

RESEARCH & INSIGHT

Public Engagement Webinar

5th April 2022

Prepared for:

dóchas

The Irish Association of Non-Governmental Development Organisations

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Introduction

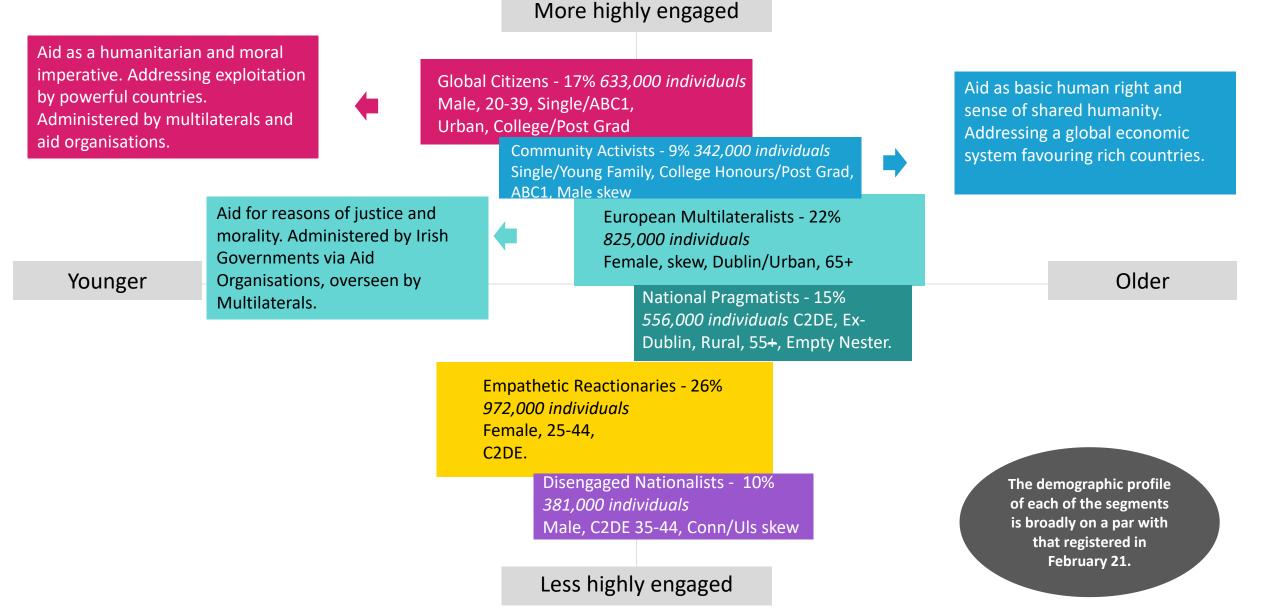
- An online quantitative survey was undertaken with 2,026 adults aged 18+ years.
- The sample was quota controlled on gender, age, socio-economic status and region.
- 1,497 of the original 3008 respondents from the first study were re-interviewed with 529 additional respondents recruited to take part this wave.
- A new section on innovative positionings was added this wave.
- Fieldwork was undertaken between 20/10/2021 to 02/12/2021.





