



RESEARCH
& INSIGHT

Public Engagement Study

December 2021

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.



Introduction - The Qualitative Stage



- A Qualitative phase of focus groups was also conducted
- The qualitative groups were focused primarily on evaluating the *Now More Than Ever* campaign
- Fieldwork took place during November 2021

| | Segment | Social Class | Lifestage | Gender | Location |
|---|--------------------------|--------------|------------------------------------|--------|------------------------------|
| 1 | European Multilateralist | BC1 | Mix of older family/empty nester | Mix | Dublin/Cork mix |
| 2 | European Multilateralist | BC1 | Mix of older family/empty nester | Mix | Dublin/Cork mix |
| 3 | National Pragmatists | C2D | Empty Nester | Mix | Across ROI (mix urban/rural) |
| 4 | National Pragmatists | C2D | Empty Nester | Mix | Across ROI |
| 5 | Global Citizens | BC1 | Pre-family | Mix | Dublin/Cork mix |
| 6 | Community Activists | BC1 | Mix of pre-family and young family | Female | Across ROI (mix urban/rural) |



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.
- From a **strategic targeting perspective**, the most recent wave of research confirms that the size, profile, and general disposition towards overseas aid, of each of the six segments remain as they were at the end of 2021, thereby validating the overall strategy developed by Dochas for 2022, and most likely beyond that.
- **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.
- **Driving a stronger understanding** of who Dochas are, our remit and where we are coming from would help with all of our segments getting on board and becoming stronger advocates for the brand.

Key Take-Outs



- Spontaneous awareness of the *Now More Than Ever* campaign is low (which we would expect)
- Prompted awareness brings up lots of positives, but we are hampered by low comprehension of Dochas' role as an organisation.
- Consumers struggle to understand the 'umbrella' nature of the organisation and it would benefit us in future campaigns to take a step back and clarify this for consumers as a starting point
- Of all the segments, *Global Citizens* were most engaged by the campaign, and this is in respect to both the content and the look & feel (which we would expect), they are also most motivated to act on the call. *European Multilaterists* are also positive in their response, particularly motivated by the different approach and pushing of the boundaries more.
- With *Community Activists/National Pragmatists* we will have to work harder to sell in our key message, that now more than ever, we need to look out rather than in.



The Findings

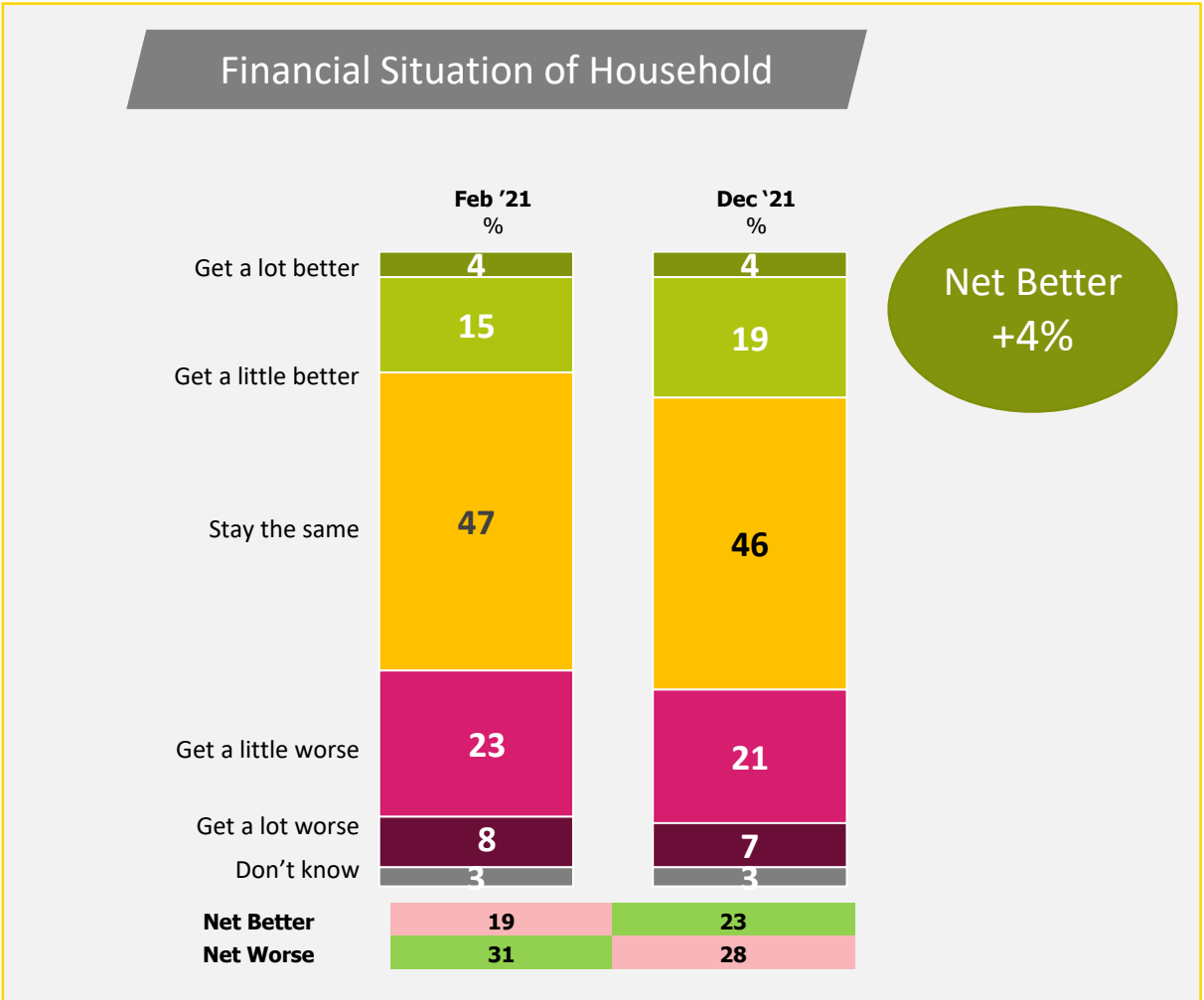
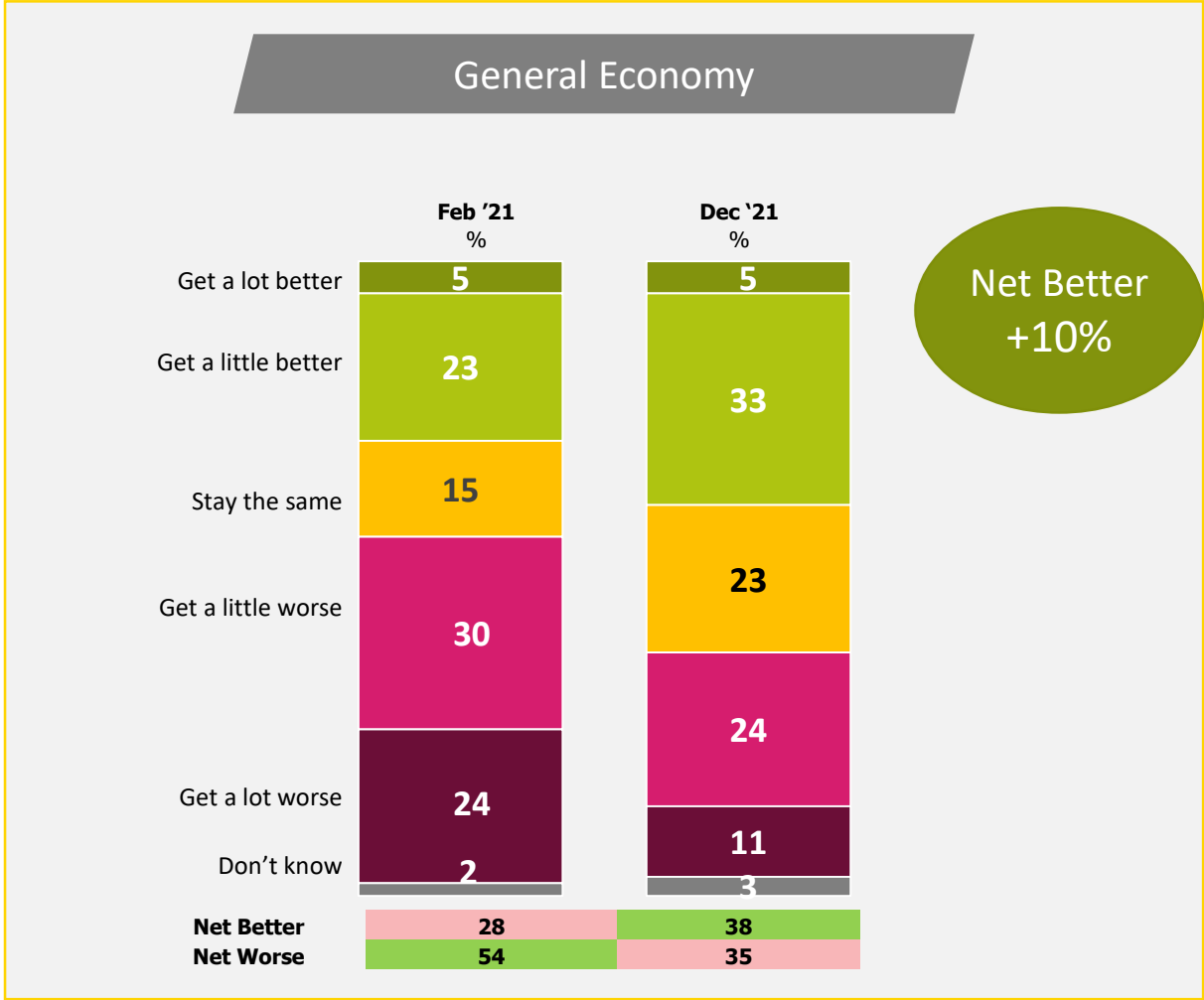
General Economy/Financial Situation over next 12 months

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

Statistically higher than Feb 21

Statistically lower than Feb 21

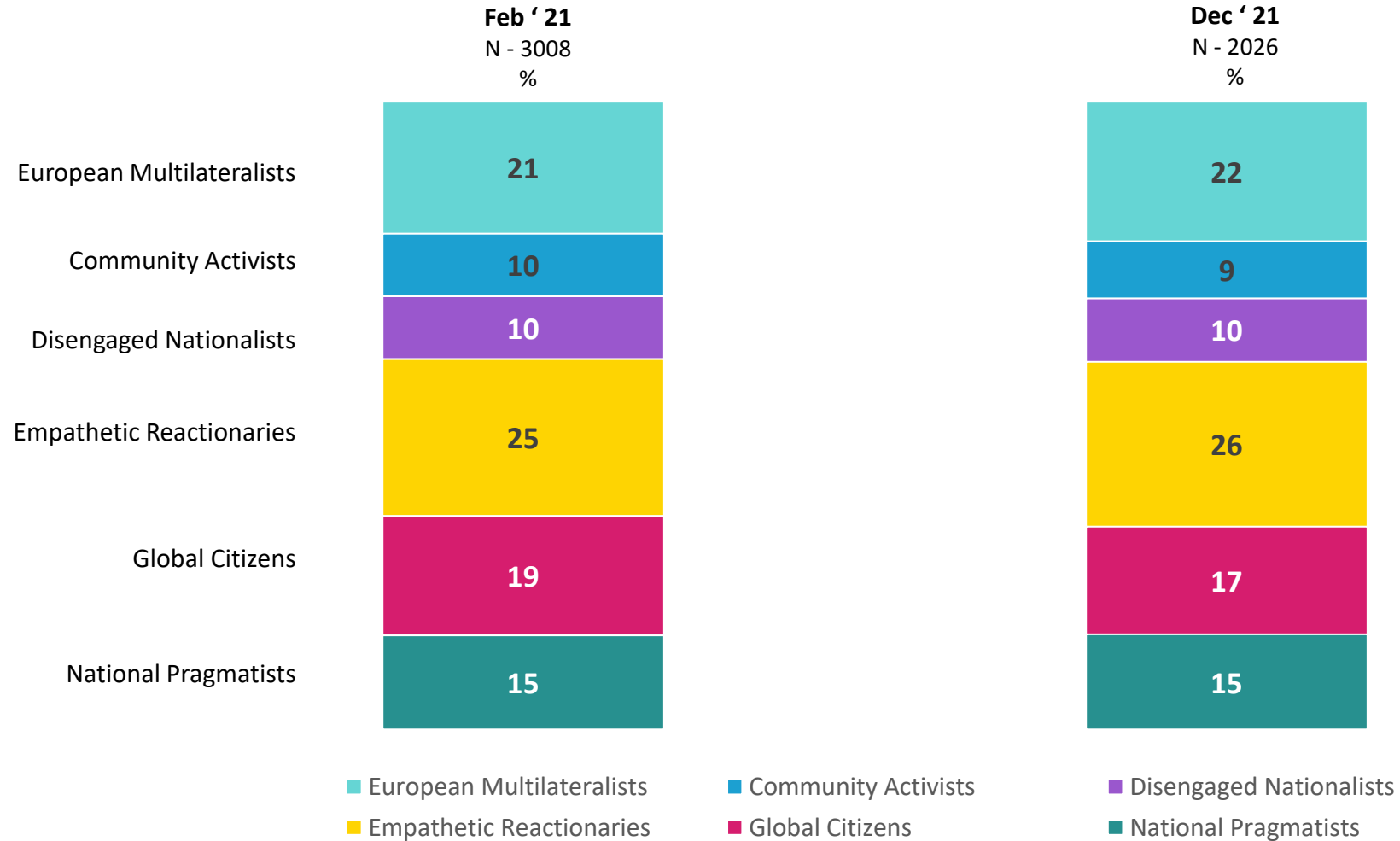
B&A



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.

The Segments

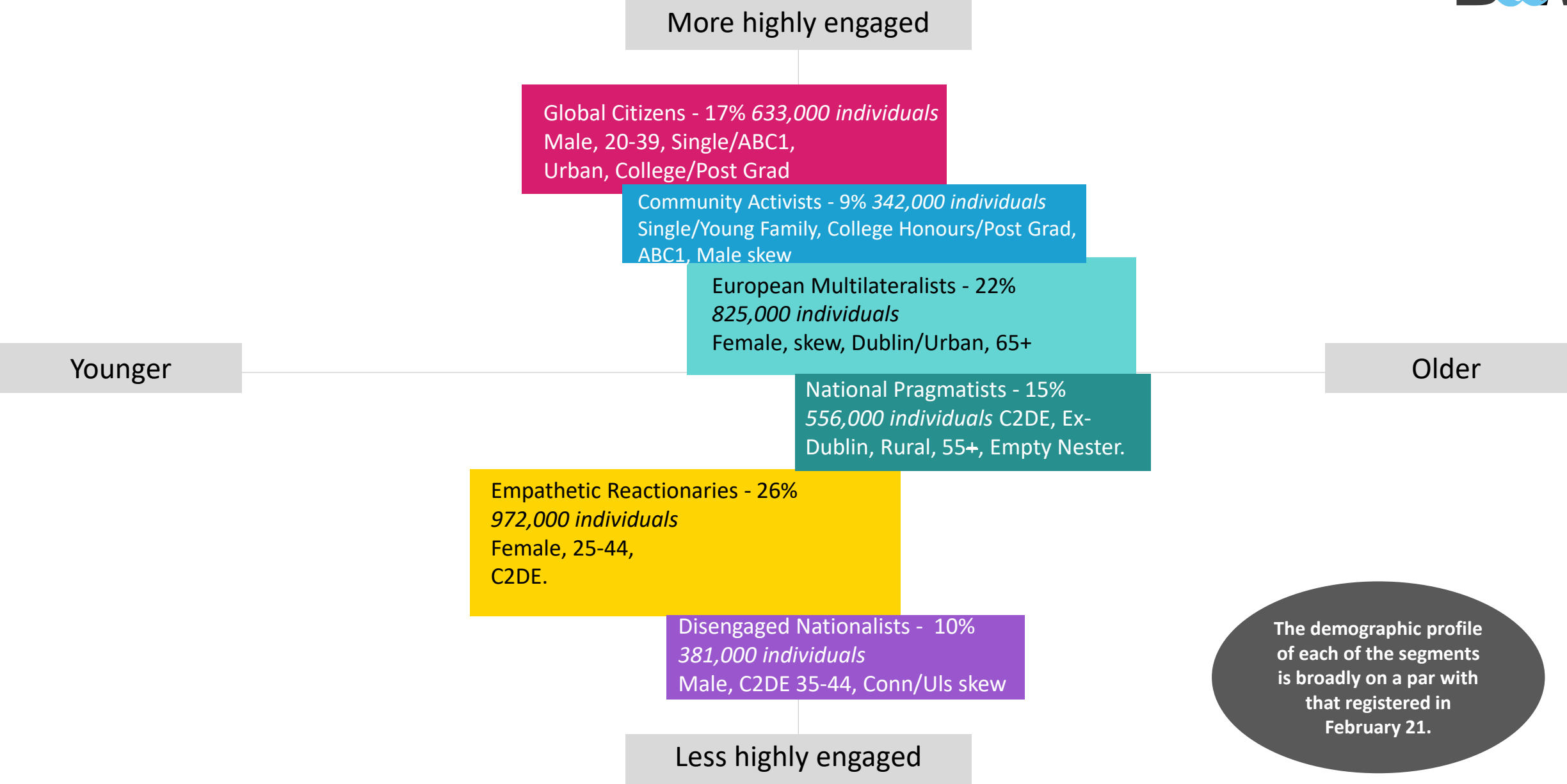
Base: All Adults (Feb 21 N – 3,008; Dec 21 N – 2,026)



As would be expected given the relatively short period between the two surveys, the size of each of the six segments remains on a par with the February 2021 survey.



