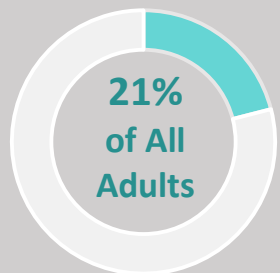




# Segment Pen Portraits

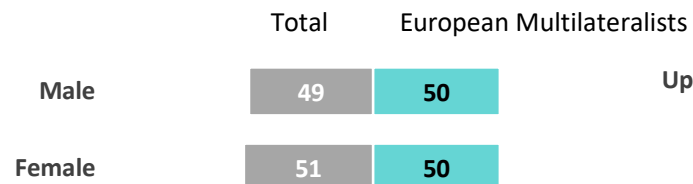
# European Multilateralists - Who Are They?



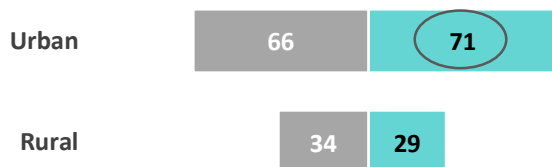
778,000 individuals



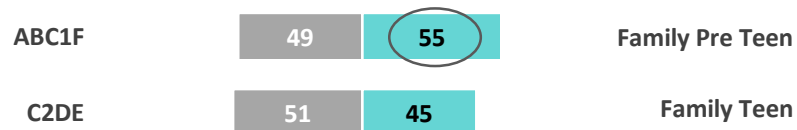
## Gender



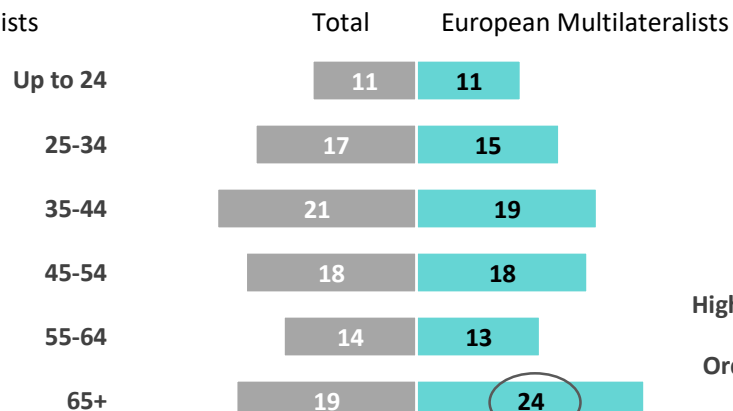
## Area Type



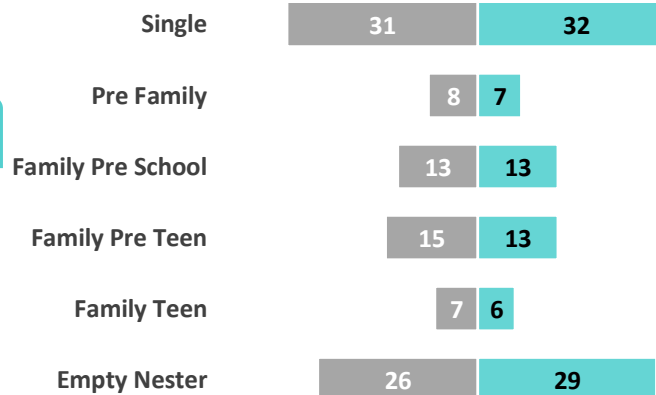
