



NYCI – Cost of Living Impact Study 2025

August 2025

JOB REF: 8049-2025



RED Line Methodology

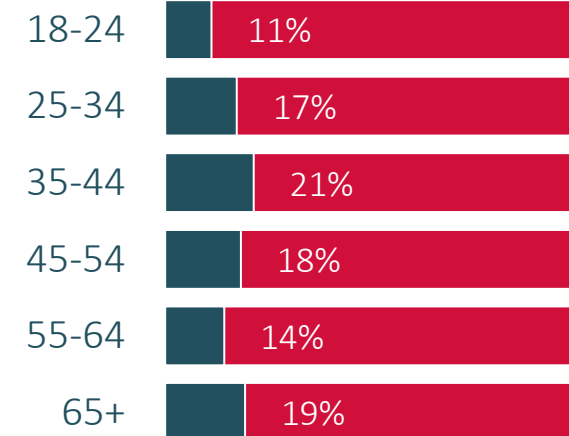
- Research was conducted using RED C's online omnibus, the RED Line.
- Through an online panel of over 45,000 members, RED Line allows us to reach a representative sample of the adult population 18+ across Ireland in a cost effective and timely manner.
- Quota controls are used to ensure a nationally representative sample of ROI adults aged 18+, with interlocking quotas to provide extra confidence in sample profile.
- Data was weighted across gender, age, region and social class so as to ensure a nationally representative sample based on latest CSO projections.
- 1,004 respondents took part with fieldwork taking place from the 31st July to 5th August 2025



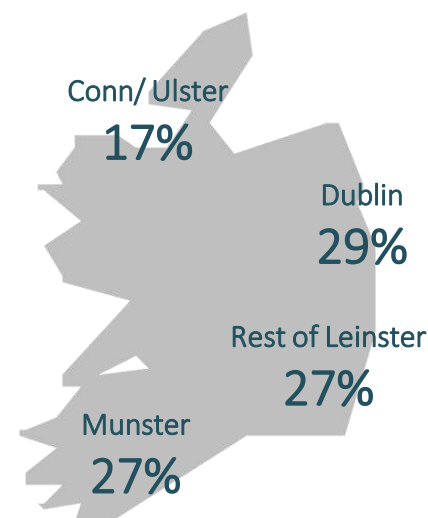
Gender



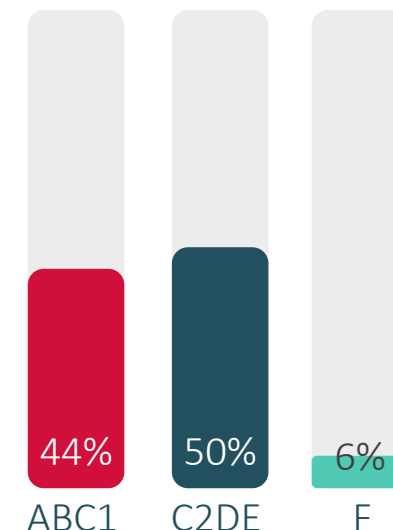
Age



Region



Social Class



Cost of Living Impact Study



Cost of Living Impact Study



Young people are generally seen by society to disproportionately bear the brunt of the rising cost of living and with the vast majority in consensus that the government needs to do more. The result of this is that 3 in 5 under 25s are considering emigrating to enjoy a better quality of life elsewhere with over 3 in 10 currently *strongly* considering such a move.

I

Most young people are being negatively affected by the rising cost of living with over 4 in 5 18-24 year olds describing themselves as negatively affected. The single greatest financial challenge facing young people is rent/accommodation, but other challenges also present themselves including educational fees, groceries and social/leisure activities.

II

Additionally there is widespread consensus that housing (64%) and cost of living (70%) disproportionately affect young people. This combined with 7 in 10 disagreeing that life in Ireland is any easier than years ago, suggests the extent to which financial issues are affecting young people today.

III

There is clear greater scope for the government to alleviate these issues with 4 in 5 disagreeing that the government is doing enough to support young people through cost of living, and with only 13% thinking they are doing enough.

IV

The result of this is that two thirds of young people say they would enjoy a better quality of life elsewhere with 3 in 5 under 25s considering emigrating abroad due to the quality of life, with 3 in 10 of them *strongly* considering such a move.

