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Digital Consumer Trends 2025

Ireland

Generative AI

Unlocking the potential of Generative AI: Overcoming knowledge barriers to move towards everyday use

Business leaders need to start asking what they can do to integrate GenAI into their organisation. Our report reveals that Generative AI is no longer emerging—it's here. Employers will uncover the facts, challenges, and the tremendous potential of this technology when integrated correctly.

Awareness and usage has increased: 73% of respondents are aware of GenAI (up from 65%) and almost half (48%) have used GenAI. 46% now use it more regularly than monthly (up from 27% in 2023).

Users are not aware how to fully optimise: Over two thirds (67%) feel they are more productive using the tools however, only a quarter agrees their company actively encourages the use of GenAI at work. Gains are being left on the table and 9/10 companies lack a policy[1].

Lack of knowledge is preventing everyday use: While most GenAI users use it for personal purposes, over a third (36%) have used it for work with the most common applications are writing emails and looking up information, both at 44%. For those not using these tools, the biggest reason was a lack of knowing how to use the tools well (24%).

Respondents worry GenAI will replace jobs: Uncertainty around the future workforce remains a concern with 60% of those using GenAI stating it will reduce the number of jobs available in the future and 46% feeling it will impact their role.

Lack of understanding benefits in the workplace: Only 24% of users report active promotion of AI technologies by their organisations, highlighting a need to develop comprehensive AI strategies and supportive environments.

A big lack of trust: Two thirds of Irish respondents are less likely to use GenAI powered customer services, meaning there is a gap in trust with AI customer service agents.

AI is a primarily male-dominated tool: Gender disparities exist, with 80% of men versus 64% of women aware of GenAI, but actual usage rates are similar (64% male, 67% female); women may require more support and training due to higher exposure to AI automation in certain job sectors.

[1]With Little Employer Oversight, ChatGPT Usage Rates Rise Among American Workers https://www.business.com/technology/chatgpt-usage-workplace-study/

Almost half of the respondents' report using GenAI less than monthly due to issues and concerns

Key Takeaways:

- 46% of users engage with AI tools less than monthly, primarily due to a lack of understanding (24%) and dissatisfaction with answer quality (18%).
- Concerns include poor integration into existing processes, data privacy, and copyright issues, with privacy being a concern for 17% of users.
- Providing comprehensive training, feedback-driven integrations, addressing privacy, and intuitive interfaces can promote more frequent and confident use of AI tools.

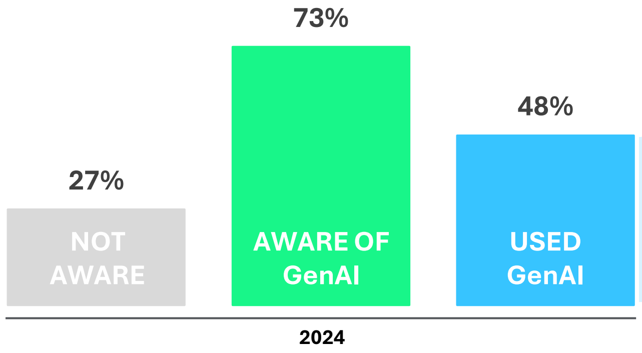
There is a high level of interest and initial experimentation. People are curious and want to try GenAI, but sustained engagement is limited. We might even say there's a lot of "hype" around it that dies off over time.

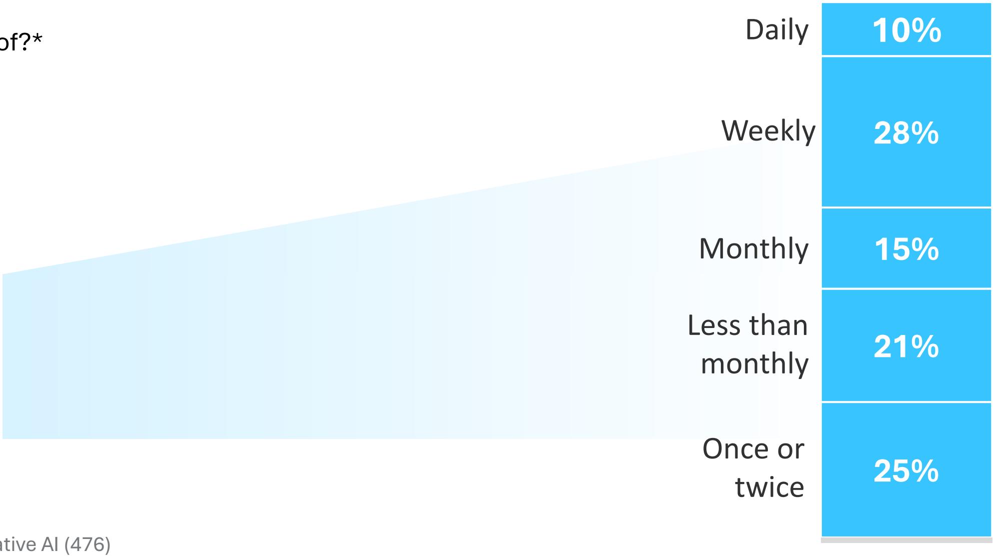
Of those that use GenAI infrequently, we're seeing it be due to a lack of understanding of how to effectively use the tools (24%), dissatisfaction with the quality of the generated answers (18%), and others simply forget to use these tools in their regular workflows (18%).

Among GenAI users, more than one in four use GenAI weekly, but 46% use it less than monthly.

Awareness of GenAI

Which, if any, of the following Generative AI tools are you aware of?*
Which, if any, Generative AI tools have you used?





Frequency of GenAI Use

Which of the following best describes your use?** [Of those who have used GenAI]

Weighted base: All respondents aged 18-75, 2024 (1,000), who have used generative AI (476)
*Respondents given a range of GenAI tools to choose from; including "Another". ** Full scale was (At least oncee a day; At least once a week; At least once a month; Less often than once a month; I used it once or twice to try; Don't know)
Source: Deloitte Digital Consumer Trends, IE, October 2024

Differing trends in AI usage based on age and gender

Key Takeaways:

- Awareness of GenAI is highest among younger individuals (85% of ages 18-24), with usage dropping significantly in older age groups; only 20% engagement in ages 65-75, highlighting the need for inclusive AI strategies.
- Gender disparities exist, with 80% of men versus 64% of women aware of GenAI, but actual usage rates are similar (64% male, 67% female); women may require more support and training due to higher exposure to AI automation in certain job sectors.
- Most use GenAI for personal reasons (69%), with professional (36%) and educational (38%) uses also significant, suggesting the need for tailored approaches to boost engagement and close gender and age gaps.

As we'd expect with most advanced technology, awareness and usage is highest among younger individuals (18-24) – they're the early adopters. When we look at the working cohorts (25-64), there's a steady decline in awareness and usage. This highlights how important it is to consider GenAI when looking at your Talent strategy. Your earlier in career talent is already using this technology, and to some extent expects organisations to provide opportunities to use it as well.

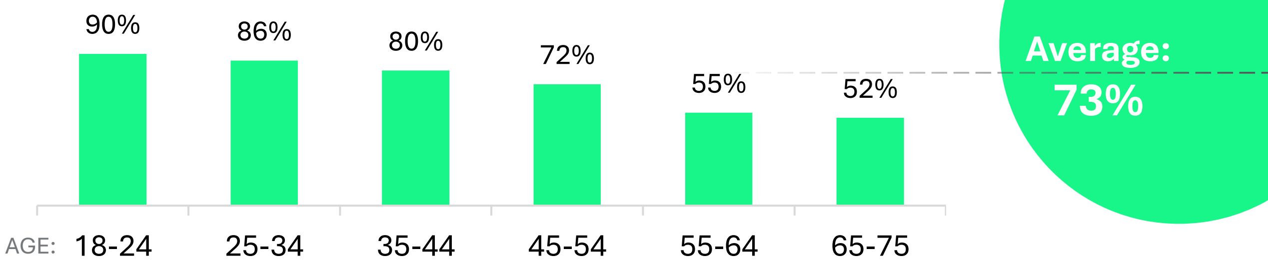
Gender differences also play a role when it comes to awareness (80% of men versus 64% of women), but the actual usage rates are similar between genders (64% male, 67% female). Despite this, women may need more transitional support and training as Generative AI sweeps through organisations as they are in occupations that are highly exposed to GenAI (8/10 women vs 6/10 men). *[Generative AI and the future of work. Deloitte AI Institute]*

Employers should consider tailored approaches for GenAI in the workplace. They can enhance workplace AI tools to boost professional usage to address gender and age disparities by ensuring that resources and training are accessible to all and build a comprehensive change management strategy to increase adoption and impact of AI tools.

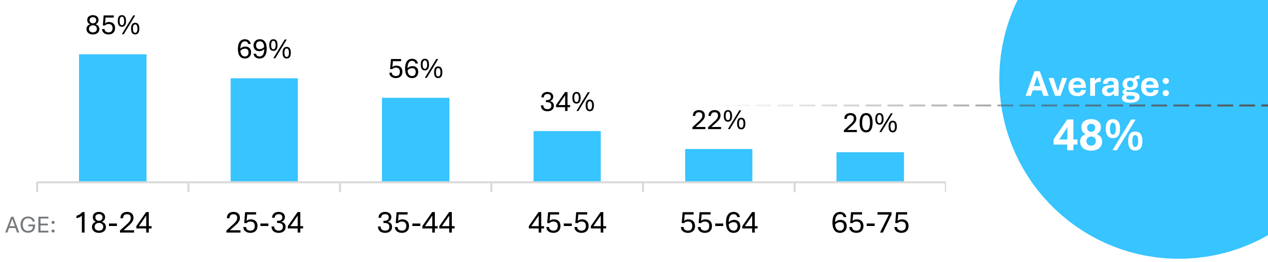
Awareness and usage of GenAI tools are higher among younger age groups

Generative AI:

- Which, if any, of the following Generative AI tools are you aware of?* [Any]



- Which, if any, Generative AI tools have you used? [Any]

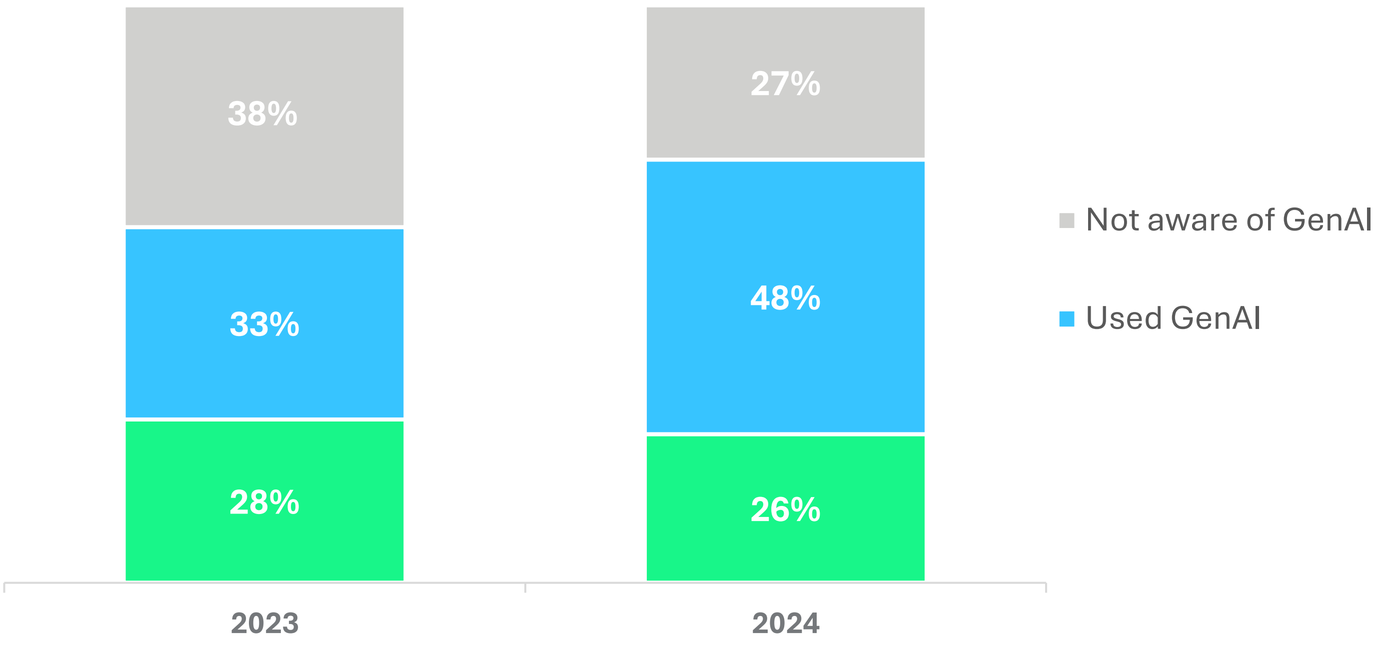


Weighted base: All respondents aged 18-75, 2024 (1,000) - Age ranges: 18-24 (124), 25-34 (175), 35-44 (222), 45-54 (194), 55-64 (158), 65-75 (127); who aware of any Generative AI tool, 2024 (731) - Age ranges: 18-24 (112), 25-34 (151), 35-44 (177), 45-54 (139), 55-64 (87*), 65-75 (66*) *Caution: Low bases*
*Respondents given a range of GenAI tools to choose from; including "Another".
Source: Deloitte Digital Consumer Trends, IE, October 2024

Adoption of Generative AI is up compared to last year, with almost half of adults in Ireland who have used a GenAI tool. However, over a fourth have not heard of it.

