DEVELOPMENT ENGAGEMENT LAB

DEL DASHBOARD UNITED STATES OCTOBER 2022

Paolo Morini

/ Dashboard #8

// October 2022

/// www.developmentcompass.org

@DevEngageLab

DATA

The data for this deck come from the DEL Panel (n=6,102). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, October 4th October – 28th October 2022.

USE

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

CITATION

Morini, P. 2022. *DEL Dashboard – United States October 2022*. London: Development Engagement Lab.

THREE KEY CHANGES SINCE JUNE 2022

16%

+3%*

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

59%

+5%*

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

49 %

+5%*

think development NGOs and charities can make a difference to global poverty

While donations in all other countries fell sharply after peaking in June, the U.S. saw a significant increase in donors, up 3% to 16%. However, donations are down 2% year on year compared to October 2021.

Aid support is close to the historic high of 61% we observed in September 2020. The percentage of people supporting aid spending grew by 5% since June 2022. This is up 2% year on year compared to October 2021.

All our efficacy indicators showed a positive increase since June 2022. We observe the largest increase in the percentage who think NGOs can make a difference, up 5%, followed by U.S. government (up 4%) and personal efficacy (up 3%).

Sample size n=6,102 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 4-28 Oct 2022 | Comparison to Jun 2022

©2022 | **DEVELOPMENT** ENGAGEMENT LAB

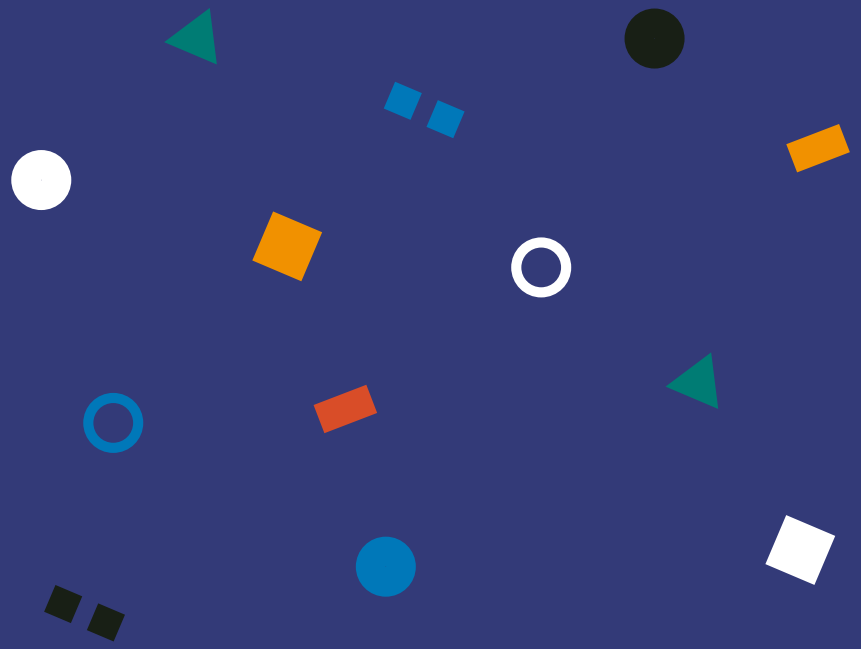
READING THE DEL DASHBOARD

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.

