

# Worldview

## Survey Findings

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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 17<sup>th</sup> October to 13<sup>th</sup> 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?

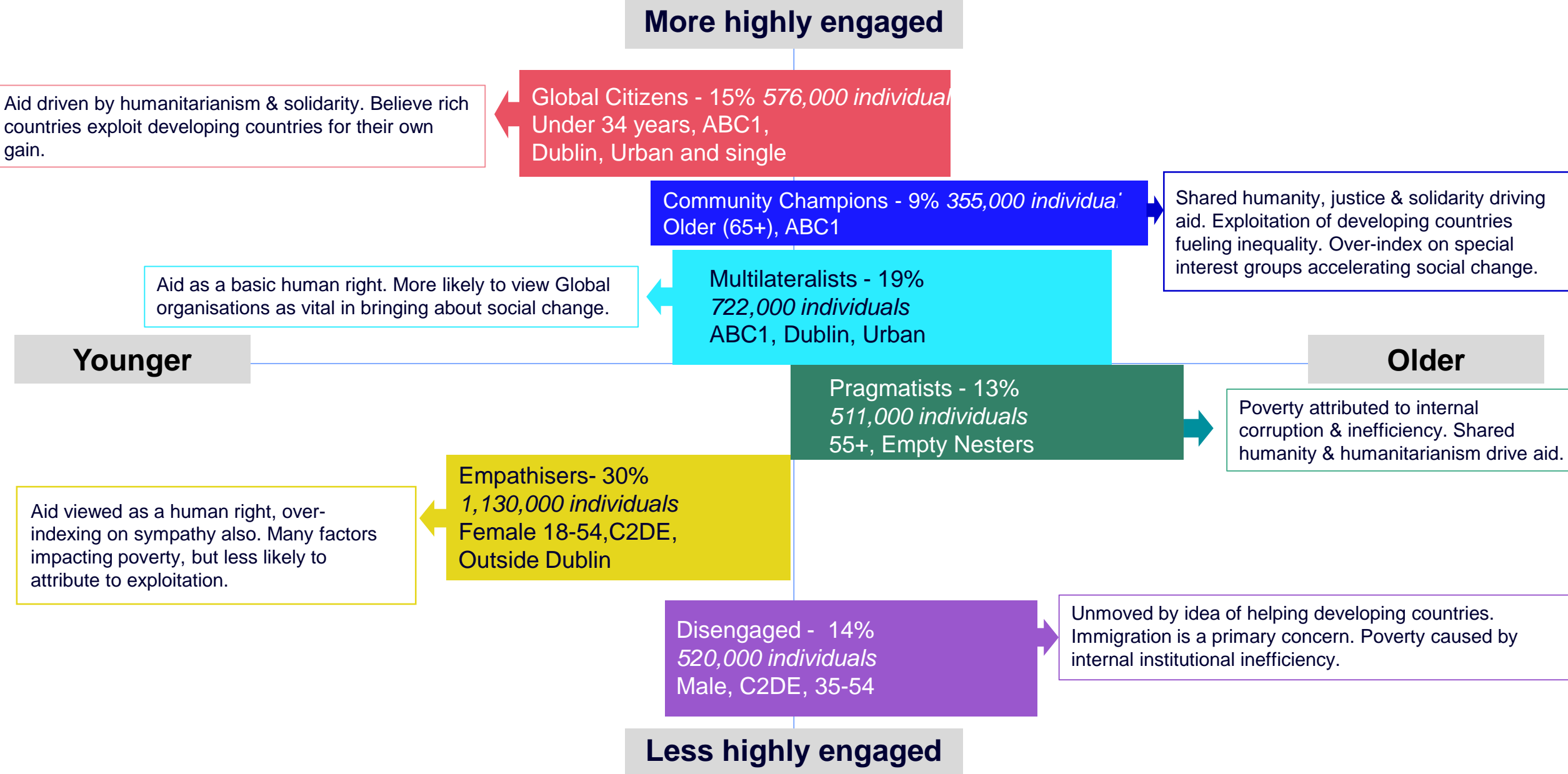
Overall, segmentation research is a **critical tool** for organizations looking to **understand their audiences better**.

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**.

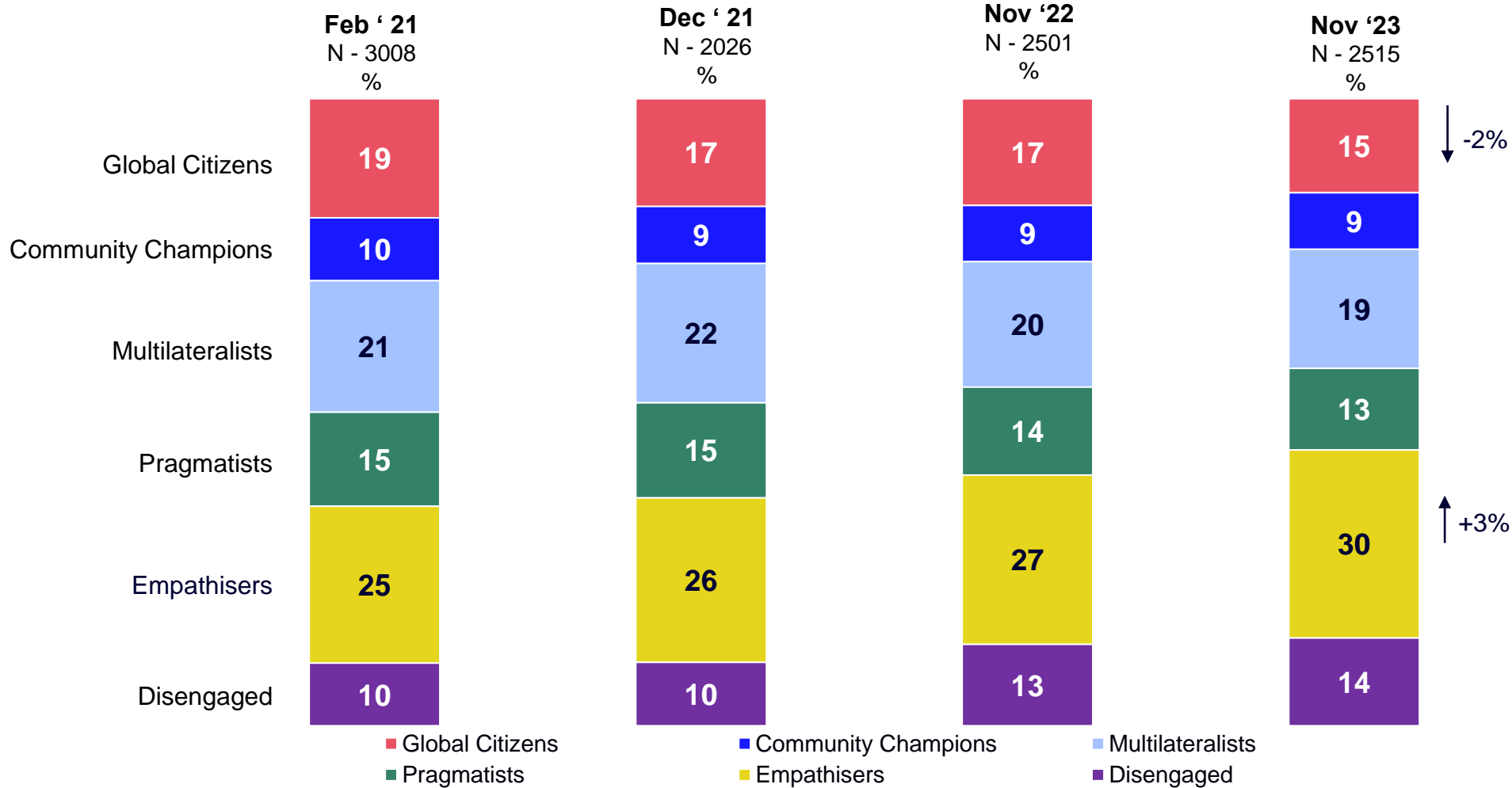
Overall, it can improve marketing effectiveness, and drive donations and competitive advantage.

# The Segments – Overview



# 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

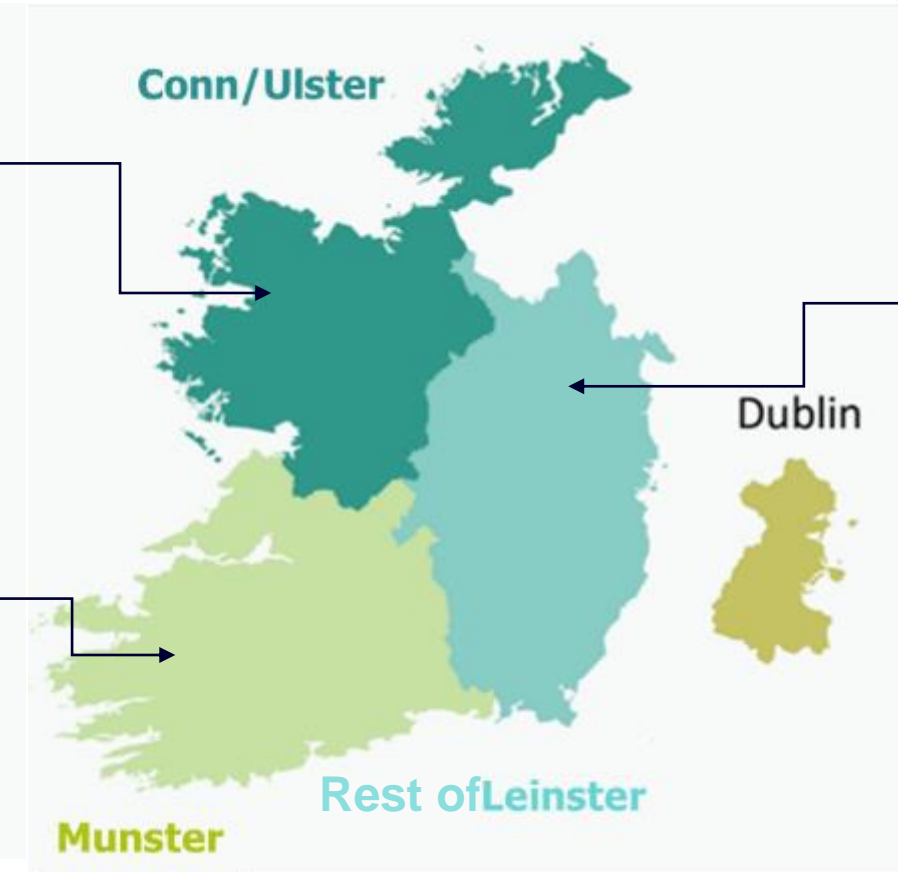
Base: All Adults (Nov 2023 N – 2,515)

○ 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



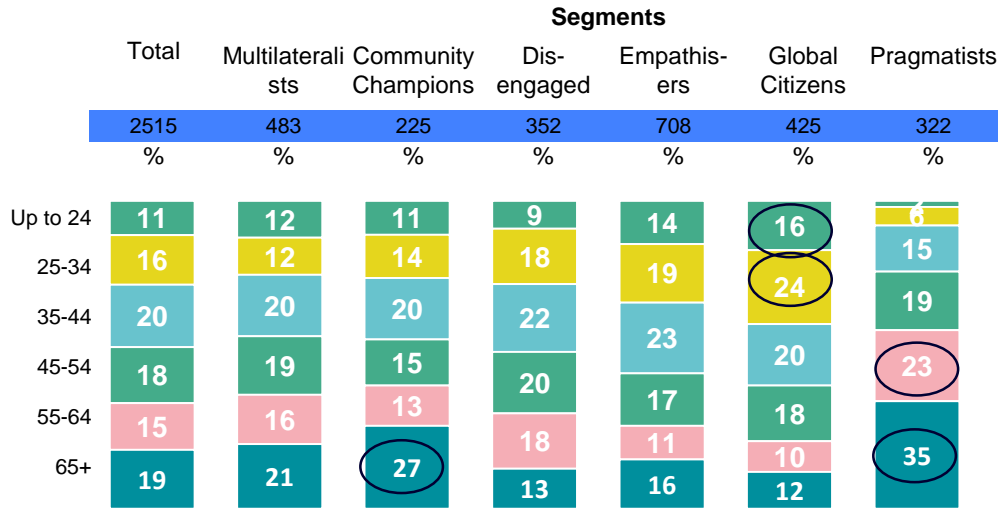
# The Segments Profile

Base: All Adults (Nov 2023 N – 2,515)

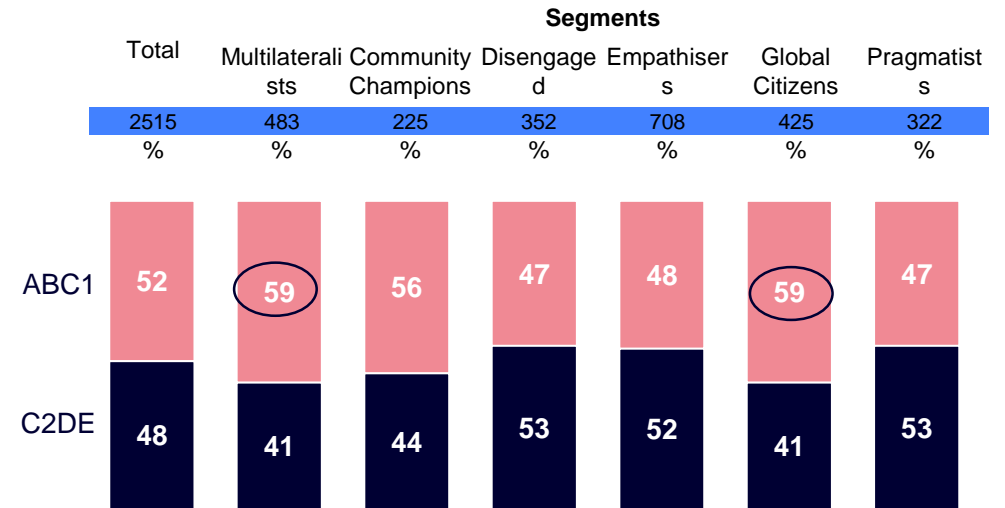
○ Significantly higher than total



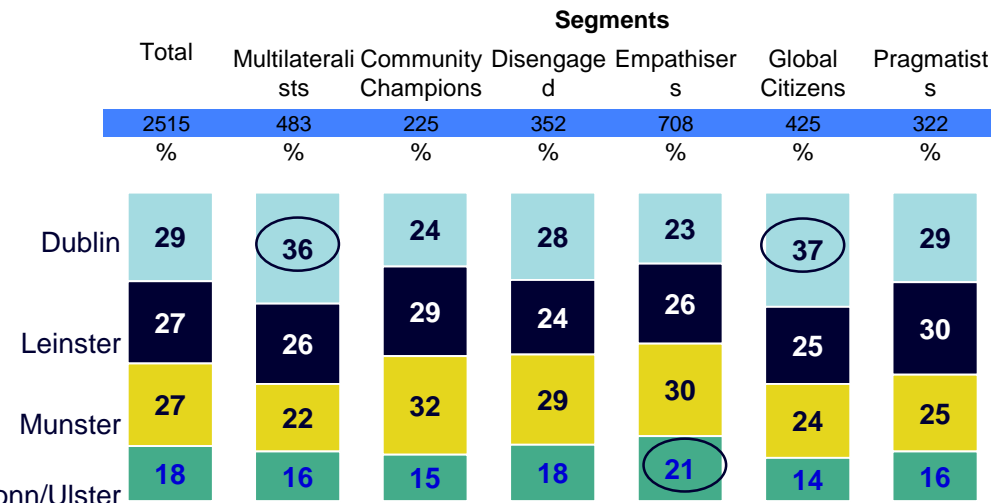
## Age



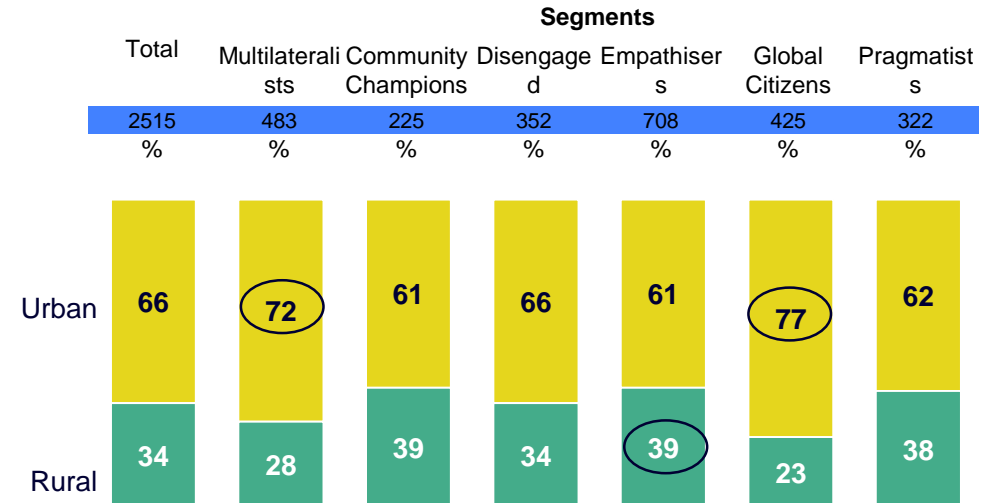
## Social Class



## Region



## Area



# The Segments Profile x Gender & Lifestyle

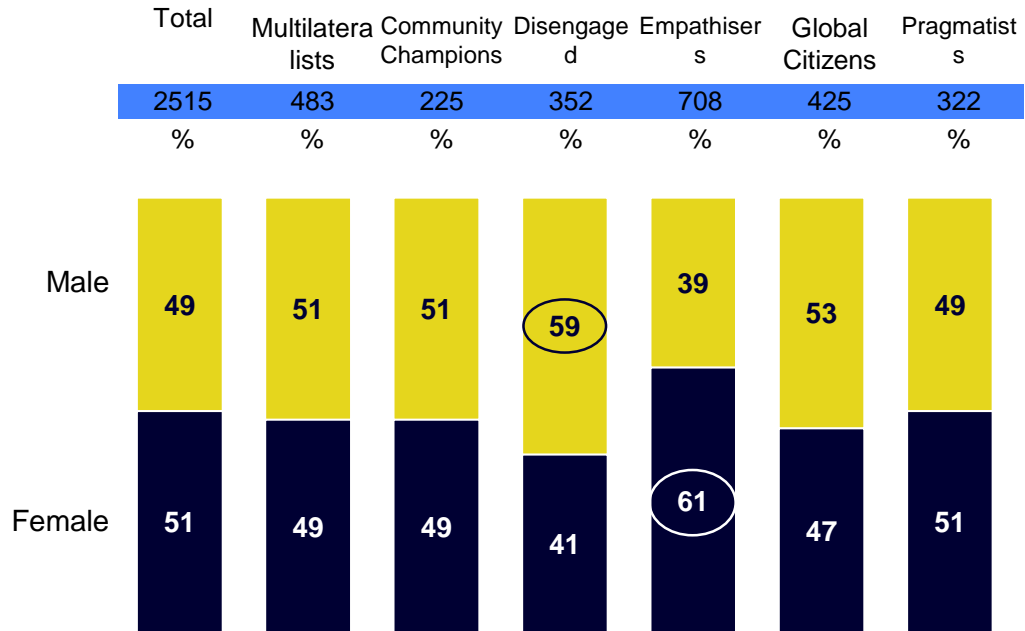
○ Significantly higher than total



Base: All Adults (Nov 2023 N – 2,515)

