Public Attitudes to Radiation in Ireland

2025 Survey Report

Conducted for the Environmental Protection Agency (EPA) by Interactions Research

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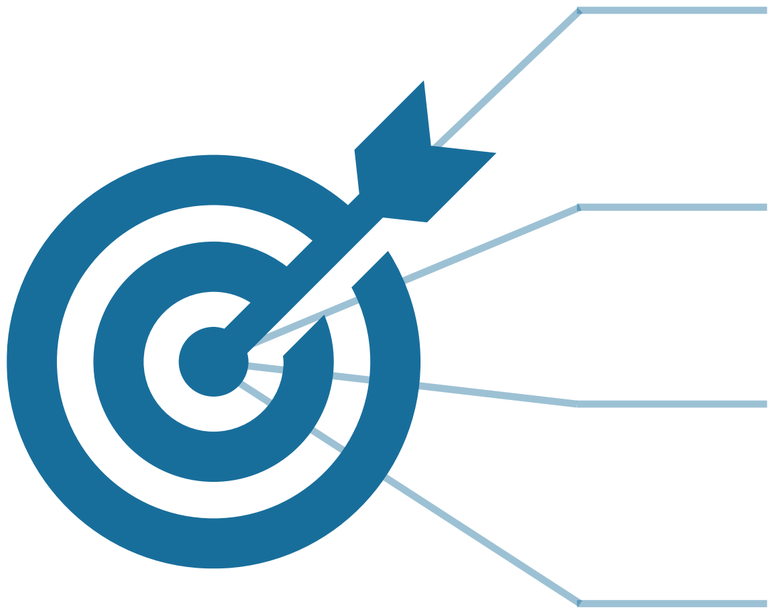
Research Background

The **Environmental Protection Agency (EPA or Agency)** is an independent Public Body established under the Environmental Protection Agency Act, 1992, as amended. The mission of the Agency is to **protect and improve the environment as a valuable asset for the people of Ireland**. The agency also protects our people and the environment from harmful effects of radiation and pollution.

The EPA Headquarters is located in Wexford and it operates five Regional Inspectorates, located in Castlebar, Cork, Dublin, Kilkenny and Monaghan. The Agency has a current complement of approximately 550 staff.

The EPA commissioned a national survey of the **Irish public's attitude to radiation** and where possible, compare with data gathered in surveys previously conducted by the EPA and it's predecessor the Radiological Protection Institute of Ireland.

Research Objectives



Assess

Assess awareness and specific concerns about radiation from natural, medical, industrial, nuclear sources, and electromagnetic fields.

Benchmark

Benchmark where possible against the previous surveys to identify trends and shifts in public attitudes.

Information Channels

Determine preferred information formats and channels for EPA communications.

Recommendations

Deliver a final report with research insights and implications.

Research Methodology

Design

A quantitative online survey.

Sample Size and Precision

Surveyed 1,005 respondents, results are accurate to within ±2.74% with 95% confidence.

Data Collection Method

Online survey delivered via a GDPR-compliant platform, with recruitment through Norstat.

Population and Sampling

A nationally representative sample of adults 18+, stratified by key demographics.

Questions Asked

The survey questions were based on a 2020 survey with some changed wordings & some new questions added.*

Quality Controls

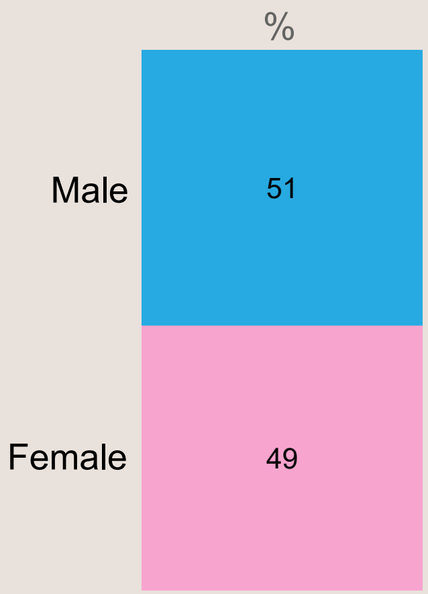
Pre-tested & piloted, real-time fieldwork monitoring, automated data checks, and data cleaning and weighting post-fieldwork.

* Results have been compared where possible with the previous survey. However please note that many of the survey questions were reworked versus the 2020 questions. Caution should therefore be taken in interpreting any comparisons due to differences in how the survey questions were structured. Any such differences are noted where they apply.

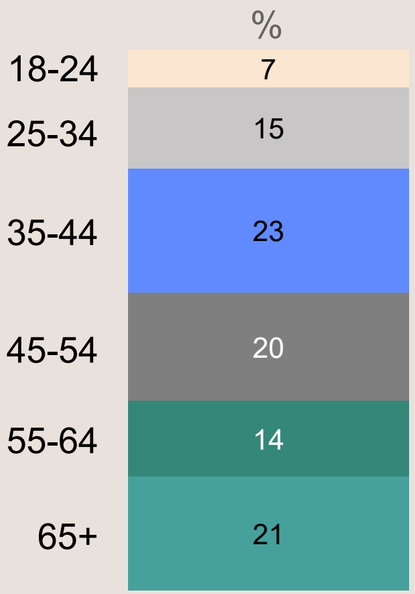
Sample Profiles

Base: all adults 18+, n=1,005

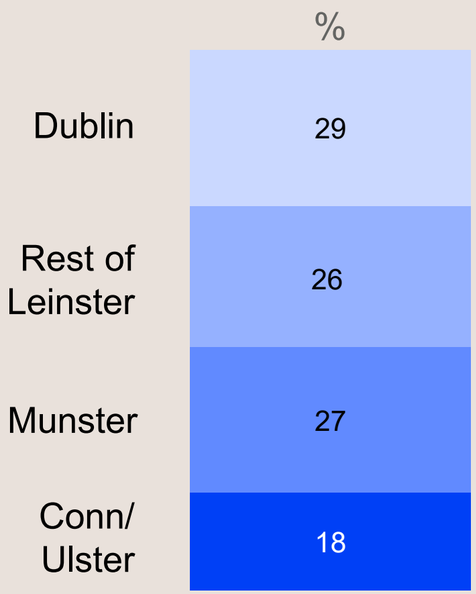
Gender



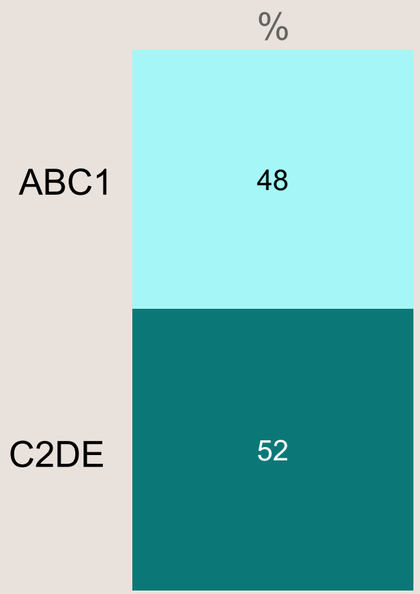
Age



Region



Social* Class



***Note** – ABC1 refers to higher and middle socio-economic groups, while C2DE refers to lower socio-economic groups, based on occupation.*

We used quotas and weightings to ensure the sample was demographically representative of the Irish population as at Census 2022. Quotas were targets set during data collection, and weightings were applied afterwards to correct for any over-sampling or under-sampling relative to those targets.

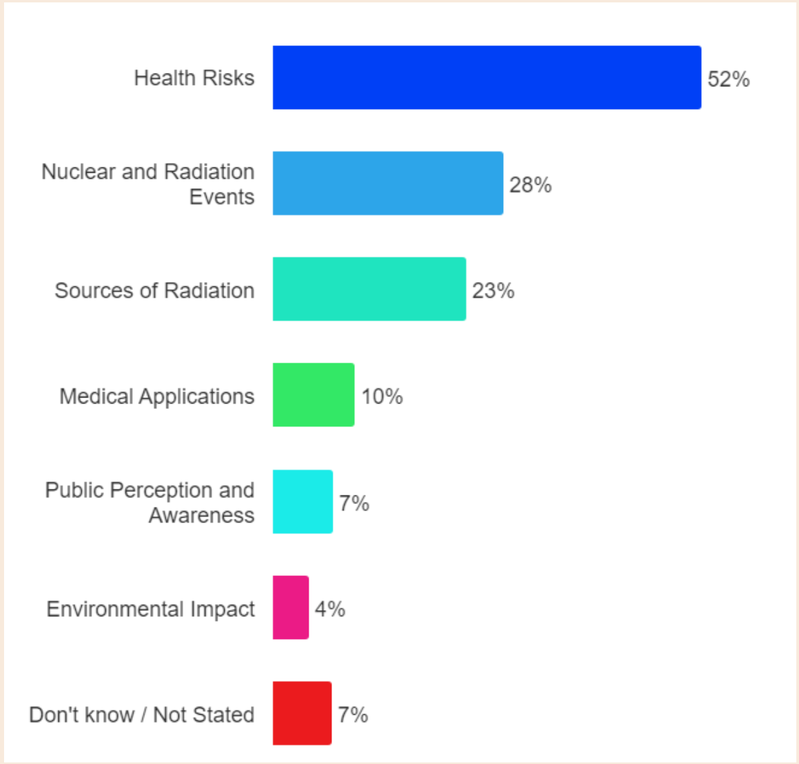
MAIN FINDINGS

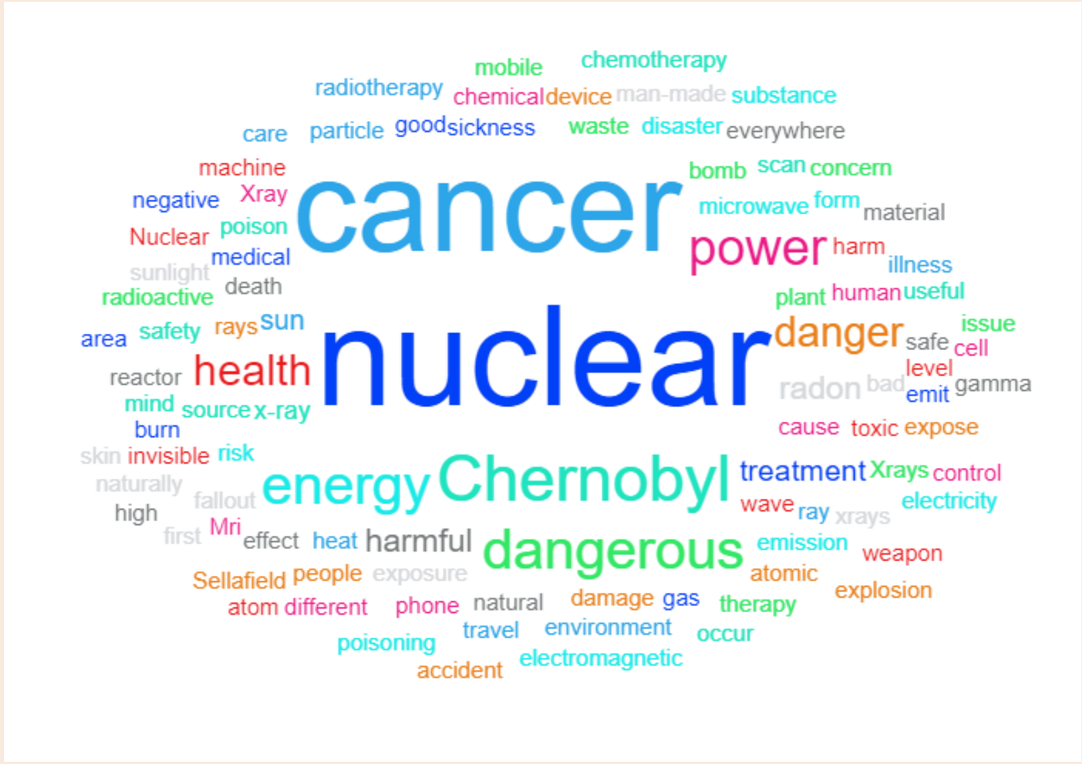
Section 1

ATTITUDES TO RADIATION

When asked what comes to mind when thinking of radiation, the top themes included Health Risks (52%), Nuclear & Radiation Events (28%) and Sources of Radiation (23%).

Base: all adults 18+ (n=1005)





Note – *open-ended comments were coded into the six themes above, covering 93% of responses. Just 7% of responses were coded as don't know/not stated.*

Q1. The Environmental Protection Agency (EPA) has responsibilities in the areas of radiation protection, nuclear safety and public exposure to electromagnetic fields. As part of this role, the EPA is seeking to gather information on the public's views regarding various aspects of radiation. Firstly, please tell us in your own words what comes to mind when you think of radiation? (New question 2025)

Radiation Attitudes (Direct Quotes) - Health Risks

Firstly, please tell us in your own words what comes to mind when you think of radiation?

▼ Health Risks	463	52%
Health Hazards	178	19%
Cancer	171	19%
Exposure to Radiation	78	9%
Toxicity	63	7%
Long-term Health Effects	26	3%
Contamination	22	2%
Radiation Sickness	13	2%
Danger (general)	6	1%

SIGNIFICANT DEMOGRAPHICS

Health risks are cited by a significant proportion of **females (55%)**, compared with **45% of males**.

Female, ABC1 Age 63
"It is a gas that is present in Earth that can cause serious harm to people if the levels are above a certain point"

Male, C2DE Age 46
"When I think of radiation, I first picture harmful energy that could damage human health."

