

B&A

world
view

Worldview: Public Engagement Webinar 25th April 2023.

Prepared for:

dóchas

The Irish Association
of Non-Governmental
Development Organisations

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Introduction

- The project is broken down into several parts:
 - A. **Desktop** research into what data and research already exists in relation to this topic in Ireland and abroad, and how can it feed into and inform what we are aiming to achieve through this piece of work.
 - B. **Audience segmentation** data and analysis which will be used to profile the Irish public. This research will be used to identify and to segment the audience into clearly defined and usable groups.
 - C. **Annual survey** to understand Irish attitudes, behavioural engagement with development cooperation, drivers of support, and the levers to change attitude and behaviour.
 - D. **Focus groups**(based on the segmentation survey) to discern:
 1. the current beliefs and motivations of the Irish public in relation to overseas development aid;
 2. the communication content, style and channels that are likely to enhance support for overseas development aid; and
 3. how these vary from one audience group to another.
 - E. It's possible to **test out various ways of engaging** with different target audiences to communicate the importance of international development cooperation and how it can have a hugely positive impact not only on people in other countries but on us as a society.
- This project will continue over a five-year period in order to build knowledge of our audience and how best to engage with them.

Journey so far

November 2020 – February
2021

Desk Research and initial segmentation build with positioning analysis

November – December 2021

First tracking study with communication analysis

Sept - November 2022

Second tracking study with deeper understanding of current climate.

Introduction of latest phase



This report presents the findings from the third phase.



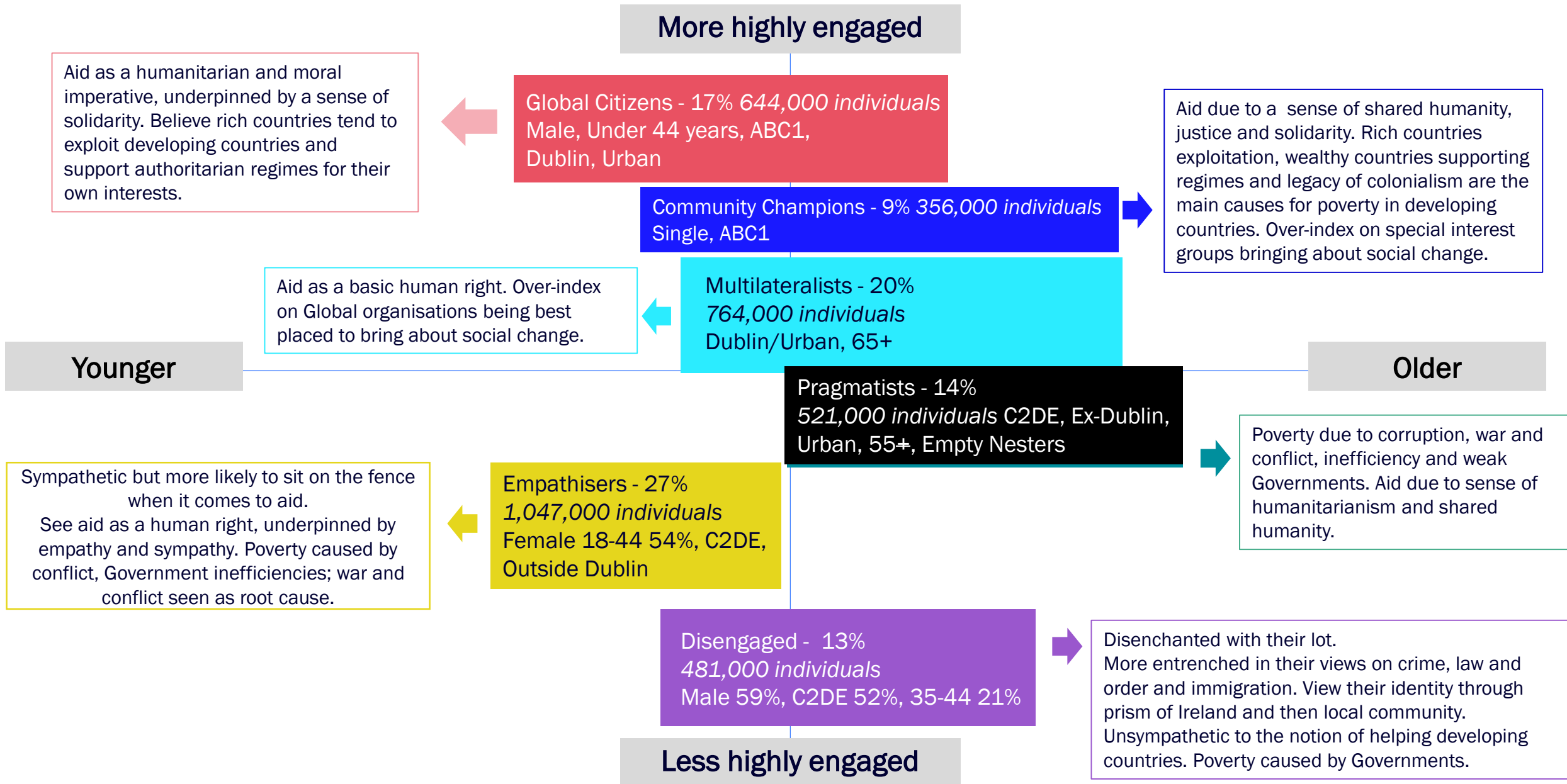
Survey results are based on a sample of **2,501 adults** aged 18+, quota controlled in terms of age, gender, socio-economic class and region to reflect the profile of the adult population of the Republic of Ireland. In addition, **six focus groups** were conducted with the 'middle' segments not committed to overseas aid.



Fieldwork on the latest wave was conducted from the 4th October to 7th November, 2022.