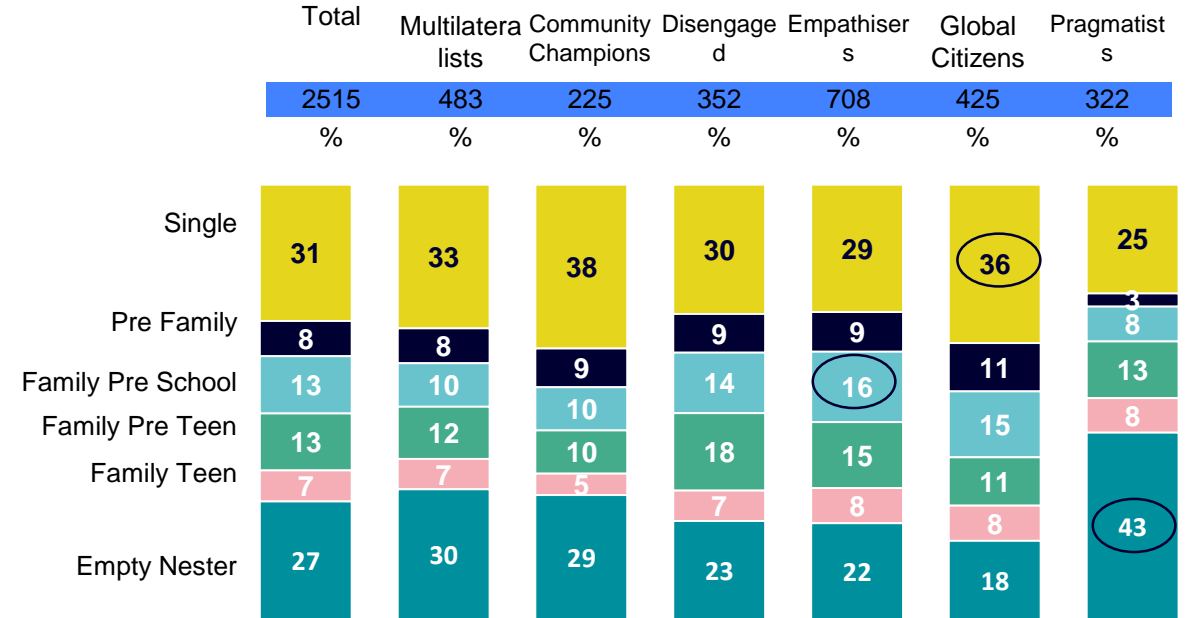
## Gender

### Segments



## Lifestyle

### Segments



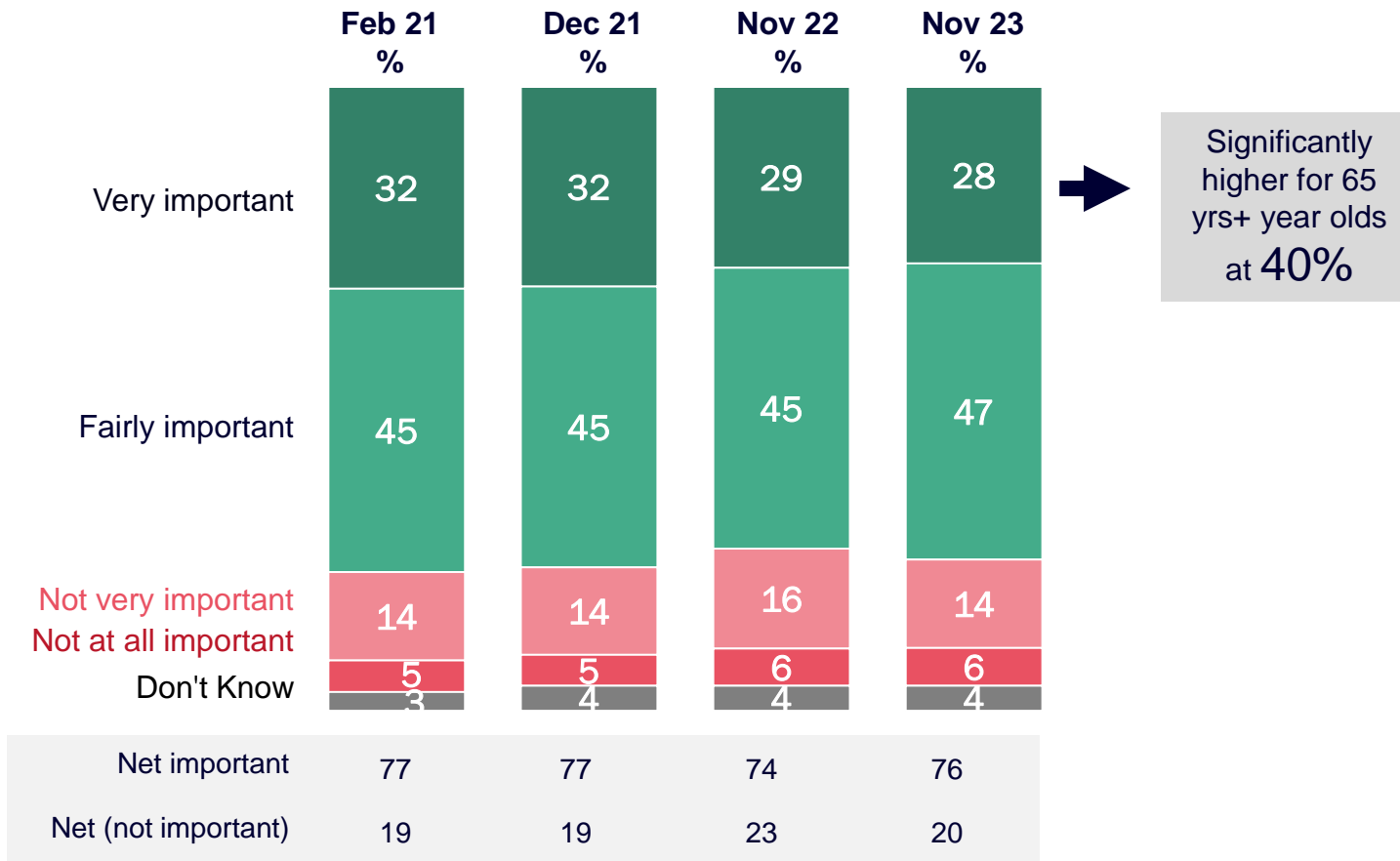


# Overseas Development Aid



# 76%, over 3 in 4 people, agree that it is important for the Irish Government to provide ODA

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

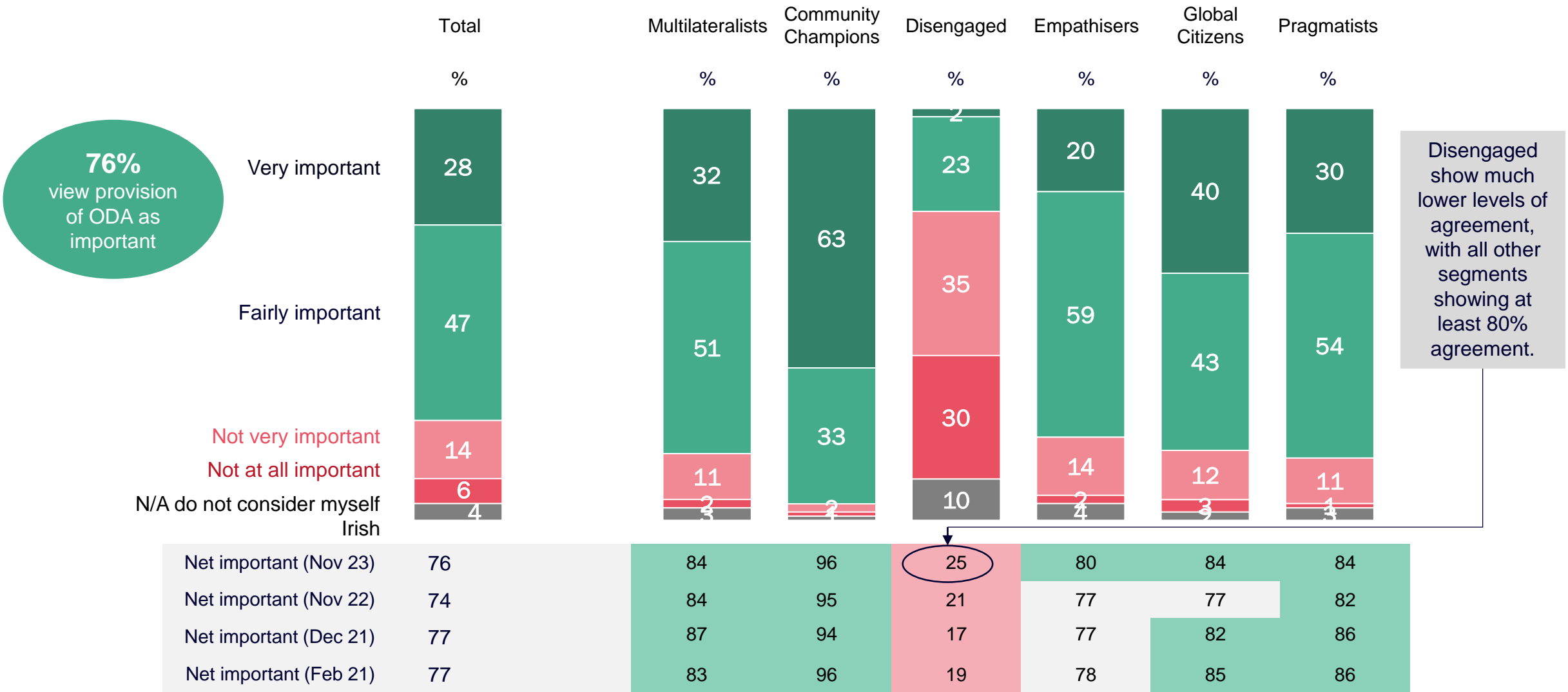


Level of importance has remained largely stable across recent waves.

# 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

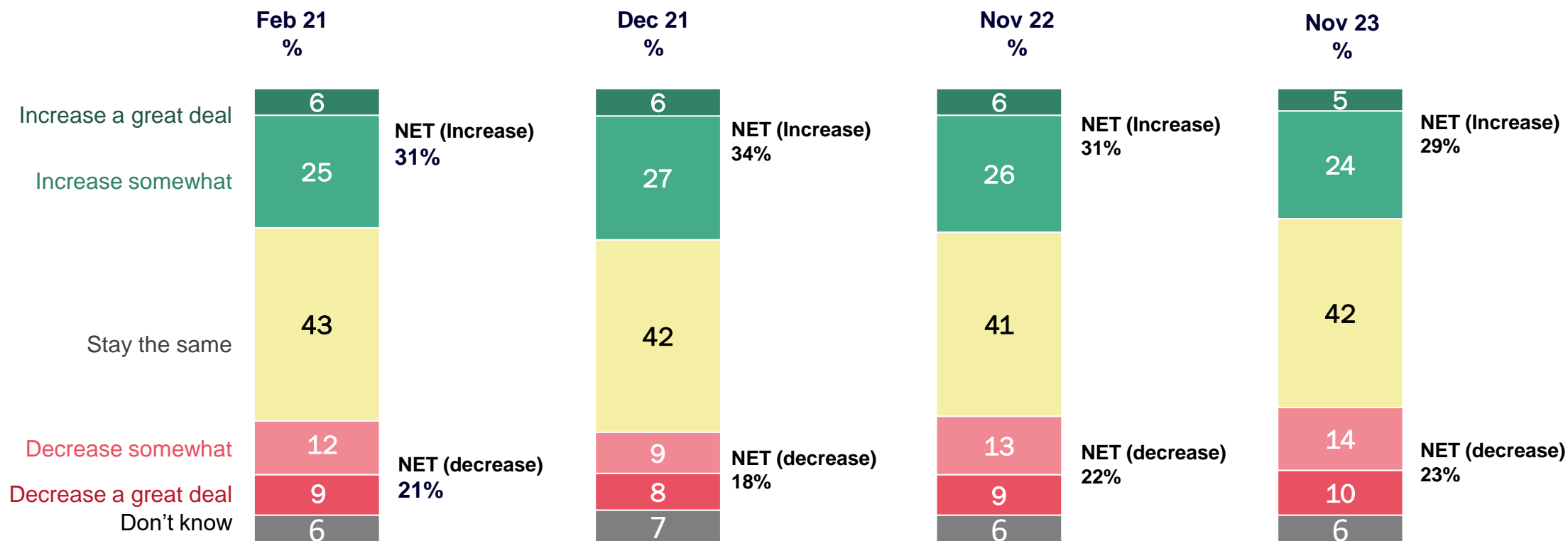


**76%**  
view provision of ODA as important

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)



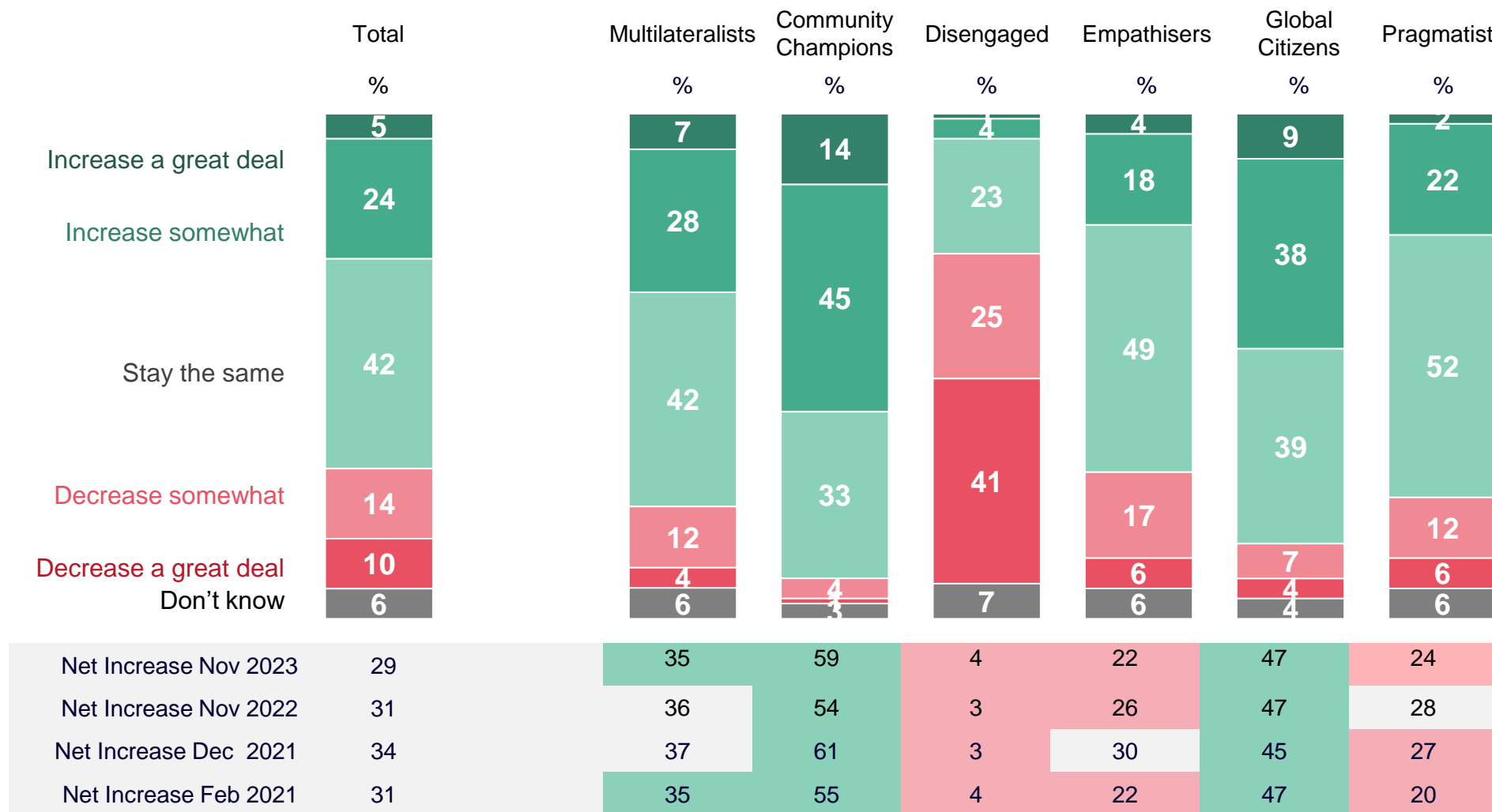
There has been a continued reduction in appetite to spend more, paired with an increase in those believing there should be a reduction in spending. Community champions are the only segment showing increased appetite to increase government spend on ODA.

# 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

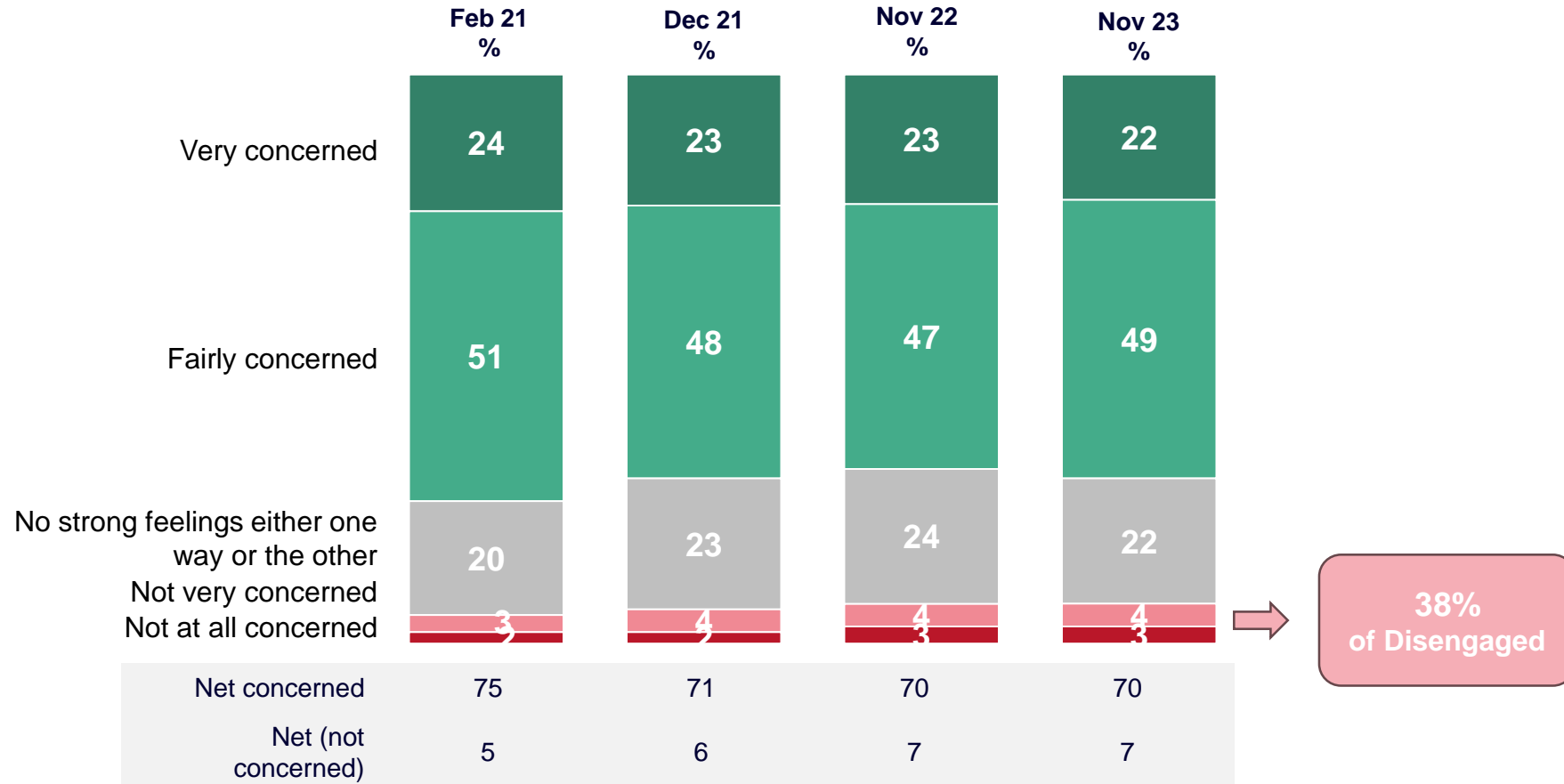
Q.32 Do you think that the Irish Government should increase or decrease the amount of money that it spends on overseas aid to developing countries?





# Seven in ten people are very or fairly concerned about levels of poverty 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)



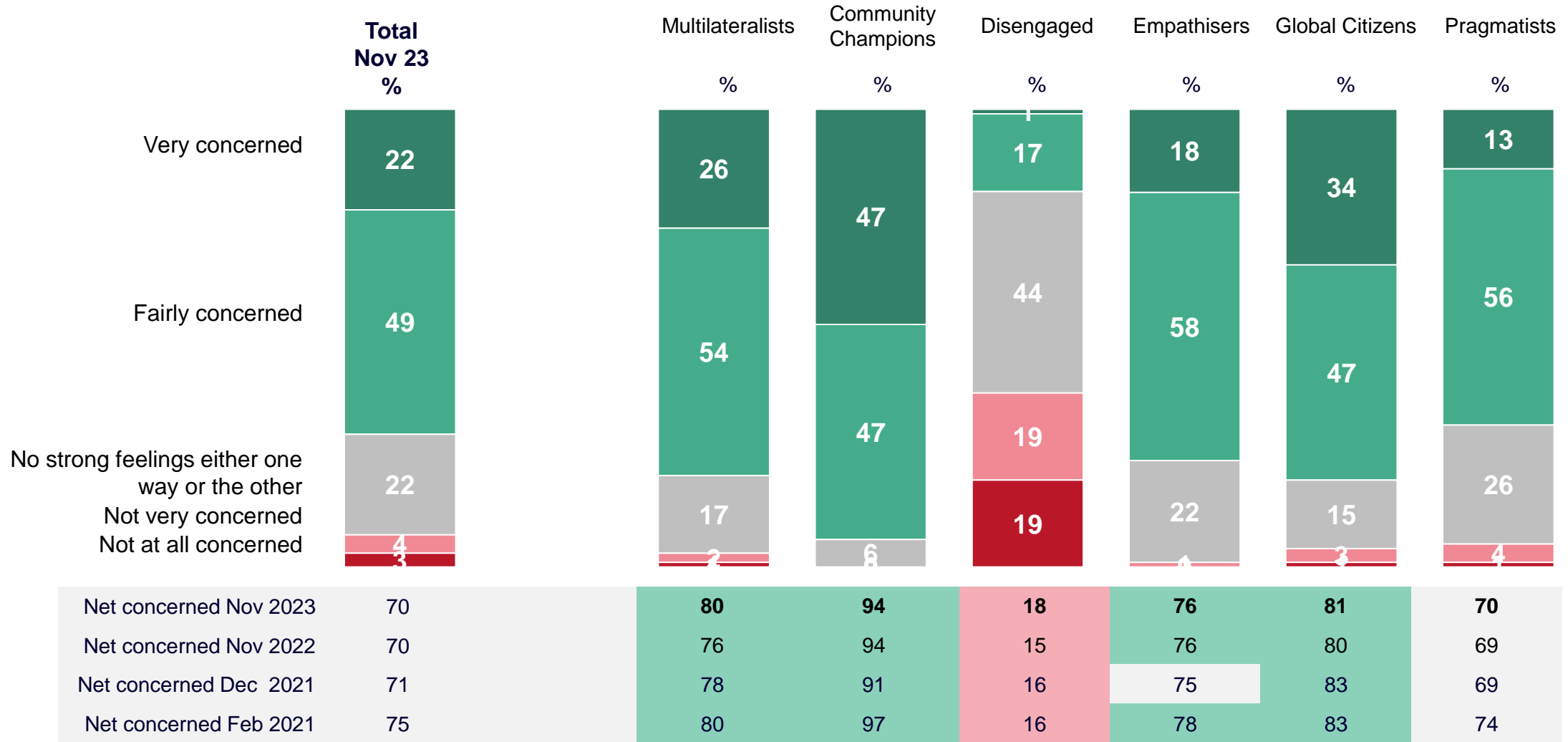
Levels of concern around the levels of poverty in developing countries are still evident with seven in ten people very or fairly concerned, remaining steady across recent waves. Net concern is higher for women at 73% (67% for men) and 79% for those aged 65+ years. Disengaged show much less concern, compared to other segments.



# Concern around levels of Poverty in Developing Countries x Segments

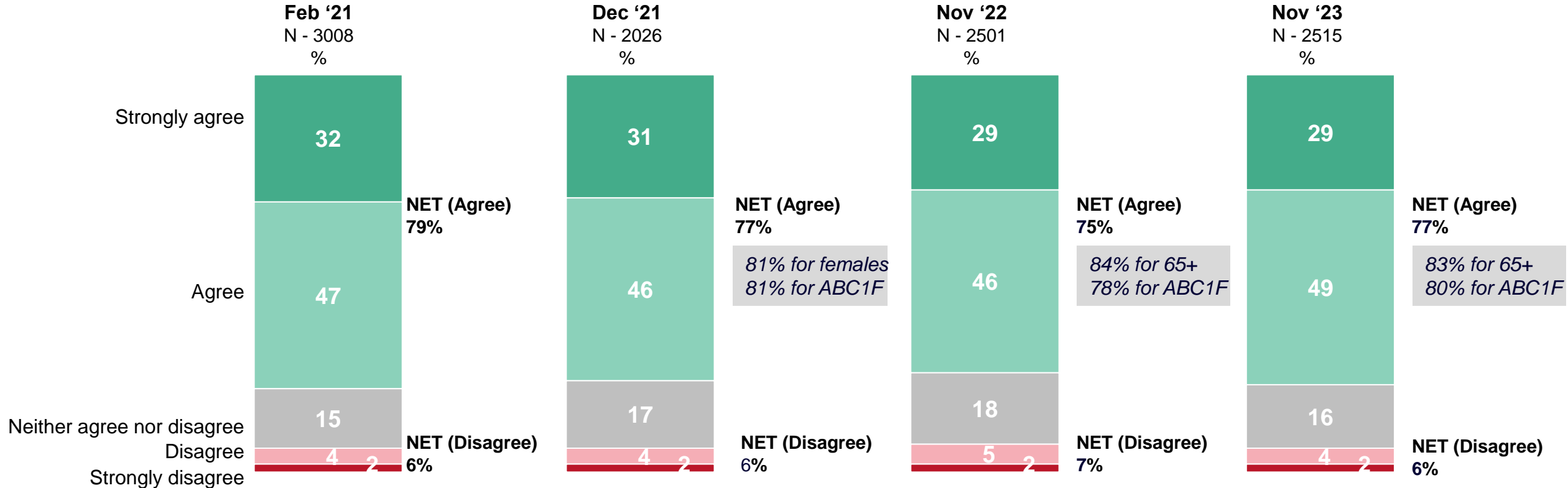
Base: All Adults aged 18+ years- 2,515 (Nov 22 N – 2,501; Dec 21 N – 2,026; Feb 21 N – 3,008)

■ 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.

