

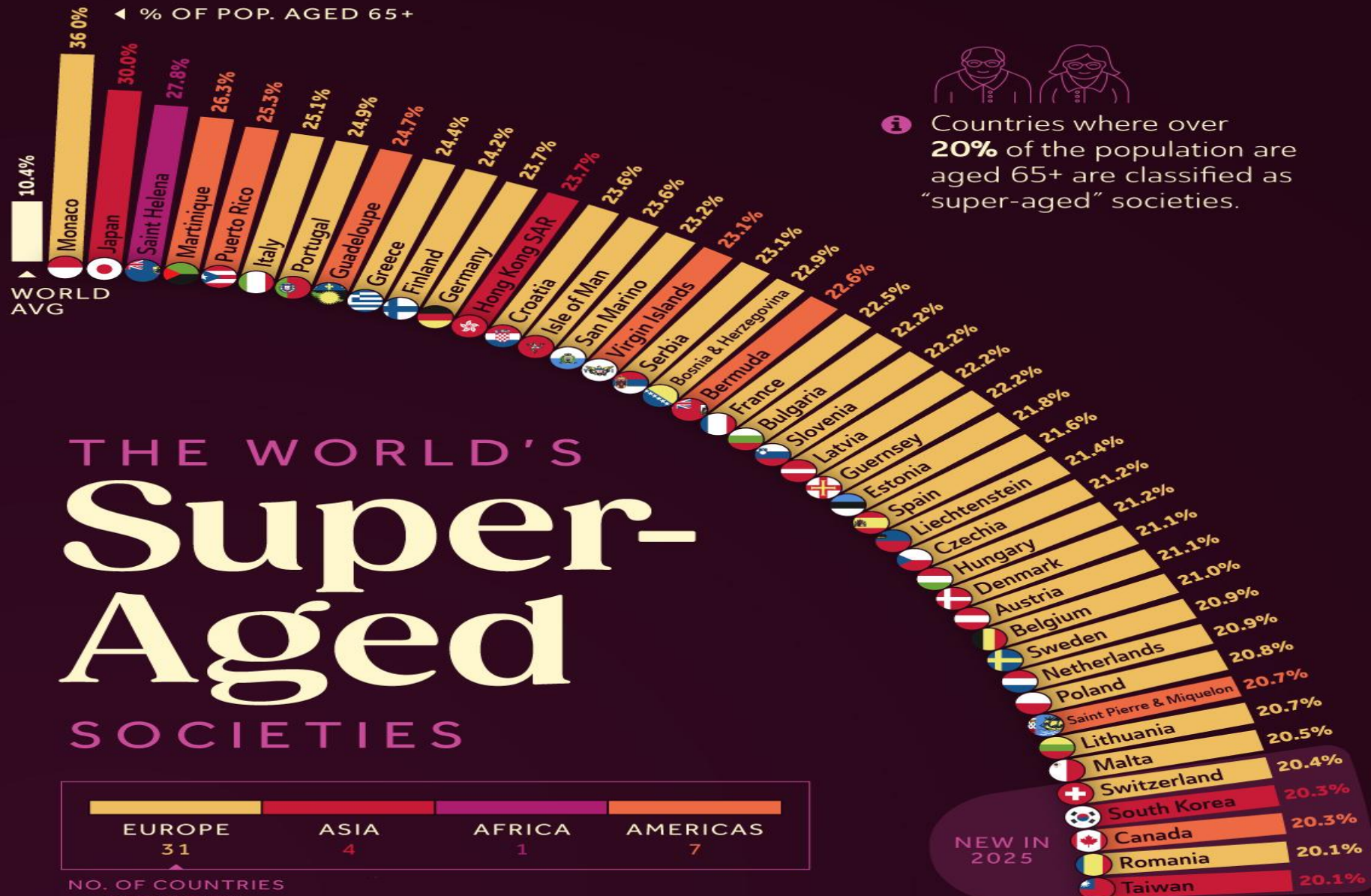
On Pressing Issues ... 2025

- 1) AGING POPULATION**
- 2) TRUSTING INSTITUTIONS**

1) AGING POPULATION

The World's Super-Aged Societies

◀ % OF POP. AGED 65+



i Countries where over **20%** of the population are aged 65+ are classified as “super-aged” societies.