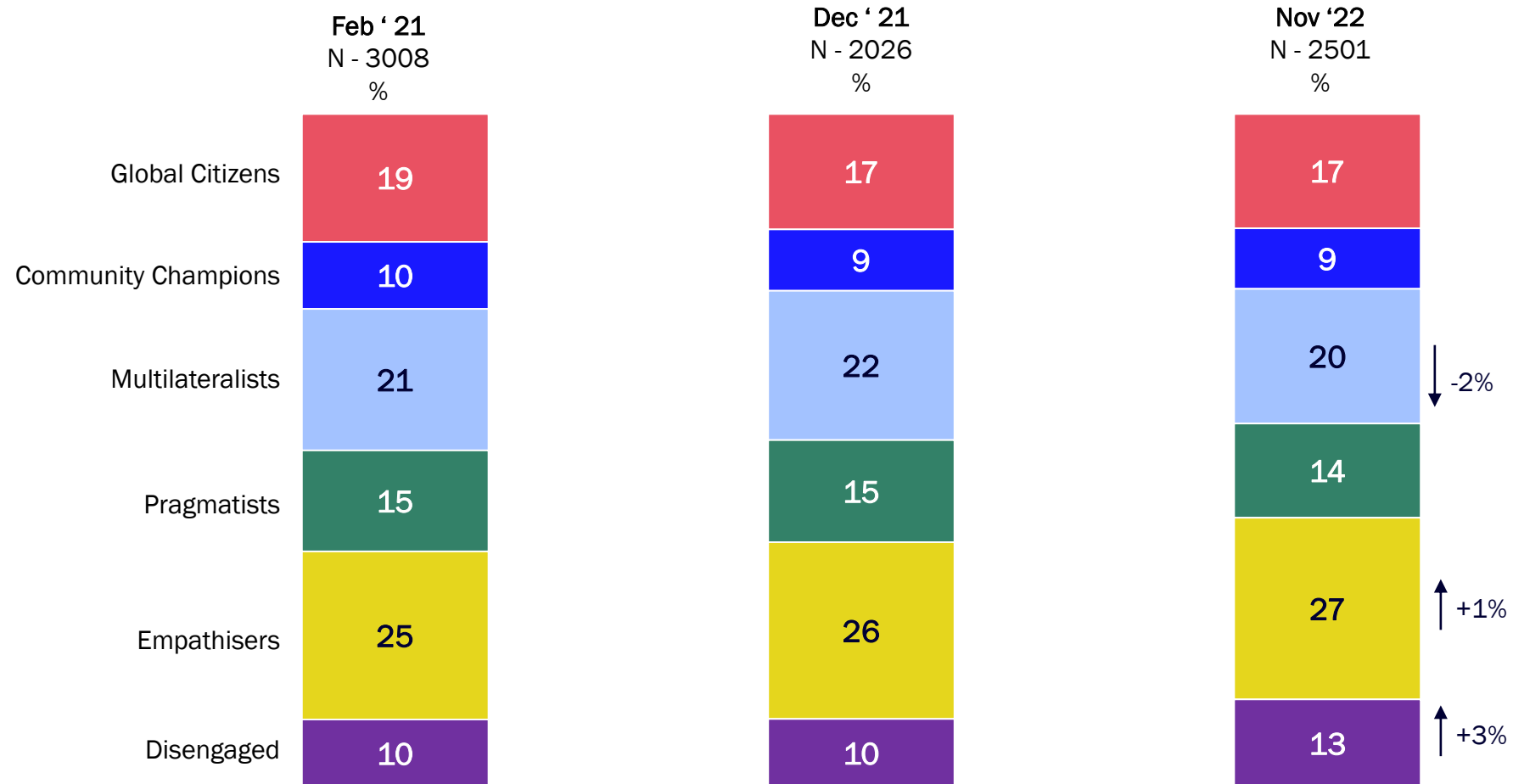
Findings

The Segments - Overview



Trending the Segments

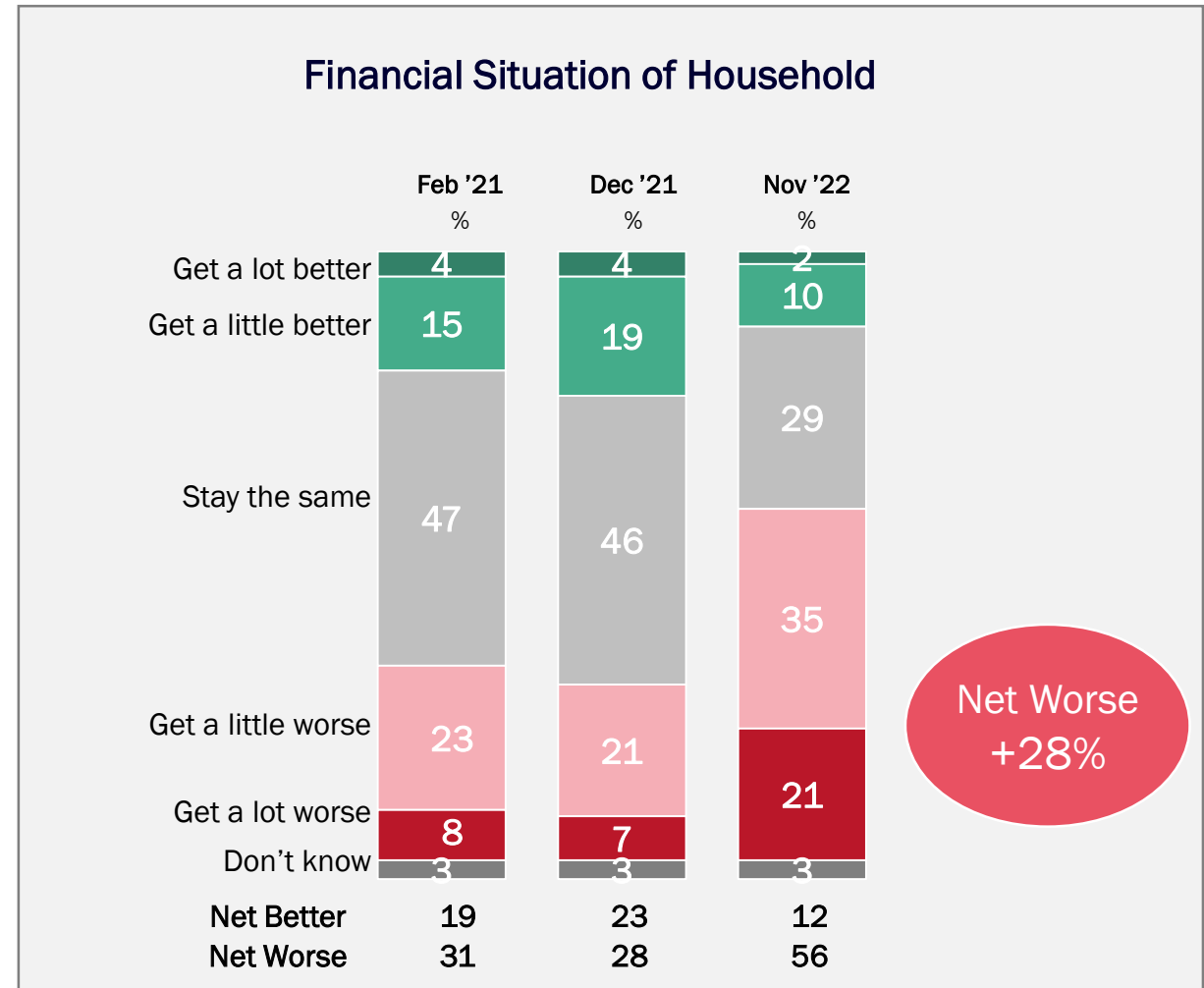
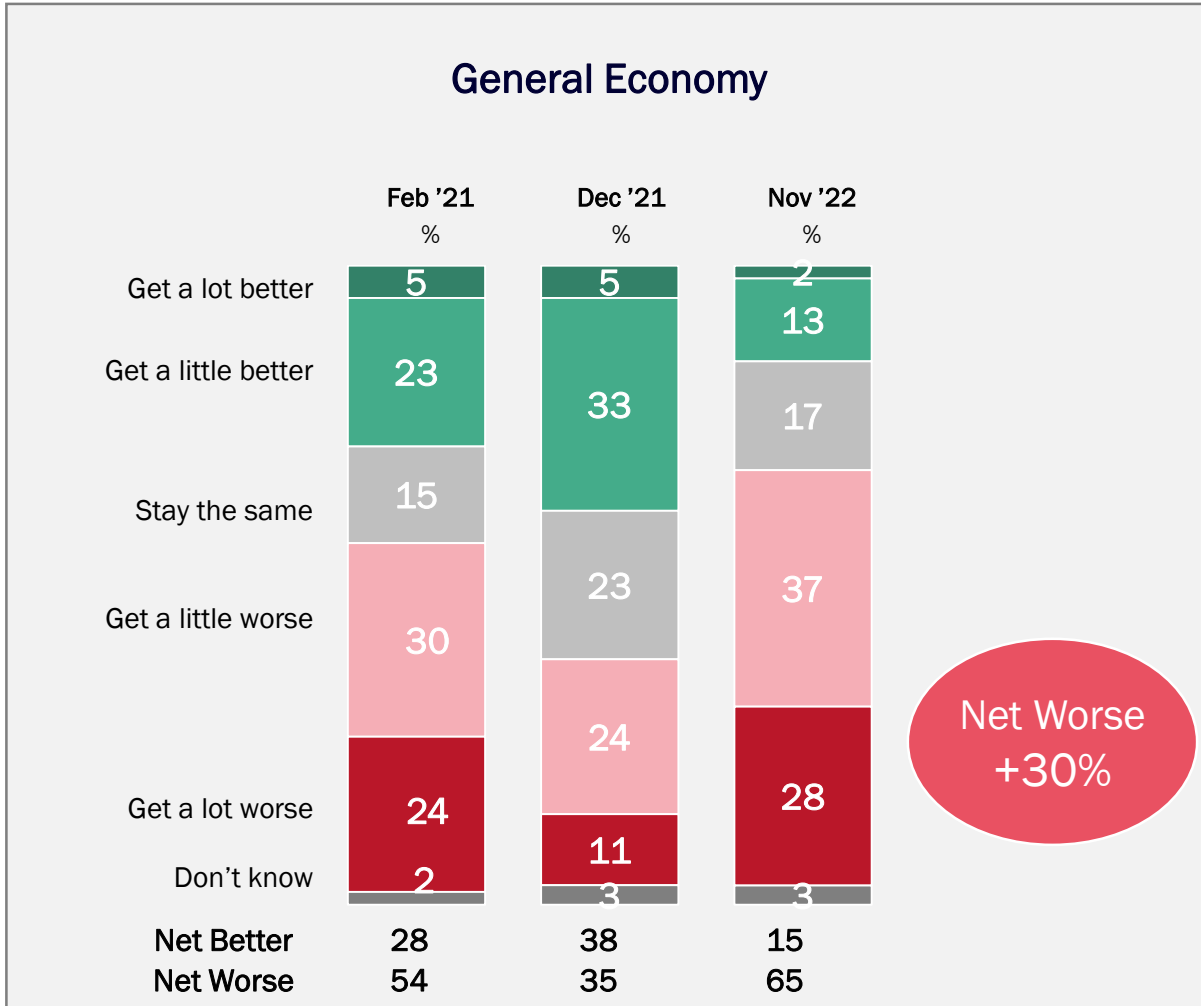
Base: All Adults (Feb 21 N – 3,008; Dec 21 N – 2,026)



The bottom two segments (Disengaged and Empathisers) have increased at the expense of mid-tier segments (Pragmatists and Multilateralists) over the last 18 months.

General Economy/Financial Situation over next 12 months

Base: All Adults aged 18+ years- 2,501 (Dec 21 N – 2,026; Feb 21 N – 3,008)

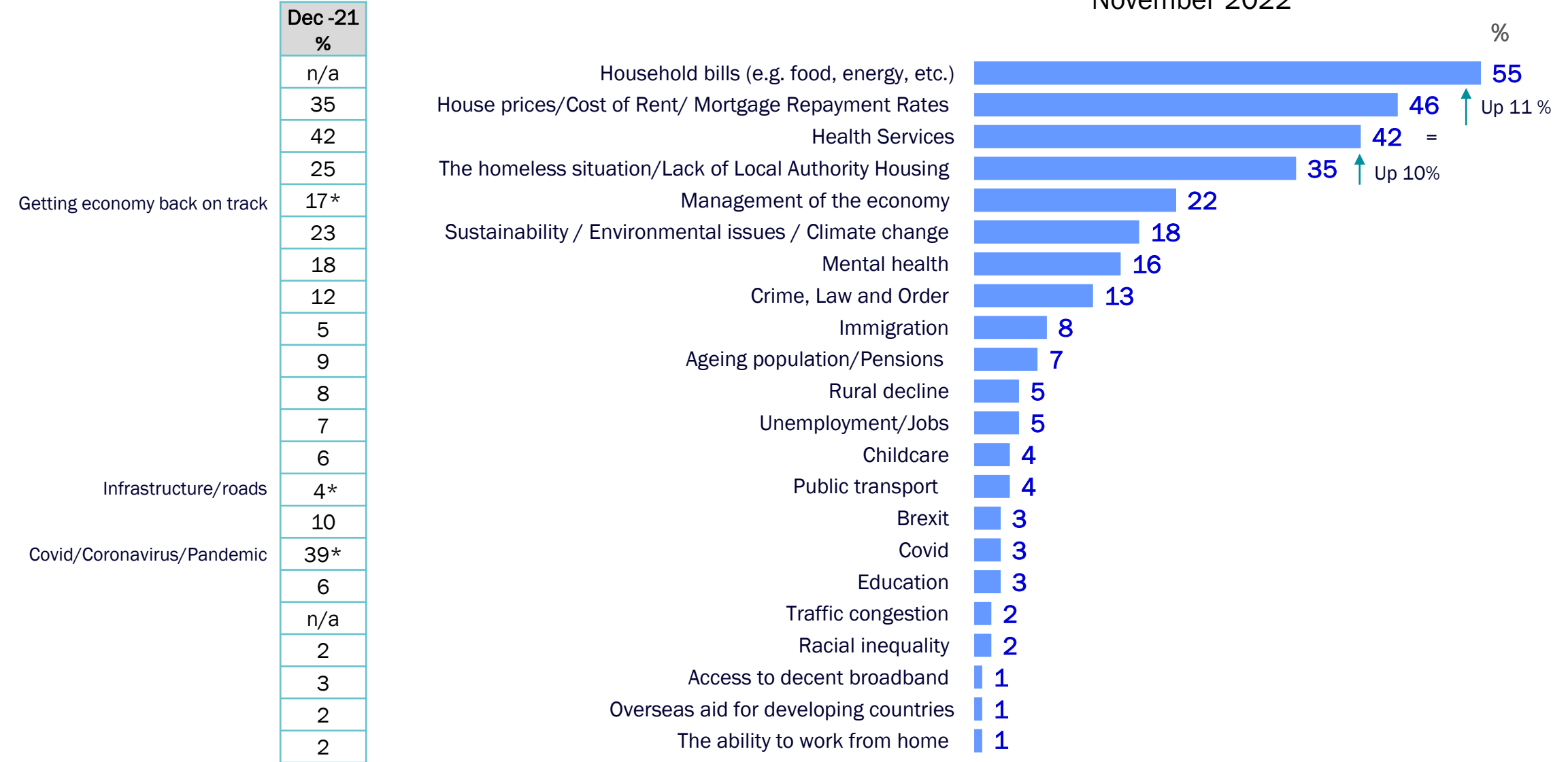


There has been a significant increase in those predicting a worse economic situation and personal financial situation unfolding over the next 12 months.





The Top 3 Most Important Issues Facing Ireland are household bills (new), house prices (up 11%), and health services

Base: All adults aged 18+ years- 2,501 (Dec 21 N 2,026)



Most Important Issues Facing Ireland x Segments

Base: All adults aged 18+ years- 2,501 (Dec 21 N 2,026)

 Statistically higher than total
 Statistically lower than total



	Total	Segments					
		Multilateralists	Community Champions	Disengaged	Empathisers	Global Citizens	Pragmatists
Base	2501 %	506 %	230 %	315 %	664 %	470 %	316 %
Household bills (e.g. food, energy, etc.)	55	52	43	60	59	47	65
House prices/Cost of Rent/ Mortgage Repayment Rates	46	48	46	40	47	48	46
Health Services	42	42	39	41	42	36	50
The homeless situation/Lack of Local Authority Housing	35	30	49	25	37	37	33
Management of the economy	22	20	22	23	22	17	28
Sustainability / Environmental issues / Climate change	18	24	29	6	12	22	17
Mental health	16	15	13	14	23	18	8
Crime, Law and Order	13	13	9	21	10	11	17
Immigration	8	6	5	24	6	7	6
Ageing population/Pensions	7	7	7	6	8	7	6
Unemployment/Jobs	5	6	5	6	4	6	2
Rural decline	5	3	6	8	5	3	4
Public transport	4	5	5	3	2	4	3
Childcare	4	4	3	3	4	6	2
Covid	3	4	2	2	5	3	2
Brexit	3	4	3	3	2	3	3
Education	3	3	2	4	3	6	1
Racial inequality	2	4	2	0	1	4	1

Pragmatists focused on Household bills, health service and management of the economy

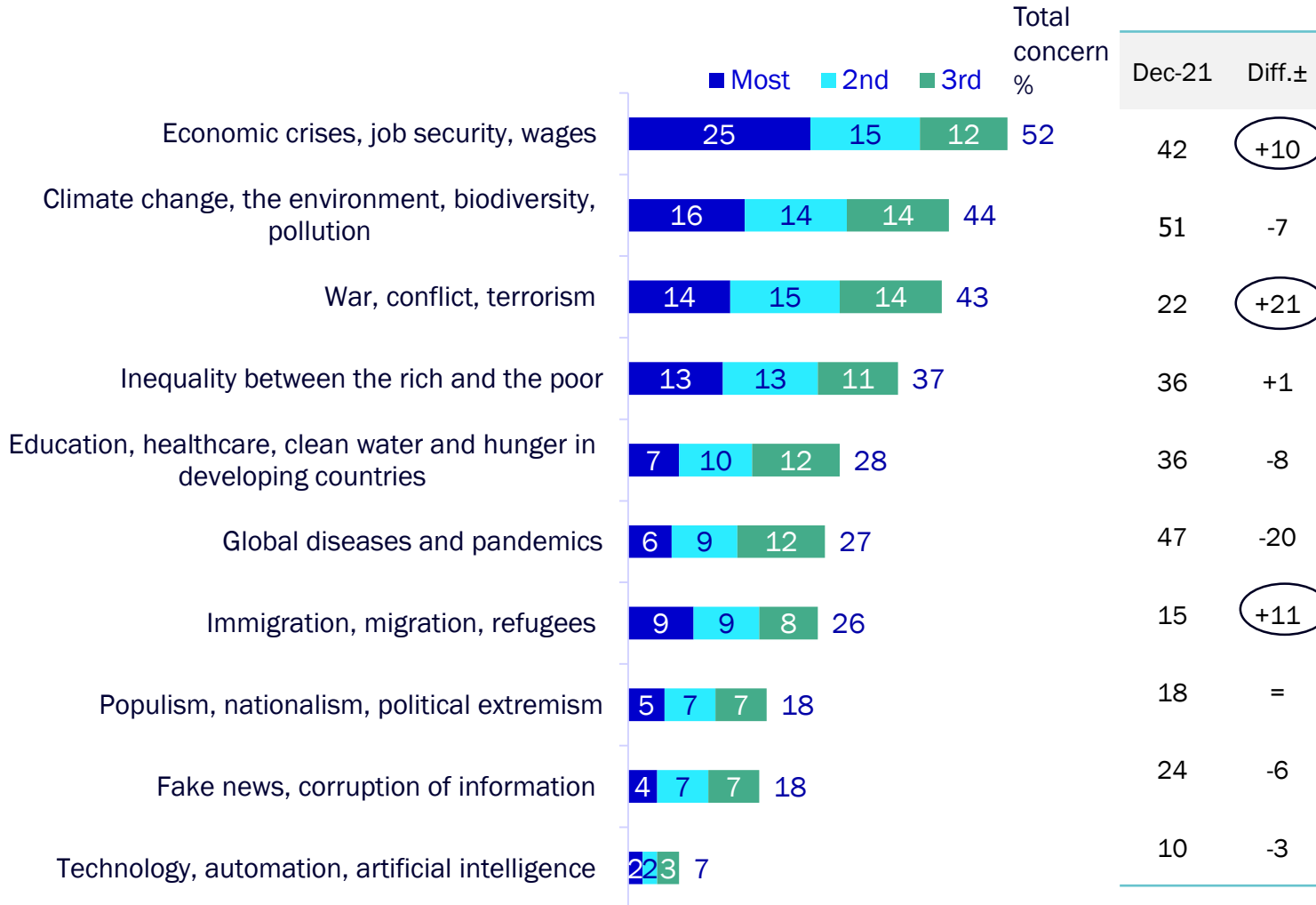
Community Champions, Multilateralists and Global citizens over index on Sustainability. Community Champions also over index on homelessness.

