DEVELOPMENT ENGAGEMENT LAB

DEL GERMAN DASHBOARD – JUNE 2020

Dashboard #1
June 2020
www.developmentcompass.org
@DevEngageLab

Paolo Morini
Jennifer Hudson
David Hudson
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 significant.

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

- This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.

- This icon highlights a tracking or engagement insight that applies to multiple countries at the same time.
DEL ENGAGEMENT SEGMENTATION

Tracking the German public’s engagement with global poverty and sustainable development
Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?

Question:

Sample size n=1,025 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3 June – 7 June 2020

Comparison with data from September 2019 (DEL Panel wave 1)
The Development Engagement Lab Engagement Segmentation
Sample size n=1,025 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3 June – 7 June 2020
Comparison with data from September 2019 (DEL Panel wave 1)
Percentage of people who donated rose in France (23%) and Germany (22%) in January 2020.

Percentage of donors decreased in all countries in June 2020: range from -6% (FR) to -1% (GB).

MORE ON DONATIONS ON DEVELOPMENTCOMPASS.ORG
SUMMARY

• In Germany, the profile of public engagement with development has not changed significantly since September 2019. The exception is the percentage of people who report discussing news about poverty and development, which decreased, (significantly) by 8%.

• Most actions show a downward trend, but the changes are small and/or not significant. This is reflected in our audience segmentation, where we find no significant change from September 2019.

• The percentage of donors, which had increased from 17% in September to 22% in January, has since reverted to September 2019 levels.

• In all four DEL countries, the percentage of donors decreased compared to September 2019 and January 2020: the biggest decrease was in France: -6%.
Tracking public opinion on global issues, global poverty, and sustainable development in Germany
Question: Thinking about the issues below, which of the following do you personally care about?

- Climate change, the environment, biodiversity, pollution: 42%
- Global diseases and pandemics: 39%
- Inequality between the rich and the poor: 37%
- Economic crisis, job security, wages: 37%
- War, conflict, terrorism: 34%
- Immigration, migration, refugees: 33%
- Populism, nationalism, political extremism: 23%
- Education, healthcare, clean water and hunger in developing countries: 21%
- Fake news, corruption of information: 12%
- Technology, automation, artificial intelligence: 8%

Sample size n=1,025 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3 June – 7 June 2020
Comparison with data from January 2020 (DEL Tracker wave 2)
THE CUT: PANDEMICS MORE CONCERNING FOR LESS ENGAGED MEMBERS OF THE GERMAN PUBLIC

Overall most important issue for
39%

Negatively engaged
43%

Totally disengaged
42%

Marginally engaged
43%

Transactionally engaged
38%

Purposefully engaged
24%

Fully engaged
30%

Question: Thinking about the issues below, which of the following do you personally care about?
Sample size n=1,025 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3 June – 7 June 2020
ARGUMENTS FOR AID – JUNE 2020

Question: Here are some possible arguments for development aid. Which of these arguments do you find particularly convincing personally?

Sample size n=1,025 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3 June – 7 June 2020

Comparison with data from January 2020 (DEL Tracker wave 2):

- You can do a lot of good in poor countries with comparatively little resources: -8%*
- Development aid helps to reduce the number of refugees who come to us: -6%*
- Rich countries should support poor countries for moral reasons: -4%
- Development aid contributes to the fight against climate change: +1%
- Development aid contributes to the fight against terrorism: -9%*
- Development aid helps prevent global epidemics that could affect us: +1%
- Germany benefits economically if it provides development aid: +1%
- Don’t know: -2%
- Rich countries should support poor countries for moral reasons: +3%
14% think German aid generally arrives where it is needed (down 4%)

45% are concerned or very concerned about levels of poverty in poor countries (down 5%)

40% think that we should give some aid, or give it generously (down 9%)

35% think development aid is effective or very effective (down 3%)

30% say they have some or a great deal of trust in dev NGOs and charities (down 6%)

Question listed in each box
Sample size n=1,025 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3 June – 7 June 2020
Comparison with data from January 2020 (DEL Tracker wave 2)
TRENDS IN AID SUPPORT – 2019/2020

As with donations, support for aid spending peaked in France and Germany in January 2020.

Aid support decreased in all countries in June 2020: range from -6% (US) to -1% (GB).

MORE ON AID ATTITUDES ON DEVELOPMENTCOMPASS.ORG

Question: Of its total budget of nearly €360 billion, the German government currently allocates 3.5 percent, or €12.6 billion, to overseas aid to poor countries. Do you think that the government should increase or decrease the amount of money that it spends on overseas aid to poor countries?

Sample size n=1,025 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3 June – 7 June 2020

Comparison with data from January 2020 (DEL Tracker wave 2)
Question: How much of a difference, if any, do you think each of the following can make to reducing poverty in poor countries?

Sample size n=1,025 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3 June – 7 June 2020

Comparison with data from January 2020 (DEL Tracker wave 2)

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage of respondents who said category can make a difference or a great deal of difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal</td>
<td>-7%*</td>
</tr>
<tr>
<td>DE Government</td>
<td>-4%</td>
</tr>
<tr>
<td>NGOs/Charities</td>
<td>-5%</td>
</tr>
<tr>
<td>Businesses/Companies</td>
<td>-7%*</td>
</tr>
<tr>
<td>The UN/International Organisations</td>
<td>-6%*</td>
</tr>
</tbody>
</table>
SUMMARY

• The landscape of issues of most concern for German respondents has changed significantly since January 2020. Global diseases and pandemics are now the second most concerning issue (+27%), followed by economic crises (+13%). Climate change remains the issue the German public say they personally care most about. War, conflict and terrorism (-19%), and immigration, migration, and refugees (-8%) are less concerning relative to other issues.

• Support for aid and belief in its efficacy have decreased significantly since January, as has trust in charities.

• Support for aid spending has also decreased significantly in the US (-6%), remained flat in Great Britain, and reverted to September 2019 levels in France and Germany.
DATA AND USE

DATA
The data for this deck come from the DEL Tracker (n=1,025). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 3-7 June 2020.

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).

The Development Engagement Lab (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: Efe Kurnaz on Unsplash