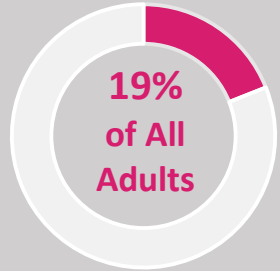




Segment Pen Portraits

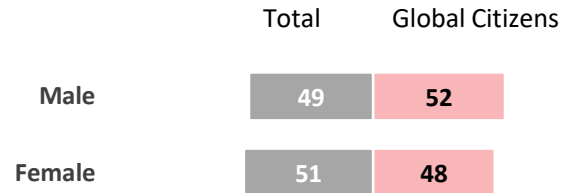
Global Citizens - Who Are They?



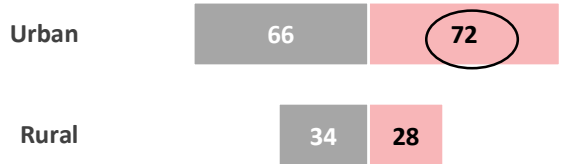
712,000 individuals



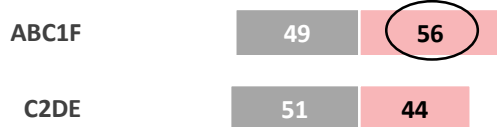
Gender



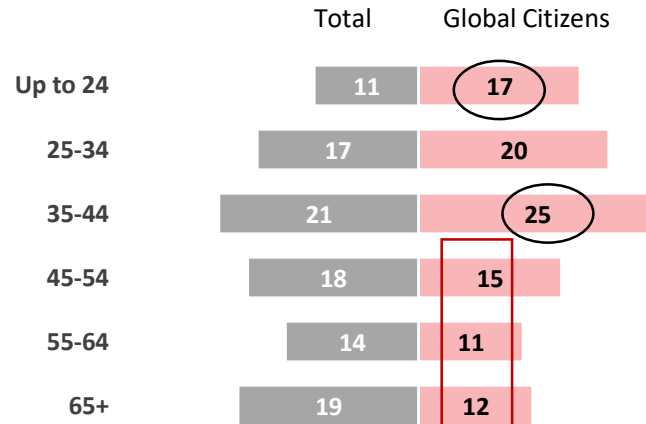
Area Type



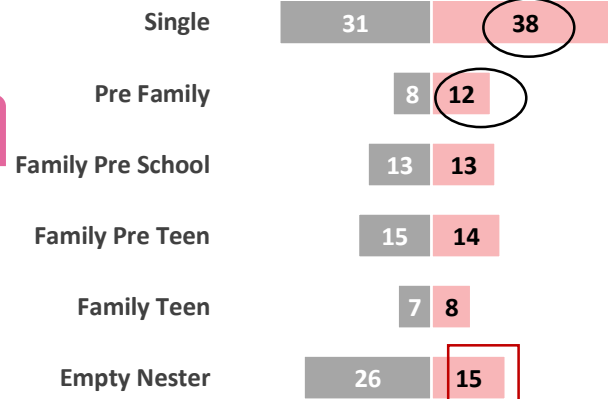
Social Class



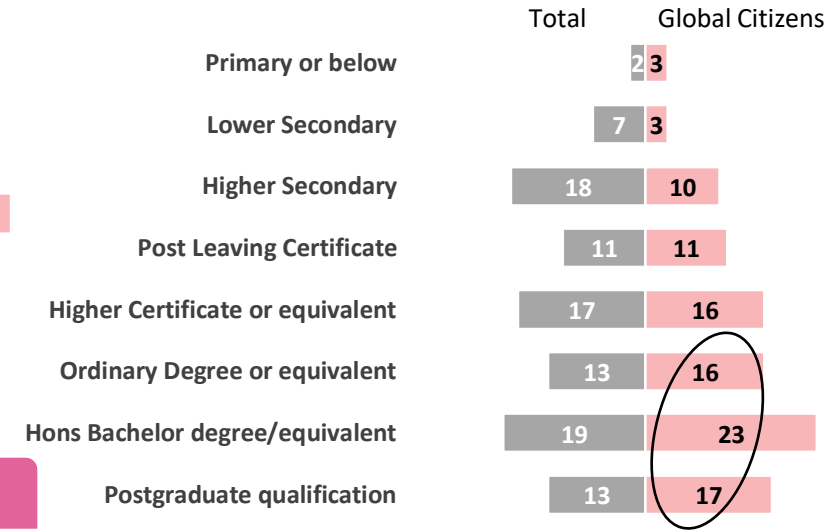
Age



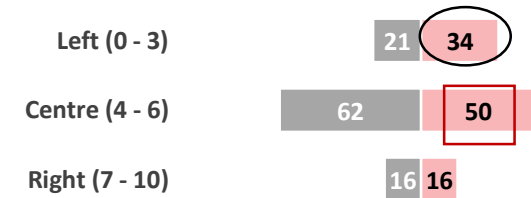
Lifestage



Education Level

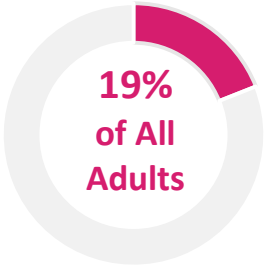


Political Persuasion



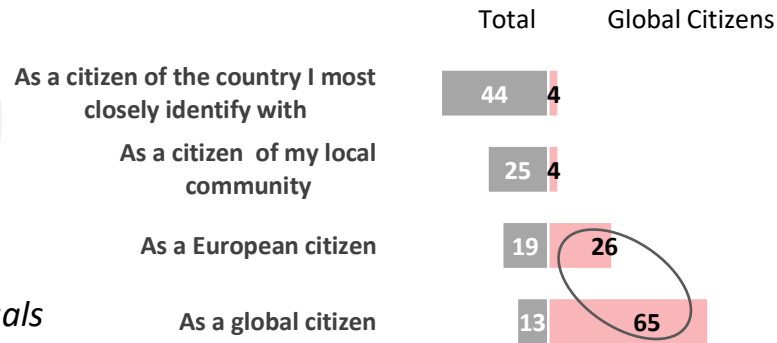
Global Citizens adults are significantly more likely than the average individual to fall into the single/pre-family life-stage, to live in an urban area, and to hold a third level qualification. These individuals are also more likely to tend towards the left of the political spectrum.

