

AGENDA

- Welcome & introductions (Molly Anders)
- GB Dashboard & donations to Ukraine (Paolo Morini)
- Insights on Ukraine (David Hudson)
- Lunch
- DEC update on Ukraine Humanitarian Appeal (Simon Beresford, DEC)
- Old aid/new aid: Views from GB (Jennifer Hudson)
- Panel input (Molly Anders & Jennifer Hudson)
- Close and next steps (Molly Anders)



THE IMPACT OF THE WAR IN UKRAINE ON SUPPORT FOR AID & PUBLIC ENGAGEMENT

/ 7 July 2022
// GB Partner Meeting
/// www.developmentcompass.org
[@DevEngageLab](https://twitter.com/DevEngageLab)

Soomin Oh
Paolo Morini
David Hudson
Jennifer Hudson

DATA AND USE

DATA

The data for this deck come from the GB Sandbox (n=2,187; fieldwork 23–28 June) and the GB Tracker (n= 1,882; fieldwork 30 May-1 June). Data are weighted to be nationally representative. Fieldwork conducted by YouGov.

USE

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

CITATION

Oh, S., Morini, P., Hudson, D. & Hudson, J. 2022. *The impact of the war in Ukraine on support for aid and public engagement*. London: Development Engagement Lab.



DASHBOARD JUNE 2022

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

THREE KEY CHANGES SINCE JANUARY 2022

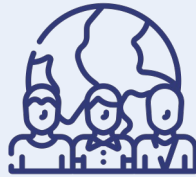


57%

↑ +11%*

are concerned about economic crisis, job security and wages

The most concerning issue for British respondents is economic crisis, job security and wages, up 13% to 57%. The wider economy, including inflation, energy and food prices likely are at front of minds.



47%

↑ +6%*

think what happens in developing countries affects them too

With the war in Ukraine in the background, 47% think what happens in developing countries affect them too, up 6% since January 2022.



23%

↑ +4%*

have donated to a global poverty charity in the last 12 months

Tracking Partner reports of increased donations, 23% of respondents say they have donated to a development NGO/charity in the past 12 months, up 4% points.

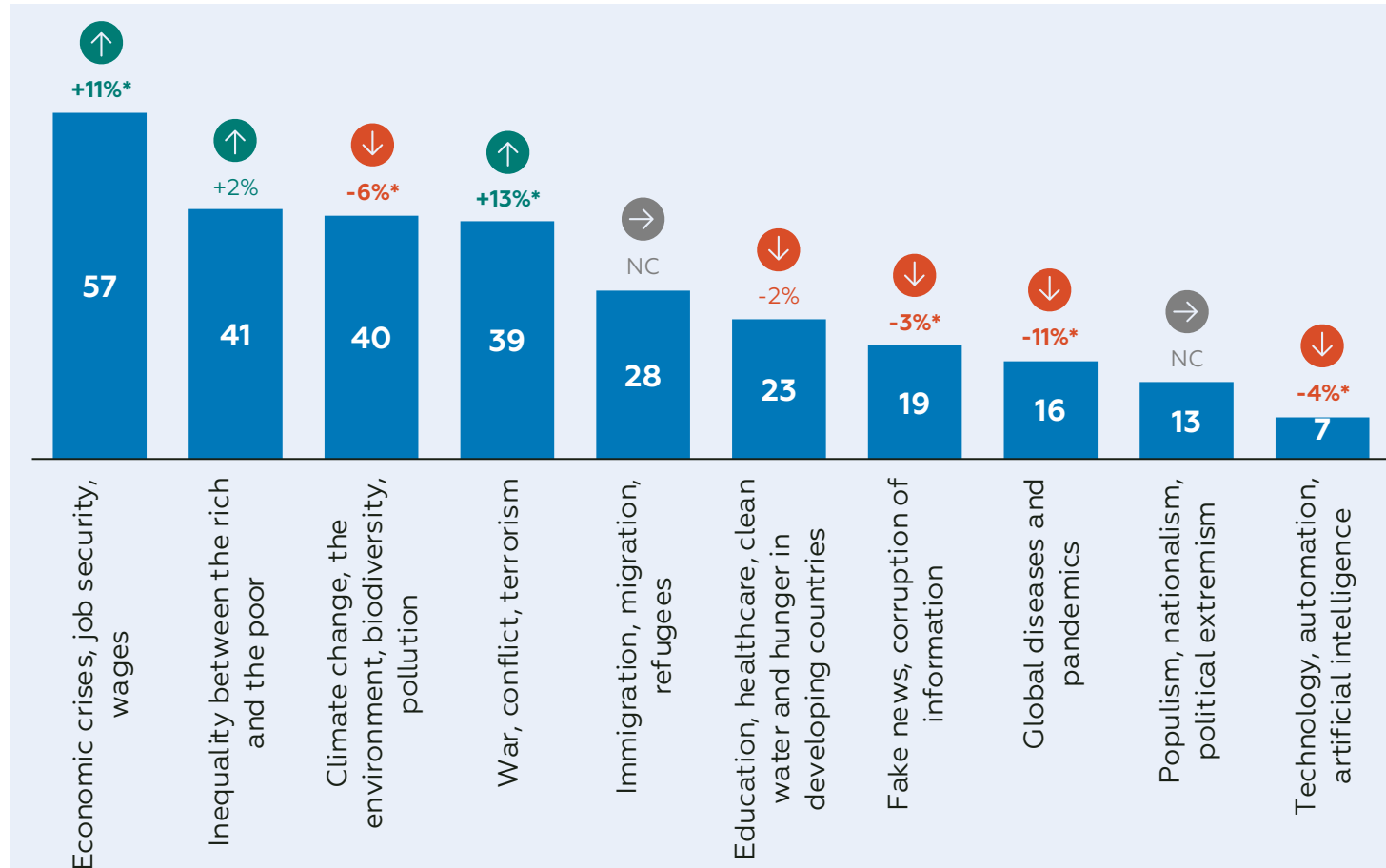
Question listed in each box

Sample size n=1,882 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30 May -1 Jun 2022 | Comparison to Jan 2022

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MOST IMPORTANT ISSUES – JUNE 2022



June brought another radical wave of change to our battery of most concerning issues for the British public.

Concern for war and conflict has risen sharply from January on the backdrop of the war in Ukraine (up significantly by 13% to 39%), but this is still **only** the fourth most concerning issue.

Economic crises, job security and wages is now the most concerning issue for the British public, up by 11% to 57%, and in a class of its own compared to all other options.

Concern for pandemics, on the other hand fell significantly (down 11%), as did climate change and the environment (down 6%, but still the third most concerning issue), technology (down 4%) and fake news (down 3%).

Question: Thinking about the issues below, which of the following do you personally care about? (% who select issue of concern)
Sample size n=1,882 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30 May -1 Jun 2022 | Comparison to Jan 2022



TRENDS IN DONATIONS – 2019/2022



23%

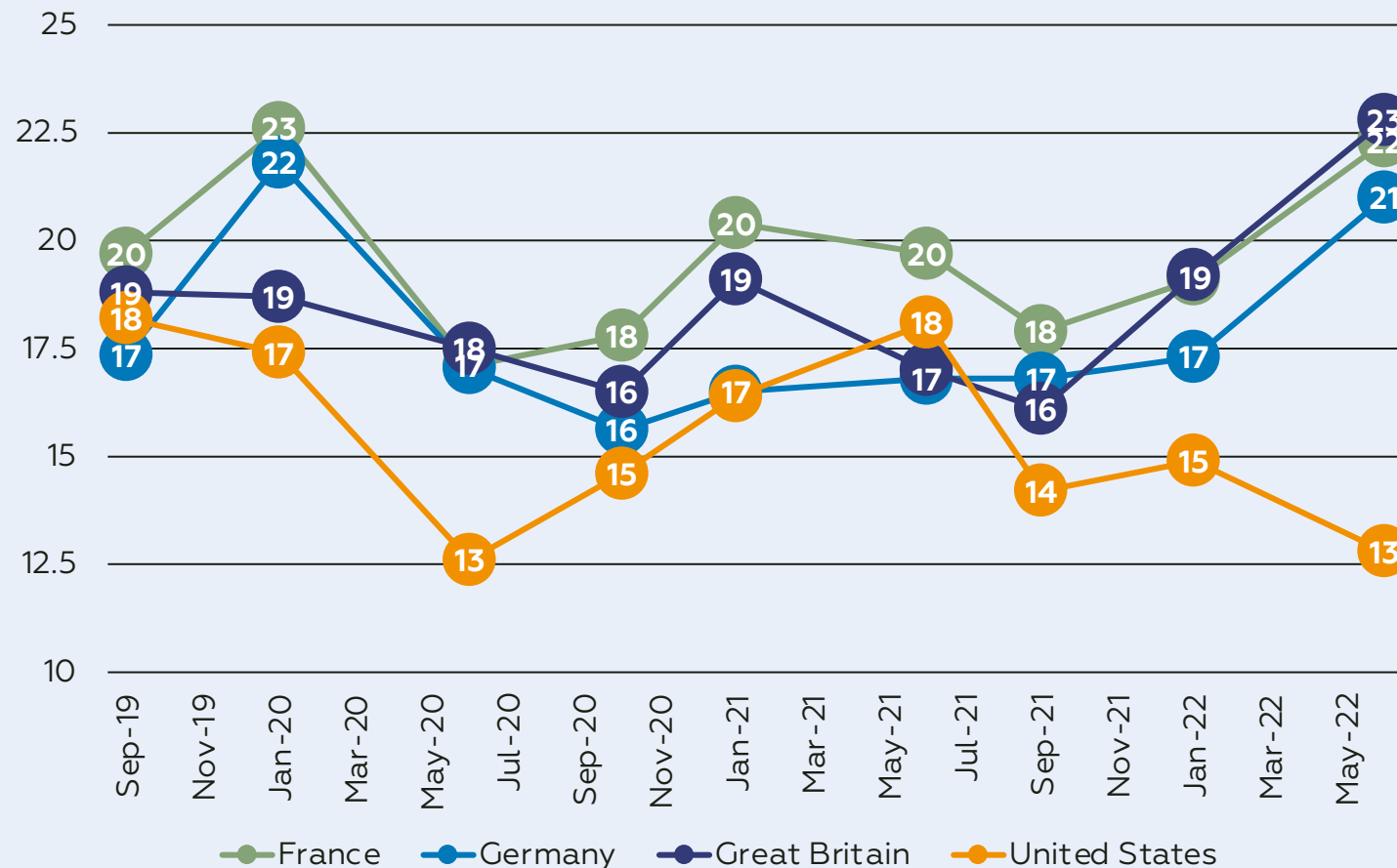
↑ +4%*

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

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.

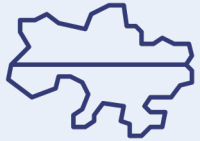
This new movement opened a significant gap between the U.S. and our three European countries.



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=1,882 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30 May -1 Jun 2022 | Comparison to Jan 2022

DONATION TRACKING WITH UKRAINE PROMPT

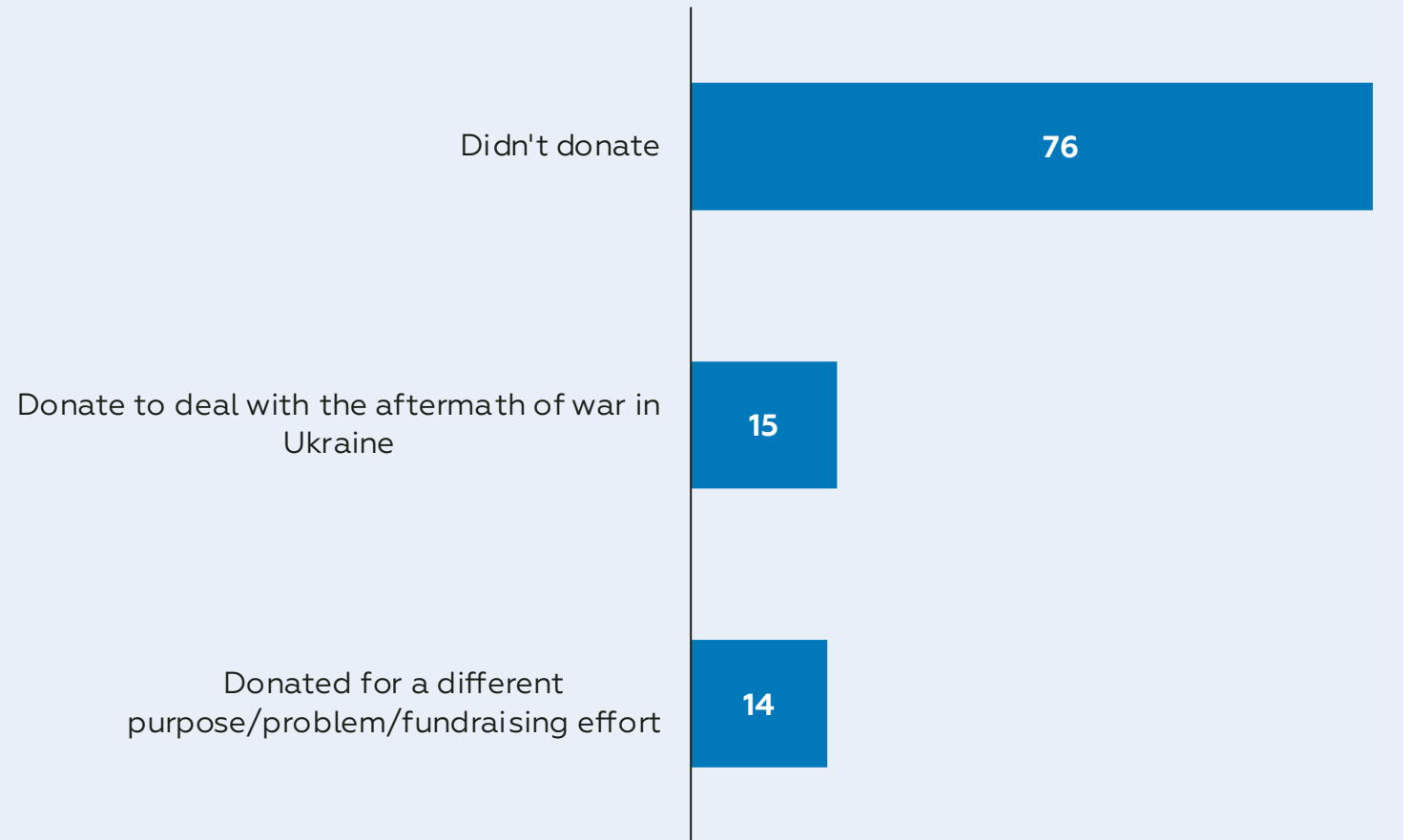


15%

of British respondents
donated to appeals about
the war in Ukraine

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

Specifically, **15% of British public say they donated to address war in Ukraine**, and 14% 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 28% more likely to donate to other causes as well.



