



RED C Sustainability Monitor

Environmental Attitudes and Behaviours in Ireland

Published: March 2025

REF: 7817-2025



Monitoring Sustainability

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



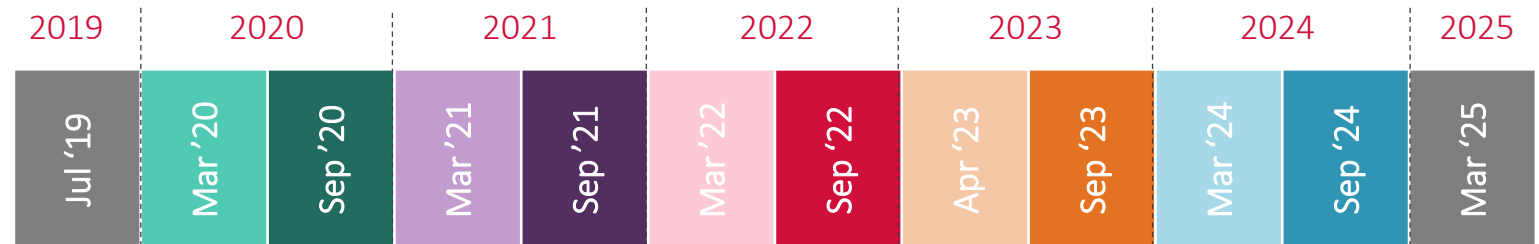
The RED C Sustainability Monitor – tracking behaviour since July 2019

This latest edition of RED C’s Sustainability Monitor (previously published in April 2024) 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=1,000 in Ireland, with fieldwork in current wave conducted between 6th and 11th March 2025

Months covered in RED C Sustainability Monitor



Apathy grows over environment, but desire to hit Net Zero remains

RED C Consumer Sustainability Monitor – March 2025

Growing environmental apathy amongst consumers

Majority (2 in 3) believe their personal actions can improve the environment, but on the back of increasingly tense global events and the withdrawal from the Paris Agreement by the United States, there is growing apathy amongst consumers in the sustainability space, with this especially driven by younger men and majority of adults remain unconvinced that environmental problems have a direct effect on their life today.

Desire to still achieve Net Zero by 2050, led by brands

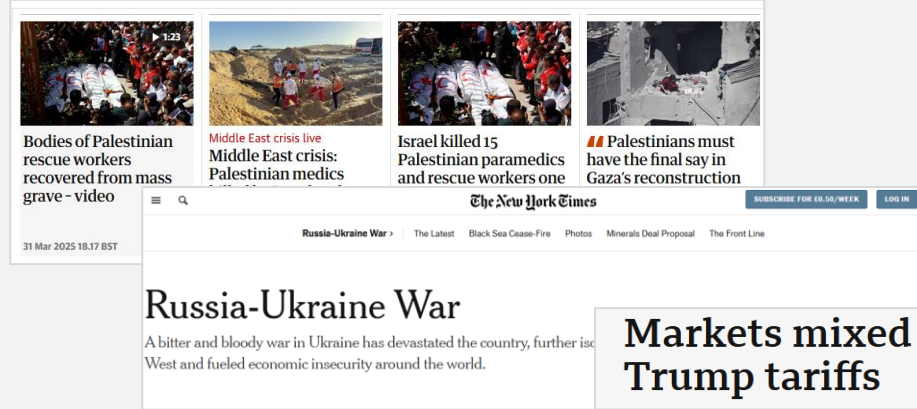
Despite rise in apathy at a personal level, consumers do generally still believe that Ireland should still aim to achieve Net Zero by 2050. There is still a preference to see renewables as a focus of government investment, but there is a shift away from this toward public transport (driven by younger people) and water system upgrades.

There is uncertainty over which brands to turn to

Not all brands are equal in the eyes of consumers, who are somewhat confident in their knowledge of how to live sustainably, but less so when it comes to which brands they should choose to help them live more sustainably. Women feel less confident when faced with these types of brand choices, but are also more likely to switch brands if they have sustainability concerns.

Sustainability agenda swayed by global events over past 6 months

Ongoing conflicts & heightened economic stress



Bodies of Palestinian rescue workers recovered from mass grave - video

Middle East crisis live: Middle East crisis: Palestinian medics

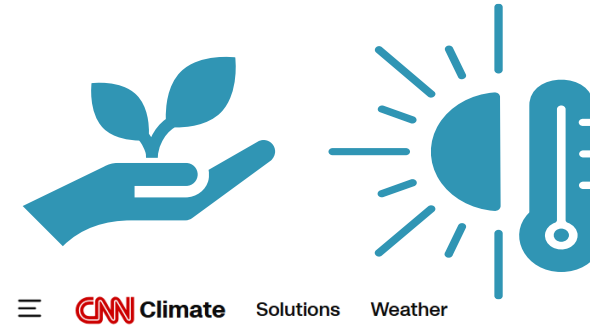
Israel killed 15 Palestinian paramedics and rescue workers

Palastinians must have the final say in Gaza's reconstruction

Russia-Ukraine War
A bitter and bloody war in Ukraine has devastated the country, further is...
West and fueled economic insecurity around the world.



Markets mixed as investors brace for Trump tariffs



What is the Paris Agreement? Trump pulled the US out — again

Tense electoral climate



At least 70 countries have elections in 2024. A guide in maps and charts

Changes on sustainability front

While we have made some progress in reducing emissions, our pace of change is not enough to meet our national and EU climate targets. ”

- Marie Donnelly -
Chair of the Climate Change Advisory Council

Climate change taken off America's global threat list for the first time in over a decade

