



DEL DASHBOARD UNITED STATES JANUARY 2022

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- / Dashboard #6
- // January 2022
- /// www.developmentcompass.org
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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.

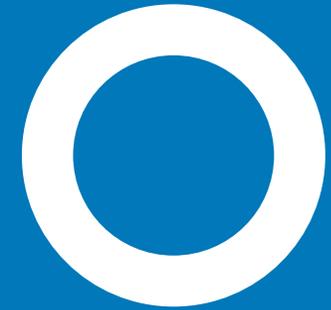
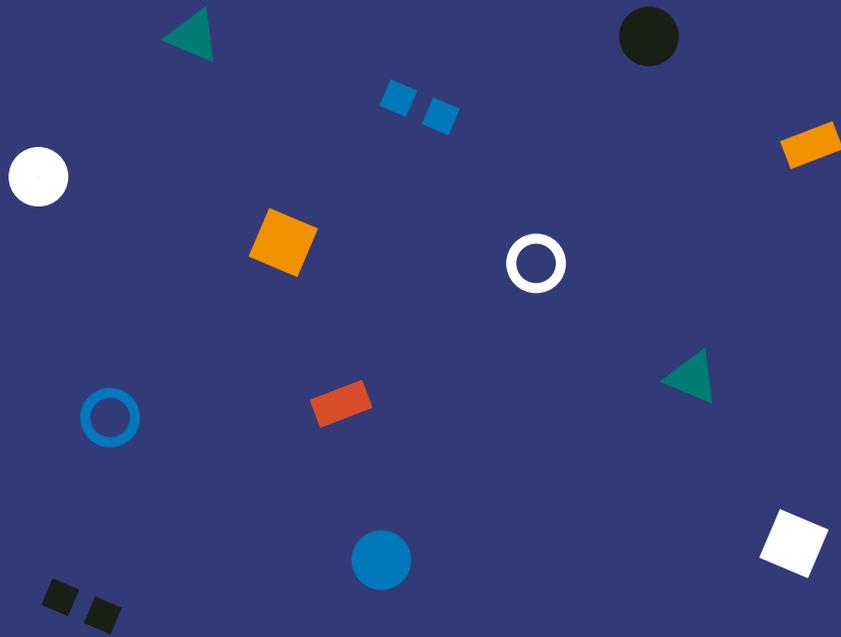


This icon is used when there is a downward change since the last data point. An asterisk indicates the change is statistically significant.



