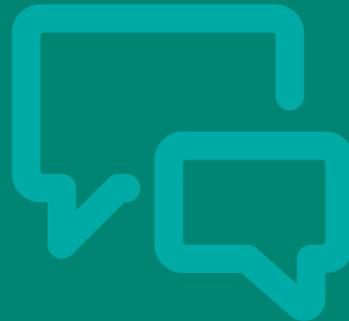


# Worldview Wave 6

## Audience Segmentation Manual



Exploring Irish attitudes to overseas development aid

dóchas

# Worldview Audience Segmentation



## Purpose

**At a time of instability, Worldview reveals more about the views of the Irish audience, not just on what they believe when it comes to international development, but why they believe it.**

Worldview enables us to connect with more people in Ireland about the relevance and importance of international development. We do this through audience segmentation.

Audience segmentation is the process of dividing a larger audience into smaller, more specific groups based on shared characteristics, behaviours, or interests.

But should we be dividing our public, when they are dividing themselves?

## Benefits

Overall, audience segmentation is a critical tool for organisations looking to understand their audiences better and target them more effectively and efficiently. Worldview's audience segmentation is a bespoke, scientifically rigorous process designed by experts. It is the only resource that segments the Irish public based on their attitudes and sentiments towards international development, and what informs these opinions.

**The two key benefits are:**



### Customised Offerings

Focusing on the needs and preferences of segments, we can create more customised offerings that attract interest.



### Effective Communication

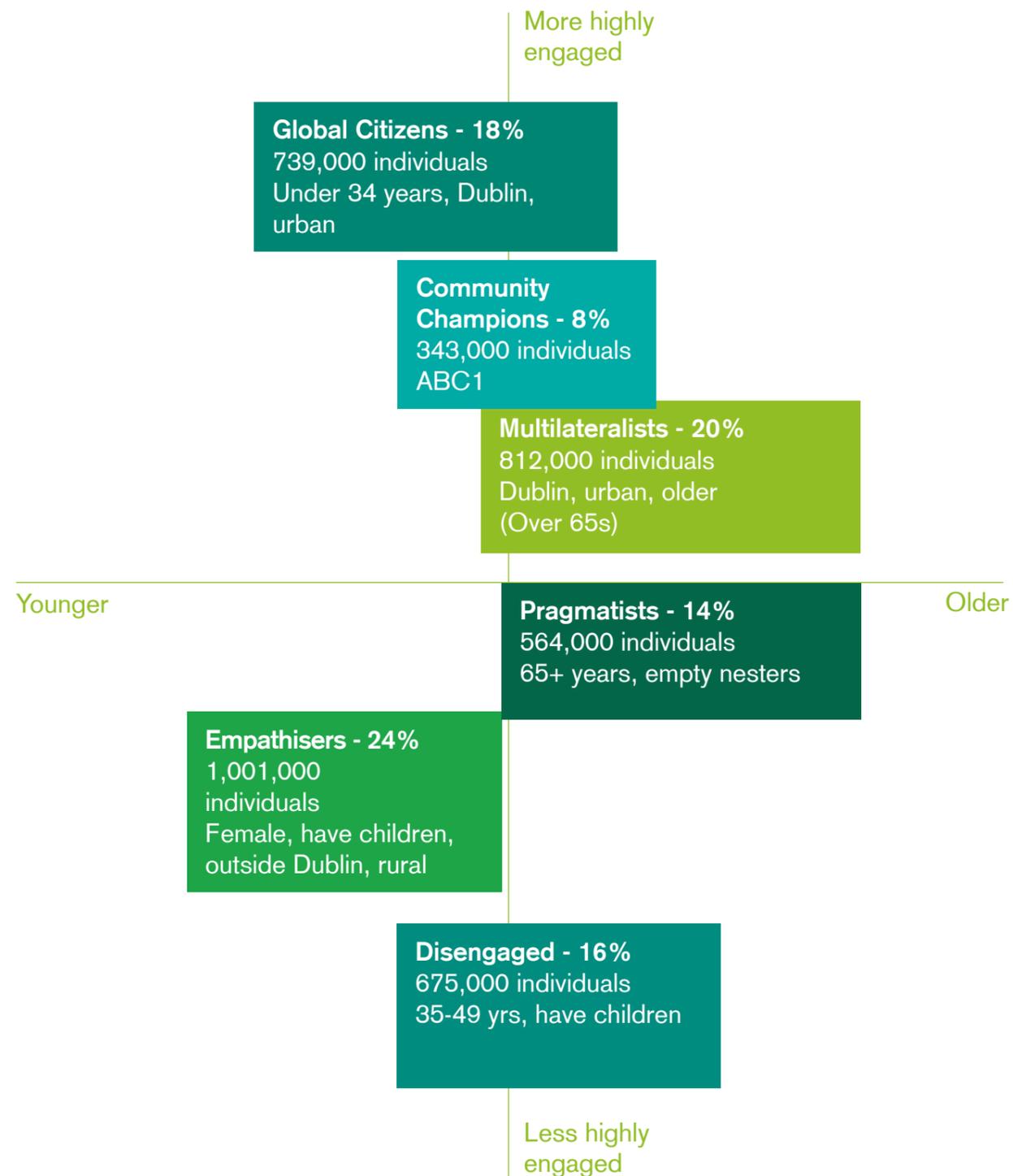
By identifying the most effective communication channels, we can tailor strategies to meet them where they are - with messages that resonate.

**Overall, it can improve marketing effectiveness, drive engagement, and provide a competitive advantage.**



Exploring Irish attitudes to overseas development aid

# The Segments - Perceptions of ODA



## Global Citizens

Justice and solidarity-driven; understand exploitation by powerful countries, the legacy of colonialism, and systemic inequality. Believe aid should be administered by the multilateral system and overseas aid organisations.



