

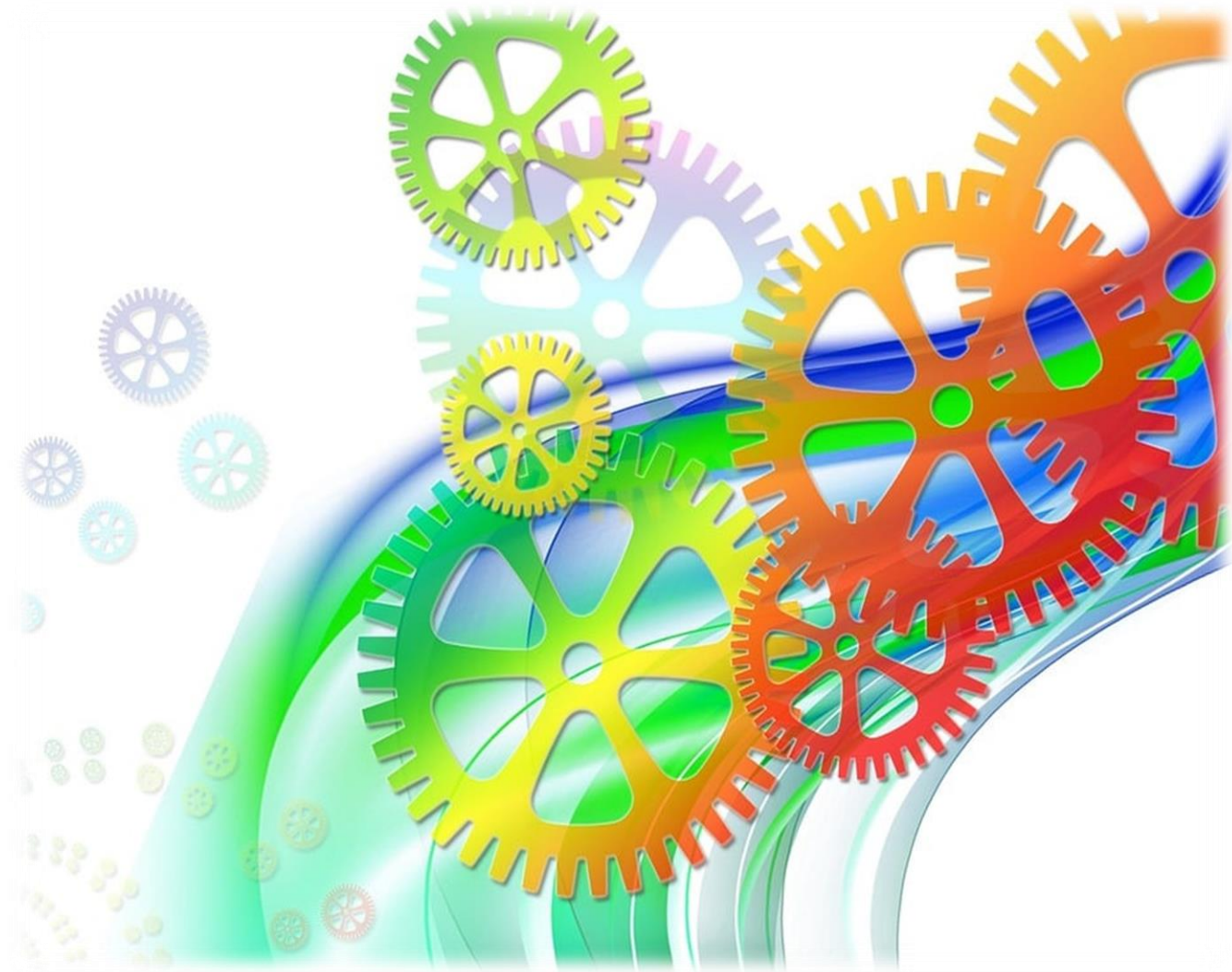
Private Security Authority

March 2025





- Amárach were commissioned by the PSA to carry out research to identify barriers to working in the security sector, with a particular focus on diversity, inclusion, and equality in the sector.
- The research consisted of:
 - In-depth interviews with key stakeholders.
 - 3 Focus Groups:
 1. Former industry workers
 2. Current industry workers (less than 3 years)
 3. Current industry workers (more than 6 years)
 - A quantitative online survey of a nationally representative sample (n=1,000).
- This report outlines the findings from each of these elements.





Qualitative Research



Depth Interviews with key stakeholders in the security sector:

- PSA staff
- Trade Union Representative
- Irish Security Industry Association
- Registered contractors with large workforces



Focus groups with people working in the security sector:

- Group 1: Worked in security and has left the sector
- Group 2: Currently working in security for less than 3 years
- Group 3: Currently working in security for more than 6 years

Current Security Market:





- The security industry is seen by most as a **growing industry especially** over the last 5-10 years.
- There are over **41,000 individuals licensed** to work in the security sector in Ireland.
- The number of individuals in the sector has **grown significantly**, approximately 25% over the last five years.
- This suggests a **robust growth in the sector**, indicating increased demand for security services.
- Security is frequently **chosen due to accessibility**, particularly for those changing careers, newcomers to the country, or as a secondary employment option.
- It's often viewed as **easier to enter compared** to roles requiring higher educational qualifications or specialized experience.
- **Flexible and part-time roles:** Many participants joined due to the availability of flexible, part-time, or night-time roles. Seen as attractive for students, second-job seekers, or those balancing other responsibilities.

*“ And we have
41,679 now
licensed and in
2020 we had
31,000”*

Key Stakeholders





- The discussions primarily focus on the industry's growth, recruitment and retention challenges, diversity and inclusion, and the role of regulatory bodies.
- Despite being from different interviews, the responses share several common themes and present unique perspectives on the issues faced by the security sector.



- **Barriers to Entry:** Common barriers include the cost and duration of training and licensing, unsociable working hours, and low wages, which deter potential entrants.
- **Diversity and Inclusion:** There is a consensus on the low representation of women and ethnic minorities in the sector, with discussions on the need for improved inclusivity and diversity.
- **Company Focus:** While some interviews focus on residential security services, others discuss event security and guarding, indicating varied operational focuses within the sector.
- **Role of Regulatory Bodies:** Different perspectives are offered on the effectiveness of the Private Security Authority (PSA), with some suggesting more stringent regulations and others calling for better communication and stakeholder engagement.
- **Perception and Rebranding:** There are differing views on the public perception of security roles, with some emphasizing the need for rebranding to attract more diverse talent.



- **Industry Growth and Challenges:** The security sector is experiencing growth, but this is accompanied by significant challenges in staffing and maintaining quality standards.
- **Need for Strategic Changes:** There is a clear need for strategic changes in recruitment, training, and industry perception to attract and retain a diverse workforce.
- **Regulatory Role:** The PSA's role is crucial, and there is a call for it to be more proactive in addressing industry challenges and improving standards.
- The most significant findings include the **urgent need for improved recruitment** strategies, enhanced diversity and inclusion efforts, and a more active regulatory role by the PSA.
- Addressing these issues could lead to a **more robust and sustainable security** industry.

Working in the security sector





Issues facing the security sector – Guarding

1. **Training and Costs:** The requirement to complete a six-day course costing €600, along with the cost of the license, which totals around €800, is a significant barrier. This is particularly challenging for those who only want to work in events and not in pubs, clubs, or hotels.
2. **Unsocial Hours:** The nature of the work often involves unsocial hours, which can deter potential recruits.
3. **Wages:** Although wages have improved in the guarding sector, there is still a disparity in pay between working directly for venues and working through contractors.
4. **Perception of the Industry:** There is a perception that security work is a "backup plan" or a "stepping stone," which might deter people from considering it as a long-term career.
5. **Garda Vetting:** The requirement for Garda vetting can be a barrier, especially for those with past offenses, even if they are unrelated to the job.
6. **Language Barriers:** Communication skills, particularly fluency in English, are crucial, and a lack of these skills can be a barrier.
7. **Lack of Career Progression:** There is limited career progression in the DSP and event world compared to the guarding sector.
8. **Administrative Burden:** The administrative requirements for compliance and recruitment are significant, which can be a deterrent for both employers and potential employees.



Issues facing the security sector – Monitoring systems

1. **Engineer Shortage:** There is a lack of a pipeline of engineers coming off apprenticeships, and not enough people are entering the industry wanting to become engineers.
2. **Perception of Trades:** There is a perception that taking up a trade is less attractive than pursuing third-level education, which affects the number of people entering trades like engineering.
3. **Salary and Wage Pressure:** The sector faces wage pressure, and people often leave for better-paying opportunities.
4. **Lack of Loyalty:** There is a lack of loyalty among engineers, who may leave for even a small increase in salary.
5. **Competition from Larger Companies:** Larger companies, like those working on data centres, often attract engineers by offering higher salaries, which can be detrimental to the industry.
6. **Lack of Diversity:** The industry is male-dominated, with no female engineers and a predominantly male workforce in the monitoring centre.



Main Barriers





Barriers to joining the security sector – Cost of licencing

- A significant barrier identified was the upfront cost (approximately €500-€600) required for licensing, which discourages new entrants.
- In addition to the cost of the licence the initial wages are near minimum wage levels.
- However, social welfare assistance for unemployed candidates somewhat mitigates this barrier.
 - This is seen as unfair by some as non-Irish entering the country could get the licence paid for and others living in the country are having to pay.

