DATA

The data for this deck come from the DEL Panel (n=8,008). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, October 3rd – 28th October 2022.

USE

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

CITATION

THREE KEY CHANGES SINCE JUNE 2022

17% have donated to a global poverty charity in the past 12 months

50% think we should keep or increase our current aid budget in the UK

61% are concerned about economic crises, job security and wages

After the peak in June 2022, donations fell back to average levels in October 2022. This is largely driven by falling engagement with the war in Ukraine, which saw record levels of donations and other actions.

After sustained increases, we see the first fall in support in the UK in October 2022 since May 2021. The current level, however, is still much higher than pre-budget cut levels when support averaged 45%.

Concern for economic crises is officially in a league of its own, with 61% of respondents saying it is an issue they personally care about. Climate change, which comes in as the second most important issue, is of concern for 'only' 44% of respondents.

Sample size n=8,008 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-28 Oct 2022 | Comparison to Jun 2022
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.
DEL ENGAGEMENT SEGMENTATION

Tracking the British public’s engagement with global poverty and sustainable development
All of the behavioural indicators we measure have been on a downward trend since June 2022. All but two changes are significant, indicating that overall, behavioural engagement in the UK is falling substantially.

We see the largest falls in donations (down 6% to 17%) and purchasing/boycotting goods (down 4% to 25%).

This however is because June was an 'exceptional' moment in time for engagement, with increased actions as a result of the Russian invasion of Ukraine.

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)

- Read, watched, or listened to news: 53%
- Discussed it with friend, family, or others: 38%
- Shared/forwarded it: 13%
- Volunteered: 4%
- Became a member, followed, newsletter: 7%
- Used your voice: 14%
- Contacted MP: 4%
- Attended march/rally/protest: 25%
- Purchased/boycotted: 17%

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DEL SEGMENTATION – OCTOBER 2022

Consistent with the fall in the individual behavioural indicators, our segmentation also shows a decline in engagement from June. Totally (+3%) and Marginally Engaged (+4%) are up, while Purposively (-3%) and Fully Engaged respondents (-2%) have fallen.

Year on year, however, the October segmentation is similarly distributed, showing that June 2022 was ‘anomalous’ in our series.
After the peak we observed in June, donations fell back to more typical levels in the UK in October 2022. Donations also fell by 3% in France and by 6% in Germany. However, donations rose by 3% since June in the United States.

17% have donated to a global poverty charity in the past 12 months in GB.
We observe no significant changes in the perceived efficacy of individuals and organisations.

As in previous periods, the story remains broadly the same: people feel like they can personally make little to no difference to levels of poverty in poor countries.

However, they also are more likely to feel like larger organisations (chief among them: the UN and other international organisations) can make a difference.

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)

- You personally: 10 (↓ -1%)
- The UK Government: 43 (↑ +1%)
- Development NGOs and charities: 51 (↑ +2%)
- Businesses and corporations: 56 (NC)
- The UN and other international organisations: 60 (↑ +2%)

Sample size n=8,008 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-28 Oct 2022 | Comparison to Jun 2022
Tracking public opinion on global issues, global poverty, and sustainable development in Great Britain
Concern for economic crises is officially in a league of its own, with 61% of respondents saying it is an issue they personally care about.

Climate change, which comes in as the second highest issue, is of concern for ‘only’ 44% of respondents. This has increased by 5% since June 2022 off the back of an exceptionally warm summer with drought conditions in the UK.

Concerns over inequality are also on the rise by 3% to 44%.

Concern for other issues is falling, but only concern for fake news fell significantly by 2% to 16%.

Question: Thinking about the issues below, which of the following do you personally care about? (% who select issue of concern)

Sample size n=8,008 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-28 Oct 2022 | Comparison to Jun 2022
### ATTITUDES AND PUBLIC OPINION – OCTOBER 2022

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Change</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>83%</strong></td>
<td>+2%*</td>
<td>think the world is getting worse, all things considered</td>
</tr>
<tr>
<td><strong>46%</strong></td>
<td>-1%</td>
<td>think what happens in developing countries affects them too</td>
</tr>
<tr>
<td><strong>52%</strong></td>
<td>-2%</td>
<td>are concerned or very concerned about levels of poverty in poor countries</td>
</tr>
<tr>
<td><strong>41%</strong></td>
<td>-1%</td>
<td>think we should give some aid, or give it generously</td>
</tr>
<tr>
<td><strong>20%</strong></td>
<td>-1%</td>
<td>think development aid is effective or very effective</td>
</tr>
<tr>
<td><strong>30%</strong></td>
<td>NC</td>
<td>say they have some or a great deal of trust in dev NGOs and charities</td>
</tr>
</tbody>
</table>

*Question listed in each box*

Sample size n=8,008 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-28 Oct 2022 | Comparison to Jun 2022

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After sustained increases since May of 2021, we observed the first fall in support for aid in the UK in October 2022. The current level, however, is still much higher than what we observed before the cut in June 21. Support is also falling in Germany (-3%) and France (-2%). Support is instead increasing in the U.S., where it is up by 5% to 59%.

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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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

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