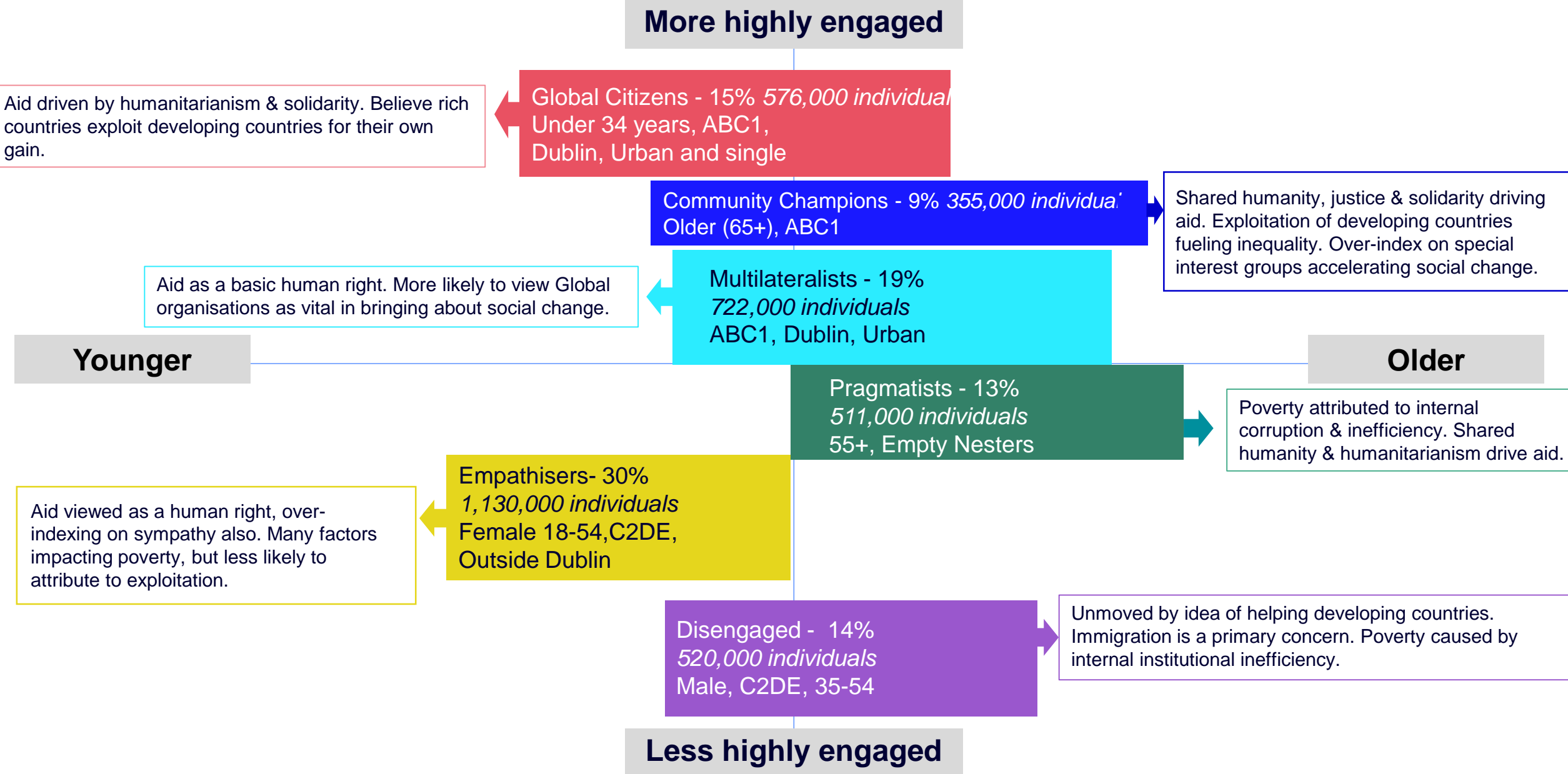
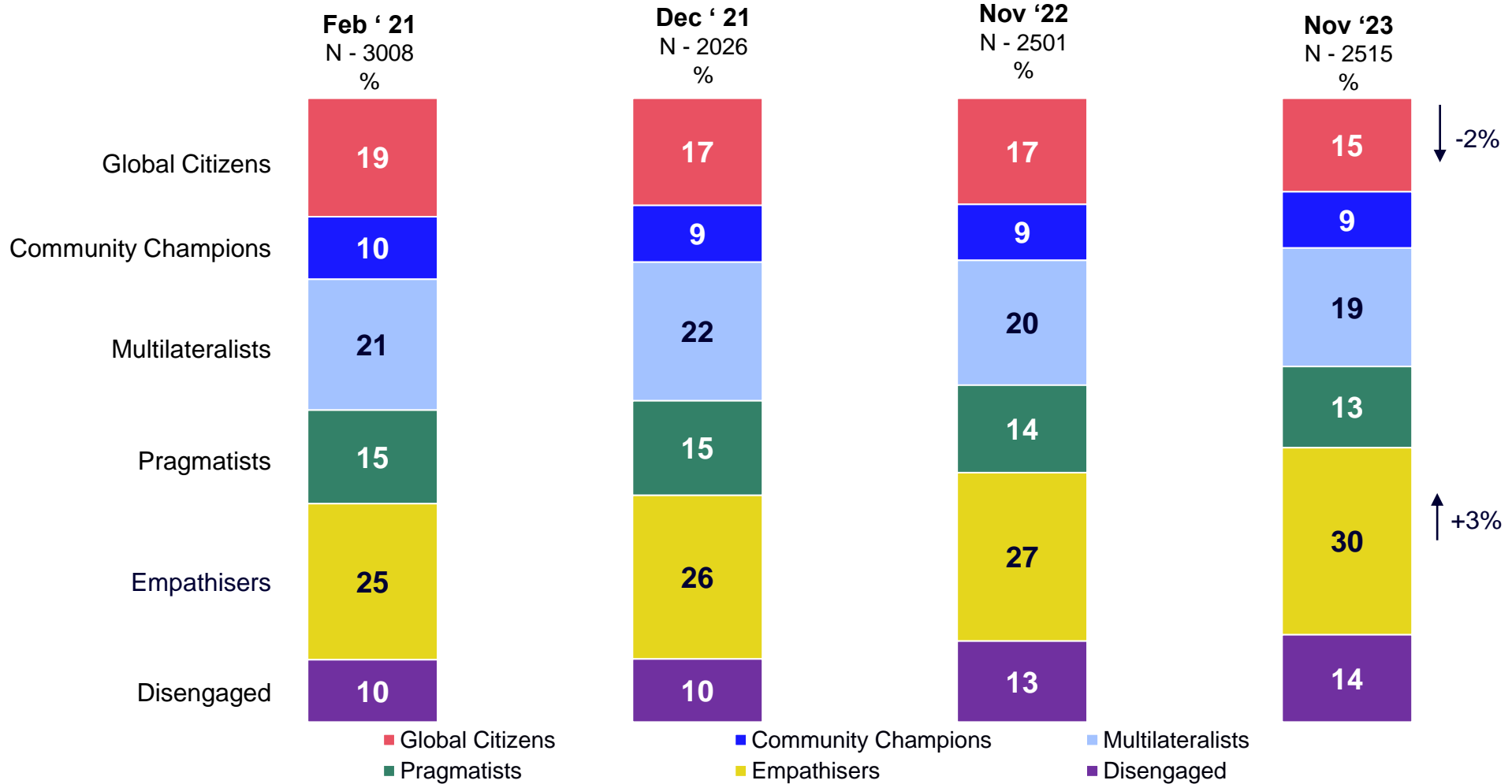


The Segments – Overview



Introducing and Trending the Segments

Base: All Adults aged 18+ years- 2,515 (Nov 22 N – 2501; Dec 21 N – 2,026; Feb 21 N – 3,008)



Empathisers account for the highest percentage, increasing year-on-year. Global citizens have seen a longer-term downturn to 15%.

Profile of Segments x Region and Area

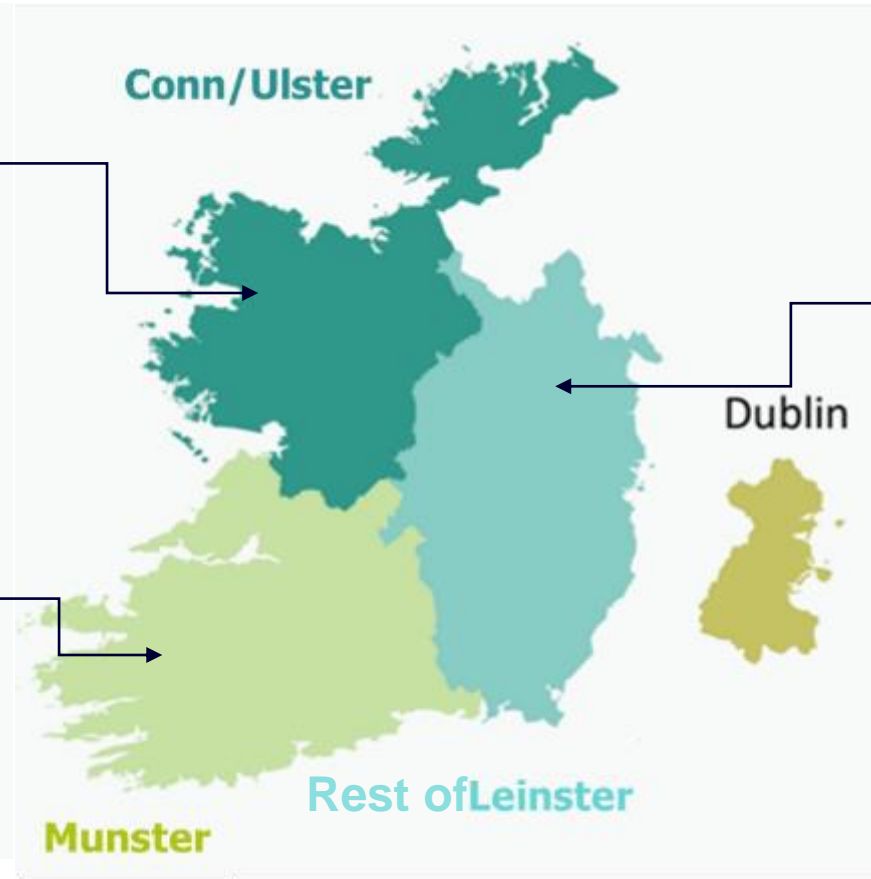
Base: All Adults (Nov 2023 N – 2,515)

○ Significantly higher than average
 □ Significantly lower than average



Empathisers 21%
 Community Champions 15%
 Disengaged 18%
 Pragmatists 16%
 Global Citizens 14%
 Multilateralists 16%

Empathisers 30%
 Disengaged 29%
 Multilateralists 22%
 Community Champions 32%
 Pragmatists 25%
 Global Citizens 24%



Pragmatists 30%
 Multilateralists 26%
 Empathisers 26%
 Community Champions 29%
 Disengaged 24%
 Global Citizens 25%

Global Citizens 37%
 Multilateralists 36%
 Community Champions 24%
 Pragmatists 28%
 Disengaged 29%
 Empathisers 23%

	Multilateralists	Community Champions	Disengaged	Empathisers	Global Citizens	Pragmatists
	483	225	352	708	425	322
	%	%	%	%	%	%

	Multilateralists	Community Champions	Disengaged	Empathisers	Global Citizens	Pragmatists
Urban	72	61	66	61	75	62
Rural	28	39	34	39	23	38

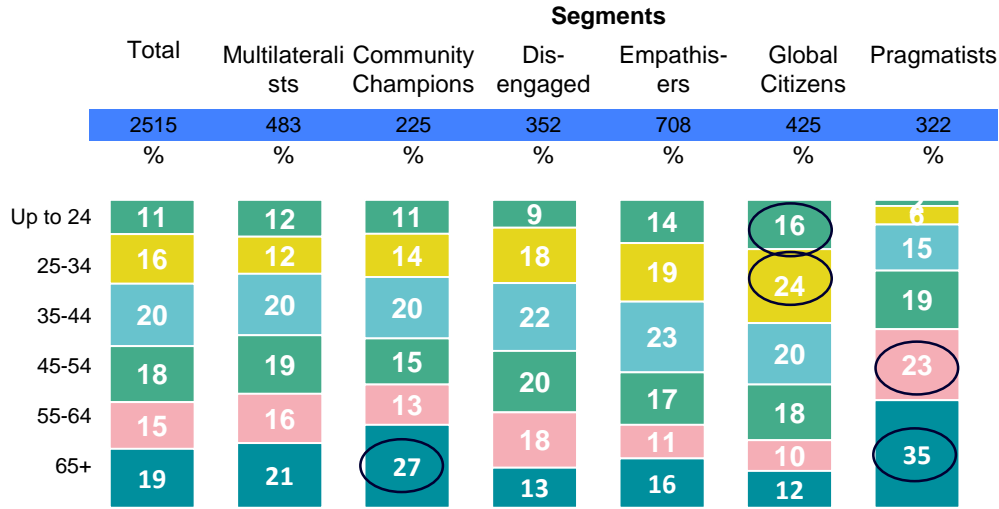
The Segments Profile

Base: All Adults (Nov 2023 N – 2,515)

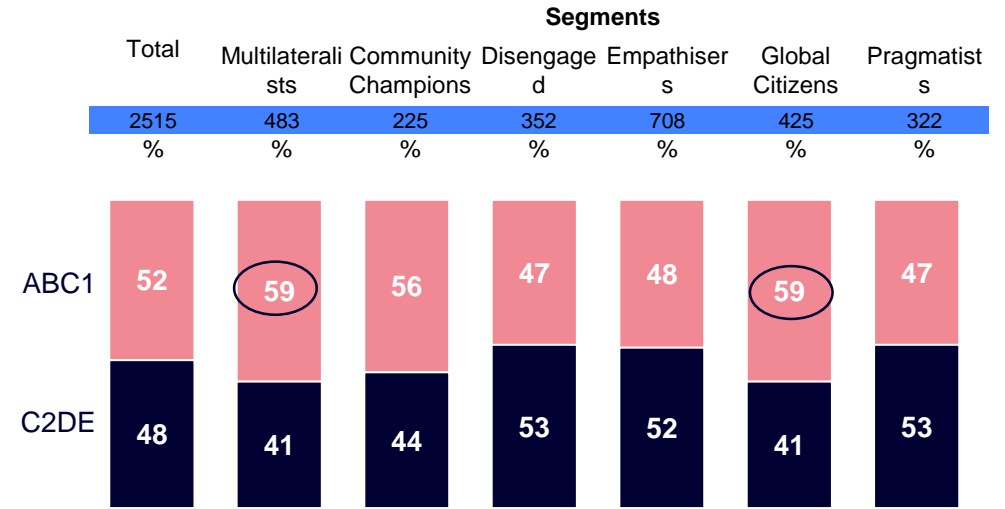
○ Significantly higher than total



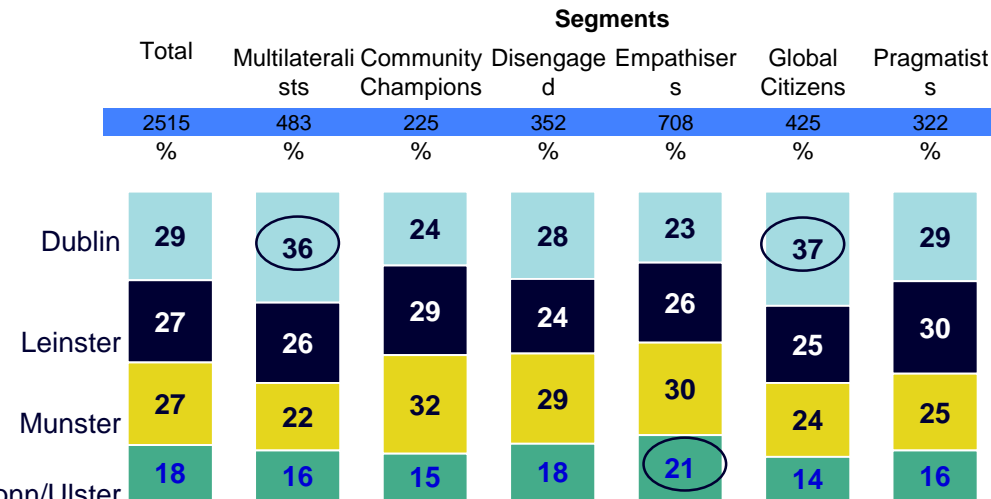
Age



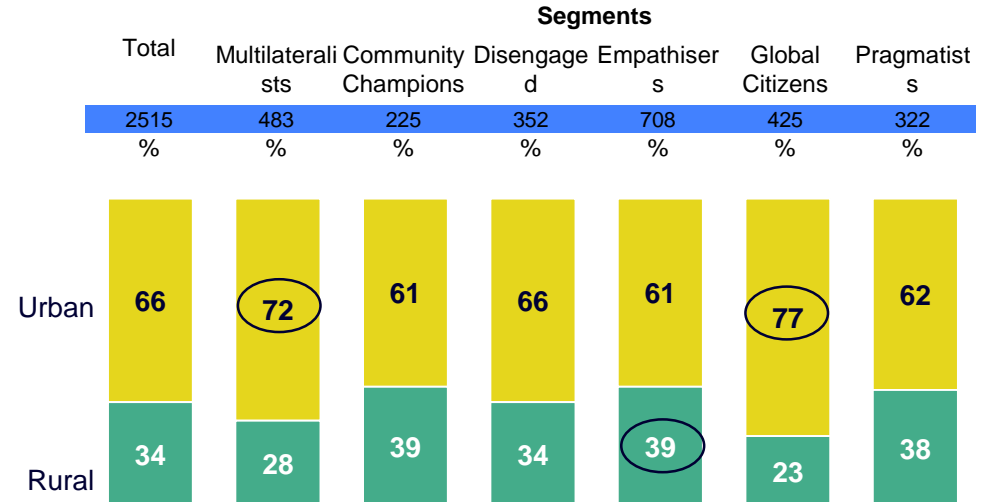
Social Class



Region



Area



The Segments Profile x Gender & Lifestyle

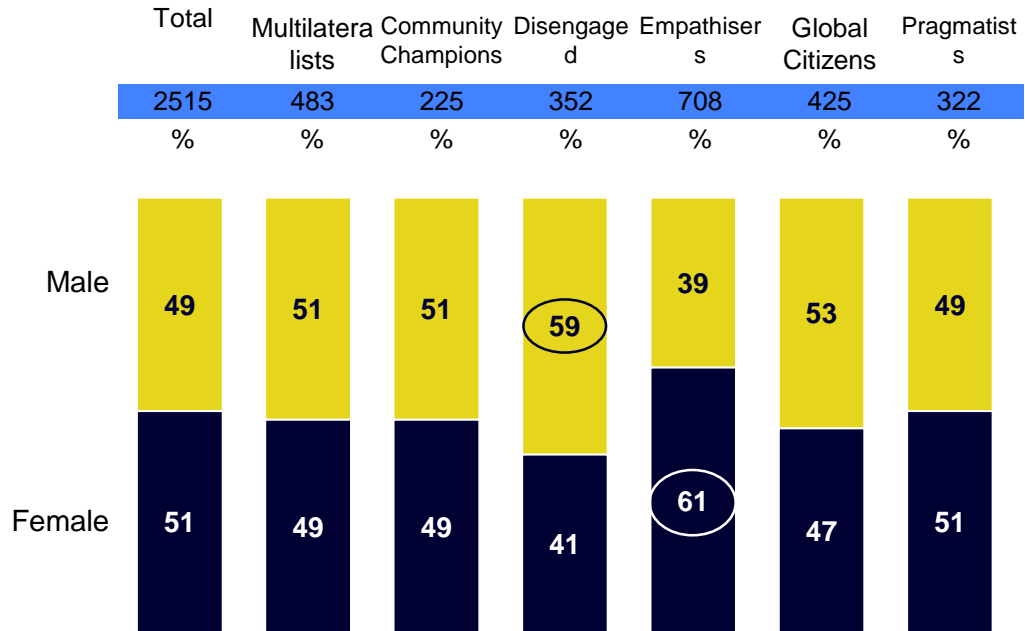
○ Significantly higher than total



Base: All Adults (Nov 2023 N – 2,515)

