The Russian invasion of Ukraine has triggered a substantial increase in concern about war, conflict and terrorism for the German public, up 22% to 52% since January 2022.

Most behavioural engagement indicators are on an upward trend since January. Sharing news about global poverty with friends and family increased significantly, by 5%, to 19%.

The perceived efficacy of NGOs and charities to reduce poverty in poor countries rose sharply since January 2022, up 7% to 56%. The efforts of these organisations, visibly involved in helping Ukraine, have likely generated this result.
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 German public’s engagement with global poverty and sustainable development
Most behavioural engagement indicators are on an upwards trend since January 2022, however, with just two significant changes.

The percentage of people sharing/forwarding news about global poverty rose by 5% to 19%, and the percentage of people attending marches/rallies/protests rose by 4% to 7%, a historical high.

While all other indicators did not change significantly, there is positive movement across 7 of DEL’s 10 behavioural engagement indicators since January 2022.
### The Development Engagement Lab Engagement Segmentation (proportion of respondents in each group)

<table>
<thead>
<tr>
<th>Segment</th>
<th>Change since January 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negatively engaged</td>
<td>+1%</td>
</tr>
<tr>
<td>Totally disengaged</td>
<td>-3%</td>
</tr>
<tr>
<td>Marginally engaged</td>
<td>NC</td>
</tr>
<tr>
<td>Transactionally engaged</td>
<td>NC</td>
</tr>
<tr>
<td>Purposively engaged</td>
<td>+2%</td>
</tr>
<tr>
<td>Fully engaged</td>
<td>NC</td>
</tr>
</tbody>
</table>

The positive changes in DEL’s behavioral engagement indicators is reflected in some encouraging, albeit not statistically significant, changes in our segmentation.

Totally Disengaged respondents are down 3%, with Purposively Engaged respondents increasing by 2%.

The Development Engagement Lab Engagement Segmentation (proportion of respondents in each group)

Sample size n=8,281 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 Sep - 25 Oct 2021 | Comparison to Jan 2022
Donations have increased in France, Germany, and Great Britain, while they fell in the United States. Great Britain and Germany saw the highest increase, with donations up 4% in both countries. This new movement opened a significant gap between the U.S. and our three European countries.
There has been a noticeable change in the perceived efficacy indicators across the board. While personal efficacy remains significantly below the others at 24%, it has increased 3% since January 2022.

The perceived efficacy of development NGOs and charities rose sharply (and significant) by 7% to 56%, indicating a real change in public view on the capacity of these organisations to make a difference in reducing poverty in poor countries.

We suggest the sharp increase is explained when we think of the visible efforts of all NGOs and charities campaigning and working to help Ukrainians affected by the war with Russia.

**EFFICACY BATTERY – JUNE 2022**

<p>| 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) |</p>
<table>
<thead>
<tr>
<th>Sample size n=1,038</th>
<th>Base: DE adults</th>
<th>Data are weighted to be nationally representative</th>
<th>Fieldwork by YouGov, 26 May - 3 Jun 2022</th>
<th>Comparison to Jan 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>You personally</td>
<td>24</td>
<td>24 +3%</td>
<td>57 +4%</td>
<td>56 +7%*</td>
</tr>
<tr>
<td>The German Government</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Development NGOs and charities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Businesses and corporations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The UN and other international organisations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Tracking public opinion on global issues, global poverty, and sustainable development in Germany
Unsurprisingly, war, conflict and terrorism top our most concerning issue battery for German respondents. This is now the issue of most concern for one in two respondents, up 22% to 52% since January 2022.

Climate change and inequalities between the rich and poor remain issues of concern, and public concern, as do economic crises, job security and wages (likely driven by cost of living crisis and inflation).

All other issues are less concerning, including global diseases and pandemics (down 12%), migration and refugees (down 6%), and populism, nationalism and political extremism (down 6%).
There are small changes in the most convincing arguments for aid battery, but none are statistically significant comparing to levels we observed in January 2022.

‘Doing good with few resources’ and ‘aid to stop refugees’ arguments remain at the top of the list, far above other reasons to support aid. Using aid to fight terrorism and economic benefits to Germany from providing aid are the least persuasive arguments.

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

Sample size n=1,038 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 26 May -3 Jun 2022 | Comparison to Jan 2022
ATTITUDES AND PUBLIC OPINION – JUNE 2022

- **18%** think German aid gets where it is needed (+4%)
- **49%** are concerned or very concerned about levels of poverty in poor countries (+4%)
- **49%** think that we should give some aid, or give it generously (+2%)
- **37%** think development aid is effective or very effective (+2%)
- **39%** say they have some or a great deal of trust in dev NGOs and charities (NC)

Like behavioural engagement, our attitudinal engagement indicators are also on a positive trend, although none of the changes are significant compared to January 2022 levels. Nevertheless, overall the public has a more positive view about aid and shows more concern for levels of poverty in poor countries.
We observe some movement in our series on attitudes towards aid, but none of the changes are significant compared to January 2022.

Changes ranged from a 3% increase in support in the UK (56% in June 2022), to a 2% decrease in the US (54%) and Germany (66%).
DATA
The data for this deck come from the DEL Tracker (n=1,038). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 26 May – 3 June 2022.

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.DE.

Cover photo: Emmanuel Ikwuegbu on Unsplash