



DEL DASHBOARD GERMANY JUNE 2021

/ Dashboard #4
// July 2021
/// www.developmentcompass.org
[@DevEngageLab](https://twitter.com/DevEngageLab)

Paolo Morini
Jennifer Hudson
David Hudson

THREE KEY CHANGES SINCE JANUARY 2021



36%

↓ -12%*

Think global pandemics and diseases are the most important issue

Concern for pandemics has decreased sharply since January 2021, while concern for other issues is on the rise. Notably, **concern for issues in developing countries is up 4% to 23%.**



35%

↑ +5%*

Think aid helps prevent global epidemics that could affect us

From our list of reasons to support aid, 35% of respondents, up 5% from January 2021, say **aid can help prevent future global epidemics** is a persuasive reason to support aid.



17%

↑ +3%

Are purposefully engaged with global poverty and sustainable development

In January 2021, we saw a general decrease in actions taken to address global poverty. The June 2021 Tracker shows most of these actions are now increasing. The **Purposefully Engaged audience has grown by 3%.**

Question listed in each box

Sample size n=1,001 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 2-6 Jun 2021 | Comparison to Jan 2021

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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.



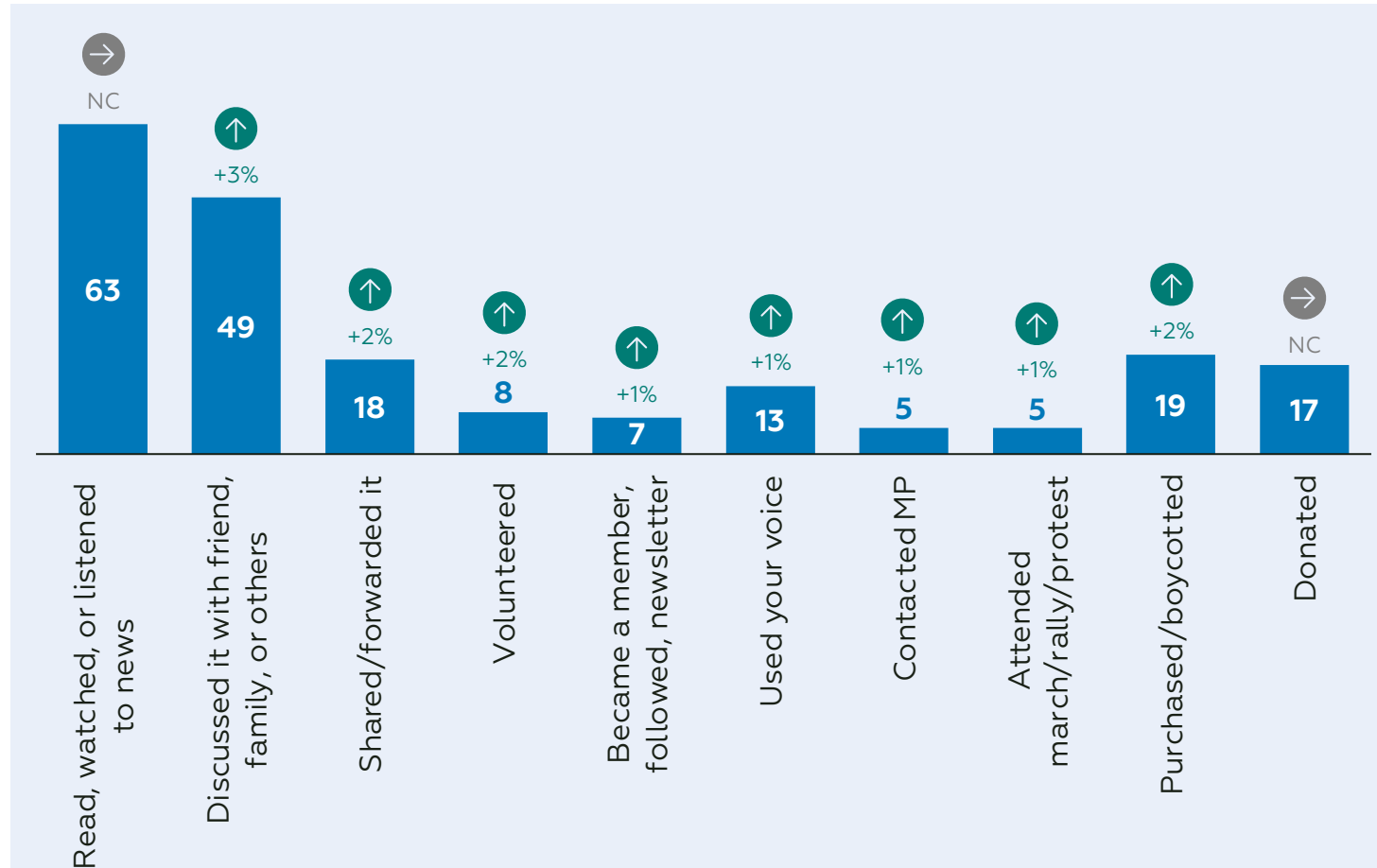
This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.

