

ATTITUDES TO AGEING 2025

A 32-Country Global
Advisor Survey

July 2025

PART ONE: Headlines



Introduction

In countries across the world, populations are getting older.

The UN predicts that by 2030, [one in six people will be aged 60 or over](#). But are cultural attitudes adapting to this change?

In this 32-country study, we examine people's attitudes towards ageing, picking out how these have changed – or not changed – since 2018.

Topics covered include:

- 1. Population perceptions (and realities).** How accurately do people see the proportion of young and old people in their country?
- 2. Expectations for old age.** To what extent do people across the world look forward to old age?
- 3. When does old age begin?** How does “old age” differ across demographics and countries?
- 4. Ideal ages of milestone life events.** When is the perfect time to e.g. have a baby, buy a house, or get married. When is it ‘too late’?
- 5. Minimum and maximum ages per profession.** How old should a person be to e.g. be a country leader, a CEO or a pilot? And at what age does someone become too old to perform these roles properly?



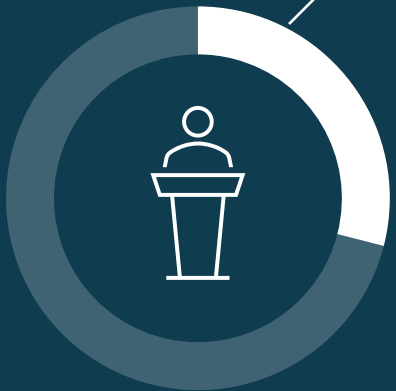
Even as our life expectancy is increasing and many of the life stages that people go through are gradually creeping upwards, our perceptions of when is the right time to do those things is not keeping up.

At a glance



38%

say they are looking forward to their old age, vs. **57%** who say they are not.



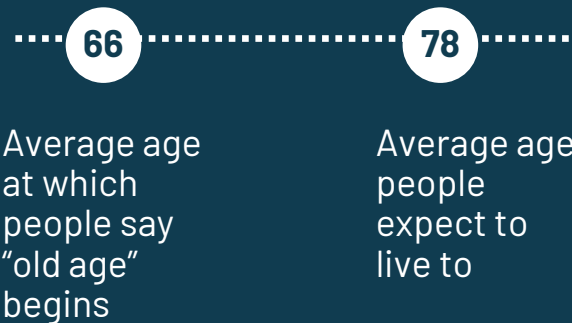
29%

think a person can be leader of their country **at any age.**

People expect to experience...

12 years

...of old age.



Ideal age for life events



Key findings



The world may be ageing – but when you're considered old hasn't changed

On average across 32 countries, people say that "old age" begins at 66. But despite the world getting older, perceptions of ageing have hardly shifted since 2018 – and have reversed in Latam.



We tend to overestimate the size of the ageing population

Many countries vastly overestimate the proportion of their population that is over 65 years old. Mexicans think three in 10 people (30%) in their country are over 65, more than three times the actual figure of 8%.



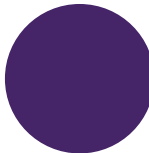
Most people are not looking forward to their old age

Across 32 countries, 57% say they are not looking forward to their old age (vs. 38% who say they are). Enthusiasm rises with income, education level, and distance from actually being old, with young people more enthusiastic.



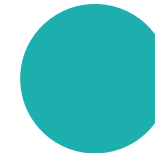
People expect to enjoy 12 years of "old age"

On average, people across 32 countries expect to live to 78 years old, leaving them 12 years of "old age". This rises to 17 years of old age among Filipinos and Indonesians. Meanwhile in Hungary, old age begins at 65, yet people only expect to live until 64.



The Prime of Life? 28–35 are seen as milestone years

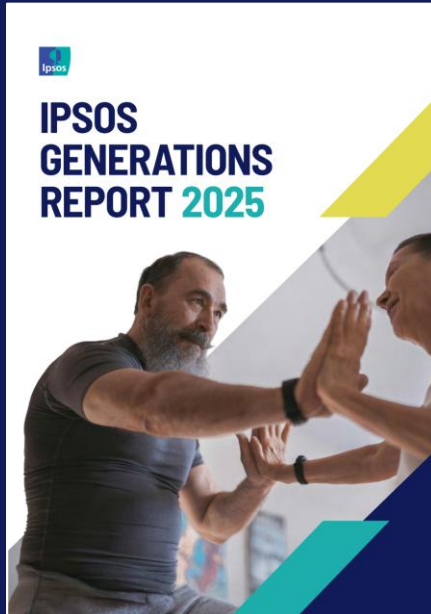
For a majority of countries, the ideal time to get married, buy a first house, and have a baby are between 28 and 35 years old.



Three in 10 think a person can be leader of their country at any age

For those who are willing to set an age limit, 61 is seen as the age when a person becomes too old. In 16 countries, the current leader is older than the age at which people in that country think a person becomes too old to adequately perform the role.

Further reading



Ipsos Generations Report 2025

Find out how to uncover real generational change, where the attitudinal gaps lie between Gen Z men and women, why we shouldn't ignore Gen X and how older adults are shaping the future.



[WEBINAR] Ipsos KEYS: Rethinking Generations

Watch our experts discuss generational analysis, the quiet power of Generation X, the business opportunities of changing demography and the nuances within generations.

PART TWO:

Detailed results



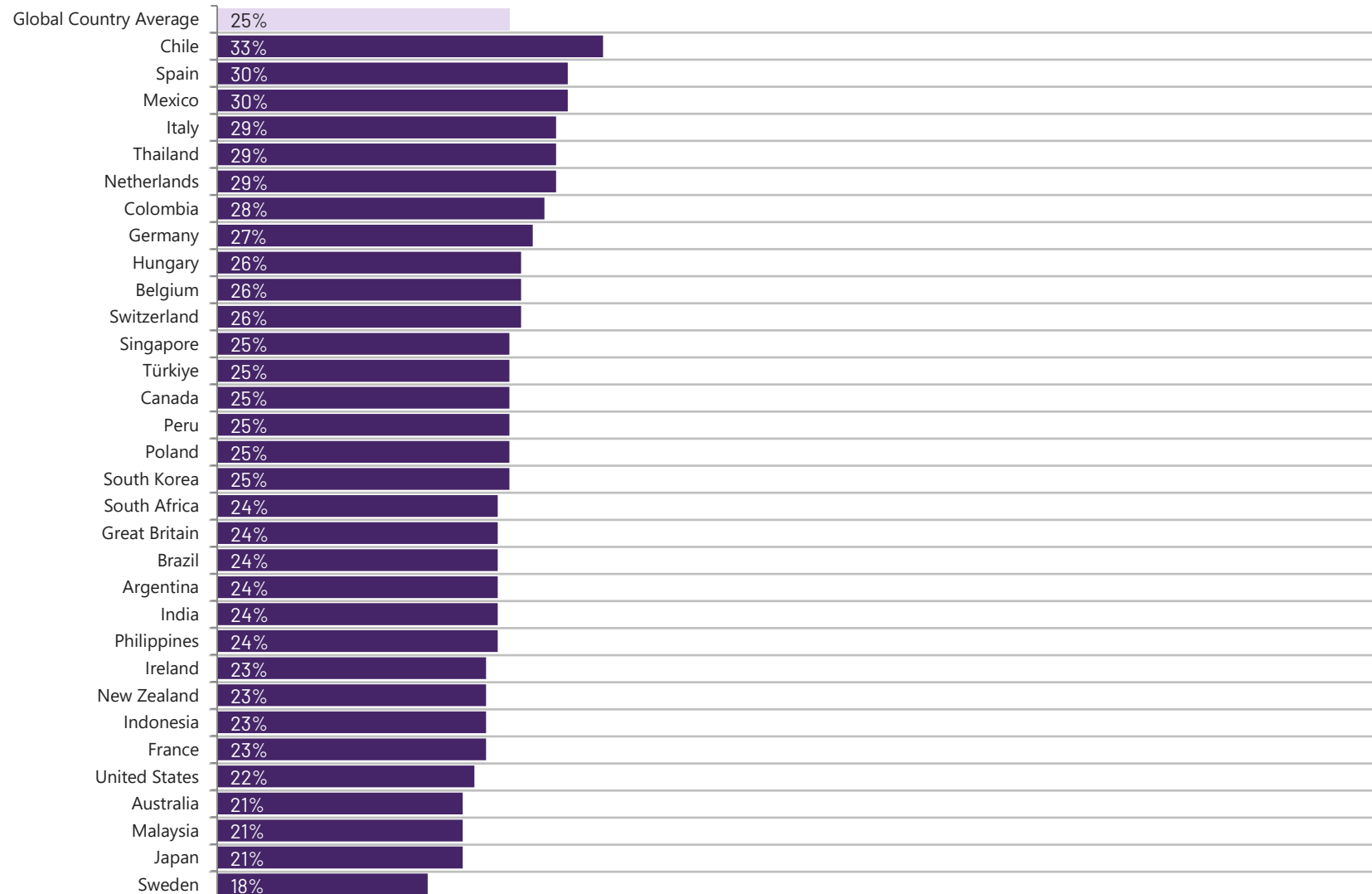
Population perceptions (and realities)

Out of every 100 people in ...,
about how many do you think
are **over 65 years old**?

Mean score

Base: 23,745 online adults under the age of 75 across
32 countries, interviewed 24 January and 7 February
2025.

Country

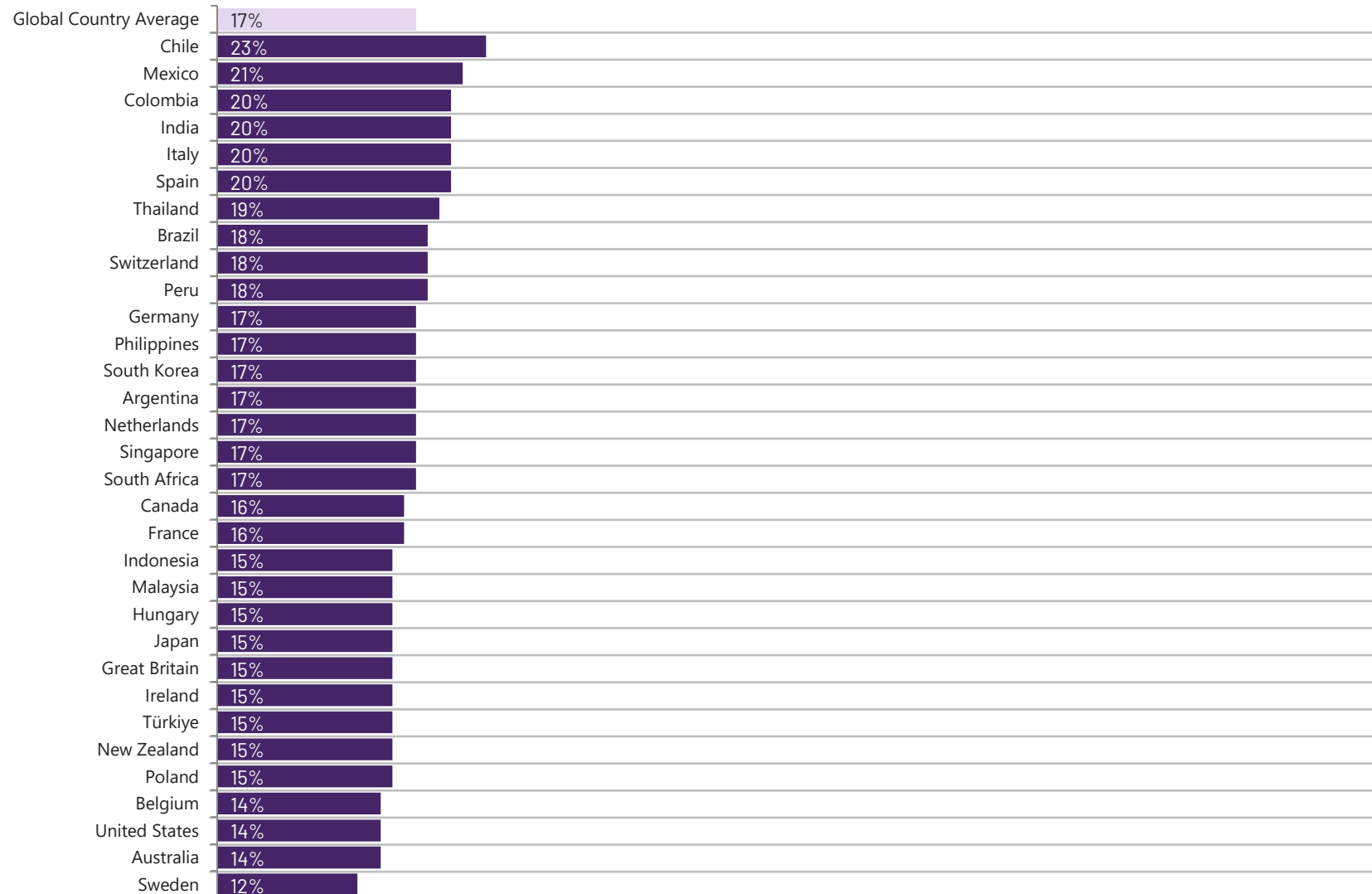


Out of every 100 people in ...,
about how many do you think
are **over 75 years old**?

Mean score

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32 countries, interviewed 24 January and 7 February
2025.

Country

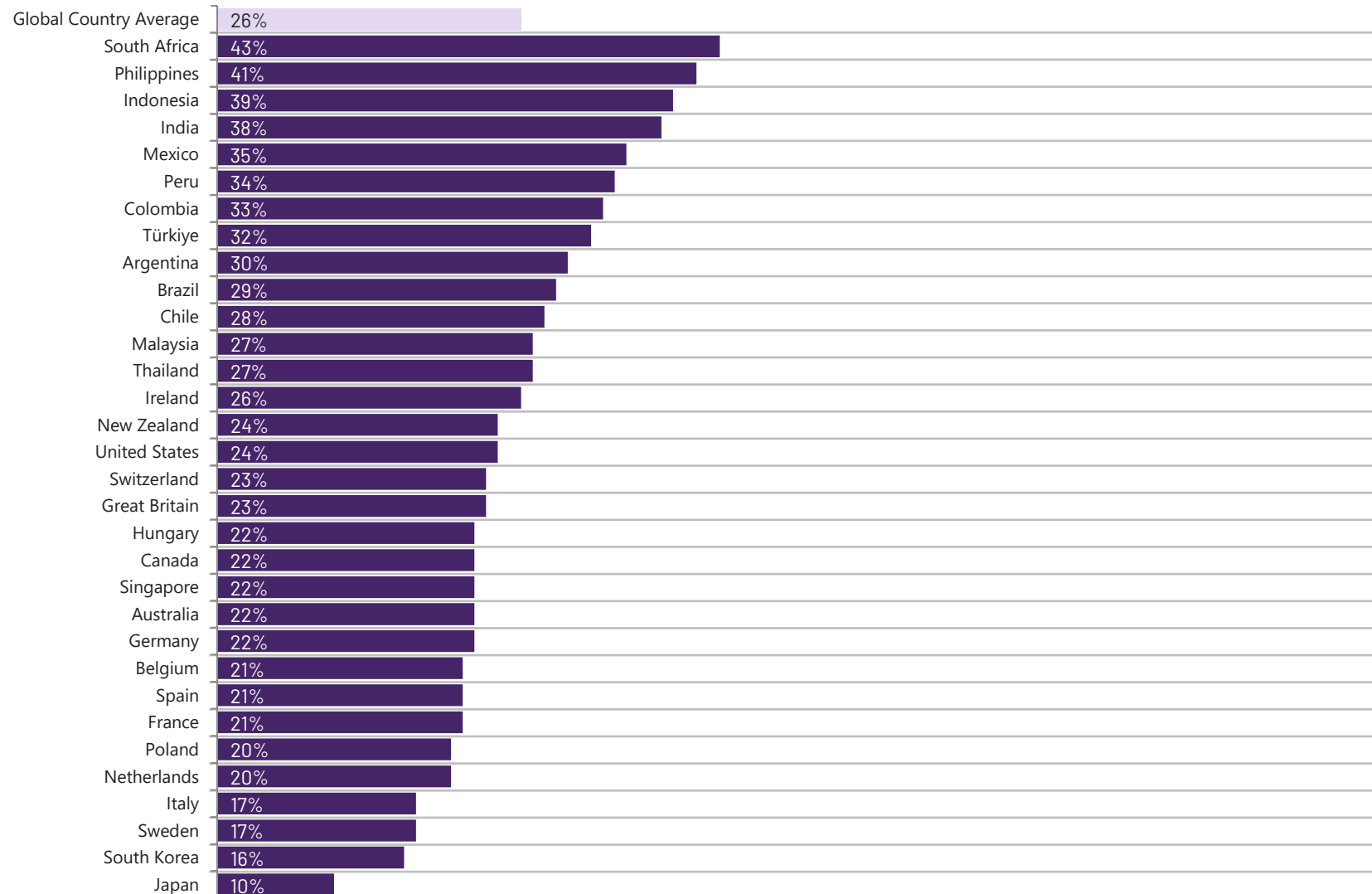


Out of every 100 people in ...,
about how many do you think
are **aged 18 or younger**?

Mean score

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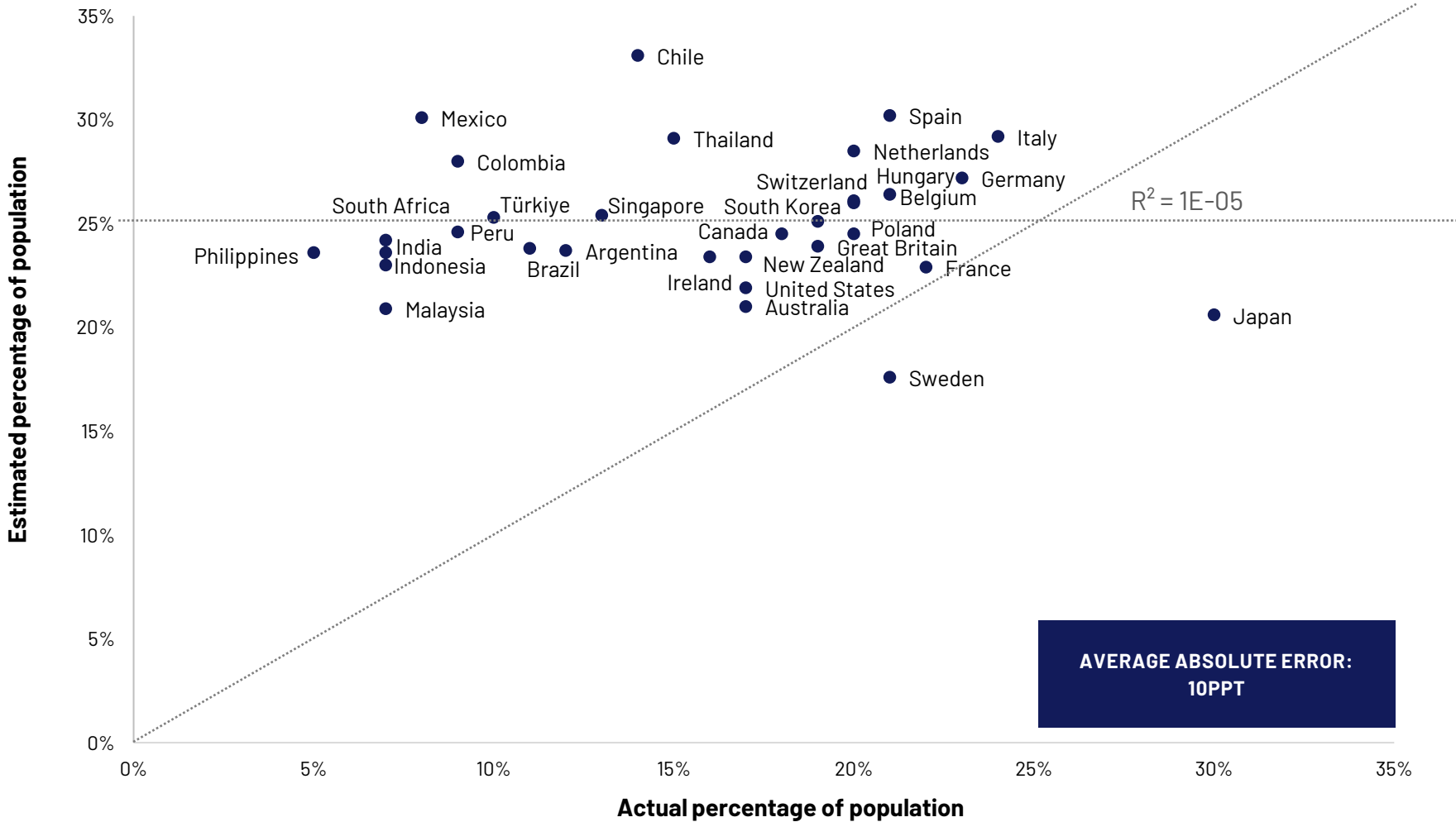
Country



