



# GERMAN PUBLIC ENGAGEMENT AND THEIR OPINION ON THE WAR IN UKRAINE

/ 30 June 2022  
// German Partner Meeting  
/// [www.developmentcompass.org](http://www.developmentcompass.org)  
[@DevEngageLab](https://twitter.com/DevEngageLab)

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# DATA AND USE

## DATA

The data for this deck come from June German Sandbox (n=2,059). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 23 – 29 June.

## USE

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

## CITATION

Oh, Soomin., Hudson, David & Hudson, Jennifer. 2022. *German public engagement and their opinion on the war in Ukraine*. London: Development Engagement Lab.

# AGENDA OF PRESENTATIONS AND ACTIVITIES

- Dashboard
- Insights on Ukraine, including:
  - What drives public preferences over funding for Ukraine?
  - Why do the German public support Ukraine?
  - Is Ukraine a developing country?
- Discussion





# DASHBOARD JUNE 2022



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

# THREE KEY CHANGES SINCE JANUARY 2022



52%

↑ +22%\*

are concerned about war, conflict and terrorism

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.



19%

↑ +5%\*

have shared/forwarded news about poverty in poor countries with friends and family

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%.



56%

↑ +7%\*

think development charities and NGOs can make a difference to levels of poverty in poor countries

**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.

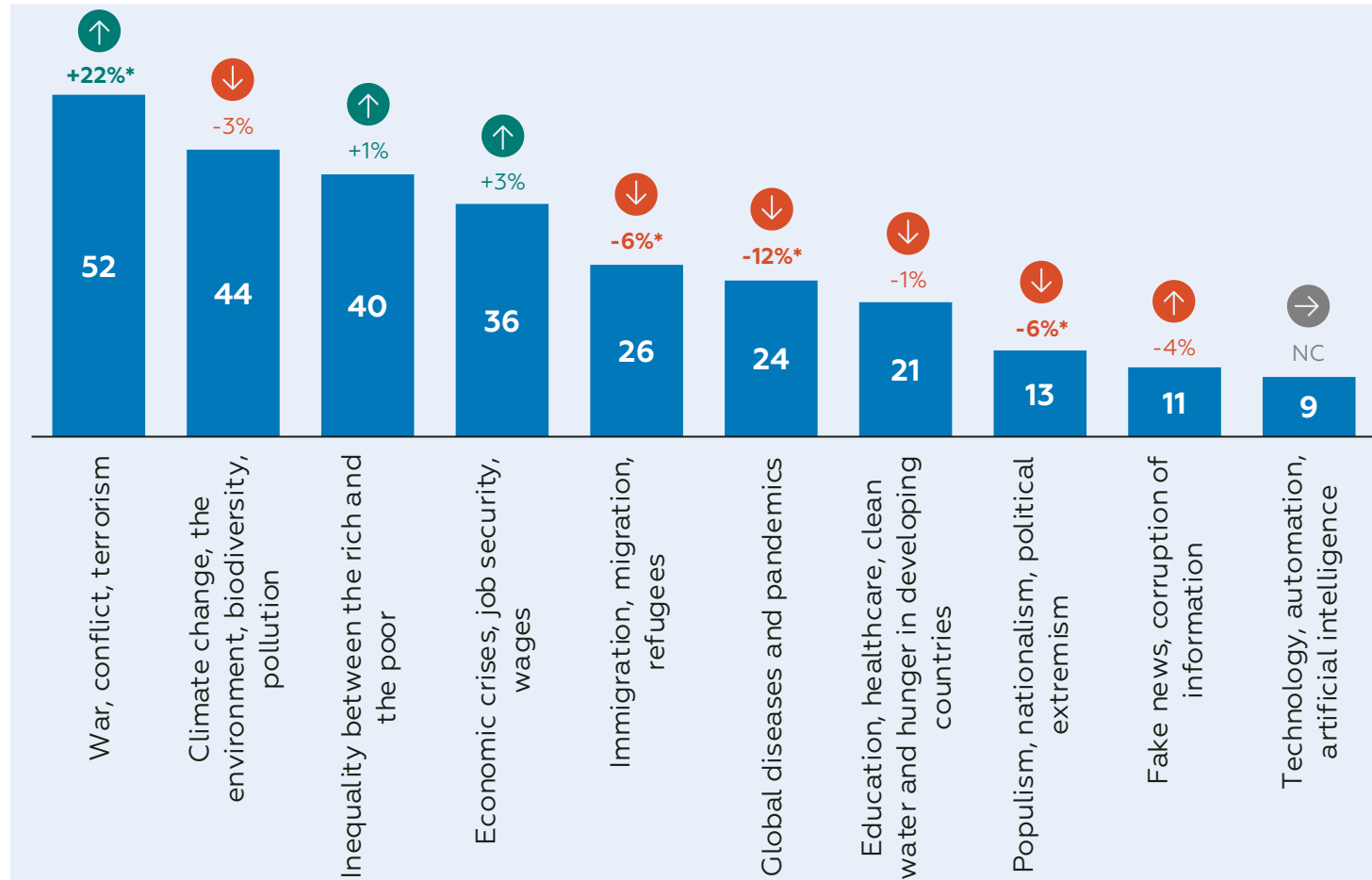
## Question listed in each box

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

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# MOST CONCERNING ISSUES – JUNE 2022



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

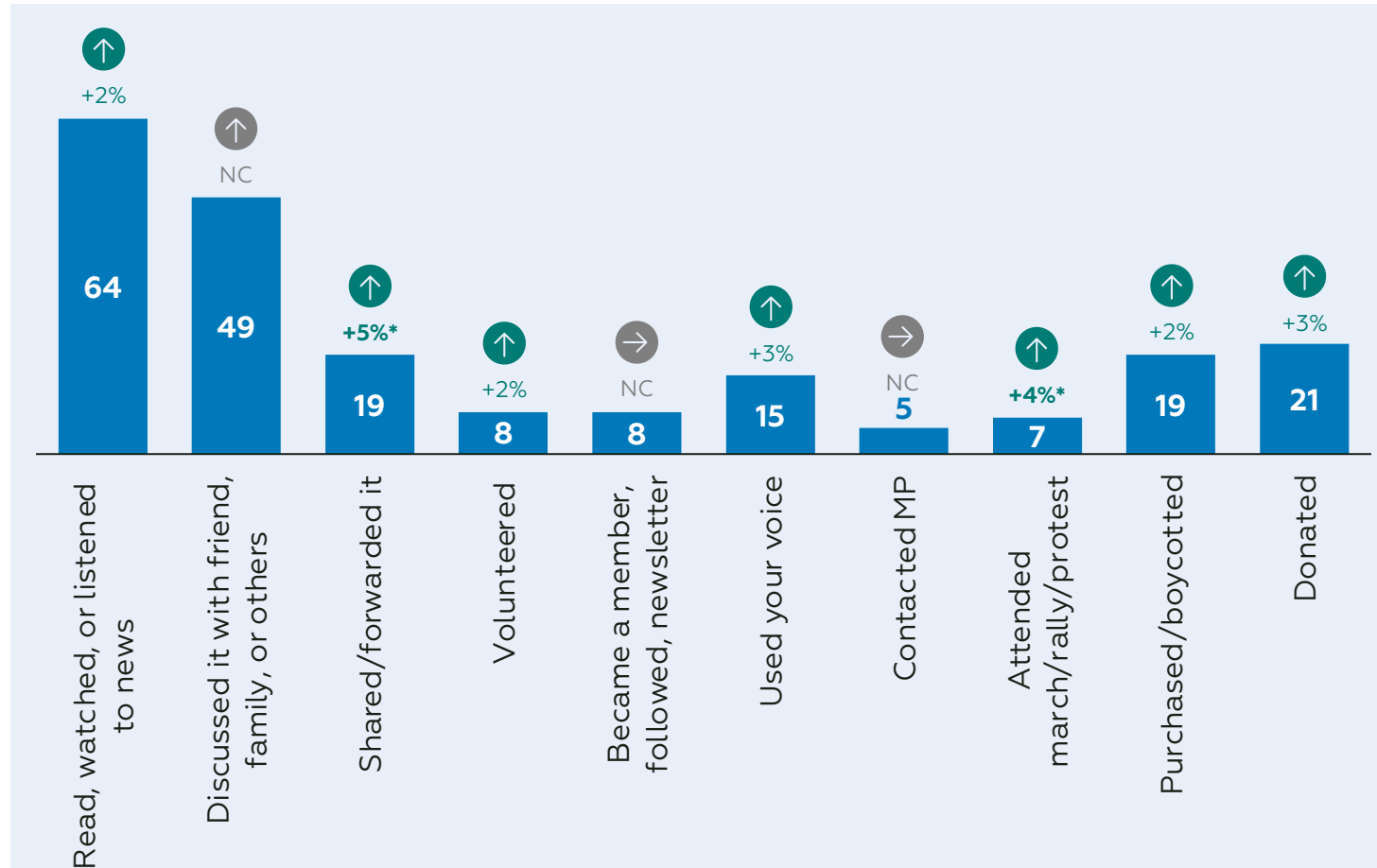
Unsurprisingly, **war, conflict and terrorism** top our most concerning issue battery for German respondents. This is now the issue of most concern for one in two respondents, up 22% to 52% since January 2022.

**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%).



# ENGAGEMENT BATTERY – JUNE 2022



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.

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)

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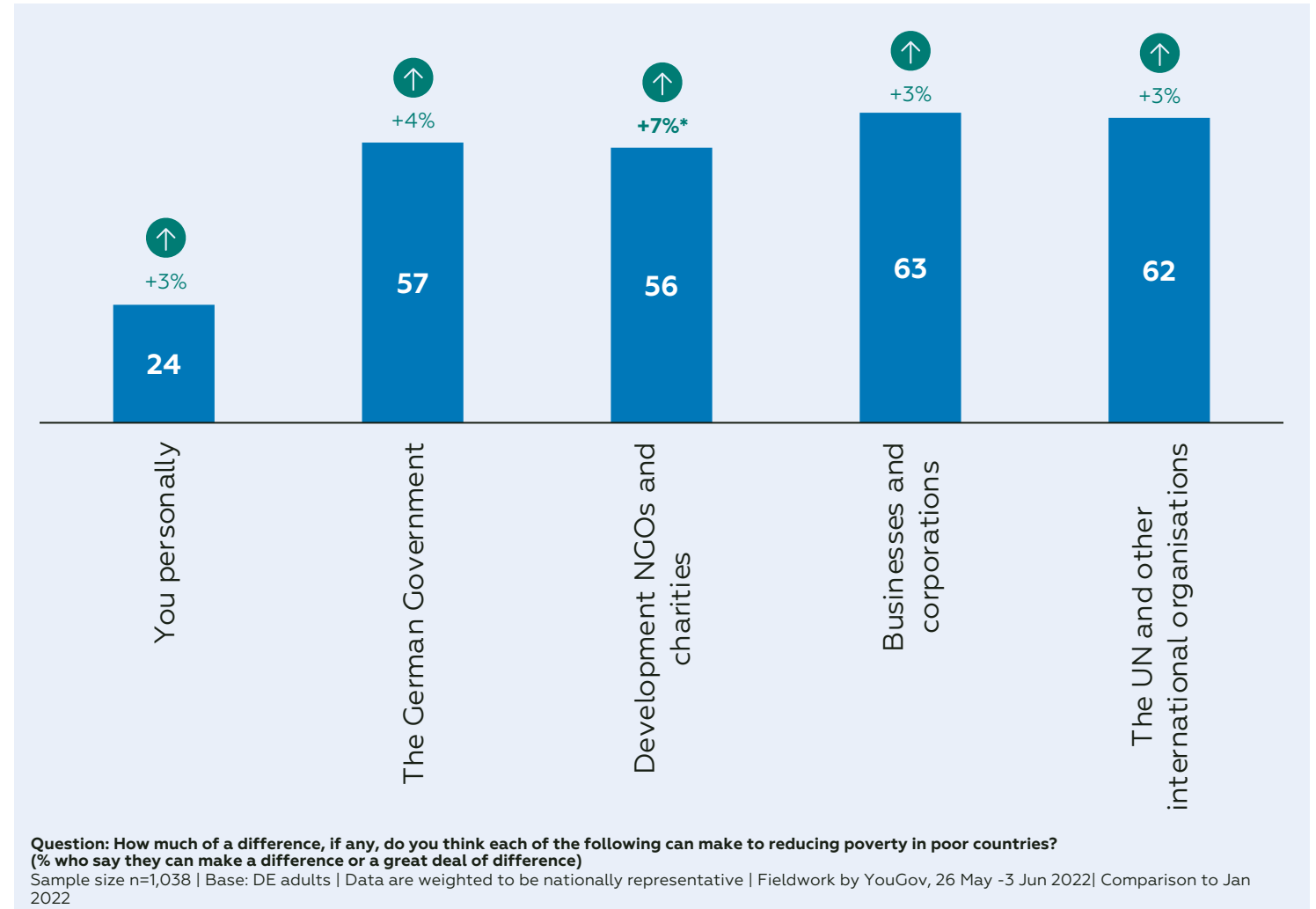


# EFFICACY BATTERY – JUNE 2022

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.





