DEVELOPMENT
ENGAGEMENT
LAB

DEL DASHBOARD
GERMANY
OCTOBER 2023

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/ Dashboard #11

// October 2023

/// www.developmentcompass.org

@DevEngageLab

DATA

The data for this deck come from the DEL Panel (n=6,050). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 19th September – 23rd October 2023.

USE

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

CITATION

Morini, P. 2023. *DEL Dashboard – Germany October 2023*. London: Development Engagement Lab.

DEL DASHBOARDS

You can find DEL Dashboards on Development Compass:
https://developmentcompass.org/topics/del-tracker

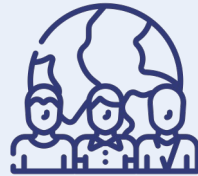# THREE KEY CHANGES SINCE JUNE 2023

63% ↑ +4%*
have read, watched, or listened to news about poverty in poor countries

Public engagement with global poverty through news consumption increased sharply: 63% now say they have heard about global poverty in the news, and 50% have discussed it with family and friends.

53% ↑ +12%*
say they care most about issues related to migration and refugees

Issues related to migration and refugees now top the ranking of issues people care about in Germany, up 12 percentage points to 53% compared to June 2023. This is one of the largest increases in issue salience since DEL began tracking.

60% ↑ +5%*
think that the UN and other IOs can make a difference to levels of poverty in poor countries

After the sharp fall we observed in June 2023, all efficacy indicators are on the rise again. 6 in 10 think that both UN/other IOs and business/corporations can make a difference. 5 in 10 think NGOs and charities can make a difference when it comes to global poverty – an increase of 5% percentage points.

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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.
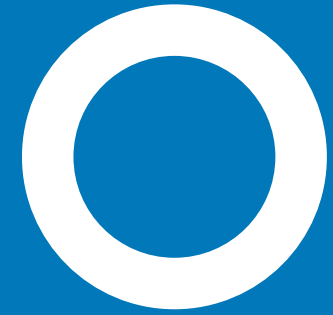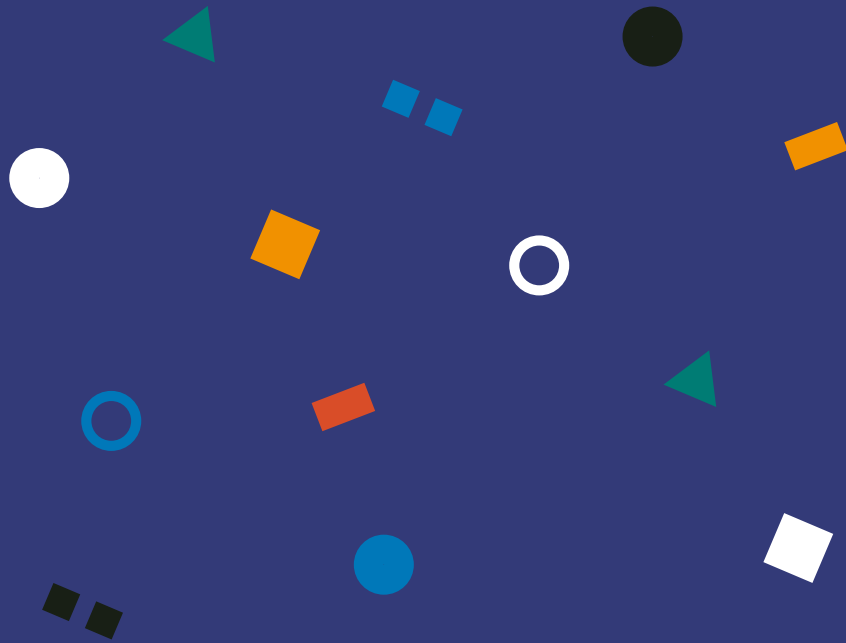
This icon is used when there is a downward change since the last data point. An asterisk indicates the change is statistically significant.
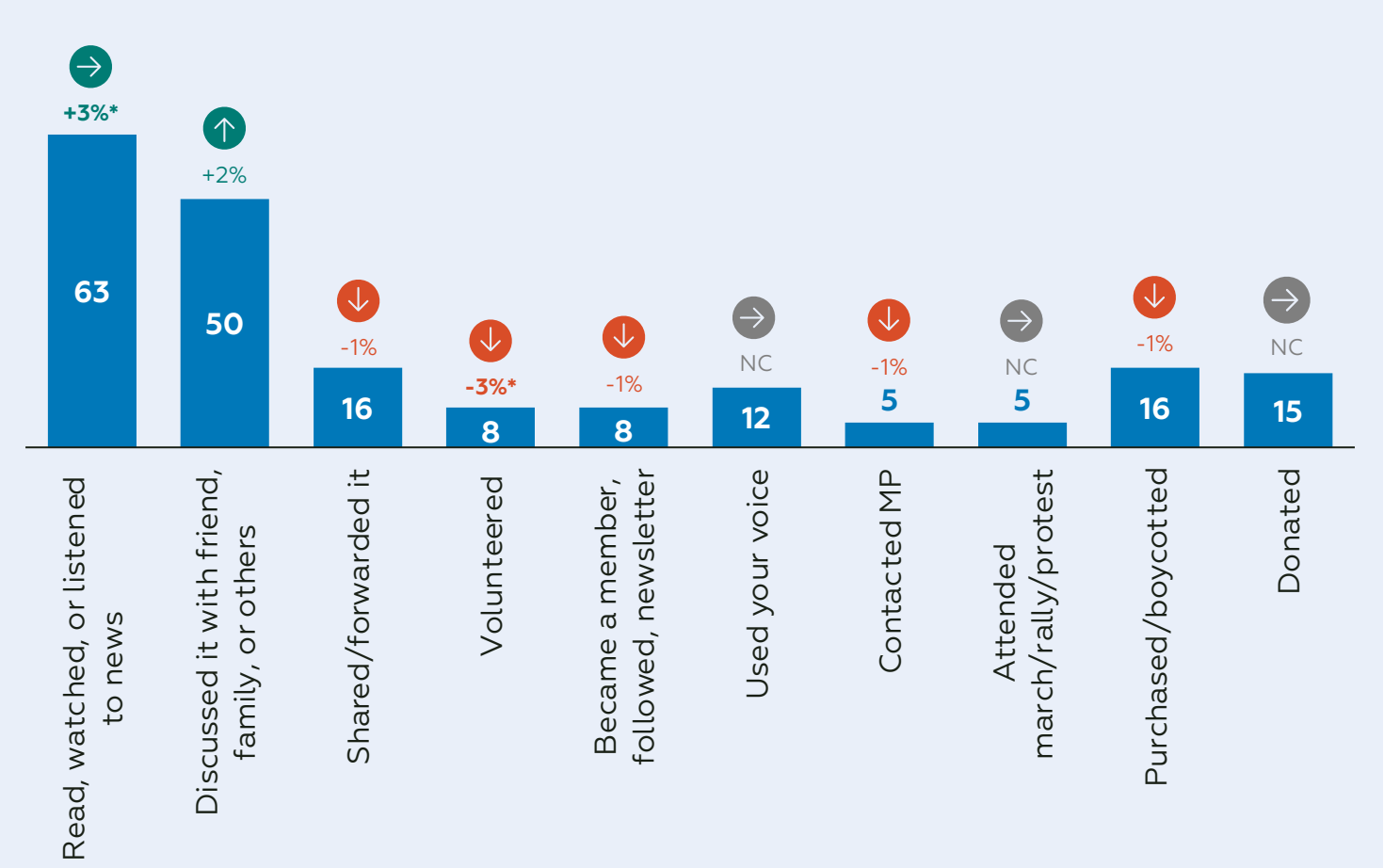
This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.