DEL ENGAGEMENT SEGMENTATION



Tracking the German
public's engagement with
global poverty and
sustainable development

ENGAGEMENT BATTERY – JUNE 2021



Question: Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?
(% who have taken each action)

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In January 2021 we observed small decreases in the number of people taking action to address global poverty. **As of June 2021, most arrows have turned upwards**, or remain unchanged, signaling a slow reversal of trends in engagement for the German public.

None of the changes in actions are statistically significant compared to January 2021.

Conversations and reading/watching or listening to stories about global poverty in the news have **increased 3%** since January 2021.

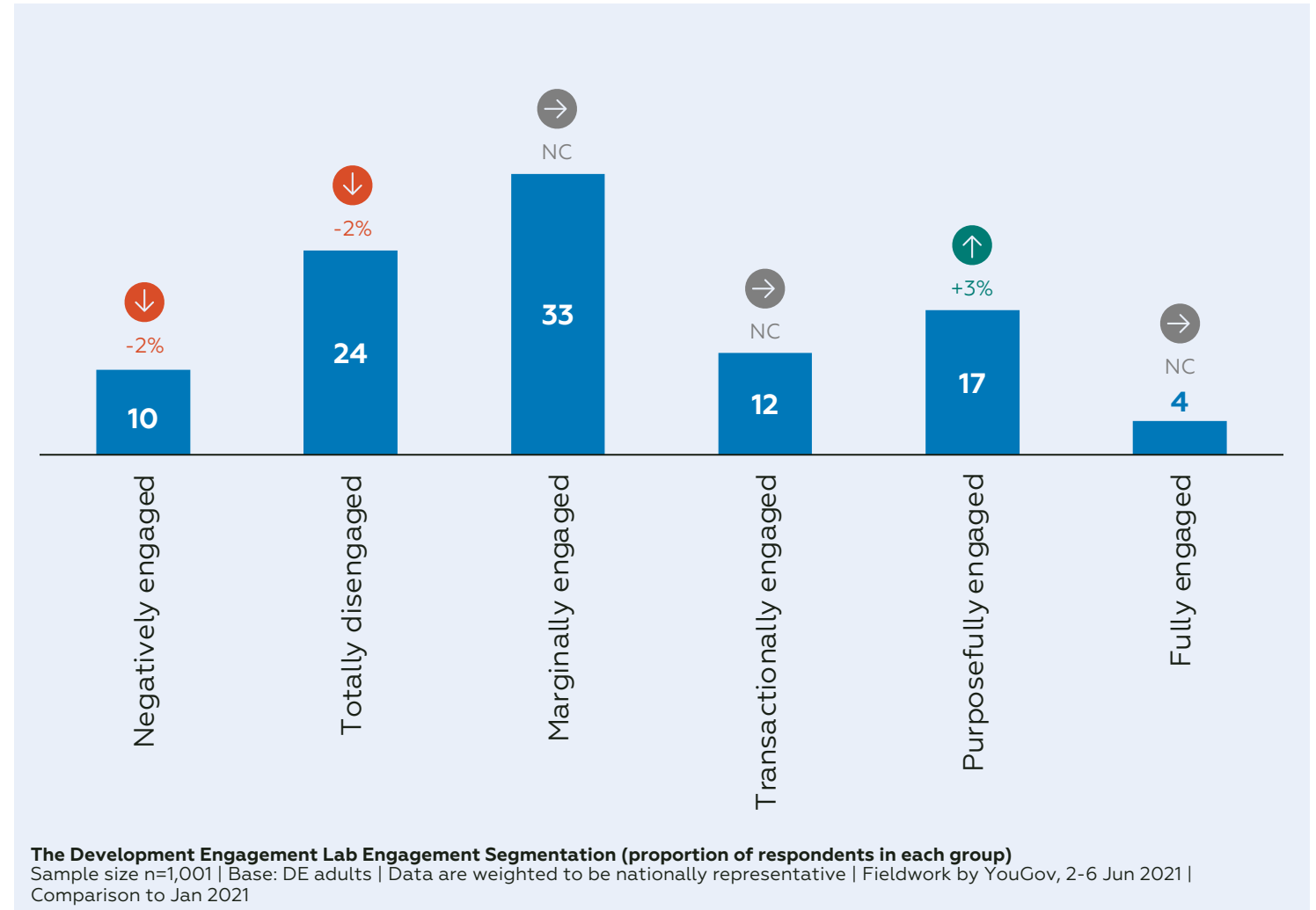


DEL SEGMENTATION – JUNE 2021

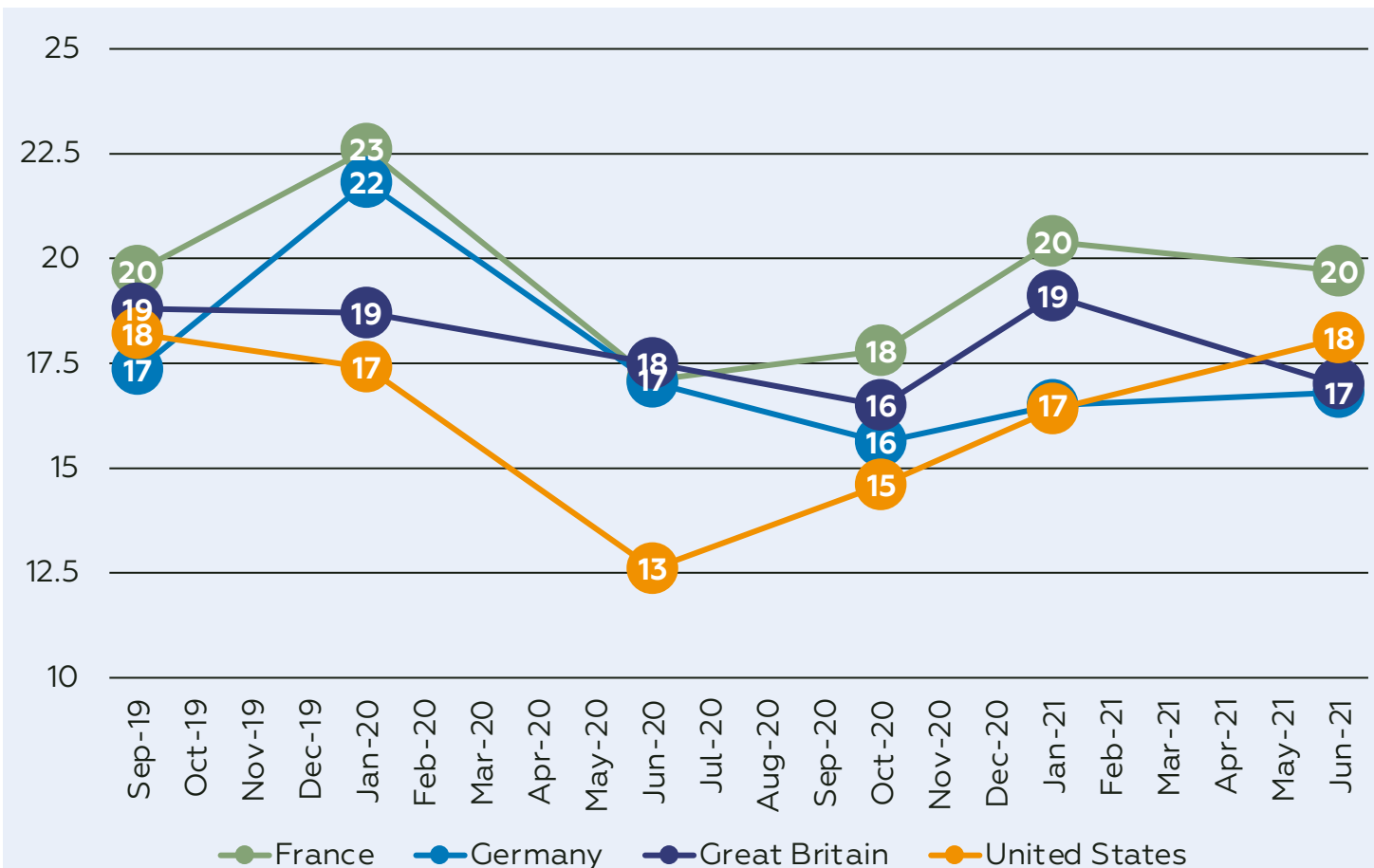
Our DEL audience segmentation shows **signs of increased engagement** from January 2021.