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=2,187 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 -29 Jun 2022



DONATION TO OTHER CAUSES REMAIN MORE POPULAR THAN DONATIONS TO UKRAINE



75%

have not donated to international dev NGO/charity at all



6%

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



5%

Say they have donated, and say they donated to Ukraine and other causes



5%

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



4%

Say they have donated, and also donated to causes related to Ukraine



3%

Say they have donated to both Ukraine and other causes

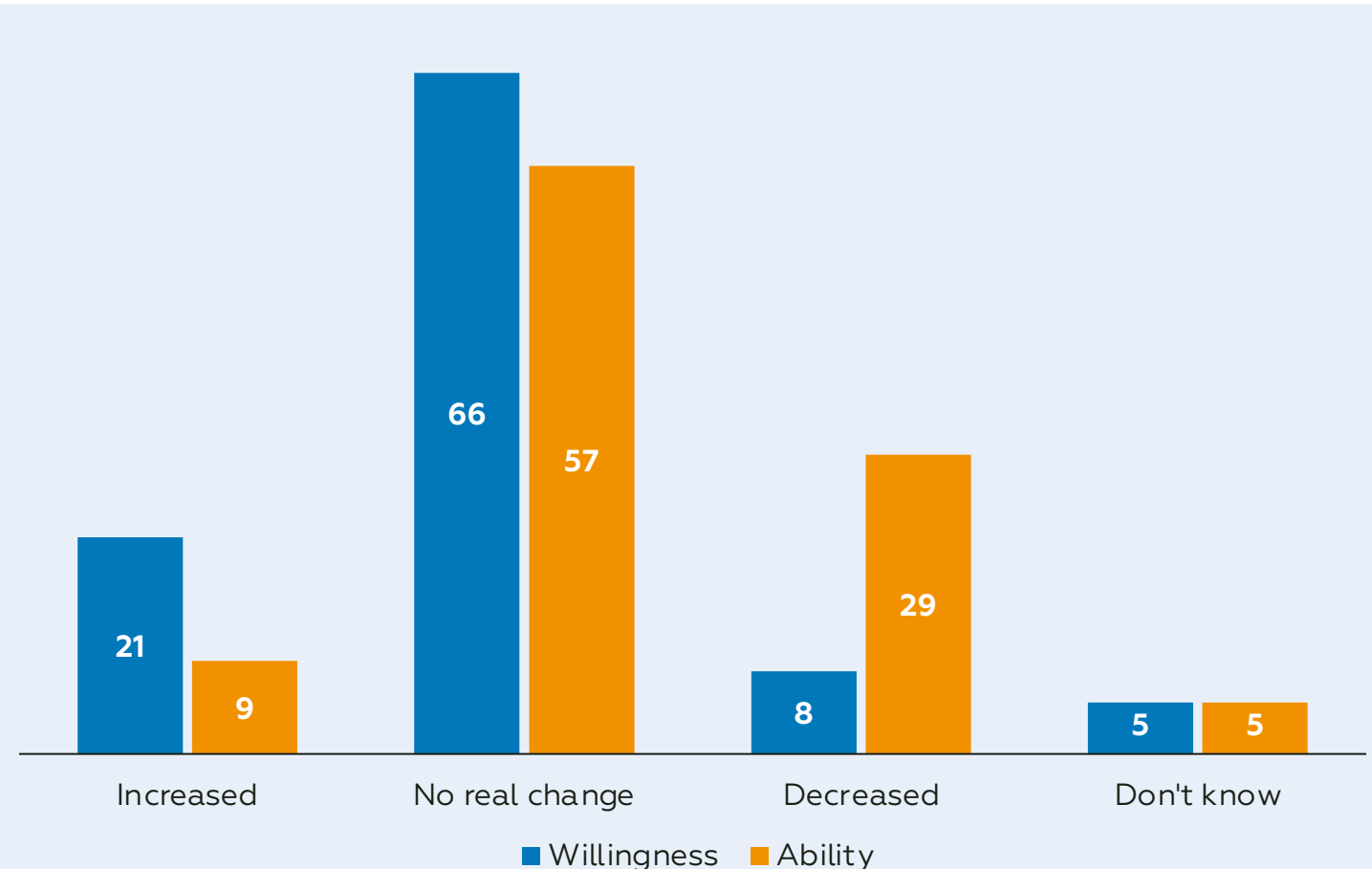
Question: If you have donated to international development NGO/charity in the past 12 months, what have your donations been in response to?

Sample size n=2,187 | Base: GB 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 GREAT BRITAIN



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=2,187 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 -29 Jun 2022



21%

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 British public.

Donors who donated to Ukraine-related appeals are overall more likely to say that nothing will change about their willingness to donate going forward (66% say their willingness is unchanged, and 57% say their ability won't change either), but 21% say their willingness to donate has increased, while 29% said their ability decreased.

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YES, PEOPLE ARE DONATING TO UKRAINE, BUT OTHER CAUSES REMAIN COMPARATIVELY MORE POPULAR

Donors to Ukraine are torn between their newly found willingness to donate and their financial capacity, namely by the tightening cost-of-living crisis

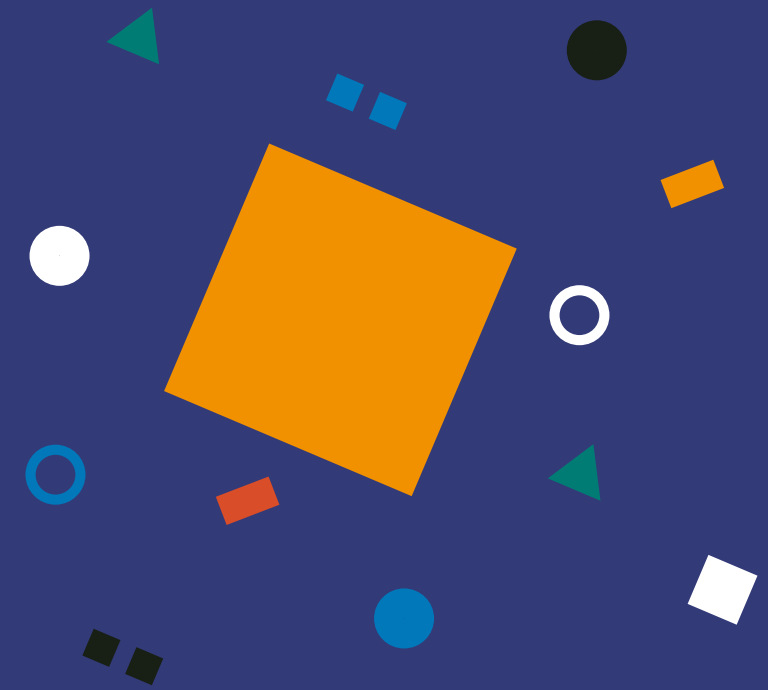
5% of all UK respondents (31% of all donors) have supported both Ukraine and other international development causes, 6% (38%) have supported only other causes





INSIGHTS ON UKRAINE

How has the UK public engaged with the war in Ukraine and how are they helping Ukrainians?



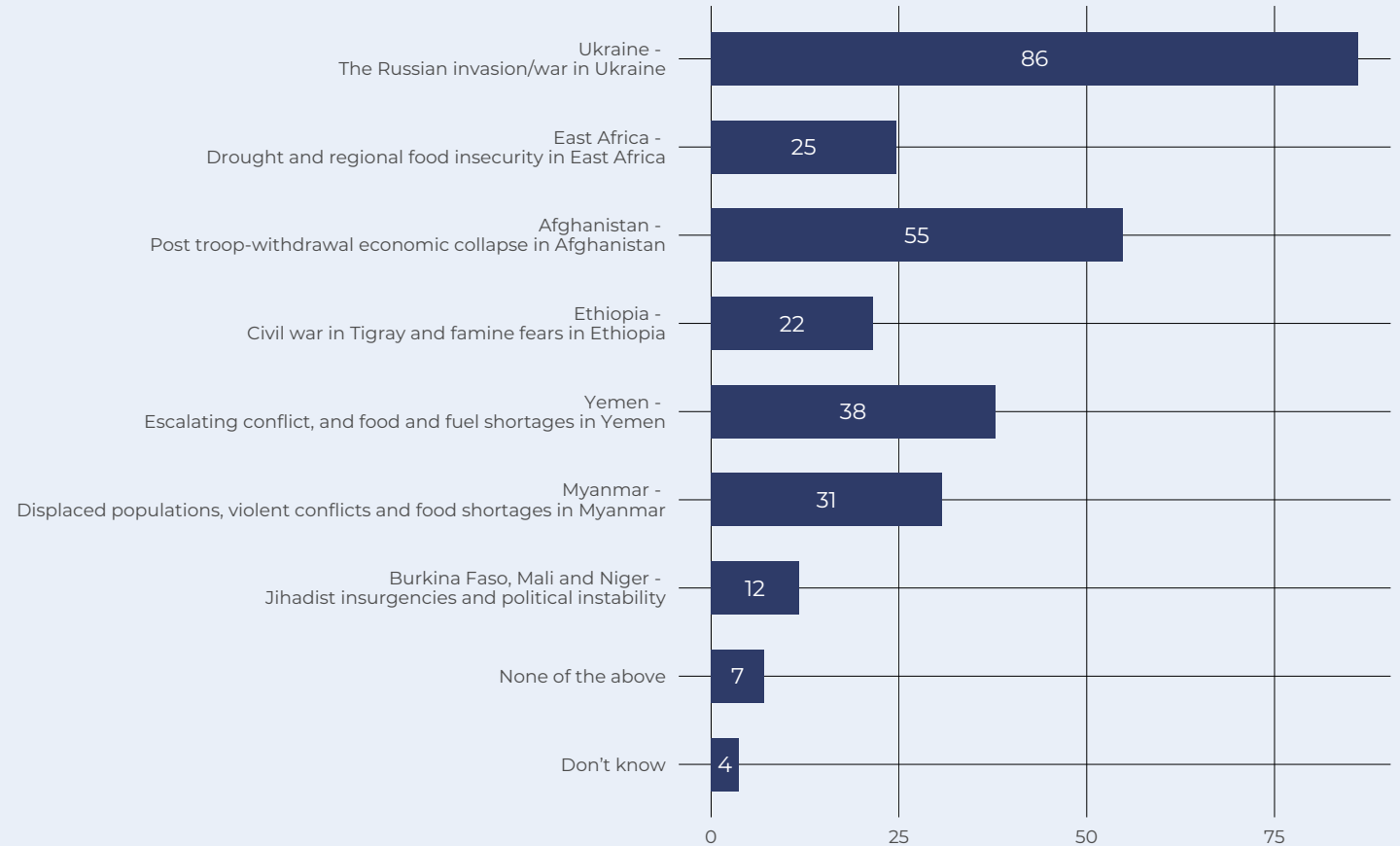
NEARLY 9 IN 10 OF THE GB PUBLIC HAVE HEARD ABOUT THE CRISIS IN UKRAINE



86%

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

- There are **large variations** in exposure to humanitarian crises: nearly 9 in 10 of the UK public have heard about the humanitarian crisis in Ukraine; over half have heard about crisis in Afghanistan; and 38% in 10 have heard about Yemen.
- Just over 3 in 10 say they are aware of crises in Myanmar. There is **significantly less awareness** for crises in Burkina Faso, Mali and Niger (12%).



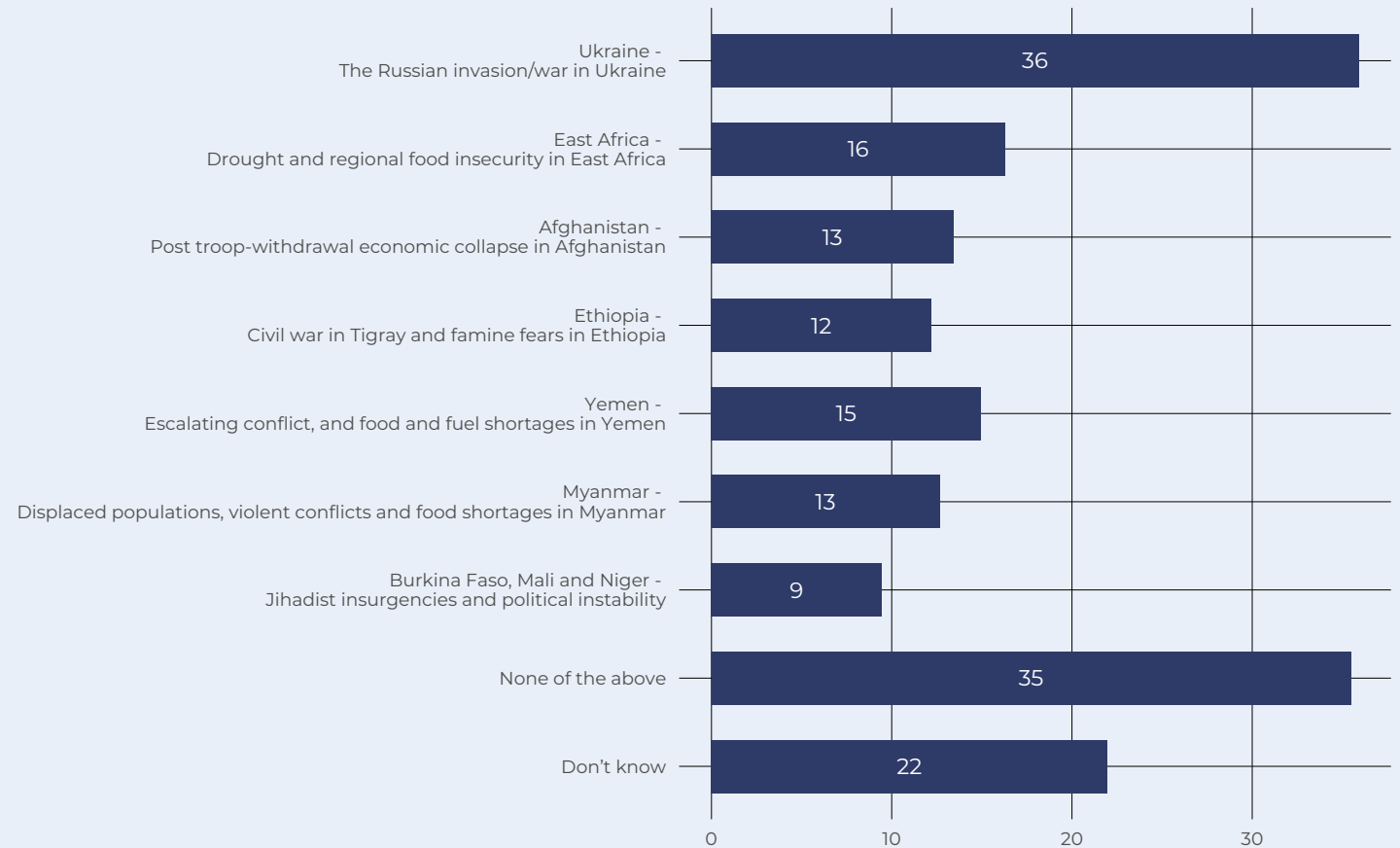
WHICH OF FOLLOWING HUMANITARIAN CRISES – IF ANY – WOULD YOU DONATE £5 TO IF ASKED?



35%

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

- DEL followed up the question on awareness with a question on action: 36% said they would donate to Ukraine.
- 35% of the UK public are **not willing to donate** to any of the listed humanitarian crises.
- There is a significant **“awareness - action gap”** for Ukraine (86% heard – 36% donate = 50%) and Afghanistan (55% heard – 13% donate = 42%). The gaps are much smaller for other crises.



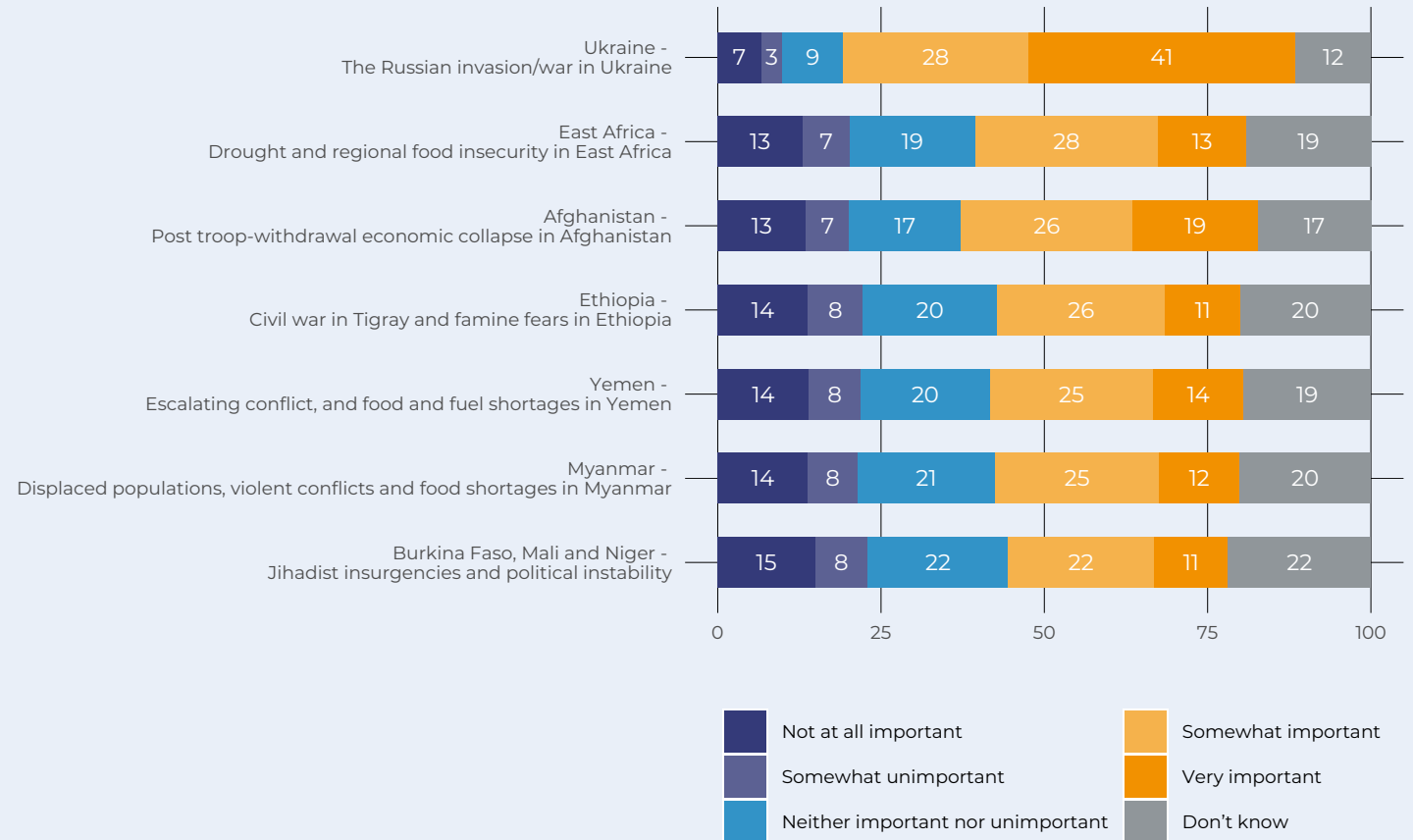
HOW IMPORTANT IS IT TO YOU PERSONALLY THAT THE UK GOVERNMENT PLAY A ROLE IN ADDRESSING THE FOLLOWING HUMANITARIAN CRISES?