BEHAVIOURAL ENGAGEMENT

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

ENGAGEMENT BATTERY – OCTOBER 2023

+3%*	+2%	-1%	-3%*	-1%	NC	-1%	NC	-1%	NC
63	50	16	8	8	12	5	5	16	15
Read, watched, or listened to news	Discussed it with friend, family, or others	Shared/forwarded it	Volunteered	Became a member, followed, newsletter	Used your voice	Contacted MP	Attended march/rally/protest	Purchased/boycotted	Donated

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=6,050 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep – 23 Oct 2023
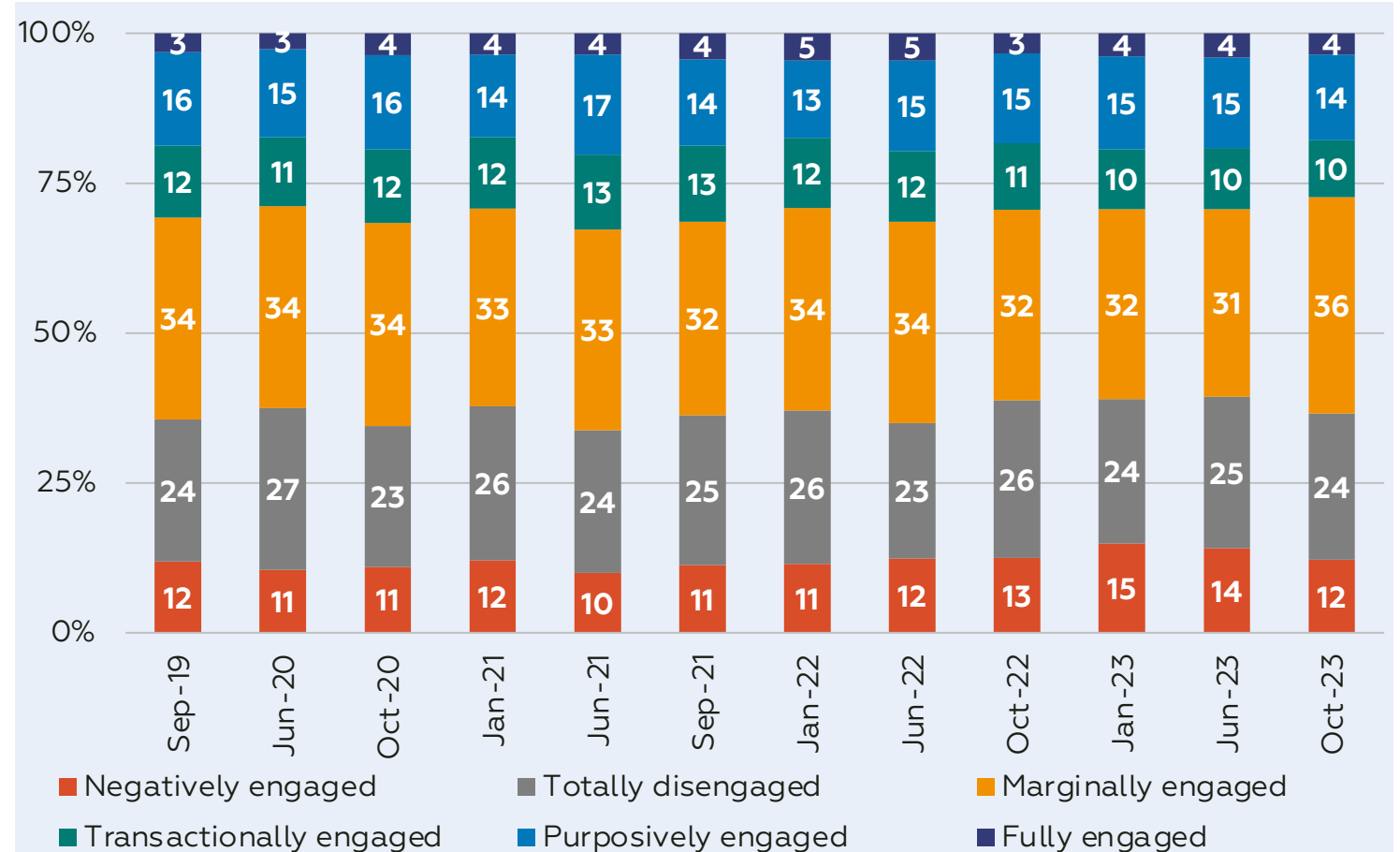Comparison to June 2023

