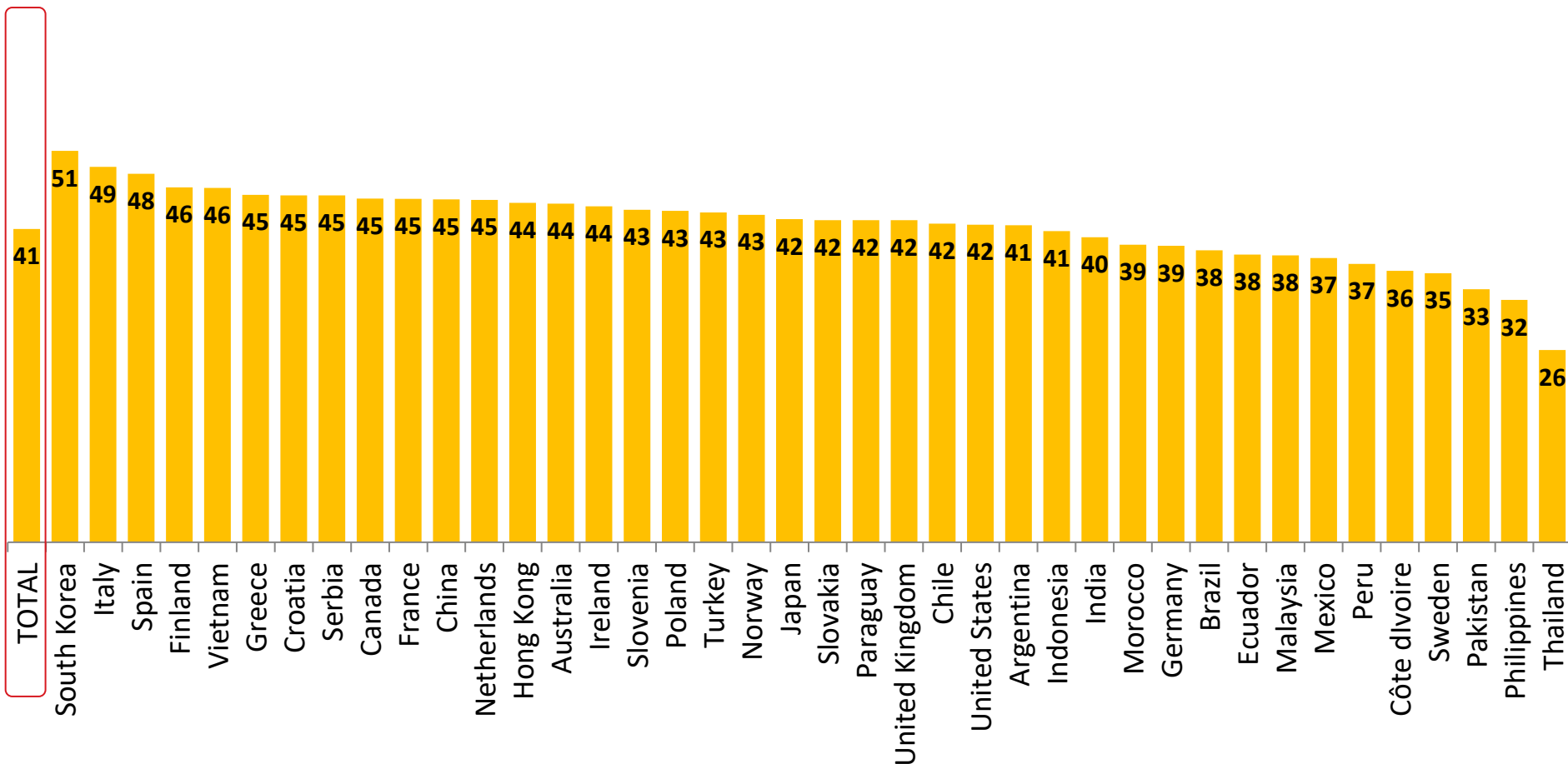
% within total population – Mean Age



Source: WIN 2025. Base: 35.515. The percentages corresponding to the option "Dk/Nr" have not been included  
In 2025, MENA has only 2 countries. Africa has only 1 country.