Female, ABC1 Age 38
"It's a dangerous thing that can really harm people and everything surrounding"

Male, ABC1 Age 49
"We are exposed to various forms of radiation all the time - from the sun to X-rays we get from time to time in the dentist or hospital, to radon gas from the ground where some regions in Ireland have high levels."

Male, ABC1 Age 23
"Harmful and can cause diseases like cancer, but can be used in treatment as well in some cases"

Female, ABC1 Age 24
"Radiation is harmful for all the living beings it affects health causing serious damage, and in some cases, it causes death."

Male, ABC1 Age 49
"When I think of radiation, I think of invisible energy that can come from the sun, medical equipment, or nuclear sources, which can be both useful and potentially harmful depending on exposure."

Q1. … Firstly, please tell us in your own words what comes to mind when you think of radiation? (New question 2025)

Radiation Attitudes (Direct Quotes) – Nuclear and Radiation Events

Firstly, please tell us in your own words what comes to mind when you think of radiation?

▼ Nuclear and Radiation Events	250	28%
Chernobyl Disaster	94	11%
Nuclear Power Plant Risks	79	9%
Nuclear Accidents	49	5%
Nuclear Weapons	38	4%
Nuclear Fallout	13	1%
Hiroshima and Nagasaki	10	1%
Emergency Response	2	<1%

SIGNIFICANT DEMOGRAPHICS

Mentions of nuclear and radiation events are higher among **ABC1s (64%)** compared to **C2DEs (43%)**, and higher among **males (62%)** than **females (38%).**

Female, ABC1 Age 25
"I think of Chernobyl and the horrible effects of intense radiation "

Male, ABC1 Age 65
"Dangerous if proper safety measures are not followed but beneficial in maintaining our power supply and in reducing our dependence on fossil fuels."

Male, ABC1 Age 40
"Dangerous pollution from nuclear material, either power plants or medical devices"

Male, C2DE Age 36
"Cheaper electricity, a long time to build a power plant, still a question of disposing of waste safely, can be catastrophic if an incident occurs like Chernobyl or Fukushima."

Female, ABC1 Age 26
"Radiation is bad for humans and the natural world it is poisonous and it lasts a long time, think Chernobyl."

Female, ABC1 Age 50
"After Sellafield and then the Chernobyl disaster, we should learn that it's way too risky a source of energy... and too easy for people to target as has nearly happened during the Ukraine war. The effects of the radiation are long-lasting."

Male, ABC1 Age 29
"I think of natural and manmade versions. natural being radon and manmade being things like atomic weapons"

Q1. … Firstly, please tell us in your own words what comes to mind when you think of radiation? (New question 2025)

Radiation Attitudes (Direct Quotes) - Sources of Radiation

Firstly, please tell us in your own words what comes to mind when you think of radiation?

▼ Sources of Radiation	214	23%
X-rays	84	9%
Radon Gas	39	4%
Sun Radiation	35	4%
Man-made Radiation	33	4%
Natural Radiation	30	3%
Electromagnetic Waves	20	2%
Microwaves	21	2%
Mobile phone	2	<1%
Uranium	1	<1%

SIGNIFICANT DEMOGRAPHICS

For sources of radiation, mentions are higher among **ABC1s (64%)** compared with **C2DEs (36%)**.

Female, ABC1 Age 38
"A mix of natural (like sunlight) and human-made (radios) rays; need caution with excess.."

Male, ABC1 Age 49
"We are exposed to various forms of radiation all the time - from the sun to X-rays we get from time to time in the dentist or hospital, to radon gas from the ground where some regions in Ireland have high levels."

Female, ABC1 Age 48
"It can come from microwaves, TVs, mobile phones and electrical wires. But it's also in nature and in medical settings as well as nuclear power plants."

Female, ABC1 Age 29
"Radiation is energy. It can come from unstable atoms that undergo radioactive decay, or it can be produced by machines. Radiation travels from its source in the form of energy waves or energized particles. There are different forms of radiation, and they have different properties and effects."

Male, ABC1 Age 40
"Heat, light, magnetism, solar radiation, nuclear radiation, cancer, I'll health, microwaves, electromagnetism, X-ray."

Female, ABC1 Age 38
"Radiation is high energy, volatile and requires strict safety rules. It causes cancer. Its sources include X-rays and other medical imaging, TV, flying, radon from the ground, other natural sources of radiation and nuclear power plants and nuclear bombs.."

Male, ABC1 Age 49
"Radiation makes me think of things like X-rays, which are useful but need careful handling."

Q1. … Firstly, please tell us in your own words what comes to mind when you think of radiation? (New question 2025)

Radiation Attitudes (Direct Quotes) – Medical Applications

Firstly, please tell us in your own words what comes to mind when you think of radiation?

▼ Medical Applications	90	10%
Radiation Therapy	36	4%
Benefits of Radiation in Treatment	26	3%
Medical Device Use	21	2%
Safety Regulations in Medicine	7	1%
MRI Scans	7	1%
X-ray Imaging	7	1%
CT Scans	4	<1%

SIGNIFICANT DEMOGRAPHICS

Medical applications were referenced by **62% of females** compared to **38% of males**. By age, mentions of medical applications are highest among those aged **65+ (31%)**

Female, ABC1 Age 20
"Toxicity, but also chemotherapy and positive uses for radiation."

Male, ABC1 Age 59
"Relatively common in health settings with X-rays and other possible scans. Higher risk but rare in terms of nuclear fuels, etc."

Female, ABC1 Age 44
"Different things, from X-rays, chemo therapies and other medical uses to radiation poisoning from exposure."

Male, ABC1 Age 72
"Beneficial when used in a proper controlled environment, where the benefits are indisputable (e.g., medical X-ray, MRI machinery, etc.)."

Female, C2DE Age 39
"Medical treatments like radiation therapy: a tool to fight cancer, but with side effects."

Male, ABC1 Age 23
"Harmful and can cause diseases like cancer, but can be used in treatment as well, in some cases"

Female, ABC1 Age 44
"When I think of radiation, I first think of potential health risks, like cell damage from overexposure, as well as its uses in medical treatments"

Q1. … Firstly, please tell us in your own words what comes to mind when you think of radiation? (New question 2025)

Radiation Attitudes (Direct Quotes): Public Perception & Awareness

Firstly, please tell us in your own words what comes to mind when you think of radiation?

▼ Public Perception and Awareness	62	7%
Misunderstandings about Radiation	27	3%
Fear of Radiation	14	2%
Safety Awareness	14	2%
Cultural References	7	1%
Public Health Education	2	<1%
Skepticism	1	<1%
Media Representation	0	<1%

SIGNIFICANT DEMOGRAPHICS

Mentions of public perception and awareness are highest among adults aged **25–34 (26%).**

Female, ABC1 Age 24

"That I don't really understand it and I think it's poorly understood by most people"

Male, ABC1 Age 45

"Depends on the type of radiation. My immediate reaction is negative because that's how we've been conditioned, but I'm not actually overly concerned about radiation."

Female, ABC1 Age 70

"People think you get radiation from lots of things, microwaves, phones, iPads, etc."

Male, C2DE Age 42

"Radiation is everywhere but there's safe levels and unsafe levels"

Male, ABC1 Age 25

"When I hear 'radiation,' I think of invisible energy that requires proper safety measures.

Male, ABC1 Age 31

"Radiation is energy or particles from a source that travel through space or other mediums."

Female, ABC1 Age 65

"To me radiation has something to do with burning"

Q1. … Firstly, please tell us in your own words what comes to mind when you think of radiation? (New question 2025)

Radiation Attitudes (Direct Quotes) - Environmental Impact

Firstly, please tell us in your own words what comes to mind when you think of radiation?

▼ Environmental Impact	38	4%
Pollution	12	1%
Ecological Harm	10	1%
Waste Disposal	8	1%
Long-lasting Environmental Effects	5	1%
Contamination of Land	3	<1%
Impact on Wildlife	2	<1%
Energy Emissions	2	<1%

SIGNIFICANT DEMOGRAPHICS

No significant demographic differences observed.

Female, C2DE Age 36 — *"I associate radiation with nuclear activities, and I worry about its long-term environmental impacts."*

Male, C2DE Age 40 — *"Dangerous pollution from nuclear material, either power plants of medical devices etc."*

Female, ABC1 Age 56 — *"Radiation is bad for humans and the natural world it is poisonous and it lasts a long time, think Chernobyl."*

Male, C2DE Age 25 — *"Radiation is all around us, it's specific rays of radiation that are dangerous and need ensured containment, and that nuclear power plants would have a lot of radiation as a waste product"*

Male, ABC1 Age 69 — *"Harmful emissions from a variety of sources that could be harmful to humans and animals "*

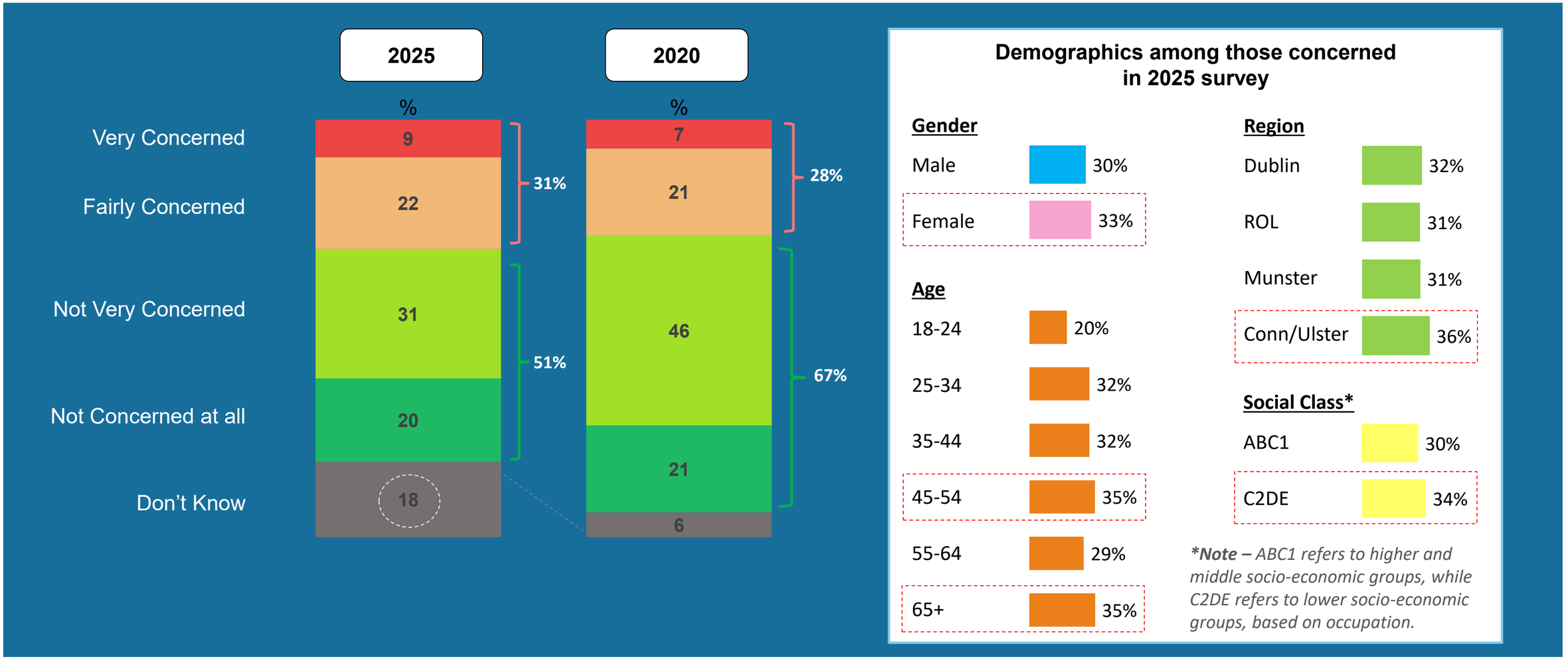
Male, C2DE Age 42 — *"The effect of nuclear processes that can be harmful to people or environment"*

Male, ABC1 Age 71 — *"Potentially harmful or lethal radioactive air pollution"*

Q1. … Firstly, please tell us in your own words what comes to mind when you think of radiation? (New question 2025)

Around 3 in 10 adults express concern about radiation. Uncertainty has increased, with almost 2 in 10 saying they ‘don’t know’.