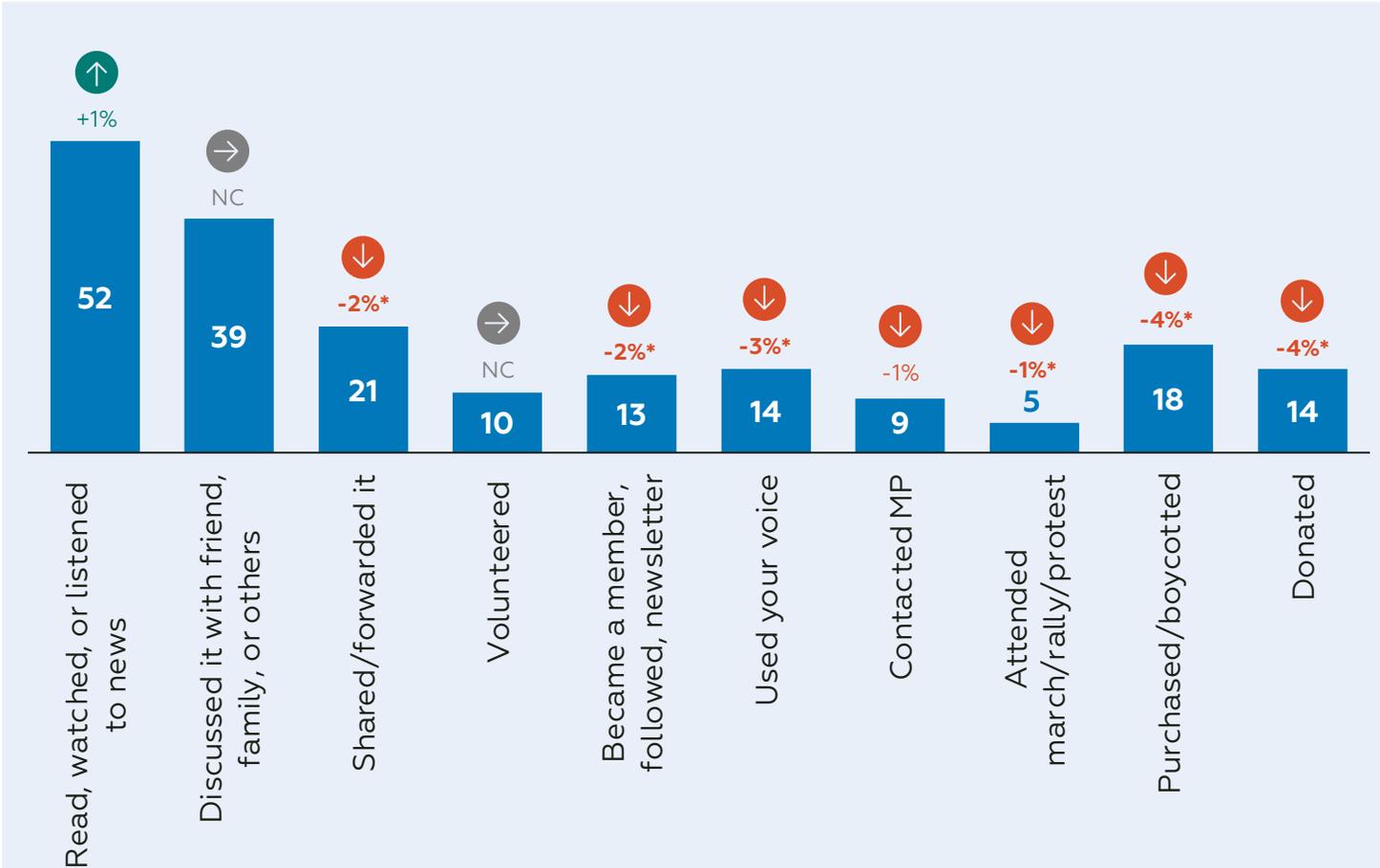
This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.

DEL ENGAGEMENT SEGMENTATION



Tracking the U.S. public's
engagement with global
poverty and sustainable
development

ENGAGEMENT BATTERY – OCTOBER 2021



The engagement data is from October 2021 and compares to the previous year. We collect data on behavioural engagement annually.

Year on year, we see declines in engagement across 6 of our 10 indicators: 4% fewer respondents say they donated to a global poverty charity or purchased/boycotted goods in relation to global poverty.

Also significant are the declines in the percentage of respondents becoming members of NGOs and charities (-2%), attending protests and marches (-1%) and using one's own voice (-3%).

News consumption is the only unaffected indicator, up 1% (but not statistically significantly) to 52% since October 2020.

Question: Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months? (% who have taken each action)

