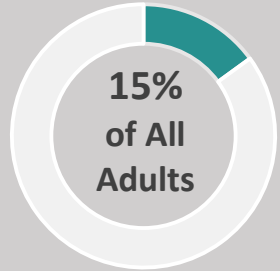




Segment Pen Portraits

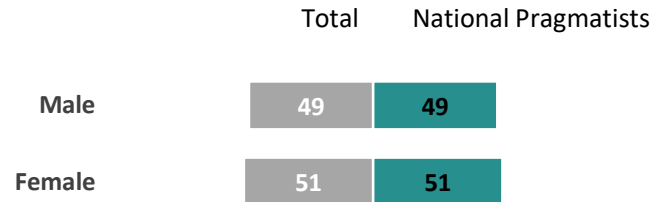
National Pragmatists - Who Are They?



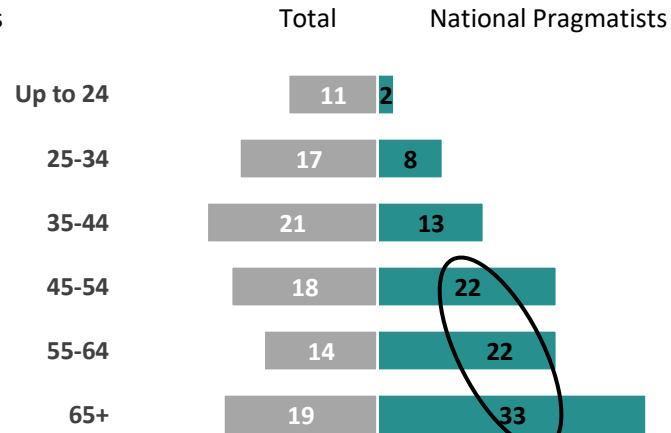
566,000 individuals



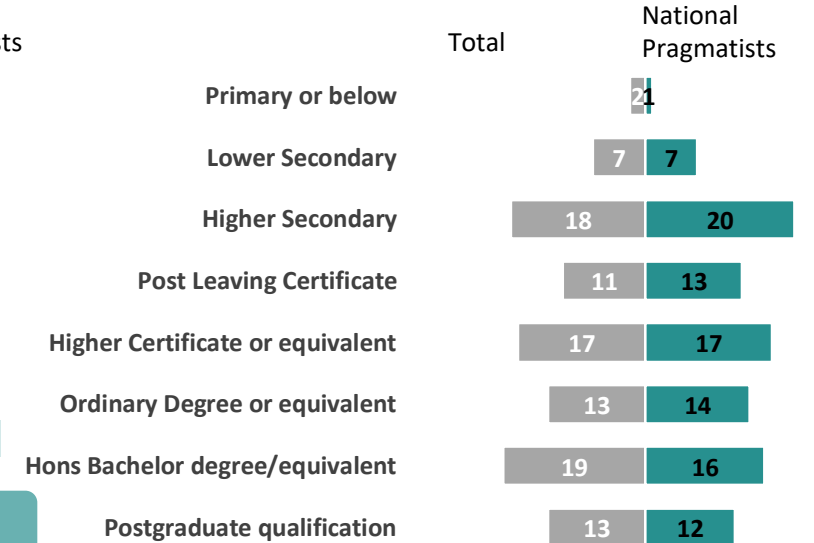
Gender



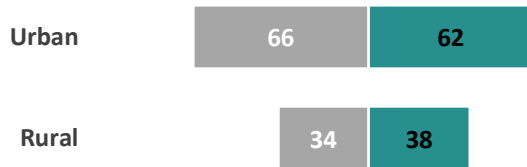
Age



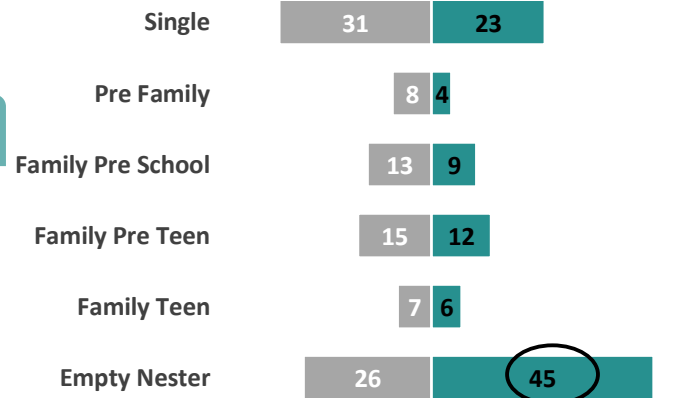
Education Level



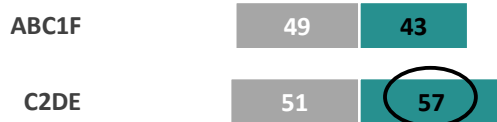
