



Údarás na
Gaeltachta

Public Attitudes Towards the Irish Language, National Identity and the Gaeltacht

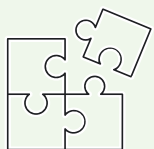
An Amárach Survey
Briefing Report



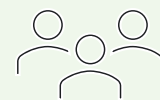
amárach
25 years of research



Contents



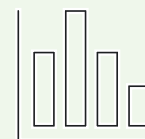
Approach



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

August 2024



Margin of Error

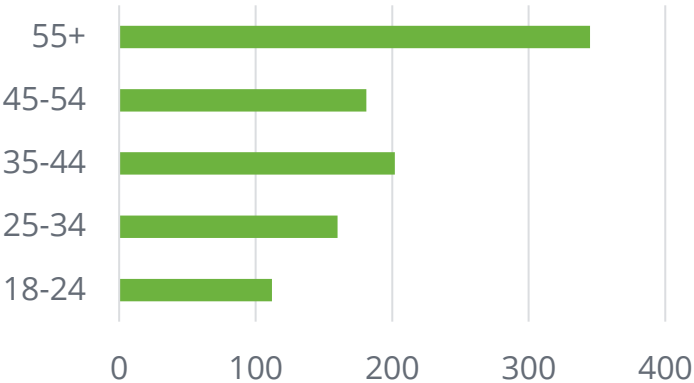
$\pm 3.1\%$ at 95% confidence interval

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

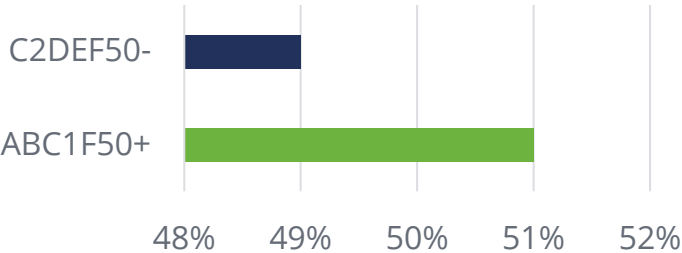
