



# RED C Sustainability Monitor

## *Environmental Attitudes and Behaviours in Ireland*

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# Monitoring Sustainability

RED C has been tracking behaviours pertaining to sustainability and the environment in the Republic of Ireland since July 2019.



## The RED C Sustainability Monitor – tracking behaviour since July 2019

This latest edition of RED C's Sustainability Monitor (previously published in September 2021) looks at consumer views on sustainability issues in Ireland.

Questions were tested on RED C's own online omnibus service, **RED Line**, in Ireland. A nationally representative sample of adults aged 18+ surveyed as follows:

/ n=1,012 in Ireland, with fieldwork in current wave conducted between 11<sup>th</sup> – 15<sup>th</sup> March 2022

### Waves covered in RED C Sustainability Monitor



# Growing despondency over climate change among Irish adults



RED C Consumer Sustainability Monitor – March '22



1

There is an air of negativity permeating the public consciousness, with consumer mood dampened in the midst of soaring energy prices, inflation, and the war in Ukraine beginning to drag on. Add to this the news that we are nowhere near where we need to be with UN climate goals, and it is perhaps no surprise that we are seeing growing despondency over the climate and environment.

2

Global weather does not seem to pack the same punch in the current news space, with a decline in those who decided to live more sustainably as a result of reporting of extreme weather. This suggests that with Ukraine and the energy crisis permeating the media, people have less bandwidth for the climate crisis and that other issues such as cost of living are of higher concern.

3

If given the choice, notable proportion of population would like to see investments made into home retrofitting and offshore wind and solar farms, highlighting the psychological and financial pressures that many find themselves under. Young people differ somewhat, however, in their strong belief that investments should especially be targeted more toward public transport.

4

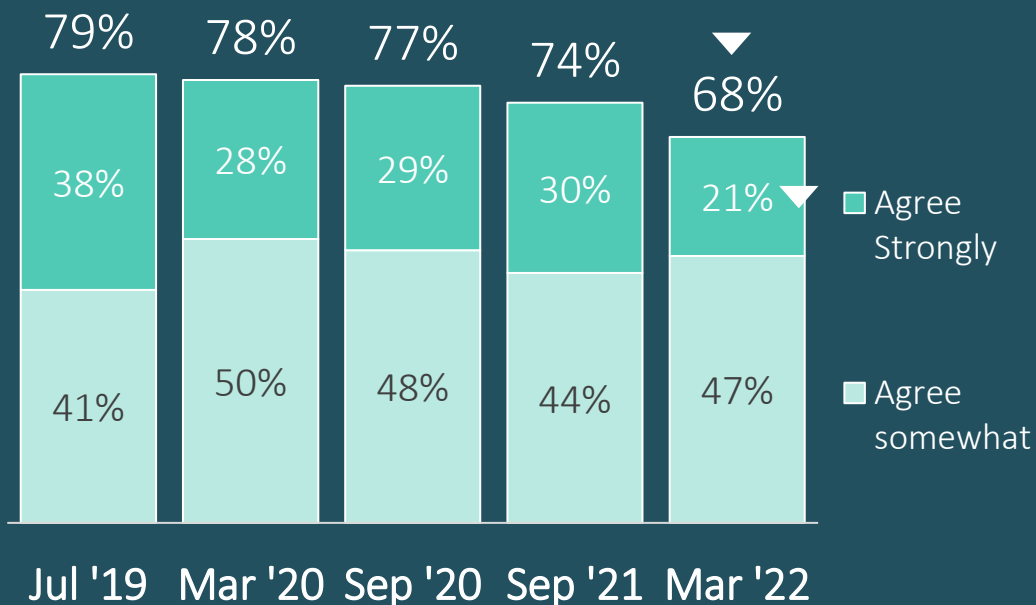
Despite this growing sense of helplessness and despondency, as well as financial pressure, majority of the public are making efforts to seek out more sustainable options, with a continued shift toward seeking out sustainable products and also brands that explain their role in offering these types of eco-friendly products.