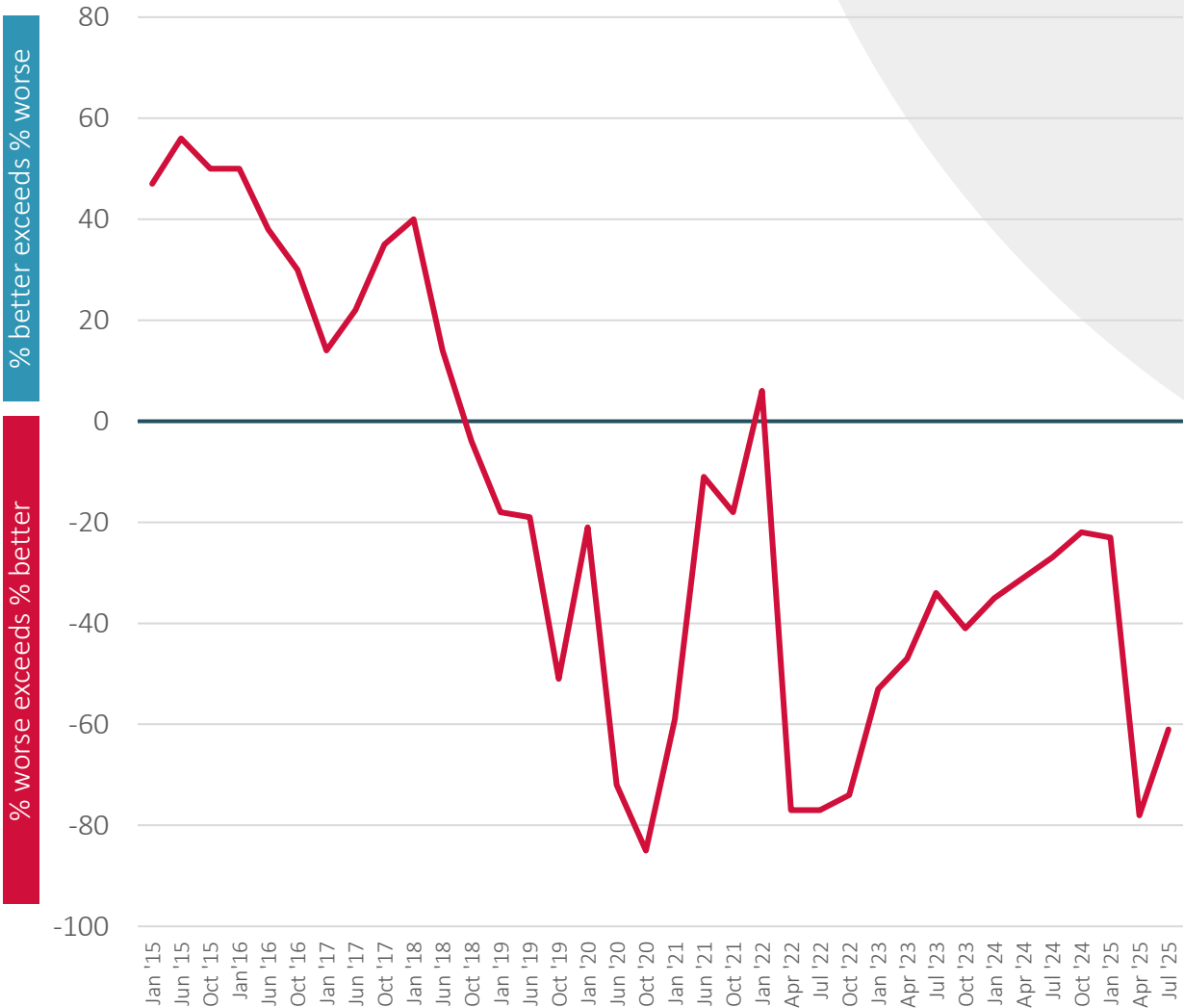
Consumer Mood somewhat improved on April, but remains extremely negative

Consumer confidence has improved marginally since April, but nonetheless remains extremely negative on the whole with far more believing the economy will fare worse than better in the coming months

Source: RED C Consumer Mood Monitor
- July 2025

Base: all adults living in ROI aged 18+

The RED C Consumer Mood – outlook for the Irish economy
% get better LESS % get worse over the next six months



RED C Consumer
Mood:

-61

+17 v Apr '25
-34 v Jul-24

Above zero: % expect things to get better GREATER than % expect things to get worse
Below zero: % expect things to get better LESS than % expect things to get worse

Consumer mood up among all cohorts, but remains negative across the board



Consumer Mood Monitor by key demographics: expectations for the Irish economy six months from now
% get better LESS % get worse over the next six months

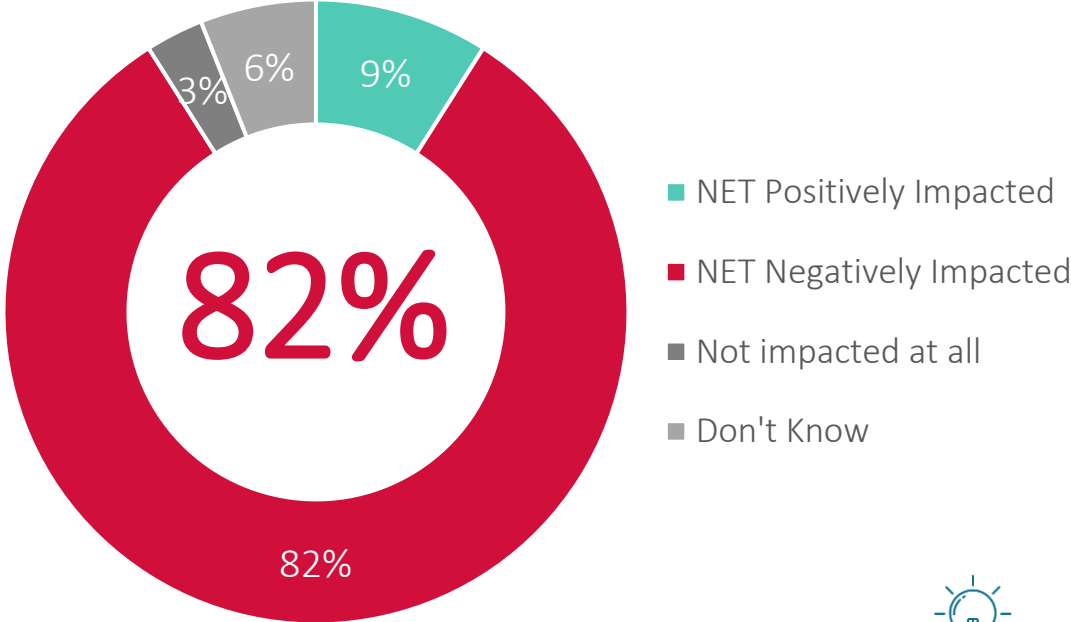


Source: RED C Consumer Mood Monitor
- July 2025

Most youth negatively affected

Over 4 in 5 18-24 year olds say both they themselves and 18-24 year olds in general are negatively impacted by the cost of living

