



# Reflecting Ireland

An insight into consumer  
behavioural change in Ireland

Financial Literacy

June 2025

**ptsb**

Altogether more human

# Contents

3 Executive Summary

## **Financial Literacy and why it is important**

5 A key life skill

5 The benefits of financial literacy

5 How Ireland compares

5 Ireland's first National Financial Literacy Strategy

## **How we rate our financial literacy**

6 The toll of low financial literacy on emotions and financial wellbeing

7 Factors that influence how we rate ourselves

8 Perceived barriers to better financial literacy

8 Differences between self-perceived and actual financial literacy

## **The impact of financial literacy on how we manage our finances**

9 Inflation and managing the cost of living

10 Interest and its impact

11 Borrowing

12 Savings

13 Investments

14 Financial habits

## **Advice matters**

15 Advice received as children

16 Willingness to seek financial advice

## **Financial fitness in a digital world**

18 Digital solutions

19 Social media

19 AI

## **The Human factor builds trust**

## **The National Picture**

23 Taking a look at the national economy

24 How we describe our personal finances

25 What do we feel about living in Ireland today?

26 Reflecting the Nation

27 Methodology

# Executive summary

Many organisations such as the Central Bank, OECD and EU have flagged the uncertainty and vulnerability being faced globally and the impact that this has upon economic growth and consumer sentiment. This uncertainty is reflected in a decline in consumer sentiment in this wave of Reflecting Ireland. In this economic environment, having a strong understanding of finances or financial literacy is crucial as it helps individuals to feel more in control, and make effective decisions that can protect and improve their financial wellbeing. Despite growing access to financial tools such as online resources and services, many still face barriers to understanding finances. What challenges are the Irish public facing when it comes to their finances and how does this translate into how we manage our money?

## Understanding of basic finances

- Over 90% believe they have an average or high level of financial literacy, with the remainder believing they have a low level of understanding.
- Over 55s and those from higher socioeconomic households are significantly more likely to believe they have a high level of financial literacy. 18–24 year-olds are significantly more likely to believe they have a low level of financial understanding.
- When presented with a question taken from Junior Certificate Business syllabus, just under six in ten (58%) demonstrated an understanding of inflation and the effect it has on household purchase power.
- When it comes to DIRT, only one in five (22%) correctly calculated how DIRT is applied to savings.
- Over half of adults believe they have a good or excellent understanding of common financial products and services such as debit cards (71%), credit cards (58%), insurance (57%), mortgages (55%), fixed term savings accounts (50%) and inflation (50%).
- While more than two in five have a below average understanding of more complex financial products and terms such as diversification of risk (52%), stocks and shares (48%), and compound interest (45%).

## Finances and technology

- Technology (digital banking, AI) has helped more than two in five better understand fees and charges (48%), financial products available (47%) and personal spending habits (46%).
- Six in ten 18–24-year-olds have used tech to help them better understand their spending, this is significantly higher than all other age groups.
- Over 55s are significantly less likely to have used technology to help understand finances better.
- More than one in four (27%) would be comfortable receiving AI-generated advice on how to better manage their money, a slight increase compared to last year (24%).

- 63% say that while AI might be capable of analysing their spending patterns, they are more comfortable with talking to a human about it. While there is a clear preference for human interaction this is a significant decline compared to this time last year (70%). There are other signs of people becoming more comfortable with AI with significant drops in fear of more sophisticated financial fraud (61%) down from 72% last year.

## Emotional and psychological factors impacting financial literacy

- Most people associate savings with a feeling of security (26%), safekeeping (23%) or control (16%).
- Females and the squeezed middle (35–54-year olds) are most likely to associate savings with feeling more calm / less anxious.
- People perceive the biggest barriers to improving financial literacy as understanding 'financial jargon' (51%), feeling overwhelmed (48%), too complicated (38%) and a lack of motivation (36%). Those who have a low level of financial literacy are significantly more likely to say feelings of embarrassment (40%) are their biggest barriers to a better understanding of finances.
- Women are more likely to feel overwhelmed by finances, while under 25s are more likely to lack motivation or feel embarrassed.
- If given €1,000 in the morning, over half (55%) would save it, 5% would invest in their pension, with the remainder saying they would spend it.

## Attitudes towards finance

- Seven in ten are confident in their ability to manage a household budget; however, significantly less are comfortable talking about money issues with family members/friends (53%) or anyone else (41%).
- 45% of people believe with the cost of living so high, trying to save seems pointless, while more than one in two (55%) do see the merit in putting money into a savings account.
- When it comes to long-term finances the Irish are less confident, a third (32%) would rather spend money to enjoy themselves now than save for the future while just over a third have a clear long-term financial plan (38%) or believe they will be able to afford the lifestyle they want into retirement (36%).

## Spending and saving behaviours

- It appears our attitudes towards finances have changed across the generations, particularly when it comes to money privacy. Whilst we still prioritise saving for a rainy day, talking about money appears to be less stigmatised now versus when we were children.
- Three in four people follow good financial habits of checking statements/transactions (84%), making note of upcoming bills (75%) and setting up

automatic payments for regular outgoings (75%).

- While setting budgets can help people monitor their income and expenses, a third (32%) say they 'often spend more' than their budget while a further 1 in 10 (12%) 'always spend more'.
- The number one reason for overspending is things costing more than budgeted for (55%) followed by setting unrealistic budgets.
- One in ten do not save while a further one in five (16%) cannot afford to save.
- One in three (34%) save on a regular basis while a further two in five (38%) save on an ad-hoc basis.
- 25–34 year-olds are most likely to save a regular amount each month while 18–24 year-olds are more likely to save when they have the money to spare.

### Mood of the nation

- Concern for economic outlook continues to rise, returning to levels seen in our mid-2023 research findings. Concern for Ireland has grown significantly since the start of the year with 56% saying Ireland is on the wrong track.
- Negative views on household finances over the past 12 months remains consistent with end of last year with two in five saying they are worse off compared to last year while over a third have seen no change to their financial situation. For the year ahead with two in five believing their personal circumstances will be the same this time next year with a further two in five saying it will be worse.
- While inflation in Ireland is showing signs of stabilising, the cost of living firmly remains the number one most important issue for many in Ireland. With the price of housing and access to healthcare making up the remaining top three biggest issues to be addressed.



# Financial literacy and why it is important



**Financial literacy is defined by the OECD as 'a combination of financial awareness, knowledge, skills, attitudes and behaviours necessary to make sound financial decisions and ultimately achieve financial wellbeing' <sup>(1)</sup>.**

## 1. A key life skill

Financial literacy is an important life skill. It helps us manage our money effectively including budgeting, saving and investing, borrowing and planning for the future. It's an important skill for children to learn and for adults to develop or improve at any stage of life.

## 2. The benefits of financial literacy

Good financial literacy leads to better financial wellbeing, an important element of our overall wellbeing. It promotes financial resilience, helping us manage through financially tough times. It helps protect us from financial scams, frauds and bad practice. At a societal level, the more of us that have a good level of financial literacy, the more inclusive our financial system is.

## 3. How Ireland compares

According to an OECD report conducted across 39 countries, Ireland ranks in the top three for financial literacy, and 2nd amongst EU countries in the study <sup>(1)</sup>.

Around six in ten (57%) adults in Ireland meet the minimum OECD level of financial literacy, which is defined as an ability to manage money on a day-to-day basis with ease, and to consider long-term financial wellbeing <sup>(2)</sup>. This leaves about four in ten adults in Ireland who do not meet the minimum level of financial literacy needed.

## 4. Ireland's first national financial literacy strategy

In February this year the Irish Government launched Ireland's first National Financial Literacy Strategy <sup>(3)</sup>. The 5 year plan covers 2025 and 2029, aims to promote financial literacy with a particular focus on women, older age groups and those who are unemployed, on low incomes or have lower levels of education. The ambition is to provide tailored support to meet the needs of distinct groups.

### Top-ranking countries in overall financial literacy - OECD survey <sup>(1)</sup>



Germany  
(76)



Thailand  
(71)



Ireland/  
Hong Kong  
(70)



Luxembourg  
/ Malta (68)



Estonia /  
Korea (67)



Sweden  
(66)

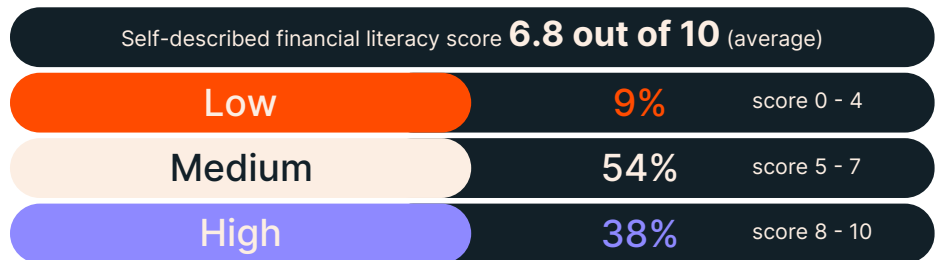
*Based on a sum of scores on financial knowledge, behaviour and attitudes on a scale of 0 - 100*



# How we rate our financial literacy

On average we rate our financial literacy at just under seven out of ten.

