

REDC



WIN World Survey *Cost of Living*

Published: 15th May 2025

REF: 757224

4 in 5 Irish adults have or plan to cut back their expenses



Key Findings 2025

I

Half of Irish adults have cut back their spending in recent months. A further 3 in 10 are actively planning on doing so in the coming months. Overall, almost 4 in 5 have cut back or are planning to.

II

While half have cut back in recent months, this is less than the number who had done so in 2024, which in turn had fallen on 2022. This is likely in part driven by the fact consumers cut back on low hanging fruit already at an earlier stage of the cost-of-living crisis.

III

Irish consumers are far more likely to have cut back on their expenses when compared to either the global or European norm, ranking 3rd out of 39 countries in this regard.

IV

35-54 year olds are the most likely to have cut back their expenses, while over 55s and the retired are the least likely to have either cut back or to plan to. Nonetheless, a majority at least plan to cut back even in these cohorts.

50%

Of Irish adults have
reduced their
spending in recent
months



4 in 5 in Ireland have reduced or plan to reduce their expenses

Half of Irish adults say they have reduced their expenses in recent months, a notable drop on 2024

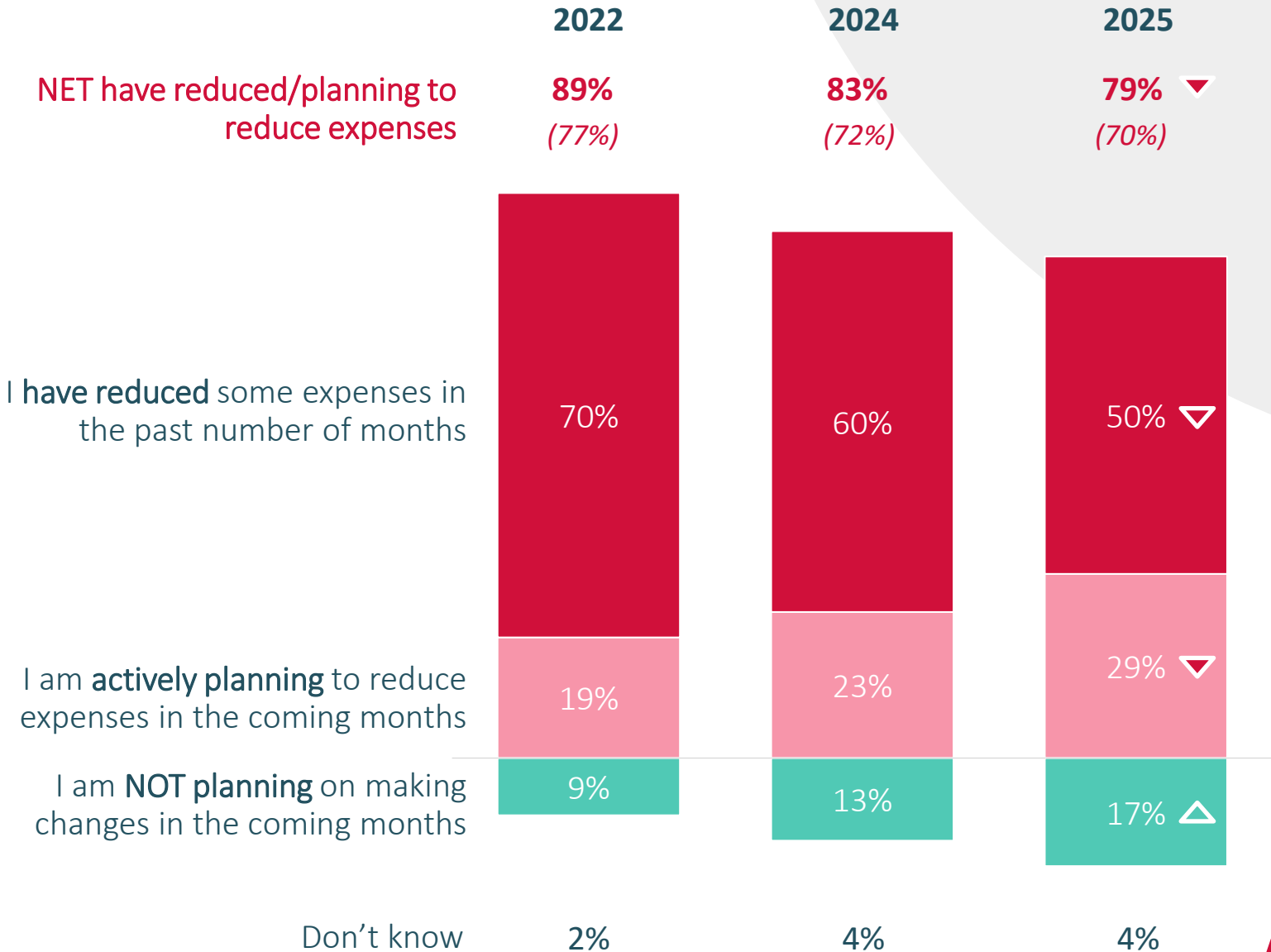
The proportion who have cut back or plan to in Ireland remains ahead of the global norm which has also fallen back over the past three years