69%

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

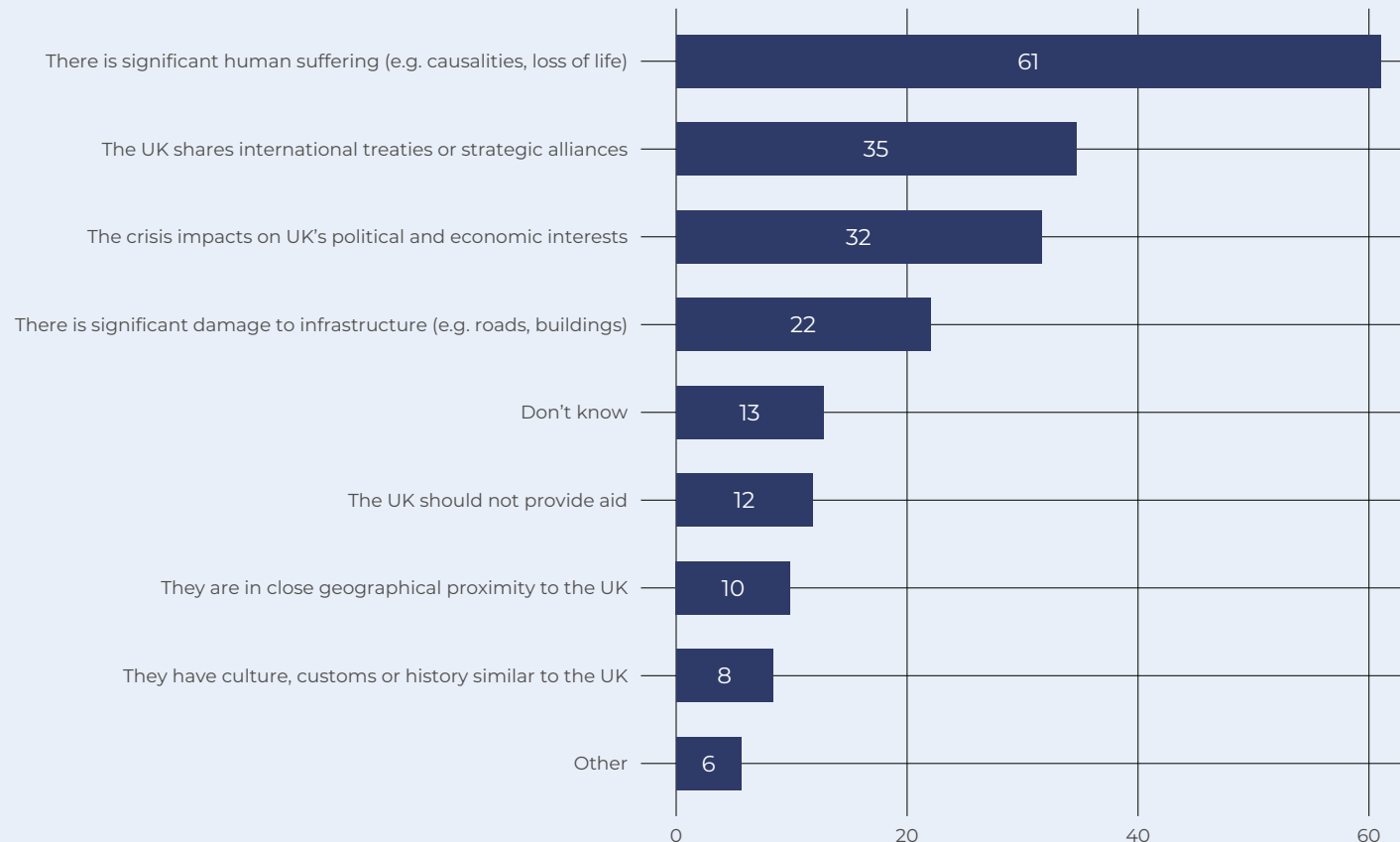
- A majority of respondents say it is (very) important that the UK government help address the humanitarian crisis in the Ukraine, with four in 10 (41%) wanting government intervention in East Africa.
- There is solid support for government action in other areas, but this sits alongside high percentages of 'Don't knows'.



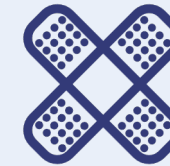
Question: How important, if at all, is it to you personally that the UK government play a role in addressing the following humanitarian crises? | Base: GB adults | Sample size n= 2,187 | Data are weighted to be nationally representative | Fieldwork by YouGov 23 June - 28 June 2022



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



Question: Thinking about humanitarian crises around the world, please choose the top three reasons why the UK government should provide aid. (Please tick up to three) The UK government should provide aid to a country or countries for humanitarian crises when ... | Base: GB adults | Sample size n= 2,187 | Data are weighted to be nationally representative | Fieldwork by YouGov 23 June - 28 June 2022



61%

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

- The UK public largely **reject cultural and historical similarity** as a reason for providing aid (8%).
- The public are primarily driven by concerns over **human suffering**, but there is measurable support for aid where crises affect **UK's 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 the UK public's preferences for funding for Ukraine? We designed 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 UK 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 UK 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**].

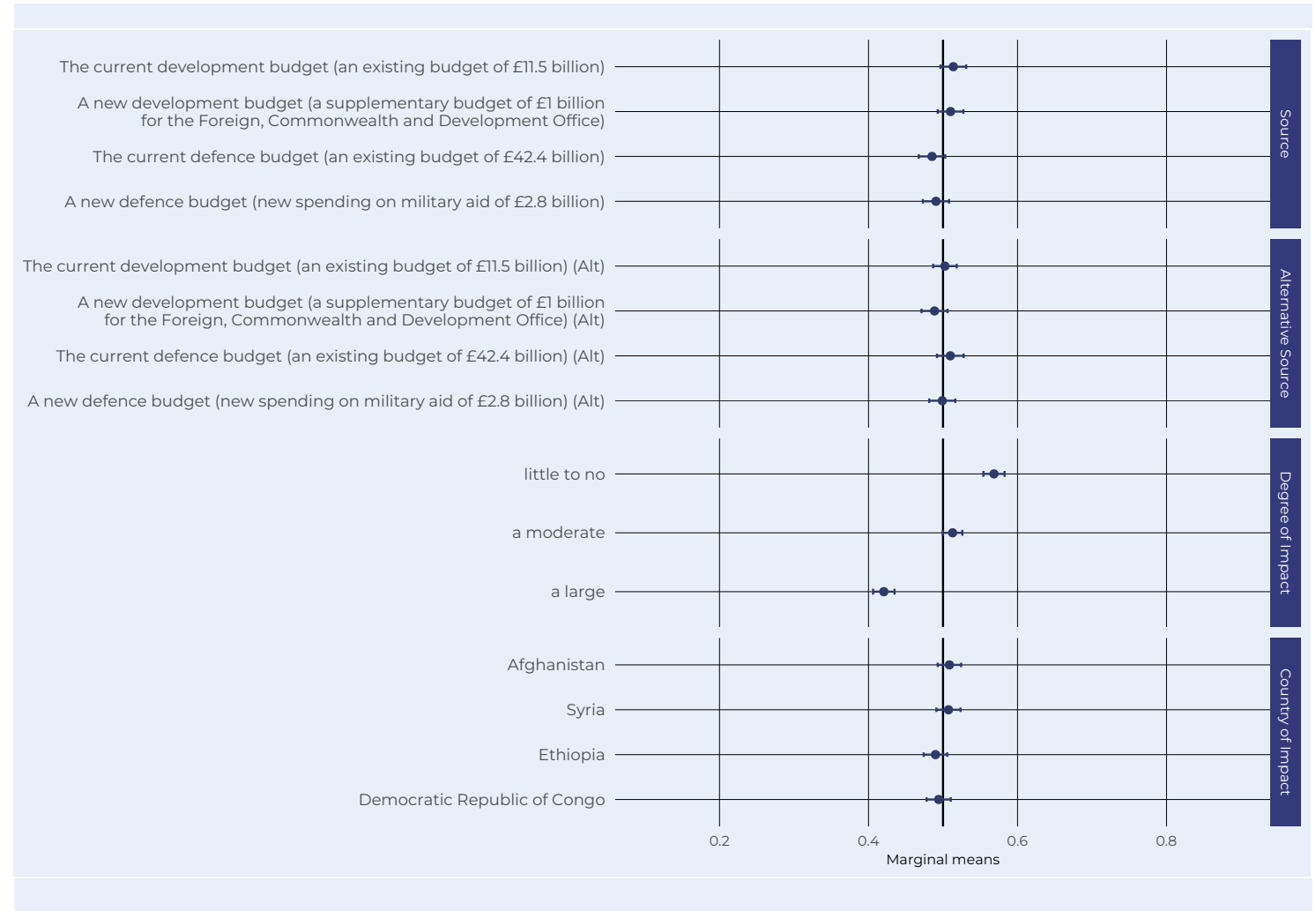
OPTIONS

Option A & Option B SOURCE OF FUNDING	Option C IMPACT ON OTHER PRIORITIES	Option D ... SUCH AS
<ul style="list-style-type: none">• the current development budget (an existing budget of £11.5 billion)• a new development budget (a supplementary budget of £1 billion euros for the Foreign, Commonwealth and Development Office)• the current defence budget (an existing budget of £42.4 billion)• new defence budget (new spending on military aid of £2.8 billion)	<ul style="list-style-type: none">• Little to no• Moderate• Large	<ul style="list-style-type: none">• Afghanistan• Syria• Ethiopia• Democratic Republic of Congo



FUNDING SCHEME EXPERIMENT

- While the direction is such that the public prefer development budgets (current & new) to fund Ukraine, as opposed to defence budgets (current & new), the effects are not significant.
- 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 defence budget for development, and the public would prefer not crowding out other priorities.



KEEPING UP WITH 0.7% EXPERIMENT

- What are the UK 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 UK government maintain the commitment to spend at least 0.7% on UK national income 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 £2,305 billion, the UK government provided 0.5% - £11.5 billion – for overseas aid to poor countries.

How important or unimportant do you think that the UK government maintain the commitment to spend at least 0.7% on overseas aid?

Treatment 2 Is + Fact

What percent of national income, currently £2,305 billion, do you think the UK government currently spends on overseas aid?

Of its national income of £2,305 billion, the UK government provided 0.5% - £11.5 billion – for overseas aid to poor countries.

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

Treatment 3 Should + Fact

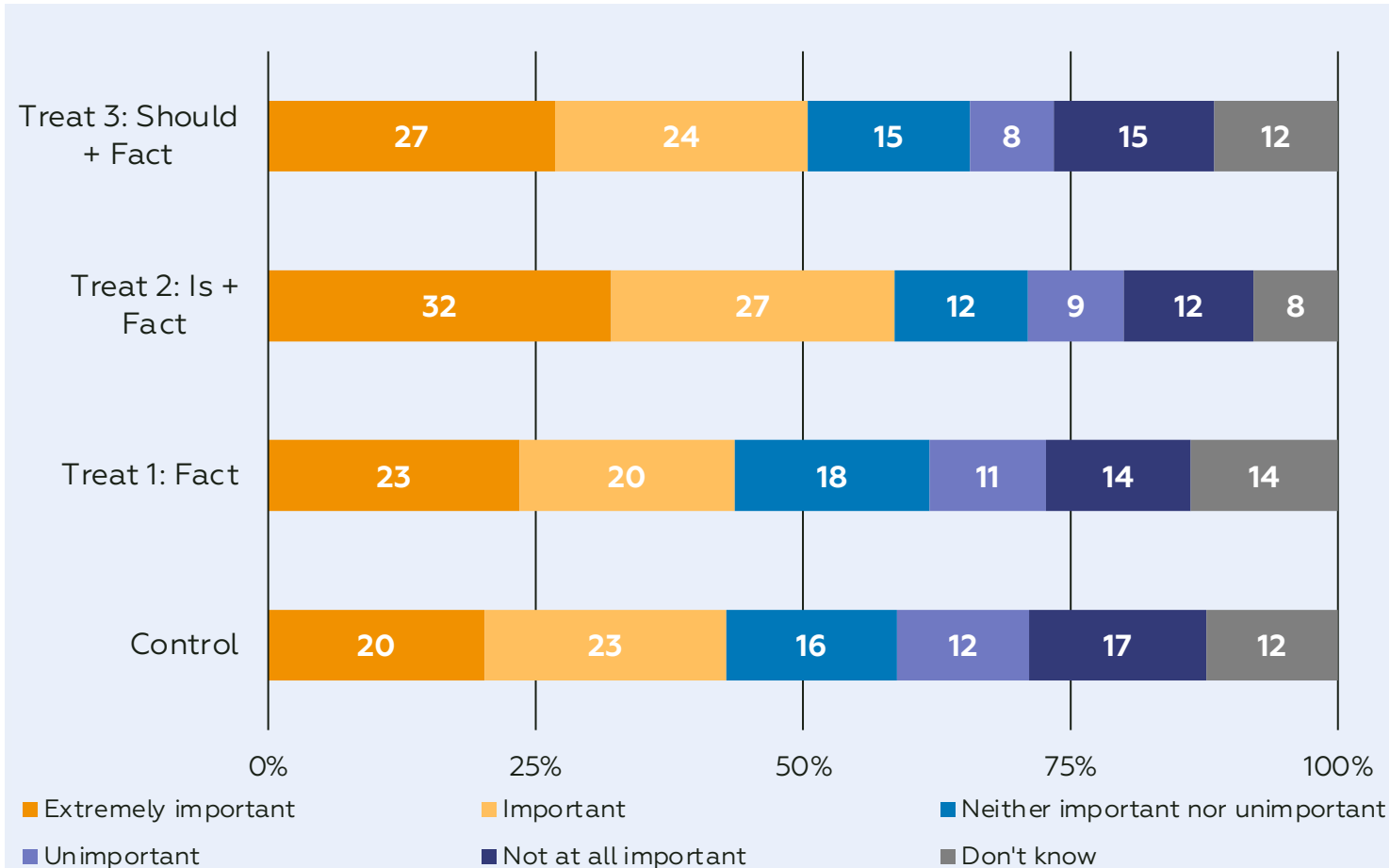
What percent of national income of £2,305 billion do you think the UK government should spend on overseas aid?

Of its national income of £2,305 billion, the UK government provided 0.5% - £11.5 billion – for overseas aid to poor countries.

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



TWO IN FIVE RESPONDENTS THINK CURRENT AID EXPENDITURE COMMITMENTS ARE IMPORTANT



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

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

Compared to 43% of respondents in the control group, 59% of respondents guessing the expenditure and getting the correct figures, and 51% of respondents telling how much they think the government should spend and then getting the correct figure think that commitments are important.