We are seeing growing despondency in Ireland with attitudes on the environment and climate change

# Continued decline in number who believe they can personally help the environment

I believe my personal actions can improve the environment

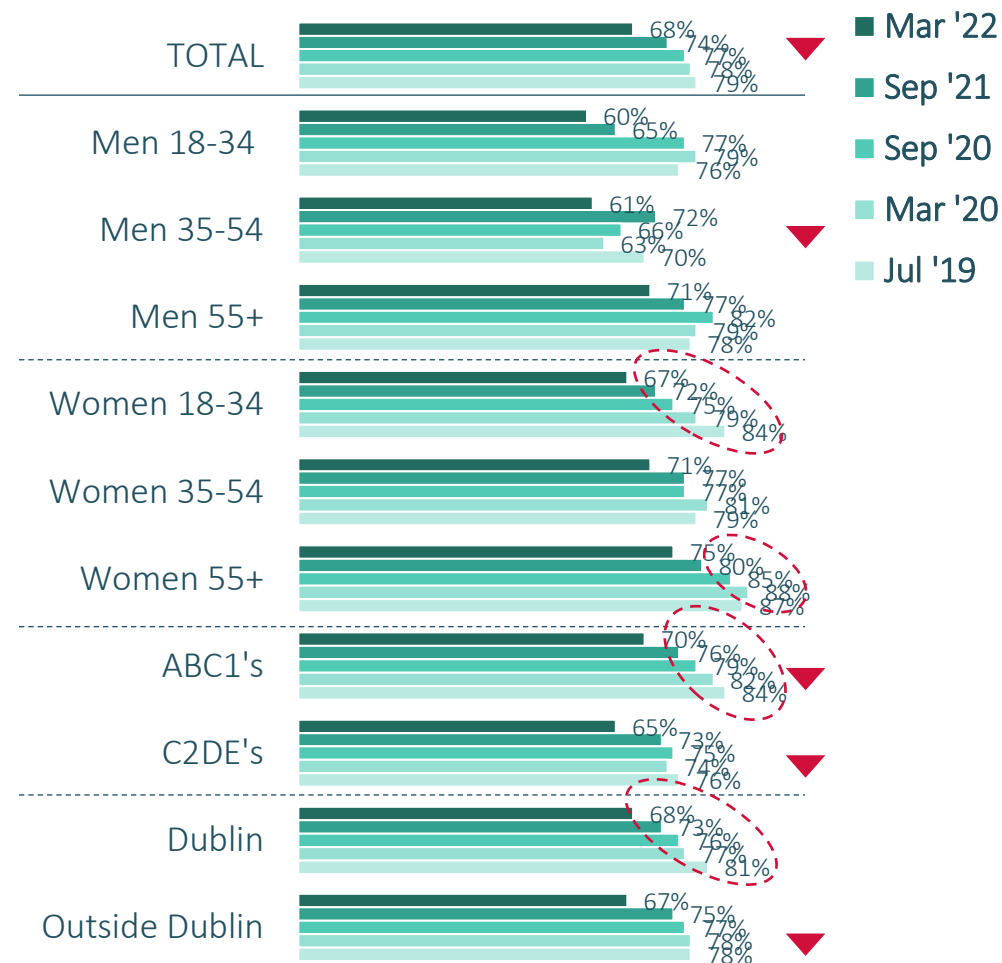


▲ ▼ Indicates significant difference vs. Sep '21

(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

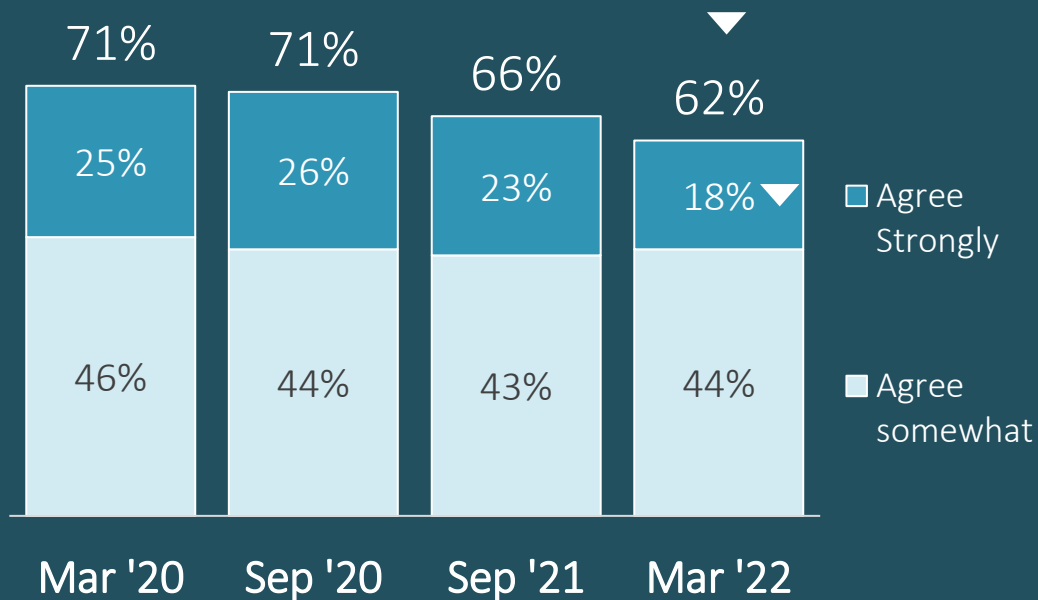
(Base: all adults aged 18+)