Impact of cost of living on 18-24 year olds



88% among 18-24 year olds



84% of 18-24 year olds say they themselves are negatively impacted by the cost of living



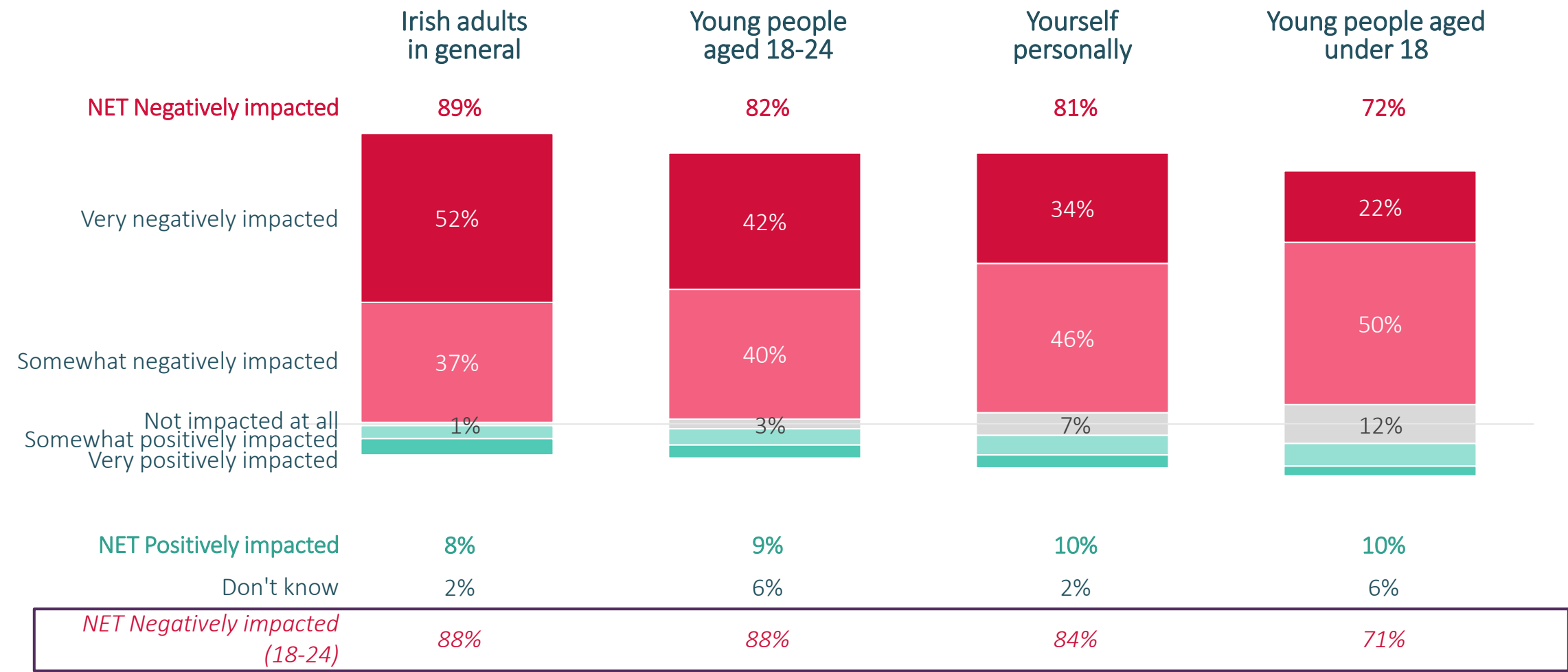
Q5. To what extent, if at all, do you think each of the below groups are being impacted by the cost of living? (Base: All adults 18+; n=1,004)

9 in 10 believe adults in general are negatively impacted



The majority believe all listed groups are negatively impacted by the cost of living, but agreement is highest for adults in general followed by young people aged 18-24, and lowest for young people under 18.