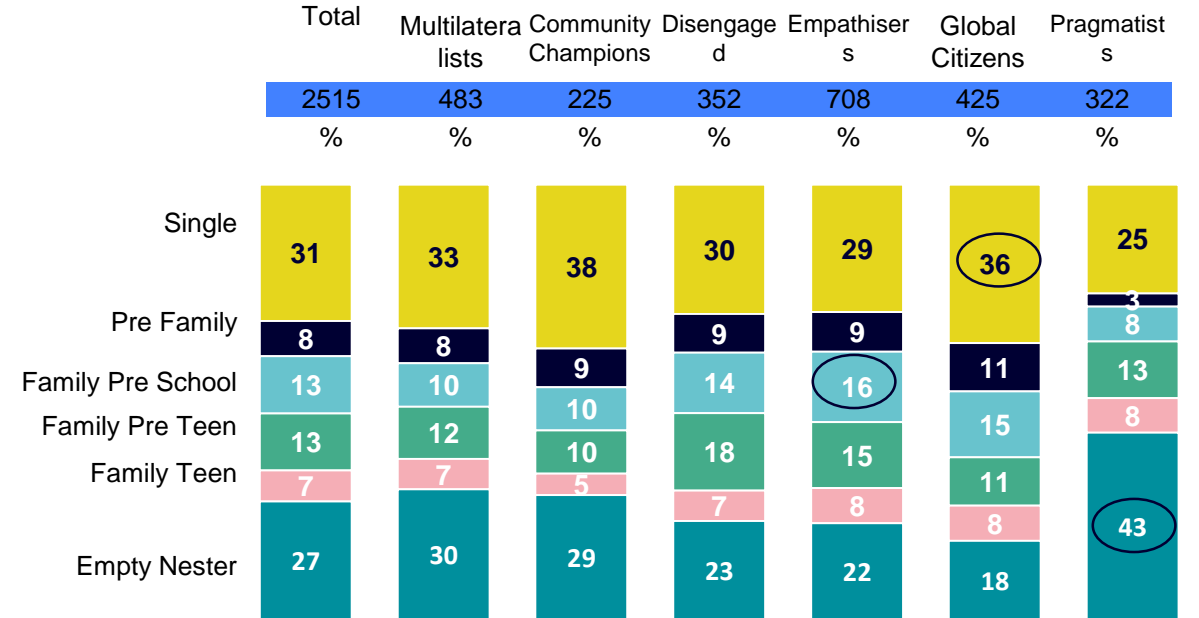
Gender

Segments

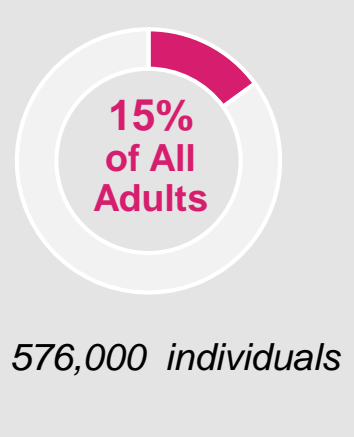


Lifestyle

Segments



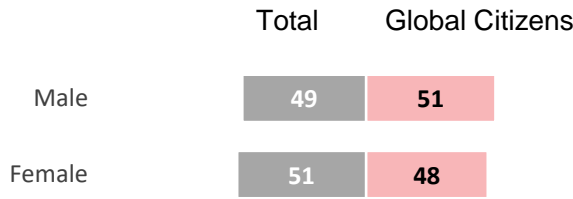
Global Citizens – Who Are They?



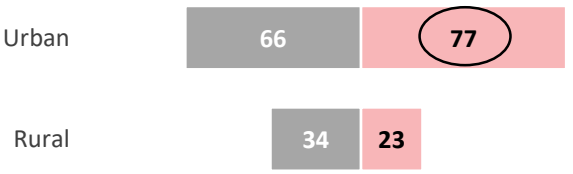
576,000 individuals



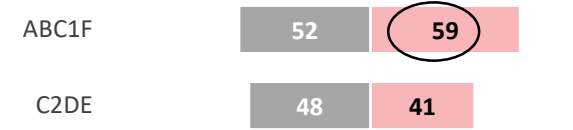
Gender



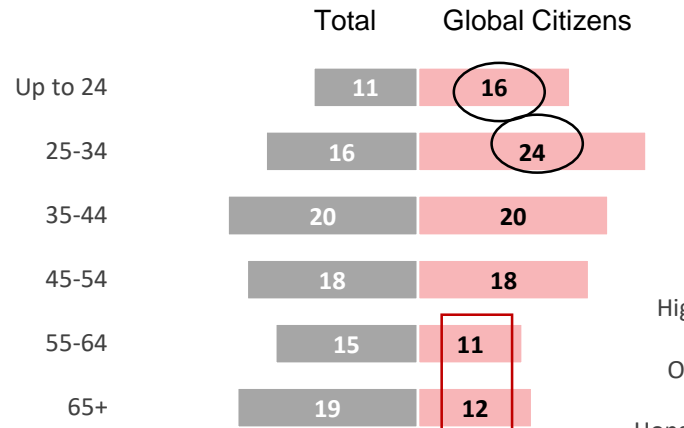
Area Type



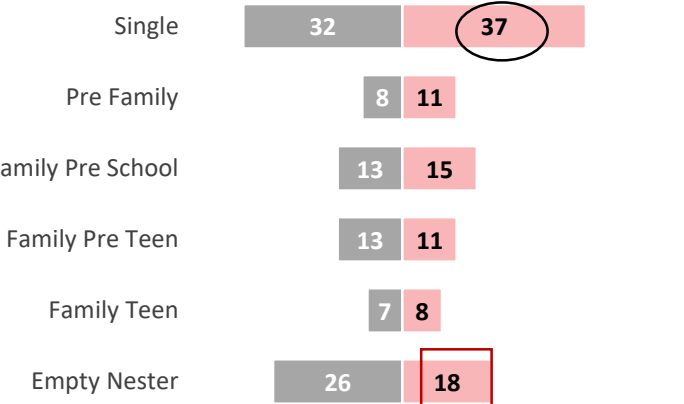
Social Class



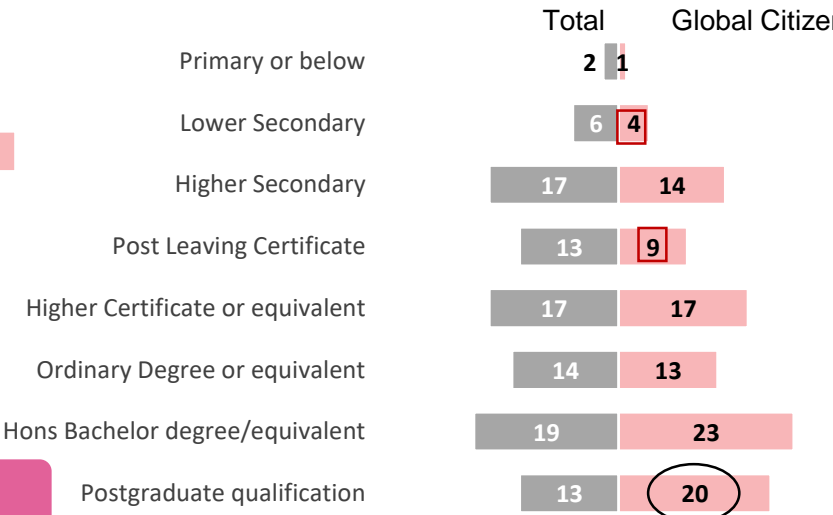
Age



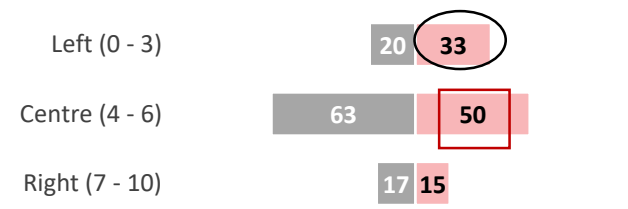
Lifestage



Education Level

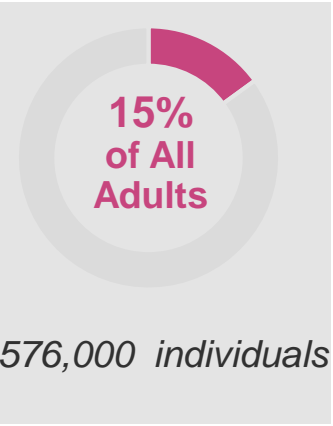


Political Persuasion

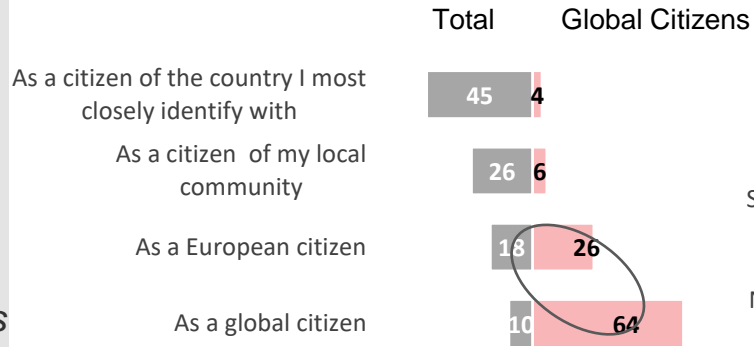


Global Citizens adults are significantly more likely than the average individual to fall into the single life-stage, to live in an urban area, and to hold a postgraduate qualification. They are often younger and more middle class. These individuals are also more likely to tend towards the left of the political spectrum.

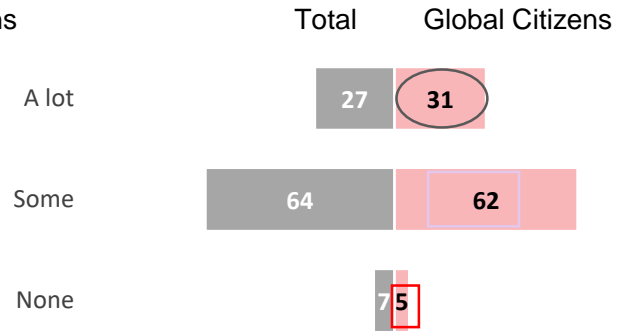
Global Citizens – Socio Cultural Profile



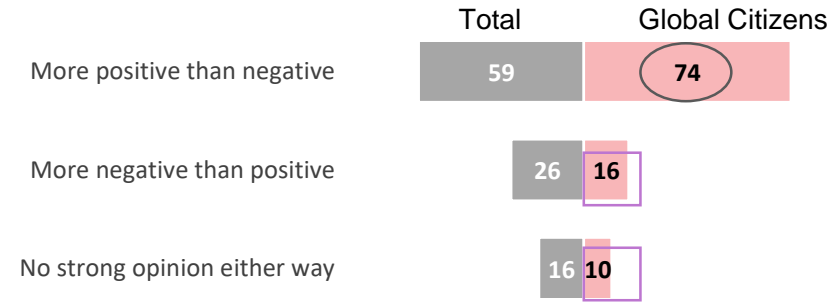
Individual Identity



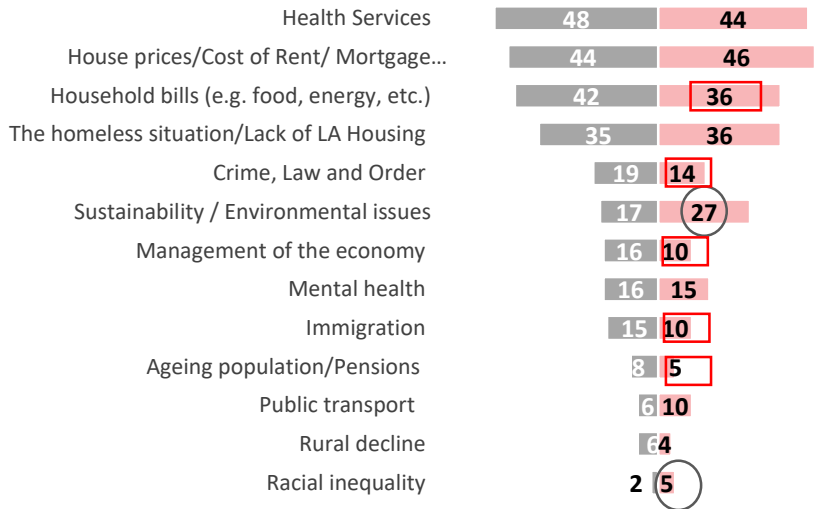
Racial Discrimination in Ireland



Move to Diverse Society



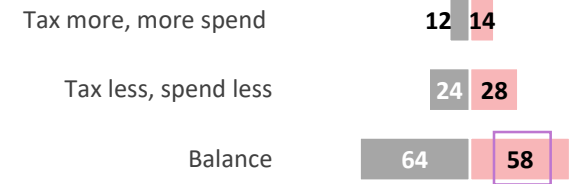
Most Important Issues - Ireland



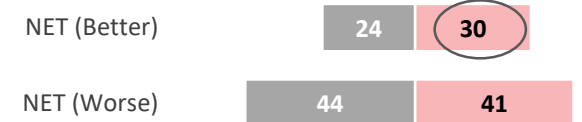
Most Important Issues - Personally



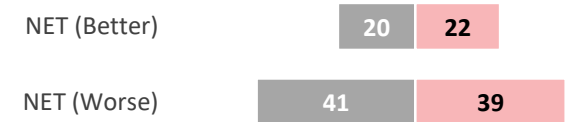
Tax vs Spend



General Economic Outlook



Household Financial Outlook

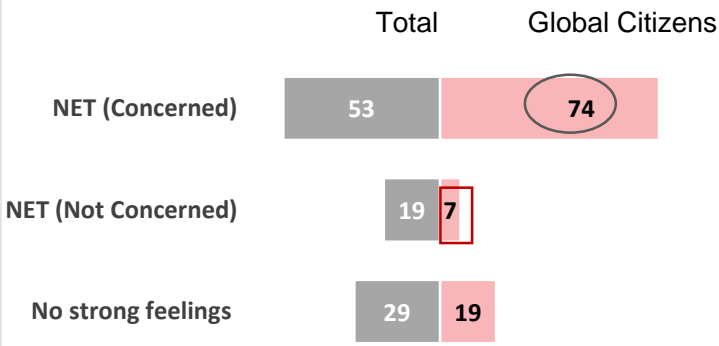


Two-thirds of those in Global Citizens define themselves as primarily global citizens. At a national level, they over-index on concerns around the environment, and worry on a more personal level, about inequality between the rich and the poor, and less so about immigration.

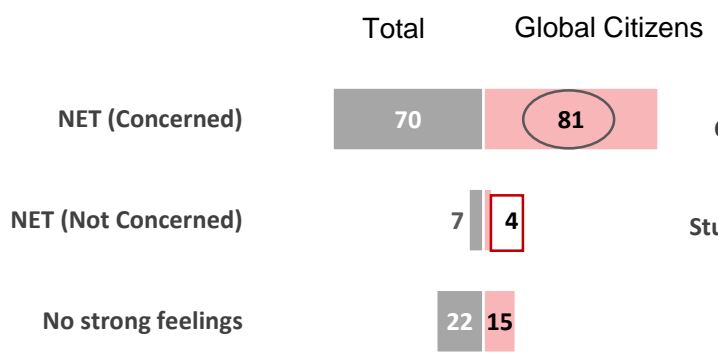
Global Citizens – Overseas Aid Profile



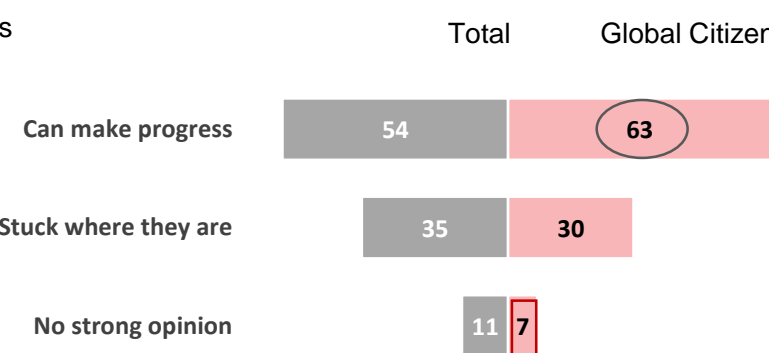
Minority Rights Concern



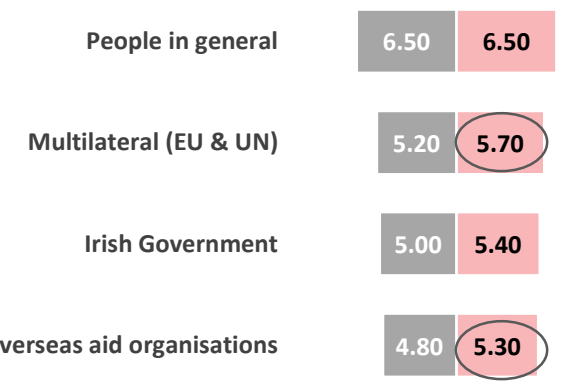
Developing Country Poverty Concern



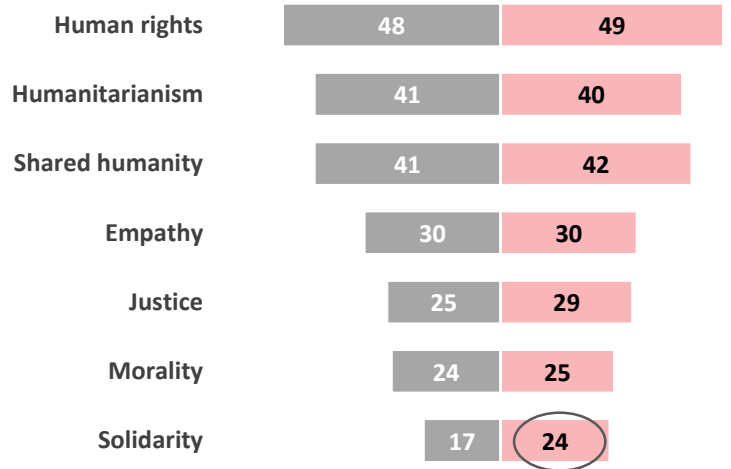
Developing Countries Capability



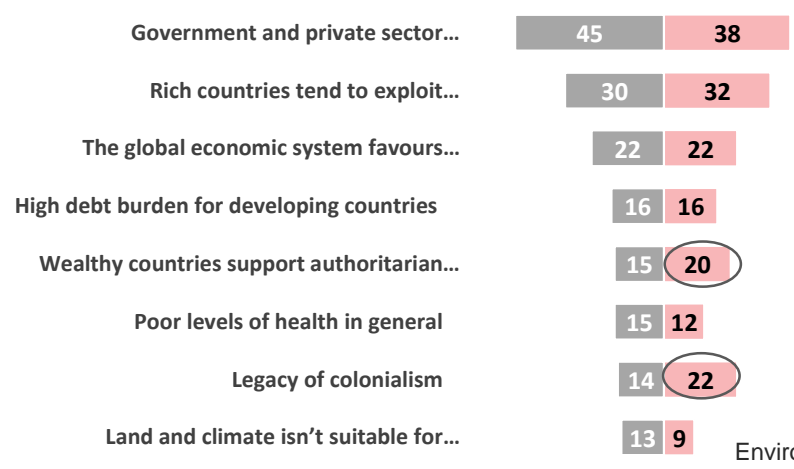
Trust – Top 10 Rating



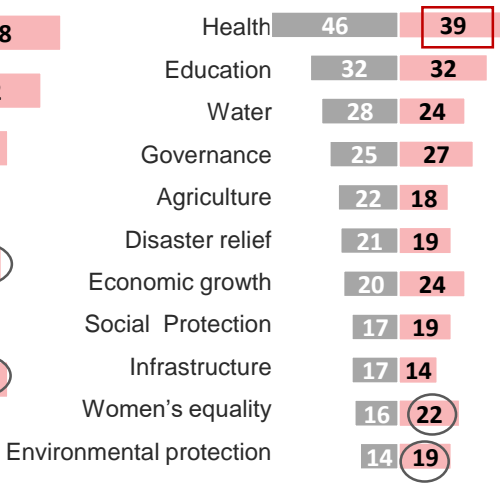
Reasons to help Developing Countries



Causes of Poverty in Developing Countries



Irish Government Support Priorities



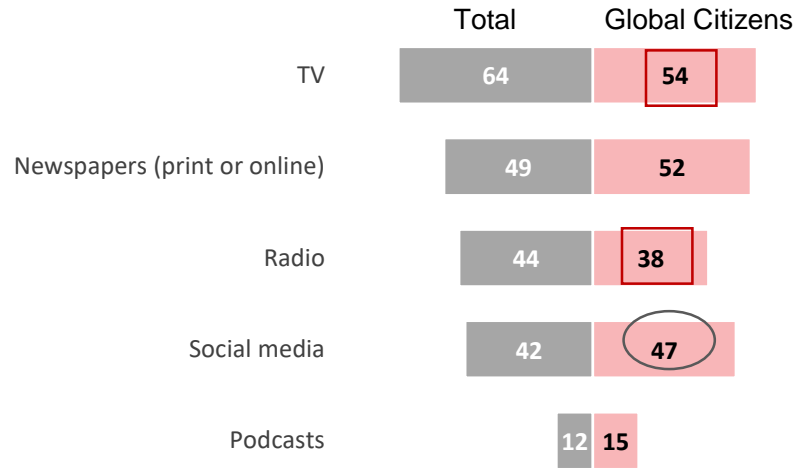
Global Citizens lean much more toward the view that developing countries can make progress given the right support and are deeply concerned about poverty at a personal level, as well as showing more concern regarding minority rights. This segment also places more trust than average in overseas aid organisations and multi-lateral organisations. Its motivation to help developing countries is based on a broad mix of values and sentiments, with solidarity a defining feature of Global Citizens. This segment is also more critical of rich countries, particularly the legacy of colonialism. There is less blame attributed to the developing countries (in the form of their government and private sector).