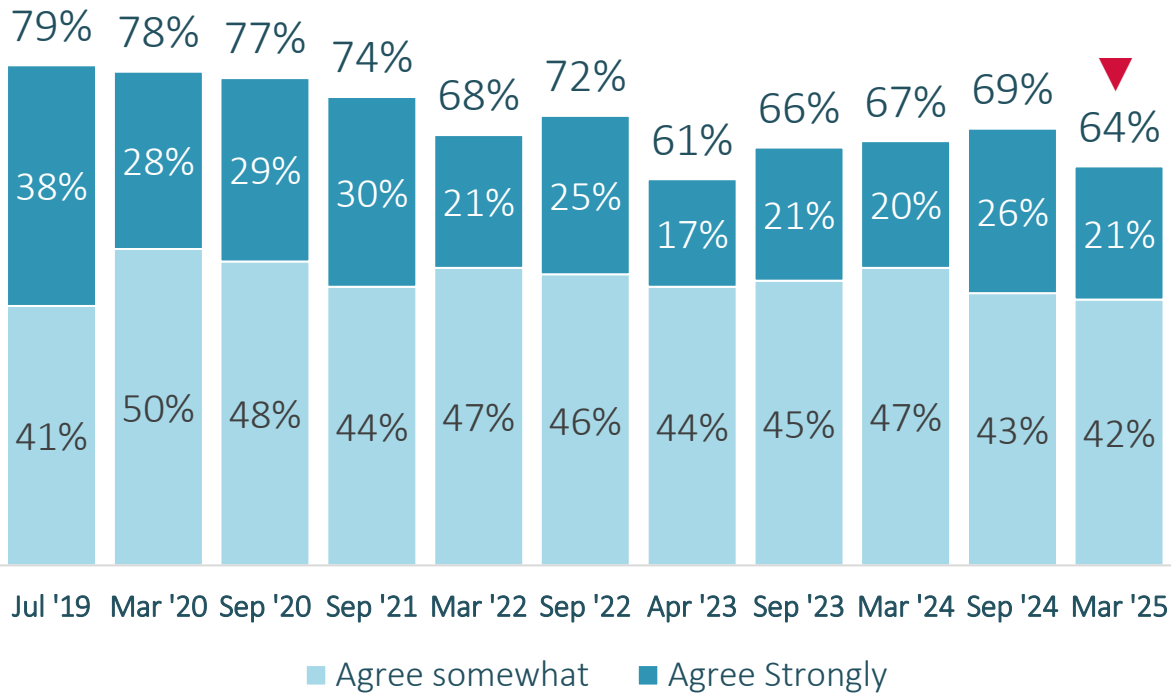
Amount of electricity needed to power world's data centres expected to double in five years

There are signs of consumer apathy on the environment, with a fall back in belief that one's personal actions can improve the environment, and a decline in belief that it is very important to personally reduce carbon emission

Fall back in belief that one's personal actions can improve the environment



I believe my personal actions can improve the environment



▲ ▼ Indicates significant difference vs Sep '24
 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+)



Men – especially younger men – are driving this decline

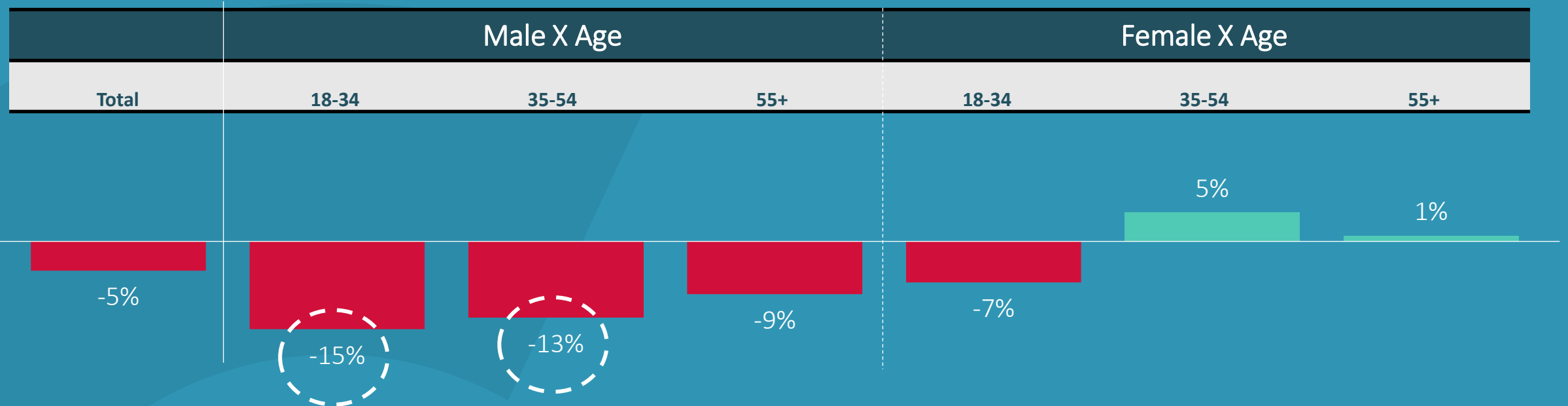


Men under the age of 54 are driving the decline in belief that personal actions can improve the environment

Change since Sep '24 that one's personal actions can improve the environment



+/- change vs Sep '24: % Agree that 'I believe my personal actions can improve the environment



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

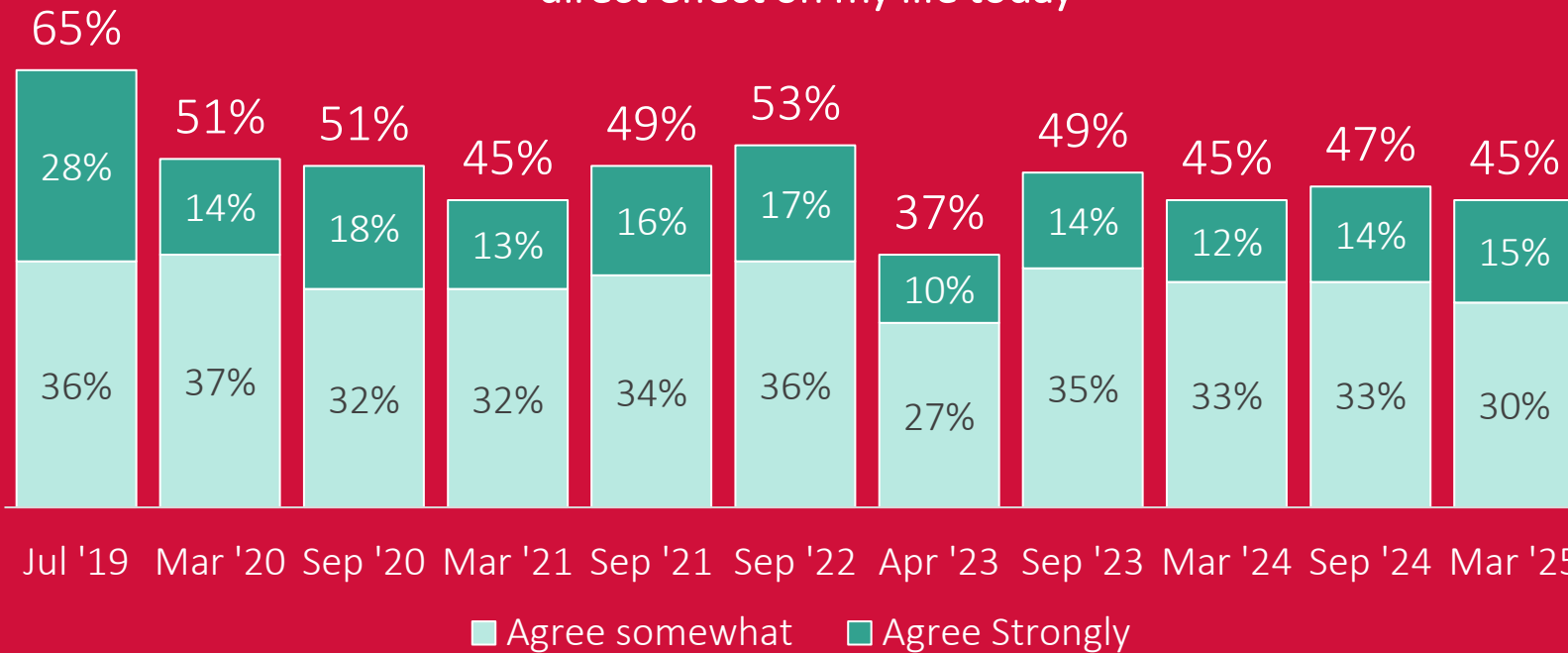
(Base: all adults aged 18+)

