



# **LISTEN TO EUROPE**

**REACHING BEYOND OUR BASE AUDIENCE**

**APPLYING THE DATA: PORTUGAL**



**European  
Movement  
International**



# METHODOLOGY & OBJECTIVES



**GENERAL OBJECTIVE:** Provide tools and insights to pro-democratic actors on how to effectively identify a persuadable audience, and develop effective message and communications that bring more people into the conversation.

**MEANS OF ACTION:** Build targeted and innovative campaigns based on data and identified narratives pertaining to democracy, participation, and the EU.

**METHOD:**

- *7 national media analysis* (70 000 Facebook posts analysed) identifying issues, conversations, and narratives in a specific national context.
- *Survey* conducted during summer 2021 on 5500 people 18 years of age and older in 6 countries, on the drivers of the behaviour and attitudes of citizens.
- Using that data to identify the *segmentation* of our target populations to build effective communications campaigns.



# **PORTUGAL**

## **STRATEGIC SURVEY ANALYSIS**

**UNDERSTAND WHAT PEOPLE ARE THINKING.**

**HOW THEY SEE THE WORLD.**

**HOW THEY FEEL & ANY CHANGES IN**

**THEIR ATTITUDES.**





**WHAT % OF CITIZENS  
IN **PORTUGAL** ALWAYS  
SUPPORT DEMOCRACY?**



# DEFINING A CONSISTENT SUPPORTER OF DEMOCRACY

## FOUR QUESTIONS: YES OR NO?

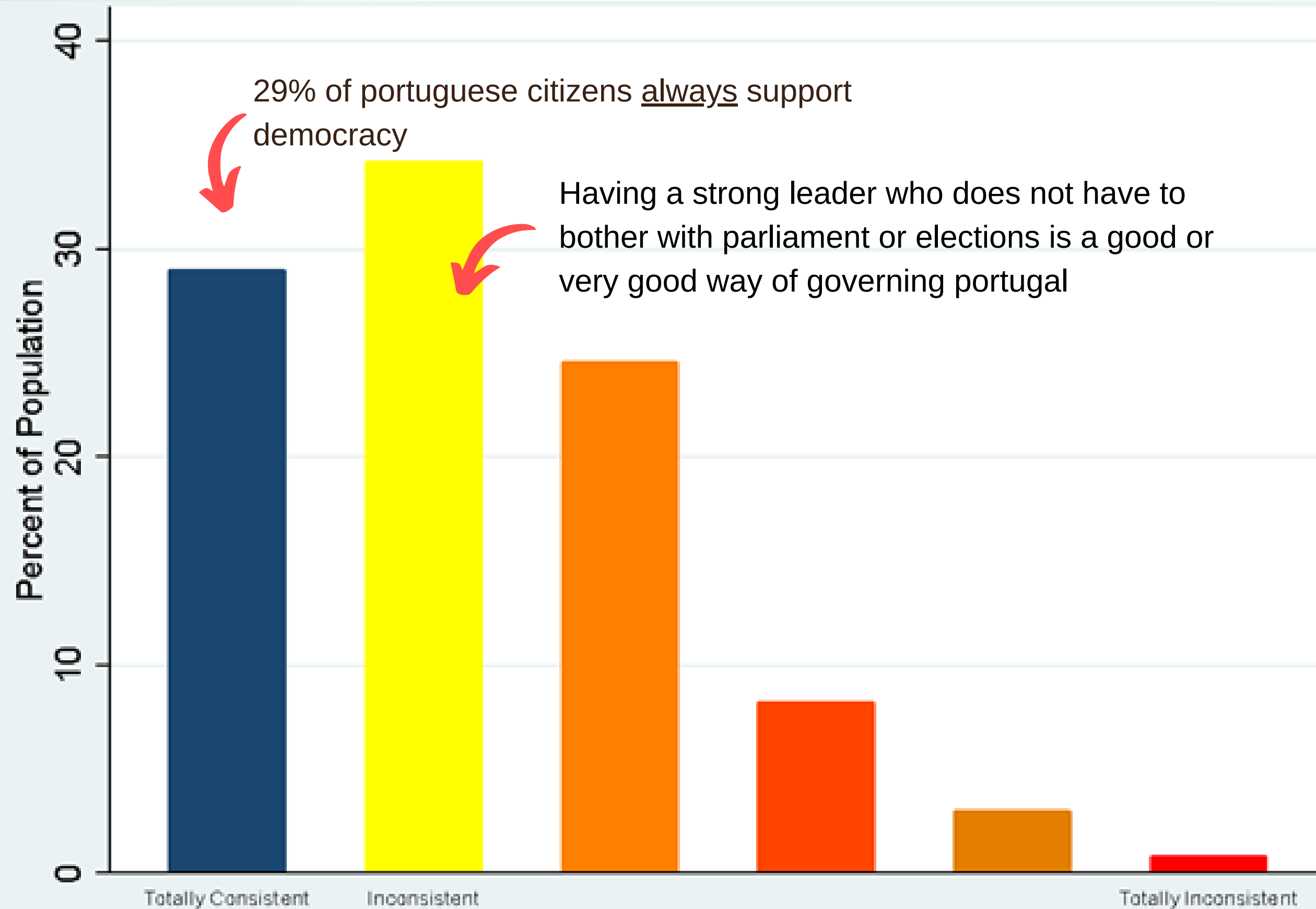
1. A democratic political system is a ***very good*** or ***fairly good*** way of governing my country?
2. Democracy is preferable to any other kind of government?
3. Army rule is a ***bad*** or ***very bad*** way of governing my country?
4. Having a strong leader who does not have to bother with parliament or elections is a ***bad*** or ***very bad*** way of governing my country?