Impact of cost of living on groups in society - Summary



Q5. To what extent, if at all, do you think each of the below groups are being impacted by the cost of living?
(Base: All adults 18+; n=1,004)

Lower social grades less likely to say younger negatively impacted

Under 35s are more likely than older age cohorts to say young people are negatively impacted by the cost of living

Impact of cost of living on groups in society x Demographics (NET Negatively Impacted)

		Age			Social Class	
<u>NET Negatively Impacted</u>		18-34	35-54	55+	ABC1	C2DE
Base	Total (n=1,004)	(n=273)	(n=370)	(n=361)	(n=495)	(n=484)
Irish adults in general	89%	91%	90%	86%	92%	86%
Young people aged 18-24	82%	90%	83%	74%	86%	77%
Yourself personally	81%	84%	83%	75%	83%	79%
Young people aged under 18	72%	75%	77%	65%	76%	67%

Significant difference v Total at 95% confidence level

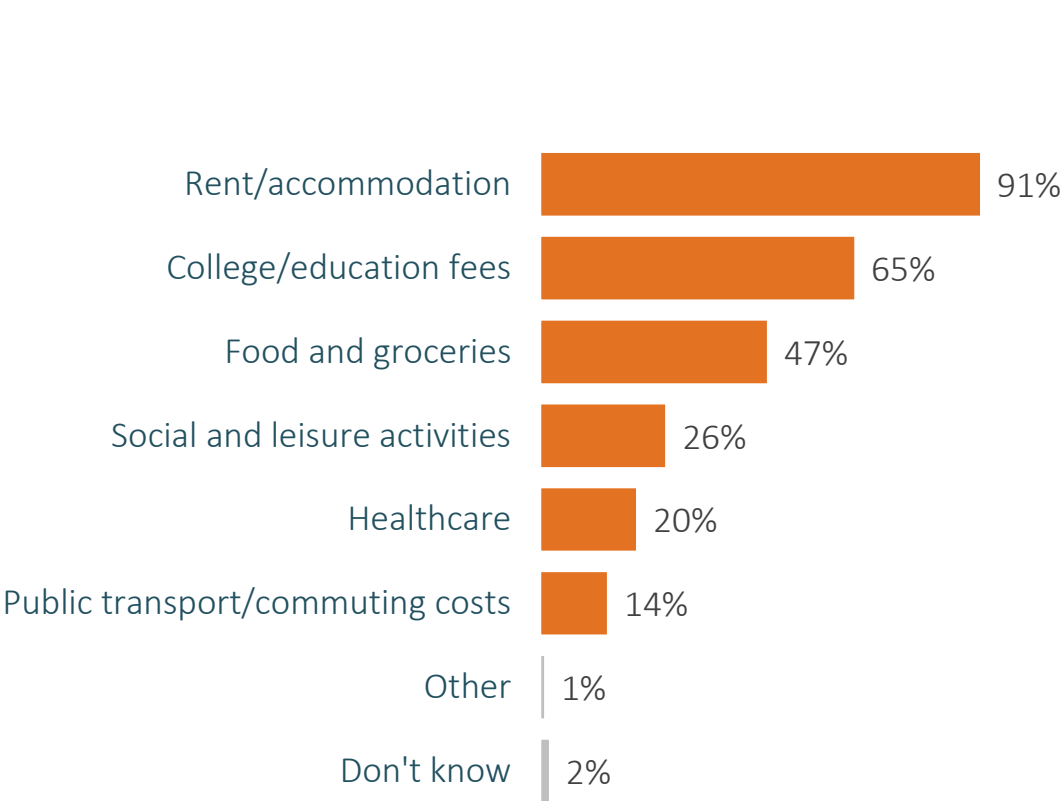
Q5. To what extent, if at all, do you think each of the below groups are being impacted by the cost of living?
(Base: All adults 18+; n=1,004)

Rent/accommodation clear main challenge for young people



However, there are compounding challenges of college/education fees and day to day expenses such as groceries and leisure activities.

Most financially challenging areas for young people today - Summary



Age				Area	
18-24 (n=116)	25-34 (n=157)	35-54 (n=370)	55+ (n=361)	Urban (n=723)	Rural (n=280)
91%	94%	89%	90%	90%	93%
60%	52%	60%	78%	63%	68%
47%	50%	51%	42%	48%	45%
19%	28%	24%	27%	26%	23%
26%	22%	20%	16%	22%	14%
19%	10%	8%	21%	11%	22%
0	2%	1%	1%	1%	2%
0	2%	2%	1%	2%	2%



Rent/accommodation is the single most common challenge even among full-time students at 94% with educational fees at 57%

