

자녀 계획, 나이, 삶과 수명에 대한 인식

WIN Worldviews Survey 2025

세계 조사 개요

2024년 12월~2025년 2월 40개국 성인 35,515명 전화/온라인/면접조사(주제별 참여국 상이)

한국 조사 개요

- 조사기간: 2025년 1월 16~24일
- 표본추출: [사회연구패널*](#)에서 성·연령·지역별 층화 추출
(한국갤럽이 무선전화 RDD 방식으로 구축·운영하는 확률 기반 조사패널)
- 응답방식: 모바일조사(조사대상자에게 문자메시지 발송, 자기기입식 웹조사)
- 조사대상: 전국 만 19~79세 1,085명
- 표본오차: $\pm 3.0\%$ 포인트(95% 신뢰수준)
- 문자 발송 대비 응답 완료율: 36.5%(총 2,973명 중 1,085명)
- 의뢰처: 한국갤럽-WIN 자체 조사



갤럽리포트 → [G20250807](#)

응답자 특성표

한국 응답자 특성표 2025년 1월 16~24일 사회연구패널 조사		조사완료		가중값 적용		가중값 배율 (B/A)	표본오차 95% 신뢰수준
		사례수 (명)(A)	비율	사례수 (명)(B)	비율		
전체		1,085	100%	1,085	100%	1.00	±3.0%P
성별	남성	587	54%	547	50%	0.93	±4.0%P
	여성	498	46%	538	50%	1.08	±4.4%P
연령별	19~29세	96	9%	177	16%	1.84	±10.0%P
	30대	193	18%	172	16%	0.89	±7.1%P
	40대	222	20%	200	18%	0.90	±6.6%P
	50대	213	20%	225	21%	1.06	±6.7%P
	60~79세	361	33%	311	29%	0.86	±5.2%P
지역별	서울	265	24%	204	19%	0.77	±6.0%P
	인천/경기	328	30%	354	33%	1.08	±5.4%P
	대전/세종/충청	123	11%	116	11%	0.94	±8.8%P
	광주/전라	78	7%	102	9%	1.31	±11.1%P
	대구/경북	102	9%	103	9%	1.01	±9.7%P
	부산/울산/경남	150	14%	161	15%	1.07	±8.0%P
	강원/제주	39	4%	46	4%	1.17	±15.7%P

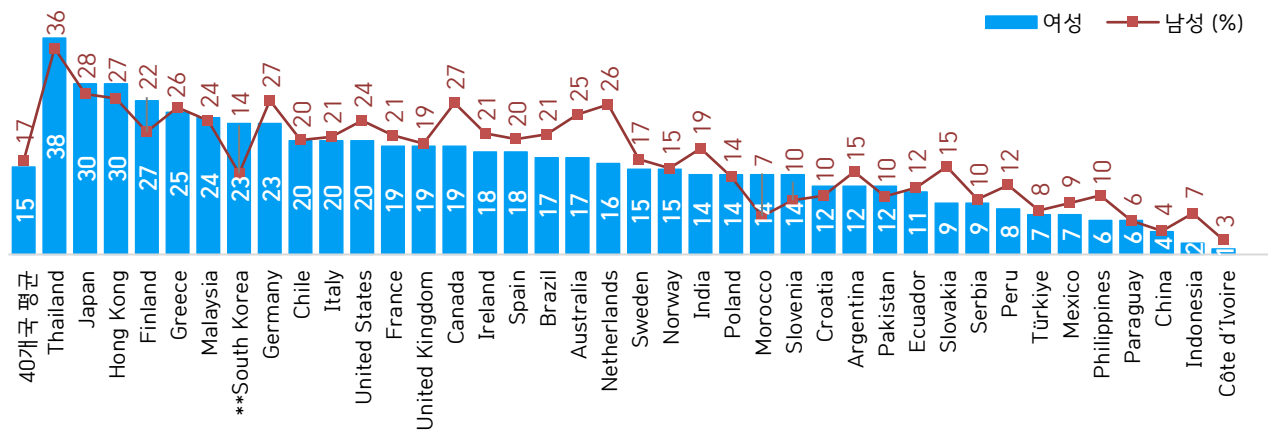
- 사회연구패널: 한국갤럽이 무선전화 RDD 방식으로 구축·운영하는 확률 기반 조사패널
- 패널 참여 성향 가중 x 인구 비례 가중 적용(2024년 12월 행정안전부 주민등록인구 기준)
- 표본오차는 조사완료 사례수 기준. 한국갤럽 www.gallup.co.kr

한국 응답자 특성표 2025년 1월 16~24일 사회연구패널 조사		조사완료 사례수 (명)	주민등록인구 기준 가중값 적용 결과					
			가중적용 사례수	연령 분포				
				19~29세	30대	40대	50대	60~79세
전체		1,085	1,085	16%	16%	18%	21%	29%
성별	남성	587	547	17%	16%	19%	21%	27%
	여성	498	538	16%	15%	18%	21%	30%
지역별	서울	265	204	19%	18%	18%	19%	27%
	인천/경기	328	354	17%	17%	20%	21%	26%
	대전/세종/충청	123	116	16%	15%	19%	21%	29%
	광주/전라	78	102	16%	13%	17%	22%	32%
	대구/경북	102	103	15%	14%	17%	22%	33%
	부산/울산/경남	150	161	15%	14%	18%	21%	32%
	강원/제주	39	46	-	-	-	-	-
직업별	농/임/어업	27	26	-	-	-	-	-
	자영업	101	94	2%	11%	23%	28%	36%
	기능노무/서비스	167	173	13%	18%	17%	26%	27%
	사무/관리	416	399	13%	24%	28%	23%	11%
	전업주부	159	166		10%	18%	22%	50%
	학생	58	97	87%	12%			1%
	무직/은퇴/기타	157	131	12%	6%	5%	11%	66%
주관적	상/중상	205	204	20%	14%	19%	24%	24%
생활	중	507	516	16%	18%	20%	19%	28%
수준별	중하	307	298	15%	15%	17%	22%	31%
	하	60	61	12%	8%	11%	24%	44%
교육	고졸 이하	255	248	7%	6%	12%	22%	54%
수준별	대재 이상	826	832	19%	19%	20%	21%	21%
성향별	보수	352	332	12%	13%	17%	17%	41%
	중도	281	284	19%	19%	17%	21%	23%
	진보	424	434	16%	16%	20%	24%	24%

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

자녀 계획

● '나에게는 현재 자녀가 없고, 향후에도 가질 계획 없다': 국가별·성별



- 4개 항목 중 택일. 응답 내림차순. 2024년 12월~2025년 2월 40개국 성인 35,515명 WIN Worldviews Survey
- 한국은 2025년 1월 16~24일 전국 만 19~79세 1,085명 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

● 자녀 계획: 국가별

WIN Worldviews Survey 2025	사례수 (명)	자녀 계획				
		현재 없고 향후 가질 것	이미 있고 더 가질 것	현재 없고 계획 없음	이미 있고 계획 없음	모름/ 응답거절
40개국 평균	35,515	16%	14%	16%	46%	7%
↳ 남성	17,536	18%	15%	17%	42%	8%
↳ 여성	17,971	14%	14%	15%	50%	7%
Argentina	1,027	23%	14%	13%	41%	8%
Australia	541	12%	15%	21%	47%	6%
Brazil	1,033	15%	8%	19%	46%	11%
Canada	1,000	12%	10%	23%	48%	8%
Chile	1,095	15%	14%	20%	44%	7%
China	1,000	14%	9%	4%	72%	1%
Côte d'Ivoire	569	26%	56%	2%	15%	1%
Croatia	531	15%	8%	11%	59%	6%
Ecuador	708	19%	25%	11%	38%	6%
Finland	1,112	12%	4%	24%	50%	10%
France	1,001	11%	11%	20%	58%	
Germany	1,000	17%	16%	25%	36%	7%
Greece	500	13%	11%	25%	43%	8%
Hong Kong	516	5%	29%	29%	36%	2%
India	1,000	21%	25%	17%	30%	8%
Indonesia	1,000	12%	20%	5%	48%	15%
Ireland	1,013	14%	9%	20%	50%	7%
Italy	995	18%	11%	20%	41%	11%
Japan	1,131	12%	4%	29%	44%	10%
**South Korea	1,085	15%	2%	19%	56%	8%
↳ 남성	547	19%	3%	14%	53%	10%
↳ 여성	538	11%	2%	23%	59%	5%
Malaysia	1,008	26%	20%	24%	21%	9%
Mexico	800	17%	23%	8%	48%	5%
Morocco	509	31%	28%	10%	26%	5%
Netherlands	1,023	11%	5%	21%	45%	19%
Norway	1,031	17%	3%	15%	56%	9%
Pakistan	1,000	13%	21%	11%	50%	4%
Paraguay	500	21%	15%	6%	58%	0%
Peru	1,204	22%	14%	10%	48%	6%
Philippines	2,000	18%	19%	8%	46%	9%
Poland	632	11%	10%	14%	54%	12%
Serbia	536	18%	9%	9%	60%	5%
Slovakia	505	16%	8%	12%	59%	5%
Slovenia	716	17%	5%	12%	59%	7%
Spain	1,014	9%	8%	19%	56%	7%
Sweden	1,004	18%	5%	16%	56%	5%
Thailand	500	4%	8%	37%	47%	4%
Türkiye	775	19%	8%	7%	64%	1%
United Kingdom	1,000	10%	19%	19%	48%	4%
United States	1,001	10%	12%	22%	49%	8%
Vietnam	900	39%	58%			3%

- 2024년 12월~2025년 2월 조사 참여 국가명 순

- 한국은 2025년 1월 16~24일 전국 만 19~79세 사회연구패널 모바일조사. 한국갤럽

질문) 귀하의 현재 자녀 여부와 향후 계획은 다음 중 어디에 가장 가깝습니까?

- 현재 자녀 없고, 향후 가질 계획이다 / 이미 자녀 있고, 향후 더 가질 계획이다

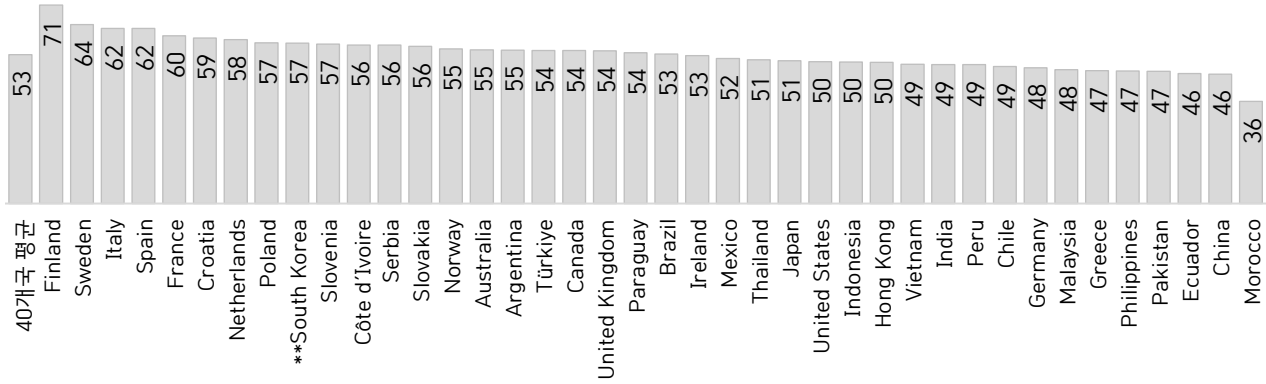
/ 현재 자녀 없고, 향후에도 가질 계획 없다 / 이미 자녀 있고, 향후 더 가질 계획 없다

2025년 1월 16~24일 전국 만 19~79세 조사		사례수 (명)	자녀 계획				
			현재 없고 향후 가질 계획	이미 있고 향후 더 가질 계획	현재 없고 향후에도 계획 없음	이미 있고 더 가질 계획 없음	모름/ 응답거절
전체		1,085	15%	2%	19%	56%	8%
성별	남성	547	19%	3%	14%	53%	10%
	여성	538	11%	2%	23%	59%	5%
연령별	19~29세	177	44%	1%	36%		19%
	30대	172	36%	4%	30%	23%	7%
	40대	200	10%	6%	21%	56%	7%
	50대	225	2%	1%	15%	81%	2%
	60~79세	311	0%		5%	89%	6%
성/ 연령별	남성 19~29세	92	57%	2%	15%		26%
	남성 30대	90	39%	5%	28%	21%	7%
	남성 40대	102	15%	8%	14%	50%	13%
	남성 50대	114	3%		16%	78%	3%
	남성 60~79세	150	0%		4%	89%	7%
	여성 19~29세	85	30%		58%		12%
	여성 30대	82	32%	3%	33%	25%	7%
	여성 40대	98	5%	3%	27%	63%	1%
직업별	여성 50대	112	2%	2%	13%	83%	2%
	여성 60~79세	161			5%	89%	6%
	농/임/어업	26	-	-	-	-	-
	자영업	94	17%	1%	11%	66%	5%
	기능노무/서비스	173	13%	1%	14%	56%	15%
	사무/관리	399	17%	4%	25%	49%	5%
	전업주부	166	1%	2%	8%	86%	3%
	학생	97	49%		34%		17%
주관적 생활 수준별	무직/은퇴/기타	131	8%		17%	66%	10%
	상/중상	204	15%	5%	15%	57%	8%
	중	516	17%	2%	17%	57%	7%
	중하	298	13%	0%	26%	54%	7%
지역별	하	61	11%	1%	14%	57%	16%
	서울	204	19%	2%	26%	46%	8%
	인천/경기	354	12%	2%	19%	55%	12%
	대전/세종/충청	116	13%	4%	17%	59%	7%
	광주/전라	102	15%	1%	14%	67%	3%
	대구/경북	103	21%	1%	9%	61%	7%
	부산/울산/경남	161	15%	2%	17%	62%	5%
	강원/제주	46	-	-	-	-	-

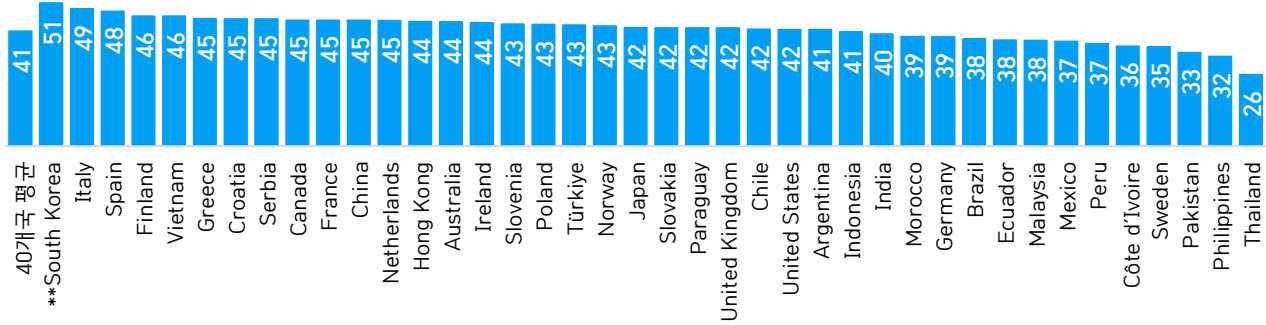
- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

**더 이상 젊지 않다고, 스스로 늙었다고
느끼기 시작하는 나이**

● 스스로 늙었다고 느끼기 시작하는 나이: 국가별 평균(세)



● 스스로 더 이상 젊지 않다고 느끼는 나이: 국가별 평균(세)



