



# Banking & Payments Federation Ireland: Sustainability Research

March 2024  
C24-063

# Research Methodology

## Quantitative Research

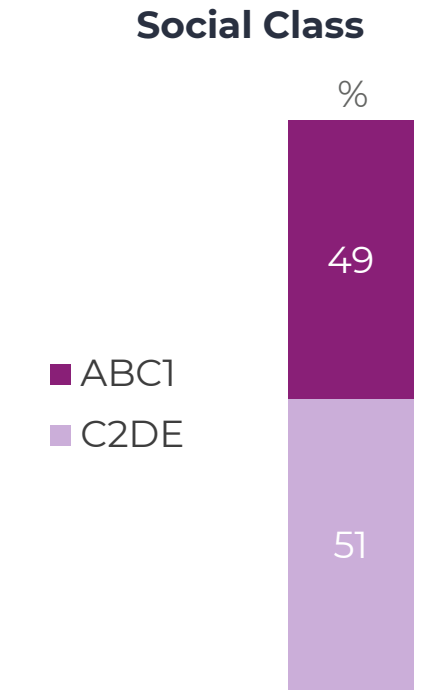
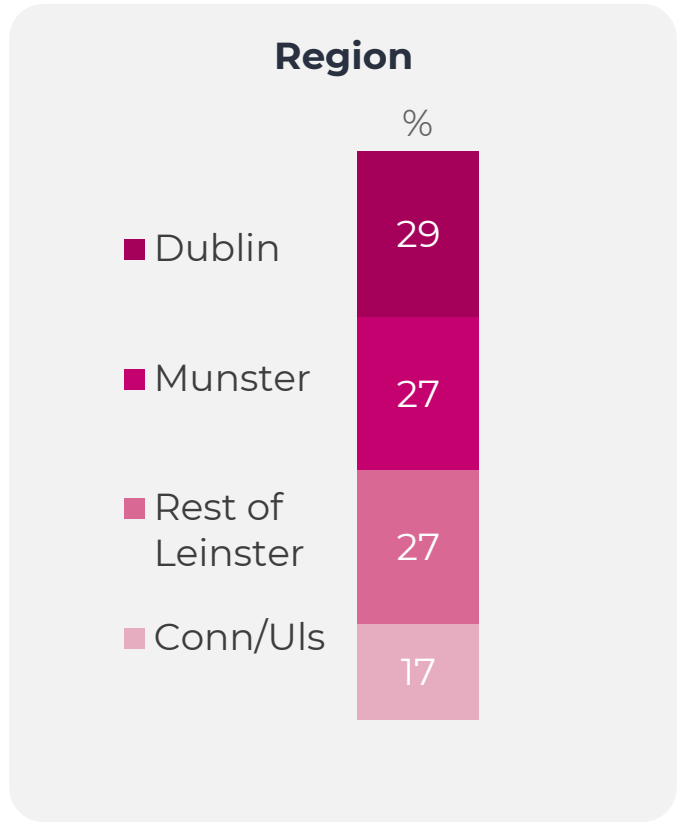
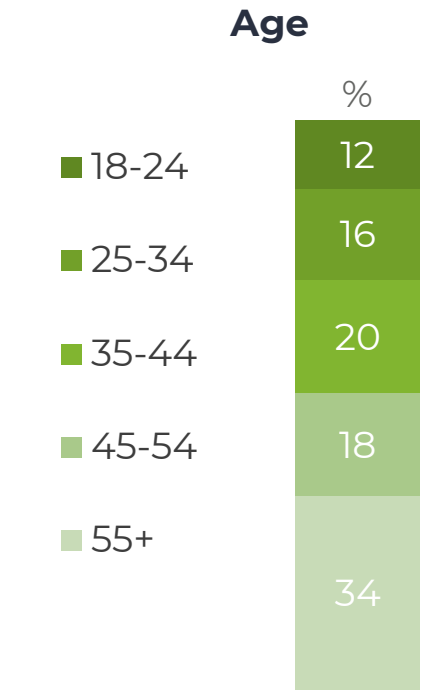
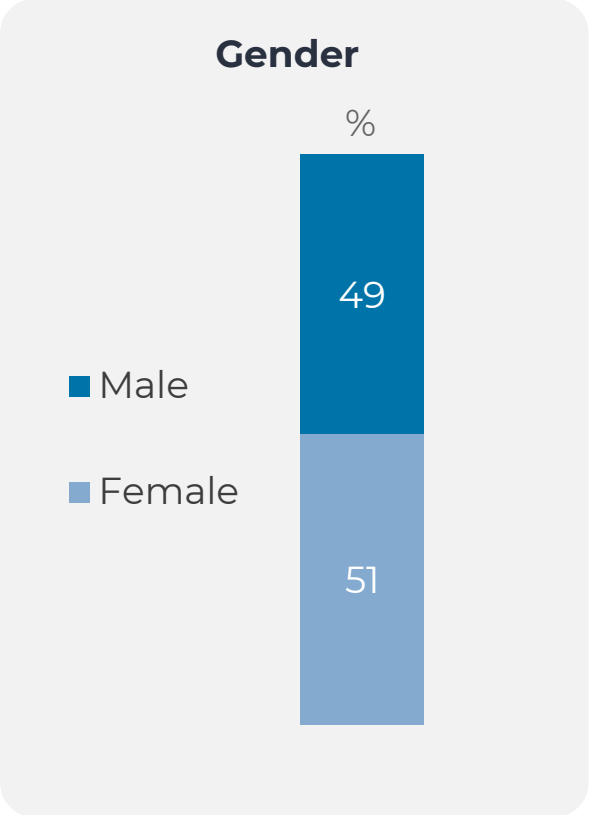
March 2024

Online Omnibus Survey  
National Representative  
sample of 1,000 people

- A nationally representative survey was carried out amongst a sample of 1,000 people.
- Quotas were placed on the number of interviews achieved in each demographic grouping (age, gender, region and social class) to ensure it matched the Irish population.
- All fieldwork was conducted between the 20<sup>th</sup> March 2024 and the 27<sup>th</sup> March 2024.

