

## Half of Irish adults have reduced their spending in recent months

By Colm Finlay

- Half of Irish adults have reduced their spending in recent months in response to rising costs
- Overall, 4 in 5 have either cut back their expenses, or are actively planning on doing so soon, higher than the European or global averages
- All demographics have or are planning on cutting back their expenses, but with this particularly true of those aged 35-54
- The number who have cut back their expenses has fallen back on previous years reflecting the fact that many have already cut the low hanging fruit in terms of obvious or convenient savings to make

The **Worldwide Independent Network of MR (WIN)**, the leading global association of independent market research and polling firms, has released its Worldviews Survey. This year's survey captures the perspectives and beliefs of 34,946 individuals across 39 countries. WIN's latest findings shed light on **the impact of the rising cost of living on Irish adults.**

### HEADLINES – IRELAND

**A stark new report from RED C and the WIN Network highlights the ongoing impact of the rising cost of living on Irish families**

#### Half have reduced their expenses in recent months

Half of Irish adults have cut back their expenses in recent months, while overall almost 4 in 5 (79%) have either cut back or are actively planning on doing so in the coming months. Both of these figures are higher than the European or global averages, and Ireland ranks 3<sup>rd</sup> out of 39 countries in terms of the number who have cut back their expenses in recent months. 35-54 year olds in Ireland are particularly likely to have cut back their expenses.

While the proportion saying they have cut back their expenses recently is lower than in 2022 or 2024, this reflects the fact that many individuals and families have already cut back across a range of areas, with the low hanging fruit gone, and it becoming ever more difficult to find further savings to make.

**Colm Finlay, Research Project Manager at RED C Research, said:**

*"These findings highlight the ongoing impact of the rising cost of living on Irish families. Not only have consumers cut back their spending at some point in the cost-of-living crisis, but half have actively reduced expenses further in the last number of months alone. The vast majority have cut back their spending or plan to do so in the coming months, higher even than the global or European averages reflecting the unique impact of rising costs on Irish families."*

## HEADLINES WORLD

### **More than half of people in all countries are at least planning to cut back spending – and it's affecting their mental health**

Amidst rising living costs in many countries, families around the world are adjusting their financial habits — not just to make ends meet, but also to protect themselves and each other in uncertain times. Globally, seven in ten people say they have already cut back on spending or plan to do so in the coming months — a clear sign of resilience and shifting priorities. In every country surveyed, at least half of the population report either having reduced their spending or intending to.

This remains true across all demographic groups, especially, women aged 25 to 34. Overall, 40% of all women report having already cut back.

When looking at employment status, part-time workers are the most likely to have already or plan to reduce their spending (74%), closely followed by housewives and those unemployed (both 73%). Interestingly, the findings also show a strong correlation between stress levels and financial behaviour — 76% of those suffering from stress have either reduced or plan to reduce their expenses, compared to only 64% of those who do not report experiencing stress. This highlights that the rising living costs, economic uncertainty, and personal circumstances add to individuals' financial pressure, negatively impacting their mental health.

### **Each country tells a different story**

Households across the world are cutting back on spending but leading the ranking is Greece, with 86% saying they have already cut back or plan to, followed closely by Malaysia (83%), the Philippines (82%), and Ireland (79%). At the other end of the spectrum, even the countries with the lowest levels of spending reduction show significant caution: 50% of people in the Netherlands have already reduced or plan to reduce their spending, followed by Slovenia (56%), China (55%) and Norway (57%).

In Malaysia, post-pandemic inflation has surged, sharply rising costs of necessities — notably, foods and beverages, restaurants, housing prices have climbed faster than overall inflation rates. Meanwhile, wages have remained stagnant for decades, with decreases in some sectors despite modest overall growth. With living costs surpassing their earnings, it is no surprise households have adjusted spending.

European countries, in particular, show striking variations. Some, like Greece, Ireland, Croatia (78%) and Italy (77%), rank amongst the most likely to be reducing spending. While others dominate the list of countries least likely to cut back: the Netherlands, Slovenia, Norway, Finland and Sweden (both 60%), Poland (63%), and France (64%).

For Ireland, the caution is expected: 46% of people believe the economy will fare worse — a sentiment has been largely negative since Q3 2018. In 2024, 40% cited inflation as the primary reason for their pessimism, followed by the lack of faith in the government, housing crisis, immigration, and global political instability.

Overall, while levels of reduction vary and dependent on national situations, a clear global trend emerges: financial caution is now a widespread and deeply rooted response to growing economic pressures.