(xx) = Global average

▲ ▼ Indicates significant difference vs 2024

(Base: All adults in ROI aged 18+, n=1,013)

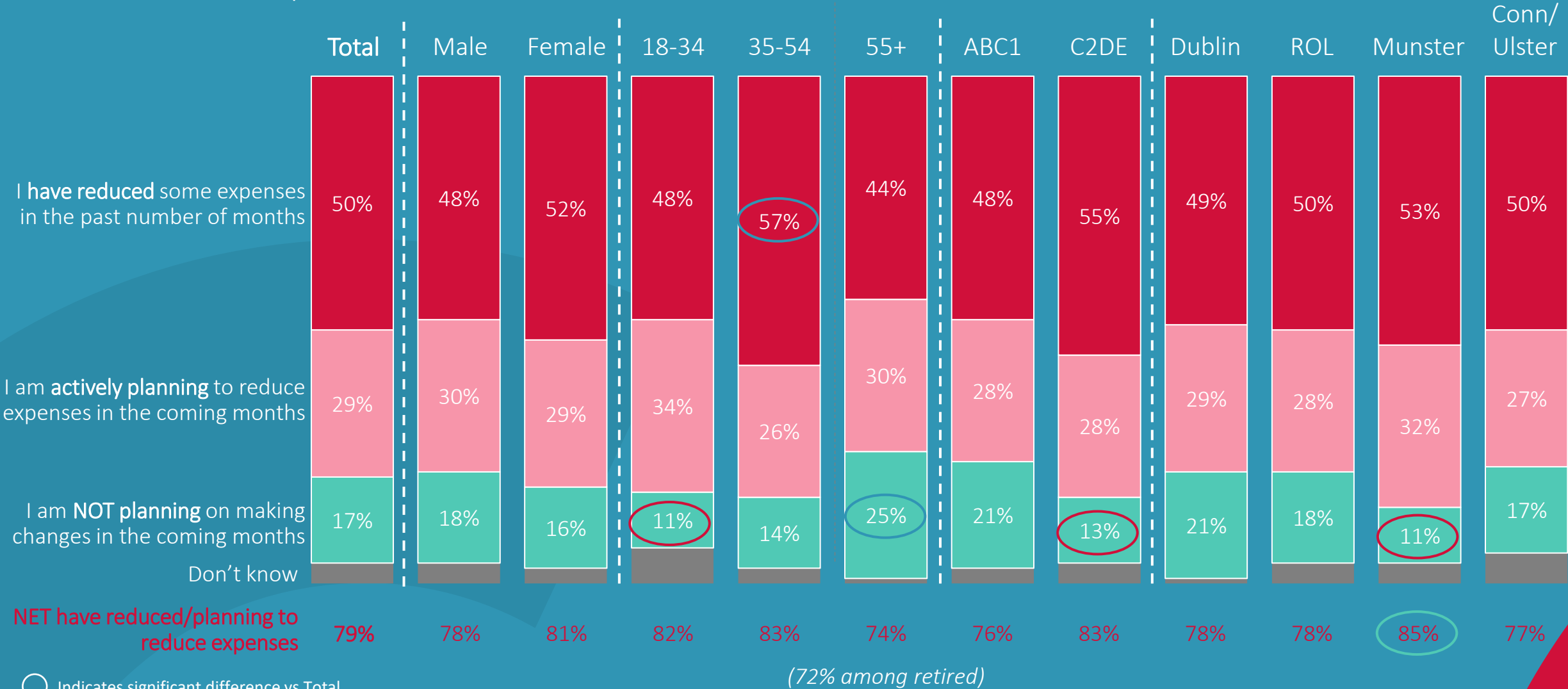
Q.14 – As a result of the rising cost of living, which of the following statements best describe your situation?



Impact of rising cost-of-living x demographics



35-54 year olds are more likely to say they have reduced their expenses. Over 55s are less likely to have cut back or to plan to.



