DEVELOPMENT ENGAGEMENT LAB

GLOBAL POVERTY & DEVELOPMENT: MEDIA CONSUMPTION IN GREAT BRITAIN

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// Final Report

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HOW TO READ THIS REPORT

- Where do the British public get their news and information from, in general? What are their key 'touchpoints' when it comes to global development issues?
- The first half of the report reports the topline findings from our bespoke media survey on the British public's media consumption, attitudes and practices. It reports data in the aggregate and independent of attitudes or engagement with global poverty.
- The second half of the report looks at four key audiences for development organisations – core supporters, marginally engaged aid sceptics, informed but inactive & cosmopolitan non-supporters – and profiles their top media sources, top brands and charities, interests, who they follow, and their socio-demographic profile. These profiles are intended to help organisations understand and find audiences of interest.

BACKGROUND

- This research stemmed from conversations with development organisations who wanted to better understand how the British public use and consume different media
- The research was conducted as part of the Aid Attitudes Tracker (AAT) project in collaboration with our UK Partner Organisations who contributed to the design of the instrument through two workshops
- The research and insights presented here are from three data sources
  - 1. AAT Media Consumption Survey, fieldwork by YouGov (May/June 2019)
  - 2. AAT Wave 10 Panel Survey, fieldwork by YouGov (June 2018)
  - 3. YouGov's Profiles data base

CONTENTS – SUMMARY

CONTENTS - DETAILED

- Section 1 provides a summary overview of key insights
- Sections 2-4 of this deck report topline findings from our bespoke media consumption survey for all respondents
  - These findings present an overview of how the British public use different media platforms, how they use them, and their attitudes on key issues
  - With few exceptions, these questions are not linked to poverty and development and represents general media behaviour
- Section 5 looks at touchpoints with global poverty
- Section 6 is the 'go to' section for understanding specific audience groups and *where to find them*
  - Demographic profile
  - Top interest & activities
  - Most used TV, newspaper & radio
  - Most used apps
  - Media footprints
  - Over/under indexing

1. KEY INSIGHTS

Topline findings from the AAT media study

KEY INSIGHTS 1

- Television – and specifically BBC One – is the top source of news for the British public
  - TV news has great reach, but the sector may be losing the narrative because TV coverage is largely dominated by conflict, refugees/migration and other crises
  - For 18-24s, social media and news apps are the primary source of news
- 60% of British respondents prefer national news; just 25% of the public say they prefer international news
  - Organisations should develop strategies for connecting global development to national news stories

KEY INSIGHTS 2

- Facebook is still king: 71% of respondents say they use Facebook
- Facebook is the most used social media platform, for all age groups
- Twitter is predominantly used to keep up with the news and follow interesting people
- Facebook, WhatsApp, and Instagram are used to keep in contact with friends and watch entertaining content
- BBC 1, ITV, Channel 4 and BBC 2 are the most popular TV channels for the British public
- BBC 1 is the most watched channel

KEY INSIGHTS 3

- In terms of newspaper readership, *The Sun* and *The Daily Mail* are the most popular sources for the British public
- Despite the increase in digital content, most people read their newspaper in print (save for *The Guardian*)
- UK news is the section of the newspaper that readers are most interested in, followed by international news
- BBC Radio stations are the most popular with the British public
    - BBC Radio 2, Radio 4, and Radio 1 occupy three of the top five stations

KEY INSIGHTS 4 – YOUNG PEOPLE

- Half of 18-24s say their views are reflected in the social media they read, watch or listen to
    - Greater filter bubble, but opportunity to target, particularly as Twitter and Instagram are used to follow interesting people
    - Opportunity for organisations to work with (warm <u>and</u> competent!) influencers
- 18-24s are like other groups with respect to read, click, commenting on social media
    - Less likely to share or comment – need to activate voice
- 18-24s are no more or less trusting of social media than other groups

KEY INSIGHTS 5 – TOUCHPOINTS WITH GLOBAL POVERTY

- TV news the dominant way people hear about global poverty, including 18-24s
  - Charity appeals, adverts, documentaries and social media are also venues for 18-24s
- War, migration and climate dominate people's touchpoints with global poverty – and these are predominantly seen as negative
- Stories about initiatives to tackle poverty are a small minority – but they are seen as positive/balanced
- There is not a lot of desire to hear more about global poverty, even among 18-24s
  - News and documentaries would be preferred place for 18-24s
  - Need for good stories told in unusual ways that challenge stereotypes

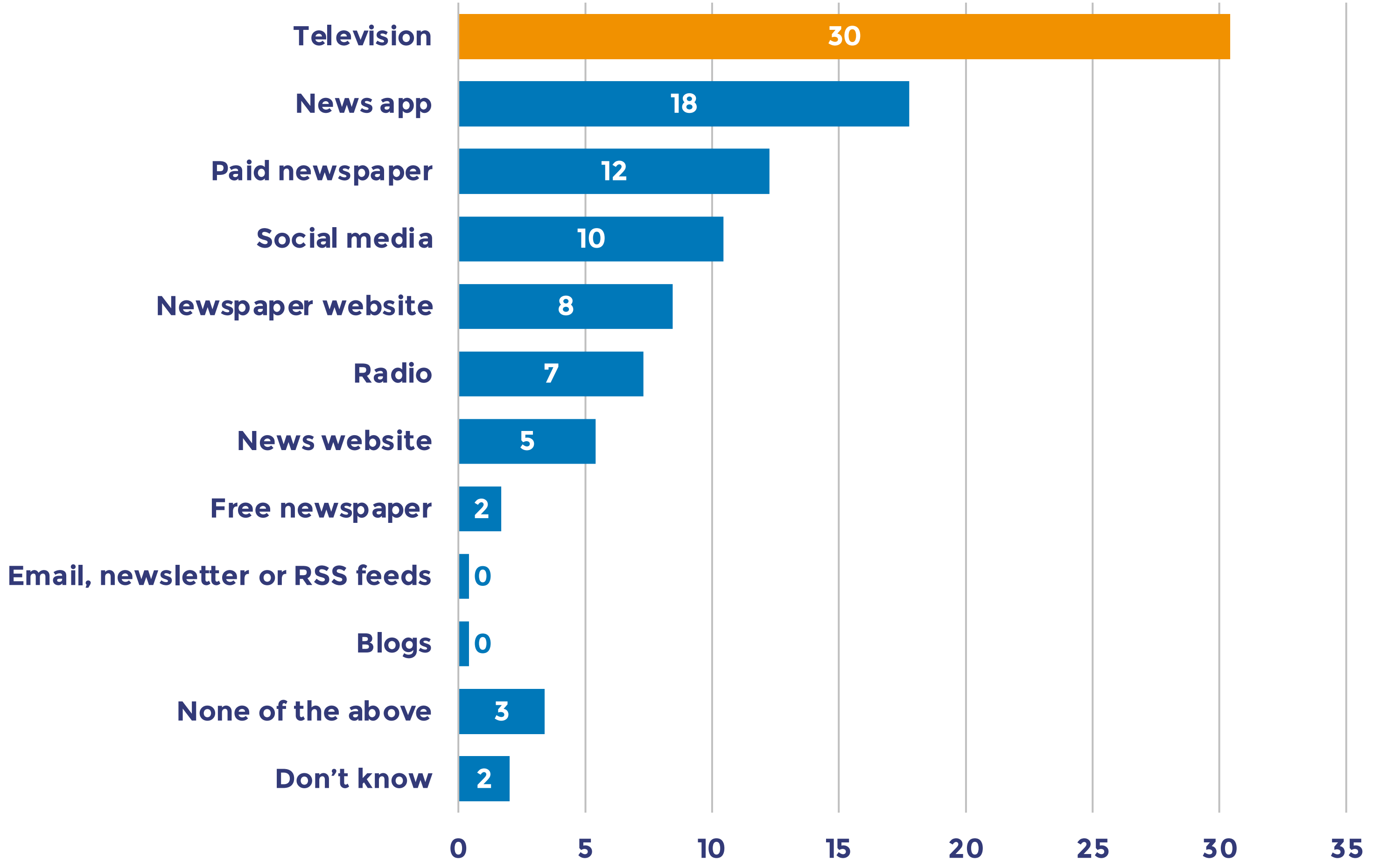
KEY INSIGHTS 6 – PROGRESS NARRATIVE

- Only 1 in 10 (11%) believe that the world is getting better
- Over half (53%) of respondents believe that the world is getting worse
  - The sector is behind the narrative here: the challenge is that the British public get information on global poverty from television news and stories about war, migration and climate change dominate
  - A difficult but important challenge is to start to influence how the news reports global challenges – both content and frequency of placement
- Notably, 18-24 year olds are three times more likely to believe that the world is getting better
  - They are a key target audience and organisations should emphasize progress and individual efficacy to keep this audience motivated and engaged

2. TOPLINE FINDINGS

Top news sources of news, preferences for national news, and online/offline preferences

TELEVISION IS THE TOP SOURCE OF NEWS FOR THE BRITISH PUBLIC



Nearly a third of the public name television as their top source of news (30%). News apps are a top source for 18%, followed by paid newspapers (10%). Social media ranks fourth as a top source of news (10%), followed by newspaper website (8%) and radio (7%). News websites, free newspapers, email/newsletter/RSS feeds and blogs are not top sources for the British public.

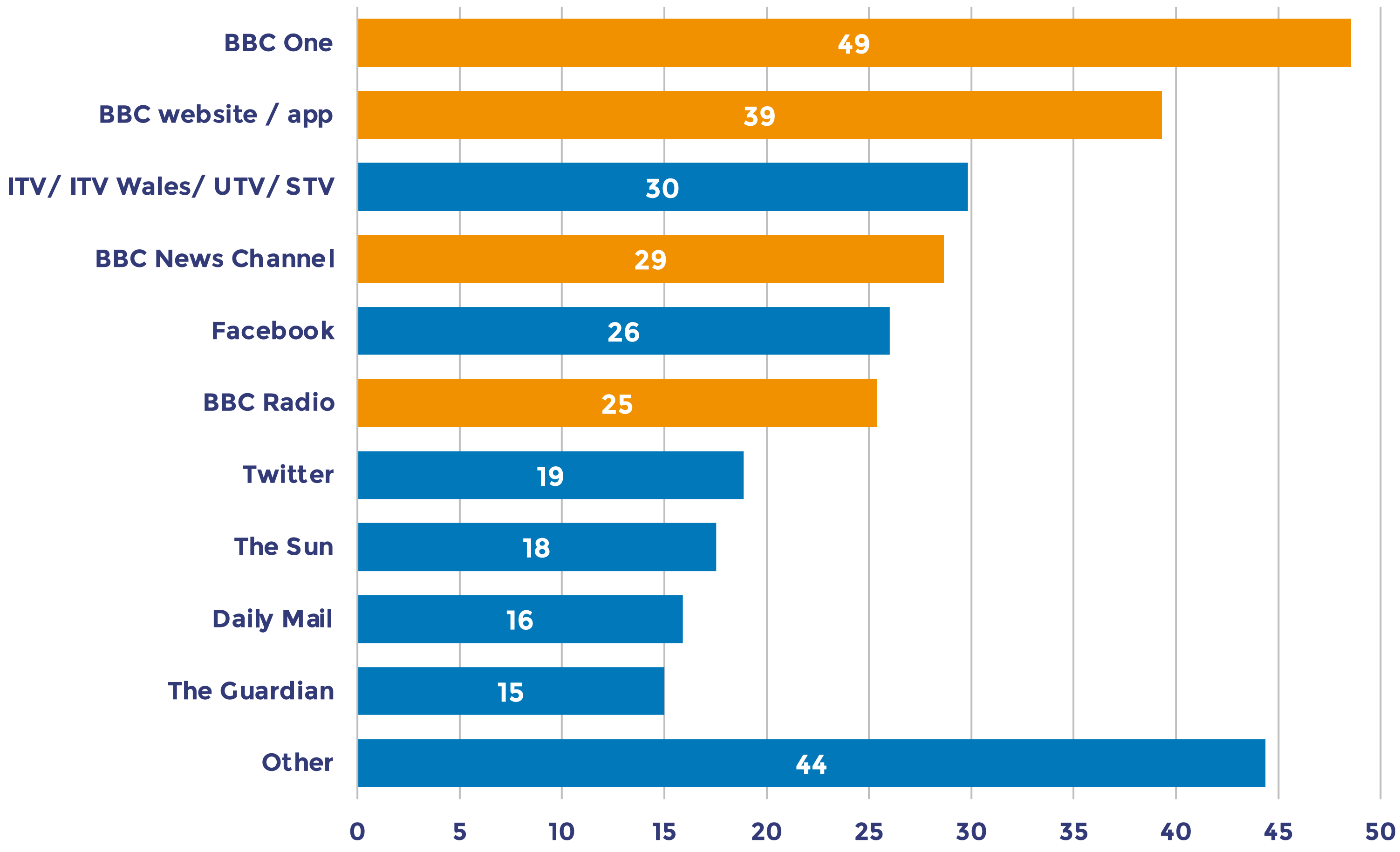
This presents a challenge for organisations as television news is typically the hardest to influence, with many leading stories covering short-term emergencies. Major global challenges (e.g. war and conflict, migration, and climate change) are negatively framed with limited context and nuance.

Question: Which, if any, of the following sources do you consider to be your primary source of news?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

BBC PLATFORMS – AND BBC ONE IN PARTICULAR – IS THE MOST POPULAR PLATFORM FOR NEWS FOR THE BRITISH PUBLIC

The BBC continues to provide the nation with news. The top platform was BBC One, with 49% of respondents indicating this as a source to keep up with the news. This is followed by the BBC website (39%), and national/regional television (30%). The BBC News channel was the fourth top source for news (29%), followed by Facebook (26%), and BBC Radio (25%).

Twitter (19%), The Sun (18%), Daily Mail (16%) and The Guardian (15%) are less popular platforms. 44% of respondents chose another source to keep up with the news.



Question: Thinking about the list of platforms below, please indicate which, if any, of the following you use to keep up with the news?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

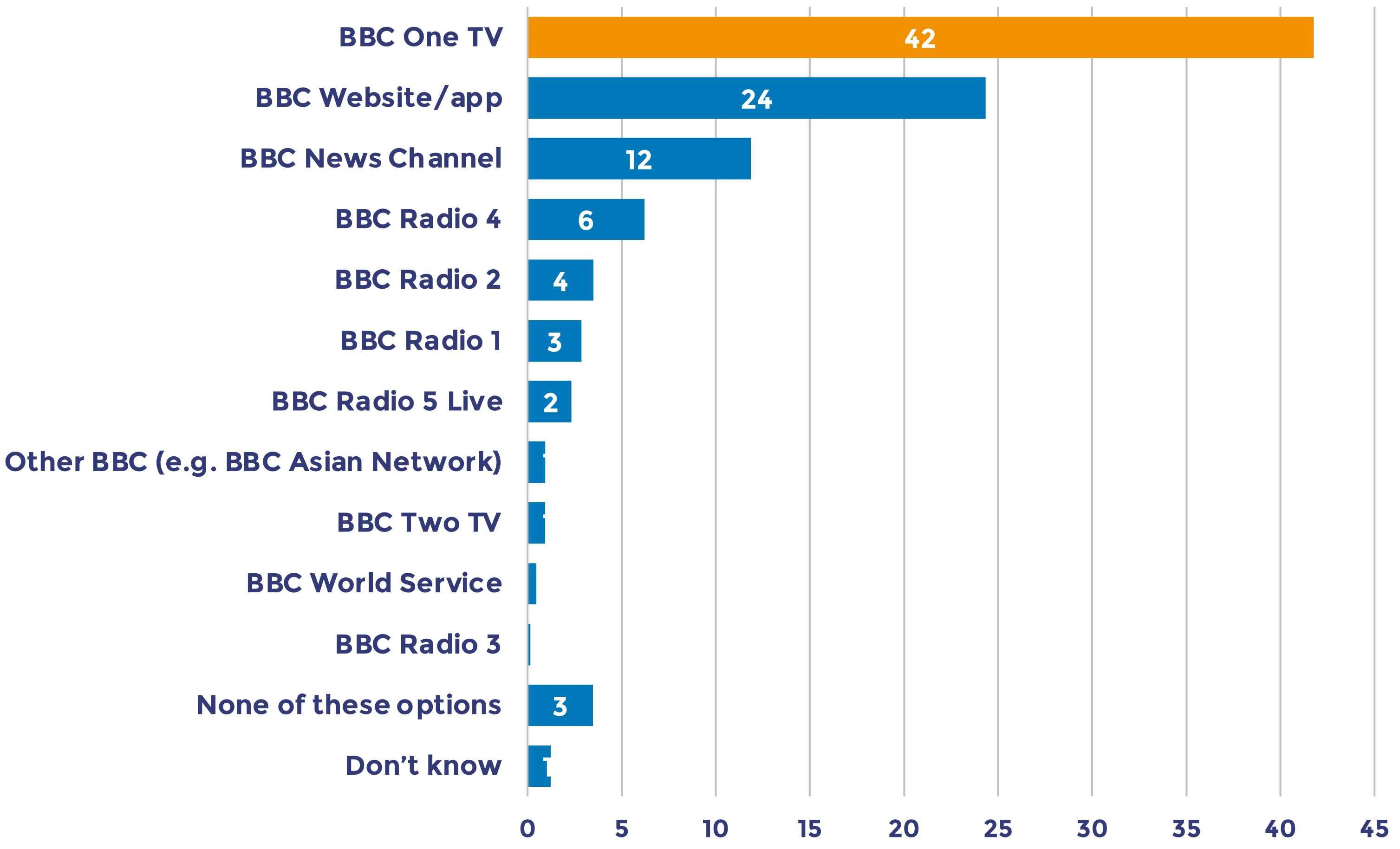
AMONG BBC OUTLETS, BBC ONE TV, AND THE BBC WEBSITE AND APP ARE THE TOP CHOICES

For respondents who chose any BBC platform in the previous question, we asked them to indicate which of the following BBC services they were most likely to get the news from.

Once again, BBC One TV was the most popular platform at 42%, followed by the BBC Website/app at 24%, and the BBC News Channel at 12%.

BBC Radio options all were under 10% and just 1% indicated BBC Two TV.

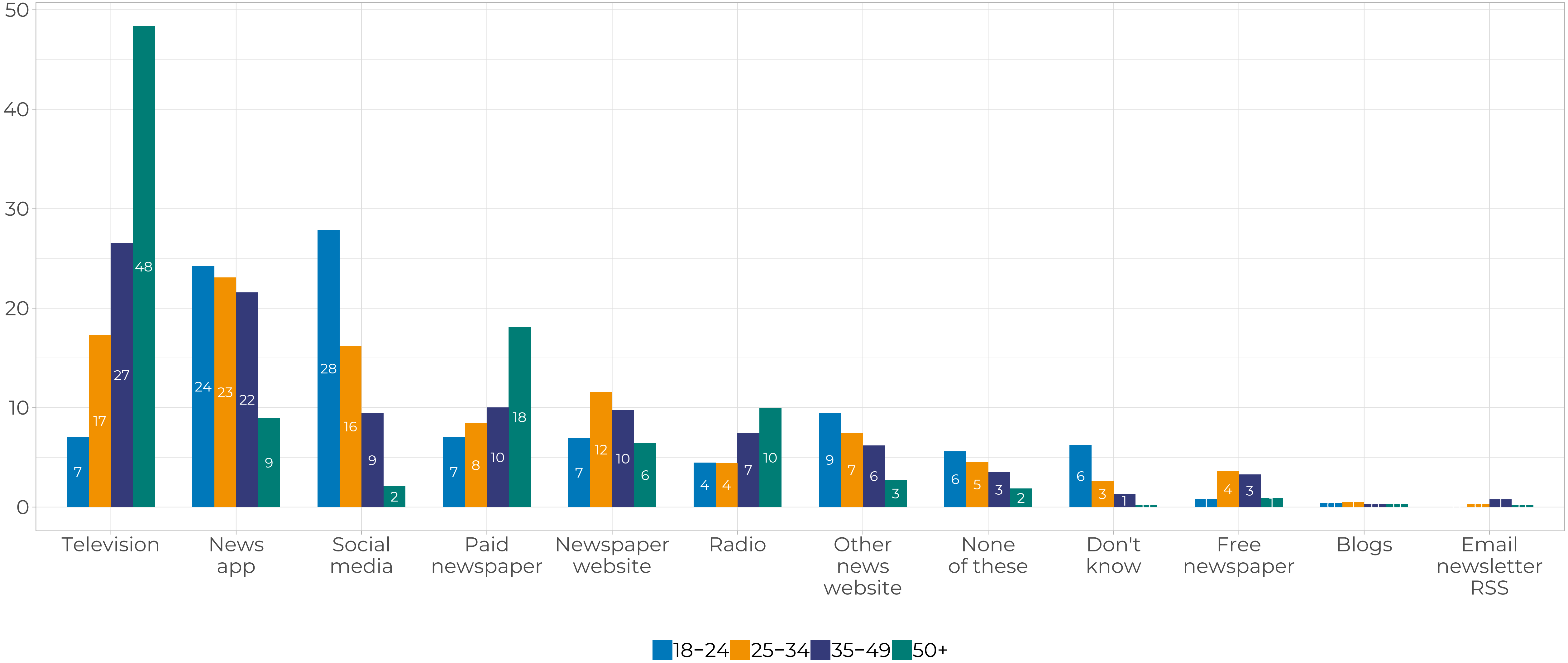
In an era of an increasing number of media platforms and options, the BBC dominates news provision in Britain. This is both a challenge and an opportunity for development organisations to reach a wide audience.



Question: Which of the following BBC platforms are you most likely to get your news from?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

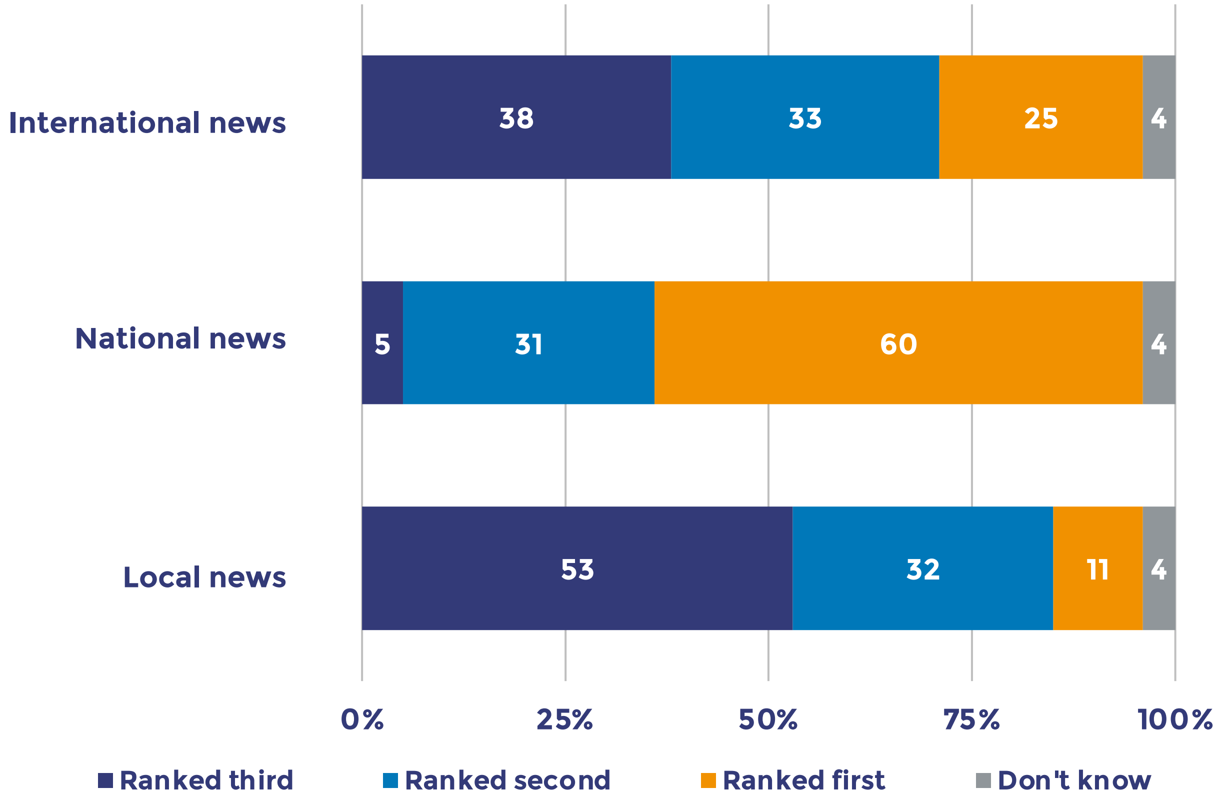
Social media and news apps are the top sources of news for 18–24s

Television and paid newspapers are top sources for 50+



Sample size n=6,785 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8th May – 17th June 2019
Question: Which, if any, of the following sources do you consider to be your primary source of news?

THE BRITISH PUBLIC PREFER NATIONAL TO INTERNATIONAL AND LOCAL NEWS



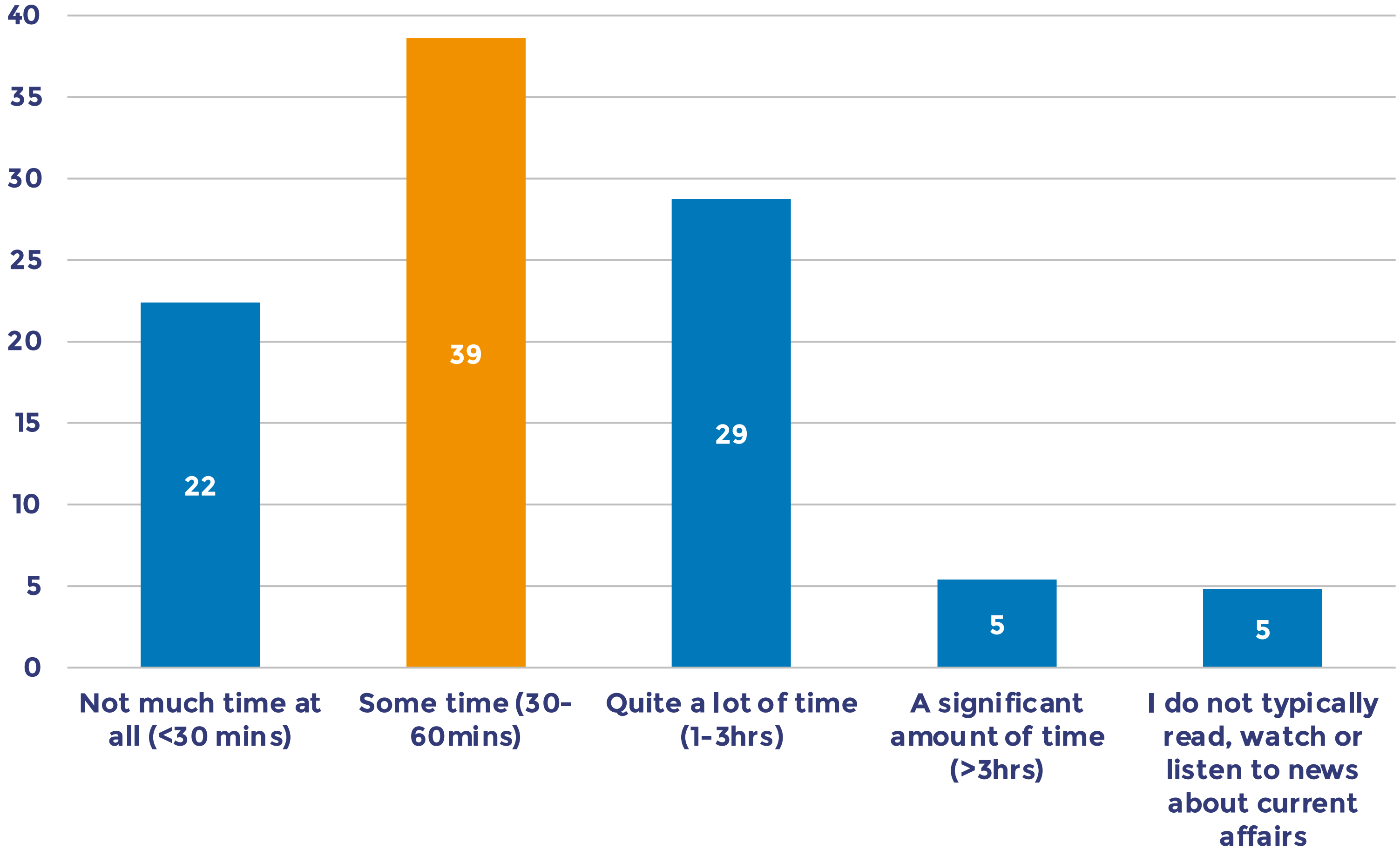
The British public have strong preferences for national news, followed by international, and local news.

60% of respondents have a first preference for national news, compared to 25% for international. Only 11% of respondents ranked local news as a first preference. Second preferences are similar across the three domains.

The preference for national news suggests that development organisations should seek to align domestic and international development issues into a single or shared agenda.

Questions: (1) Please rank the following types of news in order of interest to you
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

MOST PEOPLE CONSUME NEWS BETWEEN 30 TO 60 MINUTES PER DAY



Most British respondents spend between 30-60 minutes a day reading, watching or listening to the news.

There is a sizeable portion of the population who are high consumers – spending between 1-3 hours per day (29%) and 3 or more hours a day (5%).