"So, to even consider working in the sector and get the ball rolling you need €800."

"It's the cost associated with starting. Then even if you look at something like the licensing fee, it's €150 for the door supervisor."


"You have to pay for your license which is now €600."





Barriers to joining the security sector – Long Hours

- The long hours were viewed by some in the groups as an obstacle to joining the security industry.
- While this was not shared by all participants, some noted that the hours and lack of options regarding which days you work were a potential issue that would stop some from joining the security sector.



"I'm sure the guys will say to you, you're doing a 12-hour shift, you start at 7 in the morning and finish at 7 at night. And your relief doesn't turn up because they just can't get staff right."

"I think also long hours, like 12-hour shifts, 14 sometimes. And the roster, because some people get one day off, one day on."

"The monitoring centre is shift based. So, it's nighttime work. It's less attractive for people."



- » Participants noted mandatory licensing introduced around 2007/2008, with mixed opinions regarding its effectiveness.
- » While the training aimed at professionalising the sector, many felt the training was superficial and did not adequately prepare security personnel for real-world situations, particularly in understanding their legal rights and limitations.
- » The process of obtaining a license was seen as a procedural formality rather than a meaningful qualification, with some participants questioning the effectiveness of the training provided.
- » Some felt that there is a need for a training program to keep up with changing times especially within the areas of how to control and restrain when needed.

"Recent training course and the upskill where they had the control and restraint module added in. So, prior to that there was no training for control and restraint for supervisor security guards."





Barriers while working within the industry: Pay and working conditions

- » Pay emerged consistently as a major issue, with wages often barely above the minimum wage, making it financially unattractive as a long-term career.
- » Participants cited insufficient remuneration relative to job responsibilities and risks involved, leading to dissatisfaction and high turnover.
- » The pay was considered low compared to the responsibilities and risks involved in security roles.
- » Some participants mentioned that other jobs, like working in retail, offered better pay.

"By the time the taxman gets finished with me... I was there for seven, eight hours and I was coming home with €40... those gigs weren't worth going to"

"The rate of pay is quite low. At the time when I was looking at it, it didn't interest me"





- **Gender Imbalance:** The sector is predominantly male, and the perception exists that women prefer roles such as retail positions due to less confrontational environments, reflecting gendered stereotypes about appropriate employment.
- **Ethnic Diversity and Language Barriers:** Many workers come from ethnic minority backgrounds or are immigrants, often selecting security work due to limited employment options. Language barriers were identified, although some perceived standards of language competency as inconsistently enforced during training and licensing.
- **Inclusivity Challenges:** Participants noted a general lack of structured support or initiatives targeting minority groups, including women and ethnic minorities, affecting their inclusion and retention in the industry.



“I am a qualified doctor in my country. I came to Ireland and when a security job was mentioned to me, I thought it was a good way of getting to know people and the country”



- **Economic Influence on Staffing:** The security industry is heavily influenced by the economic climate, with staffing shortages during economic booms leading to a decline in job satisfaction due to overwork and lack of replacements.
- **Job Longevity and Progression:** Security roles are often seen as temporary or supplementary jobs rather than long-term careers, with little opportunity for progression or career development within the sector.
- **Respect and Recognition:** There is a lack of respect for security personnel from both the public and within organizations, contributing to low job satisfaction and high turnover rates.
- **Pay and Working Conditions:** Low pay and poor working conditions, including unsociable hours and lack of support, are significant barriers to retaining staff in the security sector.
- **Safety Concerns:** The job is perceived as increasingly dangerous, with more frequent encounters with violence and aggression, which deters people from joining or staying in the sector.



Opportunities



- **Improving Training Quality:** Enhanced, realistic, and practical training that clearly defines rights, responsibilities, and legal frameworks for security personnel.
- **Better Regulation and Oversight:** Greater regulatory oversight to eliminate practices like zero-hour contracts and sub-standard employment intermediaries.
- **Increased Pay and Professionalism:** Significant improvements in remuneration, conditions, and respect for security roles to professionalise the industry.
- **Career Development Initiatives:** Structured career pathways, including further education, skill development, and clear progression opportunities to retain workers.
- **Diversity and Inclusion Initiatives:** Targeted support programs addressing gender imbalance, ethnic diversity, and inclusivity to attract and retain a diverse workforce.





- » Participants emphasised that the PSA should focus on advocating for improved pay, standardised and robust training, strict regulation of contractors, and initiatives to boost respect for security personnel.
- » Strengthening professional identity and public perception were viewed as crucial to improving retention and job satisfaction in the security sector.
- » These themes provide clear guidance on the critical issues affecting recruitment, retention, and diversity in the security sector, as well as offering tangible recommendations for the PSA to consider in their efforts to improve the sector.





Quantitative Research



Methodology

Online survey

Questionnaire designed in collaboration with the PSA.



Sample

A nationally representative sample of 1,000 adults 18+ in the Republic of Ireland



Field work dates

7 - 12th March 2025



Margin of Error

$\pm 3.1\%$ at 95% confidence interval

The margin of error indicates the percentage points the results may differ from the overall population.

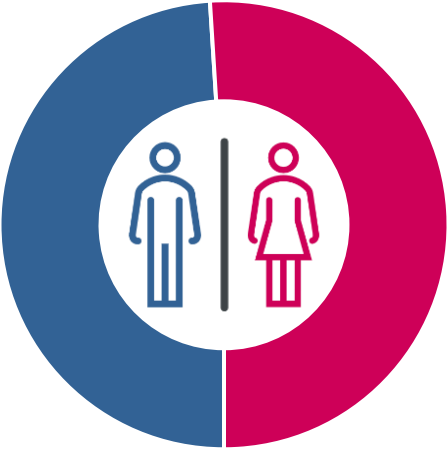
Margin of error changes according to the size of sample, the size of the population and to the observed percentage in question.

Sample Profile

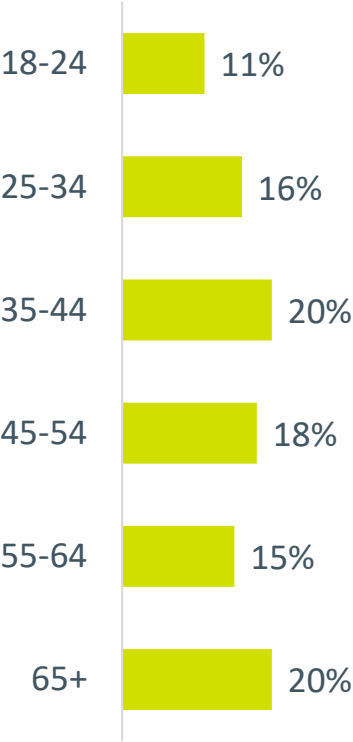


Gender

49% ■ Male ■ Female 51%



Age



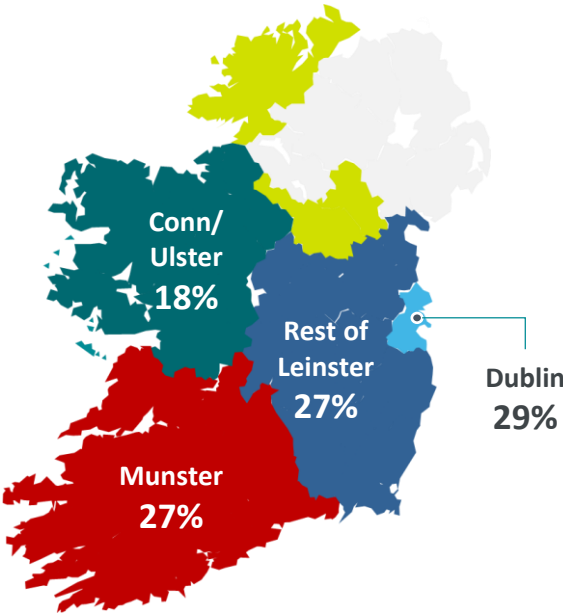
Social Class

51%
Higher
Social
Grades



49%
Lower
Social
Grades

Region



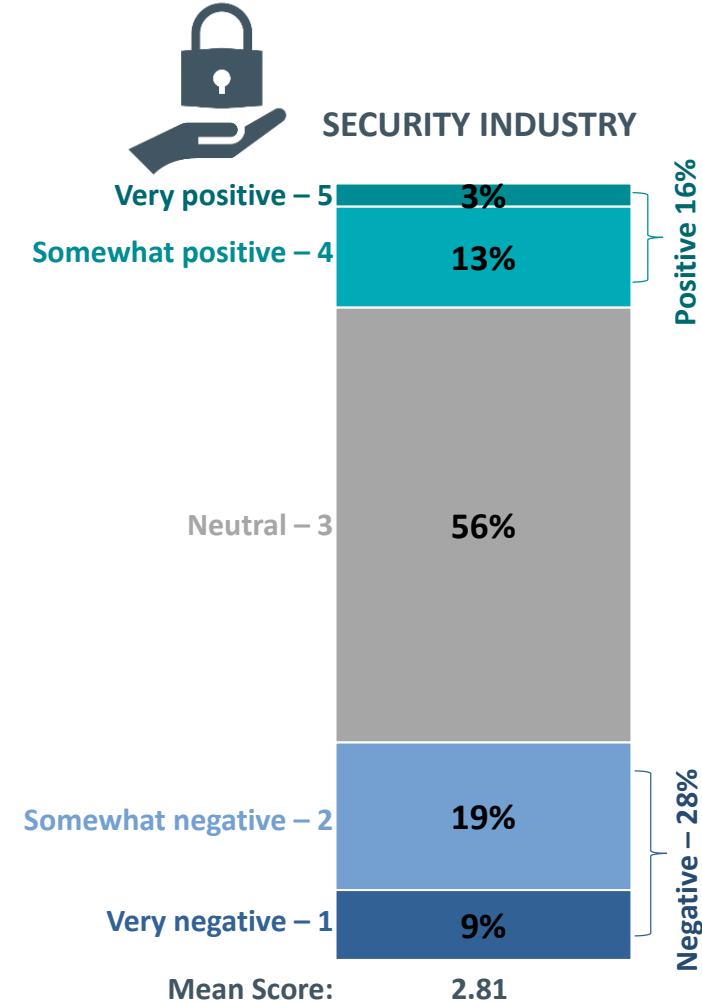
Perception of the security industry:



