DEL GERMAN DASHBOARD – JUNE 2020

Paolo Morini

Jennifer Hudson

David Hudson

/ Dashboard #1

// June 2020

/// www.developmentcompass.org

@DevEngageLab

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 significant

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

This icon is used when there is no change from the last data point, or the change was smaller than 1% in size
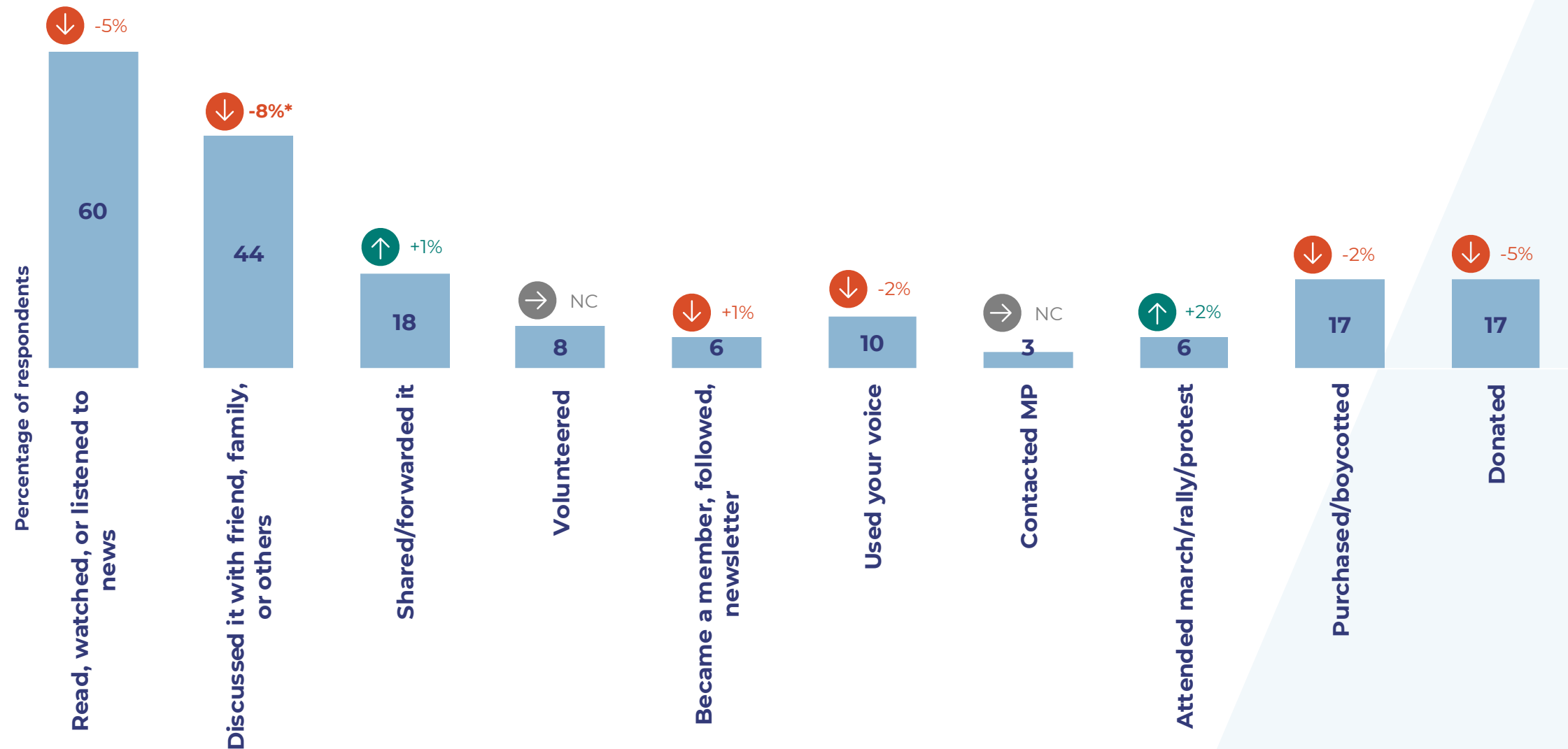
This icon highlights a tracking or engagement insight that applies to multiple countries at the same time

