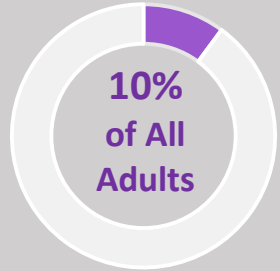




# Segment Pen Portraits

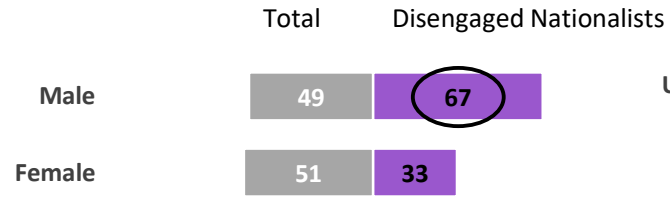
# Disengaged Nationalists - Who Are They?



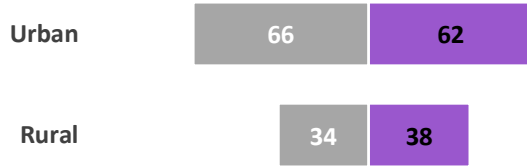
367,000 individuals



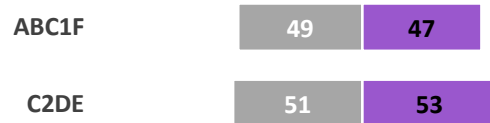
## Gender



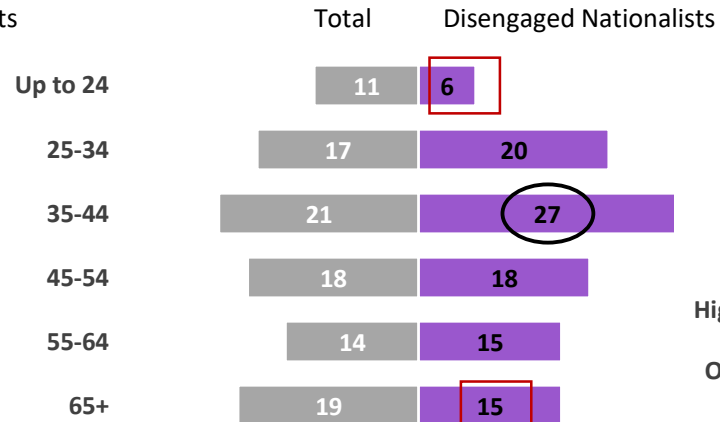
## Area Type



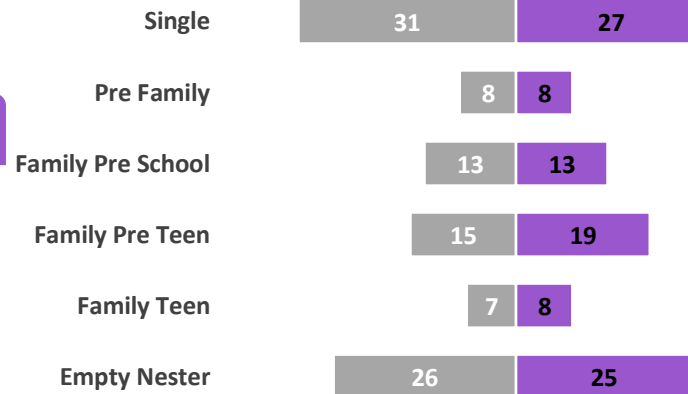
## Social Class



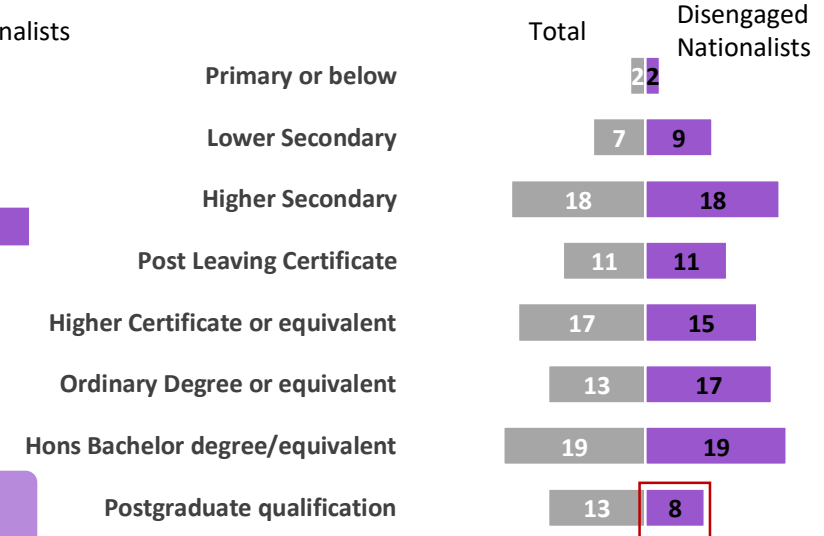