- 2024년 12월~2025년 2월 40개국 성인 35,515명 WIN Worldviews Survey

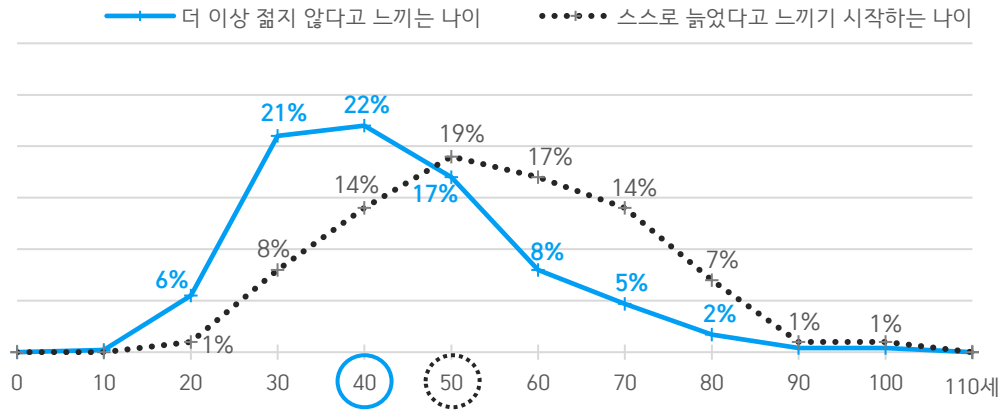
- 한국은 2025년 1월 16~24일 전국 만 19~79세 1,085명 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

● 늙음과 젊음의 경계 나이: 국가별

2024년 12월~2025년 2월 40개국 35,515명 조사	사람들이 인식하는 나이 (세, 평균)		격차 (㉑-㉒)	중위 연령 (세)
	스스로 늙었다고 느끼기 시작하는 나이 ㉑	스스로 더 이상 젊지 않다고 느끼는 나이 ㉒		
전체 평균	53	41	12	
Argentina	55	41	13	33.3
Australia	55	44	10	38.1
Brazil	53	38	15	35.1
Canada	54	45	10	42.6
Chile	49	42	7	36.9
China	46	45	1	40.2
Côte d'Ivoire	56	36	21	21.2
Croatia	59	45	14	45.1
Ecuador	46	38	9	28.0
Finland	71	46	24	43.3
France	60	45	15	42.6
Germany	48	39	9	46.8
Greece	47	45	2	46.5
Hong Kong	50	44	6	47.2
India	49	40	10	29.8
Indonesia	50	41	10	31.5
Ireland	53	44	9	40.2
Italy	62	49	13	48.4
Japan	51	42	9	49.9
**South Korea	57	51	6	46.7
Malaysia	48	38	10	31.8
Mexico	52	37	14	30.8
Morocco	36	39	-3	30.6
Netherlands	58	45	14	42.2
Norway	55	43	12	40.8
Pakistan	47	33	14	22.9
Paraguay	54	42	12	31.8
Peru	49	37	13	30.2
Philippines	47	32	15	25.7
Poland	57	43	14	42.9
Serbia	56	45	11	43.9
Slovakia	56	42	14	42.8
Slovenia	57	43	13	46.3
Spain	62	48	14	46.8
Sweden	64	35	28	41.1
Thailand	51	26	26	41.5
Türkiye	54	43	11	34.0
United Kingdom	54	42	12	40.8
United States	50	42	9	38.9
Vietnam	49	46	3	33.1

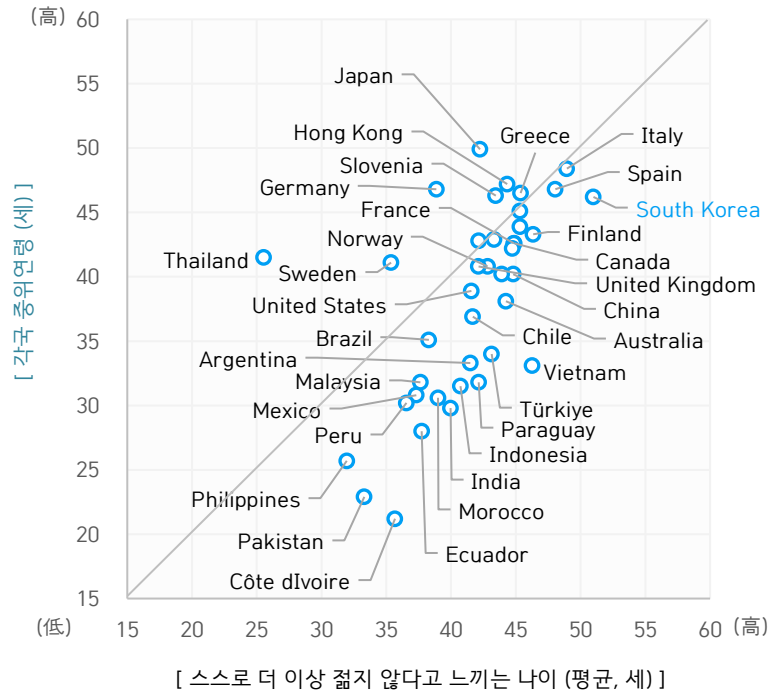
- 국가명 순. ㉑-㉒ 격차는 더 이상 젊지 않지만 늙은 것도 아니라는 느낌으로 사는 기간(년)
- 중위연령: 한국(통계청) 2025년, 그 외 국가는 CIA The World Factbook 2024년 추정치 기준
- WIN World Survey 2025. 한국갤럽 www.gallup.co.kr

● 스스로 더 이상 젊지 않다고 느끼는 나이, 늙었다고 느끼기 시작하는 나이 분포: 40개국 전체



- 중앙값(median) 기준 더 이상 젊지 않다고 느끼는 나이 40세, 스스로 늙었다고 느끼기 시작하는 나이 50세 / 평균(mean)은 각각 41세, 53세
- 2024년 12월~2025년 2월 40개국 성인 35,515명 WIN Worldviews Survey
- 한국은 2025년 1월 16~24일 전국 만 19~79세 1,085명 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

● **각국 중위연령 추정치 vs 스스로 더 이상 젊지 않다고 느끼는 나이**



- 중위연령: 한국(통계청) 2025년, 그 외 국가는 CIA The World Factbook 2024년(미국 2022년) 추정치 기준
- 대각선상에서 멀수록 해당 국가 중위 연령과 더 이상 젊지 않다고 느끼는 나이 격차 큰 편
- 2024년 12월~2025년 2월 40개국 성인 35,515명 WIN Worldviews Survey. 한국갤럽 www.gallup.co.kr

질문 귀하는 사람들이 스스로 늙었다고 느끼는 나이가 대략 몇 세부터라고 보십니까? (자유응답)

2025년 1월 16~24일 전국 만 19~79세 조사	사례수 (명)	사람들이 스스로 늙었다고 느끼기 시작하는 나이								평균 (세)
		20대	30대	40대	50대	60대	70대	80세+	유보	
전체	1,085	3%	9%	13%	15%	26%	25%	4%	6%	57
성별										
남성	547	2%	8%	12%	16%	27%	25%	3%	7%	57
여성	538	3%	9%	14%	14%	25%	25%	4%	5%	57
연령별										
19~29세	177	13%	25%	21%	14%	12%	5%		9%	43
30대	172	3%	19%	25%	17%	22%	7%	1%	7%	48
40대	200	0%	9%	24%	21%	26%	12%	1%	6%	53
50대	225			5%	24%	37%	25%	2%	7%	61
60~79세	311			1%	4%	29%	55%	9%	2%	69
성/연령별										
남성 19~29세	92	10%	19%	20%	17%	17%	8%		9%	46
남성 30대	90	1%	18%	22%	23%	22%	7%		8%	49
남성 40대	102	1%	10%	21%	19%	29%	11%	2%	7%	53
남성 50대	114			6%	24%	36%	24%	1%	10%	61
남성 60~79세	150				3%	29%	56%	8%	3%	69
여성 19~29세	85	16%	30%	23%	12%	7%	3%		9%	40
여성 30대	82	5%	20%	29%	10%	21%	7%	2%	6%	47
여성 40대	98		8%	27%	22%	23%	13%	1%	5%	53
여성 50대	112			3%	25%	38%	26%	3%	5%	62
여성 60~79세	161			1%	4%	29%	54%	10%	2%	69
직업별										
농/임/어업	26	-	-	-	-	-	-	-	-	-
자영업	94		4%	10%	15%	33%	19%	4%	15%	60
기능노무/서비스	173	3%	9%	11%	14%	27%	27%	4%	5%	58
사무/관리	399	3%	12%	16%	16%	30%	17%	2%	5%	54
전업주부	166		5%	11%	13%	26%	39%	5%	1%	62
학생	97	10%	16%	28%	22%	8%	8%	1%	8%	45
무직/은퇴/기타	131	3%	4%	2%	11%	26%	40%	6%	8%	64
주관적 생활 수준별										
상/중상	204	3%	5%	14%	16%	30%	24%	2%	6%	57
중	516	3%	10%	13%	15%	26%	25%	3%	6%	57
중하	298	2%	11%	12%	13%	25%	26%	5%	6%	57
하	61	3%	3%	14%	19%	23%	31%	3%	5%	59
지역별										
서울	204	3%	8%	12%	16%	31%	20%	3%	6%	56
인천/경기	354	3%	12%	13%	14%	27%	21%	4%	5%	56
대전/세종/충청	116		10%	13%	19%	25%	25%	5%	3%	57
광주/전라	102	3%	2%	19%	14%	23%	28%	4%	7%	58
대구/경북	103	3%	2%	17%	15%	26%	27%	2%	8%	58
부산/울산/경남	161	2%	10%	9%	13%	21%	35%	3%	6%	58
강원/제주	46	-	-	-	-	-	-	-	-	-

- '40세' 9%, '50세' 11%, '60세' 14%, '65세' 11%, '70세' 19%, '75세' 5%

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

질문 그럼, 사람들이 스스로 더 이상 젊지 않다고 느끼는 나이는 몇 세 정도라고 보십니까? (자유응답)

2025년 1월 16~24일 전국 만 19~79세 조사		사례수 (명)	사람들이 스스로 더 이상 젊지 않다고 느끼는 나이								평균 (세)
			20대	30대	40대	50대	60대	70대	80세+	유보	
전체		1,085	5%	15%	19%	17%	23%	13%	2%	6%	51
성별	남성	547	4%	17%	19%	17%	22%	12%	2%	7%	50
	여성	538	6%	12%	19%	18%	23%	14%	3%	4%	52
연령별	19~29세	177	23%	46%	14%	5%	2%	1%		9%	34
	30대	172	6%	32%	33%	15%	4%	3%	0%	7%	41
	40대	200	1%	10%	45%	21%	13%	2%	2%	5%	47
	50대	225		1%	12%	38%	24%	15%	1%	8%	56
	60~79세	311		0%	3%	8%	50%	30%	5%	3%	64
성/ 연령별	남성 19~29세	92	15%	52%	17%	6%	2%			9%	35
	남성 30대	90	5%	33%	32%	15%	4%	3%	1%	9%	41
	남성 40대	102	2%	15%	43%	17%	11%	4%	1%	7%	45
	남성 50대	114		3%	13%	35%	27%	11%	1%	11%	55
	남성 60~79세	150			2%	10%	48%	32%	4%	4%	65
	여성 19~29세	85	31%	40%	12%	4%	1%	3%		9%	34
	여성 30대	82	8%	31%	35%	15%	4%	3%		5%	40
	여성 40대	98		5%	47%	25%	16%	1%	2%	4%	48
	여성 50대	112			12%	42%	21%	19%	2%	5%	57
	여성 60~79세	161		1%	4%	7%	52%	28%	7%	1%	64
직업별	농/임/어업	26	-	-	-	-	-	-	-	-	-
	자영업	94		6%	16%	20%	30%	13%	2%	12%	55
	기능노무/서비스	173	4%	14%	20%	15%	25%	14%	1%	7%	52
	사무/관리	399	4%	18%	26%	23%	15%	9%	1%	4%	48
	전업주부	166	1%	4%	18%	20%	32%	17%	6%	2%	57
	학생	97	25%	41%	18%	4%	3%	1%		8%	35
	무직/은퇴/기타	131	3%	10%	9%	9%	36%	22%	3%	9%	58
주관적 생활 수준별	상/중상	204	4%	16%	20%	18%	21%	14%	1%	6%	51
	중	516	4%	16%	20%	19%	23%	11%	3%	5%	51
	중하	298	6%	14%	20%	14%	23%	15%	2%	6%	51
	하	61	8%	11%	11%	21%	23%	16%	5%	6%	54
지역별	서울	204	4%	16%	24%	18%	21%	10%	1%	6%	50
	인천/경기	354	7%	15%	17%	20%	20%	13%	2%	5%	50
	대전/세종/충청	116	4%	15%	16%	23%	20%	16%	3%	4%	52
	광주/전라	102	3%	13%	20%	13%	29%	11%	5%	5%	53
	대구/경북	103	3%	18%	17%	13%	19%	14%	6%	9%	53
	부산/울산/경남	161	4%	11%	20%	14%	28%	15%	0%	6%	52
	강원/제주	46	-	-	-	-	-	-	-	-	-

- '30세' 6%, '35세' 6%, '40세' 14%, '45세' 4%, '50세' 13%, '55세' 4%, '60세' 14%, '65세' 7%, '70세' 10%

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

삶과 수명

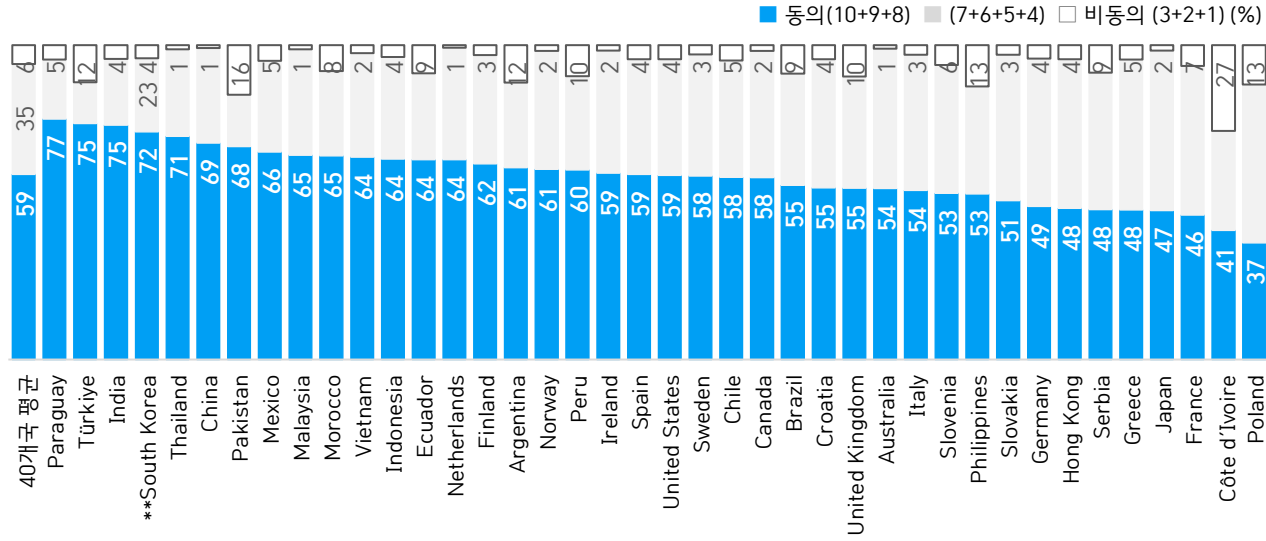
● 삶과 수명 관련 인식 요약: 40개국 평균 vs 한국

2024년 12월~2025년 2월 WIN World Survey 40개국 평균	전혀 동의하지 않는다										전적으로 동의한다	동의 계 (8~10)	비동의 계 (1~3)
	1	2	3	4	5	6	7	8	9	10			
삶의 질이 수명보다 더 중요하다	3%	1%	2%	3%	10%	9%	13%	18%	13%	29%		59%	6%
나는 노후를 위해 대비 중이다/대비했다 (예: 자금 계획, 건강 관리)	10%	4%	6%	6%	14%	11%	14%	14%	8%	13%		35%	20%
내 살아생전에 기술과 의학의 발전이 인간의 수명을 크게 연장할 것이다	5%	2%	3%	5%	14%	12%	16%	18%	9%	15%		42%	11%
나는 건강하게 오래 살 것을 낙관한다	4%	2%	4%	5%	12%	11%	15%	17%	10%	18%		46%	10%
2025년 1월 16~24일 한국 만 19~79세 조사	전혀 동의하지 않는다										전적으로 동의한다	동의 계 (8~10)	비동의 계 (1~3)
	1	2	3	4	5	6	7	8	9	10			
삶의 질이 수명보다 더 중요하다	2%	1%	2%	3%	7%	4%	10%	16%	10%	47%		72%	4%
나는 노후를 위해 대비 중이다/대비했다 (예: 자금 계획, 건강 관리)	6%	6%	9%	7%	19%	11%	14%	11%	6%	10%		28%	21%
내 살아생전에 기술과 의학의 발전이 인간의 수명을 크게 연장할 것이다	2%	1%	4%	3%	11%	9%	17%	17%	10%	25%		53%	7%
나는 건강하게 오래 살 것을 낙관한다	8%	2%	7%	6%	21%	12%	17%	13%	5%	9%		26%	17%