Global Citizens – How do we target them?

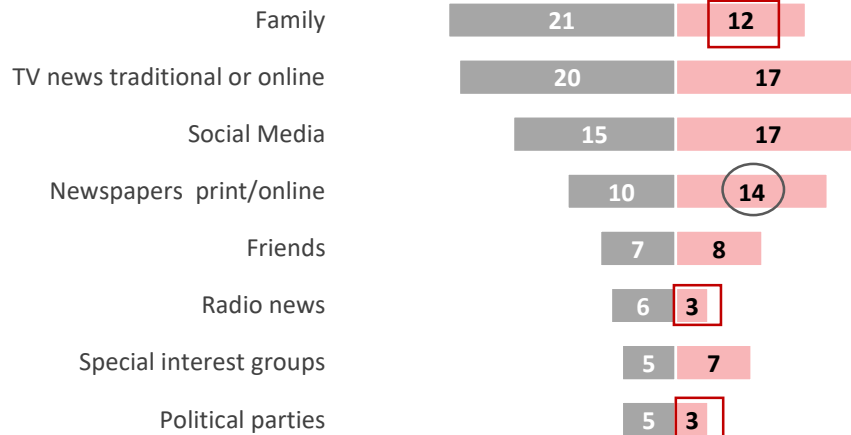
15%
of All
Adults

576,000 individuals

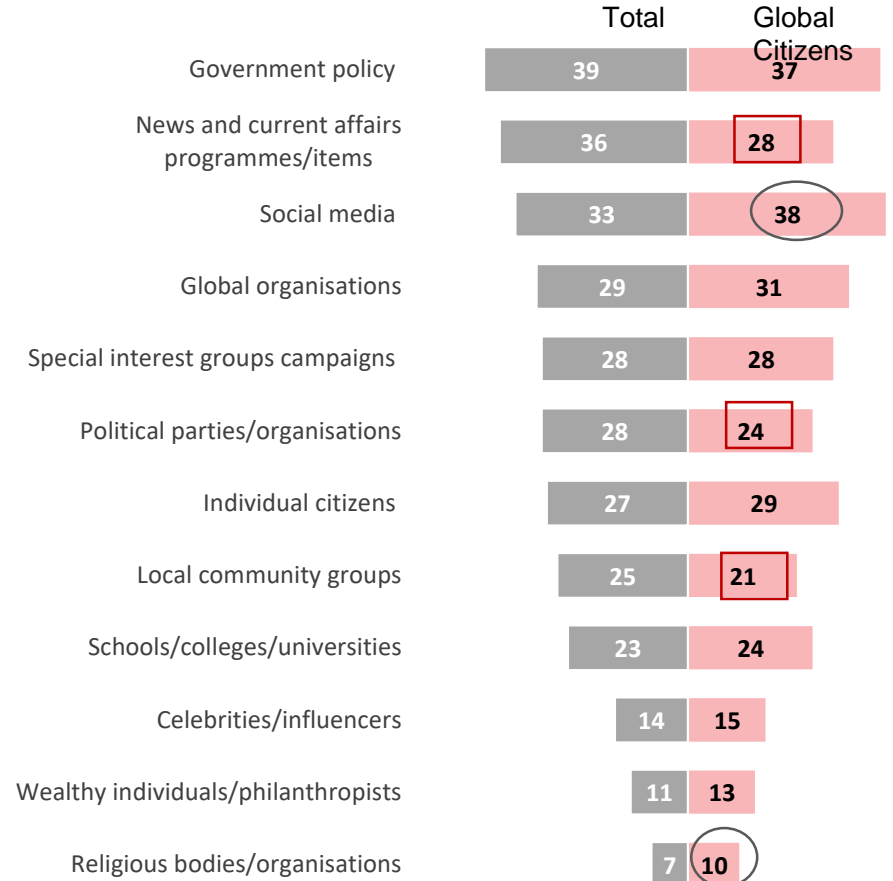
Most Frequently Used for News/information



Greatest Influence on Views & Opinions



Most influential Prompting Social Change

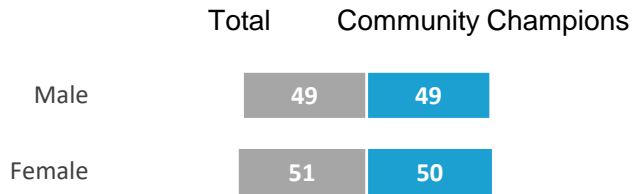


Global Citizens show clear signs of multi-channel sourcing of information and news, though there appears to be less reliance on the traditional TV and radio communication paths. They are less likely to accept the opinions of family as their primary influence on their views, with more of a reliance on newspapers. They are more likely than the average individual to believe in the ability of social media to bring about social change. This reinforces the importance of a multi-platform communications strategy if we are to target this grouping.

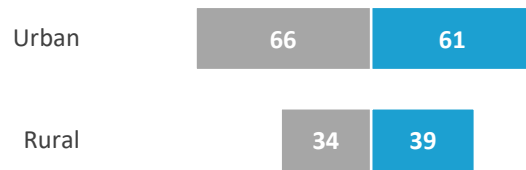
Community Champions – Who Are They?



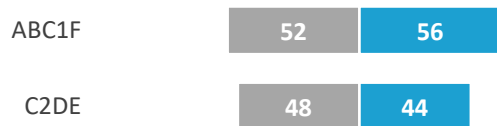
Gender



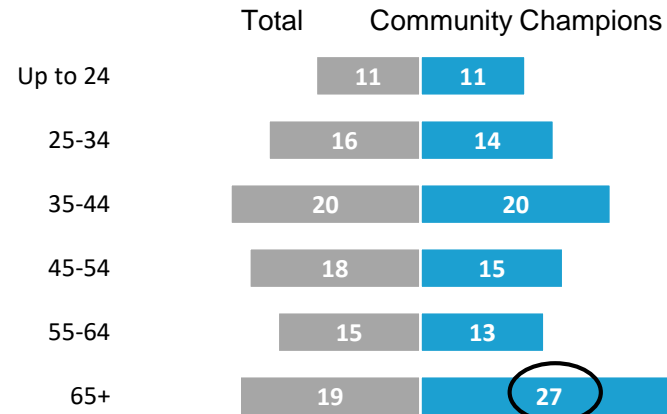
Area Type



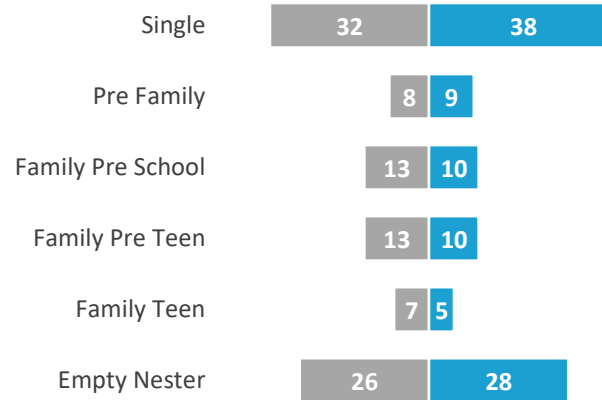
Social Class



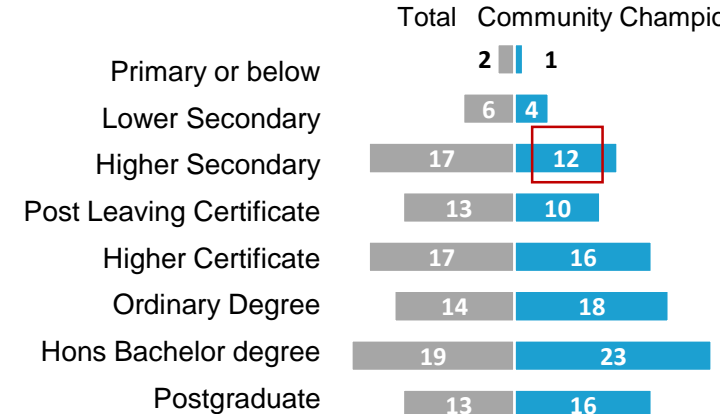
Age



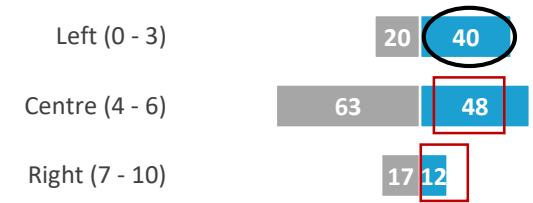
Lifestage



Education Level

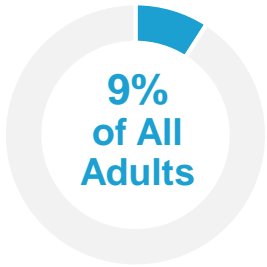


Political Persuasion



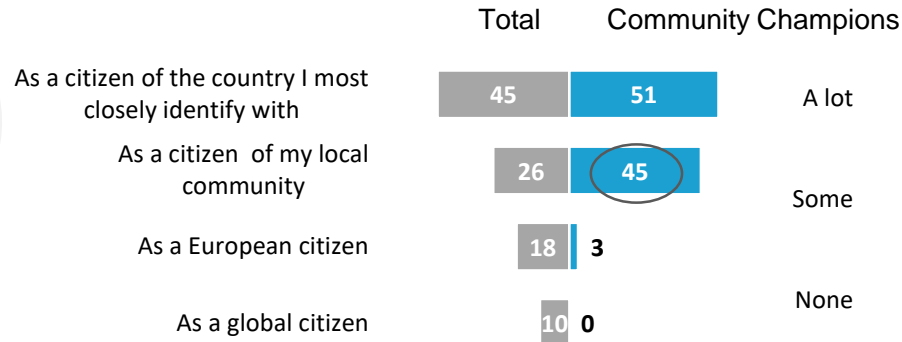
Community Activists largely fall in line with the general population in terms of key demographics, though they are slightly older with strong representation among the over 65s. They are also slightly more likely to have a third-level and postgraduate degree. Where community champions stand out is in regard to their strong tendency towards left-leaning politics.

Community Champions – Socio Cultural Profile

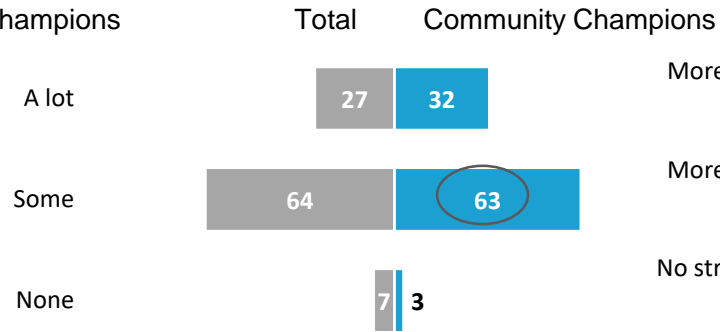


355,000 individuals

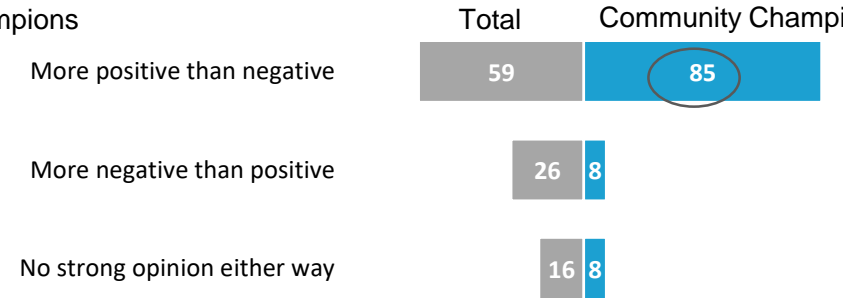
Individual Identity



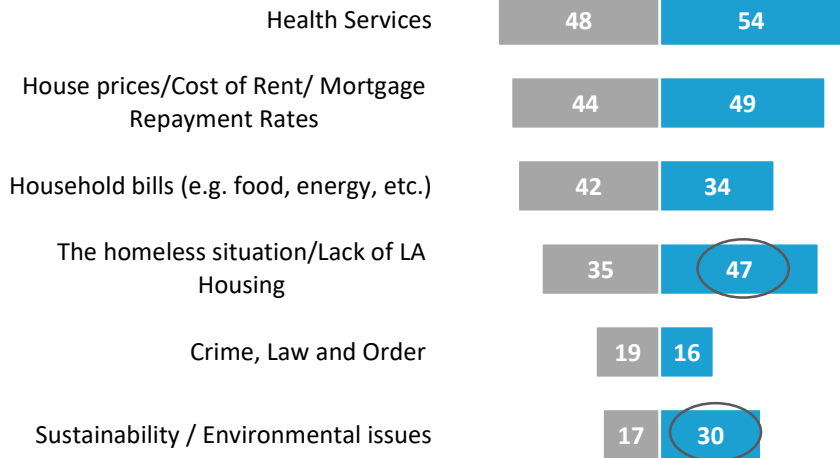
Racial Discrimination in Ireland



Move to Diverse Society



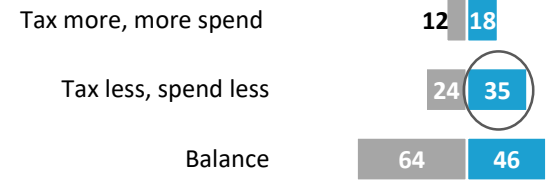
Most Important Issues - Ireland



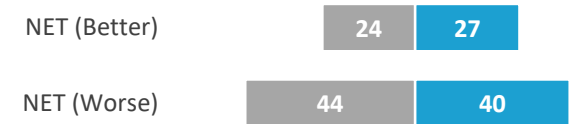
Most Important Issues - Personally



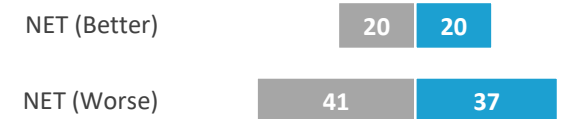
Tax vs Spend



General Economic Outlook

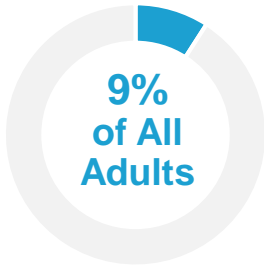


Household Financial Outlook



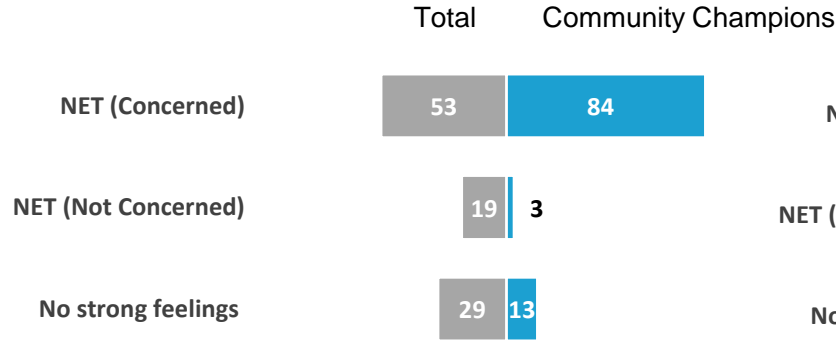
Community Champions primarily associate with the country they most closely identify with as well as their local community. Community Champions show more personal concern for climate change, inequality, and growing populism, while homelessness and sustainability.