**Richard Colwell, President of WIN International Association, said:**

*“This year’s findings highlight a world where families everywhere are adapting to financial uncertainty with resilience. As we mark the International Day of Families, WIN hopes this research serves as a reminder that behind every statistic is a family adjusting, sacrificing, and persevering. Understanding these pressures is crucial to shaping policies and support systems that truly meet people’s needs during challenging times.”*

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**NOTES FOR EDITORS**

**Methodology:**

The survey was conducted in 39 countries using CAWI / CATI / F2F/ TAPI /online survey methods.

**Sample Size and Mode of Field Work:**

A total of 34,946 people were interviewed. See below for sample details. The fieldwork was conducted in December 2024, January 2025 and February 2025. The margin of error for the survey is between 4.4 and 2.5 at 95% confidence level.

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

**About WIN:**

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

**Our assets**

- 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: among others, researched themes are gender equality and young people, communication and media research, and brand studies.

# Methodology Sheet

						2023-2024
	Country	Company Name	Methodology	Sample	Coverage	Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1027	NATIONAL	30 Dec 24 – 9 Jan 25
2	Australia	Luma Research	Online Panel	500	NATIONAL	20-24 January 2025
3	Brazil	Market Analysis Brazil	CAWI	1032	NATIONAL	16-23 January 2025
4	Canada	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
5	Chile	Activa Research	CAWI	1095	NATIONAL	10-27 January 2025
6	China	WisdomAsia	CAWI	1000	URBAN	WC 1-2 January 2025
7	Croatia	Institute for market and media research, Mediana Fides	CAWI	531	NATIONAL	17-23 January 2025
8	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	708	NATIONAL	1-3 February 2025
9	Finland	Taloustutkimus Oy	Online Panel	1112	NATIONAL	16-24 January 2023
10	France	BVA Xsight	CAWI / Online Panel	1001	NATIONAL	6-7 February 2025
11	Germany	Produkt+Markt	CAWI	1000	NATIONAL	20 Dec 2024 – 6 Jan 2025
12	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	5-20 December 2024
13	Hong Kong	Consumer Search Group (CSG)	Online Panel	516	TERRITORY WIDE	31 Dec 2024 -10 Jan 2025
14	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	19 Dec 2024 - 20 Jan 2025
15	Indonesia	DEKA	Face to Face	1000	NATIONAL	12-25 December 2024
16	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1013	NATIONAL	9-15 January 2025
17	Italy	BVA Doxa	CAWI	1000	NATIONAL	13-16 December 2024
18	Japan	Nippon Research Center, LTD.	CAWI	1131	NATIONAL	22-27 January 2025
19	Malaysia	Central Force International	Online Panel	1008	NATIONAL	2-9 December 2024
20	Mexico	Brand Investigation S.A.de C.V	Online	800	NATIONAL	9-18 January 2025
21	Morocco	Integrate Consulting SARL	Online	509	NATIONAL	21-24 January 2025
22	Norway	Opinion AS	CAWI	1031	NATIONAL	13-21 January 2025
23	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	3 Dec 2024 -2 Jan 2025
24	Paraguay	ICA Consultoría Estratégica	CATI	500	NATIONAL	8-31 January 2025
25	Peru	Datum Internacional	F2F	1204	NATIONAL	31 Jan – 7 Feb 2025
26	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	CAPI	1000	NATIONAL	14-31 January 2025
27	Poland	Mareco Polska	CAWI	1080	NATIONAL	18-22 December 2024
28	Serbia	Institute for market and media research, Mediana Adria	CAWI	536	NATIONAL	17-23 January 2025
29	Slovakia	Go4insight	CAWI	500	NATIONAL	17-22 January 2025

30	Slovenia	Institute for market and media research, Mediana	CAWI	700	NATIONAL	17-21 January 2025
31	South Korea	Gallup Korea	CAWI	1085	NATIONAL	16-24 January 2025
32	Spain	Instituto DYM	CAWI	1014	NATIONAL	16-20 January 2025
33	Sweden	DEMOSKOP AB	CAWI	1004	NATIONAL	21 Dec 2024 – 23 Jan 2025
34	Thailand	INFOSEARCH LIMITED	F2F	500	NATIONAL	22 Dec 2024 – 18 Jan 2025
35	The Netherlands	Motivaction International B.V.	CAWI	1023	NATIONAL	6-18 December 2024
36	Turkey	Barem	CATI	775	NATIONAL	24-28 January 2025
37	United Kingdom	ORB International	CAWI	1000	NATIONAL	19-23 Dec 2024
38	USA	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
39	Vietnam	Indochina Research (Vietnam) Ltd	CAPI	900	Hanoi, Ho Chi Minh city, Da Nang, Can Tho - Urban population	18 Dec 2024 – 10 Jan 2025