

July 11th - World Population Day

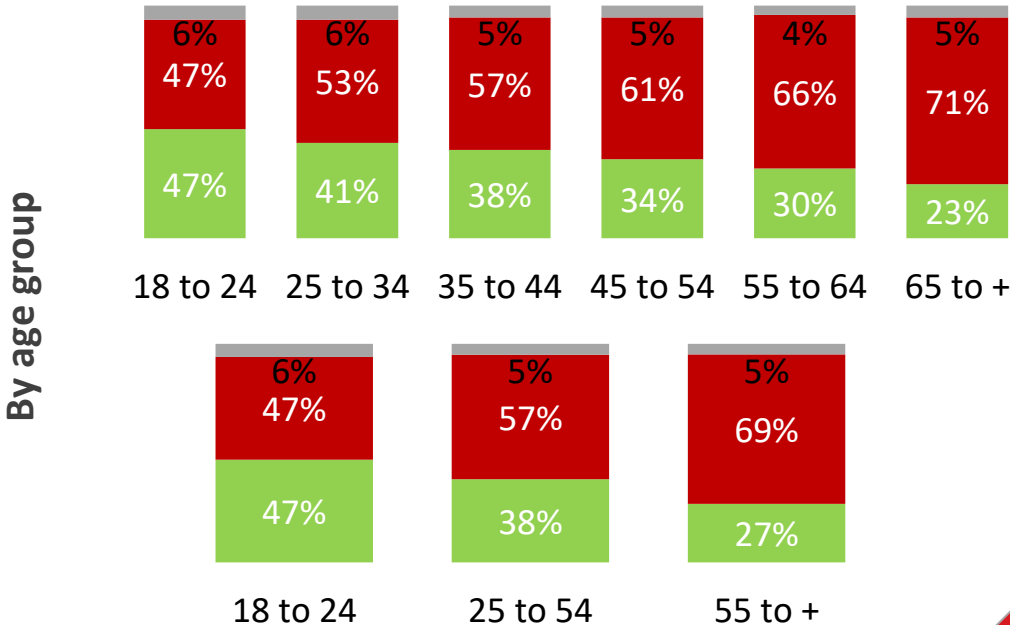
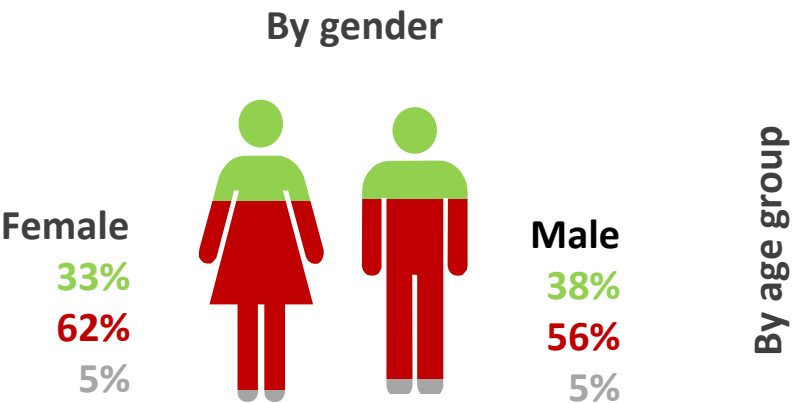
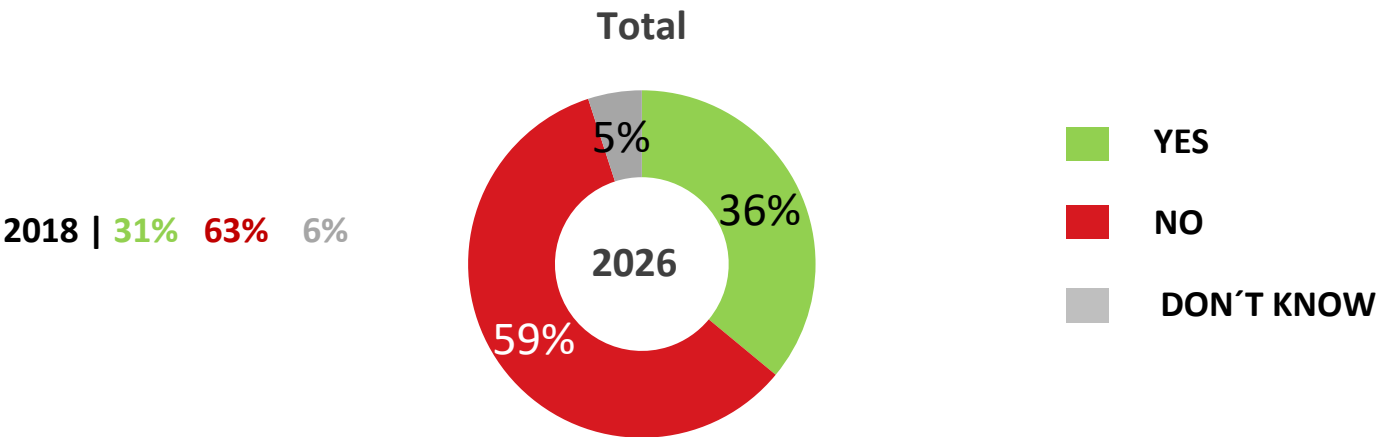


Society takes enough care of the elderly?