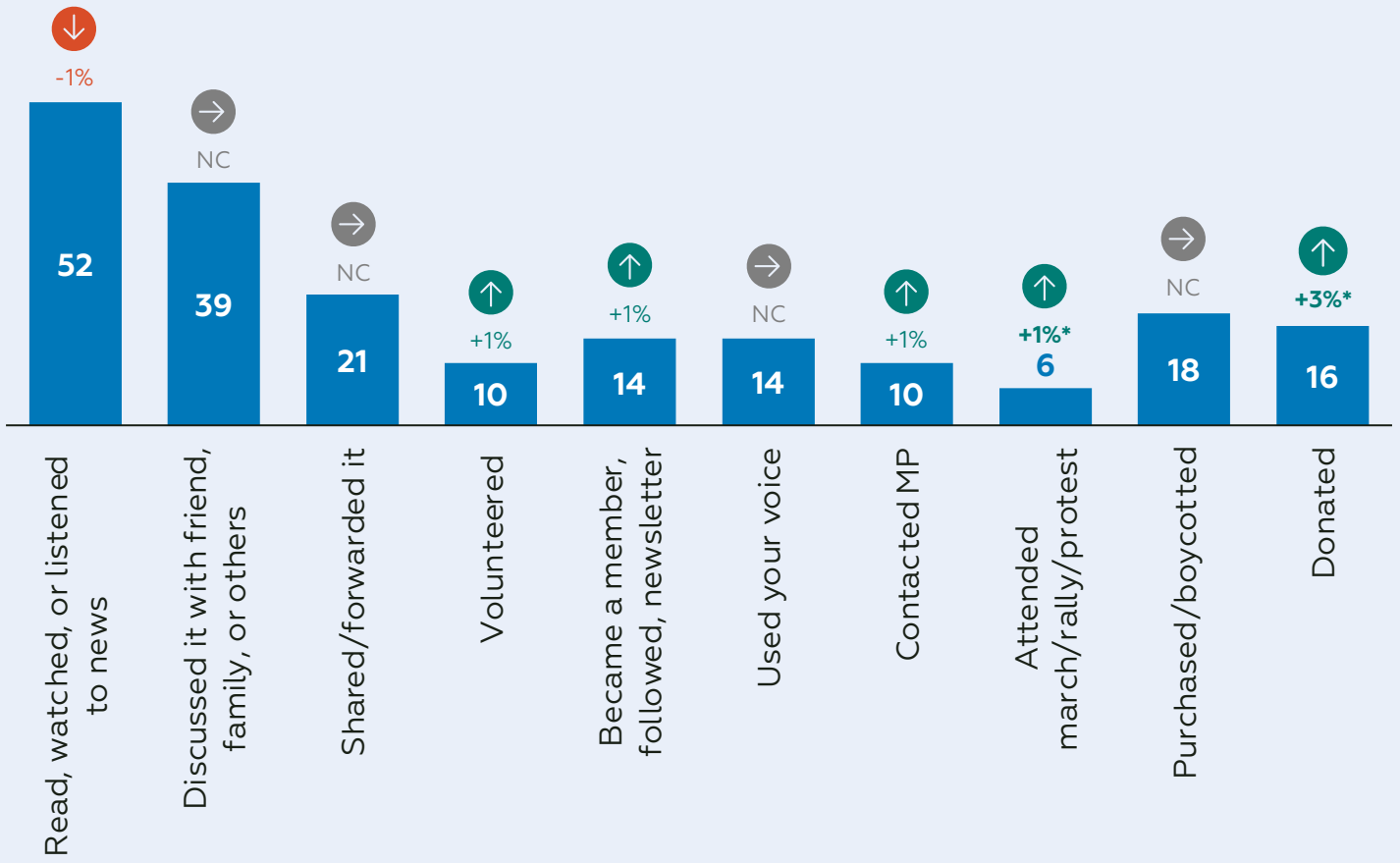
This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.

DEL ENGAGEMENT SEGMENTATION



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

ENGAGEMENT BATTERY – OCTOBER 2022



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=6,102 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 4-28 Oct 2022 | Comparison to Oct 2021 for all actions exception, donations, compared to June 2022.

Year on year, most changes in our behavioral engagement battery are small and rarely statistically significant.

