



DEL DASHBOARD GREAT BRITAIN JUNE 2023

- / Dashboard #10
- // June 2023
- /// www.developmentcompass.org
- [@DevEngageLab](https://twitter.com/DevEngageLab)

Paolo Morini



DATA

The data for this deck come from the DEL Tracker (n=2,000). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 30th -31st May 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 – Great Britain June 2023*. London: Development Engagement Lab.

YOU CAN FIND THE DEL DASHBOARDS ON DEVELOPMENT COMPASS:

<https://developmentcompass.org/topics/del-tracker>

THREE KEY CHANGES SINCE JANUARY 2023



26%

↑ +5%*

say they care about education, healthcare, clean water and hunger in developing countries

June signals a significant uptick in the percentage of respondents who say they care about issues related to development, up 5% to 26% (6th out of 10 issues people most care about).

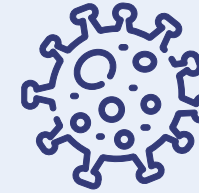


52%

↓ -5%*

say they care about economic crises, job security and wages

Economic crises remain the issue most people care about, but concern is decreasing, down by 5% to 52% since January 2023.



11%

↓ -7%*

say they care about global diseases and pandemics

Global pandemics are an issue of concern for 11% of our respondents, down by 7 percentage points since January 2023. They are now ranked 10 of 10 issues.

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.

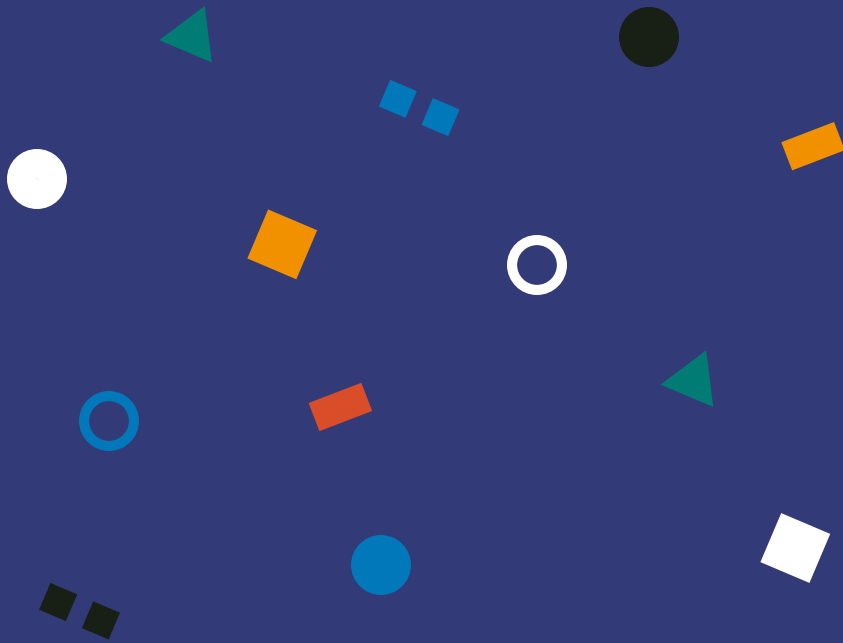


This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.