# TRENDS IN DONATIONS – 2019/2022



## 21%

↑ +4%

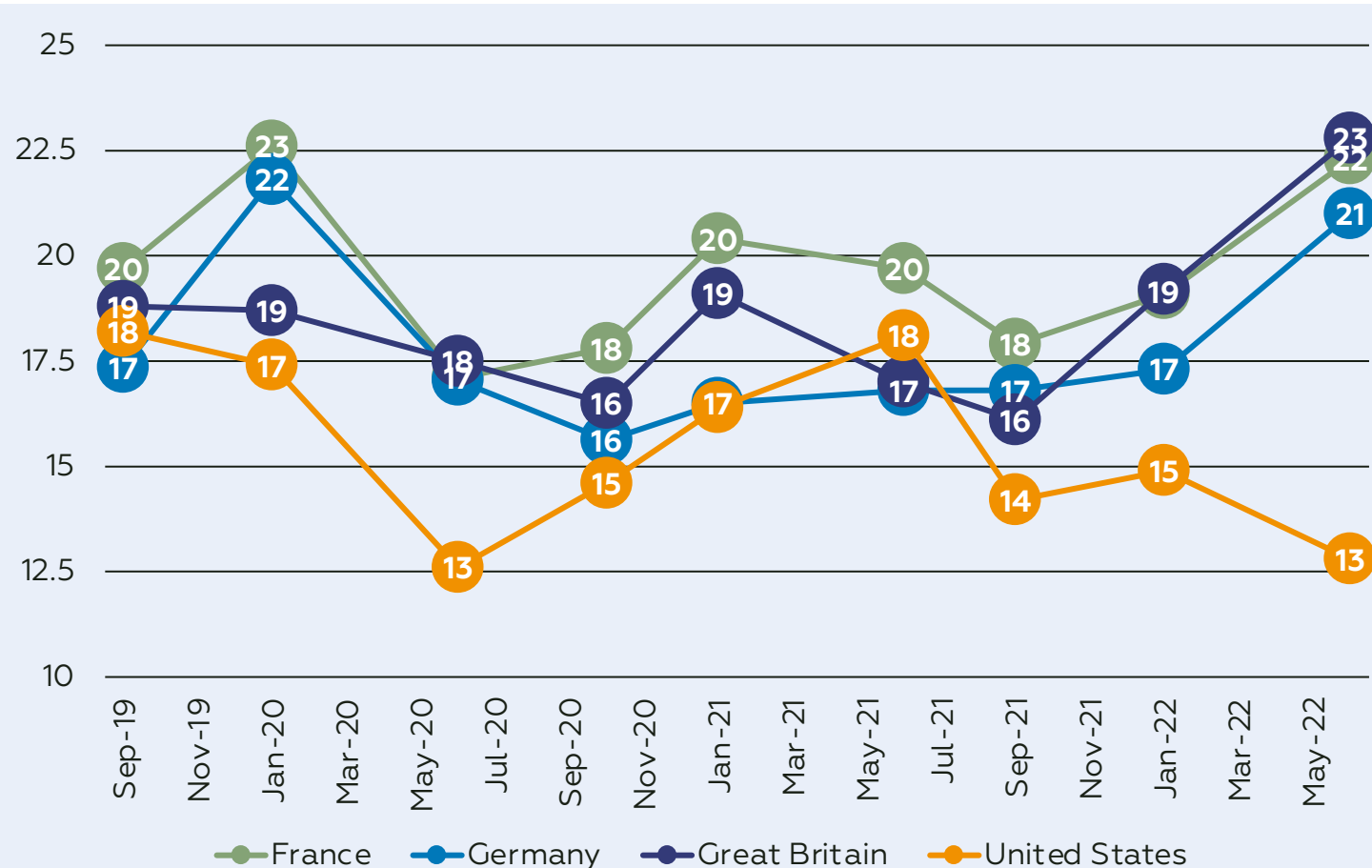
have donated to a global poverty charity in the past 12 months in Germany

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.

**When we recontacted people for our sandbox at the end of June, we found that 22% of respondents were now donating**

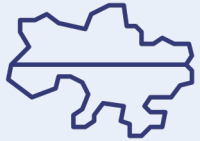
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Question: Thinking about global poverty and development, have you donated money to an international NGO or charity working on the issue in the past 12 months? (% who donated)

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

# TRACK4 WITH UKRAINE PROMPT

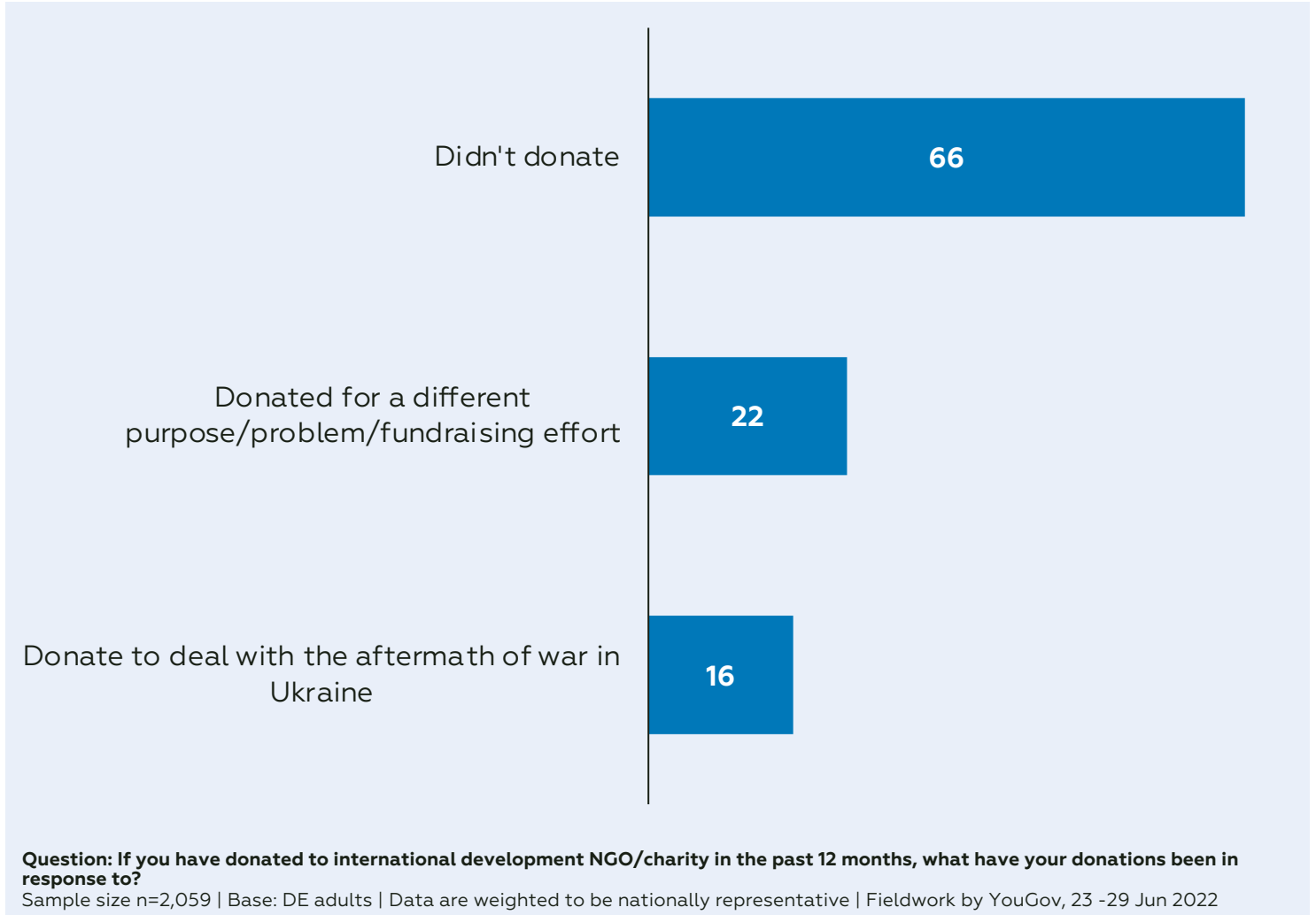


## 15%

of German respondents  
donated to appeals about  
the war in Ukraine

We re-asked the donation question prompting German respondents to think about Ukraine as a specific cause, and a larger number of respondents said they donated.

Specifically, **16% of Germans say they donated to address war in Ukraine**, and 22% said they donated to other causes or fundraising campaigns. Donating to other causes is positively associated with donating to Ukraine, people that donate to Ukraine are 8% more likely to donate to other causes as well.



# DONATION TO OTHER CAUSES REMAIN MORE POPULAR THAN DONATIONS TO UKRAINE



66%

have not donated at all



10%

Say they have donated,  
and say they supported  
causes other than Ukraine



8%

Say they have donated,  
and say they supported  
causes related to Ukraine



7%

Say they have not  
donated, but supported  
causes other than Ukraine



4%

Say they have not  
donated, but supported  
causes related to Ukraine



4%

Say they have supported  
both Ukraine and other  
causes

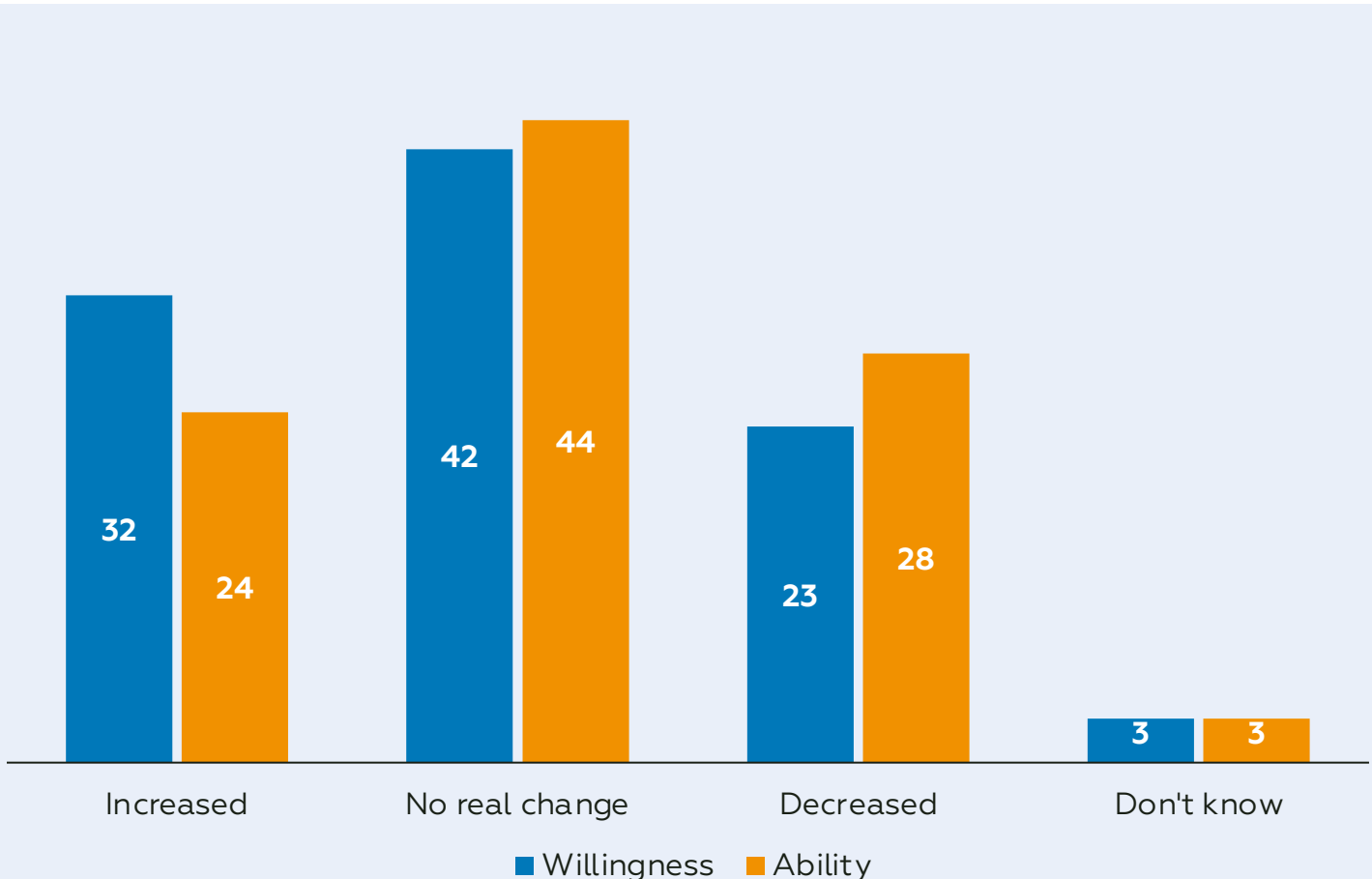
Question: If you have donated to international development NGO/charity in the past 12 months, what have your donations been in response to?