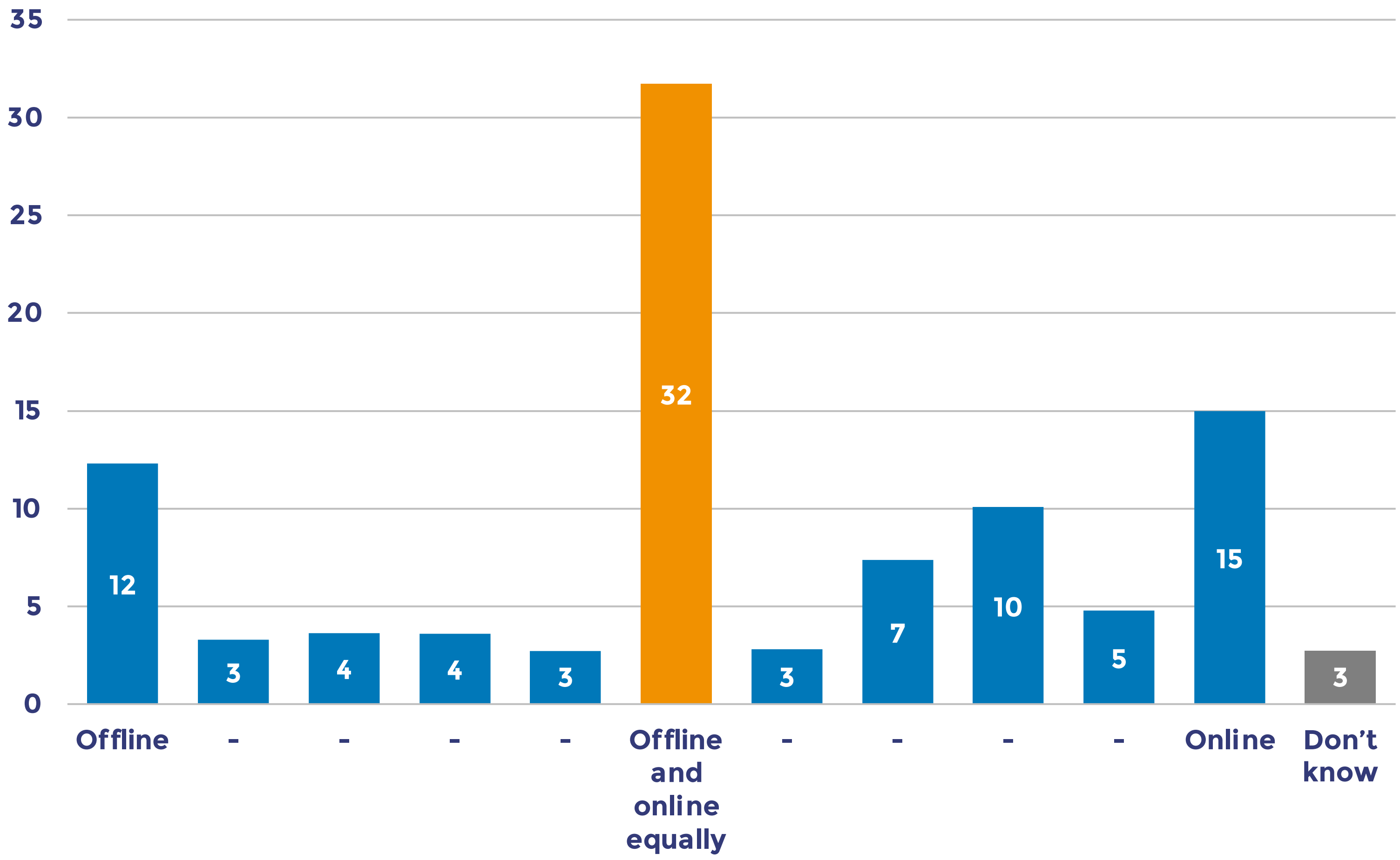
22% of respondents are light consumers – spending less than 30 minutes a day engaging with news.

A very small percentage of the public do not read, watch, or listen to news about current affairs.

The audience for news is a sizeable one. Combined with the reach provided by television news, development organisations could look for ways in which to feature and influence the national news.

Question: On a typical day, about how much time do you spend reading, watching or listening to news about current affairs?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

THE BRITISH PUBLIC CONSUME NEWS BOTH OFFLINE AND ONLINE



Just under a third of respondents (32%) say they prefer to read, watch and listen to news and information offline and online equally.

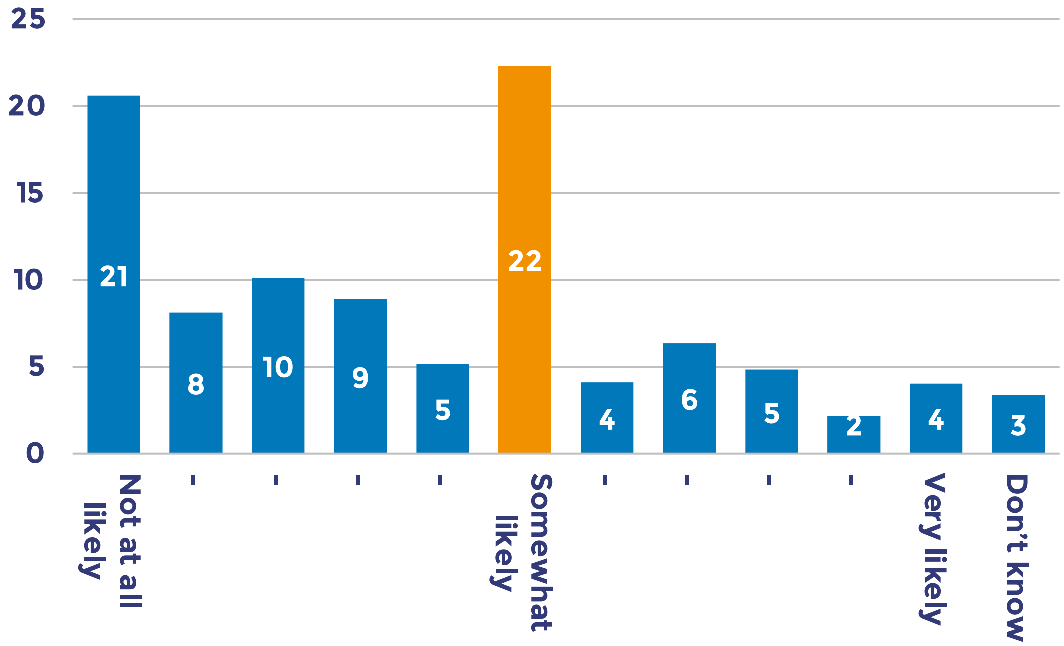
Nearly identical percentages have preferences for offline (12%) and online (15%) only.

25% lean towards online consumption compared to 14% who lean toward offline consumption.

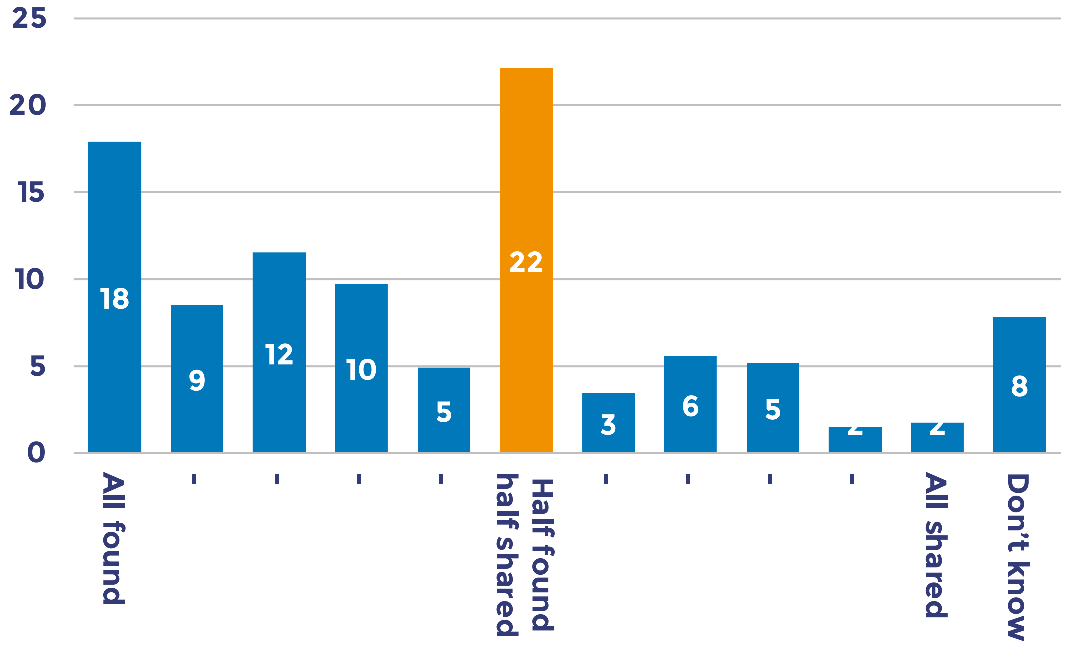
Digital communications are growing in popularity and our data evidence this trend. However, for large portion of the British public, traditional sources remain important.

Question: Which way do you prefer to read, watch or listen to news and information?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

1 IN 5 ARE LIKELY TO SHARE NEWS STORIES & MOST OF THE CONTENT PEOPLE READ, THEY FIND THEMSELVES



Only a small percentage of British respondents are likely to share the news or stories they see in the media. 22% say they are somewhat likely, and just 4% say they are very likely. In contrast, 21% say they are not at all likely. Sharing is done by a small, but active group: a majority of the British public are not likely to share content.



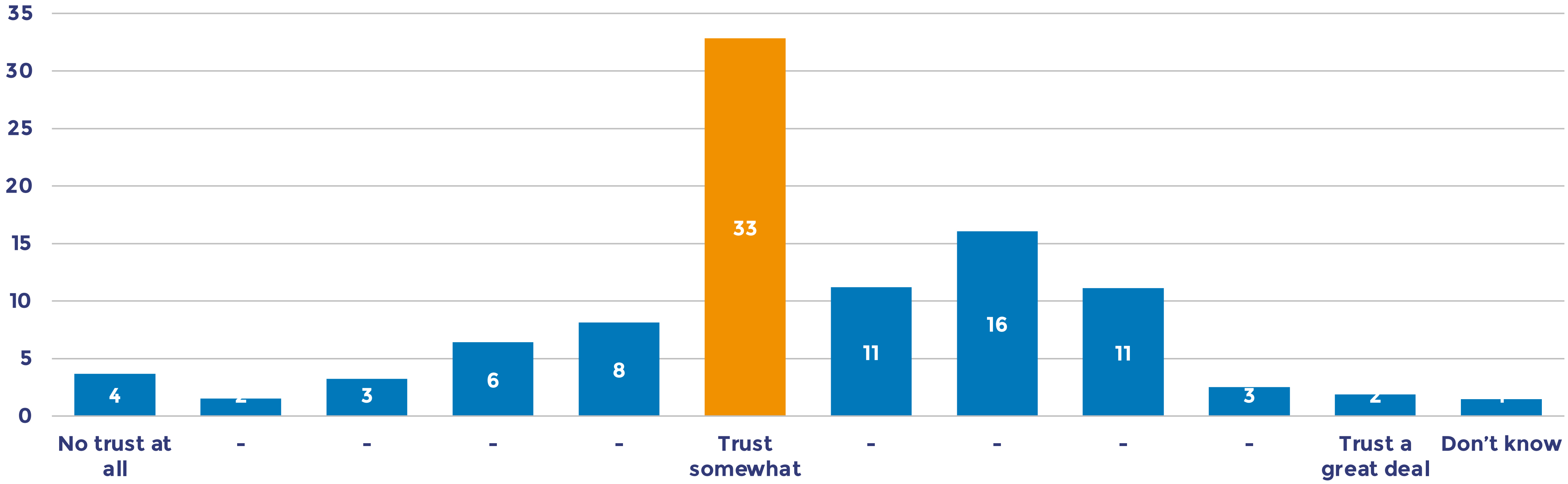
The public say that the content they read, watch or listen to is content they find, rather than being shared with them by others. 18% say they source all the content they read, compared to 2% who say the content is all shared with them. 22% of respondents say half the content is shared, half is content they source.

Questions: (1) On a typical day, how likely, if at all, are you to share news or current affairs stories you read, watch or listen to in the media?
(2) Thinking about a typical day, how much of the media content that you read, watch or listen to, is content that you have found yourself or is content that is shared with you?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

3. ATTITUDES TOWARDS MEDIA

Trust and the role of media, representativeness of views & feelings about how the media report global poverty

ON BALANCE, THE BRITISH PUBLIC TRUST THE MEDIA



On balance, respondents are more likely to say that they trust the media than not. A third of respondents opted for the mid-point of saying that they trust the media somewhat. 43% of respondents said they trusted the media more than somewhat. Only 4% of respondents say that they had no trust at all.

In an era of fake news and apparent declining trust in most institutions, this is reassuring and suggests that there is no need to give up on 'the' media. It remains and important and viable route to the public.

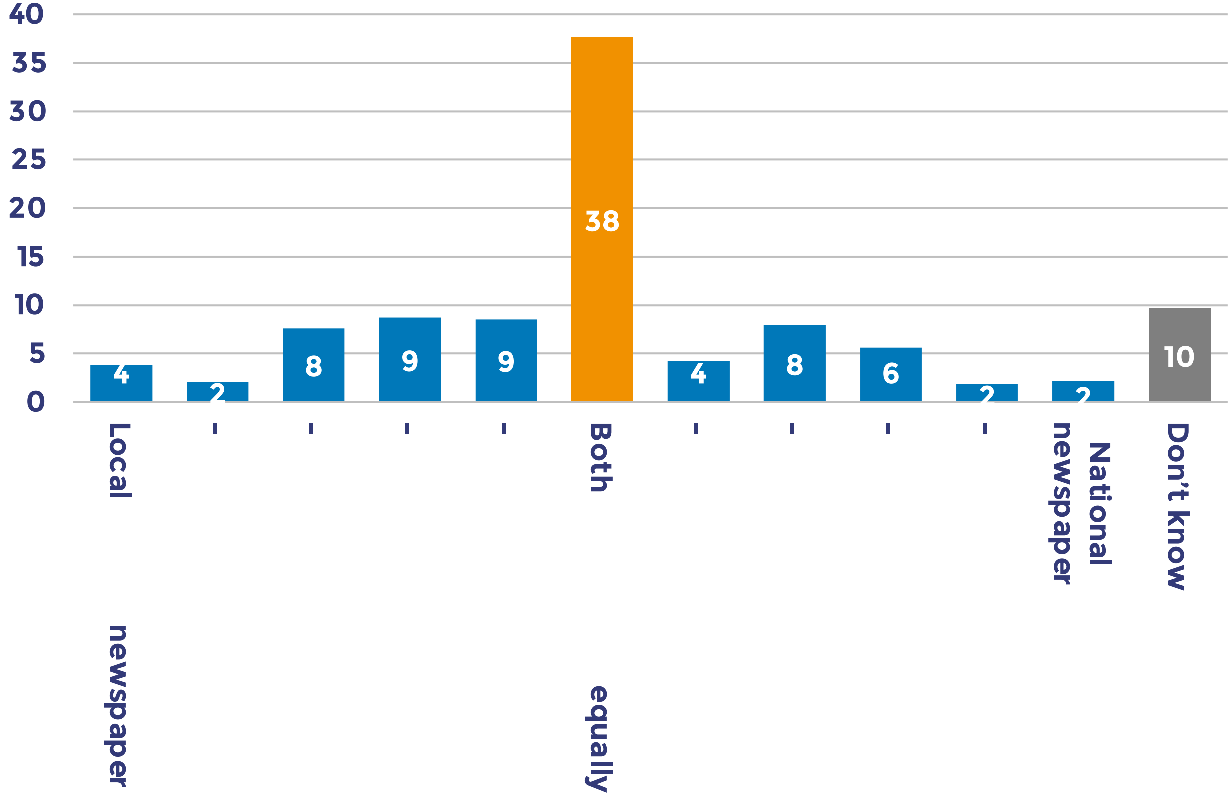
Question: On balance, how much do you trust the media (e.g. television, newspapers, radio or social media)?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

WITH LOCAL NEWSPAPERS ARE MORE LIKELY TO BE TRUSTED OVERALL, BUT 38% SAY THEY TRUST BOTH EQUALLY

When asked about trust in local versus national newspapers, nearly 4 in 10 said they trust both equally.

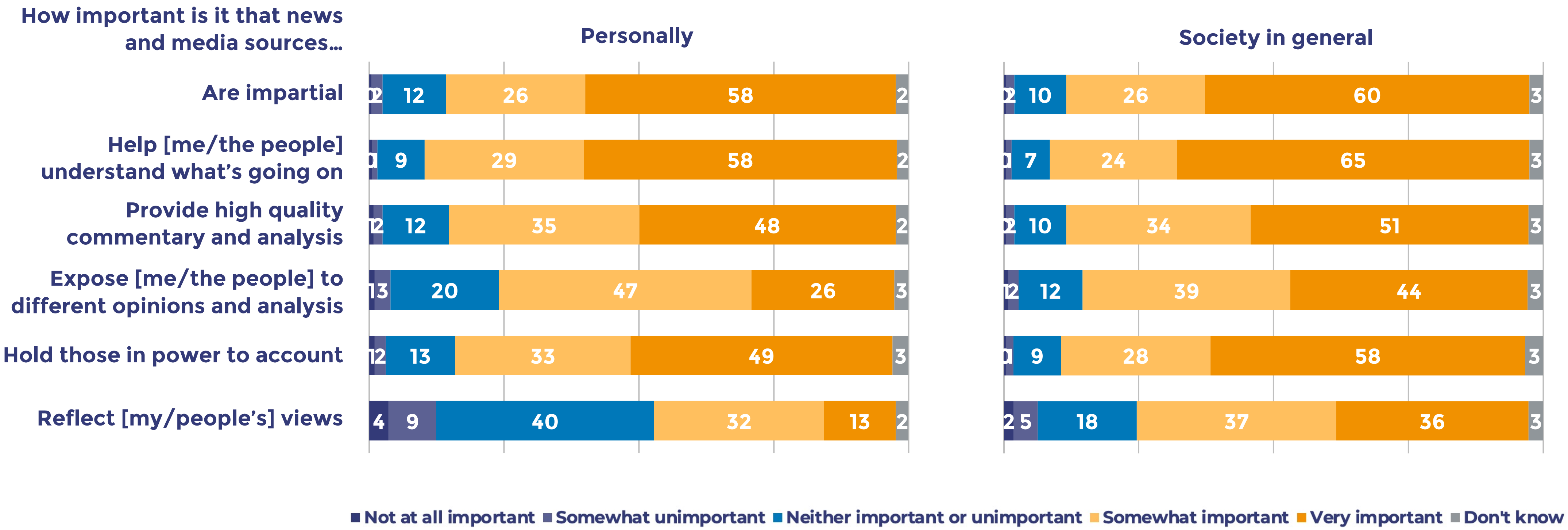
32% lean toward trusting local newspapers, while 22% lean toward national newspapers.

Previous AAT research found that local newspaper readership was a useful touchpoint with global poverty stories. Readers were more likely to identify with 'people like them' from their local area. Placing stories in local papers can increase engagement with development.



Questions: Generally speaking, how much do you trust local newspapers compared to national newspapers?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

THE PUBLIC WANT THE MEDIA TO BE IMPARTIAL, HELP CLARIFY ISSUES & HOLD THOSE IN POWER TO ACCOUNT



The British public have fairly consistent views on what they want from news and media sources. 58% strongly agreed that is important for the media to be impartial and 60% strongly agreed it was important for society in general that it is impartial. The public also strongly agree that news and media should help me / people understand what's going on. 82% (strongly) agree that a key role for the media is to hold those in power to account; this is 86% for society in general.

The biggest source of difference is around representativeness of views: 45% (strongly) agreed that it is important for media to reflect their views, but 73% (strongly) agree that it is important for media to reflect people's views in general – taking a more socio-centric view of media's purpose and value.

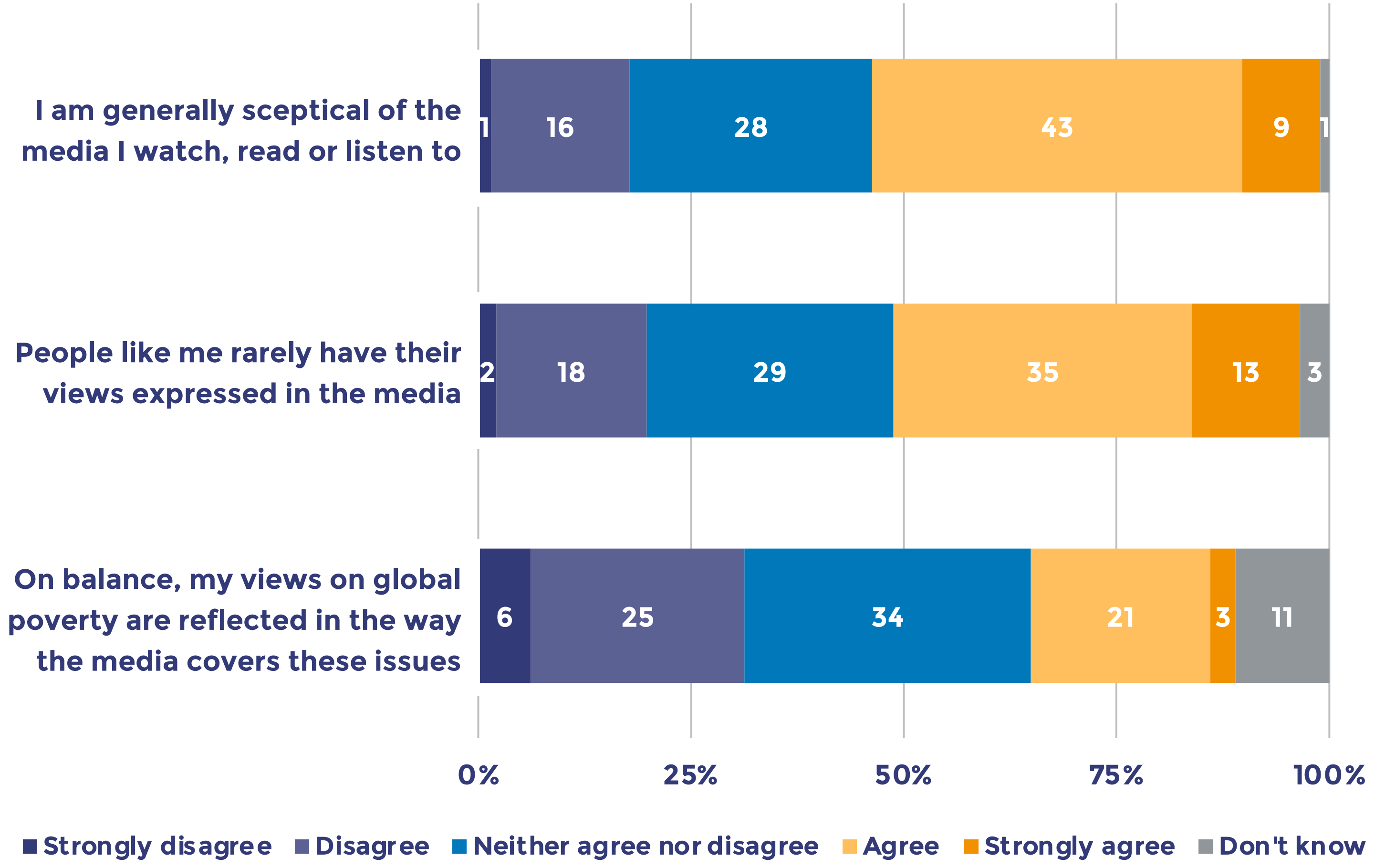
Question: How important, if at all, is it to [you personally / society in general] that news and media sources:
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

THE PUBLIC ARE SCEPTICAL OF NEWS MEDIA AND DO NOT SEE THEIR VIEWS BEING REPRESENTED

In general, people appear to be relatively sceptical about the media they consume – 52% agree or strongly agree with this statement. Nearly half (48%) of respondents say agree that 'people like me' don't have their views expressed in the media, in general.

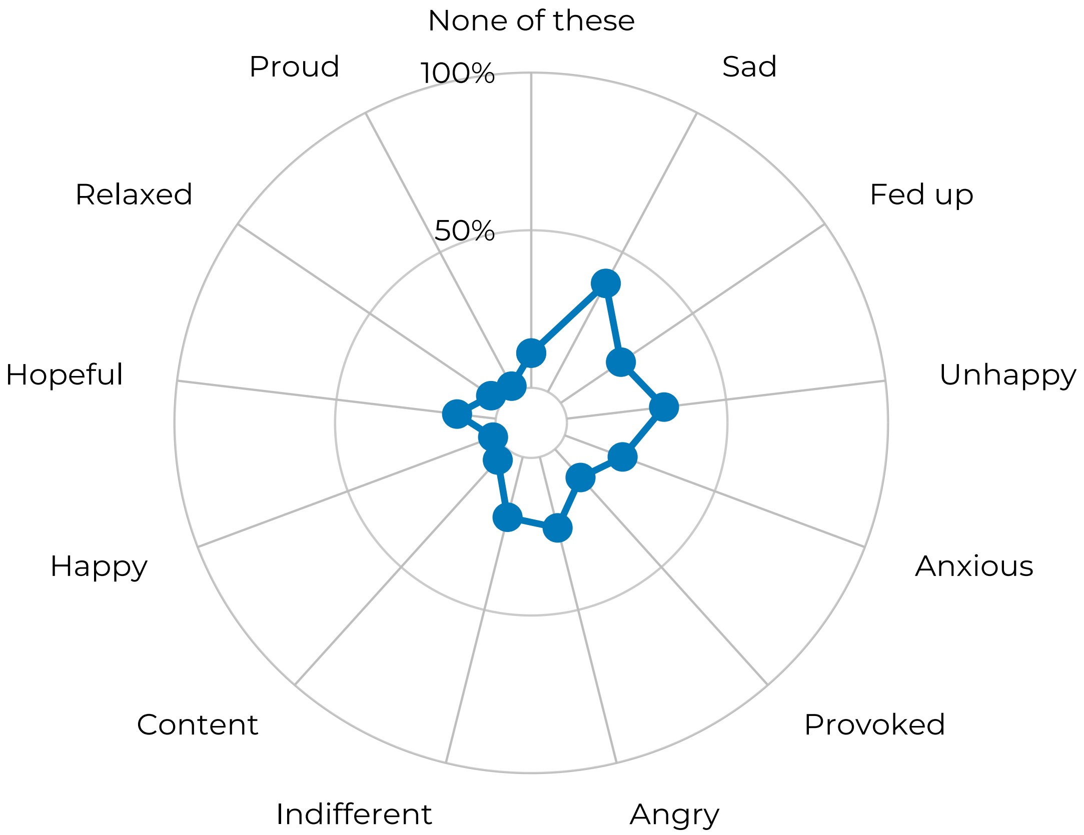
It is fair to say that the ways in which global poverty is covered in the media isn't in line with people's personal views. Roughly a quarter of the public agree with this statement, which is a smaller proportion that disagree.

There is a work to be done in presenting global poverty stories that sits closer to the public's perspective.



Question: Please indicate the extent to which you agree or disagree with the statement
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

MEDIA COVERAGE OF GLOBAL POVERTY ELECITS MORE NEGATIVE THAN POSITIVE FEELINGS



When asked to list up to four feelings that represent more positive and negative emotional states, the most frequently mentioned feelings were sad, fed-up, and unhappy. These are all predominantly negative and deactivated emotions. The public also said they were angry – an activated negative emotion.

This suggests an overall sense of fatigue, frustration, and despondency from viewers in terms of the content of global poverty stories and the way in which they are being reported.

Question: Please choose from the following list, up to four words that best describe how you feel about the way in which the media reports on issues of global poverty.
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

4. MEDIA CONSUMPTION

A deep dive into the public's engagement with media outlets

SOCIAL MEDIA

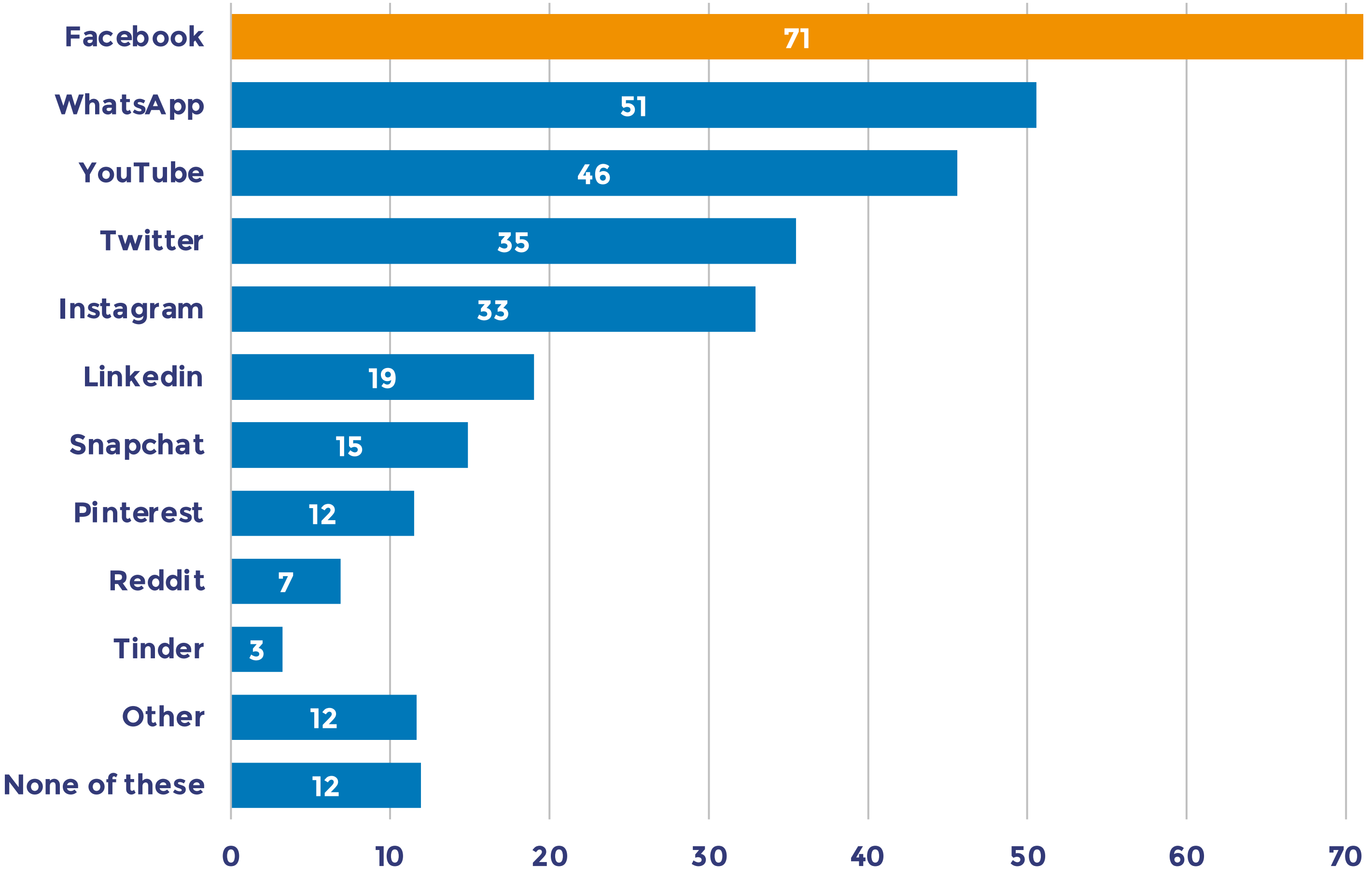
FACEBOOK IS THE MOST POPULAR SOCIAL MEDIA PLATFORM, FOLLOWED BY WHATSAPP & YOUTUBE

We asked the British public to select all of the social media platforms they used. The most popular – by a long way – is Facebook (71%), followed by WhatsApp (51%), and YouTube (46%).

