

REDC



WIN WORLDWIDE VIEWS SURVEY

INTERNATIONAL YOUTH DAY

AUGUST 2026

Irish youth remain hopeful despite growing challenges faced



Young Irish adults are less convinced than older generations that they experience greater opportunities than their parents, suggesting many are questioning whether each generation can still expect to be better off than the last.



Housing remains a significant concern, with Ireland ranking among the least optimistic countries when it comes to young people's expectations of owning a home in the future.



Irish youth are more willing than many of their European peers to move abroad for better opportunities, reflecting a generation that is open to building its future wherever opportunity exists.



Despite concerns around opportunity and housing, young Irish adults continue to look to the future with hope, showing resilience in the face of modern challenges.

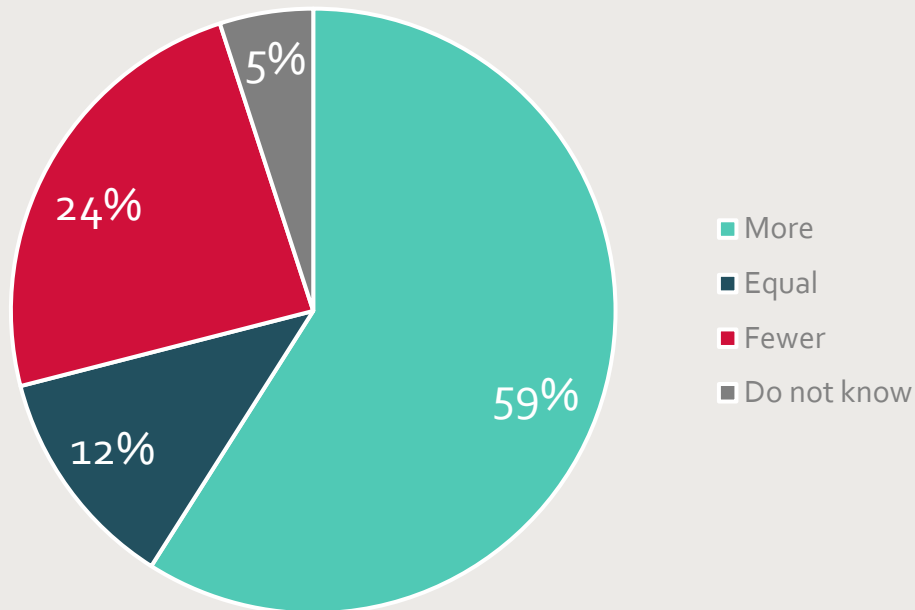
For many young Irish adults, the promise of greater opportunity feels less certain than it once did



At an overall level, majority see more opportunities

While most Irish adults believe opportunities have improved across generations, nearly one in four feel their generation faces fewer opportunities than their parents did.

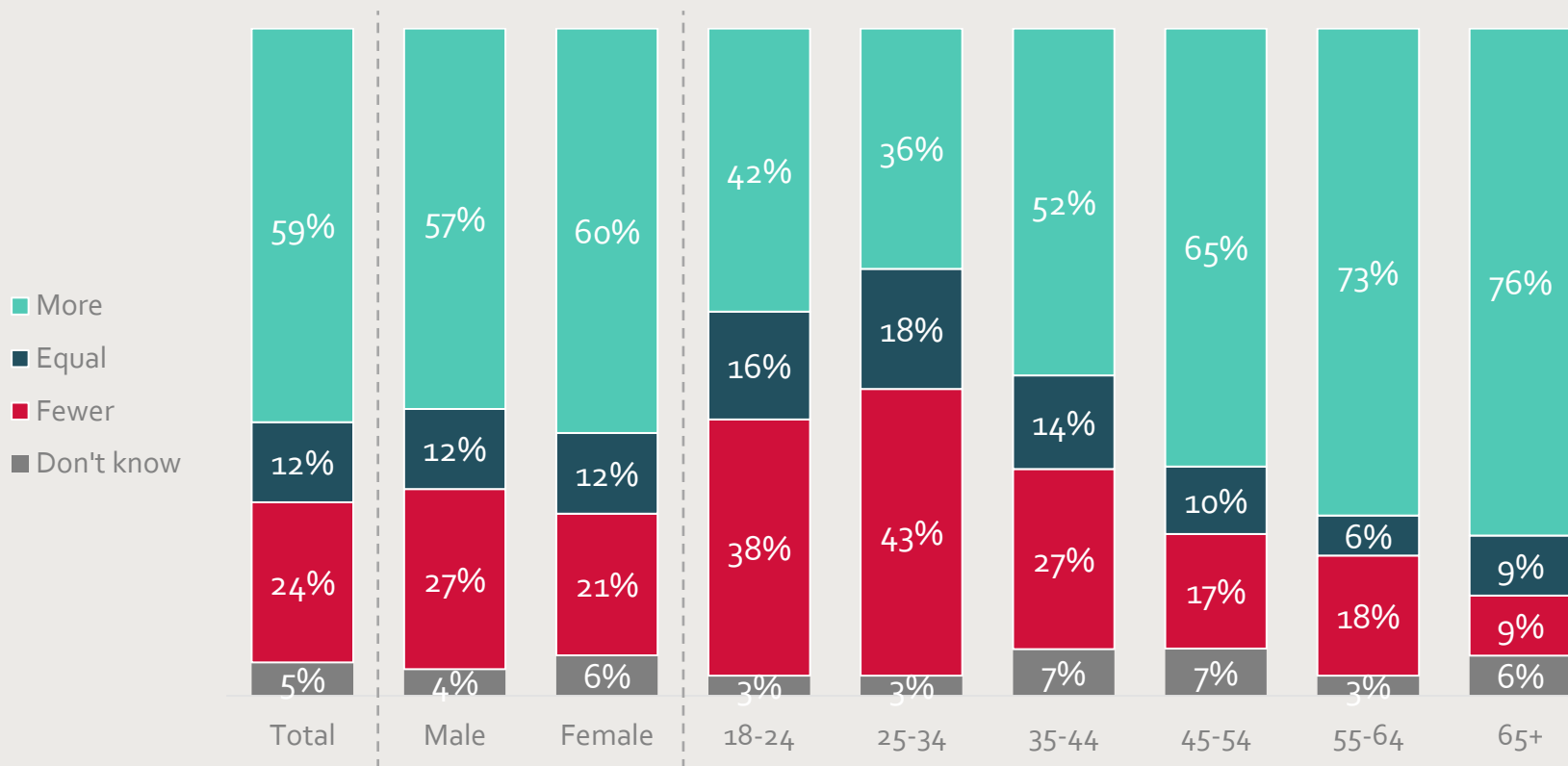
Perceived opportunities for the current generation