Rank	Country	% of Population Over 65
1	Monaco	36.0
2	Japan	30.0
3	Saint Helena	27.8
4	Martinique	26.3
5	Puerto Rico	25.3
6	Italy	25.1
7	Portugal	24.9
8	Guadeloupe	24.7
9	Greece	24.4
10	Finland	24.2
11	Germany	23.7
12	Hong Kong SAR	23.7
13	Croatia	23.6
14	Isle of Man	23.6
15	San Marino	23.2
16	Virgin Islands	23.1
17	Serbia	23.1
18	Bosnia & Herzegovina	22.9
19	Bermuda	22.6
20	France	22.5
21	Bulgaria	22.2

22	Slovenia	22.2
23	Latvia	22.2
24	Guernsey	22.2
25	Estonia	21.8
n/a	World Avg	10.4
26	Spain	21.6
27	Liechtenstein	21.4
28	Czechia	21.2
29	Hungary	21.2
30	Denmark	21.1
31	Austria	21.1
32	Belgium	21.0
33	Sweden	20.9
34	Netherlands	20.9
35	Poland	20.8
36	Saint Pierre & Miquelon	20.7
37	Lithuania	20.7
38	Malta	20.5
39	Switzerland	20.4
40	South Korea	20.3
41	Canada	20.3
42	Romania	20.1
43	Taiwan	20.1
n/a	World Avg	10.4

The World's Super-Aged Societies

- ❑ An aging population presents several economic and social challenges.
- ❑ It means there will be:
 - *more retirees, and*
 - *fewer workers to support them.*
- ❑ This can place greater strain on healthcare systems and pension plans
 - ✓ **In the U.S., pension plans are already facing a \$1.34 trillion shortfall.**

The World's Super-Aged Societies

- **Monaco is the Oldest**
- **Monaco** leads this ranking with 36% of its population being over 65
 - **A median age of 57.**
- The country's population is largely made up of wealthy expatriates due to its tax haven status.
- This results in a combination of
 - **low birth rates and**
 - **high life expectancies.**

The World's Super-Aged Societies

❑ Japan has an aging problem.

