



DEL DASHBOARD UNITED STATES OCTOBER 2023

/ Dashboard #11
// October 2023
/// www.developmentcompass.org
[@DevEngageLab](https://twitter.com/DevEngageLab)

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DATA

The data for this deck come from the DEL Tracker (n=6,095) and the DEL Panel (n=6,102). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 19th September – 19th October 2023.

USE

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

CITATION

Morini, P. 2023. *DEL Dashboard – United States October 2023*. London: Development Engagement Lab.

DEL DASHBOARDS

You can find DEL Dashboards on Development Compass:
<https://developmentcompass.org/topics/del-tracker>

THREE KEY CHANGES SINCE JUNE 2023



50%

↑ +12%*

say they care most about economic crises, job security, wages



31%

↓ -10%*

say they care most about fake news, corruption of information



13%

↓ -4%*

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

DEL's issues of concern show significant changes since June 23. Concern for economic crises has jumped 12 percentage points to 50% and is the most concerning issue for the American public.

There has been a significant drop in the number of Americans who are concerned about fake news/corruption of information. Just over 3 in 10 say this is an issue of concern, down 10 percentage points.

The U.S. has seen the biggest decrease in donors across the four DEL countries: a fall of 4pp to 13%. This matches the low seen twice before in DEL tracking.

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.

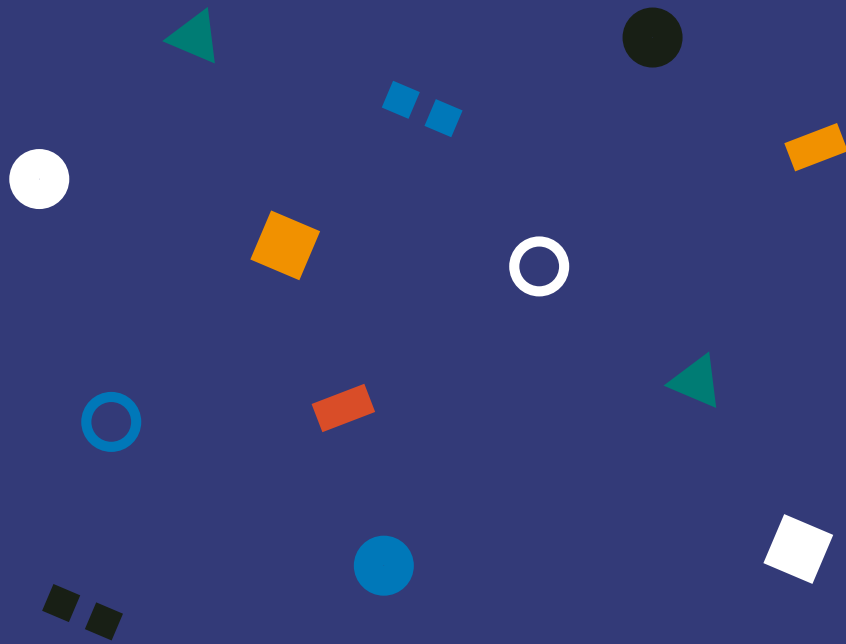


This icon is used when there is a downward change since the last data point. An asterisk indicates the change is statistically significant.



