



Segment Pen Portraits

Empathetic Reactionaries - Who Are They?

25% of All Adults

918,000 individuals

Gender

| | Total | Empathetic Reactionaries |
|--------|-------|--------------------------|
| Male | 49 | 40 |
| Female | 51 | 60 |

Area Type

| | | |
|-------|----|----|
| Urban | 66 | 63 |
| Rural | 34 | 37 |

Social Class

| | | |
|-------|----|----|
| ABC1F | 49 | 45 |
| C2DE | 51 | 55 |

Age

| | Total | Empathetic Reactionaries |
|----------|-------|--------------------------|
| Up to 24 | 11 | 14 |
| 25-34 | 17 | 21 |
| 35-44 | 21 | 22 |
| 45-54 | 18 | 19 |
| 55-64 | 14 | 13 |
| 65+ | 19 | 11 |

Lifestage

| | | |
|-------------------|----|----|
| Single | 31 | 31 |
| Pre Family | 8 | 7 |
| Family Pre School | 13 | 15 |
| Family Pre Teen | 15 | 19 |
| Family Teen | 7 | 8 |
| Empty Nester | 26 | 20 |

Education Level

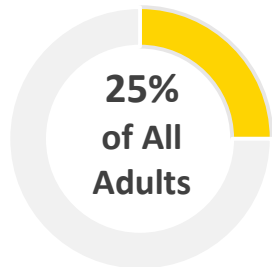
| | Total | Empathetic Reactionaries |
|----------------------------------|-------|--------------------------|
| Primary or below | 2 | 2 |
| Lower Secondary | 7 | 9 |
| Higher Secondary | 18 | 23 |
| Post Leaving Certificate | 11 | 12 |
| Higher Certificate or equivalent | 17 | 16 |
| Ordinary Degree or equivalent | 13 | 10 |
| Hons Bachelor degree/equivalent | 19 | 19 |
| Postgraduate qualification | 13 | 8 |

Political Persuasion

| | | |
|----------------|----|----|
| Left (0 - 3) | 21 | 14 |
| Centre (4 - 6) | 62 | 70 |
| Right (7 - 10) | 16 | 16 |

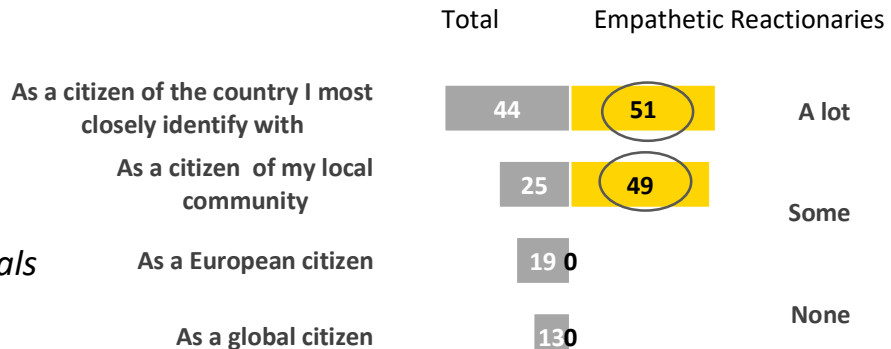
The core Empathetic Reactionaries demographic over-indexes on younger (up to 34 years of age) females at the single or young children life-stage. This segment also skews somewhat towards the blue collar working C2DE socio-economic group, and could be described as classically centrist from a political perspective.