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

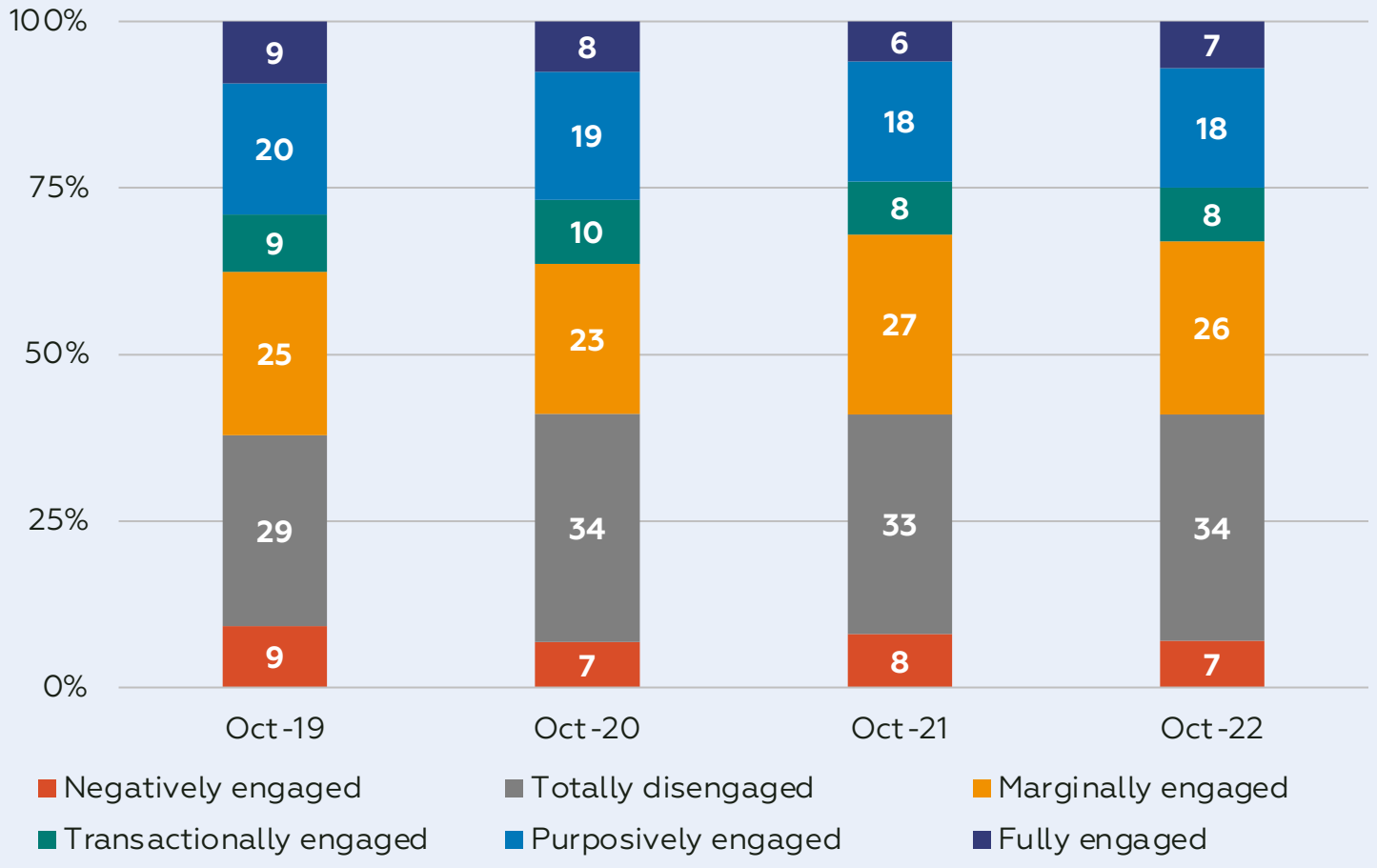
Donations, were up significantly - by 3% - since June 2022.

©2022 | **DEVELOPMENT** ENGAGEMENT LAB

DEL SEGMENTATION – OCTOBER 2022

Segment	Change since October 2021
Negatively engaged	-1%
Totally disengaged	+1%
Marginally engaged	-1%
Transactionally engaged	nc
Purposively engaged	+1%
Fully engaged	nc