Q.35 Please indicate the extent to which you agree or disagree with the following statement. Overseas aid can help bring about positive change for those living in developing countries.

# Level of agreement that Overseas aid can help bring about positive change for those living in developing countries x Segments

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

	Total	Segments					
		Multilateralists	Community Champions	Disengaged	Empathisers	Global Citizens	Pragmatists
Base (WTD)	2515	483	225	352	708	425	322
UNWTD	%	%	%	%	%	%	%
Strongly agree	29	33	55	6	24	37	28
Agree	49	50	39	32	57	45	56
Neither agree nor disagree	16	13	4	36	17	15	11
Disagree	4	4	0	16	2	2	4
Strongly disagree	2	0	1	11	1	1	1
<b>NET (Agree) Nov 2023</b>	<b>77</b>	<b>83</b>	<b>95</b>	<b>38</b>	<b>81</b>	<b>82</b>	<b>84</b>
<b>NET (Agree) Nov 2022</b>	<b>75</b>	<b>82</b>	<b>94</b>	<b>34</b>	<b>79</b>	<b>80</b>	<b>79</b>

Pragmatists show the biggest increase in agreement (+5%).

# 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.

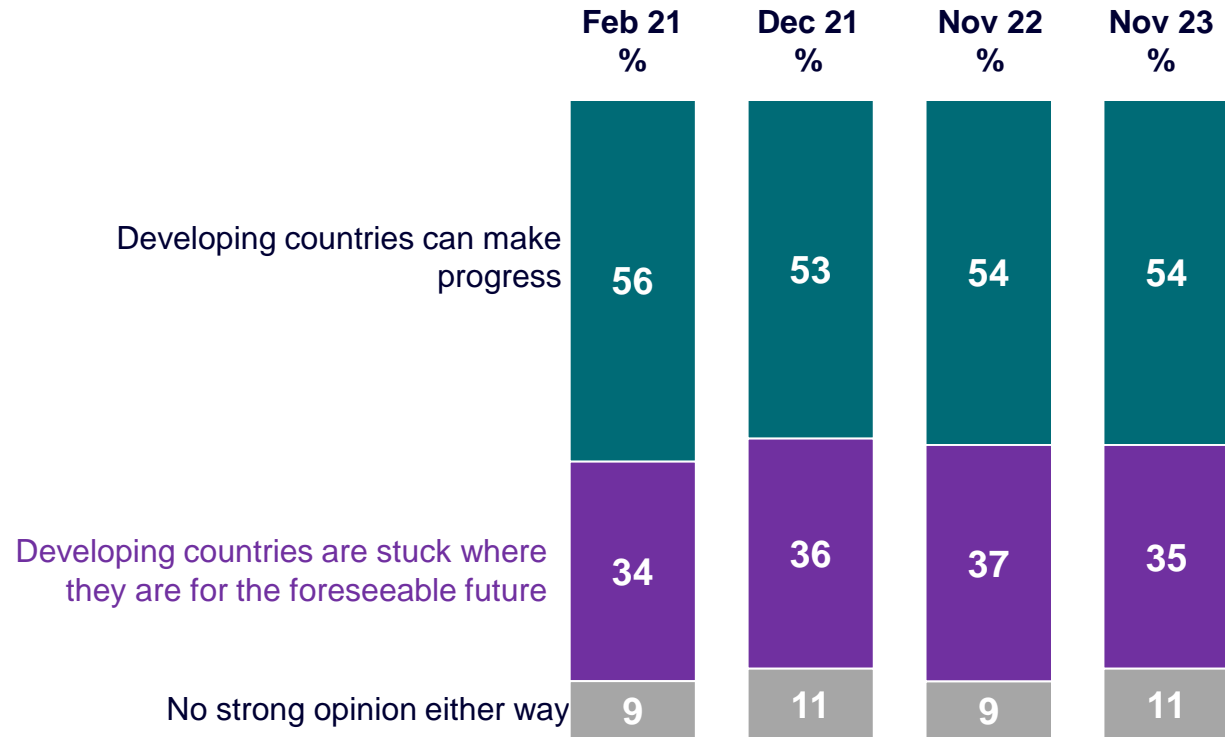
# Main causes of poverty in developing countries x Segments

Base: All Adults aged 18+ years- 2,515

	Total	Segments					
		Multilateralists	Community Champions	Disengaged	Empathisers	Global Citizens	Pragmatists
Base	2515	483	225	352	708	425	322
	%	%	%	%	%	%	%
Government and private sector corruption in those countries	45	47	36	47	39	38	65
War and conflict	42	43	27	35	49	32	52
Government inefficiency or incompetence	30	29	12	39	30	24	42
Rich countries tend to exploit developing countries	26	24	56	18	22	32	17
Weak institutions in those countries (Judiciary, Parliament, Opposition Parties, Free Press, etc.) means there is little accountability	22	27	22	22	16	22	32
The global economic system favours richer countries	16	15	37	8	13	22	8
High debt burden for developing countries	15	17	28	9	11	16	17
Wealthy countries support authoritarian regimes for their own political interests	15	14	36	11	10	20	10
Poor levels of health in general	14	14	1	11	22	12	11
Legacy of colonialism	13	12	31	12	6	22	7
Land and climate isn't suitable for agriculture	12	14	2	11	16	9	11
Insufficient spend on services such as health and education	12	13	3	7	17	14	9
Not enough investment by corporations who prefer to invest in more developed countries	11	11	7	7	14	14	5
High prevalence of disease	10	9	1	7	17	11	5
People in these countries keep having too many children	8	5	-	19	9	6	6
Laziness and the lack of a work ethic	4	2	0	16	4	5	0

# Attitudes towards capabilities of developing countries

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



# 54%

- There has been little change across the previous waves, with just over half (54%) feeling that developing countries can make progress in terms of economy and society.
- This is higher for ABC1s (58%).

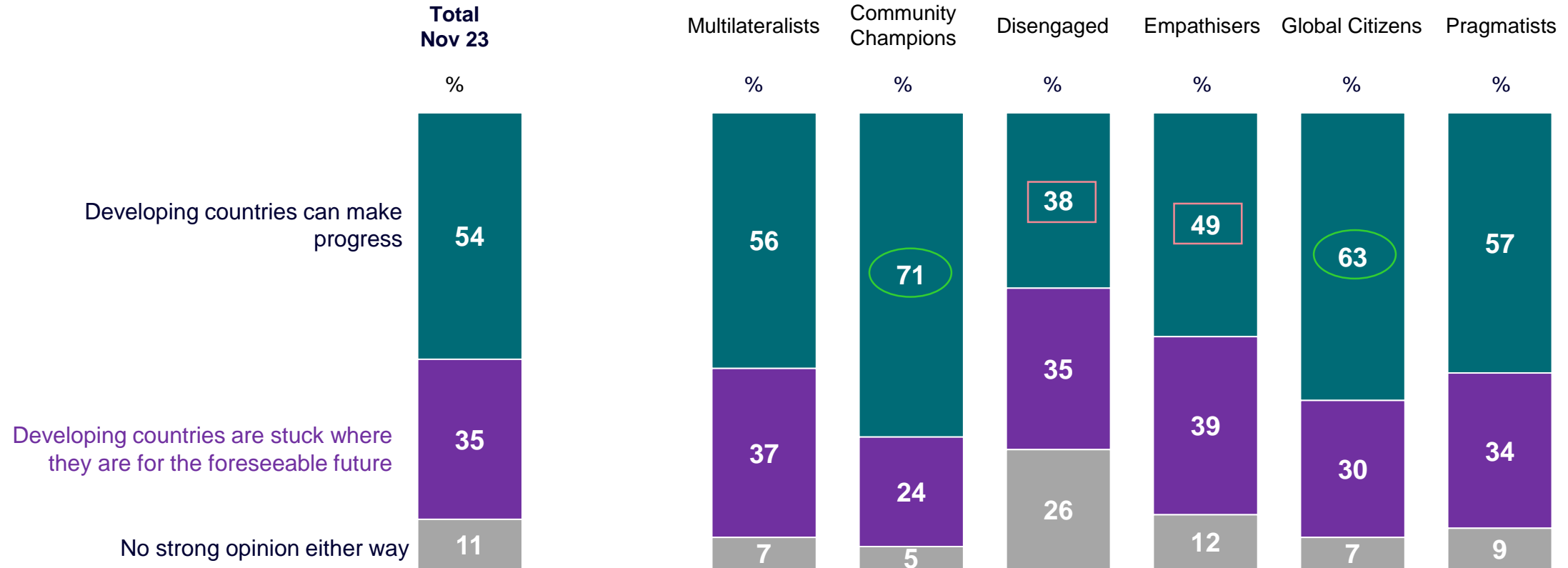
Q.30 Do you feel that developing countries are capable of making economic and social progress, or do you feel that developing countries are stuck in their own current and economic social state for the foreseeable future?





# Attitudes towards capabilities of developing countries

Base: All Adults aged 18+ years- 2,515

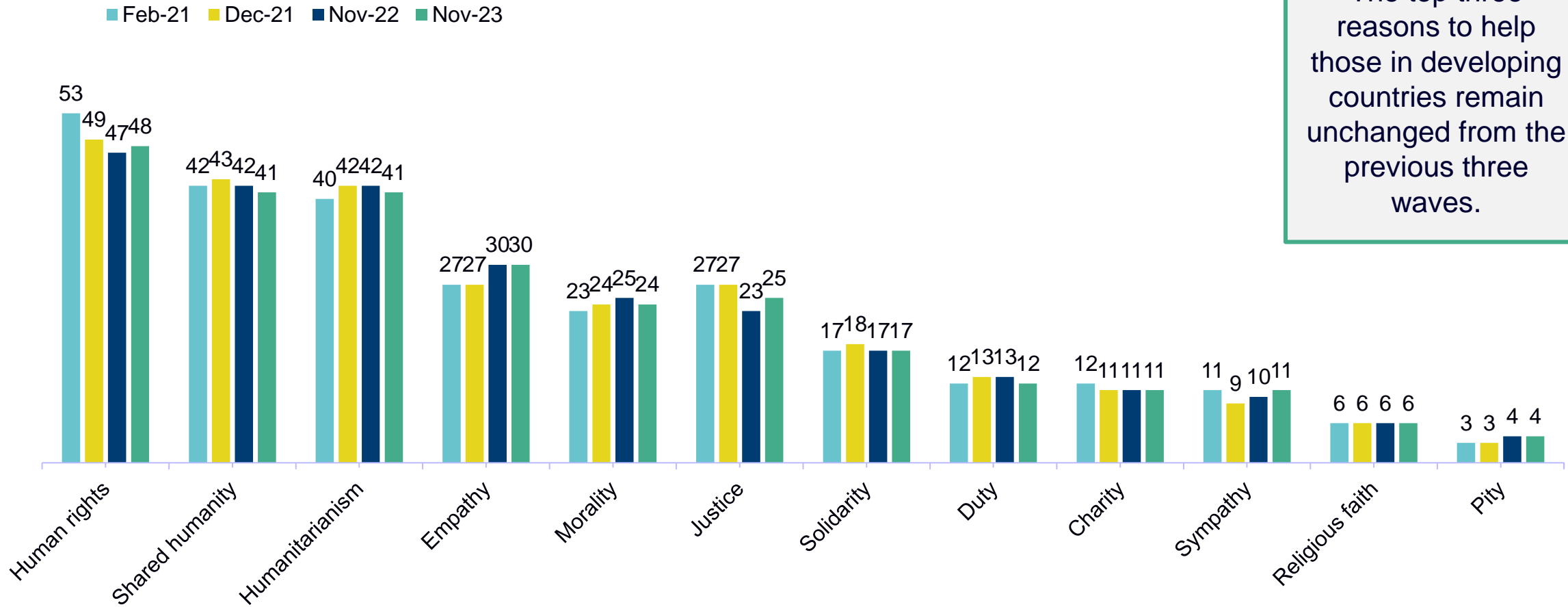


Q.30 Do you feel that developing countries are capable of making economic and social progress, or do you feel that developing countries are stuck in their own current and economic social state for the foreseeable future?



# 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.

# Most Important Reasons to Help those in developing countries x Segments

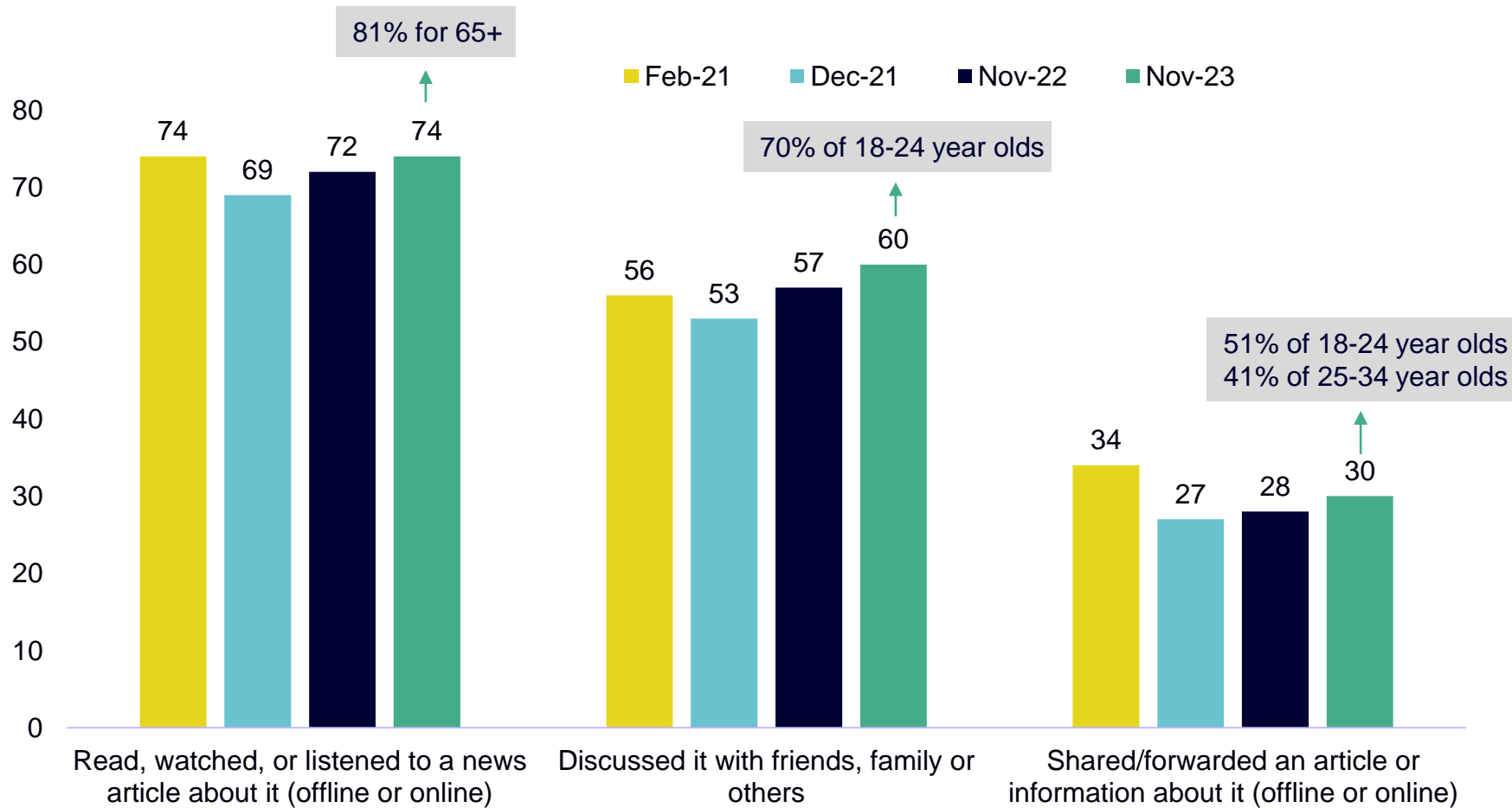
Base: All Adults aged 18+ years- 2,515 (Nov 22 N – 2501; Dec 21 N – 2,026; Feb 21 N – 3,008)

	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
Base	2515	483	225	352	708	425	322
	%	%	%	%	%	%	%
Human rights	48	53	52	19	53	49	55
Humanitarianism	41	44	39	20	44	40	57
Shared humanity	41	46	61	21	32	42	58
Empathy	30	33	26	24	33	30	28
Justice	25	27	36	15	21	29	31
Morality	24	25	26	18	27	25	21
Solidarity	17	19	26	8	17	24	11
Duty	12	13	14	8	13	13	11
Charity	11	8	5	15	16	8	8
Sympathy	11	11	4	17	15	8	7
Religious faith	6	4	6	11	8	6	3
Pity	4	2	1	13	4	2	1



# 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 x Segments

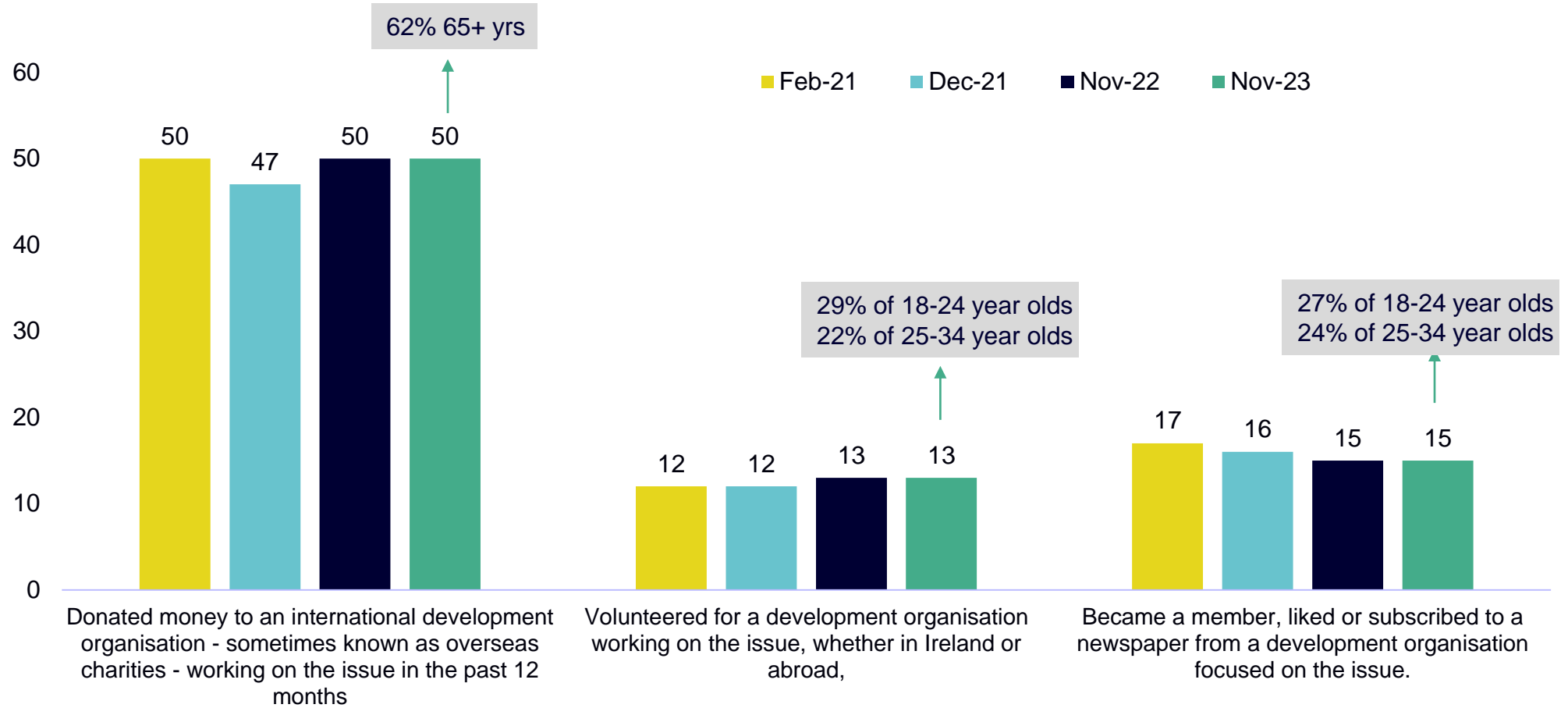
Base: All Adults aged 18+ years- 2,515

	Total	Segments					
		Multilateralists	Community Champions	Disengaged	Empathisers	Global Citizens	Pragmatists
UNWTD	2515	483	225	352	708	425	322
	%	%	%	%	%	%	%
Read, watched, or listened to a news article about it (offline or online)	74	80	87	50	72	82	74
Discussed it with friends, family or others	60	63	72	37	61	73	50
Shared/forwarded an article or information about it (offline or online)	30	32	39	20	30	49	11



# 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.**

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

Base: All Adults aged 18+ years- 2,515

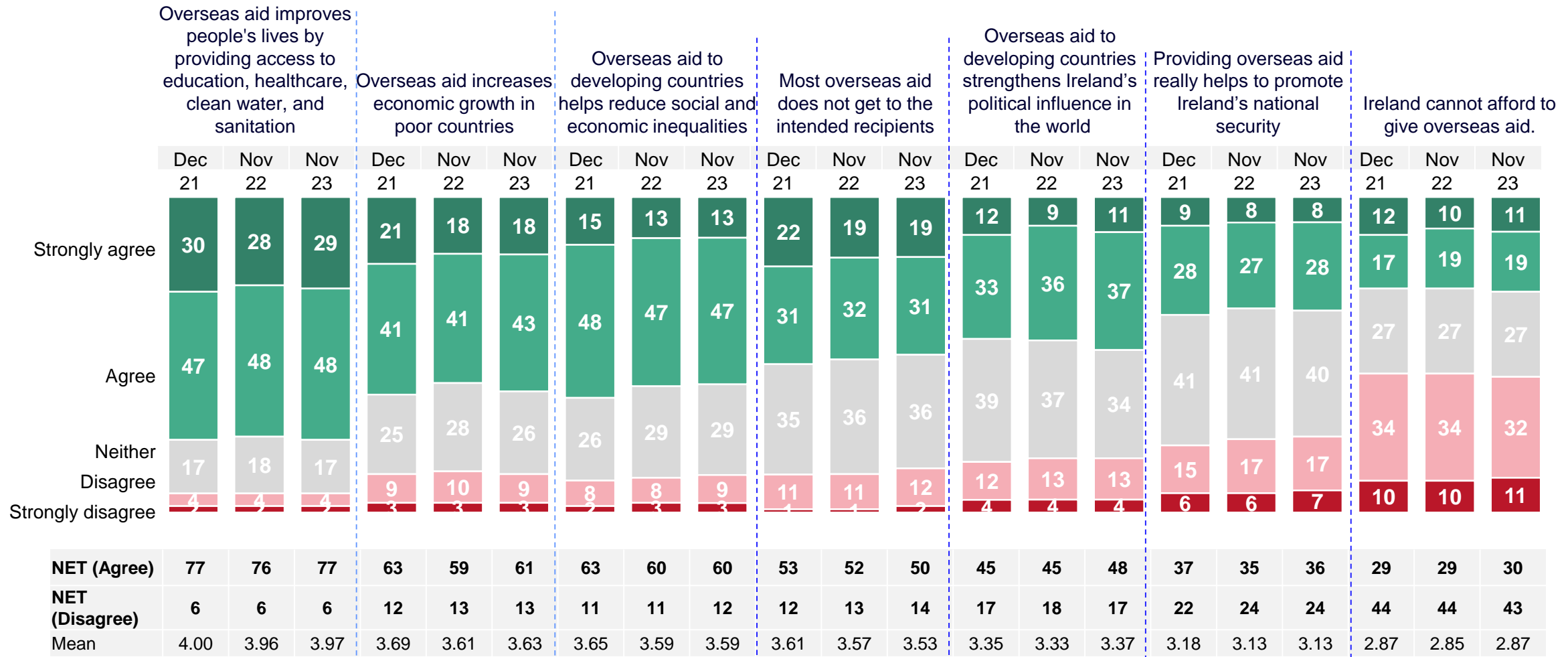
	Total	Segments					
		Multilateralists	Community Champions	Disengaged	Empathisers	Global Citizens	Pragmatists
UNWTD	2515	483	225	352	708	425	322
	%	%	%	%	%	%	%
Donated money to an international development organisation - sometimes known as overseas charities - working on the issue in the past	50	51	71	19	48	61	55
Became a member, liked or subscribed to a newspaper from a development organisation focused on the issue.2 months	15	16	23	7	13	30	3
Volunteered for a development organisation working on the issue, whether in Ireland or abroad	13	15	17	5	13	27	4

