

Worldview

Dóchas Public Engagement Survey Findings

19th March 2024

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**Be Sure.
Delve Deeper.**



Introduction



This report presents the topline findings from a large scale quantitative survey.



Survey results are based on a sample of 2,515 adults aged 18+, quota controlled in terms of age, gender, socio-economic class and region to reflect the profile of the adult population of the Republic of Ireland.



All interviewing was conducted via B&A's Online Panel.



Fieldwork on the latest wave was conducted from the 17th October to 13th November 2023.

Worldview Research Objectives

The project is broken down into several parts:

- A. **Desktop** research into what data and research already exists in relation to this topic in Ireland and abroad, and how can it feed into and inform what we are aiming to achieve through this piece of work.
- B. **Audience segmentation** data and analysis which will be used to profile the Irish public. This research will be used to identify and to segment the audience into clearly defined and usable groups.
- C. **Annual survey** to understand Irish attitudes, behavioural engagement with development cooperation, drivers of support, and the levers to change attitude and behaviour.
- D. **Focus groups** (based on the segmentation survey 2023) to discern:
 1. the current beliefs and motivations of the Irish public in relation to overseas development aid;
 2. the communication content, style and channels that are likely to enhance support for overseas development aid; and
 3. how these vary from one audience group to another.
- E. It's possible to **test out various ways of engaging** with different target audiences to communicate the importance of international development cooperation and how it can have a hugely positive impact not only on people in other countries but on us as a society.

This project will continue over a five-year period in order to build knowledge of our audience and how best to engage with them.



Segments Background & Context



Why create a segmentation of the population?

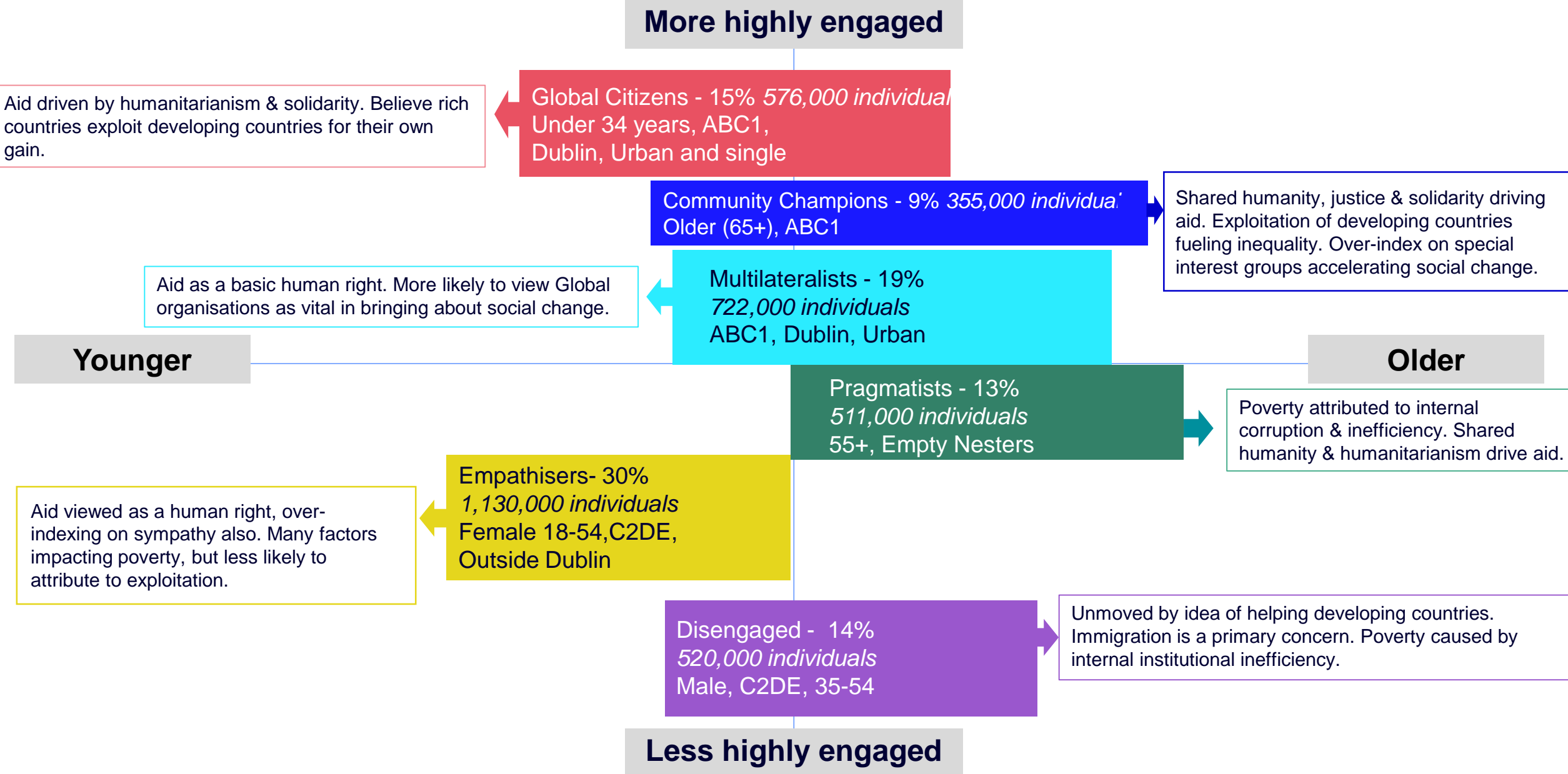
Overall, segmentation research is a **critical tool** for organizations looking to **understand their audiences better**.

More effective communication: By identify the **most effective communication channels** and messaging for different segments, allowing them to **tailor their communication** to the needs and preferences of each segment.

And by focusing on the needs and preferences of specific segments, organisations can create more **customized offerings that attract interest** and hence generate **higher engagement and positive support**.

Overall, it can improve marketing effectiveness, and drive donations and competitive advantage.