Global Citizens - Socio Cultural Profile

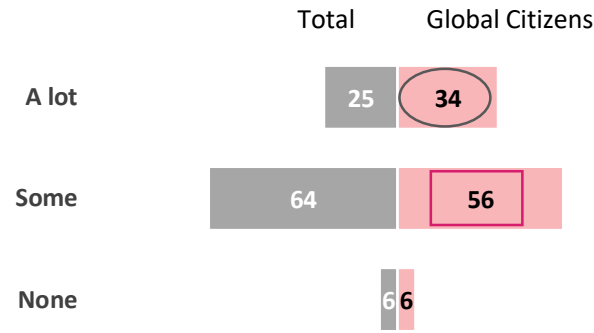


712,000 individuals

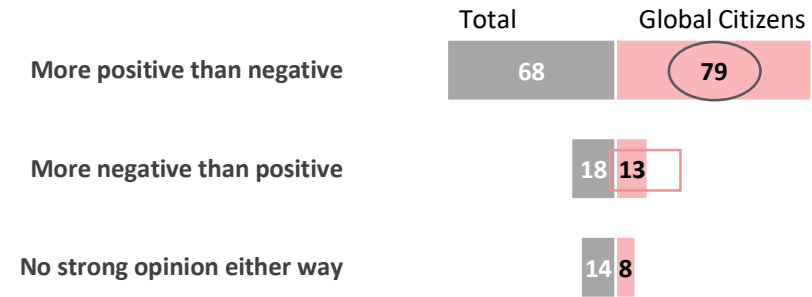
Individual Identity



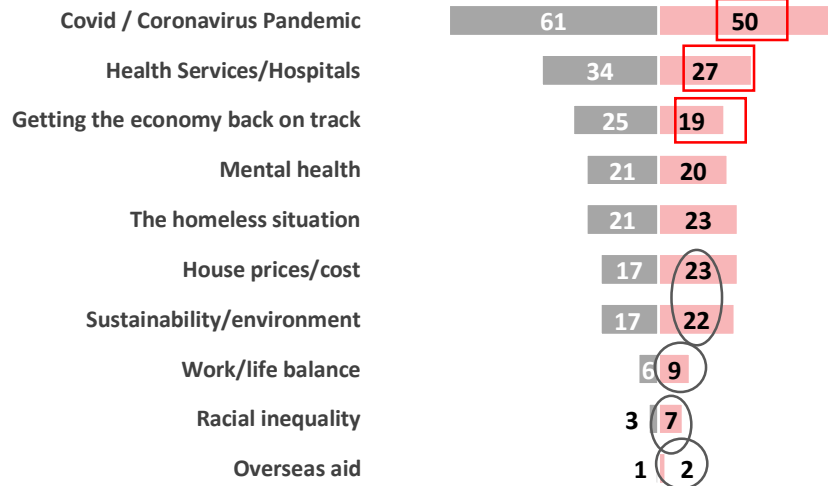
Racial Discrimination in Ireland



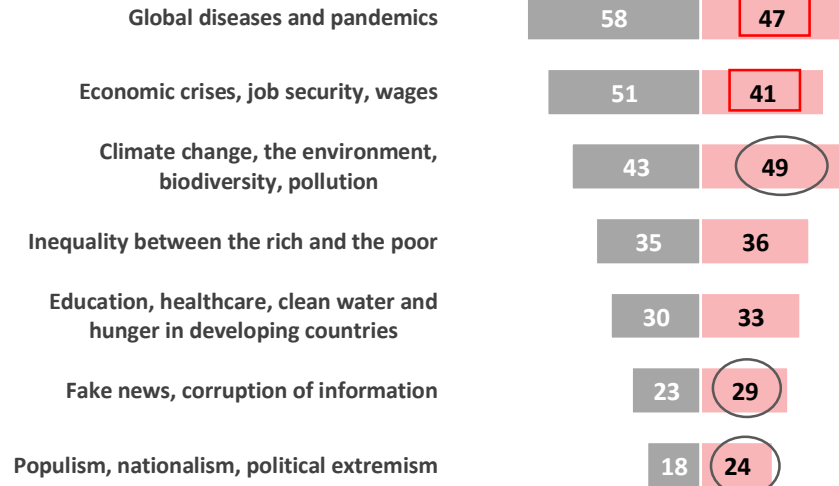
Move to Diverse Society



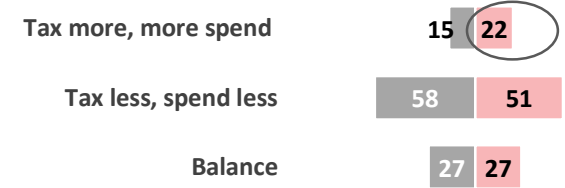
Most Important Issues - Ireland



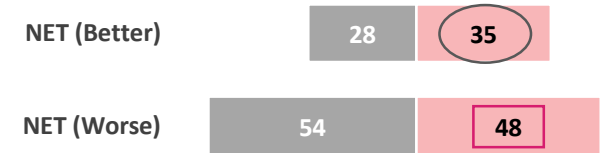
Most Important Issues - Personally