✓ IF SAID YES TO ALL FOUR QUESTIONS, YOU ARE A:

CONSISTENT SUPPORTER  
OF DEMOCRACY



# SUPPORT FOR DEMOCRACY



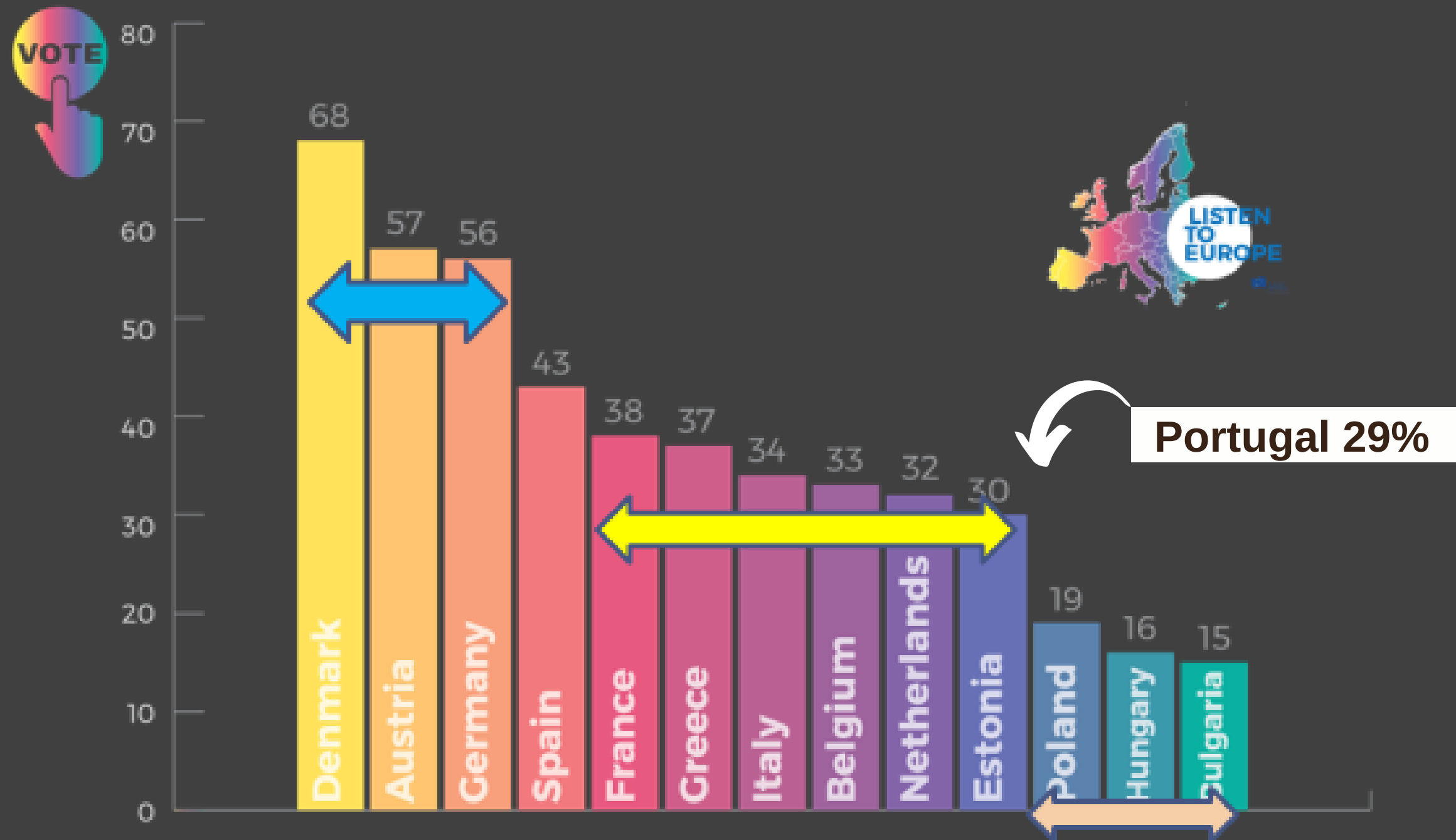


# COMPARATIVE: 2019 DATA



## DEMOCRACY

The percentage of people who always support democracy.



This measurement is based on five questions that ask about democratic governance and institutions. The reported percentage represents people who gave pro-democracy answers to every question.



