



# Consumer Attitudes to the Irish Language

An Amárach Survey

Briefing Report

February 2024



**amárach**  
25 years of research





## Approach



## Sample



## Headlines



## Main Findings

# Approach



## Methodology

Online survey.

Questionnaire designed in collaboration  
Gaelchultúr



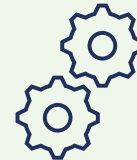
## Sample

A nationally representative sample of  
1,000 respondents



## Field work dates

February 2024



## Margin of Error

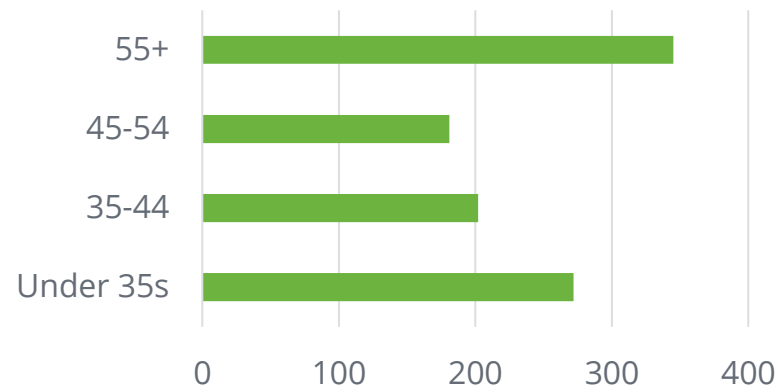
$\pm 3.1\%$  at 95% confidence interval

The margin of error indicates the percentage points  
the results may differ from the overall population.

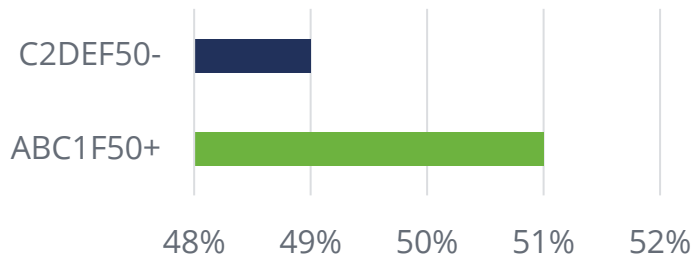
## Participant Gender



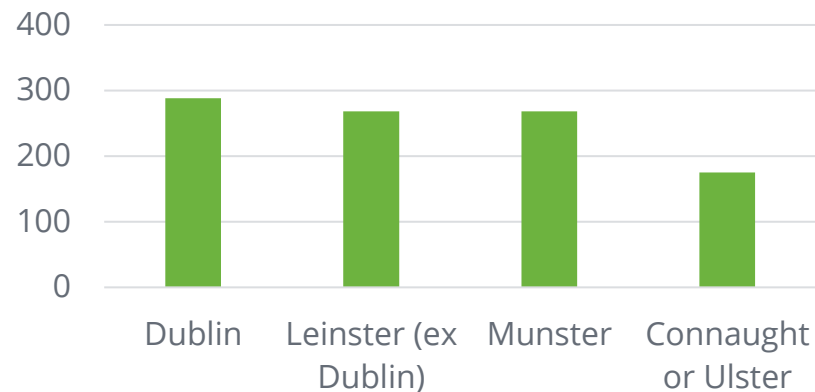
## Participant's Age



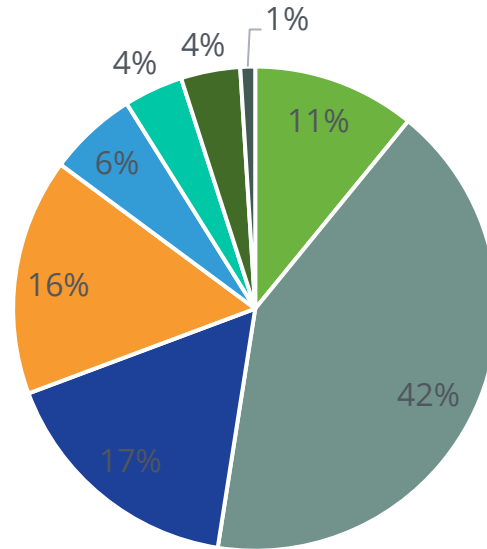
## Household Social Class



## Regions Represented



## Proficiency in Irish



- I don't understand Irish at all
- I understand a little Irish but wouldn't be comfortable reading or speaking it
- I understand some Irish and don't mind occasionally reading or listening to it
- I understand some Irish and sometimes say a few words in Irish as well as reading/listening to it
- I understand quite a bit of Irish and don't mind speaking or reading it
- I understand quite a bit of Irish and welcome opportunities to speak it or read/listen to it