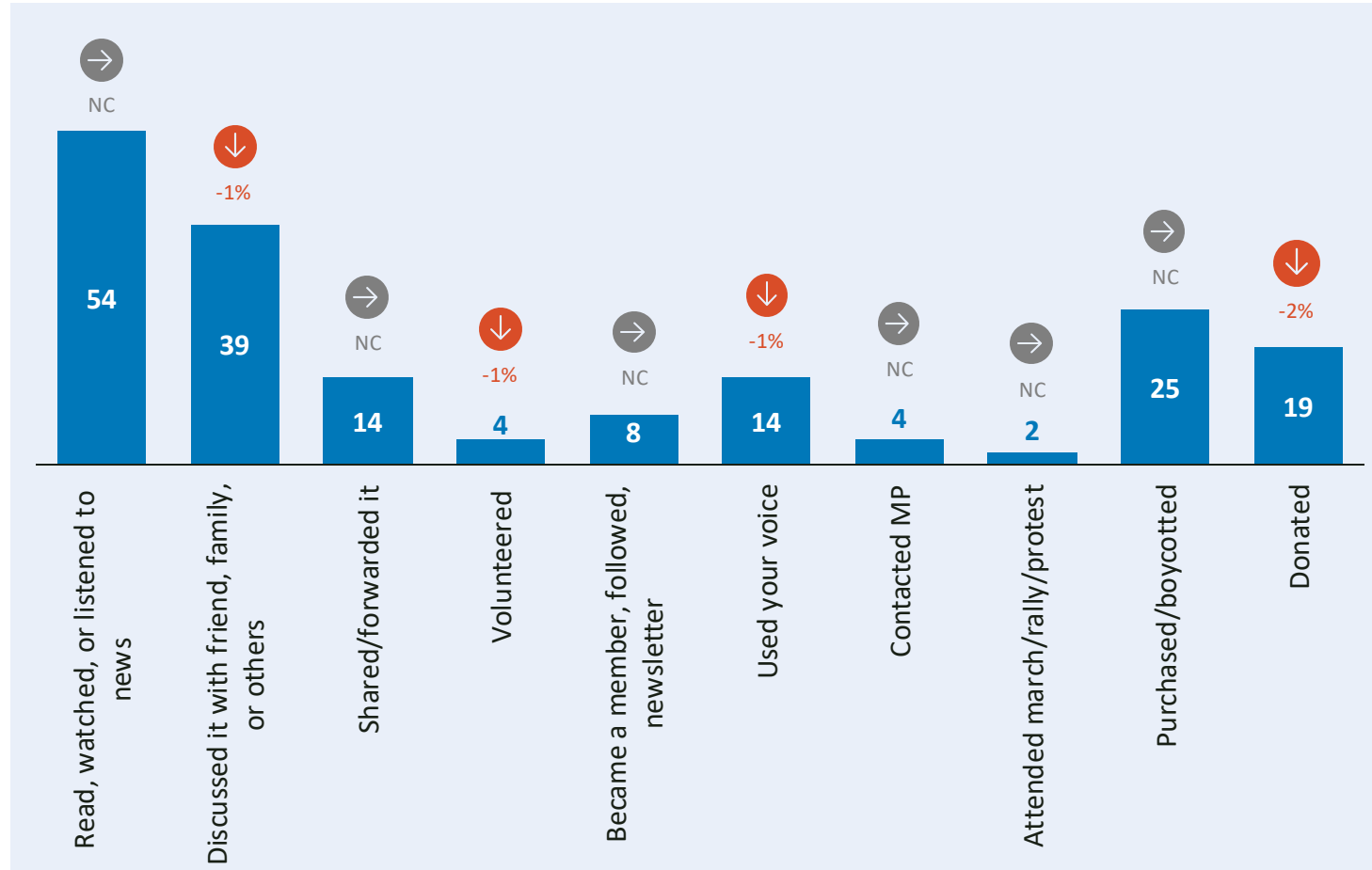
BEHAVIOURAL ENGAGEMENT



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



ENGAGEMENT BATTERY – JUNE 2023



We observe no statistically significant changes in our behavioural engagement indicators.

The only small change worth noting is a 2% percentage point fall in those who donated to global poverty charities and NGOs, but this is not statistically significant.

For all other indicators all changes are of 1% or even less, showing a virtually unchanged profile of behavioural engagement in the UK.

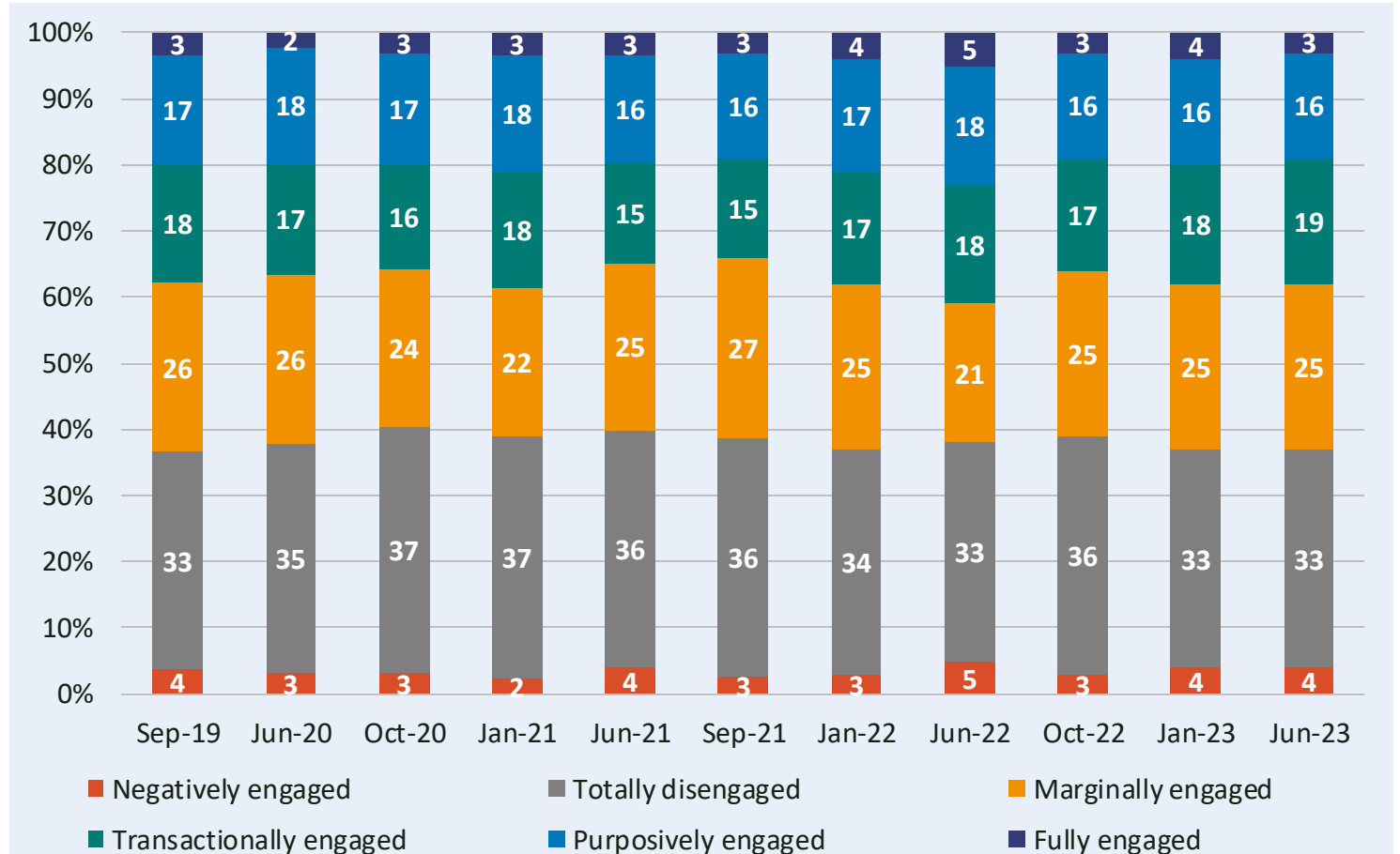
Question: Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months? (% who have taken each action)