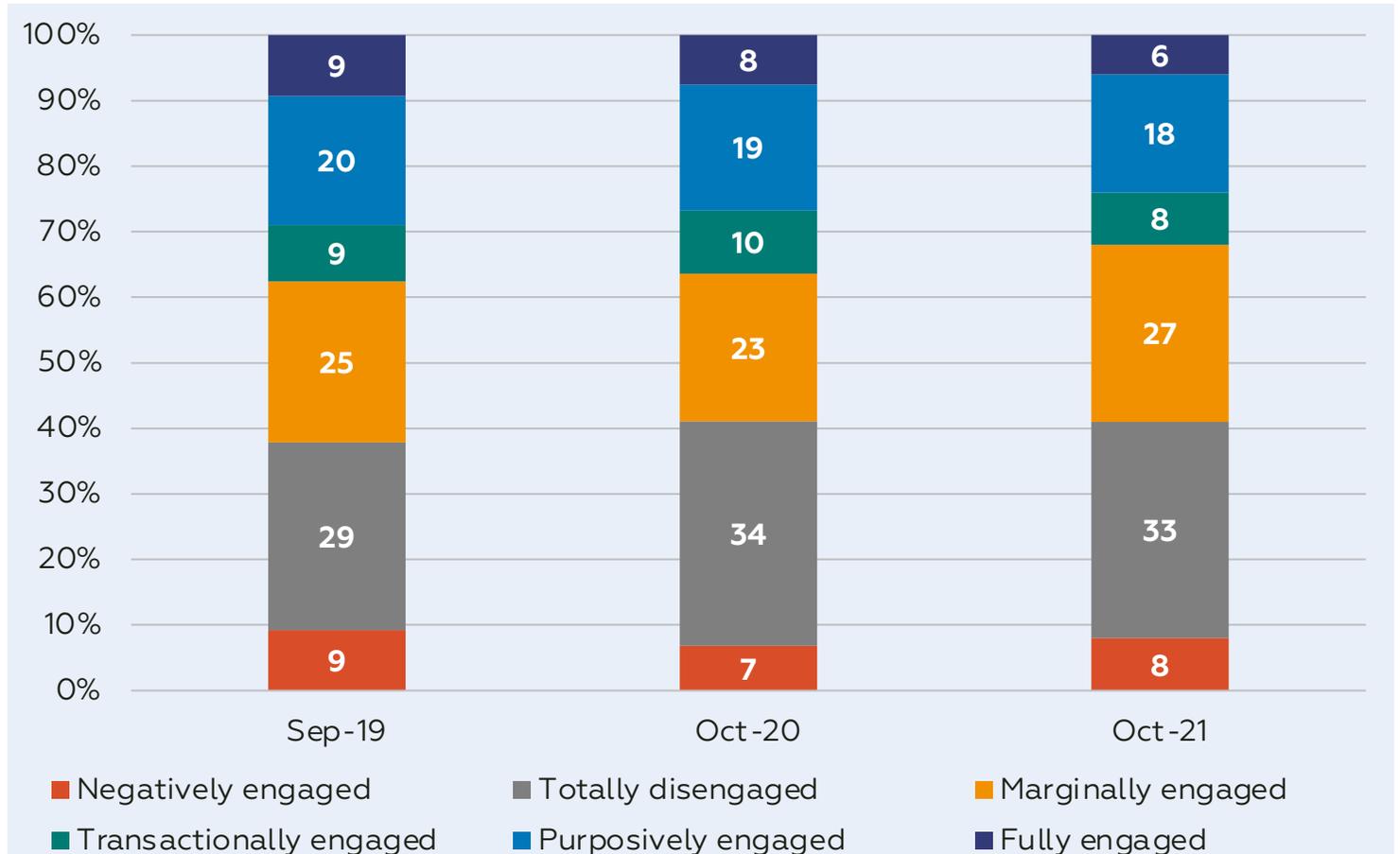
Sample size n=6,112 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 Sep – 27 Oct 2021 | Comparison to October 2020