Just 16% report having a positive view of a career in the security industry in Ireland, with 28% holding a negative view



(Base: All respondents – 1,000)



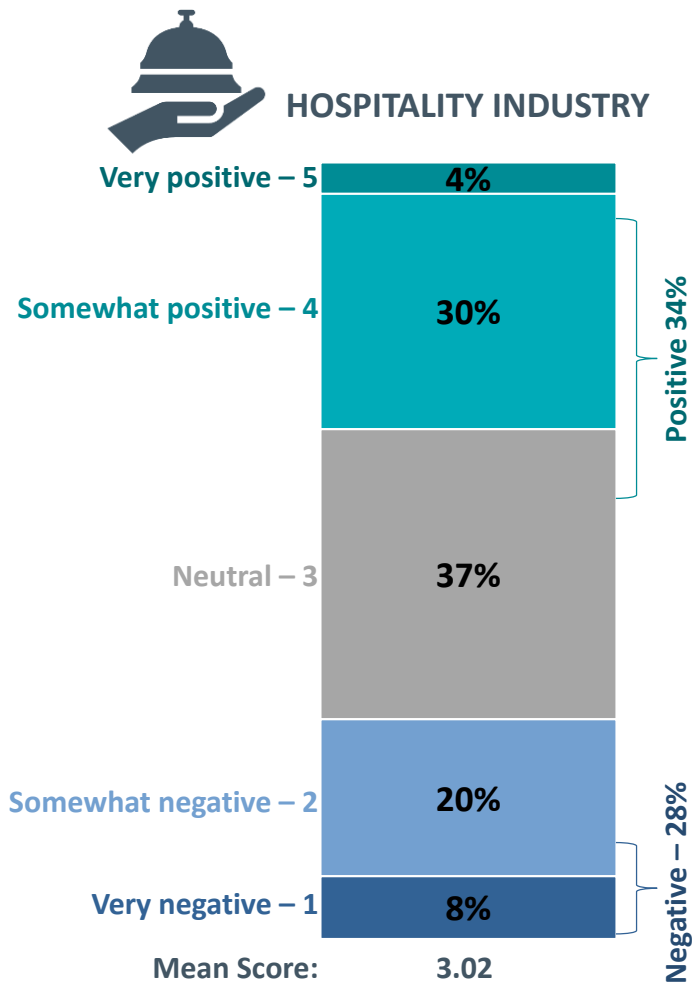
- Those with personal experience of working in the security industry and ages 45-54 over index for holding negative views. Males are also more likely than females to hold negative views of a career in the industry.
- Ages 25-34, non-Irish/non-UK nationals, and those who have personal work experience of the sector are among the most likely to hold positive views.

	GENDER		AGE					CLASS		REGION				NATION		SECURITY EXPERIENCE		
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Irish	All other	Myself	Someone else (not myself)	No
N=	494	506	112	160	202	181	345	508	492	289	268	268	175	922	46	65	410	524
SUMMARY																		
Positive	16%	16%	20%	22%	18%	9%	14%	16%	16%	15%	19%	16%	12%	16%	25%	22%	18%	14%
Negative	32%	25%	21%	25%	28%	33%	30%	30%	27%	30%	29%	27%	26%	30%	14%	38%	29%	26%

By comparison, over double the proportion (34%) hold a positive view of a career in the hospitality industry in Ireland, with 28% holding a negative general view.



(Base: All respondents – 1,000)

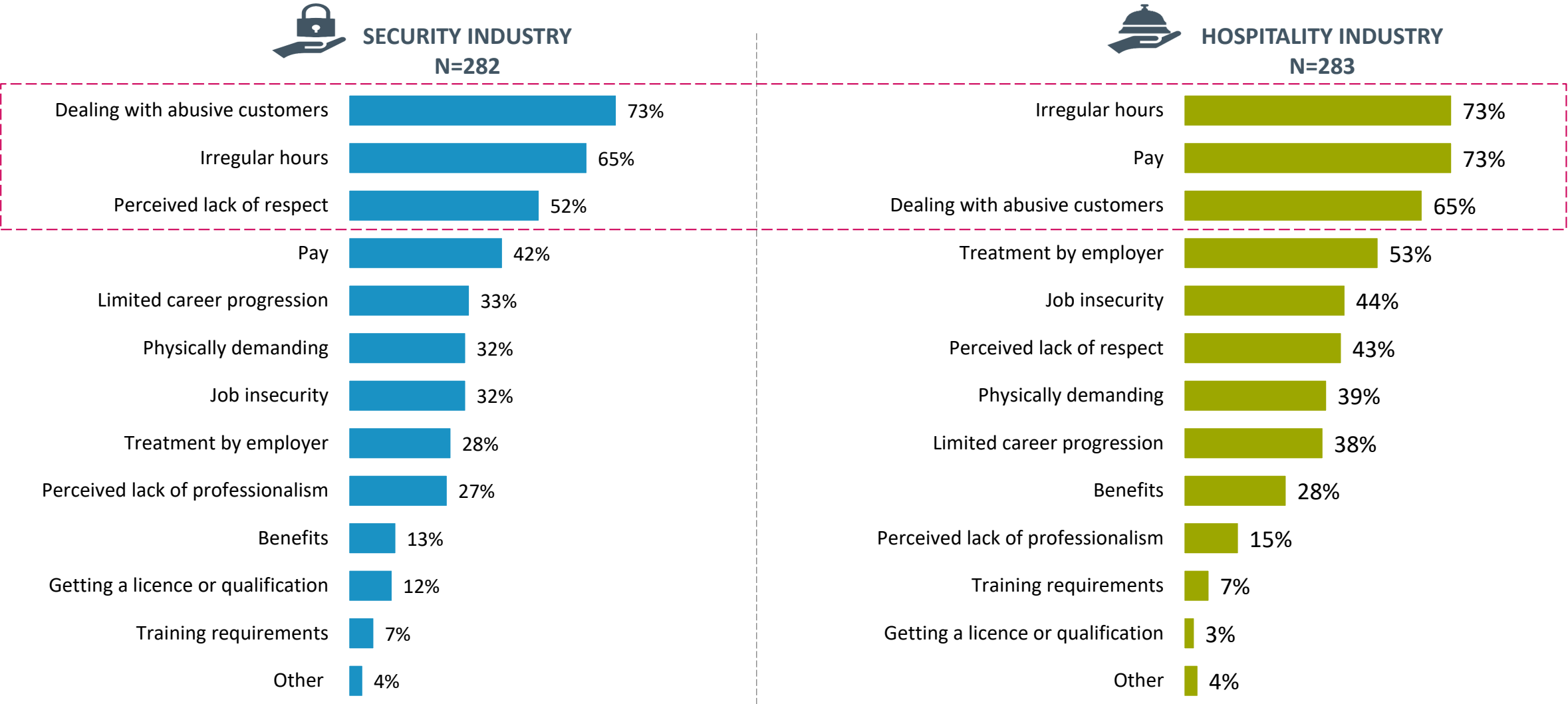


- Dublin residents and non-Irish/non-UK nationals, are among the most likely to hold positive views.
- Those with personal experience of the hospitality industry over index for negative views.

	GENDER		AGE					CLASS		REGION				NATION		HOSPITALITY EXPERIENCE		
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Irish	All other	Myself	Someone else (not myself)	No
N=	494	506	112	160	202	181	345	508	492	289	268	268	175	922	46	255	518	227
SUMMARY																		
Positive	34%	35%	36%	38%	30%	36%	34%	38%	31%	40%	37%	29%	29%	34%	49%	36%	37%	27%
Negative	29%	28%	31%	30%	30%	28%	26%	29%	27%	27%	27%	30%	31%	29%	18%	39%	27%	20%



For both industries, *abusive customers* and *irregular hours* are common themes, with *perceived lack of respect* also ranking highly for the security industry



Q2 What aspects of the security industry makes you hold a generally negative view?
Q3 What aspects of the hospitality industry makes you hold a generally negative view?