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



# Agreement levels about aid from the Irish Government

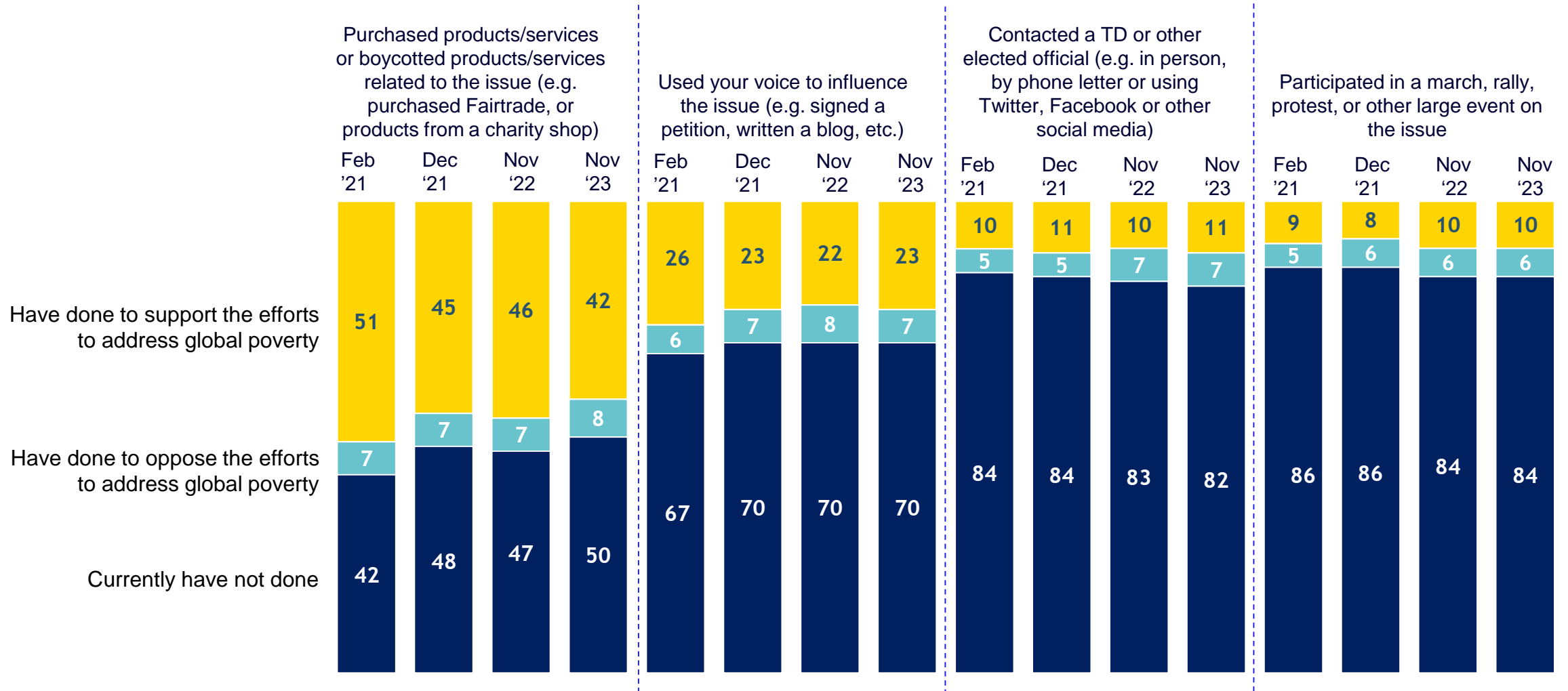
Base: All Adults aged 18+ years- 2,515 (Nov 22 N – 2501; Dec 21 N – 2,026)



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.

# Support for efforts to address global poverty

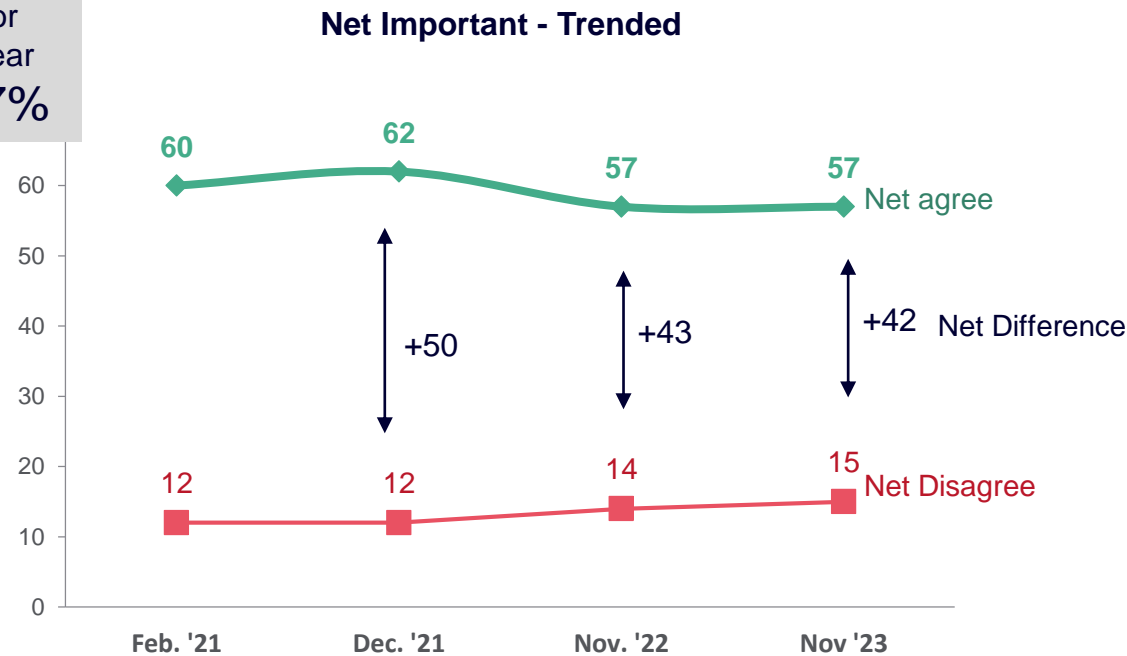
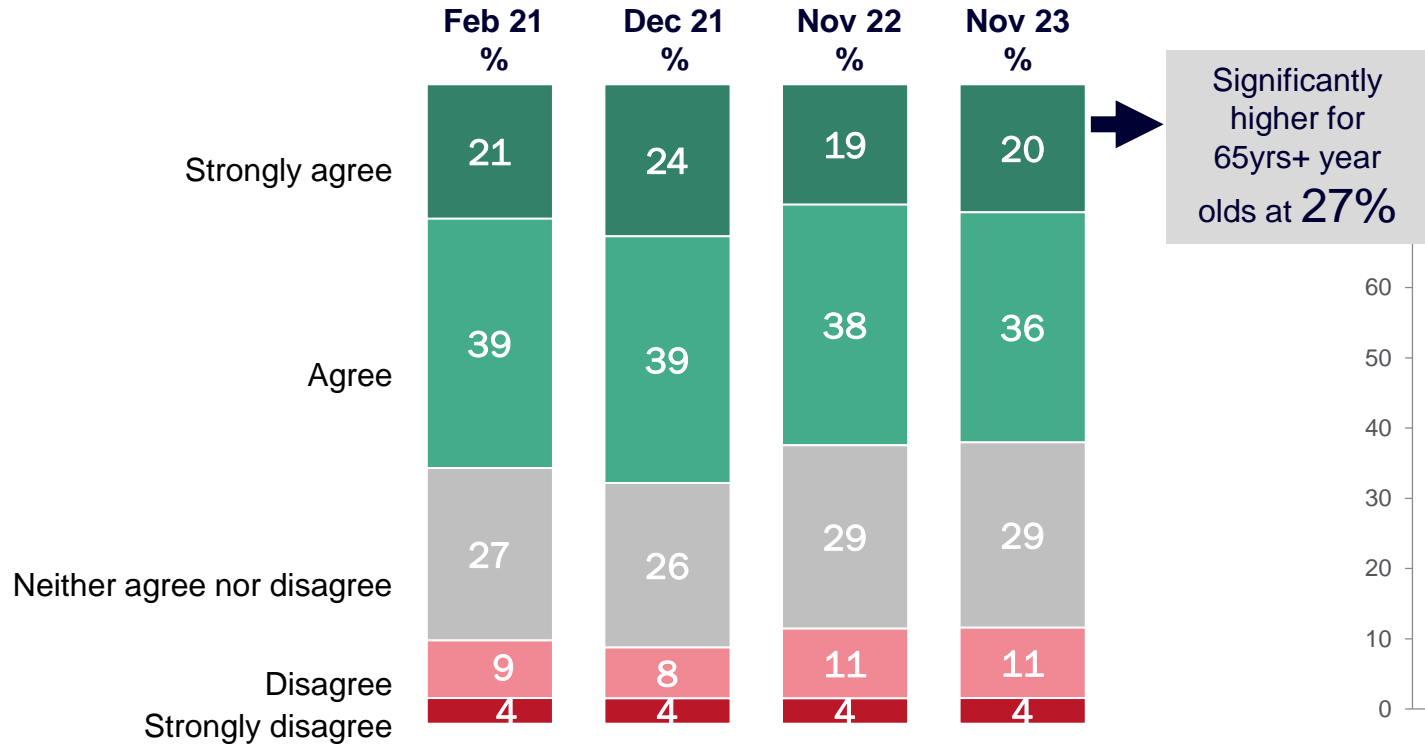
Base: All Adults aged 18+ years- 2,515 (Nov 22 N – 2501; Dec 21 N – 2,026; Feb 21 N – 3,008)



**There has been minimal movement in regard to actions taken in support of / opposition to efforts to address global poverty in the past year, but longer term we can see that purchasing/boycotting to support/protest is declining, possibly partly due to the cost-of-living crisis.**

# Level of agreement that Citizens of Ireland have a moral obligation to personally support overseas aid

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

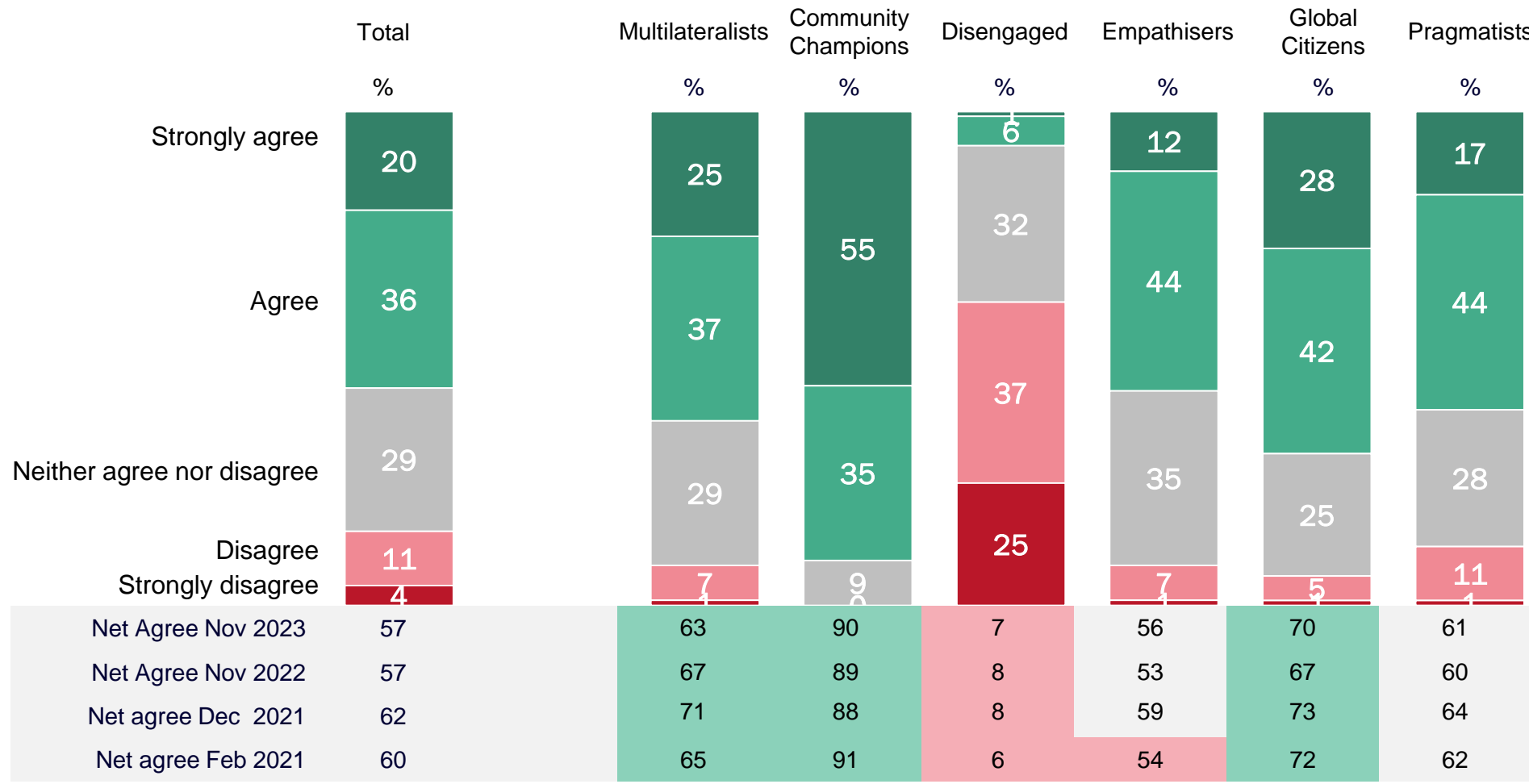


Following a sharp reduction in agreement in Nov 22, the level of agreement that citizens of Ireland have a moral obligation to personally support overseas aid has remained at the level seen in November '22. However, we still see that almost 3 in 5 agree that we do have an obligation which is sizeable.

# Level of agreement that Citizens of Ireland have a moral obligation to personally support overseas aid

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



Multilateralists now show their lowest level of agreement across previous waves. However, they maintain a strong score in comparison to the average alongside community champions and global citizens.

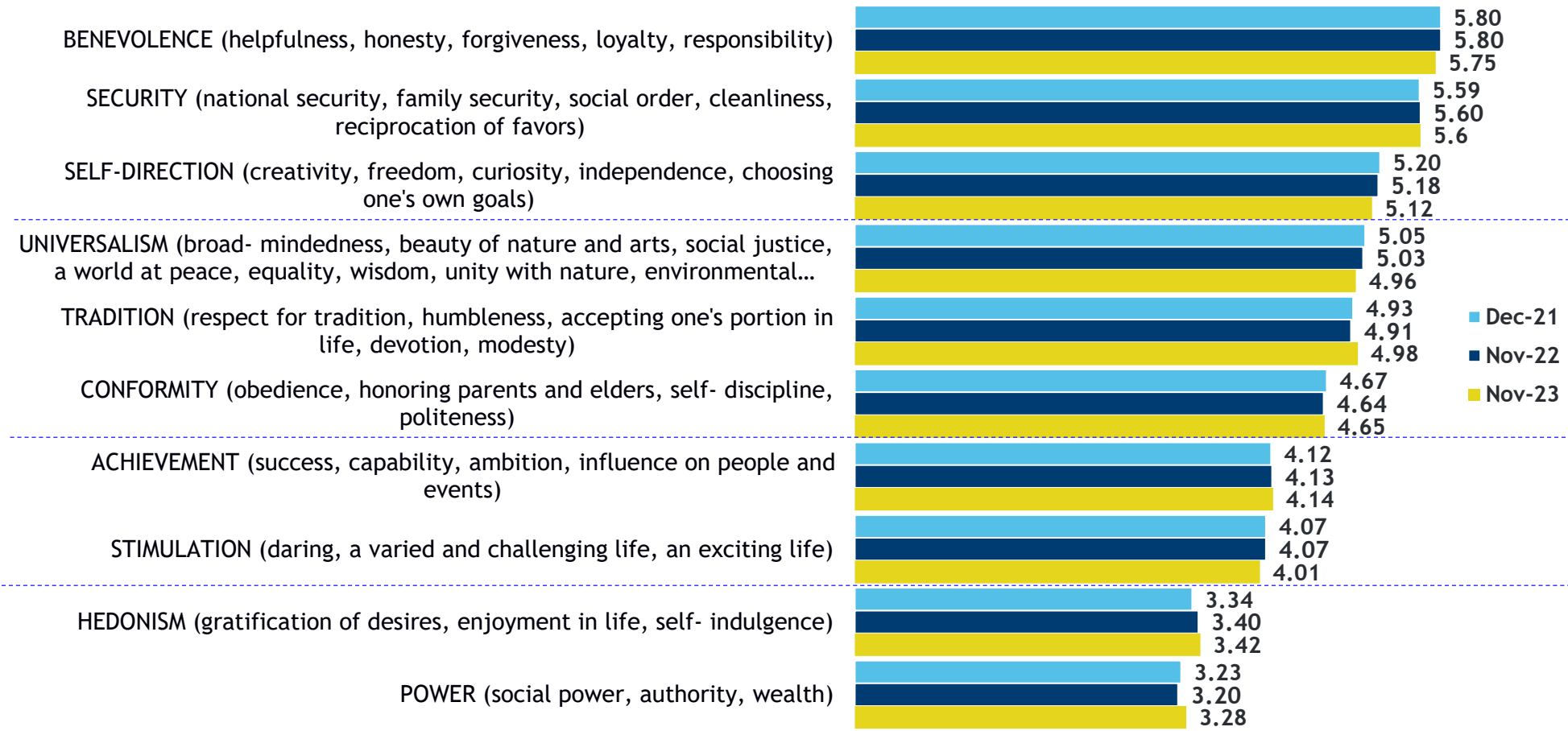


# What Informs and Influences these Attitudes on Overseas Development Aid

# Life Guiding Principles in terms of importance

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

Mean Score (1 to 10)



The top life guiding principles emerging remain benevolence, security, and self-direction, with very little difference compared to the previous two waves.

Q.14-24 Please rate the importance of the following values as a life-guiding principle for you. Use the 8-point scale in which 0 indicates that the value is opposed to your principles, 1 indicates that the value is not important for you, 4 indicates that the value is important, and 8 indicates that the value is of supreme importance for you.



# 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.



# Most Important Issues Facing Ireland x Segments

Base: All adults aged 18+ years- 2,515

■ Statistically higher than total  
■ Statistically lower than total



	Total	Segments					
		Multilateralists	Community Champions	Disengaged	Empathisers	Global Citizens	Pragmatists
Base (WTD)	2515	483	225	352	708	425	322
UNWTD	%	%	%	%	%	%	%
Health Services	48	47	54	42	47	44	58
House prices/Cost of Rent/ Mortgage Repayment Rates	44	45	49	38	44	46	41
Household bills (e.g. food, energy, etc.)	42	40	34	45	48	36	44
The homeless situation/Lack of Local Authority Housing	35	36	47	23	35	36	35
Crime, Law and Order	19	16	16	23	18	14	26
Sustainability / Environmental issues / Climate change	17	22	30	4	12	27	18
Management of the economy	16	17	14	20	17	10	15
Mental health	16	15	17	16	19	15	10
Immigration	15	10	5	33	15	10	14
Ageing population/Pensions	8	8	6	10	7	5	16
Public transport	6	7	5	5	4	10	4
Rural decline	6	5	5	11	6	4	7
Unemployment/Jobs	5	6	2	3	6	6	2
Education	5	7	2	5	5	6	2
Childcare	4	5	4	4	5	5	3
Traffic congestion	3	4	1	5	3	4	1
Access to decent broadband	2	1	1	3	1	2	1
Racial inequality	2	3	3	1	1	5	1
Covid	1	1	0	1	2	2	0
Brexit	1	1	1	1	0	3	1
Overseas aid for developing countries	1	1	1	2	1	3	1
The ability to work from home	1	1	1	1	2	2	0
None of these	0	-	-	1	0	-	0

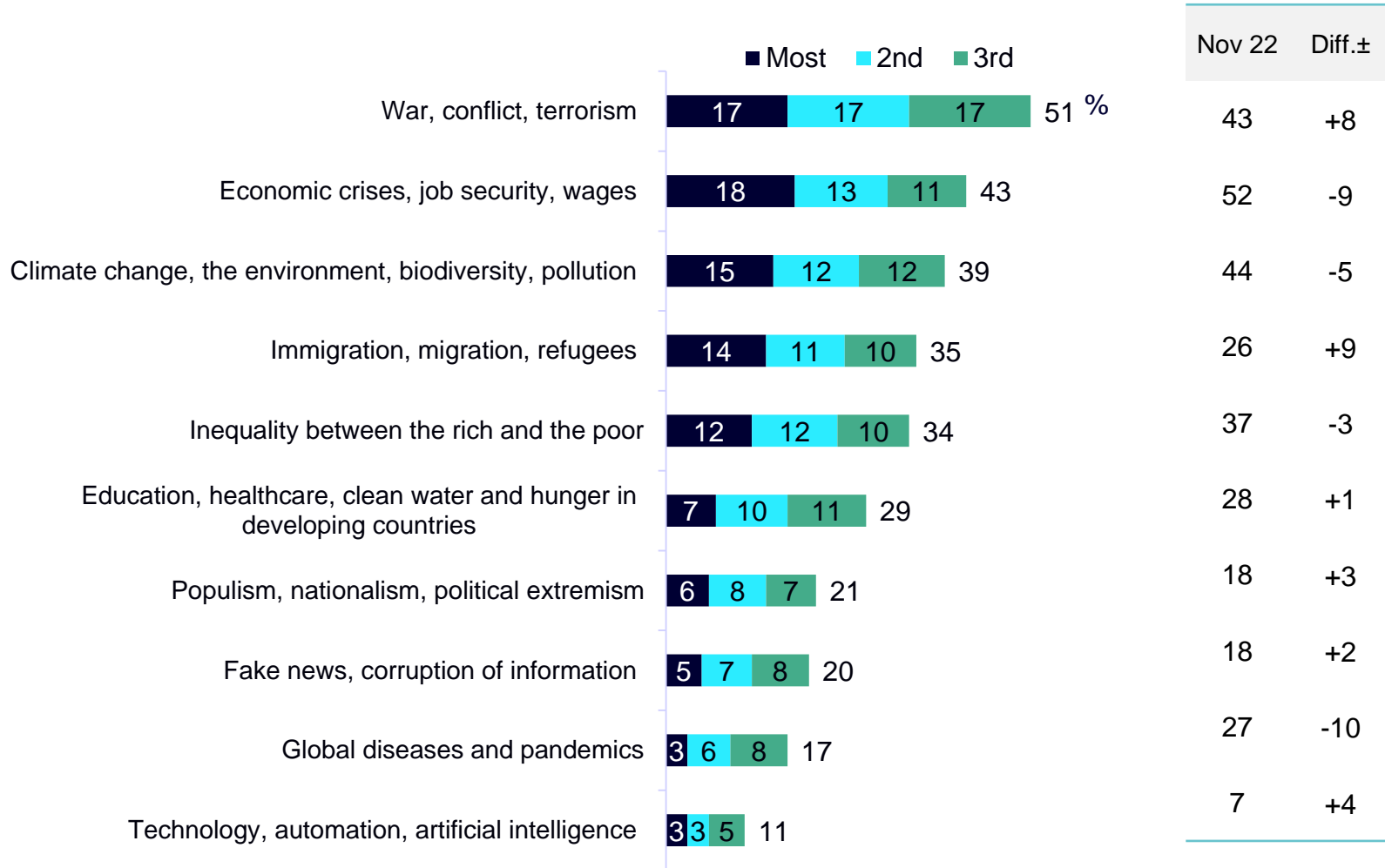
Pragmatists are more concerned on average re health services, crime, and the ageing population.

