



Key Characteristics of the 'Empathiser' Demographic

Empathisers represent **30%** of all those surveyed for the Worldview public engagement research project (the largest of all segments year on year since 2021).

They are predominantly **female (61%)**. They are spread across all age-groups, but the majority (**59%**) are aged between 25 and 54, with the highest proportion (**23%**) aged between **35 and 44**.

They are pretty evenly spread in terms of social class: **48%** are ABC1 (i.e. managerial, professional or administrative workers), while **52%** are C2DE (i.e. skilled, semi-skilled and unskilled manual workers, casual workers, pensioners, and those who are unemployed).

The vast majority of Empathisers (**77%**) **live outside of Dublin**. The highest proportion (**30%**) live in Munster, followed by Leinster (**26%**), Dublin (**23%**) and Connaught / Ulster (**21%**). Most (**61%**) **live in urban areas**.

The vast majority (**61%**) of Empathisers have **families**: **39%** have children at pre-school, pre-teen or teenager phase, while **22%** are empty nesters. A high proportion of Empathisers (**29%**) are single.

Empathisers feel the most important issues facing Ireland today are **household bills, health services, housing costs, and homelessness**. They are *less concerned* than other segments about sustainability and climate change. The issues they are personally most concerned about are:

1. War, conflict and terrorism;
2. Economic crises, job security, wages;
3. Immigration, migration, refugees;
4. Education, healthcare, clean water and hunger in developing countries.

The greatest influence on their views about the key issues of the day are their **family members and friends; social media; and TV news** (either traditional or online). They are *more influenced than all other segments* by **celebrities / influencers**. And they are less influenced than all other segments by newspapers and radio news (either traditional or online).

The majority of Empathisers (**62%**) say they most frequently use TV (either traditional or online) to source news and information. This is followed by social media sites (**52%**) and radio (**41%**).



Most Empathisers (**69%**) score themselves as Centrist in terms of their political beliefs (only **15%** score themselves as strongly left-leaning; and only 16% as strongly right-leaning).

In relation to being active on social causes or issues over the past 12 months, the highest proportion of Empathisers (**50%**) have been involved in local community issues, followed by mental health (**46%**), climate change and the environment (**35%**), and animal welfare (**35%**).

The majority of Empathisers (**59%**) feel it is 'fairly important' that the Irish Government provides overseas aid to help people in developing countries. **20%** believe this is 'very important'.

49% feel the level of Government spending on overseas aid should remain the same; **22%** feel it should increase 'somewhat' or 'a great deal'.

58% of Empathisers are 'fairly concerned' about poverty levels in developing countries. **18%** are very concerned; and **22%** have no strong feelings either way.

Most Empathisers (**49%**) believe war and conflict are the main cause of poverty in developing countries, followed by government and private sector corruption in those countries (**39%**), and government inefficiency or incompetence (**30%**).

When asked to select three words from a list that "best align with your own view of why we should help those in developing countries worse off than ourselves", Empathisers most frequently chose:

1. Human Rights (**53%**);
2. Humanitarianism (**44%**);
3. Empathy (**33%**).
4. Charity (**16%**) and Sympathy (**15%**) scored more highly with Empathisers than with other segments.

In the past 12 months, the majority (**72%**) of Empathisers have read, watched or listened to a news article about global poverty and development. **61%** have discussed this topic with family and friends. **48%** have donated money. **30%** have shared or forwarded information. Only **13%** have volunteered, and the same percentage have become a member, liked or subscribed to a newspaper from a development organisation.