## And at what age does someone stops feeling young?

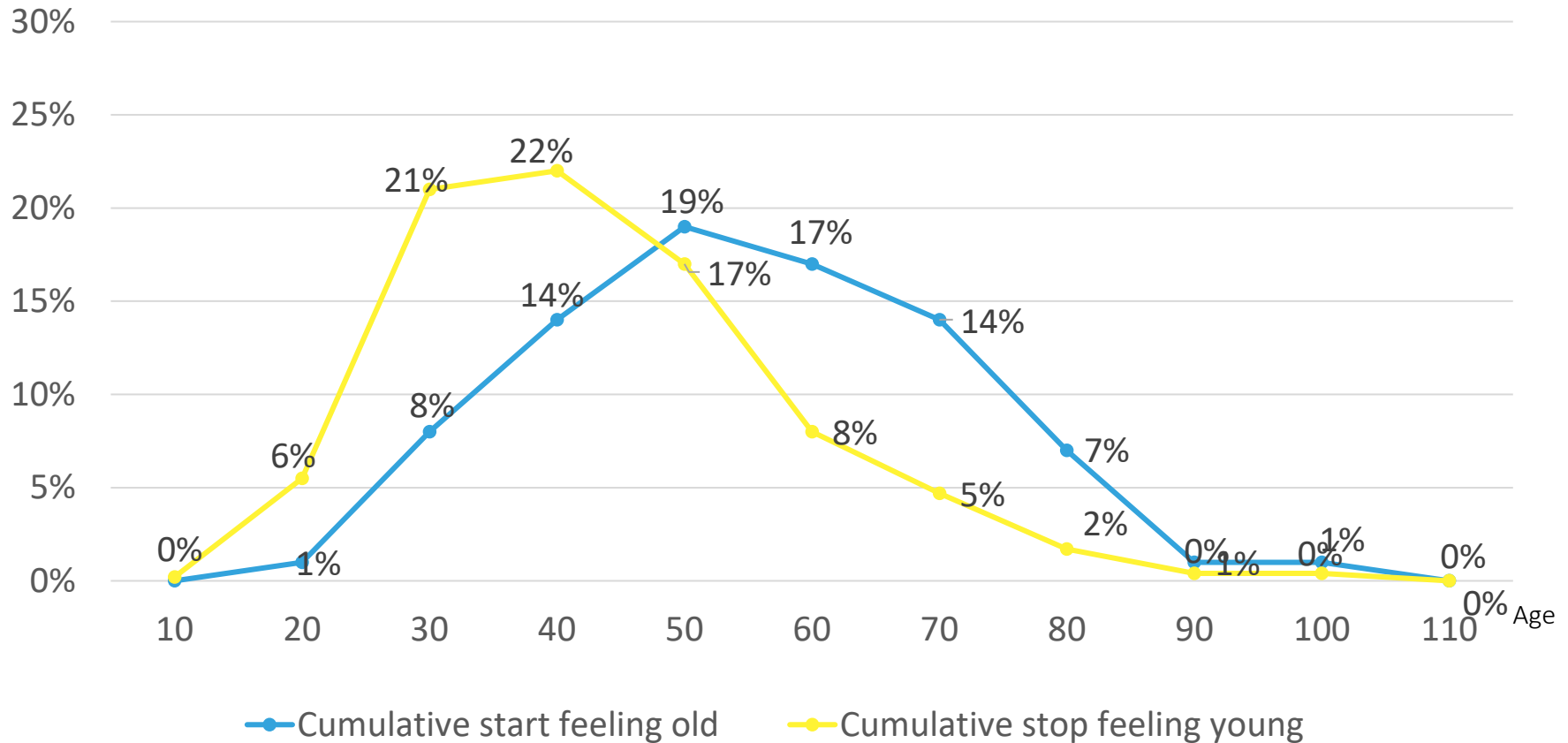
% within total population – Mean age



Source: WIN 2025. Base: 35,515. 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 - 2025



Source: WIN 2025. Base: 35.515. The percentages corresponding to the option "Dk/Nr" have not been included

# GENERATIONS



# Quality of life is more important than length of life

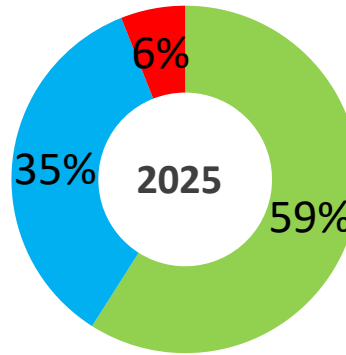
% within total population

1 + 2 + 3

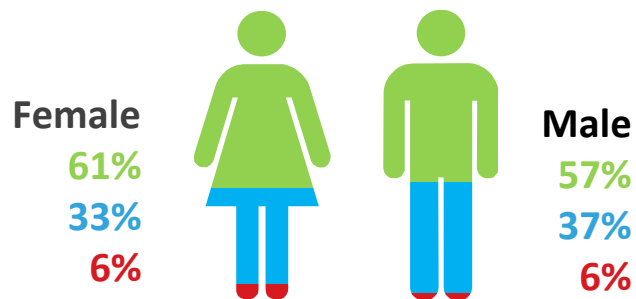
4 + 5 + 6 + 7

8 + 9 + 10

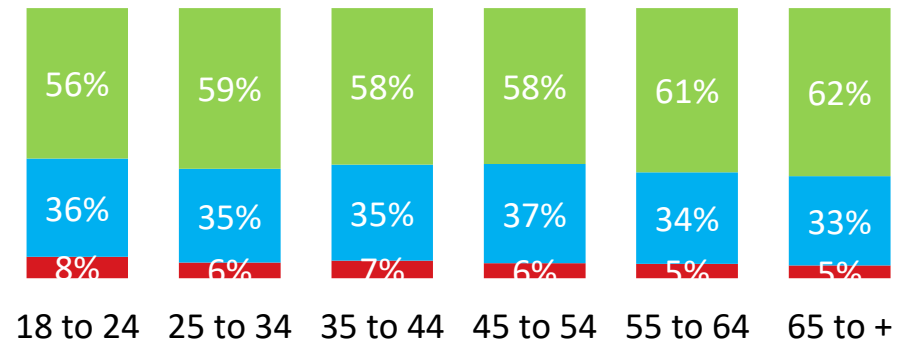
Total



By gender



By age group



Source: WIN 2025. Base: 35.209 cases.