Empathetic Reactionaries - Socio Cultural Profile

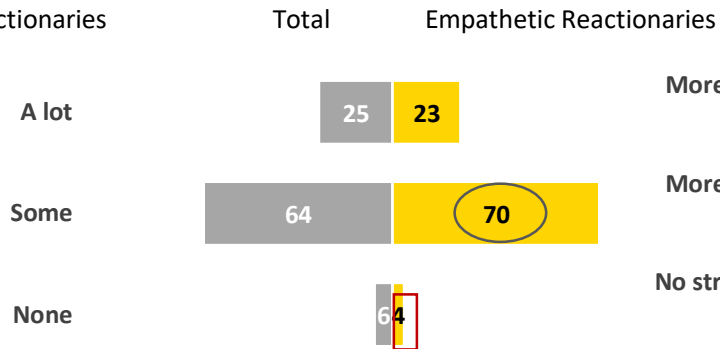


918,000 individuals

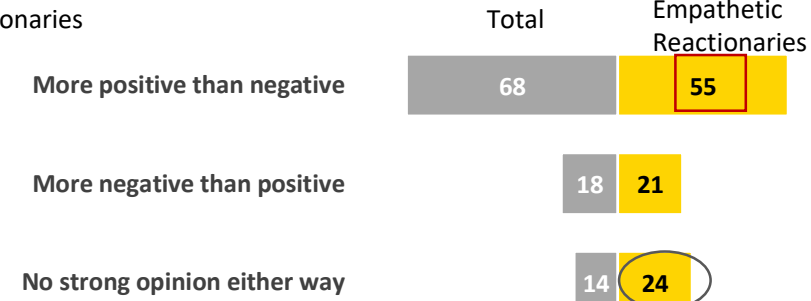
Individual Identity



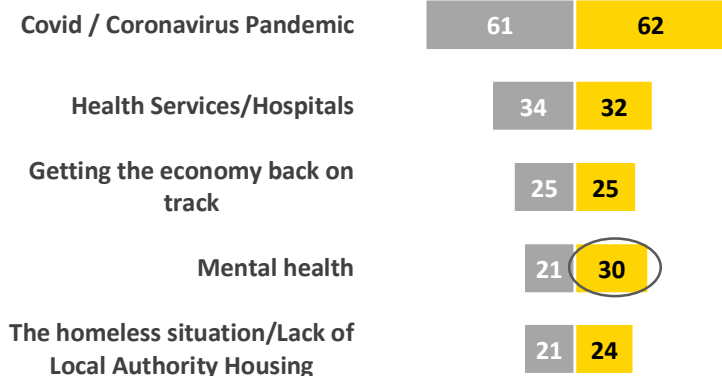
Racial Discrimination in Ireland



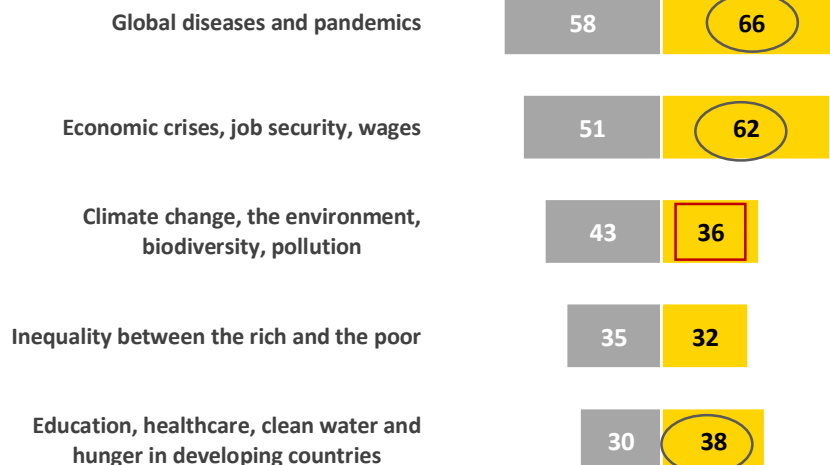
Move to Diverse Society



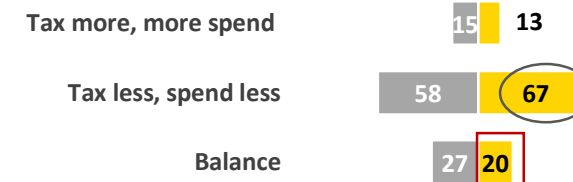
Most Important Issues - Ireland



Most Important Issues - Personally



Tax vs Spend



General Economic Outlook

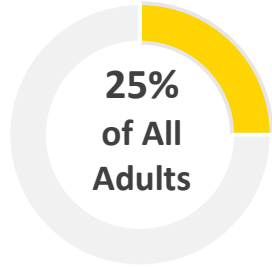


Household Financial Outlook



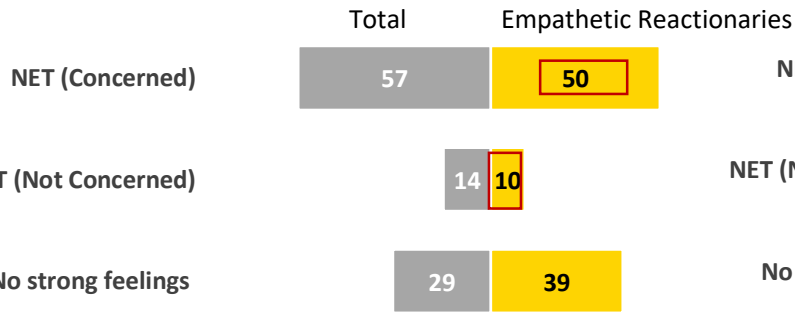
Those in Empathetic Reactionaries view their individual identity in equal part as citizens of their own country, as well as their local community. Personally quite worried about the economy and job security, these individuals are quite strong proponents of a tax less, spend less regime. Less likely than average to view Ireland's move to a multi-cultural society as a positive shift, Empathetic Reactionaries is a little more likely than others to profess concern around education, healthcare, etc. in developing countries.