Twitter (35%) and Instagram (33%) round out the top five platforms used.

LinkedIn (19%), Snapchat (15%), and Pinterest (12%) are moderately used. Just 7% of respondents say they use Reddit and 3% use Tinder.

Other categories (i.e. Vibe, Twitch and Bumble) which have 2% or less are not shown here and combined in 'Other' category.



Question: Which, if any, of the following social media platform do you use? Tick all that apply.
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

OF ALL THE SOCIAL MEDIA APPS RESPONDENTS USE, OVER HALF (51%) SAID THEY USE FACEBOOK THE MOST

We followed up on the platforms respondents said they use and showed them a list of all platforms they selected in the previous question. We asked which from the list did they use the most: **51% of respondents said they use Facebook the most.**

WhatsApp was listed by 16%, Twitter 13%, YouTube 8%, and Instagram 7%. Other platforms are combined in the 'Other' category.

This indicates that suggestions of the 'death' of Facebook are premature. Moreover, this is not being driven by 'older' respondents. As we show in the next slide, it is also true for 18-24 and everyone other age group.

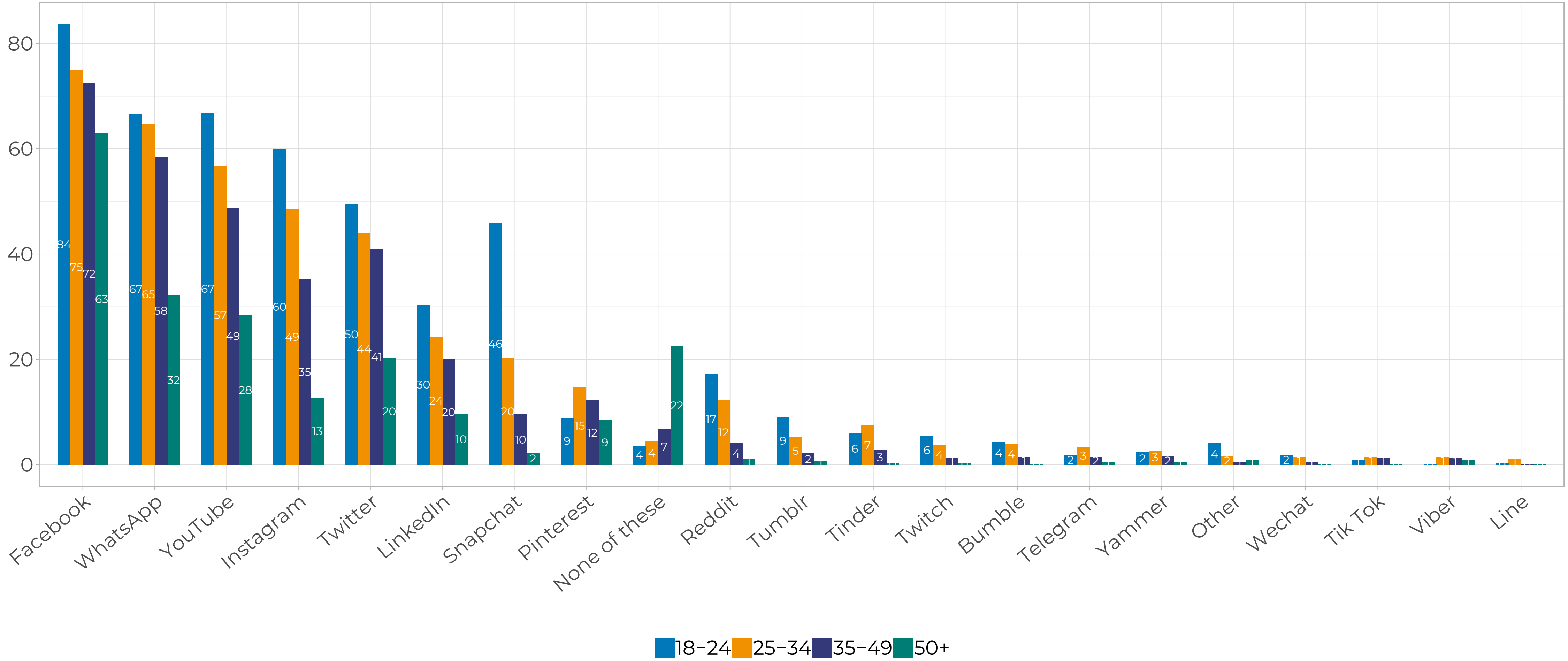
MOST USED SOCIAL NETWORKS

1. Facebook **(51%)**
2. WhatsApp **(16%)**
3. Twitter **(13%)**
4. YouTube **(8%)**
5. Instagram **(7%)**
6. Other **(5%)**

Question: You said you use the following social media, please indicate the one which you use the most.
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

Among 18–24s Facebook remains the most widely used media platform

WhatsApp, YouTube, Instagram, Twitter and Snapchat are also popular

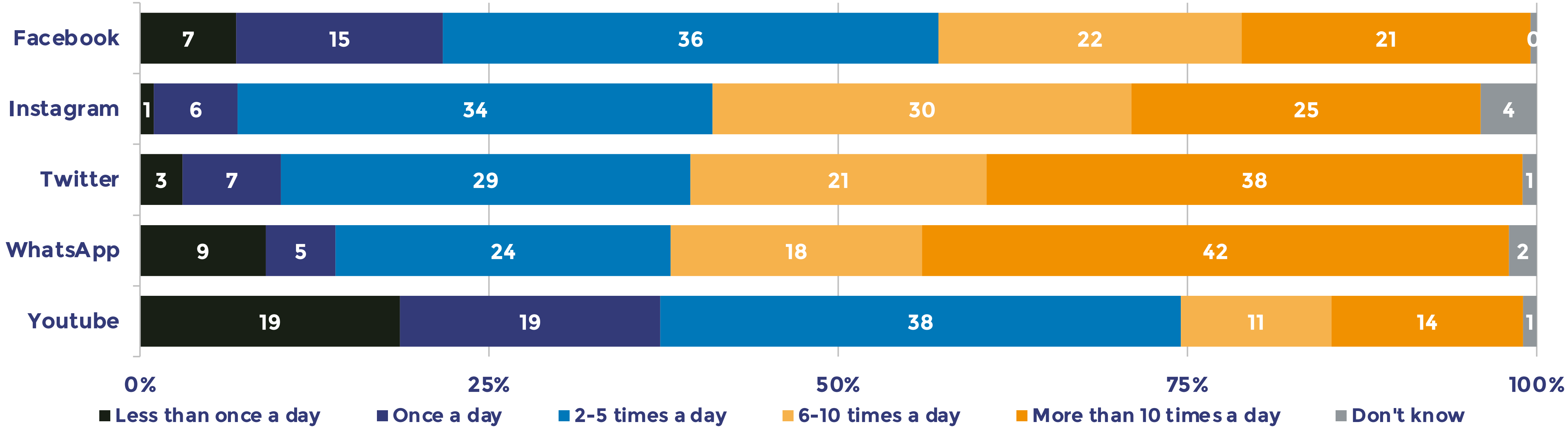


Sample size n=6,785 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8th May – 17th June 2019
Question: Which, if any, of the following social media platforms do you use? (Tick all that apply)

A MAJORITY OF RESPONDENTS USE WHATSAPP, TWITTER AND INSTAGRAM MORE THAN 6 TIMES PER DAY

We took the answer that respondents gave us in the previous question – the most frequently used social media platform – and asked on a typical day how frequently they use the social media network. Not surprisingly, given the short, communication/chat based features of these social networks – WhatsApp, Twitter and Instagram – are used more than 6 times a day, and for a significant portion of respondents, more than 10 times per day.

The most popular social network, Facebook, is still used more than 6 times per day for 43% respondents and at least 2 times per day for 85% of respondents.



Question: On a typical day, how often do you use {social network}?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

TWITTER IS USED FOR KEEPING UP WITH THE NEWS AND FOLLOW INTERESTING PEOPLE

FACEBOOK

1. Keep in contact with friends **(70%)**

2. Keep in contact with family **(57%)**

3. Read/see things shared with me **(53%)**

INSTAGRAM

1. Watch entertaining content **(70%)**

2. Keep in contact with friends **(57%)**

3. Follow interesting people **(53%)**

TWITTER

1. Keep up to date with the news **(71%)**

2. Follow interesting people **(59%)**

3. Share my own opinions**(44%)**

WHATSAPP

1. Keep in contact with friends **(72%)**

2. Keep in contact with family **(68%)**

3. Organise my social life **(53%)**

YOUTUBE

1. Watch entertaining content **(63%)**

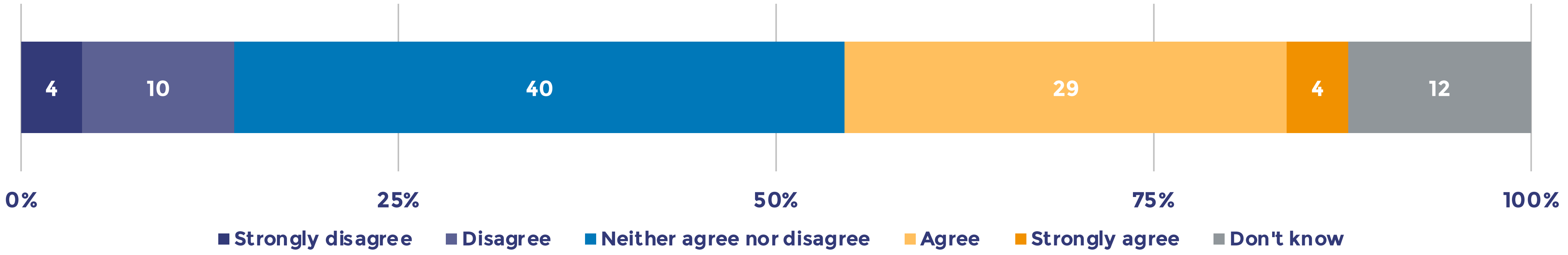
2. Follow interesting people **(32%)**

3. Keep up to date with the news **(23%)**

Respondents use social networks for different purposes. For development organisations, Twitter offers opportunities to engage the public as they use Twitter for news and to follow interesting people. Facebook and WhatsApp are primarily used for social purposes, but 53% said they read/see things that are shared with them on Facebook.

Question: Which, if any of the following reasons best describes what you use {social network} for? (Tick all that apply)
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

33% OF RESPONDENTS SAY THE VIEWS AND OPINIONS OF PEOPLE THEY FOLLOW ON SOCIAL MEDIA REFLECT THEIR OWN VIEWS



The is some evidence of a 'filter bubble' on social media with 1/3 saying the views and opinions of those they follow reflect their own. However, 40% neither agree nor disagree with this statement.

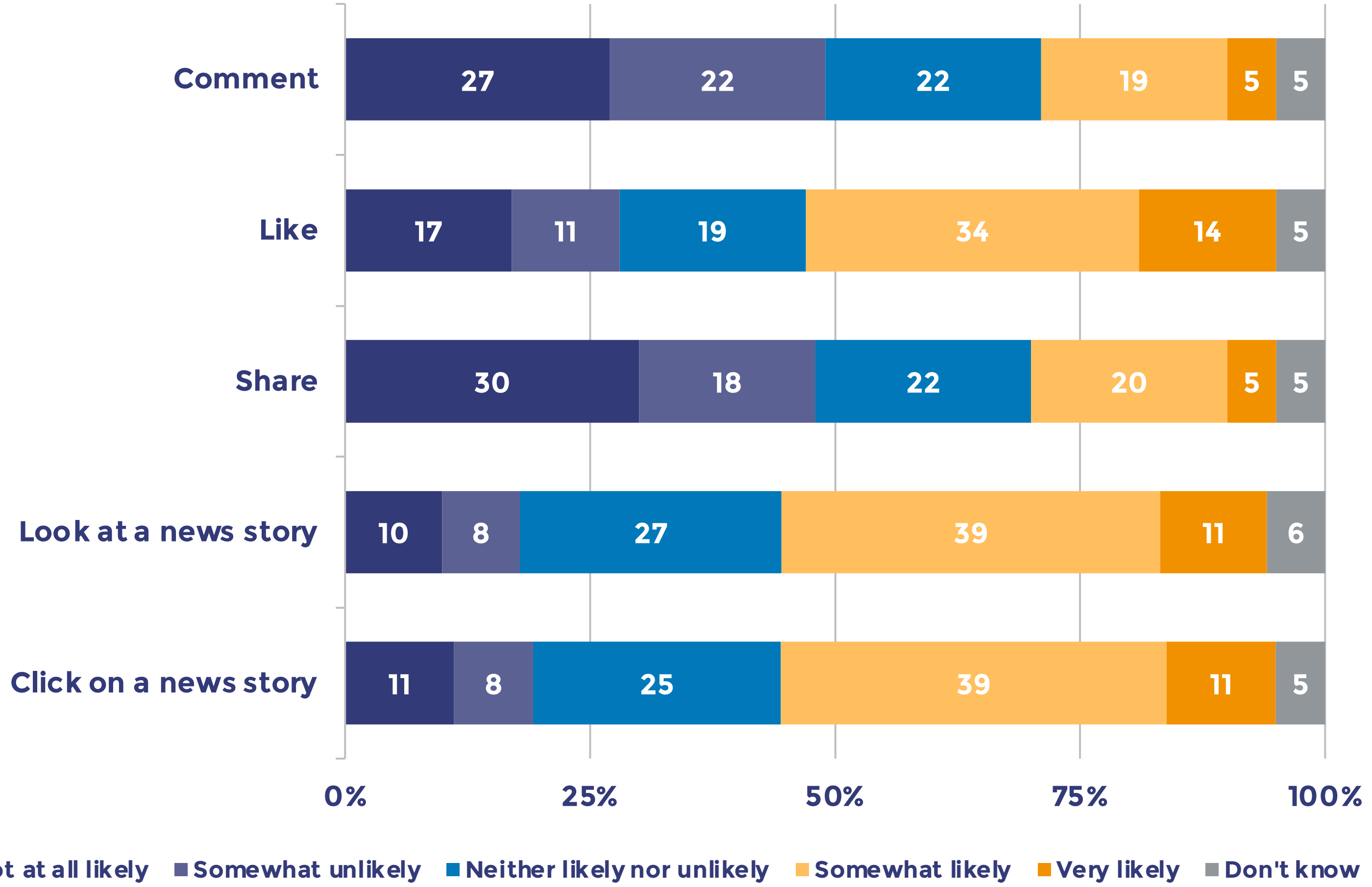
14% of respondents (strongly) disagree with the statement suggesting that they follow at least some individuals/organisations with views different to their own. 12% of respondents are unsure. Respondents may be unaware of the diversity of their 'ecosystem of information' and may under-report the degree of similarity of those they follow.

Question: Generally speaking, the views and opinions of people I follow in social media reflect my own.
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

HOW LIKELY ARE PEOPLE TO ENGAGE WITH SOCIAL MEDIA CONTENT THEY READ, WATCH OR CONSUME?

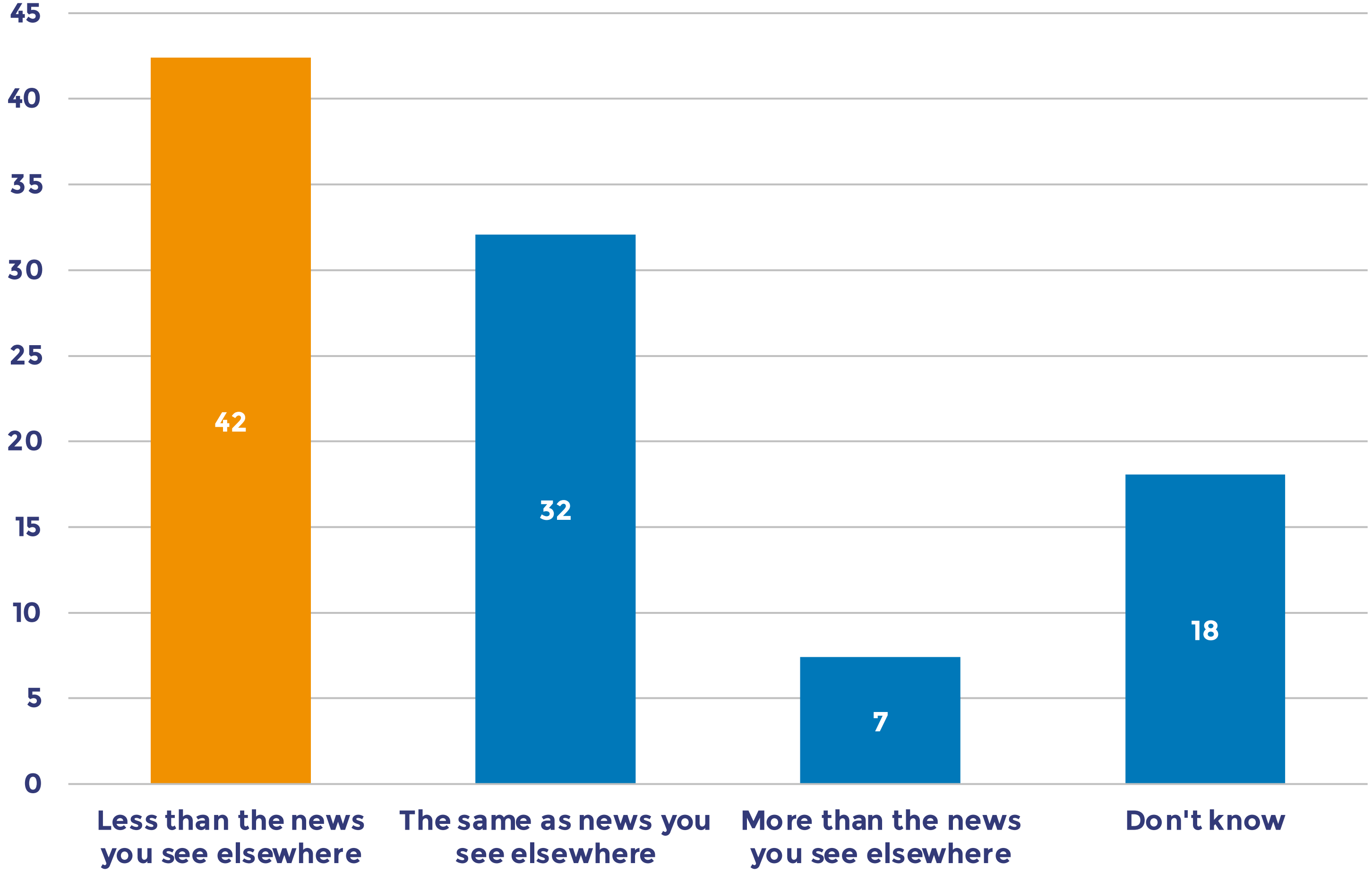
50% of the British public are (very) likely to look at or click on news stories. Nearly half of respondents (48%) are (very) likely to 'Like' the content they come into contact with. Far fewer are (very) likely to share (25%) or comment (24%) on social media content.

Development organisations should keep in mind that more active content engagement – e.g. sharing and commenting – are not done by a large proportion of the public. Most undertake the more passive forms of engagement.



Question: Thinking about the content that you read, watch, or consume on social media. How likely, if at all, are you to…
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

MORE THAN 4 IN 10 SAY THEY TRUST THE NEWS THEY SEE ON THEIR SOCIAL MEDIA FEEDS LESS THAN NEWS THEY SEE ELSEWHERE



As shown previously, 33% of respondents to our survey said that the views and opinions of people they follow on social media reflects their own views/opinions. However, more than 4 in 10 (42%) say that they trust the news they see on their social media feeds less than news they see elsewhere, suggesting a great deal of scepticism about social media content.

Just under one third of respondents (32%) say they trust the news on social media the same as news you see elsewhere.

Only 7% say they trust the news on their social media feed more than the news they see elsewhere.

Question: Thinking about the news that you come across on your social media feeds, do you trust it…
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

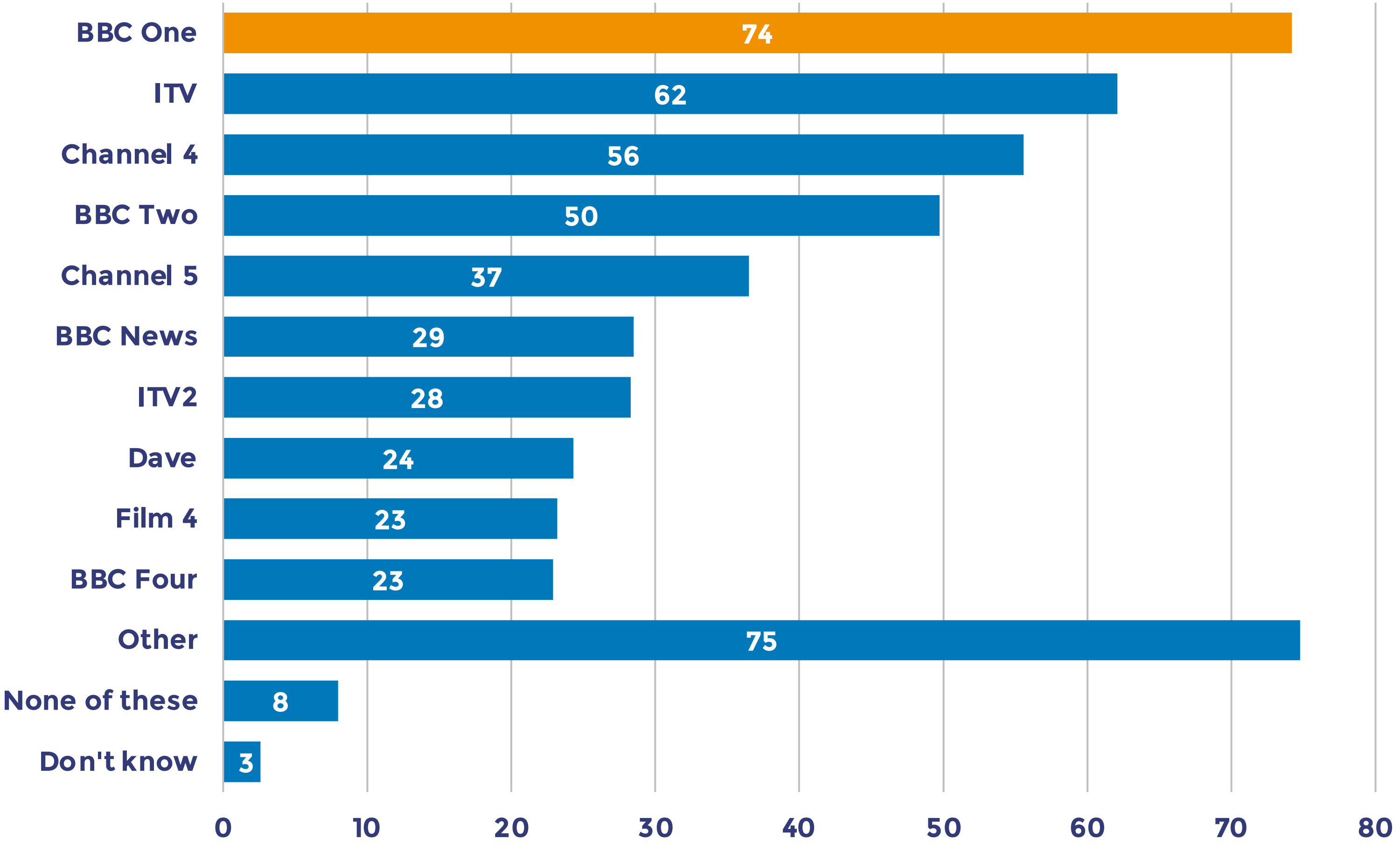
TELEVISION

BBC 1, ITV, CHANNEL 4 AND BBC TWO ARE THE MOST POPULAR TV CHANNELS FOR THE BRITISH PUBLIC

Respondents were presented a list with over 90 television channels and asked to select all of those they watch. BBC One is the most popular television channel, with 74% of respondents saying they watch BBC One, followed, by ITV (62%), Channel 4 (56%), and BBC Two (50%).

BBC News (29%) and BBC Four (23%) also made it into the top list as did Channel 5 (37%), UTV2 (28%), and Dave (24%).

Other channels with small percentages have been combined into the 'Other' category, with details available as tables in the supplemental report.



Question: Which, if any, of the following television channels do you watch? Tick all that apply.
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

BBC ONE IS THE MOST WATCHED TV CHANNEL

Similar to social media, we listed all of the television channels respondents said they watch and asked them to indicate which one they watched the most. Again, BBC One came out on to, with 33% of respondents.

This is followed by ITV with 20% and then followed by Sky Sports (6%) and Channel 4 (5%). The BBC News channel was chose by 3% of respondents.

Given the long list of channels, 33% of respondents chose another channel and these have been combined as 'Other'.

MOST WATCHED TELEVISION CHANNELS

1. BBC One **(33%)**
2. ITV **(20%)**
3. Sky Sports **(6%)**
4. Channel 4 **(5%)**
5. BBC News **(3%)**
6. Other **(33%)**

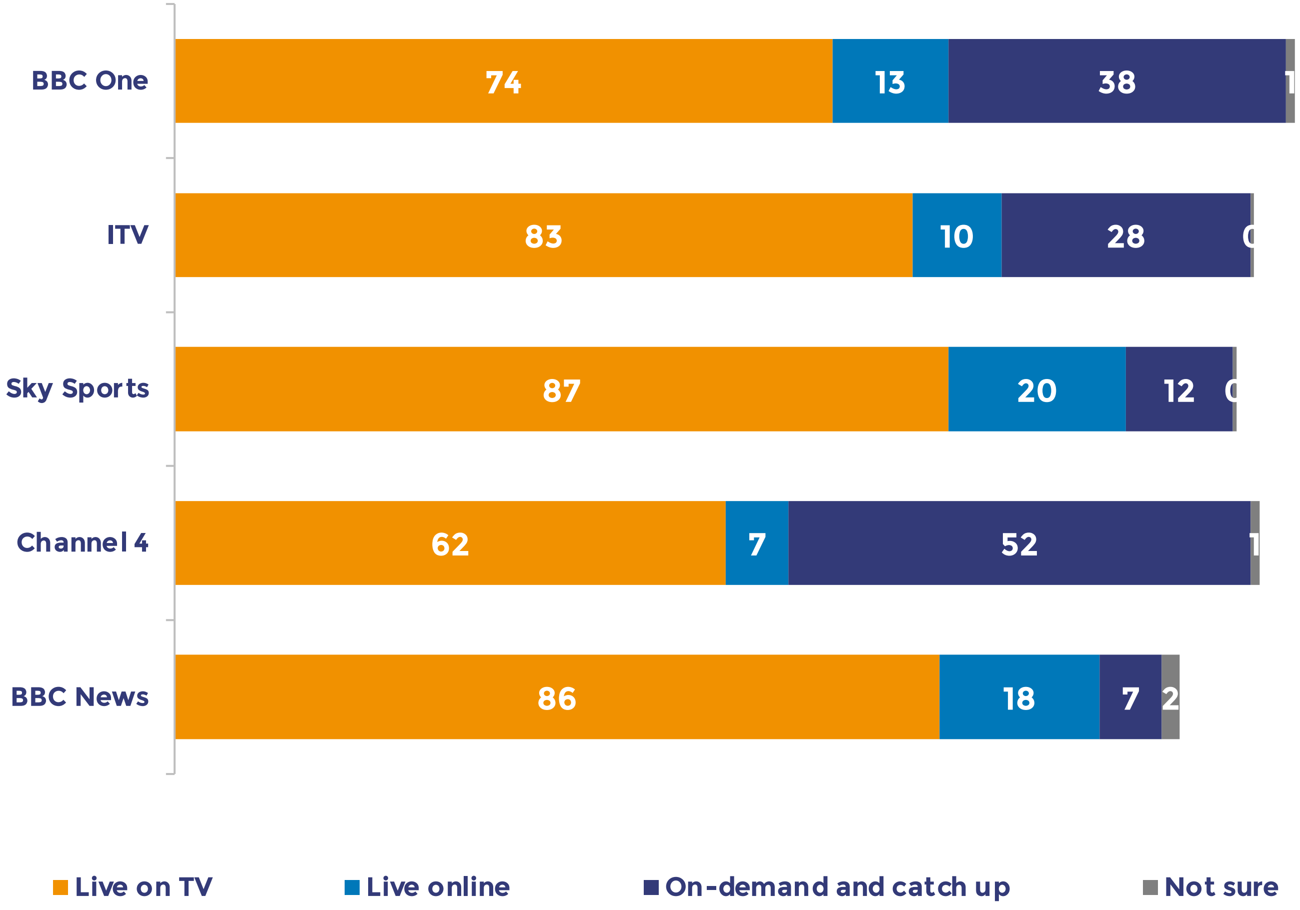
Question: Which of the following television channel would you say you watch the most often?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

DESPITE RISE OF ON DEMAND TELEVISION, MOST CHANNELS ARE WATCHED 'LIVE'

Using the most watched TV channel from the previous question, we asked respondents how they usually watch the channel – live on TV, live online, on demand, or not sure. The data show that despite the increase in on demand offers, significantly more people watch their most preferred channel live.