Our behavioural engagement indicators show a mixed picture compared to June 2023. Engagement via information channels has grown significantly: 63% respondents say they read/watch/listen to stories about global poverty (+3 percentage points), and 50% have discussed it with family or friends (+2 percentage points, but not a significant increase).

On the other hand, significantly fewer respondents have volunteered (-3%). We see small, negative changes in sharing information, becoming a member of an organization, contacting an MP and purchasing or boycotting (all non significant).

DEL SEGMENTATION – OCTOBER 2023

Segment		Change since June 2023
Negatively engaged	↓	-2%
Totally disengaged	↓	-1%
Marginally engaged	↑	**+5%***
Transactionally engaged	→	NC
Purposively engaged	↓	-1%
Fully engaged	↓	-1%

There has been one significant change since June 23, a 5%pp increase in the Marginally Engaged audience, the highest since DEL began tracking.

The most engaged audience groups – Fully, Purposively and Transactionally – have changed very little since Jan 2023.

There has been -2% decrease in the Negatively Engaged audience, which means fewer people taking action in opposition to poverty alleviation efforts, however the change is not significant.

The Development Engagement Lab Engagement Segmentation (proportion of respondents in each group)
Sample size n=6,050 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep – 23 Oct 2023
Comparison to June 2023

TRENDS IN DONATIONS – 2019/2023
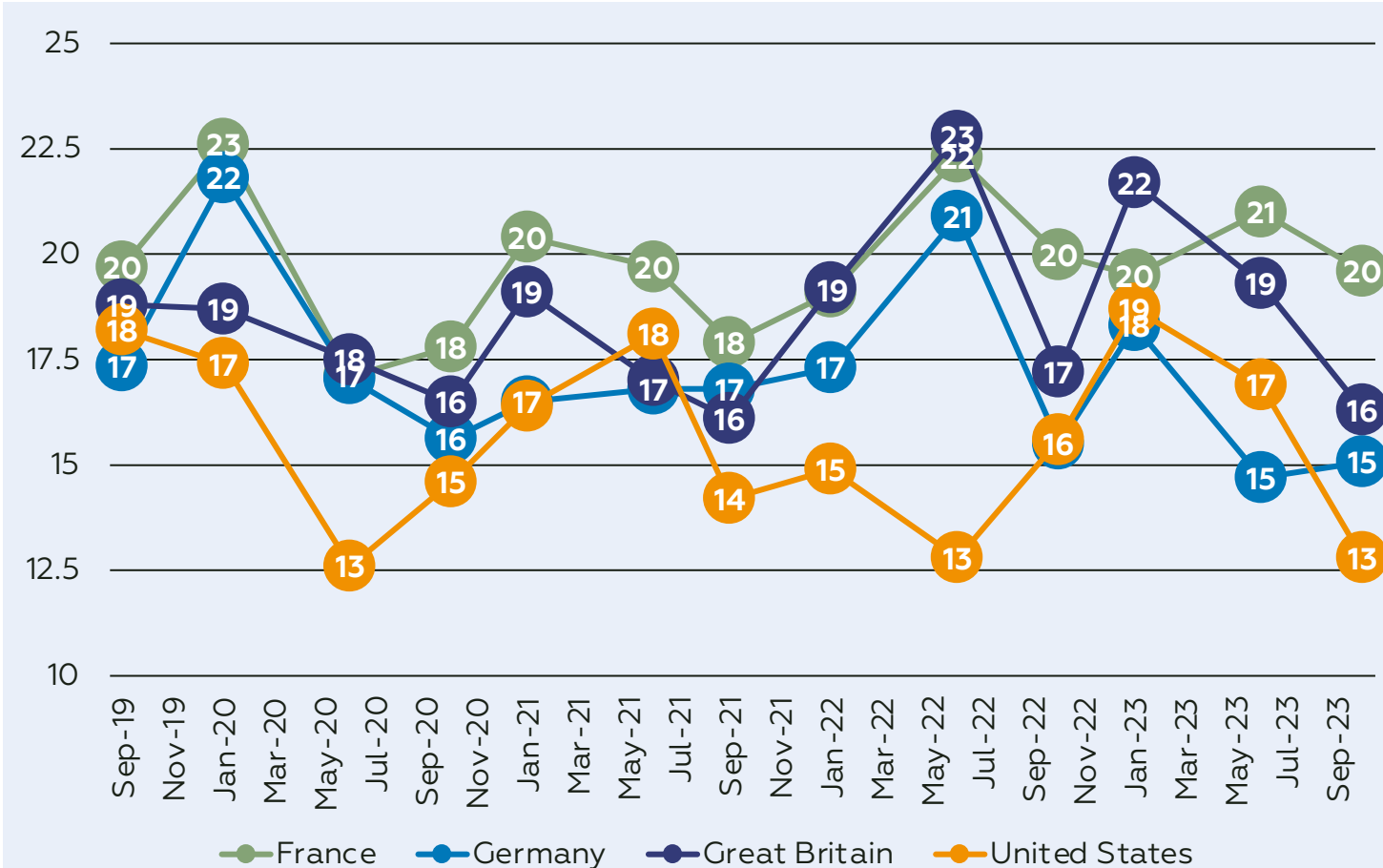
15%
→ NC

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

In three of the four DEL countries, we see a fall in the percentage of respondents who say they have donated to a global poverty charity in the past 12 months. Donations in Germany have remained constant at 15% from June 2023, which matches a low since DEL began tracking.