## Competitive advantage for businesses using Irish in advertising and marketing activities

- 59% like to see businesses communicating through Irish
- 73% assume these businesses are local or Irish-owned

## Consumer engagement through Irish language advertising

- 54% try to understand a radio ad in Irish as much as they can
- 52% watching Irish language TV ads try to understand them
- For newspaper ads, 44% try to understand as much as they can

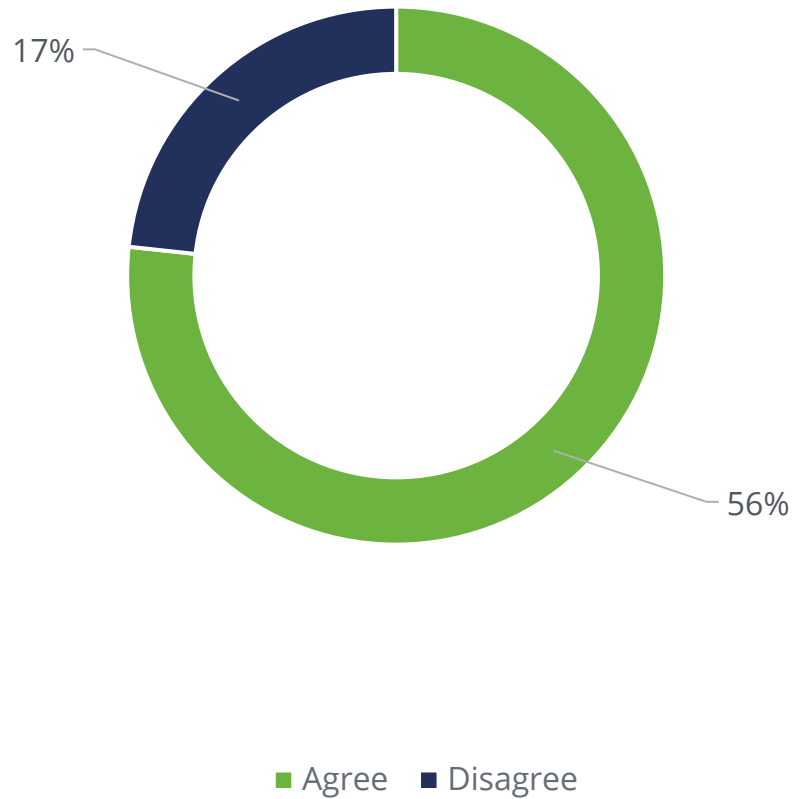
## Marketing through Irish improves brand value

- 41% are more likely to buy products or services that use Irish in their marketing activities
- 26% will pay more for products or services that use the Irish language
  - For younger people this is trending higher: 36% for under 35s & 29% for 35-44

## Consumer motivation towards the Irish language

- 56% of respondents would like to become more fluent in Irish to better understand adverts and content in the Irish language

# I like to see businesses using the Irish language to communicate with customers even if I don't understand Irish completely