Disengaged becoming even more entrenched on their views on crime, law & order and immigration

Issues of Personal Concern



Base: All adults aged 18+ years- 2,501 (Dec 21 N 2,026; Feb 21 N – 3,008)





Q.2 Which of the following issues are you personally most concerned about?

The economic crisis/job security and wages is the top issue of concern for participants in the latest survey at 52% (up 10% from 42% in December 2021). Climate change has seen a reduction of 7% resulting in a drop to No.2 position at 44%. War/conflict and terrorism occupies the No 3 spot at 43% (up 21% from Dec 2021).

The increase in the area of war, conflict, terrorism, and economic crises, has had a knock on effect on Global Diseases and pandemics (-20%) and education, healthcare and hunger in developing countries (-8%).

Issues of Personal Concern x Segments

Base: All adults aged 18+ years- 2,501 (Dec 21 N 2,026; Feb 21 N – 3,008)

 Statistically higher than total
 Statistically lower than total



	Total	Segments					
		Multilateralists	Community Champions	Disengaged	Empathisers	Global Citizens	Pragmatists
Base	2501	506	230	315	664	470	316
	%	%	%	%	%	%	%
Economic crises, job security, wages	52	45	36	63	61	42	56
Climate change, the environment, biodiversity, pollution	44	49	65	22	34	54	49
War, conflict, terrorism	43	48	38	34	41	42	52
Inequality between the rich and the poor	37	34	52	34	38	43	26
Education, healthcare, clean water and hunger in developing countries	28	28	32	15	38	29	18
Global diseases and pandemics	27	27	15	17	36	22	35
Immigration, migration, refugees	26	22	12	54	26	18	21
Populism, nationalism, political extremism	18	22	27	19	6	21	25
Fake news, corruption of information	18	19	19	30	12	19	15
Technology, automation, artificial intelligence	7	6	3	13	6	10	3

The economic crisis/job security and wages is the top issue of concern for Disengaged and Empathisers.

Climate/Environment has become more important to Multilateralists, Community Champions and Global Citizens.

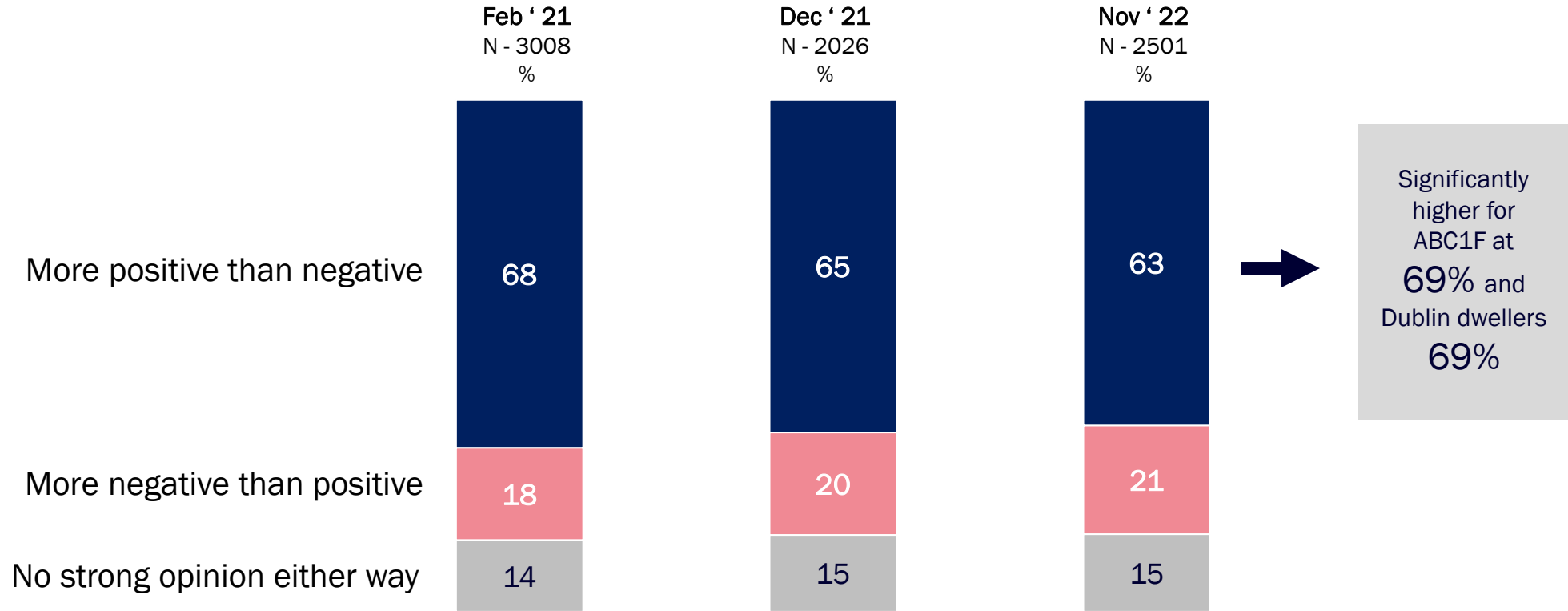
War and conflict is of higher concern for Pragmatists.

Immigration is now the second highest issue of personal concern for Disengaged.



Views on growing diversity and multi-culturalism in Ireland

Base: All adults aged 18+ years- 2,501 (Dec 21 N 2,026; Feb N – 3,008)



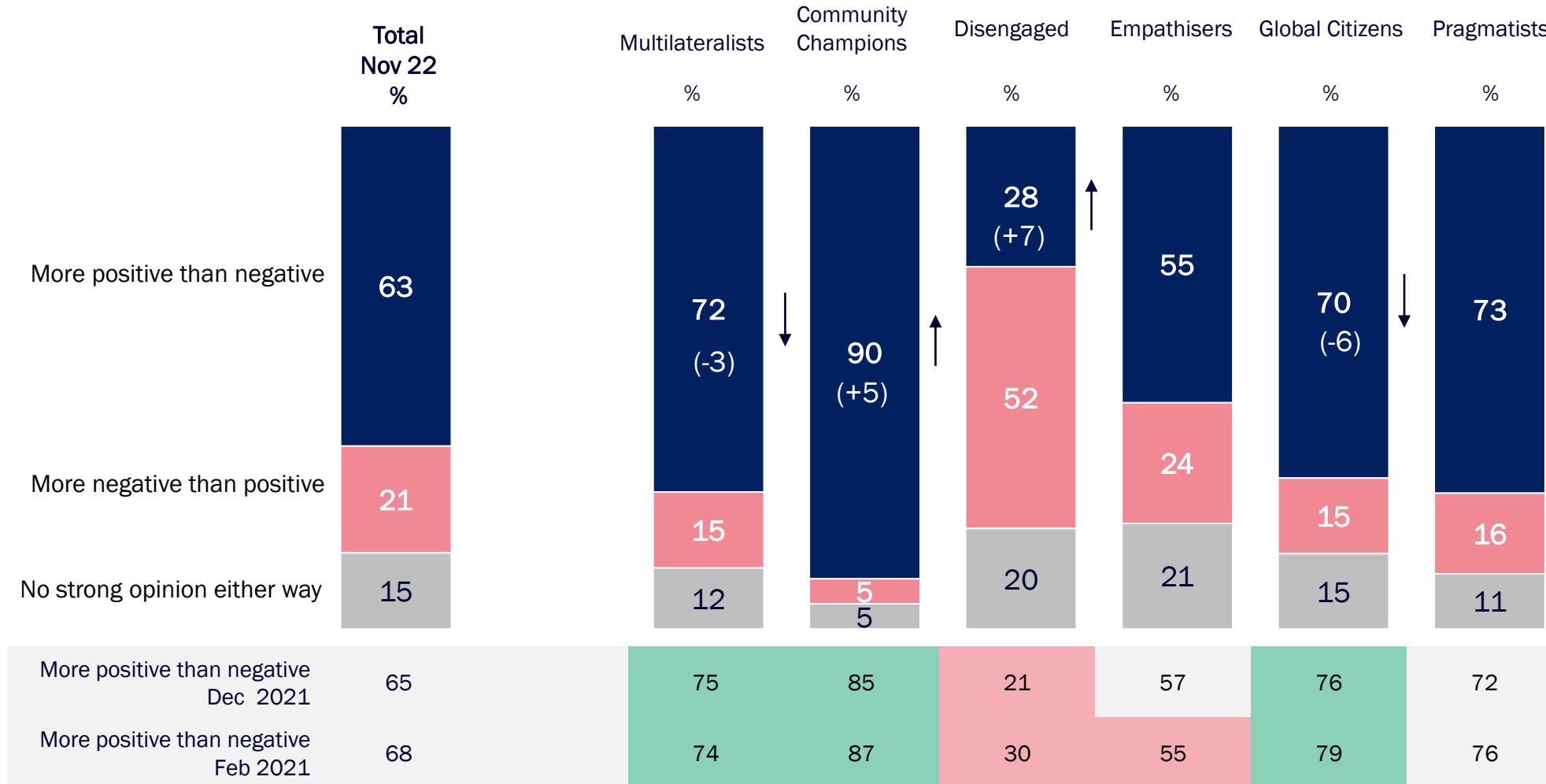
Though slight, there does appear to be a growing negative view towards the changes seen in Ireland in recent times. This negativity is being driven by working classes and, to a lesser extent, rural-based cohorts.