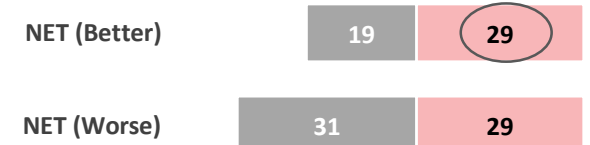
Tax vs Spend



General Economic Outlook

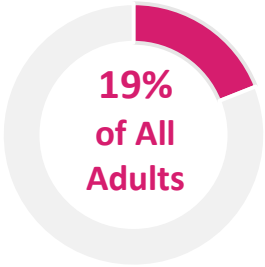


Household Financial Outlook



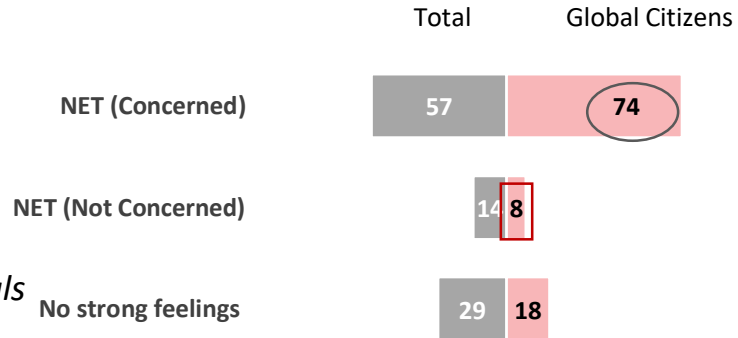
Two-thirds of those in Global Citizens define themselves as global citizens. At a national level, they over-index on concerns around housing, the environment and work/life balance, and also worry about the trend towards populism, and the advent of fake news/corruption of information.

