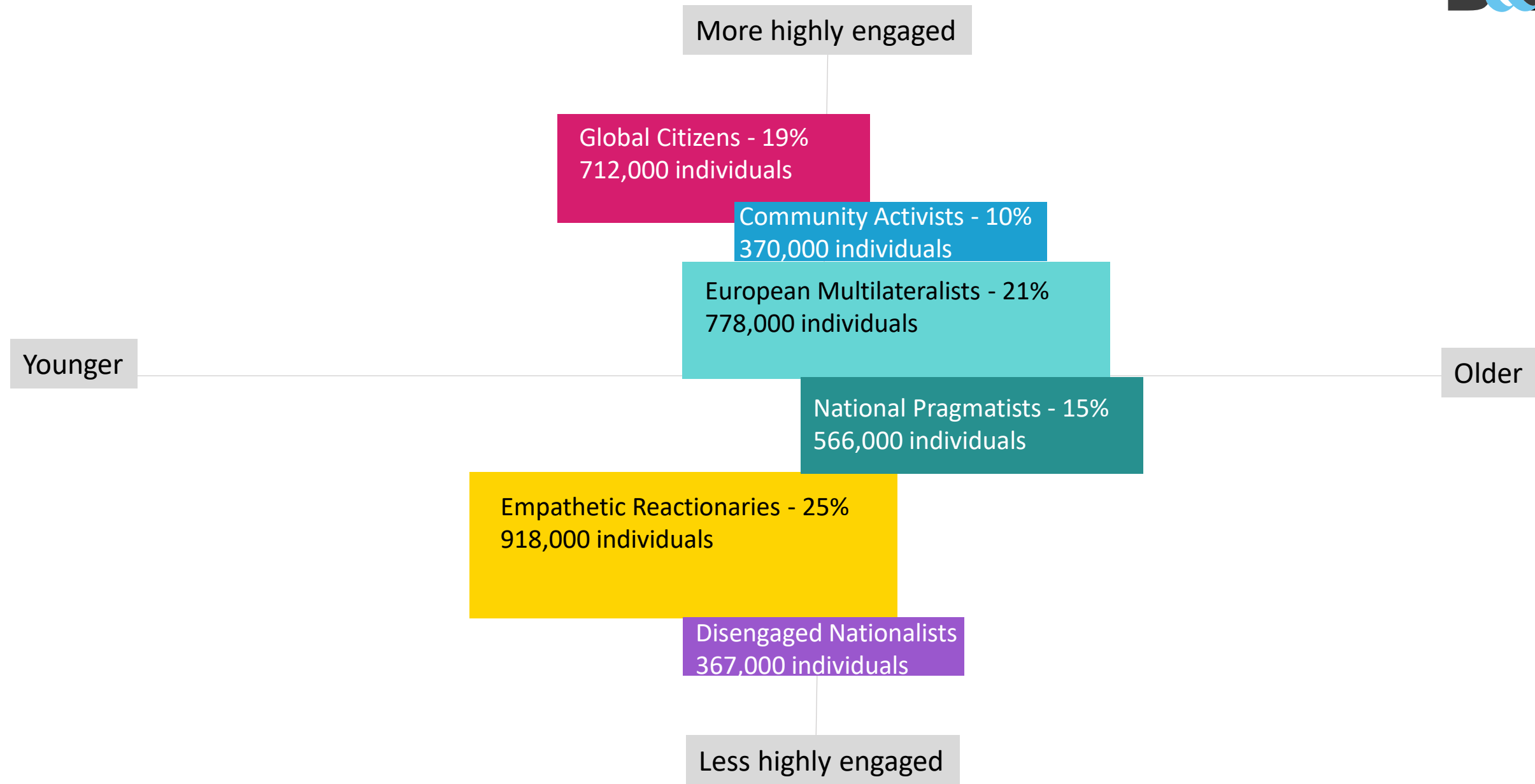


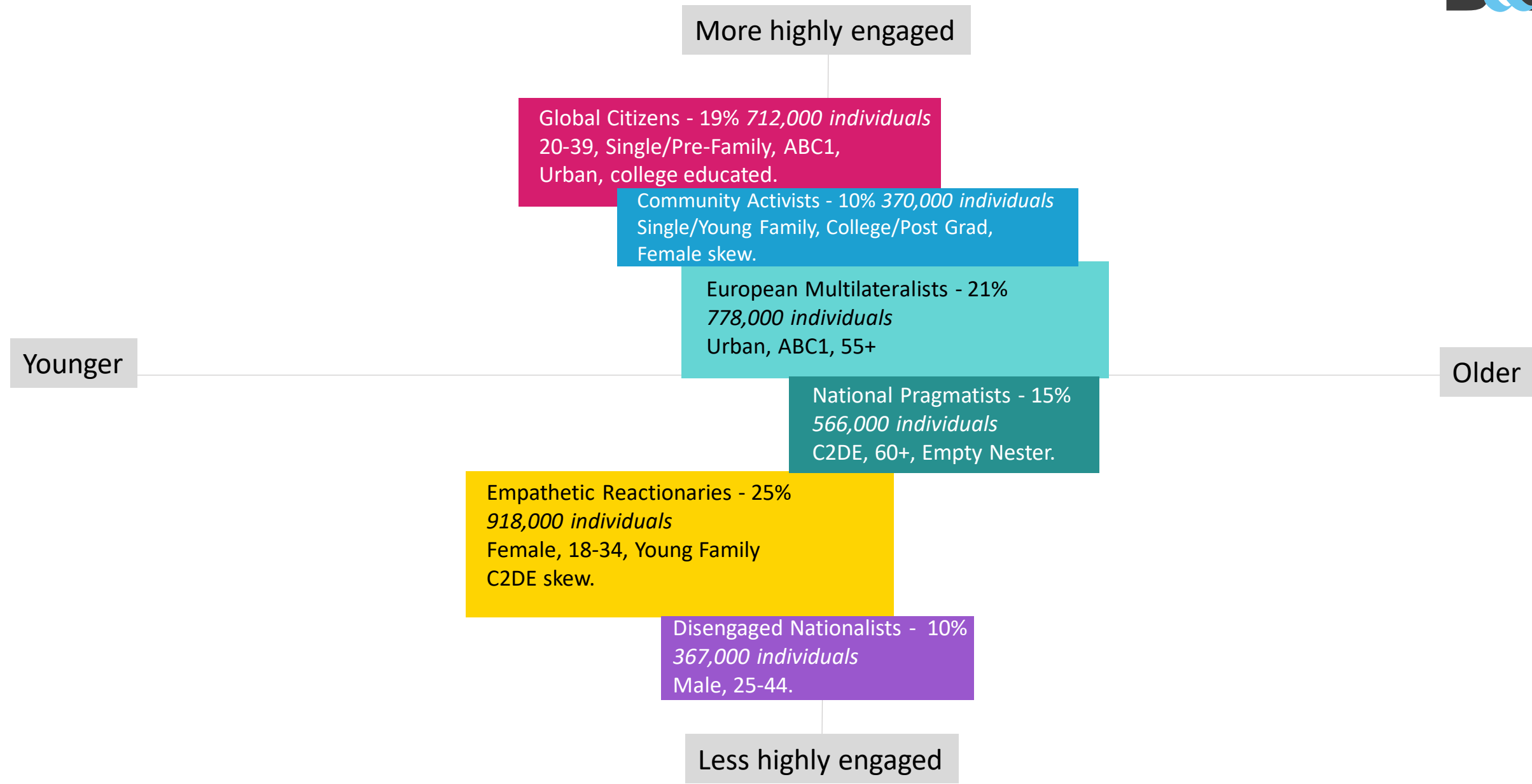


Introducing the Segments

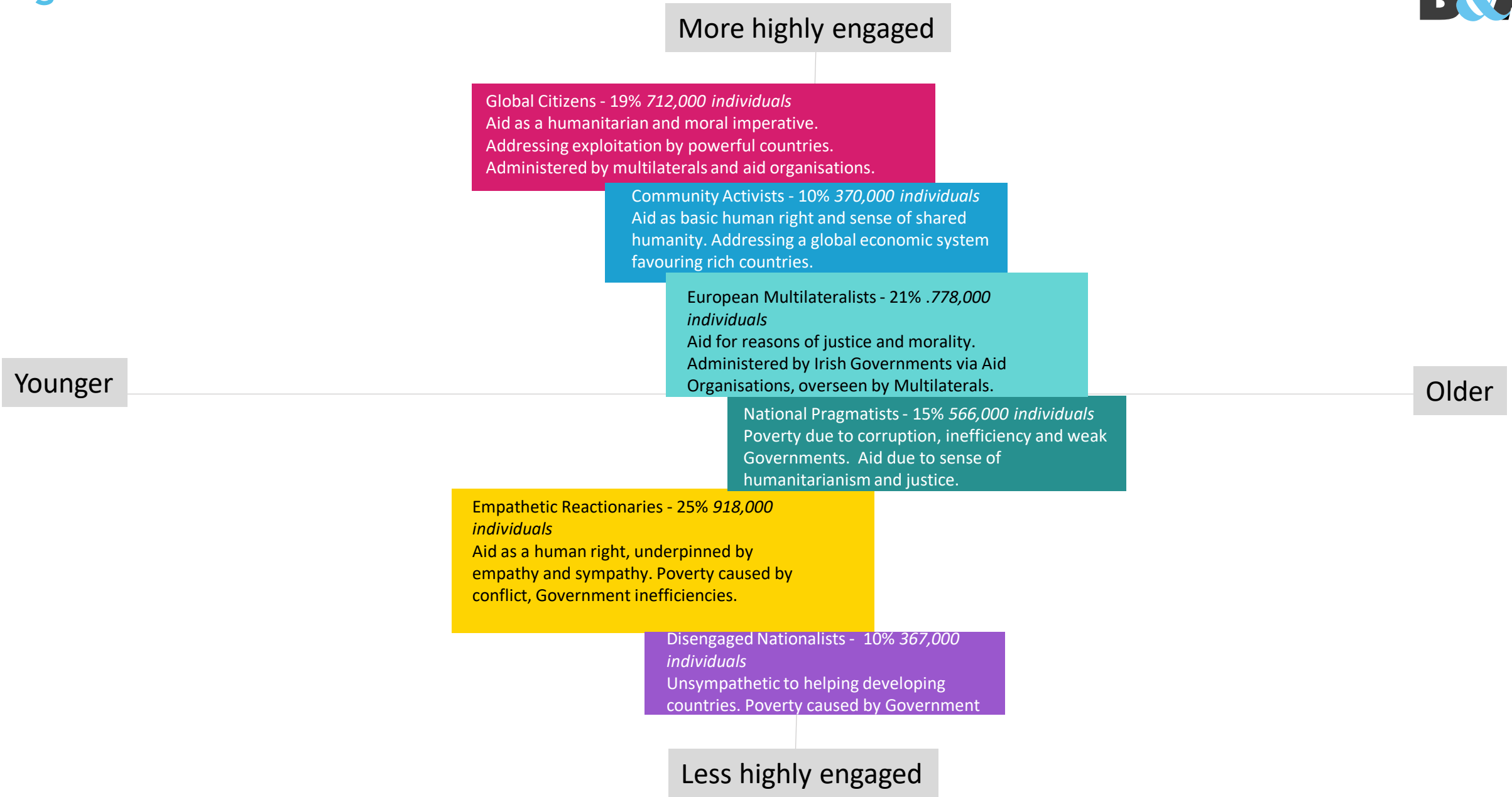
Introducing the Segments



Segments - Demographic Overview



Segments - Overseas Aid Overview





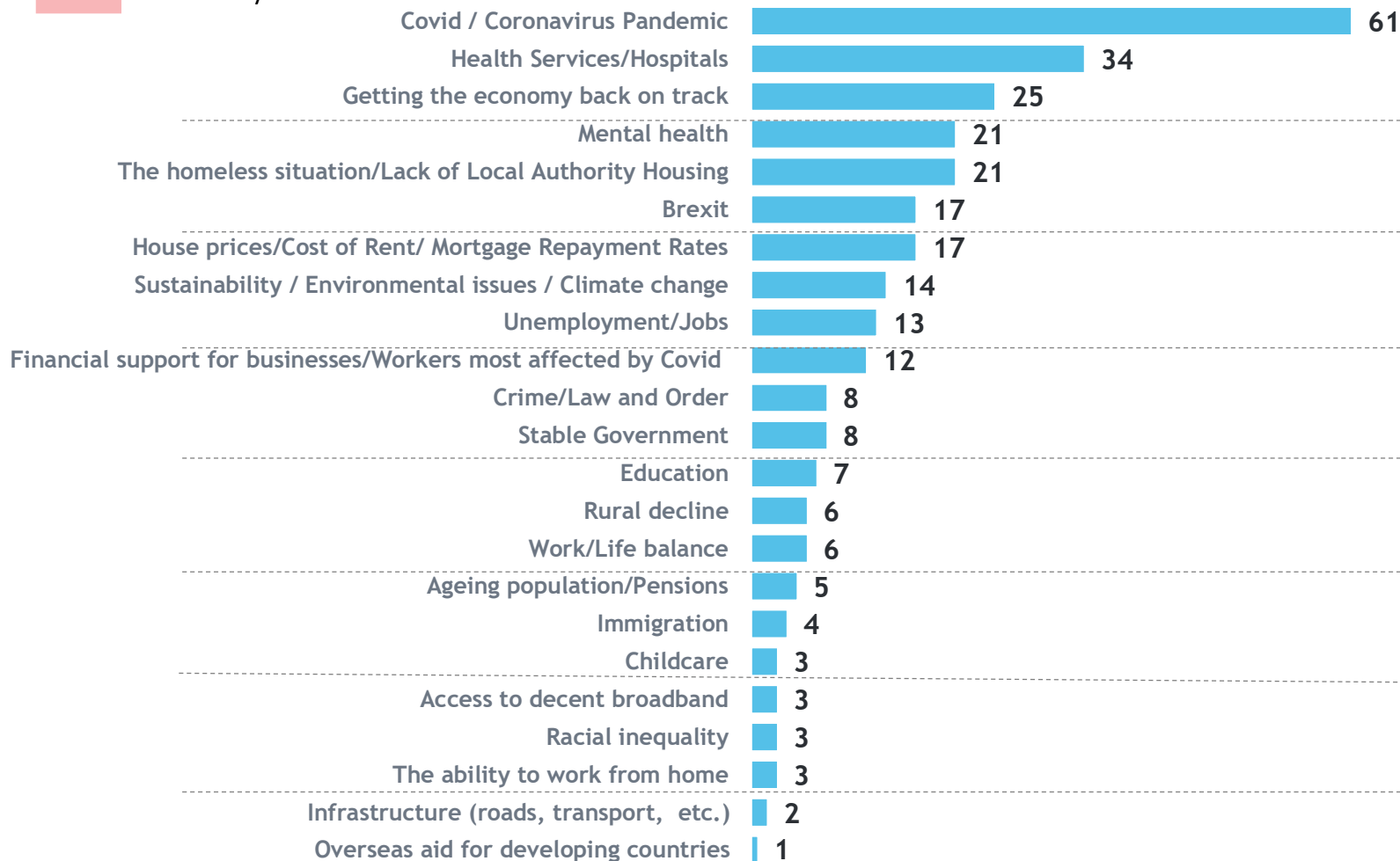
Detailed Segments Profile

The Top 3 Most Important Issues

Base: All Adults N – 3,008



Statistically higher
Statistically lower

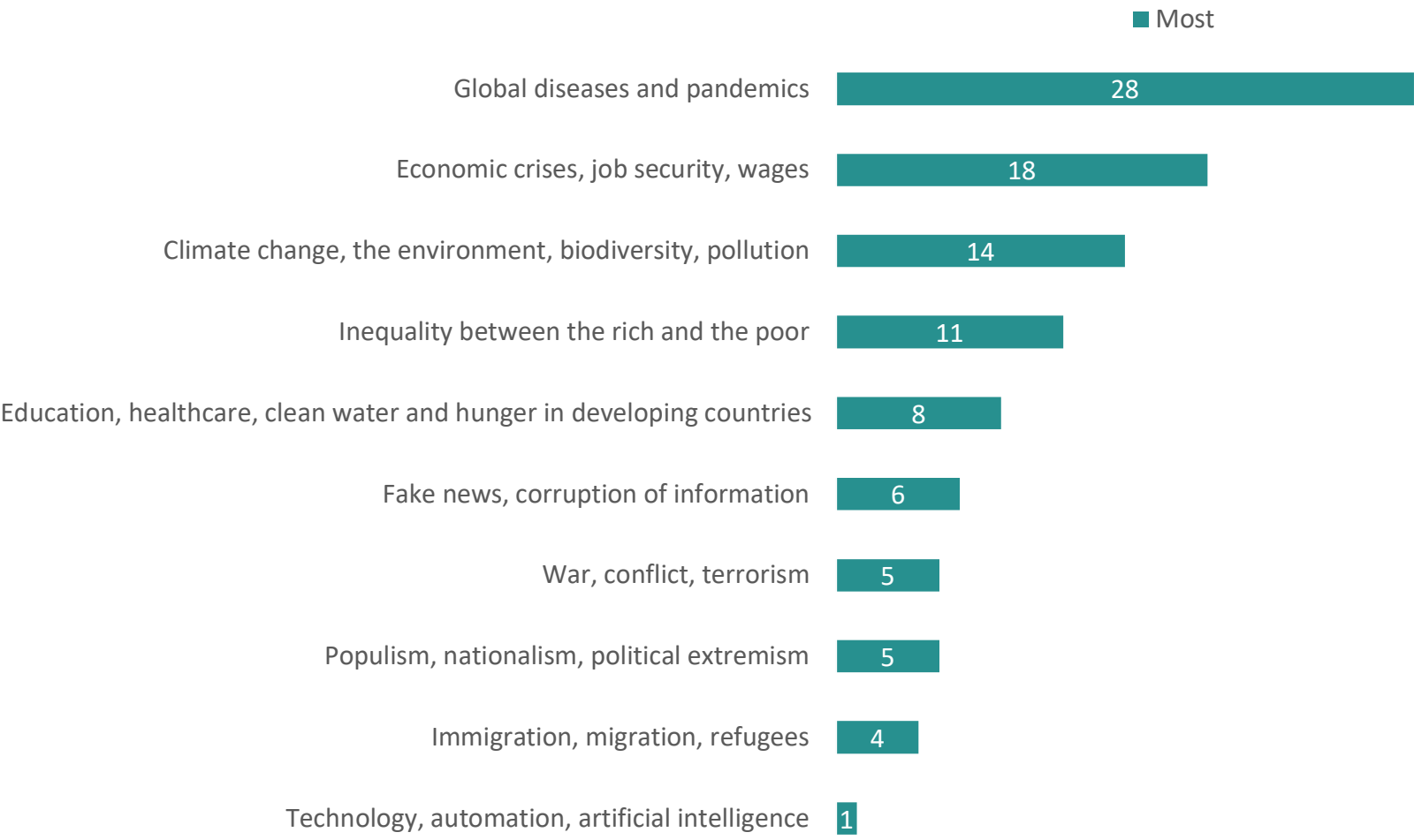
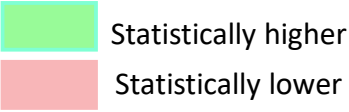