Community Champions, Multilateralists, and Global citizens over index on Sustainability. Community Champions also over index on homelessness.

Disengaged are a clear driving factor in the rise of immigration concern

# 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.

# Issues of Personal Concern x Segments

Base: All adults aged 18+ years- 2,515

 Statistically higher than total  
 Statistically lower than total



	Total	Segments					
		Multilateralists	Community Champions	Disengaged	Empathisers	Global Citizens	Pragmatists
Base	2515	483	225	352	708	425	322
	%	%	%	%	%	%	%
War, conflict, terrorism	51	52	48	38	55	48	58
Economic crises, job security, wages	43	37	32	56	49	36	39
Climate change, the environment, biodiversity, pollution	39	47	54	18	33	45	45
Immigration, migration, refugees	35	30	13	71	39	19	33
Inequality between the rich and the poor	34	32	47	29	32	41	28
Education, healthcare, clean water and hunger in developing countries	29	28	33	14	38	32	17
Populism, nationalism, political extremism	21	26	36	17	8	28	28
Fake news, corruption of information	20	19	22	26	17	23	19
Global diseases and pandemics	17	18	6	11	19	17	27
Technology, automation, artificial intelligence	11	9	9	20	9	12	7

The economic crisis/job security and wages continues to be the top issue of concern for Disengaged and Empathisers.

Multilateralists, Community Champions, and Global Citizens continue to display more concern for climate/environment than the average.

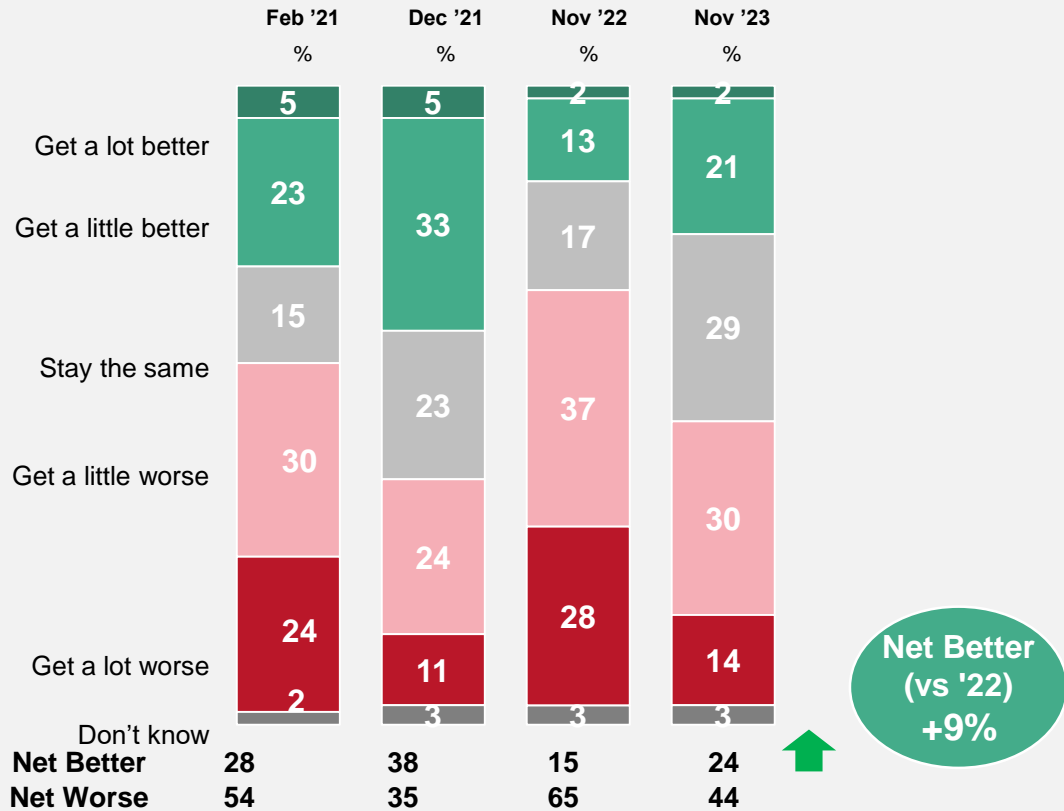
War and conflict is of higher concern for Pragmatists with 3 in 5 now concerned.

Immigration is the resounding concern among Disengaged with 7 in 10 now citing this.

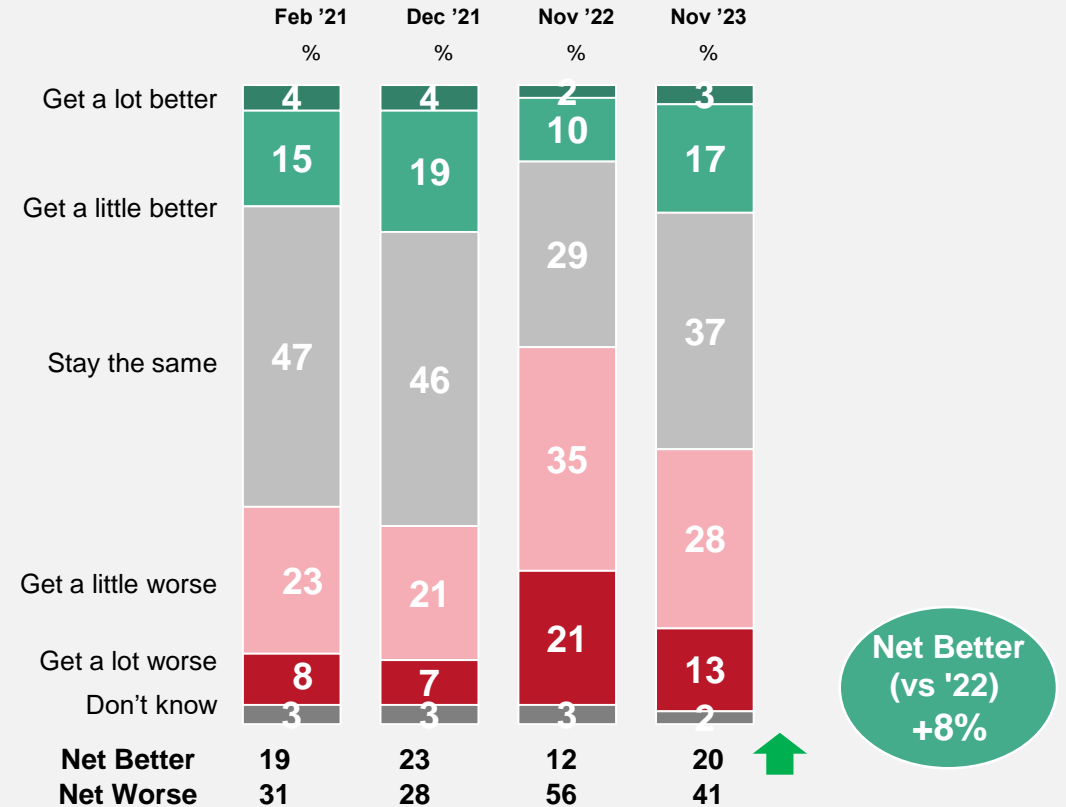
# General Economy/Financial Situation over next 12 months

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

## General Economy



## Financial Situation of Household

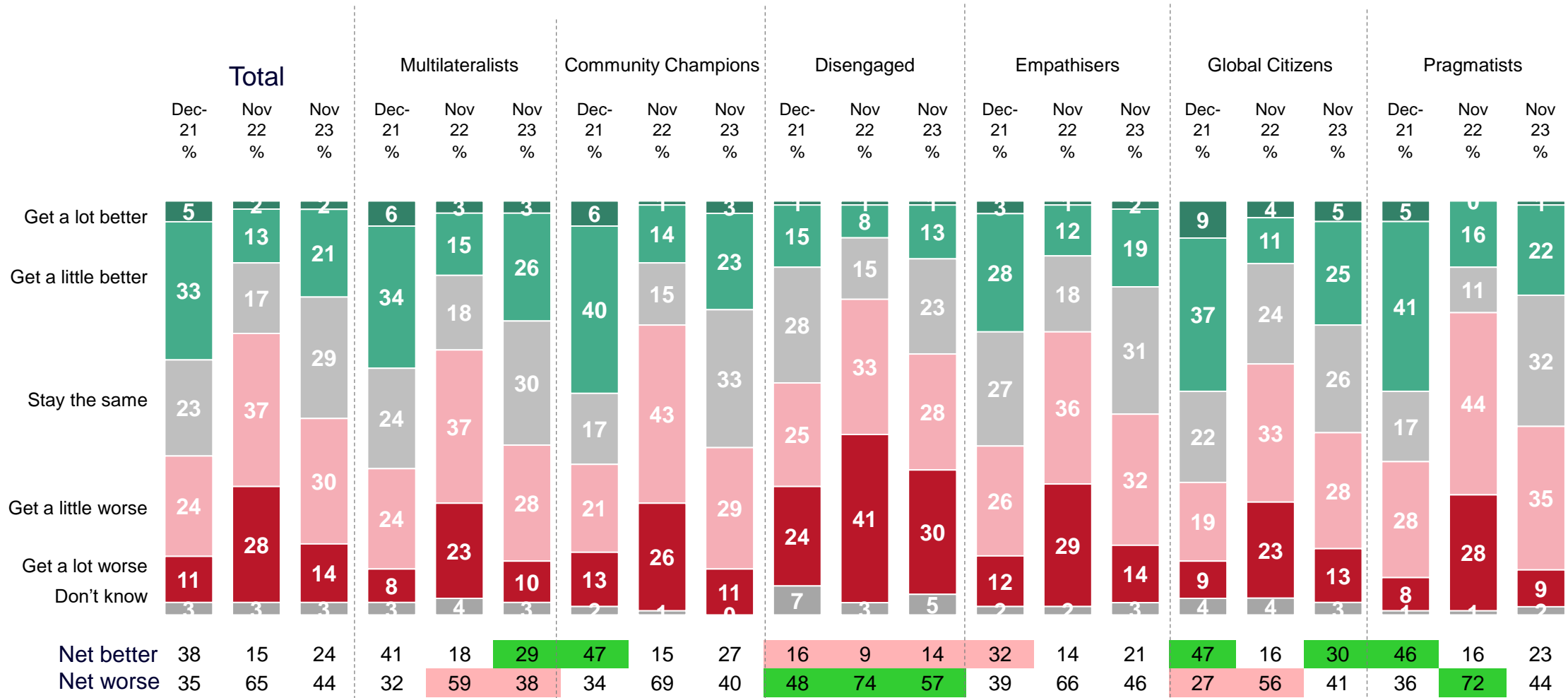


Encouragingly, there has been an increase in those predicting a better economic situation and personal financial situation unfolding over the next 12 months, albeit negativity is still significant.



# General Economy over next 12 months x Segments

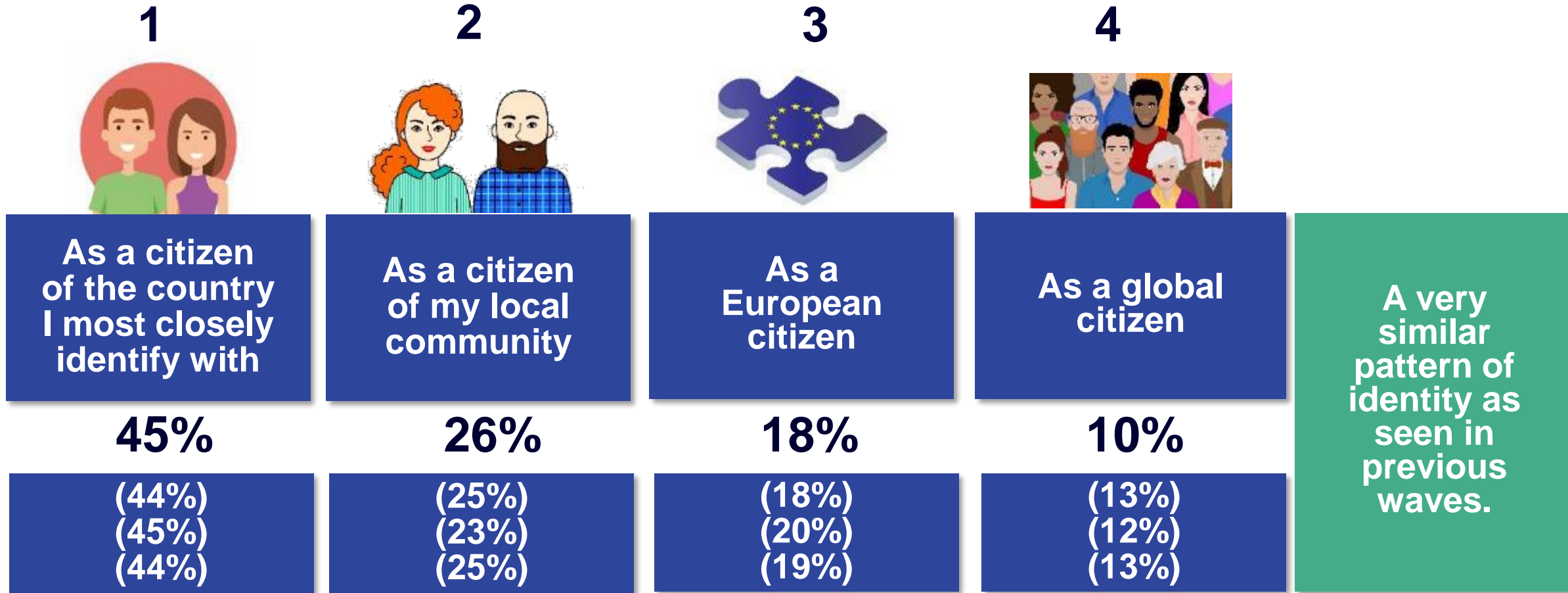
Base: All Adults aged 18+ years- 2,515 (Nov 22 N – 2501; Dec 21 N – 2,026)



Disengaged and Pragmatists display significantly higher scores for those feeling the economy will worsen over the next 12 months, having reduced significantly since December 2021.

# Perceived Individual Identity – Ranked 1st

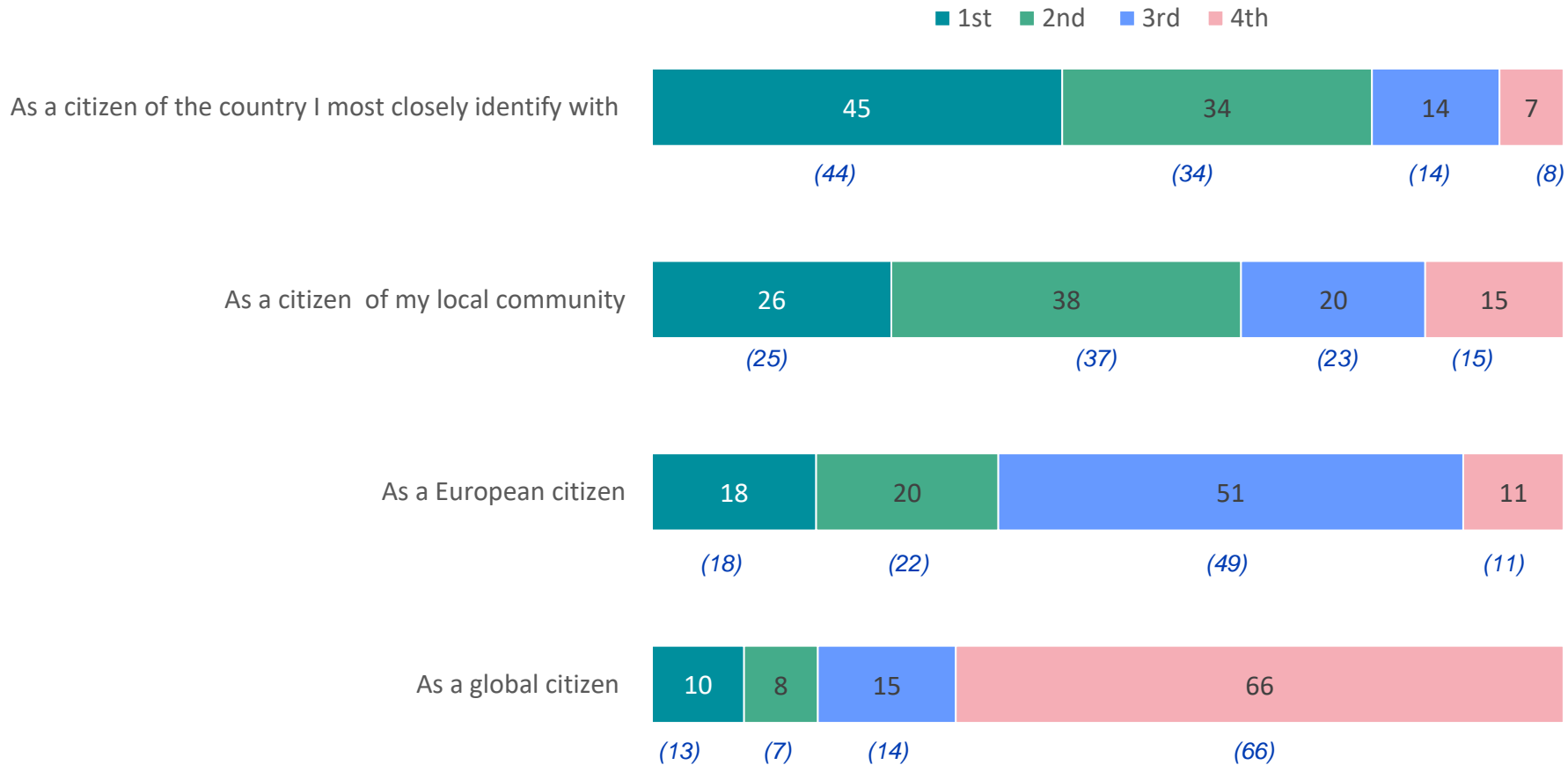
Base: All Adults aged 18+ years- 2,515 (Nov 22 N – 2501; Dec 21 N – 2,026)



Nov 22  
Dec. 21  
Feb. 21

# Perceived Individual Identity

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

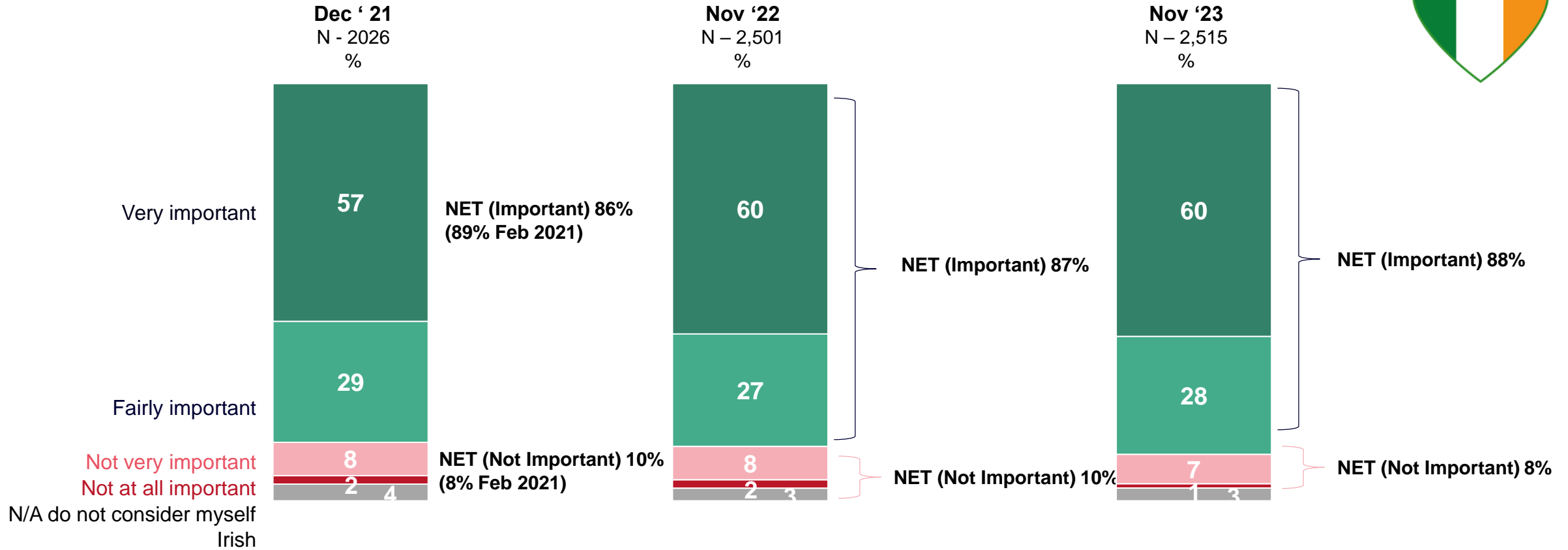


There is a similar pattern to selection when compared to November 2022, with almost half first identifying with their country. 2 in 3 continue to select global citizen last.