Segments - Demographic Overview





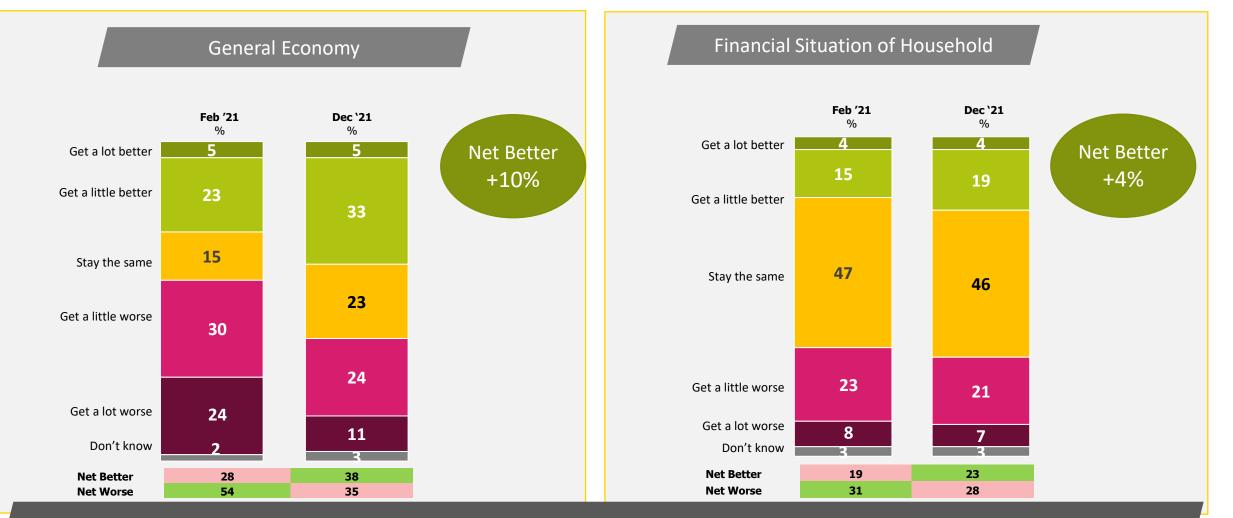
General Economy/Financial Situation over next 12 months

Statistically higher than Feb 21 Statistically lower than Feb 21



Base: All Adults (Feb 21 N - 3,008; Dec 21 N - 2,026)

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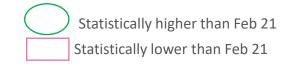


People's perception of the general economic situation in Ireland has vastly improved since February with the net better as opposed to worse being +10%. However, people are more sceptical about their own financial household situation with 28% believing it will be worse, 23% believing it will be better with 46% believing it will remain the same over the next 12 months. However, the negative gap has reduced here too, with respondents more positive on balance.

Q.56 How do you think the general economic situation in Ireland will develop over the next 12 months? Q.57 How do you think the financial situation of your own household will change over the next 12 months?

The Top 3 Most Important Issues Facing Ireland

Base: All Adults (Feb 21 N - 3,008; Dec 21 N - 2,026)





	Feb	21 %	Dec '21	% Change ±
Health Services/Hospitals		34		42 +8
Covid / Coronavirus Pandemic		61		39 -22
House prices/Cost of Rent/ Mortgage Repayment Rates	17			35) +18
The homeless situation/Lack of Local Authority Housing	21		25	+4
Sustainability / Environmental issues / Climate change	14		23	+9
Mental health	21		18	-3
Getting the economy back on track	25		17	-8
Crime/Law and Order	8			+4
Brexit			10	-7
Ageing population/Pensions	5		9	+4
Rural decline	6		8	+2
Unemployment/jobs				-6
Work/Life balance	6		7	+1
Stable Government	8		7	-1
Childcare	<u>.</u>			+3
Education	7		6	-1
Immigration	4		5	+1
Infrastructure (roads, transport,etc.)	<mark>.</mark> 2			+2
Financial support for businesses/Workers most affected by Covid	12		4	-8
Access to decent broadband	3		3	- +1
Overseas aid for developing countries	1			-1
Racial inequality	3		2	-1
The ability to work from home	3		2	-1

Not surprisingly, Covid, while still in the top 3 most important issues facing Ireland has subsided in terms of importance. The areas of housing and sustainability have increased in terms of importance. Community Activists and Global Citizens significantly over index on sustainability/ climate change. Community activists also over index on homelessness.