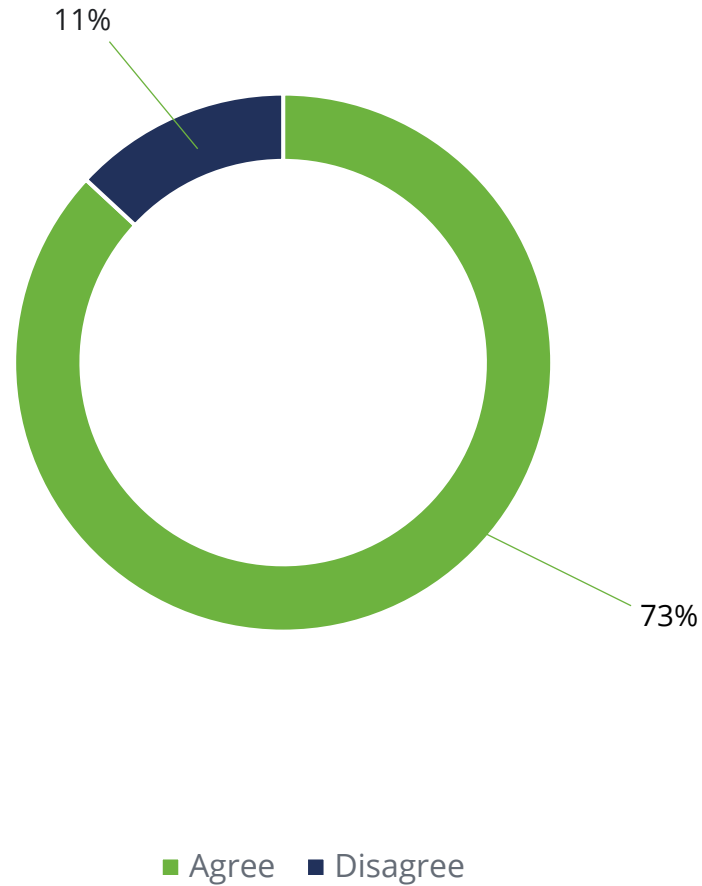


	TOTAL	Male	Female	Under 35s	35-44	45-54	55+
1 - Strongly disagree (1.00)	9%	10%	9%	13%	7%	8%	8%
2 (2.00)	8%	8%	7%	9%	10%	7%	5%
3 (3.00)	27%	27%	27%	28%	20%	27%	30%
4 (4.00)	23%	23%	23%	19%	22%	24%	27%
5 - Strongly agree (5.00)	33%	32%	34%	31%	41%	33%	29%
<b>Net</b>							
<b>Disagree</b>	<b>17%</b>	<b>17%</b>	<b>16%</b>	<b>22%</b>	<b>17%</b>	<b>15%</b>	<b>14%</b>
<b>Agree</b>	<b>56%</b>	<b>55%</b>	<b>57%</b>	<b>50%</b>	<b>63%</b>	<b>57%</b>	<b>56%</b>

Q1.1 Some businesses use the Irish language as part of their advertising and marketing activities. To what extent do you agree or disagree - I like to see businesses using the Irish language to communicate with customers even if I don't understand Irish completely



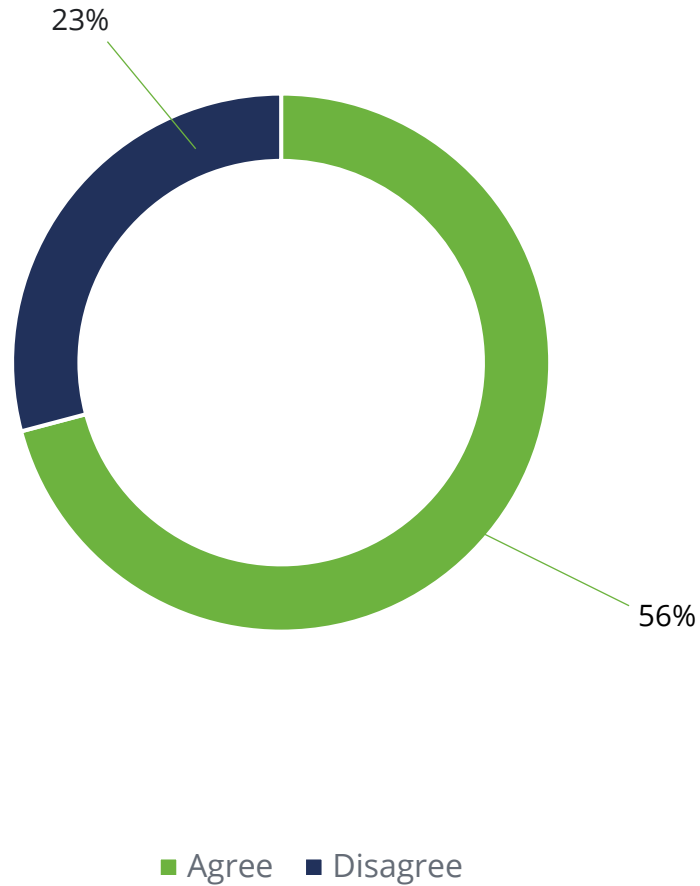
# When a business uses the Irish language I tend to assume they are local or Irish-owned