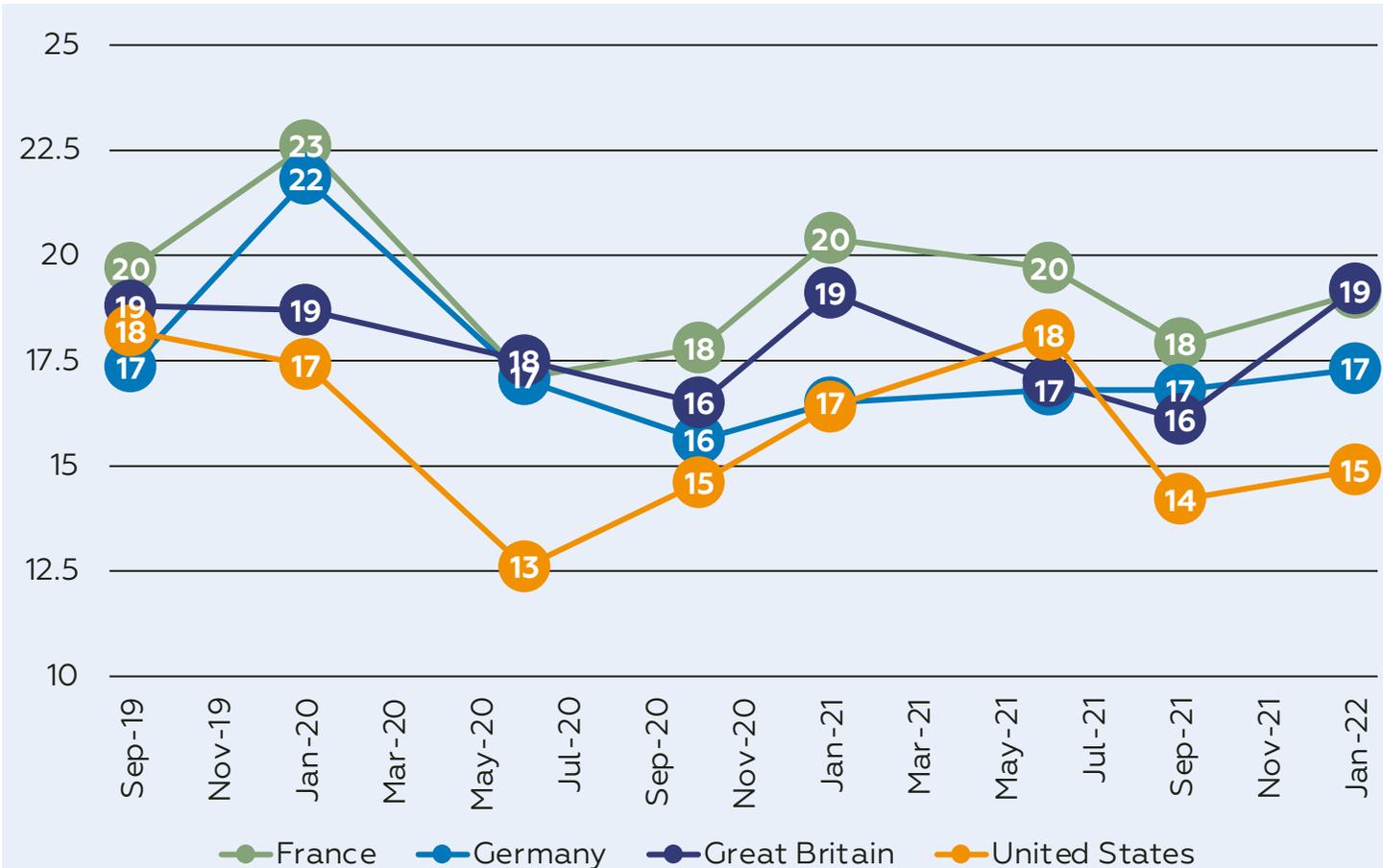
DEL SEGMENTATION – OCTOBER 2021

Segment	Change since June 2021	
Negatively engaged	↑	+1%*
Totally disengaged	↓	-1%
Marginally engaged	↑	+4%*
Transactionally engaged	↓	-1%*
Purposively engaged	↓	-2%*
Fully engaged	↓	-1%*

Three highly engaged groups (Transactionally, Purposively and Fully Engaged) shrunk collectively by 4%, while the Marginally Engaged group increased by 4%, signaling an overall decrease in engagement with global poverty in the US.



TRENDS IN DONATIONS – 2019/2022



15%

↑ +1%

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

Great Britain joins France at the top of our donors rankings, with 19% of respondents donating to global poverty charities in January 2022.

All countries experienced small positive increases, ranging from 0.5% in Germany to 3% in Great Britain.

The U.S. has the lowest percentage of respondents (15%) who say they have donated to a development charity/NGO in the past 12 months.

