

Irish Language in Media Survey Findings



Coimisiún na Meán

National and Gaeltacht Audience Perspectives

As the statutory regulator for media in Ireland, Coimisiún na Meán is dedicated to promoting and supporting Irish language content while ensuring its delivery to a diverse audience. In line with our strategic objective to foster a vibrant and sustainable Irish language media landscape, we are currently conducting a comprehensive review of the provision of Irish language services and content, as recommended by the Future of Media Commission.

As part of this review, we examined public engagement, preferences, and perceptions regarding the relevance and effectiveness of Irish language media, with a particular emphasis on broadcasters under our regulatory remit. A survey conducted between June and July 2024 gathered insights from both a nationally representative sample and a Gaeltacht audience, targeting participants aged 18+ with an equal gender distribution. Interviews were carried out through both in-person and telephone methods.

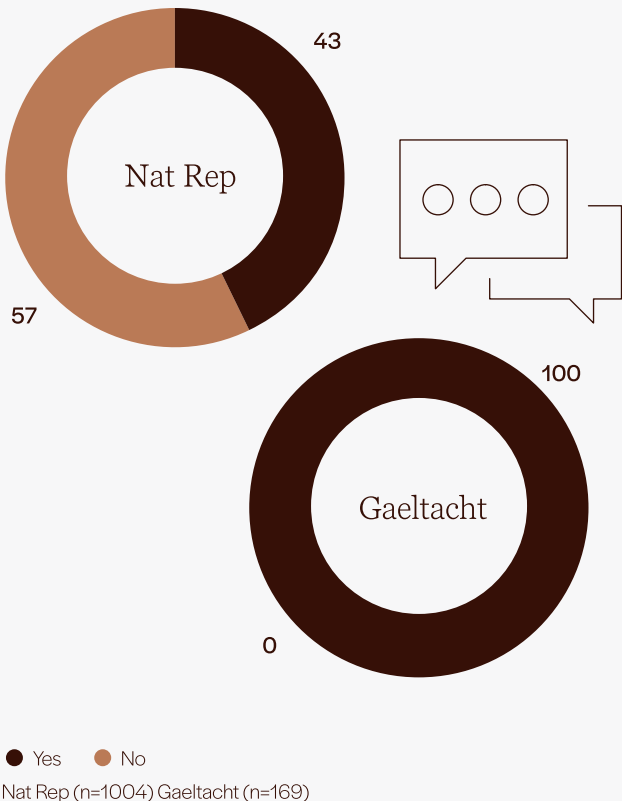
Below we present the key findings of both audiences.



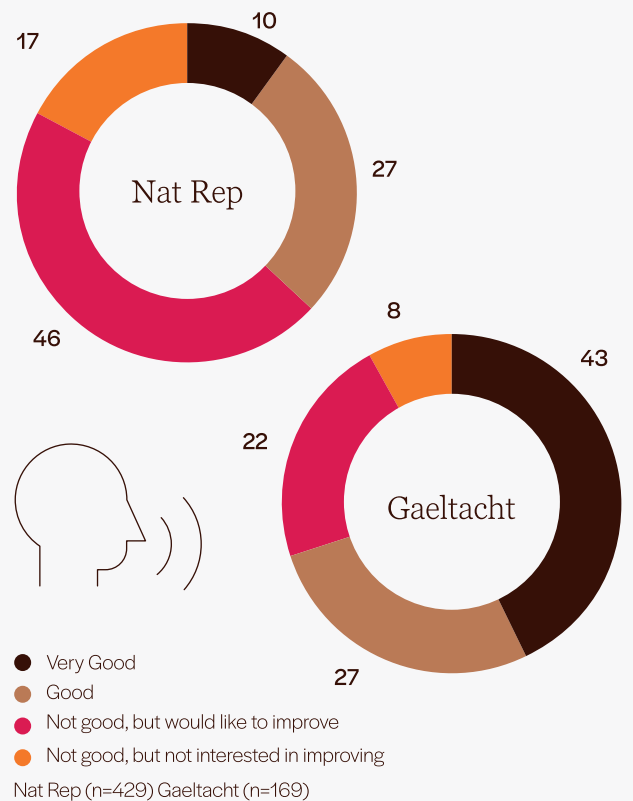
Key finding:

Almost half (46%) of the nationally representative sample say their Irish is not good but they would like to improve. Interest in improving Irish, in both groups, tends to be highest in 35-54 year olds.