# Profile of Sample

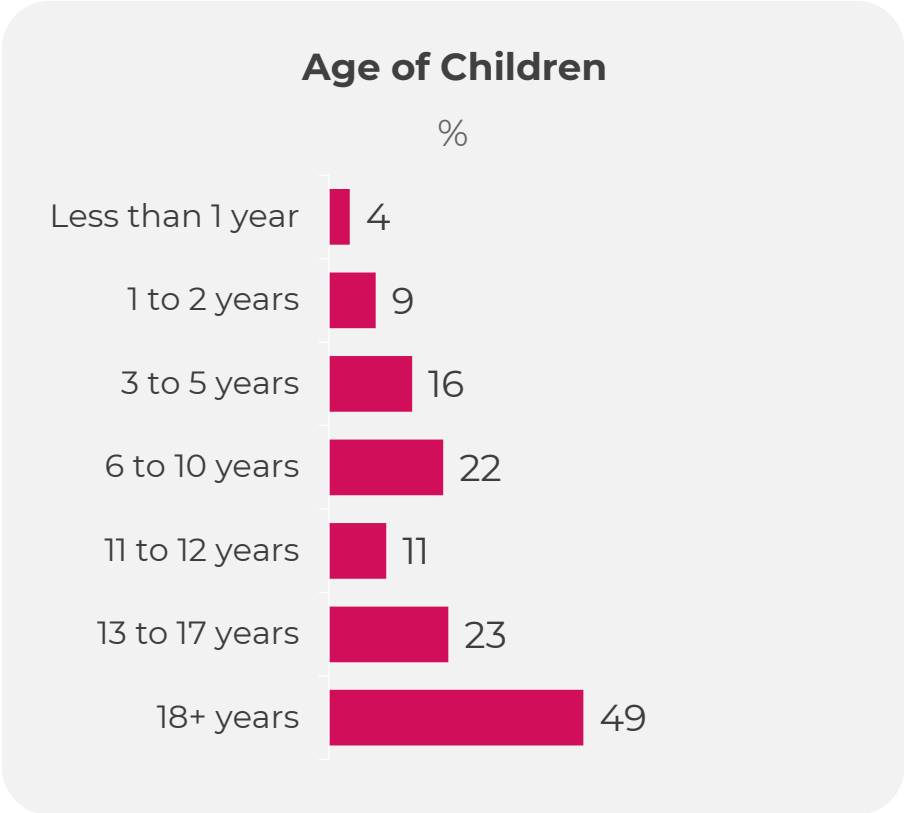
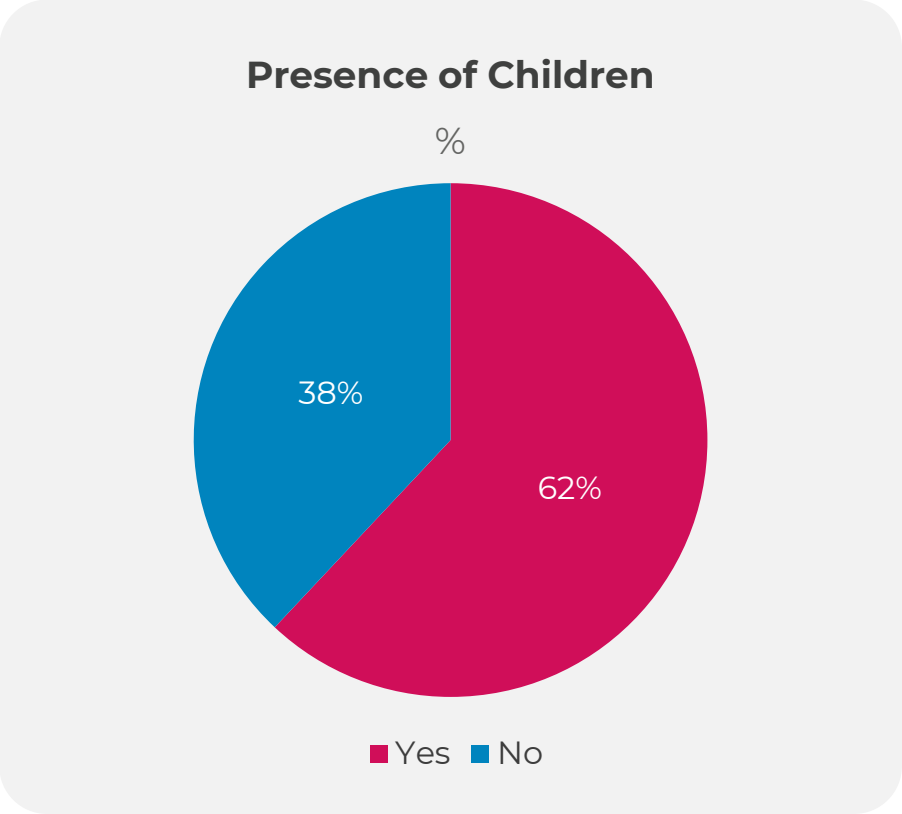
Base: All Adults aged 18+ - 1,000  
Profile of Sample  
Q. A/B/C/D



Quotas were placed on age, gender, social class and region to ensure the sample was representative of the Irish population.

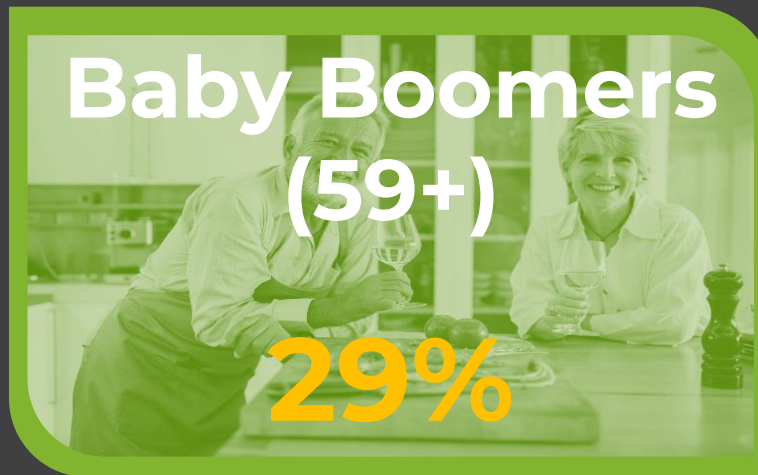
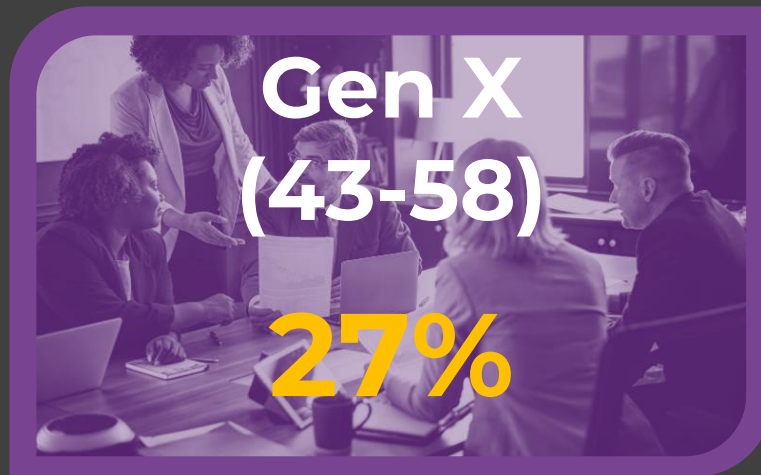
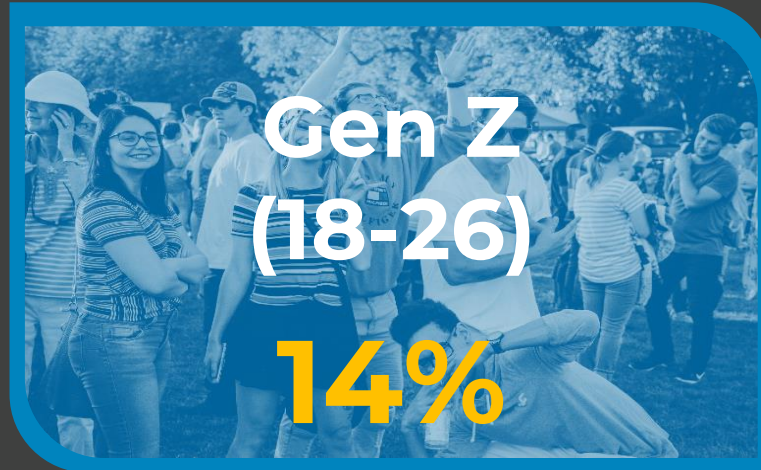
# Presence of Children

