

ADland V IREland



Survey 2025



Adland V Ireland-An Overview

- This report sets out to find out what differences, if any, there are between the general public (“IREland”) and ad industry professionals (“ADland”) in 2025.
- Results regarding our lifestyle, device ownership and media consumption were compared to research for the average population to show what contrast there is between “the advertising industry bubble” and the “average everyday Irish person.”
- The goal of this report is to determine if we let our own unique lifestyle and media consumption habits inadvertently affect our views.

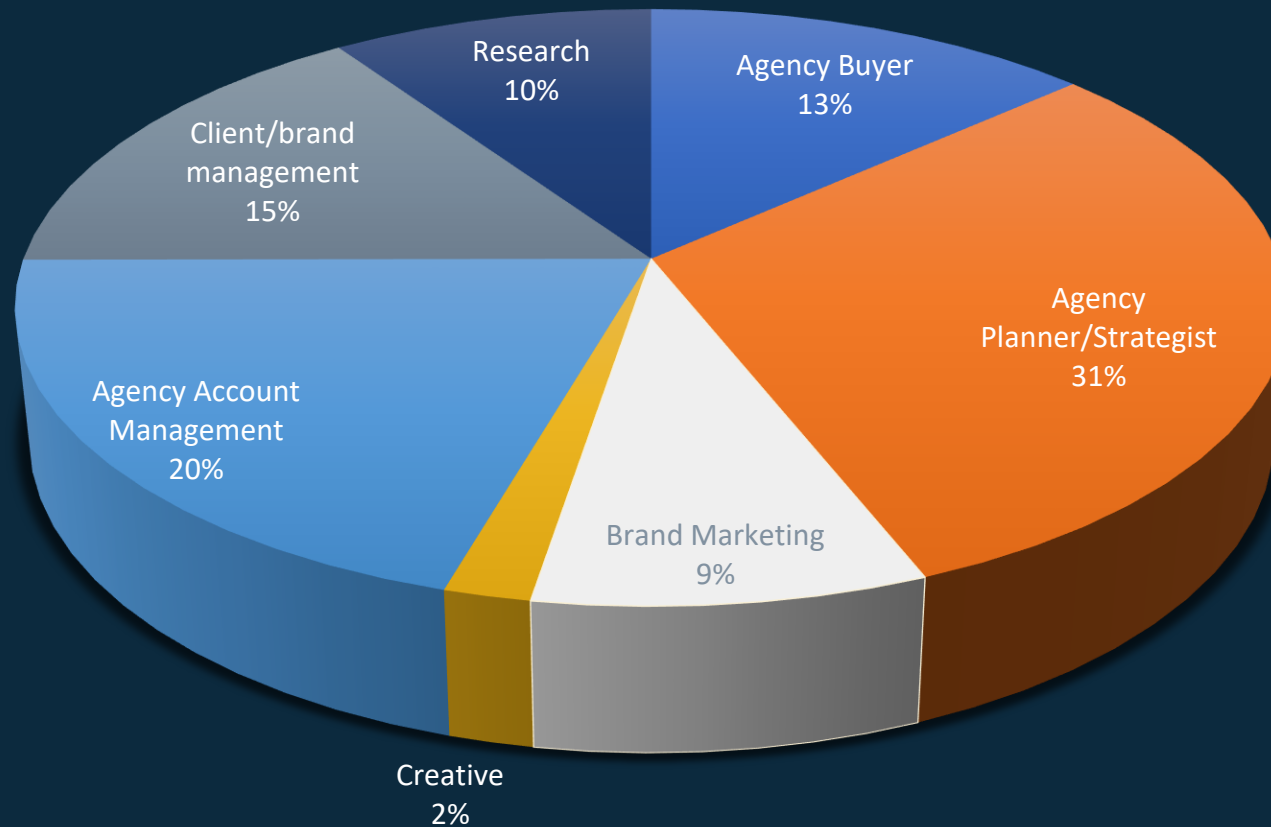


Who Are Our Advertising Community Respondents?



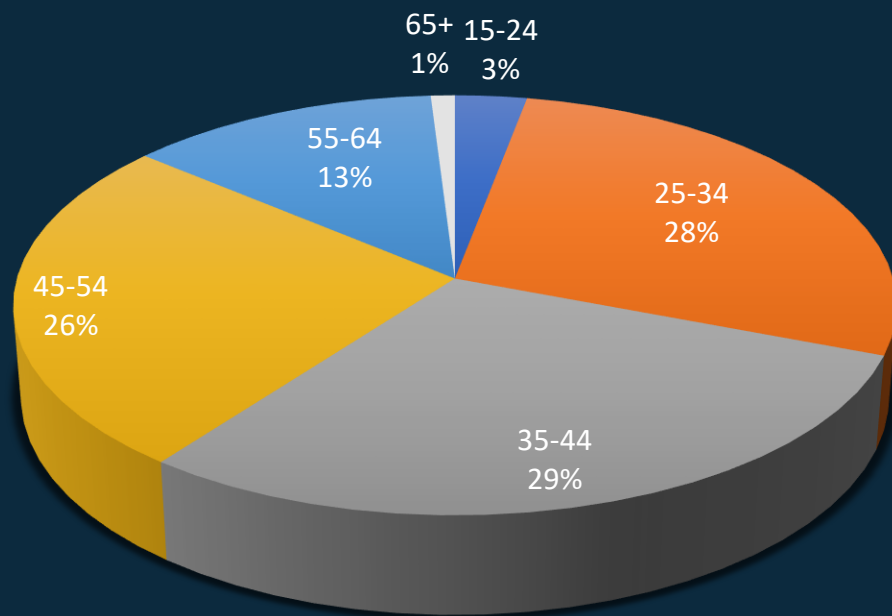
44% of respondents have a planning or buying role at work

Q: Which one of these best describes your primary function at work?