Strong sense that the pandemic has encouraged people to become more inward looking

- This is a trend that was in evidence prior to the pandemic, with issues like the housing crisis/homelessness/mental health provision in Ireland high on people's radars to begin with.
- However during the pandemic, we became very focused on ourselves and the immediate issues we were facing (initially the pandemic itself, then how the health service was coping with it)
- Many people felt they didn't 'have the band width' to cope with much more than getting through the crisis, so they actively monitored the content they were consuming, avoiding other bad news, skipping over distressing content, seeking out feel good topics instead to distract themselves

People feel a degree of guilt about this, particularly Community Activists/Global Citizens, but equally they don't feel like they could have done anything else in the circumstances. At the time of speaking to consumers, they were still in this mindset to some degree



Issues of Personal Concern

Base: All Adults (Feb 21 N - 3,008; Dec 21 N - 2,026)

Any Importance Dec 21 vs Feb 21



Change

+8

-9

-9

+1

+6

+1

+1

=

-1

+3

			Any Importance Dec	21 vs Feb	21	
	Dec '21	Ranked on importance in Feb 21		Dec-21	Feb-21	(
Climate change, the environment, biodiversity, pollution	Most ≥ 2nd ≥ 3rd (Total) 21 16 14 51	3	Climate change, the environment, biodiversity, pollution	51	43	
Global diseases and pandemics	17 16 14 47	1	Global diseases and pandemics	47	58	
Economic crises, job security, wages	15 13 14 42	2	Economic crises, job security, wages	42	51	
Inequality between the rich and the poor	12 13 11 36	4	Inequality between the rich and the poor	36	35	
Education, healthcare, clean water and hunger in developing countries	10 13 13 36	5	Education, healthcare, clean water and hunger in developing countries	36	30	
Fake news, corruption of information	8 8 8 24	6	Fake news, corruption of information	24	23	
War, conflict, terrorism	5 8 9 22	7	War, conflict, terrorism	22	21	
Populism, nationalism, political extremism	5 6 7 18	8	Populism, nationalism, political extremism	18	18	
Immigration, migration, refugees	4 5 6 15	9	Immigration, migration, refugees	15	16	
		10	Technology, automation, artificial intelligence	9	6	
Technology, automation, artificial intelligence	334 10					

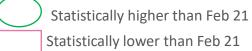
Climate/environment has increased in terms of personal importance, with global diseases/pandemics and economy still in the Top 3. Despite climate changing being the issue of highest personal concern, Education, healthcare, clean water and hunger in developing countries has become more important to Global Citizens and Community Activists.

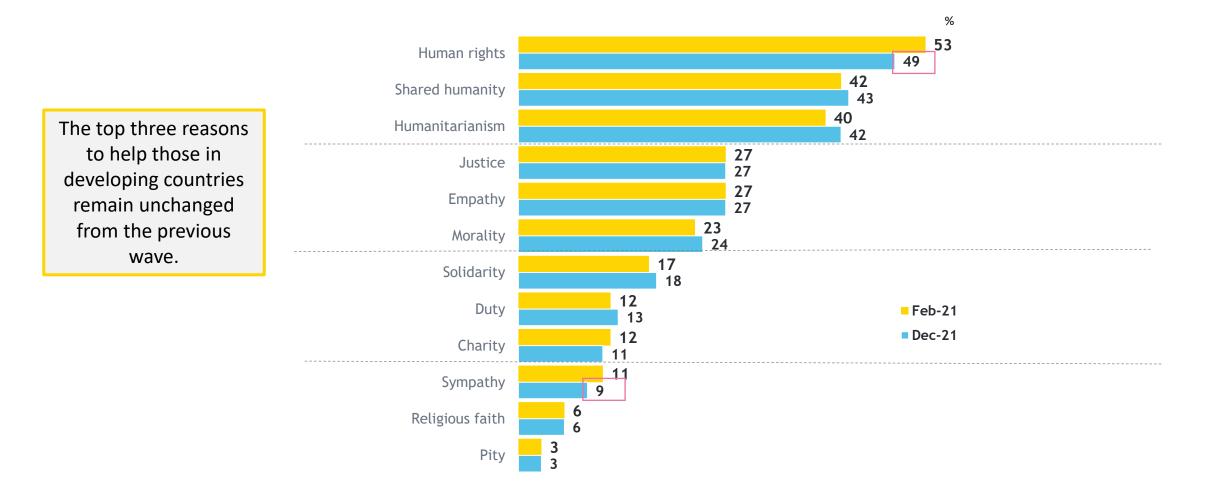
The Top 3 Most Important Reasons to Help those in developing countries