Base: all adults 18+ (n=1005)



Demographics among those concerned in 2025 survey

Gender

Male	30%
Female	33%

Age

18-24	20%
25-34	32%
35-44	32%
45-54	35%
55-64	29%
65+	35%

Region

Dublin	32%
ROL	31%
Munster	31%
Conn/Ulster	36%

Social Class*

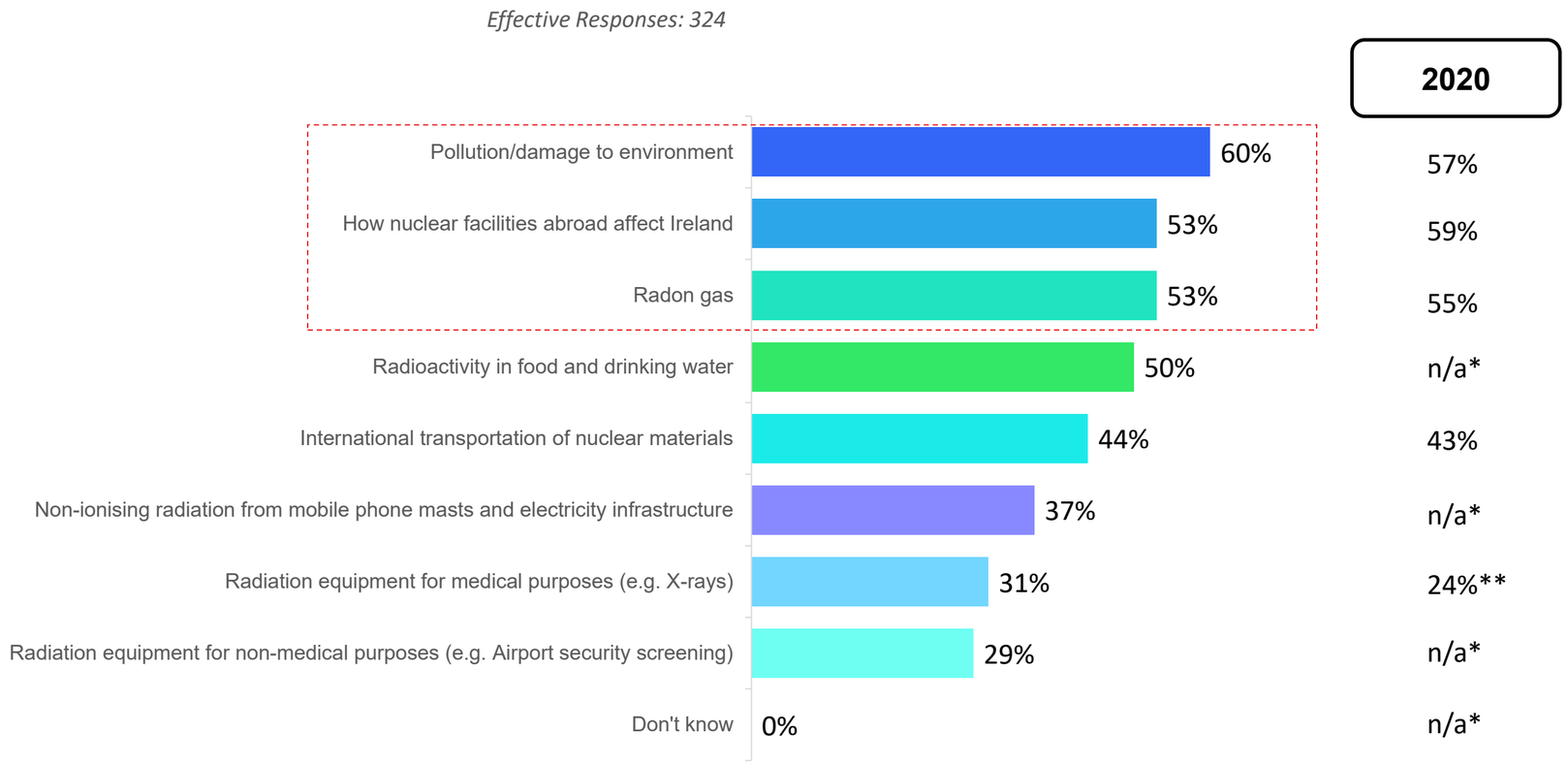
ABC1	30%
C2DE	34%

***Note** – ABC1 refers to higher and middle socio-economic groups, while C2DE refers to lower socio-economic groups, based on occupation.*

Q2. To what extent are you concerned about radiation in Ireland? *(This question was asked consistent with 2020 in both wording and survey placement)*

Similar to 2020 Environmental damage, Nuclear facilities abroad and Radon gas remain the main concerns when it comes to radiation.

Base: all very/fairly concerned about radiation (n=324)

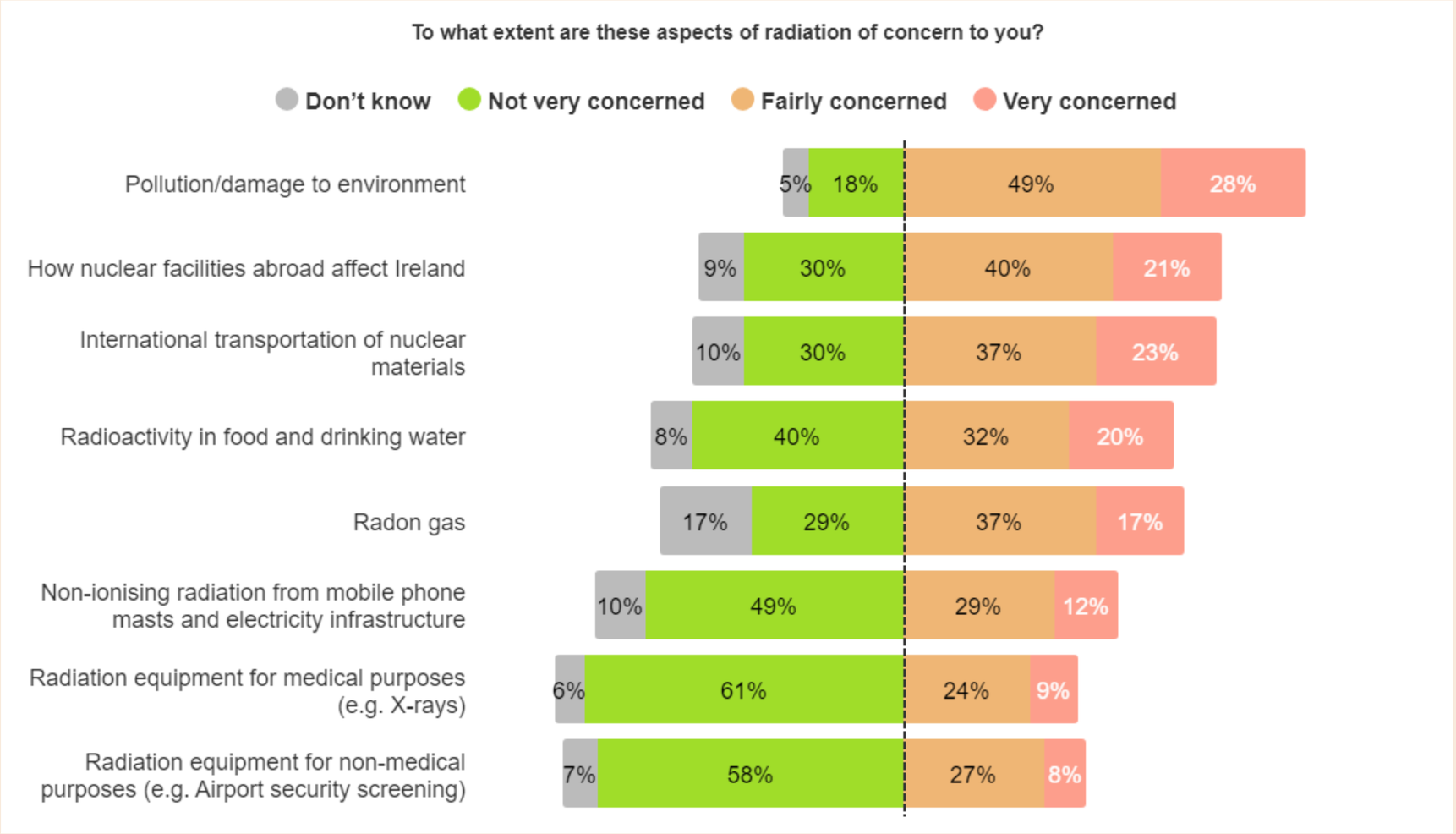


Q3. What aspects of radiation are of concern to you? *(more than one can be selected)*

* Not included in 2020 list.
2020 wording: “Use of radiation equipment in hospitals or x-rays”

Concern is highest for environmental damage and nuclear-related risks, with much lower concern around medical and non-medical equipment.

Base: all very/fairly concerned about radiation (n=324)



Q4. To what extent are these aspects of radiation of concern to you? *(new question)*

Additional concerns raised reflected previously identified themes, with no new areas of concern mentioned.

Base: all very/fairly/not very concerned & don't know about radiation (n=662)

Are there any other areas/aspects of radiation that are not mentioned above that are of concern to you?

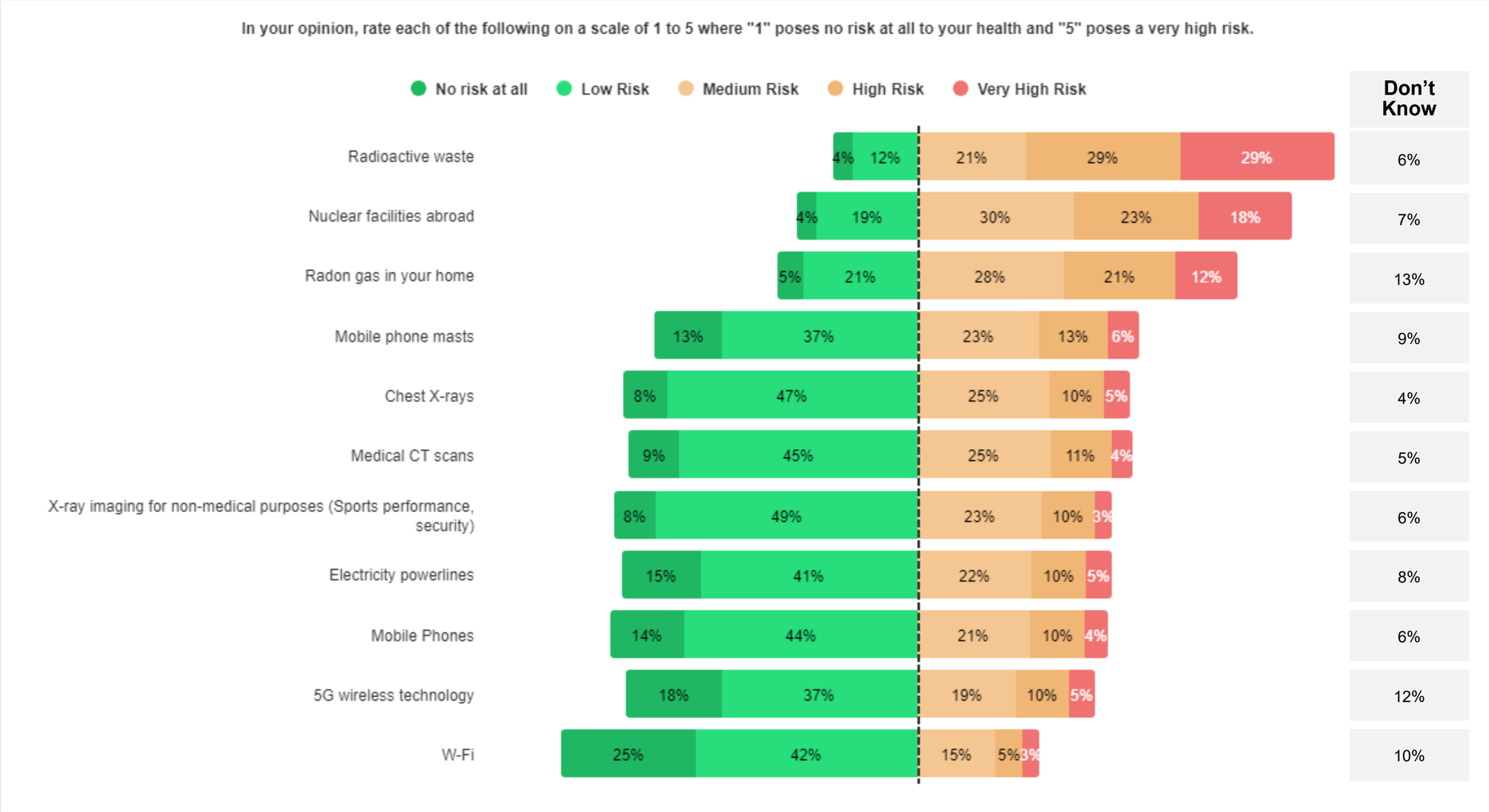
Radiation Sources	32	5%
Nuclear Concerns	39	6%
Health Effects	28	4%
Environmental Factors	16	3%
Public Awareness	22	3%
Military Use	3	<1%

Note – *Percentages reflect those who mentioned an area of concern and therefore do not total 100%, remaining respondents said No / Don't Know.*

Q5. Are there any other areas/aspects of radiation that are not mentioned above that are of concern to you? *(new question)*

Radioactive waste is the leading perceived health risk (2025), with radon and nuclear facilities abroad still high-risk concerns, similar to 2020

Base: all adults 18+ (n=1005)



Q6. **In your opinion, rate each of the following on a scale of 1 to 5 where "1" poses no risk at all to your health and "5" poses a very high risk.**

Compared to 2020, there is a decline across all sources of radiation, with fewer respondents considering them “Not a Risk.”