Views on growing diversity and multi-culturalism in Ireland x Segments

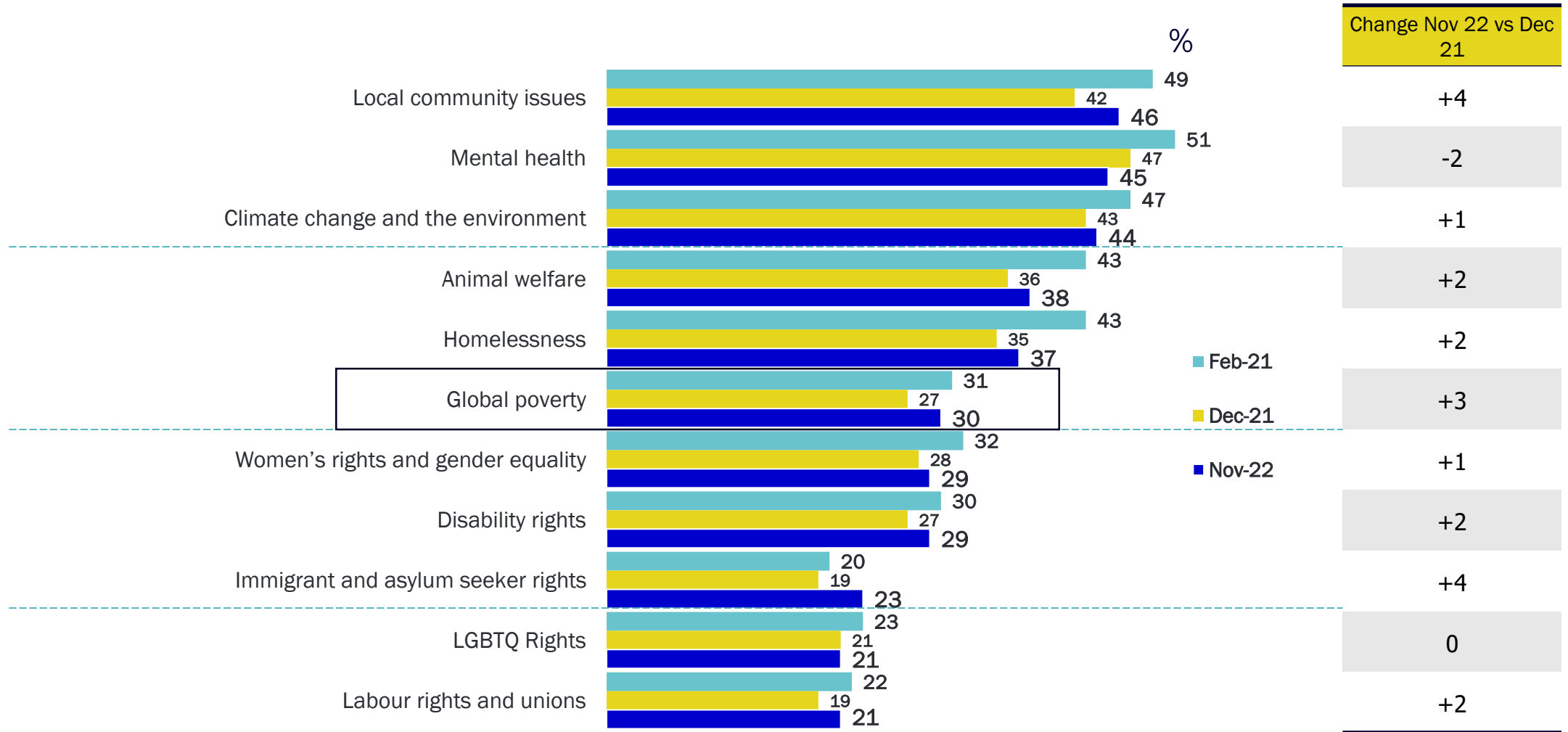
Base: All adults aged 18+ years- 2,501 (Dec 21 N 2,026; Feb N – 3,008)

■ Statistically higher than total
■ Statistically lower than total



Incidence of being active in causes over the last 12 months

Base: All adults aged 18+ years- 2,501 (Dec 21 N 2,026; Feb N – 3,008)



The causes that people have been active in have shifted somewhat with increased focus on local community issues. However, the top three causes remain the same as in February and December 2021.

Who has been active and in what causes x Segments

■ Statistically higher than total
■ Statistically lower than total



Base: All adults aged 18+ years- 2,501 (Dec 21 N 2,026; Feb N – 3,008)

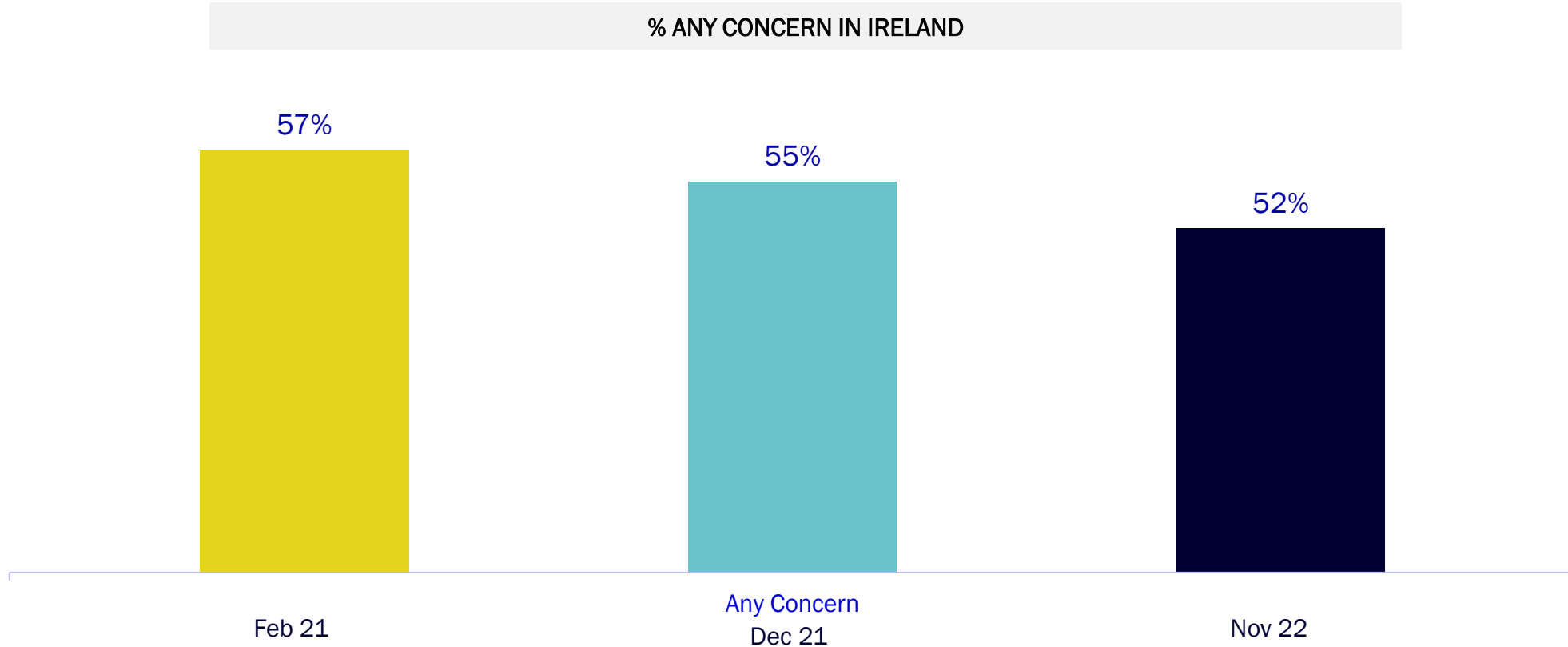
	Total	Segments					
		Multilateralists	Community Champions	Disengaged	Empathisers	Global Citizens	Pragmatists
Base	2501	506	230	315	664	470	316
	%	%	%	%	%	%	%
Local community issues	46	44	62	32	49	50	42
Mental health	45	44	60	27	47	57	35
Climate change and the environment	44	50	63	19	39	60	35
Animal welfare	38	41	45	26	40	46	28
Homelessness	37	38	52	19	39	47	29
Global poverty	30	35	40	8	26	45	23
Women's rights and gender equality	29	32	36	13	27	50	13
Disability rights	29	28	35	18	30	40	17
Immigrant and asylum seeker rights	23	25	28	10	20	42	10
LGBTQ Rights	21	24	29	8	21	36	6
Labour rights and unions	21	20	36	16	19	30	10

Segments are broadly in line with two previous waves however, Multilateralists now significantly more concerned with climate change and global poverty (the latter up 5 percentage points from 30% in December 2021)

Level of concern around protection of human rights of minorities in Ireland



Base: All adults aged 18+ years- 2,501 (Dec 21 N 2,026; Feb N – 3,008)

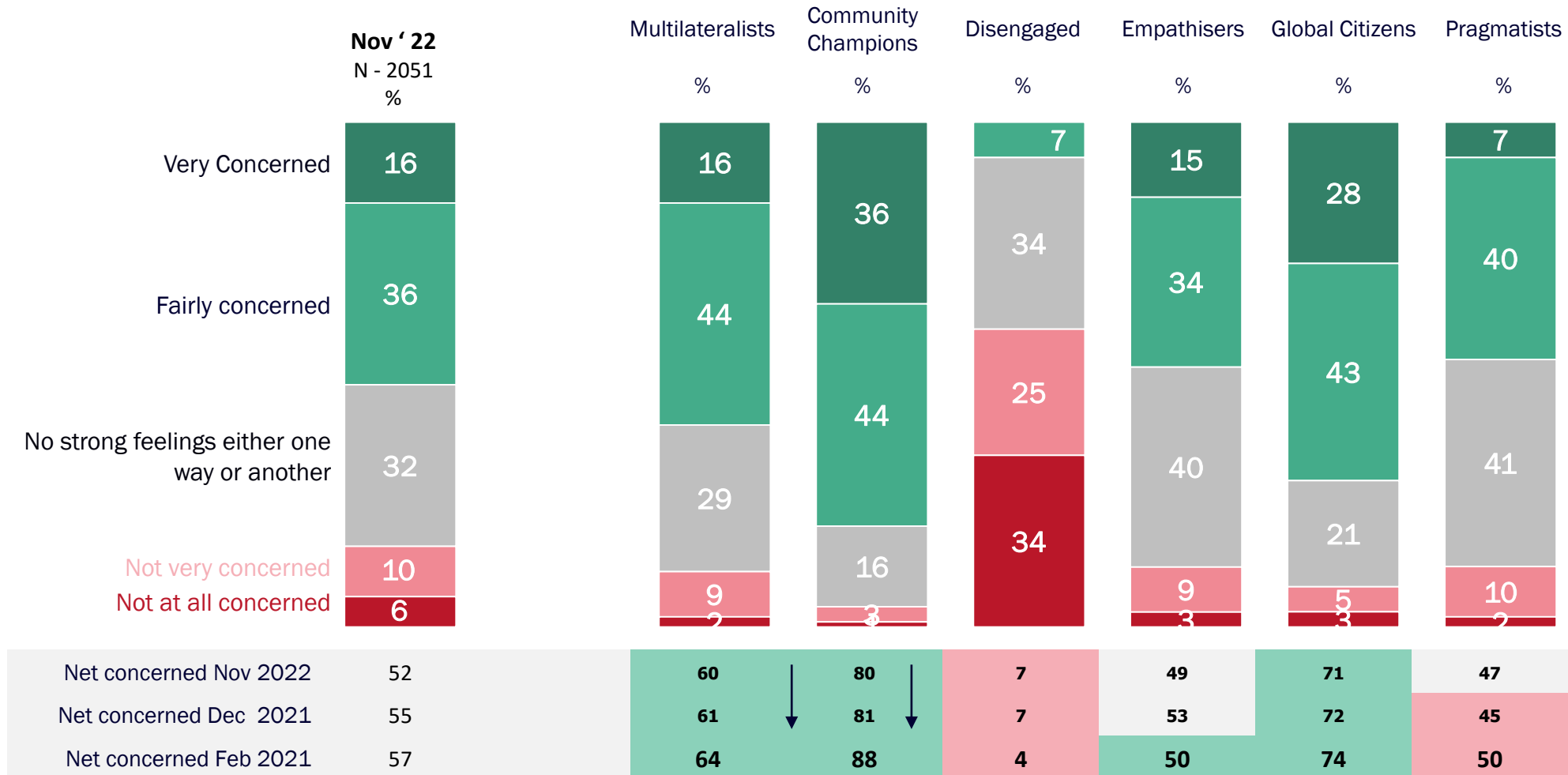


The level of concern felt has declined over the last two waves.