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

% within total population



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

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



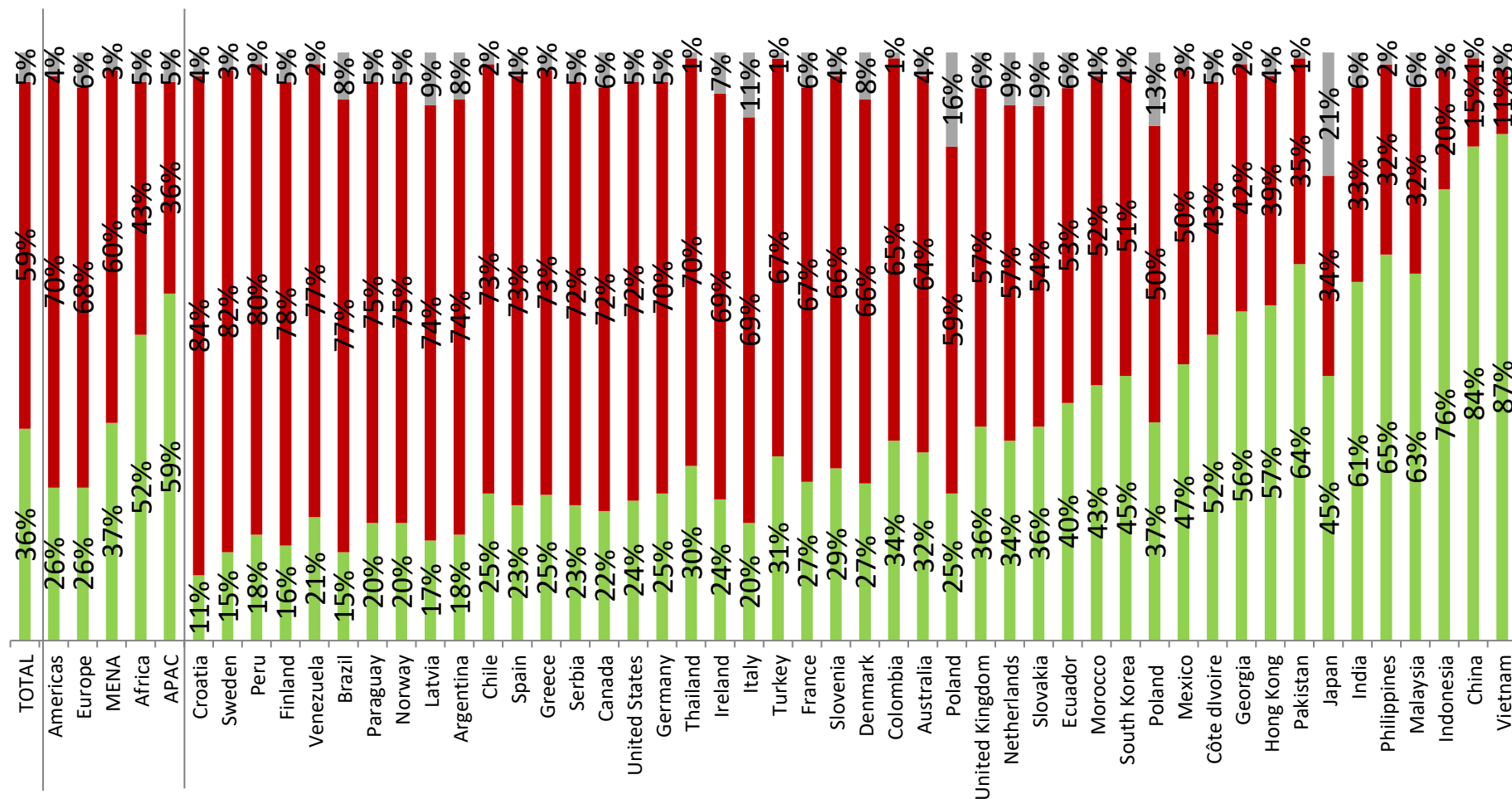
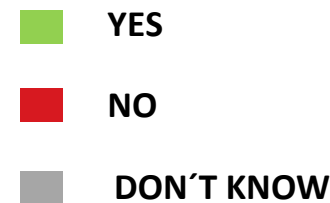
Retired/Disabled



Source: WIN 2026. Base: 45.000 cases.

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

% within total population



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

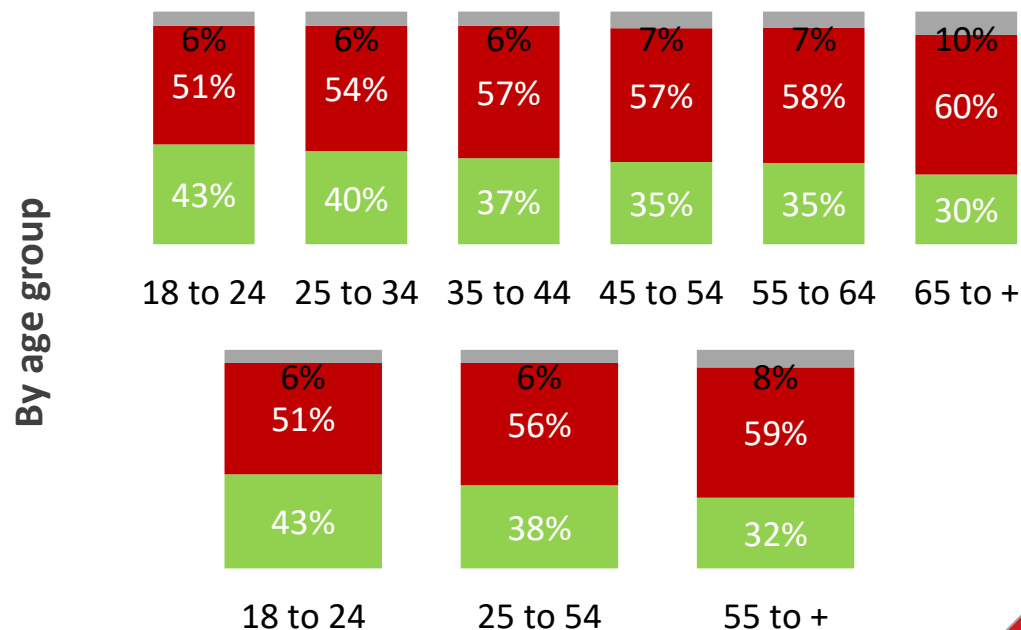
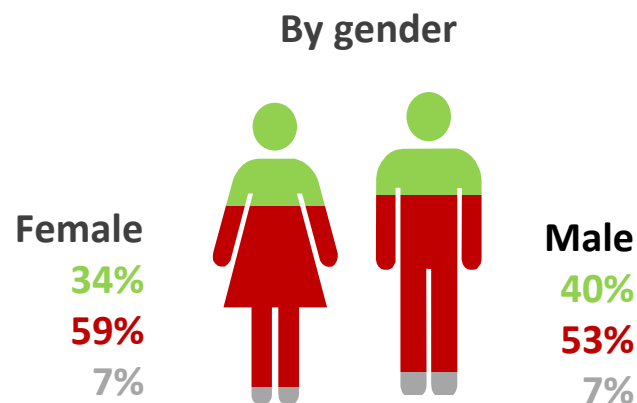
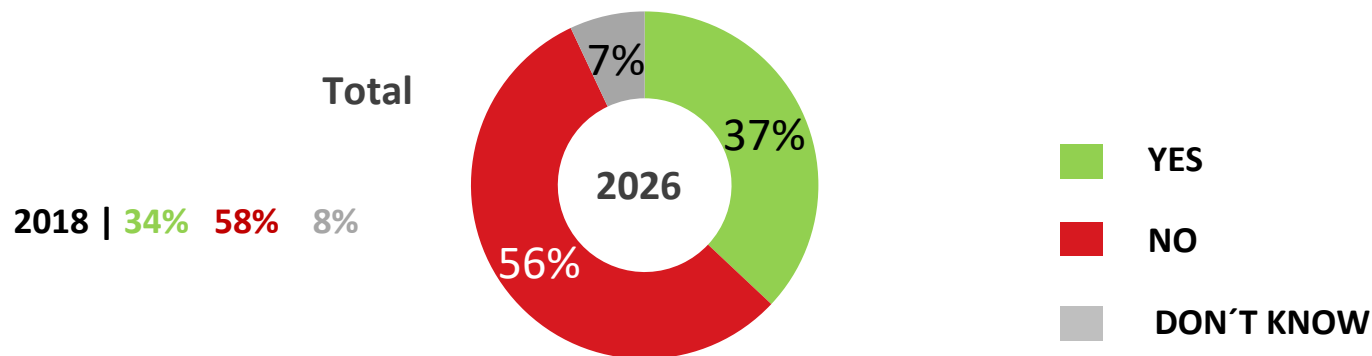
MENA has only 2 countries. Africa has only 1 country.