Base: All Adults (Feb 21 N - 3,008; Dec 21 N - 2,026)

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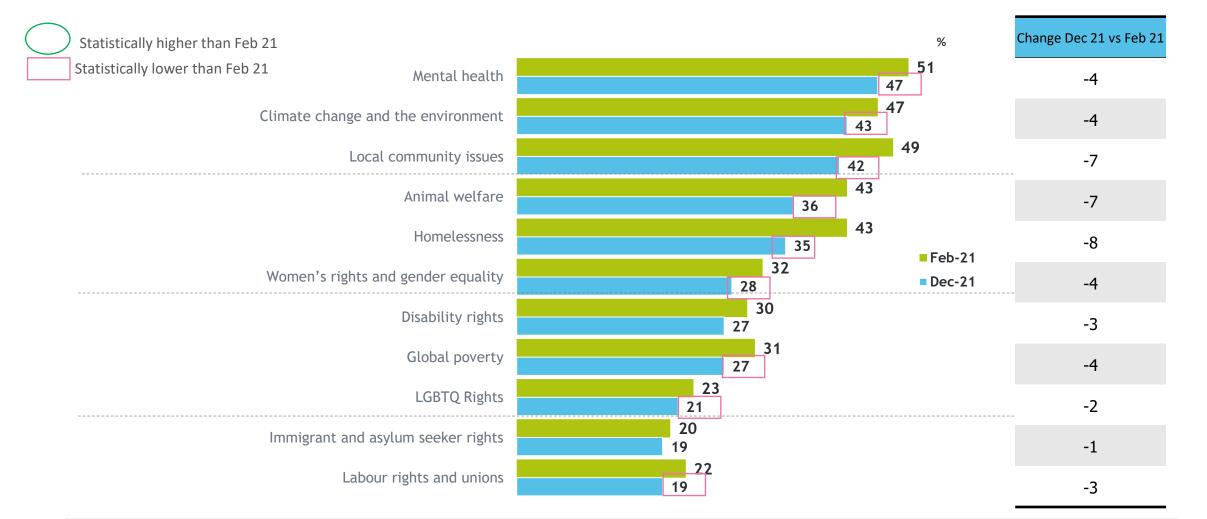


Q.6 Please select up to three words from the list below that best align with your own view of why we should help those in developing countries worse off than ourselves.

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Incidence of being active in causes over the last 12 months

Base: All Adults (Feb 21 N - 3,008; Dec 21 N - 2,026)



The relativities between the causes people have been active in over the last 12 months are broadly similar to the last wave. However, the level of activity over the last 12 months has decreased compared to the previous wave.

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2.8 Please indicate whether you have been in any way active in relation to the following issues or causes over the last 12 months J.212974 Dochas | Public Engagement Study | December 2021 | Confidential



Greatest influence on views and opinions of key issues

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Base: All Adults (Feb 21 N - 3,008; Dec 21 N - 2,026)

12

	Dec '21					1
				Feb 2021		
Most influential	Second most influential	Third most influential	Most	Any	Change	
TV news (either traditional or online TV)	21 15	(Total)	influential 21	56	-5	
		15 51	21	50	-5	
My family/family members	22 12	11 45	20	43	+2	
Newspapers (either traditional print or online)	8 10 13 31		8	30	+1	A slight drop on TV news and social media
Friends	<mark>6 15 9</mark> 30		5	27	+3	being influences on
Social Media (Facebook, Twitter, Instagram etc.)	12 9 9 30]	17	36	-6	views and opinions of key issues, albeit they
Radio news (either traditional or online radio)	6 10 10 26		6	26	=	remain within the top
Special interest groups/representative	7 8 8 23		7	22	+1	three most influential sources.
Political parties/organisations	5 6 8 19		6	20	-1	
Schools/colleges/universities	4 6 6 16		4	14	-2	
Podcasts	4 3 3 10		2	8	+2	
Celebrities/influencers	3 4 3 10		2	7	+3	
Religious bodies/organisations	2349		2	7	+2	