Sample size n=2,000 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30-31 May 2023 | Comparison to Jan 2023

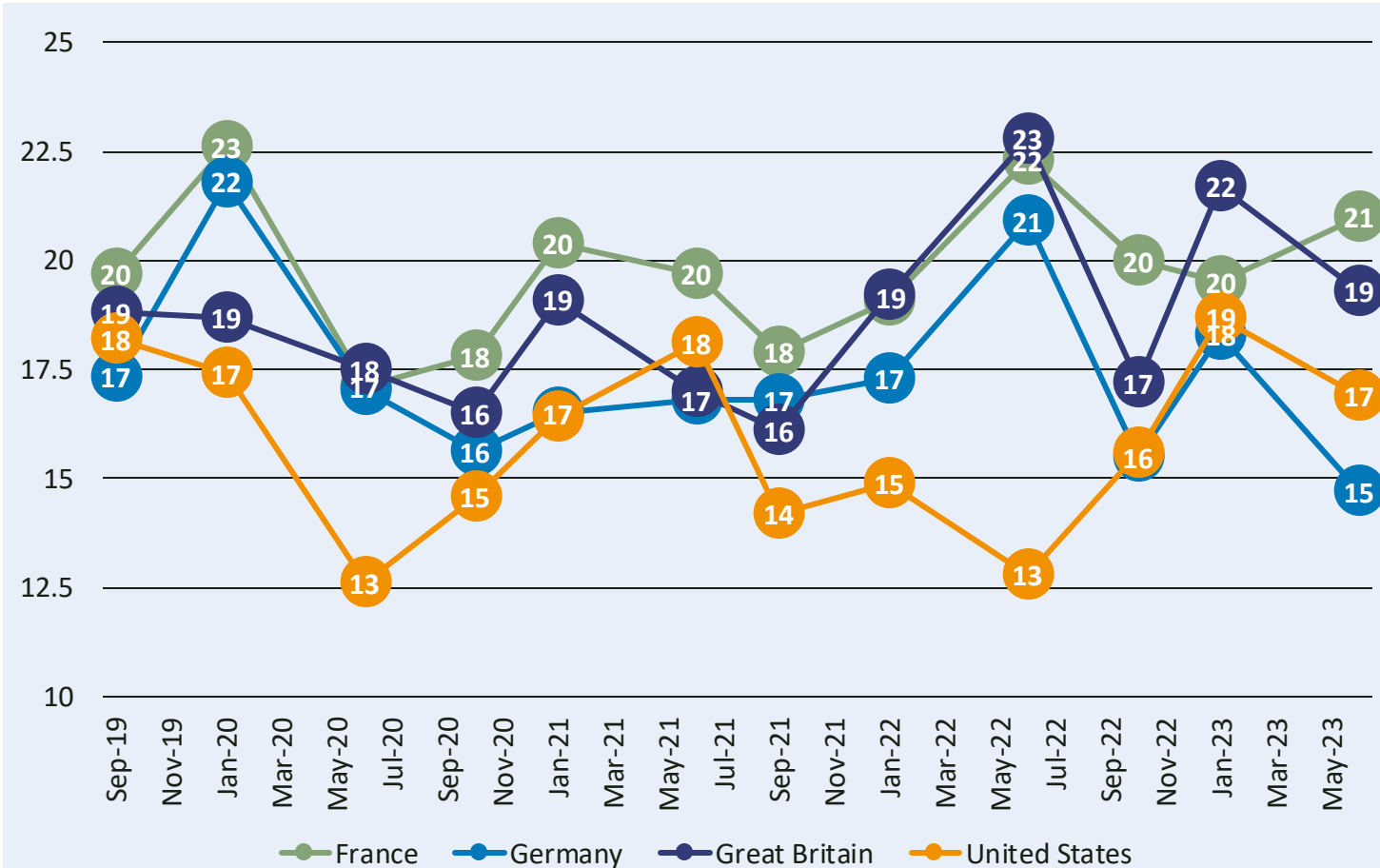
DEL SEGMENTATION – JUNE 2023

Segment	Change since Oct 2022
Negatively engaged	→ NC
Totally disengaged	→ NC
Marginally engaged	→ NC
Transactionally engaged	→ NC
Purposively engaged	→ NC
Fully engaged	↓ -1%

A virtually identical distribution of the DEL segments marks no statistically significant changes from January to June 2023.



TRENDS IN DONATIONS – 2019/2023




19%
↓ -3%

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

