

## **“THE NEW CONSUMERS”**

<b>Table of Contents</b>	<b>Page No.</b>
<b>I. INTRODUCTION</b>	<b>2</b>
<b>II. KEY THEMES &amp; INSIGHTS</b>	<b>4</b>
<b>III. AN OVERVIEW OF THE IRISH 30 YEAR OLD</b>	<b>10</b>
<b>IV. SEX &amp; RELATIONSHIPS</b>	<b>12</b>
<b>V. MARRIAGE &amp; CHILDREN</b>	<b>16</b>
<b>VI. POLITICS</b>	<b>19</b>
<b>VII. IRELAND &amp; THE WORLD</b>	<b>21</b>
<b>VIII. RELIGION</b>	<b>23</b>
<b>IX. MONEY &amp; MATERIALISM</b>	<b>24</b>
<b>X. WORKING LIVES</b>	<b>25</b>
<b>XI. MEDIA</b>	<b>26</b>

### **APPENDICES**

**Appendix 1 – Technical Introduction**

**Appendix 2 - Questionnaire**

## I. INTRODUCTION

This report contains the detailed analysis of a study undertaken for the Sunday Times by Behaviour & Attitudes Marketing Research during 1999. The objective of the research was to focus in detail upon the lives, concerns and aspirations of 30 year olds in Ireland, both North and South of the border.

A sample of 601 thirty year olds was interviewed, with 501 interviews in the Republic and the balance in Northern Ireland. The project was conducted to the strict guidelines observed by all of the leading companies in the market research industry, with the sample selected by random route procedures and interviews conducted by fully trained and supervised members of Behaviour & Attitudes national field force. The questionnaire was designed by Behaviour & Attitudes for Rory Godson and Fiona McHugh at the Sunday Times Dublin office (with guidance of Craig Barnwell at News International Newspapers, London).

The two supplements published in the Sunday Times (January 23<sup>rd</sup> and January 30<sup>th</sup>) contain a wide variety of articles and opinions by various commentators and experts. The detailed responses to the various questions posed were not outlined in full in the newspaper but, have been included in this document. Some results are also available at present on the Sunday Times web site, [www.sunday-times.co.uk](http://www.sunday-times.co.uk). Further information on the research is available from Larry Ryan at Behaviour & Attitudes Marketing Research:

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This report has been circulated to those working in the advertising and marketing sectors in Ireland. The results have been copyrighted by the Sunday Times and Behaviour & Attitudes Marketing Research Limited, although further use is permissible provided the source of the data is acknowledged.

We hope you enjoy this study and find the various data sets and analysis interesting and useful.

### **Note on Report Format**

Following this introduction we have listed some of the key themes and insights apparent from the study. Thereafter, section summaries III to IX (work, sex, politics etc.) precede relevant graphics and charts. Unless indicated to the contrary, the charted data relates to the Republic, with Northern comparisons added where relevant. The two published magazines and the survey questionnaire have been included as appendices, in addition to a technical appendix.

## II. KEY THEMES & INSIGHTS

Over and above the many specific attitudinal issues and views emerging across this survey there is evidence that the following broad macro-themes are apparent among typical thirty year olds:

### 1. The decline of “Politics” and the growth of issues and intolerance

There is broad apathy and disinterest in relation to politics in the Republic, but somewhat less so in the North. Suspected corruption has tended to diminish the political process although certain politicians are still admired. The political priorities perceived as important by respondents are largely selfish and personal, rather than demonstrating inclusiveness to minorities. There is a growing tendency towards an issues-based voting focus, highlighting – we would argue - the manifest weakness of a centrist, bland political positioning. There is little or no sympathy for those on the dole, travellers or immigrants.

### 2. The death of religious institutions, as yet unreplaced by alternatives

Despite a widely claimed diminution in religious practice, many 30 year olds (1 in 3) are very regular attenders of services. Those that do so would seem to be happier in life overall. However, the majority in Ireland are very critical of the Church in relation to the profusion of sex and abuse scandals etc., to the extent that many now object to the Church taking a stance on traditional “social” issues (sex outside marriage etc.). The curious paradox is that broadly based doctrinal beliefs are quite apparent. Therefore, it seems that religious institutions are out of touch with 30 year olds. Although

spirituality is acknowledged as important, it fails to outrank many other priorities in life, such as family, friends, money etc.