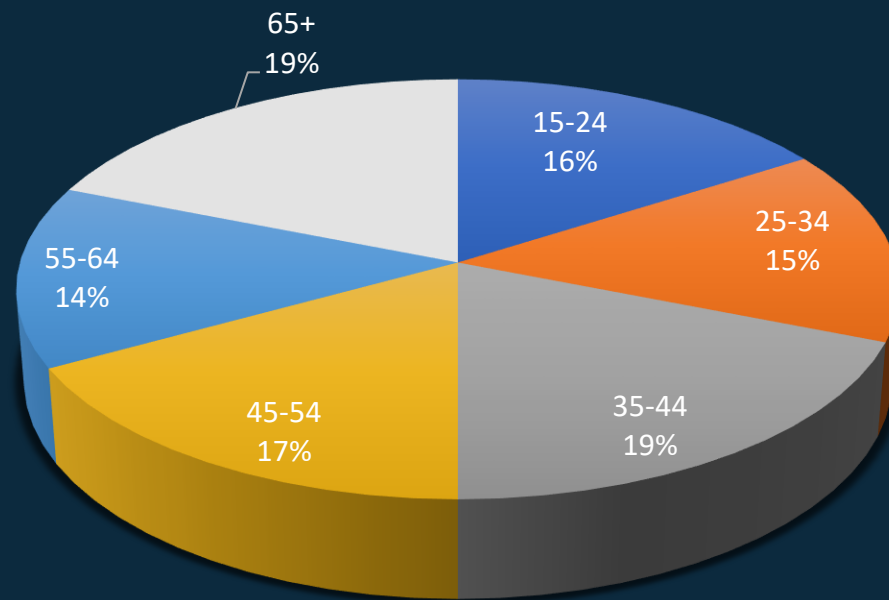


Adland skews younger than the general population

Q: What age bracket are you? Adland

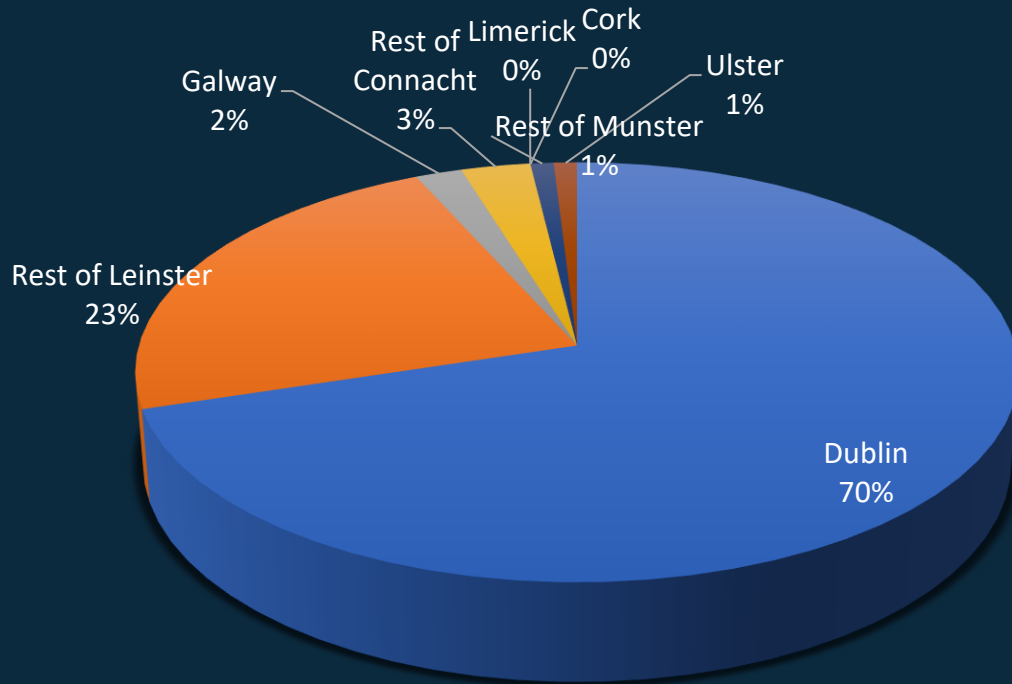


Q: What age bracket are you? Ireland

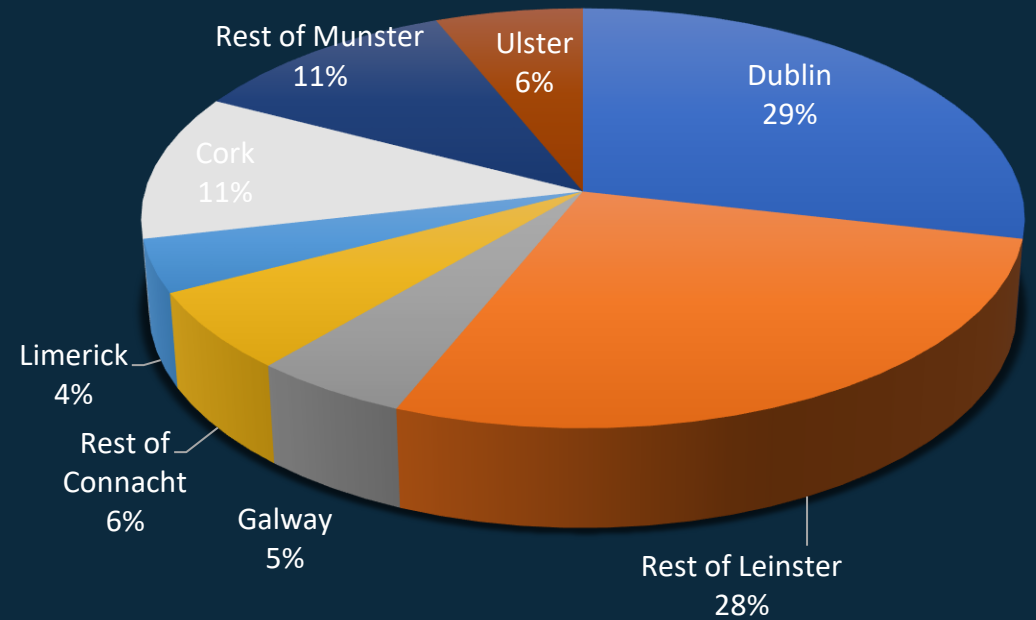


Adland reside primarily in Dublin

Q: Where do you usually live? Adland

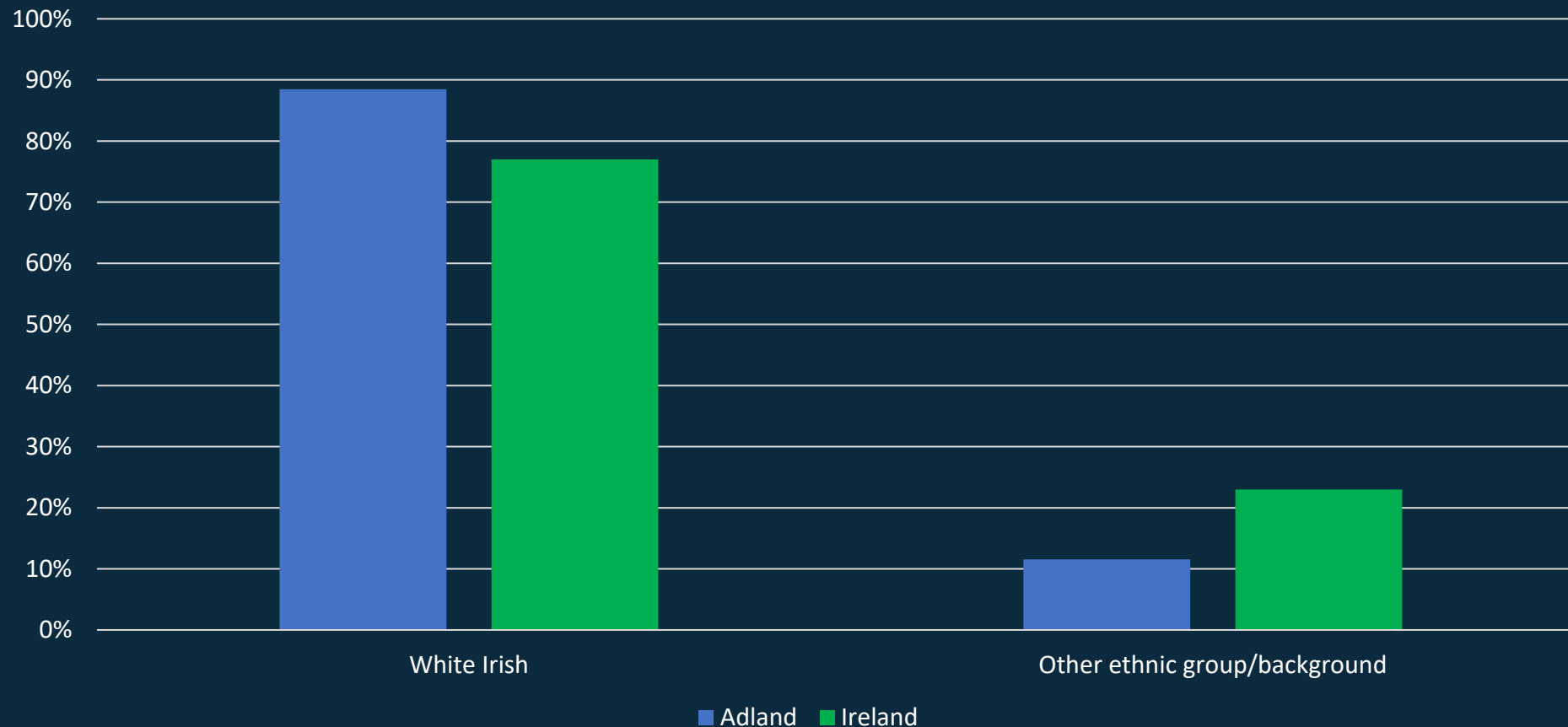


Q: Where do you usually live? Ireland



Adland is not as diverse as Ireland

Q: What is your ethnic group/background?

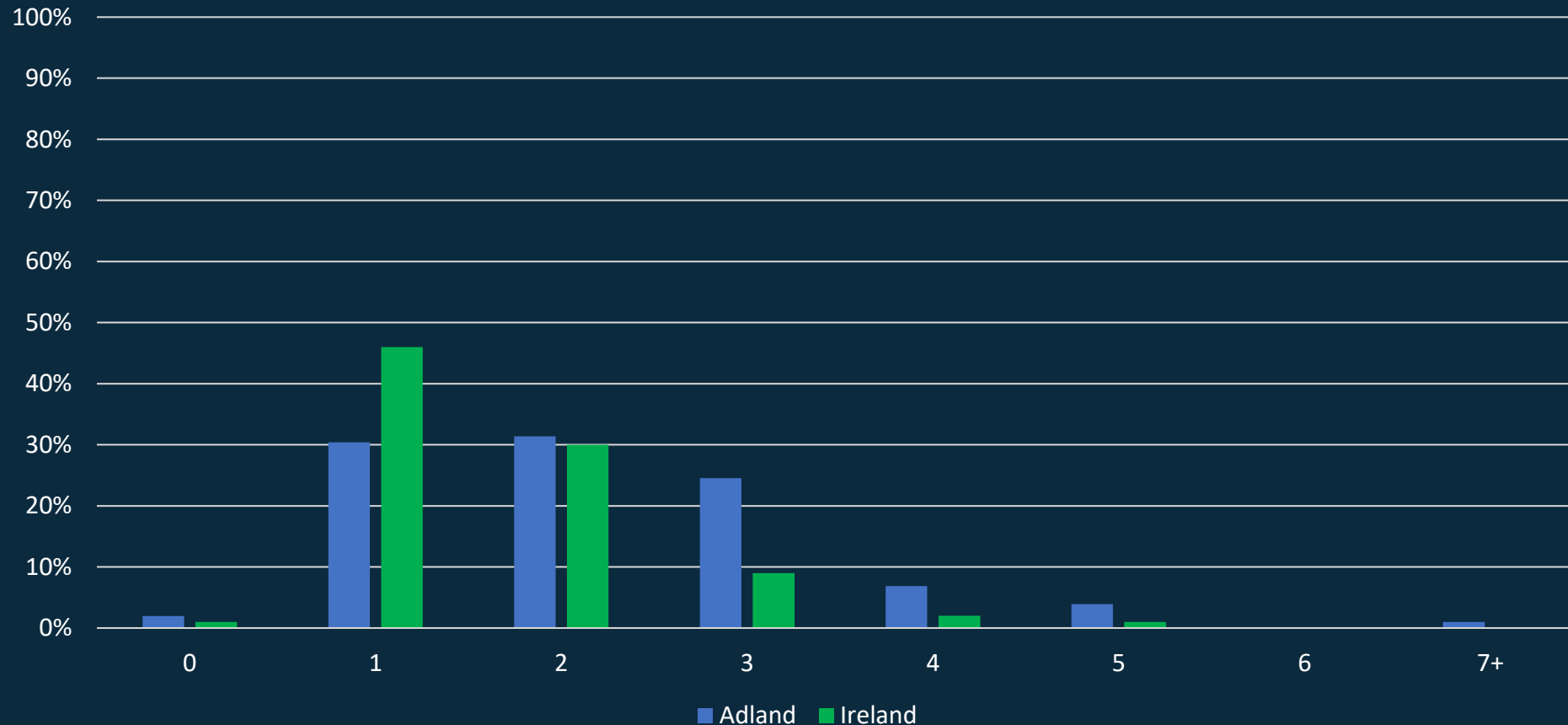


Demographically
Adland is different
to the average
Irish person-does
this affect media
and device usage?