DEL ACTIONS DASHBOARD – JUNE 2020
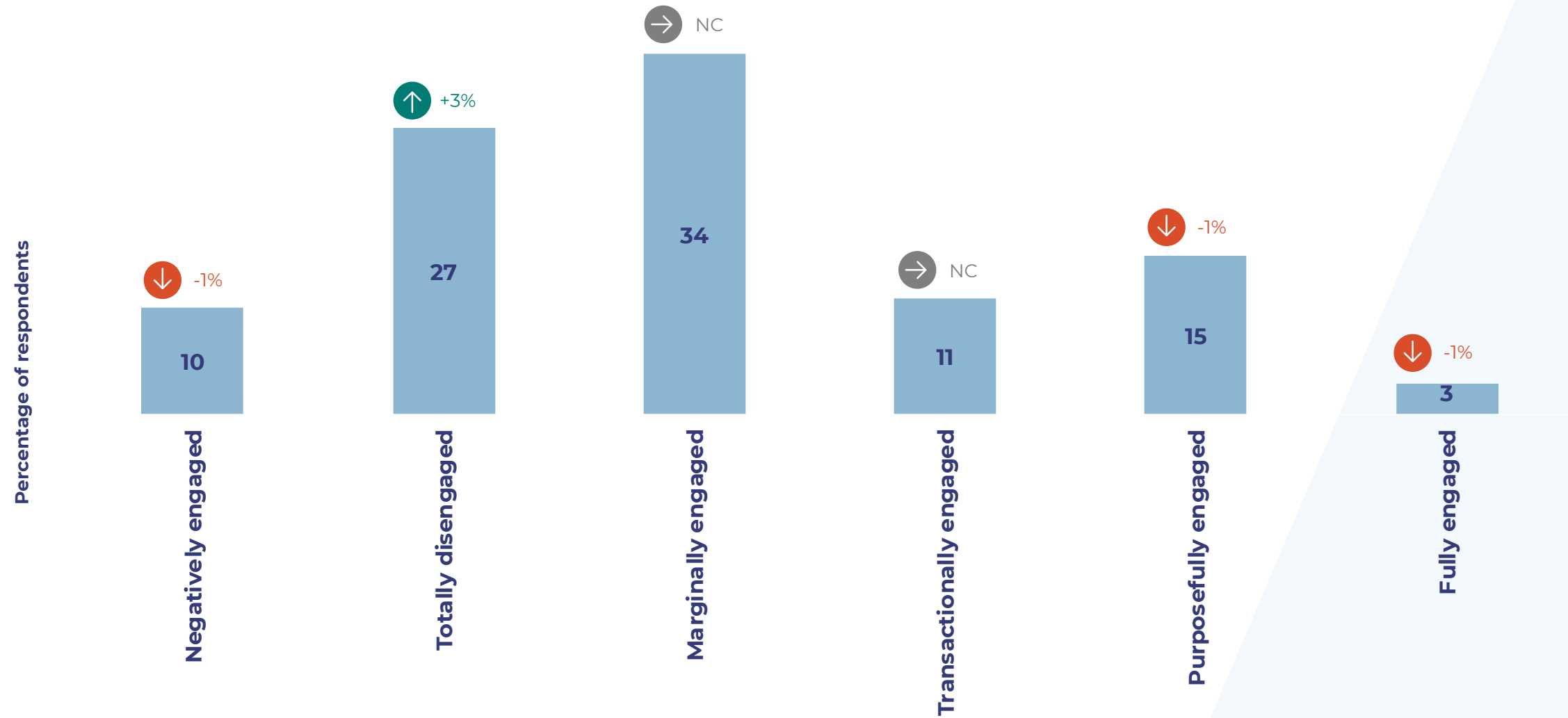
Percentage of respondents