Only 2 in 5 Irish adults perceive environmental problems as having direct effect on their life today



This remains significantly below level during pre-COVID period in July 2019 and suggests environmental problems are still viewed as abstract and secondary issue.

Environmental problems have a direct effect on my life today



Agreement *highest* among:

18-24-year-olds 58%

ABC1s 52%

Agreement *lowest* among:

45-64-year-olds 38%

Connaught/Ulster 35%

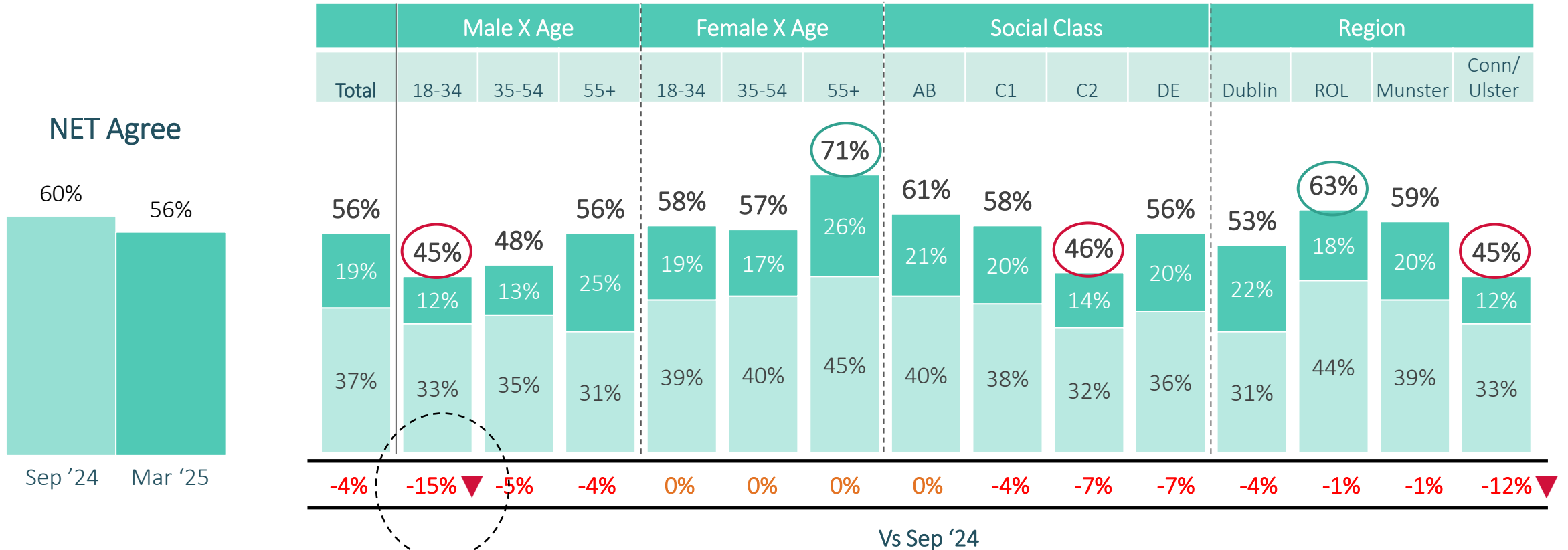
▲▼ Indicates significant difference vs Sep '24
 Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?
 (Base: all adults aged 18+)

Drop in perceived importance of reducing one's carbon emissions



Older women are significantly more likely than other groups to say it's important to them personally to reduce emissions, while young men are less likely to say so, and have dropped notably relative to September.

It is very important to me personally to reduce my carbon emissions



○ Significantly higher/lower than national average
 ▲ ▼ Indicates significant difference vs Sep '24

(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+)

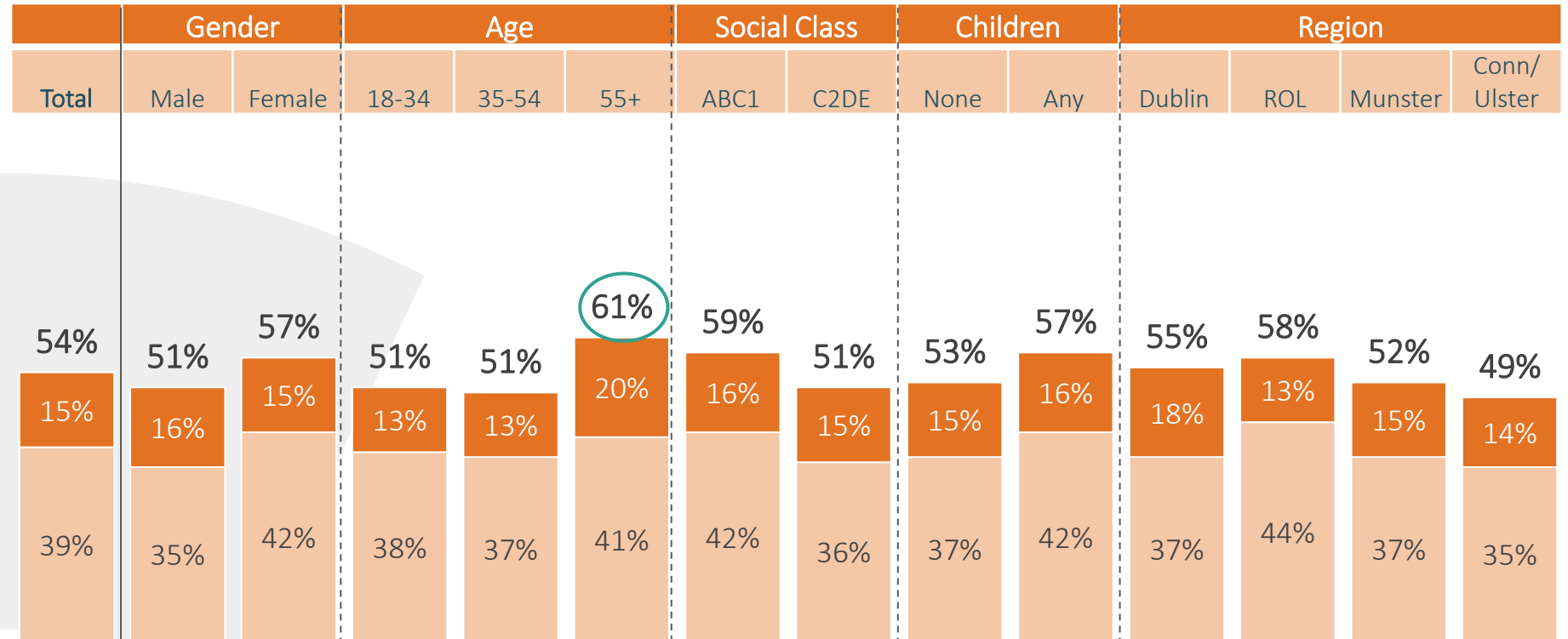
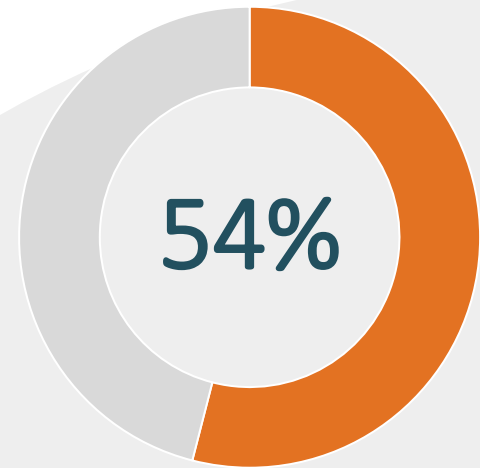
Just over half of consumers are actively working to cut emissions