## Social Class



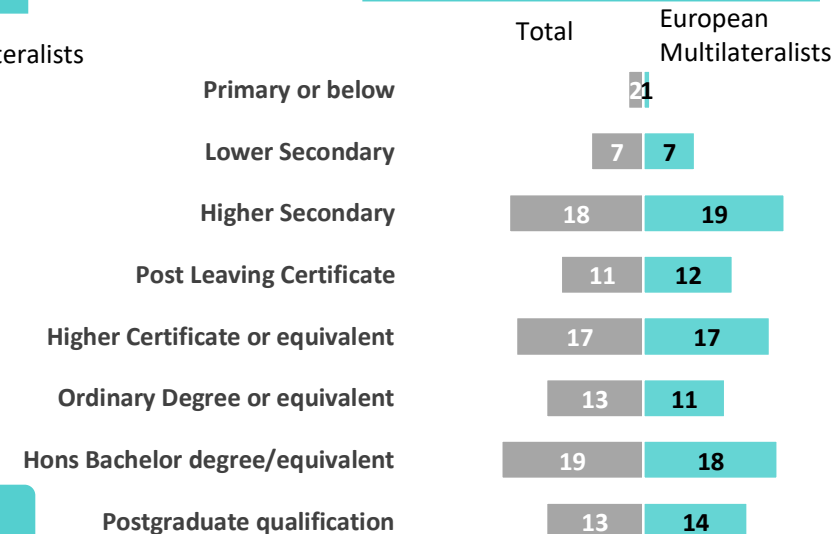
## Age



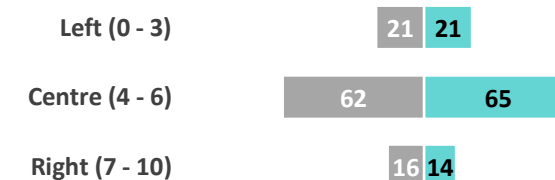
## Lifestage



## Education Level

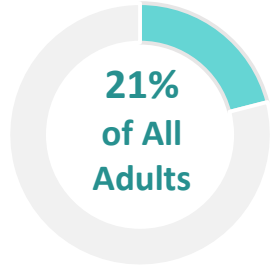


## Political Persuasion



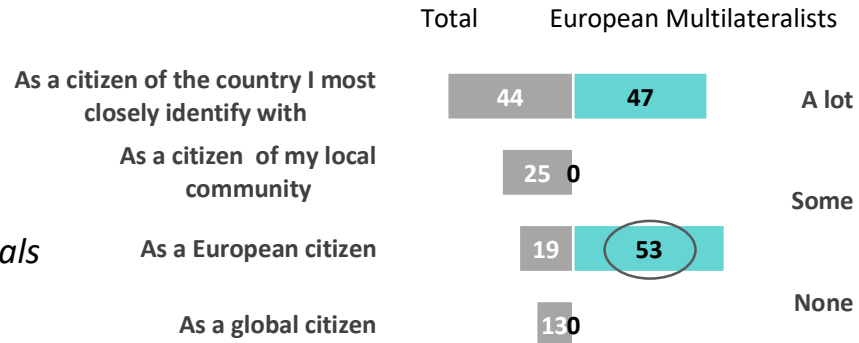
Individuals in European Multilateralists skew towards an urban, affluent profile, are marginally older than average, and hold a broadly centrist political outlook.