# This long term decline is evident across all cohorts



# Number believing there is still time left also continues to worsen

There is still time left for us to reverse the effects of climate change

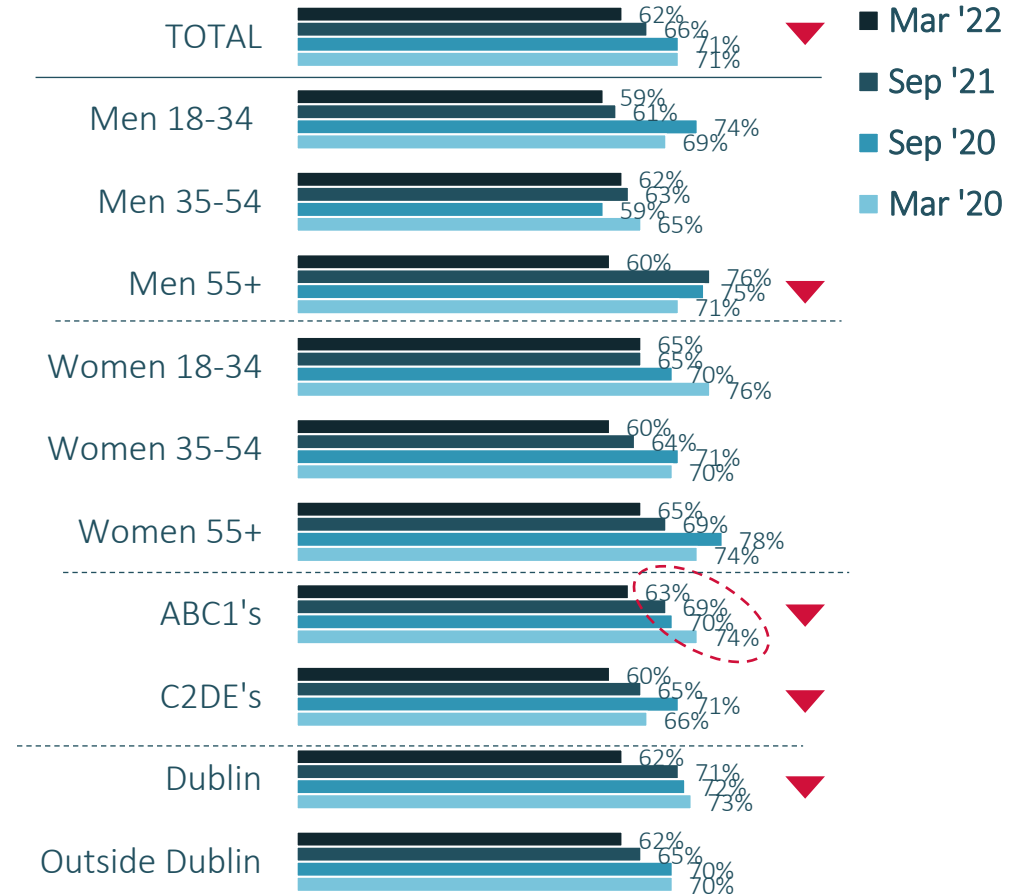


▲ ▼ Indicates significant difference vs. Sep '21

(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)