Empathetic Reactionaries - Overseas Aid Profile

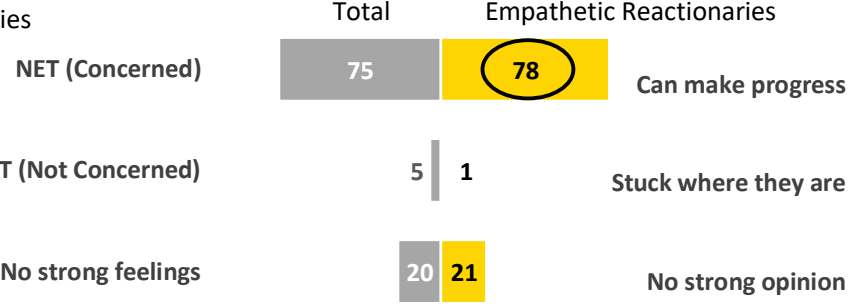


918,000 individuals

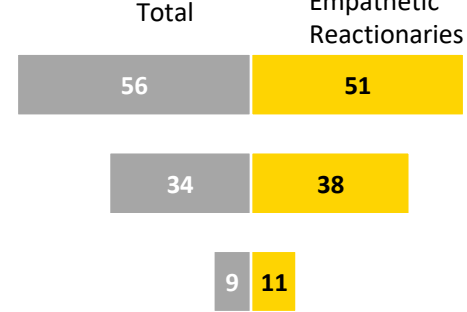
Minority Rights Concern



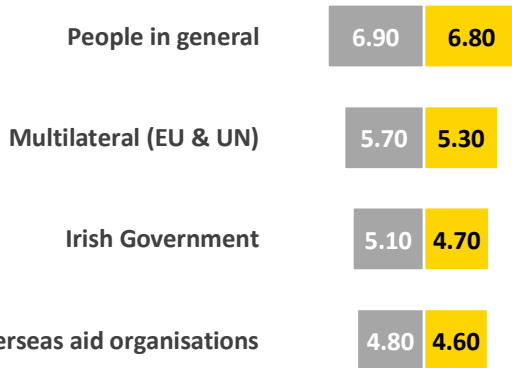
Developing Country Poverty Concern



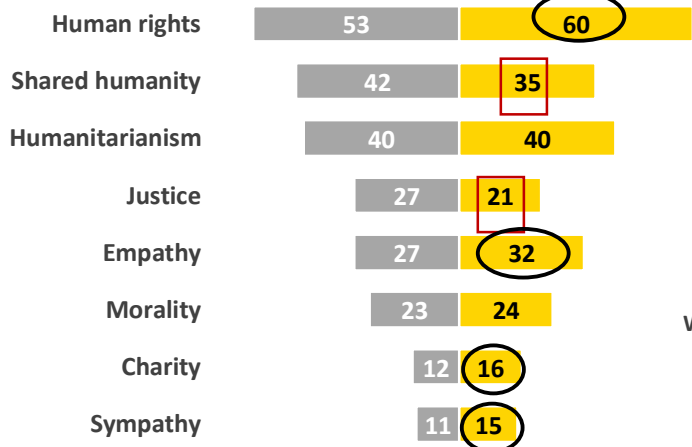
Developing Countries Capability



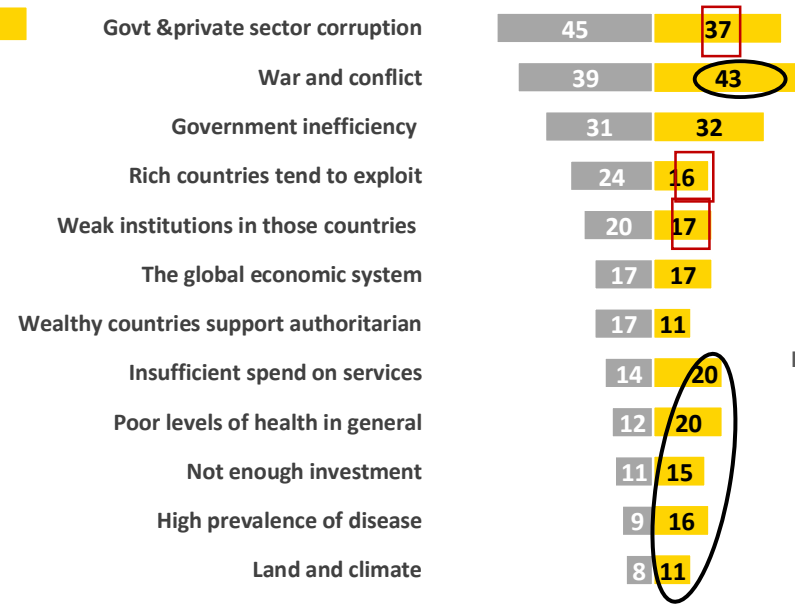
Trust – Top 10 Rating



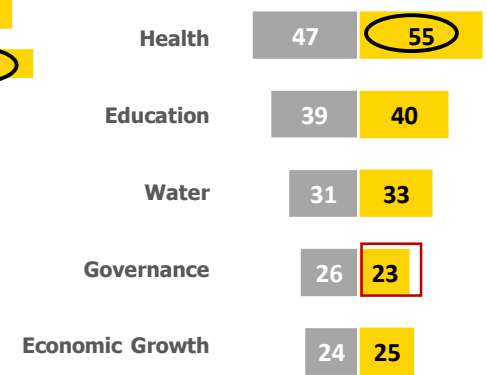
Reasons to help Developing Countries



Causes of Poverty in Developing Countries

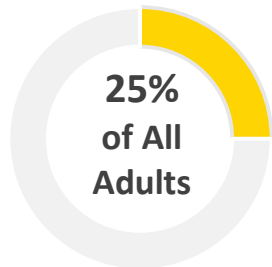


Irish Government Support Priorities



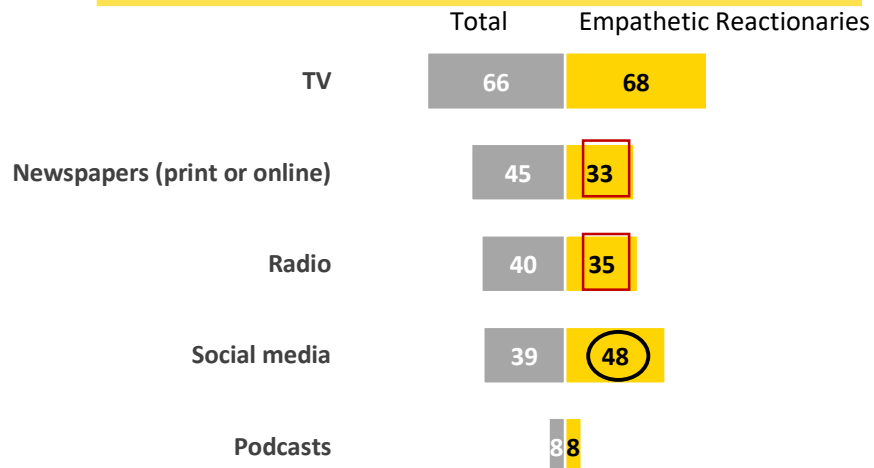
While generally concerned about poverty in developing countries, those in Empathetic Reactionaries are more likely to be motivated to help such countries due to a sense of empathy, charity and sympathy, as well as a belief that such countries are entitled to help as a basic human right. With regard to the perceived root causes of poverty in these countries, Empathetic Reactionaries is more inclined to identify factors which are arguably difficult to address – such as war and conflict, high prevalence of disease, and insufficient spend on services by local Governments.

Empathetic Reactionaries - How do we target them?