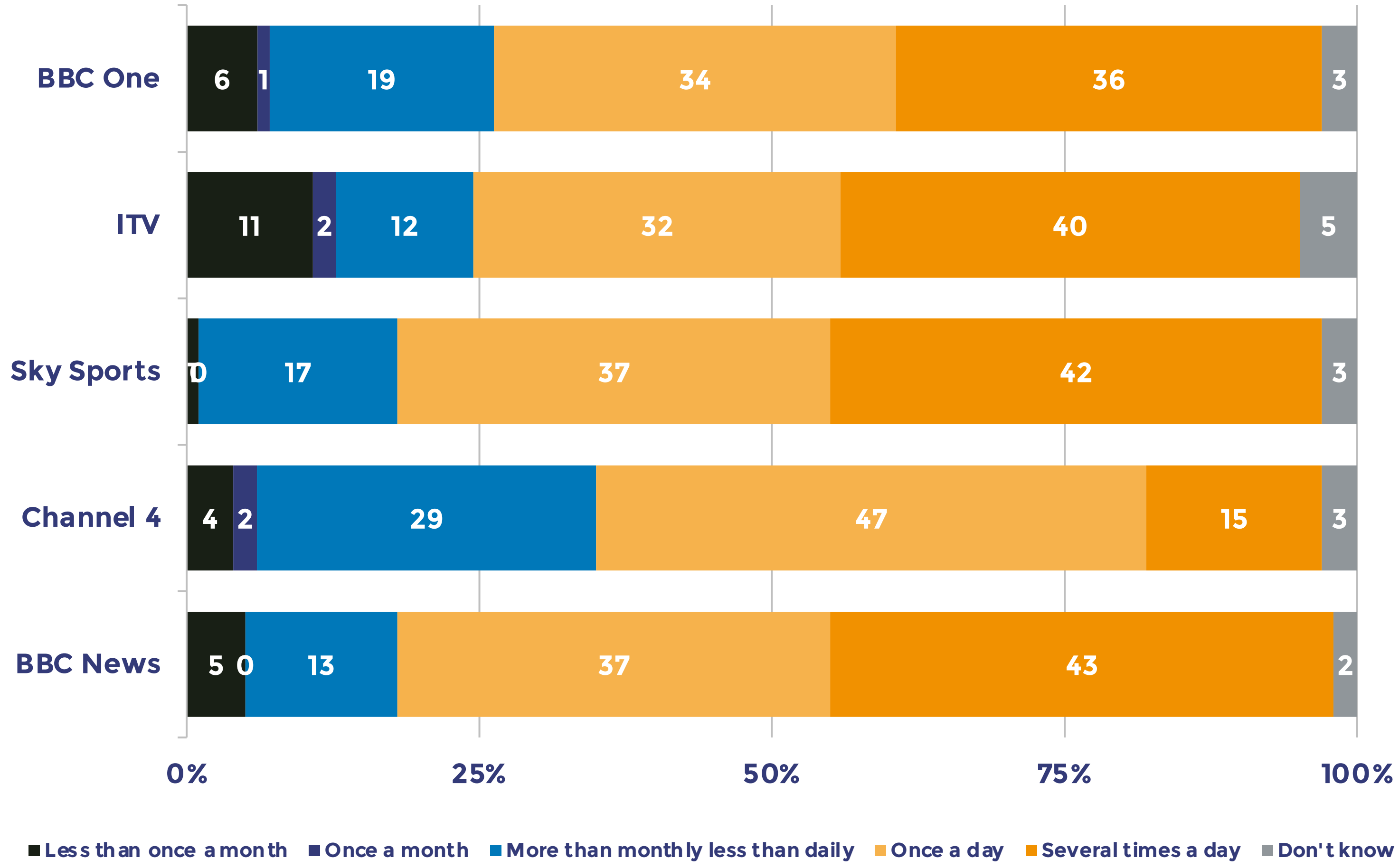
For Sky Sports (87%), BBC News (86%), and ITV (83%), more than 80% say they watch live. The largest on demand viewing is for Channel 4 (52%) and BBC One (38%).

Very few report watching 'live online' save for Sky Sports (20%).



Question: How do you usually watch your TV channel? Please tick all that apply.
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

MORE THAN 4 IN 10 WATCH ITV, SKY SPORTS, AND BBC NEWS SEVERAL TIMES A DAY



Looking at the most watched channels, we see that the public engaged quite frequently. At least 40% of respondents say they watch ITV, Sky Sports and BBC News several times a day. For BBC One, this is slightly lower at 36%. Across all channels, a majority are tuning in at least once a day.

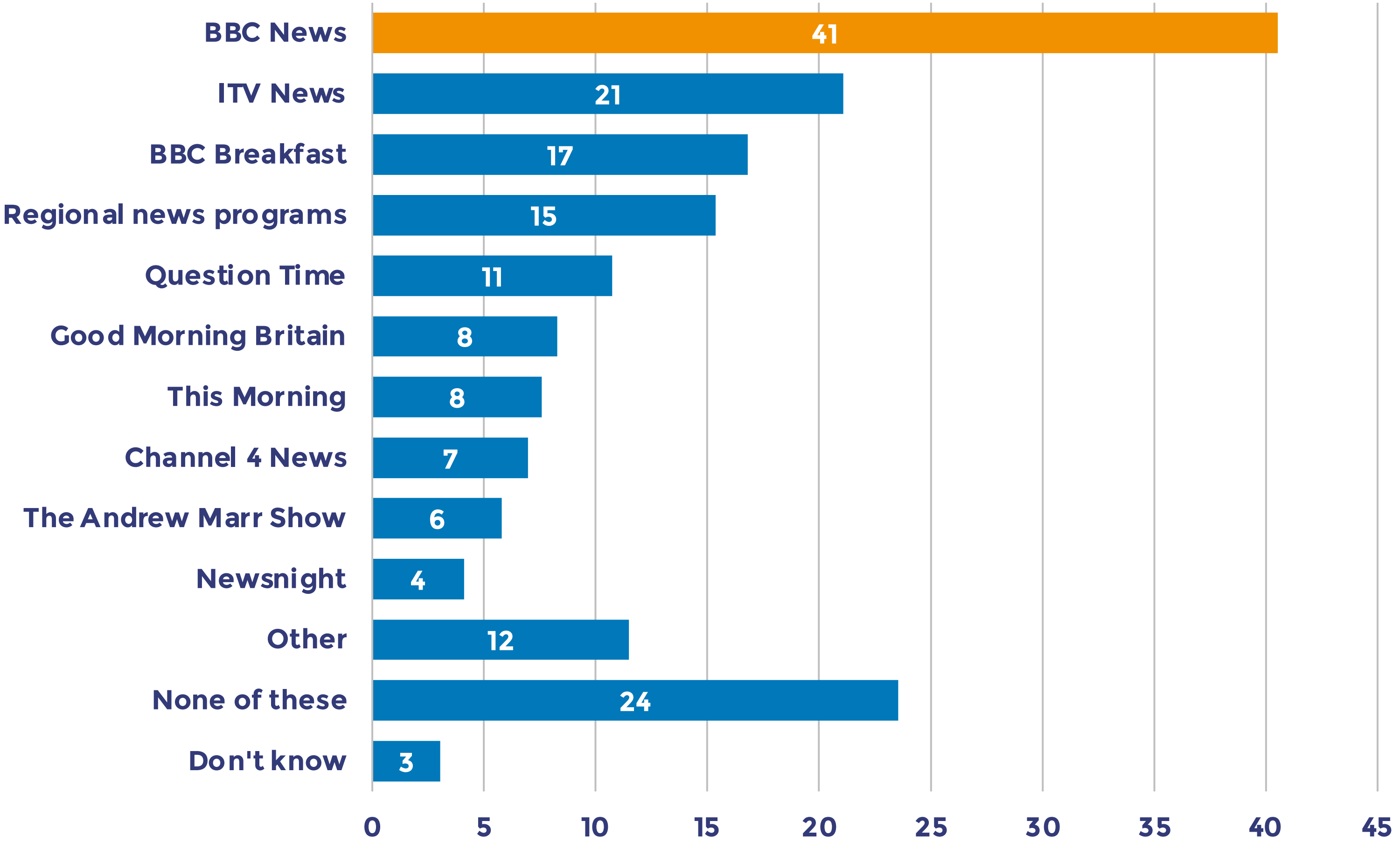
Looking across the data, we see that with the exception of Channel 4, the public are tuning into their most watched channel at least once a day. Channel 4 has the highest percentage of respondents (29%) who said they watch more than monthly, but less than daily.

Question: On a typical day, how often do you watch your TV channel online or offline, live or on demand?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

BBC NEWS IS THE MOST WATCHED NEWS PROGRAMME ON TELEVISION

Focusing in on television news programmes, we asked respondents to indicate which of the following they watch (tick up to 3 from choice of 17). Once again, the BBC dominates, with BBC News mentioned by 41% of respondents. This is followed by ITV News at 21% and BBC Breakfast at 17%.

Specialized news programmes – e.g. Andrew Marr and Newsnight – are not watched by large audiences. While these programmes may be the go to choice for elites and decisionmakers, they are not popular with the public.

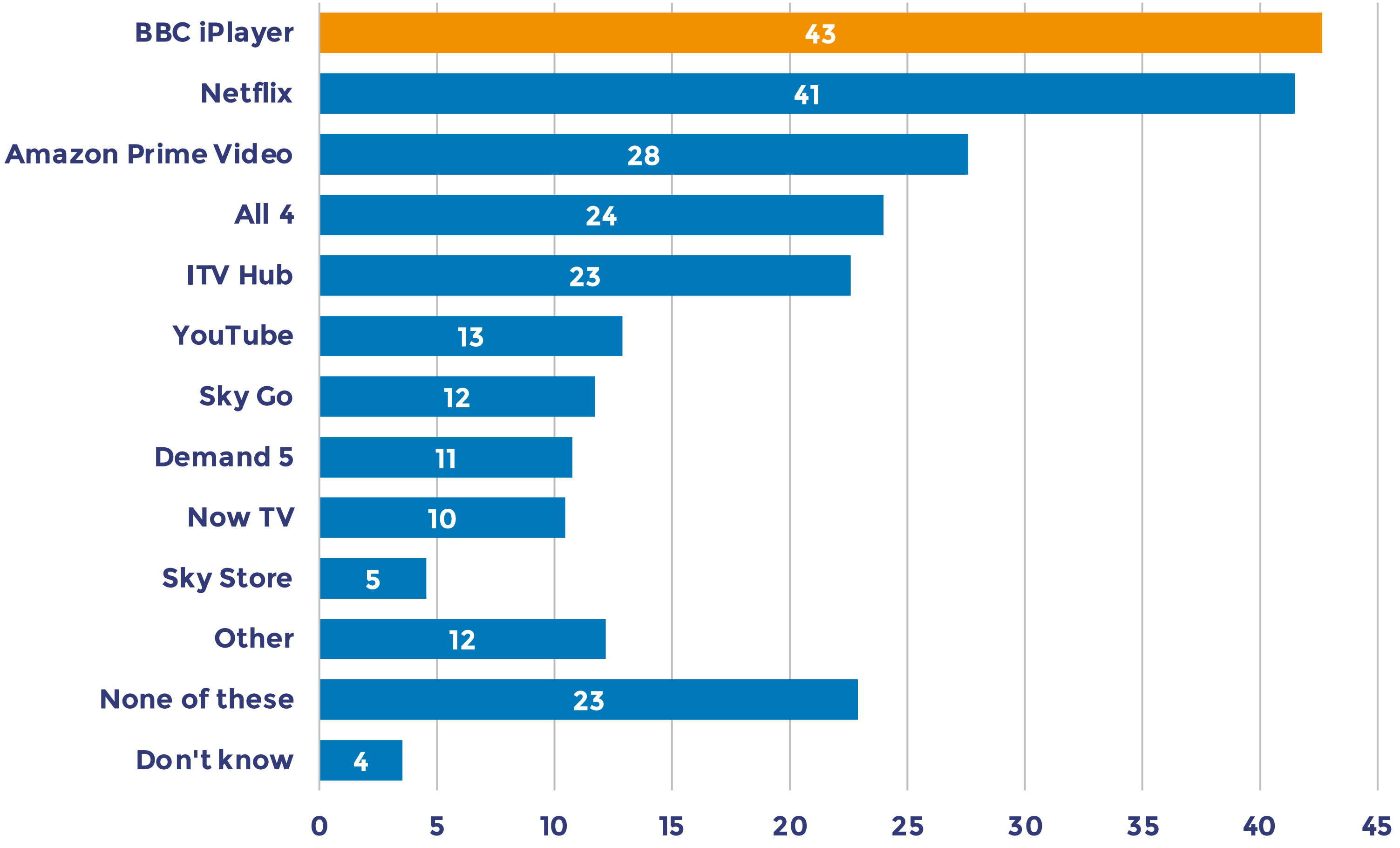


Question: Which, if any, of the following television news programmes do you watch? (Tick up to 3 options)
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

BBCC IPLAYER AND NETFLIX ARE THE TOP ON DEMAND AND STREAMING SERVICES

As more and more people watch television ‘on demand’, we asked respondents which of the following their household currently subscribes to from a list of 24 options.

As shown, BBC iPlayer is the most popular on demand option (43%) followed by Netflix (41%). iPlayer is a free service as are elements of Netflix. The paid subscription services – i.e. Amazon Prime – is still popular, but many of these services offer a mix of free and paid content.



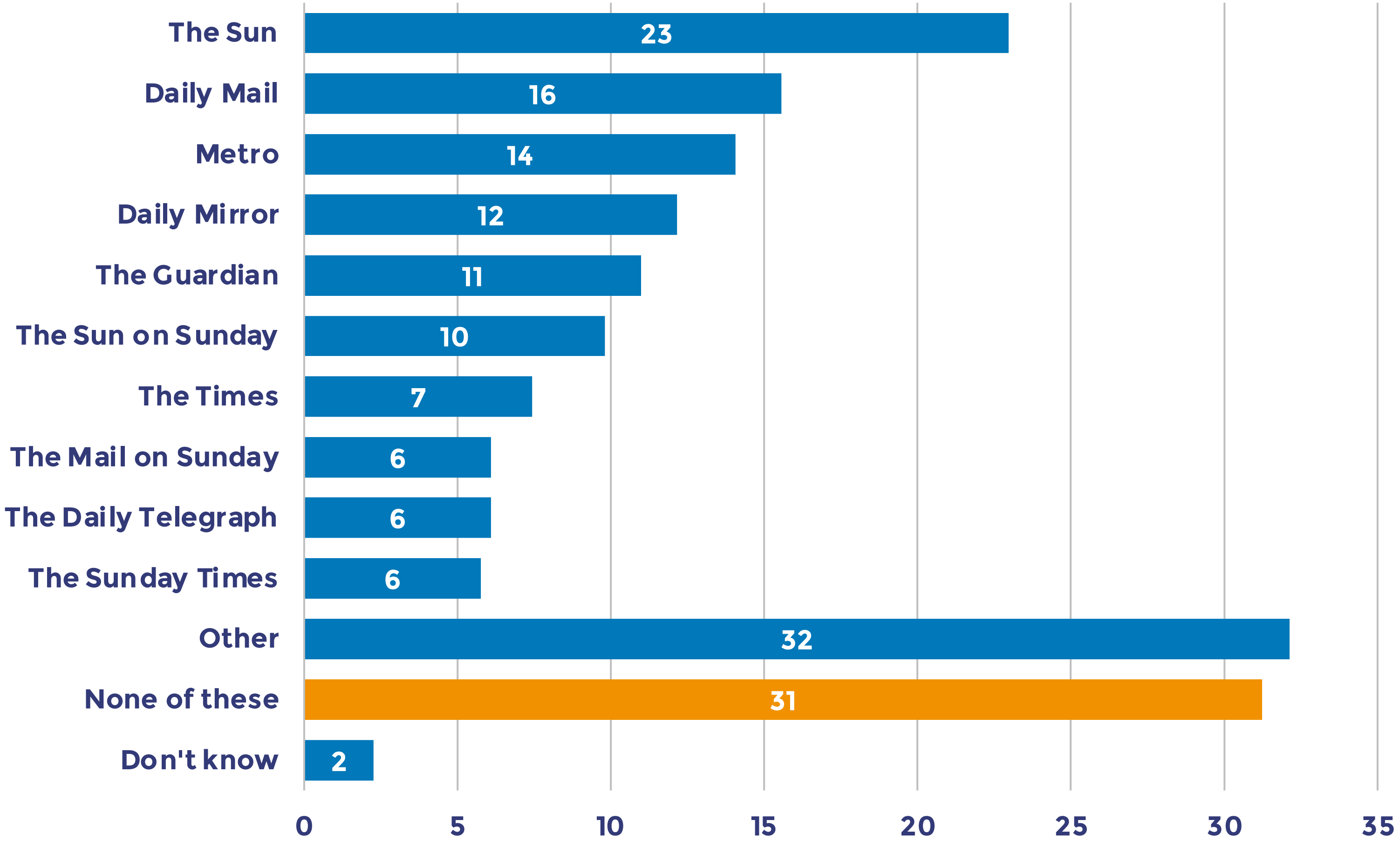
Question: Which, if any, of the following TV/film on-demand and catch-up services do you use? Tick all that apply.
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

NEWSPAPERS

NEWSPAPERS: (DON'T) READ ALL ABOUT IT!

Turning to newspaper readership, we gave respondents a list of 40 national and regional newspapers – including broadsheets and tabloids – and asked them to indicate any of the following papers they read. 32% chose 'Other' newspapers from the list, showing a wide variety in readership.

Of the papers selected, 23% said *The Sun*, followed by *The Daily Mail* at 16%. Major broadsheets, including *The Guardian* (11%), *The Times* (7%) and *The Daily Telegraph* (6%) are read by far fewer of our respondents.



Question: Which, if any, of the following newspapers do you read? Tick all that apply.
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

THE SUN IS THE MOST READ NEWSPAPER FOR THE BRITISH PUBLIC

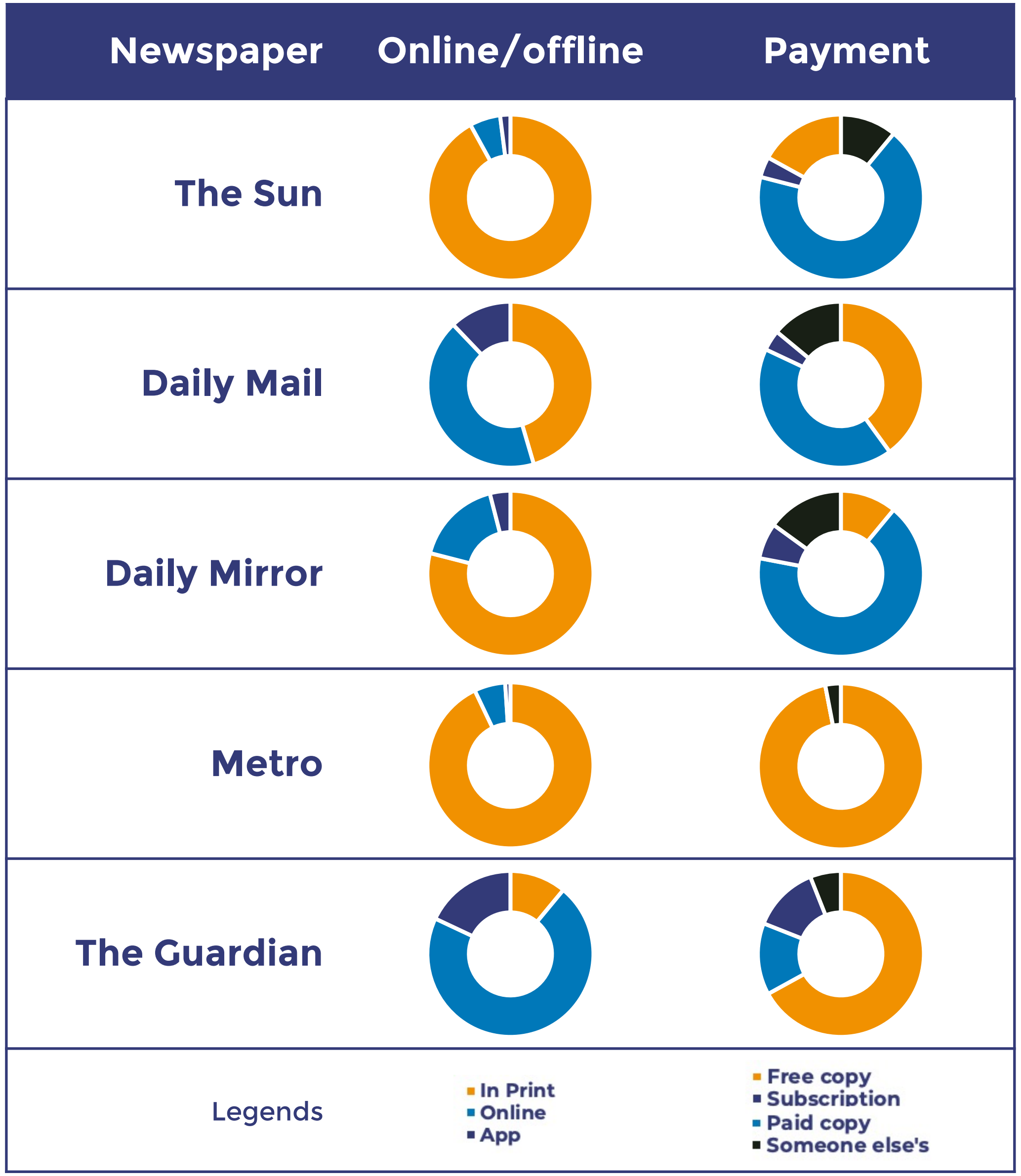
We followed up on the newspapers respondents said they read and showed them a list of all newspapers they selected in the previous question. We asked which from the list did they use the most: **28% of respondents said they read *The Sun* the most.**

The Daily Mail is second at (15%) and the *The Daily Mirror* is third at 13%. The London based *Metro* is the fourth most read newspaper, followed by the only broadsheet in the top five, *The Guardian* (7%).

MOST READ NEWSPAPERS

1. The Sun **(28%)**
2. Daily Mail **(15%)**
3. Daily Mirror **(13%)**
4. Metro **(10%)**
5. The Guardian **(7%)**
6. Other **(27%)**

Question: Which, if any, of the following newspapers do you read the most?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019



THE MOST POPULAR PAPERS ARE STILL READ IN PRINT, SAVE FOR *THE GUARDIAN*

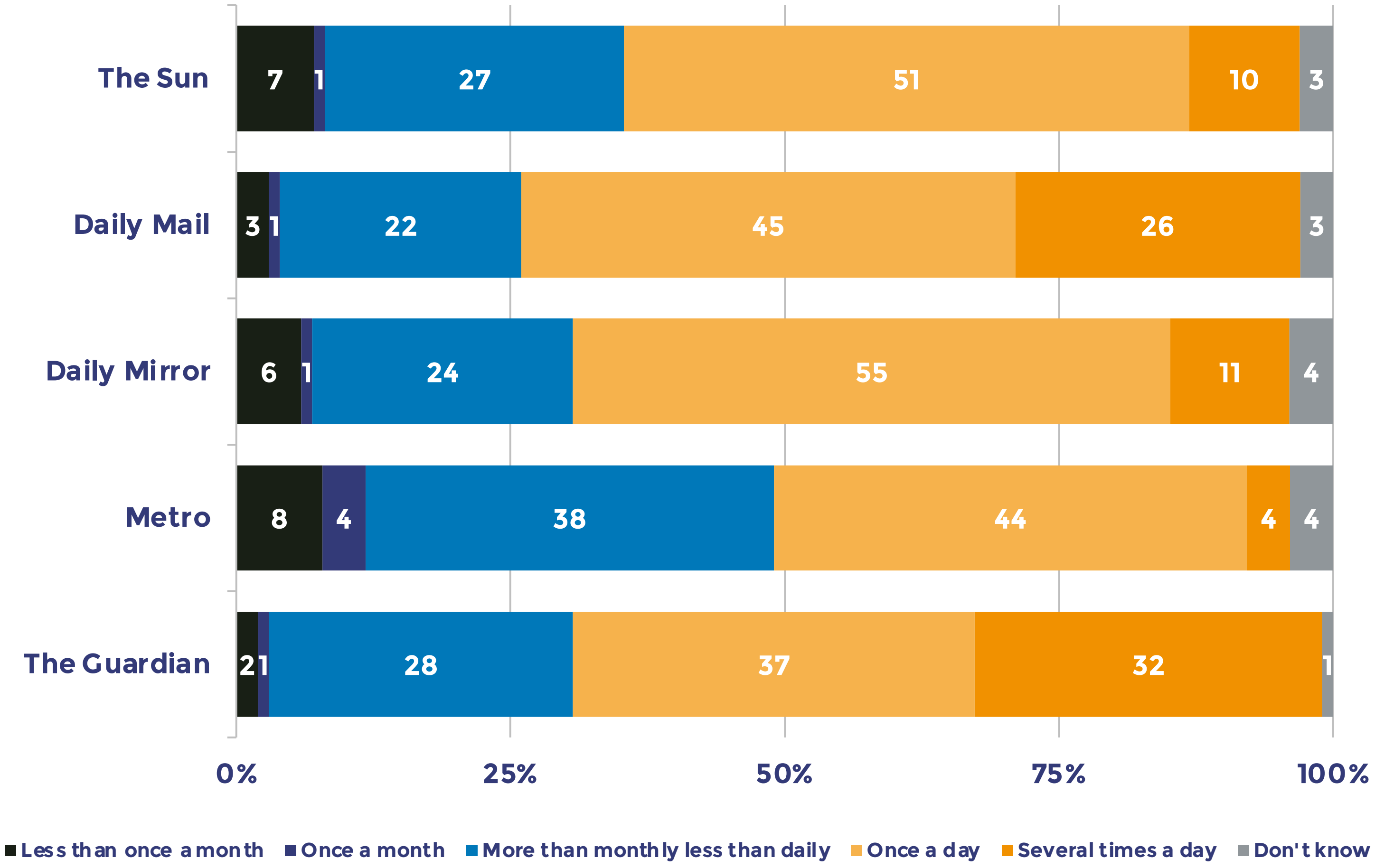
We asked respondents to indicate how they take the paper they read most frequently. For *The Sun*, 92% read it in print, the same for the *Metro*. 79% read the *Daily Mirror* in print and 45% read the *Daily Mail* in print. Only the *The Guardian* is more likely to be read online (71%).

We also asked how people acquire their preferred paper – as a paid copy, as part of a subscription, a free copy or reading someone else's. For the London *Metro*, nearly everyone picks up this free paper. 68% of respondents say they read a free version of *The Guardian* (presumably online content), and 40% say they read a free version of the *Daily Mail*.

Very few read papers as part of a subscription. 68% of respondents say they pay for a copy of *The Sun* and 67% say they pay for a copy of the *Daily Mirror*.

Question: (1) How do you most frequently read {newspaper name}? (2) Some people pay for their preferred newspaper and some people get them for free. Which of the following best describes how you typically take {newspaper name}? Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

A MAJORITY OF THE BRITISH PUBLIC READ THE MOST POPULAR TITLES AT LEAST ONCE A DAY



The results here suggest that for those respondents who do read a paper, they are likely to do so very frequently.

Guardian readers are far more likely to dip into the paper several times a day: nearly one third (32%) said they read the paper several times a day. Another 37% read it once a day.

More than a quarter (26%) said they read the *Daily Mail* several times a day.