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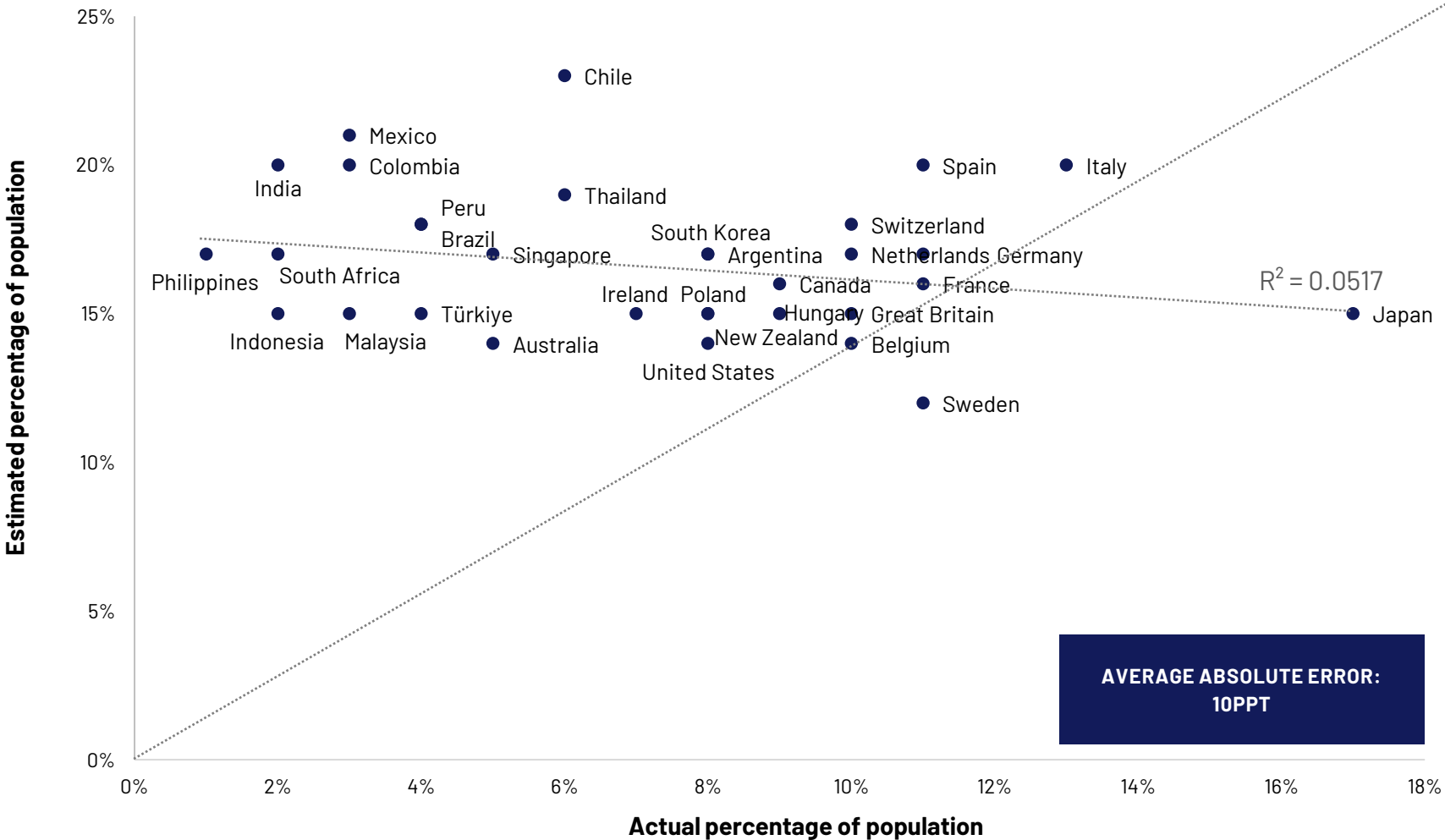
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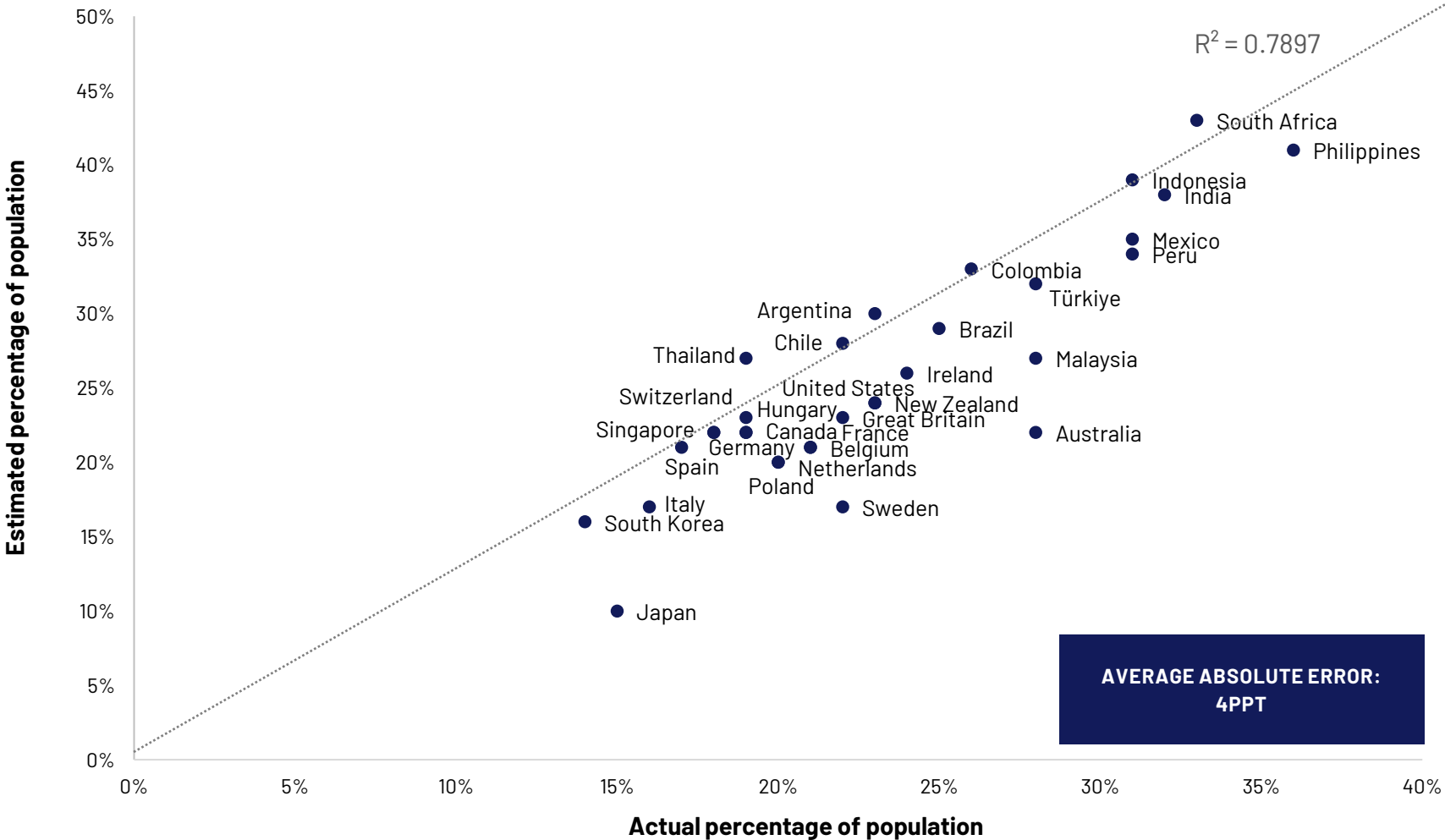
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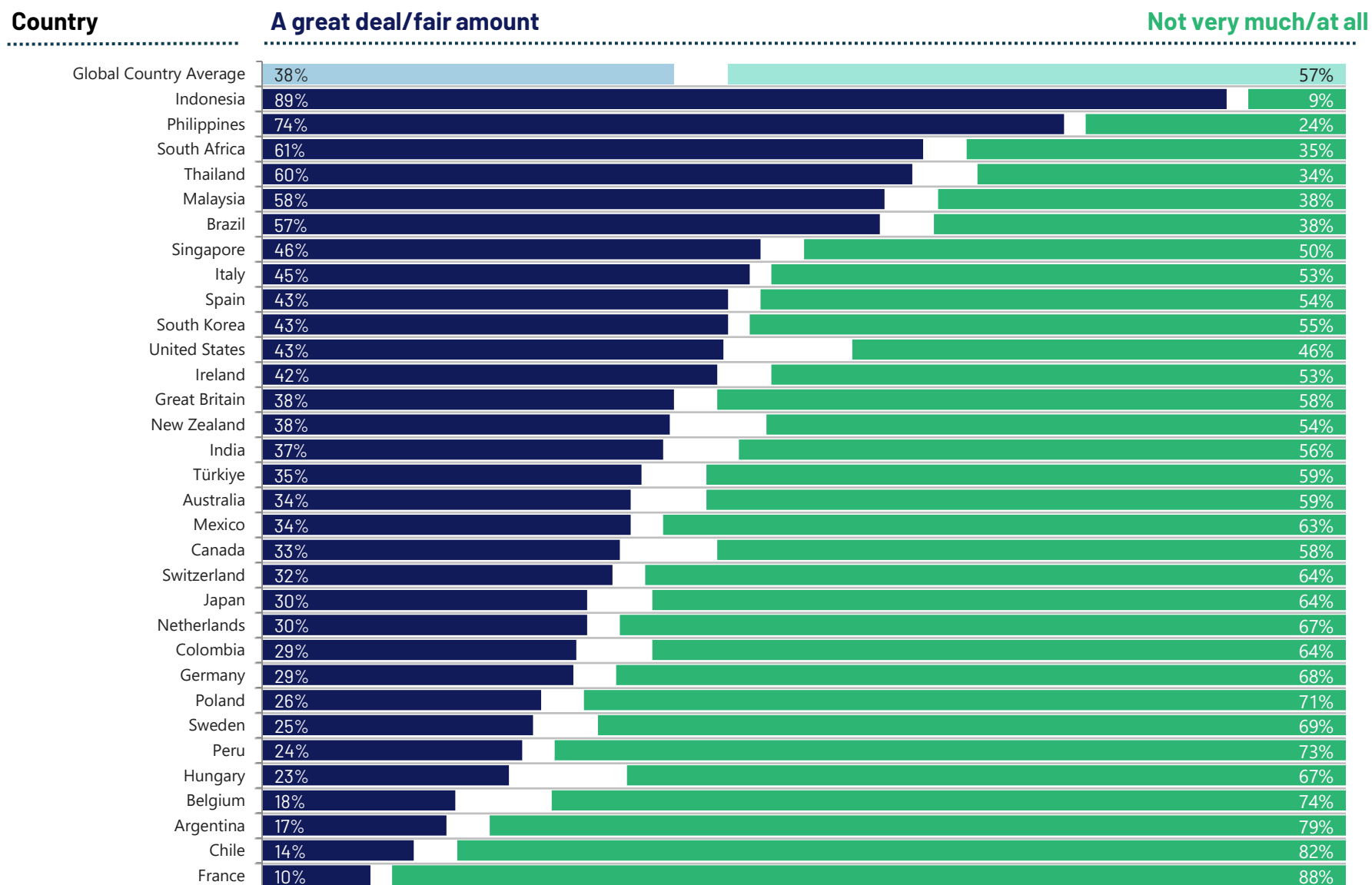
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Looking forward to old age

To what extent, if at all, are you looking forward to your old age?

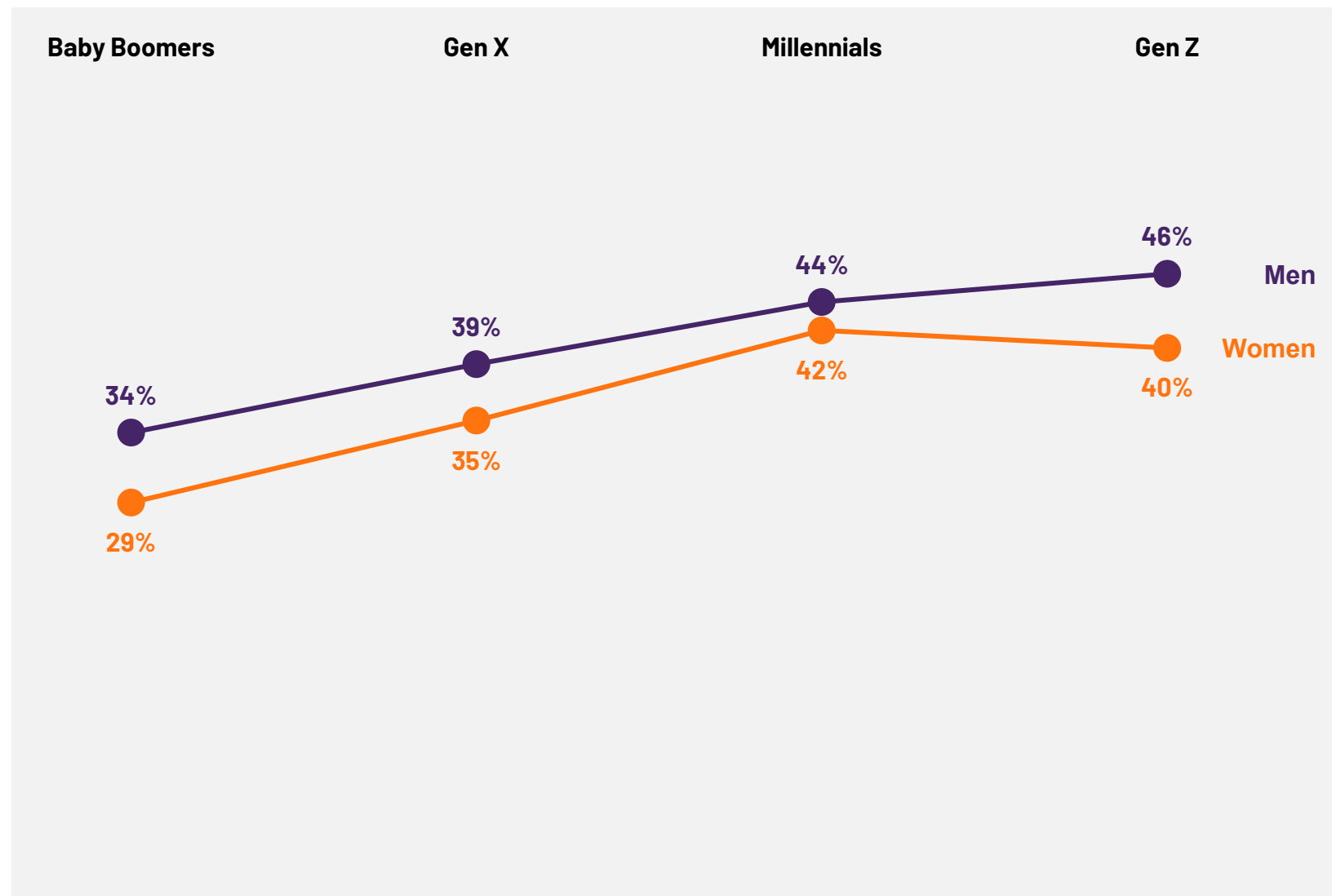
Base: 23,745 online adults under the age of 75 across 32 countries, interviewed 24 January and 7 February 2025.



To what extent, if at all, are you looking forward to your old age?

% looking forward a great deal/fair amount

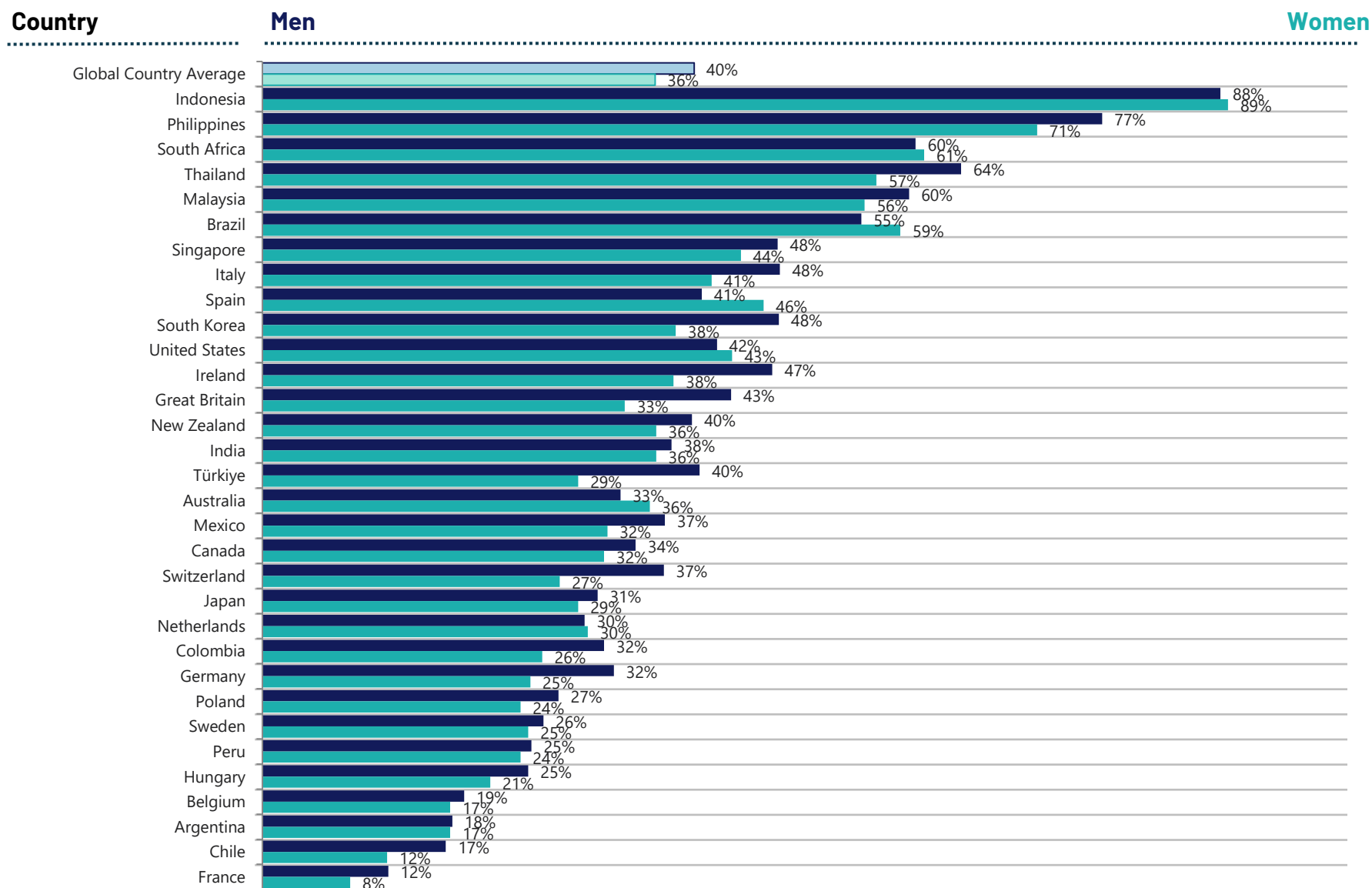
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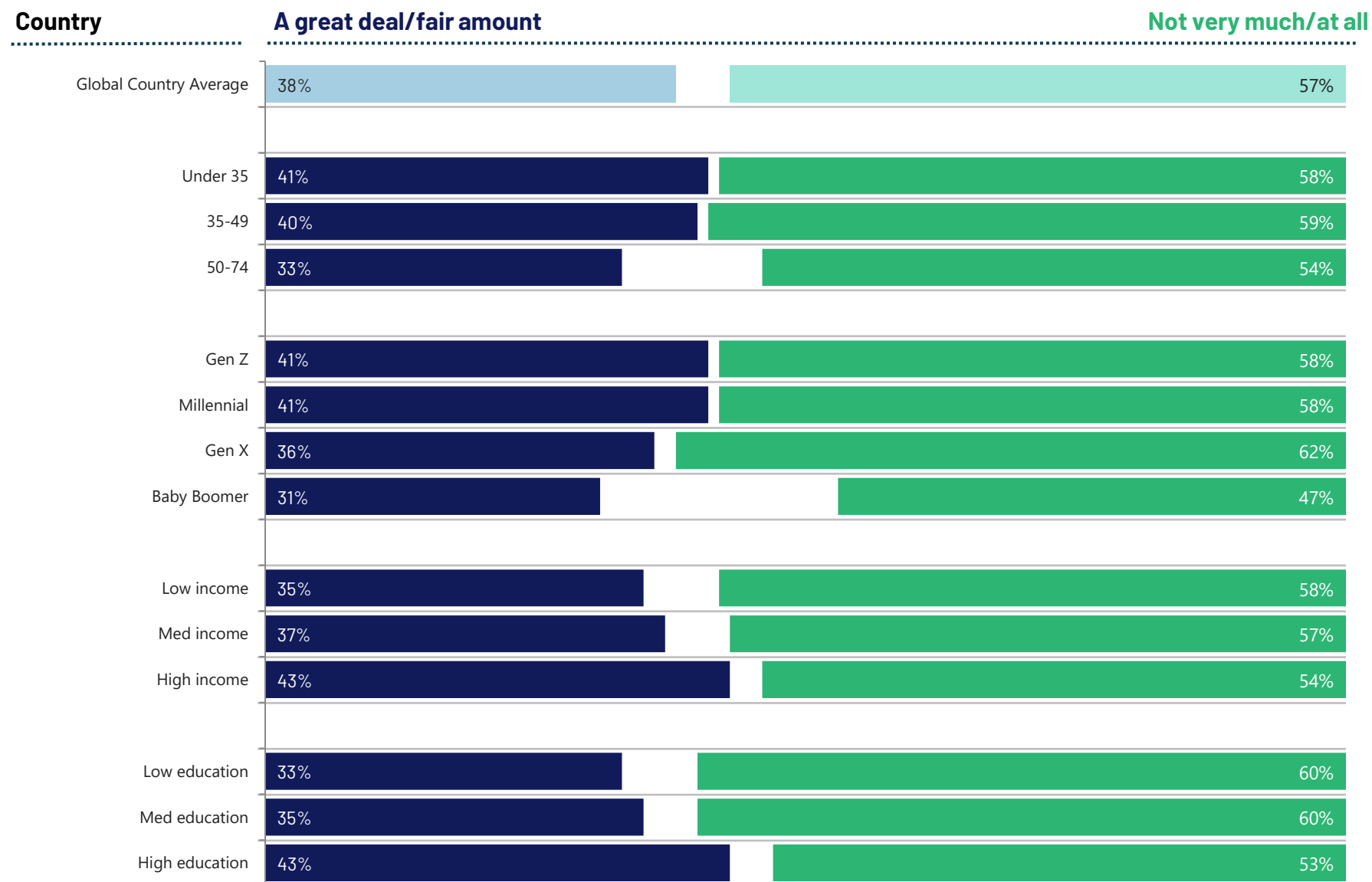
Base: 23,745 online adults under the age of 75 across 32 countries, interviewed 24 January and 7 February 2025.