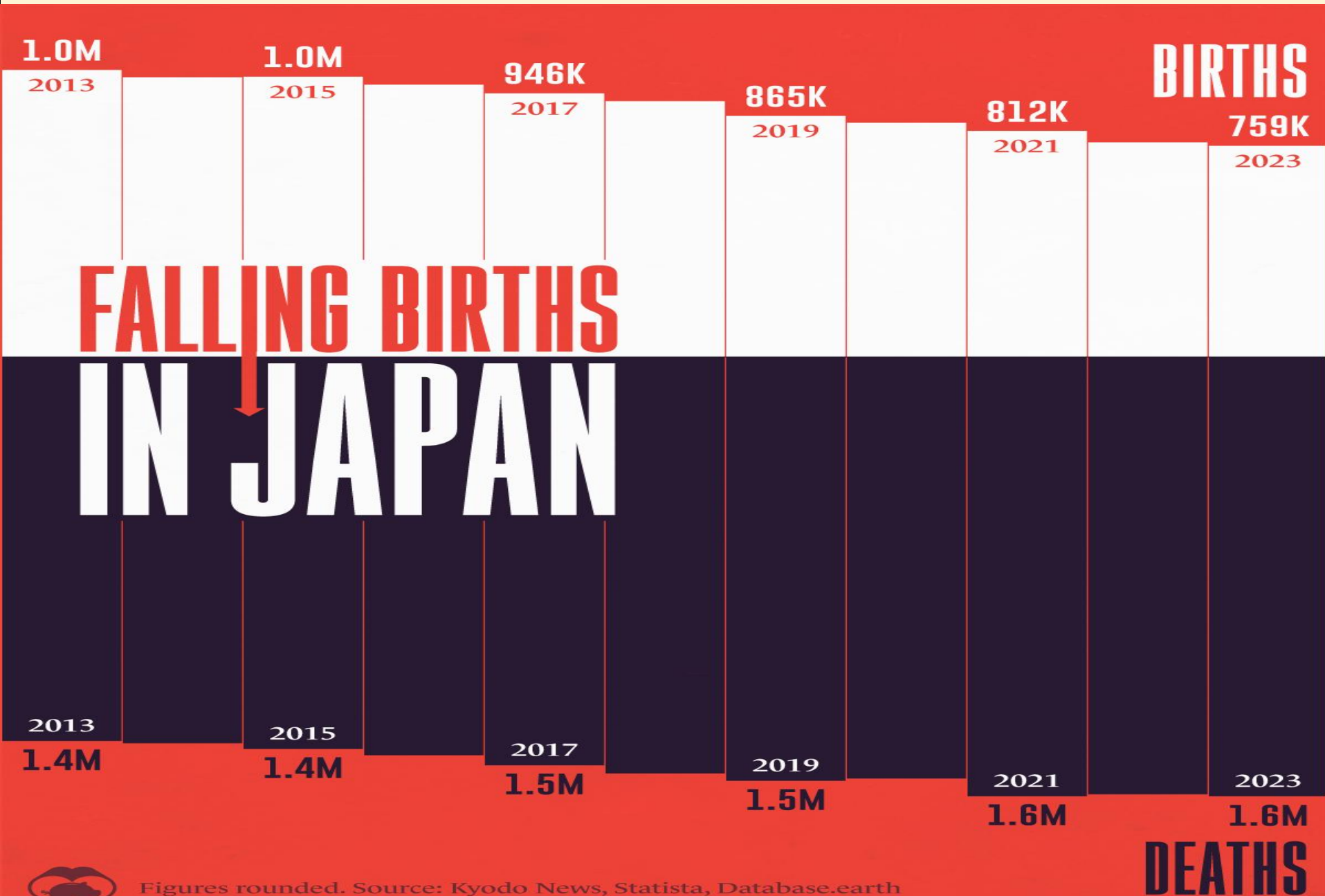
❑ The following countries are expected to reach super-aged status in 2025.

- *Switzerland,*
- *South Korea,*
- *Canada,*
- *Romania, and*
- *Taiwan*

❑ All five of these countries are struggling with **falling birth rates**.

**Case: Declining
Birth Rates in
Japan**

The Declining Birth Rate in Japan



Population Shrunk by Largest Margin Ever in **2023**

Year	Births	Deaths
2013	1,029,817	1,376,554
2014	1,003,609	1,384,931
2015	1,005,721	1,405,072
2016	977,242	1,428,060
2017	946,146	1,463,873
2018	918,400	1,493,140
2019	865,239	1,519,227
2020	840,835	1,511,209
2021	811,622	1,574,533
2022	770,759	1,567,933
2023	758,631	1,574,865

The Declining Birth Rate in Japan

- With births in 2023 recorded at 758,631.
- Births would decline to below 760,000 in 2035.
- The number of deaths has increased over the last 10 years, surpassing 1.5 million in 2023, equivalent to 1.22% of the population.

Reasons for low Fertility Rates:

Many younger Japanese hesitate to marry or start families due to:

- *bleak job prospects*
- *rising costs also contribute to couples' reluctance to have children*
- *corporate cultures unsupportive of working parents, especially women*
- *a lack of public tolerance for small children*

The Declining Birth Rate in Japan

- ❑ The average number of children a woman gives birth to in her lifetime in Japan hit 1.26 in 2022.
- ❑ The fertility rate is far below the replacement rate of 2.1 considered necessary to maintain a population without immigration.
- ❑ One of the biggest concerns is that a shrinking and aging population can have significant implications for the economy and national security.
- ❑ As a result, Japan's government is taking steps to cope with the declining birthrate, such as
 - *expanding childcare and*
 - *promoting wage hikes for younger workers.*