# This is the case across most cohorts, but especially recently amongst men aged 55+





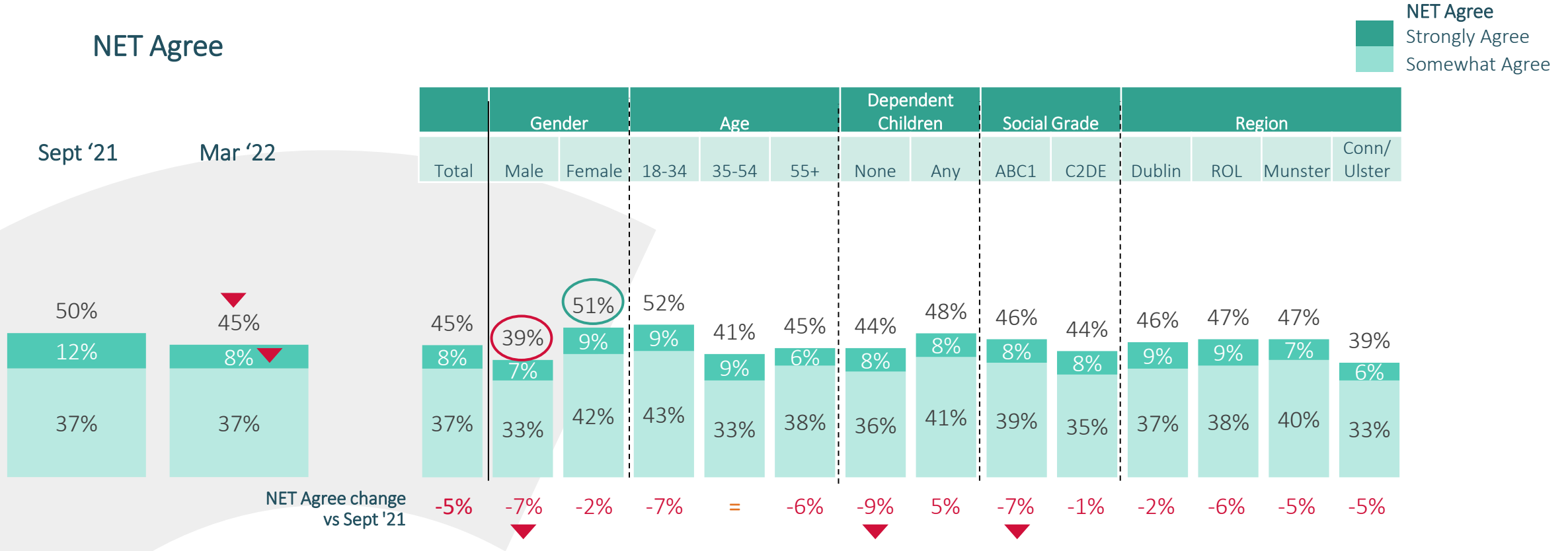
Meanwhile, news from Ukraine and the energy crisis seem to be somewhat eclipsing news on global weather events

# Positive effect of global weather event reporting has weakened



Significant decline since September in those saying that extreme weather events have prompted them to live more sustainably. This decline is driven especially by men, those with no children and higher social grades.

The reporting of extreme global weather events has prompted me to change my behaviour in the past 6 months and live more sustainably



(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)

○ Significantly higher/lower than national average

▲ ▼ Indicates significant difference vs. Sep '21





Along with this growing despondency and climate news 'eclipse', there is an air of pessimism surrounding sustainable living as a way to help reduce wars and conflicts

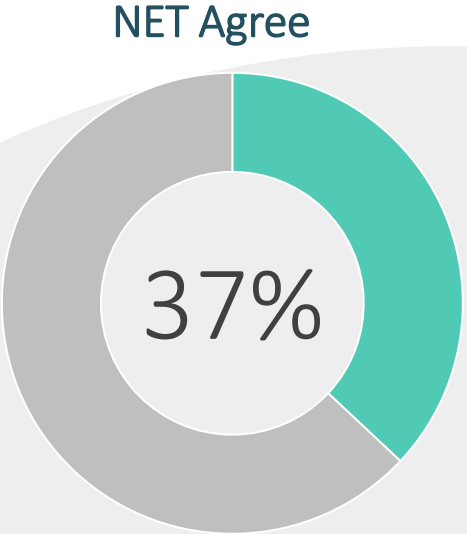
# Low agreement that living sustainably could help reduce conflicts



Younger people are more likely to be on board with this view, with strong indications that older ages have grown more jaded and cynical in their view on this topic.