Statistically higher than Feb 21

Statistically lower than Feb 21

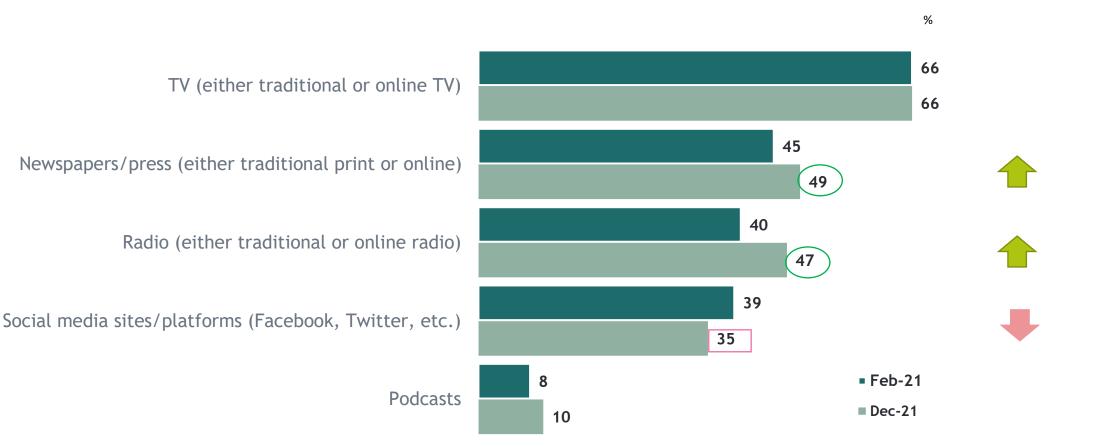
Q.10 Which of the following do you feel has the greatest influence on your views and opinions of the key issues of the day? J.212974| Dochas | Public Engagement Study | December 2021 | Confidential

Sources for news and information

Base: All Adults (Feb 21 N - 3,008; Dec 21 N - 2,026)

Statistically higher than Feb 21 Statistically lower than Feb 21





In terms of sources for news and information most frequently used, TV remains top, with newspapers/press (either traditional print or online) and radio receiving increased mentions this wave.



13

Main causes of poverty in developing countries

Base: All Adults (Feb 21 N - 3,008; Dec 21 N - 2,026)