Base: All Adults aged 18+ - 1,000  
Presence of Children  
Q. E/G



62% have children, with circa 1 in 2 having children aged 18 or over.

# Knowing the Generations...

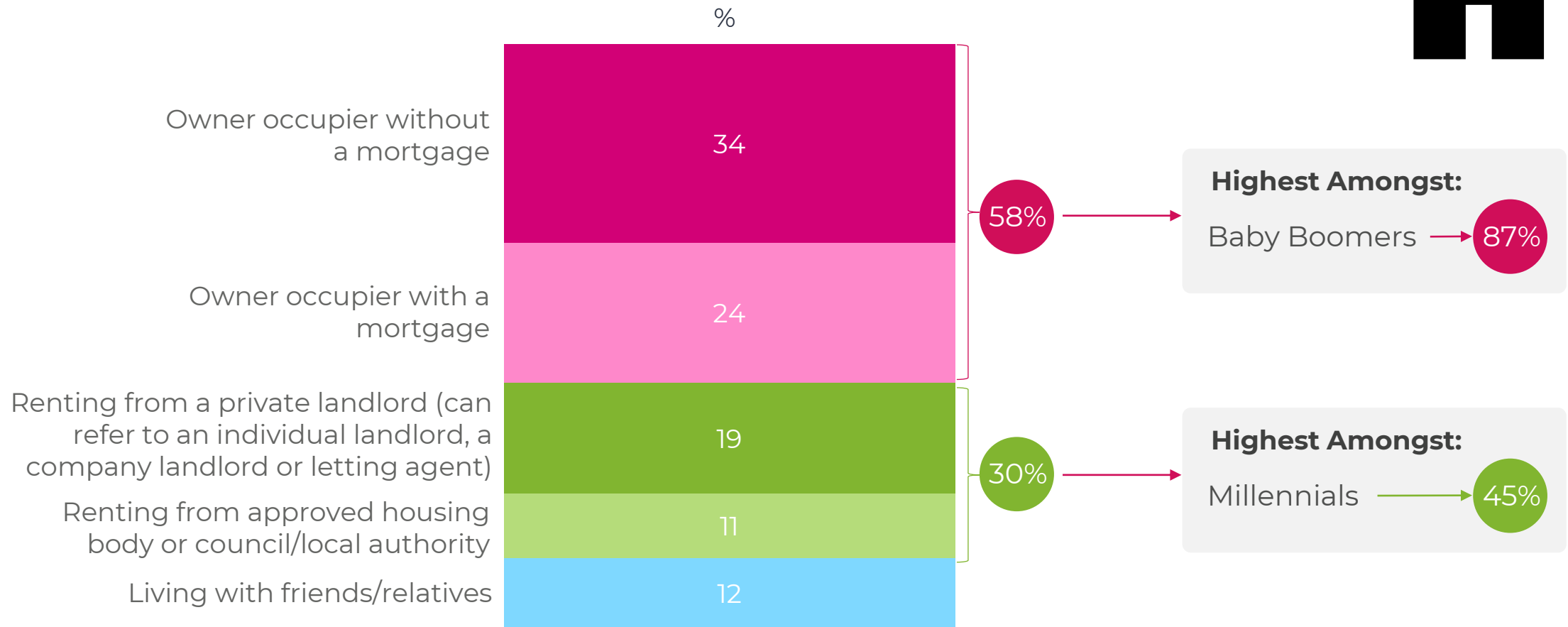




# Main Findings

# Current Housing Situation

Base: All Adults aged 18+ - 1,000

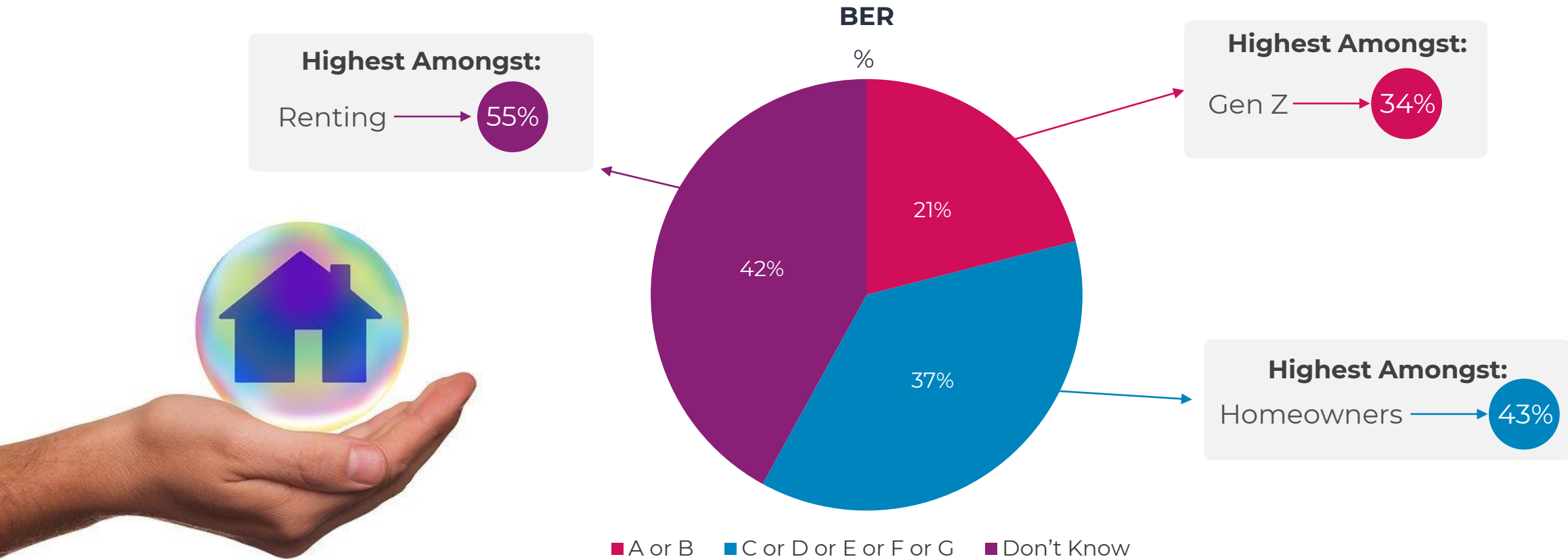


Q.1

Circa 1 in 3 are currently living in their own home without a mortgage. Overall almost 3 in 5 claim to be a homeowner – highest amongst Baby Boomers (87%). 3 in 10 Irish adults are renting from a private landlord or from approved housing body or council/local authority.