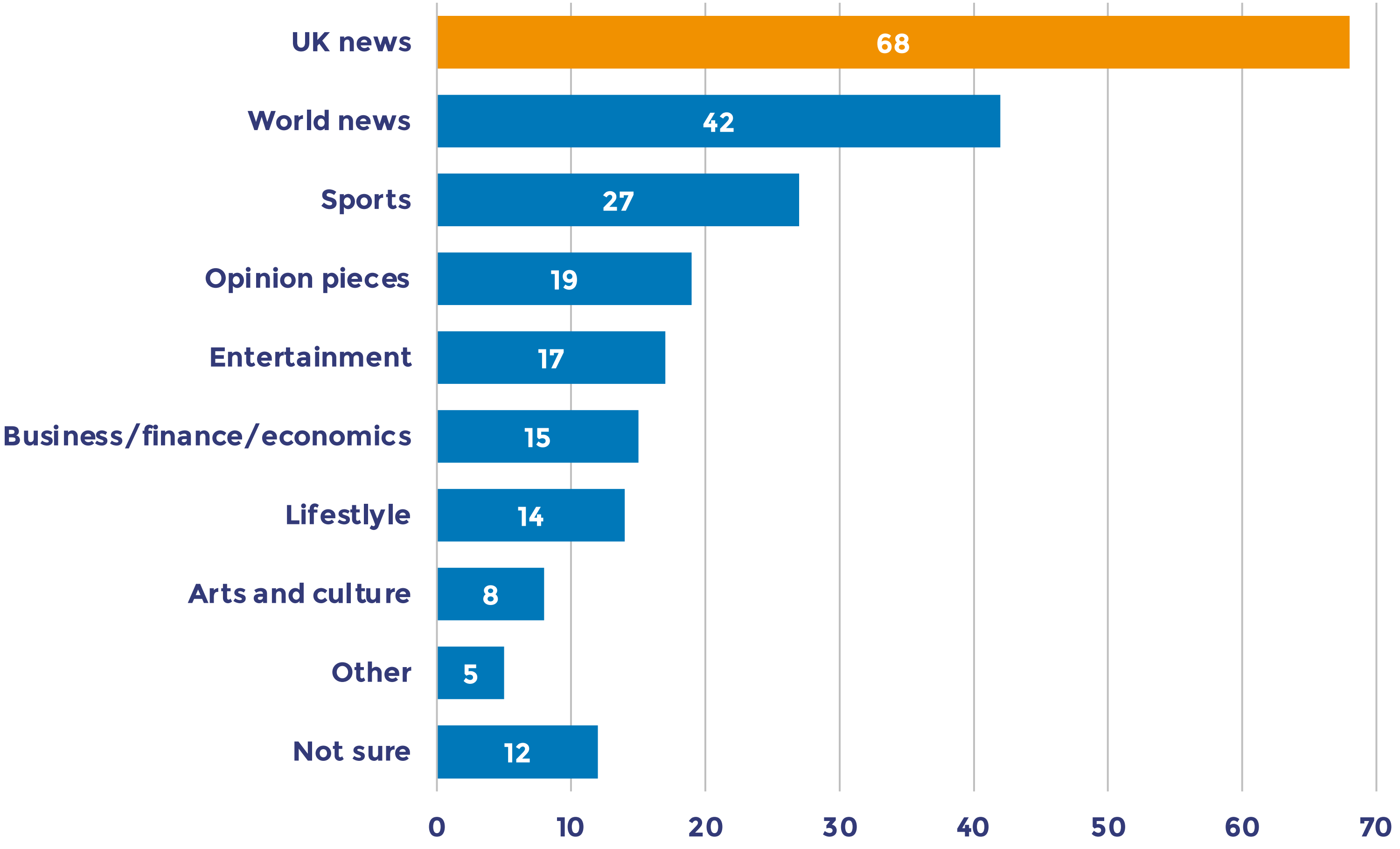
Question: On a typical day, how often do you read {newspaper name} either online or offline?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

68% SAY THAT UK NEWS IS THE SECTION OF THE NEWSPAPER THEY ARE MOST INTERESTED IN, FOLLOWED BY WORLD NEWS (42%)

UK and world news are the top sections of interest for newspaper readers. Nearly 7 in 10 respondents (68%) say they are most interested in UK news, with 42% saying they are interested in world news.

The sports section is the third most popular section (27%), followed by opinion pieces (19%, entertainment (17%) and business/ finance/ economics (15%). Lifestyle and arts and culture are less popular sections.

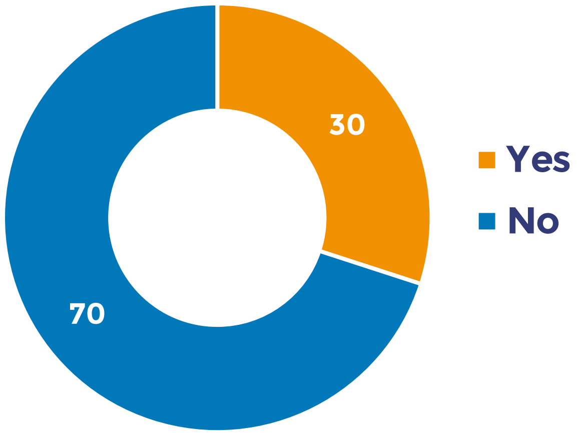
The data here reinforce our earlier finding showing the public's interest in UK national news. For development organisations, newspaper readers are active and engaged audiences – the key is (how) to connect development to the UK national news agenda.



Question: Thinking about your habits as a newspaper reader, which sections of the paper are you usually most interested in? (Tick up to three)

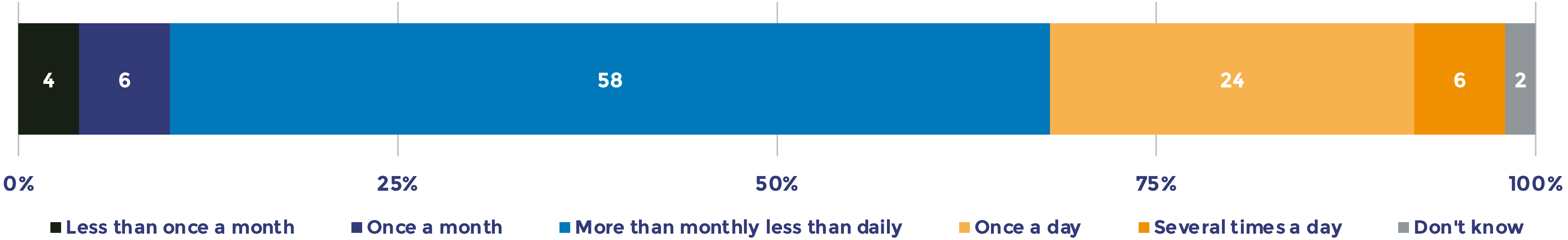
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

30% OF RESPONDENTS READS A LOCAL NEWSPAPER; FOR THOSE WHO READ A LOCAL PAPER, HALF READ IT WEEKLY



30% of respondents say they read a local newspaper, compared to 70% who do not.

For those respondents who read a local paper, 6% say they read it several times a day, and 24% say they read it once a day. Nearly 6 in 10 say they read a local paper more than monthly, but less than daily.



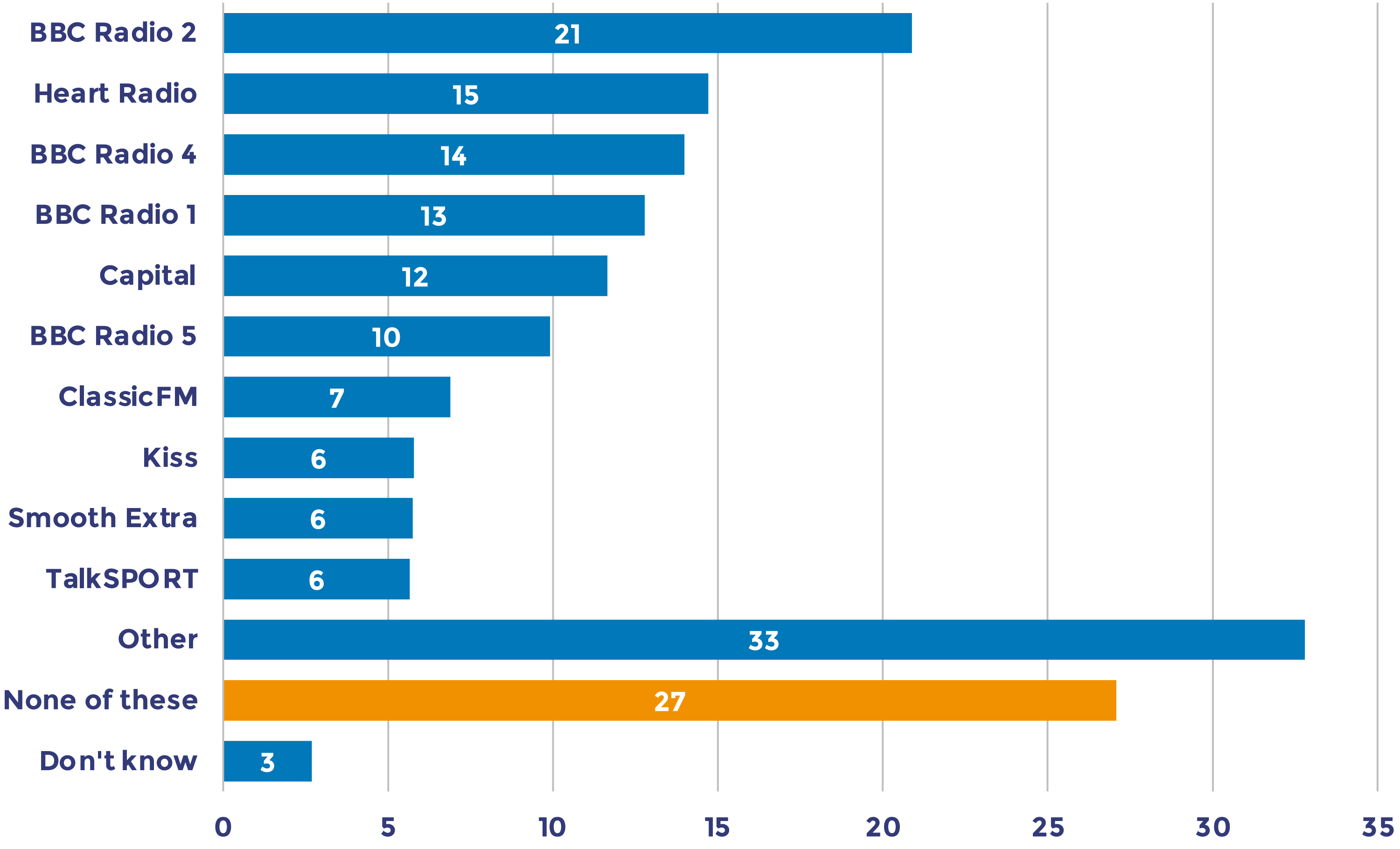
Question: (1) Do you read a local newspaper? (2) On a typical day, how often do you read your local newspaper?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

RADIO

BBC RADIO STATIONS ARE THE MOST POPULAR FOR BRITISH AUDIENCE, BUT 27% LISTEN TO NO RADIO

Once again, BBC options top our list of top radio stations listed to by our respondents. Presented with a list of 40 options, we asked respondents to indicate all of the stations they listen to. BBC Radio 2 comes out on top at 21%, followed by Heart Radio (15%), BBC Radio 4 (14%), and BBC Radio 1 (13%).

Stations with a smaller proportion of respondents listening have been grouped as 'Other' and details for these can be found in our supplemental report. Radio is less popular than other platforms: 27% said they don't listen to any radio station.



Question: Which, if any, of the following radio channels do you listen to? Tick all that apply.
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

BBC RADIO 2 IS THE MOST LISTENED TO RADIO STATION

We listed all of the stations a respondent selected in the previous question and asked them to indicate, from the list, which radio station they listened to the most.

BBC Radio 2 wins the top spot with 19%, followed by BBC Radio 4 with 12%, Heart Radio with 11%, and BBC Radio 1 with 10%.

Given the large number of other stations listed, 'Other' accounts for 42% of most listened to stations.

MOST LISTENED TO RADIO STATIONS

1. BBC Radio 2 **(19%)**
2. BBC Radio 4 **(12%)**
3. Heart Radio **(11%)**
4. BBC Radio 1 **(10%)**
5. Capital **(6%)**
6. Other **(42%)**

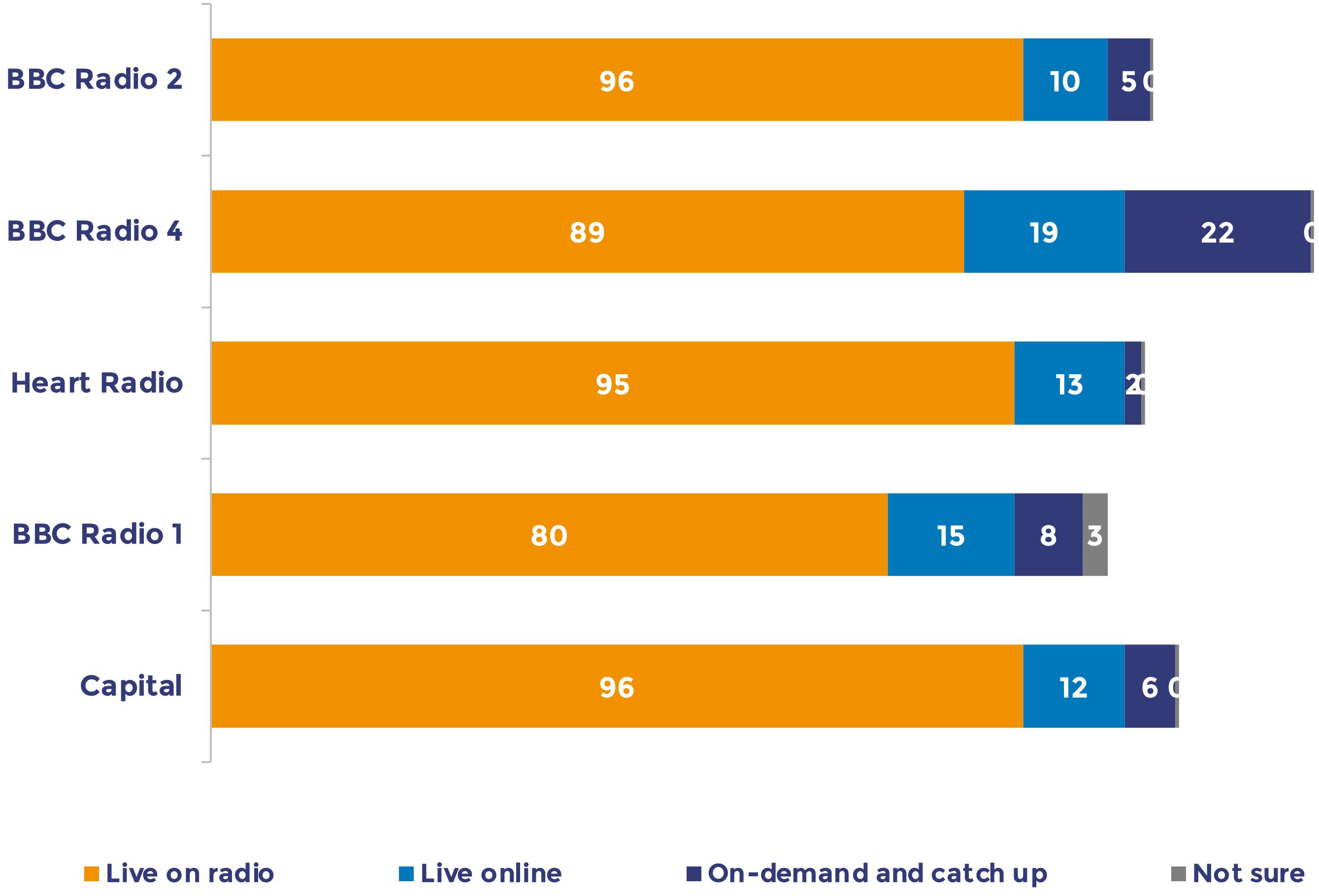
Question: Which of the following radio channels do you listen to the most?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

OVERWHELMING MAJORITY OF RADIO AUDIENCE LISTEN TO PROGRAMMES LIVE

Using the most listened to station from the previous question, we asked respondents how they usually listen to the station – live on radio, live online, on demand, or not sure. The data show that the overwhelming majority of respondents listen to their most preferred radio station live.

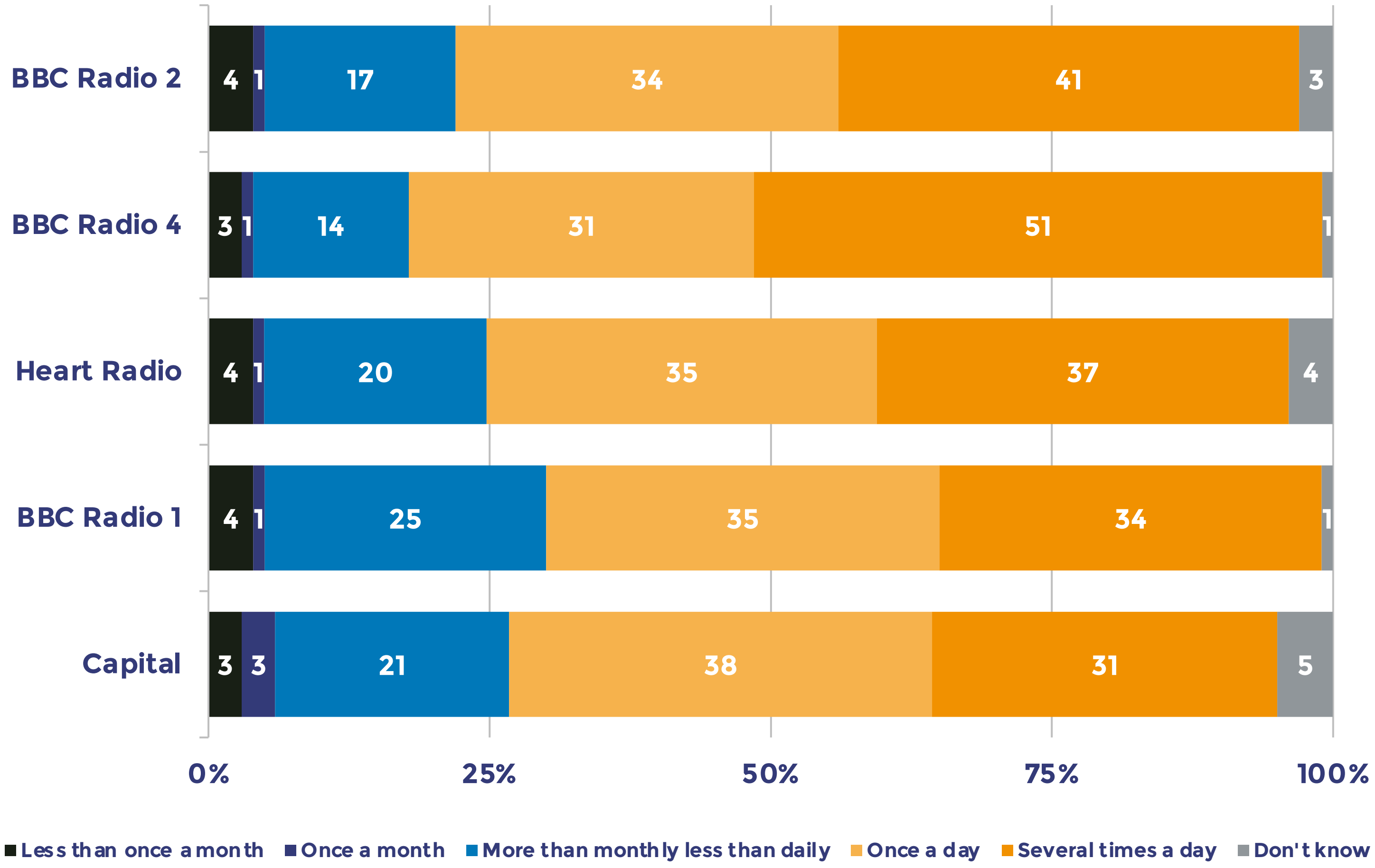
Live online options are not insignificant for BBC Radio 4 (19%), Heart Radio (13%), BBC Radio 1 (12%) or Capital Radio (12%).

22% of respondents say they listed to BBC Radio 4 on demand/catch up, significantly higher than for any other station.



Question: How do you usually listen to your radio channel? Please tick all that apply
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

ACROSS THE POPULAR STATIONS, THE PUBLIC ARE FREQUENT LISTENERS WITH 51% OF BBC RADIO 4 LISTENERS TUNING IN SEVERAL TIMES A DAY

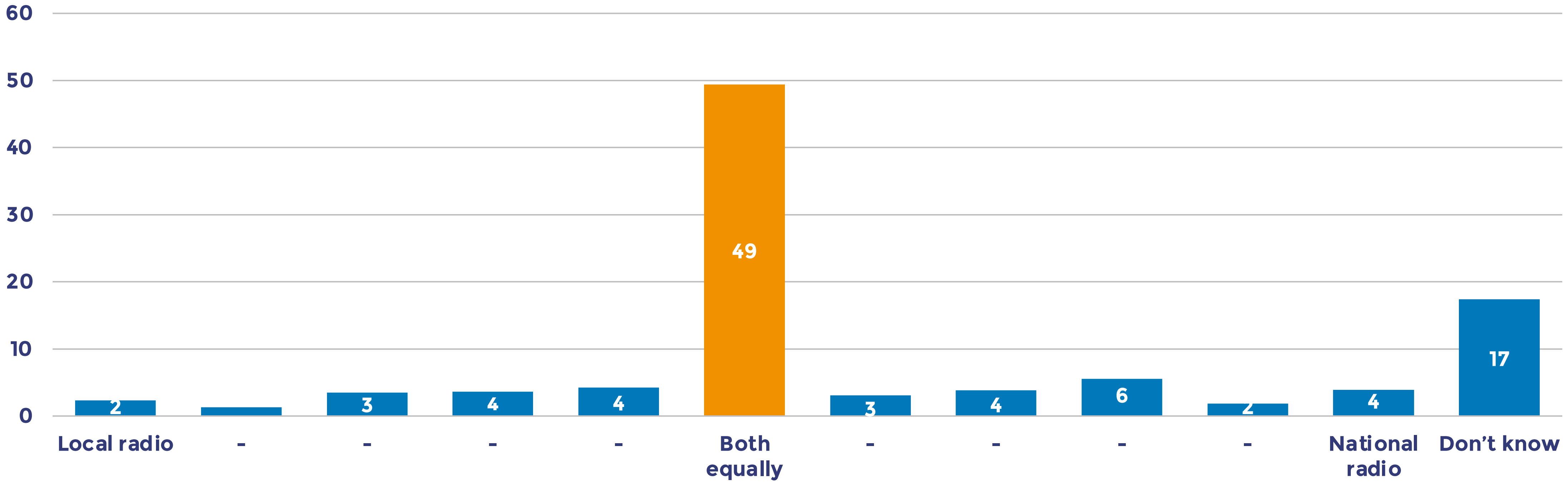


The results here suggest that respondents listen to their most preferred station at least once a day, with 31-51% saying they listen several times a day.

For BBC Radio 1 and Capital Radio, 69% said they listen at least once a day. This rises to no less than 72% for Heart Radio, BBC Radio 4, and BBC Radio 2.

Question: On a typical day, how often do you listen to your radio channel online or offline, live or on demand?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

THE PUBLIC TRUST LOCAL AND NATIONAL RADIO STATIONS EQUALLY



On balance, the public say they trust local and national radio stations equally (49%), with 17% saying they 'Don't know. While some respondents lean towards trusting local stations more, roughly the same proportion lean towards trusting national radio stations more.

Development organisations can be reassured that there is no trust advantage to be gained from reaching potential supporters on local vs national radio.

Question: Generally speaking, how much do you trust local radio stations compared to national radio stations?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

5. TOUCHPOINTS WITH GLOBAL POVERTY

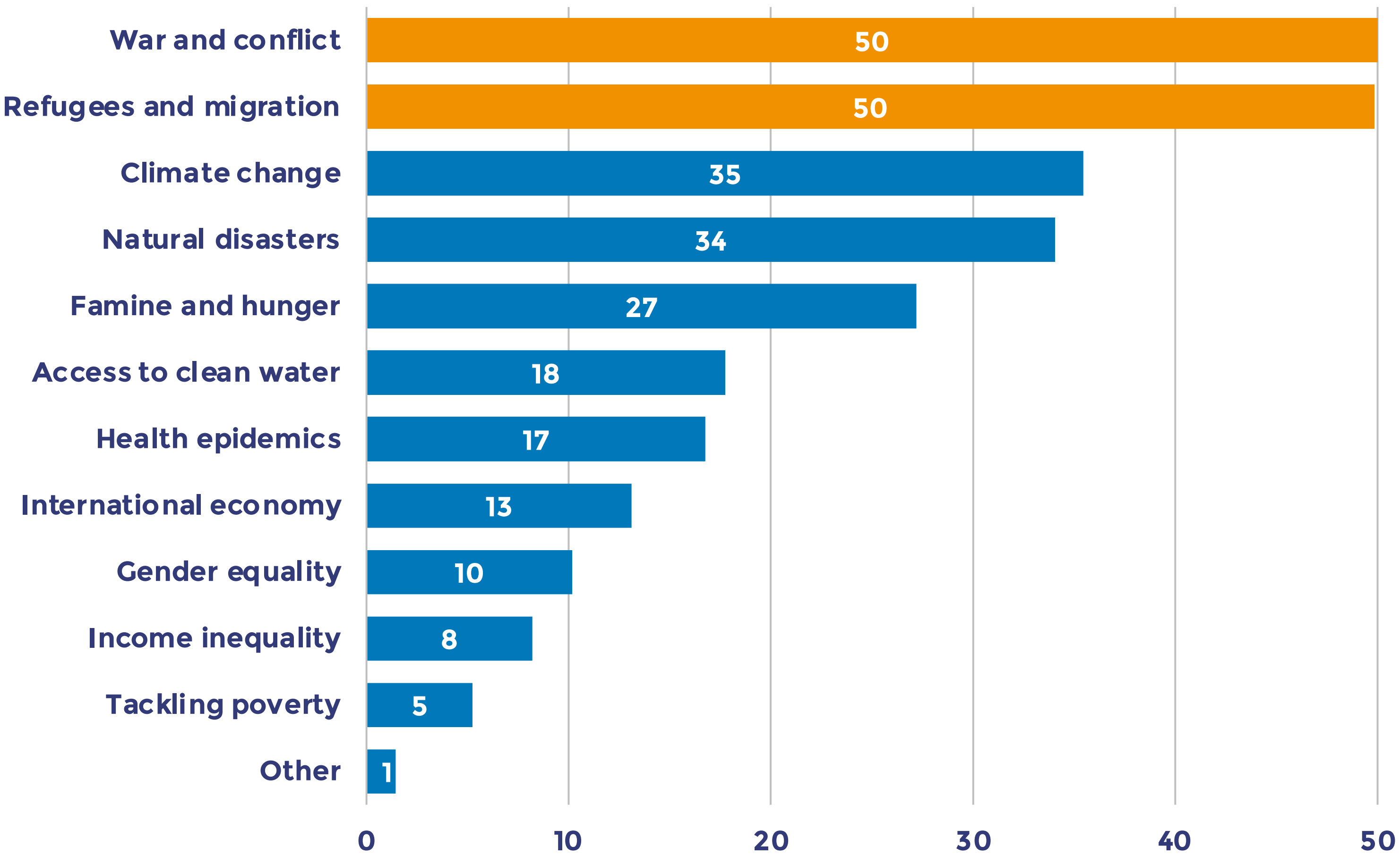
How do the British public come into contact with global poverty and development?

THE BRITISH PUBLIC ARE MOST LIKELY TO HEAR ABOUT GLOBAL POVERTY IN THE CONTEXT OF STORIES ABOUT WAR/CONFLICT AND REFUGEES/ MIGRATION

The public hear about global poverty through a range of difficult topics, most frequently war/conflict (50%) and refugees/migration (50%).

The third and fourth most frequent stories the public hear about global poverty through are in the context of climate change (35%) and natural disasters (34%).

Just 17% of respondents said they hear about global poverty in the context of health epidemics. However, although this data preceded COVID-19, we wouldn't expect this same question to differ significantly. Very few people hear about global poverty in the context of debates over equality – including gender and income



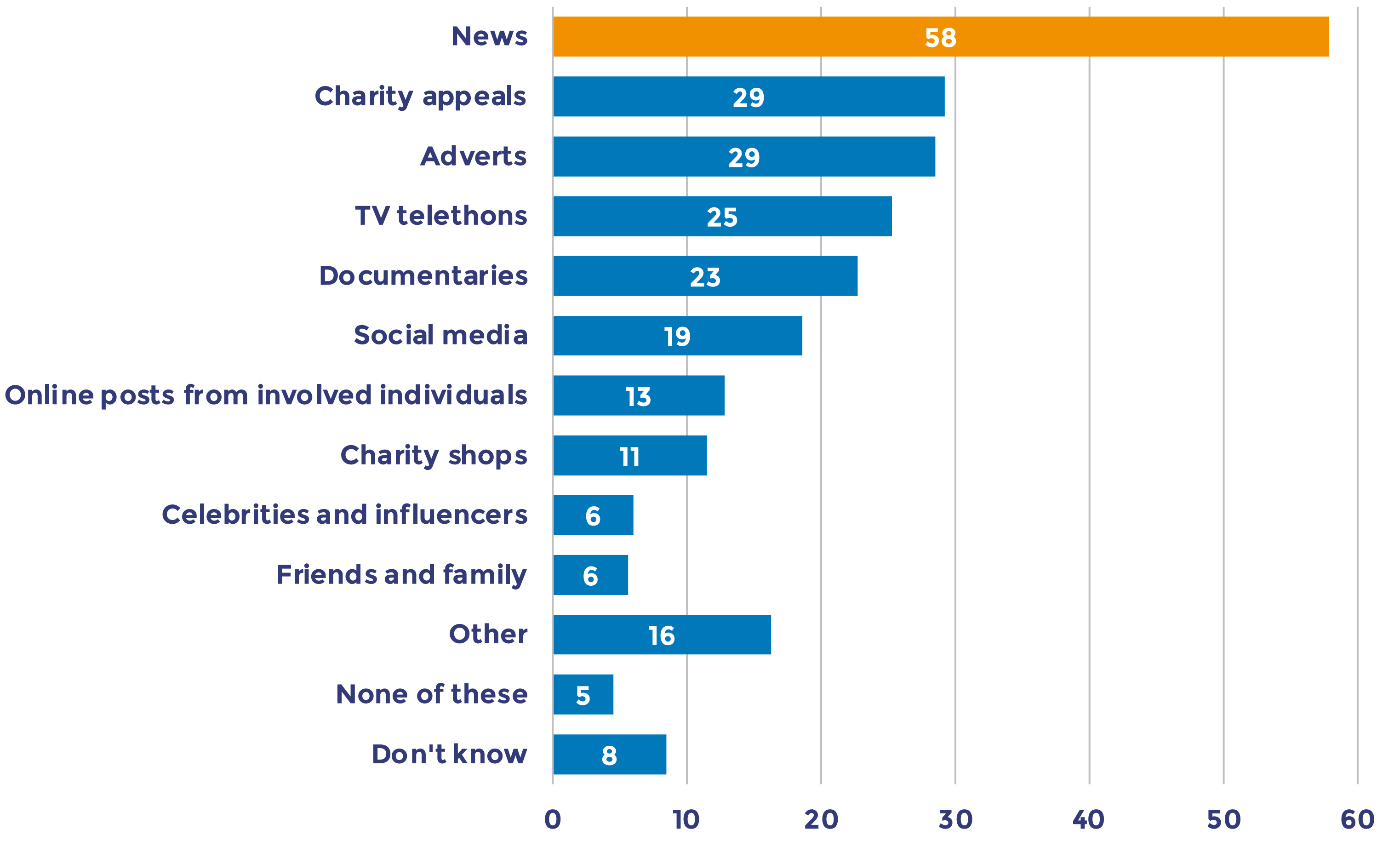
Question: Thinking about stories you hear about global poverty, which of the following types of stories do you hear about most frequently? (Rank 1st, 2nd and 3rd most frequent)

A LARGE MAJORITY OF THE BRITISH PUBLIC – 58% – HEAR ABOUT GLOBAL POVERTY FROM THE NEWS

This finding reinforces the importance of shaping news stories for development organisations: 58% of the British public hear about global poverty from the news.