**INSIGHTS FOR COMMUNICATIONS**

**APPLIED**

**SEGMENTATION, FRAMING**

**TARGETING & MESSAGING: HOW TO**

**ENGAGE A PERSUADABLE/MODERATE**

**AUDIENCE?**



**WORLDVIEW, DEMOGRAPHIC & BEHAVIORAL**

**DIVIDE**

**THAT SHAPES IDENTITY, ATTITUDES  
& POLITICAL CHOICES**

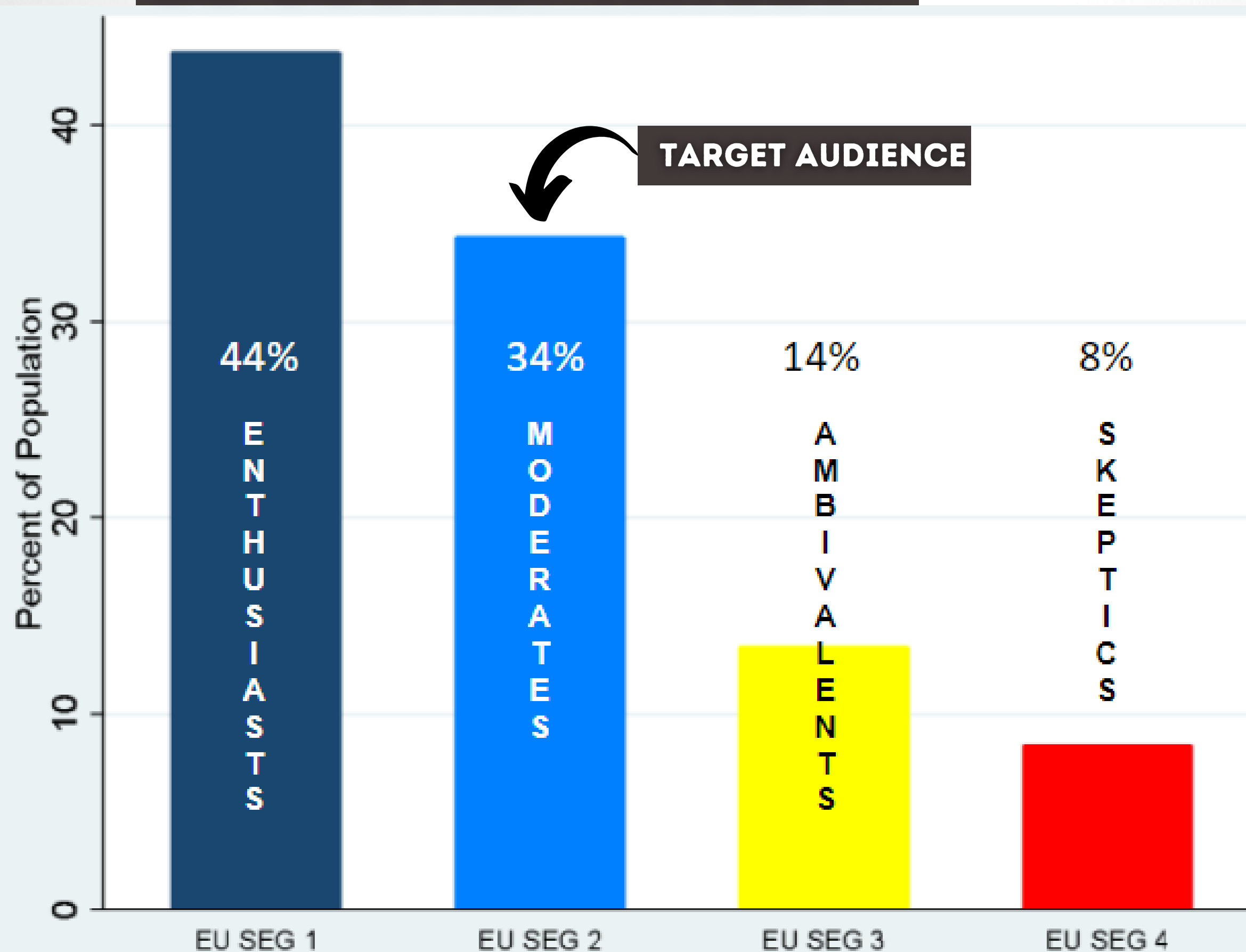
**AUTHORITARIANISM  
HOSTILE SEXISM  
IDEOLOGY**

