

## METHODOLOGICAL OVERVIEW

As the objectives of this research are broad and quite complex, a combined quantitative/qualitative approach was required



### DETAILED ONLINE SURVEY

A comprehensive online survey of over 70 questions was conducted amongst a sample of 3,008 adults aged 18+ in the Republic of Ireland.

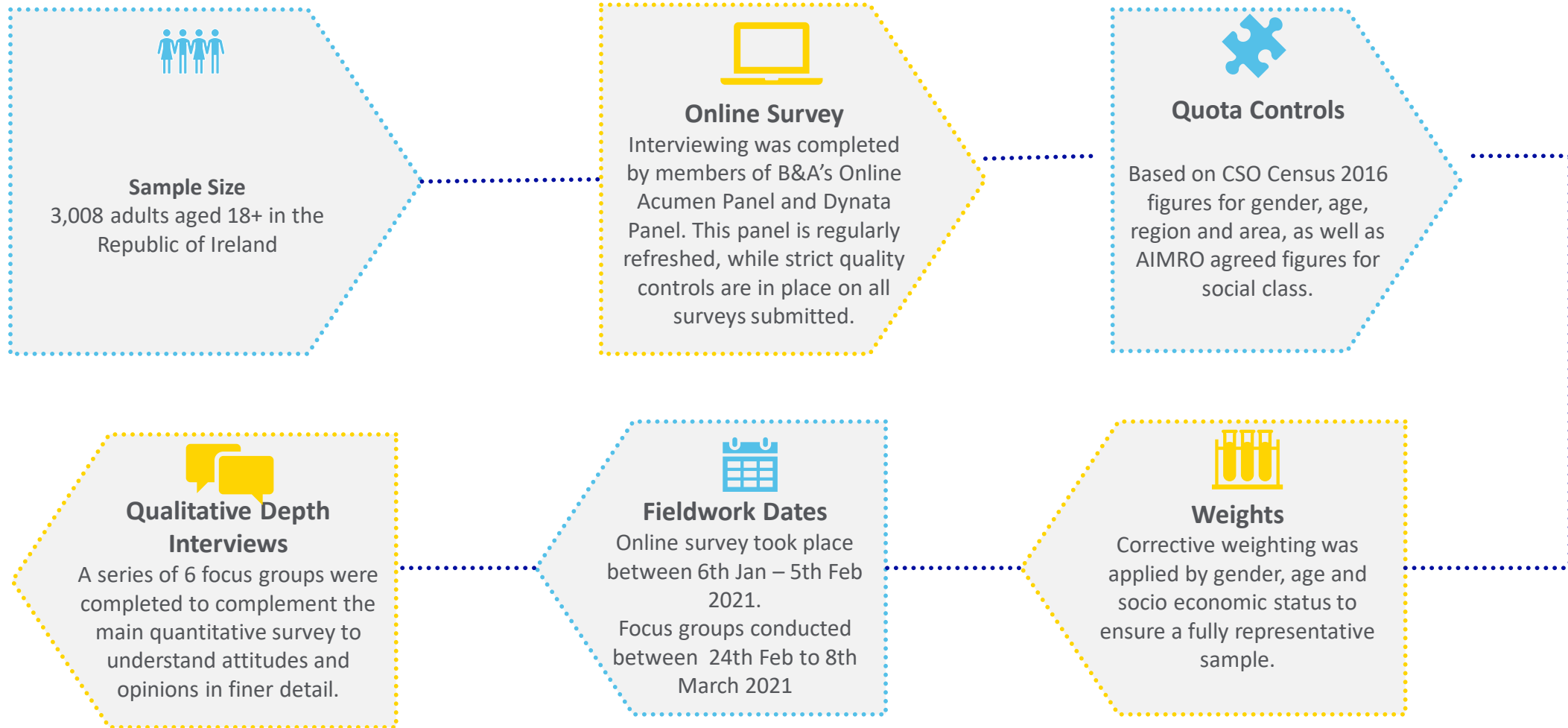
In addition, a detailed segmentation exercise was conducted to understand the factors motivating support for overseas development.



### QUALITATIVE

Following completion of the quantitative segmentation survey, a qualitative 'deep-dive' was conducted to truly understand the behavioural and attitudinal profile of key segments in relation to overseas development aid, the communication channels and tone of voice required to resonate with the segments, and how all of the above varies from one grouping to another.

A nationally representative online panel of adults aged 18+ and six focus groups was conducted as follows:



- A series of six focus groups was conducted upon completion of the quantitative survey. The primary objective of which was to explore the motivational and emotive underpinning of the survey data.
- The following sample composition was adopted:

Group	Age	Gender	Region	Social class	*View of Government Overseas Aid
1	18 - 24	Mixed	Dublin	BC1	Very/fairly important
2	25 - 34	Mixed	Cork	C2DEF	Very/fairly important
3	35 - 44	Male	Cork	ABC1	Not very/not at all important
4	35 - 44	Female	Dublin	ABC1	Fairly important
5	45 - 54	Mixed	Galway	BC1F	Fairly important/not very important
6	55 - 64	Mixed	Sligo	ABC1C2	Very important

*\*Q. How important is it that the Government provides overseas aid?*

# Thank you.



RESEARCH  
& INSIGHT

*Milltown House  
Mount Saint Annes  
Milltown, Dublin 6 - D06 Y822  
+353 1 205 7500 | [www.banda.ie](http://www.banda.ie)*

# Delve Deeper