To what extent, if at all, are you looking forward to your old age?

Global demographics (All 32 countries)

Base: 23,745 online adults under the age of 75 across 32 countries, interviewed 24 January and 7 February 2025.



When does old age begin?

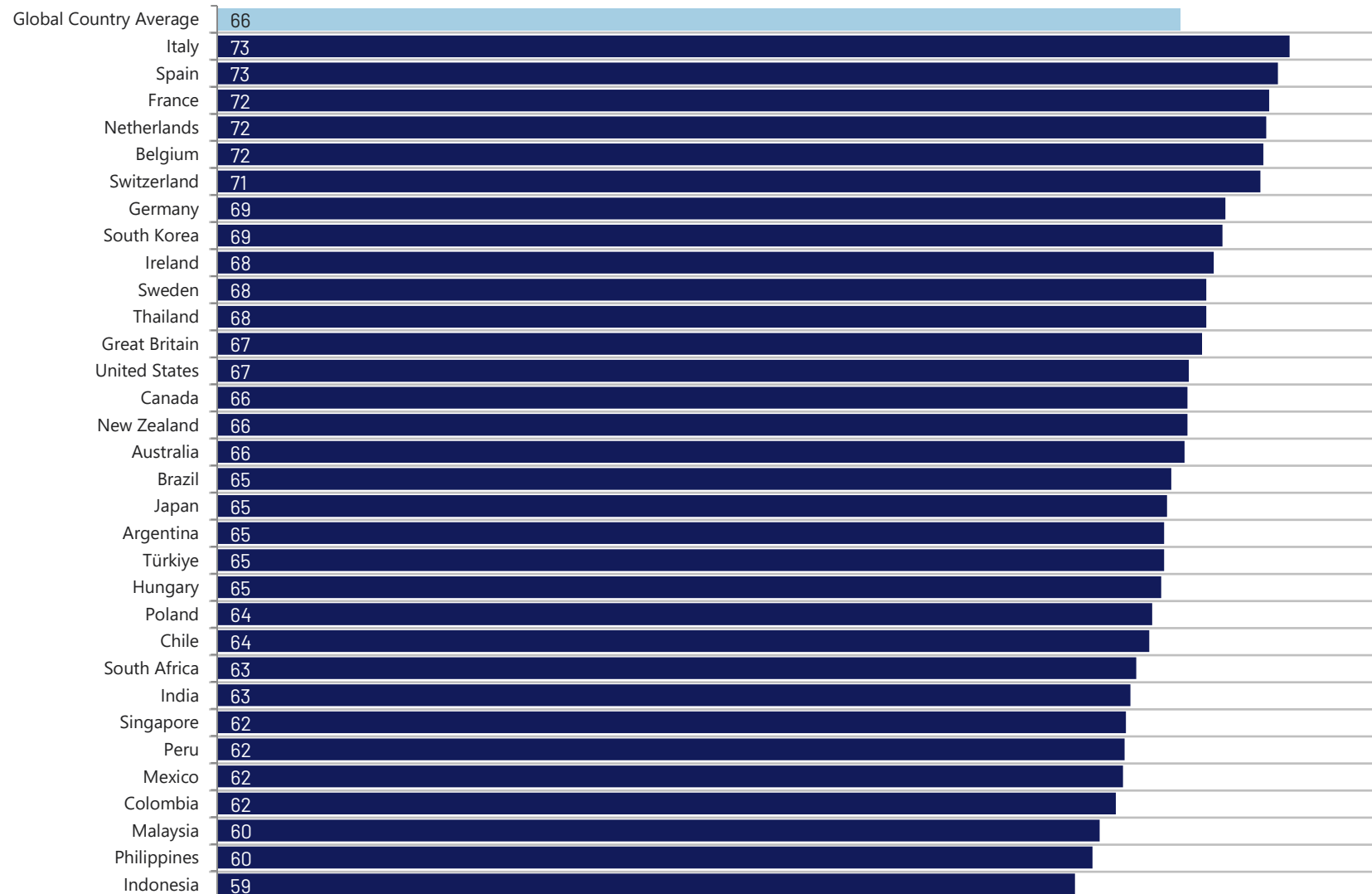


Thinking about the phrase
“old age”, at what age do you
think people can be
considered to be “old”?

Mean score

Base: 23,745 online adults under the age of 75 across
32 countries, interviewed 24 January and 7 February
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Country



Thinking about the phrase “old age”, at what age do you think people can be considered to be “old”?

Mean score, global demographics
(All 32 countries)

Base: 23,745 online adults under the age of 75 across 32 countries, interviewed 24 January and 7 February 2025.

Country

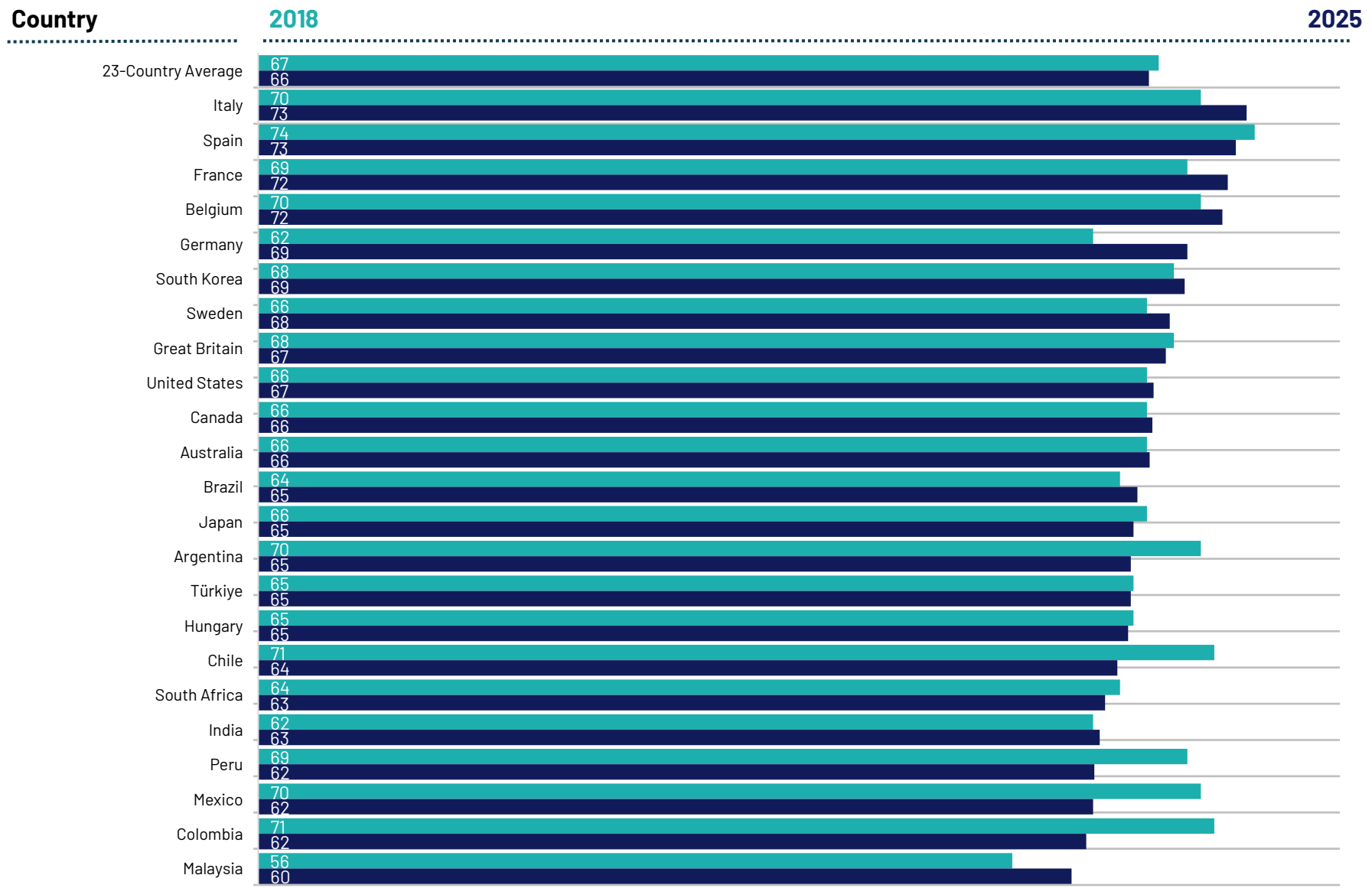


Perceptions of ageing have hardly shifted – and reversed in Latam

Thinking about the phrase “old age”, at what age do you think people can be considered to be “old”?

Mean score vs 2018

Base: 23,745 online adults under the age of 75 across 32 countries, interviewed 24 January and 7 February 2025.



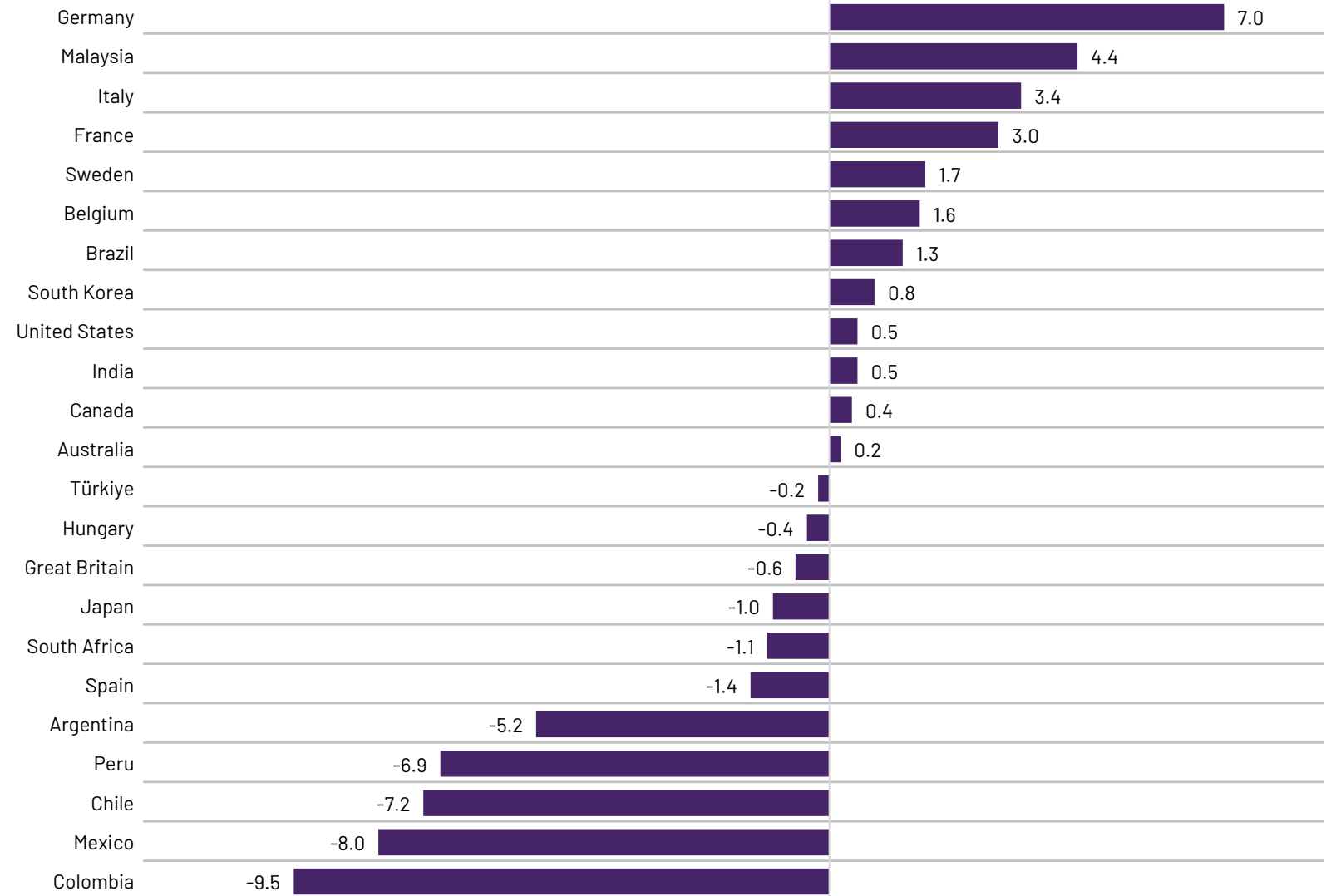
Increases are centred on Europe

Thinking about the phrase 'old age', at what age do you think people can be considered to be 'old'?

Change, 2018-2025

Base: 23,745 online adults under the age of 75 across 32 countries, interviewed 24 January and 7 February 2025.

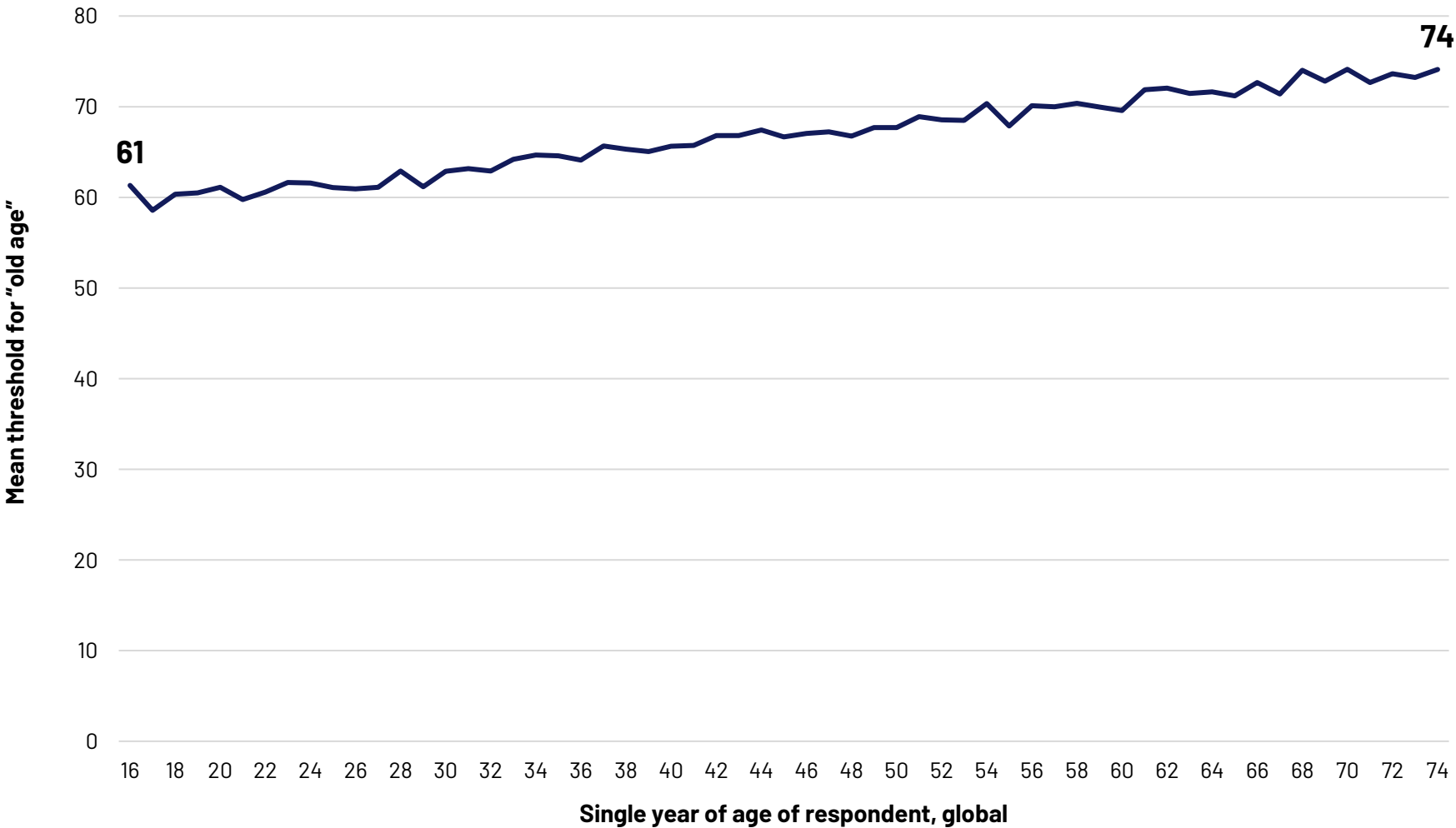
Country



Thinking about the phrase “old age”, at what age do you think people can be considered to be “old”?

Mean old age threshold, by single year of age, global

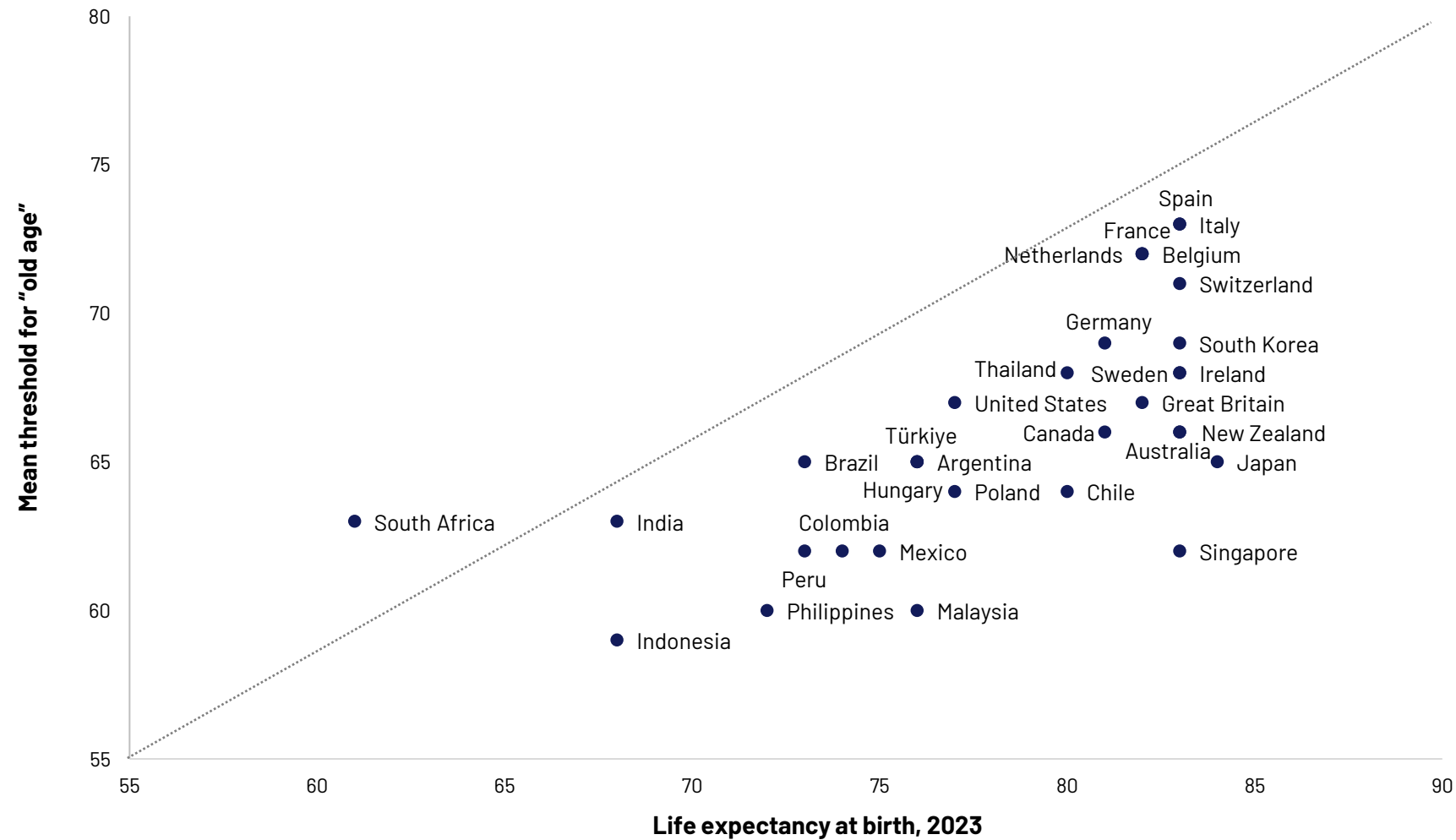
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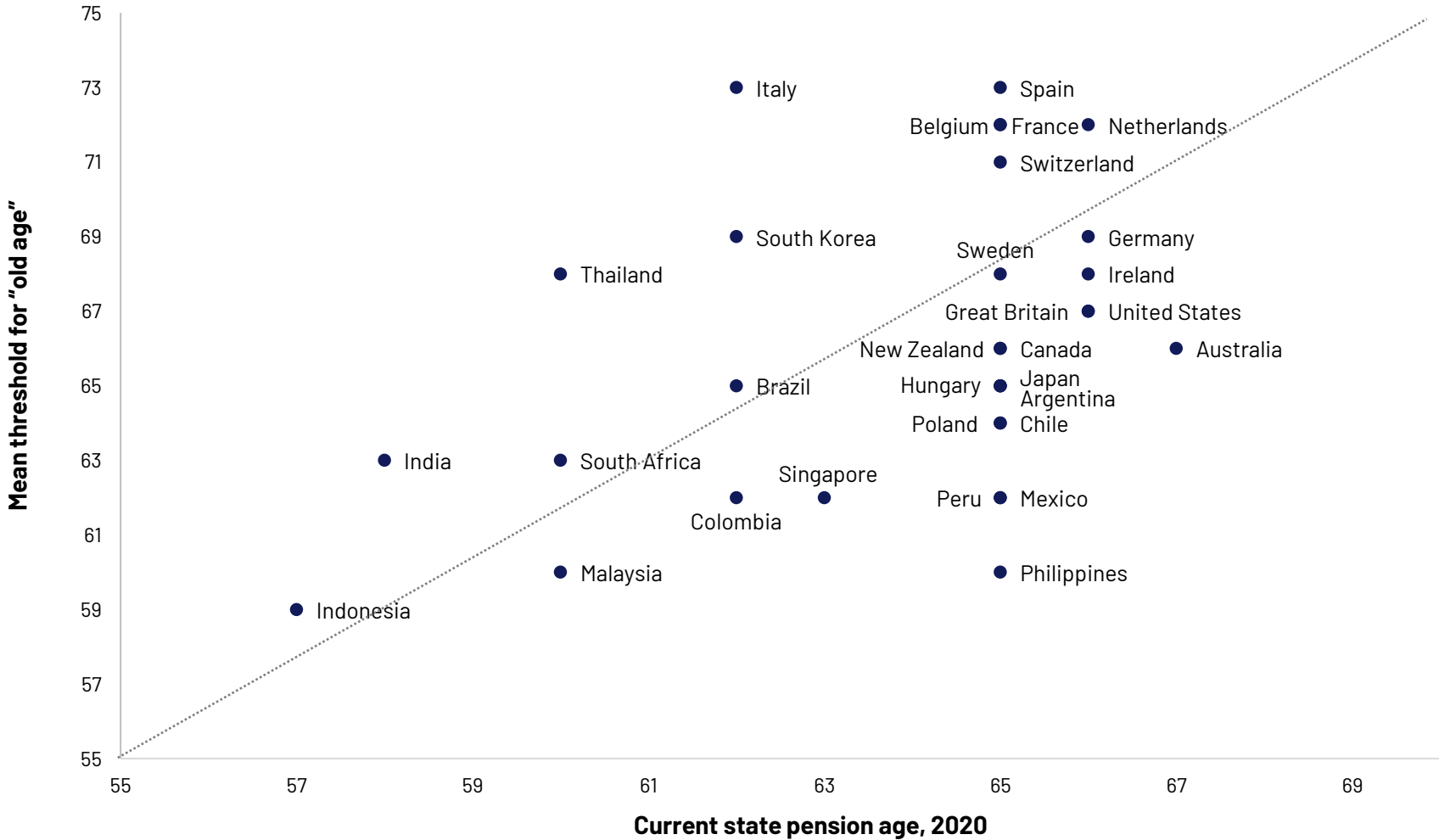
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Lifespan expectations

And thinking about yourself,
how old do you think you will
live to be?