Area Type



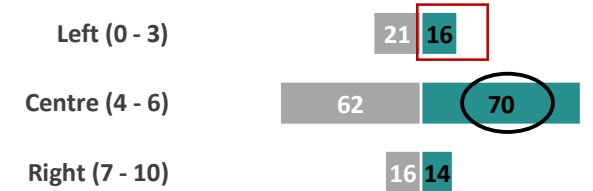
Lifestage



Social Class

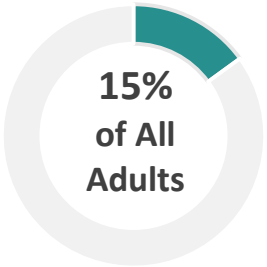


Political Persuasion



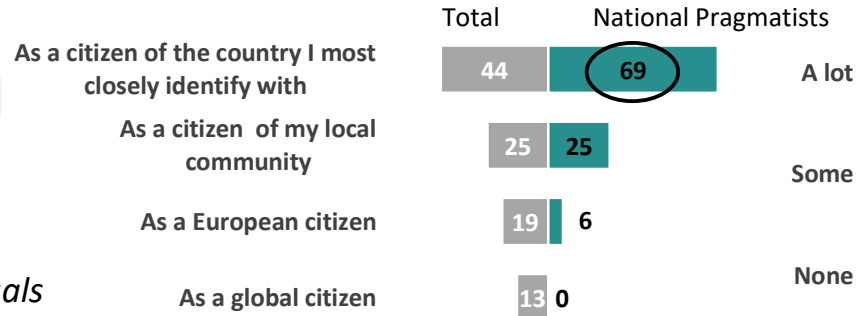
National Pragmatists represents the oldest of all segments, with approaching half of them falling into the empty nester lifestage category. These individuals are also more likely to qualify as blue collar working C2DE individuals.