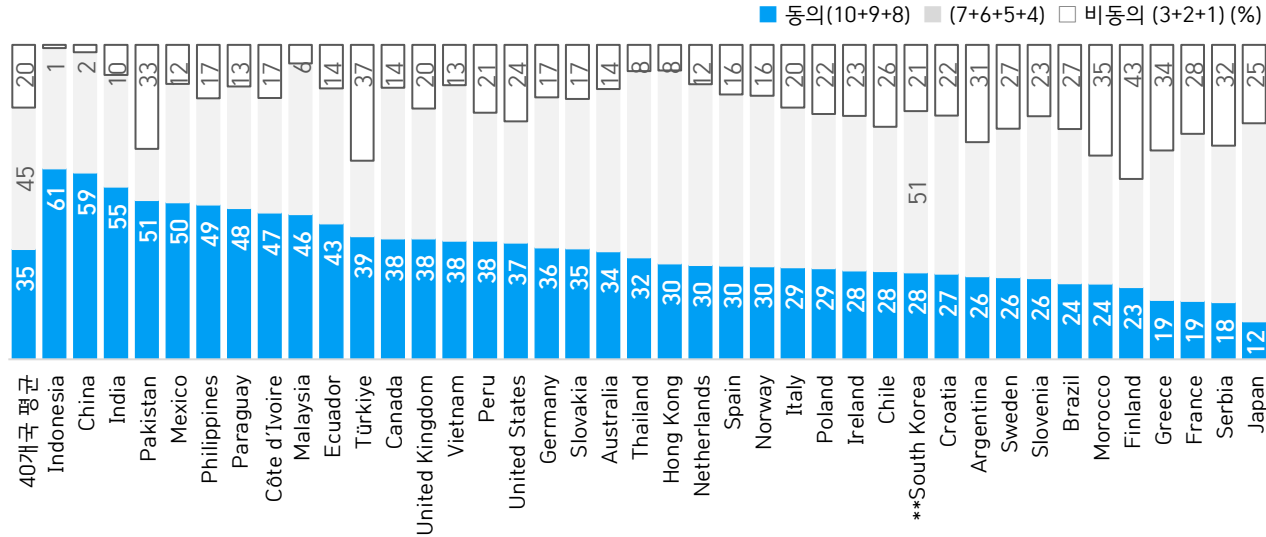
- 소수점 아래 반올림 때문에 백분율 합계는 ±1 차이 발생 가능하며, 이는 오류가 아님

- WIN World Survey 2025. 한국갤럽 www.gallup.co.kr

● 삶과 수명 관련 인식 [1/4] '삶의 질이 수명보다 더 중요하다': 국가별



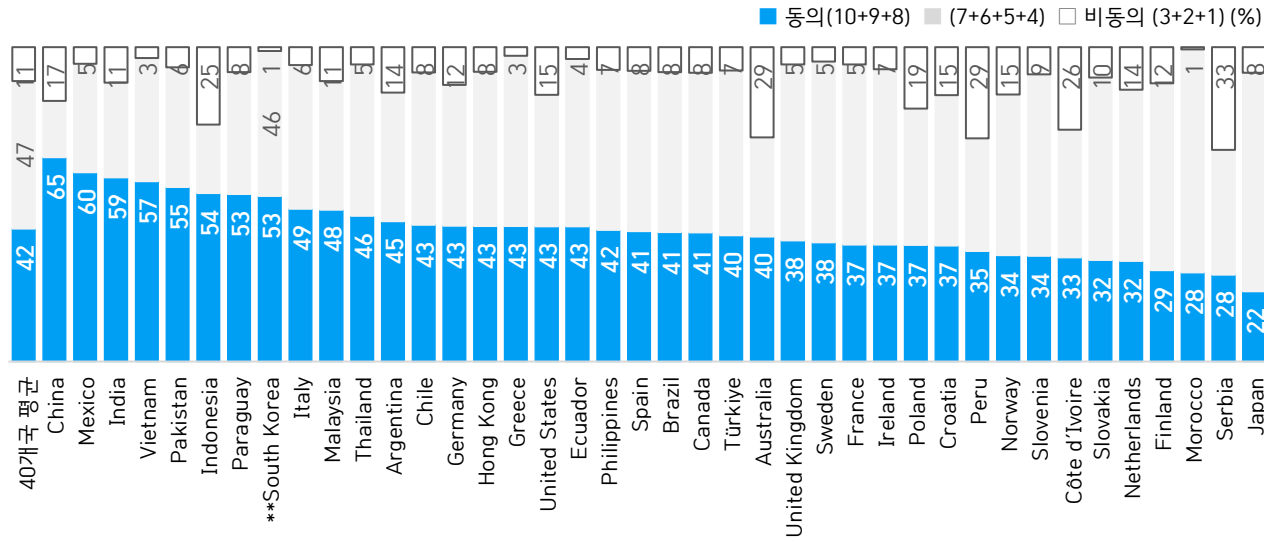
● 삶과 수명 관련 인식 [2/4] '나는 노후를 위해 대비 중이다/대비했다(예: 자금 계획, 건강 관리)': 국가별



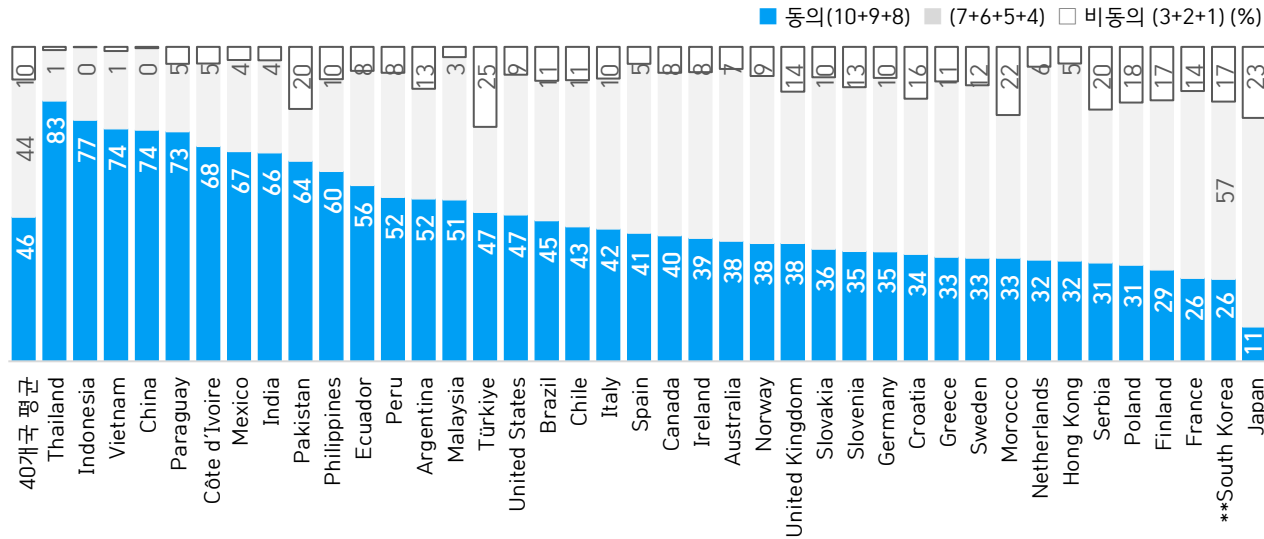
- 10점 척도. 동의율 내림차순. 2024년 12월~2025년 2월 40개국 성인 35,515명 WIN Worldviews Survey

- 한국은 2025년 1월 16~24일 전국 만 19~79세 1,085명 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

● 삶과 수명 관련 인식 [3/4] '내 살아생전에 기술과 의학의 발전이 인간의 수명을 크게 연장할 것이다': 국가별



● 삶과 수명 관련 인식 [4/4] '나는 건강하게 오래 살 것을 낙관한다': 국가별



- 10점 척도. 동의율 내림차순. 2024년 12월~2025년 2월 40개국 성인 35,515명 WIN Worldviews Survey

- 한국은 2025년 1월 16~24일 전국 만 19~79세 1,085명 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

질문) 삶과 수명 관련 다음 각 문장에 대해 어떻게 생각하십니까?

‘전혀 동의하지 않는다’ 1부터 ‘전적으로 동의한다’ 10 사이의 점수로 답해 주십시오. (10점 척도, 문항 로테이션)

2025년 1월 16~24일 한국 만 19~79세 조사		사례수 (명)	[1/4] 삶의 질이 수명보다 더 중요하다										동의 계 (8~10)	비동의 계 (1~3)
			전혀 동의하지 않는다								전적으로 동의한다			
			1	2	3	4	5	6	7	8	9	10		
전체		1,085	2%	1%	2%	3%	7%	4%	10%	16%	10%	47%	72%	4%
성별	남성	547	3%	0%	1%	2%	9%	5%	12%	16%	10%	41%	67%	4%
	여성	538	1%	1%	2%	3%	4%	3%	9%	15%	9%	54%	78%	4%
연령별	19~29세	177	2%	1%		3%	6%	2%	16%	22%	10%	38%	71%	3%
	30대	172	2%	0%	2%	4%	6%	5%	14%	16%	9%	41%	66%	5%
	40대	200	2%	1%	2%	2%	10%	5%	13%	15%	7%	42%	65%	6%
	50대	225	1%		0%	3%	6%	5%	7%	14%	13%	51%	78%	2%
	60~79세	311	2%	1%	2%	1%	6%	3%	6%	13%	9%	56%	78%	5%
성/ 연령별	남성 19~29세	92	2%			2%	8%		12%	22%	7%	48%	76%	2%
	남성 30대	90	4%		3%	4%	10%	8%	16%	12%	8%	35%	55%	7%
	남성 40대	102	4%	1%	3%	2%	11%	7%	13%	17%	10%	34%	61%	7%
	남성 50대	114				3%	8%	7%	11%	16%	17%	39%	71%	0%
	남성 60~79세	150	3%	0%	1%	2%	9%	5%	10%	15%	8%	47%	70%	5%
	여성 19~29세	85	2%	3%		4%	3%	4%	20%	23%	13%	28%	65%	5%
	여성 30대	82	1%	1%	2%	3%	1%	1%	12%	21%	9%	49%	78%	3%
	여성 40대	98	1%	1%	2%	3%	8%	3%	14%	13%	4%	51%	69%	4%
	여성 50대	112	3%		1%	4%	3%	3%	2%	12%	10%	63%	85%	3%
여성 60~79세	161	1%	1%	3%	1%	4%	2%	3%	12%	10%	64%	86%	5%	
직업별	농/임/어업	26	-	-	-	-	-	-	-	-	-	-	-	-
	자영업	94	3%		2%		7%		10%	15%	14%	48%	78%	5%
	기능노무/서비스	173	3%	0%	4%	5%	11%	7%	7%	13%	9%	40%	62%	7%
	사무/관리	399	1%	0%	1%	2%	5%	4%	13%	18%	10%	47%	75%	3%
	전업주부	166	2%	0%	2%	2%	6%	2%	6%	8%	7%	64%	79%	5%
	학생	97		2%		6%	5%	4%	17%	23%	10%	33%	66%	2%
	무직/은퇴/기타	131	3%			1%	7%	4%	10%	16%	12%	48%	75%	3%
지역별	서울	204	3%		2%	2%	7%	4%	11%	15%	9%	47%	71%	5%
	인천/경기	354	1%	1%	1%	3%	8%	3%	9%	15%	12%	47%	74%	3%
	대전/세종/충청	116	1%	1%	1%	1%	7%	3%	11%	24%	10%	41%	75%	3%
	광주/전라	102	3%		3%	5%	8%	5%	8%	11%	9%	47%	67%	6%
	대구/경북	103	3%	1%	2%	4%	7%	2%	15%	16%	8%	42%	66%	5%
	부산/울산/경남	161	4%	1%	1%	2%	3%	5%	14%	16%	8%	46%	70%	5%
	강원/제주	46	-	-	-	-	-	-	-	-	-	-	-	-

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

2025년 1월 16~24일 한국 만 19~79세 조사		사례수 (명)	[2/4] 나는 노후를 위해 대비 중이다/대비했다 (예: 자금 계획, 건강 관리)										동의 계 (8~10)	비동의 계 (1~3)
			전혀 동의하지 않는다									전적으로 동의한다		
			1	2	3	4	5	6	7	8	9	10		
전체		1,085	6%	6%	9%	7%	19%	11%	14%	11%	6%	10%	28%	21%
성별	남성	547	6%	7%	9%	8%	17%	11%	14%	11%	6%	10%	27%	22%
	여성	538	5%	5%	10%	7%	20%	11%	15%	12%	5%	11%	28%	20%
연령별	19~29세	177	7%	14%	14%	10%	17%	10%	12%	9%	2%	4%	16%	35%
	30대	172	7%	4%	10%	9%	16%	12%	18%	9%	5%	11%	25%	21%
	40대	200	5%	5%	9%	10%	22%	14%	17%	10%	4%	5%	19%	18%
	50대	225	6%	3%	9%	6%	22%	10%	11%	11%	11%	11%	33%	18%
	60~79세	311	4%	5%	8%	4%	16%	10%	15%	15%	6%	16%	37%	17%
성/ 연령별	남성 19~29세	92	10%	18%	7%	8%	14%	7%	11%	13%	5%	8%	25%	35%
	남성 30대	90	6%	3%	10%	10%	18%	13%	19%	7%	4%	10%	21%	19%
	남성 40대	102	5%	4%	11%	12%	18%	15%	17%	11%	3%	6%	19%	19%
	남성 50대	114	7%	3%	10%	7%	18%	13%	13%	11%	9%	9%	30%	20%
	남성 60~79세	150	4%	8%	8%	4%	19%	9%	13%	11%	9%	15%	36%	20%
	여성 19~29세	85	4%	9%	21%	13%	21%	12%	13%	5%			5%	34%
	여성 30대	82	9%	5%	11%	7%	14%	10%	15%	10%	6%	13%	29%	24%
	여성 40대	98	5%	6%	7%	8%	26%	13%	16%	10%	6%	3%	20%	17%
	여성 50대	112	6%	3%	8%	5%	25%	7%	10%	10%	12%	14%	36%	17%
	여성 60~79세	161	4%	3%	7%	5%	15%	11%	17%	19%	2%	17%	38%	14%
직업별	농/임/어업	26	-	-	-	-	-	-	-	-	-	-	-	-
	자영업	94	6%	9%	9%	10%	18%	7%	14%	13%	1%	13%	27%	24%
	기능노무/서비스	173	9%	5%	15%	10%	17%	11%	13%	8%	4%	8%	21%	28%
	사무/관리	399	4%	4%	7%	8%	20%	12%	16%	13%	8%	7%	29%	15%
	전업주부	166	5%	5%	8%	5%	16%	12%	16%	12%	3%	19%	34%	18%
	학생	97	6%	5%	17%	10%	24%	13%	11%	7%	3%	3%	13%	29%
	무직/은퇴/기타	131	6%	10%	9%	4%	17%	9%	12%	10%	8%	14%	33%	24%
지역별	서울	204	5%	8%	10%	10%	15%	12%	17%	13%	3%	8%	24%	22%
	인천/경기	354	8%	8%	11%	6%	22%	7%	12%	12%	6%	8%	26%	27%
	대전/세종/충청	116	6%	4%	7%	5%	20%	14%	17%	11%	4%	13%	28%	16%
	광주/전라	102	2%	4%	8%	10%	20%	11%	12%	11%	8%	14%	33%	13%
	대구/경북	103	7%	4%	17%	5%	17%	14%	9%	13%	7%	8%	28%	28%
	부산/울산/경남	161	6%	3%	8%	9%	15%	14%	17%	8%	7%	14%	29%	16%
	강원/제주	46	-	-	-	-	-	-	-	-	-	-	-	-

