



DEL DASHBOARD GREAT BRITAIN OCTOBER 2023

/ Dashboard #11
// October 2023
/// www.developmentcompass.org
[@DevEngageLab](https://twitter.com/DevEngageLab)

Paolo Morini

DATA

The data for this deck come from the DEL Panel (n=8,018). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 19th September – 19th 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 – Great Britain October 2023*. London: Development Engagement Lab.

DASHBOARDS

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

THREE KEY CHANGES SINCE JUNE 2023



58%

↑ +6%*

say they care the most about economic crises, job security and wages

Nearly 3 in 5 members of the British public say they care the most about issues related to economic crises, up 6 percentage points since June 2023. This is now the issue the GB public cares most about.



16%

↓ -3%*

donated to a global poverty charity or NGO in the last 12 months.

After a peak in July '22 of 23%, October '23 sees the return to the lowest percentage of GB respondents who say they have donated to a global poverty charity or NGO in the last 12 months. Donors have fallen 3 percentage points to 16% since June 2023.



41%

↑ +3%*

think that the UK should give some aid, or give it generously

41% of the GB public say the UK should give aid generously, up 3 percentage points since June 2023.

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.

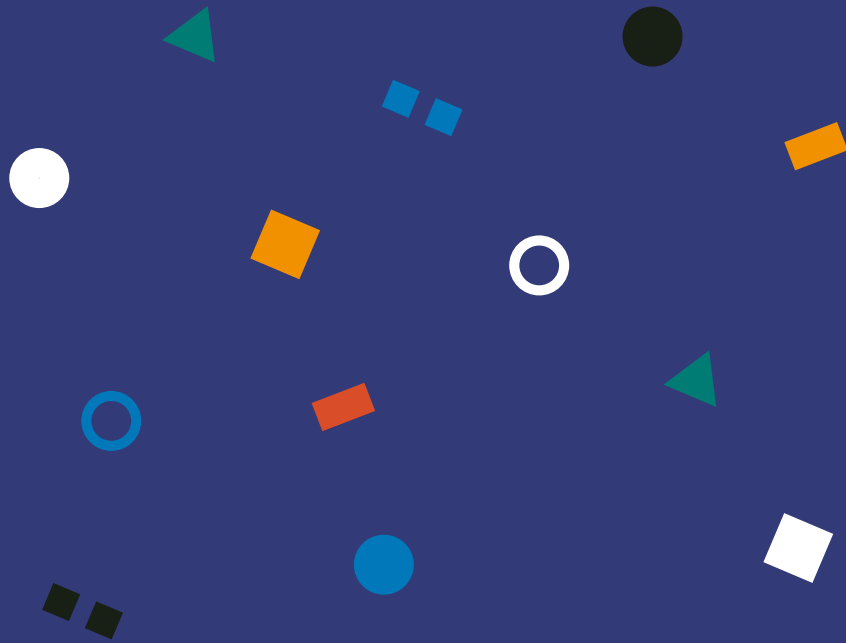


This icon is used when there is a downward change since the last data point. An asterisk indicates the change is statistically significant.



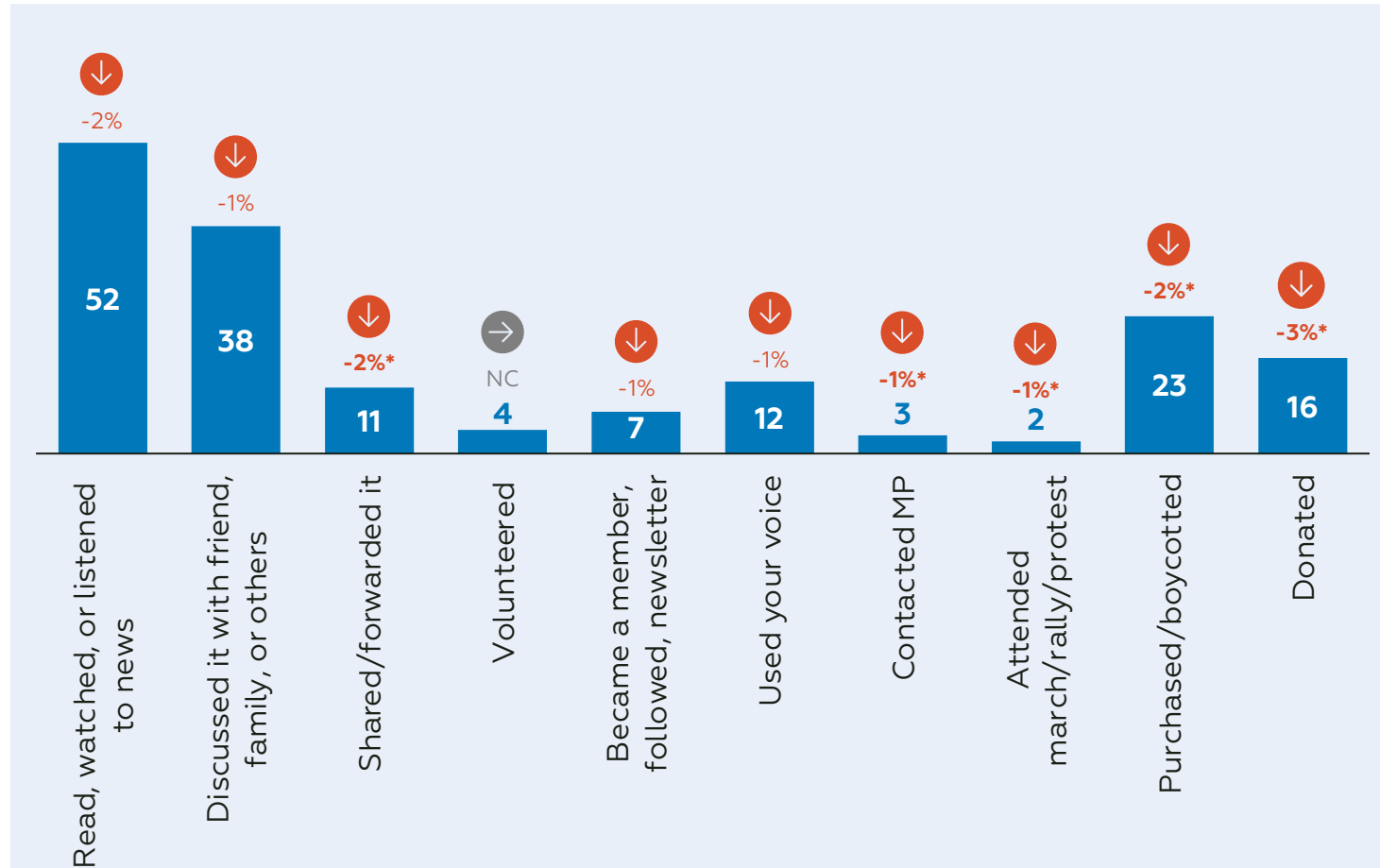
This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.

