DATA
The data for this deck come from the DEL Tracker (n=1,163). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, October 4th - 5th January 2023.

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

CITATION

YOU CAN FIND THE DEL DASHBOARDS ON DEVELOPMENT COMPASS: https://developmentcompass.org/topics/del-tracker
THREE KEY CHANGES SINCE OCTOBER 2022

- **53%** think the U.S. Government can make a difference to reducing poverty in poor countries (↑ +7%*).
- **43%** are concerned about economic crises, job security and wages (↓ -8%*).
- **49%** think what happens in developing countries affects them too (↑ +5%*).

Efficacy indicators are on the rise since October 2022. More people now see the government, businesses, international organizations as more effective or making a greater difference to levels of poverty in poor countries.

The number of people who say they care about the economy fell drastically since October, signaling a return to great economic confidence.

More people in the U.S. think of the world as interconnected in 2023 - the highest proportion of people agreeing with this statement we have seen since 2019.

Sample size n=1,163 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 4-5 Jan 2023
Comparison to Oct 2022
READING THE DEL DASHBOARD

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

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

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

Tracking the American public’s engagement with global poverty and sustainable development through their actions
Year on year, most changes in our behavioural engagement battery are small and not statistically insignificant.

The only exception is the percentage of people who attended marches, rallies or protests, which was up 1% to 6% compared to October 2021.

Donations were up significantly by 3% since June 2022, and by 2% year on year compared to October 2021, as we show on slide 8 in this deck.
The Development Engagement Lab Engagement Segmentation (proportion of respondents in each group)
Sample size n=6,102 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 4-28 Oct 2022 | Comparison to Oct 2021

The lack of significant changes in our annual audience behavioural engagement tracker is reflected in the DEL segmentation, which remains virtually unchanged.

We see smaller changes in the Purposively engaged and Totally disengaged groups (1% each), and decreases of 1% in the Negatively and Marginally engaged groups.

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<tbody>
<tr>
<td>Negatively engaged</td>
<td>-1%</td>
<td>9</td>
<td>8</td>
<td>6</td>
<td>7</td>
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<tr>
<td>Totally disengaged</td>
<td>+1%</td>
<td>20</td>
<td>19</td>
<td>18</td>
<td>18</td>
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<tr>
<td>Marginally engaged</td>
<td>-1%</td>
<td>9</td>
<td>10</td>
<td>8</td>
<td>8</td>
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<td>Transactionally engaged</td>
<td>nc</td>
<td>25</td>
<td>23</td>
<td>27</td>
<td>26</td>
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<tr>
<td>Purposively engaged</td>
<td>+1%</td>
<td>29</td>
<td>34</td>
<td>33</td>
<td>34</td>
</tr>
<tr>
<td>Fully engaged</td>
<td>nc</td>
<td>9</td>
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Donations have increased in the U.S. from 13% in June 2022, to 19% in January 2023. This is an increase from 3% since October 22 and 4% since last year.

Donations also increased in Germany (+2%) and in Great Britain (+5%) in the same period, while we observed no changes in France (20%).
The perceived efficacy for the U.S. government, businesses and corporations, and international organizations to reduce global poverty is down significantly by 7%, 4% and 6% respectively.

Personal efficacy remains the lowest, with no significant change, and in a league of its own at the bottom of the league: less than 1 in 5 respondents feel like they can personally make a difference.

Question: How much of a difference, if any, do you think each of the following can make to reducing poverty in poor countries? (% who say they can make a difference or a great deal of difference)

Sample size n=1,163 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 4-5 Jan 2023 | Comparison to Oct 2022
Tracking public opinion on global issues, global poverty, and sustainable development in the United States
Concern for economic crises decreased significantly since October 2022, down 8% to 43% in January 2023. This, however, remains the issue most people care about in the U.S., followed by war (35%) and climate change (33%).

All other changes in the battery are insignificant, with attention and concern fairly divided among the 10 issues.
**ATTITUDES AND PUBLIC OPINION – JANUARY 2023**

- **65%** think the world is getting worse, all things considered (down -5%)
- **49%** think what happens in developing countries affects them too (up +5%)
- **51%** are concerned or very concerned about levels of poverty in poor countries (down -3%)
- **32%** think that we should give some aid, or give it generously (no change)
- **31%** think development aid is effective or very effective (up +4%)
- **29%** say they have some or a great deal of trust in dev NGOs and charities (up +1%)

*Question listed in each box*
*Sample size n=1,163 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 4-5 Jan 2023 | Comparison to Oct 2022*
Support for aid in the U.S. fell significantly, by 5% to 55% since October 2022. However, a majority of respondents remain supportive of aid.

Support also fell in Great Britain (-2% to 48%) and France (-3% to 61%), but is stable in Germany, where we observe no change (59%).

Question: Of its total budget of nearly $6.8 trillion, the US government currently allocates 0.6 percent, or $42 billion, to overseas aid to poor countries. Do you think that the government should increase or decrease the amount of money that it spends on overseas aid to poor countries? (% who think we should keep or increase current expenditure levels)

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The Development Engagement Lab (DEL) is a five-year study of public attitudes and engagement with global development in France, Germany, Great Britain, and the United States (2018-2023).

DEL is a partner focussed research programme, convening and co-producing research and insights with over 30 international development NGOs and government agencies to understand the drivers of engagement and inform development communications.

Fieldwork is carried out by YouGov and surveys are weighted to be a nationally representative of the adult population. DEL is funded by the Bill & Melinda Gates Foundation and led by Professor Jennifer Hudson (University College London) and Professor David Hudson (University of Birmingham).

The Development Engagement Lab (Aid Attitudes Tracker Phase 2) has three goals:
1. Co-production of an evidence base for development campaigning
2. Enabling collaboration across the sector
3. Increasing advocacy capacity through the sharing of research and strategic insights

You can find out more information about DEL research at [www.developmentcompass.org](http://www.developmentcompass.org), follow us on Twitter @DevEngageLab or by contacting del@ucl.ac.uk.

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