# Quality of life is more important than length of life

% within total population

1 + 2 + 3

4 + 5 + 6 + 7

8 + 9 + 10



## By education level

No education/only basic education



Completed Primary



Completed Secondary School



Completed High level education



Master. PHD.



## By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled

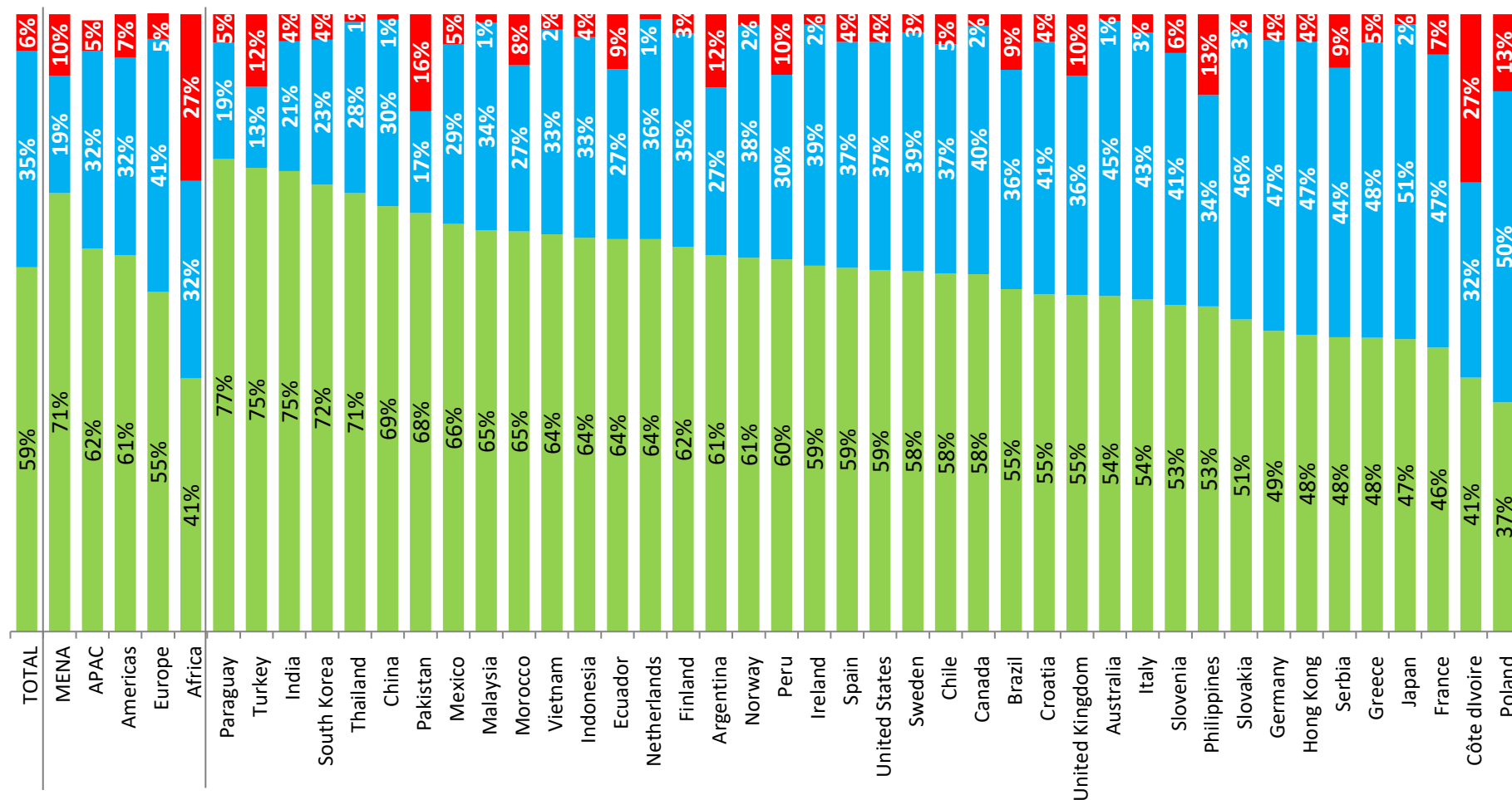


Source: WIN 2025. Base: 35.209 cases.

# Quality of life is more important than length of life

% within total population

1+2+3 4+5+6+7 8+9+10



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

Source: WIN 2025. Base: 35.209 cases.