Younger generations are less convinced opportunities have improved

Just 42% of 18–24-year-olds believe their generation has more opportunities than their parents, compared with 76% of those aged 65+, revealing a stark generational divide.

Perceived opportunities for the current generation x Age



Q. Do you feel your generation has more, fewer, or equal opportunities than your parents had?

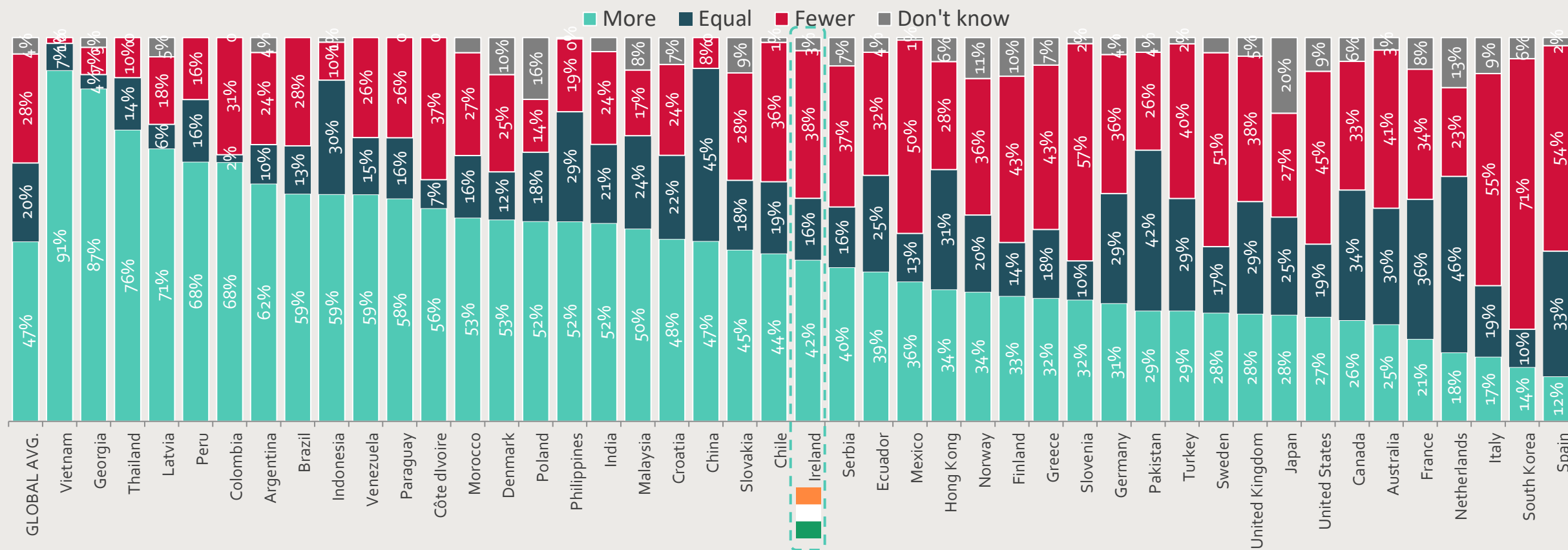
(Base: All Irish adults aged 18+, n=1,003)

Ireland lags the global average on perceived opportunity among youth

While Ireland sits around the middle of the international ranking, young Irish adults are less likely than the average young person globally to believe opportunities have improved across generations.

