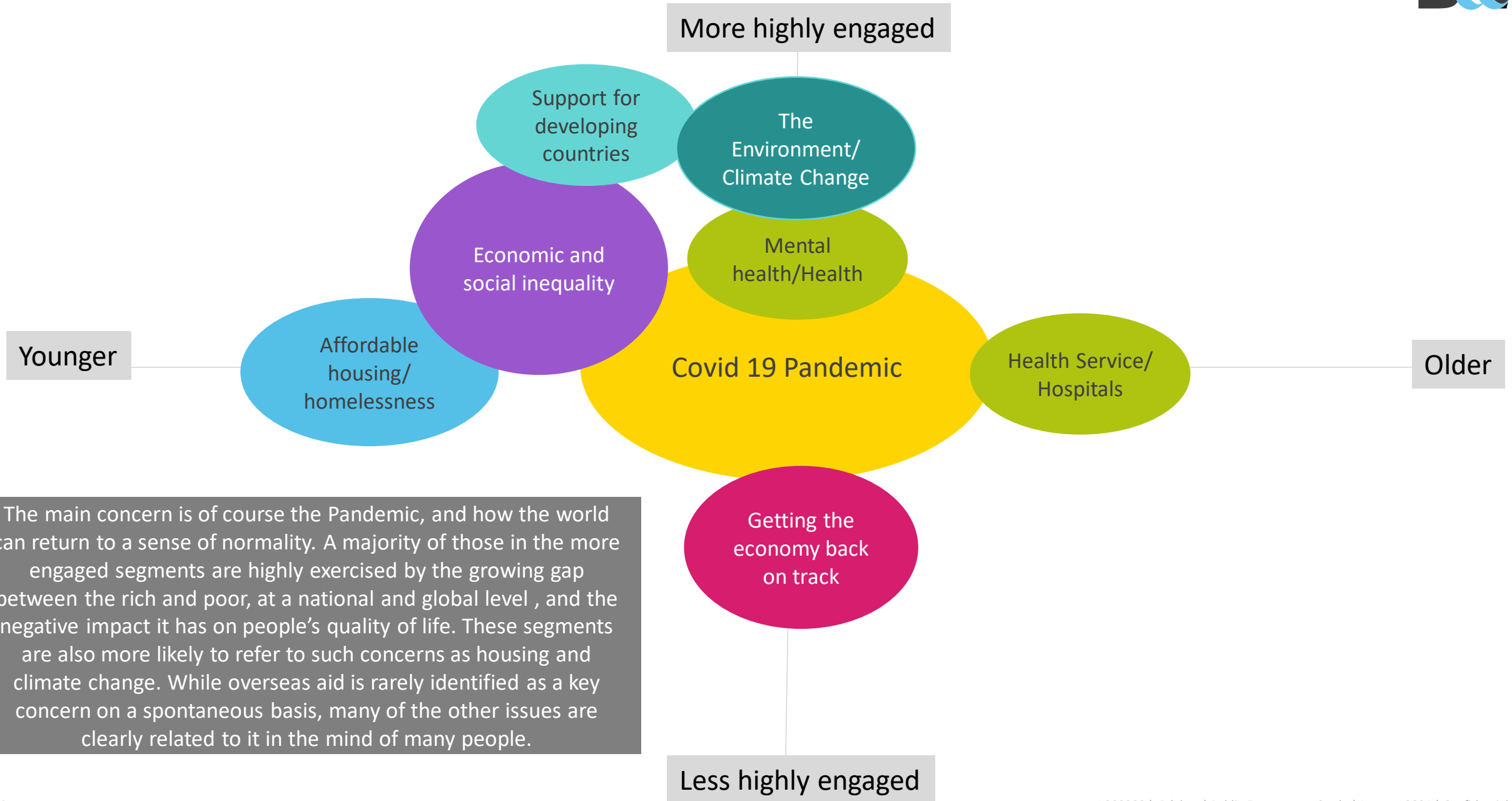




2020

Qualitative Research Outputs

Overseas Aid in Context - Qualitative Overview



Mental Health/Health – Verbatim Comments

“

I think there's such a stigma over it (mental health), you know manly men not wanting to put their feelings out there, or you know, kids not being able to show their emotions without fear of the schoolyard going to be, you know, absolutely jump on their backs and making a show of them. So then, obviously people have come a long way since myself growing up and probably some of the lads growing up too in terms of people's acceptance in others.

35-44, Male, Cork, ABC1

Well at the minute I am a Primary School Teacher. So I am thinking a lot about the children a lot and their education and their mental health and well-being at the minute is very low at the minute. I am getting a lot of emails from upset parents because they have upset children. So that would be my main concern and their well-being and mental health and the effects of corona virus on them.

18-24, Mixed, Dublin, BC1

Well, I suppose my very first thought about non-Corona Virus, was health related matters. I'd be thinking about the most recent kind of cervical check issues that have been obviously to the fore front of all our attention and jut how, going forward, that can never happen again.

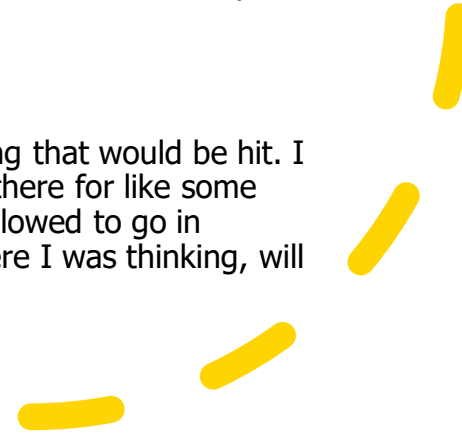
35-44, Female, Dublin, ABC1

No, it was always there, mental health has been a problem for years you know the suicide rate in Ireland, very bad but since Covid came in and people out of work, students aren't able to go to college or school it's made the situation even worse than before that I think it was always there, it's just bigger now.