Mean score

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Country

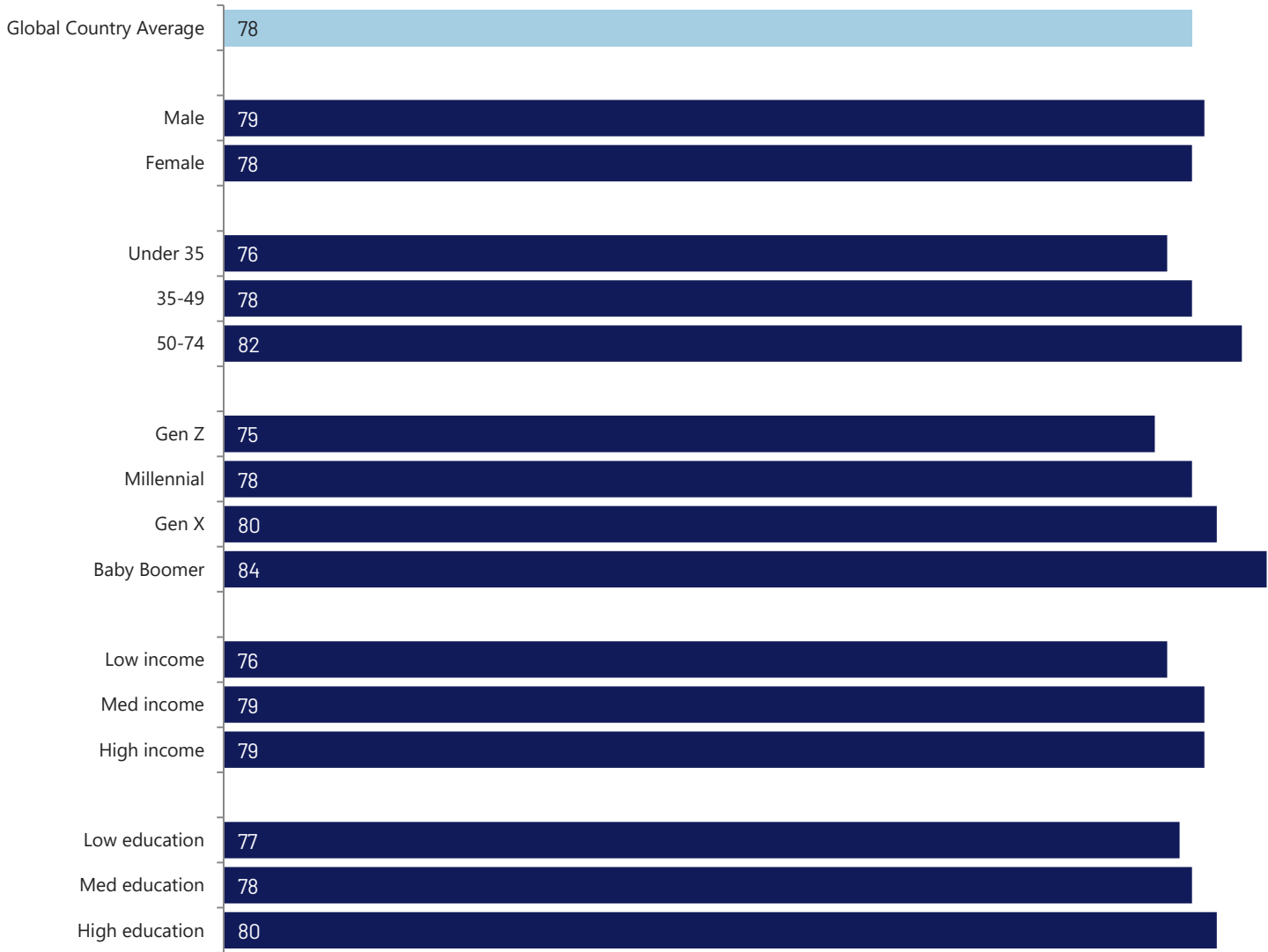


And thinking about yourself, how old do you think you will live to be?

Global demographics, mean scores
(All 32 countries)

Base: 23,745 online adults under the age of 75 across 32 countries, interviewed 24 January and 7 February 2025.

Country



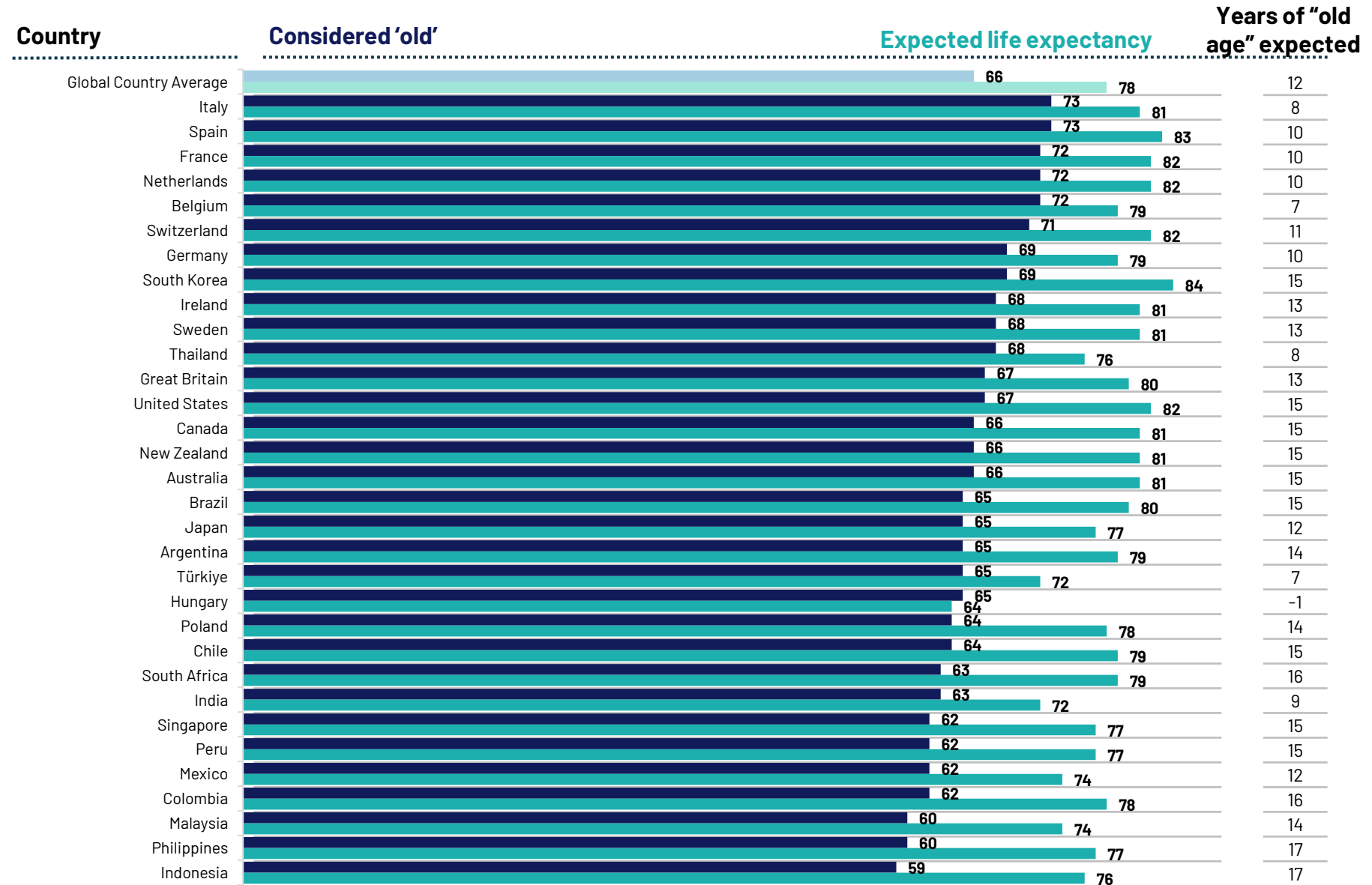
An average of 12 years of "old age" expected

Thinking about the phrase "old age", at what age do you think people can be considered to be "old"?

And thinking about yourself, how old do you think you will live to be?

Mean score

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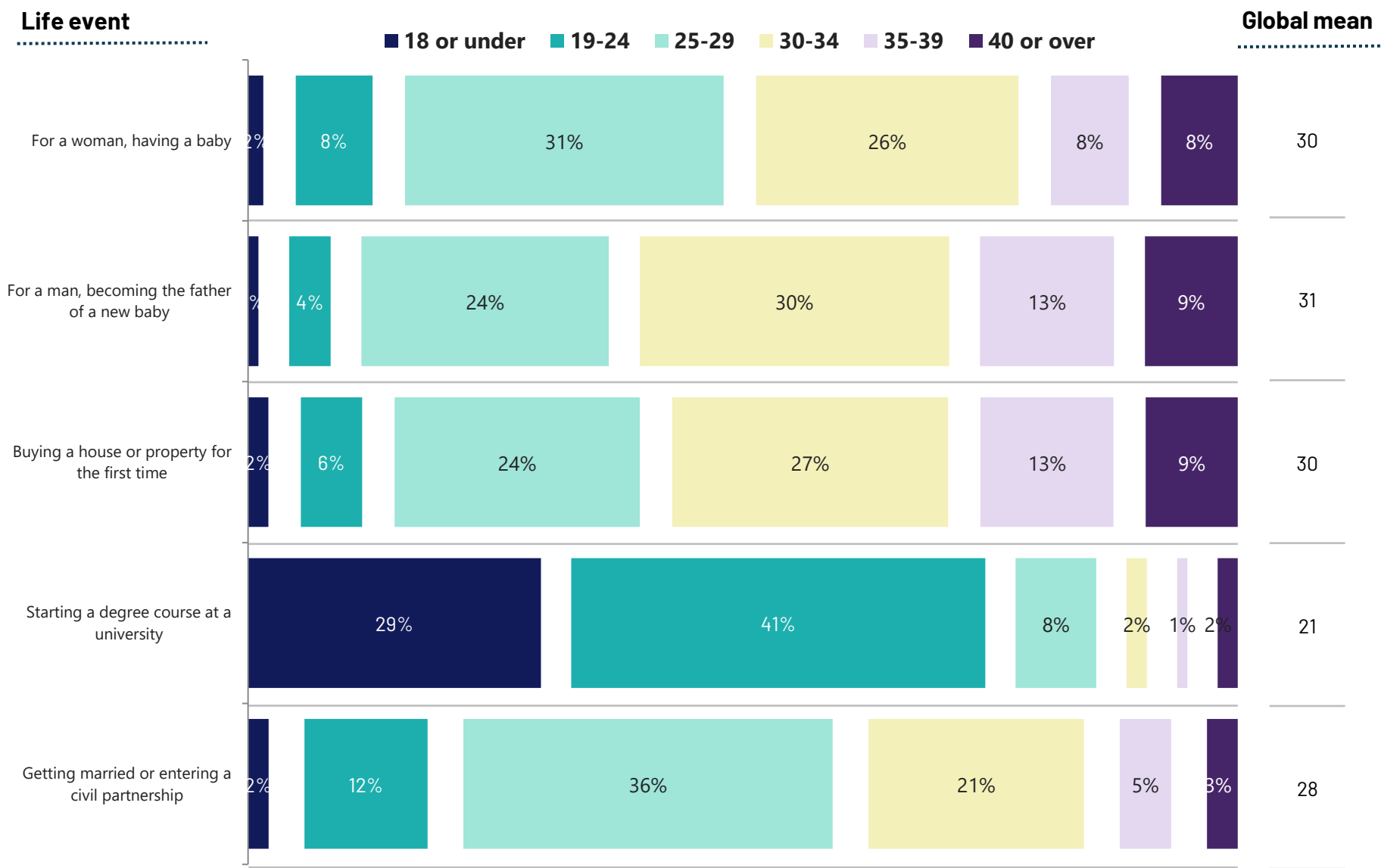
Ideal vs 'too old' life events



Thinking about the following life stages and goals, what would you say is the **ideal age** for a person to achieve each of these?

Global Country Average

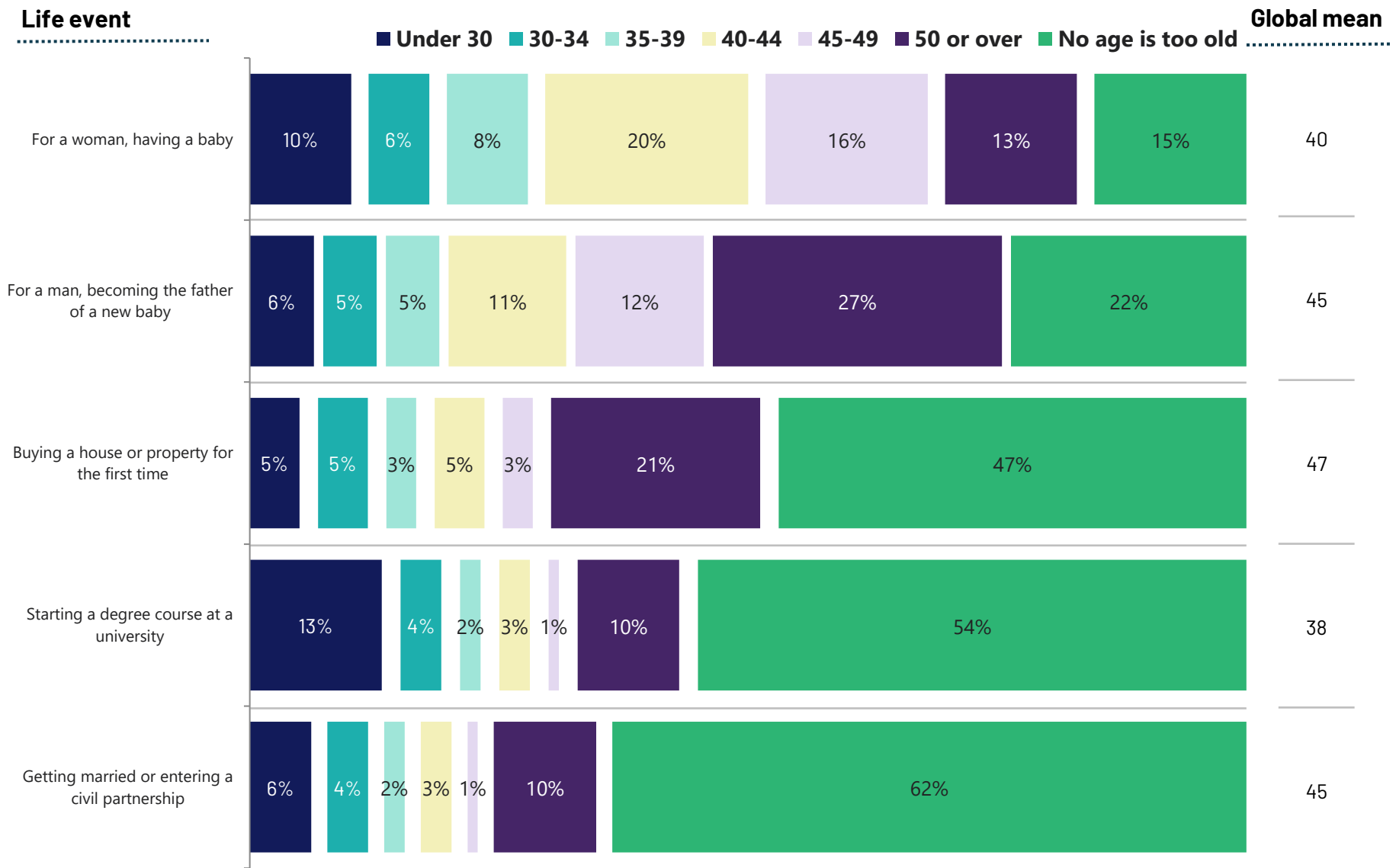
Base: 23,745 online adults under the age of 75 across 32 countries, interviewed 24 January and 7 February 2025.



And at what age would you say someone is **too old** to be able to do it?

Global Country Average

Base: 23,745 online adults under the age of 75 across 32 countries, interviewed 24 January and 7 February 2025.



Thinking about the following life stages and goals, what would you say is the **ideal age** for a person to achieve each of these?

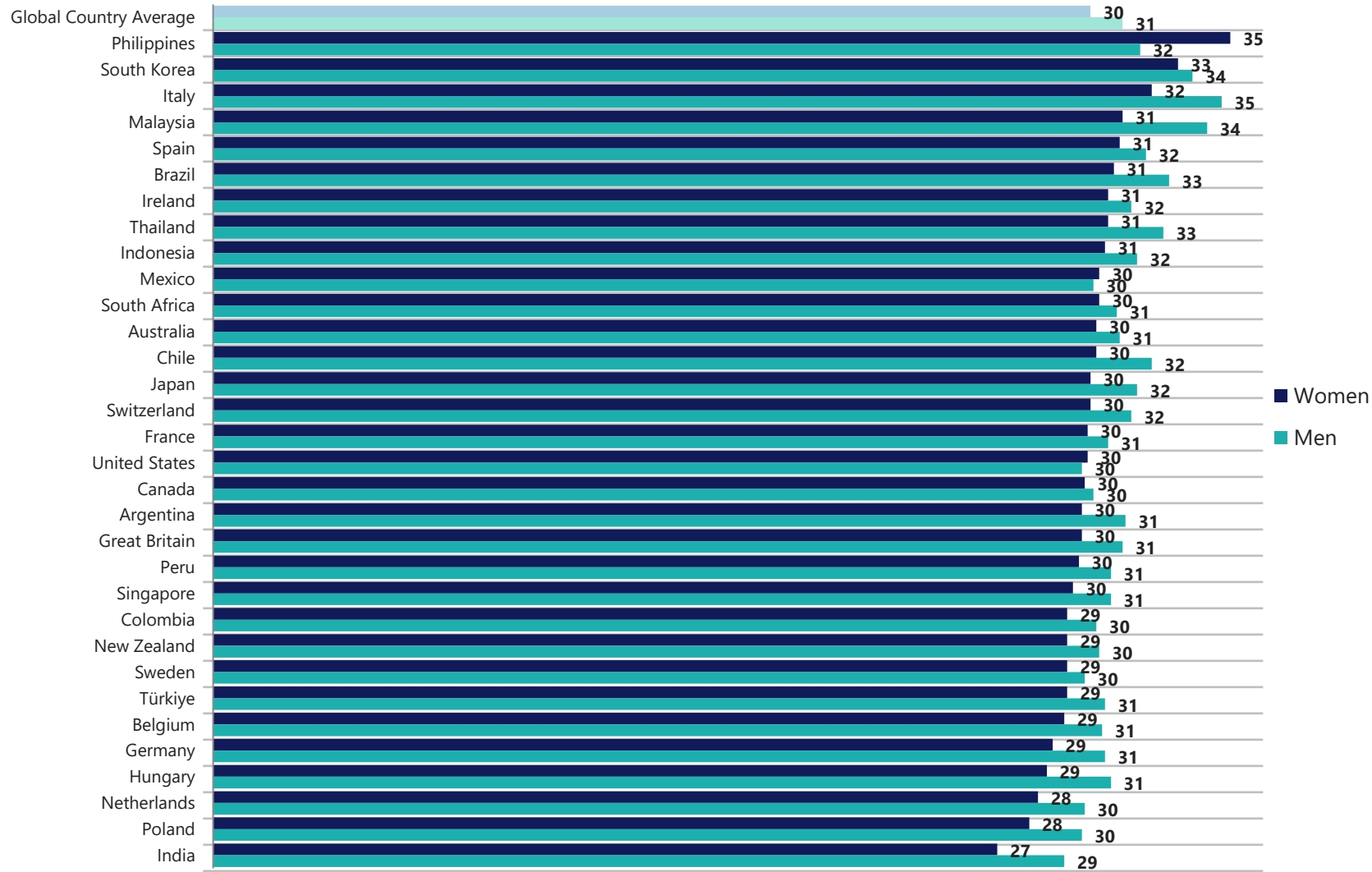
For a woman, having a baby

For a man, becoming the father of a new baby

(Mean score)