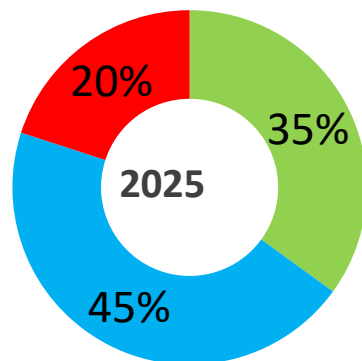
I am taking/have taken steps to prepare for old age (e.g., financial planning, healthcare directives)  
 % within total population

■ 1 + 2 + 3

■ 4 + 5 + 6 + 7

■ 8 + 9 + 10

Total



By gender

**Female**

34%  
45%  
22%

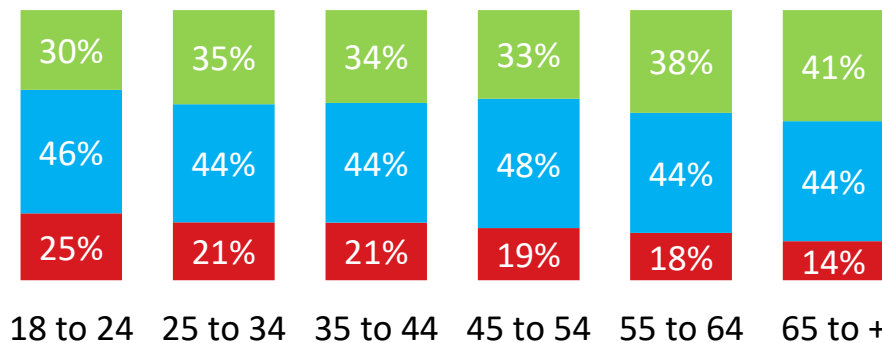


**Male**

37%  
45%  
18%



By age group



Source: WIN 2025. Base: 35.331 cases.

I am taking/have taken steps to prepare for old age (e.g., financial planning, healthcare directives)  
% within total population

■ 1 + 2 + 3

■ 4 + 5 + 6 + 7

■ 8 + 9 + 10



### By education level

No education/only basic education



Completed Primary



Completed Secondary School



Completed High level education



Master. PHD.