% within 18–24-year-olds - Perceived opportunities for the current generation

% More - European Average: **39%**



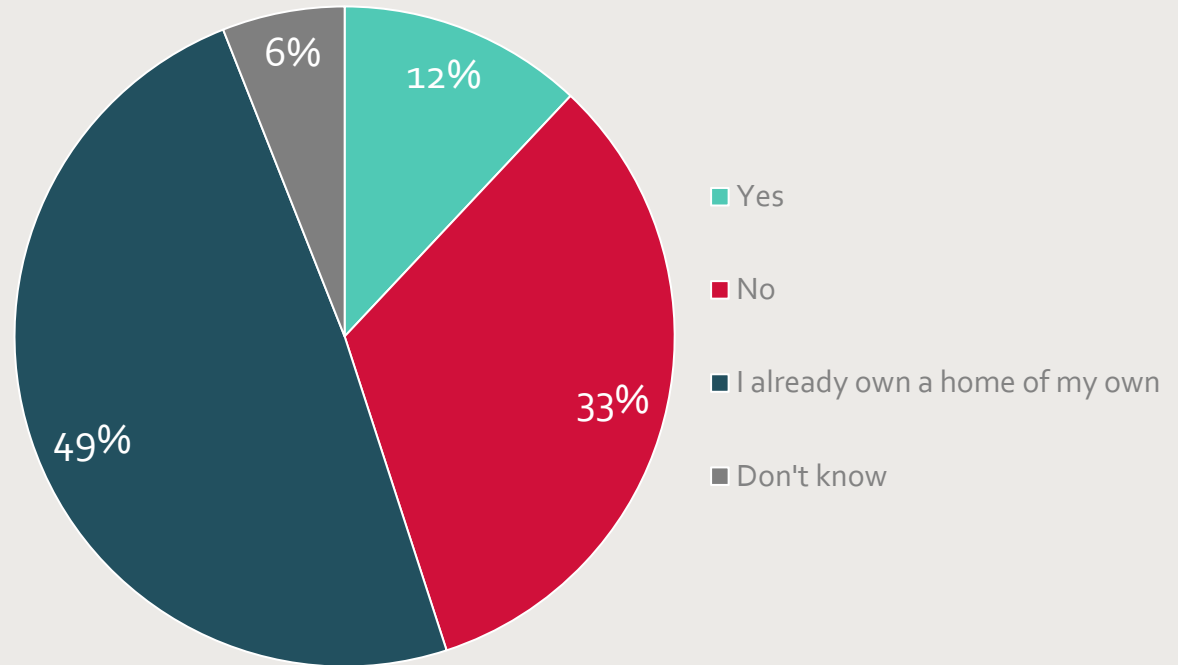
The path to home ownership looks increasingly uncertain for Ireland's younger generation



Home ownership feels out of reach for many

While almost half of adults already own a home, a sizeable proportion (33%) believe they will never be able to afford one themselves.