The biggest decrease in donors is in the U.S., a fall of 4pp to 13%.

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)
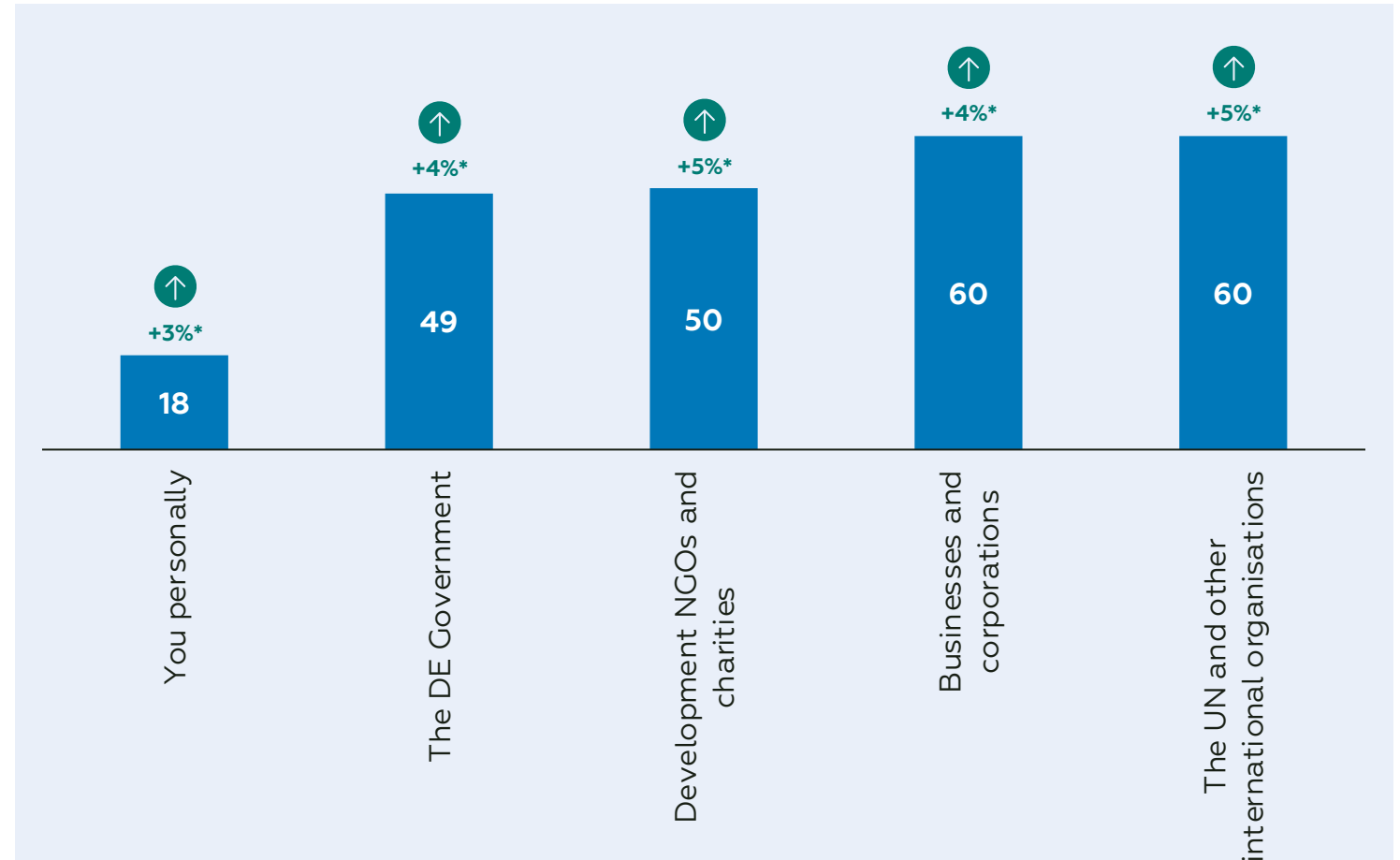Sample size n=6,050 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep – 23 Oct 2023
Comparison to June 2023

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EFFICACY BATTERY – OCTOBER 2023

After observing a sharp fall in levels of efficacy across the board in June 2023, perceived efficacy – ability to reduce poverty in poor countries – has increased across all categories.

The perceived efficacy of the German government, NGOs, businesses and international organizations all rose significantly by 4-5% in the last tracking period.

While personal efficacy – the view that individuals can reduce poverty in poor countries – also increased (up 3 percentage points) – the gap between perceived personal and institutional capacities to make a difference to poverty in poor countries continues to widen.