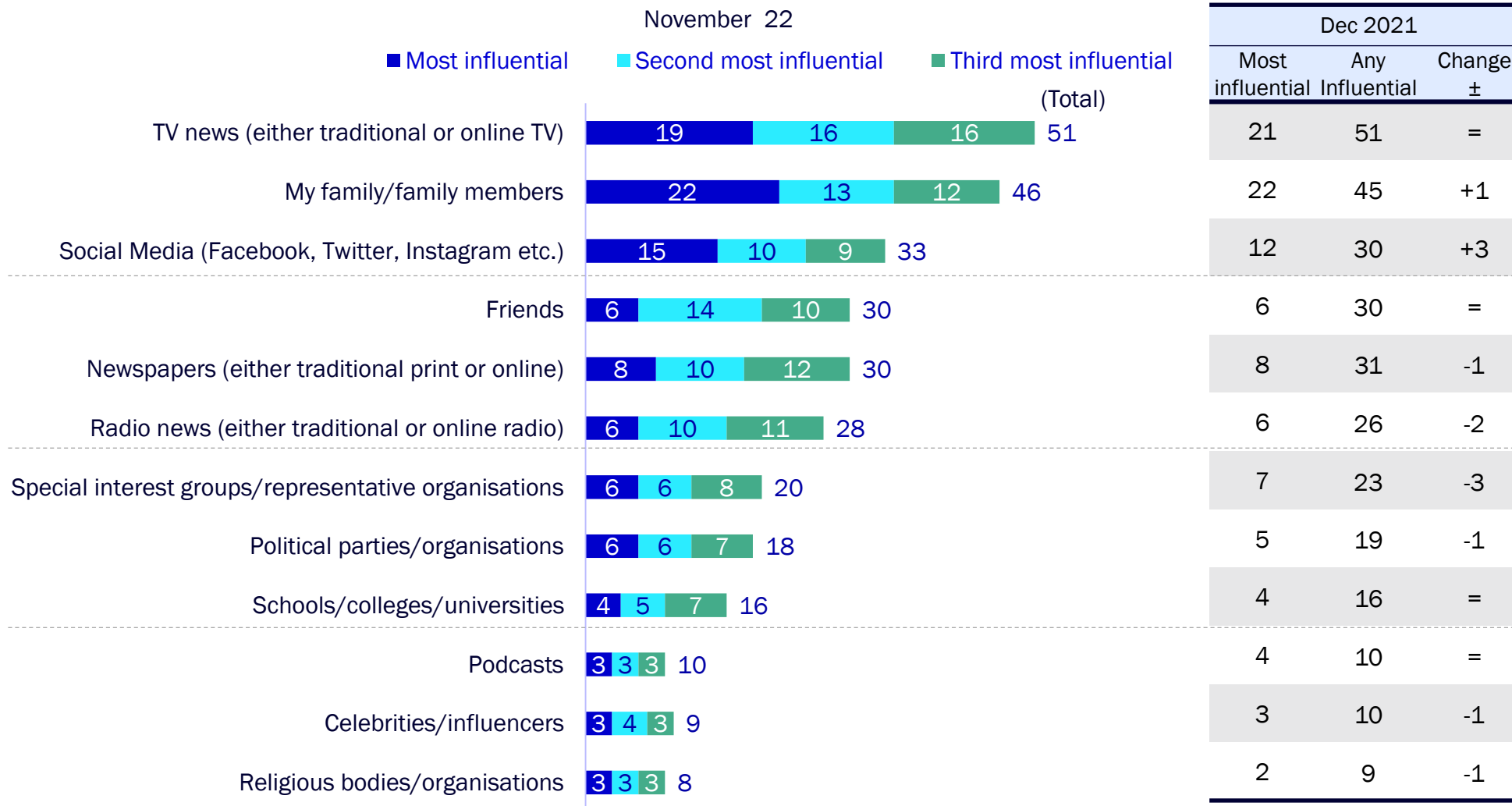
Level of concern around protection of human rights of minorities x Demographics

Base: All adults aged 18+ years- 2,501 (Dec 21 N 2,026; Feb N – 3,008)



Greatest influence on views and opinions of key issues

Base: All adults aged 18+ years- 2,501 (Dec 21 N 2,026; Feb N – 3,008)



Social media is up three percentage points this wave for most influential and is now positioned in the top three sources for key issues. The balance of the scores are broadly in line with December 2021.

Greatest influence on views and opinions of key issues x Demographics

Base: All adults aged 18+ years- 2,501 (Dec 21 N 2,026; Feb N – 3,008)

■ Statistically higher than total
■ Statistically lower than total

	Total	Gender		Kids U17		Age				
		Male	Female	Yes	No	18-24	25-34	35-49	50-64	65+
UNWTD	2501	1178	1320	946	1555	263	417	853	573	395
	%	%	%	%	%	%	%	%	%	%
TV news (either traditional or online TV)	51	52	50	47	54	26	38	51	60	66
My family/family members	46	42	50	50	44	48	48	46	48	42
Social Media (Facebook, Twitter, Instagram etc.)	33	28	38	41	29	54	42	40	24	13
Friends	30	30	30	33	29	33	38	33	28	21
Newspapers (either traditional print or online)	30	34	25	24	33	15	24	26	36	42
Radio news (either traditional or online radio)	28	27	28	24	30	12	19	24	33	43
Special interest groups/representative organisations	20	20	21	19	21	16	17	19	21	25
Political parties/organisations	18	21	15	16	19	18	16	15	20	21
Schools/colleges/universities	16	16	16	17	16	33	18	16	11	10
Podcasts	10	11	9	11	10	15	18	12	5	3
Celebrities/influencers	9	8	10	11	8	18	13	10	5	3
Religious bodies/organisations	8	9	8	8	9	11	9	6	8	10

Greatest influence on views and opinions of key issues x Segments

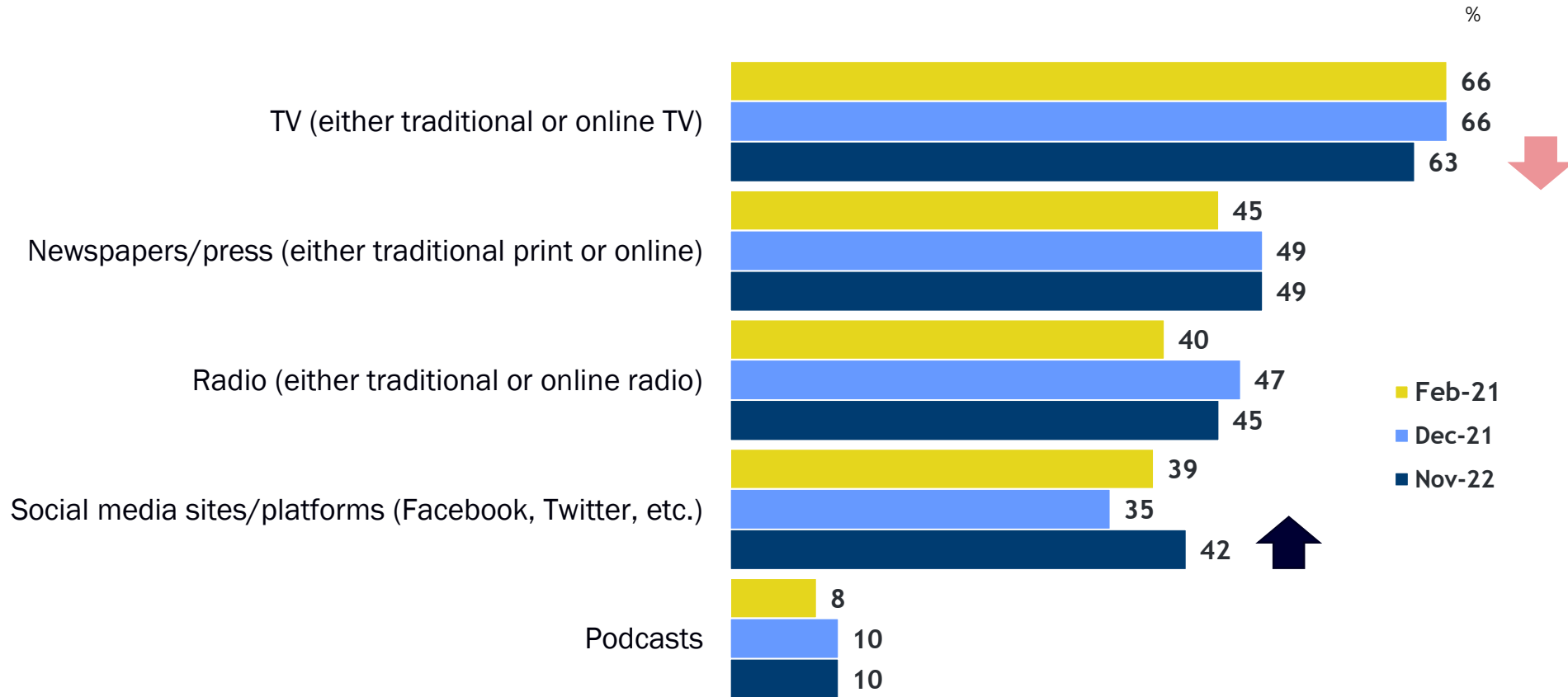
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■ Statistically higher than total
■ Statistically lower than total

	Total	Segments					
		Multilateralists	Community Champions	Disengaged	Empathisers	Global Citizens	Pragmatists
Base (WTD)	2501	506	230	315	664	470	316
	%	%	%	%	%	%	%
TV news (either traditional or online TV)	51	52	44	39	45	41	91
My family/family members	46	40	49	58	60	38	24
Social Media (Facebook, Twitter, Instagram etc.)	33	31	29	28	40	43	18
Friends	30	27	29	47	41	24	7
Newspapers (either traditional print or online)	30	29	36	25	13	29	65
Radio news (either traditional or online radio)	28	25	22	26	15	21	70
Special interest groups/representative organisations	20	23	35	15	18	28	6
Political parties/organisations	18	22	20	14	18	20	13
Schools/colleges/universities	16	19	11	21	20	19	-
Podcasts	10	12	12	10	9	15	4
Celebrities/influencers	9	11	5	8	13	12	-
Religious bodies/organisations	8	10	8	9	9	11	1

Sources for news and information

Base: All adults aged 18+ years- 2,501 (Dec 21 N 2,026; Feb N – 3,008)



Social media has increased its share as a source for news and information up 7 percentage points in the latest survey, while TV and radio showing some reduction.

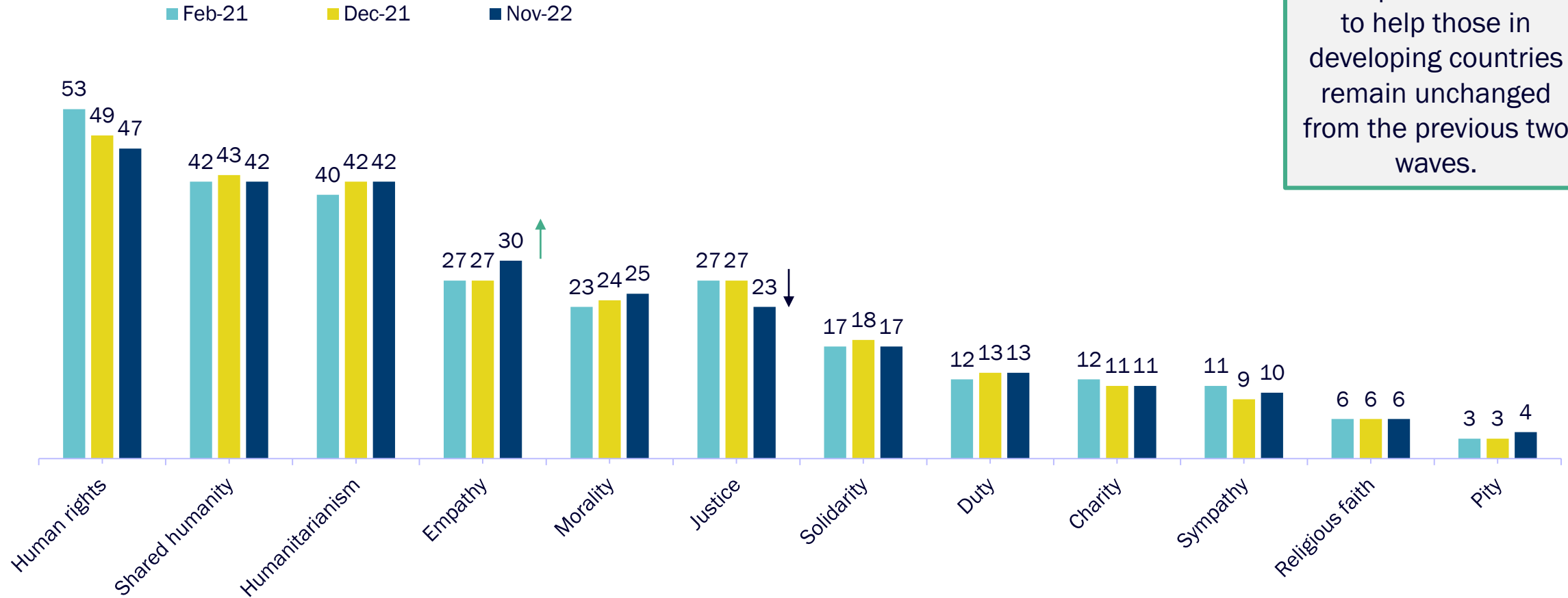
Sources for news and information x Segments

Base: All adults aged 18+ years- 2,501 (Dec 21 N 2,026; Feb N – 3,008)

	Total	Segments					
		Multilateralists	Community Champions	Disengaged	Empathisers	Global Citizens	Pragmatists
Base	2501	506	230	315	664	470	316
	%	%	%	%	%	%	%
TV (either traditional or online TV)	63	65	64	51	63	51	82
Newspapers/press (either traditional print or online)	49	46	54	42	40	53	67
Radio (either traditional or online radio)	45	44	50	39	40	37	65
Social media sites/platforms (Facebook, Twitter, etc.)	42	38	42	35	53	49	25
Podcasts	10	13	18	8	8	14	4

The Top 3 Most Important Reasons to Help those in developing countries

Base: All adults aged 18+ years- 2,501 (Dec 21 N 2,026; Feb N – 3,008)