54% of adults are actively working to reduce their carbon emissions, with this highest amongst 55+ ages. Less than 1 in 5 strongly agree that they are doing this.

I am actively working to reduce my carbon emissions

NET Agree



○ 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+)

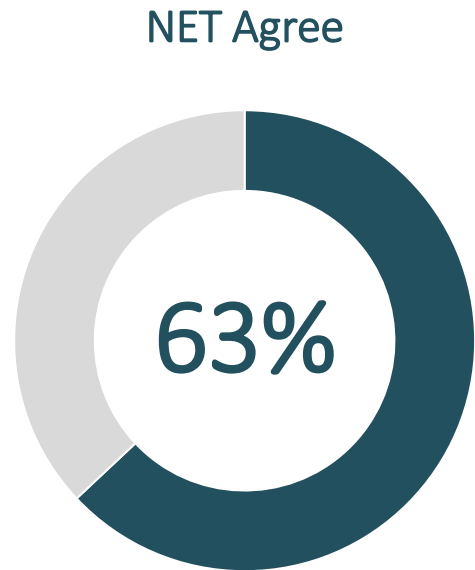
However, the majority of adults in Ireland do believe the country should continue on its path to Net Zero, with a desire for investment in renewables but rising interest in public transport and water system replacements.

Almost 2 in 3 say it's important we continue on path to Net Zero



A majority across all demographics say it's important that Ireland continues on the path to Net Zero even if countries do not

It is important that Ireland continues on the path to Net Zero by 2050, even if other countries don't



Total	Gender		Age			Social Class		Children		Region			
	Male	Female	18-34	35-54	55+	ABC1	C2DE	None	Any	Dublin	ROL	Munster	Conn/ Ulster
63%	58%	68%	68%	55%	68%	68%	59%	66%	59%	64%	68%	64%	54%
33%	32%	34%	38%	26%	37%	37%	30%	35%	31%	39%	31%	33%	26%
30%	27%	34%	30%	29%	31%	31%	29%	31%	28%	25%	37%	31%	27%

○ 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?)

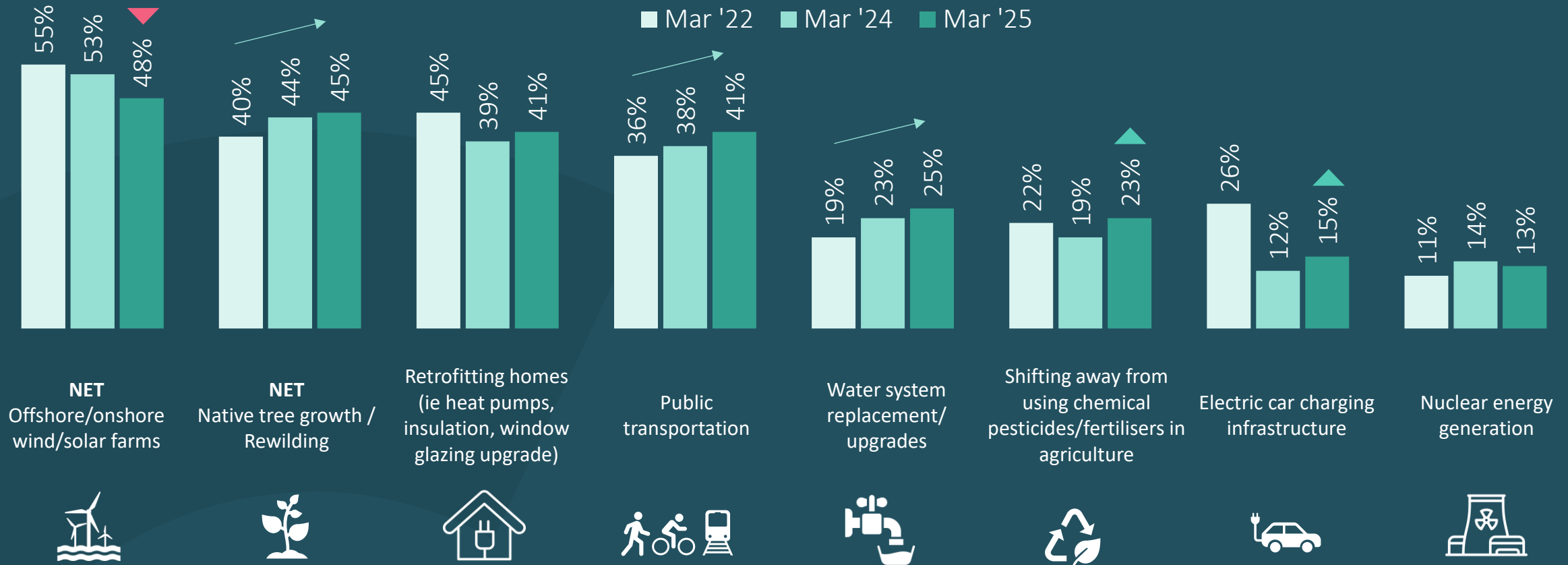
(Base: all adults aged 18+)

Wind energy remains most preferred sustainable investment



Preference for wind energy has dropped back in the past year, but remains the most popular choice for Ireland investing in a sustainable future. Electric car charging infrastructure remains well below 2022 levels.