Participant Gender



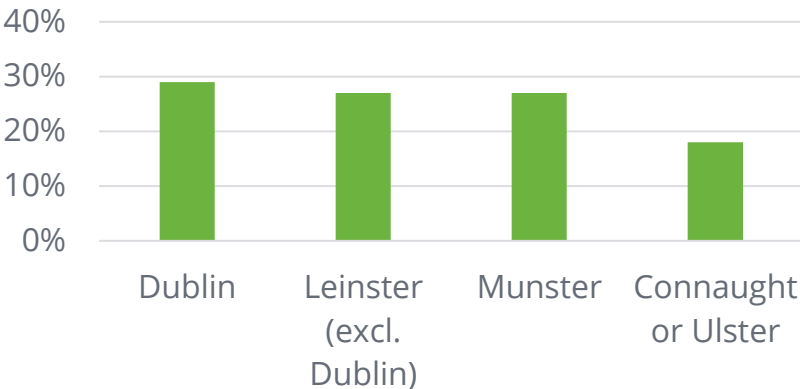
Participant's Age



Household Social Class

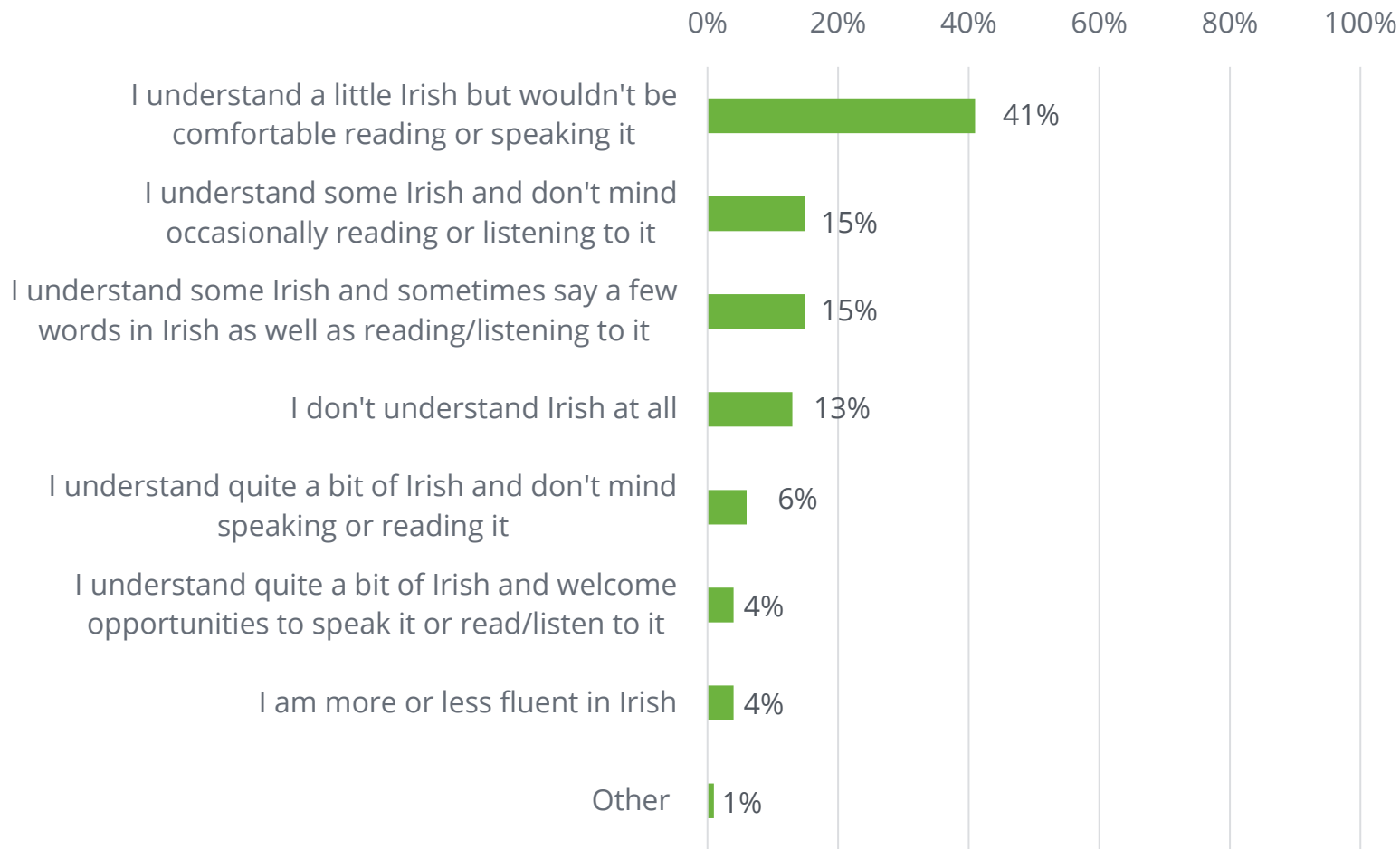


Regions Represented



Amárach Irish Language Survey: September 2024

How would you rate your understanding of the Irish language?



Desire to have better spoken Irish

- Majority of people (66%) express regret over not having better spoken Irish
- 74% of respondents mention a desire to have better spoken Irish

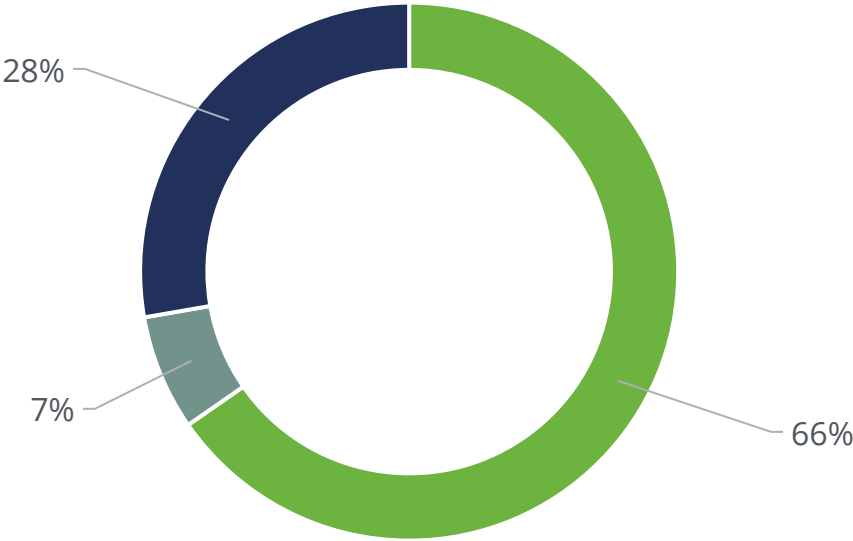
The Irish Language central to our National Identity