Q10. 1 - Do you think the society we live in takes enough care of each of the following categories? Elderly

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.

Q10. 2 - Do you think the society we live in takes enough care of each of the following categories? Youth

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



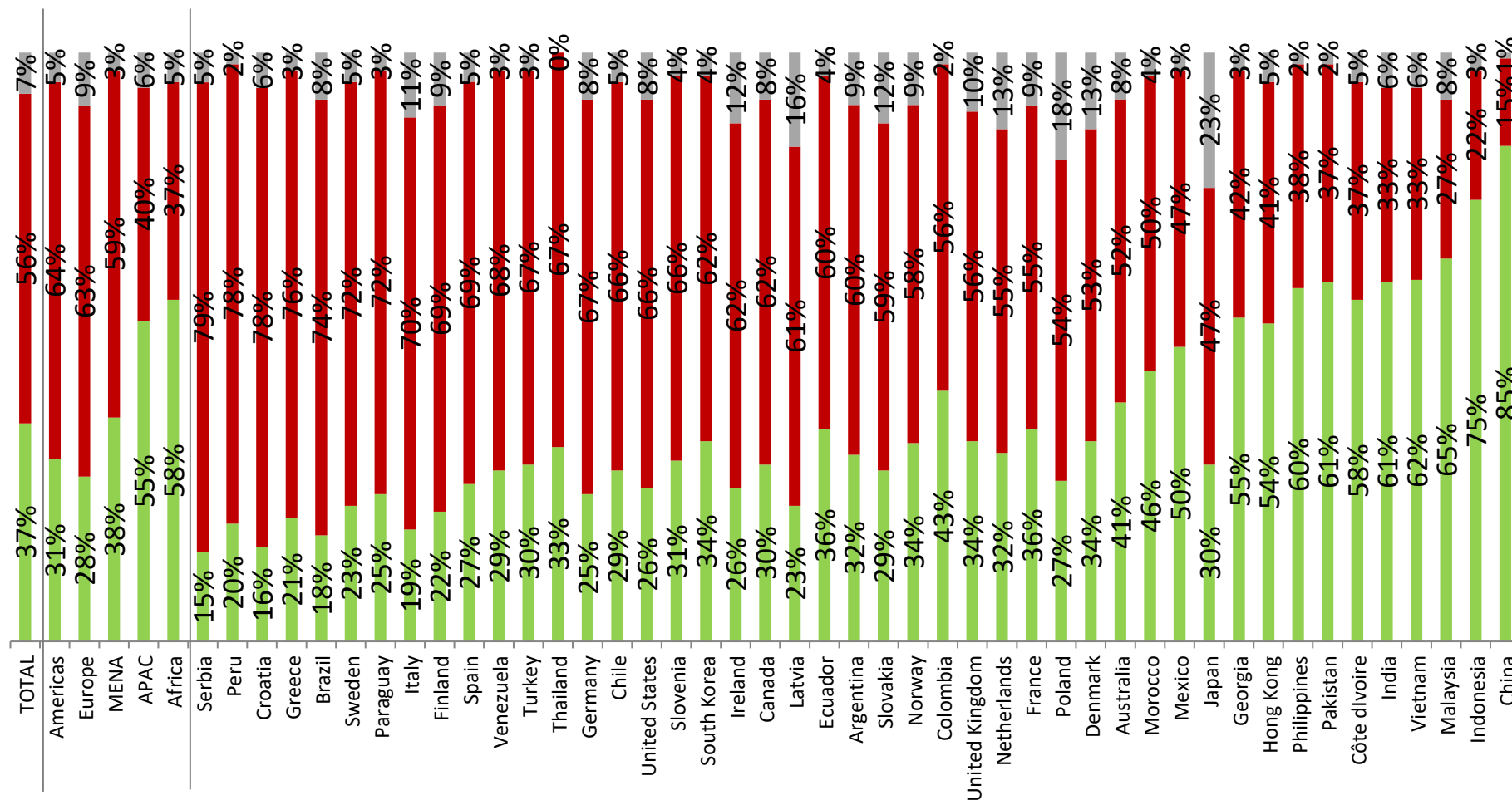
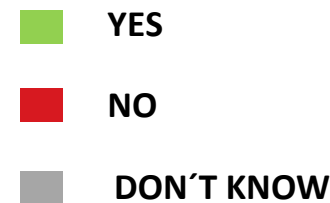
Retired/Disabled



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



Source: WIN 2026. Base: 45.000 cases.