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Country

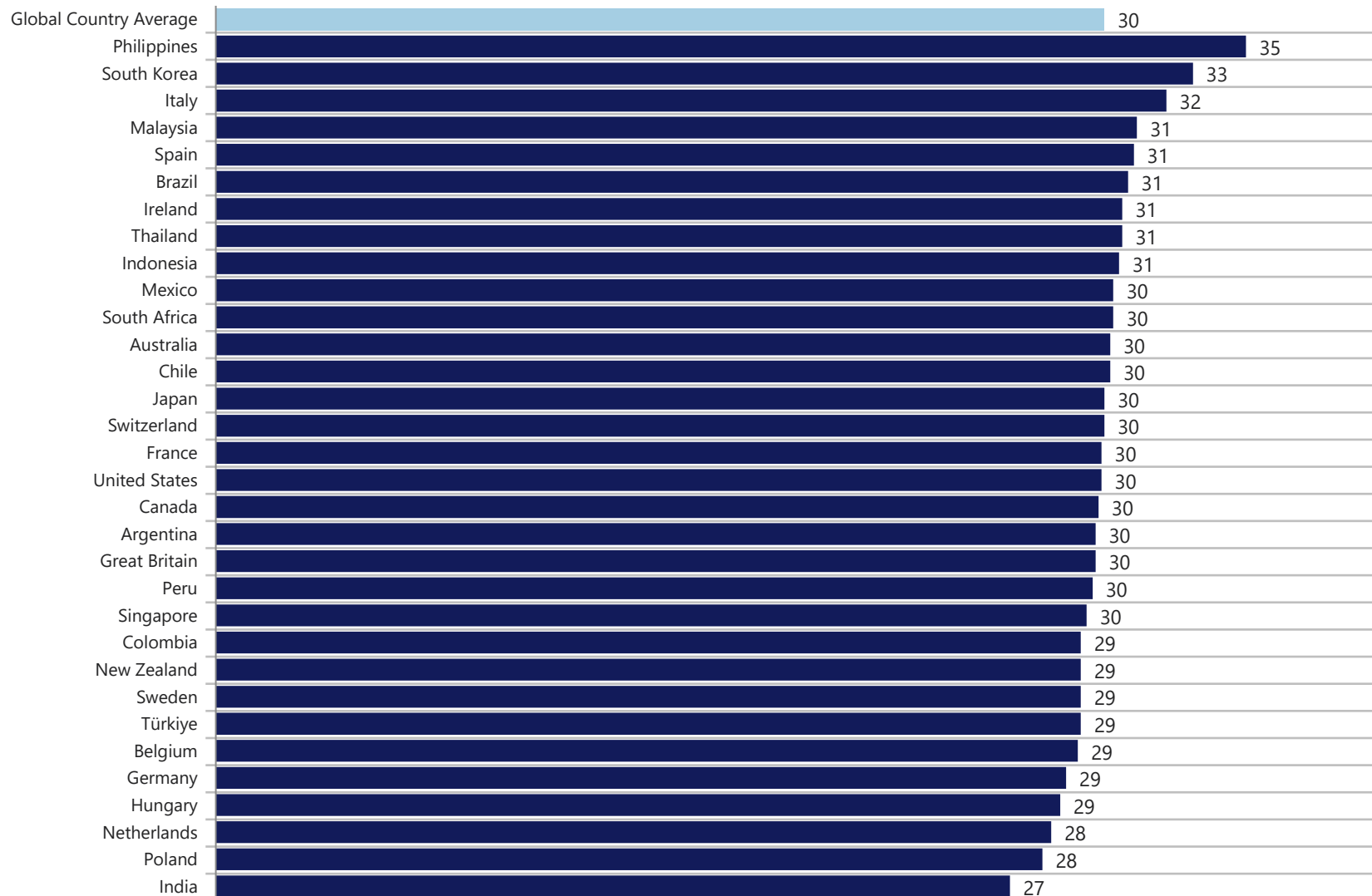


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For a woman, having a baby
(Mean score)

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Country



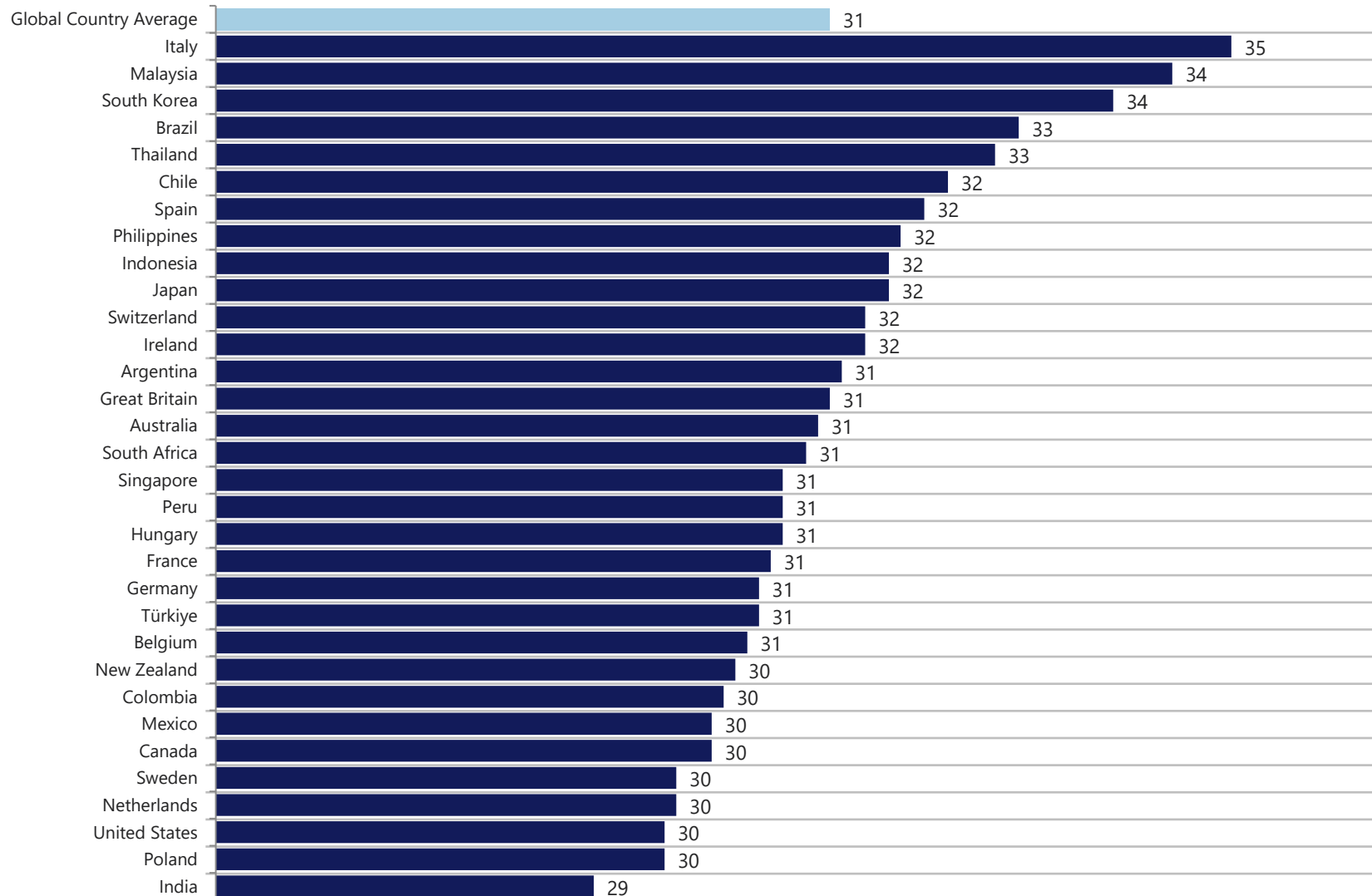
Thinking about the following life stages and goals, what would you say is the **ideal age** for a person to achieve each of these?

For a man, becoming the father of a new baby

(Mean score)

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Country



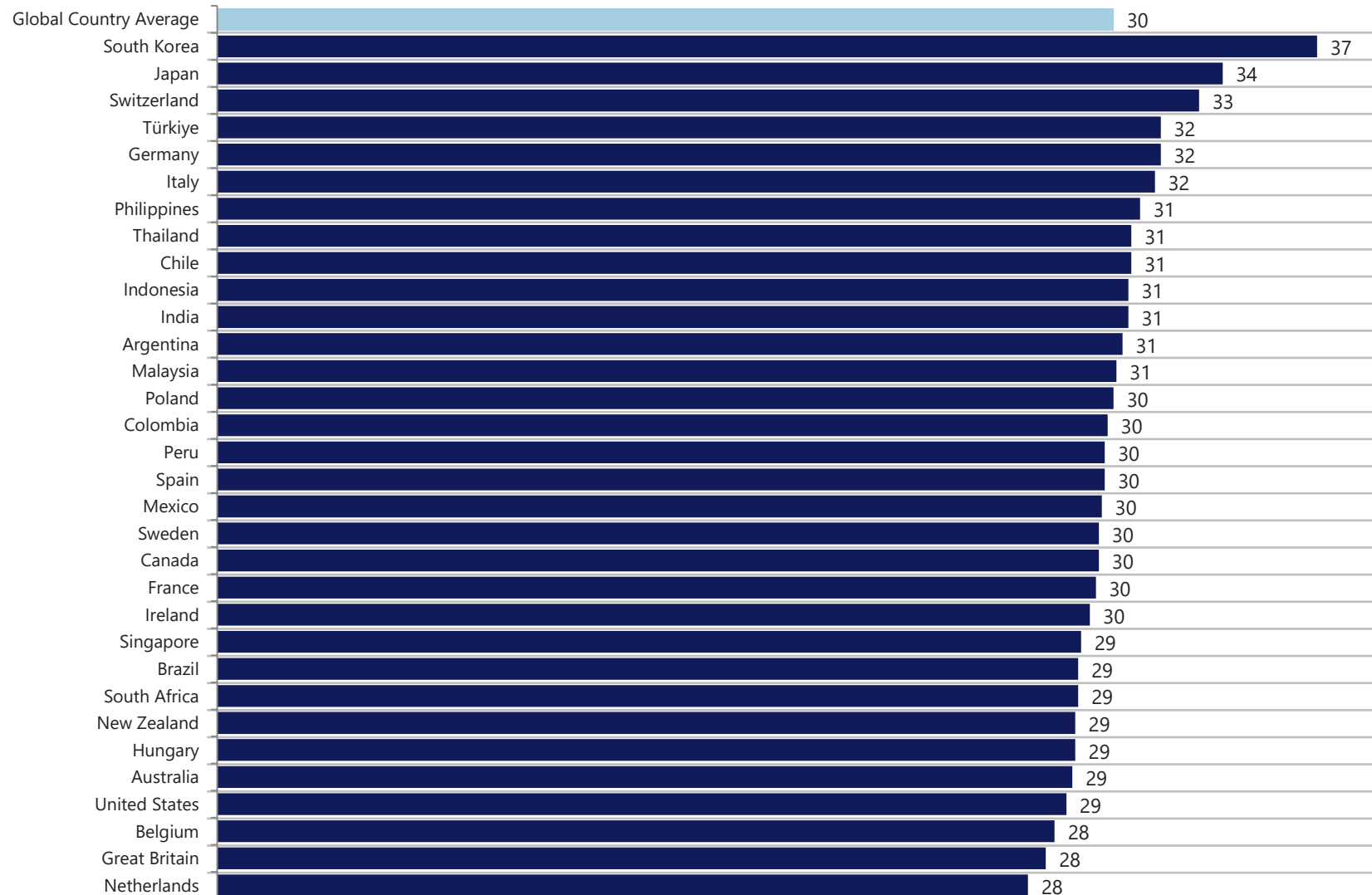
Thinking about the following life stages and goals, what would you say is the **ideal age** for a person to achieve each of these?

Buying a house or property for the first time

(Mean score)

Base: 23,745 online adults under the age of 75 across 32 countries, interviewed 24 January and 7 February 2025.

Country



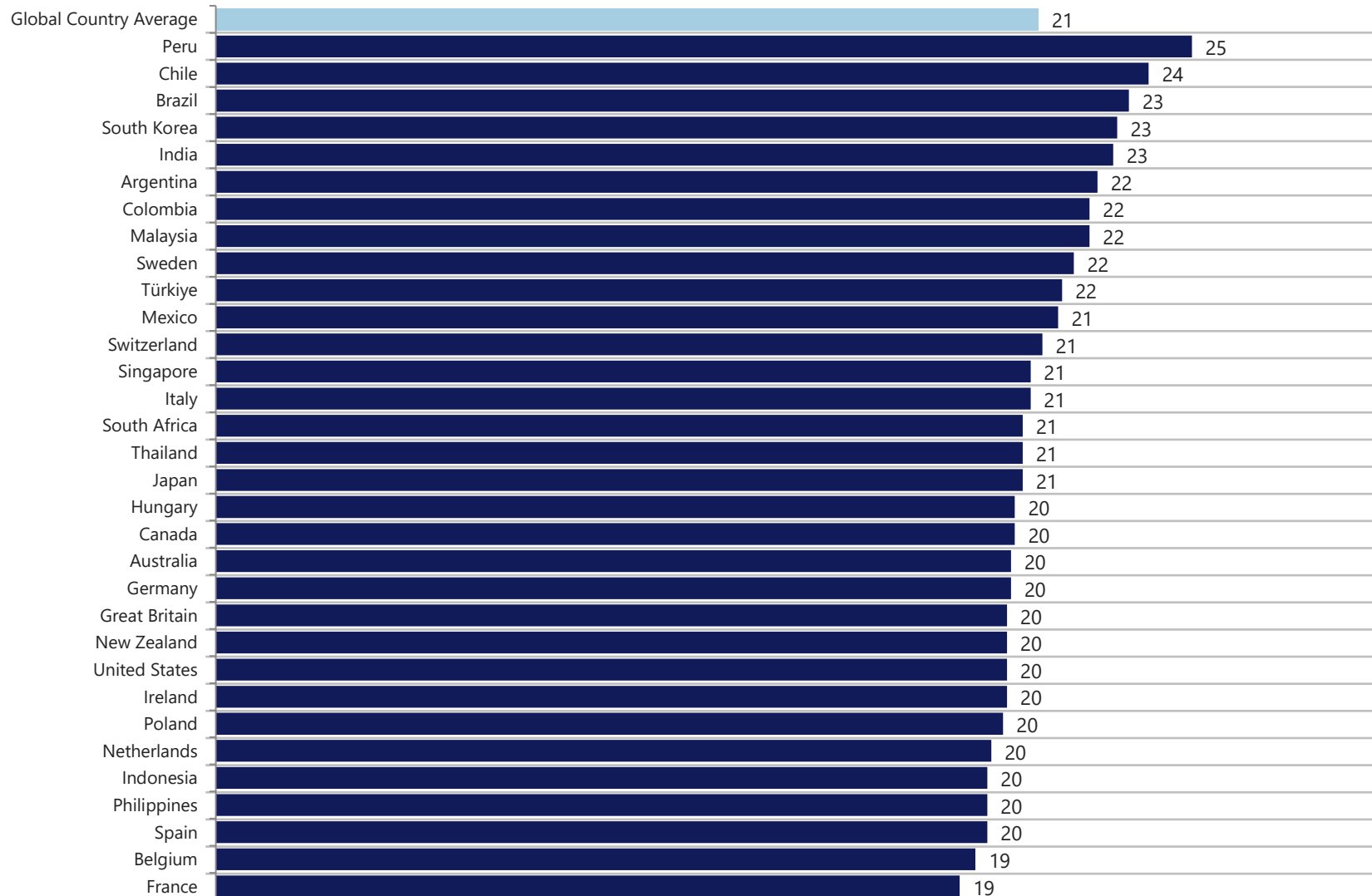
Thinking about the following life stages and goals, what would you say is the **ideal age** for a person to achieve each of these?

Starting a degree course at a university

(Mean score)

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Country



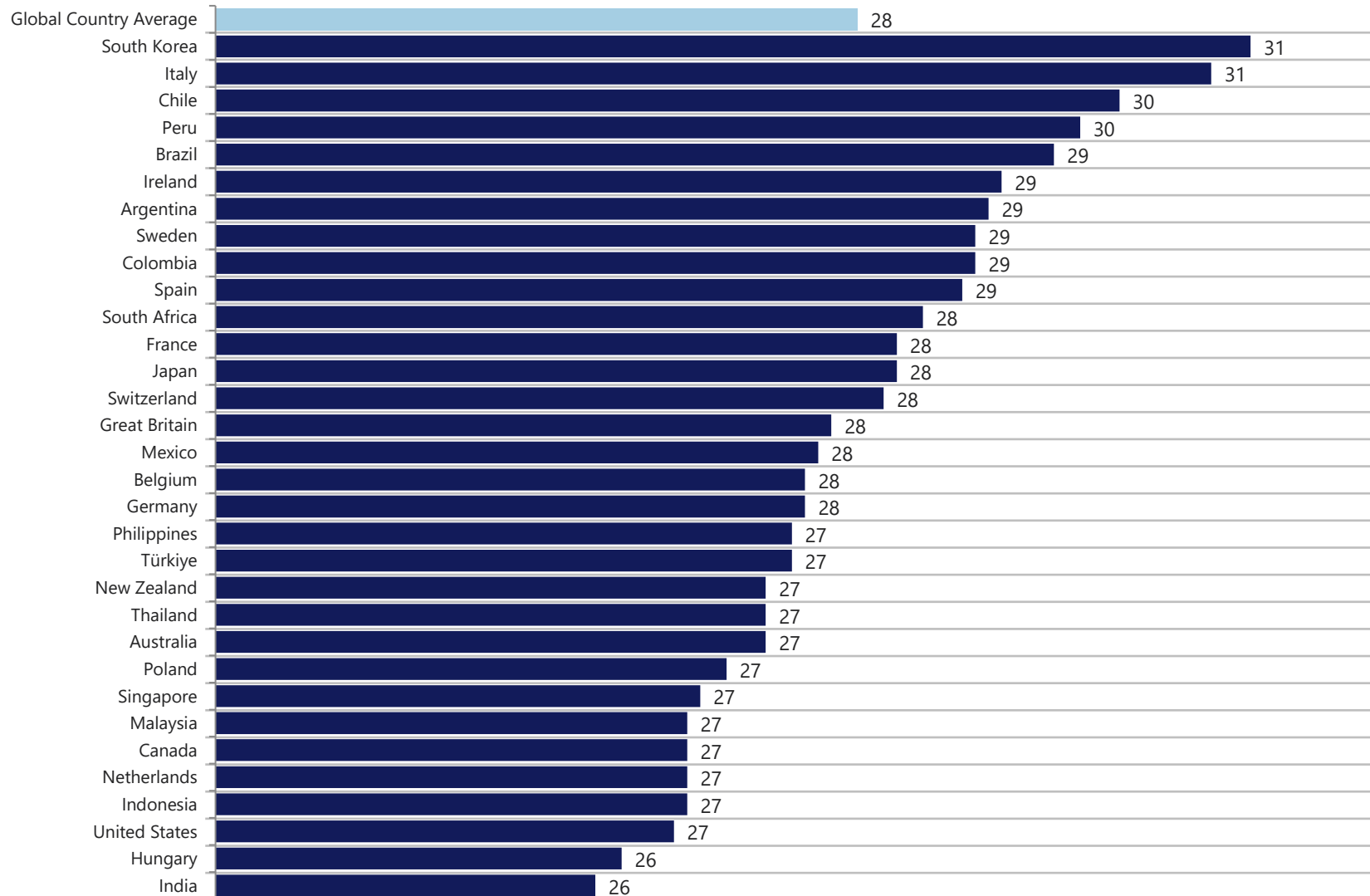
Thinking about the following life stages and goals, what would you say is the **ideal age** for a person to achieve each of these?

Getting married or entering a civil partnership

(Mean score)

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Country



And at what age would you say someone is **too old** to be able to do it?