Sample size n=2,059 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 -29 Jun 2022

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# WILLINGNESS TO DONATE INCREASED MORE THAN THE ABILITY TO DONATE IN GERMANY



## 32%

of donors to Ukraine appeals say their willingness to donate to other causes in the next six months increased

**Willingness and ability to donate pushed (and pulled) in opposite directions for the German public.**

Donors who donated to Ukraine-related appeals are overall more likely to say that nothing will change going forward (42% say their willingness is unchanged, and 44% say their ability won't change either), but 32% say their willingness to donate has increased, while 28% said their ability decreased.

**Question:** Thinking about your donation to an organisation on behalf of Ukraine/in support of Ukraine, please say whether each of the following have increased or decreased, or is there no real difference?

Sample size n=2,059 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 -29 Jun 2022

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# INSIGHTS ON UKRAINE

How has the German public engaged with the war in Ukraine and how are Germans helping Ukrainians?



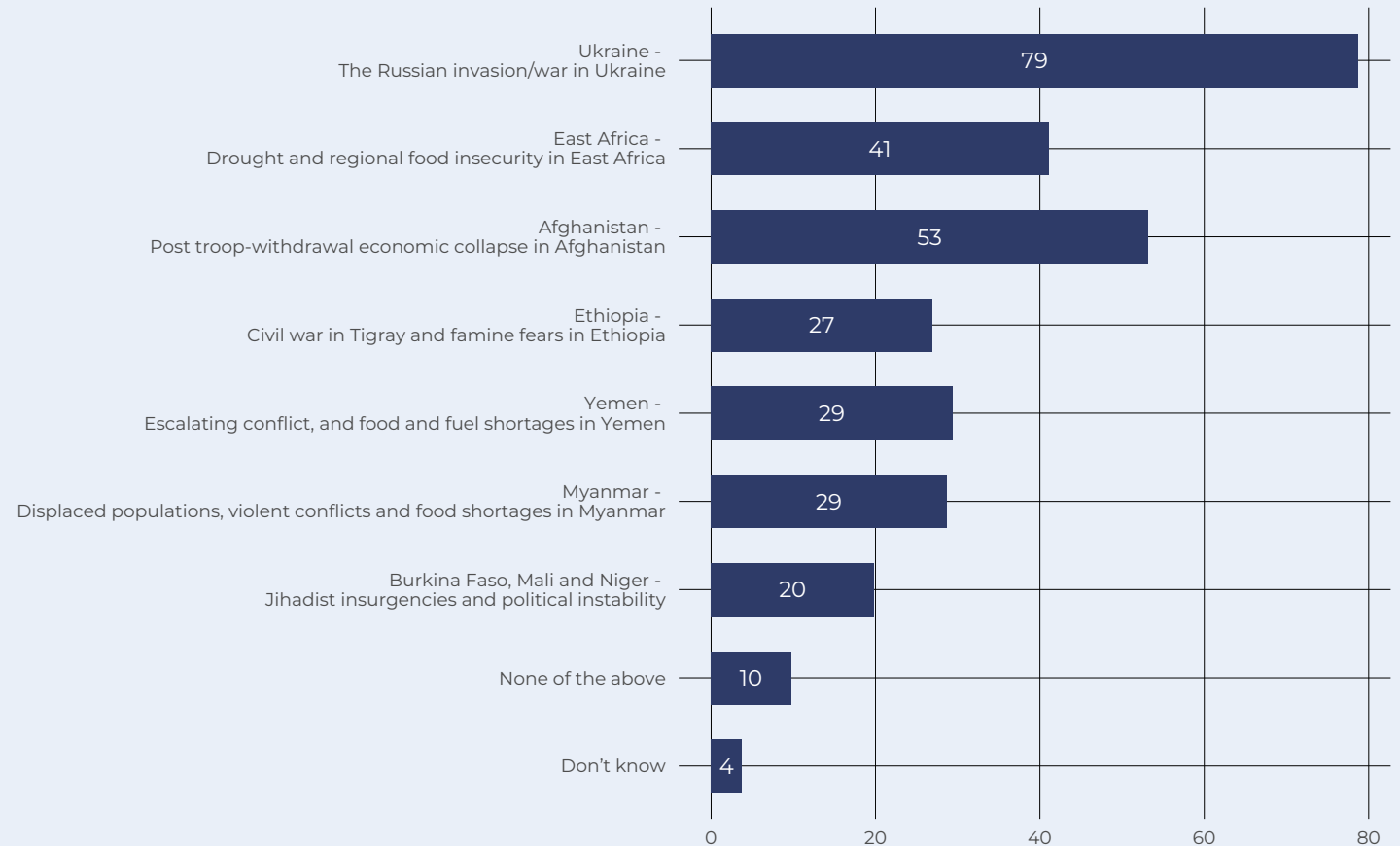
# MORE THAN THREE-QUARTERS OF THE GERMAN PUBLIC HAVE HEARD ABOUT UKRAINE, WITH LESS AWARENESS OF CRISES IN MYANMAR, BURKINA FASO, MALI & NIGER



## 79%

of the German public have heard about the humanitarian crisis in Ukraine

- There are **large variations** in exposure to humanitarian crises: more than 3/4 of the German public have heard about the humanitarian crisis in Ukraine; 53% have heard about crisis in Afghanistan; and 41% have heard about East Africa.
- Nearly three in 10 say they are aware of crises in Ethiopia, Yemen and Myanmar. There is **significantly less awareness** for crises in Burkina Faso, Mali and Niger (20%).



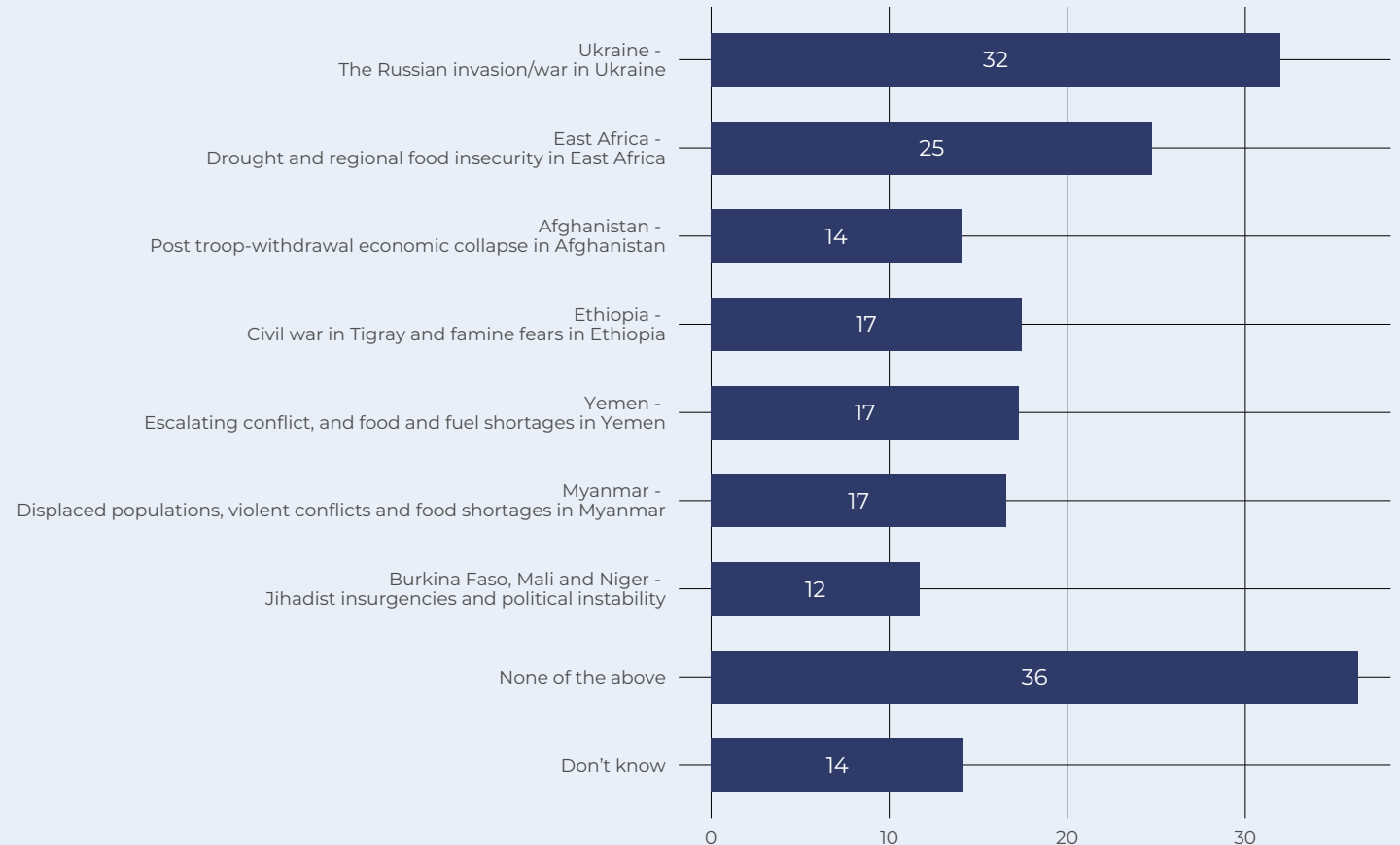
# WHICH OF FOLLOWING HUMANITARIAN CRISES – IF ANY – WOULD YOU DONATE 5 EUROS TO IF ASKED?



## 36%

of Germans say they would not donate to any of the humanitarian crises listed

- DEL followed up the question on awareness with this question on action. **32% said they would donate to Ukraine**, followed by East Africa, but the most common response was **not willing to donate** to any of the listed humanitarian crises.
- There is a significant **“awareness - action gap”** for Ukraine (79% heard – 32% donate = 47%) and Afghanistan (53% heard – 14% donate = 39%). The gaps are much smaller for other crises.



Question: Which of following humanitarian crises – if any – would you donate 5 euros to if asked? (Tick all that apply) | Base: DE adults | Sample size n= 2,059 | Data are weighted to be nationally representative | Fieldwork by YouGov 23 June - 29 June 2022