Segments - Demographic Overview Dec 21

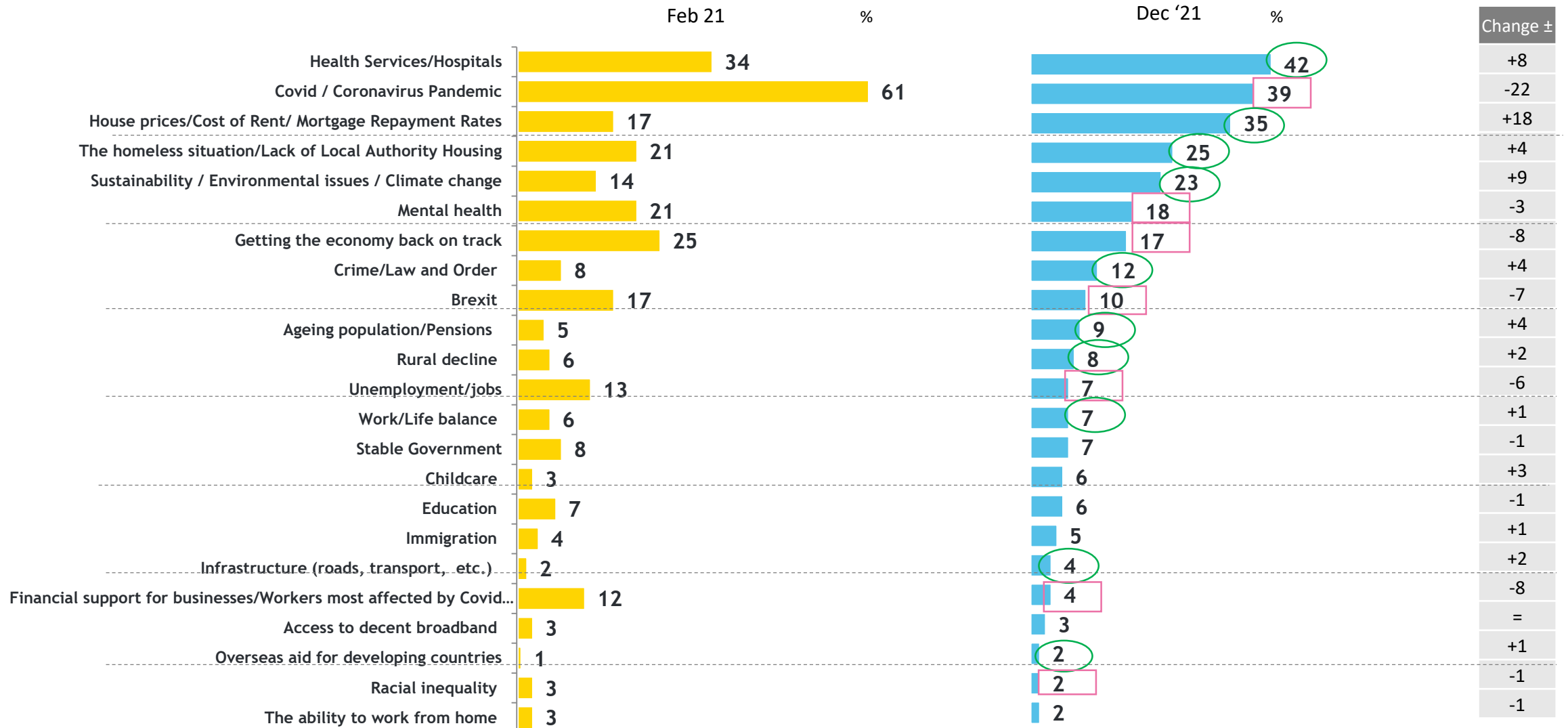


The demographic profile of each of the segments is broadly on a par with that registered in February 21.

The Top 3 Most Important Issues Facing Ireland

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

○ Statistically higher than Feb 21
□ Statistically lower than Feb 21





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.



The Top 3 Most Important Issues Facing Ireland x Gender, Age & Class

Base: All Adults (Dec 21 N – 2,026)



 Statistically higher than total
 Statistically lower than total

| | Total | Gender | | Age | | | | | Social Class | |
|---|-------|--------|--------|-------|-------|-------|-------|-----|--------------|------|
| | | Male | Female | 18-24 | 25-34 | 35-49 | 50-64 | 65+ | ABC1F | C2DE |
| UNWTD | 2026 | 1000 | 1022 | 142 | 351 | 689 | 480 | 364 | 1023 | 1003 |
| | % | % | % | % | % | % | % | % | % | % |
| Health Services/Hospitals | 42 | 38 | 46 | 23 | 31 | 43 | 51 | 53 | 41 | 44 |
| Covid / Coronavirus Pandemic | 39 | 37 | 41 | 40 | 37 | 35 | 44 | 43 | 38 | 41 |
| House prices/Cost of Rent/ Mortgage Repayment Rates | 35 | 36 | 34 | 43 | 47 | 37 | 28 | 24 | 38 | 32 |
| The homeless situation/Lack of Local Authority Housing | 25 | 24 | 27 | 32 | 23 | 25 | 25 | 25 | 22 | 29 |
| Sustainability / Environmental issues / Climate change | 23 | 22 | 25 | 19 | 20 | 22 | 28 | 26 | 27 | 20 |
| Mental health | 18 | 12 | 24 | 19 | 23 | 21 | 16 | 11 | 15 | 21 |
| Getting the economy back on track | 17 | 17 | 18 | 10 | 16 | 18 | 20 | 20 | 17 | 18 |
| Crime/Law and Order | 12 | 14 | 9 | 8 | 8 | 12 | 13 | 16 | 12 | 12 |
| Brexit | 10 | 12 | 8 | 10 | 6 | 9 | 9 | 14 | 10 | 9 |
| Ageing population/Pensions | 9 | 10 | 7 | 2 | 4 | 7 | 12 | 15 | 9 | 8 |
| Rural decline | 8 | 8 | 7 | 4 | 8 | 6 | 9 | 12 | 6 | 10 |
| Unemployment/Jobs | 7 | 8 | 5 | 12 | 7 | 9 | 4 | 2 | 7 | 6 |
| Work/Life balance | 7 | 9 | 5 | 8 | 11 | 10 | 5 | 2 | 8 | 6 |
| Stable Government | 7 | 8 | 7 | 6 | 8 | 6 | 8 | 8 | 7 | 7 |
| Childcare | 6 | 5 | 7 | 5 | 9 | 9 | 2 | 4 | 7 | 5 |
| Education | 6 | 6 | 5 | 13 | 6 | 6 | 3 | 4 | 6 | 5 |
| Immigration | 5 | 6 | 3 | 5 | 4 | 5 | 6 | 3 | 4 | 6 |
| Infrastructure (roads, transport, etc.) | 4 | 6 | 3 | 9 | 5 | 5 | 3 | 1 | 6 | 3 |
| Financial support for businesses/Workers most affected by Covid (retail, hospitality, etc.) | 4 | 5 | 4 | 6 | 6 | 5 | 4 | 3 | 4 | 5 |
| Access to decent broadband | 3 | 3 | 3 | - | 3 | 3 | 2 | 6 | 3 | 3 |
| Overseas aid for developing countries | 2 | 2 | 2 | 7 | 2 | 1 | 1 | 1 | 2 | 2 |
| Racial inequality | 2 | 2 | 3 | 3 | 3 | 2 | 1 | 3 | 3 | 2 |
| The ability to work from home | 2 | 2 | 3 | 3 | 3 | 3 | 1 | 1 | 3 | 2 |
| None of these | 0 | 0 | 0 | 1 | 2 | - | 0 | 0 | 0 | 1 |



As would be expected, issues of importance vary somewhat across different demographics groupings. For example, older citizens are more concerned than the average with individual with health, law and order, Brexit and pensions. Females are more likely than males to identify the health service in general and mental health issues in particular, as being of importance to them.



Q.1 Which of the following do you feel are the 3 most important issues facing Ireland today?

The Top 3 Most Important Issues x Segments

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

 Statistically higher than total
 Statistically lower than total



| | Total | | European Multilateralists | | Community Activists | | Disengaged Nationalists | | Empathetic Reactionaries | | Global Citizens | | National Pragmatists | |
|---|--------|--------|---------------------------|--------|---------------------|--------|-------------------------|--------|--------------------------|--------|-----------------|--------|----------------------|--------|
| | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 |
| Base | 3008 | 2026 | 641 | 454 | 287 | 189 | 286 | 208 | 704 | 518 | 675 | 360 | 415 | 297 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Health Services/Hospitals | 34 | 42 | 38 | 41 | 35 | 41 | 27 | 32 | 32 | 43 | 27 | 36 | 43 | 58 |
| Covid / Coronavirus Pandemic | 61 | 39 | 62 | 40 | 64 | 39 | 54 | 26 | 62 | 43 | 50 | 34 | 75 | 49 |
| House prices/Cost of Rent/ Mortgage Repayment Rates | 17 | 35 | 16 | 35 | 18 | 38 | 19 | 30 | 16 | 35 | 23 | 37 | 11 | 34 |
| The homeless situation/Lack of Local Authority Housing | 21 | 25 | 20 | 23 | 27 | 35 | 13 | 21 | 24 | 26 | 23 | 25 | 19 | 25 |
| Sustainability / Environmental issues / Climate change | 14 | 23 | 13 | 28 | 23 | 36 | 6 | 5 | 8 | 16 | 22 | 31 | 12 | 26 |
| Mental health | 21 | 18 | 19 | 16 | 21 | 21 | 20 | 19 | 30 | 21 | 20 | 21 | 11 | 11 |
| Getting the economy back on track | 25 | 17 | 24 | 17 | 19 | 10 | 33 | 21 | 25 | 18 | 19 | 12 | 34 | 23 |
| Crime/Law and Order | 8 | 12 | 8 | 12 | 7 | 5 | 13 | 18 | 8 | 12 | 8 | 10 | 7 | 11 |
| Brexit | 17 | 10 | 20 | 15 | 15 | 11 | 14 | 8 | 13 | 6 | 17 | 9 | 22 | 9 |
| Ageing population/Pensions | 5 | 9 | 7 | 11 | 6 | 8 | 7 | 8 | 4 | 8 | 4 | 6 | 6 | 12 |
| Rural decline | 6 | 8 | 5 | 6 | 8 | 8 | 8 | 10 | 4 | 9 | 4 | 6 | 7 | 9 |
| Unemployment/Jobs | 13 | 7 | 13 | 5 | 9 | 3 | 15 | 14 | 12 | 8 | 12 | 7 | 13 | 3 |
| Work/Life balance | 6 | 7 | 5 | 6 | 5 | 7 | 5 | 10 | 7 | 10 | 9 | 7 | 2 | 4 |
| Stable Government | 8 | 7 | 8 | 9 | 6 | 5 | 6 | 8 | 9 | 7 | 7 | 5 | 7 | 7 |
| Childcare | 3 | 6 | 4 | 5 | 2 | 5 | 4 | 7 | 3 | 7 | 2 | 7 | 4 | 3 |
| Education | 7 | 6 | 7 | 7 | 4 | 4 | 6 | 7 | 8 | 5 | 8 | 7 | 4 | 4 |
| Immigration | 4 | 5 | 2 | 3 | 1 | 1 | 17 | 22 | 4 | 3 | 4 | 2 | 1 | 1 |
| Infrastructure (roads, transport, etc.) | 2 | 4 | 3 | 5 | 1 | 3 | 4 | 6 | 2 | 3 | 2 | 6 | 2 | 2 |
| Financial support for businesses/Workers most affected by Covid (retail, hospitality, etc.) | 12 | 4 | 10 | 4 | 13 | 2 | 9 | 4 | 13 | 7 | 13 | 6 | 14 | 2 |
| Access to decent broadband | 3 | 3 | 3 | 2 | 3 | 5 | 3 | 5 | 4 | 2 | 3 | 2 | 4 | 3 |
| Overseas aid for developing countries | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 4 | 0 | 1 |
| Racial inequality | 3 | 2 | 4 | 2 | 5 | 5 | - | 2 | 3 | 2 | 7 | 3 | 1 | 1 |
| The ability to work from home | 3 | 2 | 4 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 5 | 3 | 1 | 1 |

National Pragmatists becoming more focused on local issues?

Community Activists and Global Citizens significantly over index on sustainability/ climate change. Community activists also over index on homelessness.

Disengaged Nationalists becoming more entrenched in their views on crime, law & order and immigration

Strong sense in the qualitative groups 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



“

I just couldn't cope with the barrage, so I turned it all off. I stopped watching the news, I just looked at the app [RTE] instead so I could put it down when it got too much. There was more than enough going on at home, I couldn't take on board things going on in other countries also.

Community Activist

“

I think its fair to say we've had more than enough of our own problems at home.

National Pragmatist

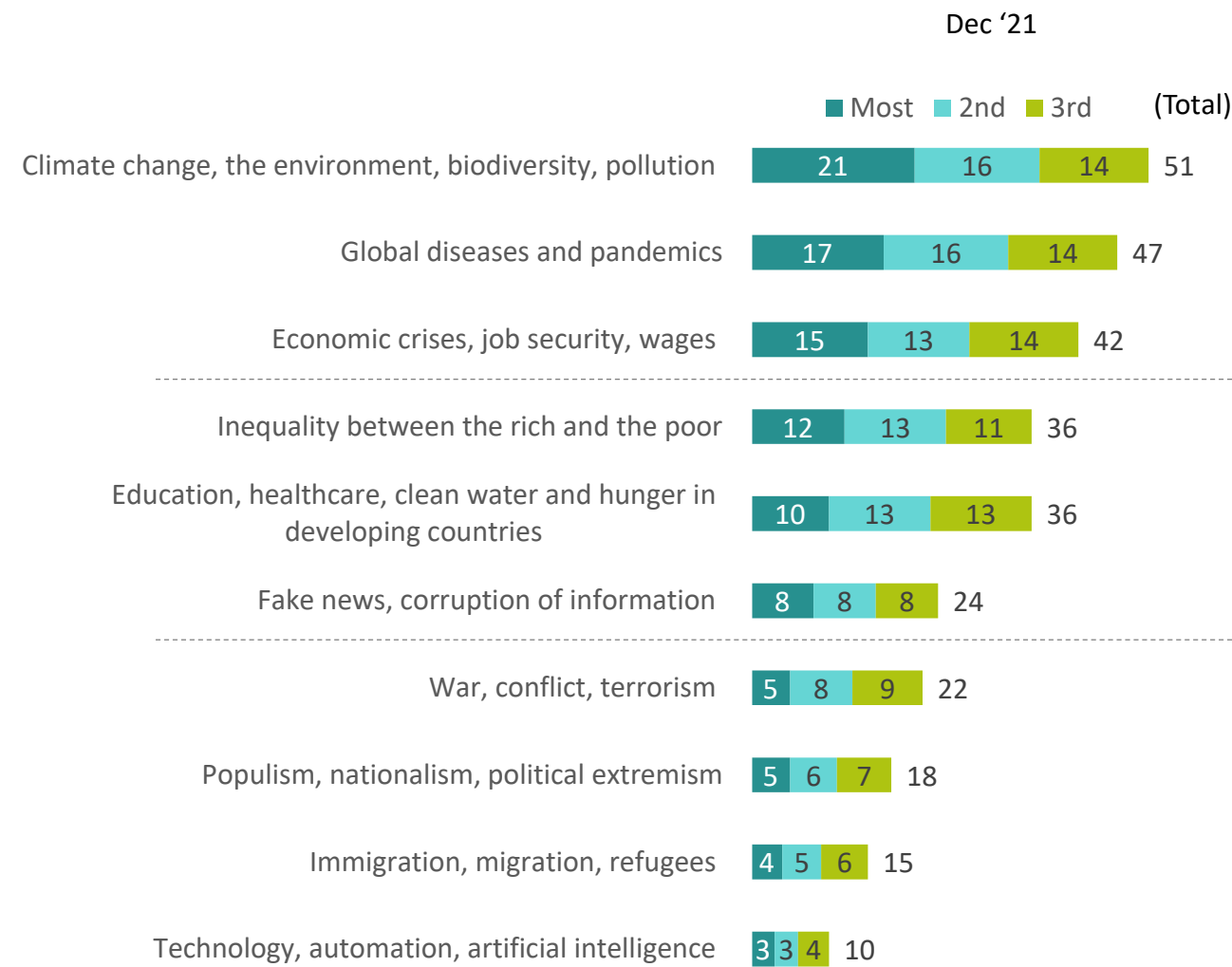
Issues of Personal Concern

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

Statistically higher than Feb 21

Statistically lower than Feb 21

B&A





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

Climate/environment has increased in terms of personal importance, with global diseases/pandemics and economy still in the Top 3.