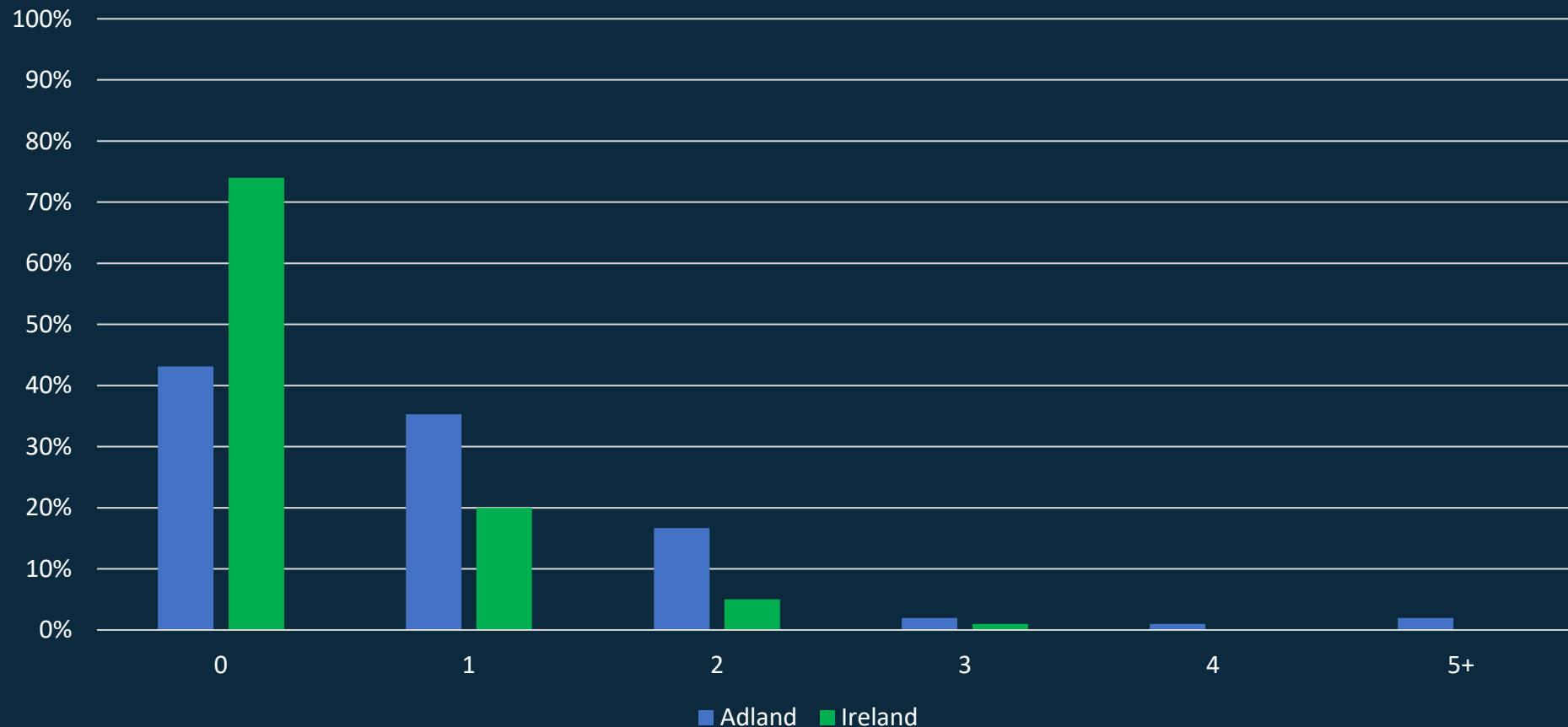
Adland more likely to own and have multiples of every major device

Q: How many **TV sets** are in your household (in working order)?



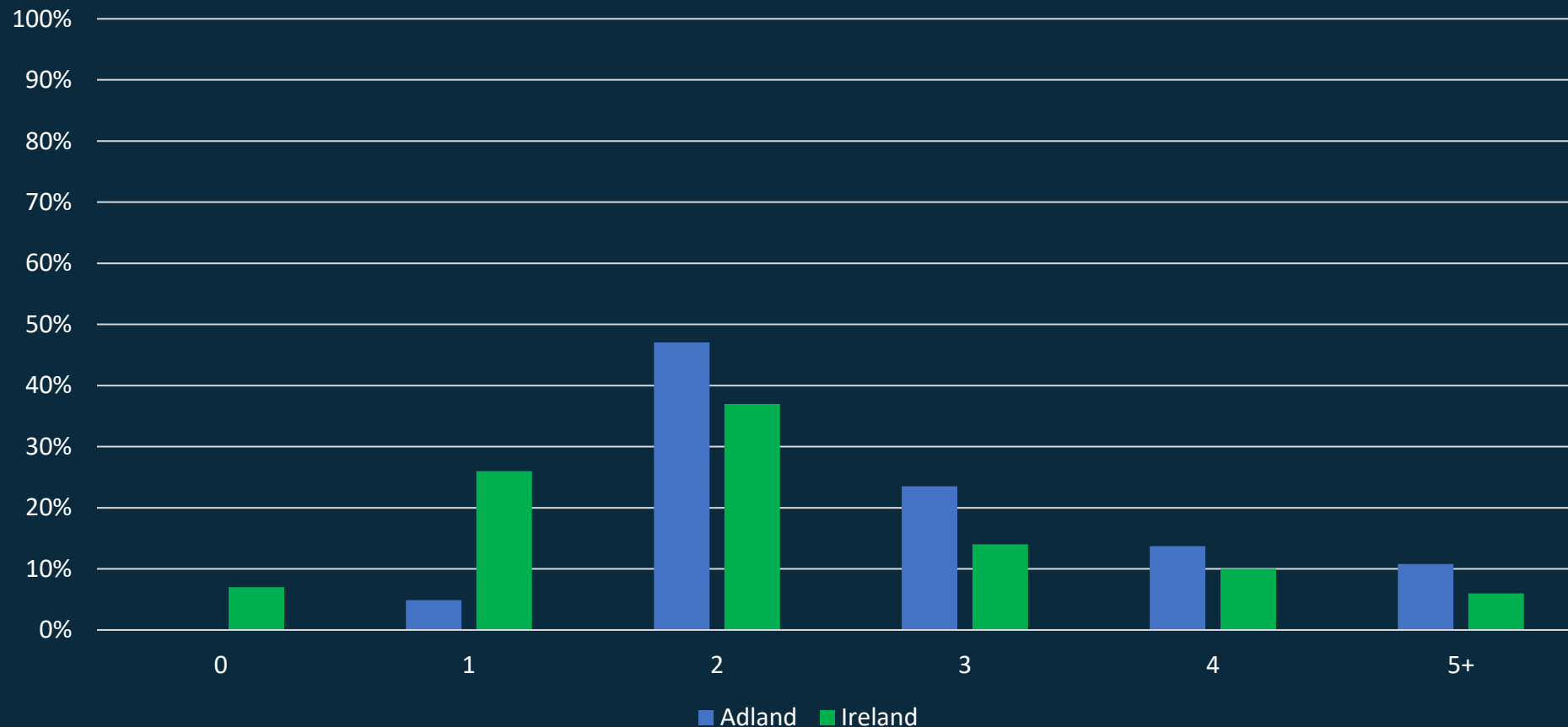
Adland more likely to own and have multiples of every major device

Q: How many **game consoles** are in your household (in working order)?



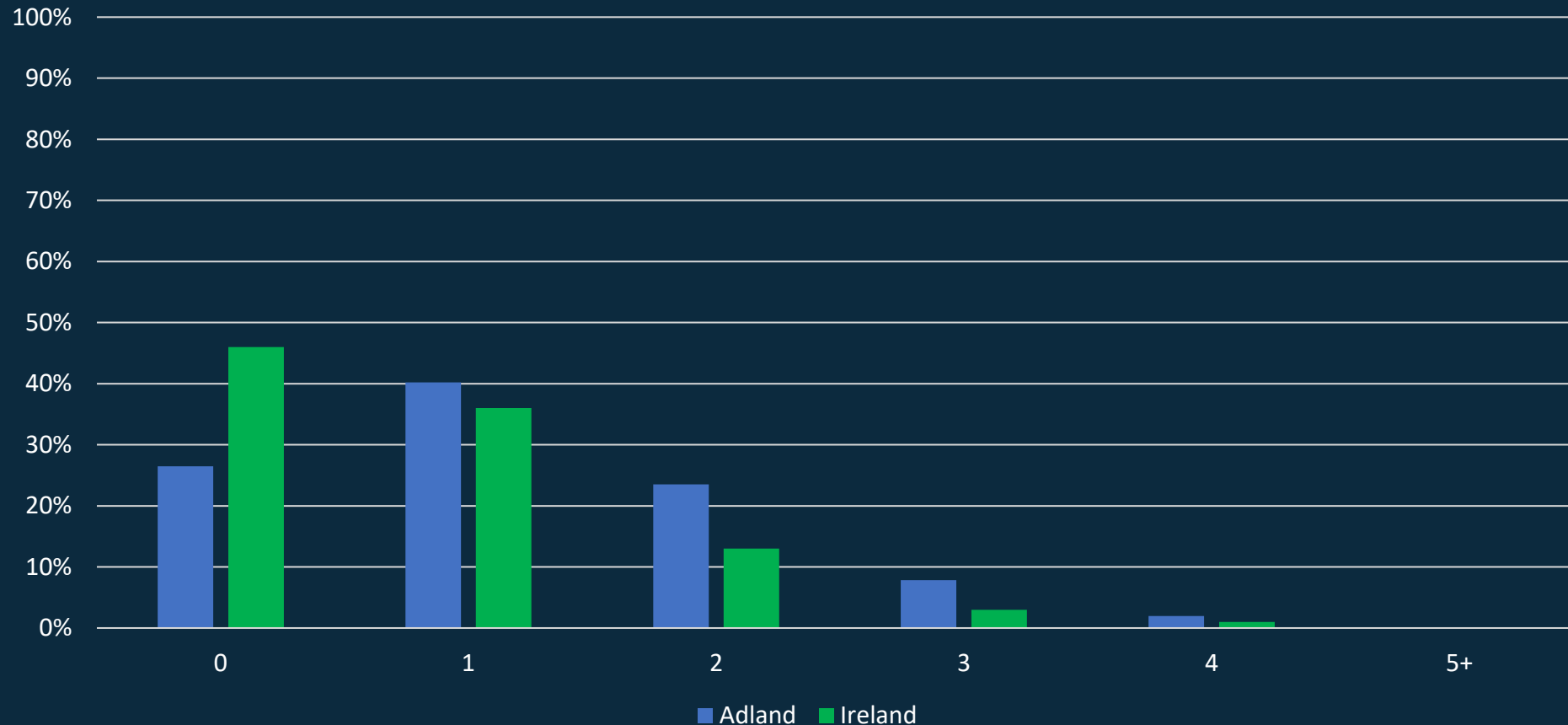
Adland more likely to own and have multiples of every major device