SEGMENTS					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
62	64	54	62	50	75
38	35	27	32	27	43
24	19	33	25	19	34
19	21	20	30	20	11
20	27	13	24	23	19
20	15	14	13	17	22
16	18	19	16	23	11
13	23	6	8	22	12
13	9	15	12	12	13
10	13	9	13	13	14
8	7	13	8	8	7
8	6	6	9	7	7
7	4	6	8	8	4
5	8	8	4	4	7
5	5	5	7	9	2
7	6	7	4	4	6
2	1	17	4	4	1
4	2	4	3	2	4
3	3	3	4	3	4
4	5	-	3	7	1
4	2	2	3	5	1
3	1	4	2	2	2
1	1	1	1	2	0



Issues personally most concerned about

Base: All Adults N - 3,008



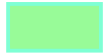

SEGMENTS					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
30	22	14	34	20	41
18	11	28	22	13	16
15	21	6	9	19	14
10	20	7	8	13	8
8	8	3	11	9	3
5	5	9	4	8	6
6	5	4	2	8	8
5	5	4	6	5	3
3	2	20	3	3	1
1	1	5	1	2	0

Issues personally most concerned about - All Mentions

Base: All Adults N - 3,008

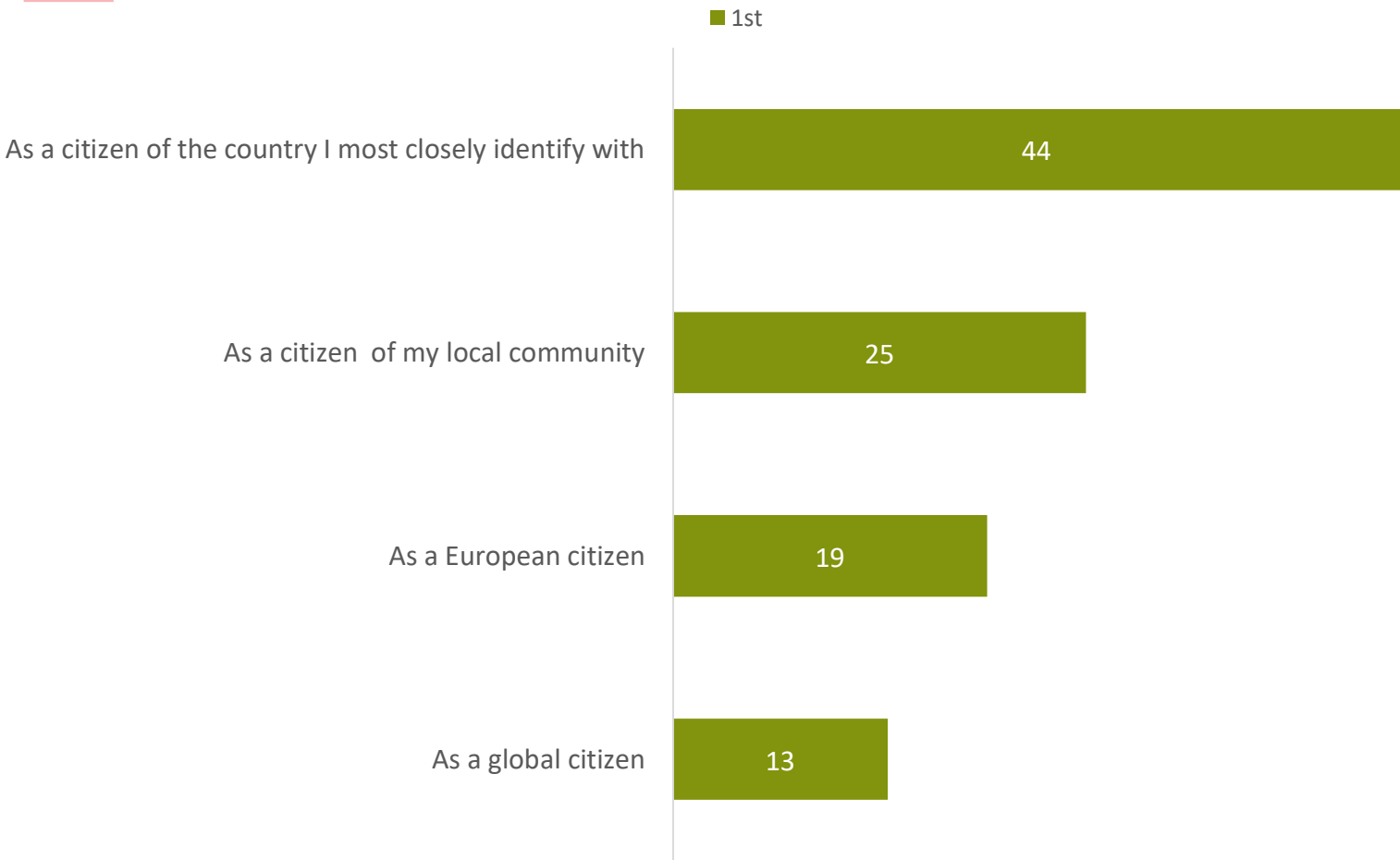
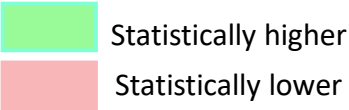


	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Global diseases and pandemics	58	57	44	46	66	47	75
Economic crises, job security, wages	51	47	30	63	62	41	57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

 Statistically higher
 Statistically lower

Perceived Individual Identity - Ranked First

Base: All Adults N - 3,008



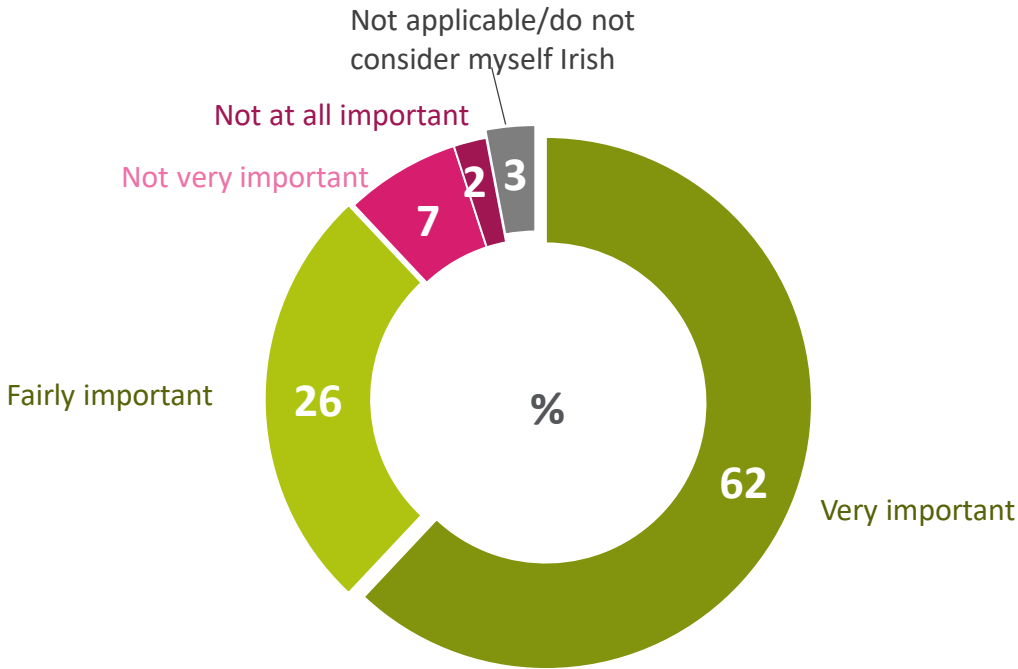
Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
47	47	54	51	4	69
-	50	32	49	4	25
53	3	12	0	26	6
-	-	2	-	65	-

Importance of sense of being ‘Irish’

Base: All Adults N - 3,008



- Statistically higher
- Statistically lower

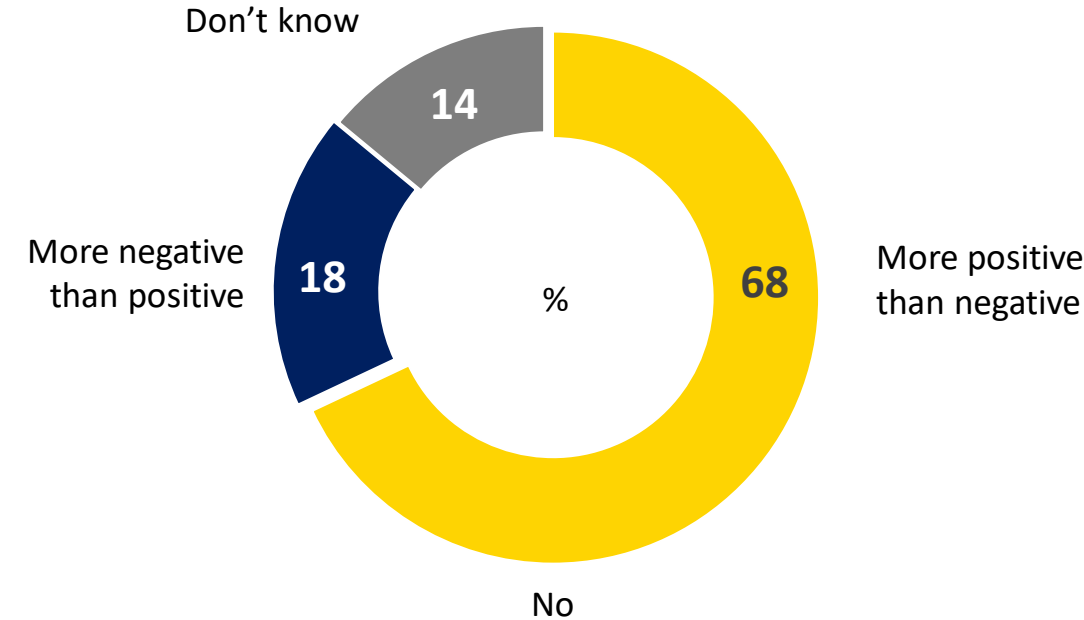
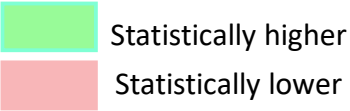


	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Very important	62	59	70	59	71	40	76
Fairly important	26	28	26	25	22	37	19
Not very important	7	8	3	10	4	13	3
Not at all important	2	1	-	3	1	4	0
Not applicable/do not consider myself Irish	3	3	1	2	2	7	1
NET (Important)	89	88	95	85	93	77	95
NET (Not Important)	8	9	3	13	5	17	4
Mean	3.5	3.5	3.7	3.4	3.7	3.2	3.7

Almost 7 in 10 believe changes in Ireland over past 20 years are more positive than negative



Base: All Adults N - 3,008

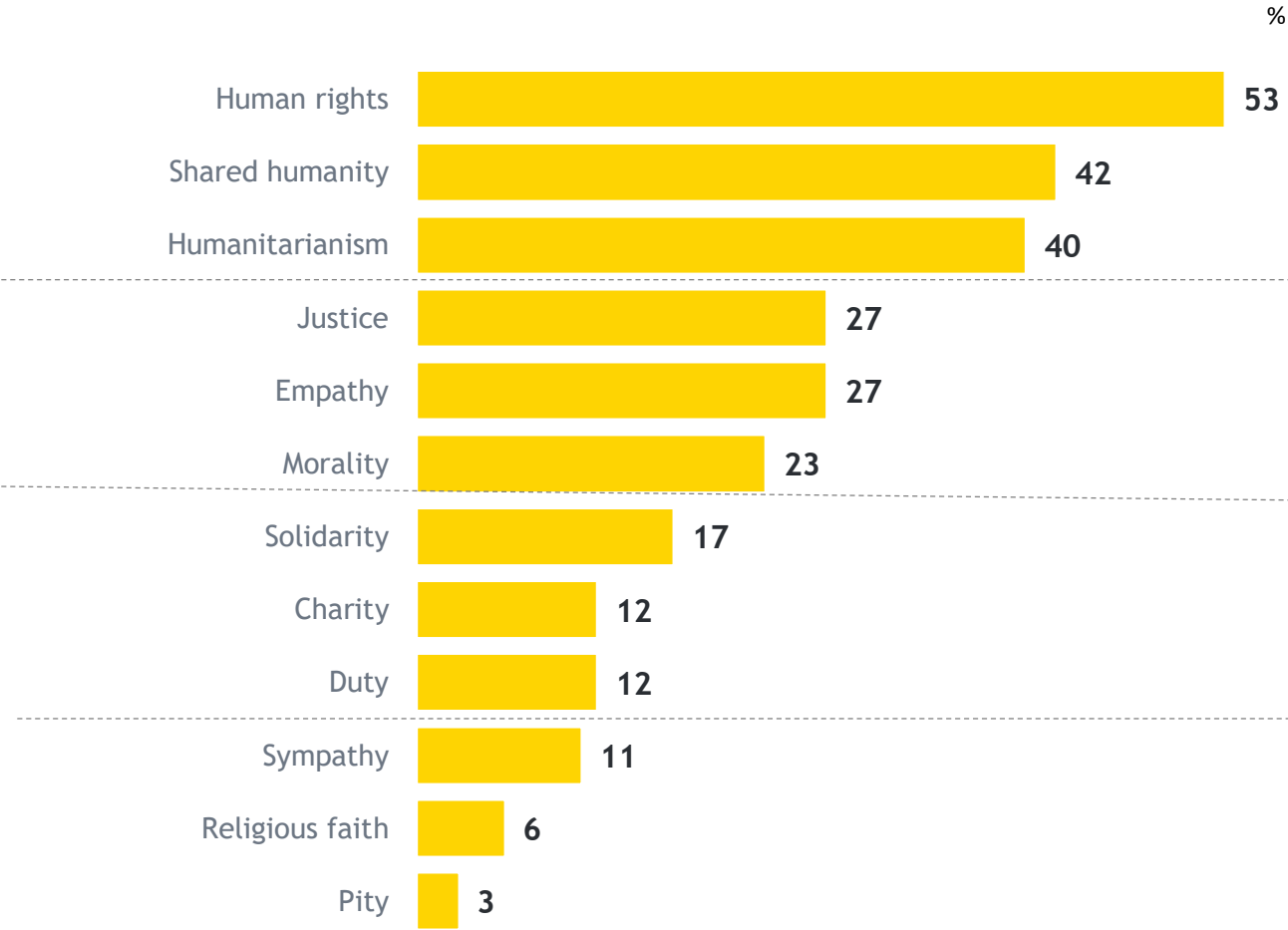
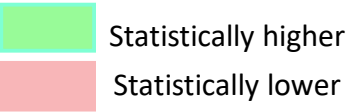


	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
More positive than negative	68	74	87	30	55	79	76
More negative than positive	18	12	8	49	21	13	15
No strong opinion either way	14	15	5	22	24	8	9

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



Base: All Adults N – 3,008

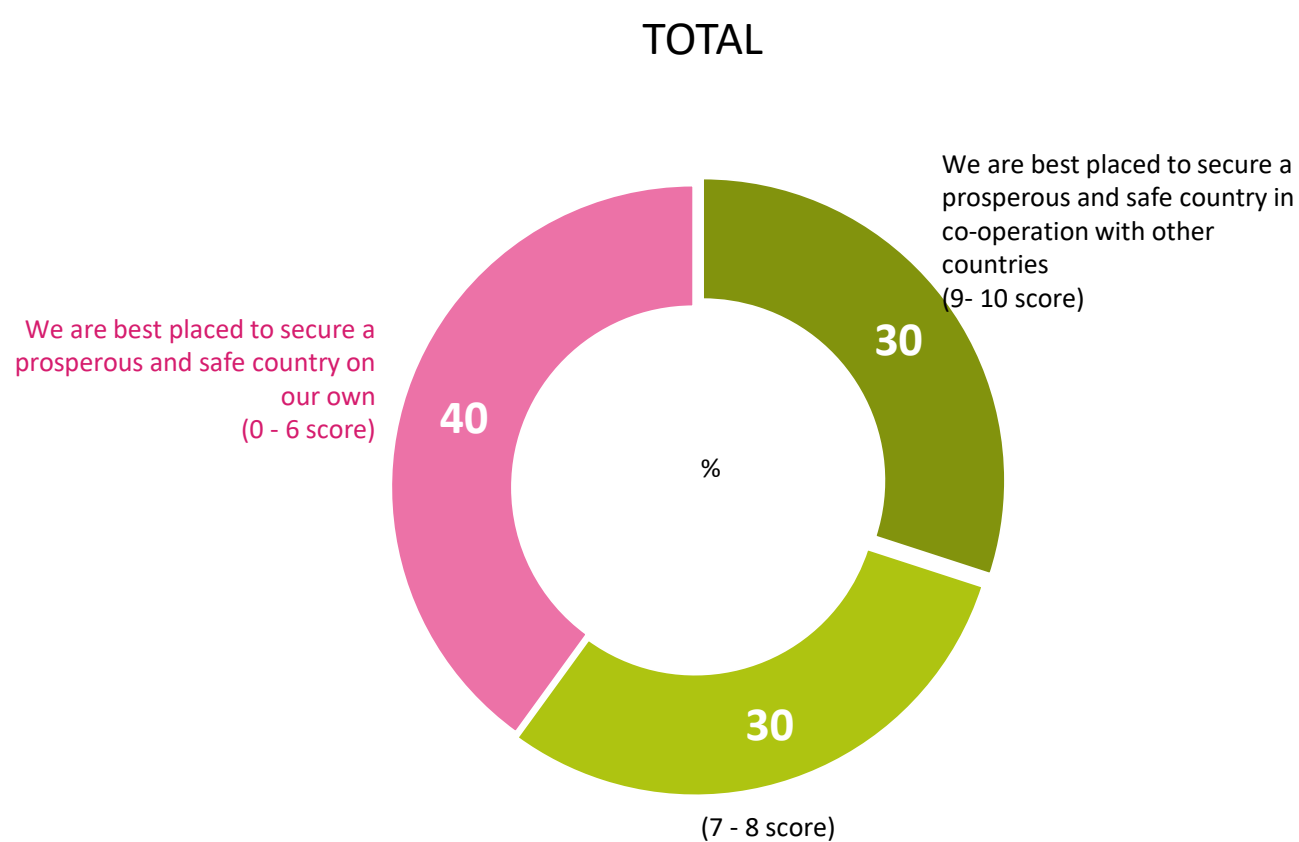


Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
57	60	17	60	50	59
43	56	19	35	45	57
43	33	20	40	38	57
32	36	12	21	29	32
26	25	18	32	27	25
27	26	16	24	22	23
18	19	5	19	20	12
9	5	19	16	10	8
13	17	12	11	12	10
10	4	19	15	11	6
6	7	9	7	8	1
1	0	14	3	1	0