Generative AI awareness

- Which, if any, of the following Generative AI tools are you aware of?*
- Which, if any, Generative AI tools have you used?**



73%

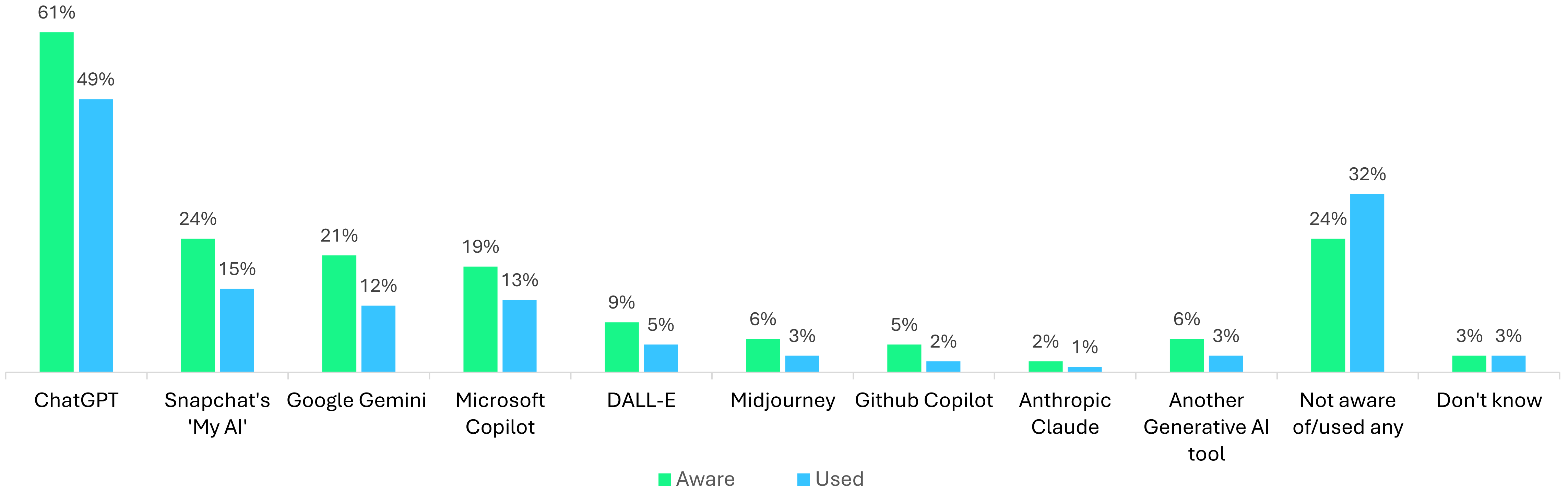
are aware of GenAI

Weighted base: All respondents aged 18-75, 2023 (1,000), 2024 (1,000)
*Respondents given a range of GenAI tools to choose from; including "Another"; **Those who were aware of generative AI but did not know if they had used it were aggregated into "Aware of GenAI, not used it".
Source: Deloitte Digital Consumer Trends, IE, October 2024

ChatGPT remains the most popular Generative AI tool among consumers in Ireland

Generative AI tools awareness

- Which, if any, of the following Generative AI tools are you aware of?* - All respondents
- Which, if any, Generative AI tools have you used?** - All respondents aware of any GenAI tool

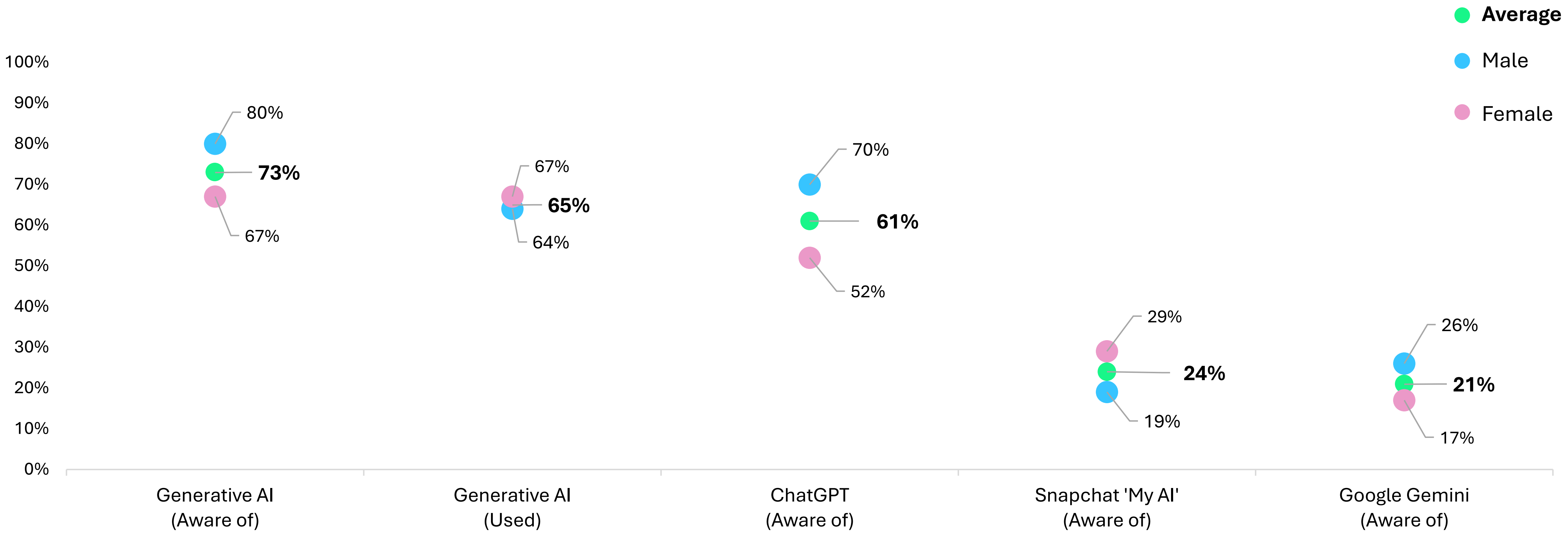


Weighted base: All respondents aged 18-75, 2024 (1,000), who aware of any Generative AI tool, 2024 (731)
*Respondents given a range of GenAI tools to choose from; including "Another"
Source: Deloitte Digital Consumer Trends, IE, October 2024

Gender splits are significant in awareness of Generative AI overall, but similar in usage

Generative AI

- Which, if any, of the following Generative AI tools are you aware of?*
- Which, if any, Generative AI tools have you used?



Weighted base: All respondents aged 18-75, 2024 (1,000), who aware of any Generative AI tool, 2024 (731)
*Respondents given a range of GenAI tools to choose from; including "Another"
Source: Deloitte Digital Consumer Trends, IE, October 2024

Low frequency users: Concerns and ease of use

Key Takeaways:

- 46% of users engage with AI tools less than monthly, primarily due to a lack of understanding (24%) and dissatisfaction with answer quality (18%).
- Concerns include poor integration into existing processes, data privacy, and copyright issues, with privacy being a concern for 17% of users.
- Providing comprehensive training, feedback-driven integrations, addressing privacy, and intuitive interfaces can promote more frequent and confident use of AI tools.

Concerns about perceived ease of use and outcome satisfaction suggest that users might feel the tools do not integrate seamlessly into their existing processes or fail to provide consistent value. Moreover, worries about data privacy and potential copyright infringement also contribute to hesitancy, with around 17% of respondents expressing these concerns.

To combat these challenges, organisations should focus on providing more comprehensive training and support. Encouraging feedback-driven integrations will help ensure that AI outputs meet user needs. This can help transition hesitant users into more frequent, confident users. Additionally, addressing privacy issues openly and integrating AI tools into more intuitive interfaces may further enhance regular usage, as it might reduce the fear around not understanding how to use it ethically.

46%

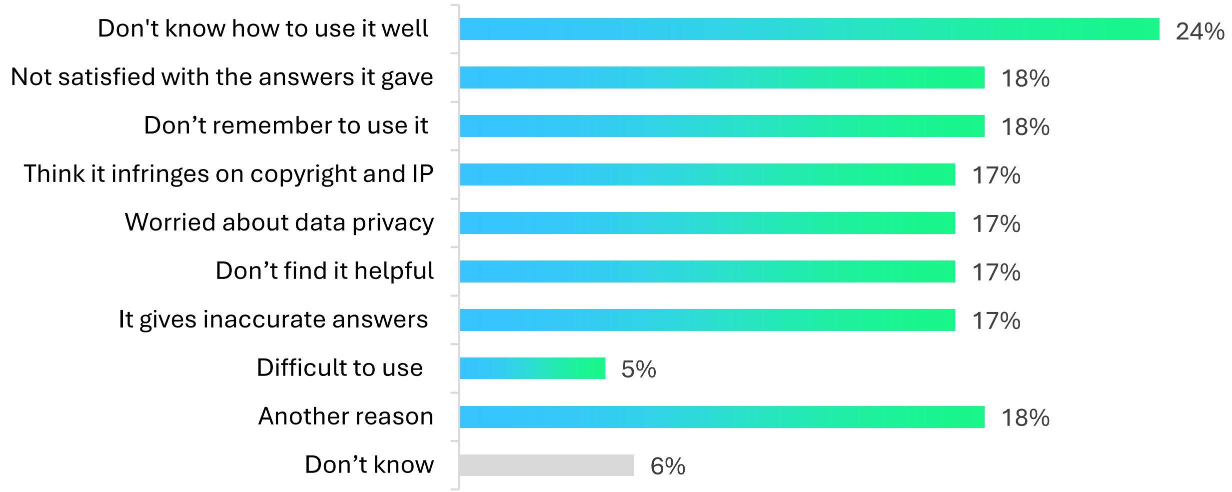
of GenAI users now use it less than monthly

1 in 4 low frequency GenAI users do not know how to use it well, and about 1 in 5 find the answers it generates unsatisfactory, or don't remember to use it .

Low Frequency Users

Why don't you use GenAI more frequently?

[Of those who use GenAI less than monthly]



Weighted base: All respondents aged 18-75 who have used GenAI less often than once a month or once or twice to try (219)

Source: Deloitte Digital Consumer Trends, IE, October 2024

Irish employees are ahead of employers

Key Takeaways:

- 67% of GenAI users report being more productive at work however only a quarter of employees currently feel that GenAI use is actively encouraged.
- In the workplace, GenAI is mainly used for writing, editing, information retrieval, and generating ideas, with 44% of users employing it for email-related tasks.
- Creative and analytical applications include text creation (38%) and summarization (35%), with AI usage in data analysis and image generation also on the rise.
- Only 24% of users report active promotion of AI technologies by their organisation, highlighting a need to develop comprehensive AI strategies and supportive environments.

There is major need for employers to further invest and drive adoption to realise further benefits.

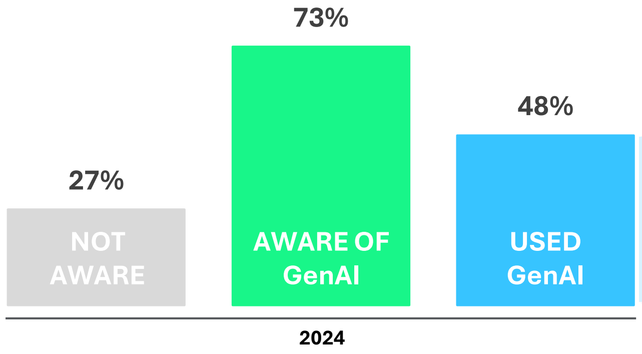
There is a risk for organisations not reacting to the uptake in usage as those that use GenAI feel (wrongly) that the outputs are accurate (34%) and unbiased (28%)

Irish employees are ahead of employers and ready to take advantage of GenAI. Employers need to back this up with initiatives and investment for organisational changes to take place. Hackathons, AI fluency training, supportive policies and Openness and transparency on successful use cases are all key to encouraging and enabling employees to leverage these new tools for improved performance.

While most GenAI users use it for personal purposes, over a third (36%) have used GenAI for work.

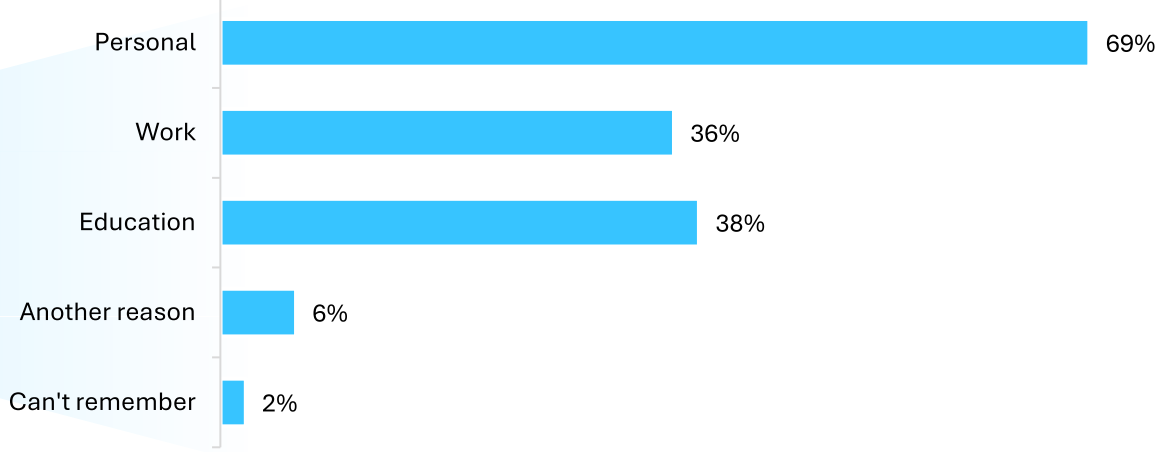
Awareness of GenAI

Which, if any, of the following Generative AI tools are you aware of?* [Any]
Which, if any, Generative AI tools have you used?



Users: Purpose of Use

Which of the following purposes have you used any Generative AI for?
[Of those who have used GenAI]

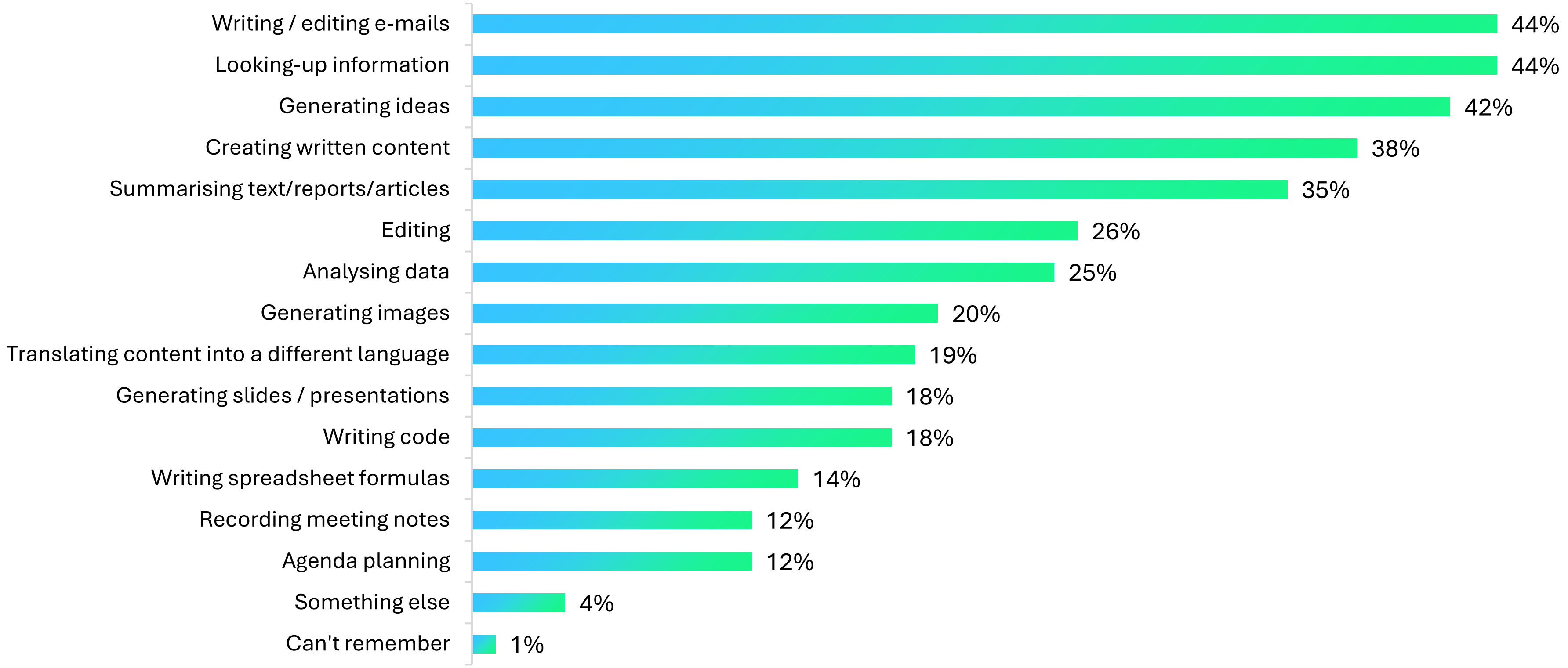


Weighted base: All respondents aged 18-75, 2024 (1,000), who have used generative AI (476)
*Respondents given a range of GenAI tools to choose from; including "Another".
Source: Deloitte Digital Consumer Trends, IE, October 2024