(\bigcirc	Statistically higher than Feb 21
		Statistically lower than Feb 21



Feb 2021

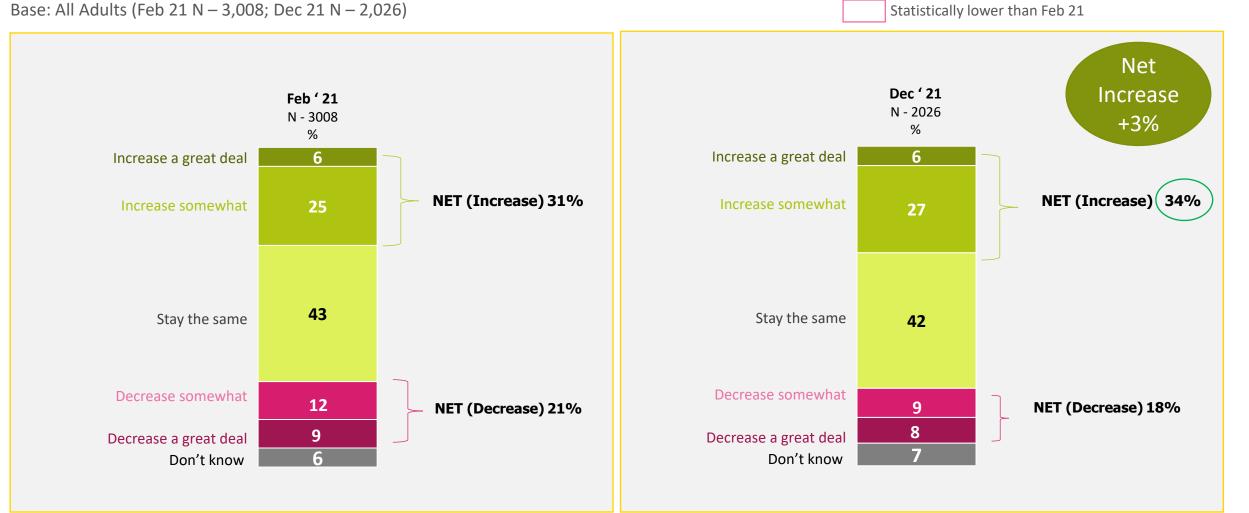
			100	2021
		%	Feb-21	Change ±
Government and private sector corruption in those countries		46	45	+1
War and conflict		40	39	+1
Government inefficiency or incompetence	33		31	+2
Rich countries tend to exploit developing countries	25		24	+1
Weak institutions in those countries (Judiciary, Parliament,	21		20	+1
The global economic system favours richer countries	17		17	=
Wealthy countries support authoritarian regimes for their own	16		17	-1
High debt burden for developing countries	15		14	+1
Insufficient spend on services such as health and education	13		14	-1
Poor levels of health in general	13 — 23% for 18-24 yrs		12	+1
Legacy of colonialism	12		11	-1
High prevalence of disease	11		9	+2
Not enough investment by corporations who prefer to invest in	10		11	-1
Land and climate isn't suitable for agriculture	10		8	+2
People in these countries keep having too many children	7		6	+1
Laziness and the lack of a work ethic 4			4	=

The main causes of perceived poverty in developing countries remain similar to February 21 with Government and Private Sector corruption in these countries 46%, war and conflict 40% and Government inefficiency or incompetence 33% remaining the top three perceived main causes.



14

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



This wave we see a net increase of three percentage points in terms of the extent to which the Irish Government should increase the amount of money it spends on overseas aid, with 34% of the population citing this view.

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?

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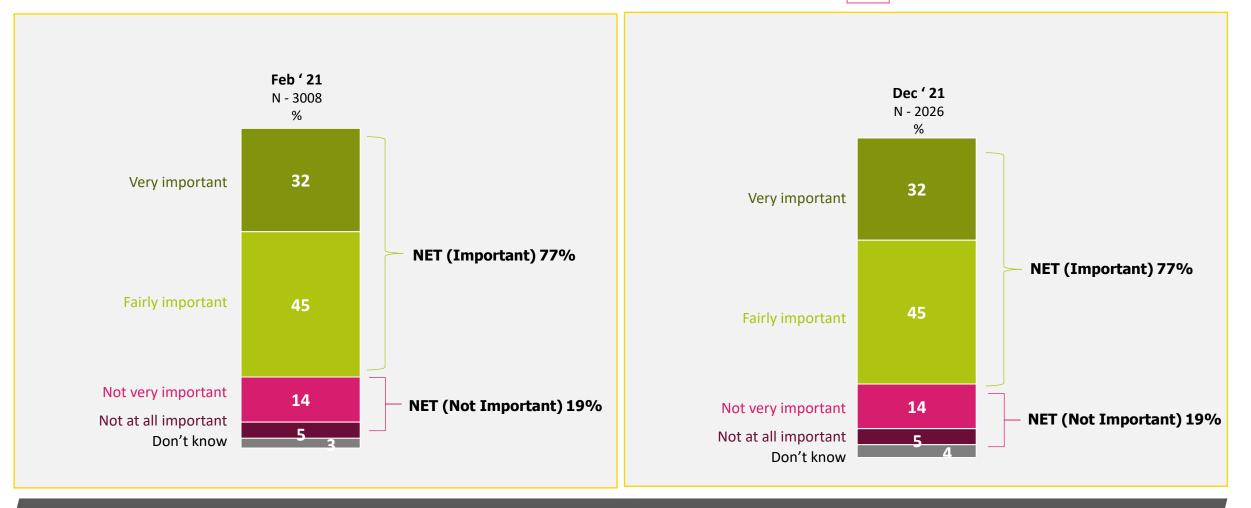
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Importance of Irish Government providing overseas aid