(Figs in brackets = Nov 22)

# Importance of the sense of being 'Irish'

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

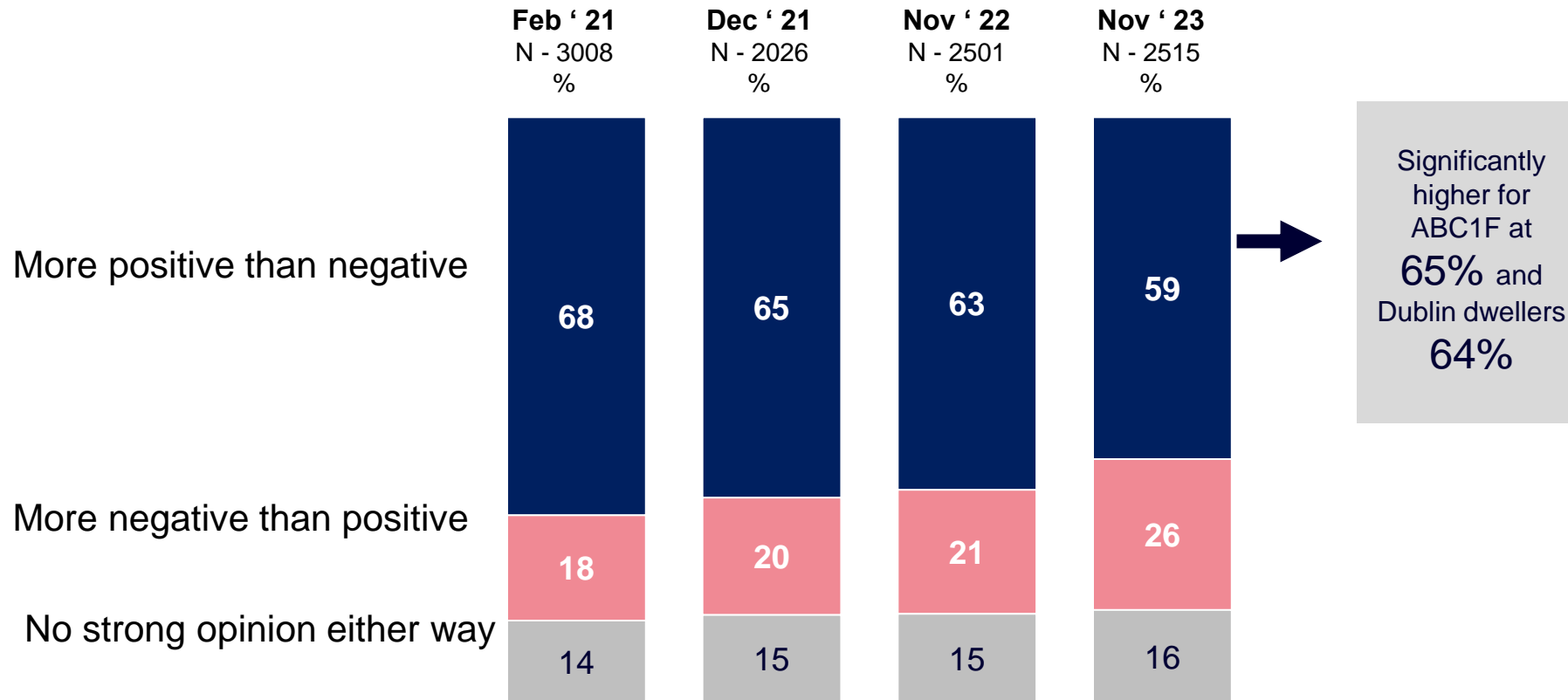


There have been no major changes in the level of importance placed on being Irish.



# 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.

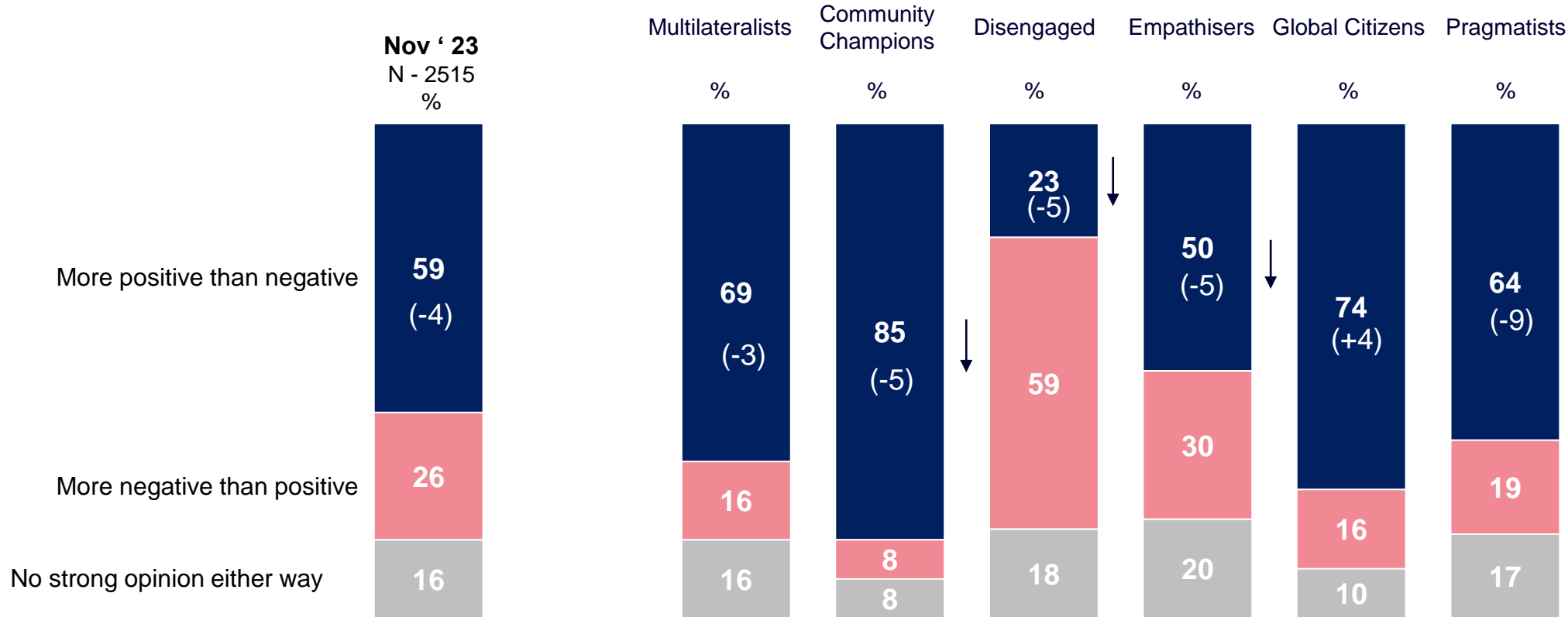
Q.5 Ireland has changed quite significantly over the last 10 to 20 years from being an historically white Catholic country to a more diverse and multi-cultural country. Would you say these changes have been more positive or more negative for Ireland?



# 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



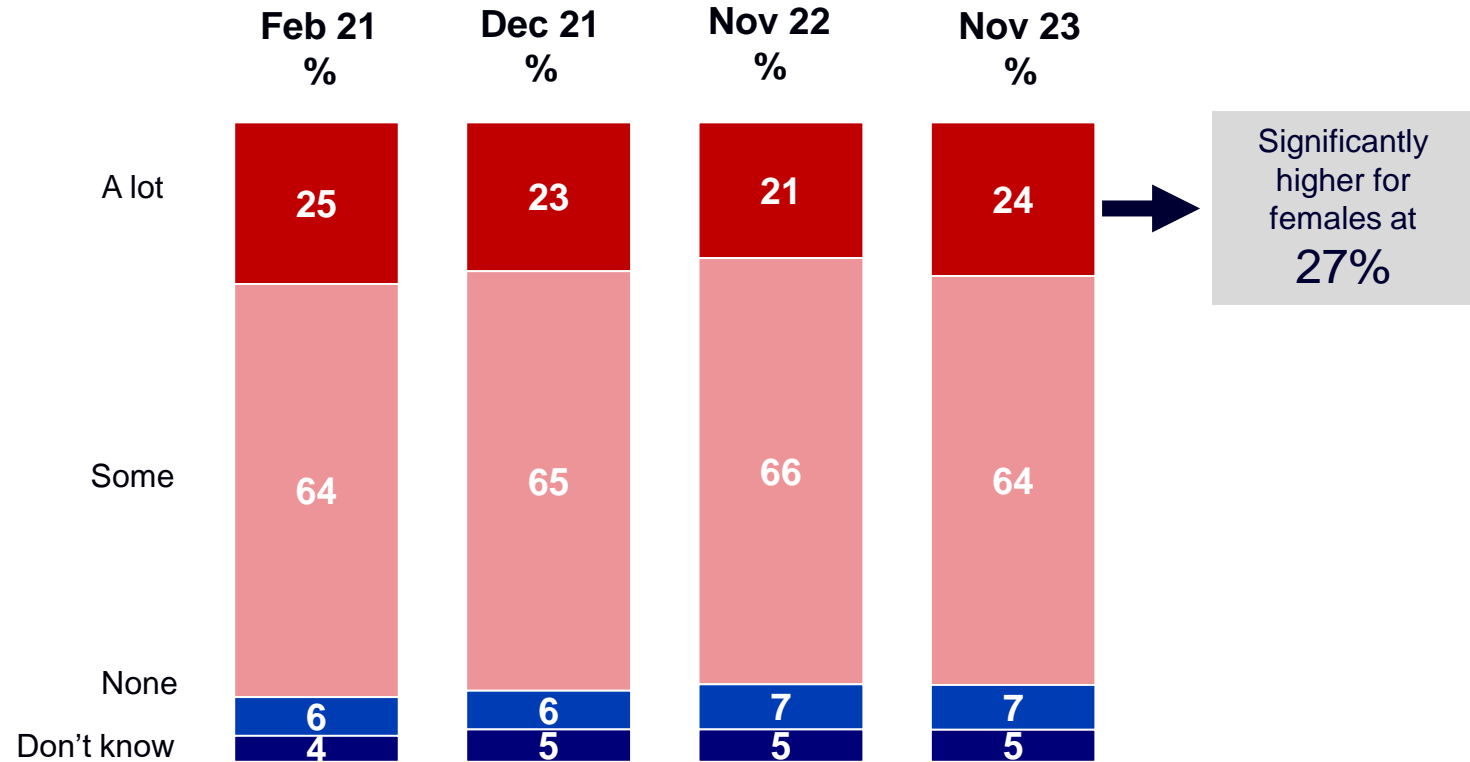
Reductions in positivity seen across all segments bar global citizens, with pragmatists showing the largest reduction

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?

# Racial Discrimination

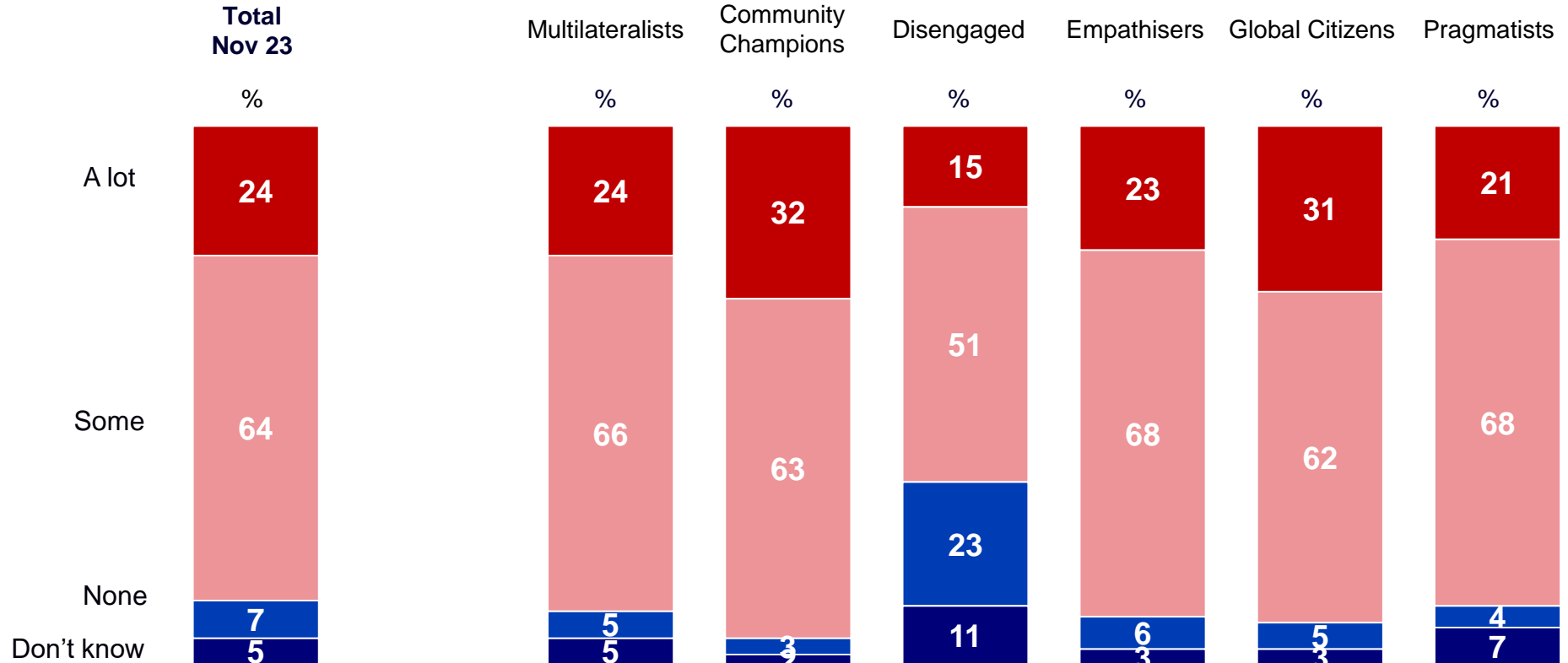
Base: All adults aged 18+ years- 2,515 (Nov 22 N 2,501; Dec 21 N 2,026; Feb 21 N – 3,008)



There has been a slight shift in perceived presence of racial discrimination, with 1 in 4 noting they feel there is a lot of racial discrimination, returning to levels seen in February 2021.

# Racial Discrimination x Segments

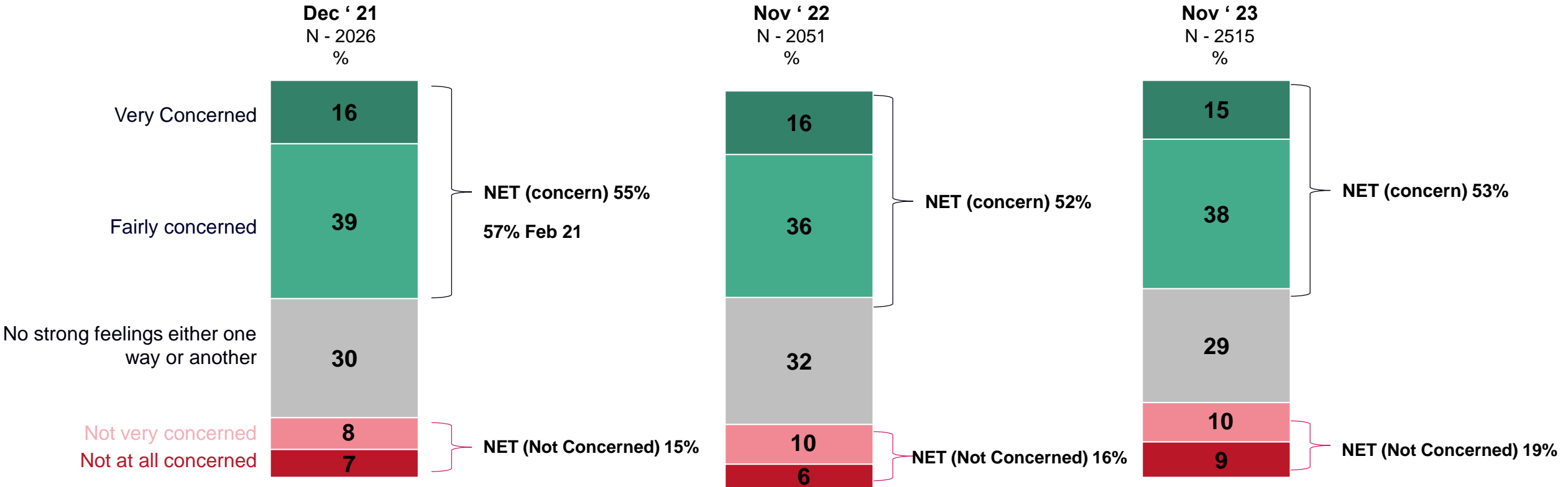
Base: All adults aged 18+ years- 2,515



Our key segments note a higher prevalence of racial discrimination in Ireland nowadays.

# Level of concern around protection of human rights of minorities in Ireland

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

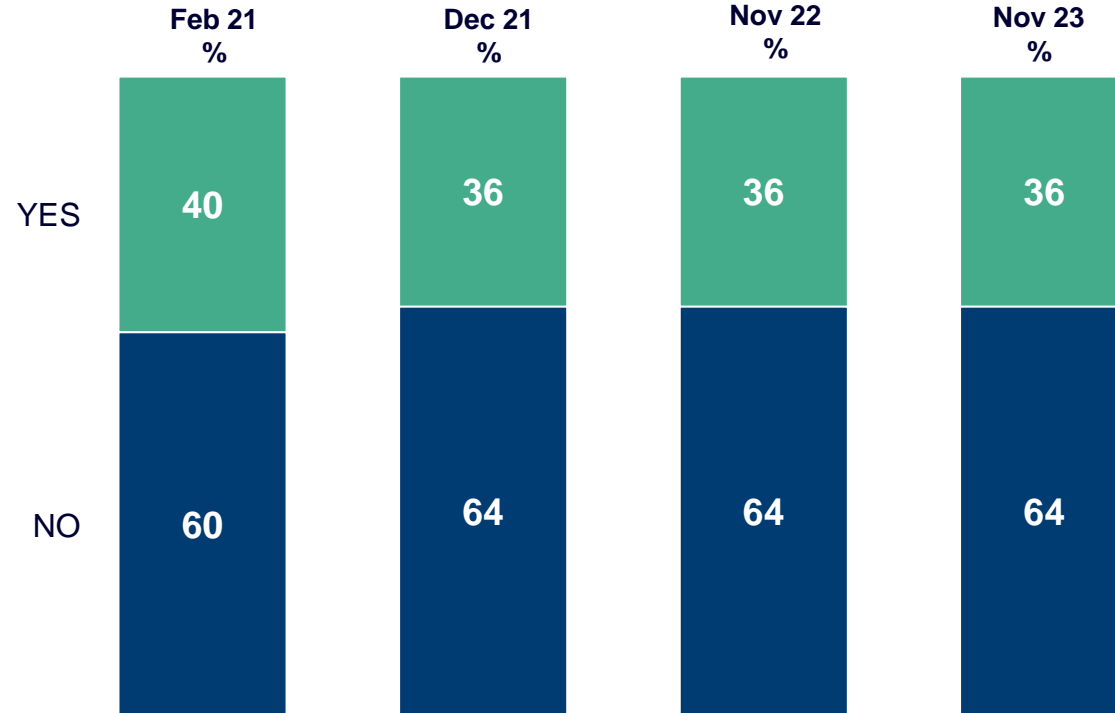


The level of concern felt has remained steady since Nov 22 following declines across the two 2021 waves. This contrasts with the increasingly negative view of growing diversity in Ireland.



# Incidence of Travelling to Developing Country

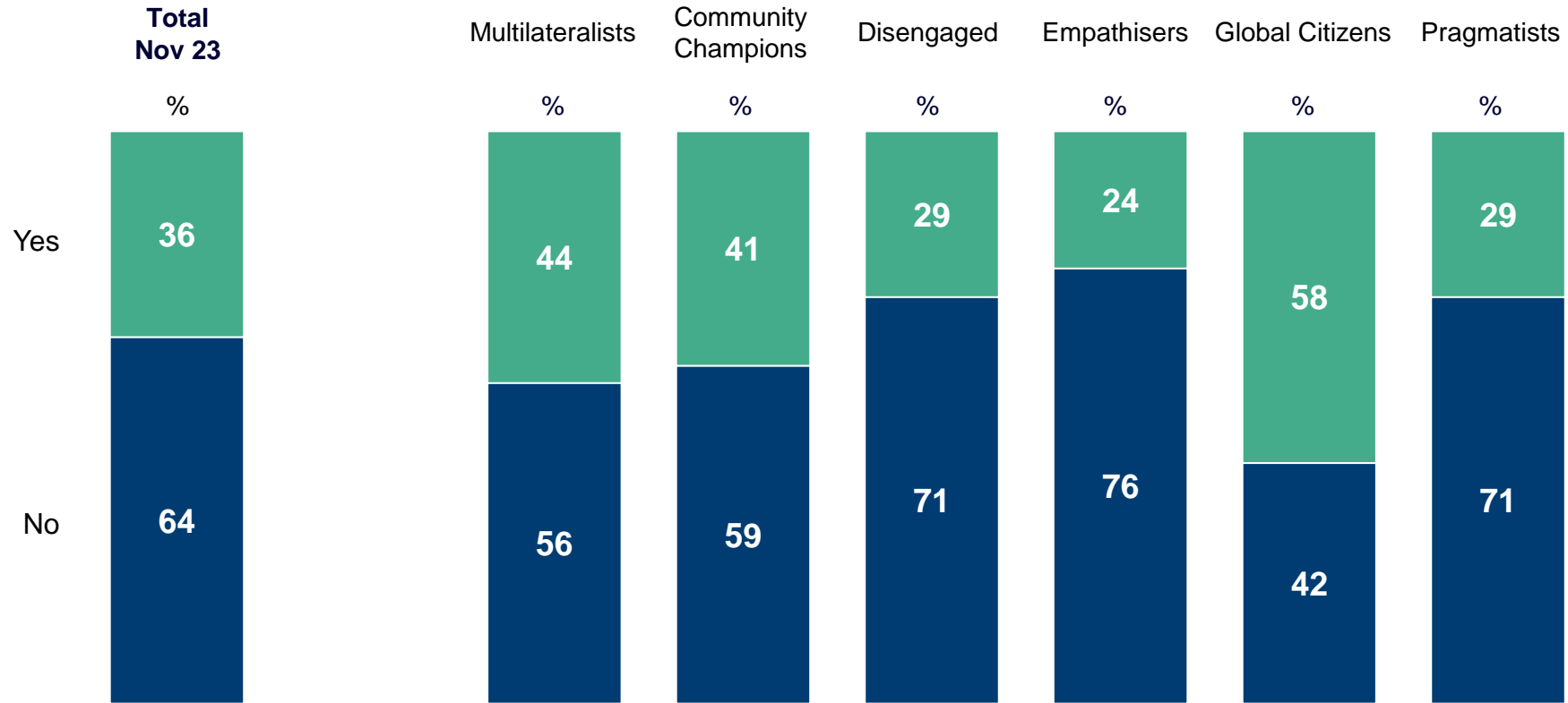
Base: All Adults aged 18+ years- 2,515 (Nov 22 N – 2501; Dec 21 N – 2,026; Feb 21 N – 3,008)



Travel to a developing country remains at 36%, with no movement seen since February 2021.