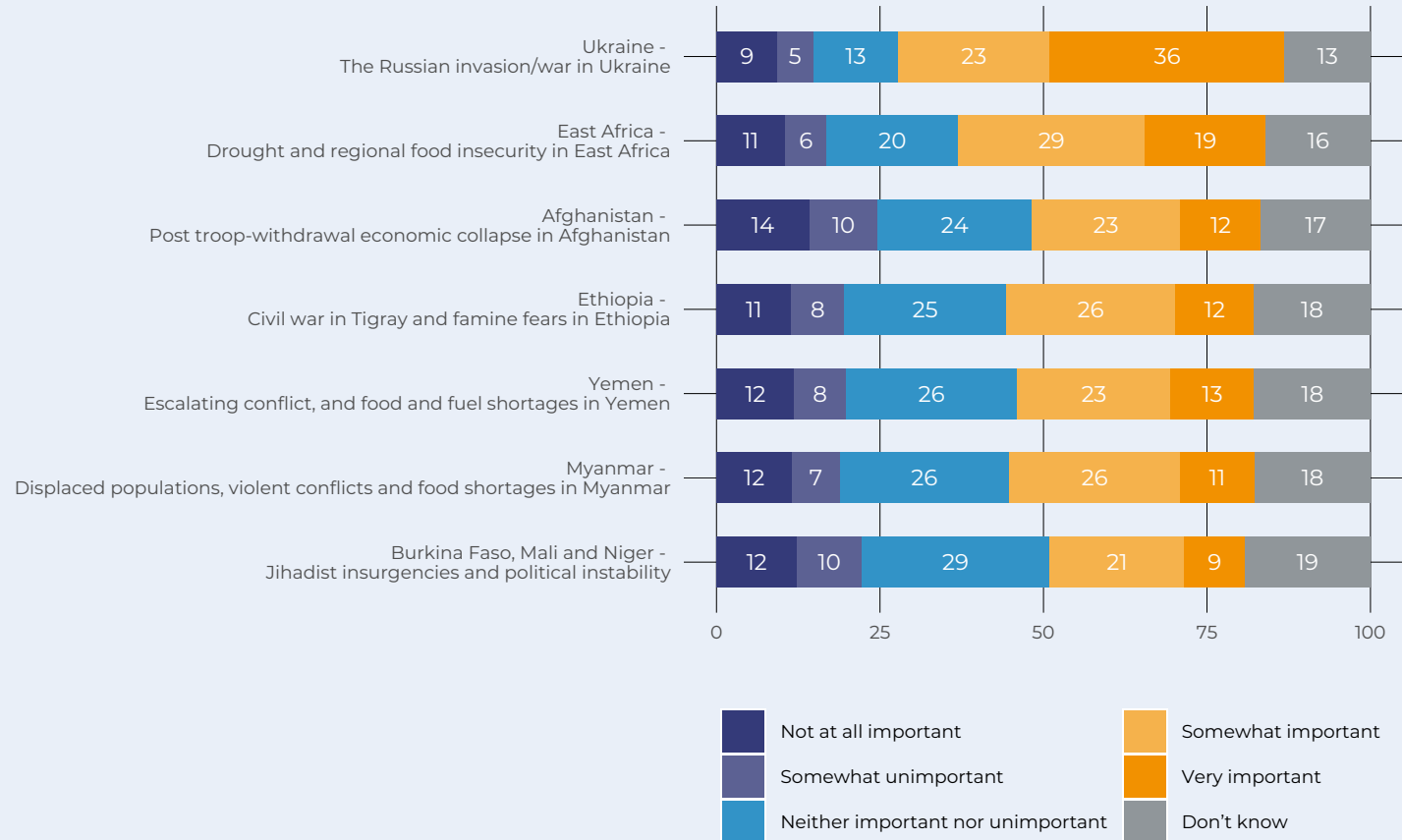
# HOW IMPORTANT, IF AT ALL, IS IT TO YOU PERSONALLY THAT THE GERMAN GOVERNMENT PLAY A ROLE IN ADDRESSING THE FOLLOWING HUMANITARIAN CRISES?



## 59%

of respondents say the German government should address the humanitarian crisis in Ukraine

- A majority of respondents say it is **(very) important** that the German government help address the humanitarian crisis in the Ukraine, with just under half (48%) wanting government intervention in East Africa.
- There is **solid support for government action in other areas**, but this sits alongside high percentages of 'Don't knows'.

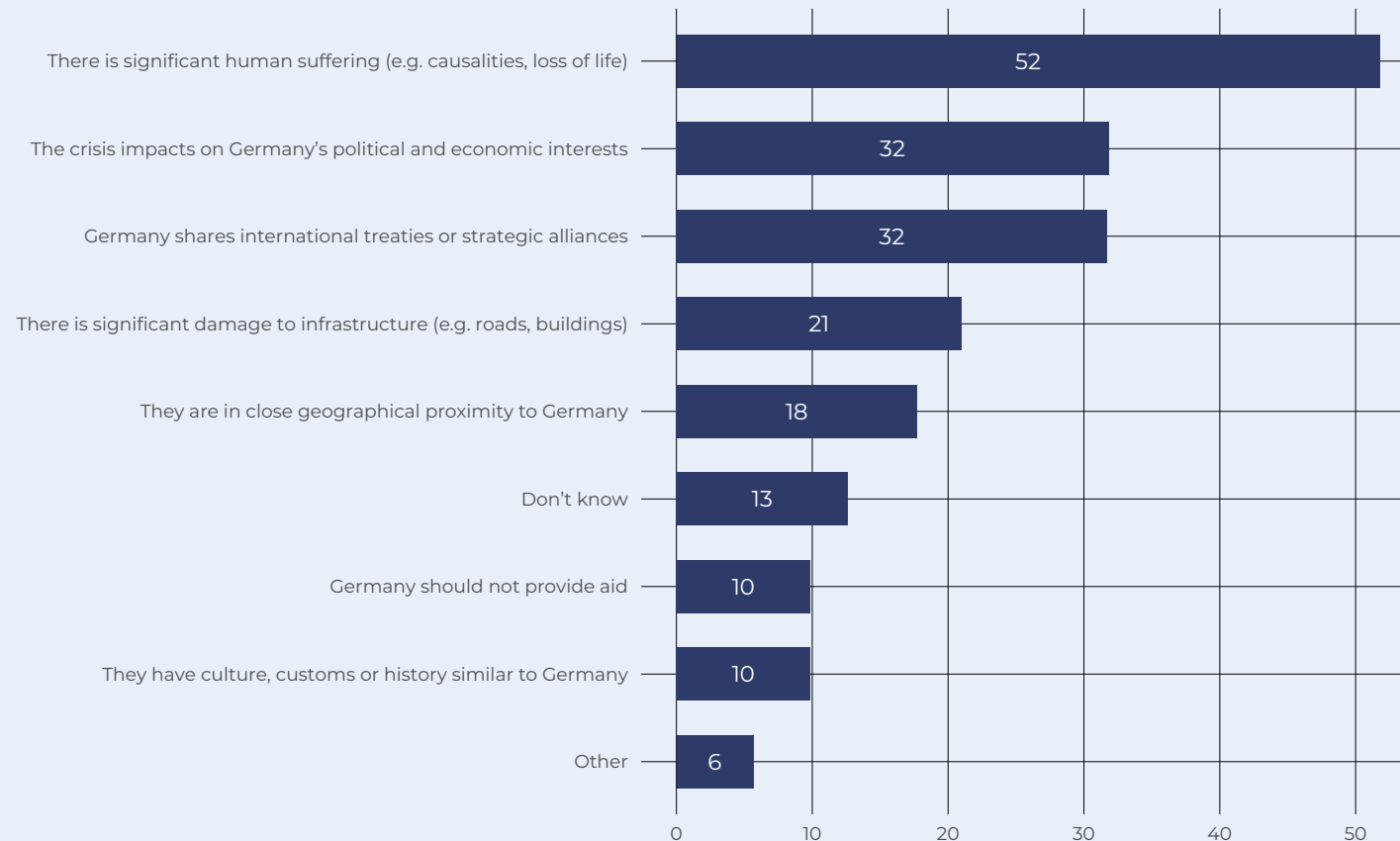


Question: How important, if at all, is it to you personally that the German government play a role in addressing the following humanitarian crises? | Base: DE adults | Sample size n= 2,059 | Data are weighted to be nationally representative | Fieldwork by YouGov 23 June - 29 June 2022

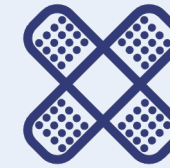




# TOP THREE REASONS WHY THE GERMAN GOVERNMENT SHOULD PROVIDE AID TO HUMANITARIAN CRISES



Question: Thinking about humanitarian crises around the world, please choose the top three reasons why the German government should provide aid. (Please tick up to three) The German government should provide aid to a country or countries for humanitarian crises when ... | Base: DE adults | Sample size n= 2,059 | Data are weighted to be nationally representative | Fieldwork by YouGov 23 June - 29 June 2022



## 52%

say human suffering (casualties, loss of life) is the top reason the German government should provide aid

- The German public largely **reject cultural and historical similarity** as a reason for providing aid.
- The public are primarily driven by concerns over **human suffering**, but there is measurable support for aid where crises affect **German political and economic interests** or where there are **strategic alliances**. This is a more '**instrumental**' view of aid than we have seen in other DEL research.



# FUNDING SCHEME EXPERIMENT

**What are the drivers of German public's preferences for funding for Ukraine?** We design a conjoint experiment to test this.

Question:

Please read these funding schemes and indicate which form of financial assistance you support more.

Financial assistance from the German government to help Ukraine that comes from [**option A**] instead of, for example, [**option B**]. This assistance would have [**option C**] impact on crowding out other priorities, such as [**option D**]

Or

Financial assistance from the German government to help Ukraine that comes from [**option A**] instead of, for example, [**option B**]. This assistance would have [**option C**] impact on crowding out other priorities, such as [**option D**].

# OPTIONS

## Option A & Option B SOURCE OF FUNDING

- the current development budget (an existing budget of 12.35 billion euros)
- a new development budget (a supplementary budget of 1 billion euros for BMZ)
- the current defence budget (an existing defence budget of 50.3 billion euros)
- a new defence budget (a one-time special fund of 100 billion euros for defence projects)

## Option C IMPACT ON OTHER PRIORITIES

- Little to no
- Moderate
- Large

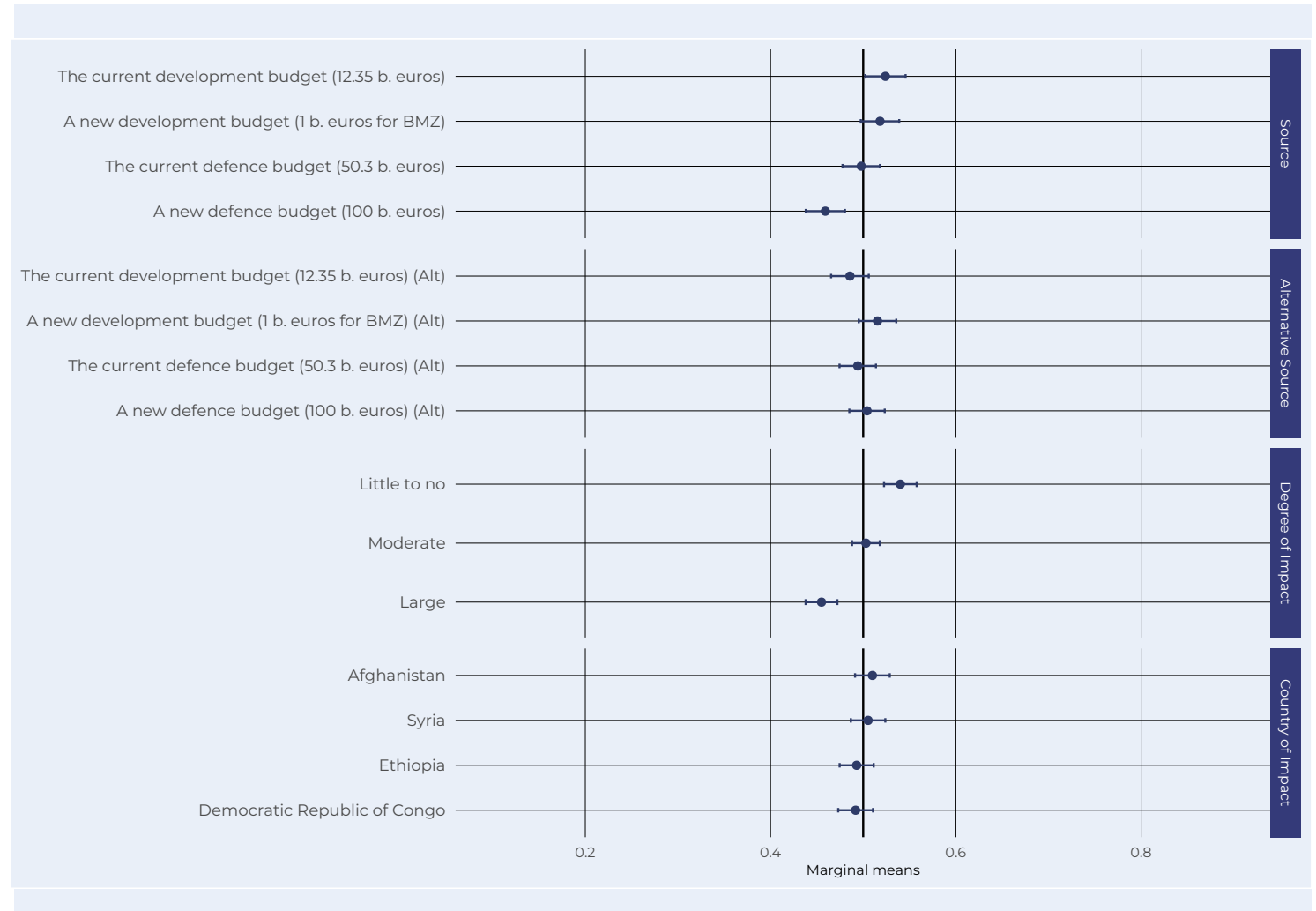
## Option D ... SUCH AS

- Afghanistan
- Syria
- Ethiopia
- Democratic Republic of Congo



# FUNDING SCHEME EXPERIMENT

- **The source of funding for Ukraine matters.** A funding scheme where the budget comes from the **current development budget** is more likely to be chosen, and a scheme where the money comes from a **new defence budget** is less likely to be chosen
- The public prefer funding schemes that have **little to no impact on other issues**, and funding schemes that have a large impact are less likely to be chosen
- But it matters not what the 'issue' is about. There is a slight, but not sig. preference against funding schemes whose impact would be on the SSA countries
- **Caution:** There is not much appetite for using new budget for development





# KEEPING UP WITH 0.7% EXPERIMENT

- What are the German public's preferences on the 0.7% commitment?
- We design a survey experiment to understand the effect of...
  - Respondents **anchoring their preconception on how much is being spent** and how much **should be spent** on development cooperation; and
  - Providing the **actual amount** that is being spent

# RETURN TO 0.7% EXPERIMENT

## Control

How important or unimportant do you think it is that the German government maintain the commitment to spend at least 0.7% on development aid?