# Building Energy Rating (BER) of Home

Base: All Adults aged 18+ - 1,000  
BER of home  
Q. 2

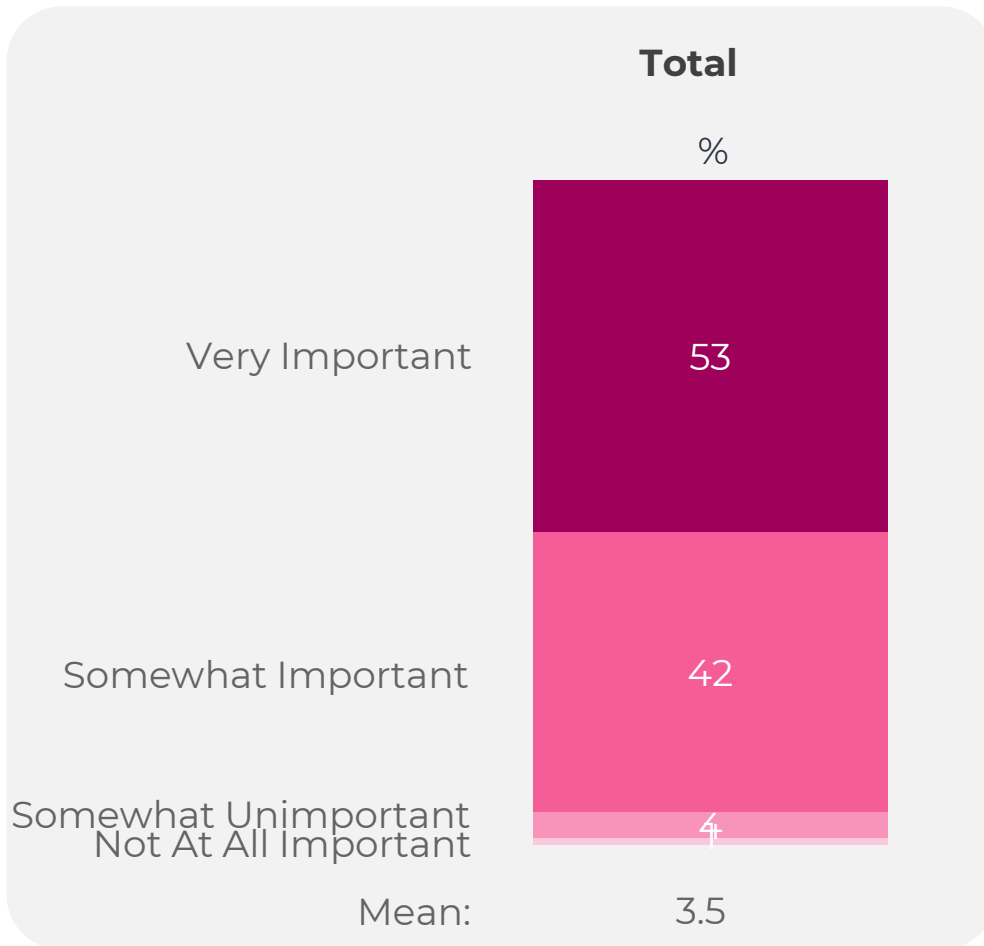


Over one third of all adults have a C, D, E, F or G rating. This is the highest amongst those who own a home. Circa 1 in 5 people have a BER rating of A or B in their home, with Gen Z having the highest incidence of 34%. However, over 2 in 5 people are unaware of what their homes BER rating is. This is highest amongst those renting (55%).