## Age



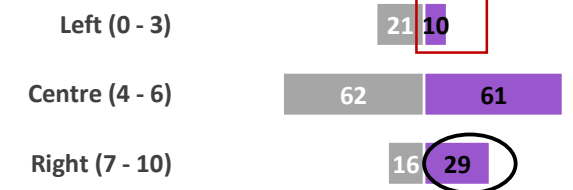
## Lifestage



## Education Level

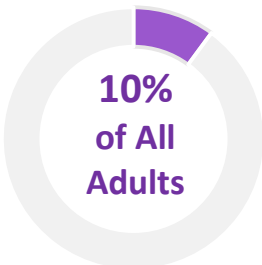


## Political Persuasion



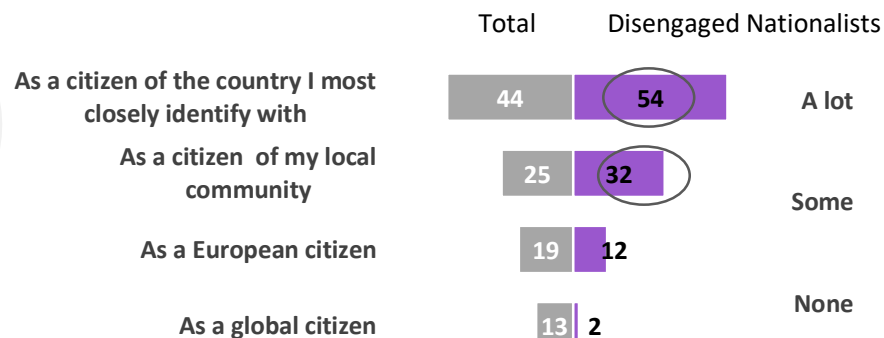
Disengaged Nationalists adults skew heavily towards males, with almost half of them falling into the 25-44 years age group. Almost three in ten lean towards the right on the political spectrum.