Issues of Personal Concern x Segments

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

 Statistically higher than total
 Statistically lower than total



| | Total | | European Multilateralists | | Community Activists | | Disengaged Nationalists | | Empathetic Reactionaries | | Global Citizens | | National Pragmatists | |
|---|--------|--------|---------------------------|--------|---------------------|--------|-------------------------|--------|--------------------------|--------|-----------------|--------|----------------------|--------|
| | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 |
| UNWTD Base | 3008 | 2026 | 641 | 454 | 287 | 189 | 286 | 208 | 704 | 518 | 675 | 360 | 415 | 297 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Climate change, the environment, biodiversity, pollution | 43 | 51 | 45 | 57 | 54 | 69 | 28 | 25 | 36 | 44 | 49 | 54 | 46 | 57 |
| Global diseases and pandemics | 58 | 47 | 57 | 46 | 44 | 26 | 46 | 32 | 66 | 57 | 47 | 39 | 75 | 62 |
| Economic crises, job security, wages | 51 | 42 | 47 | 40 | 30 | 22 | 63 | 61 | 62 | 46 | 41 | 34 | 57 | 48 |
| Inequality between the rich and the poor | 35 | 36 | 36 | 31 | 59 | 54 | 26 | 30 | 32 | 37 | 36 | 36 | 28 | 31 |
| Education, healthcare, clean water and hunger in developing countries | 30 | 36 | 32 | 35 | 36 | 44 | 10 | 19 | 38 | 42 | 33 | 42 | 17 | 24 |
| Fake news, corruption of information | 23 | 24 | 20 | 26 | 22 | 26 | 35 | 37 | 16 | 18 | 29 | 21 | 22 | 25 |
| War, conflict, terrorism | 21 | 21 | 23 | 21 | 19 | 19 | 17 | 13 | 21 | 23 | 21 | 25 | 23 | 22 |
| Populism, nationalism, political extremism | 18 | 18 | 21 | 23 | 23 | 28 | 15 | 11 | 8 | 9 | 24 | 22 | 22 | 19 |
| Immigration, migration, refugees | 16 | 16 | 13 | 11 | 10 | 7 | 45 | 47 | 16 | 16 | 13 | 16 | 7 | 10 |
| Technology, automation, artificial intelligence | 6 | 9 | 6 | 8 | 3 | 5 | 14 | 25 | 4 | 8 | 6 | 10 | 3 | 2 |

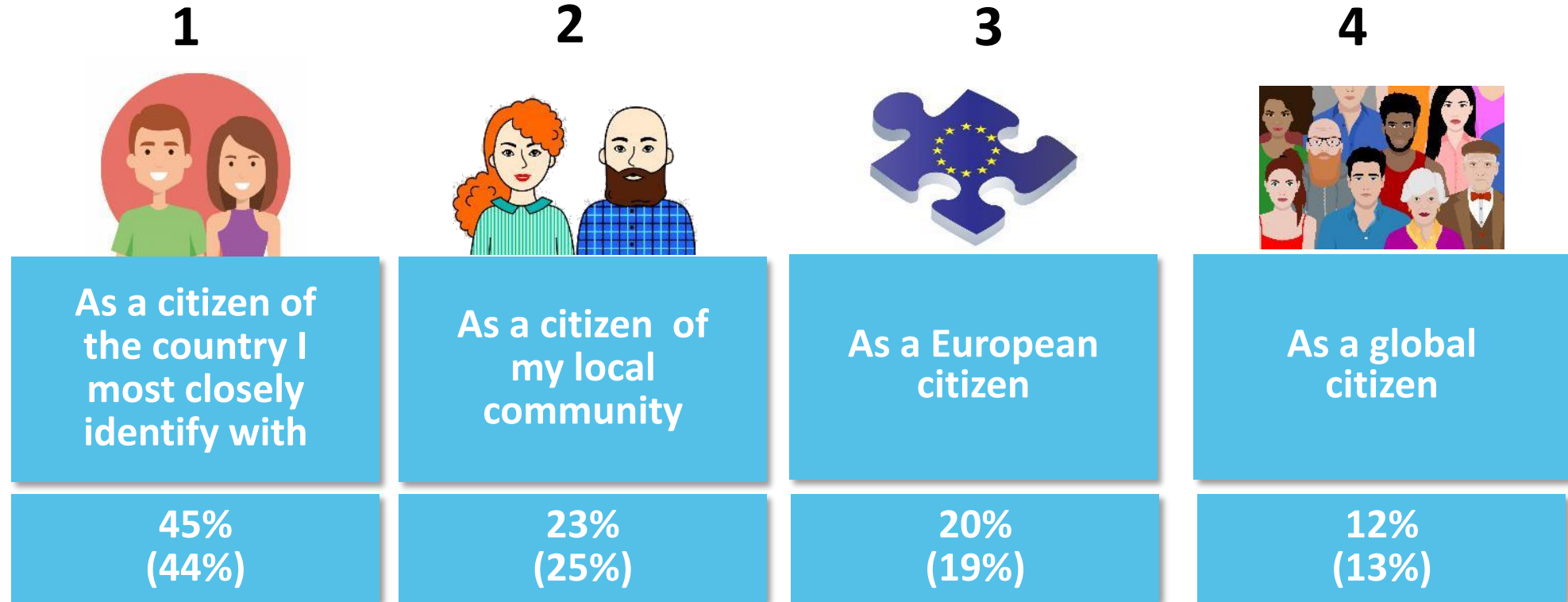
Climate/Environment has become more important to European Multilateralists, Community Activists and National Pragmatists.

Education, healthcare, clean water and hunger in developing countries has become more important to Global Citizens and Community Activists.



Perceived Individual Identity - Ranked 1st

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



(Figs in brackets = Feb. 21)

A similar pattern of individual identity as in February 21.

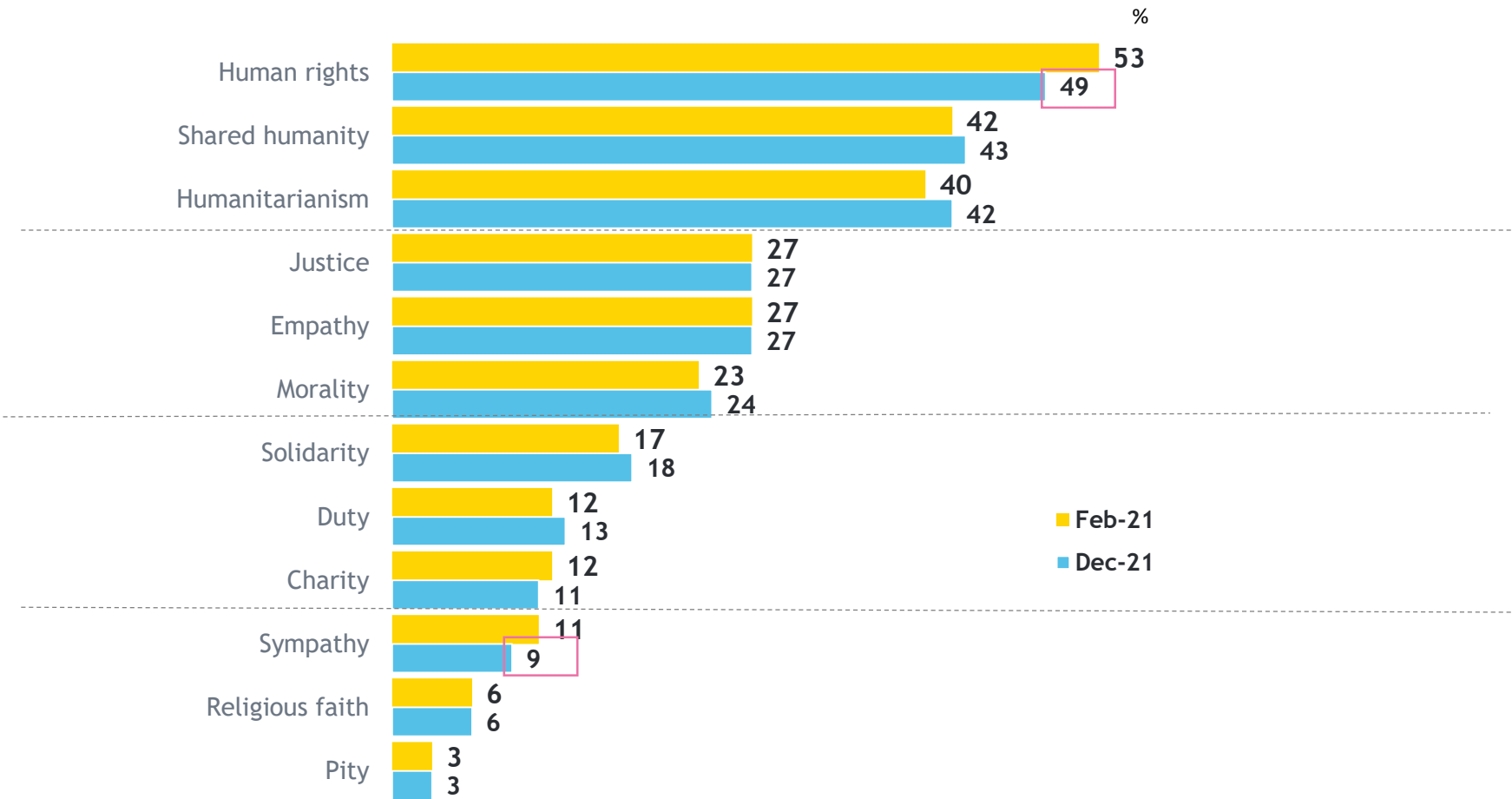
The Top 3 Most Important Reasons to Help those in developing countries



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

○ Statistically higher than Feb 21
□ Statistically lower than Feb 21

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



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



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

Statistically higher than total
 Statistically lower than total

| | Total | | European Multilateralists | | Community Activists | | Disengaged Nationalists | | Empathetic Reactionaries | | Global Citizens | | National Pragmatists | |
|-----------------|--------|--------|---------------------------|--------|---------------------|--------|-------------------------|--------|--------------------------|--------|-----------------|--------|----------------------|--------|
| | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 |
| Base | 3008 | 2026 | 641 | 454 | 287 | 189 | 286 | 208 | 704 | 518 | 675 | 360 | 415 | 297 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Human rights | 53 | 49 | 57 | 53 | 60 | 51 | 17 | 19 | 60 | 57 | 50 | 46 | 59 | 49 |
| Shared humanity | 42 | 43 | 43 | 47 | 56 | 56 | 19 | 13 | 35 | 39 | 45 | 45 | 57 | 57 |
| Humanitarianism | 40 | 42 | 43 | 46 | 33 | 38 | 20 | 16 | 40 | 43 | 38 | 38 | 57 | 61 |
| Justice | 27 | 27 | 32 | 27 | 36 | 43 | 12 | 10 | 21 | 24 | 29 | 32 | 32 | 25 |
| Empathy | 27 | 27 | 26 | 31 | 25 | 23 | 18 | 15 | 32 | 31 | 27 | 26 | 25 | 27 |
| Morality | 23 | 24 | 27 | 28 | 26 | 30 | 16 | 12 | 24 | 25 | 22 | 25 | 23 | 18 |
| Solidarity | 17 | 18 | 18 | 17 | 19 | 24 | 5 | 7 | 19 | 20 | 20 | 21 | 12 | 14 |
| Duty | 12 | 13 | 13 | 13 | 17 | 14 | 12 | 9 | 11 | 13 | 12 | 12 | 10 | 17 |
| Charity | 12 | 11 | 9 | 7 | 5 | 2 | 19 | 12 | 16 | 16 | 10 | 12 | 8 | 9 |
| Sympathy | 11 | 9 | 10 | 6 | 4 | 5 | 19 | 18 | 15 | 11 | 11 | 8 | 6 | 6 |
| Religious faith | 6 | 6 | 6 | 6 | 7 | 3 | 9 | 11 | 7 | 6 | 8 | 5 | 1 | 2 |
| Pity | 3 | 3 | 1 | 1 | 0 | 0 | 14 | 16 | 3 | 3 | 1 | 2 | 0 | 1 |
| None of these | 3 | 4 | 0 | 1 | 0 | 1 | 29 | 38 | - | - | 2 | 1 | 0 | - |

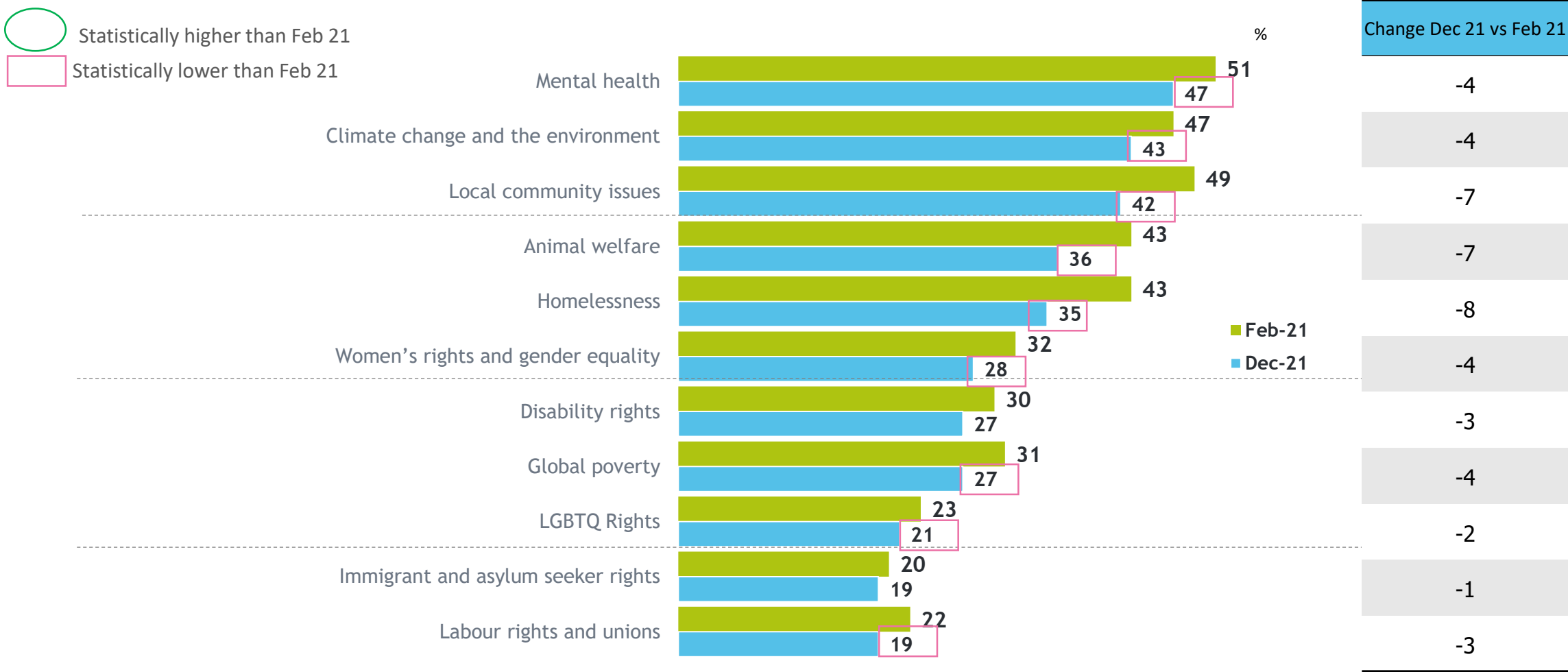
Shared humanity/
humanitarianism
remains high for
National
Pragmatists

Justice coming
through as more
important for
Community
Activists and
Global citizens.



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.

Who has been active and in what causes? Segments

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

 Statistically higher than total
 Statistically lower than total



| | Total | | European Multilateralists | | Community Activists | | Disengaged Nationalists | | Empathetic Reactionaries | | Global Citizens | | National Pragmatists | |
|------------------------------------|--------|--------|---------------------------|--------|---------------------|--------|-------------------------|--------|--------------------------|--------|-----------------|--------|----------------------|--------|
| | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 |
| UNWTD Base | 3008 | 2026 | 641 | 454 | 287 | 189 | 286 | 208 | 704 | 518 | 675 | 360 | 415 | 297 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Mental health | 51 | 47 | 47 | 45 | 70 | 60 | 33 | 31 | 57 | 49 | 57 | 65 | 35 | 27 |
| Climate change and the environment | 47 | 43 | 48 | 43 | 63 | 63 | 25 | 17 | 44 | 39 | 66 | 63 | 32 | 33 |
| Local community issues | 49 | 42 | 43 | 39 | 68 | 66 | 33 | 27 | 53 | 42 | 51 | 50 | 47 | 37 |
| Animal welfare | 43 | 36 | 42 | 35 | 53 | 45 | 32 | 24 | 45 | 36 | 54 | 51 | 29 | 26 |
| Homelessness | 43 | 35 | 42 | 35 | 56 | 50 | 26 | 14 | 45 | 38 | 55 | 44 | 31 | 23 |
| Women's rights and gender equality | 32 | 28 | 29 | 28 | 48 | 47 | 13 | 12 | 32 | 25 | 48 | 49 | 19 | 12 |
| Disability rights | 30 | 27 | 28 | 26 | 42 | 42 | 15 | 18 | 31 | 30 | 39 | 36 | 21 | 13 |
| Global poverty | 31 | 27 | 30 | 28 | 48 | 40 | 11 | 8 | 27 | 21 | 49 | 50 | 17 | 15 |
| LGBTQ Rights | 23 | 21 | 22 | 18 | 32 | 28 | 9 | 10 | 23 | 19 | 36 | 37 | 10 | 11 |
| Immigrant and asylum seeker rights | 20 | 19 | 18 | 19 | 32 | 33 | 8 | 8 | 15 | 15 | 36 | 36 | 7 | 5 |
| Labour rights and unions | 22 | 19 | 20 | 17 | 31 | 34 | 15 | 13 | 19 | 16 | 34 | 33 | 11 | 8 |