- Very important
- Important
- Neither important or unimportant
- Unimportant
- Not at all important
- Don't know

## Treatment 1 Fact

Of its national income of 3679 billion Euros, the German federal government provided 0.74% - 27.22 billion euros – for development cooperation to poor countries.

How important or unimportant do you think that the German government maintain the commitment to spend at least 0.7% on development cooperation?

## Treatment 2 Is + Fact

What percent of national income, currently 3679 billion euros, do you think the German government **currently spends** on development cooperation?

Of its national income of 3679 billion Euros, the German federal government provided 0.74% - 27.22 billion euros – for development cooperation to poor countries.

How important or unimportant do you think that the German government maintain the commitment to spend at least 0.7% on development cooperation?

## Treatment 3 Should + Fact

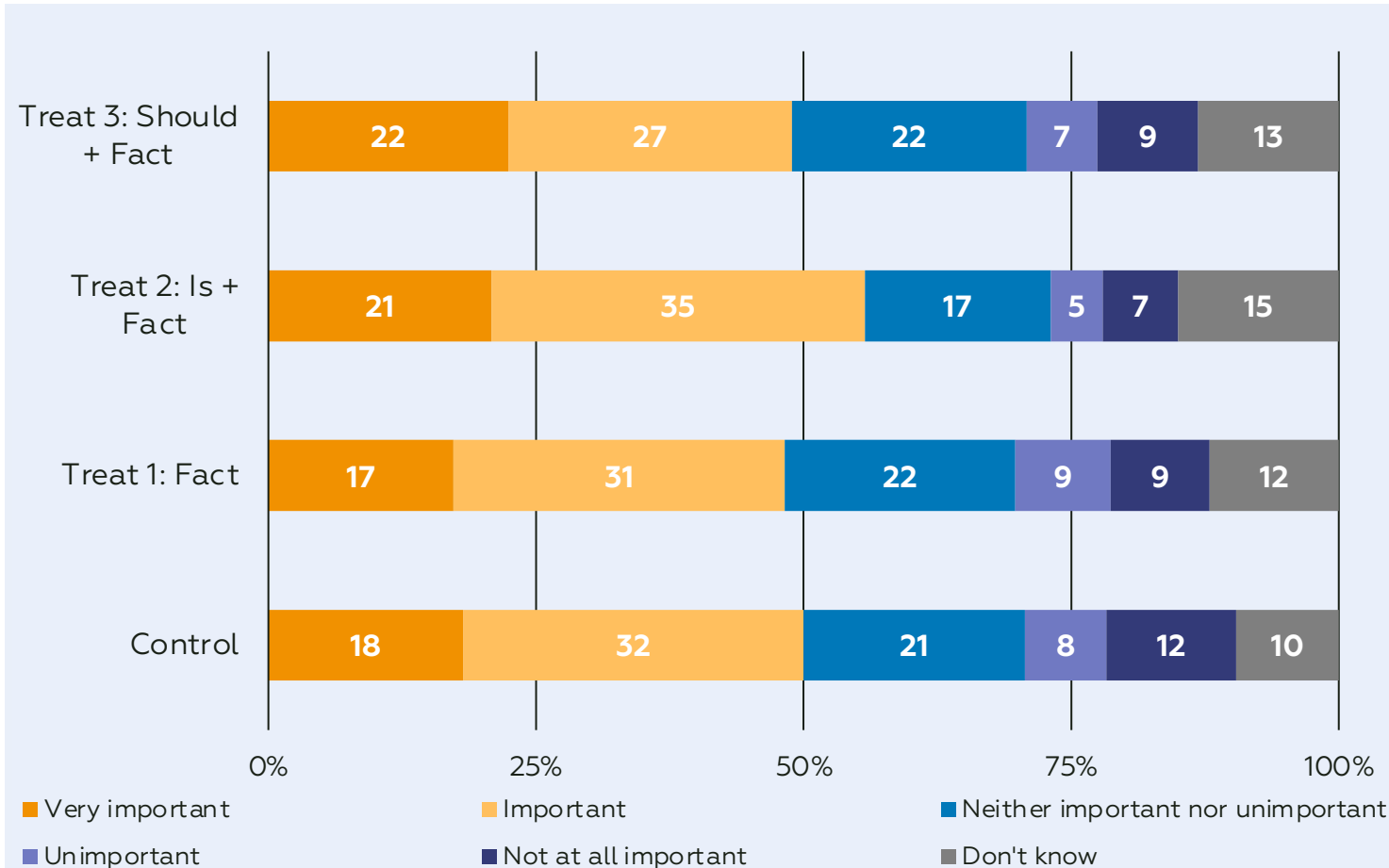
What percent of national income of 3679 billion euros do you think the German government **should spend** on development cooperation?

Of its national income of 3679 billion Euros, the German federal government provided 0.74% - 27.22 billion euros – for development cooperation to poor countries.

How important or unimportant do you think that the German government maintain the commitment to spend at least 0.7% on development cooperation?



# ONE IN TWO RESPONDENTS THINK CURRENT AID EXPENDITURE COMMITMENTS ARE IMPORTANT



Question: Of its national income of 3679 billion Euros, the German federal government provided 0.74% - 27.22 billion euros – for development cooperation to poor countries. How important or unimportant do you think that the German government maintain the commitment to spend at least 0.7% on development cooperation?

Sample size n=2,059 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 -29 Jun 2022

In all versions of our question, the largest group of a fairly split German sample thinks that **maintaining the aid expenditure commitments is important**.

When respondents are asked about how much they think the German government is **currently spending** on aid, and are then given the **current real figures**, then they are **significantly more likely to think the Government's current commitments are important**.

Compared to 50% of respondents in the control group, and 48% of those who only get the current figures, 56% of respondents guessing the expenditure and getting the correct figures think the commitments are important.



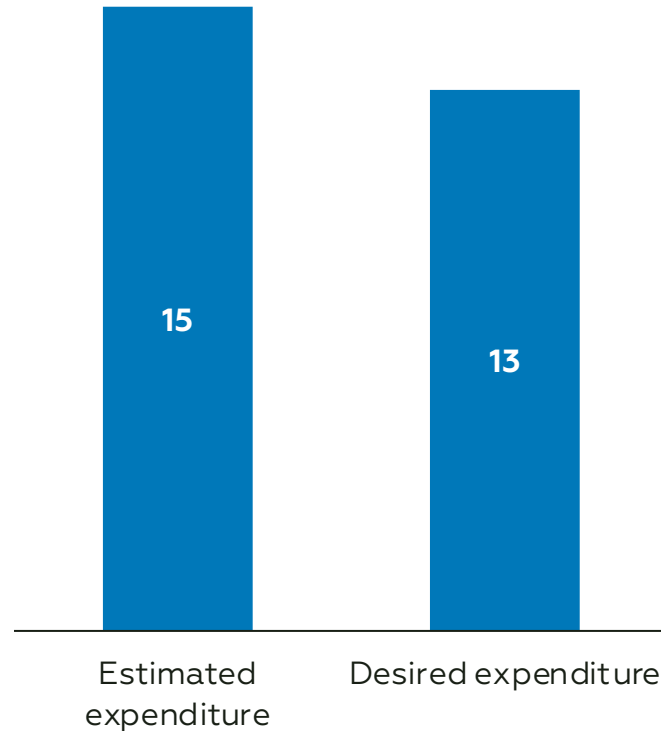
# PROMPTING THOUGHTS ABOUT HOW MUCH GERMANY (SHOULD) SPEND

## GERMANS OVERESTIMATE AID EXPENDITURE LEVELS

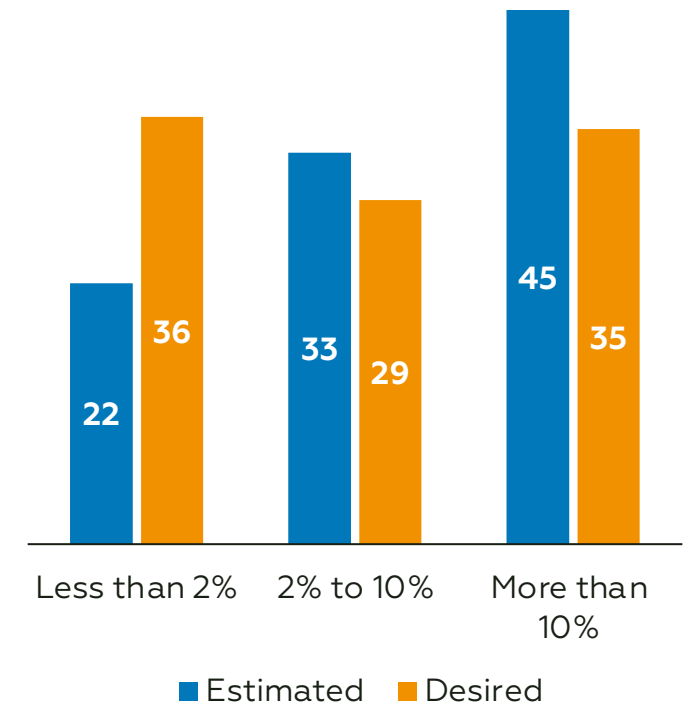
In version 2 and 3 of our treatments, before asking about the importance of the commitments we also asked respondents to tell us how much (as a percentage of the budget) they think the Germany government spends or should spend on aid.

The first two interesting results are that **German respondents vastly overestimate the current levels of expenditure, and that their desired level of expenditure** (albeit far overestimating the current expenditure) is **lower than their expected current expenditure level** (also far overestimated!)

## AVERAGE ESTIMATED AND DESIRED EXPENDITURE LEVELS AS % OF BUDGET



## DISTRIBUTION OF DESIRED AND ESTIMATED EXPENDITURE LEVELS AS % OF THE BUDGET





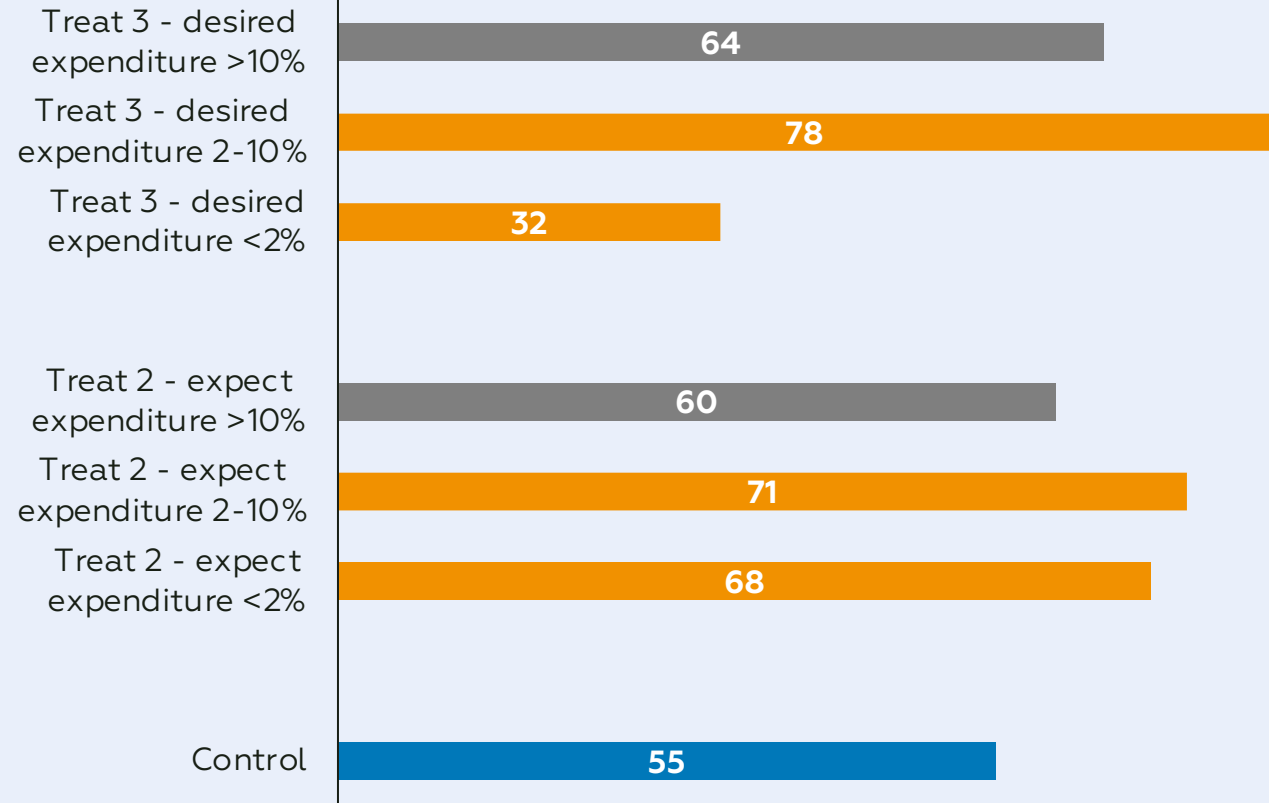
# EXPECTATIONS AROUND EXPENDITURE AFFECT PUBLIC ATTITUDES TO AID EXPENDITURE COMMITMENTS

We split treatment groups 2 and 3 by percentiles of expected and desired expenditure levels, and this changes the effect of our treatments.