Perceived ability to own a home

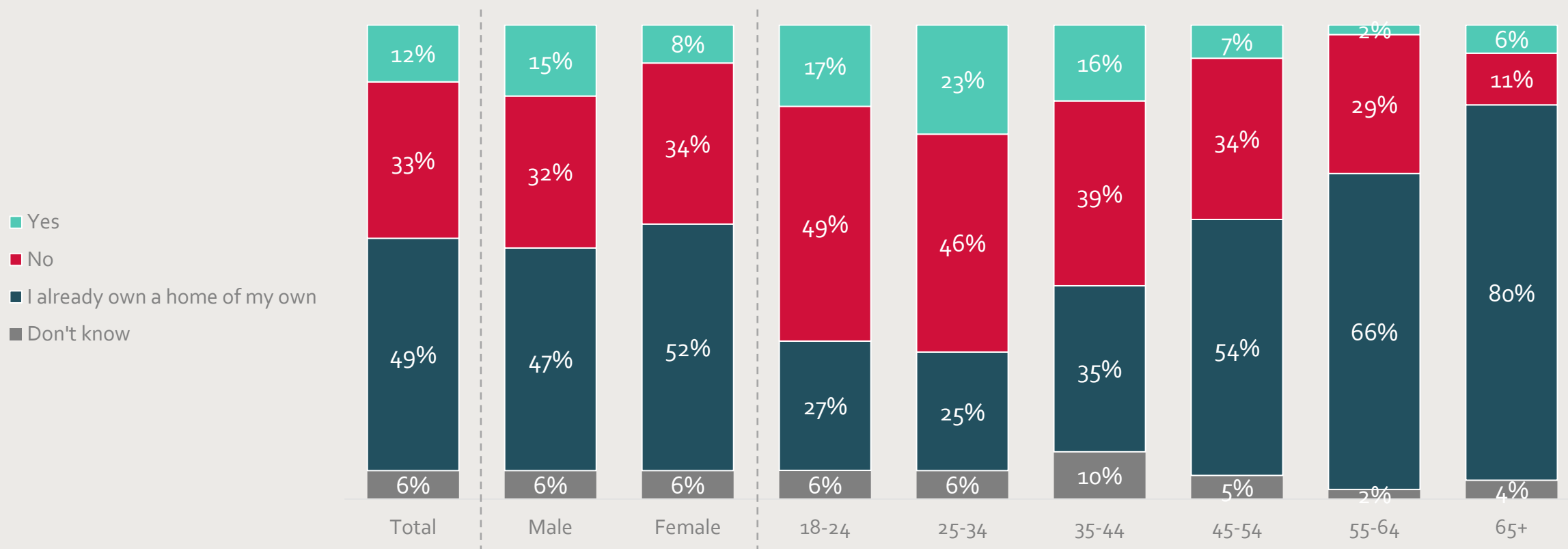


Q. Do you believe you will be able to afford a home of your own in the future?
(Base: All adults in ROI aged 18+, n=1,003)

The housing ladder feels harder to climb for Irish youth

Almost half of 18–24-year-olds (49%) do not believe they will be able to afford a home of their own in the future, highlighting the scale of housing concerns among Irish youth.

Perceived ability to own a home



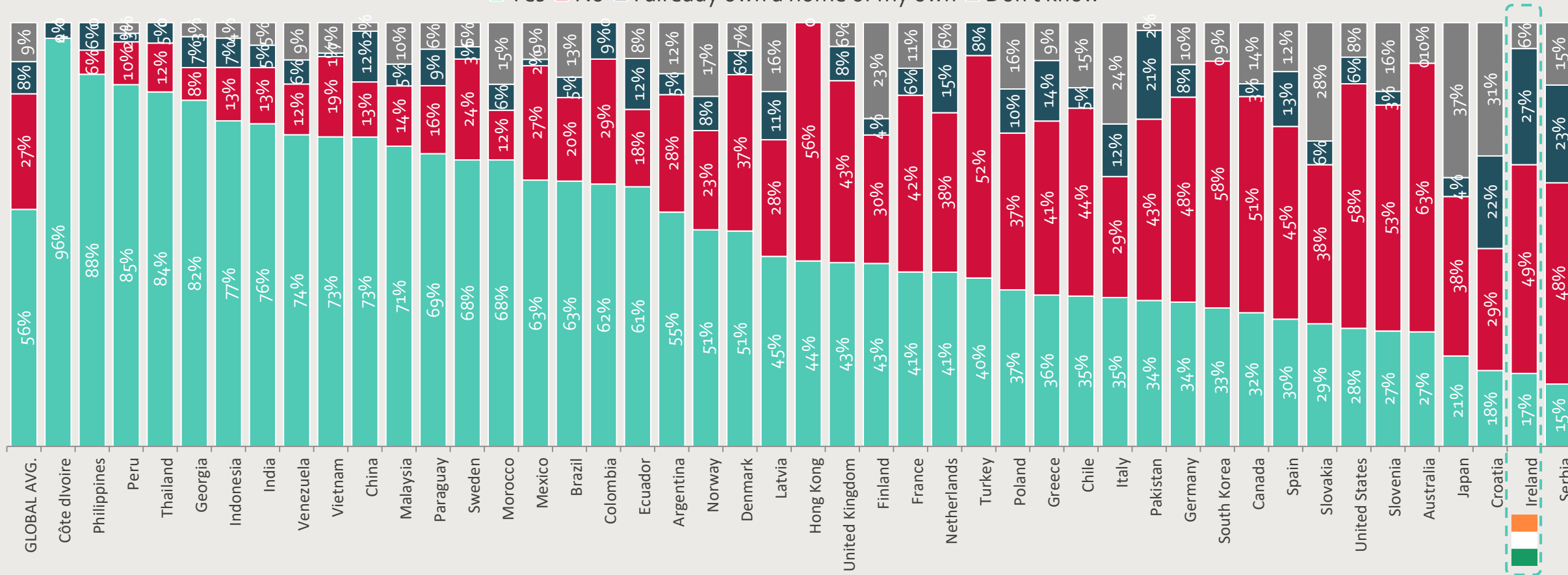
Irish youth among least confident about home ownership

Irish young adults stand out internationally for their pessimism around home ownership, with fewer than one in five believing they will be able to afford a home in the future.

% within 18–24-year-olds - Perceived ability to own a home

% Yes - European Average: **41%**

■ Yes ■ No ■ I already own a home of my own ■ Don't know



A hopeful outlook
persists, even as
young people face
growing economic
challenges.

