

DE PARTNER QUESTIONS



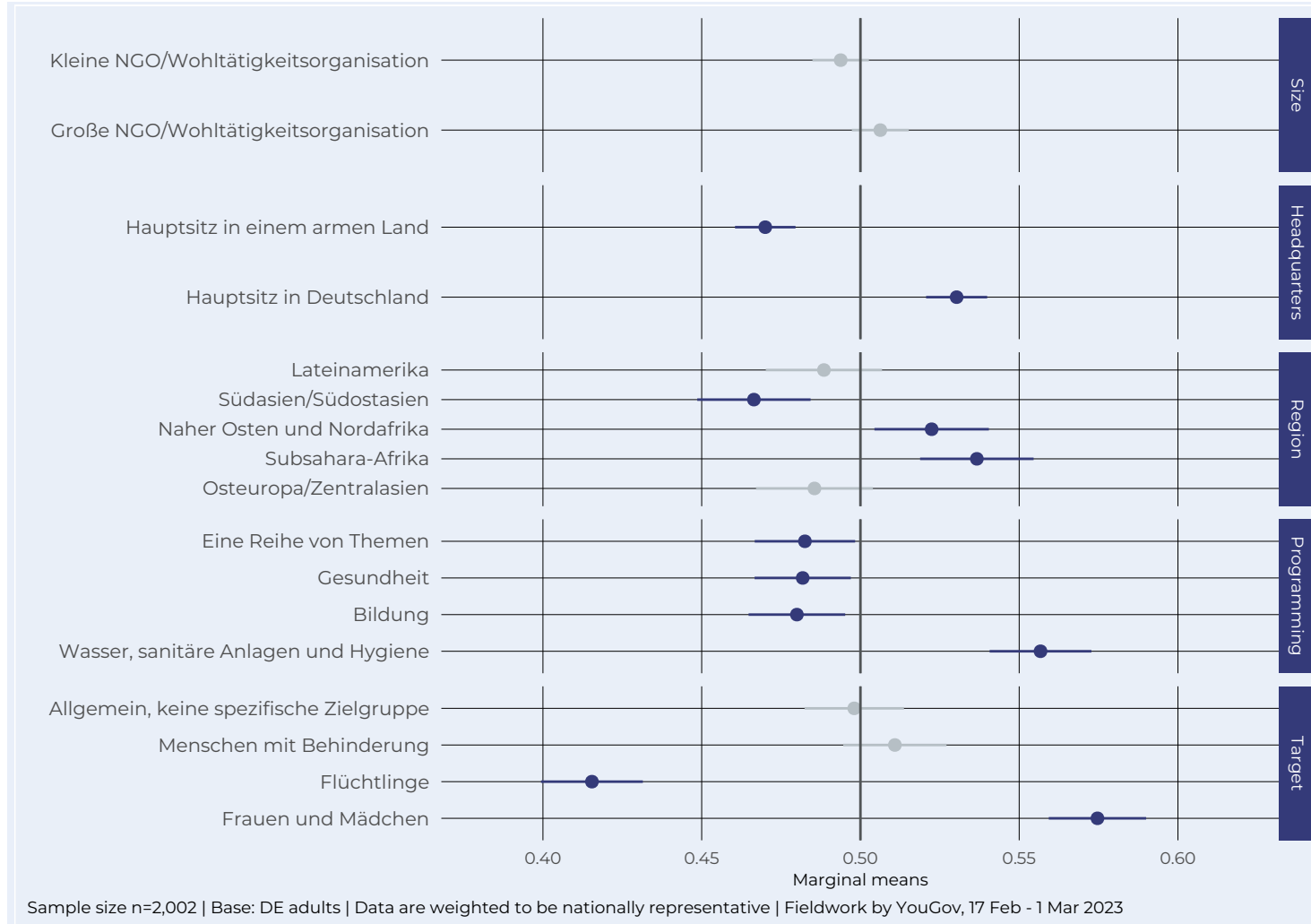
CONTENTS

- 1. NGO Characteristics and support:** How do the characteristics and focus of NGOs/charities impact the public's propensity to give
- 2. Sources:** Where does the German public turn to to hear about and to understand development cooperation? Which formats do they find the most useful?
- 3. Health:** What kind of relationship does the public see between the state of agriculture, the environment, and human health, if any?

CHARACTERISTICS OF NGOS/CHARITIES AND THE PUBLIC'S PROPENSITY TO GIVE

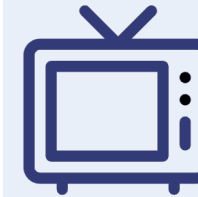
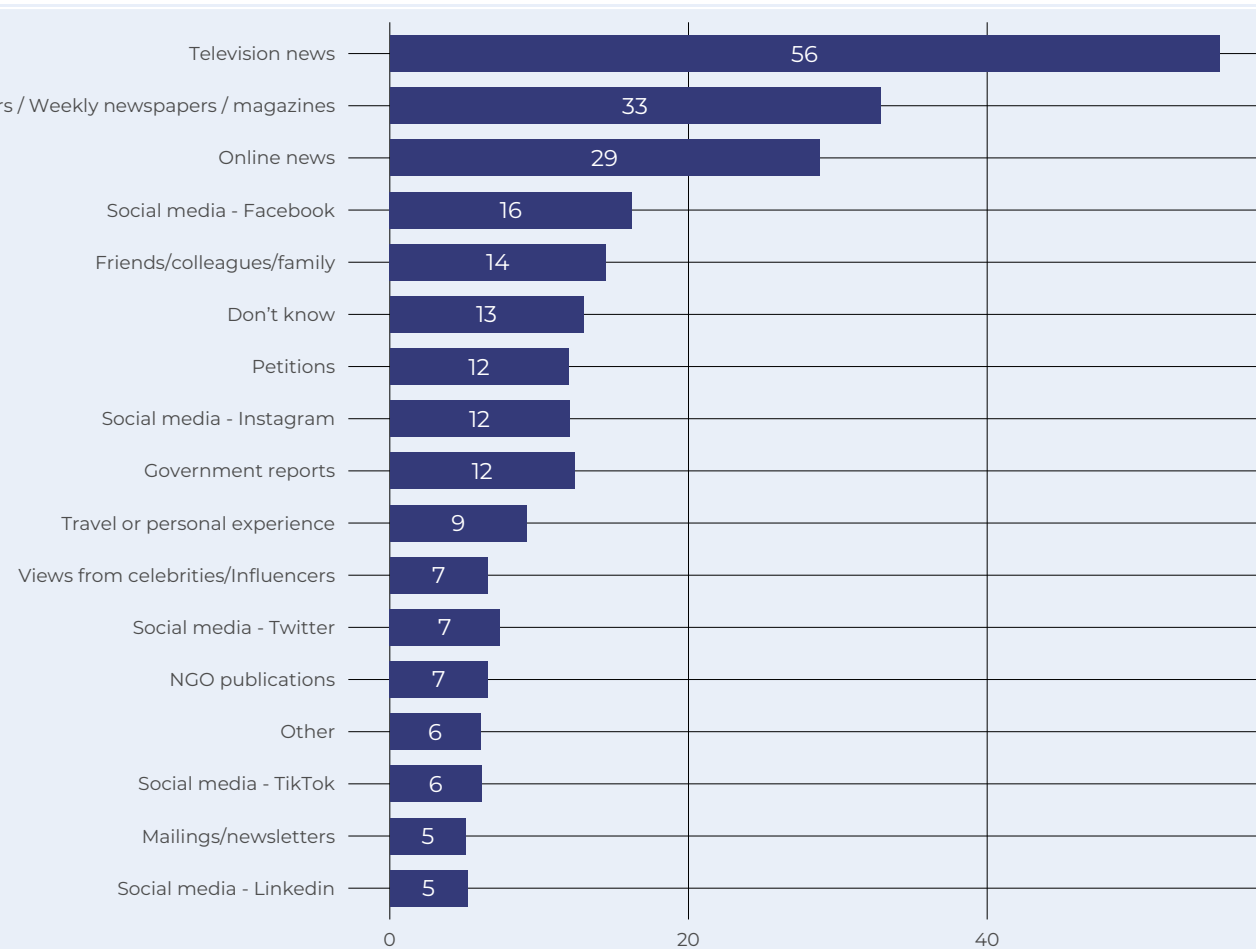
- We tested how the characteristics of NGOs/charities impact the public's propensity to give
- Characteristics we tested are as follows:
 - Size of the NGO
 - Headquarter
 - Works in
 - Works on
 - Targeted groups