Question: Of its national income of £2,305 billion, the UK government provided 0.5% - £11.5 billion – for overseas aid to poor countries. How important or unimportant do you think that the UK government maintain the commitment to spend at least 0.7% on overseas aid?
Sample size n=2,187 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 -29 Jun 2022



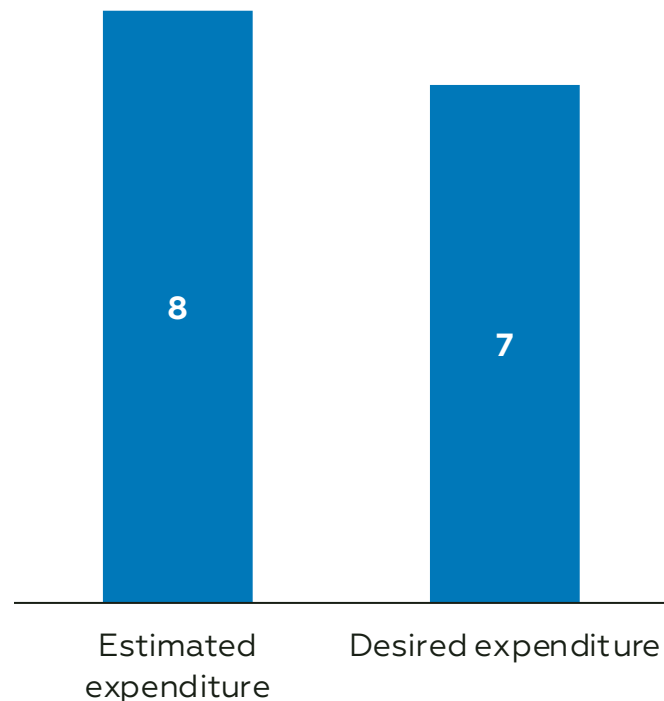
PROMPTING THOUGHTS ABOUT HOW MUCH GREAT BRITAIN (SHOULD) SPEND

BRITONS OVERESTIMATE AID EXPENDITURE LEVELS

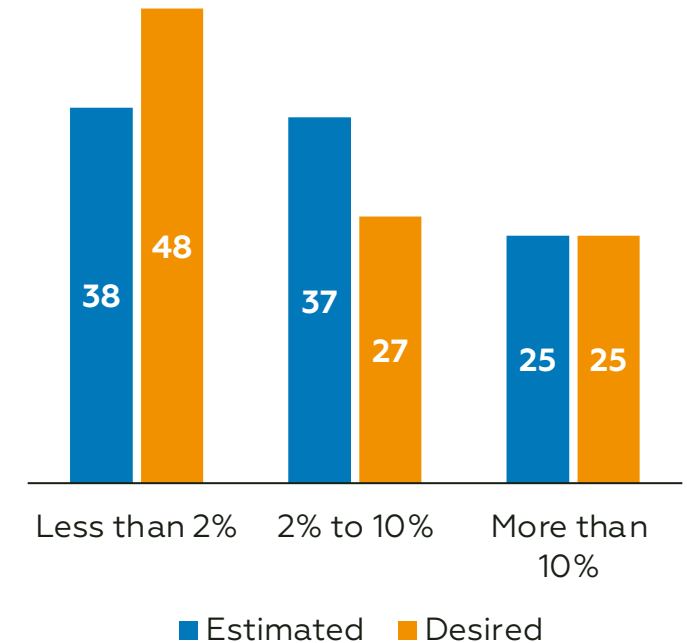
In version 2 and 3 of our treatments, before asking about the importance of the commitments we also asked respondents to tell us how much (as a percentage of the budget) they think the British government spends or should spend on aid.

The first two interesting results are that **UK 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



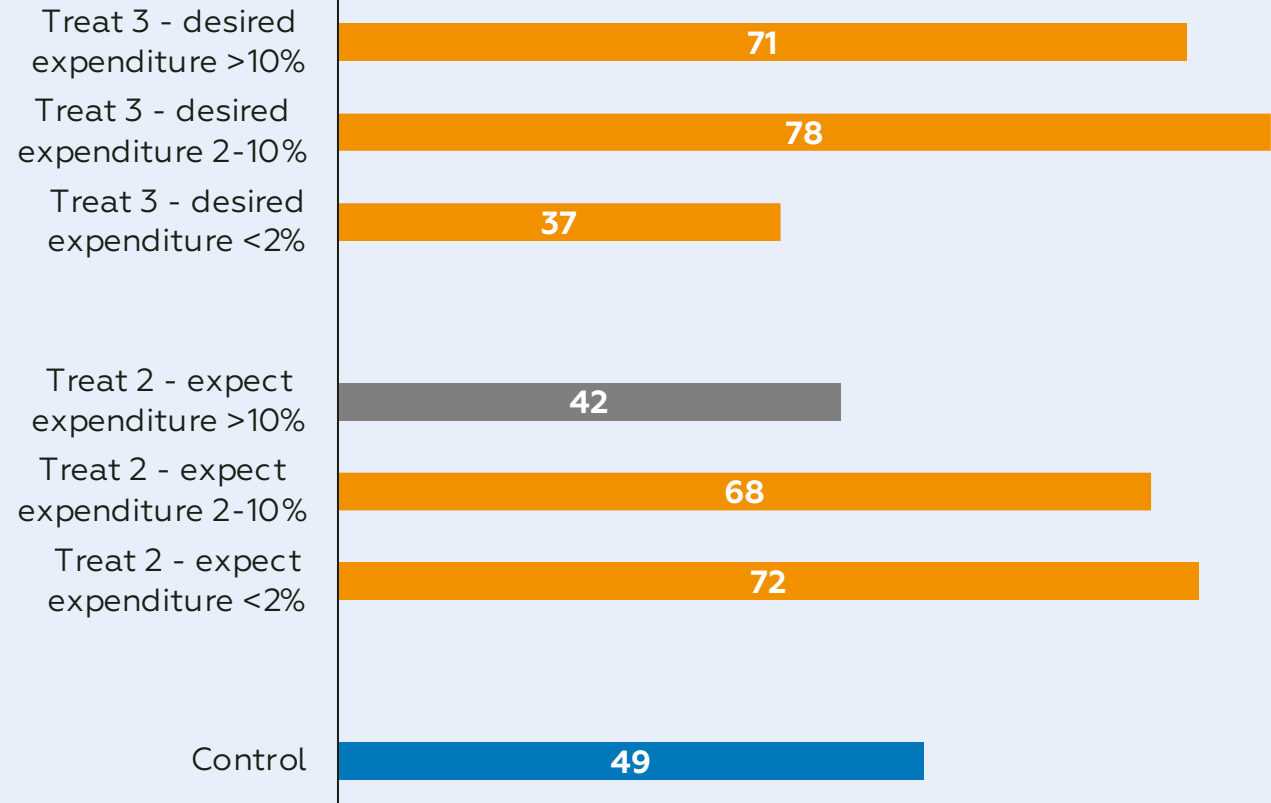
EXPECTATIONS AROUND EXPENDITURE AFFECT PUBLIC ATTITUDES TO AID EXPENDITURE COMMITMENTS

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 or high expenditure** levels (above 2%) 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. Expectations about education - will work on some groups, but not with everyone



Question: Of its national income of £2,305 billion, the UK government provided 0.5% - £11.5 billion – for overseas aid to poor countries. How important or unimportant do you think that the UK government maintain the commitment to spend at least 0.7% on overseas aid?
Sample size n=2,187 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 -29 Jun 2022




IS UKRAINE DIFFERENT?

While the outpouring of support for Ukrainian refugees is something to be celebrated, some have questioned whether this actually reveals a racist double standard versus how people react towards refugees who are not white, Christian, and so forth.

We set out to test whether this was true or not. Are there any differences in how British citizens react when asked whether we should let refugees come and stay in the UK if they are from Ukraine, Afghanistan, or no country is mentioned (control)?

THE CONVERSATION
Academic rigour, journalistic flair

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Ukraine: survey shows British people, and especially Tory voters, feel very differently about some refugees than others


Published: July 4, 2022 2.05pm BST

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As of late May, in the three months since Russia invaded Ukraine, 6.8 million refugees had fled the war into other countries. The majority, some 3.6 million people, headed to Poland, while another million went to Romania. European Union nations and others began offering visa waivers and other schemes to help Ukrainians. The UK, for example, is currently home to about 60,000 refugees from Ukraine.

Further east of Europe, the people of Afghanistan are experiencing conflict which has lasted for over 40 years. More than 2.6 million Afghan refugees are registered with the UN's refugee agency alone, with an increasing number of people fleeing the country in the wake of the Taliban takeover.

Do people think that refugees from one of these two countries deserve more help than the other? Are people's views mirroring the racist double standards that

Authors

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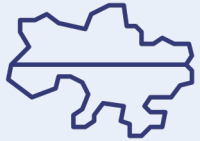
Disclosure statement

Paolo Morini receives funding from the Bill and Melinda Gates Foundation.

David Hudson receives funding from the Bill and Melinda Gates Foundation.

Partners

DEPENDS ABOUT WHO YOU ASK: ATTITUDES TOWARDS REFUGEE VARY BY COUNTRY OF ORIGIN

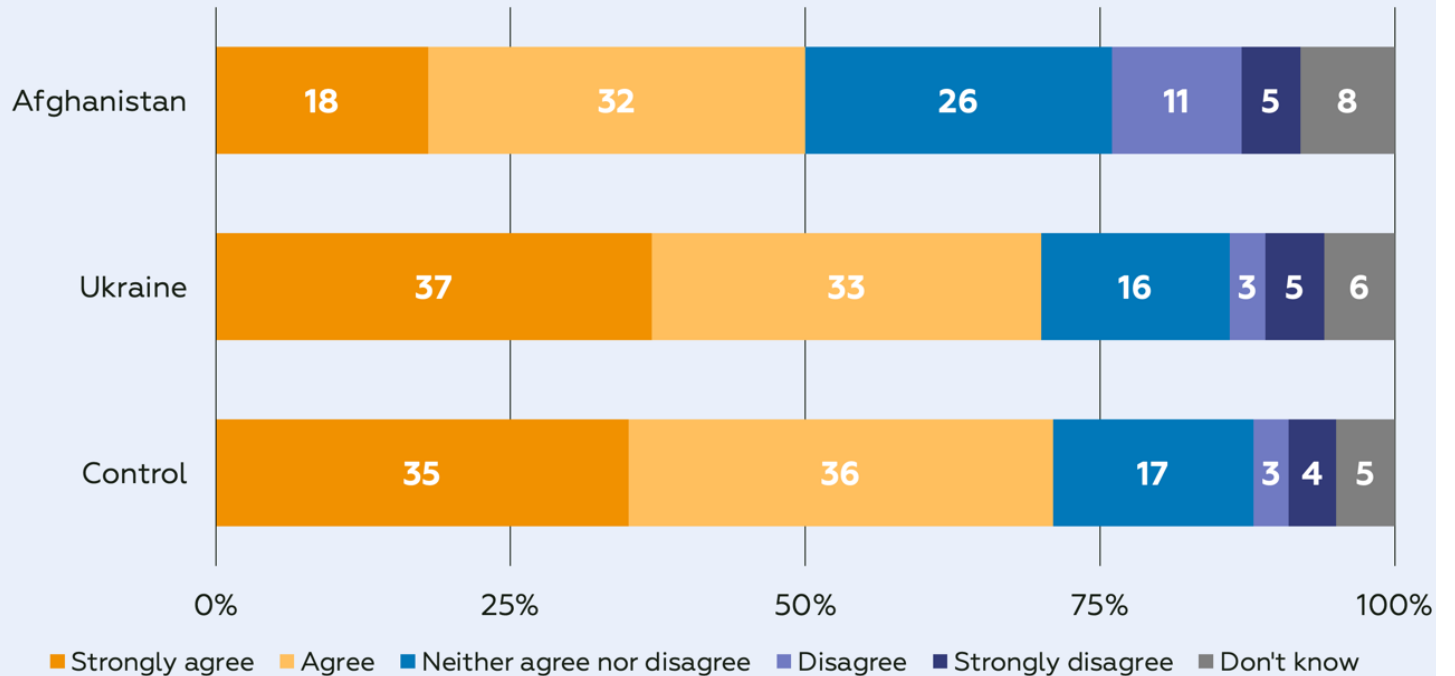


70%

think we should let refugees fleeing war in Ukraine come and stay in the UK

"The gap between support for helping refugees from Ukraine and Afghanistan is at its largest for those respondents who voted Conservative at the last general election. Of all Conservative voters, 67% thought we should let refugees come and stay in the UK, compared with 65% when we used the Ukraine frame, and only 36% with the Afghanistan frame"

[More on The Conversation!](#)



Question: We should let refugees fleeing conflict afflicted areas (such as Ukraine/Afghanistan) come and stay in the UK

Sample size n=1,690 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 12-14 March 2022

WHY ARE YOU / OTHER PEOPLE IN THE UK INTERESTED IN THE WAR IN UKRAINE?

Split sample choice experiment

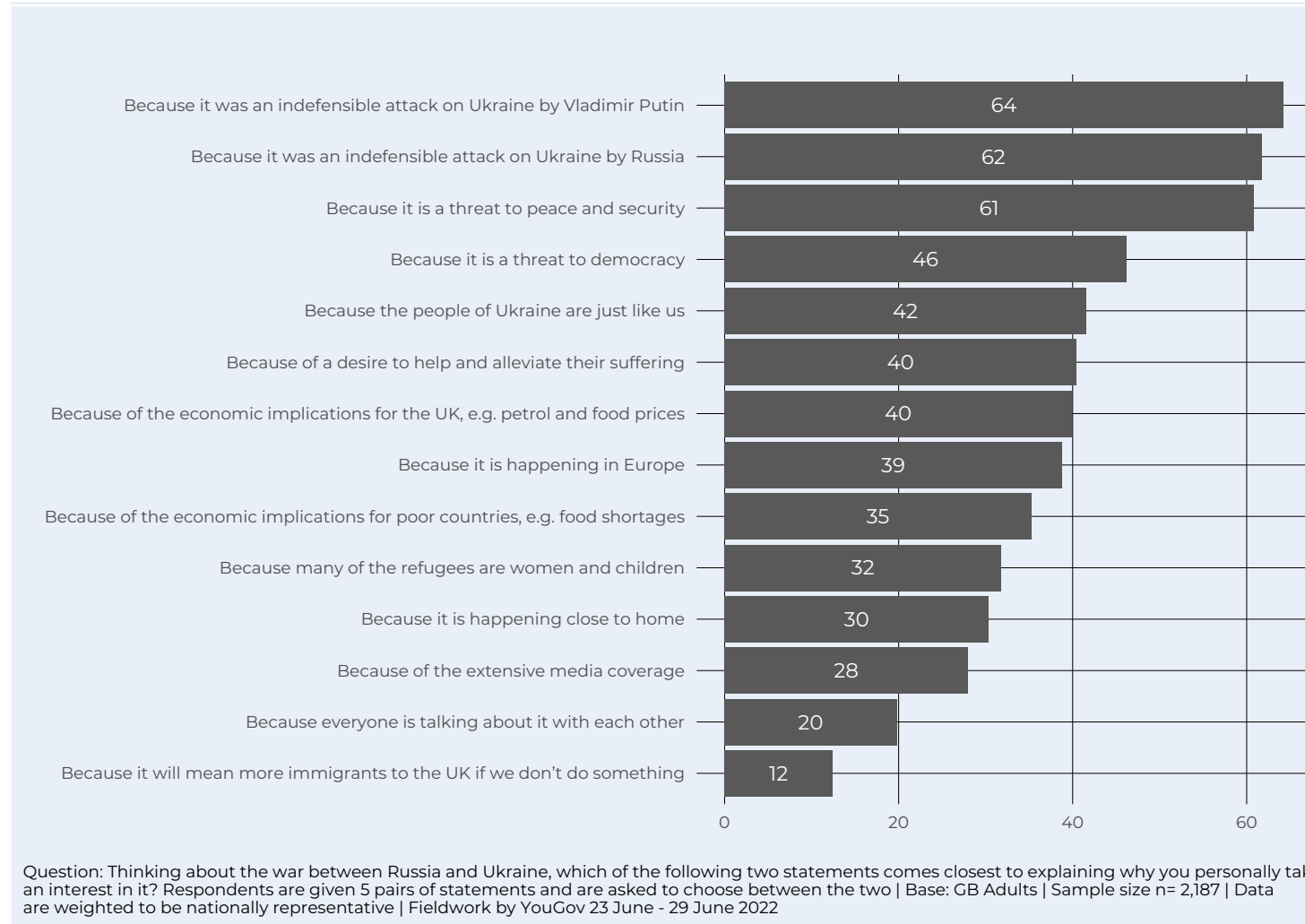
Group 1: Thinking about the war between Russia and Ukraine, which of the following two statements comes closest to explaining why **you personally / you think other people in the UK** take an interest in it?