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

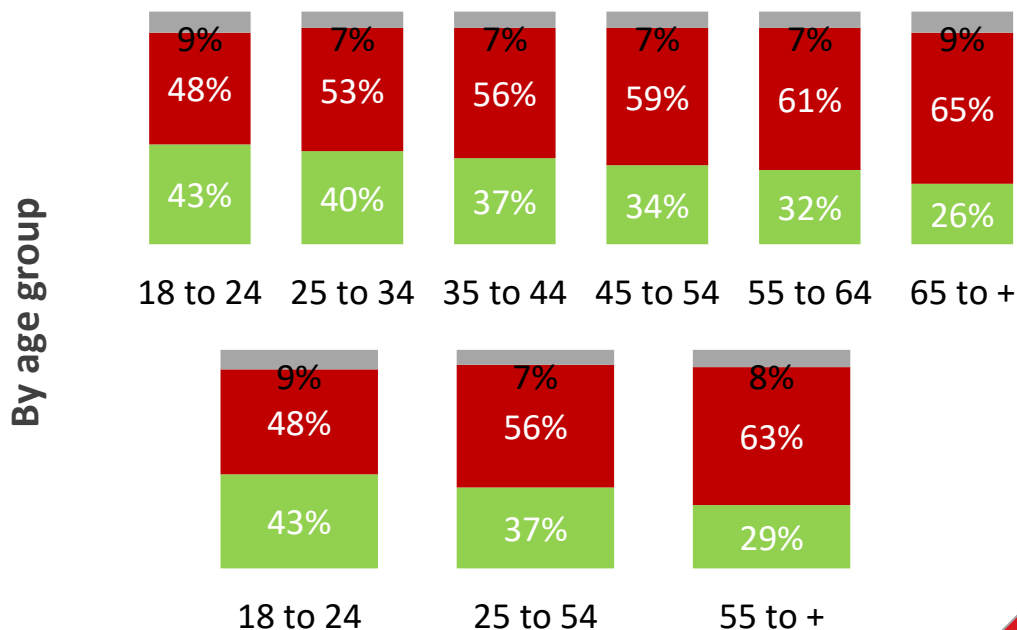
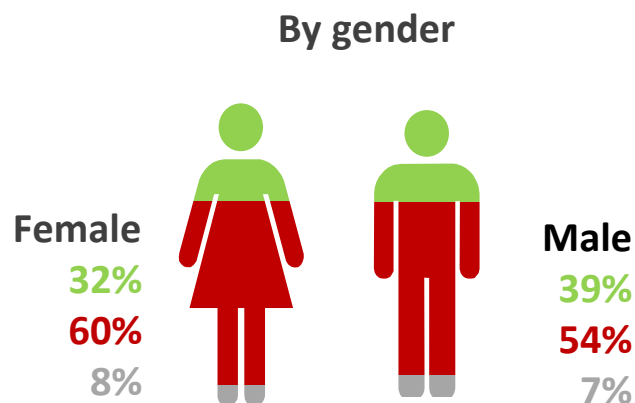
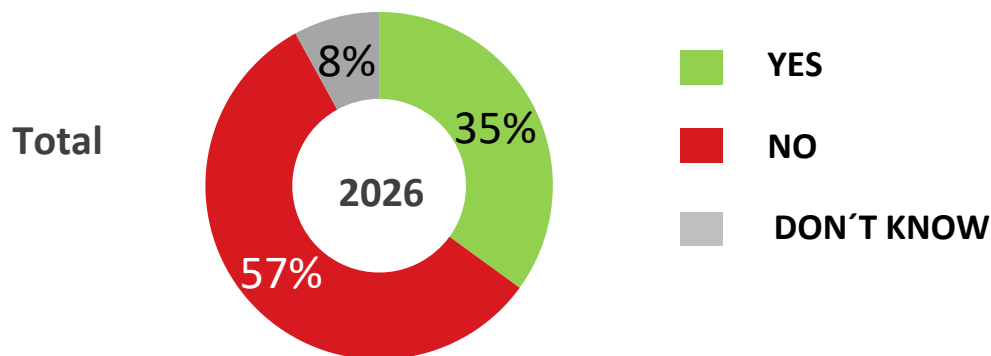
Q10. 2 - Do you think the society we live in takes enough care of each of the following categories? Youth

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.

Q10. 3 - Do you think the society we live in takes enough care of each of the following categories? Disabled

