



RESEARCH
& INSIGHT

Public Engagement Study

February 2020

Prepared for:

dóchas

The Irish Association
of Non-Governmental
Development Organisations

Prepared by: Ian McShane
J.202383



Background & Objectives

- Dóchas is committed to tackling poverty and inequality around the world. The organisation has a wide remit and key responsibilities include on-going commitment to engaging Irish citizens in the fight against global poverty, inequality and injustice. There is also a need to ensure that public trust in charities remains real and relevant.
- A need had been identified for statistically valid and reliable research amongst a nationally representative sample of the general public covering a broad range of topics related to understanding the general public's experiences of, and attitudes towards, key areas of the Dóchas mission and to understand attitudinal and behaviour change in light of recent contemporary social change movements.
- In order to meet this need Behaviour & Attitudes were commissioned to conduct a nationally representative online survey amongst adults aged 18+ in the Republic of Ireland with follow-on qualitative research to discern the current beliefs and motivations of the Irish public.
- The overarching objectives of the research are to segment the Irish market into clearly defined and targetable groups, which will subsequently be reviewed in-depth by way of a series of qualitative focus groups.
- The specific objectives are then to understand;
 - ❖ Current beliefs and attitudes of the Irish public in relation to overseas development aid
 - ❖ The communication content, style and channels that are likely to enhance support for overseas development aid
 - ❖ The drivers of support for development co-operation
 - ❖ The levers to change attitudes and behaviours
 - ❖ And to analyse the above factors and show these vary from one audience group to another



METHODOLOGICAL OVERVIEW

As the objectives of this research are broad and quite complex, a combined quantitative/qualitative approach was required



DETAILED ONLINE SURVEY

A comprehensive online survey of over 70 questions was conducted amongst a sample of 3,008 adults aged 18+ in the Republic of Ireland.

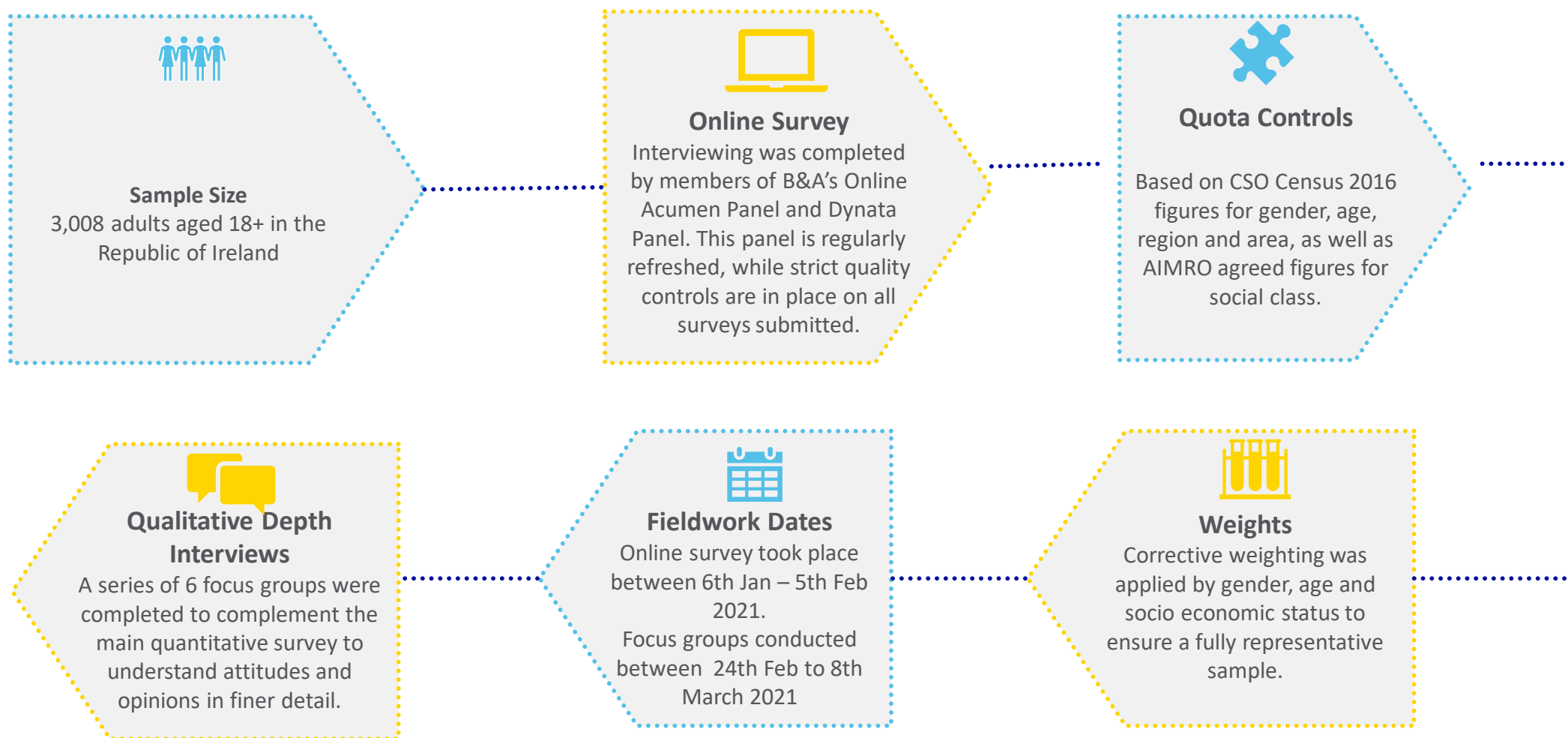
In addition, a detailed segmentation exercise was conducted to understand the factors motivating support for overseas development.



QUALITATIVE

Following completion of the quantitative segmentation survey, a qualitative 'deep-dive' was conducted to truly understand the behavioural and attitudinal profile of key segments in relation to overseas development aid, the communication channels and tone of voice required to resonate with the segments, and how all of the above varies from one grouping to another.

A nationally representative online panel of adults aged 18+ and six focus groups was conducted as follows:



- A series of six focus groups was conducted upon completion of the quantitative survey. The primary objective of which was to explore the motivational and emotive underpinning of the survey data.
- The following sample composition was adopted:

Group	Age	Gender	Region	Social class	*View of Government Overseas Aid
1	18 - 24	Mixed	Dublin	BC1	Very/fairly important
2	25 - 34	Mixed	Cork	C2DEF	Very/fairly important
3	35 - 44	Male	Cork	ABC1	Not very/not at all important
4	35 - 44	Female	Dublin	ABC1	Fairly important
5	45 - 54	Mixed	Galway	BC1F	Fairly important/not very important
6	55 - 64	Mixed	Sligo	ABC1C2	Very important

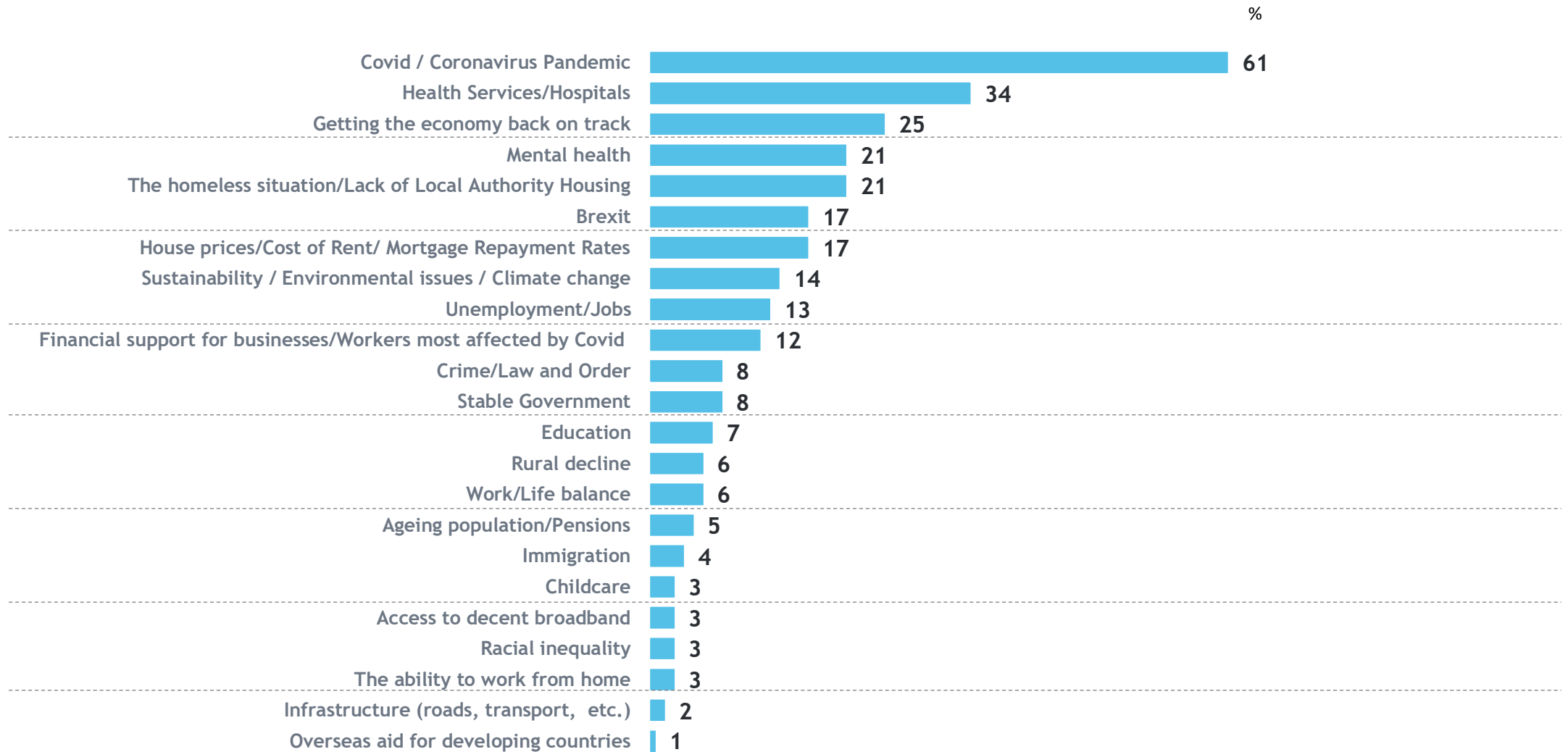
**Q. How important is it that the Government provides overseas aid?*



The Quantitative Findings

The Top 3 Most Important Issues

Base: All Adults N – 3,008



Q.1 Which of the following do you feel are the 3 most important issues facing Ireland today?

The Top 3 Most Important Issues x Demographics

Base: All Adults N – 3,008

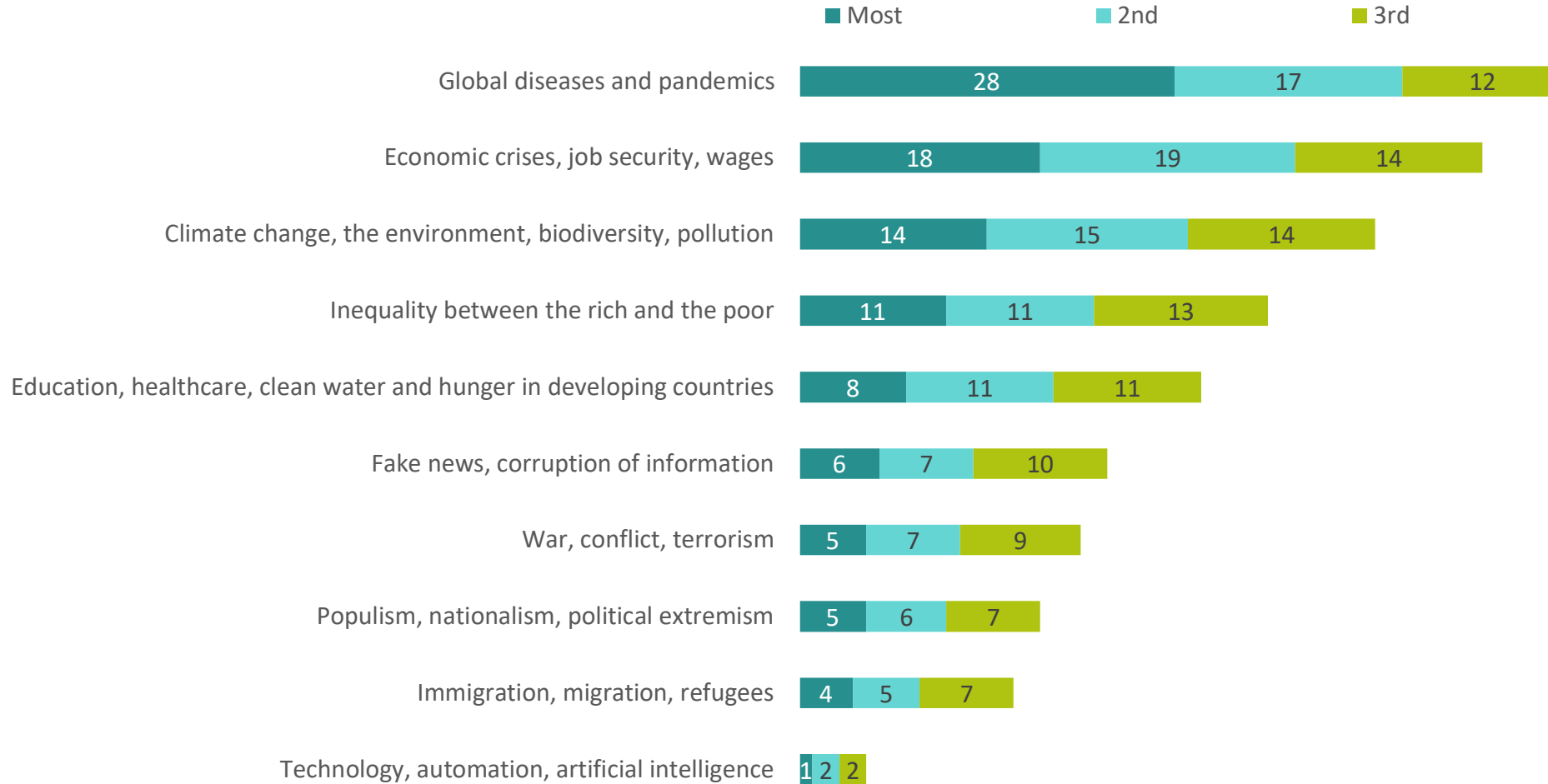


	Total	Gender		Age					Social Class		Area		Lifestage					
		Male	Female	18-24	25-34	35-49	50-64	65+	ABC1F	C2DE	Urban	Rural	Single	Pre Family	Family School	Pre Family Teen	Family Teen	Empty Nester
UNWTD	3008	1477	1526	360	545	936	670	497	1481	1527	2166	842	949	255	389	462	213	739
Covid / Coronavirus Pandemic	61	59	64	47	52	62	67	70	61	61	60	63	60	56	54	57	65	69
Health Services/Hospitals	34	30	38	16	29	32	41	42	31	37	32	38	30	25	30	31	39	42
Getting the economy back on track	25	26	24	14	20	25	31	30	26	24	25	25	24	21	23	24	26	29
Mental health	21	15	26	26	26	25	15	14	18	24	21	21	22	20	25	26	23	14
The homeless situation/Lack of Local Authority Housing	21	18	24	25	21	22	19	22	18	25	21	21	25	20	20	20	21	20
Brexit	17	19	15	15	14	17	17	21	19	14	17	17	16	16	14	16	20	20
House prices/Cost of Rent/ Mortgage Repayment Rates	17	17	17	25	27	19	12	7	19	15	18	15	17	32	25	16	12	11
Sustainability / Environmental issues / Climate change	14	14	13	18	16	13	12	13	16	11	13	15	17	22	11	12	14	10
Unemployment/Jobs	13	15	11	14	15	14	12	7	12	13	13	11	10	15	17	13	14	12
Financial support for businesses/Workers most affected by Covid (retail, hospitality, etc.)	12	11	13	12	12	11	14	12	13	12	13	11	13	10	12	11	12	13
Crime/Law and Order	8	10	6	8	7	8	9	9	8	8	9	7	8	9	8	9	6	8
Stable Government	8	7	8	6	8	6	8	11	6	9	8	7	7	3	9	8	6	10
Education	7	6	7	14	7	6	4	6	7	6	6	7	7	5	5	8	10	5
Rural decline	6	6	5	6	4	4	7	7	5	6	4	8	6	7	5	2	3	7
Work/Life balance	6	6	6	6	8	7	4	3	6	5	6	5	6	7	7	8	3	4
Ageing population/Pensions	5	7	4	1	3	4	8	8	6	5	5	6	4	1	4	5	5	9
Immigration	4	6	2	4	5	4	3	3	4	4	4	3	3	4	5	5	4	3
Childcare	3	3	4	3	4	5	3	1	3	3	4	3	2	3	7	6	2	2
Access to decent broadband	3	3	3	3	3	3	4	3	4	2	2	5	3	3	4	3	5	3
Racial inequality	3	4	3	10	3	2	2	2	4	3	4	3	5	5	4	2	1	2
The ability to work from home	3	3	3	4	4	4	2	1	4	2	3	2	3	2	4	4	1	2
Infrastructure (roads, transport)	2	3	2	3	3	2	2	1	3	2	3	2	2	4	3	2	3	2
Overseas aid for developing countries	1	1	1	2	1	1	1	2	1	1	1	1	1	1	0	1	1	1

Those in the 50-64 and 65+ age groups over-index on the top three mentions of Covid, Health Service and getting the economy back on track. Women also register higher mentions of health services, mental health and homeless situation. Younger participants and family pre-teen also over index on mental health with U34 and Pre/Young family exercised on the cost of house prices. Males and ABC1 over-index on Brexit. ABC1's also over index on sustainability (as do single and pre family lifestage).

Issues Personally Most Concerned About

Base: All Adults N - 3,008



Issues Personally Most Concerned About - Total Mentions x Demographics

Base: All Adults N - 3,008



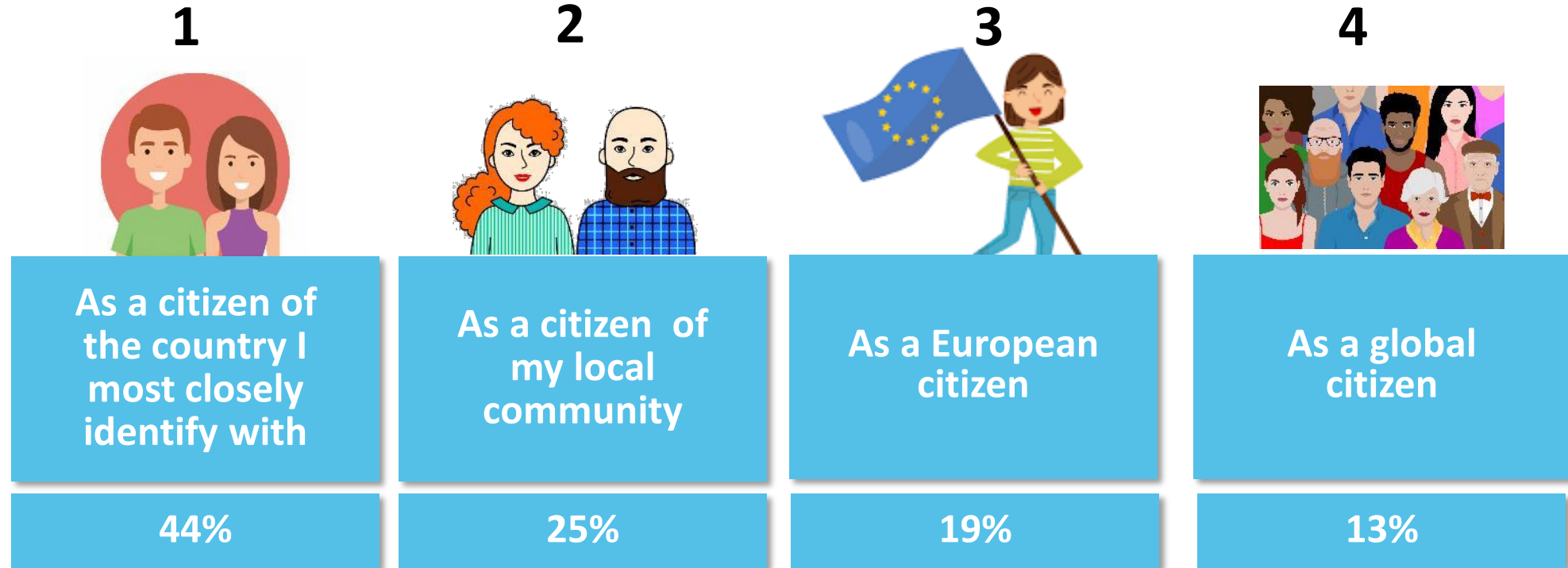
	Total	Gender		Age					Social Class		Area		Lifestage					
		Male	Female	18-24	25-34	35-49	50-64	65+	ABC1F	C2DE	Urban	Rural	Single	Pre Family	Family Pre School	Family Pre Teen	Family Teen	Empty Nester
UNWTD	3008	1477	1526	360	545	936	670	497	1481	1527	2166	842	949	255	389	462	213	739
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Global diseases and pandemics	58	54	62	50	54	58	61	62	57	59	56	61	56	55	55	57	58	63
Economic crises, job security, wages	51	50	51	45	54	56	53	41	54	48	52	49	46	50	60	57	53	49
Climate change, the environment, biodiversity, pollution	43	44	42	48	42	41	42	46	45	41	42	44	45	49	36	44	43	41
Inequality between the rich and the poor	35	34	36	30	33	35	37	39	32	39	34	37	37	34	31	31	32	39
Education, healthcare, clean water and hunger in developing countries	30	26	33	38	29	30	27	28	29	30	30	29	29	27	33	30	39	27
Fake news, corruption of information	23	25	21	26	26	21	22	21	22	23	23	23	24	28	26	19	19	21
War, conflict, terrorism	21	20	23	27	22	20	19	21	19	23	21	21	23	18	20	22	18	20
Populism, nationalism, political extremism	18	22	14	14	16	17	19	25	19	17	19	17	19	17	14	16	16	21
Immigration, migration, refugees	16	18	14	14	17	17	16	14	15	16	17	14	15	17	17	17	15	16
Technology, automation, artificial intelligence	6	7	4	8	7	5	5	4	7	5	6	5	6	5	8	7	7	4

Females are most concerned with global disease and pandemics as are empty nesters. The 35-49 age cohort, ABC1 and Family Pre-School/Pre-Teen over index on the economic crisis and job security. C2DEs place higher importance on inequality between rich and poor. Education and healthcare are of higher concern for women, 18-24 yrs and family teen. 18-24 also most concerned regarding war, conflict and terrorism.



Perceived Individual Identity - Ranked 1st

Base: All Adults N - 3,008



Perceived Individual Identity Ranked First x Demographics

Base: All Adults N - 3,008



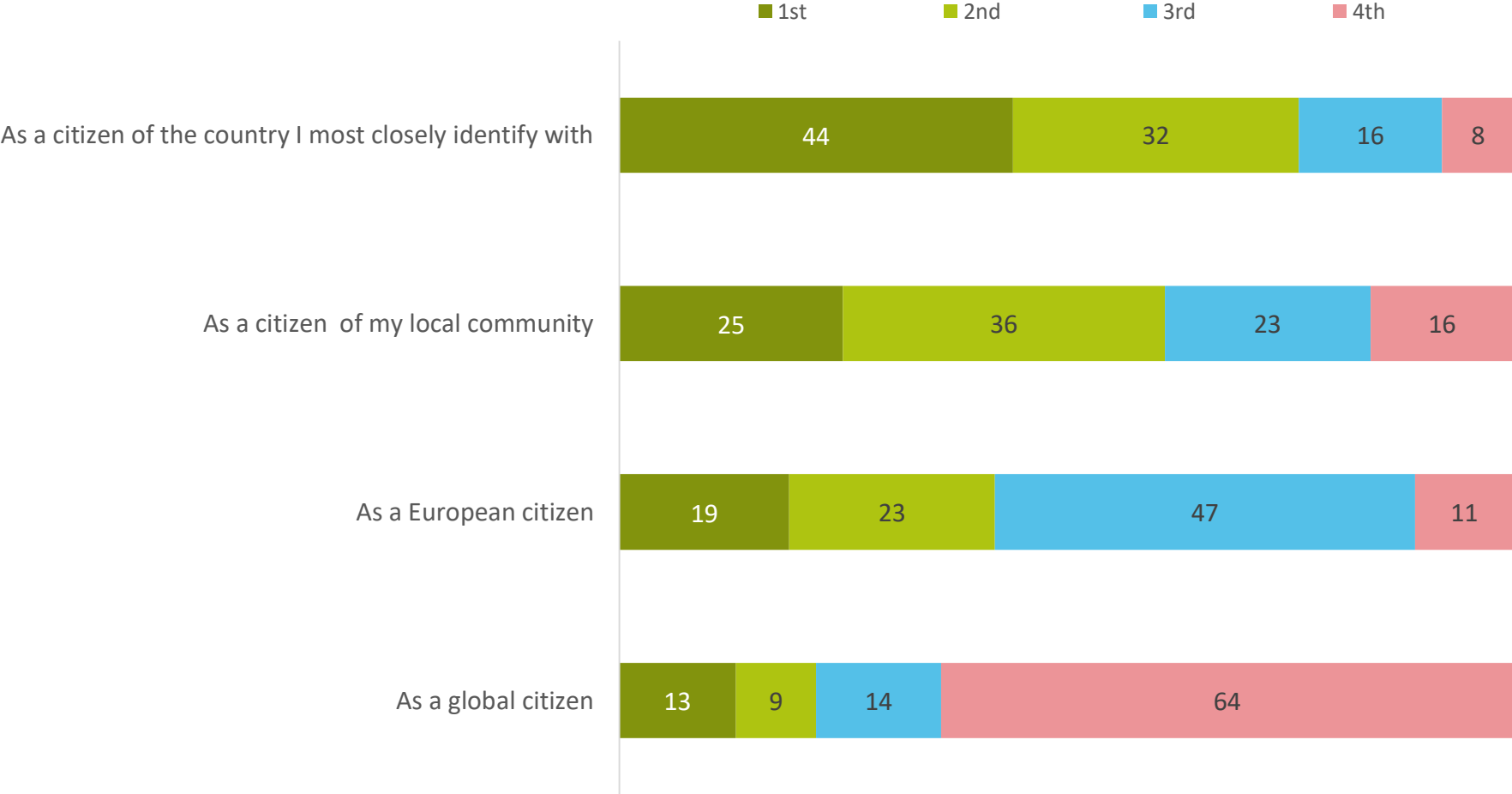
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
As a citizen of the country I most closely identify with	44	45	43	36	44	41	47	51	45	43	45	42	42	39	42	42	39	51
As a citizen of my local community	25	21	28	26	26	26	25	20	21	28	22	30	24	19	28	29	28	23
As a European citizen	19	20	17	21	14	18	19	22	20	17	19	17	18	20	16	17	19	20
As a global citizen	13	14	12	17	16	15	10	7	14	12	14	11	16	21	14	12	14	7

The 65+ age group and empty nesters are most likely to identify as a citizen of the country they most closely identify with. Women, C2DE and rural dwellers score higher for citizen of their local community. Younger adults (-34) score highest for global citizen compared to other cohorts.



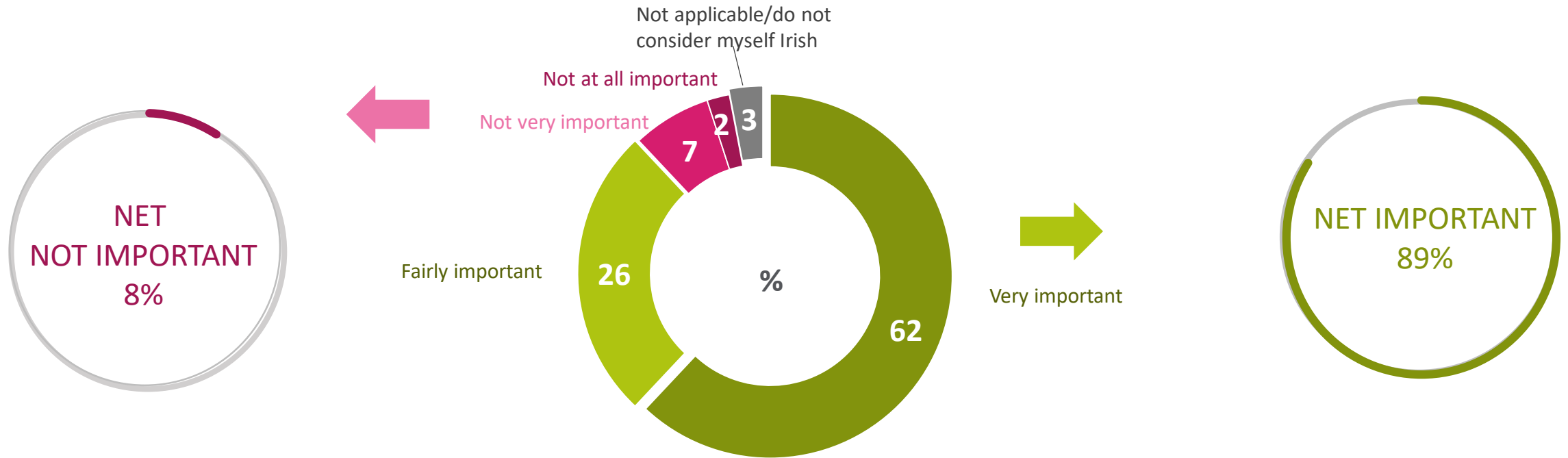
Perceived Individual Identity - All Mentions

Base: All Adults N - 3,008



Importance Of Sense Of Being 'Irish'

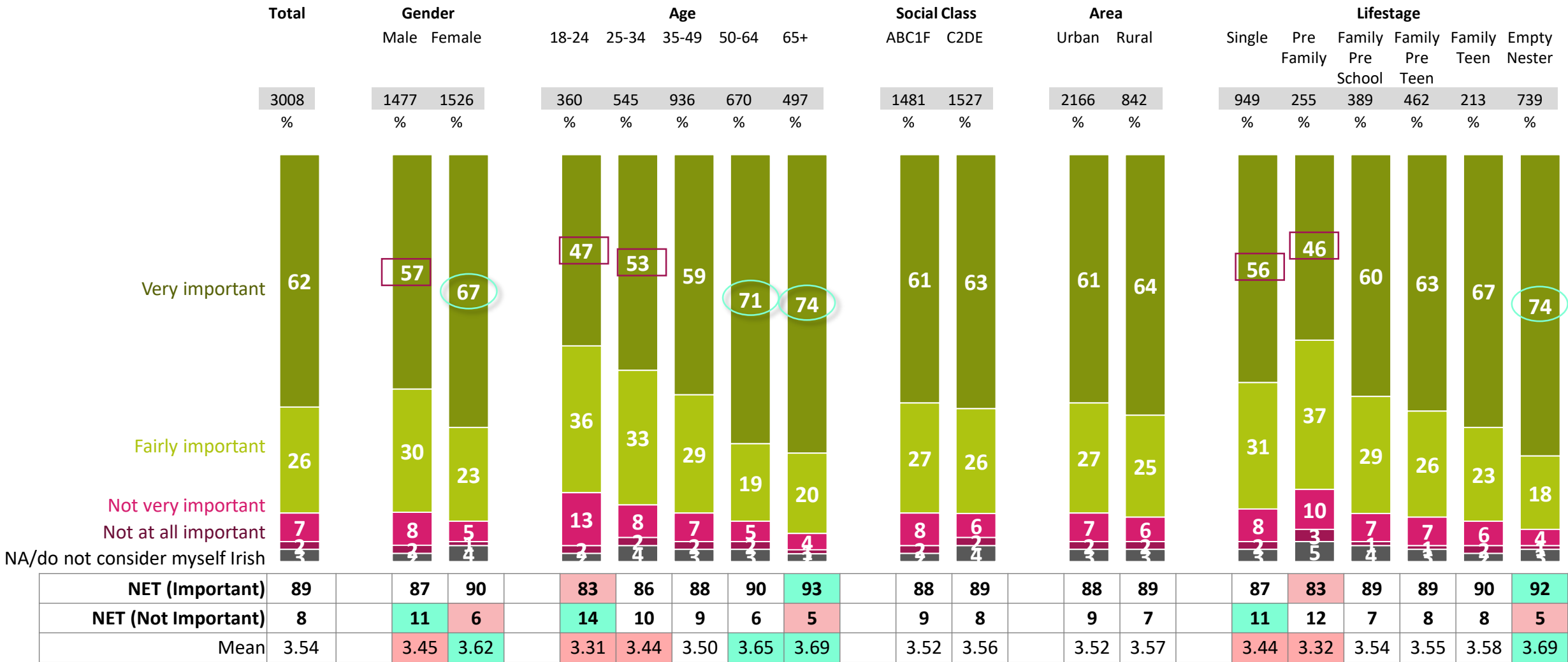
Base: All Adults N - 3,008



Importance Of Sense Of Being 'Irish'

Base: All Adults N - 3,008

○ Statistically higher than total
□ Statistically lower than total

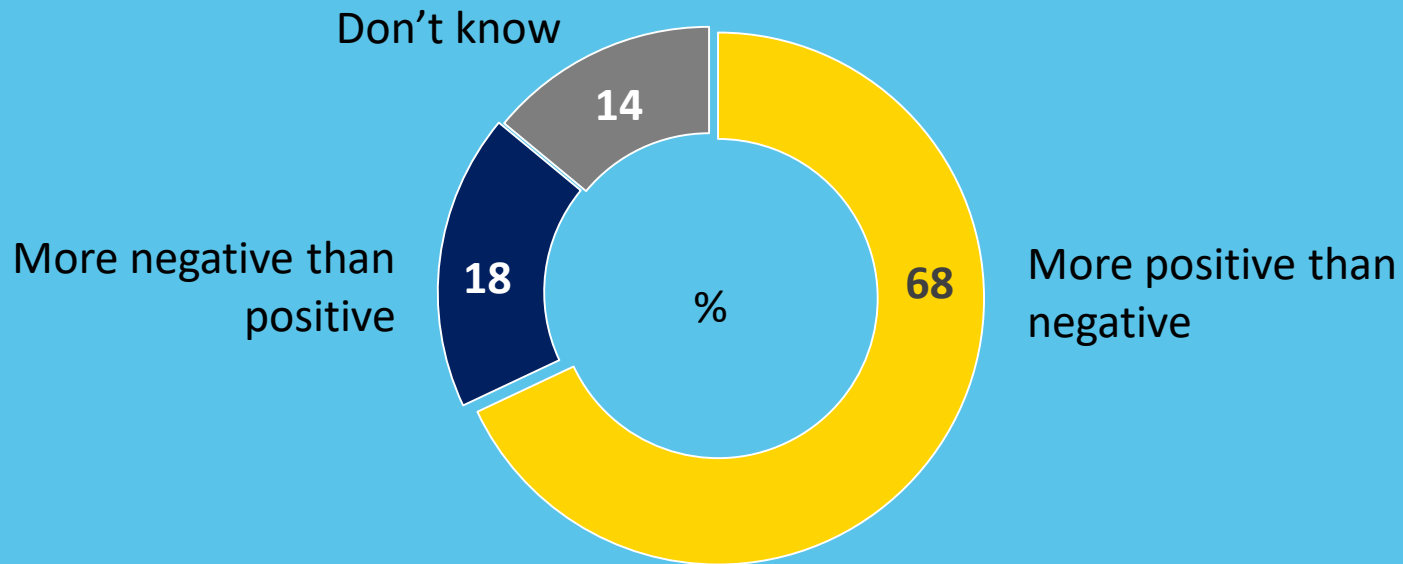


Women place greater importance on a sense of being Irish as do older participants (50+ and Empty Nesters).



Almost 7 in 10 believe changes in Ireland over past 20 years are more positive than negative

Base: All Adults N - 3,008



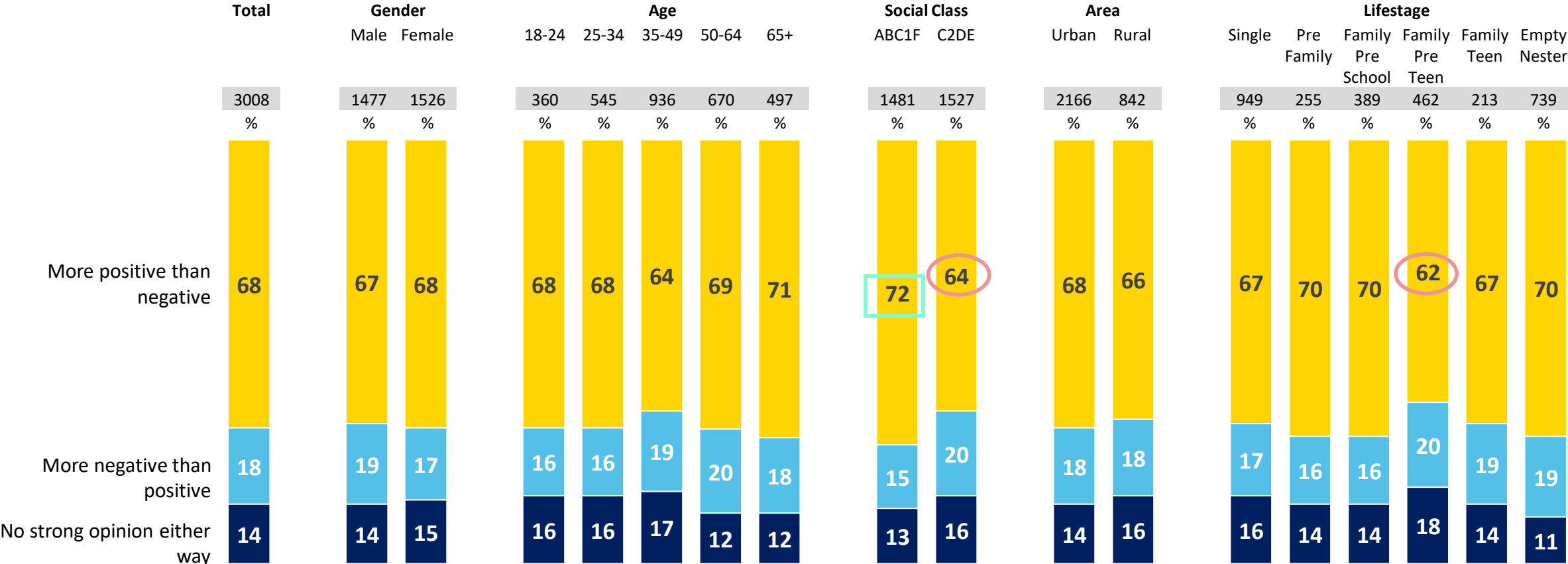
Q.5 Ireland has changed quite significantly over the last 10 to 20 years from being an historically white Catholic country to a more diverse and multi-cultural country. Would you say these changes have been more positive or more negative for Ireland?



Almost 7 in 10 believe changes in Ireland over past 20 years are more positive than negative x Key Demographics



Base: All Adults N - 3,008

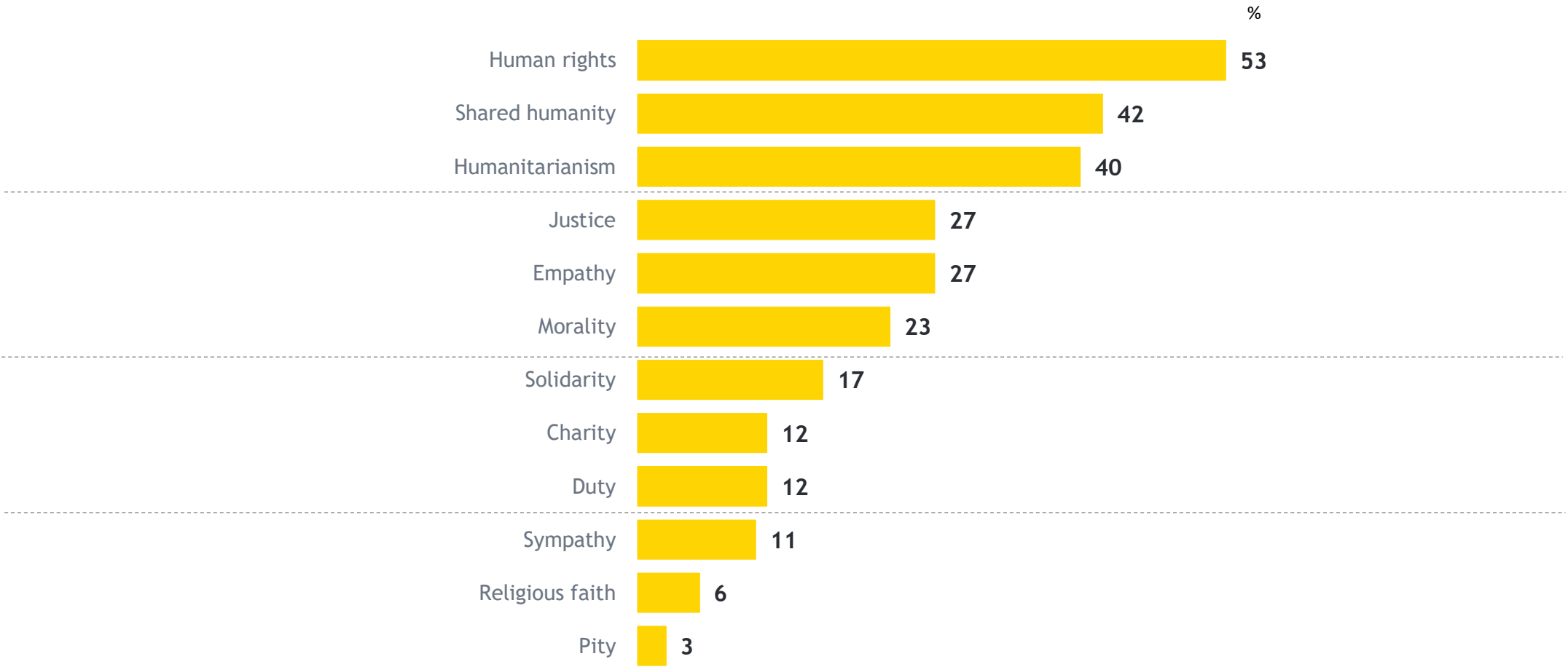


ABC1s are most likely to agree that changes in the past 20 years are more positive than negative.



The Top 3 Most Important Reasons to Help those in Developing Countries

Base: All Adults N – 3,008



The Top 3 Most Important Reasons to Help those in Developing Countries

Base: All Adults N – 3,008



	Total	Gender		Age					Social Class		Area		Lifestage					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Human rights	53	47	59	58	49	50	53	59	51	55	53	53	54	48	52	52	51	55
Shared humanity	42	40	45	37	34	42	47	49	42	43	41	46	41	42	37	39	45	48
Humanitarianism	40	38	43	25	35	38	49	47	40	41	40	42	37	39	40	34	39	49
Justice	27	27	27	27	21	20	32	38	26	28	27	27	28	22	22	21	23	34
Empathy	27	24	30	28	31	33	24	16	29	25	27	26	27	28	32	30	31	20
Morality	23	24	23	31	27	23	23	17	24	22	22	26	24	22	28	22	29	20
Solidarity	17	18	15	15	20	20	14	13	18	15	18	15	17	20	22	19	15	12
Charity	12	13	11	11	14	13	9	11	12	12	12	10	11	15	11	15	10	11
Duty	12	14	11	13	13	12	11	12	14	11	13	11	12	15	14	11	12	12
Sympathy	11	11	11	13	15	12	8	8	11	11	11	11	12	10	13	16	8	8
Religious faith	6	7	5	9	9	4	6	6	6	6	7	5	7	4	5	8	10	5
Pity	3	3	2	3	3	3	2	1	3	2	2	3	2	3	3	4	3	1
None of these	3	5	2	2	3	4	4	3	3	4	3	3	3	5	2	3	4	4

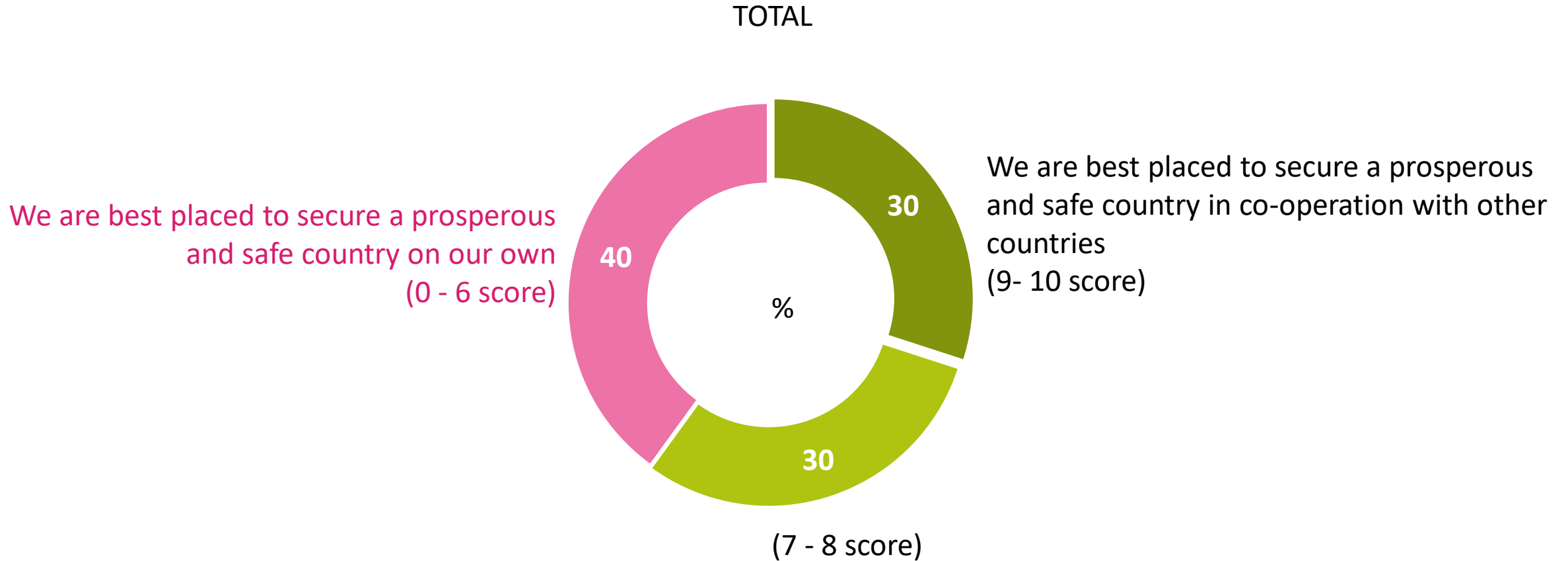
Women and over 65 yrs over-index on human rights. The 50+ age group score higher for shared humanity, humanitarianism and justice. Mid age (25-49 year olds) over index on empathy and solidarity.



Q.6 Please select up to three words from the list below that best align with your own view of why we should help those in developing countries worse off than ourselves.

How Should We Secure A Prosperous And Safe Country

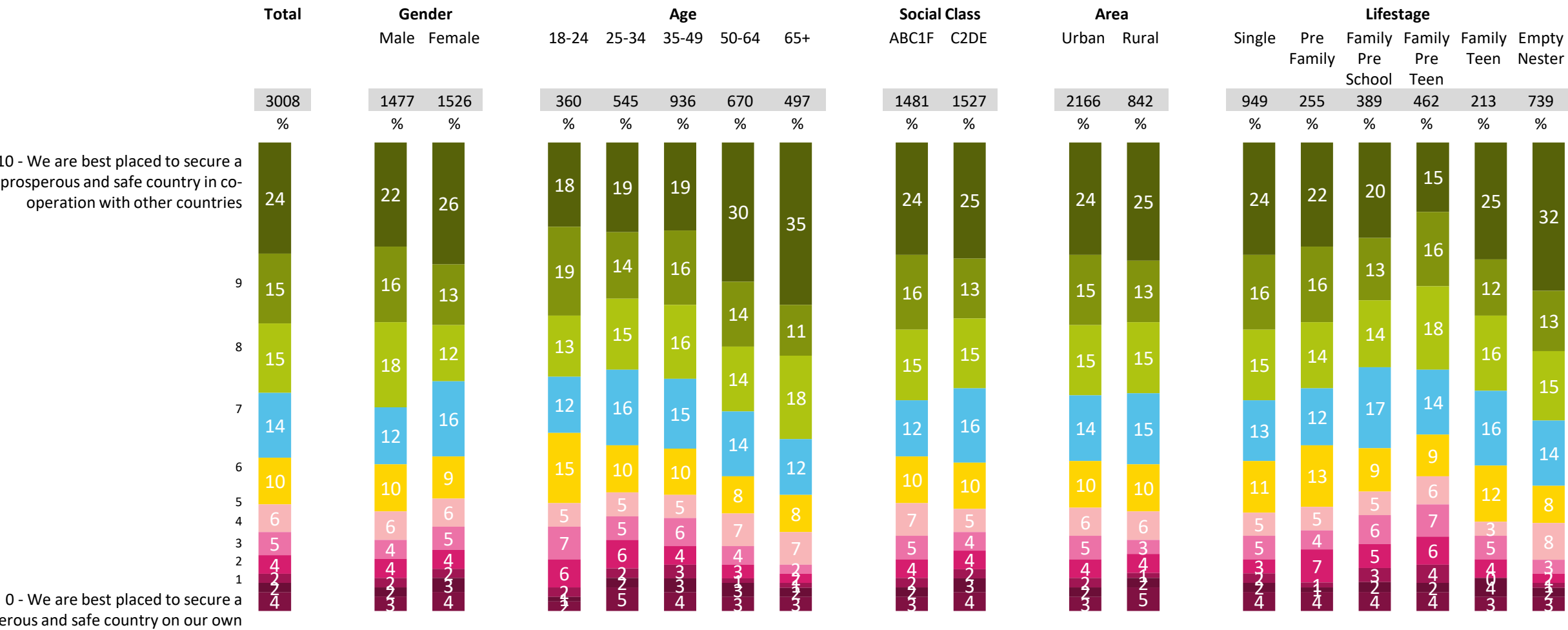
Base: All Adults N – 3,008



How Should We Secure A Prosperous And Safe Country x Demographics



Base: All Adults N – 3,008



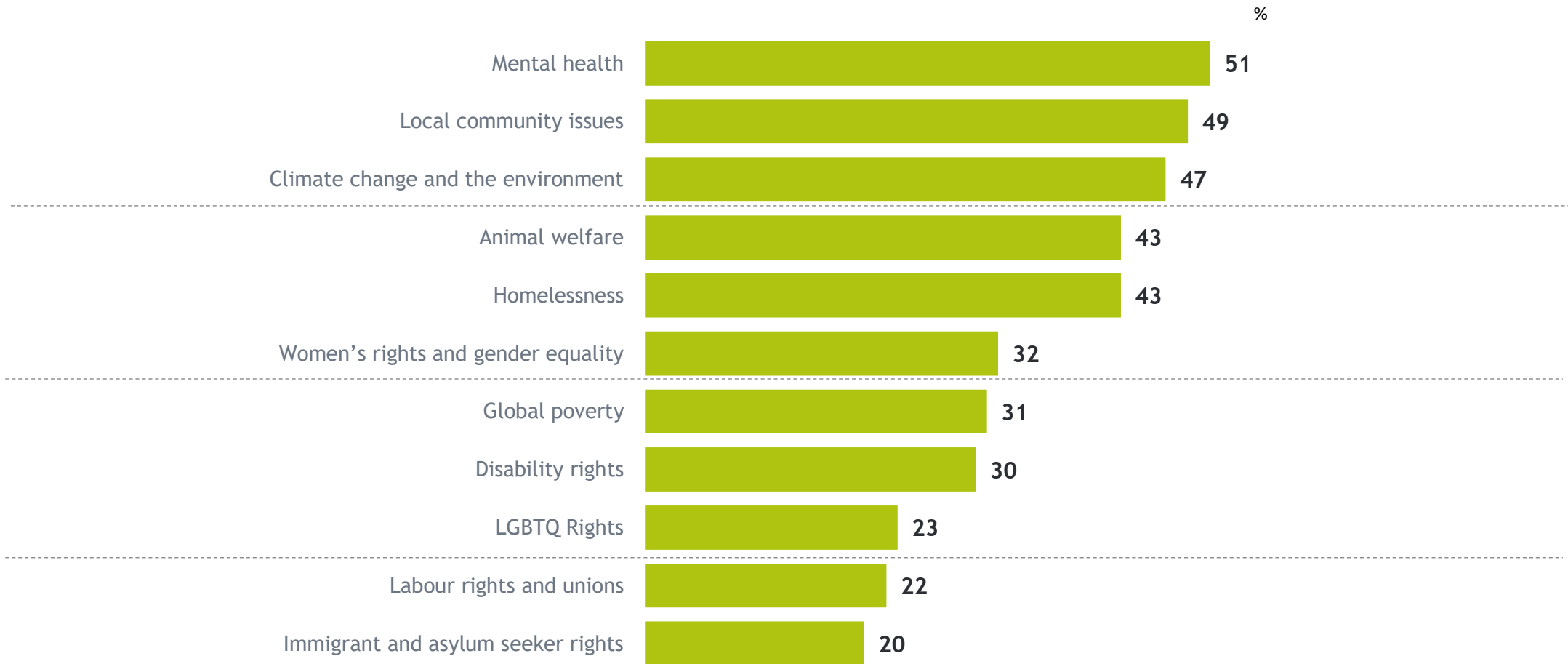
NET (9-10)	30		28	32		24	24	25	36	41		30	30		29	31		29	27	25	21	28	40
NET (7-8)	30		34	26		32	29	31	28	29		32	28		31	28		31	30	27	33	28	28
NET (0-6)	40		38	42		44	47	44	36	30		38	42		40	40		40	42	47	46	44	32
Mean	6.85		6.89	6.80		6.67	6.40	6.53	7.13	7.54		6.94	6.75		6.85	6.84		6.85	6.72	6.43	6.34	6.74	7.41

The older cohort is most likely to agree that we are best placed to secure a prosperous and safe country in co-operation with other countries, while the 25-49 year old age groups (Family Pre School and Pre Teen) life stage believe we are best placed to do this on our own.



Incidence Of Being Active In Causes Over The Last 12 Months

Base: All Adults N – 3,008



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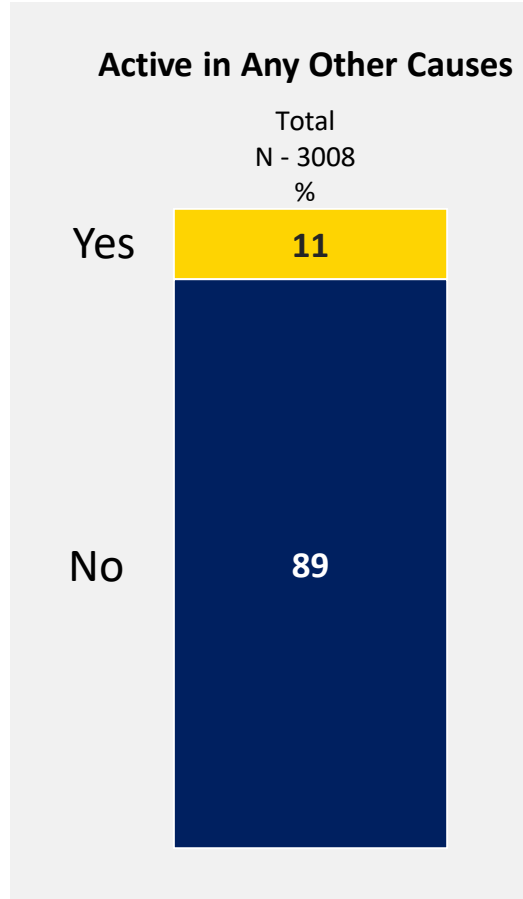


	Total	Gender		Age					Social Class		Area		Lifestage					
		Male	Female	18-24	25-34	35-49	50-64	65+	ABC1F	C2DE	Urban	Rural	Single	Pre Family	Family Pre School	Family Pre Teen	Family Teen	Empty Nester
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Mental health	51	45	55	70	59	53	43	36	53	48	52	48	54	58	57	52	56	39
Local community issues	49	50	48	50	50	47	49	52	51	47	49	49	44	49	53	51	50	52
Climate change and the environment	47	45	49	63	51	45	41	44	49	46	48	45	53	55	44	44	50	41
Animal welfare	43	38	48	55	48	46	39	31	43	43	44	42	45	53	44	43	52	35
Homelessness	43	40	47	51	44	46	38	41	44	43	46	39	44	40	43	50	54	38
Women's rights and gender equality	32	26	38	53	43	34	23	19	34	31	34	29	35	48	40	32	32	20
Global poverty	31	31	31	45	30	28	25	35	34	28	32	28	32	35	30	30	33	29
Disability rights	30	27	32	37	32	30	27	26	29	30	30	28	29	29	35	33	35	25
LGBTQ Rights	23	21	24	44	33	22	14	13	26	20	24	20	27	40	25	21	23	14
Labour rights and unions	22	26	18	34	29	22	16	13	24	19	24	17	22	27	29	24	17	16
Immigrant and asylum seeker rights	20	20	19	37	25	17	14	15	22	17	21	16	26	24	20	18	17	12

Younger participants and those in the Pre Family/Pre School life-stages display greater levels of activity for mental health causes. Indeed, apart from local community issues, the 18 to 24 age group in particular show greater levels of activity for all other causes mentioned. Females also over-index on mental health, animal welfare, homelessness and Women's rights. Males over-index on Labour Rights.

Incidence of Being Active in Any Other Causes in Past 12 months

Base: All Adults N – 3,008

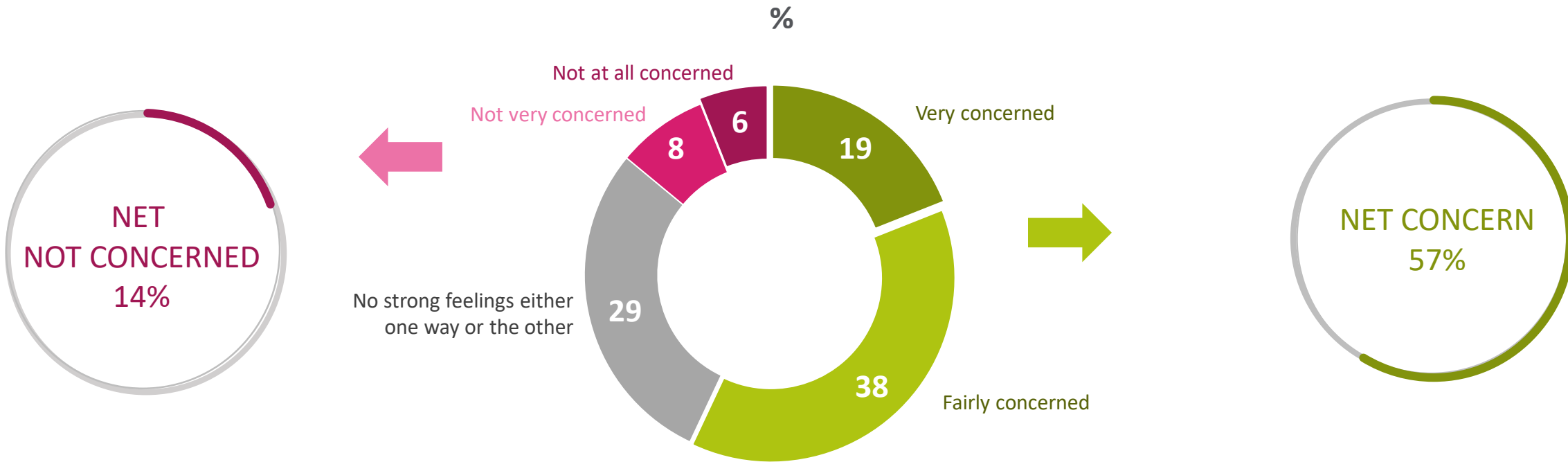


	Total	Gender		Age					Lifestage					
		Male	Female	18-24	25-34	35-49	50-64	65+	Single	Pre Family	Family Pre School	Family Pre Teen	Family Teen	Empty Nester
	336	155	181	53	49	89	62	83	119	31	41	33	28	84
Racial Inequality/BLM	14	8	19	68	13	4	2	5	25	25	12	4	7	4
Local/Community	10	11	8	-	3	10	16	13	8	10	10	4	7	14
Other	9	11	7	-	14	12	16	3	7	8	16	8	7	10
Healthcare/Hospitals	7	6	7	4	13	10	2	5	6	11	12	11	4	4
Human Rights	6	4	7	8	6	6	7	3	6	7	5	11	2	6
Donating to charities (Unspecified)	6	6	6	-	-	5	12	9	1	4	3	12	10	10
Volunteering	5	2	7	-	-	2	4	13	5	-	1	3	-	11
Pandemic Related Help	5	6	4	-	10	8	6	1	5	7	3	9	12	1
Mental Health	5	5	5	2	8	-	7	7	7	-	2	-	9	4
Homelessness/Housing crisis	5	4	7	6	4	6	3	7	3	4	4	8	8	7
Cancer Society/Research	5	7	3	-	9	4	7	4	6	4	3	-	6	5
Political Issues	4	6	2	-	5	7	2	3	3	8	3	8	3	1
Environmental Causes	4	5	3	-	2	6	3	6	2	-	5	9	-	7
Cruelty to animals/Animal related	4	4	5	4	1	3	3	8	9	2	1	4	-	2
Protecting Elderly	3	3	3	-	1	3	3	6	2	2	-	-	11	5
Children's Welfare	3	1	5	2	2	2	3	5	2	-	3	3	6	4
Technology related	2	2	2	4	3	-	2	1	1	-	3	-	-	3
Pro-life organisations	2	1	2	-	3	2	2	1	1	-	3	-	8	1
Personal Wellbeing	2	3	-	1	3	2	-	2	3	-	1	-	-	1
Education	2	2	2	1	2	4	1	1	2	-	-	8	4	1
Childcare	2	1	3	-	5	5	-	-	-	9	6	2	-	1
Don't know	1	1	1	2	-	2	-	-	-	-	4	3	-	-

When asked if they had been active in any other causes in past 12 months, 11% reported they had been. A breakdown of the causes is provided for the 11% and we can see that Racial Inequality/Black Lives Matter received the highest mention, and this is particularly true for the 18 – 24 age cohort.

Level Of Concern Around Protection Of Human Rights Of Minorities

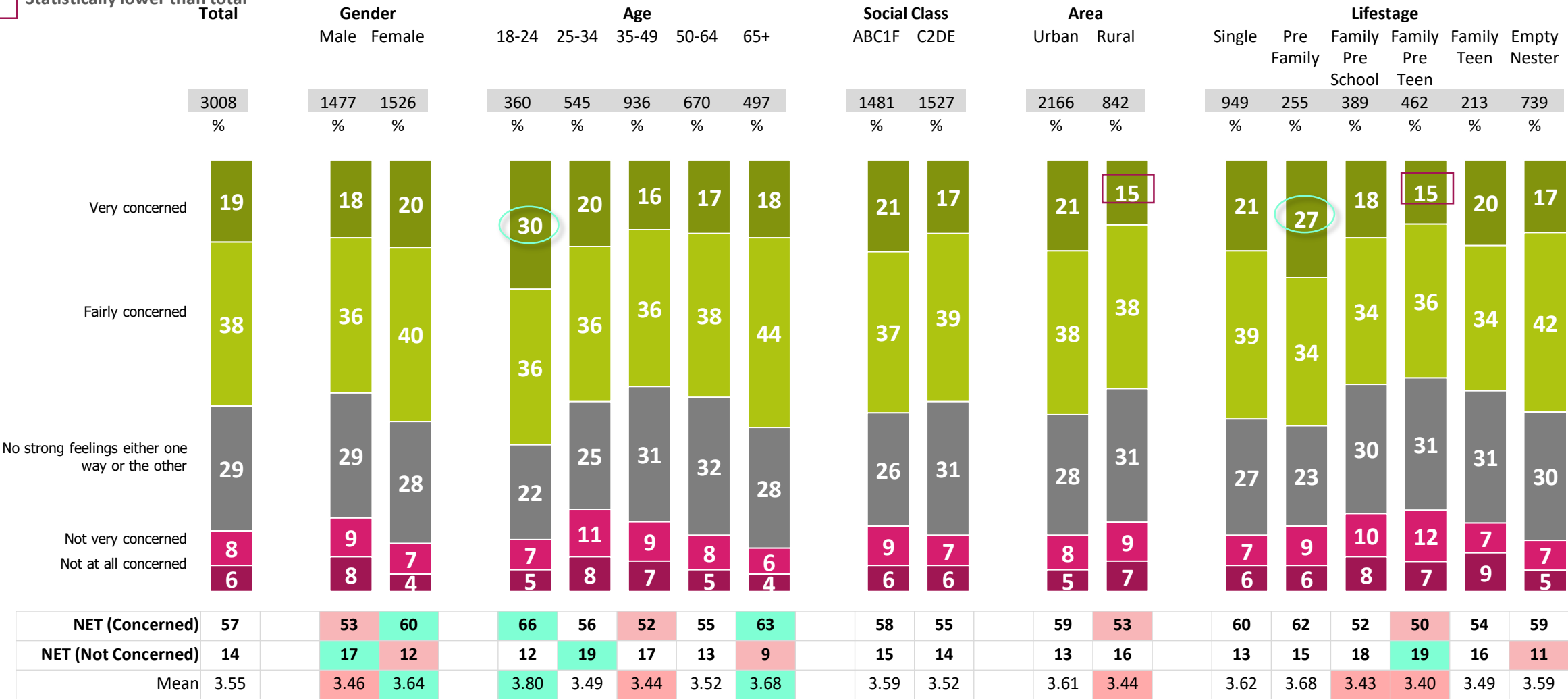
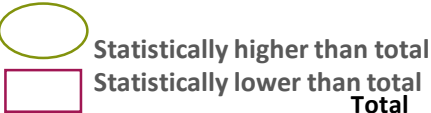
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Level Of Concern Around Protection Of Human Rights Of Minorities



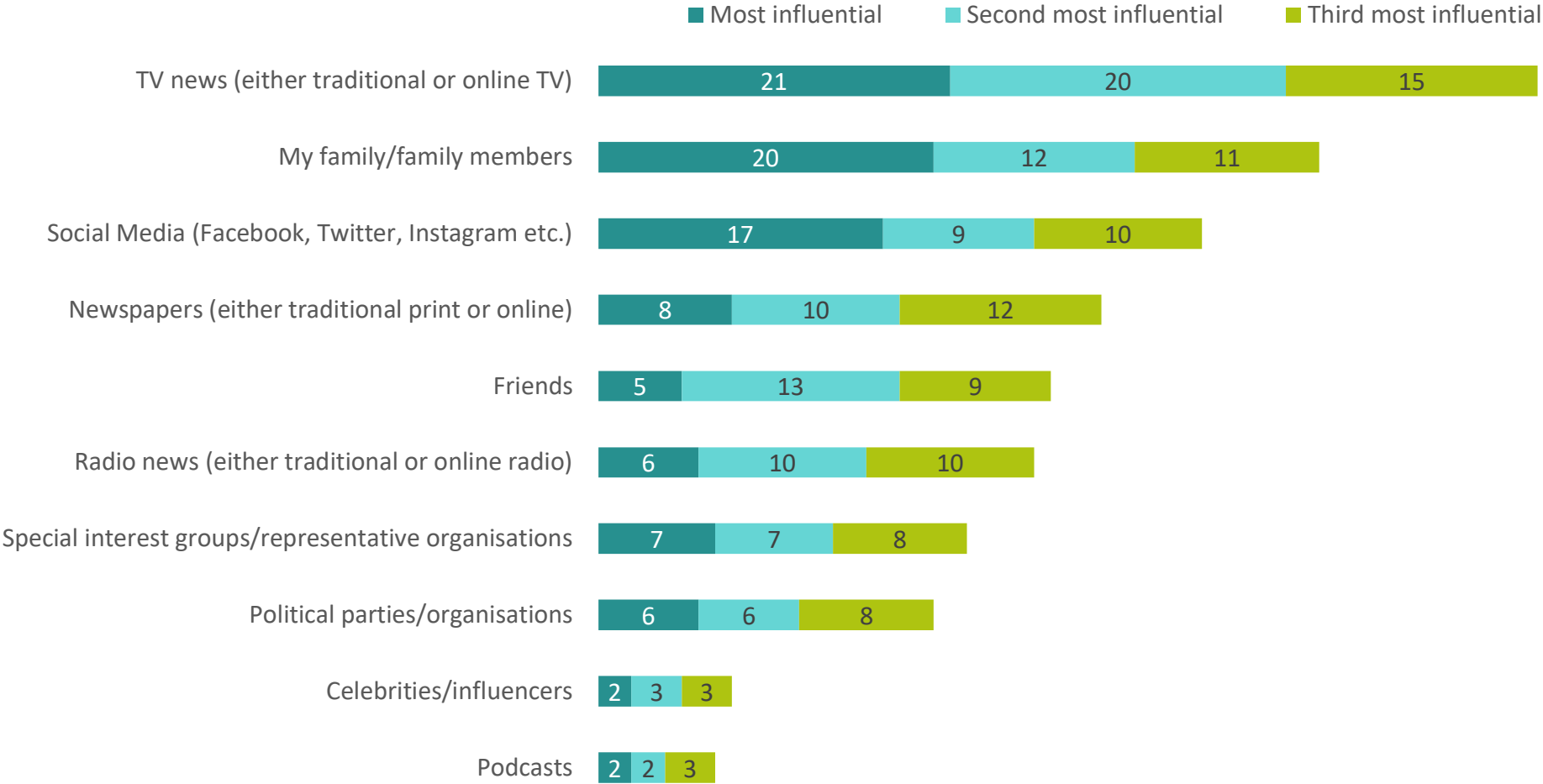
Base: All Adults N – 3,008



16-24 year olds, those age 65+ and females in general show higher levels of concern around the protection of human rights of minorities.

Greatest Influence On Views And Opinions Of Key Issues

Base: All Adults N - 3,008



Greatest Influence On Views And Opinions Of Key Issues - Total Mentions



Base: All Adults N - 3,008

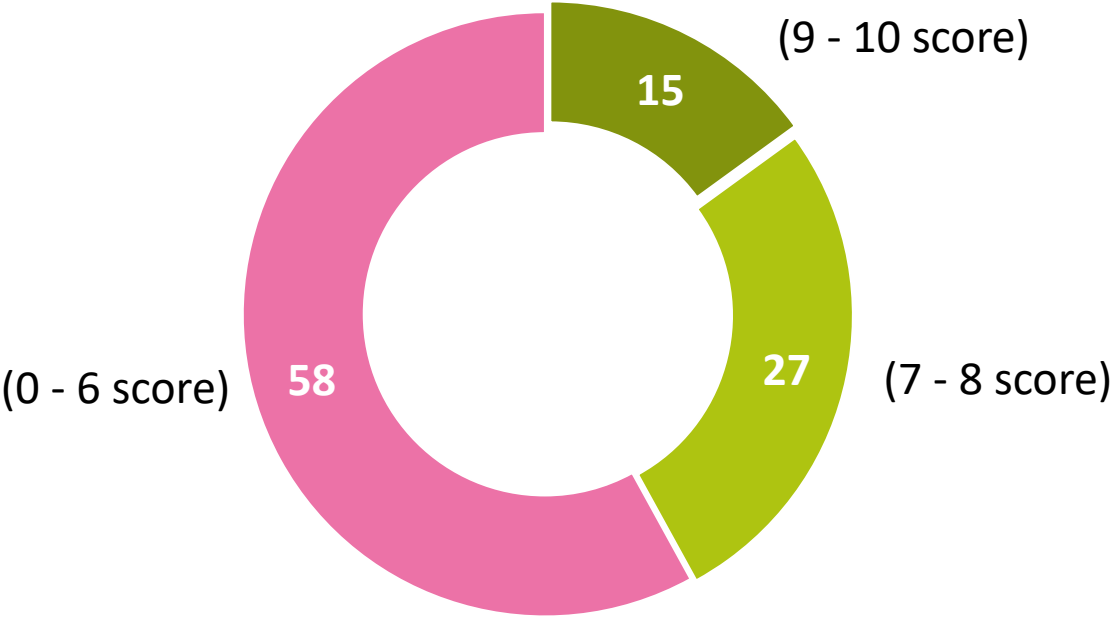
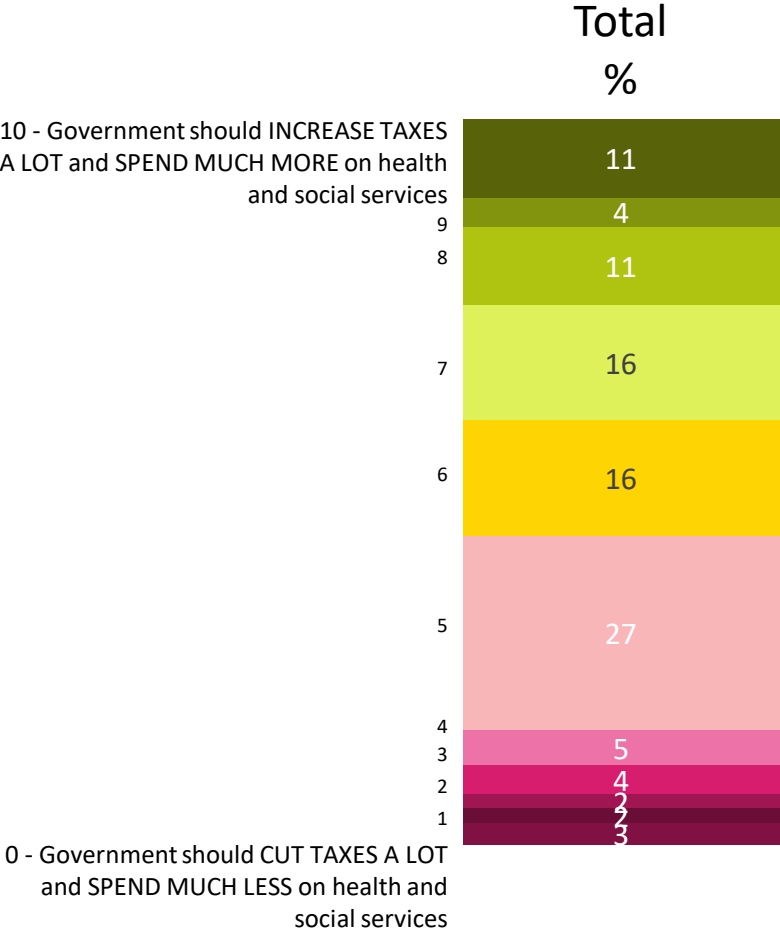
Base : 3,710 Filter: All interviews	Total	Gender		Age					Social Class		Area		Lifestage					
		Male	Female	18-24	25-34	35-49	50-64	65+	ABC1F	C2DE	Urban	Rural	Single	Pre Family	Family Pre School	Family Pre Teen	Family Teen	Empty Nester
UNWTD	3008	1477	1526	360	545	936	670	497	1481	1527	2166	842	949	255	389	462	213	739
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
TV news (either traditional or online TV)	55	56	55	40	48	55	65	61	54	57	52	62	49	50	53	60	56	63
My family/family members	43	42	44	43	46	44	43	38	40	45	43	42	41	40	45	46	47	42
Social Media (Facebook, Twitter, Instagram etc.)	36	32	40	61	50	39	25	18	38	34	38	33	40	51	43	37	37	23
Newspapers (either traditional print or online)	31	33	29	16	22	30	38	42	33	29	31	31	28	30	23	28	26	41
Friends	28	30	25	35	34	31	24	18	27	29	29	26	33	27	31	29	25	20
Radio news (either traditional or online radio)	26	27	25	12	15	25	33	36	26	25	24	28	23	18	20	25	27	34
Special interest groups/representative organisations	22	18	26	13	16	23	25	31	20	24	21	24	22	15	21	19	22	27
Political parties/organisations	19	21	18	18	18	16	20	26	20	19	20	18	19	20	18	17	17	23
Schools/colleges/universities	15	15	15	25	15	14	13	13	15	15	15	14	17	18	14	14	17	12
Celebrities/influencers	9	9	9	21	14	9	4	3	10	8	10	7	11	12	14	10	8	3
Religious bodies/organisations	9	9	9	8	10	7	7	13	8	10	9	9	9	6	9	8	12	9
Podcasts	6	7	6	9	12	7	3	2	8	5	7	4	7	14	9	6	5	2

Older participants, rural inhabitants, family pre teens and empty nesters agree TV has the greatest influence on their views and opinion of key issues. Females and younger age groups/lifestages cite social media (particularly the 18-24 age group). Friends are also cited for the younger under 34 years age group. Newspapers and radio are also of importance for the older age group.



Government Should Cut Taxes And Spend Less - Rating

Base: All Adults N - 3,008

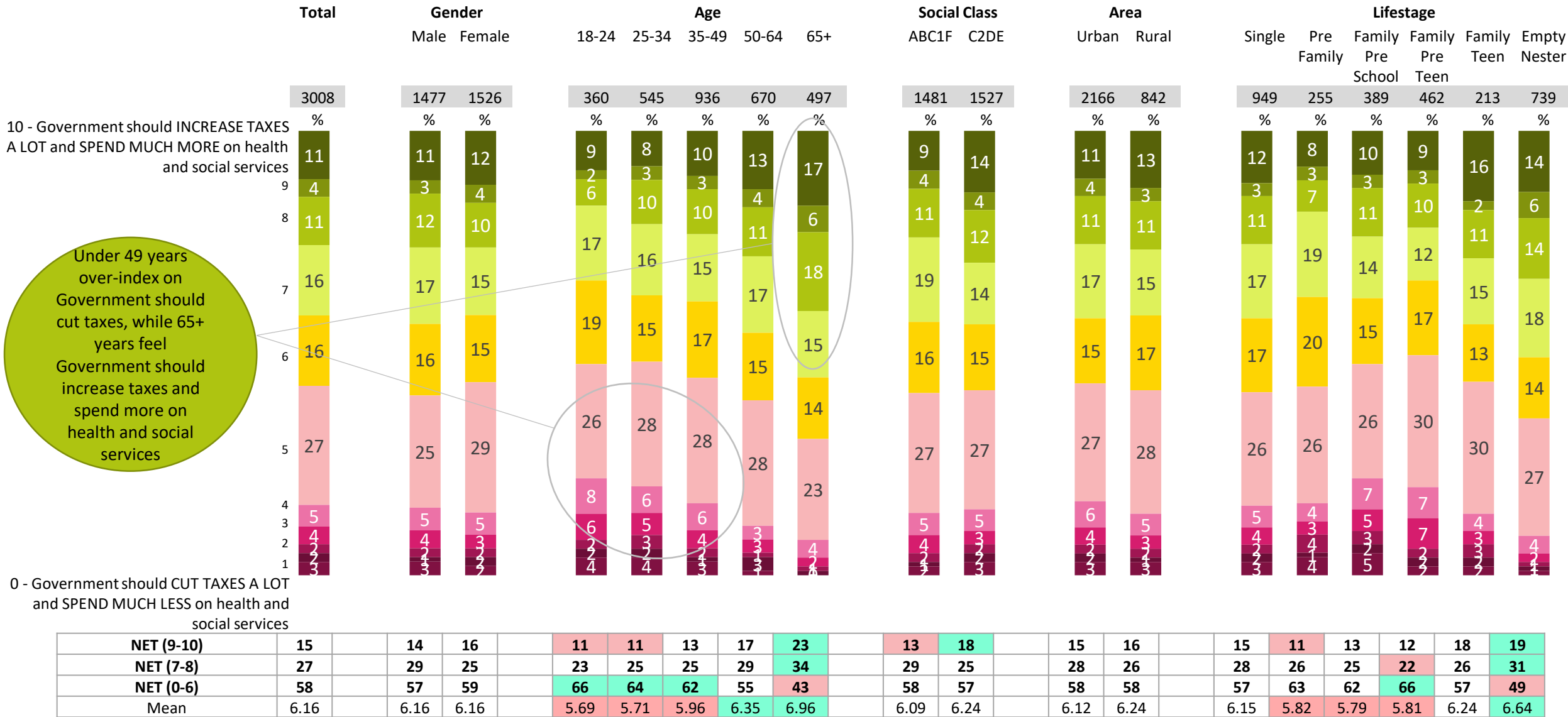


Q.11 On a scale of 0 to 10, where 0 means government should CUT TAXES A LOT and SPEND MUCH LESS on health and social public services, and 10 means government should INCREASE TAXES A LOT and SPEND MUCH MORE on health and social public services. Where would you place yourself in terms of this scale?



