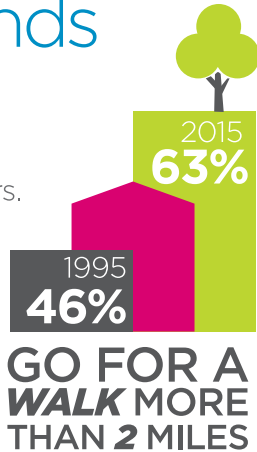




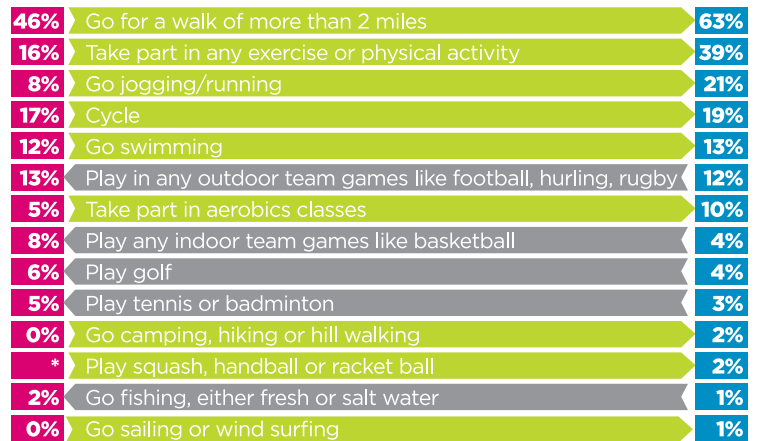
# B&A 30<sup>th</sup> ANNIVERSARY Behavioural & Attitudinal SURVEY

## Sport and Exercise Weekly Trends vs 1995

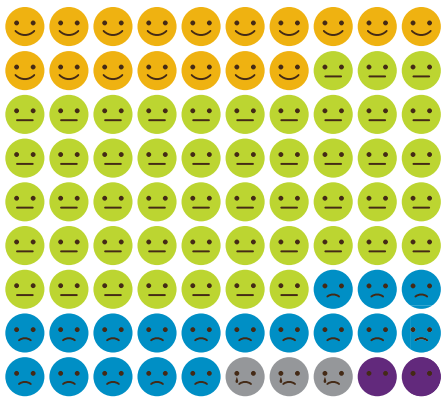
Weekly plus participation in physical sport has risen sharply over the last 20 years.



1995 → 2015



Base: All adults 16+ 1005

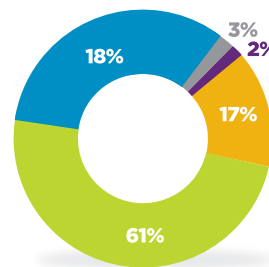


**IN 2015**  
**78%**  
OF PEOPLE ARE  
**SATISFIED**  
WITH THEIR LIVES



## Life Satisfaction

All in all, we Irish are still a pretty happy bunch, even though sadly only 17% are very satisfied.



😊 Very Satisfied  
😊 Fairly Satisfied  
😞 Dissatisfied  
😞 Very Dissatisfied  
😞 Don't know

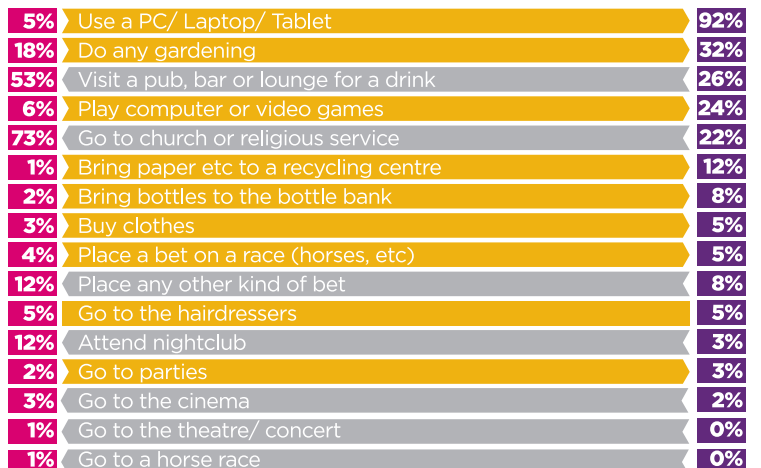
Base: All adults 16+ 1005

## General Activity Weekly Trends vs 1995



**IN 1995**  
**73%**  
OF PEOPLE  
**ATTENDED CHURCH**  
COMPARED TO JUST  
**22%**  
IN 2015

1995 → 2015



Base: All adults 16+ 1005



## Trends in General Belief vs 1995

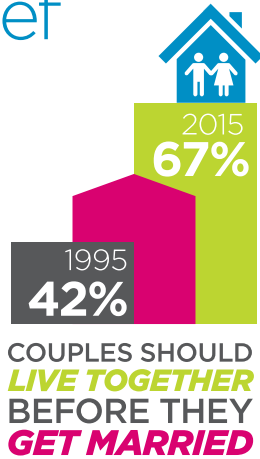
The last 20 years has witnessed a sea change in attitudes towards social and moral issues.