National Pragmatists - Socio Cultural Profile

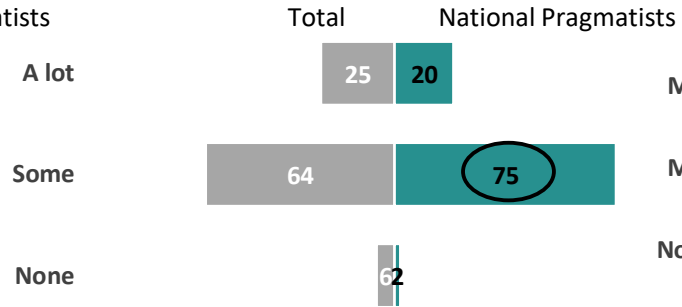


566,000 individuals

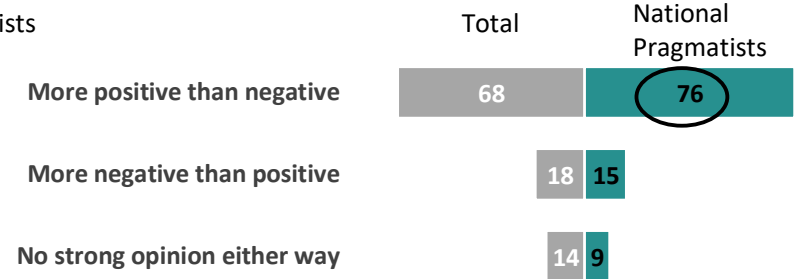
Individual Identity



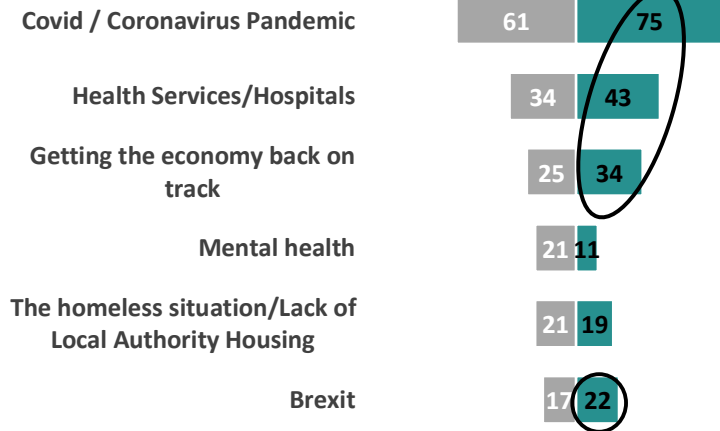
Racial Discrimination in Ireland



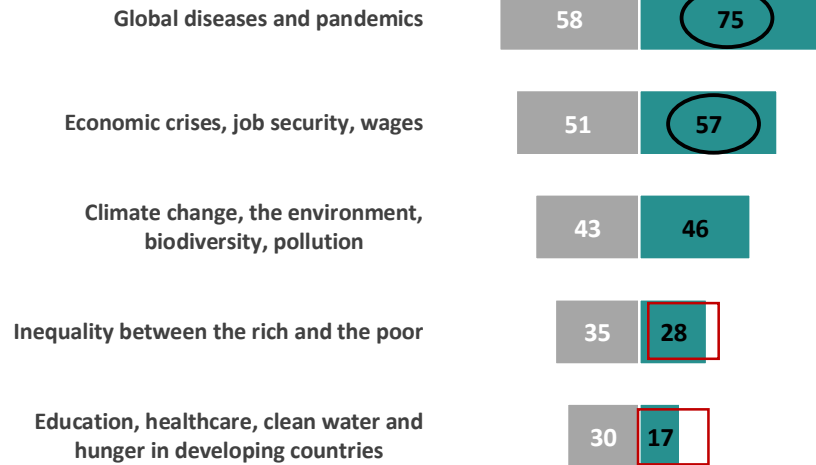
Move to Diverse Society



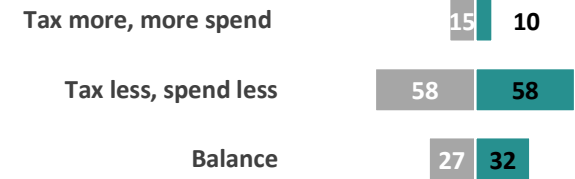
Most Important Issues - Ireland



Most Important Issues - Personally



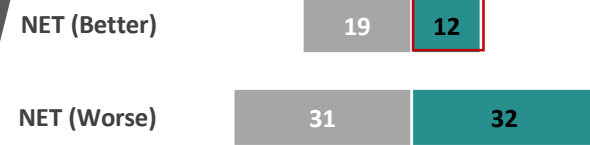
Tax vs Spend



General Economic Outlook

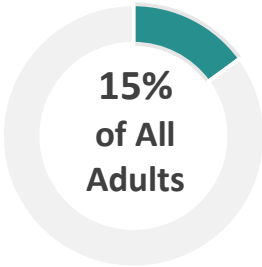


Household Financial Outlook



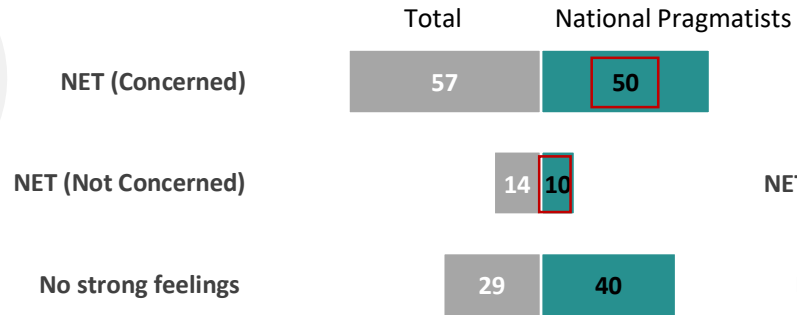
National Pragmatists individuals identify primarily as citizens of Ireland, and, with a somewhat pessimistic view of the country's future economy, believe getting the economy back on track, while addressing endemic issues such as the health service, should be the Government's primary focus in the short to medium term.