	TOTAL	Male	Female	Under 35s	35-44	45-54	55+
1 - Strongly disagree (1.00)	6%	6%	6%	9%	4%	4%	5%
2 (2.00)	5%	5%	6%	7%	2%	7%	5%
3 (3.00)	16%	17%	14%	12%	17%	17%	18%
4 (4.00)	35%	39%	31%	31%	32%	35%	38%
5 - Strongly agree (5.00)	38%	34%	42%	39%	45%	37%	34%
<b>Net</b>							
<b>Disagree</b>	<b>11%</b>	<b>10%</b>	<b>13%</b>	<b>17%</b>	<b>6%</b>	<b>11%</b>	<b>10%</b>
<b>Agree</b>	<b>73%</b>	<b>73%</b>	<b>73%</b>	<b>71%</b>	<b>77%</b>	<b>73%</b>	<b>72%</b>

Q1.2 Some businesses use the Irish language as part of their advertising and marketing activities. To what extent do you agree or disagree - When a business uses the Irish language I tend to assume they are local or Irish-owned

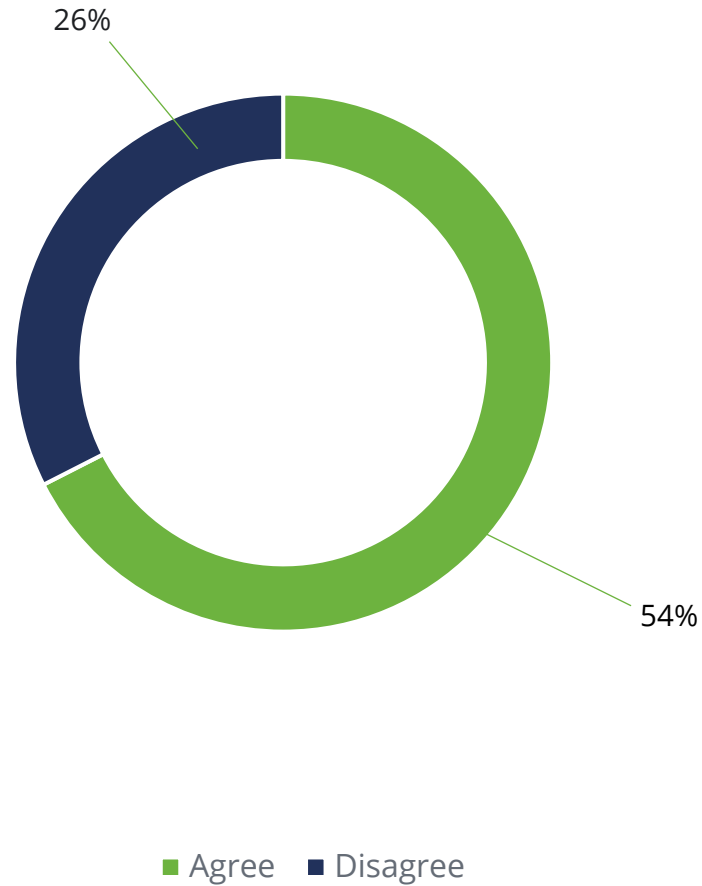
# I would like to be more fluent in Irish so I could better understand advertisements and other content in the Irish language



	TOTAL	Male	Female	Under 35s	35-44	45-54	55+
1 - Strongly disagree (1.00)	12%	10%	14%	19%	11%	10%	8%
2 (2.00)	11%	8%	14%	19%	6%	8%	10%
3 (3.00)	21%	21%	20%	19%	19%	25%	21%
4 (4.00)	22%	27%	18%	13%	23%	23%	29%
5 - Strongly agree (5.00)	34%	34%	34%	31%	41%	34%	32%
<b>Net</b>							
Disagree	23%	18%	28%	37%	17%	19%	18%
Agree	56%	60%	52%	44%	64%	57%	61%

