



Segment Pen Portraits

Community Activists - Who Are They?



10% of All Adults

370,000 individuals

Gender

	Total	Community Activists
Male	49	44
Female	51	55

Area Type

Urban	66	63
Rural	34	37

Social Class

ABC1F	49	50
C2DE	51	50

Age

	Total	Community Activists
Up to 24	11	14
25-34	17	16
35-44	21	19
45-54	18	14
55-64	14	15
65+	19	21

Lifestage

Single	31	38
Pre Family	8	8
Family Pre School	13	8
Family Pre Teen	15	11
Family Teen	7	7
Empty Nester	26	28

Education Level

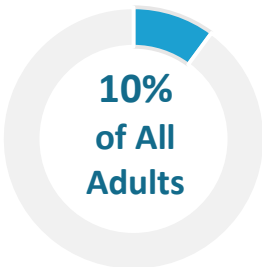
	Total	Community Activists
Primary or below	2	1
Lower Secondary	7	5
Higher Secondary	18	19
Post Leaving Certificate	11	7
Higher Certificate or equivalent	17	19
Ordinary Degree or equivalent	13	14
Hons Bachelor degree/equivalent	19	17
Postgraduate qualification	13	18

Political Persuasion

Left (0 - 3)	21	39
Centre (4 - 6)	62	47
Right (7 - 10)	16	14

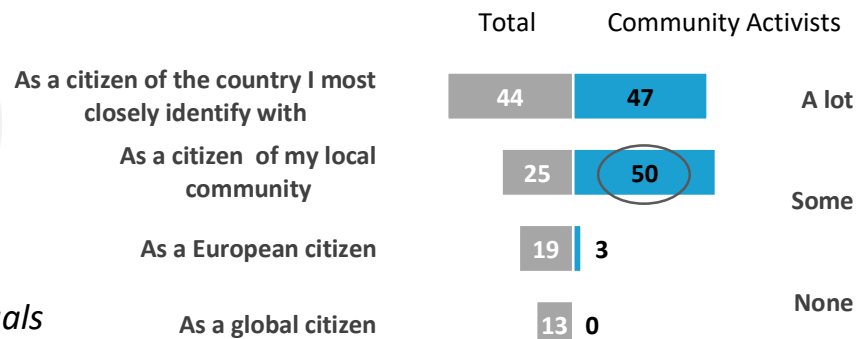
Community Activists individuals are broadly reflective of the overall population in terms of key demographics, although they are a little more likely to live alone in single person households, and to hold a college degree. Individuals here are twice as likely as the average citizen to identify with left-leaning politics.

