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.
Question: Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?

Sample size n=8,079 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 September – 12 October 2020

Comparison to June 2020 (DEL Tracker 2)
The Development Engagement Lab Engagement Segmentation
Sample size n=8,079 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 September – 12 October 2020
Comparison to June 2020 (DEL Tracker 2)
TRENDS IN DONATIONS – 2019/2020

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

<table>
<thead>
<tr>
<th>Country</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>FR</td>
<td>+1%</td>
</tr>
<tr>
<td>DE</td>
<td>-1%</td>
</tr>
<tr>
<td>GB</td>
<td>-1%</td>
</tr>
<tr>
<td>US</td>
<td>+2%</td>
</tr>
</tbody>
</table>

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=8,079 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 September – 12 October 2020

Comparison to June 2020 (DEL Tracker 2)
SUMMARY

• Overall, the profile of public engagement with development has not changed significantly since June 2020. Changes in overall engagement between June and October with the 10 actions DEL tracks are small and/or insignificant.

• Across all four DEL countries, we do not see significant changes in the percentage of donors from June 2020 to Oct 2020. However, for all countries year on year changes – September 2019 to October 2020 – show a small, but significant decline.
Tracking public opinion on global issues, global poverty, and sustainable development in Great Britain
Economic crises, job security, wages
Climate change, the environment, biodiversity, pollution
Global diseases and pandemics
Inequality between the rich and the poor
Immigration, migration, refugees
War, conflict, terrorism
Education, clean water and hunger in developing countries
Fake news, corruption of information
Populism, nationalism, political extremism
Technology, automation, artificial intelligence

Percentage of respondents

- Economic crises, job security, wages: 51%
- Climate change, the environment, biodiversity, pollution: 45%
- Global diseases and pandemics: 39%
- Inequality between the rich and the poor: 33%
- Immigration, migration, refugees: 31%
- War, conflict, terrorism: 21%
- Education, clean water and hunger in developing countries: 19%
- Fake news, corruption of information: 19%
- Populism, nationalism, political extremism: 16%
- Technology, automation, artificial intelligence: 7%

Question: Thinking about the issues below, which of the following do you personally care about?

Sample size n=8,079 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 September – 12 October 2020

Comparison to June 2020 (DEL Tracker 2)

- Economic crises, job security, wages: +4%
- Climate change, the environment, biodiversity, pollution: -1%
- Global diseases and pandemics: +8%
- Inequality between the rich and the poor: -3%
- Immigration, migration, refugees: +7%
- War, conflict, terrorism: -6%
- Education, clean water and hunger in developing countries: -1%
- Fake news, corruption of information: -6%
- Populism, nationalism, political extremism: -4%
77% think the world is getting worse, all things considered

40% think what happens in developing countries affects them too

50% are concerned or very concerned about levels of poverty in poor countries

36% think that we should give some aid, or give it generously

18% think development aid is effective or very effective

27% say they have some or a great deal of trust in dev NGOs and charities

Sample size n=8,079 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 September – 12 October 2020
Comparison to June 2020 (DEL Tracker 2)
Question: Of its total budget of nearly £810 billion, the UK government currently allocates 1.7 percent, or £14 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=8,079 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 September – 12 October 2020

Comparison to June 2020 (DEL Tracker 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: 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=8,079 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 September – 12 October 2020

Comparison to June 2020 (DEL Tracker 2)

- Personal: 38% (-1%)
- UK Government: 48% (-3%)
- NGOs/Charities: 55% (-3%*)
- Businesses/Companies: 56% (-4%*)
- The UN/International Organisations: 48% (-1%)

GB EFFICACY BATTERY – JUN/OCT 2020
SUMMARY

• Issues of most concern for the British public have shifted significantly; Global diseases and pandemics is now the third most important issue, following climate change and economic crises.

• Pessimism during the COVID-19 pandemic is affecting the public’s future outlook: 77% (+9%) now think the world is getting worse, all things considered.

• Aid efficacy has taken a hit since June 2020: perceived efficacy for businesses and international organisations has fallen by 3% and 4% respectively.
DATA AND USE

DATA
The data for this deck come from the DEL Panel (n=8,079). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 10 September – 12 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).

(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.

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