The Segments – Overview





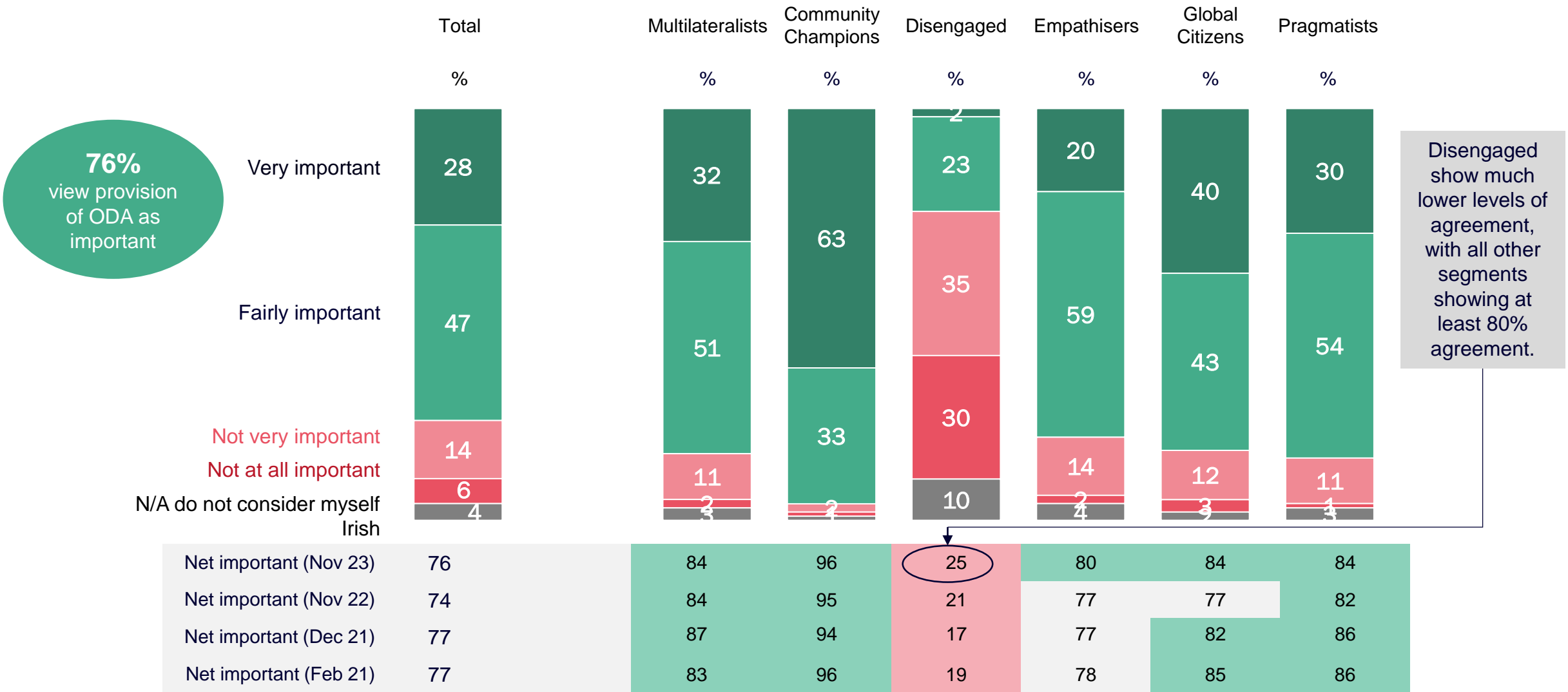
Overseas Development Aid



Importance of Irish Government providing overseas aid x Segments

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

■ Statistically higher than total
■ Statistically lower than total

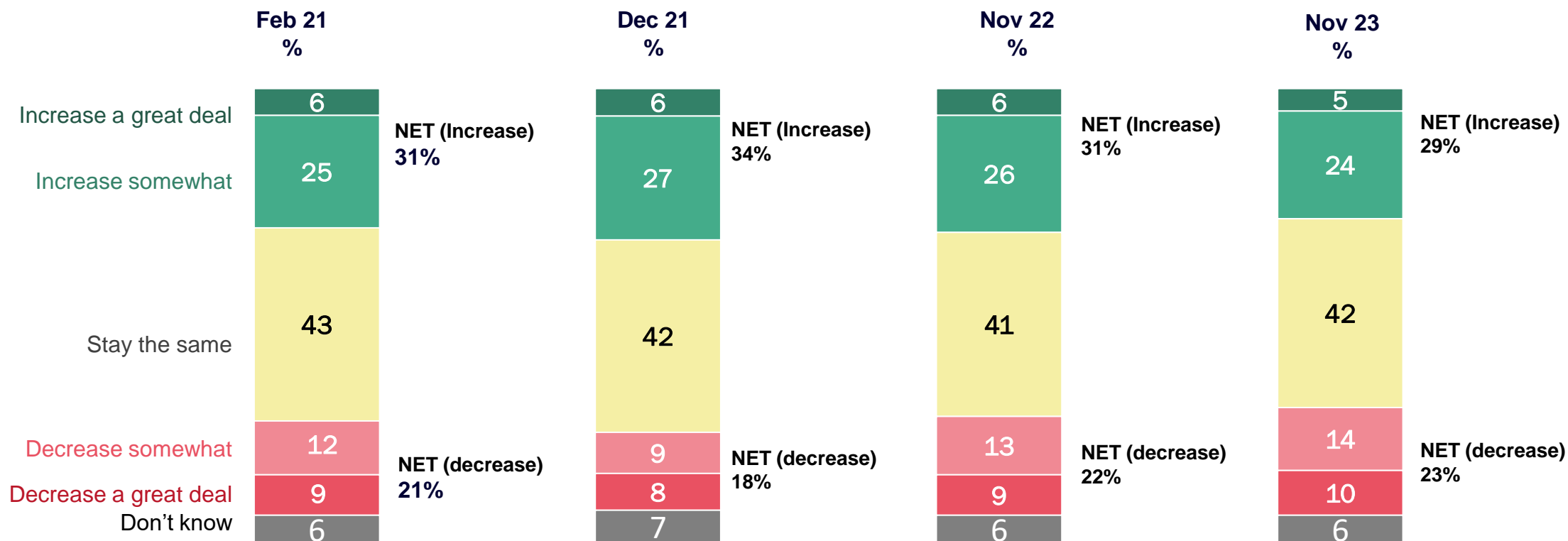


76%
view provision of ODA as important

Disengaged show much lower levels of agreement, with all other segments showing at least 80% agreement.

29% believe ODA spending should be increased, 42% believe it should stay the same

Base: All Adults aged 18+ years- 2,515 (Nov 22 N – 2,501; Dec 21 N – 2,026; Feb 21 N – 3,008)



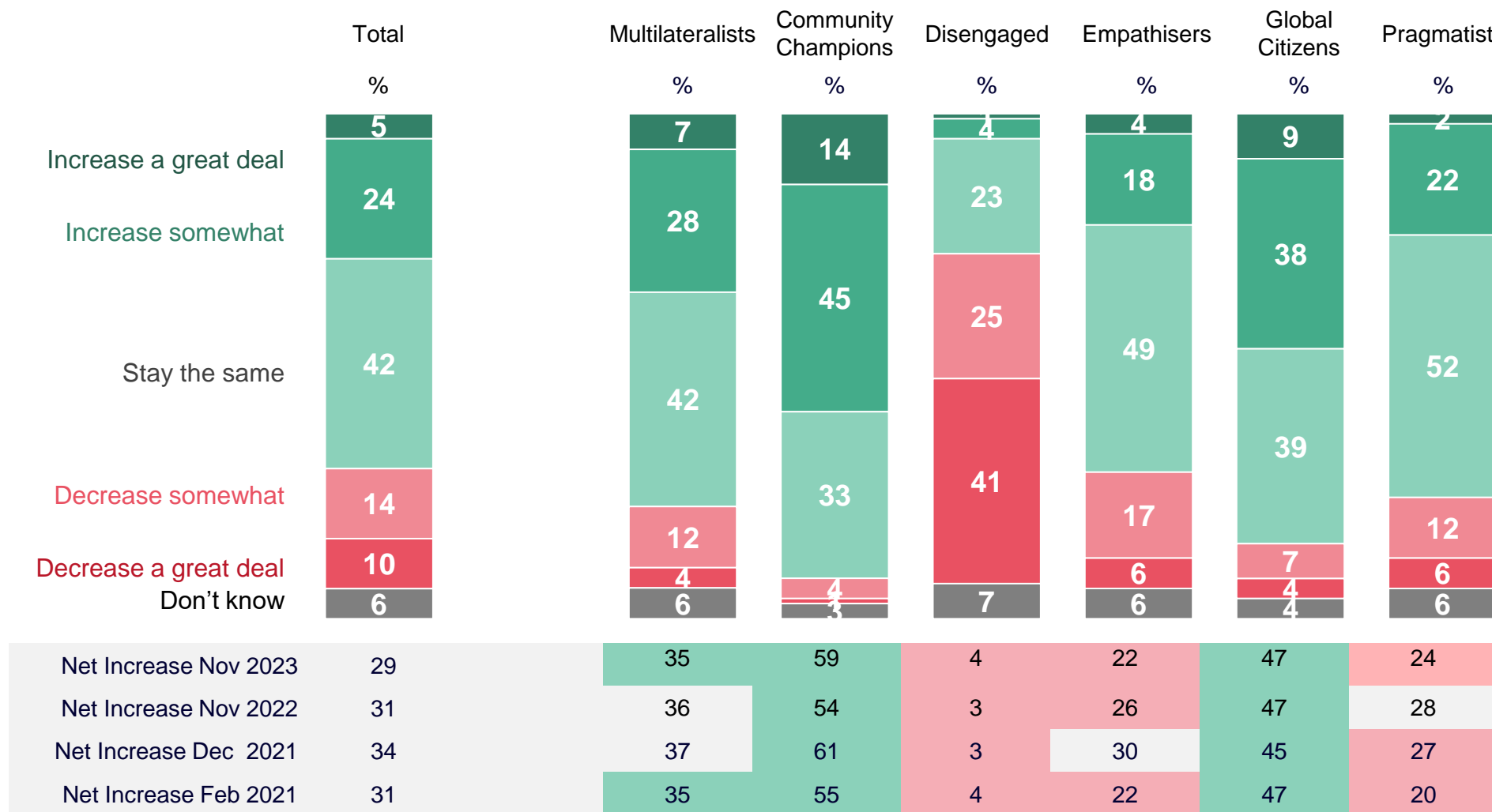
There has been a continued reduction in appetite to spend more, paired with an increase in those believing there should be a reduction in spending. Community champions are the only segment showing increased appetite to increase government spend on ODA.

Extent the Irish Government should increase or decrease the amount of money it spends on overseas aid x Segments

■ Statistically higher than total
■ Statistically lower than total



Base: All Adults aged 18+ years- 2,515 (Nov 22 N – 2,501; Dec 21 N – 2,026; Feb 21 N – 3,008)



The only segment showing an increased appetite to increase Government spend on overseas aid is community champions

Q.32 Do you think that the Irish Government should increase or decrease the amount of money that it spends on overseas aid to developing countries?