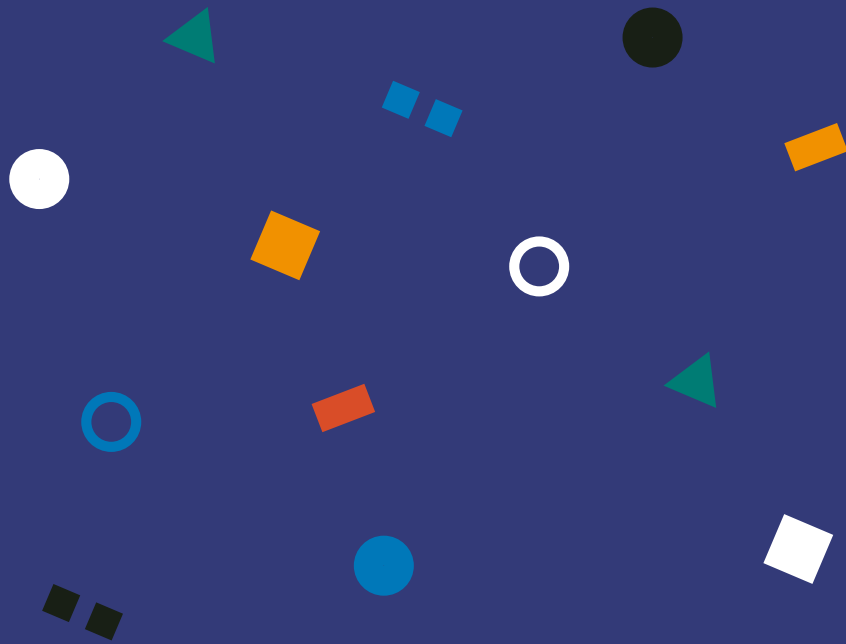|	+3%*	+4%*	+5%*	+4%*	+5%*
	18	49	50	60	60
	You personally	The DE Government	Development NGOs and charities	Businesses and corporations	The UN and other international organisations

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)

Sample size n=6,050 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep – 23 Oct 2023
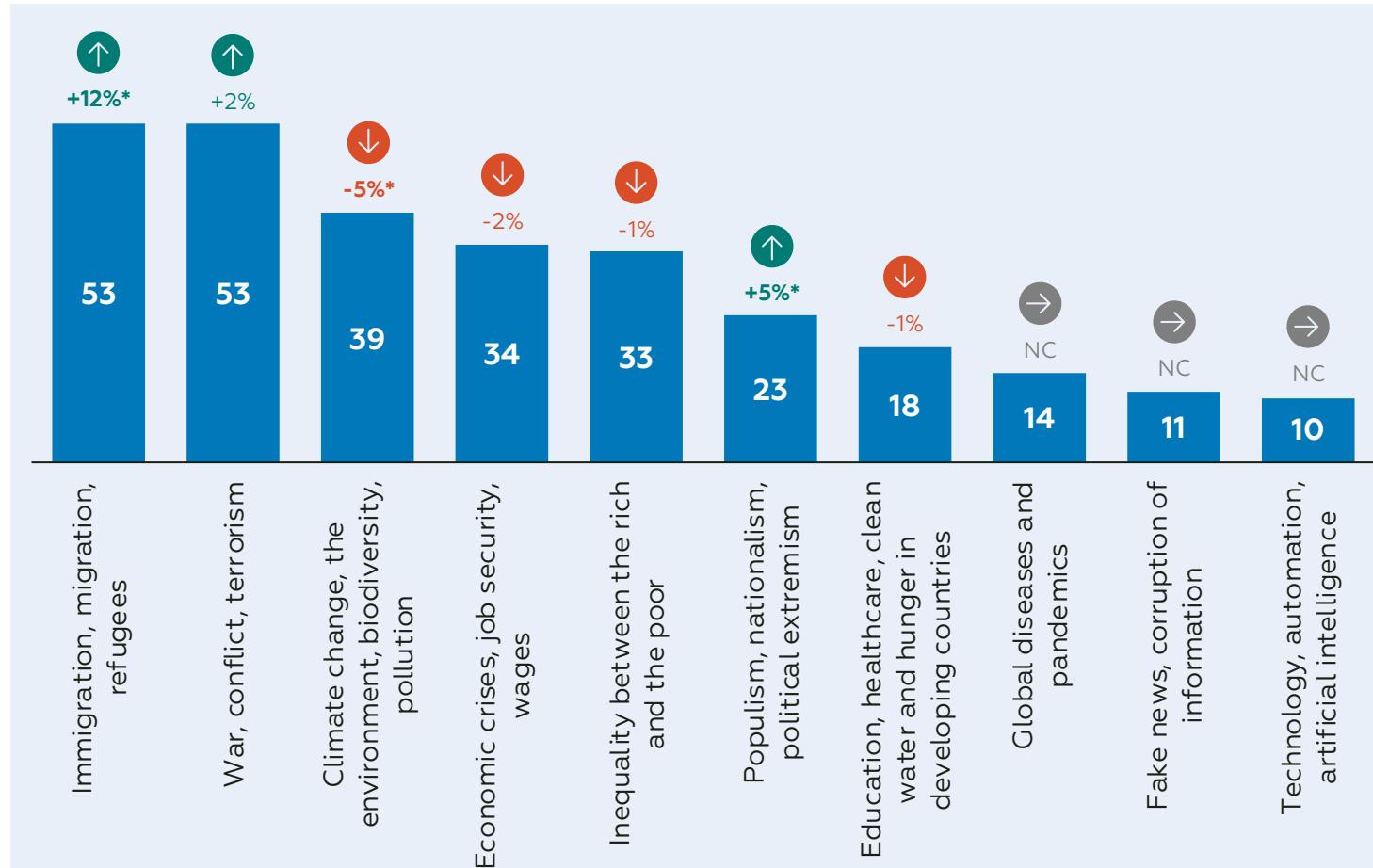Comparison to June 2023