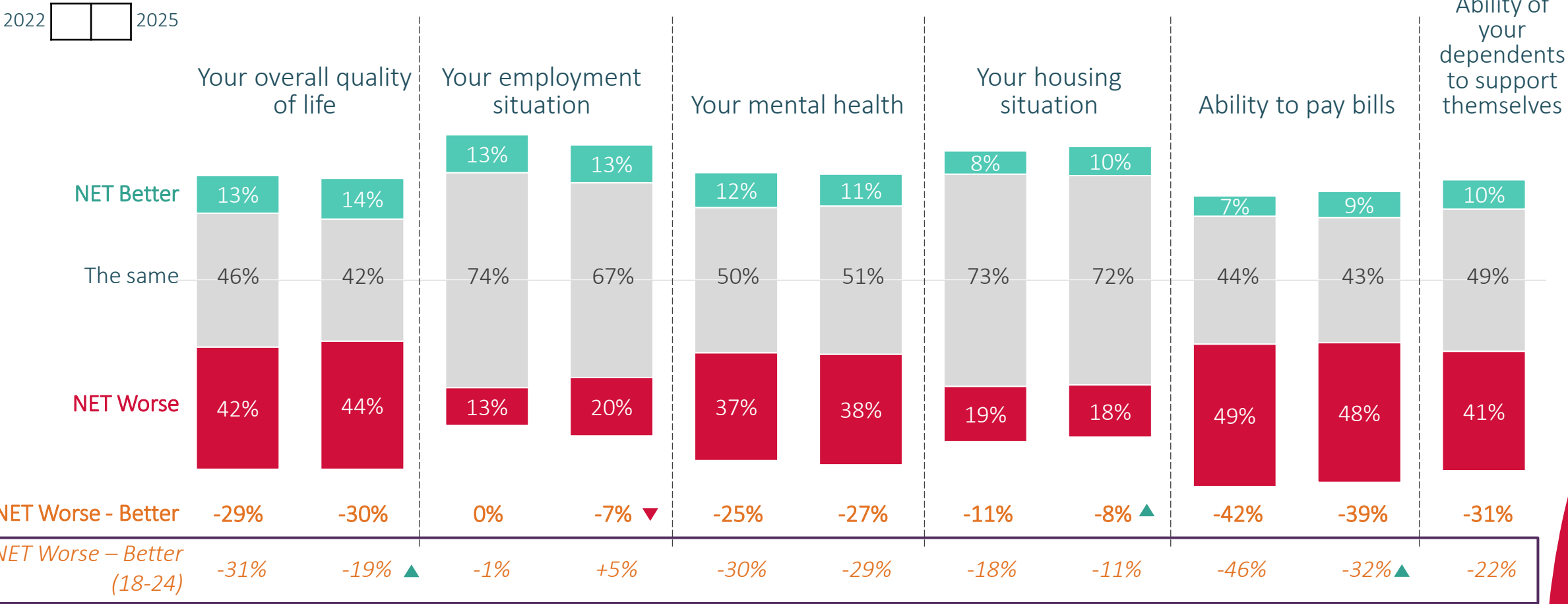
Significant difference v Total at 95% confidence level
Q6. Which of the following areas do you believe are the most financially challenging for young people, aged 18-24, in Ireland today?
Please select up to three options
(Base: All adults 18+; n=1,004)

No reprieve in cost of living crisis for most Irish adults



The number saying their experience of employment has worsened has risen at an overall level

Experience of cost of living over past six months - Summary



▲▼ Significant difference vs 2023 at 95% confidence level

Q7. Within the context of the rising cost of living, how much better or worse is your experience of each of the following over the past six months?

(Base: All adults 18+ excluding not applicable; n=1,004)

Parents are more likely to say their quality of life has worsened



Older age cohorts are less likely to say their quality of life has worsened, while 25-54 year olds are the most likely to say this

Experience of cost of living over past six months - Summary

		Age			Social Class		Dependant Children	
NET Worse	Total	18-34	35-54	55+	ABC1	C2DE	None	Any
Ability to pay bills	48%	48%	53%	41%	41%	52%	45%	53%
Your overall quality of life	44%	43%	54%	35%	39%	49%	41%	51%
Ability of your dependents to support themselves	41%	37%	44%	41%	35%	48%	38%	45%
Your mental health	38%	44%	46%	25%	34%	43%	35%	44%
Your employment situation	20%	23%	21%	15%	15%	25%	19%	21%
Your housing situation	18%	23%	21%	11%	18%	20%	15%	24%

  Significant difference v Total at 95% confidence level

Q7. Within the context of the rising cost of living, how much better or worse is your experience of each of the following over the past six months?

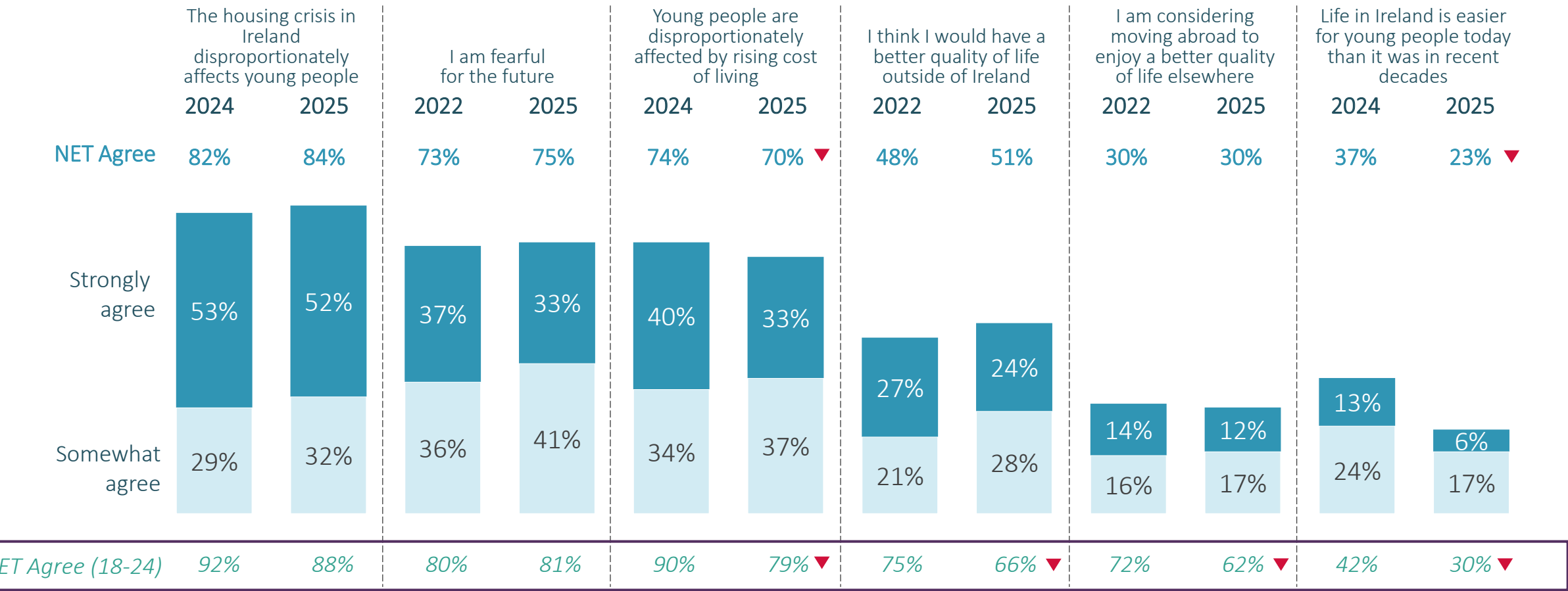
(Base: All adults 18+ excluding not applicable; n=1,004)