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

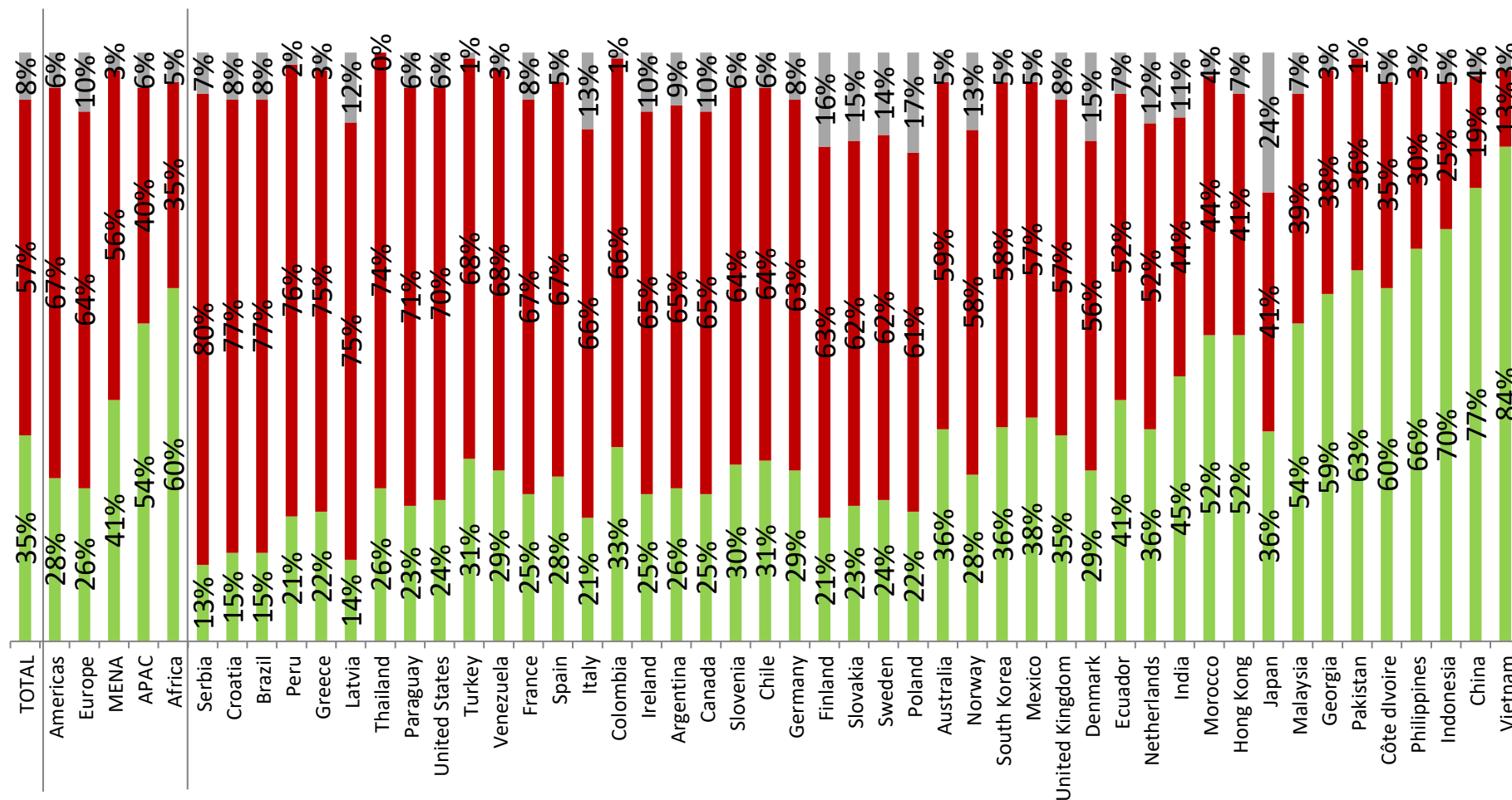
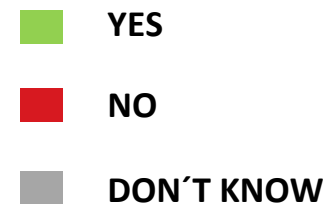


Source: WIN 2026. Base: 45.000 cases.

Q10. 3 - Do you think the society we live in takes enough care of each of the following categories? Disabled