Fewer people are Negatively Engaged or Totally Disengaged, and the **Purposefully Engaged** audience has **increased by 3%**.

None of these changes are statistically significant when compared to January 2021, but the descriptive changes are in the right direction.



TRENDS IN DONATIONS - 2019/2021



17%

→ NC

have donated to a global poverty charity in the past 12 months in Germany

The United States is the only country where the percentage of donors hasn't decreased 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 donated 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)

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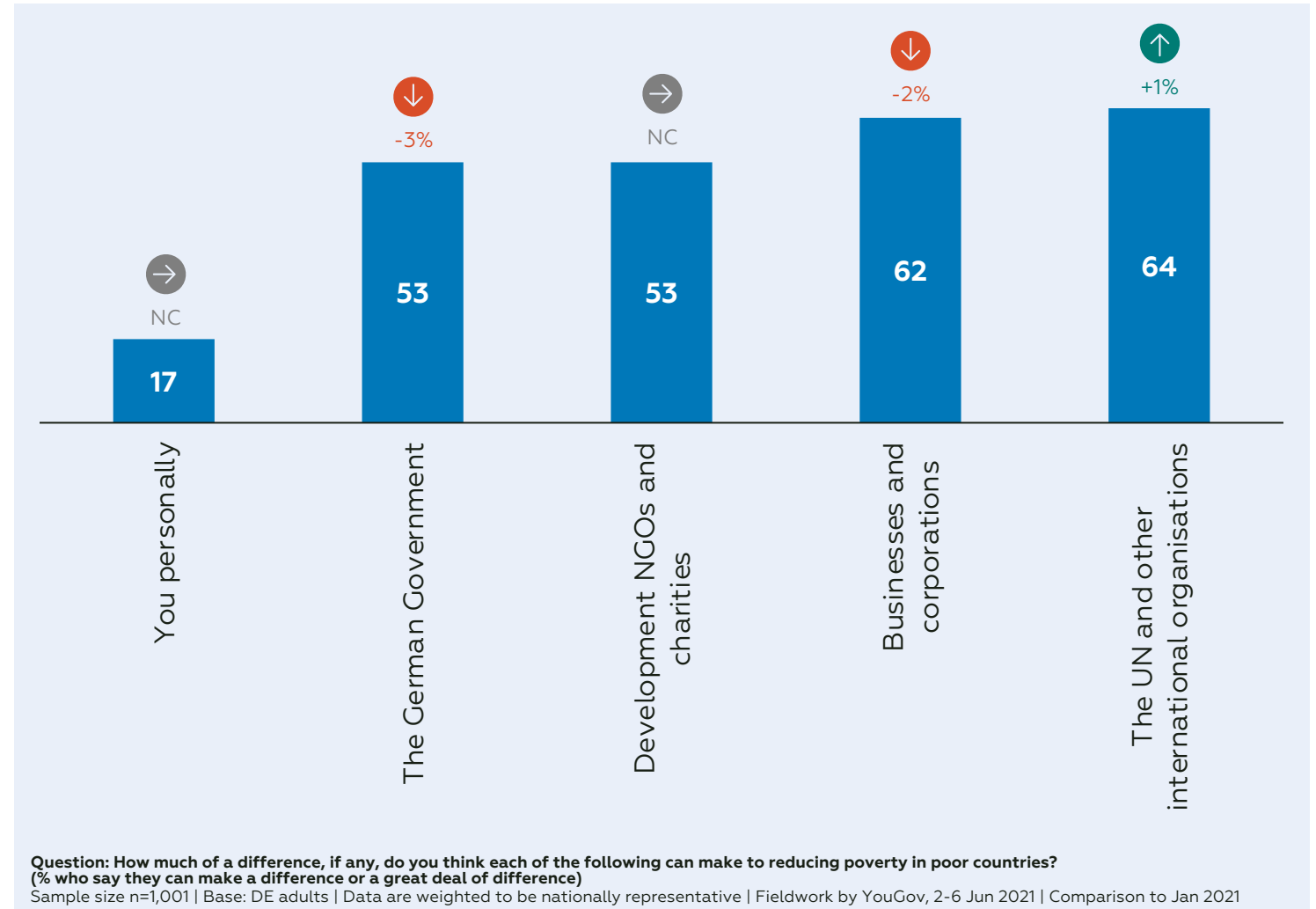


