



WIN



Worldwide
Independent Network
Of Market Research

World Population Day

Worldviews Survey 2026

11th July 2026

A global study conducted by a leading international network of researchers, with fieldwork in Pakistan conducted by Gallup Pakistan.



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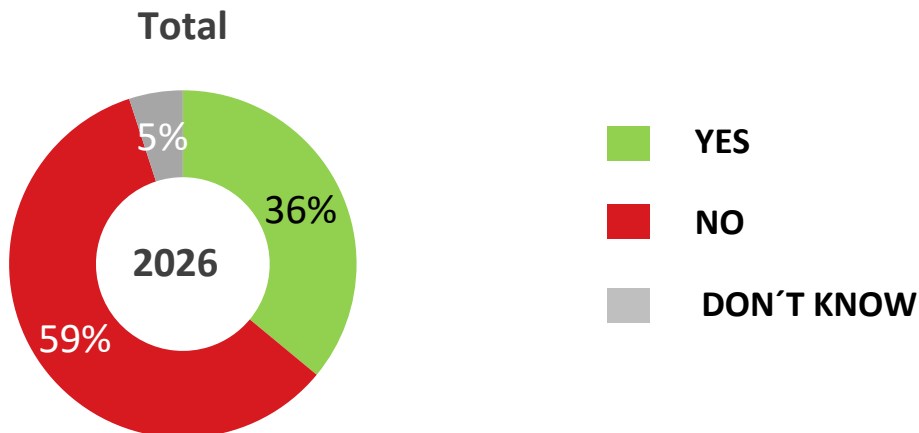
¿Society takes enough care of the elderly?



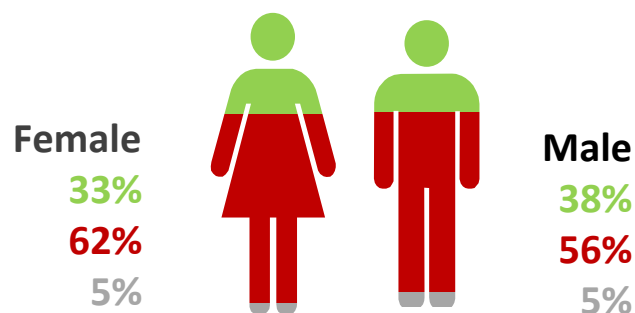
Do you think the society we live in takes enough care of each of the following categories?: Elderly

% within total population

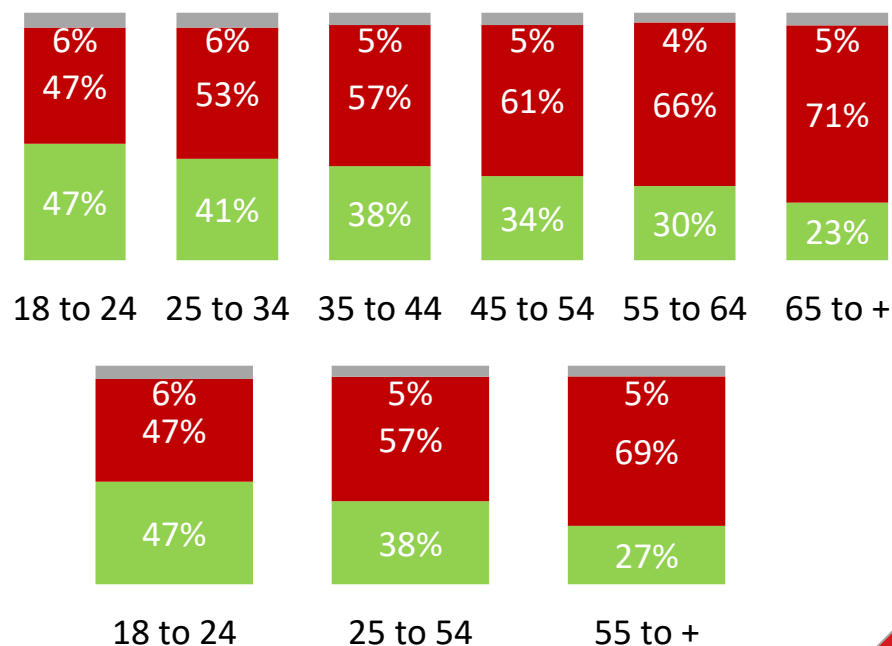
2018 | 31% 63% 6%



By gender



By age group



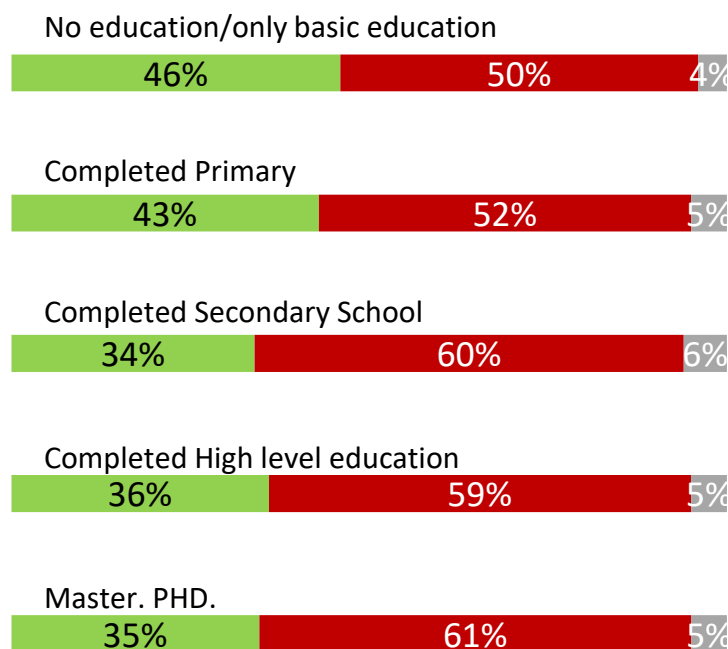
Source: WIN 2026. Base: 45,000 cases.

Do you think the society we live in takes enough care of each of the following categories?: Elderly % within total population