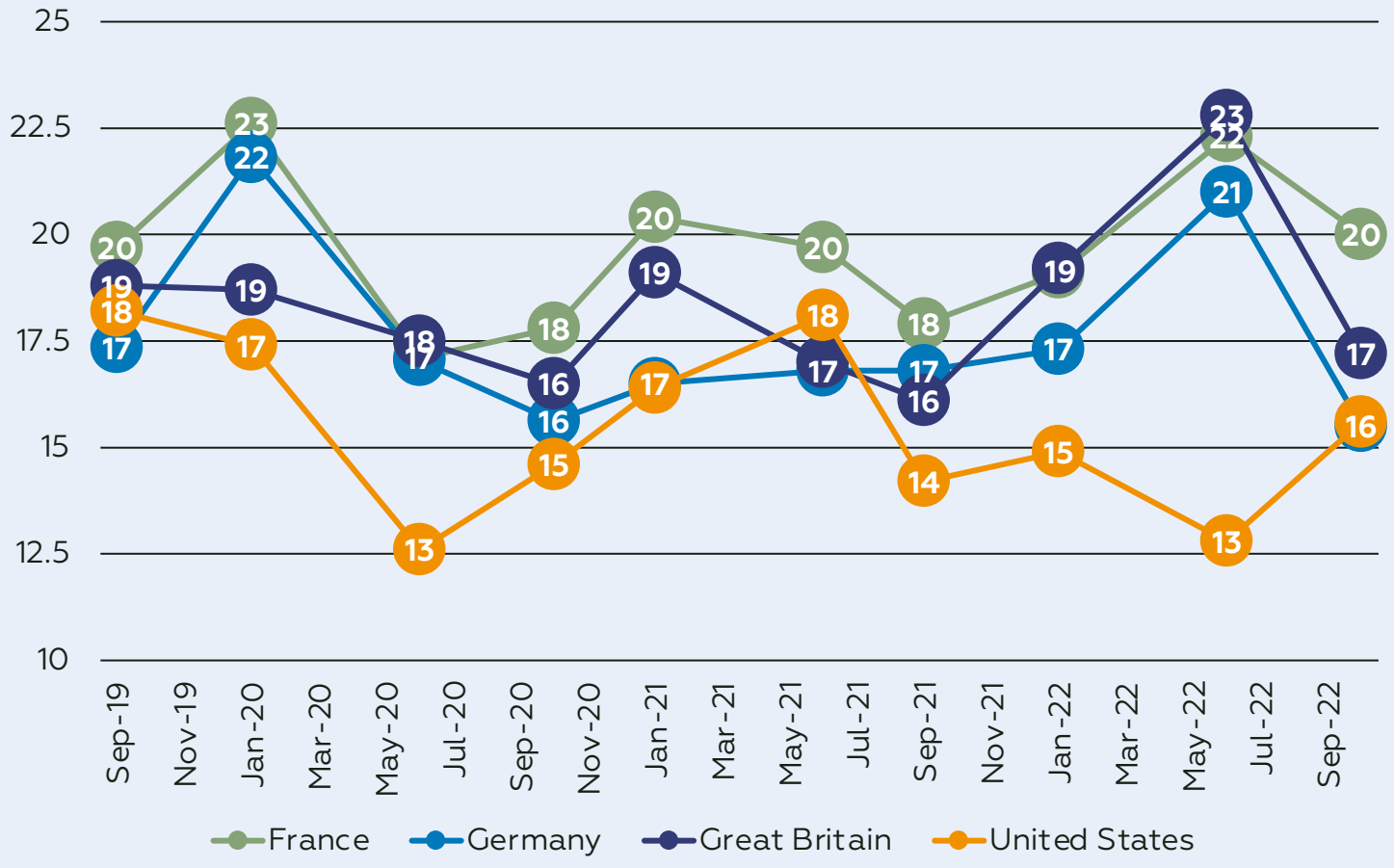
The lack of large changes in our yearly behavioral engagement tracking is reflected in the DEL segmentation, which remains virtually unchanged. Smaller, statistically insignificant changes, include an increase in the purposively engaged and totally disengaged groups (1% each), with decreases of 1% in the negatively and marginally engaged groups.



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

©2022 | **DEVELOPMENT** ENGAGEMENT LAB

TRENDS IN DONATIONS – 2019/2022



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=6,102 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 4-28 Oct 2022 | Comparison to Jun 2022

16%

+3%*

have donated to a global poverty charity in the past 12 months in the U.S.

In the U.S., donations were up significantly by 3% since June 2022.