**AGE  
EDUCATION  
GENDER**

**POPULISM  
SUPPORT FOR DEMOCRACY  
EU SEGMENTS**

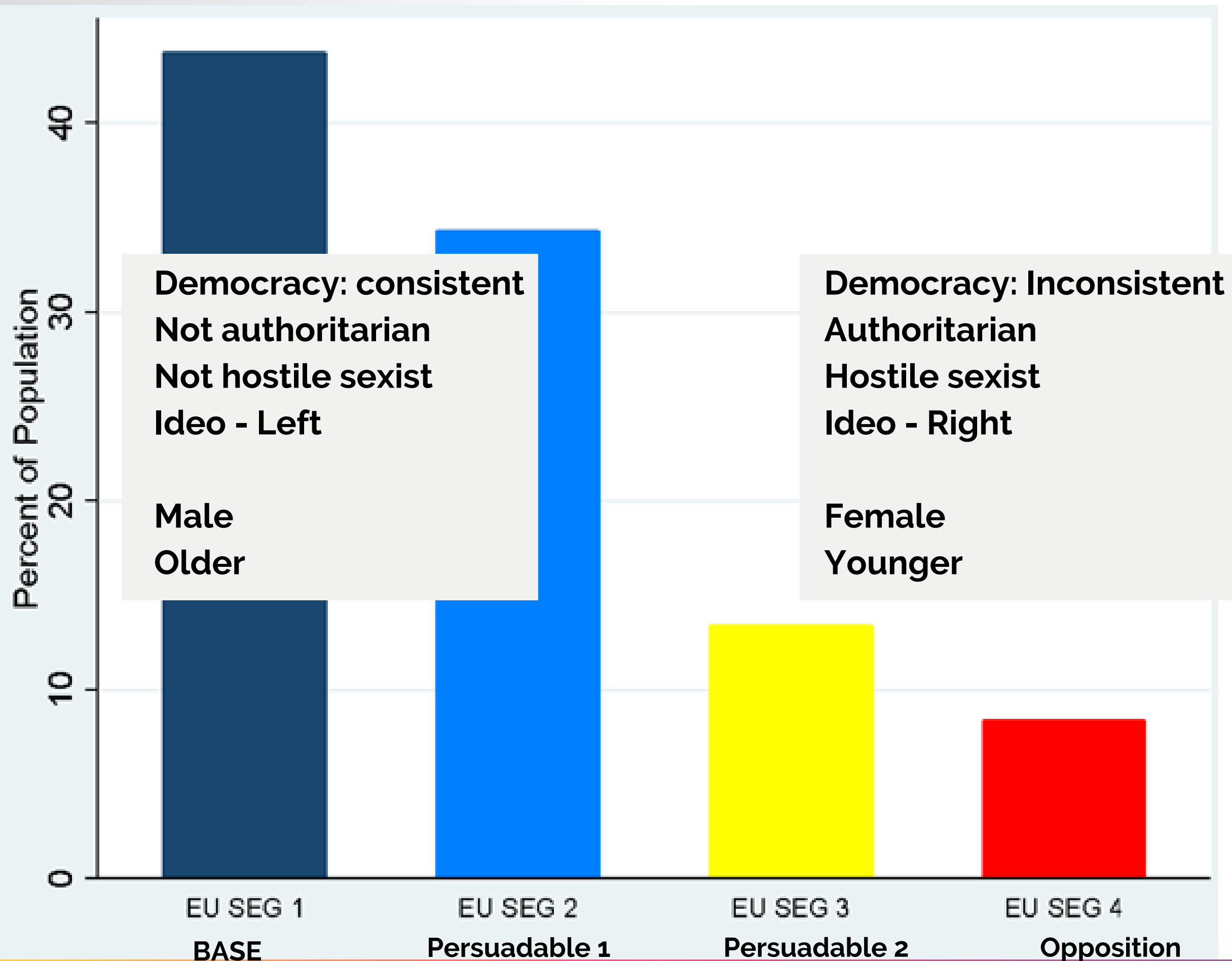


# EU SEGMENTATION





# SUPPORT FOR DEMOCRACY



Using LTE data allows to better shape your campaigns according to the characteristics of your persuadable audience. Segment 2 population:

- *Is concerned with climate change*
- *Regularly attends church*
- *Satisfied with democracy*
- *Think a strong EU is not a threat*

You can find more relevant data on the [LTE website](http://WWW.LISTENTOEUROPE.INFO).



# EU: FRAMING & MESSAGES

## APPLICATION

### FRAMED BASED ON

- **IDENTITY:** Portuguese First and European Second
- **EMOTION:** Hope For A Better Future, not Fear
- **PLACE:** Pride in Portugal
- **OUTLOOK:** Future-oriented, Openness to Change Regarding Traditions
  - NOT Radical Change
  - NOT Return to Past/Status quo
- **GOAL:** Future Where
  - Economic Inequality Lessened, Poverty Reduced
  - Better Public Health
- **EU benefits Portugal by**
  - Making the country economically stronger (EU Recovery Fund), Helping in the Covid-19 response, Freedom to Travel, Study and Work, Women's Rights
  - BUT acknowledge that EU is a Work in Progress





# ABCS OF COMMUNICATIONS #1

## DO'S

Messages are **MORE LIKELY** to engage and motivate a persuadable/moderate audience if they are:

### **1. Are perceived as authentic and are values driven – Create messages for people, not activists**

- Authenticity, not marketing. Ad agency quality is often identified as marketing and often dismissed as manipulative
- Real people, not actors or stock footage/shots
- Relatable
- Recent examples of direct benefit of EU (Eu Recovery Fund, Covid-19 EU response)

### **2. Simple, clear, short and easy to follow – Say Less, Communicate More**

- Focused on story, narrative...THINK VINGETTE

### **3. Offers Solutions**

- Straightforward actions someone can do/common-sense calls to action



# ABCS OF COMMUNICATIONS #2

## DO'S

**4. Are targeted by audience – at least recognizing significant attitudinal differences by gender & age :**

- Olders are Consistent supporters of Democracy