RESPONDENTS SELECT NGOS AND CHARITIES FOCUSING ON WOMEN AND GIRLS TO DONATE TO



- The size of the NGO/charity does not matter in the choice of NGOs/charities to donate to
- When the NGO/charity is **headquartered in Germany**, the public are more likely to choose it
- The public are more likely to prefer NGOs/charities focusing on **MENA and SSA**, and less likely to prefer those that focus on South Asia/Southeast Asia
- What the NGOs/charities on matters: **WASH** as a clear winner
- Whom the NGOs/charities focus on matters as well: those focusing on **women and girls** are more likely to be chosen to donate to, and those focusing on refugees less likely

SOURCES OF INFORMATION: TRADITIONAL MEDIA STILL THE MAIN SOURCE



56%

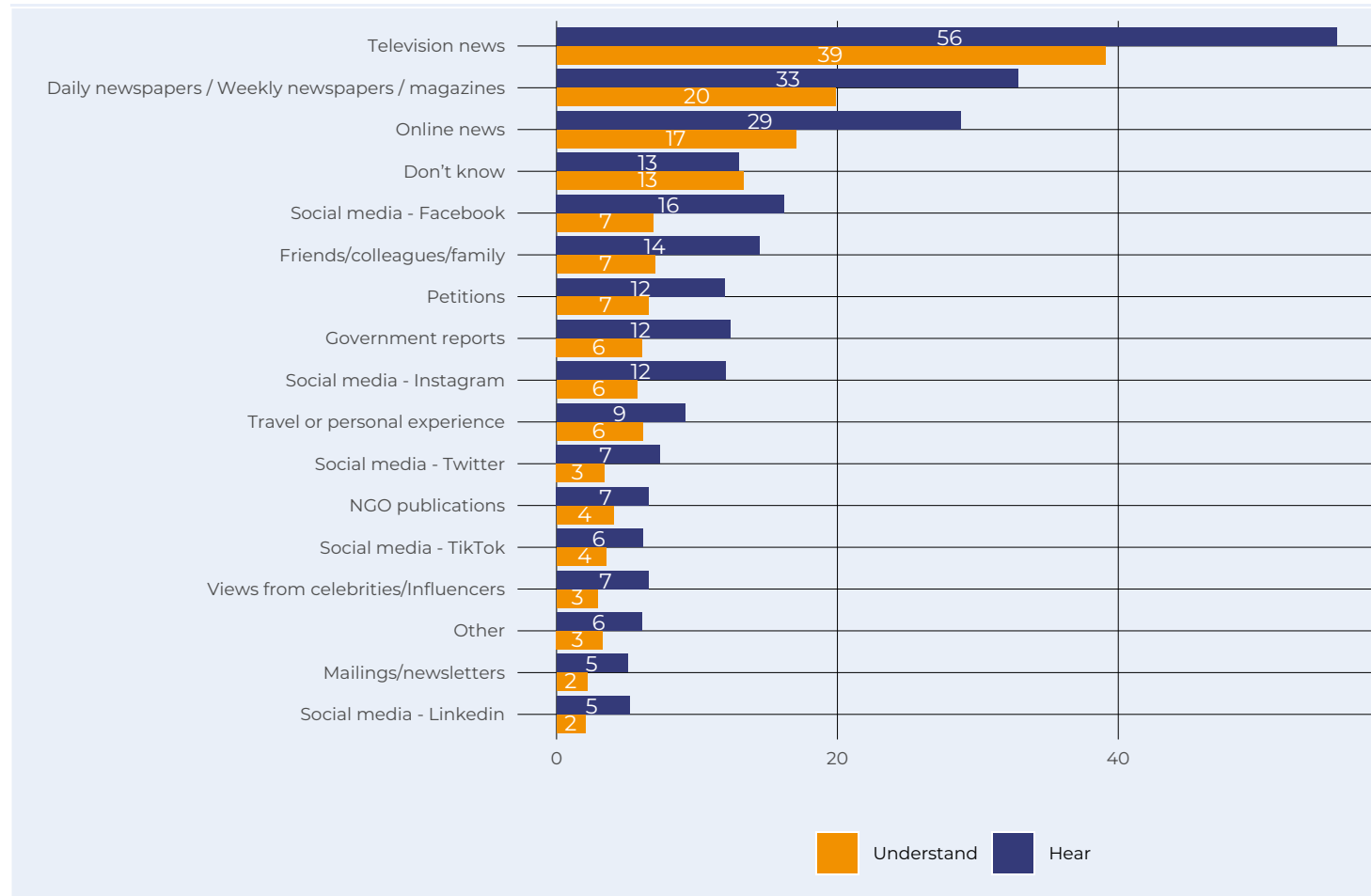
hear about development cooperation from television news

The traditional sources of media (TV news, daily newspapers, and online news) are still what the public uses to hear about development cooperation. This is particularly the case for older generations (45-64 and 65+) with 60% and 75% hearing through TV news, followed by newspapers.

The younger generations (18-24, 25-34) hear about development cooperation from TV news, online news, and social media (Instagram) (around 1 in 4).

Question: Which of the following sources do you hear about development cooperation? | Base: DE adults | Sample size = 2,002 | Fieldwork by YouGov 17 Feb – 1 Mar 2023

LARGER GAP IN HEARING & UNDERSTANDING FOR SOCIAL MEDIA



Based on the sources they use to 'hear', we followed up to ask which of those sources they use to **'understand'** about development cooperation.

On average, comparing the sources to 'hear' and the sources to 'understand', we see that the traditional media of the news, whether through TV, paper, or online, are used **both to hear and to understand across all age groups.**

On the other hand, social media, while around 10% of the public use it to 'hear', less than 10% use it to 'understand' about the topic. The exception is 18-34, with 12 & 14% use Social media - Instagram to understand about development cooperation.