- 73% agree that the language is essential to the identity of the Irish people. This is highest among those aged 35-44 (81%)
- 70% state that Ireland would be culturally impoverished without the Irish language
- 64% of respondents call on the government to do more to support Gaeltacht communities and ensure the future of the Irish language

Commercial Value of the Irish Language

- 42% of respondents express an interest in holidaying in Gaeltacht areas
- 55% of respondents would welcome more advertising in the Irish language

Do you regret not having better spoken Irish?

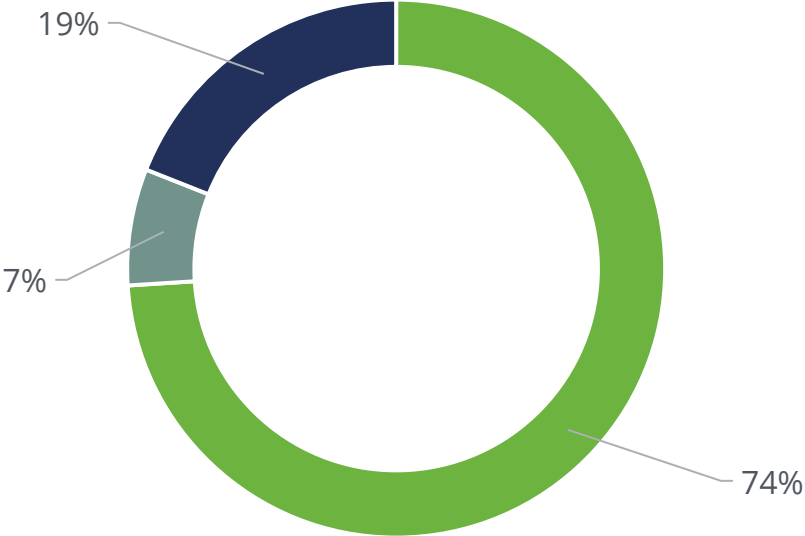


■ Yes ■ Not sure ■ No

	GENDER		AGE					CLASS		REGION			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl. Dublin)	Munster	Conn/ Ulster
N=	493	506	112	160	202	181	345	508	492	289	268	268	175
Yes	63%	68%	55%	57%	69%	68%	70%	68%	63%	66%	67%	68%	58%
No	31%	24%	41%	35%	24%	23%	25%	27%	28%	28%	27%	24%	34%
Not sure	6%	7%	5%	8%	7%	8%	6%	5%	9%	6%	5%	8%	8%



Would you like to have better spoken Irish?