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

% within total population

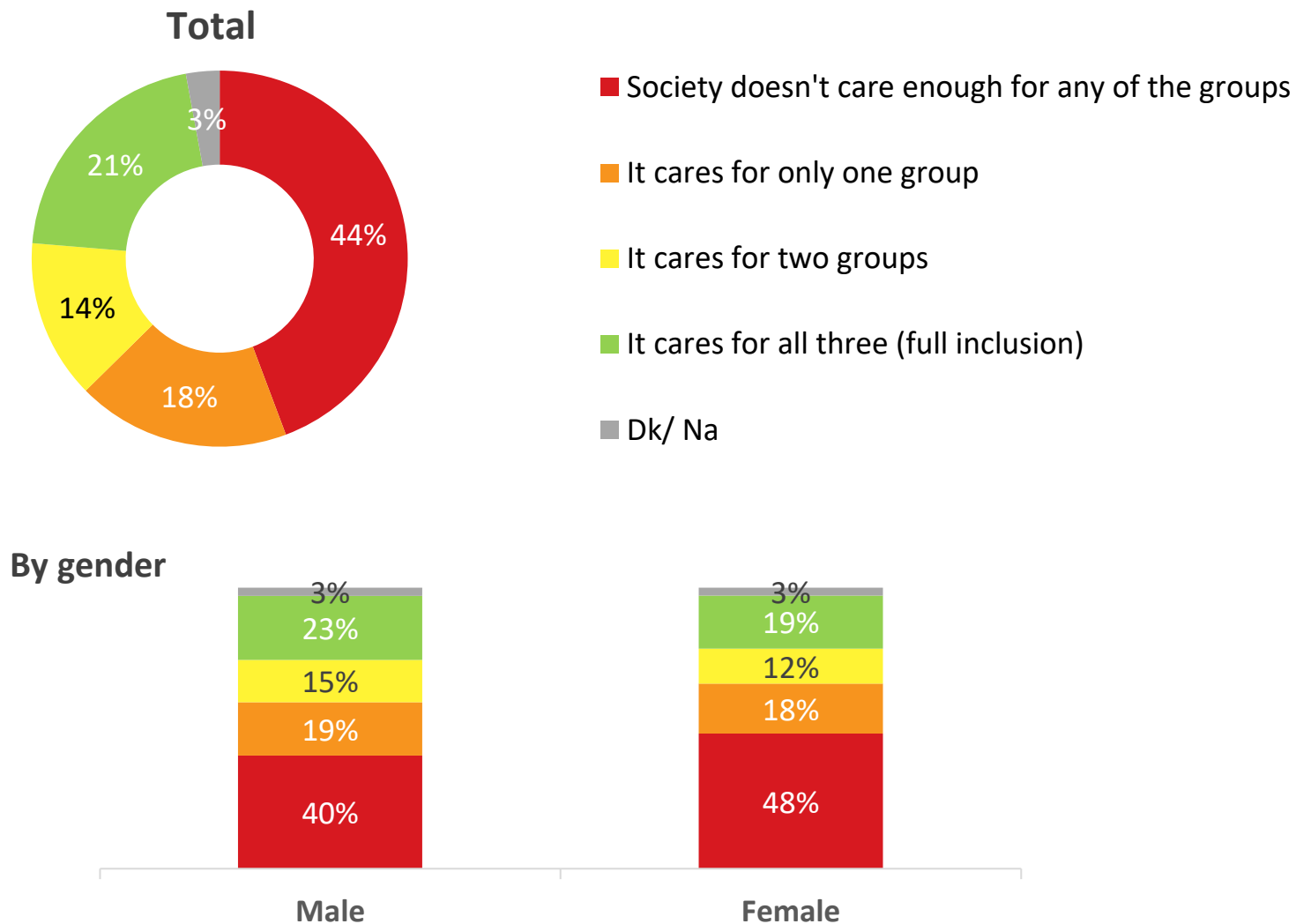


Source: WIN 2026. Base: 45.000 cases.

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

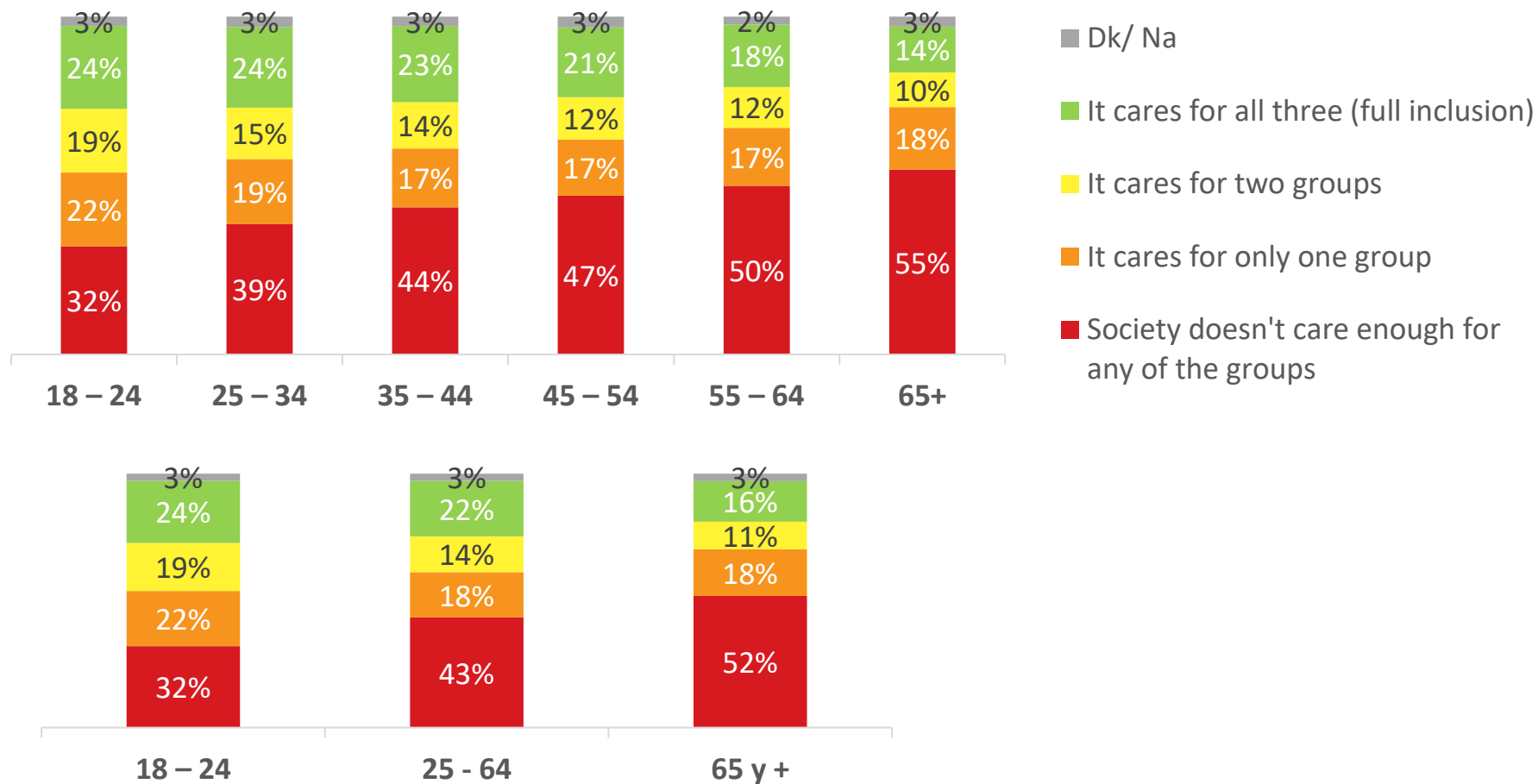


Source: WIN 2026. Base: 45.000 cases.

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?