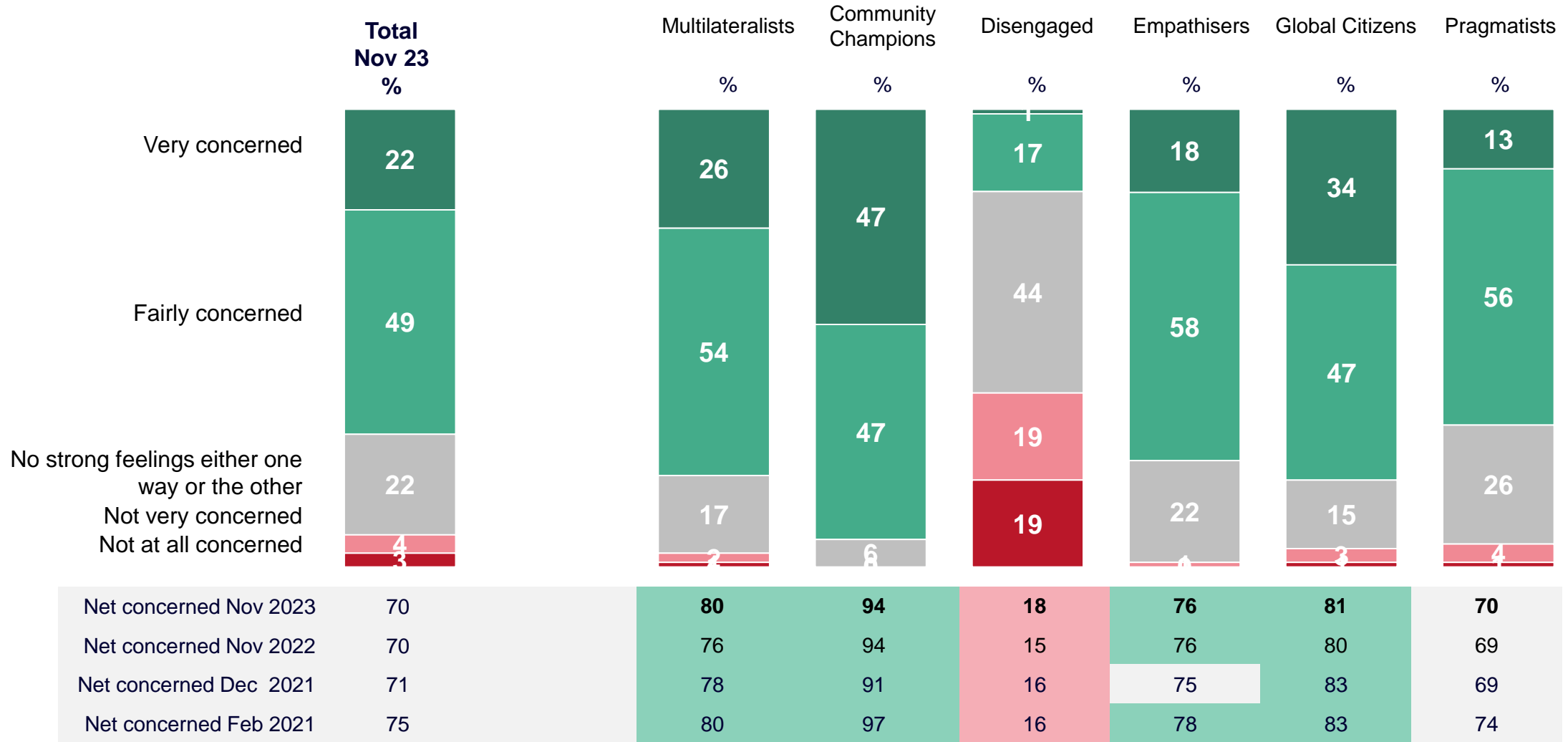


Concern around levels of Poverty in Developing Countries x Segments



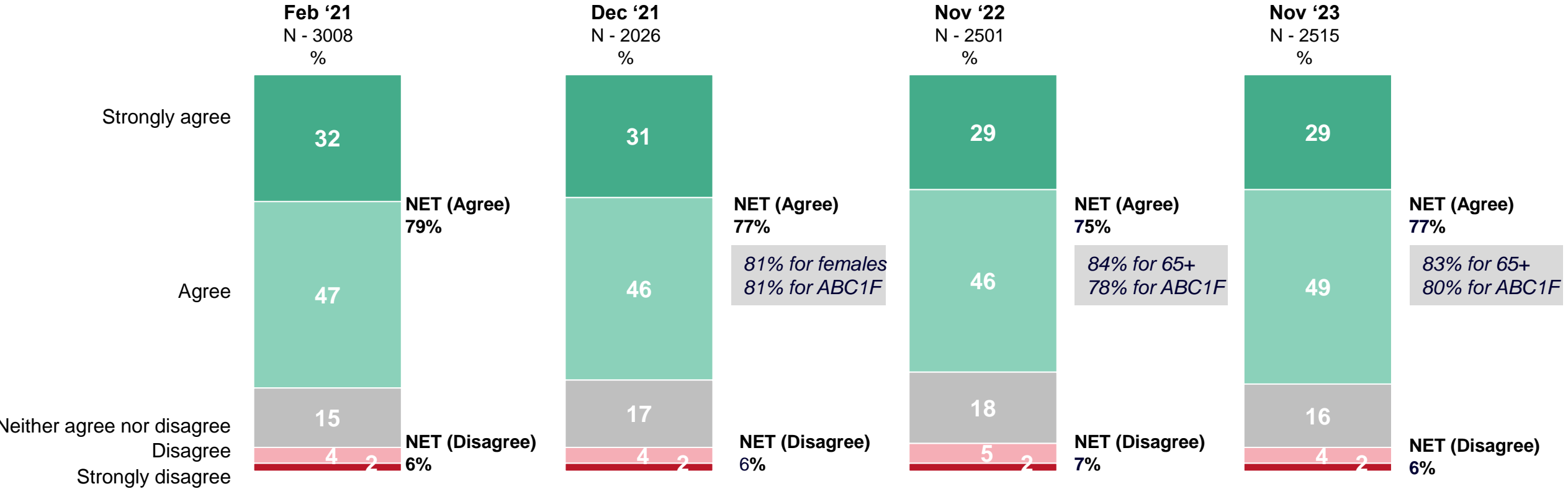
Base: All Adults aged 18+ years- 2,515 (Nov 22 N – 2,501; Dec 21 N – 2,026; Feb 21 N – 3,008)

■ Statistically higher than total
■ Statistically lower than total



77%, over 3 in 4 people, agree that ODA can help bring about positive change for those living in developing countries

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



There has been minimal movement across previous waves in terms of agreement that overseas aid can bring about positive change to those living in developing countries. 3 in 4 agree, with stronger agreement among those over 65 and ABC1s.