The position of religious institutions seems stronger in Northern Ireland, and indeed there is greater license for Church pronouncement on traditional social and moral issues.

**3. Boom time optimism but with personal agendas which are comparatively “timeless”**

30 year olds are generally optimistic about life and few seem downcast or defeated, except those who are more marginalised and at the fringes of society. The lives of Irish 30 year olds have been punctuated principally by the joys of children and relationships and by the sorrows of deaths and separation. Despite a preoccupation with relationships, love and personal happiness, the key “wish list” items for 30 year olds relate to winning the Lotto, and ridding themselves of debts and mortgages. This would seem to be a side-effect of the booming economy and the price of property. Despite this apparent avarice, money is a relatively low priority, with family and friends claimed to be the key priorities in life. In Northern Ireland where inflationary pressures are lower, there is much less worry about property prices etc.

**4. A belief in the possibility of “Reggie Perrin” type rebirth among those who are lagging behind**

A minority (1 in 8) would like to be able to start their lives over (again the more marginalised primarily), with almost a quarter desirous of a similar rebirth within their working lives. While many are confident that they would make a better stab at their lives if given a second chance, far fewer in Northern Ireland (where 30 year olds seem much less positive than in the Republic) have confidence in their abilities to start over successfully.

In the North there seems to be greater disappointment about educational and workplace achievement and a strong desire for a fresh start on the economic ladder.

**5. Much emphasis is personal and selfish: the survival of the fittest rather than the development of an inclusive society**

30 year olds feel that Ireland is becoming tolerant and outgoing but they have limited sympathy with immigrants and are quite hostile towards dole recipients and travellers. While overseas aid is strongly endorsed, most seem averse to confronting social issues at home. Equally, there is almost no interest in active political involvement.

**6. Disappointing, or modest, sex lives and an adherence to the family as an ideal**

Notwithstanding wide variation in relative sexual promiscuity (8% are virgins, 32% have had one sexual partner, while only 4% have had more than seven), most believe that their personal “score card” is less impressive than average. 30 year olds are generally disappointed with their sex lives and have hopes that they will improve. Very few have been off the “straight and narrow” in a sexual sense, with women tending to show slightly greater – nonetheless, very low - interest in same-sex encounters. There is openness to divorce, much more so among women, but general opprobrium in relation to extramarital affairs. Infidelity would seem to be far more common among men, despite their greater stated commitment to the ideals of marriage.

**7. Despite social change, a belief that single parenting is not beneficial**

In relation to marriage, most favour pre-marital cohabiting and diversity of interests within marriage. Despite concerns that the institution of marriage is under threat, the majority still want to have a large family. There is acceptance of single parenthood (1 in 5 falls into this category) but a belief that the children of single parents will have a harder time in life. In general, changing social attitudes are led by women, with men considerably more reactionary in relation to divorce, homosexuality etc.

**8. Evidence of pressure upon working mothers**

There is a near universal demand for longer maternity leave, with women differing substantially from men in their belief that the pressure of child-rearing mainly affects them.

**9. A very buoyant self perception**

Irish 30 year olds believe that the world sees us as warm, intelligent, nationalistic and prone to excess, with our perspective and pace of life as contributory to our identity as our culture and history. Few regard our institutions (schools, church, language, religion or politics) as being particularly defining of our national identity. In the North there is concern that outsiders perceive them as somewhat dour and a conviction that customs and traditions are more central definers of the national psyche.

## **10. Slower social evolution in the North than in the Republic**

In Northern Ireland society has a more patriarchal and controlled order, being more shaped by religion and tradition (and possibly having a more depressive effect on Northern 30 year olds as a result). Interestingly, there is evidence of the primacy of the male gender throughout the Northern survey, although social and other progress would seem largely to be mapped out and lead by women. Northern society and the progress of female emancipation has evolved more slowly than in the South.

## **11. Northerners stay home while Southerners grow through overseas experience**

There is a quite positive perspective on emigration within the Republic, with those who have travelled further afield than England generally more appreciative of the quality of life elsewhere. However, returned emigrants believe that they may be less well off than people on average in Ireland and quite a number can see themselves re-emigrating. By contrast, Northerners are only half as likely to have emigrated, and although generally less happy as a group, exhibit a very low interest in leaving Northern Ireland. Northerners also emerged as much less tolerant of diversity and difference, in tune with a more insular and presumably claustrophobic society.