EFFICACY BATTERY – JUNE 2021

We do not observe any meaningful change in efficacy since January 2021.

While there are some small negative drops in the percentage of people that think the German Government and business can make a difference in reducing global poverty, the overall position hasn't changed statistically.

A majority of respondents think that the **Government, NGOs, businesses and international organisations can all make a difference**. Far fewer people think they personally can make a difference.

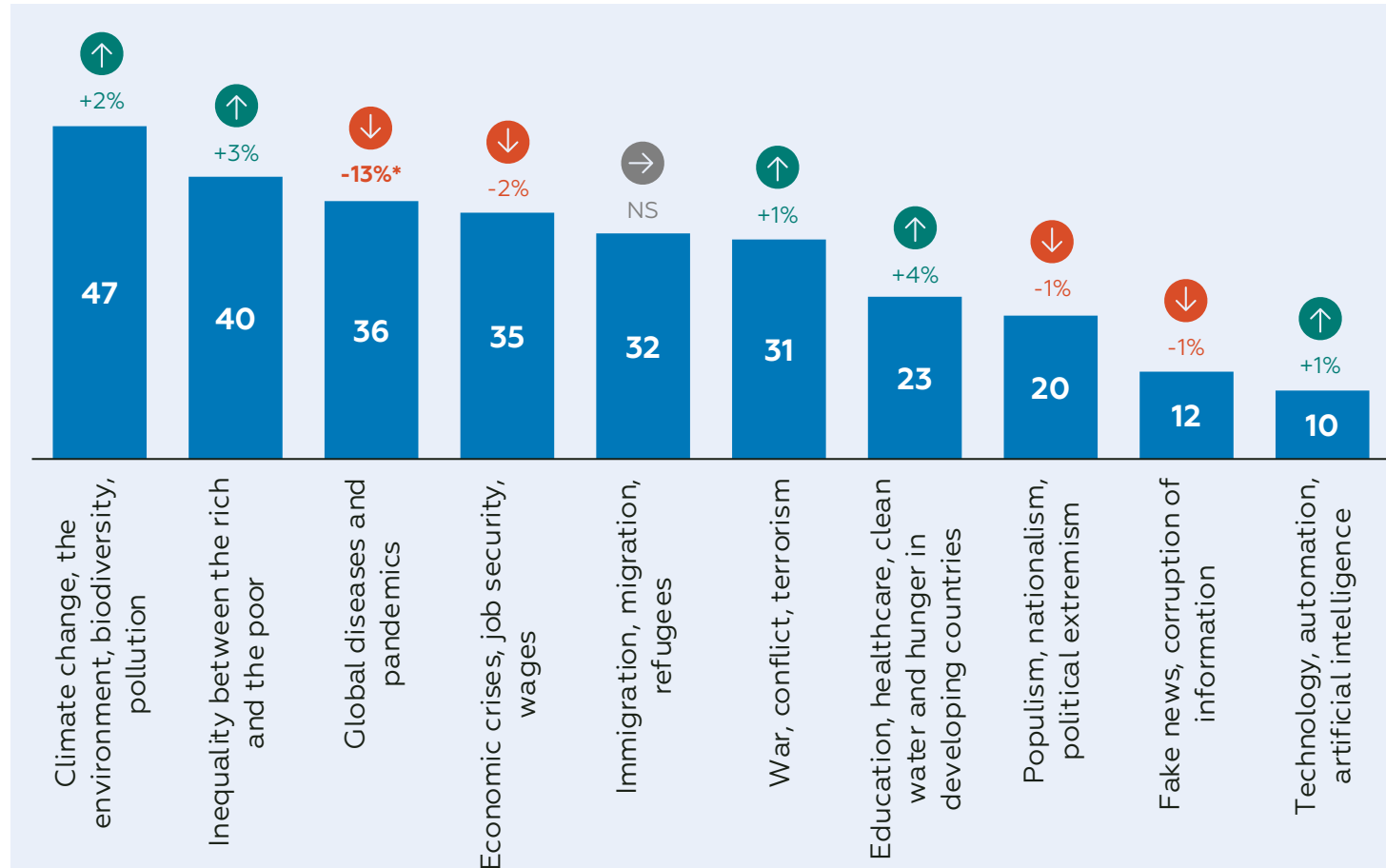


DEL TRACKER



Tracking public opinion on
global issues, global poverty,
and sustainable development
in Germany

MOST CONCERNING ISSUES – JUNE 2021



Concern for **global diseases and pandemics** is decreasing, giving way to a return to a range of other issues of concern for the German public.

Climate change and **inequality between the rich and the poor** are the top two issues of concern for the German public.

Concern for issues faced by developing countries has increased by 4% to 23%. This is an encouraging, albeit not statistically significant, development in our Tracker.