Main causes of poverty in developing countries

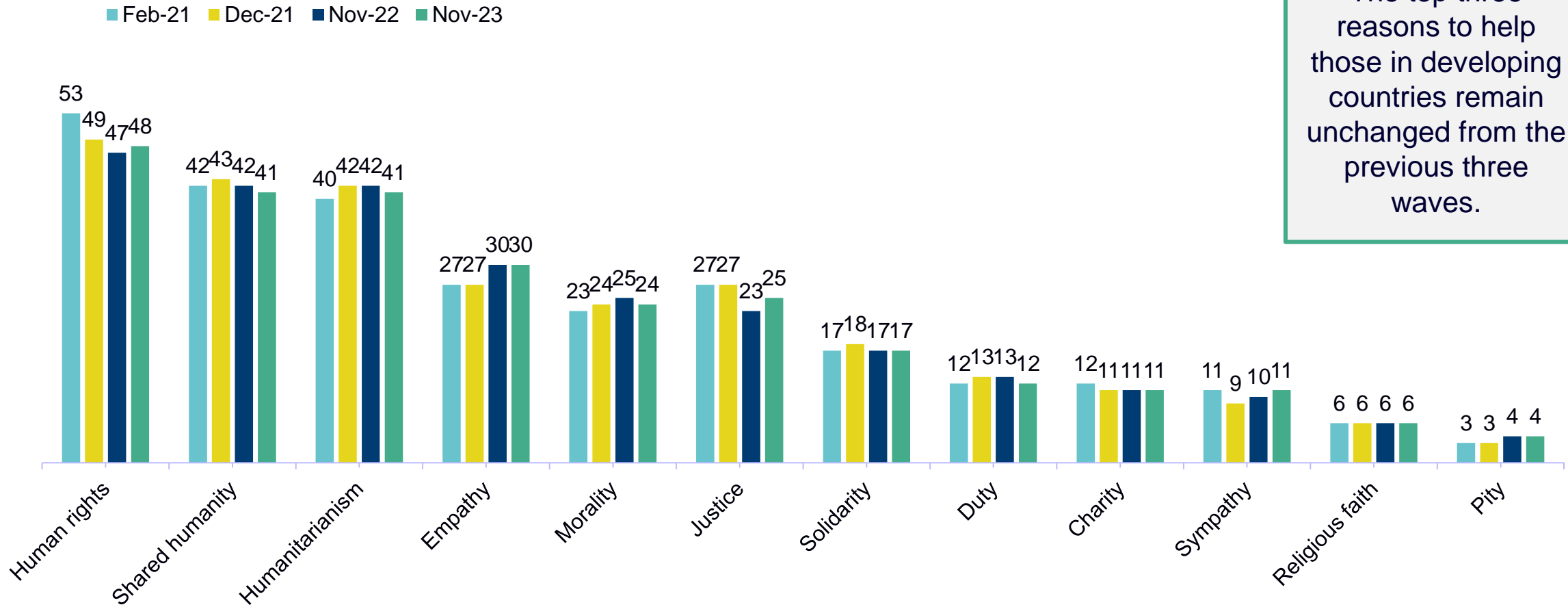
Base: All Adults aged 18+ years- 2,515 (Nov 22 N – 2,501)



The main causes of perceived poverty in developing countries remain similar to November '22, with Government and Private Sector corruption in these countries, war and conflict, and Government inefficiency or incompetence remaining the top three perceived main causes. This speaks to a lack of understanding of ODA.

Most Important Reasons to Help those in developing countries

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

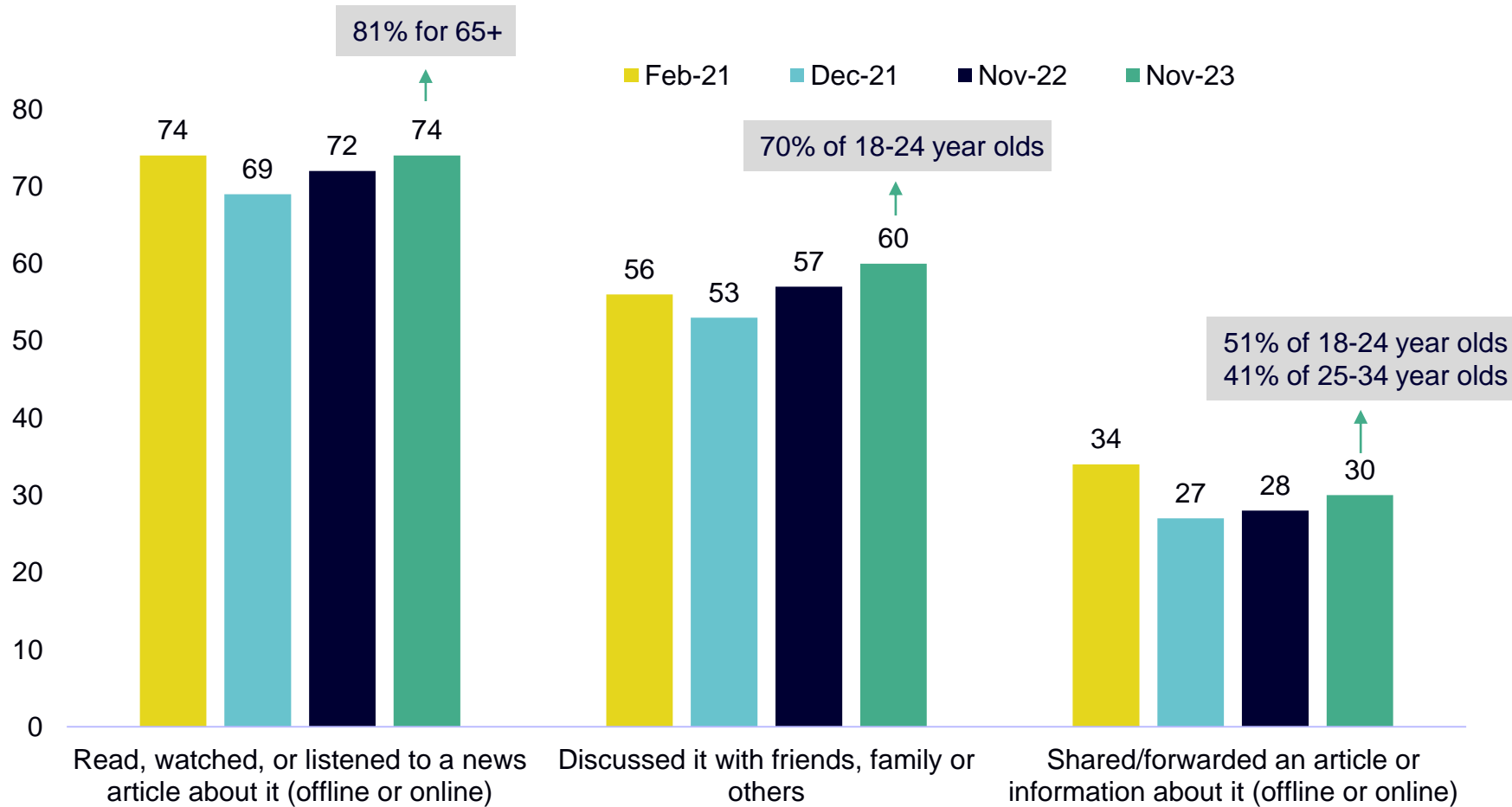


The top three reasons to help those in developing countries remain unchanged from the previous three waves.

The previously stated steady decline in relation to human rights has reversed with an increase (albeit slight) seen in November 2023.

Actions taken in relation to global poverty & development in past 12 months

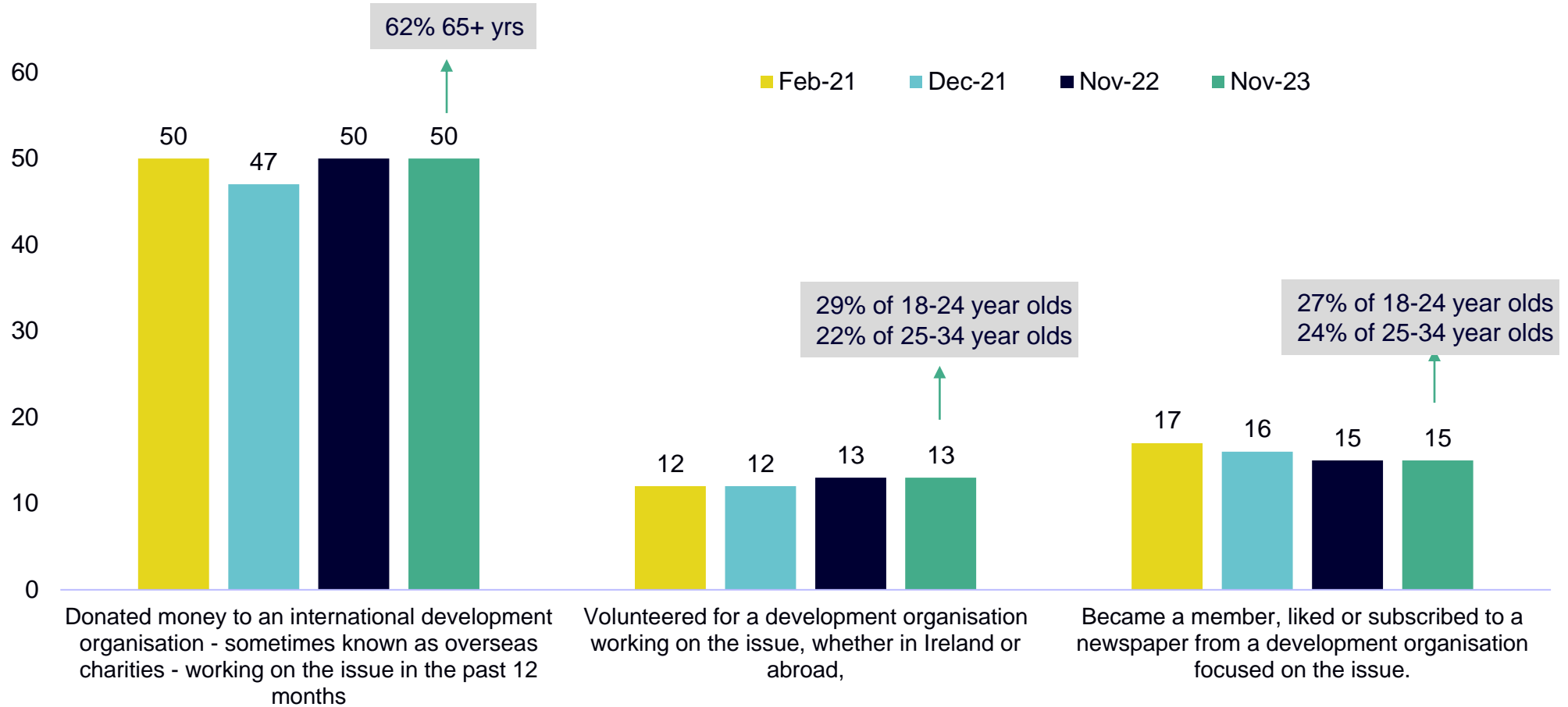
Base: All Adults aged 18+ years- 2,515 (Nov 22 N – 2501; Dec 21 N – 2,026; Feb 21 N – 3,008)