Q: How many **smartphone** are actively used in your household



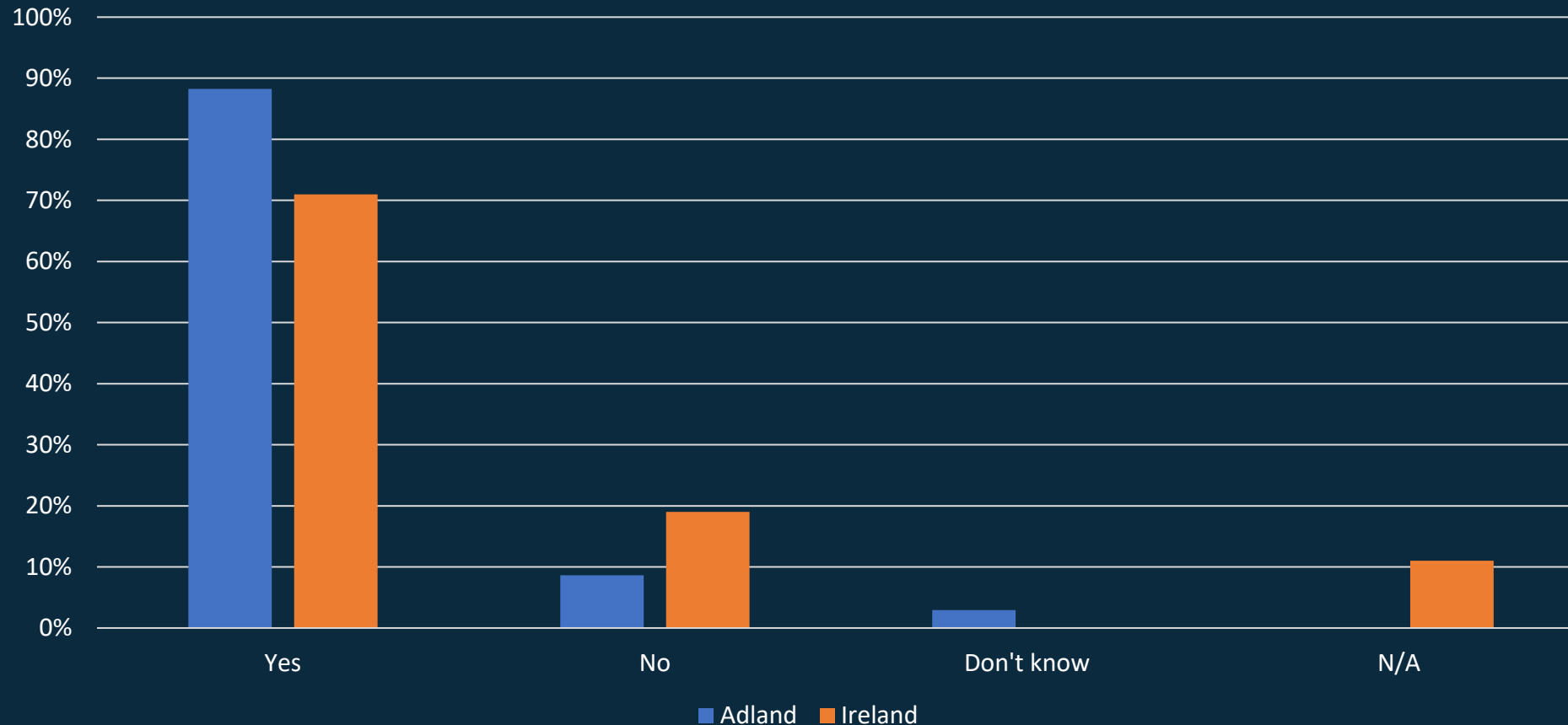
Adland more likely to own and have multiples of every major device

Q: How many **tablet devices** are actively used in your household



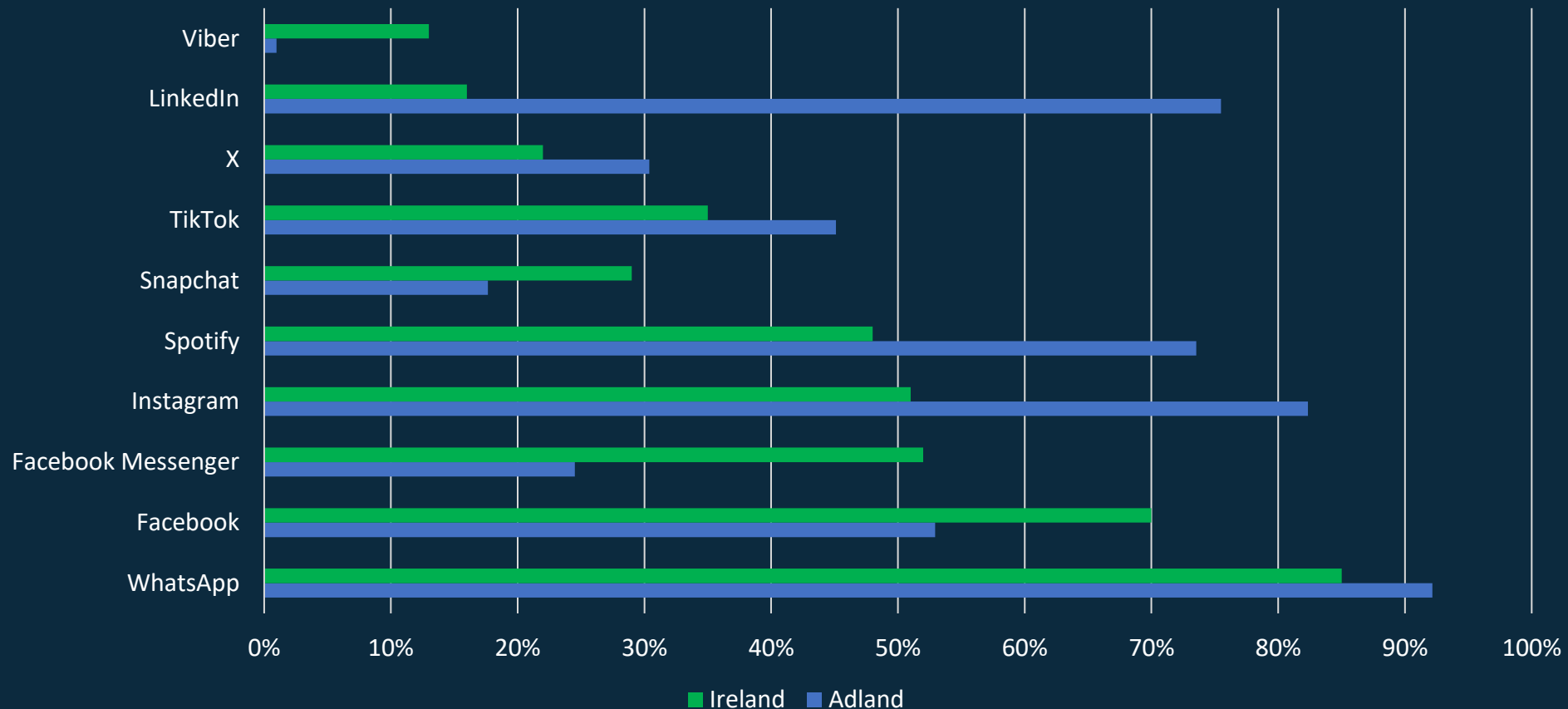
Adland are more likely to invest in Smart TV's

Q: Are any of your TV sets a Smart TV?