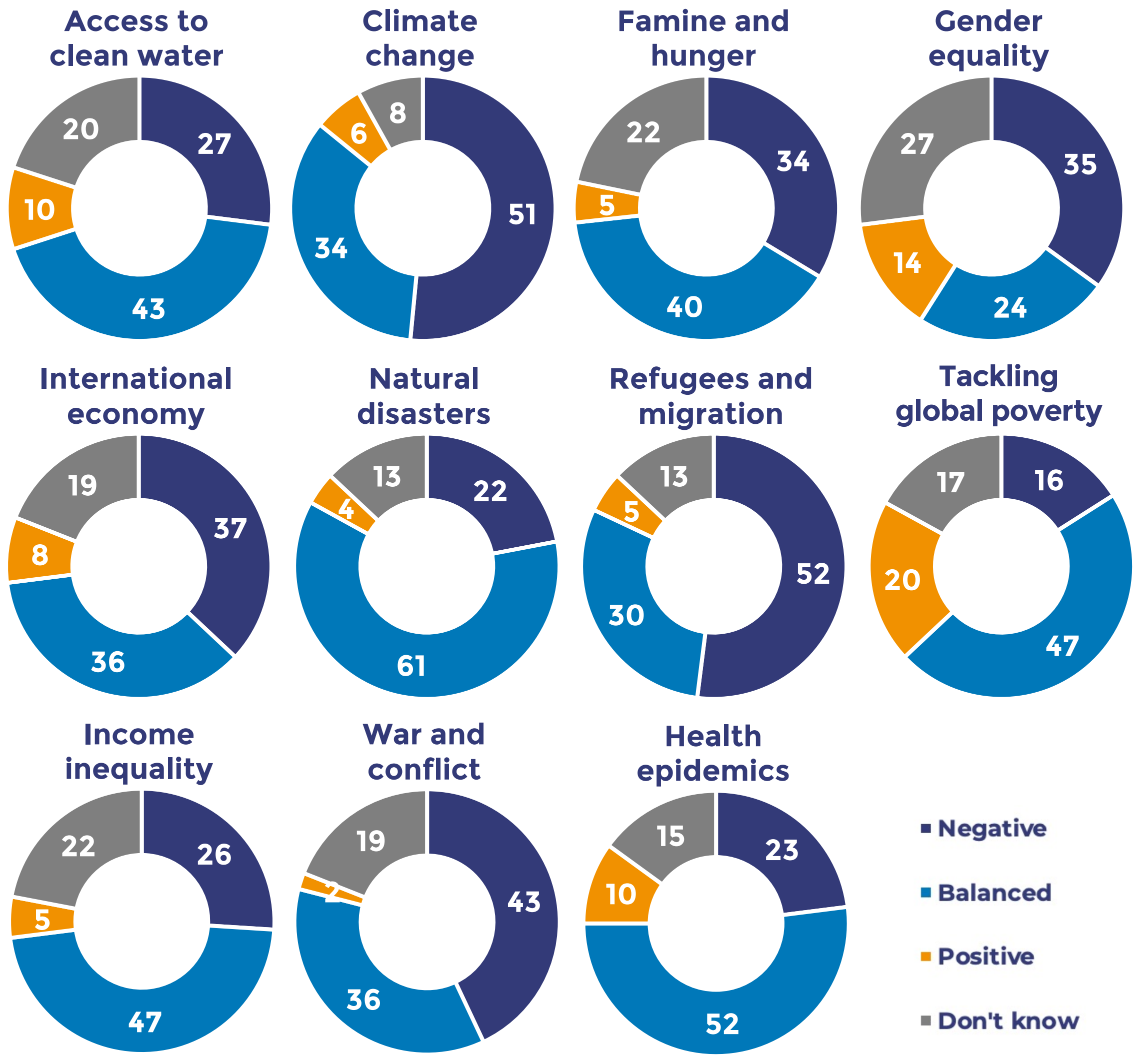
Far fewer hear about global poverty from activity from development organisations themselves: 29% say they hear about it from charity appeals and adverts. 25% hear about it from TV telethons and 23% from documentaries.

Celebrities/influencers (6%) and friends and family are the least likely sources to hear about global poverty.



Question: Generally speaking, where do you typically hear stories about global poverty?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

DEPENDING ON THE CONTEXT, RESPONDENTS MAY BE MORE OR LESS LIKELY TO HEAR NEGATIVE OR BALANCED VIEWS ON POVERTY



There is a significant difference in how stories about global poverty are framed, depending on the context in which they are reported. Taking the context that respondents said how they hear about global poverty most frequently, we then asked them to indicate whether the stories they hear are negative, balanced or positive.

The data show that respondents hear very few positive stories about global poverty. They are most likely to hear balanced stories when hearing about health epidemics (52%) and natural disasters (61%).

The most negative frames are around climate change (51%) and refugees and migration (52%). Organisations would do well to balance the negative framing of climate change to a more balanced portrayal so as not to reinforce the message that the challenge is unsolvable or that individuals can make very little difference.

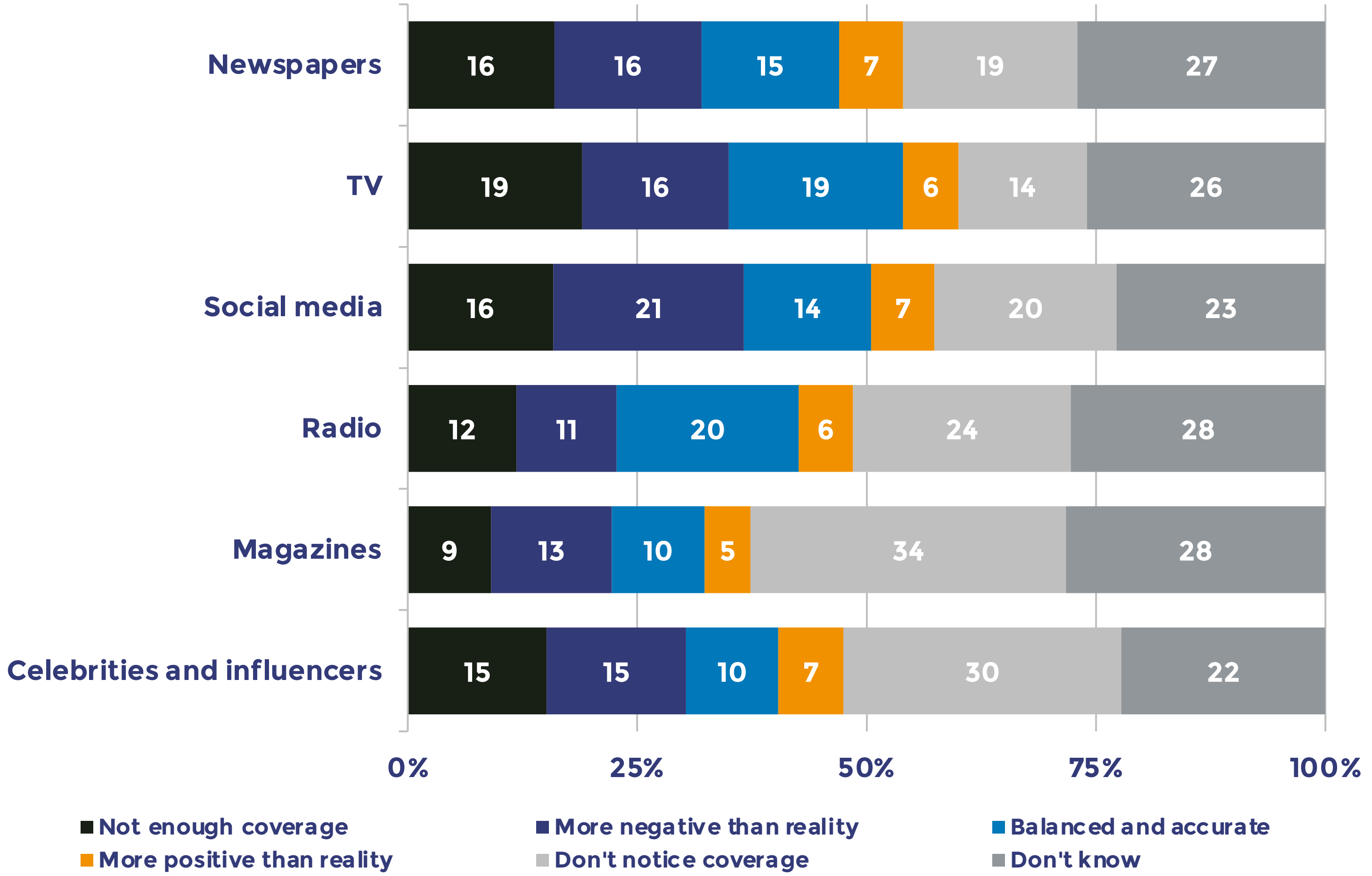
Question: On balance would you say that the stories you hear about a topic are told in a negative, balanced or positive manner?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

THERE IS A DIVERSITY OF VIEWS ON WHETHER MEDIA COVERAGE OF GLOBAL POVERTY IS ADEQUATE AND ACCURATE

Nearly a quarter of all respondents say ‘Don’t know’ when responding to this question, suggesting that there are not strong or fixed views.

34% of respondents say they don’t notice coverage of global poverty stories in magazines and 30% say they don’t notice stories coming from celebrities and influencers. Very few respondents think that global poverty stories are more positive than the reality.

The public are more likely to say that media coverage of global poverty is more negative than the reality. This suggests that development organisations need to be careful to balance need and progress/change in their stories.

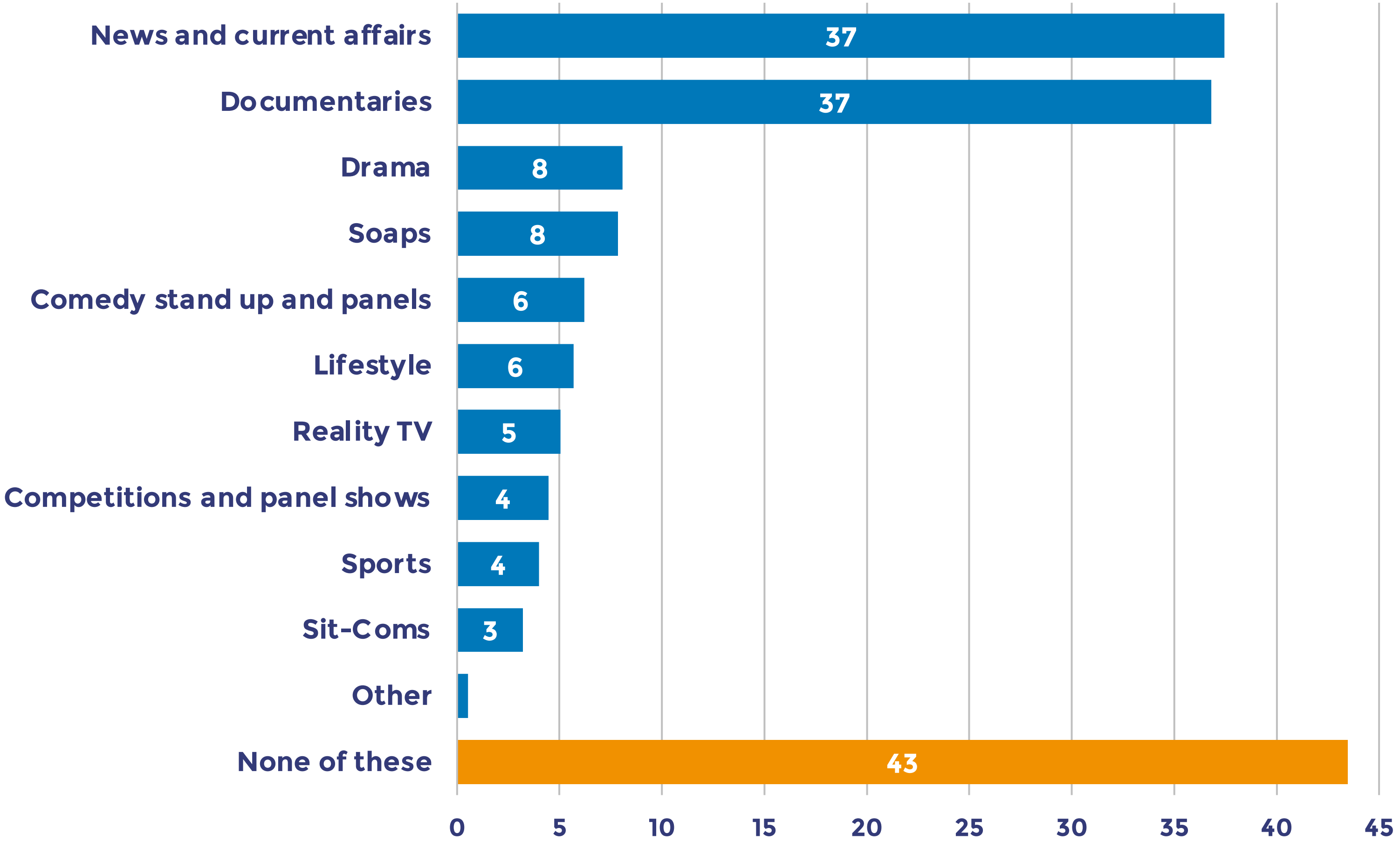


Question: Thinking about the representations of global poverty you see in {media}, which of the following statements comes closer to your view? The coverage of global poverty is… Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

THE BRITISH PUBLIC PREFER TO HEAR MORE ABOUT GLOBAL POVERTY FROM TELEVISION NEWS AND CURRENT AFFAIRS PROGRAMMES AS WELL AS DOCUMENTARIES

Although 43% of respondents said they would not like to hear more about global poverty from any of these, television programmes, news and current affairs (37%) and documentaries (37%) were clear winners for those who did want to hear more.

There is little evidence that the public want to mix development stories in their entertainment. This suggests they prefer to keep entertainment separate from difficult topics. However, this may reflect that relative paucity and quality of development storylines in mainstream television programming

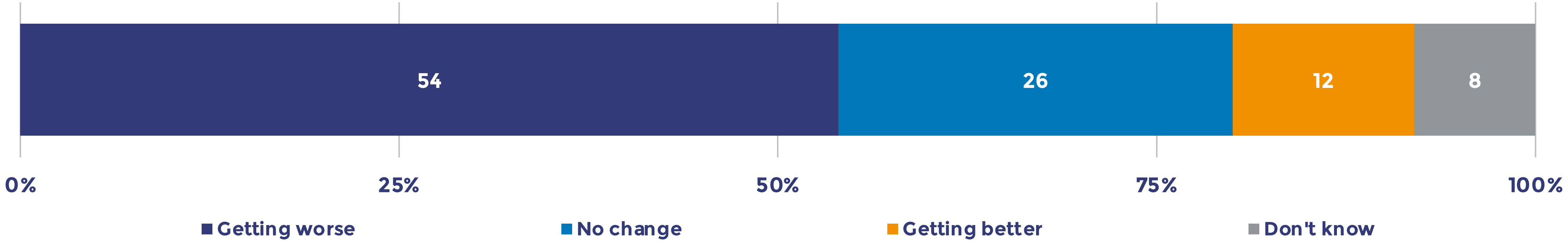


Question: In which types of television programmes would you be interested in hearing more about global poverty issues?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

MORE THAN HALF OF RESPONDENTS SAID ALL THINGS CONSIDERED, THE WORLD IS GETTING WORSE

To better gauge public sentiment around the state of the world, we asked respondents to say on balance whether they thought the world is getting better or worse. While this question doesn't get at efficacy – i.e. an individual's ability to make a difference in the world – it does provide some indication of sentiment around progress.

To put this in perspective, DEL recently asked this question (October 2020) after nearly 10 months into the COVID-19 pandemic: 77% of British respondents said the world is getting worse – an increase of 23 percentage points.



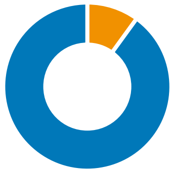
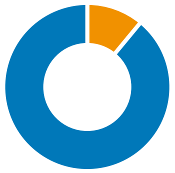
Question: All things considered do you think the world is getting better or worse or has there been no change?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

6. TARGET AUDIENCE GROUPS

In this section, we profile 4 key audience groups to help development organisations better identify and target potential supporters

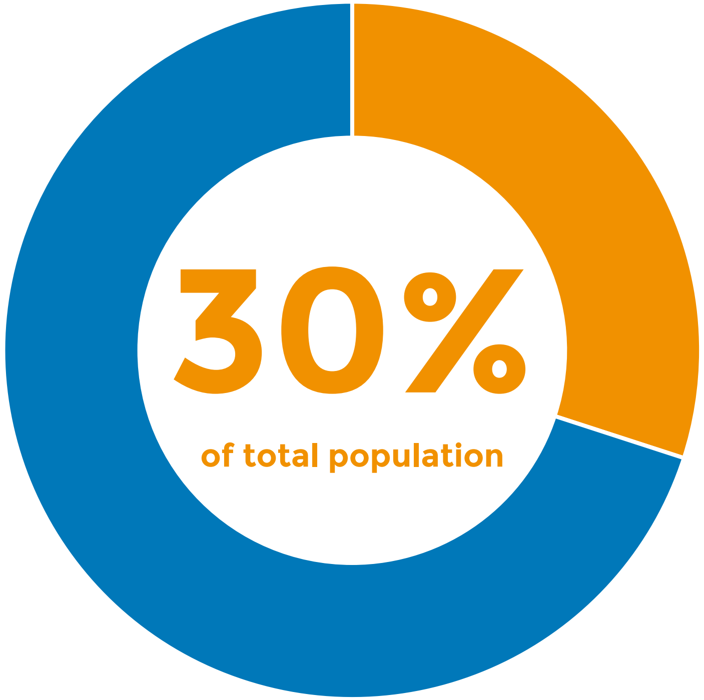
SUMMARY OF FOUR TARGET GROUPS

The table summarises the four audience groups that are current or potential supporters. Note that there is some overlap between groups, but not much (10% are in two groups, and less than 1% in three and no one in four). In total, these four groupings account for 67% of the population. The core supporters are those who are already engaged and onside. The cosmopolitan non-supporters are people who would seem like natural supporters, but haven't yet been activated for some reason or other. The informed but inactive are aware of the issues of global poverty and development but are not predisposed to take further action. The marginally engaged sceptics sometimes take actions to support the issue, but feel that spending on aid should be reduced somewhat.

Group name	Group size		Description
Core supporters		**30%**	**Aid supporters, current donors or people who are fully engaged in the AAT engagement segmentation**
Marginally engaged aid sceptics		**10%**	**People who are marginally engaged in the AAT engagement segmentation who want aid expenditure to decrease slightly**
Informed but inactive		**11%**	**People who have read, watched or listened to news about poverty in poor countries but took no further action**
Cosmopolitan non-supporters		**24%**	**People who are open to other cultures and ideas, but are not in the core supporters category**

CORE SUPPORTERS

CORE SUPPORTERS



An audience on which the sector can count.
They fulfill one of three criteria:

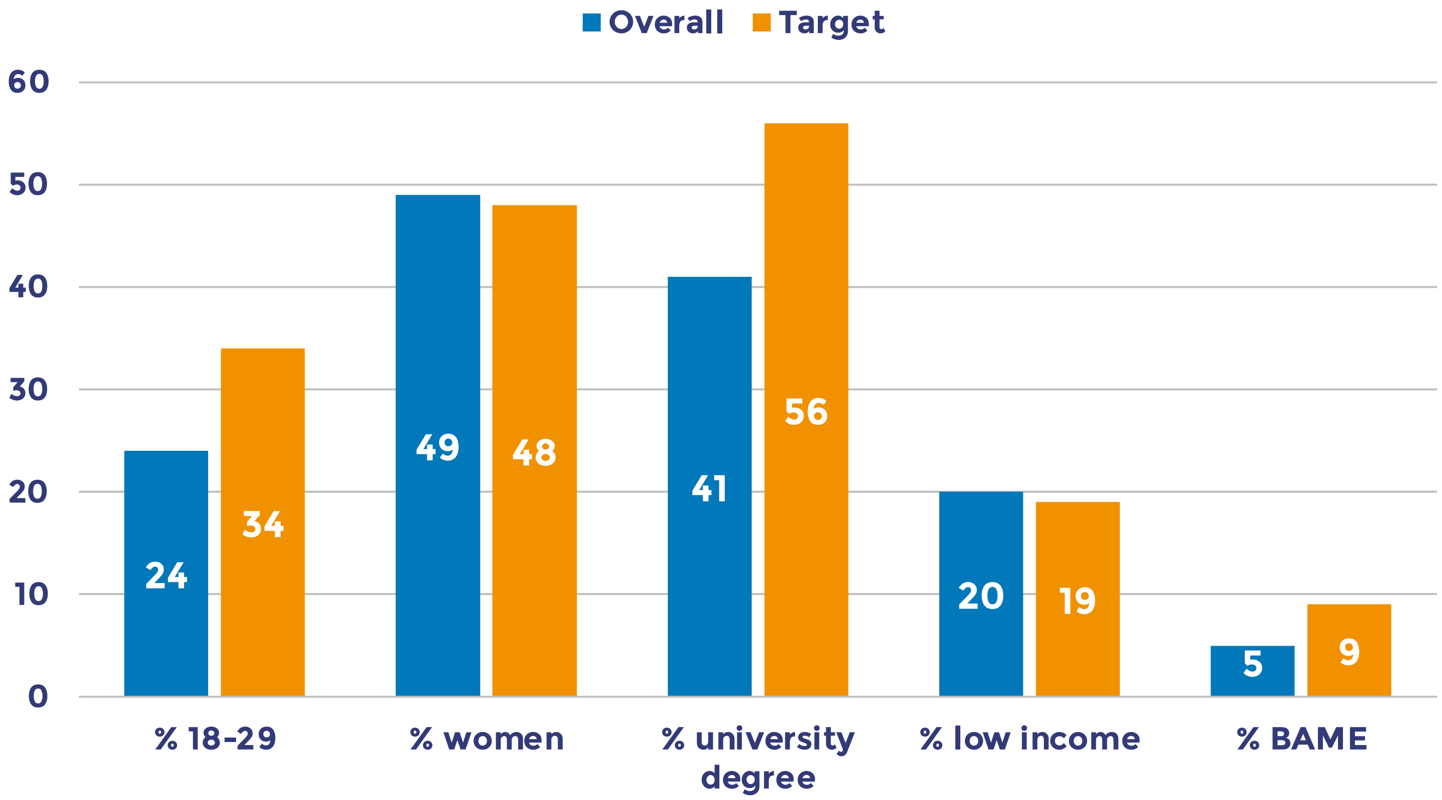
- **They want to see aid expenditure increased**
  - This might be by a great deal, or only somewhat
- **They are donors to global poverty charity**
  - They donated in the previous 12 months
- **They are fully engaged with global poverty**
  - They are actively engaged, e.g. some combination of volunteering, using their voices, writing to their MP, and more

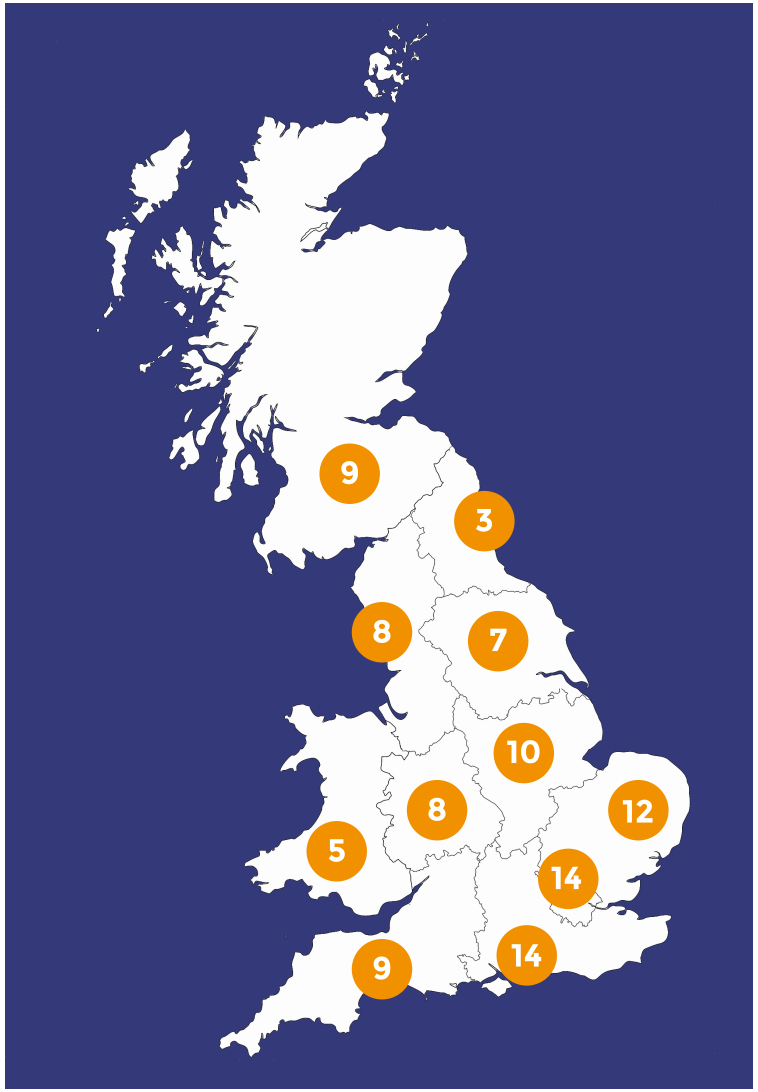
Sample size n=8,067 | Group size n=1,452 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

DEMOGRAPHICS AND REGIONAL DISTRIBUTION

Compared with the overall population, core supporters tend to be younger, more likely to have a university degree, and almost twice as likely to be Black, Asian or ethnic minority.

Geographically, compared with the overall population, core supporters are more likely to be in Scotland, the East of England and East Midlands and less likely to be in the North East.





Sample size n=8,067 | Group size n=1,452 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

CORE SUPPORTERS' MEDIA BEHAVIOUR

Core supporters are most likely to be found on Facebook, reading the Guardian, listening to Radio 2 and Radio 4 and watching BBC One. And when compared with the overall population, they are much more likely to be on Twitter, much less likely to be reading The Sun, more likely to be listening to Radio 4, and more likely to be watching BBC Two and less likely to be watching ITV.

MEDIA FOOTPRINT

- Social network average difference with the overall population (+2%)
- Newspapers average difference with the overall population (ns)
- Television average difference with the overall population (ns)
- Radio average difference with the overall population (+1%)

More likely to use social networks, more likely to listen to the radio and equally likely to use any other media than the population overall.

TOP SOCIAL NETWORKS

- Facebook **76%** (+5%)
- WhatsApp **54%** (+3%)
- YouTube **50%** (+4%)
- Twitter **44%** (+9%)
- Instagram **35%** (+3%)

TOP NEWSPAPERS

- The Guardian **19%** (+8%)
- Metro **17%** (+4%)
- The Sun **12%** (-11%)
- Daily Mail **12%** (-4%)
- Daily Mirror **12%** (ns)

TOP RADIO

- BBC Radio 2 **21%** (+1%)
- BBC Radio 4 **21%** (+7%)
- BBC Radio 5 **16%** (+5%)
- BBC Radio 1 **14%** (+4%)
- Heart Radio **12%** (-2%)

TOP TELEVISION

- BBC One **76%** (+3%)
- Channel 4 **60%** (+4%)
- BBC Two **57%** (+7%)
- ITV **53%** (-8%)
- BBC News **31%** (+3%)

Sample size n=8,067 | Group size n=1,452 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

OVER AND UNDER INDEXING MEDIA OUTLETS

The logos below reflect all the social media platforms and media outlets that core supporters are more likely (overindexing) and less likely (underindexing) to be found compared with the overall population.