Writing or editing emails and looking-up information are the most common applications of GenAI tools for work purposes

Using GenAI for Work: Work Tasks

- Which of the following work tasks have you used any Generative AI tools for? [Of those who have used GenAI for work]

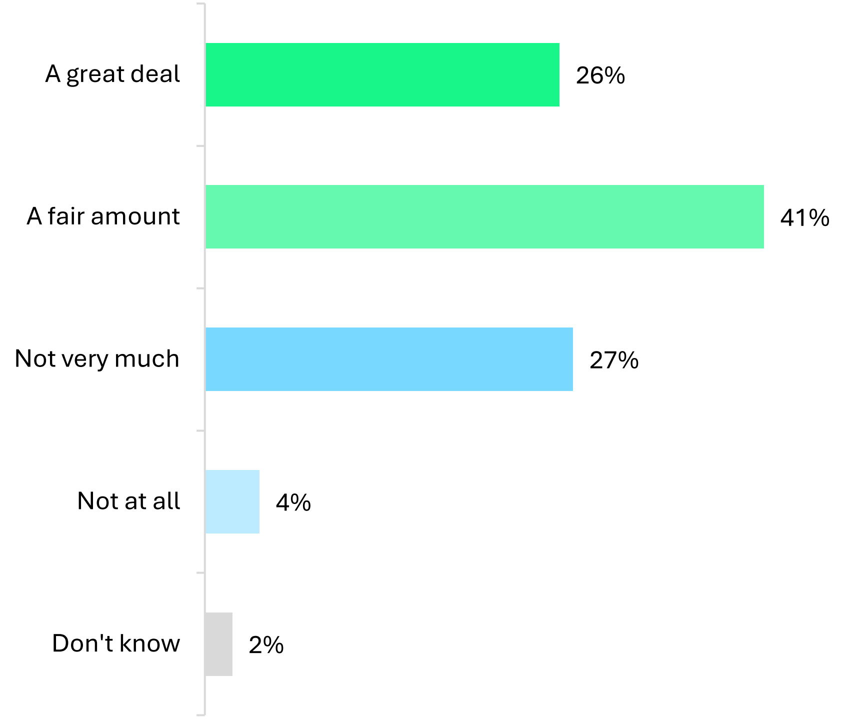


Weighted base: All respondents aged 18-75 who have used generative AI for work, 2024 (170)
Source: Deloitte Digital Consumer Trends, IE, October 2024

Two thirds of those using GenAI for work purposes claim productivity boost at work; however, only a quarter agrees their company actively encourages the use of GenAI at work

Using GenAI for Work: Productivity Boost

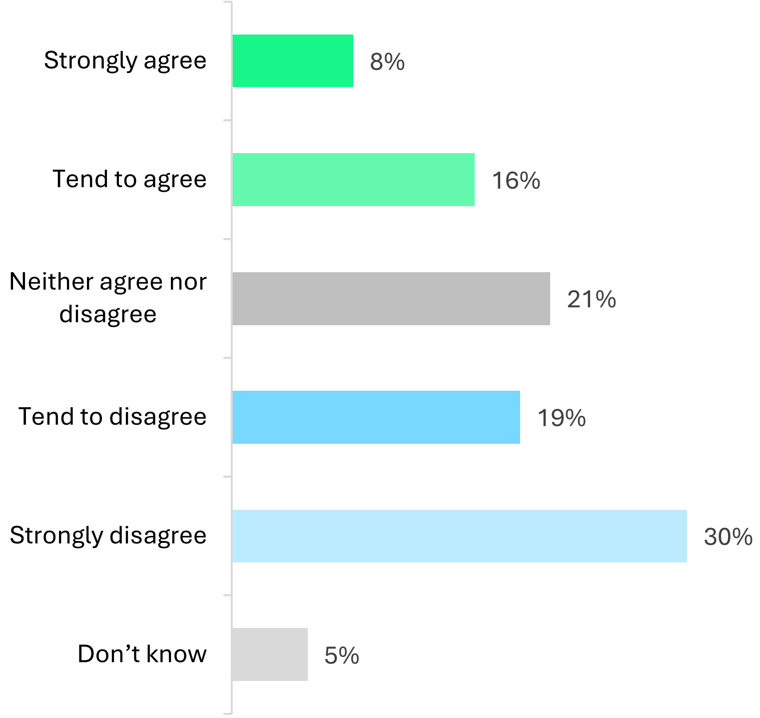
- To what extent, if at all, do you think GenAI boosts your productivity at work?
  [Of those who have used GenAI for work]



Weighted base: All respondents aged 18-75 who have used generative AI for work, 2024 (170)
Source: Deloitte Digital Consumer Trends, IE, October 2024

Aware of GenAI: Company Encouragement

- To what extent do you agree, or disagree, with each of the following statements?
  My company actively encourages the use of GenAI at work"
  [Of those who are aware of GenAI, in employment]



Weighted base: All respondents aged 18-75 in employment who are aware of generative AI (478)
Source: Deloitte Digital Consumer Trends, IE, October 2024

Lack of Trust in AI

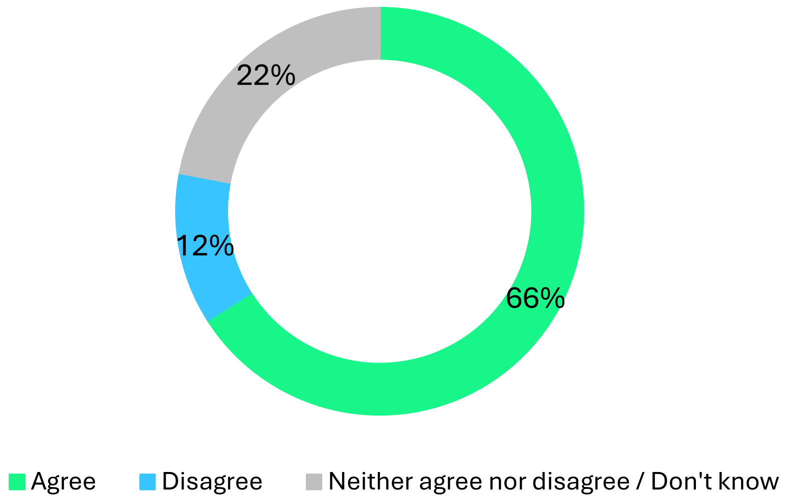
Consumers report being less likely to trust and engage with AI driven customer service agents.

- The GenAI rollout will have implications on consumer trust and engagement.
- Two thirds of Irish respondents would be less likely to use GenAI powered customer services. To counter this GenAI rollout needs to focus on improved customer experience rather than just internal efficiency gains.
- Coupling robust governance structures with ethical, transparent and trustworthy AI along with ensuring a human remains in the loop will help to mitigate for the limitations of GenAI and improve customer experience.
- Customers will overcome this hesitancy once they directly benefit from these new technologies and build trust in the information provided from AI driven assistants.

About two thirds of those aware of GenAI would be less inclined to trust AI-generated e-mails and to use customer services if conversing with a GenAI assistant.

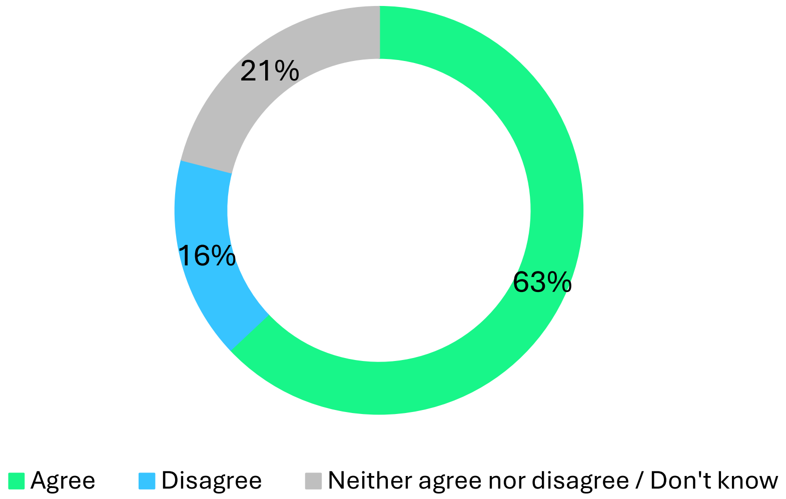
- To what extent do you agree or disagree with the following statements? [Of those aware of generative AI]

*"I would be **less inclined to trust an email** if I knew it was created using Generative AI."*



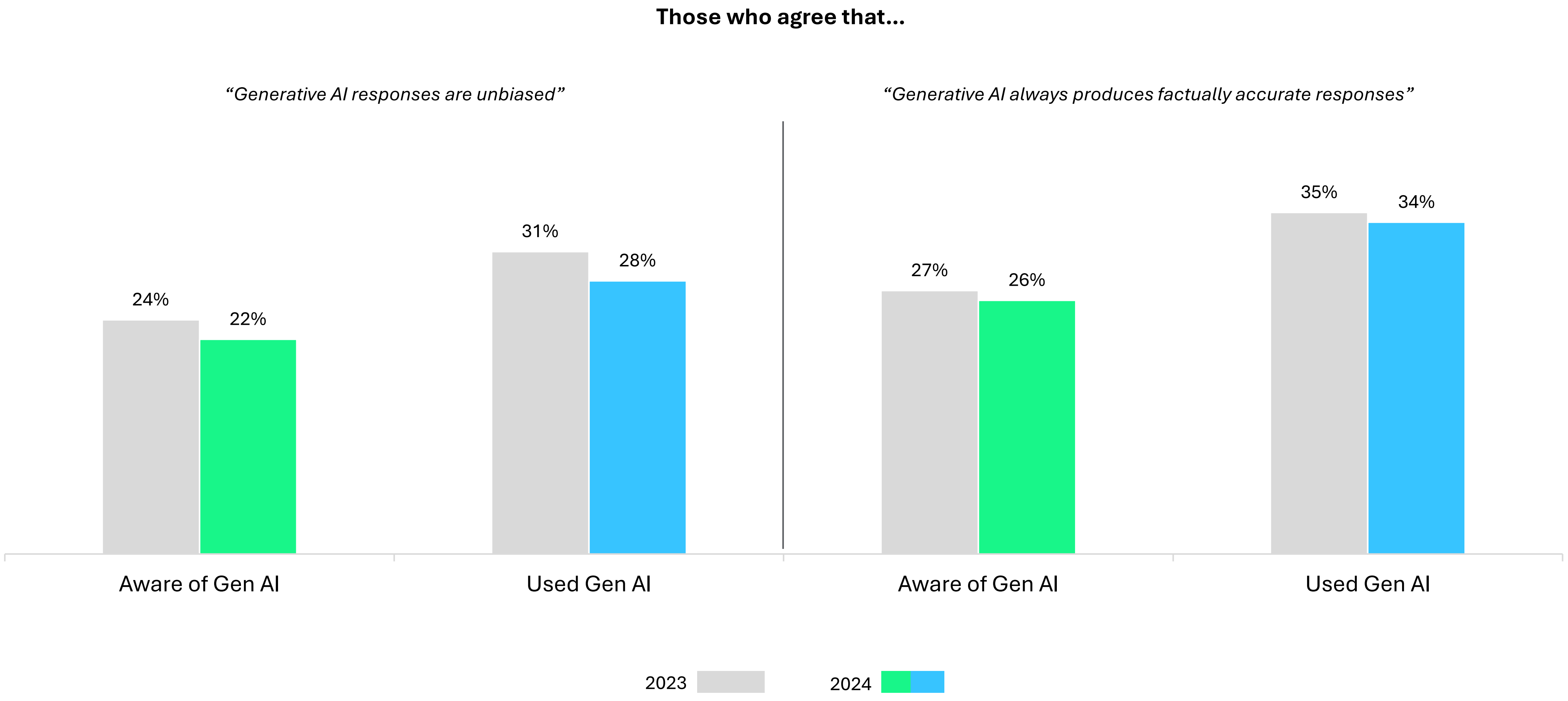
Weighted base: All respondents aged 18-75, who are aware of generative AI, 2024 (731)
Source: Deloitte Digital Consumer Trends, IE, October 2024

*"I would be **less inclined to use customer services** if I knew I was convaersing with a Generative AI assistant."*



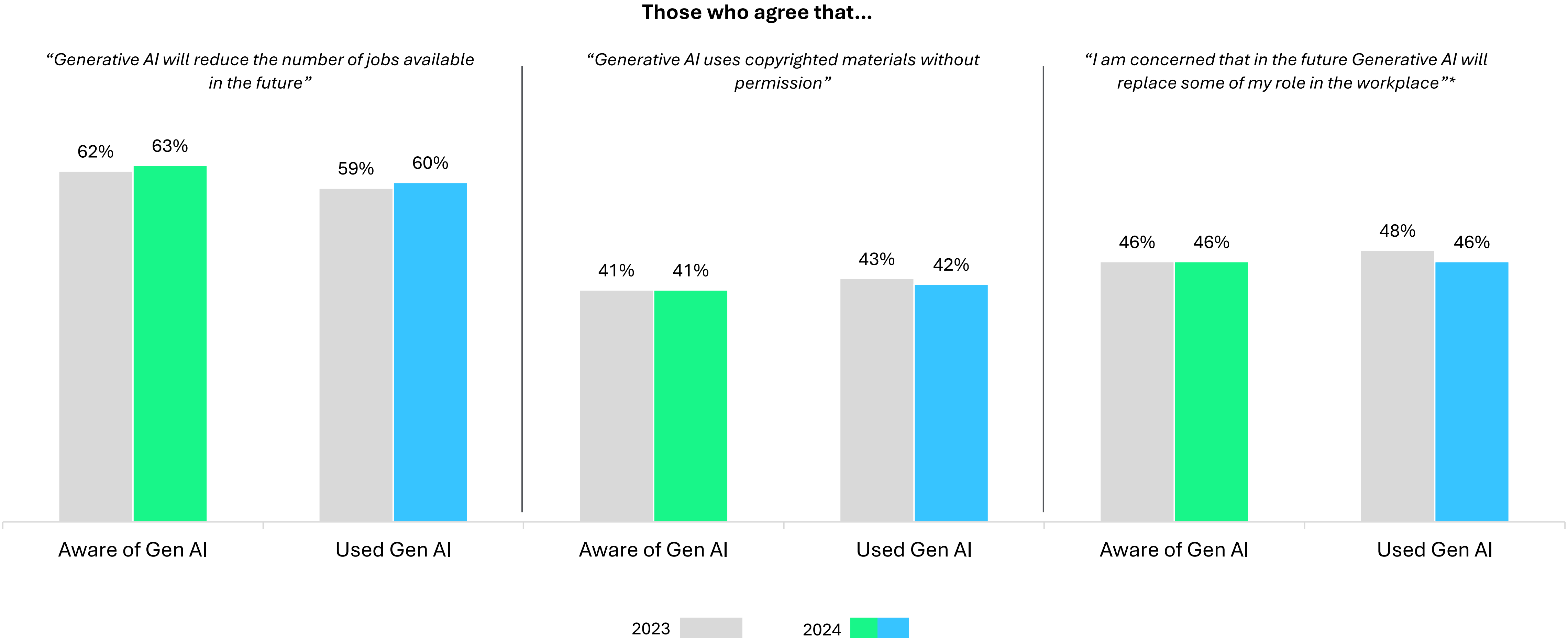
Weighted base: All respondents aged 18-75, who are aware of generative AI, 2024 (731)
Source: Deloitte Digital Consumer Trends, IE, October 2024