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ATTITUDINAL ENGAGEMENT

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

MOST IMPORTANT ISSUES – OCTOBER 2023

+12%* ↑ **+2%** ↑ **-5%*** ↓ **-2%** ↓ **-1%** ↓ **+5%*** ↑ **-1%** ↓ NC → NC → NC →

| 53 | 53 | 39 | 34 | 33 | 23 | 18 | 14 | 11 | 10 |

Immigration, migration, refugees | War, conflict, terrorism | Climate change, the environment, biodiversity, pollution | Economic crises, job security, wages | Inequality between the rich and the poor | Populism, nationalism, political extremism | Education, healthcare, clean water and hunger in developing countries | Global diseases and pandemics | Fake news, corruption of information | Technology, automation, artificial intelligence

Concern for immigration, migration and refugees is the top issue of concern in Germany. Personal concern for the issue has risen 12% percentage points to 53% since June 2023.

The second biggest change in issues of concern is respondents who say they care about populism, nationalism and extremism, which has risen by 5% percentage points to 23% compared to June 2023.

October also saw a 5% percentage point decrease in concern for climate change/environment.
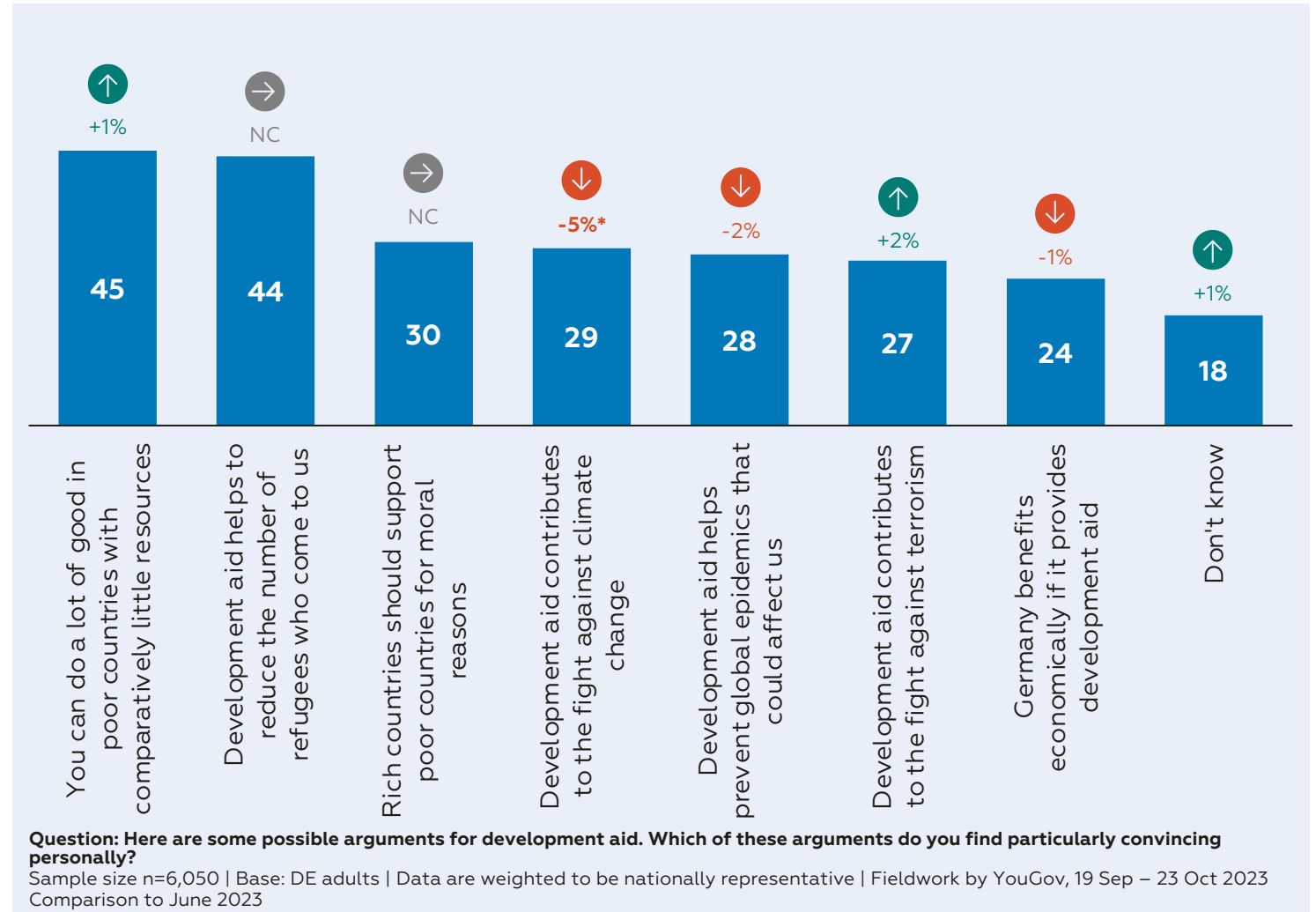
All other issues changed nominally.