25-34, Mixed, Cork, C2DEF

Yes in terms of Ireland I suppose the health service would be something that would be hit. I hope I never have to go in there. Like anything I suppose if you were there for like some things this year. That would have been one because you wouldn't be allowed to go in because of Covid. It was sorted but there was a few months there where I was thinking, will this ever be sorted out.

45-54, Mixed, Galway, BC1F



Economic and Social Inequality – Verbatim Comments

“

Yeah, sorry, I suppose the biggest thing for me at the moment is kind of the gap that seems to be growing between the haves and the have-nots. I mean, our parents, it was so much easier for them to buy a house and things like that, whereas the reality is a lot of us are never going to be able to afford to buy our own house. and I think as a knock-on effect of that then, homelessness, addiction, mental health, they're all kind of knock-on effects of that.

35-44, Male, Cork, ABC1

I think for me definitely I am interested in consumption and over consumption. It always affects me like in the world. Like in the third world countries. How the water pollution is in Bangladesh and stuff. How the companies are taking advantage of the locals. Taking advantage of the workers and their pay.

18-24, Mixed, Dublin, BC1

I always tend to be drawn to like, probably the plight of women across the world as well. Like, I know that girl that was beaten in Sri Lanka as part of an exorcism and when you hear of the female genital mutilations that go on across Africa. That sort of a thing would obviously get my attention and other than that, the whole, what you call it, the Donald Trump Show before Christmas and after Christmas as well.

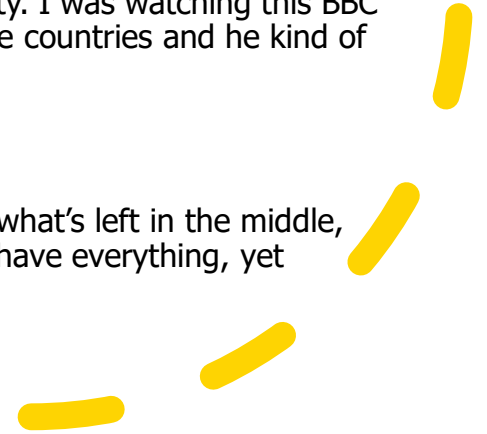
35-44, Female, Dublin, ABC1

It's crazy, and then also inequality, so countries with loads of wealth and then people, you know maybe 5% having all the wealth and then everyone else living in poverty. I was watching this BBC 1 documentary I think it's Reed, I can't think of it, he goes around these countries and he kind of goes to the areas that are really extremely affected

35-44, Female, Dublin, ABC1

Globally, I suppose, maybe inequalities of global rich and the poor and what's left in the middle, the gaps are so big between them. I mean the world's richest seem to have everything, yet they've nothing and the world's poorest are extremely poor.

25-34, Mixed, Cork, C2DEF



Housing/ Homelessness – Verbatim Comments

“

I suppose in Ireland then, and I suppose it's across the world, no housing for people, you know, the affordability for people to actually. Well, I suppose I can only base it off from what I know from Ireland, but I'm sure it's similar around the world. But do you know, people just working and working, and they can't actually get a house or, they're always going to be priced out of it, because of high rates of rent and then, sure they never get a chance to save, unfortunately.

35-44, Male, Cork, ABC1

Yes I suppose nationally obviously homelessness is a big issue but direct provision as well. I will go with direct provision. But I am just not like. I think a lot of young people would be pretty concerned about that and then on a global level. The displacement of people like close to home. Well not to close to home. Through Calais in France. In Myanmar. The recent things that are going on there so that's probably for me.

18-24, Mixed, Dublin, BC1

Yeah, I think for me, like in Ireland, homelessness is the big thing for me. I live just in Rathmines, so kind of just seeing, seeing the amount of tents that are along the canal and stuff like that, it's just like, what is going on, and it kind of feels like, the city kind of has a semi like lawless feel about it now. I feel.

35-44, Female, Dublin, ABC1

I suppose I would agree with Brendan, the mental health is the number one really, in fairness. Probably the homelessness is another one that comes to mind there. We don't seem to be able to tackle it at all. I suppose that's built into mental health as well, they're linked.

25-34, Mixed, Cork, C2DEF



The Environment/ Climate Change – Verbatim Comments

“

I suppose you're looking at global warming and the fossil fuels and everything, like everyone's going electric, like we're getting an electric car in the next month or two, so they're trying to push this, and obviously, it's coming down the line that in 2030 or whatever, there will be no petrol or diesel cars, so, I don't know, look, global warming and the environment, in some ways.

35-44, Male, Cork, ABC1

I would be concerned about climate change and everything connected with that. I try to do what I can for the environment and then at an international level definitely just the economy at the minute and even the government and the formation of the whole thing is just a bit of a disaster.

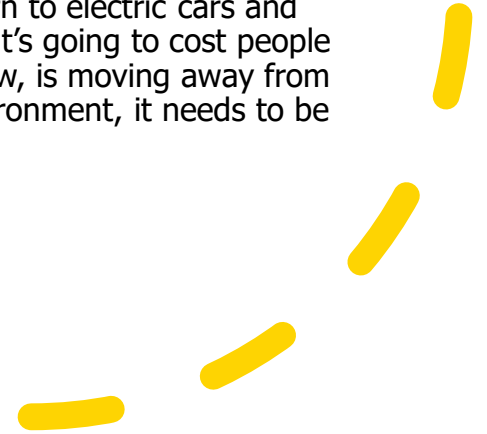
18-24, Mixed, Dublin, BC1

And then on a global scale, just like climate change would be my thought about everything, it scares the shite out of me basically, so I'm hoping that we will get to the point, but like even watching that David Attenborough documentary, I watched it with my son and he's 9 next week and he was bawling, just bawling, he was going, mum, please just turn it off

35-44, Female, Dublin, ABC1

I suppose the environment would be the next one. We're all going to turn to electric cars and everything else now, as well as being good for the environment, I think it's going to cost people money. You know you start using, every new house that's being built now, is moving away from fossil fuels. It going to cost people coming up more money. But the environment, it needs to be done, but it's going to be a problem for a lot of people with costs.