Those who have used Generative AI remain more likely to agree that GenAI responses are unbiased and factually accurate



Weighted base: All respondents aged 18-75, 2023/2024 (1,000/1,000), who are aware of any Generative AI tool (621/731), who have used any Generative AI tool (336/476)
Source: Deloitte Digital Consumer Trends, IE, October 2024

Those who have used Generative AI remain more likely to agree that GenAI responses are unbiased and factually accurate



Weighted base: All respondents aged 18-75, 2023/2024 (1,000/1,000), who are aware of any Generative AI tool (621/731), who have used any Generative AI tool (336/476)
*Working adults who are aware of generative AI (453/515), Working adults who have used any Generative AI tool (243/354)
Source: Deloitte Digital Consumer Trends, IE, October 2024

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Digital Usage & Behaviours

Highlights | Digital Usage & Online Behaviours

Digital Usage

- Most device access has remained relatively stable overall in terms of penetration. After several years of consistency, smartphone penetration is down 1% to 95% (2023: 96%).
- There has been a significant decrease in wearables from 55% (67%: 2023), reversing the significant increase seen in the prior year.
- Gaming consoles and VR headsets are seeing a downward trend, most likely driven by no significant gaming console releases during 2024.
- Samsung is the most popular smartphone brand at 42% (2023: 38%). Apple is at 38% (consistent with 2023), however it is still the most popular with the 18-34 year old group.
- Most adults (70%) wish they spent less time on devices, up significantly from 67% in the prior year's survey.
- 99% of respondents use their smartphone daily. Three quarters of respondents use their smartphone as soon as they wake up (consistent with 2023). This is highest among 18-24 year olds (87%) and among women (77% of them say so compared to 73% of men).
- 65% of phone owners look at their phone within 15 minutes or less after waking up (2023: 65%) and 34% (2023: 36%) state that they look at their phone at least 50 times a day. Broadly consistent with 2023 responses.

Highlights | Digital Usage & Online Behaviours

The Smartphone

What's next for this must-have device?

- Having remained stagnant for the last three years, smartphone access has plateaued to 95%, down 1% from last year. The smartphone is the device we truly cannot live without. Access to the smartphone far outreaches access to the "old reliables" such as the laptop at 81% and tablet at 61%. It also has consistently high penetration across all ages, unlike other devices which can vary widely.

- The smartphone continues to be the preferred device for banking, online search, browsing, playing games and shopping, while TV remains the preferred for long-form content, such as movies. Yet, despite this, recent smartphone innovations seem to have failed to excite the market, appearing more incremental than revolutionary.

- How we use our smartphone has been evolving over the last number of years, as technology advances and the digitalisation of our daily lives continues. The sheer fact that 95% of people have one means that our dependence has increased beyond the traditional calls, messaging and emails. 47% of respondents now use it to pay for goods and services in-store through digital wallets (up from 36% in 2023), hold tickets or boarding passes while travelling, and accessing online accounts through multi-factor authentication. However, Irish adults do not seem to be clamouring to digital identity solutions; 34% would like smartphone passport integration and 32% to be able to give the details of their driving licence, moving only marginally since 2023.

- The Deloitte TMT Predictions 2025 report expects that "On-device Generative AI could make smartphones more exciting". GenAI may provide a way for smartphones to become more personalised, more aware of user interactions and intentions, and become more intimate through conversational interfaces.

Is our usage concerning?

- We continue to use our smartphones a lot, with 99% using them every day, up 1 percentage point in 2023. This is broadly consistent across gender and age group.

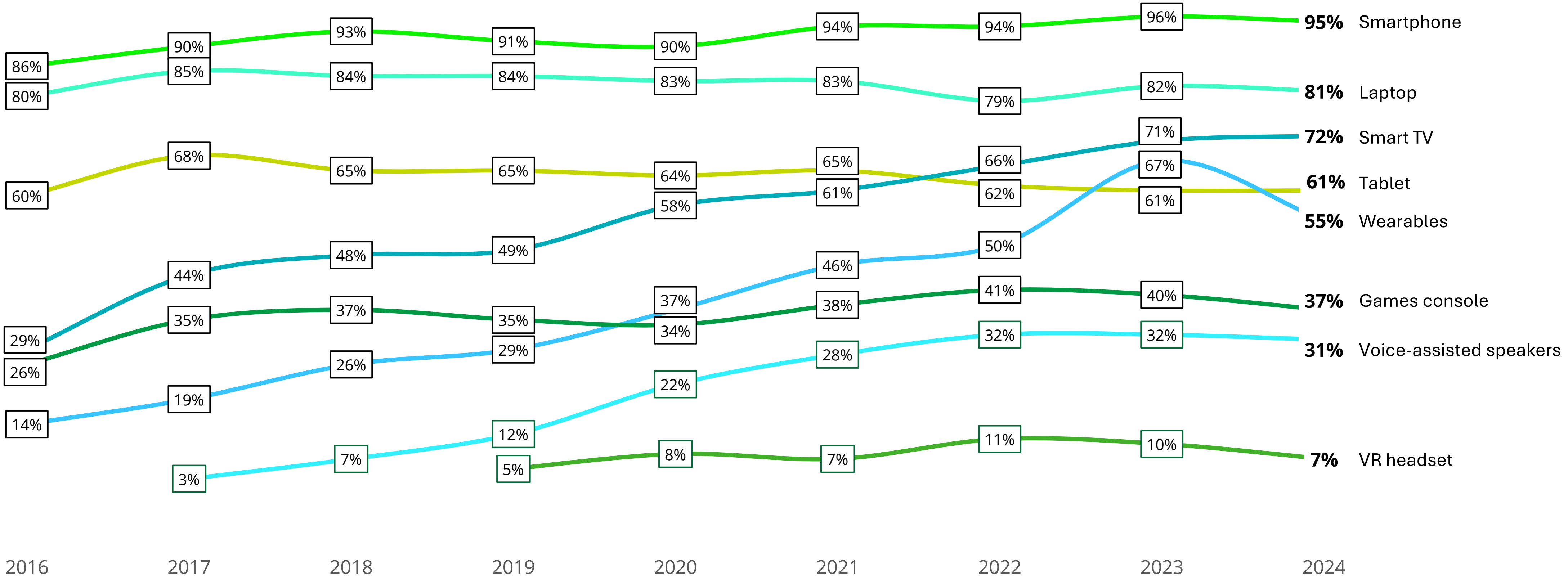
- 74% of respondents agree that they use their smartphone as soon as they wake up, consistent with the prior year; 65% doing so within the first 15 minutes of waking up (2023: 65%) and 47% of respondents use it during mealtime (2023: 43%). Similarly, over half of respondents tend to stay awake later than planned because they are using devices into the night, rising to 73% (2023: 69%) for those between 18-24 years old.

- 34% of respondents check their phone at least 50 times a day, with 15% checking it at least 100 times a day, marginally down from the prior year. The smartphone is well ingrained in our daily lives but may be impacting our social interactions and sleep.

- 70% of respondents (2023: 67%) wish they spent less time on devices, rising to 74% for women compared to 66% for men. Those aged 18 to 44 years continue to express the most concern.

Devices: Access to devices is mostly stable across key metrics and commonly owned devices in Ireland; only wearables are recording a dip following last year pick.

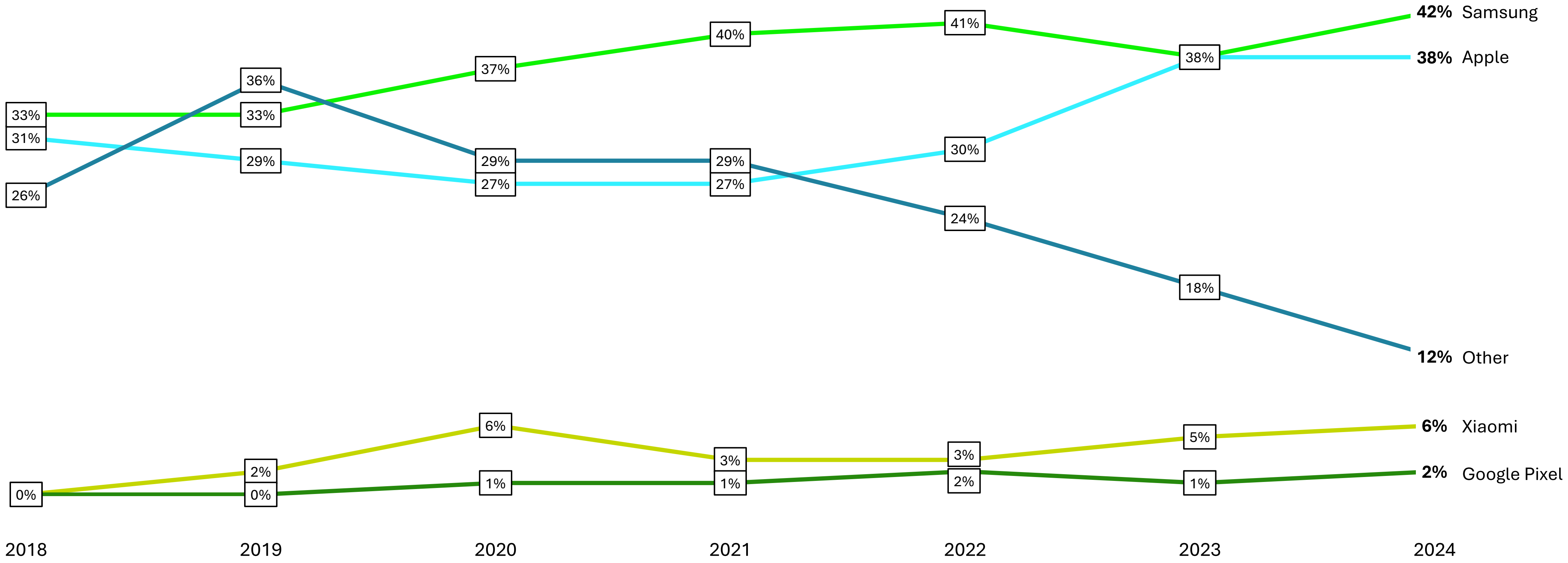
Which, if any, of the following devices do you own or have ready access to?



Weighted base: All smartphone owners aged 18-75, 2018 (931), 2019 (909), 2020 (905), 2021 (941), 2022 (938), 2023 (957), 2024 (972)
Source: Deloitte Digital Consumer Trends, IE, October 2024

Smartphone Market Share: Samsung and Apple continue to lead the market.

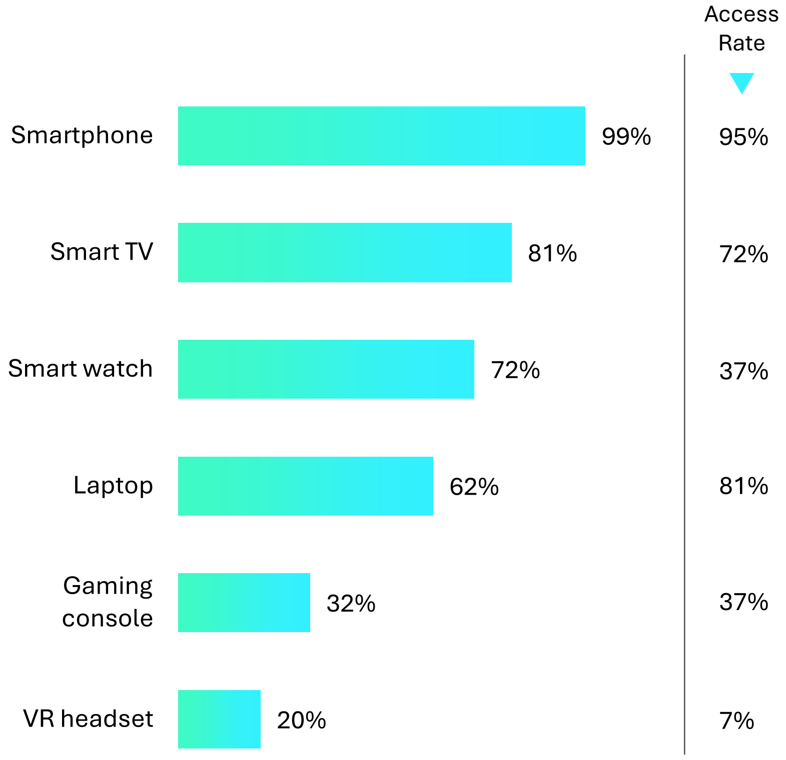
? **Thinking about your main phone, what is the brand of your current handset?**



Weighted base: All smartphone owners aged 18-75, 2018 (931), 2019 (909), 2020 (905), 2021 (941), 2022 (938), 2023 (957), 2024 (972)
Source: Deloitte Digital Consumer Trends, IE, October 2024

Smartphones and Smart TV are the most used daily.