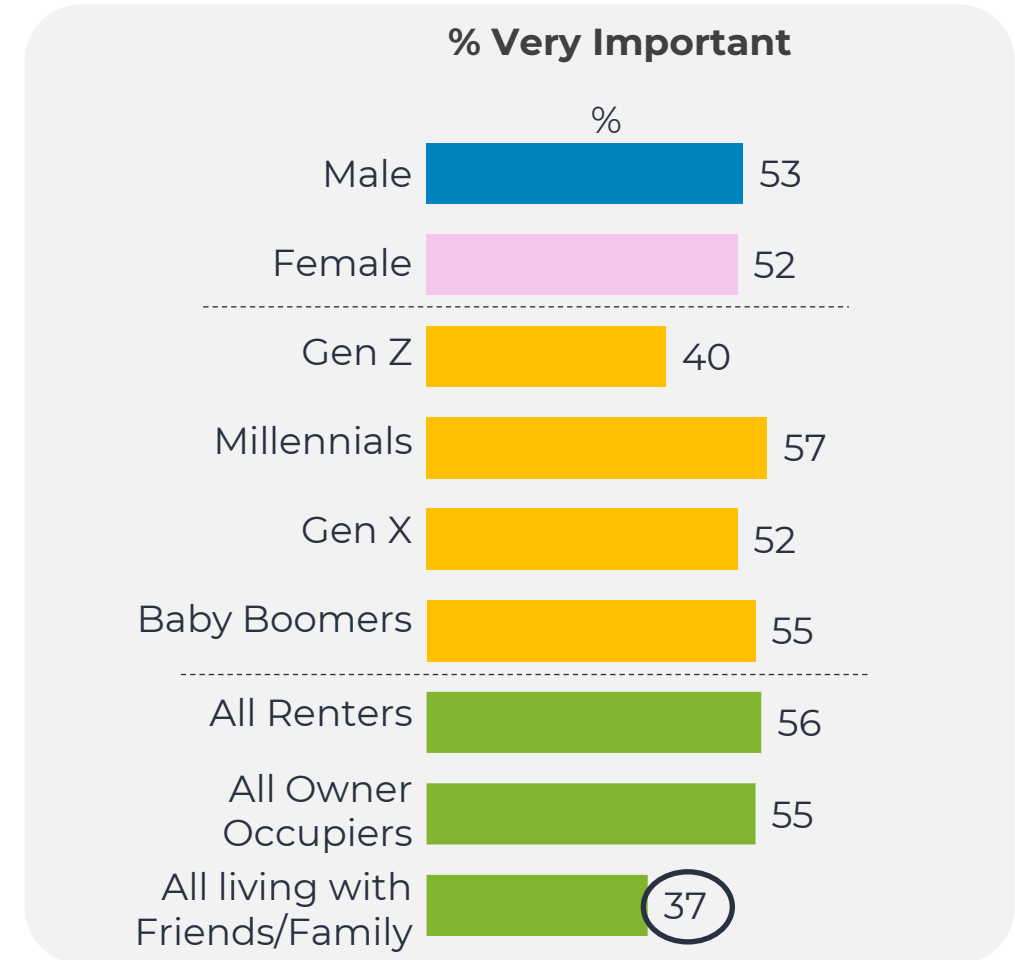


# Importance of a Good Building Energy Rating (BER) in Deciding on a Property to Buy

Base: All Adults aged 18+ - 1,000



**% Very Important**  
 53% Say A Good BER Is Very Important in Deciding On A Property to Buy

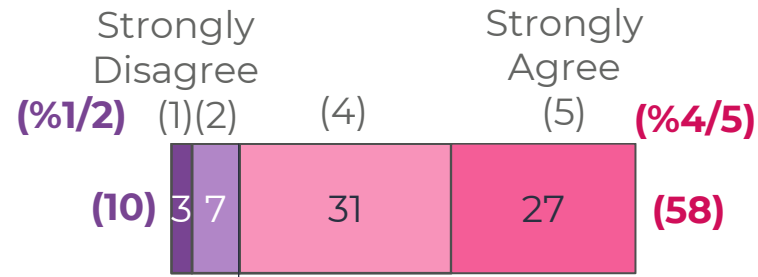


Q.3

Over 1 in 2 adults claim having a good BER is very important in deciding on a property to buy while 42% say it's somewhat important. Those living with friends/family are the least likely to consider the rating to be important.

# Attitudes Towards Sustainability Actions - I

It is important to me that my savings and investments do not fund economic activities that have a negative impact on the planet



If I know that a financial product is sustainable, I am more likely to invest in it



I know whether my personal savings and investments are invested into sustainable economic activities



% (3)	Mean
27	3.8
28	3.6
31	3.3

Circa 3 in 5 people claim that it is important that their savings and investments do not fund economic activities that have a negative impact on the planet, followed closely by if they know a financial product is sustainable, they are more likely to invest in it (56%).

# Attitudes Towards Sustainability Actions x Age Groups

Base: All Adults aged 18+ - 1,000

%4/5 Agree	Total	18-24	25-34	35-44	45-54	55+
It is important to me that my savings and investments do not fund economic activities that have a negative impact on the planet	<b>59%</b>	68%	55%	53%	57%	61%
If I know that a financial product is sustainable, I am more likely to invest in it	<b>56%</b>	74%	60%	57%	53%	48%
I know whether my personal savings and investments are invested into sustainable economic activities	<b>38%</b>	57%	44%	42%	32%	28%

Those aged 18-24 are most likely to agree with these statements. In particular, those in this age group are significantly more likely to agree that if they know that a financial product is sustainable, they are more likely to invest in it.