Base: all adults 18+ (2025 n=1005, 2020 n= 1149*)*

Q6. **In your opinion, rate each of the following on a scale of 1 to 5 where "1" poses no risk at all to your health and "5" poses a very high risk.**

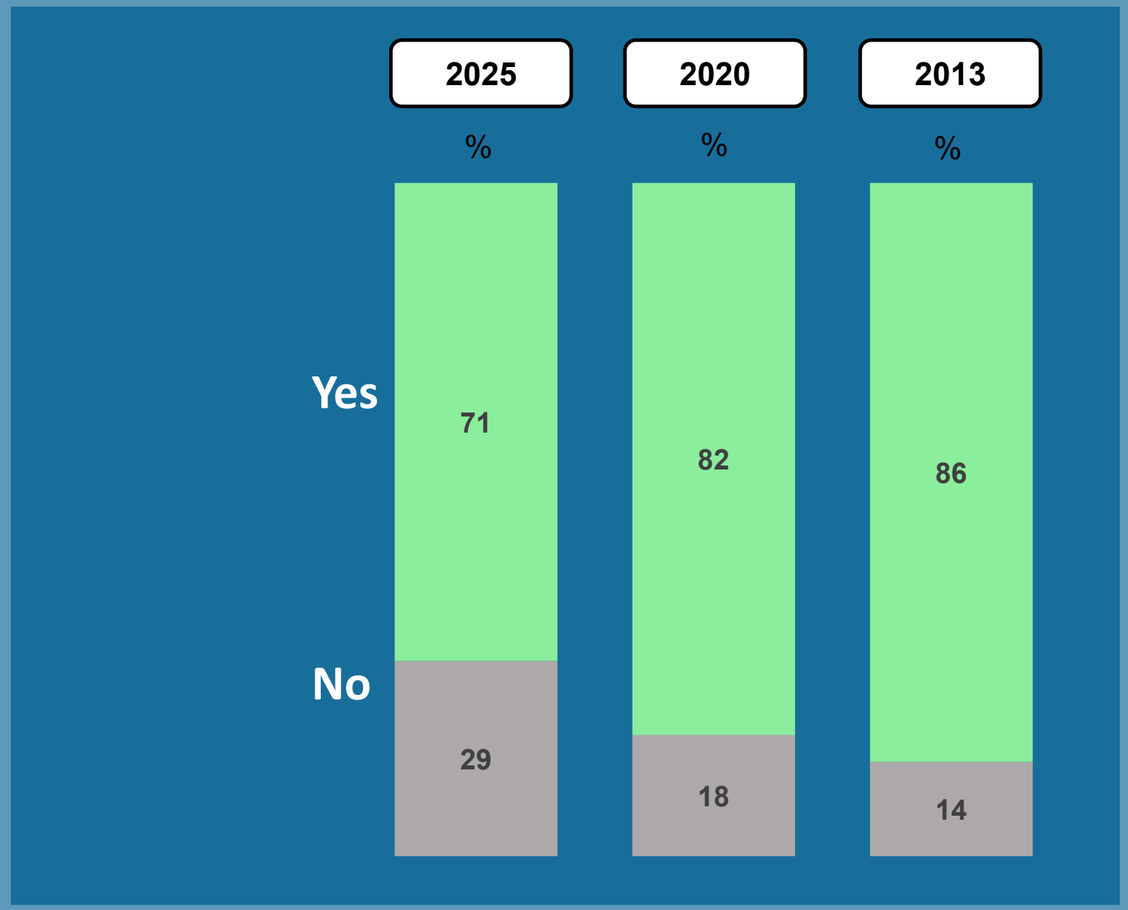
Note: Please use caution in interpreting trends as slightly different lists were asked in each year and also scales differed due to 2025 addition of ‘don’t know’ option.

Section 2

AWARENESS & ATTITUDES TO RADON

Awareness of radon has declined over time. The proportion who have heard of radon gas has fallen from 86% in 2013 to 82% in 2020 and 71% in 2025.

Base: all adults 18+ (n=1005)



SIGNIFICANT DEMOGRAPHICS 2025 – Have you heard of radon? (Yes)

Gender

Male	78%
Female	63%

Age

18-24	45%
25-34	50%
35-44	66%
45-54	81%
55-64	86%
65+	91%

Region

Dublin	70%
Rest of Leinster	77%
Munster	68%
Conn/Ulster	69%

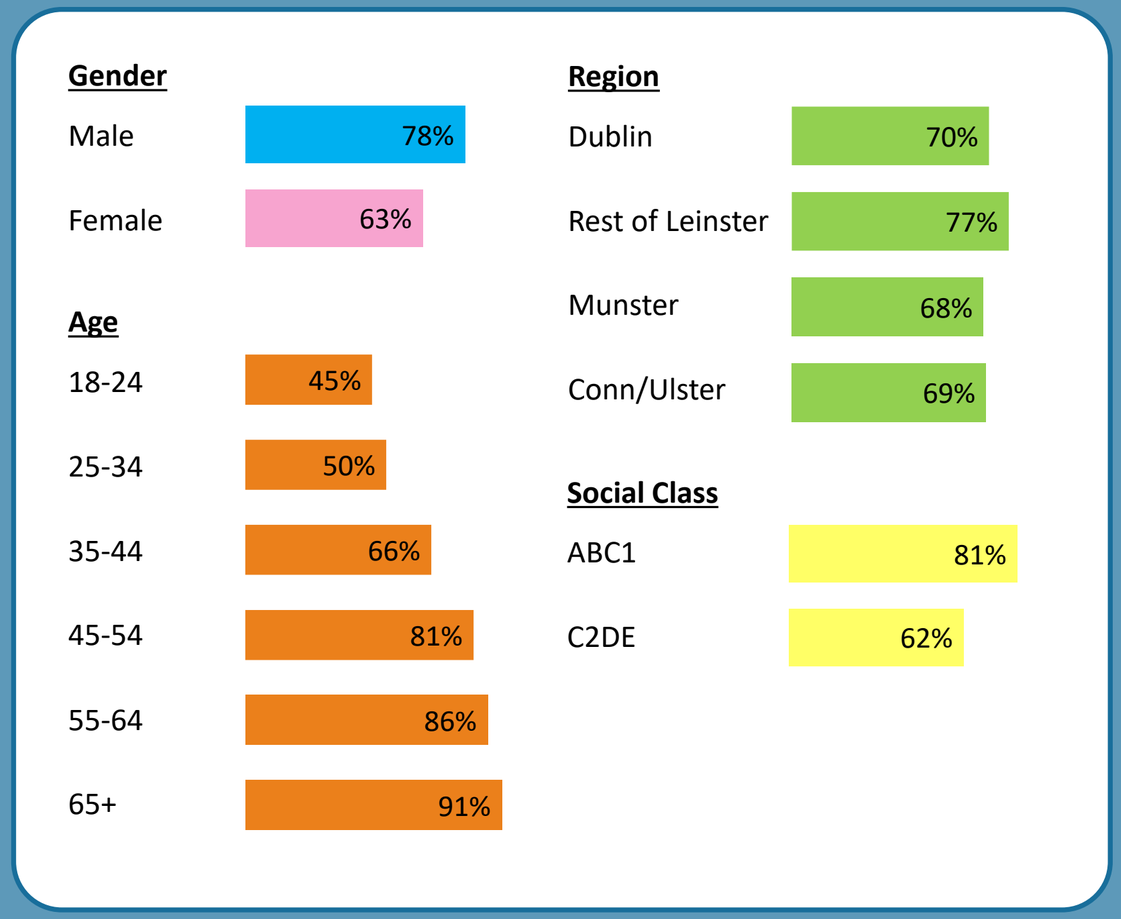
Social Class

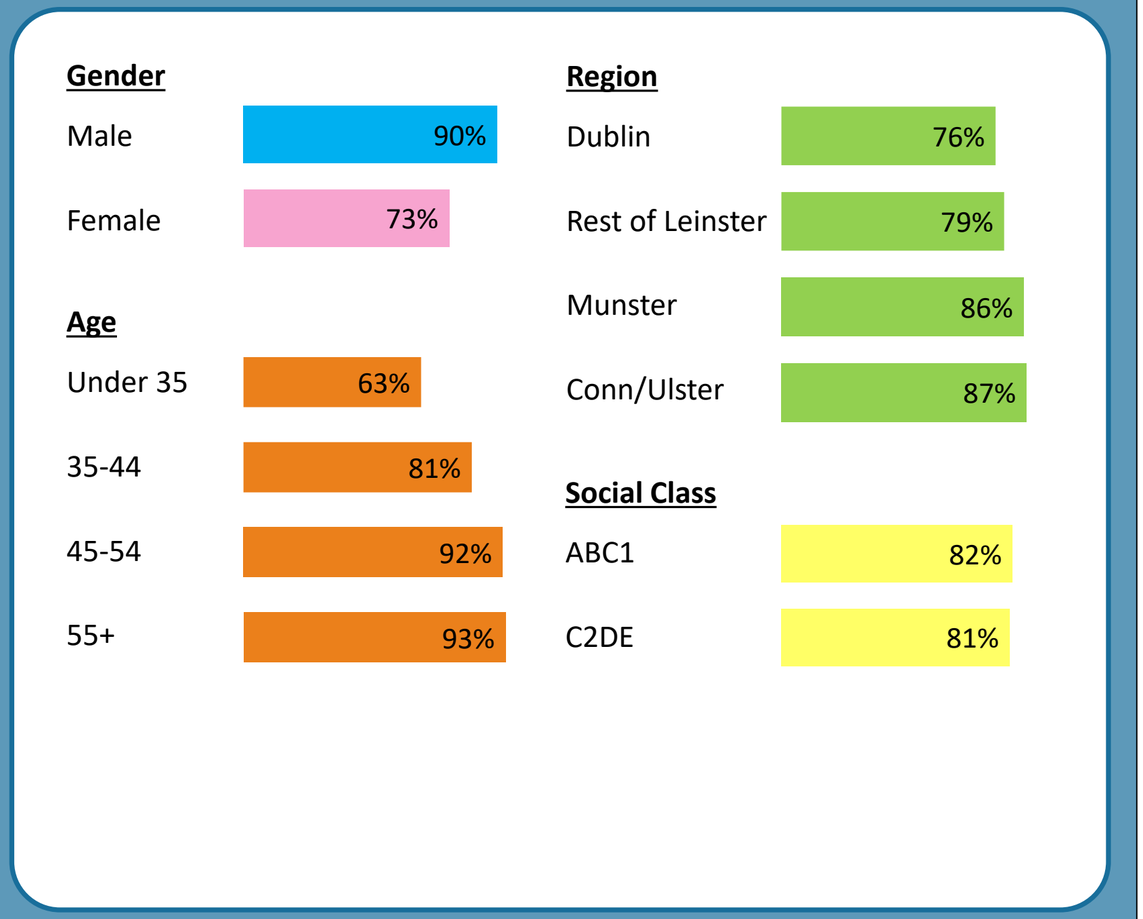
ABC1	81%
C2DE	62%

Q7. Have you heard of radon gas?

Declines in awareness of radon gas are consistent across demographic groups.

Base: all adults 18+ (n=1005)

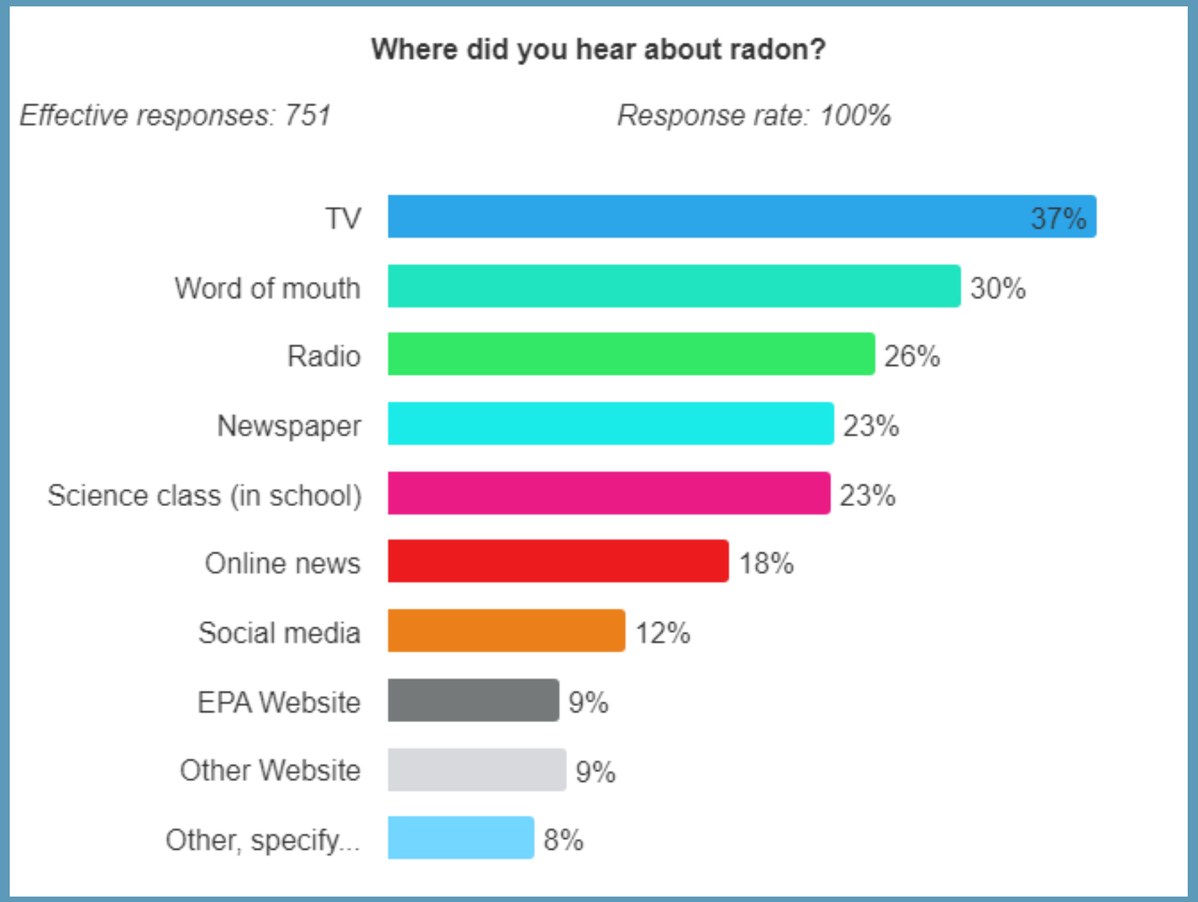




Q7. Have you heard of radon gas

People most commonly hear about radon through TV, Word of mouth and Radio, with fewer citing online sources like Social media or the EPA Website.