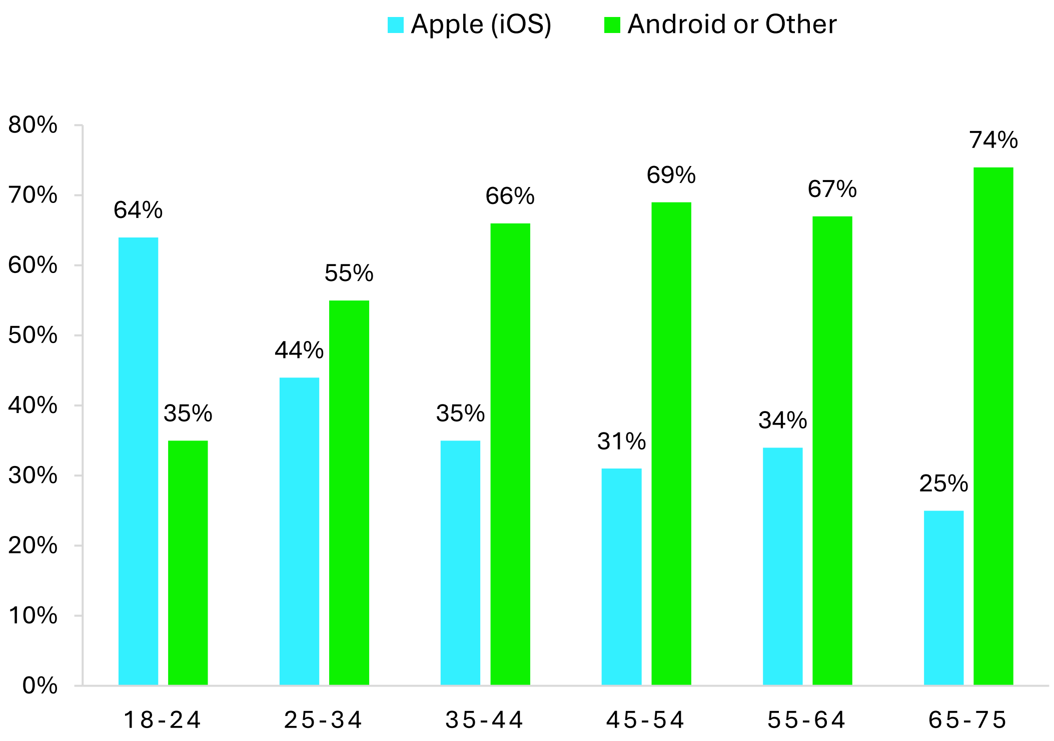
When was the last time you used this device? [In the last day]
[Of those who own or have ready access to each device]



Weighted base: All respondents aged 18-75, 2024, with a smartphone (947), laptop (812), smart watch (371), smart TV (719), games console (370), VR headset (73*) *Caution: Low bases
Source: Deloitte Digital Consumer Trends, IE, October 2024

Younger groups are likely to gravitate to Apple than older groups.

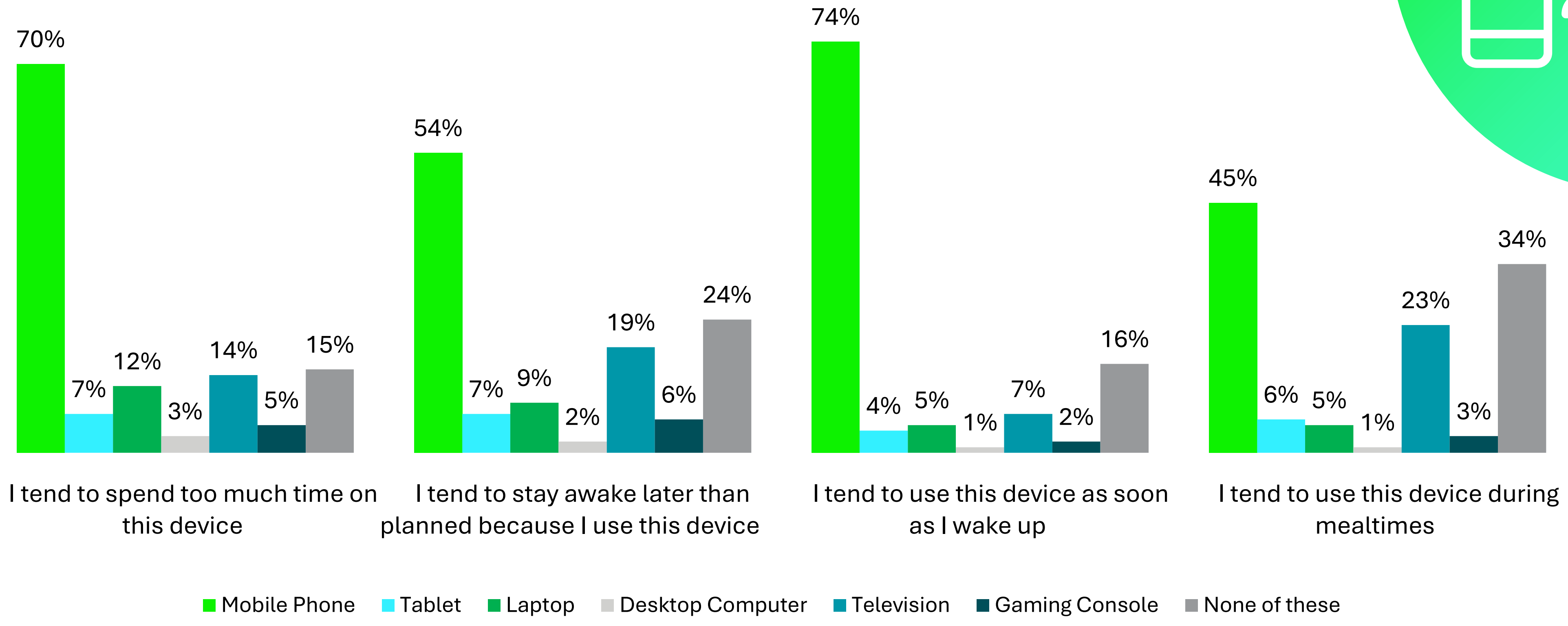
Thinking about your main phone, what is the brand of your current handset



Weighted base: All respondents aged 18-75, who have a phone or smartphone, 2024 (973) - Age ranges: 18-24 (120), 25-34 (170), 35-44 (216), 45-54 (190), 55-64 (155), 65-75 (124)
Source: Deloitte Digital Consumer Trends, IE, October 2024

Three-quarters (74%) of adults use their phone as soon as they wake up. 70% state they tend to spend too much time on their mobile phone.

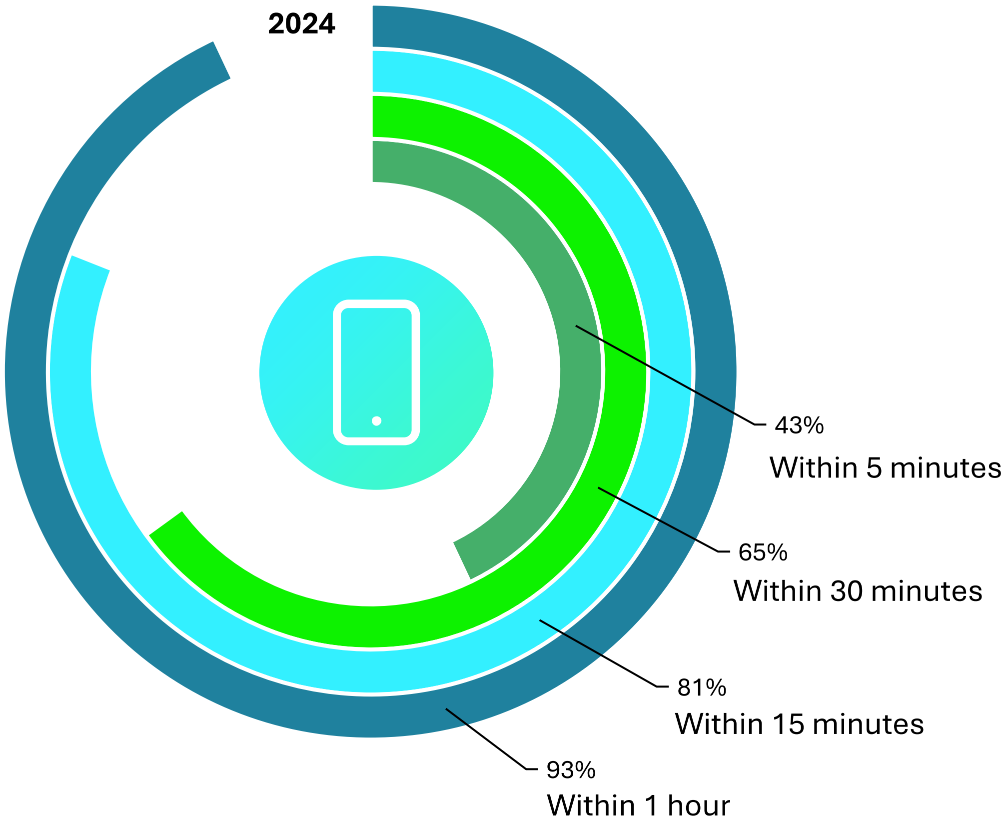
Thinking about the following statements, which of the following devices does it apply to, if any?

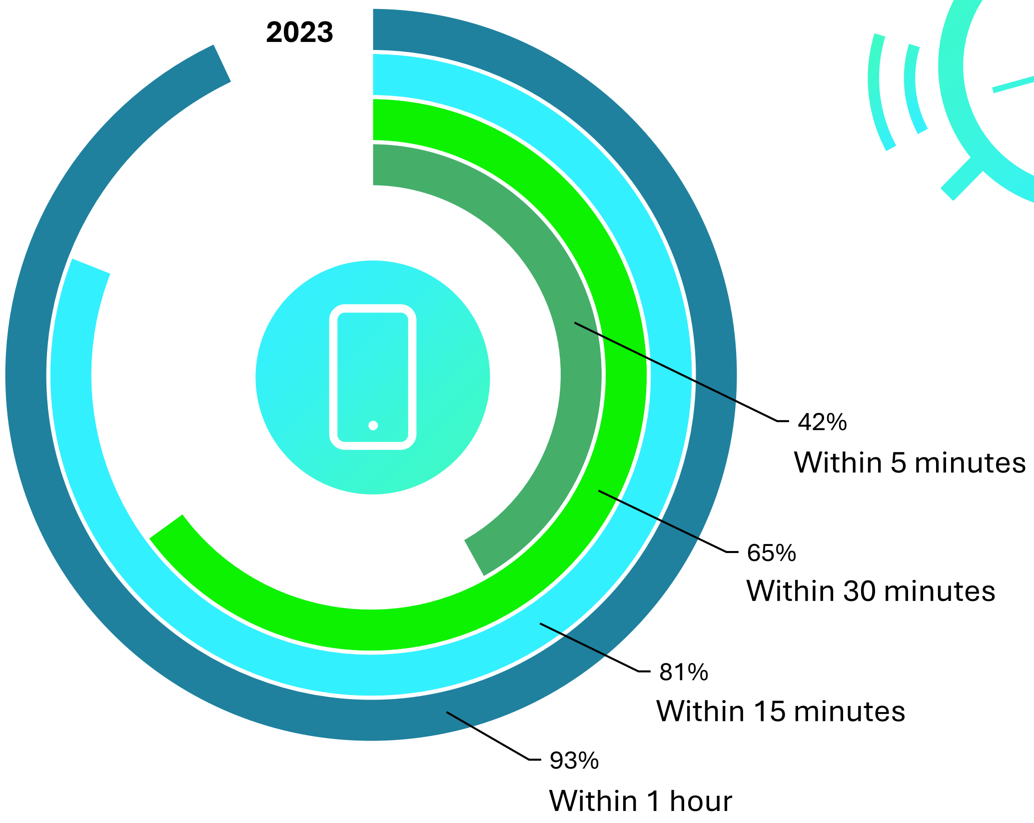


Weighted base: All respondents aged 18-75, 2024, (1,000)
Source: Deloitte Digital Consumer Trends, IE, October 2024

65% of phone owners look at their phone within 15 minutes or less after waking up.

Typically, how long is the interval between waking up and looking at your phone for the first time?





Weighted base: All respondents aged 18-75, 2024, (973), 2023 (986)
Source: Deloitte Digital Consumer Trends, IE, October 2024

Preferred Devices for Various Activities: Mobile is the preferred device for banking, online search, browsing, playing games and shopping, while TV is preferred for long-form content, such as movies.

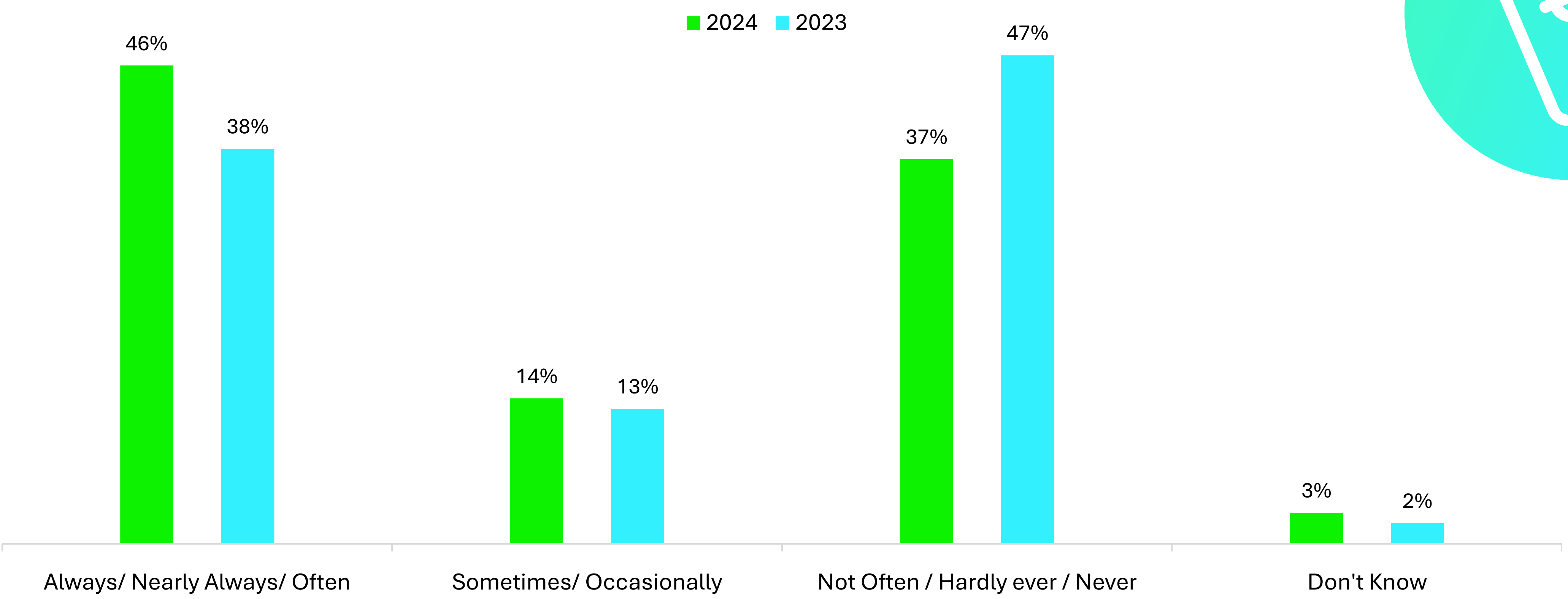
Which, if any, is your preferred device for each of the following activities?

Ireland (2023-2024)	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Browse shopping websites	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile	Laptop (was Mobile)
Make online purchases	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile	Laptop (was Mobile)
Online search	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile
Check bank balances	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile
Play games	Mobile	Gaming console (was Mobile)	Mobile	Gaming console (was Mobile)	Gaming console	Mobile	Mobile	Mobile	Mobile
Stream films and/or TV series	TV	TV	TV	TV	TV	TV	TV	TV	TV
Watch TV programs via catch-up services	TV	TV	TV	TV	TV	TV	TV	TV	TV
Watch live TV	TV	TV	TV	TV	TV	TV	TV	TV	TV

Weighted base: All smartphone owners aged 18-75, 2023 (497), 2024 (486)
Source: Deloitte Digital Consumer Trends, IE, October 2024

Almost half (46%) adults regularly use their smartphone or smartwatch to make in-person payments.