BEHAVIOURAL ENGAGEMENT



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

ENGAGEMENT BATTERY – OCTOBER 2023



DEL’s indicators of behavioural engagement are on a downward trend from June 2023, with the exception of volunteering which showed no change.

Five indicators show statistically significant changes: donations are down by 3 percentage points to 16%, the number of people purchasing or boycotting product or sharing news about global poverty have all fallen by 2 percentage points.

Finally, we observe small decreases (1pp each) in the proportion of respondents contacting their MP or attending global poverty events.

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)

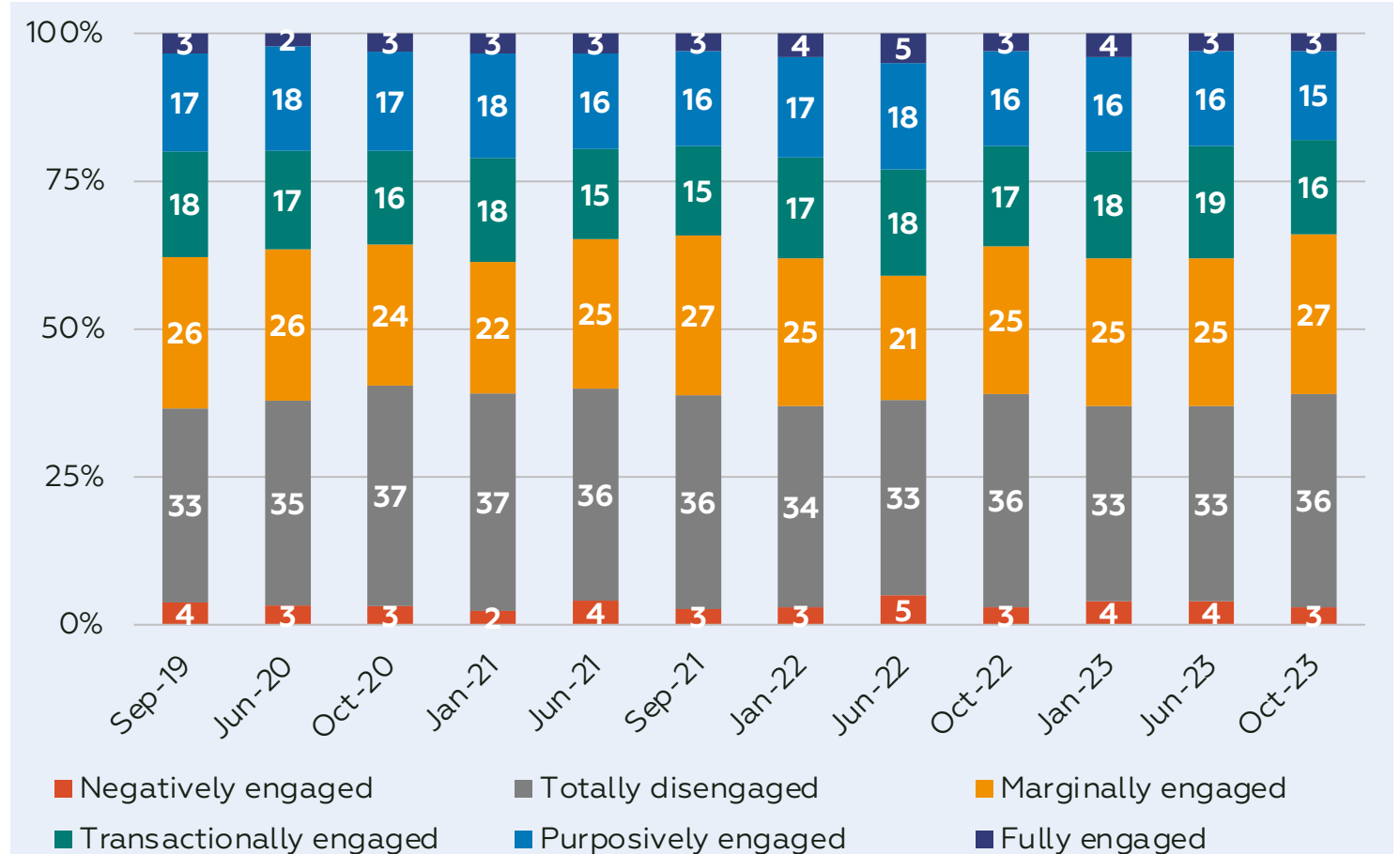
Sample size n=8,018 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep - 19 Oct 2023 | Comparison to Jun 2023