Community Champions – Overseas Aid Profile

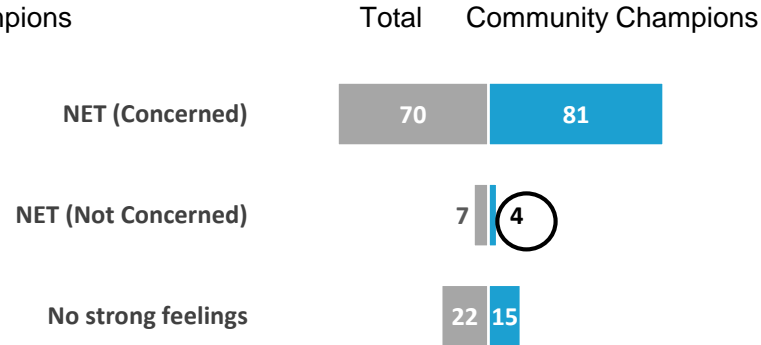


355,000 individuals

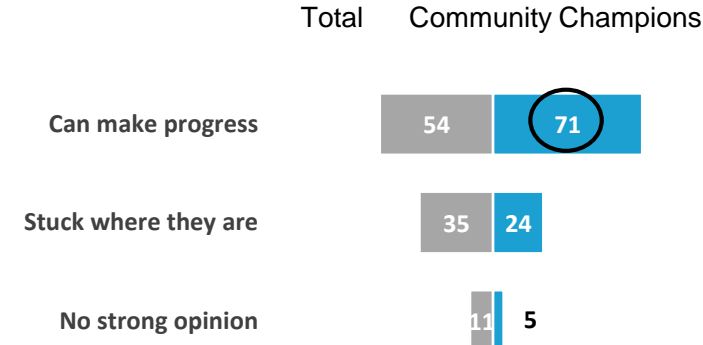
Minority Rights Concern



Developing Country Poverty Concern



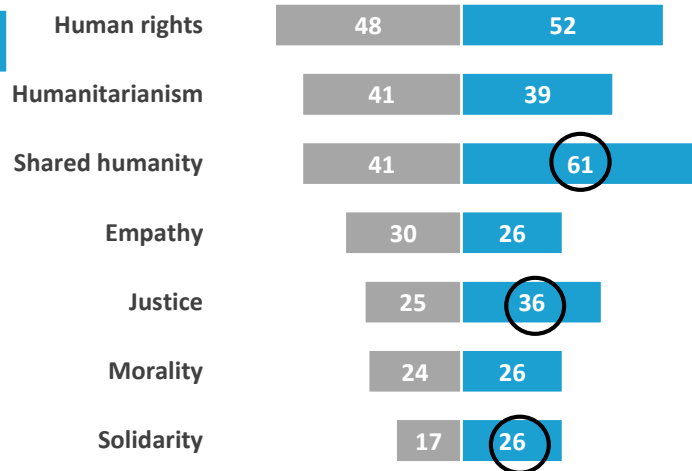
Developing Countries Capability



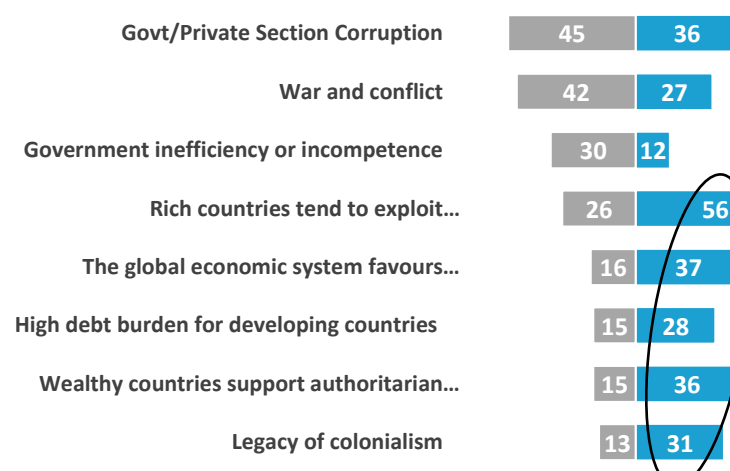
Trust – Top 10 Rating



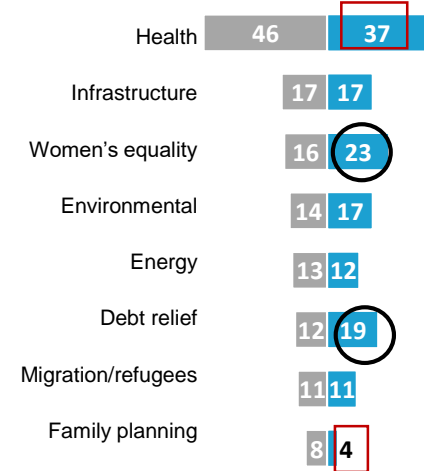
Reasons to help Developing Countries



Causes of Poverty in Developing Countries

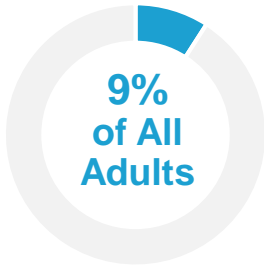


Irish Government Support Priorities



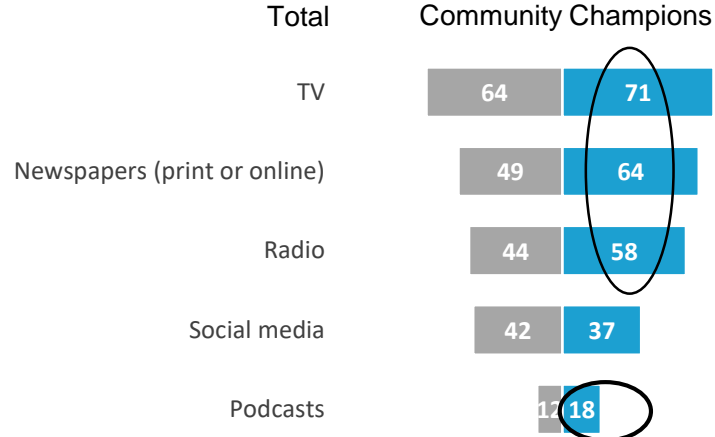
There is strong concern among Community Activists about poverty in developing countries and minority rights, but much like Global Citizens there is strong belief that developing countries are capable of making progress. Motivated to support helping developing countries on a sense of shared humanity, justice, and solidarity, this segment attributes poverty in those countries to the behaviour and policies of wealthy, powerful, countries, as well as the legacy of colonialism.

Community Champions – How do we target them?

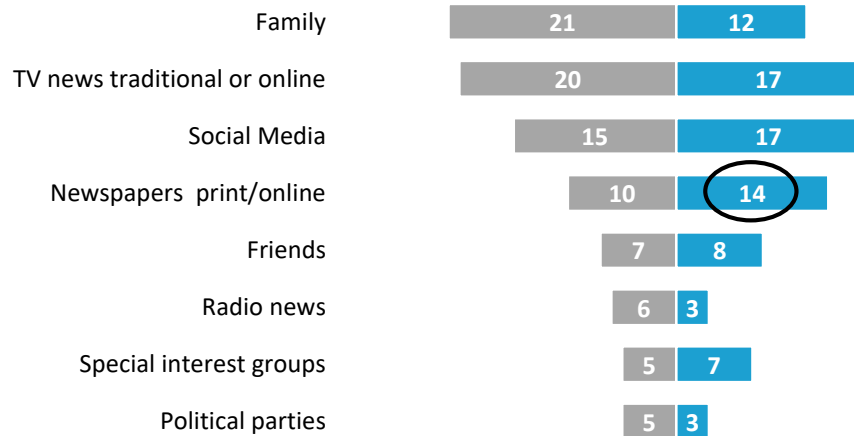


355,000 individuals

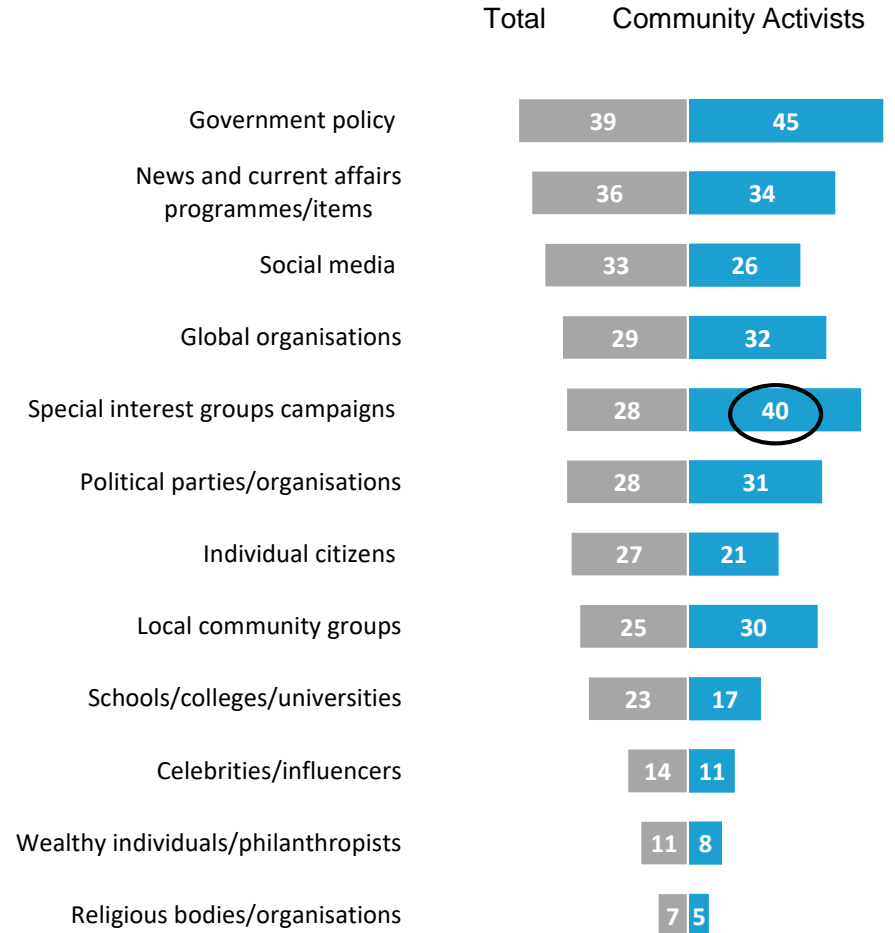
Most Frequently Used for News/information



Greatest Influence on Views & Opinions

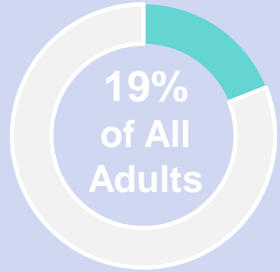


Most influential Prompting Social Change



Community Activists show more reliance on the traditional media sources of TV, Newspapers, and Radio. They are more likely to identify the power of grassroots level activism with stronger likelihood to cite special interest groups and local community groups as influencing real social change.

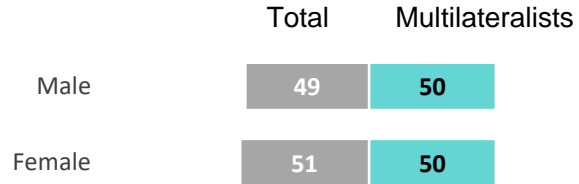
Multilateralists – Who Are They?



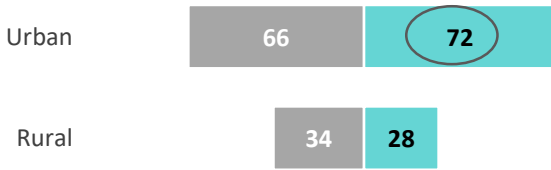
722,000 individuals



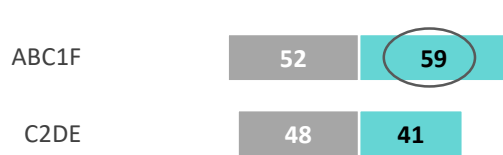
Gender



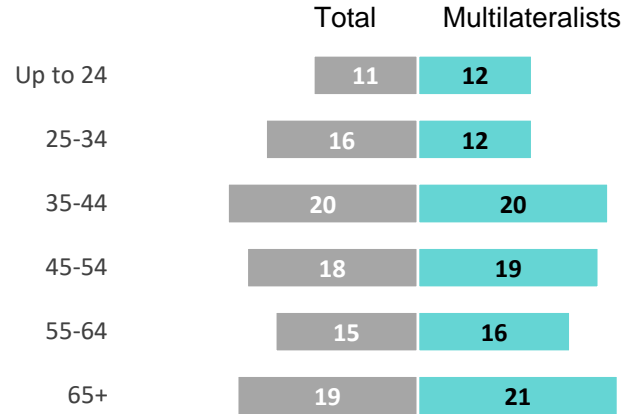
Area Type



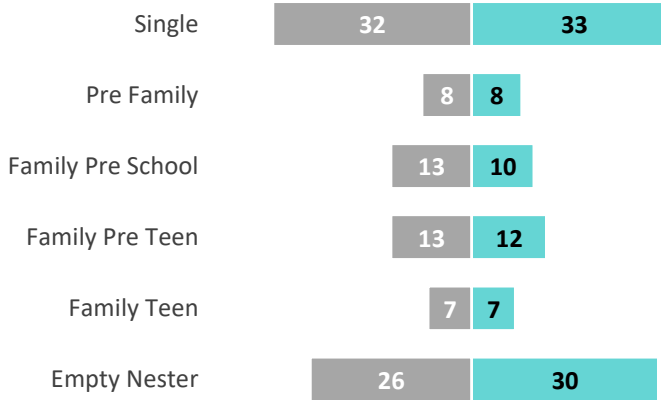
Social Class



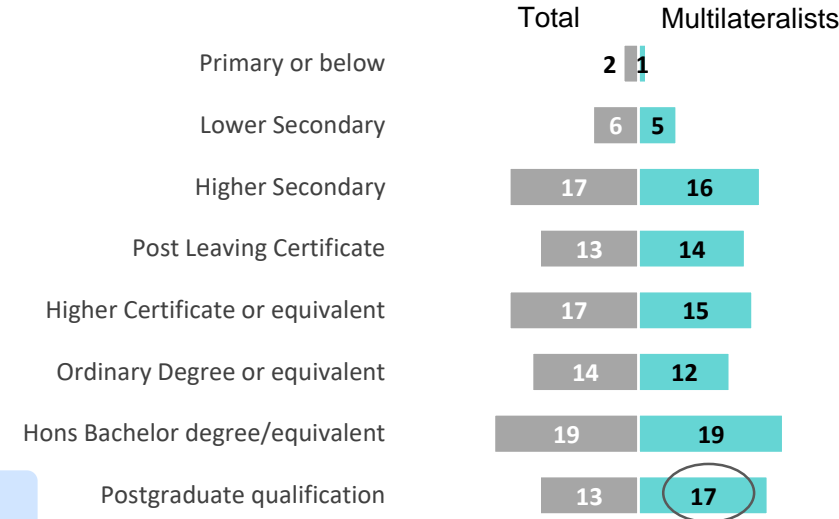
Age



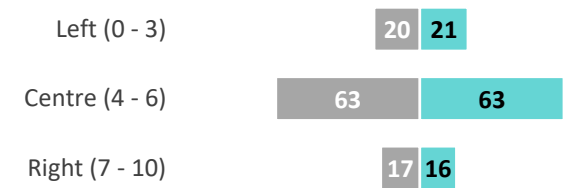
Lifestage



Education Level

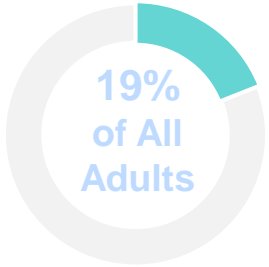


Political Persuasion



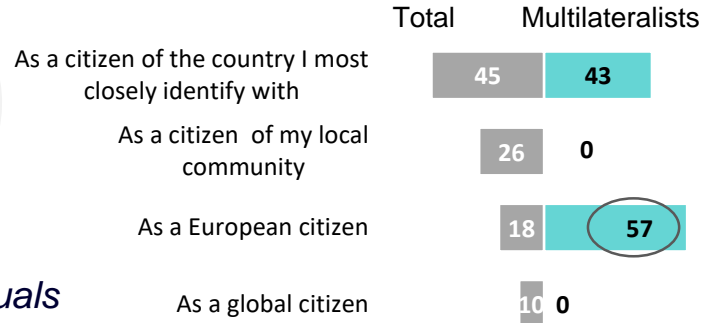
Multilateralists skew towards an urban, affluent profile that is marginally older than average. In terms of political leaning, Multilateralists hold a broadly centrist political outlook, mirroring the national picture.

Multilateralists – Socio Cultural Profile

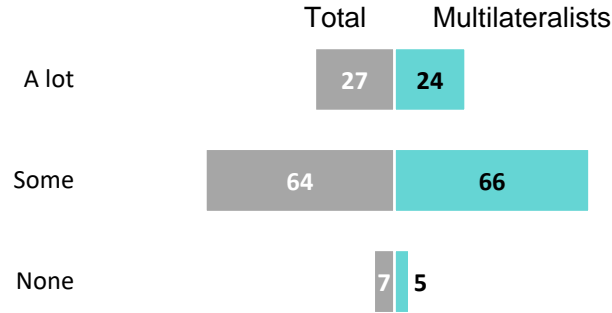


722,000 individuals

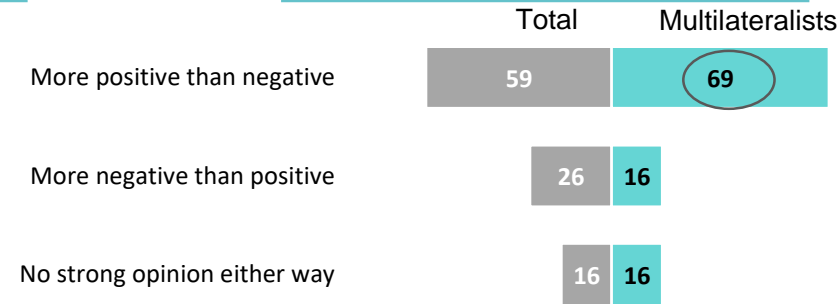
Individual Identity



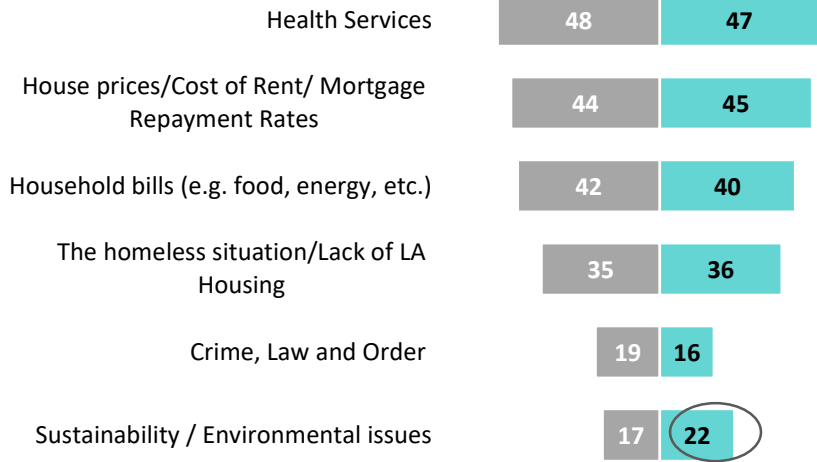
Racial Discrimination in Ireland



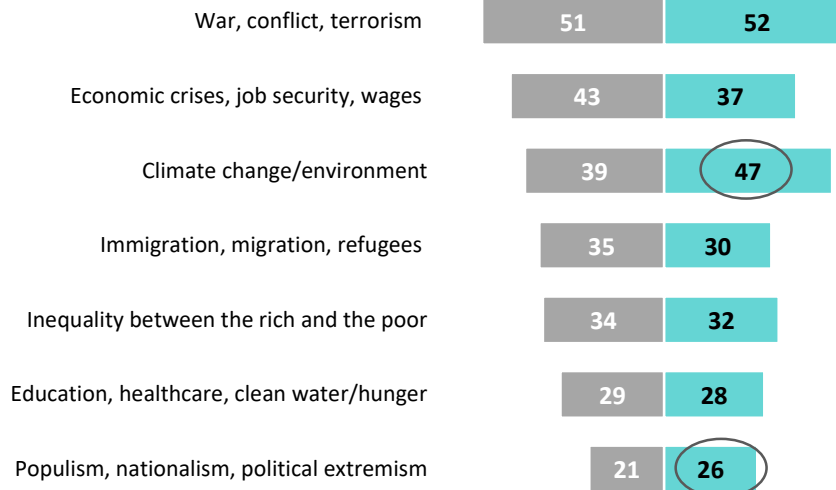
Move to Diverse Society



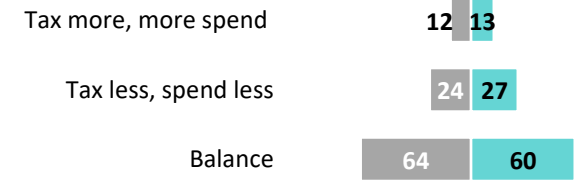
Most Important Issues - Ireland



Most Important Issues - Personally



Tax vs Spend



General Economic Outlook

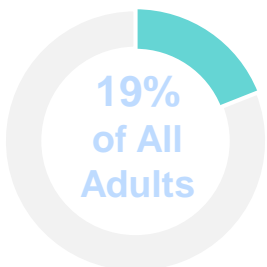


Household Financial Outlook



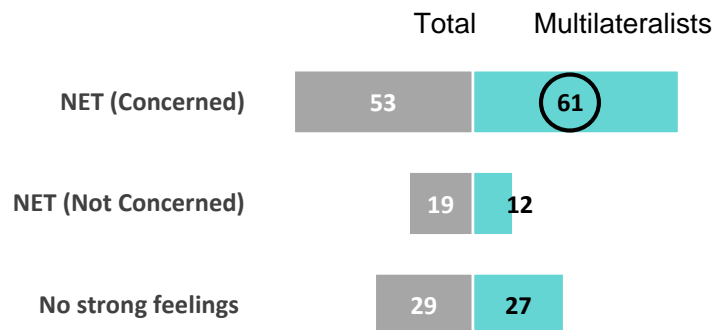
Multilateralists are significantly more likely to view themselves as European citizens, although their own country is also a key determinant of their own individual identity (no Multilateralists primarily identify as citizens of their local community or global citizens). This segment is strongly of the view that the evolution of Ireland to a more diverse society in recent years has been a lot more positive than negative. Multilateralists show more concern regarding sustainability/environment, and growing populism. They also present a more positive outlook regarding the economy and their own financial situation.