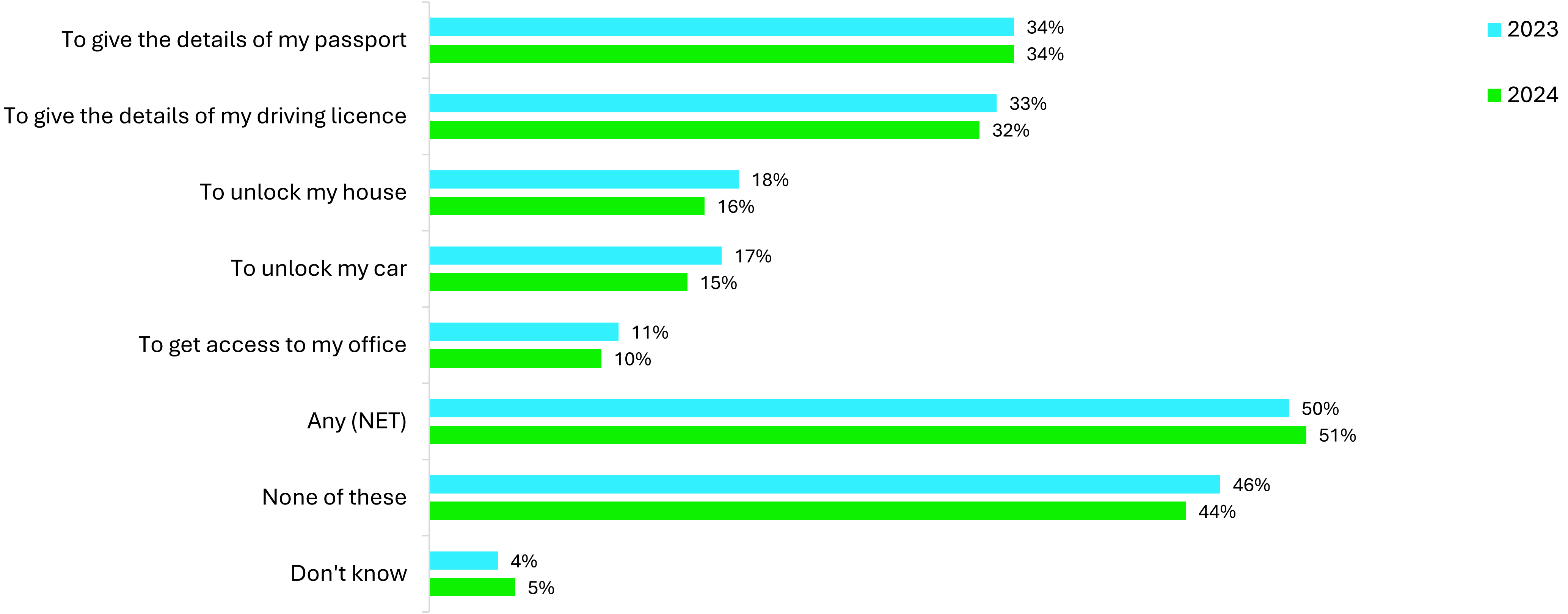
When the option is available, how often do you use a smartphone or smartwatch to pay for things in person, for example in a shop or restaurant?



Weighted base: All smartphone owners aged 18-75, 2023 (497), 2024 (486)
Source: Deloitte Digital Consumer Trends, IE, October 2024

Adults in Ireland are not clamouring for digital identity solutions; 34% would like smartphone passport integration and 32% to be able to give the details of their driving license.

Which, if any, of the following would you like to be able to use your smartphone for instead of using other items, such as physical keys, ID cards or documents?



Weighted base: All smartphone owners aged 18-75, 2023 (497), 2024 (486)
Source: Deloitte Digital Consumer Trends, IE, October 2024

Media
& Entertainment

Highlights | Media & Entertainment

Entertainment

- Access to Smart TVs has levelled out, growing only to 72% in 2024 (2023: 71%), with 81% accessing them on a daily basis.
- Access to video streaming services is stable at 74% and has broadly remained at this level for the last 4 years. Netflix is still the leader by a significant margin, with nearly 2 in 3 (59%) having access to it. However, this is a downward trend since the peak in 2021 when 65% of respondents had access to Netflix.
- Having grown significantly since its launch in Ireland, Disney+ peaked at 36% in 2023. This has decreased by 4% in 2024 (32%).
- 27% cancelled a video streaming service in the last 12 months, up marginally from 24% in 2023, with 31% reporting the main reason this year being costs (24% in 2023); followed by the service not being used enough (29%), or they needed to spend less on subscriptions to account for rising costs (21%).
- Household sharing of accounts is down significantly to 26% in 2024 from 37% in 2023.

Media

- Younger adults prefer to use social media to stay up to date on news or current events, while older adults prefer TV.
- Perception of online misinformation has increased compared to last year, with over half (53%) stating that they have seen information on social media that was subsequently proven to be fake more regularly.

Highlights | Media & Entertainment

Subscription Video on Demand (SVOD)

Has it peaked?

- TV remains the preferred device for watching long-form content, such as movies. Combined with a marginal increase of access to Smart TV's (72%), it is not surprising that access to subscription services remains flat in the current year with 74% of respondents having access to at least one paid digital subscription service, the growth rates seen in the COVID years have not continued. While the correlation between Smart TV ownership and access to subscription services holds, access to subscription services is lower in the 55 – 75-year-old cohort, who seem to be satisfied with free-to-air content from PSBs or traditional satellite/cable services.

- The average respondent has access to 2.3 subscriptions services, consistent with 2023. The rate at which new subscribers are signing up is consistent with the prior year at 22%
- (2023: 21%).

- The re-subscription rates remained stable, however, 38% of users did not change their subscriptions in the current year, which is down 3% from 2023.

A shift to focusing on profitable growth

- Several significant things happened in 2024 for SVOD, including pricing increases and the crackdown on account sharing, as SVOD platforms have focused on extracting more value from the three quarters (74%) of the market which already pays.

- Over the last 12 months, there has been a lot of coverage on Netflix's restrictions on account sharing. Based on the responses to our survey, 26% of users share their account with other households (2023: 37%). 25% either stopped sharing with another household or had another household stop sharing with them.

- Young adults claim to be majorly impacted by sharing crackdown when compared to older age groups. Given the number of respondents with access to a subscription service has not changed, it seem that the early SVOD platforms crackdown has been successful.

Alternative options

- Nine in ten consumers (87%) use a free video streaming service. This includes broadcaster video on demand (BVOD) which can be ad-supported and license fee-supported, and online video platforms.

- Public service broadcasters are attempting to diversify to be less dependent on traditional TV advertising and grow digital income streams. Content strategies are also evolving, with a focus on cost, efficiency and potential viewership.

Highlights | Media & Entertainment

Are there reliable news sources out there?

Sources of news

- Two-thirds (67%) of 18–24-year-olds cite social media as a top-three preferred news source. Younger groups tend use social media more and may engage organically with news content which is algorithmically tailored to them.

- They have access to a wide range of perspectives, including interactive elements like comments and debate, but the variety of sources means that verifying the accuracy and authenticity of a story is crucial.

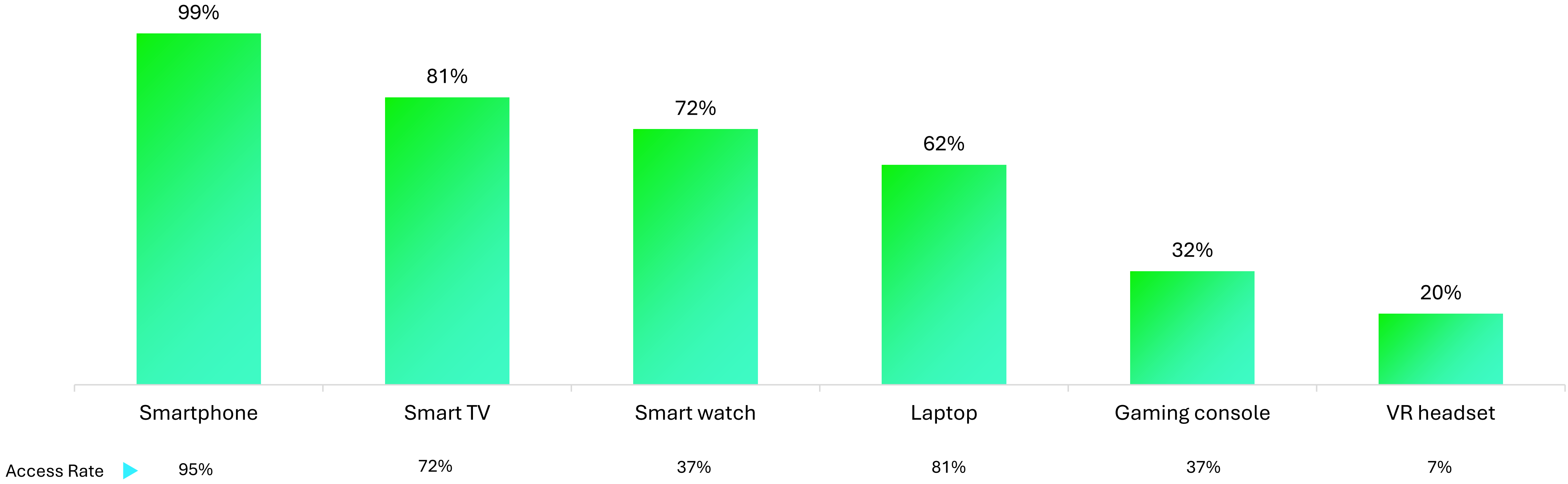
- In contrast, a mere 11% of 65–75-year-olds cite social media as a top-three news source. This group prefers traditional sources of news such as TV news (83%).

- News websites and apps are a popular middle ground (40% of all respondents cite them as a preferred source), which bridges the gap between preferences of old and young.

- In the last 12 months, nearly three in four (71%) of respondents claim to have seen information deliberately designed to mislead, which is broadly consistent with the previous year (72%). This figure is self-reported, so only accounts for people who have identified misinformation (some may have seen misinformation but not identified it).

Daily usage of accessed devices varies, with smartphone and smart TV being the most used daily.

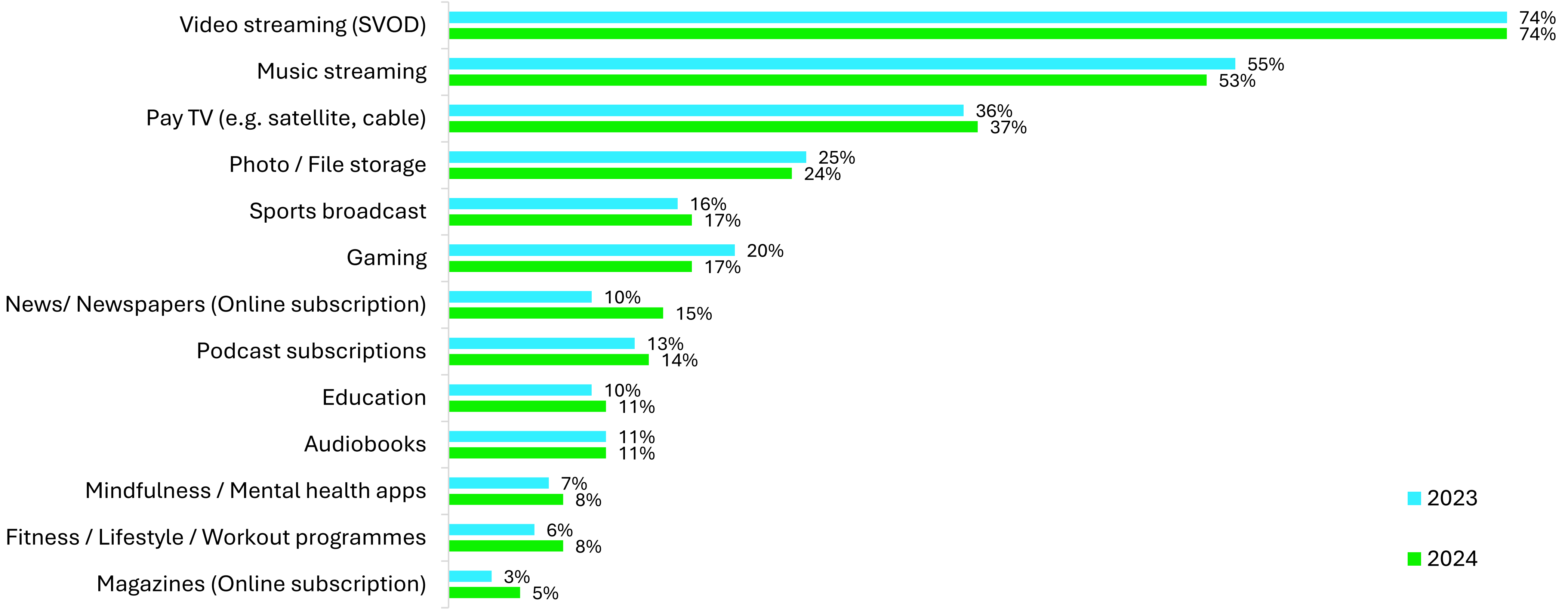
When was the last time you used this device? [In the last day]
[Of those who own or have ready access to each device]



Weighted base: All respondents aged 18-75, 2024, with a smartphone (947), laptop (812), smart watch (371), smart TV (719), games console (370), VR headset (73*) *Caution: Low bases
Source: Deloitte Digital Consumer Trends, IE, October 2024

Subscriptions: Video streaming, music and pay TV are the most popular subscriptions.