**1 in 2**  
rate themselves 5-7  
(average),  
**4 in 10**  
above average (8-10) and  
**1 in 10**  
below average (0-4).

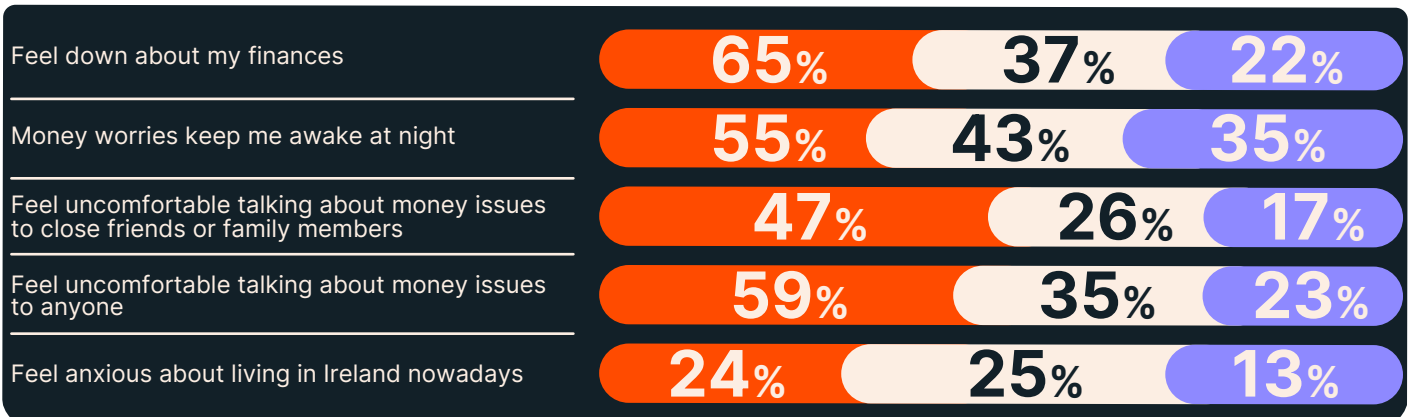


## 1. The toll of low financial literacy on emotions and financial wellbeing

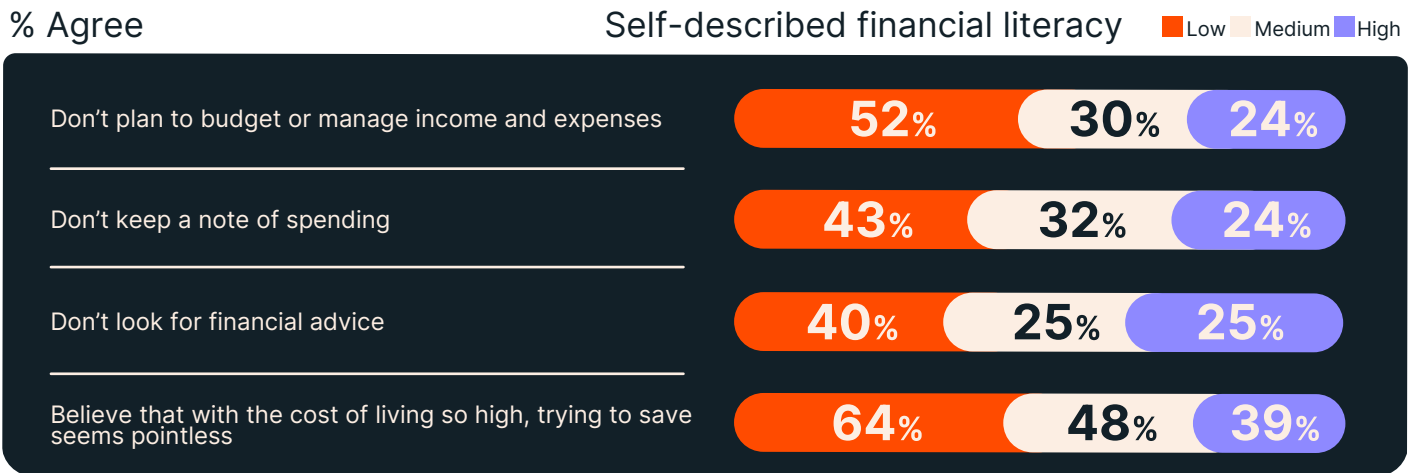
Those who rate their financial literacy as low are more likely to feel down about their finances, worry about money and feel uncomfortable talking about money issues to family, close friends or anyone else. They are almost twice as likely than those with high financial literacy to be feeling anxious about life generally.

% Agree

Self-described financial literacy ■ Low ■ Medium ■ High



Those who report low financial literacy are the least likely to plan to budget or manage their income and expenses, keep track of spending or to look for financial advice. They are also the most likely to believe that trying to save in the current climate seems pointless, making it less likely they will build a financial buffer for themselves.



## 2. Factors that influence how we rate ourselves

**Those with more experience of earning and managing money, either because they are older or on a higher income, are more likely to rate themselves as above average on financial literacy.**

Those aged 55+ and those on higher incomes, are more likely to rate themselves above average. Young adults with less experience (18-24) are more likely to rate themselves below average.

**Our experience over time reflects how we perceive our financial literacy.**

Those that rate themselves below average are more likely to feel personally worse off than a year ago, and more downbeat about the general direction of the country and the economy. Those who rate themselves above average are more likely to feel personally better off over the last year, and more upbeat about the economy and the country over the coming year.

**Men consistently rate their understanding of financial concepts and products higher than women.**

The gap between how men and women rate their understanding of commonly held financial products like debit and credit cards, mortgages, insurance and savings accounts is relatively narrow, ranging from 3 to 7%. The gap is widest, ranging from 15-19%, for investment products and concepts like stocks and shares, diversification of risk and compound interest.

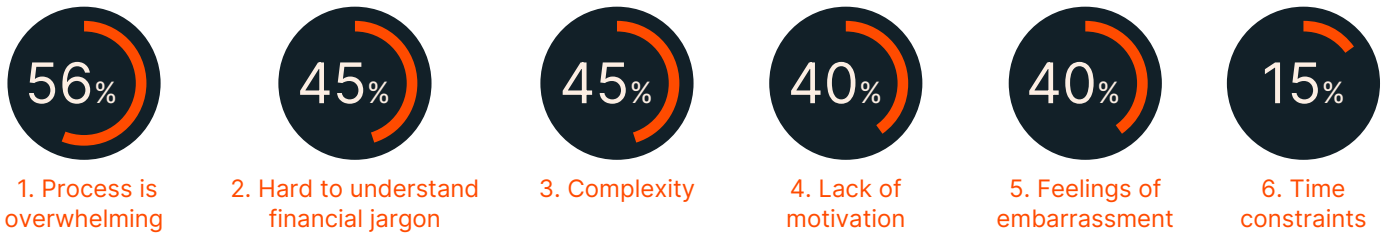


### 3. Perceived barriers to better financial literacy

**Complexity and financial jargon are seen as barriers that get in the way of becoming more financially literate, and leave people feeling overwhelmed and embarrassed.**

Those that rate their financial literacy as low believe the main barriers to better financial literacy are that finances can be complex, jargon-heavy and overwhelming, that it's embarrassing to admit a lack of understanding, and that there is little motivation to improve.

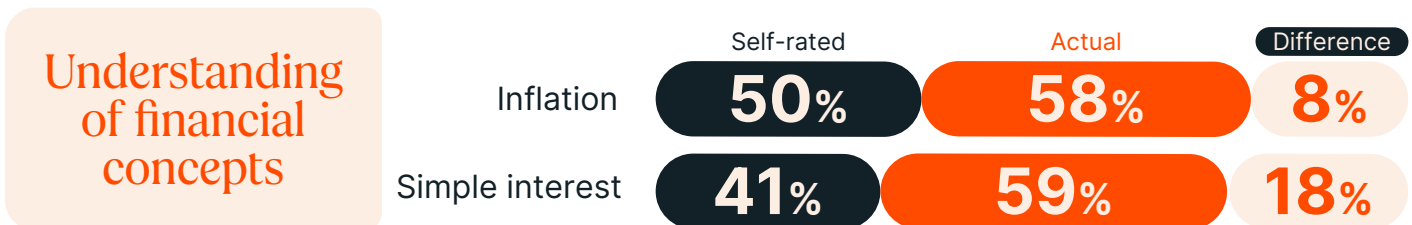
Main barriers to people becoming more financially literate (as seen by those who rate themselves as having low financial literacy):



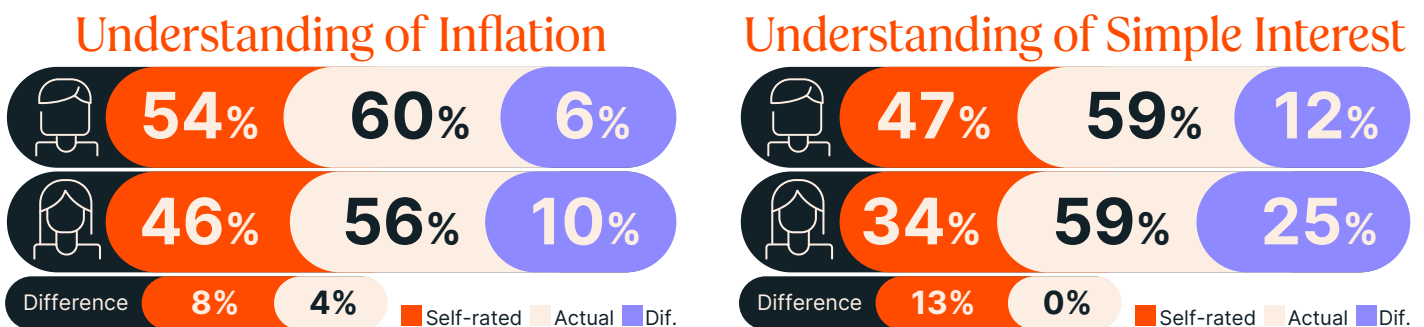
### 4. Differences between self-perceived and actual financial literacy

**People tend to underestimate their own abilities, particularly women.**

When we assess actual understanding of financial concepts such as inflation or interest, and compare to claimed understanding, we find people tend to underestimate their own abilities. For example, 41% claim to have a good understanding of simple interest, but when tested 59% actually do, a gap of 18%.