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

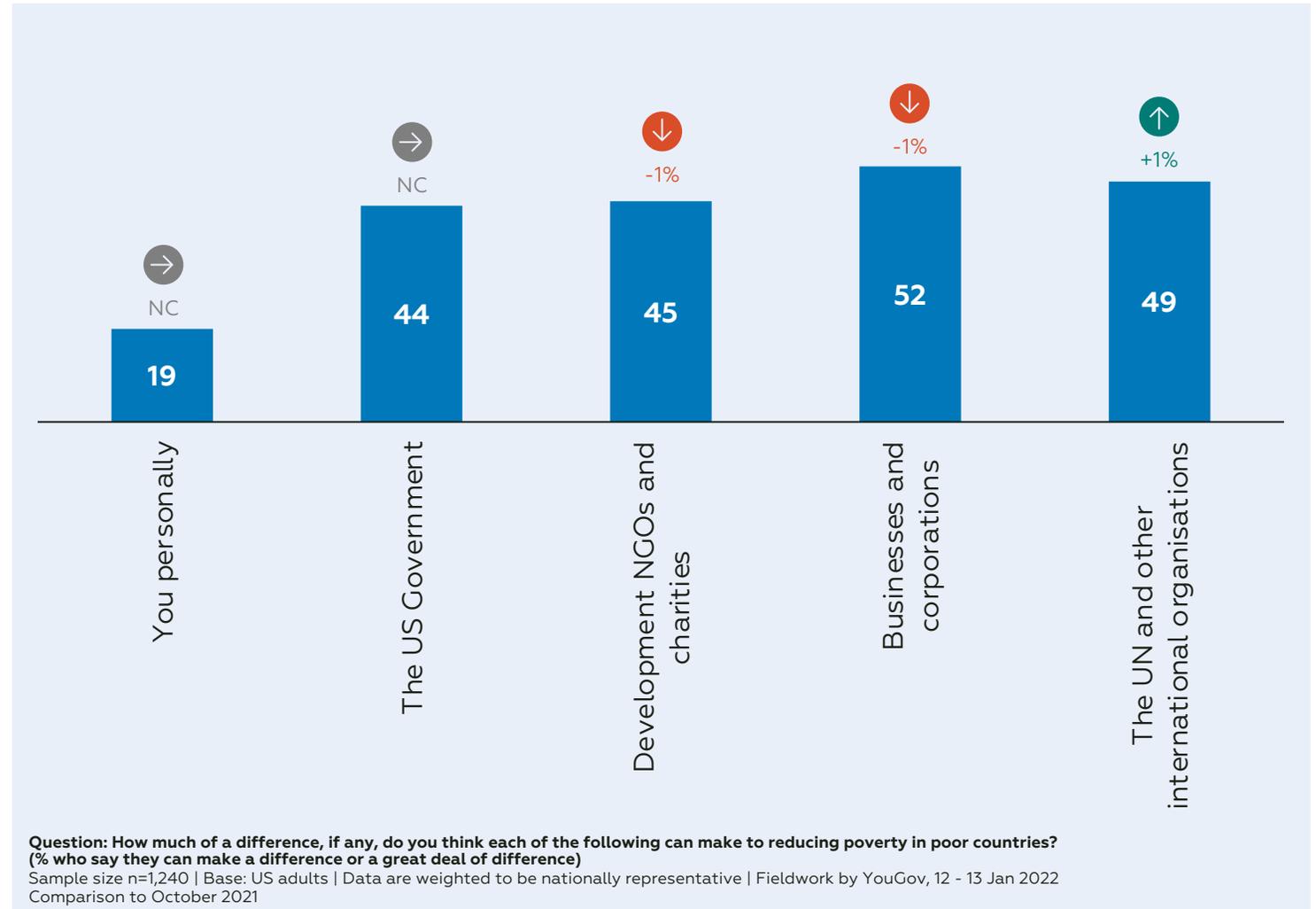
Sample size n=1,240 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 12-13 Jan 2022 | Comparison to October 2021