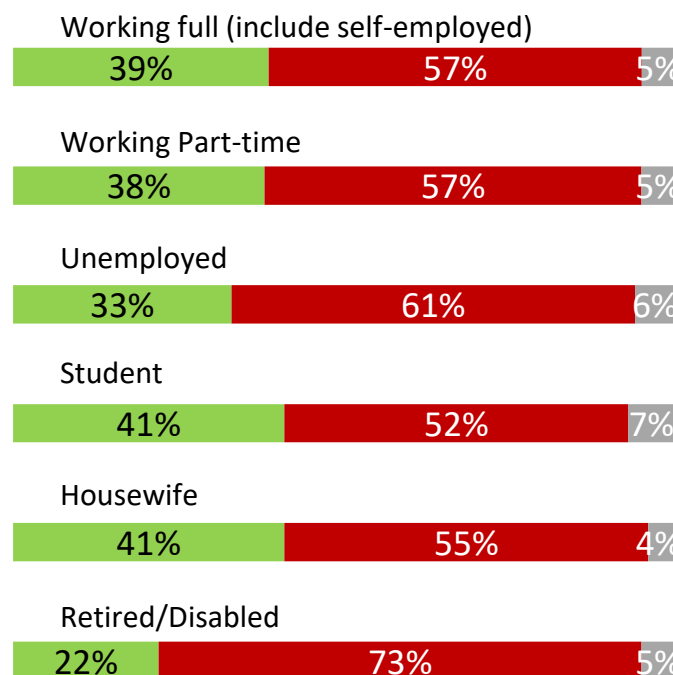
YES NO DON'T KNOW



By education level



By employment

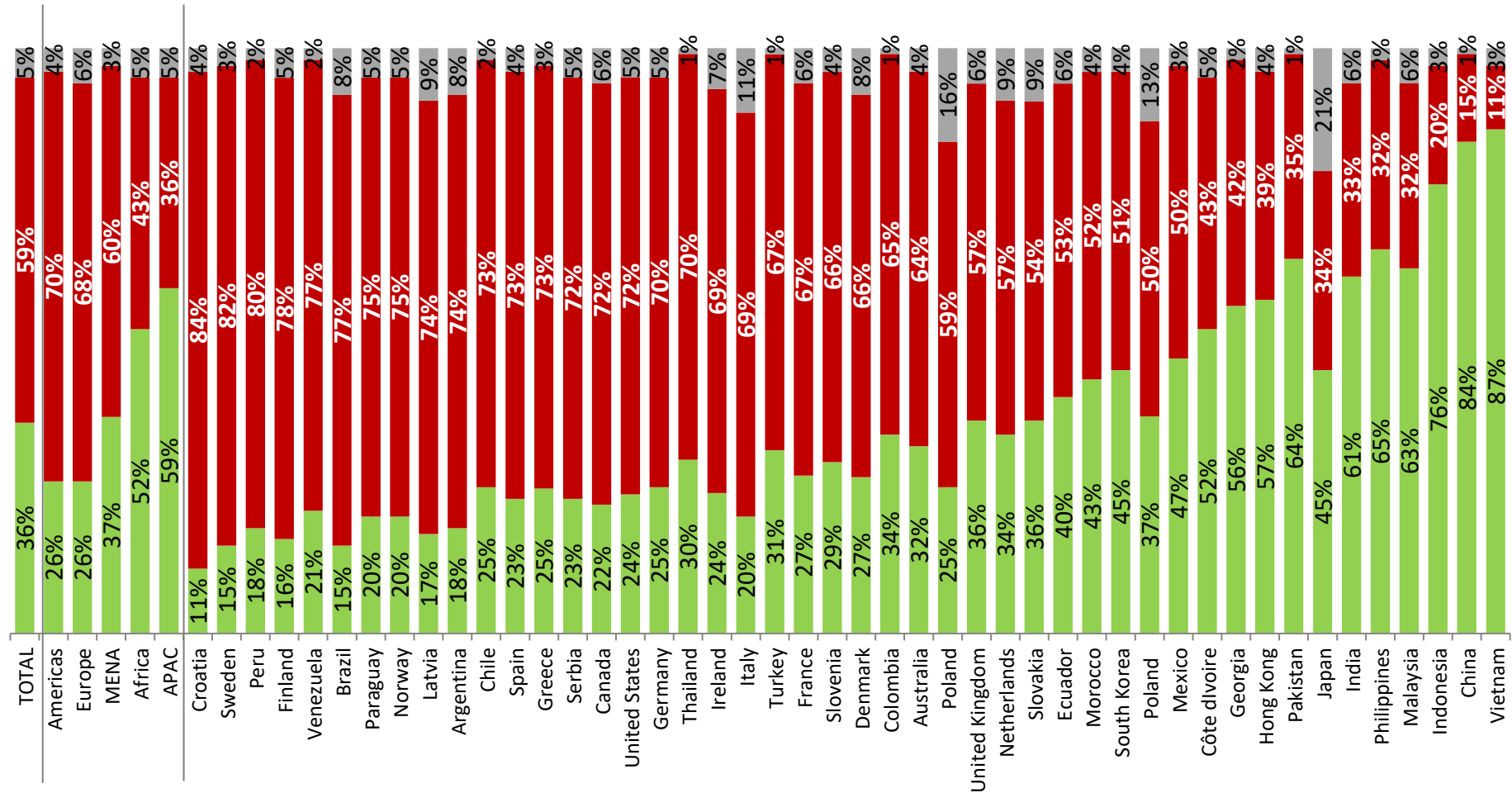


Source: WIN 2026. Base: 45.000 cases.

Do you think the society we live in takes enough care of each of the following categories? Elderly

% within total population

YES
NO
DON'T KNOW



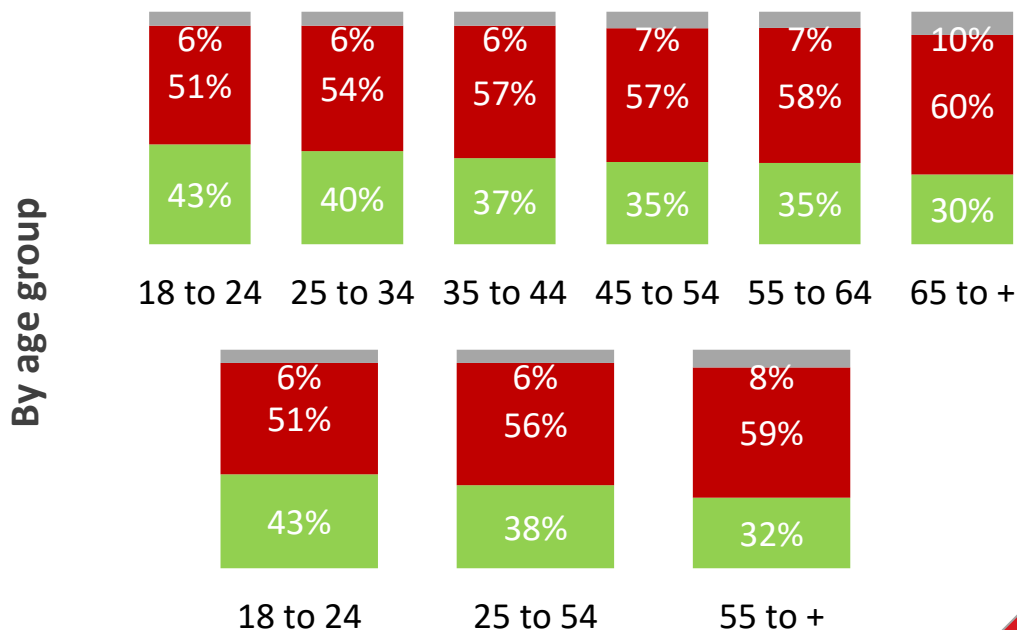
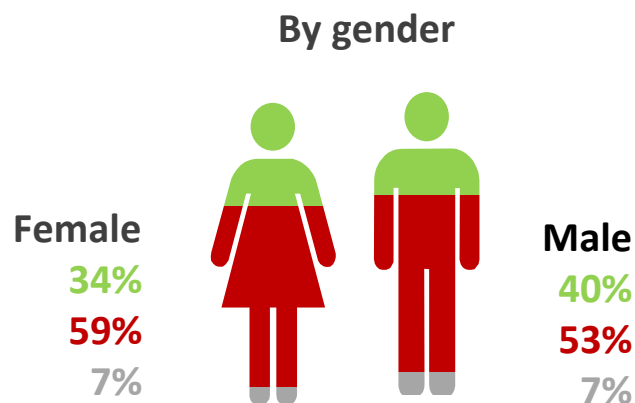
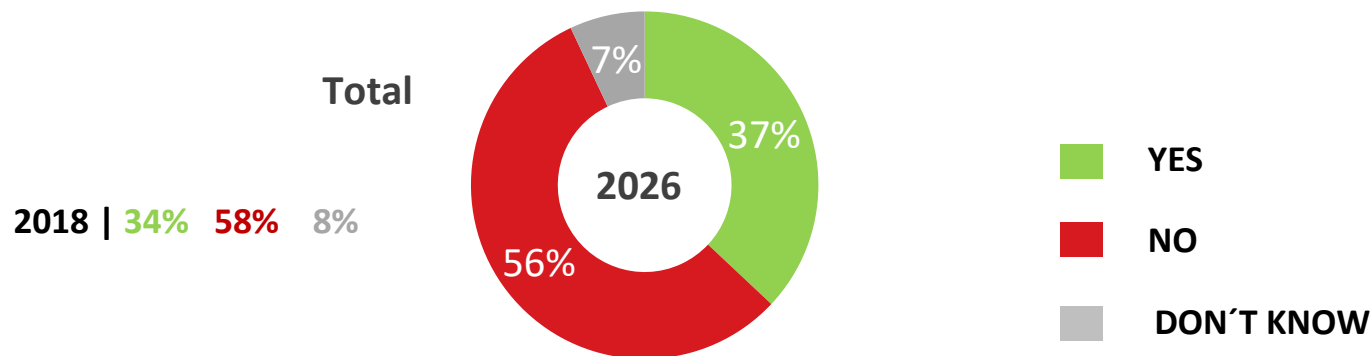
Source: WIN 2026. Base: 45,000 cases.