Living more sustainably gives us the opportunity to reduce wars/conflicts

NET Agree  
 Strongly Agree  
 Somewhat Agree



Total	Gender		Age			Social Class		Region			
	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	ROL	Munster	Conn/ Ulster
37%	41%	33%	45%	36%	32%	41%	33%	41%	39%	31%	38%
12%	13%	11%	14%	11%	9%	14%	9%	15%	12%	10%	8%
26%	28%	23%	30%	25%	23%	27%	24%	26%	27%	21%	30%

○ Significantly higher/lower than national average

(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)



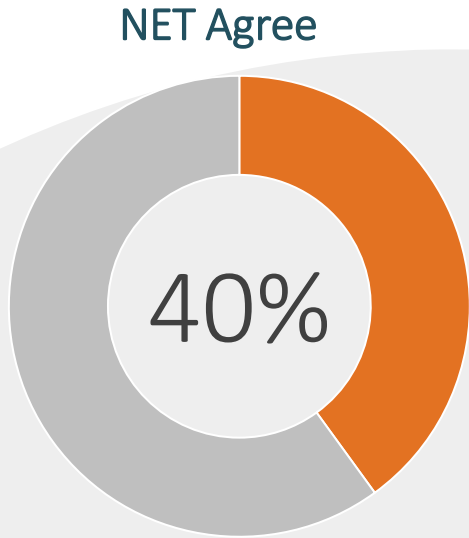
In addition, more work is needed to help highlight the environmental benefits of reducing our meat consumption

# 2 in 5 agree that reducing meat consumption is key to sustainability

With higher agreement among women, 18-34 year olds, higher social grades and those in Dublin and Leinster.

Reducing meat consumption is one of the best ways to live more sustainably

 NET Agree  
 Strongly Agree  
 Somewhat Agree



Total	Gender		Age			Social Class		Region			
	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	ROL	Munster	Conn/ Ulster
40%	36%	44%	46%	37%	38%	43%	39%	44%	45%	35%	33%
12%	9%	14%	17%	10%	8%	14%	11%	15%	12%	10%	9%
28%	27%	30%	29%	27%	30%	30%	28%	29%	33%	26%	24%

 Significantly higher/lower than national average

(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)



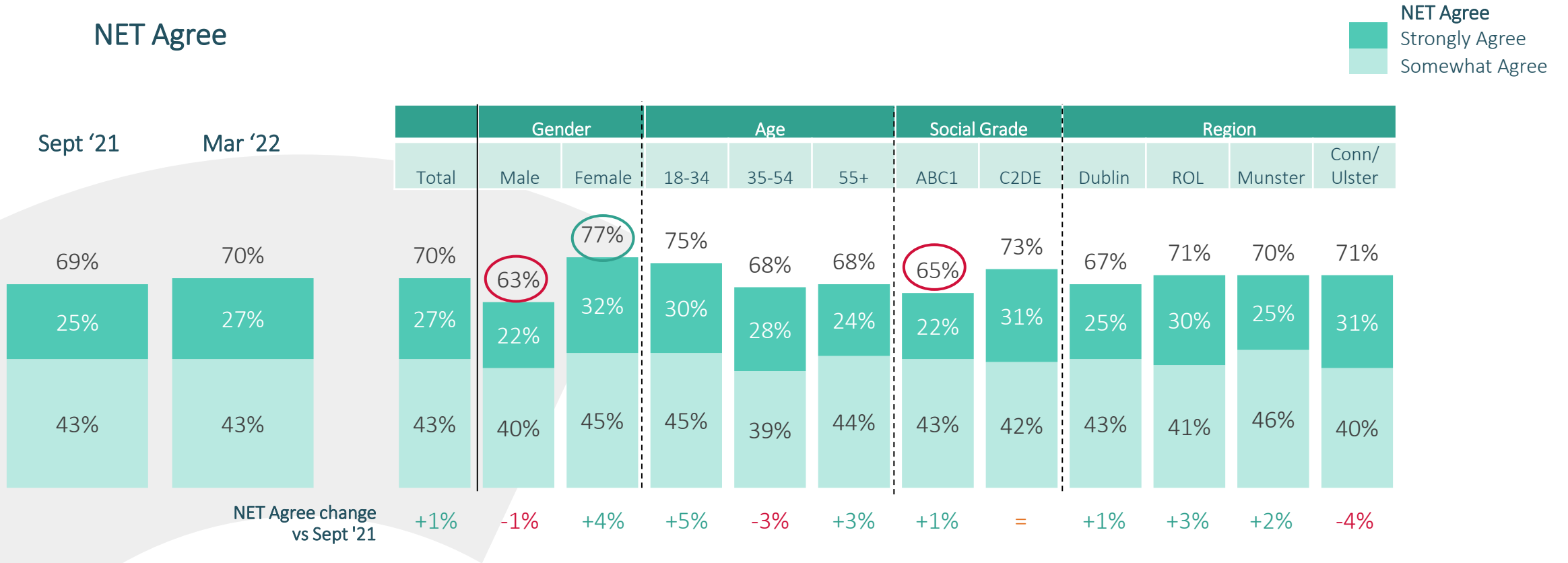
Good news is that despite frustration by financial limitations to live more sustainably, some are still seeking out ways to do it