National Pragmatists - Overseas Aid Profile

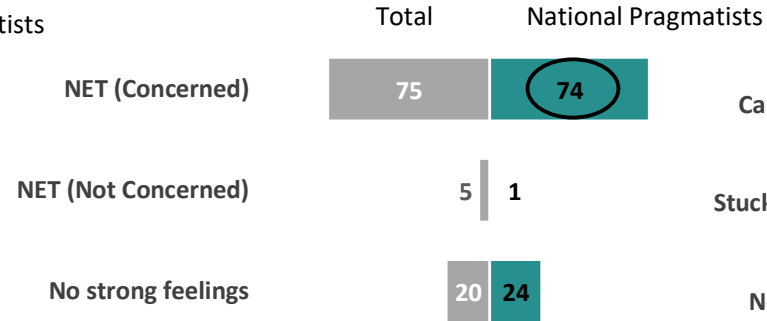


566,000
individuals

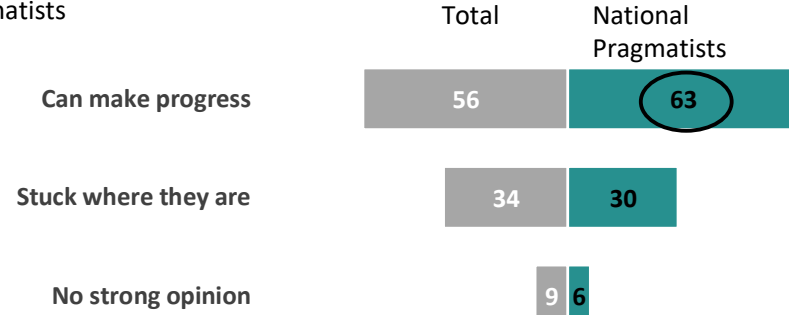
Minority Rights Concern



Developing Country Poverty Concern



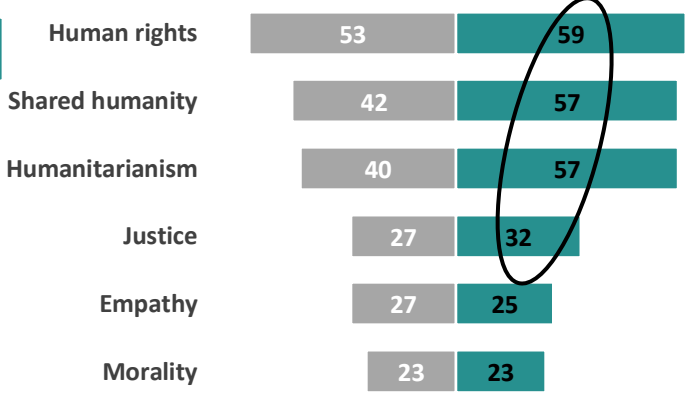
Developing Countries Capability



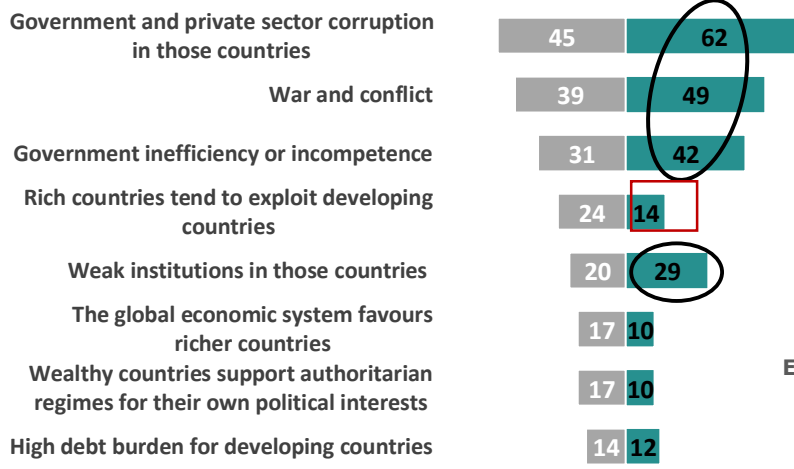
Trust – Top 10 Rating



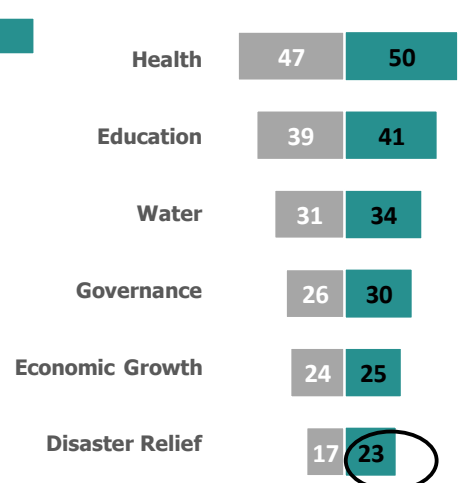
Reasons to help Developing Countries



Causes of Poverty in Developing Countries