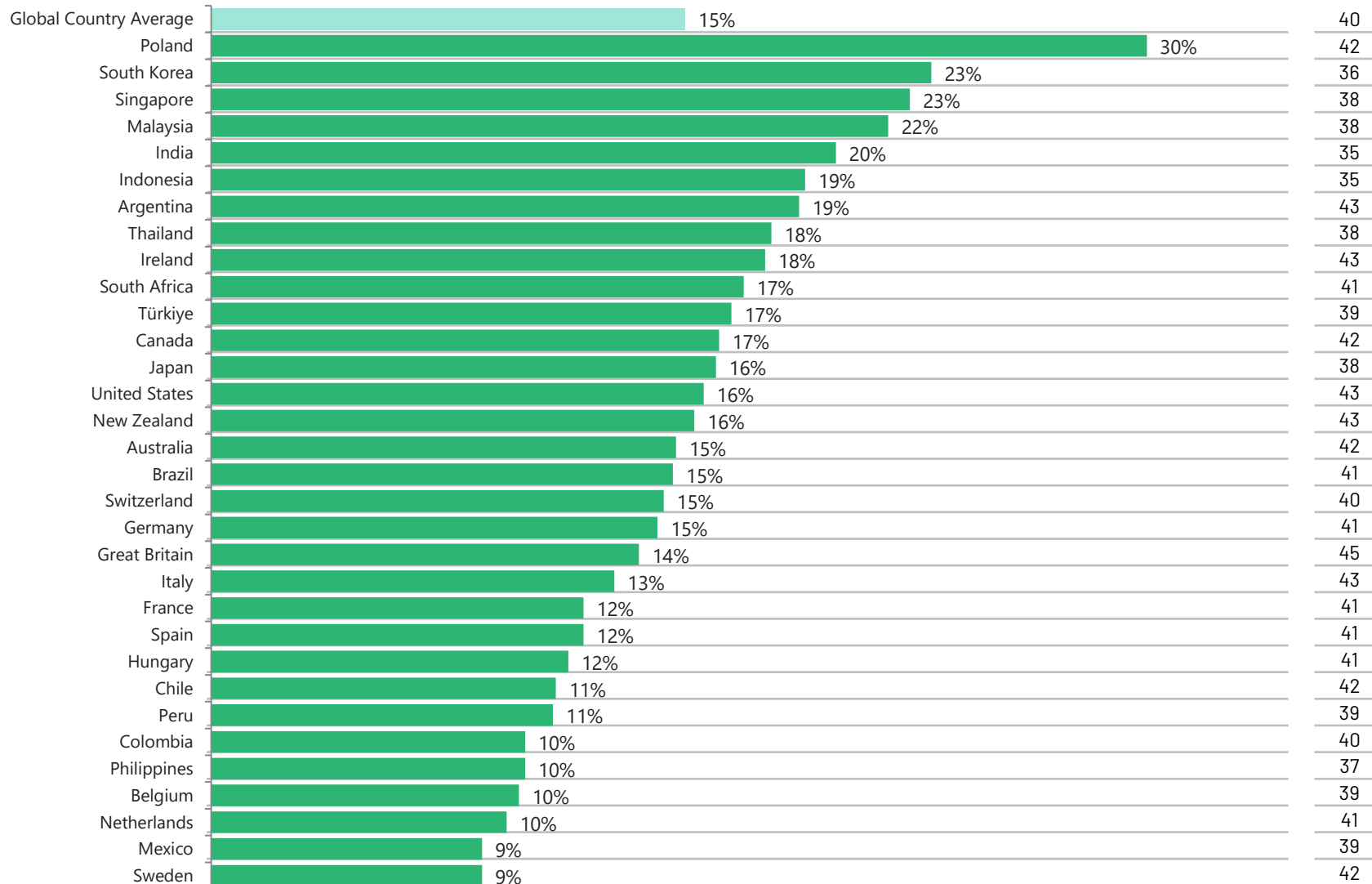
For a woman, having a baby

% “No age is too old”

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Country

Mean

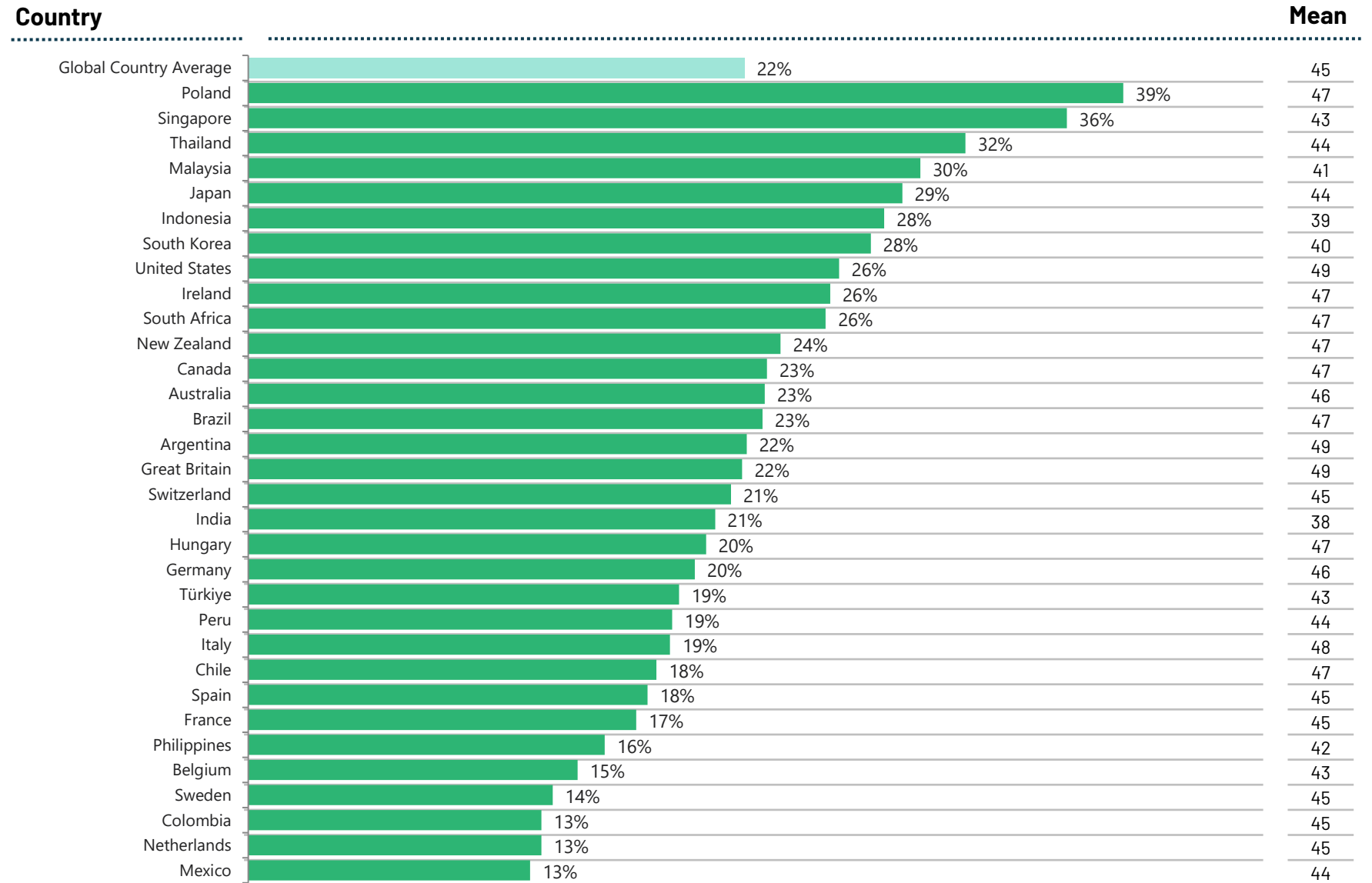


And at what age would you say someone is **too old** to be able to do it?

For a man, becoming the father of a new baby

% "No age is too old"

Base: 23,745 online adults under the age of 75 across 32 countries, interviewed 24 January and 7 February 2025.



And at what age would you say someone is **too old** to be able to do it?

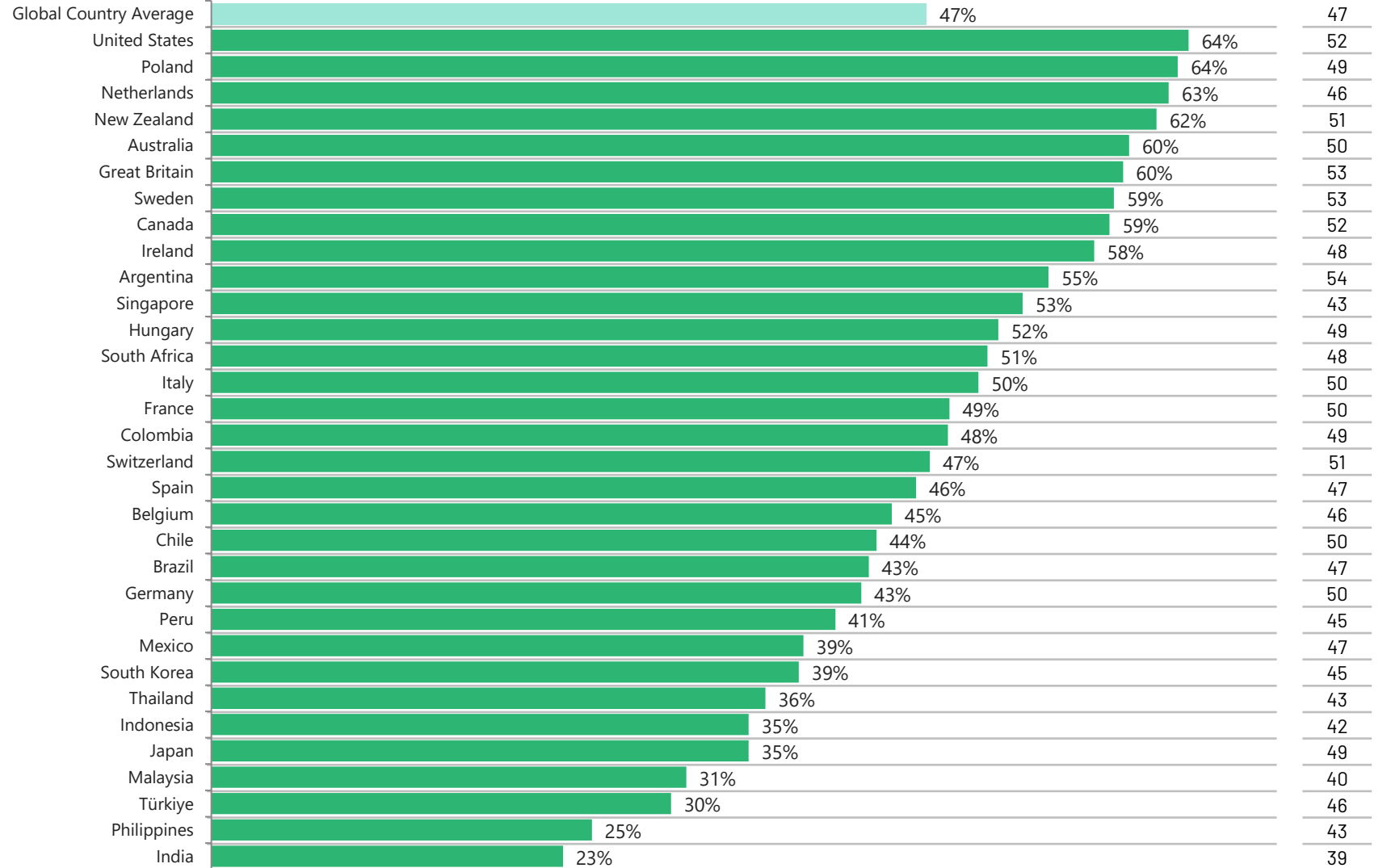
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Country

Mean



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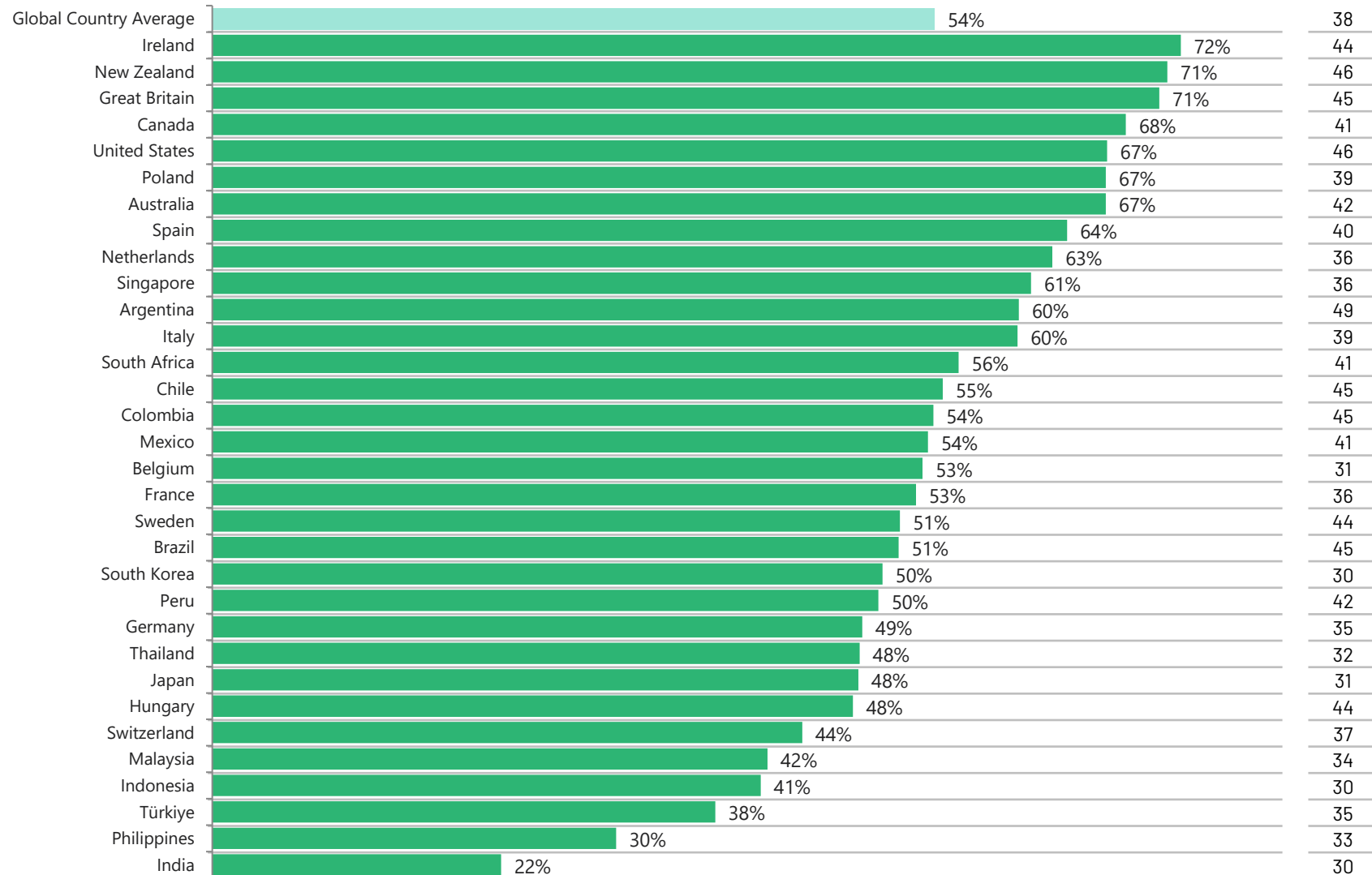
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Mean



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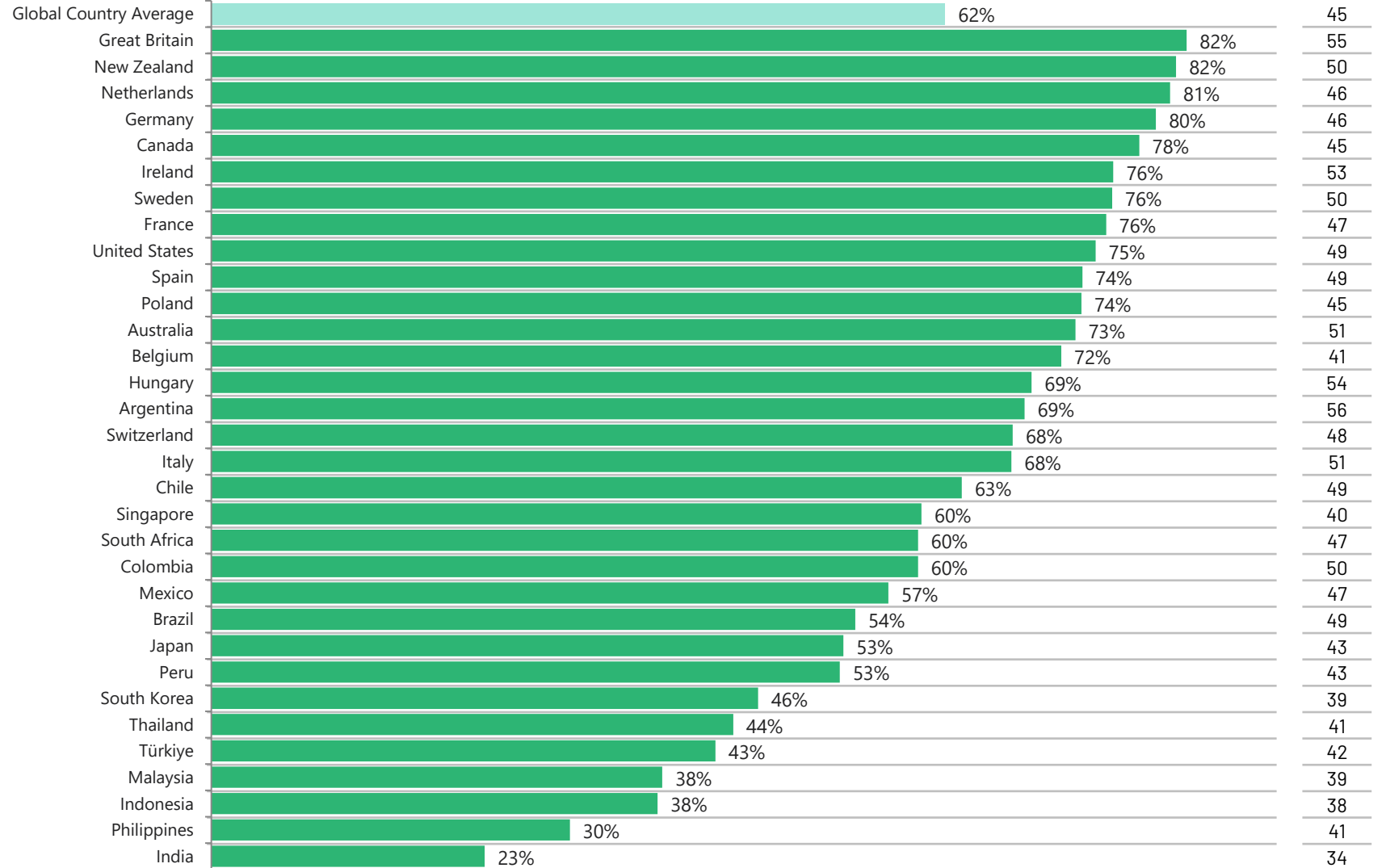
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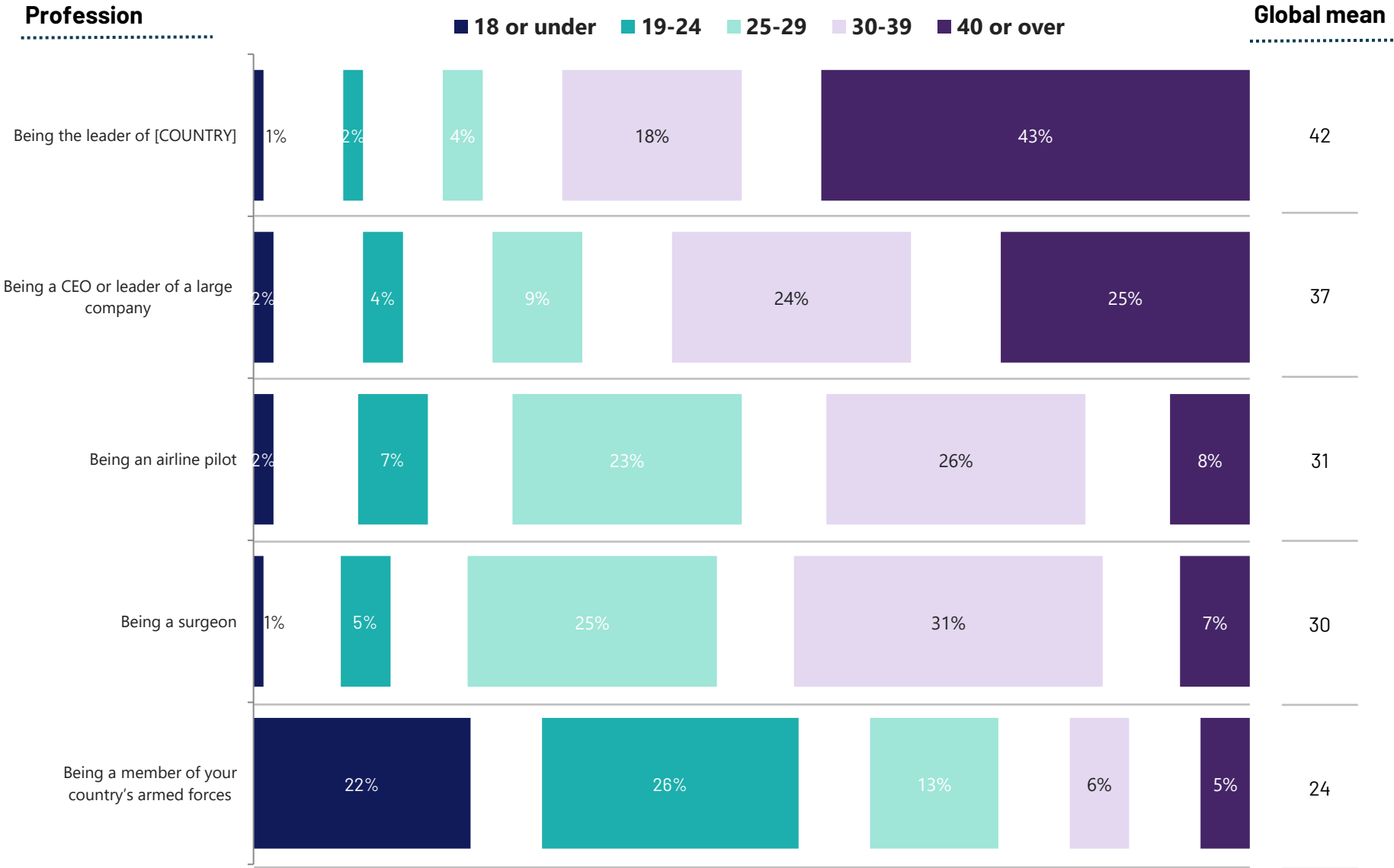
Ideal vs 'too old' professions



Thinking about the following types of work, what is the **minimum age**, if any, that you think someone should be in order to perform each role?

