NOTE ON METHODOLOGY

A compendium of perceptions of migration in Spain and recommendations for a narrative change

1. The two Oxfam-Cualigrama attitudinal segmentation studies

Between November 2017 and March 2018, Oxfam Intermón commissioned a study on perceptions of migration and refugees in Spain, which for the first time included an exercise of attitudinal segmentation. The aim of the study was to identify prevailing opinions and emotions, understand the key elements of the common belief system on migration in Spain and the narratives that underpin such beliefs, as well as to map the different attitudinal profile groups among the population, their characteristics and their triggers for mobilisation.

The study consisted of three phases. A first phase of literature review and interviews with experts, which, among other things, made it possible to identify concepts, contents and stimuli for subsequent phases. A quantitative analysis phase, which consisted of on-line interviews with a representative sample of the adult population, which allowed the characterization of prevailing opinions and key elements of the common belief system on migration. In addition, a third, quantitative-qualitative phase, which consisted of a multivariate analysis resulting in the identification of the four attitudinal profiles, as well as a series of discussion groups that enabled better characterization of each profile, their values, concerns, the narratives they use and triggers for mobilisation.

Between November 2019 and February 2020, Oxfam Intermón commissioned a second study, based on the previous one, to update quantitative and qualitative data for each profile or attitudinal segment, to better understand the most prevalent perceptions and stereotypes with respect to migrant women, and to establish an evolutionary pattern by comparing the data obtained in the two studies, and with the results of a similar study carried out by Oxfam in Peru, Colombia and Ecuador. The study consisted of a quantitative phase of on-line interviews, and a quantitative-qualitative phase of multivariate analysis and discussion groups focusing on the majority profile: the ambivalent group.

2. Phase of literature review and interviews with experts (2017-2018 study)

This phase included individual and group interviews with six experts[1] in the area of social communication, as well as an extensive review of existing literature, in both Spain and Europe, on

---

[1] Agustín García Matilla, Professor of Audio-visual Communication and Advertising at the University of Valladolid in Segovia. Dean. Pilar San Pablo, Associate Professor of Audio-visual Communication and Advertising at the University of Valladolid, Teacher of the Master's Degree in Social Communication, University of Valladolid. Eva Navarro, Associate Professor of Culture Theory and Media Education and Vice-Dean of Students and Internships of the Faculty of Social, Legal and Communication Sciences of the University of Valladolid. Miguel Vicente Mariño, Academic Secretary in the Master's Degree in Social Communication, teacher of Social Campaigning: Techniques for Research and Evaluation and Results Control. Susana de Andrés, Associate Professor at the Faculty of Social, Legal and Communication Sciences of the University of Valladolid. Carlos Arcila, Associate Professor in the Department of Sociology and Communication, University of Salamanca, Spain. Member of the Audio-visual Content Observatory (OCA). Editor of the Anuario electrónico de estudios de comunicación social 'Disertaciones'. European PhD in Communication, Social Change and Development by the Complutense University of Madrid

perceptions of migration and attitudinal segmentation studies on migration carried out in other countries, at the theoretical and practical level. A review of the main narrative trends was also carried out through analysis of social media content.

This phase yielded an initial compilation of the general perceptions of migrants held by people in Spain, and already pointed to some of the existing positions on this issue and the most recurring arguments for and against. It also made it possible to identify concepts, contents and stimuli for subsequent phases.

3. **Quantitative methodology and attitudinal cluster analysis (2017-18 and 2019-20 studies)**

2017-2018 study. The following approach was applied for the quantitative stage, with a sample size large enough to allow extrapolation of conclusions to the total adult population in Spain.

- **Methodology applied:** Self-administered quantitative on-line interview (CAWI).

- **Universe:** People aged 18 to 70 years, living in Spain and representative of the general population.

- **Sample size:** 803 interviews in total.

- **Quotas:** Representative quotas were set by sex and age, with 4 age segments.

- **Sample error:** ±2.89%, for a 95.5% confidence level under least favourable sampling conditions of p=q=0.5.

- **Scope:** Representative of the country as a whole, taking into account the population weightings of each region and fixed according to the representative size of the 7 Nielsen areas into which the territory is divided.

- **Questionnaire type:** A semi-structured questionnaire was used, with both open and closed questions, taking about 15 minutes to complete.

- **Field work dates**: Friday, December 1 to Wednesday, December 6, 2017.

2019-2020 study. The following approach was applied for this quantitative stage, replicating a methodology similar to that used in 2017-18, so that conclusions could be extrapolated to the total adult population of Spain, and the evolution of results analysed.

- **Methodology applied:** Self-administered quantitative on-line interview (CAWI).

- **Universe:** People aged 18 to 70 years, living in Spain and representative of the general population.

- **Sample size:** 1,009 interviews in total.

- **Quotas:** Representative quotas were set by sex and age, with 4 age segments.