Amidst downturns in donor numbers for Germany, Great Britain and the United States, France sees a small (albeit not statistically significant) increase of 1% in the percentage of respondents who say they gave donated in the past 12 months.

With the exception of Germany, percentages of donors remain above historical averages.

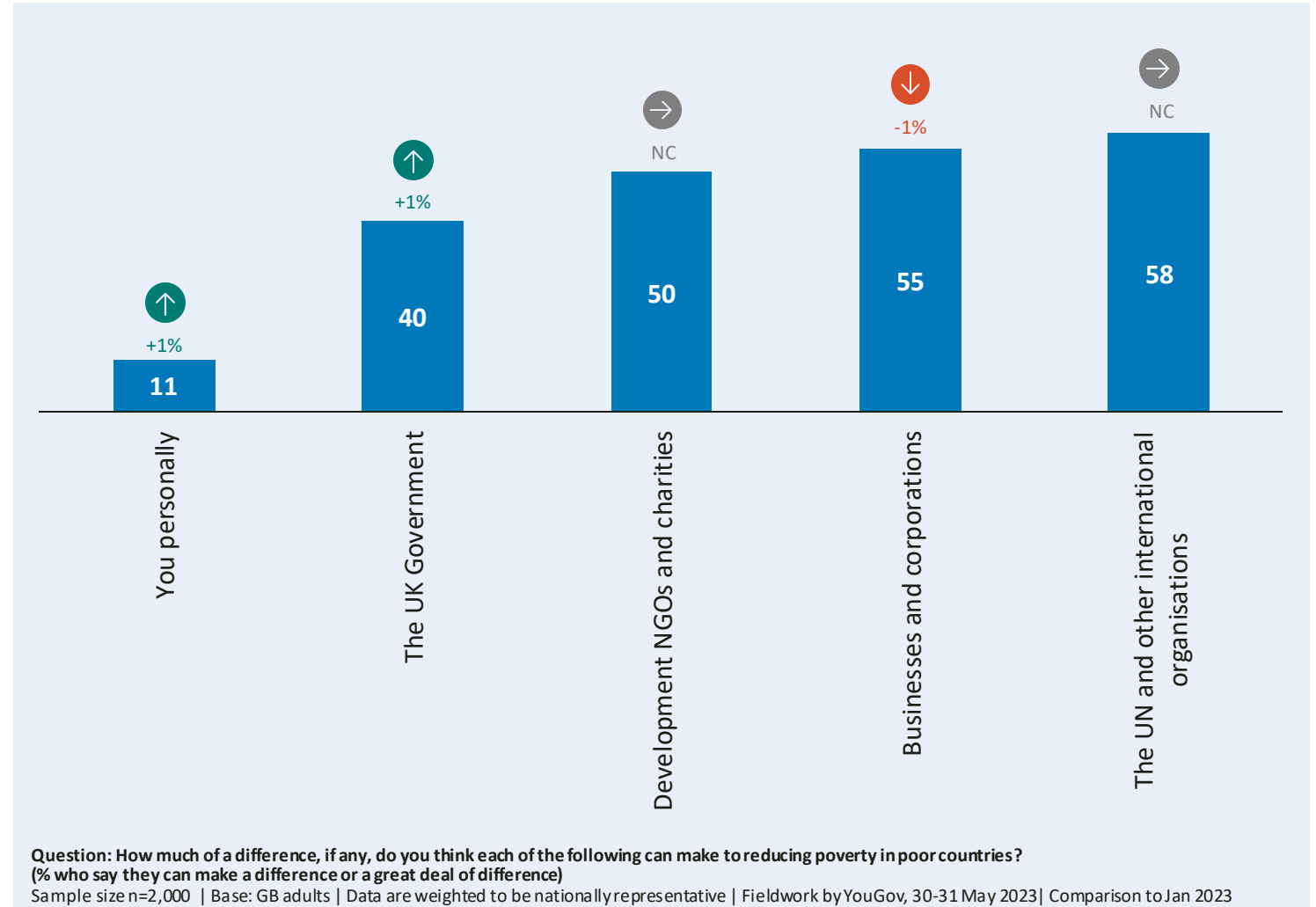
Question: Thinking about global poverty and development, have you donated money to an international NGO or charity working on the issue in the past 12 months? (% who donated)
 Sample size n=2,000 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30-31 May 2023 | Comparison to Jan 2023

