



REDC



WIN Worldwide View Survey

World Immunization Week

PRESS EMBARGO NOT TO BE PUBLISHED UNTIL: 24th April 2025

REF: 757224



Majority in Ireland still trust vaccines, with higher acceptance than the global average, however a sizeable minority (1 in 4) remain sceptical or uncertain.

While results of the WIN worldwide study are largely positive, it does highlight the challenge of health organisations to both educate populations in both the safety & effectiveness of vaccines & biomedicines, as well as addressing the root causes of doubts.

1 Ireland ranks significantly higher than both the global and European average for willingness to take approved mRNA or traditional vaccines. Over three quarters (67%) of Irish adults are open to taking approved mRNA vaccinations, which is significantly higher than the global and European average (both 60%).

2 Trust in traditional vaccinations is stronger than mRNA, with a significantly higher proportion claiming they would definitely take a traditional vaccination over mRNA vaccines (40% vs 25%).

While Ireland shows significantly higher acceptance of traditional vaccines than the global picture (IE 73% vs global 68%), the proportion of rejectors is in line with the global view (21% vs 23%) with a further 6% uncertain.

3 Parents of dependent children and those in lower social grades are amongst the least accepting of both traditional and mRNA vaccines, suggesting the need to raise awareness and tackle roots of distrust.

Acceptance of vaccines is significantly higher within the Irish population amongst men, Dubliners, those with a third level education, and those in higher socio-economic grades.

4 When asked about comfort levels towards new biomedical innovations, Ireland is either higher, or in line with the global average, depending on the medicine. Ireland is however less *uncomfortable* (12-19%) with innovative medicines than most other nations, though show higher levels of uncertainty (33%-35%), highlighting the need for both increasing awareness and education. Women, C2DEs and parents less likely to feel comfortable taking these new types of medicines.

5 Ireland is ahead of the European average in terms of comfort towards innovative medicines, such as those that directly interact with cell components to protect against disease (55% vs 46% Europe) or personalised medicine based on genetic traits (55% vs 50% Europe).

6 Irish people are however less comfortable (46% vs 42% Europe), with medicines that interact with DNA to protect the body from disease, though here we are in line with the global average. As with other types of innovative medicine, uncertainty is higher amongst Irish people at the expense of outright rejection.

Openness to taking Vaccines: Traditional and mRNA

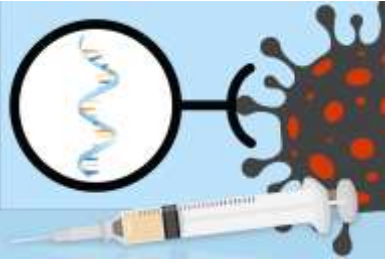


Vaccine Definitions

The following definitions were given to participants when considering the following questions on openness to vaccinations

mRNA Vaccines

mRNA is a type of genetic information that everyone has. When used in medicine or vaccines, mRNA delivers instructions to our genes (DNA) to make specific proteins that enable our body to recognise and fight off viruses if it encounters them in the future.



Traditional Vaccines

Traditional vaccines use an inactive or weakened virus to build immunity.



Majority remain open to mRNA or traditional immunisations



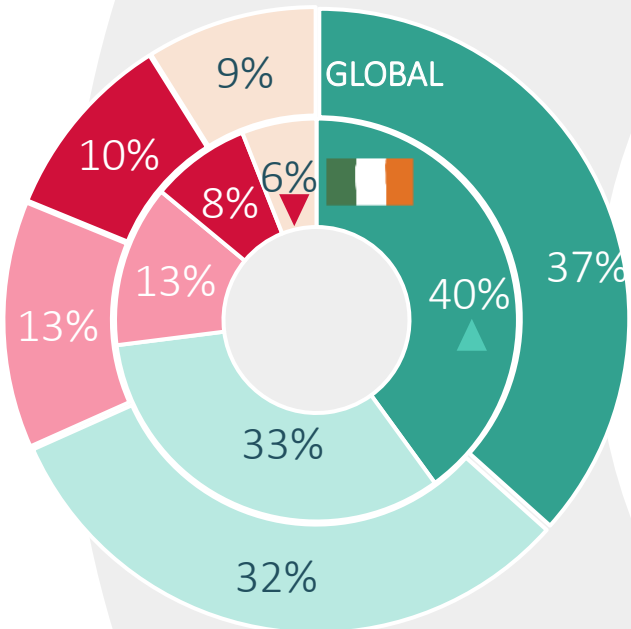
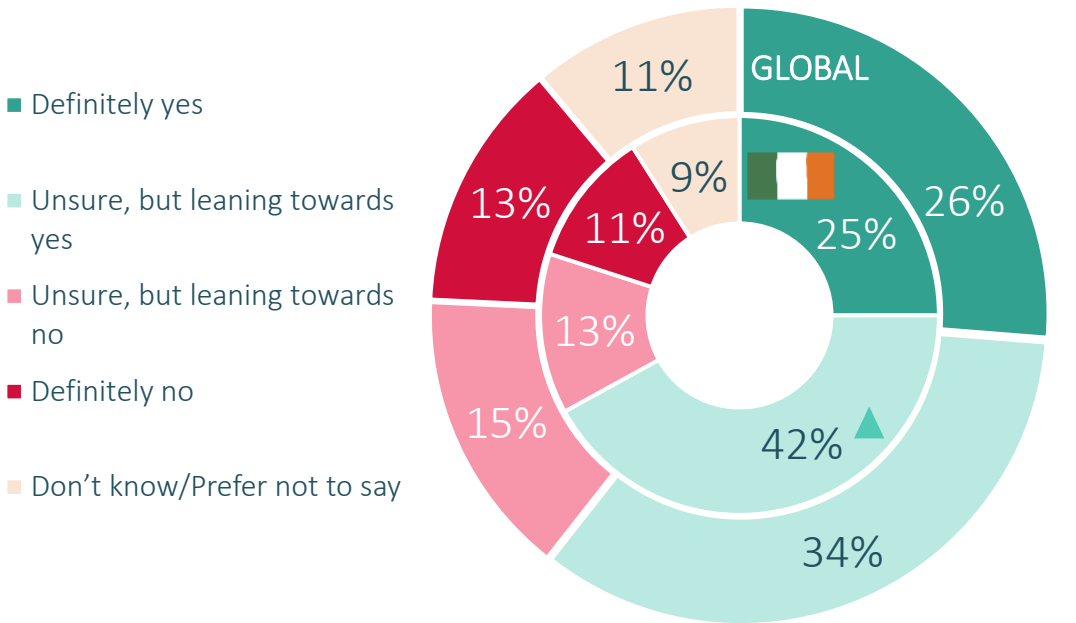
Irish people are more accepting than the global average, though full uptake in immunisations is far from guaranteed in the population, with 1 in 4 stating that they might not take them, and only the same proportion stating they will definitely take them. mRNA acceptance lags slightly behind traditional vaccines.

If a new mRNA or traditional vaccine is approved, would you take it to protect yourself from a disease?