They overindex on the big social media platforms, the centre-left leaning newspapers, and the more specialist and cerebral TV and radio stations, while underindexing on the more popular and populist TV channels and newspapers, such as The Sun.

OVERINDEXING

facebook
LinkedIn
The Guardian
The Observer
INDEPENDENT
BBC TWO
BBC THREE
BBC FOUR
BBC RADIO 1
BBC RADIO 2
BBC RADIO 3
BBC RADIO 4
BBC RADIO 5 live
BBC RADIO 6 music

UNDERINDEXING

THE Sun
THE Sun ON SUNDAY
CBS reality
CBS action
CBS drama
5
home
itv
sky witness

Sample size n=8,067 | Group size n=1,452 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

CORE SUPPORTERS' INTERESTS

FOLLOWING ONLINE

BRANDS

CHARITIES

TOP INTERESTS

- UK news **66%** (+4%)
- Politics **55%** (+16%)
- International news **52%** (+12%)
- Music **44%** (+3%)
- Food and drink **42%** (+1%)

TOP ACTIVITIES

- Reading **67%** (+10%)
- Cooking **38%** (+4%)
- Exercising **33%** (+4%)
- Computer games **29%** (+2%)
- Gardening **27%** (-1%)

TOP NEWS SOURCES

- BBC One **49%** (+2%)
- BBC website/app **47%** (+7%)
- BBC Radio **33%** (+10%)
- BBC News **32%** (+5%)
- Twitter **30%** (+11%)

Sample size n=8,067 | Group size n=1,452 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

CORE SUPPORTERS' READING, WATCHING AND SOCIAL MEDIA APPS

TOP GENRES FICTION

- Fantasy **38%** (+5%)
- Classics **38%** (+11%)
- Comedy/satire **37%** (+10%)
- Crime/mystery **36%** (-7%)
- Short stories **30%** (+12%)

TOP GENRES NON-FICTION

- Biography **42%** (+3%)
- History **39%** (+8%)
- Science **30%** (+7%)
- Food and drink **27%** (-2%)
- Self-help/psych **23%** (+4%)

MOST USED APPS

TOP GENRES TV

- Documentary **63%** (+7%)
- Comedy **61%** (+7%)
- Drama **58%** (+2%)
- TV news **49%** (-2%)
- Crime drama **42%** (ns)

TOP GENRES BLOGS

- Political **13%** (+7%)
- News/current affairs **13%** (+4%)
- Personal blogs/vlogs **9%** (+4%)
- Lifestyle **8%** (+3%)
- Fun/satirical **8%** (+3%)

Sample size n=8,067 | Group size n=1,452 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

CORE SUPPORTERS' DEVELOPMENT TOUCHPOINTS

TOP DEVELOPMENT TOUCHPOINTS

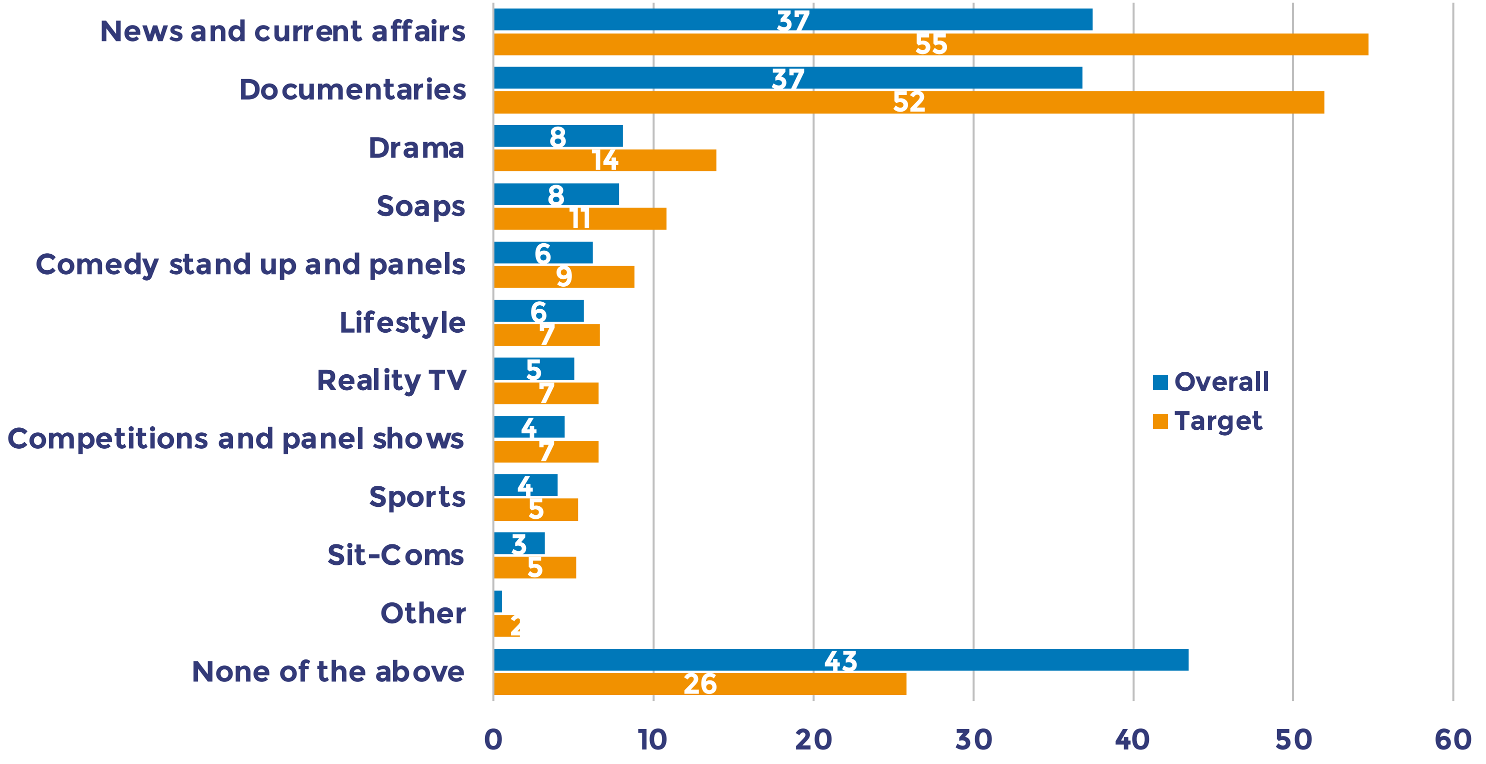
- News **+64%** (+7%)
- Charity appeals **37%** (+9%)
- Documentaries **31%** (+9%)
- Adverts **29%** (+2%)
- TV telethons **28%** (+3%)

TOP DEVELOPMENT TOPICS ENCOUNTERED

- War/conflict **59%** (+8%)
- Refugees/migration **52%** (+2%)
- Natural disasters **41%** (+6%)
- Climate change **33%** (-1%)
- Famine/hunger **26%** (-1%)

The green boxes show where core supporters come across international development stories, and the numbers in the brackets show how many percentage points more likely they are to come across stories than the general population. The lower box reports the key topics through which stories are reported. The chart shows where they would be interested in hearing more about global development.

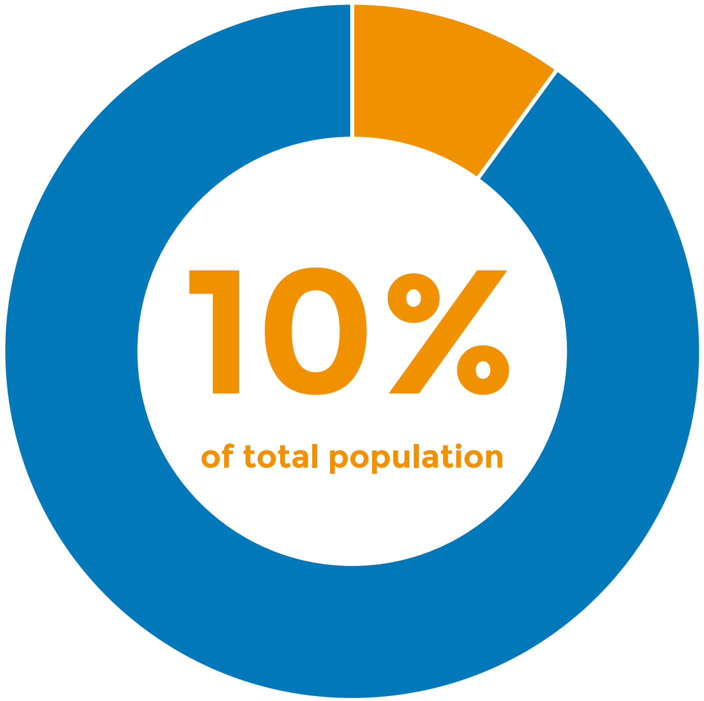
DESIRED TOUCHPOINTS



Sample size n=8,067 | Group size n=1,452 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

MARGINALLY ENGAGED AID SCEPTICS

MARGINALLY ENGAGED AID SCEPTICS



An audience on the fence of engagement but are also sceptical towards aid spending and remain to be persuaded

- **They are marginally engaged with global poverty**
  - They hear about poverty in poor countries on the news and might discuss it as a topic and sometimes donate to global poverty charity, but are not otherwise usually active.

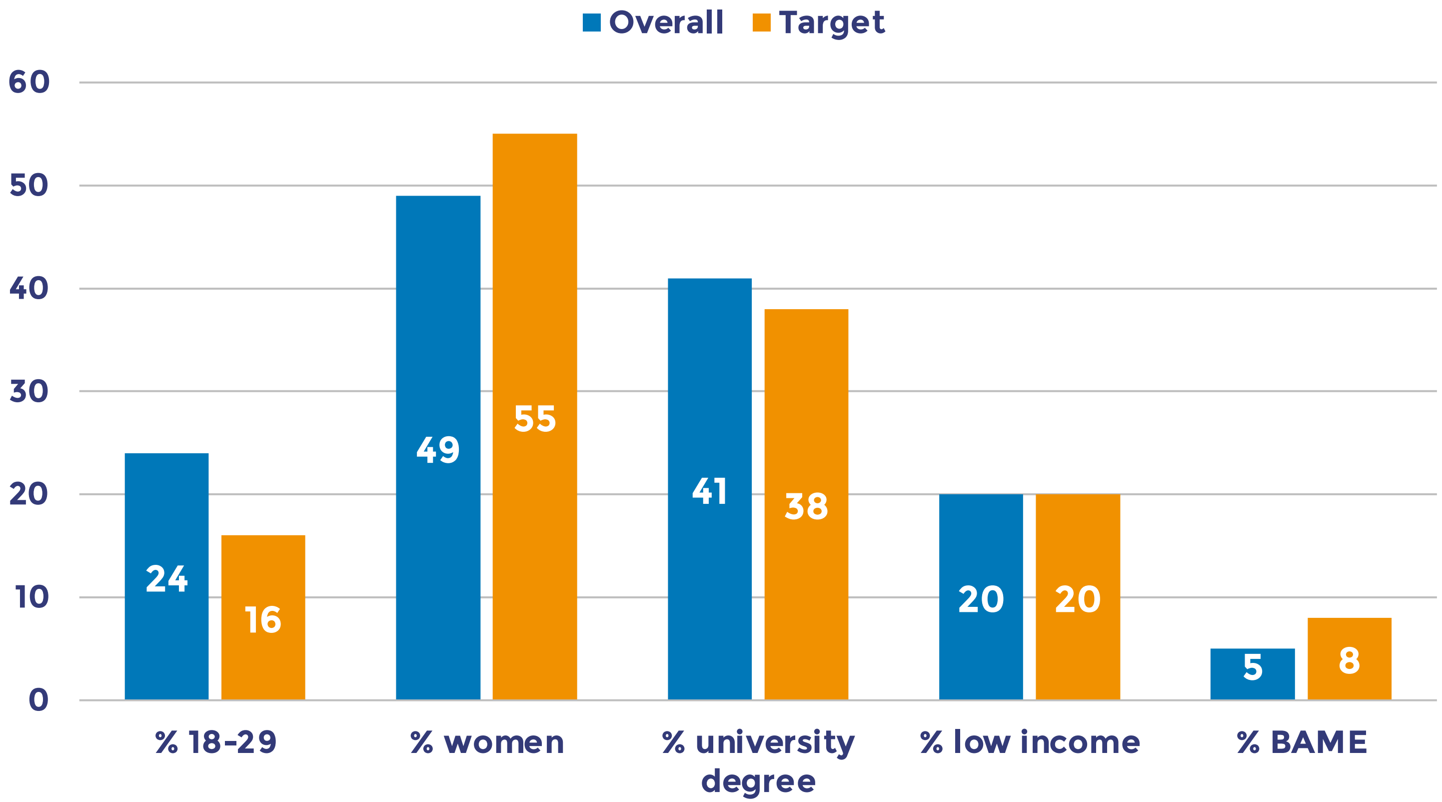
- **They want aid expenditure to decrease slightly**
  - Given current expenditure levels, they think aid should decrease somewhat, but do not necessarily want to see large cuts to the budget.

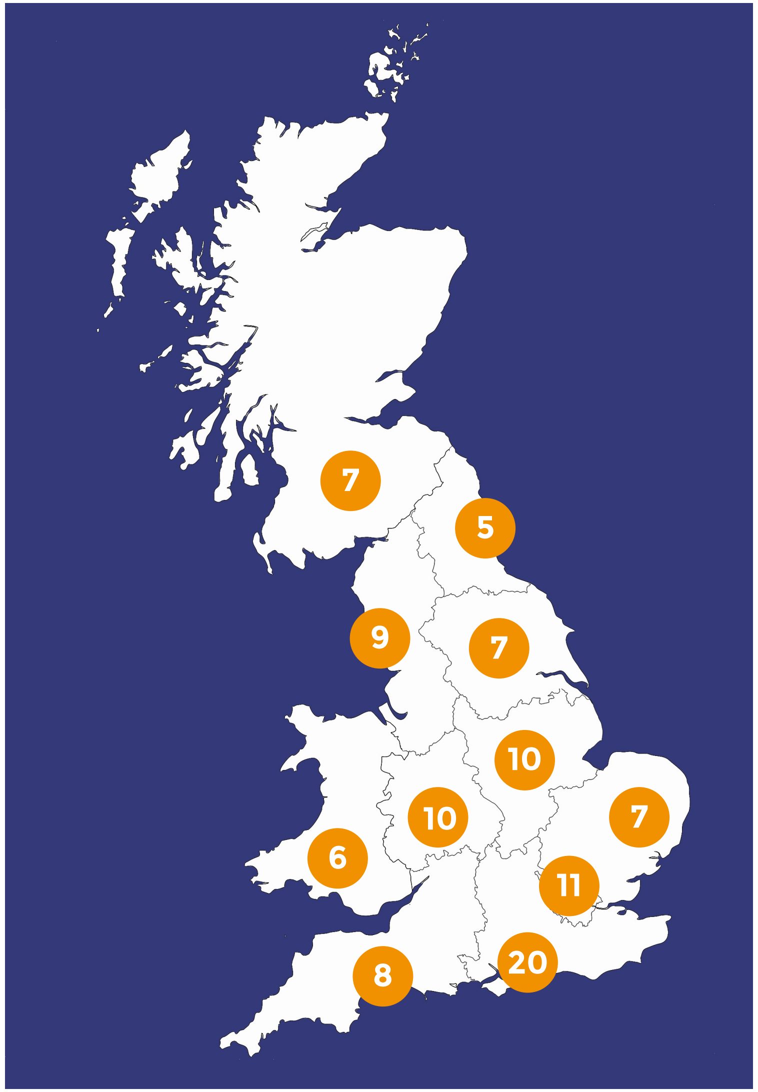
Sample size n=8,067 | Group size n=479 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

DEMOGRAPHICS AND REGIONAL DISTRIBUTION

Compared with the overall population, marginally engaged aid sceptics are less likely to be younger, more likely to be female, slightly more likely to have a degree, and more likely to be Black, Asian or ethnic minority.

Geographically, compared with the overall population, marginally engaged aid sceptics are more likely to be the South East and Wales and less likely to be in London and the East of England.





Sample size n=8,067 | Group size n=1,452 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

MARGINALLY ENGAGED AID SCEPTICS' MEDIA

Marginally engaged aid sceptics are most likely to be found on Facebook, reading The Sun, listening to Radio 2 or Heart, and watching BBC One. But when compared with the overall population, they are much more likely to be on Twitter, much more likely to be reading The Sun, more likely to be listening to Heart, Radio 4 and Radio 5, and much more likely to be watching BBC One, Channel 5, ITV, BBC Two and Channel 4 – basically all of the top channels.

MEDIA FOOTPRINT

- Social network average difference with the overall population (ns)
- Newspapers average difference with the overall population (+1%)
- Television average difference with the overall population (+3%)
- Radio average difference with the overall population (+1%)

Overall, compared to the whole population they are slightly more likely to consume TV media, newspapers and listen to the radio.

TOP SOCIAL NETWORKS

- Facebook **69%** (+5%)
- WhatsApp **52%** (+3%)
- YouTube **44%** (+4%)
- Twitter **34%** (+9%)
- Instagram **28%** (+3%)

TOP NEWSPAPERS

- The Sun **33%** (+10%)
- Daily Mail **23%** (+6%)
- Metro **16%** (+2%)
- The Sun on Sunday **15%** (+5%)
- Daily Mirror **12%** (ns)

TOP RADIO

- BBC Radio 2 **21%** (+1%)
- Heart Radio **21%** (+7%)
- BBC Radio 4 **16%** (+5%)
- BBC Radio 5 **14%** (+4%)
- BBC Radio 1 **12%** (-2%)

TOP TELEVISION

- BBC One **87%** (+14%)
- ITV **73%** (+13%)
- Channel 4 **61%** (+5%)
- BBC Two **58%** (+9%)
- Channel 5 **51%** (+14%)

Sample size n=8,067 | Group size n=1,452 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

OVER AND UNDER INDEXING MEDIA OUTLETS

The logos below reflect all the social media platforms and media outlets that marginally engaged aid sceptics are more likely (overindexing) and less likely (underindexing) to be found compared with the overall population.

They overindex on the Daily Mail and The Sun as well as all of the major TV channels, while underindexing on the left of centre newspapers and titles – you won't find them there. To reach this group you need to get content into the centre right newspapers and mainstream TV channels.

OVERINDEXING

UNDERINDEXING

Sample size n=8,067 | Group size n=479 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

MARGINALLY ENGAGED AID SCEPTICS' INTERESTS

FOLLOWING ONLINE

BRANDS

CHARITIES

TOP INTERESTS

- UK news **69%** (+7%)
- Food and drink **52%** (+11%)
- Weather **52%** (+13%)
- Travel and holidays **50%** (+9%)
- Music **45%** (+5%)

TOP ACTIVITIES

- Reading **61%** (+4%)
- Cooking **36%** (+2%)
- Gardening **32%** (+3%)
- Exercising **30%** (ns)
- Computer games **26%** (-1%)

TOP NEWS SOURCES

- BBC One **55%** (+8%)
- BBC website/app **42%** (+2%)
- ITV **39%** (+9%)
- BBC News **32%** (+5%)
- The Sun **26%** (8%)

Sample size n=8,067 | Group size n=479 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

MARGINALLY ENGAGED AID SCEPTICS' READING, WATCHING AND SOCIAL MEDIA APPS

TOP GENRES FICTION

- Crime/mystery **52%** (+9%)
- Fantasy **30%** (-2%)
- Classics **29%** (+3%)
- Historical fict. **26%** (+6%)
- Action/adventure **24%** (+1%)

TOP GENRES NON-FICTION

- Biography **45%** (+7%)
- Food and drink **31%** (+7%)
- History **28%** (-3%)
- Travel **21%** (+6%)
- Crime/law **17%** (+3%)

TOP GENRES TV

- Drama **69%** (+12%)
- TV news **63%** (+12%)
- Documentary **58%** (+1%)
- Comedy **56%** (+2%)
- Crime drama **3052** (+10%)

TOP GENRES BLOGS

- Food/wellbeing **7%** (+1%)
- Sports **6%** (+1%)
- News/current affairs **5%** (-4%)
- Fashion **4%** (ns)
- Lifestyle **4%** (-2%)

MOST USED APPS

Sample size n=8,067 | Group size n=479 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

MARGINALLY ENGAGED AID SCEPTICS' TOUCHPOINTS

TOP DEVELOPMENT TOOUCHPOINTS

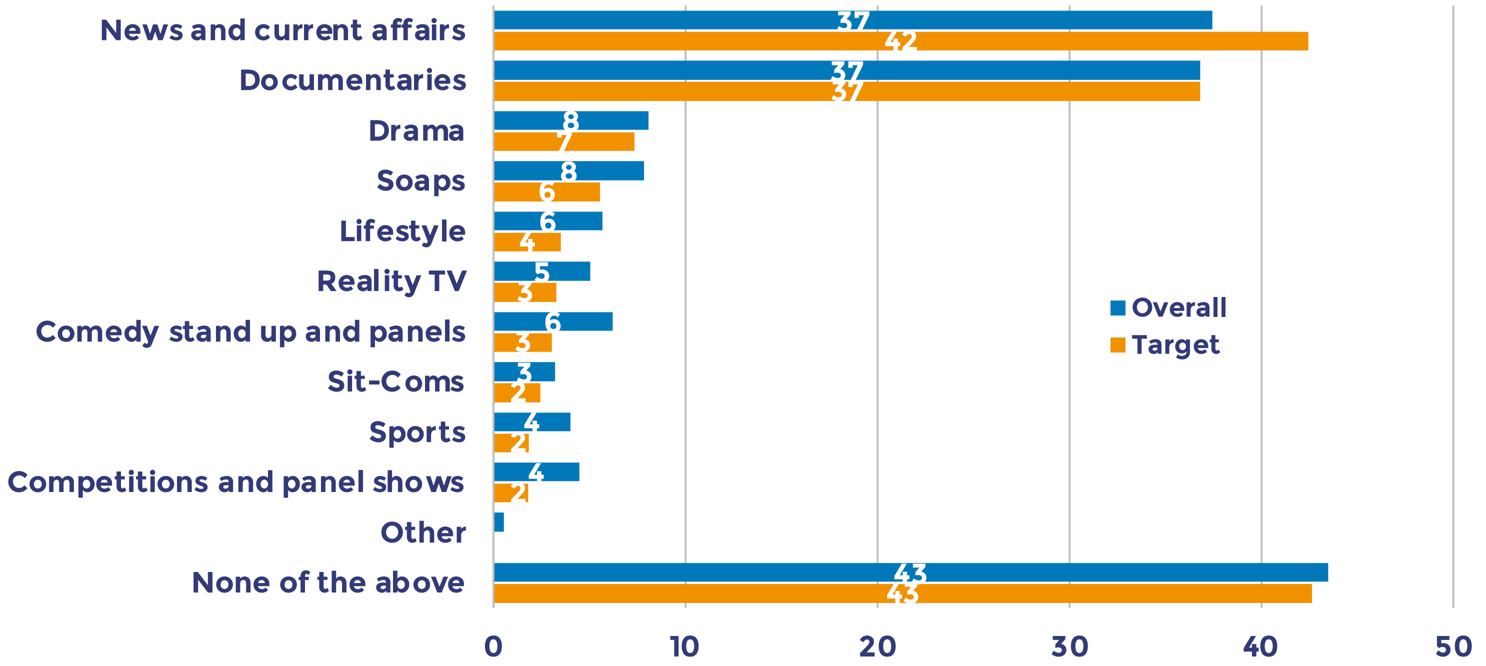
- News **70%** (+13%)
- Adverts **44%** (+17%)
- TV telethons **37%** (+11%)
- Charity appeals **36%** (+8%)
- Documentaries **34%** (+11%)

TOP DEVELOPMENT TOPICS ENCOUNTERED

- Refugees/migration **60%** (+10%)
- War/conflict **54%** (+3%)
- Natural disasters **41%** (+6%)
- Climate change **36%** (+2%)
- Famine/hunger **33%** (-6%)

The green boxes show where marginally engaged aid sceptics come across international development stories, and the numbers in the brackets show how many percentage points more likely they are to come across stories than the general population. The lower box reports the key topics through which stories are reported. The chart shows where they would be interested in hearing more about global development.

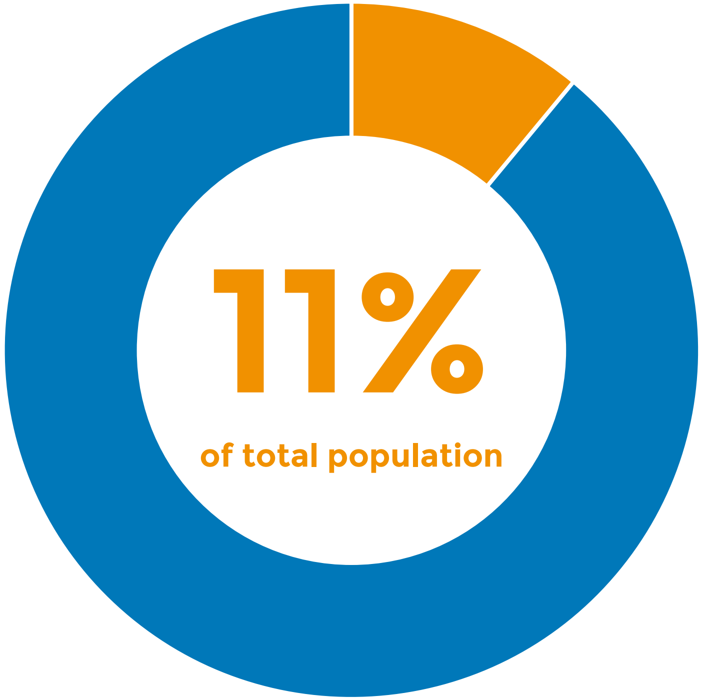
DESIRED GLOBAL POVERTY TOUCHPOINTS



Sample size n=8,067 | Group size n=479 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

INFORMED BUT INACTIVE

INFORMED BUT INACTIVE



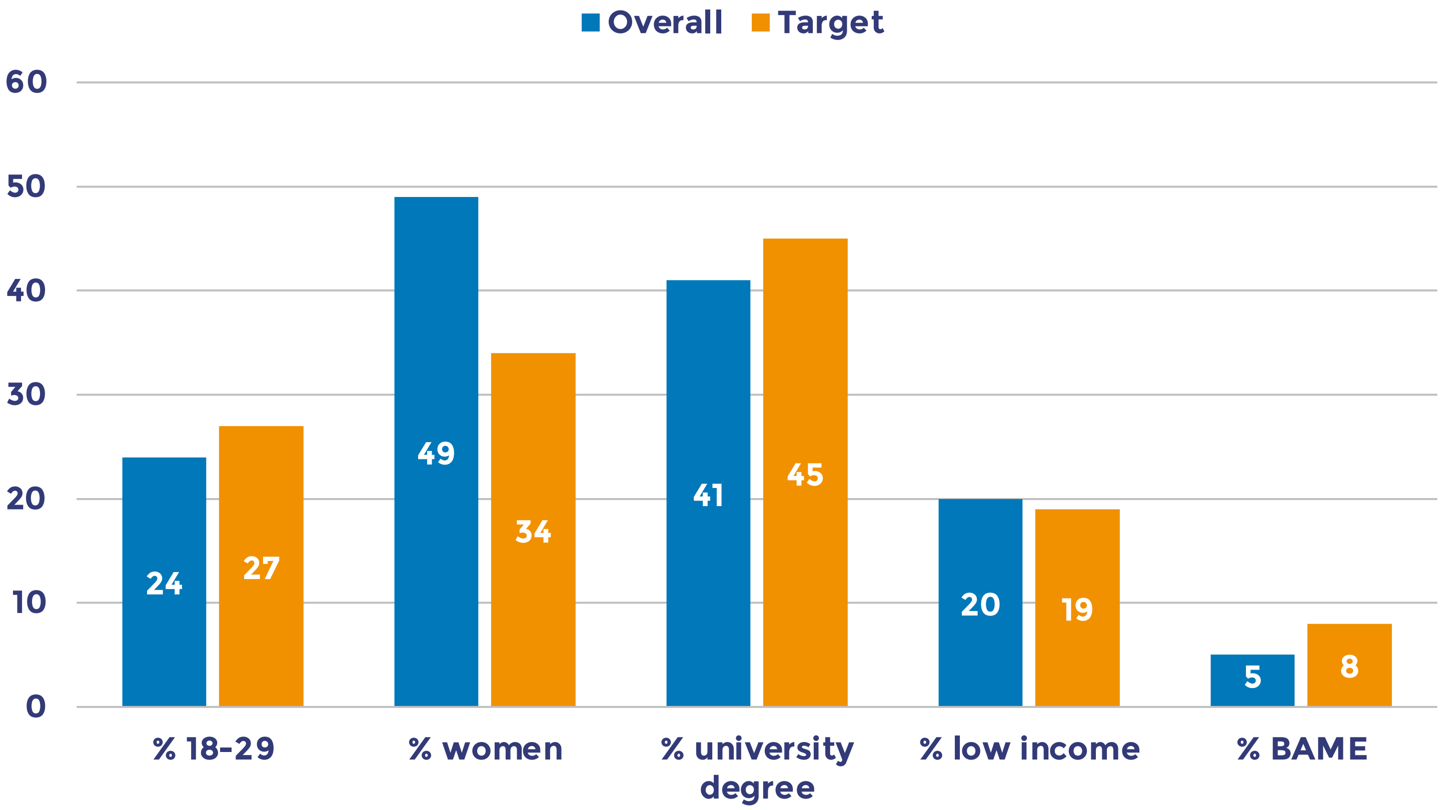
An audience that haven't made the jump from knowledge to action

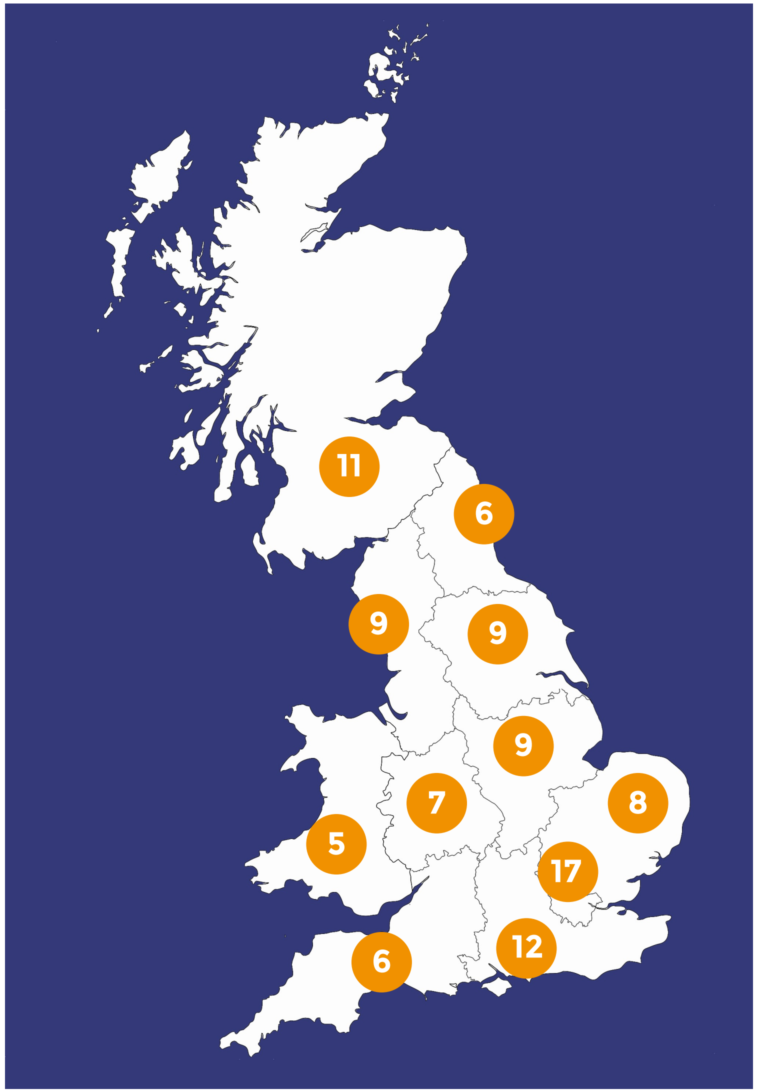
- **They read, watch or listen to news about poverty in poor countries, but take no further action.**
  - They are much more likely to be informed compared to an average person, but they choose not to donate, volunteer, use their voices, or take any other action.