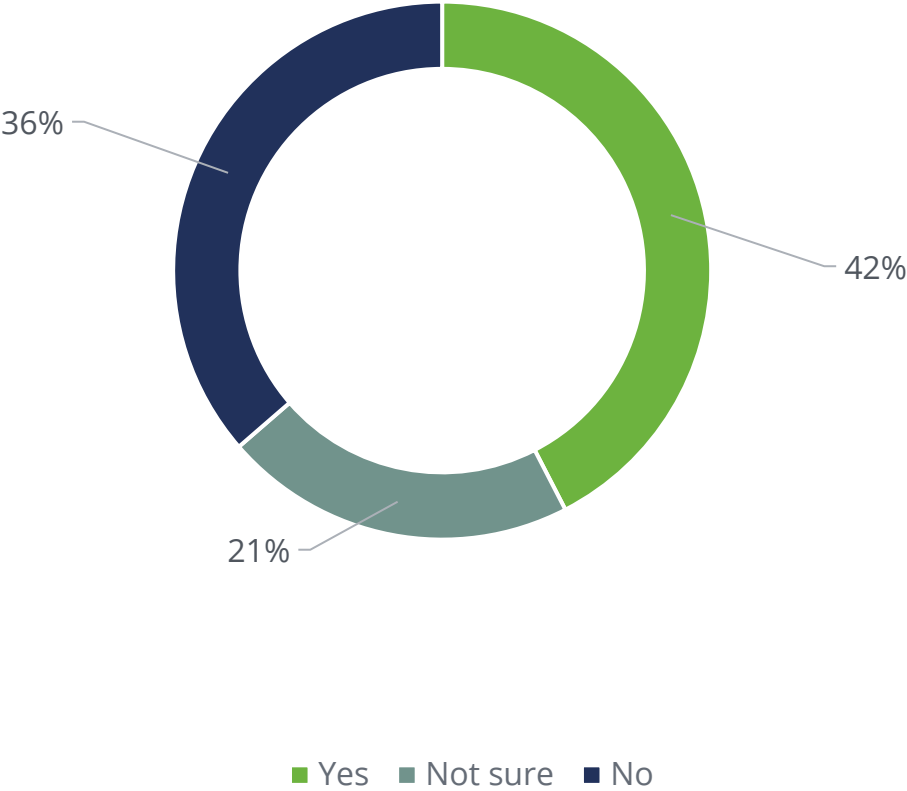


■ Yes ■ Not sure ■ No

	GENDER		AGE				CLASS		REGION				
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl. Dublin)	Munster	Conn/ Ulster
N=	493	506	112	160	202	181	345	508	492	289	268	268	175
Yes	72%	77%	61%	68%	79%	81%	75%	76%	72%	76%	73%	78%	68%
No	22%	16%	34%	24%	14%	13%	18%	18%	19%	18%	20%	15%	24%
Not sure	6%	8%	5%	7%	7%	6%	8%	5%	9%	6%	7%	7%	9%



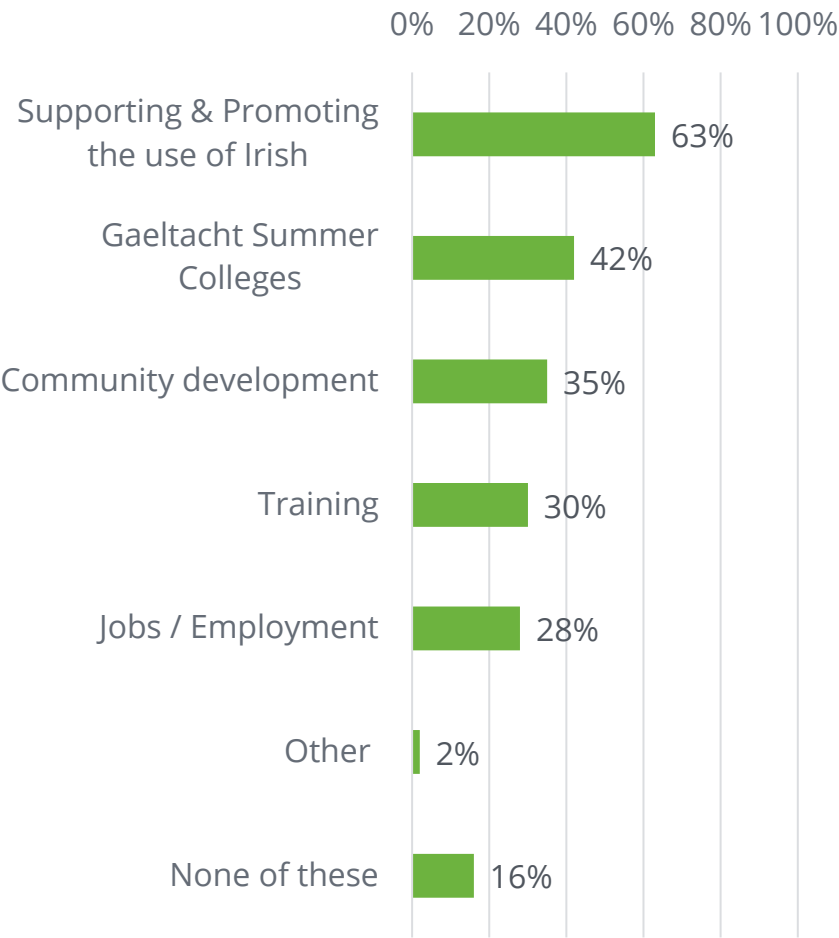
Would you like to go on holiday to the Gaeltacht?



