

# 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.         |