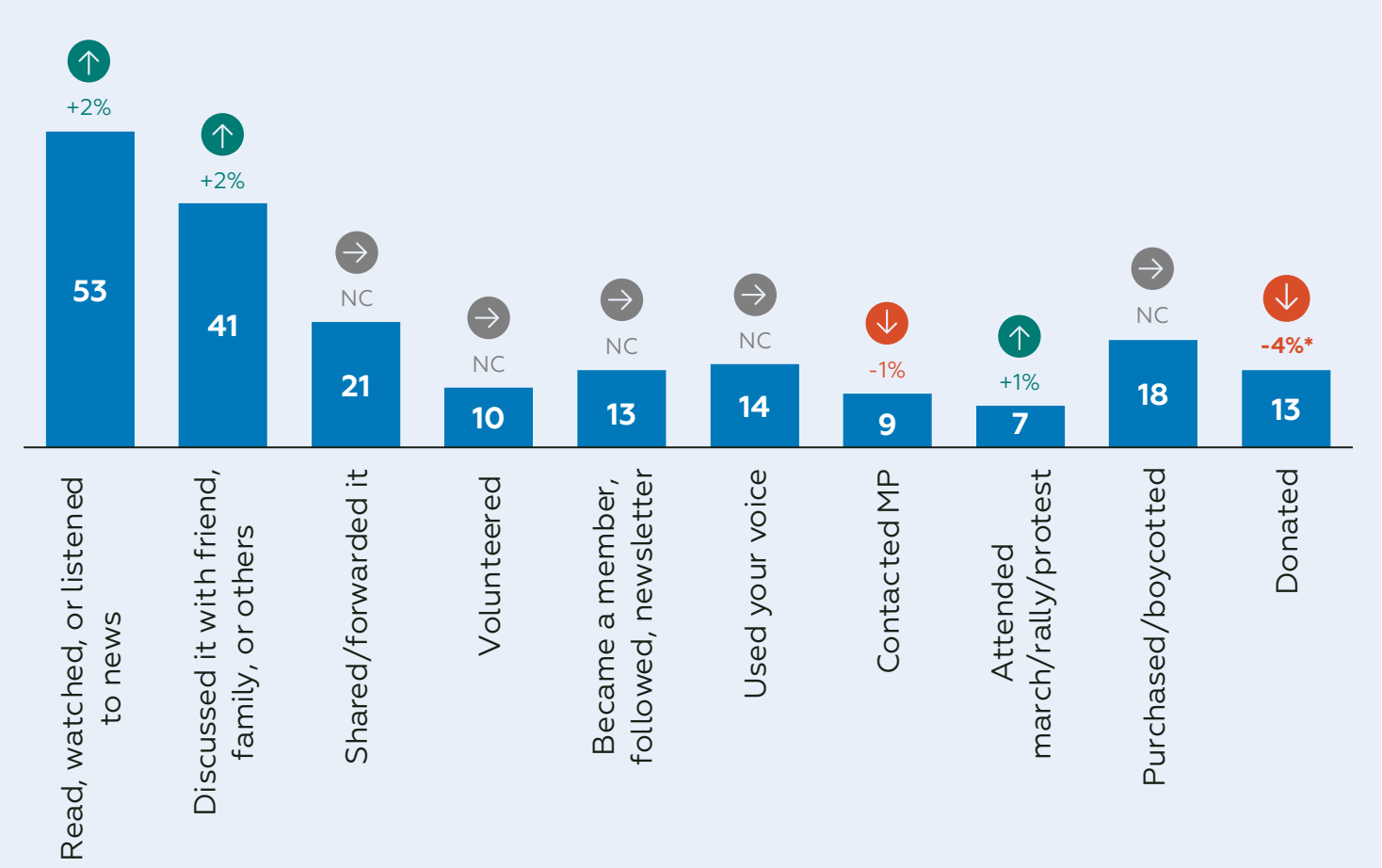
This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.

BEHAVIOURAL ENGAGEMENT



Tracking American public
engagement with global
poverty and sustainable
development through
their actions

ENGAGEMENT BATTERY - OCTOBER 2023



DEL’s behavioural engagement battery shows little change since June 2023, save for a 4 percentage point decrease in respondents who say they have not donated to a development NGO/charity in the past 12 months.