Global Citizens - Overseas Aid Profile

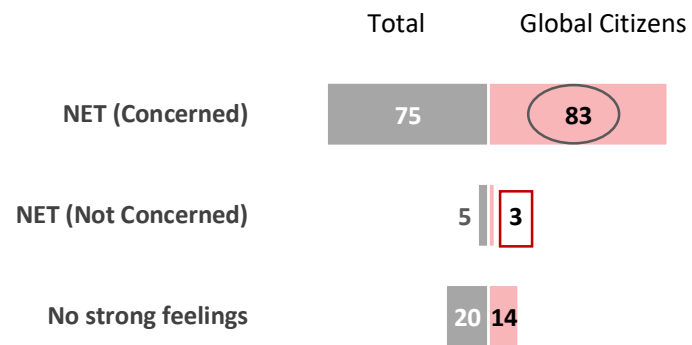


712,000 individuals

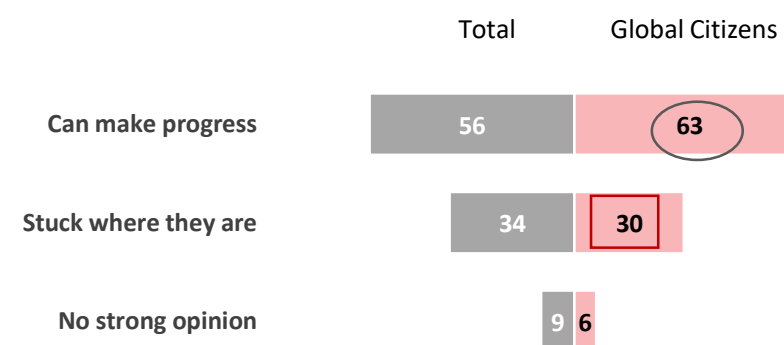
Minority Rights Concern



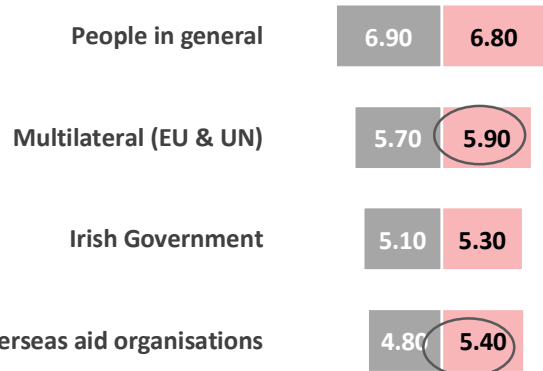
Developing Country Poverty Concern



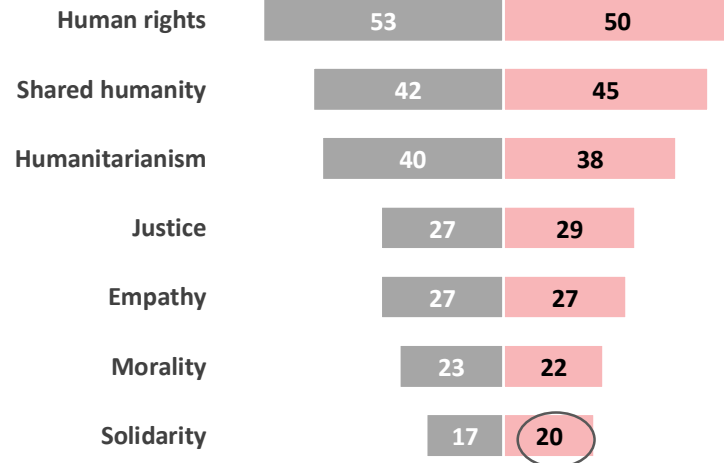
Developing Countries Capability



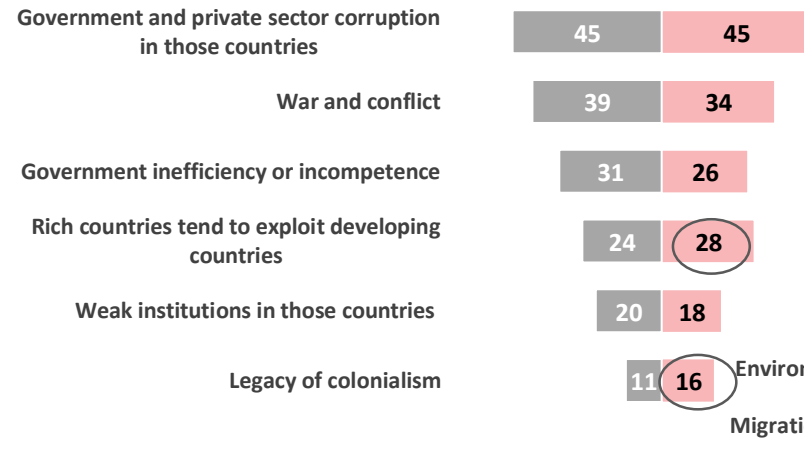
Trust – Top 10 Rating



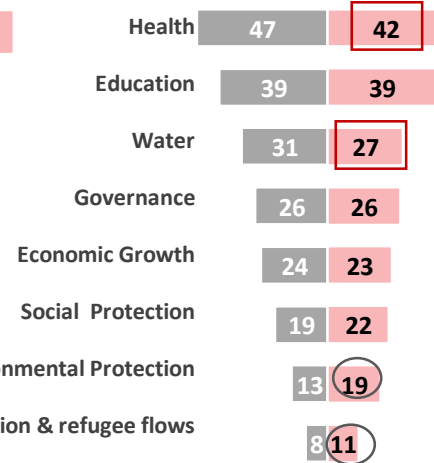
Reasons to help Developing Countries



Causes of Poverty in Developing Countries

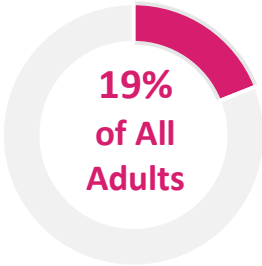


Irish Government Support Priorities