### By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled

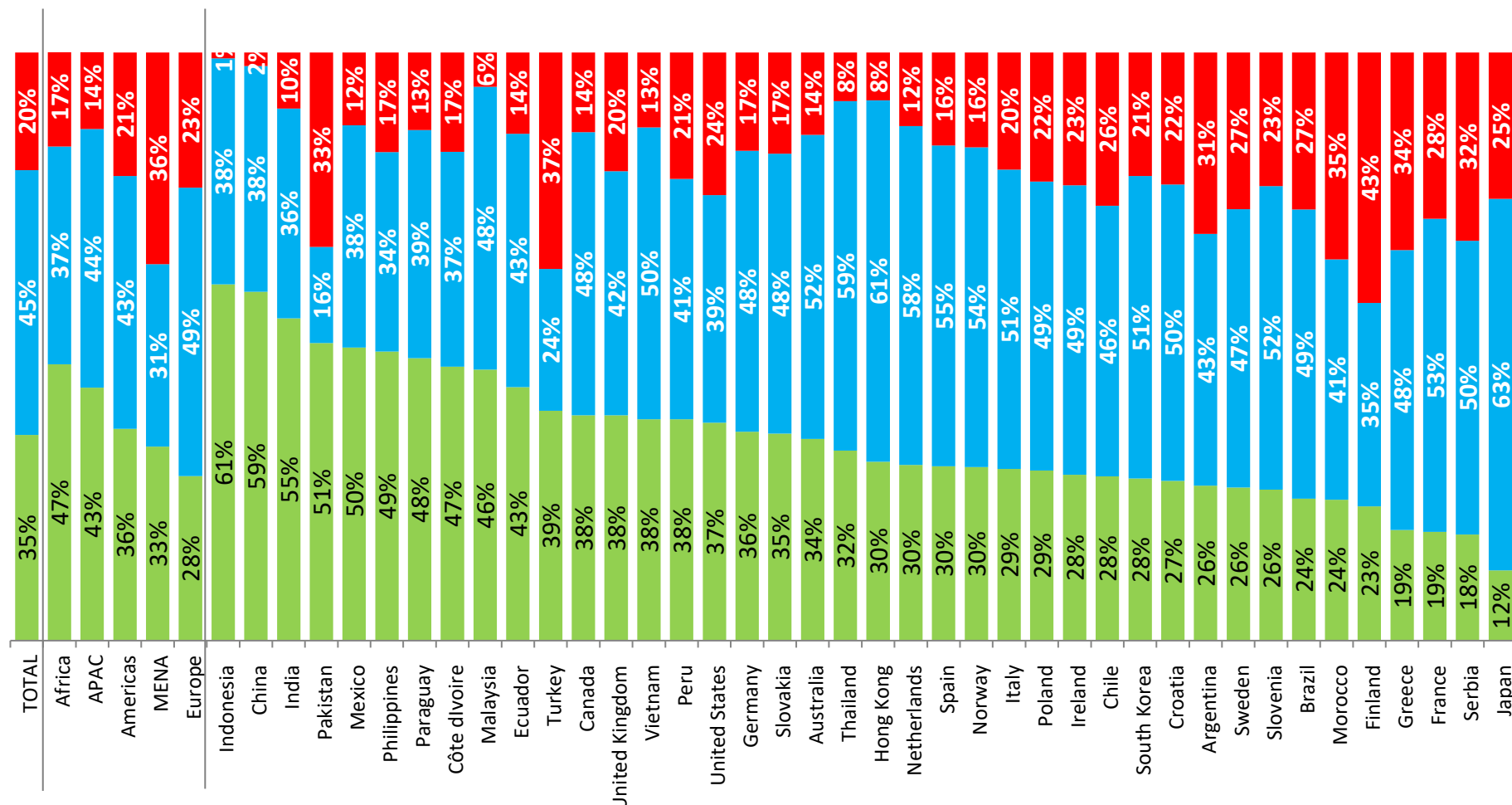


Source: WIN 2025. Base: 35.331 cases.

# I am taking/have taken steps to prepare for old age (e.g., financial planning, healthcare directives)

% within total population

1+2+3 4+5+6+7 8+9+10



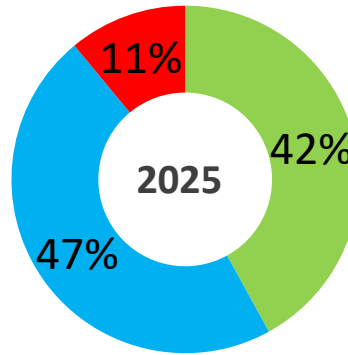
MENA has only 2 countries. Africa has only 1 country.  
Source: WIN 2025. Base: 35,331 cases.

# Technology and medical advancements will significantly extend human life expectancy in my lifetime

% within total population

■ 1 + 2 + 3
 ■ 4 + 5 + 6 + 7
 ■ 8 + 9 + 10

Total



By gender

Female

41%  
 48%  
 11%

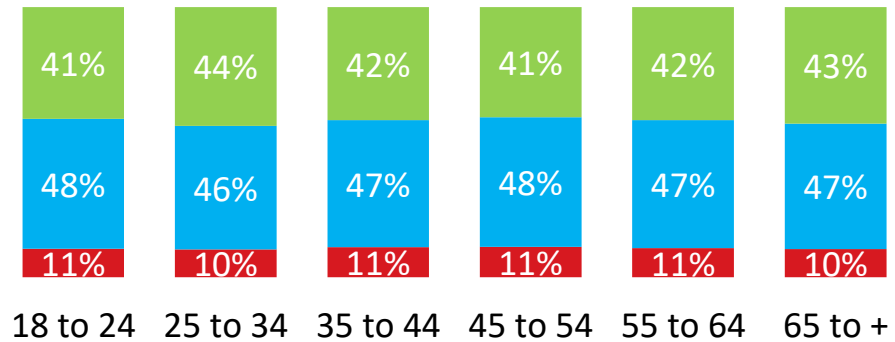


Male

44%  
 46%  
 10%



By age group



Source: WIN 2025. Base: 35,284 cases.

Q17\_03 - Please indicate how much you agree or disagree with the following statements: - Technology and medical advancements will significantly extend human life expectancy in my lifetime

# Technology and medical advancements will significantly extend human life expectancy in my lifetime

% within total population

1 + 2 + 3

4 + 5 + 6 + 7

8 + 9 + 10



## By education level

No education/only basic education



Completed Primary



Completed Secondary School



Completed High level education



Master. PHD.