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2025년 1월 16~24일 한국 만 19~79세 조사		사례수 (명)	[3/4] 내 살아생전에 기술과 의학의 발전이 인간의 수명을 크게 연장할 것이다										동의 계 (8~10)	비동의 계 (1~3)
			전혀 동의하지 않는다									전적으로 동의한다		
			1	2	3	4	5	6	7	8	9	10		
전체		1,085	2%	1%	4%	3%	11%	9%	17%	17%	10%	25%	53%	7%
성별	남성	547	2%	1%	4%	3%	12%	9%	17%	15%	9%	28%	52%	7%
	여성	538	3%	1%	4%	4%	9%	9%	17%	19%	12%	22%	53%	8%
연령별	19~29세	177	4%	1%	3%	3%	6%	13%	23%	18%	7%	22%	47%	8%
	30대	172	1%	1%	5%	4%	10%	7%	17%	19%	12%	25%	55%	7%
	40대	200	2%	0%	4%	5%	10%	9%	20%	18%	10%	21%	49%	6%
	50대	225	3%	1%	4%	3%	14%	8%	13%	18%	12%	25%	55%	8%
	60~79세	311	2%	2%	5%	3%	13%	8%	13%	15%	10%	30%	55%	8%
성/ 연령별	남성 19~29세	92	4%	1%	4%		6%	9%	22%	16%	5%	33%	54%	9%
	남성 30대	90	1%		3%	3%	14%	7%	17%	10%	8%	37%	55%	4%
	남성 40대	102	2%		4%	3%	10%	11%	19%	17%	6%	26%	50%	6%
	남성 50대	114	3%	1%	4%	4%	15%	8%	15%	17%	15%	18%	50%	8%
	남성 60~79세	150	1%	1%	4%	4%	15%	8%	14%	14%	9%	28%	52%	7%
	여성 19~29세	85	4%		2%	5%	6%	18%	25%	20%	9%	10%	40%	6%
	여성 30대	82	2%	2%	6%	5%	5%	7%	17%	28%	17%	11%	56%	10%
	여성 40대	98	1%	1%	4%	7%	10%	8%	21%	20%	14%	16%	49%	6%
	여성 50대	112	4%		4%	2%	12%	7%	11%	20%	9%	31%	60%	8%
	여성 60~79세	161	2%	2%	5%	1%	11%	8%	13%	15%	10%	32%	58%	9%
직업별	농/임/어업	26	-	-	-	-	-	-	-	-	-	-	-	-
	자영업	94	8%	1%	2%	1%	12%	4%	14%	18%	7%	34%	59%	10%
	기능노무/서비스	173	1%	3%	6%	4%	15%	6%	13%	17%	9%	25%	50%	10%
	사무/관리	399	2%	0%	4%	3%	8%	10%	20%	17%	13%	22%	52%	7%
	전업주부	166	3%	2%	4%	3%	12%	7%	15%	19%	5%	30%	55%	8%
	학생	97			4%	4%	10%	14%	22%	22%	8%	17%	47%	4%
	무직/은퇴/기타	131	2%	1%	3%	5%	10%	10%	16%	14%	14%	26%	54%	5%
지역별	서울	204	4%	1%	5%	4%	12%	9%	20%	12%	6%	26%	45%	10%
	인천/경기	354	2%	1%	3%	4%	11%	9%	16%	18%	13%	22%	54%	6%
	대전/세종/충청	116	2%	1%	3%	3%	10%	9%	16%	15%	10%	31%	56%	6%
	광주/전라	102	1%	3%	4%	4%	16%	3%	14%	24%	8%	25%	56%	7%
	대구/경북	103	1%		6%	3%	12%	9%	15%	23%	5%	26%	54%	7%
	부산/울산/경남	161	2%	1%	6%	2%	6%	11%	20%	15%	11%	25%	51%	9%
	강원/제주	46	-	-	-	-	-	-	-	-	-	-	-	-

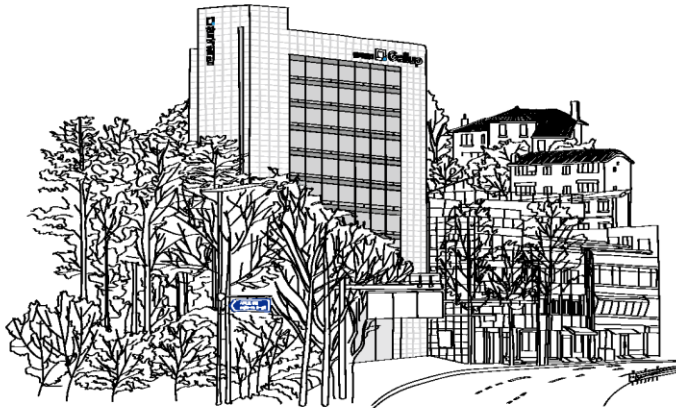
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2025년 1월 16~24일 한국 만 19~79세 조사		사례수 (명)	[4/4] 나는 건강하게 오래 살 것을 낙관한다										동의 계 (8~10)	비동의 계 (1~3)
			전혀 동의하지 않는다								전적으로 동의한다			
			1	2	3	4	5	6	7	8	9	10		
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	여성	538	8%	2%	7%	6%	22%	14%	16%	13%	5%	7%	25%	17%
연령별	19~29세	177	10%	3%	13%	6%	13%	12%	17%	13%	2%	12%	27%	26%
	30대	172	9%	2%	9%	6%	16%	15%	19%	10%	7%	7%	24%	19%
	40대	200	3%	2%	7%	9%	26%	12%	15%	12%	5%	9%	26%	12%
	50대	225	9%	1%	5%	5%	25%	12%	17%	15%	5%	7%	26%	15%
	60~79세	311	7%	3%	6%	6%	23%	10%	17%	12%	5%	10%	27%	17%
성/ 연령별	남성 19~29세	92	9%	2%	12%	5%	8%	7%	22%	14%	3%	17%	35%	23%
	남성 30대	90	7%	1%	10%	5%	16%	12%	20%	12%	7%	10%	29%	18%
	남성 40대	102	4%	2%	8%	8%	27%	12%	11%	12%	4%	12%	28%	14%
	남성 50대	114	11%	2%	4%	3%	27%	10%	20%	14%	5%	4%	23%	16%
	남성 60~79세	150	7%	3%	7%	10%	23%	8%	18%	9%	4%	11%	24%	17%
	여성 19~29세	85	12%	3%	13%	7%	18%	17%	11%	12%		7%	19%	28%
	여성 30대	82	11%	3%	7%	7%	16%	18%	19%	8%	8%	3%	19%	21%
	여성 40대	98	2%	3%	6%	9%	26%	11%	20%	12%	6%	6%	23%	10%
	여성 50대	112	7%	1%	6%	7%	23%	15%	13%	15%	4%	9%	28%	14%
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직업별	농/임/어업	26	-	-	-	-	-	-	-	-	-	-	-	-
	자영업	94	8%	5%	11%	4%	20%	10%	14%	10%	3%	16%	29%	24%
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	사무/관리	399	6%	1%	5%	5%	24%	15%	15%	15%	8%	6%	29%	12%
	전업주부	166	7%	2%	4%	7%	21%	11%	18%	15%	2%	13%	30%	13%
	학생	97	6%	2%	11%	5%	16%	14%	28%	8%	1%	7%	17%	20%
	무직/은퇴/기타	131	11%	2%	9%	9%	21%	5%	16%	14%	5%	9%	28%	22%
지역별	서울	204	8%	2%	8%	11%	19%	11%	18%	11%	3%	7%	21%	18%
	인천/경기	354	9%	2%	8%	3%	23%	13%	18%	12%	6%	5%	24%	19%
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	광주/전라	102	5%		9%	12%	15%	13%	14%	14%	5%	12%	32%	14%
	대구/경북	103	8%	1%	8%	7%	22%	8%	17%	14%	2%	12%	28%	17%
	부산/울산/경남	161	6%	4%	3%	7%	20%	15%	18%	11%	4%	12%	27%	13%
	강원/제주	46	-	-	-	-	-	-	-	-	-	-	-	-

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“조사는 결코 화려하거나 스스로 빛나는
업(業)이 아니다. 사회의 명암, 좌우 대립,
빈부 문제, 정보 격차, 과거와 미래 등을
두루 살펴 매 순간 어느 한쪽으로 치우치지
않도록 스스로 경계하며 꾸준히 공부하고
탐구하는 일이다. 때로는 관행과 시류에
맞서야 하고, 때로는 비난과 질시를 묵묵히
견뎌야 한다. 어렵지만 누군가는 반드시
해야 할 일, 힘들지만 그만큼 보람된 일이다.”

조사인의 길, 박무익



한국갤럽조사연구소는 1974년 6월 박무익 회장이 설립한
한국 최초의 법인 형태 조사 전문 회사입니다.
1970년대부터 사회 주요 현안 자체 조사 결과를 발표해 왔으며,
우리 국민의 76%가 한국갤럽을 알고 있습니다.

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한국갤럽 홈페이지 갤럽리포트 게시판을 통해 공개한 자료는
모두 한국갤럽의 자산이므로 상업적 용도의 재판매를 금지합니다.

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기사, 논문, SNS 공유 등 재판매 이외 용도로는
누구나, 무료로, 자유롭게 인용하실 수 있습니다.

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가능하면 조사 기간, 방법, 표본크기 등 개요까지 함께 표시하실 것을 권장합니다.

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저희는 소수점 아래 수치를 제시하지 않는 것을 원칙으로 하고 있으니,
인용하실 때도 그에 따라 주실 것을 당부합니다.

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한국갤럽 조사에 관심 가져주셔서 고맙습니다.

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- 문의: 전화 02-3702-2100(대표)/2571/2621/2622 또는 [홈페이지 Q&A](#)
- 주소: (본관) 03167 서울시 종로구 사직로 70, (신관) 03042 서울시 종로구 자하문로 70

—
이 문서에는 네이버 나눔글꼴과 한글과컴퓨터 함초롬체를 썼습니다.

People globally are reevaluating their plans for health, aging, and parenthood

11th July 2025

The **Worldwide Independent Network of MR (WIN)**, the leading global association of independent market research and polling firms, has released new findings from its Worldviews Survey. This year's survey captures the perspective and beliefs of 35,515 individuals across 40 countries. As we mark the World Population Day, the latest results offer a revealing picture of **how the world is rethinking longevity, ageing, and family life**. Tracking trends over six years, WIN has assessed and provided valuable insights into global progress.

Let's dive into the findings:

Over half the world hopes to live long and well – but few are making plans for it

Globally, 59% of people say they value quality of life more than longevity. Women (61%) are more likely than men (57%) to prioritise quality over length of life. While 56% of young people prioritise quality of life, this rises to 62% among those aged 65 and over. Similarly, individuals with higher education levels are more likely to value quality: just 55% of those with basic education say so, compared to 63% of those with a Master or PhD. The countries where quality of life is most strongly prioritised include Paraguay (77%), Turkey (75%), and India (75%). In contrast, countries such as Poland (37%), Ivory Coast (41%), France (46%), Japan (47%), Greece (48%), Serbia (48%) and Hong Kong (48%) show more moderate or even lukewarm support for this view.

Despite this widespread belief in the importance of living well, only 35% of people globally say they are actively planning for ageing — through steps such as financial preparation or healthcare directives. Even among the elderly, only four in ten strongly agree that they've made such preparations. Interestingly, men are slightly more likely than women to report taking action (37% vs. 34%).

Planning is most common in Indonesia (61%), China (59%), India (55%), and Pakistan (51%) — countries where awareness around ageing appears to translate more readily into action. On the other hand, Japan (12%), Serbia (18%), France (19%), and Greece (19%) show the lowest levels of preparation.

People globally are more optimistic for a longer life

Nearly half of the global population (46%) express optimism about living a long and healthy life. However, this hopeful outlook tends to decline with age — from 49% among 18- to 34-year-olds to just 42% among those aged 65 and above. A similar trend emerges with education: 53% of those with basic education are optimistic about their longevity, compared to 46% of those with higher education.

Attitudes also vary widely by country. Optimism is highest in Thailand (83%), Indonesia (77%), Vietnam (74%), China (74%) and Paraguay (73%). In contrast, populations in Japan (11%), South Korea (26%), and France (26%) are far more sceptical about the prospect of long, healthy lives.

Technology and medical innovation are widely seen as key contributors to longer life expectancy. Four in ten people globally believe advancements in these fields will significantly extend human life within their lifetime — a belief that grows stronger with higher levels of education. Countries where this optimism is especially high including China (65%), Mexico (60%), India (59%), and Vietnam (57%). Meanwhile, more tempered views are found in Japan (22%), Serbia (28%), Morocco (28%), and Finland (29%).

Cultural attitudes are shaping when the world feels old

Since 2018, people have been feeling younger for less time and older earlier. In 2025, the average age at which people say they stop feeling young is 41 (down from 44 in 2018), while the age they start feeling old has dropped slightly to 53 (from 55 in 2018).

There are wide regional and national variations in perceptions of aging. In the MENA region, people begin to feel old the earliest, at an average age of 48, whereas Europeans feel old the latest, at 58. At the national level, Finland reports the latest onset of feeling old at 71, followed by Sweden at 64. In contrast, people in Morocco (36), China (46), and Ecuador (46) report feeling old before reaching 50.

Conversely, national-level data reveals striking differences in when people stop feeling young, even within the same region. In Asia, for example, South Koreans report feeling young until 51, while Thais stop feeling young at just 26. In Europe, some countries report feeling young until their late 40s (e.g. Italy at 49, Spain at 48) compared to just 35 in Sweden. These contrasts underscore that perceptions of youth and aging are shaped less by geography alone and more by specific cultural and societal norms at the national level.

A generation rethinking parenthood: a quarter of young people don't want children

Globally, 16% of people do not have children and have no plans to. Amongst young adults aged 18–24, that figure rises to 22%, with strong correlations to education levels. The trend is particularly pronounced amongst women: only 10% of women with basic education fall into this category, compared to 20% of women with a Master's or PhD. A similar pattern is seen in men, though less steep – 9% of men with basic education report no intention of having children, rising to 17% amongst those with secondary education or higher.

Regionally, the trend is strongest in Europe (18%), followed by the Americas and APAC (15%). Yet national variations are stark: in Thailand, 38% of women and 36% of men say they don't plan to have children – the highest globally. In contrast, in Vietnam, virtually no one without children reports planning to remain child-free, followed by Côte d'Ivoire at only 2% for women and 3% for men.

Richard Colwell, President of WIN International Association, said:

“Around the world, people are thinking deeply about how they age, what it means to live well, and whether parenthood is part of that journey. The findings point to a complex and evolving portrait of modern life, and WIN hopes that this can spark meaningful conversations amongst policymakers, healthcare providers, and communities about how to better support people in making informed, empowered choices about their future”.