Women in particular tend to underestimate their own abilities. Men are more likely than women to claim a good understanding of concepts like inflation or simple interest. When tested however, the gap between men and women narrows. For example, men are 13% more likely than women to believe they have a good understanding of simple interest, however when actual understanding is tested we find there is no difference - women perform as well as men.



Familiarity with financial terminology, as opposed to an understanding of the underlying concepts, may be one reason why people under-estimate their financial literacy. Women are more likely than men to believe that financial jargon is a barrier to better financial literacy.

# The impact of financial literacy on how we manage our finances



## 1. Inflation and the cost of living

### The cost of living continues to top our list of concerns.

On a day-to-day level, what preoccupies most people is being able to live within their means. The high cost of living continues to dominate our concerns, with twice as many (33%) flagging it as the number one issue facing Ireland compared to the next most pressing issue, the price of housing (16%). While one in three flag it as the number one issue, seven in ten (70%) see it as one of the top three issues facing the country. Inflation drives the cost of living, and is something we are all exposed to.

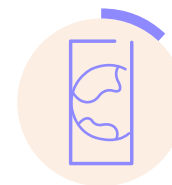
## Number 1 issue to address in Ireland



**33%**  
Cost of Living



**16%**  
Price of Housing



**12%**  
Immigration

### One in two rate their understanding of inflation as good or excellent, one in ten as poor.

Overall, 50% rate their understanding of inflation as good or excellent, 39% as fair or average, and 11% as poor. Men, those aged 55+ and those on higher incomes are more likely to say they have a good understanding of inflation.

### Six in ten demonstrate they can correctly apply the concept of inflation, four in ten fail to do so.



Overall, almost six in ten (58%) answer correctly when asked what happens to purchasing power during periods of high inflation, higher than the percentage that rate their understanding as good or excellent (50%). However just over four in ten (42%) get the answer wrong. The most common incorrect answer is that purchasing power increases significantly, the opposite of what actually happens.

### Men are more likely than women to demonstrate they understand inflation. Women are more likely than men to underestimate their own ability.

Men are more likely than women to answer correctly. Although fewer women claim to have a good understanding of inflation than men, the gap narrows when their knowledge is tested. Men still outperform women, but to a lesser extent.

**A similar number, four in ten, demonstrate a poor understanding of inflation and tend to overspend their budget.**

Our understanding of inflation can influence how we manage our finances. Women are slightly more likely to go over budget than men, and to say that this is because things cost more than they expect.

Understanding of inflation and impact on behaviour:			
			Difference
<b>Understanding of Inflation</b>			
Claim to have a good or excellent understanding of inflation	54%	46%	8%
Demonstrate a good understanding of inflation	60%	56%	4%
<b>Behaviour</b>			
Tendency to go over budget:	43%	46%	3%
• Because my budget is often too low to be realistic - % agree	28%	34%	6%
• Because things cost more than I think they will - % agree	48%	60%	12%



**2. Interest and its impact**

A good understanding of simple and compound interest and the difference between the two, is key to making informed decisions about savings and loans. With compound interest, the amount earned or owed over time grows, with simple interest it remains constant.

**Men, older adults and those on higher incomes are more likely to claim a better understanding of both simple and compound interest.**

Four in ten (41%) claim to have a good or excellent understanding of simple interest. Almost one in five (18%) rate their understanding of simple interest as poor. As compound interest is more complex than simple interest, it is perhaps unsurprising that fewer claim to have a good or excellent understanding of it. While three in ten (32%) claim to have, almost as many (29%) rate their understanding as poor.



Men are significantly more likely than women to rate their understanding of both simple and compound interest as good or excellent.

Understanding of simple and compound interest:			
			Difference
<b>Claim to have a good or excellent understanding of:</b>			
Simple interest	47%	34%	13%
Compound interest	42%	23%	19%

**People are better at understanding simple interest than they claim to be, and women are equally as proficient as men.**

When knowledge of simple interest is tested, both men and women perform better than their own self-rating would suggest. Women in particular perform better, improving by twice as much as men. Based on actual understanding, men and women perform equally as well as each other.

**Claimed vs. actual understanding of simple interest:**

			Difference
Claim to have a good or excellent understanding of simple interest	47%	34%	13%
Demonstrate an actual understanding of simple interest	59%	59%	0%
Difference between claimed and actual understanding	+12%	+25%	



**3. Borrowing**



Understanding the options available when it comes to borrowing and the pluses and minuses of each is a key aspect of financial literacy.

**Credit cards are better understood than overdrafts.**

Almost six in ten (58%) claim to have a good understanding of credit cards, with just 8% rating their understanding as poor. Almost one in two (49%) feel they have a good understanding of overdrafts while just over one in ten (13%) rate their understanding as poor. Over four in ten (42%) claim a good understanding of what a credit report is while around one in seven (15%) say their understanding is poor.

Men are more likely to rate their understanding of credit products as good or excellent compared to women.

**Understanding of credit products:**

<b>Claim to have a good or excellent understanding of:</b>			Difference
Credit cards	62%	55%	7%
Overdraft	54%	45%	9%
Credit report	44%	40%	4%

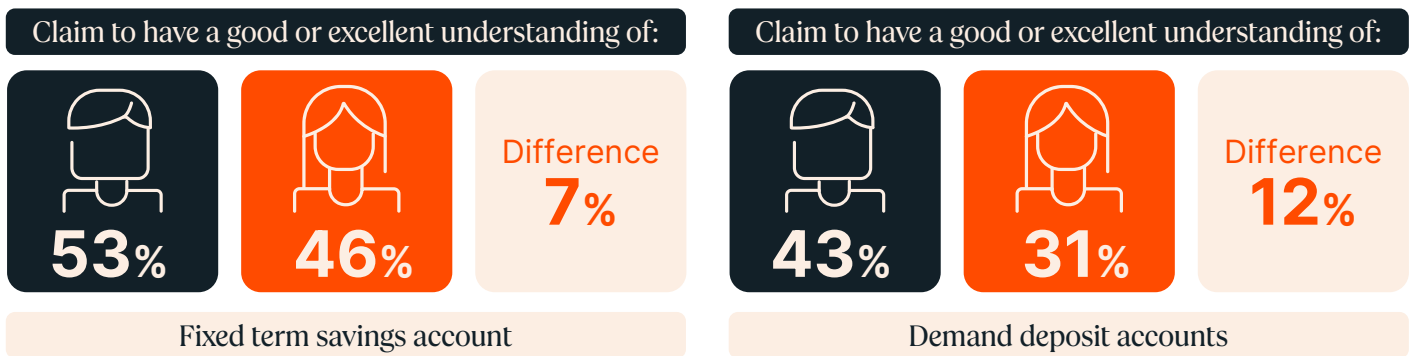
## 4. Savings

To make the most of our savings, we need to understand the types of savings accounts available and how interest is calculated and applied.

### Fixed-term savings accounts are better understood than demand deposit accounts.

Overall, one in two claim to have a good or excellent understanding of fixed-term savings accounts with just over one in ten (13%) saying they have a poor understanding. Claimed understanding of demand deposit accounts is lower; 37% rate their understanding as good or excellent and 25% as poor. This may be due to lack of familiarity with terminology rather than the concept of the product itself.