Use with caution.

Question: Which of the following sources do you hear about development cooperation? Of these sources, which do you use to understand about development cooperation? | Base: DE adults | Sample size = 2,002 | Fieldwork by YouGov 17 Feb – 1 Mar 2023

FACTS PREFERRED TO OPINIONS: REPORTS AND CASE STUDIES THE MOST USEFUL; BLOGS, PUBLIC OPINION BAROMETERS, AND EVENTS LESS SO



46%

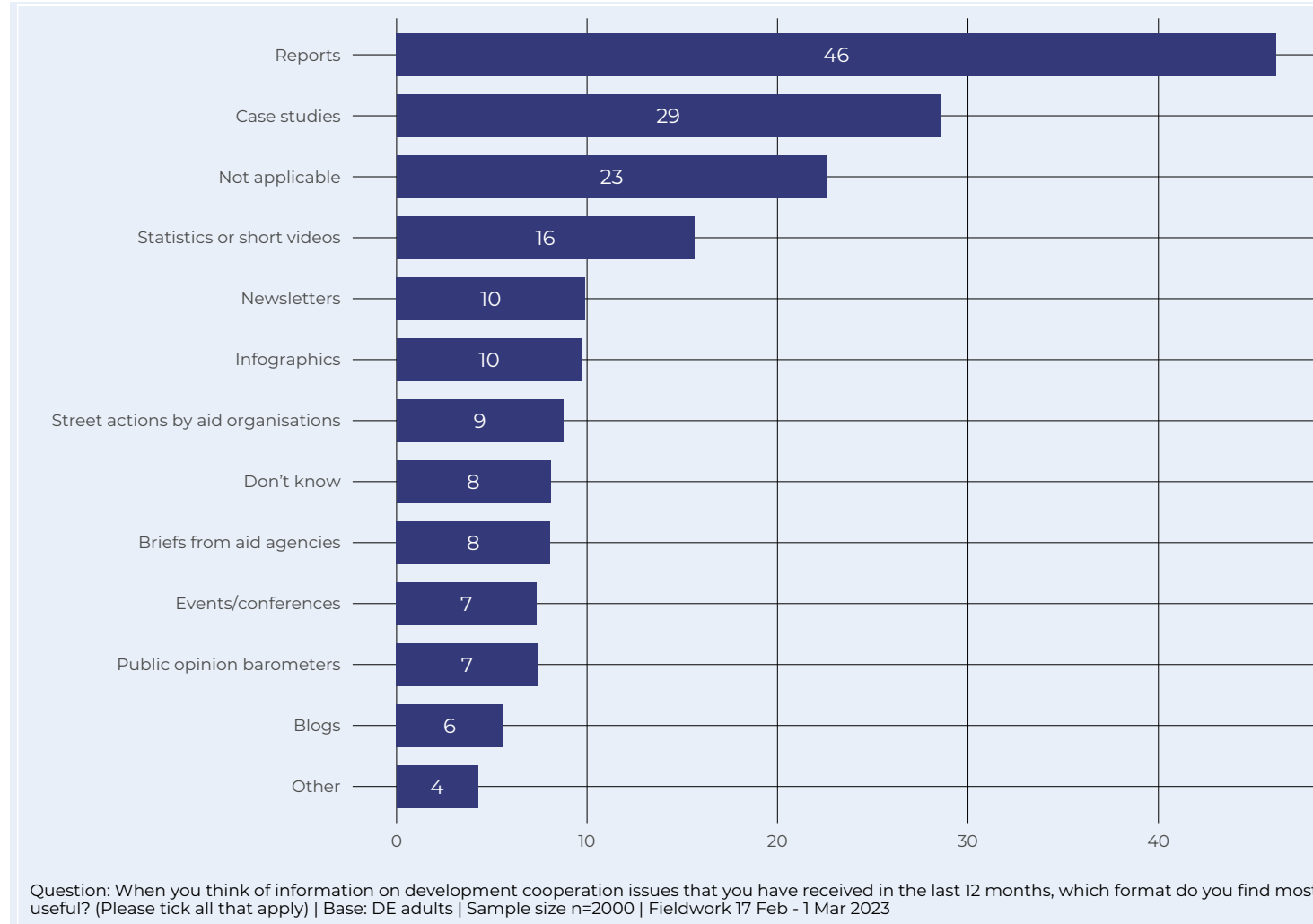
find reports to be the most useful format of information on development cooperation

We asked what formats of information are the most useful. Nearly half of the public find reports useful; this is followed **by case studies and statistics or short videos**. Blogs, public opinion barometers, and events/conferences are found to be the least useful.

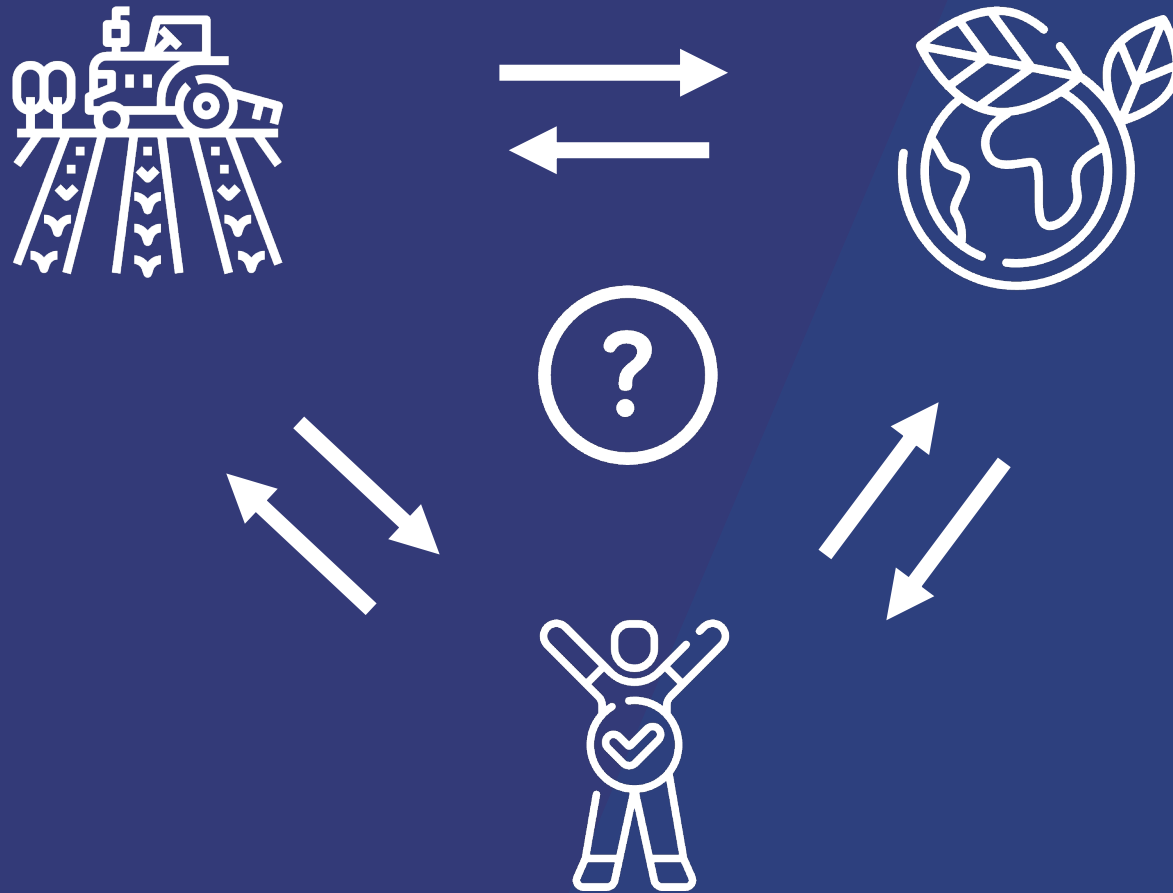
There are **generational differences** in the formats that are found useful. The younger generations (18-24, 25-34) also find infographics to be useful.

