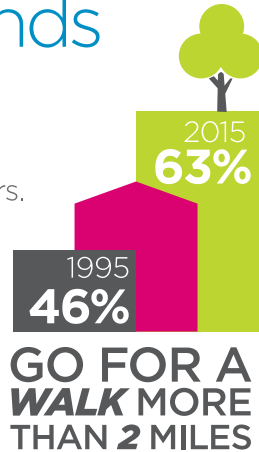




B&A 30th ANNIVERSARY Behavioural & Attitudinal SURVEY

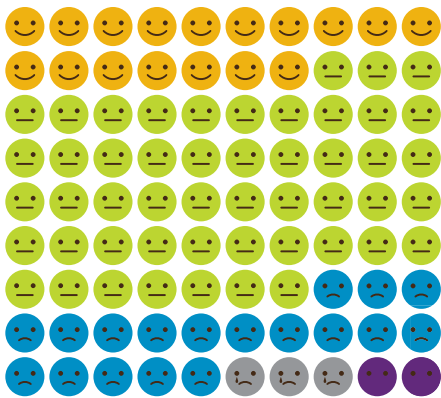
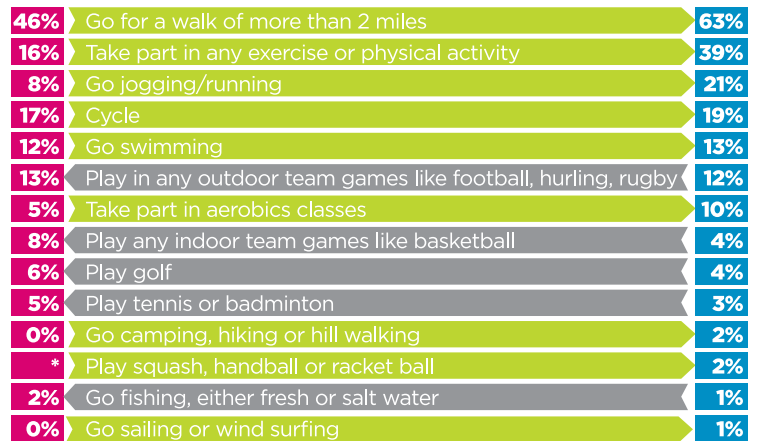
Sport and Exercise Weekly Trends vs 1995

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



Base: All adults 16+ 1005

1995 → 2015

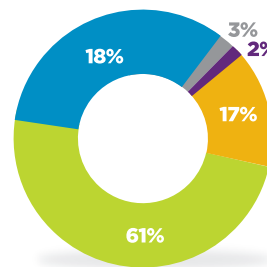


IN 2015
78%
OF PEOPLE ARE
SATISFIED
WITH THEIR LIVES



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

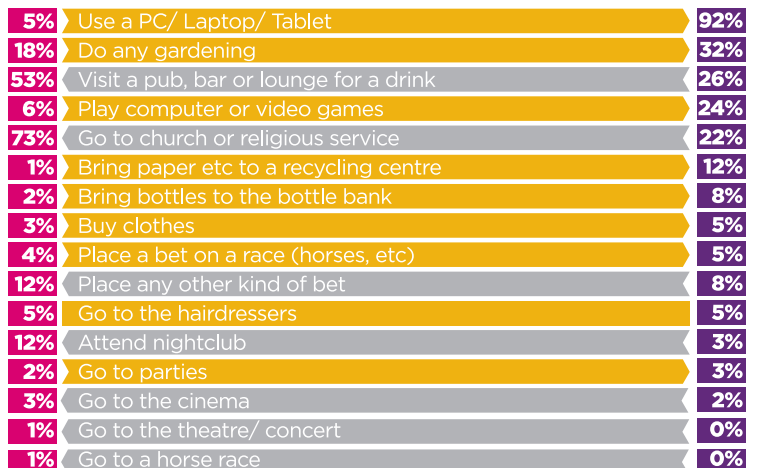
General Activity Weekly Trends vs 1995

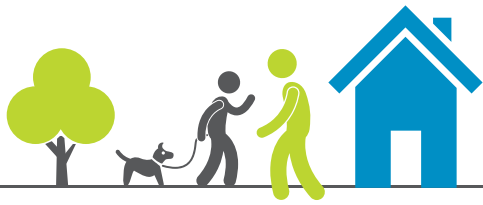


IN 1995
73%
OF PEOPLE
ATTENDED CHURCH
COMPARED TO JUST
22%
IN 2015

Base: All adults 16+ 1005

1995 → 2015





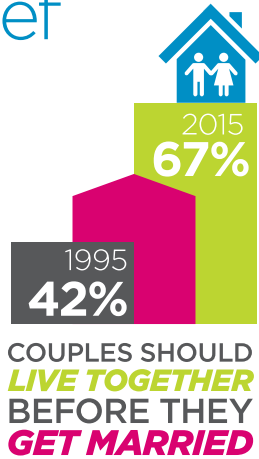
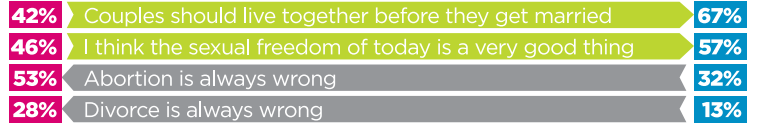
Trends in General Belief vs 1995