	GENDER		AGE			CLASS			REGION				
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl. Dublin)	Munster	Conn/ Ulster
N=	493	506	112	160	202	181	345	508	492	289	268	268	175
Yes	72%	77%	41%	42%	44%	46%	40%	48%	37%	44%	37%	45%	44%
No	22%	16%	48%	38%	31%	36%	36%	32%	41%	38%	41%	31%	34%
Not sure	6%	8%	11%	20%	25%	18%	24%	21%	22%	18%	21%	25%	22%



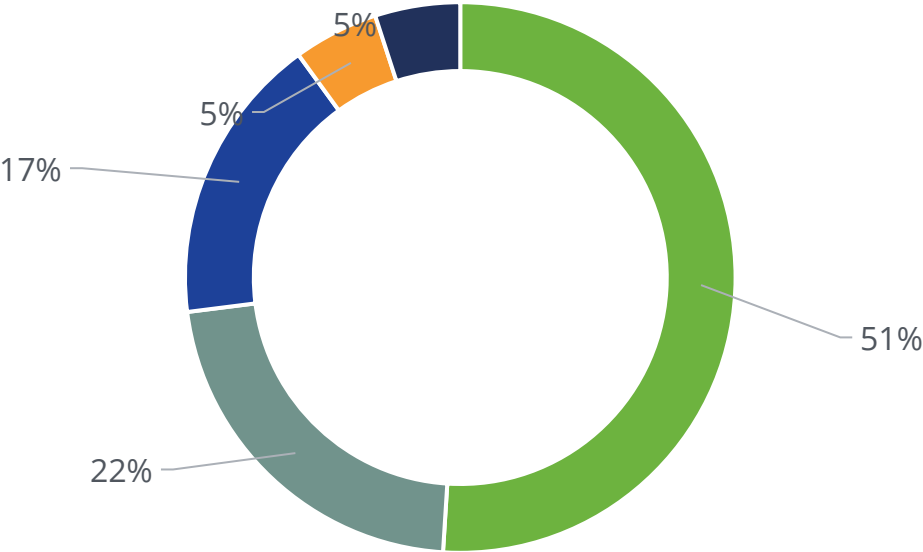
What do you associate the work of Údarás na Gaeltachta with?



	GENDER				AGE		CLASS			REGION			
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N=	493	506	112	160	202	181	345	508	492	289	268	268	175
Supporting & Promoting the use of Irish	64%	62%	43%	50%	57%	74%	72%	65%	61%	61%	64%	66%	58%
Gaeltacht Summer Colleges	37%	47%	41%	42%	34%	47%	45%	37%	47%	42%	39%	44%	42%
Community development	41%	29%	27%	38%	22%	33%	45%	38%	32%	35%	33%	36%	37%
Training	35%	24%	31%	23%	16%	27%	41%	27%	32%	26%	31%	30%	33%
Jobs / Employment	33%	23%	17%	22%	16%	24%	42%	30%	26%	24%	24%	29%	39%
Other	2%	2%	1%	2%	2%	2%	3%	2%	3%	3%	3%	1%	2%
None of these	14%	18%	19%	18%	29%	13%	9%	15%	17%	17%	15%	15%	16%



The Irish language is important to our identity as a people



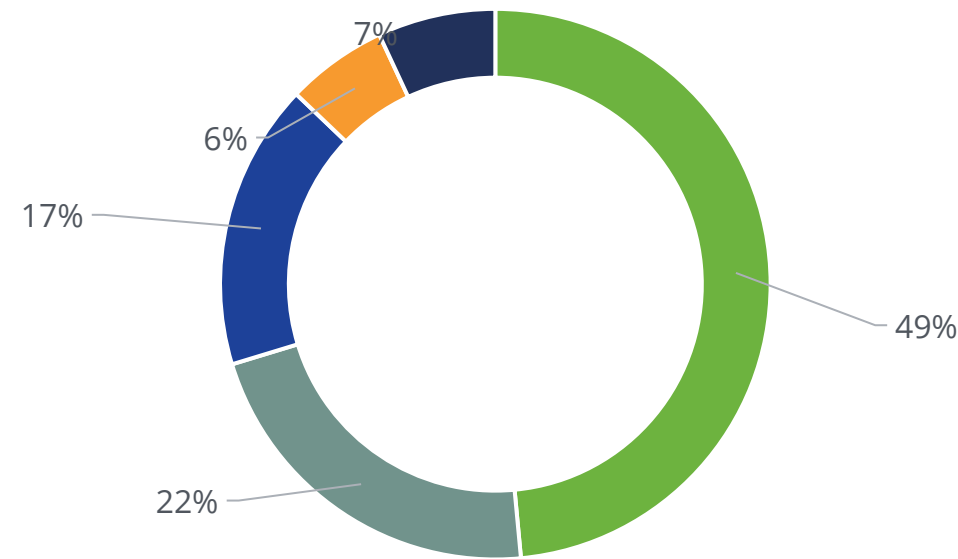
Strongly Agree Agree Neither / nor Disagree Strongly Disagree