Q.4

# Attitudes Towards Sustainability Actions – x Location and Social Class

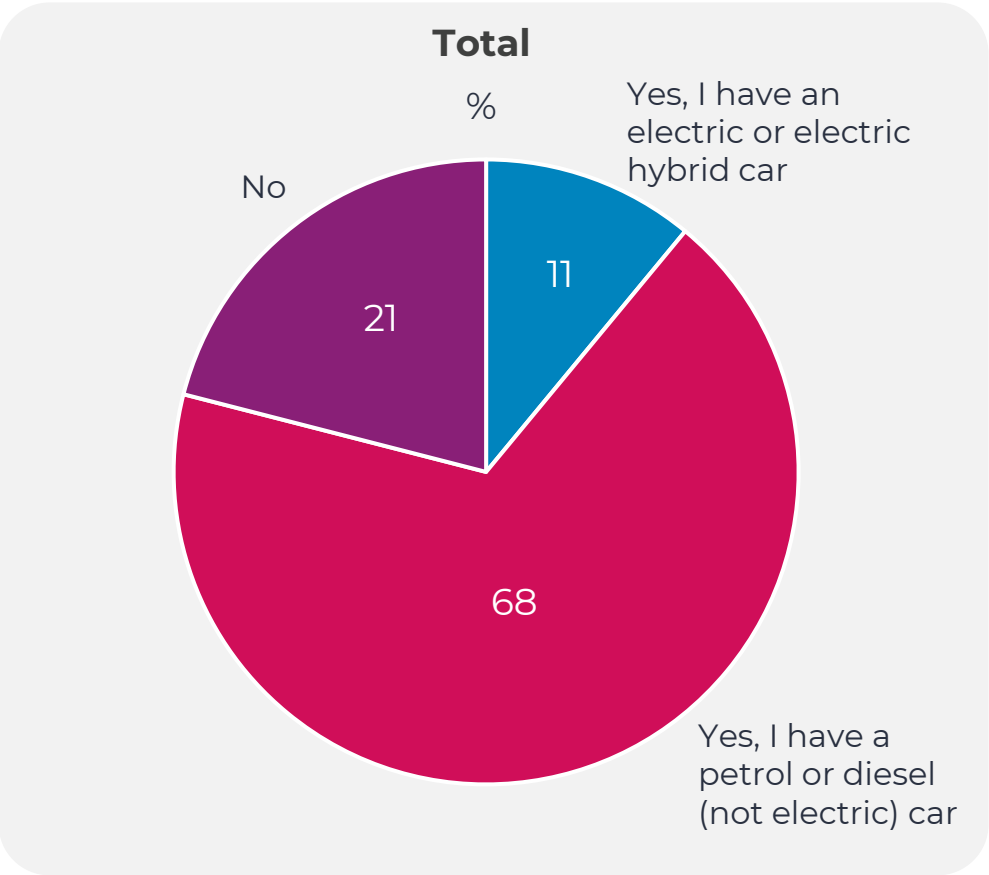
Base: All Adults aged 18+ - 1,000

%4/5 Agree	Total	Dublin	Rest of Leinster	Munster	Connacht	ABC1	C2DEF
It is important to me that my savings and investments do not fund economic activities that have a negative impact on the planet	<b>59%</b>	67%	53%	61%	50%	63%	54%
If I know that a financial product is sustainable, I am more likely to invest in it	<b>56%</b>	63%	51%	58%	46%	62%	50%
I know whether my personal savings and investments are invested into sustainable economic activities	<b>38%</b>	49%	35%	32%	31%	45%	31%

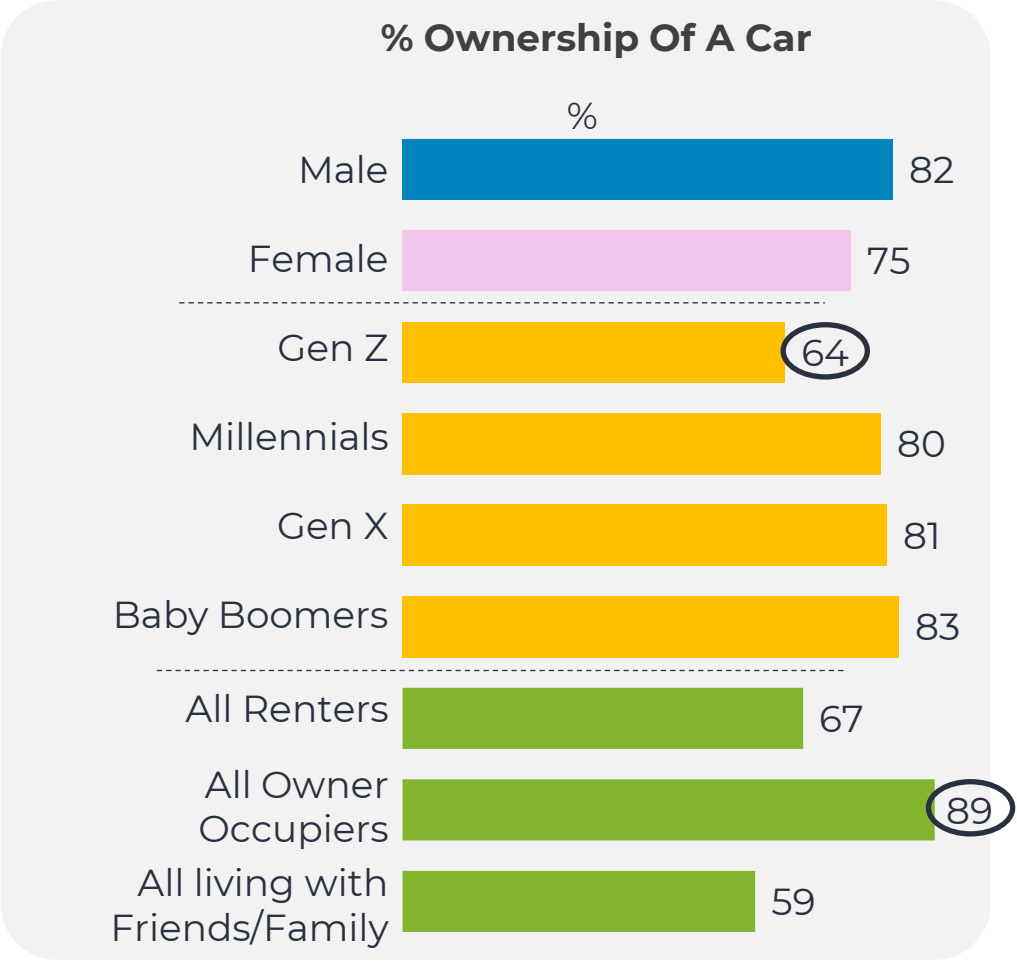
Q.4

Those living in Dublin and those in the ABC1 cohort are more likely to agree with all statements. Those living in Connacht are significantly less likely to agree that if they know a financial product is sustainable, they are more likely to invest in it.