Question: Thinking about the issues below, which of the following do you personally care about? (% who select issue of concern)
Sample size n=1,001 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 2-6 Jun 2021 |
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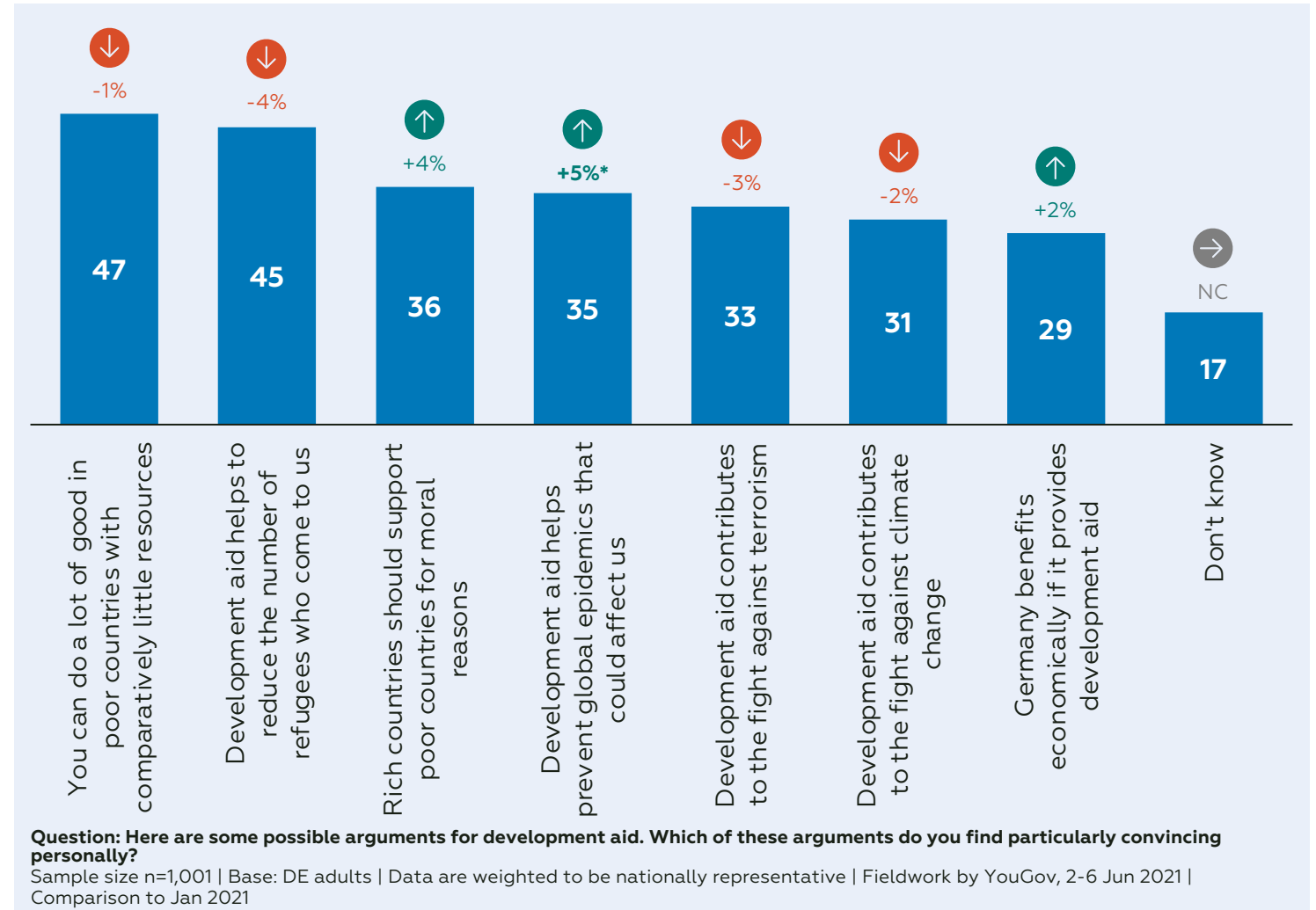


ARGUMENTS FOR AID – JUNE 2021

While concern for global diseases and pandemics fell sharply as an issue of concern for the German public, they also say that 'Development aid helps prevent global diseases and pandemics' is a convincing reason to give development aid.

35% of respondents said this was a convincing reason, up 5% from January 2021.

This is the only statistically significant change since January.



ATTITUDES AND PUBLIC OPINION – JUNE 2021



15%



think German aid gets where it is needed



46%



are concerned or very concerned about levels poverty in poor countries



45%



think that we should give some aid, or give it generously



37%



think development aid is effective or very effective



37%



say they have some or a great deal of trust in dev NGOs and charities

Overall, the profile of attitudinal engagement in Germany hasn't changed significantly since January. Most indicators show small positive changes in attitudinal engagement, except for the percentage of respondents who think German aid gets where it is needed (down 3% to 15%).