Government Should Cut Taxes And Spend Less - Rating

Base: All Adults N - 3,008



Q.11 On a scale of 0 to 10, where 0 means government should CUT TAXES A LOT and SPEND MUCH LESS on health and social public services, and 10 means government should INCREASE

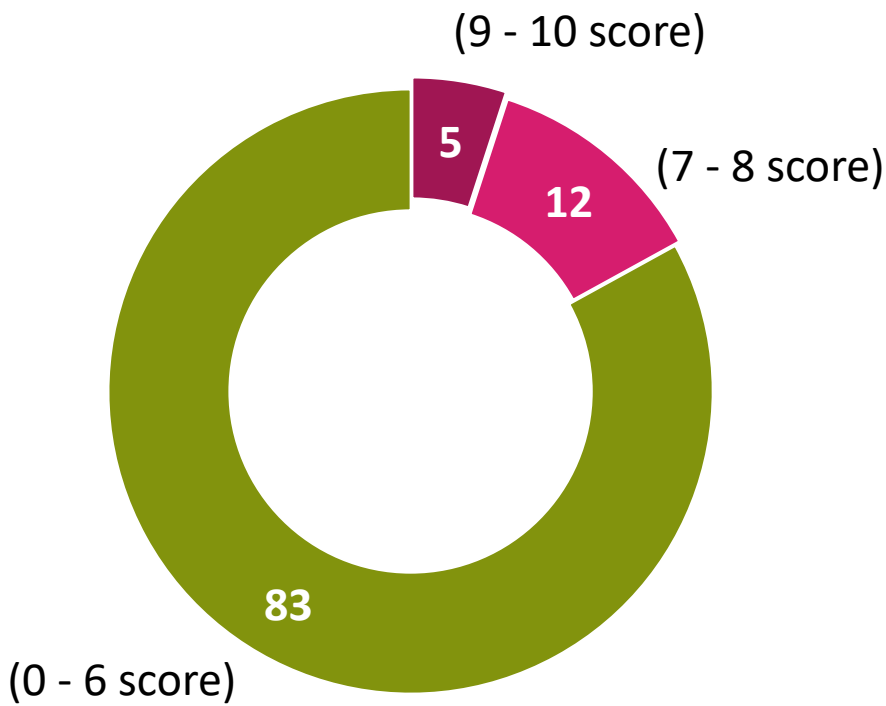
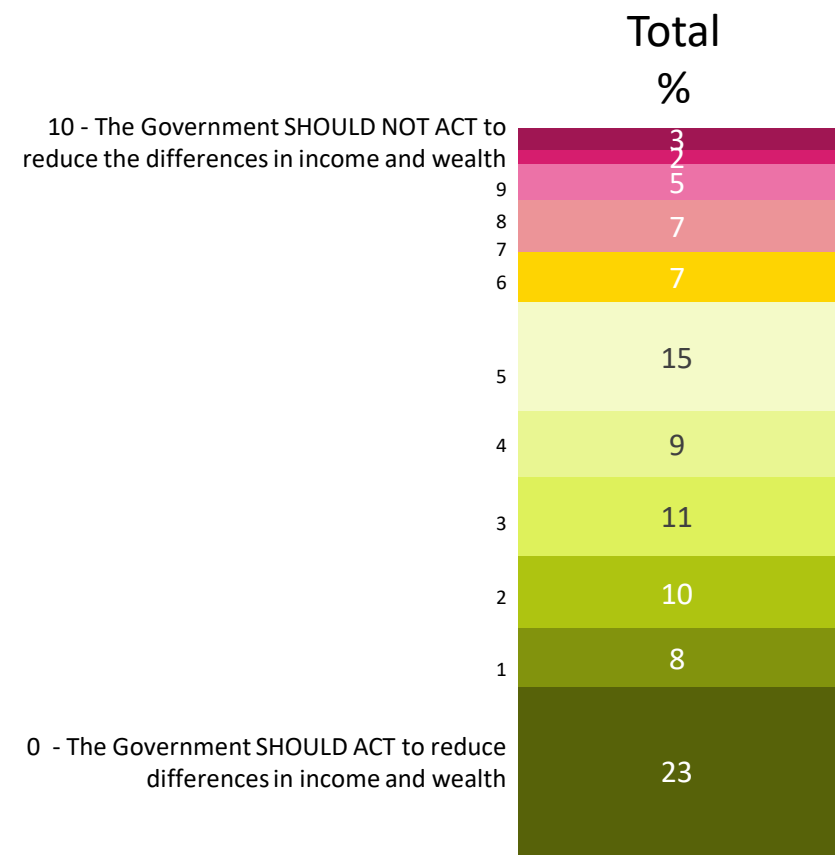
TAXES A LOT and SPEND MUCH MORE on health and social public services. Where would you place yourself in terms of this scale?



Government Should Act To Reduce Differences In Income And Wealth - Rating



Base: All Adults N - 3,008



Q.12 On a scale from 0 to 10 where 0 means you strongly believe that the Irish government SHOULD ACT to reduce differences in income and wealth, and 10 means that you strongly believe that the government SHOULD NOT ACT to reduce differences in income and wealth, where would you place your view?



Government Should Act To Reduce Differences In Income And Wealth - Rating



Base: All Adults N - 3,008



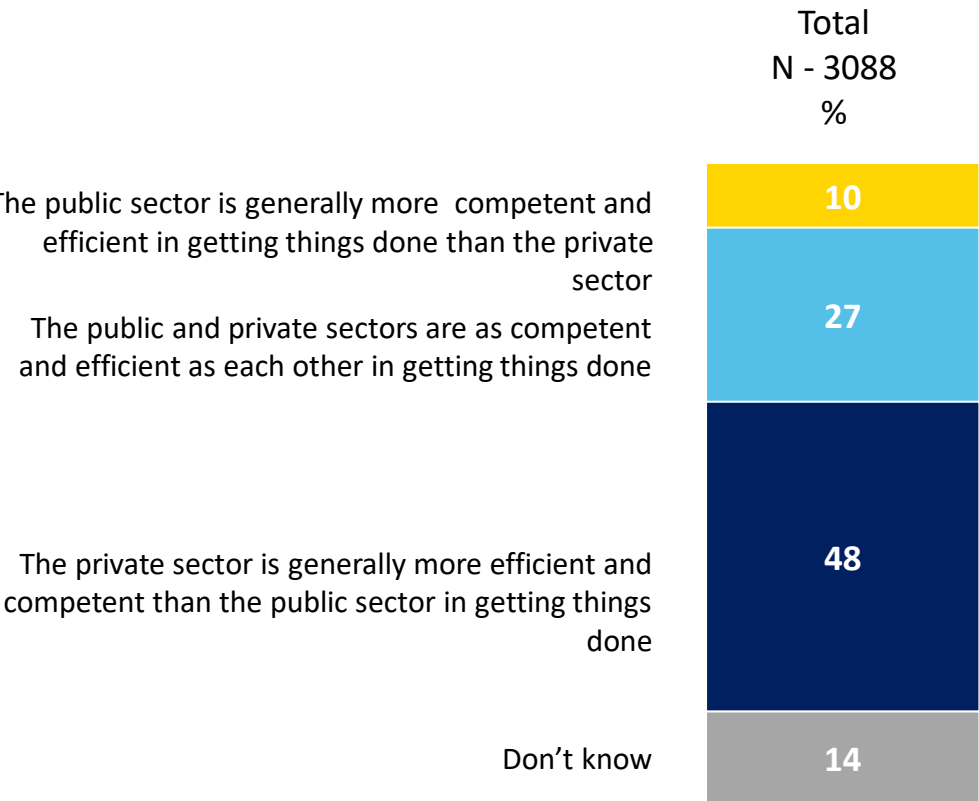
The older age groups register higher levels of agreement with the statement that the Government should act to reduce differences in income and wealth.



Q.12 On a scale from 0 to 10 where 0 means you strongly believe that the Irish government SHOULD ACT to reduce differences in income and wealth, and 10 means that you strongly believe that the government SHOULD NOT ACT to reduce differences in income and wealth, where would you place your view?

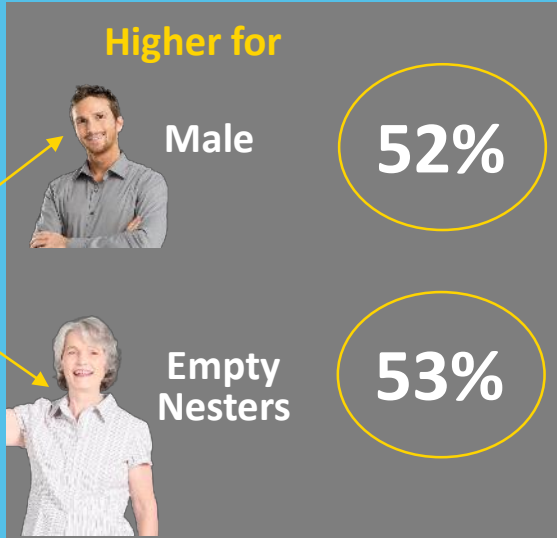
Public Vs Private Sector In Terms Of Competence And Efficiency

Base: All Adults N - 3,008



The scales are tipped in favour of the private sector with almost half of all respondents (48%) agreeing that the private sector is generally more efficient than the public sector (10%) in getting things done.

48%
Private
Sector

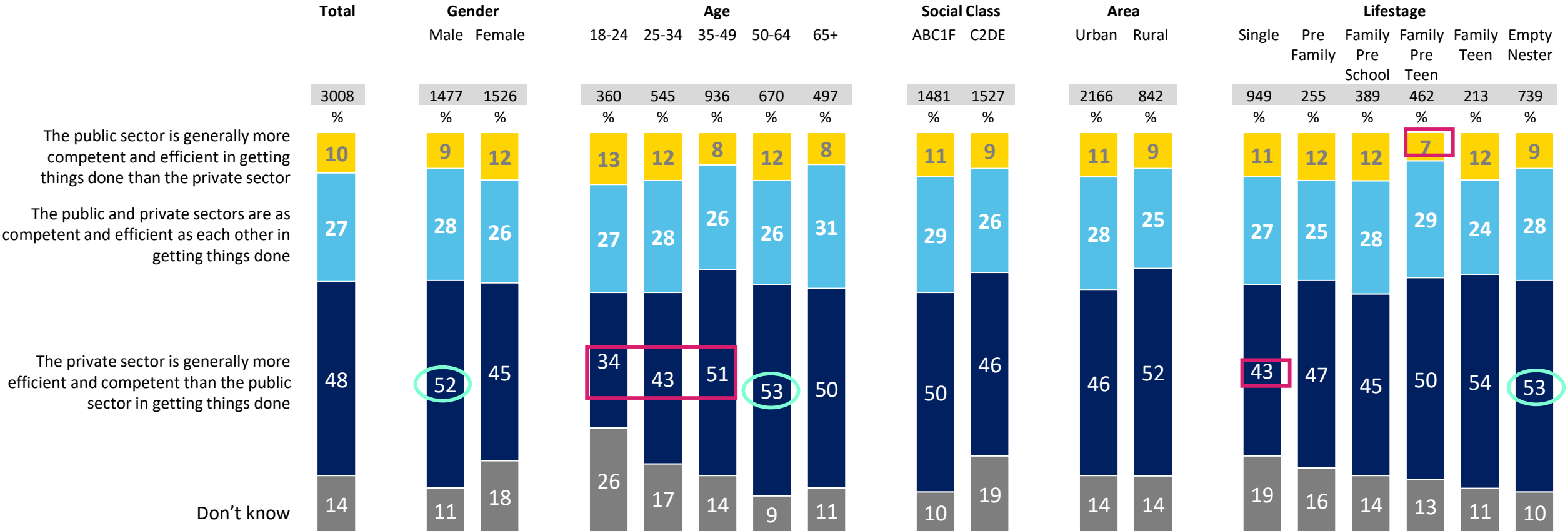


Public Vs Private Sector In Terms Of Competence And Efficiency



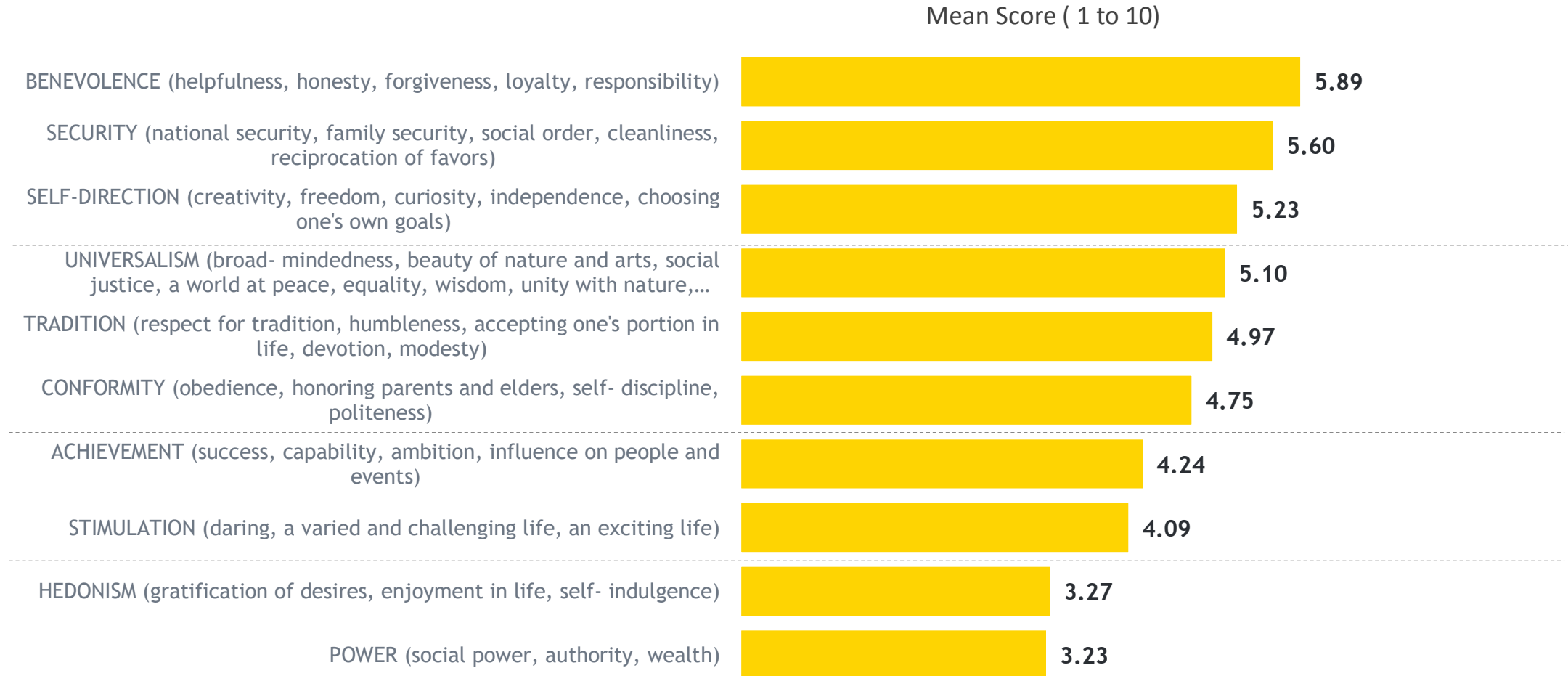
Base: All Adults N - 3,008

○ Statistically higher than total
□ Statistically lower than total



Life Guiding Principles In Terms Of Importance

Base: All Adults N - 3,008

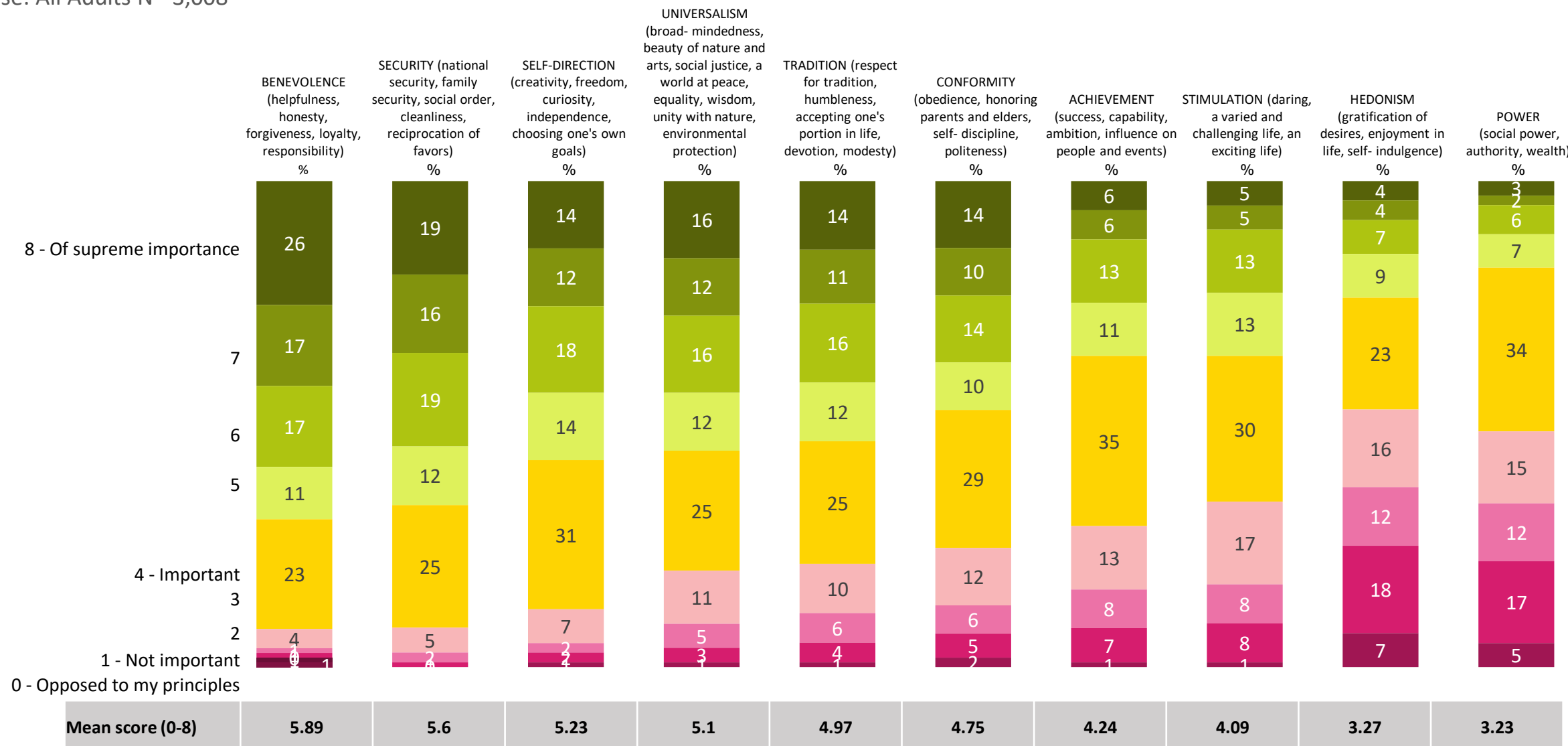


Q.14-24 Please rate the importance of the following values as a life-guiding principle for you. Use the 8-point scale in which 0 indicates that the value is opposed to your principles, 1 indicates that the value is not important for you, 4 indicates that the value is important, and 8 indicates that the value is of supreme importance for you.



Life Guiding Principles In Terms Of Importance

Base: All Adults N - 3,008



Q.14-24 Please rate the importance of the following values as a life-guiding principle for you. Use the 8-point scale in which 0 indicates that the value is opposed to your principles, 1 indicates that the value is not important for you, 4 indicates that the value is important, and 8 indicates that the value is of supreme importance for you.



Life Guiding Principles In Terms Of Importance

Mean Scores x Key Demographics



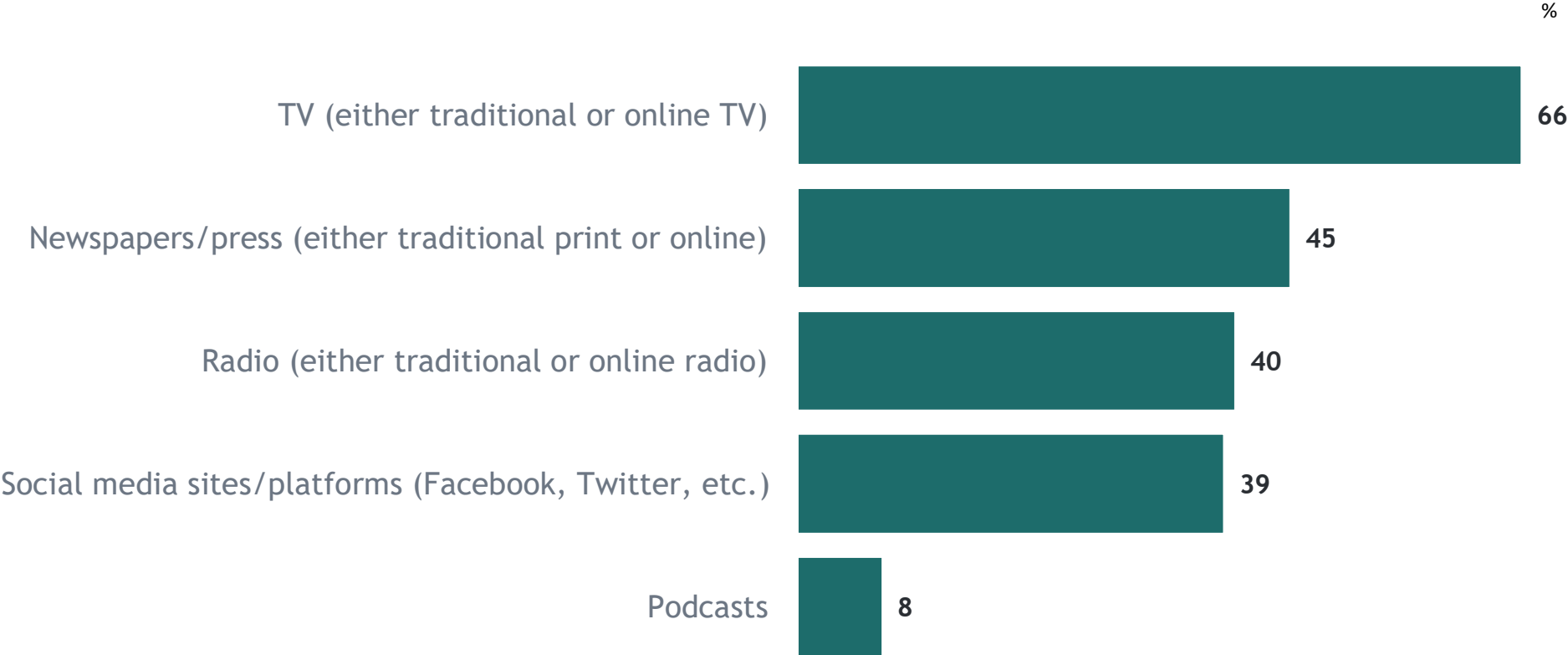
Base: All Adults N - 3,008

	Total	Gender		Kids U17		Age					Social Class		Region					Area		Lifestage					
		Male	Female	Yes	No	18-24	25-34	35-49	50-64	65+	ABC1F	C2DE	Dublin	Outside Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural	Single	Pre Family	Family Pre School	Family Pre Teen	Family Teen	Empty Nester
	3008	1477	1526	1064	1944	360	545	936	670	497	1481	1527	845	2163	766	815	582	2166	842	949	255	389	462	213	739
BENEVOLENCE	5.89	5.61	6.15	5.79	5.94	5.8	5.82	5.79	5.99	6.03	5.8	5.97	5.75	5.94	5.98	5.85	6.04	5.79	6.08	5.98	5.79	5.85	5.59	6.08	5.94
SECURITY	5.60	5.53	5.66	5.59	5.6	5.15	5.48	5.42	5.86	5.97	5.53	5.66	5.53	5.63	5.58	5.67	5.64	5.55	5.69	5.42	5.19	5.66	5.47	5.72	5.95
SELF-DIRECTION	5.23	5.16	5.3	5.18	5.26	5.27	5.4	5.19	5.34	4.99	5.3	5.16	5.19	5.25	5.33	5.17	5.25	5.2	5.28	5.28	5.38	5.28	5.08	5.22	5.19
UNIVERSALISM	5.10	4.92	5.29	4.82	5.26	4.94	4.97	4.89	5.34	5.39	5.06	5.15	5.08	5.12	5.17	5.05	5.13	5.05	5.2	5.21	5.16	4.7	4.76	5.15	5.34
TRADITION	4.97	4.95	5	5.1	4.91	4.6	5.01	4.85	5.18	5.14	4.83	5.12	4.82	5.04	5	5.06	5.05	4.91	5.09	4.79	4.48	5.15	4.96	5.28	5.19
CONFORMITY	4.75	4.77	4.73	4.79	4.72	4.44	4.54	4.6	5.01	5.04	4.55	4.94	4.65	4.79	4.66	4.93	4.76	4.73	4.77	4.54	4.32	4.75	4.75	4.96	5.06
ACHIEVEMENT	4.24	4.31	4.16	4.32	4.19	4.79	4.85	4.15	3.93	3.84	4.51	3.97	4.46	4.14	4.09	4.2	4.13	4.35	4.02	4.32	4.55	4.65	4.15	4.07	3.92
STIMULATION	4.09	4.24	3.94	4.22	4.01	4.75	4.72	4.17	3.75	3.37	4.29	3.88	4.26	4.02	3.99	3.99	4.09	4.14	3.97	4.22	4.47	4.54	4.18	3.75	3.62
HEDONISM	3.27	3.32	3.21	3.62	3.08	4.55	4.44	3.41	2.63	1.95	3.44	3.09	3.52	3.16	3.13	3.19	3.17	3.4	3	3.47	3.92	4.1	3.53	2.97	2.34
POWER	3.23	3.43	3.05	3.33	3.18	3.5	3.48	3.19	3.04	3.14	3.4	3.07	3.45	3.15	3.02	3.31	3.08	3.36	2.99	3.27	3.17	3.51	3.33	3.01	3.07

Benevolence over-indexes amongst females and rural inhabitants. Security is of greater importance for the over 50's age group, as is universalism, tradition and conformity. Universalism is also important for women and those with children. The younger age cohorts (under 34's) place more emphasis on achievement, stimulation, hedonism and power.

Sources Used Most Frequently for News & Information

Base: All Adults N - 3,008



Sources Used Most Frequently for News & Information x Demographics

Base: All Adults N - 3,008



	Total	Gender		Age					Social Class		Region					Area		Lifestage					
		Male	Female	18-24	25-34	35-49	50-64	65+	ABC1	C2DEF	Dublin	Outside Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural	Single	Pre Family	Family Pre School	Family Pre Teen	Family Teen	Empty Nester
UNWTD	3008	1477	1526	360	545	936	670	497	1481	1527	845	2163	766	815	582	2166	842	949	255	389	462	213	739
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
TV (either traditional or online TV)	66	66	66	46	55	61	78	82	64	68	61	68	67	69	66	64	70	62	48	55	63	67	82
Newspapers/press (either traditional print or online)	45	48	43	28	36	46	46	60	49	42	51	43	44	42	43	46	43	40	42	42	44	41	55
Radio (either traditional or online radio)	40	41	40	22	31	35	48	60	41	40	40	41	41	41	39	38	46	36	31	33	38	39	53
Social media sites/platforms (Facebook, Twitter, etc.)	39	34	43	67	51	41	29	17	40	37	38	39	37	38	43	40	37	44	48	51	36	39	24
Podcasts	8	9	8	12	14	9	5	5	11	6	10	8	8	8	7	9	8	10	18	9	7	8	5

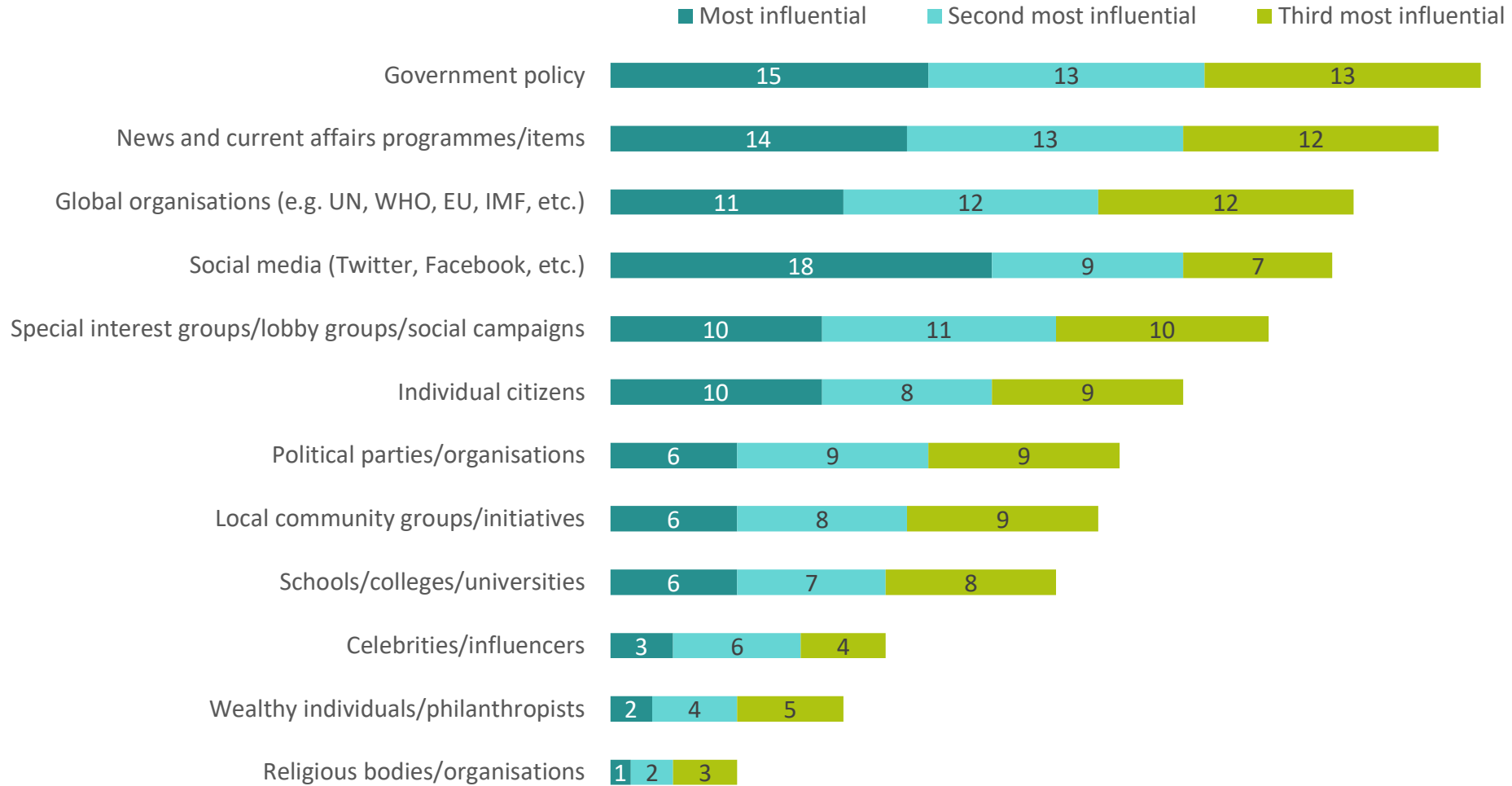
TV at 65% was reported to be the source used most frequently for news and information, and this was higher for those aged 50+, as was radio. Newspapers was highest for 65+ years. Not surprisingly Social media was of highest importance for 18-24 yrs at 67% and 51% for 25-34 yrs. Podcasts were higher for 18 to 34 yrs and Pre-Family lifestage.



Q.25 Which of the following sources do you use most frequently for news and information?

Most influential in bringing about social change

Base: All Adults N - 3,008



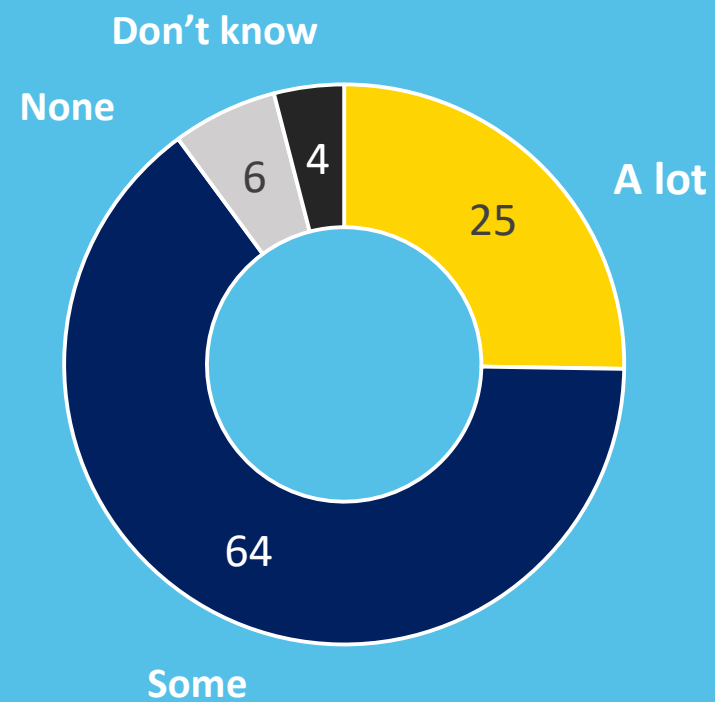
Most Influential In Bringing About Social Change - Total Mentions x Demographics

Base: All Adults N - 3,008

	Total	Gender		Age					Social Class		Area		Lifestage					
		Male	Female	18-24	25-34	35-49	50-64	65+	ABC1F	C2DE	Urban	Rural	Single	Pre Family	Family Pre School	Family Pre Teen	Family Teen	Empty Nester
UNWTD	3008	1477	1526	360	545	936	670	497	1481	1527	2166	842	949	255	389	462	213	739
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Government policy	41	44	38	32	36	37	46	48	42	39	41	40	39	44	32	36	41	48
News and current affairs programmes/items	38	36	40	29	31	38	42	46	38	38	38	39	35	34	35	40	37	44
Social media (Twitter, Facebook, etc.)	34	31	37	55	46	38	22	16	35	33	36	30	38	45	45	37	32	18
Global organisations (e.g. UN, WHO, EU, IMF, etc.)	34	33	35	32	28	30	40	40	35	33	33	36	35	32	27	30	36	39
Special interest groups/lobby groups/social campaigns	31	28	34	18	23	31	37	39	30	32	30	32	33	25	28	26	28	36
Individual citizens	26	29	23	25	32	26	29	17	26	26	25	28	25	26	27	27	29	25
Local community groups/initiatives	23	23	23	14	21	23	27	27	21	26	22	25	20	17	25	20	23	29
Political parties/organisations	23	27	19	19	20	24	23	28	24	22	23	23	21	21	22	26	23	25
Schools/colleges/universities	21	21	20	30	19	23	17	17	19	22	22	19	20	21	22	25	23	18
Celebrities/influencers	13	11	15	27	24	13	5	3	13	12	13	12	16	18	21	13	11	5
Wealthy individuals/philanthropists	11	10	11	12	13	10	8	11	11	11	11	10	12	12	11	12	7	9
Religious bodies/organisations	6	7	4	8	6	5	4	7	6	5	6	6	5	6	6	7	9	5

Government policy was higher for men, and 50 to 65+ age groups. Social media over-indexed amongst the Under 50's age groups (single, pre family and family pre-school lifestage). Global organisations and special interest groups also recorded higher levels for older age groups. Men also over-indexed on individual citizens and political parties. Celebrities/influencers were highest for the under 34 year olds.

Racial Discrimination



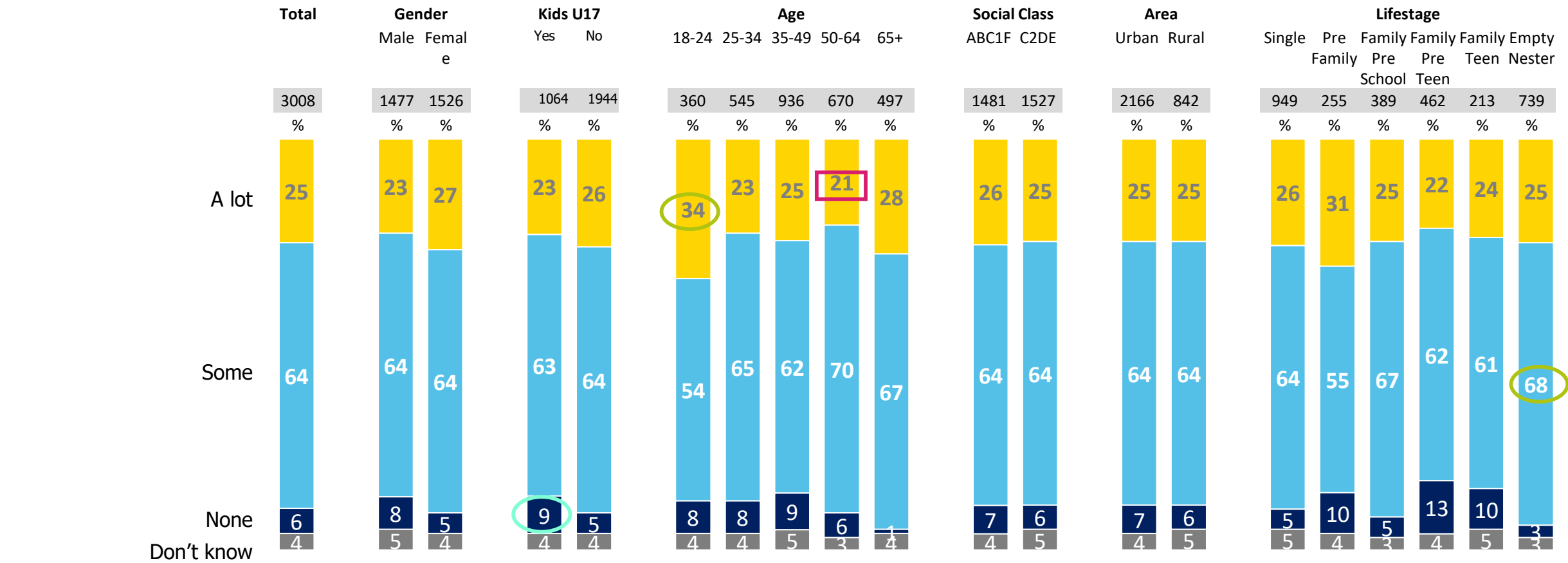
Q.27 How much racial discrimination do you feel there is in Ireland today?

Racial Discrimination x Demographics



Base: All Adults N - 3,008

○ Statistically higher than total
□ Statistically lower than total



The younger age groups of 18-24 years are more likely to agree that three is a lot of racial discrimination in Ireland today, with empty nesters (65+ age group) agreeing there is some. 9% of those with children under 17 believe there is none.



Incidence of Travelling to Overseas Country

Base: All Adults N - 3,008



○ Statistically higher than total
□ Statistically lower than total



The incidence of travelling overseas to a developing country is higher for men, ABC1s, and those at the pre family/pre school lifestyle.

Q.28 Have you ever travelled overseas to a developing country? By developing country we mean a country that has lower levels of income, worse health outcomes, and poorer access to key services such as schools and infrastructure; such countries are generally located in Africa, South America, Asia and the Pacific.



Levels of Concern about Poverty in Developing Countries

Base: All Adults N - 3,008

Concern around levels of poverty in developing countries

N - 3008
%

Very concerned

24

Fairly concerned

51

No strong feelings either one way or the other

20

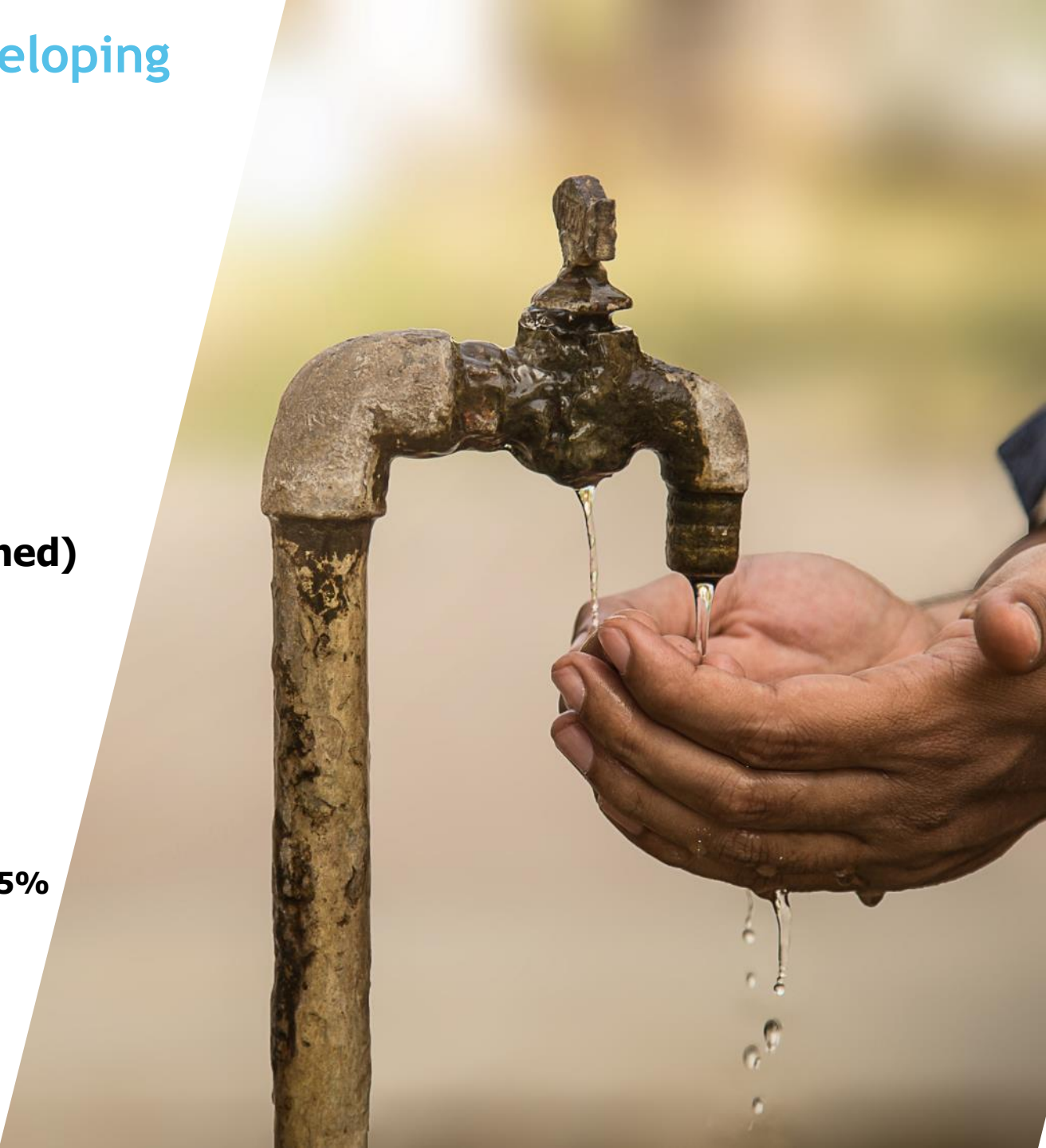
Not very concerned
Not at all concerned

3

2

**NET
(Concerned)
75%**

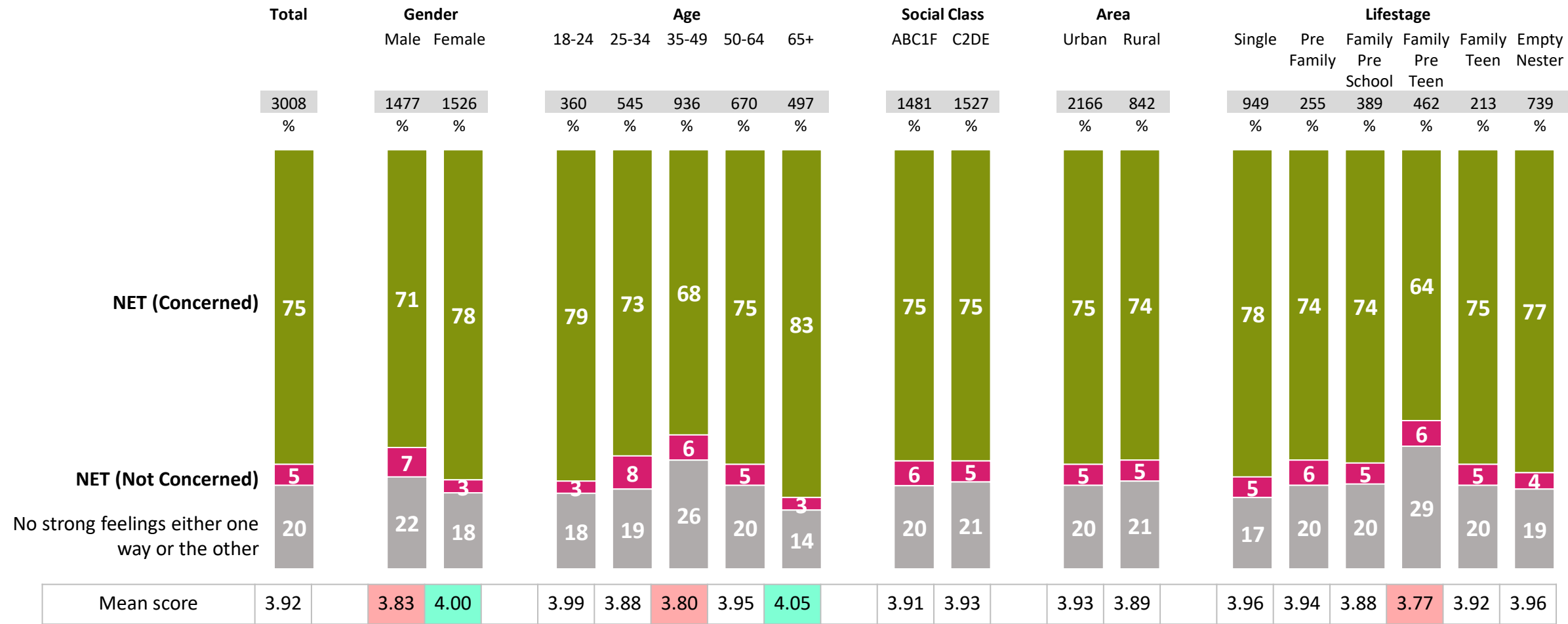
**NET (not
Concerned) 5%**



Levels of Concern about Poverty in Developing Countries x Demographics



Base: All Adults N - 3,008



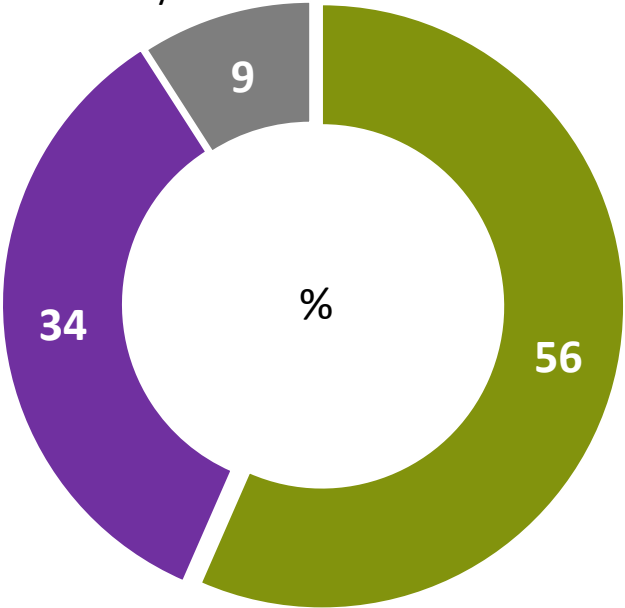
Over-three quarters claim they are very/fairly concerned with the level of poverty in developing countries and this level of concern is highest amongst women and the 65+ years age group.



Attitudes Towards Capabilities Of Developing Countries

Base: All Adults N – 3,008

No strong opinion either way



Developing countries are stuck where they are for the foreseeable future

Developing countries can make progress



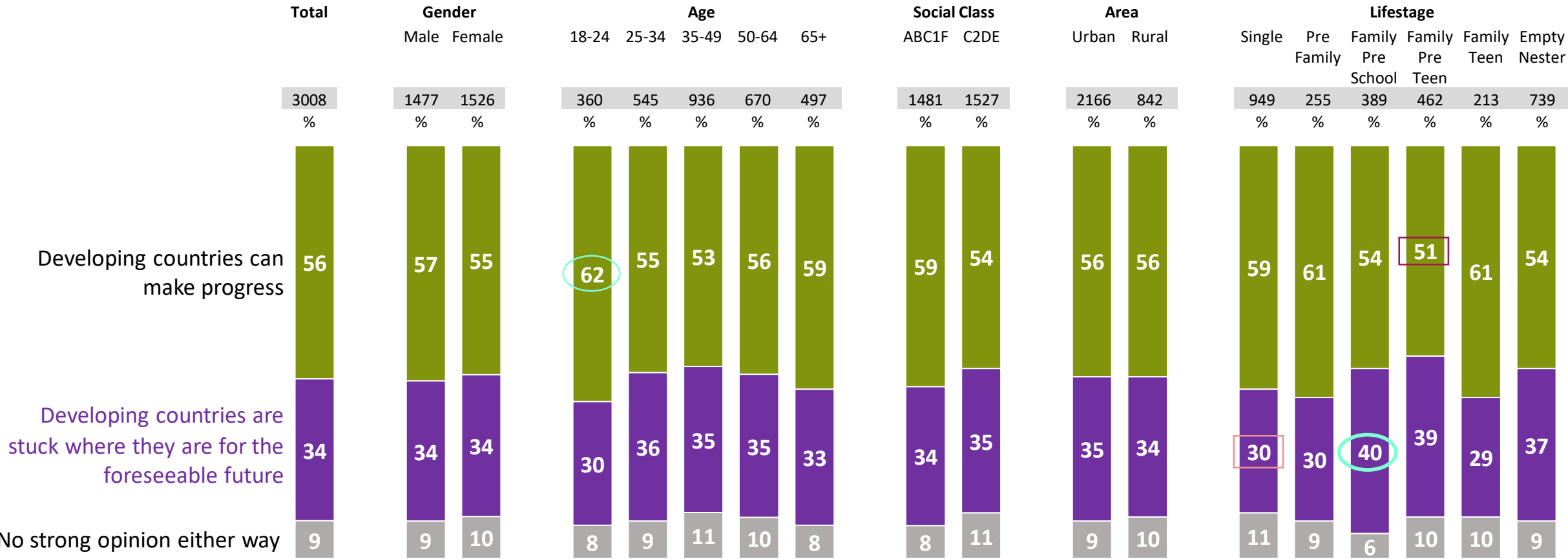
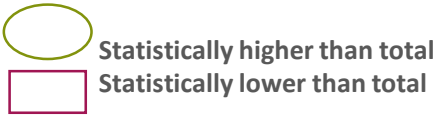
Q.30 Do you feel that developing countries are capable of making economic and social progress, or do you feel that developing countries are stuck in their own current and economic social state for the foreseeable future?



Attitudes Towards Capabilities Of Developing Countries x Demographics



Base: All Adults N – 3,008



The 18 to 24 years age group are most likely to feel that developing countries can make progress, whilst the Family Pre School lifestage are most likely to believe that developing countries are stuck where they are for the foreseeable future.

Q.30 Do you feel that developing countries are capable of making economic and social progress, or do you feel that developing countries are stuck in their own current and economic social state for the foreseeable future?

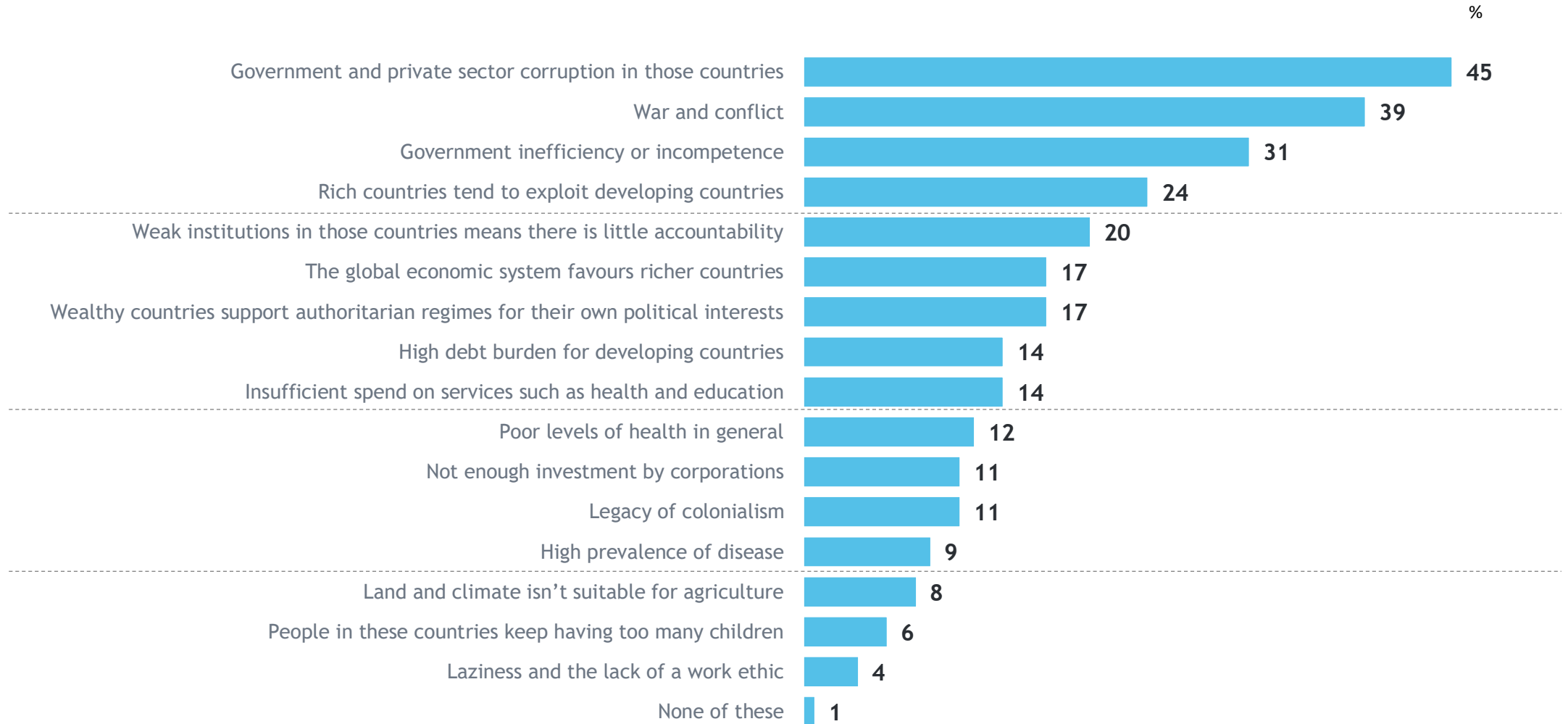


Main Causes Of Poverty In Developing Countries

Base: All Adults N – 3,008



%



Main Causes Of Poverty In Developing Countries x Demographics

Base: All Adults N – 3,008

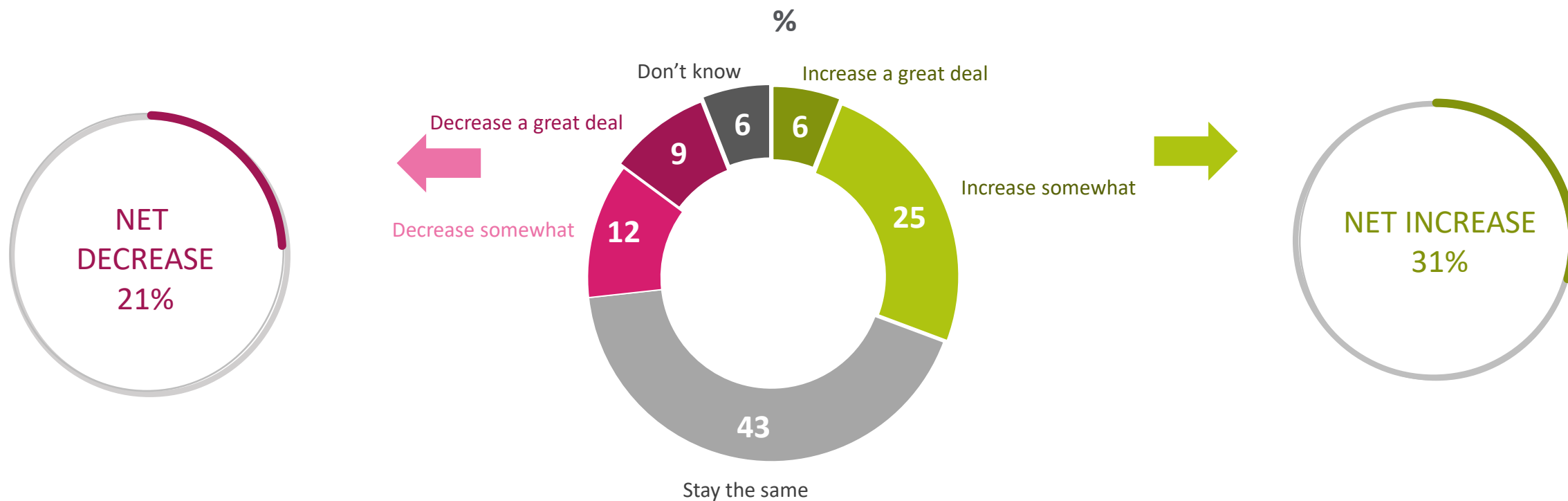


	Total	Gender		Age					Social Class		Area		Lifestage					
		Male	Female	18-24	25-34	35-49	50-64	65+	ABC1F	C2DE	Urban	Rural	Single	Pre Family	Family Pre School	Family Pre Teen	Family Teen	Empty Nester
UNWTD	3008	1477	1526	360	545	936	670	497	1481	1527	2166	842	949	255	389	462	213	739
Government and private sector corruption in those countries	45	45	45	31	40	44	51	51	44	45	44	47	42	39	46	39	49	51
War and conflict	39	36	41	40	36	38	42	37	37	40	37	41	40	31	37	39	38	40
Government inefficiency or incompetence	31	33	28	22	31	30	33	35	29	32	30	31	26	32	28	34	28	36
Rich countries tend to exploit developing countries	24	24	23	30	24	23	22	22	25	22	24	24	25	30	24	19	28	21
Weak institutions in those countries (Judiciary, Parliament, Opposition Parties, Free Press, etc.) means there is little accountability	20	22	19	14	17	21	23	22	21	20	20	21	20	19	19	20	22	23
The global economic system favours richer countries	17	18	16	17	18	18	15	17	19	15	18	15	19	21	18	16	17	15
Wealthy countries support authoritarian regimes for their own political interests	17	16	17	12	15	17	18	18	17	17	16	18	17	16	18	14	16	18
High debt burden for developing countries	14	15	14	13	12	15	15	16	15	13	14	15	15	14	11	15	13	16
Insufficient spend on services such as health and education	14	11	16	16	16	14	13	11	13	14	13	14	13	13	18	15	16	11
Poor levels of health in general	12	11	13	14	16	12	10	10	13	12	12	12	12	13	13	15	11	10
Not enough investment by corporations who prefer to invest in more developed countries	11	9	12	13	11	11	10	9	10	11	11	10	10	10	13	13	11	9
Legacy of colonialism	11	12	10	16	13	10	10	9	13	8	10	11	14	12	9	9	8	9
High prevalence of disease	9	7	10	11	11	9	8	7	9	9	10	7	10	10	8	10	11	6
Land and climate isn't suitable for agriculture	8	7	8	8	10	8	7	8	8	8	8	7	7	10	8	10	7	7
People in these countries keep having too many children	6	7	6	6	7	7	6	5	6	7	6	7	7	5	6	8	6	5
Laziness and the lack of a work ethic	4	6	2	6	5	4	3	3	4	4	4	4	3	4	5	5	4	4
None of these	1	1	1	2	2	2	0	-	1	1	1	1	1	2	1	2	1	0

Older respondents and empty nesters are more inclined to agree that Government and private sector corruption is the main cause of poverty in developing countries. Younger respondents (18 – 24 years) over index on agreement levels that rich countries tend to exploit developing countries.

Should Irish Government Increase Or Decrease The Amount Of Money It Spends On Overseas Aid

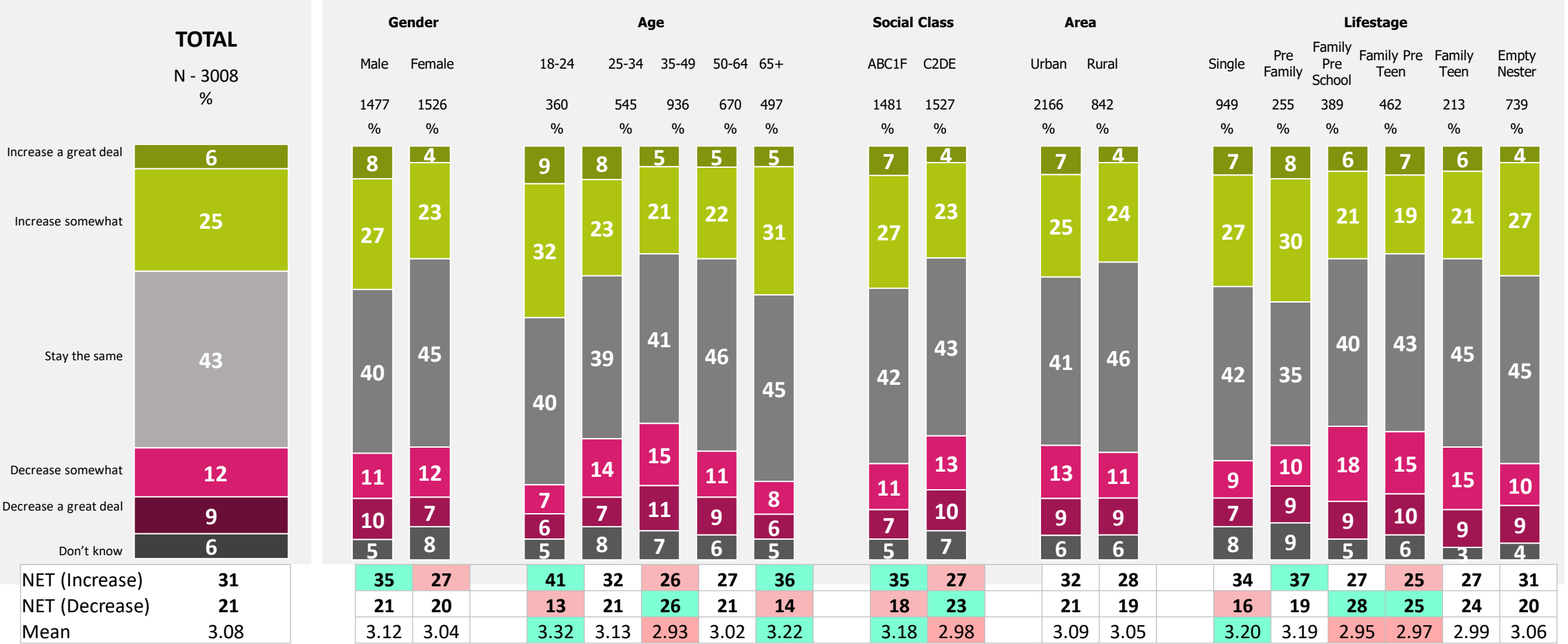
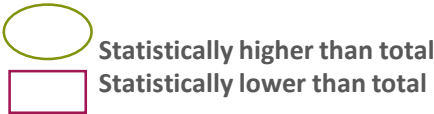
Base: All Adults N – 3,008



Should Irish Government Increase Or Decrease The Amount Of Money It Spends On Overseas Aid x Demographics



Base: All Adults N – 3,008

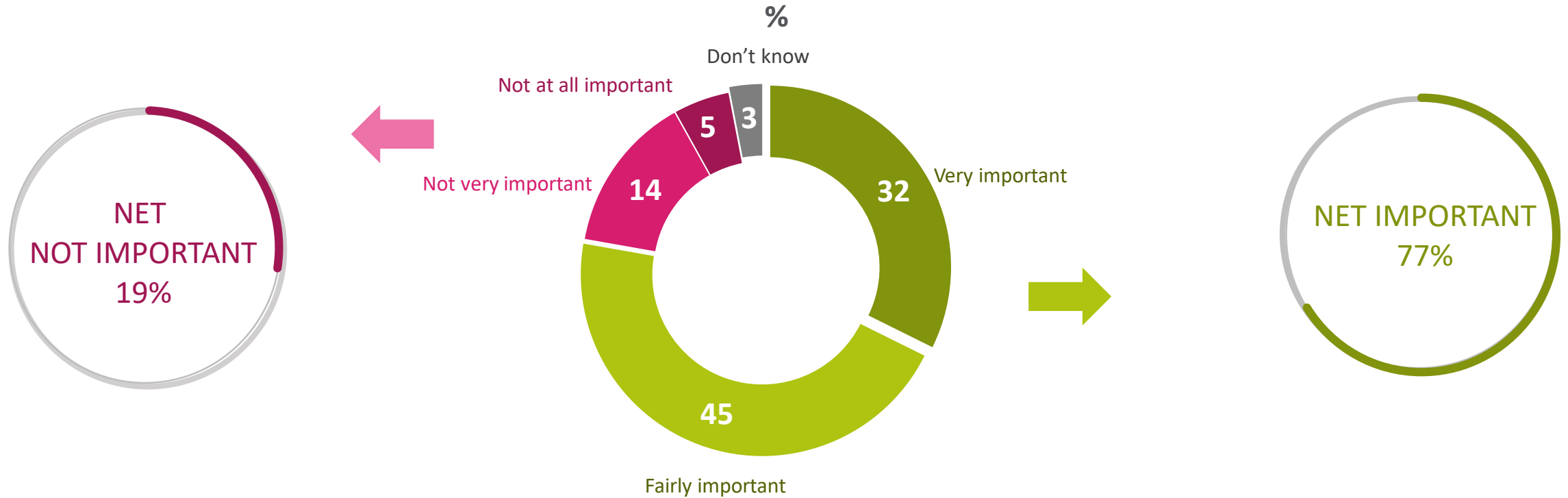


Men, the 18 to 24 yrs and 65+ age cohorts, ABC1's and Pre Family lifestage display higher levels of agreement that the Irish Government should increase the amount of money it spends on overseas aid.



Importance Of Irish Government Providing Overseas Aid

Base: All Adults N – 3,008

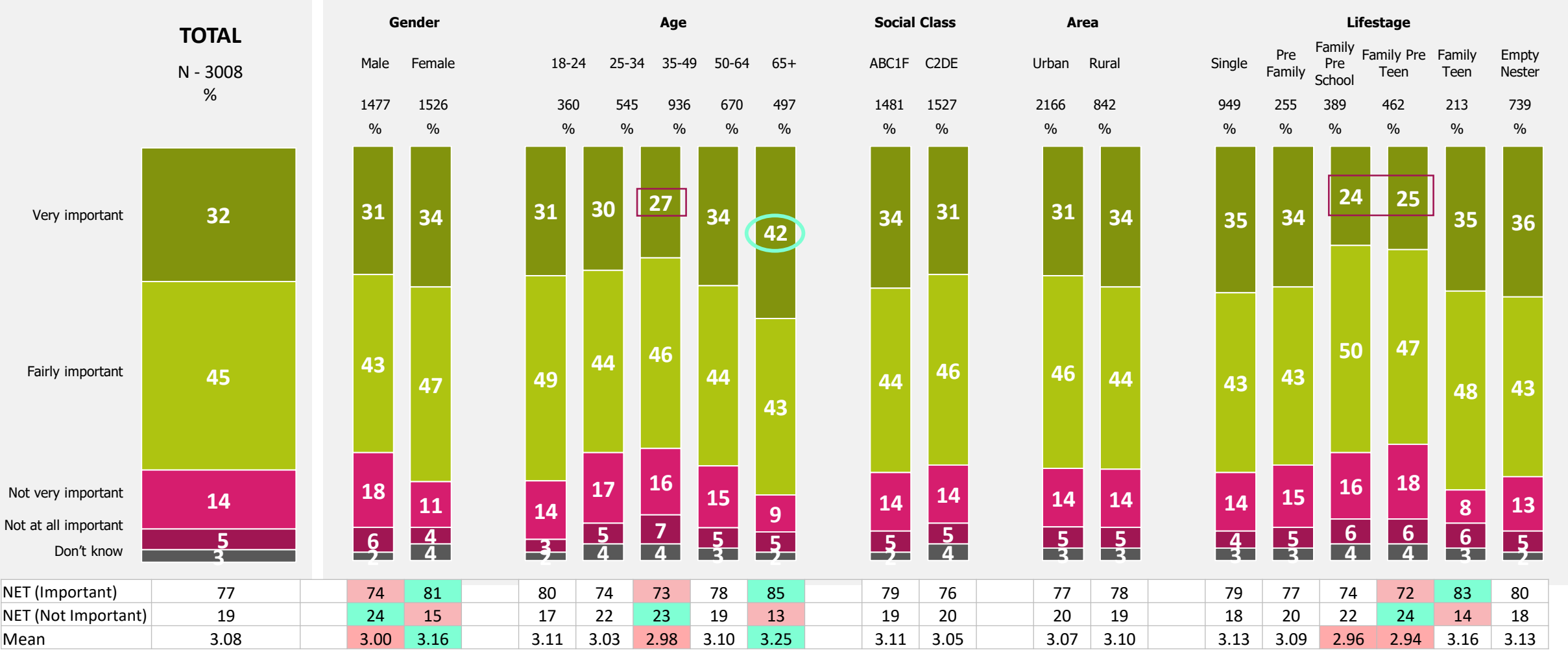


Importance Of Irish Government Providing Overseas Aid x Demographics

Base: All Adults N – 3,008



○ Statistically higher than total
□ Statistically lower than total



The over 65's, family teens and females are more likely to agree that it is very important for the Irish Government to provide overseas aid.

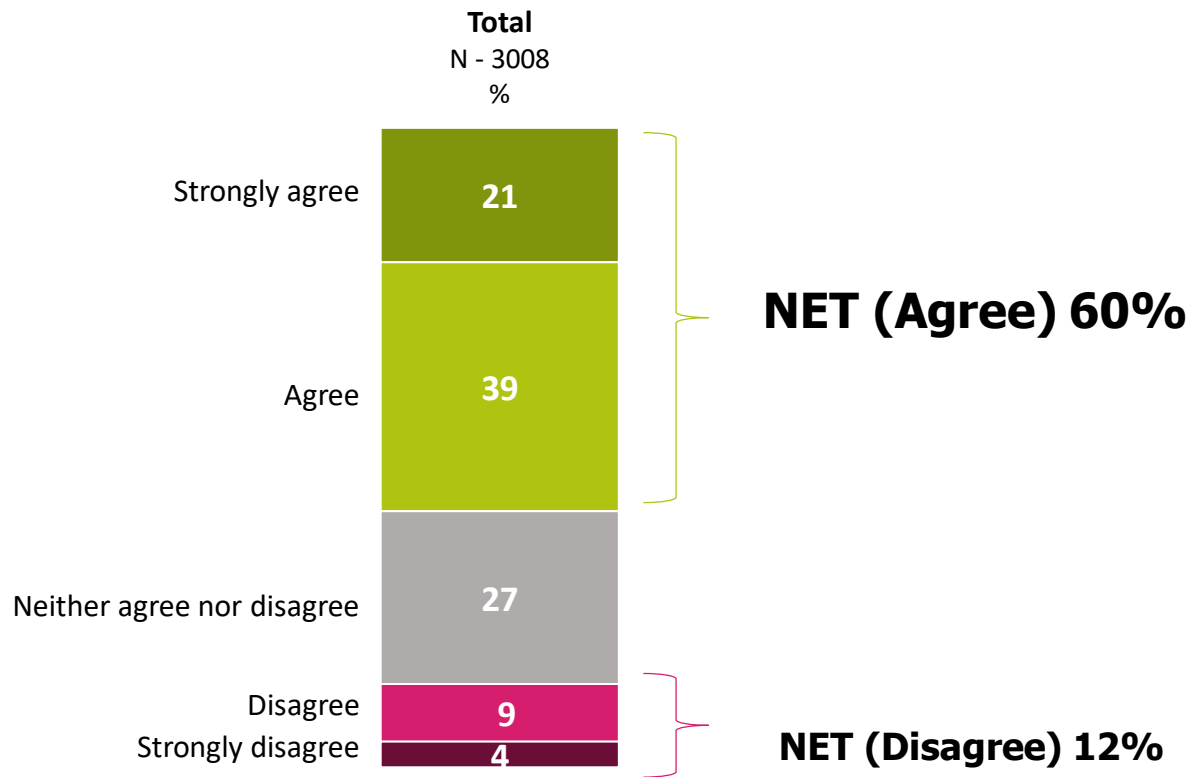


Q.33 Do you feel it is very important, fairly important, not very important or not at all important that the Irish Government provides overseas aid to help people in developing countries?

Level Of Agreement That Citizens Of Ireland Have A Moral Obligation To Personally Support Overseas Aid



Base: All Adults N – 3,008



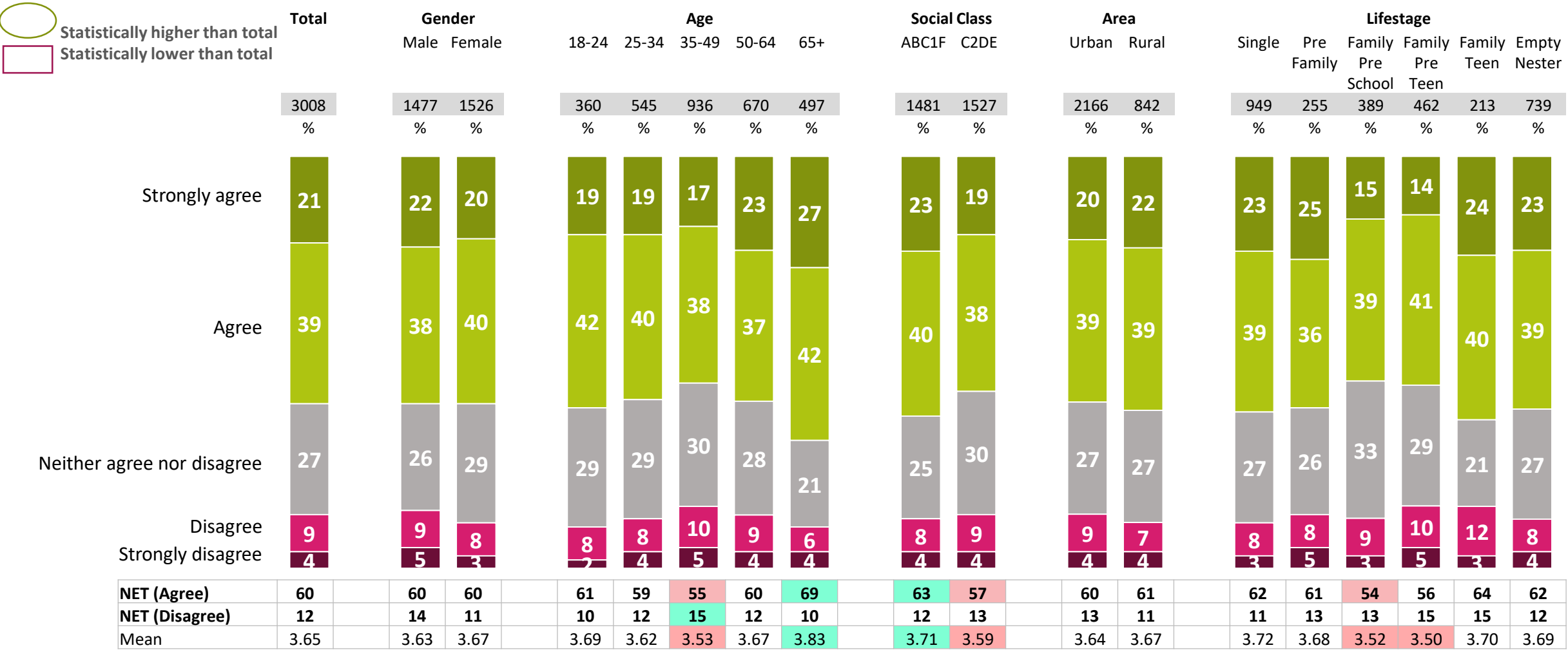
Q.34 Overseas aid focuses on longer-term goals such as poverty-alleviation and tackling inequality. To what extent do you agree or disagree that citizens of Ireland have a moral obligation to personally support overseas aid?



Level Of Agreement That Citizens Of Ireland Have A Moral Obligation To Personally Support Overseas Aid x Demographics



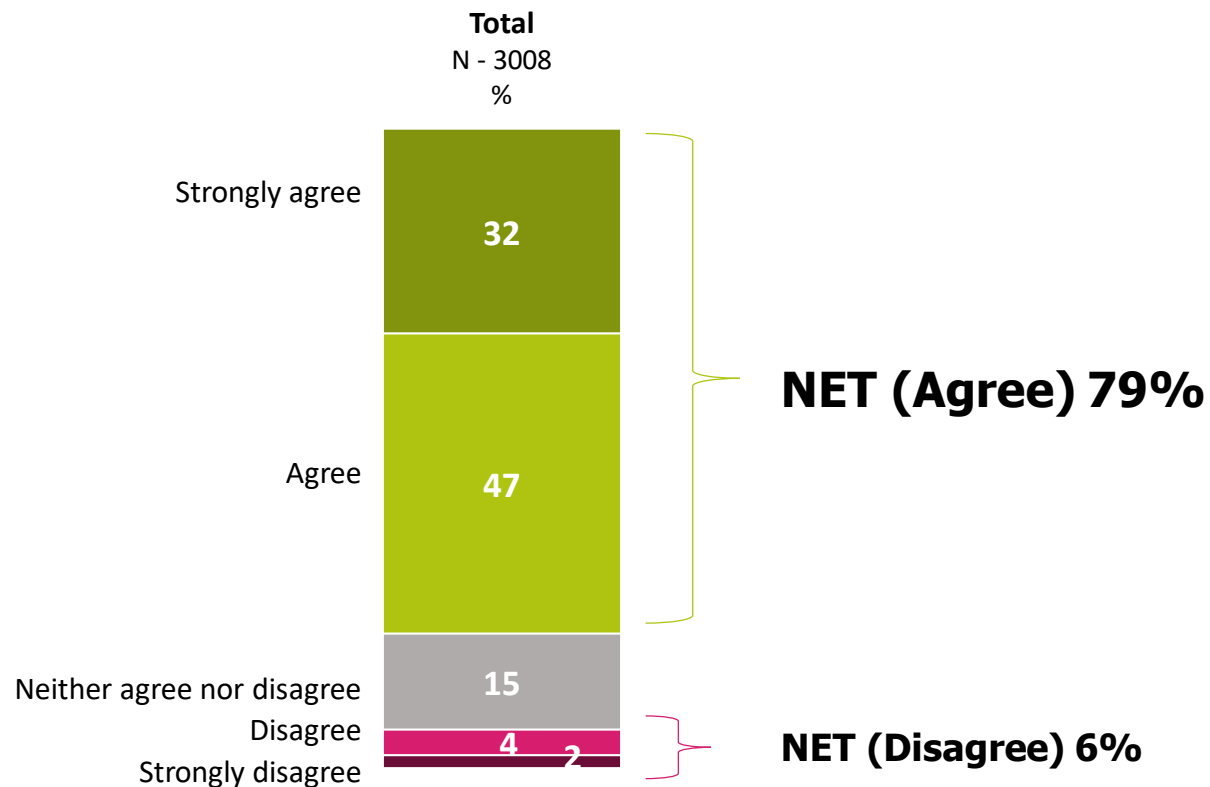
Base: All Adults N – 3,008



When asked if citizens of Ireland have a moral obligation to personally support overseas aid, agreement was highest for over 65s at 69%, with 63% of the ABC1 social class category agreeing versus the overall total of 60%.