-ENDS-

Media enquiries:

Elena Crosilla, WIN Coordinator

+39 335.62.07.347

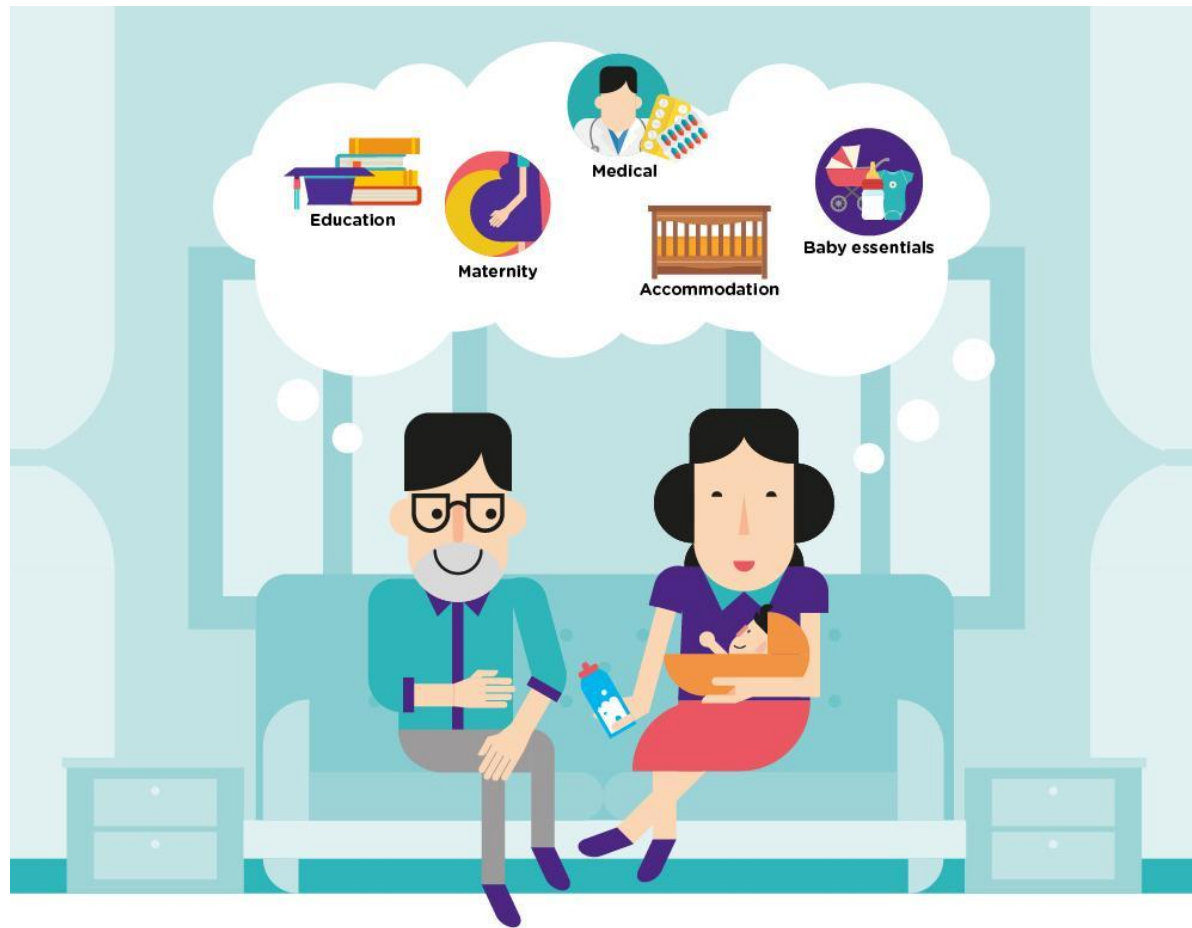
E-mail: coordinator@winmr.com

World Population Day

Worldviews Survey 2025



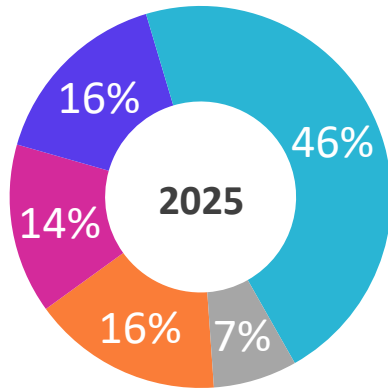
Thinking of having children



Thinking of having children

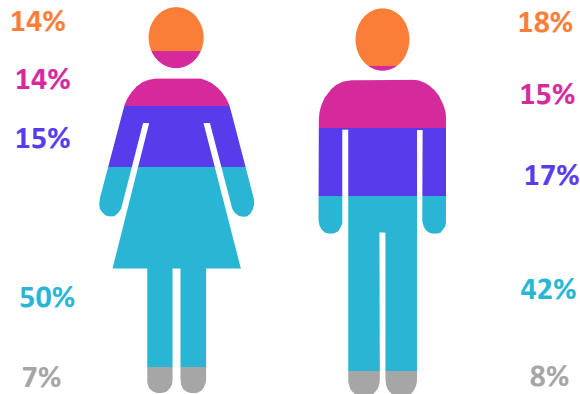
% within total population

Total



2022 18% 15% 18% 46% 3%

By gender



Yes and
don't
have

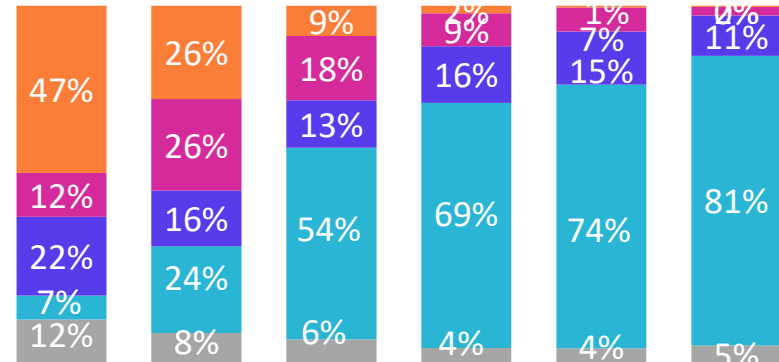
Yes and
already
have

No and
don't
have

No and
already
have

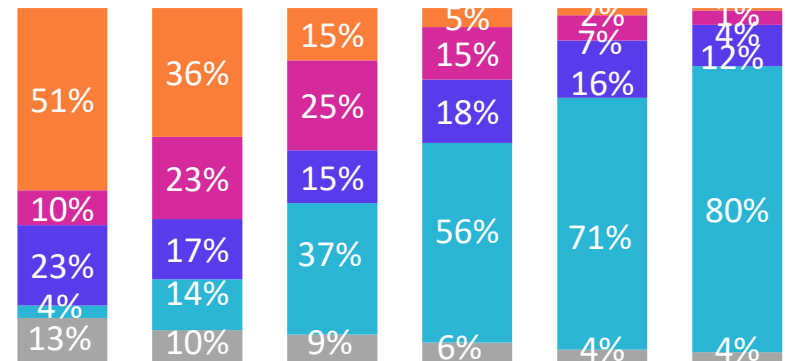
DK/NR

By age group – Female



18 to 24 25 to 34 35 to 44 45 to 54 55 to 64 65+

By age group – Male



18 to 24 25 to 34 35 to 44 45 to 54 55 to 64 65+

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

Source: WIN 2022. Base: 29219.

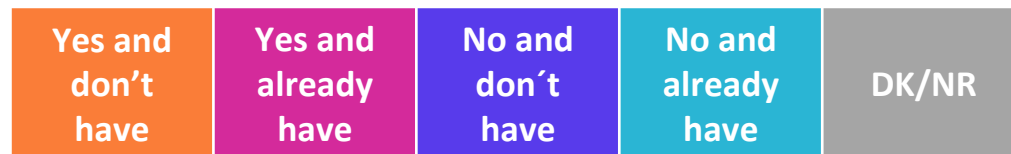
Q8 - Do you plan on having children later on?

Thinking of having children

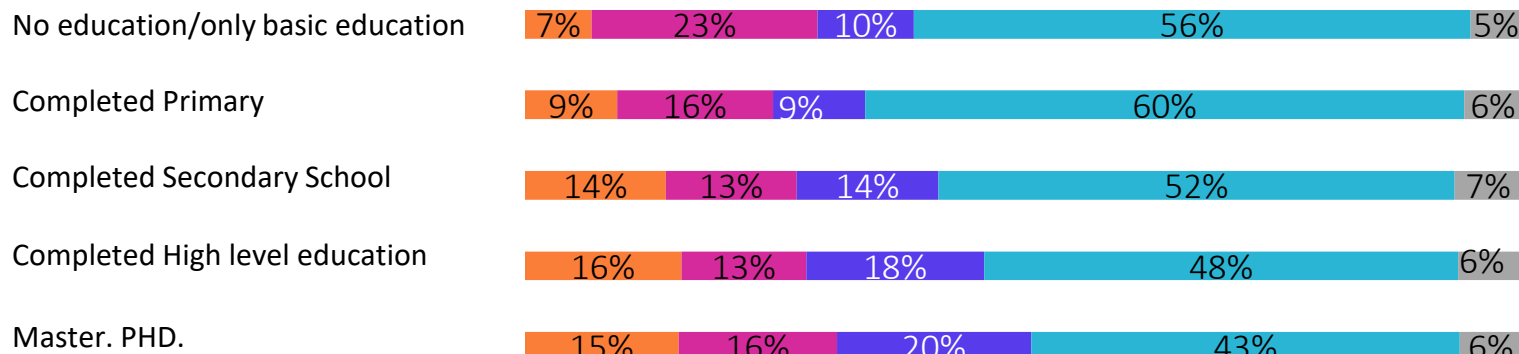
% within total population



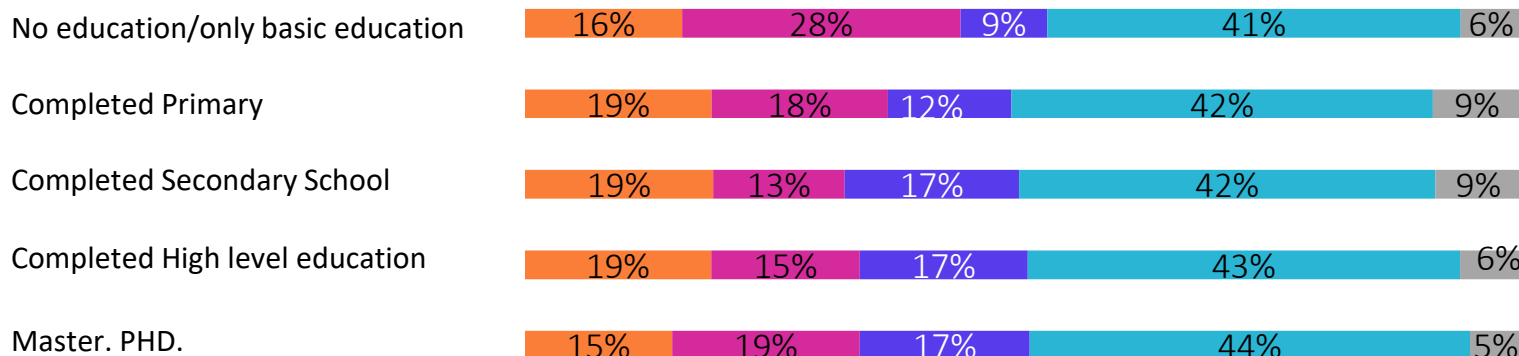
By education level



Female



Male

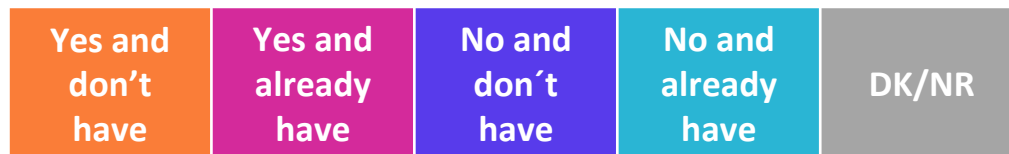


Thinking of having children

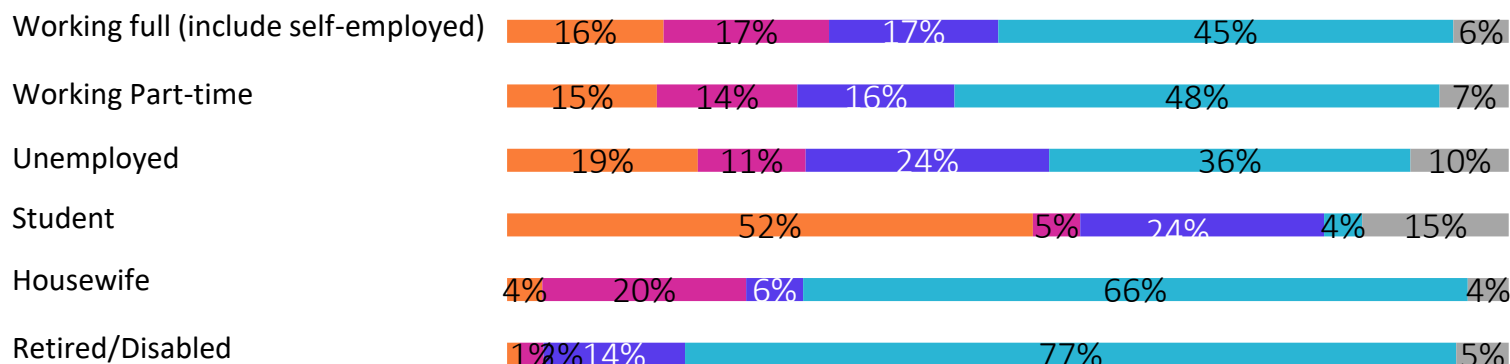
% within total population



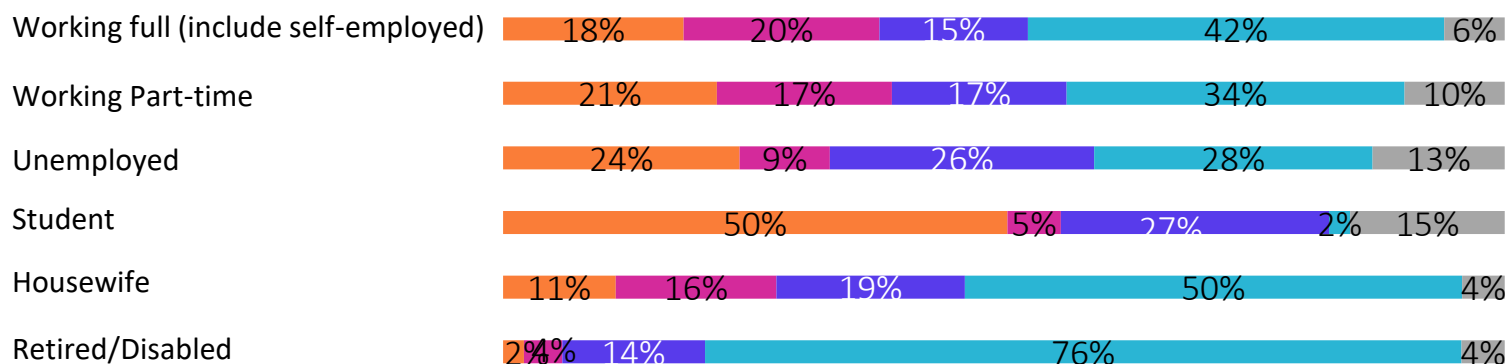
By employment



Female



Male



Thinking of having children

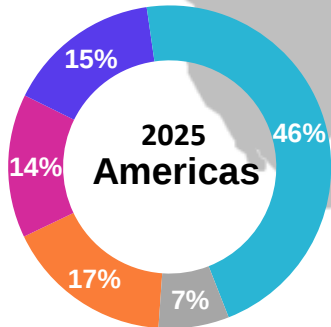
% within total population

TOTAL - 2025

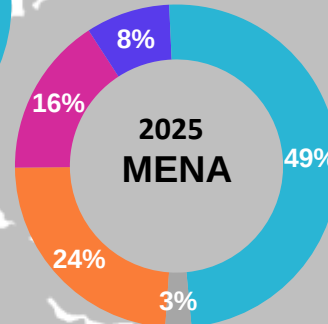
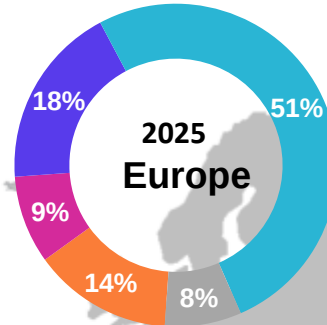
GLOBAL | 16% 14% 16% 46% 7%
 FEMALE | 14% 14% 15% 50% 7%
 MALE | 18% 15% 17% 42% 8%



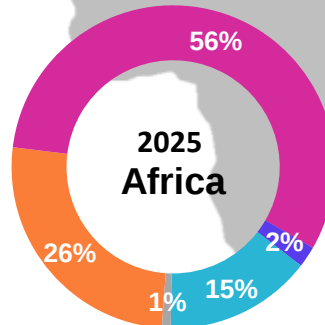
FEMALE | 14% 8% 18% 53% 8%
 MALE | 14% 10% 19% 49% 8%



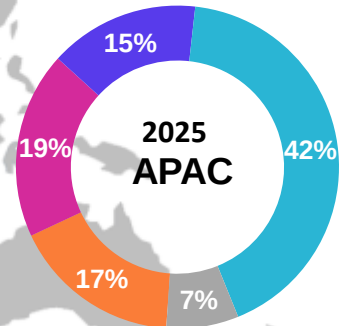
FEMALE | 14% 12% 14% 53% 6%
 MALE | 19% 16% 17% 39% 8%



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.