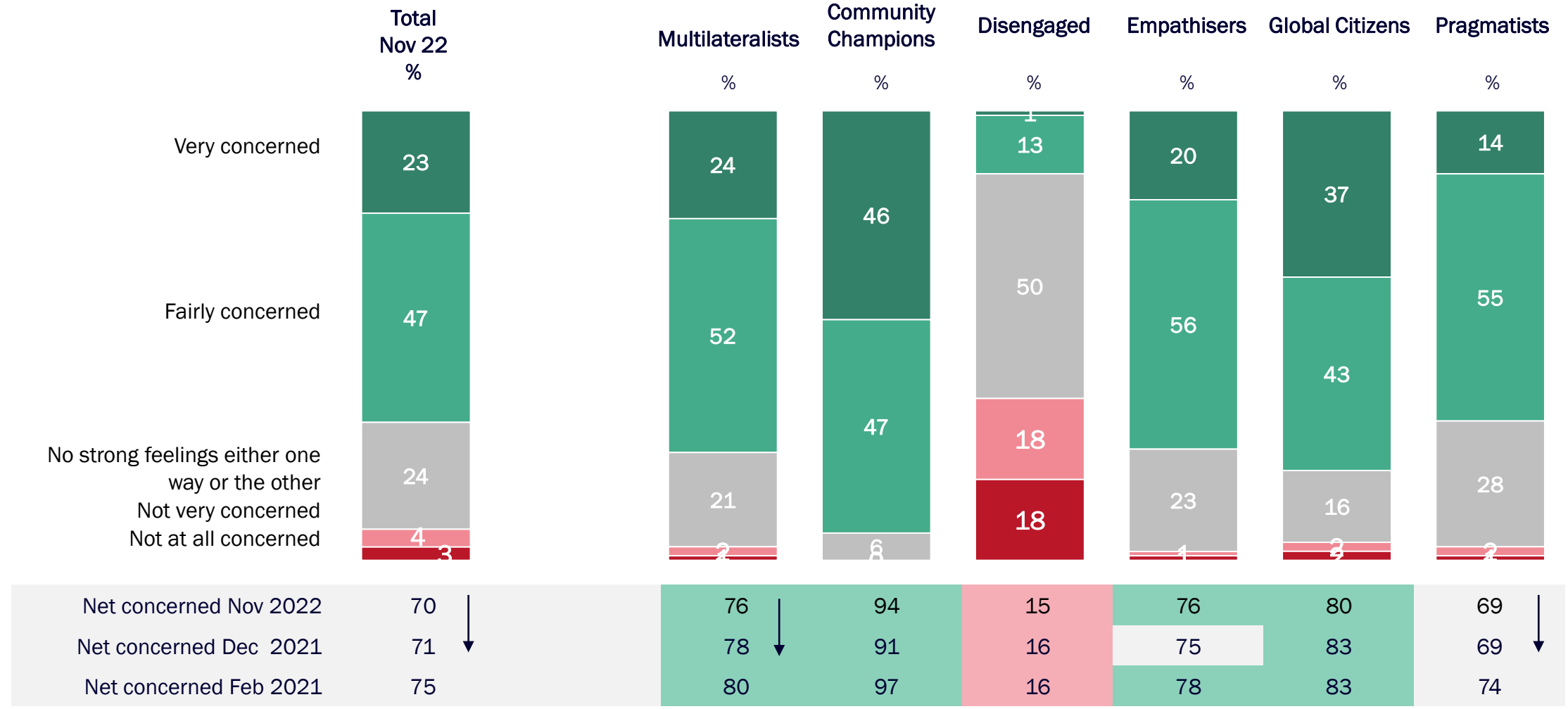
The top three reasons to help those in developing countries remain unchanged from the previous two waves.

Though the top three reasons remain the same, there has been a steady decline in relation to human rights, with empathy and morality showing increases.

Concern around levels of Poverty in Developing Countries x Segments

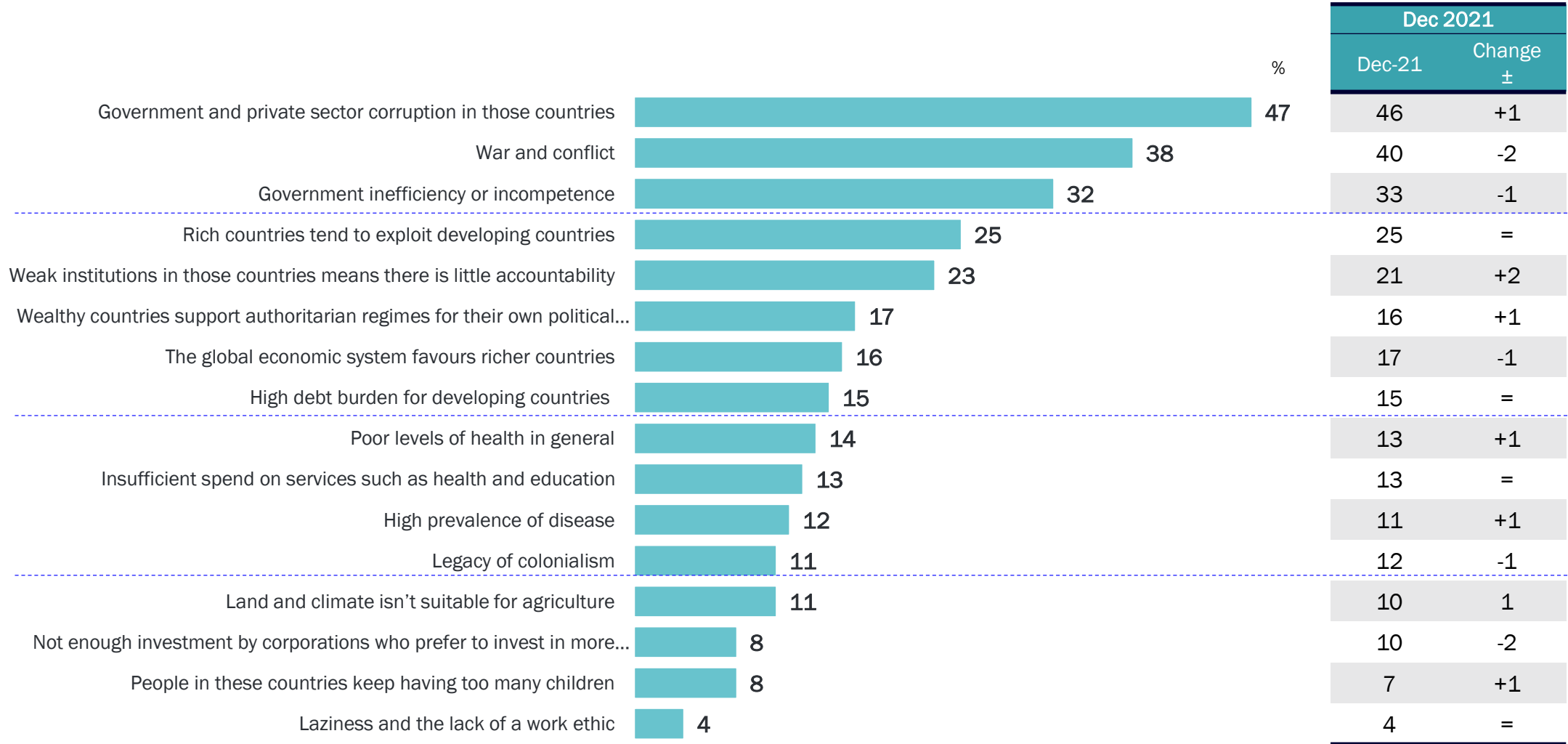
Base: All Adults aged 18+ years- 2,501 (Dec 21 N – 2,026; Feb 21 N – 3,008)

■ Statistically higher than total
■ Statistically lower than total



Main causes of poverty in developing countries

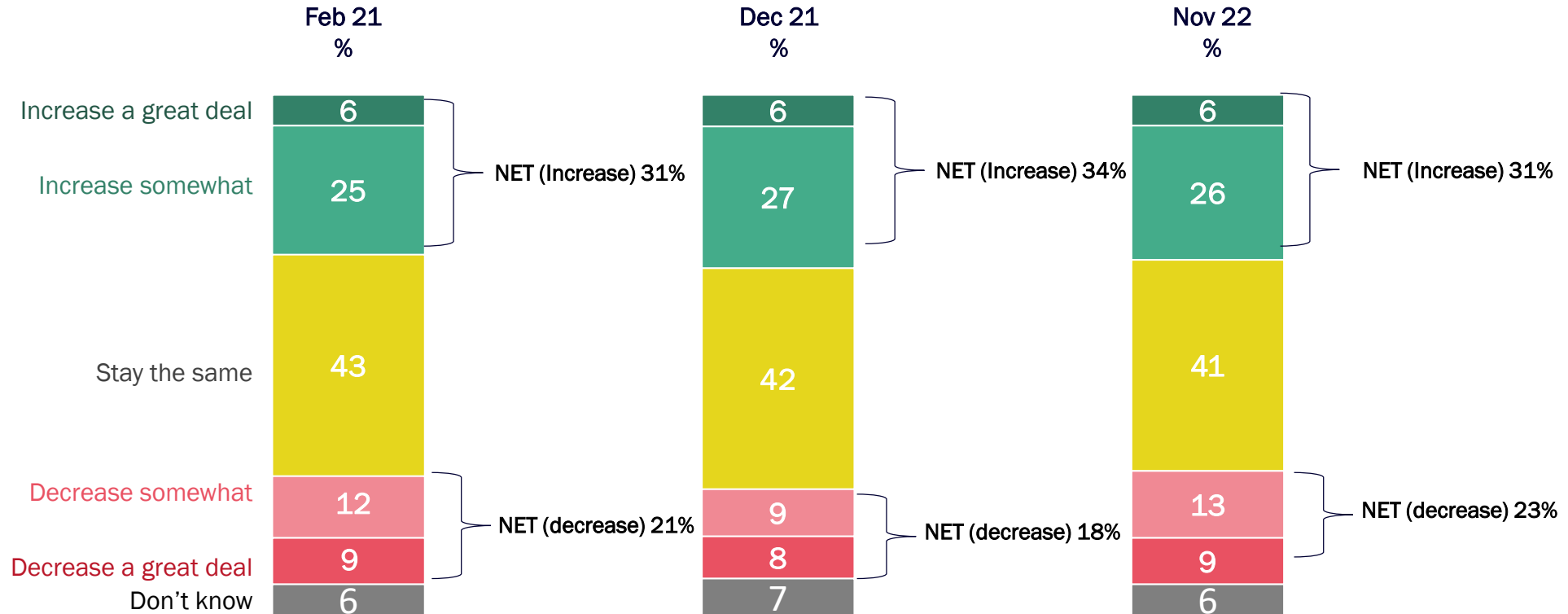
Base: All Adults aged 18+ years- 2,501 (Dec 21 N – 2,026; Feb 21 N – 3,008)



The main causes of perceived poverty in developing countries remain similar to December 21 with Government and Private Sector corruption in these countries, war and conflict, and Government inefficiency or incompetence remaining the top three perceived main causes.