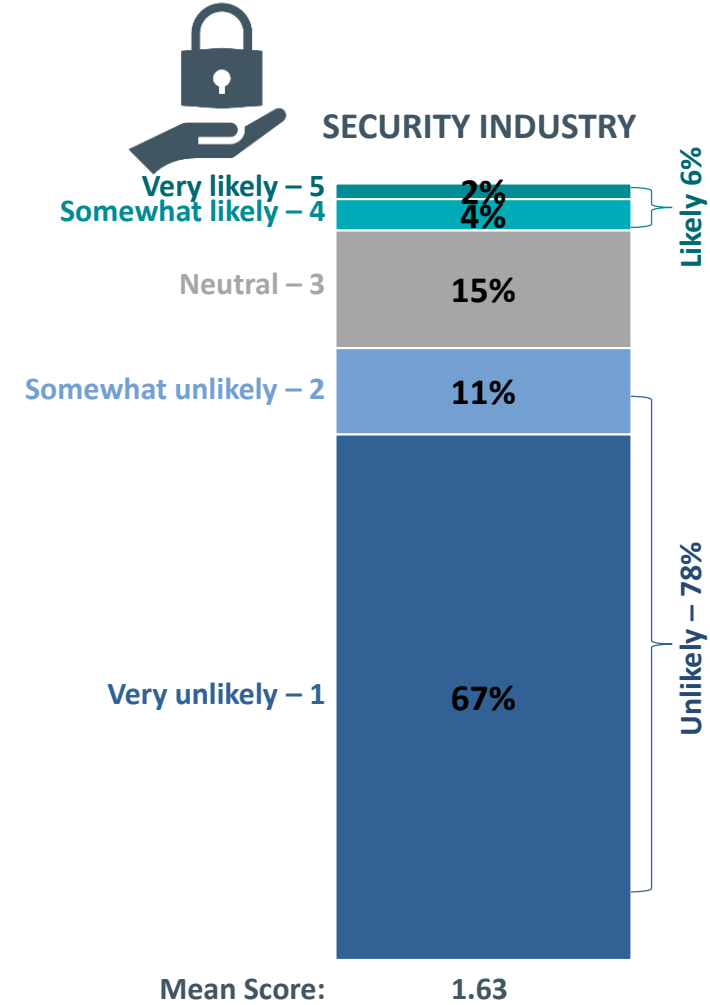
Career consideration and experience:



Just 6% report they would be likely to consider a career in the security industry in Ireland, with 8 in 10 (78%) stating unlikely



(Base: All respondents – 1,000)



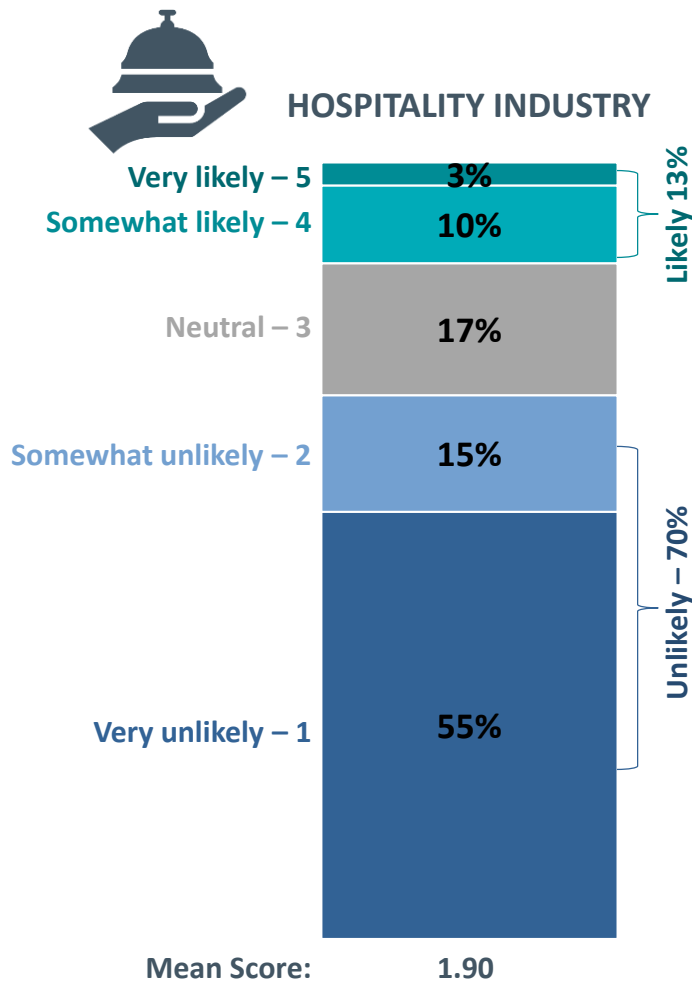
- Non-Irish/non-UK nationals and those with personal experience of working in the industry over index for being likely to consider a career in the industry.
- Females and older ages are among the most likely to report they would be unlikely to consider a career.

	GENDER		AGE					CLASS		REGION				NATION		SECURITY EXPERIENCE		
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Irish	All other	Myself	Someone else (not myself)	No
N=	494	506	112	160	202	181	345	508	492	289	268	268	175	922	46	65	410	524
SUMMARY																		
Likely	8%	5%	13%	10%	4%	7%	4%	5%	8%	8%	7%	6%	4%	6%	20%	15%	8%	4%
Unlikely	74%	83%	59%	70%	80%	79%	87%	82%	75%	76%	80%	80%	78%	80%	51%	64%	79%	80%

Overall, 13% would consider a career in the hospitality industry, with 7 in 10 reporting they would be unlikely



(Base: All respondents – 1,000)



- Younger age groups are among the most likely to report they would be likely to consider a career in the hospitality industry.
- Ages 35-44, 55+, those with personal experience and those who know someone with experience of the industry stand out for reporting they would be unlikely to consider a career.

	GENDER		AGE					CLASS		REGION				NATION		HOSPITALITY EXPERIENCE		
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Irish	All other	Myself	Someone else (not myself)	No
N=	494	506	112	160	202	181	345	508	492	289	268	268	175	922	46	255	518	227
SUMMARY																		
Likely	11%	15%	25%	17%	11%	10%	9%	12%	14%	13%	12%	13%	12%	12%	13%	3%	9%	5%
Unlikely	70%	70%	51%	57%	76%	70%	79%	72%	68%	71%	70%	71%	68%	72%	50%	86%	78%	72%

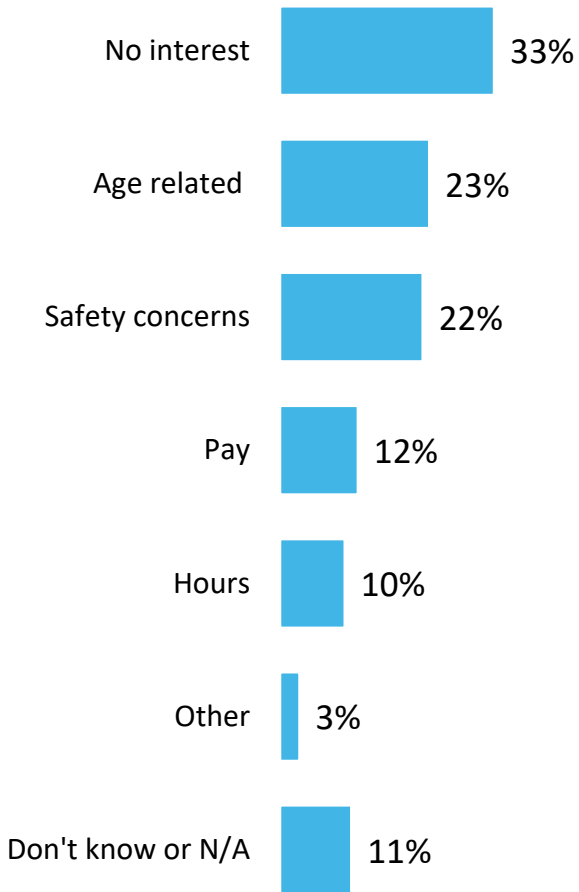


Among those who stated they would be unlikely to consider a career in the security industry, the main reason was simply a *lack of interest*, followed by *age related*, and *safety concerns*

(BASE : Unlikely to consider – 784)



- For a general lack of interest, females, ages 18-55, and non-Irish/non-UK nationals over index.
- Ages 25-44, Dublin residents, and those who know someone that works/worked in the industry are among the most likely to state safety concerns as a reason.
- Those with personal experience of working in the industry over index for reporting pay as a reason.