## Community Champions

Believe aid should be given due to shared humanity and empathy. Understand exploitation and the impact of colonialism. The multilateral system and aid organisations are most effective at delivering aid.



## Multilateralists

Aid based in humanitarianism, shared humanity, and human rights - mirror the national view on reasons for providing aid. Multilaterals like the EU and UN are best for coordinating aid.



## Pragmatists

View the causes of poverty in developing countries as emanating from within - poor governance, corruption, and inefficiency. Trusting of institutions. Practical governance solutions and disaster relief resonate.



## Empathisers

Poverty stems from war, lack of services, and disease prevalence. Should help developing countries out of charity and morality. Emphasise local country issues instead of global systems.



## Disengaged

Unsympathetic to poverty in developing countries. Have deep distrust of all institutions. Deep misconceptions about where poverty stems from. Cite in-country corruption, inefficiency, incompetence, laziness and people having too many children. Main concern is immigration.

# Profile of Segments x Region and Area

Conn/Ulster		
Empathisers	32	●
Disengaged	18	
Global Citizens	16	
Multilateralists	15	●
Pragmatists	11	
Community Champions	8	

Munster		
Empathisers	29	●
Multilateralist	18	
Disengaged	18	
Global Citizens	14	
Pragmatists	14	●
Community Champions	8	

Leinster (excl. Dublin)	
Empathisers	24
Multilateralist	20
Global Citizens	17
Pragmatists	16
Disengaged	15
Community Champions	9

Dublin	
Multilateralists	25 ●
Global Citizens	24 ●
Empathisers	15 ●
Disengaged	14
Pragmatists	13
Community Champions	9



- Significantly higher than average
- Significantly lower than average

Analysis of Sample  
Base: All Adults (Aug 2025 N - 2,002)

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Aug 2025 | Internal | Strictly Confidential

	Urban (%)	Rural (%)
<b>Multilateralists</b> 474	23 ●	14 ●
<b>Community Champions</b> 282	8	9
<b>Disengaged</b> 378	15	18
<b>Empathisers</b> 662	21 ●	31 ●
<b>Global Citizens</b> 419	21 ●	13 ●
<b>Pragmatists</b> 289	13	15

# Key Segments Targeting Strategy

	Global Citizens 	Community Champions 	Multilateralists 
Bullseye Audience 	Under 35; Urban; Postgraduate qualification; ABC1; Single/Pre-Family stages	Mirrors general population demographically but more middle class; Strong local community focus	Older, urban skew
Media Channels 	Multi-platform strategy essential - over-index on social media and podcasts; less reliance on traditional TV	Traditional media preference - newspapers; TV, radio; Podcasts gaining traction; Grassroots influences important	Balanced media consumption across all traditional platforms; Lower social media reliance and less grassroots influence
Socio Cultural Priorities 	Global citizens; Climate change champions; Concerned re populism & fake news; One of the most socially active across all causes	Local community identity; Highest activism levels across all segments; Climate change leaders; Immigration not a concern, but populism is	European identity; Climate change focus; Populism concerns; Over-index on global poverty activism
Overseas Aid - Communications Messaging 	Justice and solidarity driven; Focus on exploitation by powerful countries and legacy of colonialism; Administered by multilaterals and overseas aid organisations; Emphasize global citizenship and systemic inequality	Shared humanity and empathy focused; Solidarity messaging resonates - Highlight rich country exploitation and colonial legacy; Multilateral and aid organisation communications effective	Mirrors the national view on reasons for providing aid; Multilateral organisation messaging most effective; Focus on EU/UN coordination and systematic approaches

# Key Segments Targeting Strategy

	Pragmatists 	Empathisers 	Disengaged 
Bullseye Audience 	Oldest segment; Empty nesters; More working class; Rural; Lower educational attainment	More female, rural focused; Family stages prominent	Male skew; Middle-aged; Family stages dominant
Media Channels 	Heavy traditional media consumers; Minimal social media and podcasts mentions	Social media crucial; TV remains important; Family influence on opinions is higher than the norm	Disengaged from mainstream media; Family/friends are a key information source; lower traditional media consumption across all channels
Socio Cultural Priorities 	Strong national identity, but see benefits of growing diversity; Concerns mirror their older age - Health services and pensions - but cognisant of growing populism too	Local community identity; Immigration concerns dominate as well as household bills and education; Negative views of growing diversity; Low engagement in causes especially global poverty	National and local identities; Immigration dominates concerns; Only segment that views diversity negatively; Economic pressures prominent; Lowest levels of activism
Overseas Aid - Communications Messaging 	Views poverty in developing countries as stemming from within - poor governance, corruption, and inefficiency; High institutional trust; Focus on practical governance solutions and disaster relief	Humanitarian appeals are key; Focus on immediate disaster relief; Address misconceptions about poverty causes as the segment emphasizes local country issues instead of global systems; Family and community-based messaging channels	Highly challenging segment - unsympathetic to developing country poverty; Deep institutional distrust; Focus on addressing core misconceptions and avoid traditional institutional messaging channels

## Key Talking Points



We need to tailor our messaging for our fragmented society



Ireland continues to be a generous nation, but in an uneasy decade



Trust is fragile, and personal connection is key



Values remain our strongest asset



There is a disconnect on the benefits of aid for Ireland



The narrative has moved from poverty to conflict



Exploring Irish attitudes to overseas development aid

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attitudes to overseas  
development aid



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Eachtracha agus Trádála**  
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