## By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled

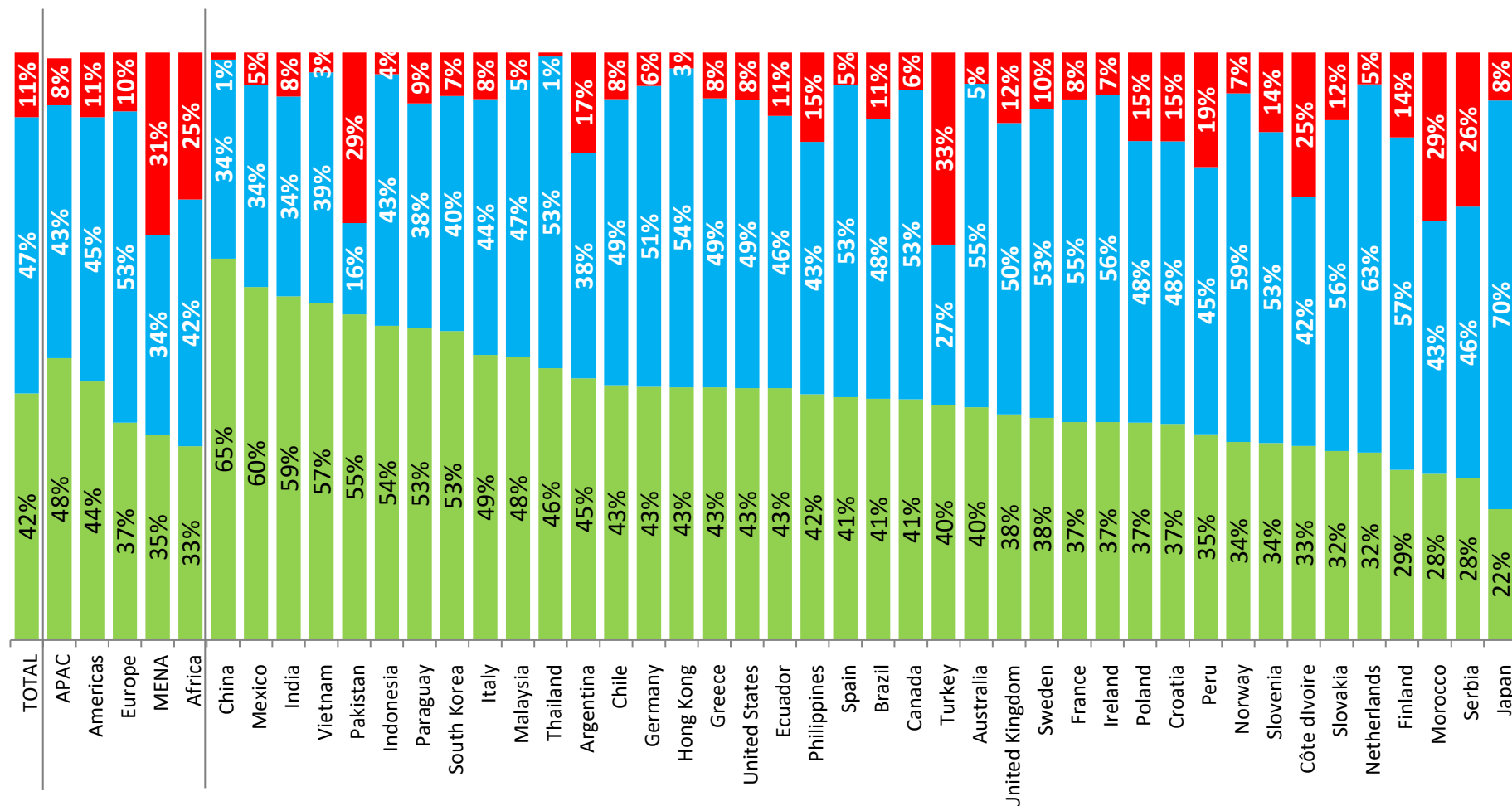


Source: WIN 2025. Base: 35.284 cases.

# Technology and medical advancements will significantly extend human life expectancy in my lifetime

% within total population

1+2+3      4+5+6+7      8+9+10



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

Source: WIN 2025. Base: 35,284 cases.

# I am optimistic about living a long and healthy life

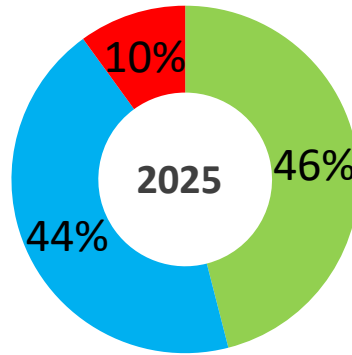
% within total population

1 + 2 + 3

4 + 5 + 6 + 7

8 + 9 + 10

Total



By gender

Female

46%

44%

11%



Male

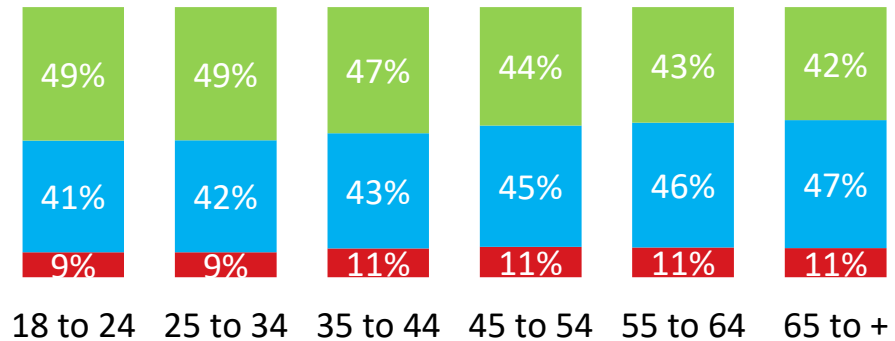
46%

44%

10%



By age group



Source: WIN 2025. Base: 35.362 cases.

# I am optimistic about living a long and healthy life

% within total population

1 + 2 + 3

4 + 5 + 6 + 7

8 + 9 + 10



## By education level

No education/only basic education



Completed Primary



Completed Secondary School



Completed High level education



Master. PHD.