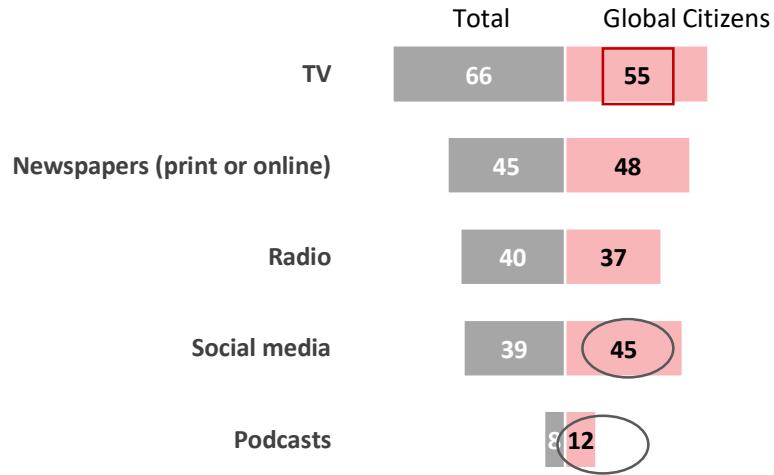


Global Citizens is strongly inclined towards the view that developing countries can make progress given the right support and are deeply concerned about poverty in such countries at a personal level. This segment also places more trust than average in overseas aid organisations and multi-lateral organisations, and its motivation to help developing countries is based on a broad mix of values and sentiments. This segment is also quite critical of more powerful countries, and their role over the years in propagating poverty in developing countries.