25-34, Mixed, Cork, C2DEF



Economy Back on Track – Verbatim Comments

“

Ok, so then the first thing I'm going to mention is Covid, not actually the Covid itself, I have three young children, I have parents in their 80s and it's not necessarily them catching Covid, but it's the knock-on effects of it, because it seems like Ireland is doing everything on tick, running up a massive bill, with no ideas of how they're going to pay it off, how long we're going to be in this position. It's going to cost people jobs, I mean that's a worry, not so much a worry for myself, but certainly for my kids and for friends of mine that have lost jobs and stuff at the moment

35-44, Male, Cork, ABC1

I think we'll bounce back, we still have the multi-nationals, all the pharma companies are based here, they're making loads of money with the vaccines, etc. I have friends working in pharma companies, they're doing really well, they're all getting bonuses this year, it's just a segment of society, hospitality, etc., etc., very impacted. It's going to cause unrest I think, not unrest, but like division, yeah

18-24, Mixed, Dublin, BC1

Yeah. I mean Covid is going to last another year, maybe more. Do you know what I mean, and every country is borrowing, borrowing, borrowing, so there has to be consequences of that. Unless they start a money machine and start printing out money or something. You know what I mean, there has to be backlash from all that, you know what I mean.

25-34, Mixed, Cork, C2DEF

What I consider myself at the moment is the visibility to literally pay for all these COVID payments and bits and pieces. Two years ago the Government wouldn't have been able to find this money. We will say for new hospitals or nurses doctors things like that. But all of a sudden it has money available to do different things and I am thinking of this for a slightly personal level. My son spent a lot of time in Crumlin.

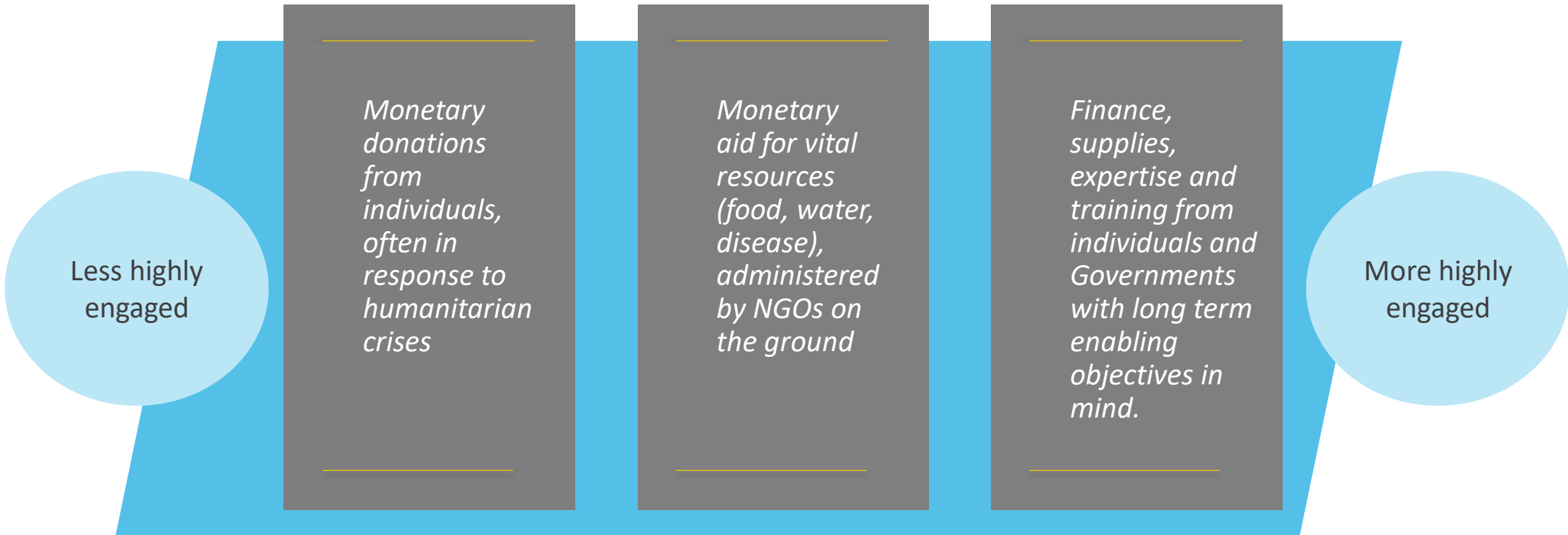
45-54, Mixed, Galway, BC1F

I feel like there is so much money been given out I don't understand why it's so high as that. I can't understand how all these young students are getting all this money and I think there is so much pressure and that's where our money has gone to pay for our vaccines

55-64, Mixed, Sligo, C1C2

Overseas Development Aid - Meanings and Connotations

- The more engaged the segment, the more expansive its definition and understanding of overseas aid.





Overseas Development Aid – Verbatim Comments

I don't see aid as just money myself. I see it like it could be given in other ways. Food. Clean water, the likes of a vaccine or any health-related stuff so helping the overseas hospital with medical equipment or sending maybe people from the Irish field of working just from Ireland or doctors from Ireland over to other countries to help them develop.