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

¿Society takes enough care of the youth?



Do you think the society we live in takes enough care of each of the following categories? Youth % within total population



Source: WIN 2026. Base: 45,000 cases.

Do you think the society we live in takes enough care of each of the following categories? Youth % within total population

YES NO DON'T KNOW



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

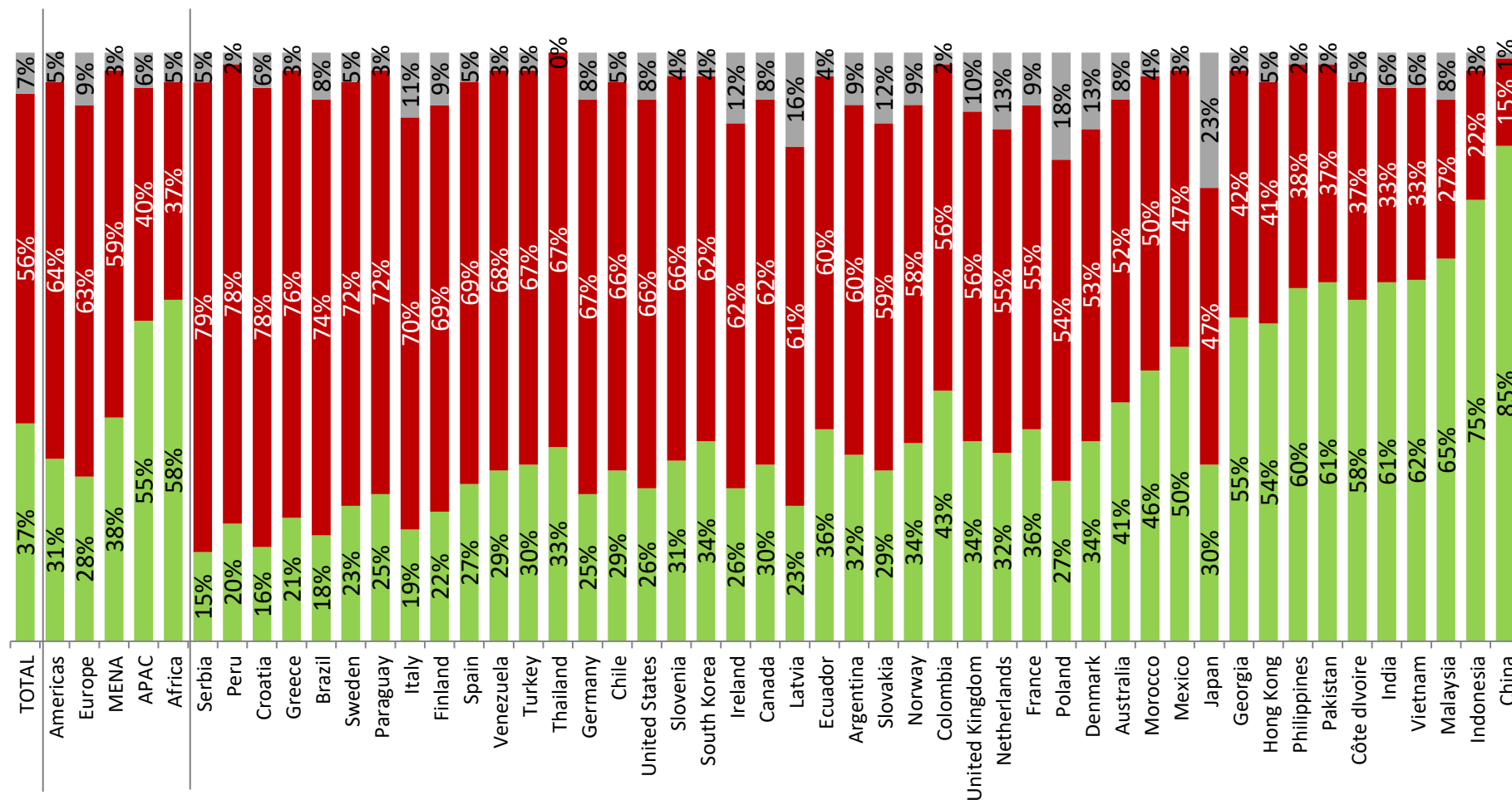


Source: WIN 2026. Base: 45.000 cases.

Do you think the society we live in takes enough care of each of the following categories? Youth

% within total population

YES
NO
DON'T KNOW



Source: WIN 2026. Base: 45,000 cases.