DEL SEGMENTATION – OCTOBER 2023

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

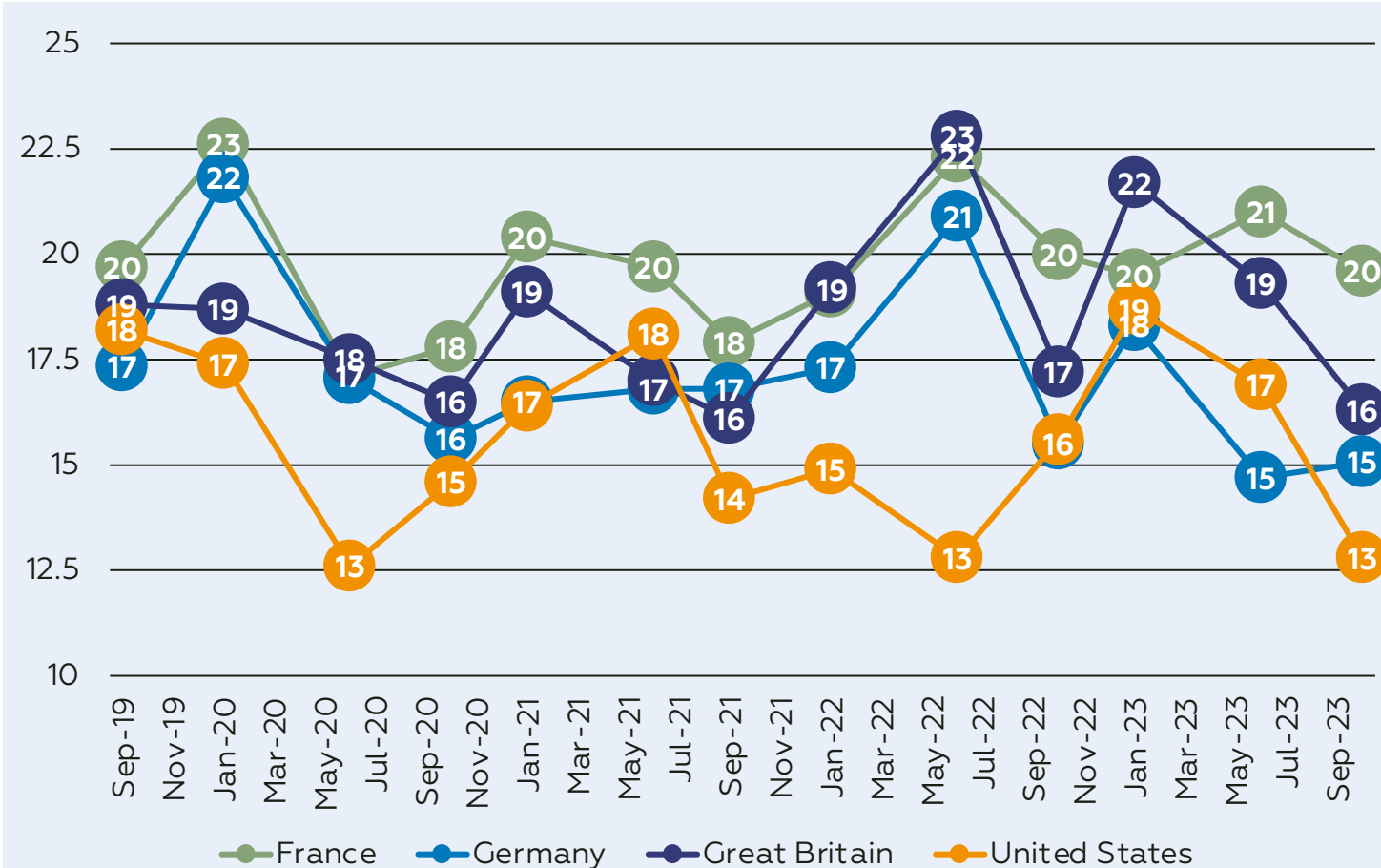
The segmentation reflects the negative trends in the behavioural indicators on the previous slide.

The proportion of Marginally Engaged is up by 2 percentage points, while the proportion of Transactionally Engaged is down by 2pp. The Totally Disengaged group as also increased by 2pp, but this change is not statistically significant.



The Development Engagement Lab Engagement Segmentation (proportion of respondents in each group)
 Sample size n=8,018 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep - 19 Oct 2023 | Comparison to Jun 2023

TRENDS IN DONATIONS - 2019/2023



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=8,018 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep - 19 Oct 2023 | Comparison to Jun 2023



16%
 ↓ -3%*

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

The percentage of respondents who donated to a global poverty charity in the past 12 months has fallen in three out of four DEL countries. In GB, just 16% of respondents said they had donated in the past 12 months.