Q1.3 Some businesses use the Irish language as part of their advertising and marketing activities. To what extent do you agree or disagree - I would like to be more fluent in Irish so I could better understand advertisements and other content in the Irish language

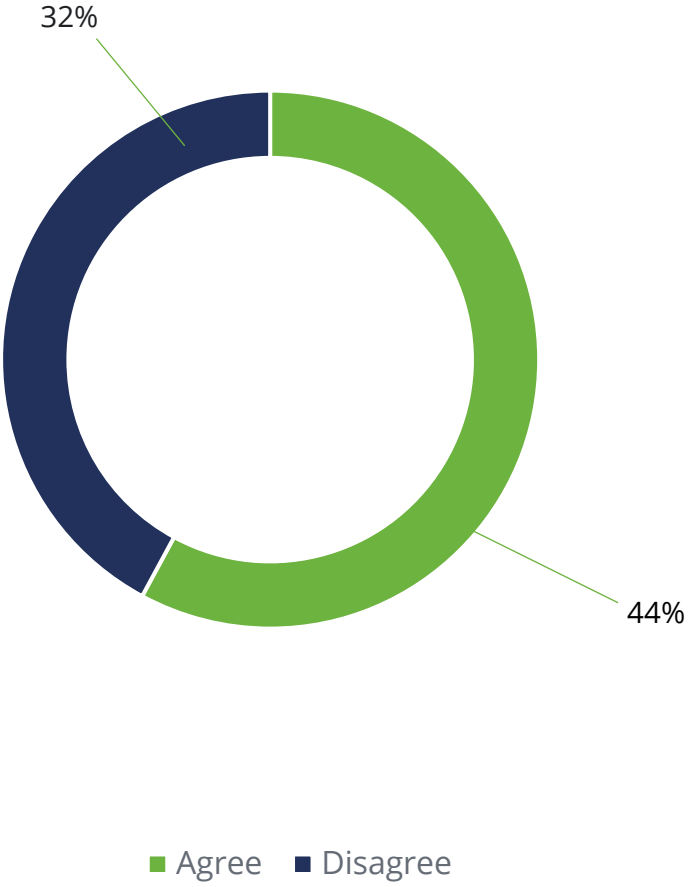
# When I hear a radio ad in the Irish language I listen and try to understand as much as I can



	TOTAL	Male	Female	Under 35s	35-44	45-54	55+
1 - Strongly disagree (1.00)	16%	15%	16%	20%	16%	15%	12%
2 (2.00)	11%	11%	10%	11%	9%	9%	12%
3 (3.00)	20%	23%	17%	10%	13%	26%	28%
4 (4.00)	25%	25%	25%	32%	23%	21%	22%
5 - Strongly agree (5.00)	29%	27%	32%	27%	38%	29%	26%
<b>Net</b>							
Disagree	26%	26%	27%	31%	25%	24%	24%
Agree	54%	52%	57%	58%	62%	50%	48%

Q1.4 Some businesses use the Irish language as part of their advertising and marketing activities. To what extent do you agree or disagree - When I hear a radio ad in the Irish language I listen and try to understand as much as I can

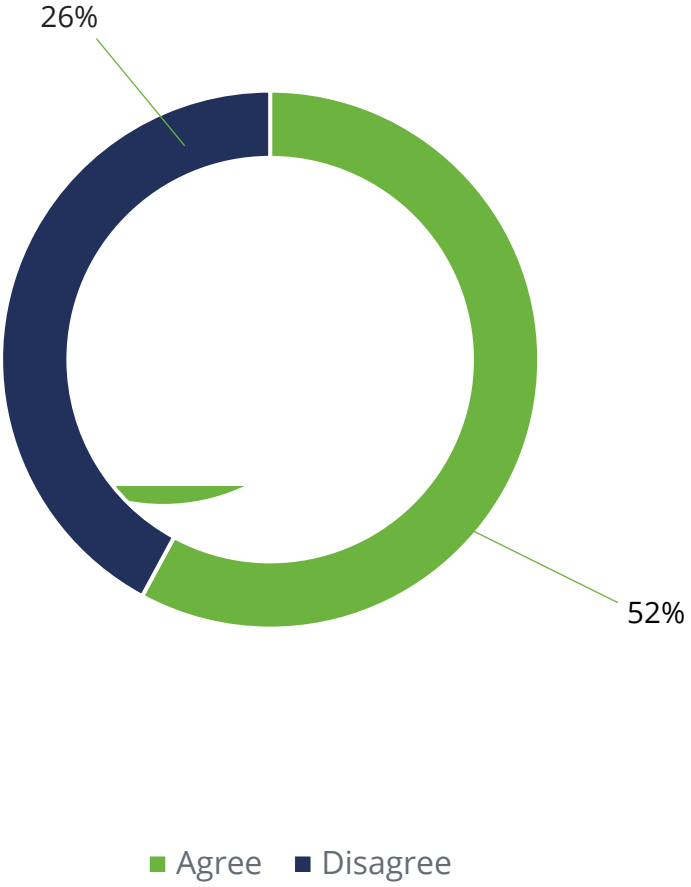
# When I see a newspaper ad in the Irish language I read it and try to understand as much as I can