Base: All Adults (Feb 21 N - 3,008; Dec 21 N - 2,026)



Statistically higher than Feb 21 Statistically lower than Feb 21

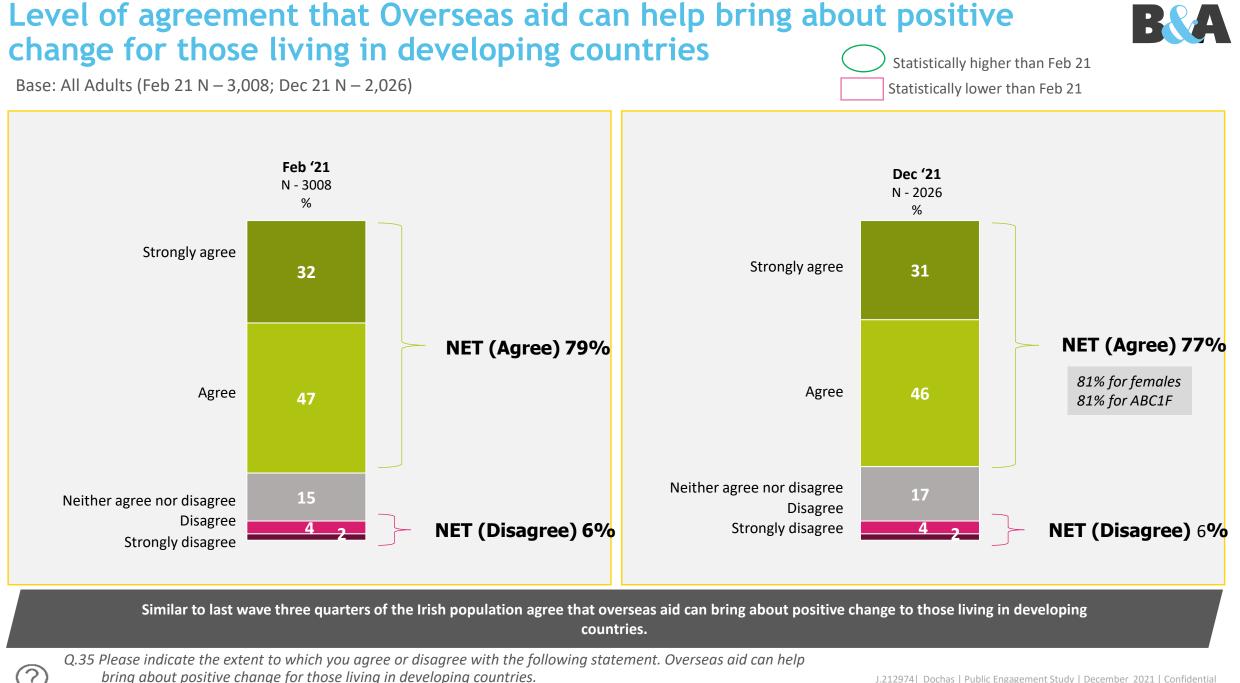


The Irish Government should provide overseas aid metric remains on a par with Feb 21 with 77% believing it is very/fairly important.



Q.33 Do you feel it is very important, fairly important, not very important or not at all important that the Irish Government provides overseas aid to help people in developing countries?

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Most important priorities for Irish Government support on overseas aid



Base: All Adults (Feb 21 N - 3,008; Dec 21 N - 2,026)