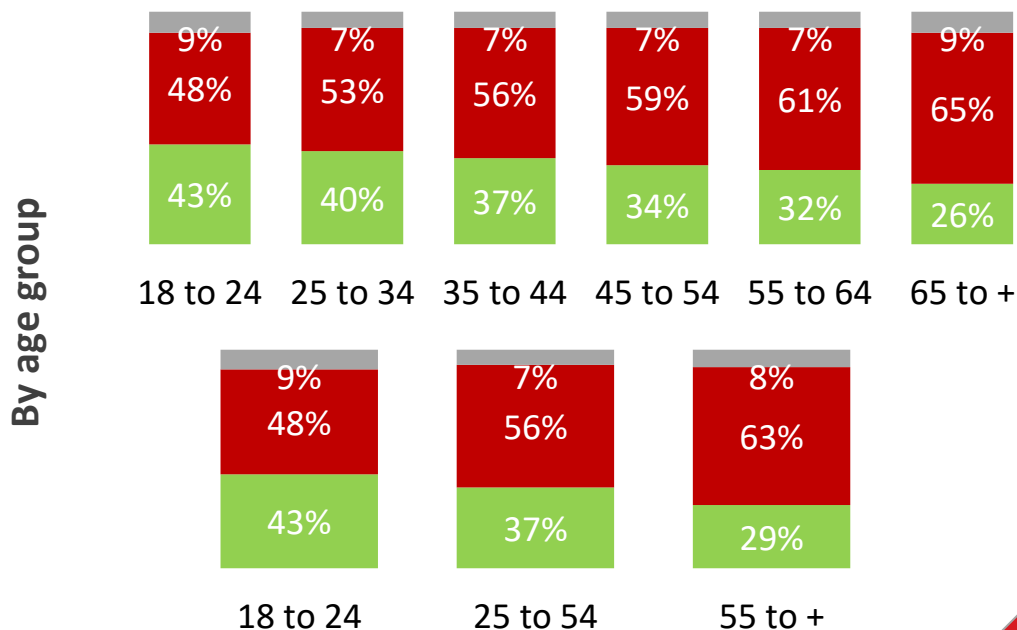
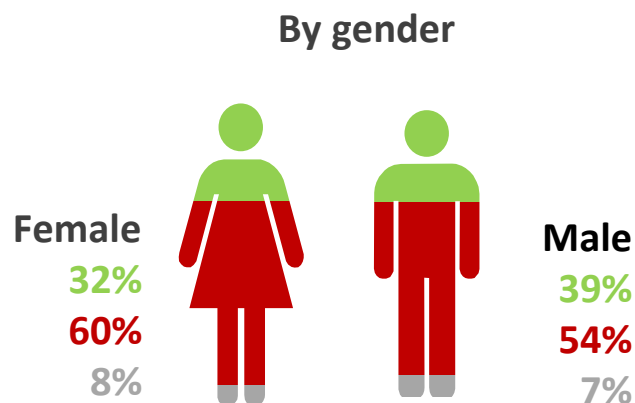
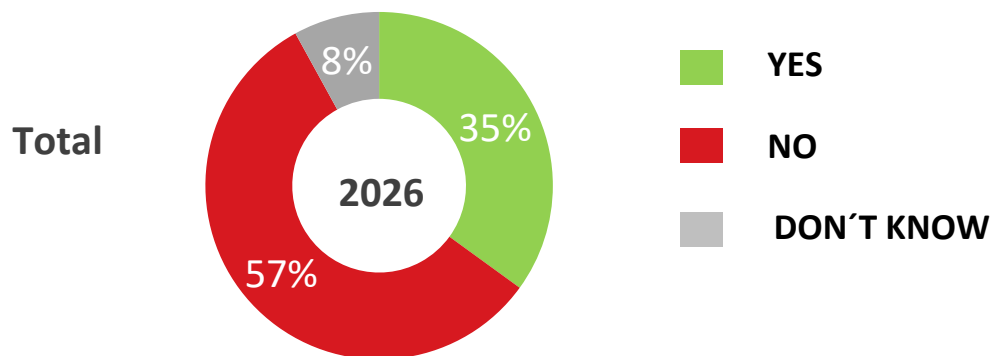
MENA has only 2 countries. Africa has only 1 country.

¿Society takes enough care of the disabled?



Do you think the society we live in takes enough care of each of the following categories? Disabled

% within total population



Source: WIN 2026. Base: 45,000 cases.

Do you think the society we live in takes enough care of each of the following categories? Disabled

% within total population

YES NO DON'T KNOW



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

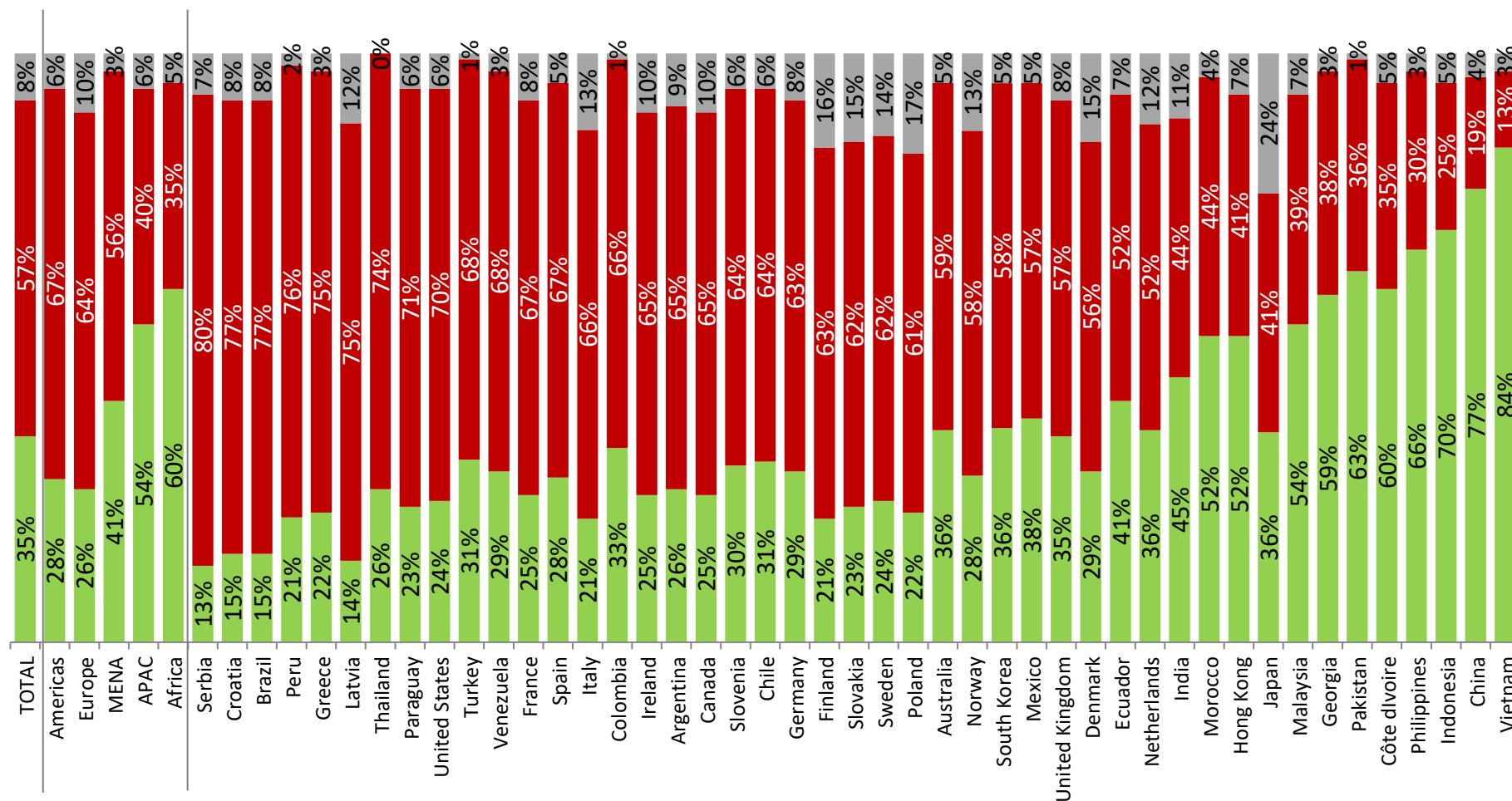


Source: WIN 2026. Base: 45.000 cases.