Community Activists - Socio Cultural Profile

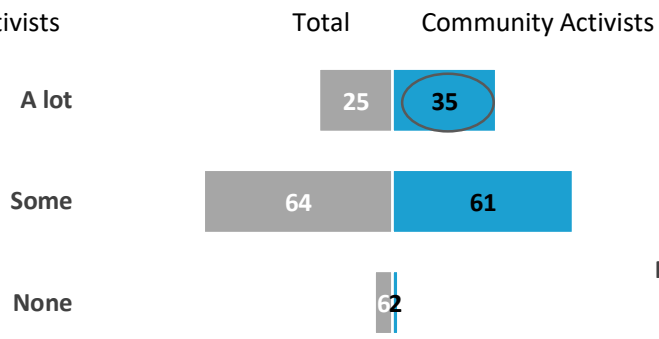


370,000 individuals

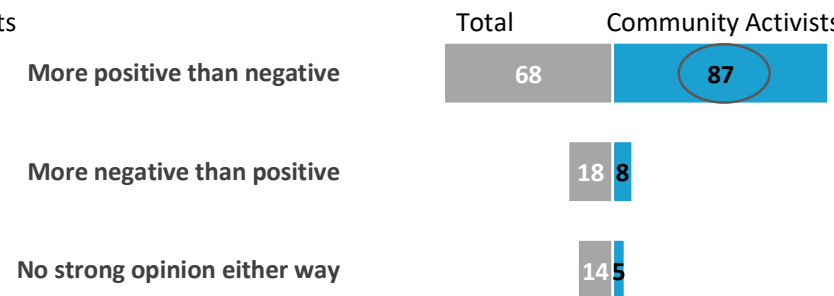
Individual Identity



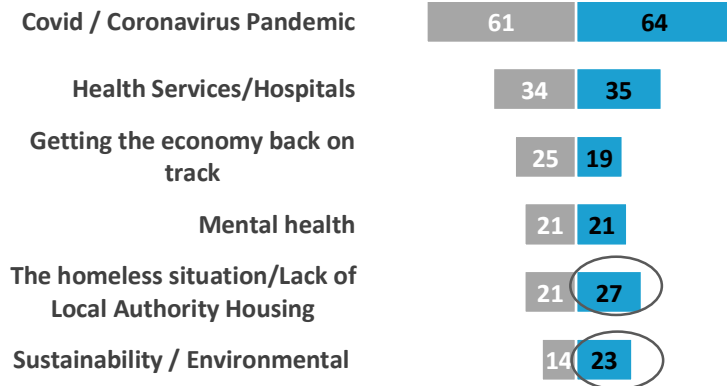
Racial Discrimination in Ireland



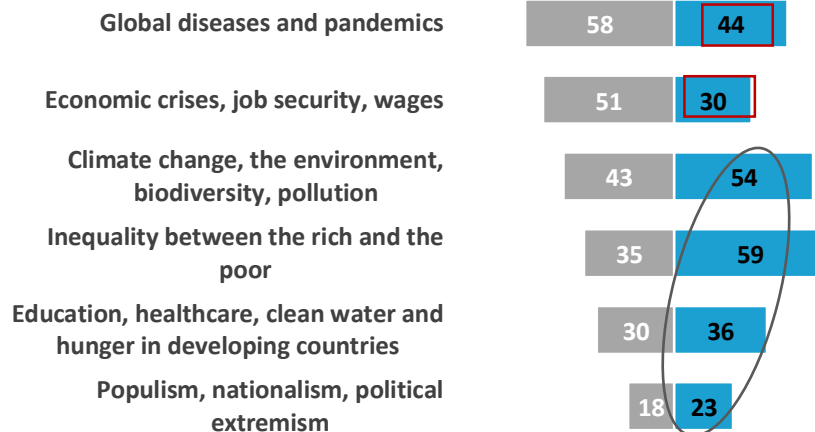
Move to Diverse Society



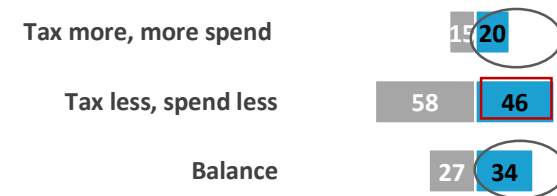
Most Important Issues - Ireland



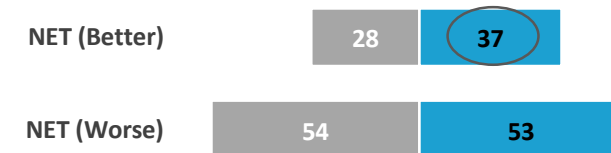
Most Important Issues - Personally



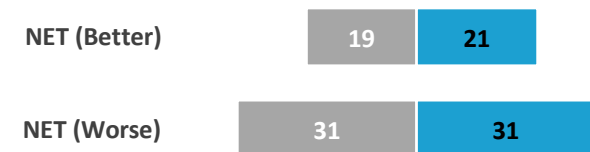
Tax vs Spend



General Economic Outlook

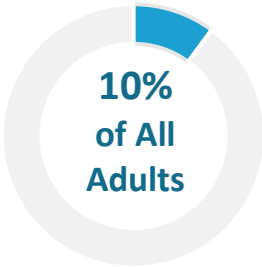


Household Financial Outlook



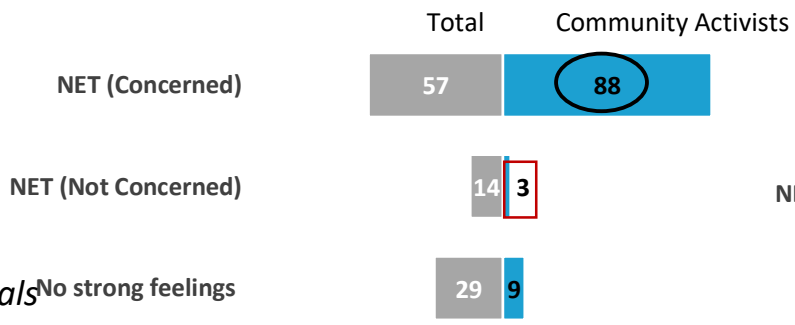
In addition to the country they most closely identify with, those in Community Activists are a lot more likely than the average individual to identify as citizens of their local community. While preoccupied with the same broad personal and national issues as everyone else, Community Activists individuals are disproportionately exercised by the inequality between the rich and poor, climate change, inequalities in developing countries as well as populism/political extremism.