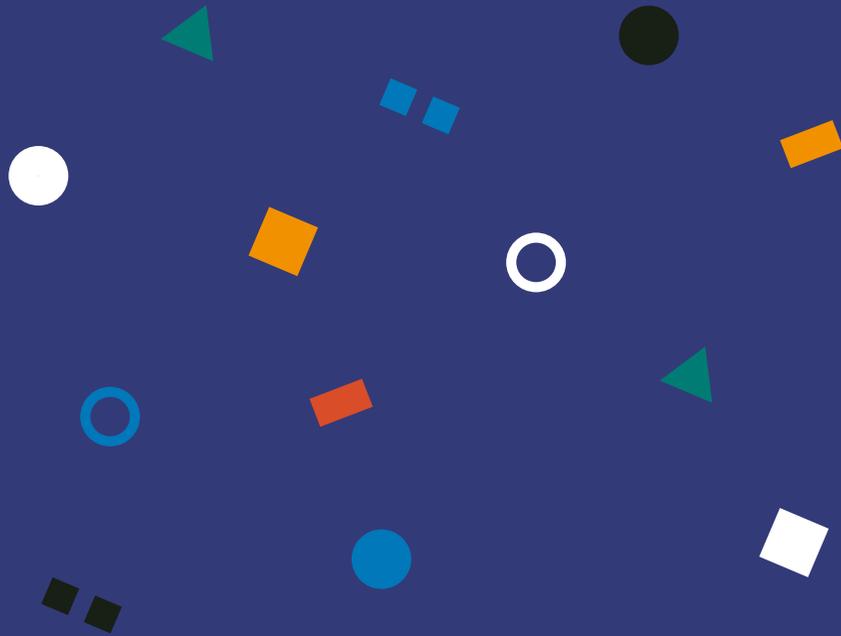
EFFICACY BATTERY – JANUARY 2022

There are no significant changes to the efficacy battery from January to October 2021. However, small changes did take place for all the categories of our battery, showing that U.S. respondents are increasingly convinced that larger organisations, especially businesses, can.

Government efficacy is the exception, as the only larger entity in the battery where perceived efficacy did not increase.