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 the UK** 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 UK 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 UK, 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 21.3% of the time)
- (If group 2) Other people in the UK do not take an interest in it (selected 10.3% of the time)

WHAT EXPLAINS INTEREST IN UKRAINIAN CRISIS



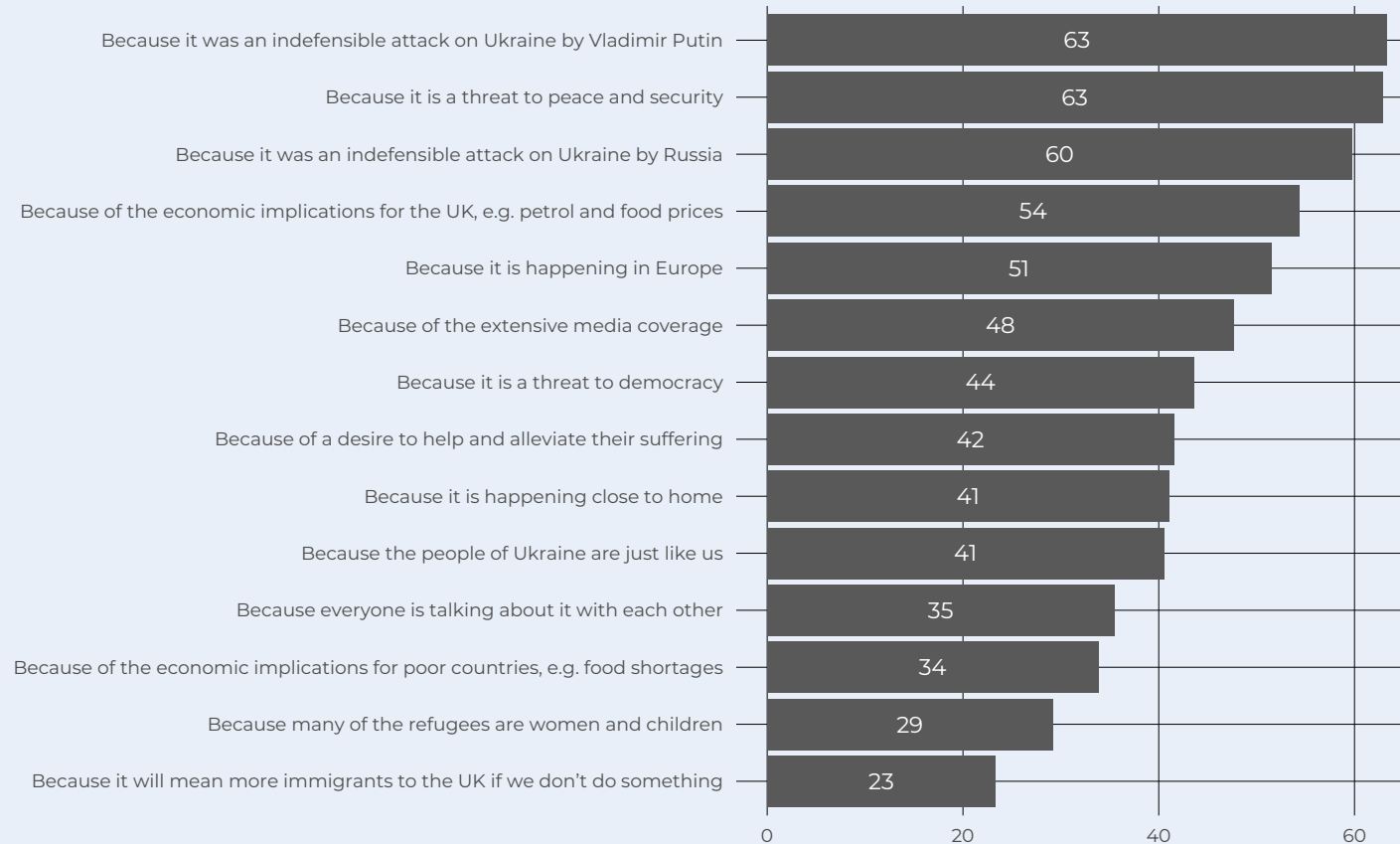
Firstly, we asked half of the sample: why do you personally take an interest in the war between Russia and Ukraine.

The majority of the UK public explain their own interest in the Ukrainian invasion because it was an indefensible attack on Ukraine by Putin (64%).

The statements about it being an indefensible attack on Ukraine by Russia (62%) and it being a threat to peace and security (61%) also received a lot of agreement.

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 (21%).

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 the UK 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 **it was an indefensible attack on Ukraine by Putin** (64% vs 63%).

Second, people felt that economic implications for the UK (petrol, food prices) were one of the main reasons others in the UK were interested (54%), whereas when asked personally, only 40% chose it as one of the reasons they were interested.

Third, people felt that other people in the UK were interested in the crisis because it was happening in Europe, at 51%, as opposed to only 39% when asked personally.

All other items were chosen less than 50% of the time. And 10% 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 the UK take an interest in it? Respondents are given 5 pairs of statements and are asked to choose between the two | Base: GB Adults | Sample size n= 2,187 | Data are weighted to be nationally representative | Fieldwork by YouGov 23 June - 29 June 2022



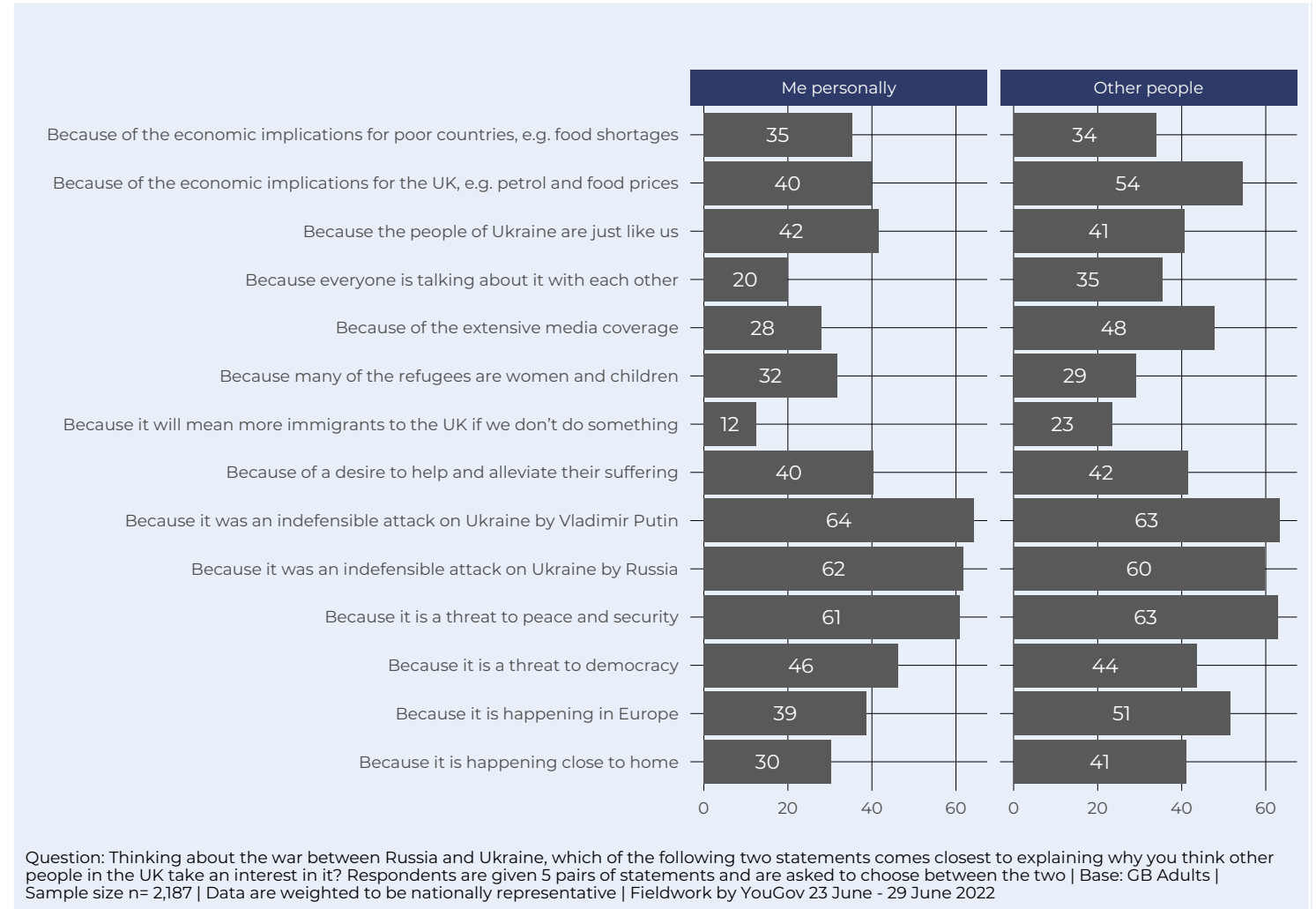
COMPARING PERSONAL AND ASCRIBED INTEREST

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 42% of respondents personally agreed with this versus 41% when asked about other people’s interest. We were expecting this to be more attributed than owned.

The other significant differences are:

- Media coverage +20pp
- Talking about it with each other +15pp
- Economic implications for the UK +14pp
- Because it’s happening Europe +12pp
 - Closer to home +11pp
- More immigrants to the UK if we don’t do something +11pp



LIST EXPERIMENT

Control

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

- The NHS 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.

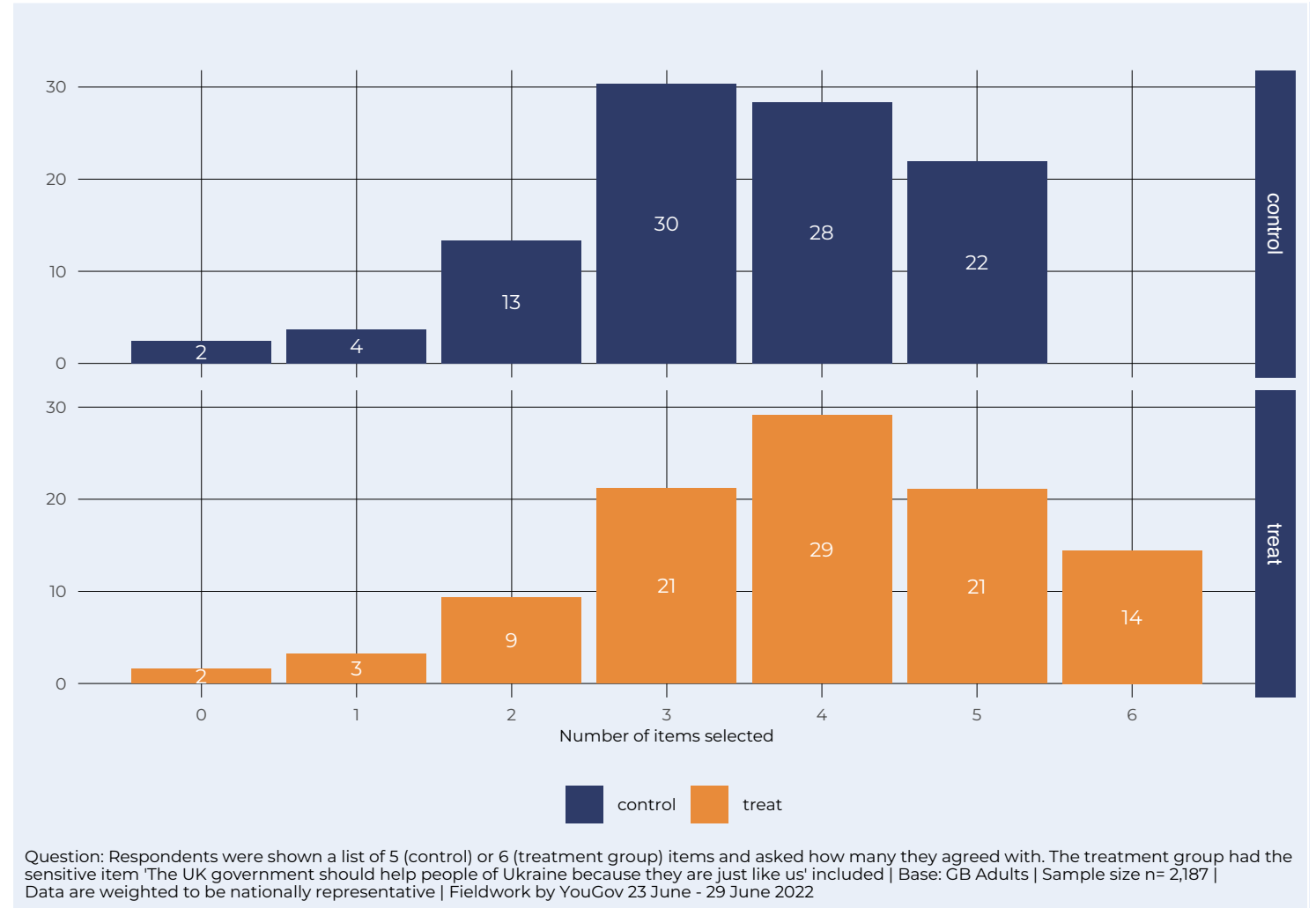
- The NHS was heroic in response to the Coronavirus/COVID-19 pandemic
- Local newspapers are good for local communities
- Professional athletes make a lot of money
- Cancel culture has gone too far
- Politicians have lost touch with everyday people
- The UK government should help people of Ukraine because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

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

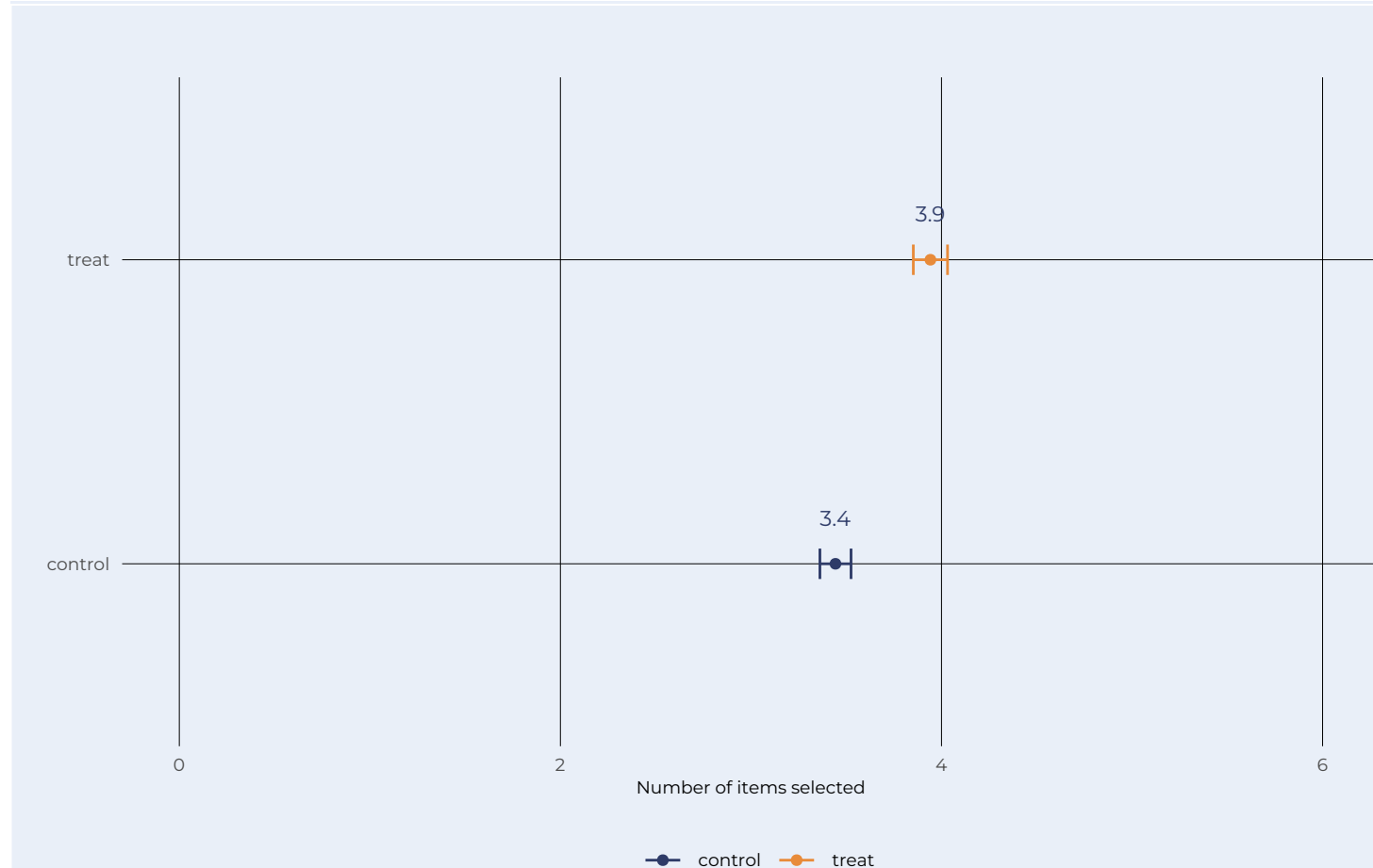
LIST EXPERIMENT

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 UK 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 UK government should help people of Ukraine because they are just like us'

When we compare respondents' answers when asked directly (42%) agreement with their responses in the list experiment (revealed agreement of 76%) we can see that **there is considerable underreporting of 'just like us'** which we assume is driven by social desirability bias.