mRNA Vaccines

Traditional Vaccines

Significantly higher/lower at 95% confidence



	GLOBAL		Diff
Net: Yes	60%	67%	+7% ▲
Net: No	29%	24%	-5% ▼

	GLOBAL		Diff
Net: Yes	68%	73%	+5% ▲
Net: No	23%	21%	-2% ▼

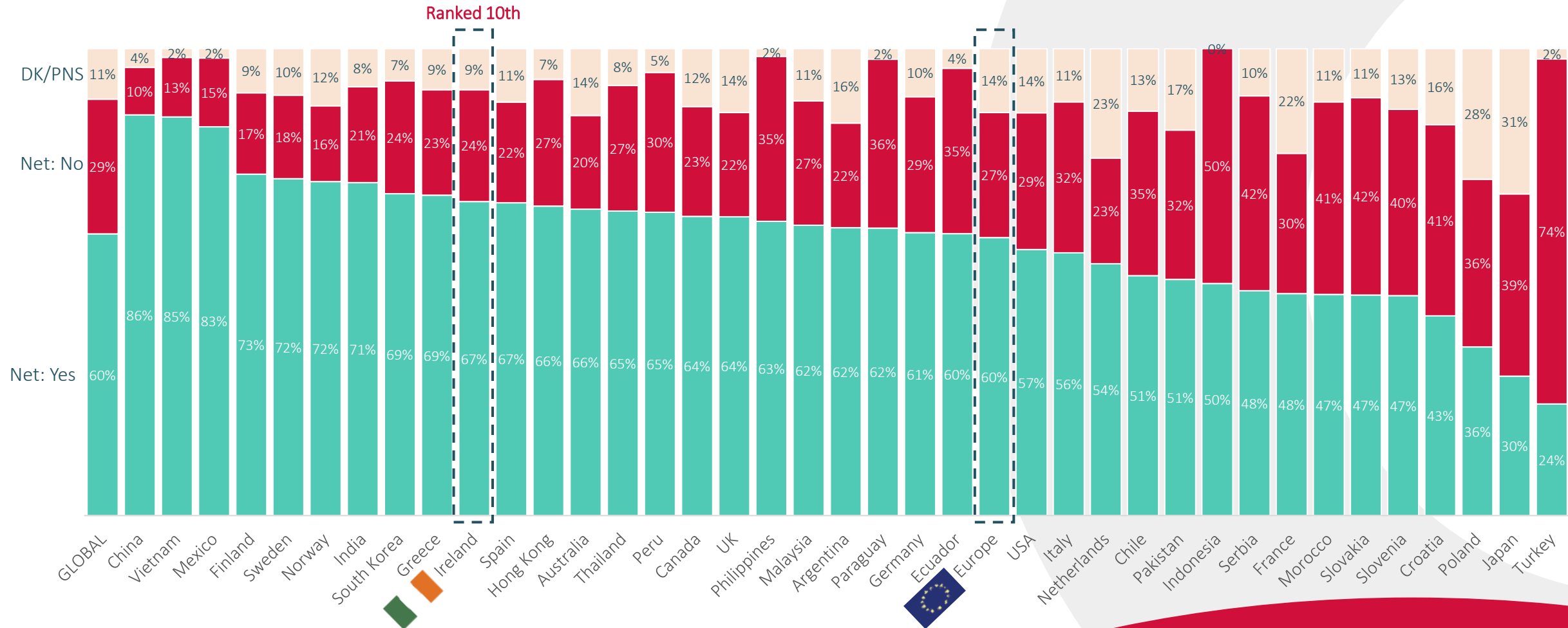
SOURCE WIN: Global n =33919, Ireland n= 1013. Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Ireland ranks 10th globally in acceptance of mRNA vaccines



Acceptance is significantly higher than most other European countries, and significantly higher than our neighbours in the UK.

Willingness to take approved mRNA Vaccines



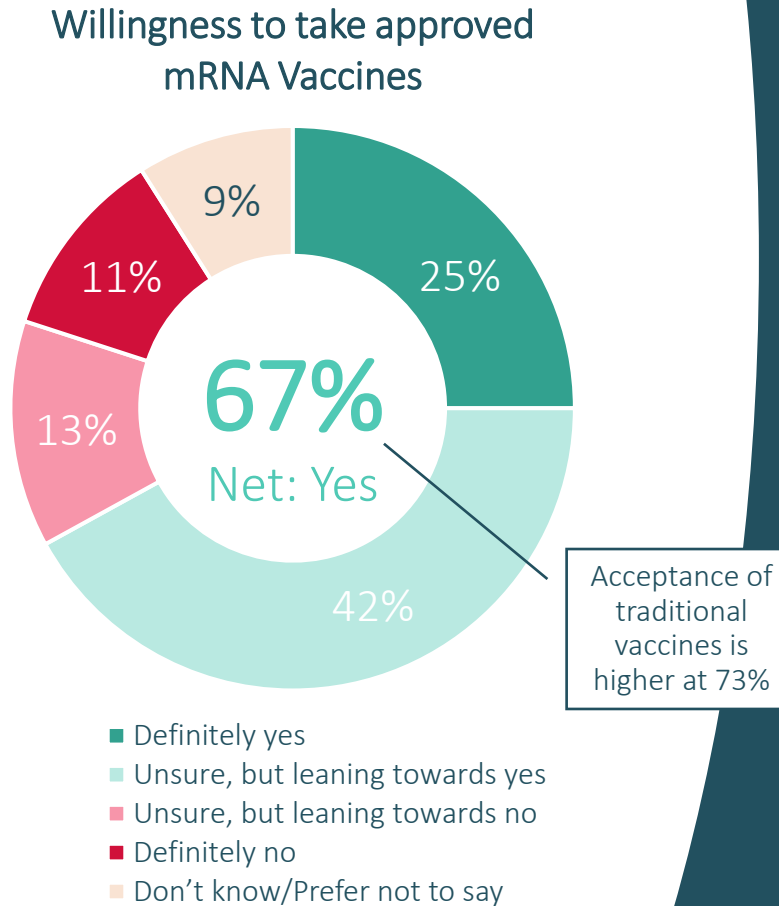
If a new mRNA or traditional vaccine is approved, would you take it to protect yourself from a disease? SOURCE WIN: Global n = 33919, Ireland n = 1013. Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

1 in 4 are highly confident about mRNA vaccines, sig. lower than traditional

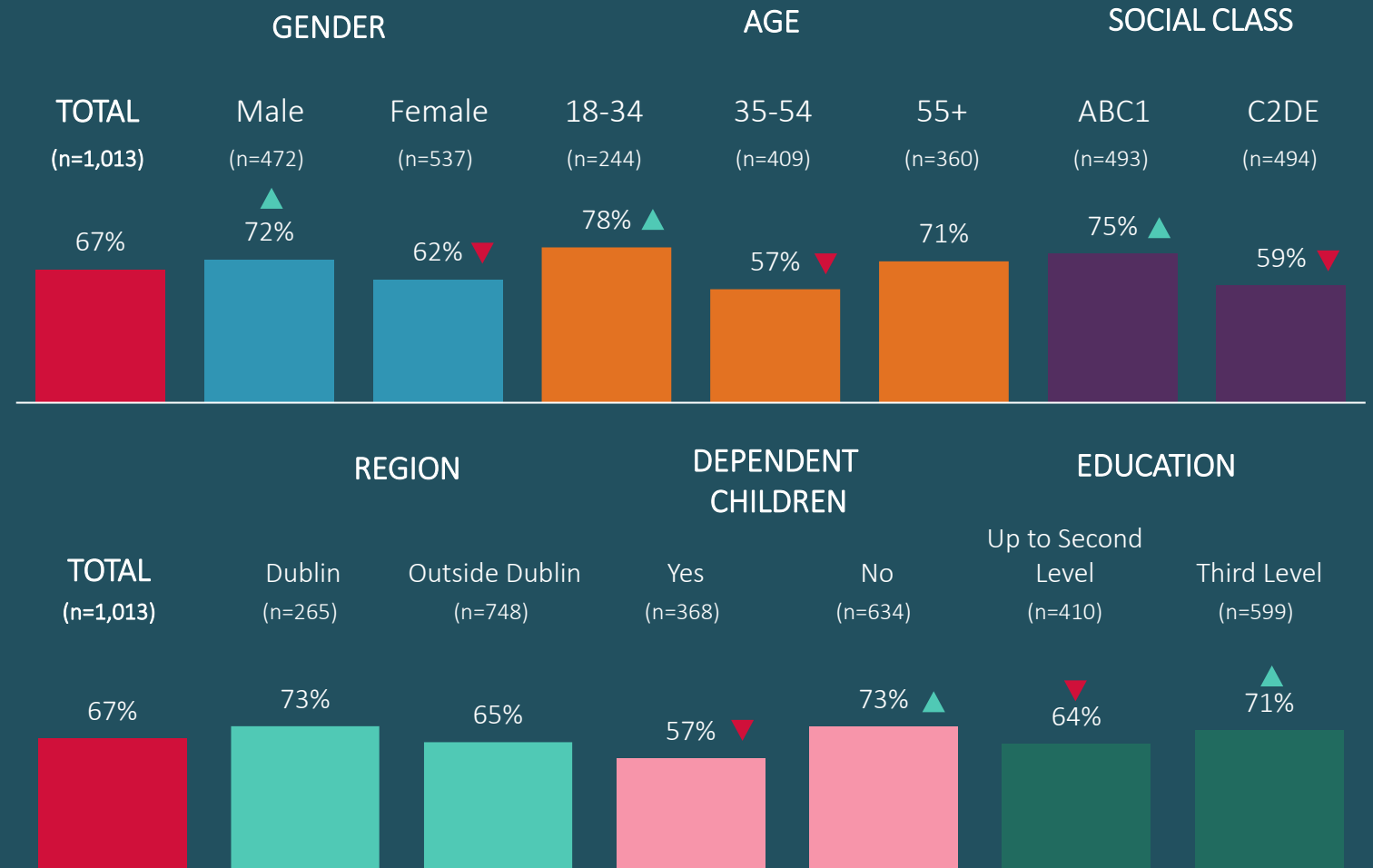
Men, younger adults, those in higher social grades, and those with third level education are more open to vaccines. Parents (and associated age bracket) show higher levels of rejection.



mRNA Vaccines - Net: Yes x Demographics



Source: WIN 2025. Base All Irish Adults 18+ n=1013.