## **12. “Riches come to those that wait”**

The survey validates the notion that riches come to those that wait: 30 year olds with better education, no children or who have not emigrated believe themselves to be doing better than the average economically. This is borne out by the finding that those who overspend to the greatest extent tend to be buying items for their children. Interestingly, women tend to overspend in the context of children and the home, while men are more likely to be profligate vis a vis alcohol, entertainment and self-indulgence

### III. AN OVERVIEW OF THE IRISH 30 YEAR OLD

The 30-year-olds interviewed appear to be quite happy overall, although men seem to be happier than women and married people more so than singletons. In terms of their priorities in life, 30 year olds place the greatest value on their ties to other people, with somewhat lower emphasis on work and money. 30-year-olds' current families, where relevant, are regarded as a higher priority than their birth families, with their circle of friends generally constituting their third order of priority.

Politics, religion and spirituality are all seen as being substantially less important, falling well behind jobs and money in terms of their claimed personal priorities. However, it was consistently noted throughout the survey that those who adhere to some form of religious faith emerged as personally more happy overall, although this latter group is comparatively small. Just 1 in 3 are weekly attenders at religious services and slightly more than half of the population of 30 year olds claim to attend some form of routine religious service over a 2 monthly period.

The 30 year olds interviewed in Northern Ireland were somewhat more pessimistic and unhappy overall. They were more likely to profess an interest in starting their life (and particularly their working/educational life) afresh but were less confident of their potential for success should they be afforded this chance. Interestingly, for many Northerners their childhood was described as the happiest period in their lives. Although money and love are described as the biggest missings for 30 year olds overall, it is interesting to note that in Northern Ireland many yearn for a better job or education. This is somewhat dissimilar to the Republic, and there tended to be fewer worries or concerns about the cost of housing and accommodation in the North than in the Republic.

Roughly half of our sample of 30-year-olds are married, with a further quarter claiming to be in a long term, lasting relationship. One in five 30 year olds (slightly more in Northern Ireland) are not in any form of relationship at present. 55% of 30 year olds have children, although 28% of those who have children are not currently married. Unmarried 30-year-old parents divide relatively evenly into those who are and are not currently in a relationship. 11% of 30 year olds are cohabiting while 4% are widowed, divorced or separated.

In the North slightly fewer were married, but a significant proportion of single 30 year olds (one in five) have children.

#### IV. SEX & RELATIONSHIPS

Most of the 30 year olds that were interviewed have had two serious relationships, generally claiming to have been “in love” twice. Not surprisingly, those who remain single at 30 have been involved in a greater number of relationships and claim to have been “in love” more often.

Possibly indicative of an element of post rationalisation (or regret) is the finding that separated and divorced people claim to have had (numerically) more serious relationships than average, but to have been “in love” slightly less often.

With those who are not yet married, there is a tendency to regard marriage as a quite likely occurrence over the next five years, albeit with men more certain in this respect. As many as three in ten single 30 year olds describe marriage as unlikely.

The majority of either sex thinks that men and women should have “as many sexual partners as they like” before marriage, although it must be acknowledged that this could imply multiple **or** single partners. In reality, the average 30-year-old admits to just 2.6 sexual partners to date, although this average is ‘dragged down’ by celibates (8%) and ‘singletons’ (32%). The average 30-year-old male appears to have had one extra partner on average. The male average emerges at roughly three partners, versus two for women.

Irrespective of the number of claimed sexual partners to date, most 30 year olds (59%) believe that they have had fewer partners than average. We conclude that the claimed number of sexual partners is probably ‘talked up’ among peer groups or, alternatively, some may regret (or be proud in relation to) their perceived chaste existence.

Another facet which is quite intriguing, is the extent to which those who have had greater numbers of sexual partners consider their personal behaviour to approach “average” levels. Thus, the vast majority, who have had quite a limited number of partners, believe themselves to have underperformed versus the norm, while those who have been more libidinous consider their behaviour normal. We conclude that many 30 year olds are convinced, whether by the media or their friends, that promiscuity is quite widespread. In reality, the claimed behaviour of the typical 30 year old in Ireland is more “swan” like. A small minority may be somewhat more promiscuous but they seem to regard their behaviour as quite normal within their circles.