Base: all who said they had heard of radon (n=751).



Q8. Where did you hear about radon? *(New question)*

Among those who selected ‘Other’, Construction knowledge, Work experience and Education were the most prominent sources of radon awareness.

Base: all who said they had heard of radon from ‘other’ sources (n=45)

Note – *Responses selecting ‘Other’ were coded into the categories shown above.*

Q8. Where did you hear about radon? *(New question)*

Those aged 55+ mainly hear about radon through traditional media such as Radio, Newspaper and TV, versus social media, and science classes among those Under 45.

Base: all who said they had heard of radon (n=751).

Cross: Where did you hear about radon? / Age Quotas

WHERE DID YOU HEAR ABOUT RADON?	AGE QUOTAS						
	18-24	25-34	35-44	45-54	55-64	65+	TOTAL
TV	22%	13%	24%	38%	48%	56%	37%
Word of mouth	23%	26%	30%	34%	32%	30%	30%
Radio	7%	11%	18%	22%	33%	43%	26%
Newspaper	13%	7%	16%	18%	34%	38%	23%
Science class (in school)	47%	36%	27%	25%	18%	10%	23%
Online news	19%	11%	22%	13%	17%	22%	18%
Social media	25%	15%	19%	11%	8%	6%	12%
Other Website	12%	14%	12%	8%	10%	5%	9%
EPA Website	3%	7%	10%	6%	17%	9%	9%
Other, specify...	6%	15%	7%	8%	8%	5%	8%
TOTAL							

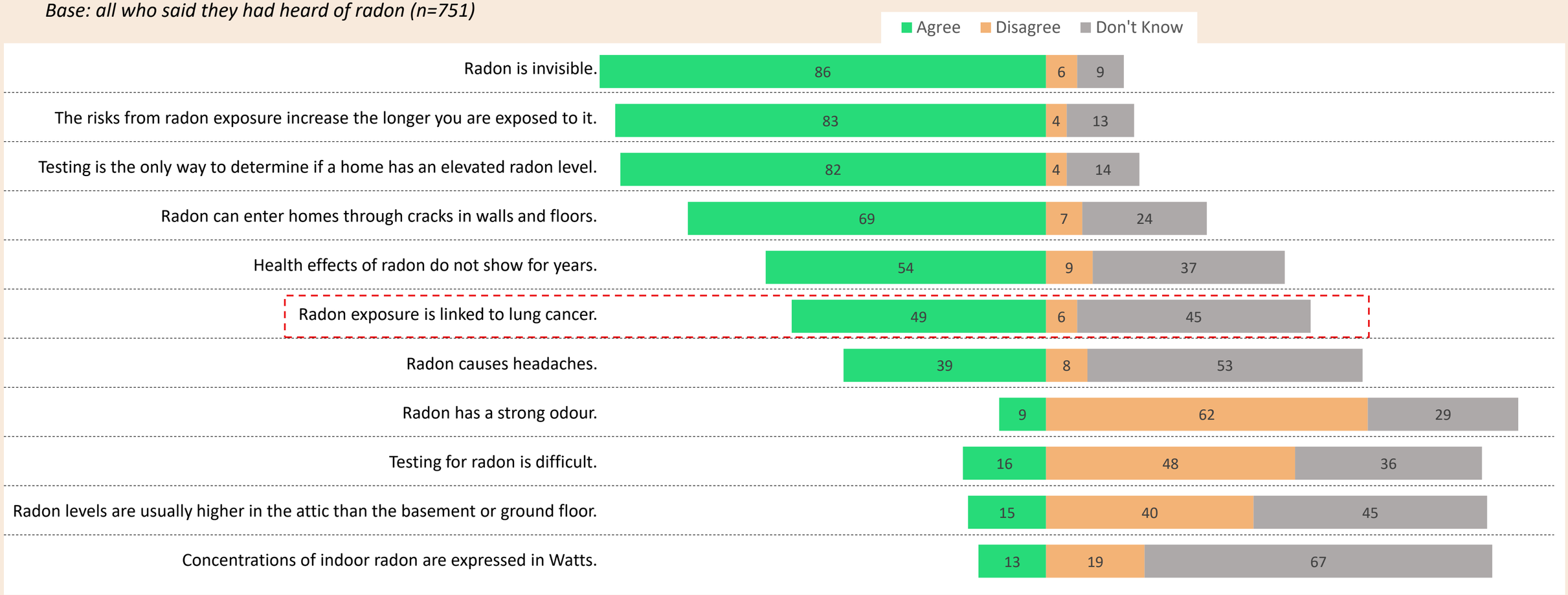
Very significantly higher than total *Significantly higher than total* *Significantly lower than total* *Very significantly lower than total*

Note - "Very significant" and "significant" refer to when an age group is statistically significantly higher or lower than the overall total.

Q8. Where did you hear about radon? *(New question)*

There is strong agreement of radon's invisibility, exposure risks, and testing to identify elevated levels. There was a lack of understanding about specific health impacts as under half of respondents were aware of the link between radon and lung cancer.

Base: all who said they had heard of radon (n=751)



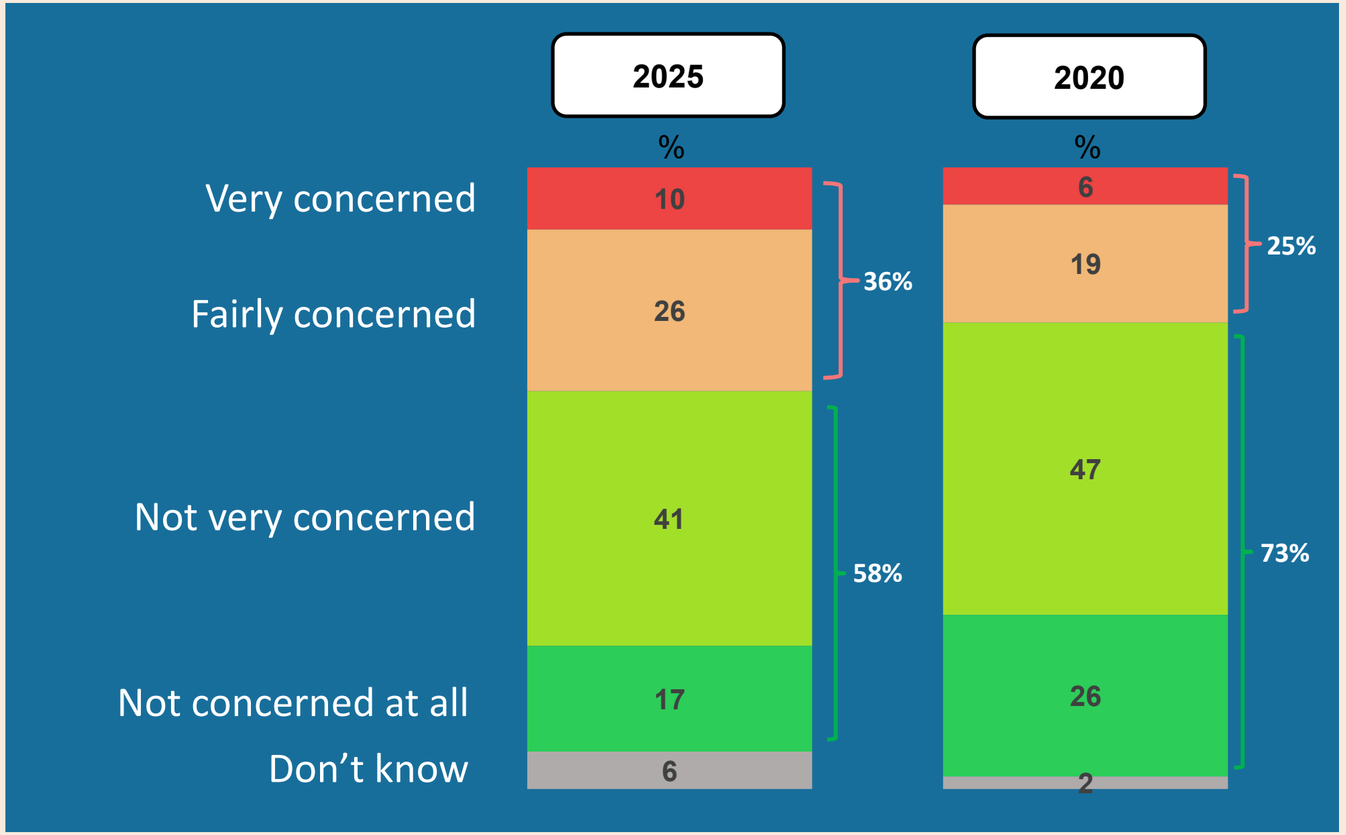
SIGNIFICANT DEMOGRAPHICS

No statistically significant differences were found across the demographic groups.

Q9. Radon is a naturally occurring radioactive gas found in many parts of Ireland. The EPA is seeking to gather data on the public's understanding of radon. Please assist by indicating your level of agreement with each of the following statements by selecting one of the options provided below

Concern about radon has increased amongst those who have heard of radon, with those ‘fairly’ or ‘very concerned’ rising from 25% (2020) to 36% (2025).

Base: all who said they had heard of radon (n=751)



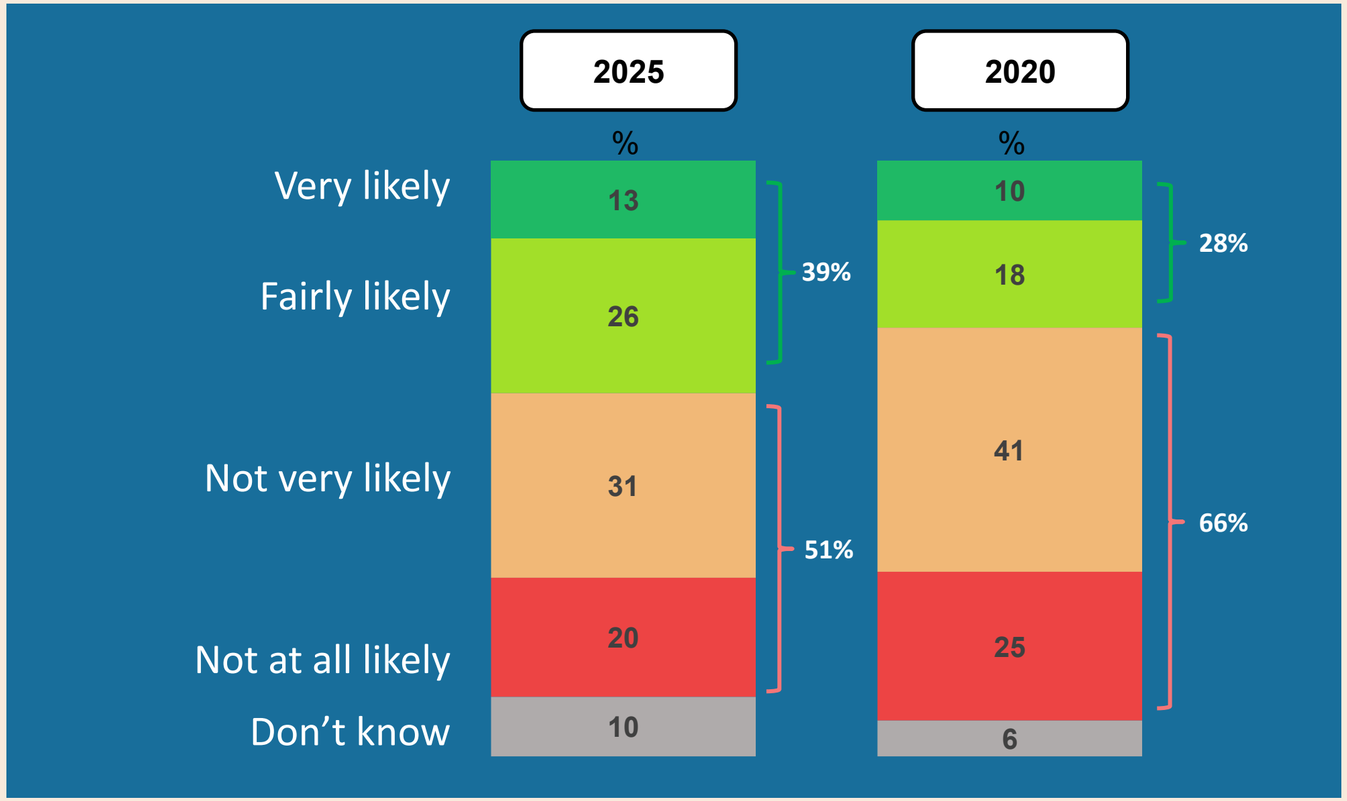
SIGNIFICANT DEMOGRAPHICS

No statistically significant demographic differences observed.