Housing seen to disproportionately affect young people



We also see a notable drop in those saying life in Ireland is easier for young people today than in recent decades

Views on cost of living crisis - Summary



▲▼ Significant difference vs 2023 at 95% confidence level

Q8. To what extent do you agree or disagree with the following statements that others have made in relation to the cost of living?

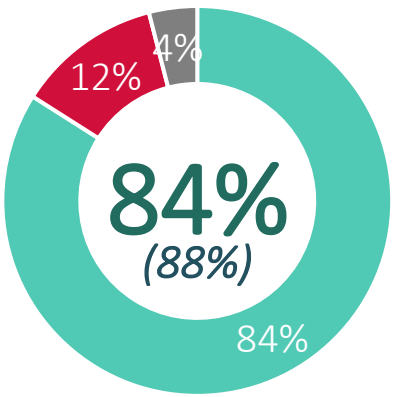
(Base: All adults 18+; n=1,004)

Housing and cost of living seen to particularly impact youth

The great majority say that housing in particular, and also cost of living, disproportionately affect young people. Many adults, particularly young adults, are fearful for the future, and life is not seen as easier today.

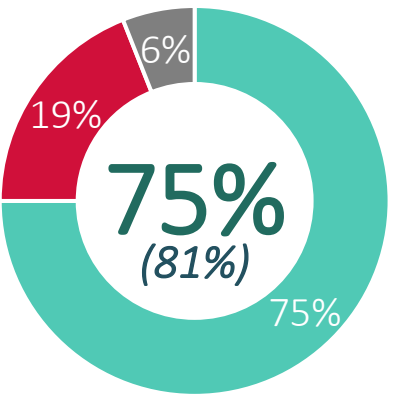
Views on cost of living crisis I

The housing crisis in Ireland disproportionately affects young people



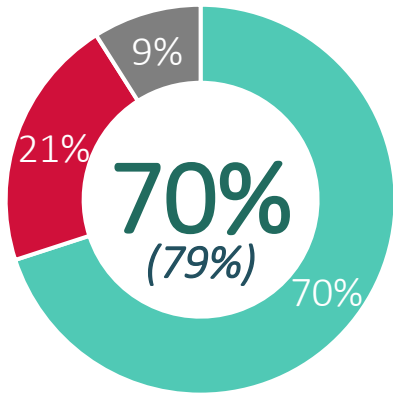
■ NET Agree ■ NET Disagree
■ Don't Know

I am fearful for the future



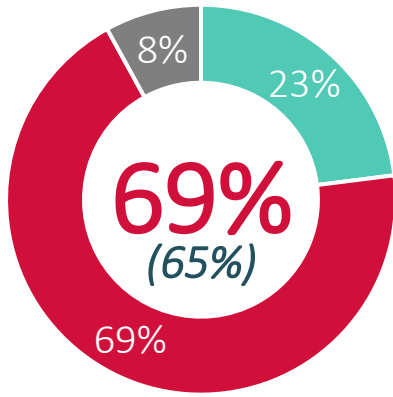
■ NET Agree ■ NET Disagree
■ Don't Know

Young people are disproportionately affected by rising cost of living



■ NET Agree ■ NET Disagree
■ Don't Know

Life in Ireland is easier for young people today than it was in recent decades



■ NET Agree ■ NET Disagree
■ Don't Know

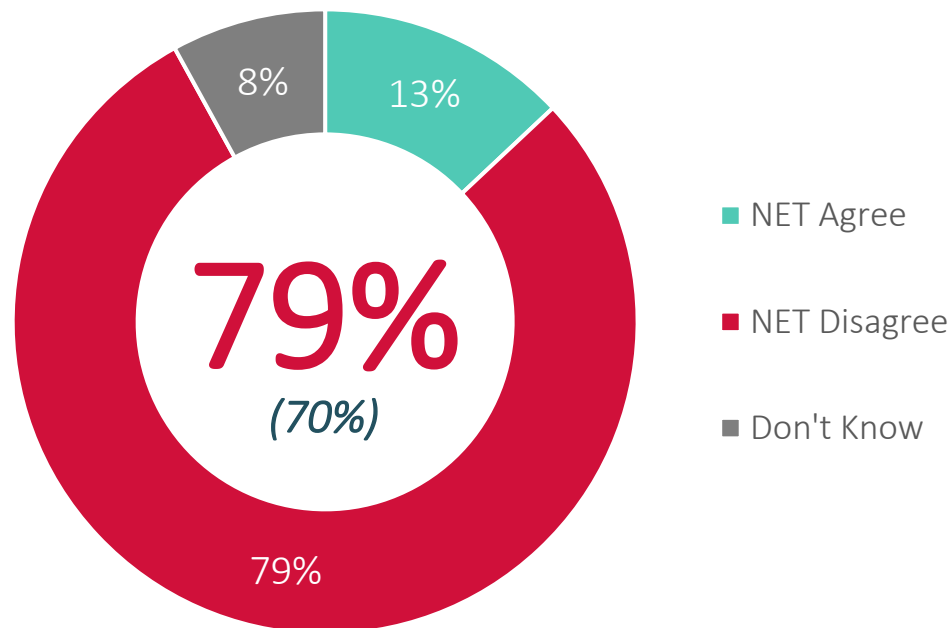