Extent the Irish Government should increase or decrease the amount of money it spends on overseas aid

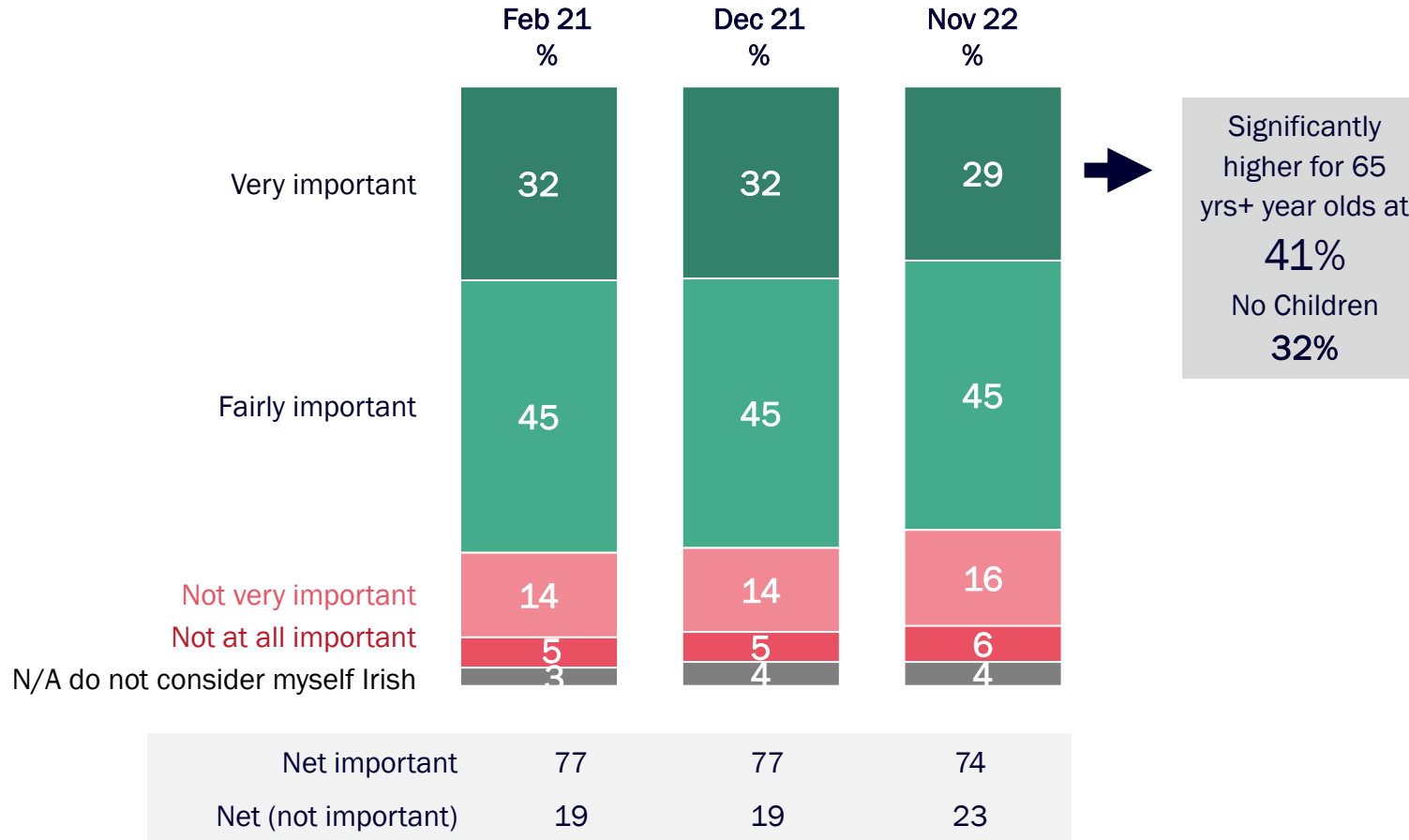
Base: All Adults aged 18+ years- 2,501 (Dec 21 N – 2,026; Feb 21 N – 3,008)



There has been a reduction in appetite to spend more paired with an increase in those believing there should be a reduction in spending. In the past year reduction in Community Champions, Empathisers call for Government to increase overseas aid spending.

Importance of Irish Government providing overseas aid

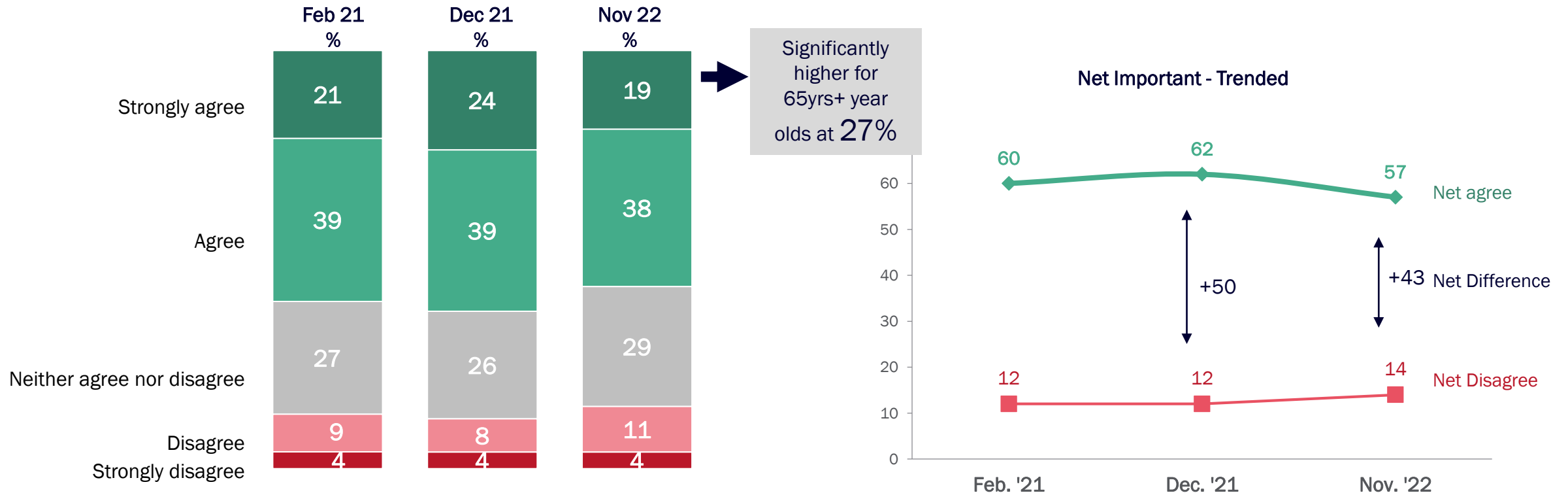
Base: All Adults aged 18+ years- 2,501 (Dec 21 N – 2,026; Feb 21 N – 3,008)



Almost three-quarters agree that it is important for the Irish Government to provide overseas aid. However, there has been a decline in the proportion agreeing in the latest survey (74% vs 77% in the previous two waves). A total of 23% believe that it is not important.

Level of agreement that Citizens of Ireland have a moral obligation to personally support overseas aid

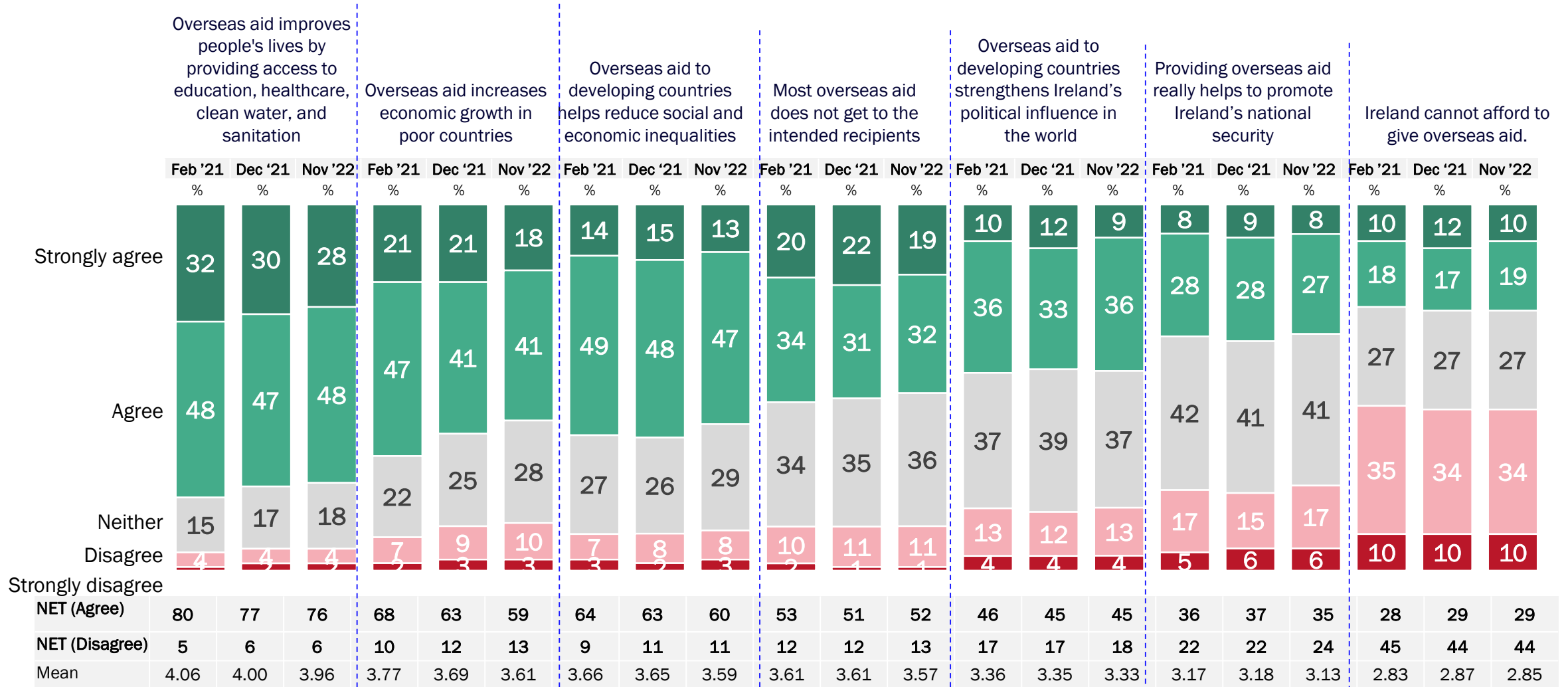
Base: All Adults aged 18+ years- 2,501 (Dec 21 N – 2,026; Feb 21 N – 3,008)



There has been a notable decrease in those viewing Irish citizens as having a moral obligation to support overseas aid since December 2021. However, there is still a sizable proportion of respondents agreeing at just under 3 in 5. Net agreement levels are higher for those aged 65+ at 65% and ABC1 social grade 61% vs 52% C2DE.

Agreement levels about aid from the Irish Government

Base: All Adults aged 18+ years- 2,501 (Dec 21 N – 2,026; Feb 21 N – 3,008)

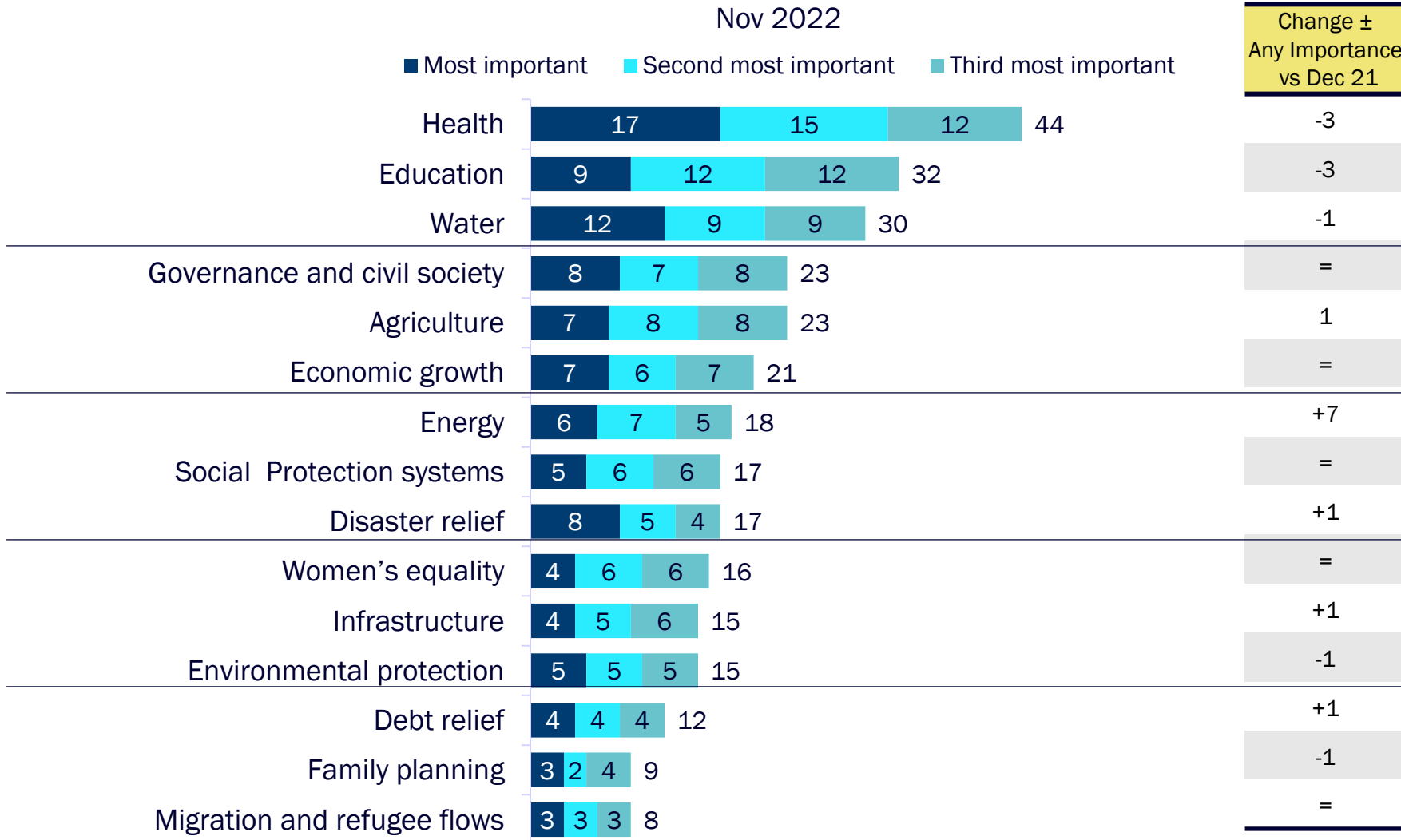


There has been a reduction in agreement for overseas aid improves lives, increases economic growth and helps reduce social and economic inequalities..