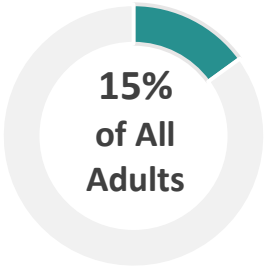


Irish Government Support Priorities



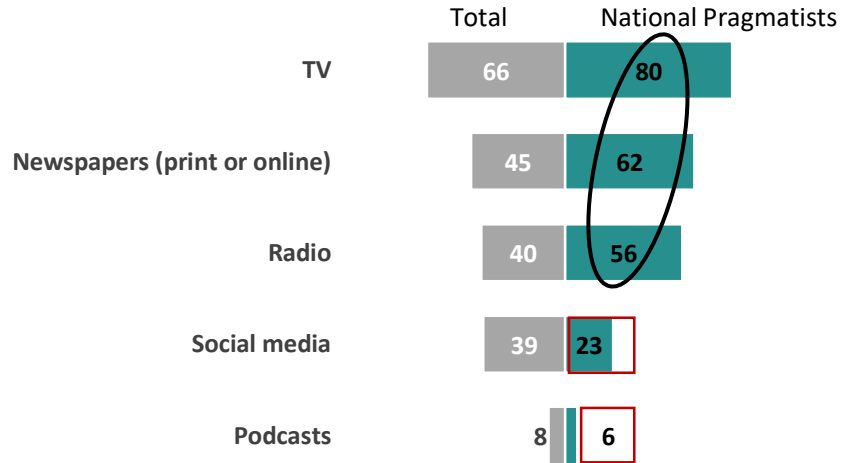
National Pragmatists is perhaps the most likely of all segments to attribute poverty in developing countries to the corruption, inefficiency and weak institutions of Governments there. This segment does however, express a strong sense in which developing countries should be given help due to a sense of humanitarianism and human justice.

National Pragmatists - How do we target them?