Investments would like to see for a sustainable future



▲ ▼ Indicates significant difference vs Mar '24

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?

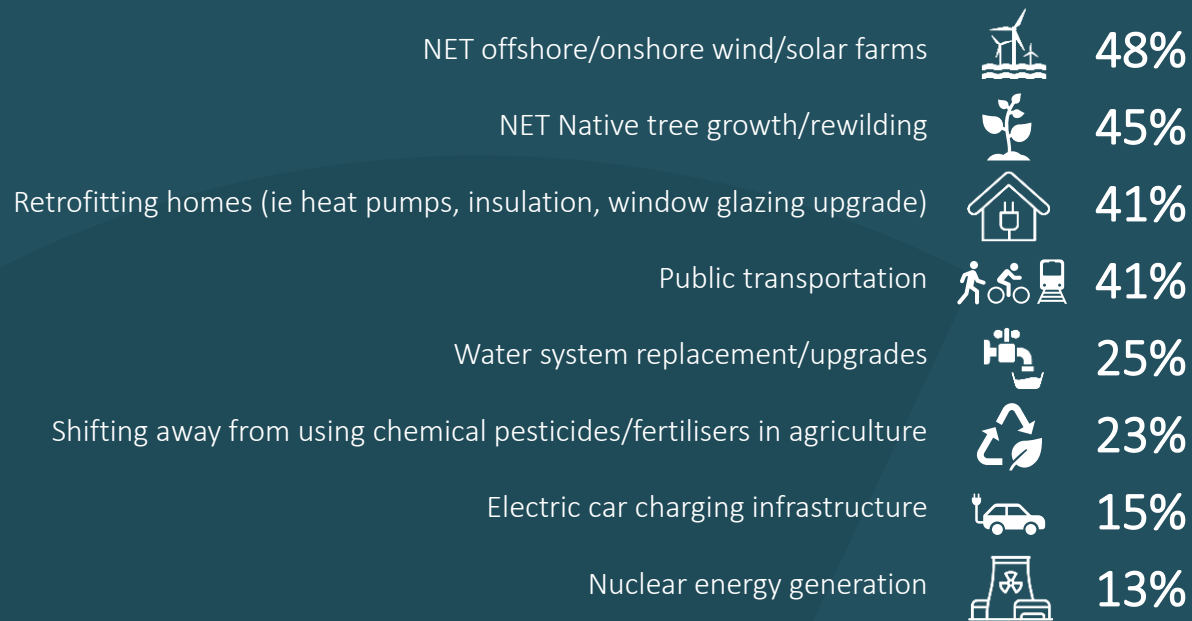
(Base: all adults aged 18+)

Younger cohorts more likely to favour public transport investment



Older cohorts are more likely to favour wind energy, while middle age segments favour wind energy and rewilding equally

Investments would like to see for a sustainable future



Gender		Age			Social Grade	
Male	Female	18-34	35-54	55+	ABC1	C2DE
50%	45%	43%	47%	52%	56%	40%
47%	44%	48%	48%	40%	44%	48%
38%	44%	33%	42%	47%	40%	41%
38%	43%	52%	35%	38%	44%	39%
21%	28%	19%	23%	31%	21%	27%
16%	29%	16%	25%	25%	20%	25%
17%	13%	20%	13%	14%	18%	13%
21%	5%	10%	15%	13%	16%	11%

Top preferred area of investment

Significantly HIGHER vs Total

Significantly LOWER vs Total

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+)

There is a desire for brands to lead and there is some engagement with brands in this space, but most find it difficult to know which brands are best placed to do this

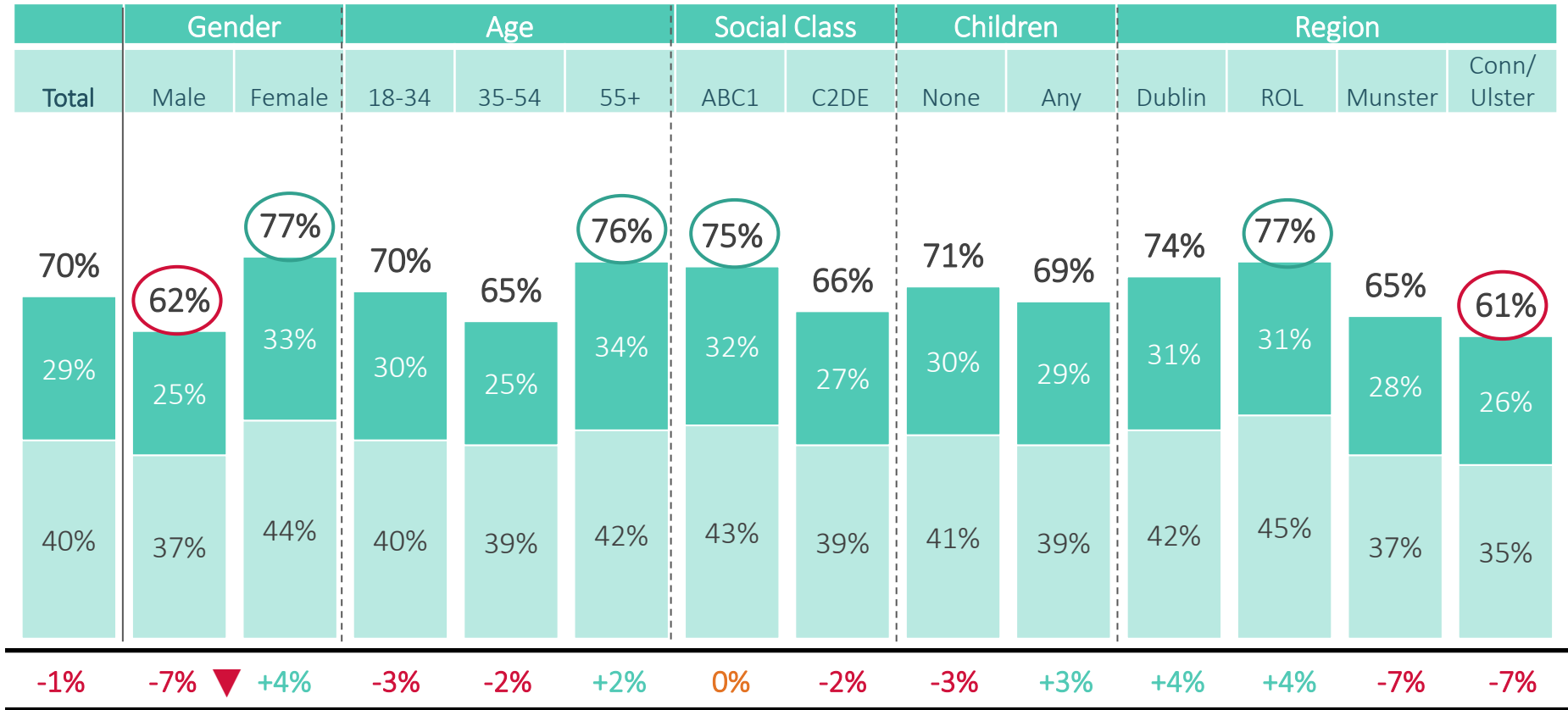
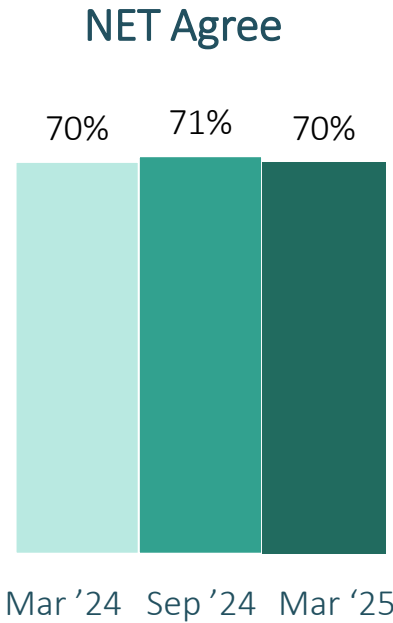
Most consumer still expect brands to lead on sustainability