## By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2025. Base: 35.362 cases.

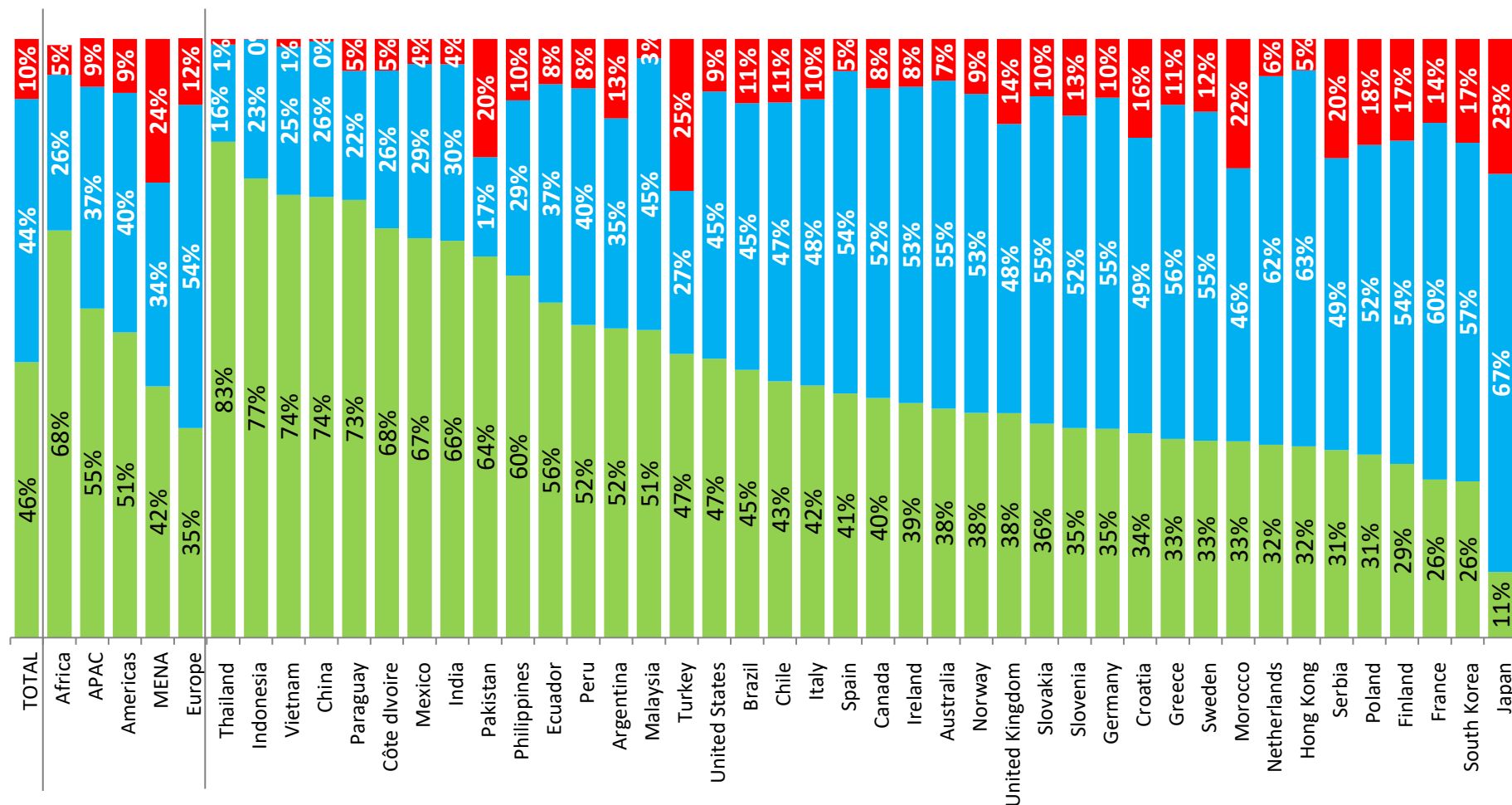
# I am optimistic about living a long and healthy life

% within total population

1+2+3

4+5+6+7

8+9+10



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

Source: WIN 2025. Base: 35,362 cases.