	GENDER		AGE					CLASS		REGION			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl. Dublin)	Munster	Conn/ Ulster
N=	493	506	112	160	202	181	345	508	492	289	268	268	175
5 - Strongly agree	49%	52%	34%	43%	57%	55%	54%	50%	52%	46%	54%	55%	49%
4	21%	23%	25%	23%	24%	20%	20%	23%	21%	28%	18%	20%	22%
3	18%	16%	25%	23%	12%	18%	14%	17%	17%	17%	17%	16%	20%
2	5%	4%	6%	5%	3%	4%	6%	6%	3%	3%	6%	6%	4%
1 - Strongly disagree	6%	4%	11%	5%	3%	3%	6%	3%	7%	6%	5%	4%	5%
OC													
Agree	71%	75%	59%	67%	82%	74%	75%	73%	73%	73%	72%	74%	72%
Disagree	11%	9%	17%	10%	6%	7%	11%	10%	10%	10%	11%	10%	8%



To what extent do you agree or disagree with the following statements on a scale of 1 to 5 where 1 is strongly disagree

Ireland without the Irish language would be a culturally poorer country



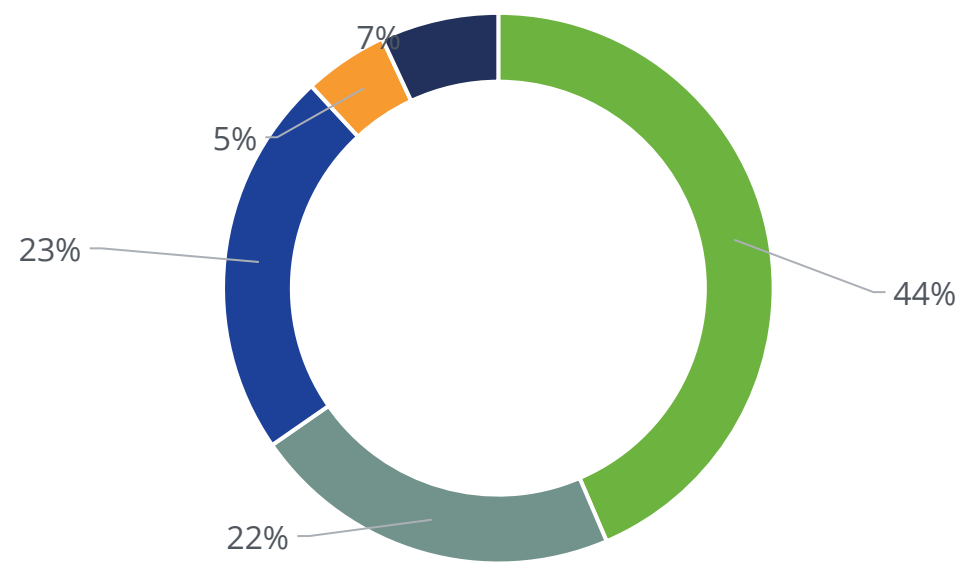
Strongly Agree Agree Neither / nor Disagree Strongly Disagree