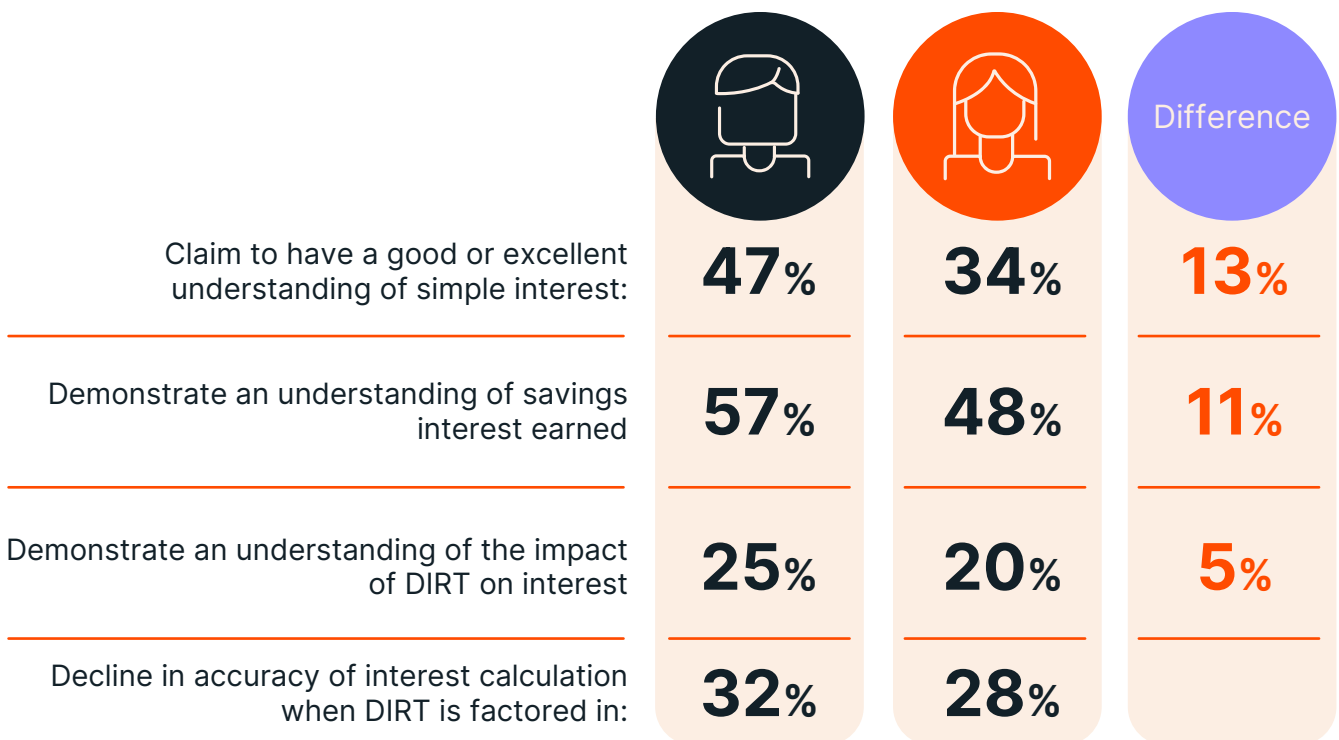
#### Claimed understanding of savings account by type:



### Half can correctly calculate basic interest earned on a savings account, but when the impact of DIRT is factored in this reduces to less than a quarter.

When asked to calculate basic interest earned on a savings account, over half (53%) get the right answer. However, when asked to factor in the impact of DIRT on interest earned, fewer than half as many get it right (22%). Although men are more likely than women to get the right answer in both cases, the proportion that get the right answer still drops by more than half when DIRT is factored in.

#### Understanding of interest earned and the impact of DIRT:



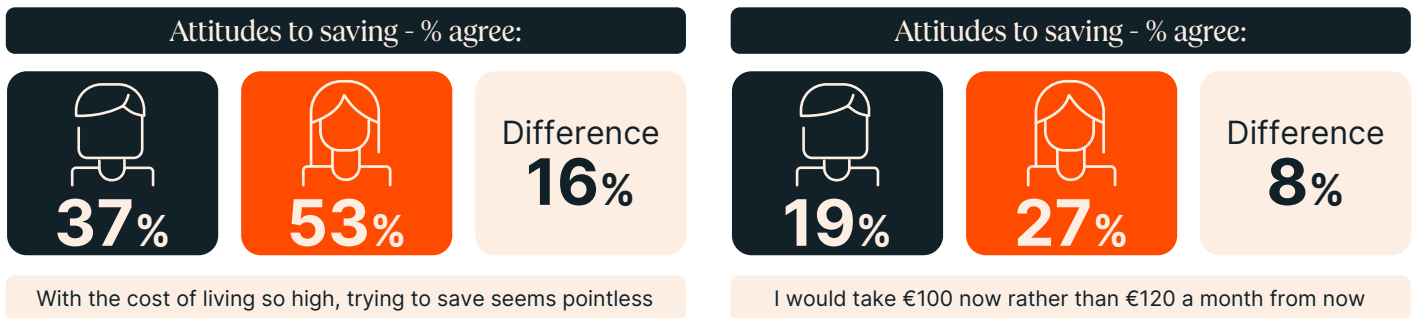
**Seven in ten save on a regular basis or whenever money is available.**

Overall, 72% save regularly, 10% generally don't save and 16% say they can't afford to. Men are more likely to save regularly than women. Women are more likely than men to say they can't afford to.



**Men and women display different attitudes to saving.**

Over one in two women (53%) feel there is little point in saving when the cost of living is so high, compared to over one in three men (37%).



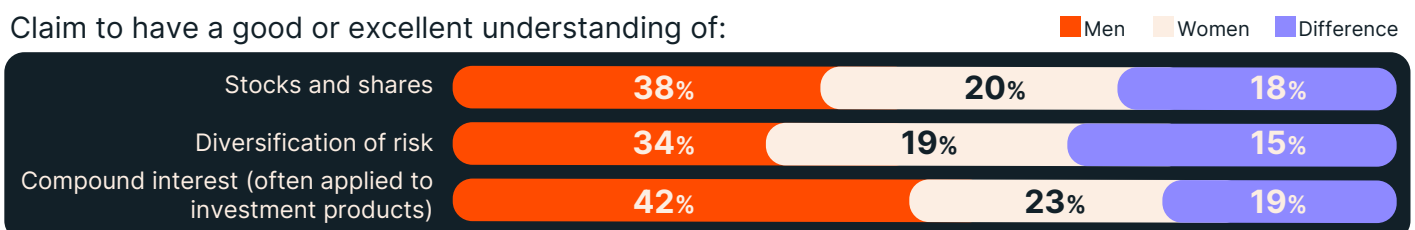
**5. Investments**

**Understanding of stocks and shares and diversification of risk is relatively low compared to other financial products.**

While almost one in three (29%) claim to have a good to excellent understanding of stocks and shares, an equal number (30%) rate their understanding as poor. Understanding of diversification of risk is lower with just over one in four (26%) claiming a good understanding while more, one in three (34%), rate their understanding as poor.

**The gap between men and women in understanding of investment products and concepts is wider than for any other category of financial product.**

Women are significantly less likely than men to believe they have a good understanding of stocks and shares, diversification of risk or compound interest. Approximately one in five rate their understanding as good compared to over one in three men. The gap in understanding vs. men ranges from 15 to 19%.



**Women are half as likely as men to hold investment products.**

Twice as many men have financial investments compared to women. A third (36%) of men in Ireland have financial investments compared to 17% of women. Women are more likely than men to say they have no plans to buy an investment product; 63% of women vs. 41% of men. Women are also less confident than men in their own ability to make sound investment decisions; one in three women (36%) express confidence in their ability vs. one in two men (51%).



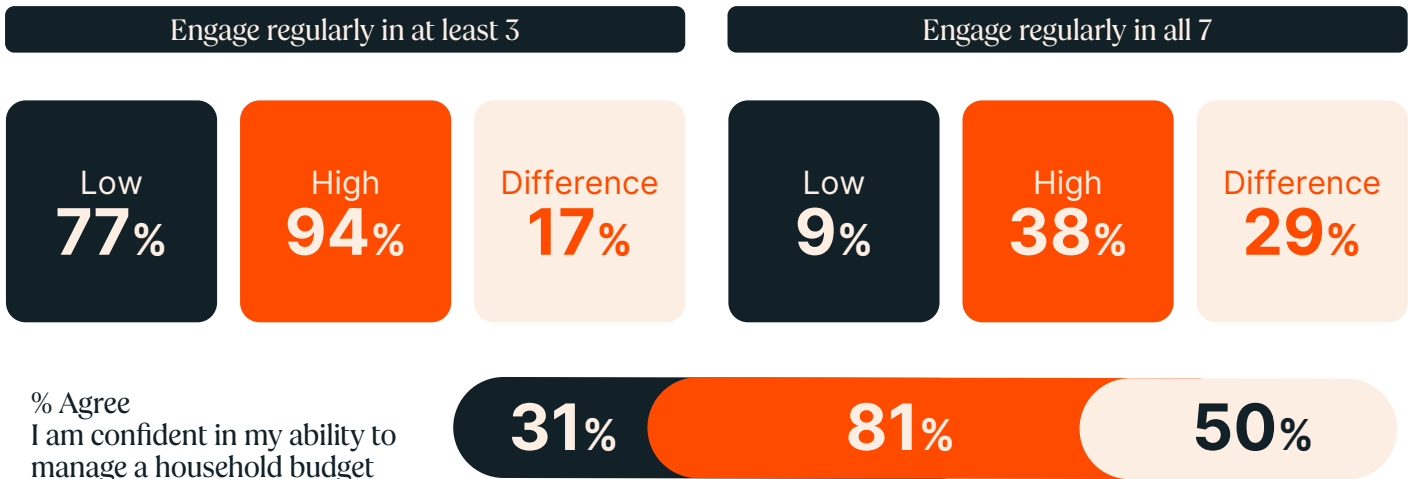
**6. Financial habits**

**Those low in financial literacy are least likely to engage in good financial habits.**

There are seven day-to-day financial habits that help people stay on top of their finances. These include tracking statements / transaction history regularly, making a note of upcoming bills to ensure they are not missed, keeping money aside for bills, arranging automatic payments for regular outgoings, budgeting for income and expenses, tracking spend and using a banking app or money management tool to help keep track.