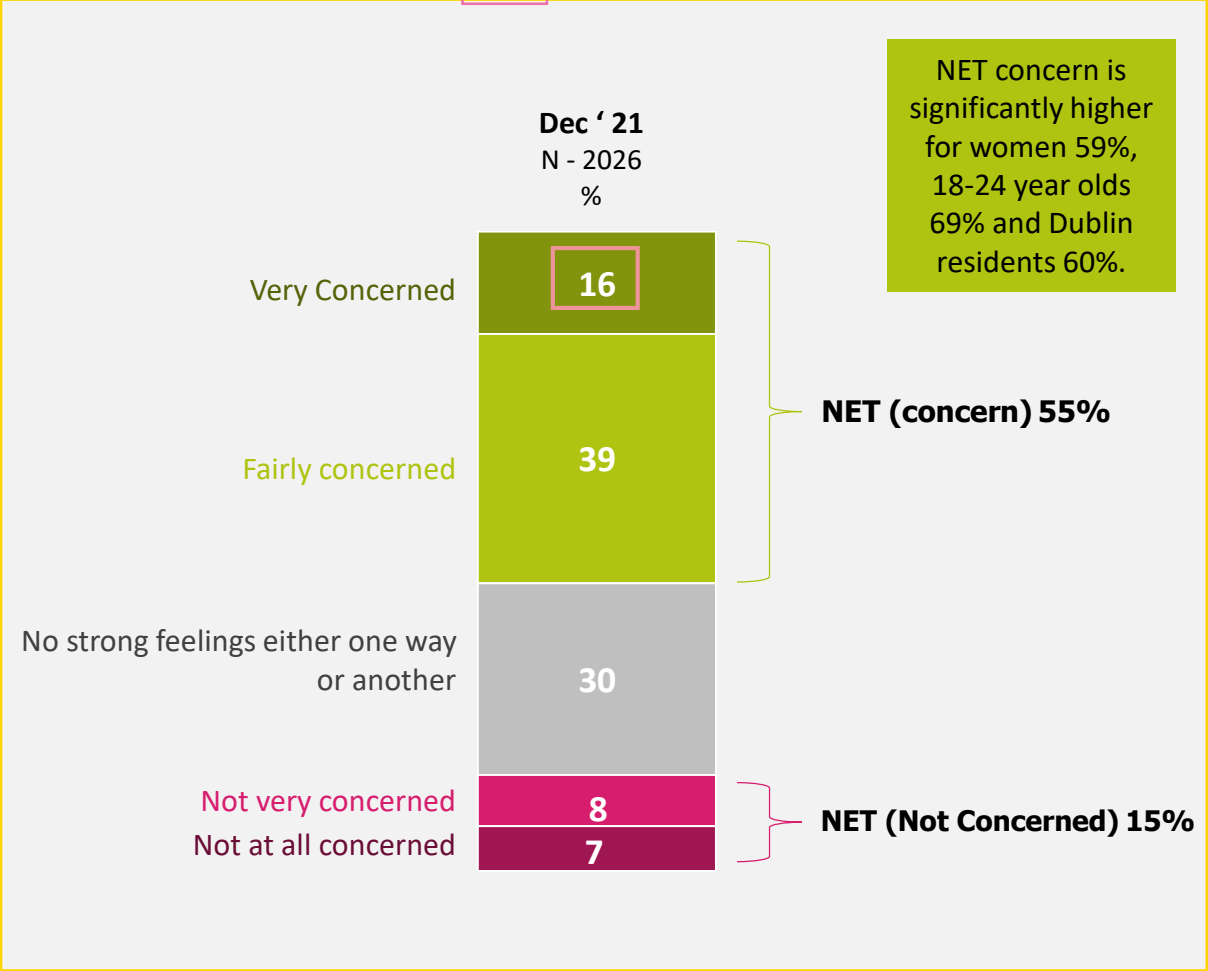
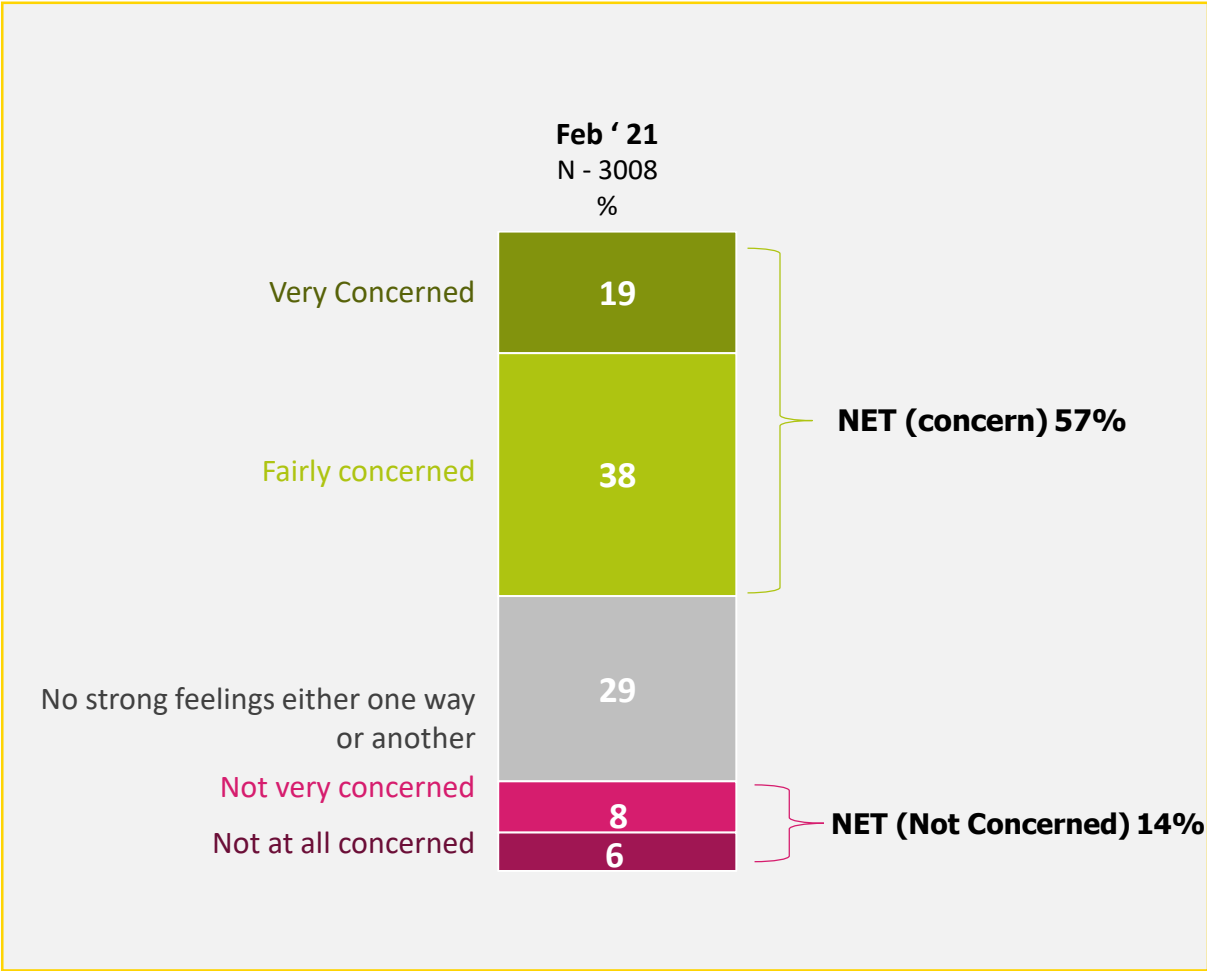


Level of concern around protection of human rights of minorities

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



○ Statistically higher than Feb 21
□ Statistically lower than Feb 21

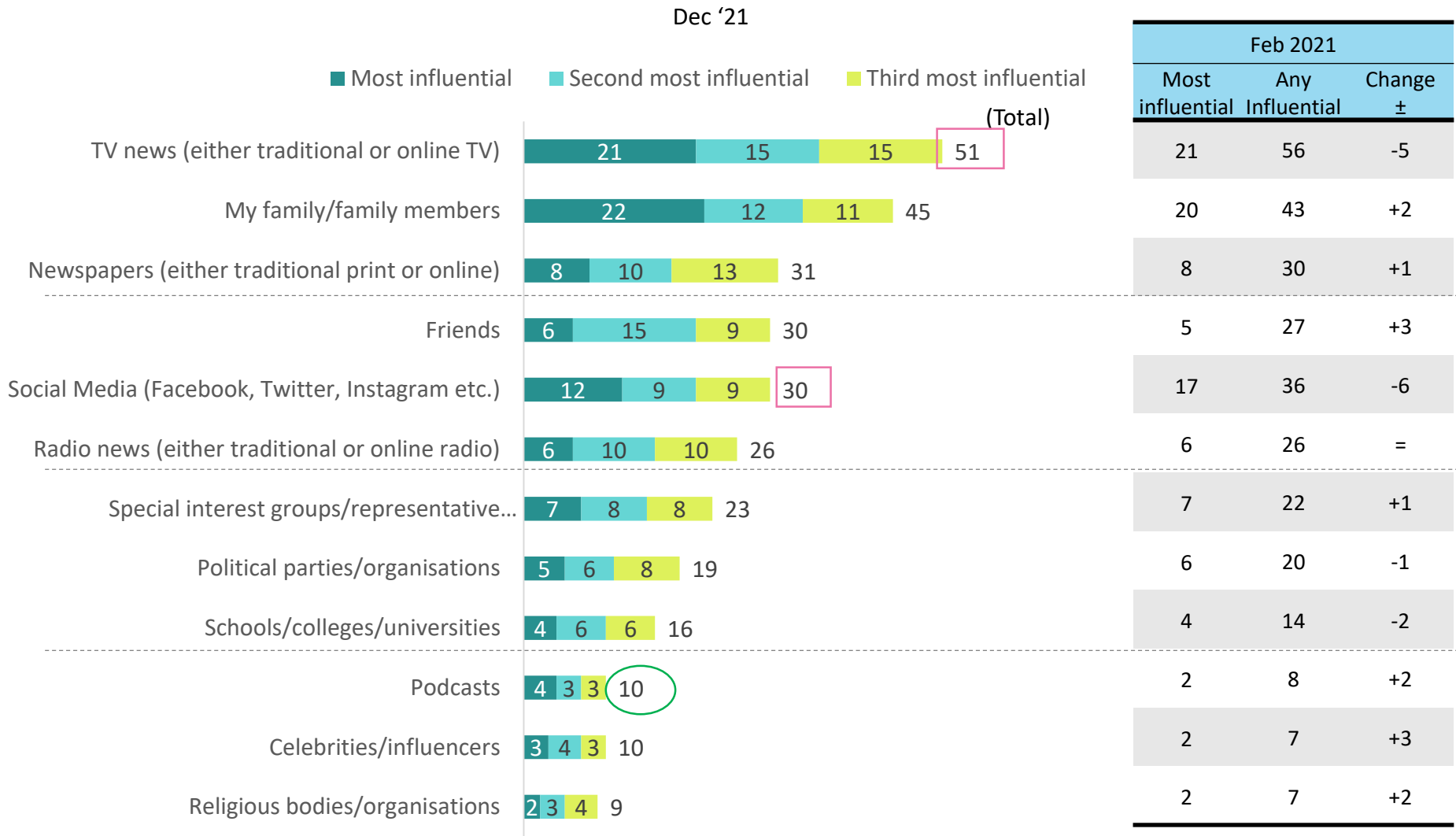


The level of concern around the protection of human rights of minorities is broadly similar to previous wave with just over half being very or fairly concerned, with only 15% not concerned.

Greatest influence on views and opinions of key issues

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

○ Statistically higher than Feb 21
□ Statistically lower than Feb 21



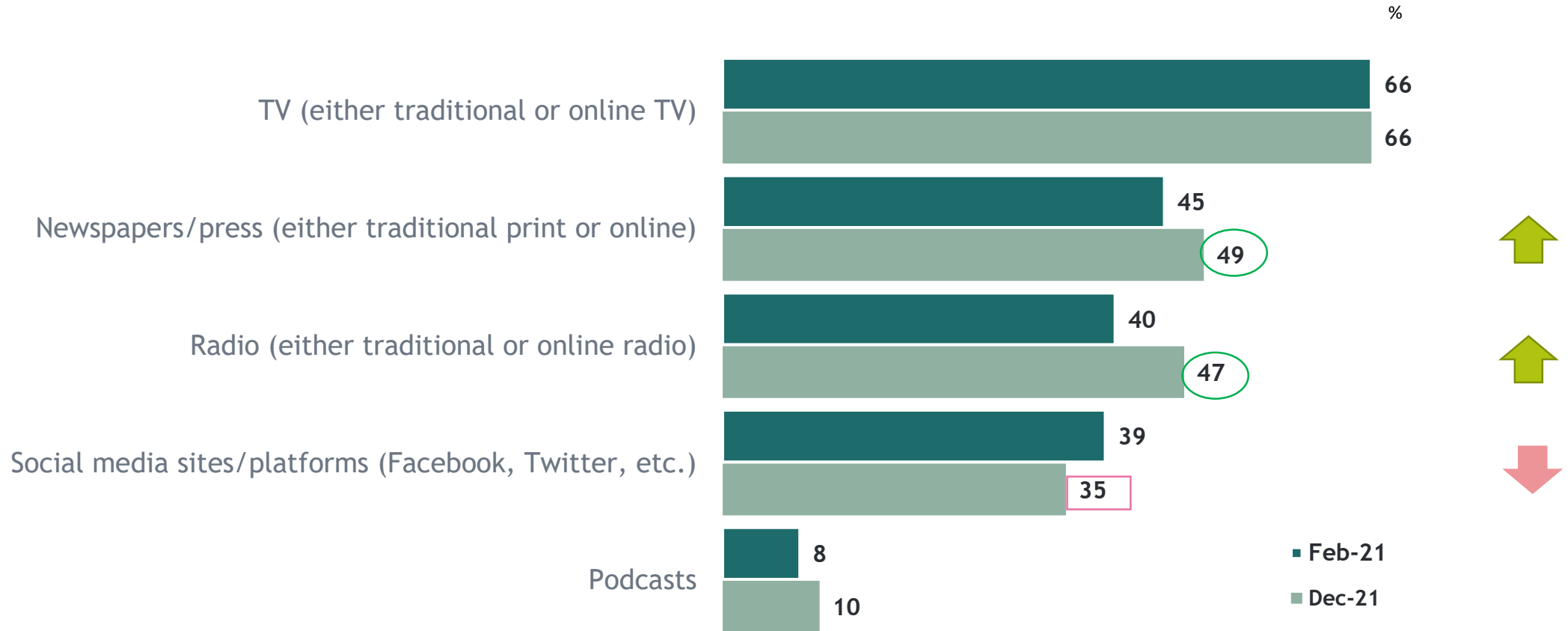
A slight drop on TV news and social media being influences on views and opinions of key issues, albeit they remain within the top three most influential sources.

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.

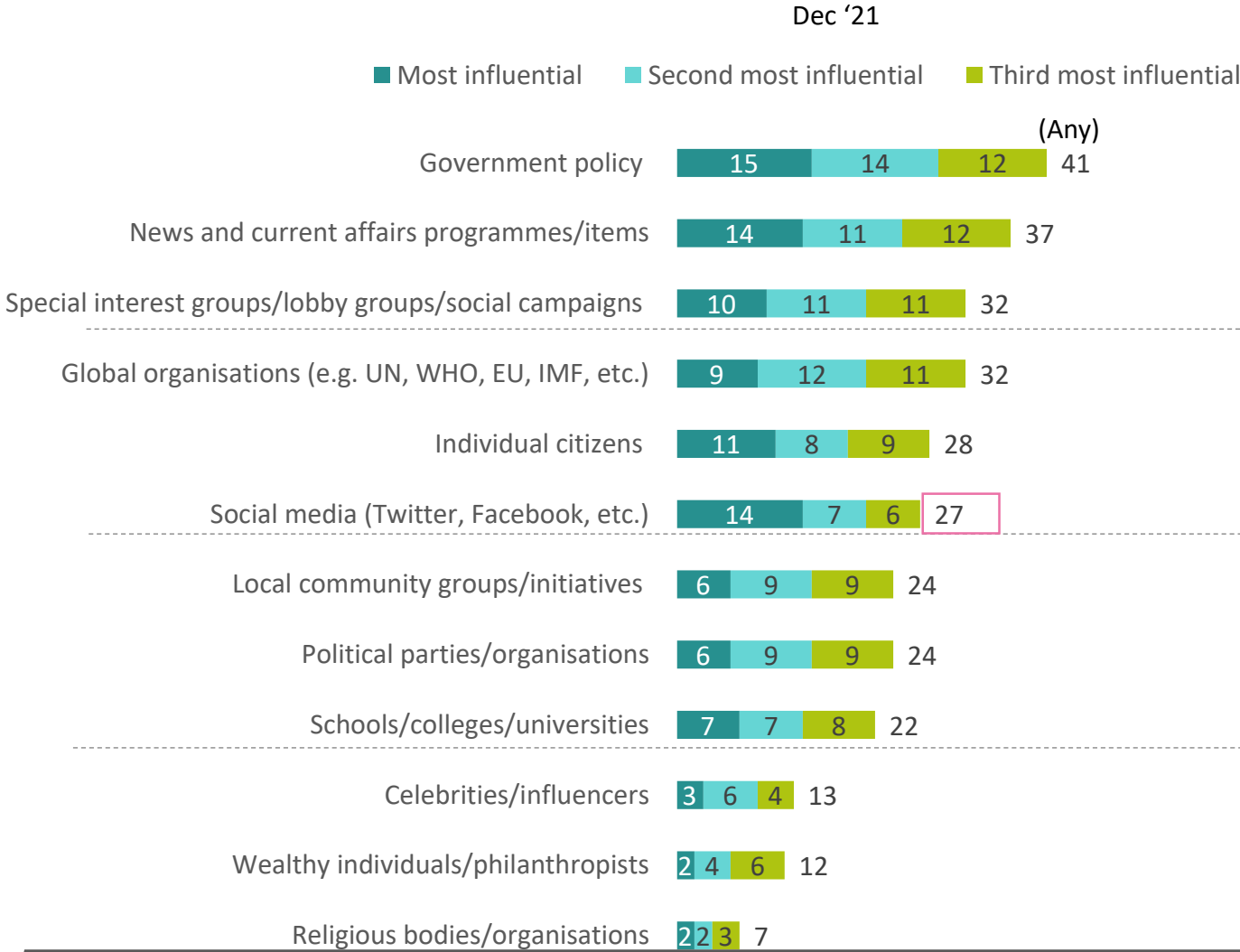
Most influential in bringing about social change

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

Statistically higher than Feb 21

Statistically lower than Feb 21

B&A



| | Most influential | Feb 2021 Any Influential | Change ± |
|---|------------------|--------------------------|----------|
| Government policy | 15 | 41 | = |
| News and current affairs programmes/items | 14 | 39 | -2 |
| Special interest groups/lobby groups/social campaigns | 10 | 31 | +1 |
| Global organisations (e.g. UN, WHO, EU, IMF, etc.) | 11 | 35 | -3 |
| Individual citizens | 10 | 27 | +1 |
| Social media (Twitter, Facebook, etc.) | 18 | 34 | -7 |
| Local community groups/initiatives | 6 | 23 | +1 |
| Political parties/organisations | 6 | 24 | = |
| Schools/colleges/universities | 6 | 21 | +1 |
| Celebrities/influencers | 3 | 13 | + |
| Wealthy individuals/philanthropists | 2 | 11 | +1 |
| Religious bodies/organisations | 1 | 6 | +1 |

Government policy and news and current affairs programmes/themes, global organisations (UN, EU, etc.) and special interest groups/lobby groups/social campaigns remain the top four most influential organisations/approaches to influence and bring about social change. Social media while remaining one of the most influential areas has declined in terms of its influence since February 2021.