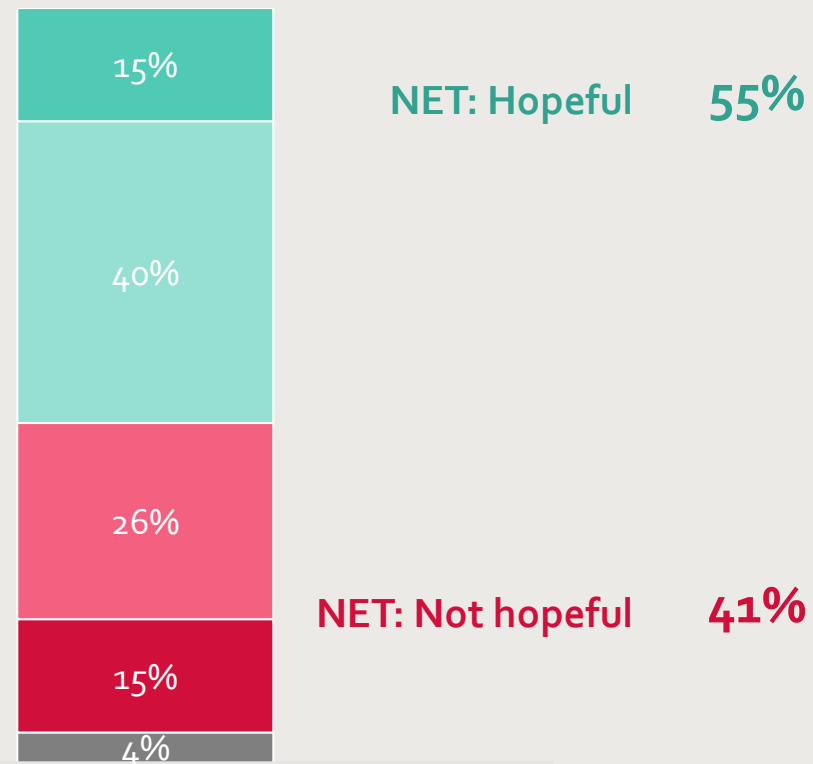


A nation looking forward, with reservations

While a majority remain hopeful about their future in Ireland, optimism is tempered by the sizeable proportion who continue to express concerns about what lies ahead.

Hopefulness about the future in Ireland

- Very hopeful
- Somewhat hopeful
- Not very hopeful
- Not at all hopeful
- Don't know



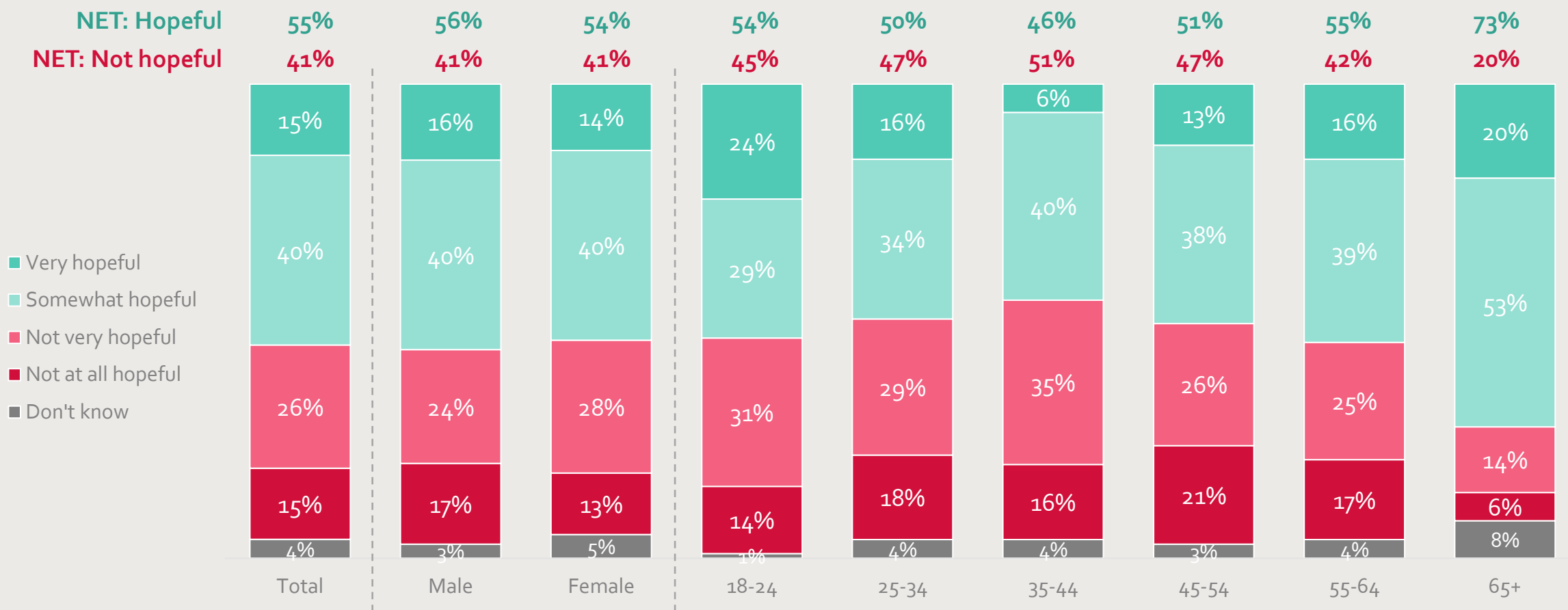
Q. How hopeful do you feel about your future in Ireland?