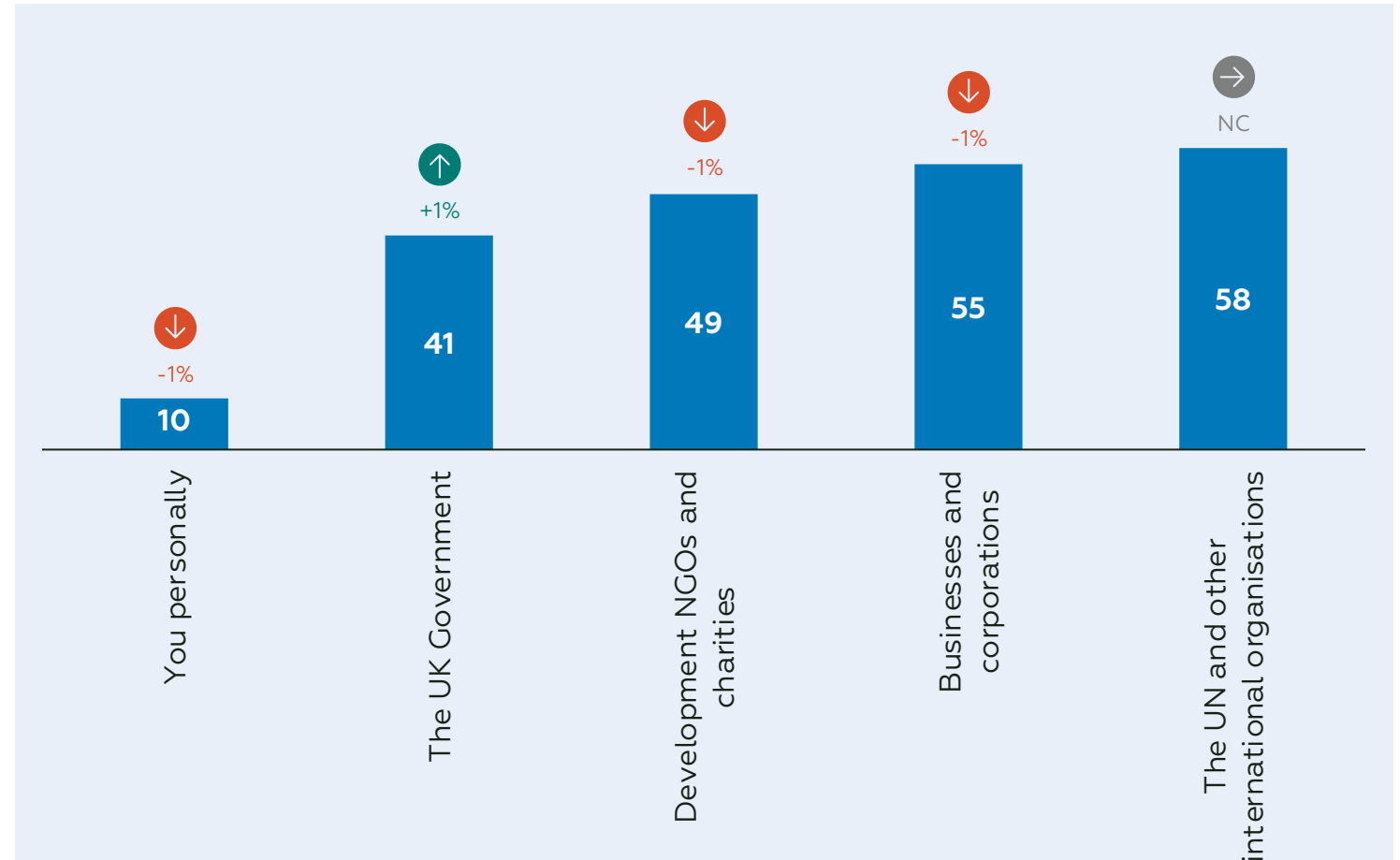
The biggest decrease in donors is in the U.S., a fall of 4pp to 13%. Donations in France have dropped by 1pp, while in Germany donations are flat at 15%.

EFFICACY BATTERY – OCTOBER 2023

There are no significant changes observed in the DEL efficacy battery compared to June 2023.

Broadly, we still see that approximately 1 in 2 respondents think NGOs, IOs and businesses can make a difference to levels of poverty in poor countries, compared to only 1 in 10 who think they personally can make a difference.

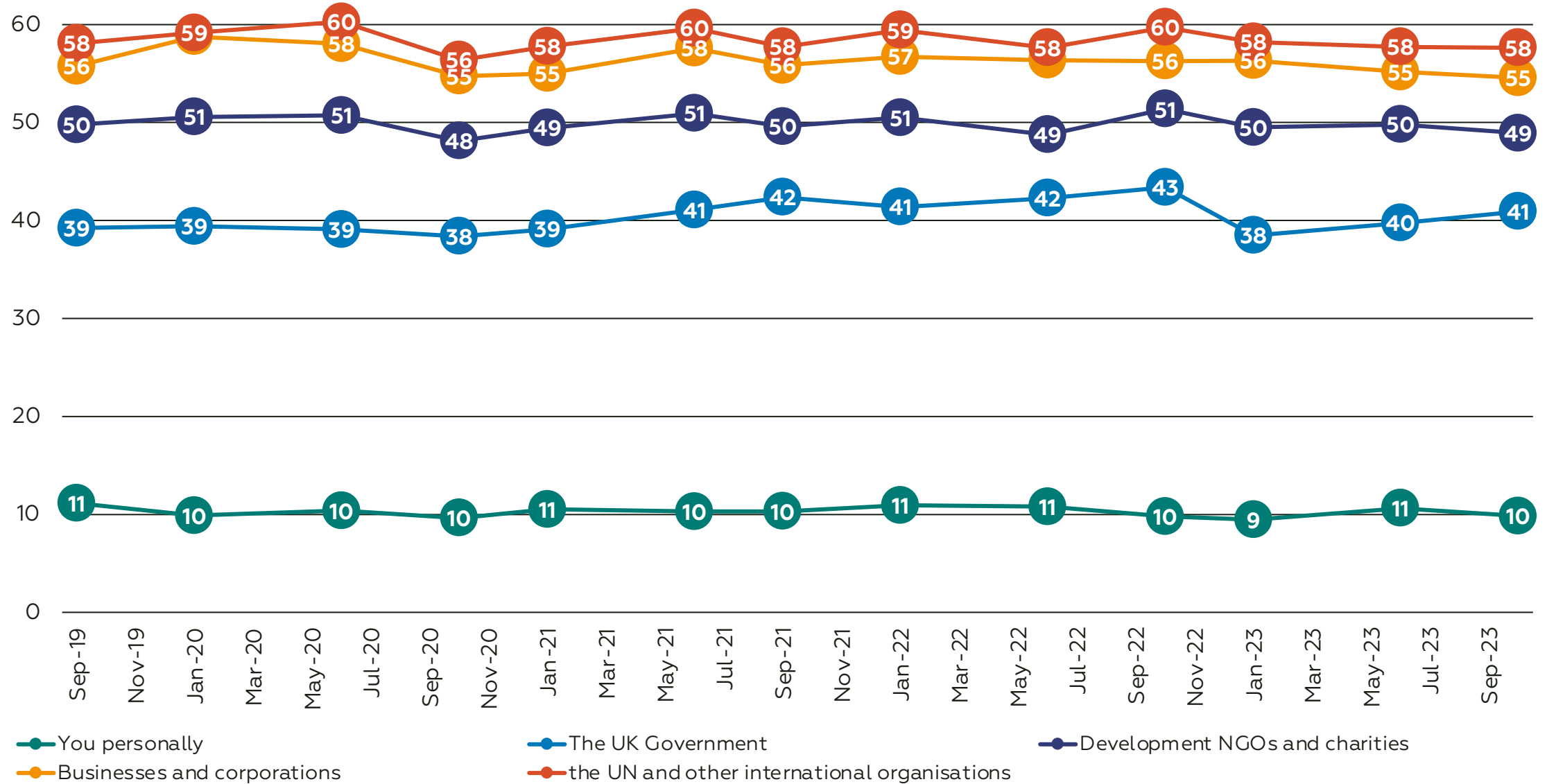
Perceived efficacy levels for the UK Government at 41% is much closer to figures for other organisations, compared to perceived personal efficacy.