# Disengaged Nationalists - Socio Cultural Profile

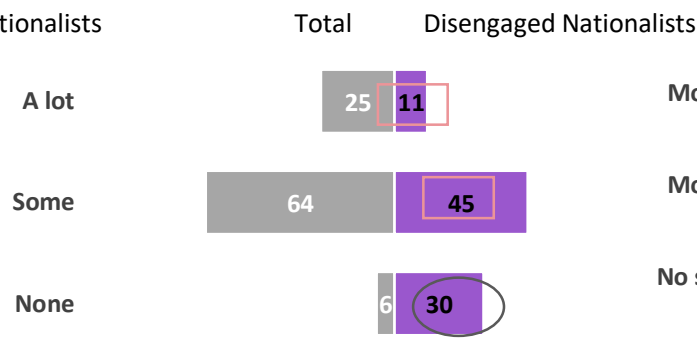


367,000 individuals

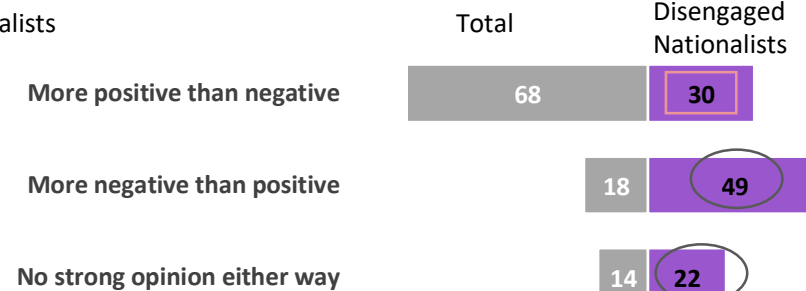
## Individual Identity



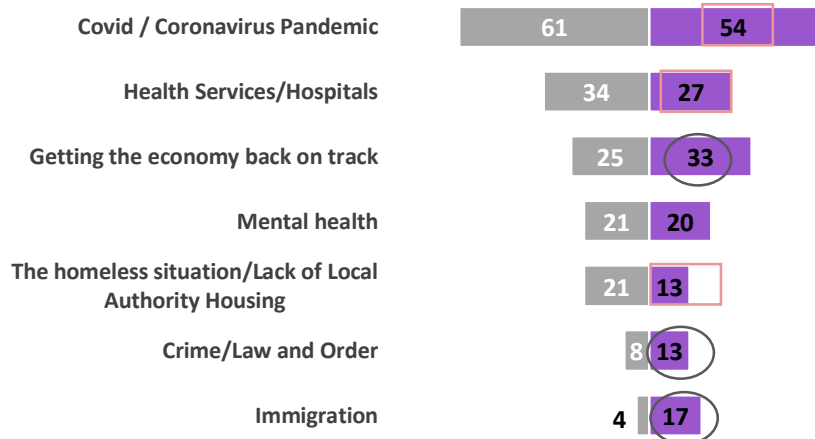
## Racial Discrimination in Ireland



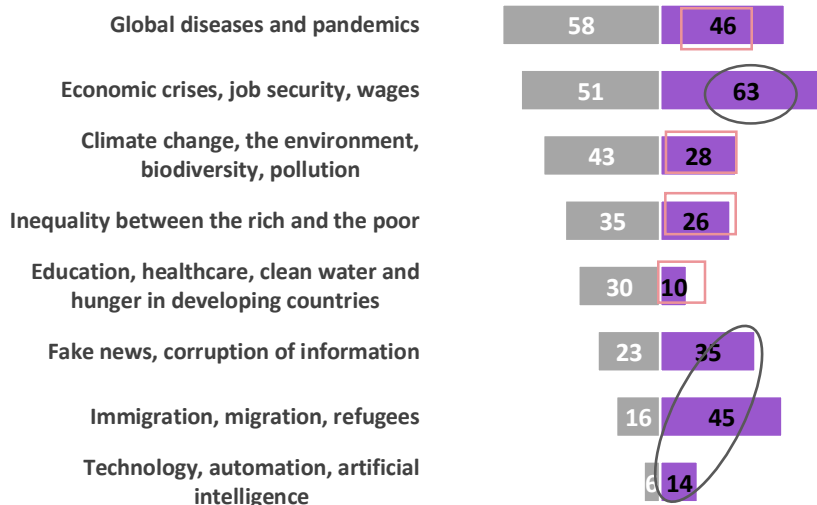
## Move to Diverse Society



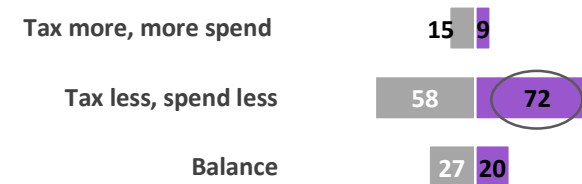
## Most Important Issues - Ireland



## Most Important Issues - Personally



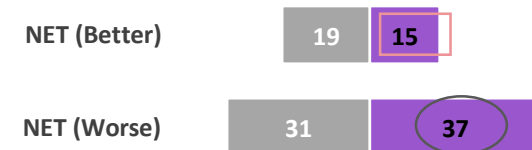
## Tax vs Spend



## General Economic Outlook

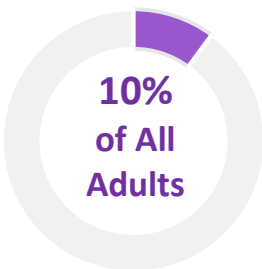


## Household Financial Outlook



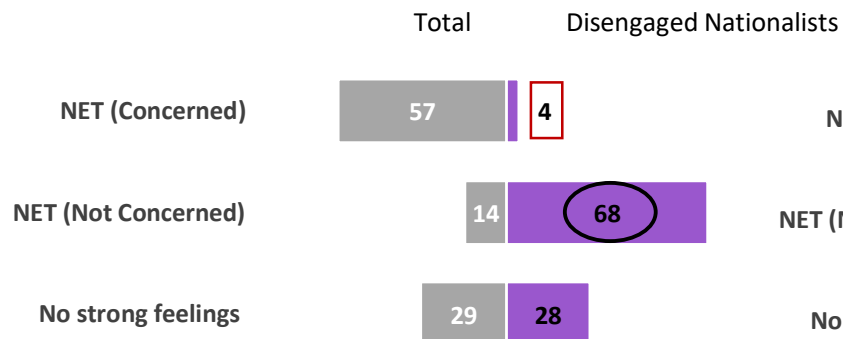
Those in Disengaged Nationalists view their identity through the prism of their country first of all, and their local community after that. These individuals hold the most pessimistic view of their future finances, view Ireland's move to becoming a more diverse society with scepticism, and are also more concerned than all other segments about immigration, fake news, and the role of technology in today's world.