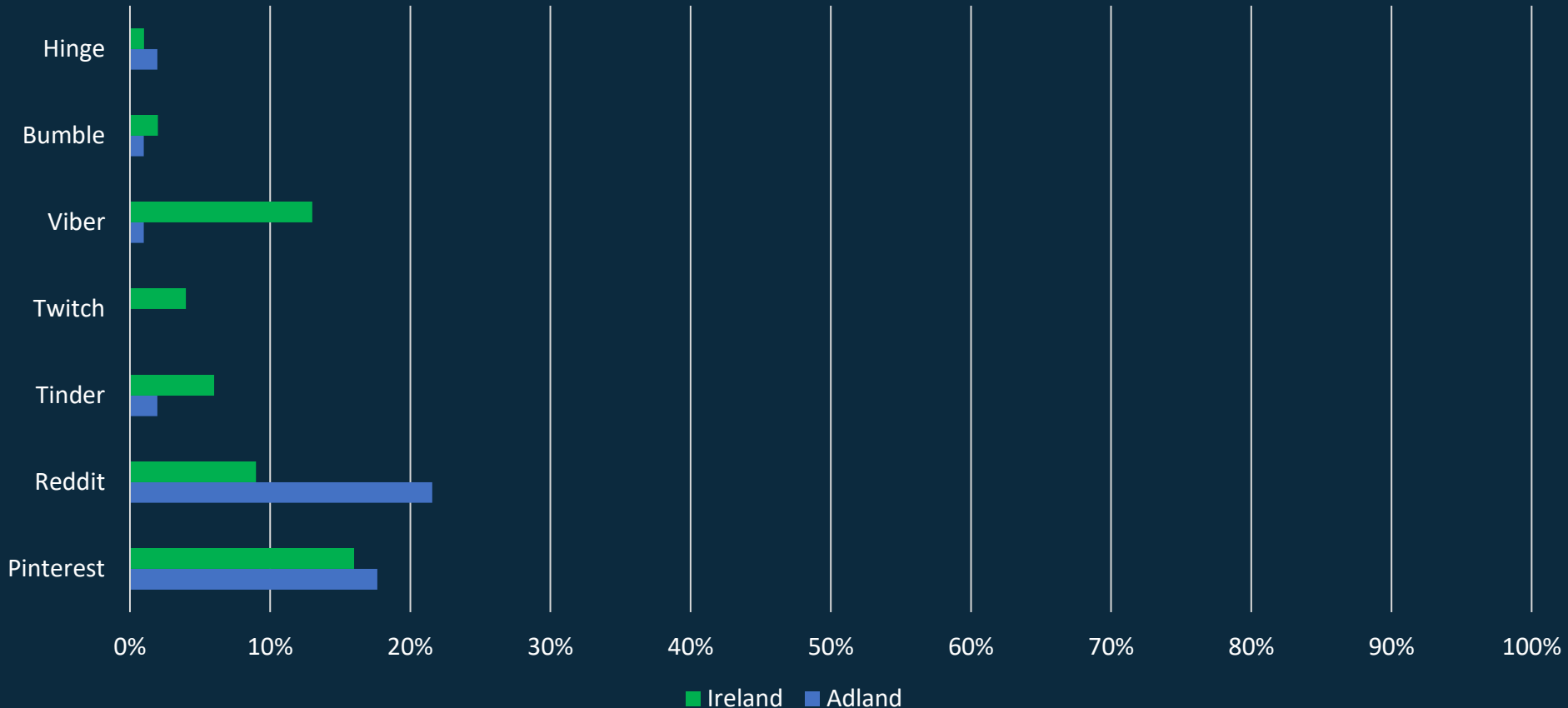
Compared to the public, Adland are huge consumers of social media

Q: Which of the following, if any, do you ever use now a days



Adland aren't are interested in online dating sites!

Q: Which of the following, if any, do you ever use now a days



Does Adland's
unique media
preferences skew
perceptions of the
general public's
media usage?



Perception V Reality

In our survey we asked our Adland respondents to provide two separate responses to our media consumption questions:

Self-Reported

«What do you do»



Estimated

«What you think an average Irish person does»



Then we compared Adland's responses against the general population's "real" media consumption via TAM Ireland/Nielsen data

69% of Adland's video consumption is on TV

Q: Of all the video content that YOU (or average Irish person 15+) watch (this includes commercial TV channels, BVOD, subscription VOD, video sharing platforms and other streaming services) what % of the time do you watch it on the following devices



Adland
(Reported share)

69%



5.96%



3.9%



21.2%

Adland believes that the average Irish adult's share of video viewing on a TV is even lower

Q: Of all the video content that YOU (or average Irish person 15+) watch (this includes commercial TV channels, BVOD, subscription VOD, video sharing platforms and other streaming services) what % of the time do you watch it on the following devices



Adland
(Reported share)

69%

5.96%

3.9%

21.2%

Irish public
(Adland's Estimate)

57%

8.6%

9.1%

24.9%

In reality, 79% of Adults 15+ video viewing is on TV

Q: Of all the video content that YOU (or average Irish person 15+) watch (this includes commercial TV channels, BVOD, subscription VOD, video sharing platforms and other streaming services) what % of the time do you watch it on the following devices



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Irish public
(Adland's Estimate)

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8.6%

9.1%

24.9%

Irish Ads 15+
(Actual data)

79%

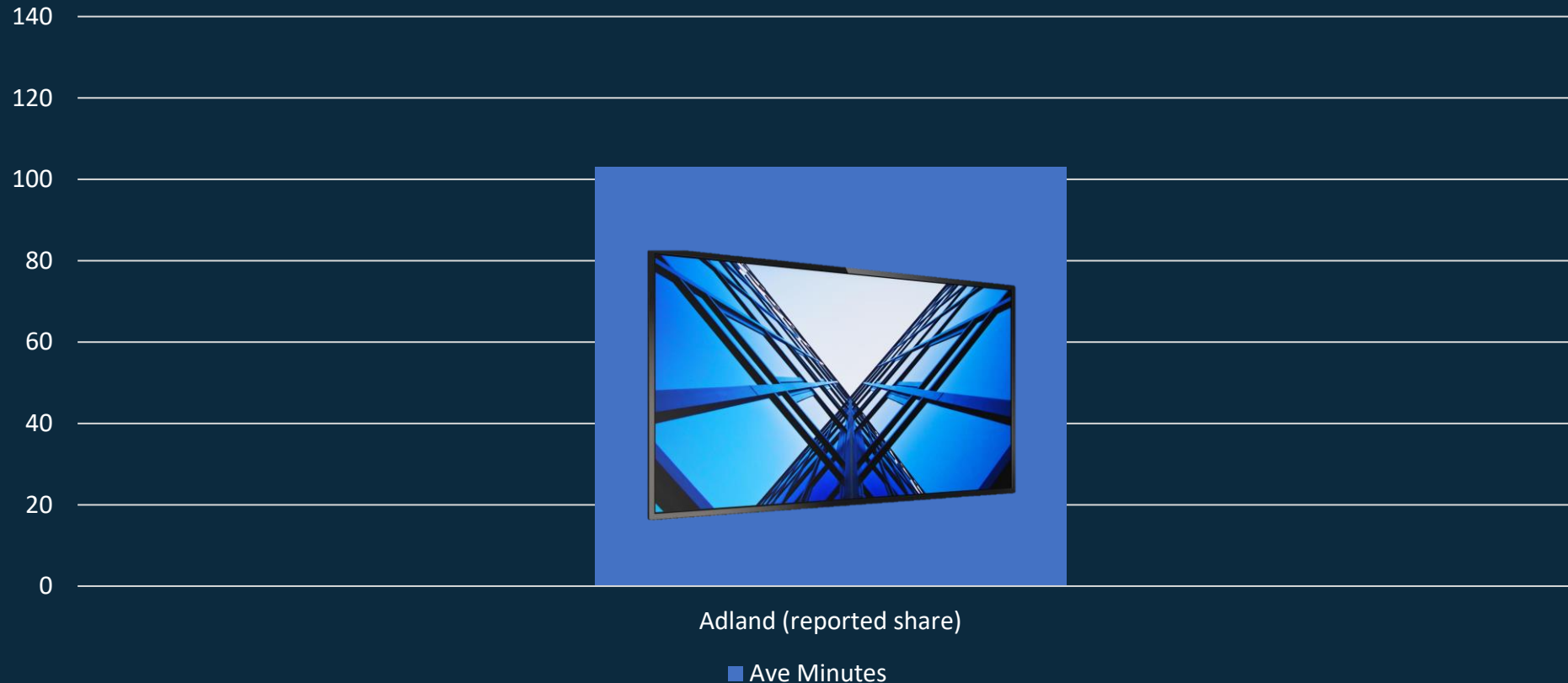
2%

2%

17%

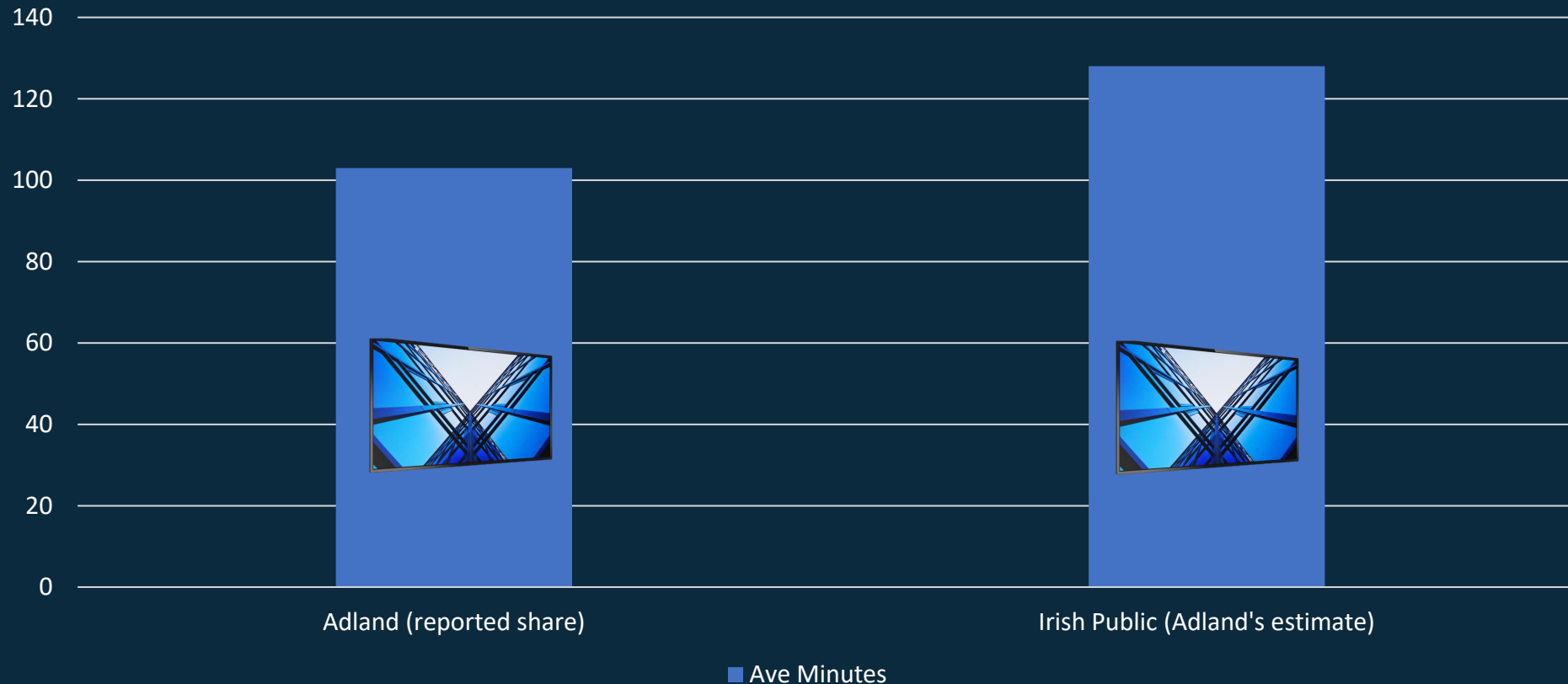
Time spent: Adland say they watch less than 2 hours of TV per day

