



Frequently asked questions and glossary of key terms

Frequently asked questions

What is Public Insight 2020?

Public Insight 2020 is a project aimed at gaining greater understanding of British audiences who do not currently support aid and development. The ambition is that, with deeper knowledge about the concerns, motivations and behaviours of these audiences, there is an opportunity to inspire them to support UK aid and international non-governmental organisations (INGOs) in the future. The project has been commissioned by the Campaign to Defend Aid and Development, a group of 25 leading international development organisations, hosted by Bond.

What is the Campaign to Defend Aid and Development?

The Campaign to Defend Aid and Development is a network of 25 leading international development organisations, hosted by Bond. They are working together to defend the UK's commitment to Overseas Development Assistance (ODA) of 0.7% of gross national income, retain DFID as an independent Whitehall department with its own Secretary of State and shift the debate away from questioning aid quantity to focusing on UK aid quality. The Campaign's 25 INGO members are represented on its steering group and working groups – including the Public Sceptics Working Group which leads on Public Insight 2020.

Who are Creatures of Habit?

Creatures of Habit are an insight and ideas company that creates ways for people to understand and influence society and culture. Its work spans insight, strategy and film, partnering with organisations from global tech giants to one-woman NGOs, from international brands to social enterprises.

They were brought on board for the Public Insight 2020 project to deliver the qualitative research with the three segment focus groups.

They are now developing the next stage of the project – a communications strategy with detailed insight about these segments, the media they consume, the channels to reach them, the content and messages they respond to and much more. Keep a look out for this next phase of activity here on the Bond website.

Who is The Answer?

The Answer is a strategic commercial semiotics agency, using consumer insight to help organisations understand what really motivates consumer attitudes and behaviour. Their methods include ethnography, consumer discussion groups, quantitative data analysis, social media analysis and online communities.

Dr Nick Gadsby of The Answer provided cultural analysis and semiotic insight to contextualise the emerging findings from the insight with wider societal trends prevalent within the UK.

How is Bond involved?

Bond, the UK network for organisations working in international development, coordinates and hosts the Campaign to Defend Aid and Development, which commissioned Public Insight 2020. The Campaign has 25 INGO members who are represented on its steering group and working groups – including the Public Sceptics Working Group which leads on Public Insight 2020.

Why did the project choose these three segments?

The Campaign is focused on defending the UK's commitment to Overseas Development Assistance (ODA) of 0.7% of gross national income, retain DFID as an independent Whitehall department with its own Secretary of State and shift the debate away from questioning aid quantity to focusing on UK aid quality.

Alongside these aims was awareness that the number of donors to international development is declining, including within the 'marginally engaged' group. Therefore, those within the marginally engaged who answered that they would like to see UK aid 'decrease somewhat' were chosen as the target for this project. This was to identify those audiences that are not currently supportive of aid and are not engaged but are also not strong rejectors. They represent an opportunity to increase support and engagement with international development.

It is worth noting that this project is focused on both defending aid and development politically, as well as fundraising for the sector. And successful fundraising within the sector also puts pressure on the government to continue to support UK aid politically.

How were the three segments identified?

The 'marginally engaged' group from the DEL Tracker (formerly known as the Aid Attitude Tracker) was further broken down by their answer to the question on whether they would like to see the UK aid budget increase, stay the same or decrease. The group Public Insight 2020 focused on was those within the 'marginally engaged' who also answered that they would like the UK aid budget to 'decrease somewhat'. This segment represents 5.6m of the UK population.

This 5.6m was further refined, using two sets of questions from the DEL Tracker (Global Citizen questions, and Schwartz values). The Global Citizen questions were used to gauge global outlook and attitudes toward development, and the Schwartz values questions were used to measure alignment with core human values.

At the conclusion of that first stage of refinement, one sub-segment was selected, out of five, for latent class indicator analysis. Through the latent class indicator analysis, three out of four segments, totalling 2.2m were selected for qualitative investigation. These are Stability Seekers, Practical Empaths and Principled Pragmatists.

What qualitative research was conducted?