# European Multilateralists - Socio Cultural Profile

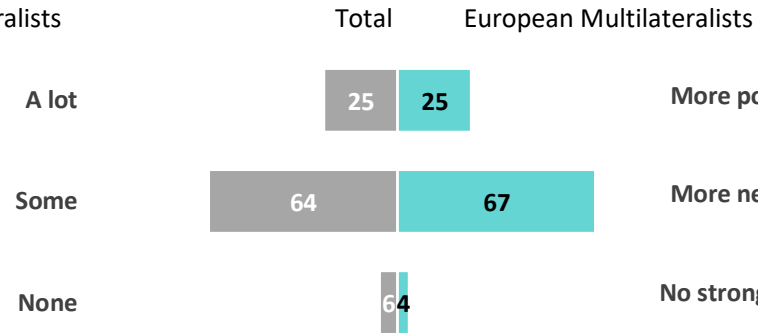


778,000 individuals

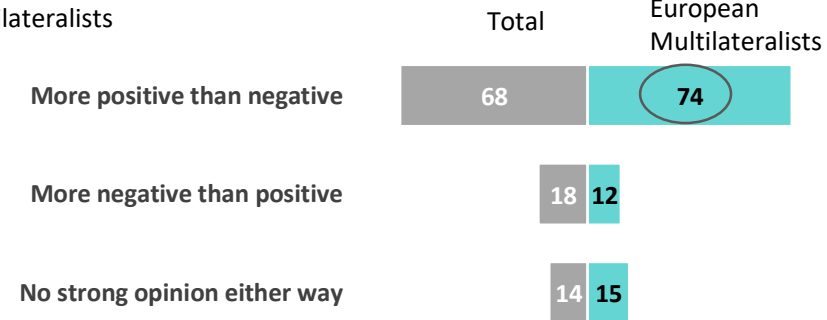
## Individual Identity



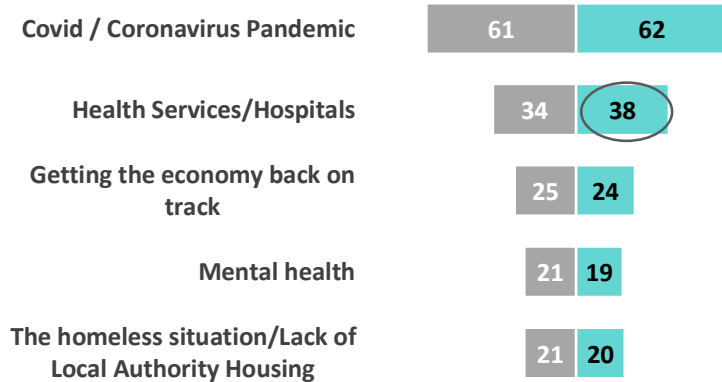
## Racial Discrimination in Ireland



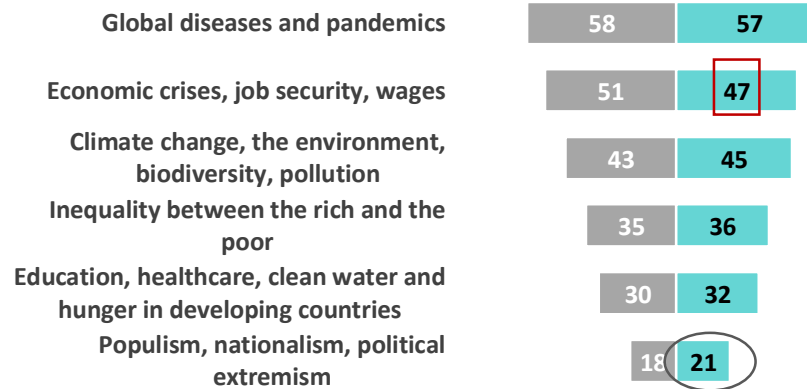
## Move to Diverse Society



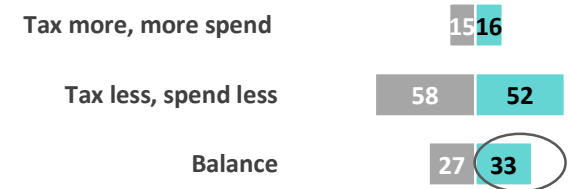
## Most Important Issues - Ireland



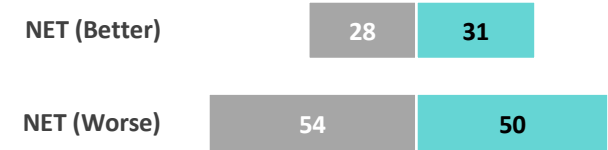
## Most Important Issues - Personally



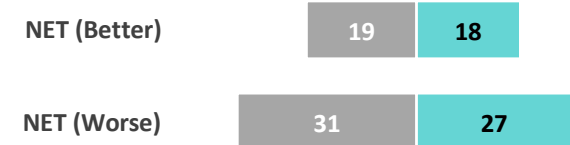
## Tax vs Spend



## General Economic Outlook

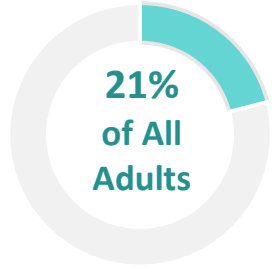


## Household Financial Outlook



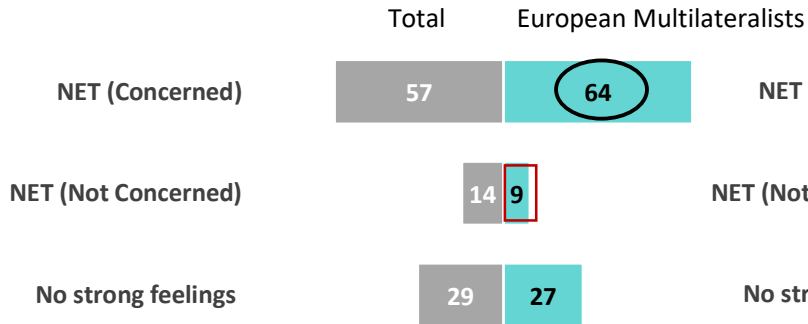
Compared to all other segments, individuals in European Multilateralists are significantly more likely to view themselves as European citizens, although their own country is also a key determinant of their own individual identity. This segment is strongly of the view that the evolution of Ireland to a more diverse society in recent years has been a lot more positive than negative.