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)

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PERCEIVED EFFICACY: VIRTUALLY UNCHANGED



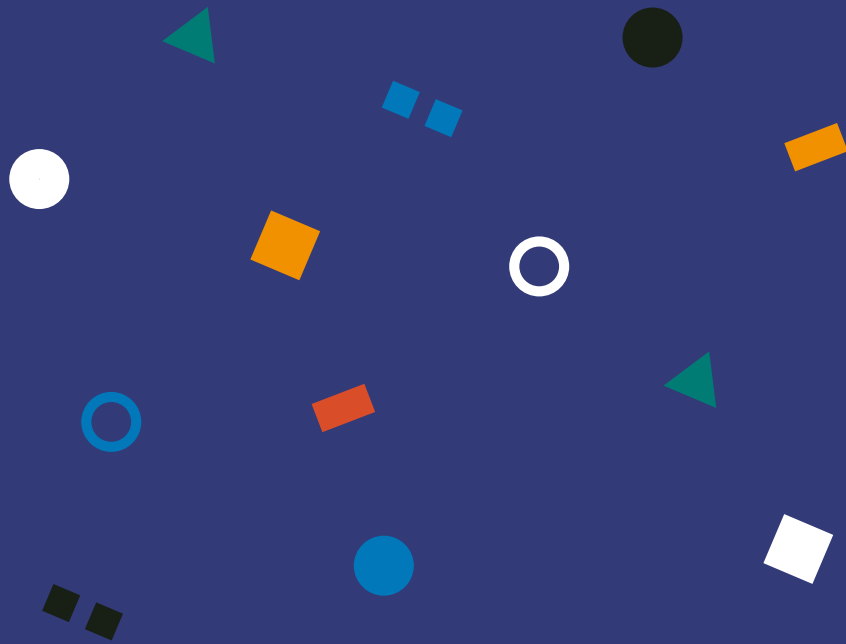
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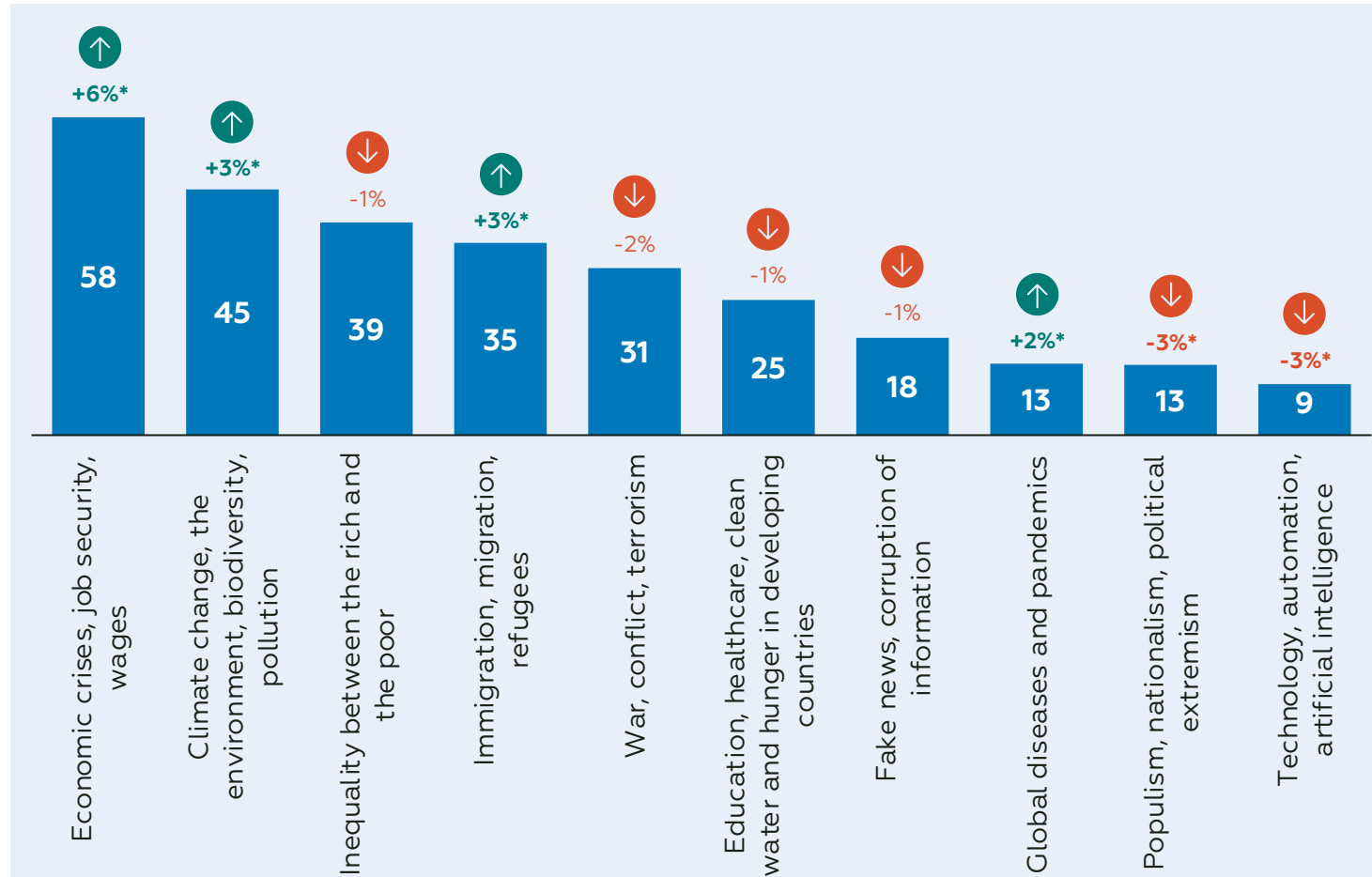
ATTITUDINAL ENGAGEMENT