Since December 2021, we have seen increased action across all three metrics, with reading/watching/listening to news articles being the most cited, with older people more likely to cite this. Younger people are more likely to discuss and share stories relating to global poverty.

Actions taken in relation to global poverty & development in past 12 months

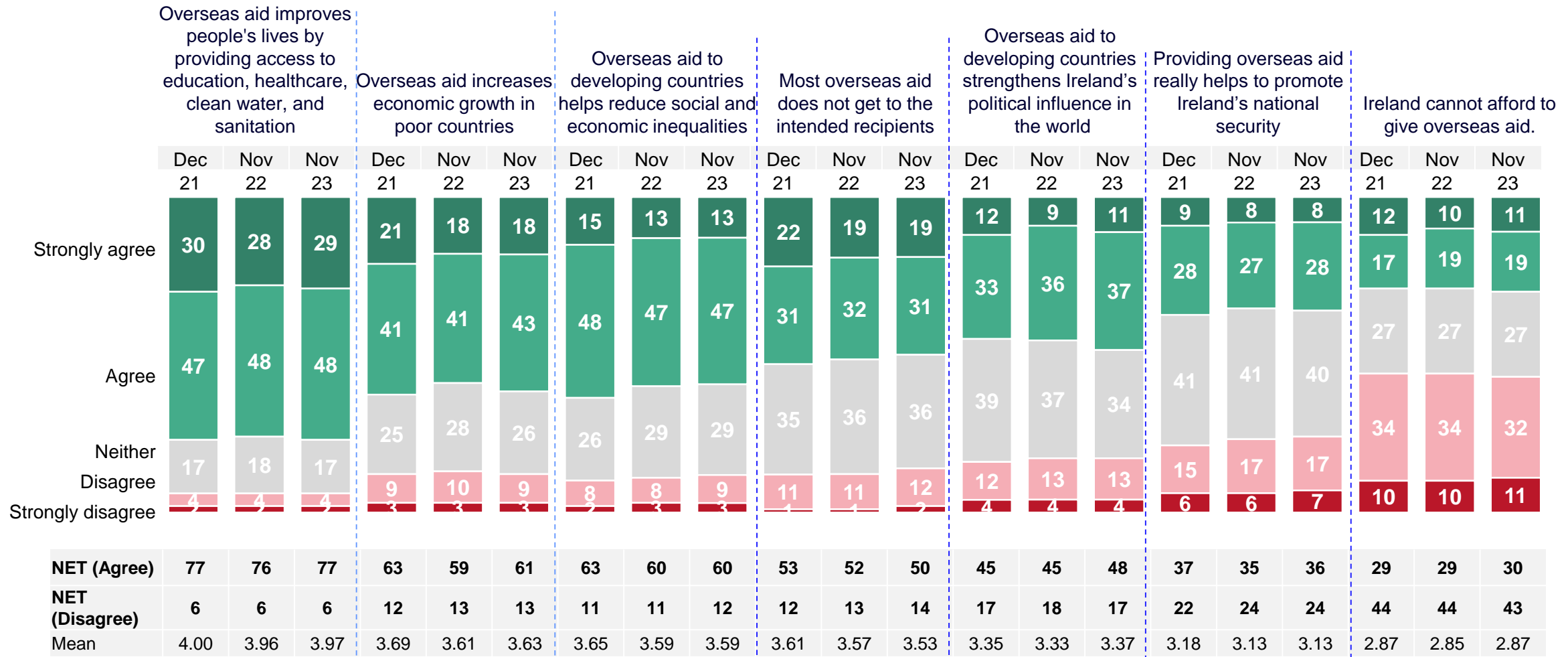
Base: All Adults aged 18+ years- 2,515 (Nov 22 N – 2501; Dec 21 N – 2,026; Feb 21 N – 3,008)



Following an increase in 2022, cited donations have remained steady. The War in Ukraine and the conflict in Gaza have likely attributed to this.

Agreement levels about aid from the Irish Government

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



Agreement has remained stable compared to 2022, albeit there has been an increase in agreement that overseas aid strengthens Ireland political influence. The strategic side of aid is becoming more recognised.



What Informs and Influences these Attitudes on Overseas Development Aid



The Top 3 Most Important Issues Facing Ireland are health services, (up 6%), House prices (up 2%), and now in third place, household bills (down 13%).

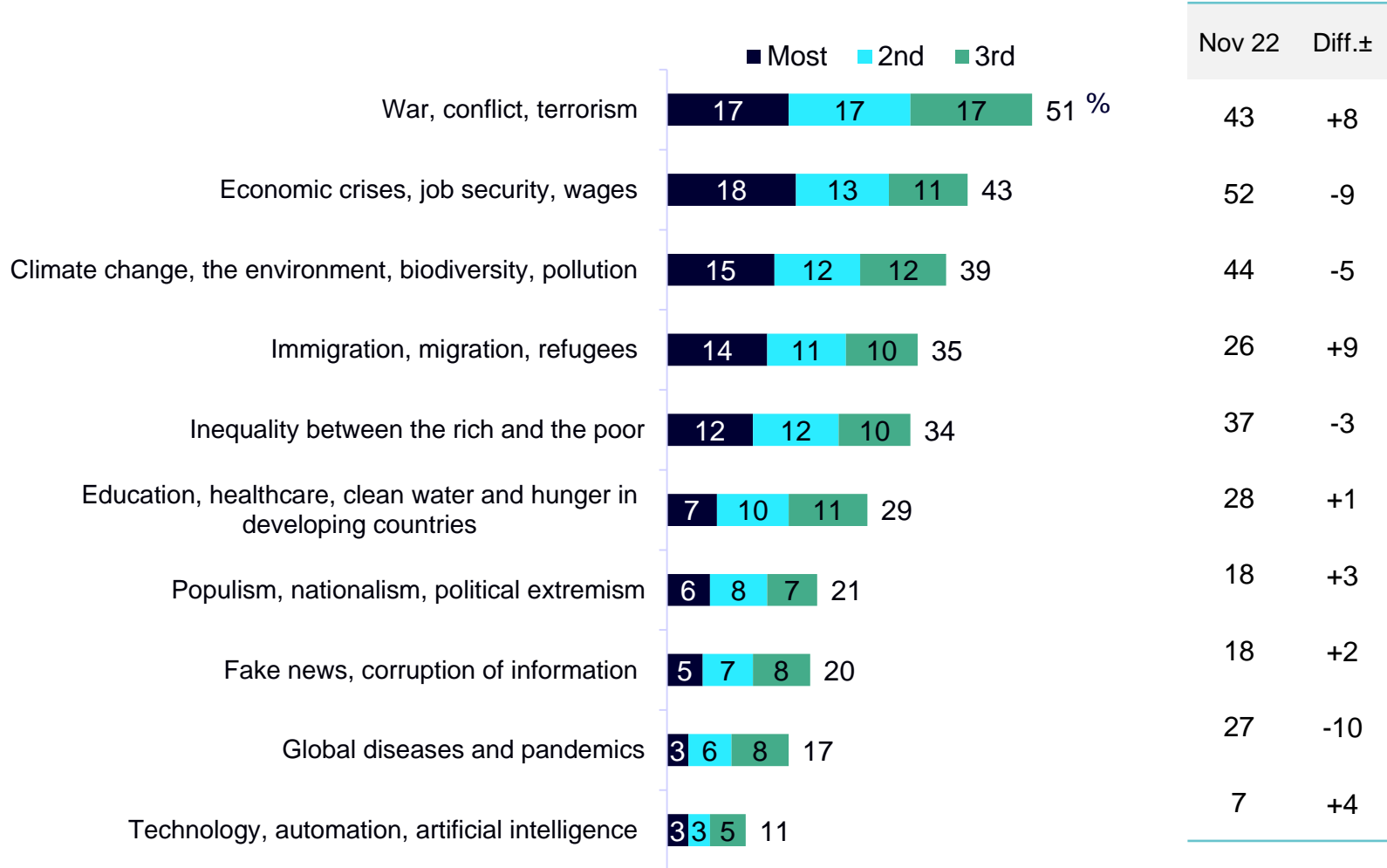
Base: All adults aged 18+ years- 2,515 (Nov 22 N 2,501)



Note the increase in concerns surrounding immigration, *almost doubling* since Nov '22.