Young People

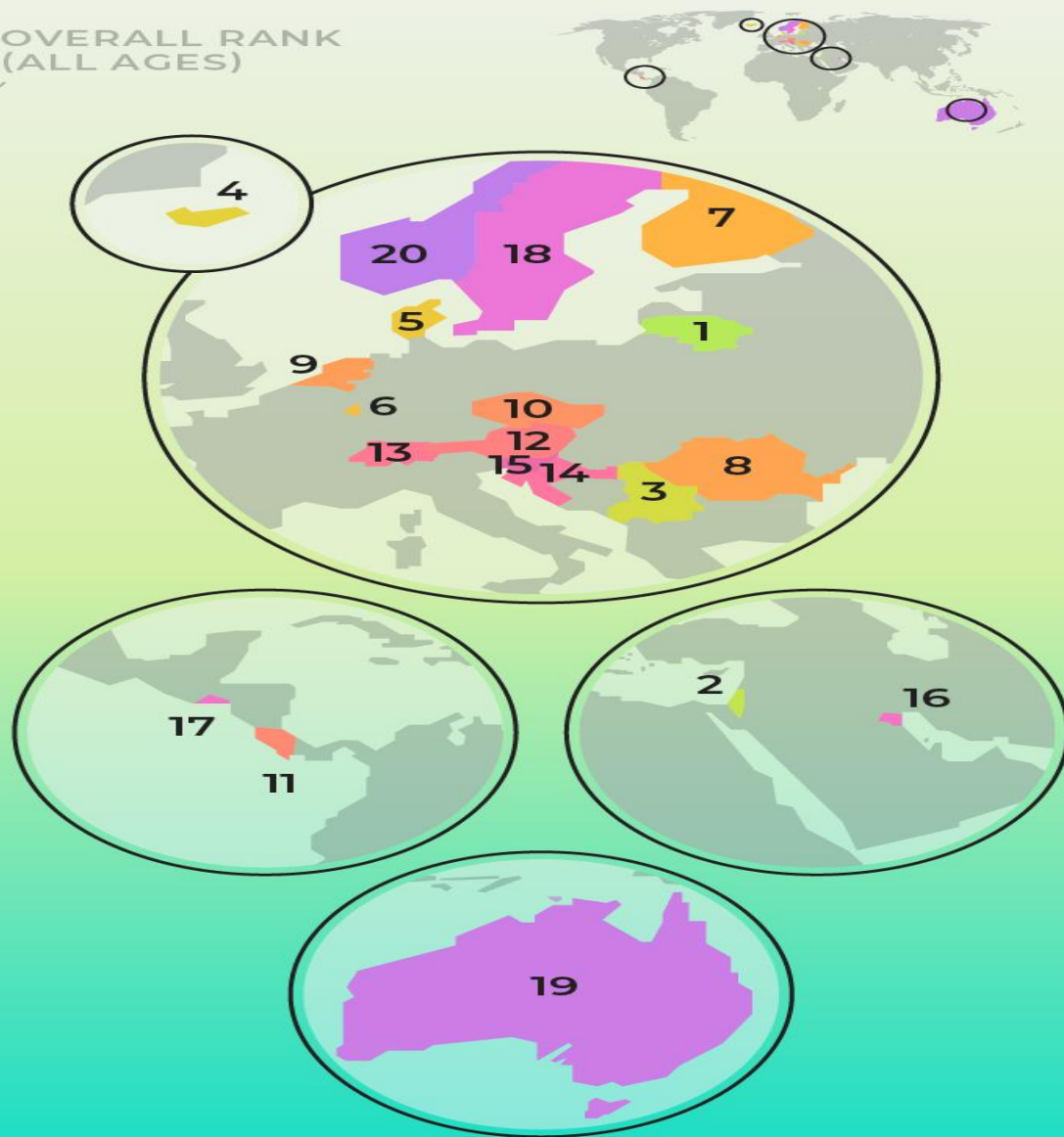
Top 20 Countries Where Young People Are the Happiest

WHERE **YOUNG** PEOPLE ARE THE HAPPIEST

RANK (AGES ≤30)

OVERALL RANK
(ALL AGES)