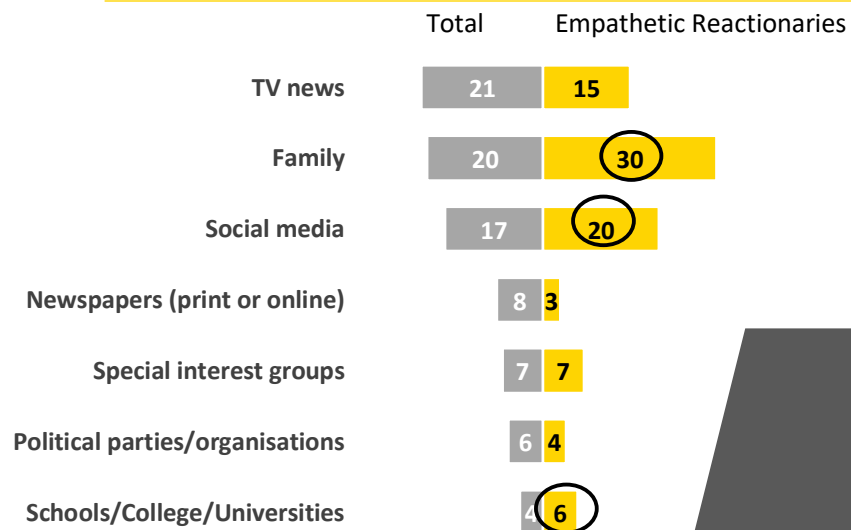


918,000 individuals

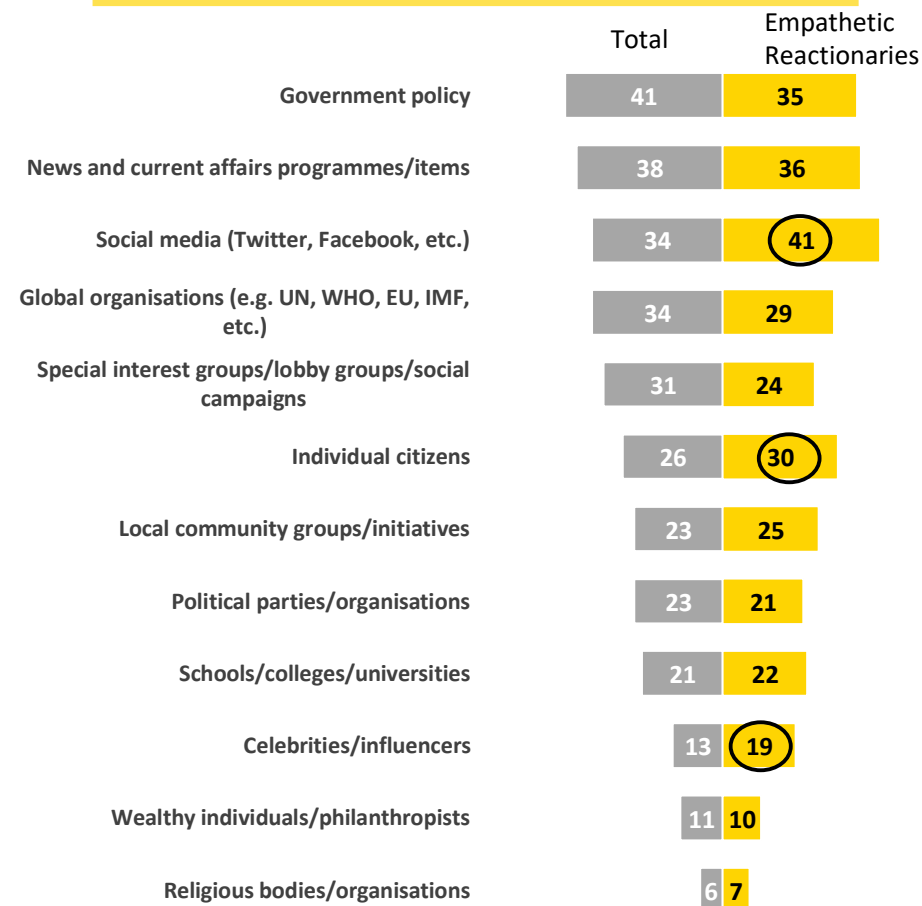
Most Frequently Used for News/information



Greatest Influence on Views & Opinions



Most influential Prompting Social Change



Representing the youngest segment of all, it is not surprising that individuals in Empathetic Reactionaries are firm believers in the efficacy of social media in bringing about social change, and also informing them in relation to news and information. This is not to under-estimate the amount of TV these individuals consume – most likely dominated by VOD and catch-up platforms

Thank you.



RESEARCH
& INSIGHT

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Delve Deeper