	GENDER		AGE					CLASS		REGION				NATION		SECURITY EXPERIENCE		
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Irish	All other	Myself	Someone else (not myself)	No
N=	366	418	66	113	162	143	300	415	369	219	214	215	136	741	24	42	324	418
No interest	26%	38%	55%	45%	45%	39%	14%	40%	25%	34%	32%	33%	30%	32%	60%	24%	33%	33%
Age	28%	19%	2%	1%	2%	9%	55%	14%	33%	22%	24%	23%	24%	24%	0	28%	18%	27%
Safety concerns	19%	24%	14%	28%	28%	25%	16%	23%	21%	28%	19%	19%	21%	22%	23%	8%	28%	18%
Pay	18%	7%	9%	14%	12%	14%	11%	11%	13%	16%	13%	8%	10%	12%	6%	28%	14%	8%
Hours	10%	9%	10%	11%	11%	12%	7%	12%	7%	10%	12%	10%	5%	10%	4%	7%	13%	7%

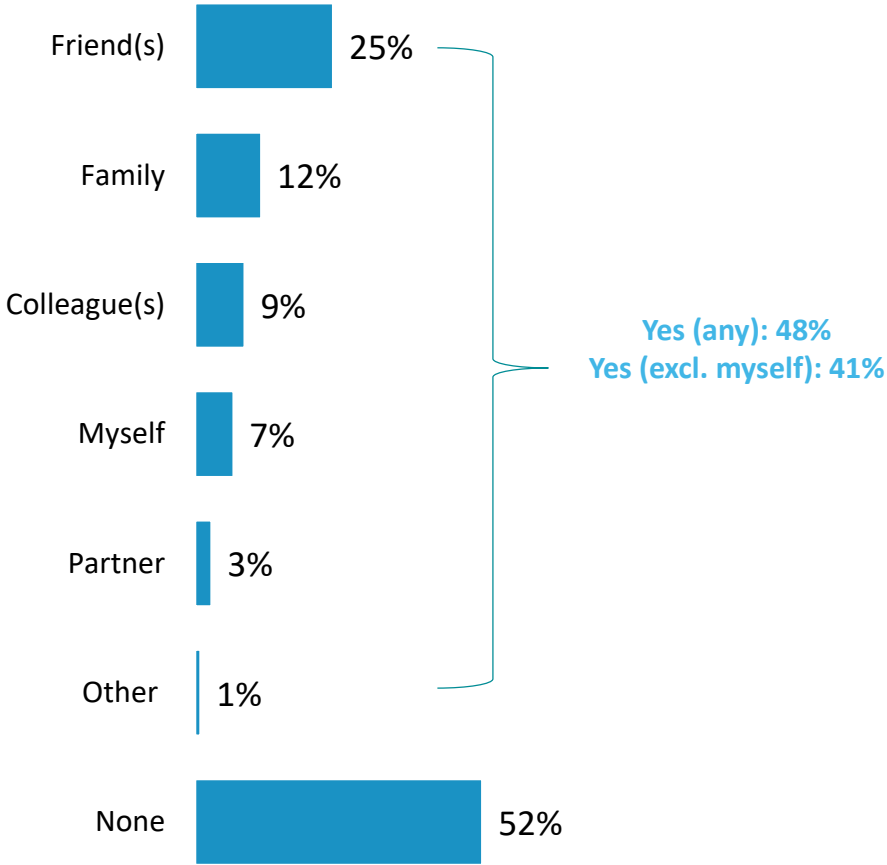


48% know someone who works/worked in the security industry, compared to 77% for the hospitality industry

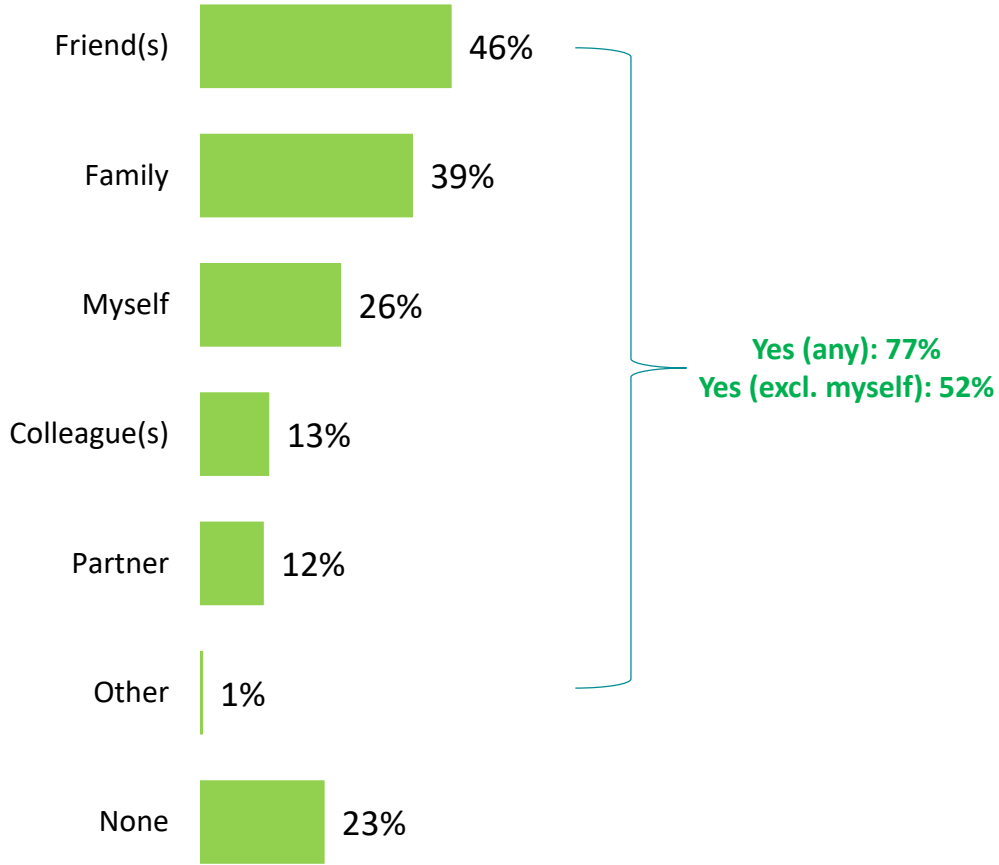
(Base: All respondents – 1,000)



SECURITY INDUSTRY



HOSPITALITY INDUSTRY



Know anyone who works/worked in the security industry?
- demographics



- Non-Irish/non-UK nationals are significantly more likely to have personal experience of the security industry and to know someone with experience compared to Irish nationals.

SECURITY INDUSTRY

N=

	GENDER			AGE					CLASS		REGION				NATIONALITY	
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Irish	All other
	1000	494	506	112	160	202	181	345	508	492	289	268	268	175	922	46
Friend(s)	25%	29%	21%	17%	26%	21%	33%	25%	23%	26%	21%	27%	29%	21%	24%	29%
Family	12%	11%	14%	14%	17%	12%	10%	12%	12%	13%	11%	13%	12%	13%	13%	7%
Colleague(s)	9%	10%	8%	11%	12%	7%	14%	4%	11%	6%	11%	8%	7%	9%	8%	17%
Myself	7%	11%	2%	9%	3%	4%	9%	8%	5%	8%	7%	7%	6%	7%	6%	13%
Partner	3%	2%	4%	3%	5%	5%	4%	2%	4%	3%	3%	4%	2%	5%	3%	11%
Other	1%	2%	1%	2%	0	1%	2%	2%	1%	1%	2%	1%	1%	0	1%	0
None	52%	49%	56%	56%	51%	57%	44%	54%	54%	50%	56%	48%	51%	57%	53%	35%
SUMMARY																
Myself	7%	11%	2%	9%	3%	4%	9%	8%	5%	8%	7%	7%	6%	7%	6%	13%
Yes (Any)	48%	51%	44%	44%	49%	43%	56%	46%	46%	50%	44%	52%	49%	43%	47%	65%
Someone else (not myself)	41%	40%	42%	35%	46%	40%	47%	38%	41%	41%	37%	45%	43%	37%	41%	52%

Know anyone who works/worked in the hospitality industry?

- demographics



- Ages 35-54 are among the most likely to report they have personal experience of the hospitality industry.
- Irish nationals and older age groups are more likely to know someone who has experience in the industry compared to other groups.

	GENDER			AGE					CLASS		REGION				NATIONALITY	
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Irish	All other
<u>HOSPITALITY INDUSTRY</u>																
N=	1000	494	506	112	160	202	181	345	508	492	289	268	268	175	922	46
Friend(s)	46%	44%	48%	50%	53%	47%	49%	40%	50%	42%	45%	43%	48%	51%	47%	37%
Family	39%	36%	43%	36%	38%	43%	37%	40%	39%	39%	33%	44%	37%	44%	41%	20%
Myself	26%	24%	27%	31%	27%	33%	28%	17%	27%	24%	20%	29%	25%	30%	26%	28%
Colleague(s)	13%	13%	13%	17%	20%	9%	18%	8%	15%	11%	12%	11%	12%	20%	13%	15%
Partner	12%	14%	10%	15%	16%	14%	13%	8%	14%	10%	7%	13%	13%	17%	12%	19%
Other	1%	1%	1%	0	1%	1%	0	1%	1%	1%	1%	*	1%	*	1%	0
None	23%	25%	20%	18%	26%	19%	22%	25%	21%	24%	27%	21%	21%	22%	22%	26%
<u>SUMMARY</u>																
Myself	26%	24%	27%	31%	27%	33%	28%	17%	27%	24%	20%	29%	25%	30%	26%	28%
Yes (Any)	77%	75%	80%	82%	74%	81%	78%	75%	79%	76%	73%	79%	79%	78%	78%	74%
Someone else (not myself)	52%	51%	53%	51%	48%	47%	50%	58%	51%	52%	53%	50%	54%	48%	52%	47%