Using covariates in the analysis reveals that men (+11%) are more likely to select the sensitive item, as are people who identify as being white (+10%) and Leave voters (+4%). Whereas those with a university degree are less likely to agree (-5%) and age doesn't make a significant difference after controlling for these other variables.

Question: Respondents were shown a list of 5 (control) or 6 (treatment group) items and asked how many they agreed with. The treatment group had the sensitive item 'The UK government should help people of Ukraine because they are just like us' included | Base: GB Adults | Sample size n= 2,187 | Data are weighted to be nationally representative | Fieldwork by YouGov 23 June - 29 June 2022



DOES COST OF LIVING AFFECT UKRAINE APPEALS?



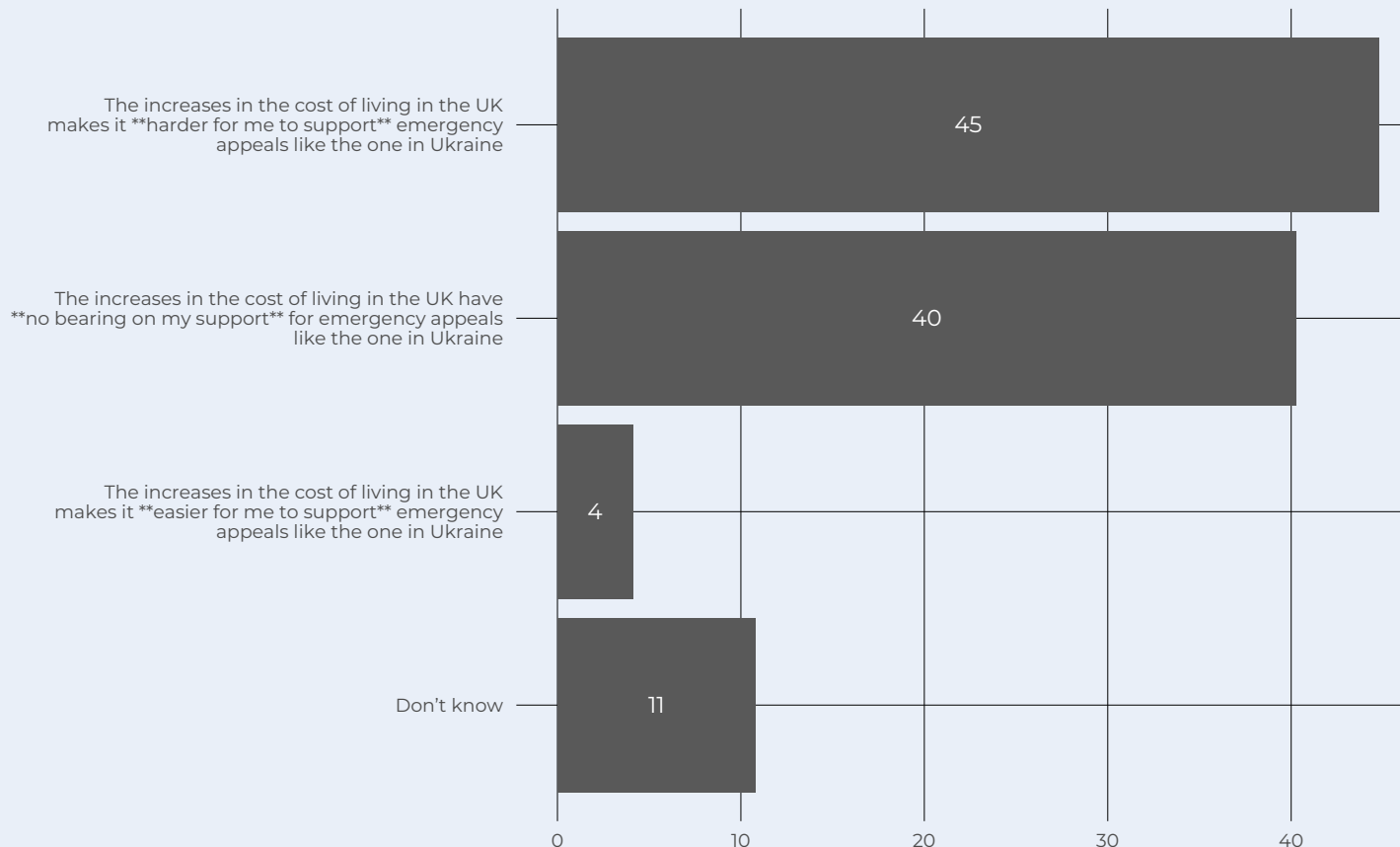
45%

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

A quarter of UK 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 4% 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 **45% say that domestic financial squeezes make it harder to support those in Ukraine.**



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 the UK take an interest in it? Respondents are given 5 pairs of statements and are asked to choose between the two | Base: GB Adults | Sample size n= 2,187 | Data are weighted to be nationally representative | Fieldwork by YouGov 23 June - 29 June 2022



DO PEOPLE SEE THE CONNECTIONS?



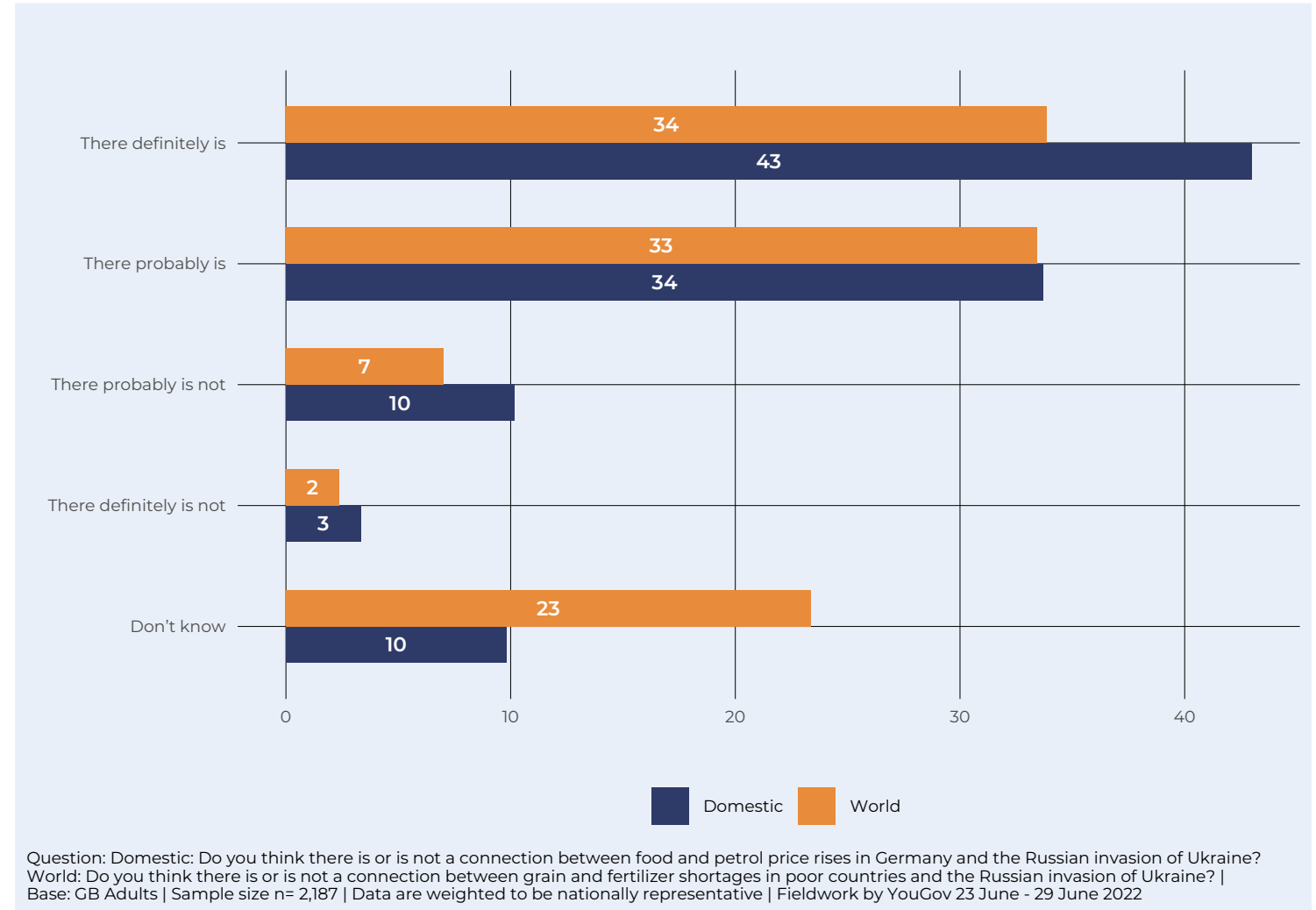
67%

of UK citizens see how conflict creates grain and fertilizer shortages in poor countries

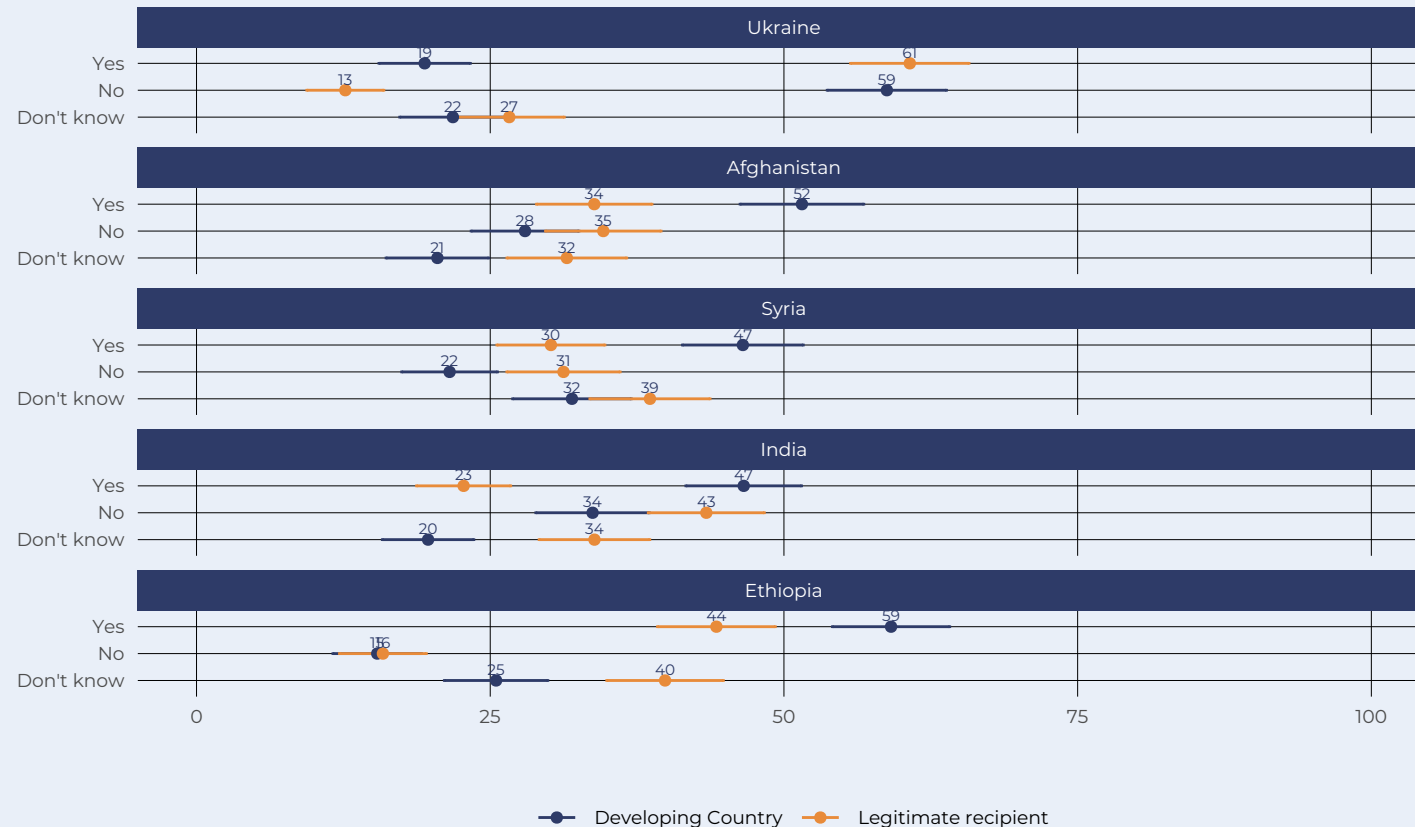
UK citizens **do** see the connections between the conflict in Ukraine and the negative externalities in the UK and the world more generally.

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.

And nearly a quarter (23%) of respondents say that they don't know – which is a lot higher than the proportion of respondents saying that they don't think that there is a connection. So an opportunity to is there to make that connection.



IS UKRAINE A DEVELOPING COUNTRY?



Not really. Only 19% of UK respondents agree that Ukraine is a developing country. **However, Ukraine is seen as the most legitimate recipient of UK aid (61% of respondents) from the five countries we showed recipients.**

Ethiopia is the most likely to be seen as a developing country (59%) and just below half of all respondents (44%) believe that it is a legitimate recipient of UK aid, making it the second most legitimate recipient of UK aid (from the five shown).