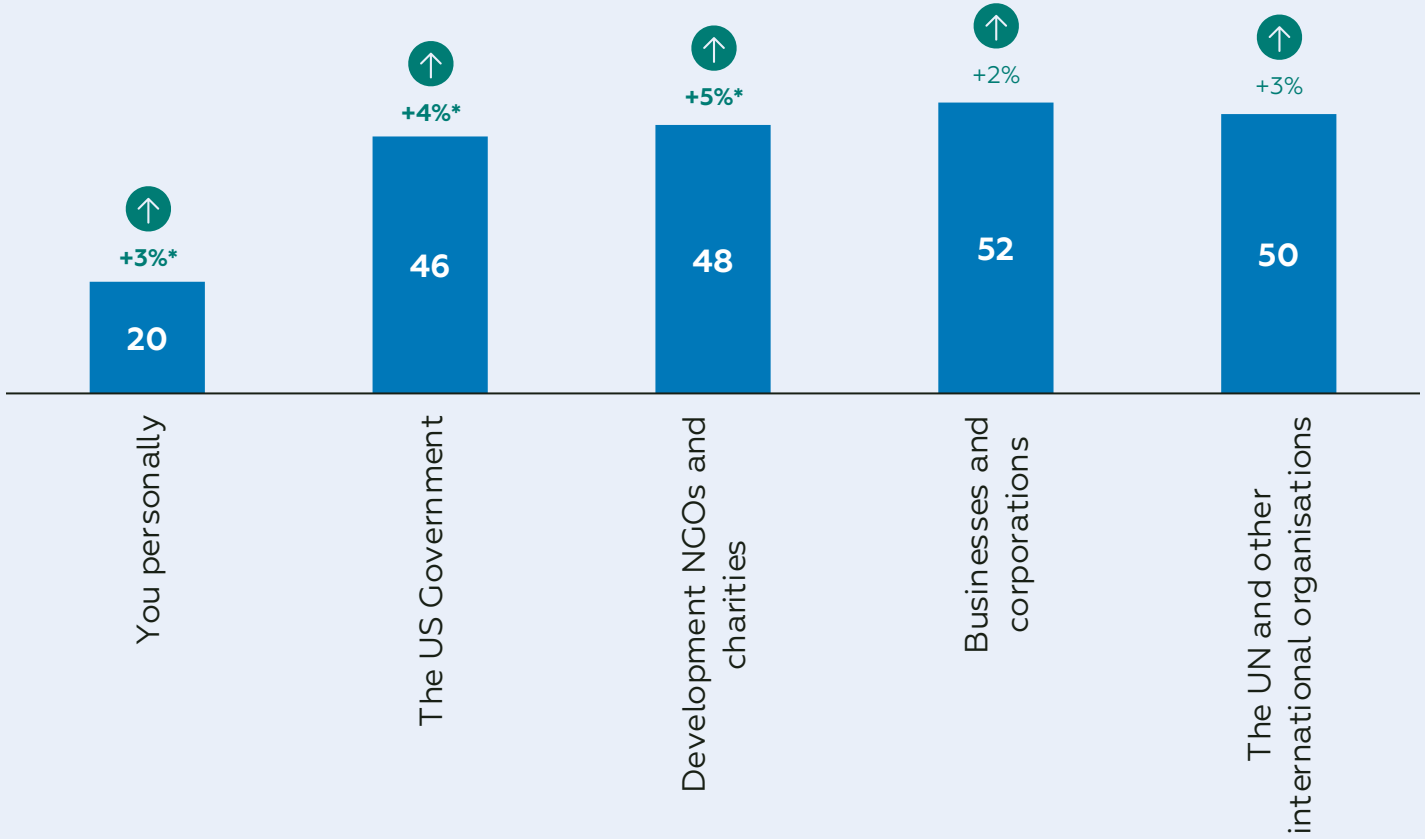
Donations fell by 3% in France and by 6% in Germany and Great Britain.