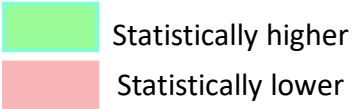


How should we secure a prosperous and safe country

Base: All Adults N – 3,008



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
10	24	26	32	9	17	31	29
9	6	6	10	4	3	6	8
8	15	17	15	10	13	15	20
7	15	13	16	12	16	15	14
6	10	10	8	11	12	8	9
5	14	13	9	23	19	11	12
4	5	5	4	3	6	5	2
3	4	3	2	8	5	4	2
2	2	2	0	3	2	1	1
1	2	2	1	4	2	3	1
0 -	4	2	2	12	5	2	1
NET (9-10)	30	33	42	13	20	37	38
NET (7-8)	30	31	32	22	29	30	34
NET (0-6)	40	37	26	65	51	34	28
Mean	6.8	7.1	7.6	5.2	6.3	7.2	7.6



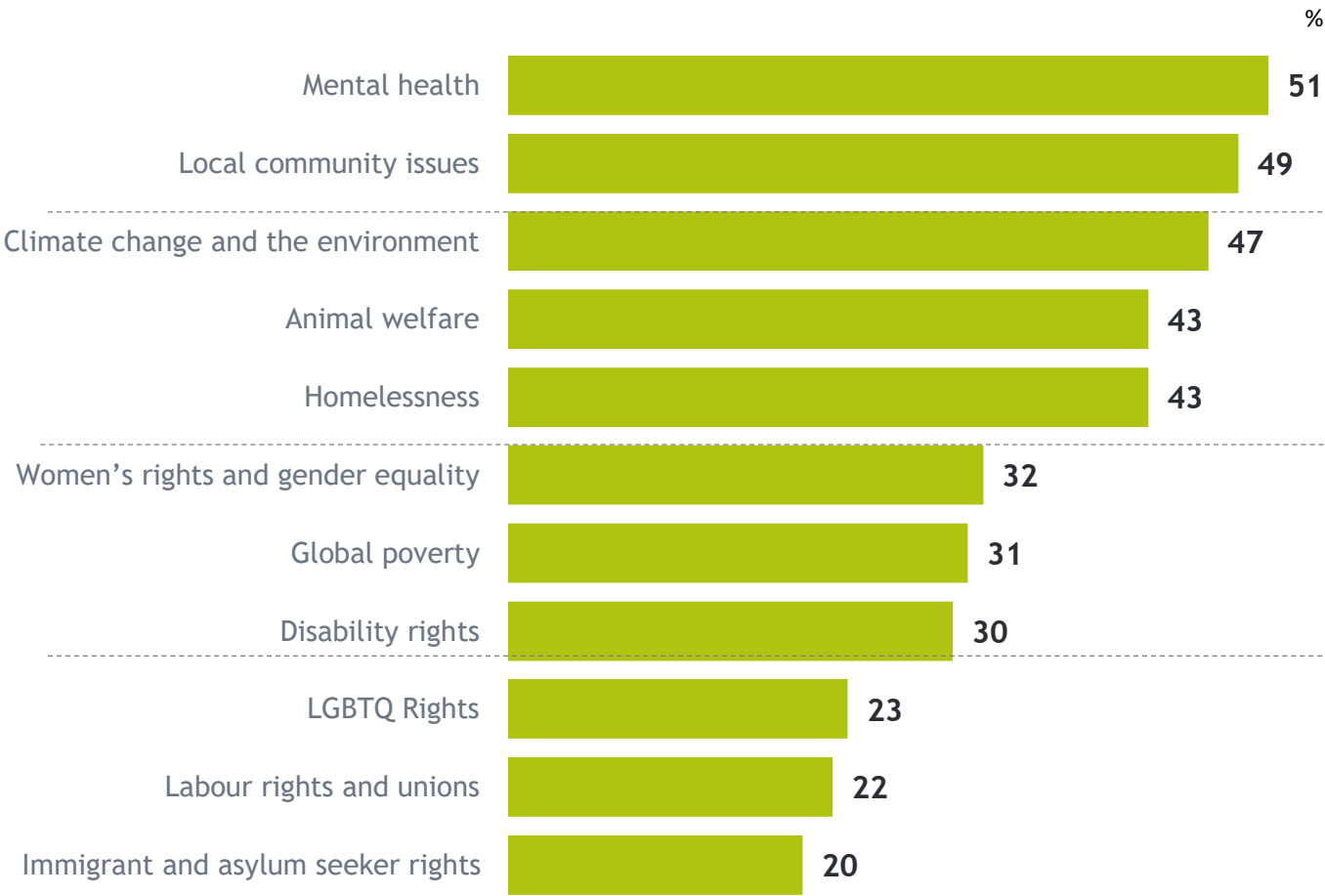
Incidence of being active in causes over the last 12 months

Base: All Adults N – 3,008



Statistically higher

Statistically lower

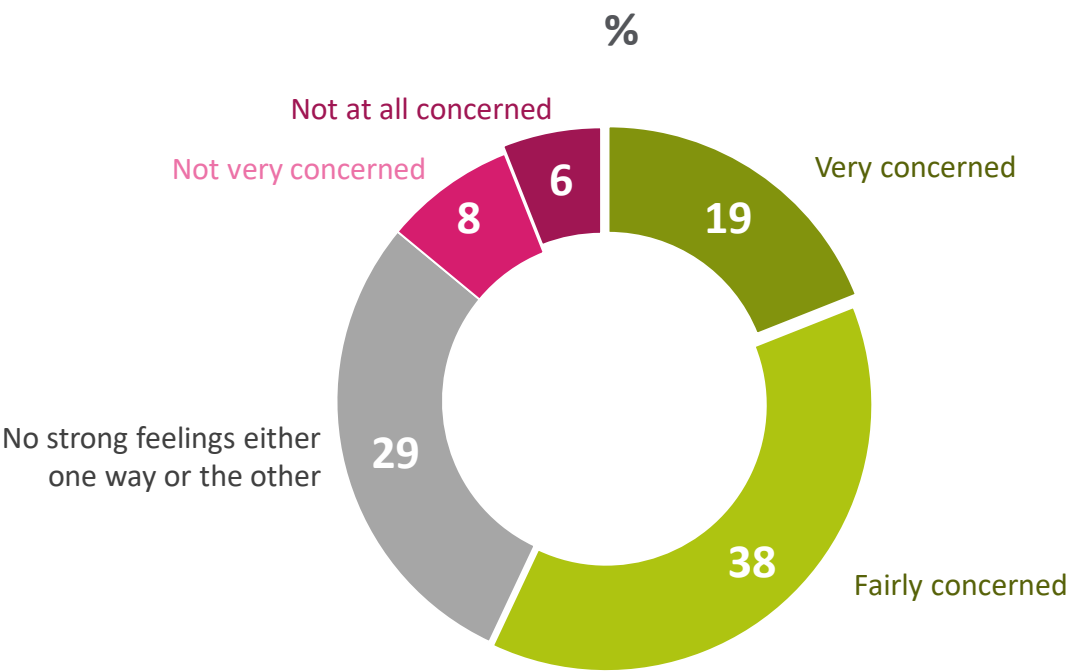
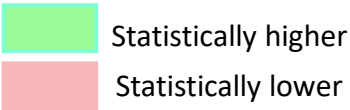


Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
47	70	33	57	57	35
43	68	33	53	51	47
48	63	25	44	66	32
42	53	32	45	54	29
42	56	26	45	55	31
29	48	13	32	48	19
30	48	11	27	49	17
28	42	15	31	39	21
22	32	9	23	36	10
20	31	15	19	34	11
18	32	8	15	36	7

Level of concern around protection of human rights of minorities



Base: All Adults N – 3,008

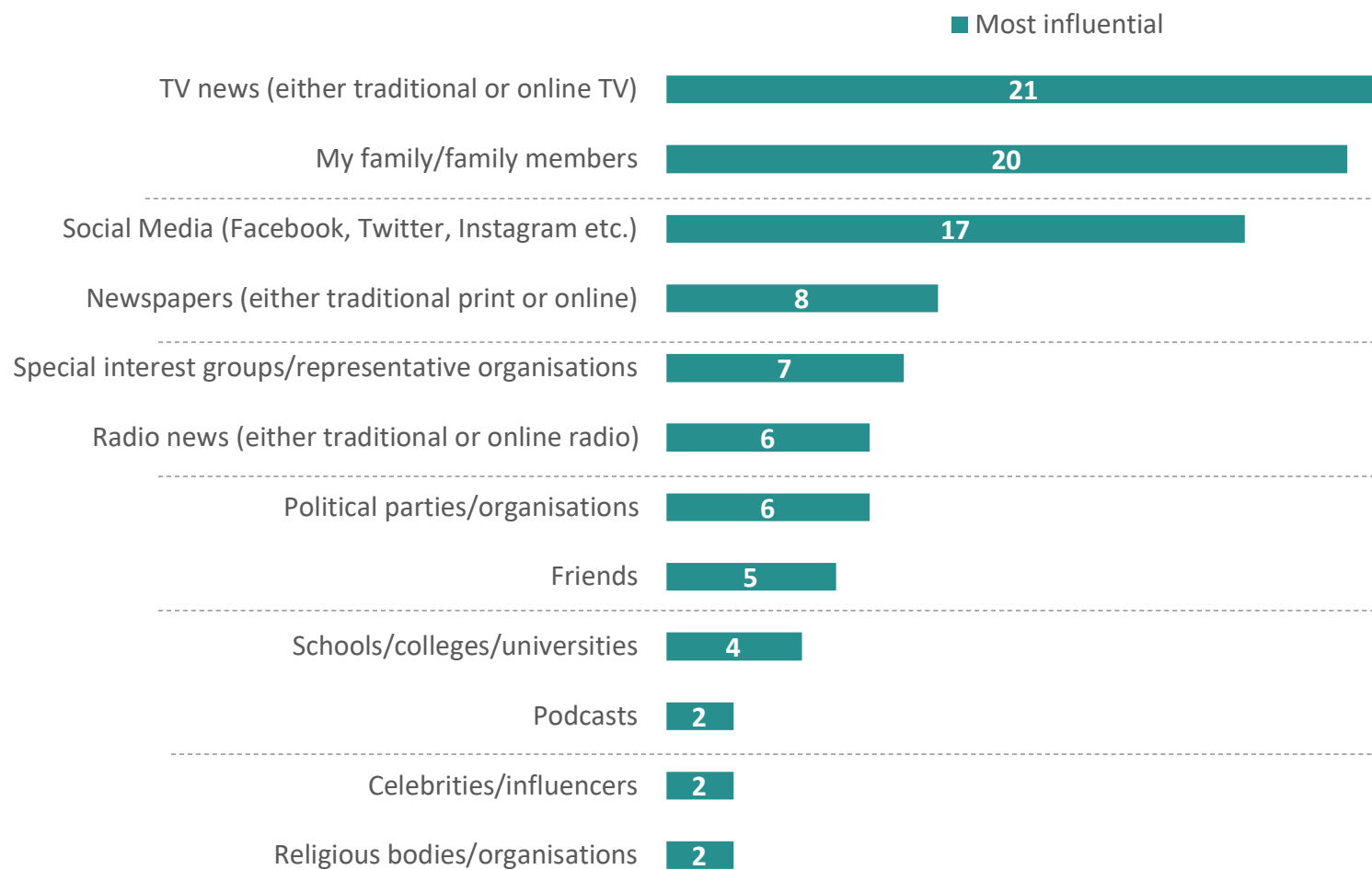
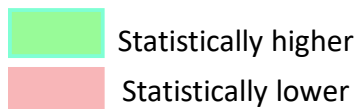


	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Very concerned	19	20	39	0	12	35	8
Fairly concerned	38	44	49	3	39	39	42
No strong feelings either one way or the other	29	27	9	28	39	18	40
Not very concerned	8	7	3	25	7	5	9
Not at all concerned	6	2	0	43	3	3	1
NET (Concerned)	57	64	88	4	50	74	50
NET (Not Concerned)	14	9	3	68	10	8	10
Mean	3.6	3.7	4.2	1.9	3.5	4.0	3.5



Greatest influence on views and opinions of key issues

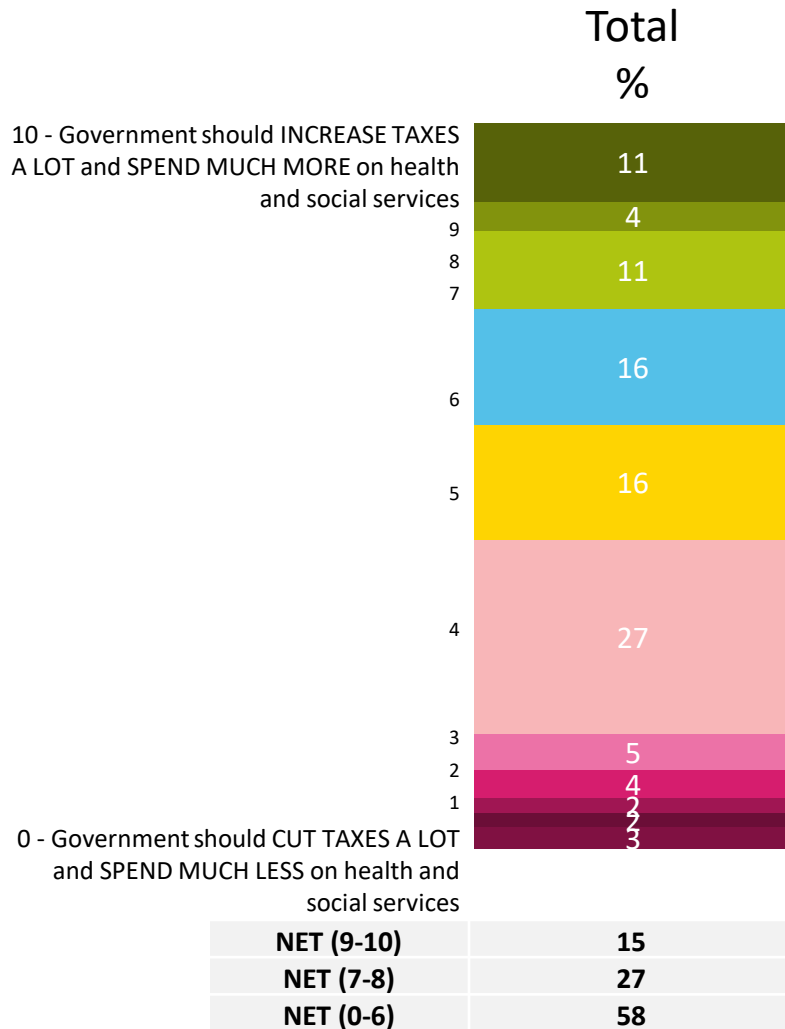
Base: All Adults N - 3,008



Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
21	18	18	15	15	43
15	20	32	30	13	9
19	18	11	20	21	6
8	7	6	3	10	18
7	12	7	7	9	5
6	5	5	2	6	14
8	7	4	4	5	5
5	5	9	6	6	1
5	4	1	6	5	-
2	1	2	1	3	1
2	1	2	3	3	-
2	2	3	3	4	-

Government should cut taxes and spend less - Rating

Base: All Adults N - 3,008



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
10 - Government should INCREASE TAXES A LOT and SPEND MUCH MORE on health and social services	11	11	15	8	11	16	6
9	4	4	5	1	2	6	4
8	11	13	15	8	8	13	12
7	16	20	19	12	12	14	20
6	16	17	16	12	16	14	17
5	27	22	21	30	33	21	33
4	5	3	4	8	7	6	4
3	4	3	2	7	5	4	1
2	2	2	1	3	2	2	1
1	2	2	-	3	2	1	1
0 - Government should CUT TAXES A LOT and SPEND MUCH LESS on health and social services	3	2	2	8	2	3	1
NET (9-10)	15	16	20	9	13	22	10
NET (7-8)	27	33	34	20	20	27	32
NET (0-6)	58	52	46	72	67	51	58
Mean	6.2	6.3	6.8	5.2	5.9	6.5	6.2

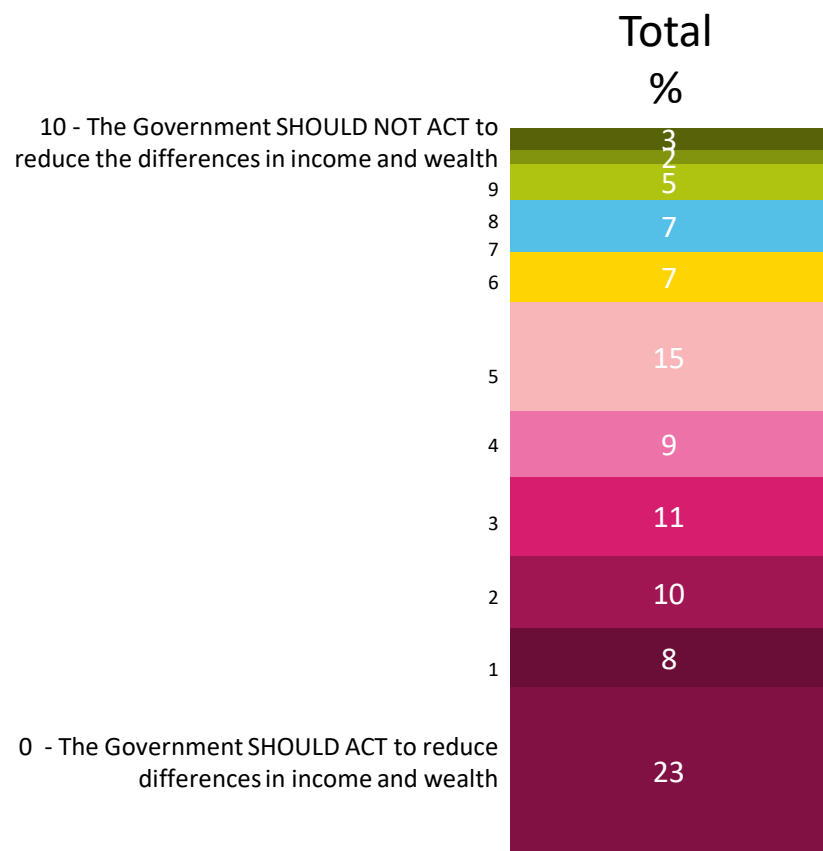
Statistically higher
 Statistically lower

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?



