While the purchasing/boycotting indicator drop is the only significant change in behavioural engagement since January, overall engagement is on a downward trend.

Concern for global diseases and pandemics has fallen sharply in all four countries we survey. In France, the fall is large, with less than a quarter of the public saying it is an issue of concern.

Among the many issues for which public concern has increased, refugees and migration is the one that has increased most notably, making it the fifth most concerning issue in our tracking question.
READING THE DEL DASHBOARD

This icon is used when there is an upward change since the last data point. An asterisk indicates the change is statistically significant.

This icon is used when there is a downward change since the last data point. An asterisk indicates the change is statistically significant.

This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.
Tracking the French public’s engagement with global poverty and sustainable development
Small increases and decreases are happening across all ten of our behavioural engagement indicators, showing a slowly changing profile of engagement in France, with some actions being taken slightly more often, and other slightly less often.

The number of people purchasing or boycotting products connected with global poverty has significantly decreased by 4%.

All other changes are not statistically significant when compared to our tracking data from January 2021.
Our segmentation reflects the variety of changes which have taken place in our behavioural engagement battery. None of the changes are statistically significant compared to January 2021; there are only very small changes in the size in each audience group.

<table>
<thead>
<tr>
<th>Engagement Level</th>
<th>Sample Size</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negatively engaged</td>
<td>8</td>
<td>-1%</td>
</tr>
<tr>
<td>Totally disengaged</td>
<td>24</td>
<td>+2%</td>
</tr>
<tr>
<td>Marginally engaged</td>
<td>25</td>
<td>-1%</td>
</tr>
<tr>
<td>Transactionally engaged</td>
<td>11</td>
<td>NS</td>
</tr>
<tr>
<td>Purposefully engaged</td>
<td>24</td>
<td>+1%</td>
</tr>
<tr>
<td>Fully engaged</td>
<td>7</td>
<td>-1%</td>
</tr>
</tbody>
</table>

Sample size n=1,081 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 7-9 Jun 2021 | Comparison to Jan 2021
There has been a small, 1% decrease in the percentage of French respondents who say they have donated to a development organisation.

The US is the only country where donors has increased from January to June, with donations up 2%, from 16% to 18%.

In all other countries the number of donors is flat or on a slight downward trend, averaging between 17% and 20% who have made a donation in the past 12 months.

Question: Thinking about global poverty and development, have you donated money to an international NGO or charity working on the issue in the past 12 months? (% who donated)

Sample size n=1,081 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 7-9 Jun 2021 | Comparison to Jan 2021
There has been no statistically significant change from January 2021 in the perceived efficacy battery.

With the exception of development charities and NGOs which has fallen 2% points, all others have small positive increases/no change.

Overall, however, the key finding remains that the public thinks that NGOs, charities, business and international organisations are the actors that can make a real difference in reducing global poverty.

<table>
<thead>
<tr>
<th></th>
<th>You personally</th>
<th>The French Government</th>
<th>Development NGOs and charities</th>
<th>Businesses and corporations</th>
<th>The UN and other international organisations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent saying they can make a difference</td>
<td>+3%</td>
<td>+3%</td>
<td>-2%</td>
<td>+2%</td>
<td>N/A</td>
</tr>
<tr>
<td>Percent saying they can make a great deal of difference</td>
<td>20</td>
<td>43</td>
<td>53</td>
<td>57</td>
<td>61</td>
</tr>
</tbody>
</table>

Question: How much of a difference, if any, do you think each of the following can make to reducing poverty in poor countries?

[%, who say they can make a difference or a great deal of difference]

Sample size n=1,081 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 7-9 June 2021 | Comparison to Jan 2021
DEL TRACKER

Tracking public opinion on global issues, global poverty, and sustainable development in France
Economic crises and climate change remain the most concerning issues for the French public.

Concern for global diseases and pandemics is decreasing (down 12% points since January 2021) is giving way to a return to a range of other issues of concern for the French public. Among the issues rising in concern - immigration and refugees (up 8% to 32%); issues facing developing countries (up 5% to 28%); and populism and extremism (up 4% to 17%).

Overall, the landscape is changing rapidly as concern over global disease and pandemics wanes in each of the countries DEL studies.
ATTITUDES AND PUBLIC OPINION – JUNE 2021

- **11%** know what the Sustainable Development Goals are

- **46%** think France should do more to reach the SDG objectives by 2030

- **49%** are concerned or very concerned about levels of poverty in poor countries

- **30%** think that we should give some aid/give it generously

- **27%** think development aid is effective or very effective

- **38%** think France should help people fleeing countries in the Mediterranean

*Sample size n=1,081 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 7-9 Jun 2021 | Comparison to Jan 2021
ATTITUDES AND PUBLIC OPINION – JUNE 2021

The landscape of attitudinal engagement with global poverty and sustainable development hasn’t changed significantly since January 2021.

Most arrows, however, are pointing in the right direction, showing small but positive changes in the long term.

Of note, public concern for poverty in poor countries remains below 50%, even while public views on aid and its effectiveness have improved slightly since January 2021.
The increase in support for aid in the UK is one of the most interesting results since we started tracking public opinion in September of 2019.

In all other countries support levels haven’t changed since January 2021.

The increase in support for aid in the UK is one of the most interesting results since we started tracking public opinion in September of 2019.

In all other countries support levels haven’t changed since January 2021.
DATA
The data for this deck come from the DEL Tracker (n=1,081). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 7-9 June 2021.

USE
DEL data and analysis are a public good and can be used and shared with the appropriate citation.

CITATION
The Development Engagement Lab (DEL) is a five-year study of public attitudes and engagement with global development in France, Germany, Great Britain, and the United States (2018-2023).

DEL is a partner focussed research programme, convening and co-producing research and insights with over 30 international development NGOs and government agencies to understand the drivers of engagement and inform development communications.

Fieldwork is carried out by YouGov and surveys are weighted to be a nationally representative of the adult population. DEL is funded by the Bill & Melinda Gates Foundation and led by Professor Jennifer Hudson (University College London) and Professor David Hudson (University of Birmingham).

(Aid Attitudes Tracker Phase 2) has three goals:
1. Co-production of an evidence base for development campaigning
2. Enabling collaboration across the sector
3. Increasing advocacy capacity through the sharing of research and strategic insights

You can find out more information about DEL research at www.developmentcompass.org, follow us on Twitter @DevEngageLab or by contacting del@ucl.ac.uk.

Cover photo: nasim dadfar on Unsplash
Photo on summary: Vladislav Klapin on Unsplash