DEMOGRAPHICS AND REGIONAL DISTRIBUTION

Compared with the overall population, the informed but inactive are more likely to be younger, a lot less likely to be female, more likely to have a degree and more likely to be Black, Asian or ethnic minority.

Geographically, compared with the overall population, the informed but inactive are more likely to be in London, Scotland and the North East and less likely to be in the West Midlands, South East and South West.





Sample size n=8,067 | Group size n=1,452 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

INFORMED BUT INACTIVE MEDIA BEHAVIOUR

The informed but inactive are most likely to be found on Facebook, reading The Sun, listening to Radio 2 and watching BBC One. But when compared with the overall population, they are more likely to be on WhatsApp and YouTube, more likely to be reading The Sun, more likely to be listening to Radio 2, and quite a lot more likely to be watching BBC Two, BBC One and ITV.

MEDIA FOOTPRINT

- Social network average difference with the overall population (ns)
- Newspapers average difference with the overall population (ns)
- Television average difference with the overall population (+1%)
- Radio average difference with the overall population (ns)

Overall, compared to the whole population they are slightly more likely to watch TV.

TOP SOCIAL NETWORKS

- Facebook **69%** (-2%)
- WhatsApp **54%** (+4%)
- YouTube **51%** (+5%)
- Twitter **33%** (-2%)
- Instagram **29%** (-3%)

TOP NEWSPAPERS

- The Sun **28%** (+5%)
- Daily Mail **18%** (+3%)
- Daily Mirror **14%** (+3%)
- Metro **14%** (ns)
- The Sun on Sunday **11%** (+1%)

TOP RADIO

- BBC Radio 2 **29%** (+8%)
- Heart Radio **16%** (+2%)
- BBC Radio 5 **12%** (+1%)
- BBC Radio 4 **11%** (-2%)
- BBC Radio 1 **11%** (+1%)

TOP TELEVISION

- BBC One **81%** (+7%)
- ITV **67%** (+7%)
- Channel 4 **60%** (+4%)
- BBC Two **57%** (+8%)
- Channel 5 **38%** (+1%)

Sample size n=8,067 | Group size n=1,452 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

OVER AND UNDER INDEXING MEDIA OUTLETS

The logos below reflect all the social media platforms and media outlets that the informed but inactive are more likely (overindexing) and less likely (underindexing) to be found compared with the overall population.

They overindex on BBC Radio Two, while underindexing on a range of newspapers titles across the political spectrum, broadsheet and tabloid, as well as some specialist TV channels.

OVERINDEXING

BBC RADIO 2

UNDERINDEXING

Scottish Daily Mail
twitch
CITY A.M.
TikTok
Disney Channel
FT FINANCIAL TIMES
INDEPENDENT
The Herald
BBC RADIO asian network
THE COURIER
The Press and Journal
The Daily Telegraph
UCB1
UCB2
SUNDAY EXPRESS
DAILY Mirror
SUNRISE RADIO 963/972am & Nationwide on DAB
MORNINGSTAR®
SCOTTISH DAILY EXPRESS VOICE OF THE NEW SCOTLAND
SUNDAY POST
TNT
S4C

Sample size n=8,067 | Group size n=532 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

INFORMED BUT INACTIVE INTERESTS

FOLLOWING ONLINE

BRANDS

CHARITIES

TOP INTERESTS

- UK news **71%** (+10%)
- International news **52%** (+12%)
- Food and drink **49%** (+7%)
- Sports **48%** (+13%)
- Politics **48%** (+9%)

TOP ACTIVITIES

- Reading **56%** (-1%)
- Computer games **37%** (+10%)
- Exercising **33%** (+4%)
- Cooking **32%** (-2%)
- Gardening **25%** (-4%)

TOP NEWS SOURCES

- BBC One **53%** (+6%)
- BBC website/app **51%** (+11%)
- BBC News **28%** (+1%)
- ITV **28%** (-2%)
- BBC Radio **27%** (+4%)

Sample size n=8,067 | Group size n=532 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

INFORMED BUT INACTIVE READING, WATCHING AND SOCIAL MEDIA APPS

TOP GENRES FICTION

- Crime/mystery **38%** (+13%)
- Comedy/satire **37%** (-6%)
- Fantasy **25%** (-2%)
- Action/adventure **24%** (-9%)
- Classics **22%** (-3%)

TOP GENRES NON-FICTION

- Biography **39%** (ns)
- History **31%** (-1%)
- Food and drink **27%** (+2%)
- Travel **22%** (+6%)
- Science **19%** (-1%)

TOP GENRES TV

- Documentary **56%** (ns)
- Drama **55%** (-2%)
- TV news **5654** (+2%)
- Comedy **53%** (ns)
- Sports **50%** (+12%)

TOP GENRES BLOGS

- News/current affairs **9%** (ns)
- Sports **8%** (+3%)
- Fun/satirical **6%** (+1%)
- Political **5%** (-1%)
- Tech **5%** (+1%)

MOST USED APPS

Sample size n=8,067 | Group size n=532 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

INFORMED BUT INACTIVE TOUCHPOINTS

TOP DEVELOPMENT TOOUCHPOINTS

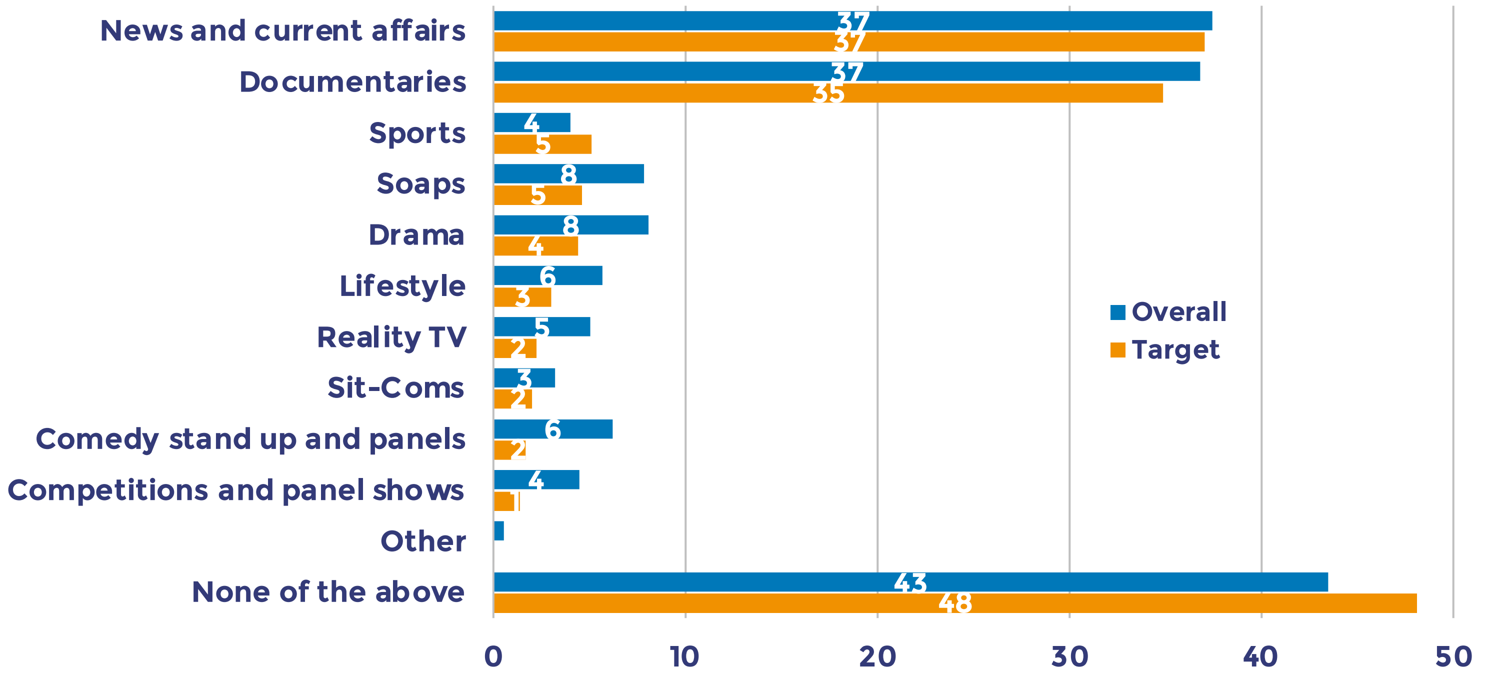
- News **70%** (+13%)
- TV telethons **28%** (+2%)
- Adverts **27%** (-1%)
- Charity appeals **25%** (-2%)
- Documentaries **24%** (+1%)

TOP DEVELOPMENT TOPICS ENCOUNTERED

- Refugees/migration **53%** (+3%)
- War/conflict **53%** (+2%)
- Climate change **45%** (+11%)
- Natural disasters **35%** (ns)
- Famine/hunger **25%** (-2%)

The green boxes show where the informed but inactive come across international development stories, and the numbers in the brackets show how many percentage points more likely they are to come across stories than the general population. The lower box reports the key topics through which stories are reported. The chart shows where they would be interested in hearing more about global development.

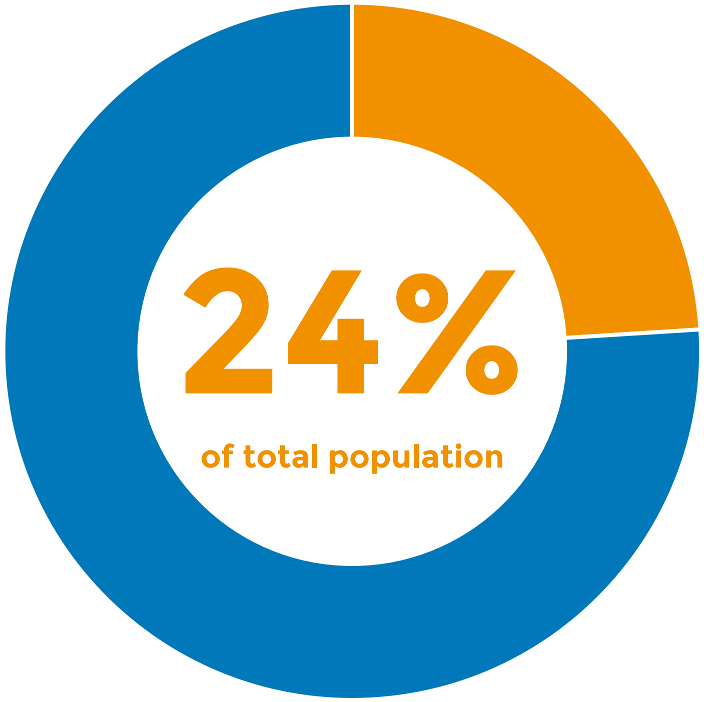
DESIRED GLOBAL POVERTY TOUCHPOINTS



Sample size n=8,067 | Group size n=532 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

COSMOPOLITAN NON-SUPPORTERS

COSMOPOLITAN NON-SUPPORTERS



An audience that looks outwards, but is not engaged with global poverty. The are cosmopolitans but not supporters

- **They hold cosmopolitan values**
  - They say they like to surround themselves with a diverse range of cultures and ideas.

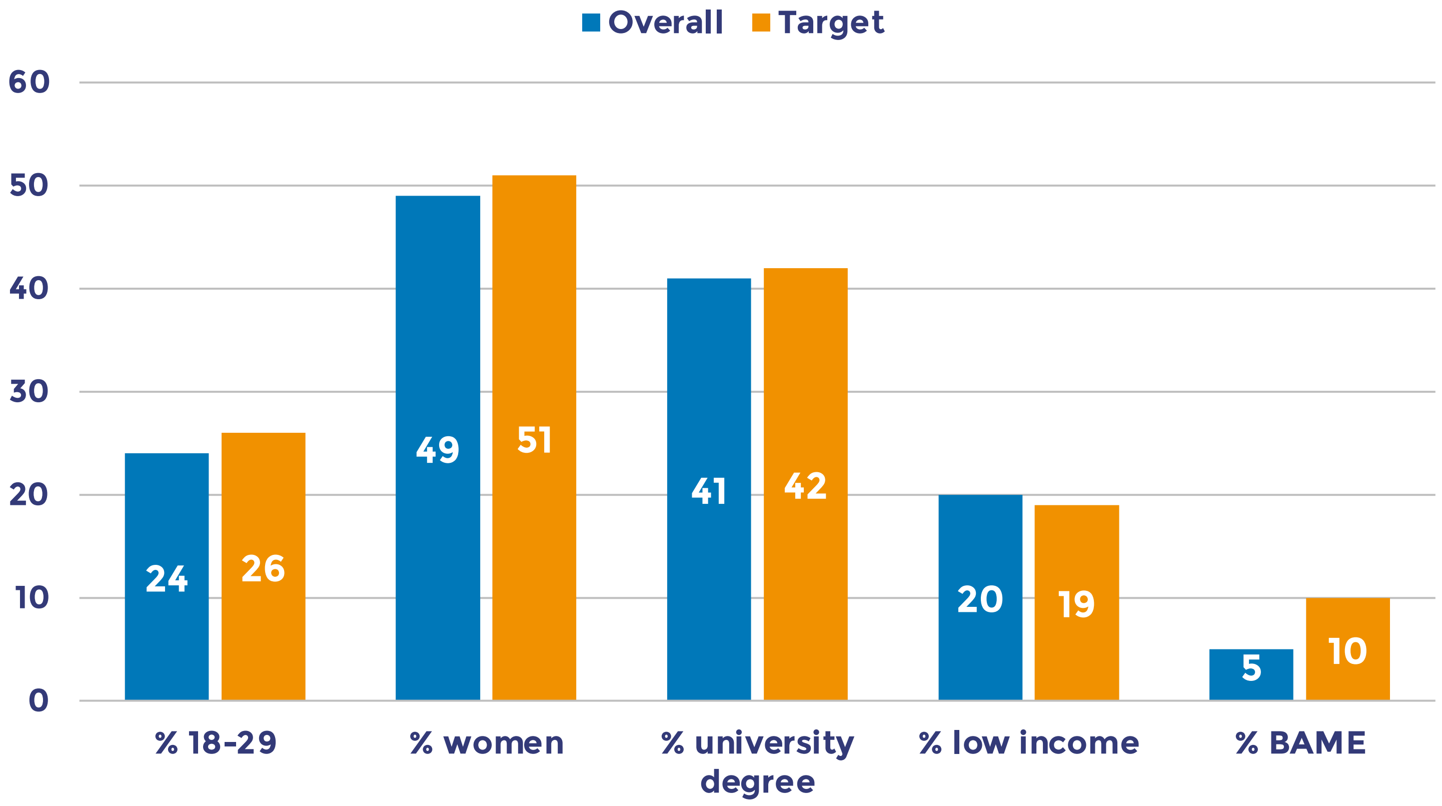
- **They are not supporters**
  - They are not in the “core supporters” category we defined on slide XXX.

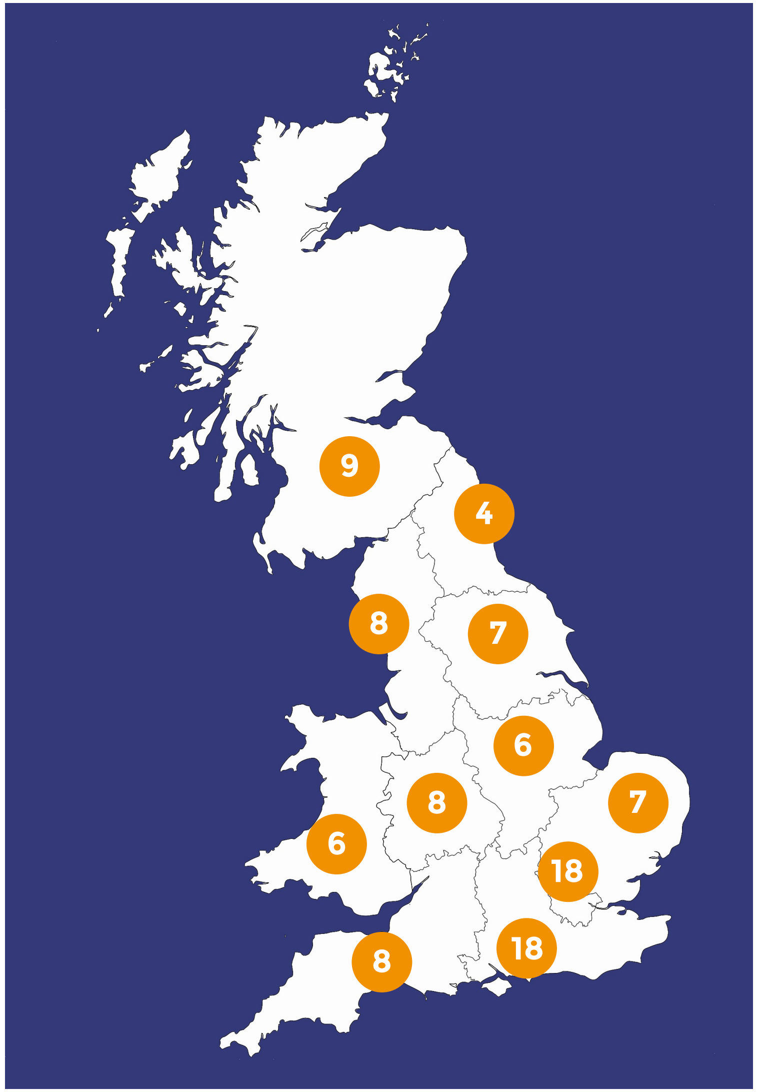
Sample size n=8,067 | Group size n=1,114 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

DEMOGRAPHICS AND REGIONAL DISTRIBUTION

Compared with the overall population, cosmopolitan non-supporters are incredibly similar across age, gender, education and income, except they are twice as likely to be Black, Asian or ethnic minority.

Geographically, compared with the overall population, cosmopolitan non-supporters are more likely to be in London, the South East, and the North West, and less likely to be in the East Midlands, East of England, Scotland and Wales.





Sample size n=8,067 | Group size n=1,452 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

COSMOPOLITAN NON-SUPPORTERS' MEDIA

Cosmopolitan non-supporters are most likely to be found on Facebook, reading The Sun, listening to Radio 2 and watching BBC One. But when compared with the overall population, they are more likely to be on WhatsApp, YouTube and Instagram, slightly more likely to be reading the Daily Mail, less likely to be listening to Radio 4, and less likely to be watching BBC One and BBC Two.

MEDIA FOOTPRINT

- Social network average difference with the overall population (+1%)
- Newspapers average difference with the overall population (ns)
- Television average difference with the overall population (ns)
- Radio average difference with the overall population (ns)

Overall, compared to the whole population they are slightly more likely to use social networks, and equally likely to use any other media.

TOP SOCIAL NETWORKS

- Facebook **72%** (+1%)
- WhatsApp **56%** (+6%)
- YouTube **51%** (+6%)
- Instagram **38%** (+6%)
- Twitter **35%** (-1%)

TOP NEWSPAPERS

- The Sun **24%** (ns)
- Daily Mail **18%** (+2%)
- Metro **15%** (+1%)
- Daily Mirror **12%** (ns)
- The Sun on Sunday **11%** (+1)

TOP RADIO

- BBC Radio 2 **18%** (-2%)
- Heart Radio **14%** (-2%)
- Capital **12%** (ns)
- BBC Radio 1 **11%** (+1%)
- BBC Radio 4 **8%** (-5%)

TOP TELEVISION

- BBC One **68%** (-5%)
- ITV **60%** (-1%)
- Channel 4 **55%** (-1%)
- BBC Two **42%** (-8%)
- Channel 5 **38%** (ns)

Sample size n=8,067 | Group size n=1,452 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

OVER AND UNDER INDEXING MEDIA OUTLETS

The logos below reflect all the social media platforms and media outlets that cosmopolitan non-supporters are more likely (overindexing) and less likely (underindexing) to be found compared with the overall population.

They overindex on nothing, but underindex on the Independent and Observer as well as the Express Newspapers, BBC Two and Four, as well as the news-based radio stations.

OVERINDEXING

UNDERINDEXING

COSMOPOLITANS NON-SUPPORTERS' INTERESTS

FOLLOWING ONLINE

BRANDS

Royal Mail, Post Office, Visa, Sainsbury's, Tesco (Every little helps), The Championships Wimbledon

CHARITIES

TOP INTERESTS

- UK news **60%** (-3%)
- Travel and holidays **49%** (+9%)
- Food and drink **49%** (+7%)
- Music **43%** (+3%)
- Weather **40%** (ns)

TOP ACTIVITIES

- Reading **54%** (-3%)
- Cooking **36%** (+2%)
- Exercising **35%** (+5%)
- Computer games **28%** (+1%)
- Gardening **26%** (-3%)

TOP NEWS SOURCES

- BBC One **47%** (-1%)
- BBC website/app **39%** (-1%)
- ITV **33%** (+2%)
- Facebook **27%** (+2%)
- BBC News **25%** (-3%)

Sample size n=8,067 | Group size n=1,114 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

COSMOPOLITAN NON-SUPPORTERS' READING, WATCHING AND SOCIAL MEDIA APPS

TOP GENRES FICTION

- Crime/mystery **46%** (+4%)
- Action/adventure **31%** (+7%)
- Fantasy **29%** (-4%)
- Horror **25%** (+7%)
- Contemporary **23%** (+1%)

TOP GENRES NON-FICTION

- Biography **40%** (+1%)
- Food and drink **28%** (-1%)
- History **26%** (-3%)
- Food and drink **23%** (+2%)
- Self-help/psych. **18%** (+5%)

TOP GENRES TV

- Drama **53%** (-4%)
- Documentary **50%** (-7%)
- Comedy **50%** (-4%)
- TV news **46%** (-5%)
- Crime drama **38%** (-4%)

TOP GENRES BLOGS

- News/current affairs **9%** (+1%)
- Sports **8%** (+3%)
- Fun/satirical **3%** (-2%)
- Political **5%** (-1%)
- Tech **4%** (-1%)

MOST USED APPS

Sample size n=8,067 | Group size n=1,114 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

COSMOPOLITANS NON-SUPPORTERS' TOUCHPOINTS

TOP DEVELOPMENT TOOUCHPOINTS

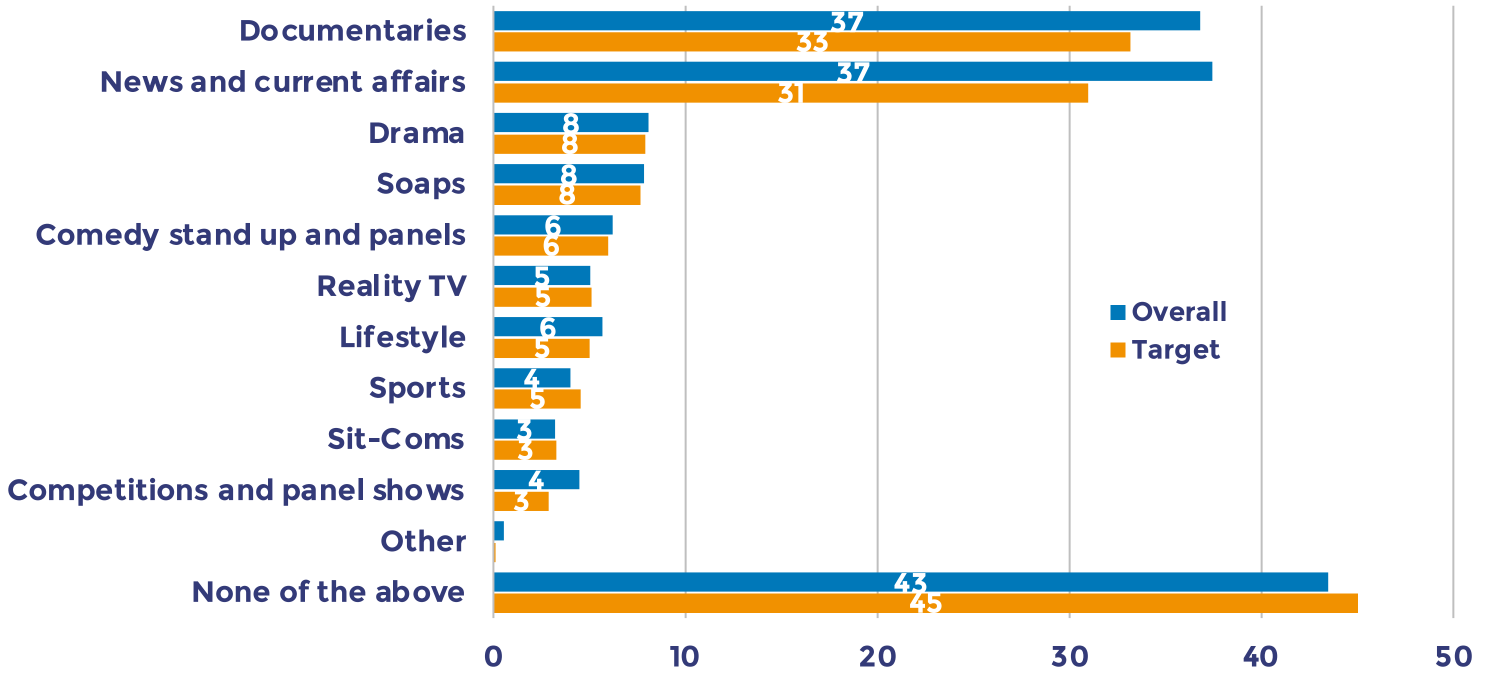
- News **52%** (-5%)
- TV telethons **28%** (+2%)
- Adverts **26%** (-1%)
- Charity appeals **26%** (-1%)
- Social media **19%** (+2%)

TOP DEVELOPMENT TOPICS ENCOUNTERED

- Refugees/migration **50%** (+1%)
- War/conflict **48%** (-4%)
- Natural disasters **35%** (+1%)
- Climate change **34%** (ns)
- Famine/hunger **26%** (-1%)

The green boxes show where cosmopolitan non-supporters come across international development stories, and the numbers in the brackets show how many percentage points more likely they are to come across stories than the general population. The lower box reports the key topics through which stories are reported. The chart shows where they would be interested in hearing more about global development.

DESIRED GLOBAL POVERTY TOUCHPOINTS



Sample size n=8,067 | Group size n=1,114 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

DATA & CITATION

DATA

The data for this report from three sources: 1. Aid Attitudes Tracker Media Wave (June 2019); 2. Aid Attitudes Tracker Wave 10 Panel Data (June 2018); and 3. YouGov's Profiles data (proprietary).

USE

AAT/DEL data and analysis are a public good and can be used and shared with the appropriate citation. Other data sources used in this report may be restricted.

CITATION

Hudson, J., Hudson, D. & Morini, P. 2020. *Global Poverty and Development: Media Consumption in Great Britain, Final Report.* London: Development Engagement Lab.

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.

Citation: Hudson, J., Hudson D. & Morini, P. 2020. Global poverty & development: Media consumption in Great Britain. London: Development Engagement Lab.

Cover photo: Paolo Morini