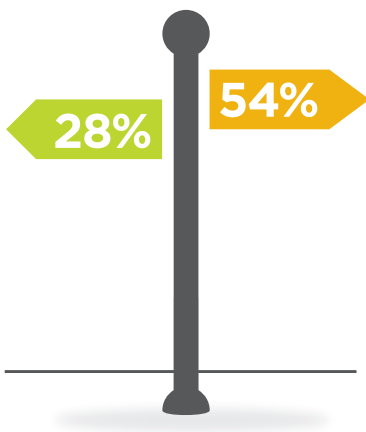
Base: All adults 16+ 1005

1995 → 2015

42%	Couples should live together before they get married	67%
46%	I think the sexual freedom of today is a very good thing	57%
53%	Abortion is always wrong	32%
28%	Divorce is always wrong	13%



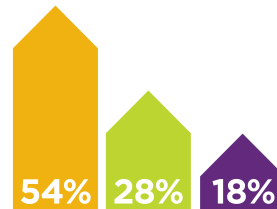
IN 1995 **53%** OF PEOPLE BELIEVED **ABORTION IS ALWAYS WRONG** COMPARED TO JUST **32%** IN 2015



IN 2015 **54%** OF PEOPLE FEEL THINGS ARE GOING IN THE RIGHT DIRECTION

## Direction Things are Going in Ireland

While people clearly feel the situation is improving, over a quarter believe the country is heading in the wrong direction.

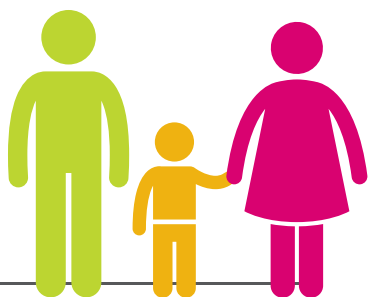


- 😊 Right direction
- ☹️ Wrong direction
- 🤔 Don't know

Base: All adults 16+ 1005

## How do you feel about 2016 for...

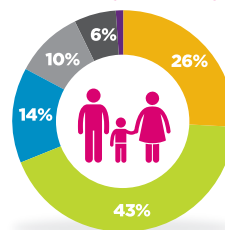
People are a lot more pessimistic about next year's global outlook than they are about their own situation.



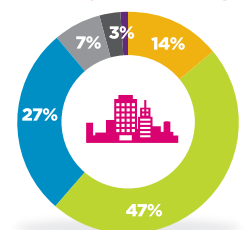
Base: All adults 16+ 1005

**26%** OF PEOPLE FEEL VERY OPTIMISTIC ABOUT THEIR FAMILY COMPARED TO **10%** WHO FEEL VERY PESSIMISTIC ABOUT THEIR FAMILY

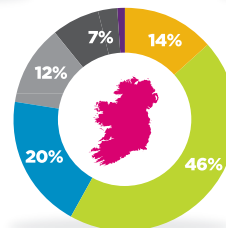
You and your family



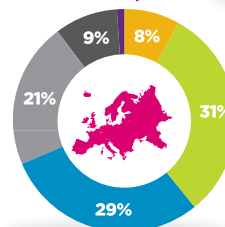
Your City/Town/Village



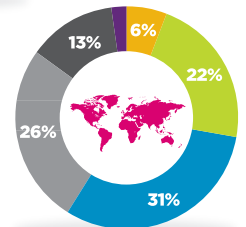
Ireland



Europe



The World



- 😊 Very Optimistic
- 🙂 Fairly Optimistic
- 😐 Neither
- ☹️ Fairly Pessimistic
- 😞 Very Pessimistic
- 🤔 Don't Know

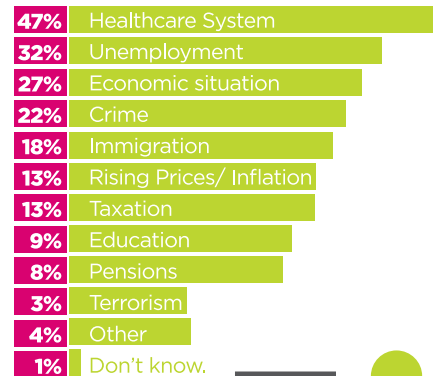


## Top Issues Facing Ireland 2015

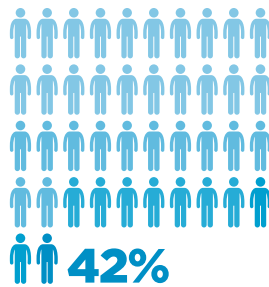
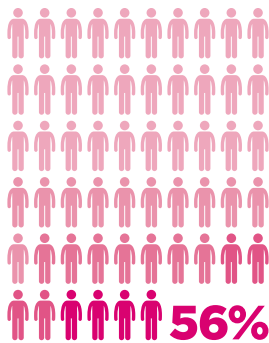
Healthcare, Unemployment & the Economic Situation are the most important issues facing Ireland at the moment.