# Incidence of Travelling to Developing Country x Segments

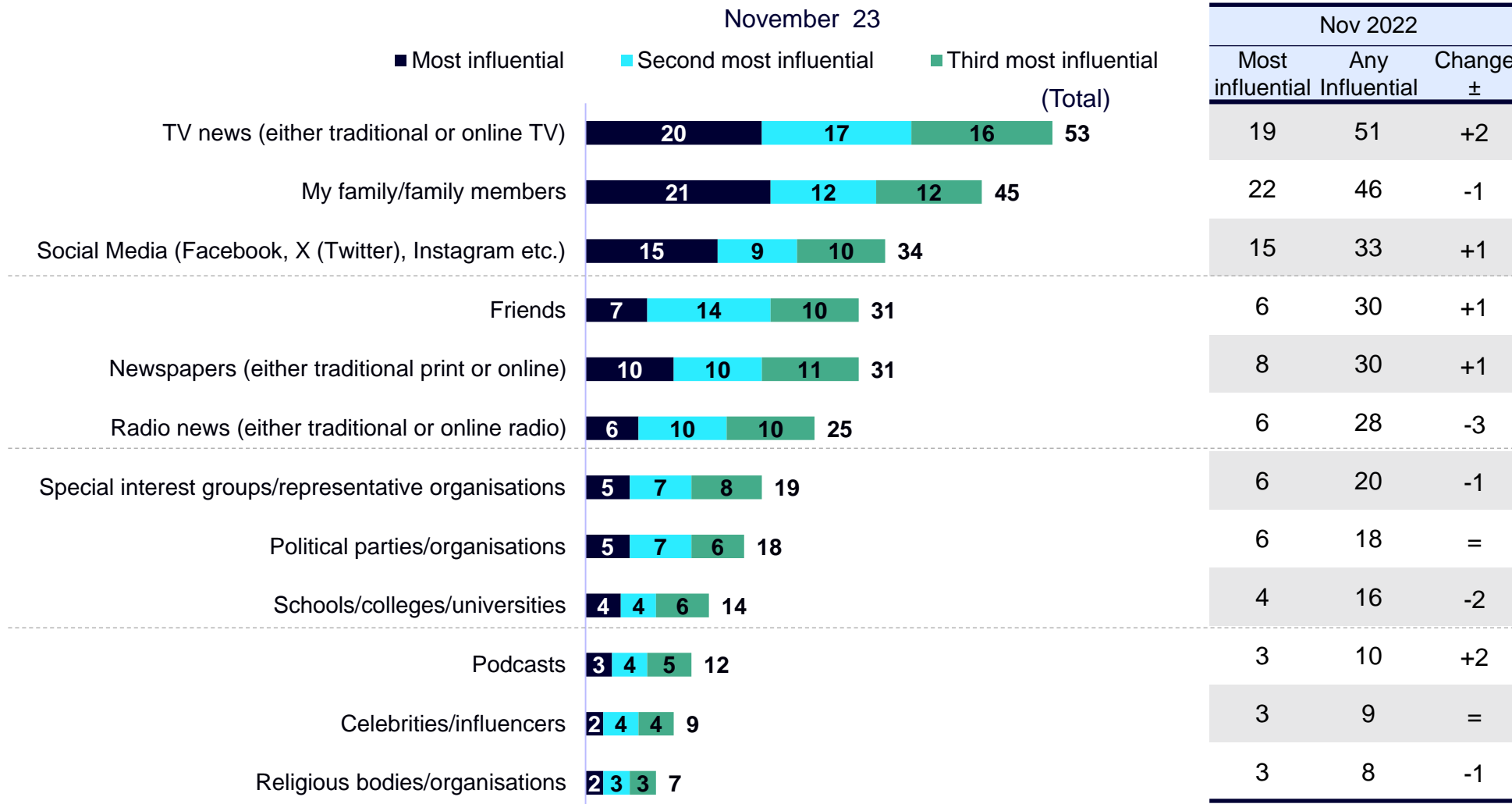
Base: All Adults aged 18+ years- 2,515



Global citizens are much more likely to have travelled to a developing country, with the other 2 key segments showing higher incidence of travelling, compared to the remaining 3 segments.

# 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 6<sup>th</sup>.



# Greatest influence on views and opinions of key issues x Segments

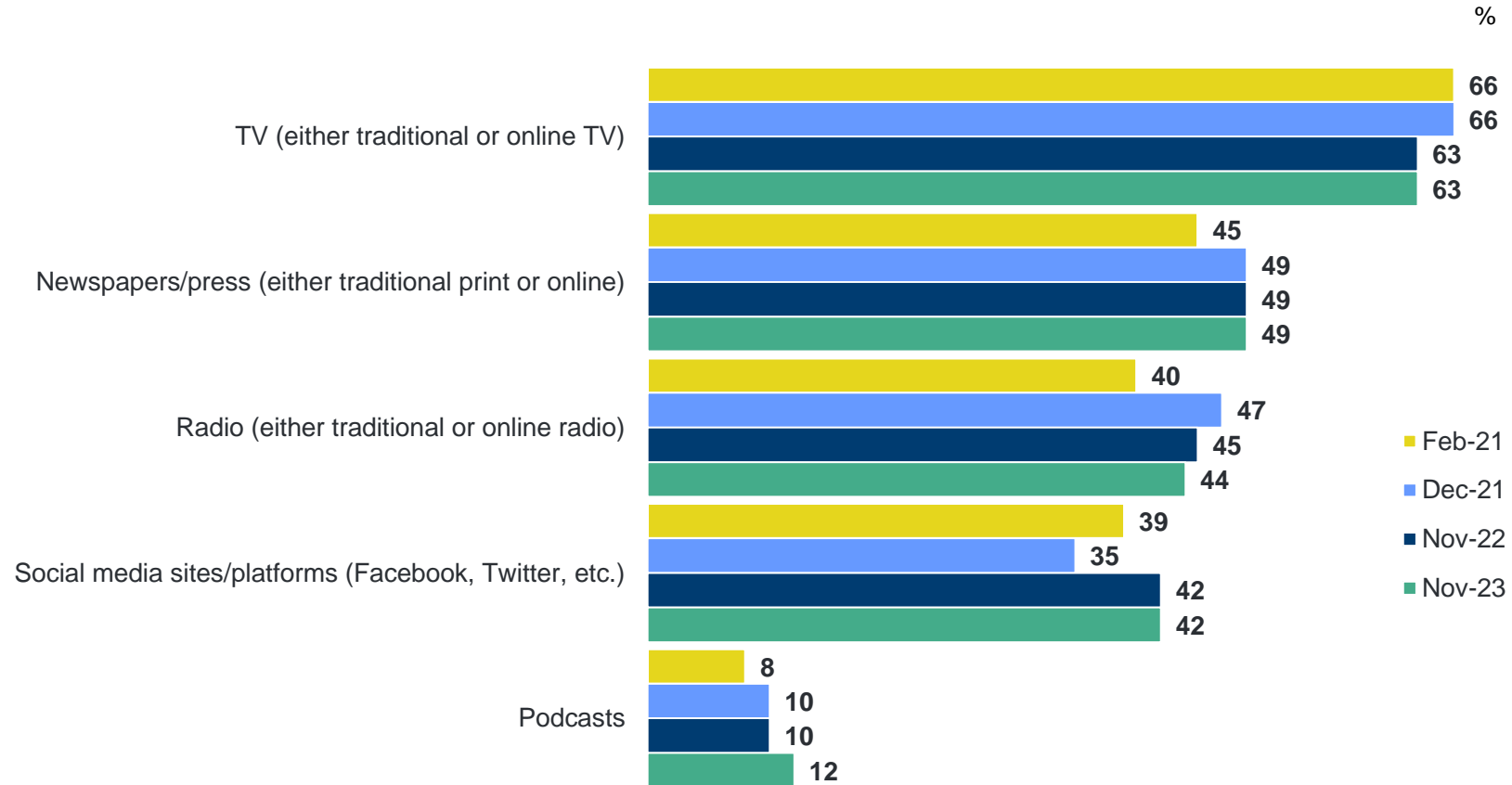
Base: All adults aged 18+ years- 2,515

■ Statistically higher than total  
■ Statistically lower than total

	Total	Segments					
		Multilateralists	Community Champions	Disengaged	Empathisers	Global Citizens	Pragmatists
Base	2515 %	483 %	225 %	352 %	708 %	425 %	322 %
TV news (either traditional or online TV)	53	55	53	44	41	50	88
My family/family members	45	41	42	52	59	34	29
Social Media (Facebook, , X (Twitter), Instagram etc.)	34	28	34	33	43	41	13
Friends	31	26	29	40	43	27	7
Newspapers (either traditional print or online)	31	31	30	27	14	33	72
Radio news (either traditional or online radio)	25	21	30	23	14	19	63
Special interest groups/representative organisations	19	24	30	15	16	23	11
Political parties/organisations	18	24	19	18	17	17	13
Schools/colleges/universities	14	17	10	14	19	18	-
Podcasts	12	14	12	16	10	15	3
Celebrities/influencers	9	12	2	8	14	11	-
Religious bodies/organisations	7	7	8	9	8	11	1

# 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)

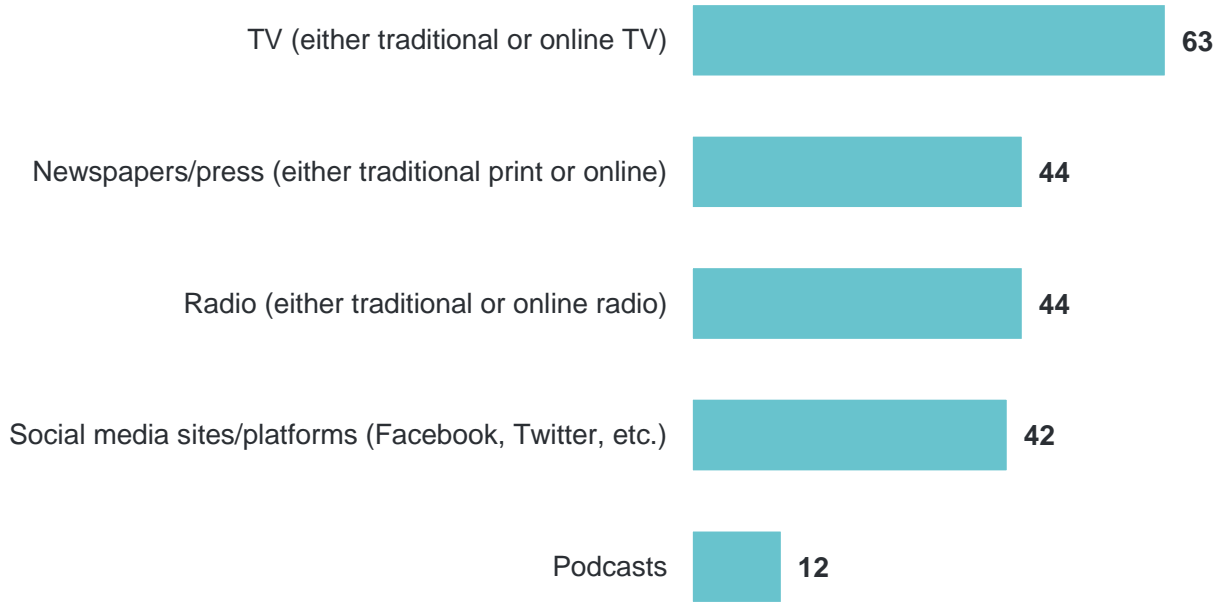


The majority of source usage has remained steady with the exception of newspapers (decreasing by 5% pts).

# Sources for news and information x Segments

Base: All adults aged 18+ years- 2,515

■ Statistically higher than total  
■ Statistically lower than total

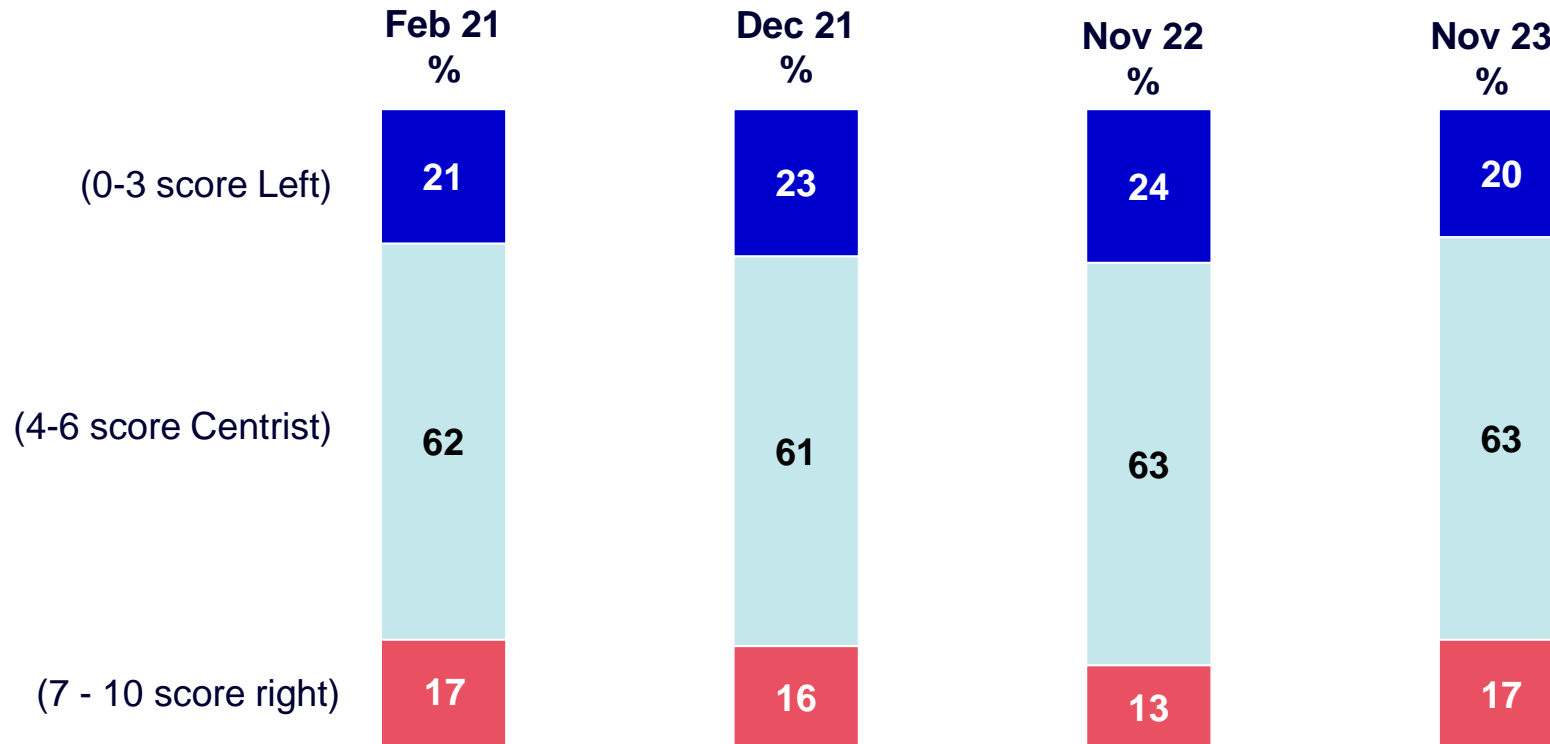


	Segments					
	Multilateralists	Community Champions	Disengaged	Empathisers	Global Citizens	Pragmatists
	483	225	352	708	425	322
	%	%	%	%	%	%
TV (either traditional or online TV)	65	71	50	62	54	84
Newspapers/press (either traditional print or online)	49	64	38	38	52	72
Radio (either traditional or online radio)	45	58	36	41	38	58
Social media sites/platforms (Facebook, Twitter, etc.)	38	37	42	52	47	20
Podcasts	13	18	15	8	15	7

Importance of multi-pronged communications strategy is reinforced here as key target segments show differing preferences in where they get their information – community champions display more reliance on tradition media, while global citizens rely more so on social media.

# Political persuasion

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

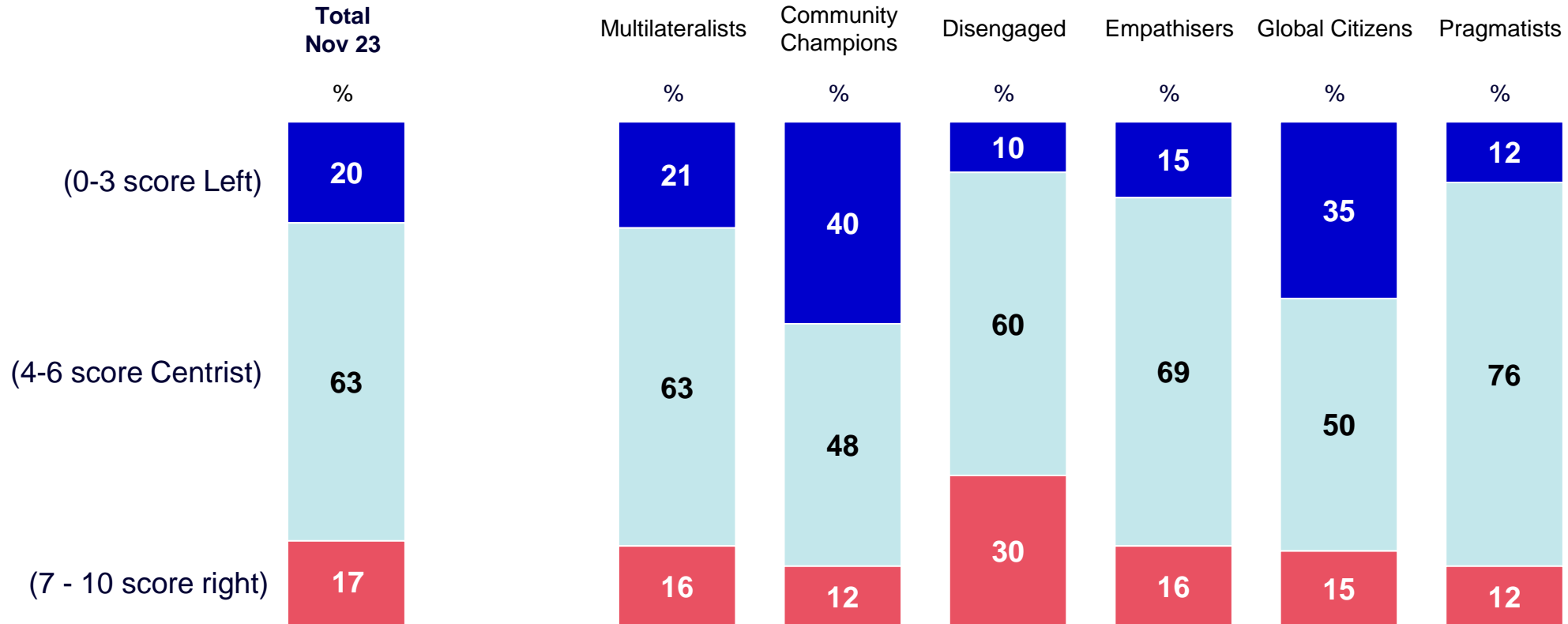


As in the previous three waves, the majority of respondents claim to be in the centre when it comes to political persuasion.

However, when compared to November 2022, we can see that there has been a growing leaning to the right. However, more continue to identify with the left than the right at this stage.

# Political persuasion x Segments

Base: All Adults aged 18+ years- 2,515

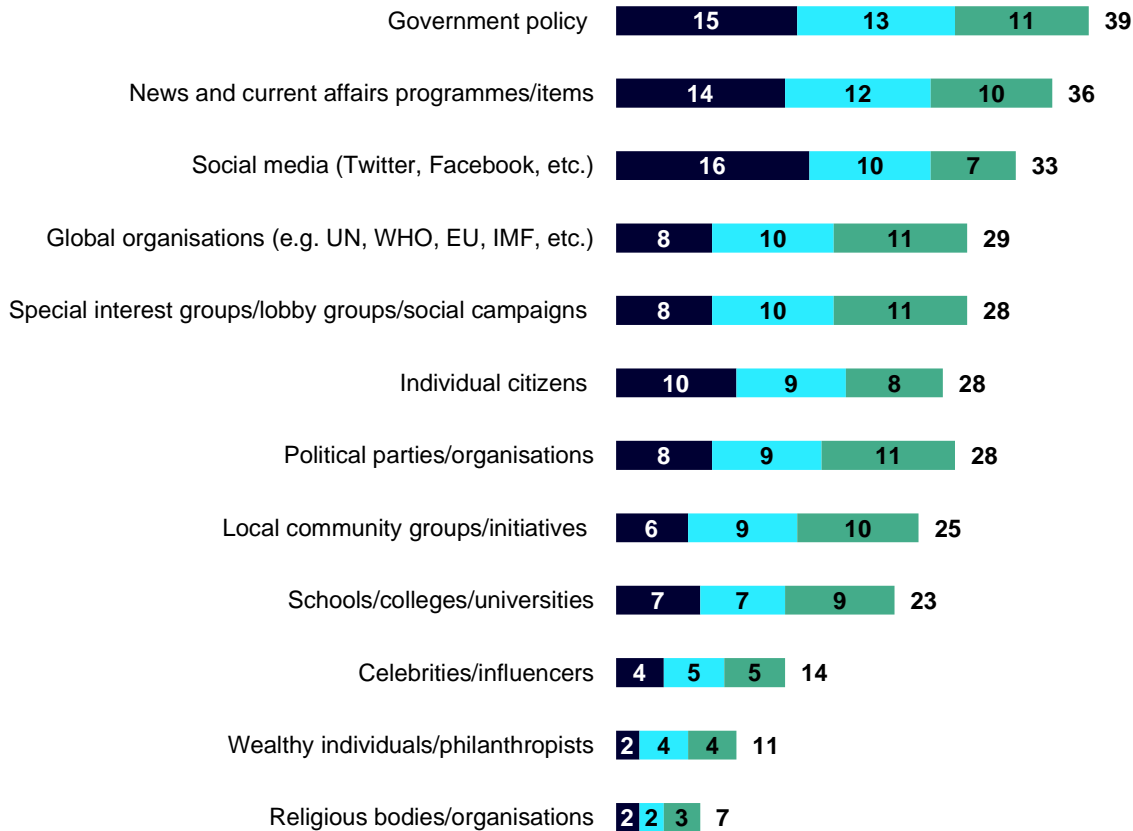


Community champions and global citizens show much more of a lean toward leftist politics, with disengaged on the other end of the political spectrum.