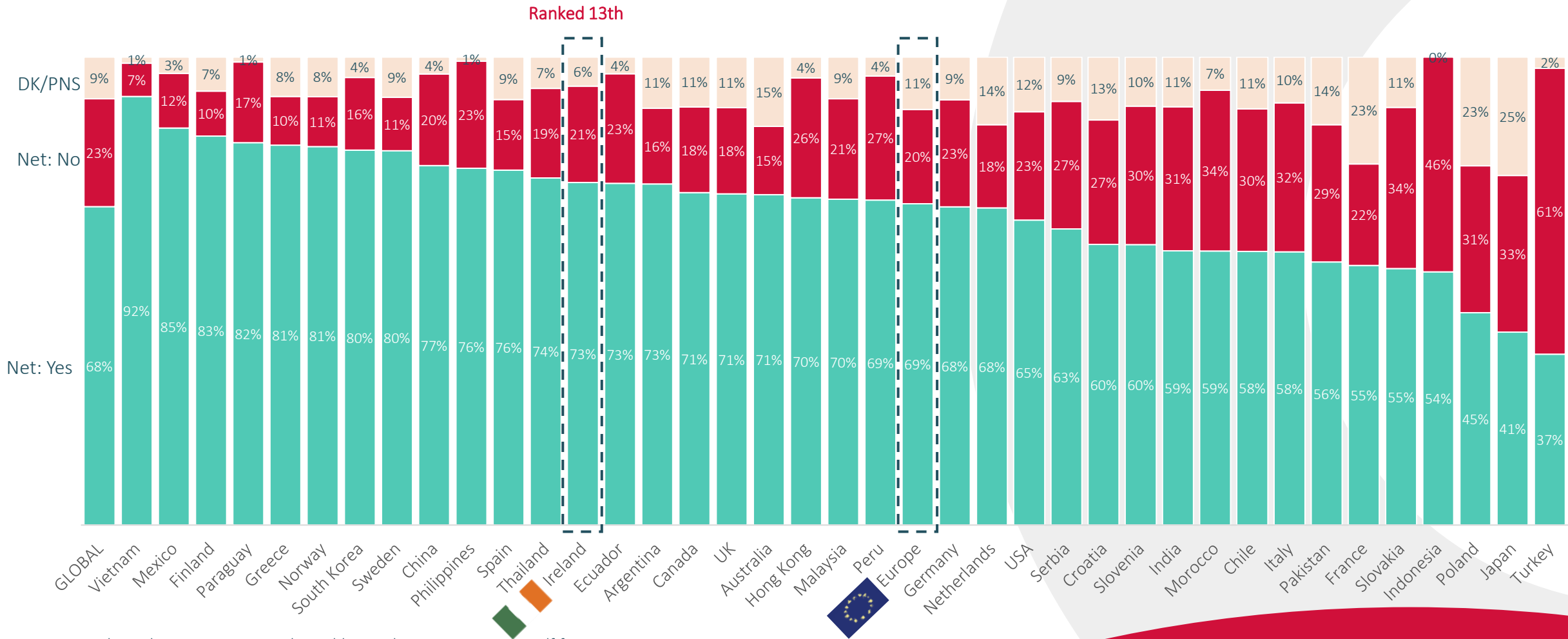
Significantly higher/lower at 95% confidence ▲ ▼

Ireland ranks 13th globally on acceptance of traditional vaccines



As with mRNA, this is significantly higher than the EU average, but not significantly higher than our UK neighbours.

Willingness to take approved traditional Vaccines

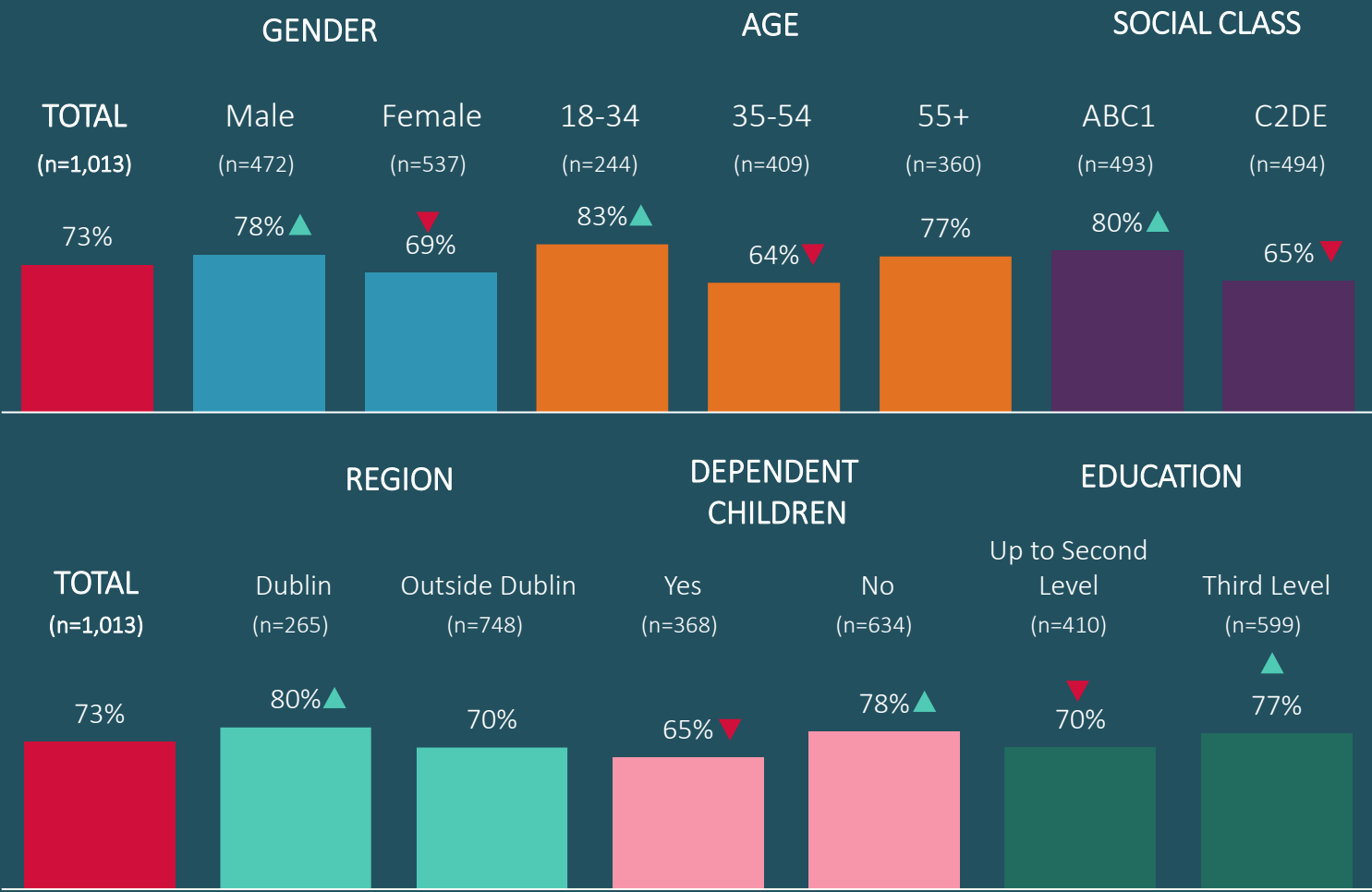
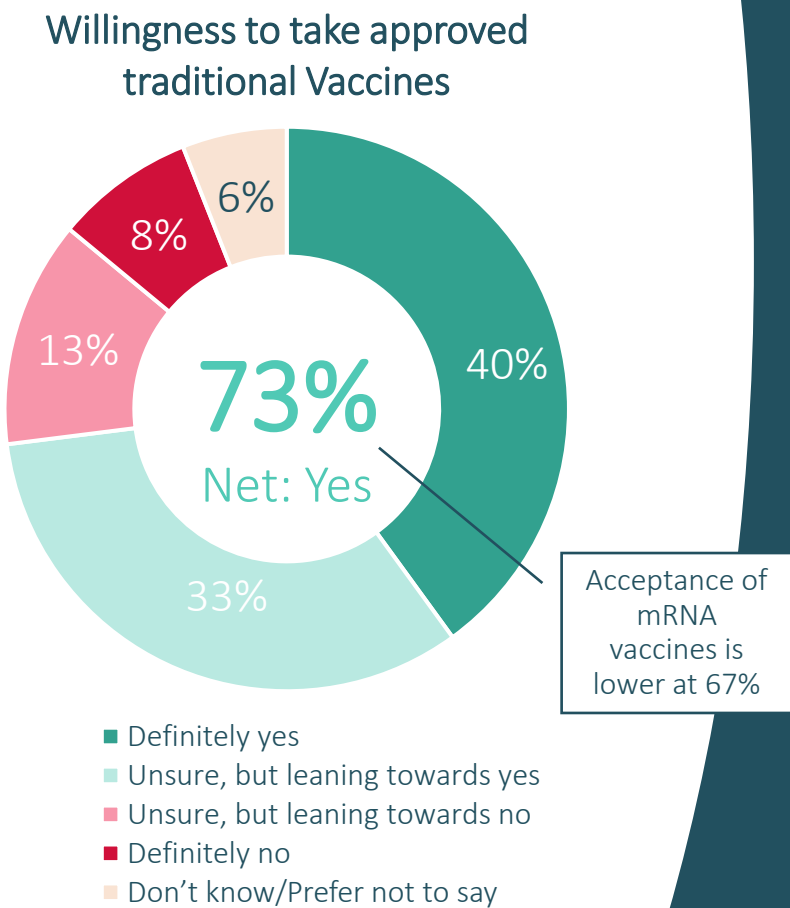


If a new mRNA or traditional vaccine is approved, would you take it to protect yourself from a disease? SOURCE WIN: Global n = 33919, Ireland n = 1013. Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Almost 3 in 4 are open to traditional vaccines with 4 in 10 definitively so

Traditional vaccine acceptance is also lower amongst parents of dependent kids, those in socio-economic grades and those with aged 35-54.