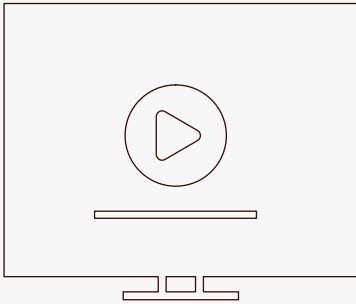
Q1. Can you speak Irish (any level) ? (%)



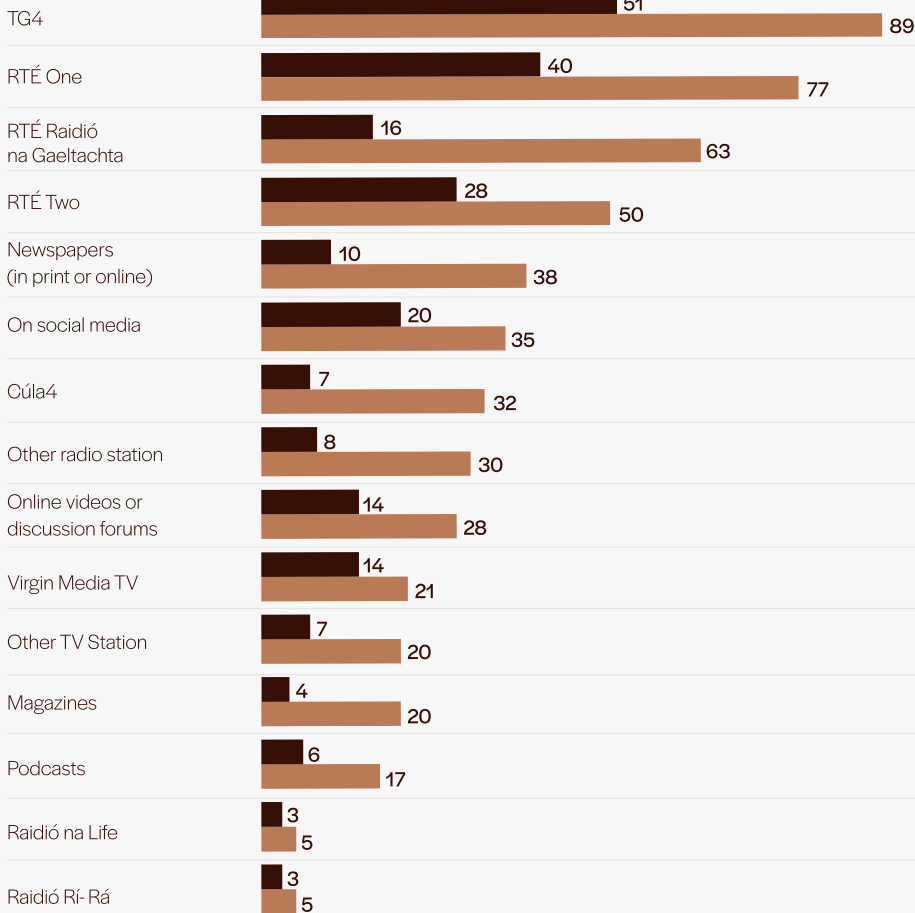
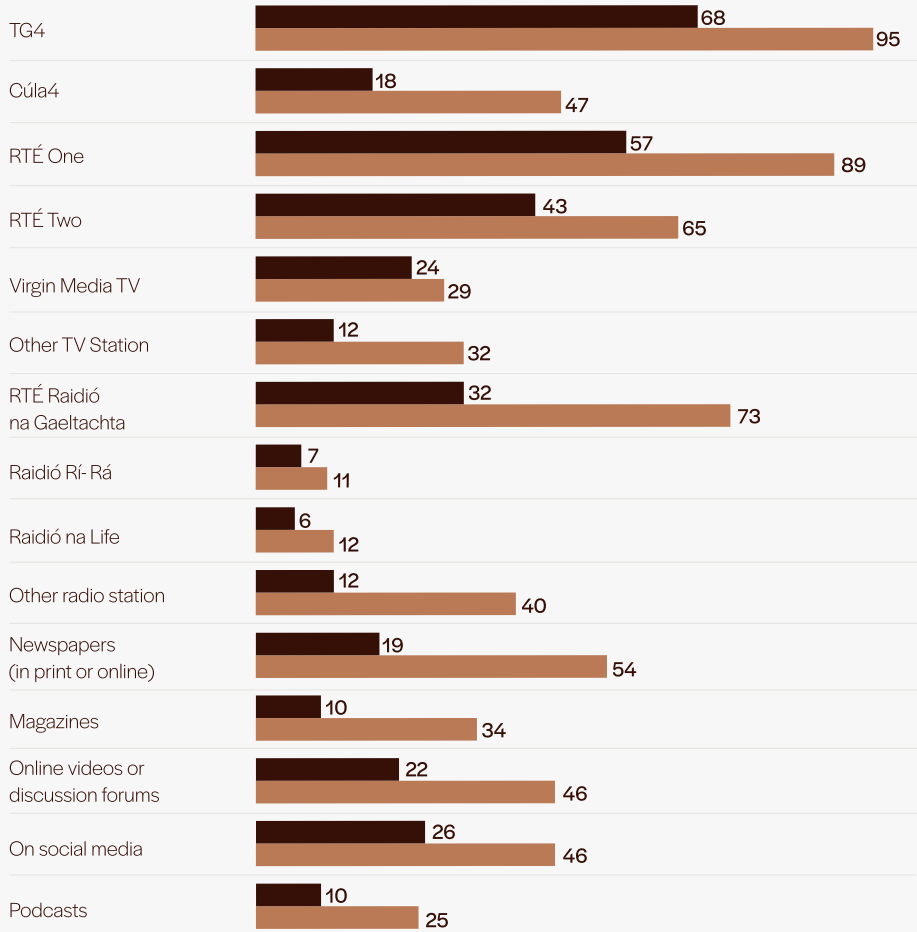
Q2. How good is your Irish? (%)