Government should act to reduce differences in income and wealth - Rating

Base: All Adults N - 3,008



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
10 - The Government SHOULD NOT ACT to reduce the differences in income and wealth	3	2	3	5	4	4	2
9	2	2	2	3	1	2	1
8	5	5	5	6	5	6	5
7	7	6	5	10	7	5	6
6	7	8	5	8	8	6	8
5	15	14	7	20	16	15	19
4	9	8	7	7	9	9	12
3	11	14	9	6	12	11	11
2	10	13	10	8	8	9	11
1	8	8	10	5	8	6	9
0 - The Government SHOULD ACT to reduce differences in income and wealth	23	19	37	20	22	29	16
NET (9-10)	5	5	5	8	5	6	3
NET (7-8)	12	11	10	16	12	11	11
NET (0-6)	83	85	85	76	83	83	86
Mean	3.5	3.5	2.7	4.2	3.6	3.3	3.7

Statistically higher
Statistically lower

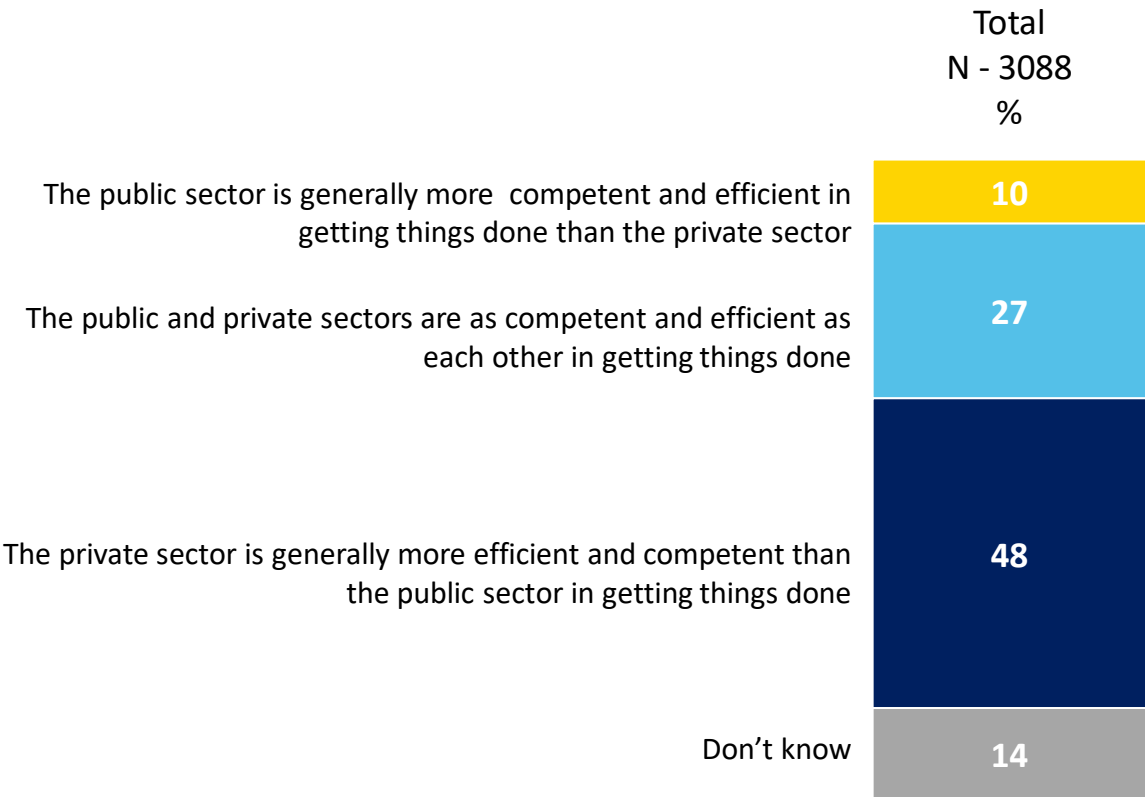
Q.12 On a scale from 0 to 10 where 0 means you strongly believe that the Irish government SHOULD ACT to reduce differences in income and wealth, and 10 means that you strongly believe that the government SHOULD NOT ACT to reduce differences in income and wealth, where would you place your view?



Public vs Private Sector in terms of competence and efficiency



Base: All Adults N - 3,008



Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
9	10	8	13	13	4
31	28	16	27	32	24
47	52	57	41	40	64
13	10	19	19	15	8

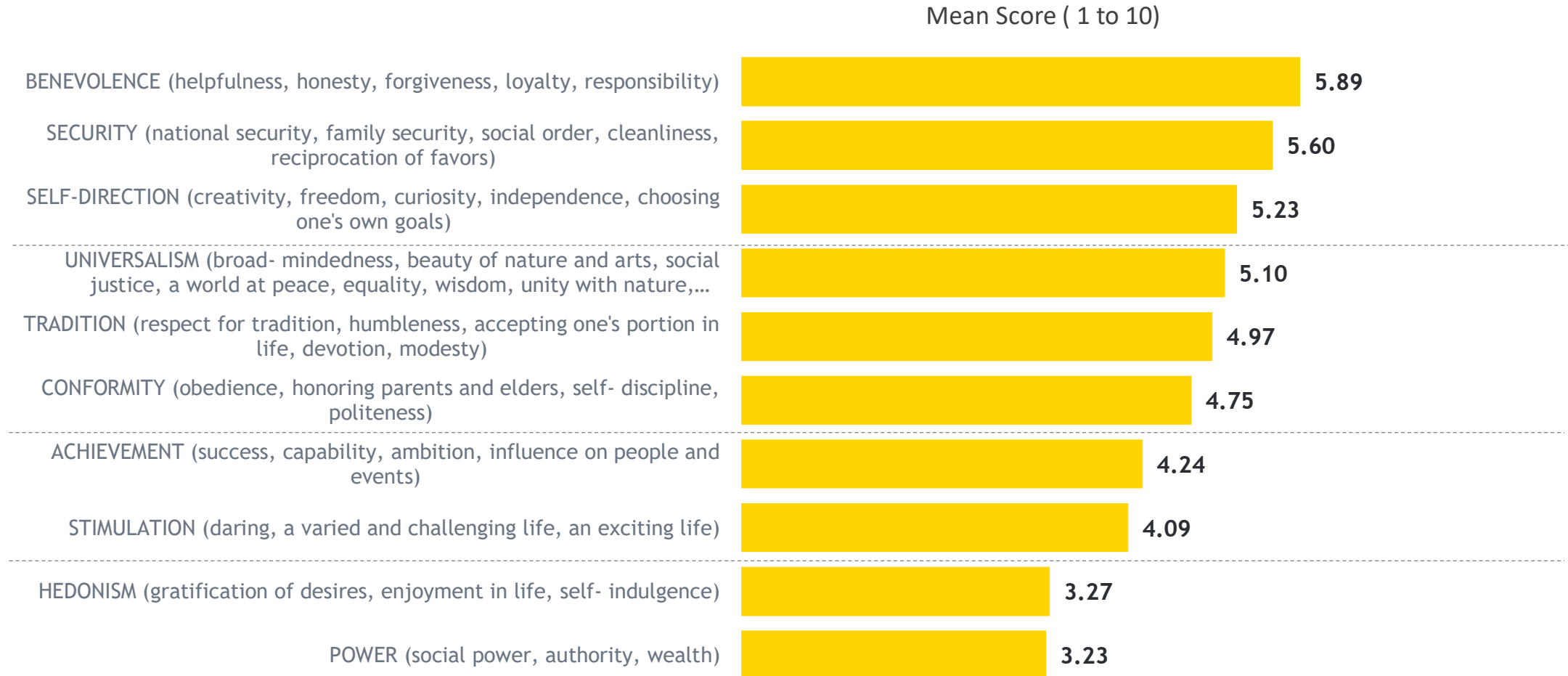
Statistically higher

Statistically lower



Life Guiding Principles in terms of importance

Base: All Adults N - 3,008



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.





Life Guiding Principles in terms of importance

Base: All Adults N - 3,008



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
M7. BENEVOLENCE (helpfulness, honesty, forgiveness, loyalty, responsibility)	5.9	5.8	6.6	5	5.8	6.2	5.9
10. SECURITY (national security, family security, social order, cleanliness, reciprocation of favors)	5.6	5.6	5.7	5.5	5.6	5.4	5.7
- 5. SELF-DIRECTION (creativity, freedom, curiosity, independence, choosing one's own goals)	5.2	5.1	5.8	4.9	5	5.5	5.2
6. UNIVERSALISM (broad- mindedness, beauty of nature and arts, social justice, a world at peace, equality, wisdom, unity with nature, environmental protection)	5.1	5.1	6	4	4.8	5.7	5.1
8. TRADITION (respect for tradition, humbleness, accepting one's portion in life, devotion, modesty)	5.0	4.8	5.1	4.8	5.3	4.6	5.1
9. CONFORMITY (obedience, honoring parents and elders, self- discipline, politeness)	4.7	4.7	4.5	4.7	5	4.4	4.9
2. ACHIEVEMENT (success, capability, ambition, influence on people and events)	4.2	4.2	4.3	4	4.4	4.3	3.9
4. STIMULATION (daring, a varied and challenging life, an exciting life)	4.1	4	4.4	3.8	4.1	4.5	3.7
3. HEDONISM (gratification of desires, enjoyment in life, self-indulgence)	3.3	3.2	3	3.3	3.6	3.5	2.6
1. POWER (social power, authority, wealth)	3.2	3.4	3	3.1	3.3	3.2	3.1

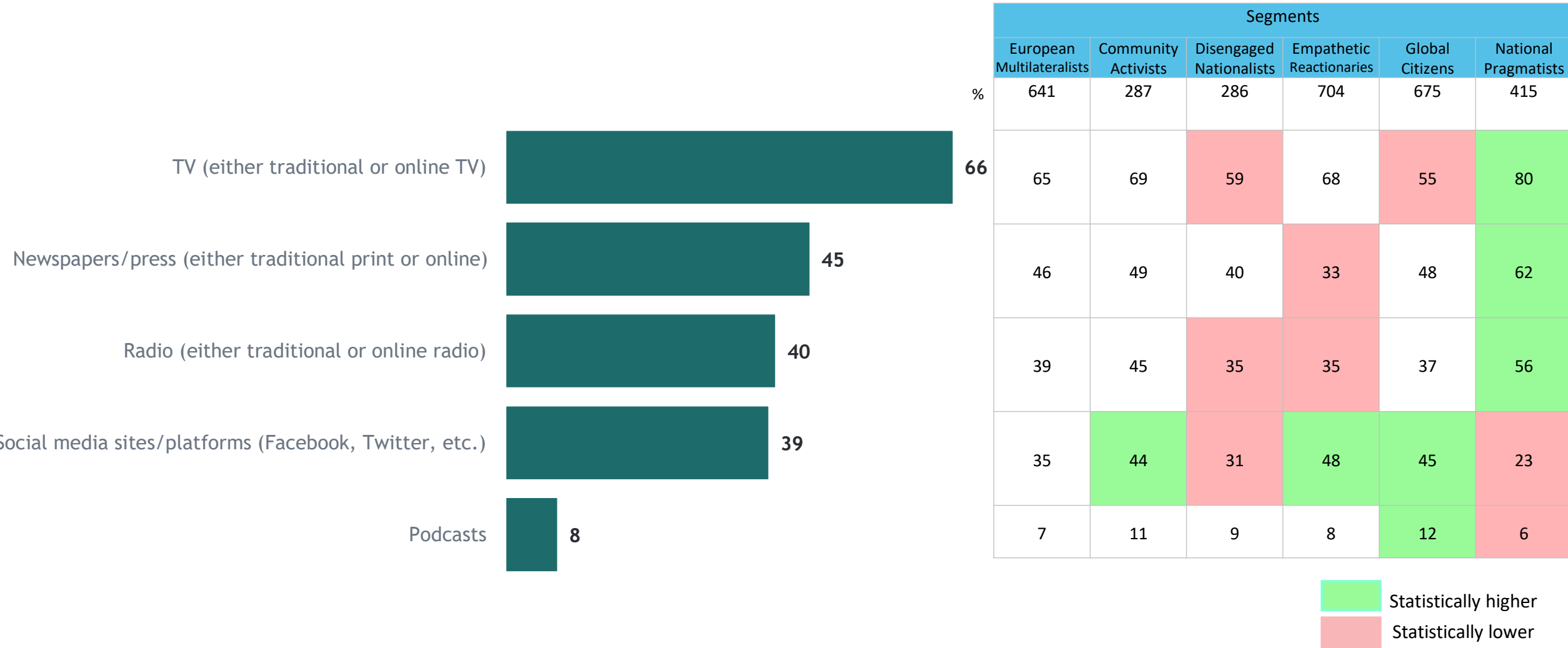
 Statistically higher
 Statistically lower

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.



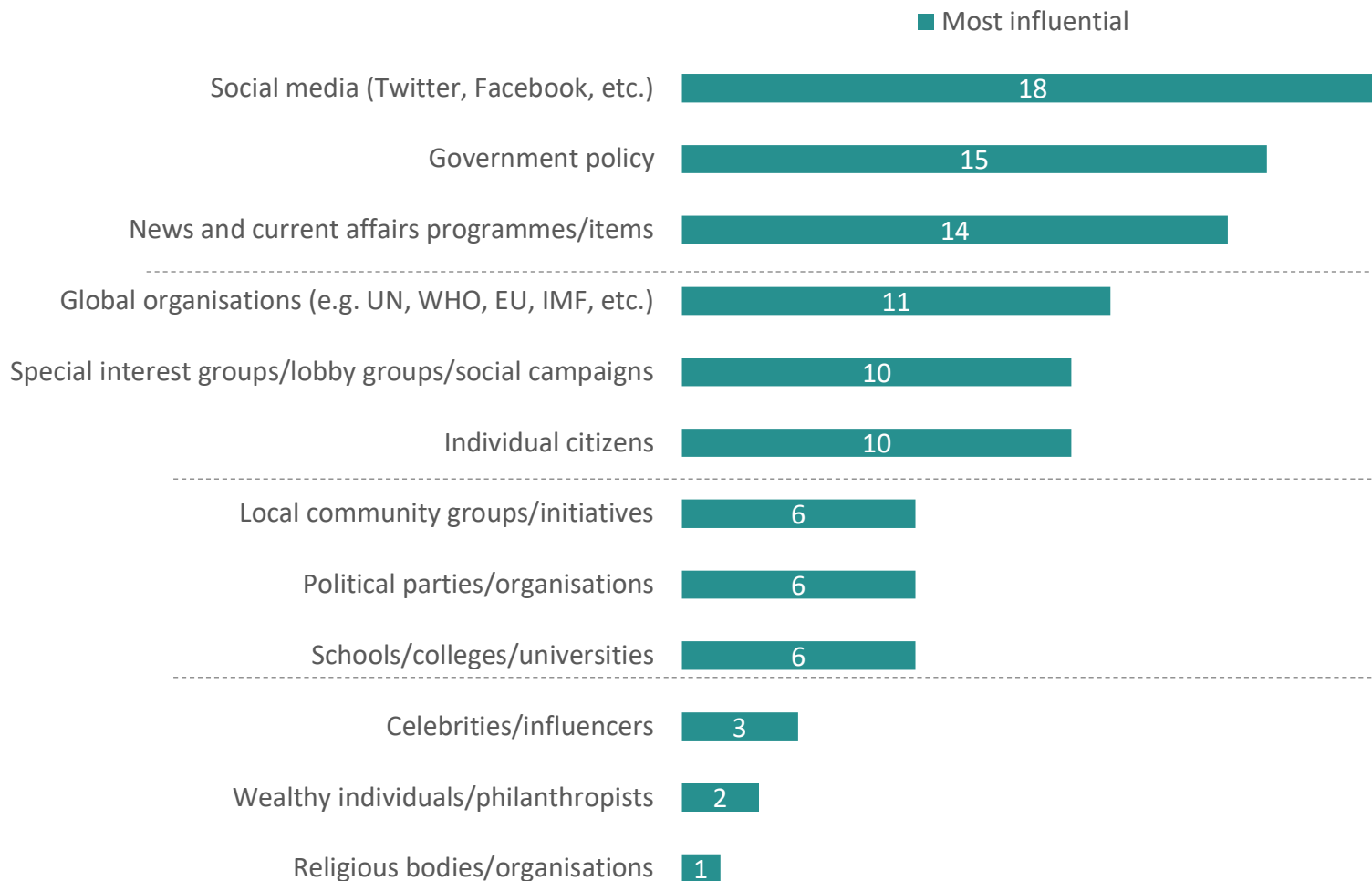
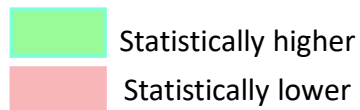
Most influential in bringing about social change

Base: All Adults N - 3,008



Most influential in bringing about social change

Base: All Adults N - 3,008



Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
18	20	14	23	19	11
16	14	16	13	12	21
14	9	13	13	11	21
11	13	6	9	13	12
10	15	7	7	11	11
7	8	16	11	11	6
5	7	8	5	4	8
6	4	7	4	6	7
6	5	4	7	7	3
3	2	3	4	3	1
2	5	3	2	2	0
1	0	2	2	1	0