Do you think the society we live in takes enough care of each of the following categories? Disabled

% within total population

YES
NO
DON'T KNOW

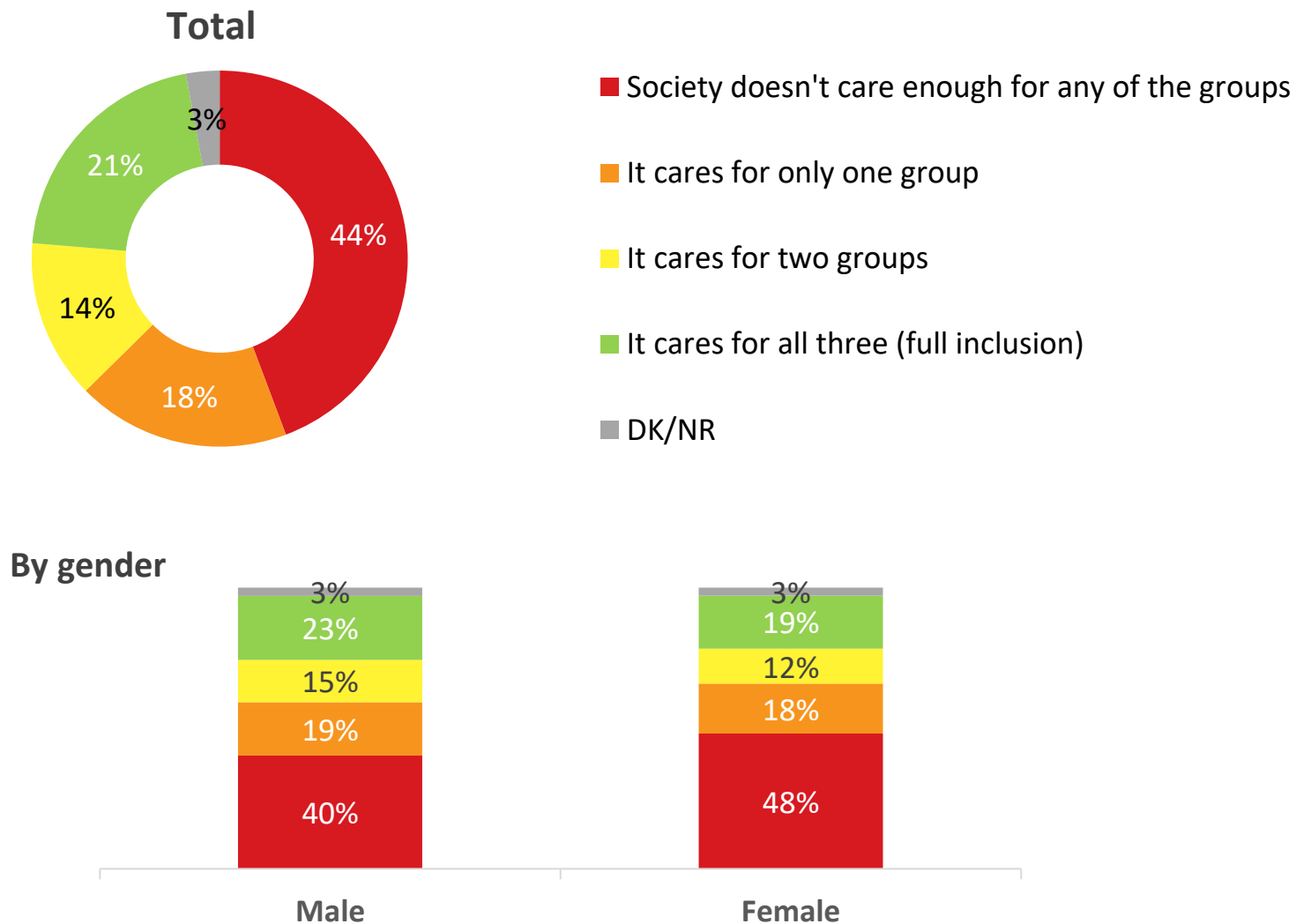


Source: WIN 2026. Base: 45,000 cases.

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

Do you think the society we live in takes enough care of each of the following categories?

% within total population

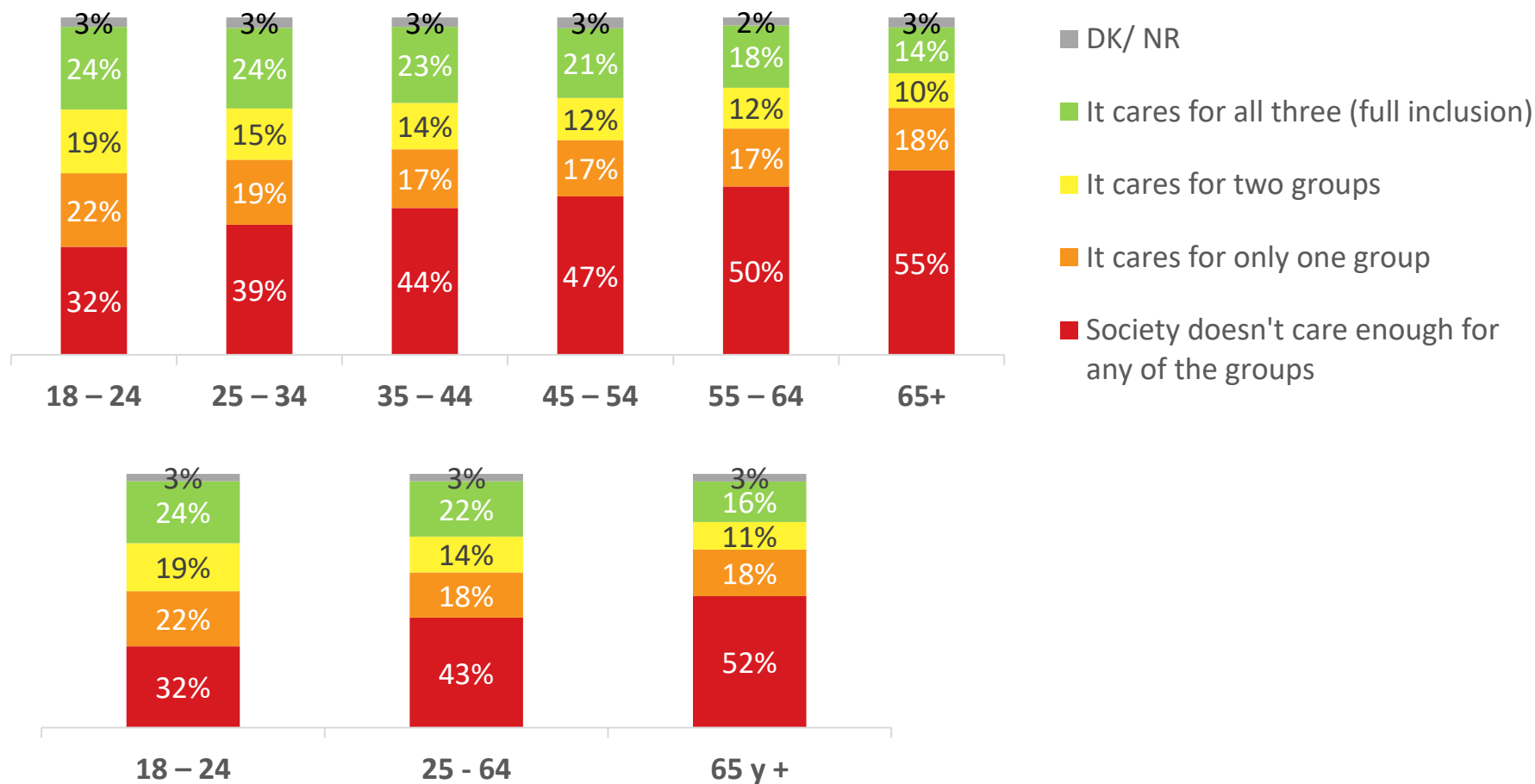


Source: WIN 2026. Base: 45,000 cases.

Do you think the society we live in takes enough care of each of the following categories?