# Car Ownership



79% Own A Car

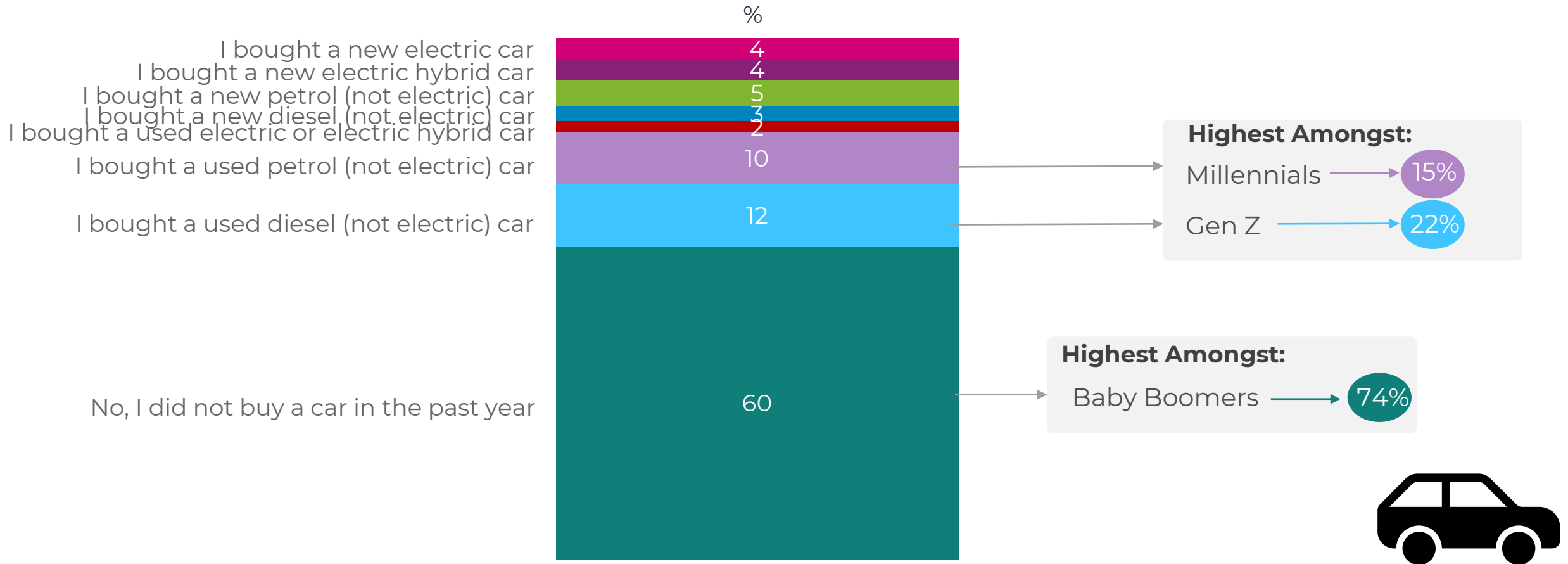


Q.5

Nearly 8 in 10 adults own a car. Circa 9 in 10 of all owner occupiers own a car. Those in the Gen Z cohort are significantly less likely to own a car.

# Purchasing of a Car in the Past Year

Base: All car owners - 788

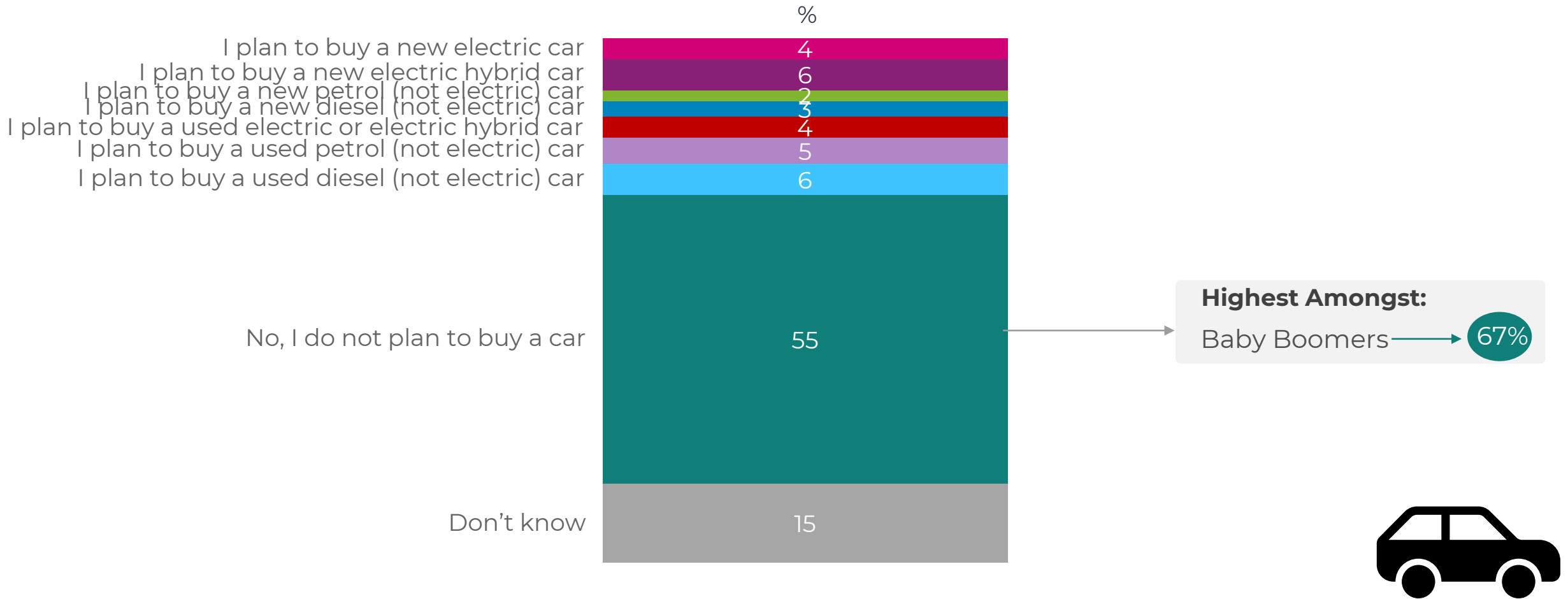


Q. 6

Circa 6 in 10 did not buy a car in the past year, this is highest amongst Baby Boomers. Circa 1 in 10 bought a used petrol or diesel (not electric) car, with circa 1 in 5 of Gen Z's purchasing a used diesel (not electric) car.