18-24, Mixed, Dublin, BC1

Well, it is normally financial. There's only so much you can do for infrastructure in countries where you are not involved in. The Irish Government can't build roads in Kenya, but we can help them to build roads themselves and engage with them or just help local charities.

55-64, Mixed, Sligo, C1C2

The first thing that came to mind for me was like, food supplies, health supplies, farming equipment, stuff like that, you know. Stuff for infrastructure, that's what came to mind for me first.

55-64, Mixed, Sligo, C1C2

I think it is a good idea in that we kind of help one another and help each other out. I suppose it is often said that charity should begin at home.

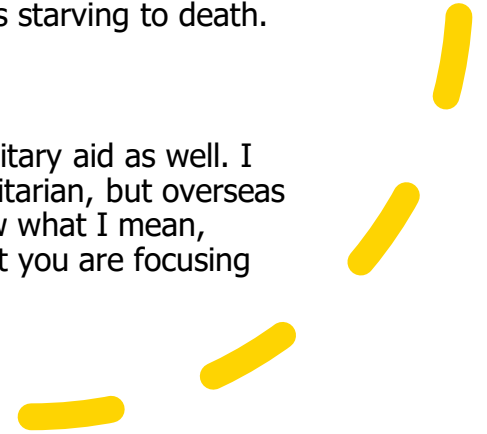
45-54, Mixed, Galway, BC1F

Straightaway to me, it means sadness and poverty, you know, you're going back, as I said earlier, to the overseas aid, where we call came and had the great thing for Live Aid now, It still means the same thing, you're looking and you're thinking of little kids starving to death.

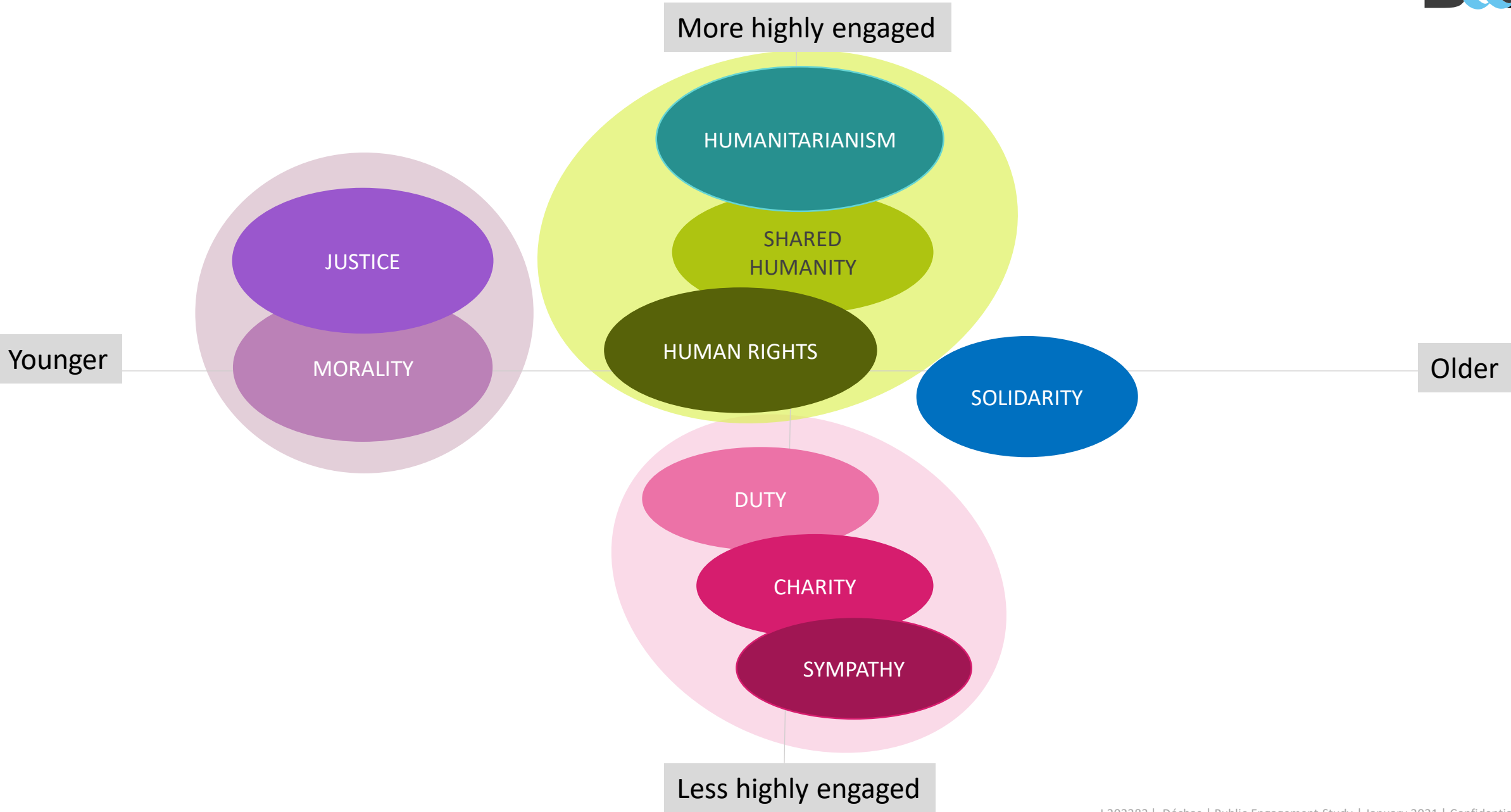
25-34, Mixed, Cork, C2DEF

I'm thinking of, like it's not the first thing that sprang to my mind, but military aid as well. I think we have, everything that everyone has said so far has been humanitarian, but overseas aid could be America selling weapons to a country for example, you know what I mean, there's not just humanitarian aid is what I'm saying, or maybe that's what you are focusing on.