Women, older cohorts, higher social grades and those in Leinster are more likely to say brands should lead on helping me be more sustainable



I expect brands to lead on helping me be more sustainable



Vs Mar '24

▲ ▼ Indicates significant difference vs Sep '24

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

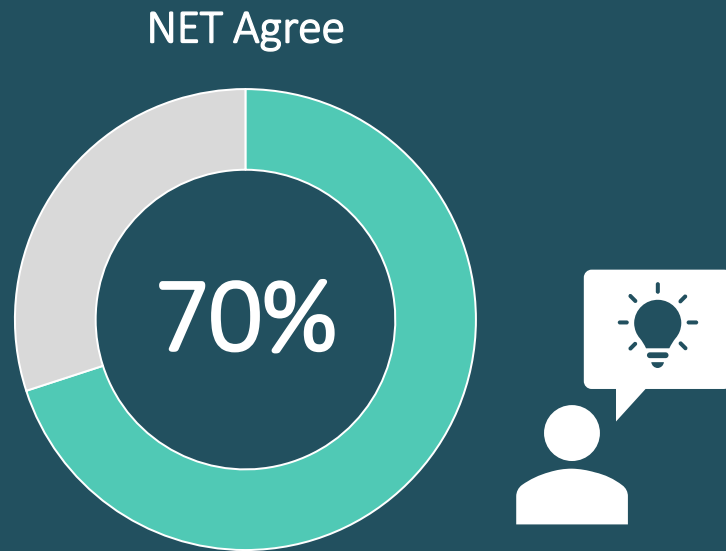
(Base: all adults aged 18+)

○ Significantly higher/lower than national average



Most Irish adults believe they understand how to live sustainably

This is especially the case amongst younger people aged 18-24, while 45-54-year-olds are less confident.



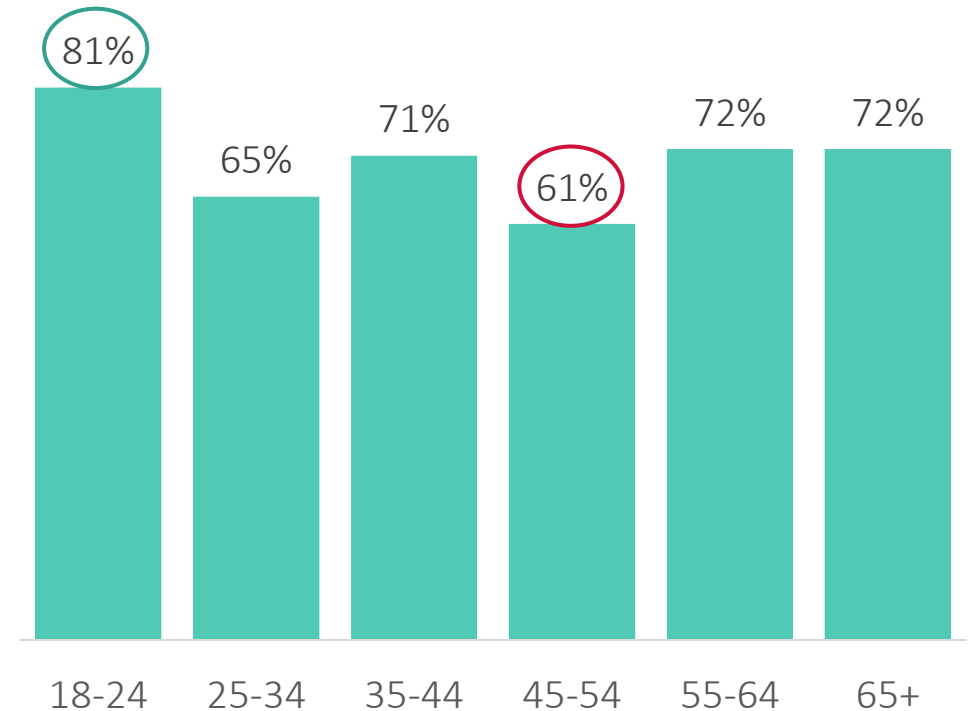
I have a good understanding of what it means to live more sustainably

○ 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?)

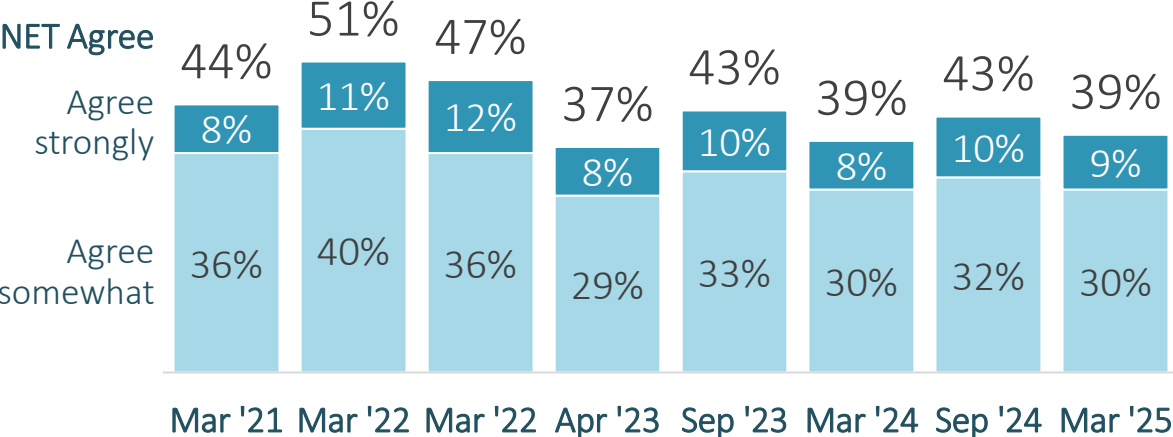
(Base: all adults aged 18+)