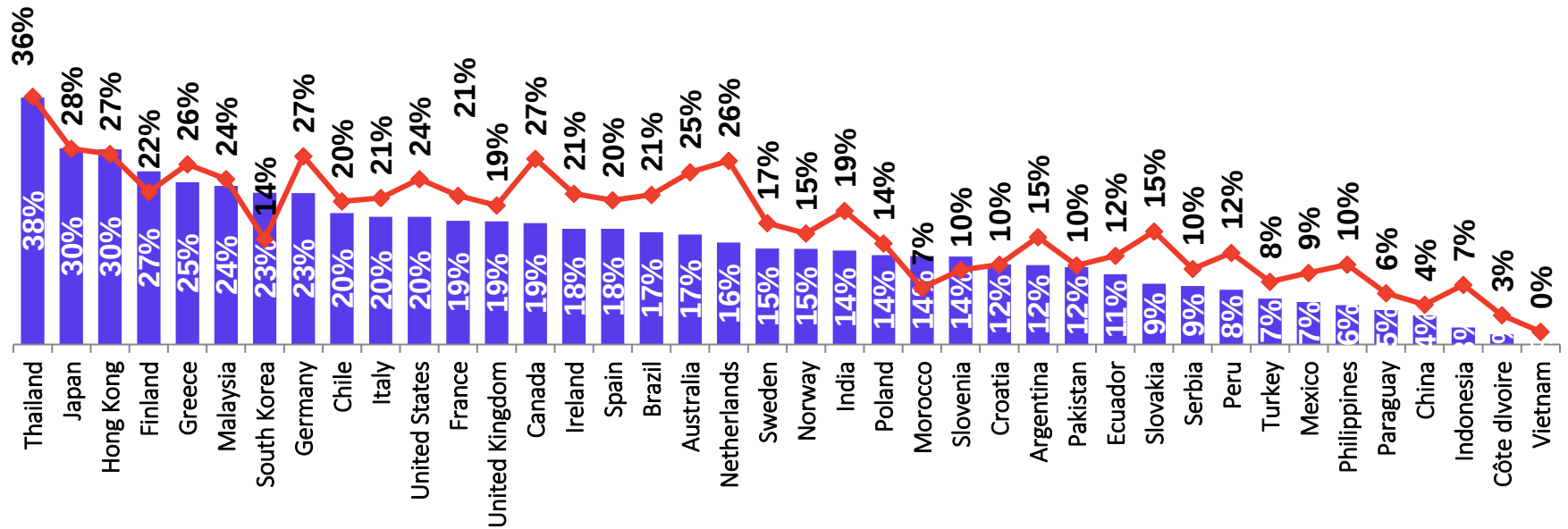
Source: WIN 2025. Base: 35515 cases. Female base: 17971 cases. Male base: 17536 cases.

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

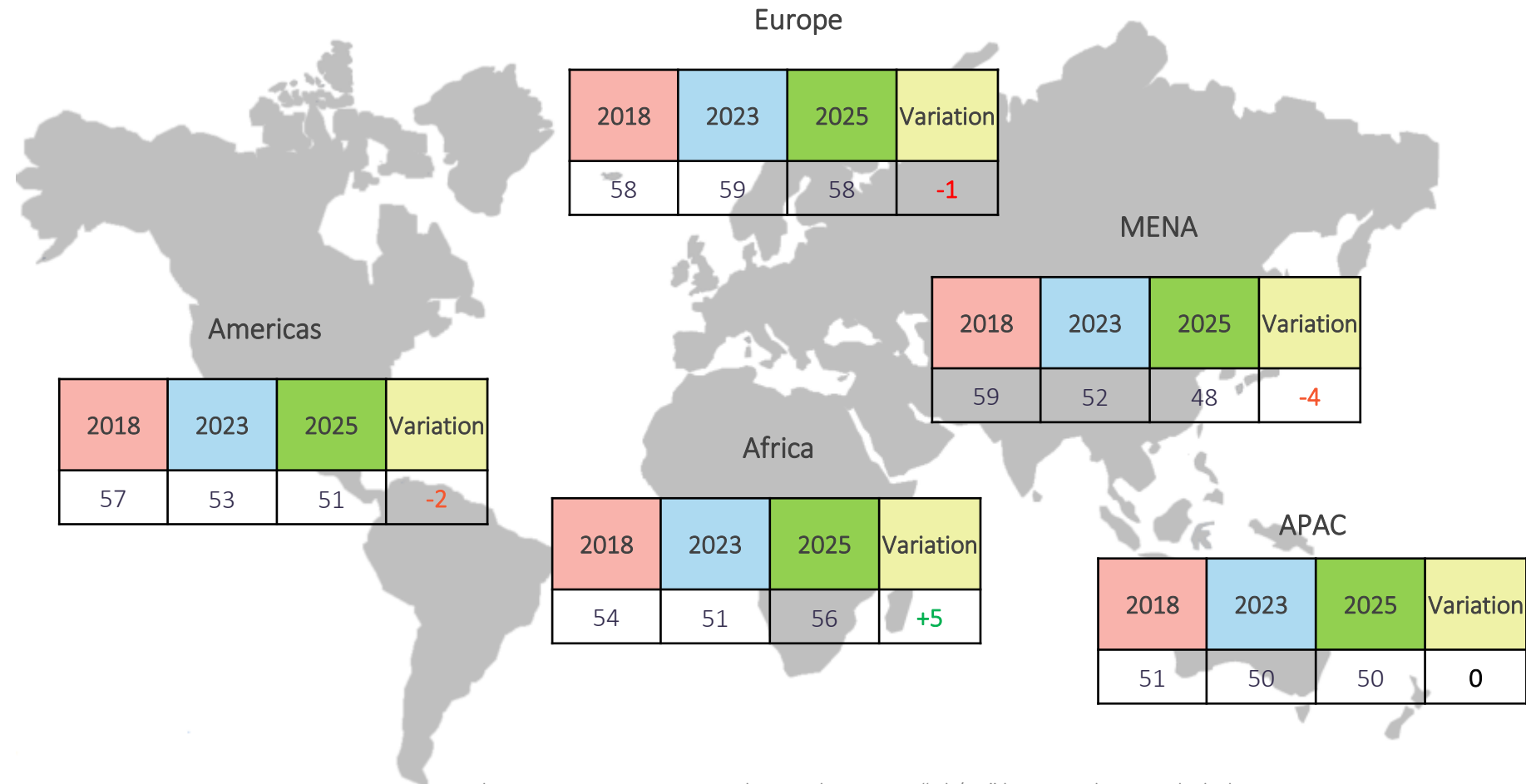
By Educational Level	No education	59	51	52	+1
	Compl Primary	57	55	53	-2
	Compl Secondary	55	54	53	-1
	Compl University	54	54	53	-1
	Compl Master, PHD	58	55	55	0

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

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

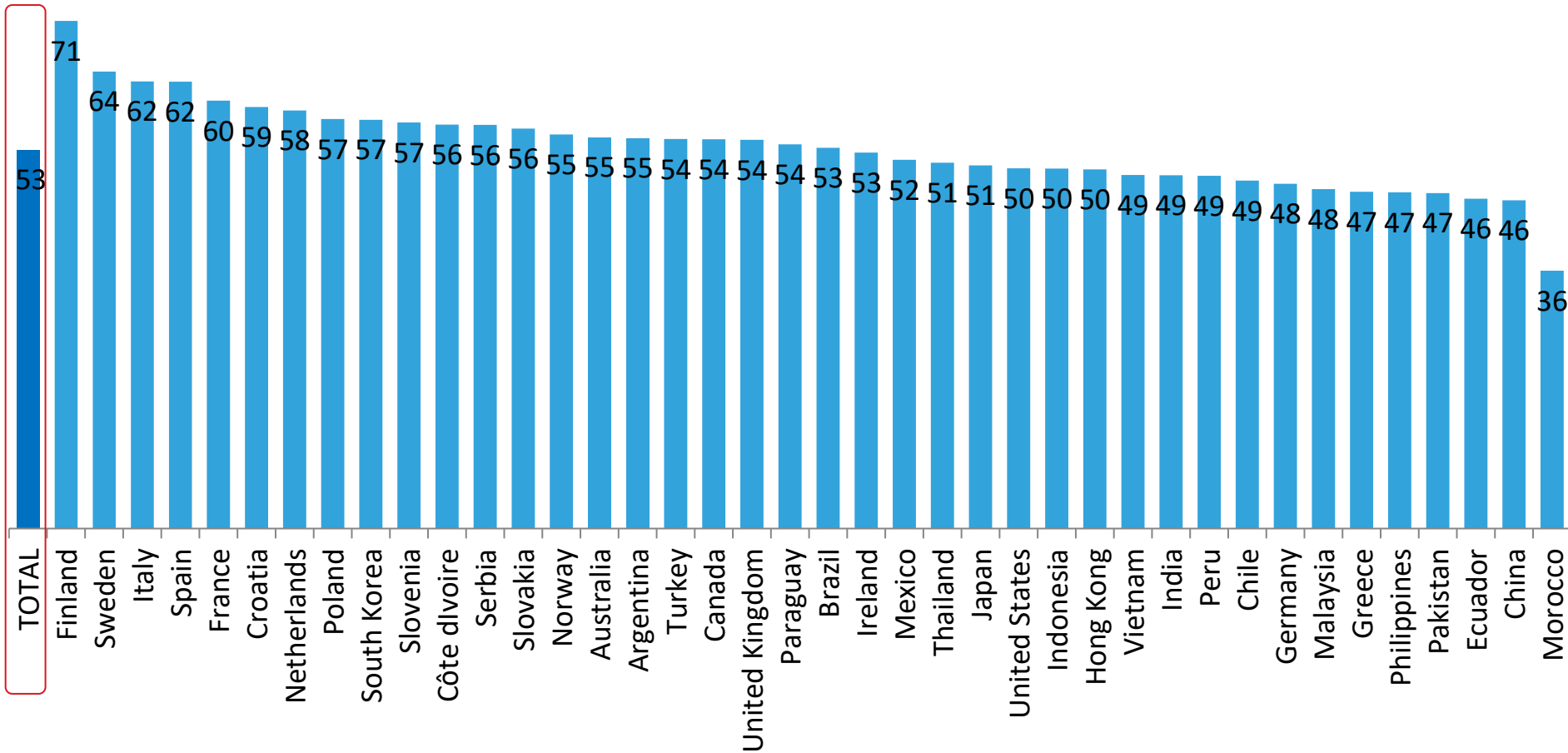
% within total population – Mean Age



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.

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

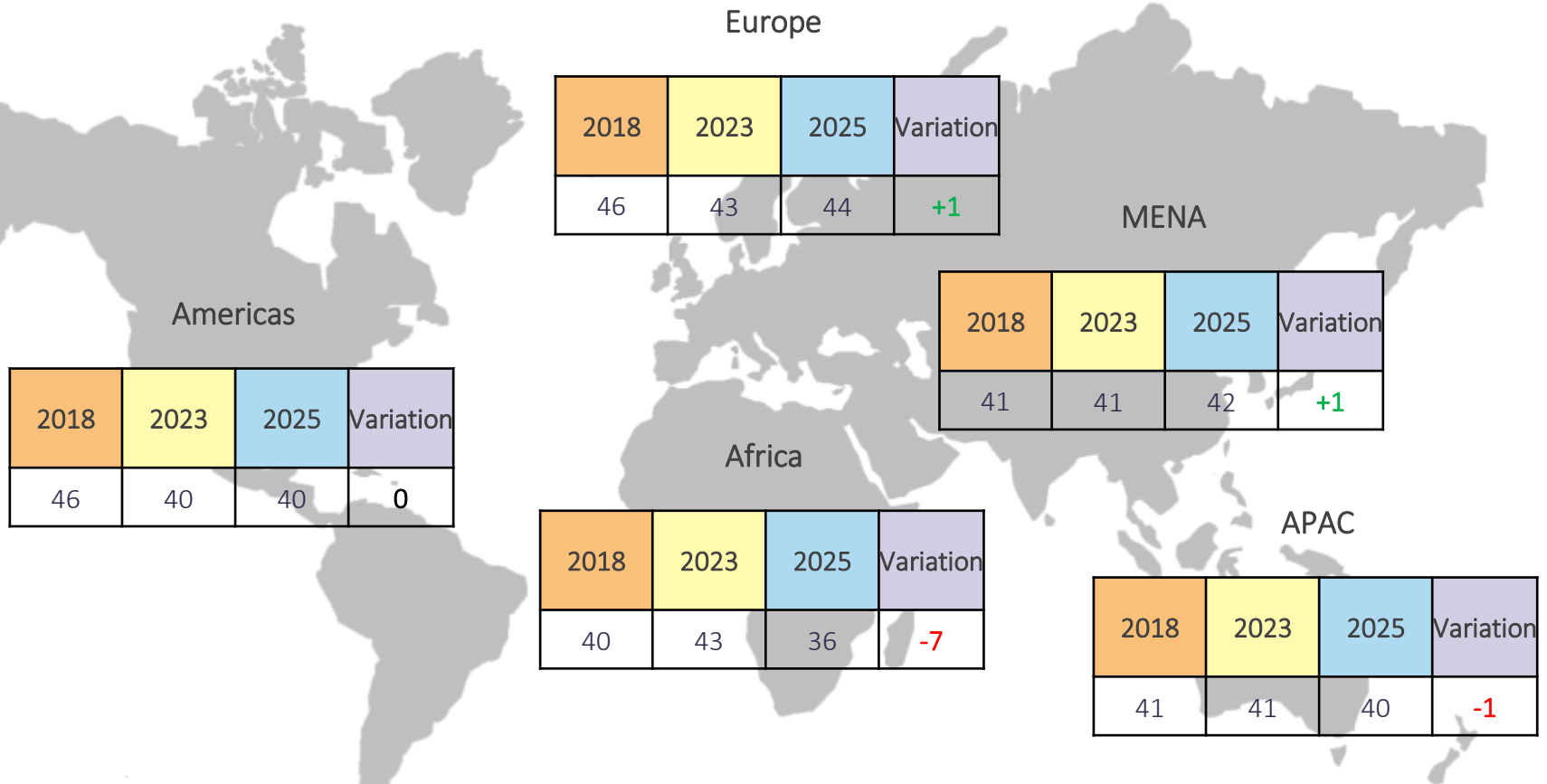
By Education Level	No education	44	40	37	-3
	Compl Primary	44	42	40	-2
	Compl Secondary	43	42	41	-1
	Compl University	44	42	42	0
	Compl Master, PHD	45	43	43	0

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

And at what age does someone stops feeling young?