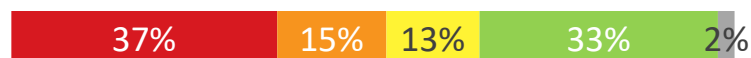
% within total population

- 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

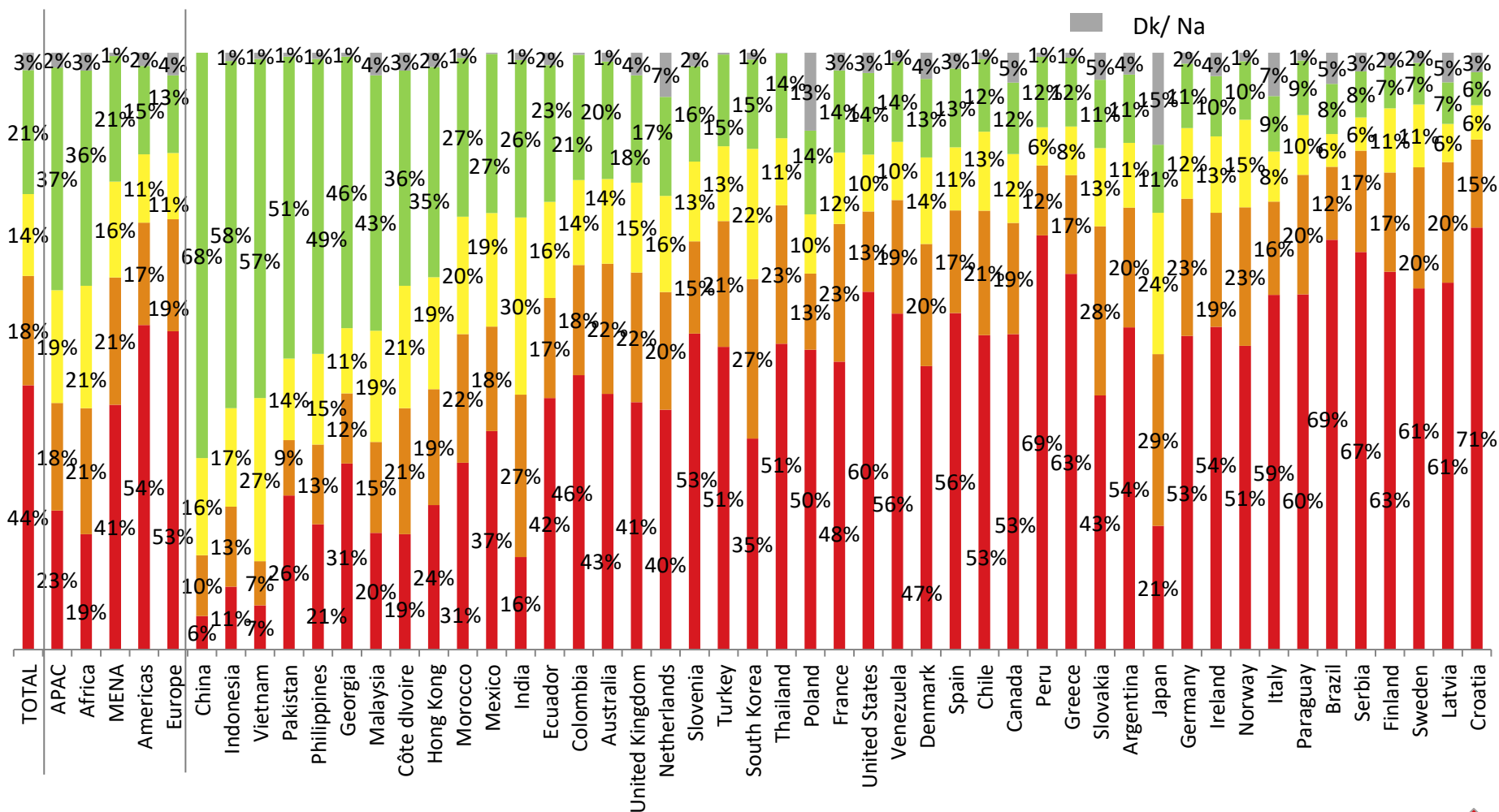


Source: WIN 2026. Base: 45.000 cases.

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
- It cares for only one group
- It cares for two groups
- It cares for all three (full inclusion)



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

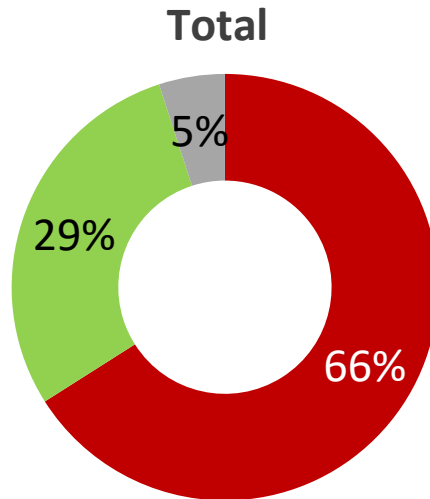
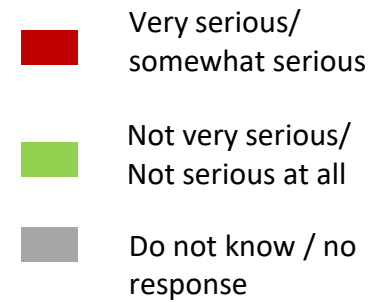
MENA has only 2 countries. Africa has only 1 country.

Age discrimination

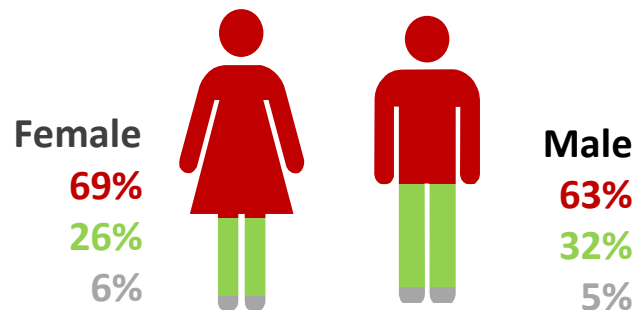


Do you think age discrimination (against older adults) is a serious issue in your country?