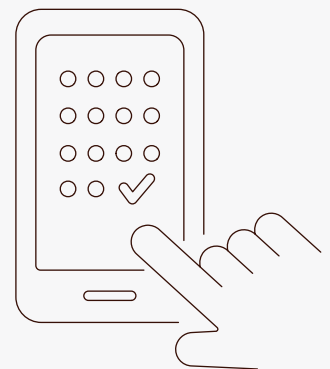
Q3. Thinking about Irish language media, have you ever watched, listened to, or read any content on any of the following platforms? (%)



- Nat Rep (n=1004)
- Gaeltacht (n=169)

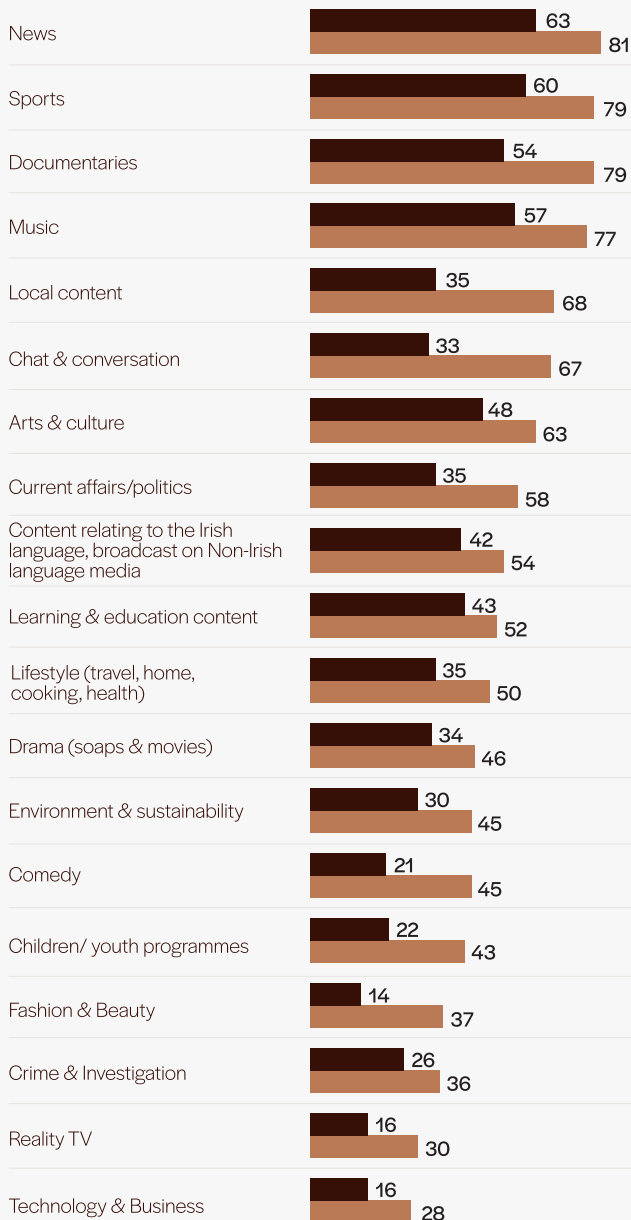
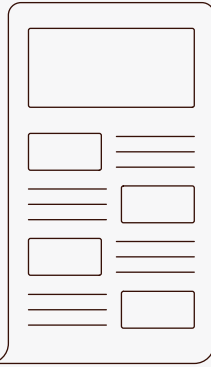