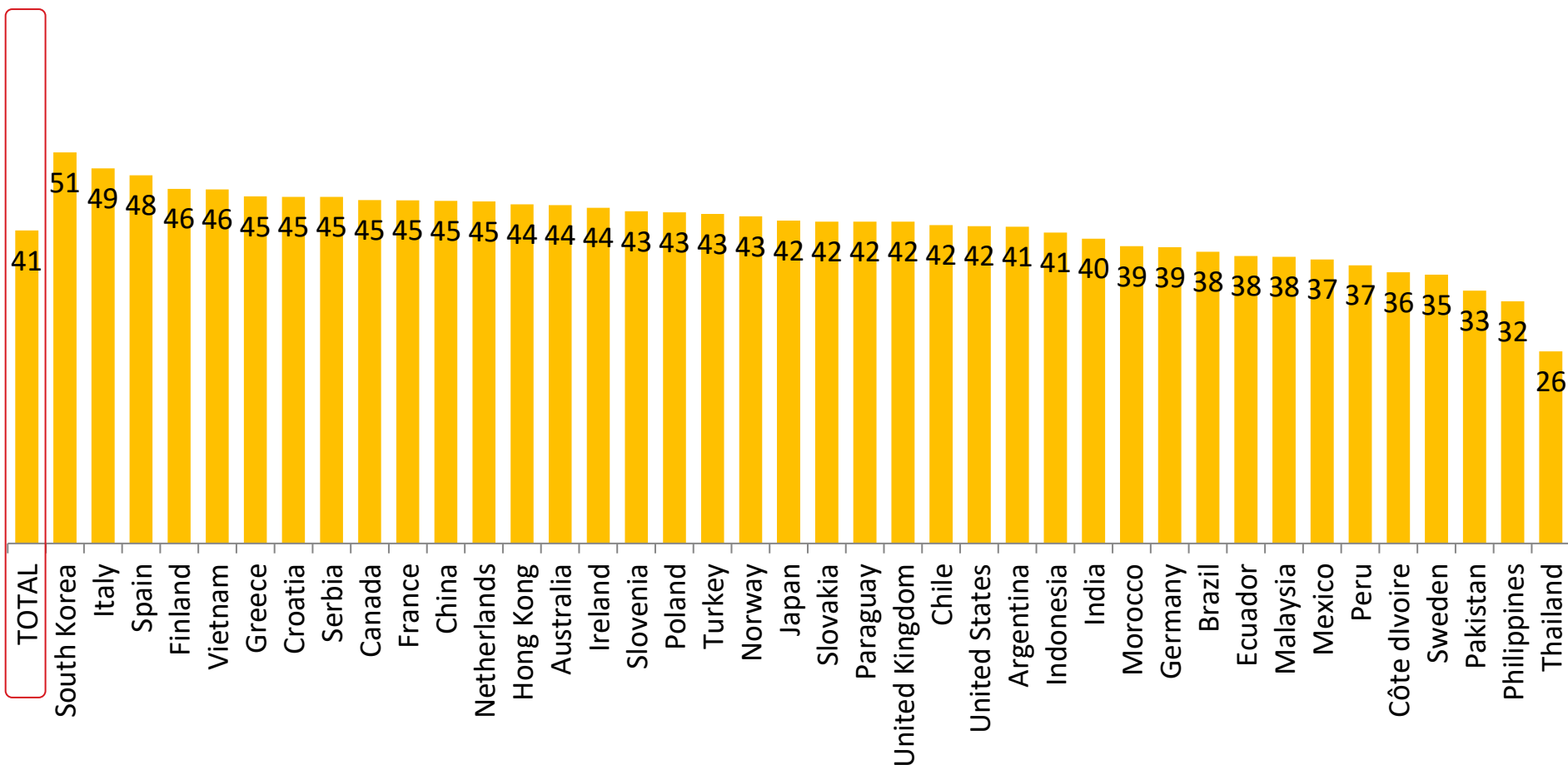
% within total population – Mean Age



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?

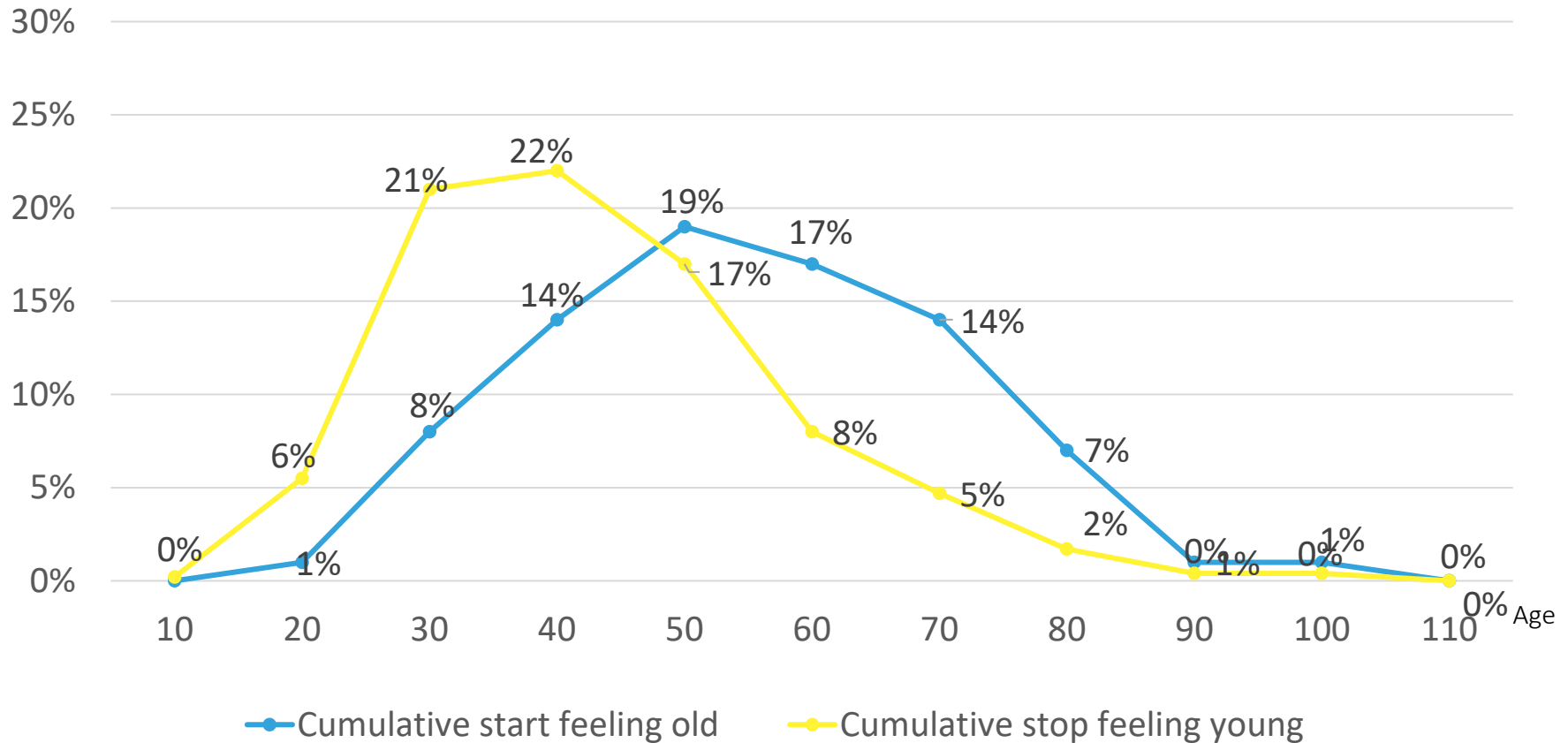
% within total population – Mean age



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

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

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

GENERATIONS



Quality of life is more important than length of life

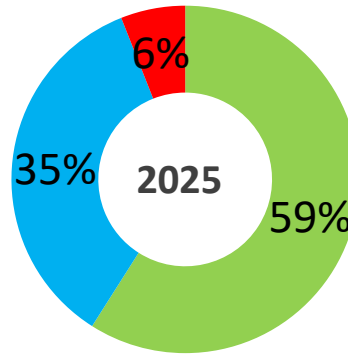
% within total population

1 + 2 + 3

4 + 5 + 6 + 7

8 + 9 + 10

Total



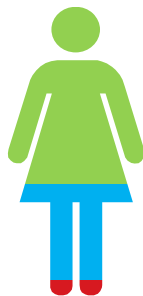
By gender

Female

61%

33%

6%



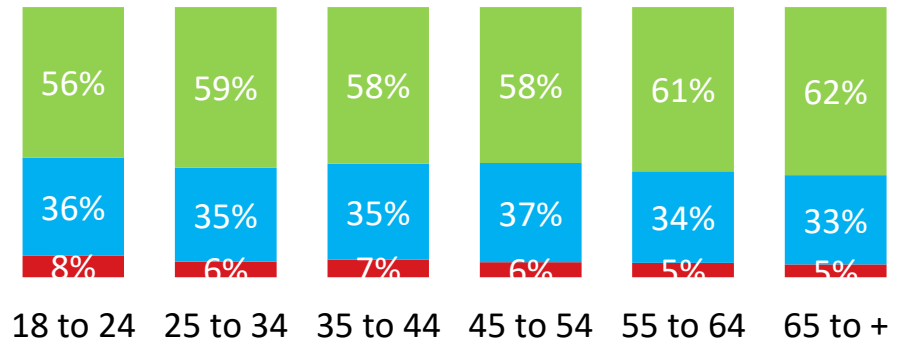
Male

57%

37%

6%

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

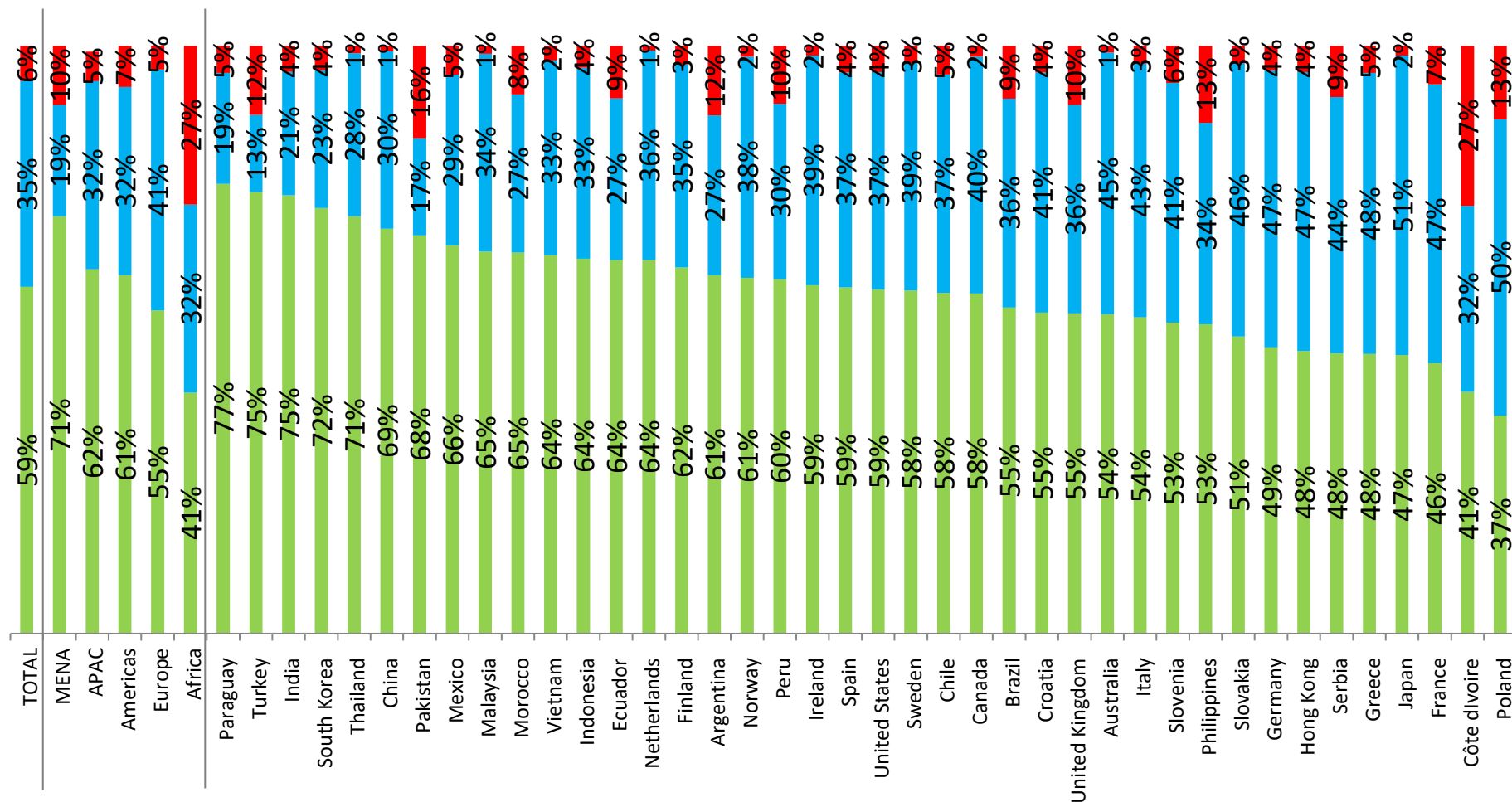


Source: WIN 2025. Base: 35.209 cases.

Quality of life is more important than length of life

% within total population

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



Source: WIN 2025. Base: 35.209 cases.