# Planning of Purchasing of a Car in the Next Year

Base: All Adults aged 18+ - 1,000

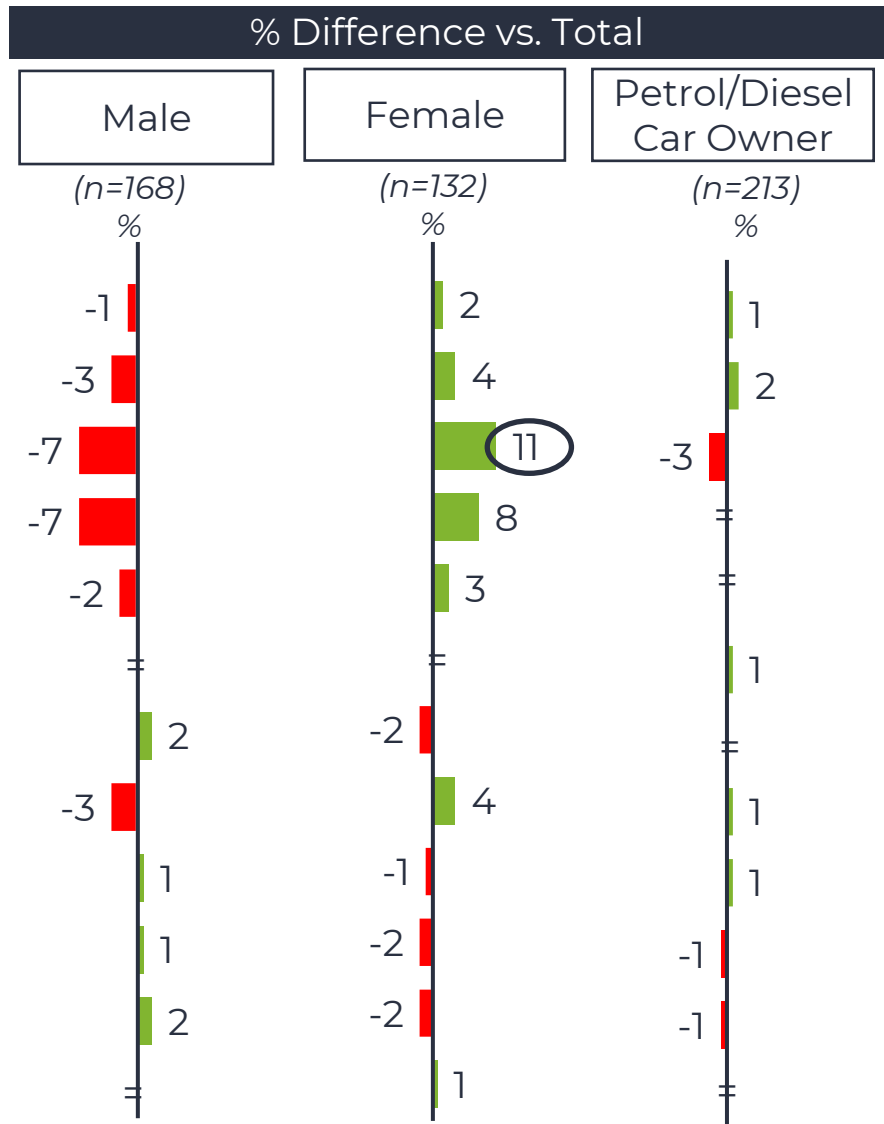
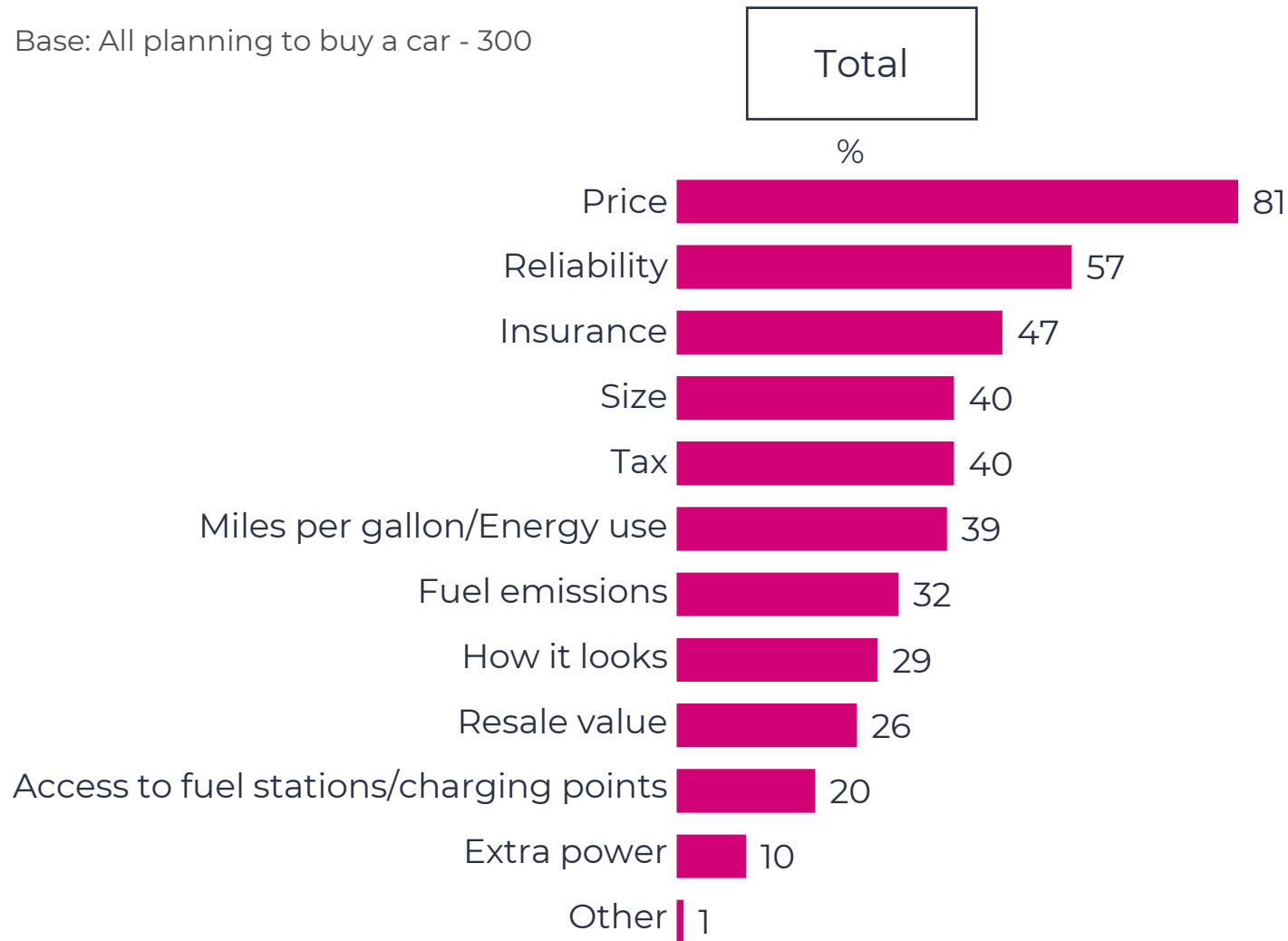


Q. 7

55% do not plan to buy a car in the next year, highest amongst those aged 55+ (over 2 in 3).

# Factors That Would Influence the Decision to Purchase a Car for Personal Use

Base: All planning to buy a car - 300



4 in 5 people claim that price is the most influential factor when it comes to purchasing a car for personal use. 57% of people report reliability being a major decision-making factor, while just under 1 in 2 believe insurance would influence their decision to purchase a car for personal use. Females are most likely to be influenced by insurance.





# Key Insights

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- Circa 1 in 3 are currently living in their own home without a mortgage. Overall, almost 3 in 5 claim to be a homeowner – highest amongst Baby Boomers (87%). 3 in 10 Irish adults are renting from a private landlord or from approved housing body or council/local authority.

## Importance of a Good Building Energy Rating (BER) in Deciding on a Property to Buy

- Over 1 in 2 adults claim having a good BER is very important in deciding on a property to buy while 42% say it's somewhat important. Those living with friends/family are the least likely to consider the rating to be important.

## Attitudes Towards Sustainability Actions

- Circa 3 in 5 people claim that it is important that their savings and investments do not fund economic activities that have a negative impact on the planet, followed closely by if they know a financial product is sustainable, they are more likely to invest in it (56%).

## Planning of Purchasing of a Car in the Next Year

- 55% do not plan to buy a car in the next year, highest amongst those aged 55+ (over 2 in 3).

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