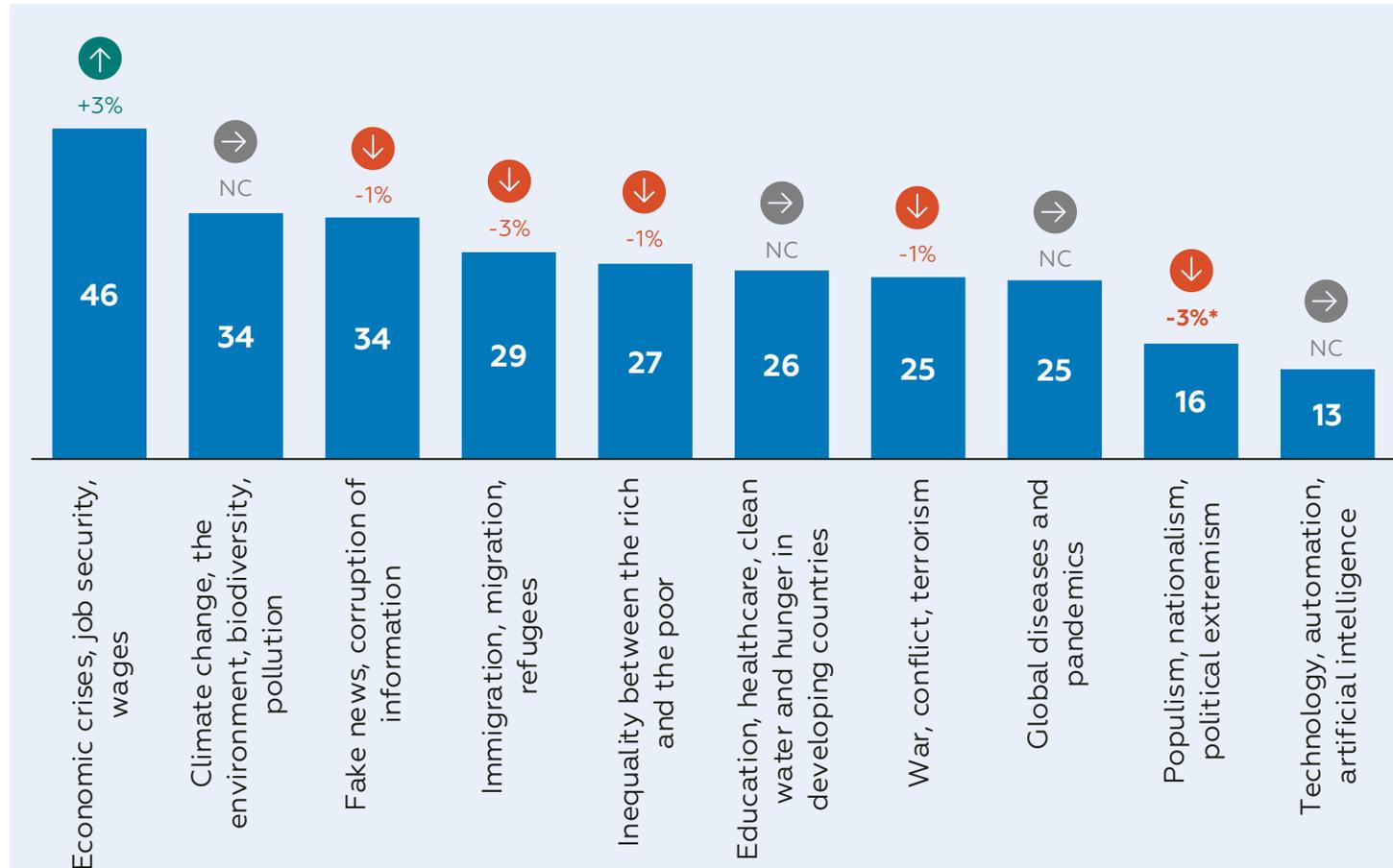


DEL TRACKER



Tracking public opinion on
global issues, global poverty,
and sustainable development
in the U.S.

MOST IMPORTANT ISSUES – JANUARY 2022



After significant changes in October 2021, January brings relatively little change in the issues of concern in the U.S.

The only significant change is a 3% drop in the percentage of respondents concerned about populism, nationalism, and political extremism.

Economic crises remain, by far, the most concerning issue for the US public, with all other issues of much less concern in comparison.

Question: Thinking about the issues below, which of the following do you personally care about? (% who select issue of concern)
 Sample size n=1,240 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 12 - 13 Jan 2022
 Comparison to October 2021

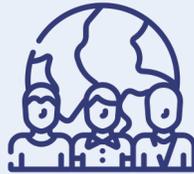
ATTITUDES AND PUBLIC OPINION – JANUARY 2022