Level of agreement that Overseas aid can help bring about positive change for those living in developing countries

Base: All Adults N – 3,008



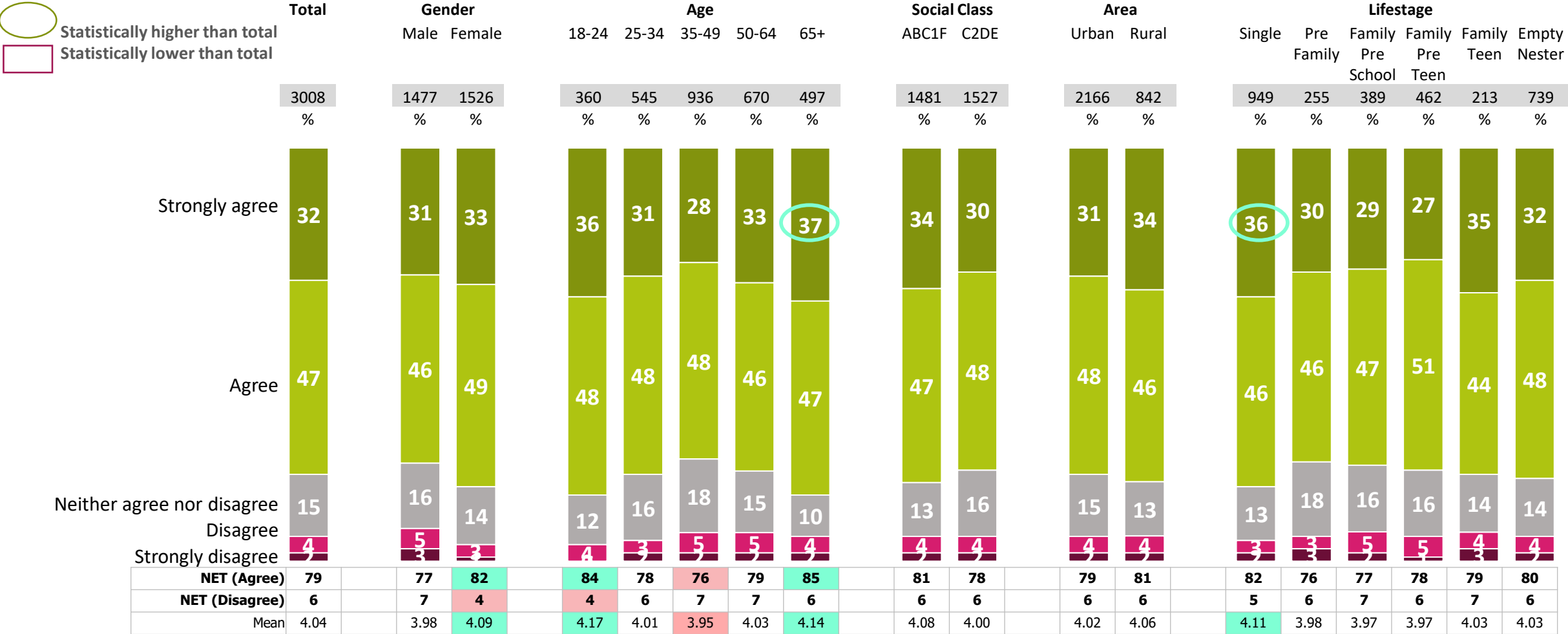
Q.35 Please indicate the extent to which you agree or disagree with the following statement. Overseas aid can help bring about positive change for those living in developing countries.



Level Of Agreement That Overseas Aid Can Help Bring About Positive Change For Those Living In Developing Countries x Demographics



Base: All Adults N – 3,008



Women, 18 – 24 years and 65+ years are slightly more likely than the average to agree that Overseas Aid can help bring about positive change for those living in developing countries.



Actions taken in relation to global poverty & development in past 12 months

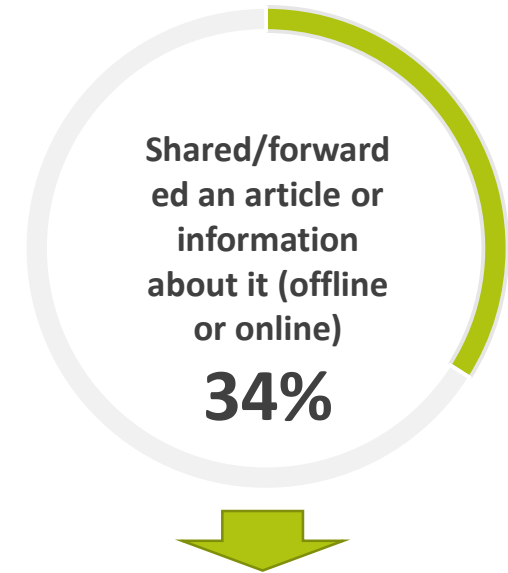
Base: All Adults N – 3,008



81% for 18 to 24 yrs



*72% for 18 to 24 yrs
65% Pre Family*



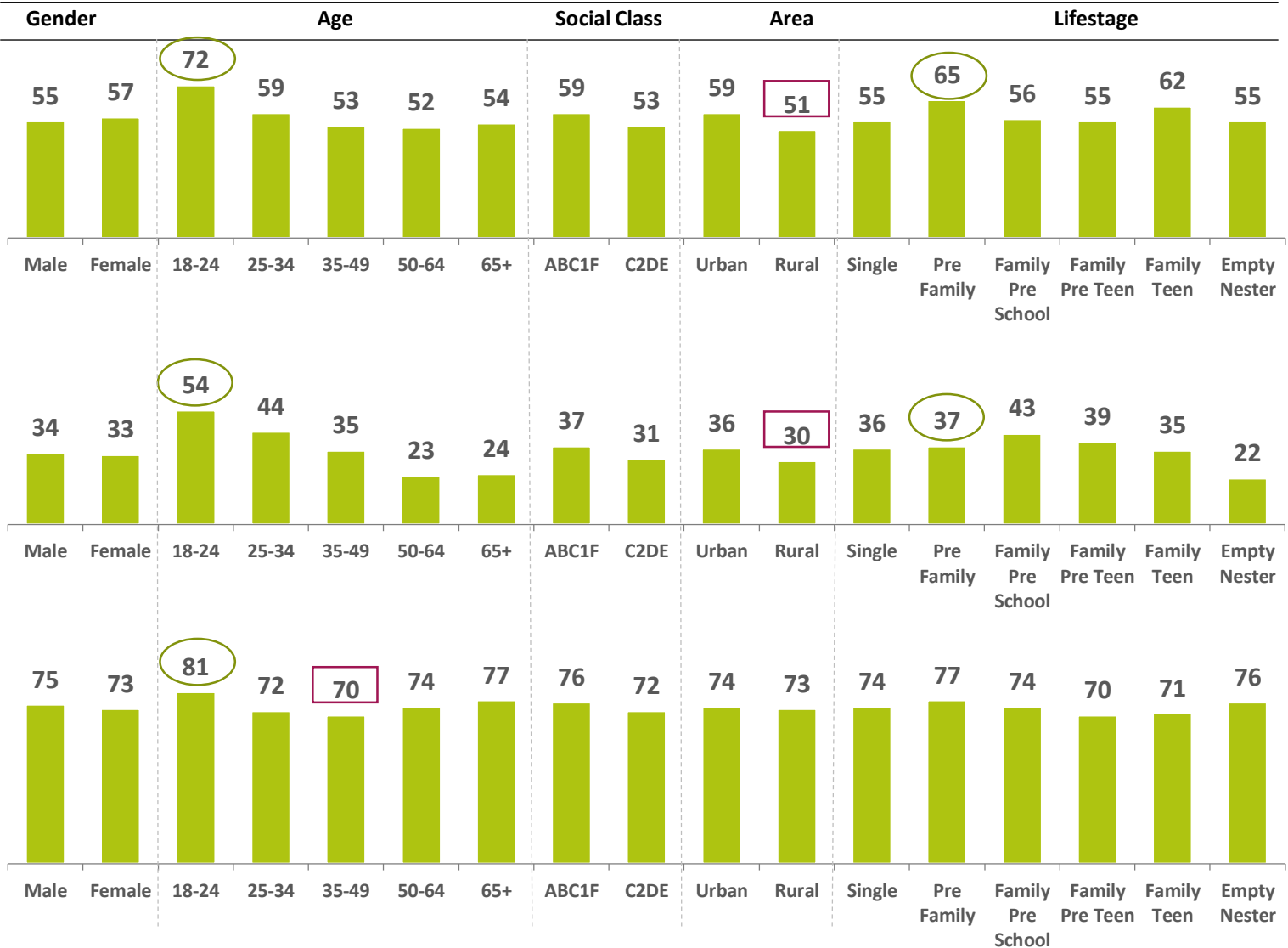
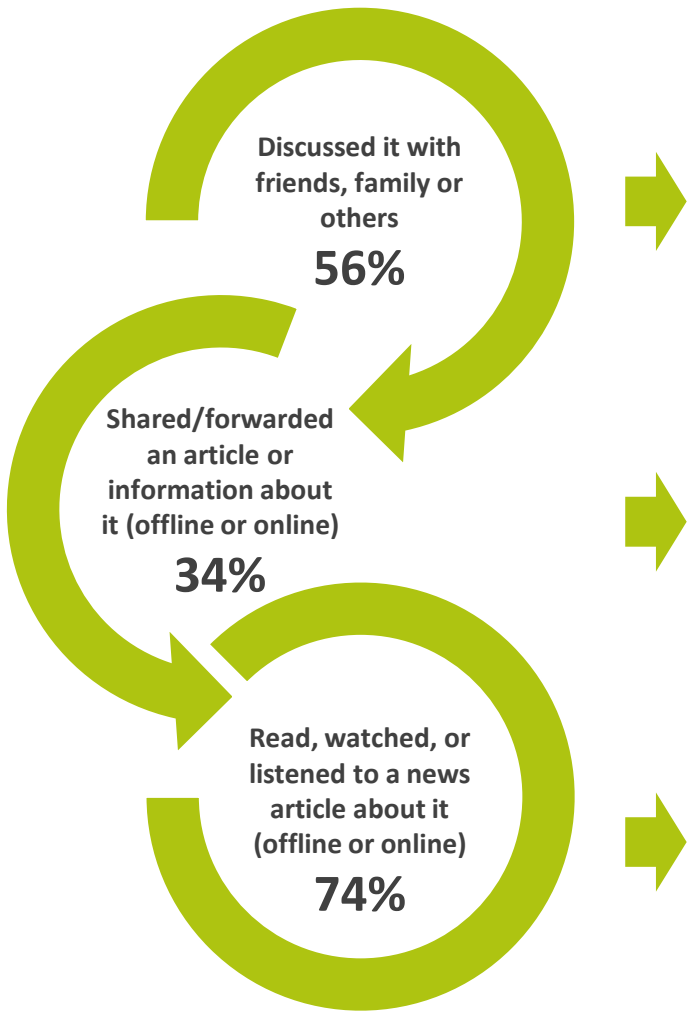
*54% for 18 to 24 yrs
37% Pre Family*

The 18 to 24 years age group is more likely to have taken action on each of these activities with 81% of these younger adults claiming to have read, watched or listened to a news article, 72% discussed with family/friends and 54% shared or forwarded an article or information about global poverty and development.

Actions Taken In Relation To Global Poverty & Development In Past 12 Months

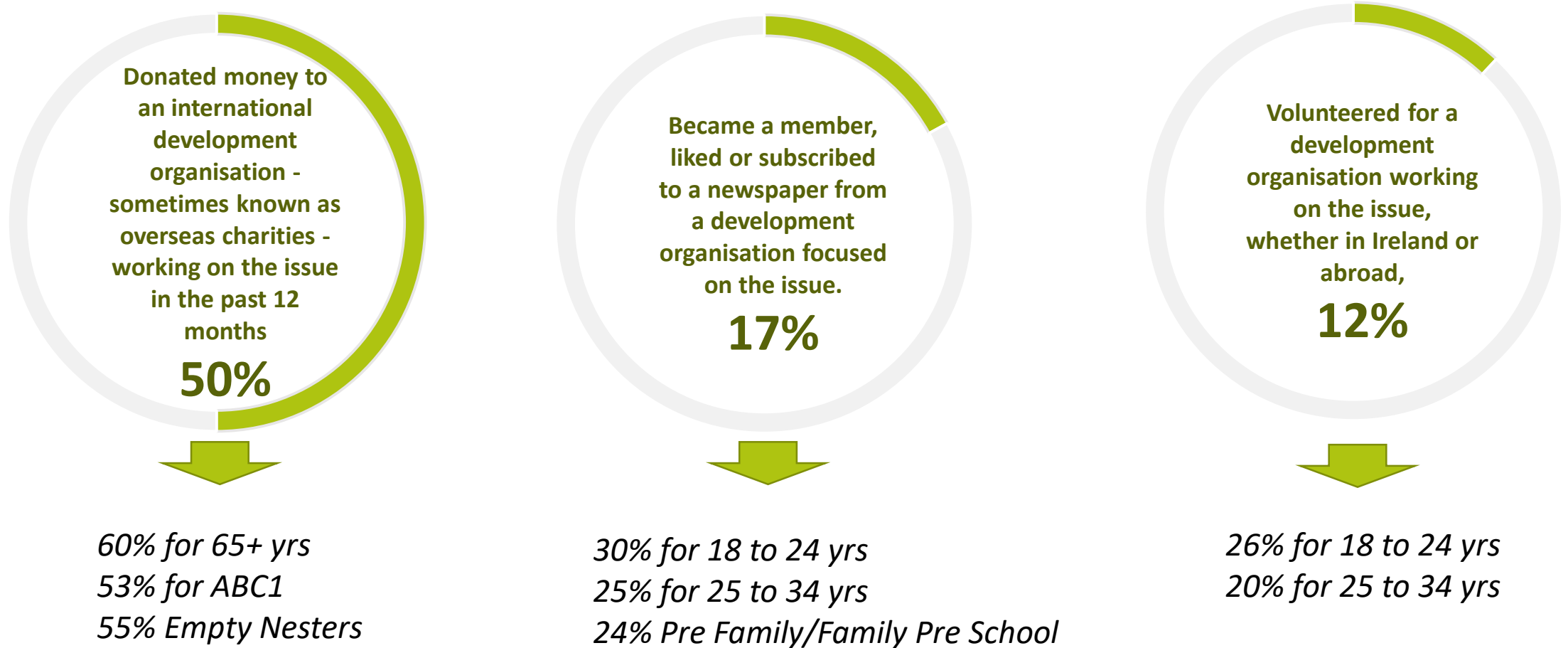
Base: All Adults N – 3,008

○ Statistically higher than total
□ Statistically lower than total



Actions taken in relation to global poverty in past 12 months

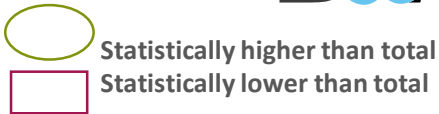
Base: All Adults N – 3,008



The 65 yrs+ age group is more likely to have donated money at 60%. At the younger end of the age spectrum, 30% of 18 to 24 years and 25% of 25 to 34 years claim they have become a member, liked or subscribed to a development organisation. 26% of 18 to 24 year olds report they have volunteered for a development organisation (either in Ireland or abroad).

Actions Taken In Relation To Global Poverty In Past 12 Months

Base: All Adults N – 3,008



Support For Efforts To Address Global Poverty

Base: All Adults N – 3,008

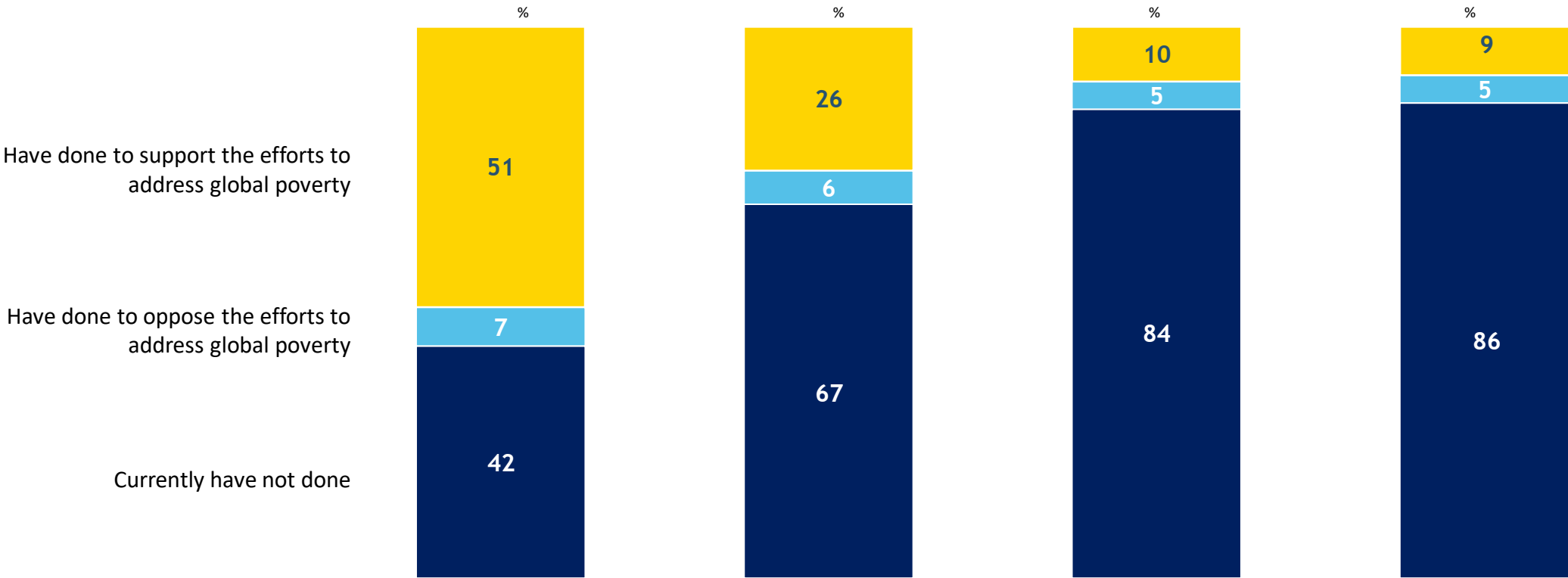


Purchased products/services or boycotted products/services related to the issue (e.g. purchased Fairtrade, or products from a charity shop)

Used your voice to influence the issue (e.g. signed a petition, written a blog, etc.)

Contacted a TD or other elected official (e.g. in person, by phone letter or using Twitter, Facebook or other social media)

Participated in a march, rally, protest, or other large event on the issue



Support For Efforts To Address Global Poverty x Demographics

Base: All Adults N – 3,008

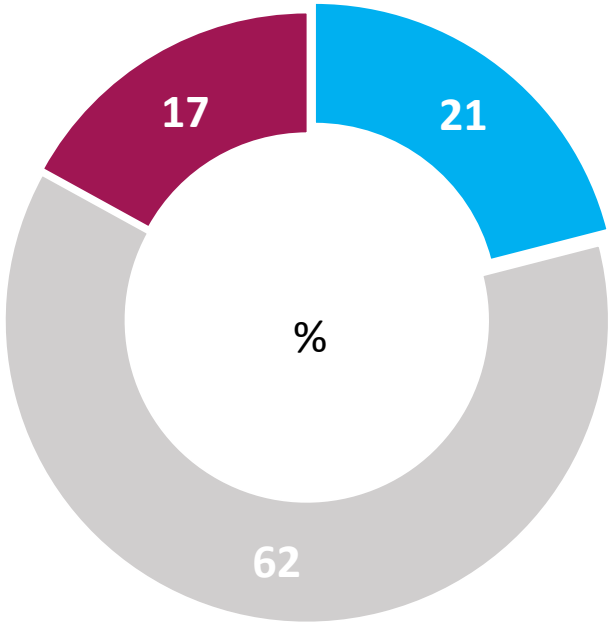
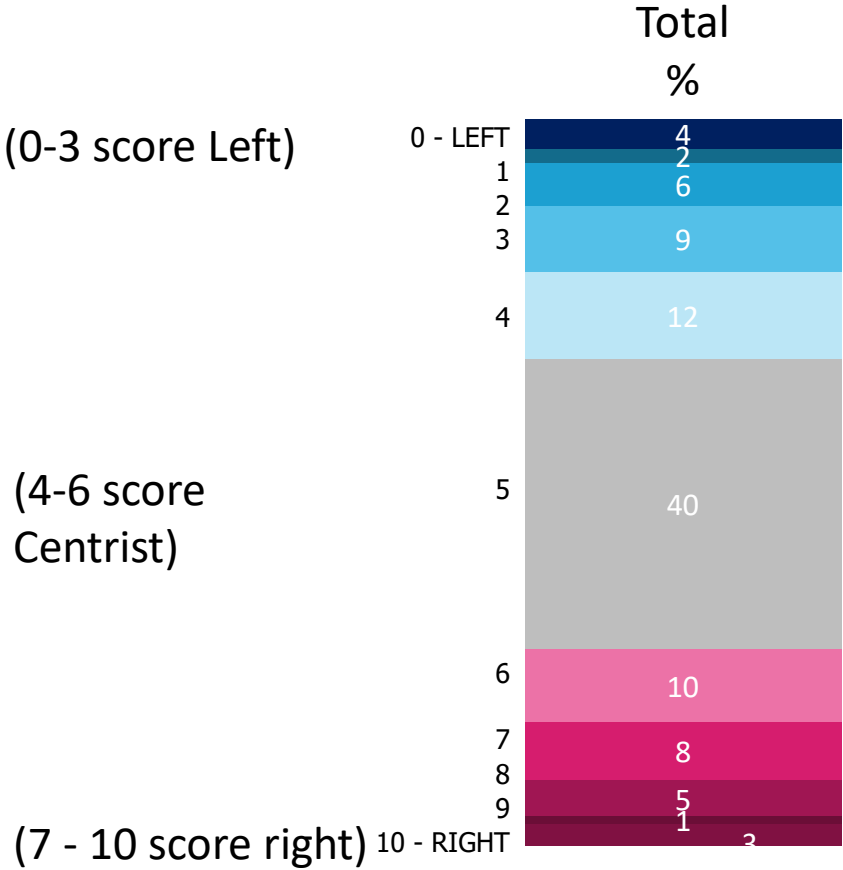


	Total	Gender		Kids U17		Age					Social Class		Region					Area		Lifestage					
		Male	Female	Yes	No	18-24	25-34	35-49	50-64	65+	ABC1F	C2DE	Dublin	Ex Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural	Single	Pre Family	Family Pre School	Family Pre Teen	Family Teen	Empty Nester
UNWTD	3008	1477	1526	1064	1944	360	545	936	670	497	1481	1527	845	2163	766	815	582	2166	842	949	255	389	462	213	739
Purchased products/services or boycotted products/services related to the issue (e.g. purchased Fairtrade, or products from a charity shop)	51	47	56	49	53	55	54	46	51	55	53	49	52	51	53	51	48	50	53	54	51	50	46	51	52
Used your voice to influence the issue (e.g. signed a petition, written a blog, etc.)	26	25	28	28	25	44	34	25	18	19	29	24	29	25	27	25	23	27	24	30	31	29	26	31	17
Contacted a TD or other elected official (e.g. in person, by phone letter or using Twitter, Facebook or other social media)	10	11	9	13	9	21	16	8	4	8	12	8	11	10	9	10	9	10	10	10	13	16	12	7	6
Participated in a march, rally, protest, or other large event on the issue	9	11	7	11	8	25	15	8	2	4	11	7	12	8	8	8	7	11	6	10	15	13	12	7	4

Higher levels of purchasing products (i.e. Fair Trade, etc) or boycotting particular services are reported by 56% of women. Younger adults over index in the remaining efforts (i.e. used their voice to influence an issue, contacted a TD or other official or participated in a march).



Q.38 Which of the following have you done in the past 12 months, if any, in support of or in opposition to the efforts to address global poverty? -



Political Persuasion x Demographics

Base: All Adults N – 3,008



	Total	Gender		Kids U17		Age					Social Class		Region					Area		Lifestage					
		Male	Female	Yes	No	18-24	25-34	35-49	50-64	65+	ABC1	C2DEF	Dublin	Outside Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural	Single	Pre Family	Family Pre School	Family Pre Teen	Family Teen	Empty Nester
UNWTD	3008	1477	1526	1064	1944	360	545	936	670	497	1481	1527	845	2163	766	815	582	2166	842	949	255	389	462	213	739
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
0 - Left	4	3	5	4	4	6	3	5	4	3	3	5	5	4	4	5	3	4	4	5	5	2	3	7	3
1	2	2	3	1	3	4	2	2	2	2	2	3	3	2	1	2	3	2	2	3	5	1	1	0	2
2	6	6	5	3	7	8	8	4	6	5	6	5	7	5	5	5	6	6	4	7	10	2	4	3	5
3	9	10	9	9	10	10	10	11	8	9	11	8	11	9	9	8	11	10	9	9	14	11	9	7	9
4	12	14	10	10	13	10	11	12	12	14	14	10	11	12	13	12	11	13	10	12	14	8	12	10	14
5	40	33	47	44	38	36	40	43	43	35	35	45	34	43	43	43	40	36	47	41	29	45	42	46	38
6	10	12	8	10	10	9	7	9	12	12	11	9	10	10	11	10	10	10	10	9	9	10	8	14	11
7	8	9	6	9	7	7	8	8	7	9	8	7	9	7	7	8	6	9	6	6	7	9	10	5	8
8	5	6	4	5	5	5	6	4	4	6	6	4	4	5	4	4	7	5	5	4	4	6	5	3	6
9	1	2	1	2	1	1	1	1	1	1	1	1	2	1	1	1	1	2	1	1	0	2	2	1	1
10 - Right	3	3	3	3	3	3	4	2	2	3	2	3	4	3	2	4	2	4	2	3	3	3	4	3	3
Mean	4.81	4.95	4.69	5.07	4.68	4.57	4.87	4.75	4.82	5.02	4.85	4.78	4.77	4.83	4.80	4.89	4.81	4.84	4.76	4.59	4.35	5.14	5.10	4.88	4.89

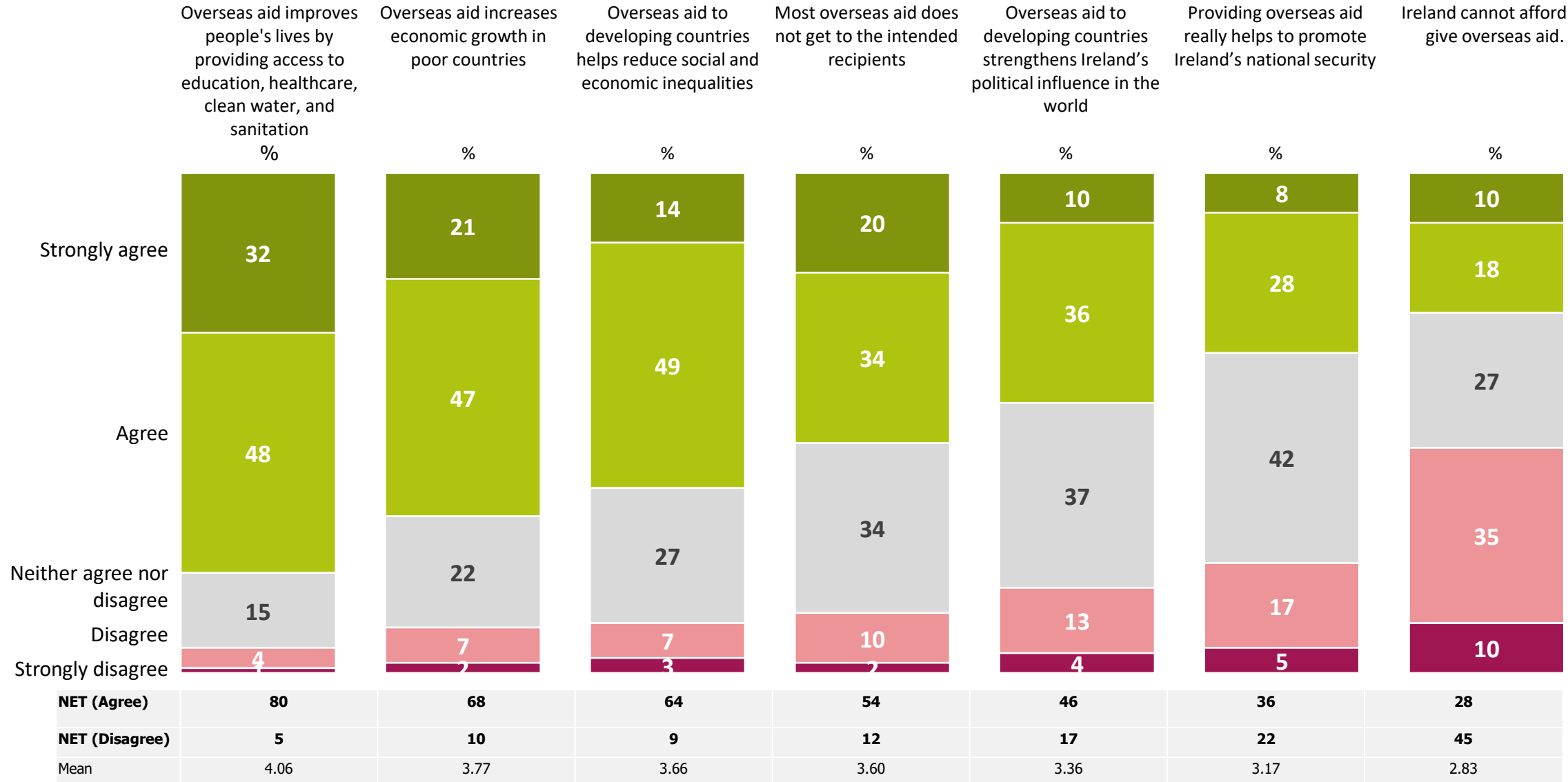
The majority of respondents claim to be in the centre when it comes to political persuasion. Males over index on being to the right politically (20%). Younger adults, those aged 18+ and those pre family are more left leaning.



Q.39 In politics people sometimes talk of left and right. Where would you place yourself on a scale from 0 to 10 where 0 means the left and 10 means the right?

Agreement Levels About Aid From The Irish Government

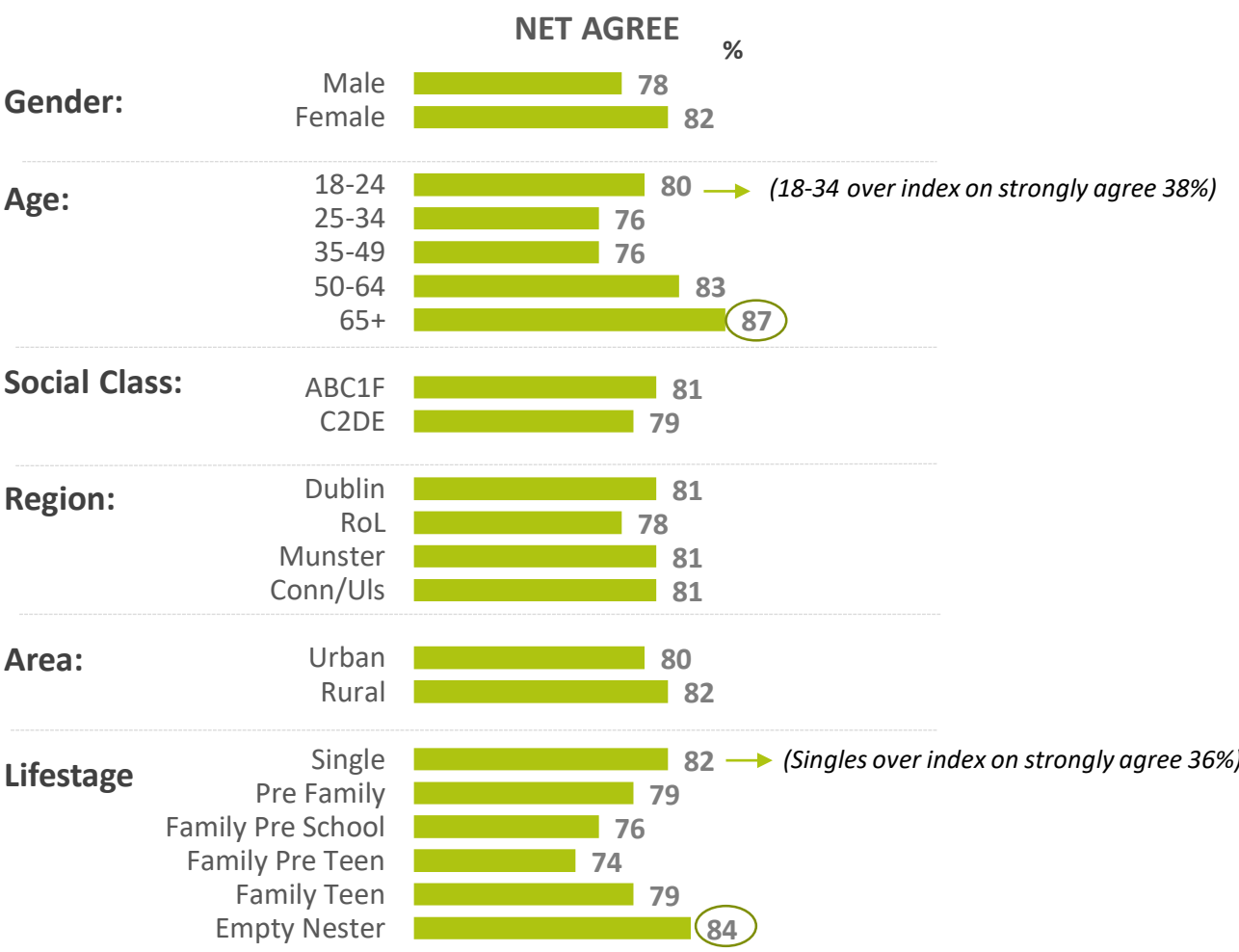
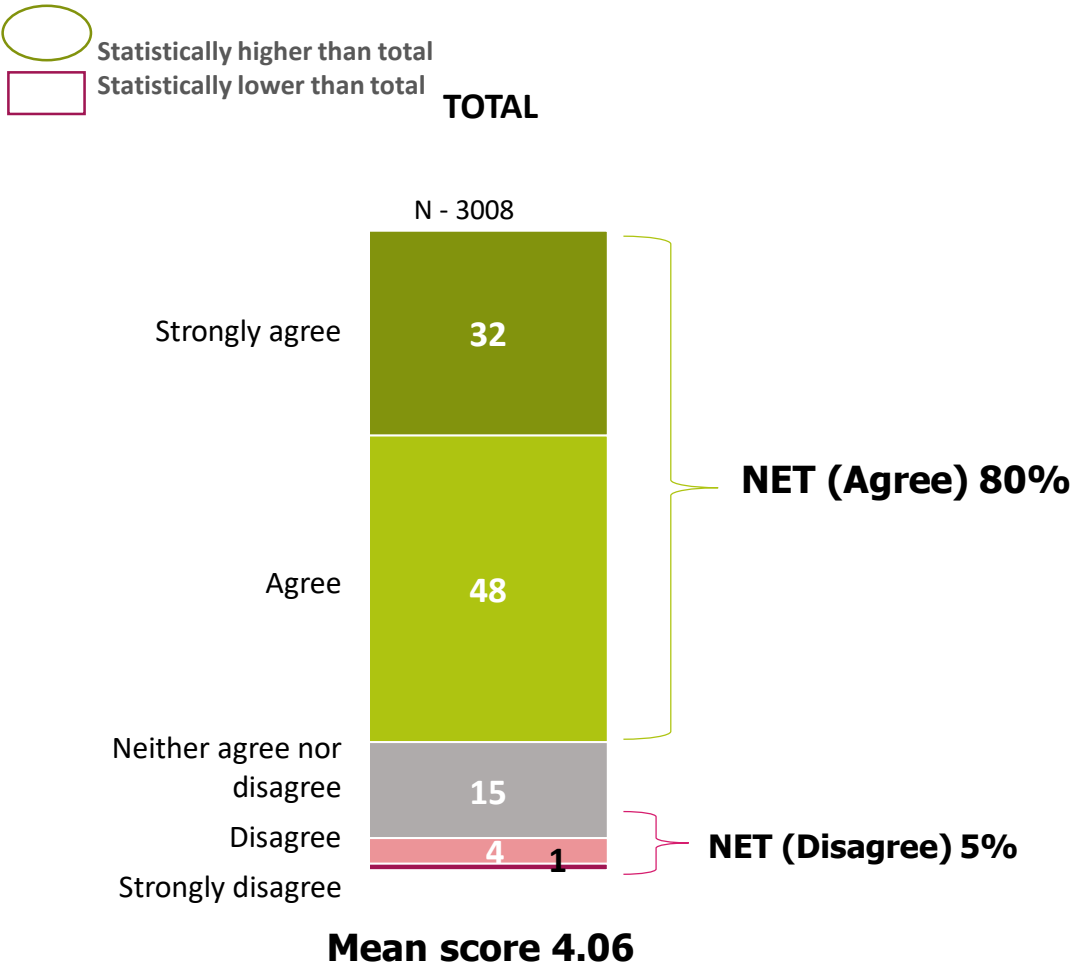
Base: All Adults N – 3,008



Overseas Aid Improves People's Lives By Providing Access To Education, Healthcare, Clean Water, And Sanitation x Demographics



Base: All Adults N – 3,008

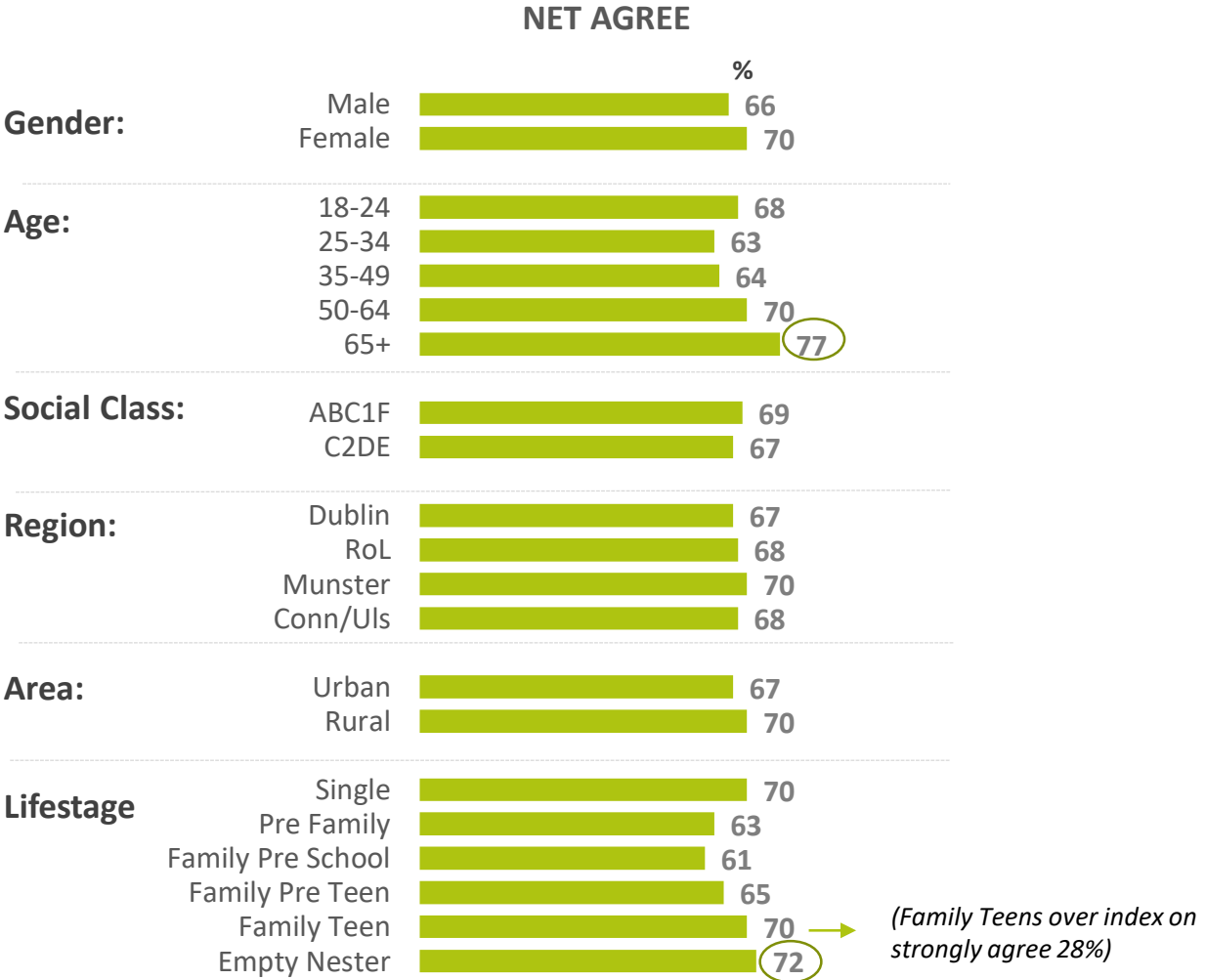
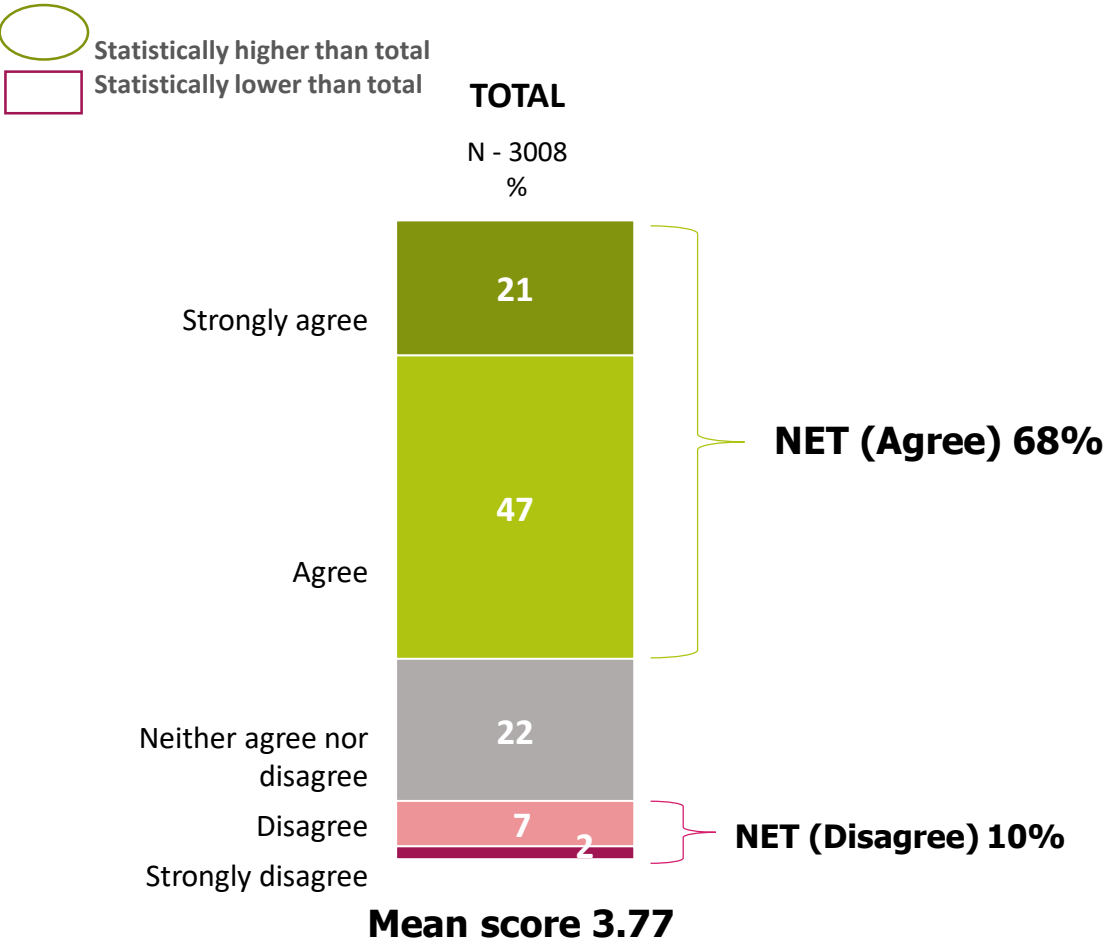


18-24 year olds/singles indicate higher levels for strongly agree with the statement that overseas aid improves peoples lives by providing access to education healthcare, clean water and sanitation. Over 65's/empty nesters over index on net agree.

Overseas Aid Increases Economic Growth In Poor Countries x Demographics



Base: All Adults N – 3,008



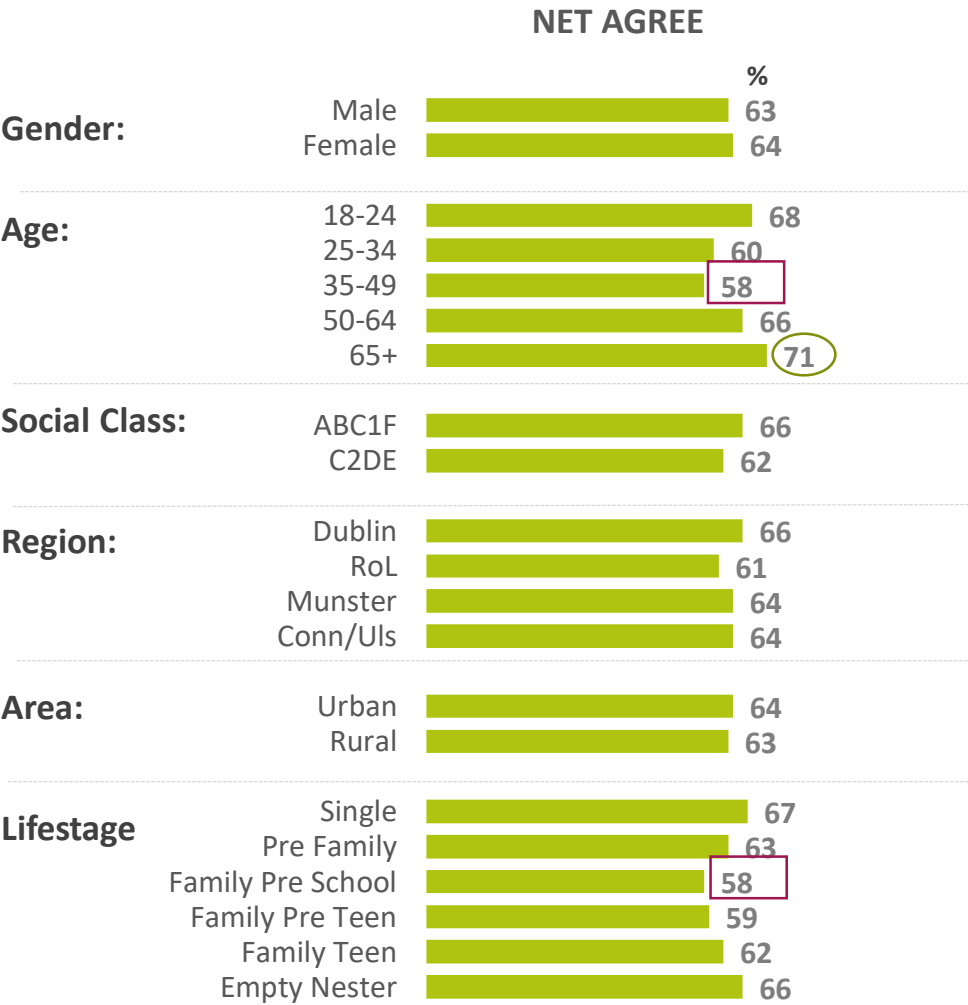
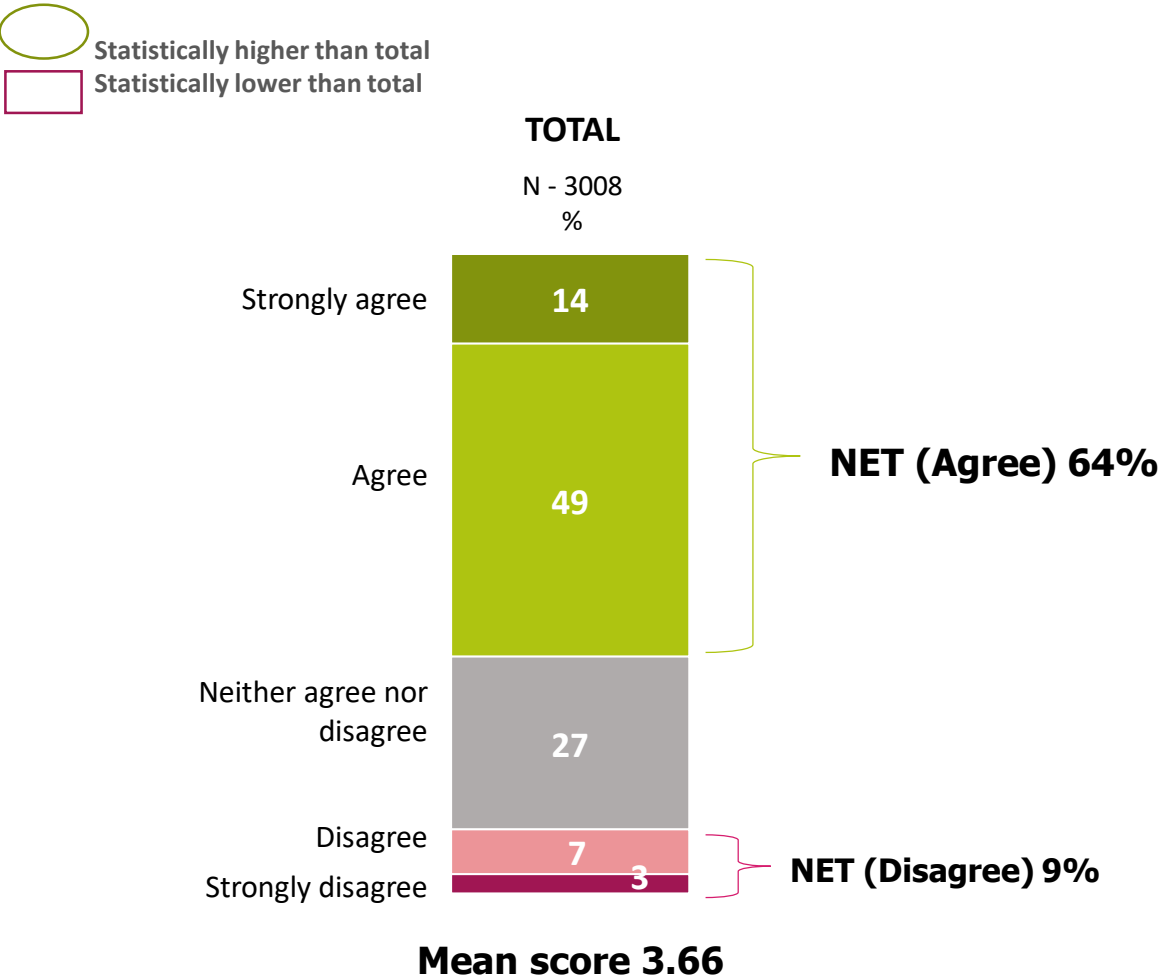
Over 65's/empty nesters over index on the net agree score for the statement that overseas aid increases economic growth in poor countries.



Overseas Aid helps reduce social and economic inequalities x Demographics

Base: All Adults N – 3,008

B&A



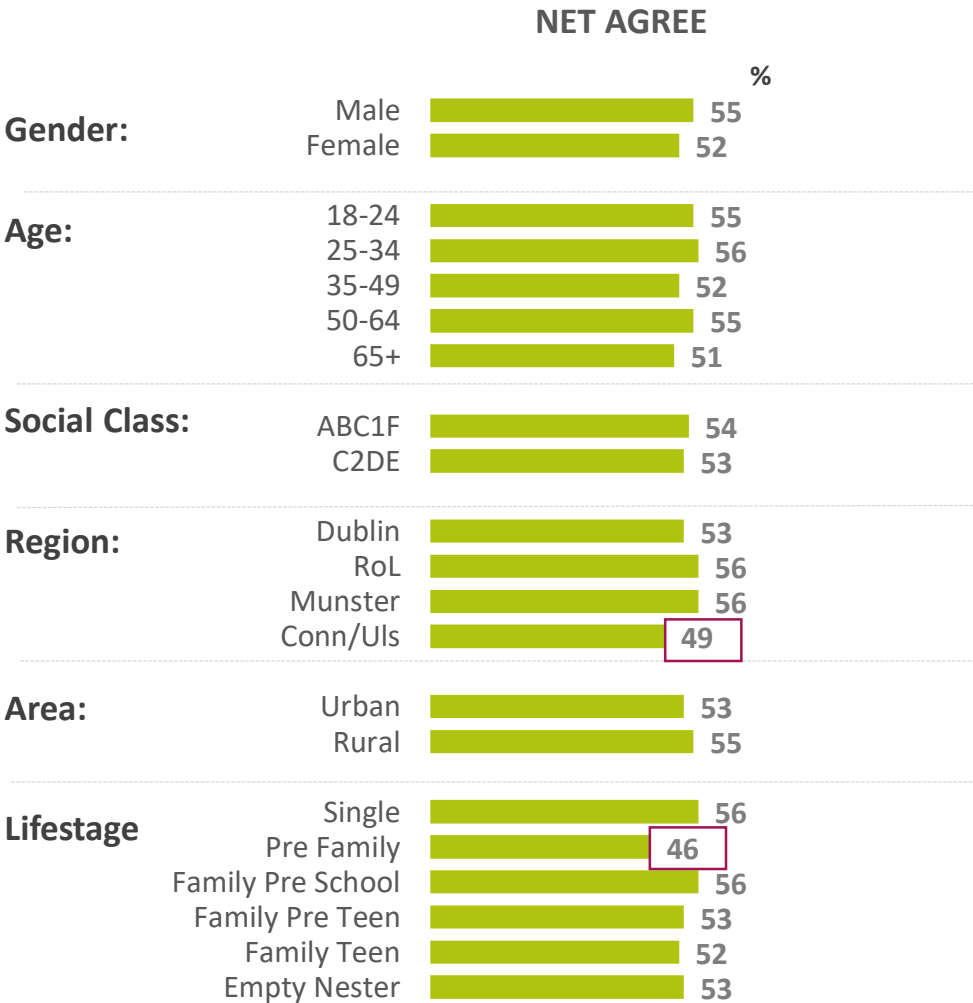
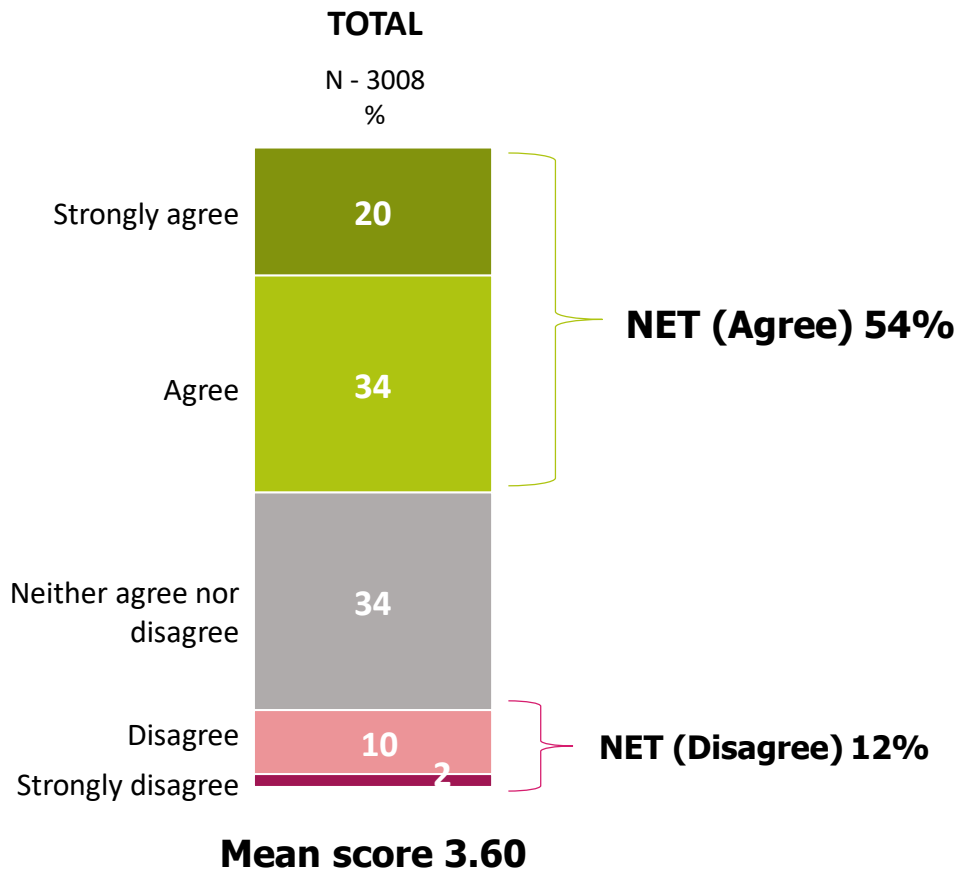
Over 65's/empty nesters are more likely to agree that overseas aid helps reduce social and economic inequalities whilst the Family Pre School lifestage cohort are most likely to disagree.

Most Overseas Aid Does Not Get To The Intended Recipients x Demographics



Base: All Adults N – 3,008

○ Statistically higher than total
□ Statistically lower than total



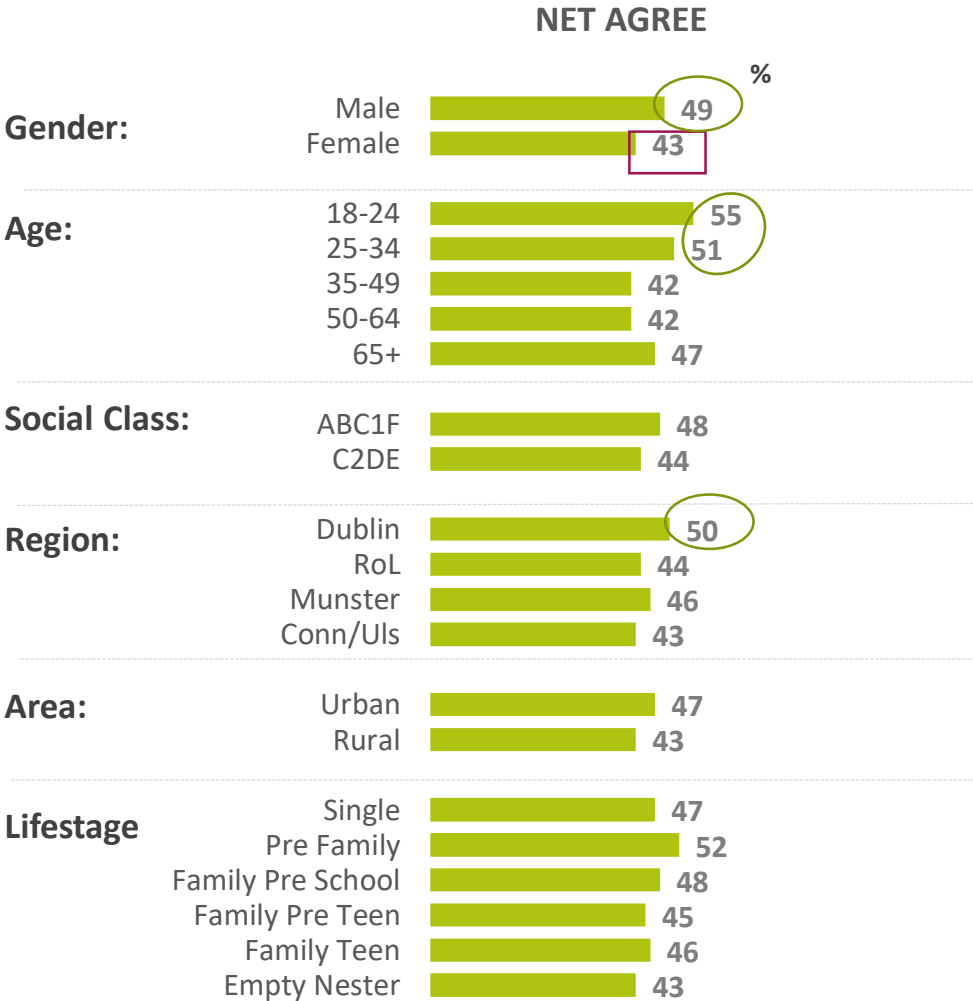
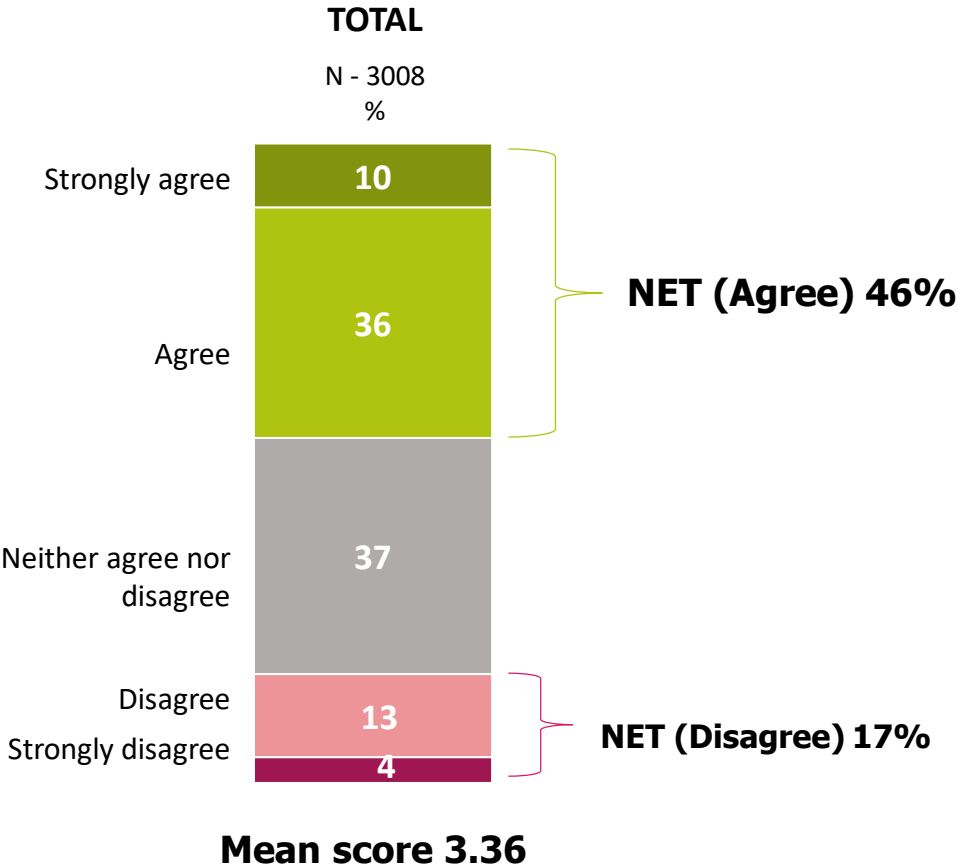
In total, 54% of all adults agree with the statement that most overseas aid does not get to the intended recipients; however those in the Connacht/Ulster region and at the Pre Family lifestage are more likely to disagree.

Overseas aid to developing countries strengthens Ireland's political influence in the world x Demographics



Base: All Adults N – 3,008

○ Statistically higher than total
□ Statistically lower than total

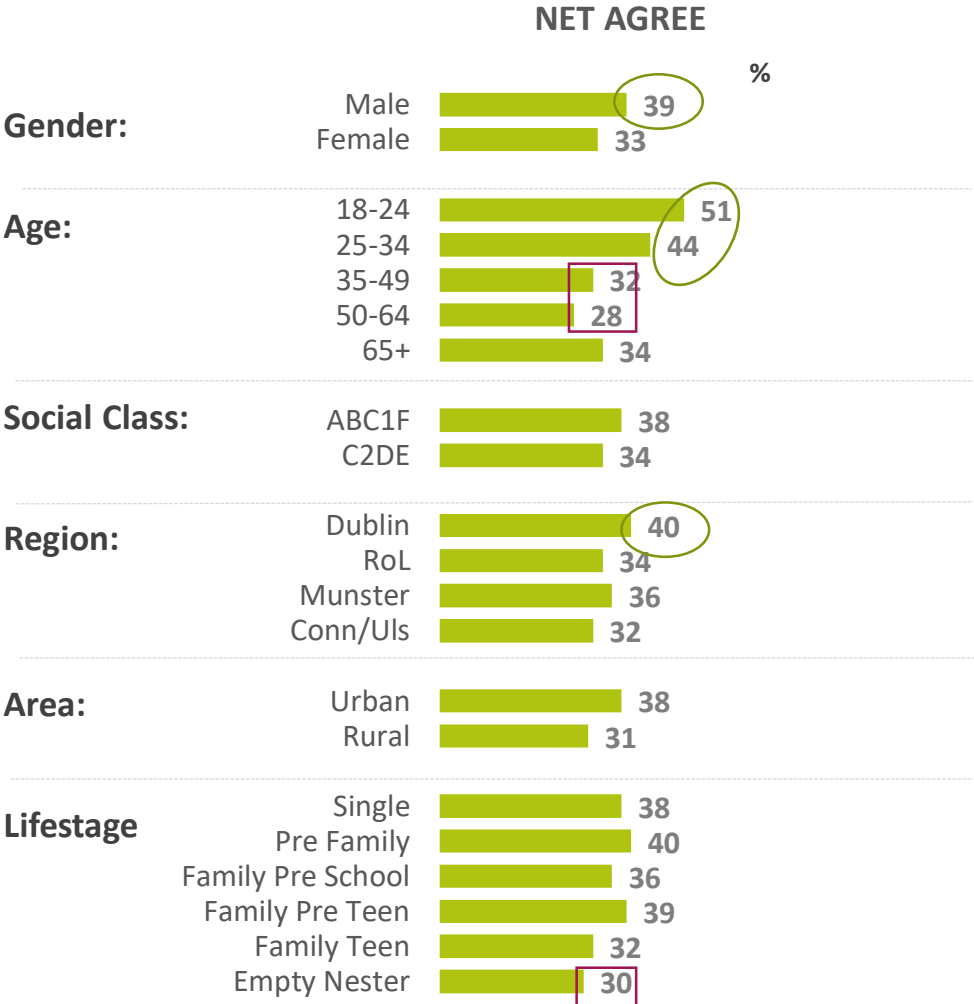
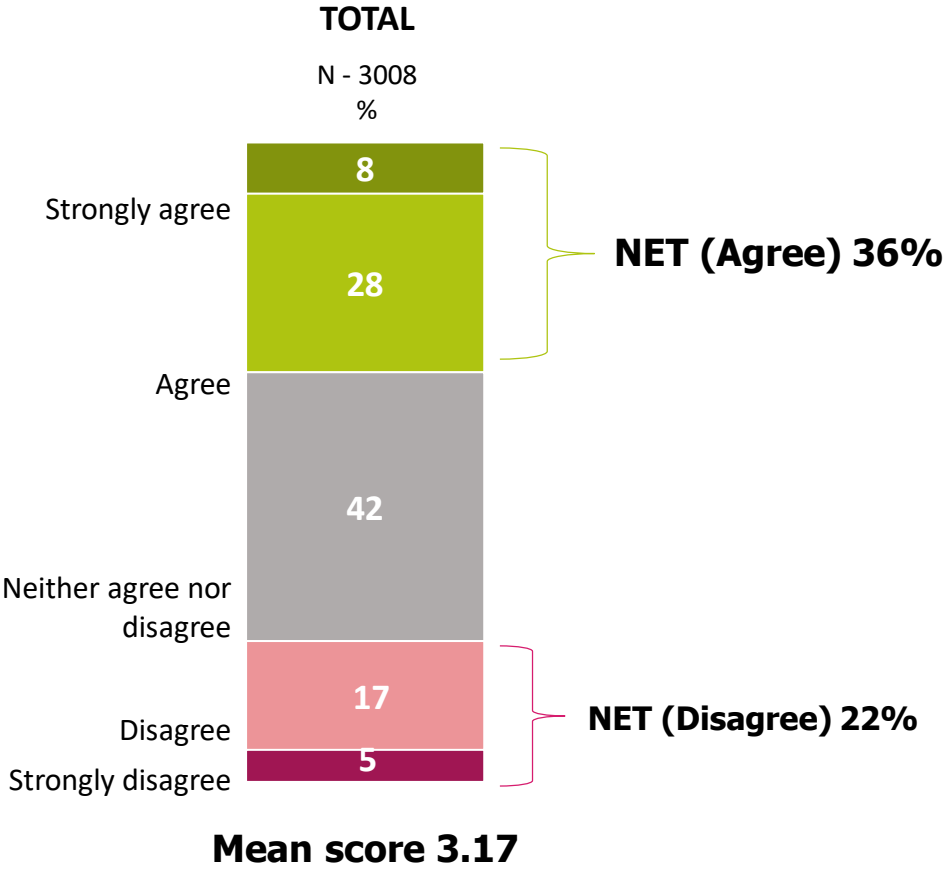


Agreement levels are higher for males, the 18-24 and 25-34 age groups and Dublin residents.

Providing Overseas Aid Really Helps To Promote Ireland's National Security x Demographics

Base: All Adults N – 3,008

○ Statistically higher than total
□ Statistically lower than total



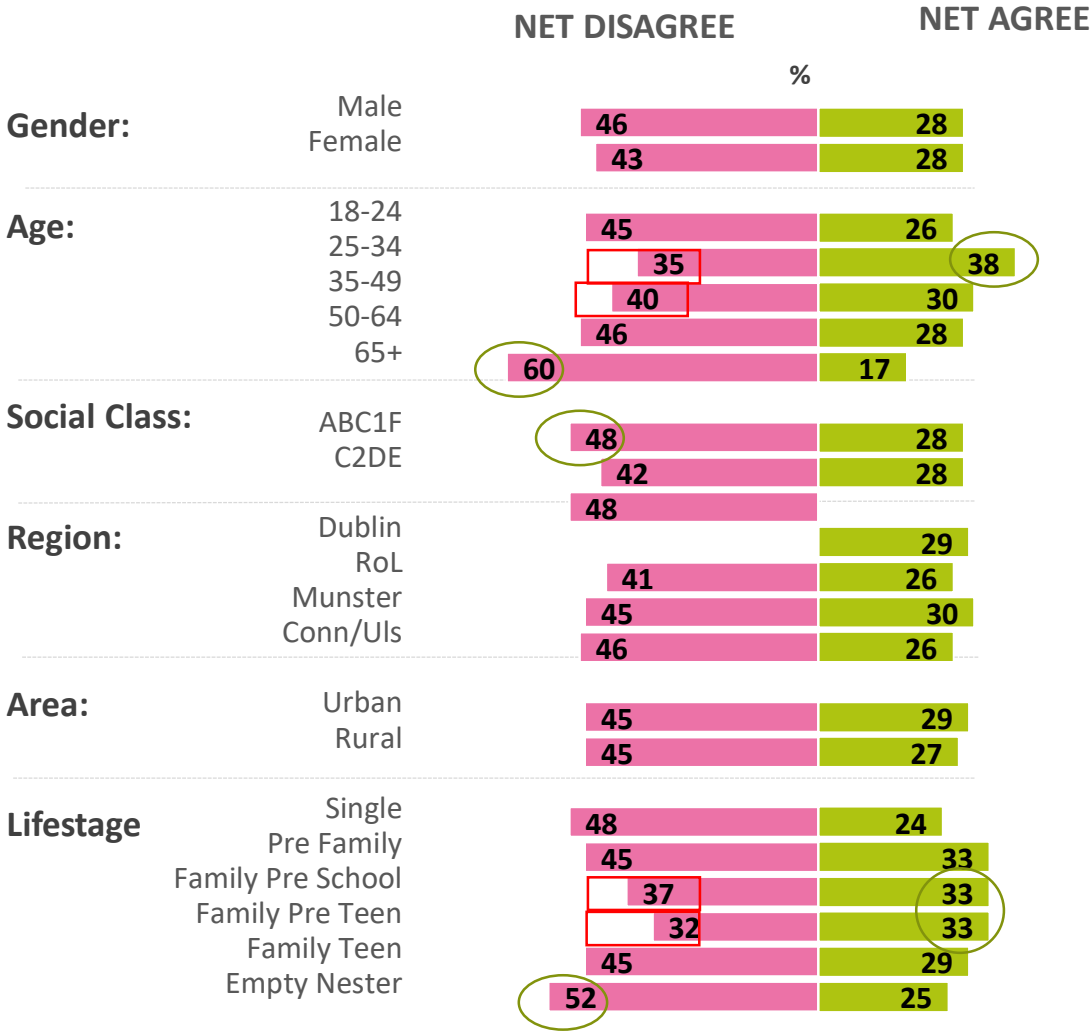
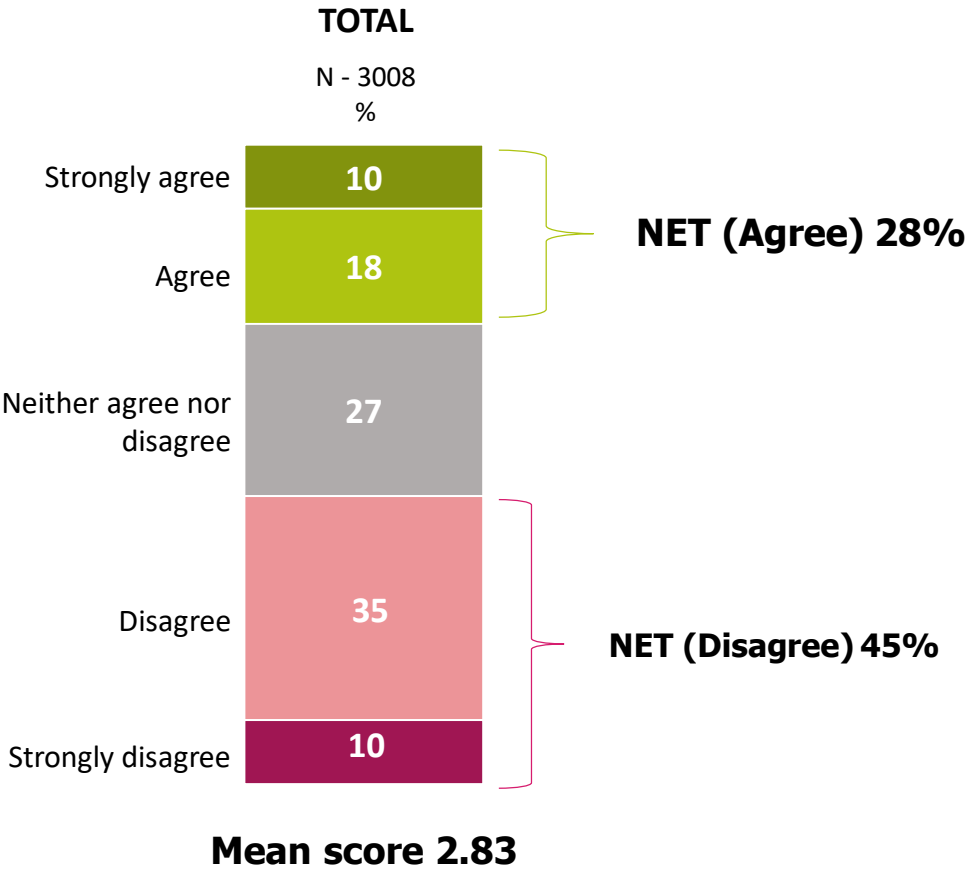
In overall terms, 36% of all adults agree with the statement that overseas aid helps to promote Ireland's national security; and this was highest for men, those aged under 35 years, and Dublin based. Those in the 35 to 64 age bracket are more likely to disagree.

Ireland Cannot Afford To Give Overseas Aid x Demographics



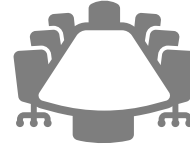
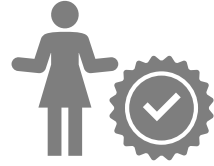
Base: All Adults N – 3,008

○ Statistically higher than total
□ Statistically lower than total



The harder pressed Family Pre Teen/Teens are more likely to agree with the statement that Ireland cannot afford to give overseas aid to developing countries, while empty nesters (and those aged 65+) are more likely to disagree.