Global Country Average

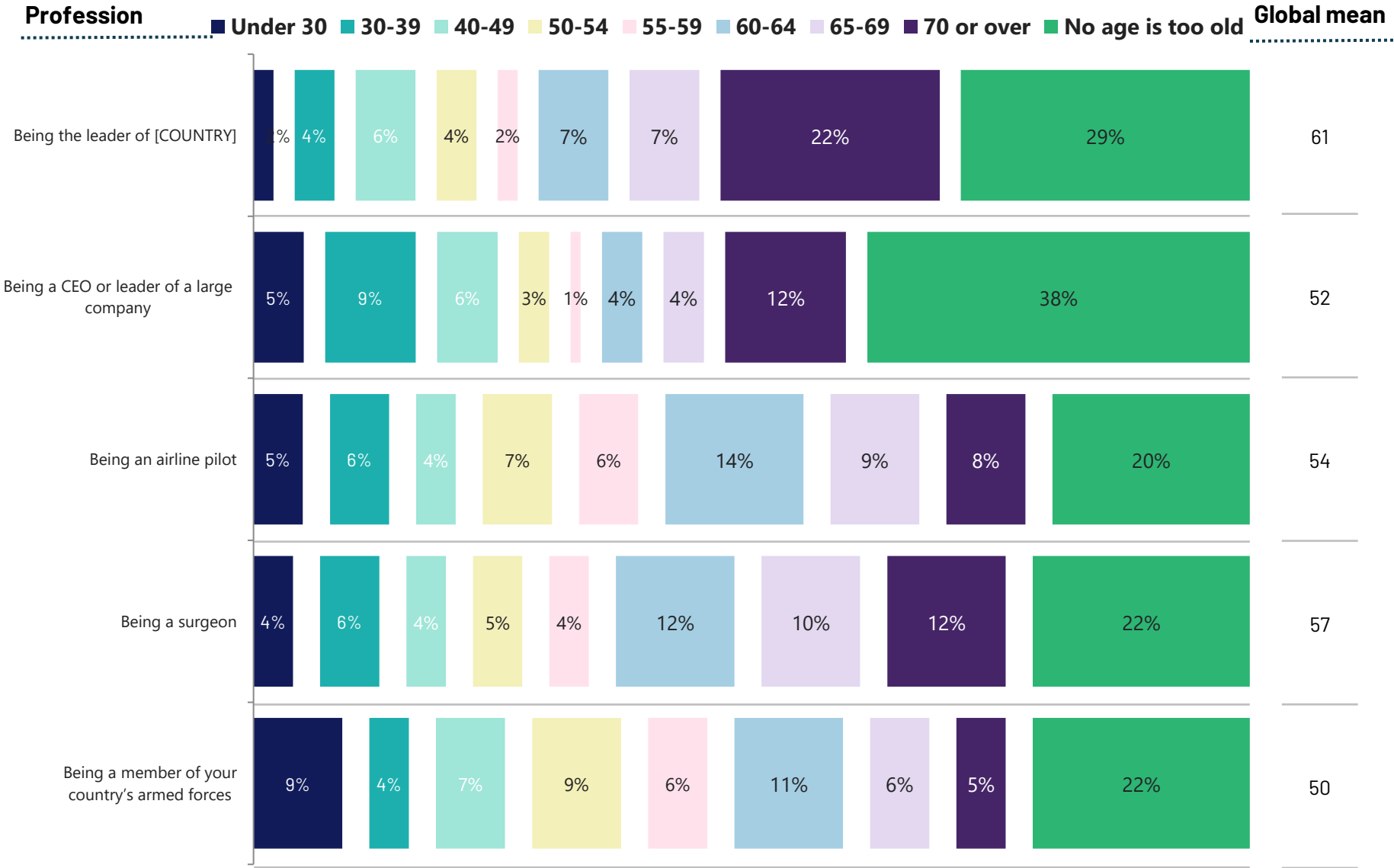
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And at what age would you say someone is **too old** to be able to perform the role adequately?

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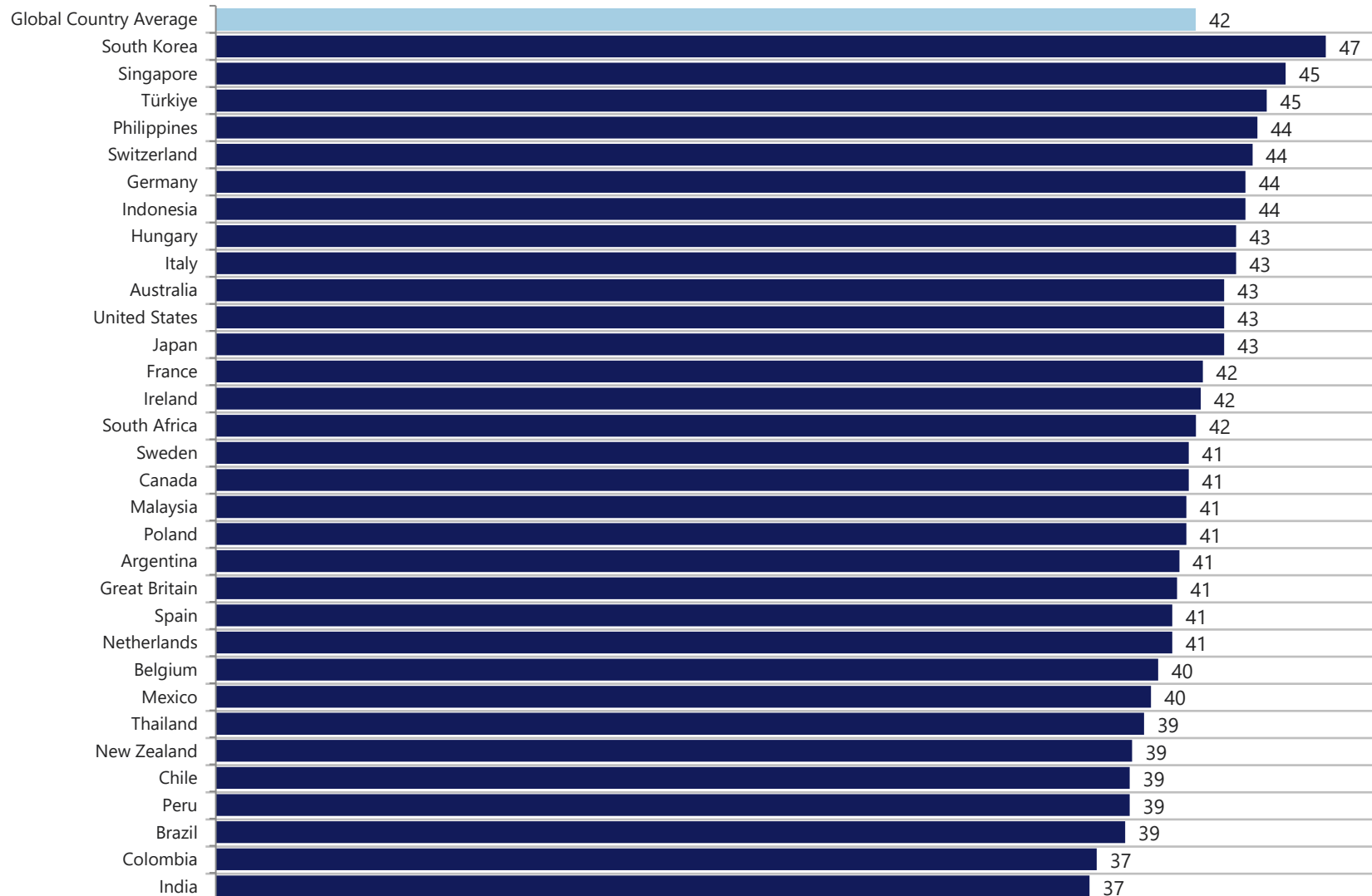
Thinking about the following types of work, what is the **minimum age**, if any, that you think someone should be in order to perform each role?

Being the leader of [COUNTRY]

(Mean score)

Base: 23,745 online adults under the age of 75 across 32 countries, interviewed 24 January and 7 February 2025.

Country



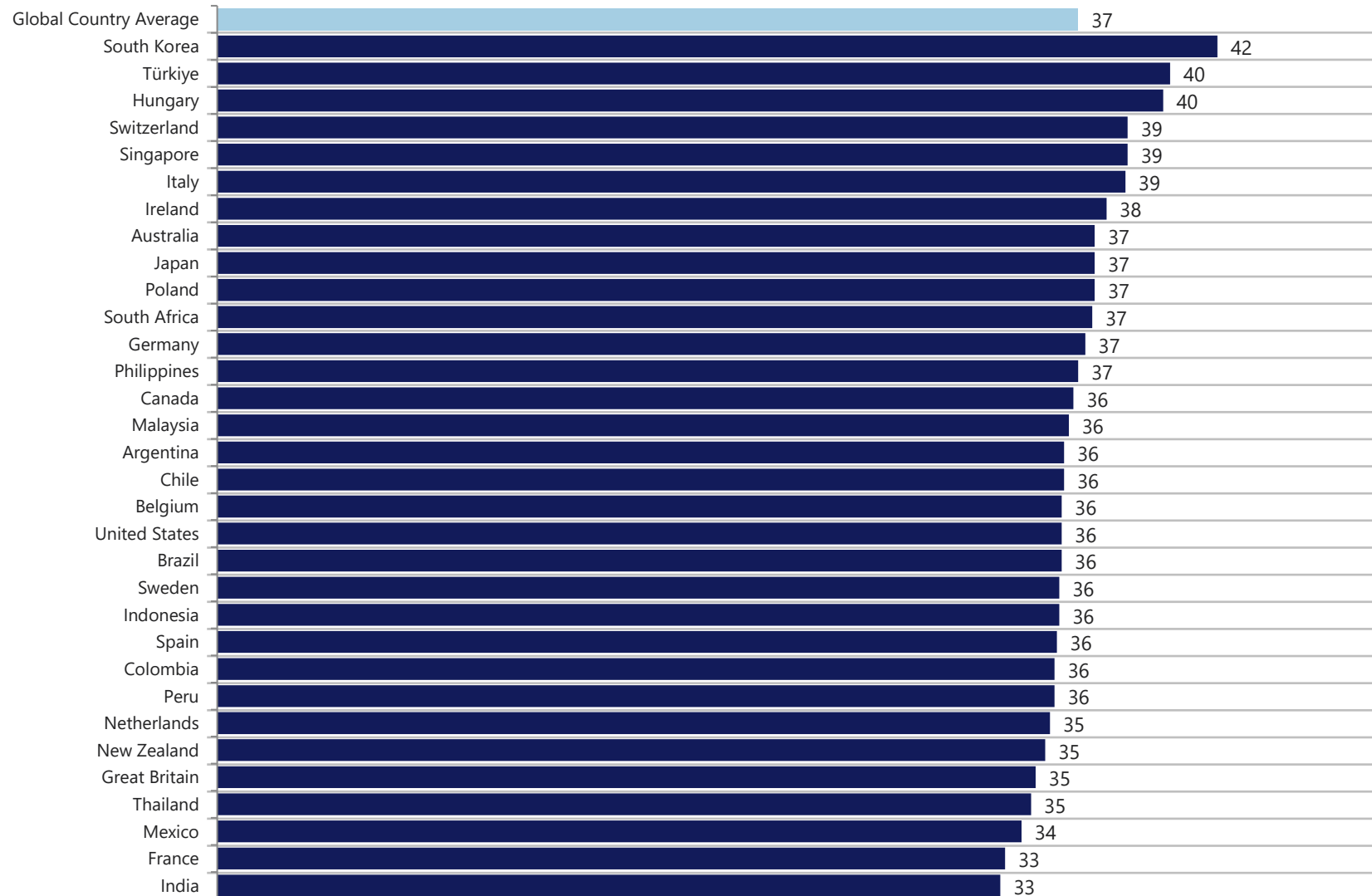
Thinking about the following types of work, what is the **minimum age**, if any, that you think someone should be in order to perform each role?

Being a CEO or leader of a large company

(Mean score)

Base: 23,745 online adults under the age of 75 across 32 countries, interviewed 24 January and 7 February 2025.

Country



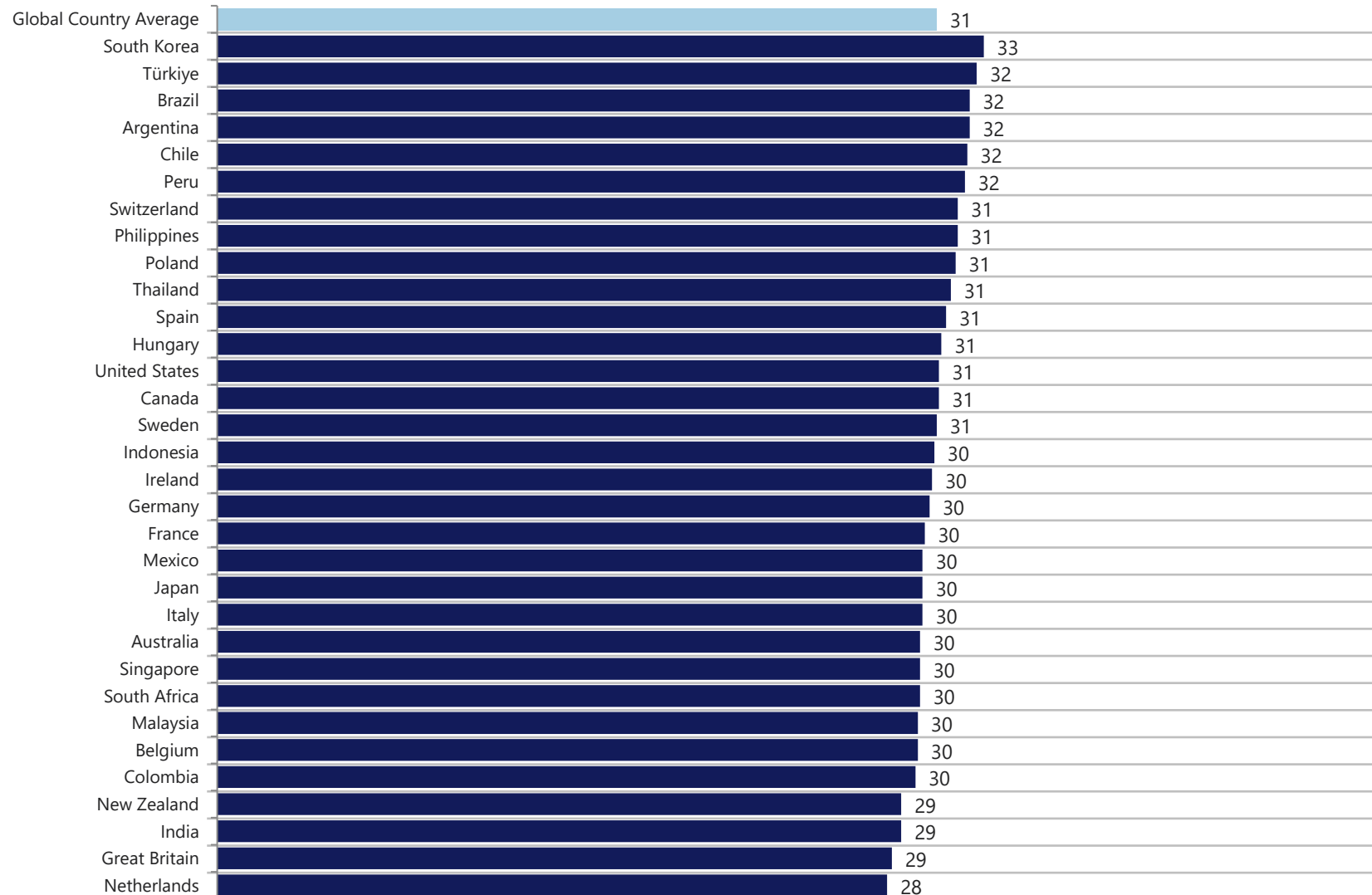
Thinking about the following types of work, what is the **minimum age**, if any, that you think someone should be in order to perform each role?

Being an airline pilot

(Mean score)

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Country



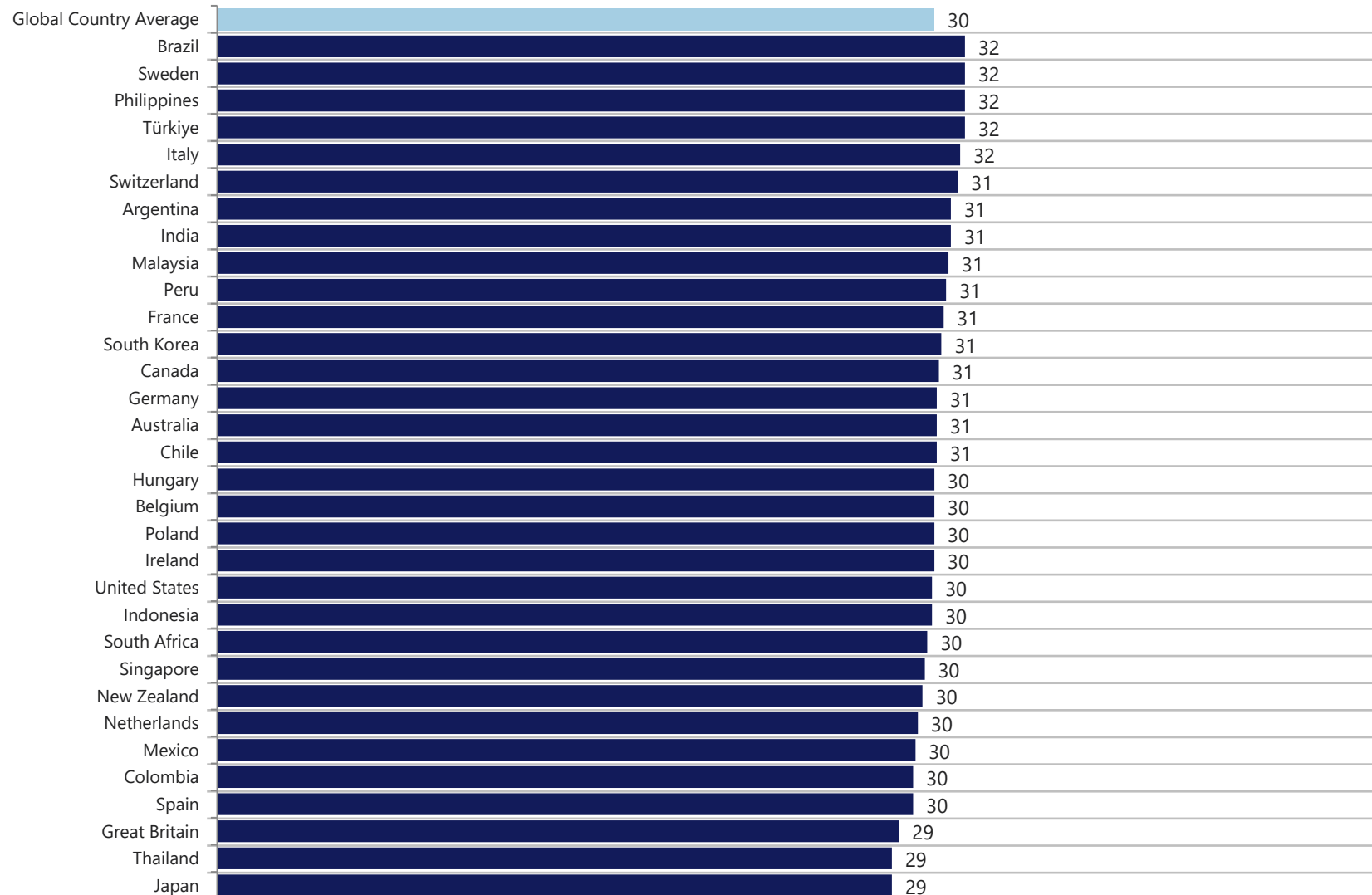
Thinking about the following types of work, what is the **minimum age**, if any, that you think someone should be in order to perform each role?

Being a surgeon

(Mean score)

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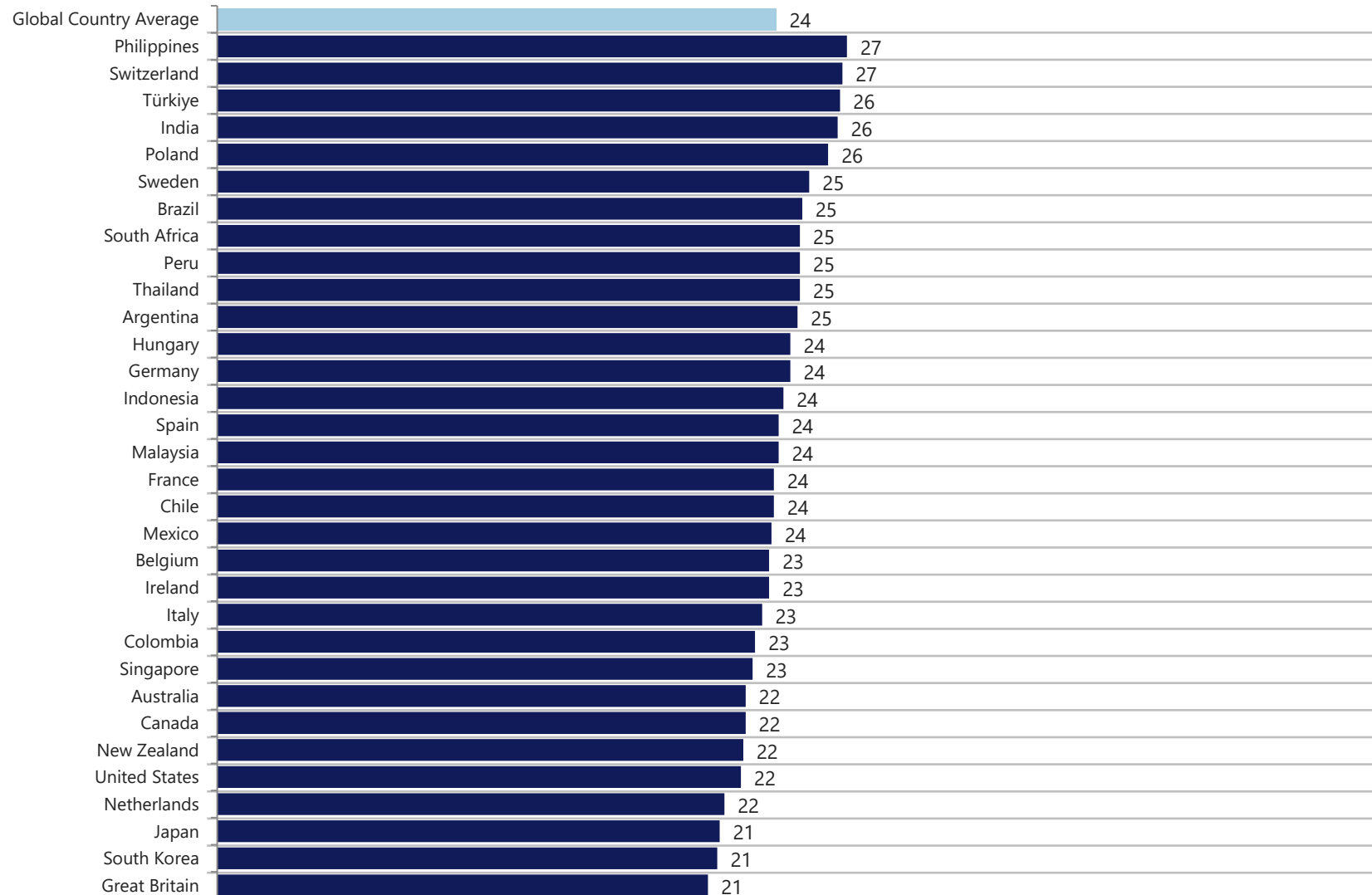
Thinking about the following types of work, what is the **minimum age**, if any, that you think someone should be in order to perform each role?