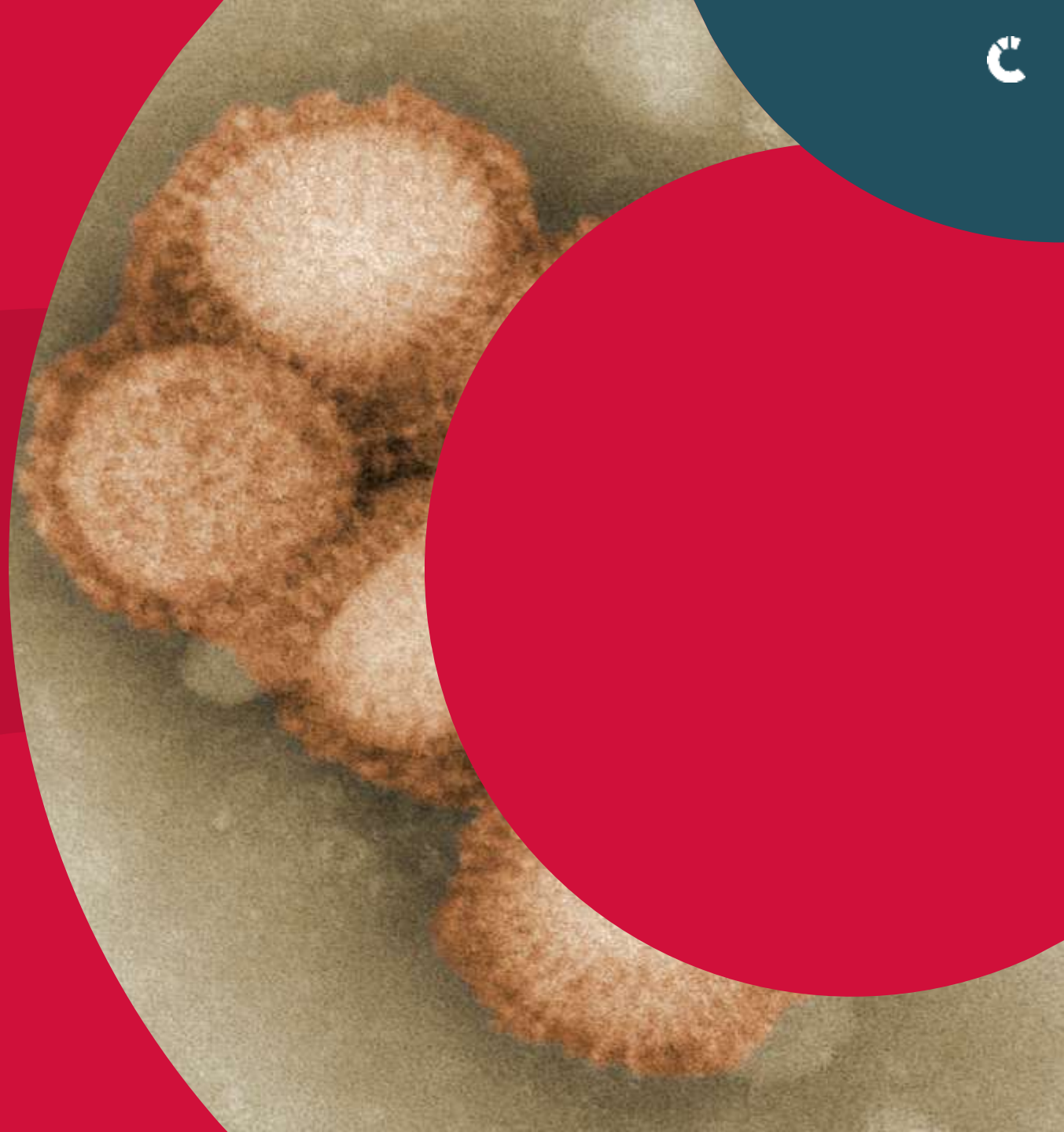
Traditional Vaccines - Net: Yes x Demographics



Source: WIN 2025. Base All Irish Adults 18+ n=1013.

Significantly higher/lower at 95% confidence ▲ ▼

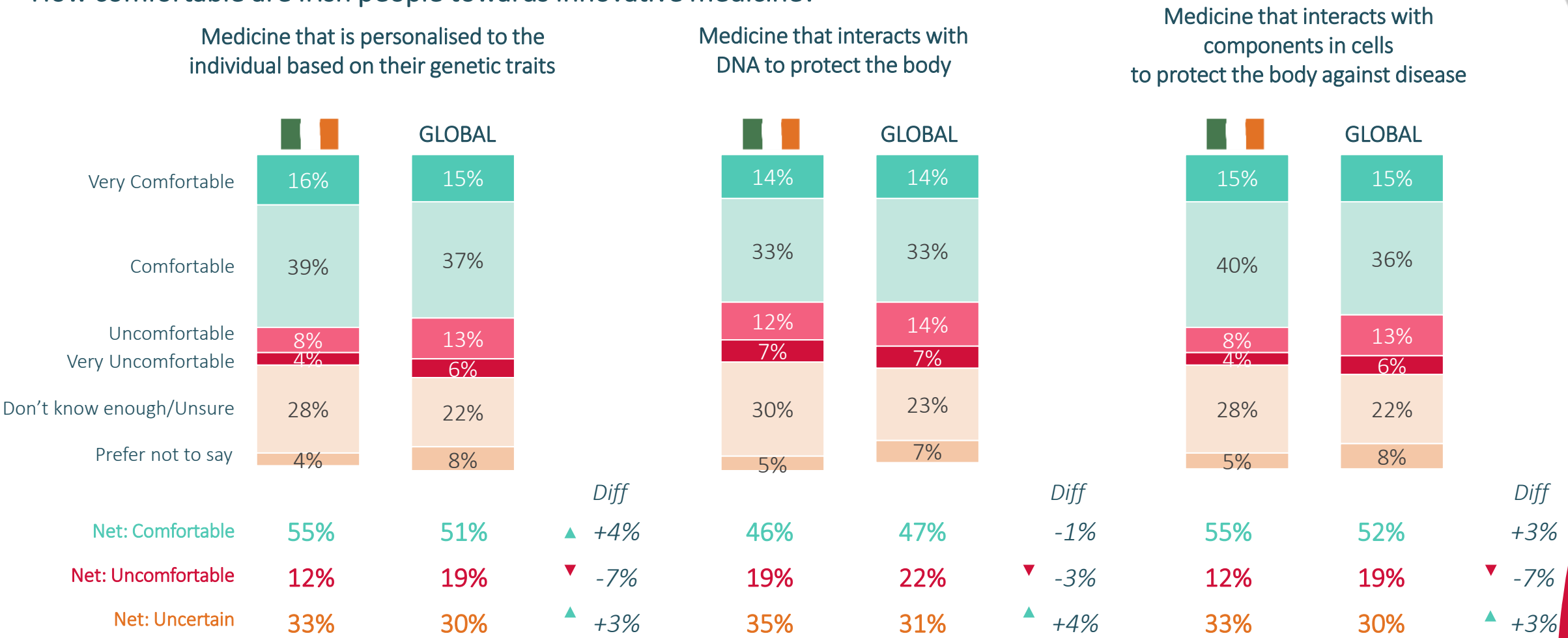
Comfort levels with innovative medicine



Moderate comfort among Irish adults towards innovative medicines

Irish adults' comfort towards innovative medicines falls in-line with the global average, and while most state comfort in these medicines, approx 1 in 3 feel they don't have enough information on the topic.

How comfortable are Irish people towards innovative medicine?