Looking at treatment group 2 (is + fact): people who think expenditure is **less than 10%** are significantly **more likely** to think expenditure commitments are important, and the other groups are not significantly different from the baseline.

In **treatment group 3** (should + fact), people who desire **low expenditure** levels (less than 2%), are significantly **less likely** to think that these commitments are important, while people who want **middle expenditure** levels (between 2 and 10%) are significantly **more likely** to think of these commitments as important.

When you make a case for .7%, make sure you tell them how much is being spent. There's a group of people with reasonable judgement that are particularly influenced by understanding the current expenditure. Education will work on some groups, but not with everyone.



Question: Of its national income of 3679 billion Euros, the German federal government provided 0.74% - 27.22 billion euros – for development cooperation to poor countries. How important or unimportant do you think that the German government maintain the commitment to spend at least 0.7% on development cooperation?

Sample size n=2,059 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 -29 Jun 2022



# WHY ARE YOU / OTHER GERMANS INTERESTED IN THE WAR IN UKRAINE?

- Split sample choice experiment
- Question:

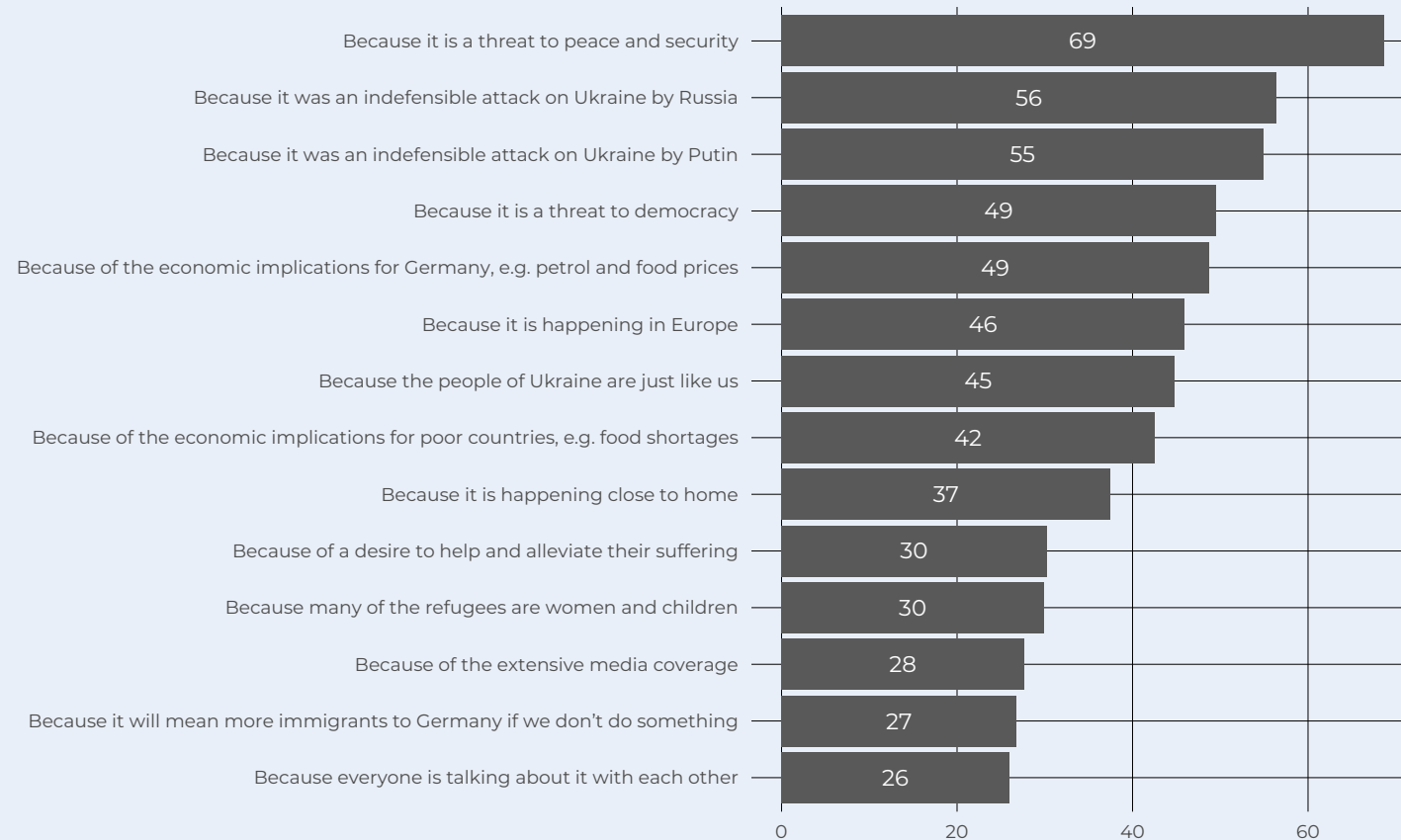
**Group 1:** Thinking about the war between Russia and Ukraine, which of the following two statements comes closest to explaining why **you personally / you think other people in Germany** take an interest in it?

**Group 2:** Thinking about the war between Russia and Ukraine, which of the following two statements comes closest to explaining why **you think other people in Germany** take an interest in it?

## Options

- Because it is happening close to home
- Because it is happening in Europe
- Because it is a threat to democracy
- Because it is a threat to peace and security
- Because it was an indefensible attack on Ukraine by Russia
- Because it was an indefensible attack on Ukraine by Putin
- Because of a desire to help and alleviate their suffering
- Because it will mean more immigrants to the Germany if we don't do something
- Because many of the refugees are women and children
- Because of the extensive media coverage
- Because everyone is talking about it with each other
- Because the people of Ukraine are just like us
- Because of the economic implications for the Germany, e.g. petrol and food prices
- Because of the economic implications for poor countries, e.g. food shortages
- (If group 1) I do not personally take interest in it (selected 15.9% of the time)
- (If group 2) Other people in Germany do not take an interest in it (selected 12.2% of the time)

# WHAT EXPLAINS INTEREST IN UKRAINIAN CRISIS



Question: Thinking about the war between Russia and Ukraine, which of the following two statements comes closest to explaining why you personally take an interest in it? Respondents are given 5 pairs of statements and are asked to choose between the two | Base: DE adults | Sample size n= 2,059 | Data are weighted to be nationally representative | Fieldwork by YouGov 23 June - 29 June 2022

Firstly, we asked half of the sample: why do you personally take an interest in the war between Russia and Ukraine.

The majority of **Germans explain their own interest in the Ukrainian invasion because of the threat to peace and security, in general terms (69%).**

The statements about it being an indefensible attack on Ukraine also received a lot of agreement – whether that was because the attack was from Putin (55%) or Russia (56%). German citizens don't appear to distinguish between the president and the country.

All other items were chosen less than 50% of the time, revealing that, on balance, respondents were more likely to choose the other option or say that they weren't interested (16%).



# WHY DO WE THINK OTHERS ARE INTERESTED?



Secondly, we asked the other half of the sample a slightly different question: why do you think *other people* in Germany take an interest in the war between Russia and Ukraine. We wondered whether this would reveal different levels of agreement for some items.

Again, the modal answer was because of the threat to peace and security (65% vs 69%).

The second most popular answer was different – **because of the economic implications for Germany (inflation) at 59% versus only 49% when we asked people about their own reasons.**

Third, people felt that other Germans were interested in the crisis because it was happening in Europe, at 56%, as opposed to only 46% when asked personally.

All other items were chosen less than 50% of the time. And 12% said others weren't interested, which – interestingly – is lower than when we asked people about their personal interest.

Question: Thinking about the war between Russia and Ukraine, which of the following two statements comes closest to explaining why you think other people in Germany take an interest in it? Respondents are given 5 pairs of statements and are asked to choose between the two | Base: DE adults | Sample size n= 2,059 | Data are weighted to be nationally representative | Fieldwork by YouGov 23 June - 29 June 2022



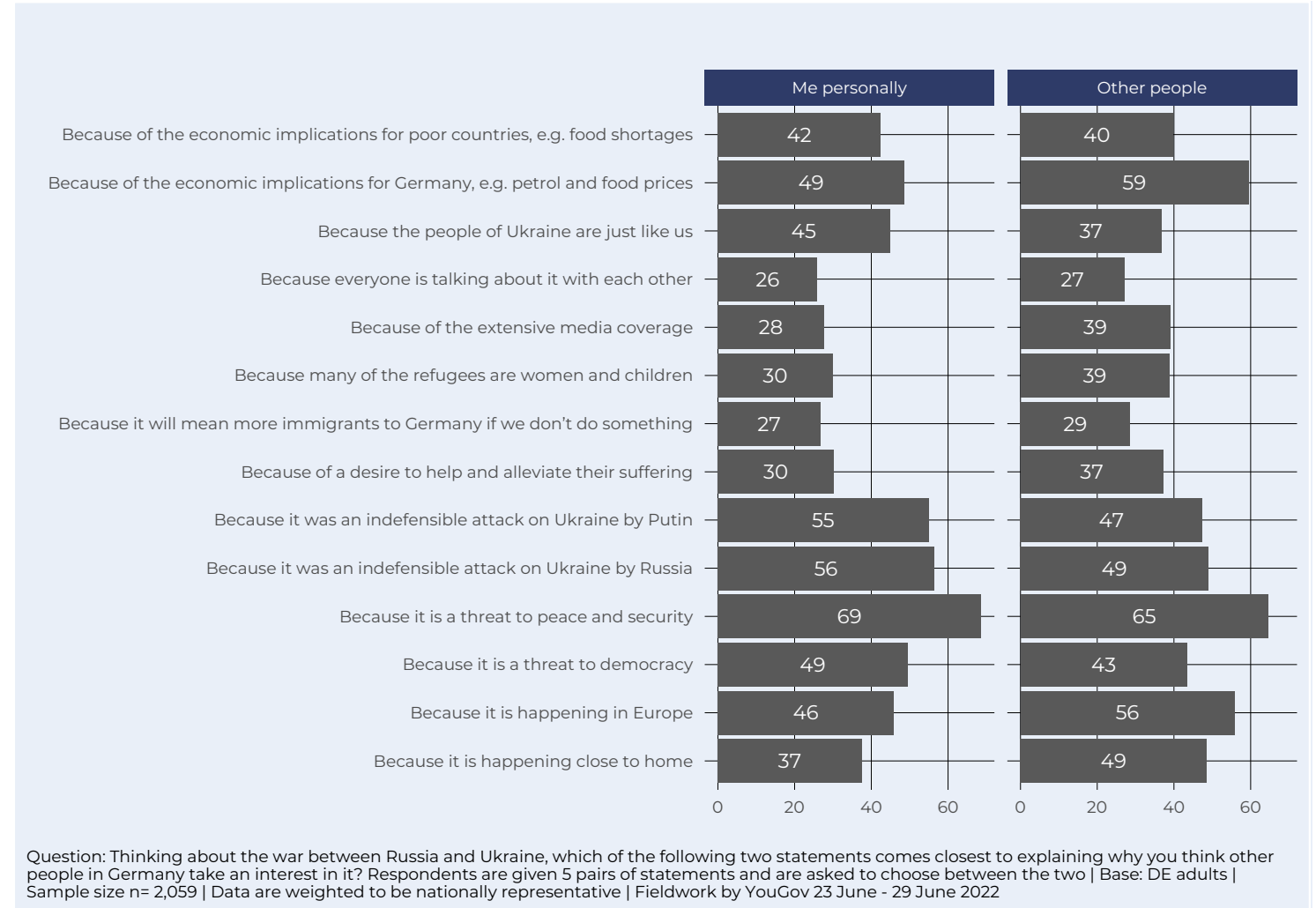
# COMPARING PERSONAL AND ASCRIBED INTEREST

This plot compares the two groups – personal and ‘others’, we note the following differences:

First, as to the ‘sensitive item’: Because the people of Ukraine are just like us. We expected this to work in the other direction. Instead 45% of respondents personally agreed with this versus 37% when asked about other people’s interest. We were expecting this to be more attributed than owned.