Q10. To what extent are you concerned about the presence of radon gas in your home? (Question wording consistent across surveys).

Likeliness to test homes for radon has increased, with those ‘very’ or ‘fairly likely’ rising from 28% (2020) to 39% (2025), while those ‘not very’ or ‘not at all likely’ has declined. Those with higher levels of concern about radiation, are more likely to test for radon.

Base: all who said they had heard of radon (n=751)



CONCERN ABOUT RADIATION / WILLINGNESS TO TEST

TO WHAT EXTENT ARE YOU CONCERNED ABOUT RADIATION IN IRELAND?	HOW LIKELY ARE YOU TO HAVE YOUR HOME TESTED FOR RADON GAS?					
	VERY LIKELY	QUITE LIKELY	NOT VERY LIKELY	NOT AT ALL LIKELY	DON'T KNOW	TOTAL
▸ Concerned	24%	31%	22%	12%	10%	100%
▸ Not Concerned	7%	22%	38%	26%	7%	100%
TOTAL	13%	26%	31%	20%	10%	

SIGNIFICANT DEMOGRAPHICS

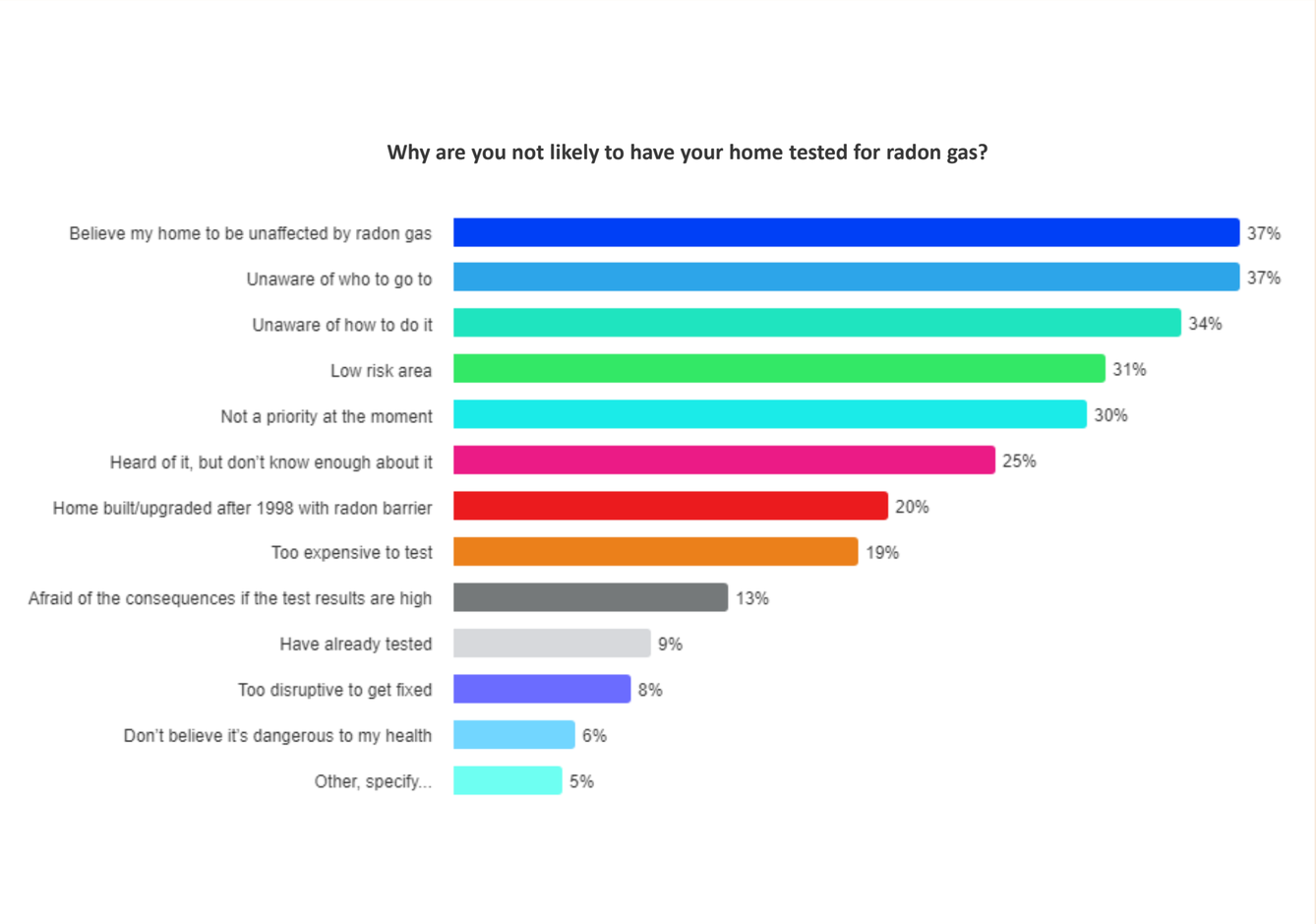
No statistically significant demographic differences observed.

Note – *On examining panel member profiling responses, it was noted that higher likelihood was registered amongst those who have completed second level education, semi- or unskilled manual workers, living with parents or family members (rather than home-owners/renters).*

Q11. How likely are you to have your home tested for radon gas? *(Question wording consistent across surveys).*

Belief that their home is unaffected by radon, unaware of who to go, and unaware of how to do it are the main reasons cited for not testing for radon.

Base: all who answered not very or not at all likely to test (n=393)



SIGNIFICANT DEMOGRAPHICS

	Reasons Cited
Gender	
Male	Believe home is unaffected; Low risk area
Female	Unaware of how to test; Don't know enough about it; Afraid of consequences if test results are high.
Age	
18-24	Don't know enough about it
25-34	Don't know enough about it
35-44	Unaware of who to go to
45-54	*No significant demographic difference observed here*
55-64	Believe home is unaffected; Low risk area
65+	Believe home is unaffected; Low risk area
Social Class	
C2DE	Don't know enough about it; Too expensive to test; Afraid of consequences if test results are high.
ABC1	*No significant demographic difference observed here*
Region	
Dublin	Unaware of how to test; Low risk area
Rest of Leinster	*No significant demographic difference observed here*
Conn/Ulster	*No significant demographic difference observed here*
Munster	*No significant demographic difference observed here*

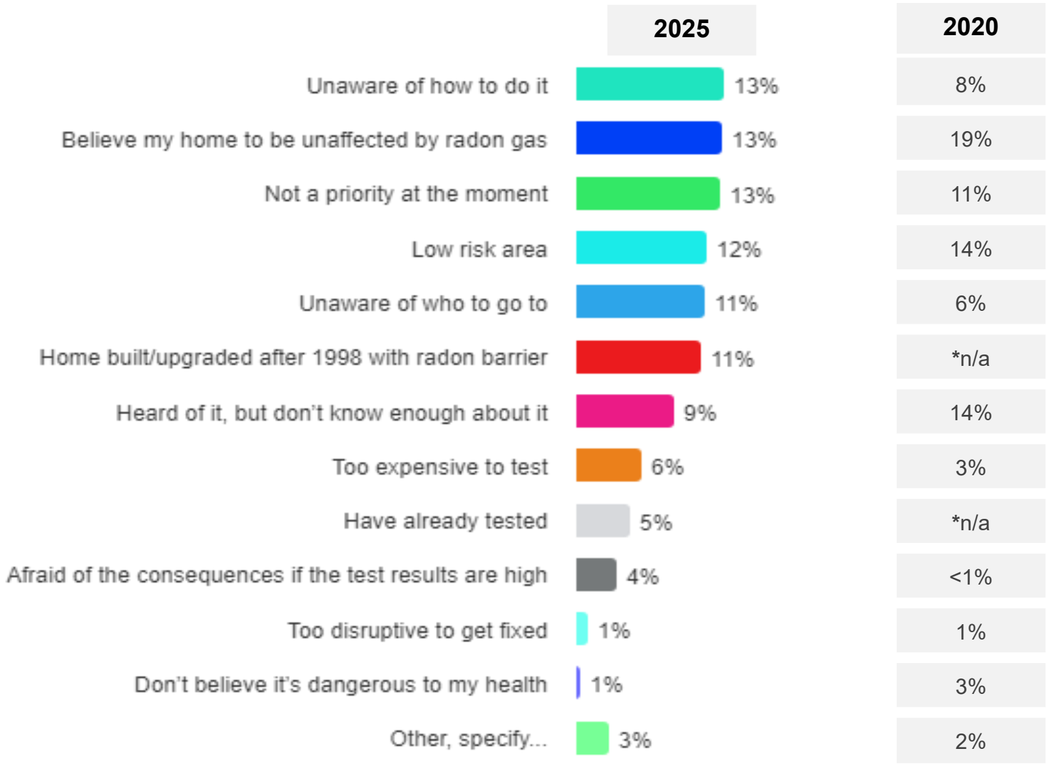
Note: Respondents were asked to rank reasons for not testing; results shown reflect **all reasons** *selected*.

Q12. Why are you not likely to have your home tested for radon gas? *(Question wording consistent across surveys with slight variations between lists).*

Compared to 2020, people are less likely to say they are not testing because they believe their home is unaffected by radon, and more likely to cite not knowing how or low priority.

Base: all who answered not very or not at all likely to test (n=393)

Why are you not likely to have your home tested for radon gas?



SIGNIFICANT DEMOGRAPHICS

See previous slide.

Note: Respondents were asked to rank reasons for not testing; results shown reflect the ***first reason*** *selected*.

*** Not included in 2020 list.**

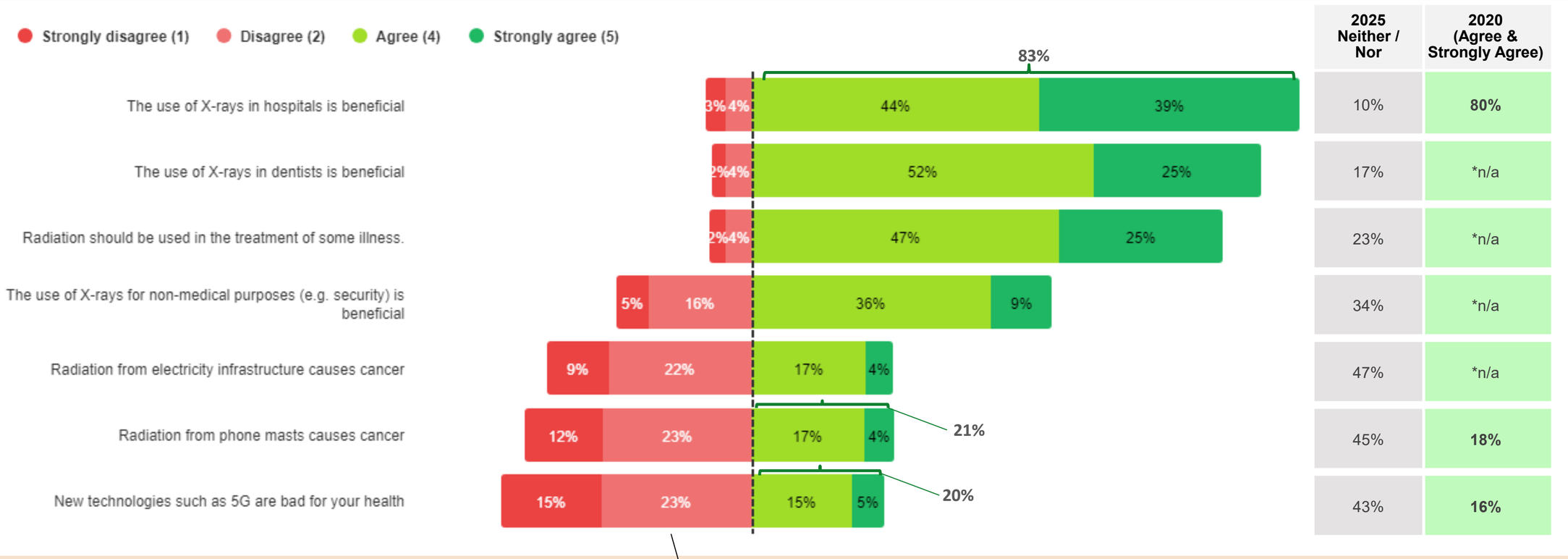
Q12. Why are you not likely to have your home tested for radon gas? *(Question wording consistent across surveys with slight variations between lists).*

Section 3

INFORMATION SOURCES

Similar to 2020, there is strong agreement that medical uses of radiation are beneficial, while agreement that phone masts and everyday technologies pose health risks remains low but has increased slightly.