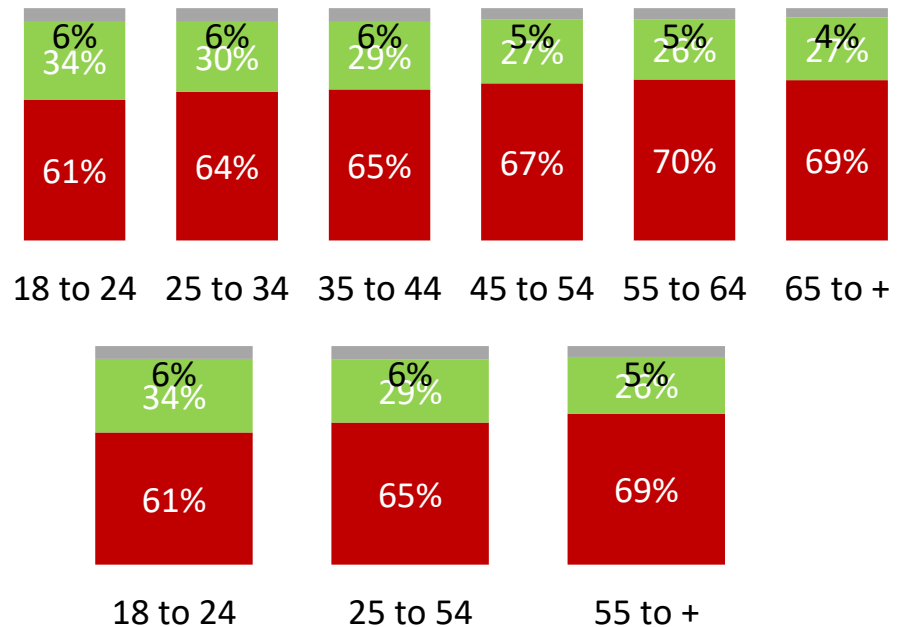
% within total population



By gender



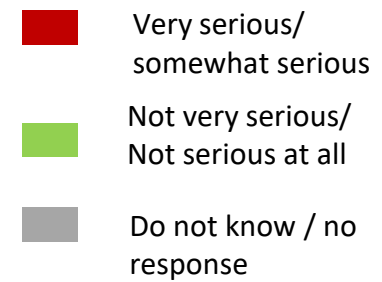
By age group



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



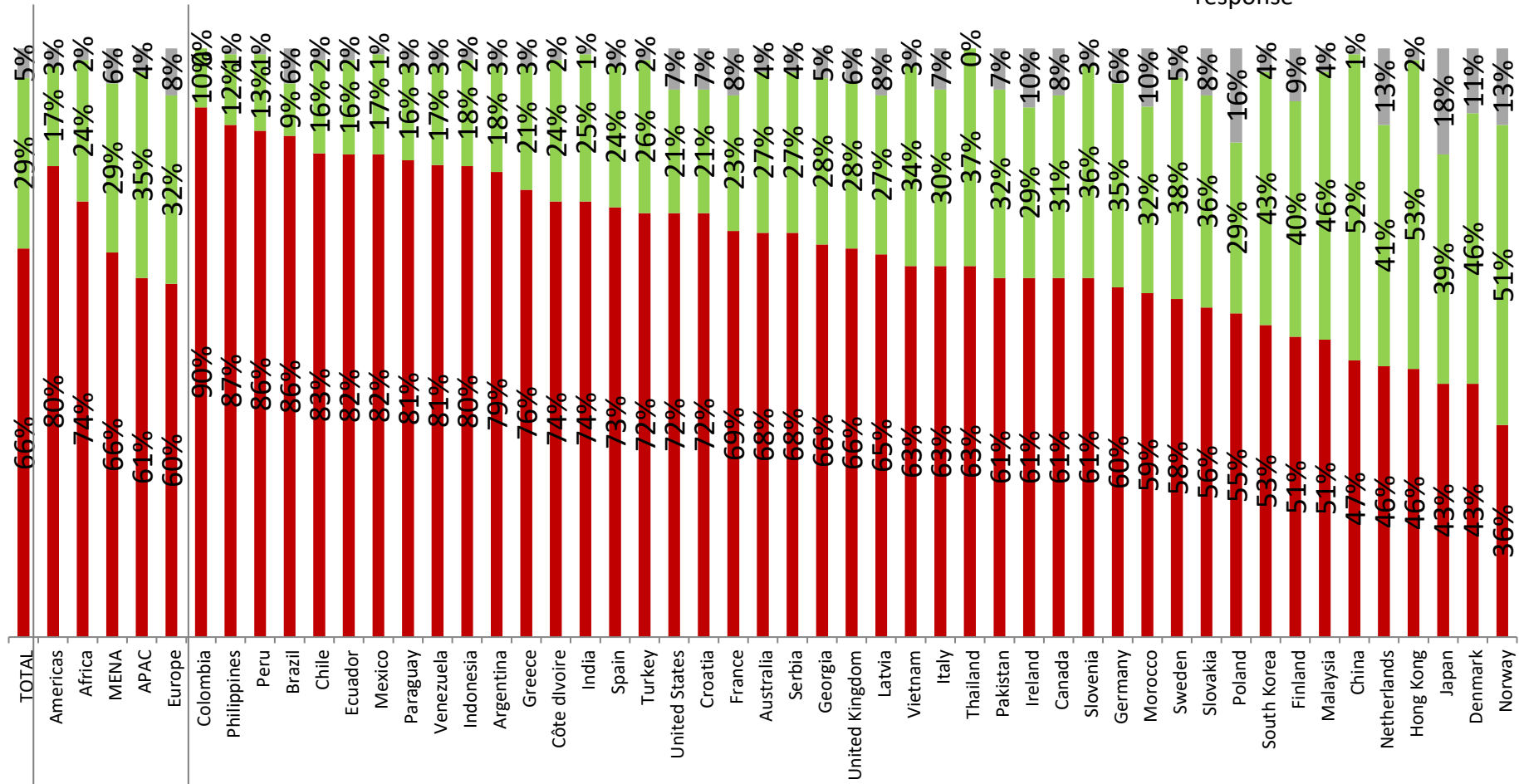
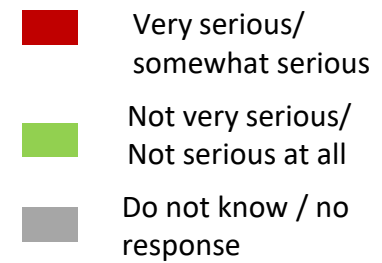
Retired/Disabled



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.

Q11 - Do you think age discrimination (against older adults) is a serious issue in your 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

Dates: 27th november 2025 to 13th February 2026

	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