# Disengaged Nationalists - Overseas Aid Profile

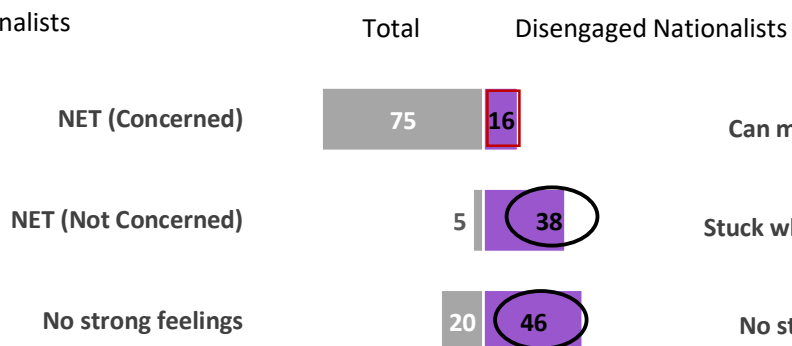


367,000 individuals

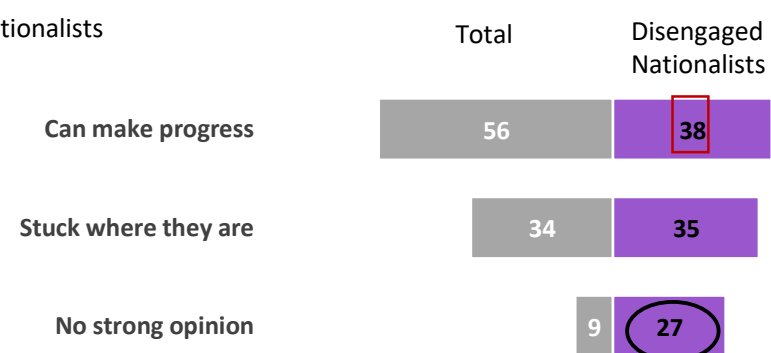
## Minority Rights Concern



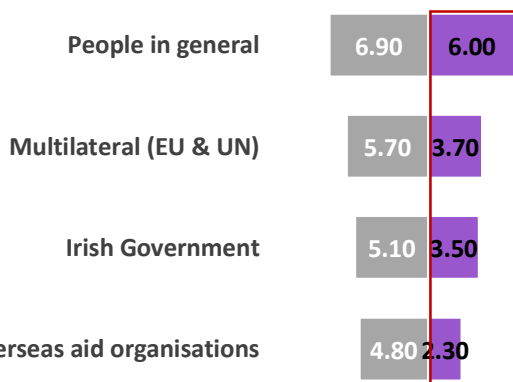
## Developing Country Poverty Concern



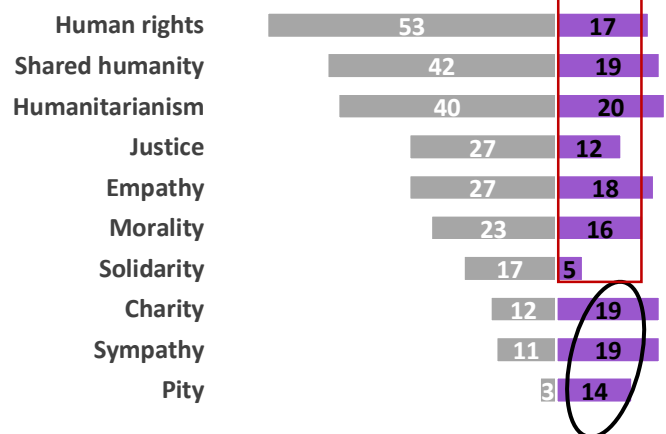
## Developing Countries Capability



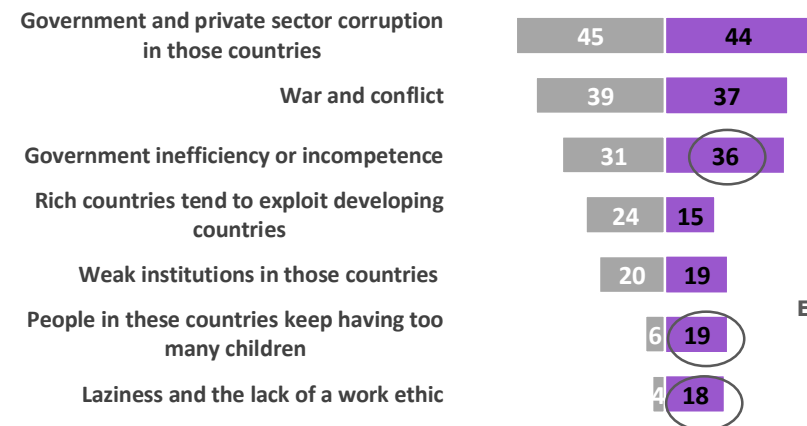
## Trust – Top 10 Rating



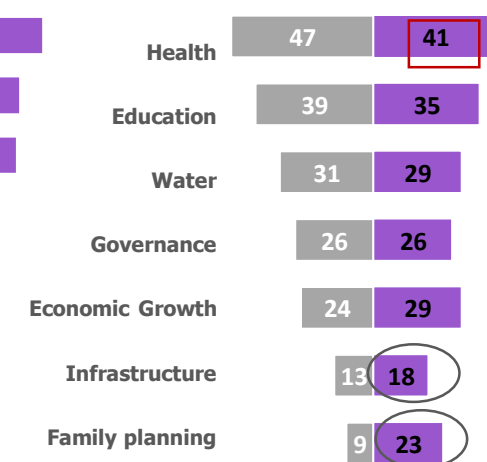