Base: all adults 18+ (n=1,005)

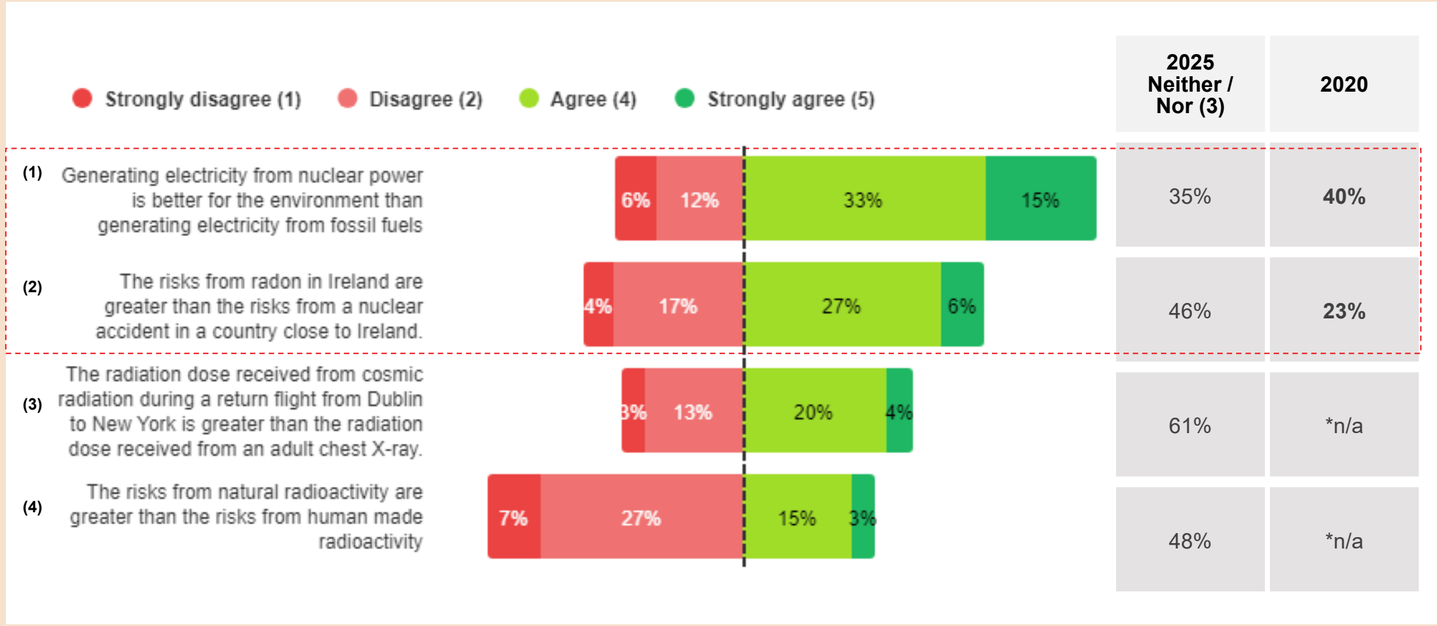


Agreement highest amongst those who selected 'don't know' for how concerned they are about radiation

Q13. **The following are examples of statements you may have encountered in the news or on social media. Please rate your agreement with each of the following statements:**

Mixed views persist, with high uncertainty; agreement on nuclear power being better for the environment has risen (49%), while concern about radon risk has risen (33%).

Base: all adults 18+ (n=1,005)

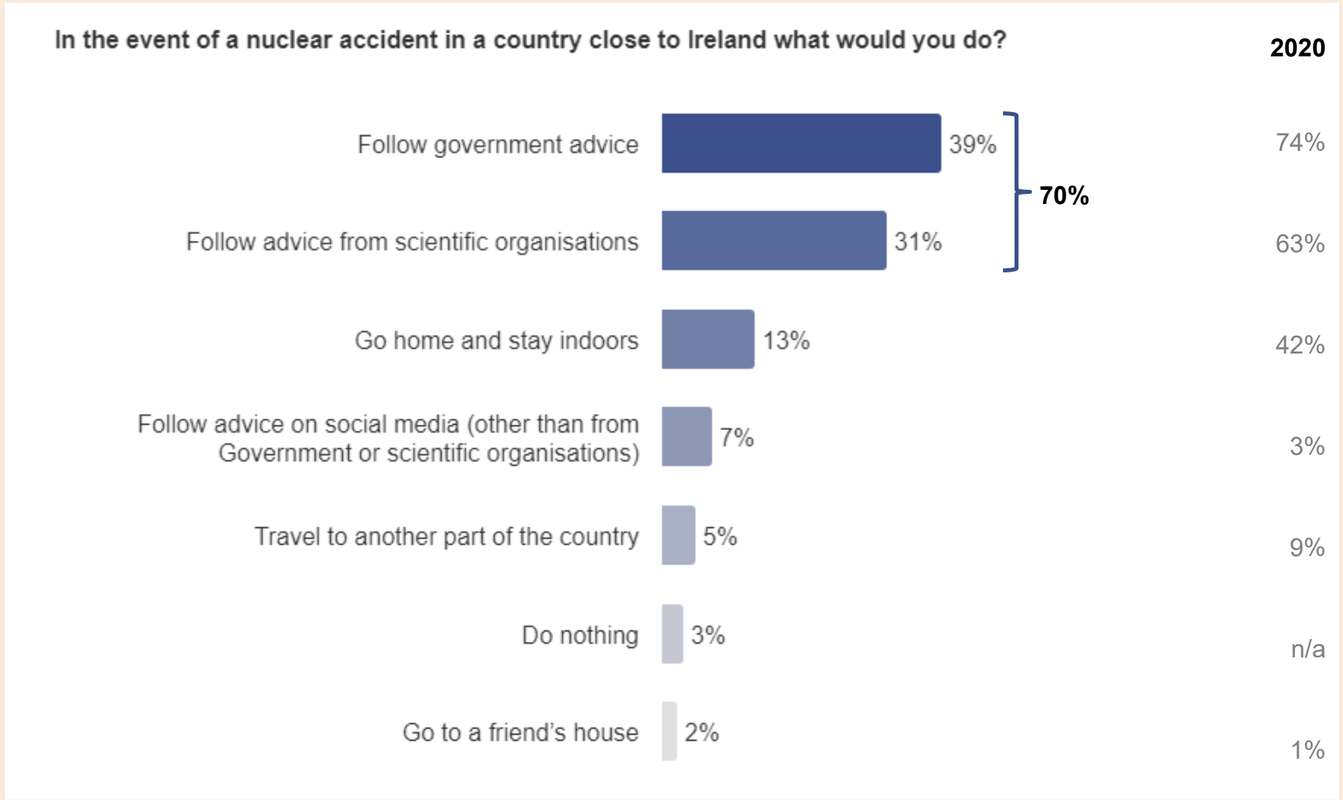


No statistically significant differences noted across demographics.

Q14. **The following are examples of statements you may have encountered in the news or on social media. Please rate your agreement with each of the following statements:**

Consistent with 2020, people primarily say they would rely on official guidance from the government and scientific organisations in the event of a nuclear accident near Ireland.

Base: all adults 18+ (n=1,005)

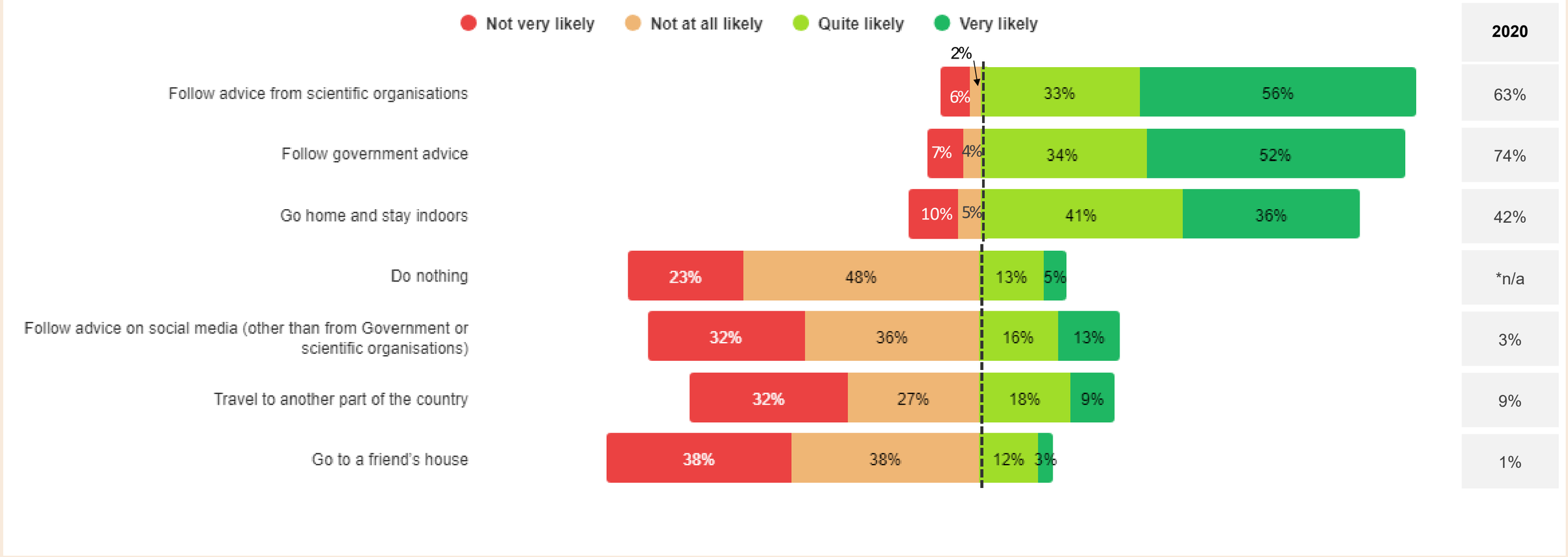


Q15. **In the event of a nuclear accident in a country close to Ireland what would you do?** ***(Single choice in 2025 versus multiple choice in 2020)***

Following official sources remains the dominant response in the event of a nuclear accident, with likeliness to follow scientific (89%) and government advice (86%) increasing since 2020.

Base: all adults 18+ (n=1,005)

In the event of a nuclear accident in a country close to Ireland, how likely are you to do each of the following

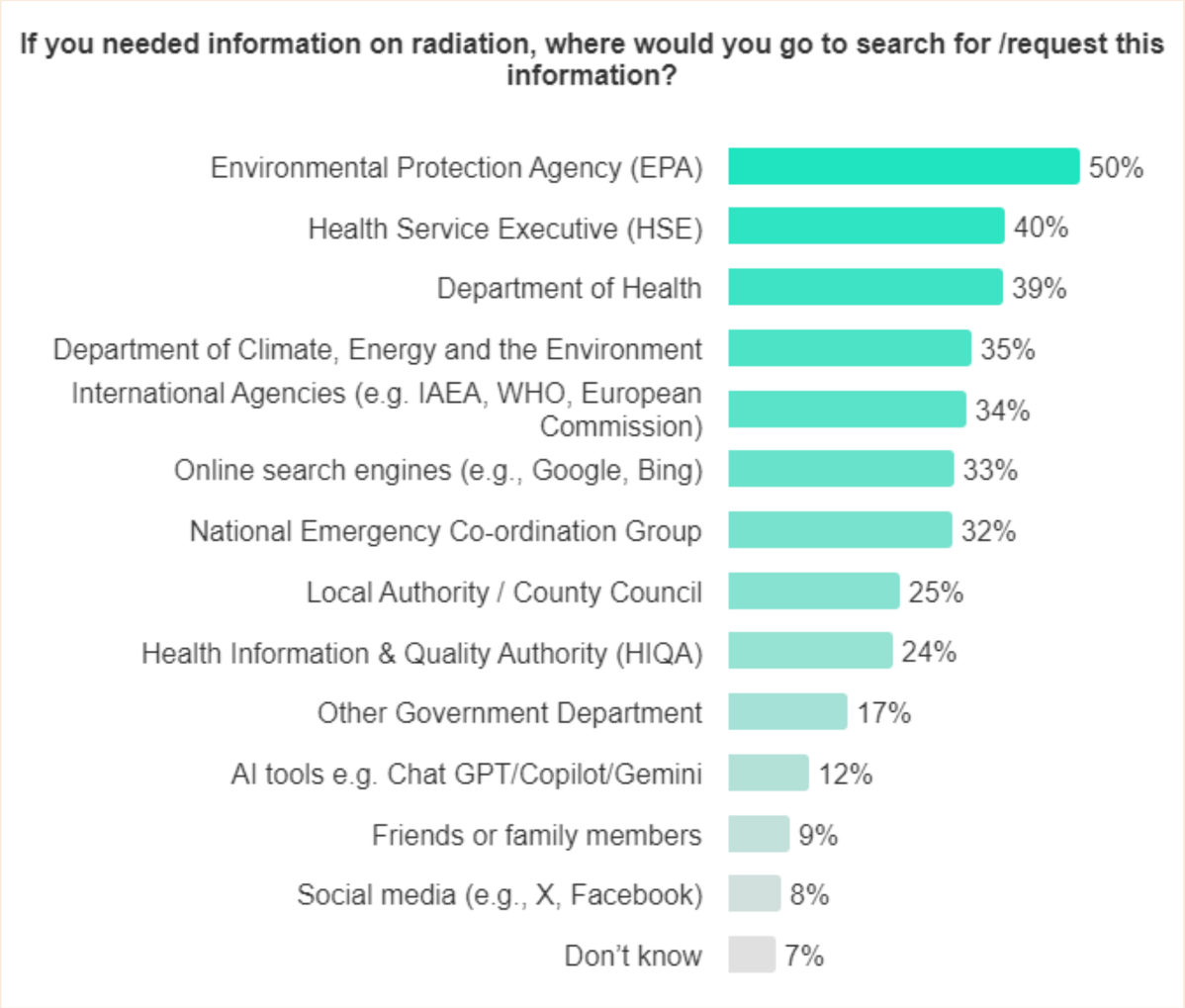


**** Not included in 2020 list***

Q16. **In the event of a nuclear accident in a country close to Ireland, how likely are you to do each of the following:**

When seeking information on radiation, half of adults (50%) said they would turn to the EPA, followed by other health and government bodies such as the HSE (40%) and the Department of Health (39%). Compared to 9% of people who would search Social Media.

