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.
DEL ENGAGEMENT SEGMENTATION

Tracking the British 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=1,708 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 5-6 January 2021

Comparison to October 2020

Percentage of respondents

- Read, watched, or listened to news: 52%
- Discussed it with friends, family, or others: NC
- Shared/forwarded it: NC
- Volunteered: 16%
- Became a member, followed newsletter: NC
- Used your voice: NC
- Contacted MP: NC
- Attended march/rally/protest: NC
- Purchased/boycotted: NC
- Donated: NC

NC = No change

*Significant change compared to October 2020

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SPOTLIGHT ON DONATIONS: SIGNS OF A RECOVERY?

The DEL timeseries on donations shows a sustained decline from 36% in 2013 to 16% in November 2020.

We see a small increase in the percentage of respondents who have donated in Jan 2021, up 3% points to 19%, which is common in Winter months.
The Development Engagement Lab Engagement Segmentation

Sample size n=1,708 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 5-6 January 2021

Comparison to October 2020

Percentage of respondents

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negatively engaged</td>
<td>-1%</td>
<td></td>
</tr>
<tr>
<td>Totally disengaged</td>
<td>37</td>
<td>-2%</td>
</tr>
<tr>
<td>Marginally engaged</td>
<td>22</td>
<td>+2%</td>
</tr>
<tr>
<td>Transactionally engaged</td>
<td>18</td>
<td>+1%</td>
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<tr>
<td>Purposefully engaged</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Fully engaged</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

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TRENDS IN DONATIONS – 2019/2021

The percentage of donors has increased in all countries since October 2020.

We had observed a peak in January of last year as well, so these increases might not be sustained in time.

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?

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More on donations on developmentcompass.org
SUMMARY

• In the period between October 2020 and January 2021 we observed small but encouraging changes in public engagement with global poverty and development. The number of donors is up by 2%, the first increase since 2016. The number of people who have shared news about poverty in poor country has also increased (significant) by 2%.

• Other actions to engage with global poverty have not changed significantly, including the size of the audience segmentation.

• The percentage of donors has increased across all DEL countries, but only the change in the UK is statistically significant. We observed a similar peak 12 months ago, so will track donations again in June to see if the momentum is sustained across all countries.
DEL TRACKER

Tracking public opinion on global issues, global poverty, and sustainable development in Great Britain
Question: Thinking about the issues below, which of the following do you personally care about?

Sample size n=1,708 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 5-6 January 2021

Comparison to October 2020

- Economic crises, job security, wages: -3%
- Climate change, the environment, biodiversity, pollution: -1%
- Global diseases and pandemics: -1%
- Inequality between the rich and the poor: +1%
- Fake news, corruption of information: +5%
- Immigration, migration, refugees: -8%
- War, conflict, terrorism: +1%
- Education, healthcare, clean water and hunger in developing countries: +3%
- Populism, nationalism, political extremism: -1%
- Technology, automation, artificial intelligence: +2%
73% think the world is getting worse, all things considered
-4%

38% think what happens in developing countries affects them too
-2%

50% are concerned or very concerned about levels of poverty in poor countries
-1%

35% think that we should give some aid, or give it generously
-2%

20% think development aid is effective or very effective
+2%

26% say they have some or a great deal of trust in development NGOs and charities
-1%

Question listed in each box
Sample size n=1,708 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 5-6 January 2021
Comparison to October 2020
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=1,708 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 5-6 January 2021
Comparison to October 2020

TRENDS IN AID SUPPORT – 2019/2021

There are no significant changes in aid support for France, Germany and Great Britain since October.

For the US, where we had observed a strong increase in support, this has reverted to June 2020 levels.

MORE ON AID ATTITUDES ON DEVELOPMENTCOMPASS.ORG
Efficacy Battery – January 2021

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=1,708 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 5-6 January 2021

Percentage of respondents who said category can make a difference or a great deal of difference

- Personal: 11% (▲+1%)
- UK Government: 39% (▲+1%)
- NGOs/Charities: 49% (▲+1%)
- Businesses/Companies: NC
- The UN/International Organisations: 58% (▲+1%)

Comparison to October 2020
- Personal: +1%
- UK Government: +1%
- NGOs/Charities: +1%
- Businesses/Companies: NC
- The UN/International Organisations: +1%
• Economic crises, job security and wages remains the issue GB respondents are most concerned about (49%).
  • Concern has increased significantly for the spread of fake news (+5% since October 2020 to 24%), education, healthcare, clean water and hunger in developing countries (+3% to 22%), and technology and automation (+2% to 9%). Concern for migration and refugees fell by 8% since October 2020 to 24%.

• Most attitudinal measures of engagement have not changed significantly. There are some encouraging signs in the efficacy battery – with increases in perceived efficacy for individuals, organisations, and aid – which has recovered over the past six months.

• Aid support levels have not change significantly across all countries. The US, which had signed a very big increase in support in October 2020, has since reverted to June 2020 levels.
DATA AND USE

DATA
The data for this deck come from the DEL Tracker (n=1,708). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 5-6 January 2021.

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.uk.

Cover photo: Photo by Raphaël Menesclou on Unsplash