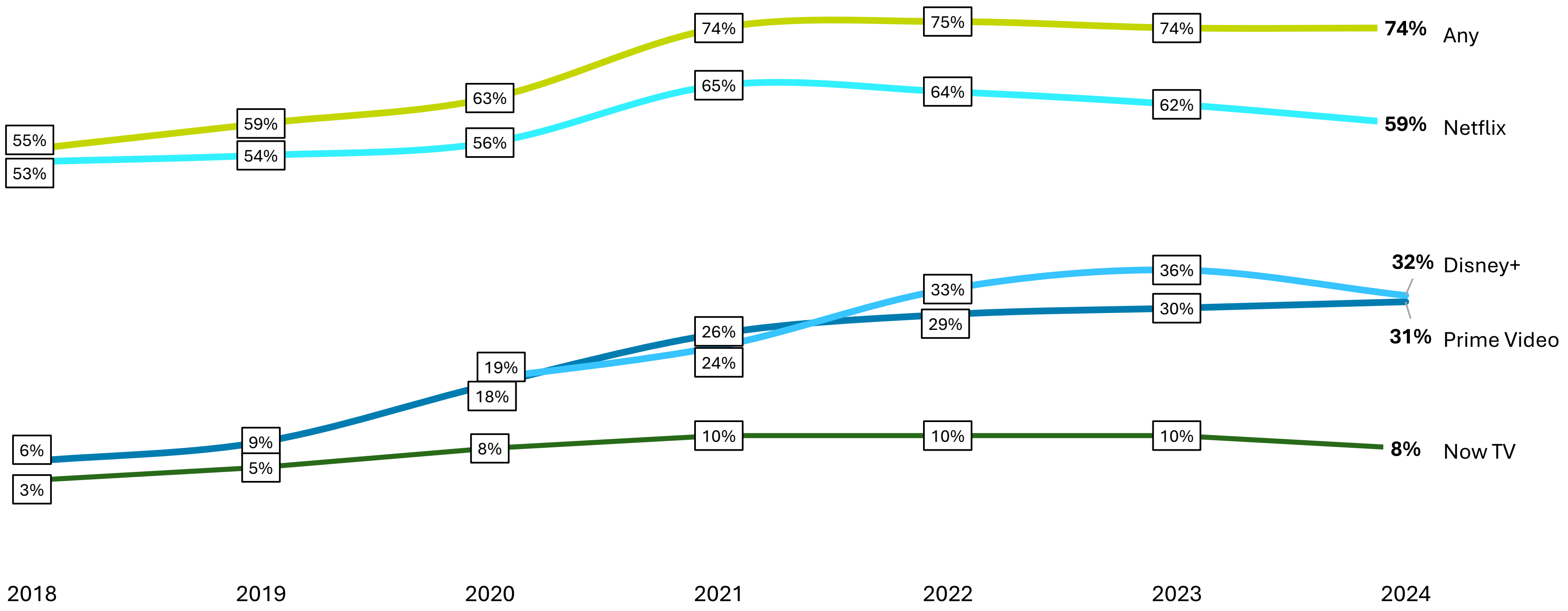
Which, if any, of the following paid digital subscription services do you have access to?



Weighted base: All respondents aged 18-75, 2023 (1,000), 2024 (1,000)
*not shown are respondents who answered None of These, Don't Know
Source: Deloitte Digital Consumer Trends, IE, October 2024

Access to SVOD services has seen a slight decrease in some areas, but overall relatively stable.

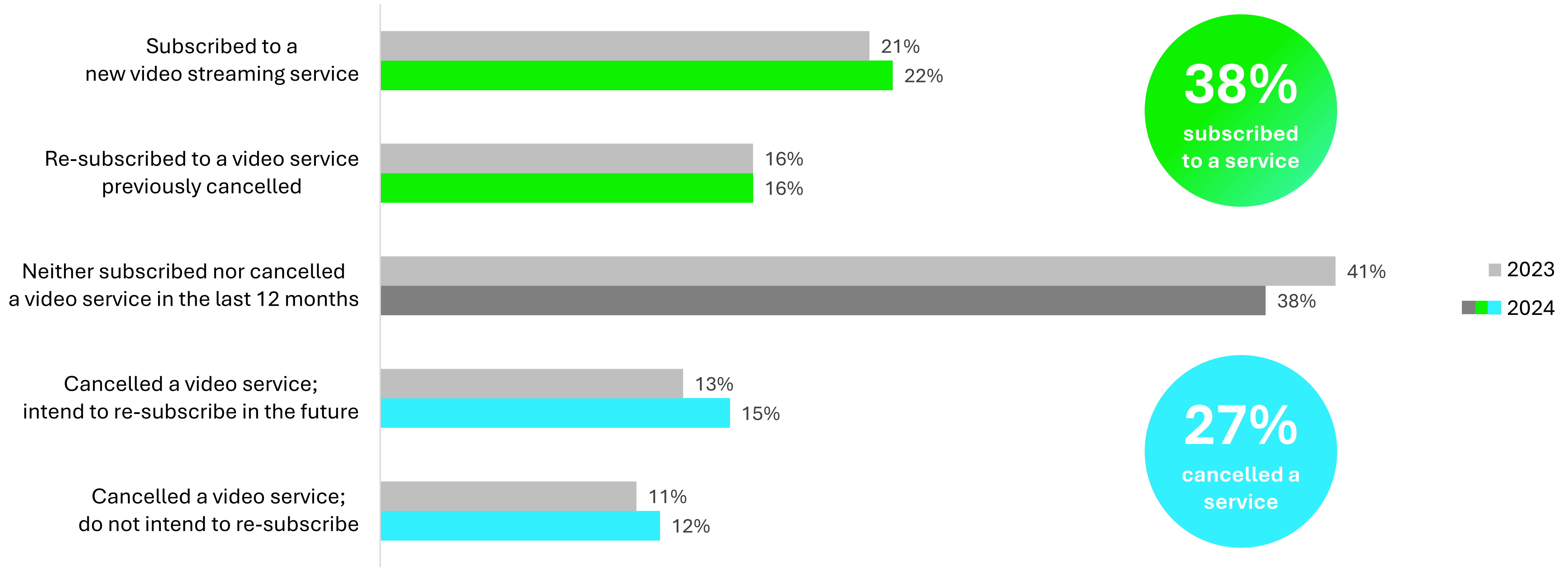
? Q. Which, if any, of the following paid digital subscription services do you have access to?



Weighted base: All respondents aged 16-75 years, 2018 (1,000), 2019 (1,000), 2020 (1,000), 2021 (1,000), 2022 (1,001), 2023 (1,000), 2024 (1,000)
Source: Deloitte Digital Consumer Trends, IE, October 2024

SVOD Churn: Almost two in five have not changed their video subscription services; a similar proportion have subscribed to a new service and one in four has cancelled a service.

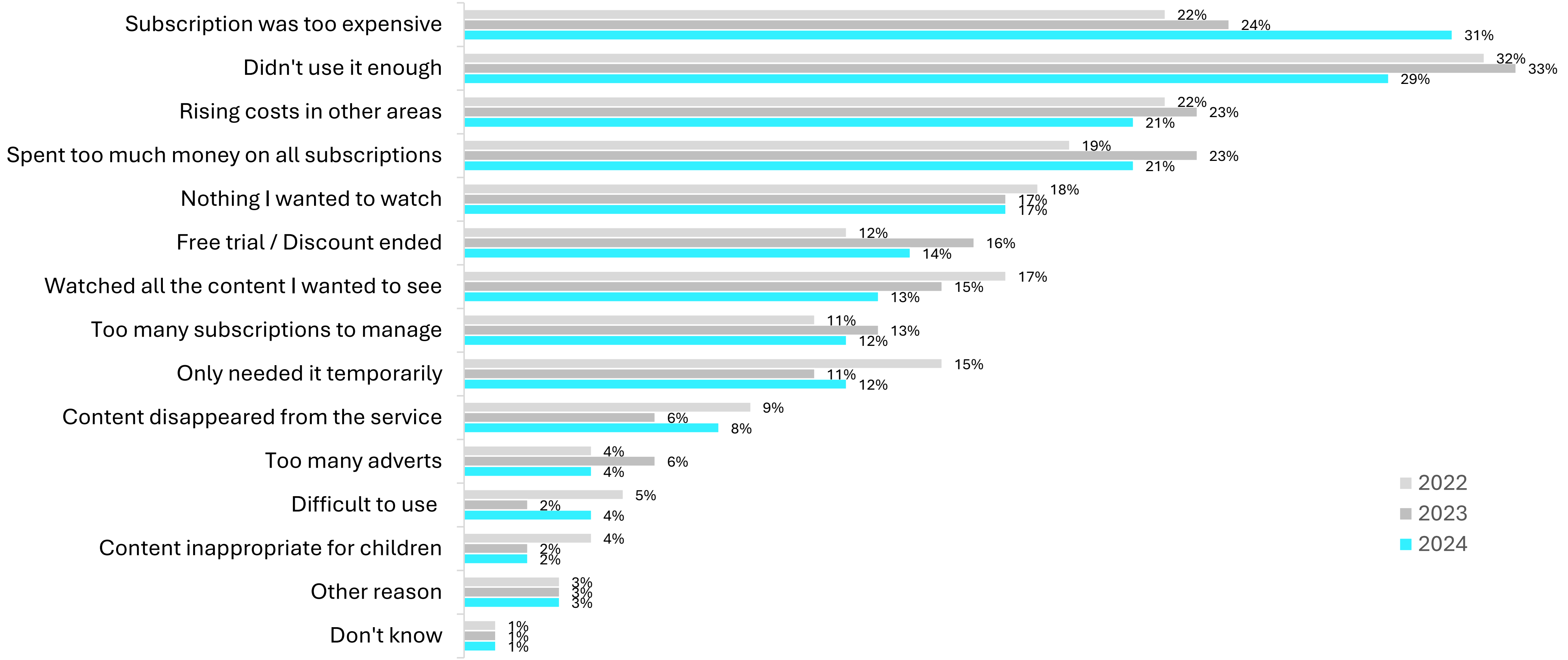
In the last 12 months, have you or someone else in your household subscribed to any paid subscriptions for a video streaming service (e.g. Netflix, Disney+), or cancelled any existing ones?



Weighted base: All respondents aged 18-75, 2023 (1,000), 2024 (1,000)
*Not shown are respondents who answered Can't Remember (10%)
Source: Deloitte Digital Consumer Trends, IE, October 2024

Reason for Churn: 57% of those who have cancelled a paid subscription did it for reasons related to costs.

You have cancelled a paid subscription for a video streaming service in the last 12 months, why?



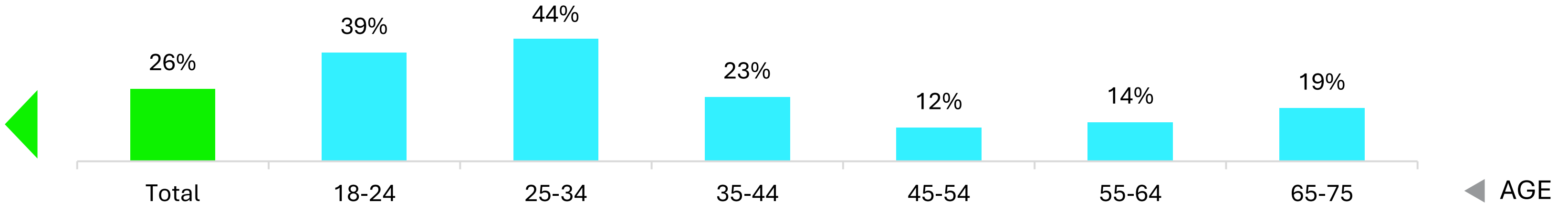
Weighted base: All respondents aged 18-75, who cancelled a paid video service in last 12 months, 2022 (284), 2023 (338), 2024 (360)
Source: Deloitte Digital Consumer Trends, IE, October 2024

SVOD Sharing Outside the Household:

Overall, about a quarter of those who access a paid video streaming service share access with someone outside their household, with younger age groups more likely to do so.

? Thinking about the PAID video streaming services or subscriptions that you have access to, do you share an account with somebody outside of your household?

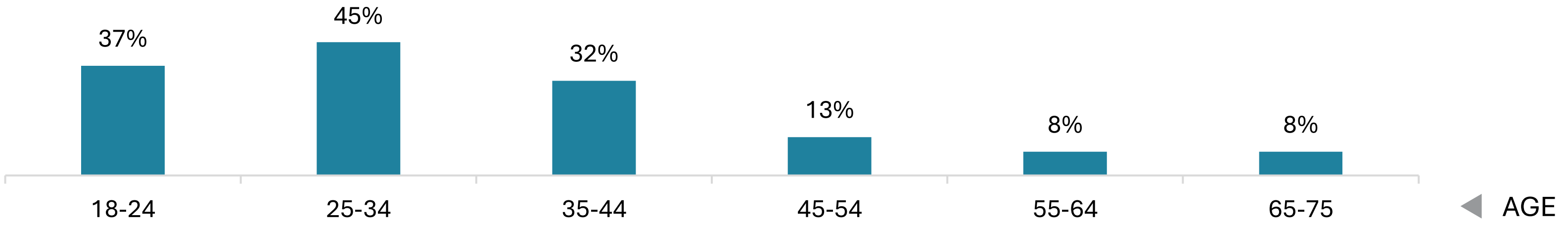
26% of SVOD users share an account with somebody outside of their household



Young adults claim to be majorly impacted by sharing crackdown when compared to older age groups.

? In the last 12 months, have you stopped sharing access to a video streaming service with another household because the provider ended free sharing?

25% either **stopped sharing with another household**, or had another household **stop sharing with them**



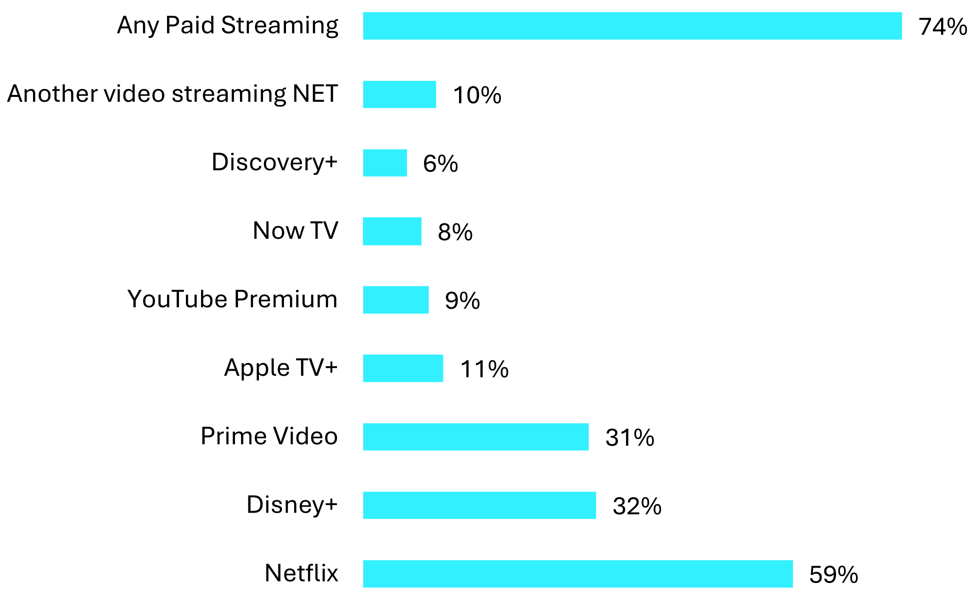
Weighted base: All respondents aged 18-75 years who have access to a specific any paid video subscription service, 2024 (743); - Age ranges: 18-24 (108), 25-34 (149), 35-44 (185), 45-54 (145), 55-64 (90*), 65-75 (67*)
Source: Deloitte Digital Consumer Trends, IE, October 2024

Weighted base: All respondents aged 18-75, who have a phone or smartphone, 2024 (973) - Age ranges: 18-24 (120), 25-34 (170), 35-44 (216), 45-54 (190), 55-64 (155), 65-75 (124)
Source: Deloitte Digital Consumer Trends, IE, October 2024

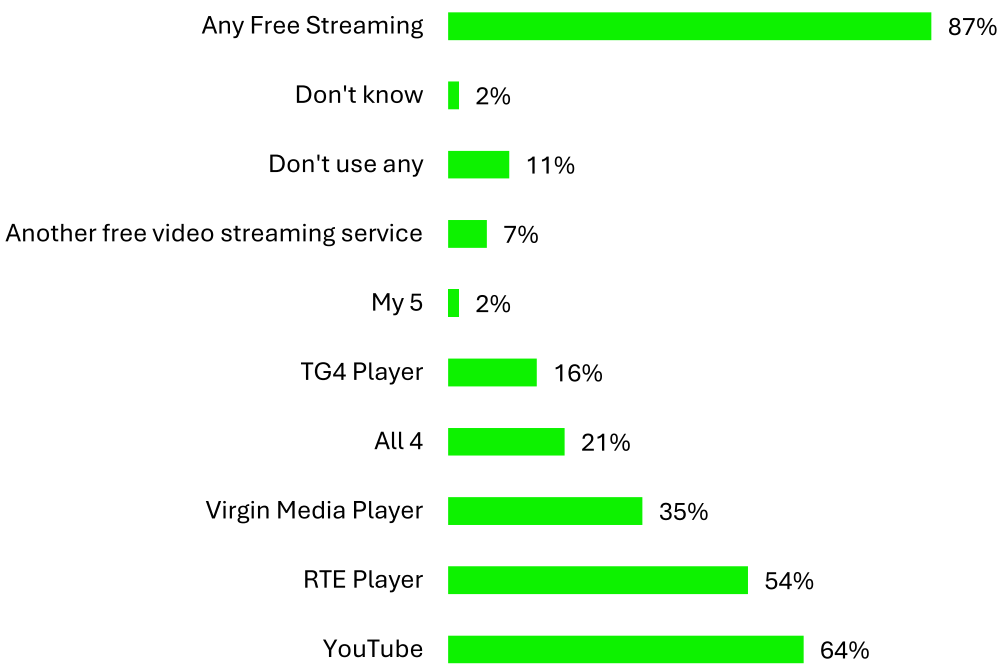
Free SVOD: Overall, almost nine in ten (87%) adults in Ireland use free video streaming services: YouTube and RTE Player are preferred by a majority.