The other significant differences are:

- Because it’s happening closer to home +12pp
- Media coverage +11pp
- Happening in Europe +10pp
- Economic implications for Germany +10pp



# LIST EXPERIMENT

## Control

Please tell me how many of the statements you agree with. Not which ones, just how many in total.

- The healthcare (*Das Gesundheitswesen*) was heroic in response to the Coronavirus/COVID-19 pandemic
- Local newspapers are good for local communities
- Professional athletes make a lot of money
- Cancel culture has gone too far
- Politicians have lost touch with everyday people

How many – if any – of the above statements do you agree with?

## Treatment

Please tell me how many of the statements you agree with. Not which ones, just how many in total.

- The healthcare (*Das Gesundheitswesen*) was heroic in response to the Coronavirus/COVID-19 pandemic
- Local newspapers are good for local communities
- Professional athletes make a lot of money
- Cancel culture has gone too far
- Politicians have lost touch with everyday people
- *The German government should help people of Ukraine because they are just like us*

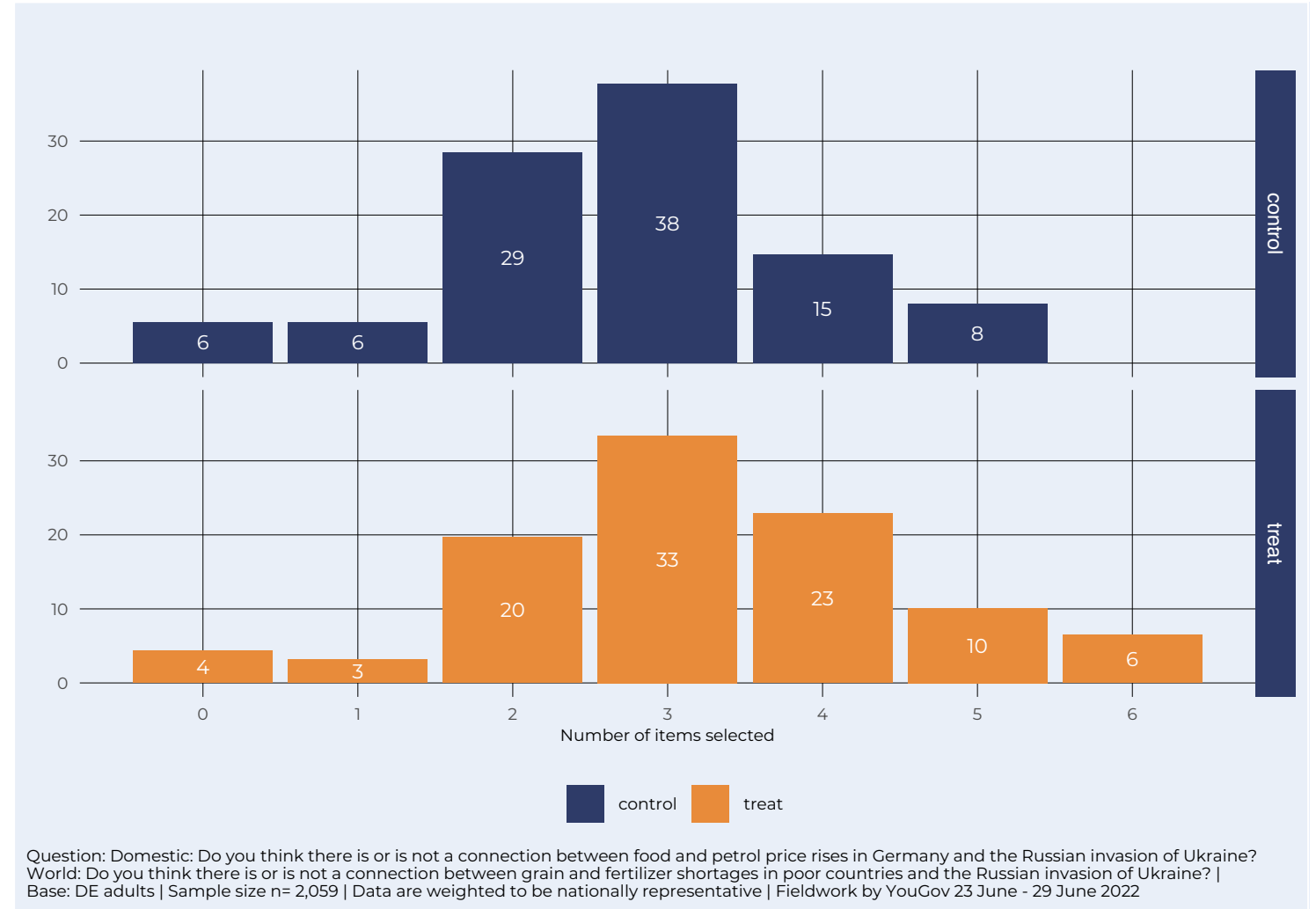
How many – if any – of the above statements do you agree with?



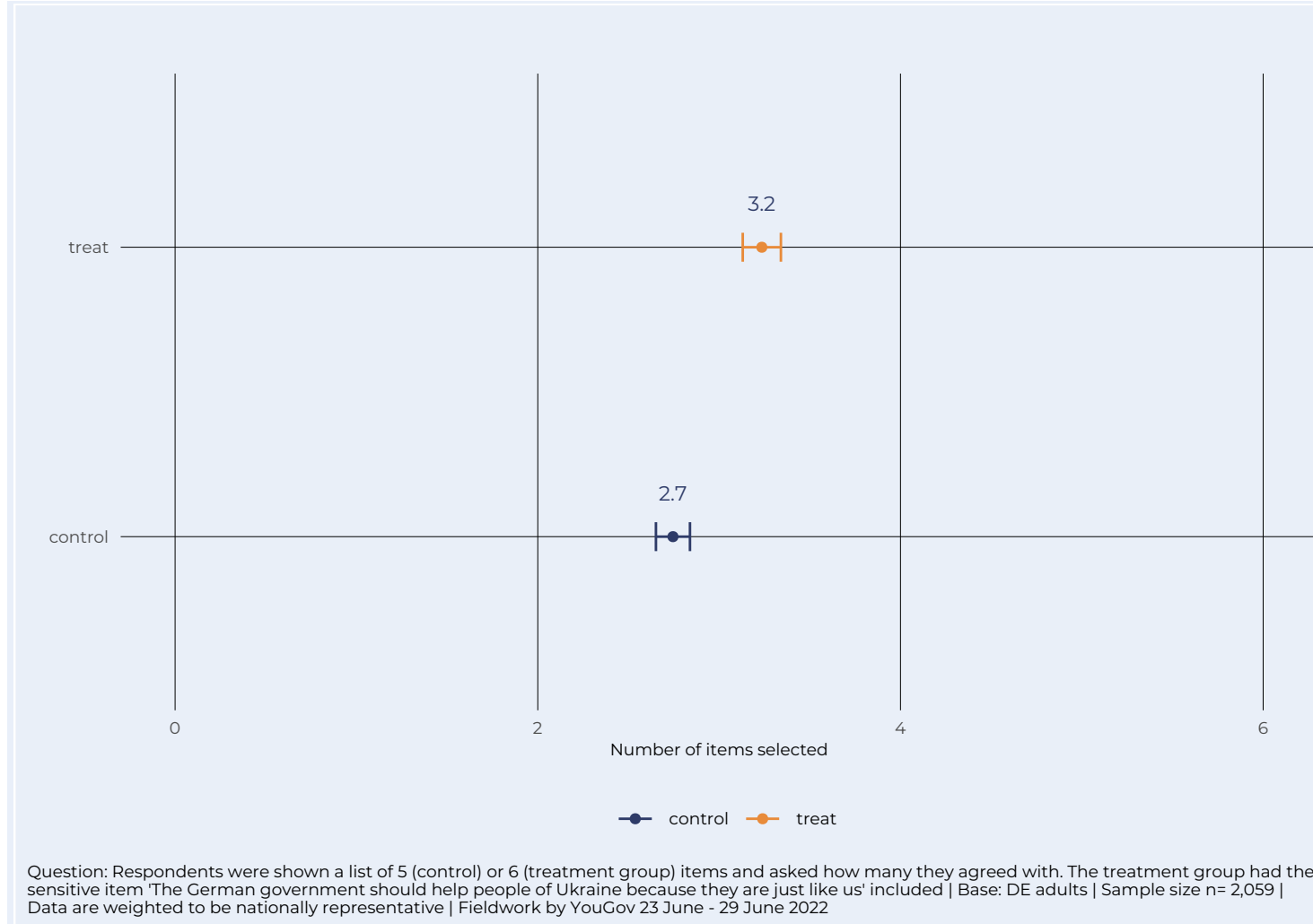
# LIST EXPERIMENT

List experiments are used to test whether people hold opinions that they do not want to really reveal. We used one to explore whether respondents were motivated to support people in Ukraine more than people who didn't 'look like' them – i.e. whether the dominant ethnic and racial tropes of whiteness meant that citizens of European countries were more supportive than if those in need of support were not white.

The distribution of responses shows that the group with the extra sensitive item 'The German government should help people of Ukraine because they are just like us' has a higher average number of chosen items – suggesting that people did agree with this statement, even though they didn't have to reveal that information.



# DIFFERENCE IN MEANS



This plot confirms that the treatment group with the additional sensitive item had a higher mean agreement, suggesting that people hold the opinion that 'The German government should help people of Ukraine because they are just like us'

When we compare respondents' answers when asked directly (45% agreement) with their responses in the list experiment (revealed agreement of 65%) we can see that **there is considerable underreporting of 'just like us'** which we assume is driven by social desirability bias.

The next stage of analysis is: does this vary? Which groups would we expect to be more likely to express this opinion? Religion? Political identity? Region? Other attitudes?

We would like to understand better the likely sub-groups and determinants of such pro-homophily positions. But also, what kind of people are *not* driven by such views.