Being a member of your country's armed forces

(Mean score)

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Country



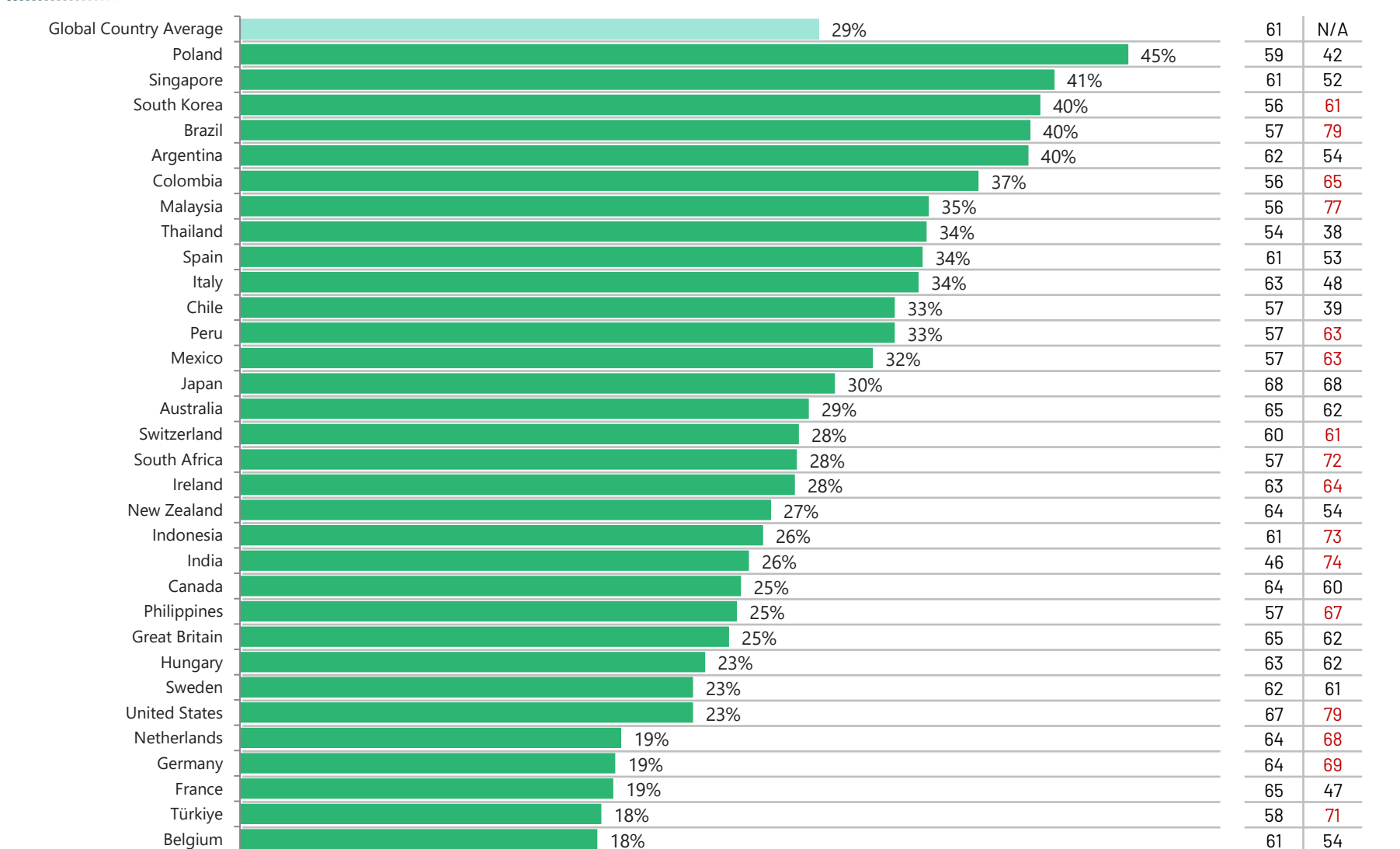
And at what age would you say someone is **too old** to be able to perform the role adequately?

Being the leader of [COUNTRY]

% "No age is too old"

Base: 23,745 online adults under the age of 75 across 32 countries, interviewed 24 January and 7 February 2025.

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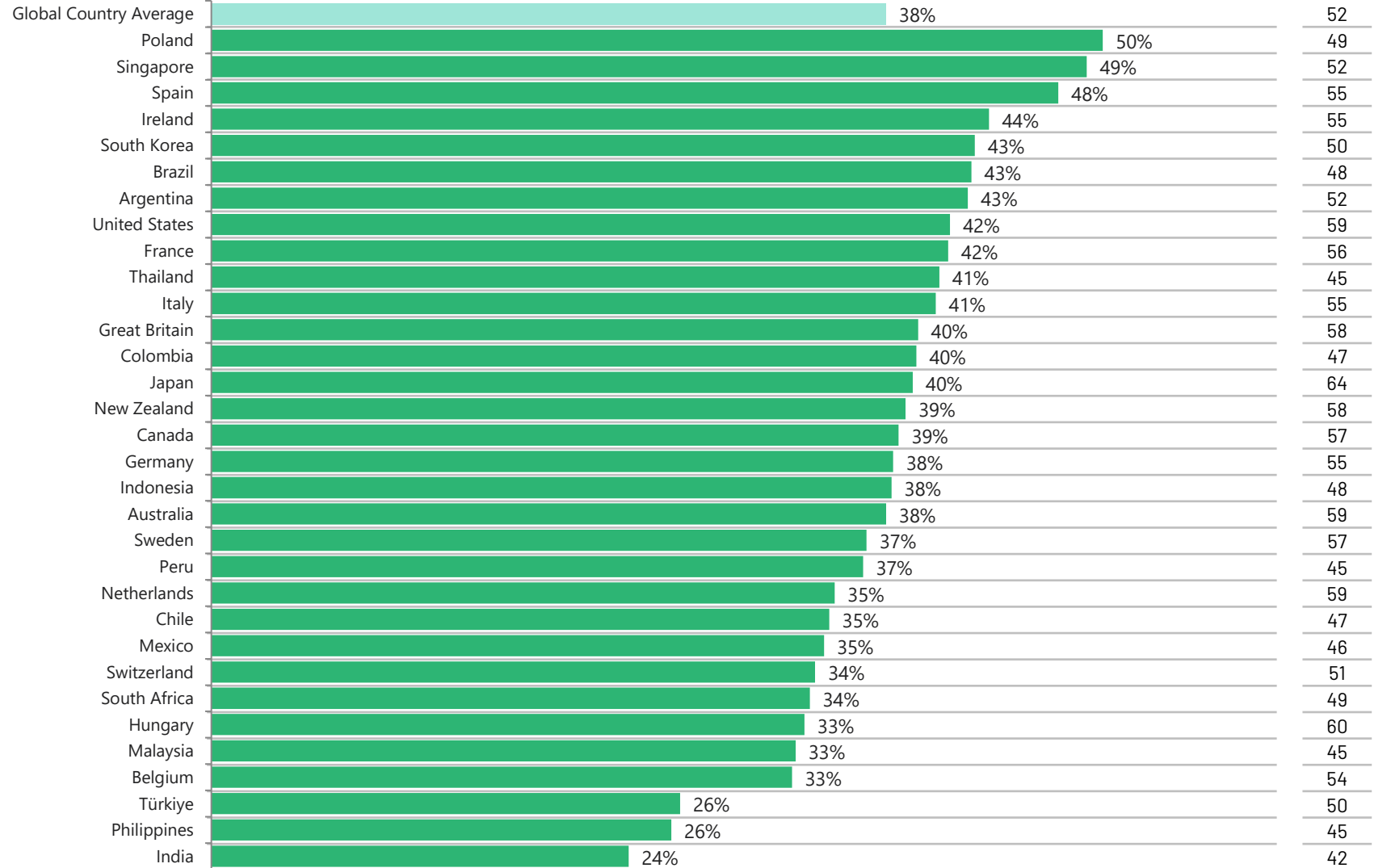
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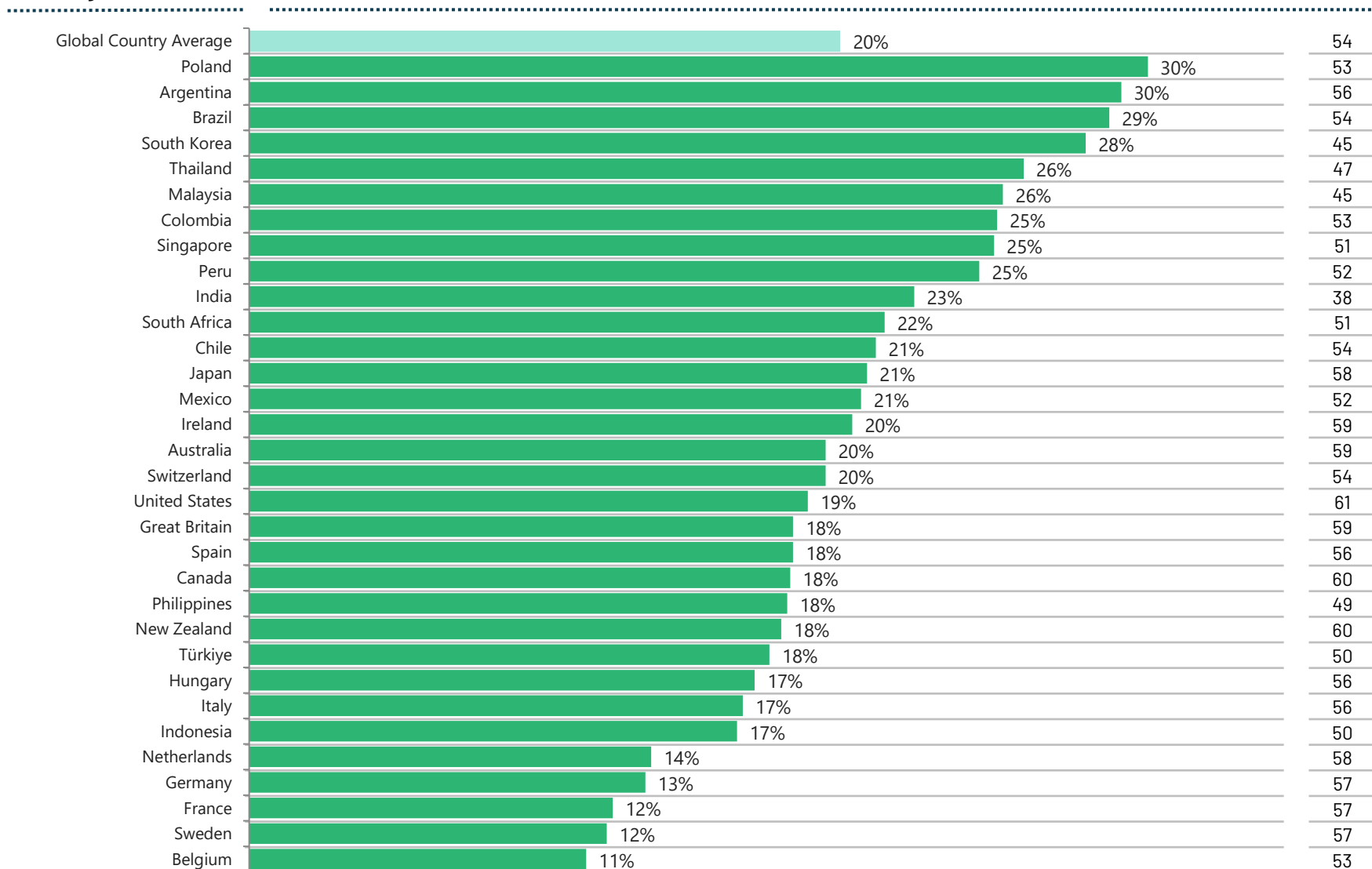
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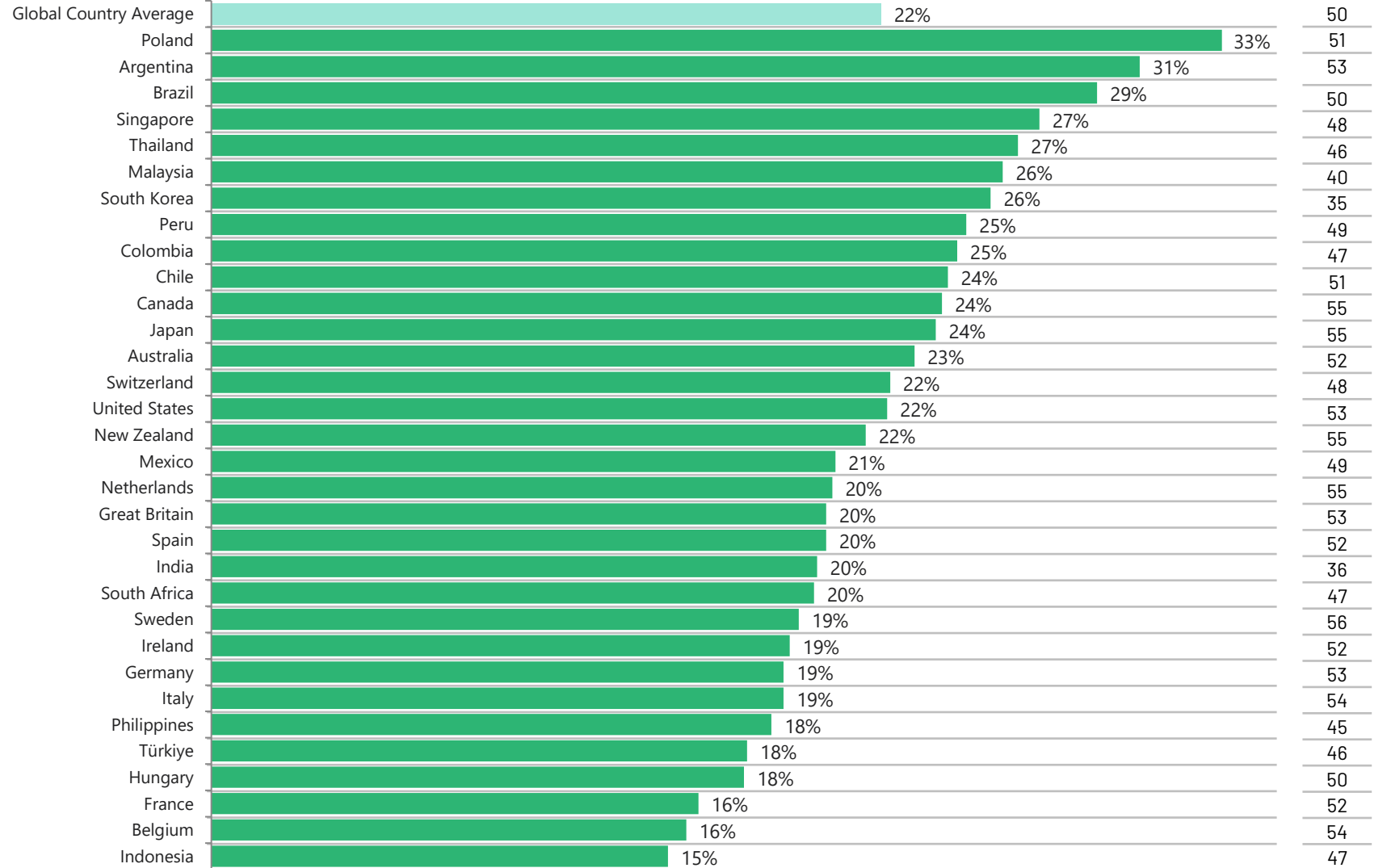
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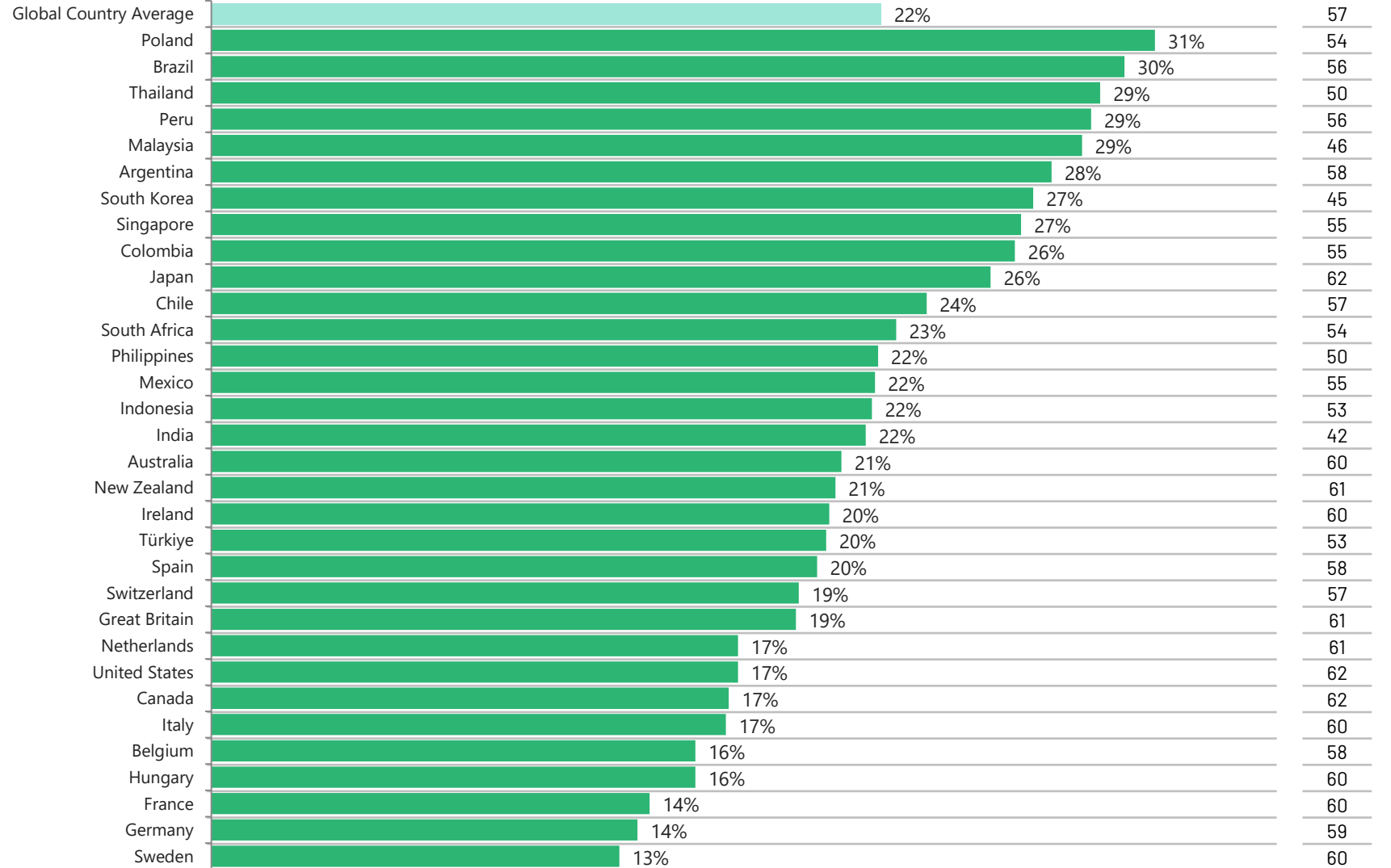
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Mean



Methodology



METHODOLOGY

These are the results of a 32-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, January 24, and Friday, February 7, 2025. For this survey, Ipsos interviewed a total of 23,745 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 1,000 individuals each in Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, New Zealand, the Philippines, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico,

the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Switzerland, Thailand, and Türkiye. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, Switzerland, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Türkiye are more urban, more educated, and/or

more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

India’s sample represents a large subset of its urban population — social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country’s sample best reflects the demographic profile of the adult population according to the most recent census data. “The Global Country Average” reflects the average result for all the countries and markets in which the survey was conducted. It has not been adjusted to the population size of each country or market and is

not intended to suggest a total result.

When percentages do not sum up to 100 or the ‘difference’ appears to be +/- 1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos’ use of credibility intervals, please visit the Ipsos website.

For more information

Michael Clemence

Engagement Manager
Strategy3

Michael.Clemence@ipsos.com

Emilie Rochester

Content Manager
Ipsos Knowledge Centre

Emilie.Rochester@ipsos.com