©2022 | **DEVELOPMENT** ENGAGEMENT LAB

EFFICACY BATTERY – OCTOBER 2022

The efficacy battery saw a rare set of positive changes across the board between October and June 2022. Perceived efficacy for individuals, the U.S. government and NGOs and charities increased significantly from the summer, by 3%, 4% and 5% respectively.

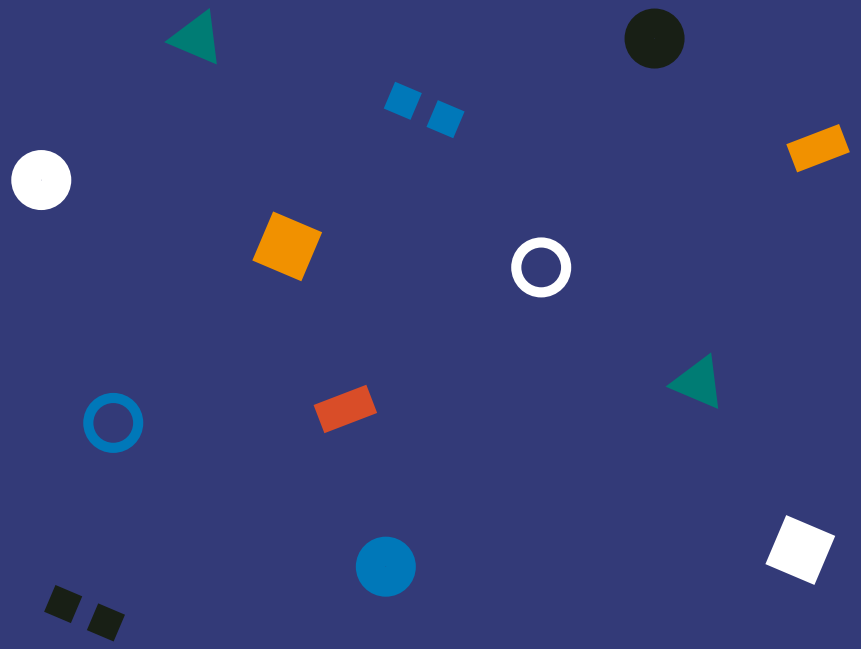
We observe other insignificant but still encouraging increases in the perceived efficacy of businesses and corporations (up 2%), and of large international organizations (+3%). Overall, the main message remains unchanged: people are more likely to think organizations can make a bigger difference than themselves.



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=6,102 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 4-28 Oct 2022 | Comparison to Jun 2022