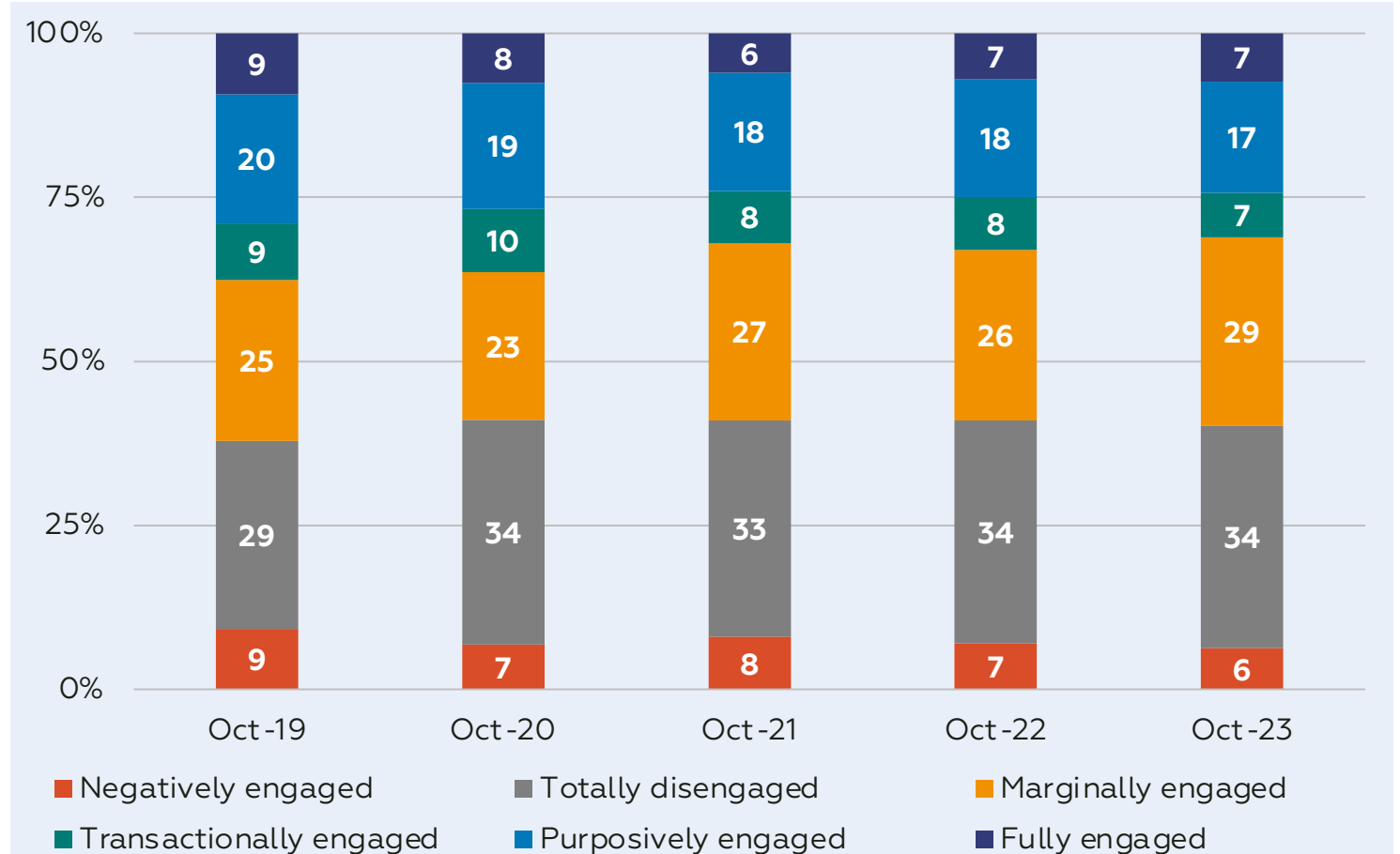
Most other indicators show no change, or small changes that are not statistically meaningful.

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=6,095 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep - 19 Oct 2023 | Comparison to Oct 2022 for all actions exception, donations, compared to June 2023.

DEL SEGMENTATION – OCTOBER 2023

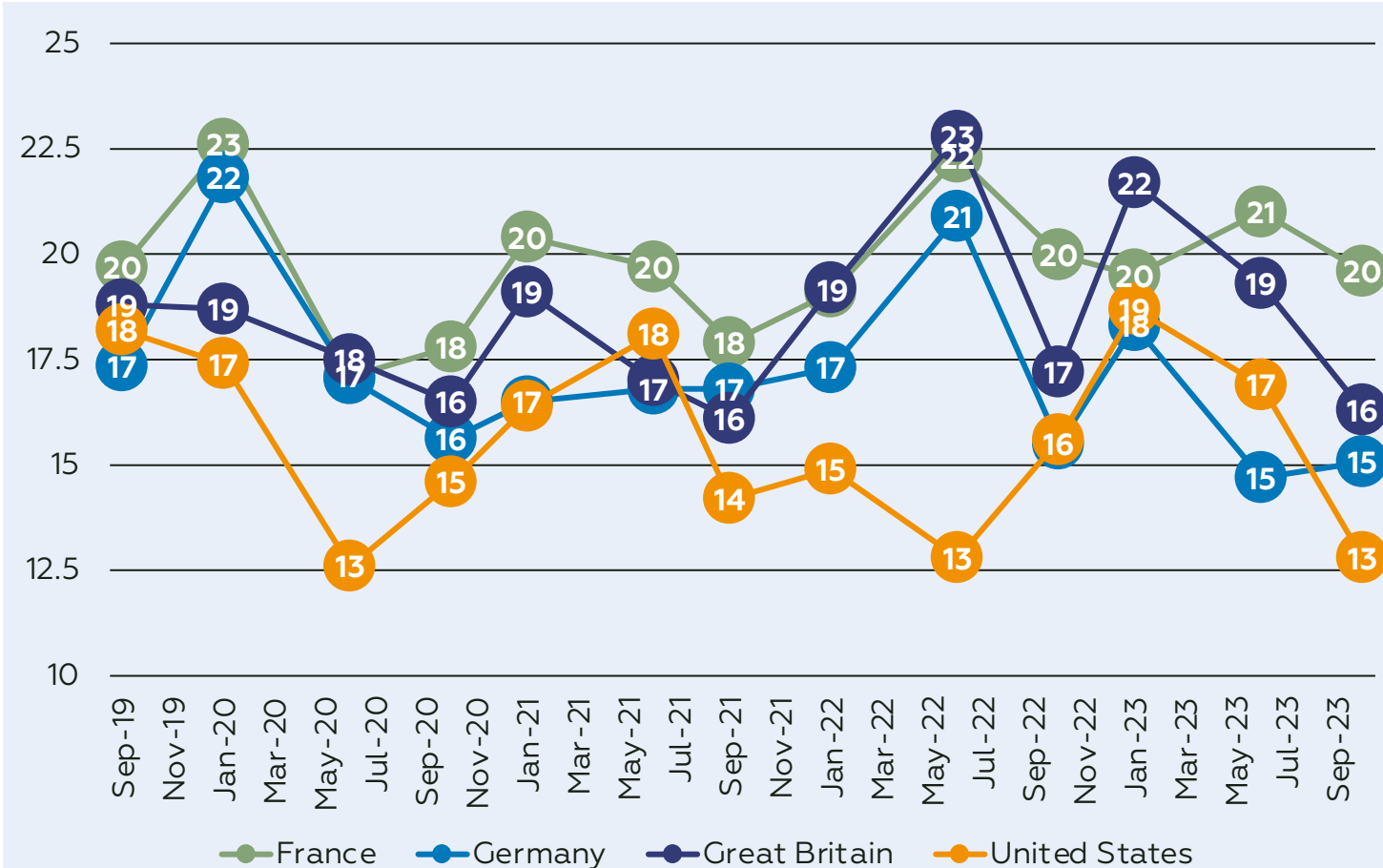
Segment	Change since October 2022	
Negatively engaged	↓	-1%*
Totally disengaged	→	NC
Marginally engaged	↑	+3%*
Transactionally engaged	↓	-1%
Purposively engaged	↓	-1%
Fully engaged	↑	+1%

