DATA

The data for this deck come from the DEL Tracker (n=1,100). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, October 3rd - 9th January 2023.

USE

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

CITATION


YOU CAN FIND THE DEL DASHBOARDS ON DEVELOPMENT COMPASS: https://developmentcompass.org/topics/del-tracker
Donations had fallen by 5% since the June peak with donations to Ukraine, but they have risen to 18% in January. Donations remained stable or increased in all DEL countries.

As concern for economic crises and war abates, attention spreads to other issues, including international development, migration and refugees, and political extremism.

We observe a small and significant increase in the percentage of Germans who think aid gets where it is needed, but at 14%, it is still only a minority of respondents.

### THREE KEY CHANGES SINCE OCTOBER 2022

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>18%</td>
<td>+3%*</td>
</tr>
<tr>
<td>35%</td>
<td>-10%*</td>
</tr>
<tr>
<td>14%</td>
<td>+2%*</td>
</tr>
</tbody>
</table>

- **18%** have donated to a global poverty charity in the past 12 months.
- **35%** say they care most about issues of economic crises, job security and wages.
- **14%** think German aid gets where it is needed.
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.
BEHAVIOURAL ENGAGEMENT

Tracking the German public’s engagement with global poverty and sustainable development through their actions.
Overall, DEL’s behavioural indicators are showing an increase in engagement in Germany.

Memberships are up by 2%, attendance to marches and protests is up 2%, and donations are up by 3%.

All other indicators show smaller changes, most of which are positive or neutral, with only small decreases in the percentage of Germans consuming news or purchasing boycotting goods.

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)

Sample size n=1,100 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-9 Jan 2023 | Comparison to Oct 2022
No changes to the audience engagement segmentation are significant, but once again we observe an increase in the Negatively engaged segment, now at 15%, compared to 11% a year ago.

The Marginally engaged segment remains the largest at 32% of the overall population in Germany.
Donations grew, significantly, by 3% to 18% in Germany, up 1% year on year. However, the percentage of donors is now the lowest level in Germany compared to all other countries.

Donations also increased in Great Britain (+5%) and in the United States (+3%) in the same period, while we observed no changes in France (20%).

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=1,100 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-9 Jan 2023 | Comparison to Oct 2022
We see small changes in our efficacy battery, none of which is statistically significant in comparison to October 2022.

The perceived efficacy of business has increased slightly, while the perceived efficacy of international organizations is slightly down.

Overall, the key insight and trend remains that personal efficacy is significantly lower compared to any other group/level.

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)

<table>
<thead>
<tr>
<th>Group</th>
<th>January 2023</th>
<th>Comparison to Oct 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>You personally</td>
<td>20</td>
<td>NC</td>
</tr>
<tr>
<td>The DE Government</td>
<td>53</td>
<td>NC</td>
</tr>
<tr>
<td>Development NGOs and charities</td>
<td>54</td>
<td>NC</td>
</tr>
<tr>
<td>Businesses and corporations</td>
<td>64 (+2%)</td>
<td>NC</td>
</tr>
<tr>
<td>The UN and other international organisations</td>
<td>60 (-2%)</td>
<td>NC</td>
</tr>
</tbody>
</table>

Sample size n=1,100 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-9 Jan 2023 | Comparison to Oct 2022
Tracking public opinion on global issues, global poverty, and sustainable development in Germany

ATTITUDINAL ENGAGEMENT
Public concern for issues related to war, conflict, terrorism, and economic crises, job security, wages fell significantly since October 2022.

War, conflict, and terrorism remain the issue most people personally care about, but is down 7% to 49%. The percentage of those concerned about economic crises fell by 10% to 35%, down to number five in our top 10 issues.

Concern instead rose for immigration and refugees (up 4% to 37%), issues related to international development (up 4% to 23%), and populism, nationalism and other forms of political extremism (up 5% to 20%).

Question: Thinking about the issues below, which of the following do you personally care about? (% who select issue of concern)

Sample size n=1,100 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-9 Jan 2023 | Comparison to Oct 2022

<table>
<thead>
<tr>
<th>Issue</th>
<th>Oct 2022</th>
<th>Jan 2023</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>War, conflict, terrorism</td>
<td>49%</td>
<td>41%</td>
<td>-8%</td>
</tr>
<tr>
<td>Climate change, the environment, biodiversity, pollution</td>
<td>41%</td>
<td>37%</td>
<td>-4%</td>
</tr>
<tr>
<td>Inequality between the rich and the poor</td>
<td>37%</td>
<td>37%</td>
<td>0%</td>
</tr>
<tr>
<td>Immigration, migration, refugees</td>
<td>37%</td>
<td>35%</td>
<td>-2%</td>
</tr>
<tr>
<td>Economic crises, job security, clean water and hunger in developing countries</td>
<td>35%</td>
<td>23%</td>
<td>-12%</td>
</tr>
<tr>
<td>Education, healthcare in developing countries</td>
<td>23%</td>
<td>21%</td>
<td>-2%</td>
</tr>
<tr>
<td>Global diseases and pandemics</td>
<td>21%</td>
<td>20%</td>
<td>-1%</td>
</tr>
<tr>
<td>Populism, nationalism, political extremism</td>
<td>20%</td>
<td>10%</td>
<td>-10%</td>
</tr>
<tr>
<td>Fake news, corruption of information</td>
<td>10%</td>
<td>7%</td>
<td>-3%</td>
</tr>
<tr>
<td>Technology, automation, artificial intelligence</td>
<td>7%</td>
<td>NC</td>
<td>NC</td>
</tr>
</tbody>
</table>

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There is no significant movement in our battery of persuasive arguments and reasons for giving aid, with more respondents saying they are not convinced by any of the arguments proposed.

At the top of the battery remains the argument on resource efficiencies, followed by using aid to reduce refugees coming to Germany. At the bottom of the battery, are arguments on the economic benefit from aid to Germany and for the fight against terrorism.

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

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Sample size n=1,100 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-9 Jan 2023 | Comparison to Oct 2022
ATTITUDES AND PUBLIC OPINION – JANUARY 2023

14%  
think German aid gets where it is needed  
-2%*

46%  
are concerned or very concerned about levels of poverty in poor countries  
-1%

45%  
think that we should give some aid, or give it generously  
NC

36%  
think development aid is effective or very effective  
-1%

38%  
say they have some or a great deal of trust in dev NGOs and charities  
+2%

There is very little change in key attitudes.
The one significant change is the percentage of people who say that German aid gets where it is needed, is by 2%, to 14%.

Question listed in each box
Sample size n=1,100 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-9 Jan 2023 | Comparison to Oct 2022

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Support for development cooperation is stable in Germany at 59%, with a majority still supporting current or higher aid expenditure levels.

Support fell in the United States (-4% to 55%), France (-3% to 61%), and in Great Britain (-2% to 48%).
Aus ihrem gesamten Haushaltsvolumen in Höhe von etwa 560 Milliarden Euro stellt die Bundesregierung zurzeit 4,9 Prozent – 27,3 Milliarden Euro – für die Entwicklungszusammenarbeit an arme Länder bereit. Sollte die Regierung Ihrer Meinung nach den Betrag, den sie für die Entwicklungszusammenarbeit ausgibt, erhöhen oder senken? (% who thinks we should keep or increase current expenditure levels)

Sample size n=1,100 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-9 Jan 2023 | Comparison to Oct 2022
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: Alec Douglas on Unsplash.