People you have contact with
%

Multilateral organisations (EU and UN)
%

Irish Government
%

Overseas development aid organisations
%

10 - Trust a great deal

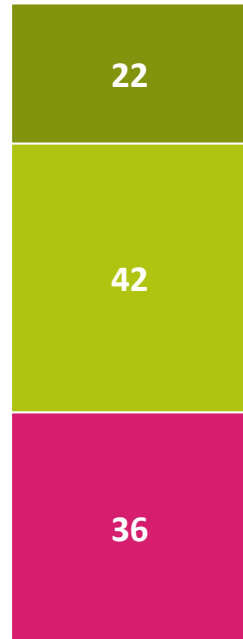
(9 - 10 score)

(7 - 8 score)

(0 - 6 score)

0 - Do not trust at all

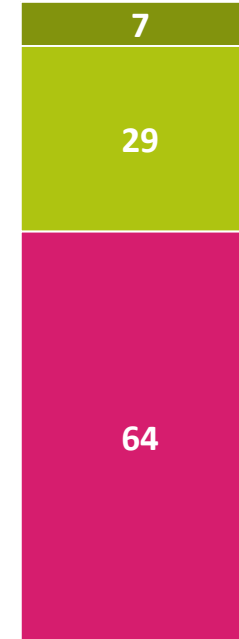
Mean score



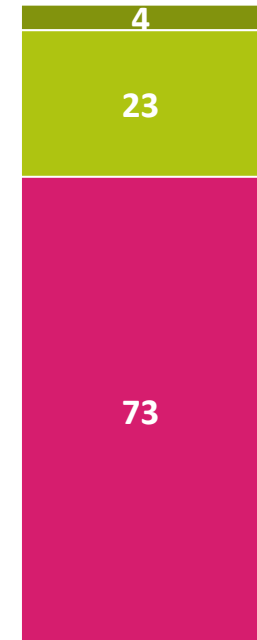
6.92



5.68



5.15



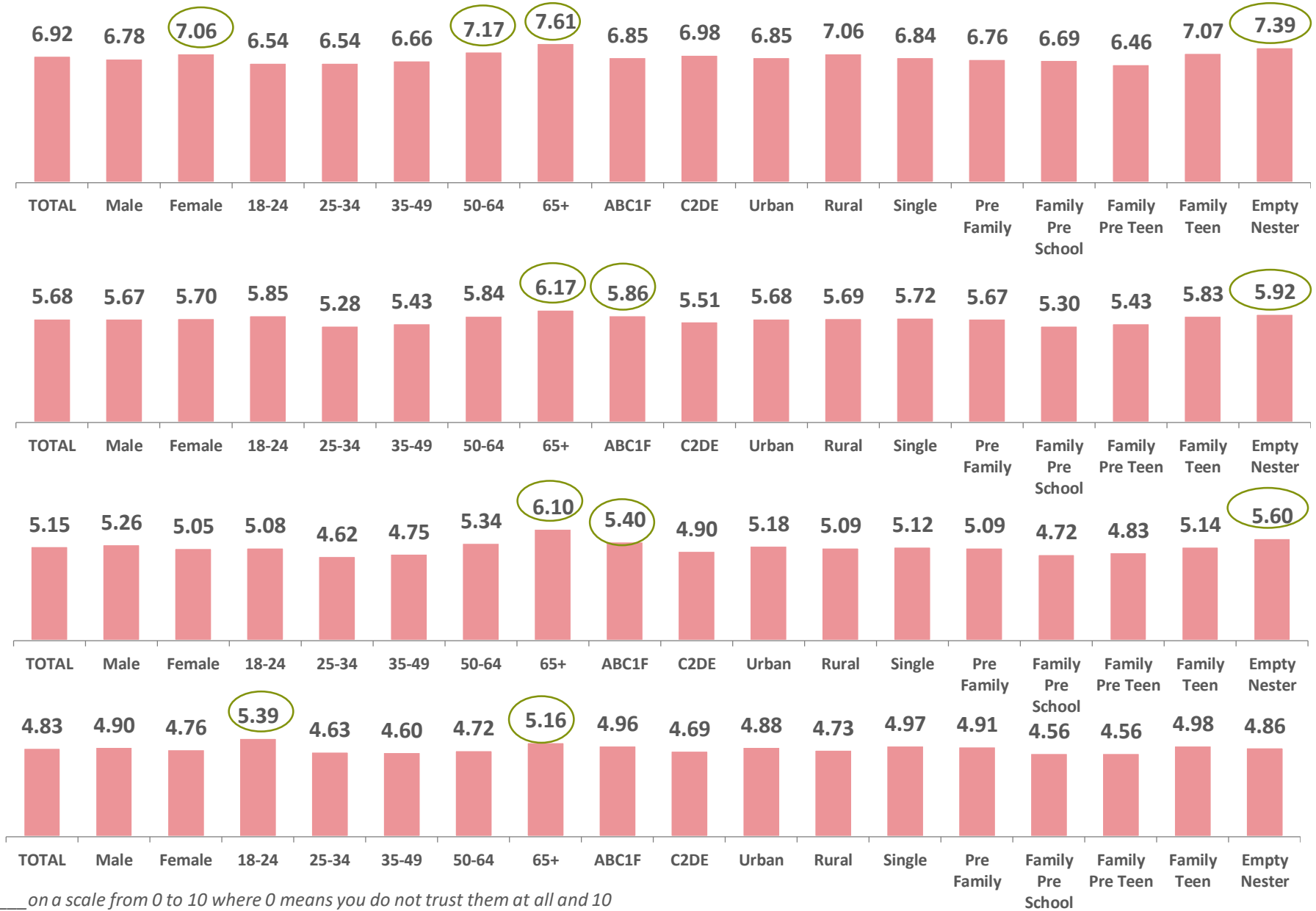
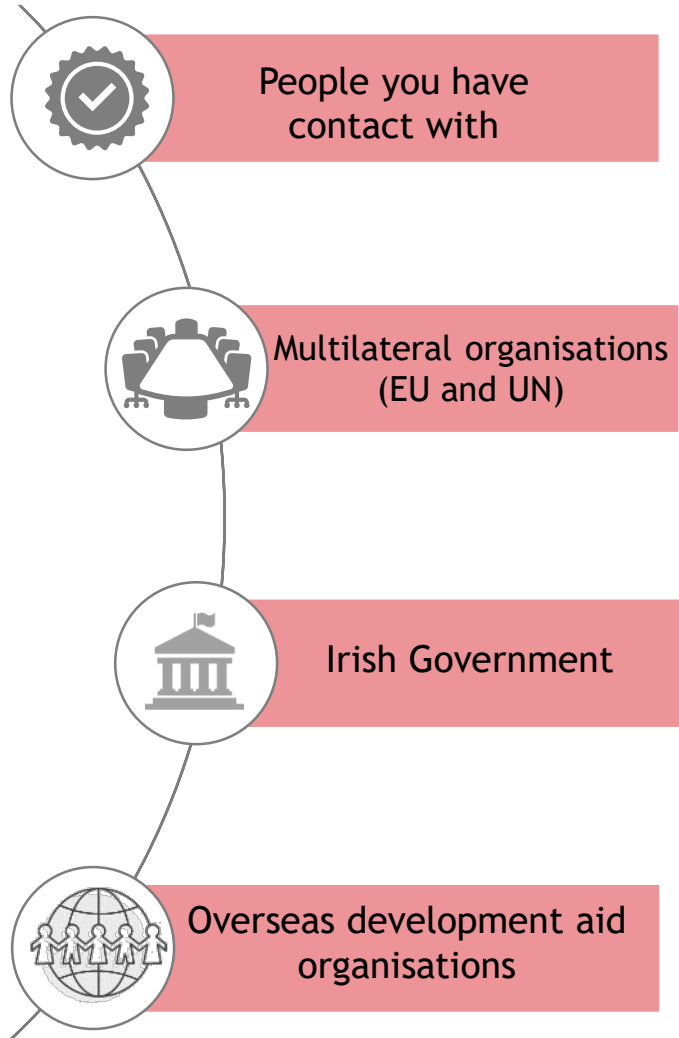
4.83

Trust for people you have contact with is higher amongst women and 50-64, 65+ age groups/empty nesters. Trust in multi-lateral organisations (EU and UN) is higher for the 65+, empty nesters and ABC1F social category. The same cohorts place higher trust in the Irish Government. Trust in overseas development aid organisations is highest for those aged 18-24 years and 65+.



Trust x Demographics (10 point mean score)

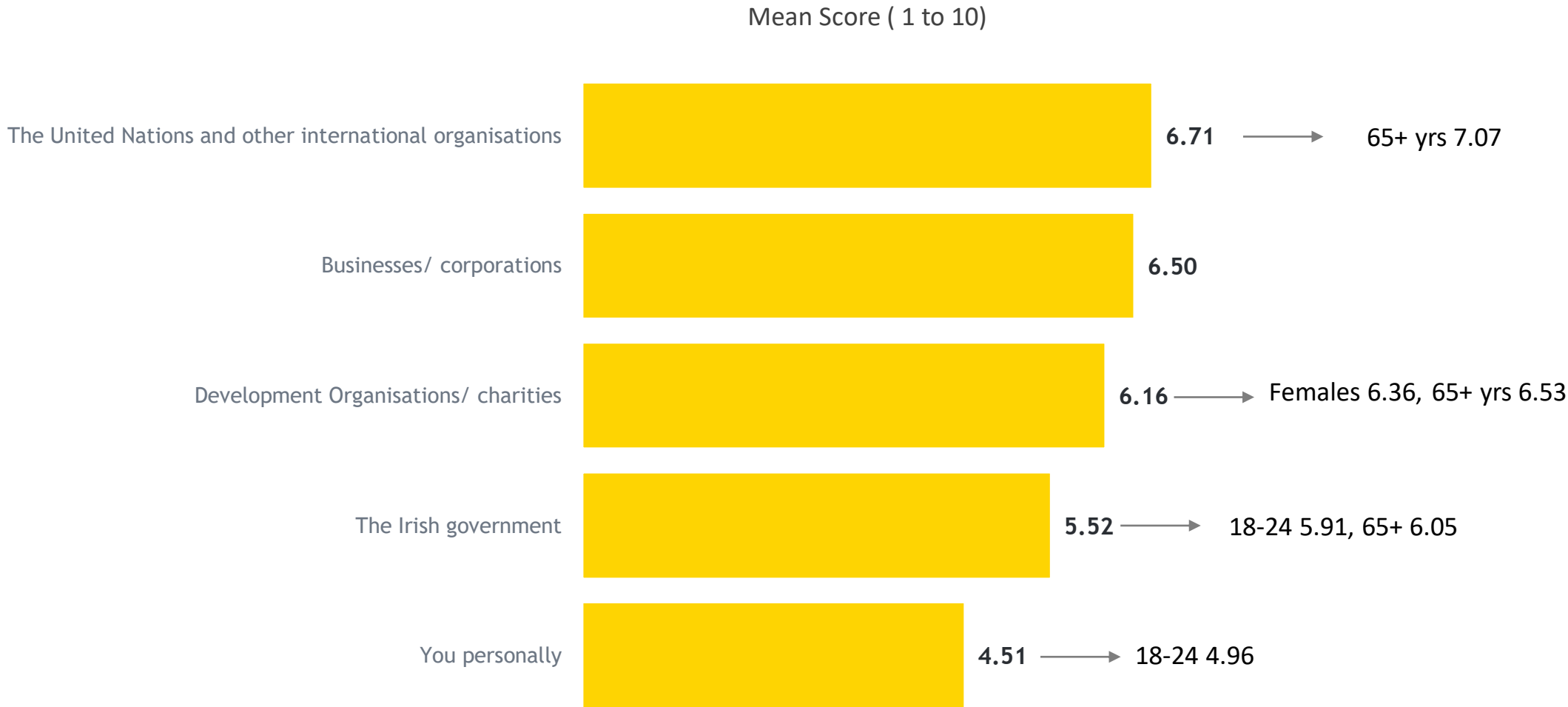
Base: All Adults N – 3,008



How Much Of A Difference Do The Following Make To Reduce Poverty In Poor Countries



Base: All Adults N – 3,008

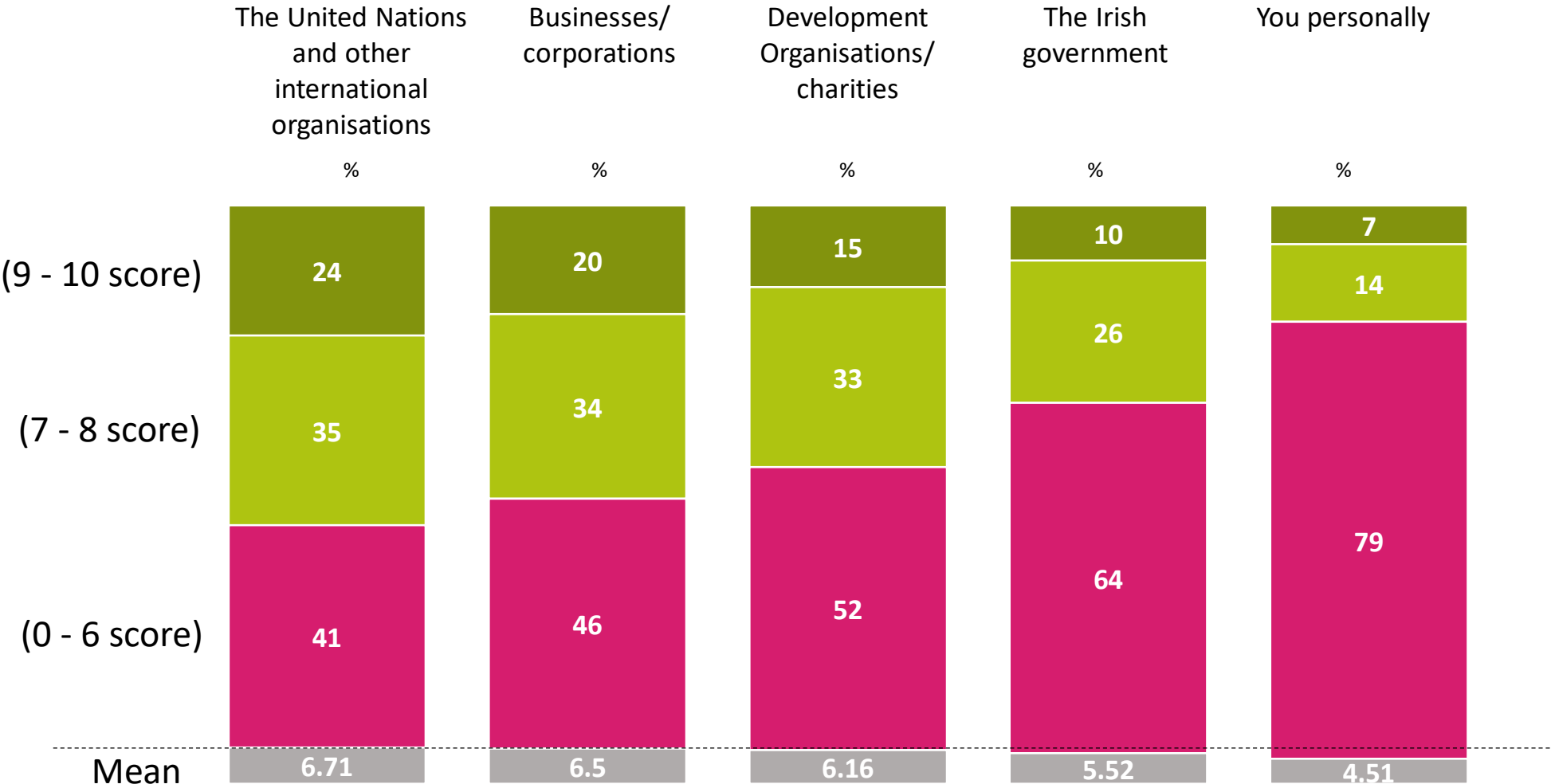


The 65+ age group over indexes on a belief that the UN/International Organisations, Development Organisations, and the Irish Government can make a difference to reduce poverty in poor countries. Women score Development organisations and Charities above the average. The younger age cohort of 18 to 24 is more likely to believe that the Irish Government, and they themselves personally can make a difference.

How Much Of A Difference Do The Following Make To Reduce Poverty In Poor Countries



Base: All Adults N – 3,008



How Much Of A Difference Do The Following Make To Reduce Poverty In Poor Countries x Demographics

Base: All Adults N – 3,008

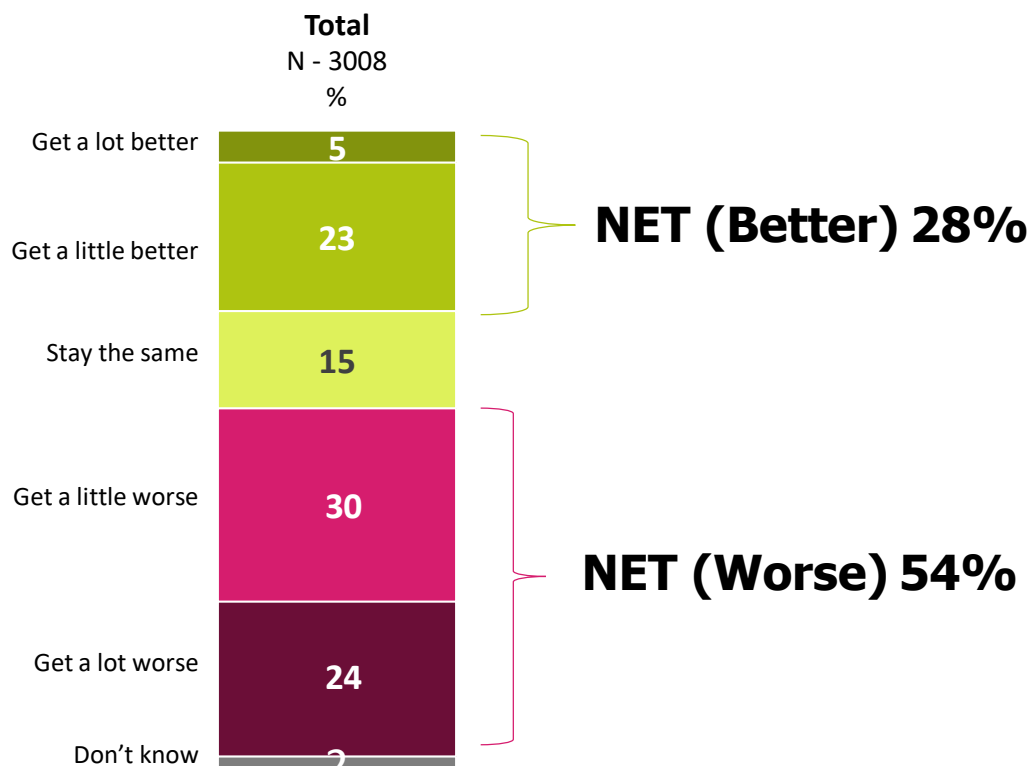
	Total	Gender		Age					Social Class		Area		Lifestage					
		Male	Female	18-24	25-34	35-49	50-64	65+	ABC1F	C2DE	Urban	Rural	Single	Pre Family	Family Pre School	Family Pre Teen	Family Teen	Empty Nester
UNWTD	3008	1477	1526	360	545	936	670	497	1481	1527	2166	842	949	255	389	462	213	739
United Nations & Other Organisations	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
NET (9-10)	24	22	26	27	24	20	26	29	24	25	24	25	26	25	23	19	22	25
NET (7-8)	35	35	34	32	32	35	37	37	35	35	33	37	35	36	30	33	34	38
NET (0-6)	41	42	40	41	44	46	37	35	41	41	42	38	39	39	46	48	44	36
Mean	6.71	6.58	6.84	6.79	6.55	6.44	6.87	7.07	6.73	6.70	6.66	6.82	6.86	6.77	6.45	6.37	6.65	6.87
Business Corporations	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
NET (9-10)	20	19	21	22	21	17	19	24	20	20	20	21	21	23	21	16	20	21
NET (7-8)	34	34	34	30	31	33	39	33	34	34	33	35	35	28	32	35	34	35
NET (0-6)	46	47	45	48	48	49	42	43	46	46	47	44	44	48	48	48	46	45
Mean	6.50	6.46	6.54	6.50	6.42	6.37	6.56	6.72	6.56	6.45	6.45	6.61	6.58	6.33	6.53	6.38	6.36	6.56
Development Organisations/ charities																		
NET (9-10)	15	13	17	16	14	13	15	20	15	16	15	16	17	11	14	12	16	16
NET (7-8)	33	33	32	37	30	31	35	34	34	31	32	34	33	36	30	28	36	35
NET (0-6)	52	54	50	47	56	57	50	46	51	53	53	50	50	53	57	60	47	49
Mean	6.16	5.96	6.36	6.38	6.03	5.92	6.19	6.53	6.22	6.11	6.09	6.32	6.33	5.93	6.04	5.80	6.25	6.28
The Irish Government																		
NET (9-10)	10	10	10	13	8	7	10	16	10	11	11	10	12	9	7	8	11	12
NET (7-8)	26	27	25	28	24	24	27	28	28	24	26	25	26	24	24	22	30	27
NET (0-6)	64	63	65	60	69	69	63	56	62	66	63	65	62	67	69	70	59	61
Mean	5.52	5.46	5.57	5.91	5.22	5.19	5.55	6.05	5.59	5.44	5.53	5.49	5.66	5.32	5.22	5.21	5.65	5.69
You personally																		
NET (9-10)	7	7	7	7	7	8	5	9	7	7	7	6	7	8	8	7	11	6
NET (7-8)	14	16	13	20	15	13	15	12	16	13	15	14	16	12	15	14	13	14
NET (0-6)	79	77	80	73	78	79	80	79	77	80	78	80	78	80	77	79	77	80
Mean	4.51	4.53	4.49	4.96	4.50	4.46	4.39	4.46	4.63	4.39	4.57	4.39	4.53	4.44	4.62	4.47	4.86	4.38

General Economy/Financial Situation over next 12 months

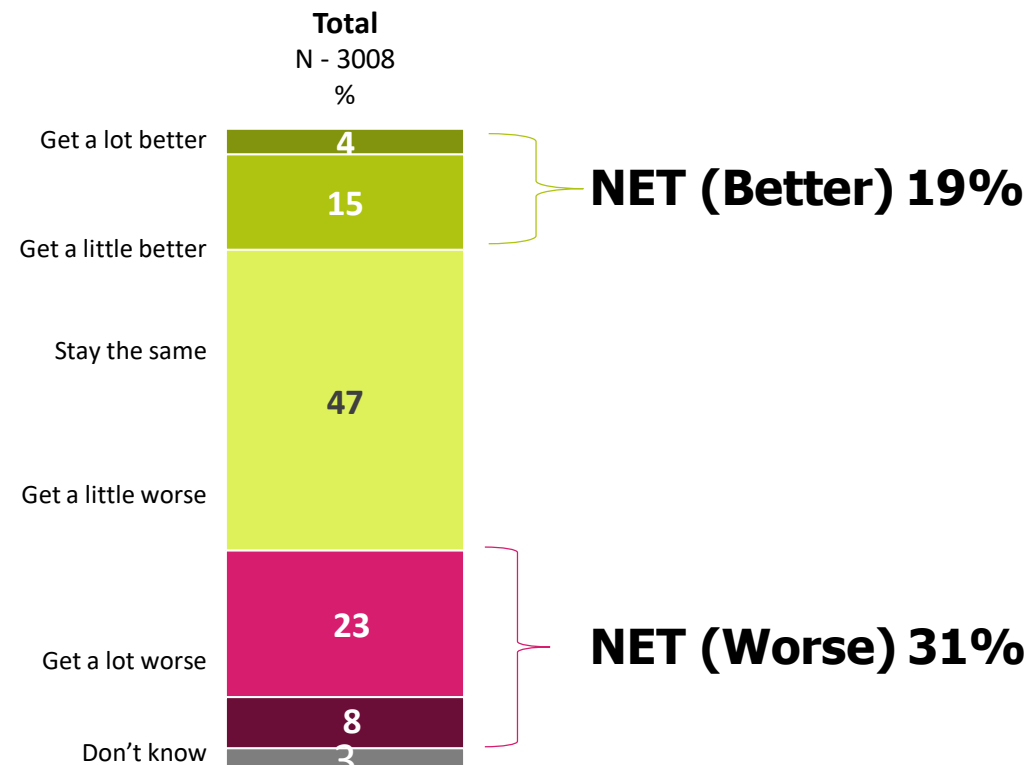
Base: All Adults N – 3,008



General Economy

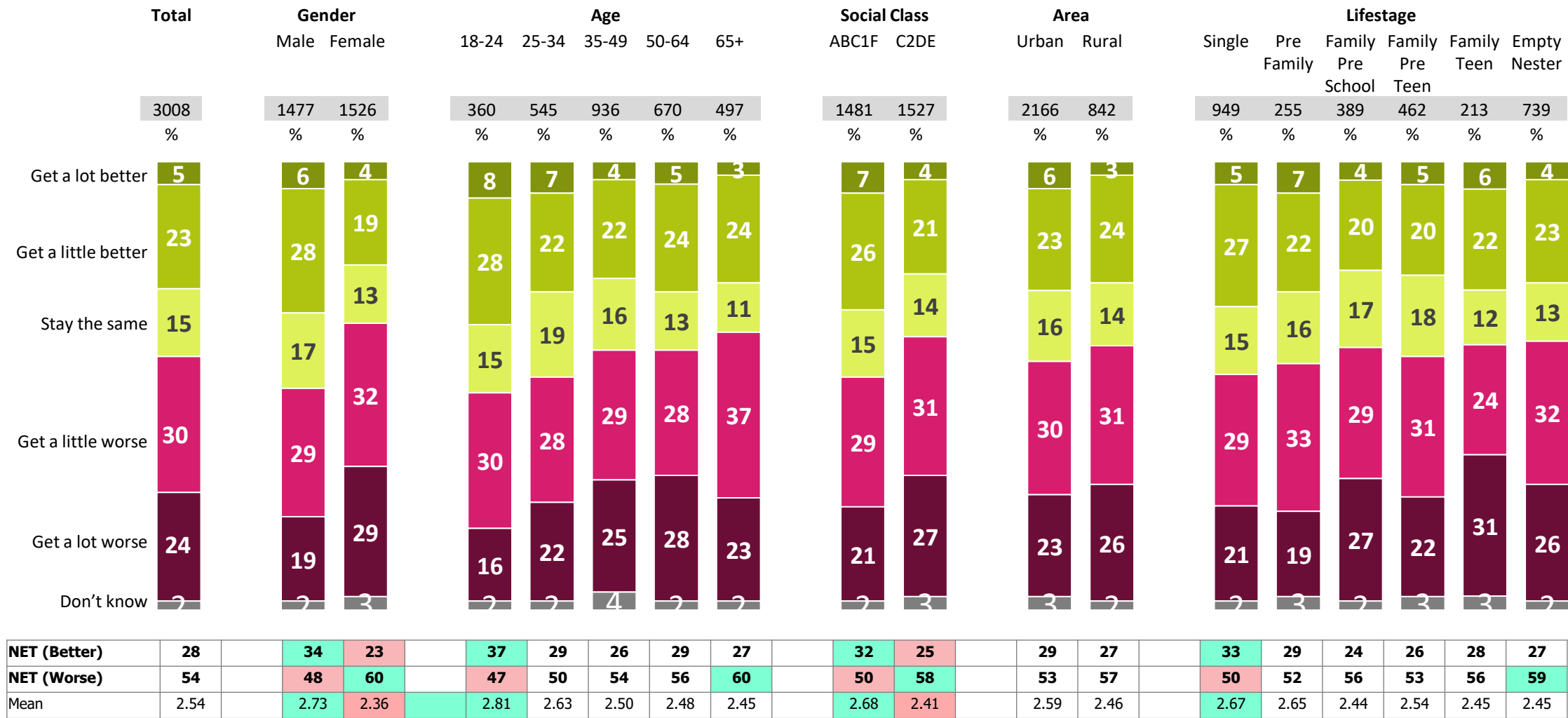


Financial Situation of Household



General Economy over next 12 months x Demographics

Base: All Adults N – 3,008



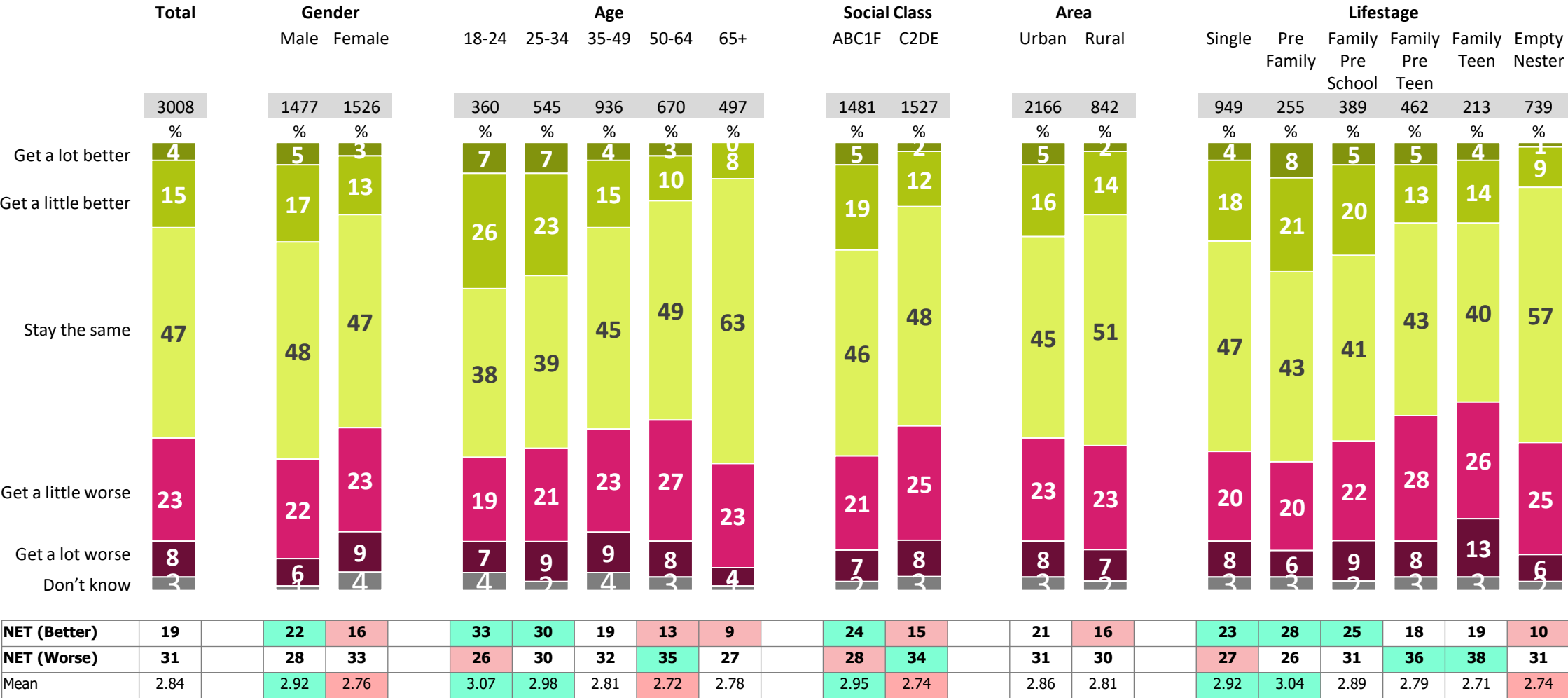
Men, the 18 to 24 age group, ABC1F and single lifestage score higher in believing the economy will get better in the next 12 months whilst women, the over 65's and C2DEs believe it will get worse



Financial Situation over next 12 months x Demographics



Base: All Adults N – 3,008

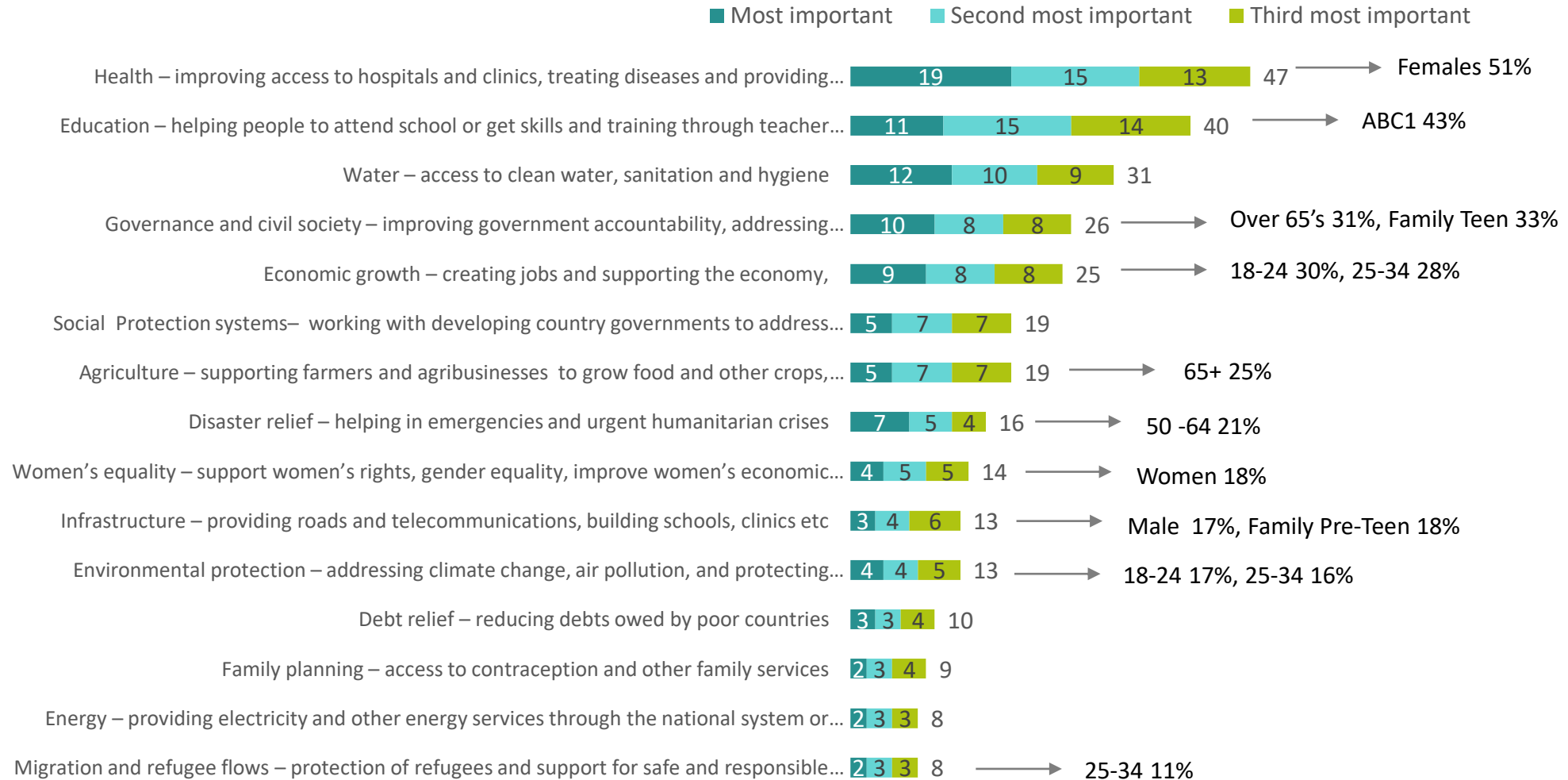


When asked to think about the financial situation of their own household, the great majority feel their financial situation will stay the same over the next 12 months. Of the balance, males, and the under 35s, (single and pre/early family) feel it will get better. Females, the over 65's and C2DEs feel it will get worse.



Most important priorities for Irish Government support on overseas aid

Base: All Adults N - 3,008



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?



Most Important Priorities For Irish Government Support On Overseas Aid Total Mentions x Demographics



Base: All Adults N - 3,008

	Total	Gender		Age					Social Class		Area		Lifestage					
		Male	Female	18-24	25-34	35-49	50-64	65+	ABC1F	C2DE	Urban	Rural	Single	Pre Family	Family Pre School	Family Pre Teen	Family Teen	Empty Nester
UNWTD	3008	1477	1526	360	545	936	670	497	1481	1527	2166	842	949	255	389	462	213	739
Health – improving access to hospitals and clinics, treating diseases and providing vaccinations through improving the national health systems	47	43	51	47	47	46	48	48	46	48	46	49	48	39	50	48	36	49
Education – helping people to attend school or get skills and training	39	41	38	43	35	38	40	42	43	36	39	40	39	41	40	36	42	39
Water – access to clean water, sanitation and hygiene	31	30	33	29	27	31	34	35	29	34	31	33	32	30	29	30	26	35
Governance and civil society – improving government accountability	26	27	26	25	25	25	26	31	26	27	27	26	25	27	21	24	33	30
Economic growth – creating jobs and supporting the economy,	24	26	23	30	28	26	21	18	25	24	26	22	28	29	27	22	26	19
Social Protection systems– working with developing country governments	19	18	21	17	21	22	19	16	18	21	19	20	18	18	23	19	25	19
Agriculture – supporting farmers and agribusinesses	19	20	18	14	16	18	22	25	18	20	18	20	18	17	15	19	19	23
Disaster relief – helping in emergencies and urgent humanitarian crises	17	14	19	11	15	16	21	18	15	18	15	19	18	11	14	18	20	17
Women’s equality – support women’s rights, gender equality, improve women’s economic and political empowerment, help eliminate violence against women	15	11	18	13	17	15	14	14	14	15	14	15	15	15	18	13	15	14
Infrastructure – providing roads and telecommunications, building schools, clinics etc	13	17	10	15	14	16	12	9	14	12	15	11	11	18	15	18	14	11
Environmental protection – addressing climate change, air pollution, and protecting animals and their habitats	13	15	11	17	16	12	11	12	14	12	14	10	14	19	11	13	13	10
Debt relief – reducing debts owed by poor countries	11	12	10	9	11	11	10	12	12	10	10	12	11	11	11	10	7	11
Family planning – access to contraception and other family services	9	9	8	10	7	9	9	8	9	9	9	8	8	7	10	10	5	9
Energy – providing electricity and other energy services through the national system or with small-scale energy systems	8	10	7	10	10	8	8	6	8	8	9	7	8	9	8	9	11	7
Migration and refugee flows – protection of refugees and support for safe and responsible migration	8	8	8	10	11	8	6	7	9	7	8	7	8	11	8	9	7	6

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?

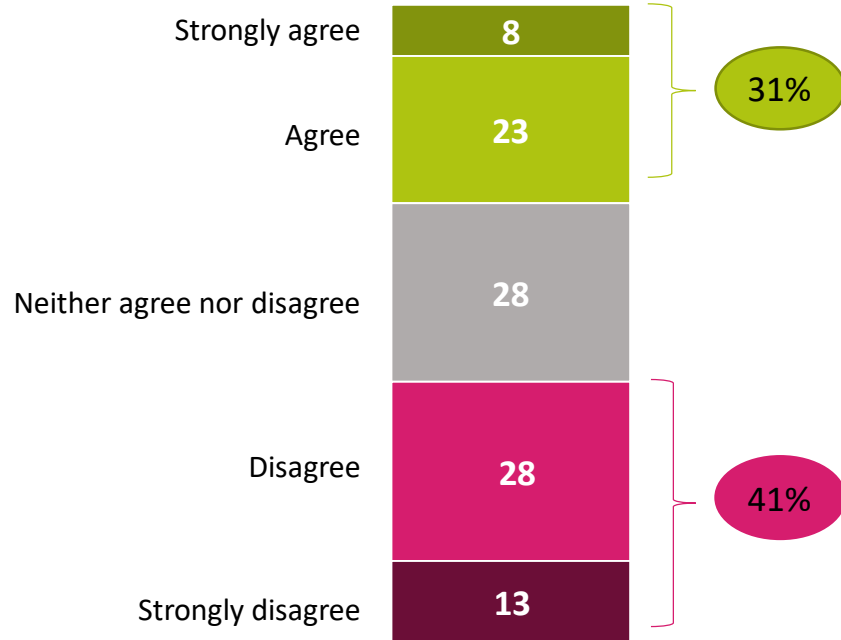
Agreement levels with Covid 19 Pandemic Statements

Base: All Adults N - 3,008



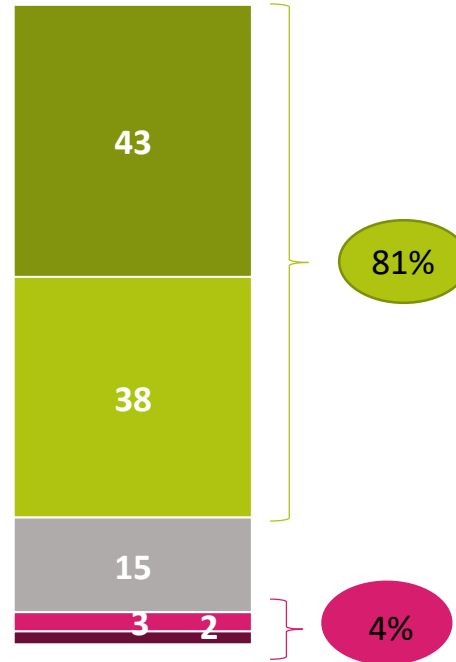
What happens in developing countries with respect to the Covid 19/Coronavirus outbreak rarely affects people like me living in Ireland

N - 3008
%



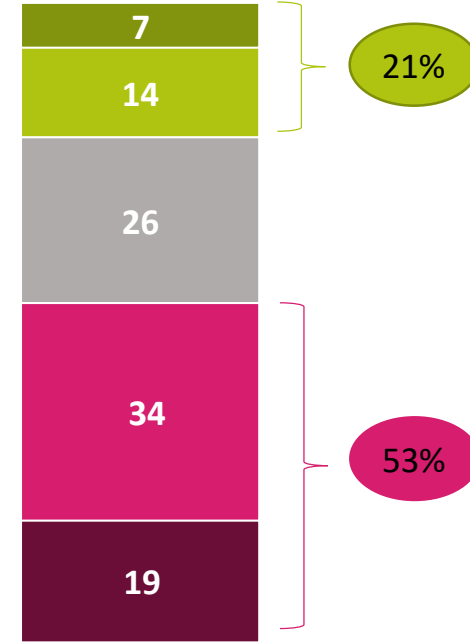
The Covid 19/ Coronavirus pandemic shows that international co-operation in addressing global problems is more important than ever

N - 3008
%



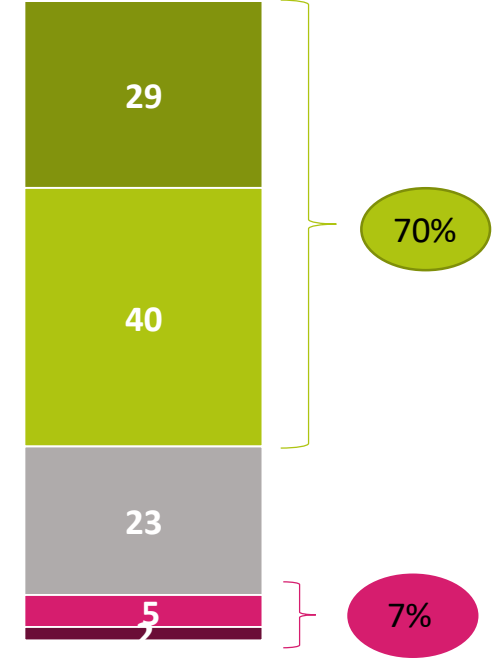
I would feel safer if Ireland handled the Covid 19/ Coronavirus pandemic on its own

N - 3008
%



I would feel safer if Ireland was part of a co-ordinated global response to the Covid-19/Coronavirus pandemic

N - 3008
%

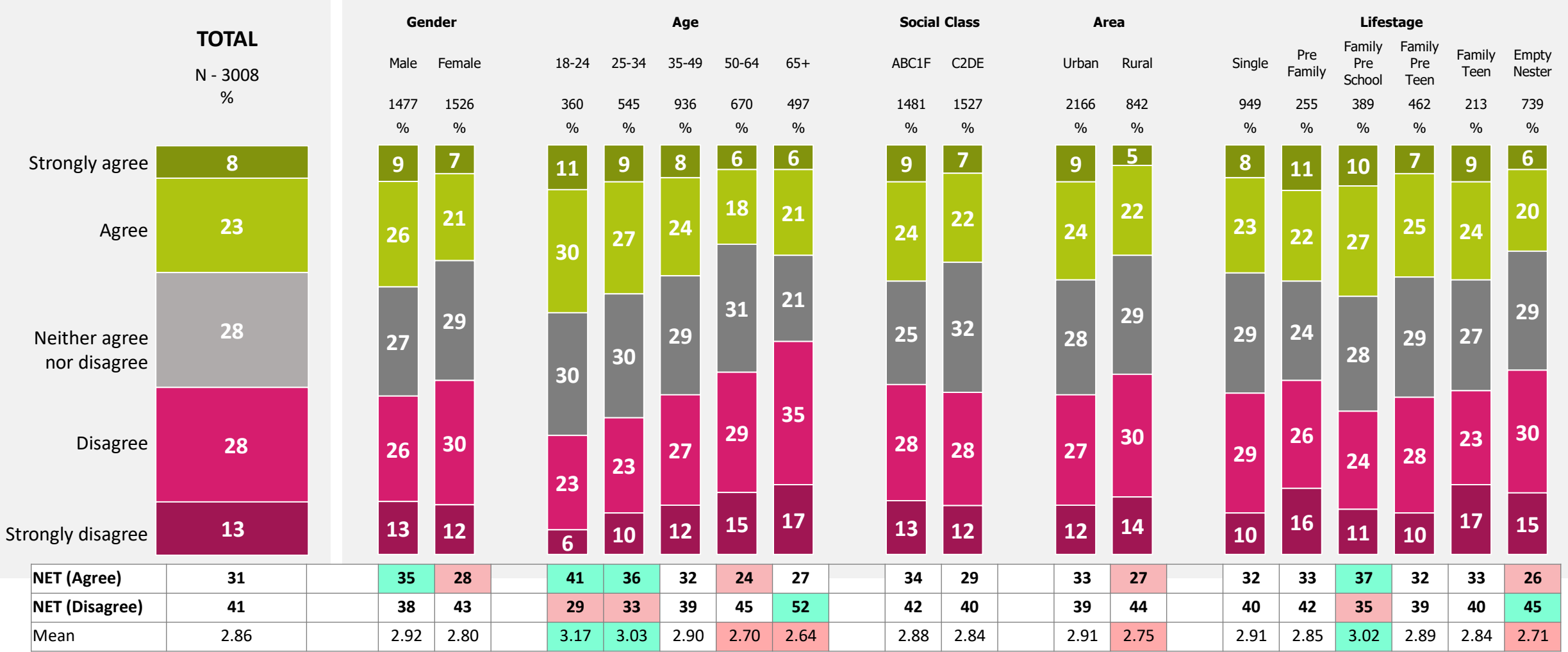


Agreement levels with Covid 19 Pandemic Statements

What happens in developing countries with respect to the Covid 19/Coronavirus outbreak rarely affects people like me living in Ireland



Base: All Adults N - 3,008



Males, the under 35s, and those at the family pre-school life-stage are most likely to agree that what happens rarely affects themselves.

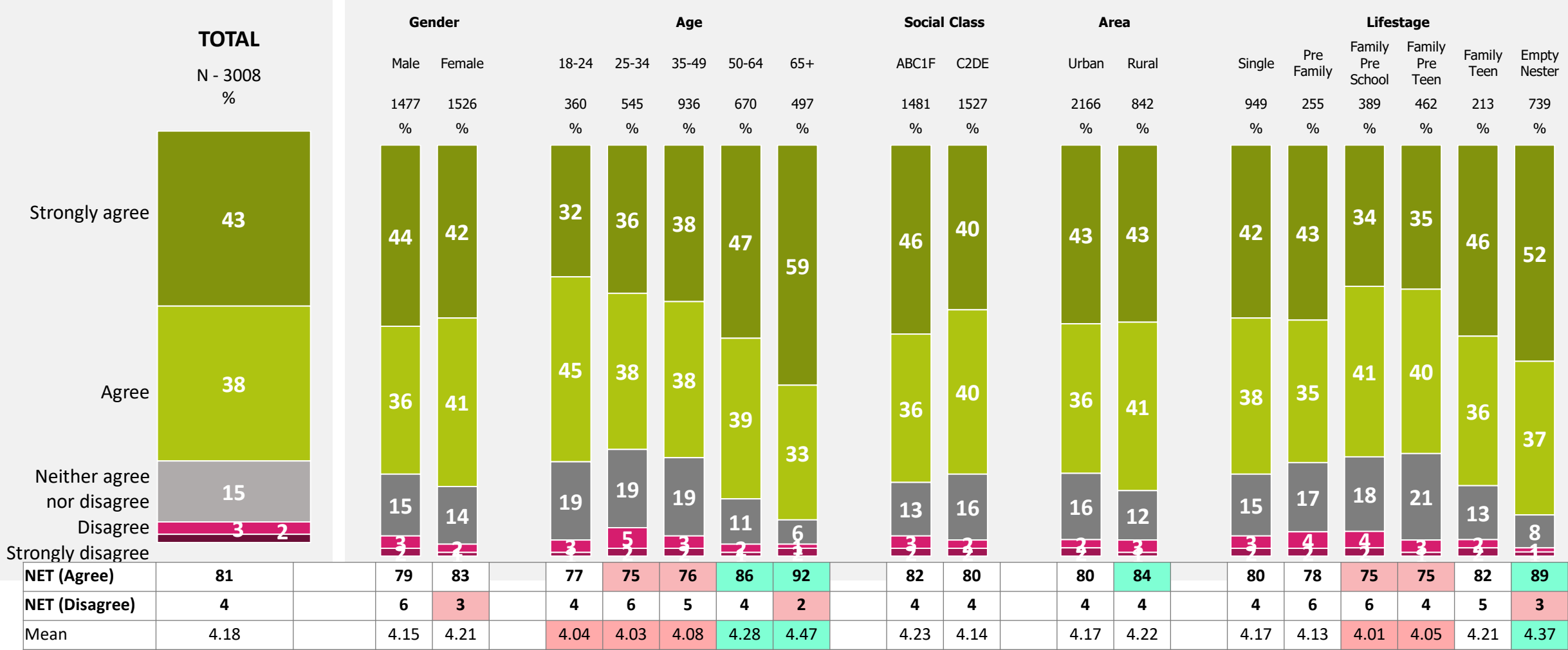


Agreement levels with Covid 19 Pandemic Statements

The Covid 19/ Coronavirus pandemic shows that international co-operation in addressing global problems is more important than ever



Base: All Adults N - 3,008



The 50+ age group and empty nesters agree most strongly with this statement.

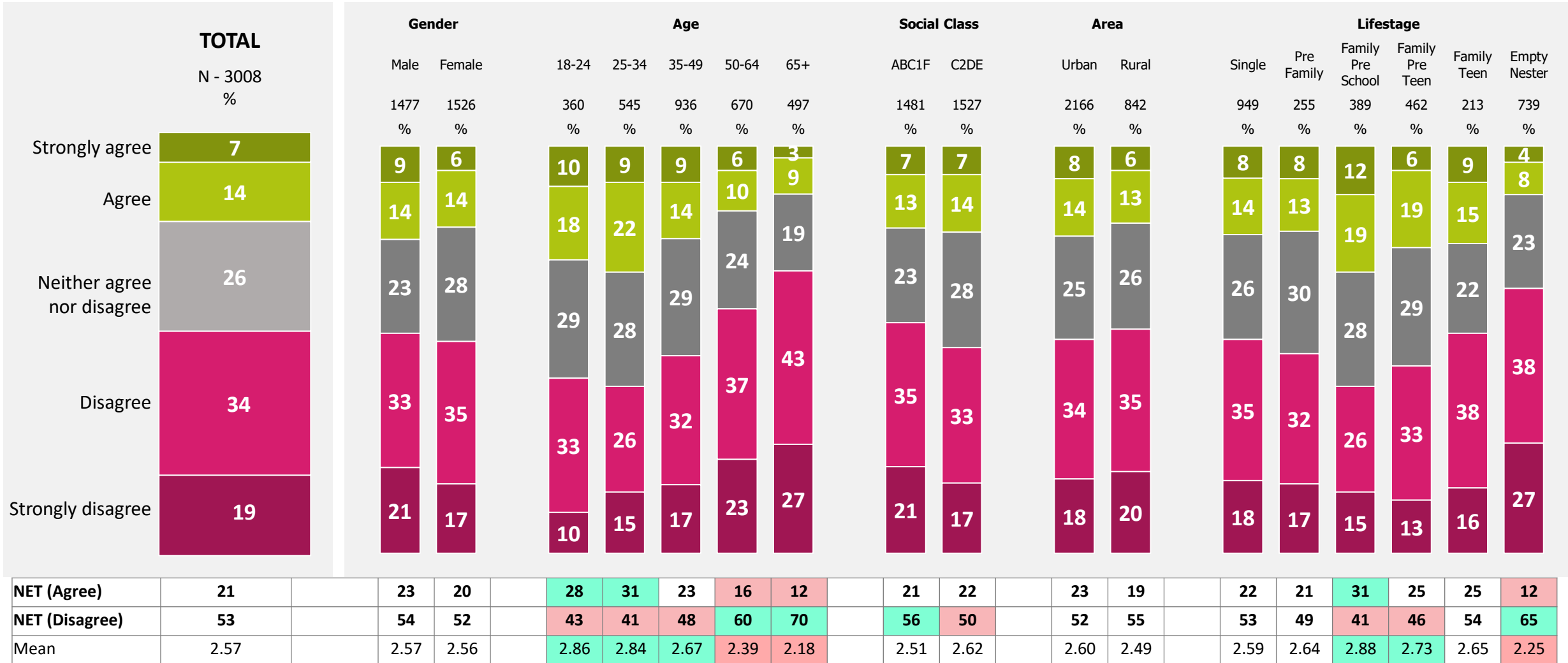


Agreement levels with Covid 19 Pandemic Statements

I would feel safer if Ireland handled the Covid 19/ Coronavirus pandemic on its own



Base: All Adults N - 3,008



On balance over half of all adults disagree that they would feel safer if Ireland handled the Covid 19 pandemic on its own. Younger adults (aged under 35 years) and those at the family pre school age are more likely to agree.



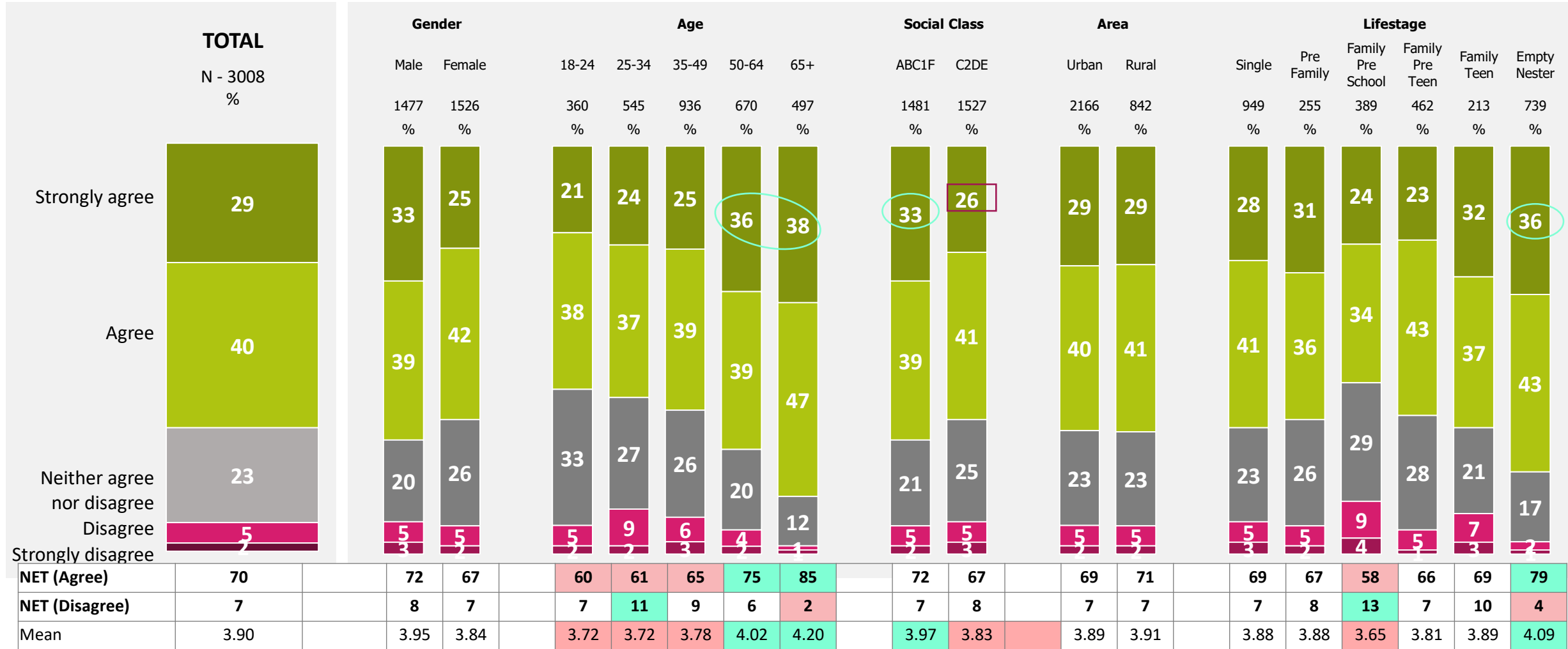
Q.75 To what extent do you agree or disagree with the following statement?

Agreement levels with Covid 19 Pandemic Statements

I would feel safer if Ireland was part of a co-ordinated global response to the Covid-19/Coronavirus pandemic



Base: All Adults N - 3,008



Older adults are more likely to agree that they would feel safer if Ireland was part of a co-ordinated global response to the Covid 19/Coronavirus pandemic.



Q.76 To what extent do you agree or disagree with the following statement?

Agreement levels with Global Statements

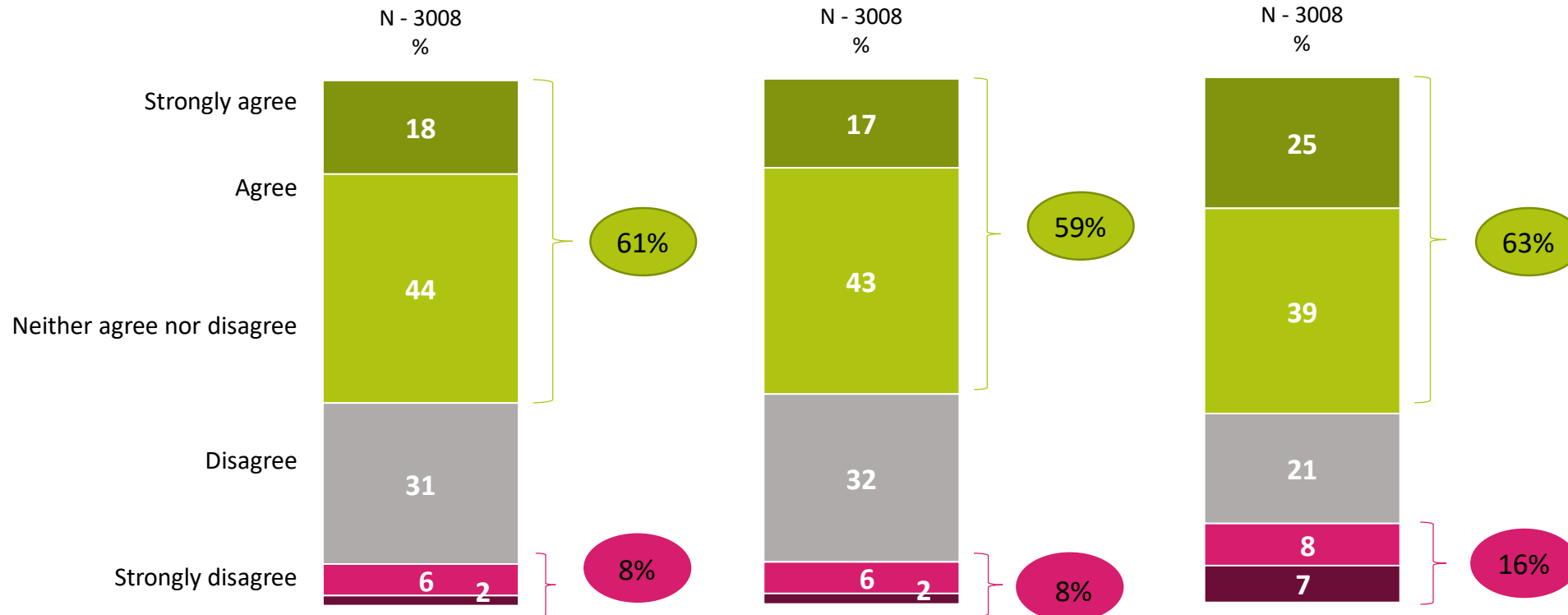
Base: All Adults N - 3,008



Ireland is well placed to be an effective member of the United Nations Security Council in 2021 - 2022 due to our own experience of conflict and conflict resolution in Northern Ireland

Ireland is well placed to be an effective member of the United Nations Security Council in 2021 - 2022 due to its strong institutions and commitment to democracy

The Black Lives Matter movement has highlighted the need to redress inequalities globally, including inequalities within the international development sector



Of the three statements, the Black Lives matter one receives highest levels of overall agreement at 63%, and this increases to 75% for 18-24 year olds.

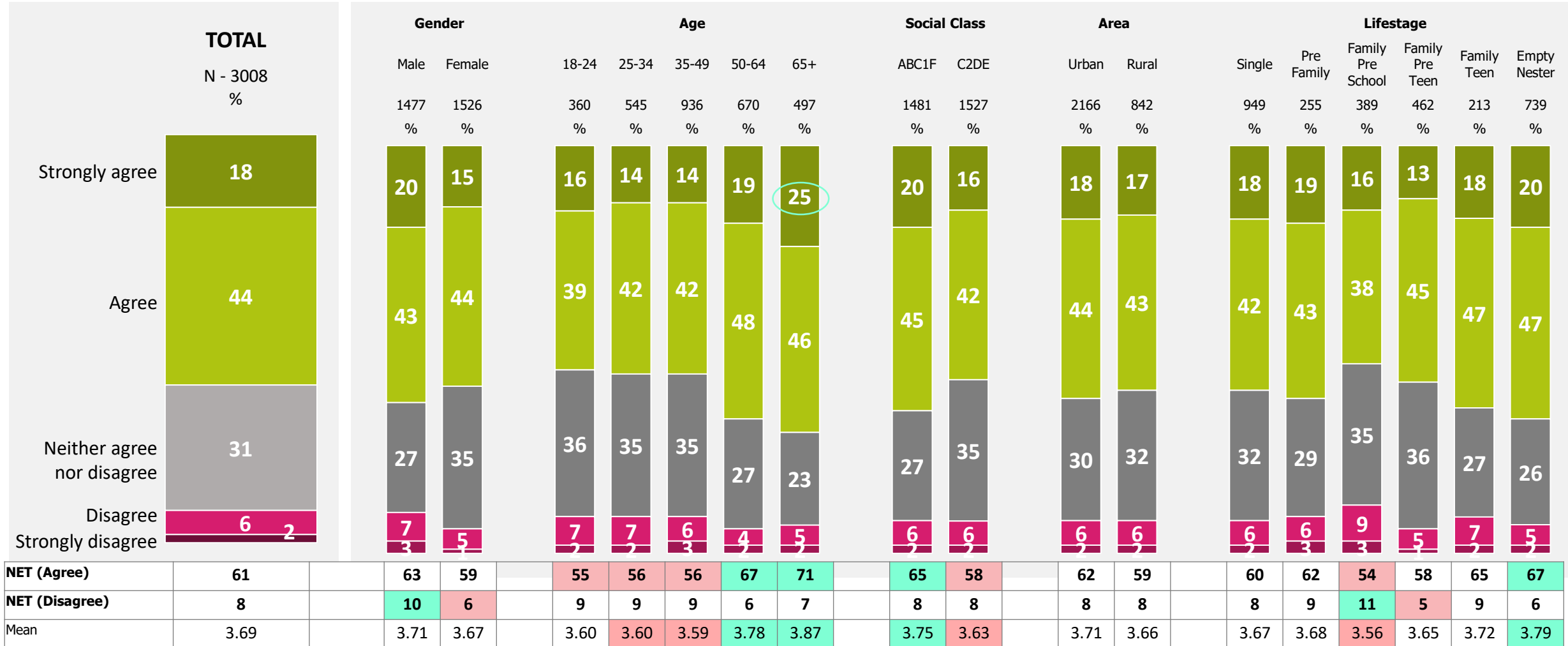


Agreement levels with Global Statements

Ireland is well placed to be an effective member of the United Nations Security Council in 2021 - 2022 due to our own experience of conflict and conflict resolution in Northern Ireland



Base: All Adults N - 3,008



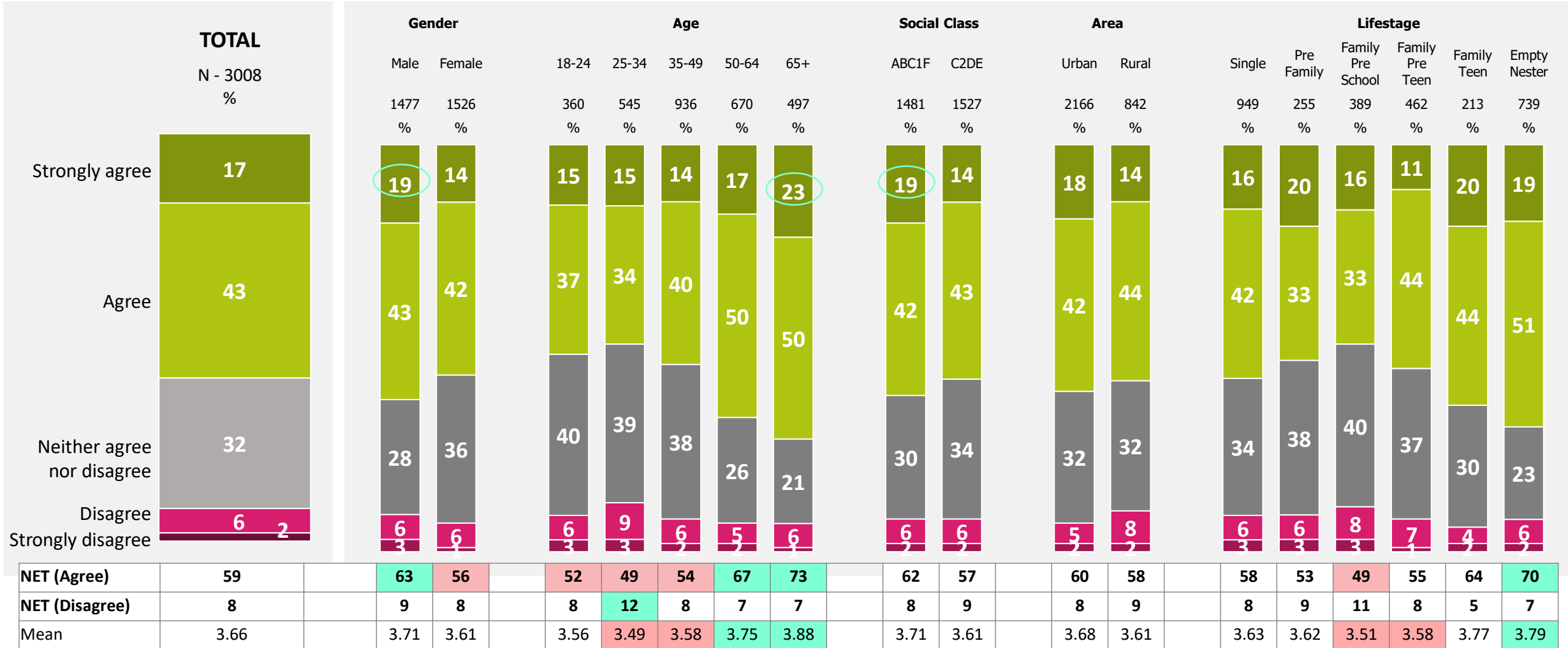
The over 50's/65+ age groups, ABC1F and empty nesters are most likely to agree that Ireland is well placed to be an effective member of the United Nations Security Council due to our own experience with conflict and conflict resolution in Northern Ireland.

Agreement levels with Global Statements

Ireland is well placed to be an effective member of the United Nations Security Council in 2021 - 2022 due to its strong institutions and commitment to democracy



Base: All Adults N - 3,008



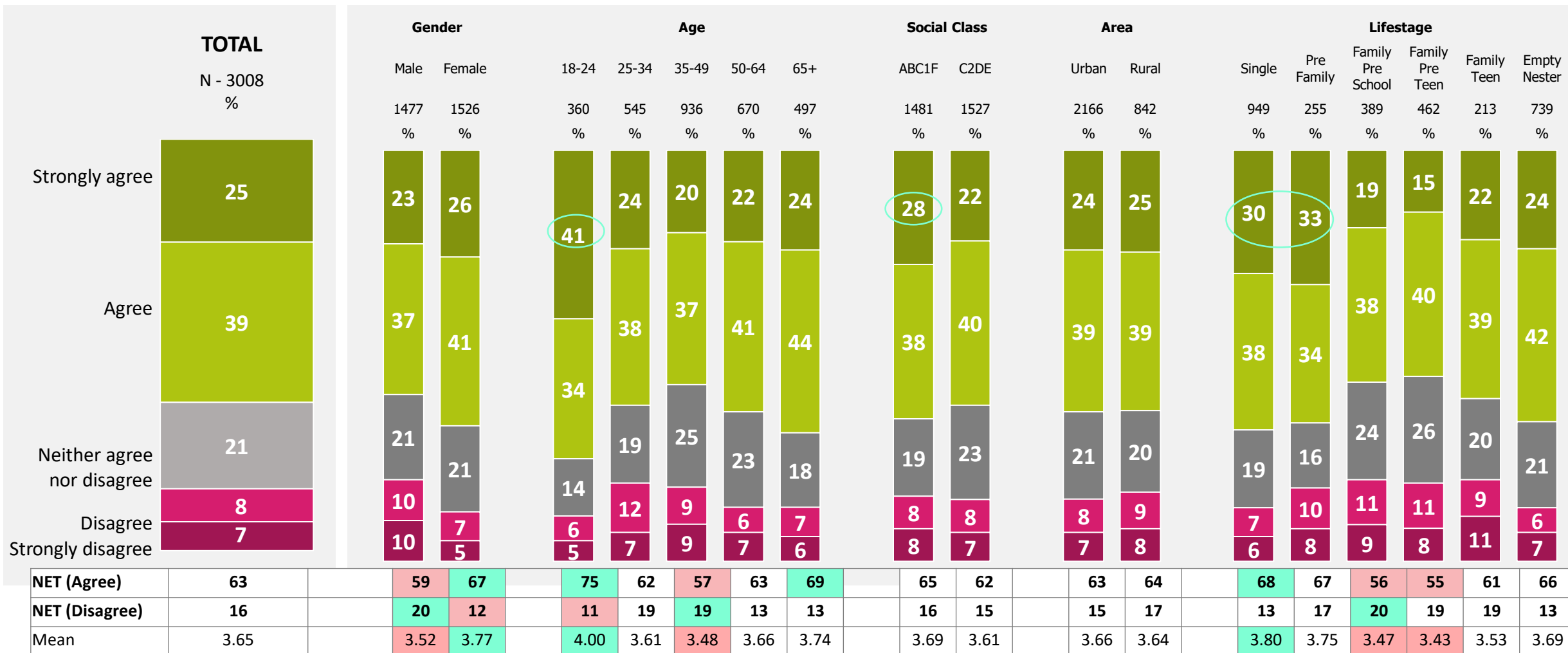
Males, the older age cohorts and empty nesters agree more strongly that Ireland is well placed to be an effective member of the UN Security council due to its strong institutions and commitment to democracy.



Agreement levels with Global Statements

The Black Lives Matter movement has highlighted the need to redress inequalities globally, including inequalities within the international development sector

Base: All Adults N - 3,008

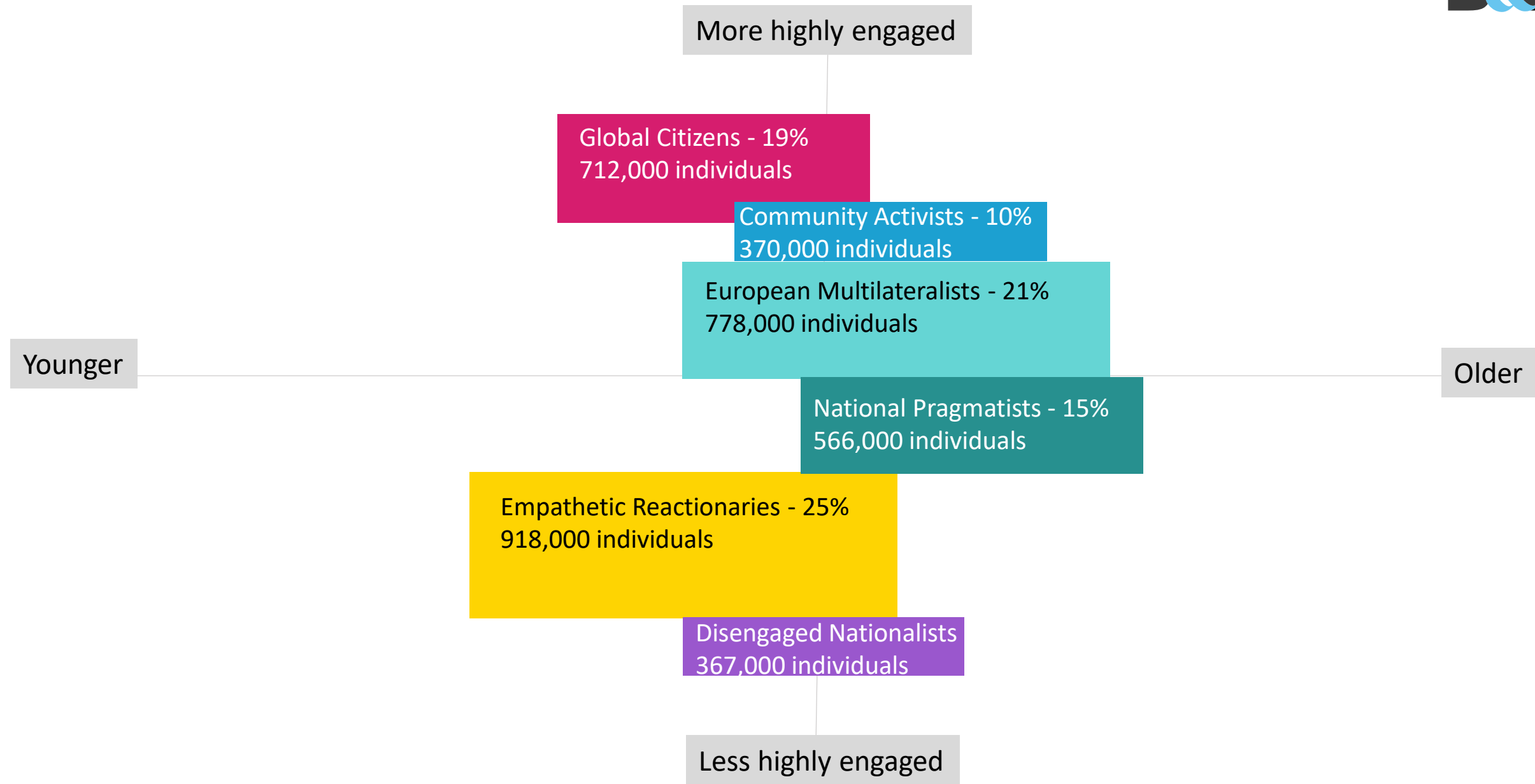


This Black Lives matter statement receives highest levels of overall agreement amongst women , those aged 65+ years and also younger, single individuals.

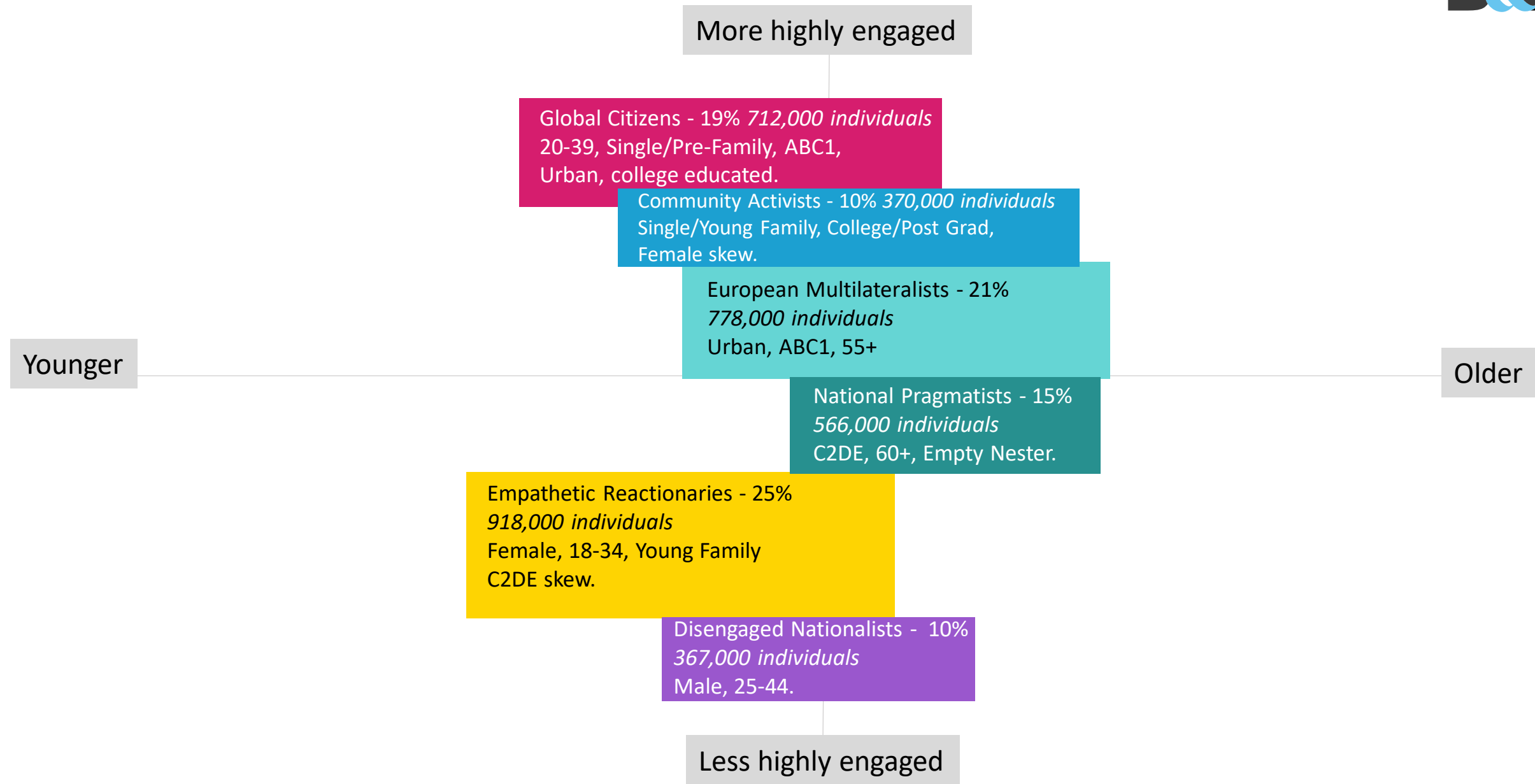


Introducing the Segments

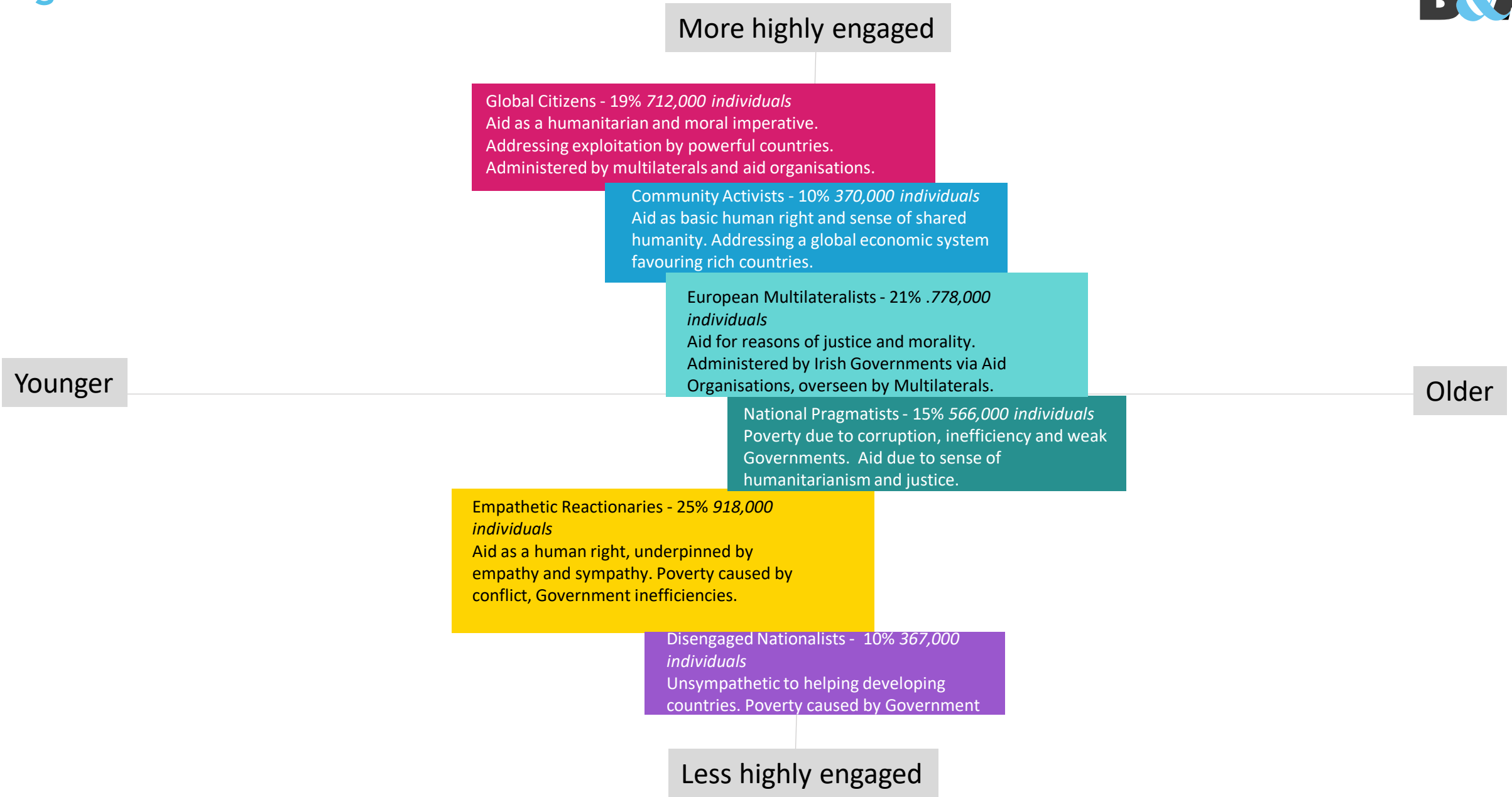
Introducing the Segments



Segments - Demographic Overview



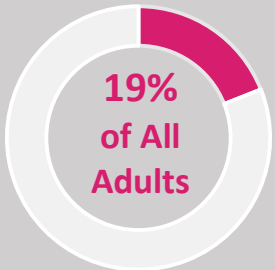
Segments - Overseas Aid Overview



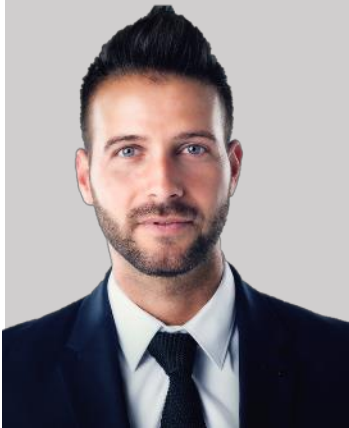


Segment Pen Portraits

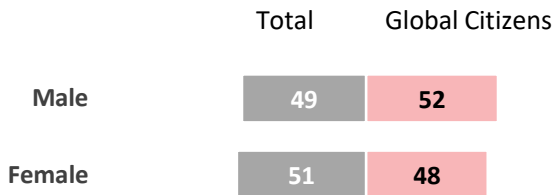
Global Citizens - Who Are They?