## Reasons to help Developing Countries



## Causes of Poverty in Developing Countries

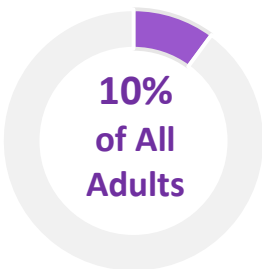


## Irish Government Support Priorities



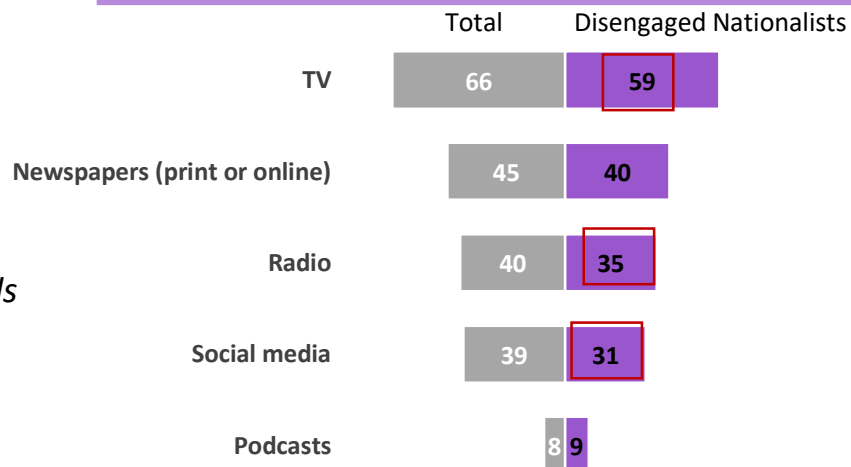
Entirely unsympathetic to the notion of helping developing countries, Disengaged Nationalists essentially believes that Government incompetence and the irresponsible behaviour of citizens of those countries themselves are the root causes of poverty there.