# METHODOLOGY

|    | Country                | Company Name                                              | Methodology            | Sample | Coverage          | 2024-2025<br>Fieldwork Dates |
|----|------------------------|-----------------------------------------------------------|------------------------|--------|-------------------|------------------------------|
| 1  | Argentina              | Voices Research & Consultancy                             | CAWI                   | 1027   | NATIONAL          | 30 Dec<br>2024 – 9 Jan 2025  |
| 2  | Australia              | Luma Research                                             | Online Panel           | 500    | NATIONAL          | 20-24 January 2025           |
| 3  | Brazil                 | Market Analysis Brazil                                    | CAWI                   | 1032   | NATIONAL          | 16-23 January 2025           |
| 4  | Canada                 | LEGER                                                     | CAWI                   | 1000   | NATIONAL          | 9-19 January 2025            |
| 5  | Côte d'Ivoire          | EMC                                                       | CAPI                   | 569    | NATIONAL          | 13-25 February 2025          |
| 6  | Chile                  | Activa Research                                           | CAWI                   | 1095   | NATIONAL          | 10-27 January 2025           |
| 7  | China                  | WisdomAsia                                                | CAWI                   | 1000   | URBAN             | Week 1-2 January 2025        |
| 8  | Croatia                | Institute for market and media<br>research, Mediana Fides | CAWI                   | 531    | NATIONAL          | 17-23 January 2025           |
| 9  | Ecuador                | Centro de Estudios Y Datos -<br>CEDATOS                   | CAPI                   | 708    | NATIONAL          | 1-3 February 2025            |
| 10 | Finland                | Taloustutkimus Oy                                         | Online Panel           | 1112   | NATIONAL          | 16-24 January 2025           |
| 11 | France                 | BVA Xsight                                                | CAWI / Online<br>Panel | 1001   | NATIONAL          | 6-7 February 2025            |
| 12 | Germany                | Produkt+Markt                                             | CAWI                   | 1000   | NATIONAL          | 20 Dec 2024 – 6 Jan 2025     |
| 13 | Greece                 | Alternative Research Solutions                            | CAWI                   | 500    | NATIONAL          | 5-20 December 2024           |
| 14 | Hong Kong              | Consumer Search Group (CSG)                               | Online Panel           | 516    | TERRITORY<br>WIDE | 31 Dec 2024 -10 Jan 2025     |
| 15 | India                  | DataPrompt International Pvt. Ltd.                        | CAWI                   | 1000   | NATIONAL          | 19 Dec 2024 - 20 Jan 2025    |
| 16 | Indonesia              | DEKA                                                      | Face to Face           | 1000   | NATIONAL          | 12-25 December 2024          |
| 17 | Republic of<br>Ireland | RED C Research & Marketing Ltd                            | CAWI                   | 1013   | NATIONAL          | 9-15 January 2025            |
| 18 | Italy                  | BVA Doxa                                                  | CAWI                   | 995    | NATIONAL          | 13-16 December 2024          |
| 19 | Japan                  | Nippon Research Center, LTD.                              | CAWI                   | 1131   | NATIONAL          | 22-27 January 2025           |
| 20 | Malaysia               | Central Force International                               | Online Panel           | 1008   | NATIONAL          | 2-9 December 2024            |
| 21 | Mexico                 | Brand Investigation S.A.de C.V                            | Online                 | 800    | NATIONAL          | 9-18 January 2025            |

# METHODOLOGY

Total of 35.515 surveys worldwide

Dates: Dec. 2nd 2024 to Feb. 25<sup>th</sup> 2025

|    | Country         | Company Name                                           | Methodology | Sample | Coverage                                                     | 2024-2025<br>Fieldwork Dates |
|----|-----------------|--------------------------------------------------------|-------------|--------|--------------------------------------------------------------|------------------------------|
| 22 | Morocco         | Integrate Consulting SARL                              | Online      | 509    | NATIONAL                                                     | 21-24 January 2025           |
| 23 | Norway          | Opinion AS                                             | CAWI        | 1031   | NATIONAL                                                     | 13-21 January 2025           |
| 24 | Pakistan        | Gallup Pakistan                                        | CATI        | 1000   | NATIONAL                                                     | 3 Dec 2024 -2 Jan 2025       |
| 25 | Paraguay        | ICA Consultoría Estratégica                            | CATI        | 500    | NATIONAL                                                     | 8-31 January 2025            |
| 26 | Peru            | Datum Internacional                                    | F2F         | 1204   | NATIONAL                                                     | 31 Jan – 7 Feb 2025          |
| 27 | Philippines     | Philippine Survey and Research Center, Inc. (PSRC)     | CAPI        | 1000   | NATIONAL                                                     | 14-31 January 2025           |
| 28 | Poland          | Mareco Polska                                          | CAWI        | 1080   | NATIONAL                                                     | 18-22 December 2024          |
| 29 | Serbia          | Institute for market and media research, Mediana Adria | CAWI        | 536    | NATIONAL                                                     | 17-23 January 2025           |
| 30 | Slovakia        | Go4insight                                             | CAWI        | 500    | NATIONAL                                                     | 17-22 January 2025           |
| 31 | Slovenia        | Institute for market and media research, Mediana       | CAWI        | 700    | NATIONAL                                                     | 17-21 January 2025           |
| 32 | South Korea     | Gallup Korea                                           | CAWI        | 1085   | NATIONAL                                                     | 16-24 January 2025           |
| 33 | Spain           | Instituto DYM                                          | CAWI        | 1014   | NATIONAL                                                     | 16-20 January 2025           |
| 34 | Sweden          | DEMOSKOP AB                                            | CAWI        | 1004   | NATIONAL                                                     | 21 Dec 2024 – 23 Jan 2025    |
| 35 | Thailand        | INFOSEARCH LIMITED                                     | F2F         | 500    | NATIONAL                                                     | 22 Dec 2024 – 18 Jan 2025    |
| 36 | The Netherlands | Motivaction International B.V.                         | CAWI        | 1023   | NATIONAL                                                     | 6-18 December 2024           |
| 37 | Turkey          | Barem                                                  | CATI        | 775    | NATIONAL                                                     | 24-28 January 2025           |
| 38 | United Kingdom  | ORB International                                      | CAWI        | 1000   | NATIONAL                                                     | 19-23 Dec 2024               |
| 39 | USA             | LEGER                                                  | CAWI        | 1000   | NATIONAL                                                     | 9-19 January 2025            |
| 40 | Vietnam         | Indochina Research (Vietnam) Ltd                       | CAPI        | 900    | Hanoi, Ho Chi Minh city, Da Nang, Can Tho - Urban population | 18 Dec 2024 – 10 Jan 2025    |