Q: On an average day approximately how much time do YOU/Irish public 15+ spend watching TV on a tv set? (Live, Vosdal and consolidated (7 days))



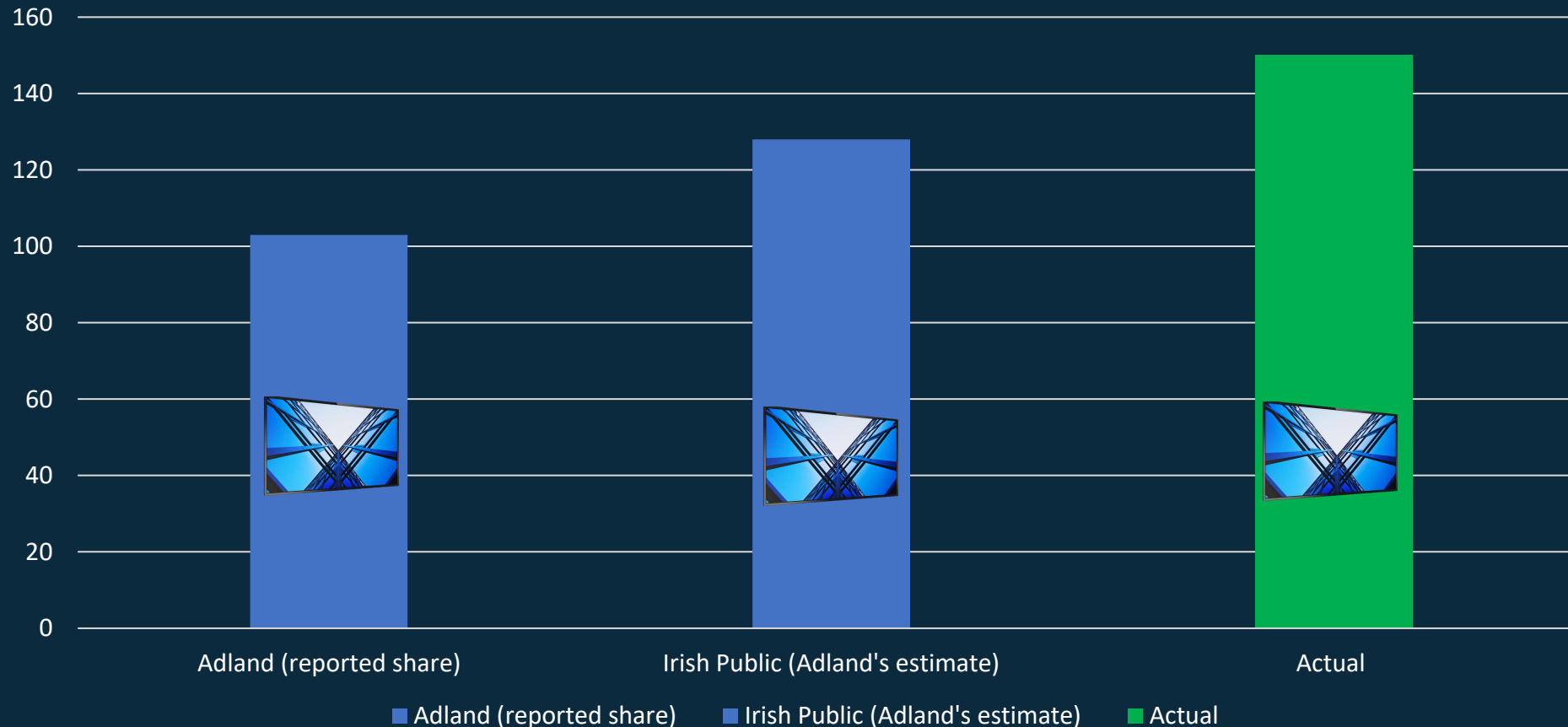
Time spent: Adland estimate the Irish public watch more TV than them (128 minutes a day)

Q: On an average day approximately how much time do YOU/Irish public 15+ spend watching TV on a tv set? (Live, Vosdal and consolidated (7 days))



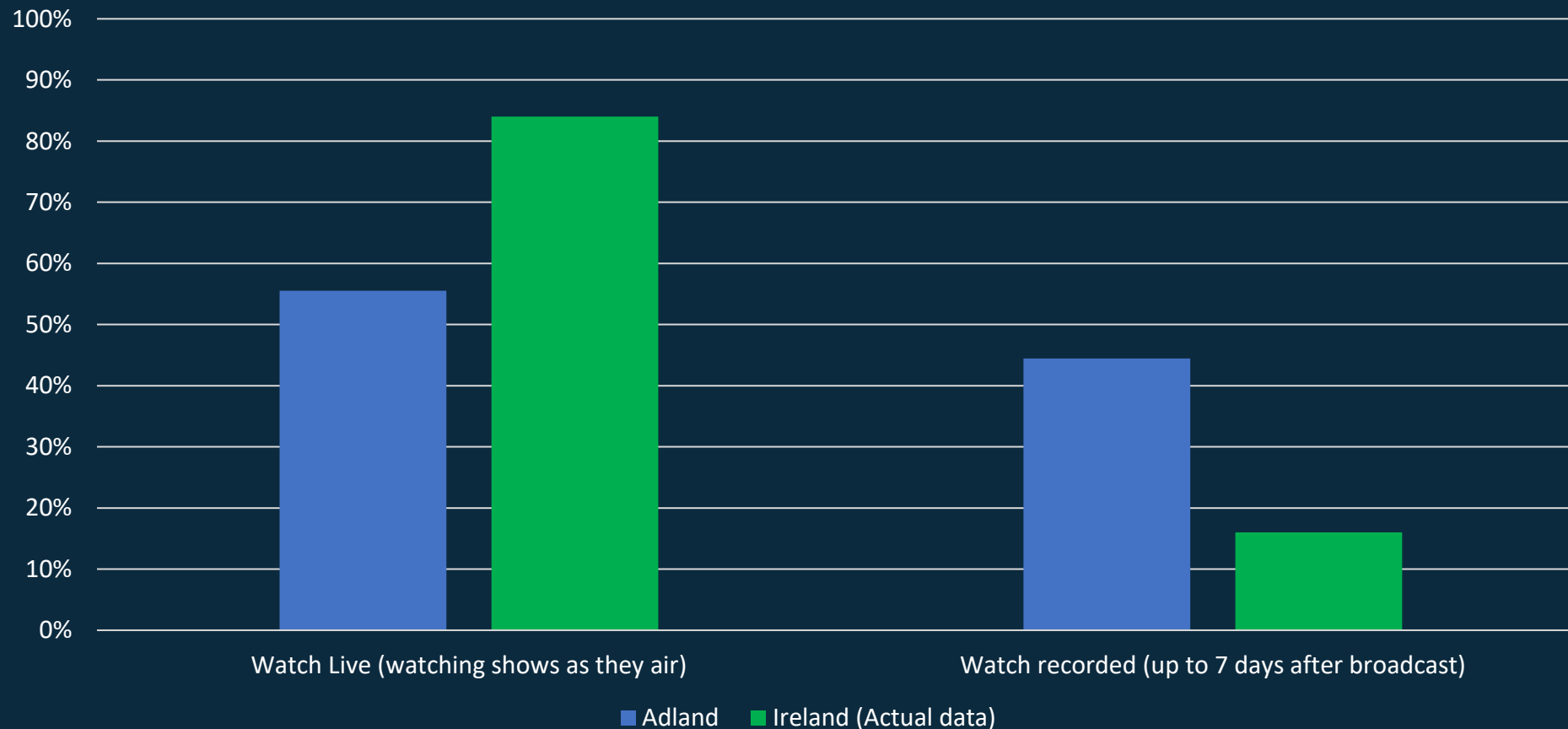
Time spent: The reality is the average Ad 15+ spends 150 mins (2 hrs 30 mins) watching TV each day

Q: On an average day approximately how much time do YOU/Irish public 15+ spend watching TV on a tv set? (Live, Vosdal and consolidated (7 days))