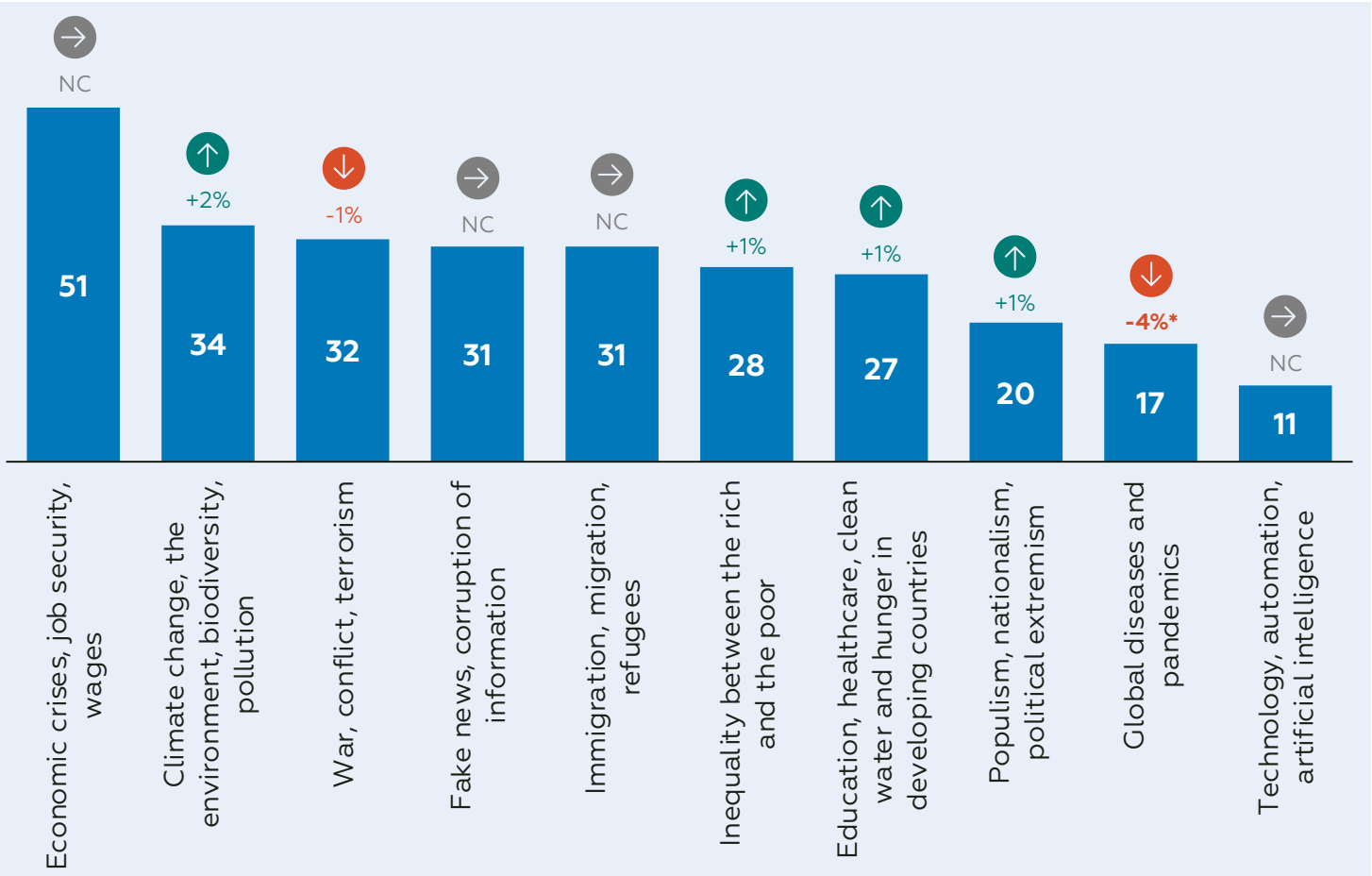
©2022 | **DEVELOPMENT** ENGAGEMENT LAB

DEL TRACKER



Tracking public opinion on global issues, global poverty, and sustainable development in the United States.

MOST IMPORTANT ISSUES – OCTOBER 2022



Question: Thinking about the issues below, which of the following do you personally care about? (% who select issue of concern)
Sample size n=6,102 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 4-28 Oct 2022 | Comparison to Jun 2022

Economic crises, job security and wages remains the most concerning issue for one in two respondents in the United States.

Economic concerns are followed by concerns about climate change and wars, but none of the changes we observe since June 2022 are statistically significant.

Of lesser concern are global diseases and pandemics (17%), concern for which has decreased significantly (down 4%).