EFFICACY BATTERY – JUNE 2023

There are no significant changes in our efficacy battery.

After a significant fall in January in the number of respondents who see the UK Government as capable of making a difference when it comes to reducing global poverty, June signs a change in direction, although the increase is not significant.

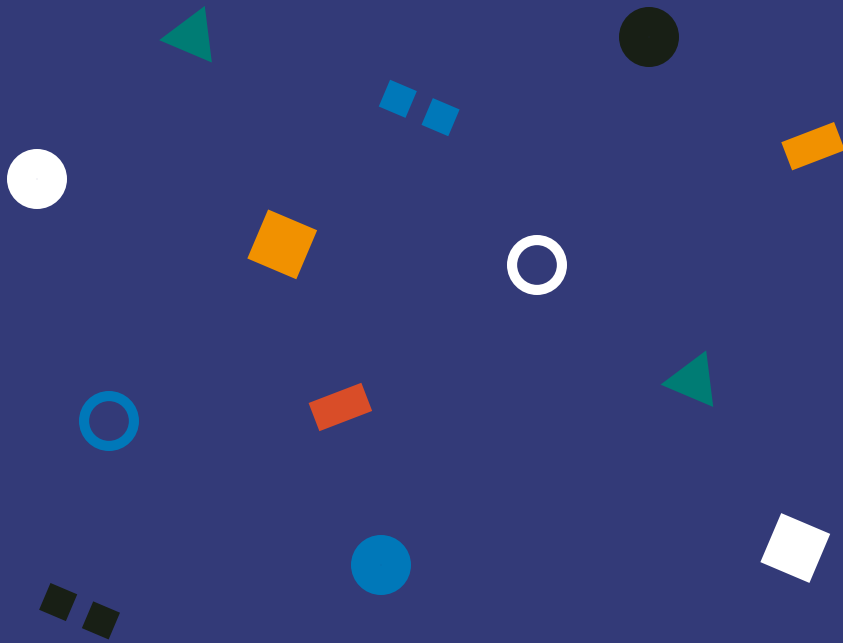
Overall, the gap between perceived personal and organizational efficacy remains large, as UK respondents think NGOs, IOs, private businesses and the government are more efficacious than them personally.