One fourth of the German public have not received information on development cooperation.

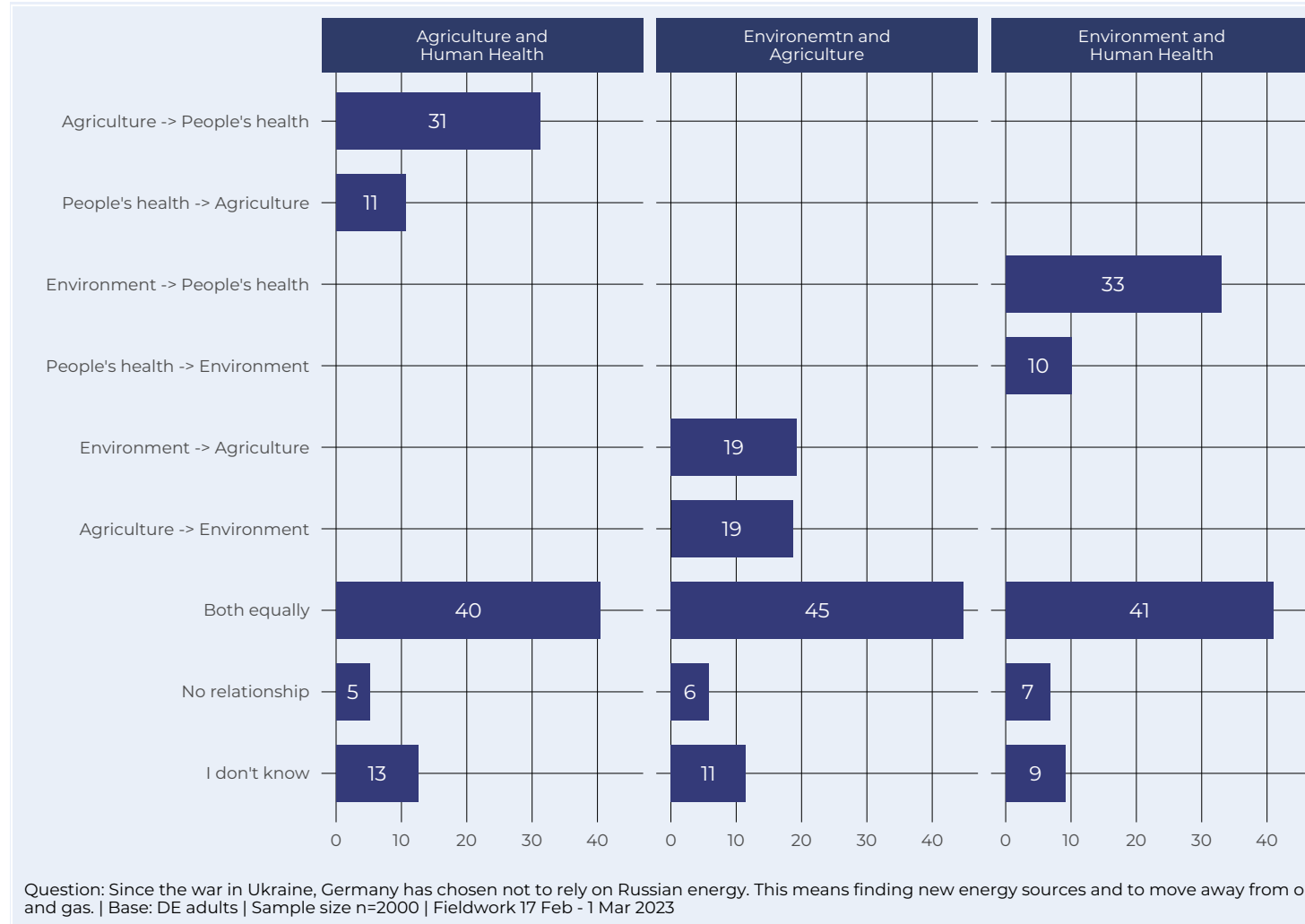
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WHAT IS THE RELATIONSHIP BETWEEN THE STATE OF AGRICULTURE, PLANET, AND HUMAN HEALTH?



4 IN 10 SEE THE RELATIONSHIP GOING BOTH WAYS, BUT FOR AGRICULTURE/ENVIRONMENT AND HUMAN HEALTH, 3 IN 10 STILL SEE THE IMPACT TO BE ONE-WAY



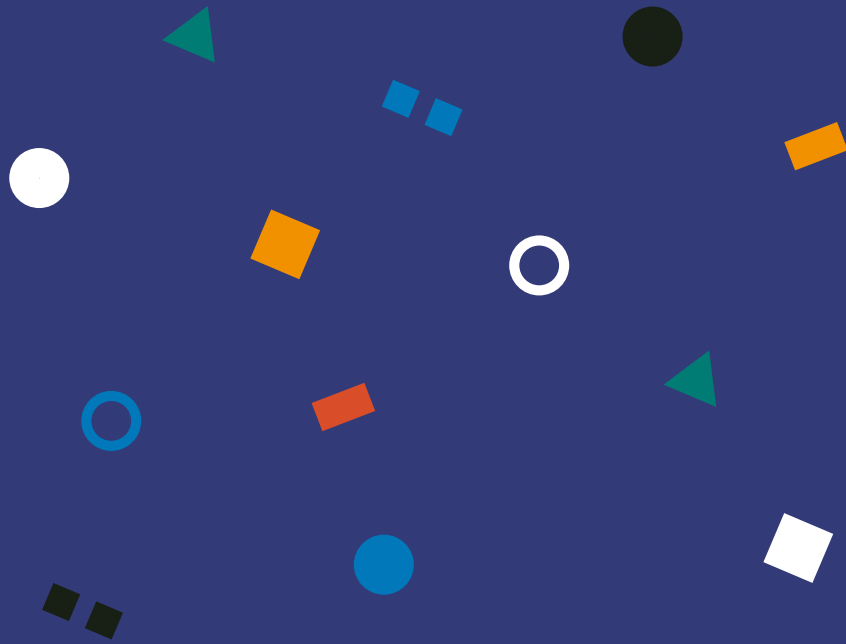
We split the respondents into three groups to understand the relationship between agriculture, the state of the environment, and the state of human health.