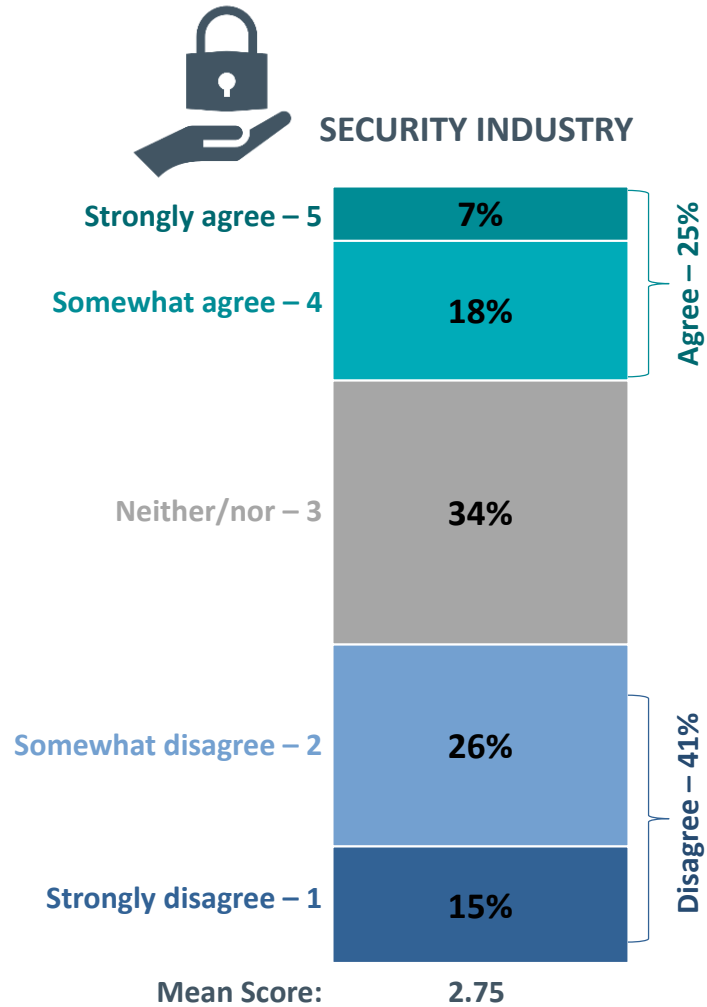
Industry barriers:



Overall, one-quarter agree the security industry is welcoming to women, while 41% disagree



(Base: All respondents – 1,000)



- Those with personal experience within the security industry are among the most likely to agree the security industry is welcoming to women.
- Disagreement is highest among females and ages 18-24 and 34-44

	GENDER		AGE					CLASS		REGION				NATION		SECURITY EXPERIENCE		
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Irish	All other	Myself	Someone else (not myself)	No
N=	494	506	112	160	202	181	345	508	492	289	268	268	175	922	46	65	410	524
SUMMARY																		
Agree	29%	21%	21%	23%	22%	26%	28%	22%	28%	27%	24%	25%	23%	25%	17%	41%	28%	21%
Disagree	34%	49%	51%	43%	52%	34%	35%	44%	39%	39%	45%	40%	42%	42%	36%	34%	41%	43%

In comparison, just under three-quarters (73%) agree the hospitality industry is welcoming to women, while just 8% disagree

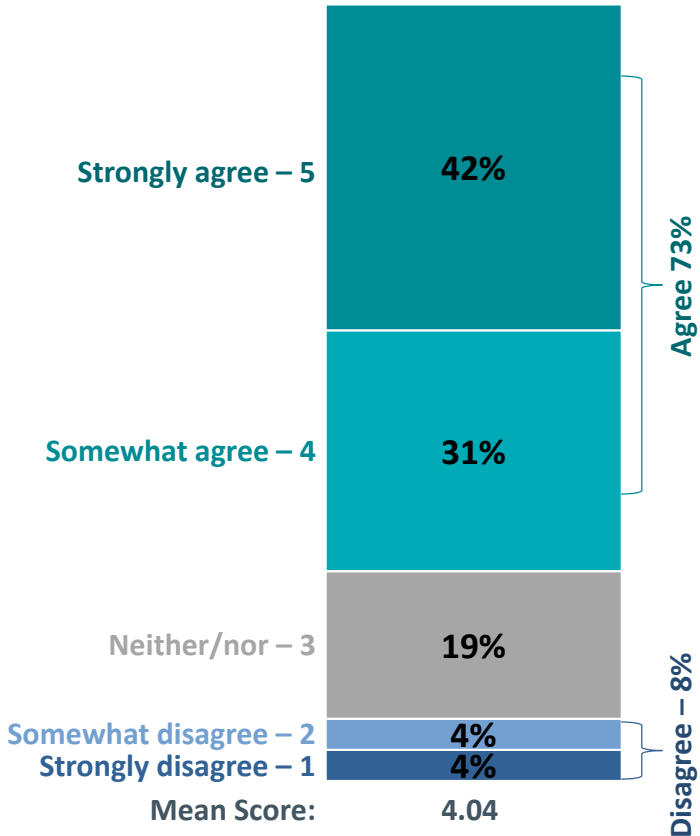


(Base: All respondents – 1,000)



HOSPITALITY INDUSTRY

- Agreement is highest among ages 35-44, while those with personal experience of working in the industry are also far more likely to agree than those without.

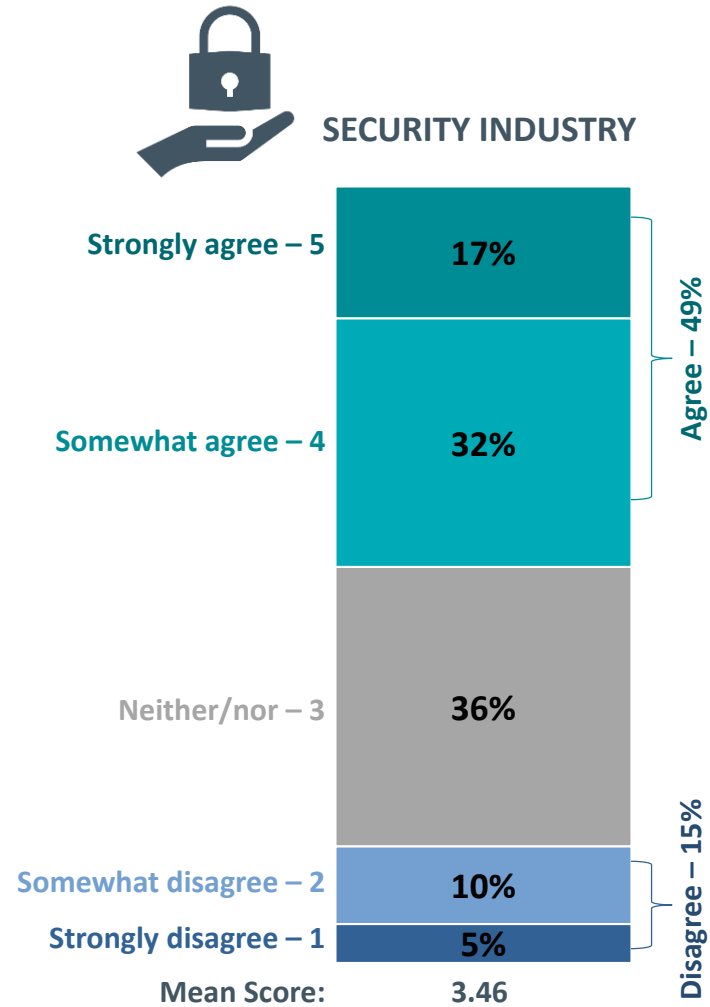


		GENDER		AGE					CLASS		REGION				NATION		HOSPITALITY EXPERIENCE		
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Irish	All other	Myself	Someone else (not myself)	No
N=		494	506	112	160	202	181	345	508	492	289	268	268	175	922	46	255	518	227
SUMMARY																			
Agree		75%	72%	69%	67%	78%	72%	76%	75%	71%	71%	74%	77%	69%	74%	65%	77%	75%	63%
Disagree		7%	8%	11%	10%	4%	9%	7%	8%	7%	10%	7%	5%	10%	8%	7%	9%	7%	9%

Just under half (49%) believe the security industry is welcoming to ethnic minorities, while 15% disagree



(Base: All respondents – 1,000)



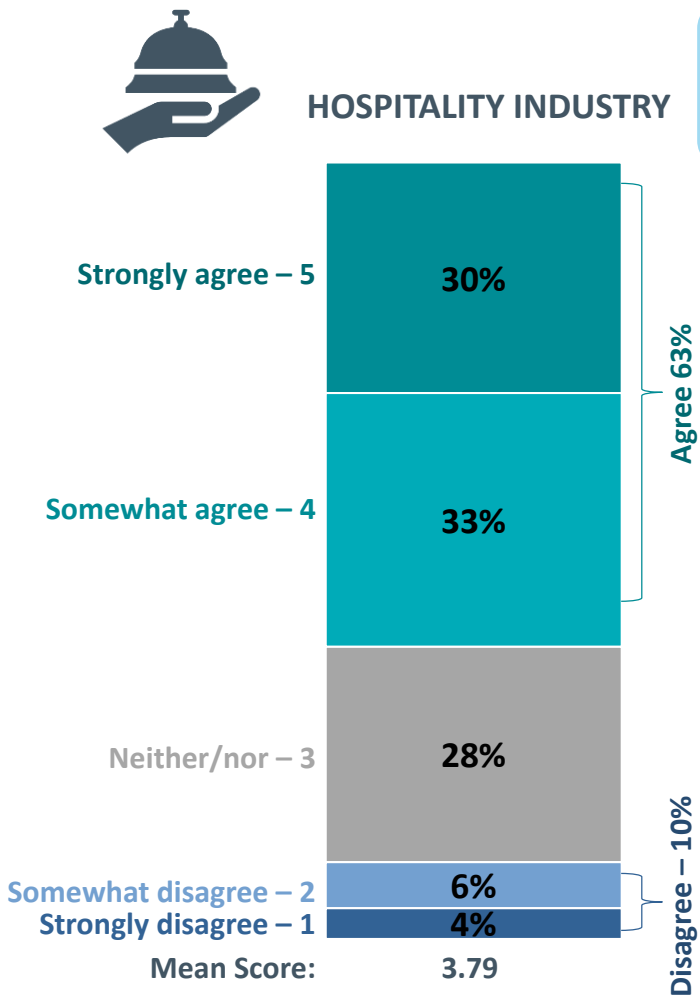
- Those residing in Dublin and who know someone with experience in the industry are among the most likely to agree.
- Younger ages and those with personal experience of the industry over index for disagreement.