Overall, we found nine in ten (92%) engage in at least three of these habits regularly, and almost one in three (29%) engage in all seven. Those who rate themselves as high in financial literacy are most likely to engage, those who rate themselves as low are least likely to. Those who rate themselves as low in financial literacy and the least confident in their ability to manage a household budget.

**Follow good financial habits:**



*Low and high refer to self-described financial literacy*



# Advice Matters

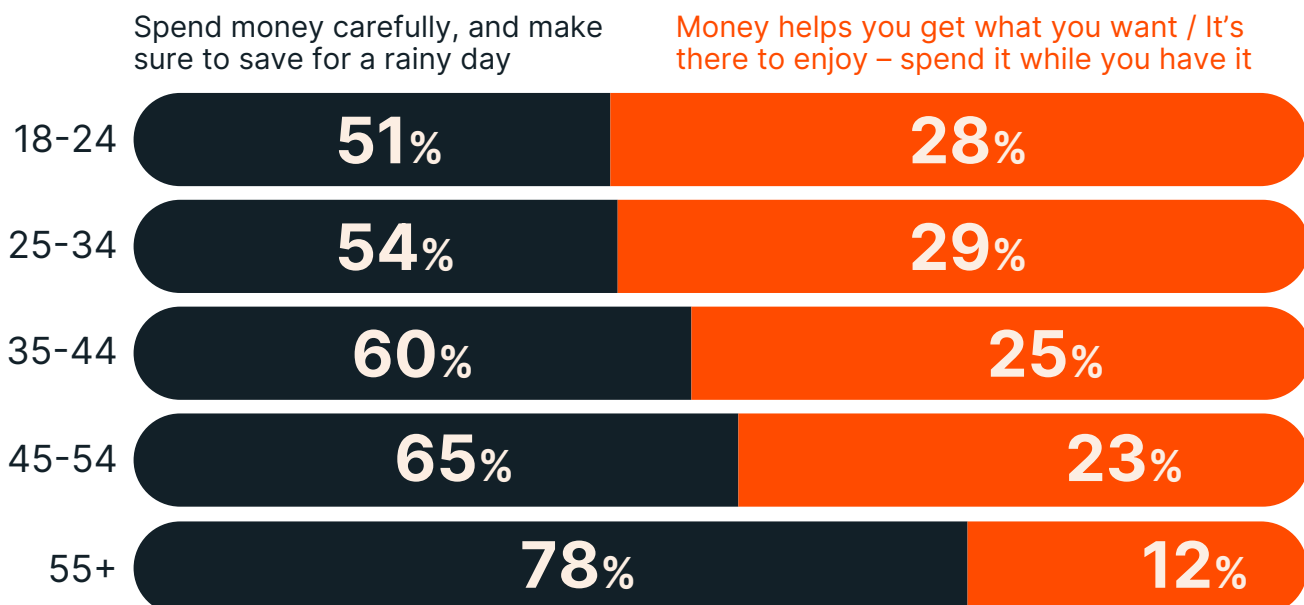
## 1. Advice received as children

**Two in three remember being advised as children to “spend money carefully, and make sure to save for a rainy day”. This is particularly true for older adults.**

Our financial habits are strongly influenced by the values we are taught as children. The most common advice people remember receiving as children, recalled by two in three (65%), was to spend money carefully and make sure to save for a rainy day. Today, saving for a rainy day is the primary motivation for saving in Ireland, mentioned by six in ten (58%) savers.

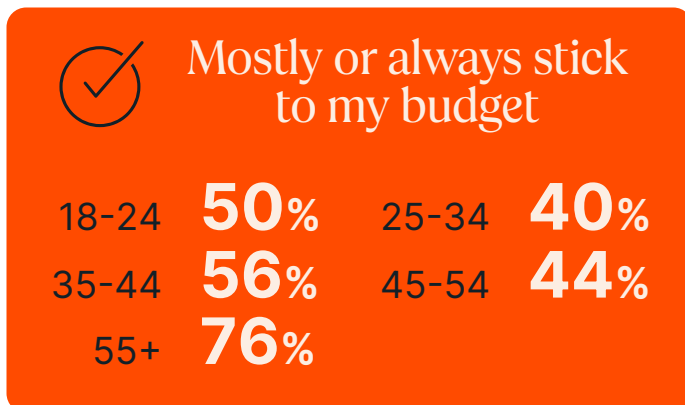
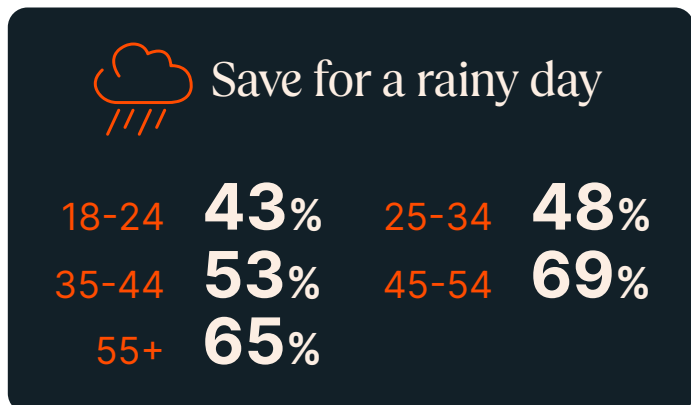
Older adults are more likely to recall receiving such advice; eight in ten of those aged 55+ vs. one in two of 18-24 year olds. Those aged 18 to 54 are more likely than others to have heard that money helps you get what you want or should be spent and enjoyed while you have it. This is likely influenced by the prevailing economic times in which people grew up.

### Advice received in childhood



Although many factors influence financial behaviour, the pattern of behaviour by age group does reflect the advice received as children. Those aged 55+ are more likely than younger adults to manage their money carefully and stick to their budget, and are more likely to save for a rainy day.

## Behaviour



**Women continue to believe in being careful with money and saving for a rainy day into adulthood. Men are more likely to have changed their outlook over time.**

While most still believe in being careful with money and saving for a rainy day, fewer men hold on to this belief vs. women.

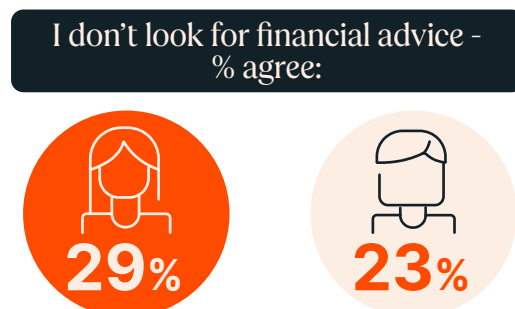
Advice received in childhood vs. beliefs held today:

**“Spend money carefully, and make sure to save for a rainy day”**



### 1. Willingness to seek financial advice

Older age groups are more likely than younger to say they do not look for financial advice. Women are more likely than men to say this.



## Men are more likely than women to have consulted a financial advisor, and to have a long-term financial plan.

Overall, at least three in four intend to consult a financial advisor, however only half as many actually follow through on the intention. Men are better than women at acting on the intention with 32% confirming they have already spoken to a financial advisor while a further 43% plan to but haven't yet. Far fewer women have acted on the intention; 20% say they have already done so while almost three times as many (57%) say they haven't yet but plan to.

			Difference
Intention to consult a financial advisor:	75%	77%	2%
• Have done so already	32%	20%	12%
• Haven't yet, but plan to	43%	57%	14%
I have a clear long-term financial plan - % agree:	45%	30%	15%

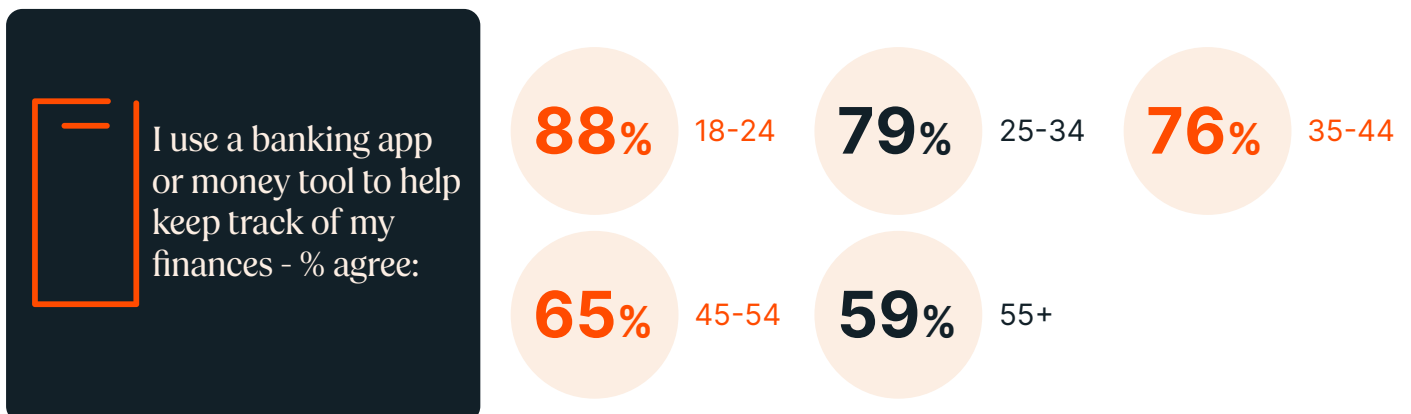
# Financial fitness in a digital world



At a time when more and more financial services are offered in digital format, digital financial literacy is becoming more essential. The OECD define digital financial literacy as a combination of knowledge, skills, attitudes and behaviours necessary for individuals to be aware of, and safely use, digital financial services and digital technologies with a view to contributing to their financial well-being <sup>(1)</sup>. An Irish government report estimates that 44% of adults in Ireland do not have the minimum level of digital financial literacy needed to navigate their finances <sup>(2)</sup>. The National Financial Literacy Strategy published in February will include a specific focus on developing digital financial literacy <sup>(3)</sup>.