Another possibility is that large numbers underclaimed vis-a-vis their prior sexual history, but tacitly acknowledge their coyness by claiming a below average history.

The majority seem to regret the perceived sanctimonious attitude to sex in Ireland, although for some (1 in 3) there is a feeling that there is excessive pressure “to perform” or to profess an interest in sex. Nonetheless, more than half conclude that sex is just ‘good clean fun’ and furthermore, think that the Church should “not have a position” in relation to sex.

In line with the reported suspicions of many that others are having considerably more ‘good clean fun’ than themselves, the largest groupings within the sample profess unhappiness with their own sex lives and are anxious that it will improve and become more exciting in the future. While those remaining single have somewhat more active yearnings in these respects, there would seem to be no significant divisions along gender lines.

Thus, while 30 year olds may harbour expectations of a better sex life in the future, very few claimed to have strayed or indulged in, so called, casual sex. Just 1 in 3 claims to have had “a one night stand” (with men almost twice as likely to have done so as women), 1 in 6 “have been unfaithful”, 1 in 14 have had “an affair” and 1 in 50 claims to have an “extra marital affair”. In each of these respects men emerged as the more significant transgressors or offenders.

Despite the greater tendency of men “to stray” they emerge as the more opposed to divorce. Women, as in the context of most social issues in Ireland, lead positive disposition in respect of divorce. This survey indicated that men are more committed to marriage being ‘cast iron’, although one might be forced to conclude that they expect a greater commitment by their partners than they do of themselves. 36% of 30 year olds believe that divorce is “totally or quite easily justifiable” while an additional 45% suggest that it “can be justified under certain circumstances”.

Homosexuality was touched upon a number of times during the course of the survey. 47% believe that homosexuality is “totally or easily justifiable”, although men are more opposed in this respect, while a majority of women are in favour of (or not against) homosexuality. As is not surprising in a survey of this nature, the vast majority (88%) of those interviewed claimed to be heterosexual. Latent homosexuality, or an unfulfilled curiosity about same sex relationships, was expressed by about 4%, with only a tiny minority claiming to be actively homosexual. Fully 7% of the sample “passed” in relation to sexual orientation, **possibly** inferring a reluctant or cautious homosexual minority. Both in the context of active homosexuals and of those who expressed an interest in same sex relationships, there emerged a heavy gender imbalance in favour of women. Women would seem to be more interested in, as well as more open to,

homosexuality while men are opposed to, or alternatively are embarrassed or threatened by, homosexuality.

There are about as many 30 year olds in favour of legitimising or recognising homosexual couples as there are opponents. However, there is again a predictable gender divide.

The bulk of comments in this section related to the reported sexual attitudes and behaviour of 30 year olds in the Republic. In the North there is a claim to greater sexual activity, although (or, more probably, because) a larger proportion of the sample remain single. There emerges greater satisfaction with personal sex lives in the North and interestingly, there is more openness to Church comment on sexuality and sexual issues.

## V. MARRIAGE & CHILDREN

Among married 30 year olds, the average age of marriage is 24½: higher for men, the middle classes and those with third level education. 55% of 30 year olds have kids: one in five single people, three out of four married people and four out of five widowed or divorced people. Single people with children normally have only one, whereas the average for married 30 year olds is two.

Most remain very committed to the idea and long term commitment of marriage and of the necessity for faithfulness within it, although there is equally broad recognition that:

- Divorce and remarriage should be possible.
- Divorce is necessary in unhappy marriages.
- Some of ones friends will and should divorce.
- Many married people would be better off single.

There is broad acceptance that cohabiting is a necessity before marriage although less agreement that a number of prior long term partners is a prerequisite for success. Within marriage diversity and different interests are important: few think that successful couples are “like peas in a pod”.

Most are committed to the importance of having children and the majority would like two, or in some cases three or more children. Few want to be childless or to have a single child.

There is acceptance that people may be less serious about marriage now than in previous generations and some regret that the traditional family unit is in decline. The idea of children outside of marriage is broadly accepted: the man should pay

and be supportive and the majority agree that the couple should not necessarily marry.

Most think that women should be able to be single mothers if they chose to. However, four in ten think that children with one parent will have more problems. Single mothers are less in favour of children outside marriage than the generality of 30 year olds.