Source: WIN 202; Global n=33919, Ireland n=1013. Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

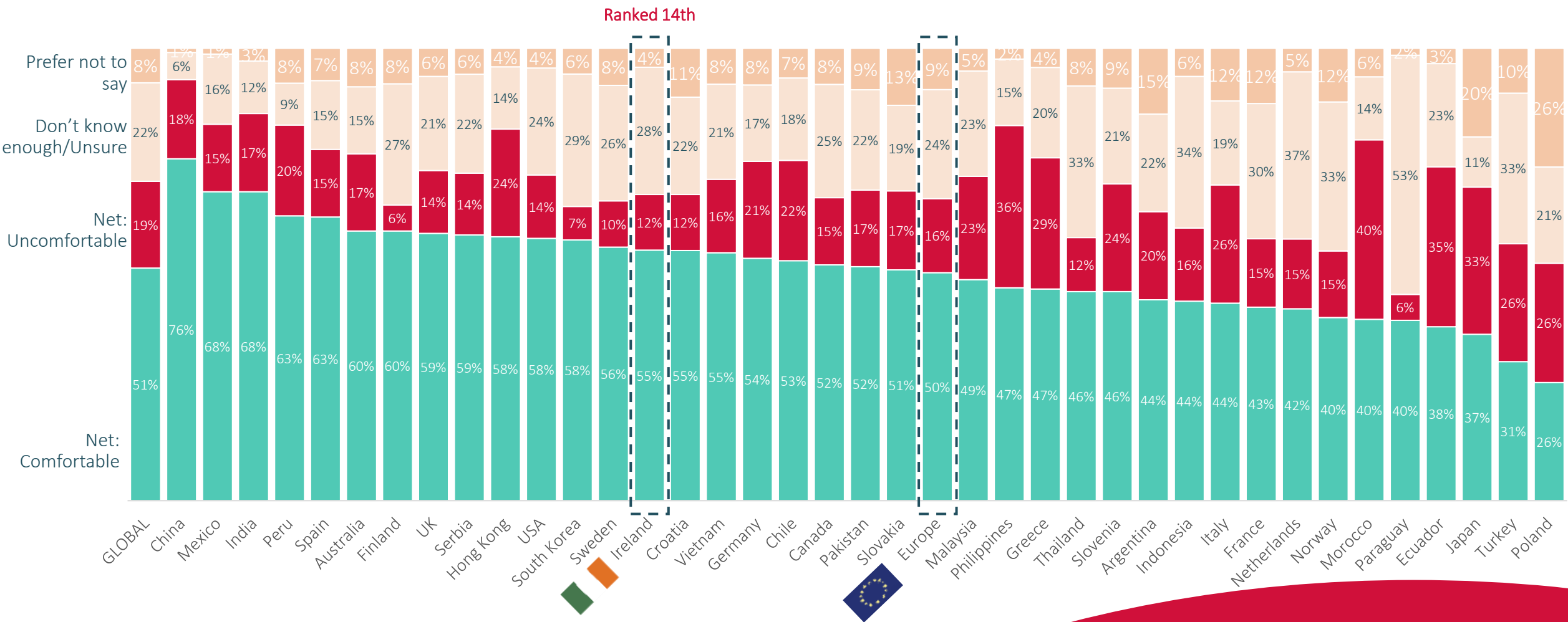
Significantly higher/lower at 95% confidence

Personalised medicines see high levels of comfort in Ireland



Despite a third of adults feeling as though they don't know enough, the majority of Irish adults, falling in line with the global average, are quite comfortable with personalised medicines ranking in the top 15 countries globally

Medicine that is personalised to the individual based on their genetic traits: % within total population



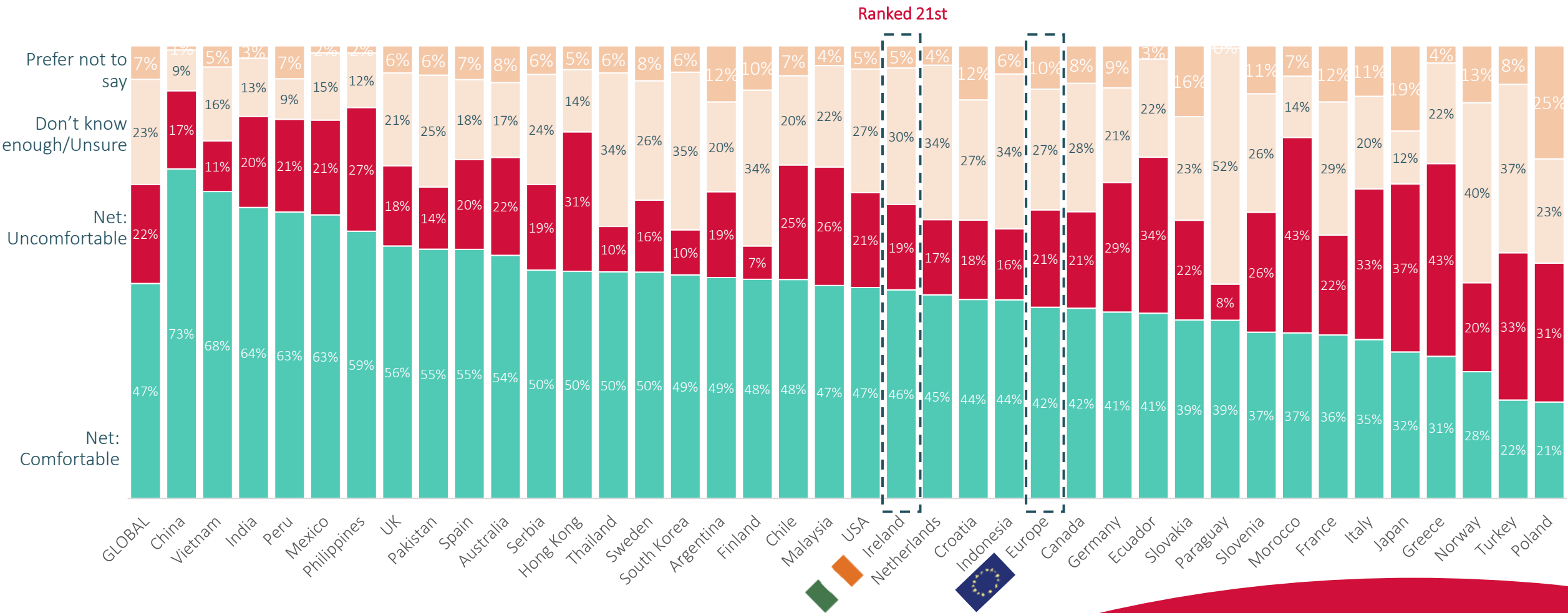
(Base: All adults across 38 countries worldwide – n=33919)

Irish adults less comfortable with DNA interacting medicines



There is a higher level of uncertainty / being uncomfortable with medicines that interact directly with a persons DNA among Irish adults than other interventions, with Ireland ranking outside of the top 20 for comfort globally.

Medicine that interacts with DNA to protect the body against disease: % within total population

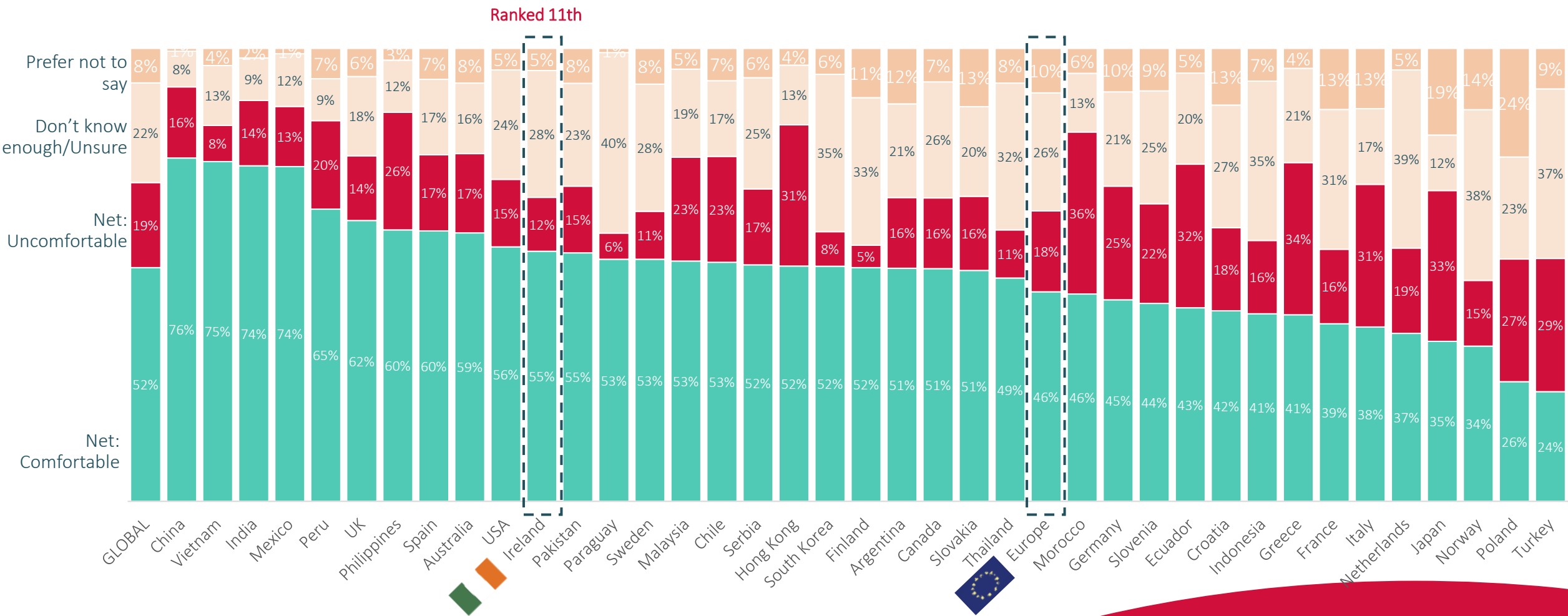


(Base: All adults across 38 countries worldwide – n=33919)

Irish comfort stronger vs. global for medicines interacting with cells C

Not only are Irish adults more comfortable with medicines that interact with components in cells vs. the global perspective but also sits ahead of the European average of comfort towards these medicines.