Community Activists - Overseas Aid Profile

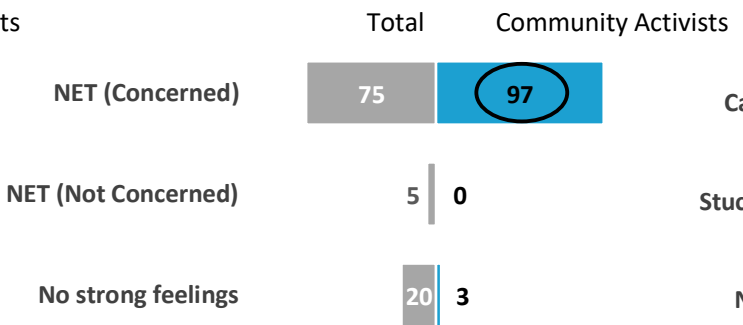


370,000 individuals

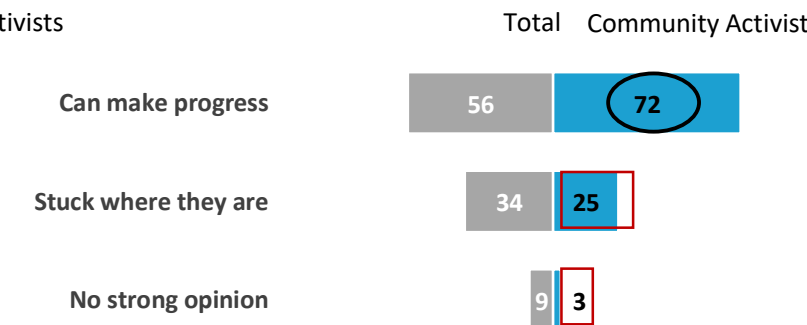
Minority Rights Concern



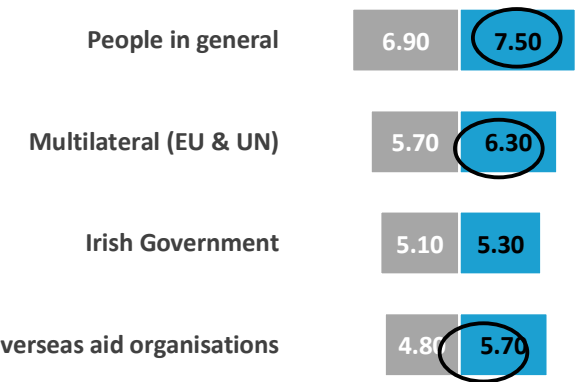
Developing Country Poverty Concern



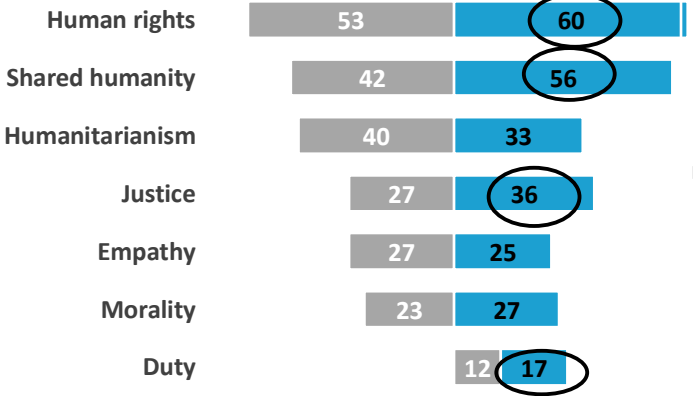
Developing Countries Capability



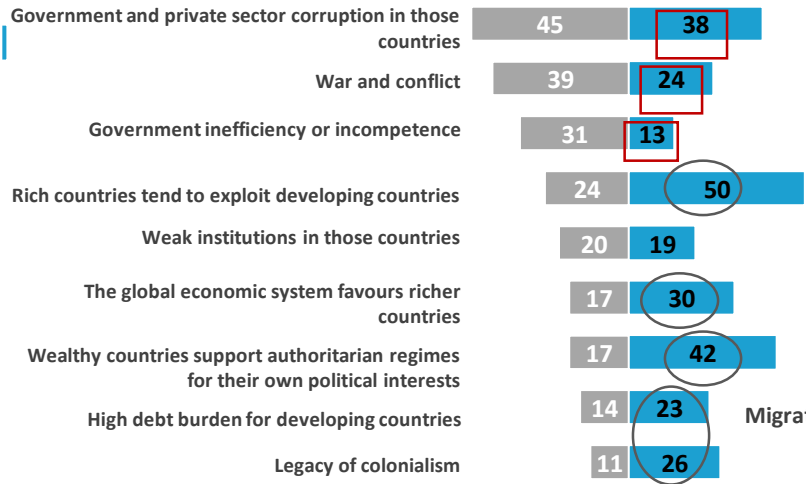
Trust – Top 10 Rating



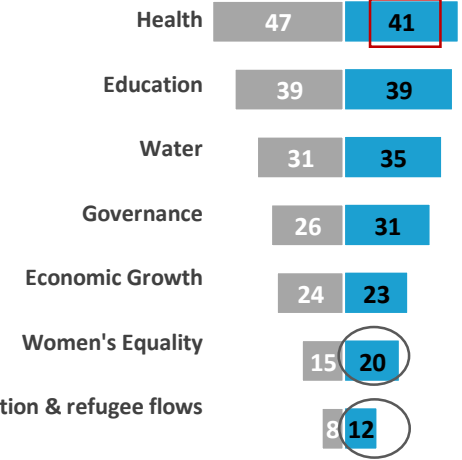
Reasons to help Developing Countries



Causes of Poverty in Developing Countries

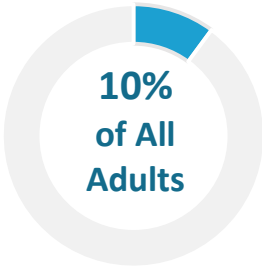