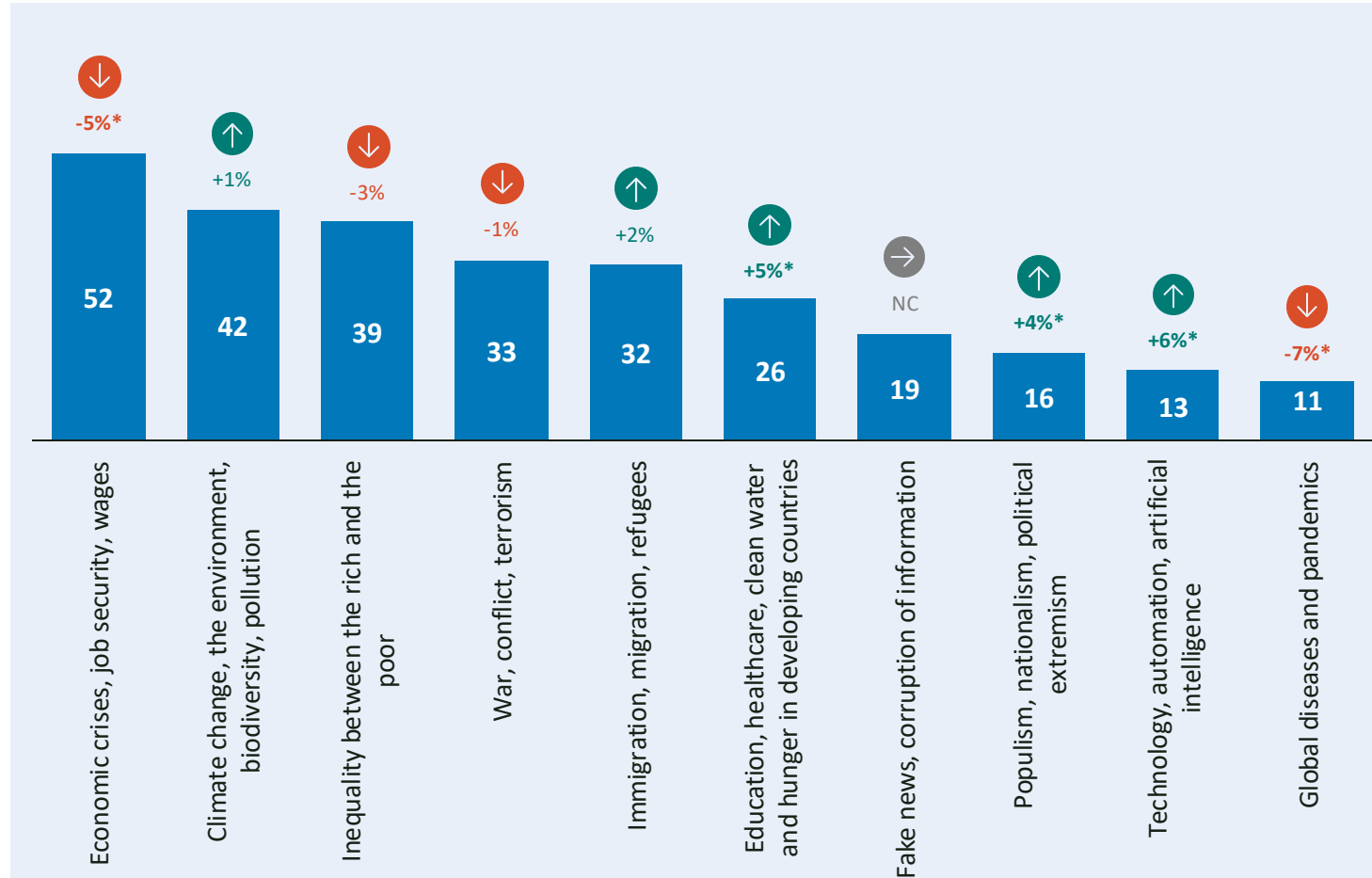
ATTITUDINAL ENGAGEMENT



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



MOST IMPORTANT ISSUES – JUNE 2023



Economic crises, job security and wages remain the most important issue people care about in the UK, but concern is falling (down 5% to 52% since January 2023).

Concern also dropped steeply for pandemics, now the issue of least concern (down 7 percentage points to 11% since January 2023).

People care more about artificial intelligence and technology (+6% to 13%), populism (+4% to 16%) and about development-related issues (+5% to 26%, now the sixth highest issue on our ranking).

Question: Thinking about the issues below, which of the following do you personally care about? (% who select issue of concern)
 Sample size n=2,000 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30-31 May 2023 | Comparison to Jan 2023

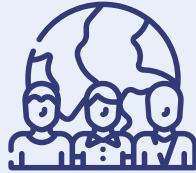
ATTITUDES AND PUBLIC OPINION – JUNE 2023



77%

↓ -2%

think the world is getting worse, all things considered



45%

↑ +2%

think what happens in developing countries affects them too



52%

↑ +3%

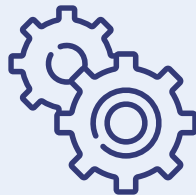
are concerned or very concerned about levels of poverty in poor countries