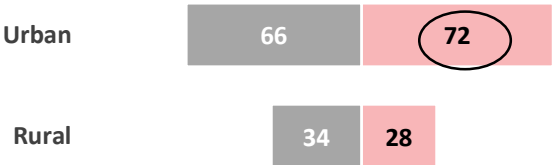
712,000 individuals



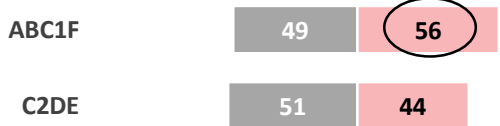
Gender



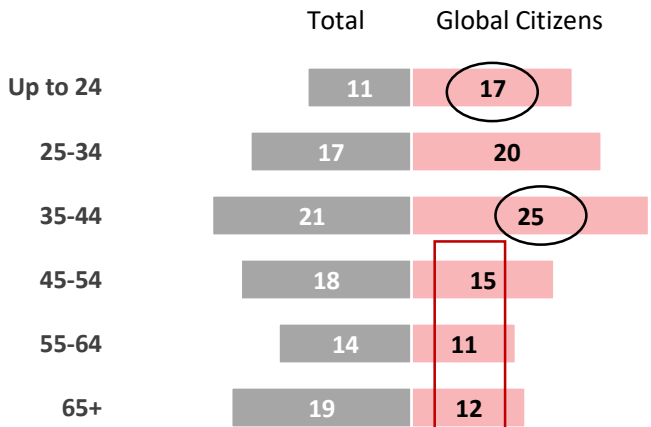
Area Type



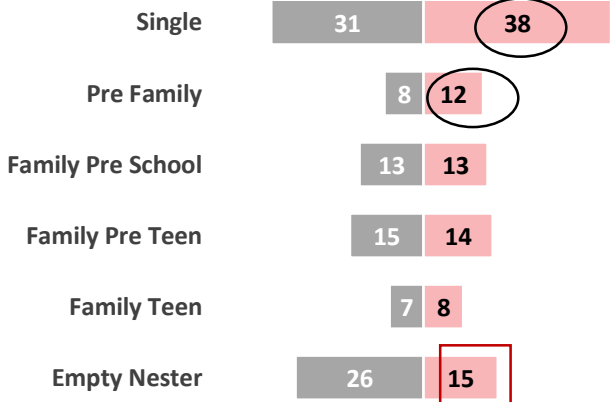
Social Class



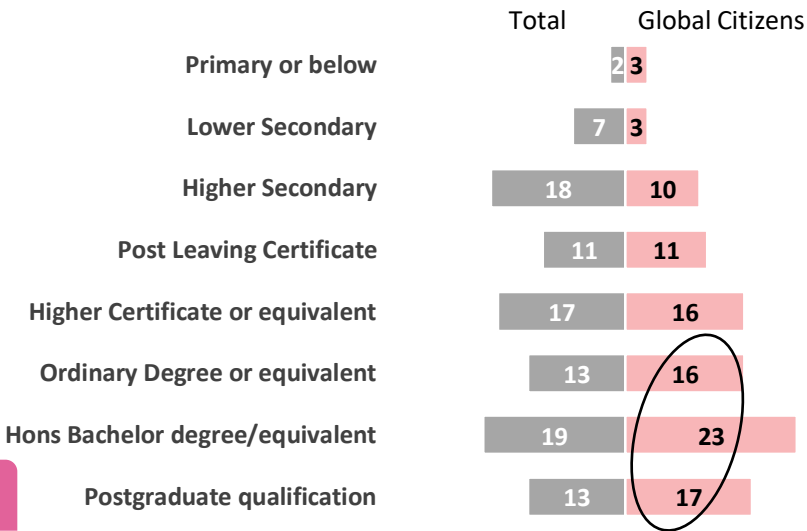
Age



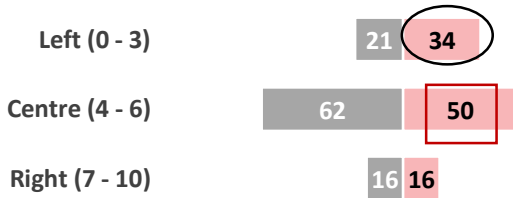
Lifestage



Education Level

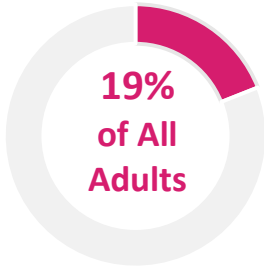


Political Persuasion



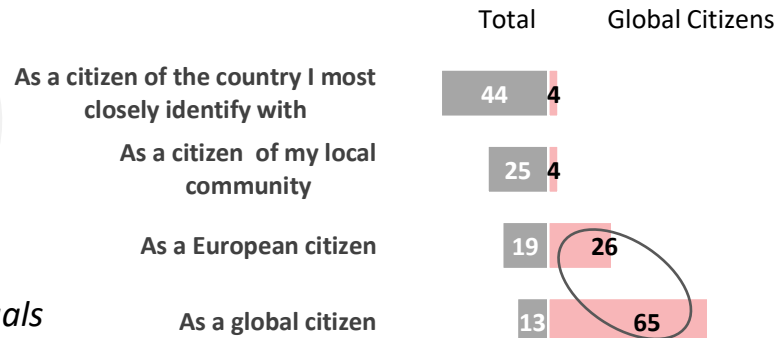
Global Citizens adults are significantly more likely than the average individual to fall into the single/pre-family life-stage, to live in an urban area, and to hold a third level qualification. These individuals are also more likely to tend towards the left of the political spectrum.

Global Citizens - Socio Cultural Profile

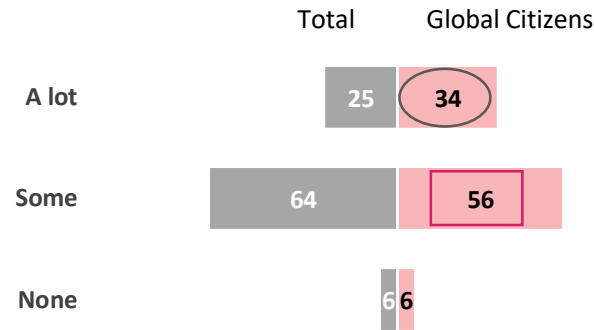


712,000 individuals

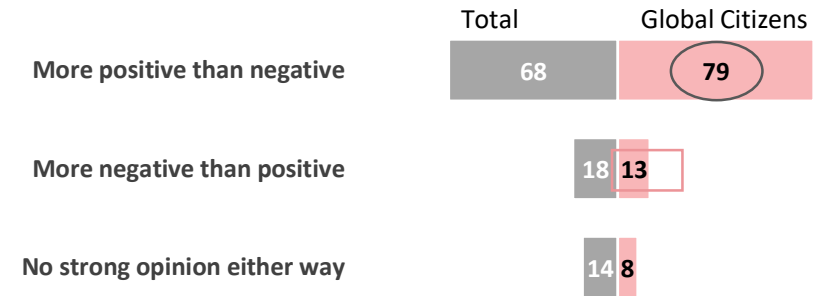
Individual Identity



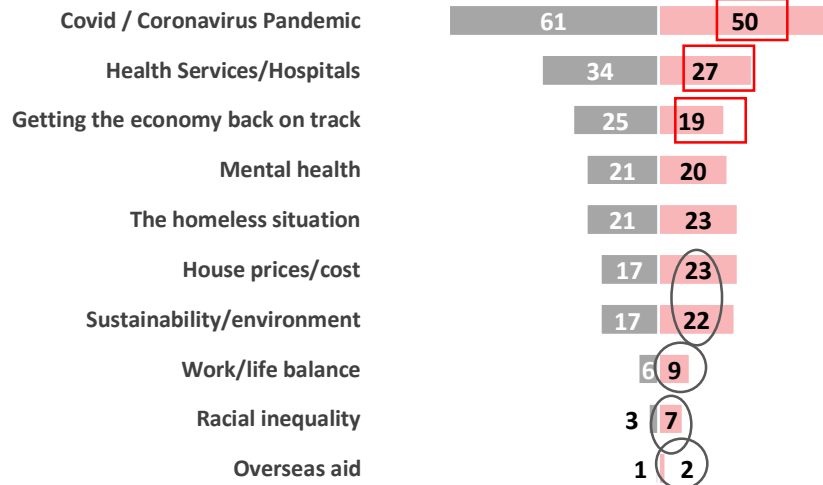
Racial Discrimination in Ireland



Move to Diverse Society



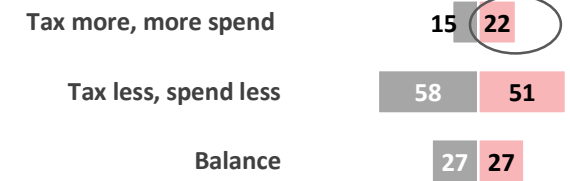
Most Important Issues - Ireland



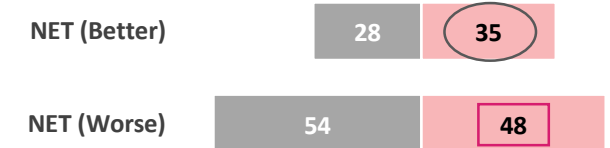
Most Important Issues - Personally



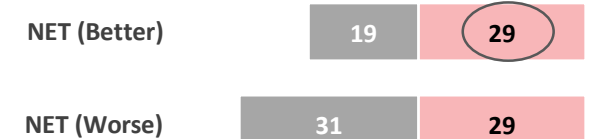
Tax vs Spend



General Economic Outlook

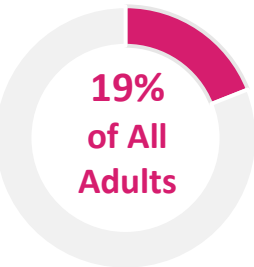


Household Financial Outlook



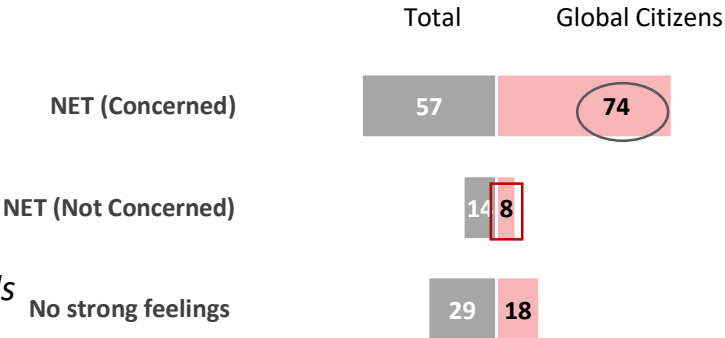
Two-thirds of those in Global Citizens define themselves as global citizens. At a national level, they over-index on concerns around housing, the environment and work/life balance, and also worry about the trend towards populism, and the advent of fake news/corruption of information.

Global Citizens - Overseas Aid Profile

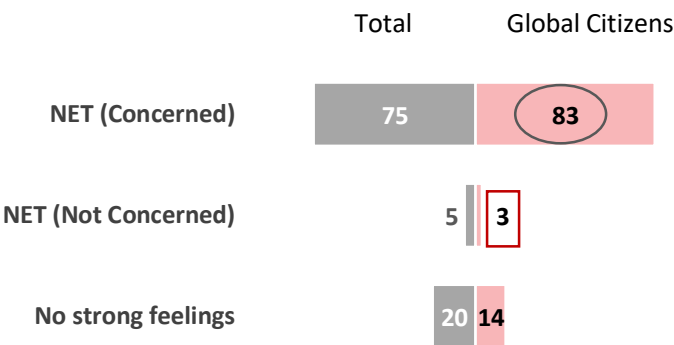


712,000 individuals

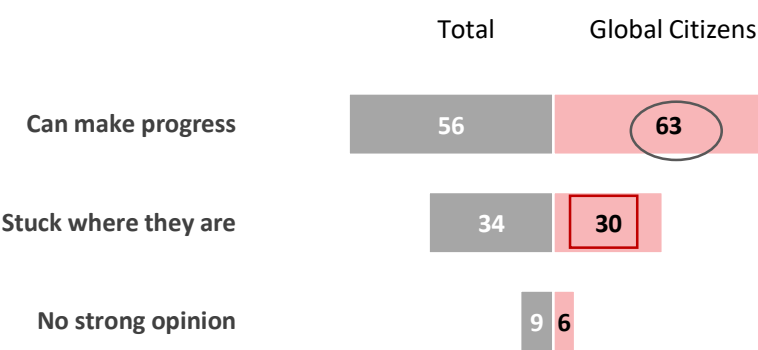
Minority Rights Concern



Developing Country Poverty Concern



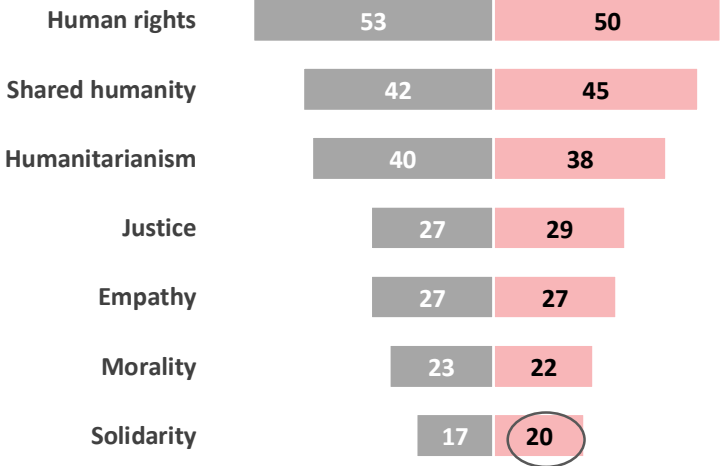
Developing Countries Capability



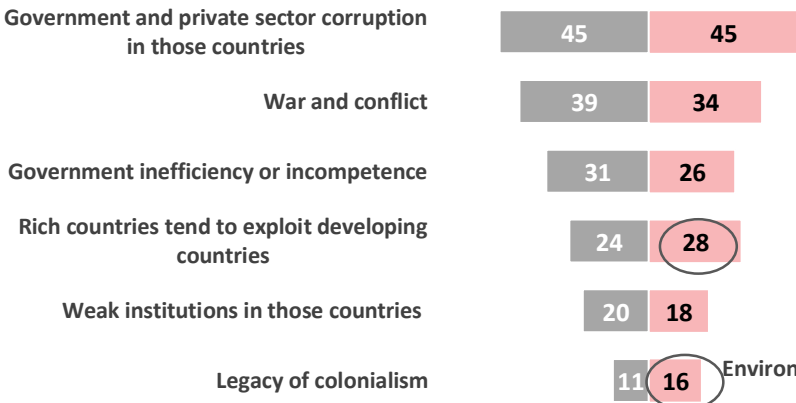
Trust – Top 10 Rating



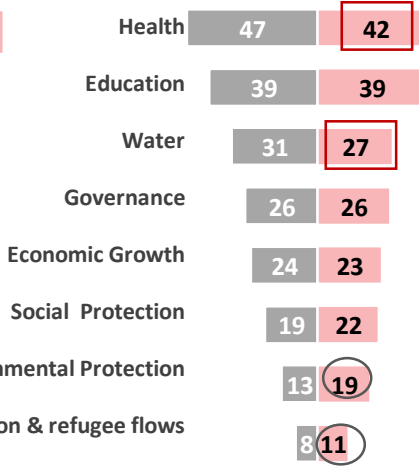
Reasons to help Developing Countries



Causes of Poverty in Developing Countries

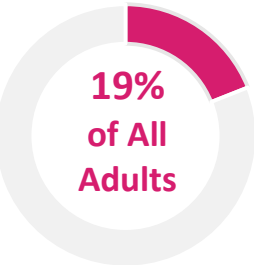


Irish Government Support Priorities

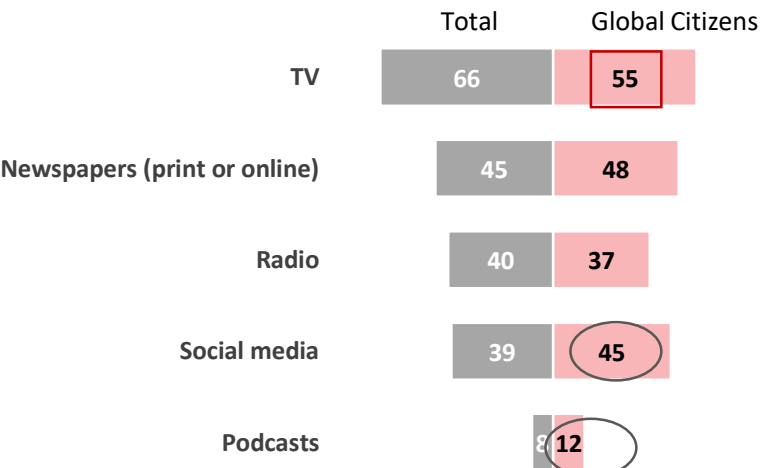


Global Citizens is strongly inclined towards the view that developing countries can make progress given the right support and are deeply concerned about poverty in such countries at a personal level. This segment also places more trust than average in overseas aid organisations and multi-lateral organisations, and its motivation to help developing countries is based on a broad mix of values and sentiments. This segment is also quite critical of more powerful countries, and their role over the years in propagating poverty in developing countries.

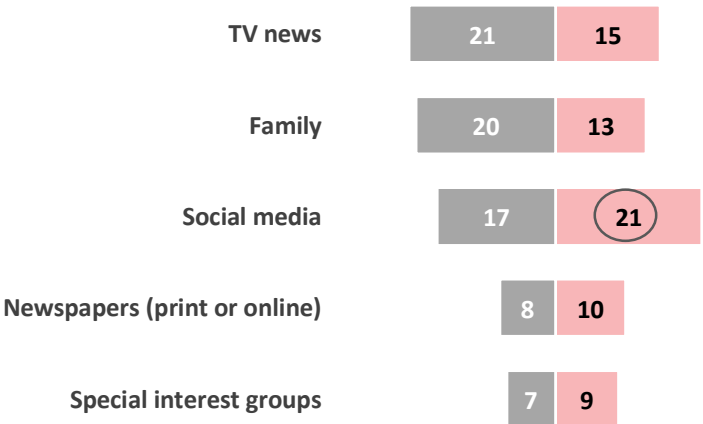
Global Citizens - How do we target them?



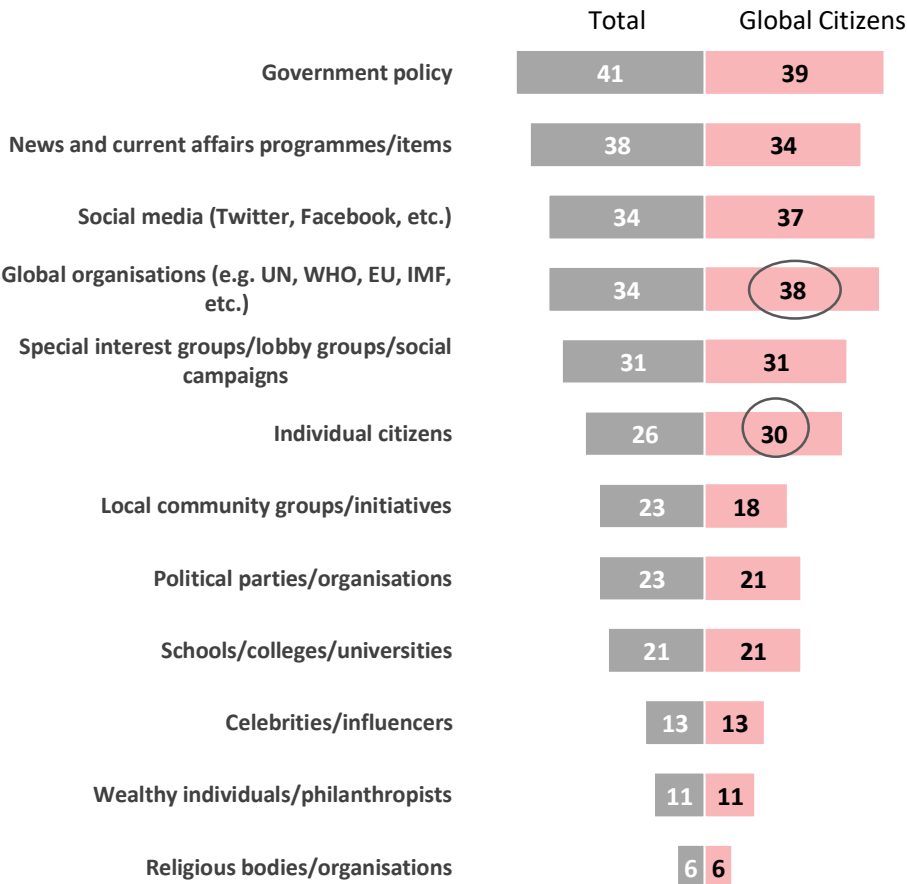
Most Frequently Used for News/information



Greatest Influence on Views & Opinions

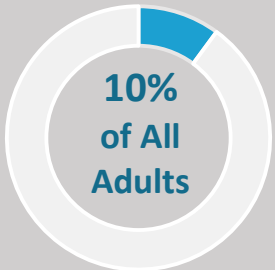


Most influential Prompting Social Change



Global Citizens are most likely of all to source their news and information via multi-media digital channels, and significantly less likely to consumer linear TV. They are more likely than the average individual to believe in the ability of both global organisations and individual citizens to bring about social change.

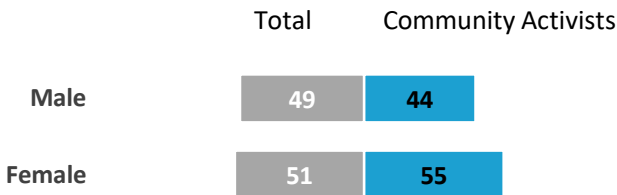
Community Activists - Who Are They?



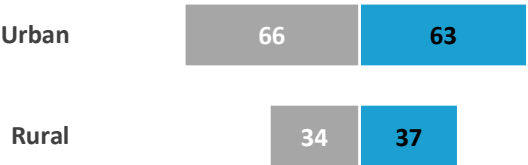
370,000 individuals



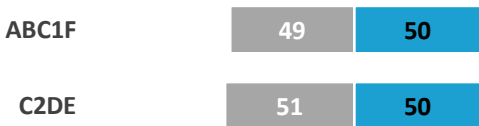
Gender



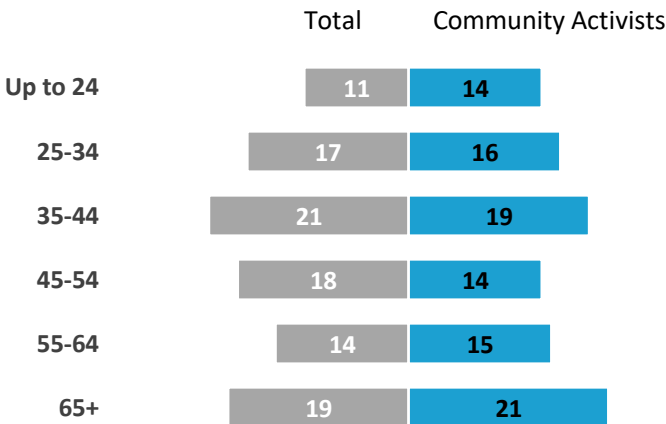
Area Type



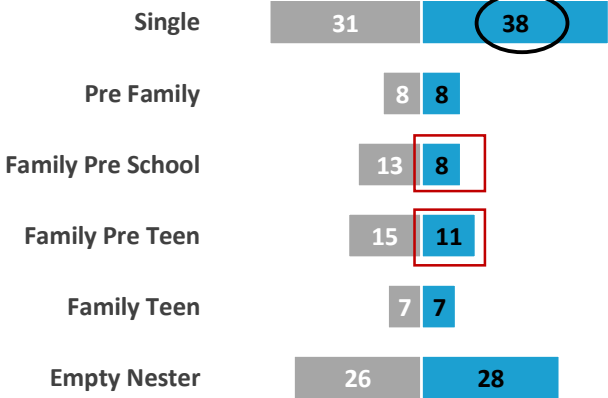
Social Class



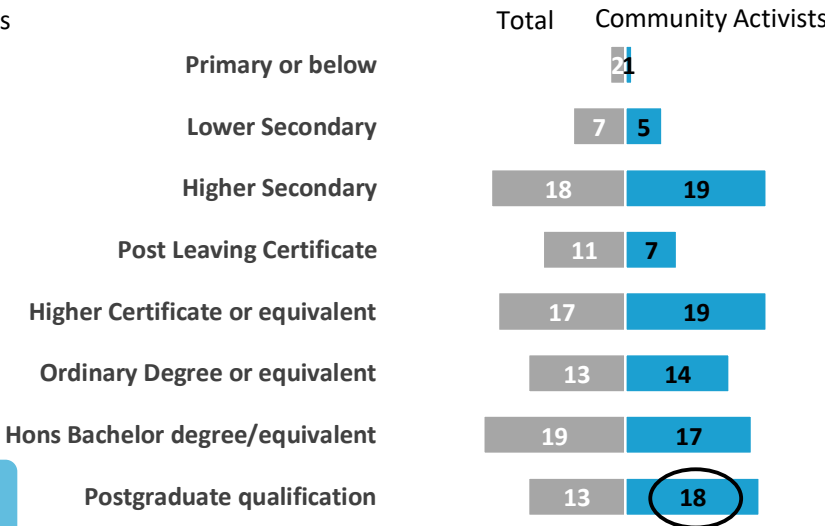
Age



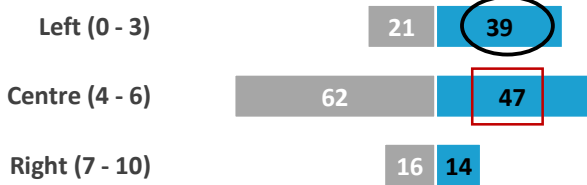
Lifestage



Education Level

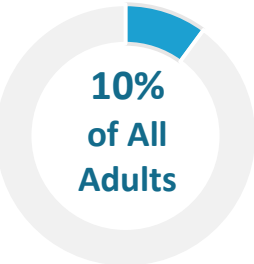


Political Persuasion



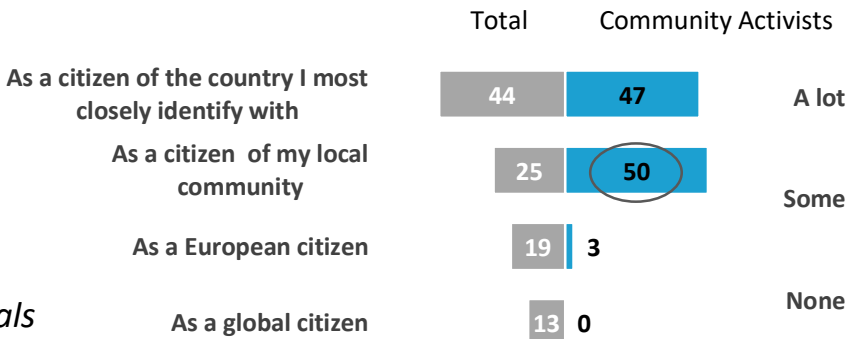
Community Activists individuals are broadly reflective of the overall population in terms of key demographics, although they are a little more likely to live alone in single person households, and to hold a college degree. Individuals here are twice as likely as the average citizen to identify with left-leaning politics.

Community Activists - Socio Cultural Profile

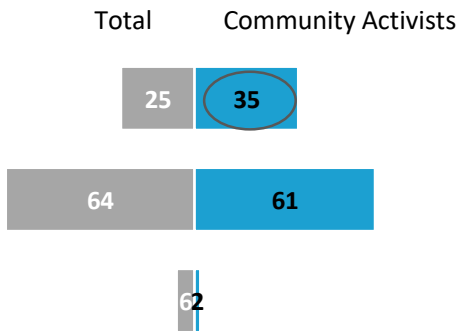


370,000 individuals

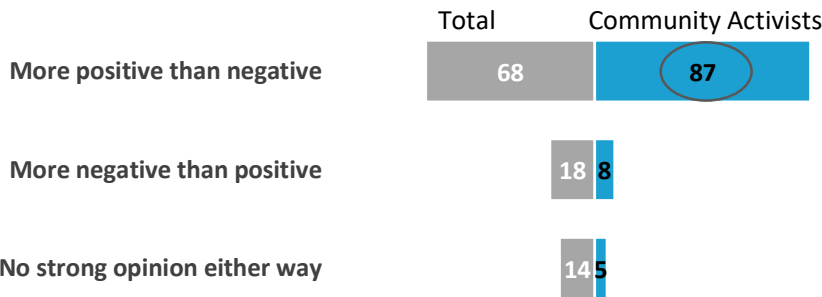
Individual Identity



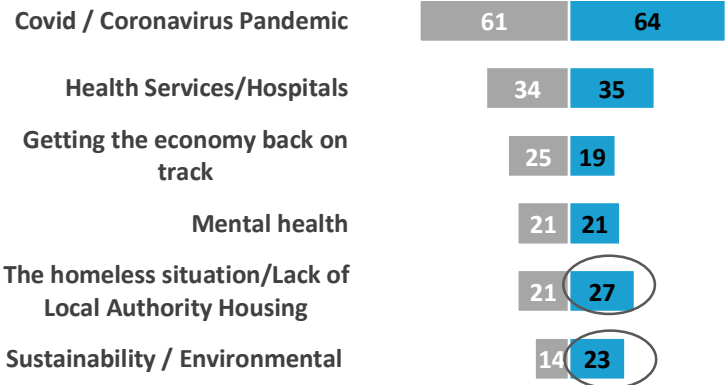
Racial Discrimination in Ireland



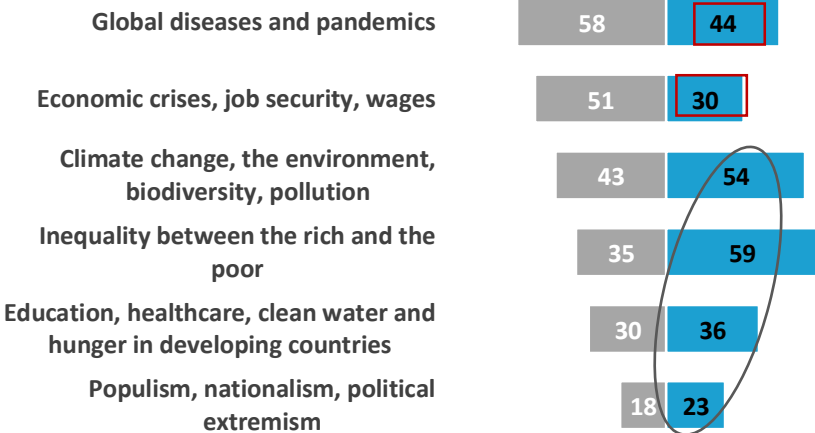
Move to Diverse Society



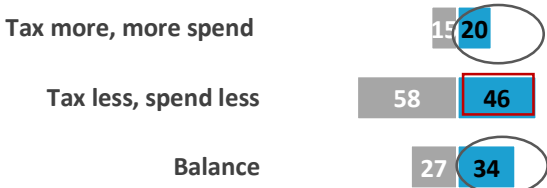
Most Important Issues - Ireland



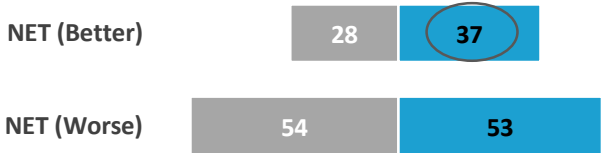
Most Important Issues - Personally



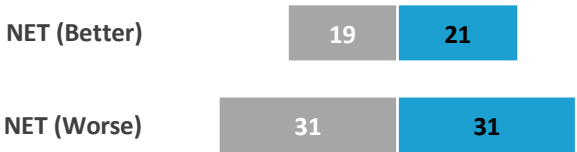
Tax vs Spend



General Economic Outlook



Household Financial Outlook



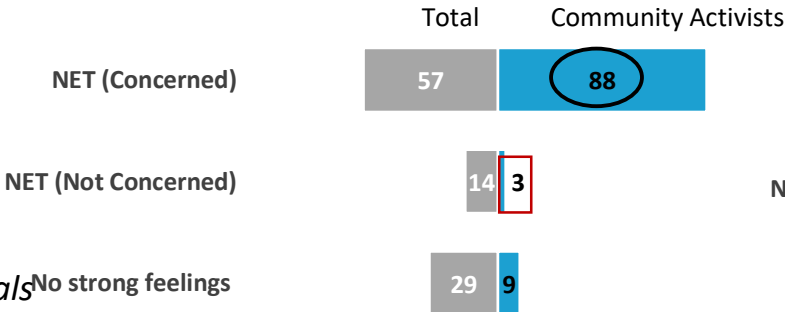
In addition to the country they most closely identify with, those in Community Activists are a lot more likely than the average individual to identify as citizens of their local community. While preoccupied with the same broad personal and national issues as everyone else, Community Activists individuals are disproportionately exercised by the inequality between the rich and poor, climate change, inequalities in developing countries as well as populism/political extremism.

Community Activists - Overseas Aid Profile

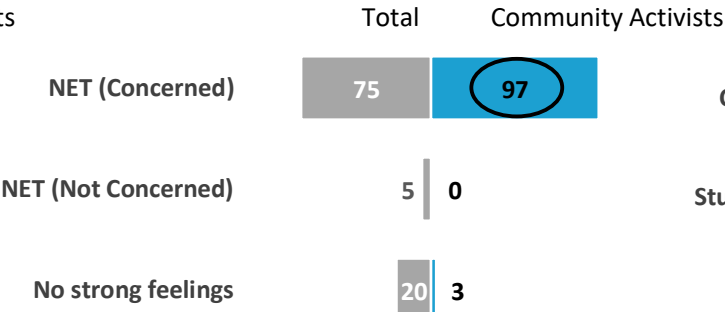


370,000 individuals

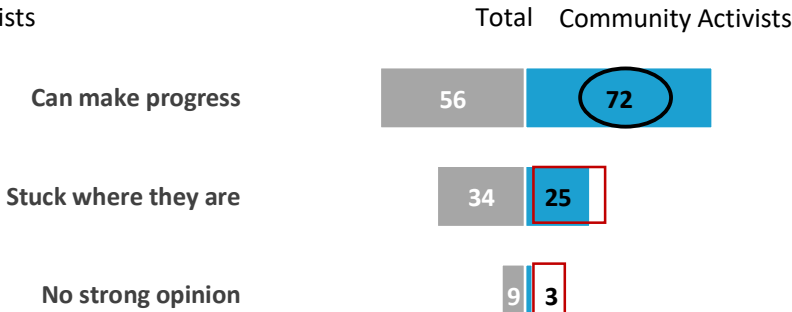
Minority Rights Concern



Developing Country Poverty Concern



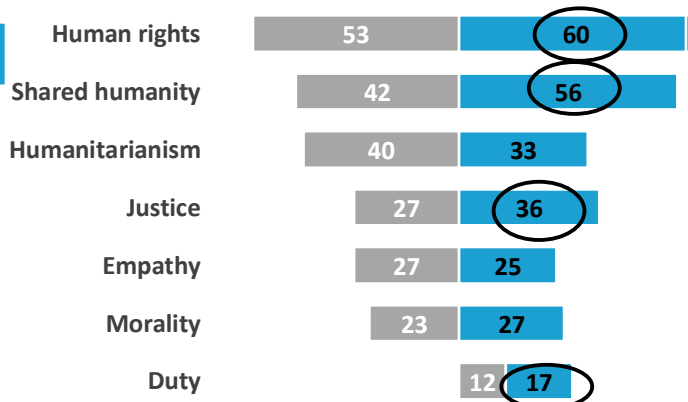
Developing Countries Capability



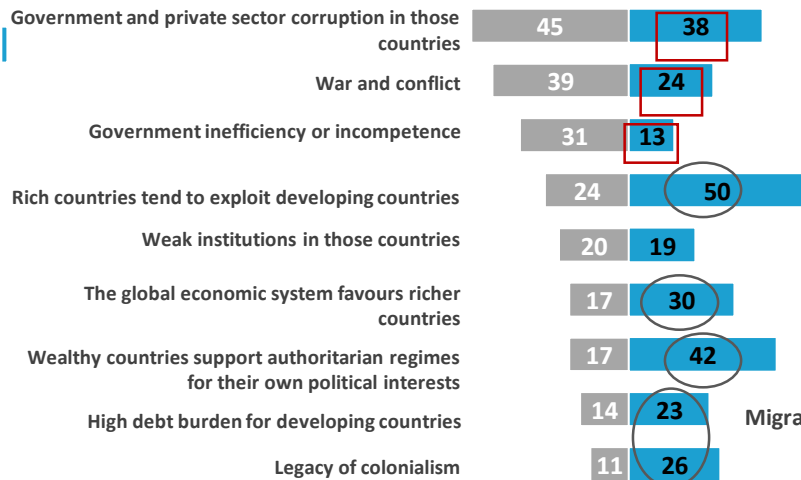
Trust – Top 10 Rating



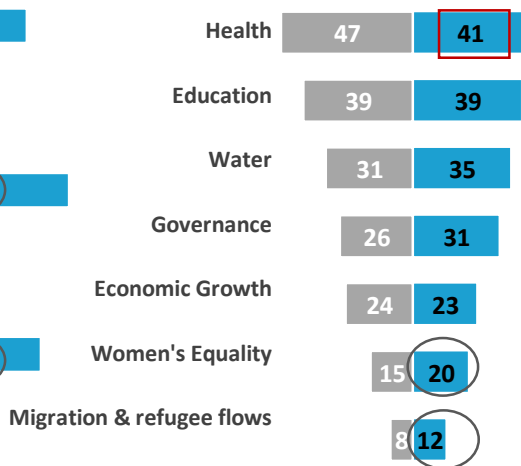
Reasons to help Developing Countries



Causes of Poverty in Developing Countries

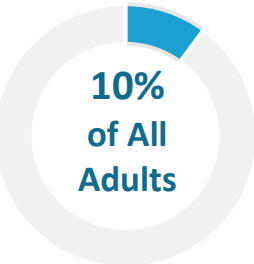


Irish Government Support Priorities



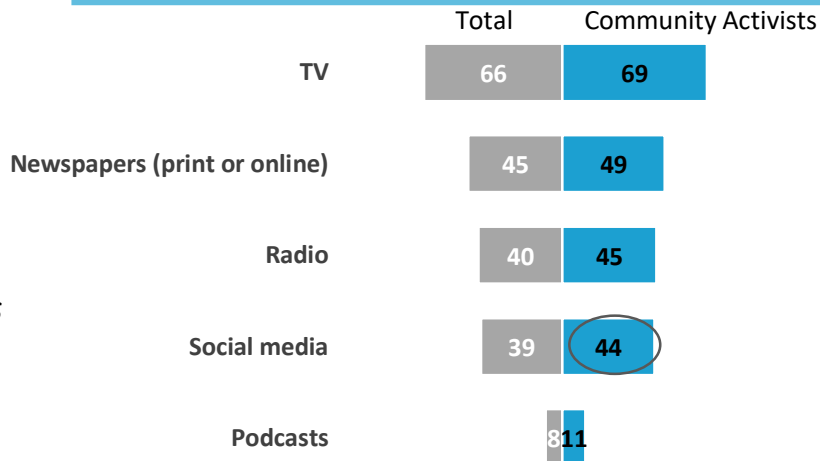
Practically all individuals in Community Activists express concern about poverty in developing countries, with approaching three-quarters of them of the view that such countries can make real progress with the correct supports in place. Motivated to support helping developing countries on the basis of basic human rights and a sense of shared humanity, this segment attributes poverty in those countries to the behaviour and policies of wealthy, powerful, countries.

Community Activists - How do we target them?

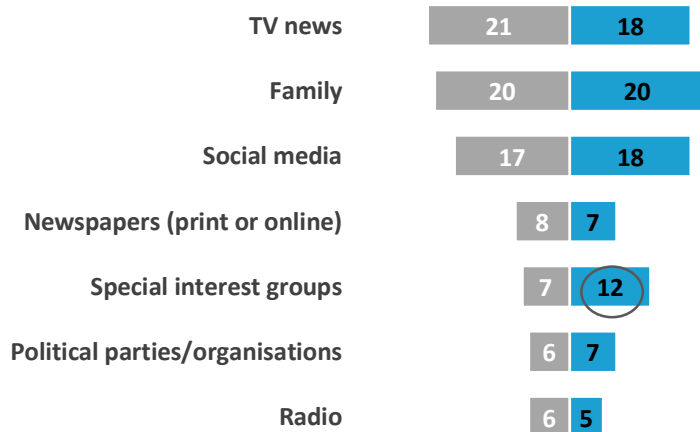


370,000 individuals

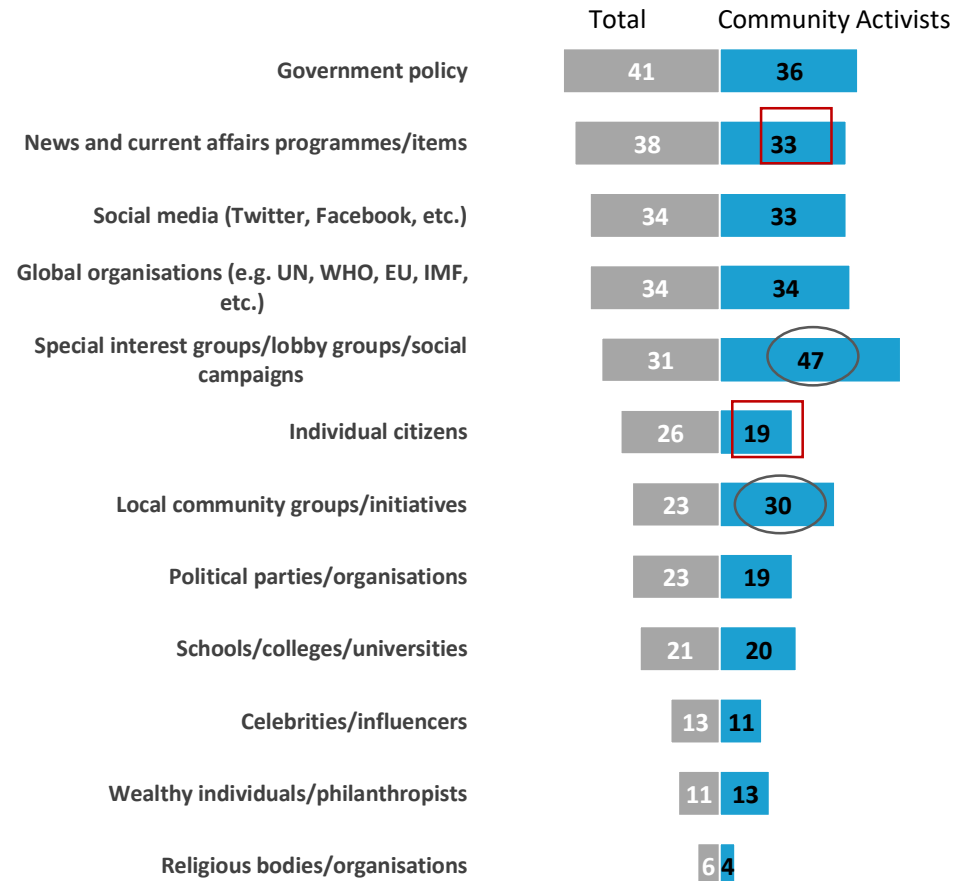
Most Frequently Used for News/information



Greatest Influence on Views & Opinions

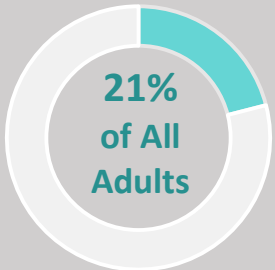


Most influential Prompting Social Change



Community Activists is most likely to identify the power of special interest groups and local community initiatives to prompt real social change. Higher than average consumers of all types of media in general, these individuals also over-index in their use of social media.

European Multilateralists - Who Are They?



778,000 individuals



Gender

	Total	European Multilateralists
Male	49	50
Female	51	50

Area Type

Urban	66	71
Rural	34	29

Social Class

ABC1F	49	55
C2DE	51	45

Age

	Total	European Multilateralists
Up to 24	11	11
25-34	17	15
35-44	21	19
45-54	18	18
55-64	14	13
65+	19	24

Lifestage

Single	31	32
Pre Family	8	7
Family Pre School	13	13
Family Pre Teen	15	13
Family Teen	7	6
Empty Nester	26	29

Education Level

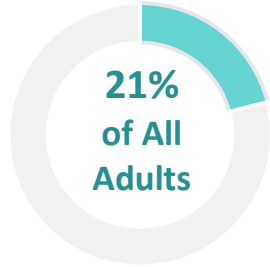
	Total	European Multilateralists
Primary or below	2	2
Lower Secondary	7	7
Higher Secondary	18	19
Post Leaving Certificate	11	12
Higher Certificate or equivalent	17	17
Ordinary Degree or equivalent	13	11
Hons Bachelor degree/equivalent	19	18
Postgraduate qualification	13	14

Political Persuasion

Left (0 - 3)	21	21
Centre (4 - 6)	62	65
Right (7 - 10)	16	14

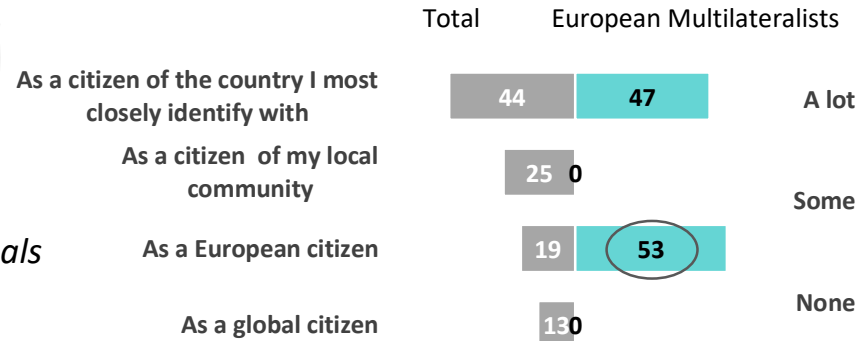
Individuals in European Multilateralists skew towards an urban, affluent profile, are marginally older than average, and hold a broadly centrist political outlook.

European Multilateralists - Socio Cultural Profile

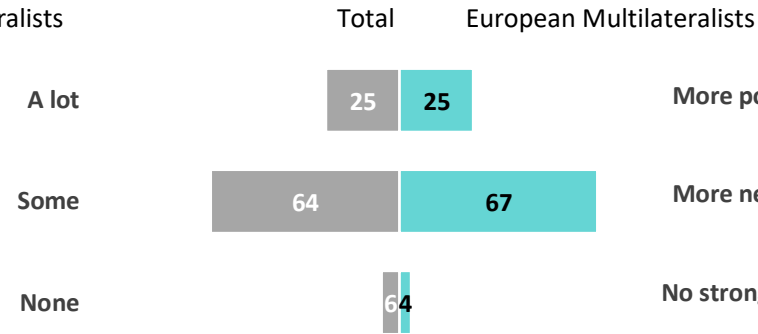


778,000 individuals

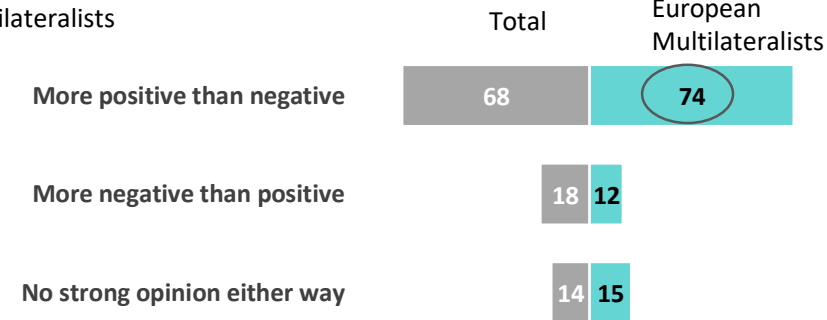
Individual Identity



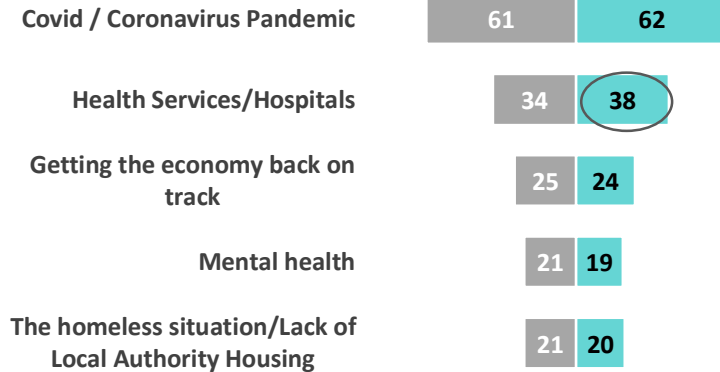
Racial Discrimination in Ireland



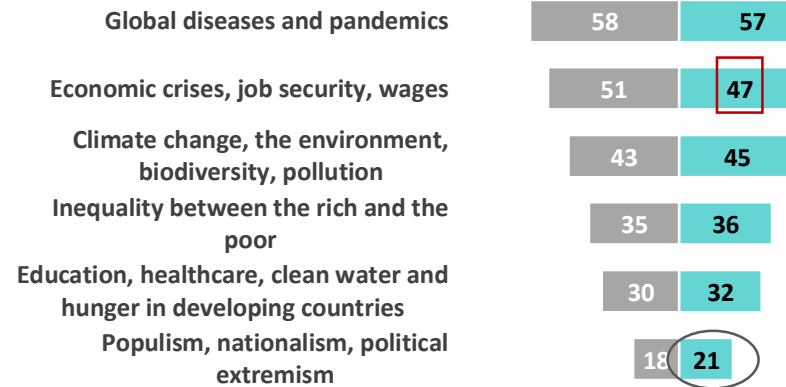
Move to Diverse Society



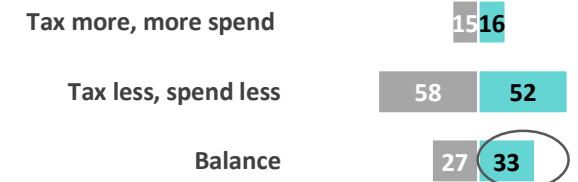
Most Important Issues - Ireland



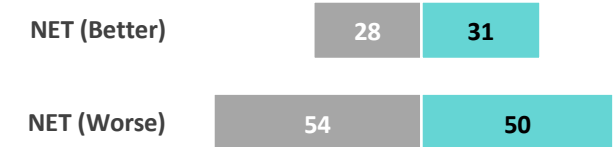
Most Important Issues - Personally



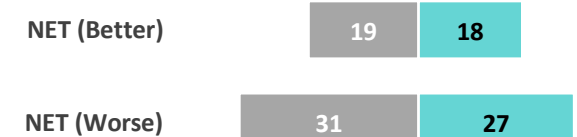
Tax vs Spend



General Economic Outlook

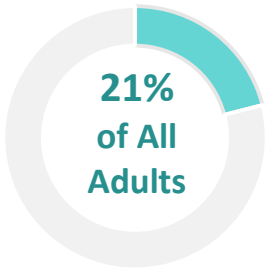


Household Financial Outlook



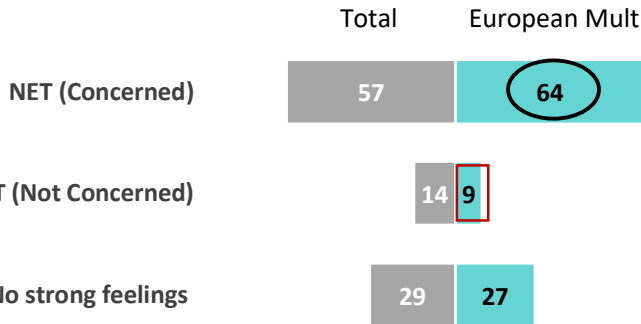
Compared to all other segments, individuals in European Multilateralists are significantly more likely to view themselves as European citizens, although their own country is also a key determinant of their own individual identity. This segment is strongly of the view that the evolution of Ireland to a more diverse society in recent years has been a lot more positive than negative.

European Multilateralists - Overseas Aid Profile

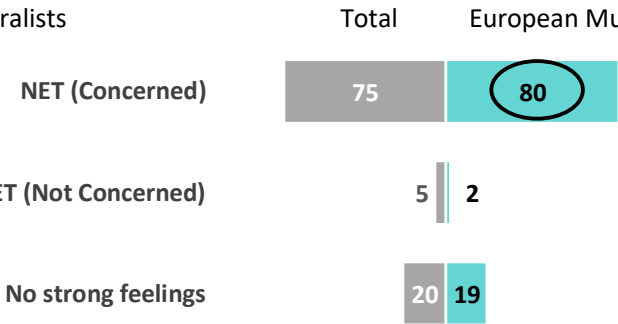


778,000 individuals

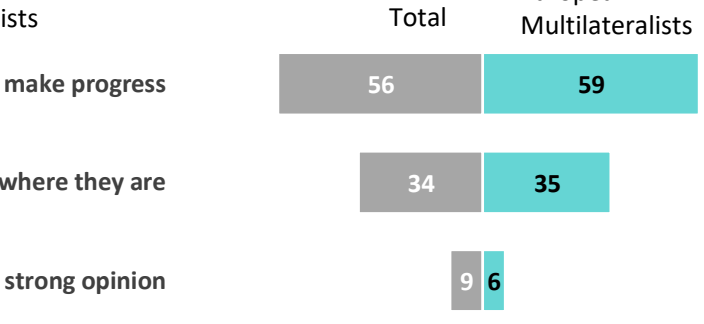
Minority Rights Concern



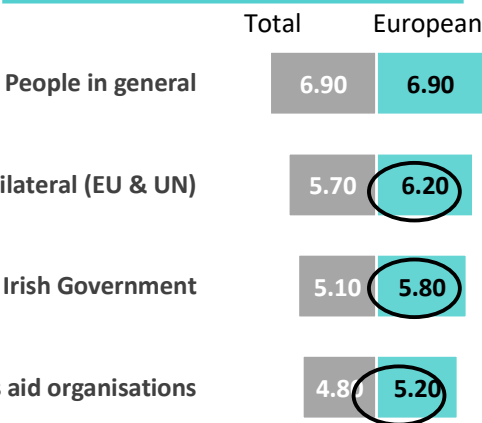
Developing Country Poverty Concern



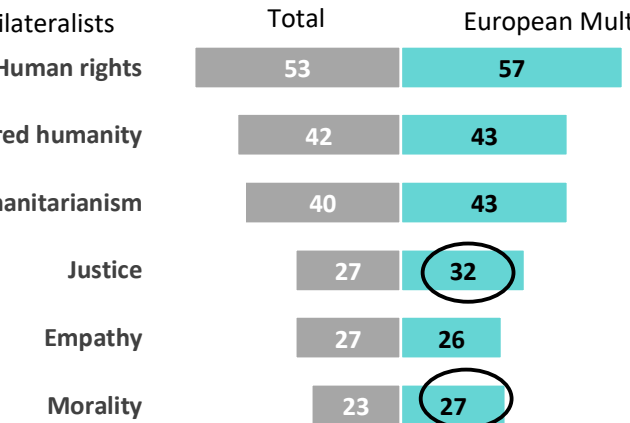
Developing Countries Capability



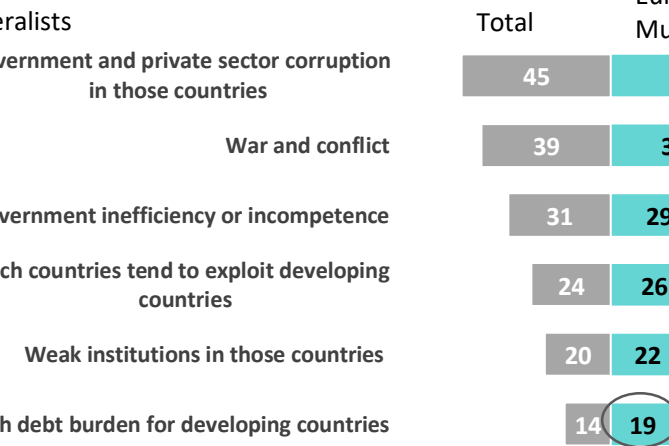
Trust – Top 10 Rating



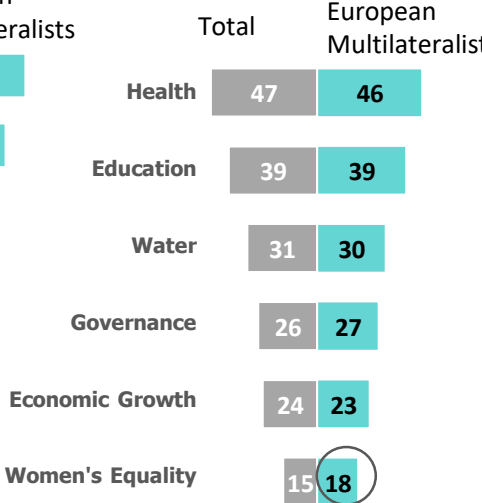
Reasons to help Developing Countries



Causes of Poverty in Developing Countries

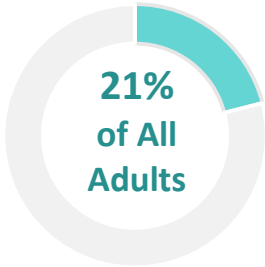


Irish Government Support Priorities



The vast majority of those in European Multilateralists are concerned about poverty in developing countries and are more inclined than the average individual to support aid to developing countries due to a sense of justice and morality. Attributing poverty in developing countries to a mix of causes, these individuals indicate high levels of trust in multi-lateral organisations like the EU and UN , compared to other relevant bodies.

European Multilateralists - How do we target them?



778,000
individuals

Most Frequently Used for News/information

	Total	European Multilateralists
TV	66	65
Newspapers (print or online)	45	46
Radio	40	39
Social media	39	35
Podcasts	8	7

Greatest Influence on Views & Opinions

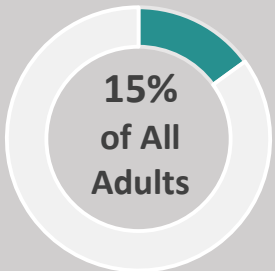
	Total	European Multilateralists
TV news	21	21
Family	20	15
Social media	17	19
Newspapers (print or online)	8	8
Special interest groups	7	7
Political parties/organisations	6	8

Most influential Prompting Social Change

	Total	European Multilateralists
Government policy	41	40
News and current affairs programmes/items	38	41
Social media (Twitter, Facebook, etc.)	34	33
Global organisations (e.g. UN, WHO, EU, IMF, etc.)	34	39
Special interest groups/lobby groups/social campaigns	31	32
Individual citizens	26	21
Local community groups/initiatives	23	19
Political parties/organisations	23	24
Schools/colleges/universities	21	22
Celebrities/influencers	13	12
Wealthy individuals/philanthropists	11	12
Religious bodies/organisations	6	5

European Multilateralists is best targeted through the full mix of standard media touchpoints. These individuals are more likely than average to place faith in global organisations to bring about social change, and less convinced of the ability of local groups and individual citizens to do so.

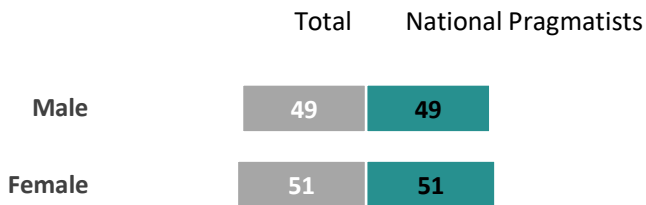
National Pragmatists - Who Are They?



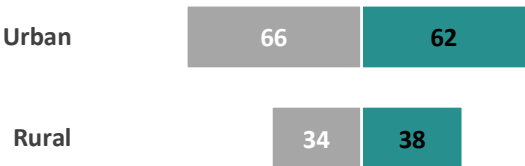
566,000 individuals



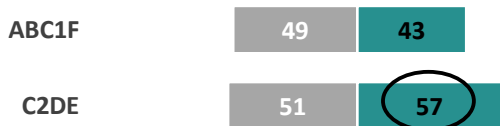
Gender



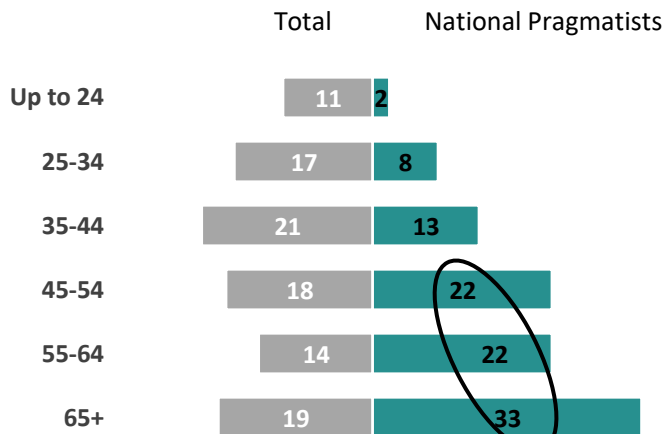
Area Type



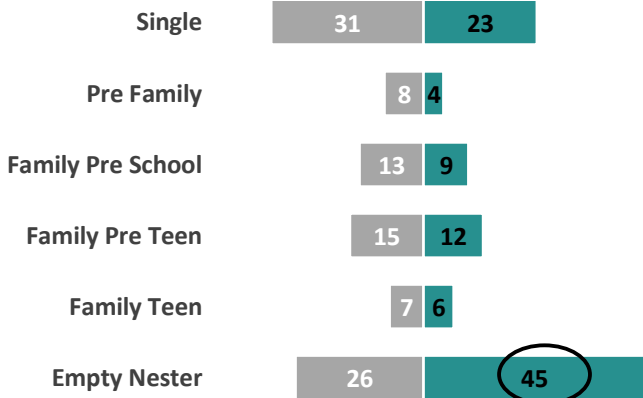
Social Class



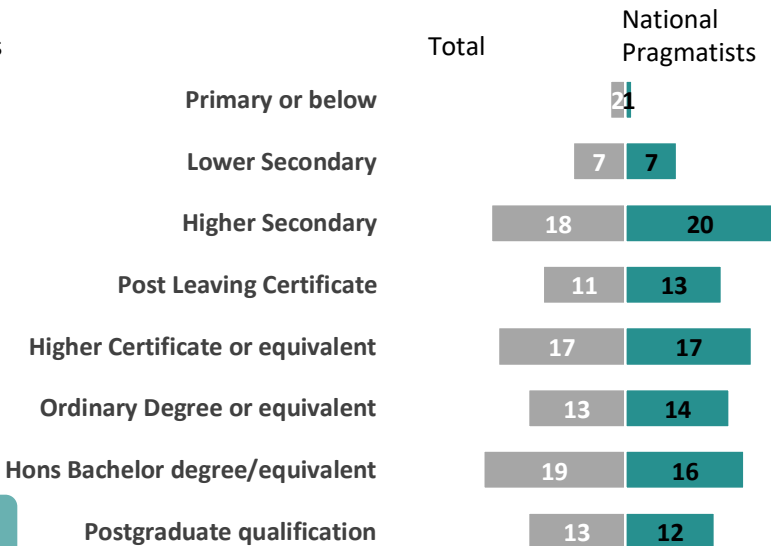
Age



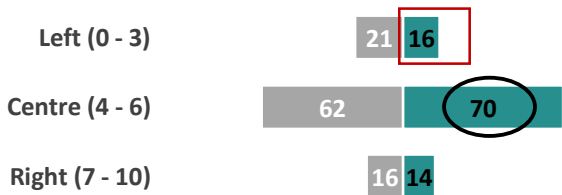
Lifestage



Education Level

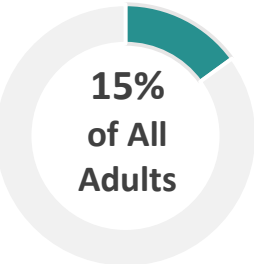


Political Persuasion



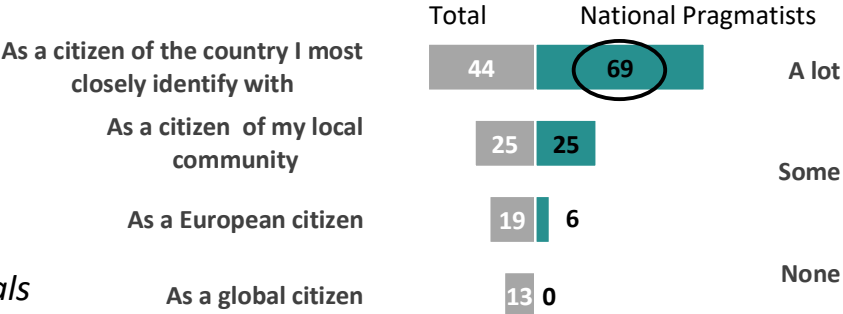
National Pragmatists represents the oldest of all segments, with approaching half of them falling into the empty nester lifestage category. These individuals are also more likely to qualify as blue collar working C2DE individuals.

National Pragmatists - Socio Cultural Profile

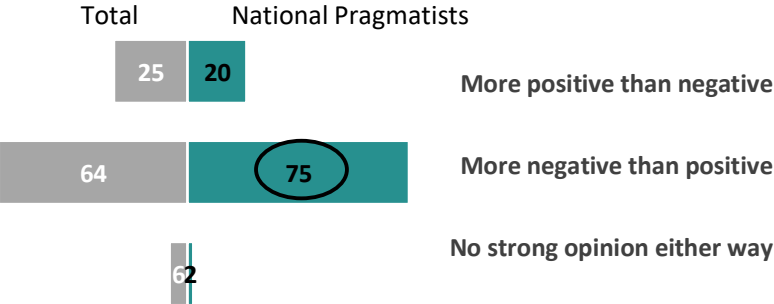


566,000 individuals

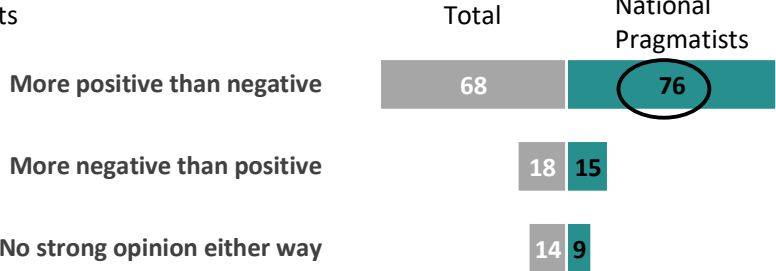
Individual Identity



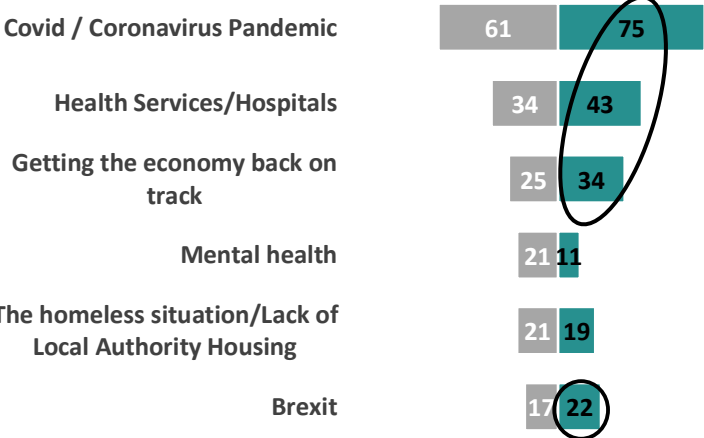
Racial Discrimination in Ireland



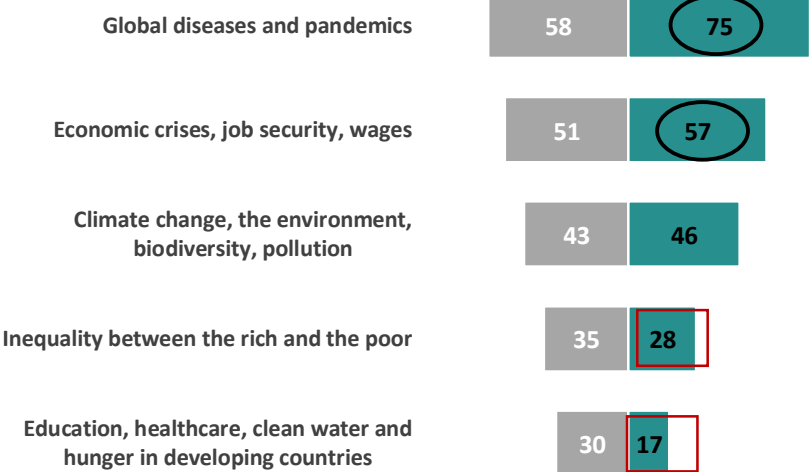
Move to Diverse Society



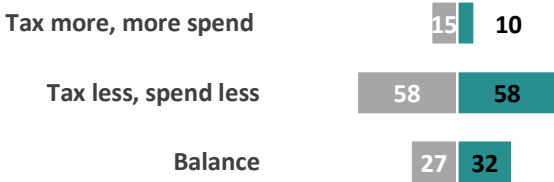
Most Important Issues - Ireland



Most Important Issues - Personally



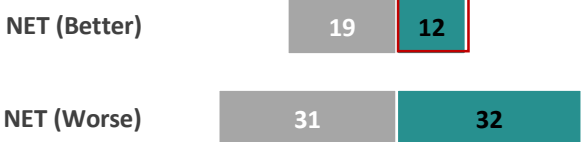
Tax vs Spend



General Economic Outlook

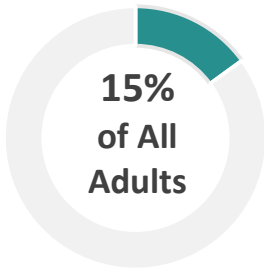


Household Financial Outlook



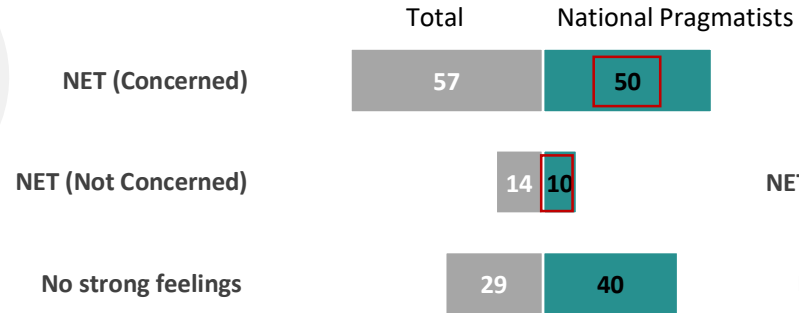
National Pragmatists individuals identify primarily as citizens of Ireland, and, with a somewhat pessimistic view of the country's future economy, believe getting the economy back on track, while addressing endemic issues such as the health service, should be the Government's primary focus in the short to medium term.

National Pragmatists - Overseas Aid Profile

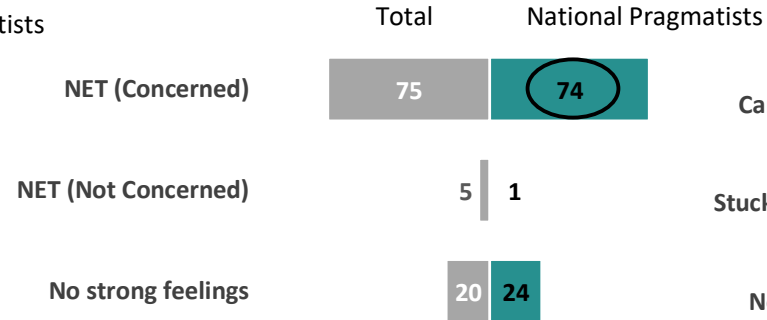


566,000 individuals

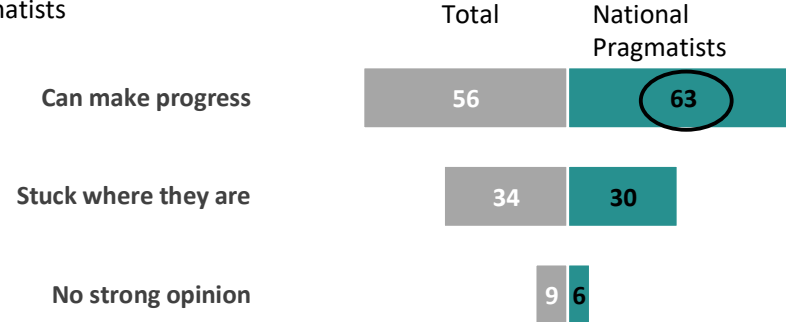
Minority Rights Concern



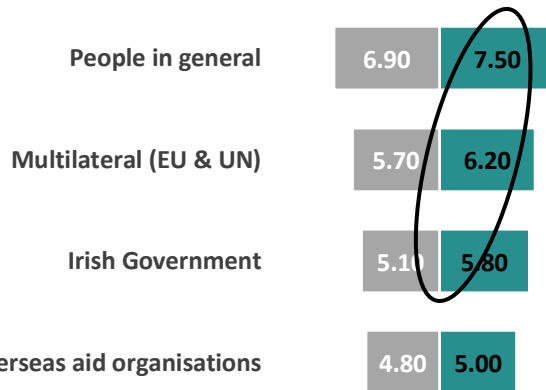
Developing Country Poverty Concern



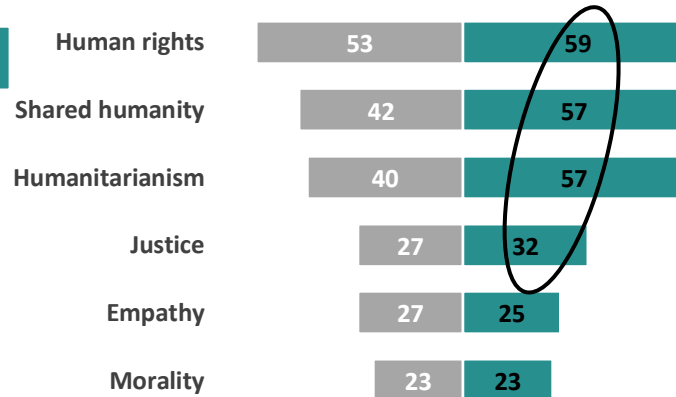
Developing Countries Capability



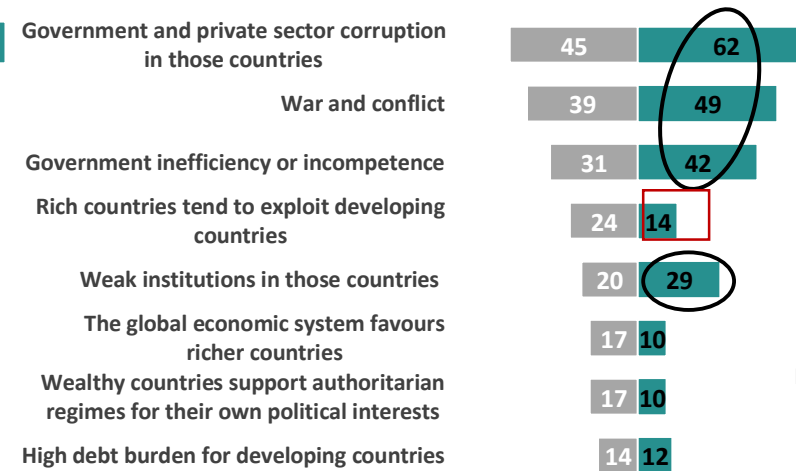
Trust – Top 10 Rating



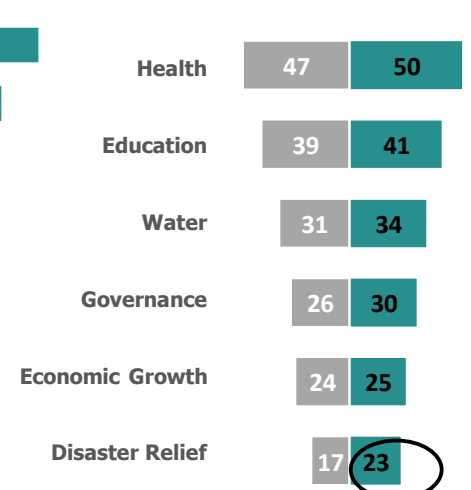
Reasons to help Developing Countries



Causes of Poverty in Developing Countries

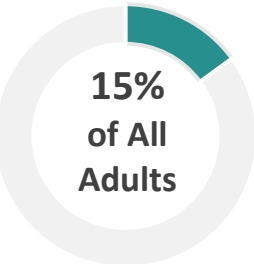


Irish Government Support Priorities



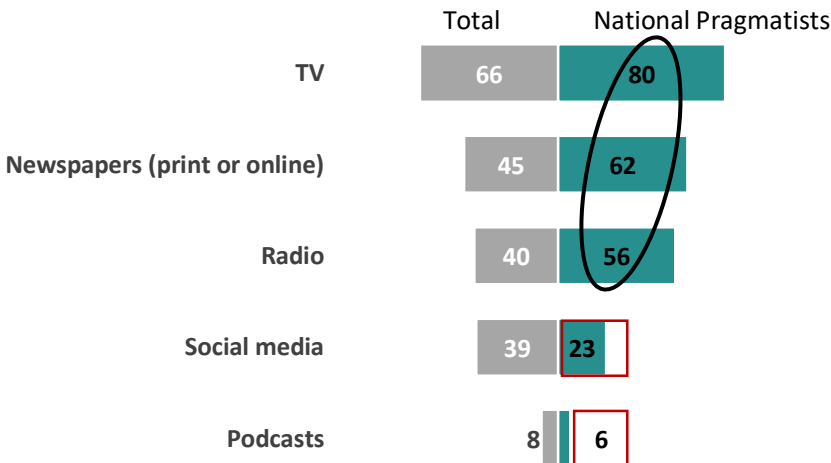
National Pragmatists is perhaps the most likely of all segments to attribute poverty in developing countries to the corruption, inefficiency and weak institutions of Governments there. This segment does however, express a strong sense in which developing countries should be given help due to a sense of humanitarianism and human justice.