# For majority, finances remain prohibitor in living sustainably



Women remain far more likely than men to say this, with some indications that lower social grades and younger people also feel this way.

I would like to live more sustainably, but I cannot financially afford to make the changes needed to do so



(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)

○ Significantly higher/lower than national average

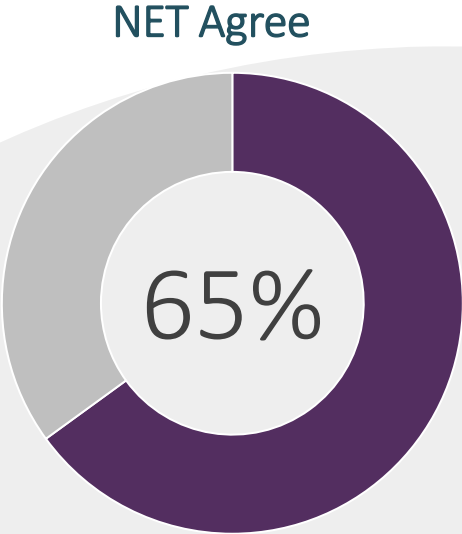
▲ ▼ Indicates significant difference vs. Sep '21

# However, most are still trying to look for more sustainable options

Only 1 in 4 strongly agree with this though, which suggests that the public is not aggressively pursuing this and that

With cost of fuel rising, I am looking for more sustainable options

NET Agree  
 Strongly Agree  
 Somewhat Agree



Total	Gender		Age			Social Class		Region			
	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	ROL	Munster	Conn/ Ulster
65%	64%	67%	69%	61%	67%	67%	63%	67%	68%	61%	66%
23%	22%	24%	26%	24%	20%	23%	24%	24%	27%	21%	19%
42%	42%	43%	43%	38%	47%	44%	39%	43%	41%	40%	47%

 Significantly higher/lower than national average

(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)

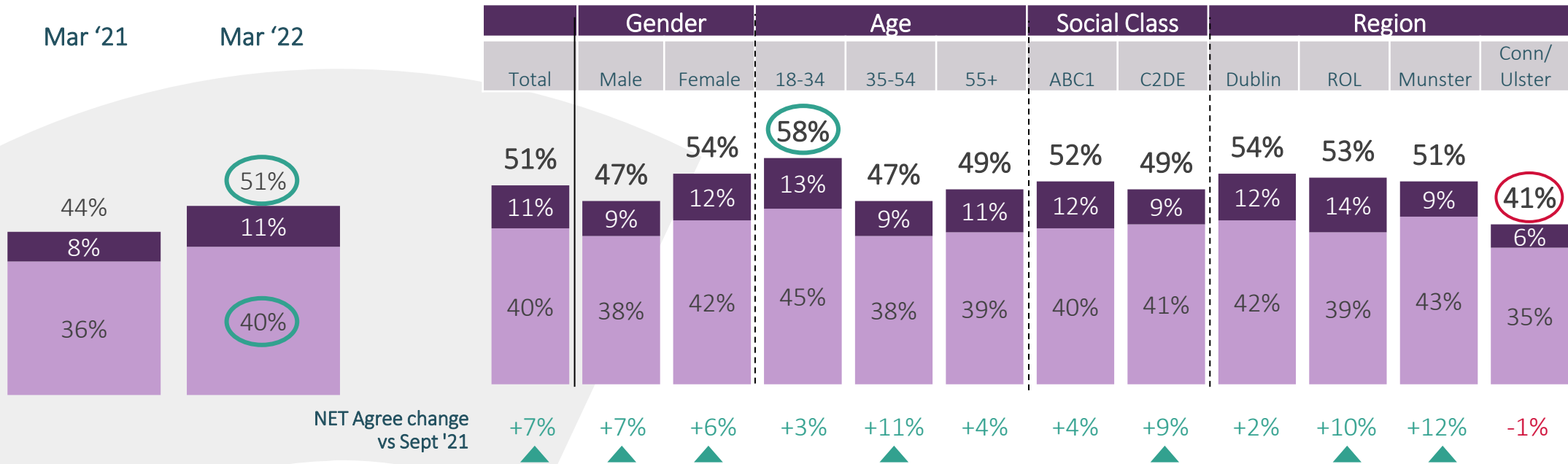
# We see more and more seeking out sustainable products