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

Q17_01 - Please indicate how much you agree or disagree with the following statements: - Quality of life is more important than length of life

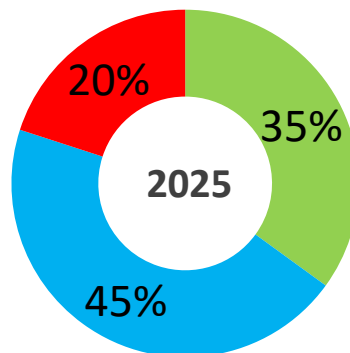
I am taking/have taken steps to prepare for old age (e.g., financial planning, healthcare directives)
% within total population

■ 1 + 2 + 3

■ 4 + 5 + 6 + 7

■ 8 + 9 + 10

Total



By gender

Female

34%

45%

22%



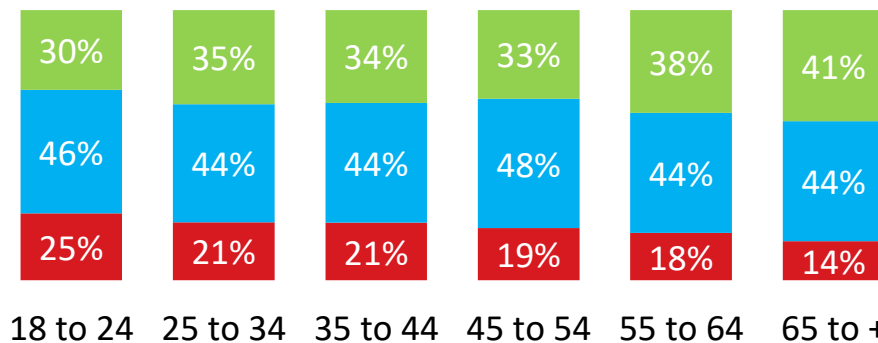
Male

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

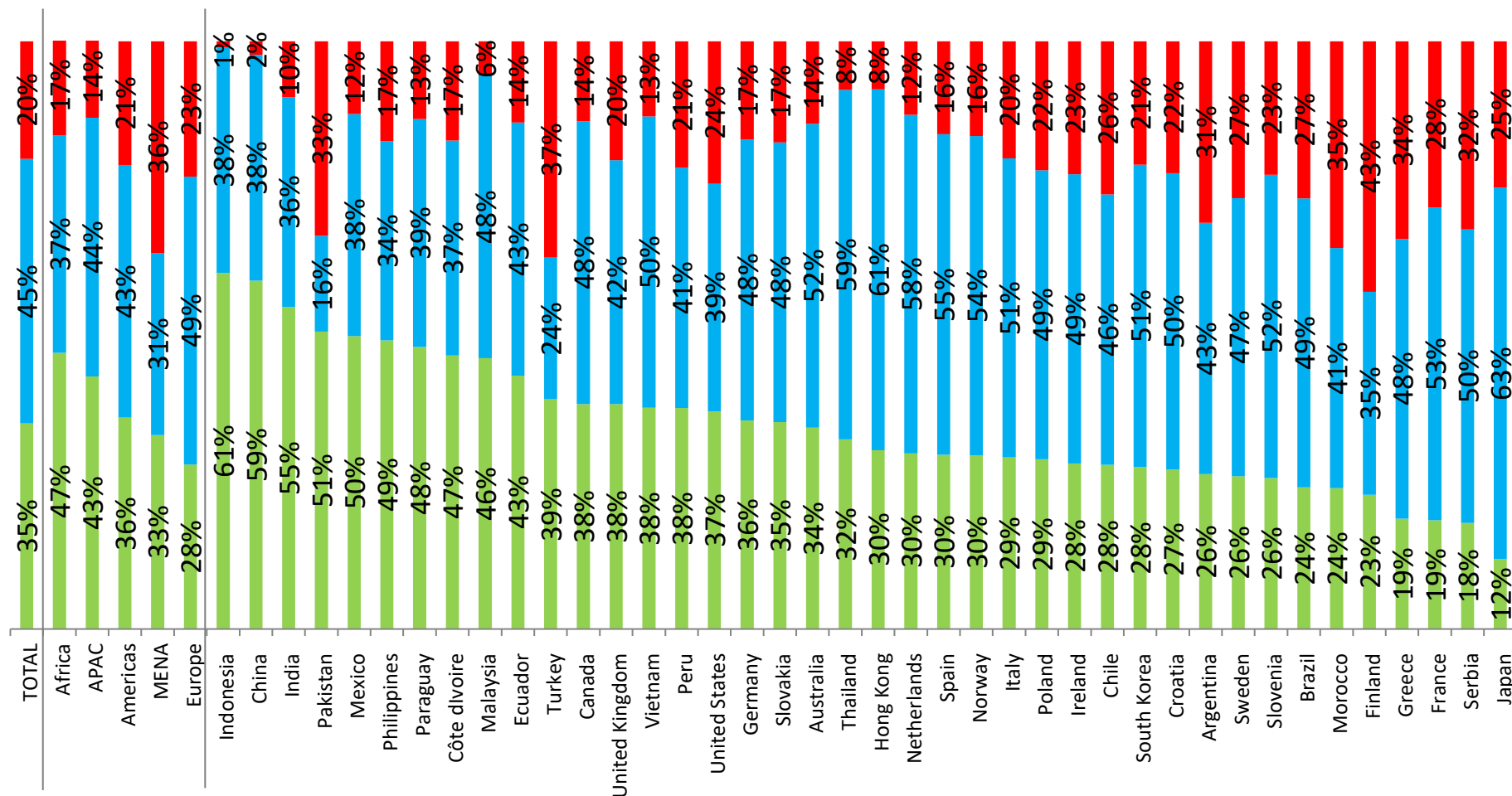


Source: WIN 2025. Base: 35.331 cases.

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



Source: WIN 2025. Base: 35.331 cases.

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

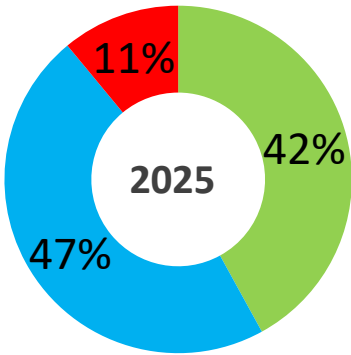
Q17_02 - Please indicate how much you agree or disagree with the following statements: - I am taking/have taken steps to prepare for old age (e.g., financial planning, healthcare directives)

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

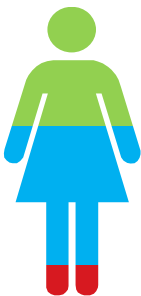
Total



By gender

Female

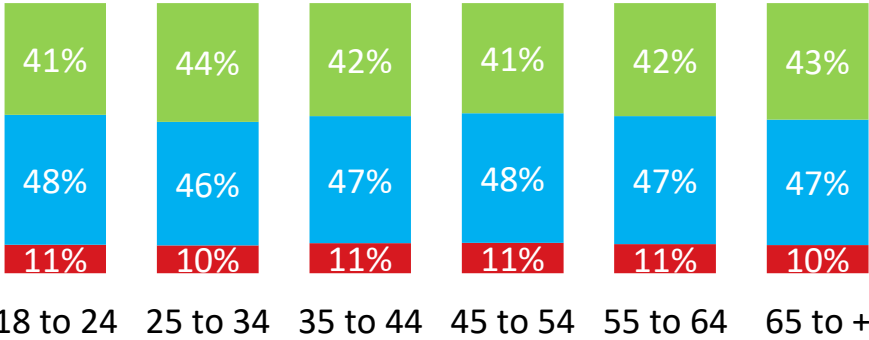
41%
48%
11%



Male

44%
46%
10%

By age group



Source: WIN 2025. Base: 35.284 cases.

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



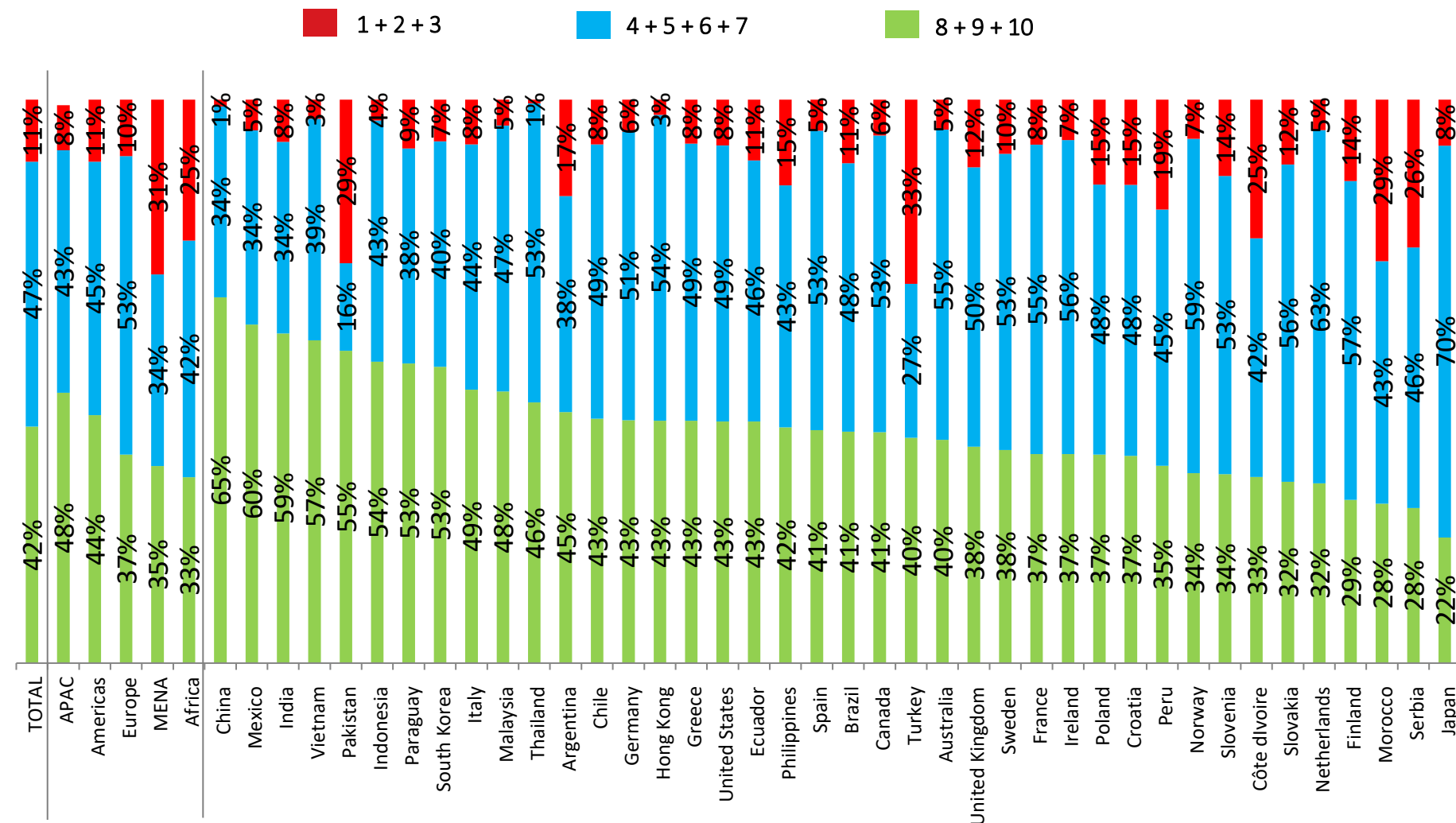
Retired/Disabled



Source: WIN 2025. Base: 35.284 cases.

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

% within total population



Source: WIN 2025. Base: 35.284 cases.

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

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

I am optimistic about living a long and healthy life

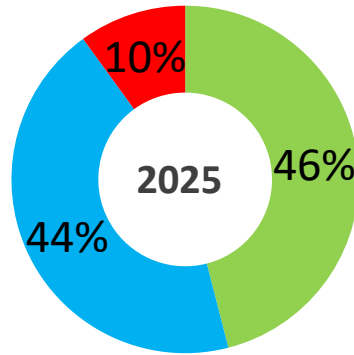
% within total population

1 + 2 + 3

4 + 5 + 6 + 7

8 + 9 + 10

Total



By gender

Female

46%

44%

11%



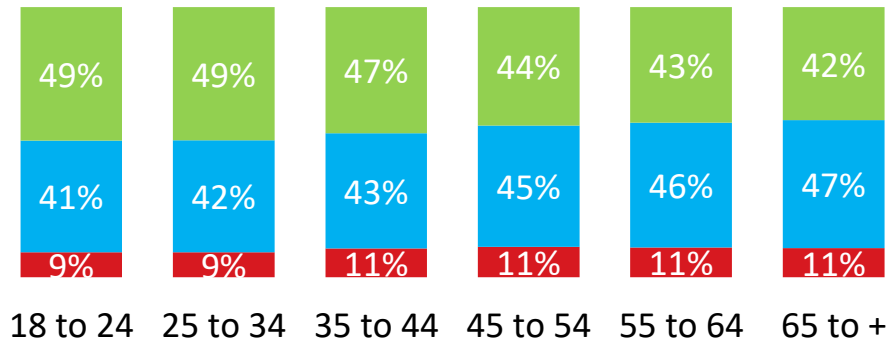
Male

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.

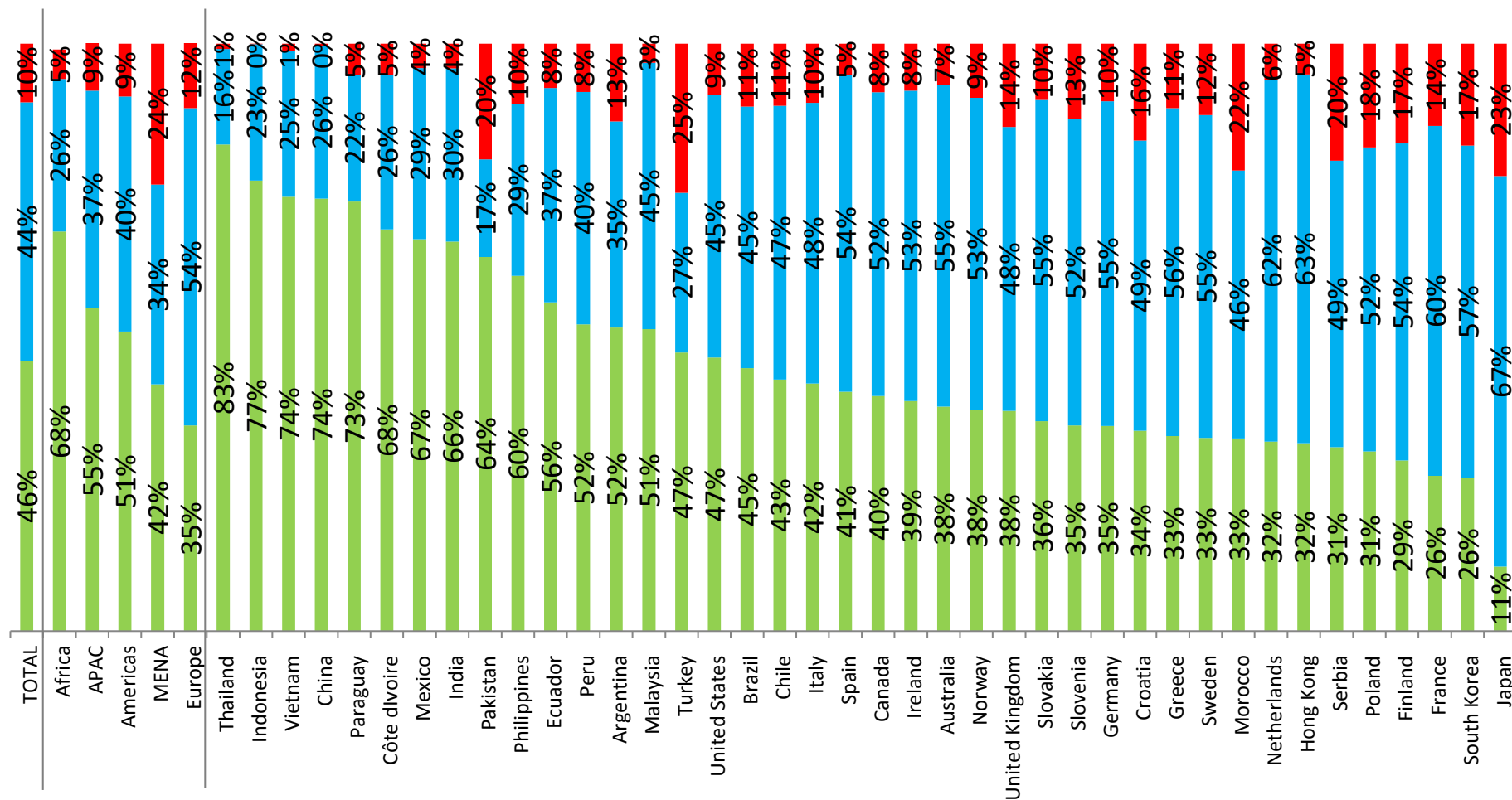
I am optimistic about living a long and healthy life

% within total population

1+2+3

4+5+6+7

8+9+10



Source: WIN 2025. Base: 35.362 cases.

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

Q17_04 - Please indicate how much you agree or disagree with the following statements: - I am optimistic about living a long and healthy life

METHODOLOGY

	Country	Company Name	Methodology	Sample	Coverage	2024-2025 Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1027	NATIONAL	30 Dec 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 research, Mediana Fides	CAWI	531	NATIONAL	17-23 January 2025
9	Ecuador	Centro de Estudios Y Datos - 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 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 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 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. 25th 2025

	Country	Company Name	Methodology	Sample	Coverage	2024-2025 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