There is virtual unanimity that women should get six months maternity leave. Currently, more than a quarter (more so among men) believe that having kids can ruin a woman's career. Half of all 30 year olds feel that the burden of raising children is mainly shouldered by women. Only two in five agree with this, but almost two in three women.

While unhappy parents can damage children, it is still recognised that having children is one of life's most important events, and that having children may improve a relationship.

About 7 in 10 have both parents still alive, with a quarter having lost their father and a sixth their mother. Most (two thirds) claim to be very close to their parents, with women somewhat more so. Interestingly, where a parent has died, men are likely to claim that they had been very close to them before death, whereas when one or both is still living they are somewhat more distant.

30 year olds are generally happy with their rearing by their parents. Men are somewhat less content, with women the more likely to want to raise their children in a similar manner. Those who wish to raise their children very differently are among the more patently disaffected and isolated in society: divorced, living on own, non-Mass attenders, working class, not working outside of the home.

Many would like to ensure that their children had good eyesight (38%), intelligence (29%) and personality (28%) although few would wish to be able to specify their gender (12%). If only having the one child more than four in five would take “pot luck”, but men have a slight preference for a son, and women a similar leaning towards a daughter. (In Northern Ireland, there is a marked preference for a son, rather than a daughter.)

There is predominant commitment to the family as the basic unit of society and particularly so amongst married people and those with kids. Men are somewhat more predisposed towards this order, with women (a minority) more in favour of living apart from their partner. This is mainly reflective of the views of separated women.

Almost all 30 year olds want children. Very few wish to remain single.

## VI. POLITICS

Irish 30 year olds are not particularly interested in politics, with a large majority claiming to have “little or no” interest. Even fewer are prepared to contemplate becoming involved in politics or political activity. There is a general acknowledgement that they are much less interested in political activity than their parents are, or would have been.

A substantial proportion of 30 years old claim to never read anything about politics in newspapers, while there is general acceptance that Irish political parties are all generally more or less the same. Most 30 year olds believe that their peer group is as equally disinterested in politics as they are themselves. Few believe that Irish politicians are admired on the world stage and there is strong disagreement that Irish politicians are probably underpaid.

Despite general political apathy there is majority agreement that the “Payments to Politicians” and Planning Tribunals are a good idea. Almost 3 out of 4 believe that the guilty parties, if any, should be prosecuted and jailed, with Charles Haughey topping the list of probable contenders in this respect.

Politicians emerged second lowest on the list of professions or occupations which 30 year olds admire, just marginally ahead of traffic wardens and clampers. Not surprisingly, nurses, doctors, teachers and social workers are among the most admired professions overall.

In the event of a general election, 30 year old’s voting intentions are not radically dissimilar from those that they perceive their parents might have. Nonetheless, they would tend to be more likely to vote for left wing parties or those which focus upon singular or predictable issues, such as the Green Party.

The claimed political priorities of 30 year olds are for the improvement of the health service and the reduction of taxes, although there is widespread interest in the removal of corruption from political life and the reduction in the numbers out of work. The reduction of house prices and an increase to the old age pension are also thought to be worthy political aspirations. The least important priorities for politicians are the provision of more money for people on the dole, better facilities for travellers or a broader welcome to foreign immigrants.

Corresponding with his widely reported approval rating among adults overall (i.e. from published political polls), Bertie Ahern tends to be highly admired by 30 year olds, closely followed by Mary Harney. Charles Haughey is by far and away the least admired politician in Ireland, albeit not substantially outdistancing John Bruton in this respect.

In the North interest in politics is substantially more broader based with 30 year olds professing a far greater likelihood of active involvement at some stage in the future. In line with the provision of broader state services in Northern Ireland the 30 year olds interviewed in this study in the North tend to place particular importance on the health service and the support of old age pensioners. Interestingly, the clergy are not as lowly regarded in the North as in the Republic.

## VII. IRELAND & THE WORLD

There is general acceptance amongst Irish 30 year olds that we are regarded by foreigners as being fun-loving, happy, patriotic, outgoing, intelligent, loyal and creative. However, there is also a view that we are probably regarded as too fond of drink and somewhat overly religious. Despite evidence to the contrary (elsewhere in the survey) Irish 30 year olds do not feel that outsiders would perceive them as particularly racist or prudish. Three out of five are in favour of 'political' asylum in Ireland, but one in four would oppose a general influx of refugees from Eastern Europe. Just over half the sample feels that we are generally tolerant of refugees.