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4	22%	21%	28%	22%	22%	22%	20%	24%	19%	22%	18%	24%	22%
3	15%	19%	16%	22%	16%	17%	15%	14%	20%	15%	16%	16%	22%
2	7%	5%	15%	7%	4%	5%	5%	6%	6%	5%	6%	7%	5%
1 - Strongly disagree	8%	5%	11%	7%	4%	6%	8%	5%	8%	10%	7%	6%	4%
OC													
Agree	70%	71%	58%	64%	76%	72%	73%	74%	66%	69%	72%	71%	69%
Disagree	16%	10%	26%	14%	8%	11%	12%	12%	14%	15%	13%	13%	9%



To what extent do you agree or disagree with the following statements on a scale of 1 to 5 where 1 is strongly disagree

The Government should do more to ensure the future of the Irish language



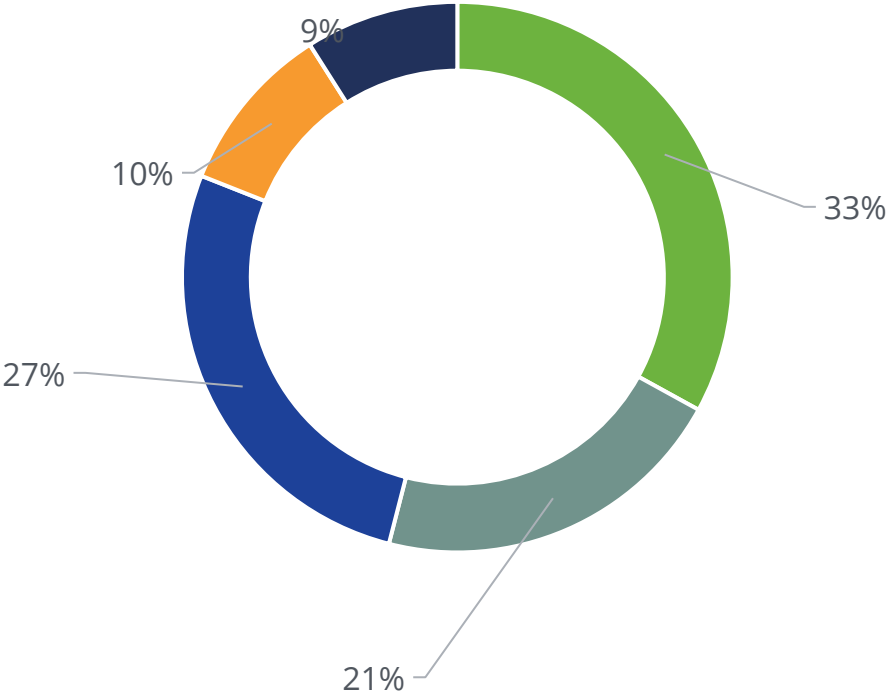
Strongly Agree Agree Neither / nor Disagree Strongly Disagree

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4	22%	22%	21%	21%	25%	21%	20%	24%	19%	21%	21%	20%	26%
3	24%	22%	29%	23%	18%	24%	24%	21%	25%	24%	20%	24%	24%
2	7%	4%	10%	7%	3%	4%	6%	6%	4%	5%	7%	6%	3%
1 - Strongly disagree	8%	4%	8%	5%	3%	5%	8%	5%	7%	7%	5%	6%	6%
OC													
Agree	62%	69%	53%	65%	75%	68%	63%	68%	64%	64%	68%	64%	67%
Disagree	14%	8%	18%	12%	6%	8%	13%	11%	11%	11%	12%	12%	8%

To what extent do you agree or disagree with the following statements on a scale of 1 to 5 where 1 is strongly disagree



I would welcome more advertising in the Irish language



Strongly Agree Agree Neither / nor Disagree Strongly Disagree

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4	22%	20%	15%	26%	27%	18%	20%	25%	17%	24%	26%	19%	13%
3	27%	26%	32%	21%	20%	30%	29%	23%	30%	25%	23%	28%	33%
2	10%	10%	11%	11%	9%	11%	10%	10%	10%	8%	13%	11%	8%
1 - Strongly disagree	10%	7%	9%	7%	7%	7%	12%	8%	9%	11%	8%	9%	7%
OC													
Agree	53%	57%	48%	60%	64%	52%	49%	59%	50%	57%	57%	52%	52%
Disagree	21%	17%	20%	18%	16%	18%	21%	18%	19%	18%	20%	20%	15%



To what extent do you agree or disagree with the following statements on a scale of 1 to 5 where 1 is strongly disagree