Creatures of Habit conducted qualitative research into the audience segments: Stability Seekers, Practical Empaths and Principled Pragmatists, using 'mobile ethnographies', to find out about their values, attitudes to aid and development, and more general beliefs. This included a phone briefing with each participant to set up. Each person was then invited to do four to eight creative tasks such as writing a one-page response to a news article, take photos and other tasks over a two week period. Finally, they were debriefed through an in-depth semi-structured phone interview.

When did the research take place?

The data from the DEL Tracker (formerly known as the Aid Attitude Tracker) is from early 2019. Creatures of Habit conducted the qualitative phase of the research in Spring 2019.

What is the size of population of each of the three segments?

The total population the three segments represent is 2.2million and breaks down as:

- Stability Seekers 1.2m
- Practical Empaths 300k
- Principled Pragmatists 700k

What is the size of sample of each of the three segments?

The sample size for the quantitative insights are:

- Stability Seekers - 212
- Practical Empaths - 59
- Principled Pragmatists - 121

Three focus groups were set up representing each of the segments, with eight people on each.

How robust is the research?

The quantitative analysis is based on a large, statistically robust, nationally representative survey run by industry leaders YouGov. The qualitative research is designed to access questions of experience, perspective, personal values and beliefs, and as such involved deep engagement with a small, representative sample from each audience sub-segment under review. The research participants were appropriately briefed and guided, in order to facilitate their engagement with the research, whilst ensuring they were not led by the researchers' own values and opinions. On this basis, the qualitative research was as robust and rigorous as the quantitative research.

Why do you think they could be supporters of the future for INGOs?

There is evidence that many in these segments previously donated to INGOs. We know that they are not opposed to international development, they're just not currently thinking about it. And their views on these issues are not firmly held. Researchers found that during the course of the research members of the focus groups became more supportive of international development, without any attempts to persuade them – just because they were thinking more about these issues.

How are the marginally engaged relevant to our organisation?

Just six years ago more than one third of marginally engaged audiences donated to INGOs. Numbers have fallen significantly since then and Public Insight 2020 has found that they can be inspired to support again – but we must change how and where we communicate about the issues in order to reach them in ways they relate to.

How do these findings relate to the Narrative Project and the DEL Tracker (formerly known as the Aid Attitude Tracker)?

Public Insight 2020 used data from the DEL Tracker. It identified three segments within the Tracker's 'marginally engaged' group and carried out a deep analysis into these groups using qualitative research methods. The Narrative Project also used data from the DEL Tracker, instead focusing on the 'engaged' group.

Public Insight 2020's exploration into audiences who are not currently supportive of aid or engaged with global poverty is different to the vast majority of campaigns and communications from the international development sector in recent years, which has been focused on engaging with people who are already supportive.

It is worth noting that the findings from the three segments that the Public Insight 2020 project has focused on are very similar to the findings of the Narrative Project. The barriers and characteristics of both these groups (one being the 'engaged' group and the other being segments within the 'marginally engaged' group) align very strongly. This suggests that the findings of Public Insight 2020 can be applied to a much wider group of audiences.

It is also in line with a 'design target' approach, where you focus on more extreme audiences, with more acute needs and concerns than the mainstream. The thinking is that if you can satisfy the more extreme design target, you're going to over-deliver for a more mainstream audience.

DEL has updated its audience groupings, how do these segments relate to the new audiences?

Since the Public Insight 2020 research was carried out the Development Engagement Lab has revised its groupings to add a 'transactionally engaged' group – meaning that the 'engaged' and 'marginally engaged' groups referred to above now differ. The three segments within the Public Insight 2020 project – Stability Seekers, Practical Empaths and Principled Pragmatists – sit across the 'transactionally engaged' and the 'marginally engaged' within the new groupings. This does not affect the findings of Public Insight 2020 but when we know more about how the three focus segments map onto the new DEL Tracker groupings we will update this information.

What is the overall profile of these three segments?

Whilst there are a few overall demographics across the three segments, it is unlikely to be helpful in supporting INGOs to communicate with them effectively. Creatures of Habit are now developing a communications strategy with detailed insight about these segments, the media they consume, the channels to reach them, the content and messages they respond to and more. This will give you simple tools and useful information that you can apply in your own communications and fundraising strategies. Keep a look out for this next phase of information here on the Bond website.