(Base: All adults in ROI aged 18+, n=1,003)

Young adults remain hopeful despite housing pressures

More than half of Irish 18–24-year-olds feel hopeful about their future, highlighting a sense of resilience despite concerns about home ownership and generational opportunity.

Hopefulness about the future in Ireland

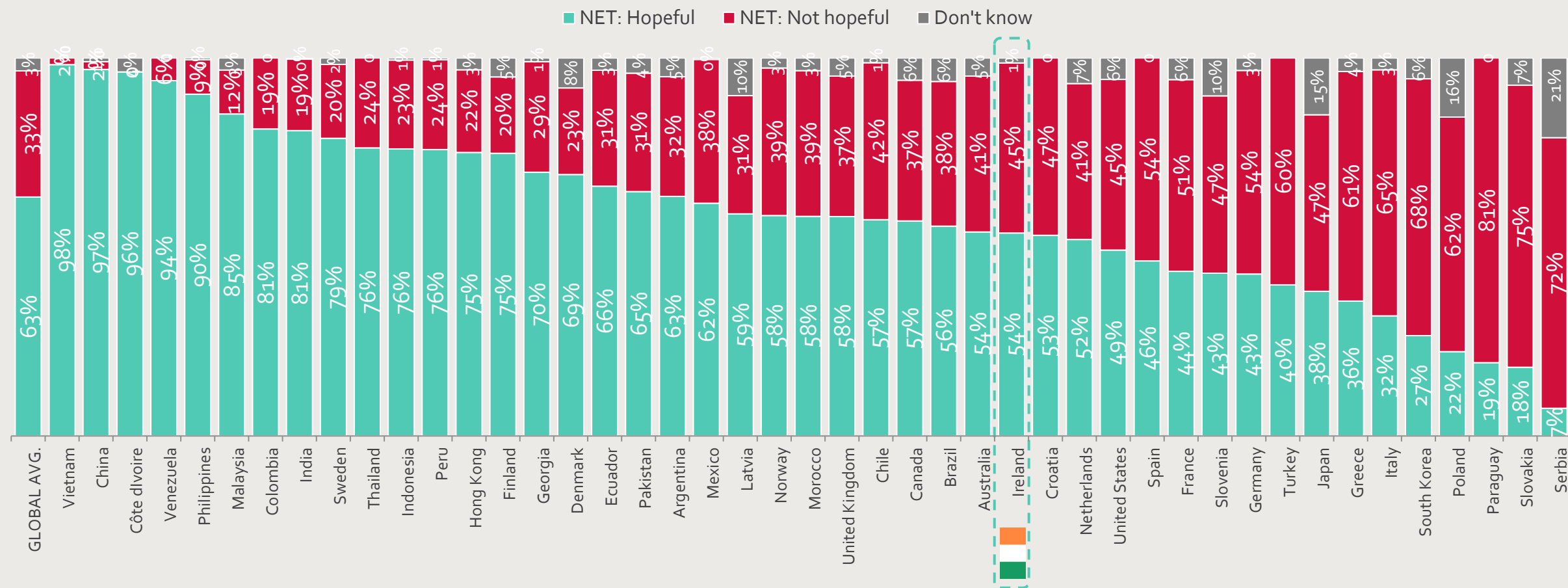


A resilient sense of optimism among Irish youth

While Irish youth are less optimistic than some of their global peers, they remain more positive about the future than young people in many European countries.