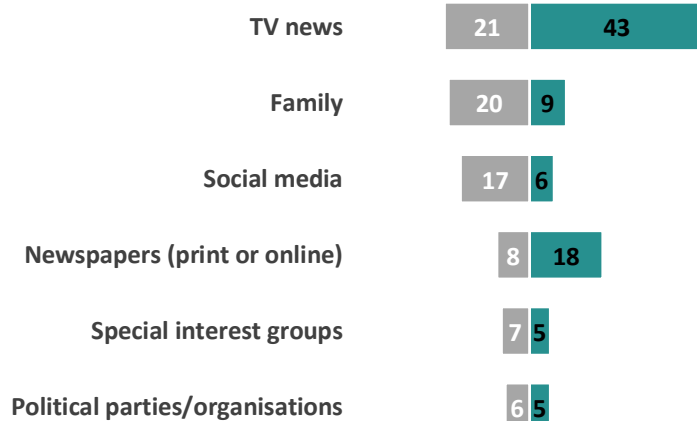


566,000 individuals

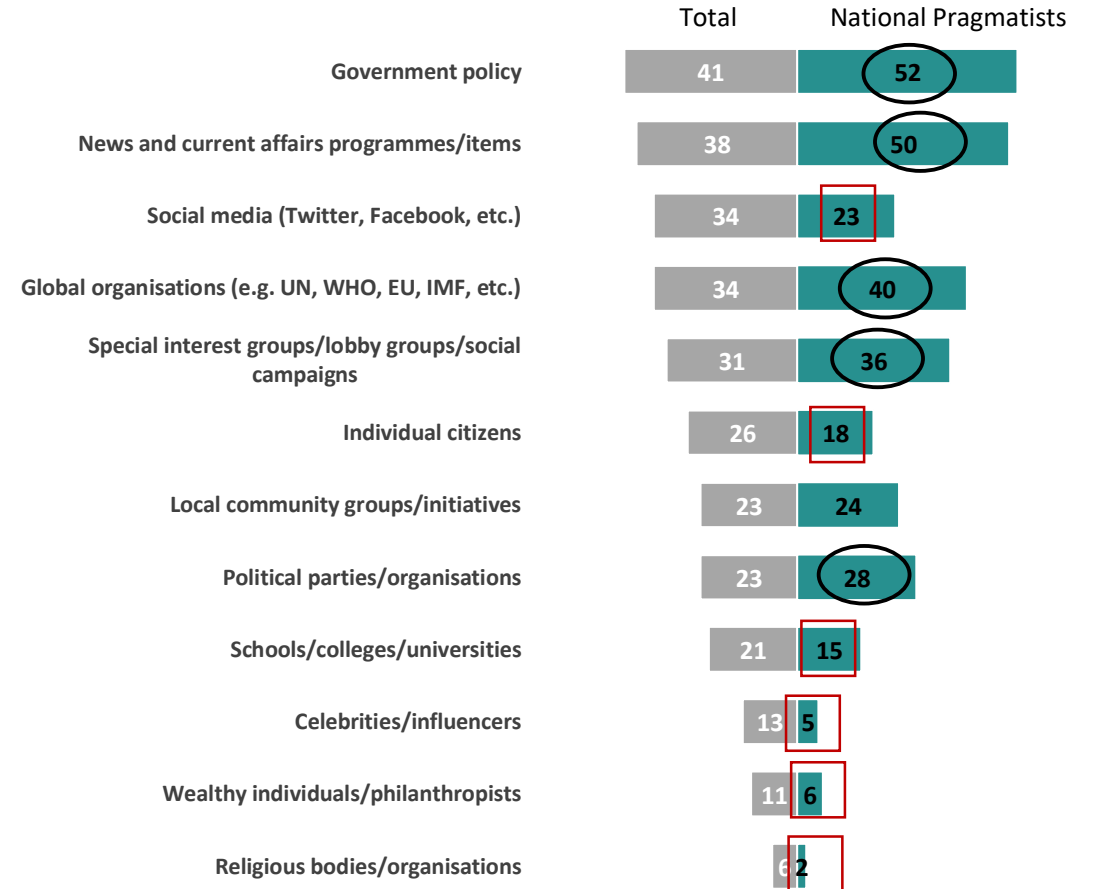
Most Frequently Used for News/information



Greatest Influence on Views & Opinions



Most influential Prompting Social Change



Individuals in National Pragmatists are heavy consumers of traditional media, including TV, print and radio. These adults are also most likely to hold the view that Government policy, current affairs programming, and both global organisations and special interest groups are all well placed to influence and prompt social change.

Thank you.



RESEARCH
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Delve Deeper