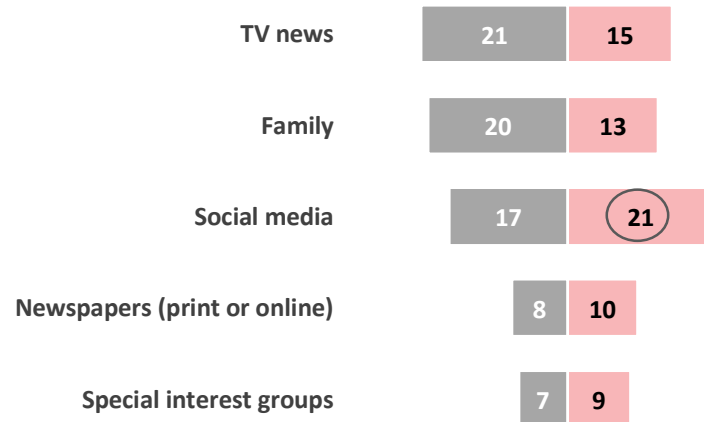
Global Citizens - How do we target them?



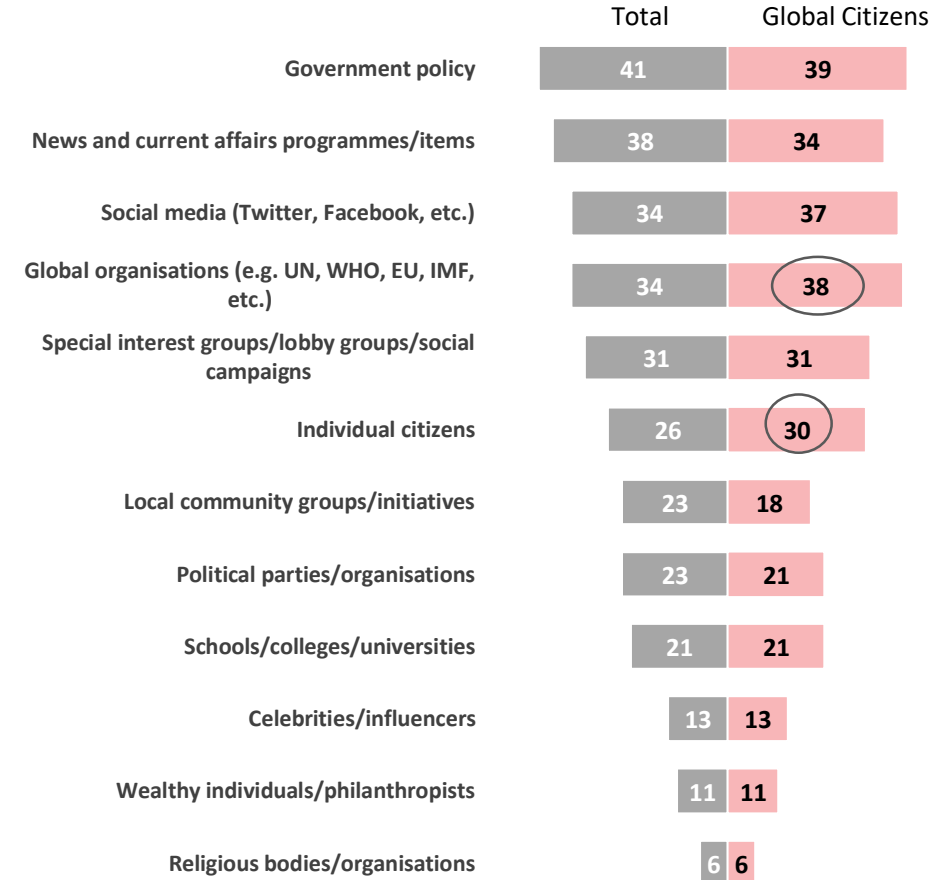
Most Frequently Used for News/information



Greatest Influence on Views & Opinions



Most influential Prompting Social Change



Global Citizens are most likely of all to source their news and information via multi-media digital channels, and significantly less likely to consumer linear TV. They are more likely than the average individual to believe in the ability of both global organisations and individual citizens to bring about social change.

Thank you.



RESEARCH
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Delve Deeper