% within 18–24-year-olds - Hopefulness about the future in Ireland

% NET: Hopeful - European Average: **50%**



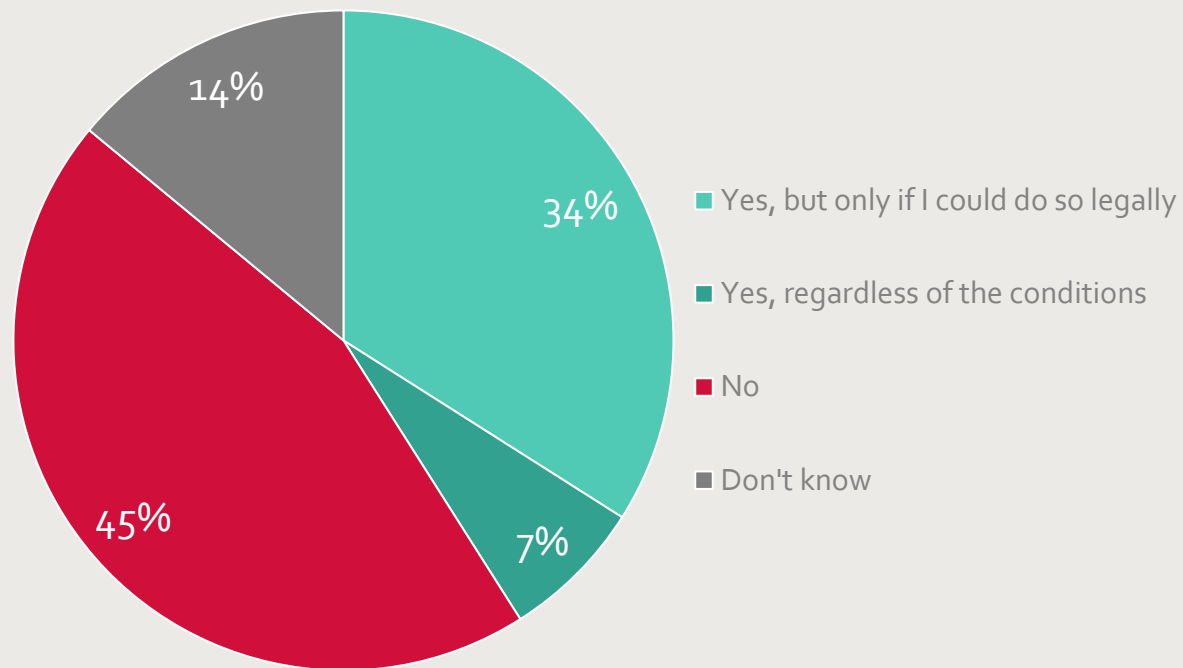
Hope for the future
remains strong, but
many young adults are
open to pursuing it
abroad



Emigration remains an attractive option

Four in ten Irish adults would consider moving abroad for better opportunities, highlighting the appeal for opportunities beyond Ireland's borders.

Willingness to move abroad for better opportunities



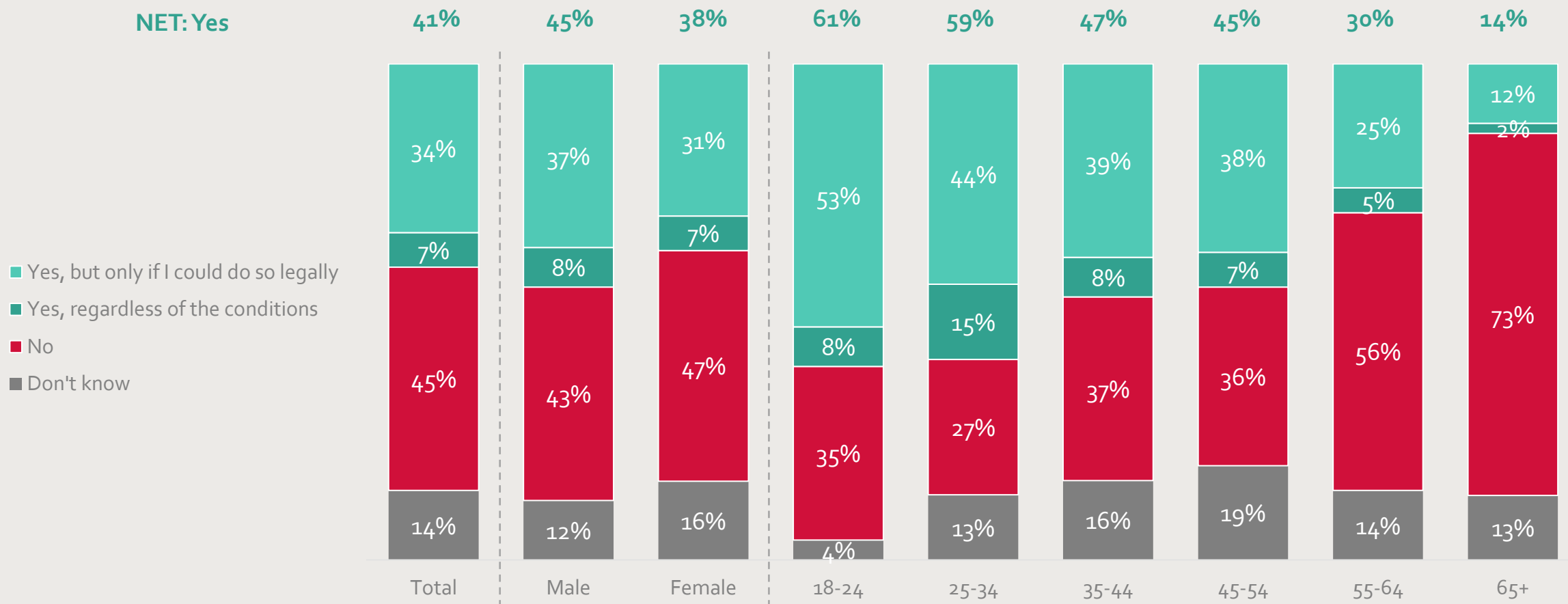
Q. Would you move to another country from Ireland for better opportunities?