Irish Government Support Priorities



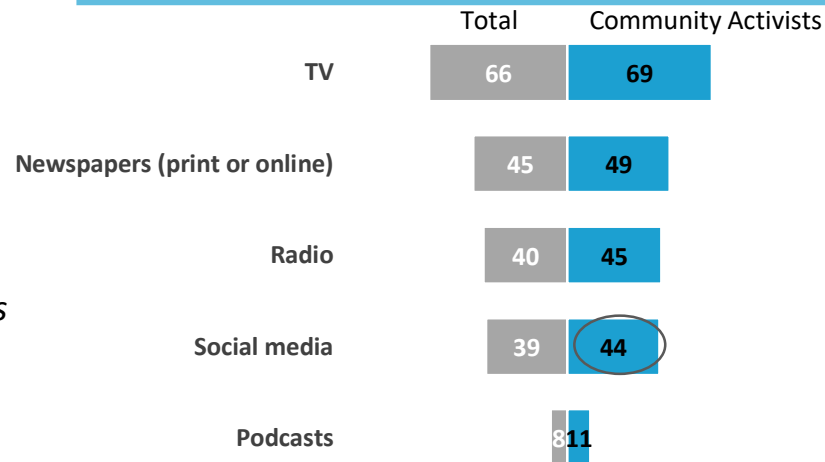
Practically all individuals in Community Activists express concern about poverty in developing countries, with approaching three-quarters of them of the view that such countries can make real progress with the correct supports in place. Motivated to support helping developing countries on the basis of basic human rights and a sense of shared humanity, this segment attributes poverty in those countries to the behaviour and policies of wealthy, powerful, countries.

Community Activists - How do we target them?