Influential (any) in bringing about social change

Base: All Adults (Dec 21 N – 2,026)

Statistically higher than total
Statistically lower than total



| | Total | Gender | | Age | | | | | Social Class | | Area | | Lifestage | | | | | |
|---|-----------|-----------|-----------|----------|----------|----------|----------|----------|--------------|-----------|-----------|----------|-----------|------------|-------------------|-----------------|-------------|--------------|
| | | Male | Female | 18-24 | 25-34 | 35-49 | 50-64 | 65+ | ABC1F | C2DE | Urban | Rural | Single | Pre Family | Family Pre School | Family Pre Teen | Family Teen | Empty Nester |
| UNWTD | 2026 % | 1000 % | 1022 % | 142 % | 351 % | 689 % | 480 % | 364 % | 1023 % | 1003 % | 1465 % | 561 % | 571 % | 155 % | 295 % | 324 % | 151 % | 530 % |
| Government policy | 41 | 47 | 35 | 36 | 37 | 39 | 40 | 53 | 45 | 37 | 41 | 42 | 42 | 39 | 36 | 35 | 33 | 48 |
| News and current affairs programmes/items | 37 | 36 | 39 | 20 | 33 | 37 | 40 | 47 | 36 | 38 | 35 | 42 | 30 | 34 | 30 | 43 | 39 | 46 |
| Global organisations (e.g. UN, WHO, EU, IMF, etc.) | 33 | 32 | 33 | 33 | 26 | 31 | 36 | 38 | 33 | 32 | 32 | 33 | 35 | 28 | 27 | 29 | 32 | 37 |
| Special interest groups/lobby groups/social campaigns | 32 | 30 | 34 | 23 | 25 | 31 | 38 | 39 | 31 | 33 | 31 | 34 | 33 | 27 | 33 | 25 | 36 | 34 |
| Individual citizens | 28 | 29 | 27 | 23 | 28 | 30 | 30 | 23 | 25 | 31 | 26 | 31 | 27 | 22 | 25 | 30 | 32 | 30 |
| Social media (Twitter, Facebook, etc.) | 27 | 26 | 29 | 49 | 40 | 32 | 17 | 9 | 29 | 26 | 30 | 23 | 31 | 43 | 40 | 27 | 21 | 14 |
| Local community groups/initiatives | 25 | 25 | 24 | 21 | 21 | 23 | 30 | 26 | 24 | 25 | 25 | 24 | 24 | 22 | 21 | 25 | 26 | 27 |
| Political parties/organisations | 25 | 26 | 24 | 24 | 21 | 22 | 30 | 29 | 25 | 25 | 24 | 28 | 28 | 26 | 17 | 23 | 26 | 27 |
| Schools/colleges/universities | 22 | 21 | 23 | 32 | 24 | 23 | 18 | 17 | 21 | 22 | 24 | 18 | 22 | 22 | 26 | 29 | 18 | 15 |
| Celebrities/influencers | 13 | 10 | 15 | 20 | 23 | 14 | 8 | 3 | 12 | 13 | 14 | 9 | 12 | 20 | 19 | 15 | 14 | 5 |
| Wealthy individuals/philanthropists | 12 | 12 | 12 | 10 | 13 | 13 | 11 | 11 | 13 | 11 | 12 | 12 | 9 | 9 | 16 | 15 | 14 | 12 |
| Religious bodies/organisations | 6 | 6 | 6 | 9 | 11 | 5 | 4 | 6 | 7 | 6 | 7 | 5 | 6 | 7 | 9 | 6 | 8 | 4 |

In addition to expected age differences, note the significantly higher proportion of males compared to females who feel Government policy is most influential in bringing about social change.



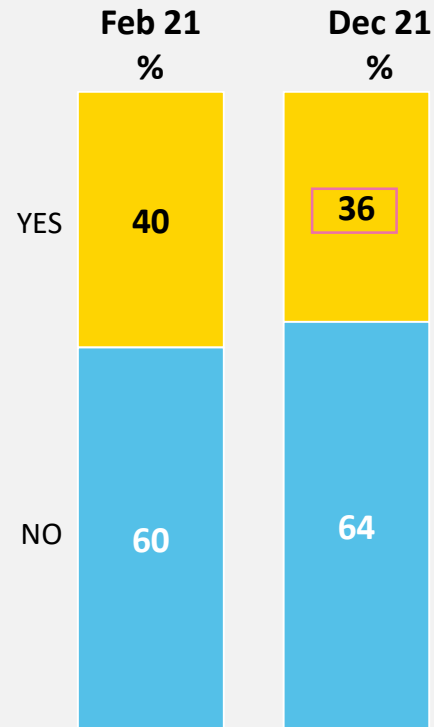
Incidence of Travelling to Developing Country/Concern about Poverty

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

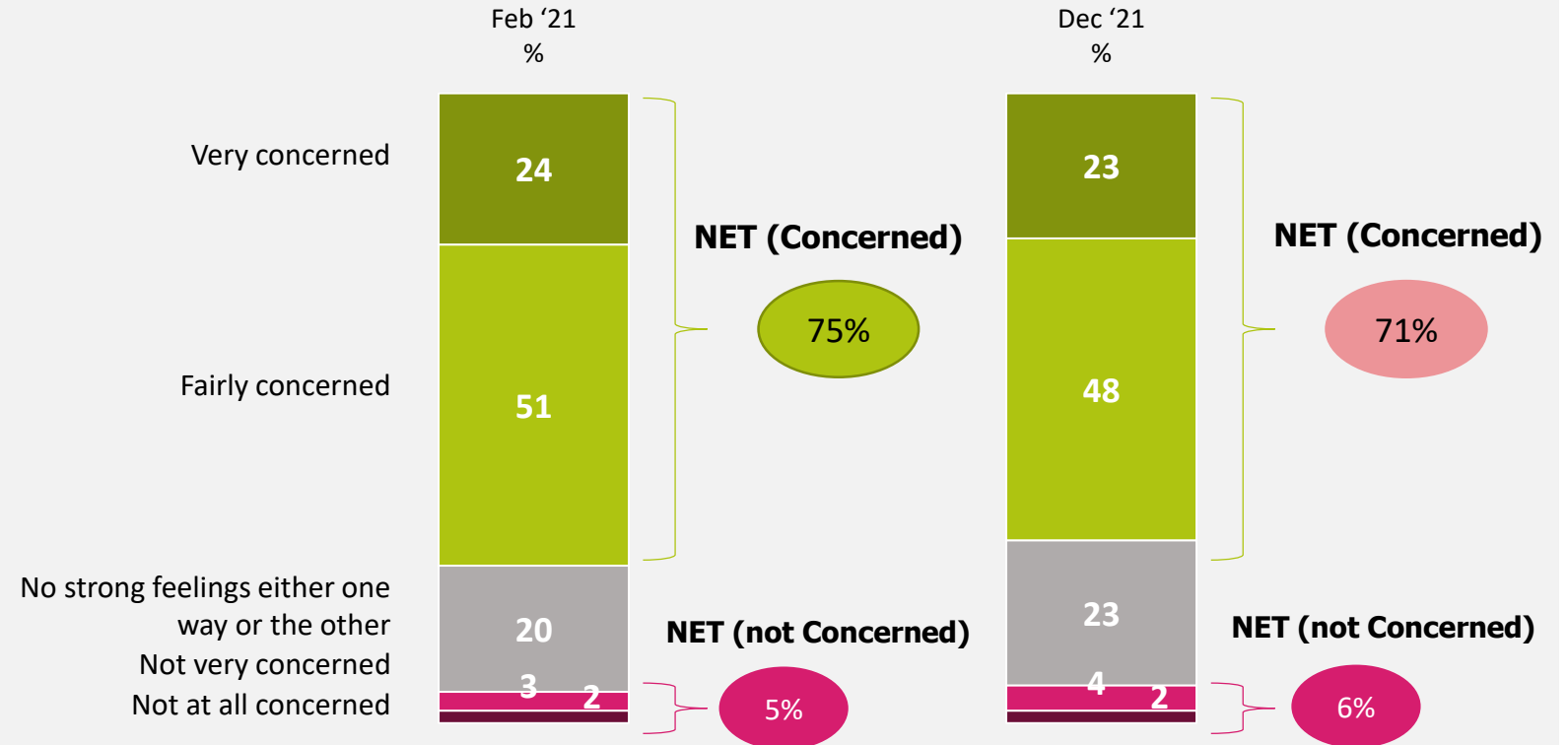


○ Statistically higher than Feb 21
□ Statistically lower than Feb 21

Incidence of Travel to a Developing Country



Concern around levels of poverty in developing countries



A slightly reduced instance of travelling to a developing country registered this wave (36%). However similar levels of concern around the levels of poverty in developing countries is evident with seven in ten people very or fairly concerned.

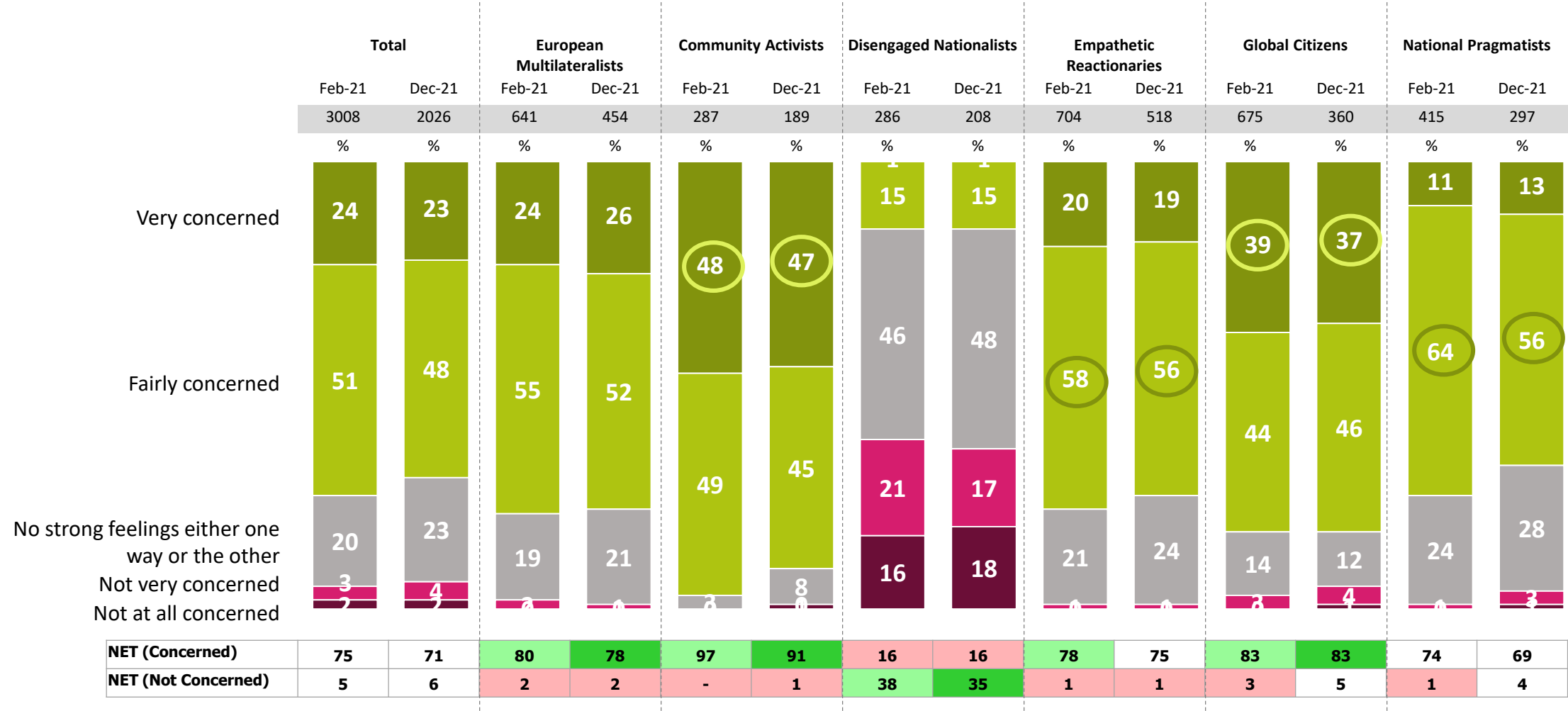
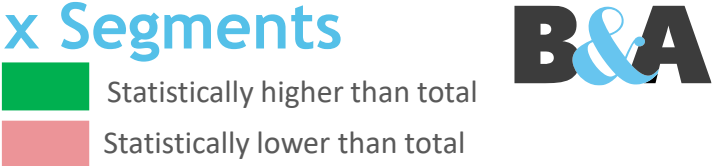


Q.28 Have you ever travelled overseas to a developing country?

Q.29 Which of the following best describes how you feel about levels of poverty in developing countries?

Concern around levels of Poverty in Developing countries x Segments

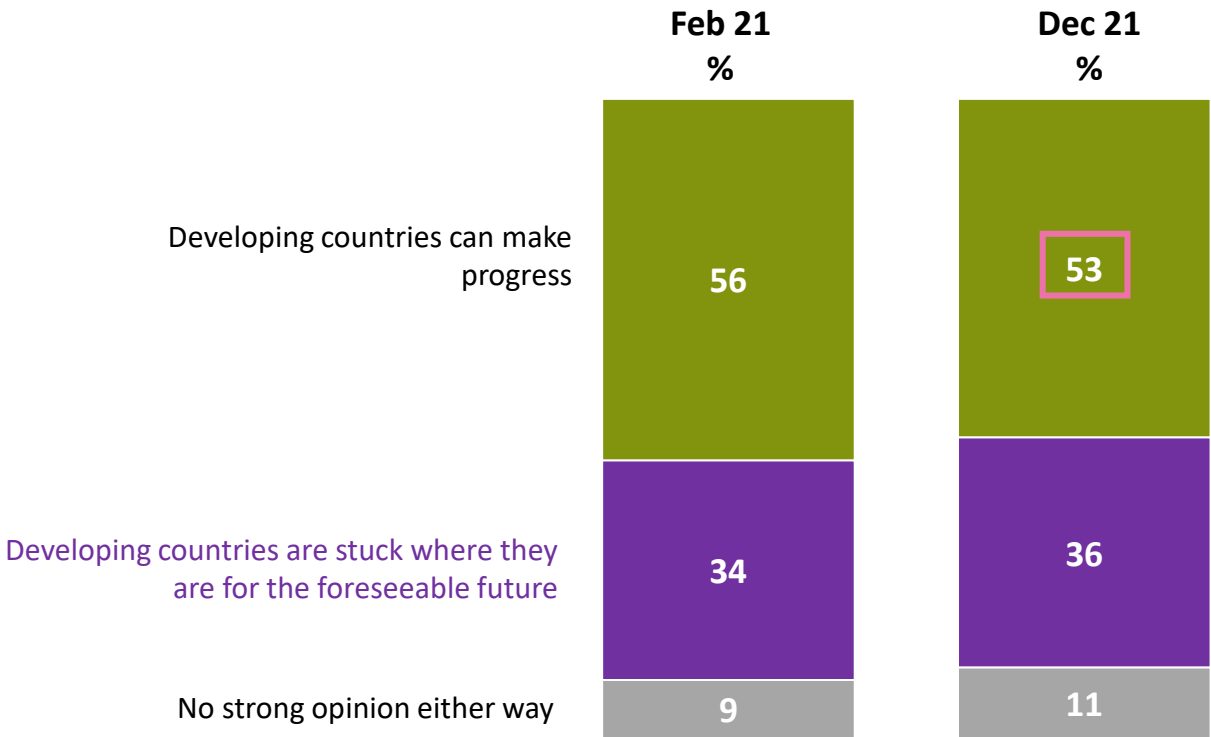
Base: All Adults (Feb 21 N – 3,008; Dec 21 N – 2,026)



Attitudes towards capabilities of developing countries

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

○ Statistically higher than Feb 21
□ Statistically lower than Feb 21



Just over half (53%) feel that developing countries can make progress in terms of economy and society.