Action	Value	Change
Read, watched, or listened to news	60	↓ -5%
Discussed it with friend, family, or others	44	↓ -8%*
Shared/forwarded it	18	↑ +1%
Volunteered	8	→ NC
Became a member, followed, newsletter	6	↓ +1%
Used your voice	10	↓ -2%
Contacted MP	3	→ NC
Attended march/rally/protest	6	↑ +2%
Purchased/boycotted	17	↓ -2%
Donated	17	↓ -5%

DEVELOPMENT ENGAGEMENT LAB

DEL SEGMENTATION DASHBOARD – JUNE 2020

Percentage of respondents

- Negatively engaged: 10 — ↓ -1%
- Totally disengaged: 27 — ↑ +3%
- Marginally engaged: 34 — → NC
- Transactionally engaged: 11 — → NC
- Purposefully engaged: 15 — ↓ -1%
- Fully engaged: 3 — ↓ -1%

DEVELOPMENT ENGAGEMENT LAB

TRENDS IN DONATIONS – 2019/2020
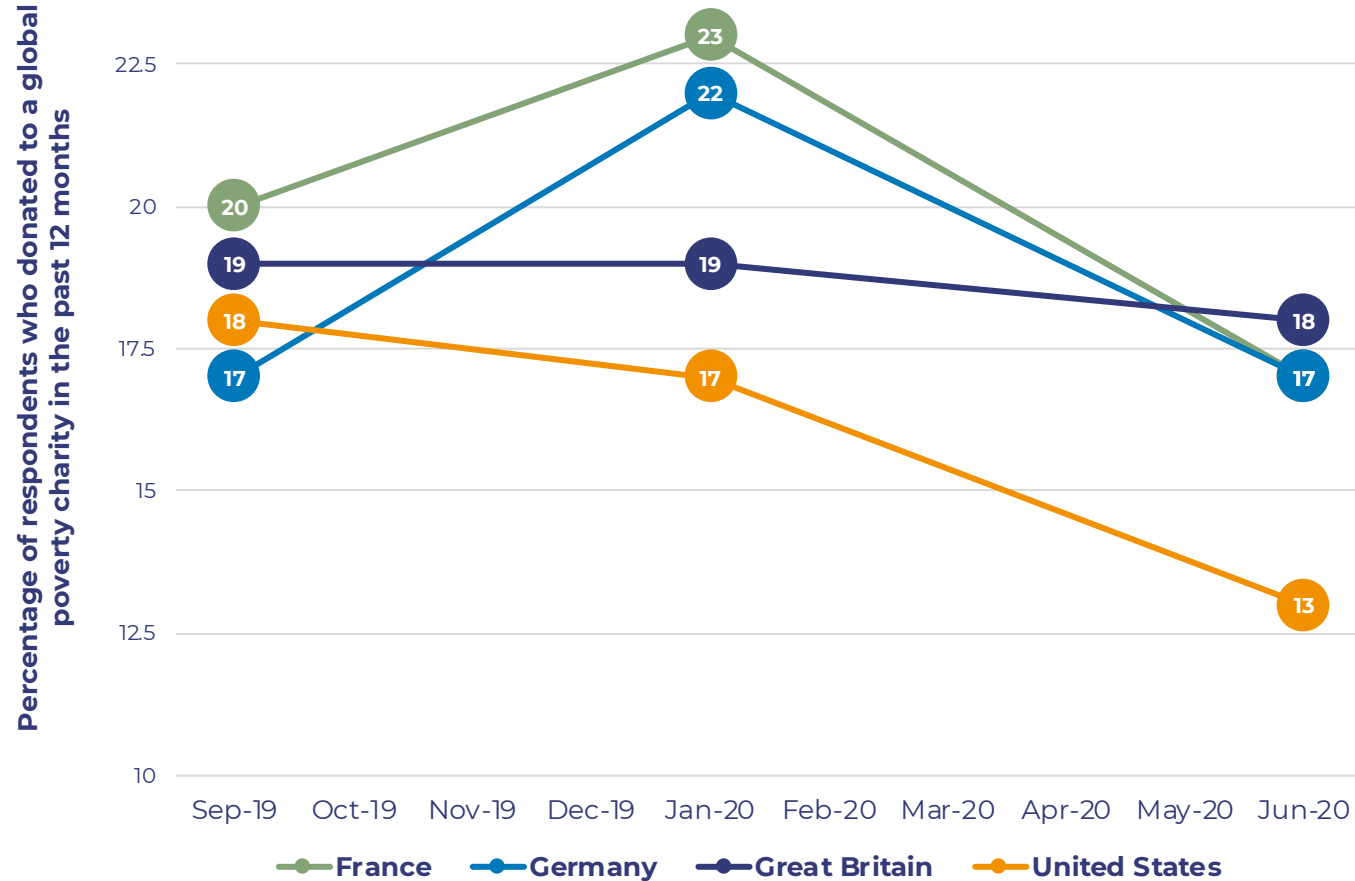
Percentage of people who donated rose in France (23%) and Germany (22%) in January 2020