The principle defining aspects of our national identity are believed to be our culture, sense of humour, way of life and history. Interestingly our politics, media and religion are not felt to be significant contributors to our national identity.

There is widespread enthusiasm for Irish involvement in the EU, EMU and United Nations while a majority would oppose membership of NATO or the British Commonwealth.

Broadly speaking, 30 year olds are strongly in favour of neutrality with the only noticeable opposition to it occurring among farmers, those less well educated and among single men who live with their parents.

30 year olds are generally quite convinced that the quality of life in Ireland is much better than overseas, although this conviction is not as strongly shared by returned emigrants or particularly, those who live in the North. Almost a third of Southerners, but only 1 in 6 Northerners, have lived overseas. The average length of the emigrant period was three years and returned emigrants are generally quite upbeat about the experience. The exception tends to be among those who have emigrated to the UK, where the quality of life is believed to be considerably poorer than that in Ireland. The claimed likelihood of emigration after the age of 30 is considerably lower, with roughly 14% believing that there is some likelihood of their emigrating in the future. Interestingly, returned immigrants are somewhat more likely to countenance a longterm future overseas.

Despite the strongly endorsed views that we are progressively more open-minded and externally focused, substantial minorities do not wish to live in close proximity to immigrants, people of different race and, particularly, itinerants or travellers. While 30 year olds favour famine relief to those in distress elsewhere they would rather not be exposed to social problems on their own doorsteps.

Underscoring this hard-heartedness, we note that about seven in ten thirty year olds feel that dole recipients should be required to perform some form of community service.

It should not be surprising that 30 year olds feel that the Celtic Tiger has fuelled greediness in Ireland.

Northerners feel that customs and traditions have been strongly defining aspects of their national identity. They also worry that the external view of the North is of a people who are comparatively less outgoing and optimistic.

## VIII. RELIGION

Religious practice is not particularly widespread amongst 30 year olds in Ireland, with just a third, either North or South, claiming to be weekly attenders at religious services. Single women tend to be the most frequent attenders and in the North, Catholics claim to attend religious services considerably more regularly than Protestants.

Almost two-thirds of Southerners and one half of Northerners claim to attend services less often than when they were children. There is evidently much less conviction in relation to organised religion than among previous generations. There are some curious contradictions in relation to personal beliefs in the Republic. Almost all 30 year olds believe in God, but far fewer think that Heaven exists. Three-quarters believe in Hell, but only half that number credit the existence of the devil. This seems to suggest that goodness is personified, or “given a face”, while evil and suffering is objectified and distanced from oneself.

Despite this there remains widespread belief in some fundamental tenets of Christianity, such as God, Hell, the soul, sin and miracles. Interestingly, in Northern Ireland, belief in both Heaven and the Devil registers at almost double the level in the Republic.

Although there is general acceptance that personal growth and spirituality are important, other viewpoints strongly expressed indicate that the Church tends to be out of step with young people and that far fewer people will bother with organised religion in 20 years time. Nonetheless, substantial numbers would still wish to see their children being taught classes in religion, highlighting one of the more interesting contradictions apparent in the study.

## IX. MONEY & MATERIALISM

Money may have proved to be a lower order priority behind family and friends, although it must be acknowledged that 30 year olds principle yearnings and worries would seem to relate to material matters. 31% spontaneously indicated that they would like to have more money or to win the lotto, emerging as the over-riding desire ahead of “falling in love” (13%), owning a home or a bigger home (9%) or having a child (9%).

Irish 30 year olds generally feel that they are “doing better than average” than other people. Almost 40% believe that they are ‘better off’ while just 11% consider themselves ‘worse off’. Men and those who don’t have any children are the most upbeat about their personal affluence, while people who live on their own (presumably single income), or who finished education at a younger age, tend to feel they are doing less well. Interestingly, in the context of returned emigrants, there is a more depressed perspective of their relative affluence. Reflecting the ongoing buoyancy of the economy, those who have never lived abroad are somewhat more likely to believe that they are doing better than the average 30 year old.

Many 30 year olds believe that they spend excessively, or well above average, on their children, food, holidays, socialising and the home. While women admit to slight overspending on their clothes and appearance, they principally “go out on a limb” in the context of their children and home. Men, by contrast, ignore ‘the nest’ and go to extremes of spending when socialising or indulging themselves and their hobbies.