(Base: All adults in ROI aged 18+, n=1,003)

Young Irish adults are prepared to look beyond Ireland

Young Irish adults continue to look to the future with optimism, yet many are willing to pursue opportunities overseas, highlighting the tension between hope for the future and concerns about life in Ireland.

Willingness to move abroad for better opportunities

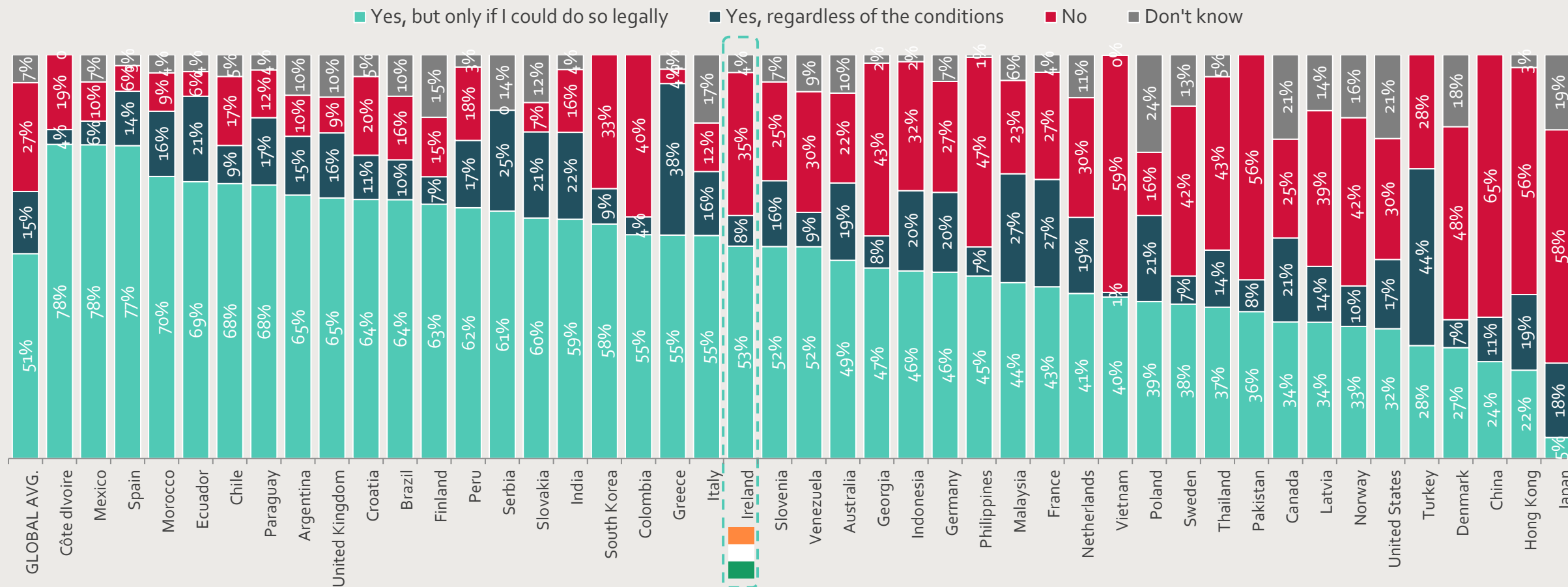


Irish youth rank above average on willingness to emigrate

Higher-than-average willingness to move abroad reflects a generation of young Irish adults that is outward looking and prepared to make significant life changes in pursuit of a better future.

% within 18–24-year-olds - Willingness to move abroad for better opportunities

% NET: Hopeful - European Average: 49%



Sample; methodology; and questionnaire



Sample and Methodology

Methodology:

The WWS (WIN Worldviews 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 45,000 people were interviewed. See below for sample details. The fieldwork was conducted between : 27th November 2025 to 13th February 2026. 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 share of the covered adult population of the surveyed countries.

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 – World Youth Day

12. (NEW) Do you feel your generation has more, fewer, or equal opportunities than your parents had? (SPSS-Q12)

1. More
2. Equal
3. Fewer
99. Don't know / no response

13. (NEW) Do you believe you will be able to afford a home of your own in the future? (SPSS-Q13)

1. Yes
2. No
3. I already own a home of my own
99. Don't know / no response

14. (NEW) How hopeful do you feel about your future in Ireland? (SPSS-Q14)

1. Very hopeful
2. Somewhat hopeful
3. Not very hopeful
4. Not at all hopeful
99. Don't know / no response

15. (NEW) Would you move to another country from Ireland for better opportunities? DO NOT ROTATE. (SPSS-Q15)

1. Yes, but only if I could do so legally
2. Yes, regardless of the conditions
3. No
99. Don't know / no response



THANK YOU

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