% within total population

By age group



Source: WIN 2026. Base: 45.000 cases.

Do you think the society we live in takes enough care of each of the following categories?

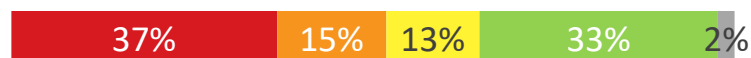
% within total population

- Society doesn't care enough for any of the groups
- It cares for only one group
- It cares for two groups
- It cares for all three (full inclusion)
- Dk/ Na



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

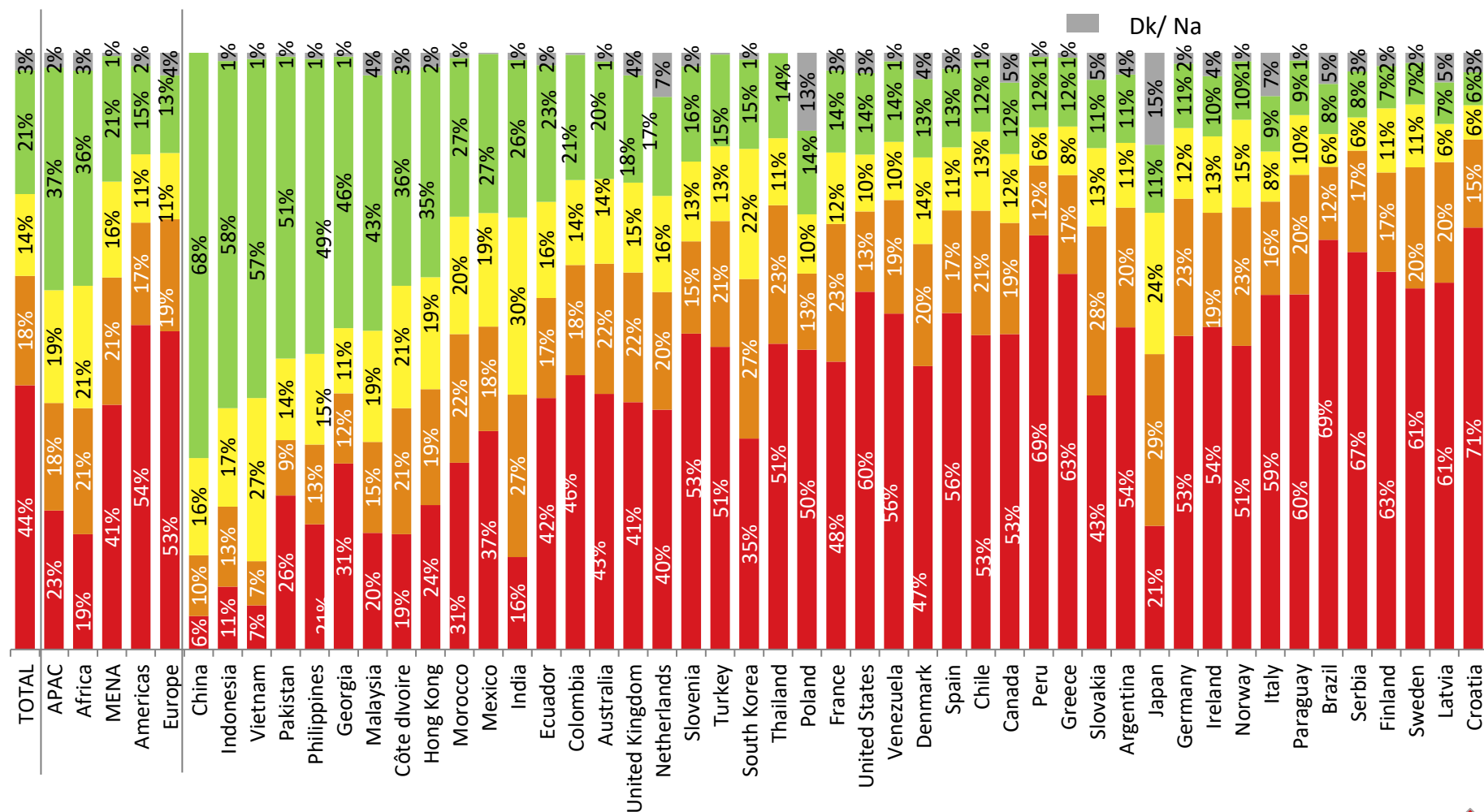


Source: WIN 2026. Base: 45.000 cases.

Do you think the society we live in takes enough care of each of the following categories?

% within total population

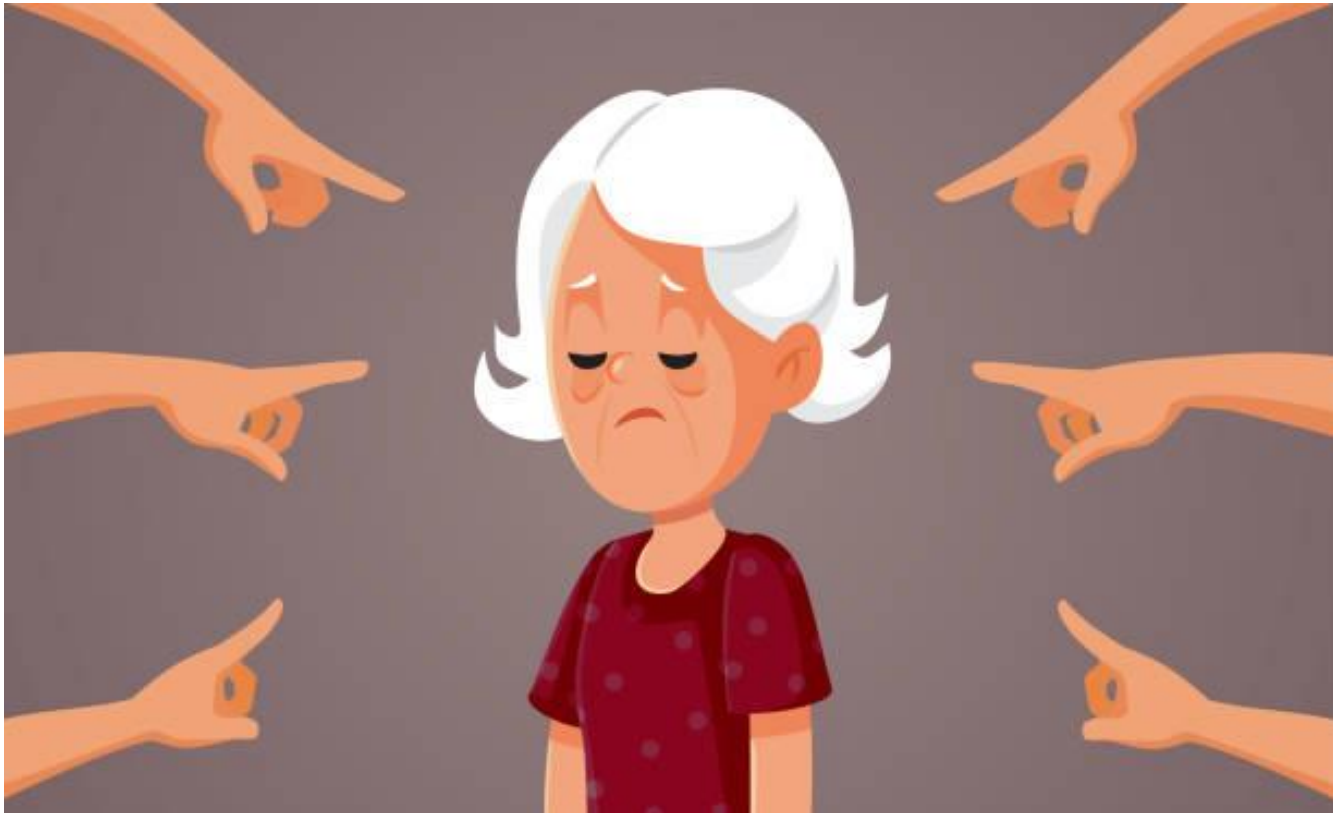
- Society doesn't care enough for any of the groups
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Source: WIN 2026. Base: 45,000 cases.