38%

↑ +1%

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



18%

↑ +1%

think development aid is effective or very effective



28%

↑ +1%

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

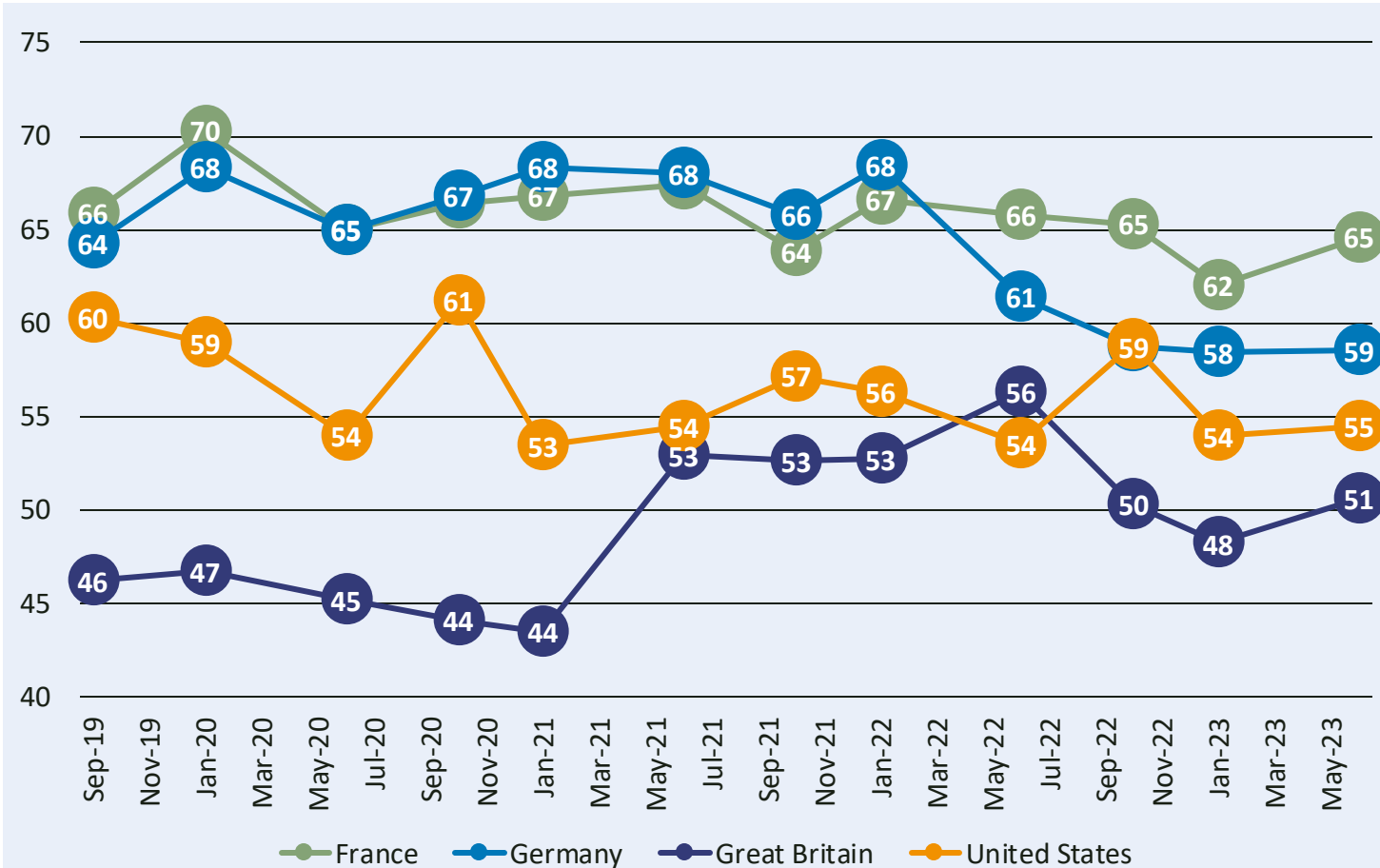
Question listed in each box

Sample size n=2,000 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30-31 May 2023 | Comparison to Jan 2023

©2023 | DEVELOPMENT ENGAGEMENT LAB



TRENDS IN AID SUPPORT – 2019/2023



Question: Of its total budget of nearly £1,060 billion, the UK government currently allocates 1.1 percent, or £11.5 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? (% who thinks we should keep or increase current expenditure levels)
 Sample size n=2,000 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30-31 May 2023 | Comparison to Jan 2023