Issues of Personal Concern

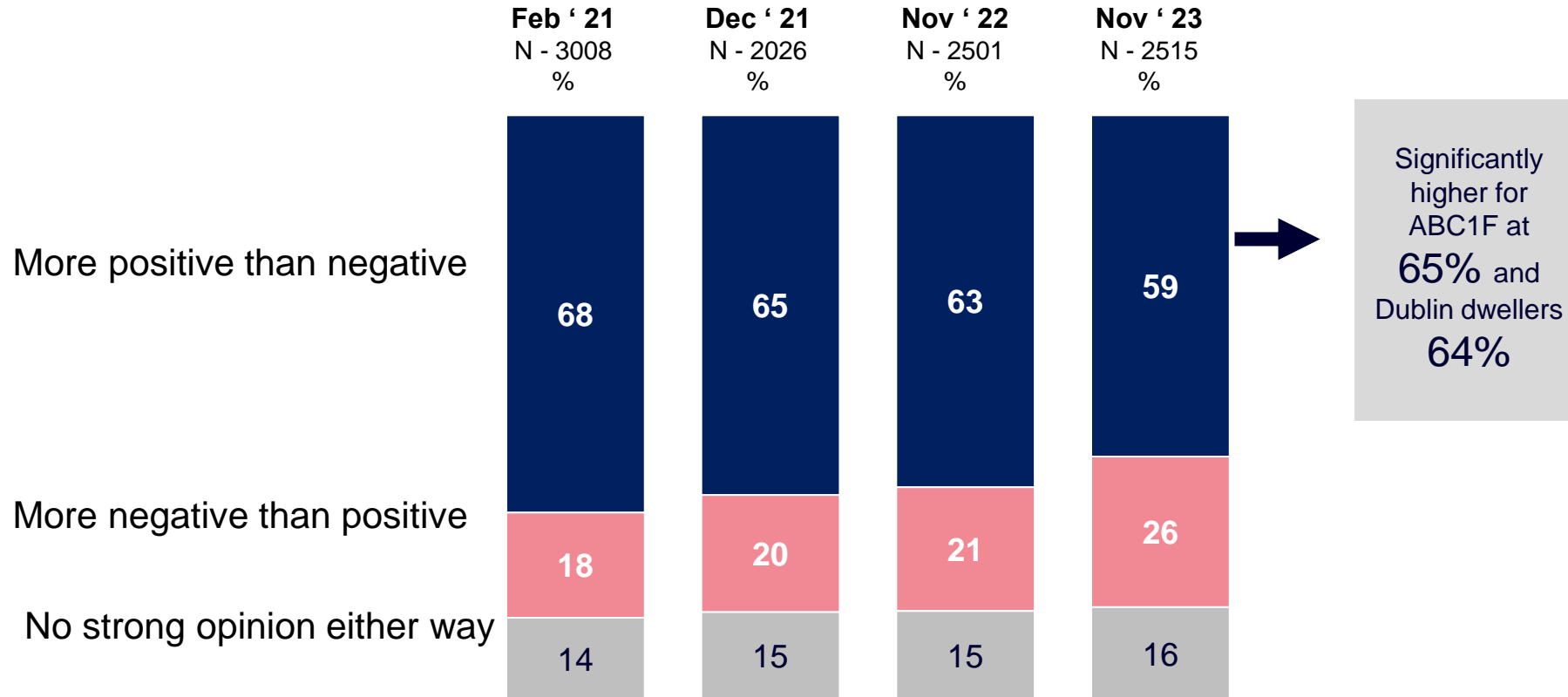
Base: All adults aged 18+ years- 2,515 (Nov 22 N 2,501)



War has become the most cited personal concern for over half of the population, increasing by 8%points. Economic worries have reduced as well as concerns surrounding climate change. Immigration has now risen to the fourth most cited concern with 14% noting this is their number one concern. Concerns relating to global diseases and pandemics has continued to decrease as covid becomes a distant memory.

Views on growing diversity and multi-culturalism in Ireland

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



Much like in Nov '22, we see a growing negative view on growing diversity and multi-culturalism in Ireland. Though slight, there does appear to be a growing negative view towards the changes seen in Ireland in recent times. This negativity is being driven more so by working classes.

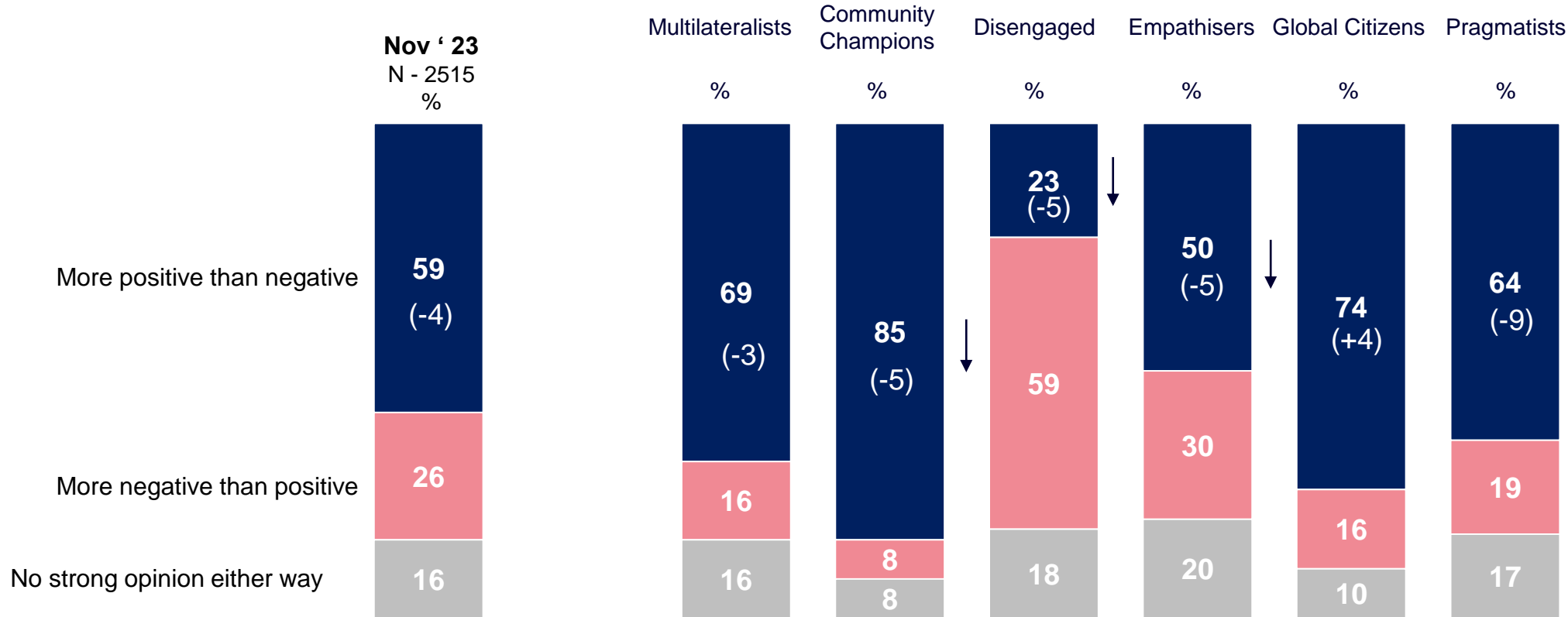
Q.5 Ireland has changed quite significantly over the last 10 to 20 years from being an historically white Catholic country to a more diverse and multi-cultural country. Would you say these changes have been more positive or more negative for Ireland?