1		LITHUANIA 19
2		ISRAEL 5
3		SERBIA 37
4		ICELAND 3
5		DENMARK 2
6		LUXEMBOURG 8
7		FINLAND 1
8		ROMANIA 32
9		NETHERLANDS 6
10		CZECHIA 18
11		COSTA RICA 12
12		AUSTRIA 14
13		SWITZERLAND 9
14		CROATIA 63
15		SLOVENIA 21
16		KUWAIT 13
17		EL SALVADOR 33
18		SWEDEN 4
19		AUSTRALIA 10
20		NORWAY 7



Source: World Happiness Report 2024



Top 20 Countries Where Young People Are the Happiest			
Country	Happiness Rank (Age below 30)	Overall Happiness Rank (All ages)	Rank Difference
Lithuania	1	19	-18
Israel	2	5	-3
Serbia	3	37	-34
Iceland	4	3	+1
Denmark	5	2	+3
Luxembourg	6	8	-2
Finland	7	1	+6
Romania	8	32	-24
Netherlands	9	6	+3
Czechia	10	18	-8
Costa Rica	11	12	-1
Austria	12	14	-2
Switzerland	13	9	+4
Croatia	14	63	-49
Slovenia	15	21	-6
Kuwait	16	13	+3
El Salvador	17	33	-16
Sweden	18	4	+14
Australia	19	10	+9
Norway	20	7	+13

Top 20 Countries Where Young People Are the Happiest

Based on the Cantril Ladder:

Central and Southeastern Europe Ranks Highly

Lithuania (1st)

- *Lithuania's quality of life has grown substantially over the past two decades.*
- *In 2000, the country's GDP per capita was below the global average.*
- *In 2022, its GDP per capita is now \$25,064, significantly higher than the global average of \$12,687.*

Serbia (3rd)

Romania (8th).

Top 20 Countries Where Young People Are the Happiest

Based on the Cantril Ladder:

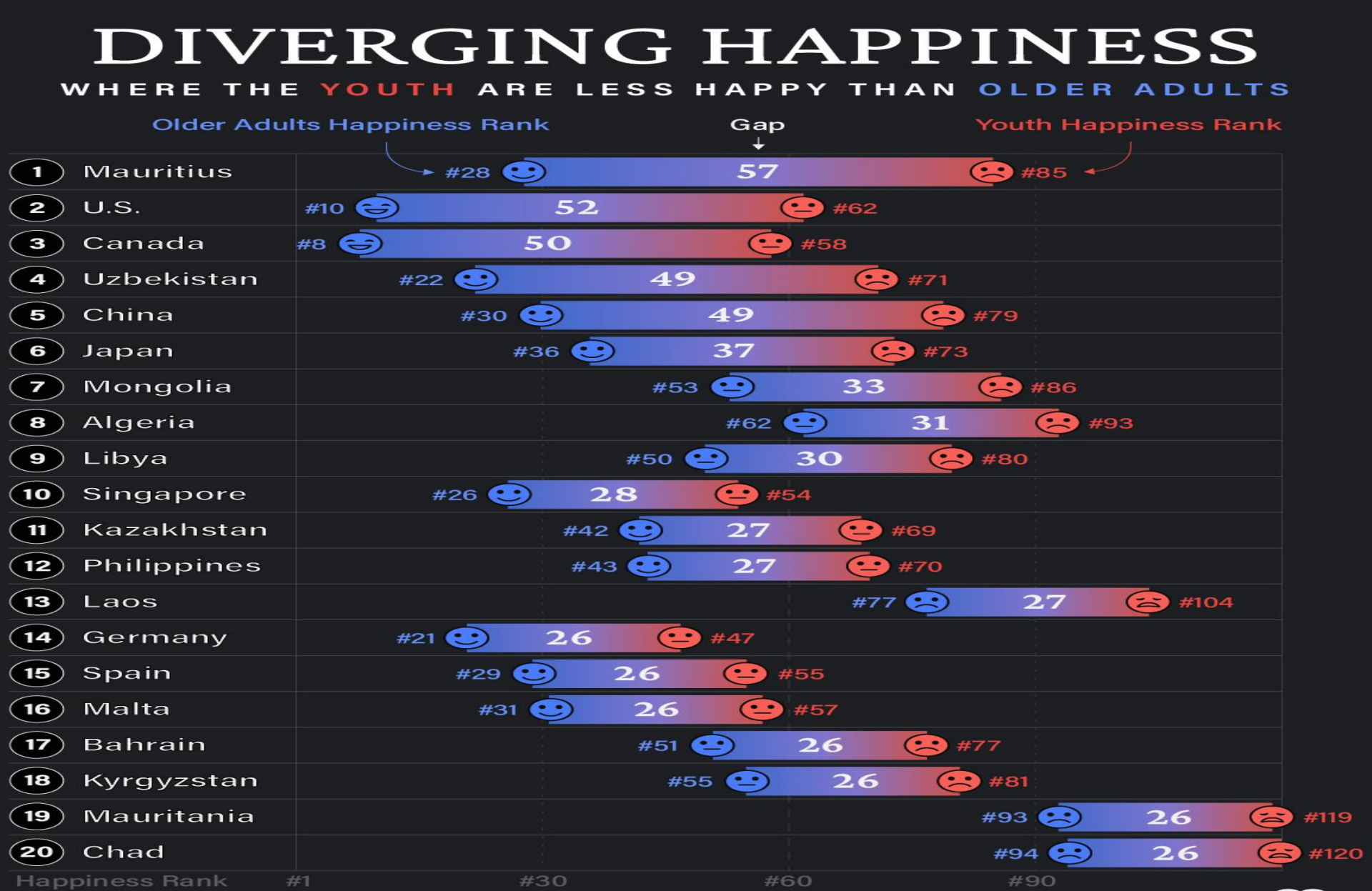
Diverging Happiness Between the Young & Old