Overall there are large proportions of respondents that say that they don't know whether a country is a legitimate recipient of UK 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: GB Adults | Sample size n= 2,187 | Data are weighted to be nationally representative | Fieldwork by YouGov 23 June - 29 June 2022



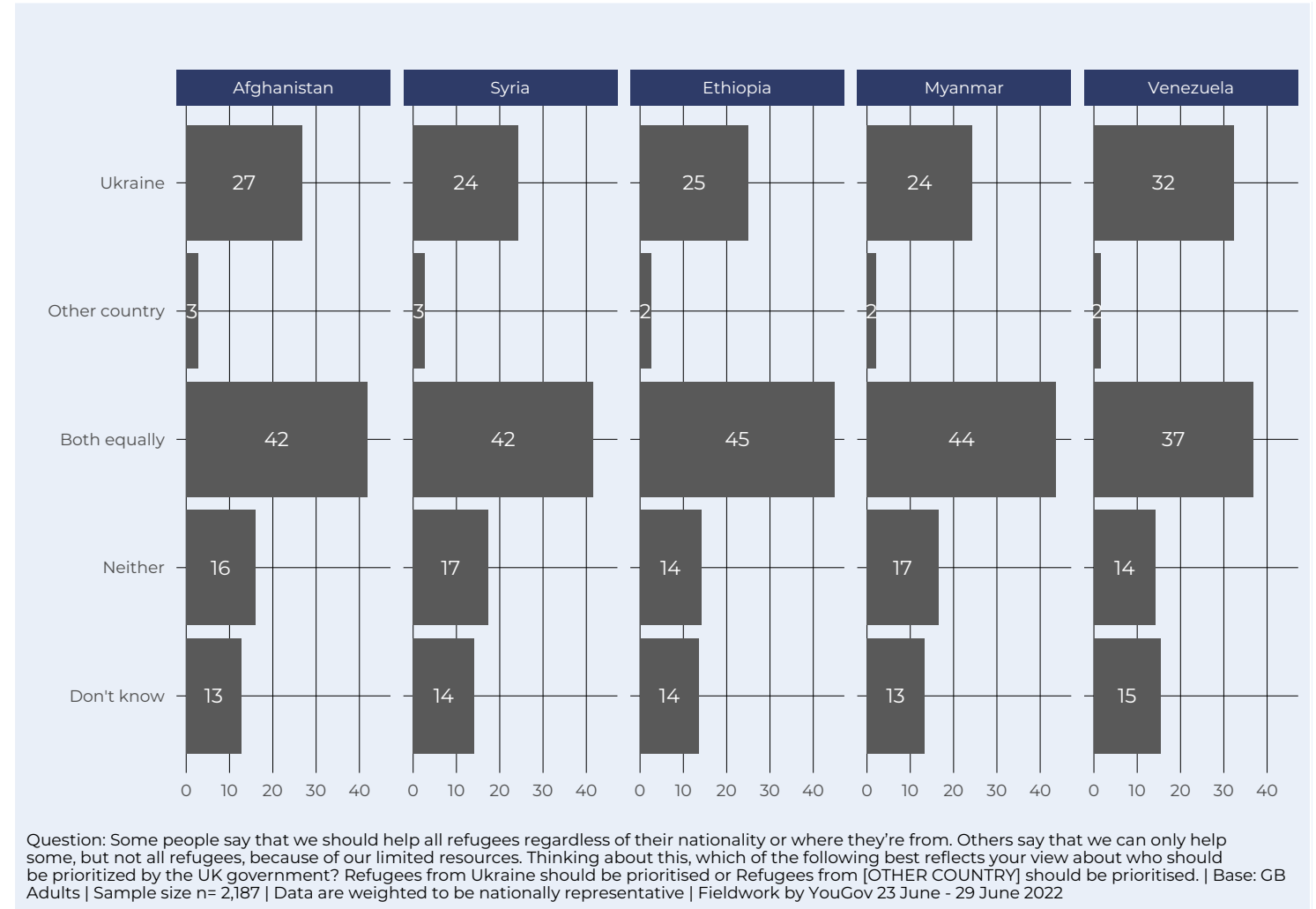
WHICH REFUGEES SHOULD BE PRIORITISED?

The sample was split five ways and asked whether Ukrainian refugees or refugees from Afghanistan, Syria, Ethiopia, or Venezuela should be prioritised. The logic behind the question was to see whether there are boundaries or limits to respondents sense of duty.

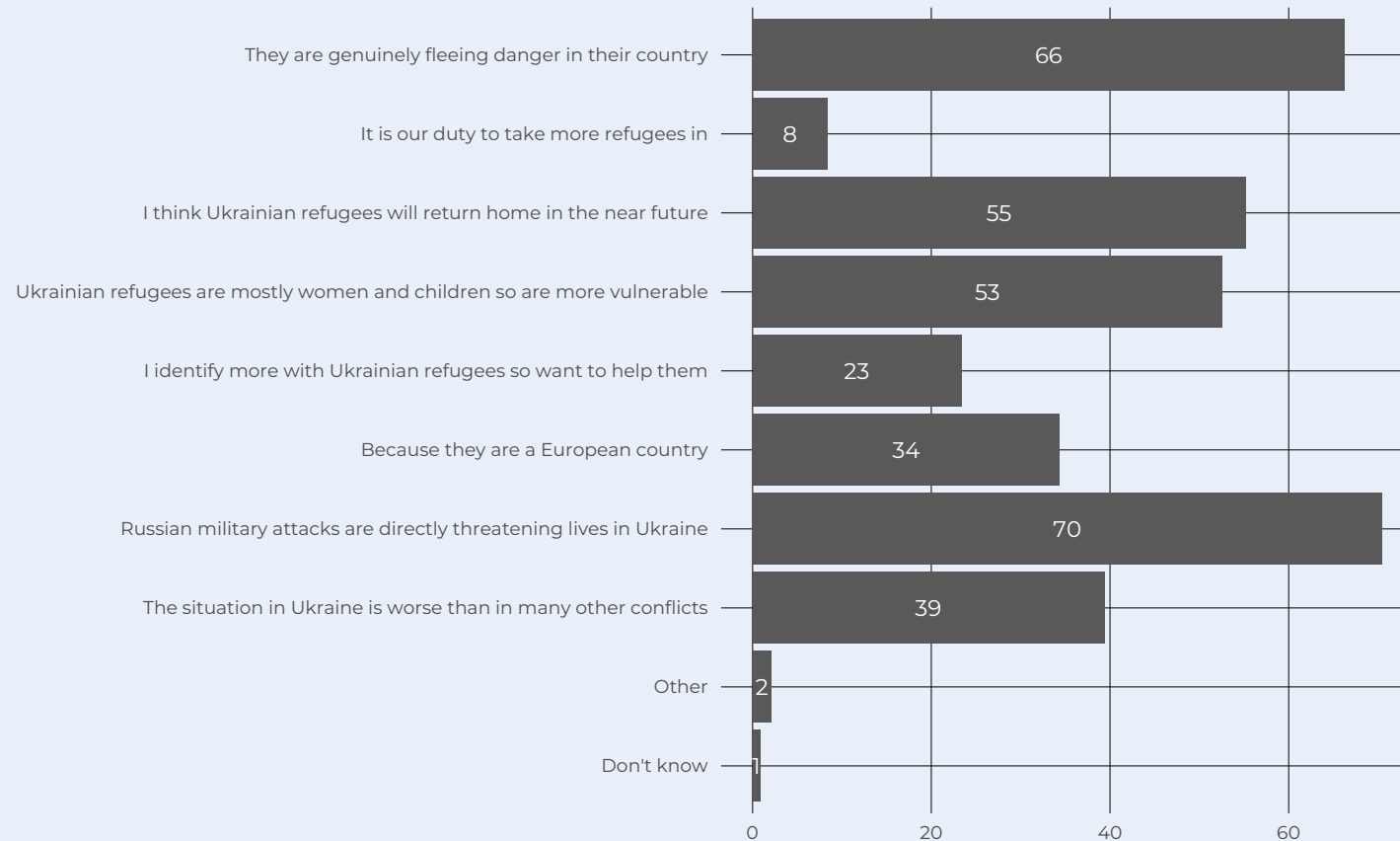
There are really consistent patterns when respondents are asked whether refugees from Ukraine or another (randomly shown) country should be prioritised.

Around a quarter to a third of respondents said that Ukrainian refugees should be prioritised. But the modal response was always both equally. This suggests that UK citizens are more likely to see refugees as deserving of help regardless of their country of origin.

Although proximity and salience do seem to tip the balance a little bit – i.e. Afghani refugees are seen as more deserving than Venezuelan ones.



... AND, IF UKRAINIANS, WHY?



Question: You responded that refugees from Ukraine should be prioritised. Why are you more supportive of prioritising them over refugees from other countries? | Sample size n=2,187 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 -29 Jun 2022



70%

prioritised refugees from Ukraine because of the direct threat of Russian military attacks on Ukrainians

We asked a follow-up question to those who said prioritise Afghani refugees to understand their thinking a bit better. They could select as many reasons as they thought were applicable.

Seven in ten opted to say that it was because of the direct threat on Ukrainian lives. And 66% said it was because of the clear and present danger facing them. The third most common answer was that 55% said that it was because they thought that Ukrainian refugees would return home in the near future.



KEY INSIGHTS ON UKRAINE

1

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

2

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

3

UK citizens report that they are focused on Ukraine because it was an **indefensible attack** on Ukraine by Putin

4

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

5

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

6

The public recognise all refugees deserve help, but the **clear and present danger in Ukraine** is better understood than in other parts of the world



DISCUSSION QUESTIONS

- Is Ukraine a blip, both in terms of fundraising and engagement with the issue?
- What are the lessons we can learn from Ukraine?
- How do we expand or connect this enthusiasm with broader development challenges going forward?

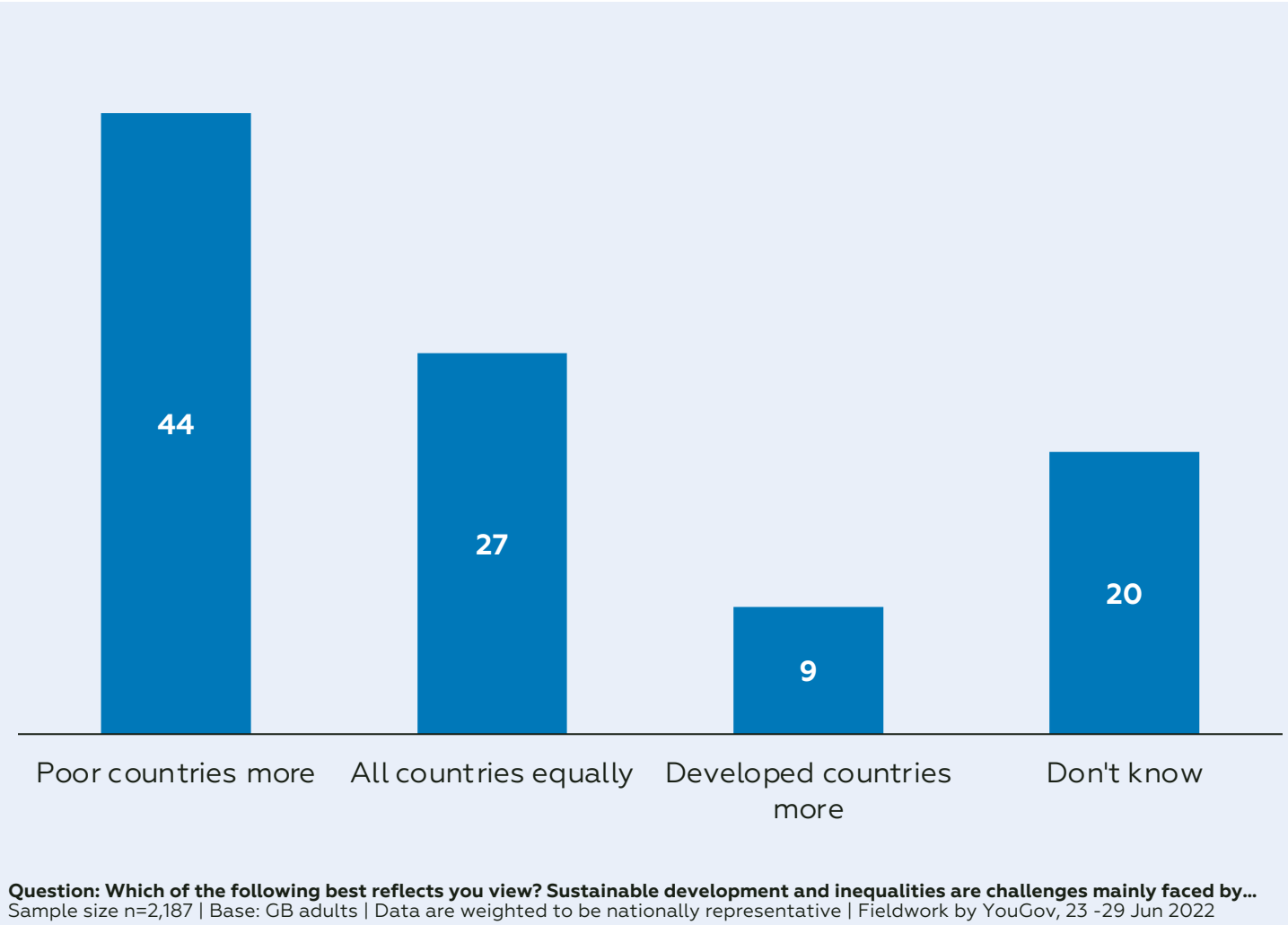
An aerial, high-angle photograph of a large crowd of people participating in a Pride parade. A massive rainbow-striped flag is being held up by the crowd, flowing across the street. The scene is captured in a blue-tinted, monochromatic style. The text 'OLD AID / NEW AID: VIEWS FROM THE GB PUBLIC' is overlaid in white, bold, sans-serif capital letters on the left side of the image.

OLD AID / NEW AID: VIEWS FROM THE GB PUBLIC

A dark blue background featuring a collection of abstract geometric shapes in various colors including orange, white, blue, green, and black. The shapes include a large orange square, several circles, triangles, and rectangles of different sizes and orientations, scattered across the right side of the image.

Current perspectives on
overseas aid & how we
talk about “poor
countries” and aid

THE BRITISH PUBLIC SAY SUSTAINABLE DEVELOPMENT AND INEQUALITIES ARE CHALLENGES MAINLY FACED BY POOR COUNTRIES MORE



When people think of sustainable development and inequalities worldwide, they think first and foremost of these as issues faced by poor countries, with 44% of respondents picking this option.

Far fewer respondents (27%) think these are issues for all countries equally and only 9% think they are mainly issues for developed countries.

There is a high degree of uncertainty among respondents, with one in five saying they 'Don't know'.

There is a challenge in overcoming the view sustainable development and inequalities are issues affecting poor countries.

VIEWS ON FOREIGN AID SYSTEM

Do you think the current foreign aid system works...

Very well **1%**

Fairly well **20%**

Fairly badly **27%**

Very badly **14%**

Don't know **40%**



Question: How well or badly do you think the current foreign aid system works?

Sample size n=2,187 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 -29 Jun 2022



AID AS A TRANSFER OF MONEY FROM RICHER TO POORER COUNTRIES

The most important thing about aid is...

Cooperation and investment between countries **33%**

Charity and duty **7%**

Both equally **35%**

Neither **7%**

Don't know **18%**

Question: Thinking about foreign aid & the transfer of money from richer countries to poorer countries, which of these do you think is more important?

Sample size n=2,187 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 -29 Jun 2022

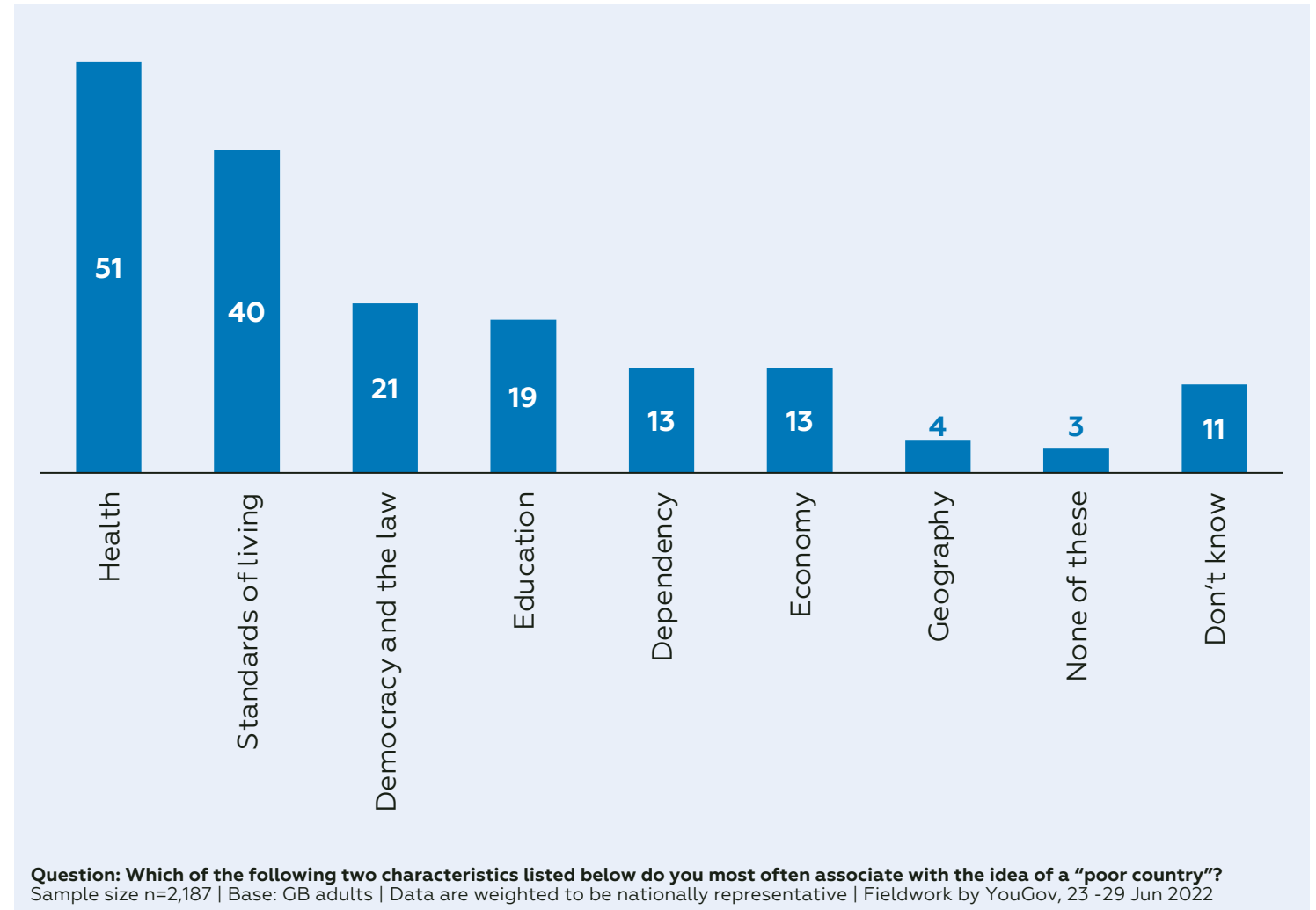
PEOPLE MOST OFTEN ASSOCIATE ISSUES RELATED WITH HEALTH AND STANDARDS OF LIVING WITH THE IDEA OF A POOR COUNTRY

From the list of options, we wanted to know which characteristics people associated with "poor countries".