Most influential in bringing about social change - TOTAL Mentions

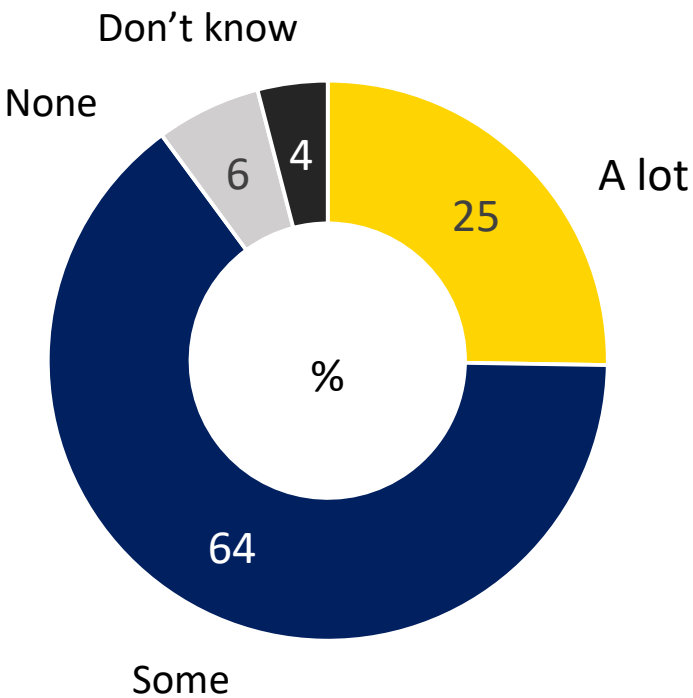
Base: All Adults N - 3,008



Statistically higher
Statistically lower

	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Government policy	41	40	36	43	35	39	52
News and current affairs programmes/items	38	41	33	33	36	34	50
Social media (Twitter, Facebook, etc.)	34	33	33	29	41	37	23
Global organisations (e.g. UN, WHO, EU, IMF, etc.)	34	39	34	21	29	38	40
Special interest groups/lobby groups/social campaigns	31	32	47	26	24	31	36
Individual citizens	26	21	19	38	30	30	18
Local community groups/initiatives	23	19	30	28	25	18	24
Political parties/organisations	23	24	19	27	21	21	28
Schools/colleges/universities	21	22	20	21	22	21	15
Celebrities/influencers	13	12	11	12	19	13	5
Wealthy individuals/philanthropists	11	12	13	13	10	11	6
Religious bodies/organisations	6	5	4	9	7	6	2





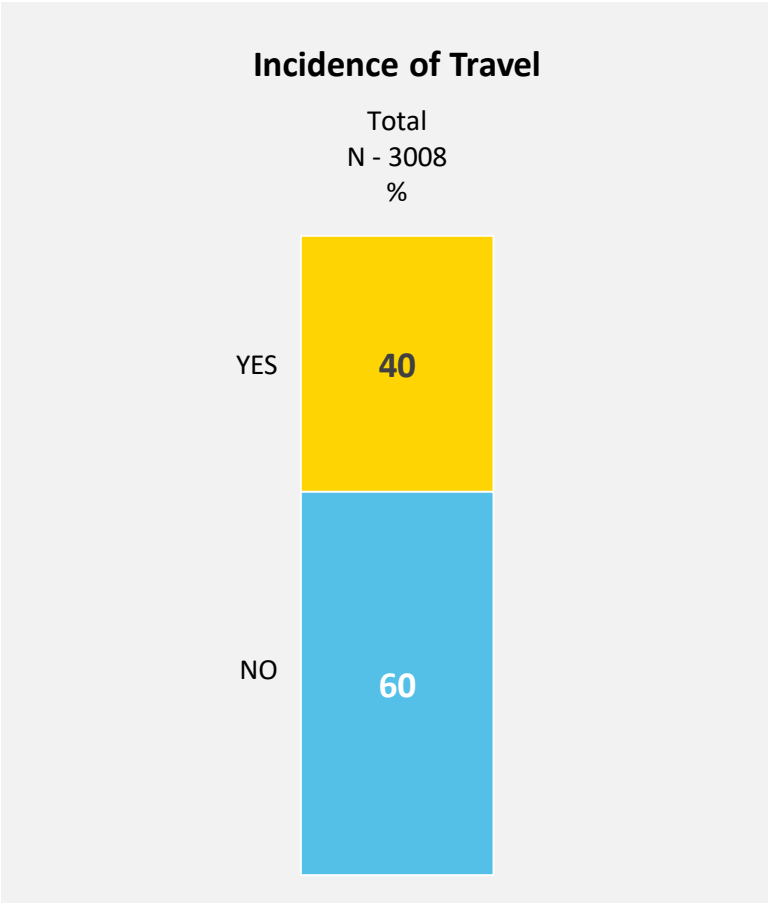
	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
A lot	25	25	35	11	23	34	20
Some	64	67	61	45	70	56	75
None	6	4	2	30	4	6	2
Don't know	4	3	2	15	3	3	3

Statistically higher

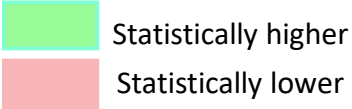
Statistically lower

Incidence of Travelling Overseas to Developing Country

Base: All Adults N - 3,008

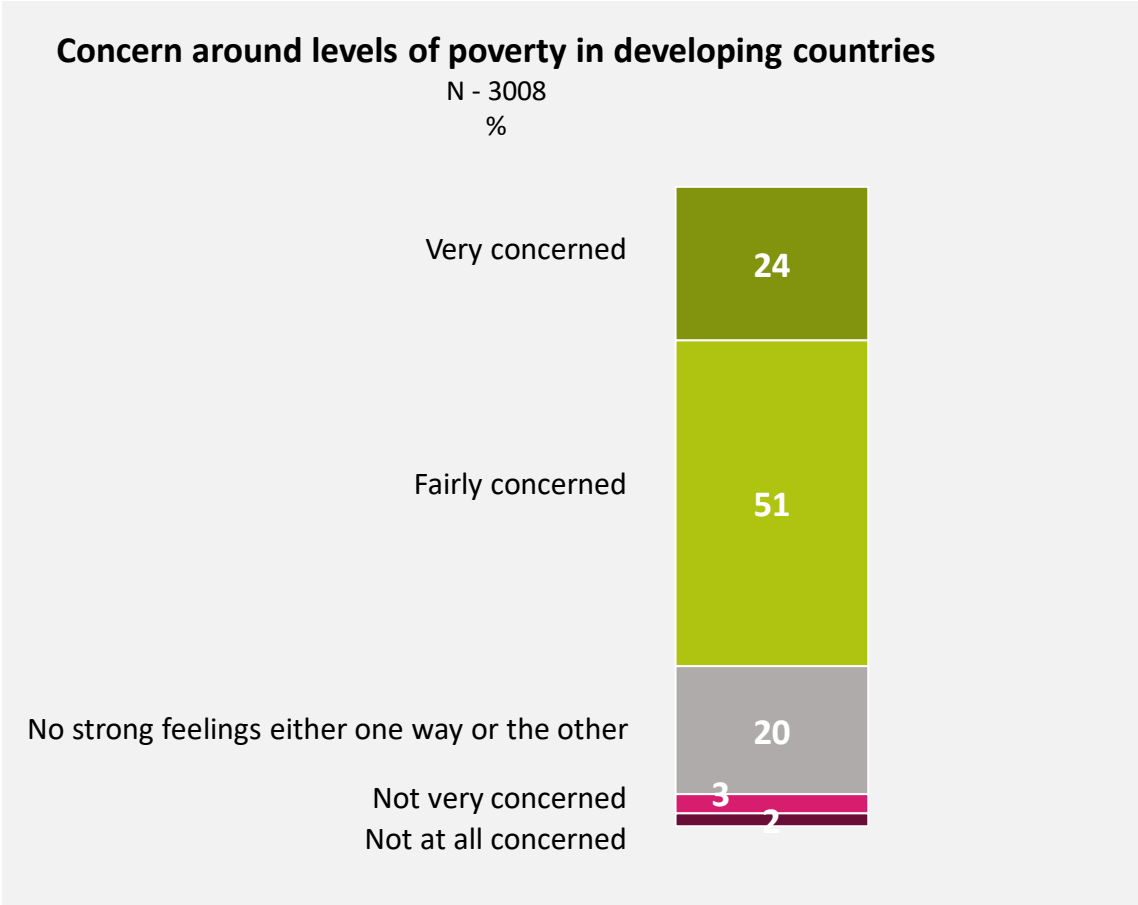


Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
45	48	30	28	56	32
55	52	70	72	44	68



Concern about Poverty in developing countries

Base: All Adults N - 3,008



NET (Concerned) 75%
NET (not Concerned) 5%
Mean 3.9

	Segments					
	European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
	641	287	286	704	675	415
Very concerned	24	48	1	20	39	11
Fairly concerned	55	49	15	58	44	64
No strong feelings either one way or the other	19	3	46	21	14	24
Not very concerned	2	-	21	1	3	1
Not at all concerned	0	-	16	0	0	0
NET (Concerned)	80	97	16	78	83	74
NET (Not Concerned)	2	-	38	1	3	1
Mean	4.0	4.5	2.6	4.0	4.2	3.8

Statistically higher
Statistically lower

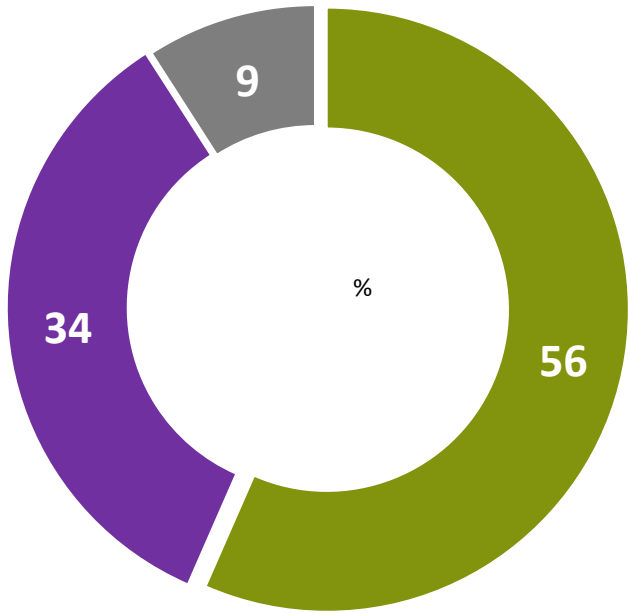


Attitudes towards capabilities of developing countries

Base: All Adults N – 3,008



No strong opinion either way



Developing countries are stuck where they are for the foreseeable future

Developing countries can make progress

	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Developing countries can make progress	56	59	72	38	51	63	55
Developing countries are stuck where they are for the foreseeable future	34	35	25	35	38	30	37
No strong opinion either way	9	6	3	27	11	6	8



Statistically higher

Statistically lower

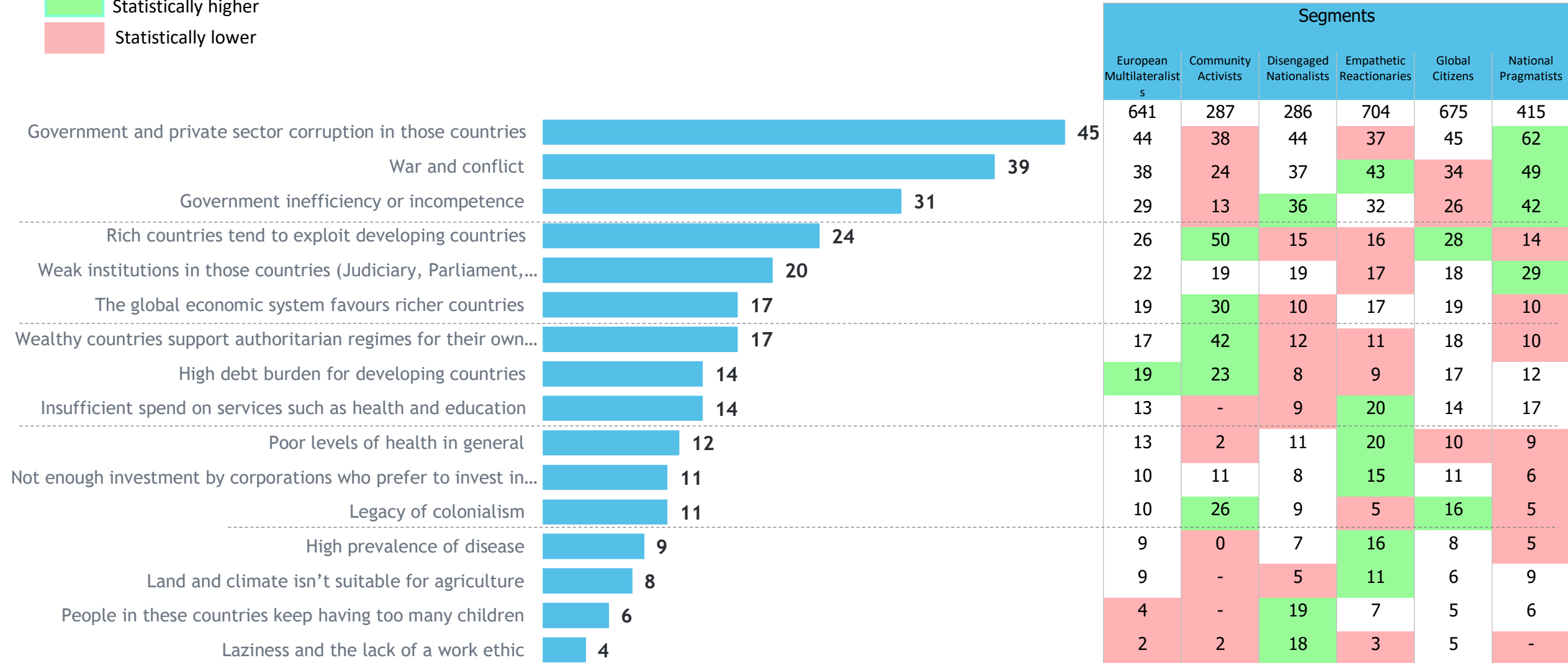


Main causes of poverty in developing countries

Base: All Adults N – 3,008



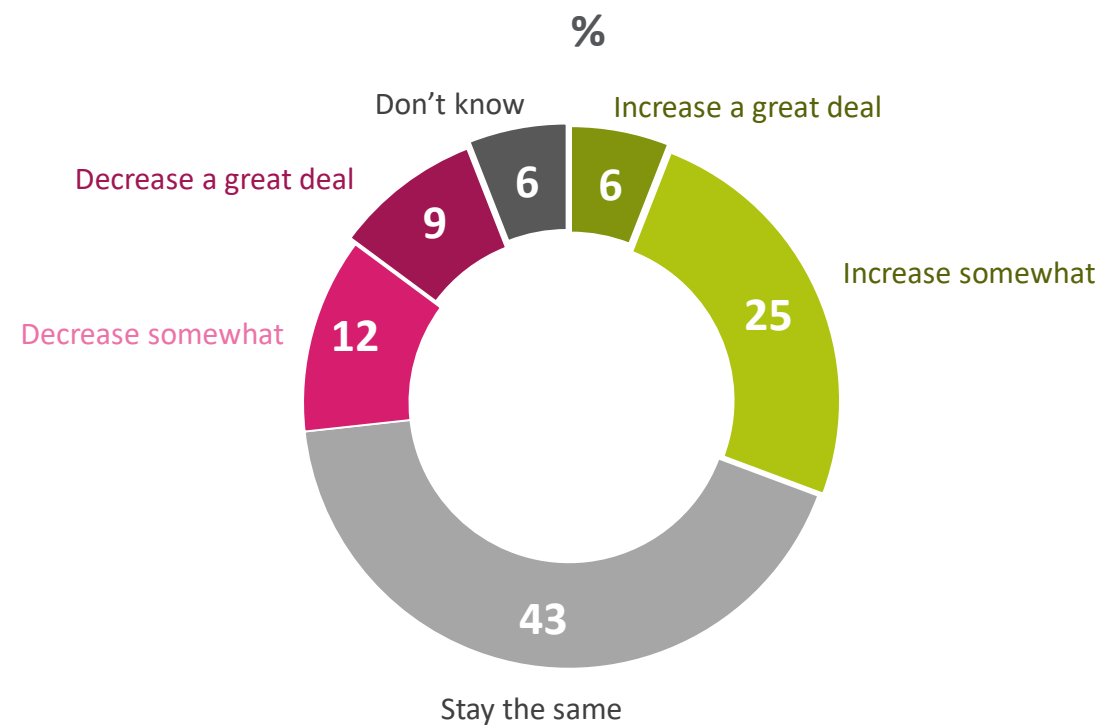
Statistically higher
Statistically lower



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



Base: All Adults N – 3,008



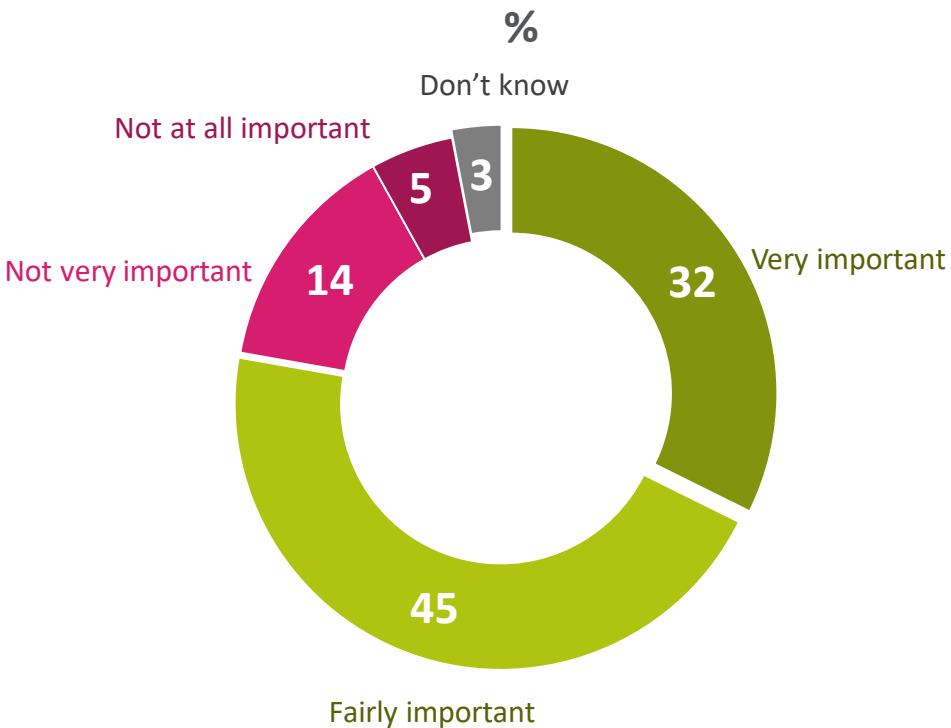
	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
	%	%	%	%	%	%	%
Increase a great deal	6	6	10	0	4	13	1
Increase somewhat	25	28	45	4	19	34	19
Stay the same	43	44	34	20	51	35	57
Decrease somewhat	12	11	4	19	14	8	14
Decrease a great deal	9	3	2	50	6	4	4
Don't know	6	7	5	8	6	6	5
NET (Increase)	31	35	55	4	22	47	20
NET (Decrease)	21	14	6	68	20	12	18
Mean	3.1	3.3	3.6	1.8	3.0	3.5	3.0