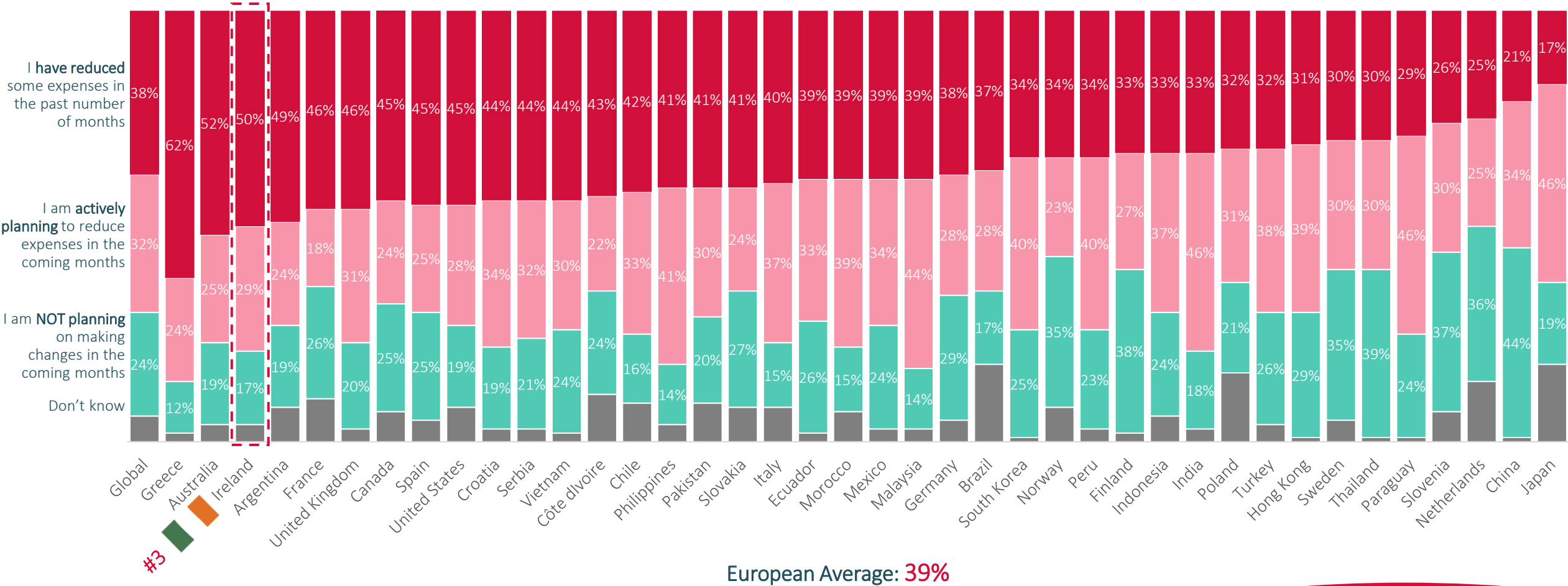
(Base: All adults in ROI aged 18+, n=1,013)

Q.14 – As a result of the rising cost of living, which of the following statements best describe your situation?

Irish adults far more likely than global norm to have cut back

Half of Irish adults have reduced their expenses in recent months, +11 points higher than the European norm, +12 points higher than the global norm, and overall 3rd out of 39 countries

Impact of rising cost of living



Base: All adults across 39 countries worldwide – n=35,515
Q.14 – As a result of the rising cost of living, which of the following statements best describe your situation?

Sample;
methodology; and
questionnaire



Sample and Methodology

The WWS (WIN Worldwide Survey) is conducted annually with the purpose of measuring and understanding attitudes and behaviours among populations around the globe in relation to key societal topics.

A total of $n=34,946$ people were interviewed globally. In Ireland, a nationally representative sample of $n=1,013$ adults aged 18 and over was completed utilising a CAWI methodology.

Fieldwork worldwide was conducted between December 2024 and February 2025. Fieldwork in Ireland was conducted between 9th and 15th January 2025.

The margin of error for the Irish sample is $\pm 3.2\%$ at the 95% confidence interval.

The global average has been computed based on the share of the total combined population in each constituent state.



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

Over 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.

Questionnaire – Cost of Living



COST OF LIVING

ASK ALL. ROTATE ORDER. SINGLE CODE.

Q.14 As a result of the rising cost of living, which of the following statements best describes your situation?

1. I have reduced some expenses in the past number of months
2. I am actively planning to reduce expenses in the coming months
3. I am NOT planning on making changes in the coming months
4. Don't know

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