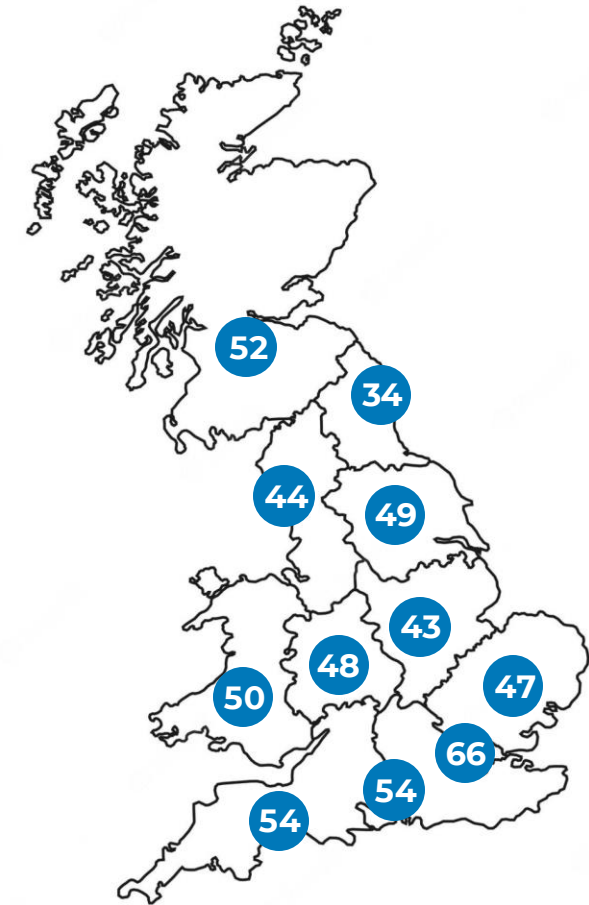
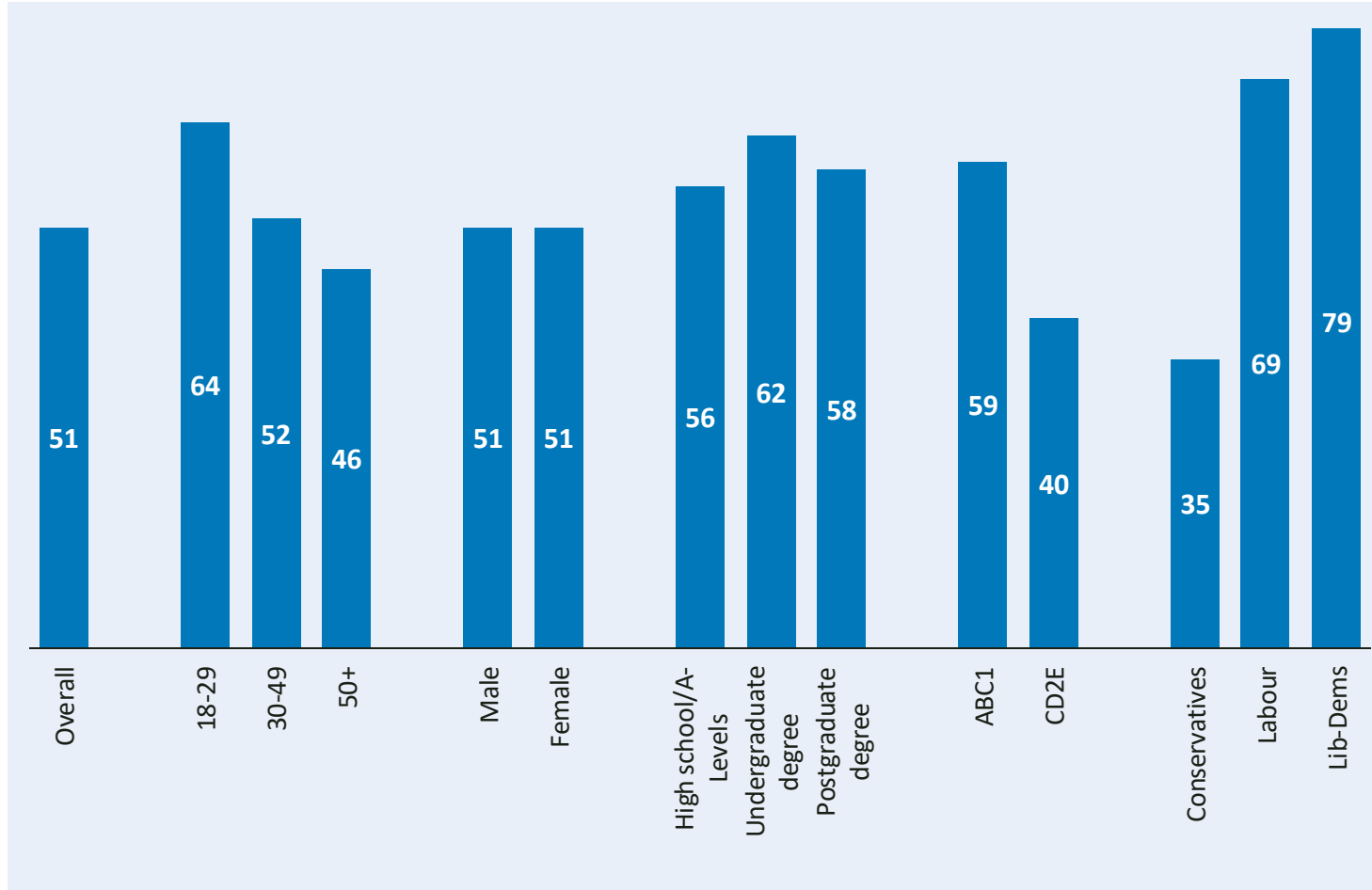
51%
 ↑ +3%

think we should keep or increase our current aid budget in the UK

Aid support is stable, but with small increases across all four countries DEL tracks.

Notably, aid support increased by 3% both in France and the United Kingdom (where the majority is now back to supporting aid) compared to June 2023. However, none of these changes are statistically significant.

WHO SUPPORTS DEVELOPMENT AID?



Question: Of its total budget of nearly £1,060 billion, the UK government currently allocates 1.1 percent, or £11.5 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? (% who thinks we should keep or increase current expenditure levels)
 Sample size n=2,000 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30-31 May 2023



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, follow us on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab) or by contacting del@ucl.ac.uk.

Cover photo: [Heather Suggitt on Unsplash](#)