# 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).**

# Influential (any) in bringing about social change x Segments

■ Statistically higher than total  
■ Statistically lower than total

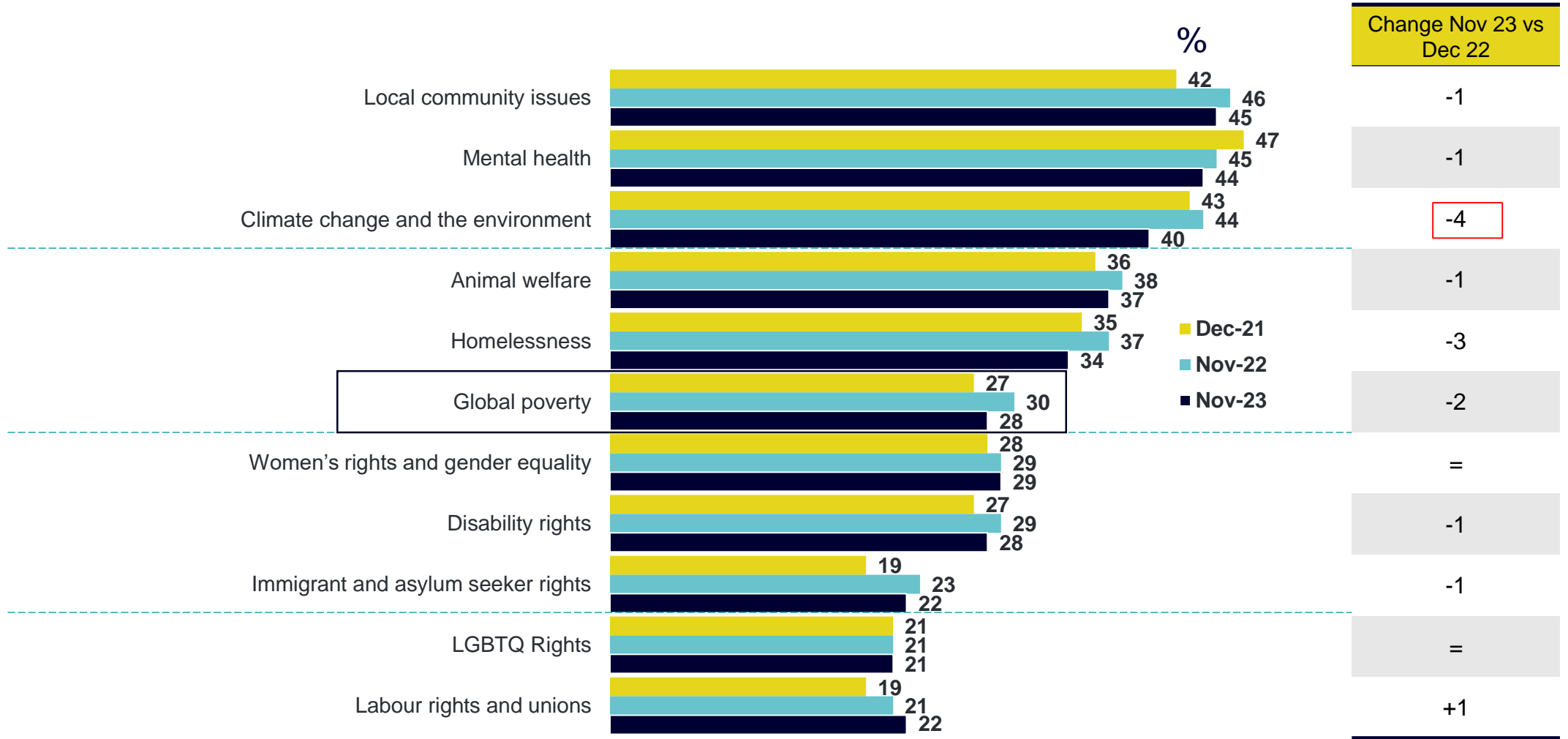


Base: All adults aged 18+ years- 2,515

	Total	Segments					
		Multilateralists	Community Champions	Disengaged	Empathisers	Global Citizens	Pragmatists
Base (WTD)	2515	483	225	352	708	425	322
UNWTD	%	%	%	%	%	%	%
Social media (, X (Twitter), Facebook, etc.)	16	15	12	16	21	20	9
Government policy	15	17	18	11	12	12	19
News and current affairs programmes/items	14	18	13	13	14	8	19
Individual citizens	10	8	9	16	9	10	11
Special interest groups/lobby groups/social campaigns	8	8	15	8	5	9	10
Global organisations (e.g. UN, WHO, EU, IMF, etc.)	8	10	7	4	7	10	8
Political parties/organisations	8	7	11	8	8	5	9
Schools/colleges/universities	7	7	3	8	7	9	4
Local community groups/initiatives	6	3	6	6	9	5	8
Celebrities/influencers	4	4	3	6	4	3	1
Wealthy individuals/philanthropists	2	2	2	3	3	2	2
Religious bodies/organisations	2	2	1	2	1	5	0

# Incidence of being active in causes over the last 12 months

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



There has been reduced activity across the board with the exception of labour rights. There have been no changes to the top three causes which have remained the same across the previous 3 waves.



# Who has been active and in what causes x Segments

■ Statistically higher than total  
■ Statistically lower than total



Base: All Adults aged 18+ years- 2,515

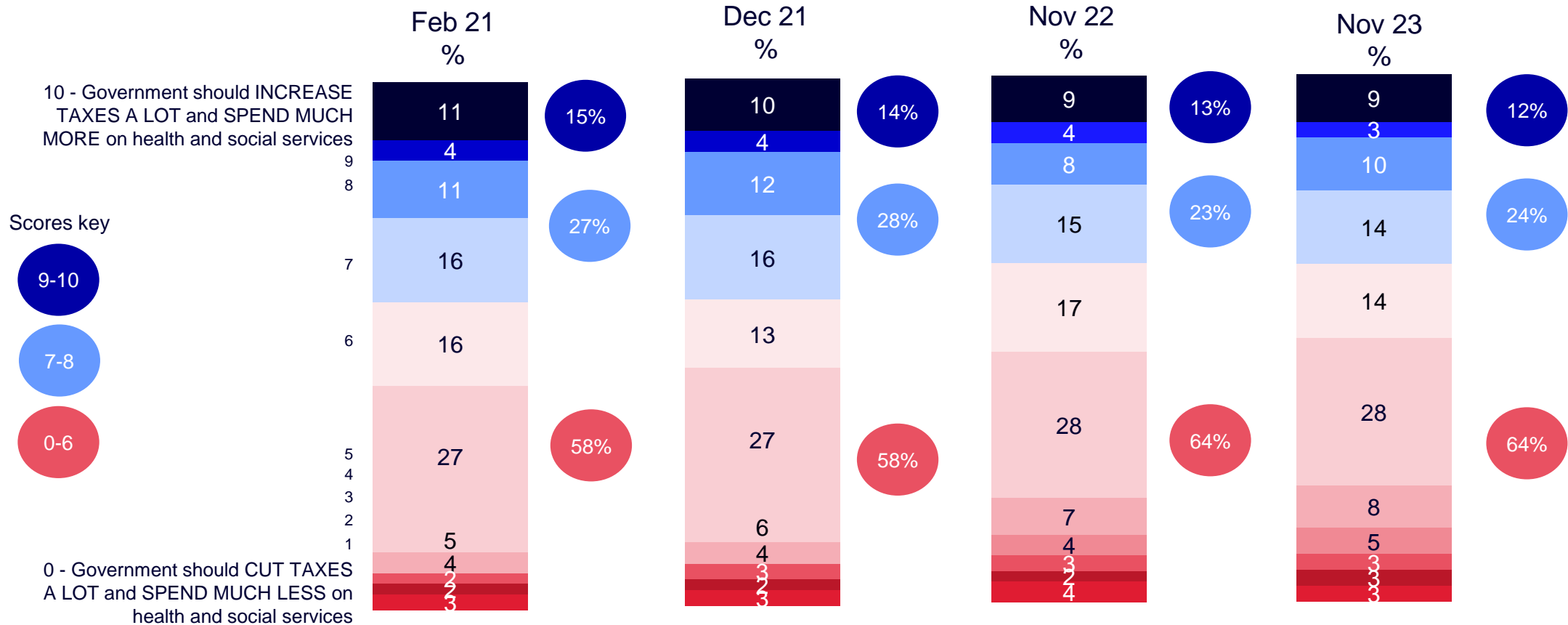
	Total	Segments					
		Multilateralists	Community Champions	Disengaged	Empathisers	Global Citizens	Pragmatists
Base	2515	483	225	352	708	425	322
	%	%	%	%	%	%	%
Local community issues	45	41	60	36	50	50	35
Mental health	44	44	54	33	46	59	26
Climate change and the environment	40	47	51	19	35	63	29
Animal welfare	37	37	46	35	35	47	25
Homelessness	34	35	53	22	33	44	24
Women's rights and gender equality	29	31	44	13	27	49	12
Disability rights	28	32	40	21	28	38	12
Global poverty	28	31	47	9	24	44	17
Immigrant and asylum seeker rights	22	23	36	14	18	40	6
Labour rights and unions	22	21	29	18	19	35	12
LGBTQ Rights	21	22	34	10	19	37	6

Disengaged and pragmatists show much lower involvement across the board, while community champions and global citizens show much higher engagement. Multilateralists and empathisers show more specific involvement, with multilateralists showing higher involvement with climate change, while empathisers show higher involvement with local community issues.



# Opinion on Government spending

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



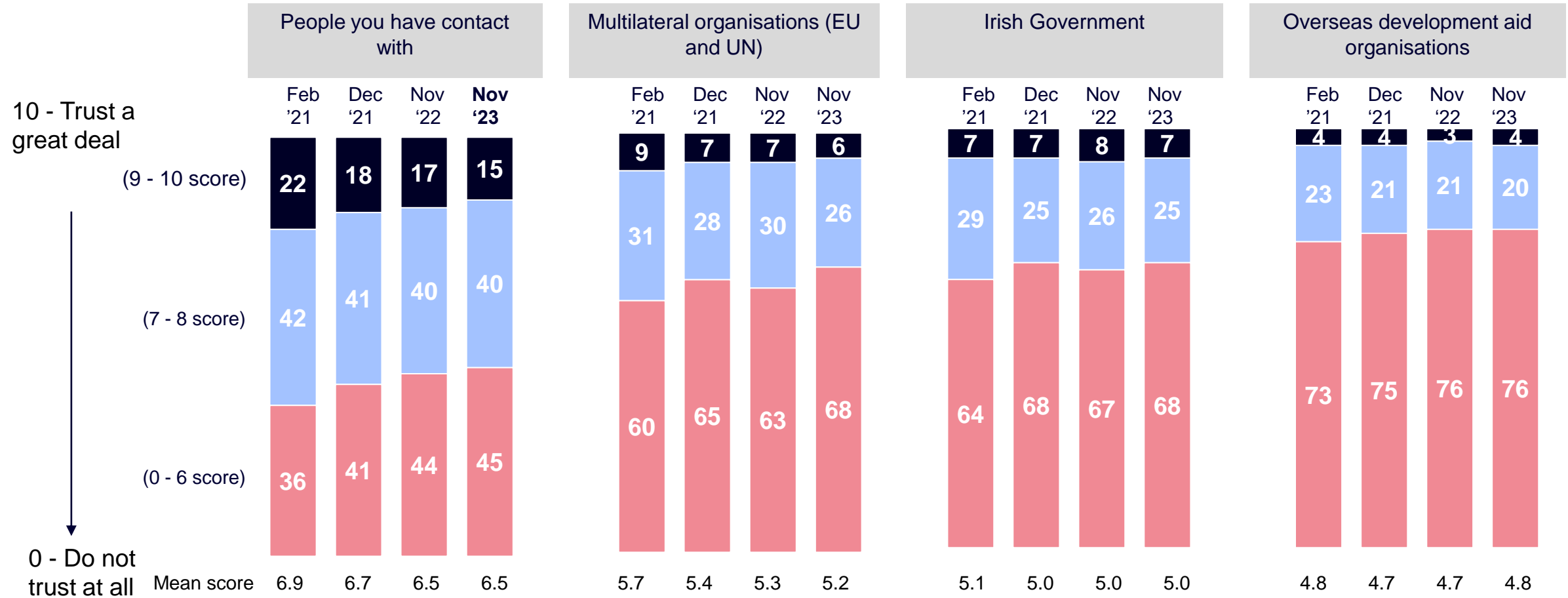
**In line with 2022, 64% feel the Government should cut taxes a lot and spend much less on health and social public services compared to increasing tax and spending much more on health and social services. This is up six percentage points versus both 2021 surveys, reinforcing the insular, individualistic thinking that was first seen in the Nov '22 wave.**

Q.11 On a scale of 0 to 10, where 0 means government should CUT TAXES A LOT and SPEND MUCH LESS on health and social public services, and 10 means government should INCREASE TAXES A LOT and SPEND MUCH MORE on health and social public services. Where would you place yourself in terms of this scale



# Trust levels attributed to multilateral agencies

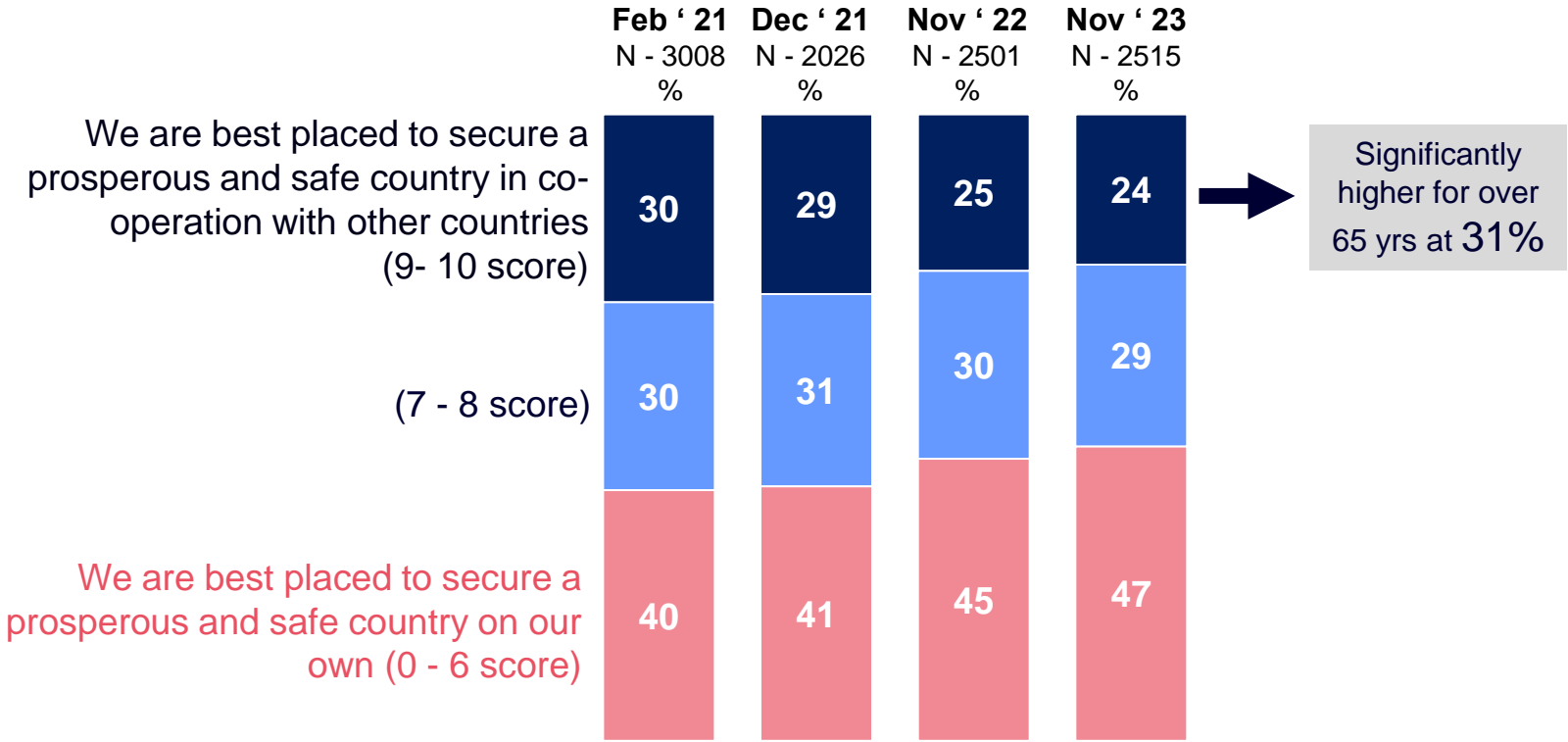
Base: All Adults aged 18+ years- 2,515 (Nov 22 N – 2501; Dec 21 N – 2,026; Feb 21 N – 3,008)



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).

# Ideas on how to secure a prosperous and safe country

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



We are best placed to secure a prosperous and safe country on our own (0 - 6 score)

Significantly higher for

- Have Children under 17 52%
- C2DE 51%
- Family Pre-Teen 54%
- Family Teen 56%

The previously stated growth in insular views has continued, with an increase in those claiming that we are best placed to secure a prosperous and safe country on our own. Those over 65 are least likely to have this view.

# 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)

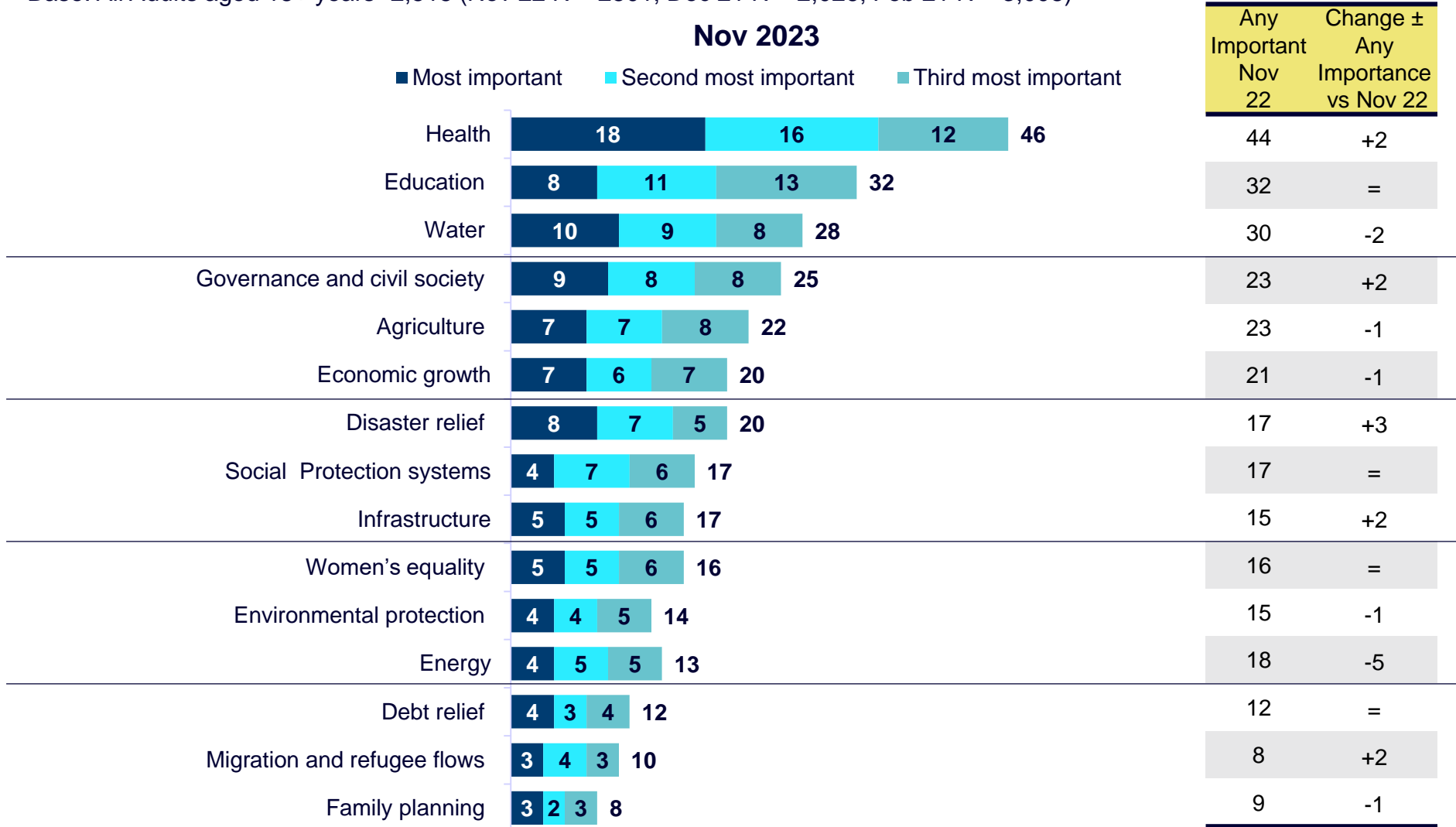


It is interesting to note that there has been a growth in recognition of the impact an individual can make, paired with a reduction in perceived impact across all listed institutions (Note, Irish Government impact remains stable).

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

# Most important priorities for Irish Government support on overseas aid

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



Overall, scores have remained steady year-on-year, though energy has seen reduced mentions (-5%).

In terms of the most important priorities for the Irish Government to support on overseas aid, the areas of health, education and water remain the top three priorities for people.

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?





# Summary



# Key Take-Outs

- Despite some improvement since last year, at a household level 44% still feel that their household finances will be worse in the next 12 months. In addition, the previously cited growth in insular, localised perspectives has continued which will undoubtedly prove a challenge. However, despite these headwinds there is still strong support for overseas aid with enduring support for government aid, paired with a strong sense of moral obligation to personally support overseas aid.
- When focusing on segments, we can see that the most challenging segments (Disengaged Nationalists and Empathetic Reactionaries) have both increased for the second wave in a row at the expense of all segments bar Community Champions. This is understandable given the rise in the increasingly insular feelings being cited in the research. There is a more rural flavour to these challenging segments, with a younger base across both.
- The top three issues competing with overseas aid in terms of public expenditure remain the same as in Nov '22, albeit there has been a significant reduction in concerns surrounding household bills. Health services is the top issue for people with 48% citing, followed by house prices at 44%, and then household bills (42%). We can clearly see the growth in insular viewpoints with those citing immigration as a top three concern almost doubling (8% in Nov '22 to 15% in Nov '23).
- Areas relating to overseas aid show minimal consideration as issues for Ireland, with much more focus on what can be deemed as more close-to-home / immediate concerns. 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. On a personal donation level, this may bode well for donations once overseas charities clearly communicate the role they play in conflict zones (where applicable).



# Key Take-Outs

- Regarding the potential to involve more people in activism, the reported shift toward local community seen in 2022 has continued in 2023. It should be noted however, that involvement across the board has dropped or remained stable, with no change to the top three causes cited (Local community issues, mental health, & climate change).
- Again much like in 2022, activism in local community issues is paired with increases in more insular thinking. For example, there has been an increasingly negative view toward growing diversity and multi-culturalism in Ireland. This is likely due to increased cost of living paired with the evident pressures being felt around refugees and housing. In addition, it is much more challenging to determine any material change as a result in activism in the global poverty space given the geographical distance. When time and indeed money is finite, a clear and material impact is more likely to be sought after.
- It should be highlighted that, although there is a growing insular, individualistic viewpoint amongst the Irish public, this does not necessarily mean that Ireland is no longer charitable, giving, and indeed, welcoming. For example, three quarters agree it is important that the Government provide overseas aid, while 3 in 5 agree that citizens of Ireland have a moral obligation to personally support overseas aid. It is more that there is a softening of these views. Therefore, Dochas agencies will need to work that bit harder to effectively communicate its messaging to all segments, with a focus needed on providing clear, material results of giving to these agencies.

# Key Take-Outs

- Health, education, and water remain the top three priorities among the Irish public with regard to the Irish Government's overseas aid programme. It should be highlighted here that communications around the impact of the Irish Government's overseas aid programme could be a focus point for improvement, with the Irish government coming in joint last in terms of influence scores (the UN, business, development organisations all perform better, with the individual receiving the same score as Irish Government).
- From a media planning perspective, TV remains the key influential channel for most audiences, although there is a continuing and steady increase in those citing social media as influential for them, with 34% noting it's a top three influential media source, thus remaining in third place. This drives home the importance of a multi-channel approach to communications.



# Key Take-outs



# Key Take-Outs

1

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

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2

The Worldview Research allows us to test assumptions

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3

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

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# Thank you.

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