National Pragmatists - How do we target them?

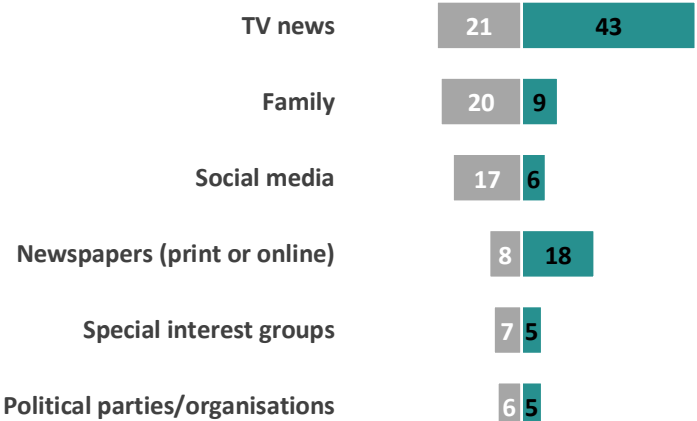


566,000
individuals

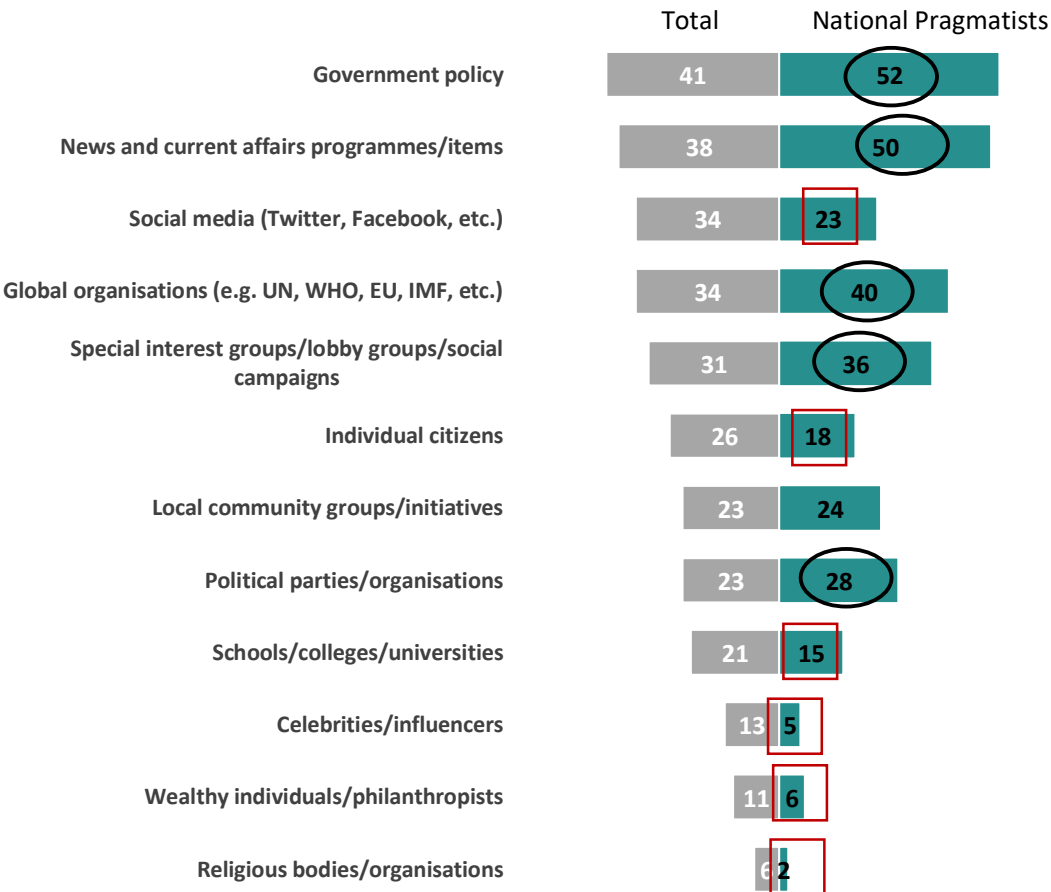
Most Frequently Used for News/information



Greatest Influence on Views & Opinions

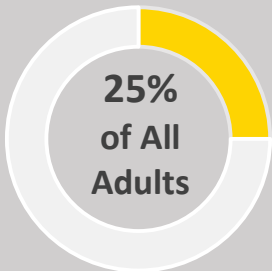


Most influential Prompting Social Change



Individuals in National Pragmatists are heavy consumers of traditional media, including TV, print and radio. These adults are also most likely to hold the view that Government policy, current affairs programming, and both global organisations and special interest groups are all well placed to influence and prompt social change.

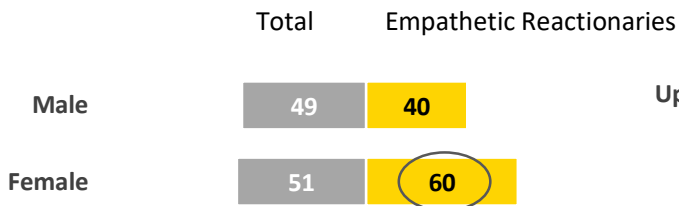
Empathetic Reactionaries - Who Are They?



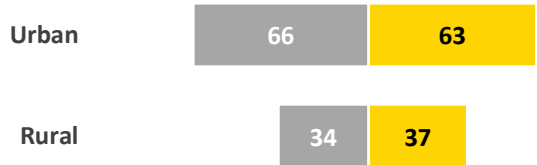
918,000 individuals



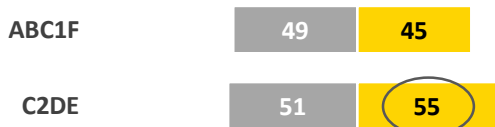
Gender



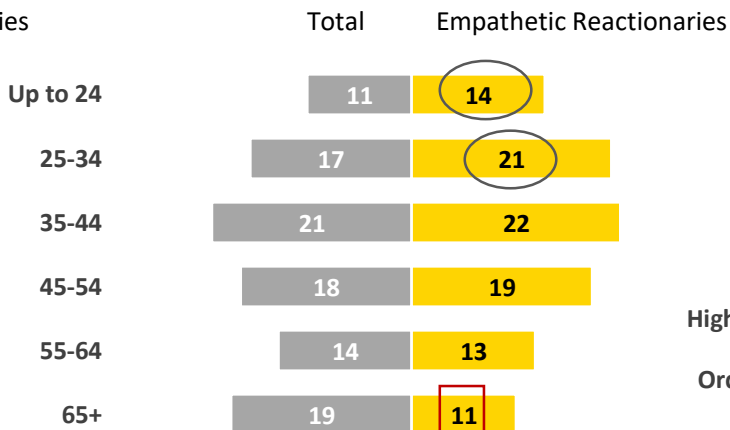
Area Type



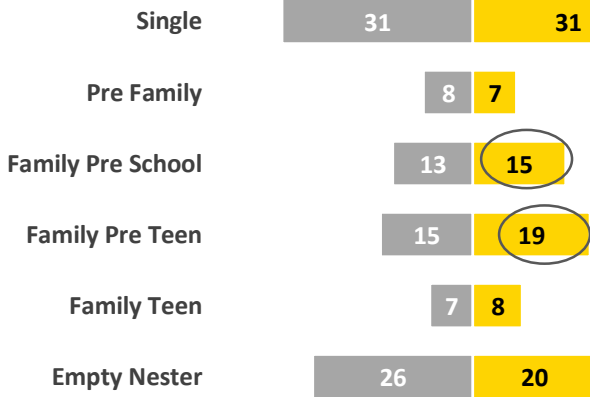
Social Class



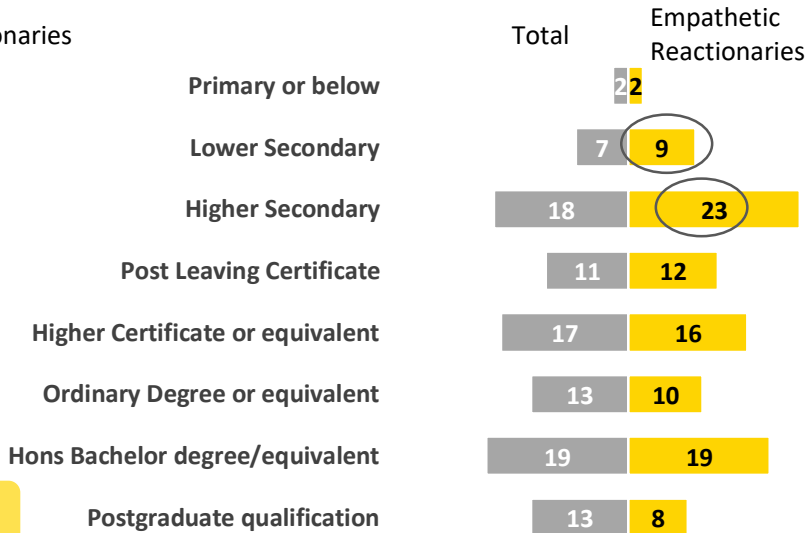
Age



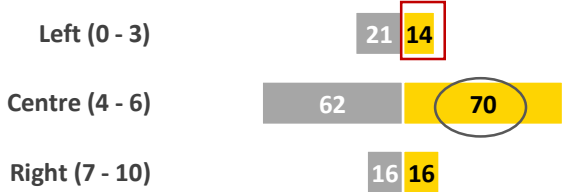
Lifestage



Education Level

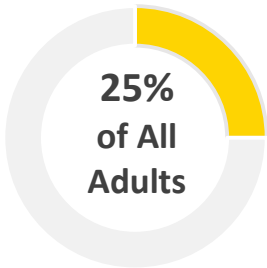


Political Persuasion



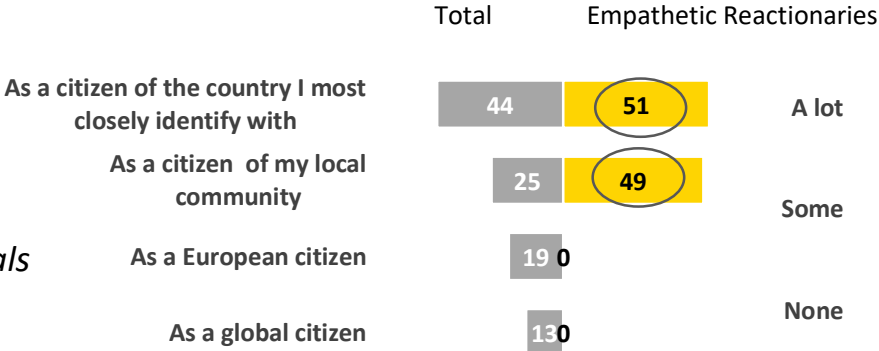
The core Empathetic Reactionaries demographic over-indexes on younger (up to 34 years of age) females at the single or young children life-stage. This segment also skews somewhat towards the blue collar working C2DE socio-economic group, and could be described as classically centrist from a political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

Empathetic Reactionaries - Socio Cultural Profile

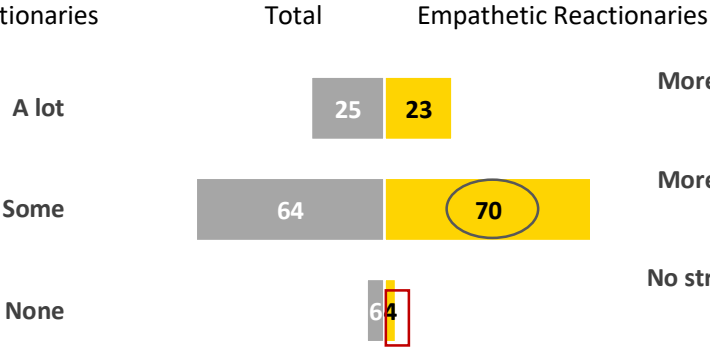


918,000 individuals

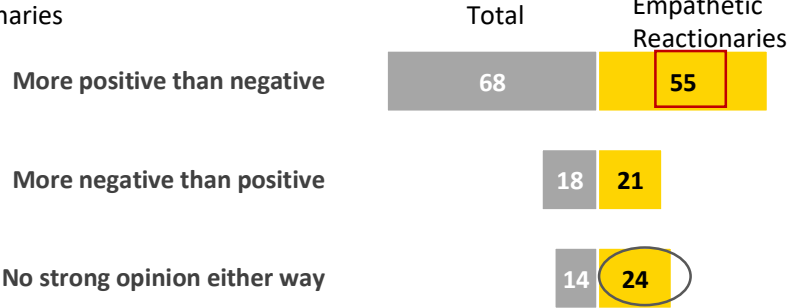
Individual Identity



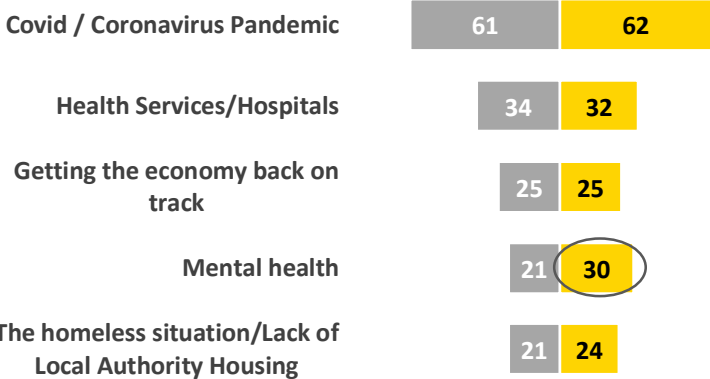
Racial Discrimination in Ireland



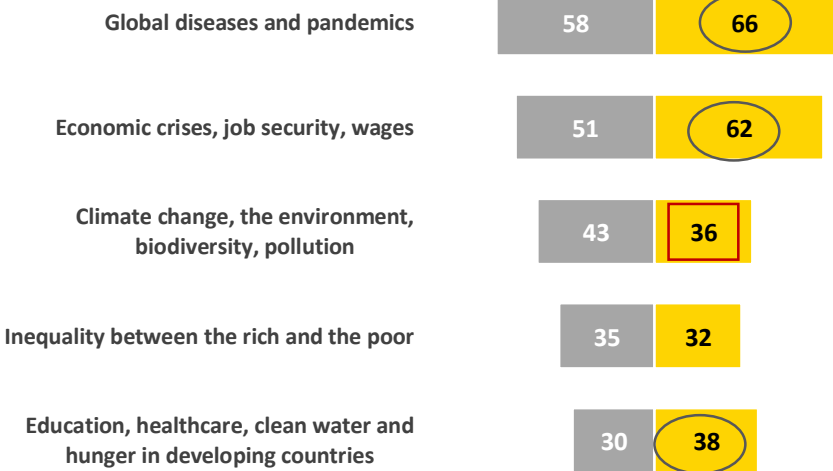
Move to Diverse Society



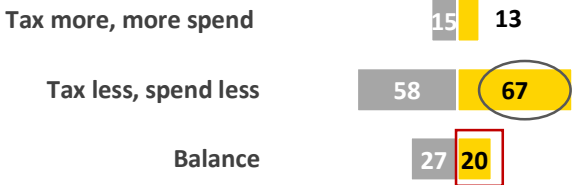
Most Important Issues - Ireland



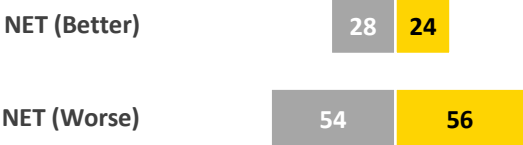
Most Important Issues - Personally



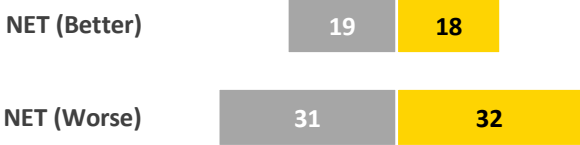
Tax vs Spend



General Economic Outlook

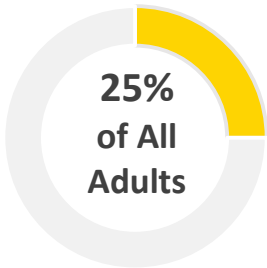


Household Financial Outlook



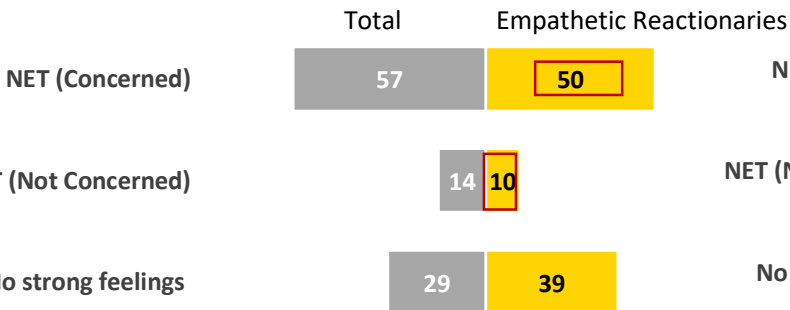
Those in Empathetic Reactionaries view their individual identity in equal part as citizens of their own country, as well as their local community. Personally quite worried about the economy and job security, these individuals are quite strong proponents of a tax less, spend less regime. Less likely than 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

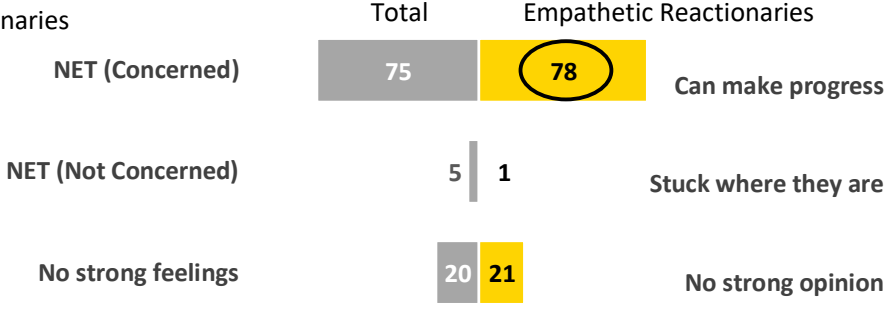


918,000 individuals

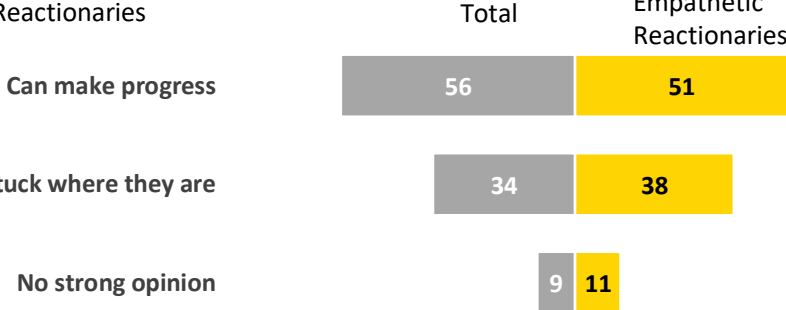
Minority Rights Concern



Developing Country Poverty Concern



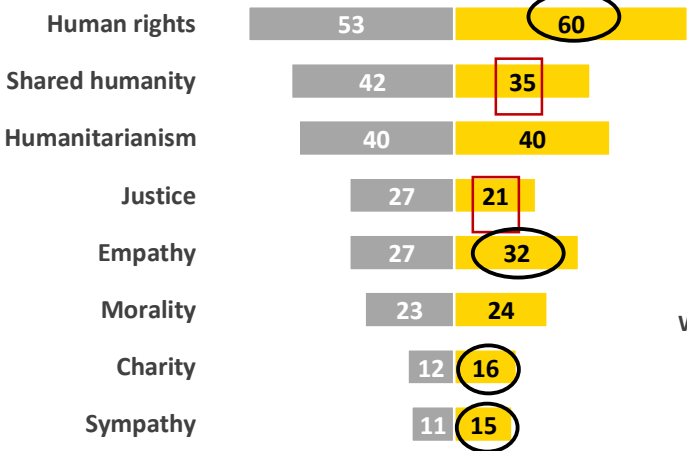
Developing Countries Capability



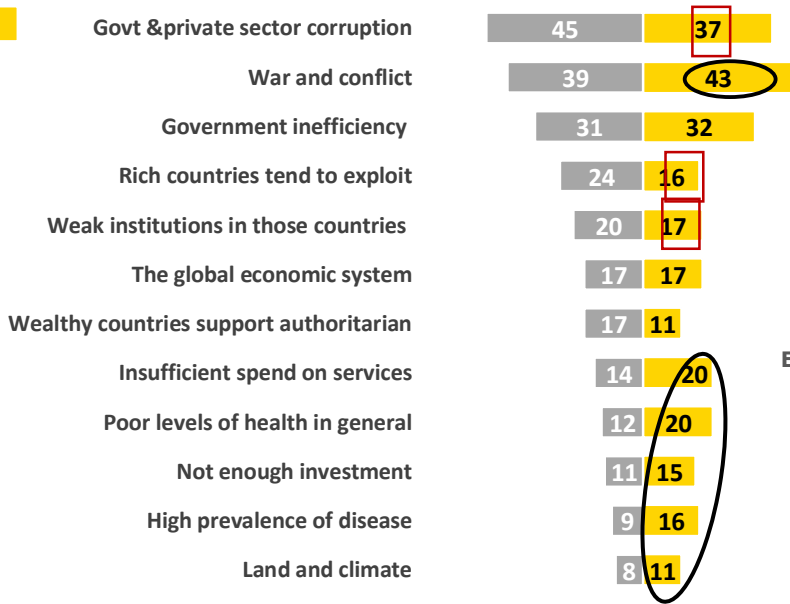
Trust – Top 10 Rating



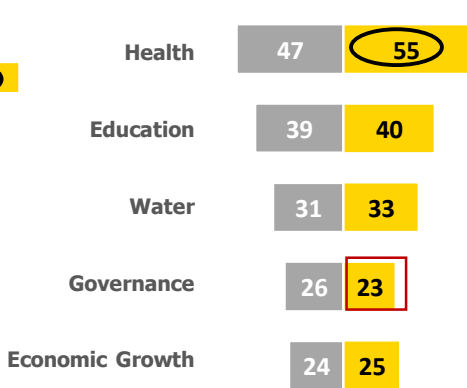
Reasons to help Developing Countries



Causes of Poverty in Developing Countries

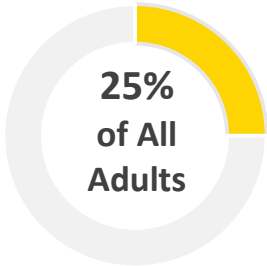


Irish Government Support Priorities



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

	Total	Empathetic Reactionaries
TV	66	68
Newspapers (print or online)	45	33
Radio	40	35
Social media	39	48
Podcasts	8	8

Greatest Influence on Views & Opinions

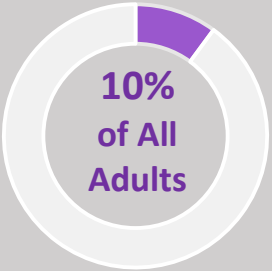
	Total	Empathetic Reactionaries
TV news	21	15
Family	20	30
Social media	17	20
Newspapers (print or online)	8	3
Special interest groups	7	7
Political parties/organisations	6	4
Schools/College/Universities	4	6

Most influential Prompting Social Change

	Total	Empathetic Reactionaries
Government policy	41	35
News and current affairs programmes/items	38	36
Social media (Twitter, Facebook, etc.)	34	41
Global organisations (e.g. UN, WHO, EU, IMF, etc.)	34	29
Special interest groups/lobby groups/social campaigns	31	24
Individual citizens	26	30
Local community groups/initiatives	23	25
Political parties/organisations	23	21
Schools/colleges/universities	21	22
Celebrities/influencers	13	19
Wealthy individuals/philanthropists	11	10
Religious bodies/organisations	6	7

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

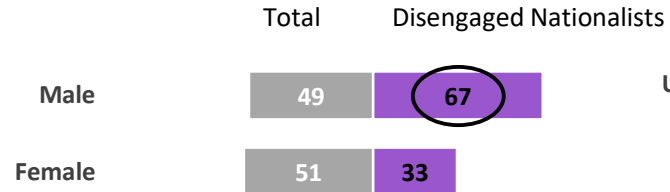
Disengaged Nationalists - Who Are They?



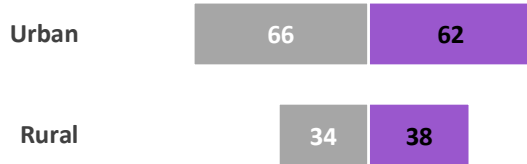
367,000 individuals



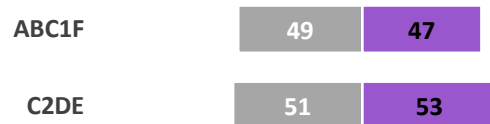
Gender



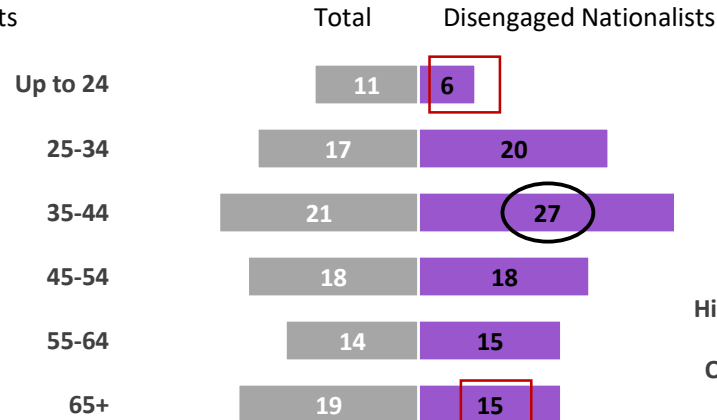
Area Type



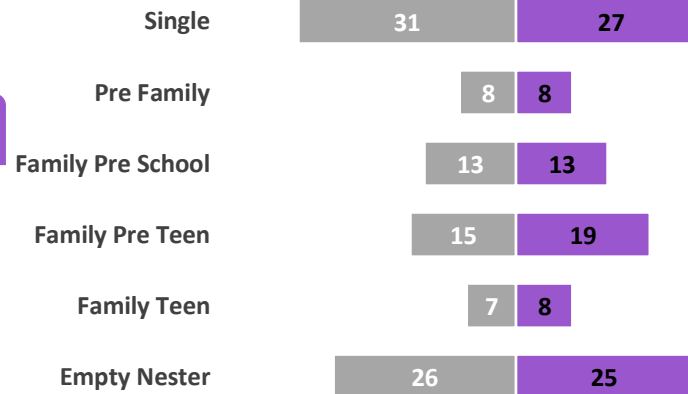
Social Class



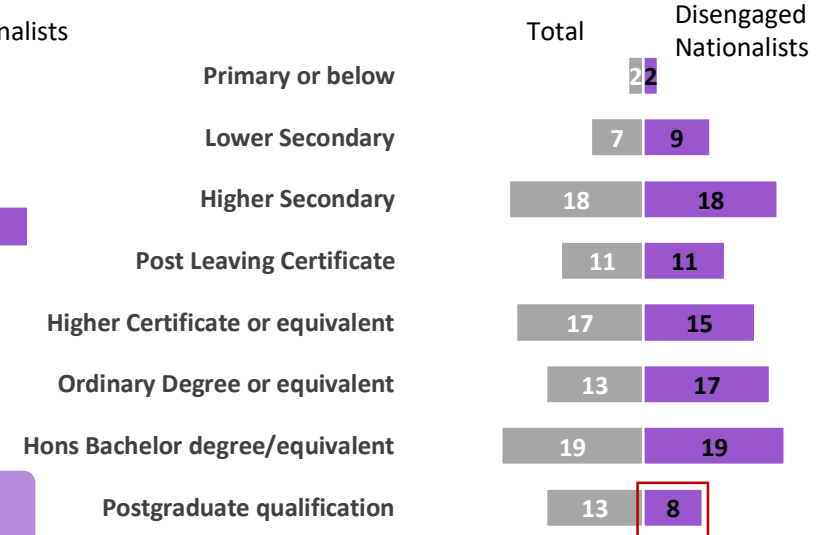
Age



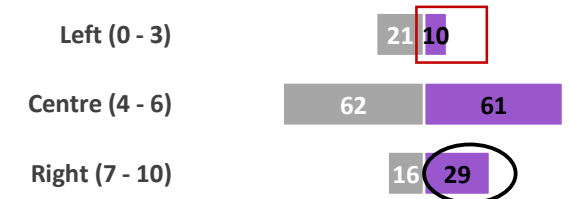
Lifestage



Education Level

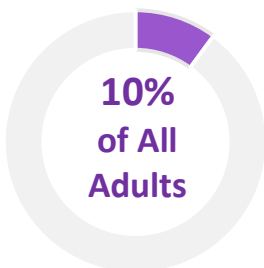


Political Persuasion



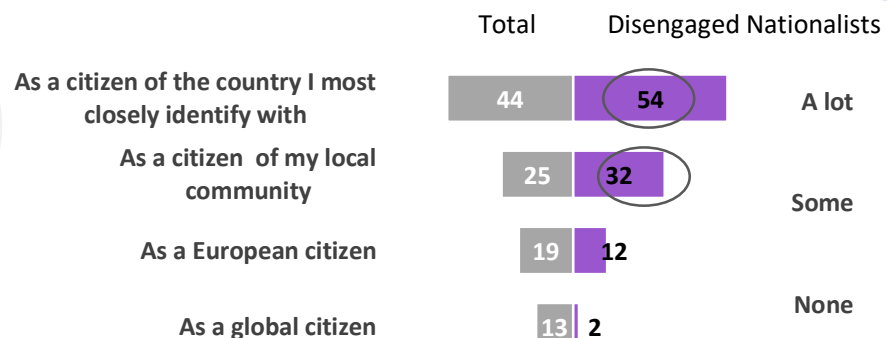
Disengaged Nationalists adults skew heavily towards males, with almost half of them falling into the 25-44 years age group. Almost three in ten lean towards the right on the political spectrum.

Disengaged Nationalists - Socio Cultural Profile

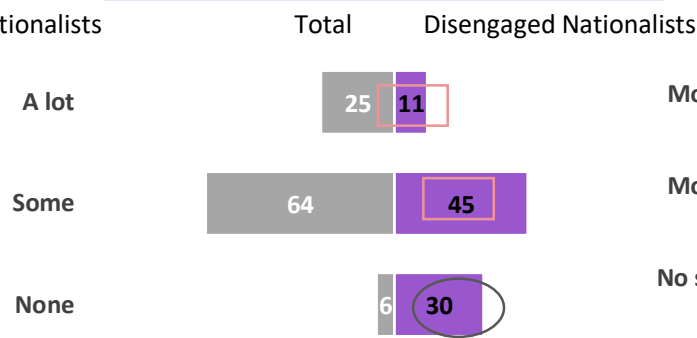


367,000 individuals

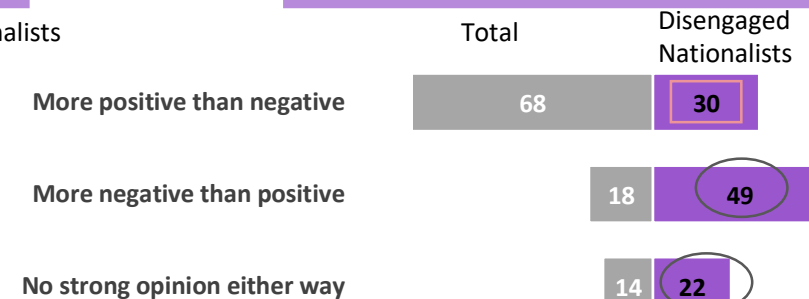
Individual Identity



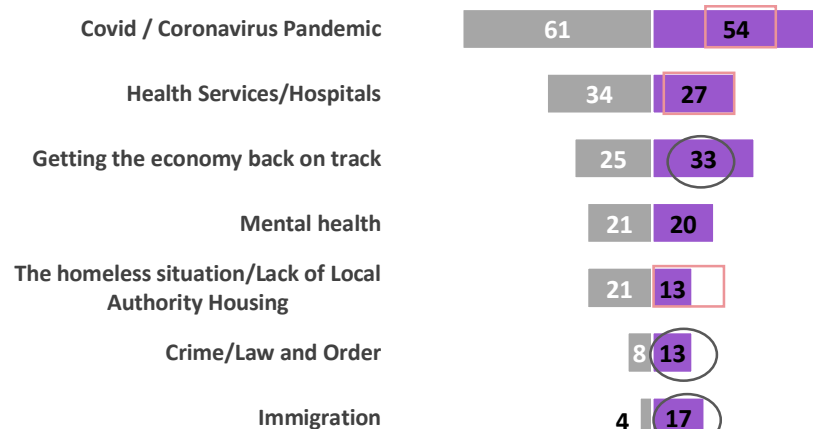
Racial Discrimination in Ireland



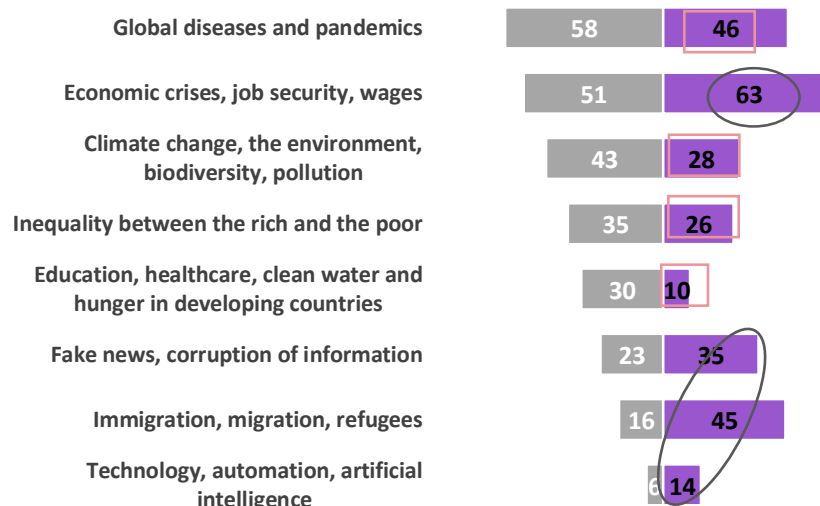
Move to Diverse Society



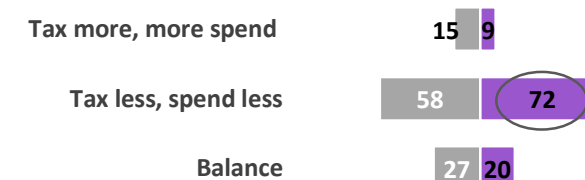
Most Important Issues - Ireland



Most Important Issues - Personally



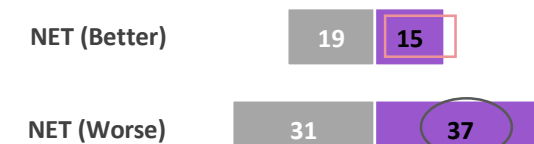
Tax vs Spend



General Economic Outlook

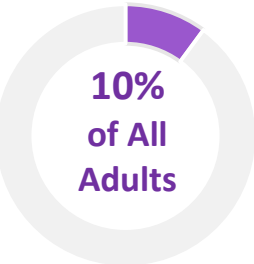


Household Financial Outlook



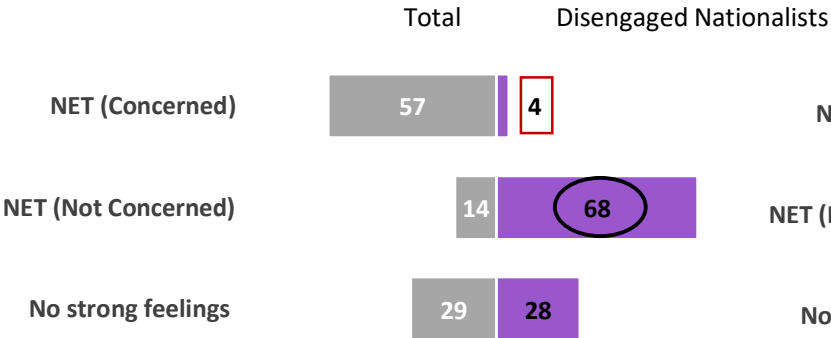
Those in Disengaged Nationalists view their identity through the prism of their country first of all, and their local community after that. These individuals hold the most pessimistic view of their future finances, view Ireland's move to becoming a more diverse society with scepticism, and are also more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

Disengaged Nationalists - Overseas Aid Profile

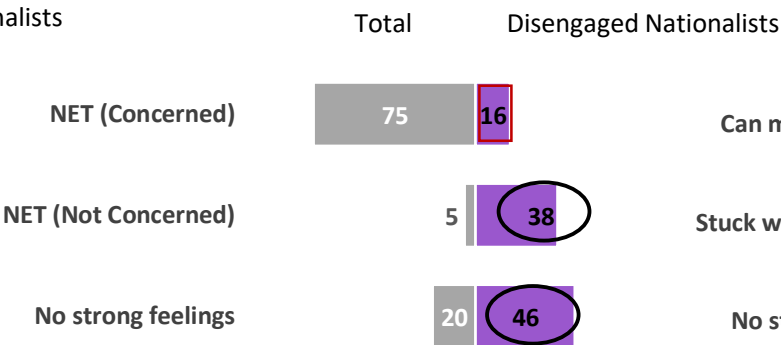


367,000 individuals

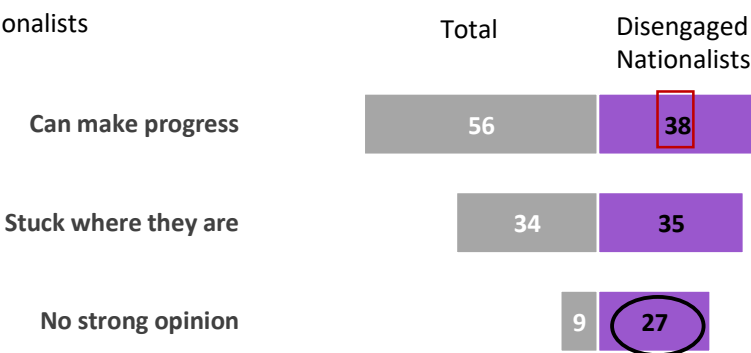
Minority Rights Concern



Developing Country Poverty Concern



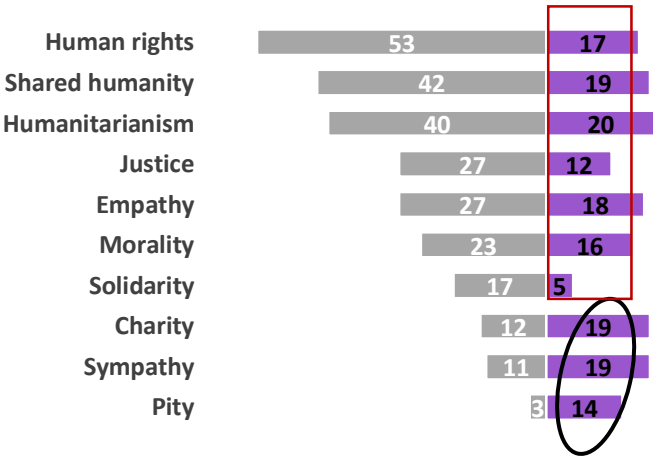
Developing Countries Capability



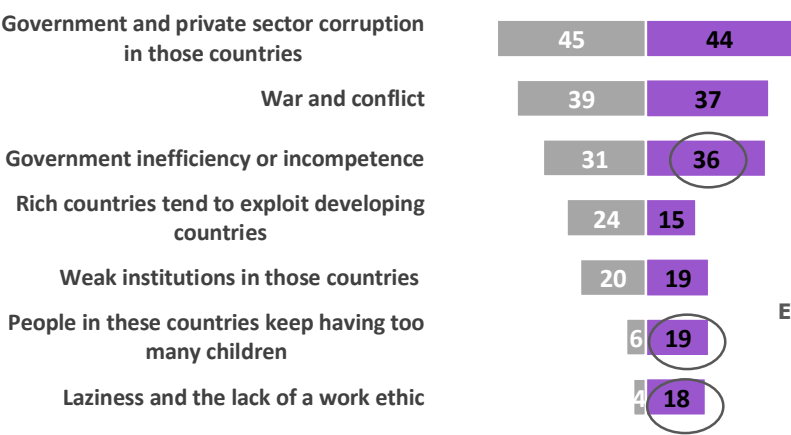
Trust – Top 10 Rating



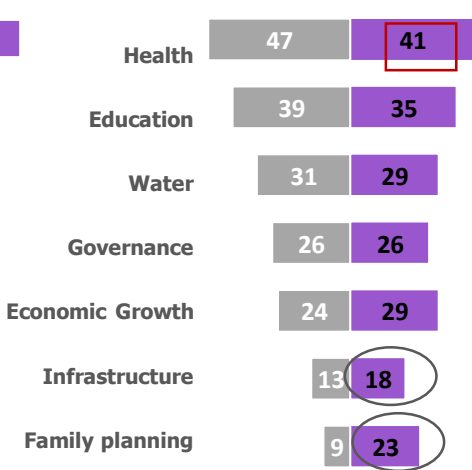
Reasons to help Developing Countries



Causes of Poverty in Developing Countries

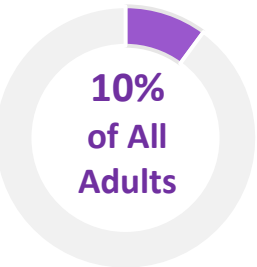


Irish Government Support Priorities



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

	Total	Disengaged Nationalists
TV	66	59
Newspapers (print or online)	45	40
Radio	40	35
Social media	39	31
Podcasts	8	9

Greatest Influence on Views & Opinions

TV news	21	18
Family	20	32
Social media	17	11
Newspapers (print or online)	8	6
Special interest groups	7	7
Political parties/organisations	6	4
Radio	6	4
Friends	5	9

Most influential Prompting Social Change

	Total	Disengaged Nationalists
Government policy	41	43
News and current affairs programmes/items	38	33
Social media (Twitter, Facebook, etc.)	34	29
Global organisations (e.g. UN, WHO, EU, IMF, etc.)	34	21
Special interest groups/lobby groups/social campaigns	31	26
Individual citizens	26	38
Local community groups/initiatives	23	28
Political parties/organisations	23	27
Schools/colleges/universities	21	21
Celebrities/influencers	13	12
Wealthy individuals/philanthropists	11	13
Religious bodies/organisations	6	9

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.



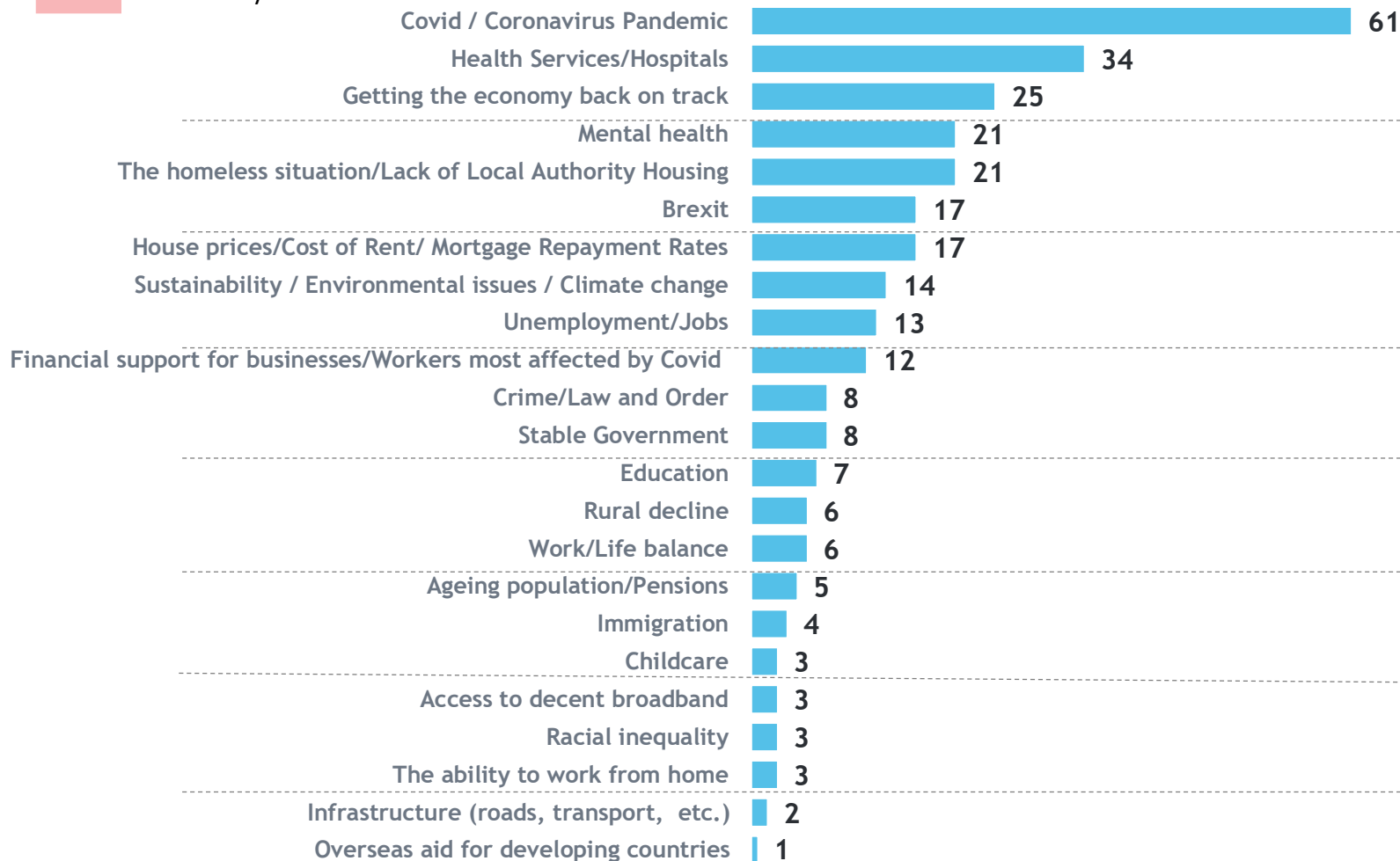
Detailed Segments Profile

The Top 3 Most Important Issues

Base: All Adults N – 3,008



Statistically higher
Statistically lower



SEGMENTS					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
62	64	54	62	50	75
38	35	27	32	27	43
24	19	33	25	19	34
19	21	20	30	20	11
20	27	13	24	23	19
20	15	14	13	17	22
16	18	19	16	23	11
13	23	6	8	22	12
13	9	15	12	12	13
10	13	9	13	13	14
8	7	13	8	8	7
8	6	6	9	7	7
7	4	6	8	8	4
5	8	8	4	4	7
5	5	5	7	9	2
7	6	7	4	4	6
2	1	17	4	4	1
4	2	4	3	2	4
3	3	3	4	3	4
4	5	-	3	7	1
4	2	2	3	5	1
3	1	4	2	2	2
1	1	1	1	2	0



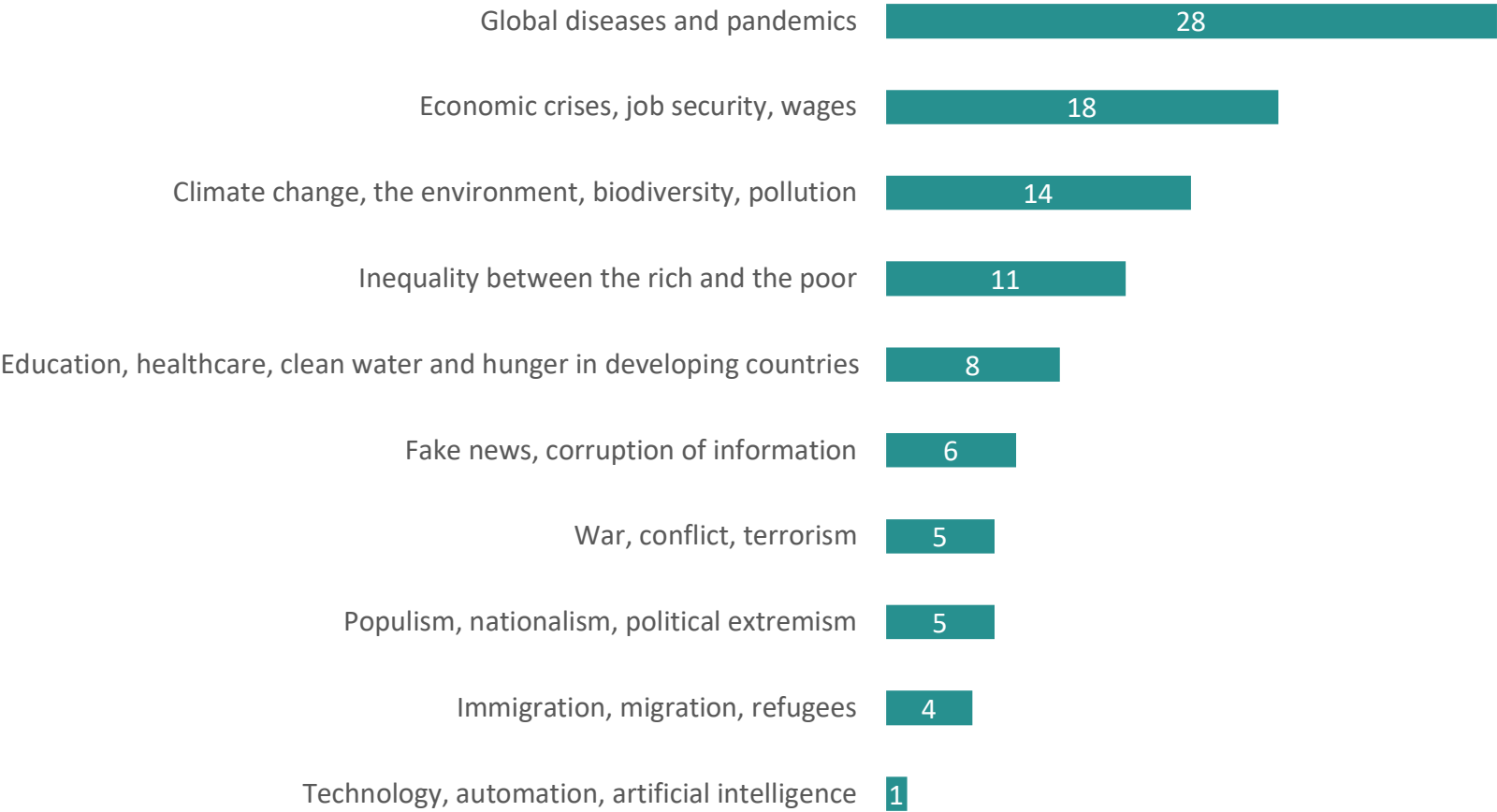
Issues personally most concerned about

Base: All Adults N - 3,008



Statistically higher
Statistically lower

Most



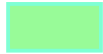

SEGMENTS					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
30	22	14	34	20	41
18	11	28	22	13	16
15	21	6	9	19	14
10	20	7	8	13	8
8	8	3	11	9	3
5	5	9	4	8	6
6	5	4	2	8	8
5	5	4	6	5	3
3	2	20	3	3	1
1	1	5	1	2	0

Issues personally most concerned about - All Mentions

Base: All Adults N - 3,008

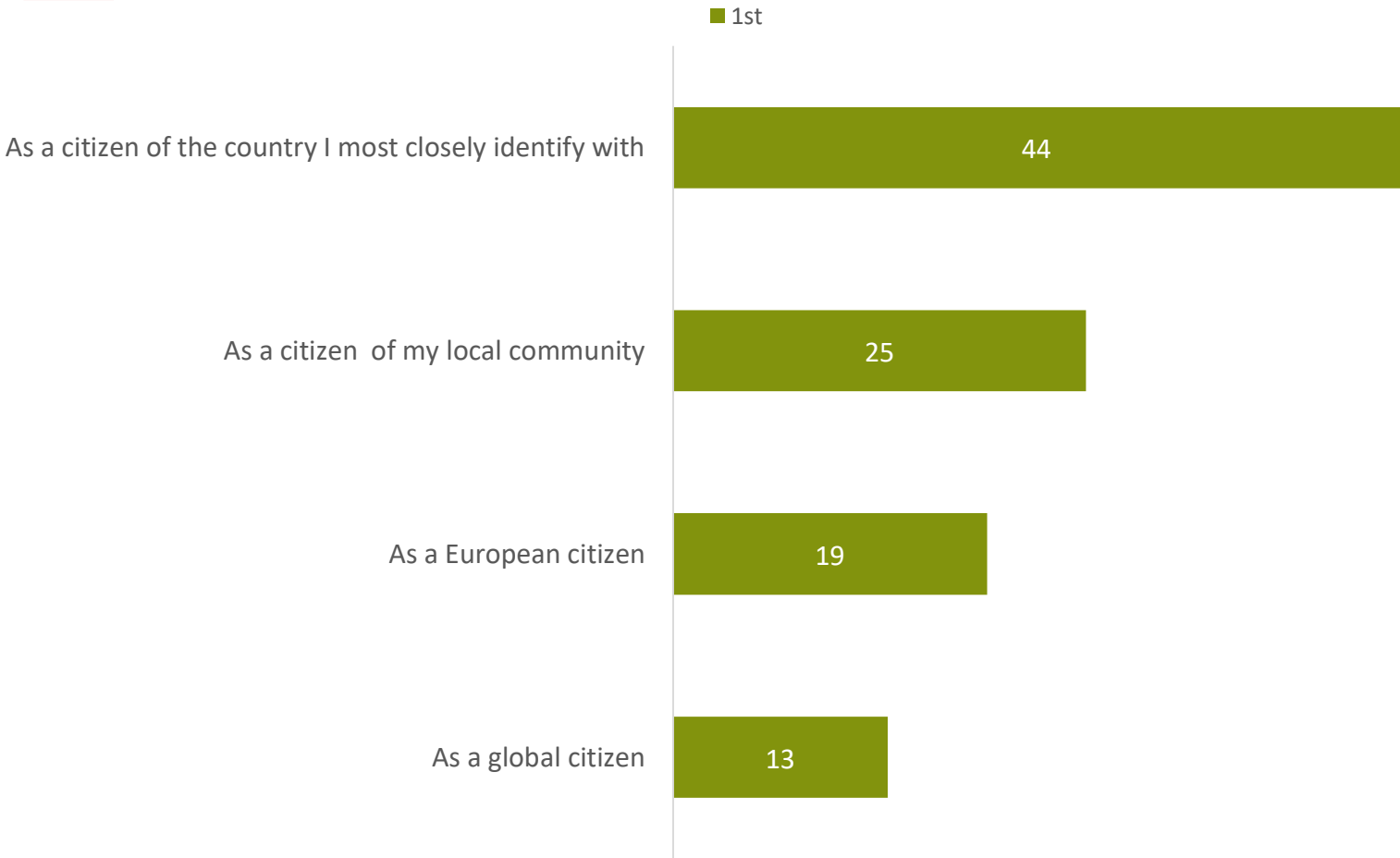
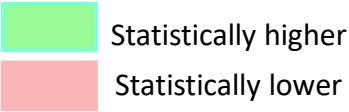


	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Global diseases and pandemics	58	57	44	46	66	47	75
Economic crises, job security, wages	51	47	30	63	62	41	57
Climate change, the environment, biodiversity, pollution	43	45	54	28	36	49	46
Inequality between the rich and the poor	35	36	59	26	32	36	28
Education, healthcare, clean water and hunger in developing countries	30	32	36	10	38	33	17
Fake news, corruption of information	23	20	22	35	16	29	22
War, conflict, terrorism	21	23	19	17	21	21	23
Populism, nationalism, political extremism	18	21	23	15	8	24	22
Immigration, migration, refugees	16	13	10	45	16	13	7
Technology, automation, artificial intelligence	6	6	3	14	4	6	3

 Statistically higher
 Statistically lower

Perceived Individual Identity - Ranked First

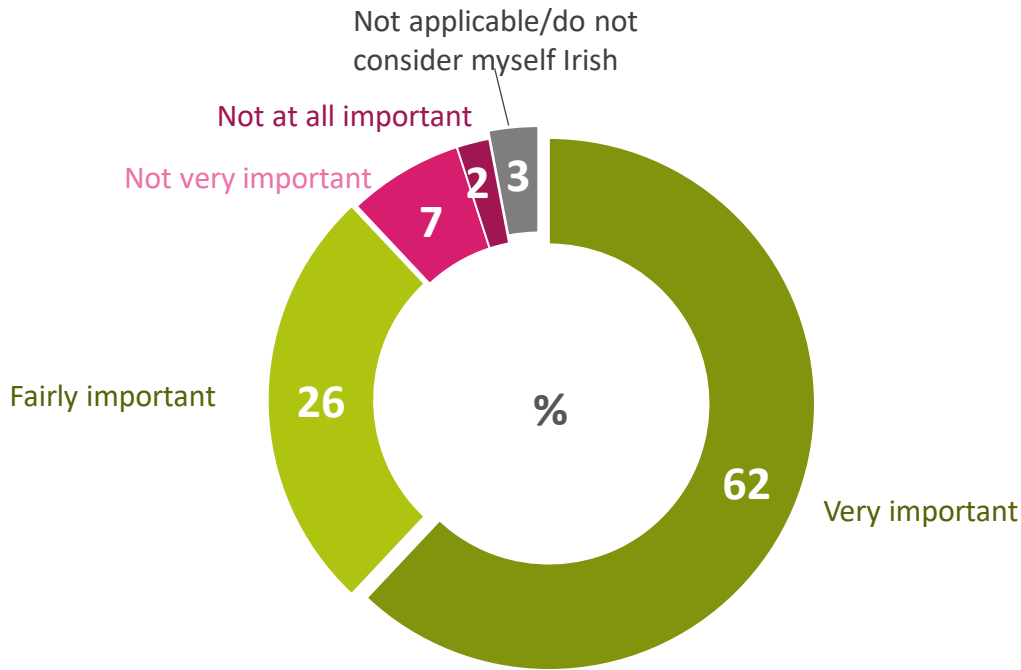
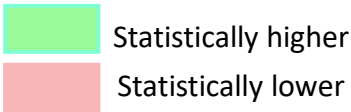
Base: All Adults N - 3,008



Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
47	47	54	51	4	69
-	50	32	49	4	25
53	3	12	0	26	6
-	-	2	-	65	-

Importance of sense of being ‘Irish’

Base: All Adults N - 3,008

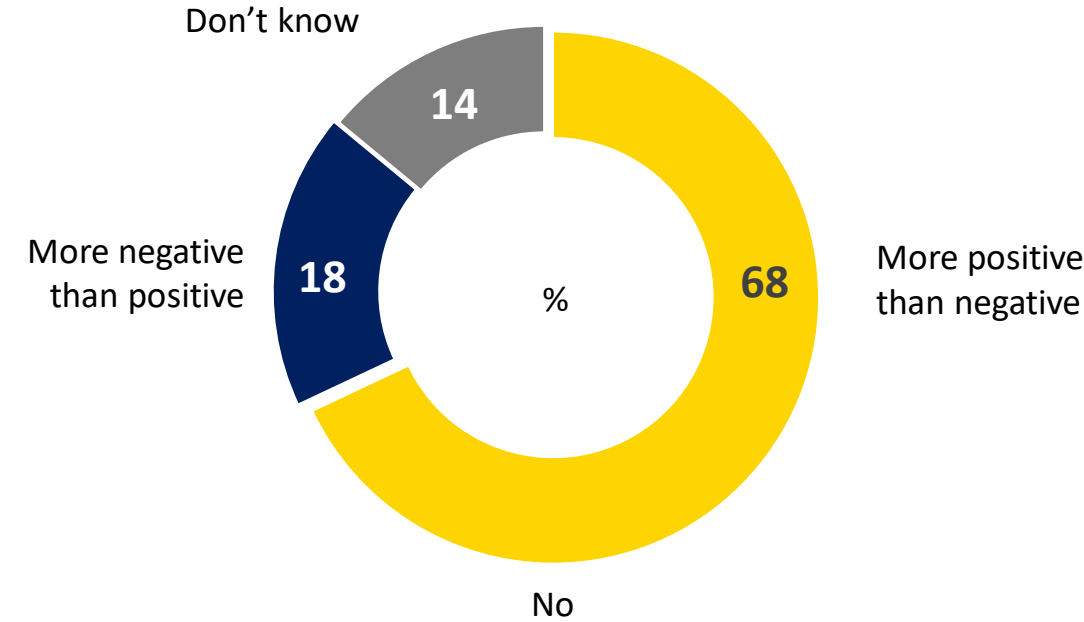
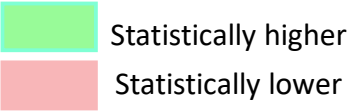


	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Very important	62	59	70	59	71	40	76
Fairly important	26	28	26	25	22	37	19
Not very important	7	8	3	10	4	13	3
Not at all important	2	1	-	3	1	4	0
Not applicable/do not consider myself Irish	3	3	1	2	2	7	1
NET (Important)	89	88	95	85	93	77	95
NET (Not Important)	8	9	3	13	5	17	4
Mean	3.5	3.5	3.7	3.4	3.7	3.2	3.7

Almost 7 in 10 believe changes in Ireland over past 20 years are more positive than negative



Base: All Adults N - 3,008

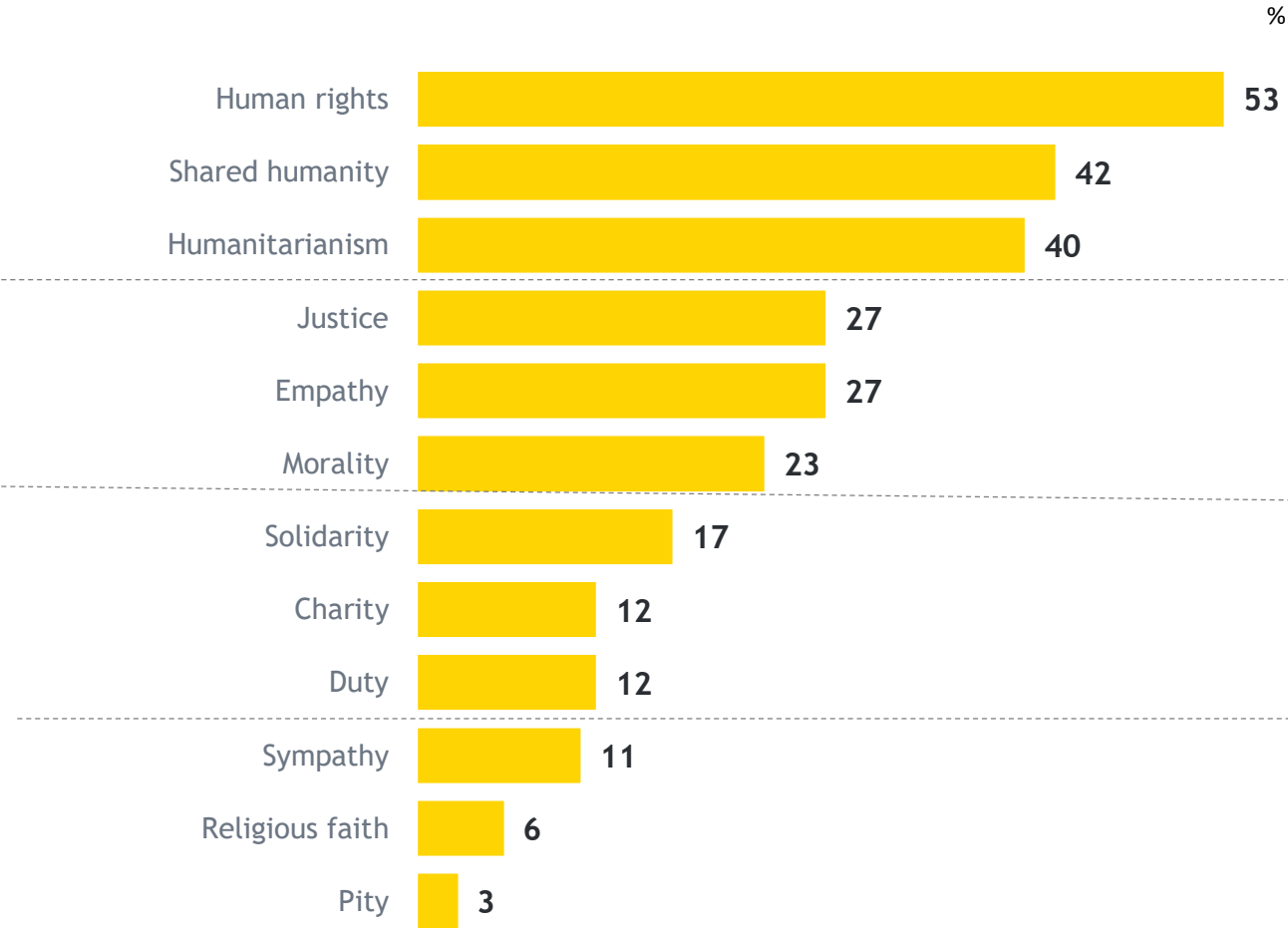
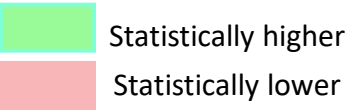


	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
More positive than negative	68	74	87	30	55	79	76
More negative than positive	18	12	8	49	21	13	15
No strong opinion either way	14	15	5	22	24	8	9

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



Base: All Adults N – 3,008

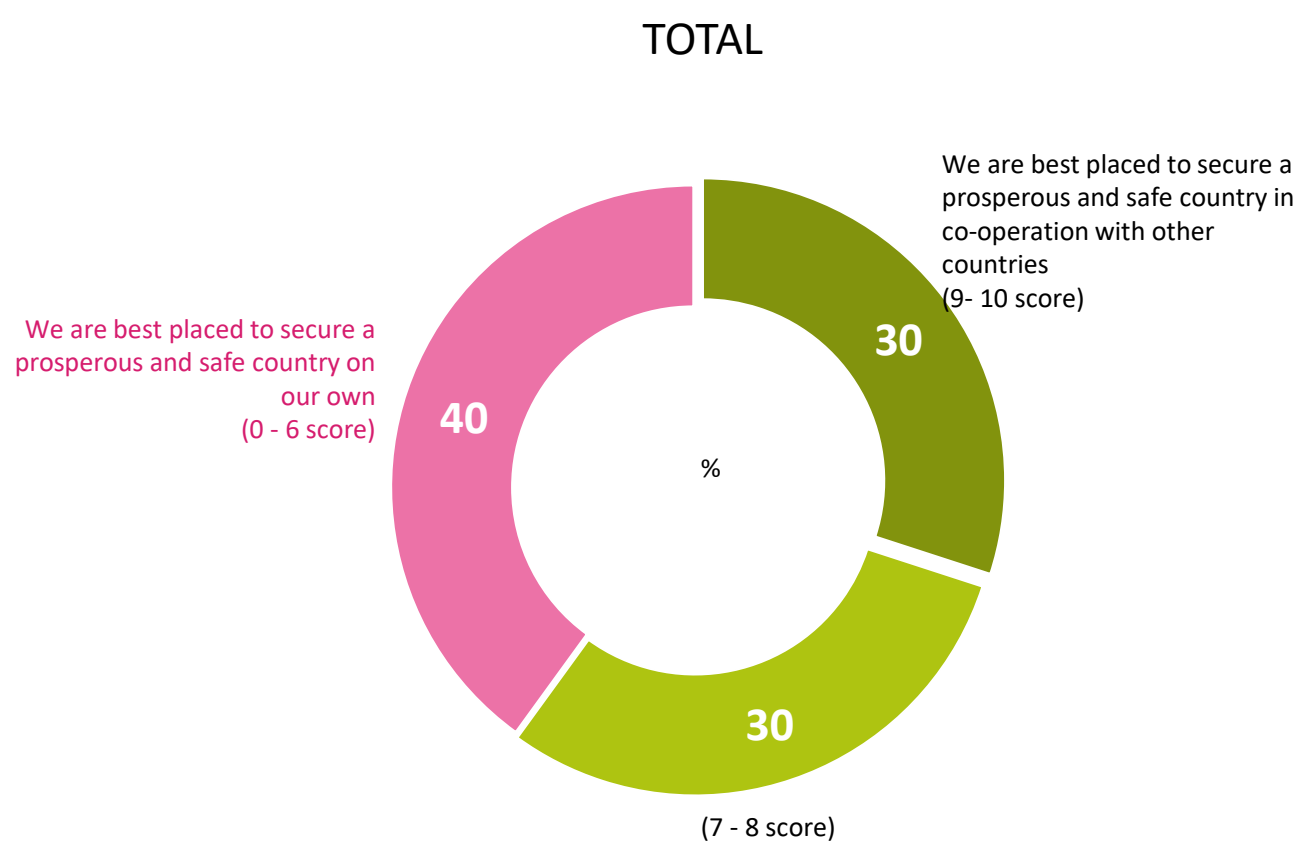


Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
57	60	17	60	50	59
43	56	19	35	45	57
43	33	20	40	38	57
32	36	12	21	29	32
26	25	18	32	27	25
27	26	16	24	22	23
18	19	5	19	20	12
9	5	19	16	10	8
13	17	12	11	12	10
10	4	19	15	11	6
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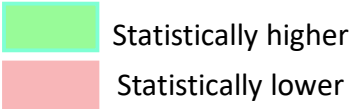


How should we secure a prosperous and safe country

Base: All Adults N – 3,008



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
10	24	26	32	9	17	31	29
9	6	6	10	4	3	6	8
8	15	17	15	10	13	15	20
7	15	13	16	12	16	15	14
6	10	10	8	11	12	8	9
5	14	13	9	23	19	11	12
4	5	5	4	3	6	5	2
3	4	3	2	8	5	4	2
2	2	2	0	3	2	1	1
1	2	2	1	4	2	3	1
0 -	4	2	2	12	5	2	1
NET (9-10)	30	33	42	13	20	37	38
NET (7-8)	30	31	32	22	29	30	34
NET (0-6)	40	37	26	65	51	34	28
Mean	6.8	7.1	7.6	5.2	6.3	7.2	7.6



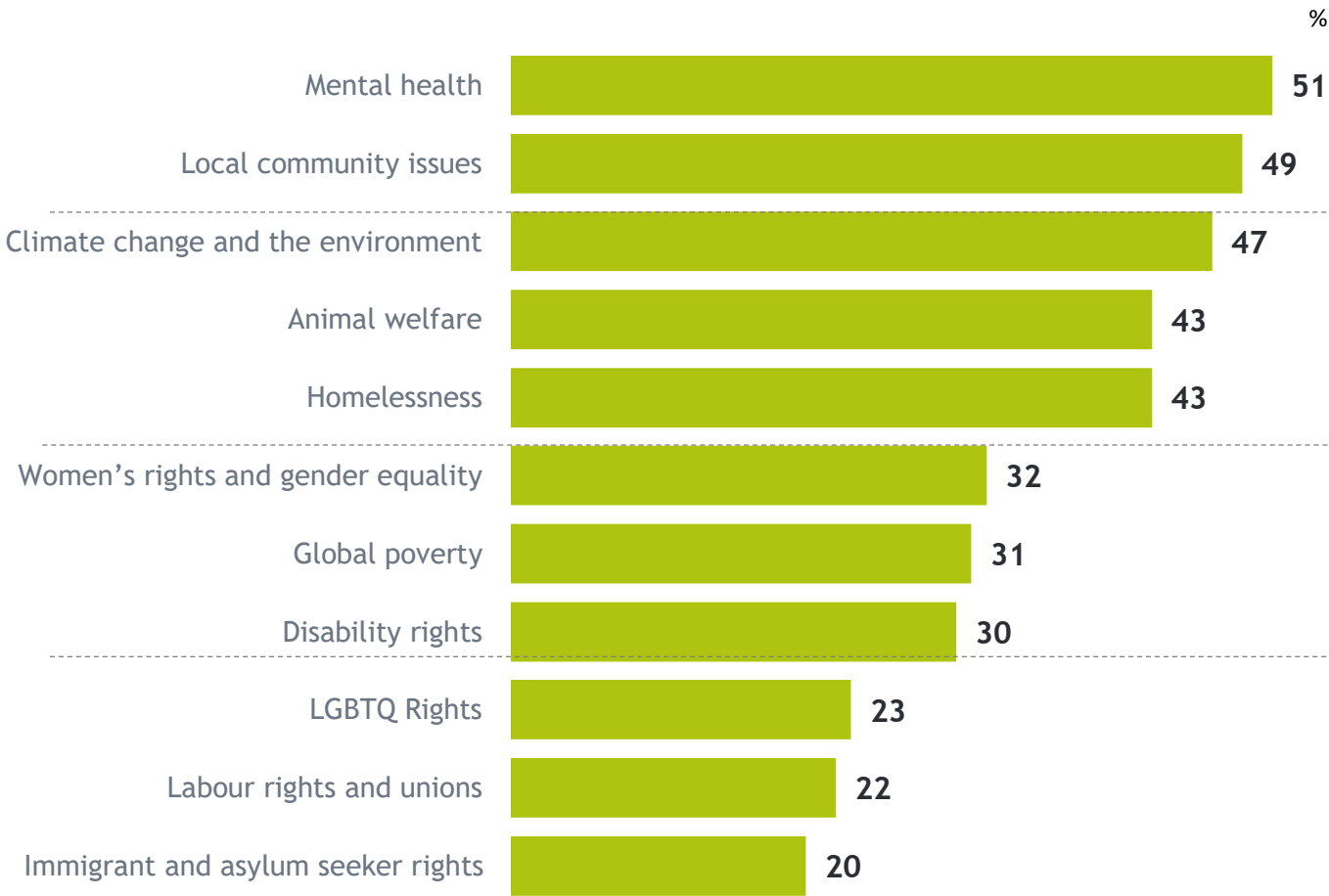
Incidence of being active in causes over the last 12 months

Base: All Adults N – 3,008



Statistically higher

Statistically lower

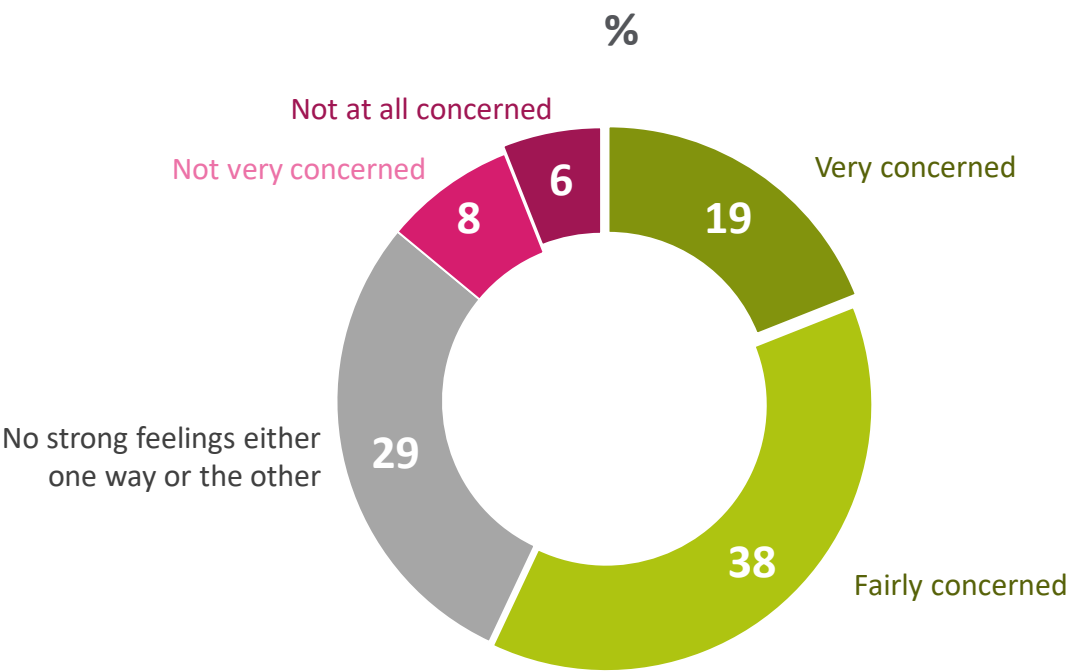
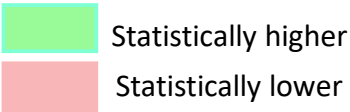


Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
47	70	33	57	57	35
43	68	33	53	51	47
48	63	25	44	66	32
42	53	32	45	54	29
42	56	26	45	55	31
29	48	13	32	48	19
30	48	11	27	49	17
28	42	15	31	39	21
22	32	9	23	36	10
20	31	15	19	34	11
18	32	8	15	36	7

Level of concern around protection of human rights of minorities



Base: All Adults N – 3,008

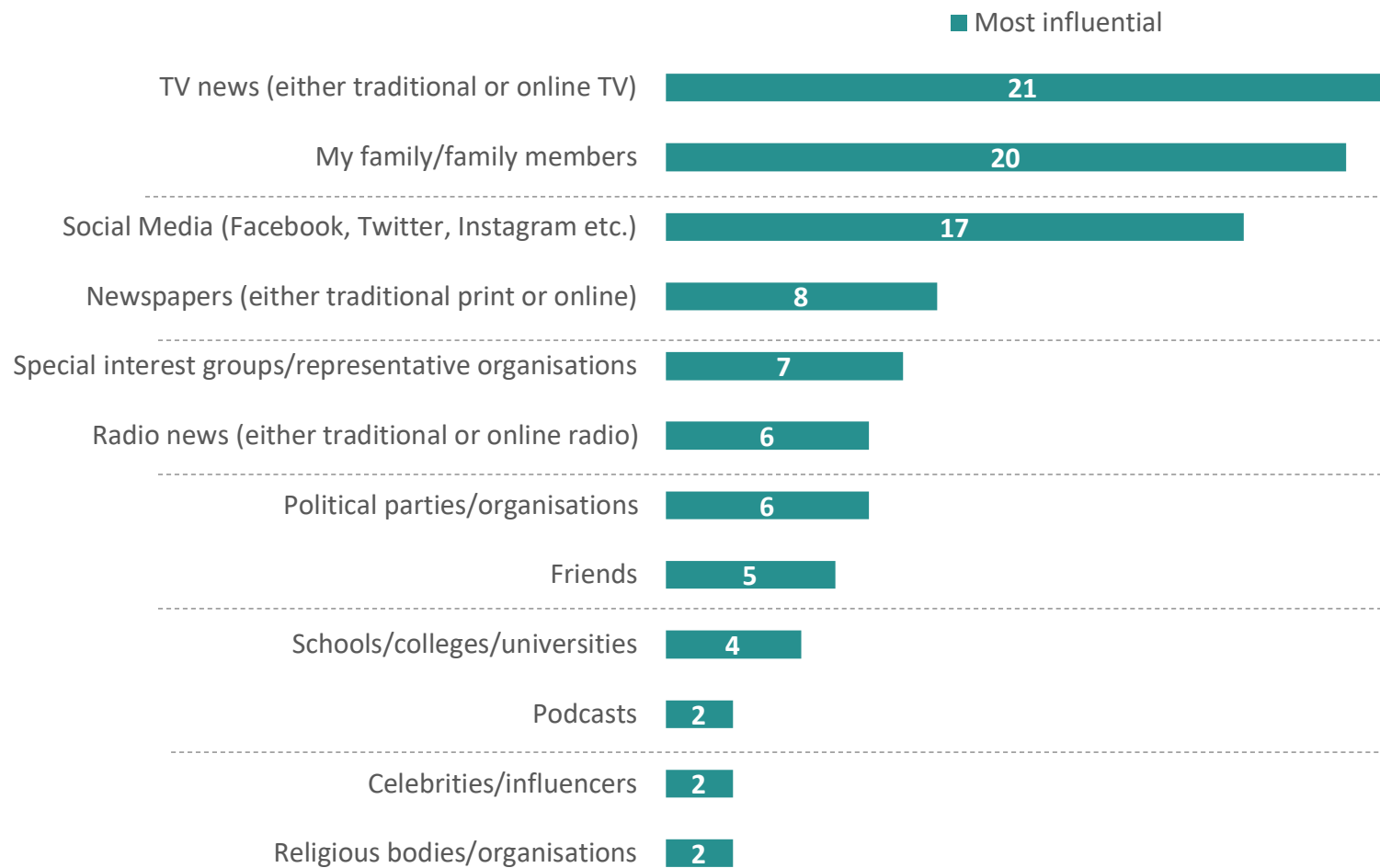
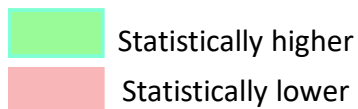


	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Very concerned	19	20	39	0	12	35	8
Fairly concerned	38	44	49	3	39	39	42
No strong feelings either one way or the other	29	27	9	28	39	18	40
Not very concerned	8	7	3	25	7	5	9
Not at all concerned	6	2	0	43	3	3	1
NET (Concerned)	57	64	88	4	50	74	50
NET (Not Concerned)	14	9	3	68	10	8	10
Mean	3.6	3.7	4.2	1.9	3.5	4.0	3.5



Greatest influence on views and opinions of key issues

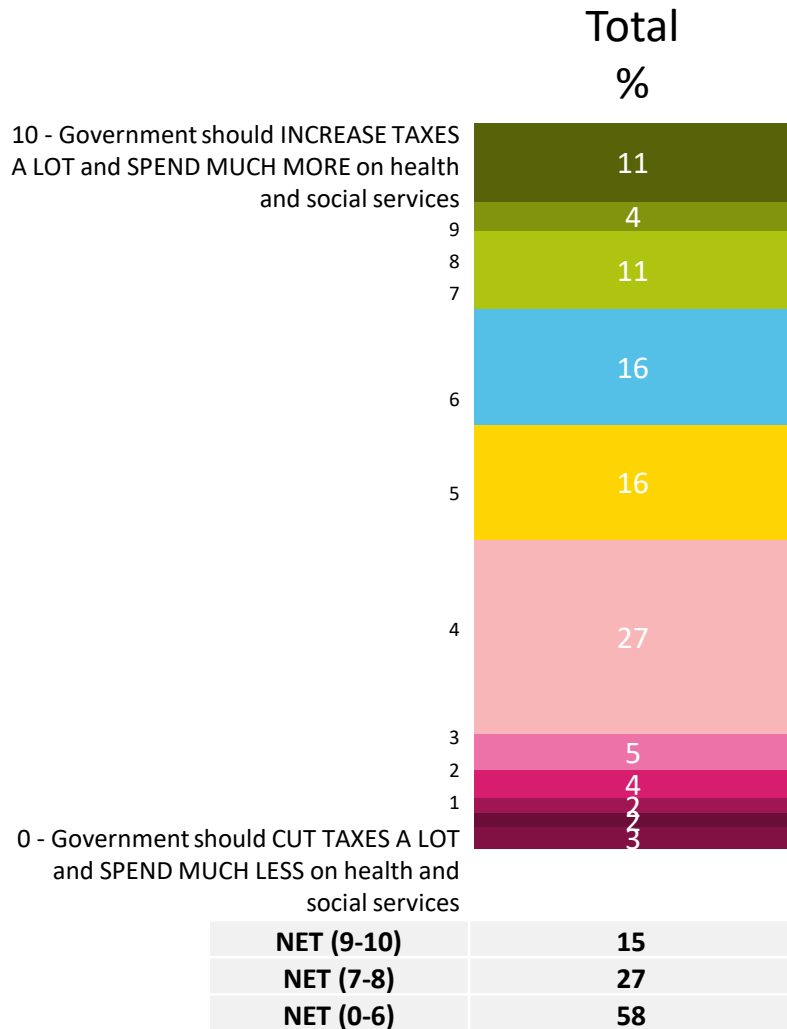
Base: All Adults N - 3,008



Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
21	18	18	15	15	43
15	20	32	30	13	9
19	18	11	20	21	6
8	7	6	3	10	18
7	12	7	7	9	5
6	5	5	2	6	14
8	7	4	4	5	5
5	5	9	6	6	1
5	4	1	6	5	-
2	1	2	1	3	1
2	1	2	3	3	-
2	2	3	3	4	-

Government should cut taxes and spend less - Rating

Base: All Adults N - 3,008



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
10 - Government should INCREASE TAXES A LOT and SPEND MUCH MORE on health and social services	11	11	15	8	11	16	6
9	4	4	5	1	2	6	4
8	11	13	15	8	8	13	12
7	16	20	19	12	12	14	20
6	16	17	16	12	16	14	17
5	27	22	21	30	33	21	33
4	5	3	4	8	7	6	4
3	4	3	2	7	5	4	1
2	2	2	1	3	2	2	1
1	2	2	-	3	2	1	1
0 - Government should CUT TAXES A LOT and SPEND MUCH LESS on health and social services	3	2	2	8	2	3	1
NET (9-10)	15	16	20	9	13	22	10
NET (7-8)	27	33	34	20	20	27	32
NET (0-6)	58	52	46	72	67	51	58
Mean	6.2	6.3	6.8	5.2	5.9	6.5	6.2

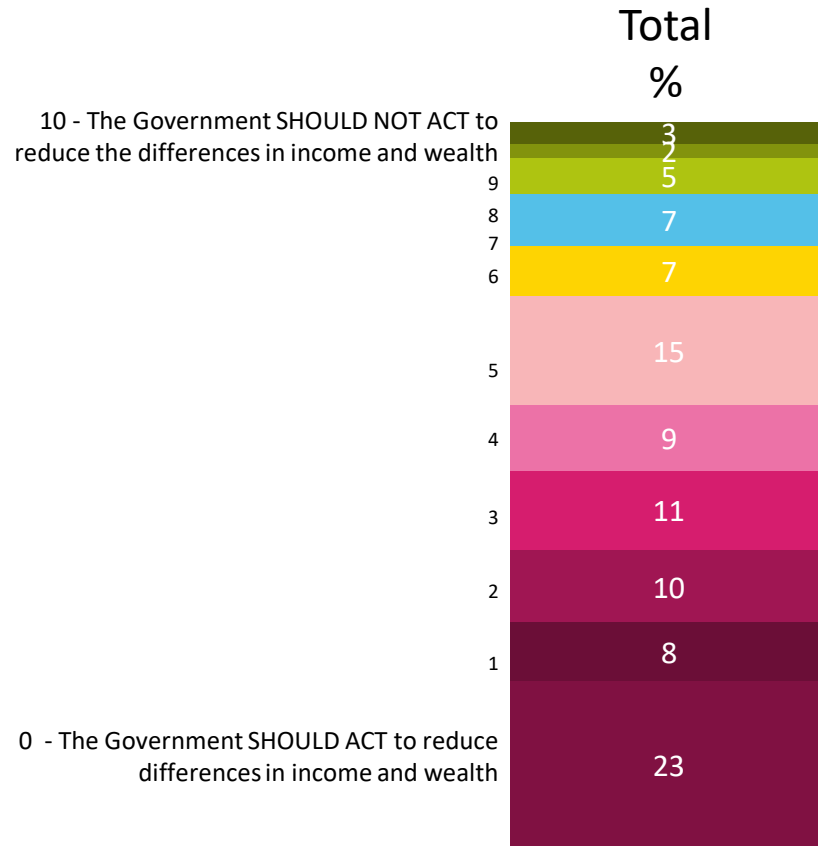
Statistically higher
 Statistically lower

Q.11 On a scale of 0 to 10, where 0 means government should CUT TAXES A LOT and SPEND MUCH LESS on health and social public services, and 10 means government should INCREASE TAXES A LOT and SPEND MUCH MORE on health and social public services. Where would you place yourself in terms of this scale?