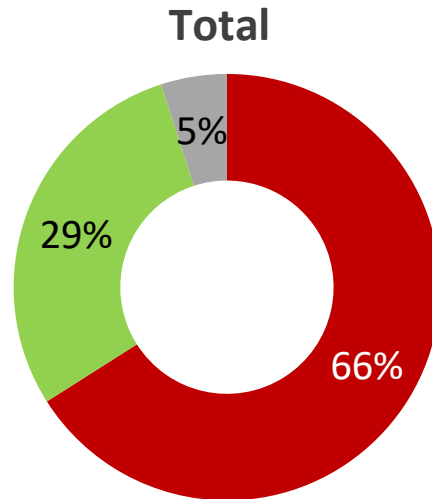
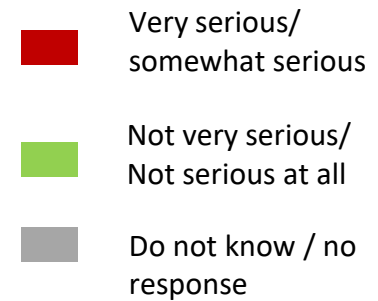
MENA has only 2 countries. Africa has only 1 country.

Age discrimination

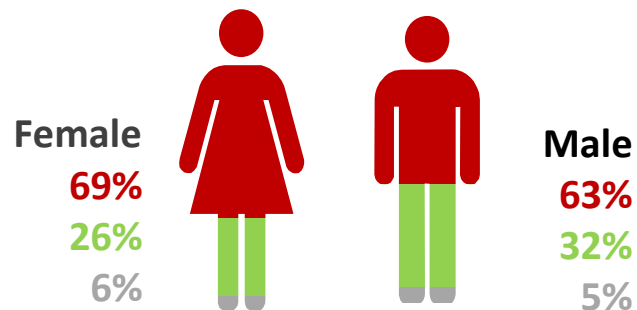


Do you think age discrimination (against older adults) is a serious issue in your country?

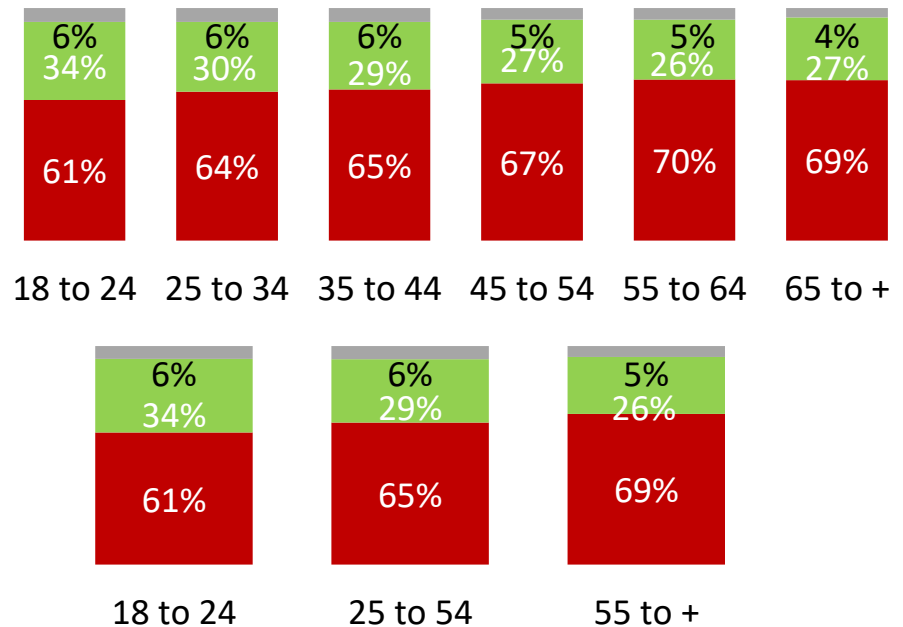
% within total population



By gender



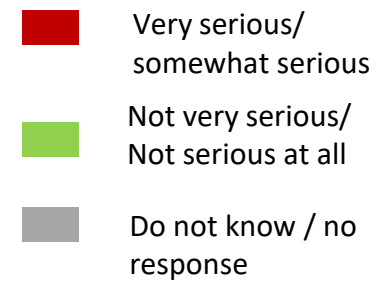
By age group



Source: WIN 2026. Base: 45,000 cases.

Do you think age discrimination (against older adults) is a serious issue in your country?

% within total population



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



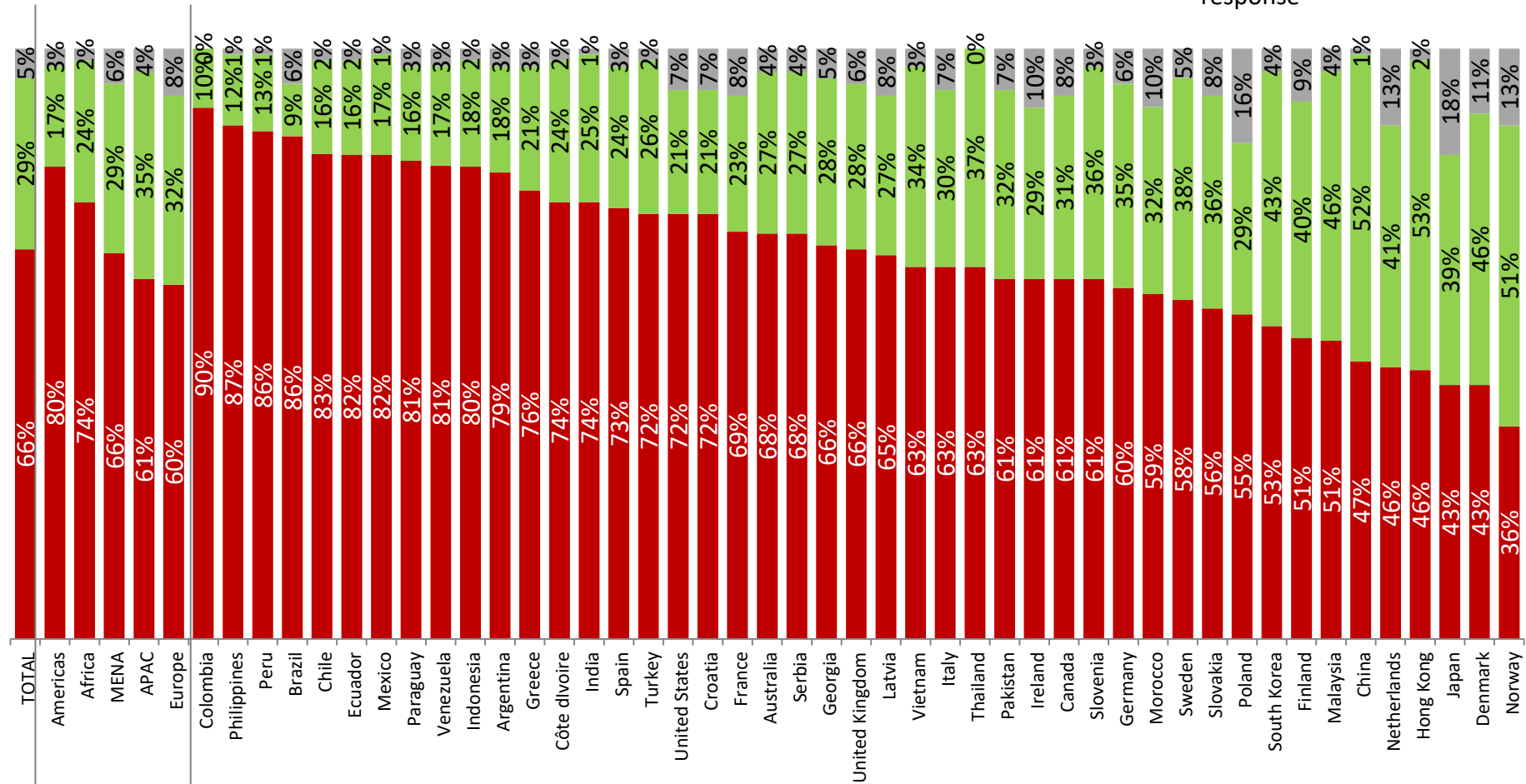
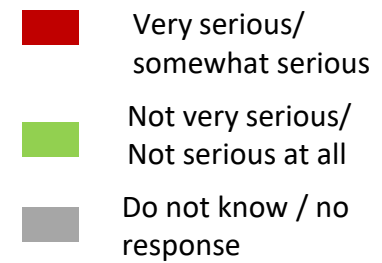
Retired/Disabled



