DEL DASHBOARD
GERMANY
JANUARY 2021

Dashboard #3
January 2021

www.developmentcompass.org
@DevEngageLab

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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.

- This icon highlights a tracking or engagement insight that applies to multiple countries at the same time.
Tracking the German public’s engagement with global poverty and sustainable development
**Question:** Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?

Sample size n=1,004 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 6-7 January 2021

Comparison to October 2020

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage of Respondents</th>
<th>Percentage of Respondents (Change)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read, watched, or listened to news</td>
<td>63</td>
<td>-2%</td>
</tr>
<tr>
<td>Discussed it with friend, family, or others</td>
<td>46</td>
<td>-6%*</td>
</tr>
<tr>
<td>Shared/forwarded it</td>
<td>16</td>
<td>NC</td>
</tr>
<tr>
<td>Volunteered</td>
<td>5</td>
<td>-2%</td>
</tr>
<tr>
<td>Became a member, followed, newsletter</td>
<td>6</td>
<td>-1%</td>
</tr>
<tr>
<td>Used your voice</td>
<td>12</td>
<td>-2%</td>
</tr>
<tr>
<td>Contacted MP</td>
<td>5</td>
<td>NC</td>
</tr>
<tr>
<td>Attended march/rally/protest</td>
<td>12</td>
<td>-1%</td>
</tr>
<tr>
<td>Purchased/boycotted</td>
<td>17</td>
<td>-3%*</td>
</tr>
<tr>
<td>Donated</td>
<td>17</td>
<td>+2%</td>
</tr>
</tbody>
</table>
Comparison to October 2020

Negatively engaged: +1% (9)
Totally disengaged: +1% (23)
Marginally engaged: -1% (26)
Transactionally engaged: NC (12)
Purposefully engaged: -2% (23)
Fully engaged: NC (8)

Sample size n=1,004 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 6-7 January 2021

The Development Engagement Lab Engagement Segmentation

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The percentage of donors has increased in all countries since October 2020; the increase in Germany is small and not significant.

We observed a similar peak in January last year, so are watching trends for seasonality.
SUMMARY

• Changes for behavioural engagement in Germany from October 2020 to January 2021 are small and overall negative. However, only two changes are statistically significant: the number of people who discussed news has decreased by 6% to 46% and the number of people who have purchased or boycotted products has decreased by 3% to 17%.

• The number of donors has increased across all DEL countries, but only the change in the UK is statistically significant. We observed a similar peak 12 months ago and are monitoring the increase for seasonality effects.
Tracking public opinion on global issues, global poverty, and sustainable development in Germany
Global diseases and pandemics
Climate change, the environment, biodiversity, pollution
Inequality between the rich and the poor
Economic crises, job security, wages
Immigration, migration, refugees
War, conflict, terrorism
Populism, nationalism, political extremism
Education, healthcare, clean water and hunger in developing countries
Fake news, corruption of information
Technology, automation, artificial intelligence

Question: Thinking about the issues below, which of the following do you personally care about?

Sample size n=1,004 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 21 September – 10 October 2020

Comparison with data from October 2020

+9%* - 1%  +1%  +4%* -8%* -4%* -1% NC  +1% NC
There are no signs that public concern for global pandemics is waning.

The percentage of people concerned is highest in Germany, where pandemics are now the most concerning issue for German respondents.
ARGUMENTS FOR AID – JANUARY 2021

<table>
<thead>
<tr>
<th>Argument</th>
<th>Percentage of Respondents</th>
<th>Change from October 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development aid helps to reduce the number of refugees who come to us</td>
<td>49</td>
<td>-2%</td>
</tr>
<tr>
<td>You can do a lot of good in poor countries with comparatively little resources</td>
<td>49</td>
<td>+5%*</td>
</tr>
<tr>
<td>Development aid contributes to the fight against terrorism</td>
<td>37</td>
<td>+1%</td>
</tr>
<tr>
<td>Development aid contributes to the fight against climate change</td>
<td>33</td>
<td>-1%</td>
</tr>
<tr>
<td>Rich countries should support poor countries for moral reasons</td>
<td>33</td>
<td>-2%</td>
</tr>
<tr>
<td>Development aid helps prevent global epidemics that could affect us</td>
<td>30</td>
<td>+1%</td>
</tr>
<tr>
<td>Germany benefits economically if it provides development aid</td>
<td>28</td>
<td>+1%</td>
</tr>
<tr>
<td>Don't know</td>
<td>16</td>
<td></td>
</tr>
</tbody>
</table>

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

Sample size n=1,004 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 6-7 January 2021

Comparison with data from October 2020
18% think German aid generally arrives where it is needed
45% are concerned or very concerned about levels of poverty in poor countries
44% think that we should give some aid, or give it generously
35% think development aid is effective or very effective
35% say they have some or a great deal of trust in dev NGOs and charities
**TRENDS IN AID SUPPORT – 2019/2021**

There are no significant changes in aid support for France, Germany and Great Britain since October 2020.

For the US, where we had observed a strong increase in support, this has reverted to June 2020 levels.

**MORE ON AID ATTITUDES ON DEVELOPMENTCOMPASS.ORG**

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**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=1,004 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 6-7 January 2021

Comparison to October 2020

- France: +1%
- Germany: +2%
- Great Britain: -1%
- United States: -8%

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Opinion Monitor Development Policy 2018 - Attitudes Toward Development Cooperation and Sustainable Development

Summary 2018
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=1,004 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 6-7 January 2021

Comparison to October 2020

<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>18</td>
</tr>
<tr>
<td>DE Government</td>
<td>56 (+1%)</td>
</tr>
<tr>
<td>NGOs/Charities</td>
<td>54 (+2%)</td>
</tr>
<tr>
<td>Businesses/Companies</td>
<td>64 (+2%)</td>
</tr>
<tr>
<td>The UN/International Organisations</td>
<td>63 (NC)</td>
</tr>
</tbody>
</table>
SUMMARY

• Global diseases and pandemics is the issue most respondents are personally concerned about (49%). Concern has also increased significantly for economic crises since October 2020 (+5% to 36%) and decreased for migration and refugees (-8% to 32%) and war, conflict and terrorism (-4% to 29%).

• Respondents are significantly more convinced by arguments for using aid to tackle terrorism (+5% to 37%).

• Attitudinal engagement and perceived efficacy has not changed significantly since October 2020.

• Levels of support for aid spending have not changed significantly across all countries.
DATA AND USE

DATA
The data for this deck come from the DEL Tracker (n=1,004). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 6-7 January 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).

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.

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