Views on growing diversity and multi-culturalism in Ireland x Segments

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

■ Statistically higher than total
■ Statistically lower than total



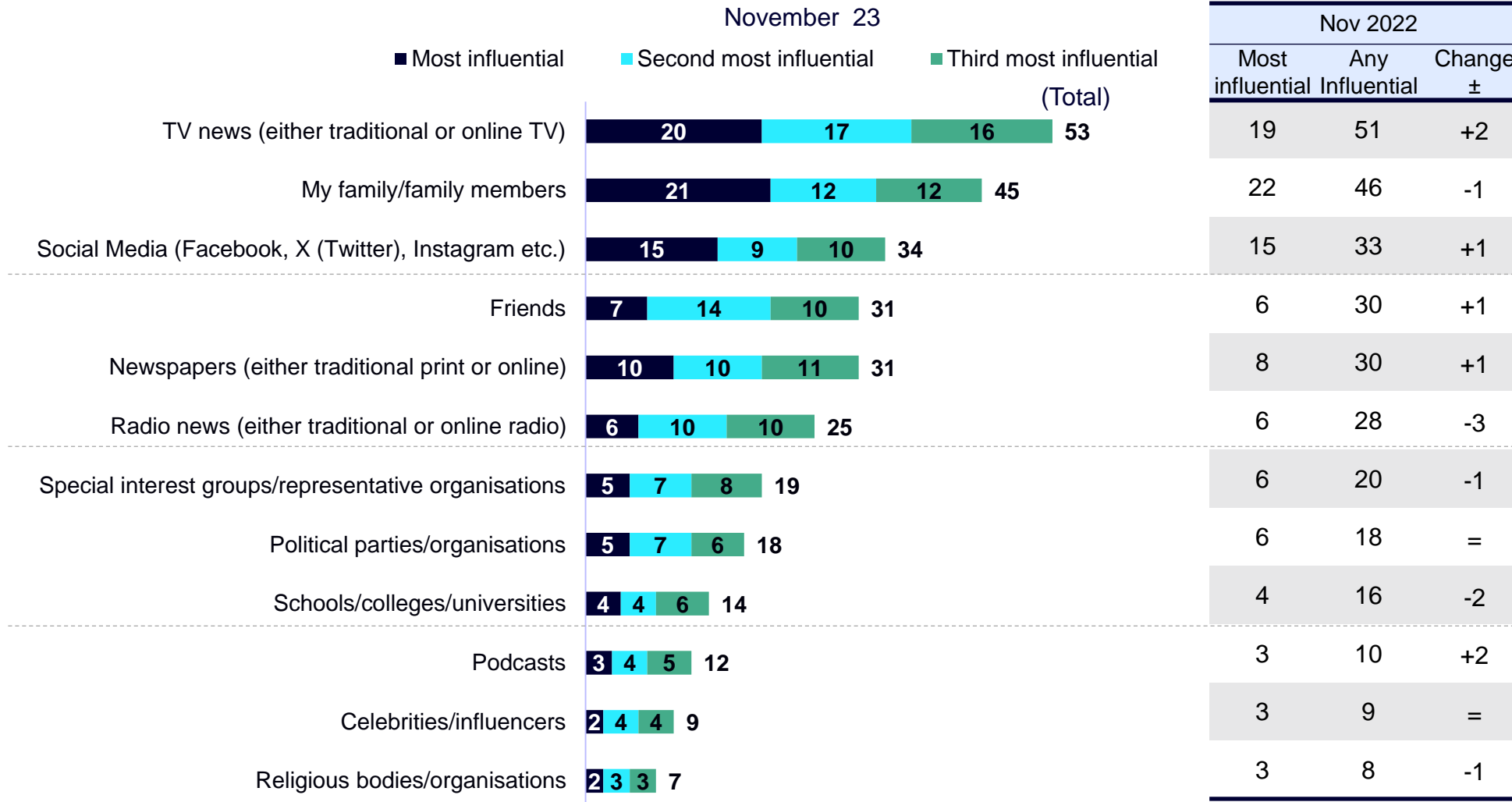
Reductions in positivity seen across all segments bar global citizens, with pragmatists showing the largest reduction

More positive than negative Nov 2022	63	72	90	28	55	70	73
More positive than negative Dec 2021	65	75	85	21	57	76	72
More positive than negative Feb 2021	68	74	87	30	55	79	76

Q.5 Ireland has changed quite significantly over the last 10 to 20 years from being an historically white Catholic country to a more diverse and multi-cultural country. Would you say these changes have been more positive or more negative for Ireland?

Greatest influence on views and opinions of key issues

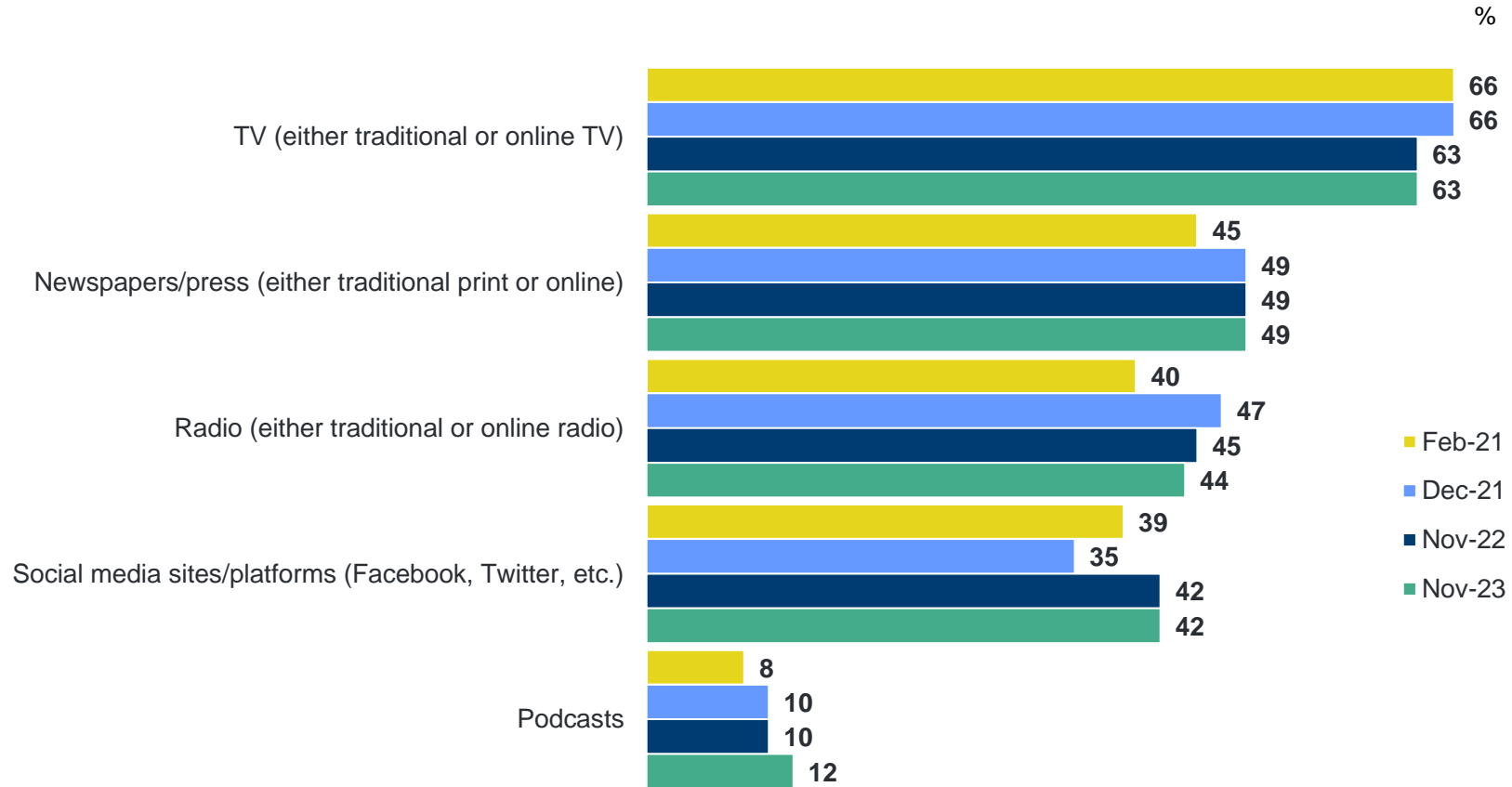
Base: All Adults aged 18+ years- 2,515 (Nov 22 N – 2501)



The same top three sources remain the same as Nov '22. Radio is showing a decrease in influence though it remains positioned in 6th.