DEL's behavioural audience segmentation shows one significant change - 3 percentage point increase in the Marginally Engaged audience, up to 29% of the American public. The percentage of Negatively Engaged fell 1%, indicating fewer people taking action against global poverty alleviation efforts. All other changes are minor.



The Development Engagement Lab Engagement Segmentation (proportion of respondents in each group)
 Sample size n=6,095 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep - 19 Oct 2023 | Comparison to Oct 2022

TRENDS IN DONATIONS - 2019/2023




13%
 -4%*

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

The percentage of respondents who donated to a global poverty charity in the past 12 months has fallen in three out of four DEL countries.

The biggest decrease in donors is in the U.S., a fall of 4pp to 13%. Donations in France have dropped by 1pp, while in Germany donations are flat at 15%.

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)

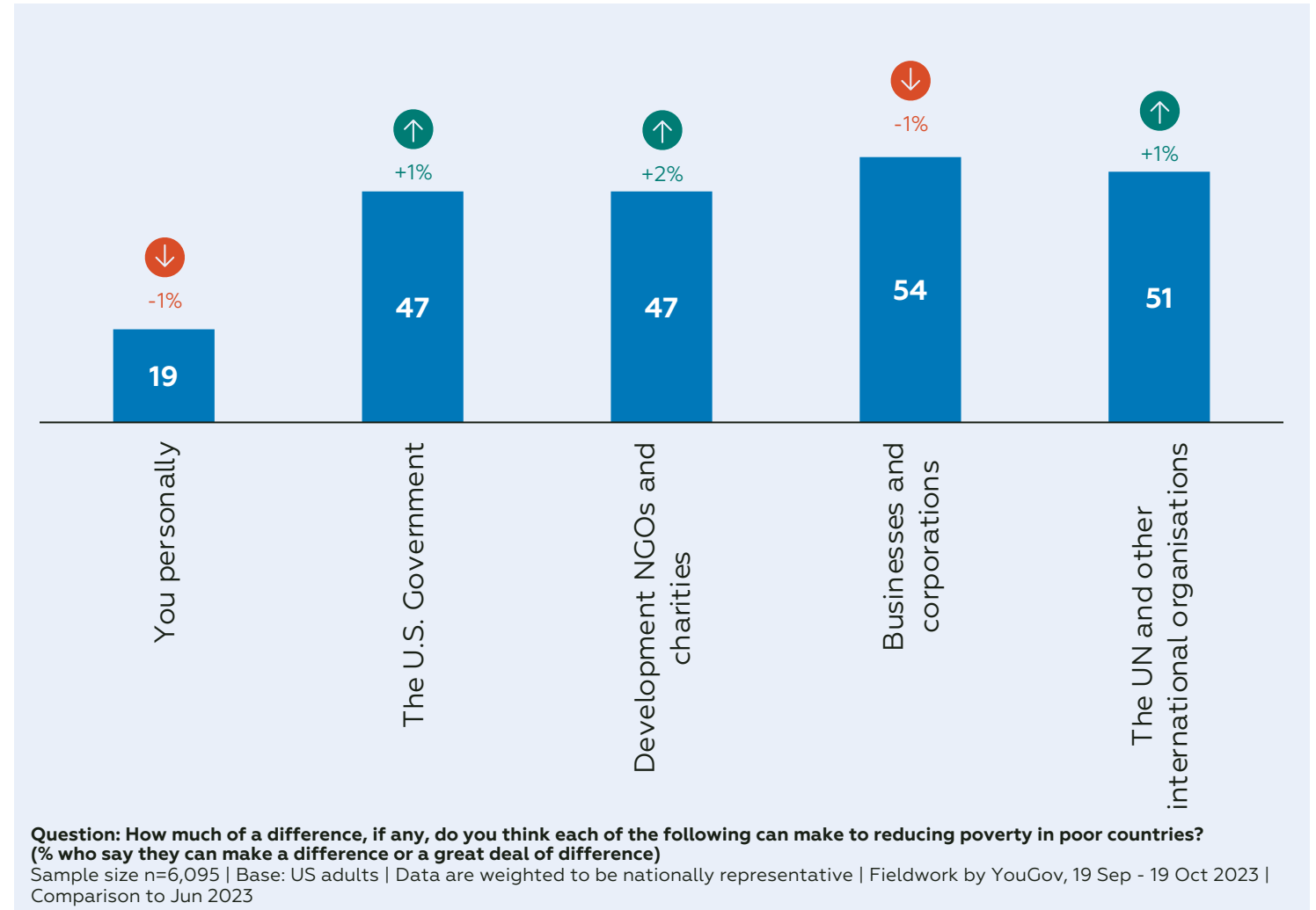
Sample size n=6,095 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep - 19 Oct 2023 | Comparison to Jun 2023