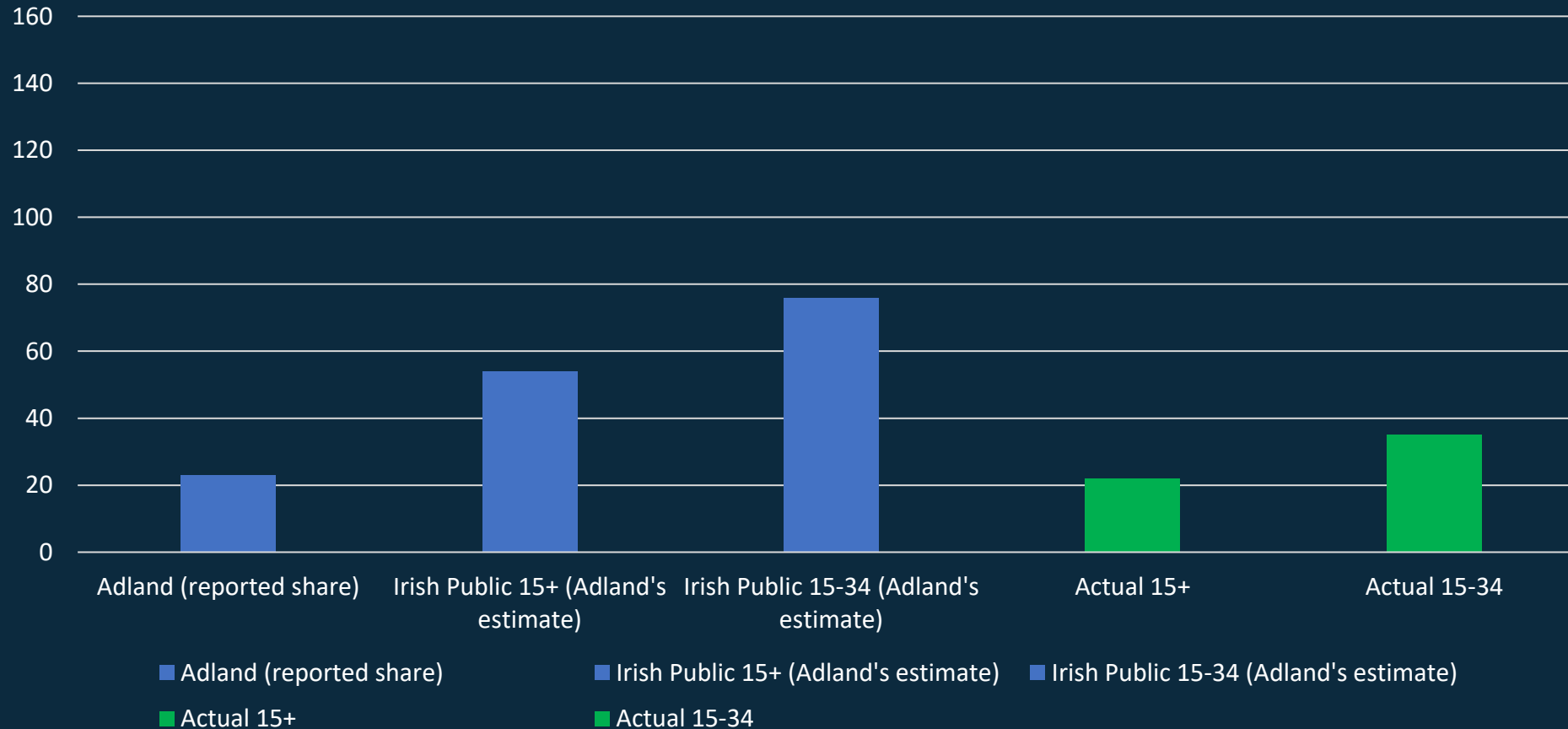
Compared to the Irish public, Adland watch less of their TV live and more as catchup

Q: How do you consume that programming on your TV set?



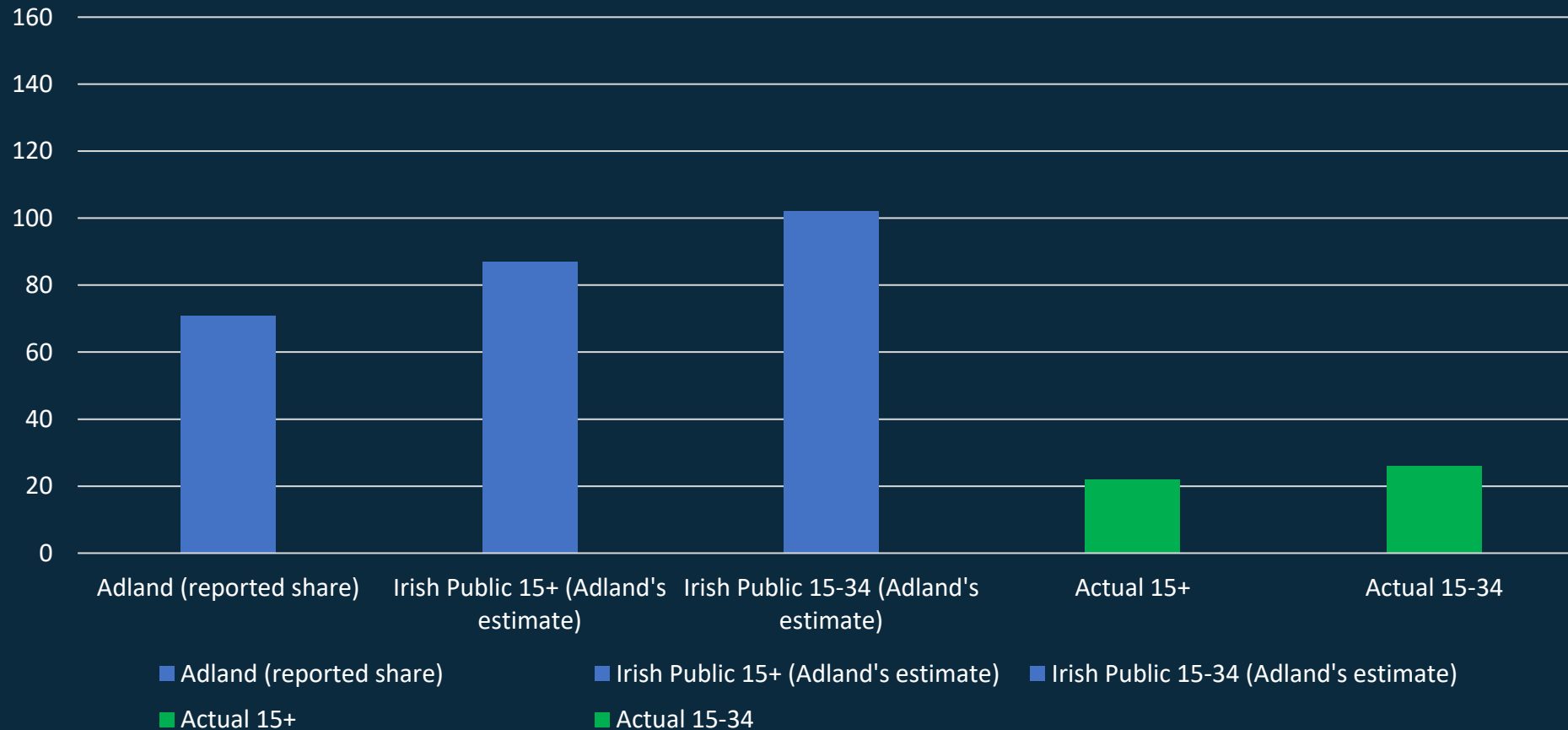
Adland overestimate the actual time Ads 15+ and 15-34s spend per day watching videos on YouTube

Q: On an average day, approximately how much time do you spend, and how much time do you think the average person spends, watching YouTube? Please give your answers in minutes