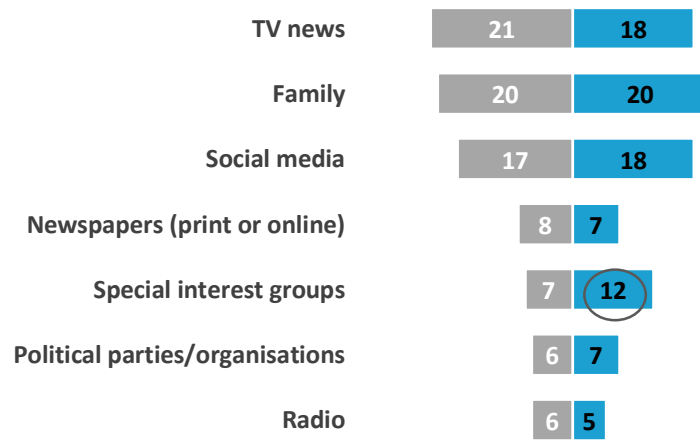


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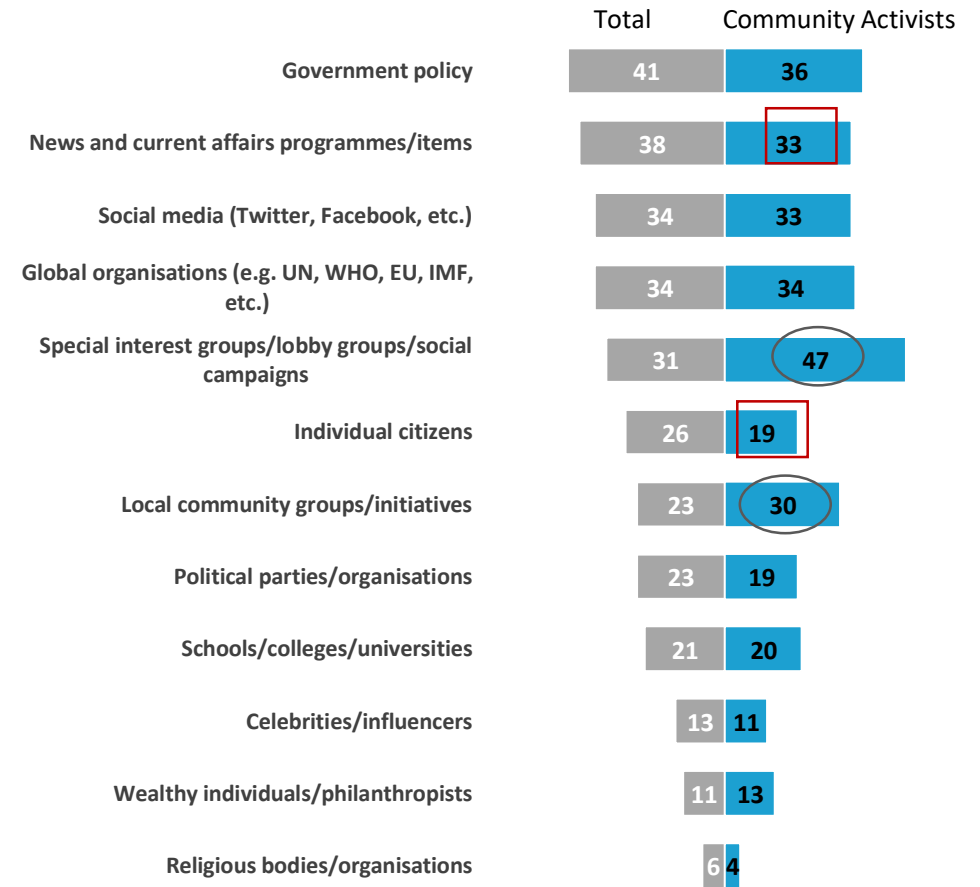
Most Frequently Used for News/information



Greatest Influence on Views & Opinions



Most influential Prompting Social Change



Community Activists is most likely to identify the power of special interest groups and local community initiatives to prompt real social change. Higher than average consumers of all types of media in general, these individuals also over-index in their use of social media.

Thank you.



RESEARCH
& INSIGHT

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Delve Deeper