**47%** OF PEOPLE BELIEVE **HEALTHCARE** IS A TOP ISSUE IN IRELAND **2015**



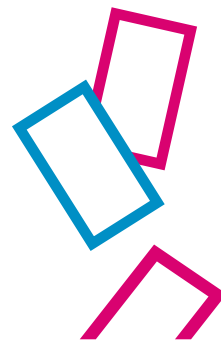
Base: All adults 16+ 1005



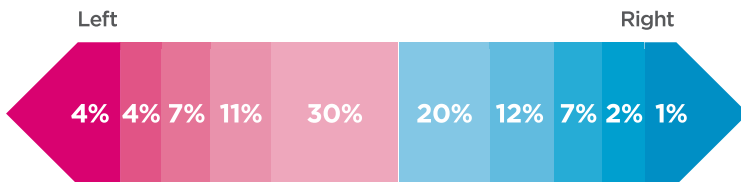
## Political Views

How People Place their Views on Left/Right Political Divide

All in all, Irish voters are slightly more left leaning than right leaning.



**56%** OF PEOPLE IN IRELAND ARE LEFT LEANING

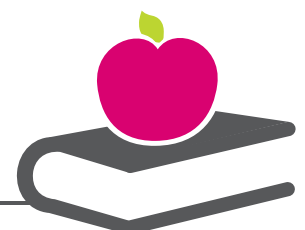


Base: All adults 16+ 1005

## Top Economic Priorities 2015

Investment in professional training and education is viewed as the top priority to improve the Irish Economy.

**35%** OF PEOPLE *THINK* **EDUCATION AND PROFESSIONAL TRAINING** WILL IMPROVE THE ECONOMY IN 2015



Base: All adults 16+ 1005



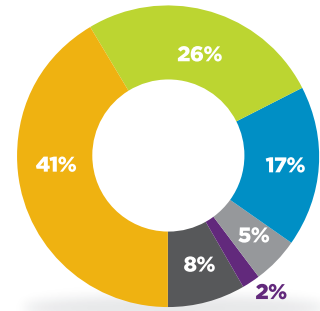
For more information on Ireland in 2015,  
contact any of the researchers at B&A  
Email: info@banda.ie  
Phone: 01 205 7500

## Irish Pride 2015

Just two thirds of Irish people are proud to be Irish.



**67%**  
OF US ARE PROUD  
TO BE IRISH



- 😊 Very proud
- 🙂 Fairly proud
- 😐 Not particularly proud
- 😞 Not at all proud
- 🤔 Don't know
- ⚪ Not applicable

## What makes us proud to be Irish 2015

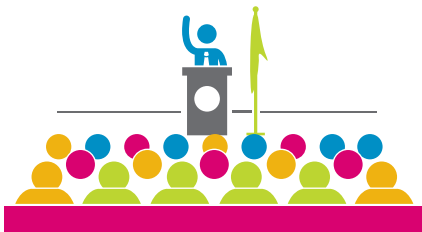


**52%**  
**ATTRIBUTE**  
**THEIR PRIDE**  
**IN BEING IRISH TO**  
**THE RENOWNED**  
**FRIENDLINESS**  
**OF THE**  
**IRISH**  
**PEOPLE**

Base: All Proud to be Irish

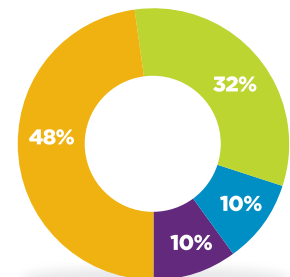
## 1916 Rising Centenary

The vast majority of us believe the 1916 Centenary should be formally commemorated.



Base: All adults 16+ 1005

**48%**  
OF PEOPLE BELIEVE  
1916 RISING IS AN  
**IMPORTANT**  
**CULTURAL**  
EVENT THAT SHOULD BE  
**CELEBRATED!**



- 😊 Major cultural event for Ireland and a comprehensive programme of commemorative events should be held to mark the occasion.
- 🙂 Reasonably significant event and a small number of well planned events should be organised.
- 😐 1916 Centenary is of little relevance in today's Ireland and it should be allowed to pass without any event.
- ⚪ No Opinion