% Agree:
I have a good understanding of what it means to live more sustainably



2 in 5 say they specifically seek out sustainably-sourced products

I specifically seek out products that are sustainably sourced/produced



Agreement is highest among higher social grades (43%)
 Agreement is up among under 54s (+7%) and down among over 55s (-3%) vs Sep '24

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 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+)

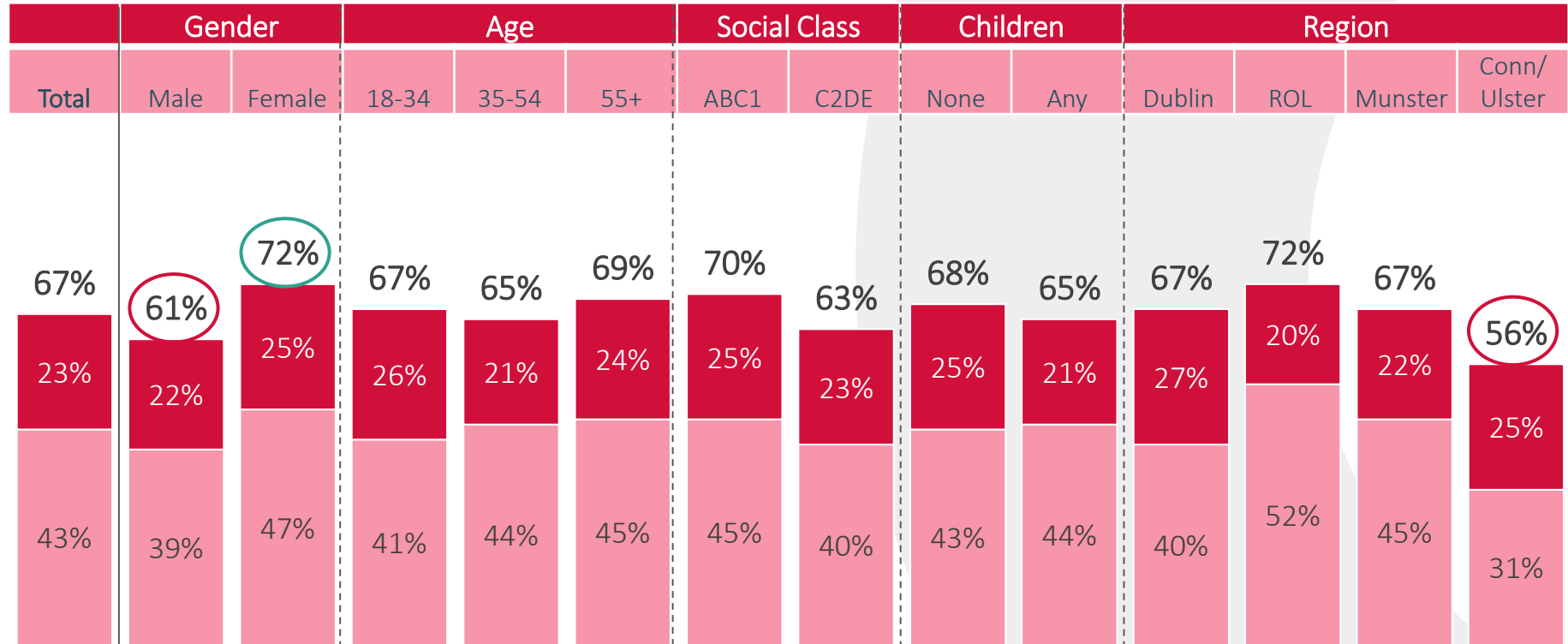
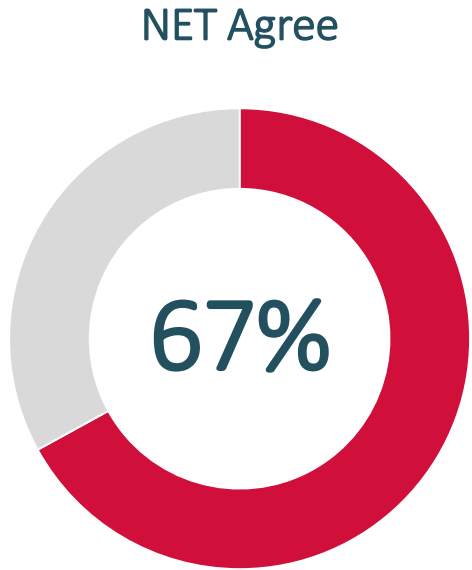


High degree of confusion around sustainable brand offerings



Two thirds of Irish consumers agree that it is difficult to know which brand offerings are truly sustainable. This is a major obstacle for consumers, but an opportunity for brands to lead in this area.

I find it difficult to know which brand offerings (i.e. products or services) are truly sustainable



○ 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?)

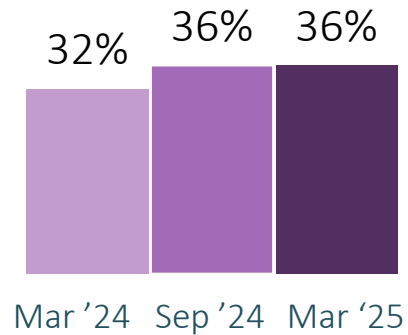
(Base: all adults aged 18+)