Most important priorities for Irish Government support on overseas aid

Base: All Adults aged 18+ years- 2,501 (Dec 21 N – 2,026; Feb 21 N – 3,008)

Nov 2022



In terms of the most important priorities for the Irish Government to support on overseas aid, the areas of health, education and water remain the top three priorities for people, albeit at slightly reduced scores.

Energy/providing electricity and other energy services has increased by 7% since Dec 2021 to 18% in the latest findings.

Q.58-72 The Irish government supports long term development, capacity building and provides humanitarian assistance in over eighty countries, on behalf of the Irish people. It provides financial and technical assistance to developing country governments (bilateral), international organisations such as the United Nations (multilateral) and to non-governmental organisations (civil society) to address challenges in different sectors. Which of the following do you think should be the first, second and third most important priorities for Irish Government support on overseas aid to developing countries?



Delving Deeper via
Qualitative, overseas
development aid
communications

Qualitative sample

We spoke to the following segments in an online focus group setting : 6 Groups were conducted.

Respondents recruited to segments using the algorithm

Fieldwork was conducted late November, 2022

Group	Segment	Date
1	Multilateralists	10 th Nov 22
2	Multilateralists	10 th Nov 22
3	Pragmatists	14 th Nov 22
4	Pragmatists	14 th Nov 22
5	Empathisers	15 th Nov 22
6	Empathisers	15 th Nov 22
7	Empathisers	5 th April 23
8	Empathisers	5 th April 23

When it comes to charitable giving, there has been a shift away from a global focus over an extended period

Feeling that a significant percentage of donations are spent on charity running costs and management salaries

High profile scandals impacting perceptions of the charities operating in this area

The sense that the narrative hasn't changed.. Did the years of donations not achieve anything?

Decline of the influence of the Catholic church, which was a key driving force in bringing international aid to the forefront of Irish society

In a world of constant information overload, its very hard to cut through and command attention.

Impact of Social Media, which is often set up to alert us to localised news/information.

Rising awareness of the issues being faced at home and a feeling that we should 'look after our own' first.

Strong presence of these charities in our towns and communities, particularly at key times of the year (Christmas).

Feeling closer to the individuals that we're helping and problems closer to home should be easier to sort out (see an impact of donation)

The situation in Ukraine is an example of a global event that made people sit up and take action. But that was an unprecedented and highly impactful world event

This plays out across the segments we spoke to in various ways

Multilateralists

Have more faith in global co-operation and the role of large organisations to affect change, but even they find themselves prioritising issues at home. It just seems like the sensible thing to do

Empathisers

Tend to be motivated by a sense of empathy and connection with the people they're donating to. This is much easier to build when it comes to local charities and local beneficiaries

Pragmatists

Are already inclined to prioritise Irish Citizens in terms of giving. They're also the segment most sceptical about foreign aid having impact on the people who need it most

Different levers are being pulled for different groups, but the overall shift in thinking is consistent.

Recall of events/news (empathisers)

LOCAL

- Eviction ban
- Homelessness
- Housing crisis
- Cost of living/rising prices
- Energy credit shortfall
- Personal interest topics (wide and eclectic range).

INTERNATIONAL

- Ukraine war
- Climate change
- Crisis in Turkey.



I think the eviction ban has really been a stamp on every county. I think in all the papers you are hearing stories of mothers with kids that are now homeless looking for hostels.

Climate change or any environmental kind of things, I would be interested in them.

I follow stuff that is going on in Ukraine, see some of the footage from there.

Perceptions of developing world – top of mind (empathisers)

- Fairly rudimentary associations from both groups:
 - ❖ Lack of money/poverty
 - ❖ Famine/lack of water
 - ❖ Substandard education/living conditions
 - ❖ Corruption of governments in these countries.

“

The only thing would be humanitarian relief and organisations like the UN. I know Ireland has Irish Aid that gives money overseas.

I have a picture of Africa and the famine, the lack of water. I think of famine, poverty, hunger.

Corruption is being part of the government. They are responsible for that within these countries and I don't think they are doing their job.

‘Developing world’ feels like a phrase not used much any more. Associations are broad and somewhat dated overall.

Actions in response to developing world needs (empathisers)

- Again the discussion is fairly general at this point with primary focus on:
 - ❖ Whether donations make it to the destination (following vague recall of historical scandal on this issue).
 - ❖ The need for country level (government) action rather than individual action. Thus, lobbying government as a more effective tactic for Irish citizens.
 - ❖ Limited recall of charity advertising.

“

I think the best way we can do is lobby towards governments, putting sanctions on places where obvious human rights crises are happening.

I don't think myself that I am going to be able to change anything for anyone over there, but if our country helps, that's different.

You know with some organisations when you give 20 or 30 Euro and half of it goes on staff or whatever it is.

Our segments report less 'headspace' for global aid issues in the last year : So what can drive engagement in overseas aid charity/activism?

MEDIA/CHANNEL

TV is still valuable, but viewers report skipping the ads if possible and even those they see can be limited in their impact. Social Media has more potential to drive engagement, but our sample report only interacting with content that they feel immediately connected to at a personal level.

NARRATIVES

Consumers feel they are familiar with the narratives of overseas aid advertising and the messages that they are likely to contain. This may not stand up to scrutiny, but points to the need to disrupt this thinking with new narratives / stories.

CONNECTION AND EMPOWERMENT

It's becoming more and more important to our target to feel a sense of connection with the people that they're helping and to understand the progress that's being made. This is more challenging to achieve with overseas aid initiatives, but certainly something for us to focus on.

More cynical opinions

We also explored some more cynical opinions that had emerged from the work Dóchas had done with the public

We were interested to understand what was behind sentiments like ...

“ *I'm not sure sending financial donations is the way to go because I don't believe all of those financial donations filter their way down to where they are needed, be it through the charitable agencies or the government of those countries, well I don't believe, or I know 100% isn't getting to where it should be*

Teach them to do the job for themselves.

Our segments feel that these views are understandable enough, even if they don't necessarily agree with them, and a lot of this comes back to the reasons for overseas aid charities becoming less top of mind for people in the last few years

Respondents see a number of underlying reasons for these kinds of opinions

Frustration

- That the approaches taken and money spent over the last decades haven't resulted in better outcomes for all.
- Why is this the case? What needs to change to start making a difference to the lives of those in the developing world?

Disillusionment / lack of trust

- In the overseas aid agencies administering this aid
- Driven by scandals that have hit certain organisations and a more general feeling that charities may not always be as efficient and results driven as they could be.

Guilt

- It may be that these opinions are prompted by suppressed guilt from the individuals declaring these thoughts.
- People often feel that they aren't giving enough and rather than address this, some people might try to deflect more 'blame' on to the organisations themselves

Pragmatism

- Without getting too emotional about the issues, or trying to apportion blame, it might be worth considering the potential for charities to do things differently in the hope of achieving better results.
- New approaches might shake things up and deliver more?

In addressing these types of views, the following approaches could help

- More openness and accountability from the charities themselves, at all points in the process.
- Clearer communication around what has been achieved, what benefits have been delivered and the reasons why further aid is necessary.
- Openness and consideration of new approaches – and communication of this.
- Being very careful to avoid evoking guilt as an emotion among consumers. There are many reasons why giving to overseas aid organisations might not be top of mind for individuals. Guilt generally isn't a helpful emotion in creating good relationships.
- But equally, our respondents acknowledge that these sentiments come in waves. If cynicism is to the fore right now, chances are this will abate with time also.

Key Take-Outs

Key Take-Outs: Macro picture

- Shift away from a **global focus** on charitable giving towards a more **local** one.
- **Key issues competing** with overseas aid have shifted since 2021:
 - Household bills now dominating, followed by house prices/cost of rent, and health services.
 - The perma-crisis of the last few years has impacted the amount of headspace and emotional empathy our segments have available for the plight of those in developing countries.
- Given the immediacy of these issues, many need reassurance of a clear Government **plan**, with associated investment, to address these issues first and foremost, if they are to be convinced to support any increase in overseas aid Government spending.
- The most important perceived **priorities** that the Irish Government should channel overseas aid towards:
 - Health, education, and access to water, remain the top focus, with energy provision having experienced a substantial increase in perceived importance.

Key Take-Outs: Segments

- From a strategic targeting perspective, the most recent wave of research confirms that the size, profile, and general disposition towards overseas aid, of each of the six segments.
- However, the **most challenging segments** (Disengaged and Empathisers) have **increased** at the expense of mid-tier segments (Pragmatists and Multilateralists) longer term over 18 months. There is great potential amongst Empathisers – it is an open segment that requires a bespoke approach to become engaged.
- The increase in activism in local community issues is paired with an overall **increase in more insular thinking**. This is likely due to increased cost of living paired with the evident pressures being felt around refugees and housing.
- The majority wish to see **the impact** of ‘their giving’, which can be much easier to communicate in a local community environment.
- This is not to suggest that there has been a fundamental shift away from levels of concern with poverty in developing countries or the moral imperative to address such inequalities, rather we will **need to work that bit harder**, over the coming 12 months or so to communicate messaging to all segments:
- From a media planning perspective, **TV remains an influential channel** for most audiences, although there has been a steady **increase in those citing social media** as influential for them. However, a multi-channel approach is required.

Segments Targeting Strategy



Bullseye Audience

Media Channels

Socio Cultural Priorities

Overseas Aid – Communications Messaging

Global Citizens

Community Champions

Multilateralists

Male, under 44 years, ABC1, Dublin Urban, Pre-Family/Family Pre-School life-stage

Single; ABC1, College/Post-graduate.

Urban, Dublin ABC1, 65+, empty nester

Over-index on social-media sites and platform as source of information. Special interest groups and podcasts also influence.

Mix of traditional channels (TV; radio; print) and over index on podcast as source of news and information. Special interest groups/ organisations are strong influence.

Full mix of traditional media touchpoints.

Global citizens; focused on climate change and concern around inequality between rich and poor. They strongly over index on the rights of minorities.

Issues of most importance for Community Champions are the homeless situation and lack of local authority housing; climate change is the issue of highest personal concern, followed by economic inequality. Community Champions most likely to agree (90%) that Ireland has changed more positively in relation to diversity and multiculturalism.

Multilateralists over-index on sustainability and climate change. They also concerned with populism and political extremism.

Most likely to have been involved in issues or causes. Support aid on the basis of solidarity. Causes of poverty due to rich countries exploiting developing countries, wealthy supporting authoritarian regimes and colonialism.

Support aid on basis of sense of shared humanity, followed by justice and solidarity. Believe main cause of poverty is due to rich countries exploiting developing countries, wealthy countries supporting regimes for their own political interests and legacy of colonialism.

Aid for reasons of human rights, and shared humanity.

Segments Targeting Strategy

	Pragmatists	Empathisers	Disengaged
Bullseye Audience	55+; C2DE skew, Empty Nesters	Over index on 18-24 yrs,(54% in 18-44 age bracket). Strongly over-index on female, young family, C2DE skew	Male (C2DE skew)
Media Channels	Strongly over-index on traditional TV, print and radio. Government and news/current affairs programmes of most influence in bringing about social change.	Family and friends are of greatest influence. Also consider education and celebrity influencers. Strongly over-index on social media sites and platforms as source of news.	Disengaged from ‘mainstream;’ media. Over index on family members and friends who are of greatest influence on views.
Socio Cultural Priorities	96% agree that national identity is important, pessimistic outlook on the economy. Focused on short to medium term national challenges from household bills health service and management of the economy.	Over-index on mental health as an issue (23%). Issues of concern economic crisis, but this group also over index on education/ healthcare in developing countries and global diseases.	Identity viewed through prism of country first, local community second. Grim view of Ireland’s economic and social outlook. Worry about immigration and proliferation of fake news.
Overseas Aid – Communications Messaging	Aid due to a sense of humanitarianism and shared humanity. Concerns around Govt and private sector corruption, war and conflict and local Govt inefficiencies in developing countries to be addressed.	Attribute poverty to war and conflict, poor levels of health and disease and insufficient local Government investment. Empathetic to the plight of developing countries. Aid seen as a basic human right.	Attribute poverty due to Government inefficiency or incompetence. Misconceptions around root causes of poverty to be addressed. Aid on basis of sympathy, pity and charity.

Thank You

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Delve Deeper