- A common theme among the three aforementioned countries is how happiness has diverged between their young and old populations.
- Serbia, which ranked 3rd when looking at those under 30 years old, is ranked 37th overall.
- When looking at only the country's senior population (60+), Serbia ranks 54th.
- One possible reason for this divergence is the rapid

Young & Old ...

Generations

Countries Where Youth are the Most Unhappy, Relative to Older Generations



Countries Where Youth are the Most Unhappy, Relative to Older Generations

“They say a person needs just three things to be truly happy in this world:

- ✓ someone to love,*
- ✓ something to do, and*
- ✓ something to hope for.”*

TOM BODETT

Countries Where Youth are the Most Unhappy, Relative to Older Generations				
Rank	Country	Youth Happiness Rank	Older Adult Happiness Rank	Happiness Gap
1	Mauritius	85	28	57
2	U.S.	62	10	52
3	Canada	58	8	50
4	Uzbekistan	71	22	49
5	China	79	30	49
6	Japan	73	36	37
7	Mongolia	86	53	33
8	Algeria	93	62	31
9	Libya	80	50	30
10	Singapore	54	26	28
11	Kazakhstan	69	42	27
12	Philippines	70	43	27
13	Laos	104	77	27
14	Germany	47	21	26
15	Spain	55	29	26
16	Malta	57	31	26
17	Bahrain	77	51	26
18	Kyrgyzstan	81	55	26
19	Mauritania	119	93	26
20	Chad	120	94	26

Countries Where Youth are the Most Unhappy, Relative to Older Generations

Happiness

- *is very high for Young adults (those below 30)*
- *decreases through middle age*
- *starts increasing around 60*

Countries Where Youth are the Most Unhappy, Relative to Older Generations

Many young adults feel unhappy, because:

1. it is very difficult to own a home
a once key metric of success.
1. climate anxieties are also high,
2. the future of the world they'll inhabit.
3. persistent economic inequities
4. many in that cohort feeling like they will never be able to afford to retire.
5. a rising loneliness epidemic,
aged 18–25 report much higher rates of loneliness than the general population.

2) TRUSTING INSTITUTIONS

How Much People Trust Institutions, by Country

Trust Index BY COUNTRY

The **2025 Edelman Trust Index** represents the average percent trust in NGOs, business, government, and media based on a survey of over 33,000 respondents from 28 different countries.