The increase is driven by all demographics, particularly lower social grades and 35-54 year olds. 18-34 year olds are the most likely to do this overall.

## I seek out products that are sustainably sourced/produced

NET Agree  
 Strongly Agree  
 Somewhat Agree



(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)

○ Significantly higher/lower than national average

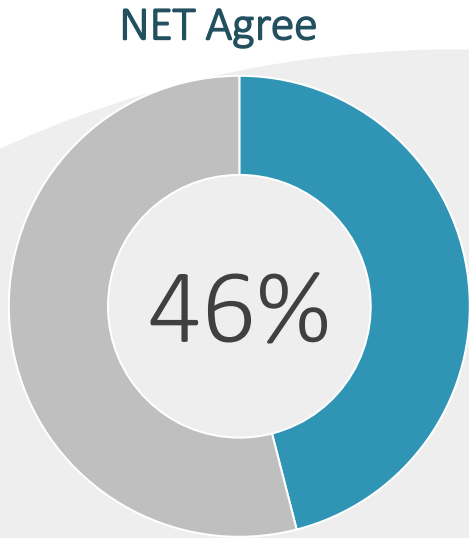
▲ ▼ Indicates significant difference vs. Mar '21



# Nearly half look for brands that explain their sustainability process

18-34 year olds are the most likely to say they are looking for brands who explain the steps they take to be sustainable. A majority of those in higher social grades and those in Dublin also agree.

I actively look for brands that explain the steps they take to offer more sustainable products and services



Total	Gender		Age			Social Class		Region			
	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	ROL	Munster	Conn/ Ulster
46%	44%	48%	55%	43%	41%	50%	41%	50%	48%	47%	36%
11%	9%	12%	13%	9%	9%	10%	10%	12%	12%	11%	5%
36%	35%	36%	42%	34%	32%	40%	31%	38%	36%	36%	31%

 Significantly higher/lower than national average

(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)



Public supports investments in home retrofits and offshore renewables, which strongly suggests consumers are already feeling pressure from energy crisis

# Public demand for retrofitting homes & offshore renewables



Irish public would also like to see investment prioritized in public transport, native tree growth, electric car charging infrastructure, and onshore wind and solar farms. We see little support for nuclear power.

## Investments would like to see for a sustainable future

45% 

Retrofitting homes (ie heat pumps, insulation, window glazing upgrade)

43% 

Offshore wind/solar farms

36% 

Public transportation

26% 

Native tree growth

26% 

Electric car charging infrastructure

23% 

Onshore wind/solar farms

22% 

Shifting away from using chemical pesticides/fertilisers in agriculture

20% 

Rewilding (ie restoring and protecting natural processes and wilderness areas)