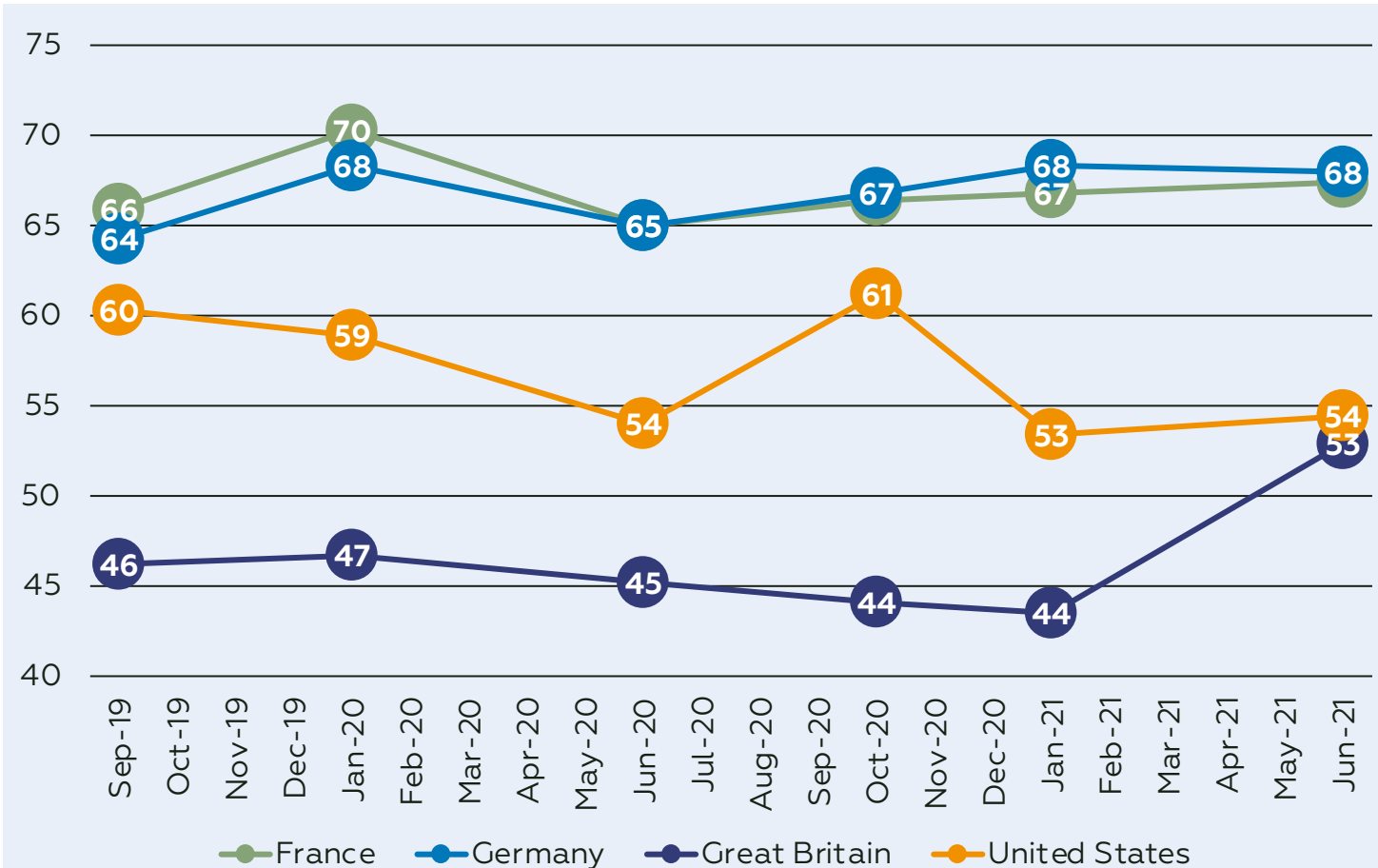
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TRENDS IN AID SUPPORT - 2019/2021



68%

→ NC

think the government should keep or increase the overseas aid budget

The increase in support for overseas aid in the UK is one of the most interesting results since we started tracking public opinion in September of 2019. Against the background of debates on cuts to aid expenditure in the UK, a majority of British respondents now support keeping aid at current levels or increasing spending.

In all other, countries support levels haven't changed since significantly January 2021.

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? (% who thinks we should keep or increase current expenditure levels)

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DATA

The data for this deck come from the DEL Tracker (n=1,001). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 2-6 June 2021.

USE

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

CITATION

Morini, P., Hudson, J. & Hudson, D. 2021. *DEL Dashboard – Germany June 2021*. London: Development Engagement Lab.



**DEVELOPMENT
ENGAGEMENT
LAB**



**UNIVERSITY OF
BIRMINGHAM**

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](https://twitter.com/DevEngageLab) or by contacting del@ucl.ac.uk.

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