# European Multilateralists - Overseas Aid Profile

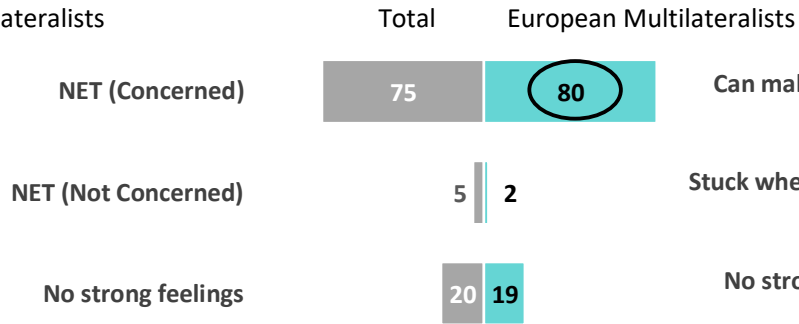


778,000 individuals

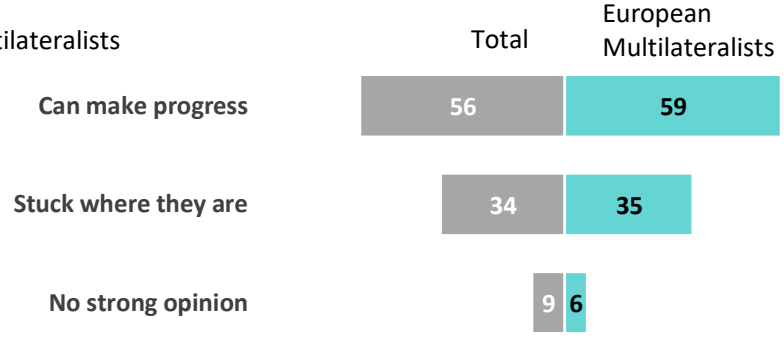
## Minority Rights Concern



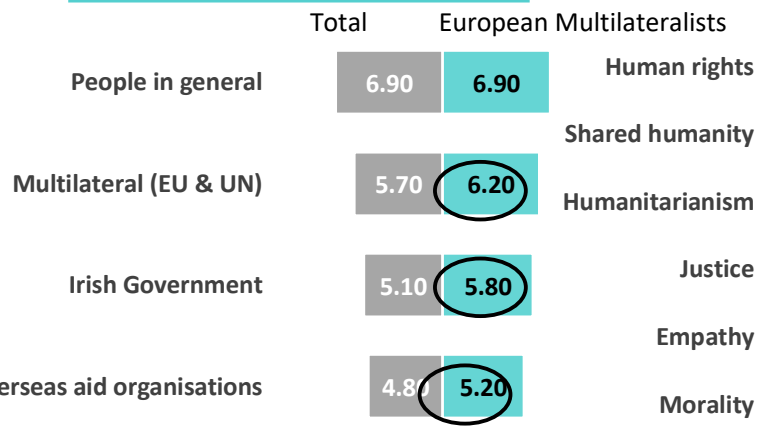
## Developing Country Poverty Concern



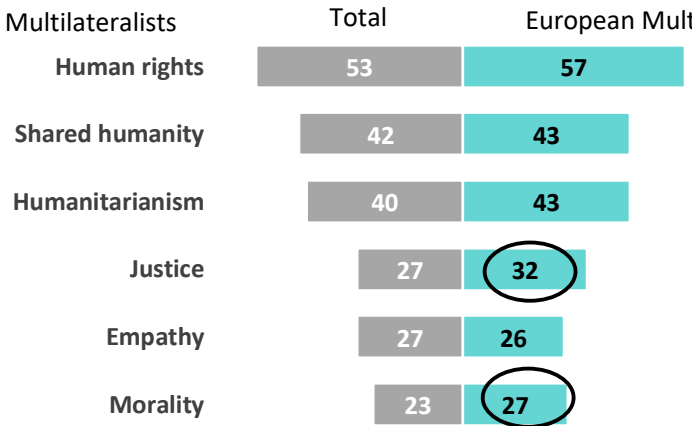
## Developing Countries Capability



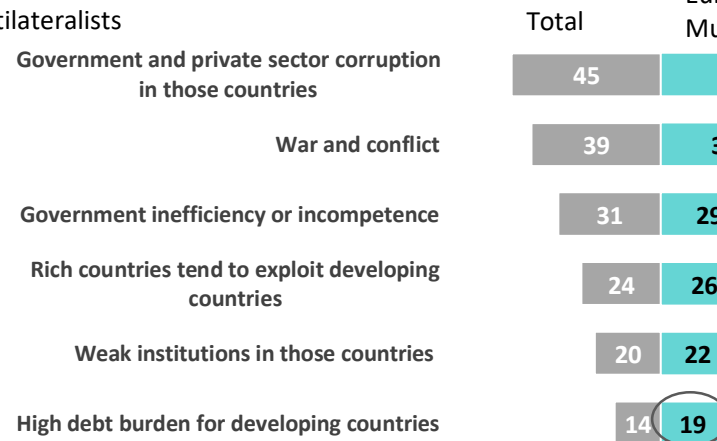
## Trust – Top 10 Rating



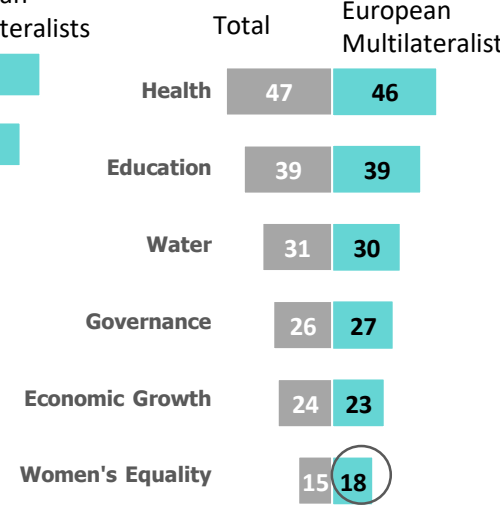
## Reasons to help Developing Countries



## Causes of Poverty in Developing Countries

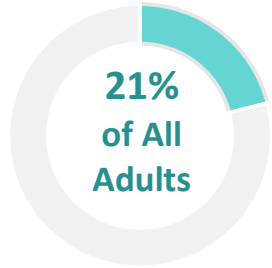


## Irish Government Support Priorities



The vast majority of those in European Multilateralists are concerned about poverty in developing countries and are more inclined than the average individual to support aid to developing countries due to a sense of justice and morality. Attributing poverty in developing countries to a mix of causes, these individuals indicate high levels of trust in multi-lateral organisations like the EU and UN, compared to other relevant bodies.

# European Multilateralists - How do we target them?



778,000 individuals

## Most Frequently Used for News/information

	Total	European Multilateralists
TV	66	65
Newspapers (print or online)	45	46
Radio	40	39
Social media	39	35
Podcasts	8	7

## Greatest Influence on Views & Opinions

	Total	European Multilateralists
TV news	21	21
Family	20	15
Social media	17	19
Newspapers (print or online)	8	8
Special interest groups	7	7
Political parties/organisations	6	8

## Most influential Prompting Social Change

	Total	European Multilateralists
Government policy	41	40
News and current affairs programmes/items	38	41
Social media (Twitter, Facebook, etc.)	34	33
Global organisations (e.g. UN, WHO, EU, IMF, etc.)	34	39
Special interest groups/lobby groups/social campaigns	31	32
Individual citizens	26	21
Local community groups/initiatives	23	19
Political parties/organisations	23	24
Schools/colleges/universities	21	22
Celebrities/influencers	13	12
Wealthy individuals/philanthropists	11	12
Religious bodies/organisations	6	5

European Multilateralists is best targeted through the full mix of standard media touchpoints. These individuals are more likely than average to place faith in global organisations to bring about social change, and less convinced of the ability of local groups and individual citizens to do so.

# Thank you.



RESEARCH  
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# Delve Deeper