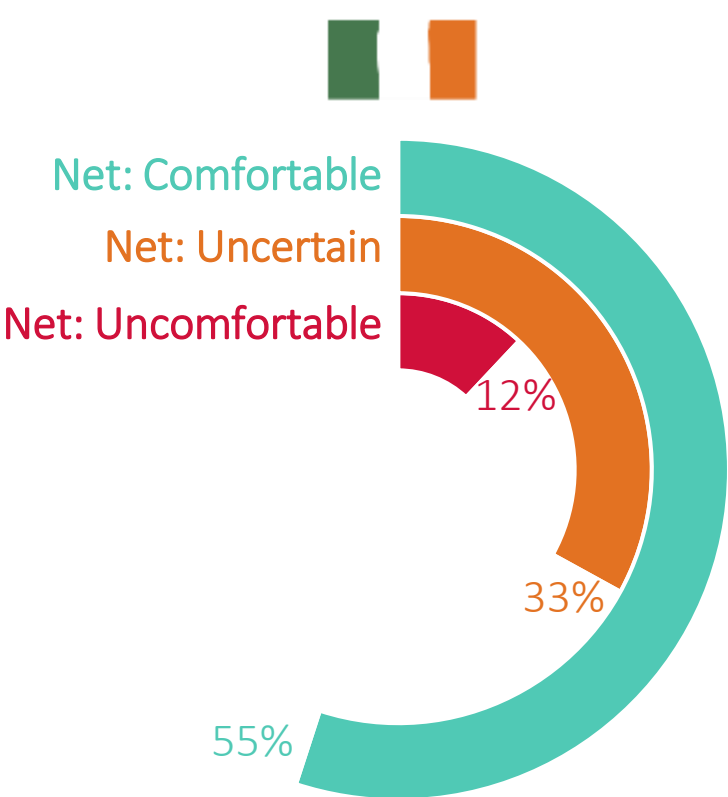
Medicine that interacts with components in cells to protect the body against disease: % within total population



(Base: All adults across 38 countries worldwide – n=33919)

Medicine that is personalised to the individual based on their genetic traits

: % within Irish population

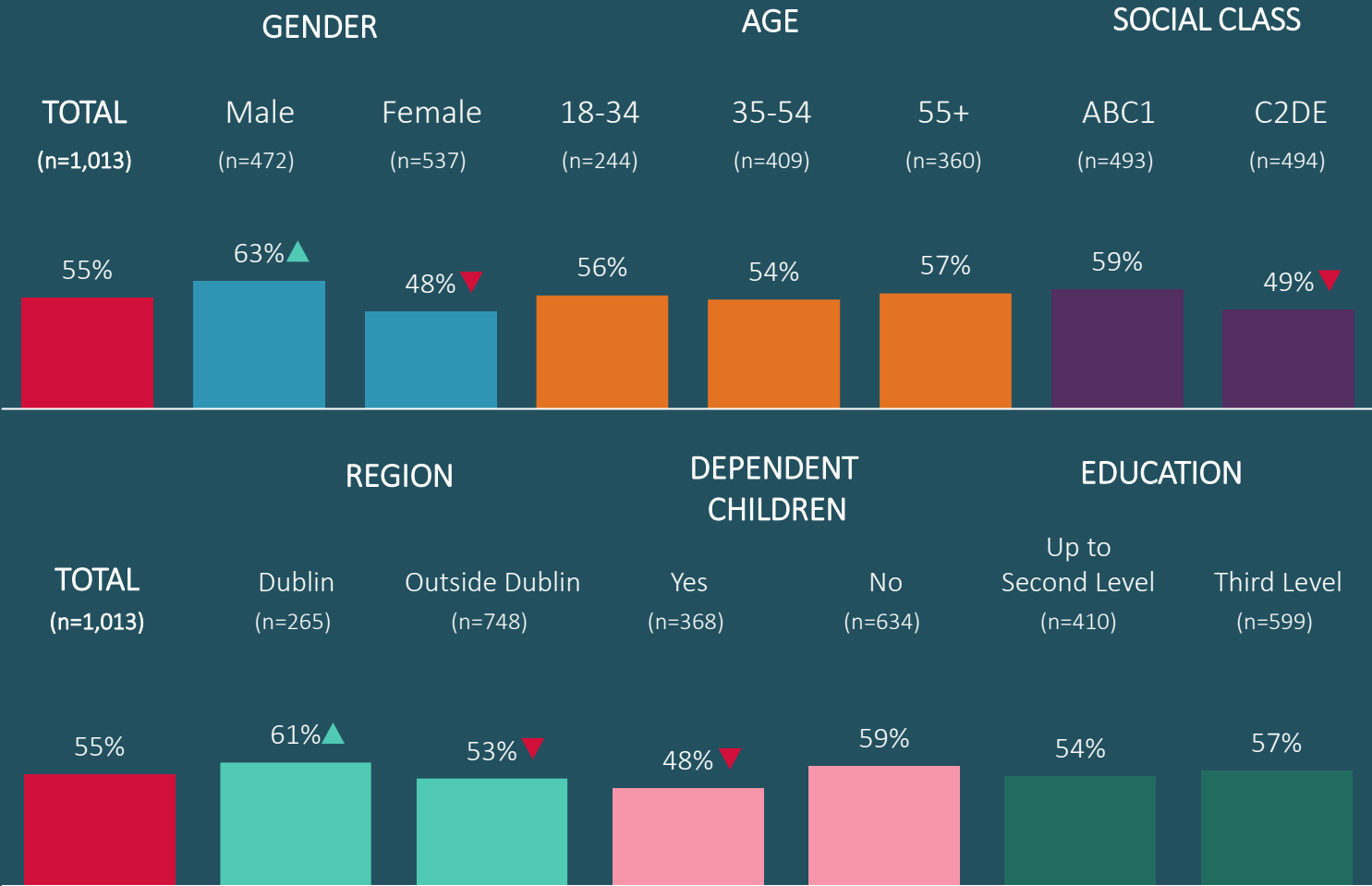


Source: WIN 2025. Base All Irish Adults 18+ n=1013.

Significantly lower comfort evident among women, lower social grades, parents with dependent children, and all living outside of Dublin for personalised / precision medicines.