EFFICACY BATTERY – OCTOBER 2023

The perceived efficacy battery – e.g. ability to reduce poverty in poor countries – has not changed significantly since June 2023.

The perceived efficacy of development NGOs and charities increased 2 percentage points, but this is not a statistically significant change.

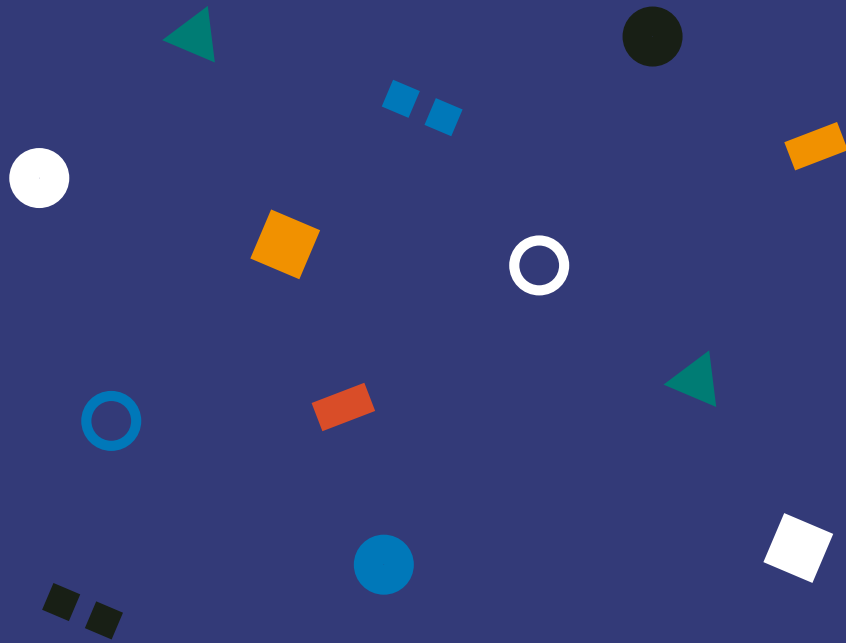
While personal efficacy has fallen 1%pp, the gap between perceived personal and institutional capacities to make a difference to poverty in poor countries remains wide and has not changed meaningfully since DEL began tracking in Sept 2019.



