DEVELOPMENT ENGAGEMENT LAB

DEL GERMAN DASHBOARD
OCTOBER 2020

Dashboard #2
October 2020
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=6,000 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sep – 13 Oct 2020

Comparison with data from June 2020 (DEL Tracker wave 2)
The Development Engagement Lab Engagement Segmentation

Sample size n=6,000 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sep – 13 Oct 2020

Comparison with data from June 2020 (DEL Tracker wave 2)
TRENDS IN DONATIONS – 2019/2020

There are no significant changes in amounts donated across all four countries since June.

FR: +1%
DE: -1%
GB: -1%
US: +2%

MORE ON DONATIONS ON DEVELOPMENTCOMPASS.ORG

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?

Sample size n=6,000 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sep – 13 Oct 2020

Comparison with data from June 2020 (DEL Tracker wave 2)
SUMMARY

- German respondents Engagement through information-related action has increased compared to June 2020. 5% more respondents consumed news about global poverty, and 6% more respondents discussed it with friends and family.

- There was no significant change in the profile of the German audience segmentation. COVID-19 doesn’t appear to have shifted engagement significantly positively or negatively.

- Donations in Germany dropped 1 percentage points, from 17% to 16%, but the change is not significant. Year on year, donations decreased significantly for all countries.
Tracking public opinion on global issues, global poverty, and sustainable development in Germany
MOST IMPORTANT ISSUES – OCTOBER 2020

- Climate change, the environment, biodiversity, pollution: 45% (↑ +4%)
- Immigration, migration, refugees: 40% (↑ +8%*)
- Global diseases and pandemics: 40% (↑ +1%)
- Inequality between the rich and the poor: 36% (↓ -2%)
- War, conflict, terrorism: 33% (NC)
- Economic crises, job security, wages: 32% (↓ -4%)
- Populism, nationalism, political extremism: 23% (NC)
- Education, health care, clean water, and hunger in developing countries: 19% (↓ -2%)
- Fake news, corruption of information: 12% (NC)
- Technology, automation, artificial intelligence: 8% (NC)

Question: Thinking about the issues below, which of the following do you personally care about?
Sample size n=6,000 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sep – 13 Oct 2020
Comparison with data from June 2020 (DEL Tracker wave 2)
Question: Thinking about the issues below, which of the following do you personally care about?

Sample size n=4,321 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sep – ongoing (preliminary pull: 5 Oct)
You can do a lot of good in poor countries with comparatively little resources.

Development aid helps to reduce the number of refugees who come to us.

Rich countries should support poor countries for moral reasons.

Development aid contributes to the fight against climate change.

Development aid contributes to the fight against terrorism.

Development aid helps prevent global epidemics that could affect us.

Germany benefits economically if it provides development aid.

Don't know.

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

Sample size n=6,000 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sep – 13 Oct 2020

Comparison with data from June 2020 (DEL Tracker wave 2)
16% think German aid generally arrives where it is needed

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

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

34% think development aid is effective or very effective

37% say they have some or a great deal of trust in development NGOs and charities

Sample size n=6,000 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sep – 13 Oct 2020
Comparison with data from June 2020 (DEL Tracker wave 2)
There are no significant changes in aid support for France, Germany and Great Britain since June. US support recovers to January 2020 levels.

**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=6,000 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sep - 13 Oct 2020

Comparison with data from June 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=6,000 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sep – 13 Oct 2020

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

- Personal: +4%* (17)
- DE Government: +1% (55)
- NGOs/Charities: NC (52)
- Businesses/Companies: +2% (62)
- The UN/International Organisations: +3% (63)
SUMMARY

• Concern for immigration, migration and refugees has risen sharply since June 2020, becoming the second ranked issue of concern for the German public. Totally Disengaged and Marginally Engaged audiences are much more concerned about immigration than engaged audiences.

• 37% of the German public say they trust charities and international NGOs: up 7% since June 2020.

• 17% of respondents say they can make a difference to the lives of people living in poor countries: and increase of 4% compared to June 2020.

• No evidence that COVID-19 has impacted support for development cooperation spending in Germany: in the past year: 67% wanted to increase/keep same in Sept 19 compared to 65% in Oct 20 (the change is not statistically significant).

• Aid support levels did not change significantly since June 2020, except for the United States, where support bounced back to January 2020 levels.
DATA AND USE

DATA
The data for this deck come from the DEL Panel (n= 6,000). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 10 September 2020 – 13 October 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](http://www.developmentcompass.org), follow us on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab) or by contacting del@ucl.ac.uk.

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