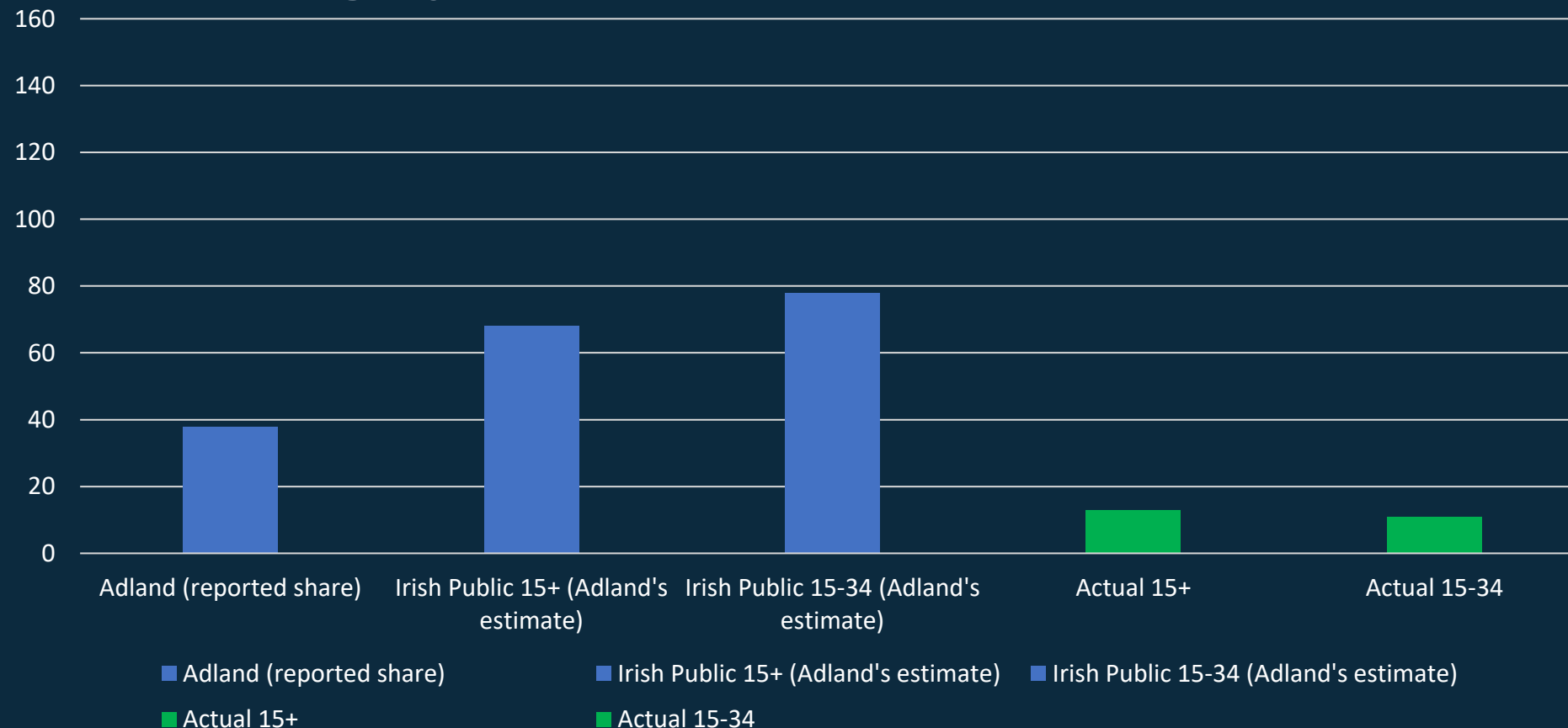
The same trend holds for SVOD

Q: On an average day, approximately how much time do you spend, and how much time do you think the average person spends, watching SVOD (includes Netflix, Apple TV, Amazon Prime)? Please give your answers in minutes



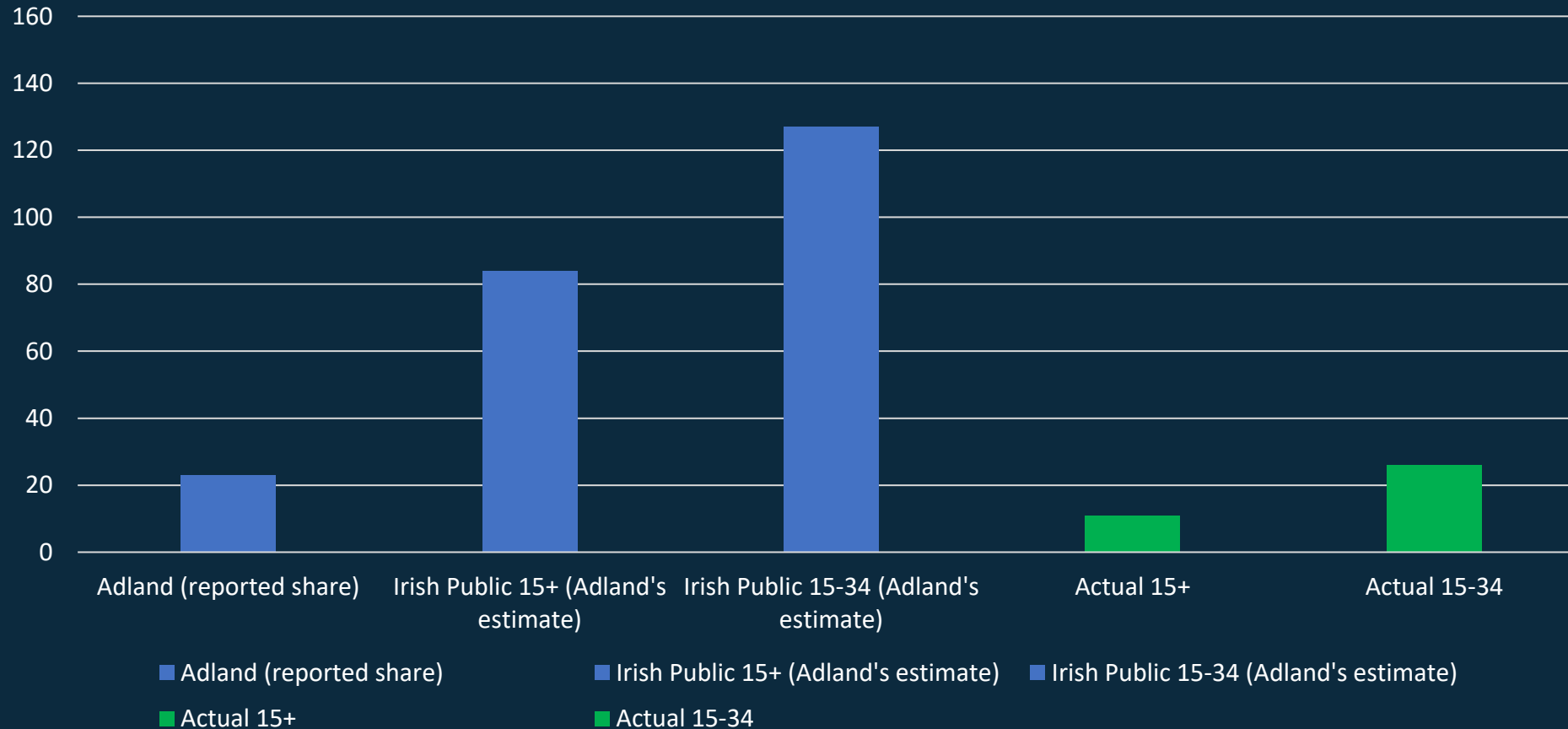
...and for Meta

Q: On an average day, approximately how much time do you spend, and how much time do you think the average person spends with video on Facebook or Instagram?
Please give your answers in minutes



...and for TikTok.

Q: On an average day, approximately how much time do you spend, and how much time do you think the average person spends with video on TikTok? Please give your answers in minutes

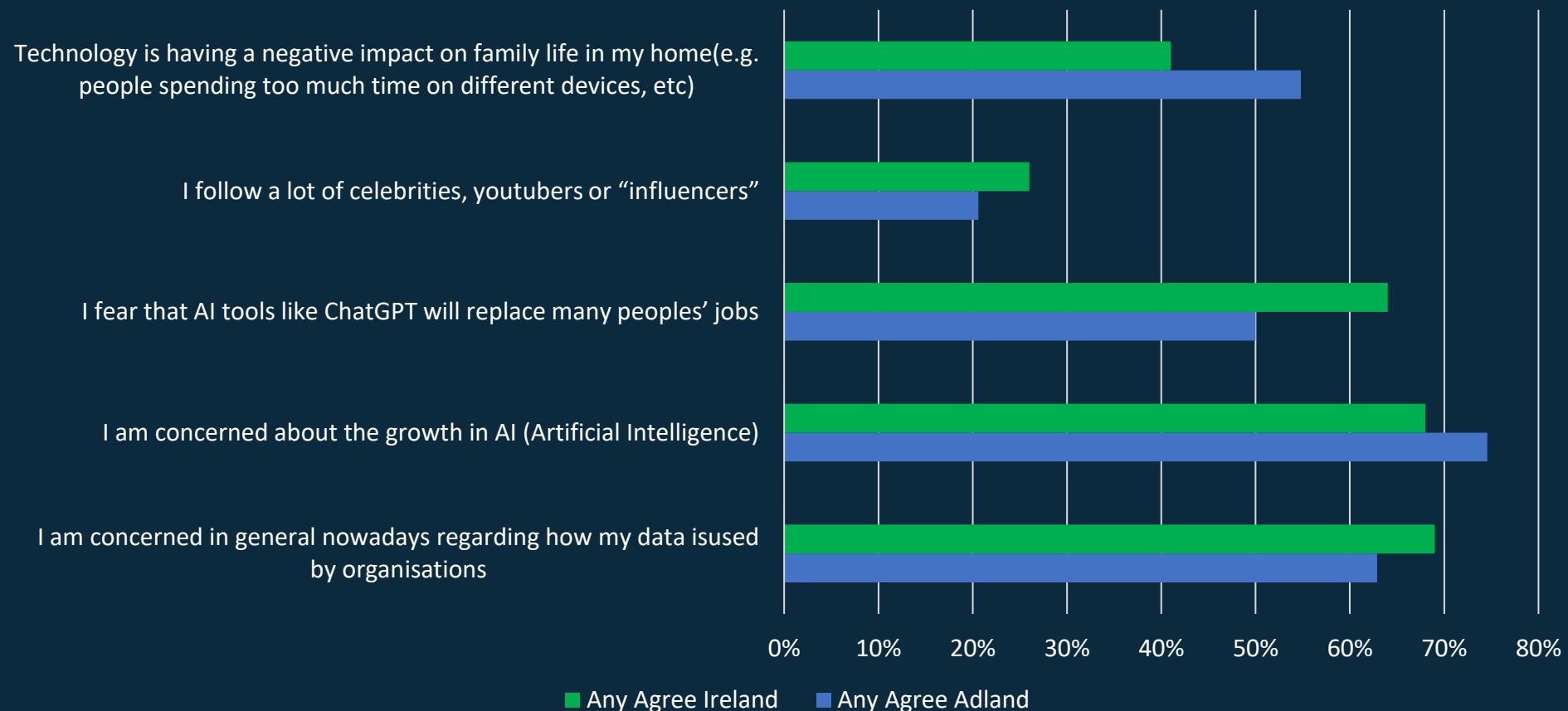


Finally, how do
Adland and Ireland
feel about
technology
developments?



Adland more concerned about AI and the negative impact of technology than the general public

Q: Please let us know how much you agree or disagree with the following statements



Looking forward

- Adland overestimate the public's consumption of digital video content. Do our budgetary decisions reflect this?
- Adland underestimate how much time people spend with the TV set and how much time people spend with live TV. Do our planning decisions reflect this?



We need to be aware that we all have an unconscious bias. It is important to plan for our target markets' ACTUAL media consumption and not what we THINK they consume