Some brand switching due to sustainability concerns

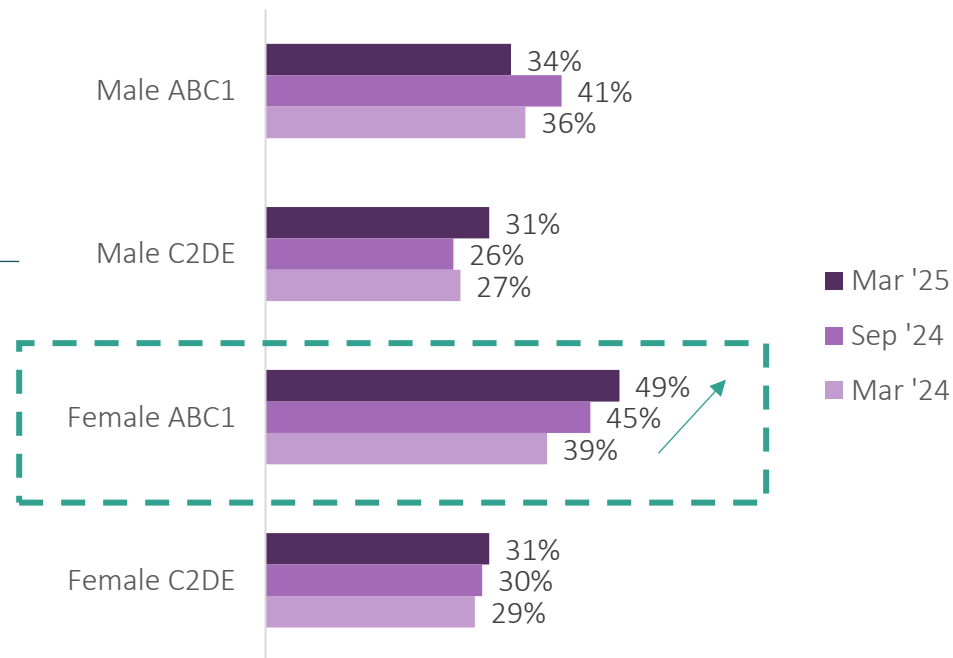
Over 1 in 3 are switching brands due to sustainability concerns, with growing prevalence of this amongst women in higher social grades.

I have switched products or brands due to sustainability concerns

NET Agree



NET Agree x Gender / Social Grade



▲ ▼ Indicates significant difference vs Sep '24

(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+)





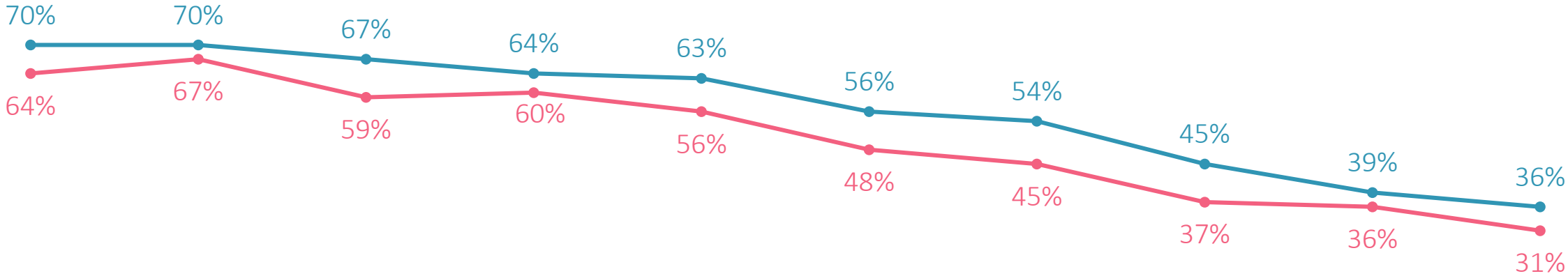
Similar views on
most sustainability
topics in ROI and UK

Attitudes on sustainability stronger overall in Ireland than in UK



ROI residents are slightly more likely to agree with all statements

% Agree



- I expect brands to lead on helping me be more sustainable
- I have a good understanding of what it means to live more sustainably
- I find it difficult to know which brand offerings (i.e. products or services) are truly sustainable
- I believe my personal actions can improve the environment
- It is important that [Ireland/the UK] continues on the path to Net Zero by 2050, even if other countries don't
- It is very important to me personally to reduce my carbon emissions
- I am actively working to reduce my carbon emissions
- Environmental problems have a direct effect on my life today
- I specifically seek out products that are sustainably sourced/produced
- I have switched products or brands due to sustainability concerns

ROI UK

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

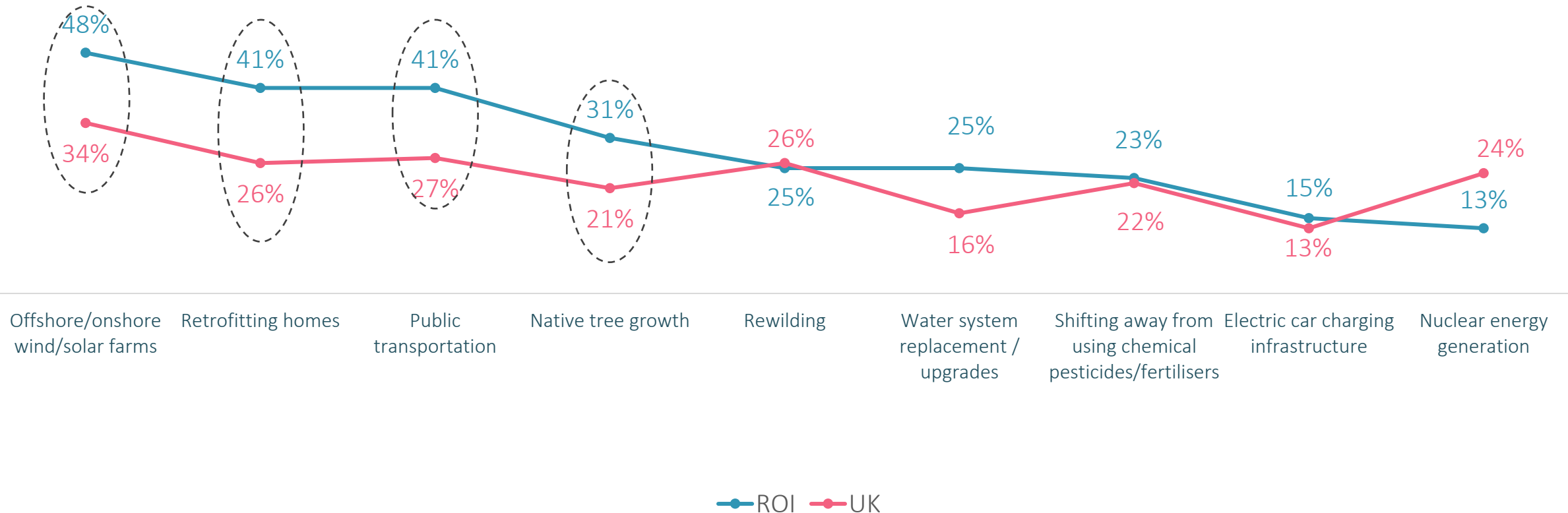
(Base: all adults aged 18+)

Significant ROI/UK gaps in preferred government investments



ROI residents are more likely to prefer government investment in wind/solar energy, retrofitting homes, public transport, or native tree growth, while nuclear energy investment is more popular in the UK.

Investments would like to see for a sustainable future
(NET Any)



Q8. 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? You can give up to three answers.
(Base: all adults aged 18+)

RESEARCH
EVALUATION
DIRECTION
CLARITY

See More, Clearly

REDC