- Youngers are concerned by Climate change issues and civic platforms

**5. Are hopeful, focused on the future (not past wrongs and blaming), speak of an openness to change regarding traditions, but without a radical change.**

**6. Call for lessened economic inequalities, for a better economy, fairness and equality (social, political, economic).**



# ABCS OF COMMUNICATIONS #3

**DON'T** 

Messages are MORE LIKELY to **FAIL** with this audience if they:

1. Focus heavily on activism, protests, "public" theater, march and rallies
2. Are negative, blame or focus on ideology and appear to promote a polarized narrative (Us V Them)
3. Even hint at aggression, conflict disruption or the possibility of violence
4. Focus on a return to the past
5. Long, complicated, or too packed with information
6. Feel packaged, like "campaign" – definitionally inauthentic



# MEDIA SCREENING

- The EU is seen as a **positive light, a bastion of progress** and guard of **democratic values**, confronted with the general pessimism about Portugal and Portuguese politics. The Portuguese politicians are object of scepticism and anger. They represent the corruption and backwardness that the Portuguese are tired of. In this context, there is an **instrumental use of the EU to attack governments**.
- Most criticism against the EU comes from progressive actors in relation to **migration and refugees**, and how their **neoliberal policies** foster PT poverty.
- Authoritarianisms are spreading "**us vs. them**" narratives regarding **migration and racism**.
- On the other hand, issues related to the future of the Portuguese society like **climate justice, animal rights or science and technology** generate broader agreement.
- **Materialistic values** related to the economy are the most present. Frustration emerges related to the **distrust in Portuguese politics and economy**.



# RESOURCES



- **LINK 1: LTE WEBSITE**
- **LINK 2: DEMOCRACY TABLE PORTUGAL**
- **LINK 3: MEDIA ANALYSIS KOMONS**