Multilateralists – Socio Cultural Profile

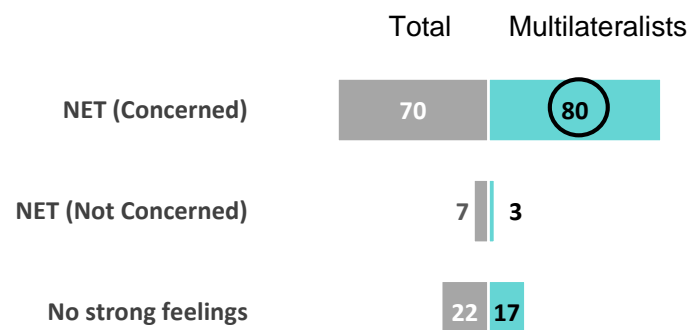


722,000 individuals

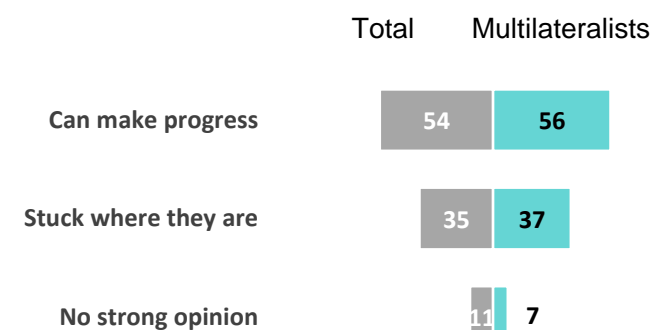
Minority Rights Concern



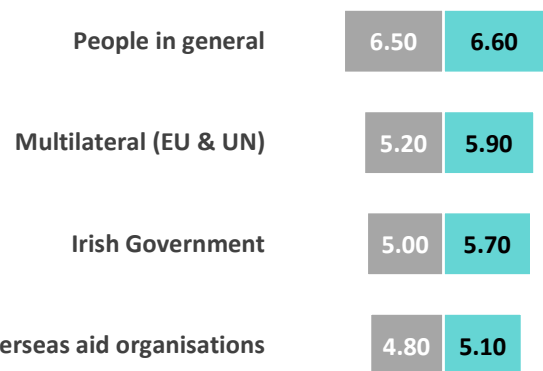
Developing Country Poverty Concern



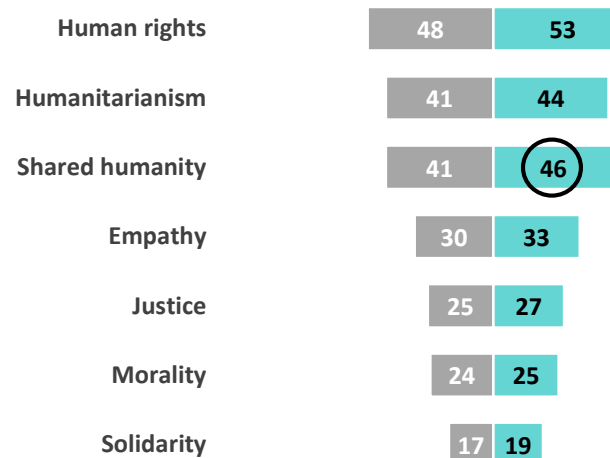
Developing Countries Capability



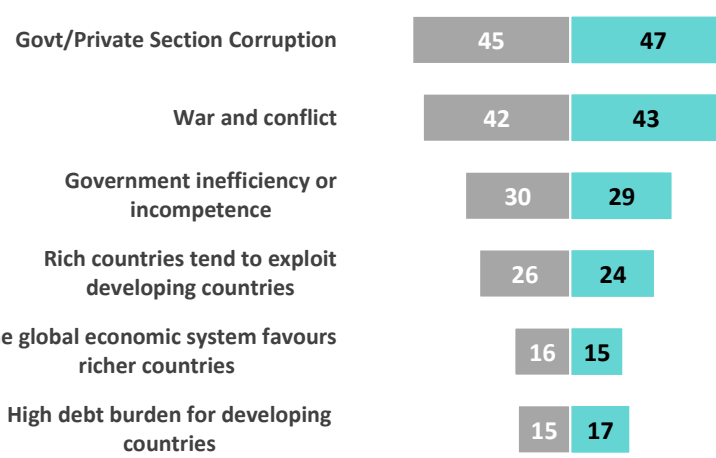
Trust – Top 10 Rating



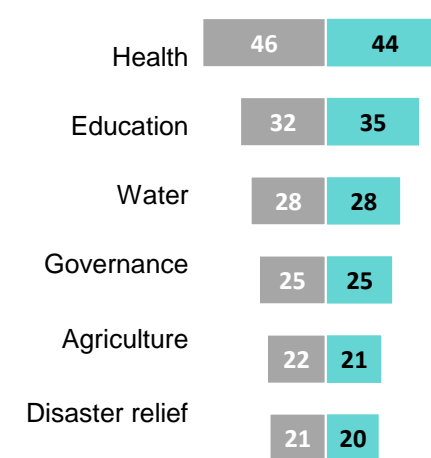
Reasons to help Developing Countries



Causes of Poverty in Developing Countries

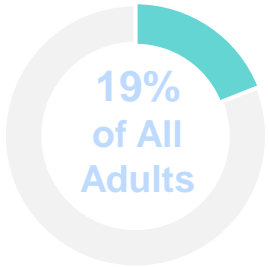


Irish Government Support Priorities



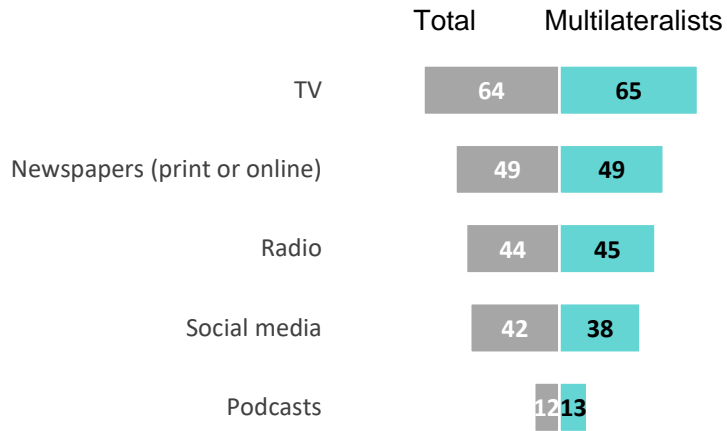
The vast majority of Multilateralists are concerned about poverty in developing countries, though where they differ from Global Citizens and Community Champions is their more muted belief that developing countries are capable of making progress. They largely mirror the national outlook in terms of factors in supporting developing countries. Multilateralists continue to fall in line with the national outlook in regard to causes of poverty and priorities for government aid.

Multilateralists – How do we target them?

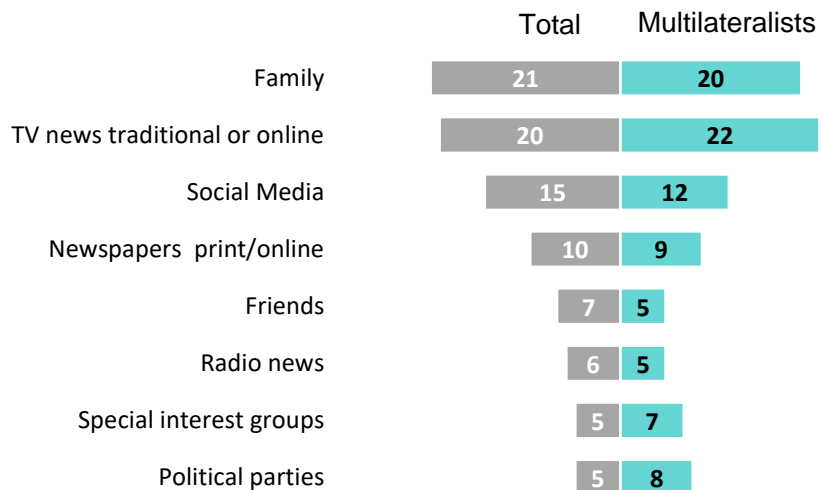


722,000 individuals

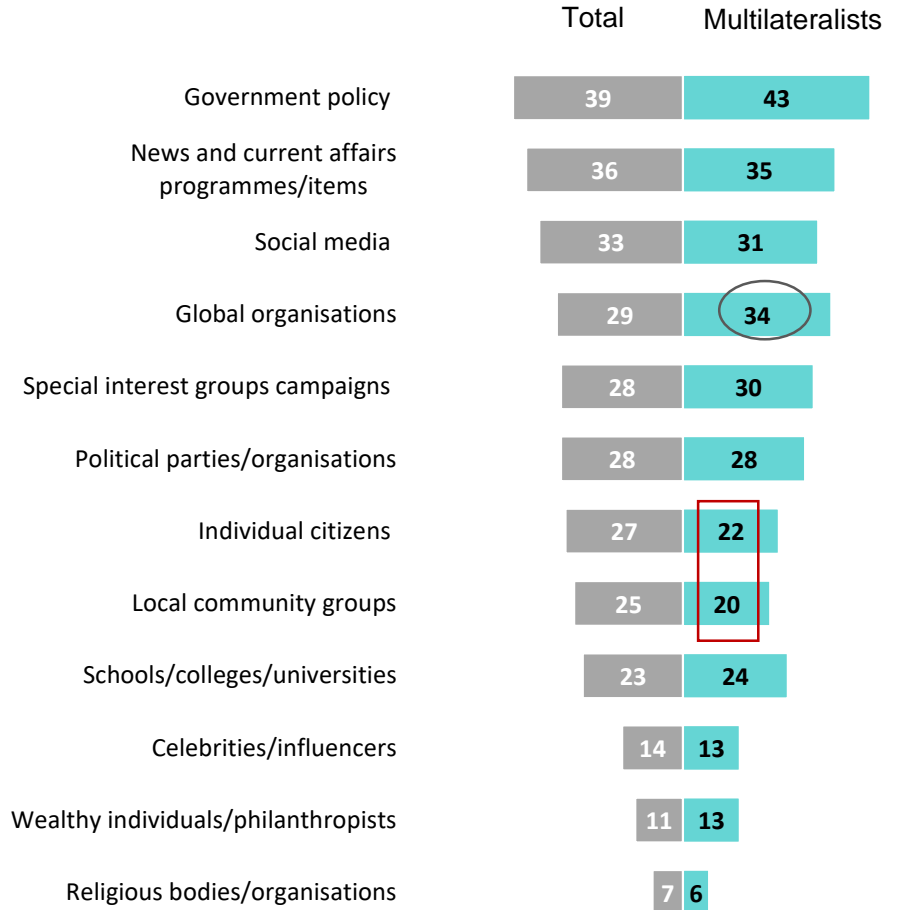
Most Frequently Used for News/information



Greatest Influence on Views & Opinions



Most influential Prompting Social Change



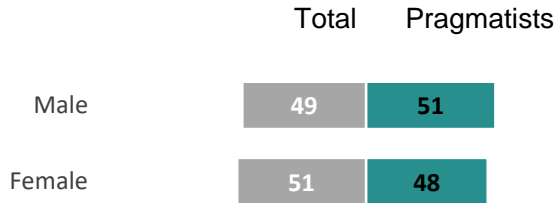
Multilateralists are best targeted through the full mix of standard media touchpoints, though there is less reliance on social media. These individuals are more likely than average to place faith in global organisations to bring about social change, and less convinced of the ability of local groups and individual citizens to do so.

Pragmatists – Who Are They?

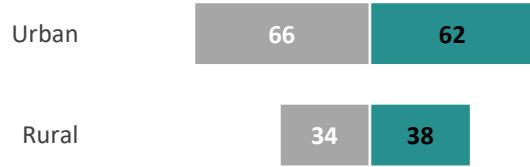
13%
of All
Adults

511,000 individuals

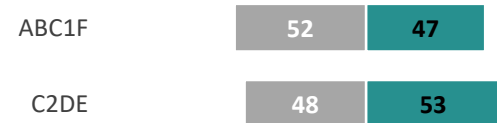
Gender



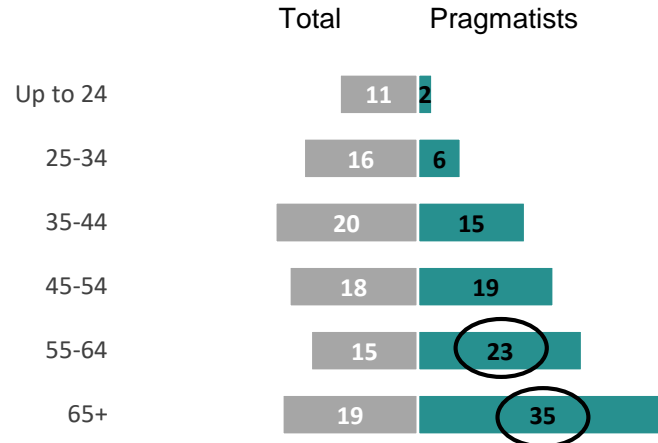
Area Type



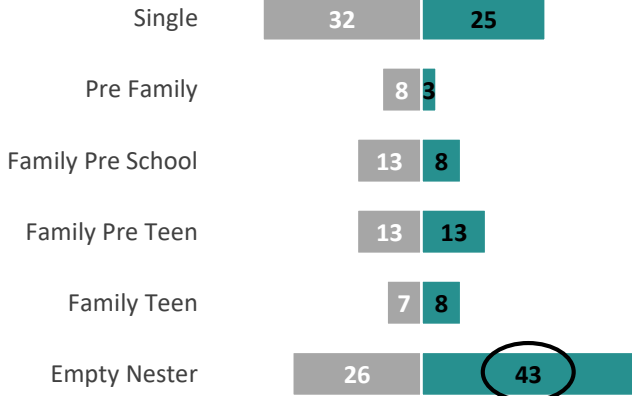
Social Class



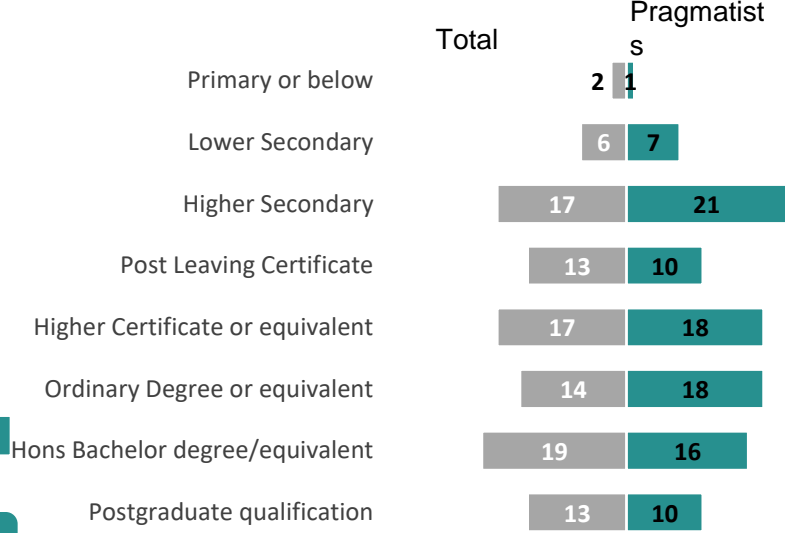
Age



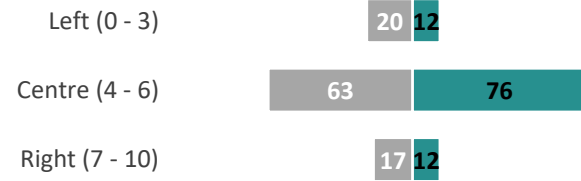
Lifestage



Education Level

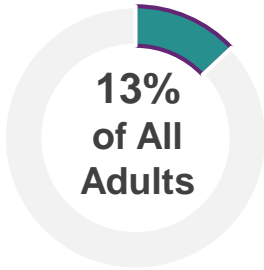


Political Persuasion



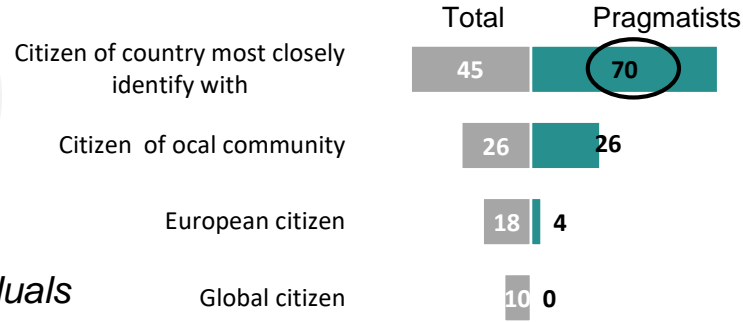
Pragmatists represent the oldest of all segments, with over almost half being classed as empty nesters. These individuals are also much more likely to have a Centrist political outlook.