Question: Thinking about the issues below, which of the following do you personally care about? (% who select issue of concern)
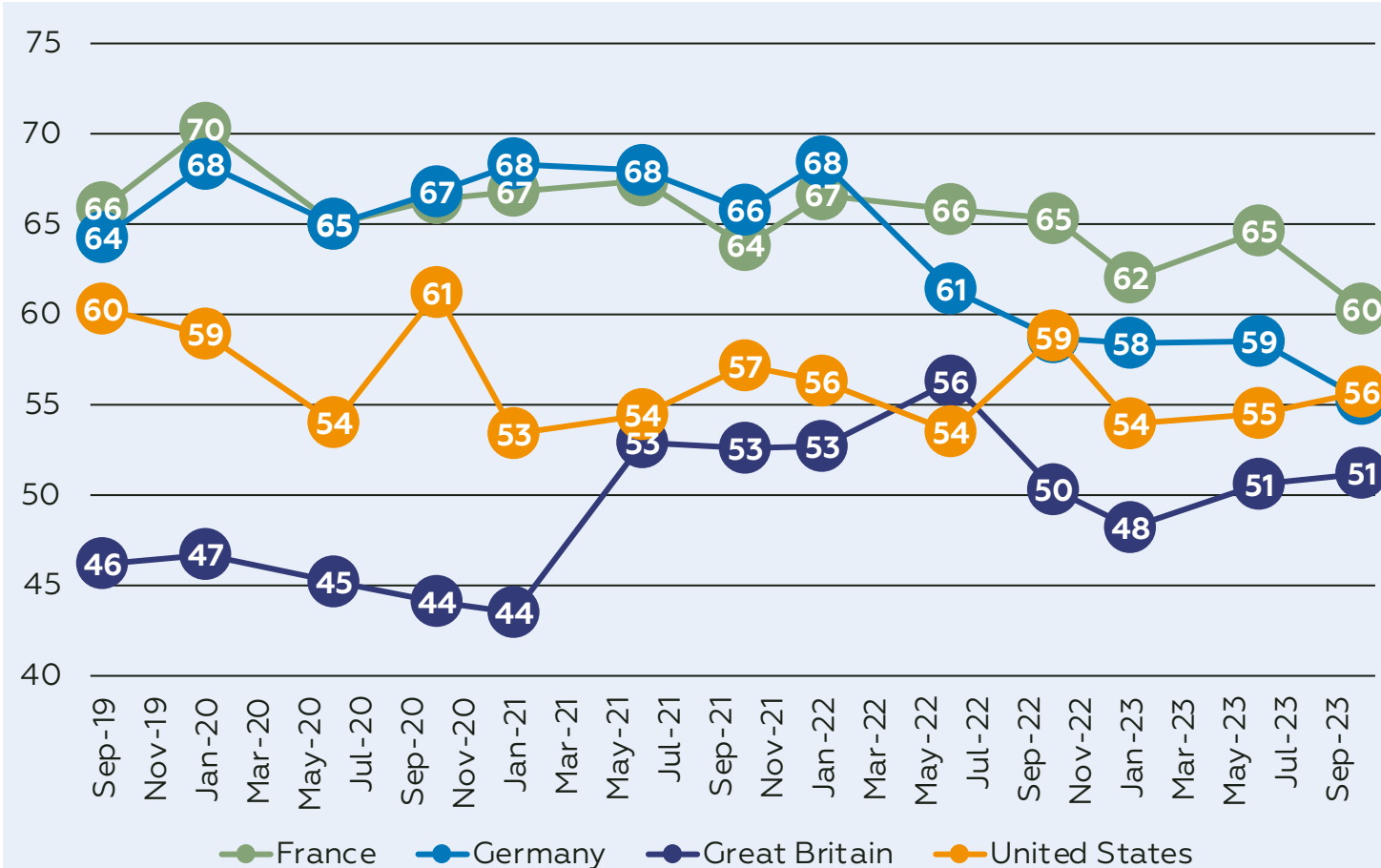Sample size n=6,050 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep – 23 Oct 2023
Comparison to June 2023

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ARGUMENTS FOR AID – OCTOBER 2023

There is one significant change in the rankings of convincing arguments for giving aid in Germany since January. 29% of Germans – 5 percentage points fewer than June '23 – said that aid contributes to the fight against climate change.

The most convincing arguments overall is you can do a lot of good in poor countries with few resources (45%), and that aid helps reduce the number of refugees coming to Germany (44%).

The least convincing argument is that Germany benefits economically if it provides development aid.

↑ +1%	→ NC	→ NC	↓ -5%*	↓ -2%	↑ +2%	↓ -1%	↑ +1%
45	44	30	29	28	27	24	18

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 helps prevent global epidemics that could affect us

Development aid contributes to the fight against terrorism

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=6,050 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep – 23 Oct 2023
Comparison to June 2023