Government should act to reduce differences in income and wealth - Rating

Base: All Adults N - 3,008



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
10 - The Government SHOULD NOT ACT to reduce the differences in income and wealth	3	2	3	5	4	4	2
9	2	2	2	3	1	2	1
8	5	5	5	6	5	6	5
7	7	6	5	10	7	5	6
6	7	8	5	8	8	6	8
5	15	14	7	20	16	15	19
4	9	8	7	7	9	9	12
3	11	14	9	6	12	11	11
2	10	13	10	8	8	9	11
1	8	8	10	5	8	6	9
0 - The Government SHOULD ACT to reduce differences in income and wealth	23	19	37	20	22	29	16
NET (9-10)	5	5	5	8	5	6	3
NET (7-8)	12	11	10	16	12	11	11
NET (0-6)	83	85	85	76	83	83	86
Mean	3.5	3.5	2.7	4.2	3.6	3.3	3.7

Statistically higher
Statistically lower

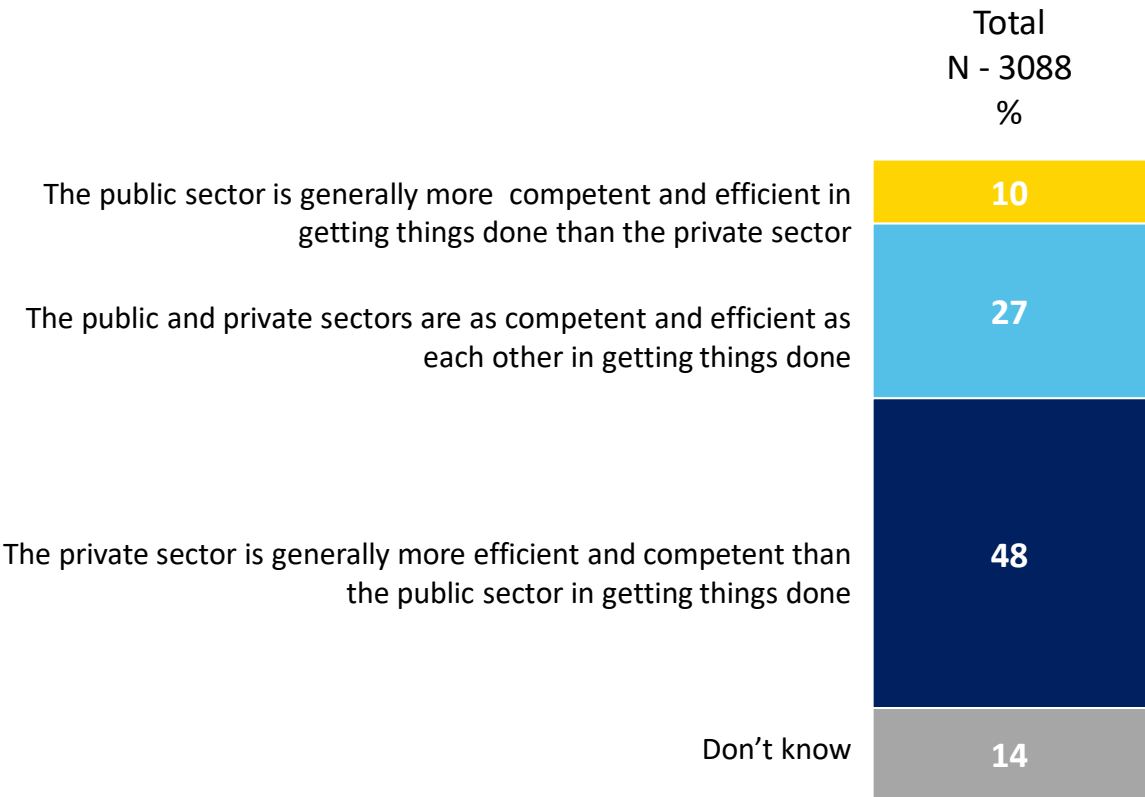
Q.12 On a scale from 0 to 10 where 0 means you strongly believe that the Irish government SHOULD ACT to reduce differences in income and wealth, and 10 means that you strongly believe that the government SHOULD NOT ACT to reduce differences in income and wealth, where would you place your view?



Public vs Private Sector in terms of competence and efficiency



Base: All Adults N - 3,008



Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
9	10	8	13	13	4
31	28	16	27	32	24
47	52	57	41	40	64
13	10	19	19	15	8

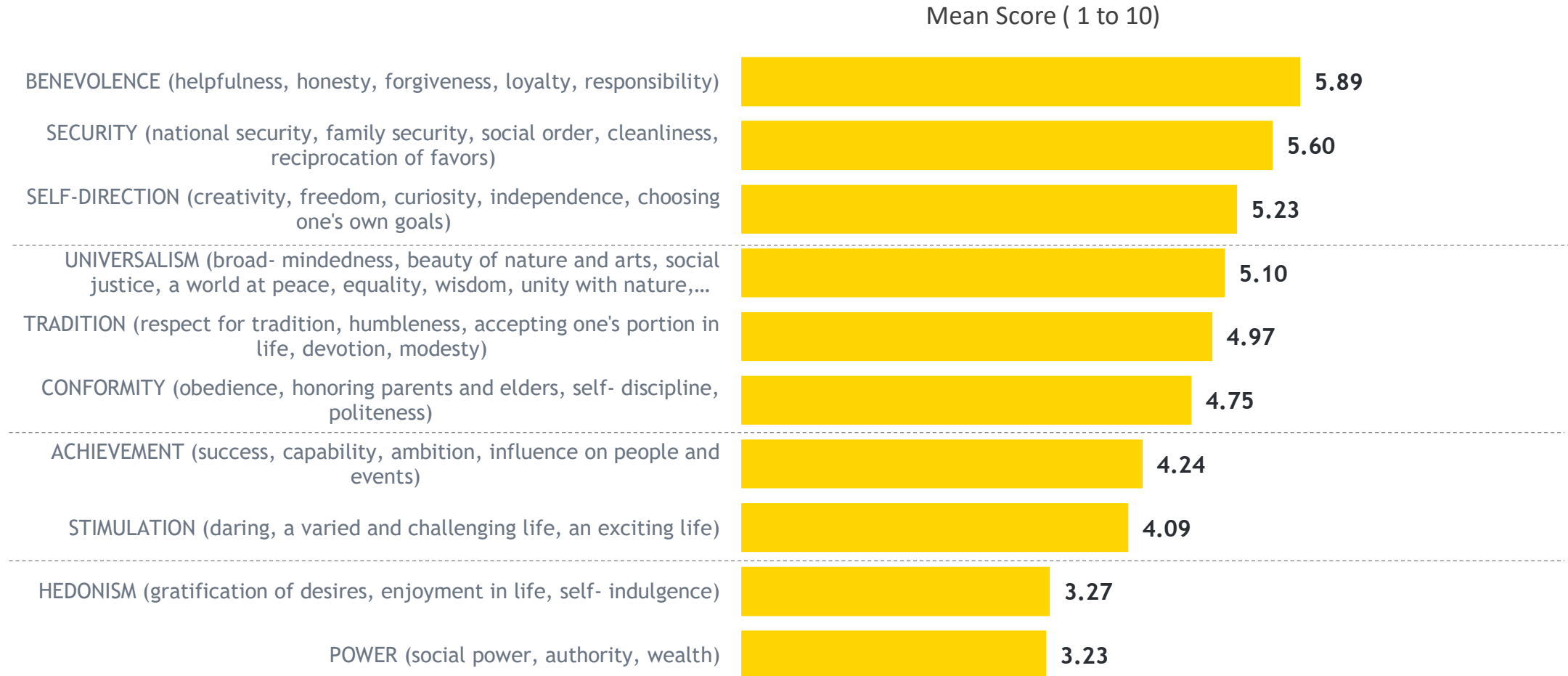
Statistically higher

Statistically lower



Life Guiding Principles in terms of importance

Base: All Adults N - 3,008



Q.14-24 Please rate the importance of the following values as a life-guiding principle for you. Use the 8-point scale in which 0 indicates that the value is opposed to your principles, 1 indicates that the value is not important for you, 4 indicates that the value is important, and 8 indicates that the value is of supreme importance for you.





Life Guiding Principles in terms of importance

Base: All Adults N - 3,008



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
M7. BENEVOLENCE (helpfulness, honesty, forgiveness, loyalty, responsibility)	5.9	5.8	6.6	5	5.8	6.2	5.9
10. SECURITY (national security, family security, social order, cleanliness, reciprocation of favors)	5.6	5.6	5.7	5.5	5.6	5.4	5.7
- 5. SELF-DIRECTION (creativity, freedom, curiosity, independence, choosing one's own goals)	5.2	5.1	5.8	4.9	5	5.5	5.2
6. UNIVERSALISM (broad- mindedness, beauty of nature and arts, social justice, a world at peace, equality, wisdom, unity with nature, environmental protection)	5.1	5.1	6	4	4.8	5.7	5.1
8. TRADITION (respect for tradition, humbleness, accepting one's portion in life, devotion, modesty)	5.0	4.8	5.1	4.8	5.3	4.6	5.1
9. CONFORMITY (obedience, honoring parents and elders, self- discipline, politeness)	4.7	4.7	4.5	4.7	5	4.4	4.9
2. ACHIEVEMENT (success, capability, ambition, influence on people and events)	4.2	4.2	4.3	4	4.4	4.3	3.9
4. STIMULATION (daring, a varied and challenging life, an exciting life)	4.1	4	4.4	3.8	4.1	4.5	3.7
3. HEDONISM (gratification of desires, enjoyment in life, self-indulgence)	3.3	3.2	3	3.3	3.6	3.5	2.6
1. POWER (social power, authority, wealth)	3.2	3.4	3	3.1	3.3	3.2	3.1

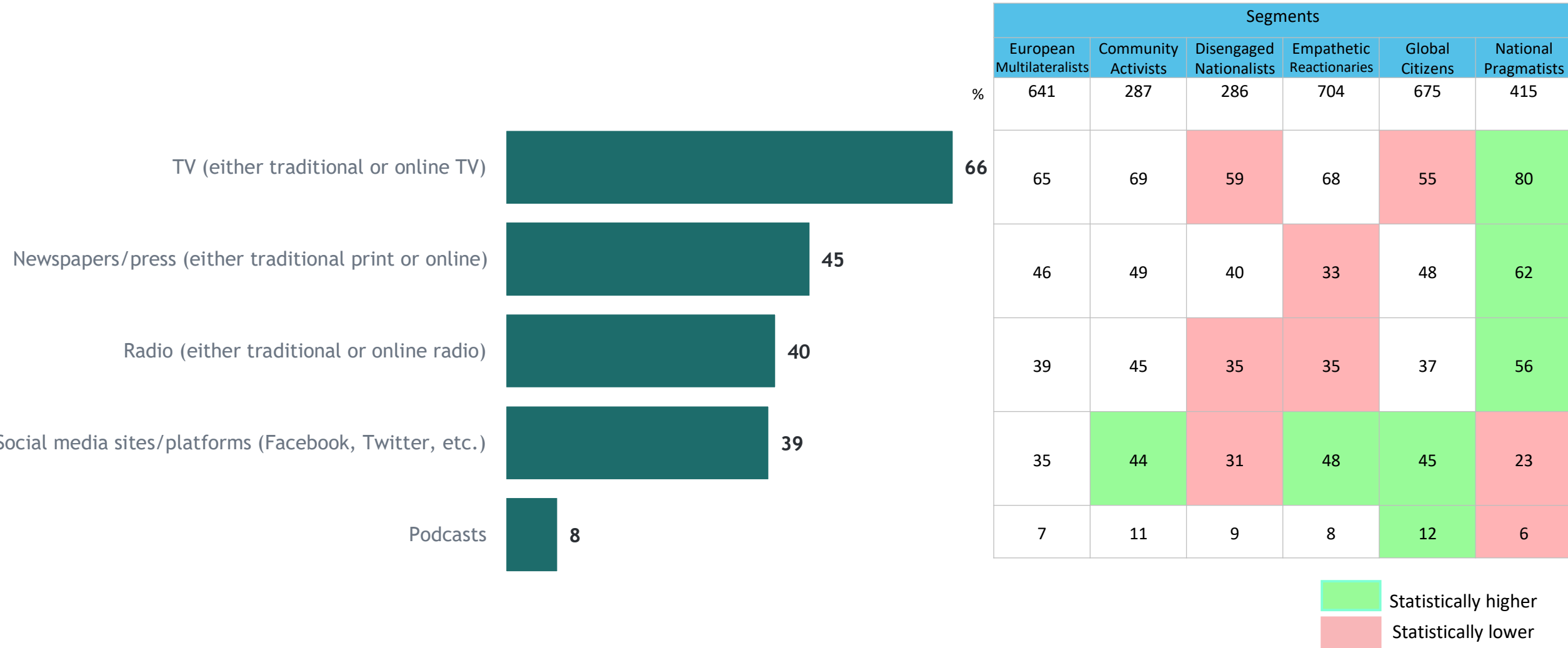
 Statistically higher
 Statistically lower

Q.14-24 Please rate the importance of the following values as a life-guiding principle for you. Use the 8-point scale in which 0 indicates that the value is opposed to your principles, 1 indicates that the value is not important for you, 4 indicates that the value is important, and 8 indicates that the value is of supreme importance for you.



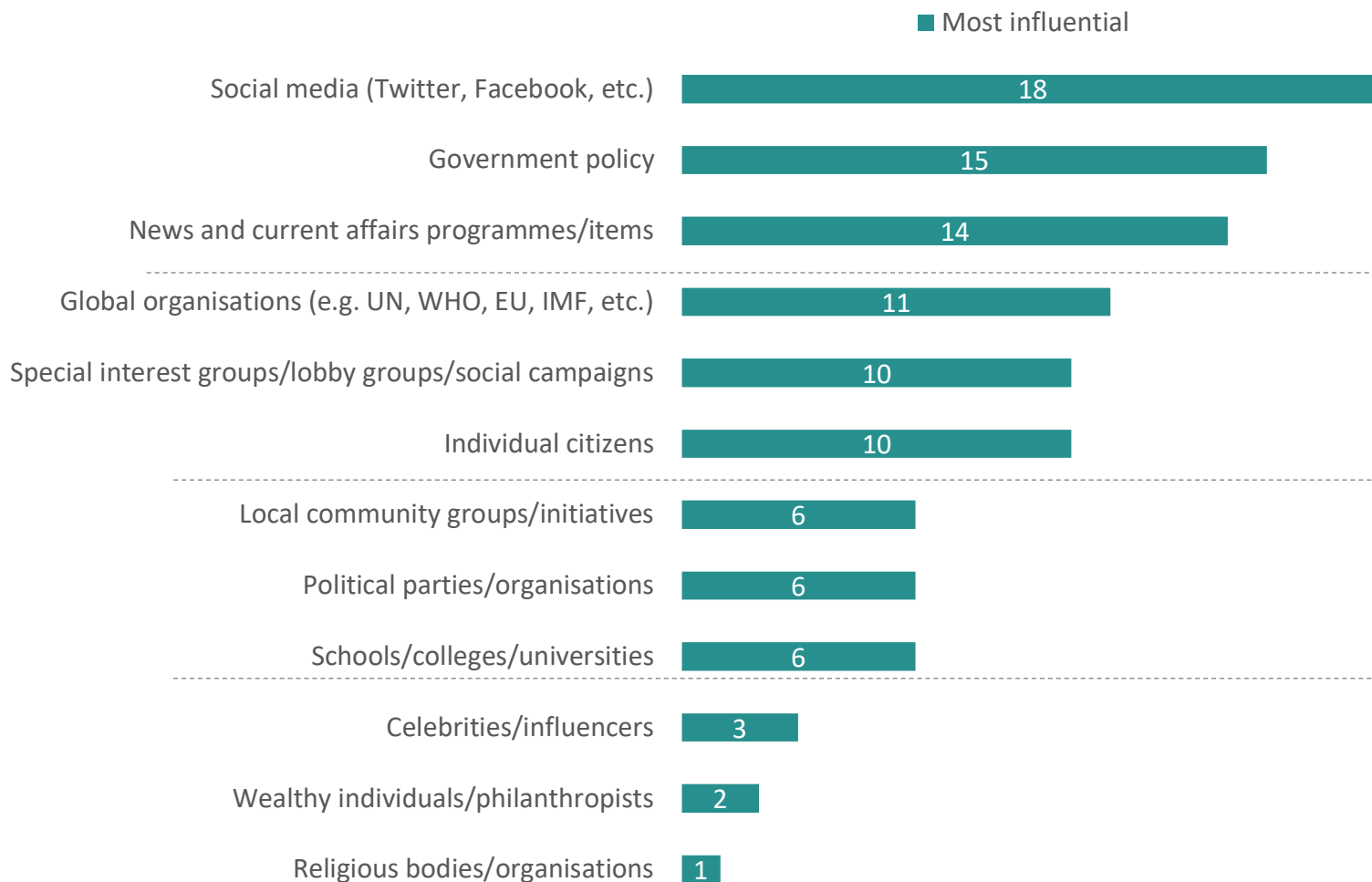
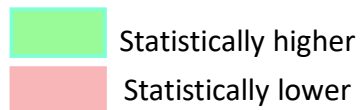
Most influential in bringing about social change

Base: All Adults N - 3,008



Most influential in bringing about social change

Base: All Adults N - 3,008



Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
18	20	14	23	19	11
16	14	16	13	12	21
14	9	13	13	11	21
11	13	6	9	13	12
10	15	7	7	11	11
7	8	16	11	11	6
5	7	8	5	4	8
6	4	7	4	6	7
6	5	4	7	7	3
3	2	3	4	3	1
2	5	3	2	2	0
1	0	2	2	1	0



Most influential in bringing about social change - TOTAL Mentions

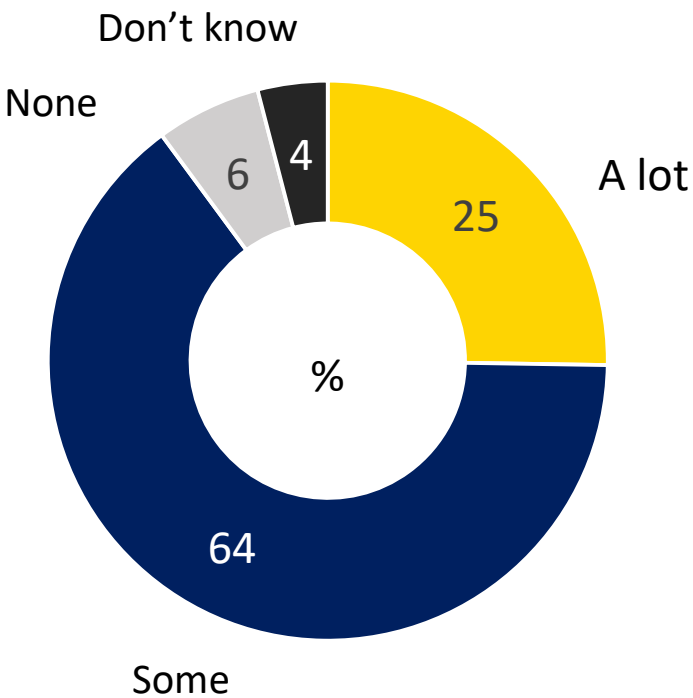
Base: All Adults N - 3,008



Statistically higher
Statistically lower

	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Government policy	41	40	36	43	35	39	52
News and current affairs programmes/items	38	41	33	33	36	34	50
Social media (Twitter, Facebook, etc.)	34	33	33	29	41	37	23
Global organisations (e.g. UN, WHO, EU, IMF, etc.)	34	39	34	21	29	38	40
Special interest groups/lobby groups/social campaigns	31	32	47	26	24	31	36
Individual citizens	26	21	19	38	30	30	18
Local community groups/initiatives	23	19	30	28	25	18	24
Political parties/organisations	23	24	19	27	21	21	28
Schools/colleges/universities	21	22	20	21	22	21	15
Celebrities/influencers	13	12	11	12	19	13	5
Wealthy individuals/philanthropists	11	12	13	13	10	11	6
Religious bodies/organisations	6	5	4	9	7	6	2





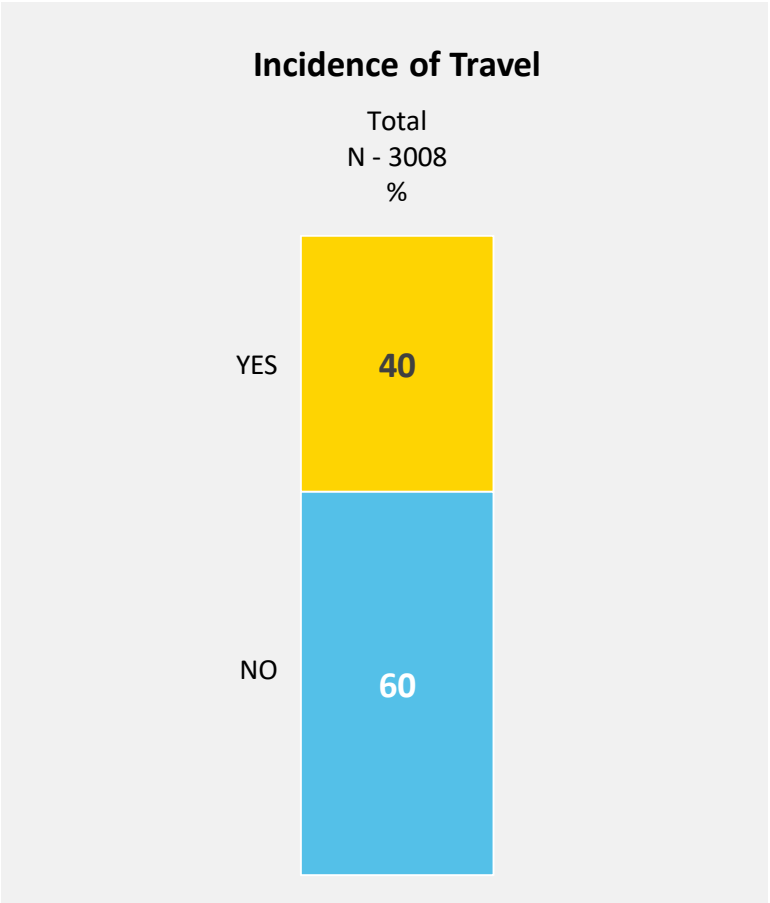
	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
A lot	25	25	35	11	23	34	20
Some	64	67	61	45	70	56	75
None	6	4	2	30	4	6	2
Don't know	4	3	2	15	3	3	3

Statistically higher

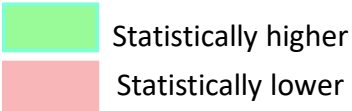
Statistically lower

Incidence of Travelling Overseas to Developing Country

Base: All Adults N - 3,008

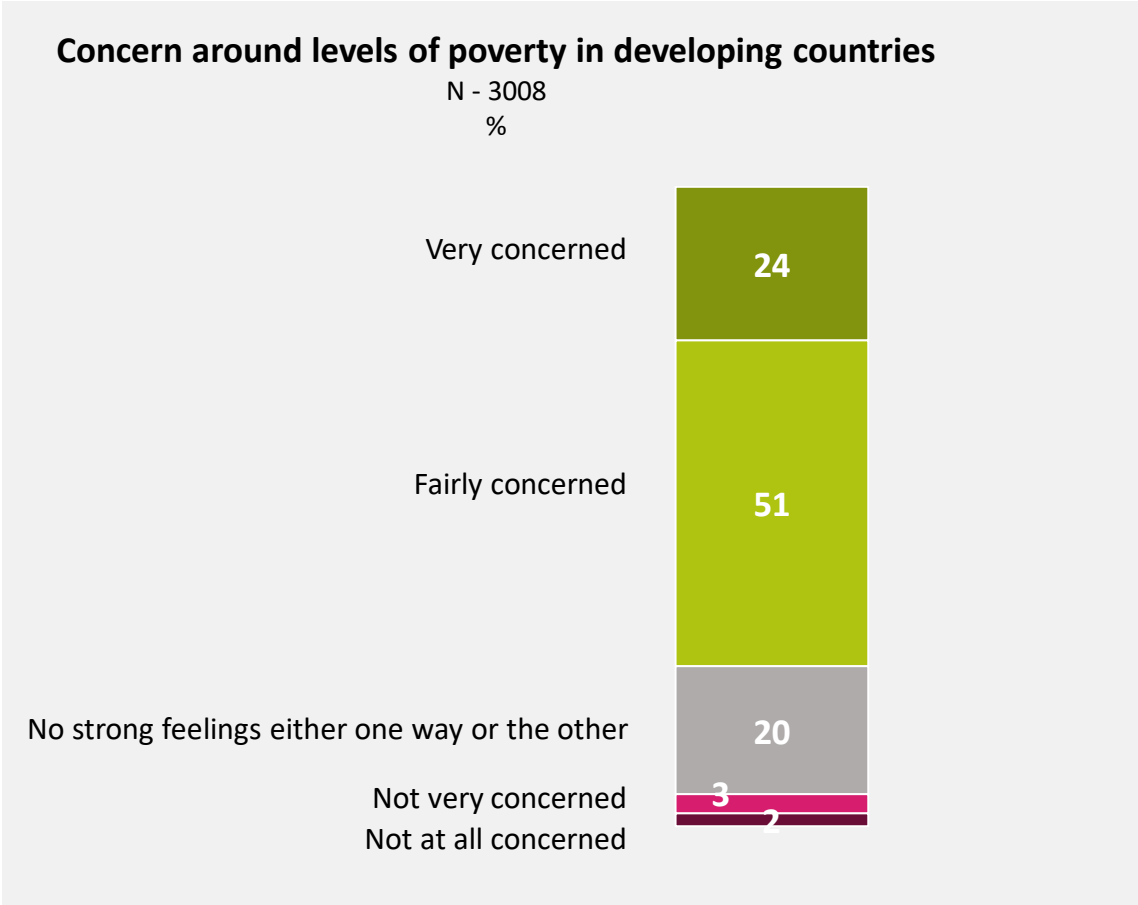


Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
45	48	30	28	56	32
55	52	70	72	44	68



Concern about Poverty in developing countries

Base: All Adults N - 3,008



NET (Concerned) 75%
NET (not Concerned) 5%
Mean 3.9

	Segments					
	European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
	641	287	286	704	675	415
Very concerned	24	48	1	20	39	11
Fairly concerned	55	49	15	58	44	64
No strong feelings either one way or the other	19	3	46	21	14	24
Not very concerned	2	-	21	1	3	1
Not at all concerned	0	-	16	0	0	0
NET (Concerned)	80	97	16	78	83	74
NET (Not Concerned)	2	-	38	1	3	1
Mean	4.0	4.5	2.6	4.0	4.2	3.8

Statistically higher
Statistically lower

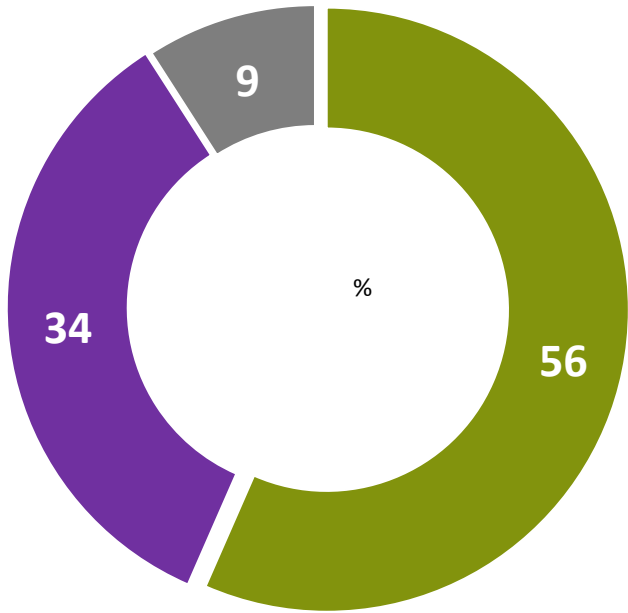


Attitudes towards capabilities of developing countries

Base: All Adults N – 3,008



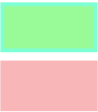
No strong opinion either way



Developing countries are stuck where they are for the foreseeable future

Developing countries can make progress

	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Developing countries can make progress	56	59	72	38	51	63	55
Developing countries are stuck where they are for the foreseeable future	34	35	25	35	38	30	37
No strong opinion either way	9	6	3	27	11	6	8

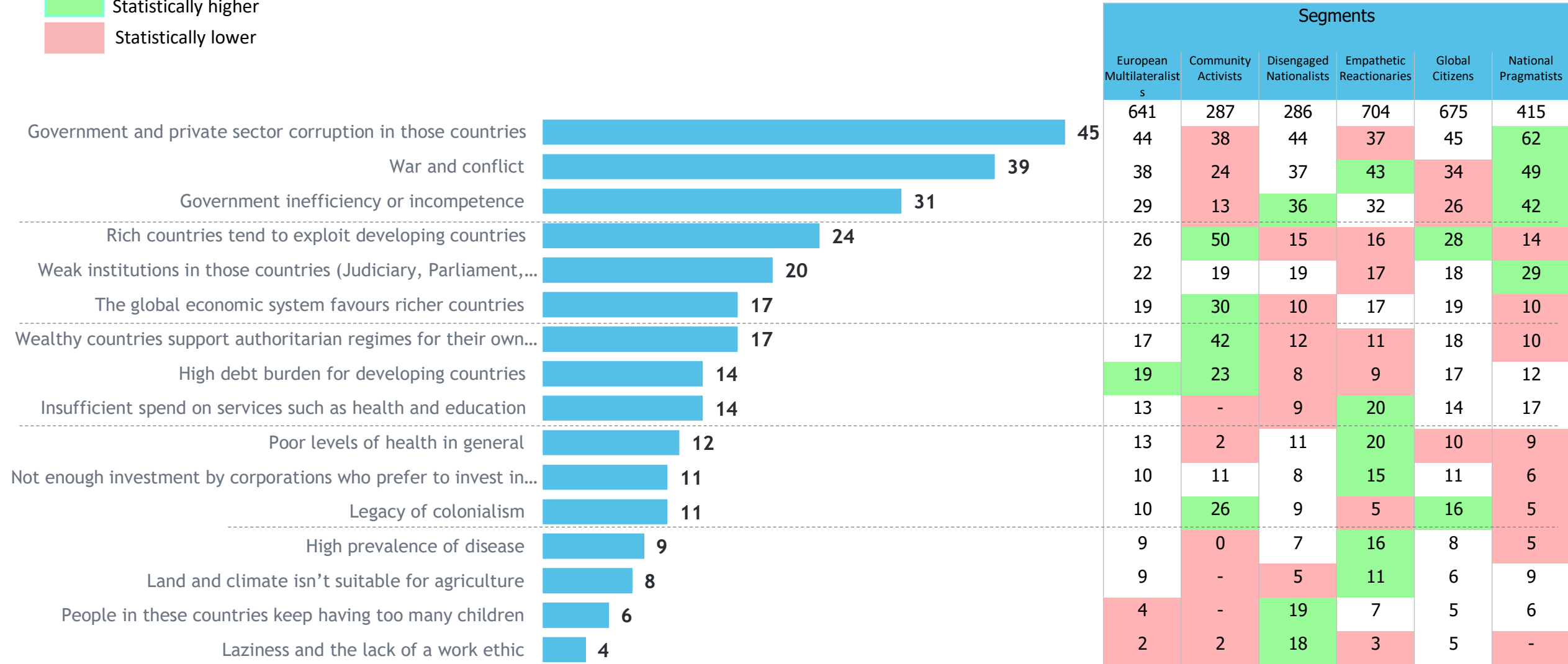
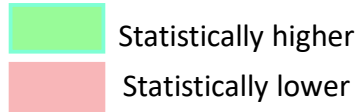


Statistically higher
Statistically lower



Main causes of poverty in developing countries

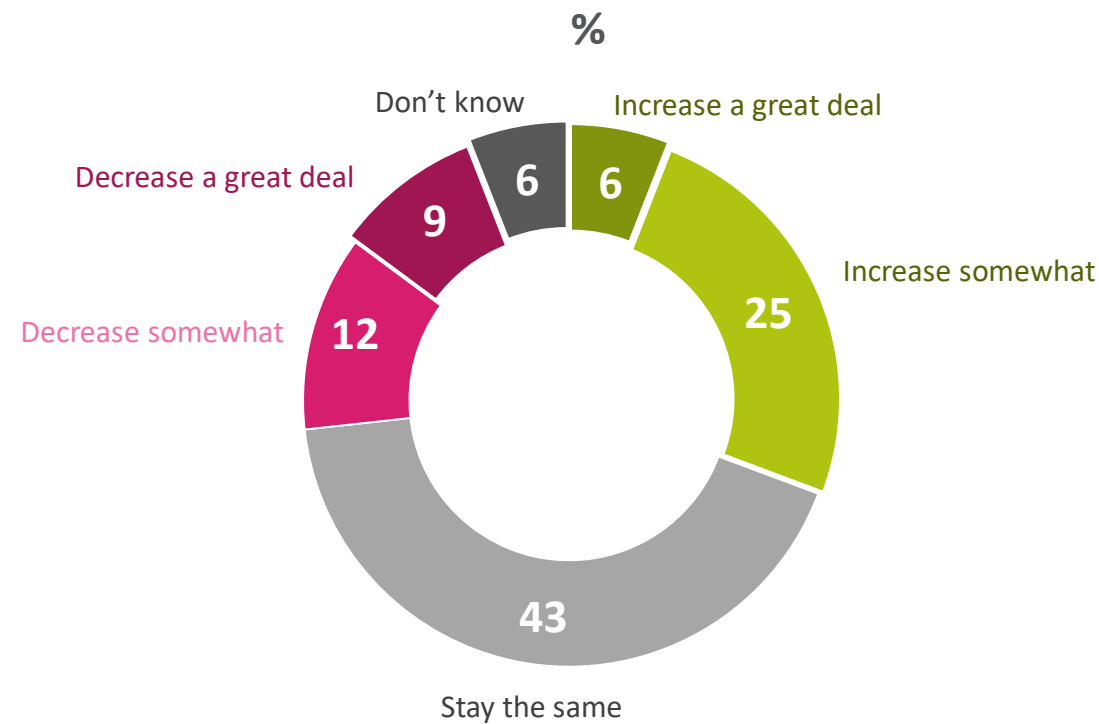
Base: All Adults N – 3,008



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



Base: All Adults N – 3,008



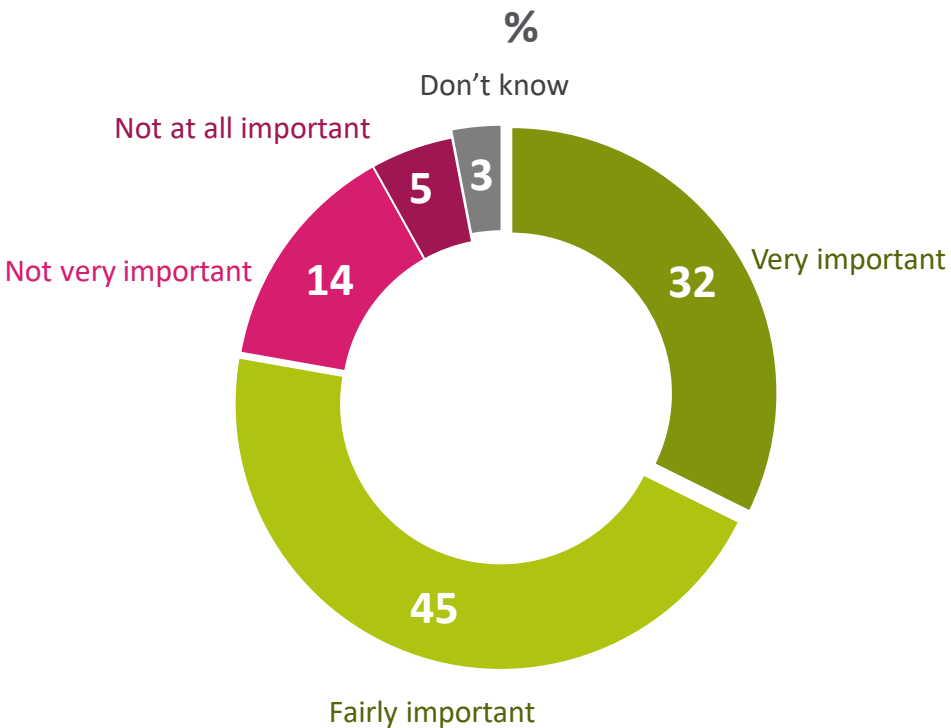
	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
	%	%	%	%	%	%	%
Increase a great deal	6	6	10	0	4	13	1
Increase somewhat	25	28	45	4	19	34	19
Stay the same	43	44	34	20	51	35	57
Decrease somewhat	12	11	4	19	14	8	14
Decrease a great deal	9	3	2	50	6	4	4
Don't know	6	7	5	8	6	6	5
NET (Increase)	31	35	55	4	22	47	20
NET (Decrease)	21	14	6	68	20	12	18
Mean	3.1	3.3	3.6	1.8	3.0	3.5	3.0

Statistically higher
Statistically lower



Importance of Irish Government providing overseas aid

Base: All Adults N – 3,008



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
	%	%	%	%	%	%	%
Very important	32	34	62	2	24	44	30
Fairly important	45	49	34	17	54	41	56
Not very important	14	13	3	39	15	11	12
Not at all important	5	2	1	34	3	2	1
Don't know	3	3	-	8	5	2	1
NET (Important)	77	83	96	19	78	85	86
NET (Not Important)	19	14	4	73	17	13	13
Mean	3.1	3.2	3.6	1.8	3.0	3.3	3.2

Statistically higher

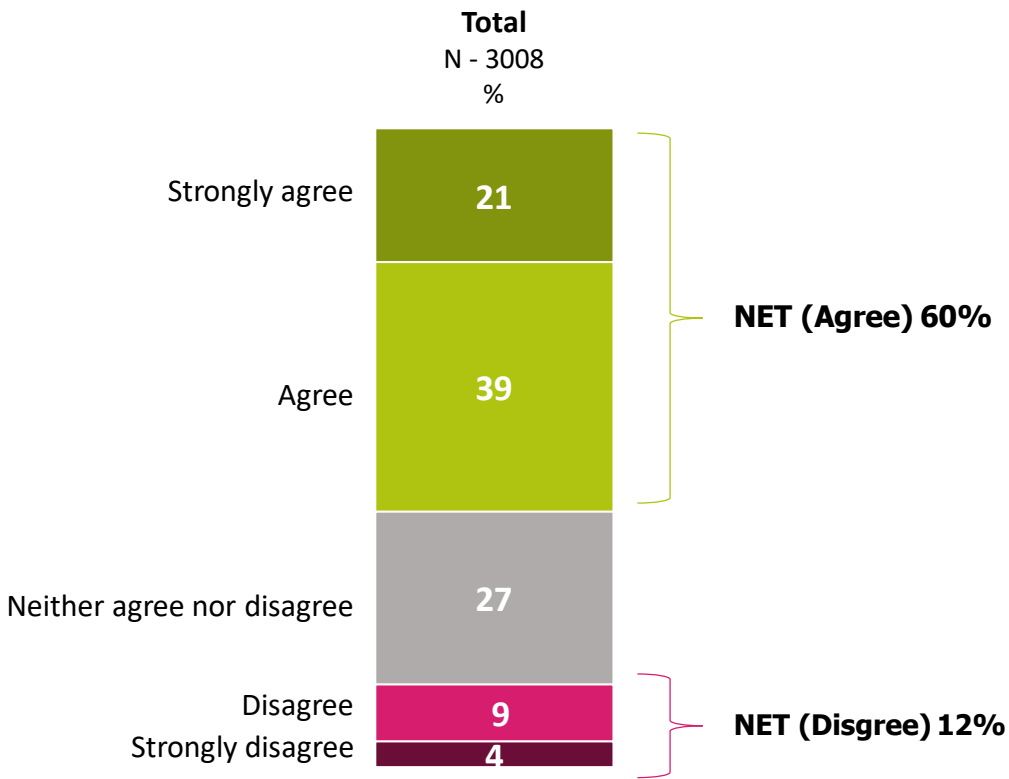
Statistically lower



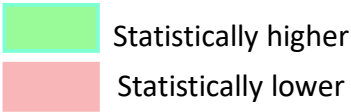
Level of agreement that Citizens of Ireland have a moral obligation to personally support overseas aid



Base: All Adults N – 3,008



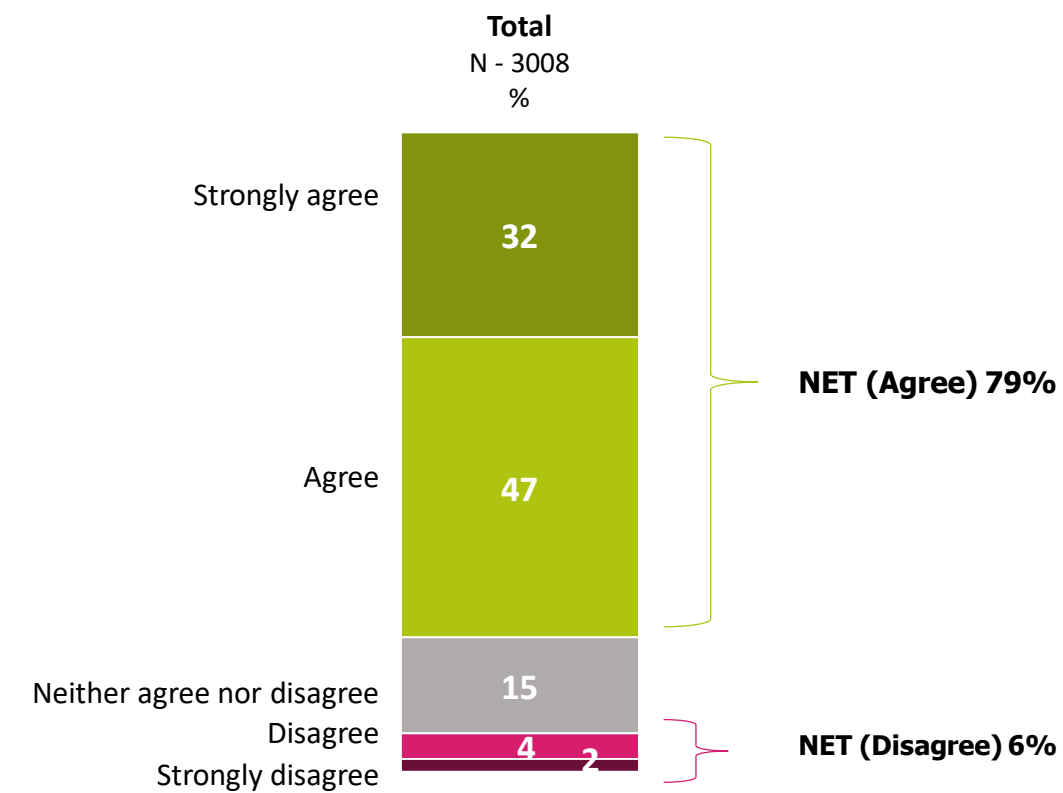
	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Strongly agree	21	21	51	0	12	31	15
Agree	39	44	40	6	42	41	47
Neither agree nor disagree	27	28	7	31	38	21	29
Disagree	9	6	1	34	6	5	7
Strongly disagree	4	1	1	28	2	1	2
NET (Agree)	60	65	91	6	54	72	62
NET (Disagree)	12	7	2	63	8	6	9
Mean	3.6	3.8	4.4	2.2	3.6	4.0	3.7



Level of agreement that Overseas aid can help bring about positive change for those living in developing countries



Base: All Adults N – 3,008



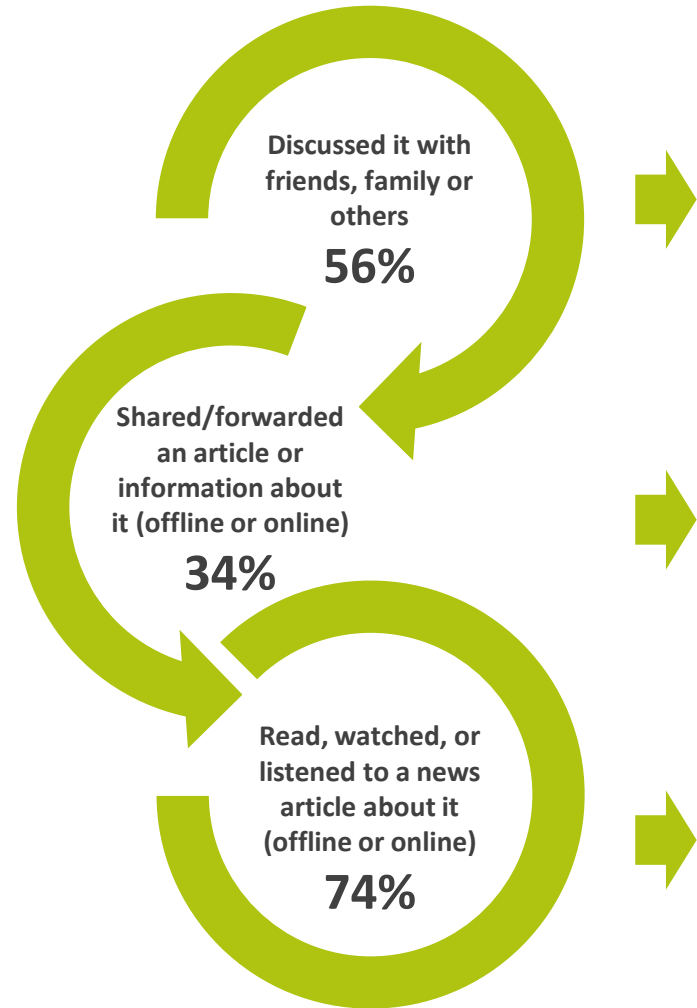
	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Strongly agree	32	34	52	6	26	43	30
Agree	47	49	40	24	56	42	56
Neither agree nor disagree	15	14	7	35	14	12	12
Disagree	4	2	1	20	3	3	2
Strongly disagree	2	0	0	15	1	0	0
NET (Agree)	79	84	92	30	82	85	86
NET (Disagree)	6	2	2	35	4	3	2
Mean	4.0	4.2	4.4	2.9	4.0	4.2	4.1

Statistically higher

Statistically lower

Actions taken in relation to global poverty & development in past 12 months

Base: All Adults N – 3,008



Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
54	75	35	56	70	44

Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
34	53	16	32	52	12

Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
75	90	48	70	83	75

Statistically higher
 Statistically lower

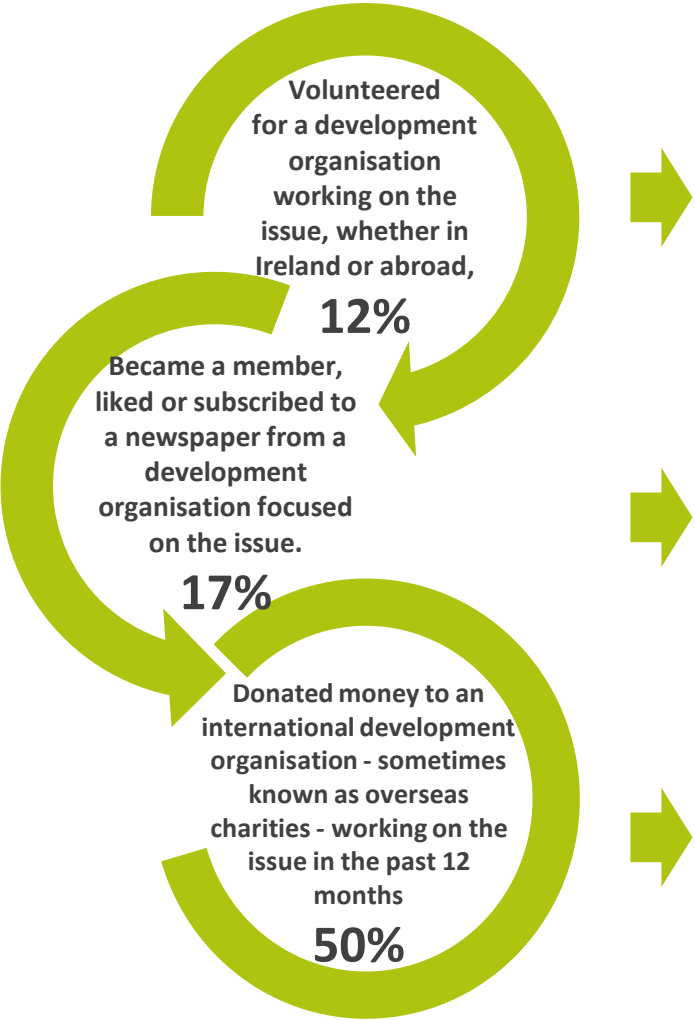
Actions taken in relation to global poverty in past 12 months

Base: All Adults N – 3,008

Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
10	13	6	12	24	3

Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
17	24	7	14	31	7

Segments					
European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
641	287	286	704	675	415
51	68	22	48	58	46



Statistically higher
Statistically lower

Support for efforts to address global poverty

Base: All Adults N – 3,008

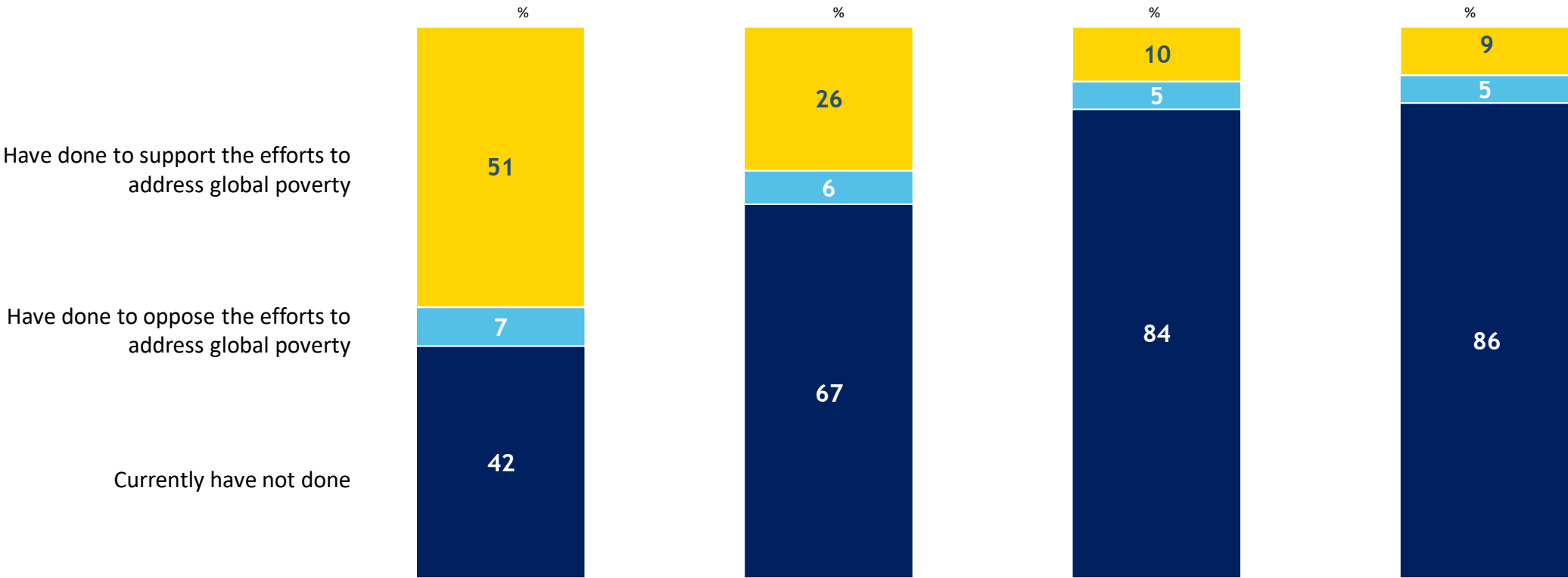


Purchased products/services or boycotted products/services related to the issue (e.g. purchased Fairtrade, or products from a charity shop)

Used your voice to influence the issue (e.g. signed a petition, written a blog, etc.)

Contacted a TD or other elected official (e.g. in person, by phone letter or using Twitter, Facebook or other social media)

Participated in a march, rally, protest, or other large event on the issue





Support for efforts to address global poverty

Base: All Adults N – 3,008

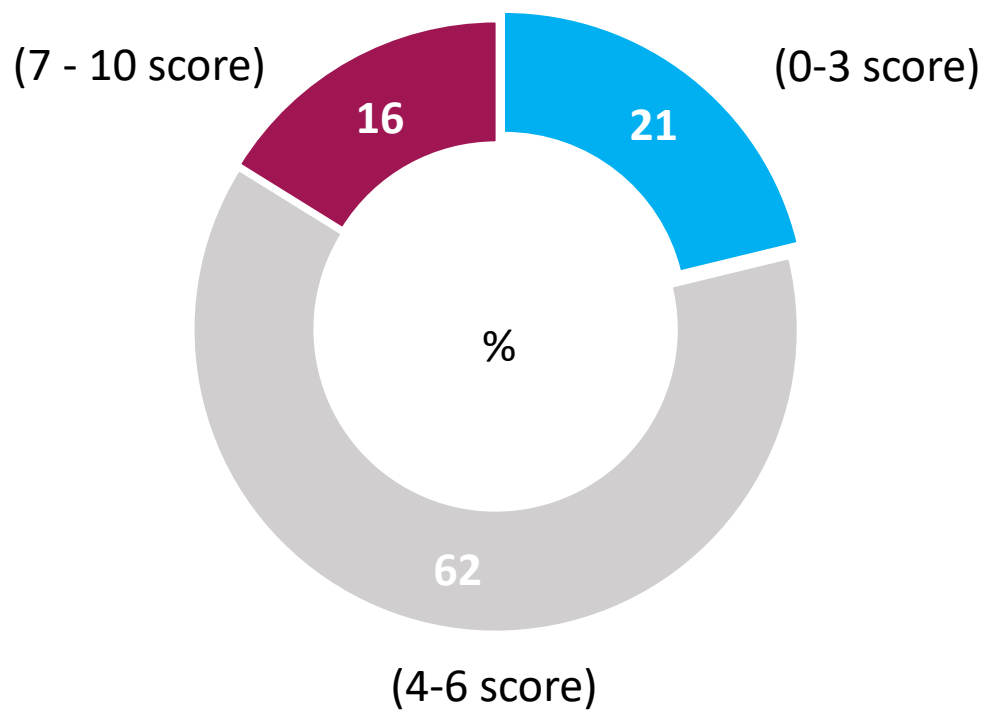
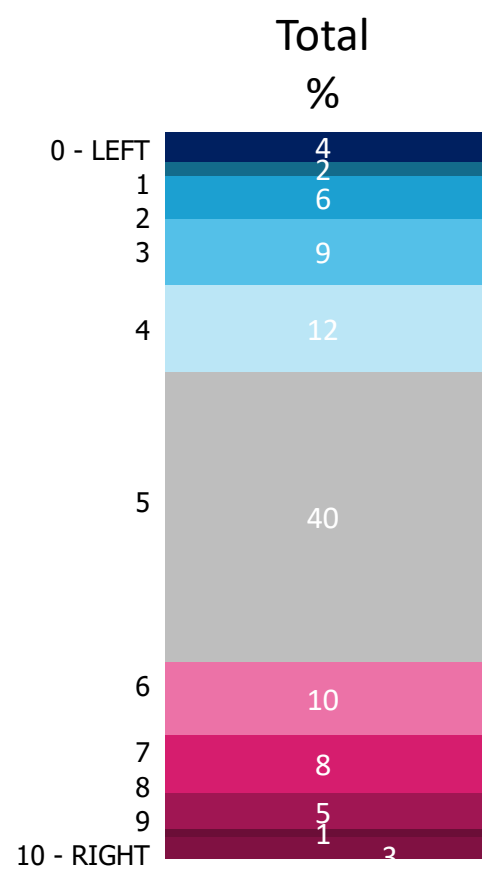


	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
	%	%	%	%	%	%	%
Purchased products/services or boycotted products/services related to the issue (e.g. purchased Fairtrade, or products from a charity shop)	51	53	72	19	45	64	51
Used your voice to influence the issue (e.g. signed a petition, written a blog, etc.)	26	24	45	5	23	46	11
Contacted a TD or other elected official (e.g. in person, by phone letter or using Twitter, Facebook or other social media)	10	9	14	3	11	19	2
Participated in a march, rally, protest, or other large event on the issue	9	9	14	3	7	20	1

 Statistically higher
 Statistically lower

Political persuasion

Base: All Adults N – 3,008





Political persuasion

Base: All Adults N – 3,008



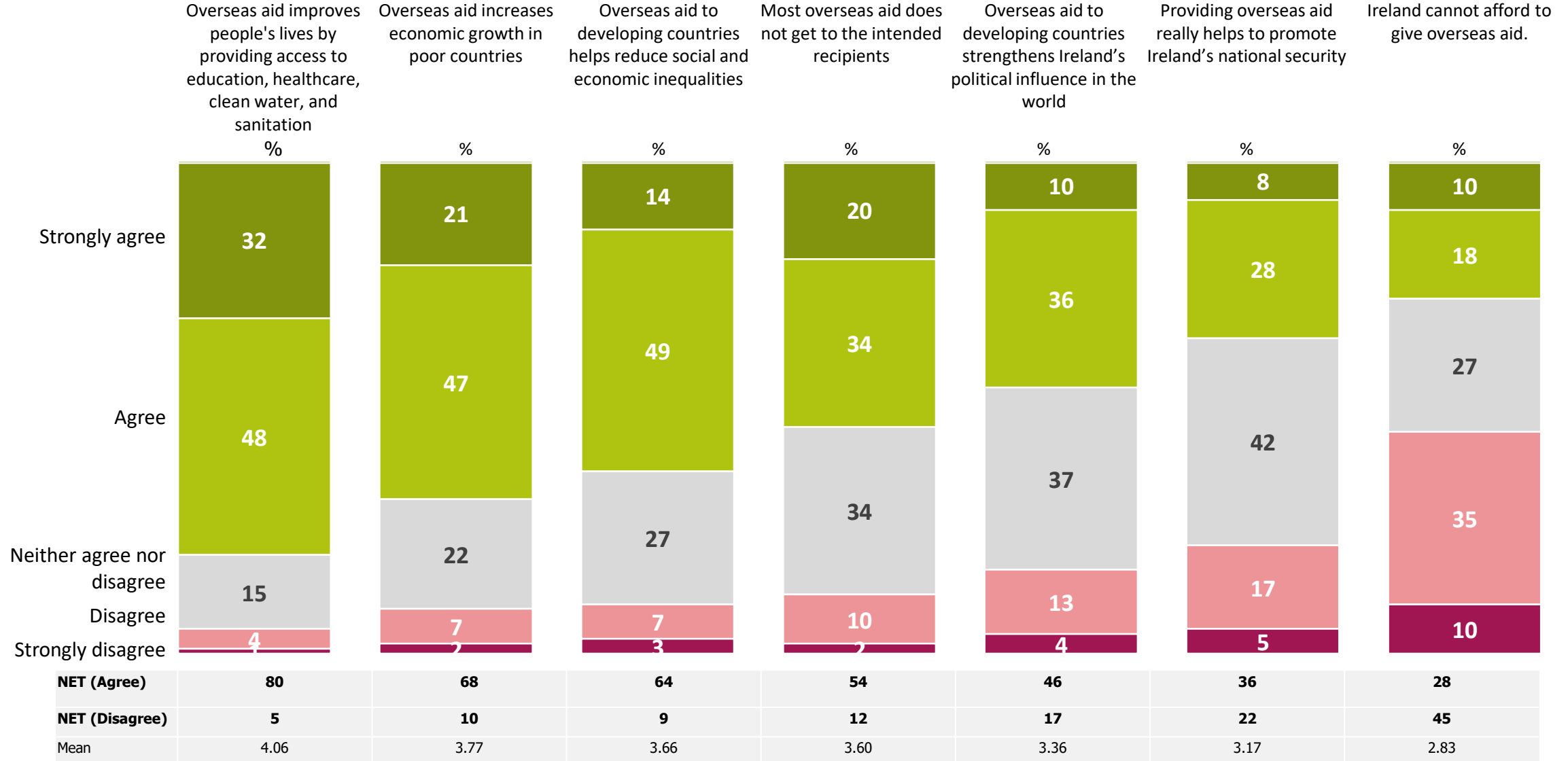
	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
5	40	38	27	43	52	30	43
4	12	15	11	6	10	12	16
6	10	12	10	12	8	8	12
3	9	10	15	6	5	14	9
7	8	7	6	12	7	7	9
2	6	6	11	1	3	9	4
8	5	3	3	11	4	5	5
0 - Left	4	2	8	2	5	7	2
10 - Right	3	3	4	3	3	4	1
1	2	2	5	1	1	4	1
9	1	2	1	3	2	1	-
NET (9-10)	4	4	5	6	5	5	1
NET (7-8)	12	10	9	23	11	12	13
NET (0-6)	84	86	86	71	84	84	86
Mean	4.8	4.8	4.2	5.6	5.0	4.4	4.9

 Statistically higher
 Statistically lower



Agreement levels about aid from the Irish Government

Base: All Adults N – 3,008



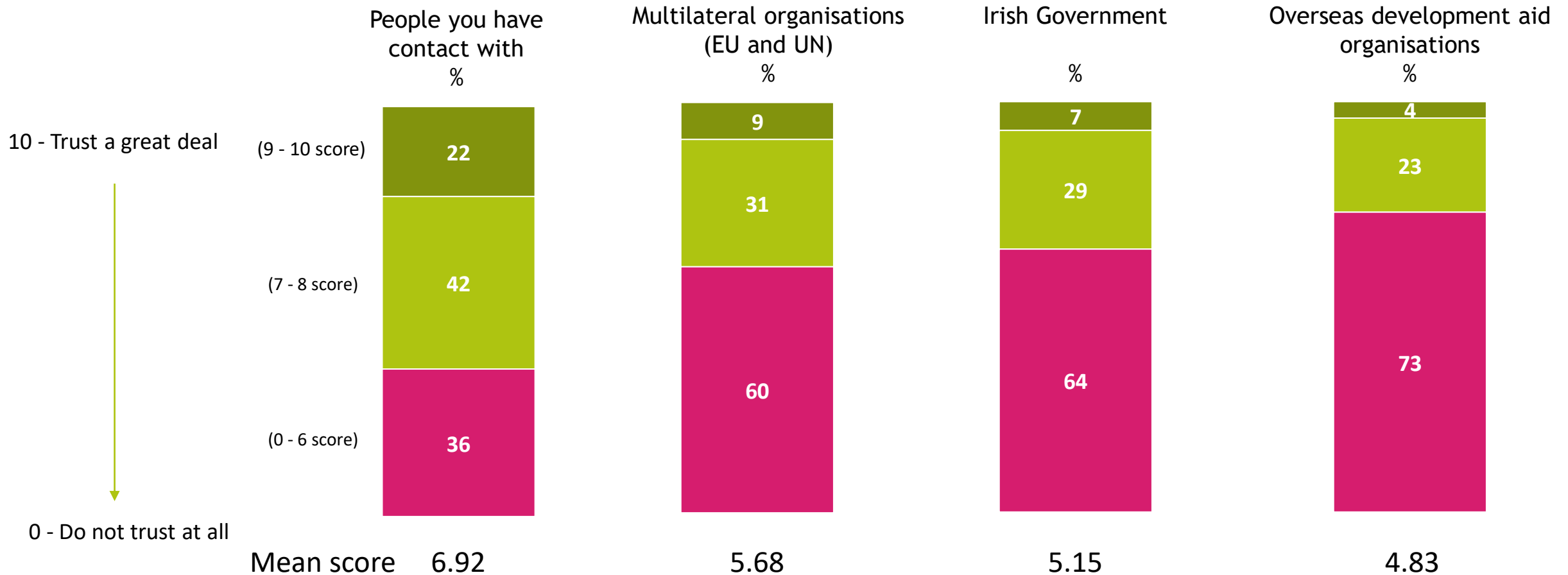
Agreement levels about aid from the Irish Government x Segments

Net Agree

Base: All Adults N – 3,008

		SEGMENTS					
	NET AGREE	European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
Overseas aid improves people's lives by providing access to education, healthcare, clean water, and sanitation	80	84	92	39	80	82	92
Overseas aid increases economic growth in poor countries	68	71	84	25	68	74	75
Overseas aid to developing countries helps reduce social and economic inequalities	64	68	84	23	60	71	70
Most overseas aid does not get to the intended recipients	54	53	52	69	53	52	50
Overseas aid to developing countries strengthens Ireland's political influence in the world	46	49	57	17	45	57	41
Providing overseas aid really helps to promote Ireland's national security	36	39	49	11	35	46	28
Ireland cannot afford to give overseas aid.	28	21	13	67	33	24	19

Statistically higher
 Statistically lower



Trust x Segments (Mean Scores)

Base: All Adults N – 3,008



People you generally have contact with	Total	SEGMENTS					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
NET (9-10)	22	20	31	16	20	21	28
NET (7-8)	42	43	46	34	42	38	47
NET (0-6)	36	37	23	50	38	40	25
Mean	6.9	6.9	7.5	6.0	6.8	6.8	7.5

Irish Government	Total	SEGMENTS					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
NET (9-10)	7	11	10	3	5	9	7
NET (7-8)	29	33	29	15	22	29	43
NET (0-6)	64	56	61	82	73	62	50
Mean	5.1	5.8	5.3	3.5	4.7	5.3	5.8

Multilateral organisations (EU and UN)	Total	SEGMENTS					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
NET (9-10)	9	11	16	2	6	12	10
NET (7-8)	31	37	35	14	26	34	37
NET (0-6)	60	52	49	84	68	55	53
Mean	5.7	6.2	6.3	3.7	5.3	5.9	6.2

Overseas development aid organisations	Total	SEGMENTS					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
NET (9-10)	4	5	8	1	3	6	2
NET (7-8)	23	28	33	6	16	30	23
NET (0-6)	73	67	60	92	81	64	75
Mean	4.8	5.2	5.7	2.3	4.6	5.4	5.0

Statistically higher Statistically lower

How much of a difference do the following make to reduce poverty in poor countries



Base: All Adults N – 3,008

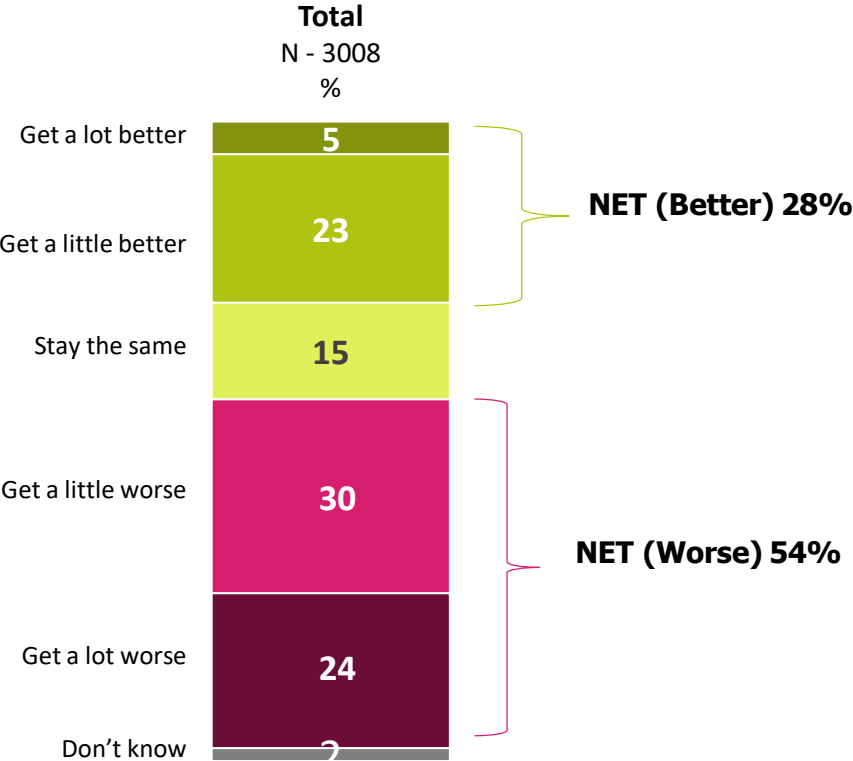


General Economy over next 12 months

Base: All Adults N – 3,008



General Economy



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
	%	%	%	%	%	%	%
Get a lot better	5	6	6	3	4	8	3
Get a little better	23	25	30	16	20	27	23
Stay the same	15	17	9	15	18	16	11
Get a little worse	30	29	30	24	31	30	35
Get a lot worse	24	21	23	39	24	17	26
Don't know	2	3	1	4	3	2	2
NET (Better)	28	31	37	19	24	35	26
NET (Worse)	54	50	53	62	56	48	61
Mean	2.5	2.6	2.7	2.2	2.5	2.8	2.4

Statistically higher

Statistically lower

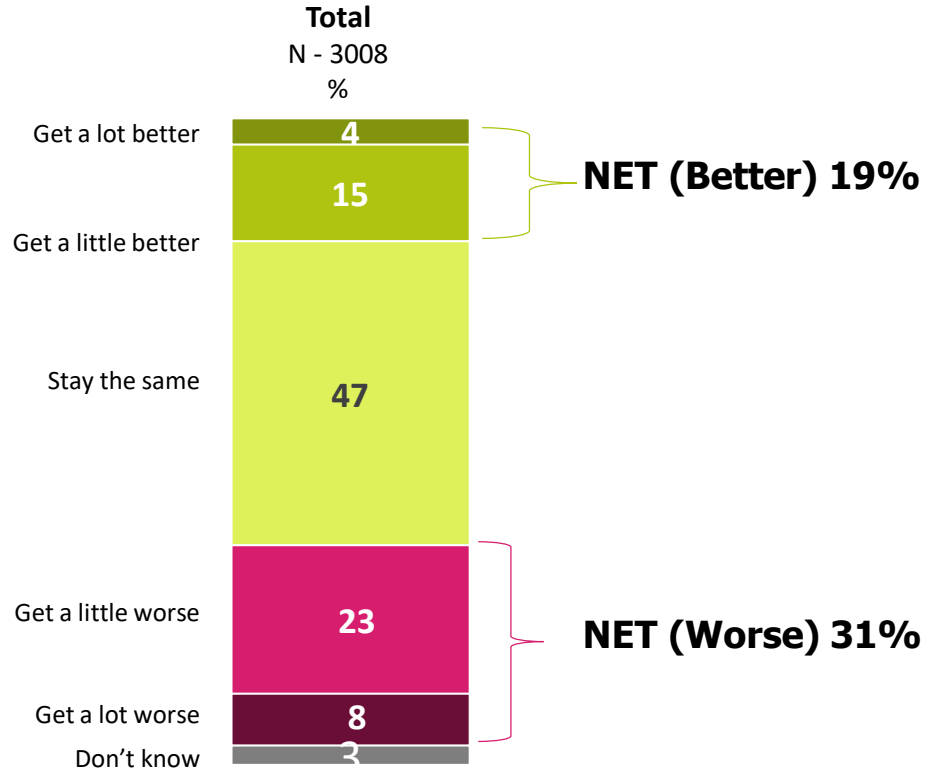


Financial Situation over next 12 months

Base: All Adults N – 3,008



Financial Situation of Household



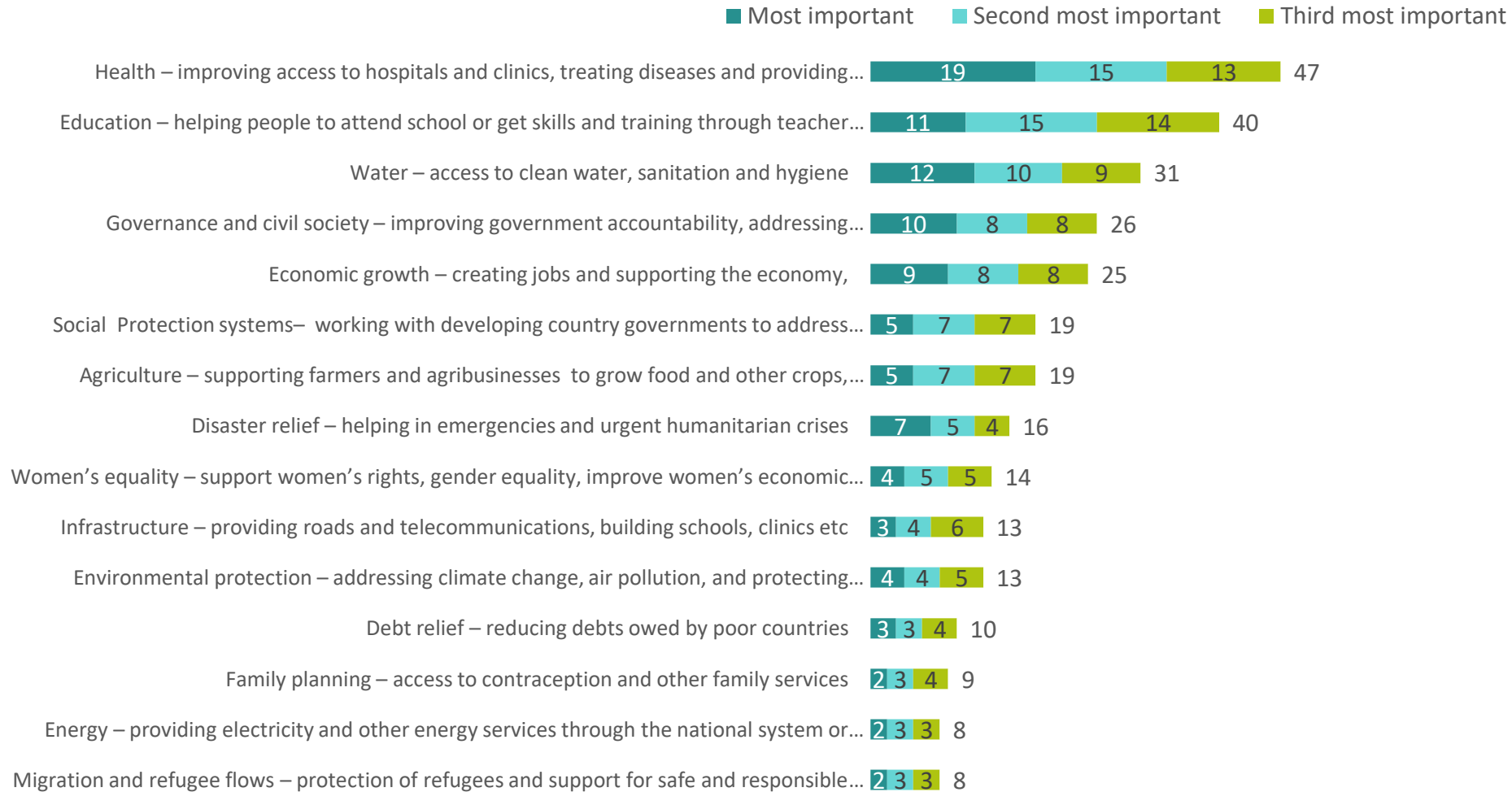
	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Get a lot better	4	4	3	3	3	8	1
Get a little better	15	14	18	12	15	21	11
Stay the same	47	52	48	43	47	39	54
Get a little worse	23	20	26	23	25	20	27
Get a lot worse	8	8	5	15	7	9	5
Don't know	3	2	1	4	3	3	2
NET (Better)	19	18	21	15	18	29	12
NET (Worse)	31	27	31	37	32	29	32
Mean	2.8	2.9	2.9	2.6	2.8	3.0	2.8

■ Statistically higher
■ Statistically lower



Most important priorities for Irish Government support on overseas aid

Base: All Adults N - 3,008



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?