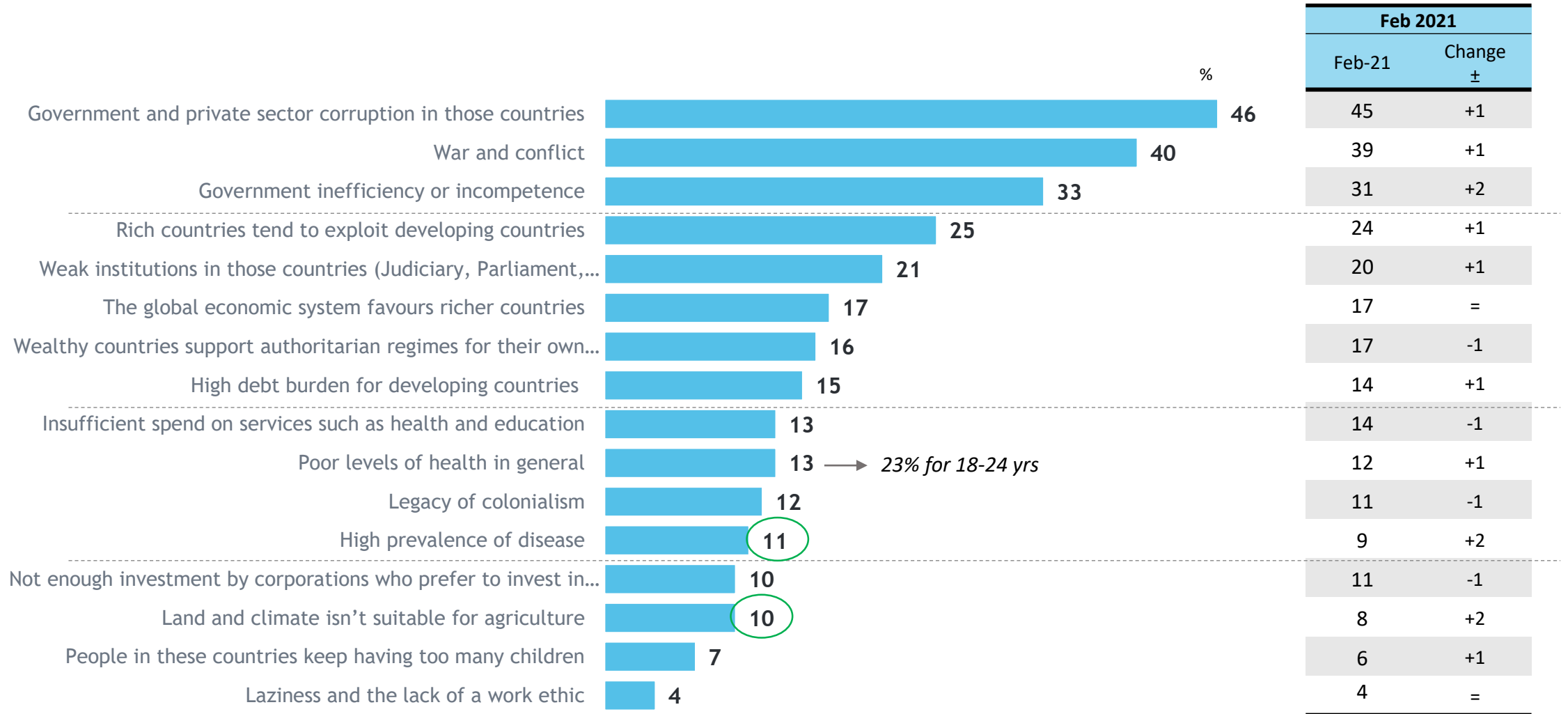
Q.30 Do you feel that developing countries are capable of making economic and social progress, or do you feel that developing countries are stuck in their own current and economic social state for the foreseeable future?



Main causes of poverty in developing countries

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

○ Statistically higher than Feb 21
□ Statistically lower than Feb 21

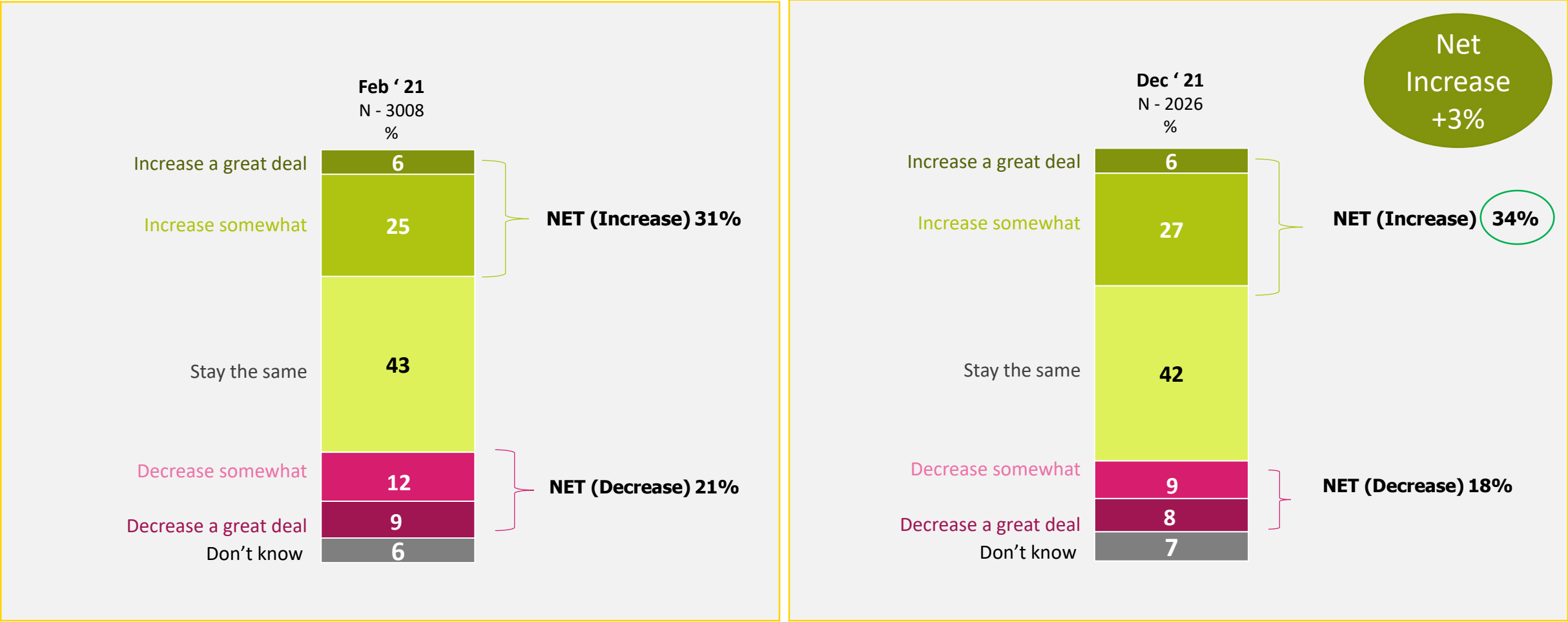


The main causes of perceived poverty in developing countries remain similar to February 21 with Government and Private Sector corruption in these countries 46%, war and conflict 40% and Government inefficiency or incompetence 33% remaining the top three perceived main causes.

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



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.

The qualitative discussion revealed that most believe the Irish Government is reasonably generous in their overseas aid.

- Without being able to reference any figures, the starting point for most consumers is that the Irish government is **more generous than average** on this issue
- We believe ourselves to be an **outward looking, empathetic nation**, perhaps more attuned to the difficulties faced by poorer/less developed nations than other western powers – the expectation is that that this is reflected in policies on overseas aid
- So while many feel there's further we can go, it's worth pointing out that **they think we're coming from a reasonably high base**



Which is why the use of the 32 Cent figure is so impactful in the *Now More Than Ever* campaign

“

*I couldn't tell you how much
or anything, but we're
definitely good on this stuff.
We have that reputation for
being generous globally*

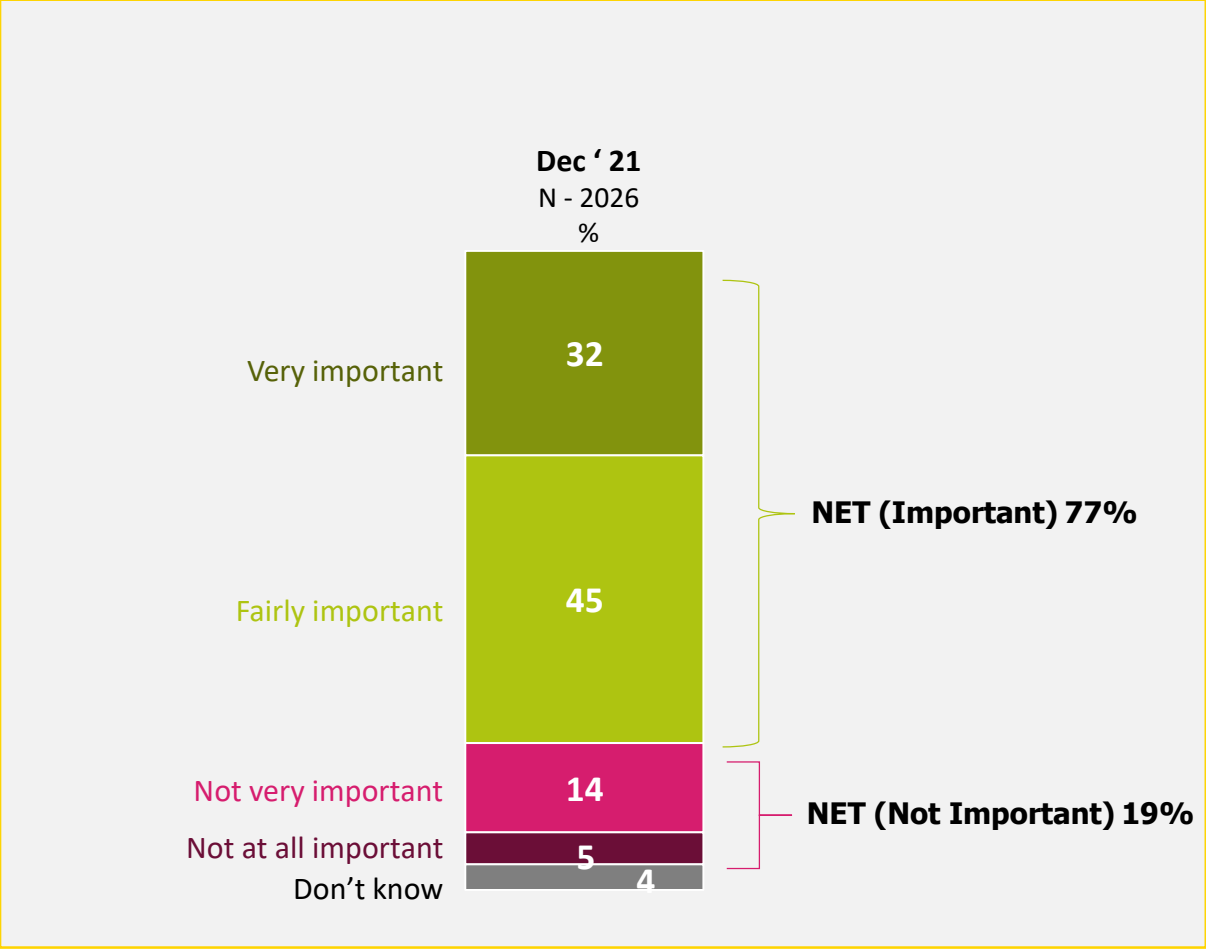
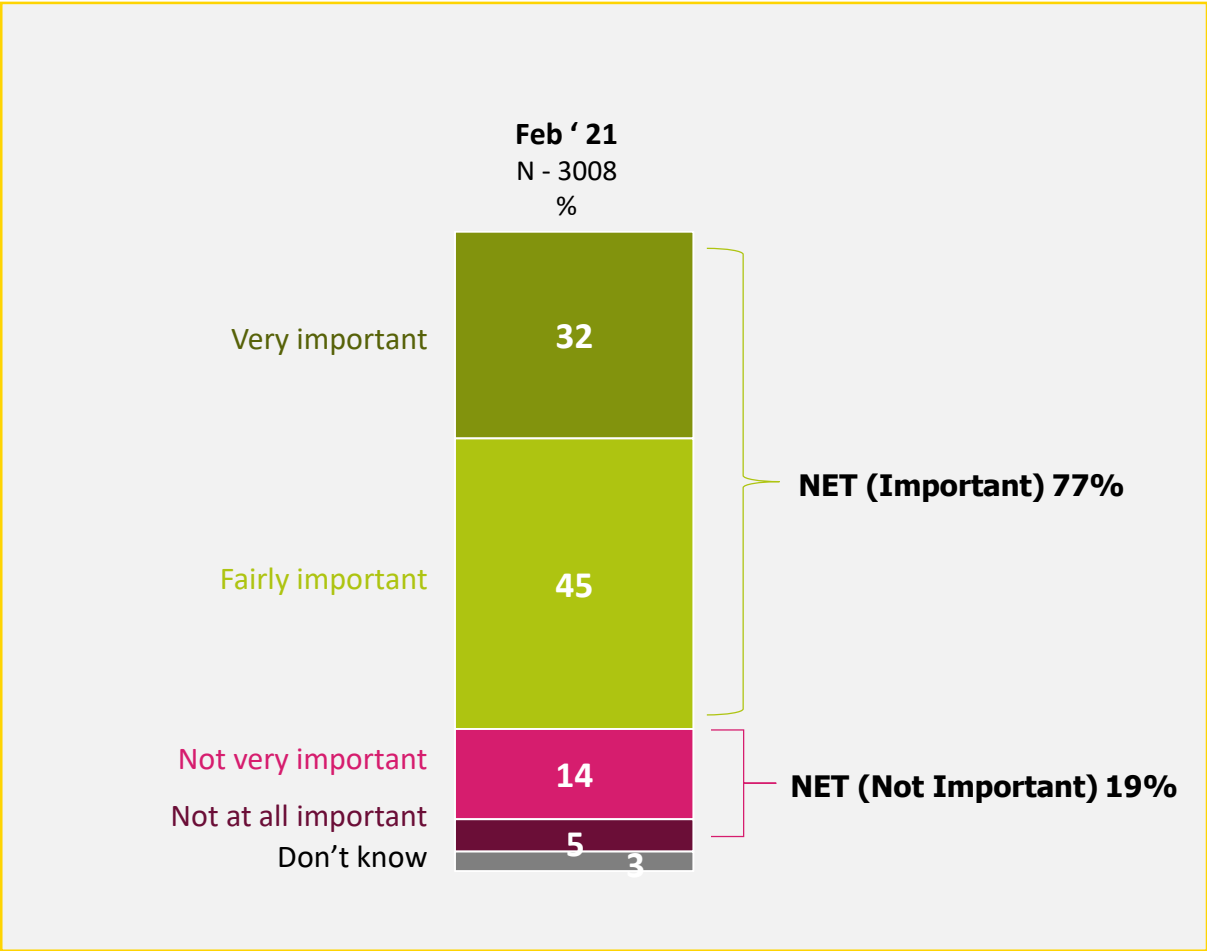
European Multilateralist

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.

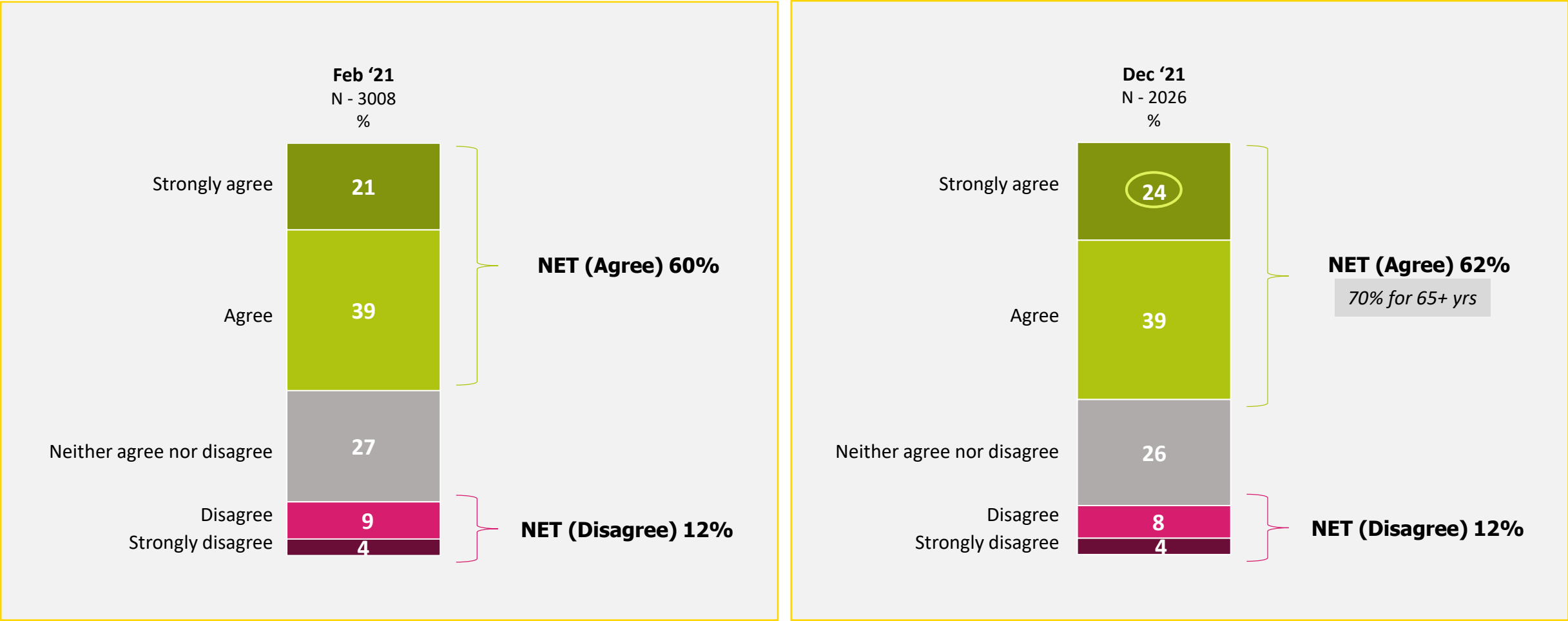


Level of agreement that Citizens of Ireland have a moral obligation to personally support overseas aid