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



MOST IMPORTANT ISSUES – OCTOBER 2023



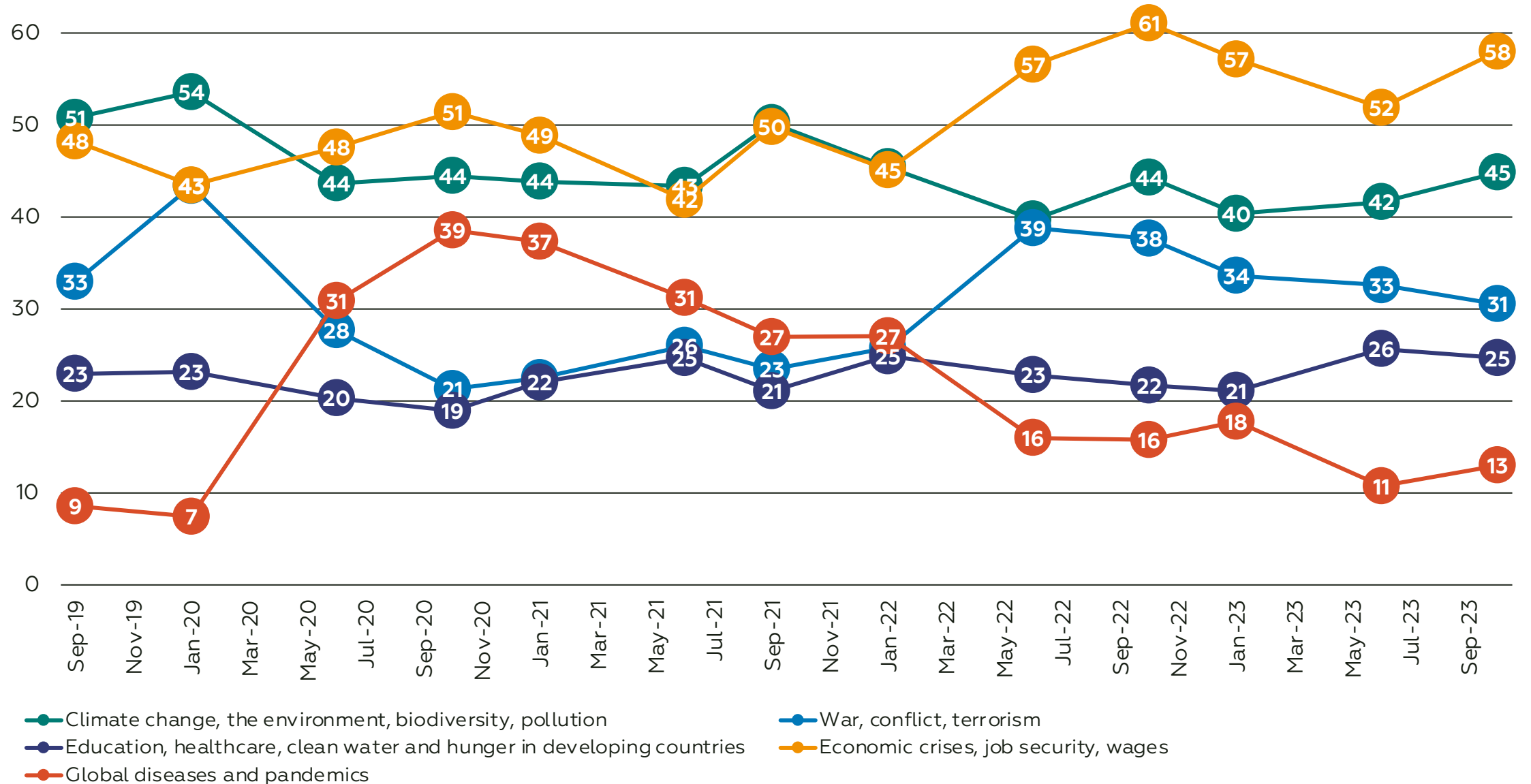
Public concern for issues related to economic crises, job security and wages increased once more, and is now up 6 percentage points to 58%, becoming the issue people care most about in the UK.

Concern also rose for climate change (up 3pp to 45%), immigration and refugees (up 3pp to 35%), and pandemics (up 2pp but still at low level of 13%). The crisis in Israel & Gaza has not impacted concern for war/conflict/terrorism at this point in time.