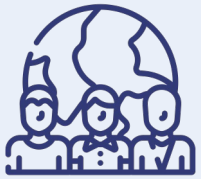
©2022 | **DEVELOPMENT** ENGAGEMENT LAB

ATTITUDES AND PUBLIC OPINION – OCTOBER 2022

70%

-6%*

think the world is getting worse, all things considered



44%

-4%*

think what happens in developing countries affects them too

54%

+2%

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

32%

+5%*

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

21%

+3%

think development aid is effective or very effective

30%

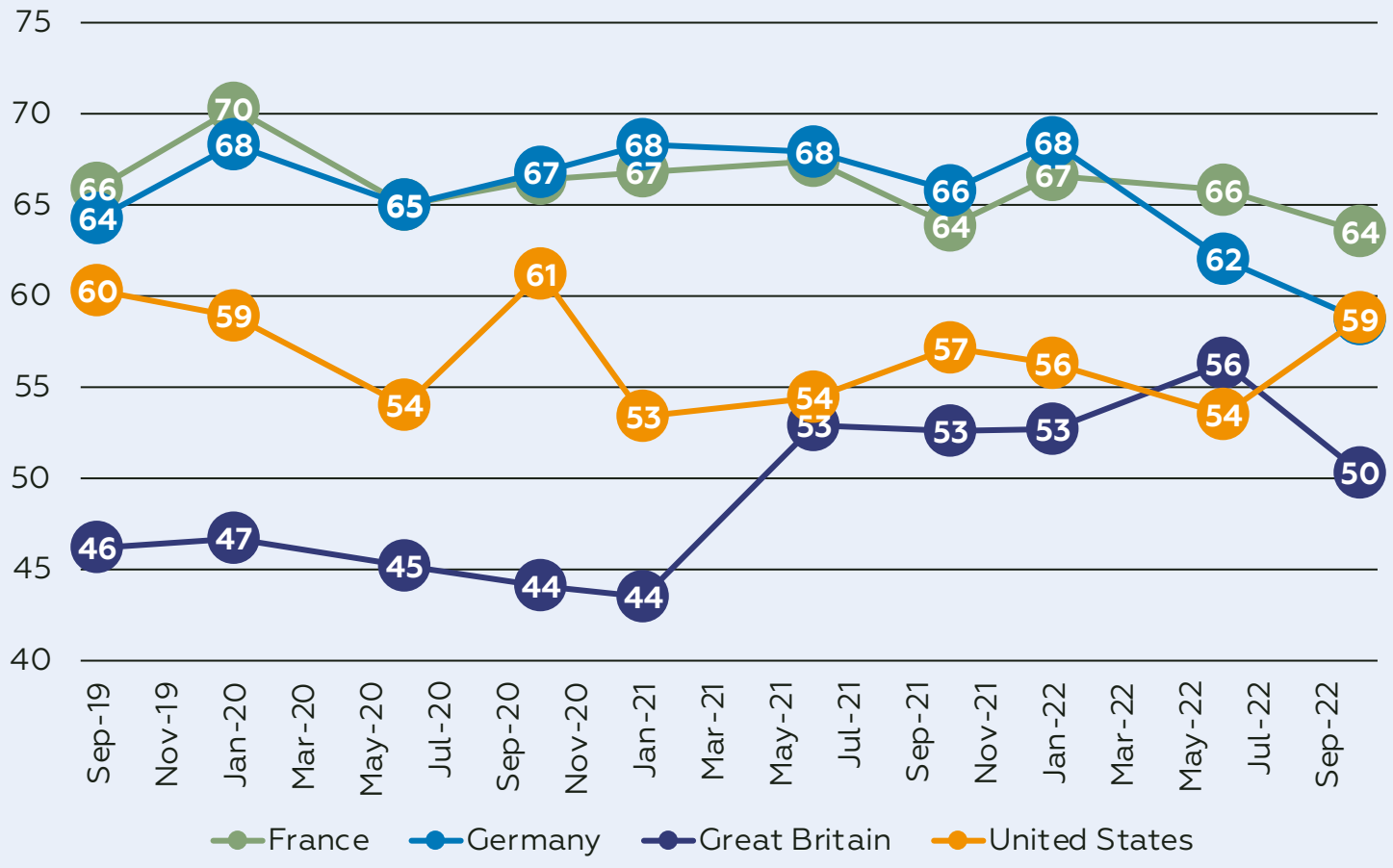
+2%

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

Question listed in each box
Sample size n=6,102 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 4-28 Oct 2022 | Comparison to Jun 2022

©2022 | **DEVELOPMENT** ENGAGEMENT LAB

TRENDS IN AID SUPPORT – 2019/2022



Question: Of its total budget of nearly $6.6 trillion, the US government currently allocates 0.5 percent, or $35 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=6,102 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 4-28 Oct 2022 | Comparison to Jun 2022

59%

+5%*

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

Nearly 6 in 10 respondents support increasing current aid spending levels. This represents a significant increase of 5% from July 2022, and near the all-time high of 61% (in Sept 2020).

Support for aid spending is falling in Germany (-3%) and France (-2%). Support for spending fell significantly in Great Britain, down 6%, to 50% overall.

©2022 | **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.

Cover photo: Atharva Tulsi on Unsplash