Statistically higher
Statistically lower



Importance of Irish Government providing overseas aid

Base: All Adults N – 3,008



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
	%	%	%	%	%	%	%
Very important	32	34	62	2	24	44	30
Fairly important	45	49	34	17	54	41	56
Not very important	14	13	3	39	15	11	12
Not at all important	5	2	1	34	3	2	1
Don't know	3	3	-	8	5	2	1
NET (Important)	77	83	96	19	78	85	86
NET (Not Important)	19	14	4	73	17	13	13
Mean	3.1	3.2	3.6	1.8	3.0	3.3	3.2

Statistically higher

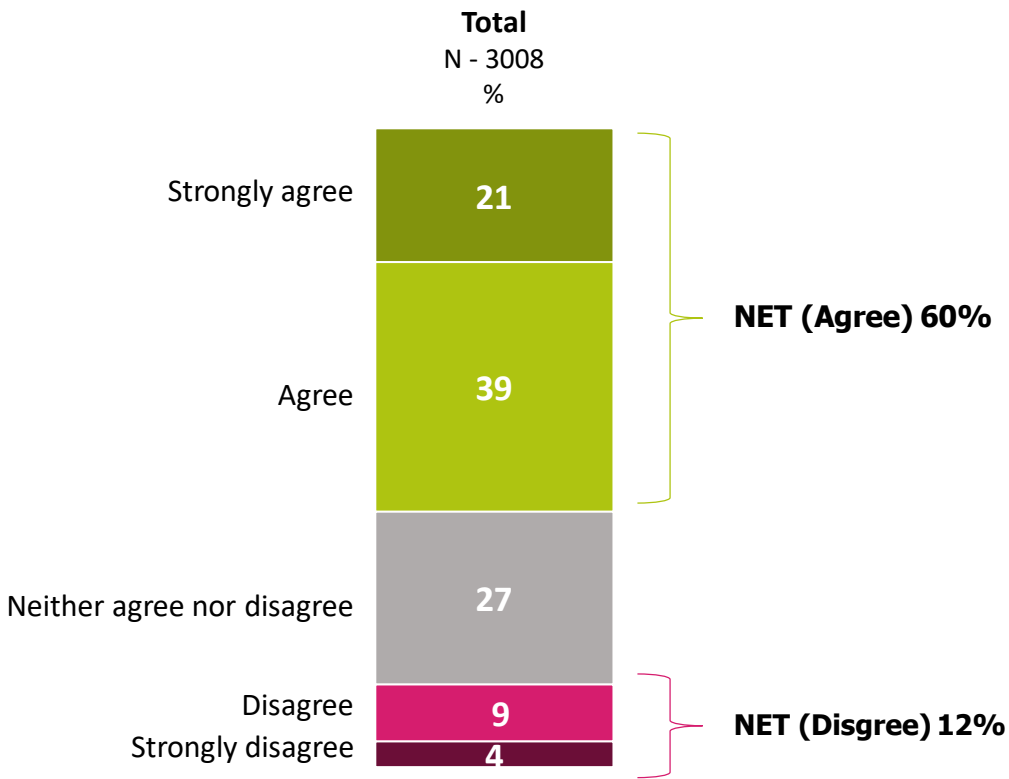
Statistically lower



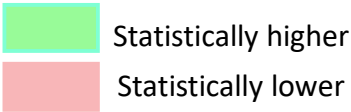
Level of agreement that Citizens of Ireland have a moral obligation to personally support overseas aid



Base: All Adults N – 3,008



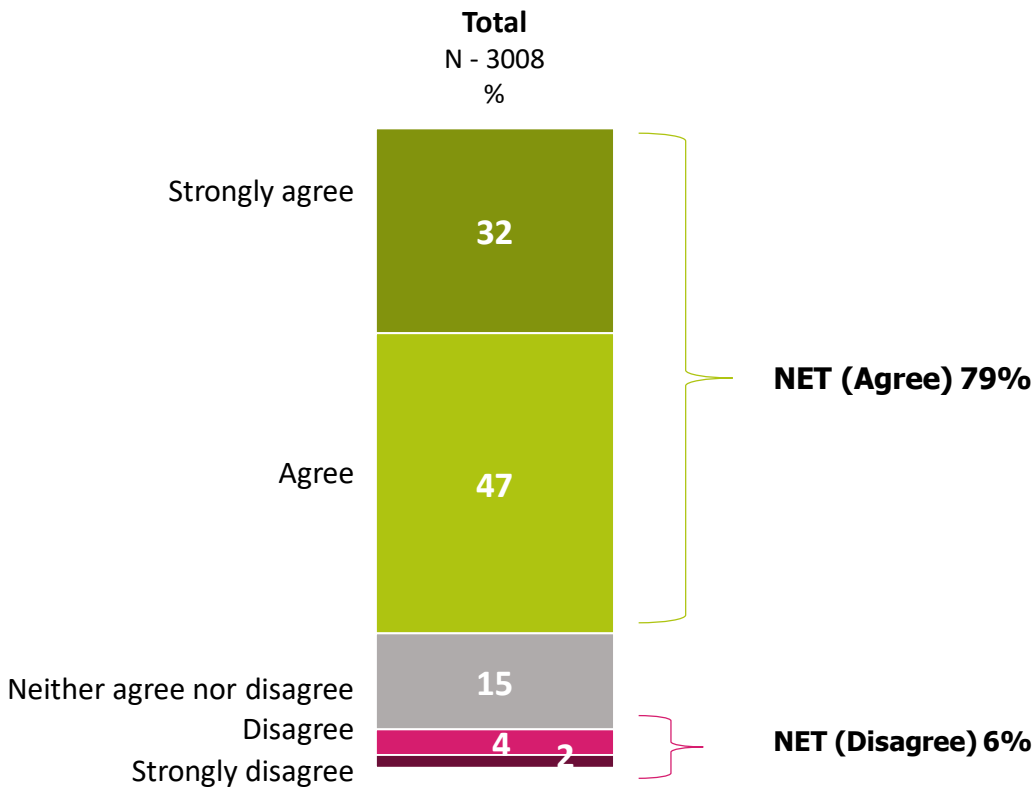
	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Strongly agree	21	21	51	0	12	31	15
Agree	39	44	40	6	42	41	47
Neither agree nor disagree	27	28	7	31	38	21	29
Disagree	9	6	1	34	6	5	7
Strongly disagree	4	1	1	28	2	1	2
NET (Agree)	60	65	91	6	54	72	62
NET (Disagree)	12	7	2	63	8	6	9
Mean	3.6	3.8	4.4	2.2	3.6	4.0	3.7



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



Base: All Adults N – 3,008



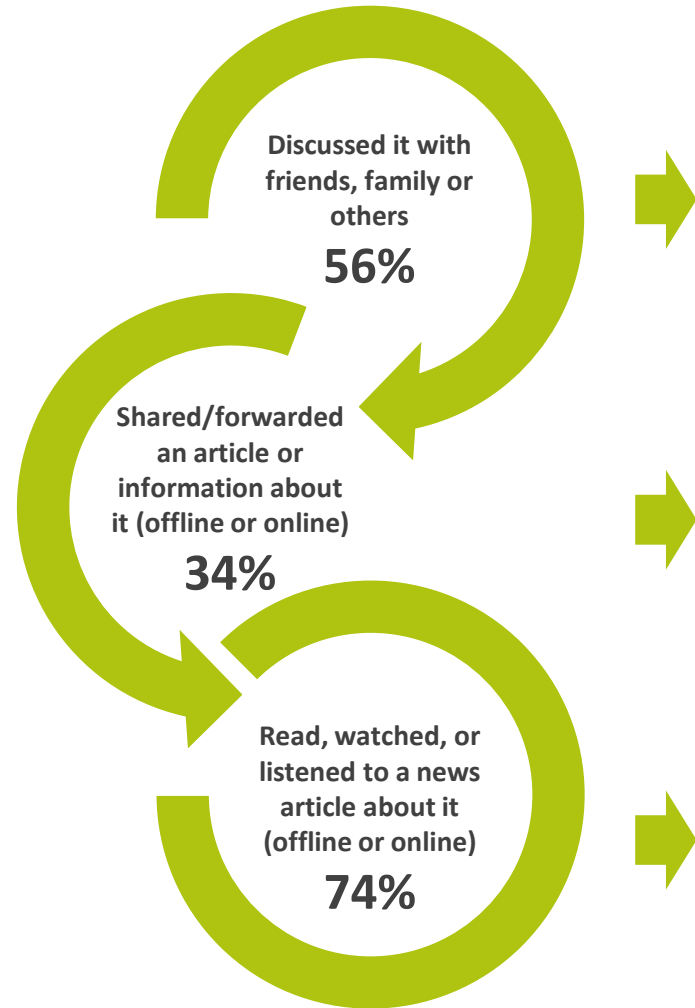
	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Strongly agree	32	34	52	6	26	43	30
Agree	47	49	40	24	56	42	56
Neither agree nor disagree	15	14	7	35	14	12	12
Disagree	4	2	1	20	3	3	2
Strongly disagree	2	0	0	15	1	0	0
NET (Agree)	79	84	92	30	82	85	86
NET (Disagree)	6	2	2	35	4	3	2
Mean	4.0	4.2	4.4	2.9	4.0	4.2	4.1

Statistically higher

Statistically lower

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

Base: All Adults N – 3,008



Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
54	75	35	56	70	44

Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
34	53	16	32	52	12

Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
75	90	48	70	83	75

Statistically higher
 Statistically lower

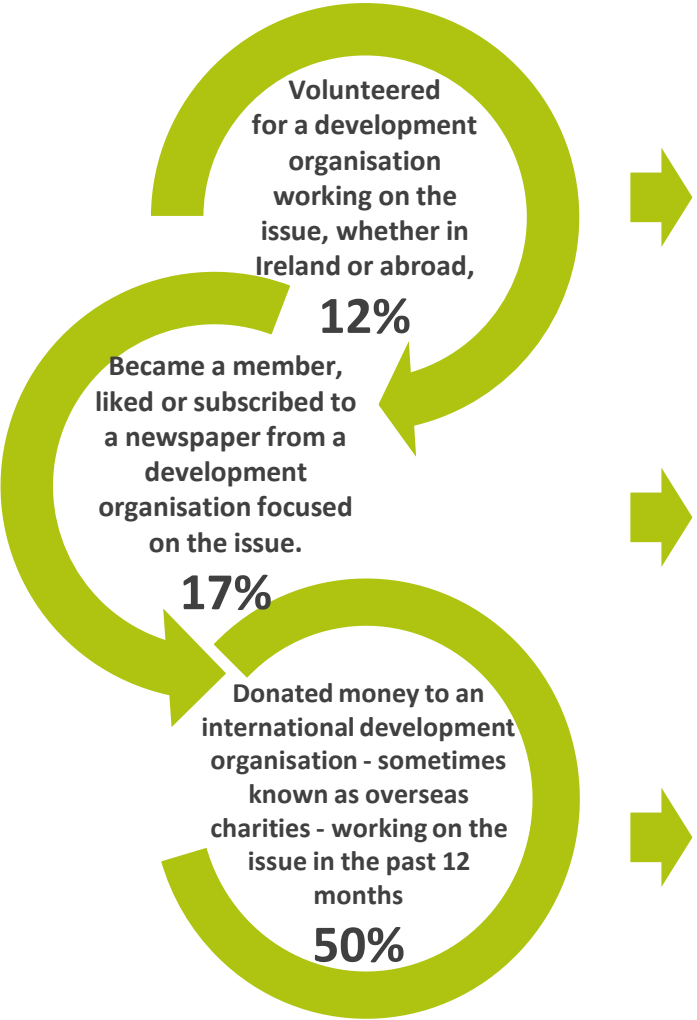
Actions taken in relation to global poverty in past 12 months

Base: All Adults N – 3,008

Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
10	13	6	12	24	3

Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
17	24	7	14	31	7

Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
51	68	22	48	58	46



Statistically higher

Statistically lower

Support for efforts to address global poverty

Base: All Adults N – 3,008

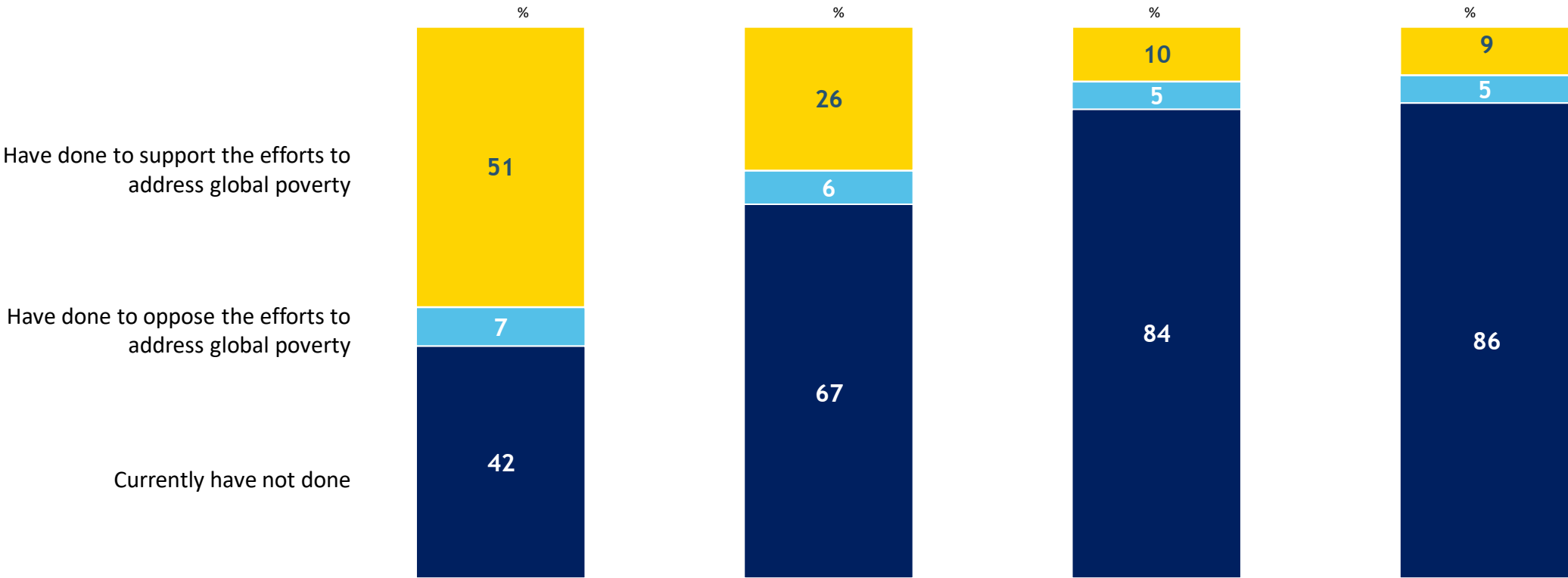


Purchased products/services or boycotted products/services related to the issue (e.g. purchased Fairtrade, or products from a charity shop)

Used your voice to influence the issue (e.g. signed a petition, written a blog, etc.)

Contacted a TD or other elected official (e.g. in person, by phone letter or using Twitter, Facebook or other social media)

Participated in a march, rally, protest, or other large event on the issue





Support for efforts to address global poverty

Base: All Adults N – 3,008



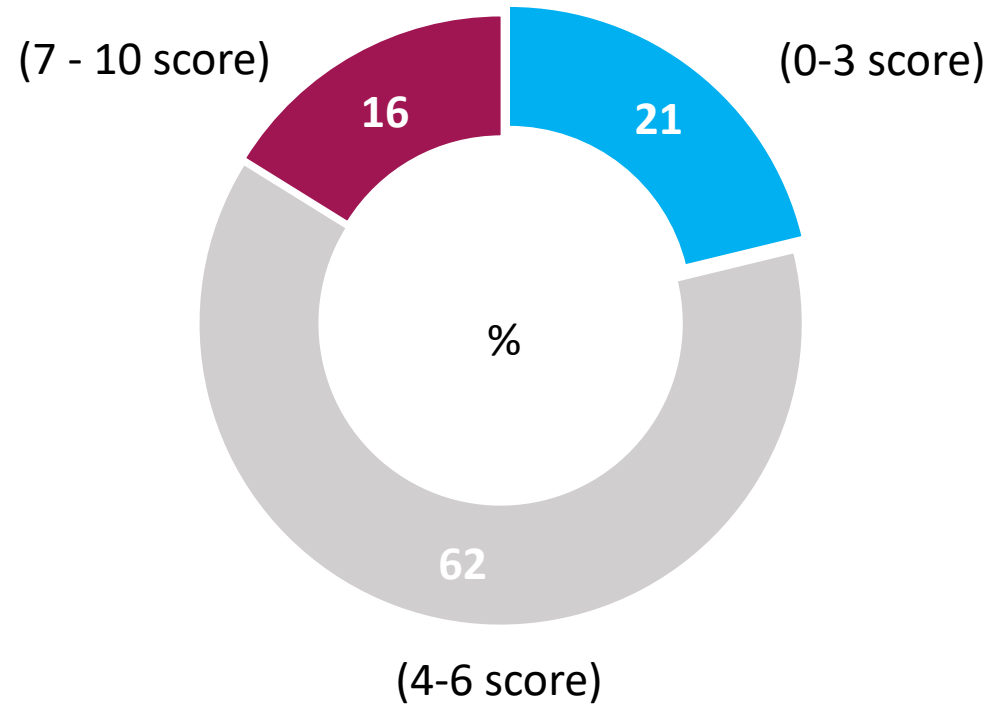
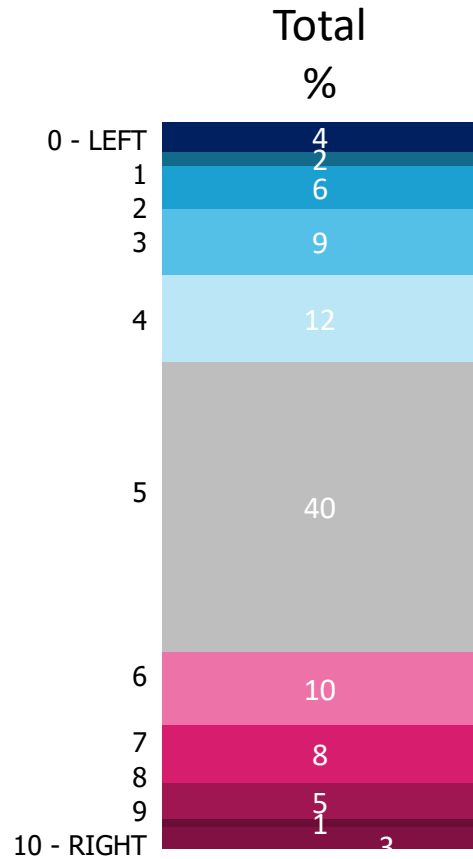
	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
	%	%	%	%	%	%	%
Purchased products/services or boycotted products/services related to the issue (e.g. purchased Fairtrade, or products from a charity shop)	51	53	72	19	45	64	51
Used your voice to influence the issue (e.g. signed a petition, written a blog, etc.)	26	24	45	5	23	46	11
Contacted a TD or other elected official (e.g. in person, by phone letter or using Twitter, Facebook or other social media)	10	9	14	3	11	19	2
Participated in a march, rally, protest, or other large event on the issue	9	9	14	3	7	20	1