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

○ Statistically higher than Feb 21
□ Statistically lower than Feb 21

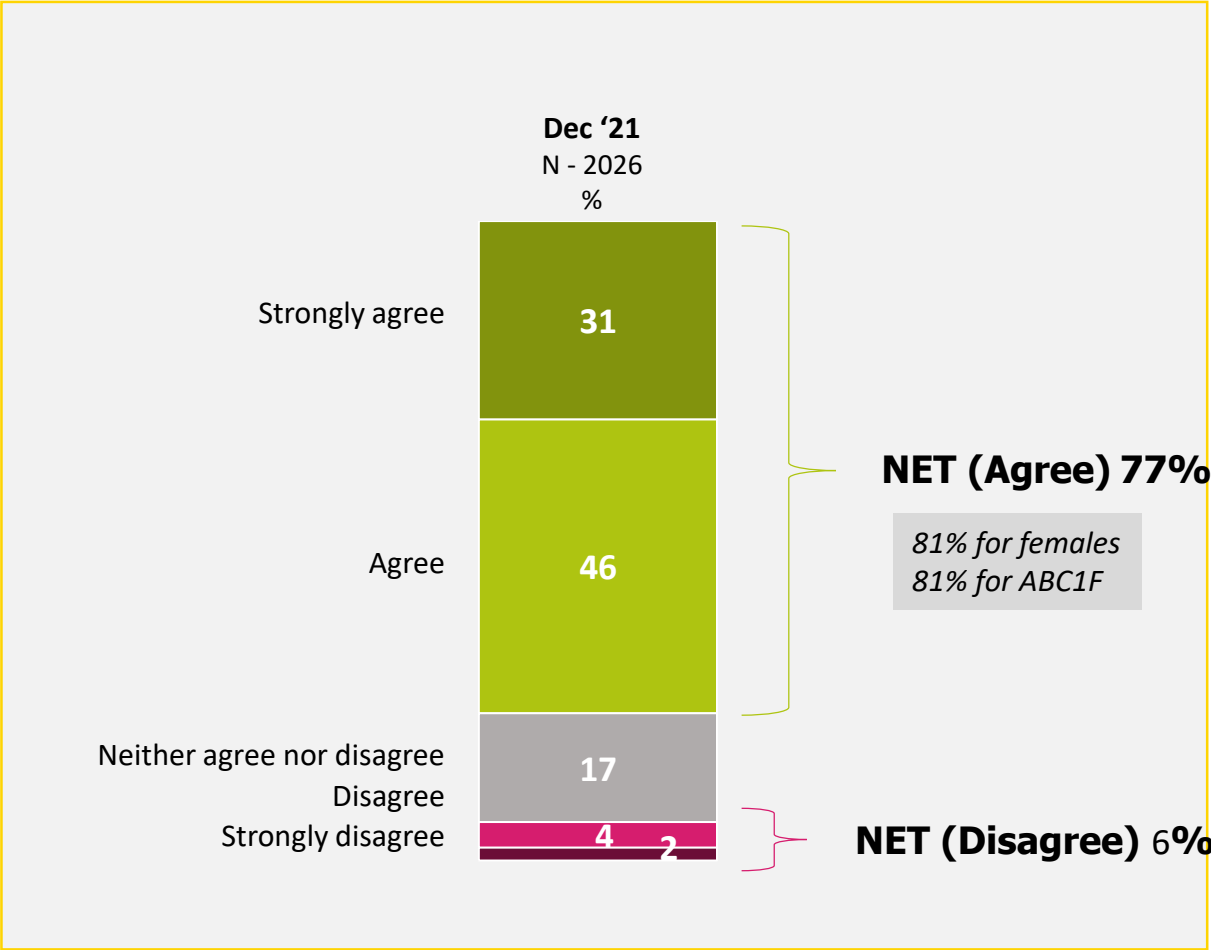
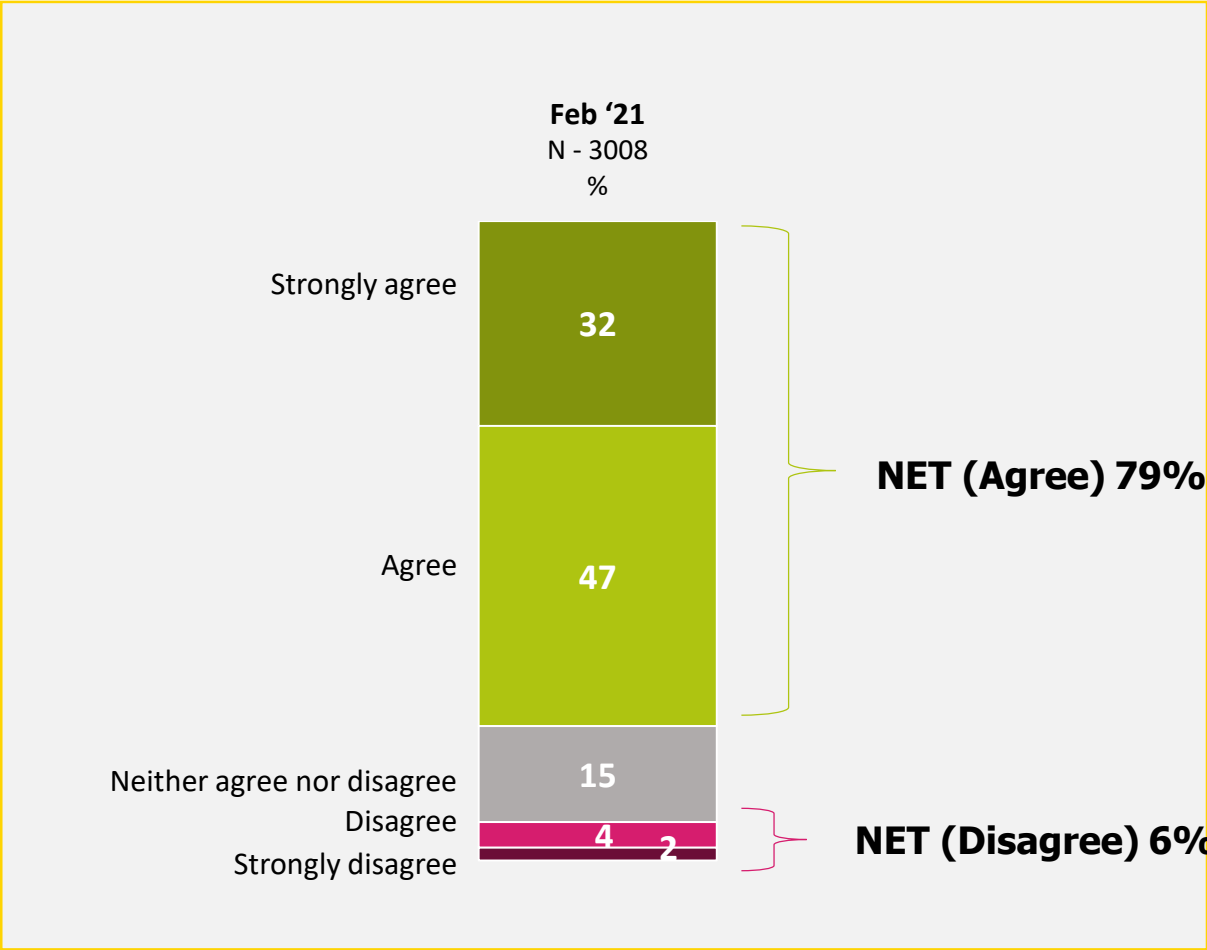


Three in five of the Irish public agree that citizens have a moral obligation to personally support overseas aid.

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

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

○ Statistically higher than Feb 21
□ Statistically lower than Feb 21



Similar to last wave three quarters of the Irish population agree that overseas aid can bring about positive change to those living in developing countries.

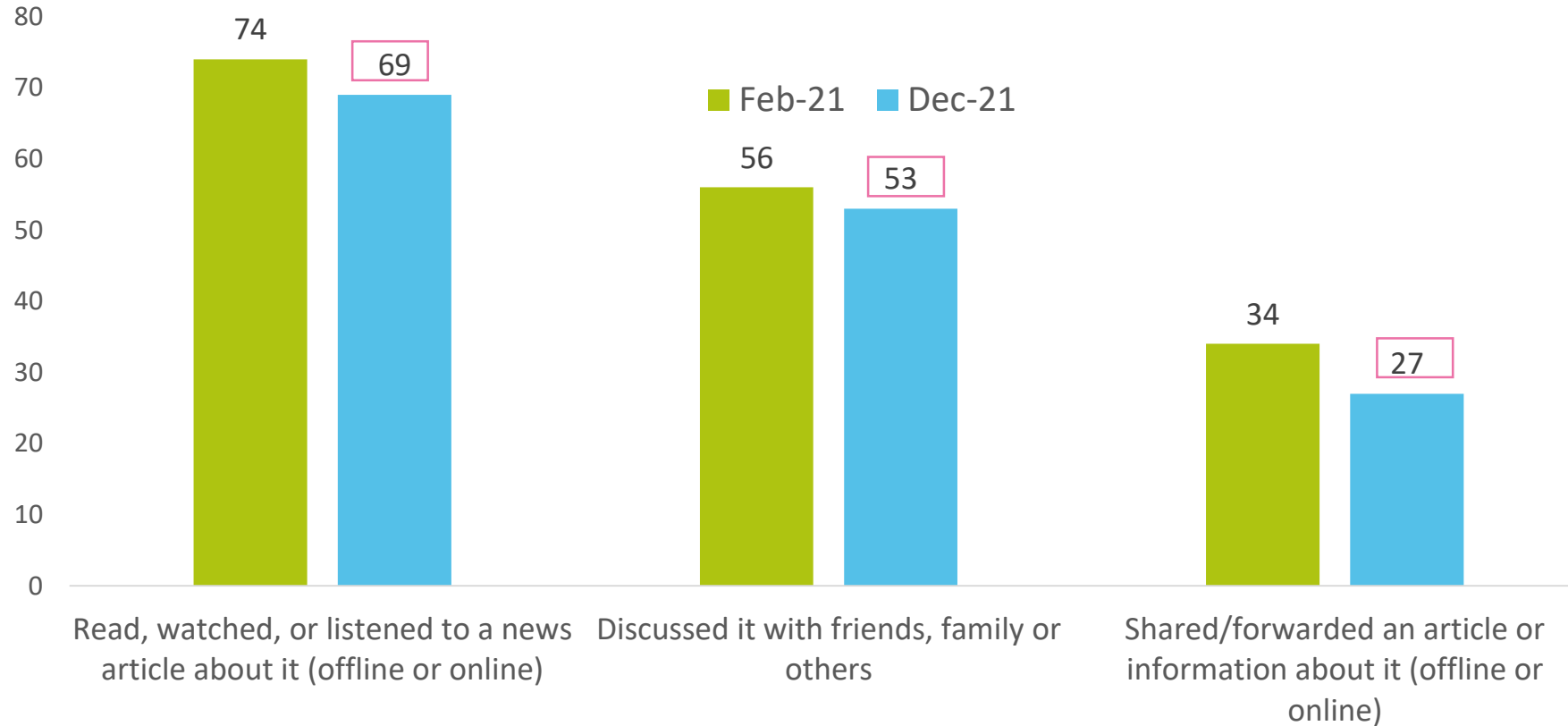
Q.35 Please indicate the extent to which you agree or disagree with the following statement. Overseas aid can help bring about positive change for those living in developing countries.



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

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

○ Statistically higher than Feb 21
□ Statistically lower than Feb 21



The proportion that have read, watched or listened to a news article about global poverty or development in the past 12 months has declined to 69%, with just over half discussing it with family and friends or others. In addition, the proportion who shared, or forwarded an article about it (either online or offline) has decreased from 34% to 27% this wave.

Respondents report hearing very little from global development agencies in the last few years

- While many of Dochas member organisations have historically had a significant presence in Ireland (Trocaire, Concern, Goal, Bothar)
- It feels like this has receded in recent years
- This is at least partly to do with the shift in focus towards more internal, localised issues
- There have also been some high profile scandals that have undermined engagement with these organisations overall



Image: courtesy Irish Times

At the same time, the presence of domestic charities (homeless, suicide, mental health) have expanded hugely Our respondents report being more inclined to give to local charities because they feel they should be helping people closer to home and they believe the money is more likely to translate to the people who need it, with National Pragmatists the most vocal in expressing this

“

Yeah, you used to hear loads from these kinds of organisations, I remember the big Concern campaigns and that kind of stuff. But lately, its gone off the boil, I think people are more focused on Pieta and those things

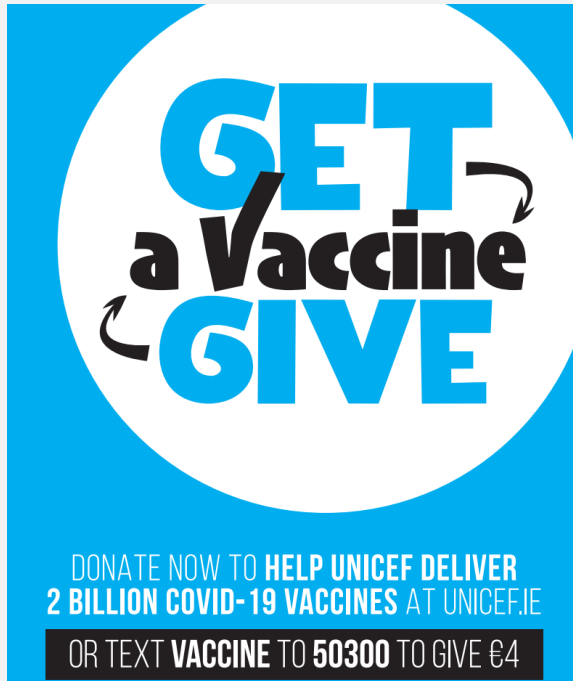
National Pragmatist

“

Call me cynical, but these big worldwide charities, you're thinking how many on the payroll? How much are they paying to advertisers? To consultants? Whereas if I give to my local hospice, I feel that's getting to who needs it

Community Activist

Campaigns that stood out to our respondents recently include



High level of engagement with the UNICEF campaign with quite a few across all segments donating to it. Seems to strike a chord because people were pleased to get their own vaccine & keen to share that joy with others





TROCAIRE Christmas campaign had high levels of awareness, though many found it hard to watch, given difficult content and their need to 'protect' themselves from upsetting material

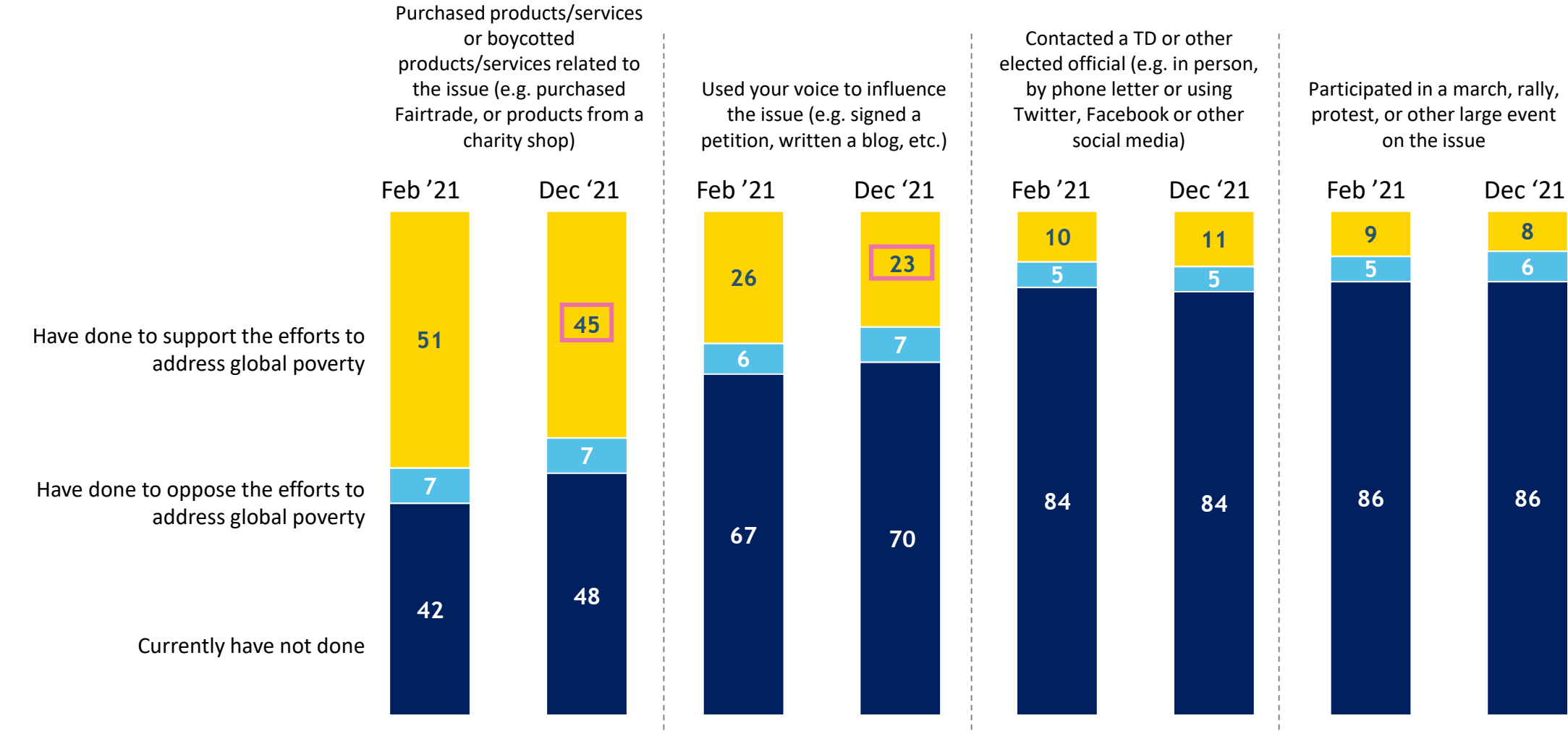


SIGHTSAVERS campaign seems to have cut through strongly this year, with a hard hitting, but engaging focus on children. In the qualitative sample, quite a few claim to have donated, across all segment

Support for efforts to address global poverty

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

 Statistically higher than Feb 21
 Statistically lower than Feb 21



A six percentage point reduction evident in having purchased products or services or boycotted such products or services related to the issue. However similar scores are evident in terms of other support for many efforts to address global poverty as in the previous wave about a quarter using their voice to influence the issue, and about one in ten contacting a TD or other elected official. Only about 8% participated in a march or rally or other large event on the issue. Thus overall, a slight softening across the various angles of support.