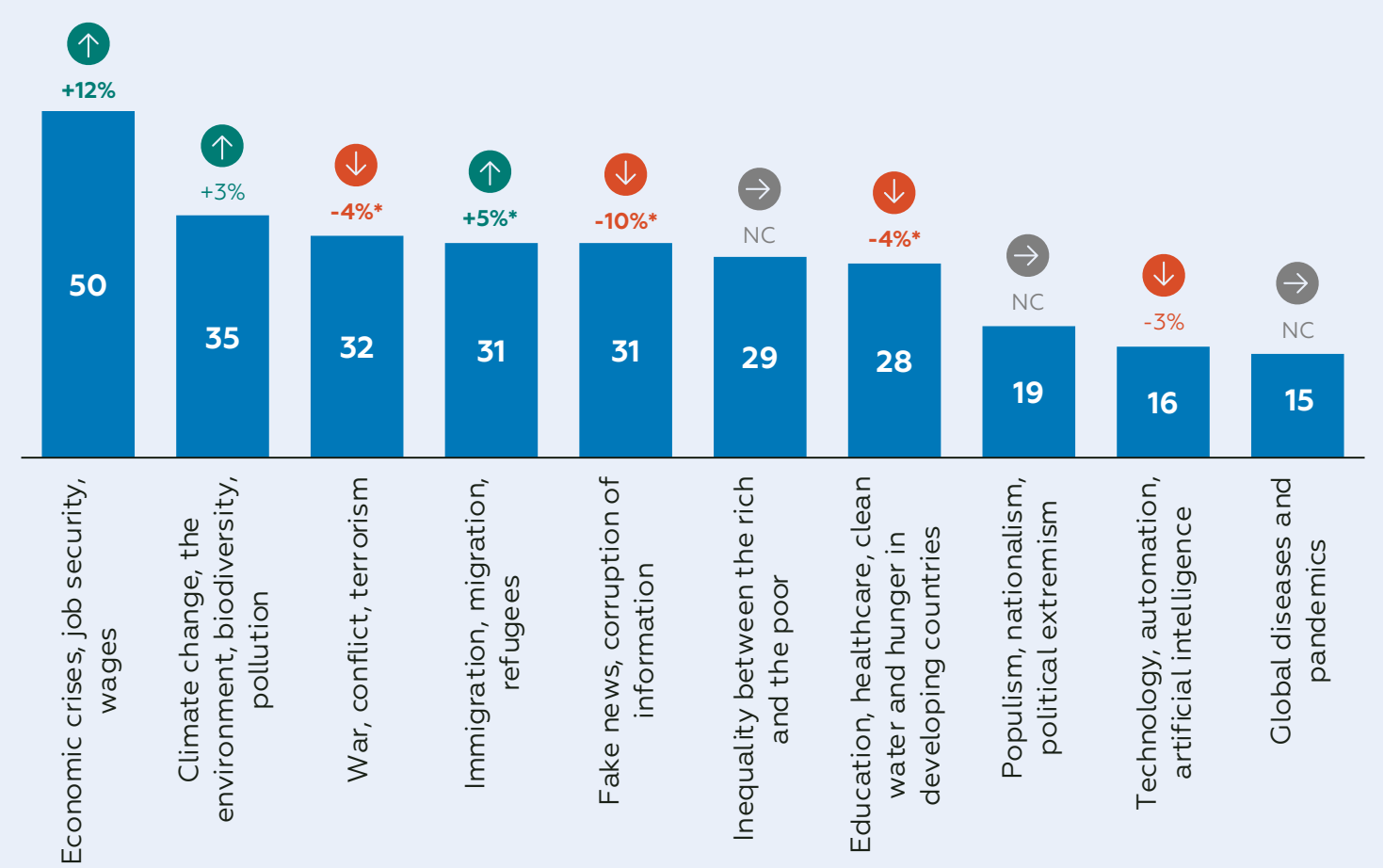
ATTITUDINAL ENGAGEMENT



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



MOST IMPORTANT ISSUES – OCTOBER 2023



The U.S. public have shifted significantly around the issues of concern. Up 12 percentage points to 50% is the top issue of concern, economic crises, job security and wages. Concern for immigration, migration & refugees has fallen 5 percentage points and is now a top issue for just over 3 in 10.

Concern about fake news and corruption of information has fallen significantly to 31%, a decrease of 10 percentage points.

Despite the Israel-Palestine crises, concern about war, conflict and terrorism fell 4 percentage points.

Question: Thinking about the issues below, which of the following do you personally care about? (% who select issue of concern)
 Sample size n=6,095 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep - 19 Oct 2023 | Comparison to Jun 2023

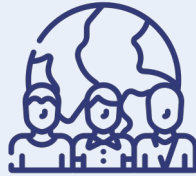
ATTITUDES AND PUBLIC OPINION – OCTOBER 2023