 Statistically higher
 Statistically lower



Political persuasion

Base: All Adults N – 3,008





Political persuasion

Base: All Adults N – 3,008



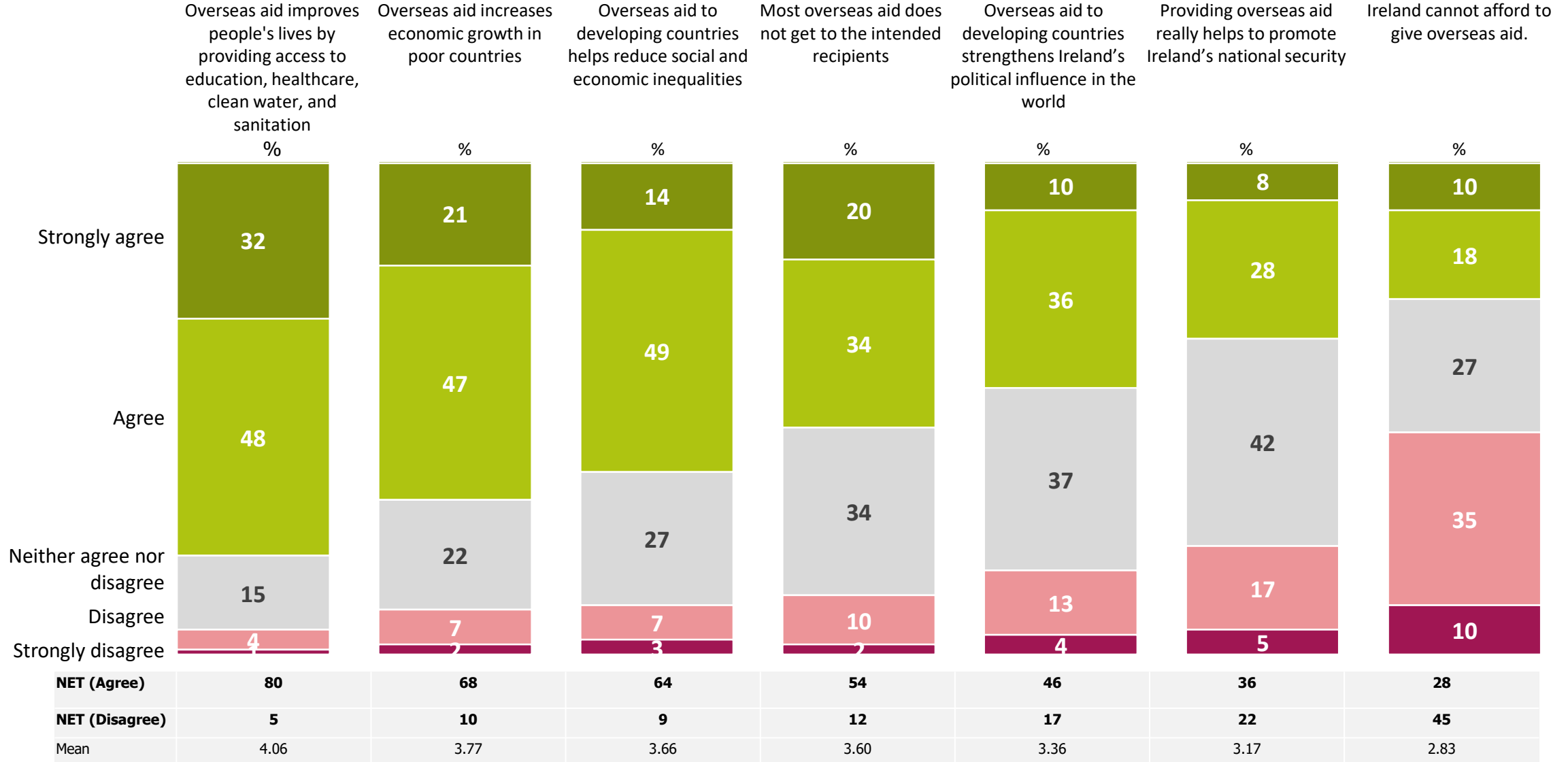
	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
5	40	38	27	43	52	30	43
4	12	15	11	6	10	12	16
6	10	12	10	12	8	8	12
3	9	10	15	6	5	14	9
7	8	7	6	12	7	7	9
2	6	6	11	1	3	9	4
8	5	3	3	11	4	5	5
0 - Left	4	2	8	2	5	7	2
10 - Right	3	3	4	3	3	4	1
1	2	2	5	1	1	4	1
9	1	2	1	3	2	1	-
NET (9-10)	4	4	5	6	5	5	1
NET (7-8)	12	10	9	23	11	12	13
NET (0-6)	84	86	86	71	84	84	86
Mean	4.8	4.8	4.2	5.6	5.0	4.4	4.9

 Statistically higher
 Statistically lower



Agreement levels about aid from the Irish Government

Base: All Adults N – 3,008



Agreement levels about aid from the Irish Government x Segments

Net Agree

Base: All Adults N – 3,008

		SEGMENTS					
	NET AGREE	European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
Overseas aid improves people's lives by providing access to education, healthcare, clean water, and sanitation	80	84	92	39	80	82	92
Overseas aid increases economic growth in poor countries	68	71	84	25	68	74	75
Overseas aid to developing countries helps reduce social and economic inequalities	64	68	84	23	60	71	70
Most overseas aid does not get to the intended recipients	54	53	52	69	53	52	50
Overseas aid to developing countries strengthens Ireland's political influence in the world	46	49	57	17	45	57	41
Providing overseas aid really helps to promote Ireland's national security	36	39	49	11	35	46	28
Ireland cannot afford to give overseas aid.	28	21	13	67	33	24	19

■ Statistically higher
■ Statistically lower



Trust x Segments (Mean Scores)

Base: All Adults N – 3,008



People you generally have contact with	Total	SEGMENTS					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
NET (9-10)	22	20	31	16	20	21	28
NET (7-8)	42	43	46	34	42	38	47
NET (0-6)	36	37	23	50	38	40	25
Mean	6.9	6.9	7.5	6.0	6.8	6.8	7.5

Irish Government	Total	SEGMENTS					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
NET (9-10)	7	11	10	3	5	9	7
NET (7-8)	29	33	29	15	22	29	43
NET (0-6)	64	56	61	82	73	62	50
Mean	5.1	5.8	5.3	3.5	4.7	5.3	5.8

Multilateral organisations (EU and UN)	Total	SEGMENTS					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
NET (9-10)	9	11	16	2	6	12	10
NET (7-8)	31	37	35	14	26	34	37
NET (0-6)	60	52	49	84	68	55	53
Mean	5.7	6.2	6.3	3.7	5.3	5.9	6.2

Overseas development aid organisations	Total	SEGMENTS					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
NET (9-10)	4	5	8	1	3	6	2
NET (7-8)	23	28	33	6	16	30	23
NET (0-6)	73	67	60	92	81	64	75
Mean	4.8	5.2	5.7	2.3	4.6	5.4	5.0

Statistically higher Statistically lower

How much of a difference do the following make to reduce poverty in poor countries

Base: All Adults N – 3,008

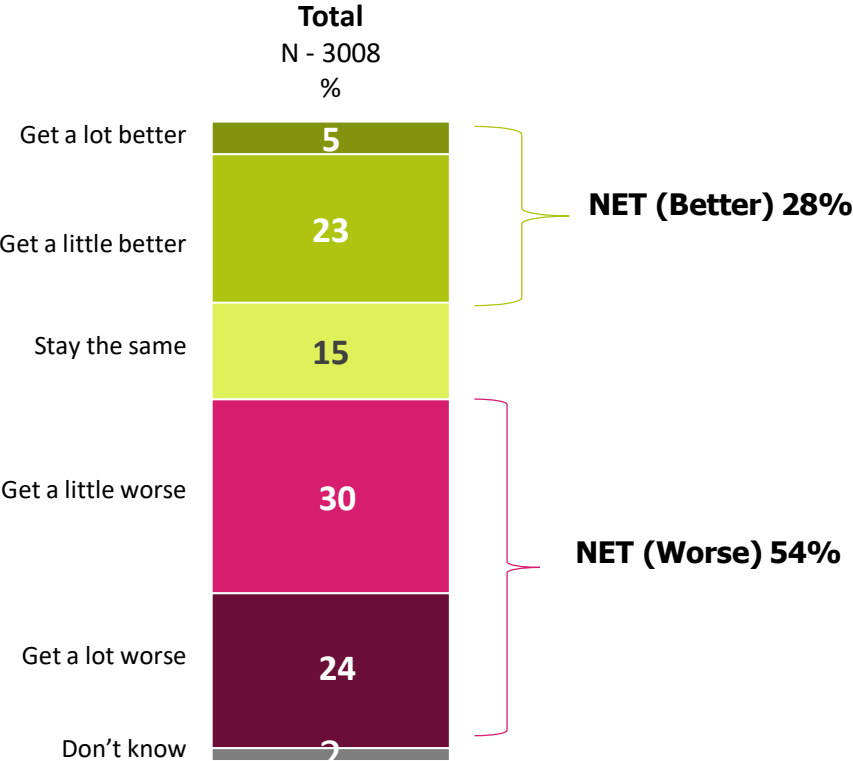


General Economy over next 12 months

Base: All Adults N – 3,008



General Economy



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
	%	%	%	%	%	%	%
Get a lot better	5	6	6	3	4	8	3
Get a little better	23	25	30	16	20	27	23
Stay the same	15	17	9	15	18	16	11
Get a little worse	30	29	30	24	31	30	35
Get a lot worse	24	21	23	39	24	17	26
Don't know	2	3	1	4	3	2	2
NET (Better)	28	31	37	19	24	35	26
NET (Worse)	54	50	53	62	56	48	61
Mean	2.5	2.6	2.7	2.2	2.5	2.8	2.4

Statistically higher

Statistically lower

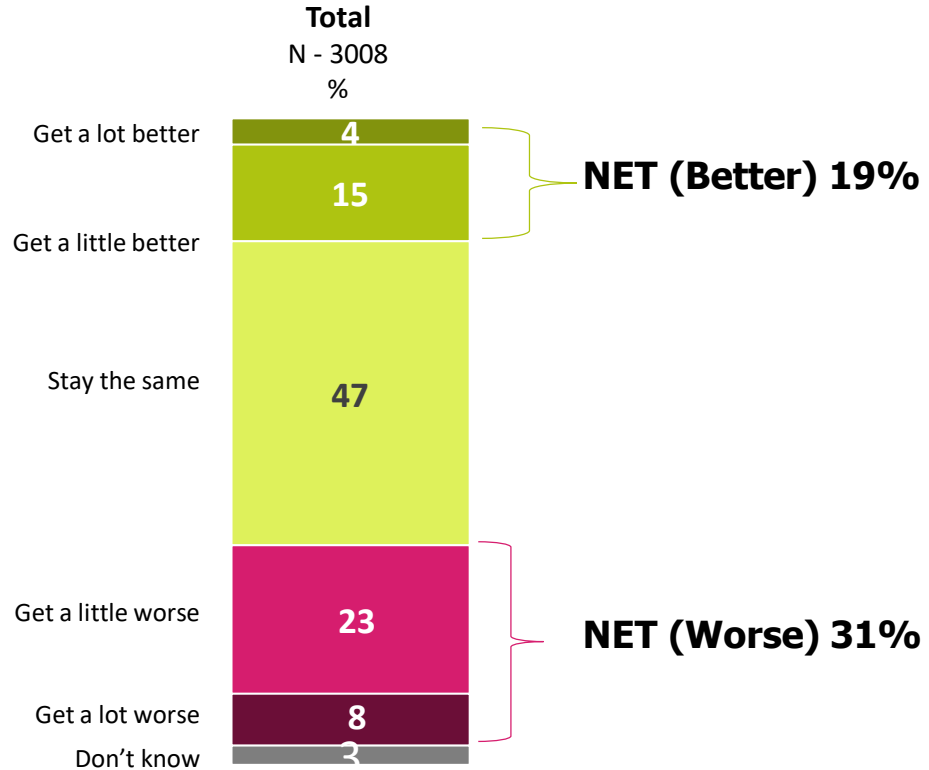


Financial Situation over next 12 months

Base: All Adults N – 3,008



Financial Situation of Household



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Get a lot better	4	4	3	3	3	8	1
Get a little better	15	14	18	12	15	21	11
Stay the same	47	52	48	43	47	39	54
Get a little worse	23	20	26	23	25	20	27
Get a lot worse	8	8	5	15	7	9	5
Don't know	3	2	1	4	3	3	2
NET (Better)	19	18	21	15	18	29	12
NET (Worse)	31	27	31	37	32	29	32
Mean	2.8	2.9	2.9	2.6	2.8	3.0	2.8

■ Statistically higher
■ Statistically lower



Most important priorities for Irish Government support on overseas aid

Base: All Adults N - 3,008



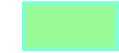

Q.58-72 The Irish government supports long term development, capacity building and provides humanitarian assistance in over eighty countries, on behalf of the Irish people. It provides financial and technical assistance to developing country governments (bilateral), international organisations such as 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

First, Second and Third Mentions (Combined)

Base: All Adults N - 3,008

 Statistically higher
 Statistically lower



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
	%	%	%	%	%	%	%
Health – improving access to hospitals and clinics, treating diseases and providing vaccinations through improving the national health systems	47	46	41	41	55	42	50
Education – helping people to attend school or get skills and training through teacher training, policy and curriculum development	39	39	39	35	40	39	41
Water – access to clean water, sanitation and hygiene	31	30	35	29	33	27	34
Governance and civil society – improving government accountability, addressing corruption, protecting human rights, and ensuring peace and security and the rule of law	26	27	31	26	23	26	30
Economic growth – creating jobs and supporting the economy,	24	23	23	29	25	23	25
Social Protection systems– working with developing country governments to address poverty through providing housing and benefits to people unable to work due to sickness, injury, old age, or children	19	21	19	13	21	22	16
Agriculture – supporting farmers and agribusinesses to grow food and other crops, providing training, seeds and other inputs	19	21	20	20	19	14	22
Disaster relief – helping in emergencies and urgent humanitarian crises	17	17	10	15	16	16	23
Women’s equality – support women’s rights, gender equality, improve women’s economic and political empowerment, help eliminate violence against women	15	18	20	9	13	16	13
Infrastructure – providing roads and telecommunications, building schools, clinics etc	13	14	14	18	14	12	10
Environmental protection – addressing climate change, air pollution, and protecting animals and their habitats	13	12	14	14	11	19	7
Debt relief – reducing debts owed by poor countries	11	11	12	12	9	12	9
Family planning – access to contraception and other family services	9	7	4	23	6	9	8
Energy – providing electricity and other energy services through the national system or with small-scale energy systems	8	8	7	11	10	10	4
Migration and refugee flows – protection of refugees and support for safe and responsible migration	8	7	12	6	6	11	6

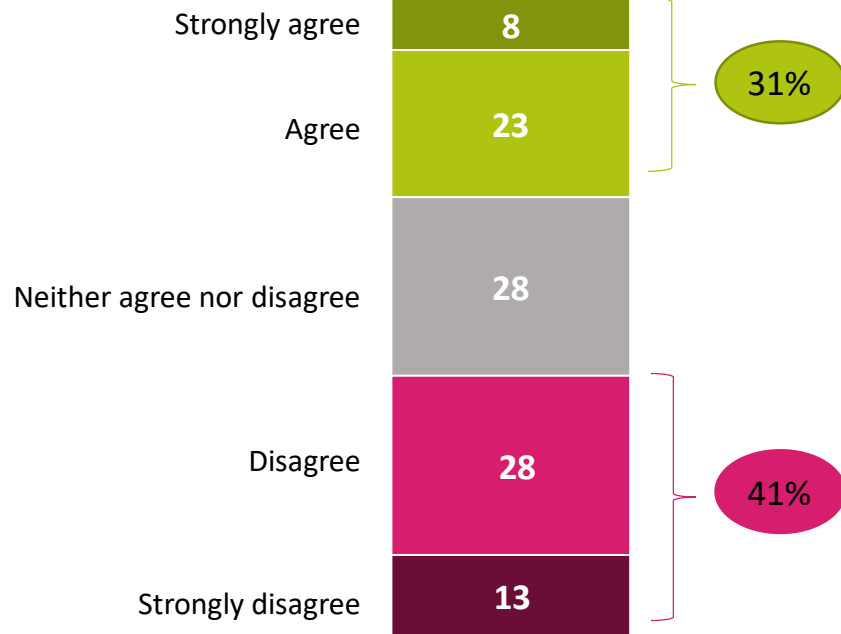
Agreement levels with Covid 19 Pandemic Statements

Base: All Adults N - 3,008



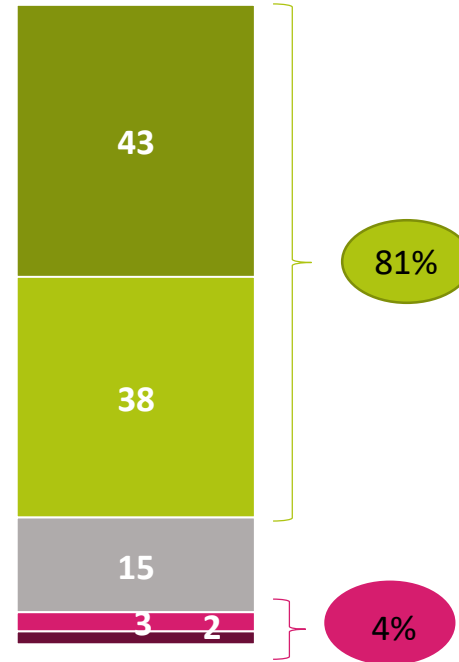
What happens in developing countries with respect to the Covid 19/Coronavirus outbreak rarely affects people like me living in Ireland