Meanwhile, concern for populism (down 3pp to 13%) and technology (down 3pp to 9%, the issue of least concern in our rankings) decreased since June 2023.

Question: Thinking about the issues below, which of the following do you personally care about? (% who select issue of concern)
 Sample size n=8,018 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep - 19 Oct 2023 | Comparison to Jun 2023

ISSUES OF CONCERN: 5 YEARS IN REVIEW



Question: Thinking about the issues below, which of the following do you personally care about? (% who select issue of concern)
 Sample size n=8,018 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep - 19 Oct 2023 |
 Comparison to Jun 2023

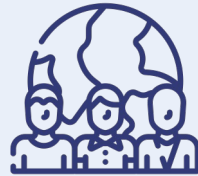
ATTITUDES AND PUBLIC OPINION – OCTOBER 2023



80%

↑ +3%*

think the world is getting worse, all things considered



46%

↑ +1%

think what happens in developing countries affects them too



50%

↓ -2%

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



41%

↑ +3%*

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



19%

↑ +1%

think development aid is effective or very effective



29%

↑ +1%

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

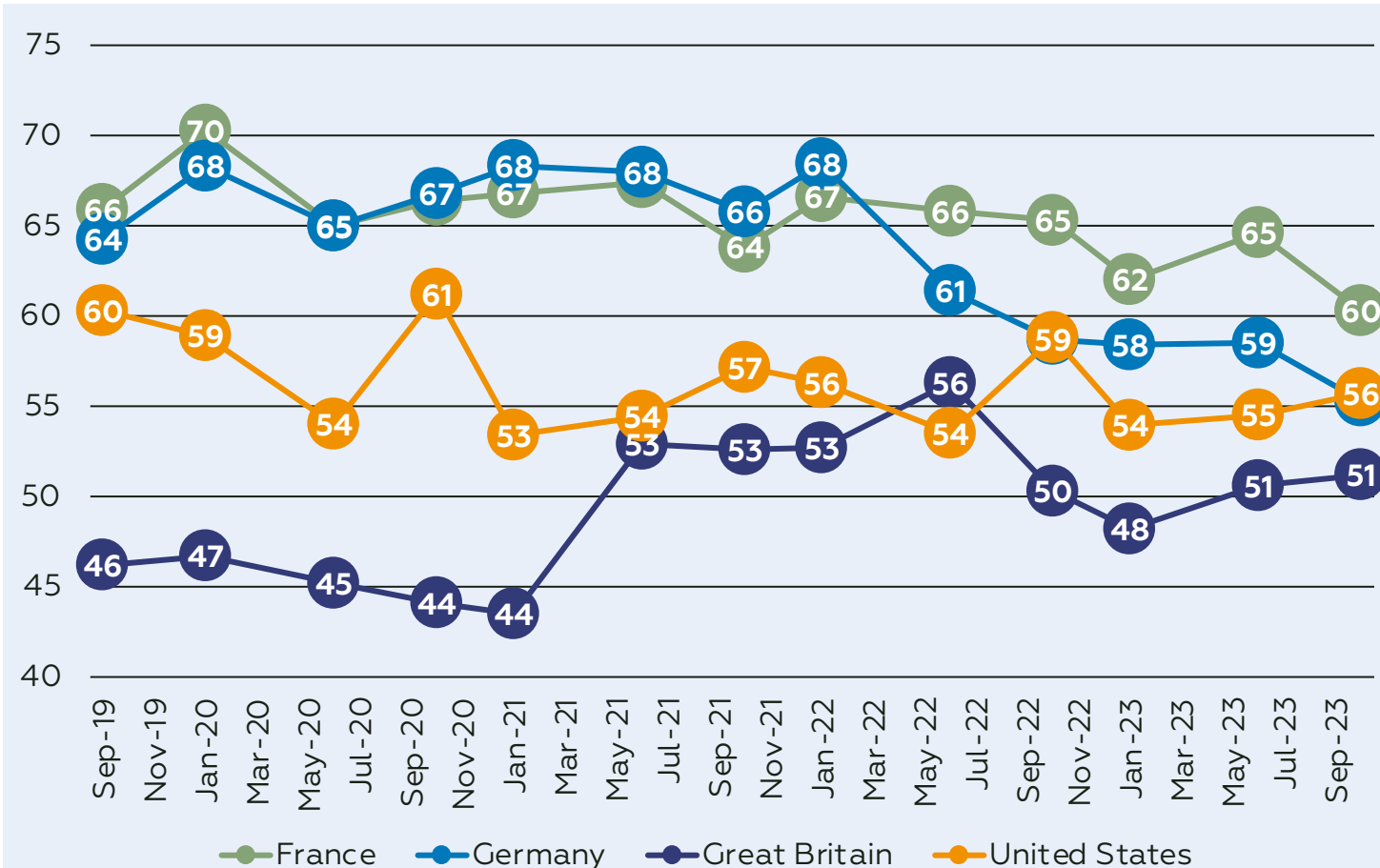
Question listed in each box

Sample size n=8,018 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep - 19 Oct 2023 | Comparison to Jun 2023

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TRENDS IN AID SUPPORT - 2019/2023



Question: Of its total budget of nearly £1,155 billion, the UK government currently allocates 1.1 percent, or £12.8 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=8,018 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep - 19 Oct 2023 | Comparison to Jun 2023