Q8. To what extent do you agree or disagree with the following statements that others have made in relation to the cost of living?
(Base: All adults 18+; n=1,004)

Government not seen to do enough

4 in 5 disagree that the government is doing enough, with only 13% saying they are doing enough to support young people

Views on cost of living crisis II

The government is doing enough to support young people through the cost of living crisis



Q8. To what extent do you agree or disagree with the following statements that others have made in relation to the cost of living?

(Base: All adults 18+; n=1,004)

(xx%) = 18-24 year olds



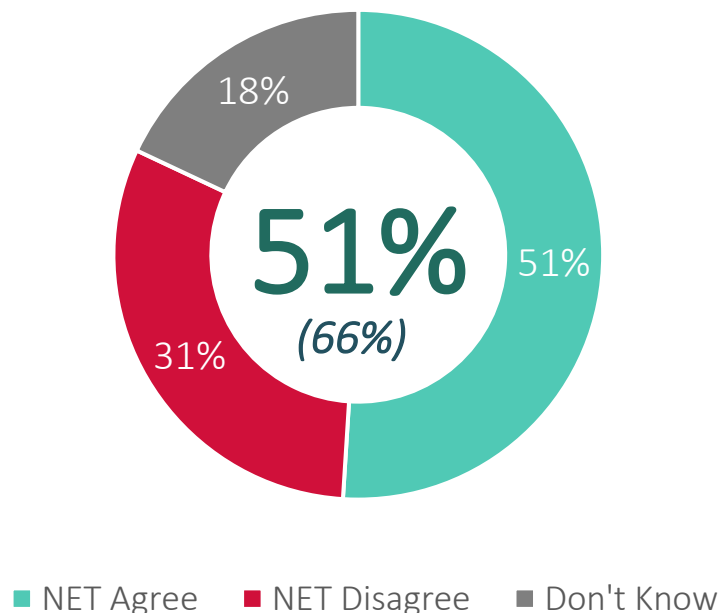
3 in 5 young people are considering emigrating



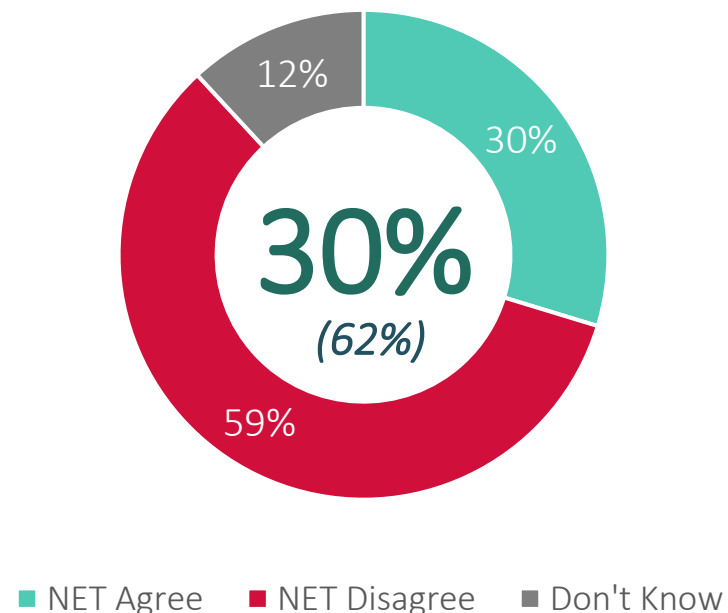
Half of Irish adults believe their quality of life would be better elsewhere, rising to two thirds of under 25s, while 3 in 10 are considering moving abroad, rising to 3 in 5 among under 25s

Views on cost of living crisis III

I think I would have a better quality of life elsewhere



I am considering moving abroad to enjoy a better quality of life outside of Ireland



31% of 18-24 year olds are *strongly* considering moving abroad due to the quality of life

Over 3 in 5 U35s say their quality of life would be better abroad



Almost two thirds of 18-34 year olds say their quality of life would be better outside of Ireland. This is also high among parents at almost 3 in 5.