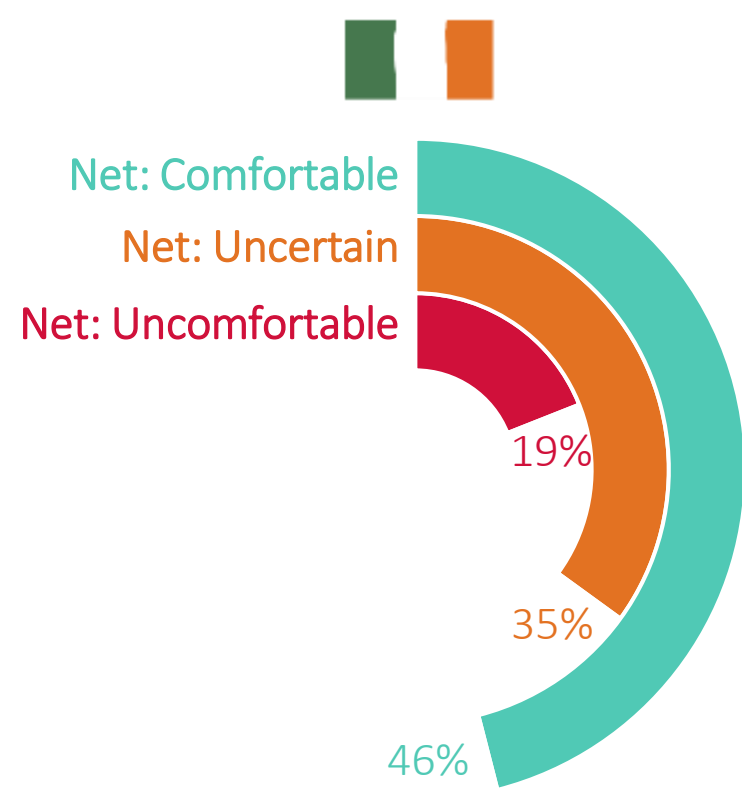
Net: Comfortable x Demographics

Significantly higher/lower at 95% confidence



Medicine that interacts with DNA to protect the body against disease

: % within Irish population

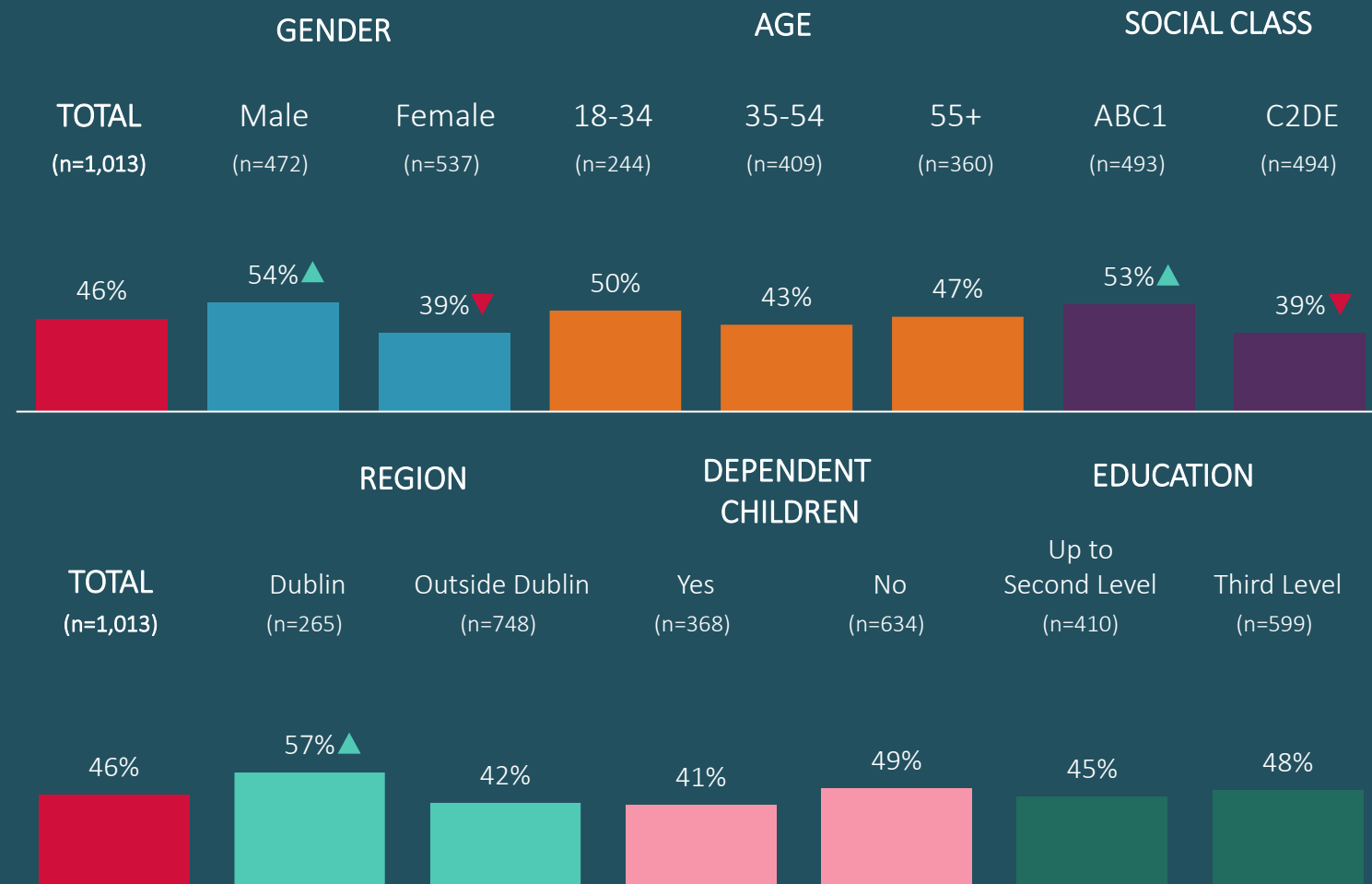


Source: WIN 2025. Base All Irish Adults 18+ n=1013.

Lowest comfort in medicine interacting with DNA stemming from women and lower social grade adults. While men, high social grades, and those living in Dublin show higher comfort.

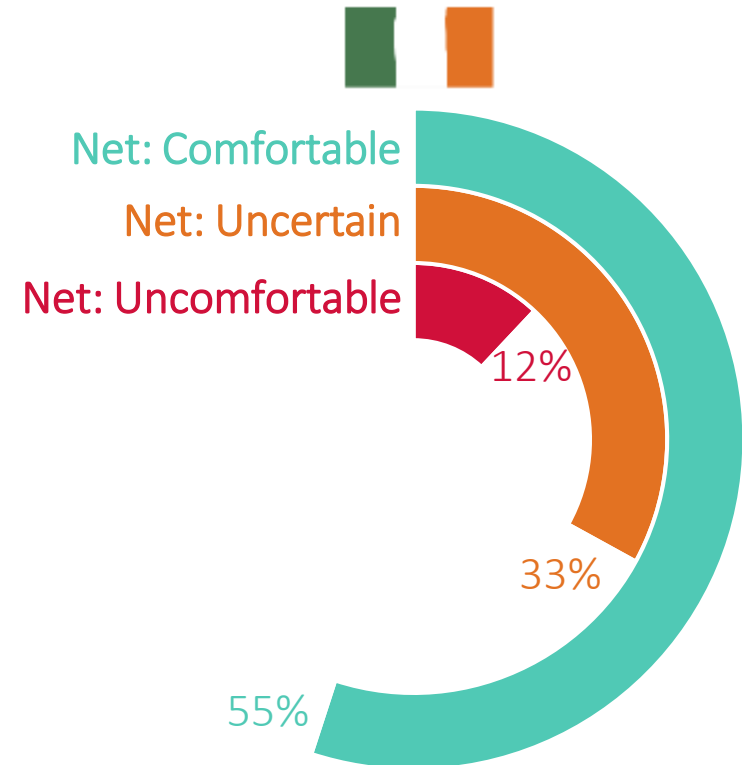
Net: Comfortable x Demographics

Significantly higher/lower at 95% confidence ▲ ▼



Medicine that interacts with components in cells to protect the body against disease