	TOTAL	Male	Female	Under 35s	35-44	45-54	55+
1 - Strongly disagree (1.00)	18%	18%	19%	21%	17%	19%	17%
2 (2.00)	14%	15%	13%	12%	10%	14%	16%
3 (3.00)	24%	25%	23%	21%	21%	23%	29%
4 (4.00)	20%	21%	20%	23%	21%	19%	19%
5 - Strongly agree (5.00)	24%	22%	26%	22%	30%	25%	20%
<b>Net</b>							
Disagree	32%	33%	31%	34%	28%	33%	33%
Agree	44%	42%	46%	45%	51%	44%	39%

Q1.5 Some businesses use the Irish language as part of their advertising and marketing activities. To what extent do you agree or disagree - When I see a newspaper ad in the Irish language I read it and try to understand as much as I can

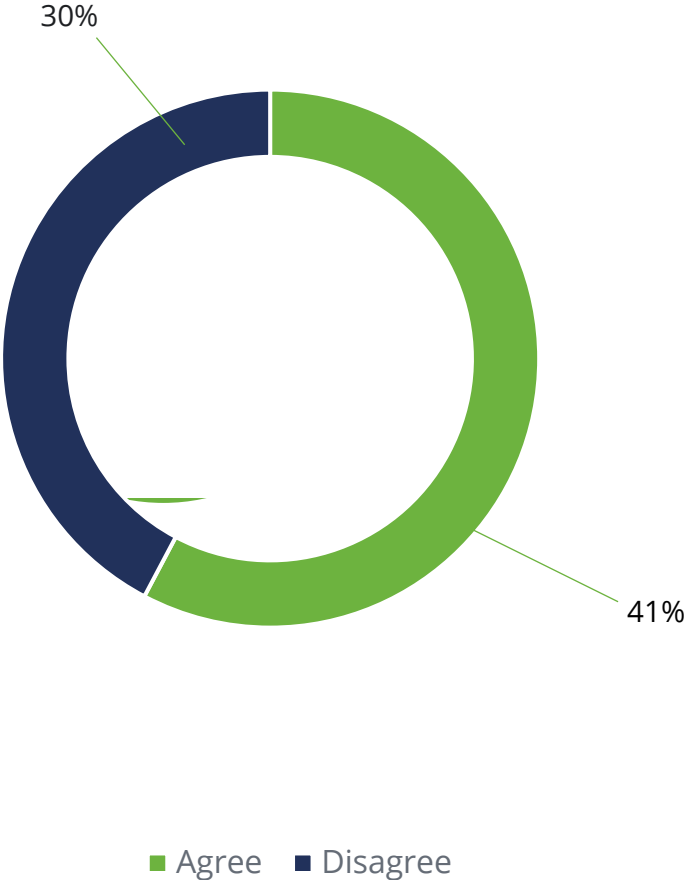
# When I see a TV ad in the Irish language I watch it and try to understand as much as I can