- **Sample error:** ±3.16%, for a 95.5% confidence level under least favourable sampling conditions of p=q=0.5.

- **Scope:** Representative of the country as a whole, taking into account the population weightings of each region and fixed according to the representative size of the 7 Nielsen areas into which the territory is divided.

- **Questionnaire type:** A structured questionnaire with closed questions was used and subsequently tabulated with the different analysis segments. Taking less than 15 minutes to complete. Approximately 80% of the questionnaire from the previous study was maintained, with the new questions being added at the end so that their inclusion would not affect comparability of results.

- **Field work dates**: 16 to 21 December 2019, on similar dates to those of the previous round of surveys to ensure maximum result comparability.

Attitudinal Cluster Analysis

This multivariate analysis uses mathematical techniques designed to identify similar groups of individuals with respect to a series of variables. For the attitudinal segmentation analysis, the groups were classified according to their views with respect to a series of attitudes toward migration in the broad sense (the issue of migration itself, migrants and refugees) and with respect to involvement and awareness. In this way, the population can be classified according to thoughts and attitudes, rather than along more rational criteria that do not take into consideration values and emotions. This analysis is particularly useful for targeting messages and communications to different groups, as it takes pre-existing opinions into account and allows work to be done on how to communicate more effectively with such preconceived ideas and ways of thinking. Achieving substantial cluster analysis requires powerful sample sizes in order to identify not only the majority groups, but also the minority groups for different opinion trends.

In 2017, an attitudinal cluster analysis was carried out to segment the universe according to the different attitudes toward migrants and refugees, using a battery of questions where interviewees were asked to indicate their level of agreement with different statements. The replies were on a scale of 0 to 5, with the options being: Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree. These sets of questions on different attitudes were based on the information and analysis from the initial qualitative phase (literature review, social networks, and expert interviews), which meant that questions were asked on the most relevant and decisive issues for the goal of the study.

A principal component factor analysis for the segmentation was carried out, making it possible to identify the main areas with homogeneous responses from the people interviewed. For statistical purposes, eight factors were chosen with eigenvalue greater than 1. Non-hierarchical cluster analysis was performed on these eight factors, creating four groups or clusters which offered the most heterogeneous interpretation between groups and a robust statistical consistency to allow customized analysis of the profile of each cluster.

> **Factors or areas selected for identification of attitudinal segments based on homogeneous responses:**
>
> 1. Fear of immigration
> 2. Empathy with others
> 3. Personal effort
> 4. Recognition of values
>
> 5. Level of mobilisation
> 6. Attention/ aid outside the country
> 7. Economic optimism
> 8. Recognition of economism

The 2019-2020 study included measuring how the different attitudinal groups had evolved. A multivariate discriminant analysis was carried out for this purpose, making it possible to allocate each individual to the relevant pre-set group according to their responses to the different attitudes provided in the on-line survey. The responses to the same comparable items from 2017 were used as a reference in this analysis. Additionally, care was taken to reduce possible biases in the questionnaire design, to aid comparability of results.

The results of this phase in both studies included the identification of socio-demographic variables and variables on lifestyle and media consumption, opinion on migration and level of mobilisation, as well as a quantification of each profile: how many people in each group? -.

4. Qualitative methodology

Holding discussion groups enables fine-tuning of the qualitative analysis for each attitudinal profile, leading to identification of the key elements of the common belief system on migration in Spain and the narratives underpinning such beliefs, as well as the values, concerns and triggers for mobilisation of each group.

2017-2018 study. Qualitative definition of profiles and sub-profiles:

Three long discussion groups (2.5 hours) were held with six participants each, organized by attitudinal profile: for, ambivalent and against. With men and women (50% each). With a balanced representation of ages from 20 to 70 years, in different family situations (no dependants, with children, and empty nest). Different activity situations (working, retired and unemployed), and broadly middle class.

Also in this **2017-18 study**, four additional discussion groups were conducted with six participants each, organized around specific communication proposals to further investigate the specificities of each profile. Each group met for two hours. Organized by attitudinal profile: 'for', ambivalent-'for', ambivalent-'against' and against. With men and women (50% each). With a balanced representation of ages from 20-70 years, in different family situations (no dependants, with children, and empty nest), different activity situations (working, retired and unemployed), and broadly middle class.

The discussion groups for this first study were held between January and March 2018.

2019-2020 study. The qualitative definition of profiles focused on the majority ambivalent-'against' profile or utilitarian group, in order to assess new developments with respect to the previous study in 2017-2018 and with the following specific objectives:

   a. Gaining a better understanding of the discourse of **attitudes toward migrant women and unaccompanied minors.** Understanding the arguments and the mechanisms driving the male chauvinist discourse that affects this population segment.

   b. **Explaining the results of the main quantitative phase by identifying the key dimensions** based on the current discourse in our society.

Two discussion groups were held with six participants each, with men and women participating in separate groups, lasting 2.5 hours. They took place in Madrid in February 2020.