Very few respondents see agriculture, human health and planetary health as unconnected; **people get that these things are linked.**

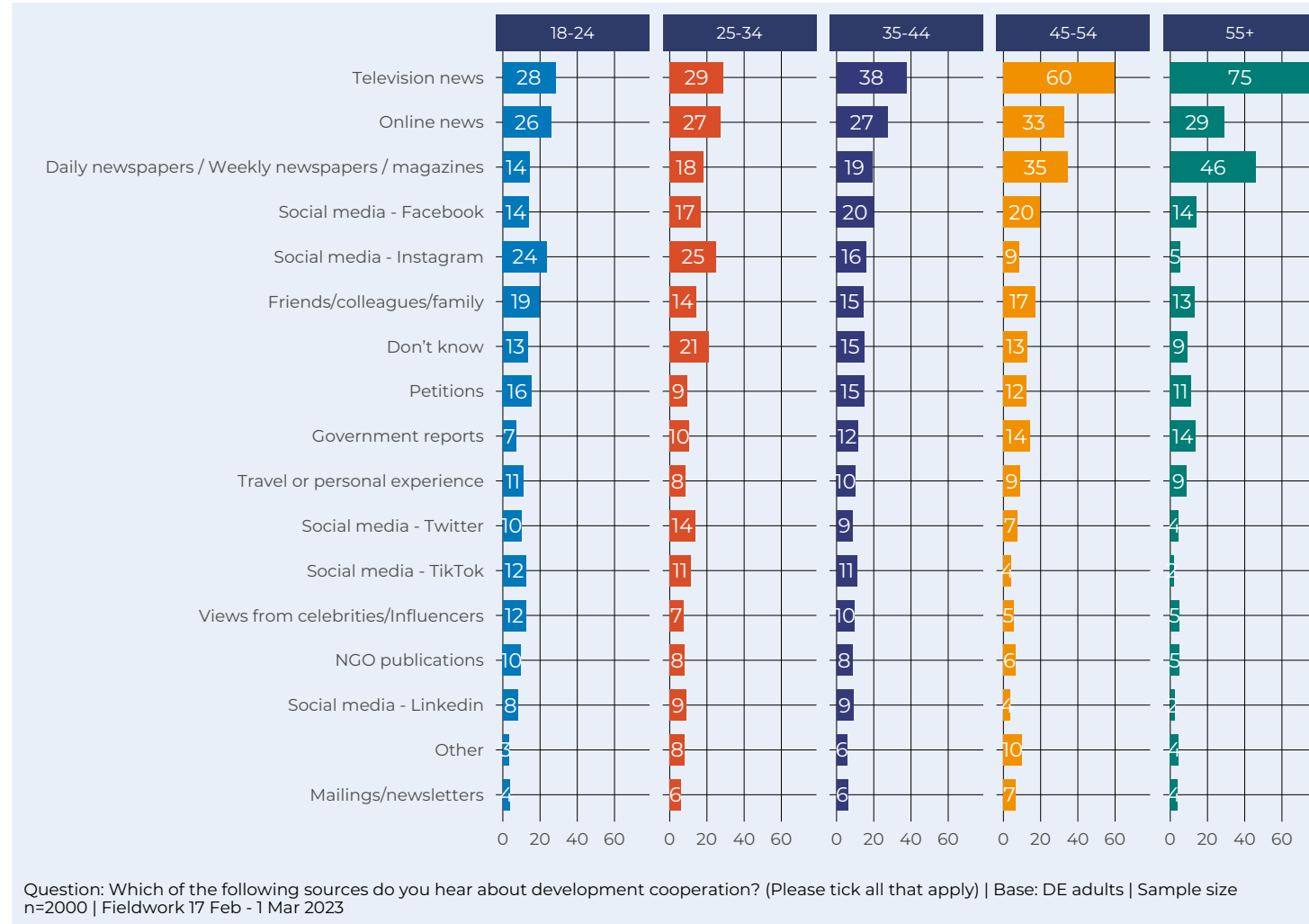
Moreover, 4 in 10 of the German public see the relationship between agriculture/environment/human health going both ways.

But the links between human health and agriculture and the environment are much more one way – they are seen as more structural and less affected by human health and activity. Only 1 in 10 see a relationship flowing that way, whereas 30%+ of the public see the impact being one-directional in the other direction.