Sources for news and information

Base: All adults aged 18+ years- 2,515 (Nov 22 N 2,501; Dec 21 N 2,026; Feb 21 N – 3,008)

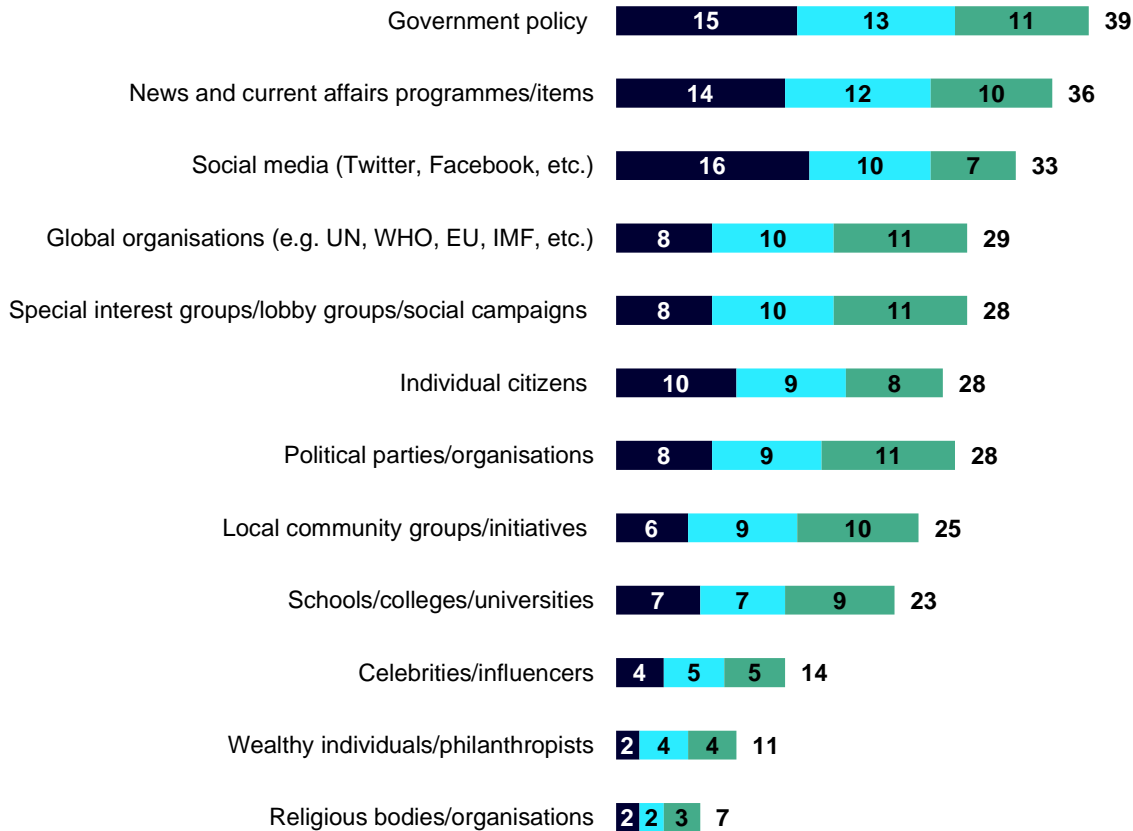


The majority of source usage has remained steady with the exception of newspapers (decreasing by 5% pts).

Most influential in bringing about social change

Base: All adults aged 18+ years- 2,515 (Nov 22 N 2,501)

■ Most influential ■ Second most influential ■ Third most influential

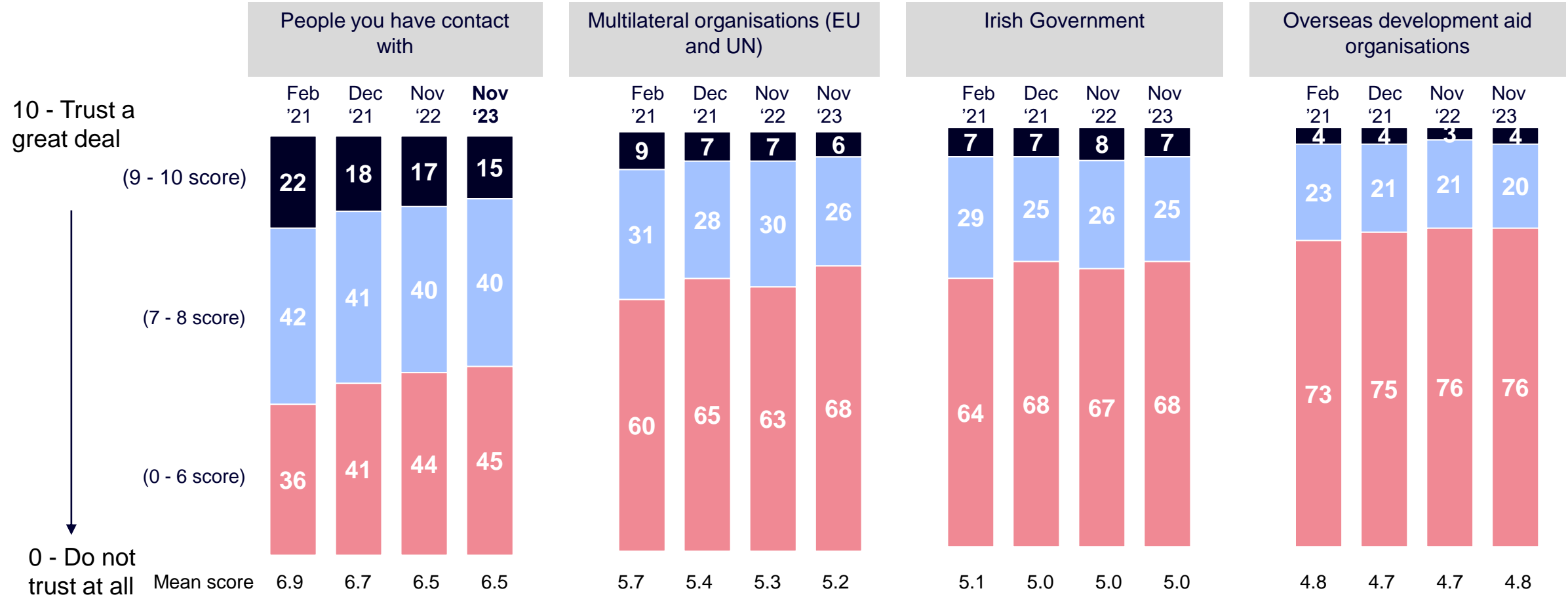


	2022 Most influential	2022 Any Influential	Change Nov 23 vs Nov 22 ±
	%	%	%
Government policy	14	41	-2
News and current affairs programmes/items	14	35	+1
Social media (Twitter, Facebook, etc.)	16	30	+3
Global organisations (e.g. UN, WHO, EU, IMF, etc.)	9	30	-1
Special interest groups/lobby groups/social campaigns	9	29	-1
Individual citizens	10	28	=
Political parties/organisations	7	26	+2
Local community groups/initiatives	6	26	-1
Schools/colleges/universities	6	21	+2
Celebrities/influencers	4	15	-1
Wealthy individuals/philanthropists	3	12	-1
Religious bodies/organisations	2	7	=

Government policy and news and current affairs programmes remain the top two most influential organisations/approaches influencing social change. Social media has continued to increase year-on-year, with 1 in 3 viewing it as influential (almost half of these note it is the most influential).

Trust levels attributed to multilateral agencies

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



Over time we see that all trust levels have decreased or, in the case of the Irish government and overseas development aid, remained relatively steady (albeit at a lower trust level to start with).

Impact of institutions on reducing poverty in poor countries

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

Mean Score (1 to 10)



It is interesting to note that there has been a growth in recognition of the impact an individual can make, paired with a reduction in perceived impact across all listed institutions (Note, Irish Government impact remains stable).

However, the overall evaluation of individual impact remains at the bottom of the list, with institutions continuing to garner more influence, regardless of reductions.



Key Take-outs



Key Take-Outs

1

The breadth of data points enables us understand and track what constitutes people's worldviews

2

The Worldview Research allows us to test assumptions

3

It provides a blueprint to target new audiences via its segmentation of society, facilitating deeper targeting

Thank you.

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