Pragmatists – Socio Cultural Profile

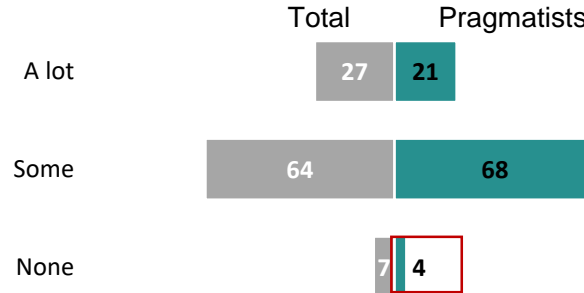


511,000 individuals

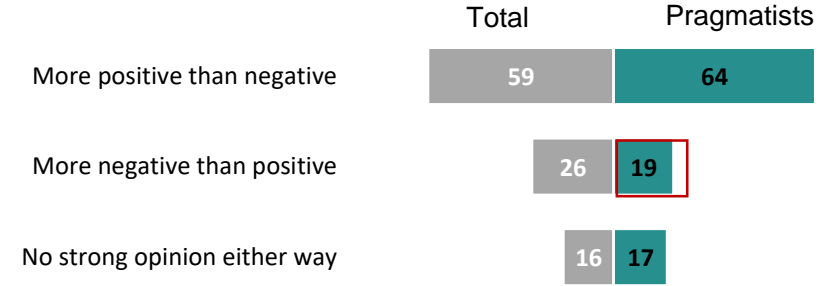
Individual Identity



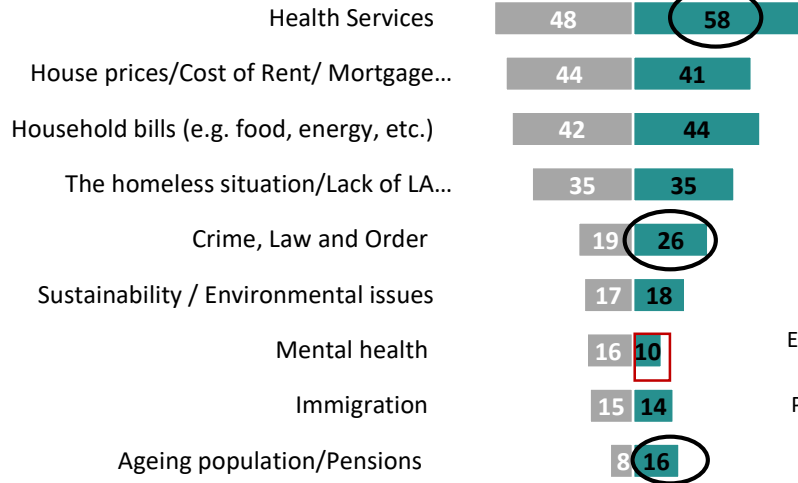
Racial Discrimination in Ireland



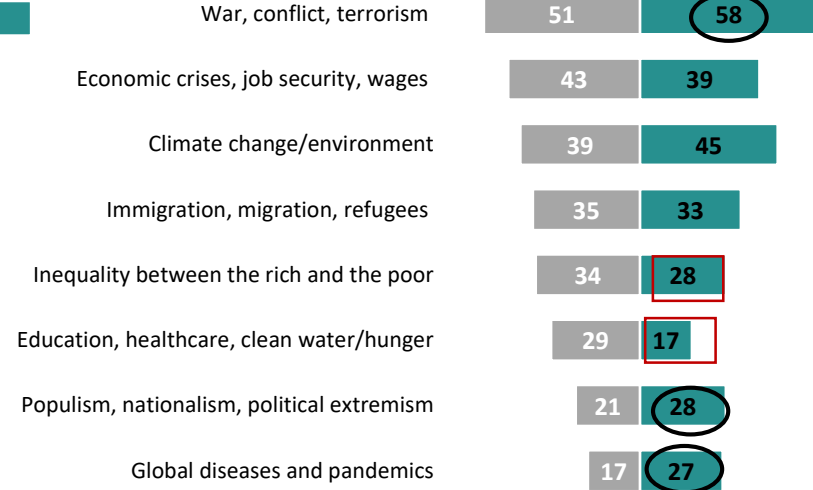
Move to Diverse Society



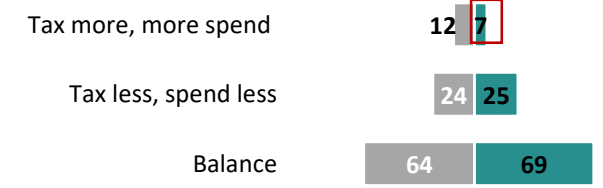
Most Important Issues - Ireland



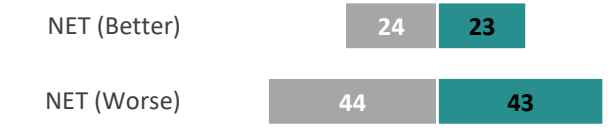
Most Important Issues - Personally



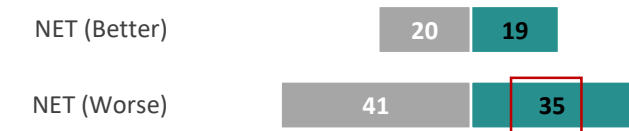
Tax vs Spend



General Economic Outlook

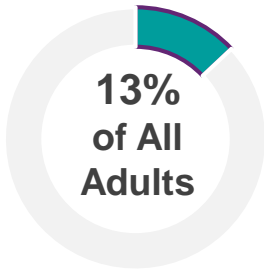


Household Financial Outlook



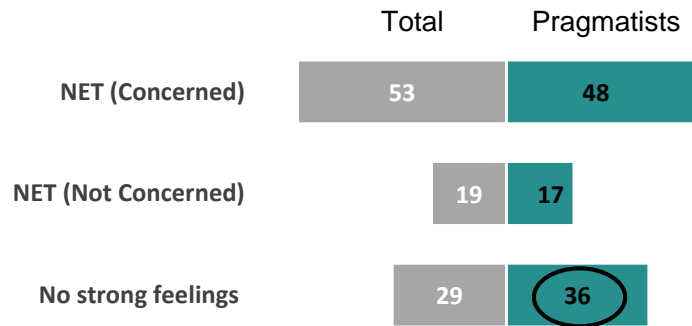
Pragmatists identify primarily as citizens of Ireland but understand the value of growing diversity in the country. Given that this is often an older demographic, concerns centre around health services, and increased worries about the ageing population. Pragmatists are also more concerned with war and the increasing feeling of populism.

Pragmatists – Overseas Aid Profile

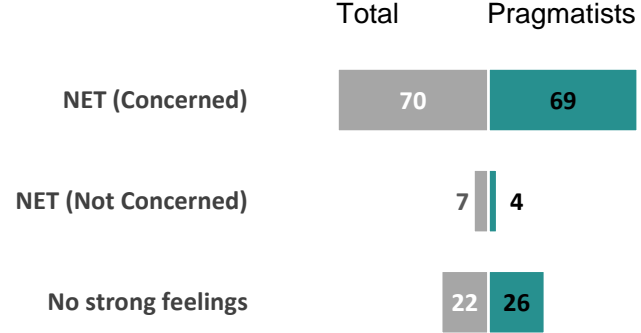


511,000 individuals

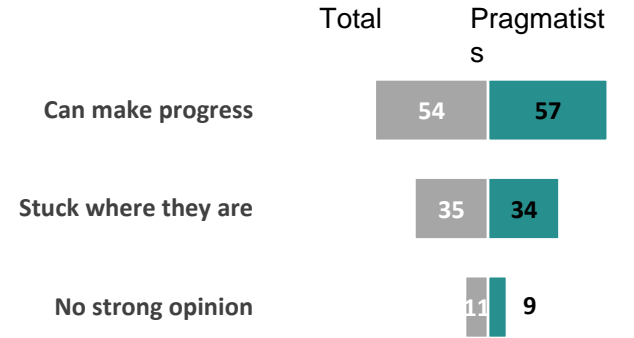
Minority Rights Concern



Developing Country Poverty Concern



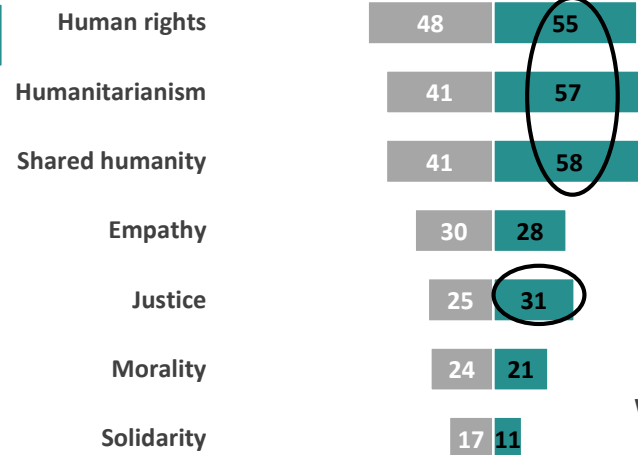
Developing Countries Capability



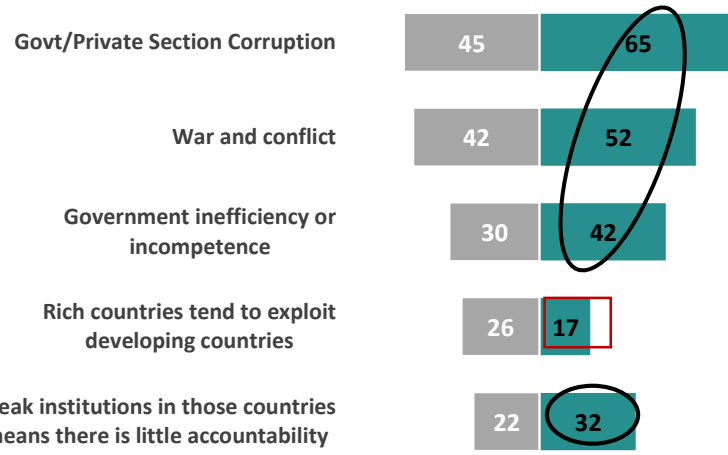
Trust – Top 10 Rating



Reasons to help Developing Countries



Causes of Poverty in Developing Countries

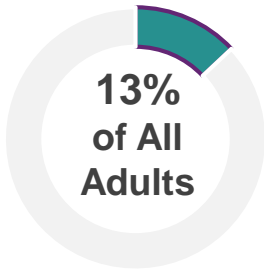


Irish Government Support Priorities



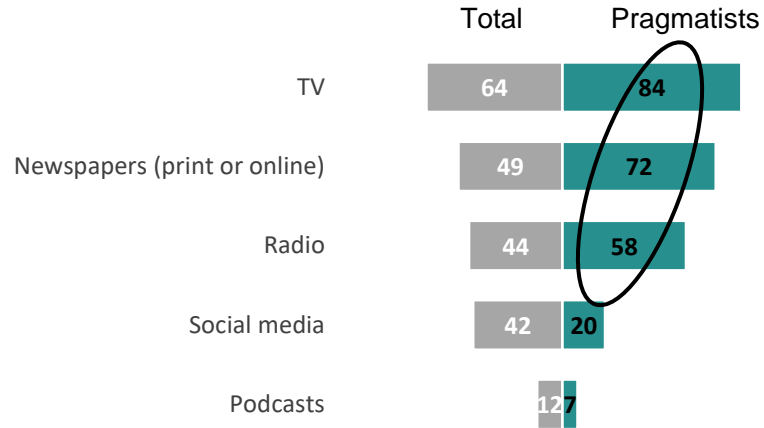
Pragmatists are perhaps the most likely of all segments to attribute poverty in developing countries to the corruption, inefficiency and weak institutions of Governments there, with little recognition of more powerful countries' roles in poverty in developing countries. This segment does however, express a strong belief that developing countries should be given help due to a sense of humanitarianism, human rights, and shared humanity.

Pragmatists – How do we target them?

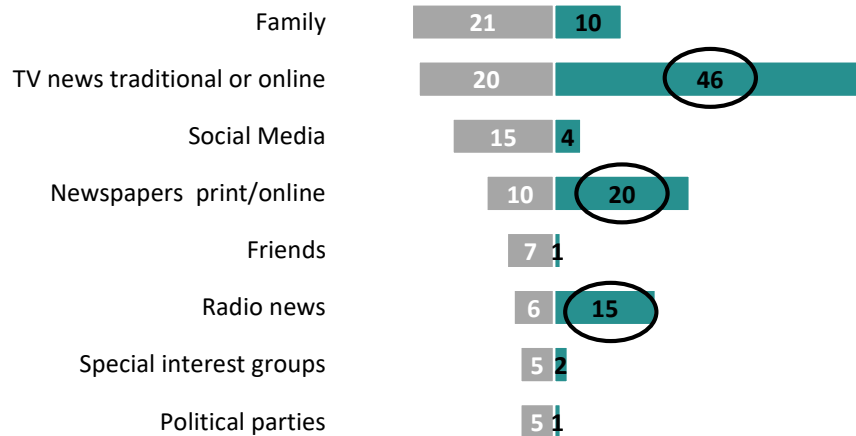


511,000 individuals

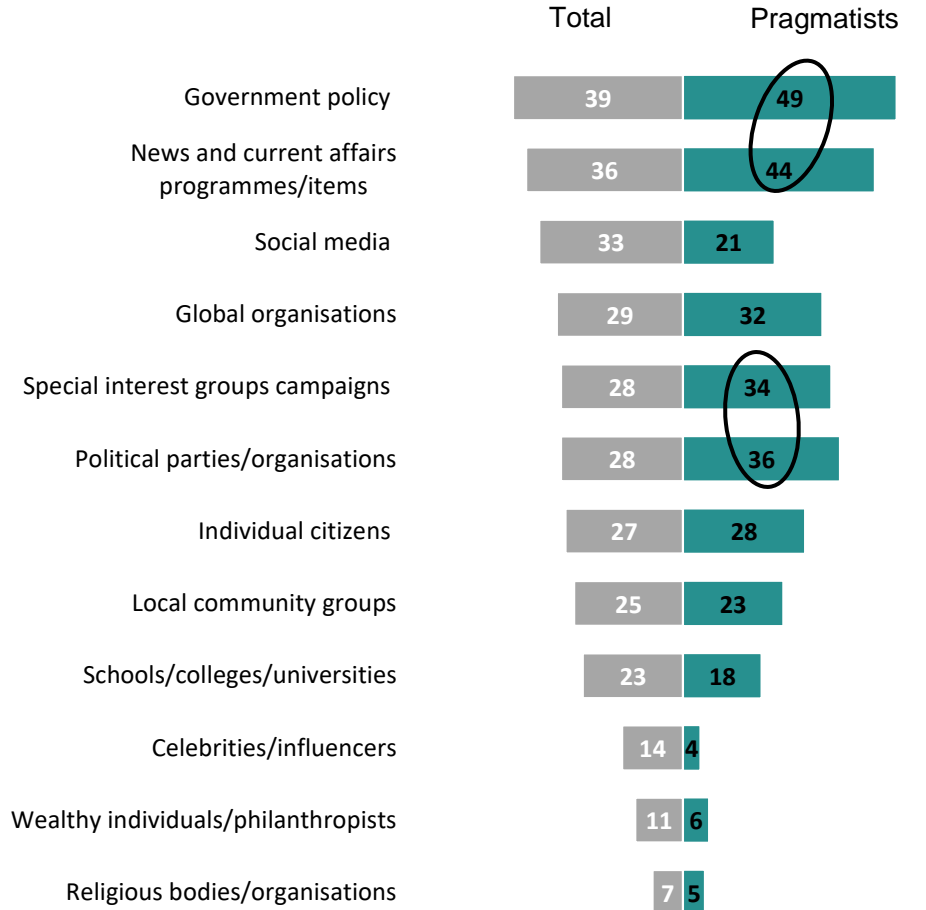
Most Frequently Used for News/information



Greatest Influence on Views & Opinions

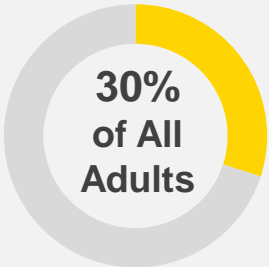


Most influential Prompting Social Change



Pragmatists are heavy consumers of traditional media, including TV, print and radio. This grouping is also most likely to hold the view that Government policy, current affairs programming, and both global organisations and special interest groups are all well placed to influence and prompt social change.

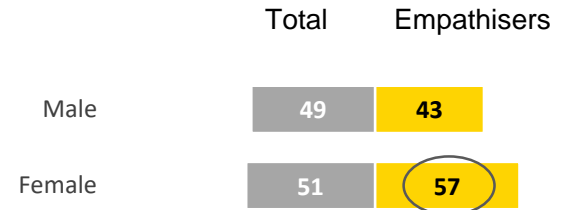
Empathisers – Who Are They?



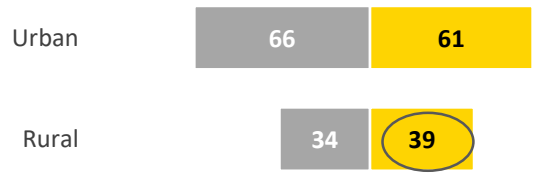
1,130,000
individuals



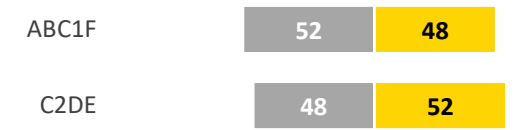
Gender



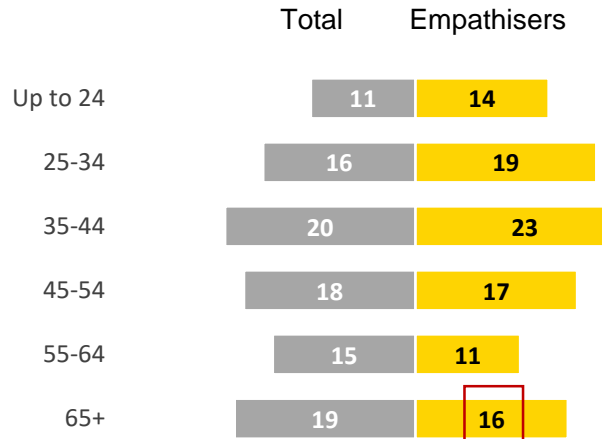
Area Type



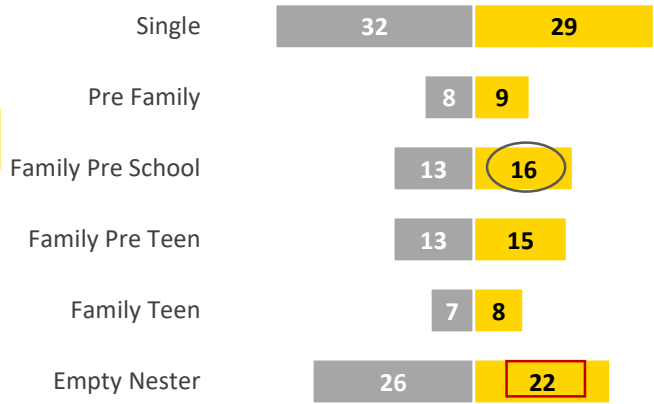
Social Class



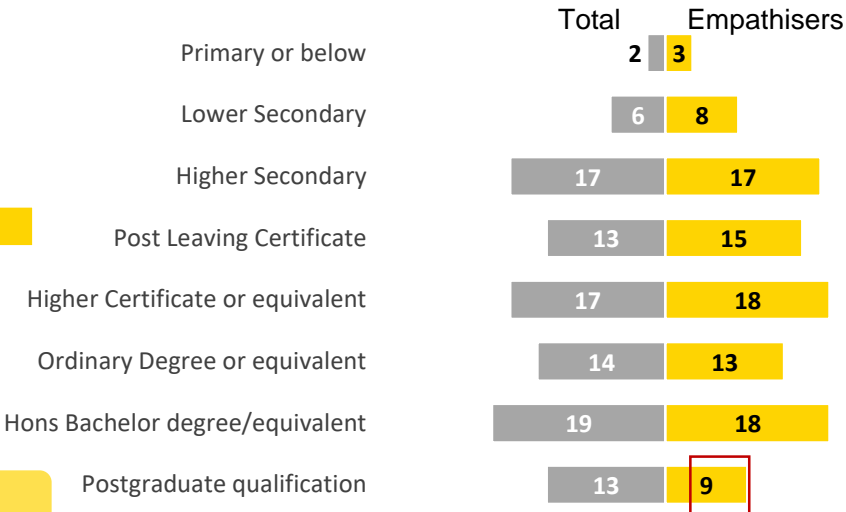
Age



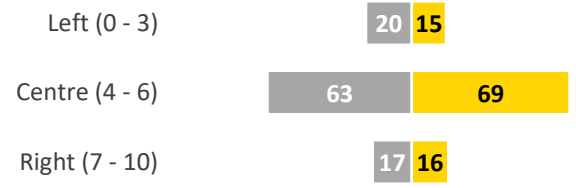
Lifestage



Education Level

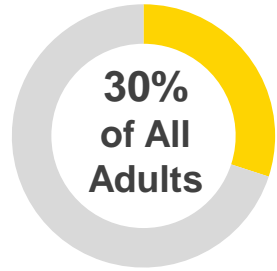


Political Persuasion



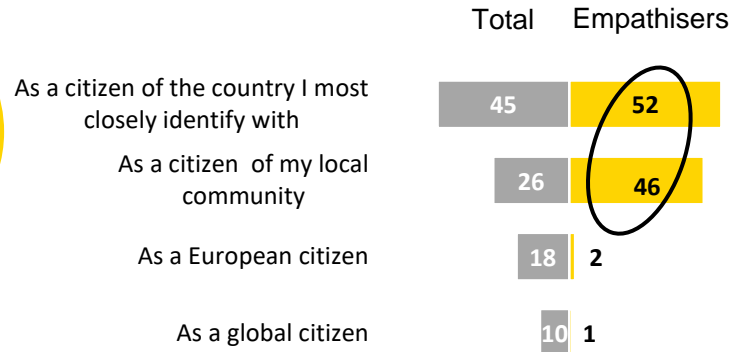
Empathisers are more likely to be female, with a Centrist political outlook. These individuals are more rural than average, with higher representation among family stage cohorts. This segment also skews slightly towards the blue collar working C2DE socio-economic group.