Northerners generally perceive themselves as less affluent on average. Nonetheless, they claim to indulge their children particularly, and acknowledge that they may overspend on alcohol while underspending in relation to their health.

## X. WORKING LIVES

The average (working) 30 year old works for slightly more than 41 hours per week. However this figure disguises a substantial proportion (one in eight) who work in excess of 50 hours per week. Given that working takes up so much of these young people's lives it is not surprising to note that they regard themselves as hard working, successful and ambitious. Generally, most of them believe that they are good at what they do and they tend to take considerable pride in their work. Only a minority believe that they are badly paid and few agree with the statement that "work is only a means to an end". Just four in ten would given up work if they were lucky enough to win the Lottery. Workplace stress is widespread, reportedly encountered by as many as one worker in two.

Despite this, the vast majority claim to be happy in their work, with good pay regarded as the fundamental contributor to workplace happiness. Interestingly, few regard working regular hours as being a central contributor to workplace happiness, while lengthy holidays are equally disregarded as fundamental component of happiness in work. The majority of 30 year olds believe that their current occupation is more fulfilling than that in which their parents are, or had been, engaged in.

Of those who expressed a preference for a boss of a particular gender (about four in ten), the vast majority – three out of four – would rather a male boss. Even among working women the preference for a male boss is substantial: about 2:1 of those who expressed a preference.

## **XI. MEDIA**

Current media focus asserts the importance of the Internet to today's young adults. Nonetheless, just a third of 30 year olds actually has access, and this tends to be heavily concentrated among the middle classes.

The attitude to Irish TV suggest that it is somewhat old in emphasis, while strong interest in UK or US programming is claimed. In this light, favoured programmes tend to be foreign soaps and drama series.

Interestingly, Eamonn Dunphy emerges as the single Irish media personality who is broadly felt to be on the same wavelength as 30 year olds generally. He outperforms Pat Kenny and Gerry Ryan by a wide margin.

**APPENDIX 1**  
**TECHNICAL INTRODUCTION**

**Behaviour & Attitudes**

Behaviour & Attitudes Marketing Research is one of Ireland's leading consumer and marketing research agencies, working both locally and internationally for clients across many sectors. The agency specialises in insightful qualitative and quantitative research studies and has been in operation for 15 years. It employs 30 full-time and 200 part-time staff. The company adheres to the various codes of conduct dictated by its membership of the Marketing Society (Ireland), the Market Research Society (UK) and ESOMAR (the European Market Research Society).

**Sampling Procedure**

The sample was structured to be representative of all 30 year olds, North and South, with interviewing undertaken door-to-door at 100 random sampling points in the Republic and 20 in Northern Ireland.

Interviewers began with a randomly selected starting address, within a sampling area selected with probability proportional to population. The regional and urban/rural distribution of interviews was pre-determined in line with available census data for those currently aged 30. Subsequent analysis of the data has revealed that the two samples closely match the known population of 30 year olds in respect of key demographic indices such as sex, social class, occupational status etc.

Although respondents were not paid for participation, they received a small financial token for the time involved in completing this survey.

## Interview Procedure

The interviews upon which this report is based were undertaken in two stages. The first, interviewer administered, stage recorded factual data, in addition to attitudinal viewpoints of a non-controversial nature. This interview took somewhere between 40 and 60 minutes to complete in each instance. The second stage of the interview involved the completion of a booklet by the respondent, in which there were a variety of questions about sex and relationships, drug and alcohol use, and other potentially more personal and embarrassing topics. Respondents were allowed 24 hours to complete this booklet, which was returned in a sealed envelope to the interviewer but, which could be related to their earlier responses and observations. The subsequent data set was used for analysis and reporting purposes only. It is not retained on a database of any sort and will be destroyed within a calendar year of fieldwork.

It might be argued that respondents could exaggerate their behaviour or attitudes, or adopt more controversial viewpoints when completing a self-completion questionnaire, as opposed to being interviewed by an interviewer. We must acknowledge that there is more possibility for exaggeration or concealment in a self-completion interview, although the personal nature of some of the topics under review necessitated that this methodology was pursued. From our experience of conducting studies of this sort over the years, we believe that the vast majority of people are generally truthful in their responses. The study is likely to be as accurate an overview of the lives, attitudes and experiences of 30 year olds as can be realistically achieved.