Election or change in government leadership in past year

High Trust

	China	77	-2
	Indonesia ✓	76	+3
	India ✓	75	0
	UAE	72	-2
	Saudi Arabia	71	-1
	Malaysia	66	-2
	Thailand ✓	66	-4
	Nigeria	65	+4
	Singapore	65	-1
	Kenya	63	-1

Change in percentage points from 2024

Average Trust

	Mexico ✓	57	-2
	Netherlands ✓	57	+1
	S. Africa ✓	53	+4
	Canada	52	-1
	Brazil	51	-2
	Italy	50	0
	Sweden	50	+1

A MAJORITY (54%) of the countries saw a drop in their trust index compared to last year.

ARGENTINA saw the largest increase in trust from 2024 at +9.

Low Trust

	Australia	49	-2
	Colombia	49	+2
	Argentina ✓	48	+9
	France ✓	48	+1
	Ireland	48	+1
	U.S. ✓	47	+1
	Spain	44	-2
	U.K. ✓	43	+4
	Germany ✓	41	-4
	S. Korea ✓	41	-2
	Japan ✓	37	-2



Source: Edelman, 2025

COLLABORATORS RESEARCH + WRITING Kayla Zhu, Niccolo Conte | ART DIRECTION + DESIGN Sabrina Lam

Only elections/leadership changes between the 2024 (Nov 3–22, 2023) and 2025 (Oct 25–Nov 16, 2024) Trust Barometer survey dates were included.

Which Countries Trust Gov't, NGOs, and Business the Most?			
Country	Election/change in government leadership in past year	Trust Index 2025	Change in percentage points from 2024
China	N	77	-2
Indonesia	Y	76	3
India	Y	75	0
United Arab Emirates	N	72	-2
Saudi Arabia	N	71	-1
Thailand	Y	66	-4
Malaysia	N	66	-2
Singapore	N	65	-1
Nigeria	N	65	4
Kenya	N	63	-1
Mexico	Y	57	-2
Netherlands	Y	57	1
South Africa	Y	53	4
Canada	N	52	-1
Brazil	N	51	-2
Italy	N	50	0
Sweden	N	50	1
Australia	N	49	-2
Colombia	N	49	2
Argentina	Y	48	9
France	Y	48	1
Ireland	N	48	1
U.S.	Y	47	1
Spain	N	44	-2
UK	Y	43	4
Germany	Y	41	-4
South Korea	Y	41	-2
Japan	Y	37	-2

Which Countries Trust Gov't, NGOs, and Business the Most?

- ❑ The global average saw no change from 2024, remaining steady at 56.
- ❑ However, a slight majority (54%) of the countries saw a drop in their trust index compared to last year.
- ❑ Among the world's 10 largest economies, five rank among the **least trusting nations** on the Trust Index:
 - *Japan (the lowest at 37),*
 - *Germany (41),*
 - *the UK (43),*
 - *the U.S. (47), and*
 - *France (48).*

Which Countries Trust Gov't, NGOs, and Business the Most?

- ❑ Argentina saw the largest increase in trust from 2024 at +9, following the election of Javier Milei, who campaigned on radical economic reforms amid the country's ongoing financial crisis.
- ❑ Only 4 of the 13 countries that had a national election or leadership change in the past year saw an increase in trust (Indonesia, Nigeria, South Africa, and Argentina)

Which Countries Trust Gov't, NGOs, and Business the Most?

- ❑ The Edelman Trust Barometer also found that 61% of respondents had a moderate or high sense of grievance, which is defined by a belief that
 - *government and business make their lives harder and*
 - *serve narrow interests, and*
 - *wealthy people benefit unfairly from the system.*

- ❑ The survey highlights:
 1. **a rising willingness** to justify extreme actions, such as
 - *violence and*
 - *disinformation*
 2. as **economic fears**,
 3. **deepening grievance**, and
 4. **institutional distrust continue to escalate.**

Thank You

Sources

- 1) Copyright © 2021-2026 Visual Capitalist, All rights reserved.
- 2) Wikipedia
- 3) References at Slides

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