35-44, Male, Cork, ABC1



Overseas Aid Value Motivators - Qualitative Overview



- To a significant extent, the reasons people feel motivated to help those in developing countries worse off than ourselves exist in the sub-conscious in psychological ‘clusters’, with values in each cluster often meaning the same thing to many people.

Humanitarianism/Shared humanity/Human rights	Justice/Morality	Solidarity	Duty/Care/Sympathy
<ul style="list-style-type: none"> • NB: people motivated by these values are by no means only referring to more short term humanitarian aid. • The over-riding sentiment here is that of all individuals, regardless of their circumstances or geography, having equal rights to basic human requirements such as food, water, shelter and civil liberties. • Underpinned by a belief that we are all part of a global society. 	<ul style="list-style-type: none"> • Regardless of the causes of the challenges faced by developing countries, a belief that we, as more privileged individuals due to a quirk as to where we were born, have a moral duty to help those less fortunate than ourselves. • A belief held even more strongly by those who feel more powerful countries are a key cause of such poverty. 	<ul style="list-style-type: none"> • Linked in the minds of some to justice, this value is often cited by the minority who feel that the Irish have a special duty of care to developing countries due to our own history of famine and colonialism. 	<ul style="list-style-type: none"> • Tending to be identified by older, more C2DE adults, those who may be motivated by these values are also more inclined to believe that the citizens of such countries are at least partly responsible for their own misfortune.

Government Overseas Development Aid Budget

- It is clear that when most people consider Overseas Development Aid, they automatically think of personal donations made via collections, etc.
- With the notion of a Government ODA budget clearly not understood by many in the less engaged segments, although the existence of one does seem fair and sensible, at least in principle.
- Just a minority of the focus group respondents felt Ireland's ODA budget should be reduced this year, with the trade-off (upon prompting) being between ODA budgeting, and expenditure on health services (vaccine roll-out), welfare payments (Covid supports), and a more vaguely expressed need for funds to stave off the effects of a potential recession.
- A handful of respondents (1-2 in each of c. 4 focus groups) were aware that the Government allocates a % of GDP to ODA, and this can be a motivating dynamic for the less engaged individuals:

- % of budget seems fair, as the absolute € ODA allocation would reduce in the event of a recession

- The current % amount (i.e. a fraction of a %) does not 'feel' overly-excessive.



For some of the mid-level engaged segments, there may be benefit in education around the recommended global % budget level, so as to contextualise the current .32%.

- At a qualitative level, there is clearly a set of interrelated factors that can act as real or potential barriers to supporting or advocating for ODA. For many, these factors unfold in their minds as a linear narrative as they consider the issue.

The efficacy of ODA administered



- Many do not have a clear idea as to precisely what areas ODA is allocated to, other than short term humanitarian purposes.
- Even where there is an understanding of what the money is spent on, how do we know the expenditure has been effective?

How exactly is the ODA administered and by who?



- People's thinking is decidedly hazy as to the precise role the likes of the Irish Government, multilaterals and development organisations play in administering aid.
- Giving rise to serious concerns around the % of ODA that actually reaches its destination, by the time all administration costs have been accounted for.

Corruption in development countries



- With such uncertainty as to how exactly ODA is managed from the time it 'leaves' its country of origin, it is no wonder that many are concerned around checks and balance that would mitigate against monies being misappropriated by corrupt officials in the developing countries.



Barriers to Overseas Development Aid – Verbatim Comments

“

Over the years we must have raised trillions and trillions of Euros for Dóchas or whatever.

Kind of wonder is it all just waste. Is it a waste of time I personally think it's a good idea, don't get me wrong but every year its coming back that different countries need help and it's a non ending issue. So I am kind of aware of where the money goes. Does it go to the right people at the right time and into the right places?

45-54, Mixed, Galway, BC1F

Well for me, when I think of overseas aid, you think where it goes to a lot of countries where there's an awful lot of corruption, Governments, especially in African countries like that. Governments have taken a lot of the aid that's given and are just give out the scraps to people that need it.

25-34, Mixed, Cork, C2DEF



Perceived Causes of Poverty in Developing Countries - Qualitative Overview

- Focus group respondents were probed as to what they felt the main causes of poverty in developing countries are, and again they can be mapped broadly along the lines of the segments' level of engagement:

Less highly engaged

More highly engaged



Local inadequacies/inefficiencies

A range of perceived sub-elements to this factor:

- Government ineptitude
- Populations rendered incapable of working by greater powers
- Laziness/indolence.



Climate/Geography

For many, the inhospitable agricultural climates, added with high susceptibility to natural disasters, sets such countries at a natural disadvantage.



Corruption/conflict

The perception that many countries, especially in Africa, are burdened with corrupt, often military regimes, that are naturally disposed towards corruption.



Colonialism

For some, the root causes of poverty date back hundreds of years:

- Disempowered and unskilled work forces
- Stripping of natural resources
- Opening the door to current corrupt/despotic regimes



Global inequality

A passionate minority point to the on-going impact of wealthy countries and global corporations exploiting poorer countries to their own economic advantage.



Poverty due to local inadequacies – Verbatim Comments

“

Another thing I think, as well, and it was, you spoke about it there or mentioned it, is kind of family planning I think the populations are probably too vast for such kind of inhospitable land. They can't afford to feed themselves, they don't have the means to feed themselves and they're still having kids.

35-44, Male, Cork, ABC1

And, fair enough, yeah, they've been dealt a raw hand in that you can't grow certain crops in certain areas and stuff, but, if they used the money the right way, you know, that gives them, you are giving the money, like why aren't they getting (any better). Do you know, why isn't it ever getting better?