Source: WIN 2026. Base: 45.000 cases.

Do you think age discrimination (against older adults) is a serious issue in your country?

% within total population



Source: WIN 2026. Base: 45,000 cases.

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

Relationship between perceived age discrimination and perceptions of how well society cares for the elderly.

Q11 - Do you think age discrimination (against older adults) is a serious issue in your country?	TOTAL	Q10_01. The society we live in takes sufficient care of...: The elderly		
		YES	NO	DK/NA
Very + somewhat serious	66%	56%	74%	40%
Not very serious + Not serious at all	29%	41%	21%	30%
Do not know / no response	5%	4%	4%	31%

METHODOLOGY

Total of 45.000 surveys worldwide

Dates: 27th november 2025 to 13th February 2026

	Country	Company Name	Methodology	Sample	Coverage	Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1007	NATIONAL	2-15 January 2026
2	Australia	Luma Research	CAWI	549	NATIONAL	29-30 January 2026
3	Brazil	Market Analysis Brazil	CAWI	1000	INTERNET POP	9-16 January 2026
4	Canada	LEGER	CAWI	1000	NATIONAL	12-25 December 2025
5	Chile	Activa Research	CAWI	1095	NATIONAL	8-13 January 2026
6	China	WisdomAsia	Online Panel	1000	URBAN	14-19 January 2026
7	Colombia	Centro Nacional de Consultoría	CATI	500	NATIONAL	6-12 February 2026
8	Côte d'Ivoire	EMC	CATI	502	NATIONAL	24-30 January 2026
9	Croatia	Institute for market and media research, Mediana Fides	CAWI	591	NATIONAL	8-12 January 2026
10	Denmark	Opinion Denmark A/S	CAWI	1007	NATIONAL	13-21 January 2026
11	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	1104	NATIONAL	28-31 January 2026
12	Finland	Taloustutkimus Oy	Online Panel	1093	NATIONAL	31 Dec 2025 – 7 Jan 2026
13	France	OpinionWay	Online Panel	1007	NATIONAL	16-19 January 2026
14	Georgia	GORBI Eurasia LTD	F2F	2050	NATIONAL	31 Jan – 13 Feb 2026
15	Germany	Produkt+Markt	CAWI	1000	NATIONAL	19 Dec 2025 – 6 Jan 2026
16	Greece	Alternative Research Solutions	CAWI	502	NATIONAL	3 Dec 2025 – 12 Jan 2026
17	Hong Kong	Consumer Search Group (CSG)	Online Panel	500	TERRITORY WIDE	9-15 January 2026
18	India	DataPrompt International Pvt. Ltd.	Online	1000	NATIONAL	29 Dec 2025 - 21 Jan 2026
19	Indonesia	DEKA	Online	987	INTERNET POP	16-31 January 2026
20	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1013	NATIONAL	8-13 January 2026
21	Italy	SWG S.p.a	CAWI	1002	NATIONAL	7-12 January 2026
22	Japan	Nippon Research Center, LTD.	CAWI	1100	NATIONAL	22-27 January 2026
23	Latvia	Marketing and Public Opinion Research Centre SKDS	CAWI	1005	NATIONAL	17-19 January 2026

METHODOLOGY

Total of 45.000 surveys worldwide

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	Country	Company Name	Methodology	Sample	Coverage	Fieldwork Dates
24	Malaysia	Central Force International	CAWI	1001	INTERNET POP	27 Nov 2025 – 3 Dec 2025
25	Mexico	Brand Investigation S.A.de C.V	Online	1000	NATIONAL	7-12 January 2026
26	Morocco	Integrate Consulting	Online	500	NATIONAL	8-9 January 2026
27	The Netherlands	Motivaction International B.V.	CAWI	1005	NATIONAL	6-20 January 2026
28	Norway	Opinion AS	CAWI	1029	NATIONAL	13-19 January 2026
29	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	6 Dec 2025 -14 Jan 2026
30	Paraguay	ICA Consultoría Estratégica	CATI	501	NATIONAL	2 Dec 2025- 29 Jan 2026
31	Peru	Datum Internacional	P2P	1202	NATIONAL	16-10 January 2026
32	Philippines	The Philippine Survey and Research Center (PSRC)	PAPI	1000	NATIONAL	9-26 January 2026
33	Poland	Mareco Polska	CAWI	530	NATIONAL	8-14 December 2025
34	Serbia	Institute for market and media research, Mediana Adria	CAWI	522	NATIONAL	8-15 January 2026
35	Slovak Republic	Go4insight	CAWI	1000	NATIONAL	16-26 January 2026
36	Slovenia	Institute for market and media research, Mediana	CAWI	1018	NATIONAL	8-9 January 2026
37	South Korea	Gallup Korea	CAWI	1200	NATIONAL	21-28 January 2026
38	Spain	Instituto DYM	CAWI	1000	NATIONAL	15-18 January 2026
39	Sweden	Demoskop AB	CAWI	1012	NATIONAL/ INTERNET POP	19 Dec 2025 – 23 Jan 2026
40	Thailand	INFOSEARCH LIMITED	F2F	500	NATIONAL	16 Dec 2025 – 15 Jan 2026
41	Turkey	BAREM Research	CATI	725	TR Urban	30 Jan – 4 Feb 2026
42	United Kingdom	ORB International	Online	1194	NATIONAL	12-22 Dec 2025
43	USA	LEGER	CAWI	1000	NATIONAL	12-25 December 2025
44	Venezuela	Centro Nacional de Consultoría	CATI	302	NATIONAL	1-5 February 2026
45	Vietnam	DXL Research & Consulting	F2F	900	URBAN	12-28 Dec 2025