Percentage of donors decreased in all countries in June 2020: range from -6% (FR) to -1% (GB)

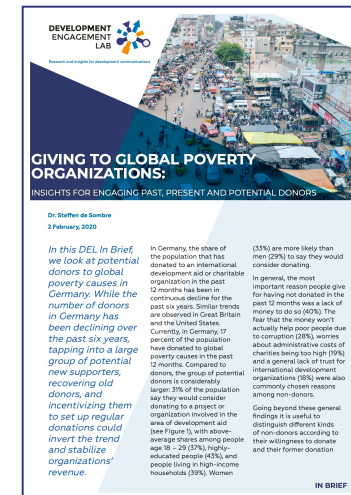| FR	DE	GB	US
↓ -6%*	↓ -5%	↓ -1%	↓ -4%*

MORE ON DONATIONS ON DEVELOPMENTCOMPASS.ORG

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?
Sample size n=1,025 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3 June – 7 June 2020
Comparison with data from September 2019 (DEL Panel wave 1)
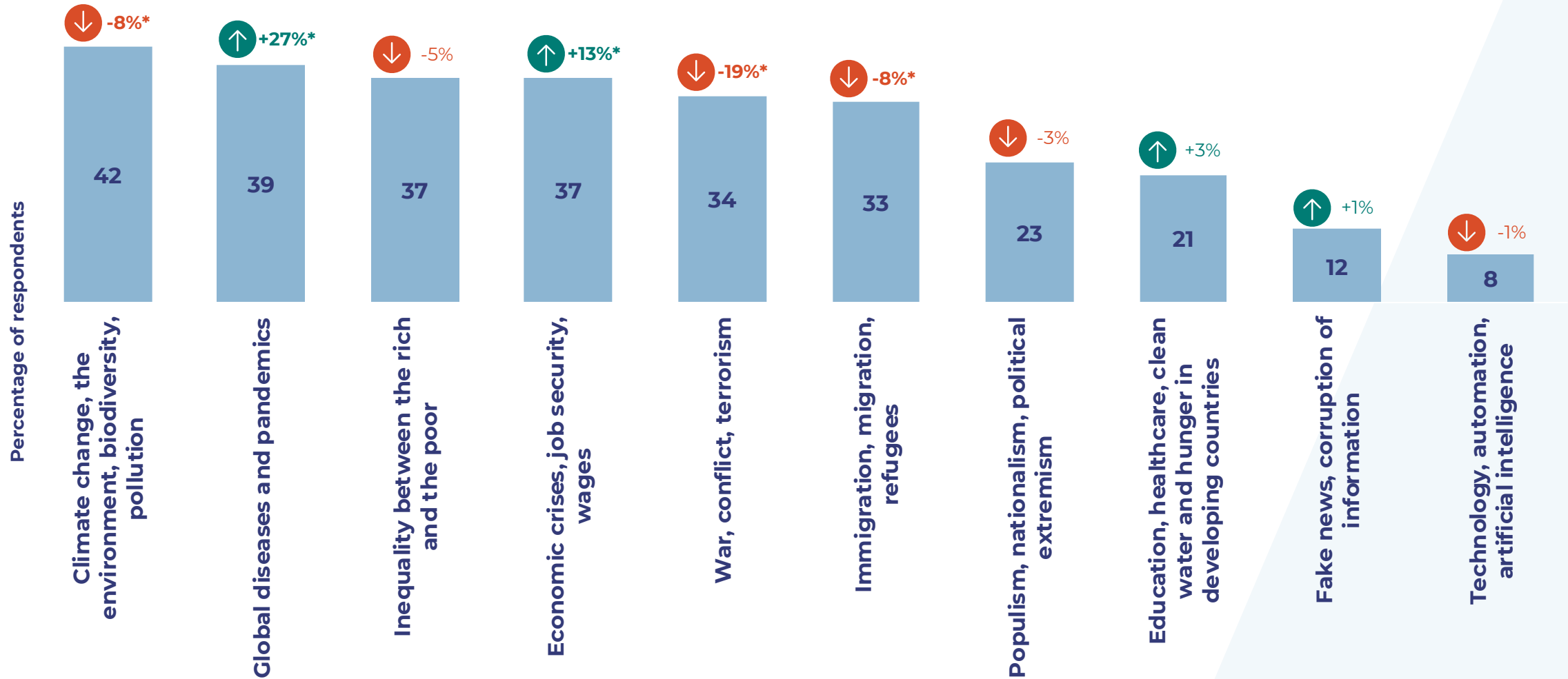
DEVELOPMENT ENGAGEMENT LAB