At the top are health and standards of living-related, selected by 51% and 40% of respondents respectively. British respondents see people in poor countries having limited access to healthcare and low levels of income, lower living standards and shorter life expectancies.

In the middle group are challenges related to democracy and the law, education, dependency and the economy (from 21% to 13%).

Just 4% of respondents associate or think of poverty as having a specific geography.



DESIGNING THE LANGUAGE EXPERIMENTS

TWO AREAS TO INVESTIGATE PUBLIC PREFERENCES ABOUT LANGUAGE

We focused on two distinct areas to study the public's views about the language we can use to talk about overseas aid, low-income countries, and the UK ministry in charge of these policies and issues.

First, we collected nine labels that people can (and do) use to refer to aid recipient countries, from the traditional "developing countries" to more neutral "low-income countries."

We then collected eleven names to designate international aid.

CHOICE MECHANISM

Each respondent makes six choices between two options.

Three choices are about country names, and a further three are for international aid names.

We randomly pick the options that make up the choice and respondents can't skip or say they don't know. The question says "pick the best option even if neither is perfect."

Each name in each of the three choice areas appeared about 9-10% of the times for all respondents.

INTERPRETATION

If respondents are totally indifferent between option A and option B, they would pick one at random (50/50 chance).

If respondents like one option more, this will be more likely to be picked, changing the overall odds of an option being chosen in our analysis. If the chances increase significantly from the 50% indifference point, we think of that option as significantly more or less likely to be chosen.

In our graphs, we only report the difference between the frequency with which an option is chosen and the 50% indifference mark. For example: "Low-income countries" were chosen 15% more often than other options, or 65% of times in all choices.



HOW DO WE REFER TO COUNTRIES WITH HIGH LEVELS OF POVERTY?

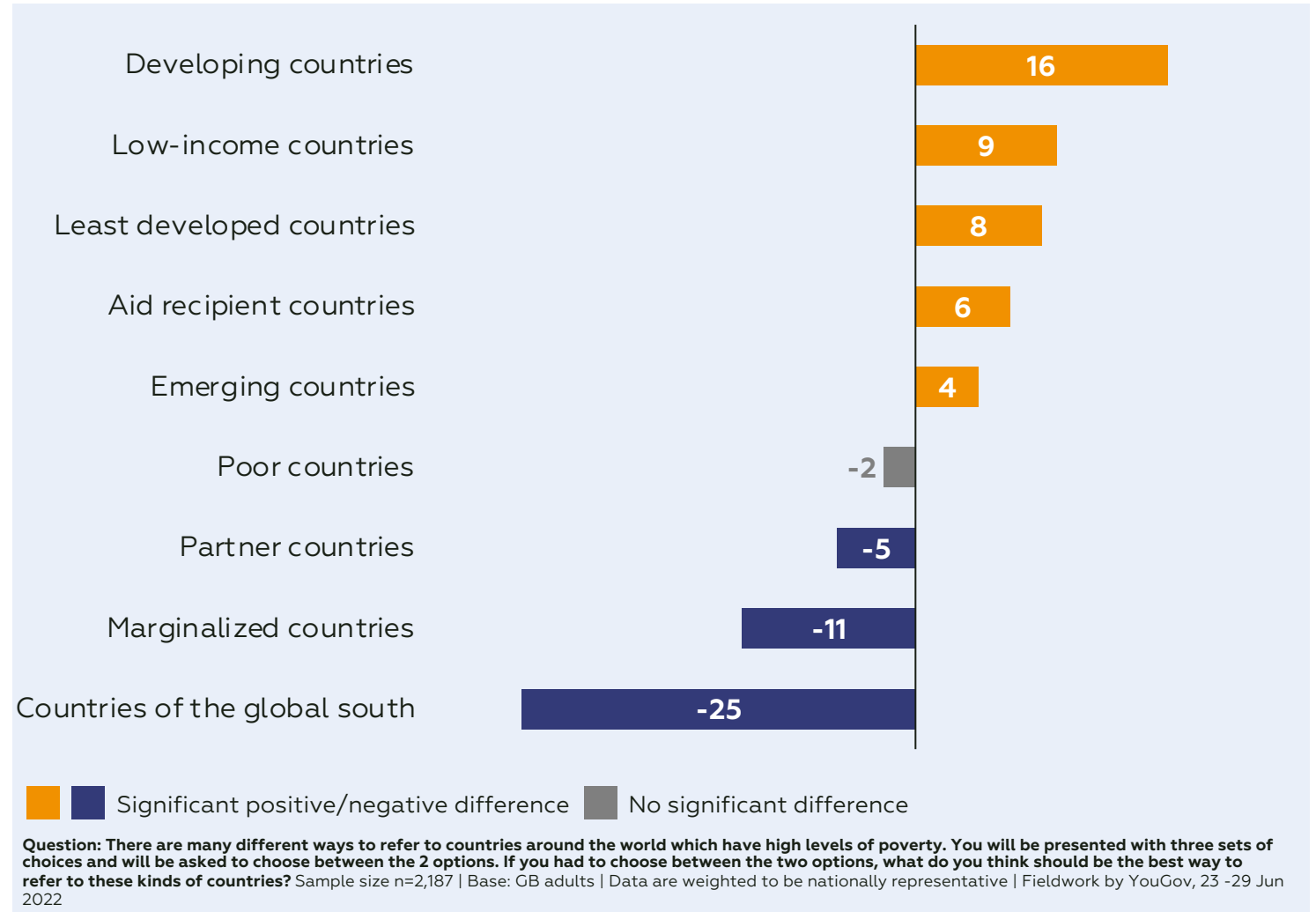


16%

say "developing countries" is the right way to refer to countries with high levels of poverty

The British public chose developing countries (16%), followed by low-income countries (9%) and least developed countries (8%) as the best way to refer to countries with high levels of poverty. 6% chose aid recipient countries and 4% chose emerging countries.

The public rejected partner countries (-5%), marginalized countries (-11%) and countries of the global south (-25%) as best ways to refer to these countries.



HOW DO WE REFER TO OFFICIAL DEVELOPMENT ASSISTANCE?



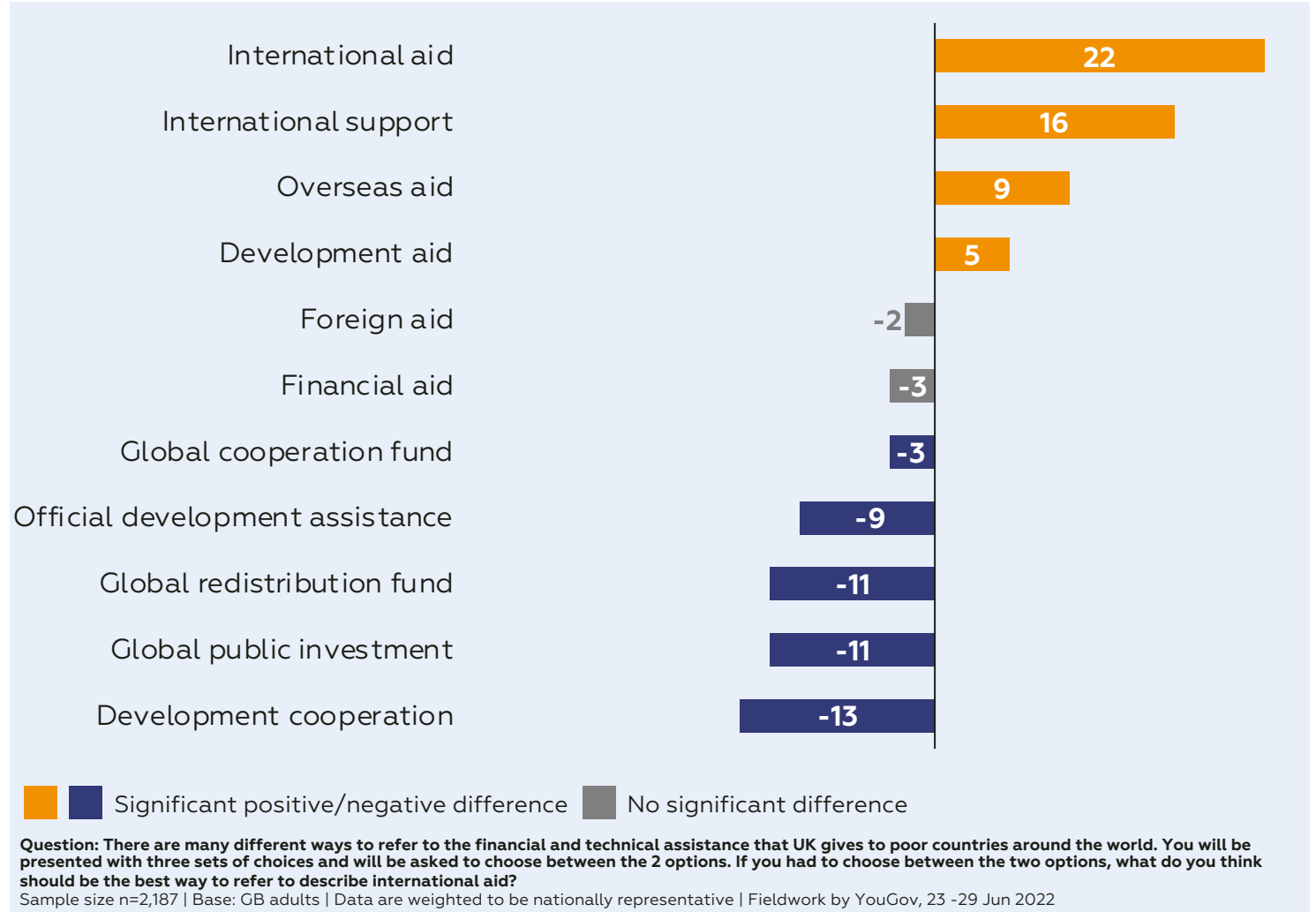
22%

think international aid is the best way to refer to financial support & technical assistance given around the world

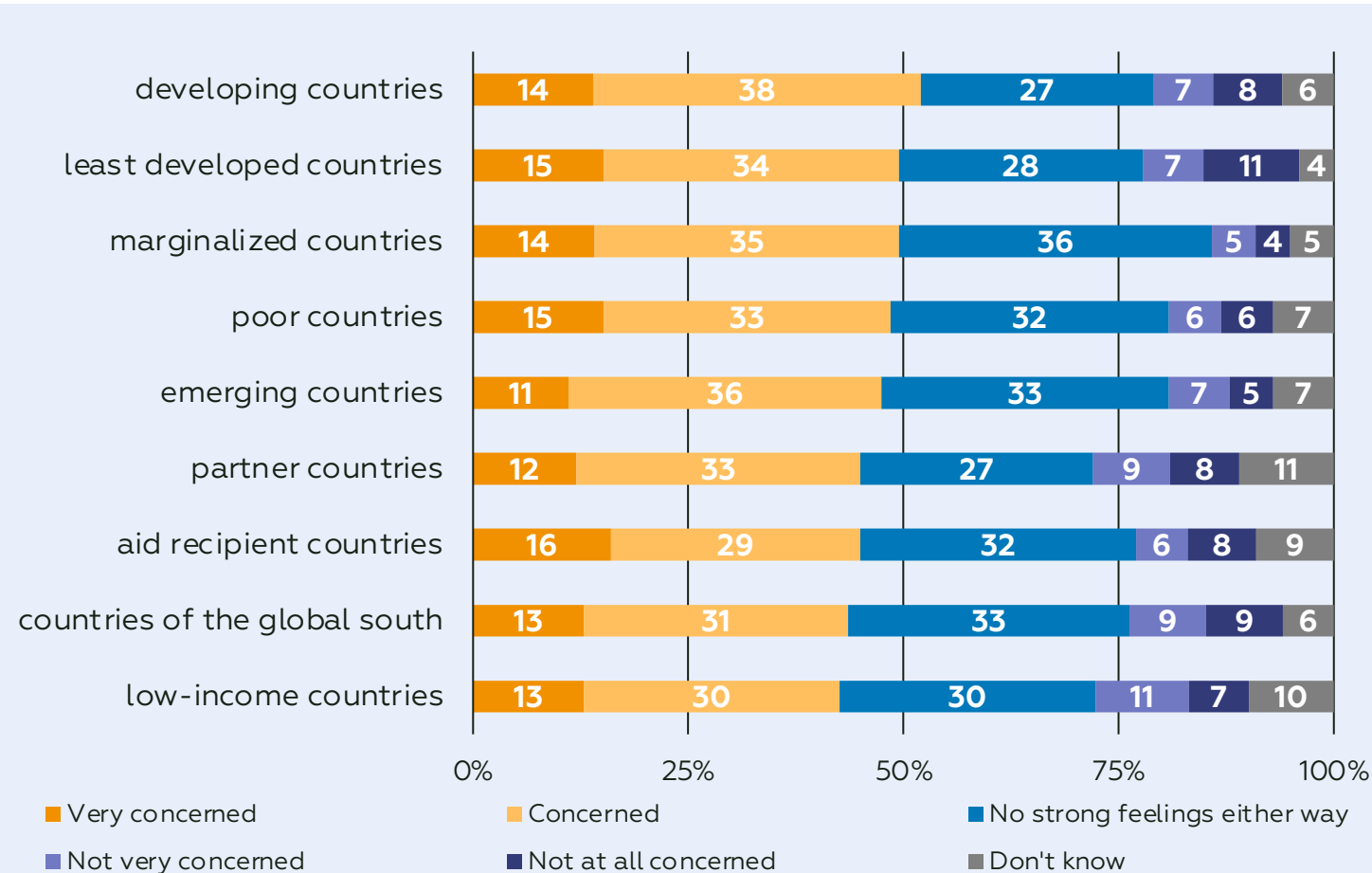
Connoting aid as “international” increases the chance of an option being chosen, from a 22% increase for **international aid** to a 16% increase for **international support**.

More standard phrases currently used are also well received (overseas aid, development aid) or leave people neutral (foreign/financial aid).

The road is uphill however for development cooperation (13% less likely to be chosen), or global public investment (11% less likely to be chosen).



CONCERN FOR GLOBAL POVERTY VARIES WITH LANGUAGE, BUT THE DIFFERENCES ARE SMALL



We regularly track public concern for levels of poverty in poor countries, but what if we referred to these countries in different ways? Our evidence shows that these are not significantly different, so if differences exist, they are substantively small (test probably underpowered).

Worth noting, however, that our evidence still suggests that changes in framing and naming approaches can have potential effects on attitudinal engagement. For example: **low-income countries** is a more technical name we try to use more of, but it's not without consequences, as compared to "developing/least developed/marginalized/poor" it evokes a lower level of concern, if only descriptively.

Question: Which best describes how you feel about levels of poverty in *name*?

Sample size n=2,187 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 -29 Jun 2022



COMMUNICATING AID AND DEVELOPMENT

- The British public prefer language and frames they are currently familiar with.
- Reframing language alone might not be a way to (re)engage the public or shift the narrative.
- Changing how we talk about aid will require a *sector-wide, long-term* effort to replace the embedded mental framework the public use to think about development and aid. Will require starting where the British public are at – and taking them on the 'journey'.





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

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