	GENDER		AGE					CLASS		REGION				NATION		SECURITY EXPERIENCE		
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Irish	All other	Myself	Someone else (not myself)	No
N=	494	506	112	160	202	181	345	508	492	289	268	268	175	922	46	65	410	524
SUMMARY																		
Agree	50%	48%	40%	49%	50%	51%	51%	48%	50%	54%	47%	53%	40%	50%	46%	45%	55%	45%
Disagree	15%	16%	22%	18%	15%	11%	13%	17%	13%	15%	16%	13%	17%	15%	19%	23%	13%	16%

In comparison, two-thirds (63%) agree the hospitality industry is welcoming to ethnic minorities, with just 10% disagreeing



(Base: All respondents – 1,000)



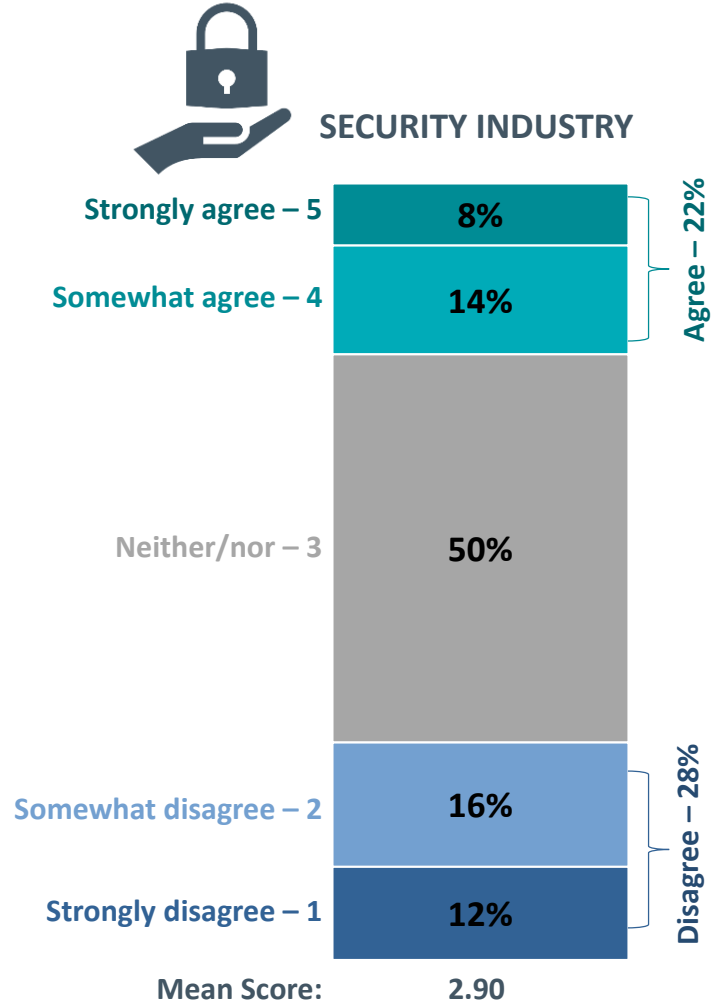
- Agreement is highest among older age groups, Munster residents, and those who know someone with experience in the industry. Agreement is also significantly higher among Irish nationals compared to non-Irish/non-UK nationals.
- Younger ages are among the most likely to disagree.

	GENDER		AGE					CLASS		REGION				NATION		HOSPITALITY EXPERIENCE		
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Irish	All other	Myself	Someone else (not myself)	No
N=	494	506	112	160	202	181	345	508	492	289	268	268	175	922	46	255	518	227
SUMMARY																		
Agree	65%	60%	46%	59%	62%	62%	70%	66%	59%	65%	60%	68%	54%	63%	54%	63%	68%	49%
Disagree	8%	12%	19%	10%	9%	8%	8%	8%	12%	8%	12%	8%	12%	10%	12%	12%	8%	11%

One-fifth (22%) believe the security industry is welcoming to welcoming to LGBTQ+ individuals, with 28% disagreeing



(Base: All respondents – 1,000)



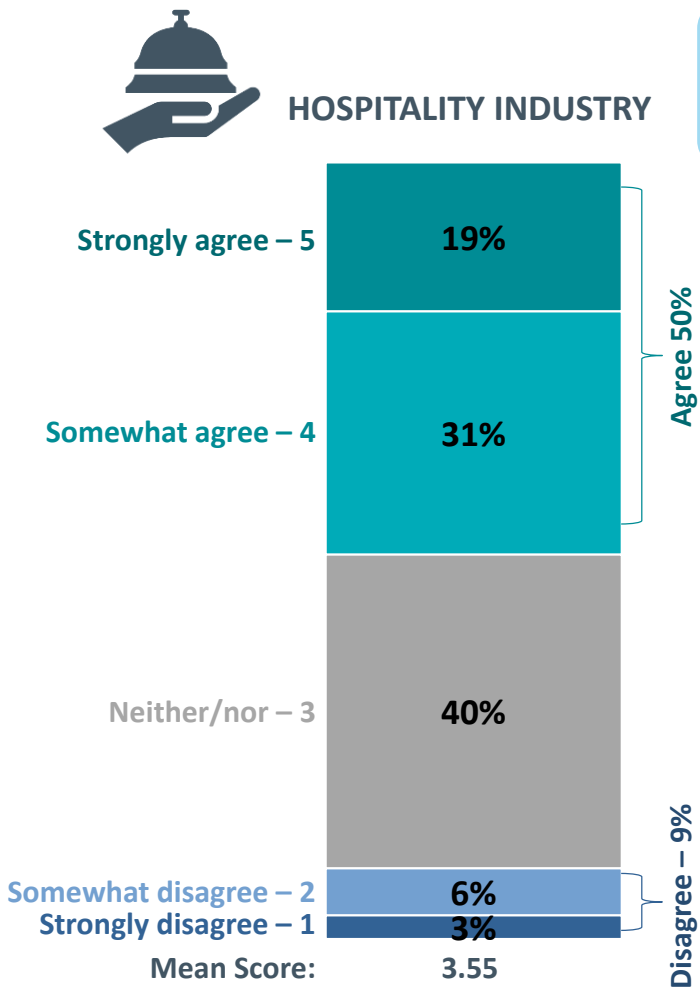
- Those with personal experience of the industry over index for agreement.
- Ages 18-34 and non-Irish/non-UK nationals are among the most likely to disagree the industry is welcoming.

	GENDER		AGE					CLASS		REGION				NATION		SECURITY EXPERIENCE		
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Irish	All other	Myself	Someone else (not myself)	No
N=	494	506	112	160	202	181	345	508	492	289	268	268	175	922	46	65	410	524
SUMMARY																		
Agree	23%	21%	19%	21%	22%	24%	22%	19%	25%	23%	19%	24%	20%	23%	8%	27%	23%	20%
Disagree	28%	27%	40%	33%	31%	26%	20%	32%	23%	29%	28%	28%	24%	28%	35%	28%	29%	27%

In comparison, more than twice the proportion (50%) believe the hospitality industry is welcoming to LGBTQ+ individuals, with just 9% disagreeing



(Base: All respondents – 1,000)



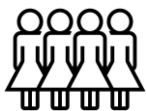
- Those aged 45-54 and with personal experience of working in hospitality over index for agreement.
- Younger ages and non-Irish/non-UK nationals are among the most likely to disagree.