70%

↑ +3%

think the world is getting worse, all things considered



43%

↑ +1%

think what happens in developing countries affects them too



55%

↓ -3%

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



34%

↑ +1%

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



30%

↓ +1%

think development aid is effective or very effective



28%

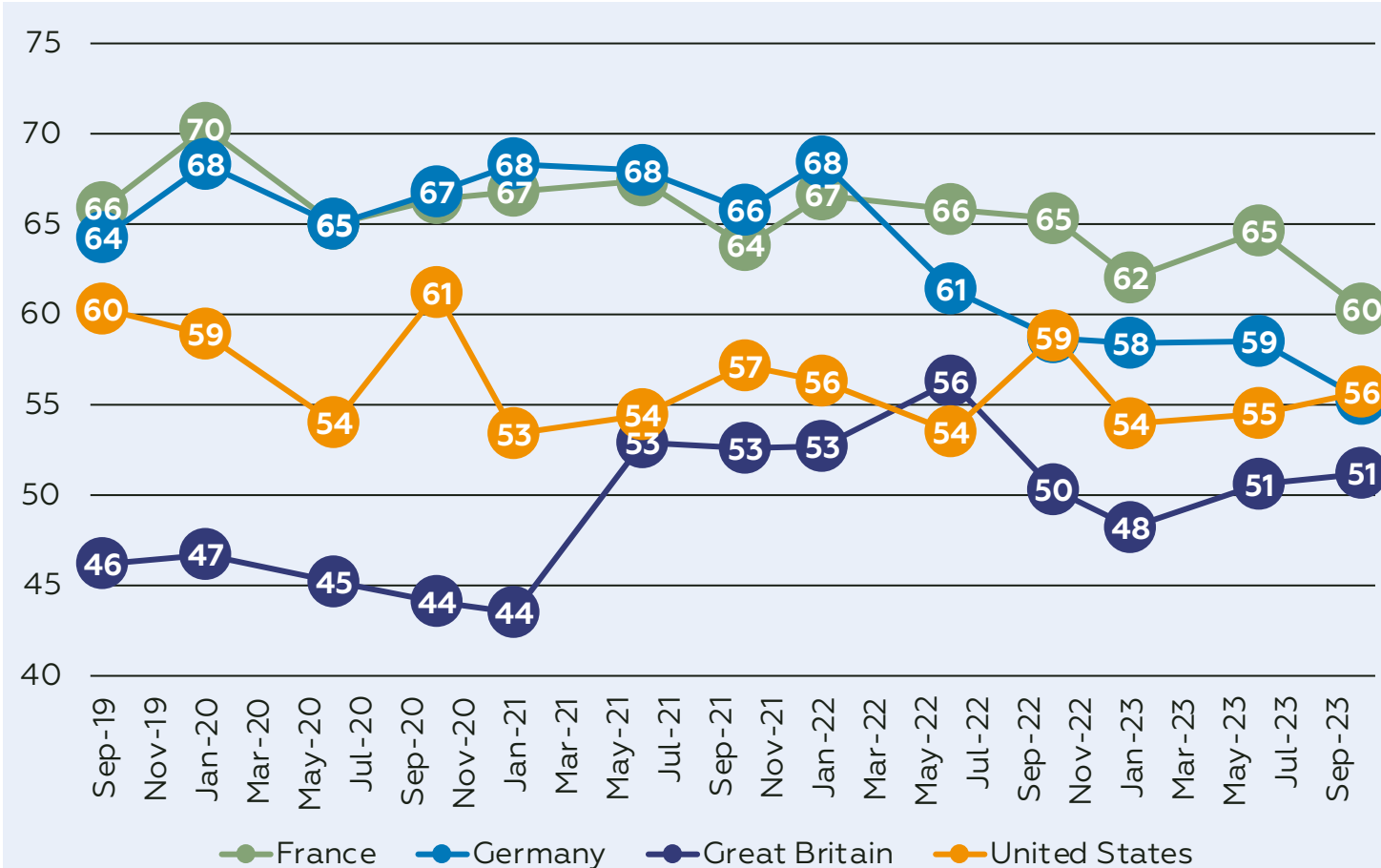
↓ -1%

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

Question listed in each box

Sample size n=6,095 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep - 19 Oct 2023 | Comparison to Jun 2023

TRENDS IN AID SUPPORT - 2019/2023



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 thinks we should keep or increase current expenditure levels)
 Sample size n=6,095 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep - 19 Oct 2023 | Comparison to Jun 2023