Empathisers – Socio Cultural Profile

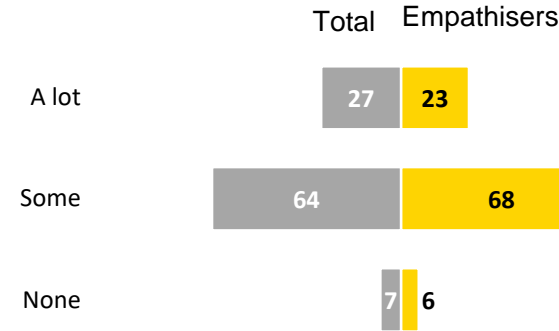


1,130,000 individuals

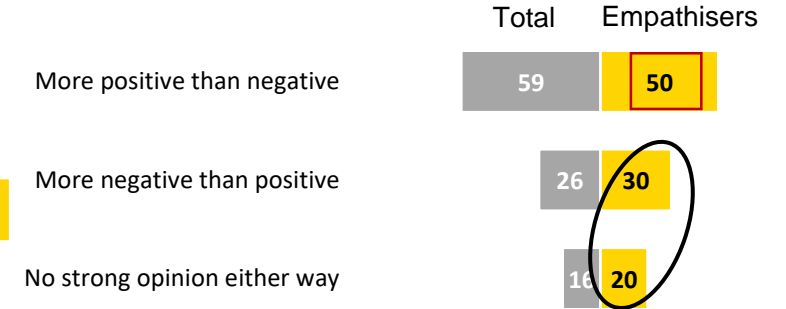
Individual Identity



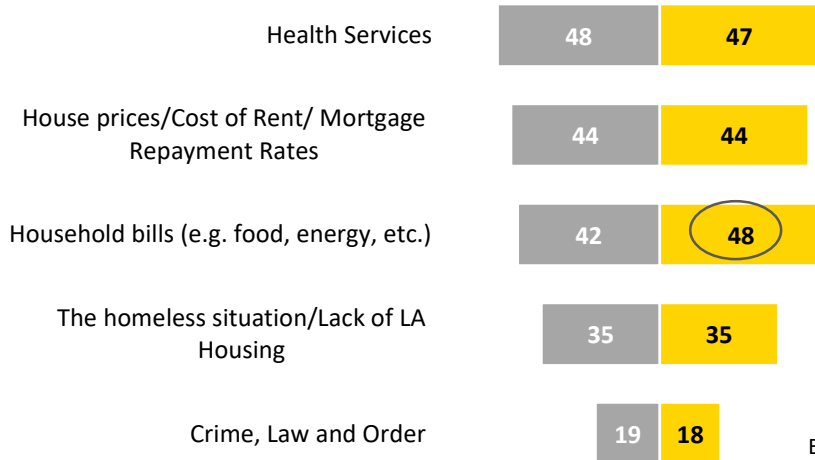
Racial Discrimination in Ireland



Move to Diverse Society



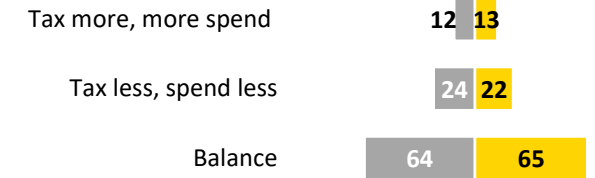
Most Important Issues - Ireland



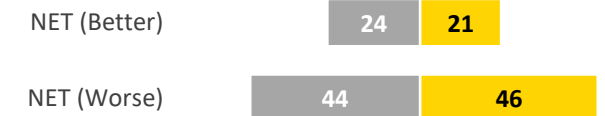
Most Important Issues - Personally



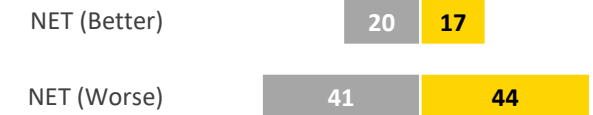
Tax vs Spend



General Economic Outlook

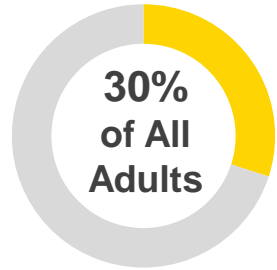


Household Financial Outlook



Empathisers view their individual identity mostly as citizens of their own country, but their local community also plays a clear role. A grouping with a slight lean toward a more negative economic outlook, also shows a more negative outlook toward a more diverse society in Ireland. With this in mind, there are more concerns among this segment in regard to economic crises, as well as education. Household bills is another distinguishing issue among Empathisers.

Empathisers – Overseas Aid Profile

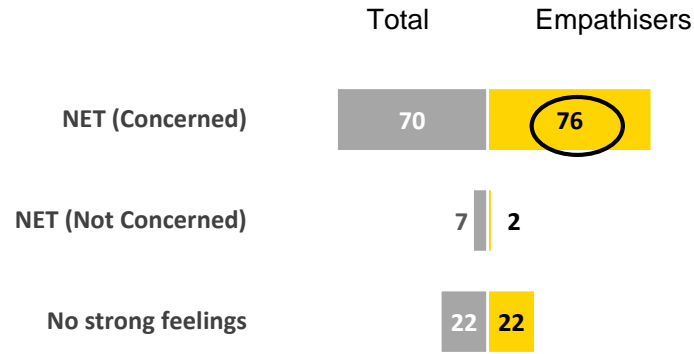


1,130,000 individuals

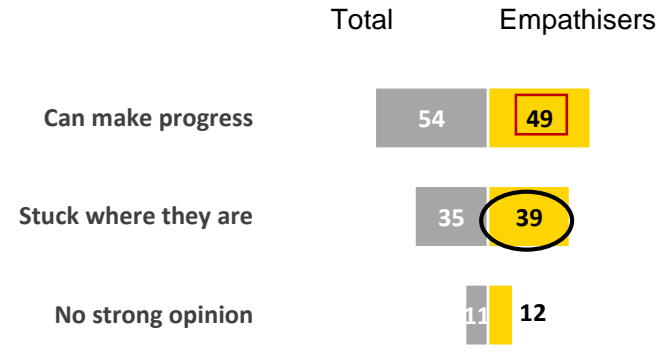
Minority Rights Concern



Developing Country Poverty Concern



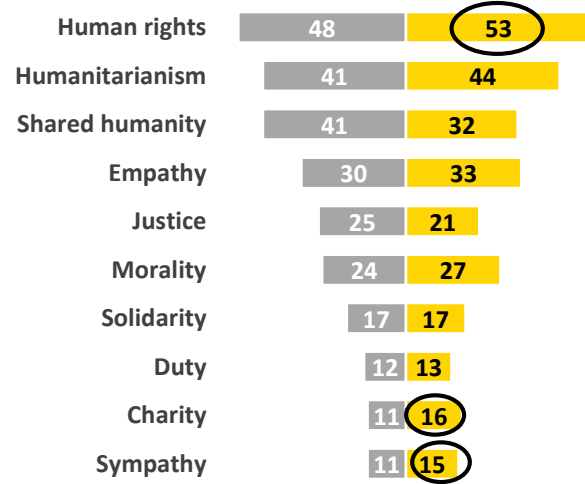
Developing Countries Capability



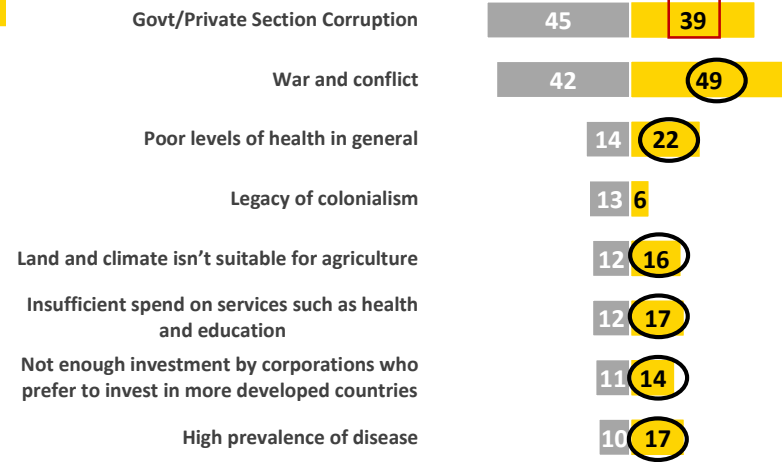
Trust – Top 10 Rating



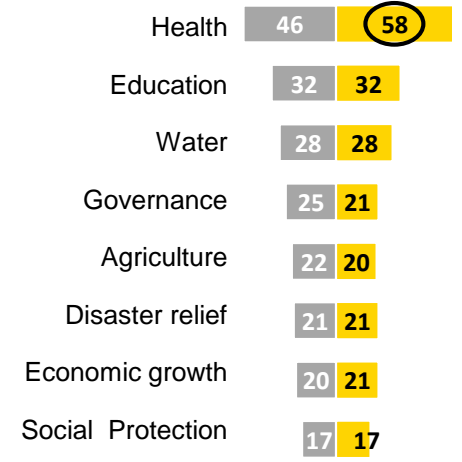
Reasons to help Developing Countries



Causes of Poverty in Developing Countries

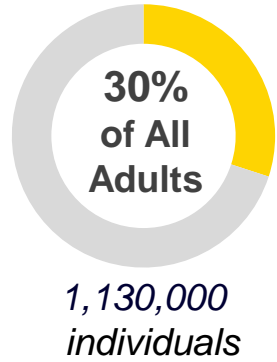


Irish Government Support Priorities

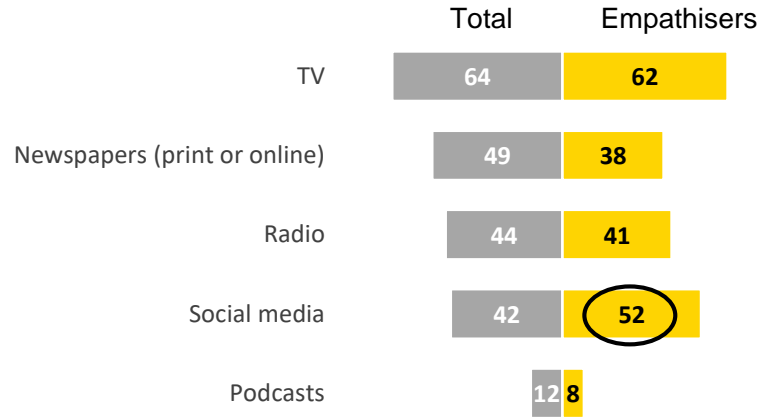


While generally concerned about poverty in developing countries, there is a lack of belief that they are capable of making progress. Regardless, they are driven to help such countries due to a sense of charity and sympathy, as well as a belief that such countries are entitled to help as a basic human right. Much in line with their belief that developing countries are not capable of progress, Empathisers believe root causes of poverty in these countries are factors that are arguably difficult to address – such as war and conflict, high prevalence of disease, and insufficient spend on services by local Governments.

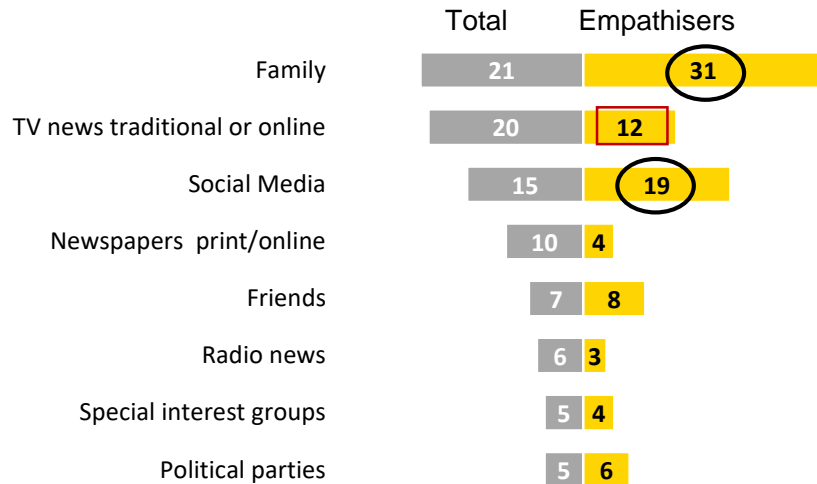
Empathisers – How do we target them?



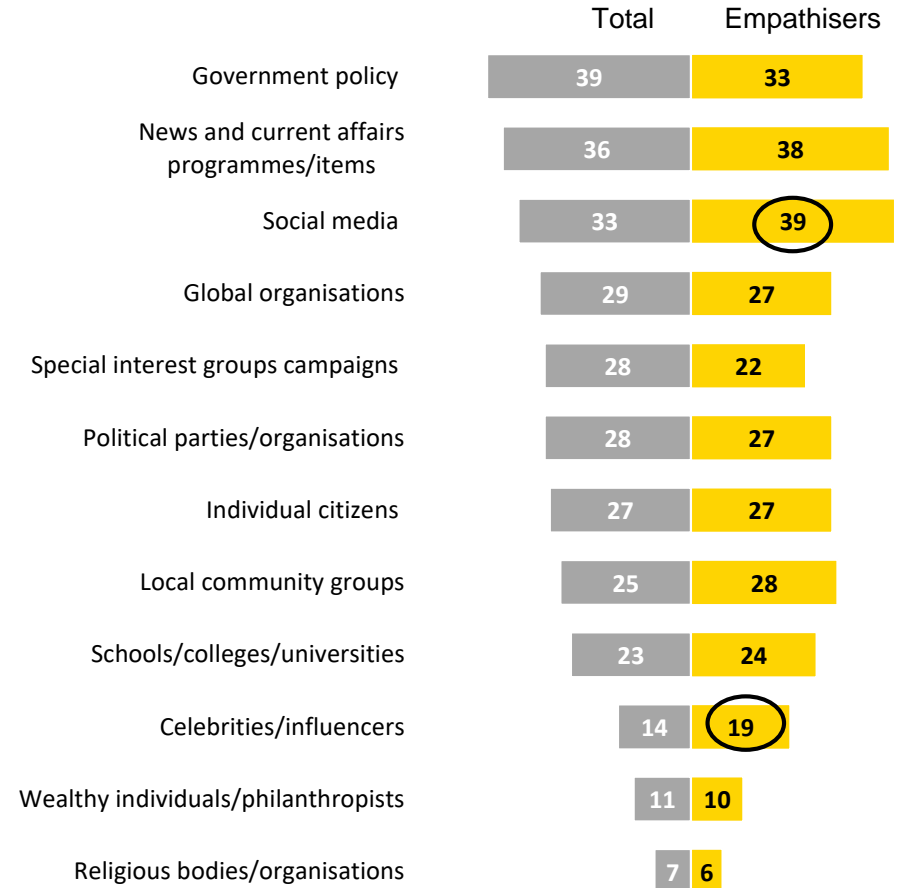
Most Frequently Used for News/information



Greatest Influence on Views & Opinions



Most influential Prompting Social Change



As one of the younger segments, it is not surprising that Empathisers are firm believers in the efficacy of social media in bringing about social change, as well as being a distinctive information source for news and information. This is not to under-estimate the amount of TV these individuals consume, however influence of TV on views is limited compared to the general public, with family playing a key role here.

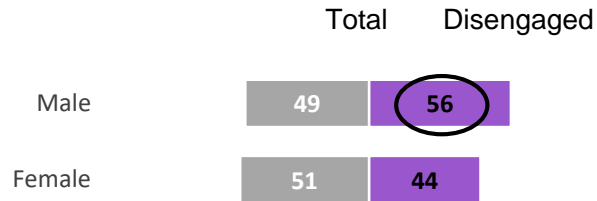
Disengaged – Who Are They?