	GENDER		AGE					CLASS		REGION				NATION		HOSPITALITY EXPERIENCE		
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Irish	All other	Myself	Someone else (not myself)	No
N=	494	506	112	160	202	181	345	508	492	289	268	268	175	922	46	255	518	227
SUMMARY																		
Agree	50%	49%	47%	48%	50%	56%	48%	50%	50%	53%	45%	54%	46%	51%	31%	56%	51%	39%
Disagree	9%	11%	19%	10%	7%	8%	9%	9%	10%	9%	11%	10%	9%	9%	20%	9%	10%	11%



The main barrier to be addressed to make the security industry more welcoming to women is *safety concerns, systemic change for minorities, and public perception and bias* for LGBTQ+ individuals

(Base: Not welcoming – 415)



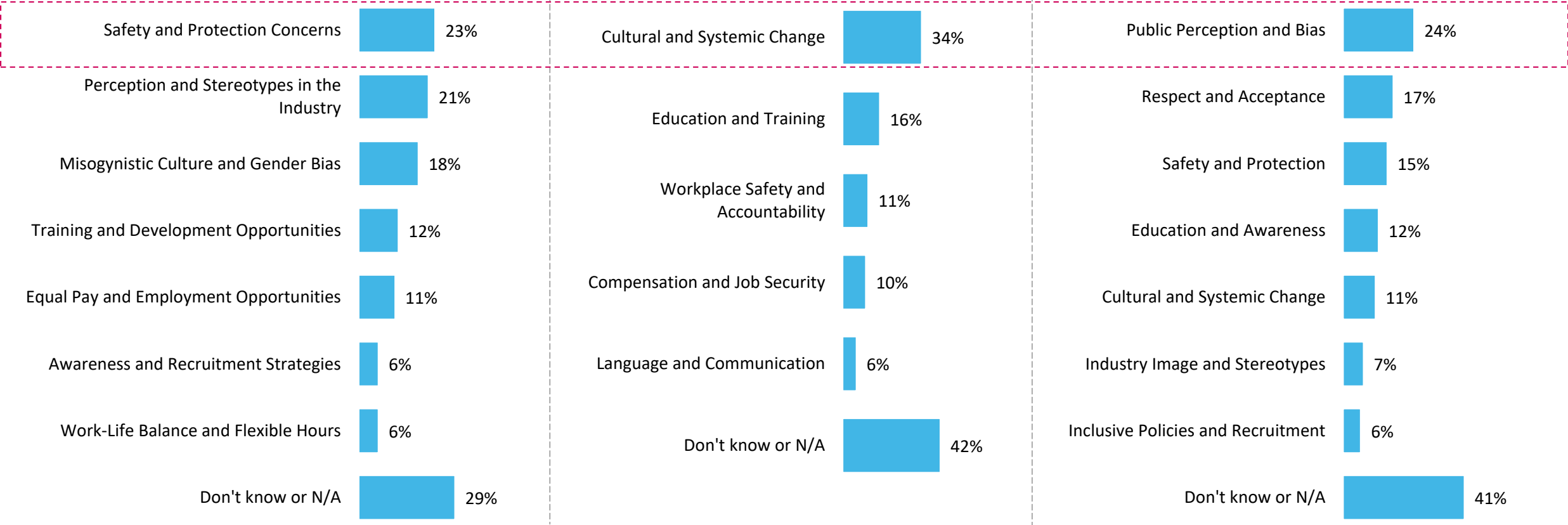
Women



Ethnic minorities



LGBTQ+ individuals





KEY FINDINGS

- Overall, 28% hold a negative view of a career in the security industry in Ireland, however, among those with personal experience working in the industry this figure increases to 38%.
- On the positive side, non-Irish/non-UK nationals (25%) and those who have worked in the industry (22%) are more likely to hold a positive view compared to the general population (16%).
- *'Abusive customers', 'irregular hours', and 'perceived lack of respect'* are the main reasons given for holding negative views of the industry. *'Pay', 'limited career progression', 'physically demanding', and 'job insecurity'* also feature highly.
- Overall, just 6% would consider a career in the industry, however, this rises to 20% for non-Irish/non-UK nationals and 15% for those who have personal experience in the industry.
- Outside of a general *'lack of interest'* (33%) and *'age-related'* reasoning (23%), *'safety concerns'* (22%), *'pay'* (12%), and *'hours'* (10%) are the main reasons why people are unlikely to consider a career in the industry.
- Just 25% agree the security industry is welcoming to women (21% among female respondents), with 41% disagreeing. However, those who have personal experience in the industry are significantly more positive (41%) showing that there could be potential to share stories/personal experiences to help overcome this wider negative perception.
- Overall, 49% believe the industry is welcoming to ethnic minorities (46% among non-Irish/non-UK nationals). And just 22% believe the industry is welcoming to LGBTQ+ individuals.
- Safety concerns, cultural and systematic change, and public perception and bias are the main barriers that need to be addressed to make the security industry more welcoming to women, ethnic minorities, and LGBTQ+ individuals, respectively.

A security guard wearing a cap and a headset with a microphone is seen from the side, looking at multiple computer monitors in a dimly lit control room. The guard's vest has the word "Security" written on it. The background is filled with the glow of many screens and blurred lights.

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Barriers to welcoming to women
- demographics



Women

	GENDER			AGE					CLASS		REGION				NATION		SECURITY EXPERIENCE		
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Irish	All other	Myself	Someone else (not myself)	No
N=	415	166	249	57	70	106	62	121	225	190	114	120	107	74	387	16	22	168	224
Safety and Protection Concerns	23%	18%	27%	17%	25%	30%	27%	18%	26%	20%	27%	27%	20%	18%	25%	15%	3%	25%	24%
Perception and Stereotypes in the Industry	21%	25%	19%	31%	27%	13%	19%	22%	19%	23%	20%	24%	25%	12%	21%	24%	18%	26%	18%
Misogynistic Culture and Gender Bias	18%	18%	18%	21%	25%	12%	23%	15%	18%	17%	16%	22%	20%	11%	17%	28%	16%	23%	14%
Training and Development Opportunities	12%	9%	13%	7%	10%	14%	10%	14%	11%	13%	10%	8%	13%	18%	12%	5%	21%	10%	12%
Equal Pay and Employment Opportunities	11%	10%	12%	14%	3%	11%	13%	13%	10%	12%	9%	16%	7%	13%	12%	10%	17%	12%	10%
Awareness and Recruitment Strategies	6%	5%	7%	4%	9%	4%	6%	6%	6%	6%	9%	4%	8%	1%	6%	0	0	8%	5%
Work-Life Balance and Flexible Hours	6%	6%	5%	7%	7%	5%	5%	5%	6%	5%	5%	4%	8%	5%	5%	10%	7%	8%	4%
Don't know or N/A	29%	31%	28%	27%	29%	36%	28%	25%	31%	28%	28%	27%	29%	35%	29%	43%	39%	21%	34%

Barriers to welcoming to ethnic minorities

- demographics



Ethnic minorities

	GENDER			AGE					CLASS		REGION				NATION		SECURITY EXPERIENCE		
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Irish	All other	Myself	Someone else (not myself)	No
N=	151	72	79	25	29	31	20	47	86	65	42	43	36	31	137	9	15	54	82
Cultural and Systemic Change	34%	35%	33%	31%	42%	30%	25%	38%	35%	33%	39%	22%	35%	42%	34%	36%	38%	35%	33%
Education and Training	16%	15%	17%	10%	7%	19%	25%	21%	17%	16%	15%	23%	15%	12%	17%	14%	8%	26%	12%
Workplace Safety and Accountability	11%	9%	13%	11%	5%	11%	18%	12%	10%	12%	12%	2%	5%	29%	11%	15%	34%	12%	6%
Compensation and Job Security	10%	6%	13%	12%	15%	10%	4%	7%	11%	8%	13%	9%	7%	9%	11%	0	5%	14%	8%
Language and Communication	6%	5%	6%	14%	4%	3%	6%	5%	8%	3%	5%	3%	6%	10%	6%	10%	0	8%	5%
Don't know or N/A	42%	46%	39%	47%	39%	50%	46%	35%	40%	45%	40%	56%	45%	24%	42%	39%	39%	33%	49%

Barriers to welcoming to LBGQTQ+ individuals - demographics



LGBTQ+ individuals

N=

	GENDER			AGE					CLASS		REGION				NATION		SECURITY EXPERIENCE		
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Irish	All other	Myself	Someone else (not myself)	No
	277	138	138	45	53	63	48	67	164	113	84	76	75	42	254	16	18	117	142
Public Perception and Bias	24%	25%	22%	20%	12%	26%	37%	25%	26%	21%	26%	27%	21%	19%	23%	39%	33%	29%	18%
Respect and Acceptance	17%	14%	20%	23%	16%	15%	10%	21%	17%	17%	15%	15%	23%	12%	17%	18%	18%	20%	14%
Safety and Protection	15%	11%	18%	14%	22%	12%	16%	11%	17%	11%	20%	14%	5%	23%	15%	8%	7%	15%	15%
Education and Awareness	12%	13%	11%	9%	6%	19%	10%	13%	12%	11%	18%	11%	9%	7%	12%	9%	16%	10%	13%
Cultural and Systemic Change	11%	11%	11%	5%	11%	8%	11%	19%	13%	9%	11%	15%	11%	5%	12%	0	8%	12%	11%
Industry Image and Stereotypes	7%	8%	6%	4%	5%	17%	3%	3%	8%	5%	9%	9%	5%	0	6%	15%	7%	9%	5%
Inclusive Policies and Recruitment	6%	4%	8%	5%	10%	4%	2%	8%	9%	2%	9%	9%	0	6%	7%	0	4%	6%	6%
Don't know or N/A	41%	44%	37%	48%	51%	35%	37%	34%	35%	49%	25%	39%	54%	51%	40%	34%	52%	32%	46%