Q4. Which media platform do you engage with regularly (weekly or more often) to see or hear Irish language content? (%)



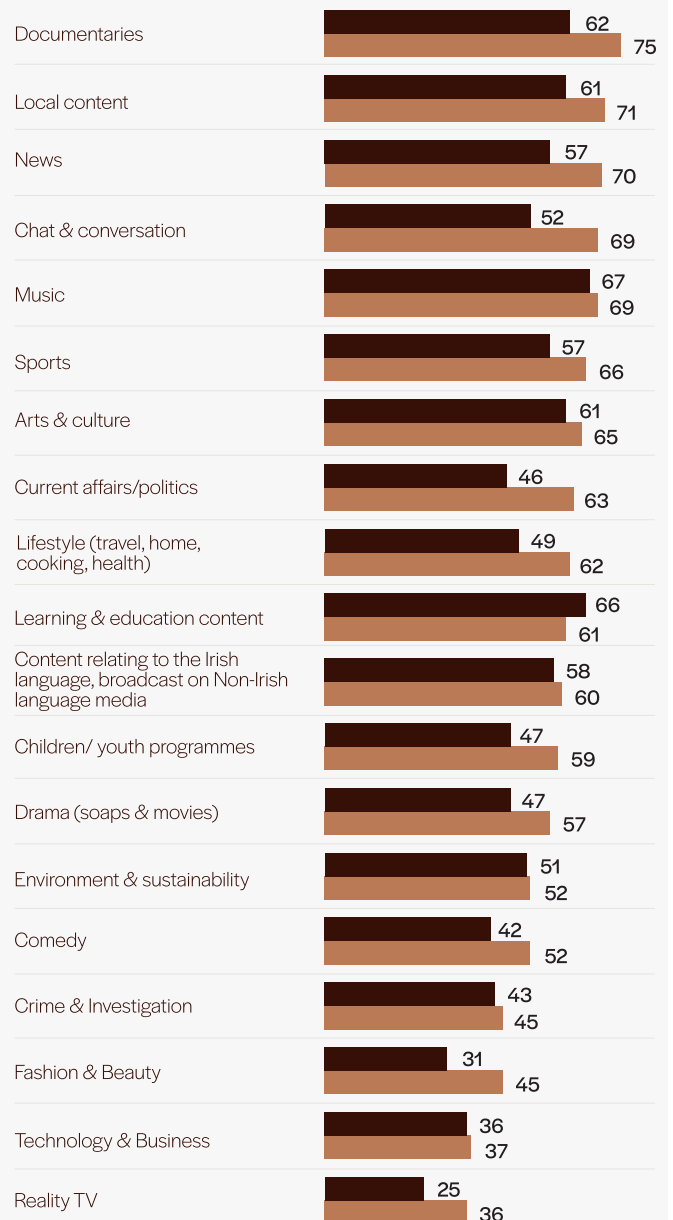
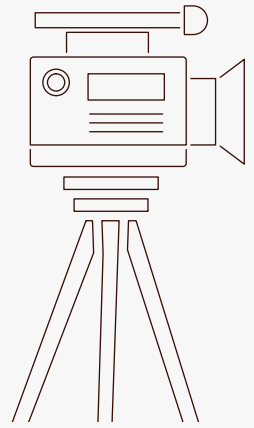
- Nat Rep (n=789)
- Gaeltacht (n=167)

Q5. Which of the following types of content do you engage with in the Irish language? (%)



● Nat Rep (n=789)
● Gaeltacht (n=167)