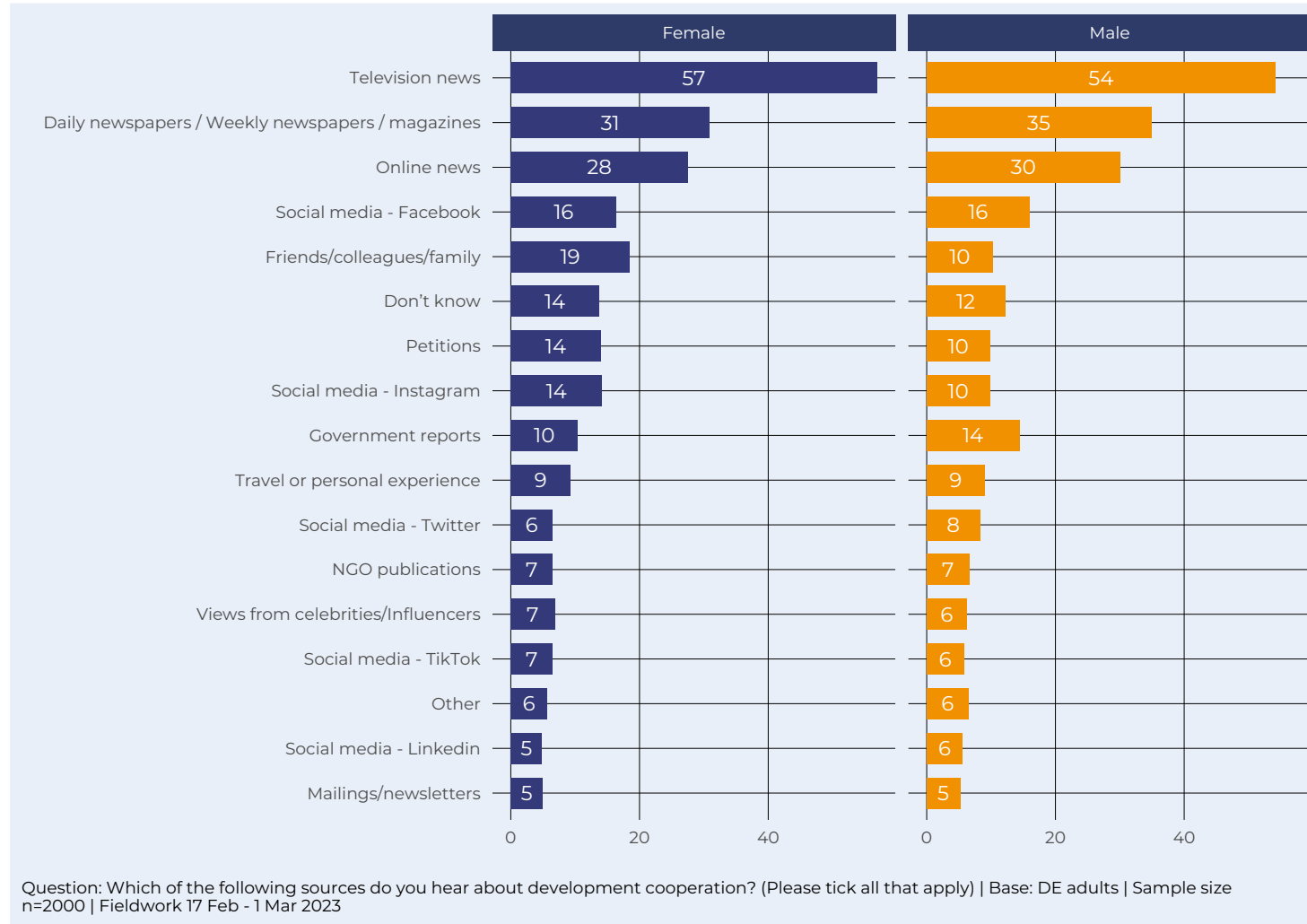
APPENDIX



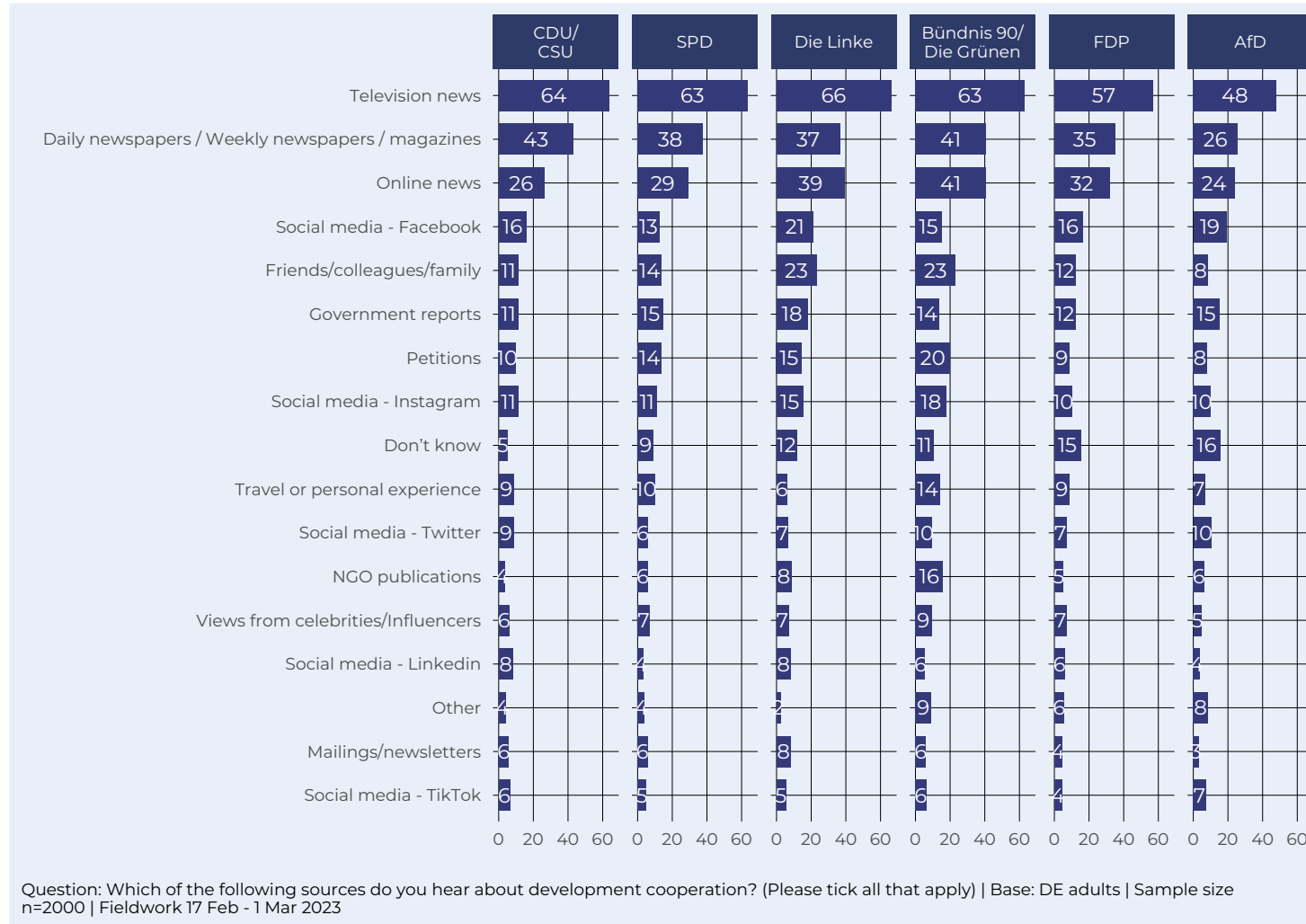
HEAR - AGE



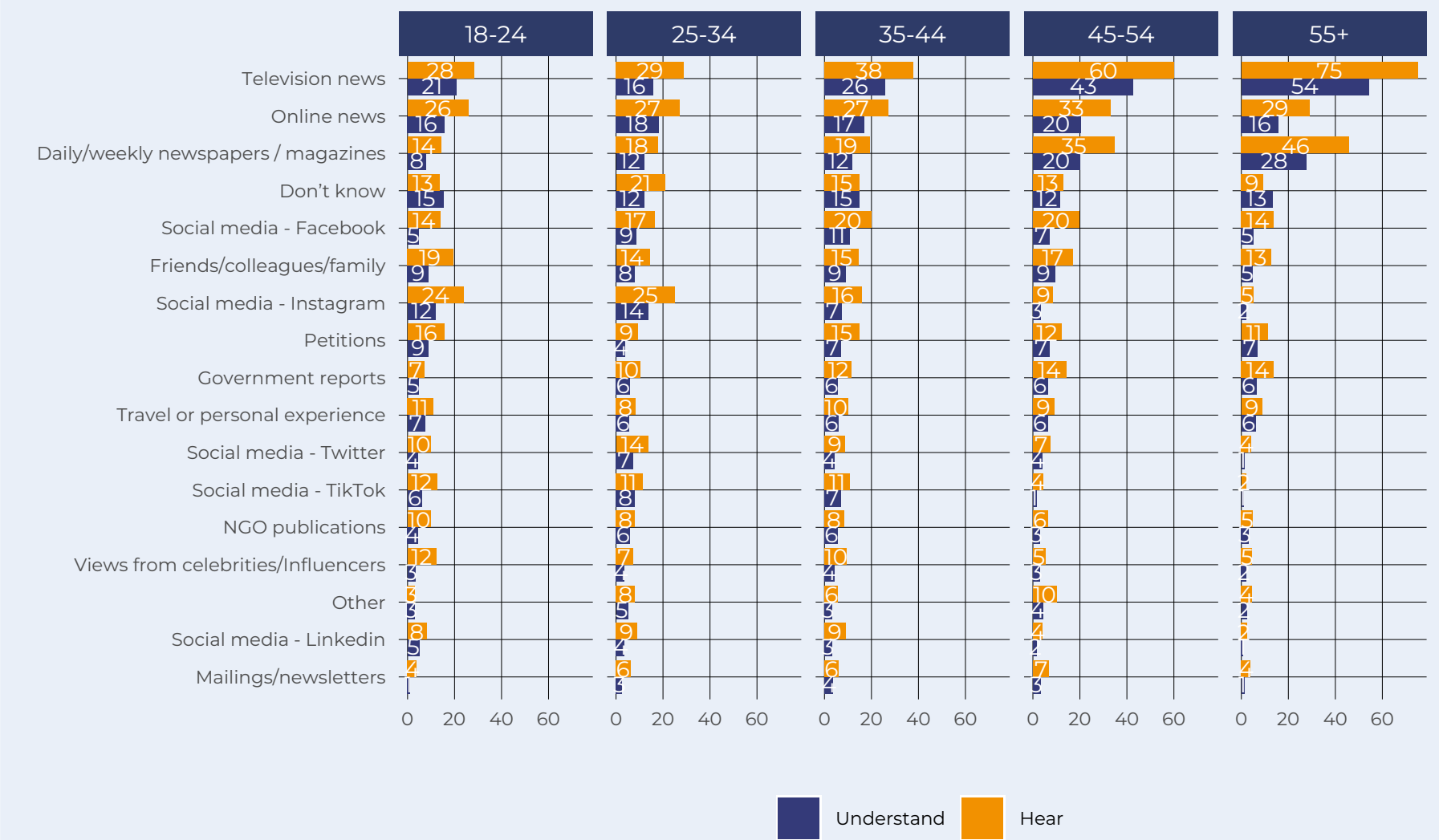
HEAR - GENDER



HEAR – PARTISANSHIP

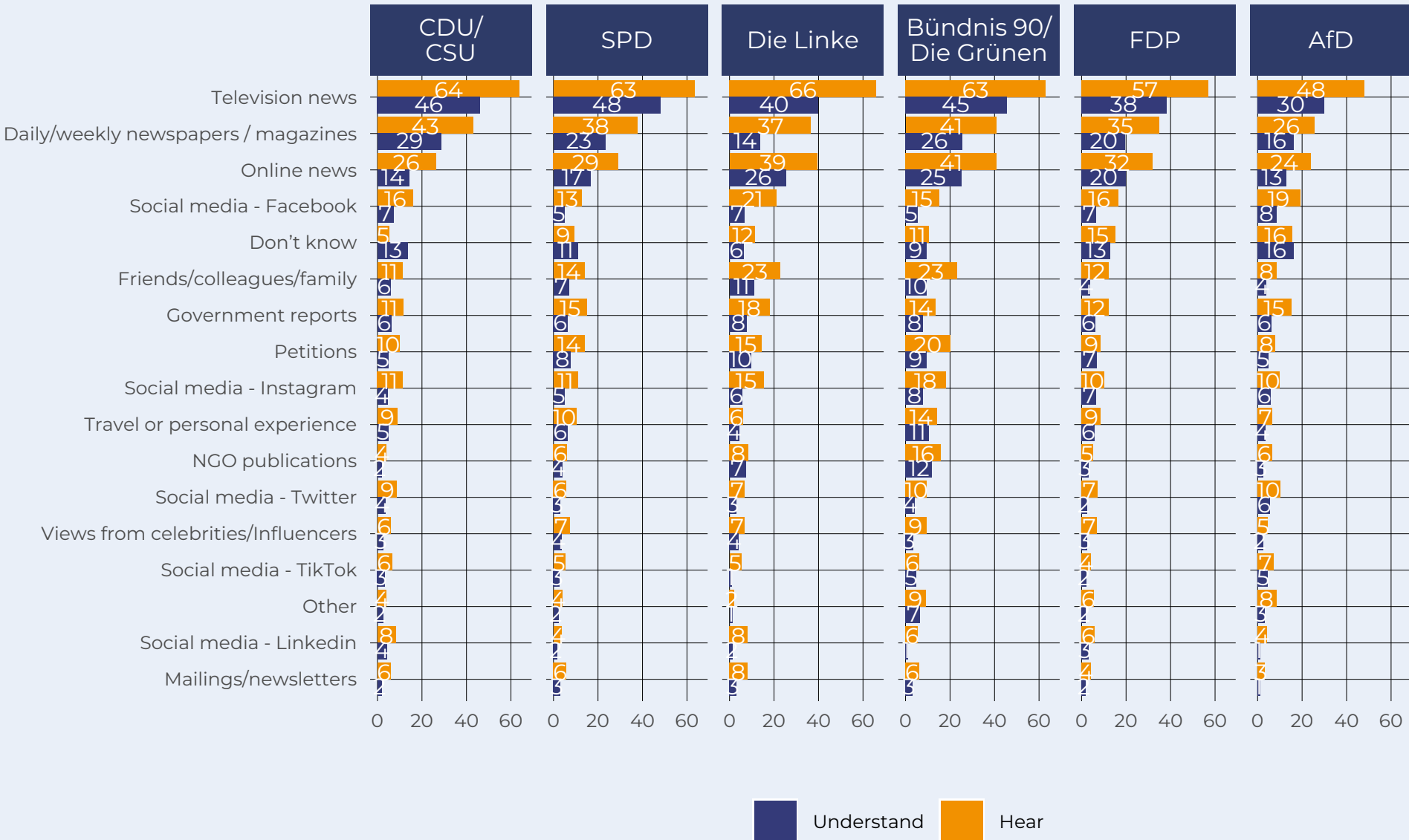


HEAR & UNDERSTAND – AGEGROUP



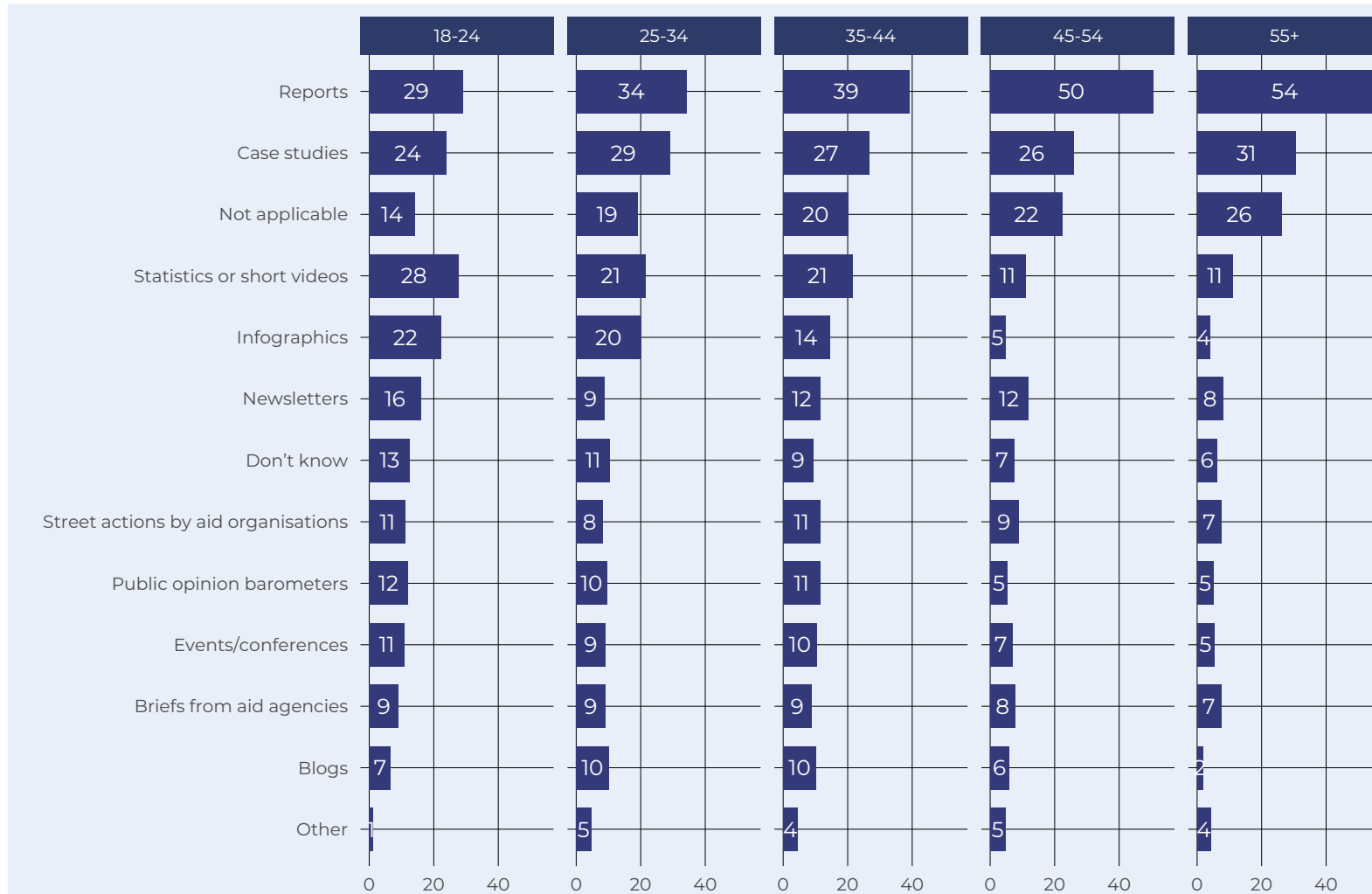
Question: Which of the following sources do you hear/understand about development cooperation? (Please tick all that apply) | Base: DE adults | Sample size n=2000 | Fieldwork 17 Feb - 1 Mar 2023