## Digital solutions help people build knowledge and keep track, particularly younger age groups.

Seven in ten use a banking app or money management tool to help them keep track of their outgoings. This is higher among those who rate themselves as high in financial literacy (75%) than for those reporting low financial literacy (65%). It is highest among 18-24s (88%) and lowest the 55+ age group (59%).

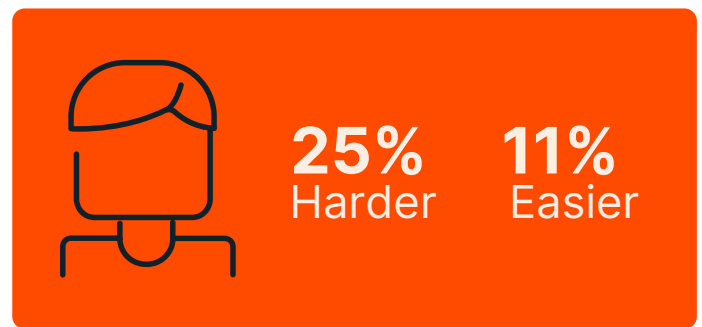
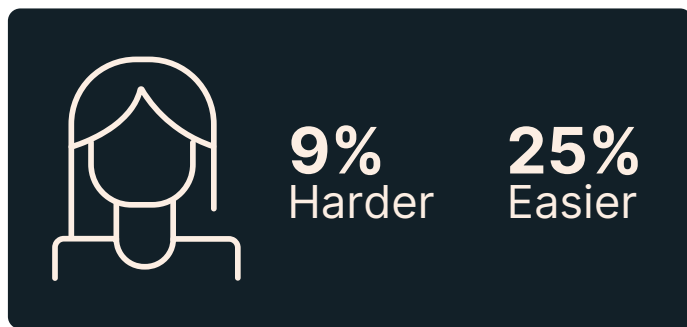
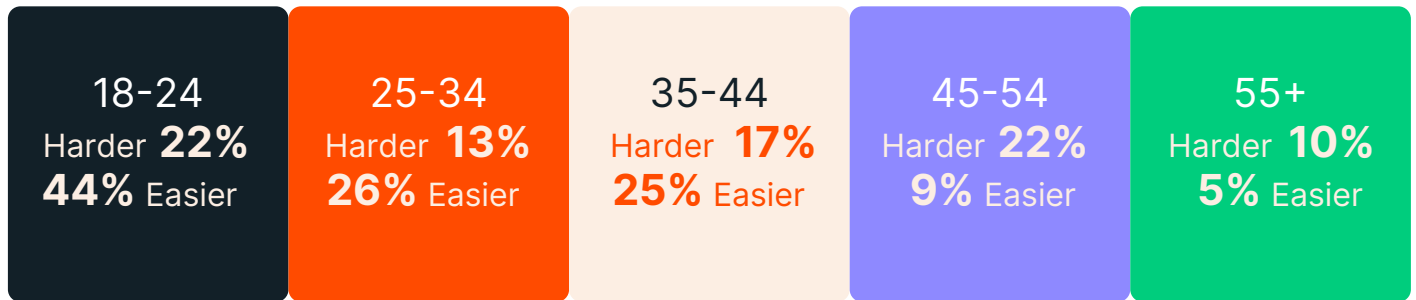


For four in ten (42%) find online searches make it easier to understand their finances with younger age groups twice as likely to report this as older; 56% among 18-24s compared to 24% for those aged 55+.

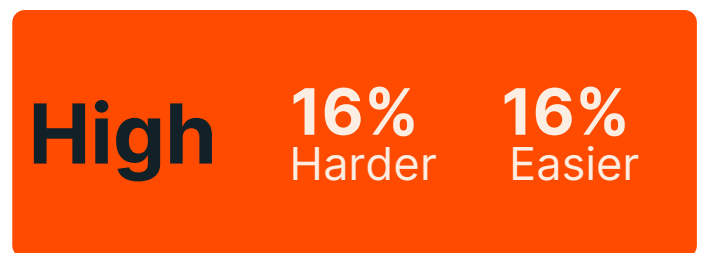
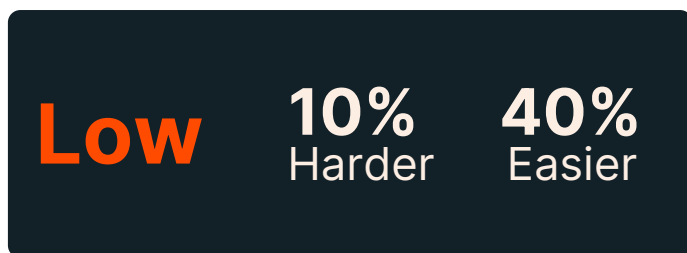
**Social media platforms confuse as much as inform when it comes to understanding finances, and social media ‘finfluencers’ are the least trusted source for finding out about financial products.**

At an overall level an equal number, around one in seven, say social media platforms like Tik-Tok and Instagram make understanding their finances either harder or easier. A majority (seven in ten) say they make no difference at all. There are differences by age group and gender, with younger people and women more likely to say they make it easier. Those who rate their financial literacy as low are two and a half times more likely to say social media platforms help them understand their finances (40%) compared to those with high financial literacy (16%).

**Information shared on social media makes understanding my finances**



**Financial literacy (self-described):**



**AI is trusted for building knowledge and analysing spending patterns, not for providing advice:**

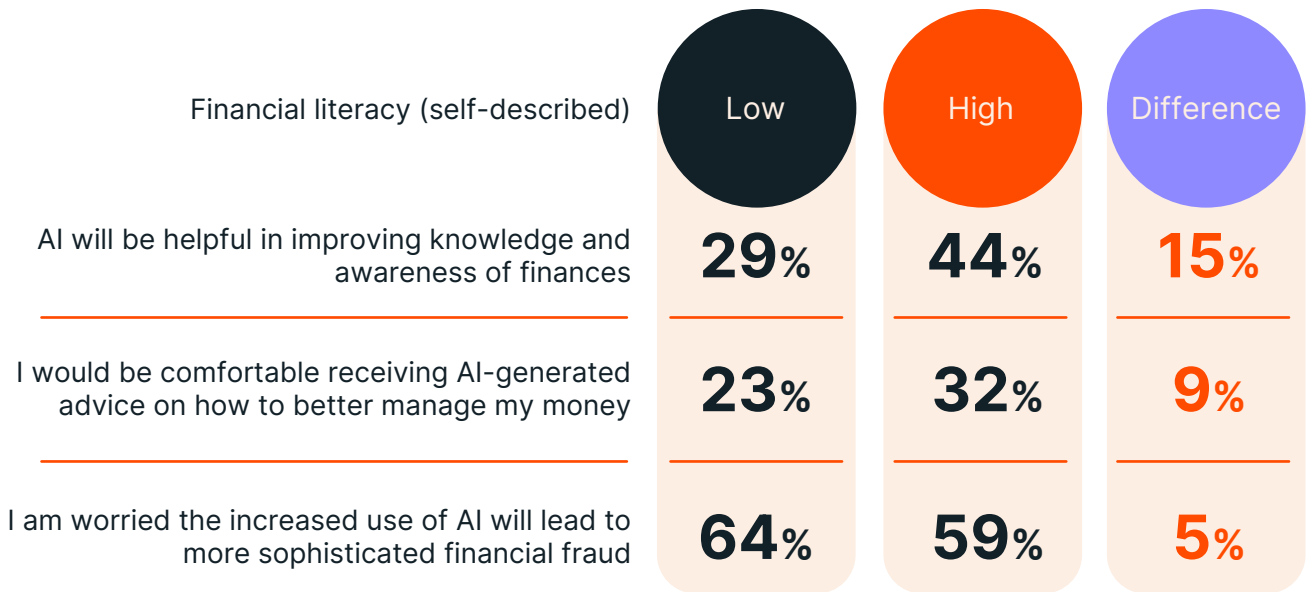
Almost one in two say AI has helped them better understand finances particularly fees and charges (48%), financial products available (47%) and personal spending habits (46%). However, when it comes to financial advice 40% would be uncomfortable with AI as a source, compared to 27% who would feel comfortable. Those most open to AI-generated advice are 25-34 year olds (42%).