Which, if any, of the following paid digital subscription/free video streaming services do you currently use?

Access to paid streaming:



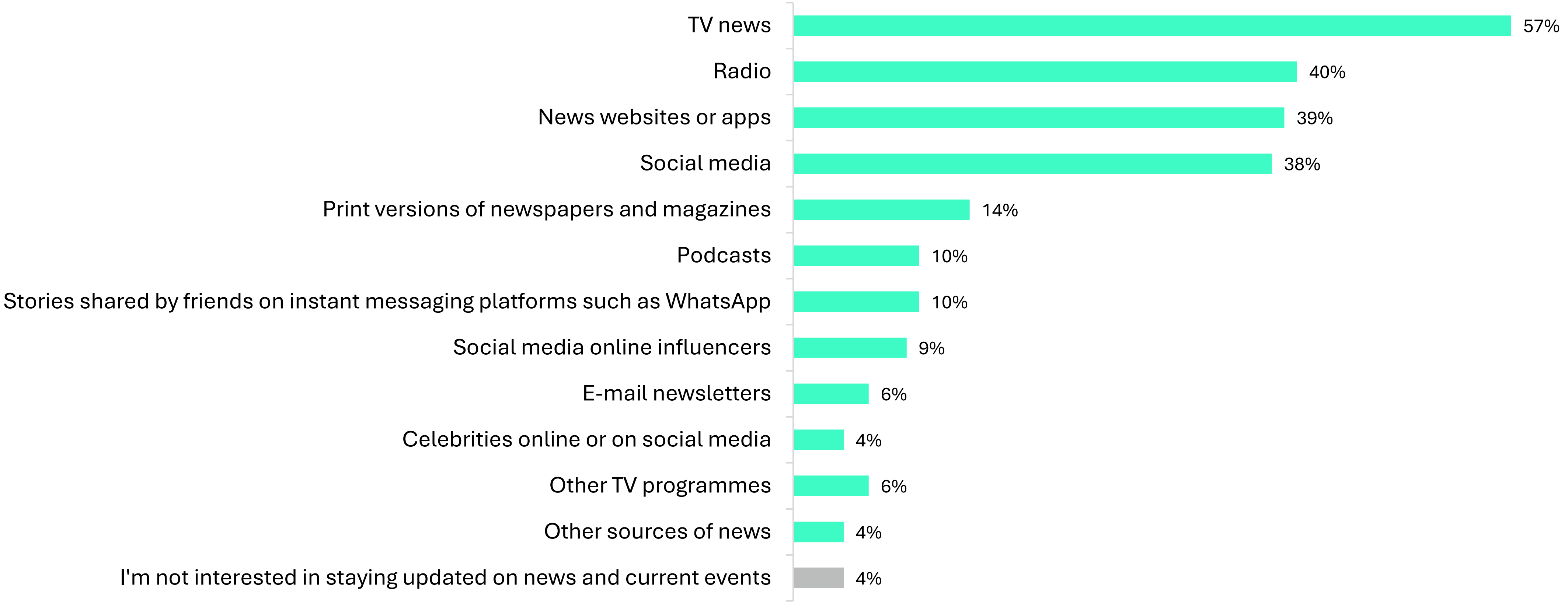
Access to free streaming:



Weighted base: All respondents aged 18-75, 2024 (1,000)
Source: Deloitte Digital Consumer Trends, IE, October 2024

TV is the primary source of news content for most, but there are variations by age group.

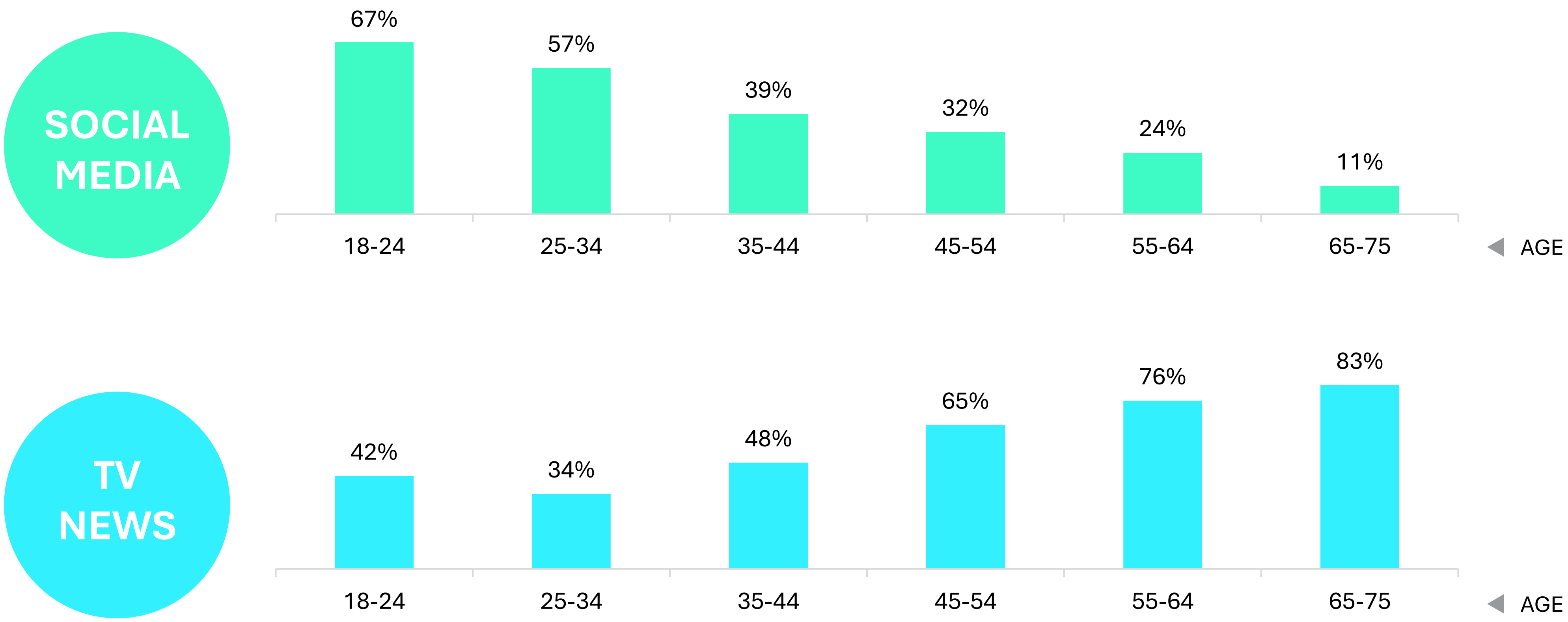
Which, if any, of the following, are your most preferred methods to stay updated on news or current events? *



Weighted base: All respondents aged 18-75, 2023 (1,000), 2024 (1,000)
*not shown are respondents who answered None of These, Don't Know
Source: Deloitte Digital Consumer Trends, IE, October 2024

Online: Younger adults prefer to use social media to stay up to date on news or current events, while older adults prefer TV news.

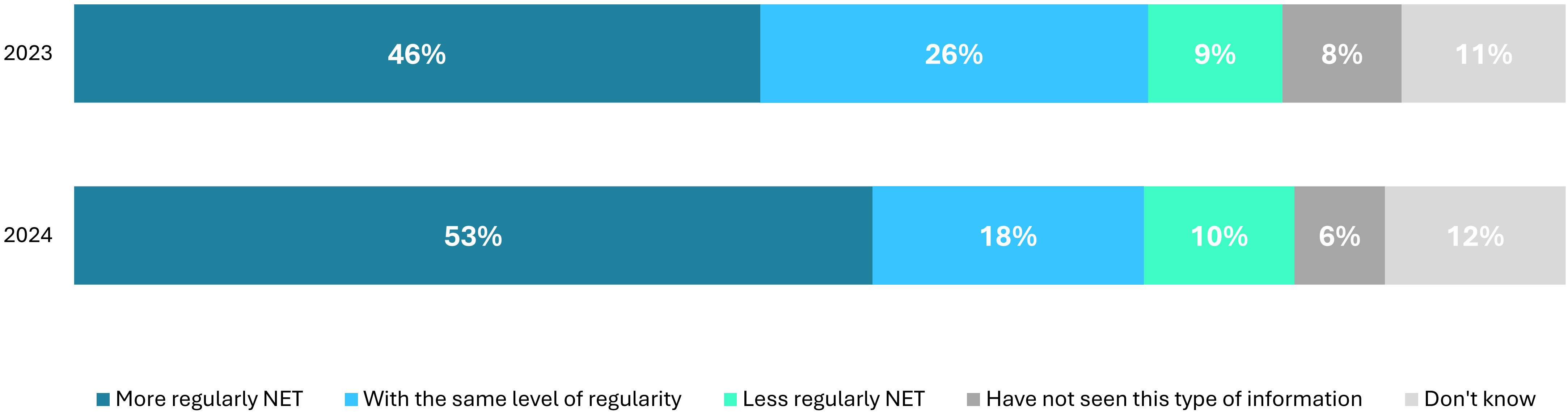
Which, if any, of the following, are your most preferred methods to stay updated on news or current events? *



Weighted base: All respondents aged 18-75, 2024 (1,000) Age ranges 2024 : 18-24 (124), 25-34 (175), 35-44 (222), 45-54 (194), 55-64 (158), 65-75 (127)
*Respondents were asked to select top three
Source: Deloitte Digital Consumer Trends, IE, October 2024

Perception of online misinformation has increased compared to last year, with over half (53%) stating that they have seen more regularly information on social media that was subsequently proven to be fake.

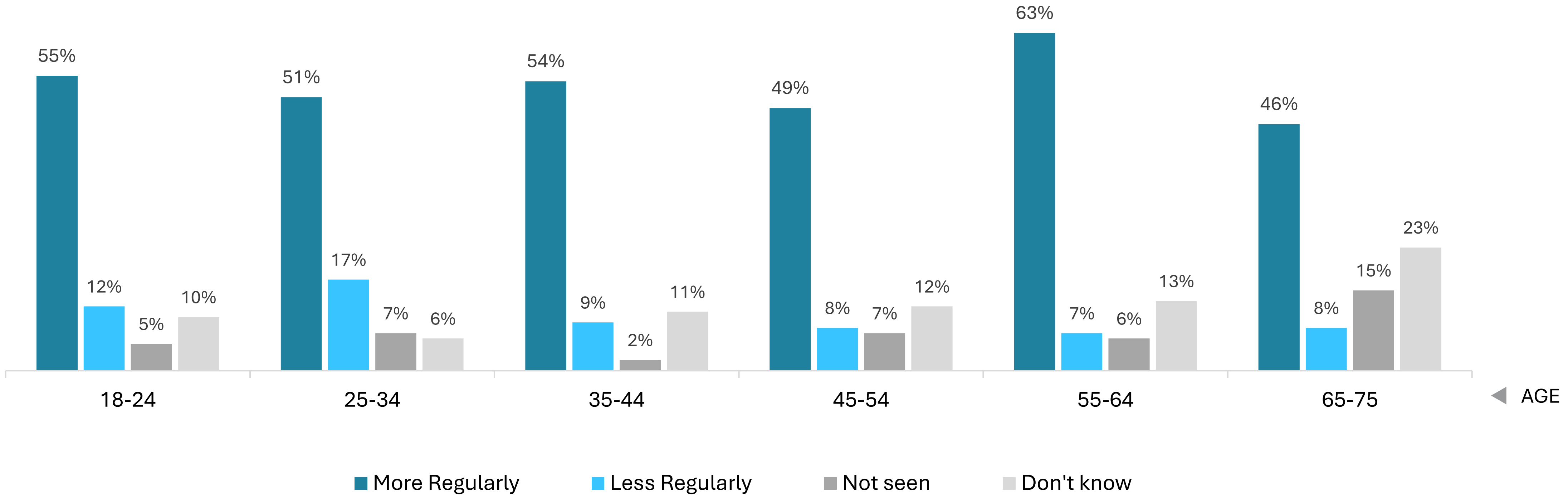
These days, would you say you are seeing this type of information more or less regularly than you were 12 months ago or are you seeing it with the same level of regularity?*



Weighted base: All respondents aged 18-75, 2023 (503),2024 (501)
Source: Deloitte Digital Consumer Trends, IE, October 2024

Claims to have seen misinformation more regularly is reported across all age groups.

These days, would you say you are seeing this type of information more or less regularly than you were 12 months ago or are you seeing it with the same level of regularity?*



Weighted base: All respondents aged 18-75, 2024 (501) - Age ranges: 18-24 (60*), 25-34 (78*), 35-44 (118), 45-54 (93*), 55-64 (85*), 65-75 (67*)
Source: Deloitte Digital Consumer Trends, IE, October 2024

*Full question: The next question is about information that is presented to be true on social media but is subsequently proven to be fake. For example, a doctored video, altered photo, untrue articles, misinformation, or content with misleading captions. These days, would you say you are seeing this type of information more or less regularly than you were 12 months ago or are you seeing it with the same level of regularity?

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