65%

↓ -1%

think the world is getting worse, all things considered



44%

↑ +2%

think what happens in developing countries affects them too



52%

↑ +1%

are concerned or very concerned about levels poverty in poor countries



31%

→ NC

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



24%

↓ -1%

think development aid is effective or very effective



29%

→ NC

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

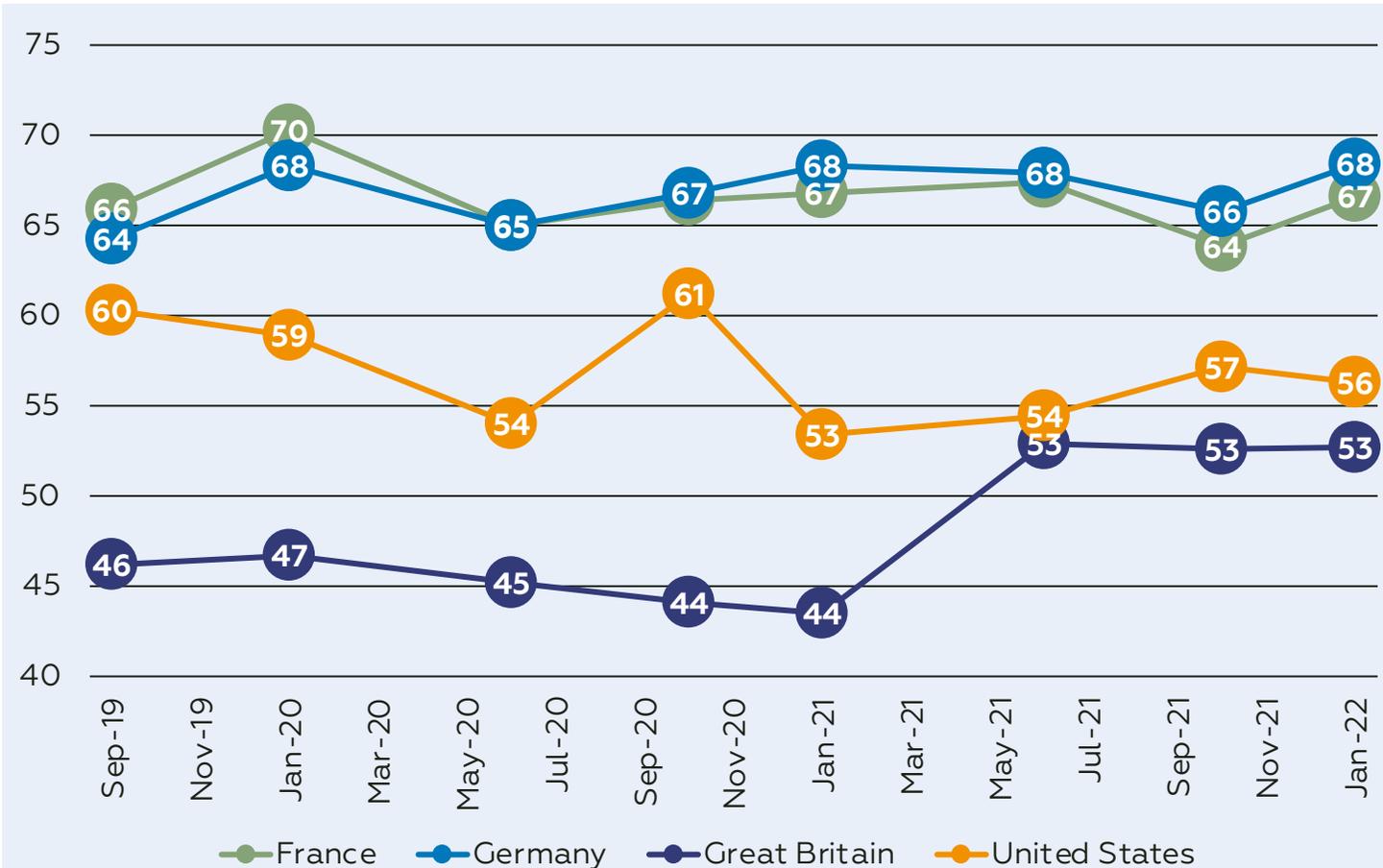
Question listed in each box

Sample size n=1,240 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 12 - 13 Jan 2022
Comparison to October 2021

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TRENDS IN AID SUPPORT – 2019/2022



Question: Of its total budget of nearly \$4.1 trillion, the US government currently allocates 0.8 percent, or \$34 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?
 Sample size n=1,240 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 12 - 13 Jan 2022
 Comparison to October 2021



56%
 ↓ -1%

think we should keep or increase our current aid budget in the U.S.

A majority of Americans support current aid spending or want to increase it.

Majority support is evidenced in all four countries DEL tracks, however, Great Britain and the U.S. remain significantly below France and German where two-thirds of the public support aid spending.

DATA

The data for this deck come from the DEL Tracker (n= 1,240). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 12-13 January 2022.

USE

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

CITATION

Morini, P., Hudson, J. & Hudson, D. 2022. *DEL Dashboard – United States January 2022*. London: Development Engagement Lab.



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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](https://twitter.com/DevEngageLab) or by contacting del@ucl.ac.uk.

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