**Concern about the role AI may play in sophisticated financial fraud is contributing to low trust:**

Six in ten (61%) believe AI will lead to more sophisticated financial fraud. A further 23% are neutral when asked about this. Only 13% are confident this won't happen.

**Those who rate themselves high in financial literacy are more confident in using AI to build their knowledge:**

Those with high financial literacy are more confident about the benefits of AI in building knowledge and generating advice. Those with low financial literacy are more likely to suspect AI will contribute to more sophisticated financial fraud, perhaps reflecting a nervousness about their vulnerability.



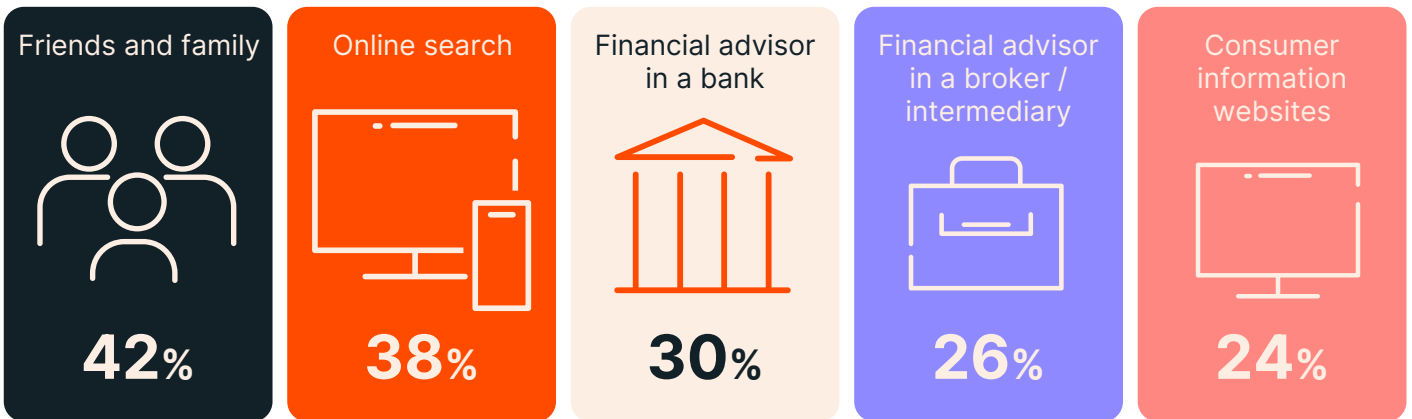


# The human factor builds trust

Three of the top five resources we turn to for financial advice are human rather than tech driven. Friends and family are number one, particularly for younger adults.

Overall, we rely most on friends and family for financial advice. This is particularly so for those aged 18-24 (62% vs. 42% average).

## Top 5 resources relied upon for financial advice - % agree

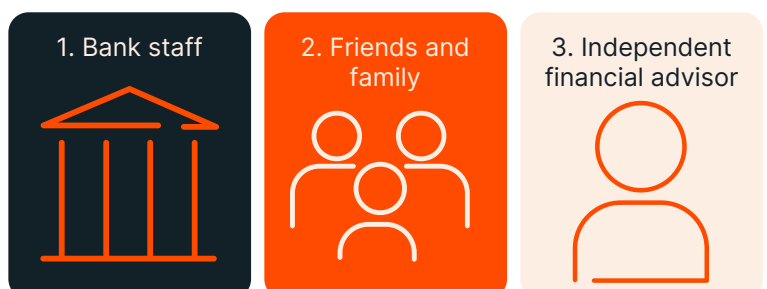


*This is based off excluding those who don't look for research*

The top three most trusted sources when deciding to buy financial products and services are human. Bank staff are number one:

Bank staff are the most trusted source of information when it comes to finding out about pensions, mortgages, personal loans, overdrafts, savings accounts, current accounts or credit cards. The top three most trusted sources are all human: bank staff, friends & family and independent financial advisors.

## Top three most trusted information sources for financial products & services



**While AI is seen as useful for building knowledge, people prefer to talk to a human being when it comes to their finances.**

Almost two-thirds say that while AI might be capable of analysing their spending patterns, they are more comfortable with talking to a human about it. While there is a clear preference for human interaction this is a significant decline compared to this time last year (70%). There are other signs of people becoming more comfortable with AI with significant drops in fear of more sophisticated financial fraud (61%) down from 72% last year.



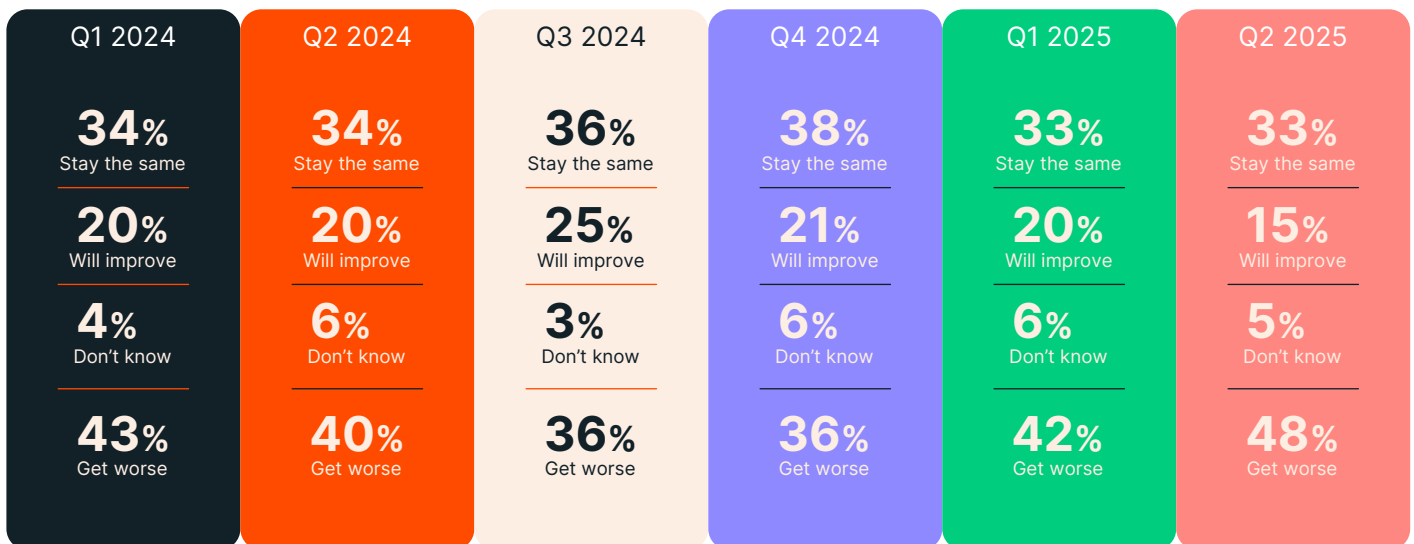
# Our view on the Irish economy



## Growing concern in economic outlook for the year ahead continues to rise

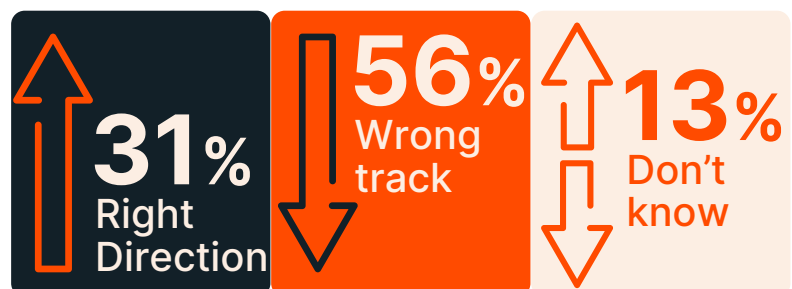
There has been more movement since our report last quarter when looking at how people feel about the economy. Growing concern in economic outlook for the year ahead appears to be on the rise again, returning to levels seen in mid-2023.

Do you think the economic situation of the country is likely to improve, remain the same, or get worse over the next 12 months?



## Are we on the right track?

Along with our feelings towards the economy, there is a growing sense of concern about the overall direction the country is going in. In total, 31% of people say we are moving in the right direction – which has decreased by 2% since the last quarter – while 56% say we are on the wrong track – up 5% on the last quarter.