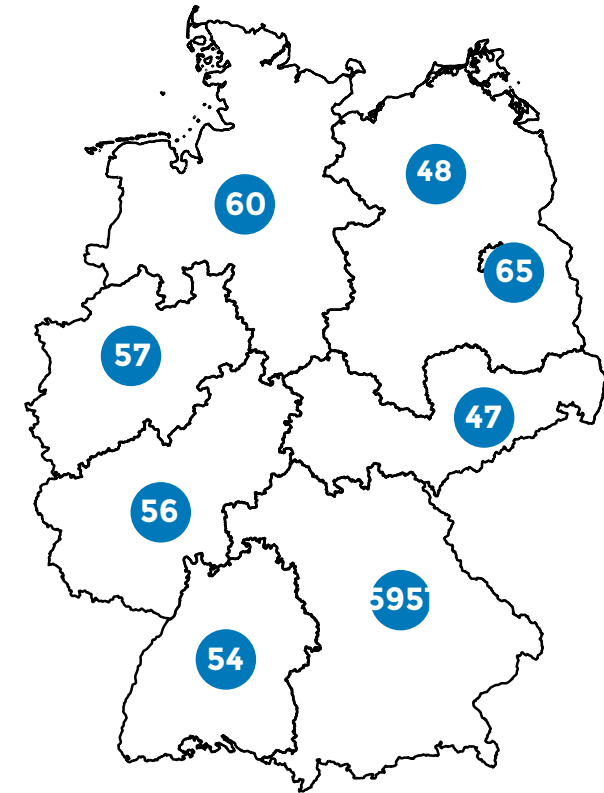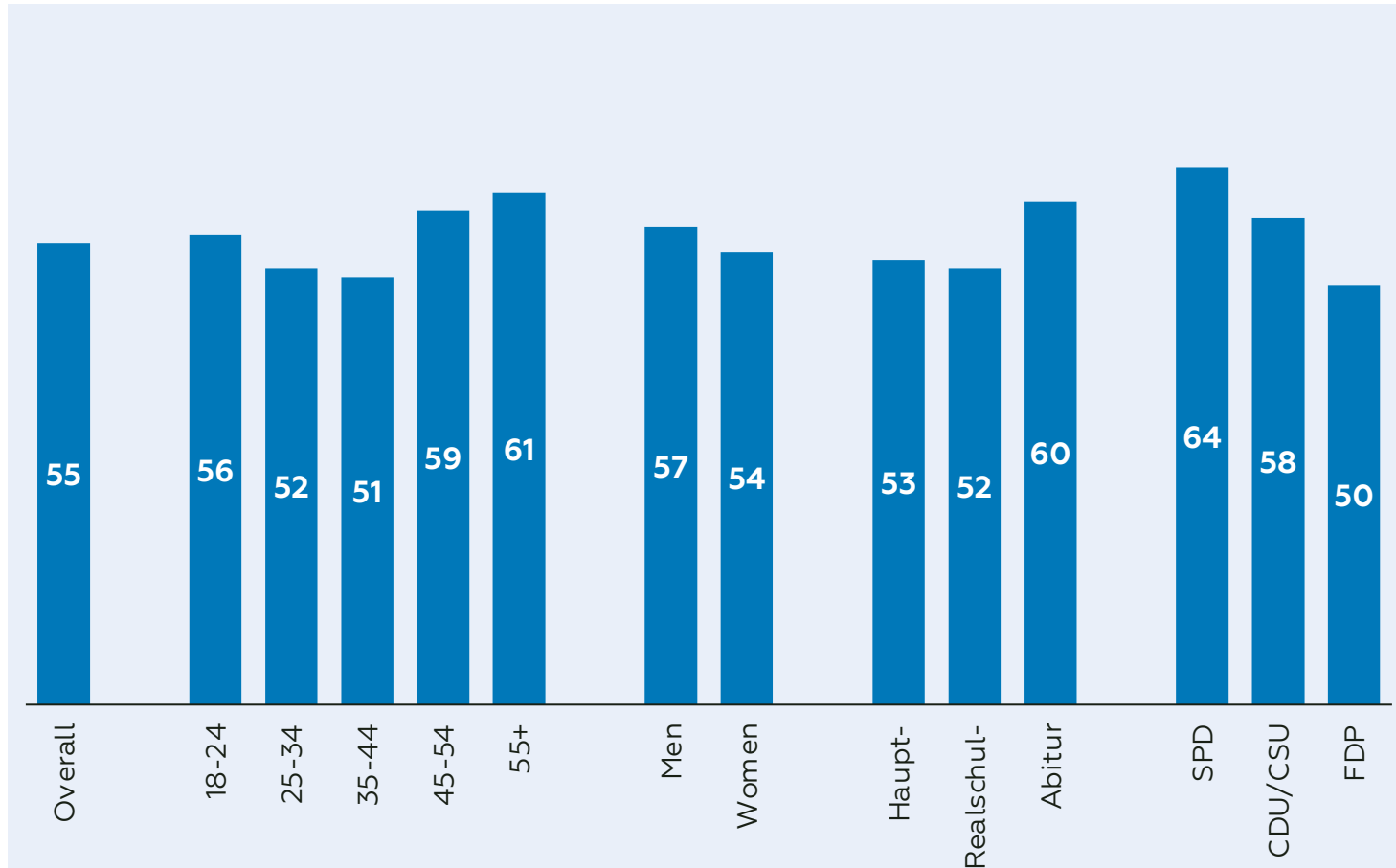# ATTITUDES AND PUBLIC OPINION – OCTOBER 2023

15% ↓ -1%
think German aid gets where it is needed

44% → NC
are concerned or very concerned about levels of poverty in poor countries

41% → NC
think that we should give some aid, or give it generously

32% ↑ +1%
think development aid is effective or very effective

34% ↓ -1%
say they have some or a great deal of trust in dev NGOs and charities

We observe no significant changes in the landscape of attitudinal engagement.

Just 15% of respondents said German aid gets where it is needed and 32% say development aid is effective.

Concern for global poverty and attitudes toward giving aid generously have not changed from June 2023.

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TRENDS IN AID SUPPORT – 2019/2023

55%

↓ -3%

think we should keep or increase our current aid budget in Germany

Support for development cooperation in Germany stands at 55%; significantly lower than the high of 68%.

In Britain, support for aid remained constant at 51%, and support increased by 1% in the U.S.

However, France's downward trend in support continues: 60% say they want to increase or keep the aid budget the same, down from a high of 70% in Jan of 2020.

Legend: France, Germany, Great Britain, United States

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WHO SUPPORTS DEVELOPMENT AID?

Bar chart values:

Category	Value
Overall	55
18-24	56
25-34	52
35-44	51
45-54	59
55+	61
Men	57
Women	54
Haupt-	53
Realschul-	52
Abitur	60
SPD	64
CDU/CSU	58
FDP	50

Map values: 60, 48, 65, 57, 47, 56, 59, 51, 54