N - 3008
%



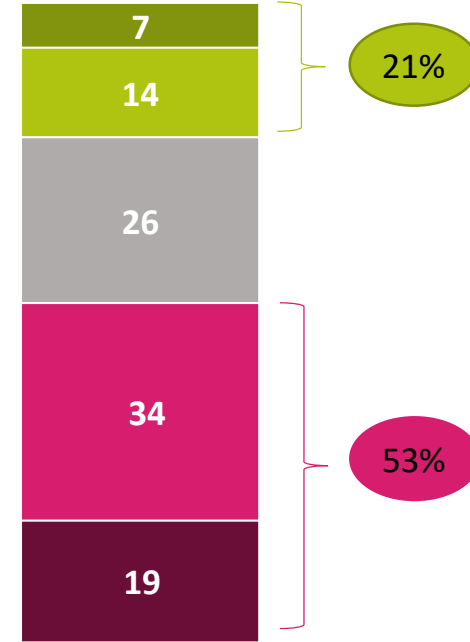
The Covid 19/ Coronavirus pandemic shows that international co-operation in addressing global problems is more important than ever

N - 3008
%



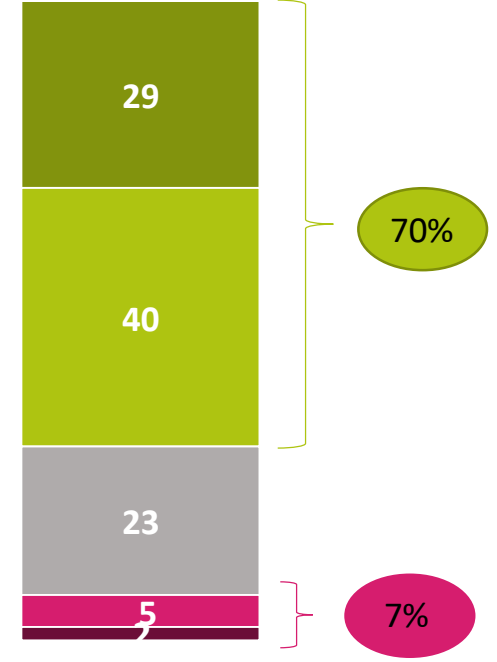
I would feel safer if Ireland handled the Covid 19/ Coronavirus pandemic on its own

N - 3008
%



I would feel safer if Ireland was part of a co-ordinated global response to the Covid-19/Coronavirus pandemic

N - 3008
%



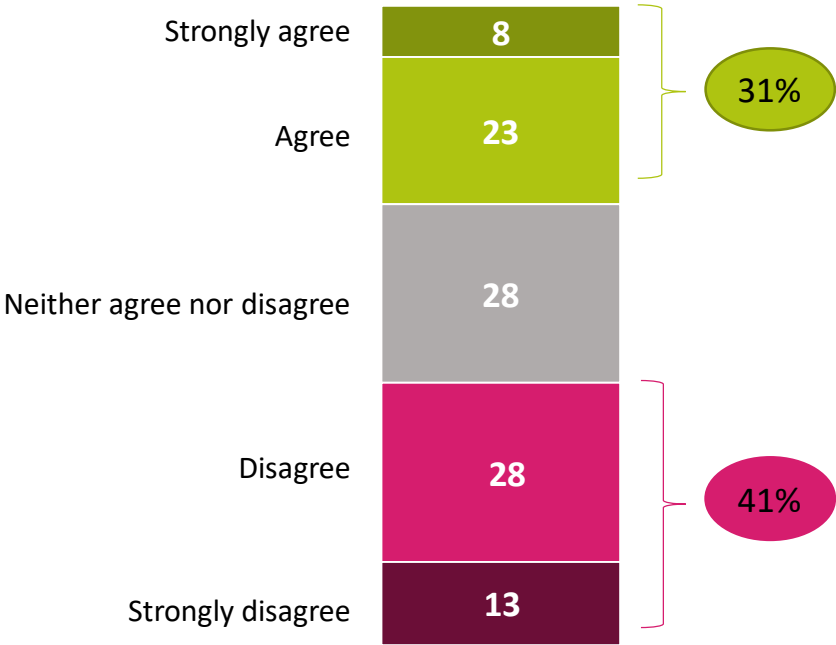
Agreement levels with Covid 19 Pandemic Statements

Base: All Adults N - 3,008



What happens in developing countries with respect to the Covid 19/Coronavirus outbreak rarely affects people like me living in Ireland

N - 3008
%



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Strongly agree	8	7	9	16	5	11	4
Agree	23	21	20	18	24	25	28
Neither agree nor disagree	28	28	20	39	34	22	26
Disagree	28	30	35	19	27	26	31
Strongly disagree	13	14	16	8	10	17	11
NET (Agree)	31	28	29	34	29	36	31
NET (Disagree)	41	44	51	27	37	43	42
Mean	2.9	2.8	2.7	3.2	2.9	2.9	2.8

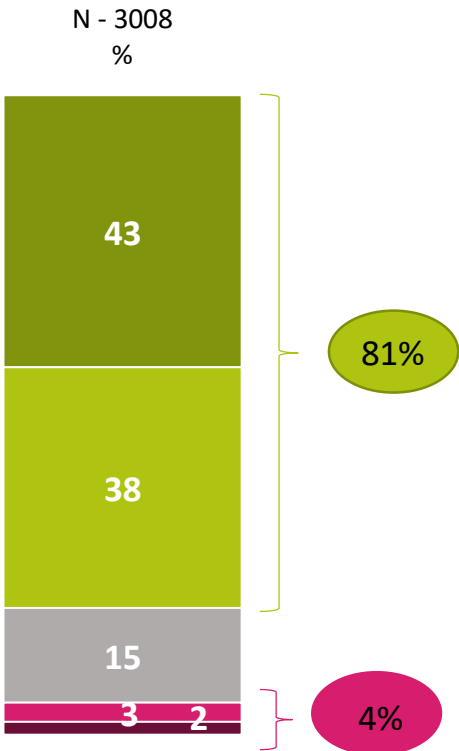
Statistically higher
Statistically lower

Agreement levels with Covid 19 Pandemic Statements

Base: All Adults N - 3,008



The Covid 19/ Coronavirus pandemic shows that international co-operation in addressing global problems is more important than ever



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Strongly agree	43	47	64	18	33	48	51
Agree	38	39	28	37	46	32	40
Neither agree nor disagree	15	13	5	32	17	15	7
Disagree	3	1	1	6	4	3	1
Strongly disagree	2	0	1	6	1	2	1
NET (Agree)	81	85	93	55	78	80	91
NET (Disagree)	4	2	2	13	5	5	2
Mean	4.2	4.3	4.5	3.5	4.1	4.2	4.4

Statistically higher

Statistically lower

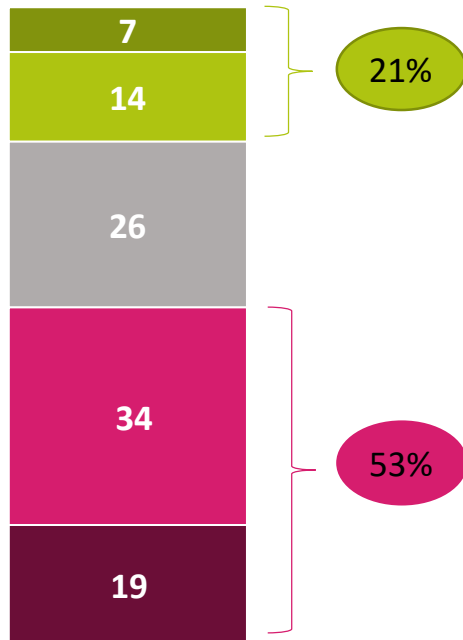
Agreement levels with Covid 19 Pandemic Statements

Base: All Adults N - 3,008



I would feel safer if Ireland handled the Covid 19/ Coronavirus pandemic on its own

N - 3008
%



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Strongly agree	7	6	5	17	8	8	3
Agree	14	11	12	15	19	15	10
Neither agree nor disagree	26	22	20	34	32	23	23
Disagree	34	36	35	21	33	32	44
Strongly disagree	19	26	28	12	9	22	20
NET (Agree)	21	17	16	32	26	23	13
NET (Disagree)	53	61	64	34	42	54	64
Mean	2.6	2.4	2.3	3.0	2.8	2.6	2.3

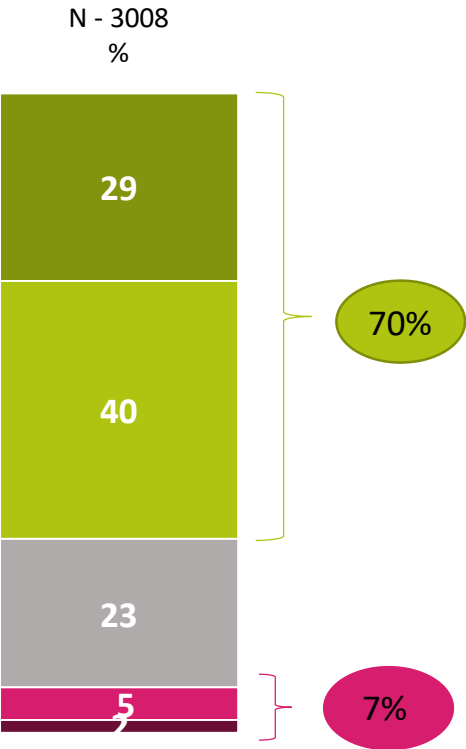
Statistically higher
Statistically lower

Agreement levels with Covid 19 Pandemic Statements

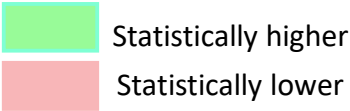
Base: All Adults N - 3,008



I would feel safer if Ireland was part of a co-ordinated global response to the Covid-19/Coronavirus pandemic



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Strongly agree	29	34	40	16	20	37	30
Agree	40	43	41	28	42	37	46
Neither agree nor disagree	23	18	14	35	31	20	20
Disagree	5	4	3	14	5	3	3
Strongly disagree	2	1	1	6	2	2	1
NET (Agree)	70	77	81	44	62	74	76
NET (Disagree)	7	5	4	21	7	6	4
Mean	3.9	4.0	4.2	3.3	3.7	4.0	4.0



Agreement levels with Global Statements

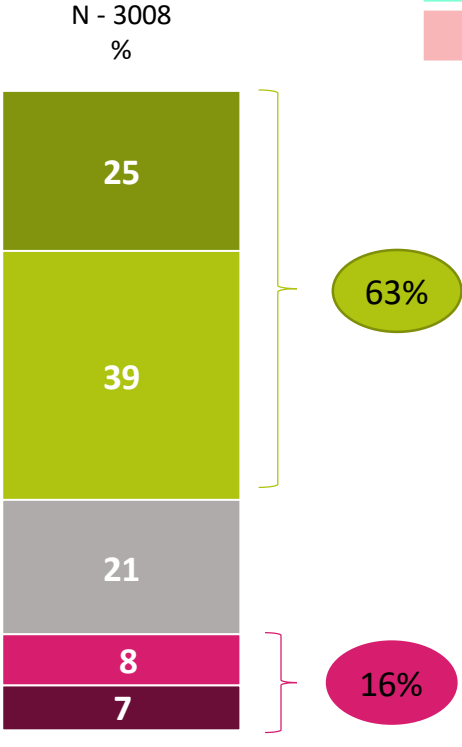
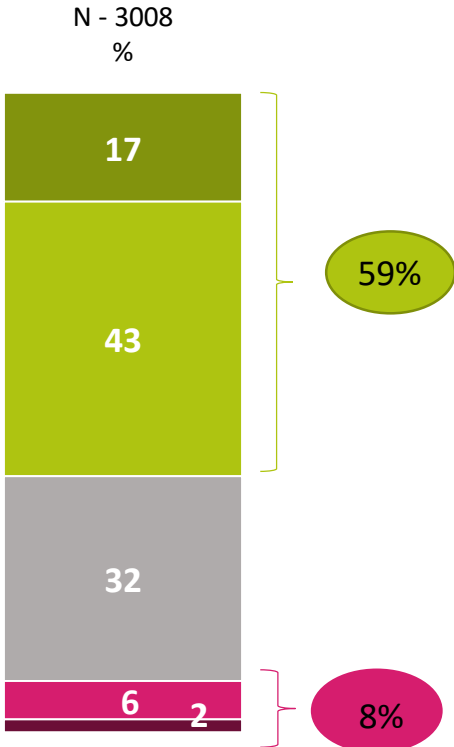
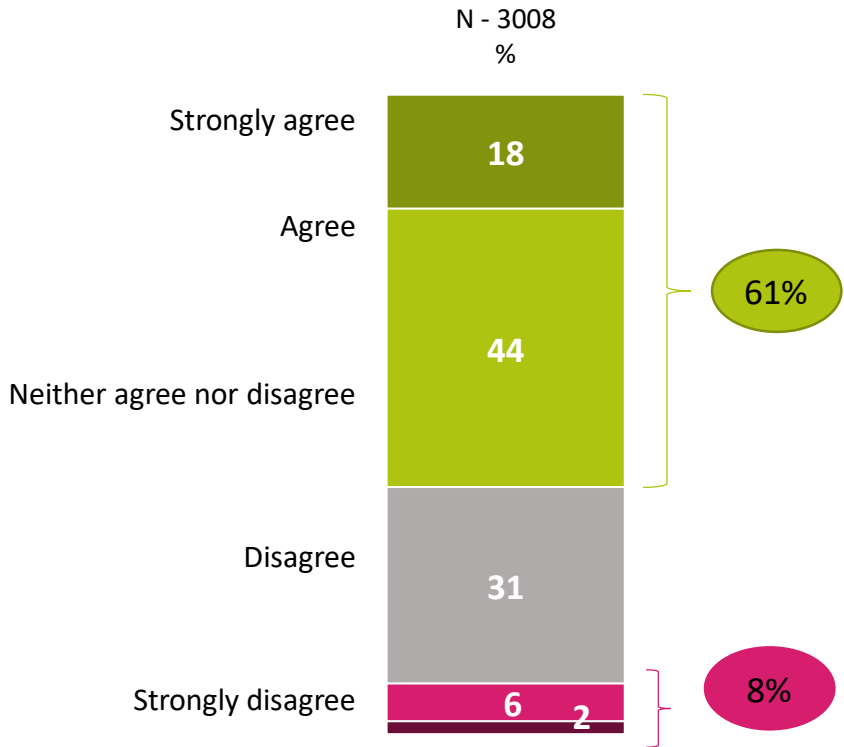
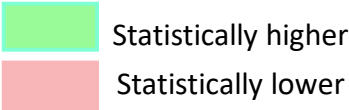
Base: All Adults N - 3,008



Ireland is well placed to be an effective member of the United Nations Security Council in 2021 - 2022 due to our own experience of conflict and conflict resolution in Northern Ireland

Ireland is well placed to be an effective member of the United Nations Security Council in 2021 - 2022 due to its strong institutions and commitment to democracy

The Black Lives Matter movement has highlighted the need to redress inequalities globally, including inequalities within the international development sector



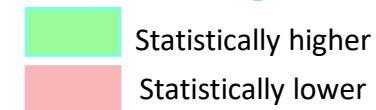
	Segments					
	1	2	3	4	5	6
NET (Agree)	65	74	39	54	65	70

	Segments					
	1	2	3	4	5	6
	66	71	35	51	63	68

	Segments					
	1	2	3	4	5	6
	67	81	17	62	74	66

Agreement levels with Global Statements x Segments

Base: All Adults N - 3,008



	TOTAL	Segments					
	NET AGREE	European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
	%	%	%	%	%	%	%
Ireland is well placed to be an effective member of the United Nations Security Council in 2021 - 2022 due to our own experience of conflict and conflict resolution in Northern Ireland NET (Agree)	61	65	74	39	54	65	70
Ireland is well placed to be an effective member of the United Nations Security Council in 2021 - 2022 due to its strong institutions and commitment to democracy NET (Agree)	59	66	71	35	51	63	68
The Black Lives Matter movement has highlighted the need to redress inequalities globally, including inequalities within the international development sector NET (Agree)	63	67	81	17	62	74	66



Sample Profile



Base: All Adults N - 3,008



Statistically higher
 Statistically lower

	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
Total	3008	641	287	286	704	675	415
Gender							
Male	49	50	44	67	40	52	49
Female	51	50	55	33	60	48	51
Neither	0	-	0	-	0	0	-
Age							
Up to24	11	11	14	6	14	17	2
25-34	17	15	16	20	21	20	8
35-44	21	19	19	27	22	25	13
45-54	18	18	14	18	19	15	22
55-64	14	13	15	15	13	11	22
65+	19	24	21	15	11	12	33
Social Class							
ABC1F	49	55	50	47	45	56	43
C2DE	51	45	50	53	55	44	57
Region							
Dublin	29	34	29	30	22	35	24
Outside Dublin	71	66	71	70	78	65	76
Leinster	27	27	23	23	30	25	29
Munster	27	24	30	25	29	25	28
Conn/Ulster	18	15	18	21	19	16	18
Area							
Urban	66	71	63	62	63	72	62
Rural	34	29	37	38	37	28	38

	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
Total	3008	641	287	286	704	675	415
Lifestage							
Single	31	32	38	27	31	38	23
Pre Family	8	7	8	8	7	12	4
Family Pre School	13	13	8	13	15	13	9
Family Pre Teen	15	13	11	19	19	14	12
Family Teen	7	6	7	8	8	8	6
Empty Nester	26	29	28	25	20	15	45

 Statistically higher
 Statistically lower

Level of education

Base: All Adults N - 3,008



Level of education	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Primary or below	2	1	1	2	2	3	1
Lower Secondary	7	7	5	9	9	3	7
Higher Secondary	18	19	19	18	23	10	20
Post Leaving Certificate	11	12	7	11	12	11	13
Higher Certificate or equivalent	17	17	19	15	16	16	17
Ordinary Degree or equivalent	13	11	14	17	10	16	14
Honours bachelor degree or equivalent	19	18	17	19	19	23	16
Postgraduate qualification	13	14	18	8	8	17	12

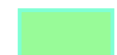

Statistically higher
 Statistically lower

Voting Intention

Base: All Adults N - 3,008



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Fianna Fáil	9	8	10	9	9	7	14
Fine Gael	20	27	14	14	17	15	29
Labour Party	4	4	6	3	3	6	4
Sinn Féin	23	20	26	28	30	20	16
Independent	6	5	7	6	6	7	6
Green Party	4	6	7	1	1	6	3
Socialist Party	1	0	1	0	0	1	0
Solidarity/People Before Profit (Solidarity/PBP)	2	3	4	1	1	3	2
RENUA Ireland	1	0	0	1	1	1	1
Aontu	1	1	1	3	1	1	0
Independents4Change	0	1	0	1	0	0	-
Social Democrats	3	3	6	2	3	4	3
Workers Party	0	0	-	0	0	1	-
Other (specify)	0	0	0	2	0	0	1
Don't know	18	16	17	17	22	19	17
Would not vote	6	6	1	12	5	7	4

 Statistically higher
 Statistically lower

Thank you.



RESEARCH
& INSIGHT

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Delve Deeper