14%
of All
Adults

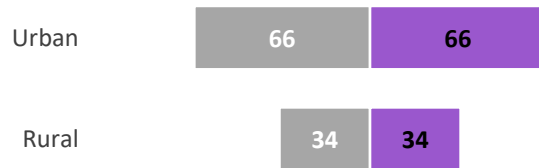
520,000
individuals



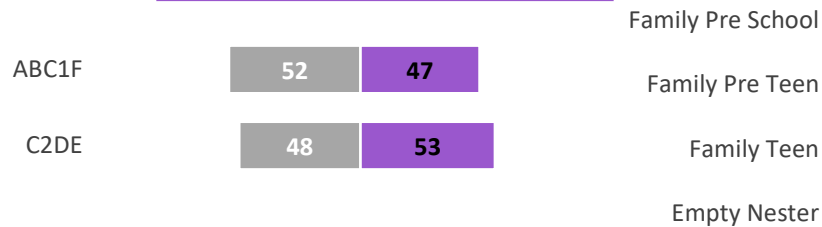
Gender



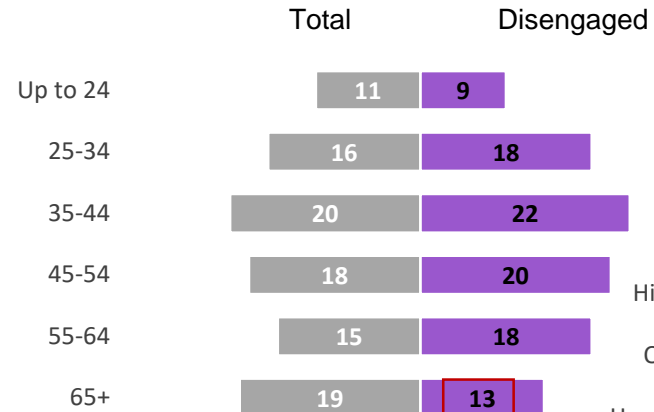
Area Type



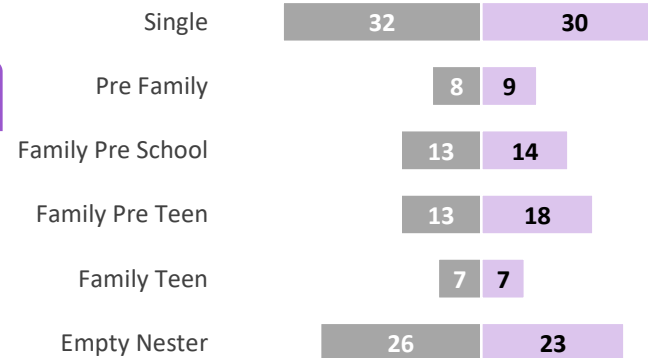
Social Class



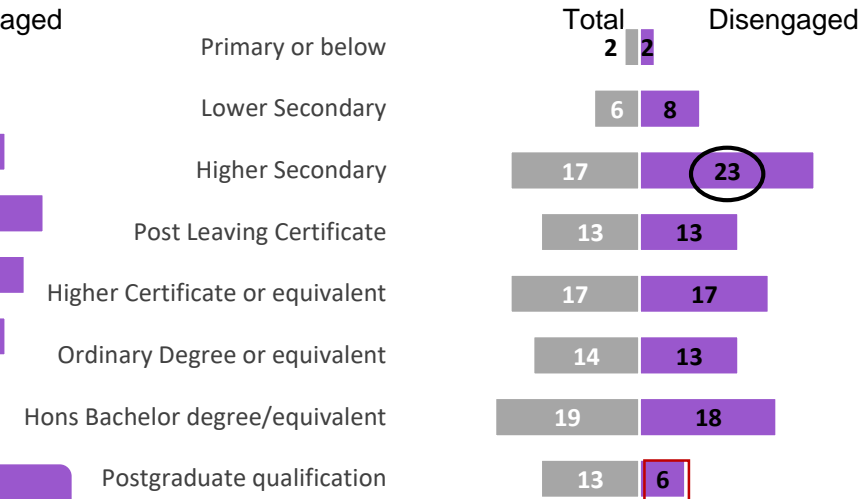
Age



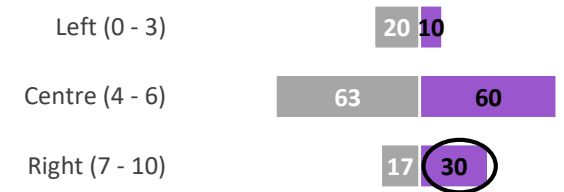
Lifestage



Education Level

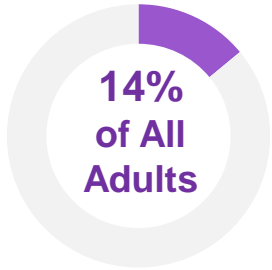


Political Persuasion



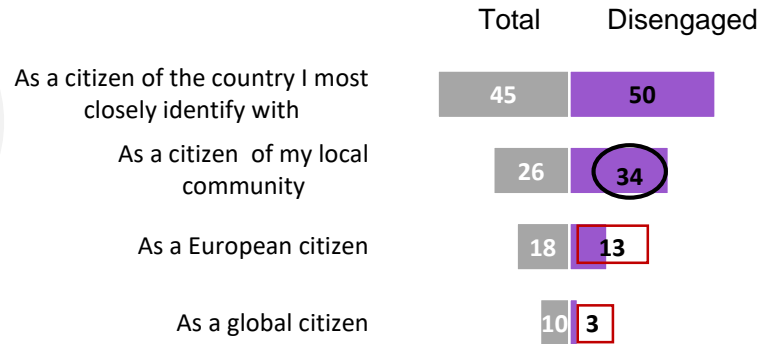
Disengaged adults skew more towards males. Three in ten lean towards the right on the political spectrum.

Disengaged – Socio Cultural Profile

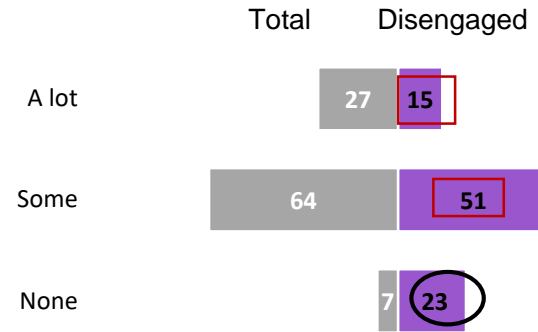


520,000 individuals

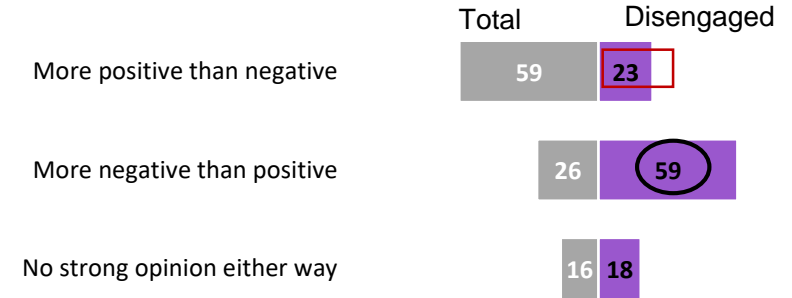
Individual Identity



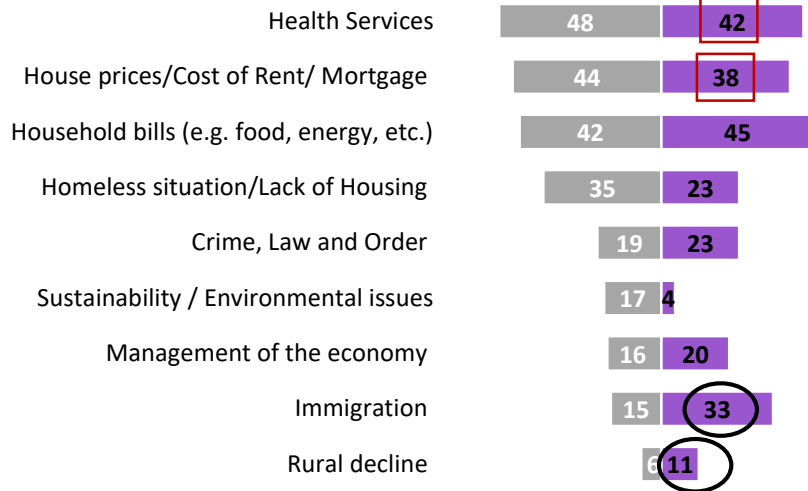
Racial Discrimination in Ireland



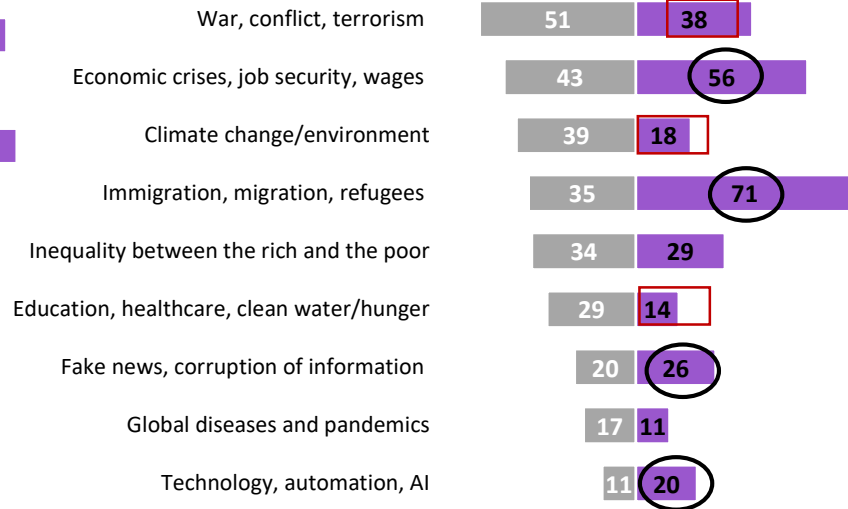
Move to Diverse Society



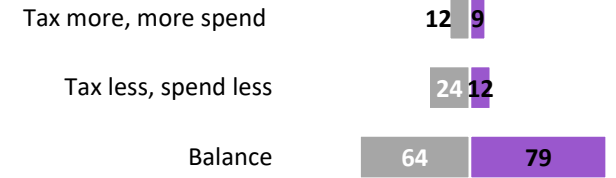
Most Important Issues - Ireland



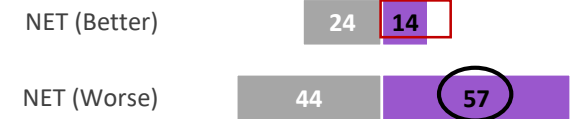
Most Important Issues - Personally



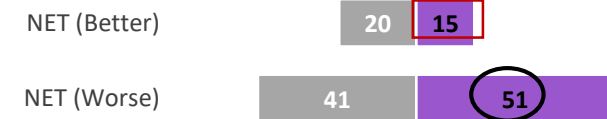
Tax vs Spend



General Economic Outlook

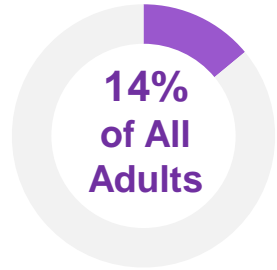


Household Financial Outlook



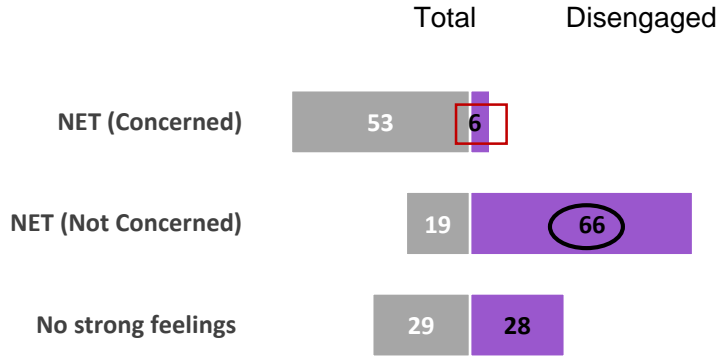
Disengaged view their identity through the prism of their country first of all, followed by their local community. These individuals hold the most pessimistic view of their future finances, as well as the economy more generally. There is strong skepticism toward a more diverse Ireland, with a negative outlook on diversity paired with a strong callout of immigration in terms of concerns, both personally and nationally.

Disengaged – Overseas Aid Profile

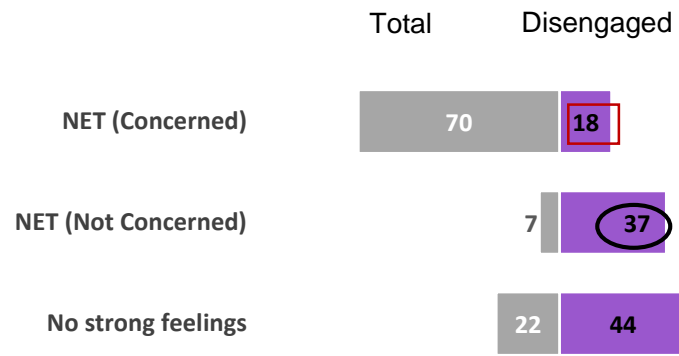


520,000 individuals

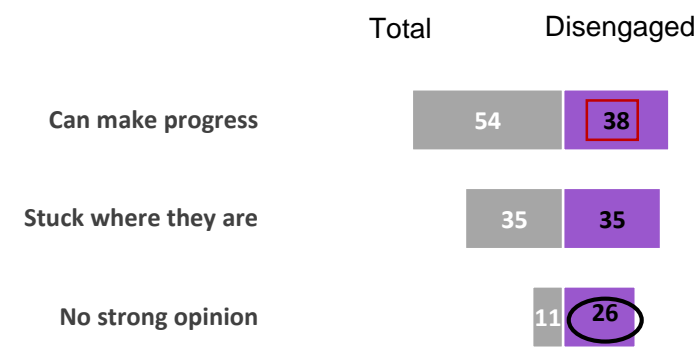
Minority Rights Concern



Developing Country Poverty Concern



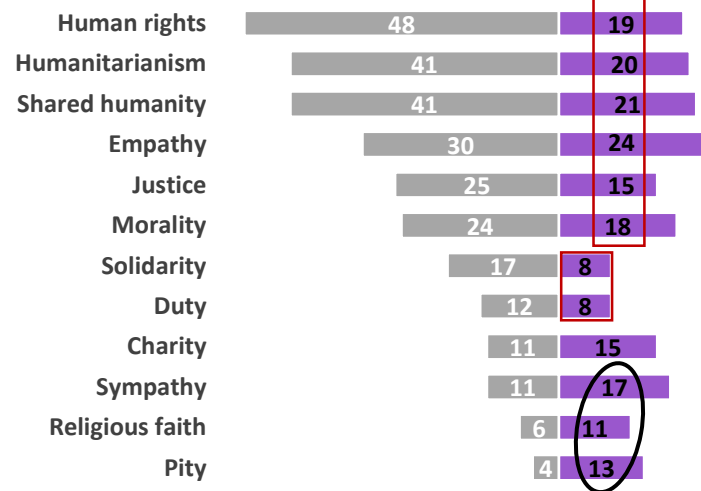
Developing Countries Capability



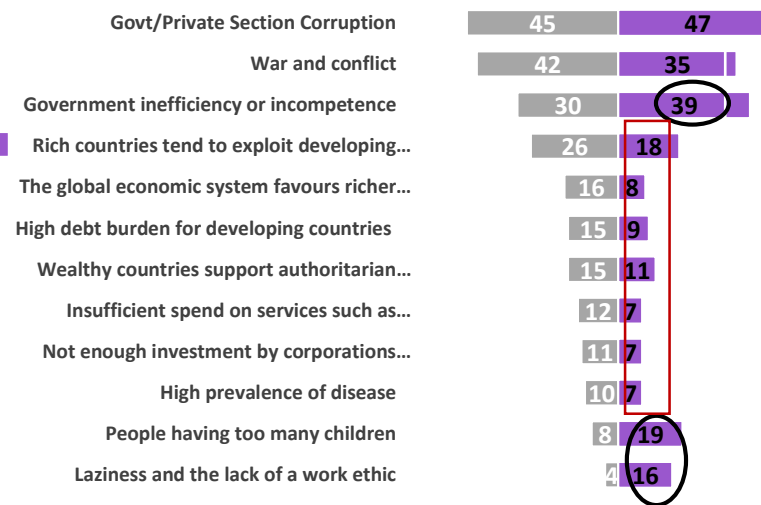
Trust – Top 10 Rating



Reasons to help Developing Countries



Causes of Poverty in Developing Countries

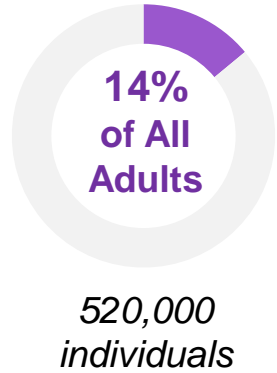


Irish Government Support Priorities

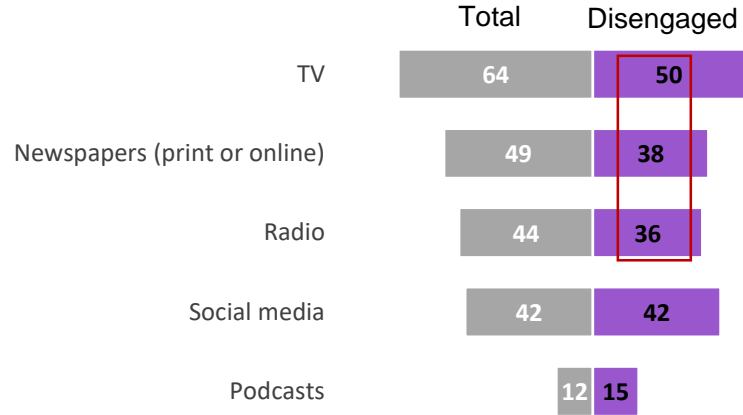


Rather unsympathetic to the notion of helping developing countries, Nationalists essentially believe that developing countries lack the capability to progress, with a belief that Government incompetence and the irresponsible behaviour of citizens in these countries are the root causes of poverty there.

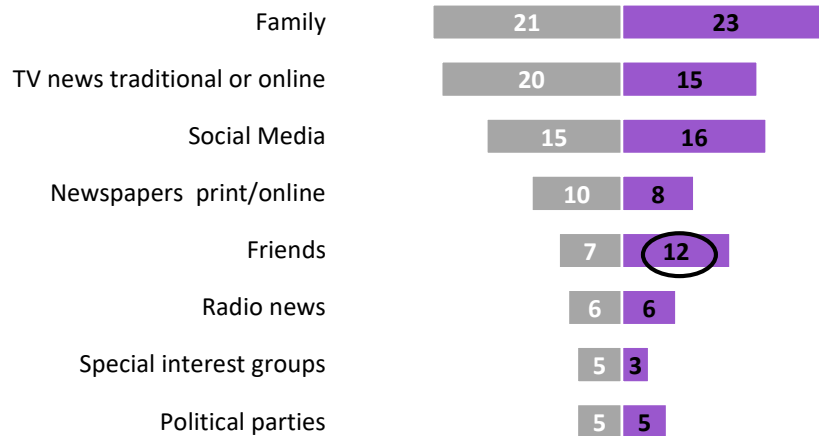
Disengaged – How do we target them?



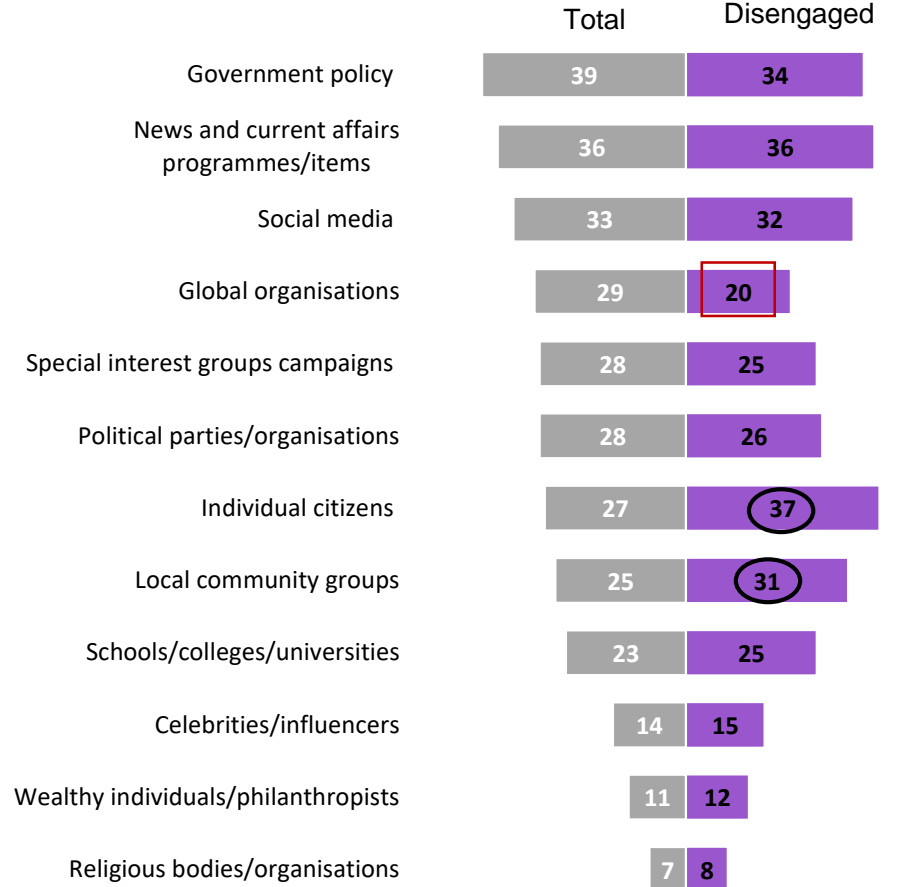
Most Frequently Used for News/Information



Greatest Influence on Views & Opinions



Most influential Prompting Social Change



In general, Nationalists are the most disengaged of all segments from mainstream media, resulting in a growing reliance on friends and family as their key source of information. This segment tends to have more belief in people power – individual citizens and local community groups – prompting social change.