Q.38 Which of the following have you done in the past 12 months, if any, in support of or in opposition to the efforts to address global poverty? -

Beyond donating, Global Citizens appear to be much more actively engaged with campaigns than other groups

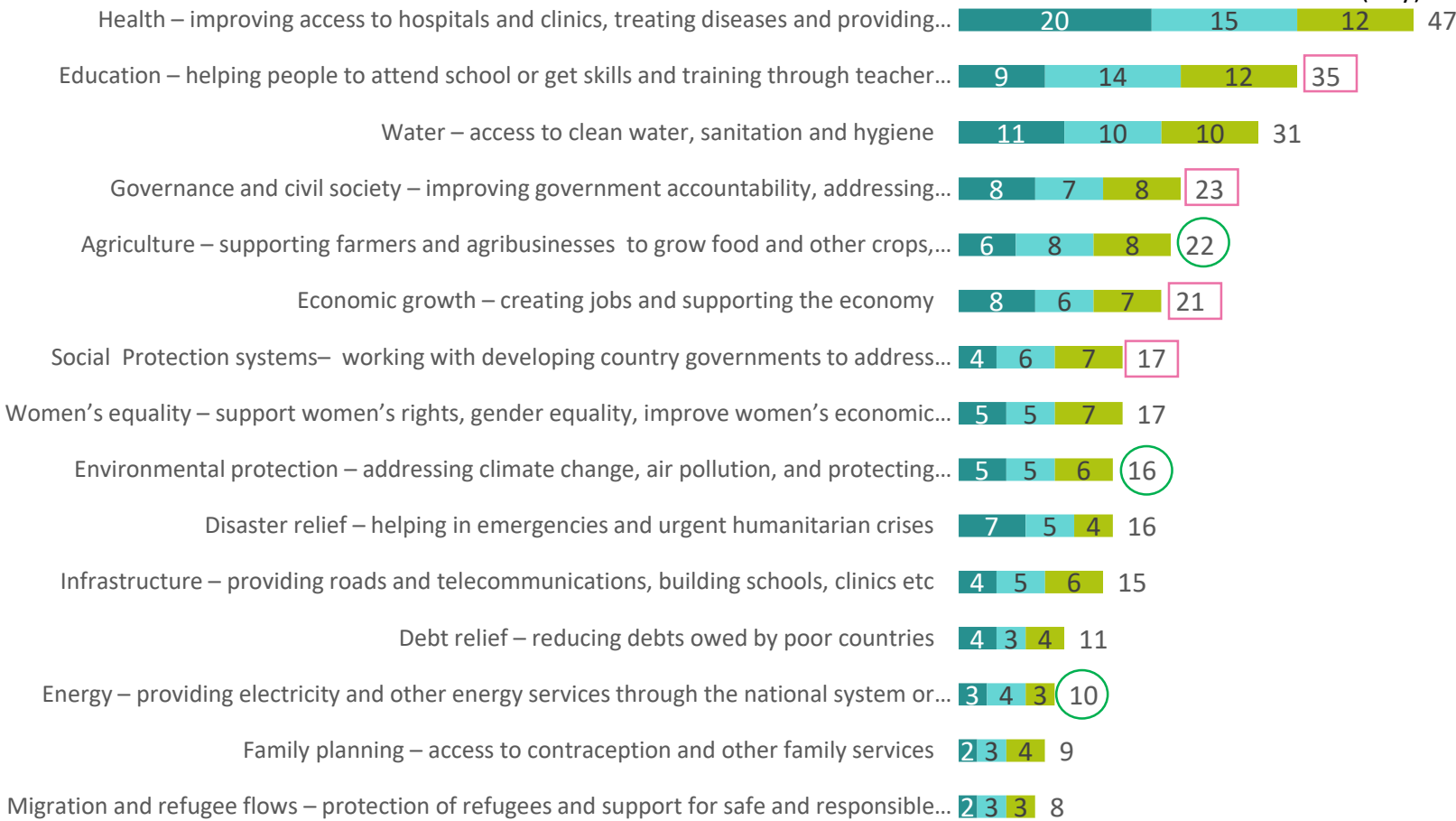
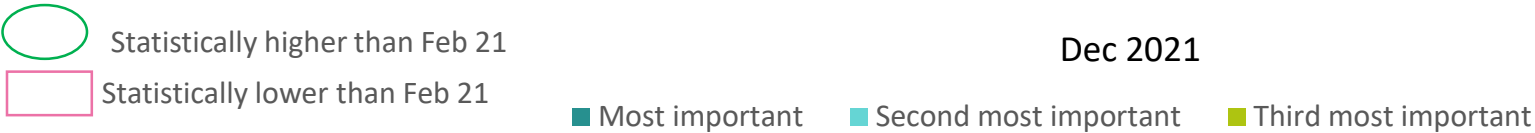
- With Twitter reported as a key medium for this engagement
- In terms of becoming aware of various campaigns
- Talking about/debating them
- Raising awareness and signing petitions
- Organising further action like rallies



Most important priorities for Irish Government support on overseas aid



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



| Feb 2021 | | |
|----------------|---------------|-------------------------|
| Most important | Any important | Change ± Any Importance |
| 19 | 47 | = |
| 11 | 40 | -5 |
| 12 | 31 | = |
| 10 | 26 | -3 |
| 5 | 19 | +3 |
| 9 | 25 | -4 |
| 5 | 19 | +2 |
| 4 | 14 | -3 |
| 4 | 13 | +3 |
| 7 | 16 | = |
| 3 | 13 | +2 |
| 3 | 10 | +1 |
| 2 | 8 | +2 |
| 2 | 9 | = |
| 2 | 8 | = |

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. Both Agriculture and environmental protection have increased by three percentage points on the last wave with economic growth declining by 4 percentage points.

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?



Most important priorities for Irish Government support on overseas aid (Any) x Segments

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

| | Total | | European Multilateralists | | Community Activists | | Disengaged Nationalists | | Empathetic Reactionaries | | Global Citizens | | National Pragmatists | |
|--|--------|--------|---------------------------|--------|---------------------|--------|-------------------------|--------|--------------------------|--------|-----------------|--------|----------------------|--------|
| | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 | Feb-21 | Dec-21 |
| UNWTD Base | 3008 | 2026 | 641 | 454 | 287 | 189 | 286 | 208 | 704 | 518 | 675 | 360 | 415 | 297 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Education | 39 | 35 | 39 | 31 | 39 | 46 | 35 | 35 | 40 | 34 | 39 | 35 | 41 | 39 |
| Health | 47 | 47 | 46 | 47 | 41 | 38 | 41 | 35 | 55 | 54 | 42 | 46 | 50 | 49 |
| Family planning | 9 | 10 | 7 | 6 | 4 | 5 | 23 | 24 | 6 | 10 | 9 | 13 | 8 | 6 |
| Water – access to clean water, sanitation and hygiene | 31 | 31 | 30 | 33 | 35 | 28 | 29 | 31 | 33 | 32 | 27 | 27 | 34 | 32 |
| Governance and civil society | 26 | 23 | 27 | 25 | 31 | 25 | 26 | 28 | 23 | 19 | 26 | 19 | 30 | 27 |
| Social Protection systems | 19 | 17 | 21 | 19 | 19 | 20 | 13 | 14 | 21 | 18 | 22 | 18 | 16 | 11 |
| Infrastructure | 13 | 14 | 14 | 12 | 14 | 15 | 18 | 18 | 14 | 16 | 12 | 15 | 10 | 13 |
| Energy – providing electricity and other energy services | 8 | 11 | 8 | 12 | 7 | 8 | 11 | 15 | 10 | 11 | 10 | 11 | 4 | 8 |
| Agriculture | 19 | 22 | 21 | 20 | 20 | 18 | 20 | 23 | 19 | 23 | 14 | 19 | 22 | 28 |
| Economic growth | 24 | 21 | 23 | 21 | 23 | 13 | 29 | 29 | 25 | 22 | 23 | 19 | 25 | 23 |
| Environmental protection | 13 | 16 | 12 | 20 | 14 | 25 | 14 | 9 | 11 | 8 | 19 | 25 | 7 | 14 |
| Debt relief | 11 | 11 | 11 | 12 | 12 | 16 | 12 | 4 | 9 | 12 | 12 | 11 | 9 | 9 |
| Disaster relief | 17 | 16 | 17 | 17 | 10 | 8 | 15 | 12 | 16 | 19 | 16 | 13 | 23 | 22 |
| Migration and refugee flows | 8 | 8 | 7 | 7 | 12 | 11 | 6 | 10 | 6 | 9 | 11 | 9 | 6 | 7 |
| Women's equality | 15 | 16 | 18 | 17 | 20 | 22 | 9 | 12 | 13 | 15 | 16 | 20 | 13 | 13 |

More important

Increase

Environmental protection higher this wave for European Multilateralists, Community Activists and Global Citizens
Debt relief higher for community Activists while economic growth dropped back for this cohort.



Awareness of Dochas

While the majority of those we spoke to in the groups had heard the word Dochas before



- Their understanding of what we do is very limited
- If they can place us at all, they assume we're another international development organisation, though they aren't sure of a specific angle
- The 'umbrella' nature of the organisation is not clear to people and this is a barrier to understanding our message in communications
- Our role is somewhat unique, so there is a bit of work to do to convey our remit to the population

Engagement with the *Now More Than Ever* campaign is somewhat hampered by this lack of understanding. Viewers are distracted by their attempts to 'piece together' our remit while watching. They're asking fundamental questions like who funds Dochas, are we political, etc?

“

Like I've certainly heard the name, but I couldn't tell you what they do, like I think its in this kind of charity area, but I'm not sure

European Multilateralist



Share this video and tag your local TD
or visit Dochas.ie/NowMoreThanEver

dóchas

The Irish Association
of Non-Government
Development Organisations

Campaign Review

Visit dochas.ie/NowMoreThanEver

Spontaneous awareness of the *Now More Than Ever* campaign is low, as we'd expect

- However prompted awareness gets a **reasonably good response**
- The **visual style and tone** of the ad (fast paced, interspersed with stats and graphs) feels modern and contemporary and would catch the eye on Social Media.
- Comparisons were made with Netflix documentary style and while some older respondents aren't so keen on this, it is **popular with younger views** and **Global Citizens** in particular, react well to it.



Overall, strongly engaging for Global Citizens. Other segments are more mixed in their response, but everyone acknowledges that the approach has some clear strengths.

“

I think this would stand out to me, it's not your average charity ad, it's a bit more pacey, kinda modern, so it would grab my attention

Community Activist

There is good consensus across all segments about what works in the execution

What works well

- ✓ The **tone**, which is hard hitting without being too 'doom and gloom'
- ✓ Degree to which it drives empathy and understanding of the dramatic impact that **covid** is having on less **well off countries**. It does a good job of jolting people from their inward focus that has been in evidence since the start of the pandemic 'we must resist the temptation to look inwards', and this proved to be an **important wakeup call in the groups**.
- ✓ The **32 Cent stat** is powerful across the board, making people sit up and listen. The graphical representation of this works. This information surprises viewers because it contradicts the image they have in their minds of Ireland as a generous/global minded country.
- ✓ It's also a strong '**factual**' **basis** for the ad, it's seen as a real positive that we're able to construct the story around something factual and irrefutable rather than opinion focused



“

The 32 cent, that's powerful. It doesn't feel like a lot you know. I'm sure we could be doing better than this and the fact that we promised more, that's a bit shocking really. We should be doing more.

Global Citizen

“

The line about resisting the temptation to look inward, that's spot on, that's exactly what we've been doing the last few years and maybe that's not good enough

European Multilateralist

Our segments are also broadly in agreement about what works less well for them

What works less well

- ✗ It covers a huge amount of material, which is good in one sense, but can sometimes be **hard for consumers to follow**. We're not focusing on one single issue here, so there's a lot for viewers to take in
- ✗ Some **pushback against the accent** for the voice over. What are Dochas trying to convey with that? Is she the voice of those from developing countries? Or is she an Irish voice (though from someone not born here)? If it's the former, there's a danger that that could feel a bit accusatory for some segments.
- ✗ Viewers are expecting the call to action to be around donating money, so the actual message around **tagging TDs is unexpected**. While some are very keen to do this (particularly *Global Citizens*) others question what this will achieve, particularly if they feel their TD is more focused on local issues. Perhaps tagging party leaders would be better? For others, this is outside of their normal digital behaviour, so they may need more persuasion to do it.
- ✗ Trust and buy in is limited until we can clarify what Dochas is and what we're here for.



“

There's a lot of stuff covered. Covid, poverty, conflict, inequality, hunger. It's probably easier to just concentrate on one thing to be honest.

European Multilateralist

“

I just don't know about the tagging my TD bit. I can't imagine what good that would do because mine is just interested in roads and potholes and planning permission and that kind of thing

Community Activist

The execution proves very powerful for Global Citizens in particular



Global Citizens

Engage strongly with **both the message and the overall look and feel**. Appreciate the strong, factual basis of the communication, but also the contemporary vibe to it.

They jump very easily on board with the idea **of global solidarity**, they respond very well to this phrase and they think the messaging around the impact of covid on developing world health systems is a very important one and one that's been overlooked during the pandemic coverage

They feel that the **32 Cent statistic** is strong and they particularly like the juxtaposition of the images from the developing world with our heads of government – here are three white men who aren't doing enough

Once they've adjusted to the fact that the call to action isn't a donation, **tagging your TD** strikes them as a very good one, seeing it as something 'simple that everyone can do', chimes with their activist mindset

European Multilateralists

Respond very well to the fact it's a **different approach**, not the standard overseas development aid advertising

They also like the pace of the execution and the 'gritty' look and feel

Are open to the idea of tagging TDs, but are more hesitant than Global Citizens in this regard and would **want to find out more about Dochas** before doing so, even if they agreed with the basis of the campaign

Some within this group feel that it would have been more powerful if we'd linked Irish efforts to a wider global story. It's not up to us on our own here, and they'd like to hear more about **the concerted effort** amongst our neighbours to make a difference

For both these groups, engagement with the positives they see is enough to outweigh any negatives

For Community Activists and National Pragmatists, the central message around ‘looking out rather than in’ is a more difficult sell

Community Activists

Tend to take the **message very much to heart** and react strongly to the lines ‘we must resist the temptation to look inward’ and ‘we can’t afford not to’

These ideas **prompt a lot of debate** within the group about the extent to which we have been culpable of ‘looking inward’, with some rejection of that idea and significant amounts of guilt, which may not be helpful for us in driving behaviour change as guilt can often cause people to reject the message altogether

There’s pushback against the **repetition of the phrase ‘Global solidarity’**, they’re more interested in finding out the stories of individuals.

More than any group, this cohort want to know **more about Dochas and its remit**. There’s a strong feeling that they can’t fully trust the message until they know more about who we are and where we’re coming from

National Pragmatists

Find it harder than other groups to **engage with the Covid 19 problems faced by other countries**. Struggle to get past the idea that our own health service is below par, feel like we should sort that out before tackling the problems of the world

They are less positive than other segments about the **graphics and pace of the ad**, they are not as adept at pulling out the key messages

Less inclined than other groups to think that **32 Cent** sounds low, so this element has slightly less impact for them. However they fine the fact that we haven’t delivered what we pledged very impactful.

Would have liked to have seen **slightly more positivity**, for example, some indication about what the money we are spending is achieving. They see value in feeling good about what Ireland has achieved or could achieve in terms of overseas aid – and using this to prompt more action.

Not a group likely to do much on Social Media, so the **call to action is somewhat lost on them**

Any future campaigns targeting these groups in particular would have to work hard to sell in our central message. Greater clarity around who Dochas are as well as some more positive angles would be a good starting point for this

Looking ahead to the next creative



- What we've created here is **impactful and works very well to engage *Global Citizens*** in particular and *European Multilateralists* to a slightly lesser extent.
- Future campaigns might focus **more strongly on how to engage *Community Activists* and *National Pragmatists***, in the knowledge that the pandemic has made them more focused on the local and national and we'll have to work even harder to direct their attention outwards.
- All segments could do with more **basic education** piece about the unique role of **Dochas** and how we operate.
- This would help to drive **greater trust in the organisation** and making a greater case for why the various cohorts should take action to help us would be beneficial

Thank you.



RESEARCH
& INSIGHT

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Delve Deeper