35-44, Male, Cork, ABC1





Poverty due to Climate/ Geography – Verbatim Comments

“

Yeah, that, and they might have a drought where they can't grow crops and stuff.

55-64, Mixed, Sligo, C1C2

I suppose kind of like lack of natural resources as well. Africa is a killer there now for clean water, you can't go very far without that, do you know.

55-64, Mixed, Sligo, C1C2

I think you said, famine and I was thinking like, yeah, maybe, some places like, are not meant to be farmed, I suppose like, here in Ireland we've got very dependable weather like, it's not going to be great for a sun holiday, but there'll always be rain, the crops will always grow in Ireland, but in, I don't know, someplace where droughts and stuff like that

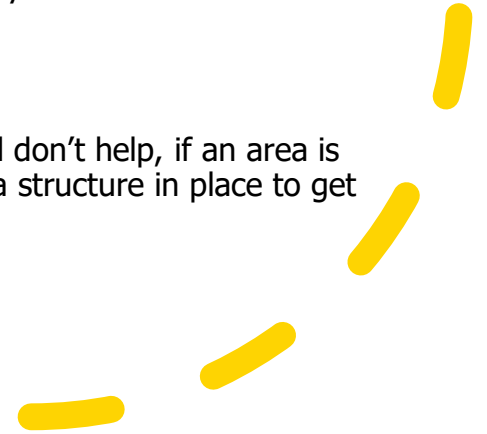
55-64, Mixed, Sligo, C1C2

I would say unforeseen circumstances, like drought is a huge problem and I suppose over-population, you know what I mean, like you have such huge poverty and then you probably have no family control in that, let's put it that way, you know, so one thing leads to another then. They can't afford to feed the child they have, you know what I mean, it's going to be twice as hard to feed 3 or 4 children. It's all that, one interlinks with the other, in fairness, you know.

25-34, Mixed, Cork, C2DEF

Difficult climate to grow stuff in, and look, obviously corruption and greed don't help, if an area is starved of water and there's a drought and you can't, you don't have infra structure in place to get water there. Obviously, the problem is going to build.

35-44, Male, Cork, ABC1





Poverty due to Corruption – Verbatim Comments

“

I was first thinking about corruption, like some of the leaders like say, Robert Mugabe and stuff have certainly not helped to bring them into the First World, or developing.

45-54, Mixed, Galway, BC1F

Well, it was in your question there, they're regimes. And regime lends itself to corruption.

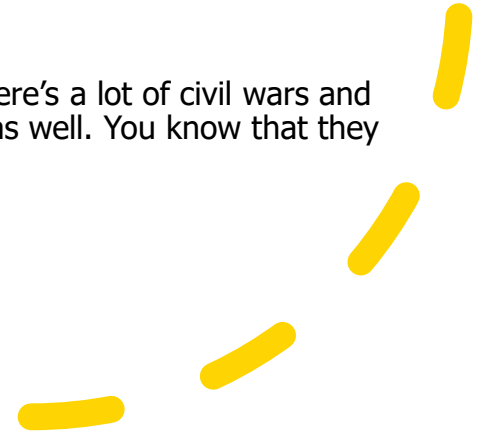
25-34, Mixed, Cork, C2DEF

Because so many places spend so much money on their military, they forget about their people.

25-34, Mixed, Cork, C2DEF

You didn't mention war as well, in terms of poverty there, obviously there's a lot of civil wars and others in Africa and the Middle East that would grossly impact people as well. You know that they have been set back.

35-44, Male, Cork, ABC1





Poverty due to Colonialism – Verbatim Comments

“

I think they made them reliant nearly for work and these people came over and obviously became the dominating force of all if you like.

18-24, Mixed, Dublin, BC1

It would be a case of like, again, we had colonialism for 800 years, we got lucky. But some other countries, like we didn't end up with despot leaders in our country, whereas parts of Africa, like off in the Congo and look what happened there. They tried to impose a new Government, it didn't work, so it turned into civil war.

55-64, Mixed, Sligo, C1C2

Yes, when these countries were colonized and a lot of them were so restricted, the resources were taken to Europe and processed so they were sold back to these people.

45-54, Mixed, Galway, BC1F





Poverty due to global inequality – Verbatim Comments

“

Like kind of businesses and they want to make it global and they are not going to necessarily going to developing country to do that, they are going to a country where they know that they can make money from it.

18-24, Mixed, Dublin, BC1

I think trade is a big problem too. We as the richer part of the world are buying products from these countries say things like utensils. We are buying things as cheaply as possible.