: % within Irish population

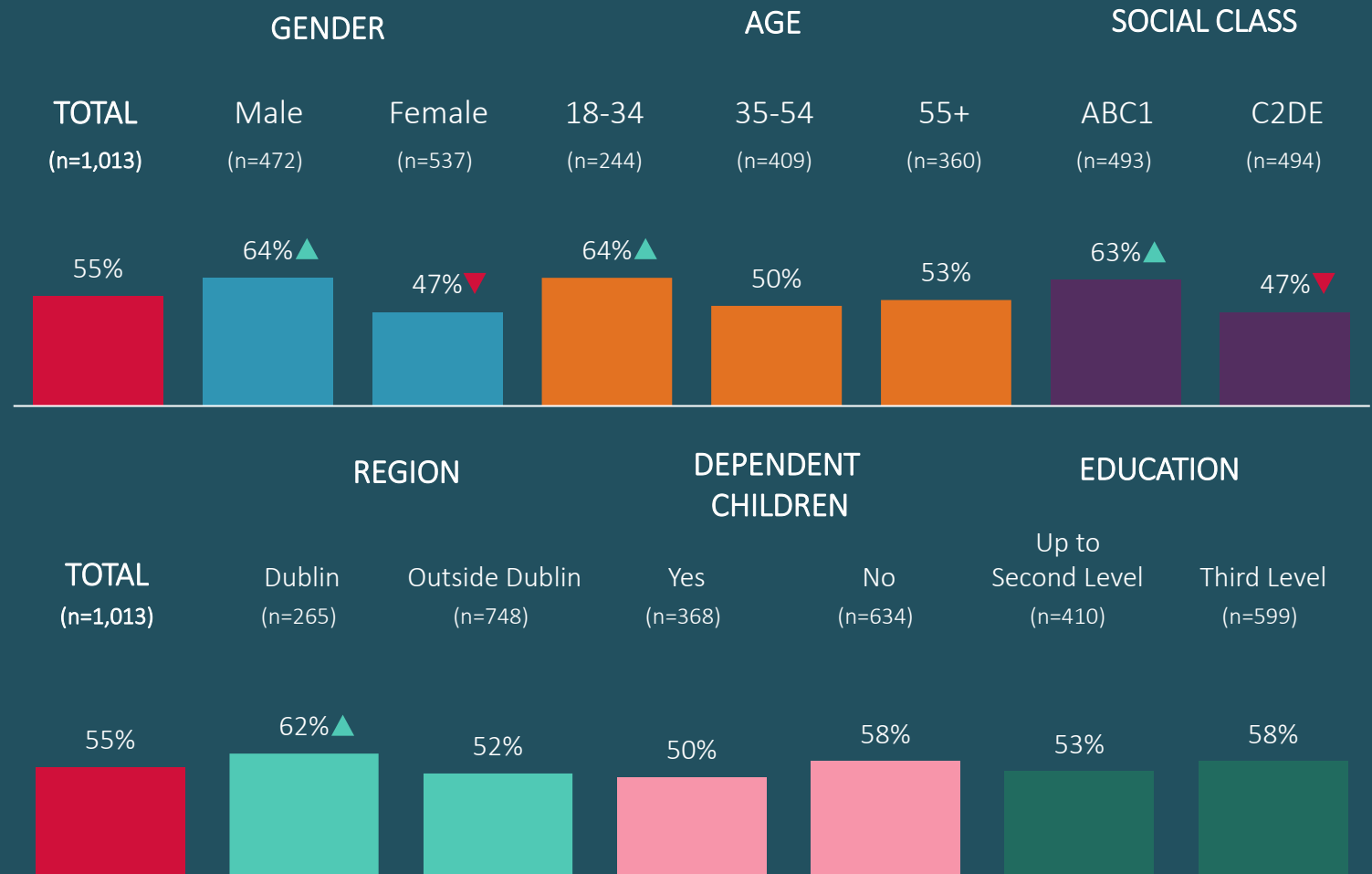


Source: WIN 2025. Base All Irish Adults 18+ n=1013.

Stronger levels of comfort in medicines interacting with cells evident among men, higher social grades, and those living in Dublin. Women and lower social grades see lower levels of comfort.

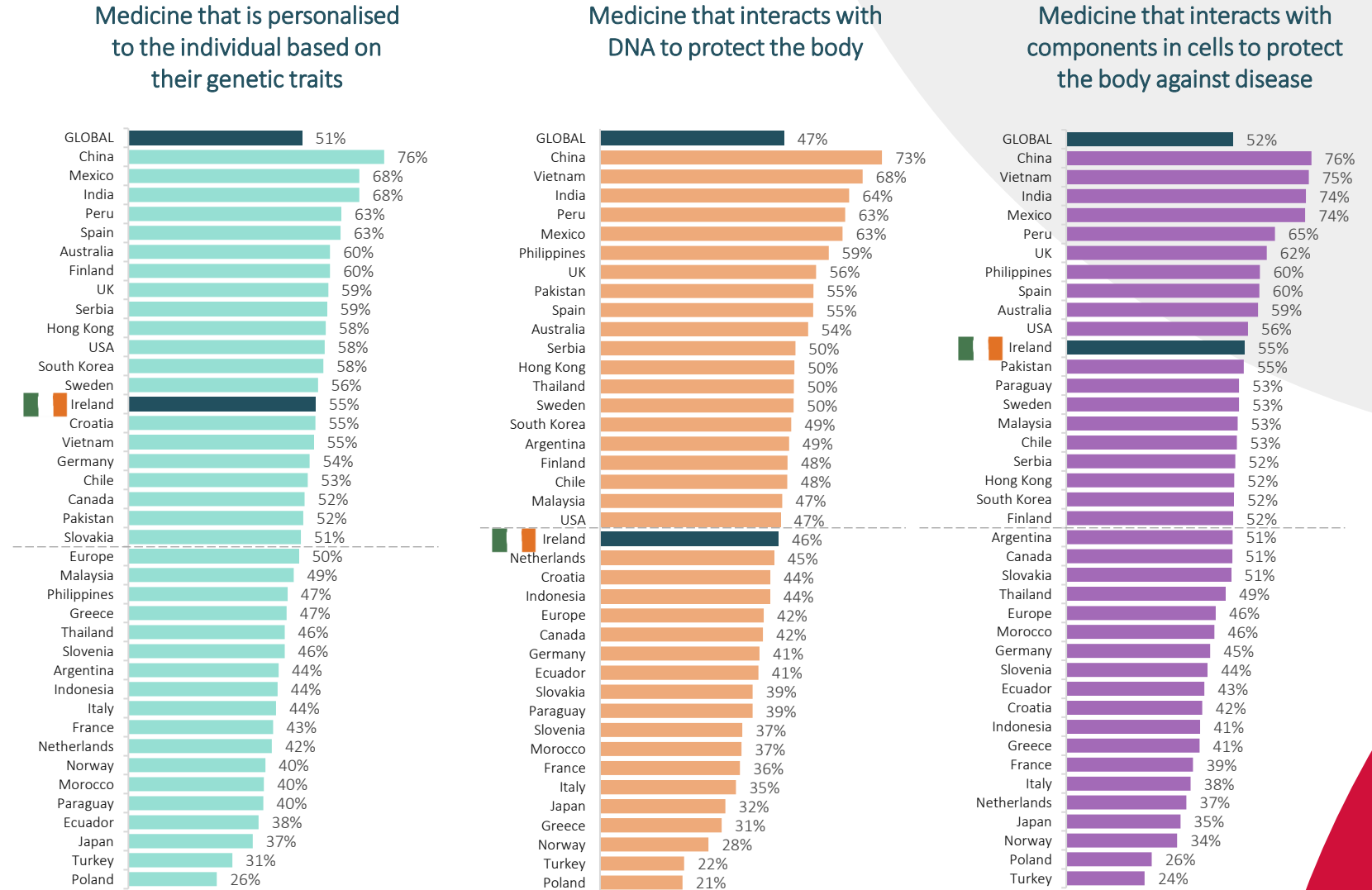
Net: Comfortable x Demographics

Significantly higher/lower at 95% confidence



Ireland shows strong comfort with most innovative medicines and sits ahead of the global average for precision and cell interactive medicines. However, lower than avg. comfort is observed for DNA interactive medicine.

NET: Comfort with innovative medicines: % within total population



Methodology and sample

Sample and Methodology



Methodology:

The WWS (WIN Worldwide Survey) is a study conducted every year with the purpose to measure people's thoughts, expectations, worries and perceptions related to relevant topics for society and business.

Sample Size and Mode of Field Work:

A total of 33,919 people were interviewed globally. See below for sample details. The fieldwork was conducted in January 2025. The margin of error for the survey is between 2.4 and 4.4 at 95% confidence level.

The global average has been computed according to the share of the covered adult population of the surveyed countries.

Questionnaire – Immunisations



[ASK ALL]

For each of the following, please indicate if this is something you are comfortable with, uncomfortable with, or something you know too little about to be sure how you feel.

RANDOMISE STATEMENT	Very comfortable	Comfortable	Uncomfortable	Very uncomfortable	I do not know enough/ am unsure how I feel	Don't know/Prefer not to say
Medicine that is personalised to the individual based on their genetic traits	1	2	3	4	5	99
Medicine that interacts with DNA to protect the body against disease	1	2	3	4	5	99
Medicine that interacts with components in cells to protect the body against disease	1	2	3	4	5	99

[SHOW ALL]

DEFINITION

mRNA is a type of genetic information that everyone has. When used in medicine or vaccines, mRNA delivers instructions to our genes (DNA) to make specific proteins that enable our body to recognise and fight off viruses if it encounters them in the future.

Traditional vaccines use an inactive or weakened virus to build immunity.

[ASK ALL]

18 If a new mRNA or traditional vaccine is approved, would you take it to protect yourself from a disease?

[SINGLE CODE]

	mRNA vaccine	Traditional vaccine
Definitely yes	1	1
Unsure, but leaning towards yes	2	2
Unsure, but leaning towards no	3	3
Definitely no	4	4
Don't know/Prefer not to say	99	99

About the WIN Survey



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About the WIN Survey

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent. RED C Research are the Irish members of the WIN network

Our assets are:

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailor-made global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded solutions
- Local experts: access to a network of experts that truly understand the local culture, market and business needs
- Trust: highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: Third World issues, advertising and media research as well as retail, economics, and corporate research.

About RED C Research:

RED C Research is a premier provider of research-based consultancy services, with offices in Dublin and London. The company has been providing high quality research, insight and polling-based consultancy services to business, communities and government both nationally and internationally for over twenty years. RED C helps brands to grow by helping business to clearly understanding human needs and behaviour. Founded in Dublin in 2003, it now has more than 85 staff, with revenues that place it in the top 125 market research companies globally. The company is part of the Business Post Group house of brands, delivering insight through data, journalism, analysis and storytelling.

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