Most important priorities for Irish Government support on overseas aid

First, Second and Third Mentions (Combined)

Base: All Adults N - 3,008

Statistically higher
Statistically lower



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
	%	%	%	%	%	%	%
Health – improving access to hospitals and clinics, treating diseases and providing vaccinations through improving the national health systems	47	46	41	41	55	42	50
Education – helping people to attend school or get skills and training through teacher training, policy and curriculum development	39	39	39	35	40	39	41
Water – access to clean water, sanitation and hygiene	31	30	35	29	33	27	34
Governance and civil society – improving government accountability, addressing corruption, protecting human rights, and ensuring peace and security and the rule of law	26	27	31	26	23	26	30
Economic growth – creating jobs and supporting the economy,	24	23	23	29	25	23	25
Social Protection systems– working with developing country governments to address poverty through providing housing and benefits to people unable to work due to sickness, injury, old age, or children	19	21	19	13	21	22	16
Agriculture – supporting farmers and agribusinesses to grow food and other crops, providing training, seeds and other inputs	19	21	20	20	19	14	22
Disaster relief – helping in emergencies and urgent humanitarian crises	17	17	10	15	16	16	23
Women’s equality – support women’s rights, gender equality, improve women’s economic and political empowerment, help eliminate violence against women	15	18	20	9	13	16	13
Infrastructure – providing roads and telecommunications, building schools, clinics etc	13	14	14	18	14	12	10
Environmental protection – addressing climate change, air pollution, and protecting animals and their habitats	13	12	14	14	11	19	7
Debt relief – reducing debts owed by poor countries	11	11	12	12	9	12	9
Family planning – access to contraception and other family services	9	7	4	23	6	9	8
Energy – providing electricity and other energy services through the national system or with small-scale energy systems	8	8	7	11	10	10	4
Migration and refugee flows – protection of refugees and support for safe and responsible migration	8	7	12	6	6	11	6

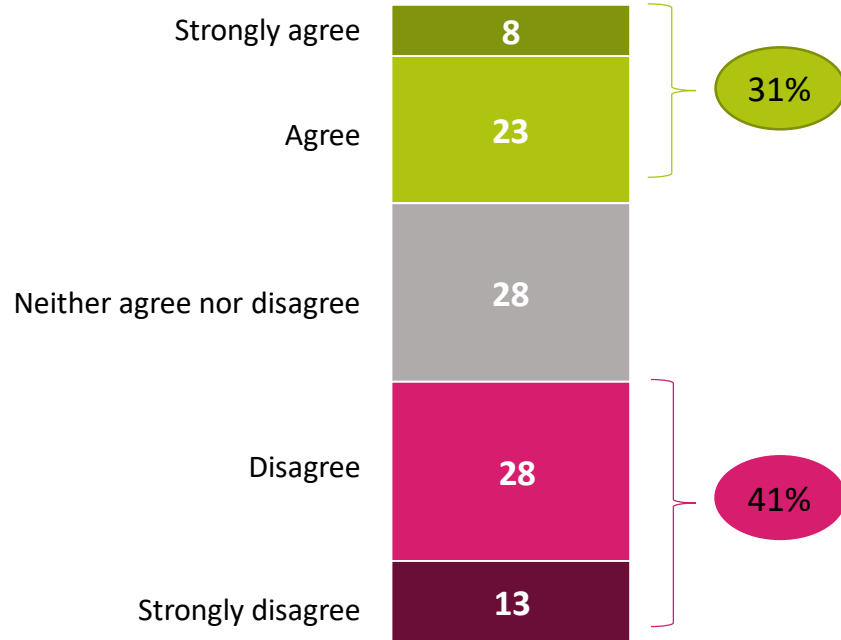
Agreement levels with Covid 19 Pandemic Statements

Base: All Adults N - 3,008



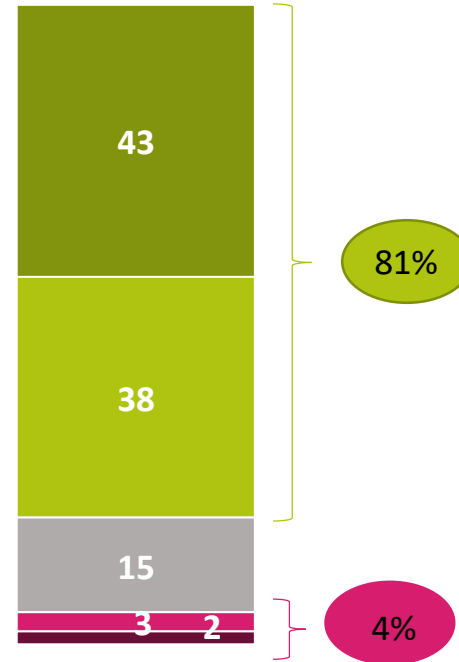
What happens in developing countries with respect to the Covid 19/Coronavirus outbreak rarely affects people like me living in Ireland

N - 3008
%



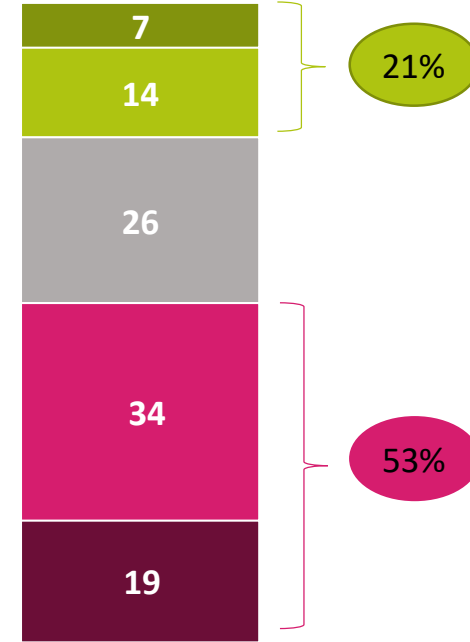
The Covid 19/ Coronavirus pandemic shows that international co-operation in addressing global problems is more important than ever

N - 3008
%



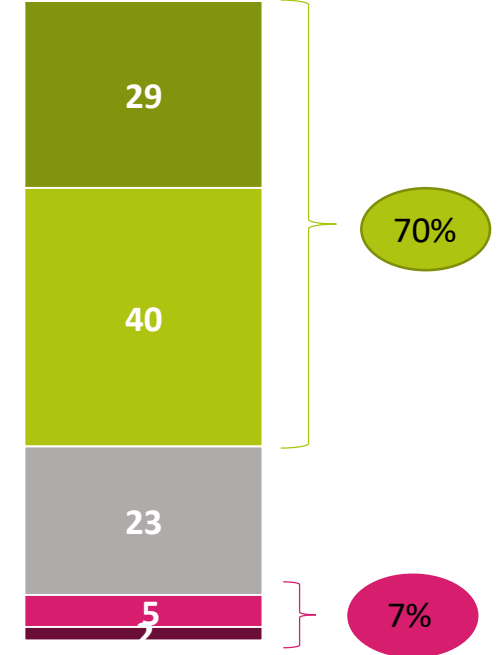
I would feel safer if Ireland handled the Covid 19/ Coronavirus pandemic on its own

N - 3008
%



I would feel safer if Ireland was part of a co-ordinated global response to the Covid-19/Coronavirus pandemic

N - 3008
%



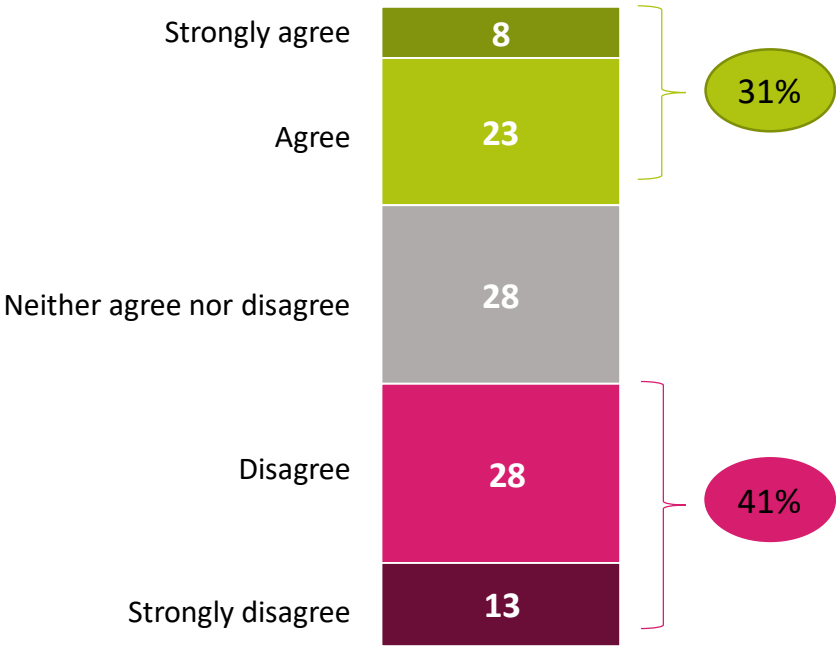
Agreement levels with Covid 19 Pandemic Statements

Base: All Adults N - 3,008



What happens in developing countries with respect to the Covid 19/Coronavirus outbreak rarely affects people like me living in Ireland

N - 3008
%



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Strongly agree	8	7	9	16	5	11	4
Agree	23	21	20	18	24	25	28
Neither agree nor disagree	28	28	20	39	34	22	26
Disagree	28	30	35	19	27	26	31
Strongly disagree	13	14	16	8	10	17	11
NET (Agree)	31	28	29	34	29	36	31
NET (Disagree)	41	44	51	27	37	43	42
Mean	2.9	2.8	2.7	3.2	2.9	2.9	2.8

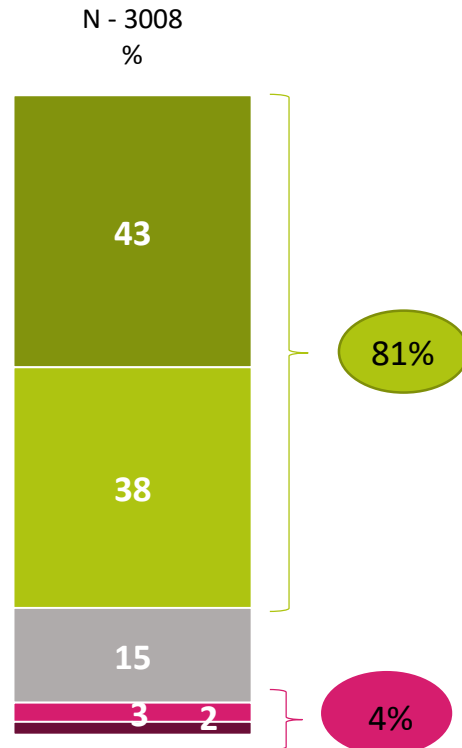
Statistically higher
Statistically lower

Agreement levels with Covid 19 Pandemic Statements

Base: All Adults N - 3,008



The Covid 19/ Coronavirus pandemic shows that international co-operation in addressing global problems is more important than ever



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Strongly agree	43	47	64	18	33	48	51
Agree	38	39	28	37	46	32	40
Neither agree nor disagree	15	13	5	32	17	15	7
Disagree	3	1	1	6	4	3	1
Strongly disagree	2	0	1	6	1	2	1
NET (Agree)	81	85	93	55	78	80	91
NET (Disagree)	4	2	2	13	5	5	2
Mean	4.2	4.3	4.5	3.5	4.1	4.2	4.4

Statistically higher
 Statistically lower

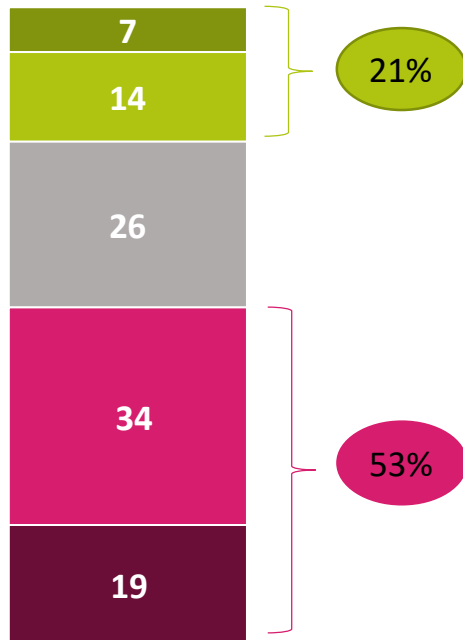
Agreement levels with Covid 19 Pandemic Statements

Base: All Adults N - 3,008



I would feel safer if Ireland handled the Covid 19/ Coronavirus pandemic on its own

N - 3008
%



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Strongly agree	7	6	5	17	8	8	3
Agree	14	11	12	15	19	15	10
Neither agree nor disagree	26	22	20	34	32	23	23
Disagree	34	36	35	21	33	32	44
Strongly disagree	19	26	28	12	9	22	20
NET (Agree)	21	17	16	32	26	23	13
NET (Disagree)	53	61	64	34	42	54	64
Mean	2.6	2.4	2.3	3.0	2.8	2.6	2.3

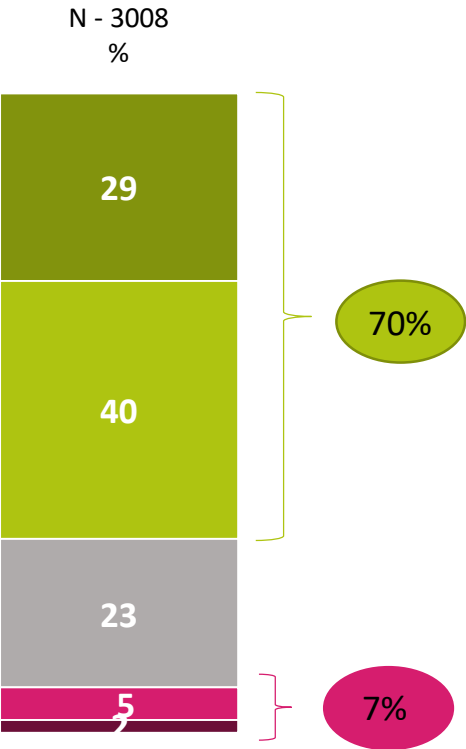
Statistically higher
 Statistically lower

Agreement levels with Covid 19 Pandemic Statements

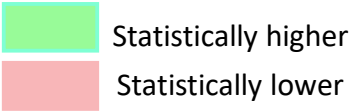
Base: All Adults N - 3,008



I would feel safer if Ireland was part of a co-ordinated global response to the Covid-19/Coronavirus pandemic



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Strongly agree	29	34	40	16	20	37	30
Agree	40	43	41	28	42	37	46
Neither agree nor disagree	23	18	14	35	31	20	20
Disagree	5	4	3	14	5	3	3
Strongly disagree	2	1	1	6	2	2	1
NET (Agree)	70	77	81	44	62	74	76
NET (Disagree)	7	5	4	21	7	6	4
Mean	3.9	4.0	4.2	3.3	3.7	4.0	4.0



Agreement levels with Global Statements

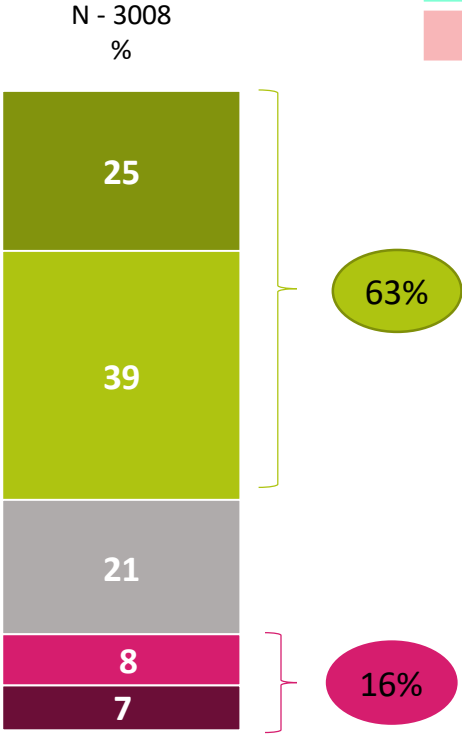
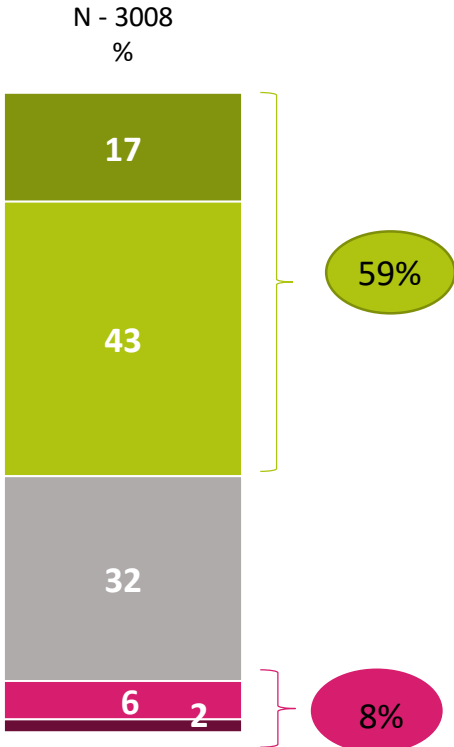
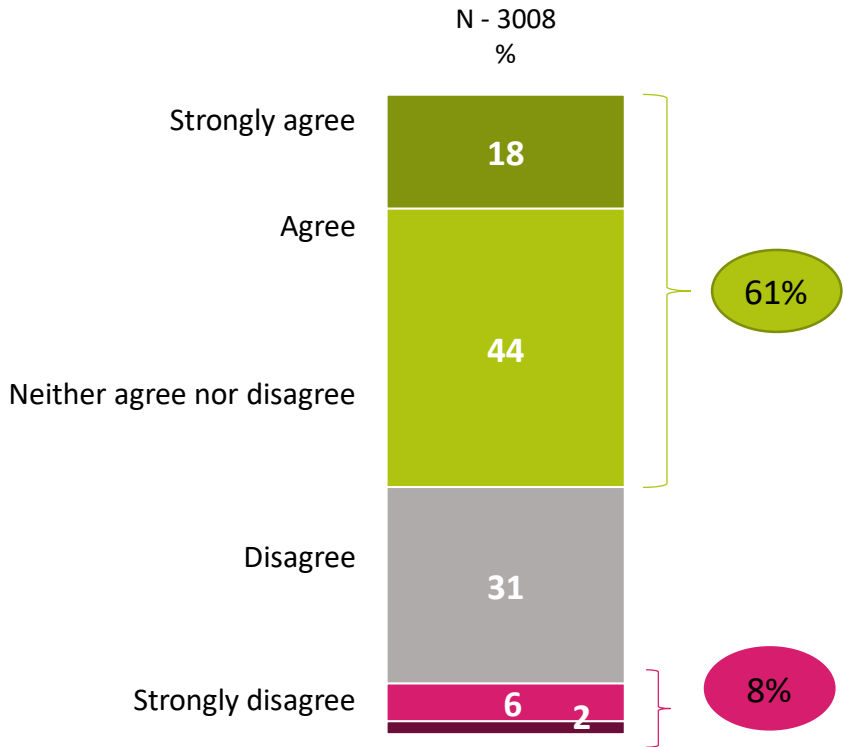
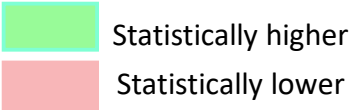
Base: All Adults N - 3,008



Ireland is well placed to be an effective member of the United Nations Security Council in 2021 - 2022 due to our own experience of conflict and conflict resolution in Northern Ireland

Ireland is well placed to be an effective member of the United Nations Security Council in 2021 - 2022 due to its strong institutions and commitment to democracy

The Black Lives Matter movement has highlighted the need to redress inequalities globally, including inequalities within the international development sector



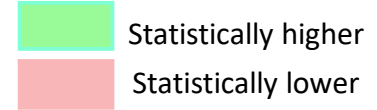
	Segments					
	1	2	3	4	5	6
NET (Agree)	65	74	39	54	65	70

Segments					
1	2	3	4	5	6
66	71	35	51	63	68

Segments					
1	2	3	4	5	6
67	81	17	62	74	66

Agreement levels with Global Statements x Segments

Base: All Adults N - 3,008



	TOTAL	Segments					
	NET AGREE	European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
	%	%	%	%	%	%	%
Ireland is well placed to be an effective member of the United Nations Security Council in 2021 - 2022 due to our own experience of conflict and conflict resolution in Northern Ireland NET (Agree)	61	65	74	39	54	65	70
Ireland is well placed to be an effective member of the United Nations Security Council in 2021 - 2022 due to its strong institutions and commitment to democracy NET (Agree)	59	66	71	35	51	63	68
The Black Lives Matter movement has highlighted the need to redress inequalities globally, including inequalities within the international development sector NET (Agree)	63	67	81	17	62	74	66



Sample Profile



Base: All Adults N - 3,008



Statistically higher
 Statistically lower

	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
Total	3008	641	287	286	704	675	415
Gender							
Male	49	50	44	67	40	52	49
Female	51	50	55	33	60	48	51
Neither	0	-	0	-	0	0	-
Age							
Up to24	11	11	14	6	14	17	2
25-34	17	15	16	20	21	20	8
35-44	21	19	19	27	22	25	13
45-54	18	18	14	18	19	15	22
55-64	14	13	15	15	13	11	22
65+	19	24	21	15	11	12	33
Social Class							
ABC1F	49	55	50	47	45	56	43
C2DE	51	45	50	53	55	44	57
Region							
Dublin	29	34	29	30	22	35	24
Outside Dublin	71	66	71	70	78	65	76
Leinster	27	27	23	23	30	25	29
Munster	27	24	30	25	29	25	28
Conn/Ulster	18	15	18	21	19	16	18
Area							
Urban	66	71	63	62	63	72	62
Rural	34	29	37	38	37	28	38

	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
Total	3008	641	287	286	704	675	415
Lifestage							
Single	31	32	38	27	31	38	23
Pre Family	8	7	8	8	7	12	4
Family Pre School	13	13	8	13	15	13	9
Family Pre Teen	15	13	11	19	19	14	12
Family Teen	7	6	7	8	8	8	6
Empty Nester	26	29	28	25	20	15	45

 Statistically higher
 Statistically lower

Level of education

Base: All Adults N - 3,008



Level of education	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Primary or below	2	1	1	2	2	3	1
Lower Secondary	7	7	5	9	9	3	7
Higher Secondary	18	19	19	18	23	10	20
Post Leaving Certificate	11	12	7	11	12	11	13
Higher Certificate or equivalent	17	17	19	15	16	16	17
Ordinary Degree or equivalent	13	11	14	17	10	16	14
Honours bachelor degree or equivalent	19	18	17	19	19	23	16
Postgraduate qualification	13	14	18	8	8	17	12



Statistically higher
 Statistically lower

Voting Intention

Base: All Adults N - 3,008



	Total	Segments					
		European Multilateralists	Community Activists	Disengaged Nationalists	Empathetic Reactionaries	Global Citizens	National Pragmatists
UNWTD Base	3008	641	287	286	704	675	415
Fianna Fáil	9	8	10	9	9	7	14
Fine Gael	20	27	14	14	17	15	29
Labour Party	4	4	6	3	3	6	4
Sinn Féin	23	20	26	28	30	20	16
Independent	6	5	7	6	6	7	6
Green Party	4	6	7	1	1	6	3
Socialist Party	1	0	1	0	0	1	0
Solidarity/People Before Profit (Solidarity/PBP)	2	3	4	1	1	3	2
RENUA Ireland	1	0	0	1	1	1	1
Aontu	1	1	1	3	1	1	0
Independents4Change	0	1	0	1	0	0	-
Social Democrats	3	3	6	2	3	4	3
Workers Party	0	0	-	0	0	1	-
Other (specify)	0	0	0	2	0	0	1
Don't know	18	16	17	17	22	19	17
Would not vote	6	6	1	12	5	7	4

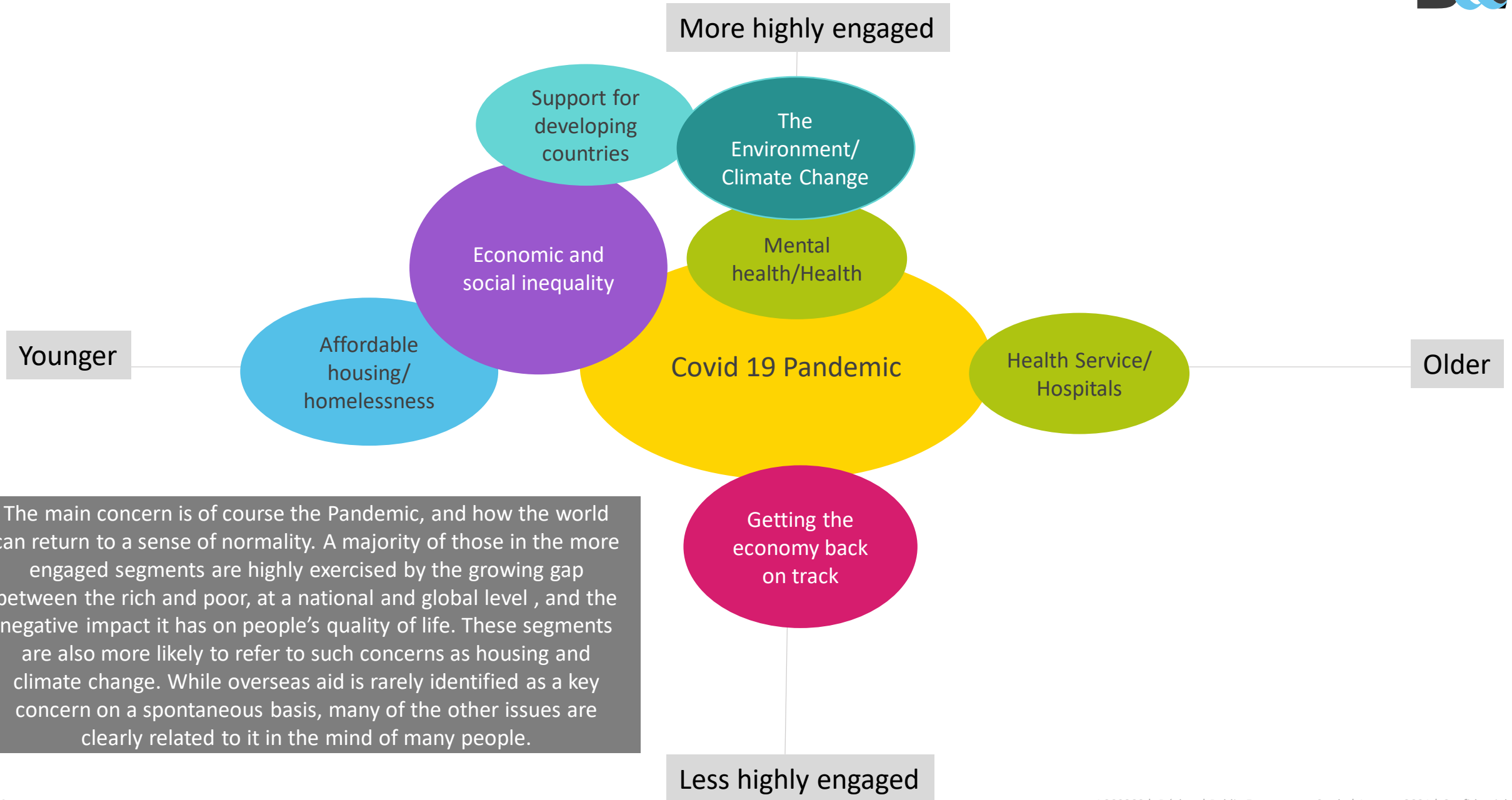
 Statistically higher
 Statistically lower



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.

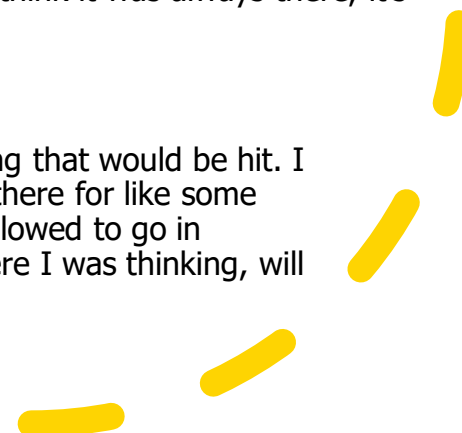
35-44, Female, Dublin, ABC1

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.

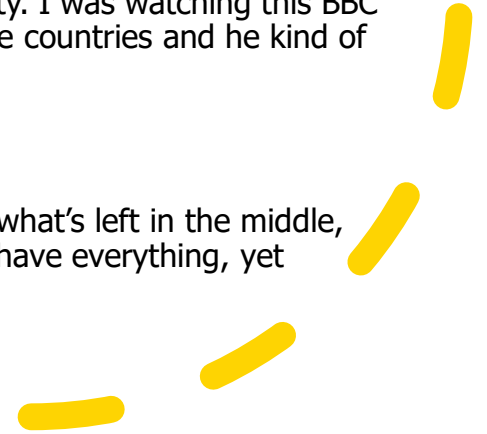
35-44, Female, Dublin, ABC1

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.

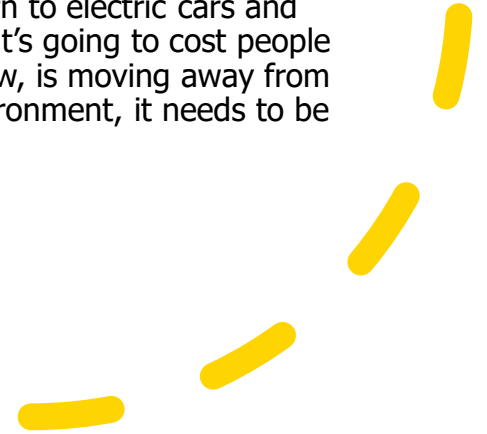
18-24, Mixed, Dublin, BC1

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.

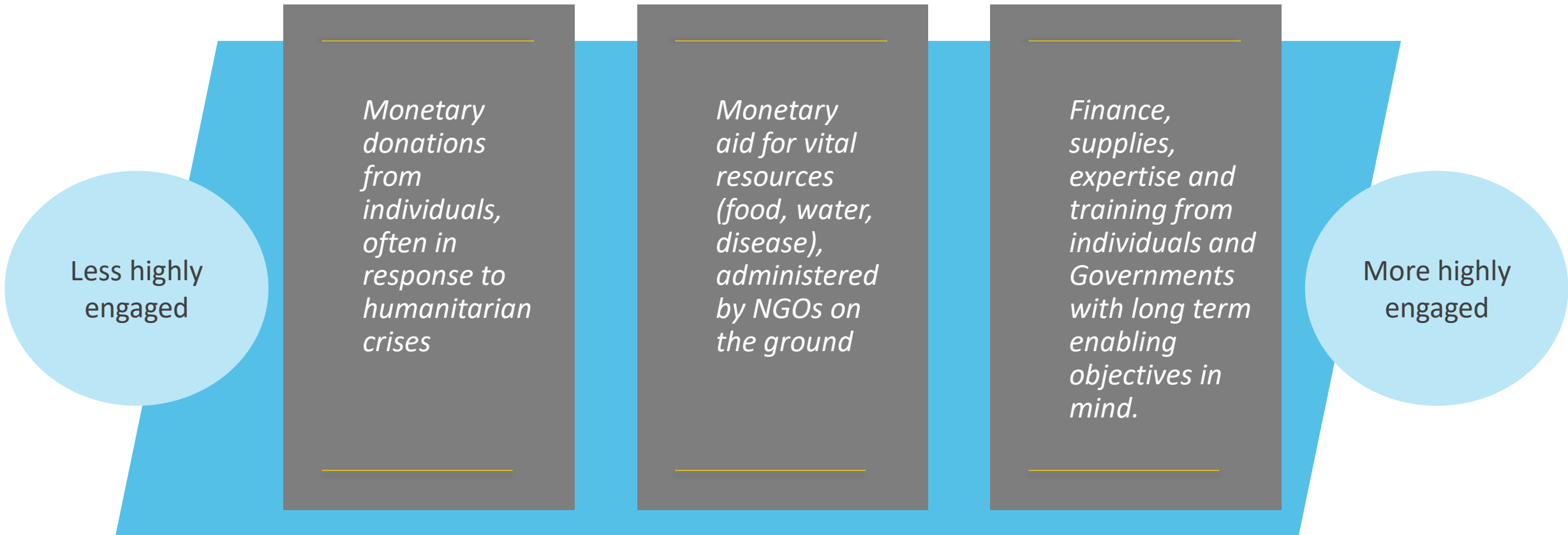
45-54, Mixed, Galway, BC1F

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.

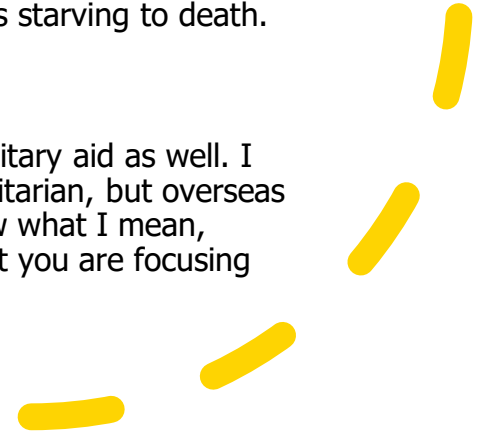
45-54, Mixed, Galway, BC1F

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.

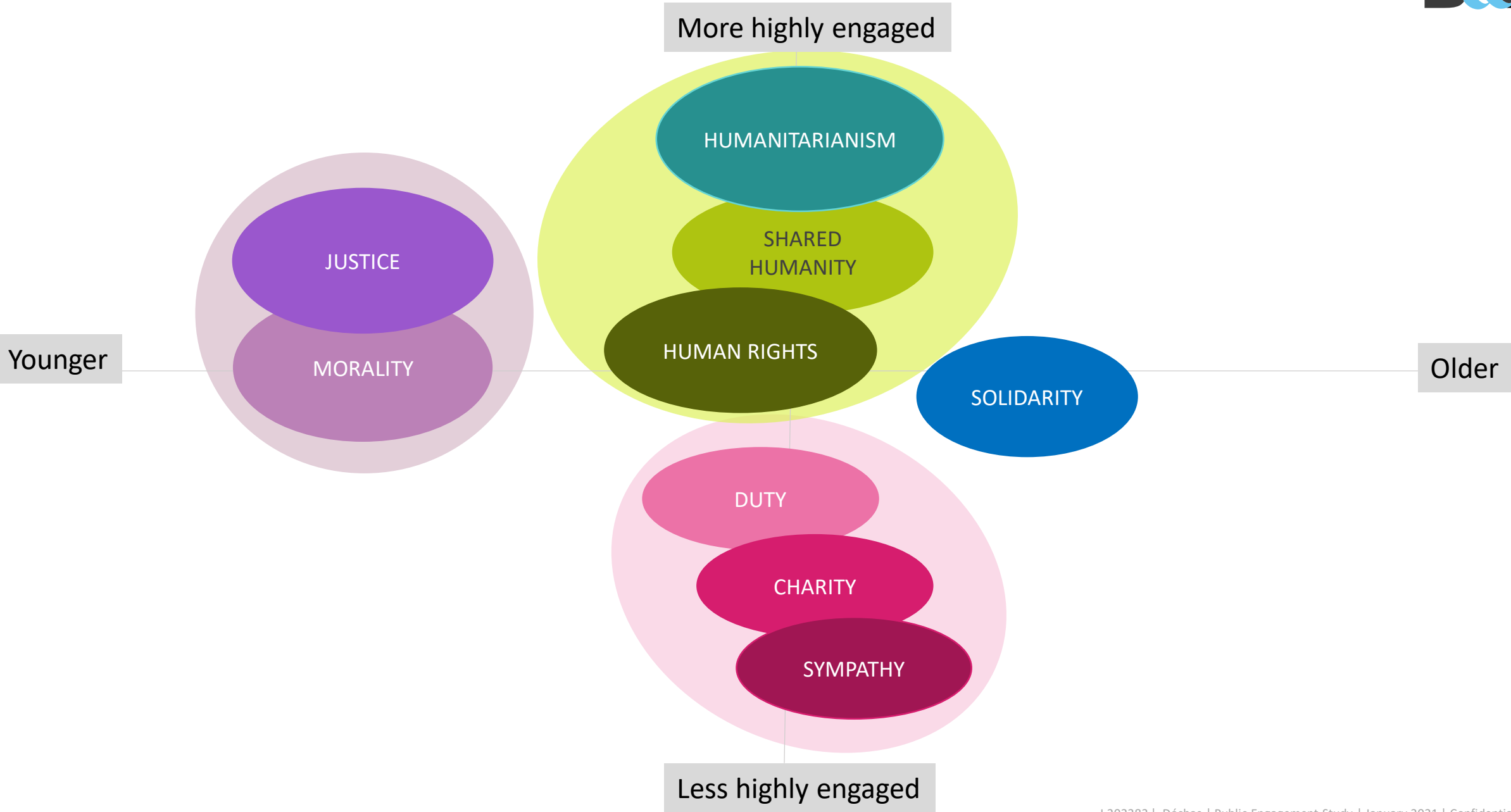
25-34, Mixed, Cork, C2DEF

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

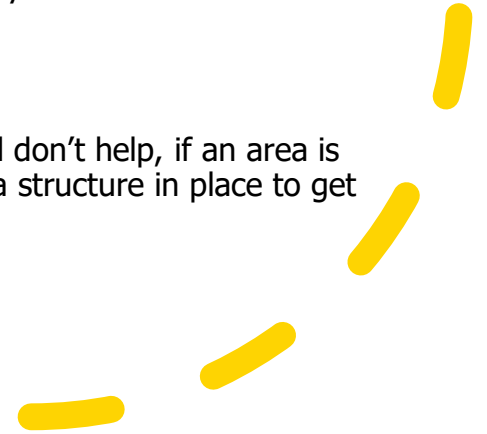
55-64, Mixed, Sligo, C1C2

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.

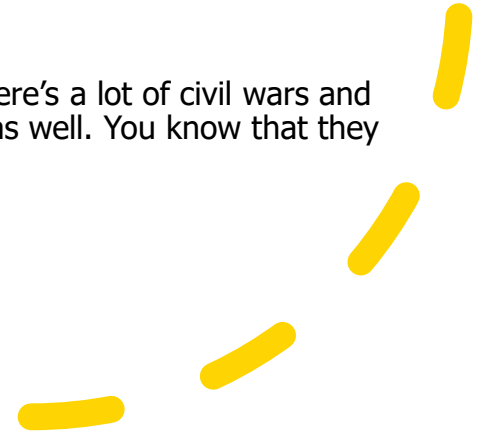
25-34, Mixed, Cork, C2DEF

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

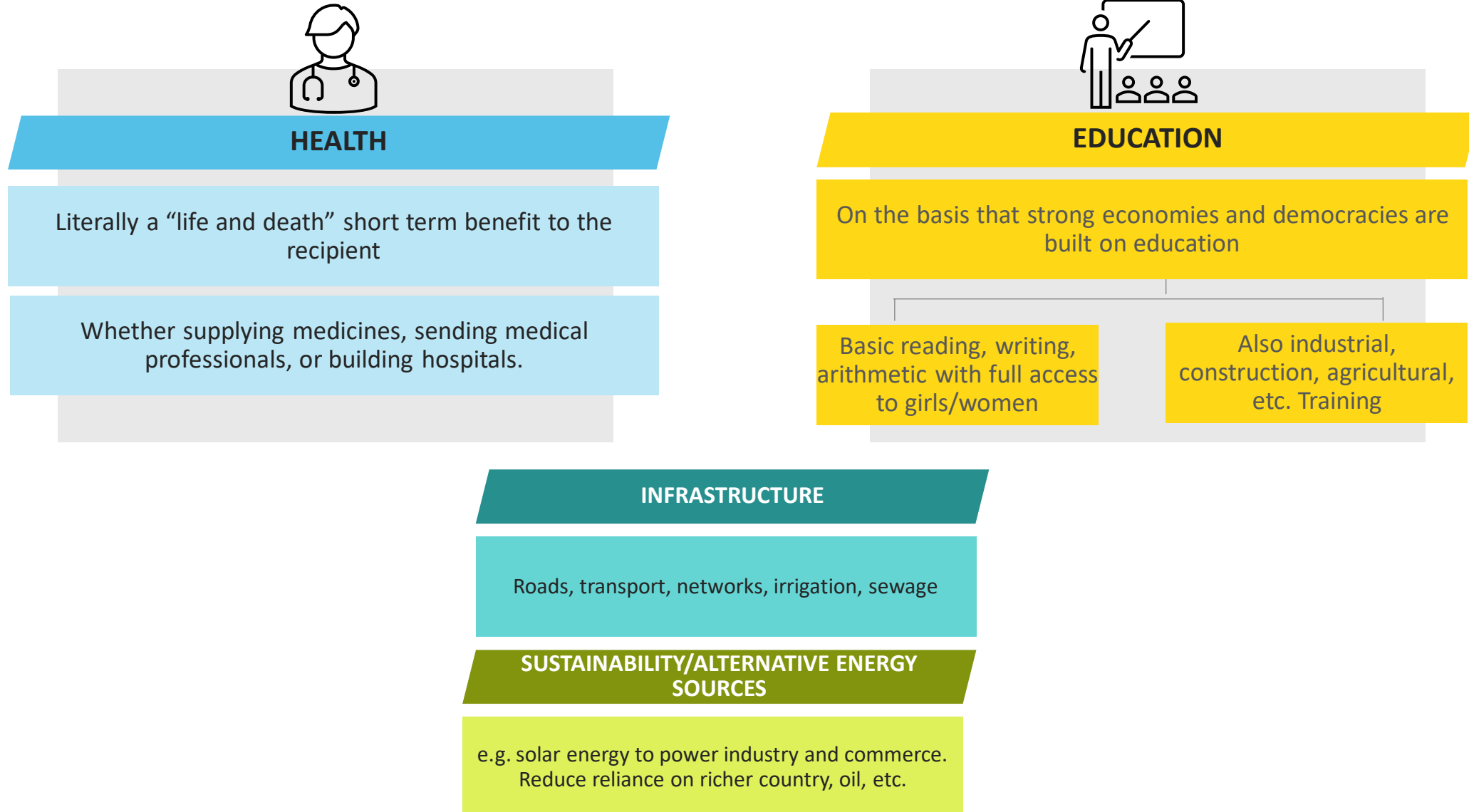
I think a lot of countries that there's a lot of poverty and probably civil war in those countries and you don't have international countries like America or other big countries stepping in, unless there's oil there. You know, you don't see them stepping in, and they don't care if there's nothing, they're 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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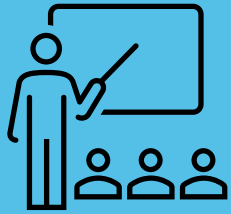
I had thought the Government one, but I was thinking improving Governments, but then, half of them are probably corrupt anyway, so I don't know who would designate that money anyway. So that's why we're back to education, health, the more educated people are, the more people will think outside the box 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.

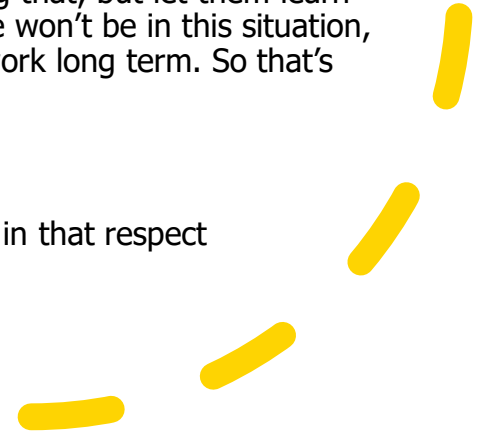
35-44, Female, Dublin, ABC1

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.

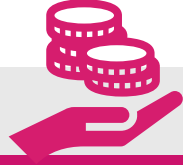
55-64, Mixed, Sligo, C1C2

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?).

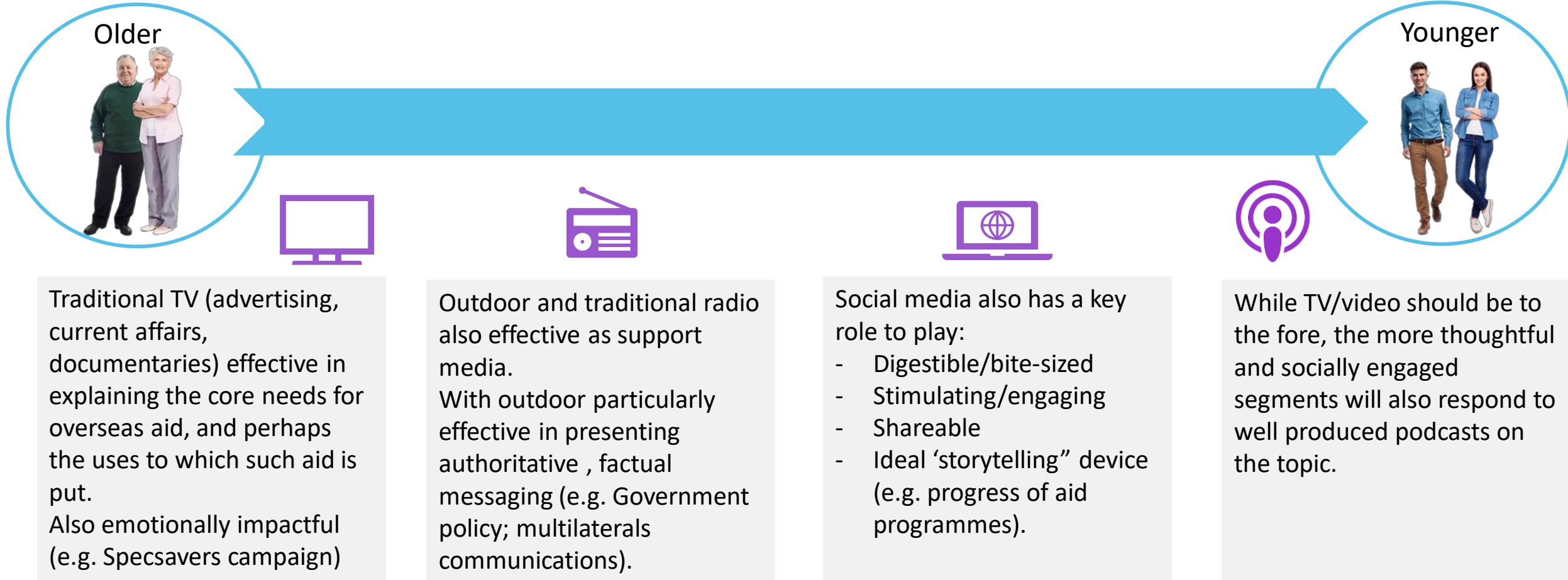


PURCHASING/BOYCOTTING GOODS

- 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.





The Questionnaire

J.202383



Worldview Overseas Development Aid Survey Questionnaire 5th January 2021

The purpose of this survey is to understand views and attitudes of individuals in Ireland in relation to overseas aid to developing countries. Overseas aid from the Irish Government is technical and financial assistance – in the form of food and supplies, medical assistance, education, assistance with infrastructure, training and capacity building– given to developing countries. By developing countries we mean countries that have lower levels of income, worse health outcomes, and poorer access to key services such as schools and infrastructure; they are generally located in Africa, South America, Asia and the Pacific. It does not matter how much or how little you feel you know about the general area of overseas aid to developing countries – we are interested in everyone's views on the matter, regardless of their experience or understanding.

This will involve completing a survey of approximately 20 minutes duration. As ever, participation is voluntary, so you can choose to opt out at any time by closing your browser and not returning to the survey. Only fully completed survey responses will be included.

Survey results will be reviewed in aggregate anonymous form as a statistical report, and will not be linked back to respondents in any way.

By selecting the box below and clicking or tapping **Next Question** at the bottom of the screen, you confirm that you understand the purpose of the survey, that it is voluntary, and that you consent to taking part in it.

Continue with the Survey:

The first series of questions relates to your personal views on a range of issues.

Q.1 Which of the following do you feel are the 3 most important issues facing Ireland today? TICK 3 OPTIONS ONLY.

ROTATE

Crime/Law and Order	<input type="radio"/>
Covid / Coronavirus Pandemic	<input type="radio"/>
Getting the economy back on track the economy	<input type="radio"/>
Brexit	<input type="radio"/>
Health Services/Hospitals	<input type="radio"/>
Mental health	<input type="radio"/>
House prices/Cost of Rent/ Mortgage Repayment Rates	<input type="radio"/>
The homeless situation/Lack of Local Authority Housing	<input type="radio"/>
Unemployment/Jobs	<input type="radio"/>
Infrastructure (roads, transport, etc.)	<input type="radio"/>
Childcare	<input type="radio"/>
Access to decent broadband	<input type="radio"/>
Financial support for businesses/Workers most affected by Covid (retail, hospitality, etc.)	<input type="radio"/>

1

J.202383



Rural decline	<input type="radio"/>
Overseas aid for developing countries	<input type="radio"/>
Racial inequality	<input type="radio"/>
Work/Life balance	<input type="radio"/>
Education	<input type="radio"/>
Stable Government	<input type="radio"/>
Sustainability / Environmental issues / Climate change	<input type="radio"/>
Immigration	<input type="radio"/>
Ageing population/Pensions	<input type="radio"/>
The ability to work from home	<input type="radio"/>
None of these	<input type="radio"/>

Q.2 Which of the following issues are you personally most concerned about? And which is of second most concern to you? And third? **RECORD FIRST, SECOND AND THIRD MENTION BELOW.**

ROTATE OPTIONS	First mention	Second mention	Third mention
Climate change, the environment, biodiversity, pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inequality between the rich and the poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Populism, nationalism, political extremism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technology, automation, artificial intelligence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Immigration, migration, refugees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
War, conflict, terrorism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education, healthcare, clean water and hunger in developing countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic crises, job security, wages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fake news, corruption of information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Global diseases and pandemics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.3 Please think of your own individual identity, and what defines it. Please rank the following from 1 to 4, where 1 is how you primarily see yourself, 2 is the next closest to how you see yourself, and so on. **RANK ASPECTS FROM 1 TO 4.**
I primarily see myself

ROTATE OPTIONS	Rank (1 to 4)
As a citizen of my local community	
As a citizen of the country I most closely identify with	
As a European citizen	
As a global citizen	

Q.4 Thinking again of your own individual identity and what defines it, how important is your sense of being Irish to you?

Very important	<input type="radio"/>
Fairly important	<input type="radio"/>
Not very important	<input type="radio"/>
Not at all important	<input type="radio"/>
Not applicable/do not consider myself Irish	<input type="radio"/>

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- Q.5 Ireland has changed quite significantly over the last 10 to 20 years from being an historically white Catholic country to a more diverse and multi-cultural country. Would you say these changes have been more positive or more negative for Ireland?
On balance, these changes have been...

More positive than negative	<input type="radio"/>
More negative than positive	<input type="radio"/>
No strong opinion either way	<input type="radio"/>

- Q.6 Please select up to three words from the list below that best align with your own view of why we should help those in developing countries worse off than ourselves.
I feel we should help those worse off than ourselves in developing countries due to a sense of ROTATE OPTIONS SELECT UP TO THREE OPTIONS

Charity	<input type="radio"/>
Pity	<input type="radio"/>
Duty	<input type="radio"/>
Humanitarianism	<input type="radio"/>
Solidarity	<input type="radio"/>
Justice	<input type="radio"/>
Sympathy	<input type="radio"/>
Empathy	<input type="radio"/>
Religious faith	<input type="radio"/>
Shared humanity	<input type="radio"/>
Morality	<input type="radio"/>
Human rights	<input type="radio"/>
None of these	<input type="radio"/>

- Q.7 On a scale from 0 to 10, please indicate how you feel we should secure a prosperous and safe country, where 0 means you feel we are best placed to do it on our own, and 10 means we are best placed to do in co-operation with other countries.

We are best placed to secure a prosperous and safe country on our own											We are best placed to secure a prosperous and safe country in co-operation with other countries
0	1	2	3	4	5	6	7	8	9	10	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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- Q.8 Please indicate whether you have been in any way active in relation to the following issues or causes over the last 12 months. By active we mean any type of activity at all, no matter how insignificant you feel it may have been (e.g. from sharing information about it online to donating money to the cause, signing petitions, participating in meetings and events, etc.).

ROTATE OPTIONS	Have been active	Have not been active
Women's rights and gender equality	<input type="radio"/>	<input type="radio"/>
Climate change and the environment	<input type="radio"/>	<input type="radio"/>
Immigrant and asylum seeker rights	<input type="radio"/>	<input type="radio"/>
LGBTQ Rights	<input type="radio"/>	<input type="radio"/>
Animal welfare	<input type="radio"/>	<input type="radio"/>
Mental health	<input type="radio"/>	<input type="radio"/>
Disability rights	<input type="radio"/>	<input type="radio"/>
Labour rights and unions	<input type="radio"/>	<input type="radio"/>
Local community issues	<input type="radio"/>	<input type="radio"/>
Global poverty	<input type="radio"/>	<input type="radio"/>
Homelessness	<input type="radio"/>	<input type="radio"/>
Other (specify)	<input type="radio"/>	<input type="radio"/>

- Q.9 How concerned are you personally about the protection of the rights of minorities (e.g. immigrants, LGBTQ, non-Irish ethnic groups, etc.) in Ireland today?

Very concerned	<input type="radio"/>
Fairly concerned	<input type="radio"/>
No strong feelings either one way or the other	<input type="radio"/>
Not very concerned	<input type="radio"/>
Not at all concerned	<input type="radio"/>

- Q.10 Which of the following do you feel has the greatest influence on your views and opinions of the key issues of the day? And which is the second most influential? And the third? RECORD FIRST, SECOND AND THIRD MOST INFLUENTIAL BELOW.

ROTATE OPTIONS	First mention	Second mention	Third mention
My family/family members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV news (either traditional or online TV)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio news (either traditional or online radio)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspapers (either traditional print or online)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Podcasts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Media (Facebook, Twitter, Instagram etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special interest groups/representative organisations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Political parties/organisations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celebrities/influencers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religious bodies/organisations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Schools/colleges/universities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q.11 On a scale of 0 to 10, where 0 means government should CUT TAXES A LOT and SPEND MUCH LESS on health and social public services, and 10 means government should INCREASE TAXES A LOT and SPEND MUCH MORE on health and social public services. Where would you place yourself in terms of this scale?

Government should CUT TAXES A LOT and SPEND MUCH LESS on health and social services												Government should INCREASE TAXES A LOT and SPEND MUCH MORE on health and social services	DK
	0	1	2	3	4	5	6	7	8	9	10		X

Q.12 On a scale from 0 to 10 where 0 means you strongly believe that the Irish government SHOULD ACT to reduce differences in income and wealth, and 10 means that you strongly believe that the government SHOULD NOT ACT to reduce differences in income and wealth, where would you place your view?

The Government SHOULD ACT to reduce differences in income and wealth												The Government SHOULD NOT ACT to reduce the differences in income and wealth	DK
	0	1	2	3	4	5	6	7	8	9	10		X

Q.13 Which of the following best describes your attitudes towards the competence and efficiency of the public and private sectors in terms of getting things done?

The public sector is generally more competent and efficient in getting things done than the private sector	<input type="radio"/>
The public and private sectors are as competent and efficient as each other in getting things done	<input type="radio"/>
The private sector is generally more efficient and competent than the public sector in getting things done	<input type="radio"/>
Don't know	<input type="radio"/>

Q.14-24 Please rate the importance of the following values as a life-guiding principle for you. Use the 8-point scale in which 0 indicates that the value is opposed to your principles, 1 indicates that the value is not important for you, 4 indicates that the value is important, and 8 indicates that the value is of supreme importance for you.

	Opposed to my principles	Not important	Important	Of supreme importance
1. POWER (social power, authority, wealth)	0	1 2 3	4 5 6 7	8
2. ACHIEVEMENT (success, capability, ambition, influence on people and events)	0	1 2 3	4 5 6 7	8

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3. HEDONISM (gratification of desires, enjoyment in life, self-indulgence)	0	1	2	3	4	5	6	7	8
4. STIMULATION (daring, a varied and challenging life, an exciting life)	0	1	2	3	4	5	6	7	8
5. SELF-DIRECTION (creativity, freedom, curiosity, independence, choosing one's own goals)	0	1	2	3	4	5	6	7	8
6. UNIVERSALISM (broad-mindedness, beauty of nature and arts, social justice, a world at peace, equality, wisdom, unity with nature, environmental protection)	0	1	2	3	4	5	6	7	8
7. BENEVOLENCE (helpfulness, honesty, forgiveness, loyalty, responsibility)	0	1	2	3	4	5	6	7	8
8. TRADITION (respect for tradition, humbleness, accepting one's portion in life, devotion, modesty)	0	1	2	3	4	5	6	7	8
9. CONFORMITY (obedience, honoring parents and elders, self-discipline, politeness)	0	1	2	3	4	5	6	7	8
10. SECURITY (national security, family security, social order, cleanliness, reciprocation of favors)	0	1	2	3	4	5	6	7	8

Q.25 Which of the following sources do you use most frequently for news and information? PLEASE TICK ALL THAT APPLY.

TV (either traditional or online TV)	<input type="checkbox"/>
Radio (either traditional or online radio)	<input type="checkbox"/>
Newspapers/press (either traditional print or online)	<input type="checkbox"/>
Social media sites/platforms (Facebook, Twitter, etc.)	<input type="checkbox"/>
Podcasts	<input type="checkbox"/>

Q.26 Which of the following do you feel is most influential in bringing about social change? And which do you think is next most influential? And the next? CODE FIRST, SECOND AND THIRD MOST INFLUENTIAL OPTIONS BELOW.

ROTATE	First mention	Second mention	Third mention
News and current affairs programmes/items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media (Twitter, Facebook, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government policy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Special interest groups/lobby groups/social campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local community groups/initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Global organisations (e.g. UN, WHO, EU, IMF, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individual citizens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wealthy individuals/philanthropists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celebrities/influencers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religious bodies/organisations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Political parties/organisations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Schools/colleges/universities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.27 How much racial discrimination do you feel there is in Ireland today?

A lot	<input type="radio"/>
Some	<input type="radio"/>
None	<input type="radio"/>
Don't know	<input type="radio"/>

Q.28 Have you ever travelled overseas to a developing country? By developing country we mean a country that has lower levels of income, worse health outcomes, and poorer access to key services such as schools and infrastructure; such countries are generally located in Africa, South America, Asia and the Pacific.

Yes	<input type="radio"/>
No	<input type="radio"/>

Q.29 Which of the following best describes how you feel about levels of poverty in developing countries?

Very concerned	<input type="radio"/>
Fairly concerned	<input type="radio"/>
No strong feelings either one way or the other	<input type="radio"/>
Not very concerned	<input type="radio"/>
Not at all concerned	<input type="radio"/>

The next questions deal with your views on more specific issues related to overseas aid to developing countries.

Q.30 Do you feel that developing countries are capable of making economic and social progress, or do you feel that developing countries are stuck where they are for the foreseeable future?

Developing countries can make progress	<input type="radio"/>
Developing countries are stuck where they are for the foreseeable future	<input type="radio"/>
No strong opinion either way	<input type="radio"/>



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Q.31 Which of the following do you think are the main causes of poverty in developing countries?

SELECT UP TO THREE OPTIONS. ROTATE OPTIONS

The global economic system favours richer countries	<input type="radio"/>
High debt burden for developing countries	<input type="radio"/>
Not enough investment by corporations who prefer to invest in more developed countries	<input type="radio"/>
Laziness and the lack of a work ethic	<input type="radio"/>
War and conflict	<input type="radio"/>
Land and climate isn't suitable for agriculture	<input type="radio"/>
Government inefficiency or incompetence	<input type="radio"/>
Insufficient spend on services such as health and education	<input type="radio"/>
People in these countries keep having too many children	<input type="radio"/>
High prevalence of disease	<input type="radio"/>
Poor levels of health in general	<input type="radio"/>
Government and private sector corruption in those countries	<input type="radio"/>
Weak institutions in those countries (Judiciary, Parliament, Opposition Parties, Free Press, etc.) means there is little accountability	<input type="radio"/>
Legacy of colonialism	<input type="radio"/>
Wealthy countries support authoritarian regimes for their own political interests	<input type="radio"/>
Rich countries tend to exploit developing countries	<input type="radio"/>
None of these	<input type="radio"/>

Q.32 Of its total budget of nearly €89.6 billion, the Irish Government currently allocates 0.32% or €868 million to overseas aid to developing countries. Do you think that the Irish Government should increase or decrease the amount of money that it spends on overseas aid to developing countries? PLEASE TICK ONE OPTION ONLY.

Increase a great deal	<input type="radio"/>
Increase somewhat	<input type="radio"/>
Stay the same	<input type="radio"/>
Decrease somewhat	<input type="radio"/>
Decrease a great deal	<input type="radio"/>
Don't know	<input type="radio"/>

Q.33 Do you feel it very important, fairly important, not very important or not at all important that the Irish Government provides overseas aid to help people in developing countries? PLEASE TICK ONE OPTION ONLY.

Very important	<input type="radio"/>
Fairly important	<input type="radio"/>
Not very important	<input type="radio"/>
Not at all important	<input type="radio"/>
Don't know	<input type="radio"/>



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Q.34 Overseas aid focuses on longer-term goals such as poverty-alleviation and tackling inequality. To what extent do you agree or disagree with the statement: Citizens of Ireland have a moral obligation to personally support overseas aid?

Strongly agree	<input type="radio"/>
Agree	<input type="radio"/>
Neither agree nor disagree	<input type="radio"/>
Disagree	<input type="radio"/>
Strongly disagree	<input type="radio"/>

Q.35 Please indicate the extent to which you agree or disagree with the following statement. Overseas aid can help bring about positive change for those living in developing countries. PLEASE TICK ONE OPTION ONLY.

Strongly agree	<input type="radio"/>
Agree	<input type="radio"/>
Neither agree nor disagree	<input type="radio"/>
Disagree	<input type="radio"/>
Strongly disagree	<input type="radio"/>
Don't know	<input type="radio"/>

Q.36 Thinking about **global poverty and development**, which of the following have you done, if any, in the past 12 months?

ORDER OF OPTIONS ROTATED	Have done	Have not done	Don't know
Read, watched, or listened to a news article about it (offline or online)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discussed it with friends, family or others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shared/forwarded an article or information about it (offline or online)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.37 Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?

ORDER OF OPTIONS ROTATED	Have done	Have not done	Don't know
Donated money to an international development organisation - sometimes known as overseas charities - working on the issue in the past 12 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volunteered for a development organisation working on the issue, whether in Ireland or abroad,	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Became a member, liked or subscribed to a newspaper from a development organisation focused on the issue.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q.38 Which of the following have you done in the past 12 months, if any, in support of or in opposition to the efforts to address global poverty?

	Have done to support the efforts to address global poverty	Have done to oppose the efforts to address global poverty	Have not done	Don't know
Used your voice to influence the issue (e.g. signed a petition, written a blog, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contacted a TD or other elected official (e.g. in person, by phone letter or using Twitter, Facebook or other social media)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participated in a march, rally, protest, or other large event on the issue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchased products/services or boycotted products/services related to the issue (e.g. purchased Fairtrade, or products from a charity shop)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.39 In politics people sometimes talk of left and right. Where would you place yourself on a scale from 0 to 10 where 0 means the left and 10 means the right?

LEFT							RIGHT				DK
0	1	2	3	4	5	6	7	8	9	10	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.40-46 To what extent do you agree or disagree with the following statements about aid from the Irish Government?

ROTATE	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Overseas aid to developing countries strengthens Ireland's political influence in the world	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing overseas aid really helps to promote Ireland's national security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overseas aid improves people's lives by providing access to education, healthcare, clean water, and sanitation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overseas aid increases economic growth in poor countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most overseas aid does not get to the intended recipients	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Ireland cannot afford to give overseas aid.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overseas aid to developing countries helps reduce social and economic inequalities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.47 To what extent do you trust overseas **development aid organisations** on a scale from 0 to 10 where 0 means you do not trust them at all and 10 means you trust them a great deal?

Do not trust at all 0	1	2	3	4	5	6	7	8	9	Trust a great deal 10
<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.48 How much, if at all, do you trust the **Irish Government**, on a scale from 0 to 10 where 0 means you do not trust it at all and 10 means you trust it a great deal?

Do not trust at all 0	1	2	3	4	5	6	7	8	9	Trust a great deal 10
<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.49 How much, if at all, do you trust people with whom you generally have contact on a scale from 0 to 10 where 0 means you do not trust it at all and 10 means you trust it a great deal?

Do not trust at all 0	1	2	3	4	5	6	7	8	9	Trust a great deal 10
<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.50 How much, if at all, do you trust multilateral organisations like the EU and UN, on a scale from 0 to 10 where 0 means you do not trust them at all and 10 means you trust them a great deal?

Do not trust at all 0	1	2	3	4	5	6	7	8	9	Trust a great deal 10
<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q.51-55- How much of a difference, if any, do you think each of the following can make to reducing poverty in poor countries on a scale from 0 to 10 where 0 means it can't make any difference at all, and 10 means you feel it can make a great deal of difference.

	Can't make any difference at all 0	1	2	3	4	5	6	7	8	9	Can make a great deal of difference 10
You personally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Irish government	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development Organisations/ charities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Businesses/ corporations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The United Nations and other international organisations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.56 How do you think the general economic situation in Ireland will develop over the next 12 months? Will it:

Get a lot better	<input type="radio"/>
Get a little better	<input type="radio"/>
Stay the same	<input type="radio"/>
Get a little worse	<input type="radio"/>
Get a lot worse	<input type="radio"/>
Don't know	<input type="radio"/>

Q.57 How do you think the financial situation of your own household will change over the next 12 months? Will it:

Get a lot better	<input type="radio"/>
Get a little better	<input type="radio"/>
Stay the same	<input type="radio"/>
Get a little worse	<input type="radio"/>
Get a lot worse	<input type="radio"/>
Don't know	<input type="radio"/>

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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?

ROTATE	First mention	Second mention	Third mention
Education – helping people to attend school or get skills and training through teacher training, policy and curriculum development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health – improving access to hospitals and clinics, treating diseases and providing vaccinations through improving the national health systems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family planning – access to contraception and other family services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water – access to clean water, sanitation and hygiene	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Governance and civil society – improving government accountability, addressing corruption, protecting human rights, and ensuring peace and security and the rule of law	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Protection systems – working with developing country governments to address poverty through providing housing and benefits to people unable to work due to sickness, injury, old age, or children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Infrastructure – providing roads and telecommunications, building schools, clinics etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy – providing electricity and other energy services through the national system or with small-scale energy systems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agriculture – supporting farmers and agribusinesses to grow food and other crops, providing training, seeds and other inputs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic growth – creating jobs and supporting the economy,	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental protection – addressing climate change, air pollution, and protecting animals and their habitats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Debt relief – reducing debts owed by poor countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disaster relief – helping in emergencies and urgent humanitarian crises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Migration and refugee flows – protection of refugees and support for safe and responsible migration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Women's equality – support women's rights, gender equality, improve women's economic and political empowerment, help eliminate violence against women	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q.73 To what extent do you agree or disagree with the following statement?
"What happens in developing countries with respect to the Covid 19/Coronavirus outbreak rarely affects people like me living in Ireland."

Strongly agree	<input type="radio"/>
Agree	<input type="radio"/>
Neither agree nor disagree	<input type="radio"/>
Disagree	<input type="radio"/>
Strongly disagree	<input type="radio"/>

Q.74 To what extent do you agree or disagree with the following statement?
"The Covid 19/ Coronavirus pandemic shows that international co-operation in addressing global problems is more important than ever".

Strongly agree	<input type="radio"/>
Agree	<input type="radio"/>
Neither agree nor disagree	<input type="radio"/>
Disagree	<input type="radio"/>
Strongly disagree	<input type="radio"/>

Q.75 to what extent do you agree or disagree with the following statement
"I would feel safer if Ireland handled the Covid 19/ Coronavirus pandemic on its own"

Strongly agree	<input type="radio"/>
Agree	<input type="radio"/>
Neither agree nor disagree	<input type="radio"/>
Disagree	<input type="radio"/>
Strongly disagree	<input type="radio"/>

Q.76 to what extent do you agree or disagree with the following statement
"I would feel safer if Ireland was part of a co-ordinated global response to the Covid-19/Coronavirus pandemic".

Strongly agree	<input type="radio"/>
Agree	<input type="radio"/>
Neither agree nor disagree	<input type="radio"/>
Disagree	<input type="radio"/>
Strongly disagree	<input type="radio"/>

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Q.77 To what extent do you agree or disagree with the following statement?

"Ireland is well placed to be an effective member of the United Nations Security Council in 2021 - 2022 due to our own experience of conflict and conflict resolution in Northern Ireland"

Strongly agree	<input type="radio"/>
Agree	<input type="radio"/>
Neither agree nor disagree	<input type="radio"/>
Disagree	<input type="radio"/>
Strongly disagree	<input type="radio"/>

Q.78 "Ireland is well placed to be an effective member of the United Nations Security Council in 2021 - 2022 due to its strong institutions and commitment to democracy"

Strongly agree	<input type="radio"/>
Agree	<input type="radio"/>
Neither agree nor disagree	<input type="radio"/>
Disagree	<input type="radio"/>
Strongly disagree	<input type="radio"/>

Q.79 To what extent do you agree or disagree with the following statement?

"The Black Lives Matter movement has highlighted the need to redress inequalities globally, including inequalities within the international development sector"

Strongly agree	<input type="radio"/>
Agree	<input type="radio"/>
Neither agree nor disagree	<input type="radio"/>
Disagree	<input type="radio"/>
Strongly disagree	<input type="radio"/>

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Demographic Questions

C.1 Are you yourself the chief wage earner in your household or not? That is, the person who contributes most money to the household income?

Yes	<input type="radio"/>
No	<input type="radio"/>

C.2 What is the occupation of the chief wage earner? (If farmer, state acreage. If proprietor/manager/ supervisor, state number of employees. If unemployed for over a year or widow on State Pension, ask about Chief Wage Earner).

C.3 Gender of Respondent:

Male	<input type="radio"/>
Female	<input type="radio"/>
Neither	<input type="radio"/>

C.4 Could you tell me what age you are ...
(must be between 18 and 99)

C.5 Could you tell me the age bracket that you fall into? Are you ...
PLEASE READ OUT

18-19	<input type="radio"/>
20-24	<input type="radio"/>
25-29	<input type="radio"/>
30-34	<input type="radio"/>
35-39	<input type="radio"/>
40-44	<input type="radio"/>
45-49	<input type="radio"/>
50-54	<input type="radio"/>
55-59	<input type="radio"/>
60-64	<input type="radio"/>
65-69	<input type="radio"/>
70-74	<input type="radio"/>
75+	<input type="radio"/>
Refused	<input type="radio"/>

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The Questionnaire

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C.6 What is your marital status, are you ...

Single	<input type="radio"/>
Married	<input type="radio"/>
Cohabiting	<input type="radio"/>
Widowed	<input type="radio"/>
Separated/Divorced	<input type="radio"/>
Civil Partnership	<input type="radio"/>

C.7 Including yourself, how many adults or children aged 15 or over live in the household?

C.8 How many children aged under 15 live in the household?

C.9 Do you have any dependent children living with you who are aged

	Yes	No
0 - 4 years	<input type="checkbox"/>	<input type="checkbox"/>
5 - 12 years	<input type="checkbox"/>	<input type="checkbox"/>
13 - 17 years	<input type="checkbox"/>	<input type="checkbox"/>

C.10 Which county do you live in?

CARLOW	LONGFORD
CAVAN	LOUTH
CLARE	MAYO
CORK	MEATH
DONEGAL	MONAGHAN
DUBLIN	OFFALY
GALWAY	ROSCOMMON
KERRY	SLIGO
KILDARE	TIPPERARY
KILKENNY	WATERFORD
LAOIS	WESTMEATH
LEITRIM	WEXFORD
LIMERICK	WICKLOW

C.11 Highest level of education attained

Primary or below	<input type="radio"/>
Lower Secondary	<input type="radio"/>
Higher Secondary	<input type="radio"/>
Post Leaving Certificate	<input type="radio"/>
Third level, of which:	
Higher Certificate or equivalent	<input type="radio"/>
Ordinary Degree or equivalent	<input type="radio"/>
Honours bachelor degree or equivalent	<input type="radio"/>
Postgraduate qualification	<input type="radio"/>

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C.12 Which of these bands does the total household gross annual income fall into [i.e. including income from all working adults in the household before tax].

	Household Income
Less than €25,000	<input type="radio"/>
€25,000-€49,000	<input type="radio"/>
€50,000-€74,000	<input type="radio"/>
€75,000-€100,000	<input type="radio"/>
€101,001 - 125,000	<input type="radio"/>
€126,000-€150,000	<input type="radio"/>
€151,001 - 250,000	<input type="radio"/>
Greater than €250,000	<input type="radio"/>
Refused	<input type="radio"/>
Not Applicable	<input type="radio"/>

C.13 If there was a General Election tomorrow, to which party or independent candidate would you give your first preference vote?

Fianna Gael	<input type="radio"/>
Fine Gael	<input type="radio"/>
Labour Party	<input type="radio"/>
Sinn Féin	<input type="radio"/>
Independent	<input type="radio"/>
Green Party	<input type="radio"/>
Socialist Party	<input type="radio"/>
Solidarity/People Before Profit (Solidarity/PBP)	<input type="radio"/>
RENUA Ireland	<input type="radio"/>
Other	<input type="radio"/>
Independents4Change	<input type="radio"/>
Social Democrats	<input type="radio"/>
Workers Party	<input type="radio"/>
Other specify _____	<input type="radio"/>
Don't know	<input type="radio"/>
Would not vote	<input type="radio"/>

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C.14 Which of these religious denominations/faiths, if any, do you adhere to?

Catholic church	<input type="radio"/>
Church of Ireland/Anglican/Episcopal	<input type="radio"/>
Methodist	<input type="radio"/>
Presbyterian Church	<input type="radio"/>
Other Protestant	<input type="radio"/>
Jewish	<input type="radio"/>
Muslim	<input type="radio"/>
Agnostic	<input type="radio"/>
Atheist	<input type="radio"/>
Other	<input type="radio"/>
I'm not religious, although I do consider myself a spiritual person	<input type="radio"/>
Would rather not say	<input type="radio"/>

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Thank you.



RESEARCH
& INSIGHT

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Delve Deeper