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

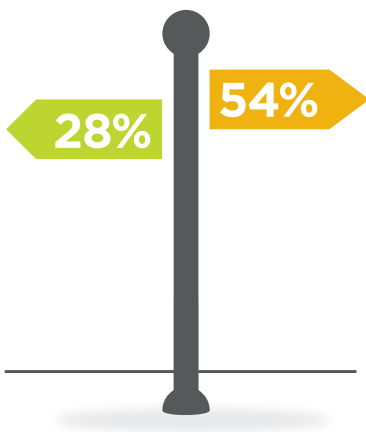


Base: All adults 16+ 1005

1995 → 2015



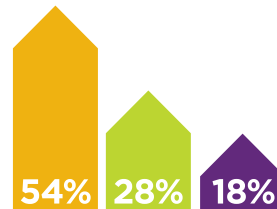
IN 1995 **53%** OF PEOPLE BELIEVED **ABORTION IS ALWAYS WRONG** COMPARED TO JUST **32%** IN 2015



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.

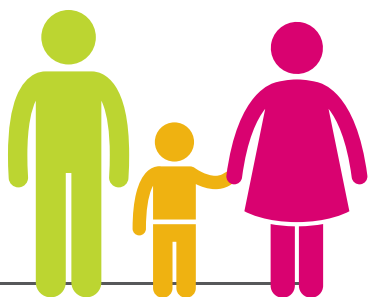


- 😊 Right direction
- ☹️ Wrong direction
- 🤔 Don't know

Base: All adults 16+ 1005

How do you feel about 2016 for...

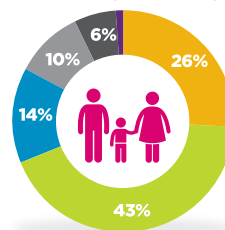
People are a lot more pessimistic about next year's global outlook than they are about their own situation.



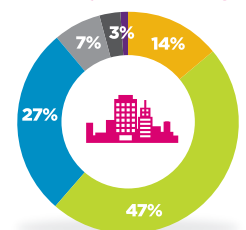
Base: All adults 16+ 1005

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

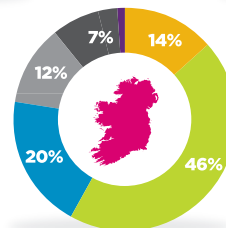
You and your family



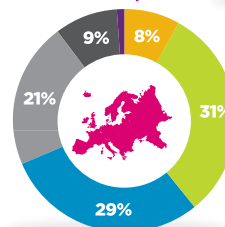
Your City/Town/Village



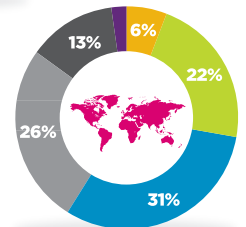
Ireland



Europe



The World



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

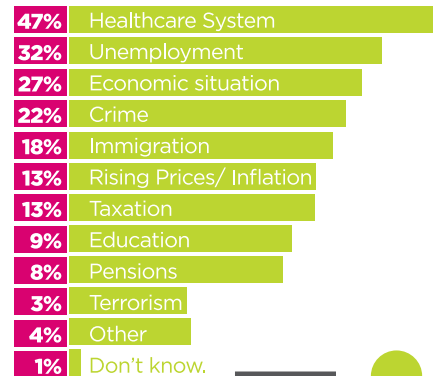


Top Issues Facing Ireland 2015

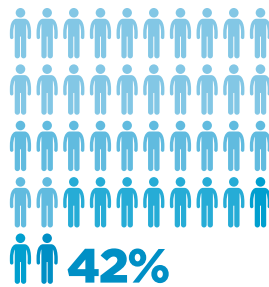
Healthcare, Unemployment & the Economic Situation are the most important issues facing Ireland at the moment.



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



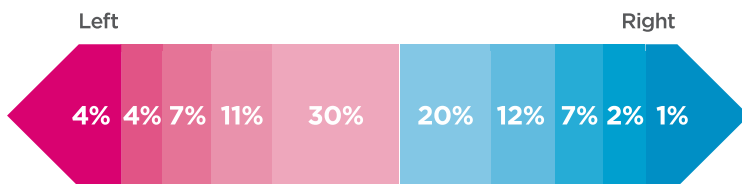
Base: All adults 16+ 1005



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.



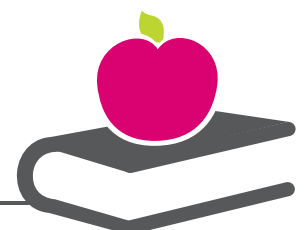
56% OF PEOPLE IN IRELAND ARE LEFT LEANING

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



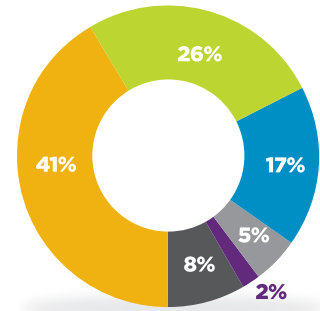
For more information on Ireland in 2015,
 contact any of the researchers at B&A
 Email: info@banda.ie
 Phone: 01 205 7500

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

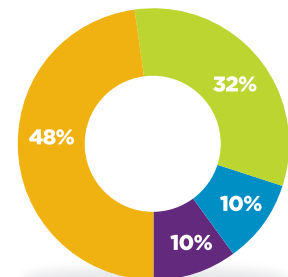
1916 Rising Centenary

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