45-54, Mixed, Galway, BC1F

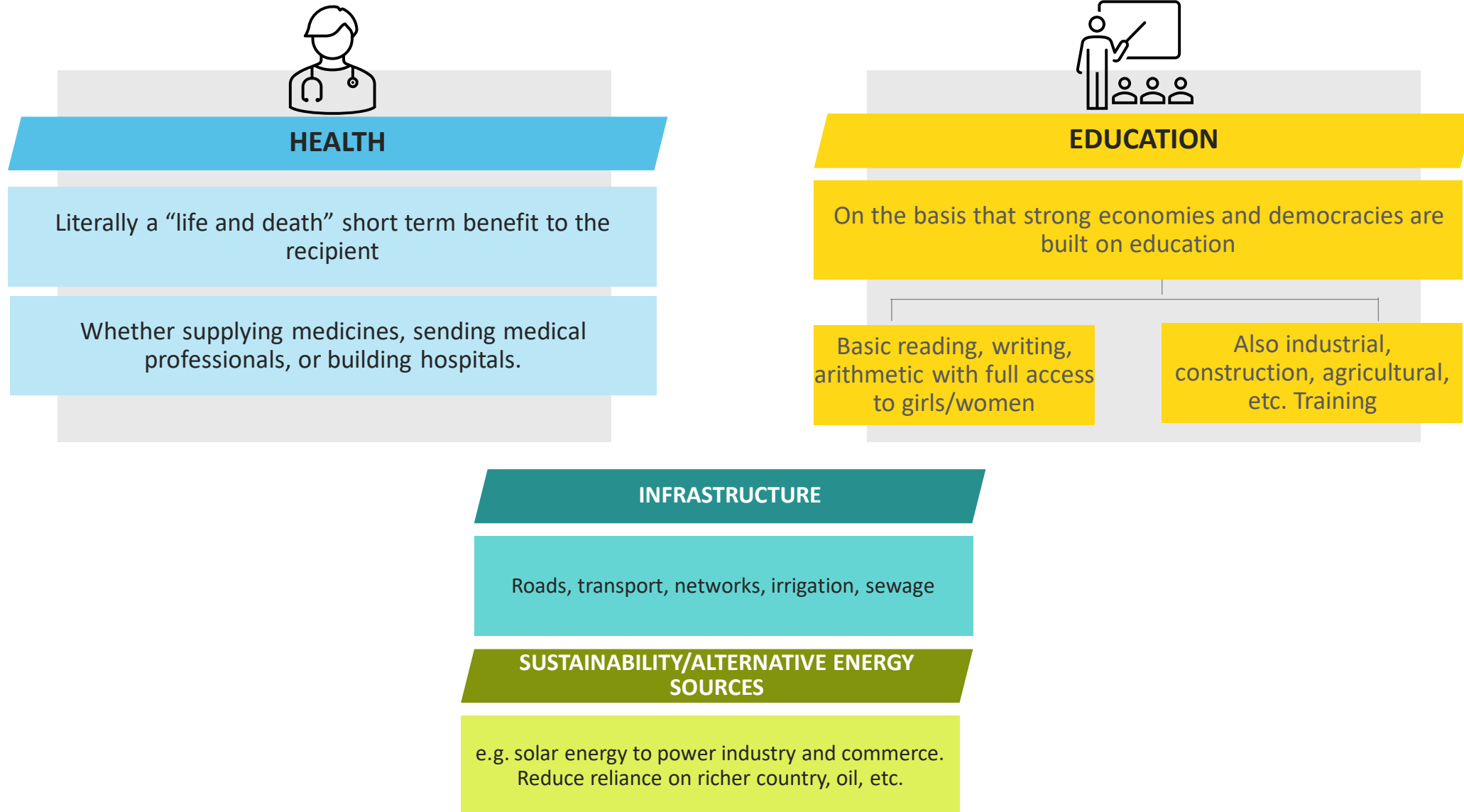
I think a lot of countries that there's a lot of poverty and probably civil war in those countries and you don't have international countries like America or other big countries stepping in, unless there's oil there. You know, you don't see them stepping in, and they don't care if there's nothing, they're not going in unless there's something in it for themselves.

25-34, Mixed, Cork, C2DEF



Government Aid Support Priorities - Qualitative Overview

- Something of a hierarchy emerged from the focus groups as to how people felt Government aid should best be spent.





Government Support – Health Verbatim Comments

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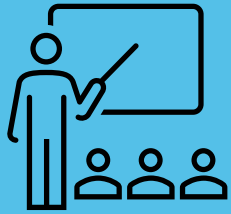
I had thought the Government one, but I was thinking improving Governments, but then, half of them are probably corrupt anyway, so I don't know who would designate that money anyway. So that's why we're back to education, health, the more educated people are, the more people will think outside the box and come up with new ideas and stuff, and obviously health, because we all need to leave a healthy, happy life and that's the foundation to build on then.

55-64, Mixed, Sligo, C1C2

Mine would be health and infrastructure. Health because I think some of these poorer countries their life expectancy can be as low as 35, 40 years old or so. As well like, if outbreaks or diseases and stuff like that, if you take care of a population's health, at least they can survive a bit longer.

55-64, Mixed, Sligo, C1C2





Government Support – Education/ Training Verbatim Comments

“

Training has a long term effect. Maybe they can be trained in building infrastructure and be more trained in teaching the children or growing the crops or whatever. Its basically so good that if they can train up in these different areas then a lot of the rest of the problems can be addressed.

18-24, Mixed, Dublin, BC1

David Attenborough was saying at the end like, a huge thing for people is proper education, he said especially for young girls and women, for them to be properly educated, because the population increase is just so incredibly high. This is something that we could pivot at and balance and start working at, we're coming to the peak of human population.

35-44, Female, Dublin, ABC1

It seems like the girls spoke about education being a big thing, but not like just from a school setting, but more like, how can they live sustainably, how can they build better houses, how can they make, you know, grow crops and sell them, and you know, just things.

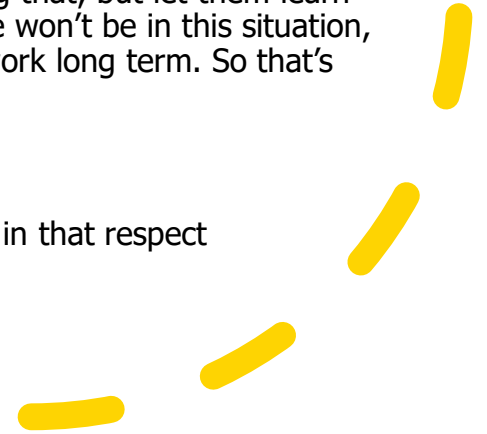
35-44, Female, Dublin, ABC1

I'm just wondering would education be an issue too, you know, educating the people that live over in these countries, ok, you know a quick fix is fine, it will get you through today, but it won't help you tomorrow, but they need to be educated, I might be wrong saying that, but let them learn that, ok, we need to put things in place that in 5 or 10 years' time, we won't be in this situation, we'll have a better life for ourselves, that the quick fix isn't going to work long term. So that's education, that's you know

25-34, Mixed, Cork, C2DEF

Education, so that the next generation can develop their own country in that respect or play a part in it at least.