Base: all adults 18+ (n=1,005)

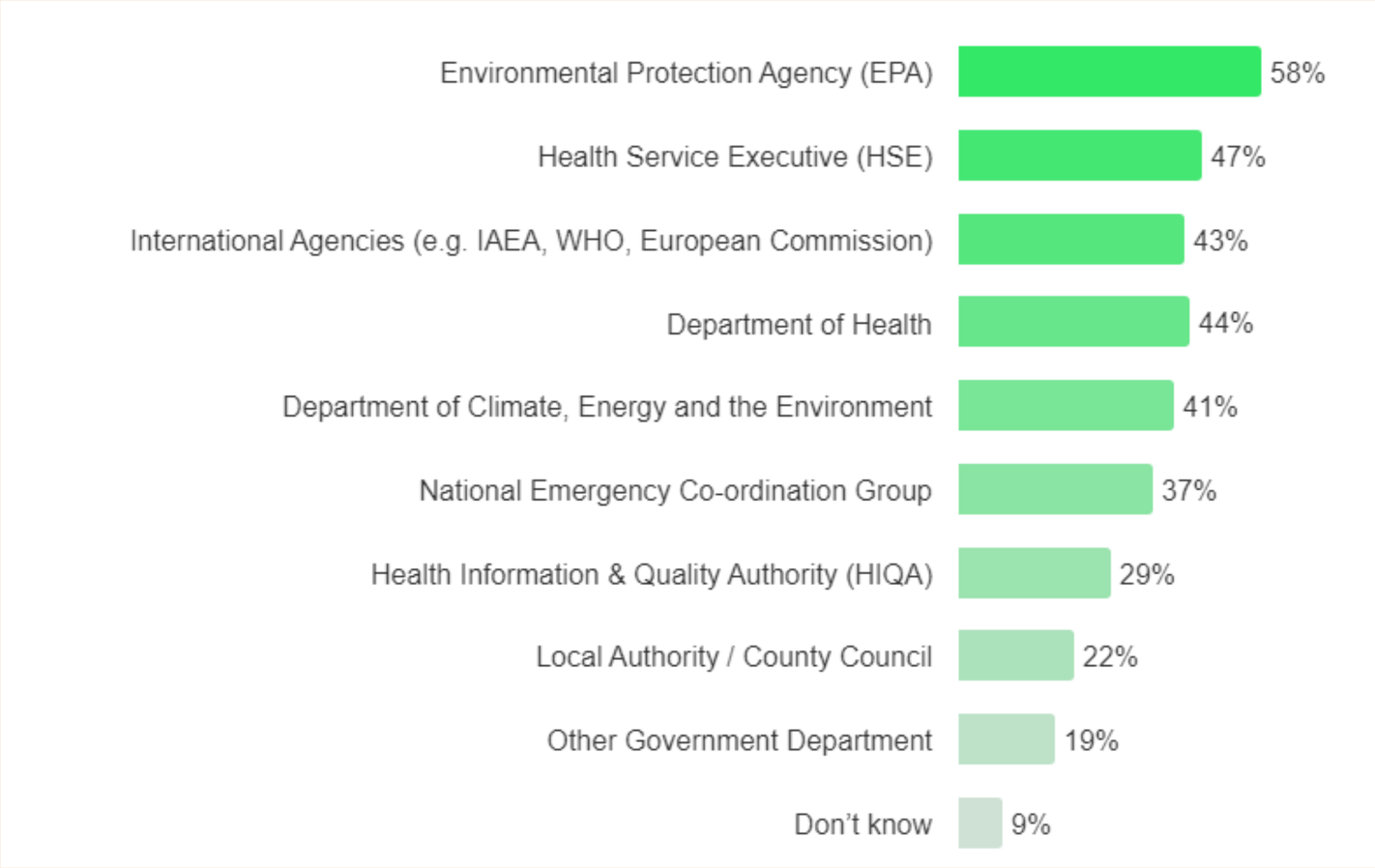


Note **-** Results should be interpreted with caution, as the EPA and its role were mentioned earlier in the survey.

Q17. **If you needed information on radiation, where would you go to search for /request this information?**

When searching online for radiation information, the EPA is the most trusted official source (58%), followed by the HSE (47%), and international agencies (e.g. IAEA, WHO, European Commission) (43%).

Base: all adults 18+ (n=1,005)



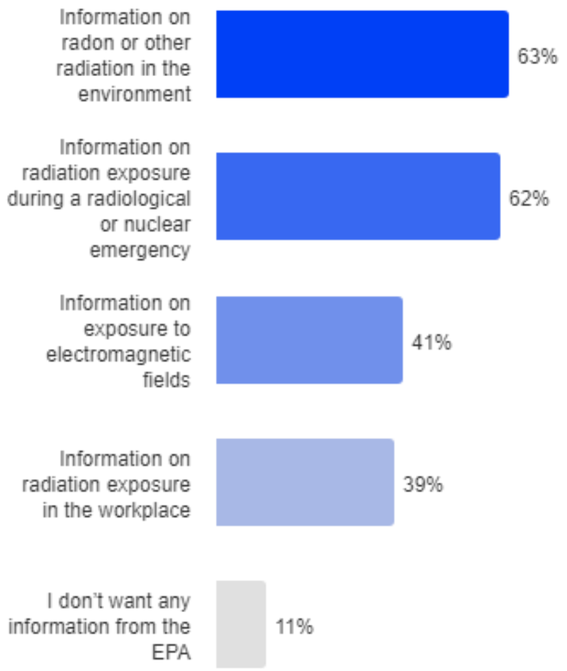
Note **-** Results should be interpreted with caution, as the EPA and its role were mentioned earlier in the survey.

Q18. **If searching online for information on radiation, which of these official sources are you most likely to trust?**

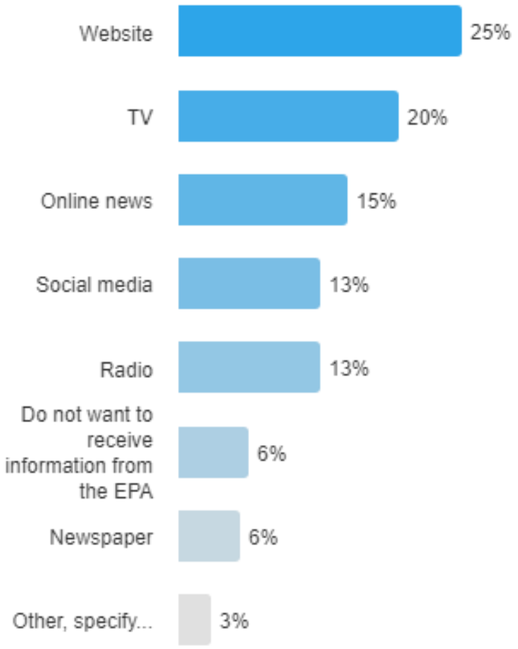
Respondents want EPA information mainly on radon & radiation exposure and nuclear emergencies, prefer routine updates via the EPA website, and would rely most on TV and radio during an emergency.

Base: all adults 18+ (n=1,005)

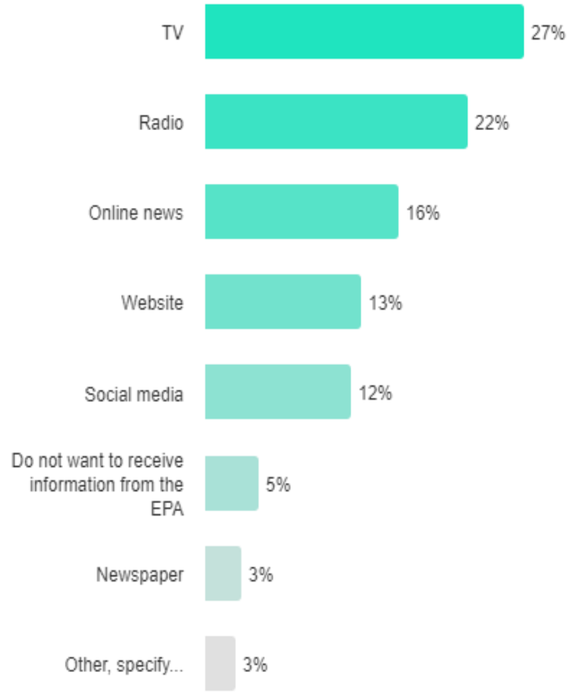
What information about radiation, if any, would you like from the EPA?



How would you like to receive information from the EPA on a routine basis?



How would you like to receive information from the EPA during an emergency?



***Q19.* What information about radiation, if any, would you like from the EPA?**

Q 20. How would you like to receive information from the EPA on a routine basis?

Q21. How would you like to receive information from the EPA during an emergency?

RESEARCH INSIGHTS & IMPLICATIONS

Attitudes to Radiation

Insight

- Just over 3 in 10 adults (31%) are concerned about radiation; there is a drop in those who were not very concerned (46% in 2020 to 31% in 2025). With a rise in those who don't know to almost 2 in 10 (18%). Females, 65+, 45-54, Conn/ Ulster residents and C2DEs are more likely to be concerned.

- Environmental damage (60%), nuclear facilities abroad (53%) and radon gas (53%) remain the main radiation concerns.

- Concern is substantially lower for medical and non-medical radiation equipment, where the majority report being not very concerned.

- Radioactive waste (59%), Nuclear facilities abroad (41%) and Radon gas (34%) are perceived as posing the highest health risks, while Mobile phones (15%) , 5G technology (15%) and Wi-Fi (8%) are viewed as lower risk

Implication

- Rising uncertainty points to a gap in awareness and/or an increasing openness to learning about radiation.

- Environmental considerations are most prevalent, with international impacts also a source of worry. More day-to-day radiation sources closer to home attract lower levels of concern.

- More risk is ascribed to high-consequence external or environmental hazards, while lower relative risk is ascribed to more familiar & ubiquitous technologies.

Percentages above may differ slightly from charts due to rounding.

Awareness & Knowledge of Radon

Insight

- 7 in 10 (71%) have heard of radon gas, down 11 points from the 2020 survey. TV (37%) is the primary driver, followed by word of mouth (30%), with the EPA website mentioned by 9%. Construction, work experience, and education are also cited as awareness sources.
- Attitudes about radon:
  - Highest agreement that radon is invisible, that risks increase with longer exposure, and that testing is the only way to determine if a home has elevated levels.
  - There was a lack of understanding about the link between radon exposure and lung cancer (51%).
- Concern shift and testing likelihood:
  - Notable increase in those fairly or very concerned about radon in 2025 compared to 2020
  - Increased likelihood in 2025 of respondents saying they are very or fairly likely to have their home tested for radon compared with the previous survey.
  - Those expressing higher concern are more likely to test.
- Not knowing who to go to was cited by almost 4 in 10 (37%) as a reason, as was believing home to be unaffected (37%), and unaware of how to do it (34%).

Implication

- The somewhat changeable recall and breadth of sources may suggest that is considered part of the discourse, albeit education is required on specifics.
- Reasonably good levels of knowledge registered across the board. Lack of understanding around the link between radon exposure and lung cancer highlights a clear need for more education.
- Notwithstanding slightly lower claimed awareness, levels of concern, and testing intentions among those who have heard of radon are trending in the right direction.
- Rationales clearly indicate scope for further education efforts.

Information Sources

Insight

- Responses to radiation risk questions are somewhat polarised, with many selecting “don’t know.” 61% are unsure about comparability of radiation levels from flying versus chest x-ray. Strongest disagreement with the statement that new technologies such as 5G are bad for health (37% disagreed; however 20% agreed and 43% chose “don’t know”).
- Strongest agreement that X-rays in hospitals (83%) and dentists (77%) are beneficial; X-rays for the treatment of some illnesses (72%). Strongest agreement that nuclear energy is better than fossil fuels (49%).
- In event of a nuclear accident near Ireland, 89% would be quite or very likely to follow advice from scientific organisations; 87% would follow government guidance. Only some would likely follow advice from social media, travel, friends, or do nothing. EPA is the most likely source of information on radiation (50%), and the most trusted online (58%), followed by HSE (47%).

Implication

- Responses suggest that plenty of scope for public education still exists.
- Again, day-to-day applications attract little worry, while environmental considerations may be a significant lever to public opinion.
- Trust in reputable sources remains high in the post-covid landscape with the EPA the most recognised source of information.

Percentages above may differ slightly from charts due to rounding

Recommendations

Focus education on specific knowledge gaps rather than general awareness

While overall awareness of radiation and radon is relatively high, lack of understanding around key issues (e.g., the link between radon exposure and lung cancer, and radiation risks) indicates a need for clearer, more targeted education across different demographic groups. With tailored approaches for younger and older cohorts.

Strengthen messaging around radon health impacts and testing

Given the high proportion unsure about radon's link to lung cancer and the continued belief that homes are unaffected, communications should emphasise why testing matters, not just how to test.

Leverage trusted official sources as primary communication channels

High trust in scientific organisations, government advice, and the EPA suggests these channels should remain central to public communications, particularly in both routine education and emergency preparedness contexts.

Use mass media for reach, digital channels for depth

Communicate across TV, radio, online and social media to maximise reach, tailoring content by demographic using traditional media to reach older audiences and digital channels to engage younger cohorts. Strengthen the EPA website & social media channels' role as a destination for detailed, practical information, ensuring content is easy to find, action-oriented, and shareable.

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