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.

This icon highlights a tracking or engagement insight that applies to multiple countries at the same time.
Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?

- Read, watched, or listened to news
- Discussed it with friends, family, or others
- Shared/forwarded it
- Volunteered
- Became a member, followed, newsletter
- Used your voice
- Contacted MP
- Attended march/rally/protest
- Purchased/boycotted
- Donated

Sample size n=6,018 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 11 September – 18 October 2020

Comparison to September 2019 (DEL Panel 1)
The Development Engagement Lab Engagement Segmentation
Sample size n=6,018 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 11 September – 18 October 2020
Comparison to June 2020 (DEL Tracker 2)
There are no significant changes in amounts donated across all four countries since June.

France: +1%
Germany: -1%
Great Britain: -1%
United States: +2%

Question: Thinking about global poverty and development, have you donated money to an international NGO or charity working on the issue in the past 12 months?

Sample size: n=6,018 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 11 September – 18 October 2020

Comparison to June 2020 (DEL Tracker 2)
SUMMARY

• Year on year, the profile of behavioral engagement in the United States has decreased significantly across the board. We observe the largest changes in the number of respondents reading, watching or listening to news about poverty in poor country and discussing it with family and friends (-6% each since September 2020)

• This is reflected in the DEL segmentation: since September 2020 the number of totally disengaged Americans has increased by 5% to 34%

• Across all four DEL countries, we do not see significant changes in the percentage of donors from June 2020 to Oct 2020
Tracking public opinion on global issues, global poverty, and sustainable development in Great Britain
Question: Thinking about the issues below, which of the following do you personally care about?

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Comparison to June 2020 (DEL Tracker 2)

- Economic crises, job security, wages: +1%
- Fake news, corruption of information: +1%
- Climate change, the environment, biodiversity, pollution: +4%
- Inequality between the rich and the poor: -2%
- Global diseases and pandemics: -3%
- Education, healthcare, clean water and hunger in developing countries: NC
- Immigration, migration, refugees: +1%
- War, conflict, terrorism: -3%
- Populism, nationalism, political extremism: +1%
- Technology, automation, artificial intelligence: NC

US MOST IMPORTANT ISSUES – JUN/OCT 2020
think the world is getting worse, all things considered
64%

think what happens in developing countries affects them too
43%

are concerned or very concerned about levels of poverty in poor countries
55%

think that we should give some aid, or give it generously
34%

think development aid is effective or very effective
30%

say they have some or a great deal of trust in development NGOs and charities
31%
Question: Of its total budget of nearly £810 billion, the UK government currently allocates 1.7 percent, or £14 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?

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Comparison to June 2020 (DEL Tracker 2)

There are no significant changes in aid support for France, Germany and Great Britain since June. US support recovers to January 2020 levels.
**US EFFICACY BATTERY – JUN/OCT 2020**

**Question:** How much of a difference, if any, do you think each of the following can make to reducing poverty in poor countries?

*Sample size n=6,018 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 11 September – 18 October 2020 | Comparison to June 2020 (DEL Tracker 2)*

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage Who Said Can Make a Difference or Great Deal of Difference</th>
<th>Change from June 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal</td>
<td>19</td>
<td>NC</td>
</tr>
<tr>
<td>UK Government</td>
<td>49</td>
<td>+1%</td>
</tr>
<tr>
<td>NGOs/Charities</td>
<td>50</td>
<td>+1%</td>
</tr>
<tr>
<td>Businesses/Companies</td>
<td>55</td>
<td>NC</td>
</tr>
<tr>
<td>The UN/International Organisations</td>
<td>53</td>
<td>+1%</td>
</tr>
</tbody>
</table>
SUMMARY

• Concern for climate change has increased significantly (by 4%) since June 2020

• Concern for global pandemics has fallen by 3%, but the change since June 2020 is not significant
  • The US is the only country where concern for global disease and pandemics has decreased since the summer

• Aid support has recovered to levels we observed in January 2020, after a fall in June
  • 64% of Americans think we should increase or keep current aid level expenditures
  • Year on year, across all countries, the levels of support for aid expenditure have not changed significantly
DATA AND USE

DATA
The data for this deck come from the DEL Panel (n=6,018). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 11 September – 18 October 2020.

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

CITATION
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).

(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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