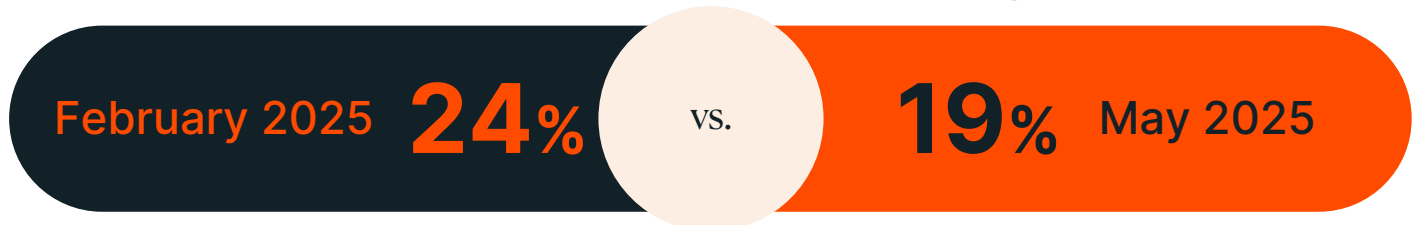
# How we describe our personal finances



## A decline in those who say they are better off compared to a year ago

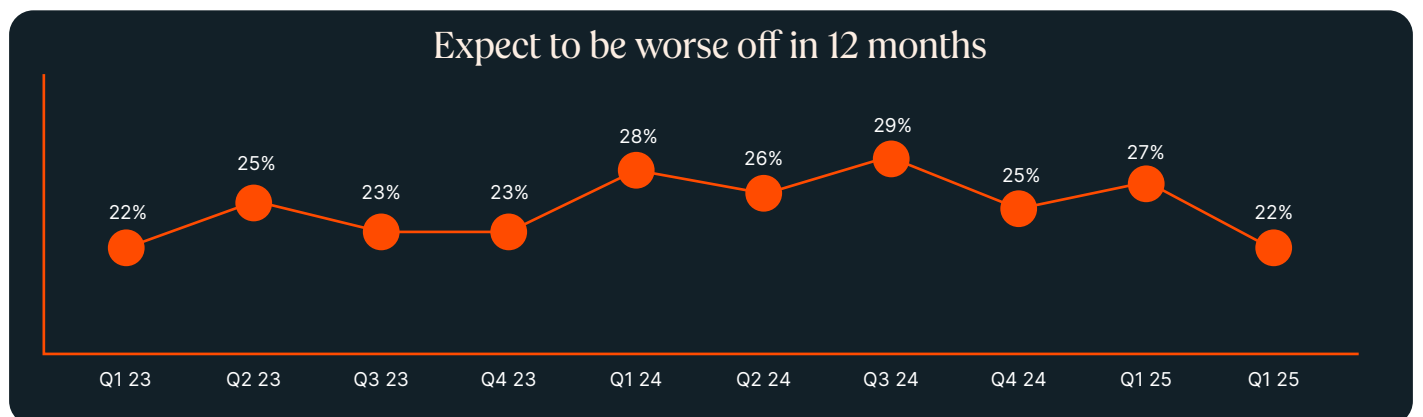
This quarter, we see a decline from 24% to 19% for those who said they were better off compared to this time last year. Those who feel their situation is the same as twelve months ago has stayed the same at 38%. Those who feel they are worse off compared to a year ago has risen from 37% to 42%.

### Better off compared to twelve months ago



## Where do we see ourselves in 12 months?

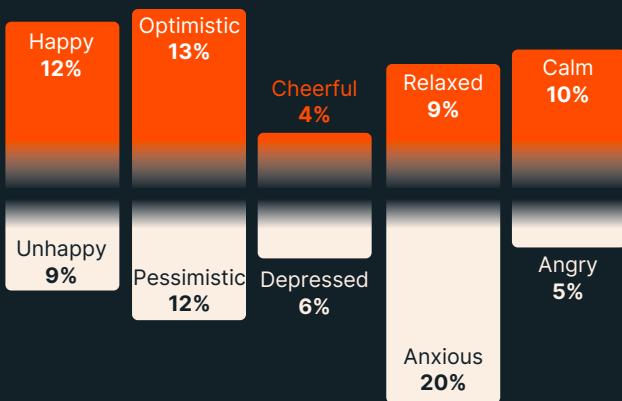
When looking ahead to this time next year, there has been a decrease in those who expect to be better off this time next year, now at 22% vs 27% three months ago.



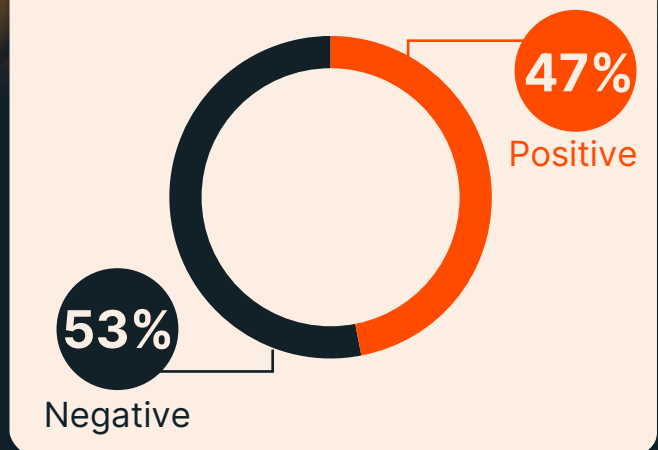
# How do we feel about living in Ireland today?



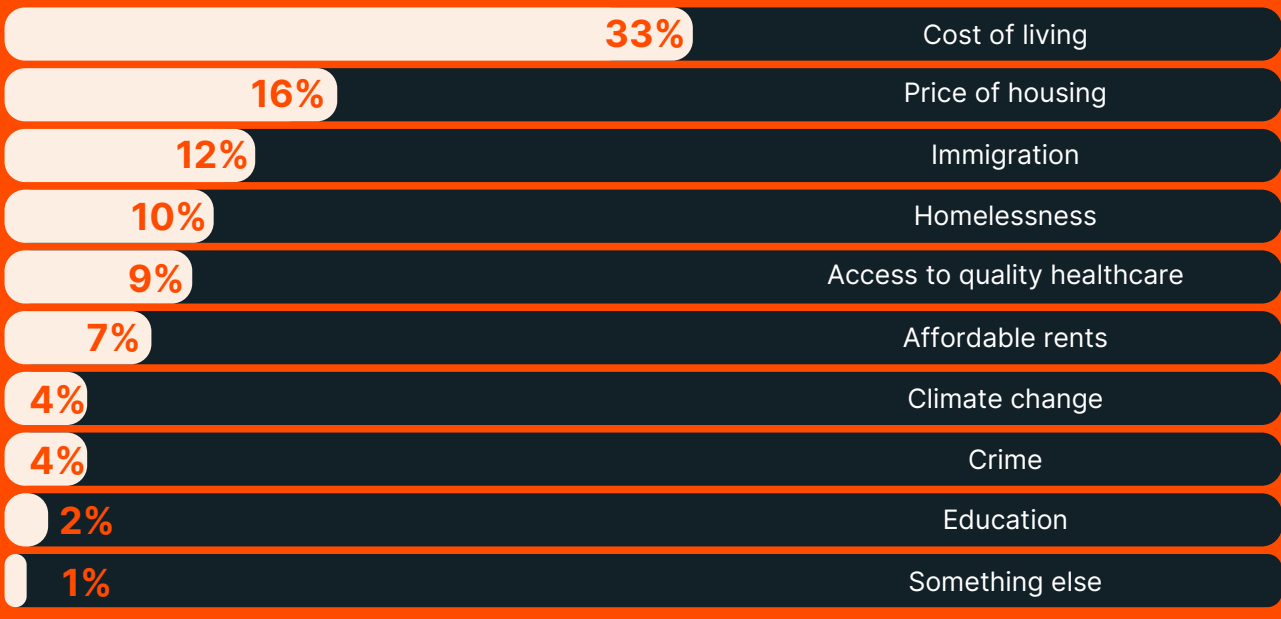
## Nation's Emotions



## How do we feel?



## Top 10 most important issues to be addressed



# Reflecting the Nation



## A regional view of how people in Ireland feel about financial literacy

Taking a look at regional differences, people in Dublin (41%) are most likely to say they have a clear long-term financial plan. Residents in Connaught & Ulster (70%) are most likely to say they are confident in their ability to manage a household budget. Meanwhile those in Munster (34%) are most likely to say they would rather spend money to enjoy themselves now than save for the future and people living in the rest of Leinster (23%) are most likely to say they don't see the point in putting money into a savings account.



### Connacht & Ulster

I have a clear long-term financial plan	35%
I am confident in my ability to manage a household budget	70%
I would rather spend money to enjoy myself now than save for the future	29%
I don't see the point in putting my money into a savings account	16%

### Dublin

I have a clear long-term financial plan	41%
I am confident in my ability to manage a household budget	68%
I would rather spend money to enjoy myself now than save for the future	32%
I don't see the point in putting my money into a savings account	22%

### Rest of Leinster

I have a clear long-term financial plan	36%
I am confident in my ability to manage a household budget	67%
I would rather spend money to enjoy myself now than save for the future	32%
I don't see the point in putting my money into a savings account	23%

### Munster

I have a clear long-term financial plan	39%
I am confident in my ability to manage a household budget	69%
I would rather spend money to enjoy myself now than save for the future	34%
I don't see the point in putting my money into a savings account	19%

# Methodology

In the seventeenth edition of Reflecting Ireland, we take a look at financial literacy in Ireland.

## Survey information

- An online survey was conducted of 1,000 adults in the Republic of Ireland
- Sample was nationally representative of the population based on gender, age, social class and region
- Fieldwork was carried out between the 16th and 30th May 2025.
- The margin of error for this research is +/- 3.02%

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- (2) Minister McGrath publishes Mapping Report on the development of a Financial Literacy Strategy in Ireland
- (3) National Financial Literacy Strategy |

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