	TOTAL	Male	Female	Under 35s	35-44	45-54	55+
1 - Strongly disagree (1.00)	16%	15%	17%	20%	15%	16%	13%
2 (2.00)	10%	11%	10%	12%	5%	10%	12%
3 (3.00)	22%	23%	21%	19%	18%	22%	26%
4 (4.00)	22%	26%	18%	17%	26%	22%	24%
5 - Strongly agree (5.00)	30%	25%	34%	32%	36%	30%	24%
<b>Net</b>							
Disagree	26%	26%	26%	32%	20%	26%	26%
Agree	52%	50%	53%	49%	62%	51%	48%

Q1.6 Some businesses use the Irish language as part of their advertising and marketing activities. To what extent do you agree or disagree - When I see a TV ad in the Irish language I watch it and try to understand as much as I can

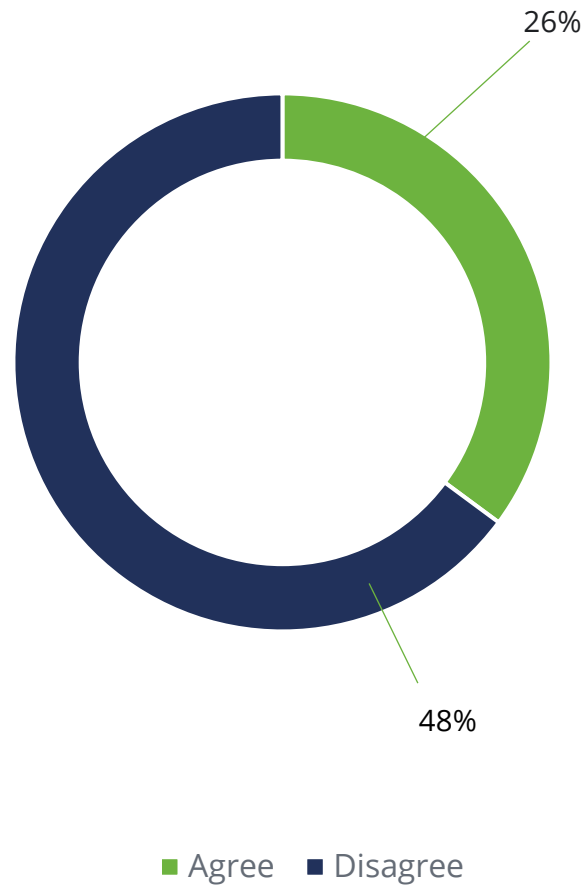
# Other things being equal I would be more likely to buy products or services from a company that uses the Irish language than one that doesn't



	TOTAL	Male	Female	Under 35s	35-44	45-54	55+
1 - Strongly disagree (1.00)	16%	14%	17%	21%	11%	17%	13%
2 (2.00)	14%	13%	14%	11%	12%	18%	15%
3 (3.00)	29%	33%	26%	15%	34%	31%	37%
4 (4.00)	23%	21%	24%	33%	19%	15%	20%
5 - Strongly agree (5.00)	18%	19%	18%	20%	23%	19%	15%
<b>Net</b>							
Disagree	30%	28%	32%	33%	24%	35%	28%
Agree	41%	40%	43%	53%	42%	34%	35%

Q1.7 Some businesses use the Irish language as part of their advertising and marketing activities. To what extent do you agree or disagree - Other things being equal I would be more likely to buy products or services from a company that uses the Irish language than one that doesn't

# Other things being equal I would be willing to pay a little more for the products or services from a company that uses the Irish language than one that doesn't



	TOTAL	Male	Female	Under 35s	35-44	45-54	55+
1 - Strongly disagree (1.00)	27%	26%	28%	30%	25%	31%	24%
2 (2.00)	21%	19%	22%	21%	18%	21%	22%
3 (3.00)	26%	28%	24%	13%	29%	27%	34%
4 (4.00)	15%	14%	16%	21%	16%	12%	11%
5 - Strongly agree (5.00)	11%	12%	10%	15%	13%	10%	8%
<b>Net</b>							
Disagree	48%	45%	50%	51%	43%	52%	46%
Agree	26%	26%	26%	36%	29%	21%	20%

Q1.8 Some businesses use the Irish language as part of their advertising and marketing activities. To what extent do you agree or disagree - Other things being equal I would be willing to pay a little more for the products or services from a company that uses the Irish language than one that doesn't



**Gaelchultúr**