SUMMARY

- In Germany, the profile of public engagement with development has not changed significantly since September 2019. The exception is the percentage of people who report discussing news about poverty and development, which decreased, (significantly) by 8%.

- Most actions show a downward trend, but the changes are small and/or not significant. This is reflected in our audience segmentation, where we find no significant change from September 2019.

- The percentage of donors, which had increased from 17% in September to 22% in January, has since reverted to September 2019 levels.

- In all four DEL countries, the percentage of donors decreased compared to September 2019 and January 2020: the biggest decrease was in France: -6%.

MOST IMPORTANT ISSUES – JUNE 2020

Percentage of respondents

Issue	Value	Change
Climate change, the environment, biodiversity, pollution	42	↓ -8%*
Global diseases and pandemics	39	↑ +27%*
Inequality between the rich and the poor	37	↓ -5%
Economic crises, job security, wages	37	↑ +13%*
War, conflict, terrorism	34	↓ -19%*
Immigration, migration, refugees	33	↓ -8%*
Populism, nationalism, political extremism	23	↓ -3%
Education, healthcare, clean water and hunger in developing countries	21	↑ +3%
Fake news, corruption of information	12	↑ +1%
Technology, automation, artificial intelligence	8	↓ -1%

DEVELOPMENT ENGAGEMENT LAB