Statistically higher than Feb 21	atistically higher than Feb 21 Dec 2021					
Statistically lower than Feb 21 Most important	Second most important	Third most important (Any)	Most important	Any important	Change ± Any Importance	
Health – improving access to hospitals and clinics, treating disease	s and providing 20	15 12 47	19	47	=	
Education – helping people to attend school or get skills and training t	hrough teacher 9 14	12 35	11	40	-5	In terms of the most
Water – access to clean water, sanitati	on and hygiene <u>11 10</u>	10 31	12	31	=	important priorities for
Governance and civil society – improving government accountabi	ility, addressing 8 7	8 23	10	26	-3	the Irish Government to support on overseas
Agriculture – supporting farmers and agribusinesses to grow food a	nd other crops, 6 8 8	3 22	5	19	+3	aid, the areas of health, education and
Economic growth – creating jobs and supportin	ng the economy 8 6 7	21	9	25	-4	water remain the top
Social Protection systems- working with developing country governm	ents to address 4 6 7	17	5	19	+2	three priorities for people. Both
Women's equality – support women's rights, gender equality, improve won	nen's economic 5 5 7	17	4	14	-3	Agriculture and
Environmental protection – addressing climate change, air pollution,	and protecting 5 5 6	16	4	13	+3	environmental protection have
Disaster relief – helping in emergencies and urgent hum	anitarian crises 7 5 4	16	7	16	=	increased by three percentage points on
Infrastructure – providing roads and telecommunications, building sch	ools, clinics etc 4 5 6 1	5	3	13	+2	the last wave with
Debt relief – reducing debts owed by	poor countries 4 3 4 11		3	10	+1	economic growth declining by 4
Energy – providing electricity and other energy services through the nat	ional system or 3 4 3 10		2	8	+2	percentage points.
Family planning – access to contraception and other	family services 234 9		2	9	=	
Migration and refugee flows – protection of refugees and support for safe a	and responsible 2 3 3 8		2	8	=	

Q.58-72 The Irish government supports long term development, capacity building and provides humanitarian assistance in over eighty countries, on behalf of the Irish people. It provides financial and technical assistance to developing country governments (bilateral), international organisations such as the United Nations (multilateral) and to non-governmental organisations (civil society) to address challenges in different sectors. Which of the following do you think should be the first, second and third most important priorities for Irish Government support on overseas aid to developing countries?

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Key Take-Outs

Key Take-Outs



- At a **macro economic level**, while confidence in a general economic recovery has improved since the beginning of last year, people's view of their household's financial situation remains in negative territory – confirming that the general public will still need to be convinced that personal donations and/or government support for overseas development aid is being put to demonstrably good use.
- Key issues competing with overseas aid in terms of public expenditure include a perceived critical need to get the economy back on track post covid, addressing broader health service (including mental health) shortcomings, affordable housing for those who need it, and a desire to address ever-increasing concerns around climate change and sustainability. The great majority of individuals will need to be reassured that the Irish Government has a clear plan, with associated investment, to address all of these issues first and foremost, if they are to be convinced to support any increase in overseas aid Government spending.

Key Take-Outs



- Regarding the potential to involve more people in activism around areas such as global poverty, **reported levels of activism** across all areas researched has **decreased** quite significantly over the last 12 months. To some extent, this may be due to restraints on participating in activities during 2021 lockdowns, but the qualitative research also suggests that it is also due at least in part to covid fatigue and its effect on focusing people on their immediate financial and social needs over and above broader societal concerns.
- None of this is to suggest that there has been a fundamental shift away from levels of concern with poverty in developing countries or the moral imperative to address such inequalities at a human level. It simply means that **Dochas agencies will need to work that bit harder** over the coming 12 to 24 months to communicate its messaging to all segments, and particularly to Global Citizens and Community Activists. Indeed, when questioned directly, the percentage of Irish adults that would like to see an increase in Irish Government overseas aid spending has increased between survey waves, and three quarters still attest to the importance of the Government providing such aid.

Key Take-Outs





As to the **most important perceived priorities** that the Irish Government should channel **overseas aid** towards, health, education, and access to water, remain top of the wish list, with environmental protection increasing in importance for European Multilateralists, Community Activists and Global Citizens.

From a media planning perspective, TV remains an influential channel for most audiences, although compared to the last wave, there is evidence to suggest an increased relevance of radio, and newspapers (either traditional or digital) which may in part be due to a return to traditional working patterns, and a rejuvenation of the drivetime radio slot.

Thank you.

: Rea

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