# DOES COST OF LIVING AFFECT UKRAINE APPEALS?



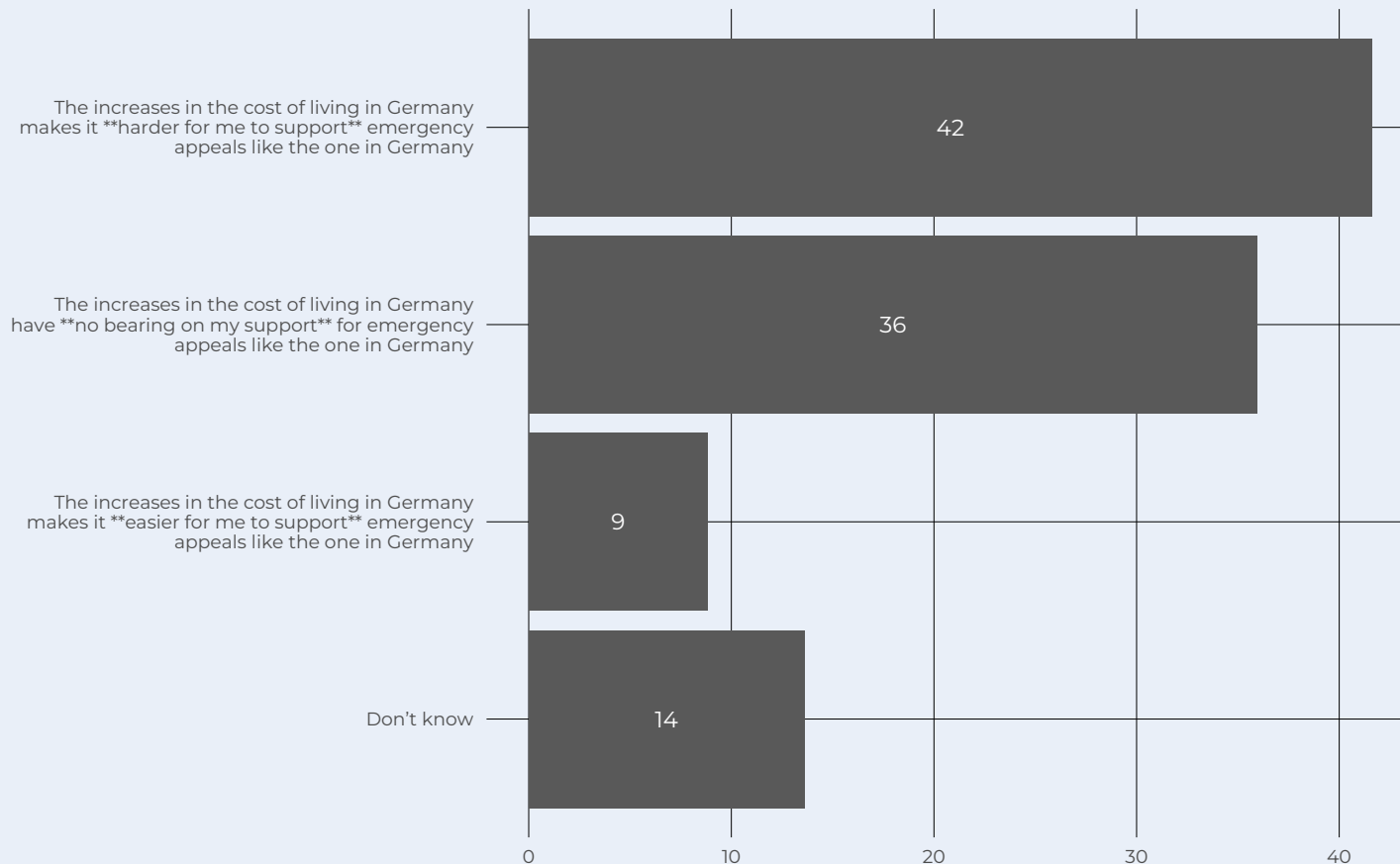
# 42%

of German citizens believe  
that increased costs  
reduce ability to support  
Ukraine

Roughly a third of German citizens believe that the increases in the costs of living – such as petrol prices and inflation in general – do not make any difference to their ability to support donations and appeals with respect to Ukraine.

Only 9% – one in ten – believe that it makes it easier; i.e. that it triggers a sense of sympathy.

But the most important message is that the plurality of respondents **41% say that domestic financial squeezes make it harder to support those in Ukraine.**



Question: Which of the following statements, if any, come closest to your view? | Base: DE adults | Sample size n= 2,059 | Data are weighted to be nationally representative | Fieldwork by YouGov 23 June - 29 June 2022



# DO PEOPLE SEE THE CONNECTIONS?



c70%

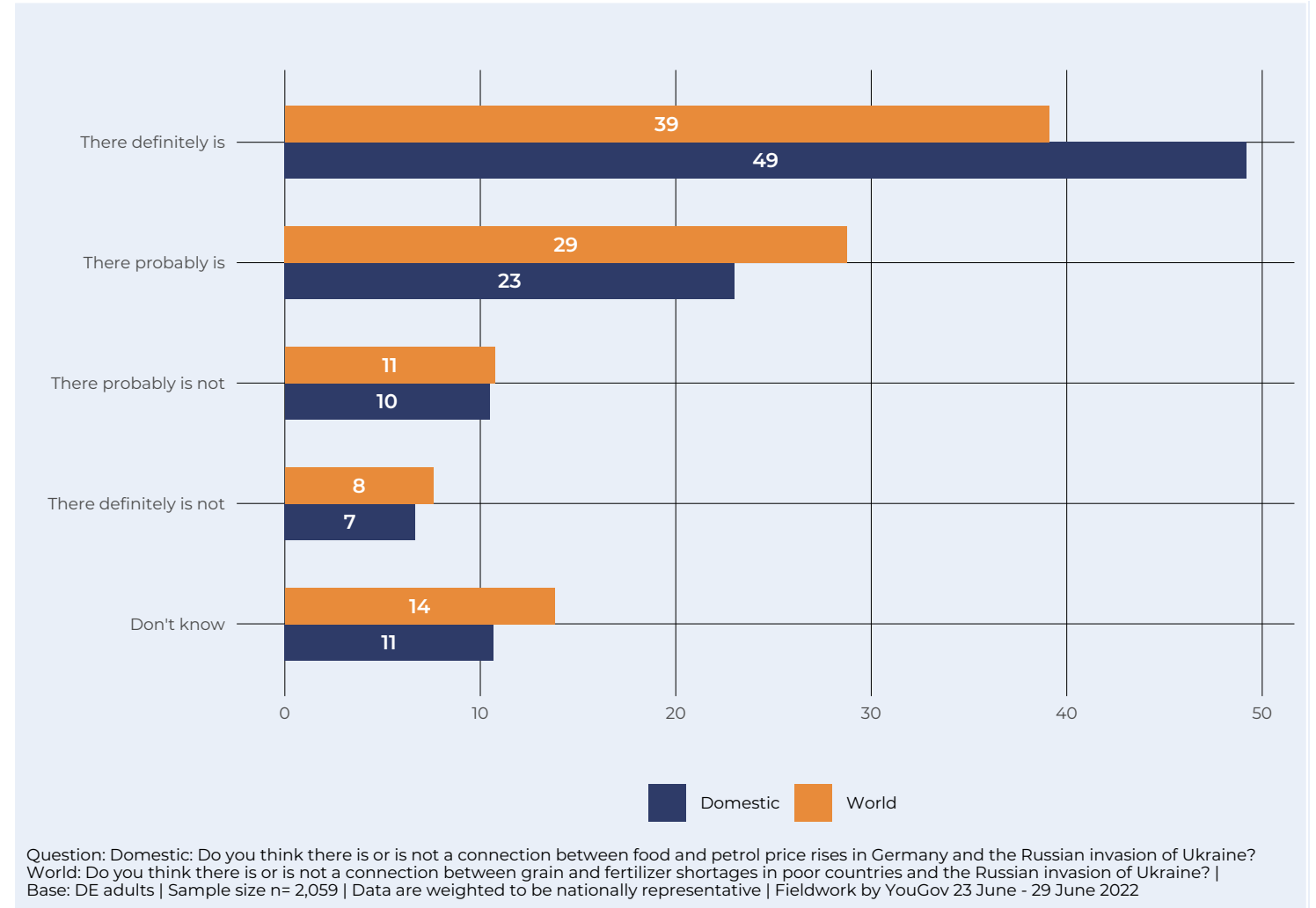
of German citizens see how Ukraine impacts on them and the world

German citizens **do** see the connections between the conflict in Ukraine and the negative externalities in Germany and the world more generally.

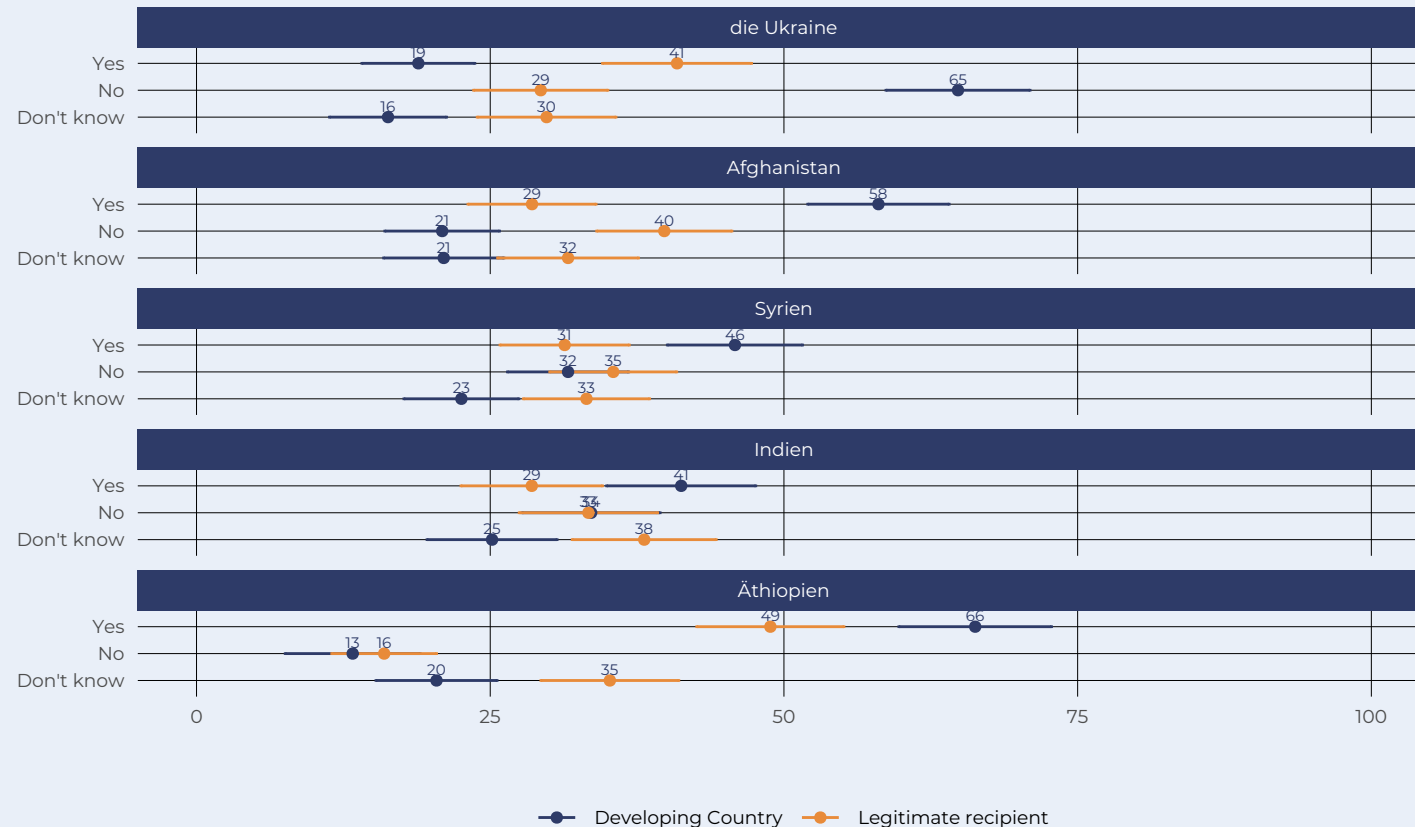
It is clear that respondents think that there is a connection between the invasion in Ukraine and domestic issues and global issues.

Though it appears that the connection with domestic issues is grasped more strongly.

Whether and how organisations can communicate around this understanding is a challenge.



# IS UKRAINE A DEVELOPING COUNTRY?



Not really. Only 19% of German respondents agree that Ukraine is a developing country. However, **41% of respondents say that Ukraine is a legitimate recipient of development aid.**

Ethiopia is the most likely to be seen as a developing country (66%) and half of all respondents (49% believe that it is a legitimate recipient of German aid.

Ukraine is seen as the second most legitimate recipient of German aid (from the five countries we showed recipients). But notably, respondents believe that Ukraine is a more legitimate recipient than Syria and Ethiopia.

Overall there are large proportions of respondents that say that they don't know whether a country is a legitimate recipient of German aid.

Question: A developing country is often defined as a country that has a less developed industrial base, a relatively low standard of living for most of its population, and weaker or less open governments.  
Would you define \$Country\_pipe as a developing country? Do you think that \$Country\_pipe is or is not a legitimate recipient of German development aid? | Base: DE adults | Sample size n = 2,059 | Data are weighted to be nationally representative | Fieldwork by YouGov 23 June - 29 June 2022



# KEY TAKE-AWAYS

1

There is a high degree of **awareness** of humanitarian crises, but also a **gap** in awareness and willingness to donate

2

Little appetite for using **new budget** to fund the war in Ukraine

3

**Informing** the public of the current level of expenditure on development aid can shift public attitudes on 0.7% - **but only if they have a reasonable assumption** of the current levels / desired levels

4

German citizens report that they are focused on Ukraine because of worries about the **threat to peace and security**

5

Worries about the domestic **cost of living** is affecting whether people feel as though they can support humanitarian appeals

6

The majority of Germans recognise **the connections between the Ukrainian invasion and rest of the world**





**DEVELOPMENT  
ENGAGEMENT  
LAB**



**UNIVERSITY OF  
BIRMINGHAM**

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](mailto:del@ucl.ac.uk).

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