35-44, Male, Cork, ABC1





Government Support – Infrastructure Verbatim Comments

“

Also, maybe more long term things, like investing in their own infrastructure and roads and yeah, just more long term things, rather than quick fixes. It's about trying to help people to help themselves long term, so that they can grow crops and there's irrigation.

35-44, Female, Dublin, ABC1

I would say education and infrastructure, again like that's kind of you're laying your foundation there for a place to prosper and develop.

55-64, Mixed, Sligo, C1C2

And infrastructure, I was just thinking that someone said earlier that they were in Tanzania and the roads weren't even roads and things like running water, plumbing and sewage as well. These are things that we definitely don't even give a second thought to in Ireland, but like if they were taken away from us, we would certainly just go downhill straightaway you know.

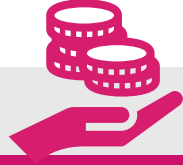
55-64, Mixed, Sligo, C1C2

Infrastructure, like roads and networks. So any kind of businesses that can set up there, that they have proper channels for distribution, etc.

35-44, Male, Cork, ABC1



- The most common aid-related activities participated in are donating money personally, and purchasing/boycotting associated products:



DONATIONS

- A minority report signing up to regular/monthly donations (a 'formal' action that helps ease the conscience).
- Quite a few refer to more seasonal donations e.g. the Trocaire box (familiar, trusted, comforting).
- On-street donations less appealing even before Covid. (Is it secure? Tied up to regular donations? Bank fraud?)
- With SMS donations by far the most effective donation mechanic (instantaneous – no putting on long finger; safe/secure – no bank details; efficient – less administration hence more goes directly to cause?).

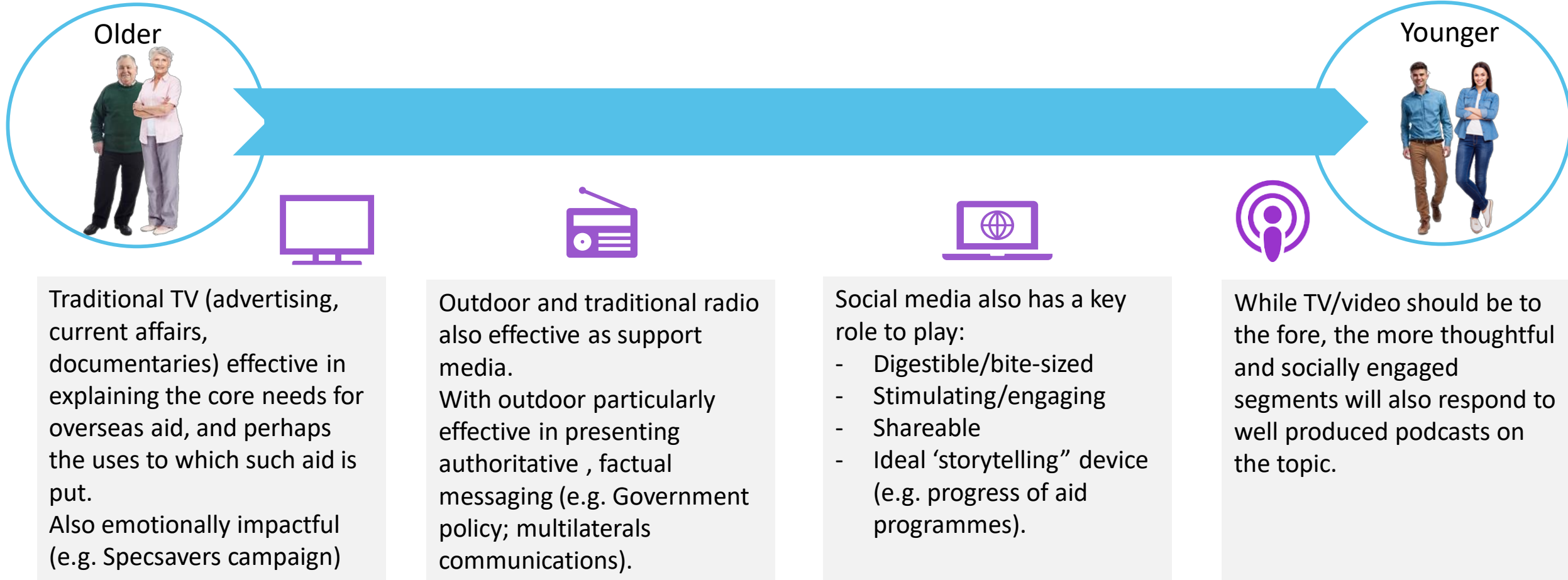


PURCHASING/BOYCOTTING GOODS

- Many report e.g. purchasing Fair Trade foods, specifically to address the exploitation of workers in developing countries.
- With some goods also boycotted (e.g. fast fashion, foods from occupied territories), often for a range of interrelated reasons (workers rights; water conservation/climate change; human rights).

Other activities are engaged in significantly less frequently (e.g. signing petitions) with some deemed more effective in lobbying/campaigning for national/local issues (e.g. contacting TD; participating in rallies).

- Visual media is by far the most evocative in capturing attention, communicating key messages, and motivating the public to engage with the overseas aid agenda. Whether the communications objective is to prompt individual donations, raise awareness of the causes and solutions to poverty, or educate and foster support for Government overseas aid budgeting.



Thank you.



RESEARCH
& INSIGHT

*Milltown House
Mount Saint Annes
Milltown, Dublin 6 - D06 Y822
+353 1 205 7500 | www.banda.ie*

Delve Deeper