56%

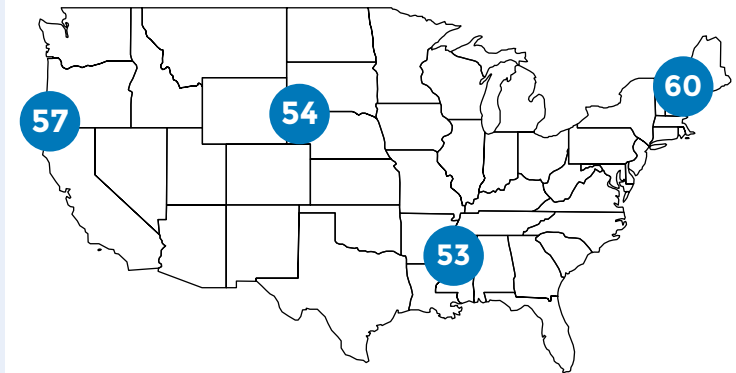
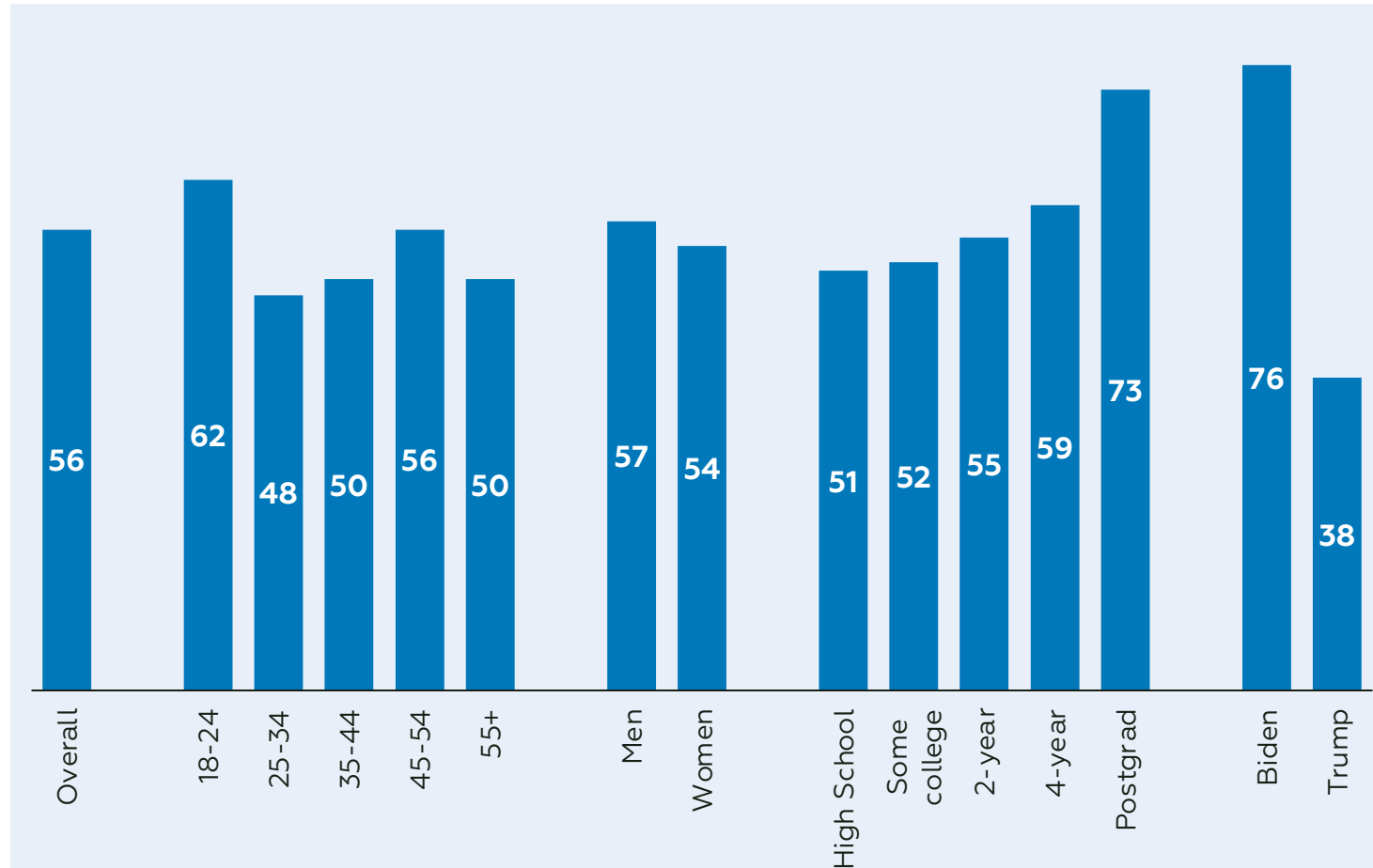
↑ +1%

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

Support for aid has remained steady since June 2023 for the United States.

While support for aid has been robust in France and Germany since DEL began tracking in 2019, support has fallen in Germany, down 3pp to 56%, against a high of 68% last seen in Jan 22. In France, support is down 5pp to 60%, from a high of 70% in Jan 20.

WHO SUPPORTS DEVELOPMENT AID?



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 thinks we should keep or increase current expenditure levels)

Sample size n=6,095 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 4-5 Jan 2023





UNIVERSITY OF
BIRMINGHAM

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.

Cover photo: [Manzur Alam](#) on [Unsplash](#)