HEAR & UNDERSTAND – PID



Question: Which of the following sources do you hear/understand about development cooperation? (Please tick all that apply) | Base: DE adults | Sample size n=2000 | Fieldwork 17 Feb - 1 Mar 2023

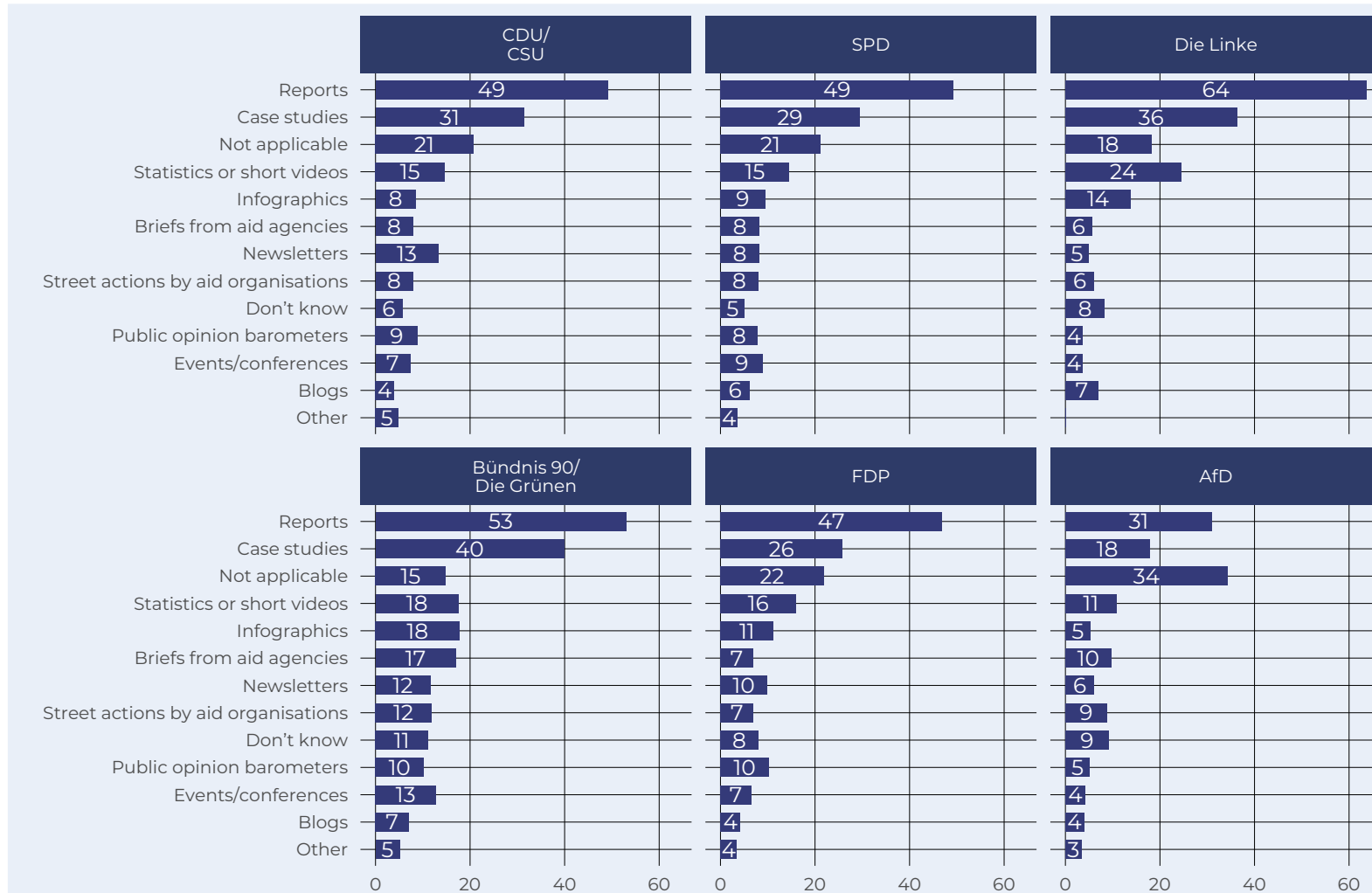
USEFUL - AGEGROUP



Question: When you think of information on development cooperation issues that you have received in the last 12 months, which format do you find most useful? (Please tick all that apply) | Base: DE adults | Sample size n=2000 | Fieldwork 17 Feb - 1 Mar 2023



USEFUL – PARTY ID



Question: When you think of information on development cooperation issues that you have received in the last 12 months, which format do you find most useful? (Please tick all that apply) | Base: DE adults | Sample size n=2000 | Fieldwork 17 Feb - 1 Mar 2023