Views on cost of living crisis x Demographics (NET Agree)

		Age			Dependant Children		Area	
<u>NET Agree</u>	Total	18-34	35-54	55+	None	Any	Urban	Rural
Base	(n=1,004)	(n=273)	(n=370)	(n=361)	(n=653)	(n=349)	(n=723)	(n=280)
The housing crisis in Ireland disproportionately affects young people	84%	86%	81%	86%	84%	83%	86%	79%
I am fearful for the future	75%	79%	77%	69%	74%	77%	75%	75%
Young people are disproportionately affected by rising cost of living	70%	79%	68%	65%	70%	70%	73%	63%
I think I would have a better quality of life outside of Ireland	51%	64%	59%	33%	48%	58%	54%	44%
I am considering moving abroad to enjoy a better quality of life elsewhere	30%	53%	29%	12%	28%	32%	32%	24%
Life in Ireland is easier for young people today than it was in recent decades	23%	23%	20%	27%	24%	22%	24%	22%
The government is doing enough to support young people through the cost of living crisis	13%	19%	6%	14%	15%	9%	14%	9%

Q8. To what extent do you agree or disagree with the following statements that others have made in relation to the cost of living?

(Base: All adults 18+; n=1,004)

Appendix

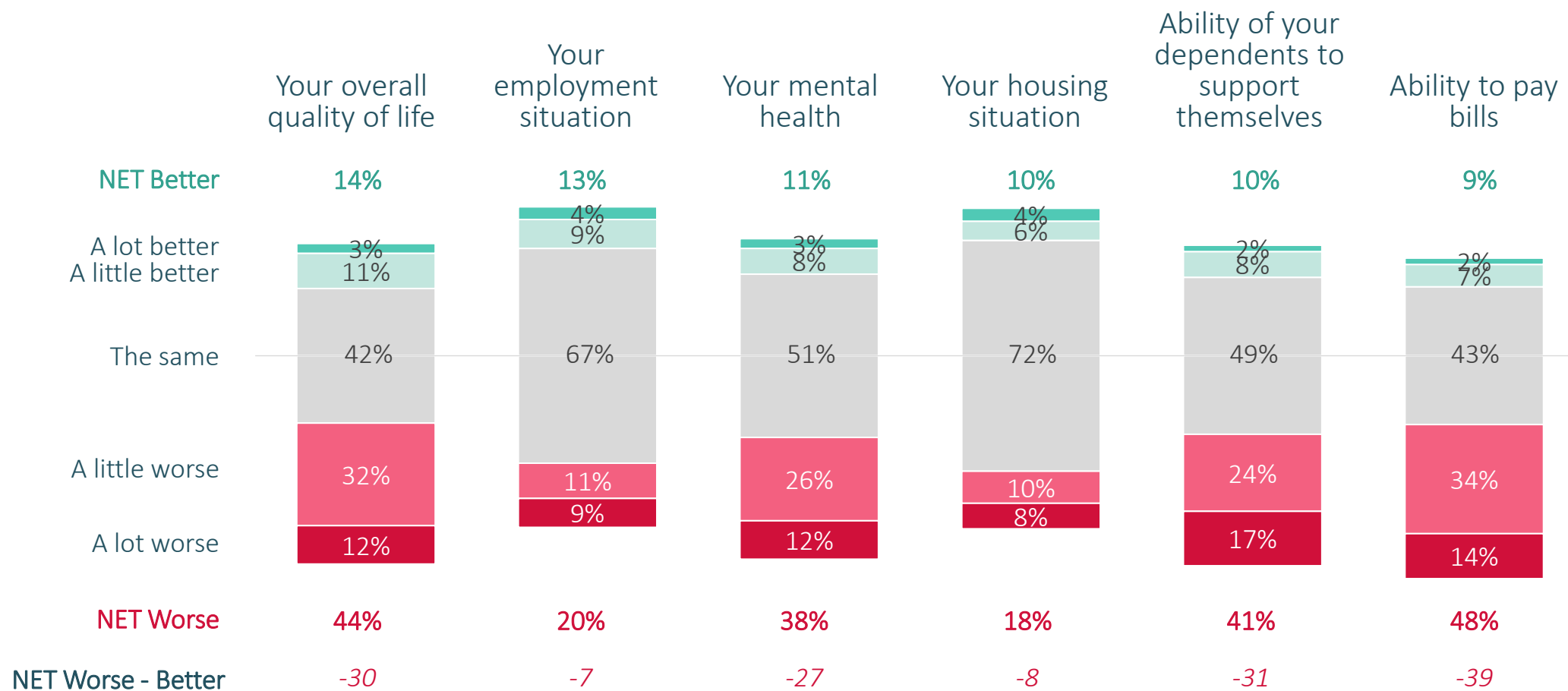


All listed experiences have worsened in the past six months



More say their experience has worsened than say it has improved in the past six months across all listed areas with the worst being overall quality of life; ability to pay bills; and mental health

Experience of cost of living over past six months - Summary



Q7. Within the context of the rising cost of living, how much better or worse is your experience of each of the following over the past six months?

(Base: All adults 18+ excluding not applicable; n=1,004)

Great majority say housing disproportionately affects youth

7 in 10 agree young people are disproportionately affected by the rising cost of living. Half believe their quality of life would be higher outside of Ireland rising to two thirds of 18-24 year olds.

Views on cost of living crisis - Summary



Q8. To what extent do you agree or disagree with the following statements that others have made in relation to the cost of living?

(Base: All adults 18+; n=1,004)

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