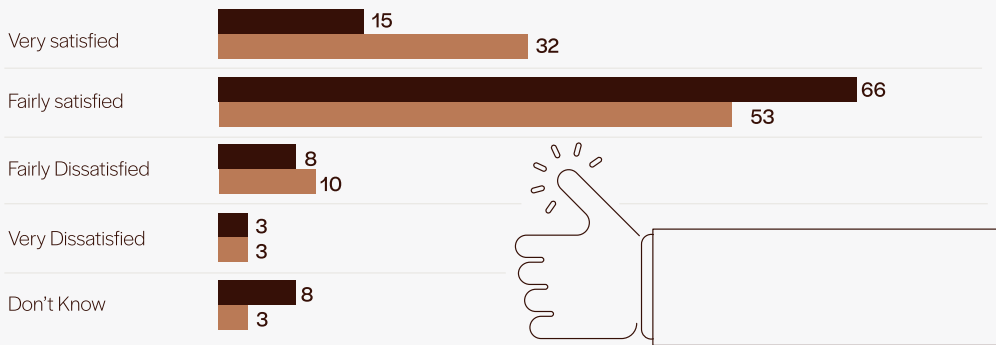
Q6. Which type of content would you like to see or hear more of in the Irish language? (%)



● Nat Rep (n=789)
● Gaeltacht (n=167)

Q7. How satisfied or dissatisfied are you with the quality of Irish language content that you access? (%)*

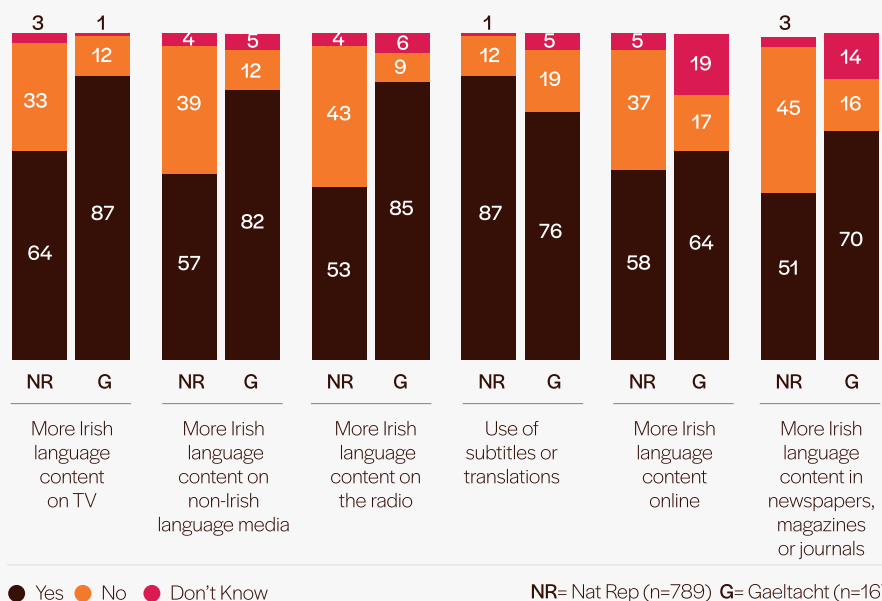
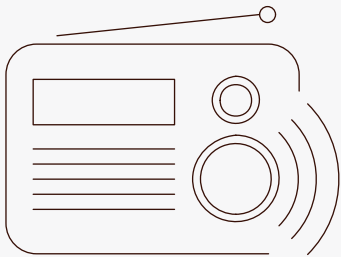
● Nat Rep (n=789)
● Gaeltacht (n=167)



Key finding:

The majority (85%) of the Gaeltacht sample are satisfied with the quality of Irish language content they can access on Irish media.

Q8. Which of the following would you like to see adopted in relation to the provision of Irish language content?(%)*

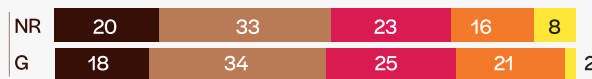


NR= Nat Rep (n=789) G= Gaeltacht (n=167)

I would like to see more Irish language content for children and young people



I find it easy to find content that I enjoy in the Irish language, on Irish media



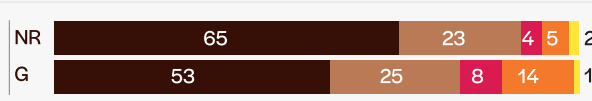
I would like to see a more diverse range of people in Irish language programming



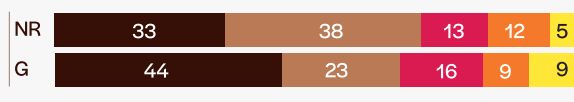
I like to hear the Irish language primarily on English language media



I would use subtitles or translations to help me understand Irish language content



I would use training and educational content on the Irish language, on Irish language media and non-Irish language media



Q9. Opinions on Irish language programming and content (%)*



● Strongly Agree ● Agree to some extent
● Disagree to some extent ● Strongly Disagree
● Don't Know
NR= Nat Rep (n=1004) G= Gaeltacht (n=169)