The members of the three segments – Stability Seekers, Practical Empaths and Principled Pragmatists - are typically over 50 years old. They have a fairly balanced gender split, 48% don't belong to a religion and 49% are politically centrist. They rely on BBC news, ITV news and Sky News as their top three news sources, the vast majority 'nearly always' read a newspaper, 45% use Facebook at least once a day and 30% never use Facebook.

How can we cut through multiple media channels and be heard when these audiences won't seek us out?

Creatures of Habit are now developing a communications strategy with detailed insight about these segments, the media they consume, the channels to reach them, the content and messages they respond to and more. The Campaign will use this further insight to broker bold and ambitious media partnerships and deliver communications activity collectively, to help shift the national conversation on aid.

But we need to work together as a sector. That's why we will give you simple tools and useful information that you can apply in your own organisational communications and fundraising strategies. Keep a look out for this next phase of activity here on the Bond website.

Will you be doing any testing of these findings, including for fundraising?

Yes, there will be testing of messages and fundraising conversion rates with these segments.

How can I use these findings at my own organisation?

Creatures of Habit are now developing a communications strategy with detailed insight about these segments, the media they consume, the channels to reach them, the content and messages they respond to and more. This will give you simple tools and useful information that you can apply in your own communications and fundraising strategies. Keep a look out for this next phase of activity here on the Bond website.

In the meantime, feel free to download the slides and notes to share in meetings with colleagues and start conversations about how this could be used in your organisation.

How else can I get involved?

If your organisation is a member of the Campaign to Defend Aid and Development (see slide 4 of the presentation) contact your senior fundraising, campaigns and communications colleagues who are likely to be part of one of the working groups to find out if you can get involved.

You can also join the Bond Communications and Fundraising Working Group to find out if they are getting involved too.

Glossary of key terms

Aid Attitude Tracker

The [Aid Attitude Tracker \(AAT\)](#), now called the DEL Tracker, is a survey begun in 2013 to track the attitudes of the British public to aid and development over time. Twice a year, 8,000 people are surveyed as part of this study, selected on the basis that they represent a broad cross section of the public. There are 125 questions in each survey, some vary, some are consistent across each survey. The survey is funded by the Bill and Melinda Gates Foundation and run by [DEL \(Development Engagement Lab\)](#), [UCL](#) and [YouGov](#).

Audience segments

Any given audience can be divided into smaller groups of people, audience segments, to enable more targeted approaches that appeal to specific interests, values, media consumption and more.

Cross-tabulation

To quantitatively analyse how multiple variables relate to each other. Through cross-tabulation the intersection between two sets of variables or groups can be identified and analysed, by plotting one set of variables along a horizontal axis and the other along a vertical axis.

ICAI

ICAI, or the [Independent Commission for Aid Impact](#), is the independent watchdog on UK aid spending. They state: 'We work to ensure UK aid is spent effectively for those who need it most, and delivers value for UK taxpayers.' ICAI issues several reports to parliament each year reviewing different aspects of aid spending, whether in a particular country, across a specific theme or by an individual government department.

Latent class analysis

This is a statistical technique used to uncover hidden groupings in data.

Marginally engaged audiences

This is the name of one of the audience segments identified by the AAT and DEL, based on their behaviour towards international development. Marginally engaged audiences are defined as people who are likely to consume media about global poverty but do not do anything active to support efforts to reduce global poverty.

Mobile ethnography

This is a qualitative research technique that expands the reach of traditional ethnographic approaches to use mobile phone technology. Research participants are invited to use their mobile phone to journal their everyday lives, behaviours and feelings in response to a specific research theme.

Narrative Project

A research initiative funded by the Bill and Melinda Gates Foundation, and operating in the UK, the US, Germany and France to change the narrative of development work and enhance audience engagement with INGOs, with a particular focus in the UK on engaged audiences.

Schwarz values

Schwartz values are a list of 10 core human values that people in all cultures recognise. These values are: achievement, benevolence, conformity, hedonism, power, security, self-direction, stimulation, tradition and universalism.

Segmentation

The process by which information (usually quantitative) is analysed to differentiate groups from one another and identify distinct profiles common to the members of each group.