51%

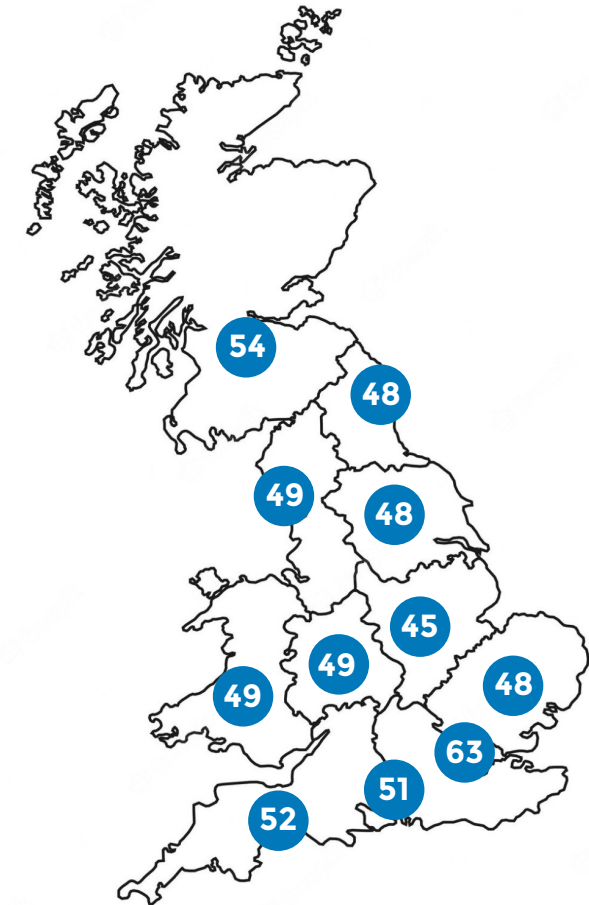
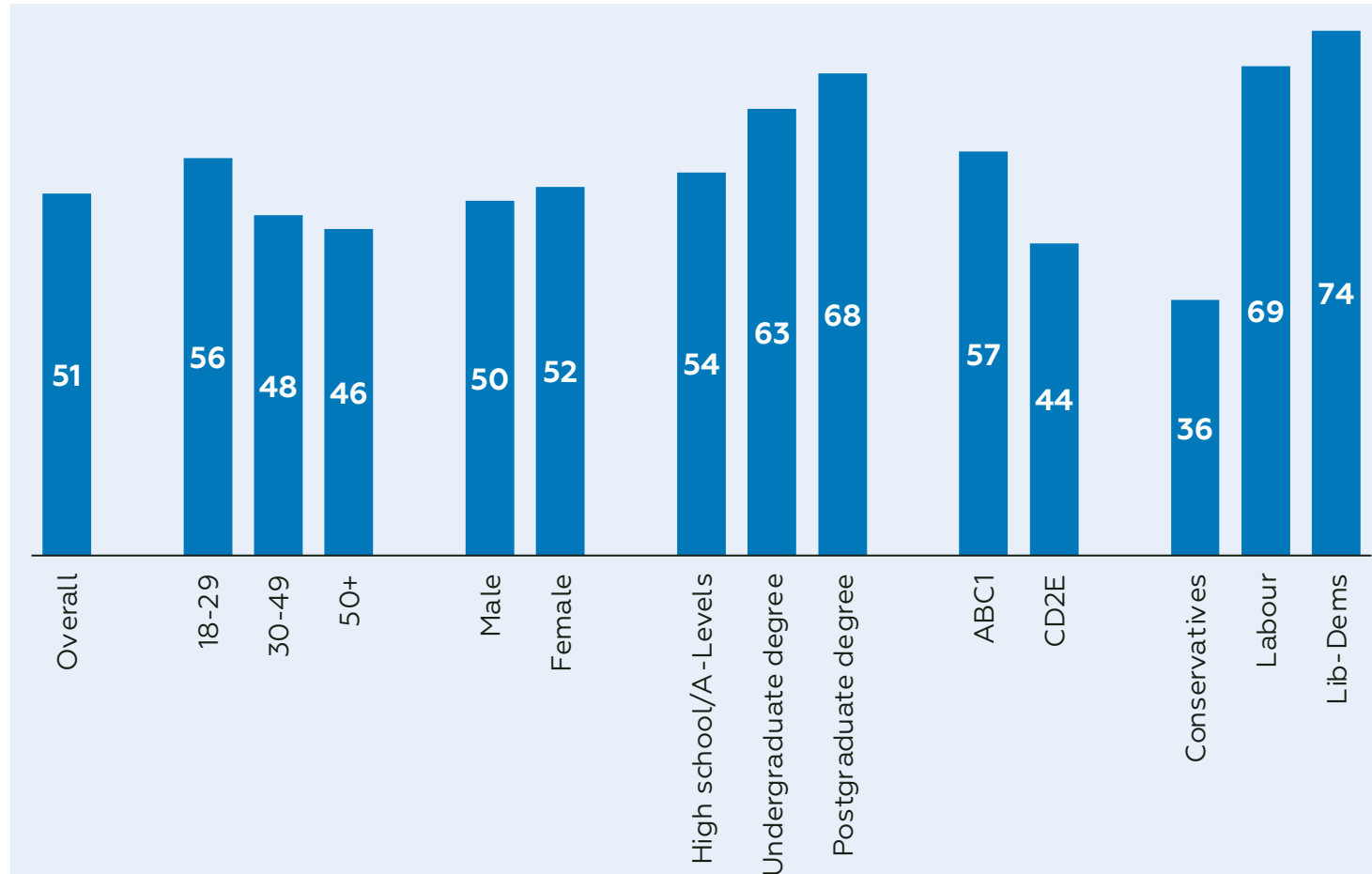
→ NC

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

Support for aid has remained steady since June 2023 for the United States and Great Britain.

While support for aid has been robust in France and Germany since DEL began tracking in 2019, support has fallen in Germany, down 3pp to 55%, against a high of 68% last seen in Jan 22. In France, support is down 5pp to 60%, from a high of 70% in Jan 20.

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)

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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: [Manzur Alam](#) on [Unsplash](#)