19% 

Water system replacement /upgrades

11% 

Nuclear energy generation

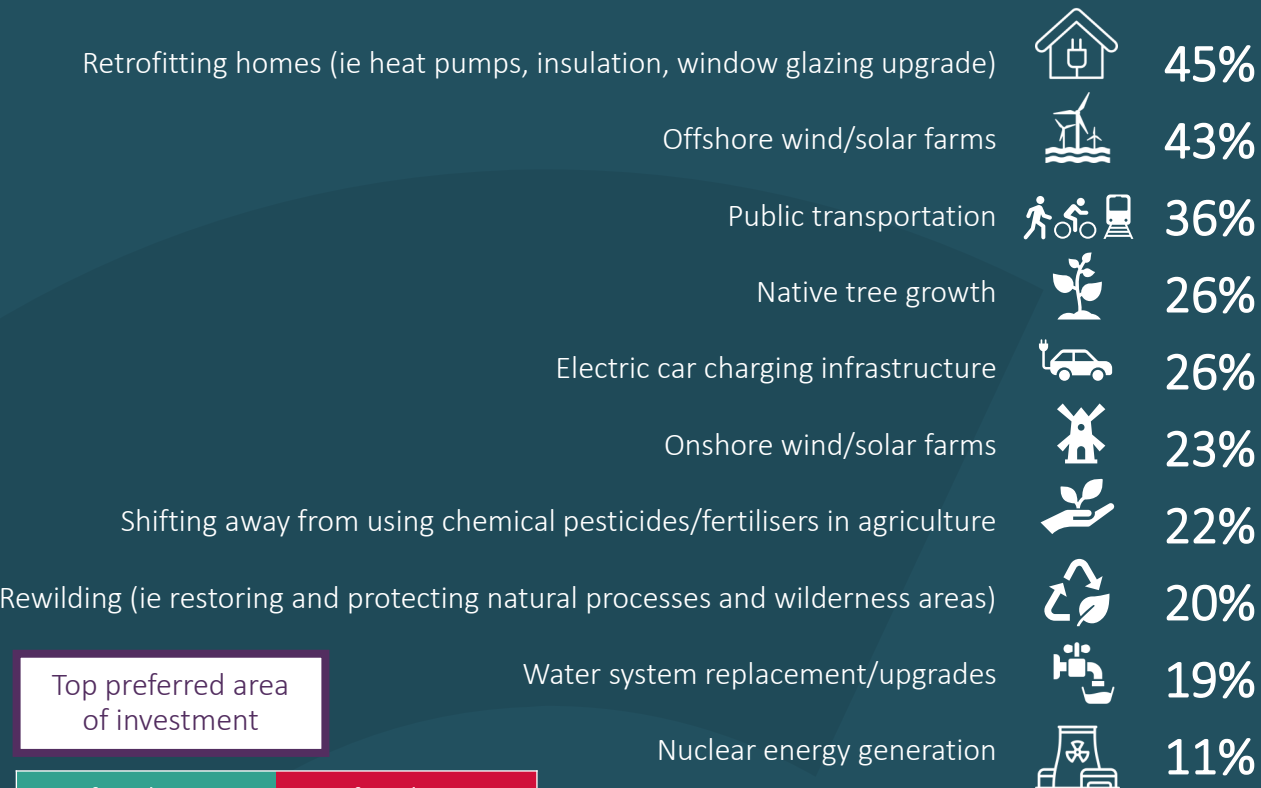
Q6. There are a range of investments that Ireland can make to help build a sustainable future. Where would you like to see these investments focused?

(Base: all adults aged 18+)

# Strong support for home retrofits funding and offshore renewables

Most cohorts are firmly behind investments in home retrofitting, although we see a bit more offshore wind and solar support amongst men and higher SG's, while 18-34's are most supportive of public transport investments.

## Investment



Top preferred area of investment

Significantly HIGHER vs Total  
Significantly LOWER vs Total

Gender		Age			Social Grade	
Male	Female	18-34	35-54	55+	ABC1	C2DE
40%	50%	35%	45%	52%	43%	47%
47%	40%	41%	42%	46%	47%	40%
35%	37%	46%	30%	34%	40%	31%
26%	26%	28%	25%	26%	27%	27%
25%	26%	34%	25%	19%	27%	24%
25%	20%	24%	21%	23%	26%	21%
16%	28%	15%	21%	31%	17%	26%
18%	21%	18%	25%	15%	18%	21%
16%	22%	13%	21%	22%	19%	21%
19%	3%	11%	9%	12%	14%	9%

Q6. There are a range of investments that Ireland can make to help build a sustainable future. Where would you like to see these investments focused?

(Base: all adults aged 18+)

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DIRECTION  
**CLARITY**

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