# Disengaged Nationalists - How do we target them?

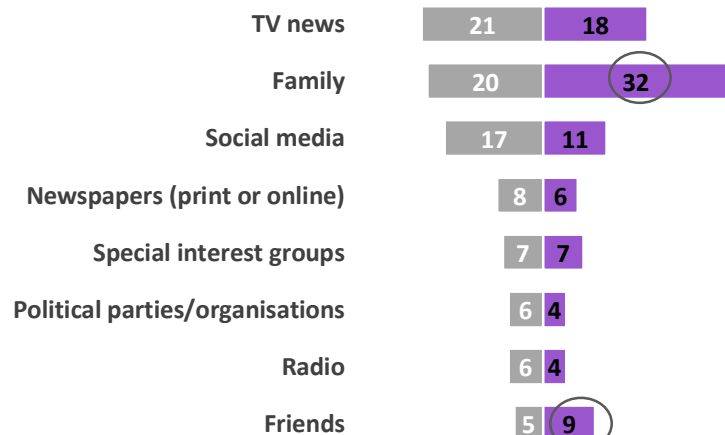


367,000 individuals

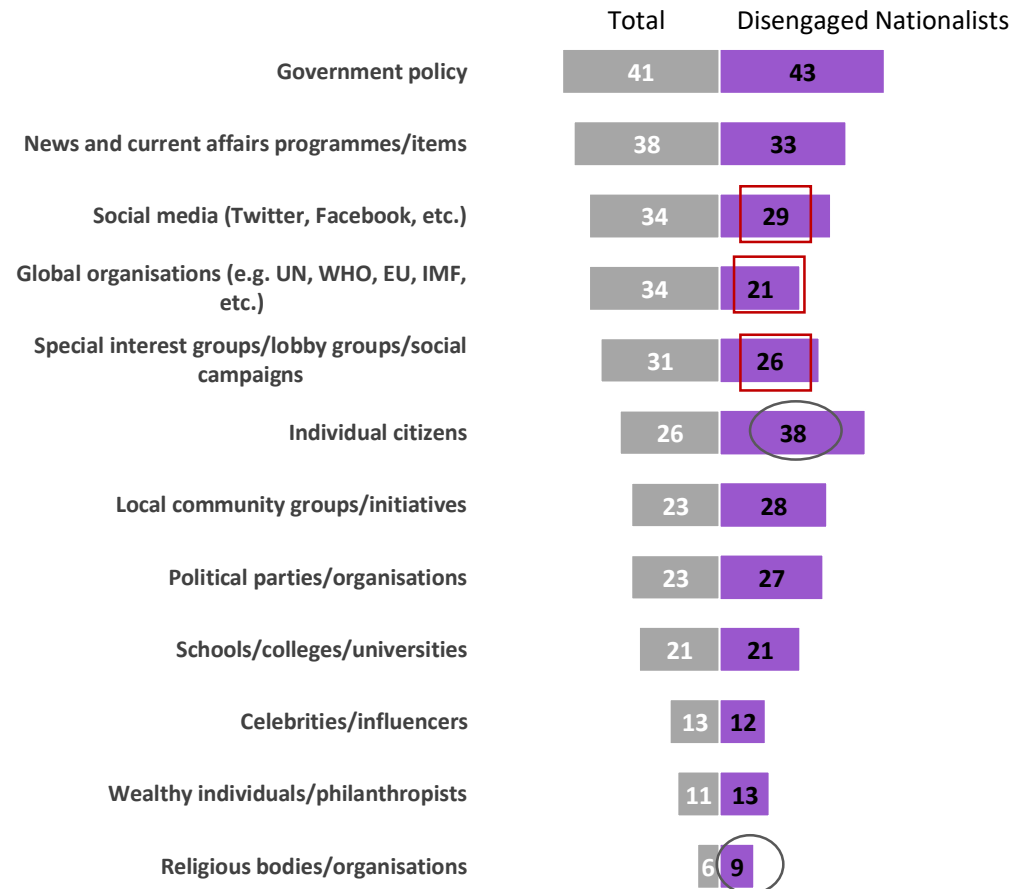
## Most Frequently Used for News/information



## Greatest Influence on Views & Opinions



## Most influential Prompting Social Change



In general, Disengaged Nationalists is the most disengaged of all segments from mainstream media, and is much more likely to defer to individual friends and family as a source of information about key issues of importance to them.

	5. Global Citizens	2. Community Activists	1. European Multilateralists
Bullseye Audience	20-39; Single/Pre-Family. ABC1, Urban, College Educated.	Single/Young Family; College/ Post-graduate; Female Skew.	Urban, ABC1, 55+
Media Channels	Over-index on multi-media digital channels (news sites, social media, podcasts).	Mix of traditional channels (TV; radio; print) and social media.	Full mix of traditional media touchpoints.
Socio Cultural Priorities	Global citizens; focused on climate change, housing, fake news, rise of populism; more positive financial outlook.	Local community/national citizens; focused on housing, climate change, economic inequality, developing countries, populism.	European/National citizens; focus skew towards health service.
Overseas Aid – Communications Messaging	Aid as a humanitarian and moral imperative. Addressing exploitation by powerful countries. Administered by multilaterals and aid organisations.	Aid as basic human right and sense of shared humanity. Addressing a global economic system favouring rich countries.	Aid for reasons of justice and morality. Administered by Irish Governments via Aid Organisations, overseen by Multilaterals.

# Thank you.



RESEARCH  
& INSIGHT

*Milltown House  
Mount Saint Annes  
Milltown, Dublin 6 - D06 Y822  
+353 1 205 7500 | [www.banda.ie](http://www.banda.ie)*

# Delve Deeper