THE CUT: PANDEMICS MORE CONCERNING FOR LESS ENGAGED MEMBERS OF THE GERMAN PUBLIC
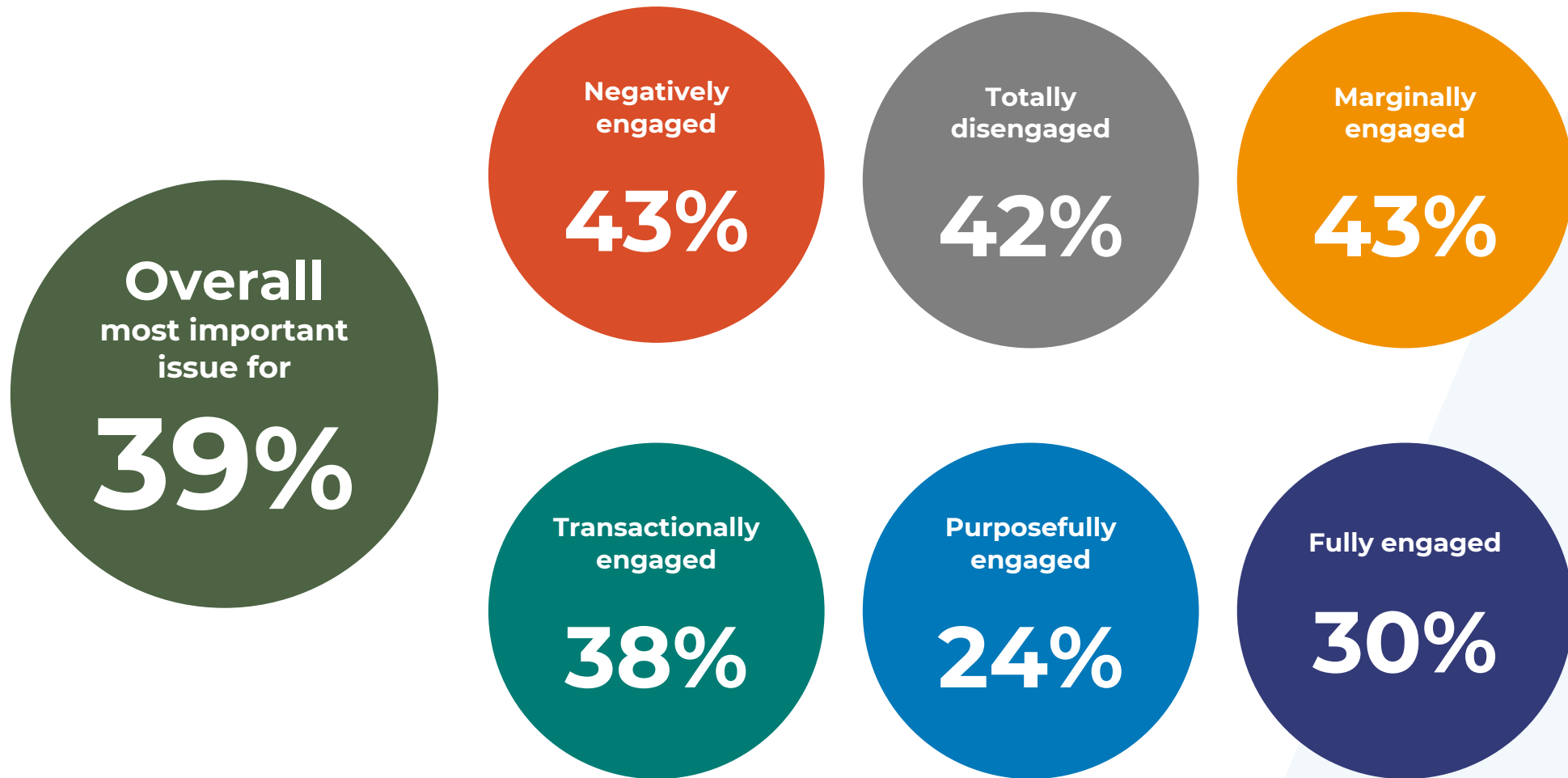
Overall
most important issue for
39%

Negatively engaged
43%

Totally disengaged
42%

Marginally engaged
43%

Transactionally engaged
38%

Purposefully engaged
24%

Fully engaged
30%

DEVELOPMENT ENGAGEMENT LAB

ARGUMENTS FOR AID – JUNE 2020

Percentage of respondents

↓ -8%* | ↓ -6%* | ↓ -4% | ↑ +1% | ↓ -9%* | ↑ +1% | ↓ -2% | ↑ +3%

49 — You can do a lot of good in poor countries with comparatively little resources

44 — Development aid helps to reduce the number of refugees who come to us

36 — Rich countries should support poor countries for moral reasons

29 — Development aid contributes to the fight against climate change

28 — Development aid helps prevent global epidemics that could affect us

26 — Development aid contributes to the fight against terrorism

21 — Germany benefits economically if it provides development aid

16 — Don't know

DEVELOPMENT ENGAGEMENT LAB

ATTITUDES DASHBOARD – JUNE 2020

14% ↓ -4%*
think German aid generally arrives where it is needed

45% ↓ -5%
are concerned or very concerned about levels poverty in poor countries

40% ↓ -9%*
think that we should give some aid, or give it generously

35% ↓ -3%
think development aid is effective or very effective

30% ↓ -6%*
say they have some or a great deal of trust in dev NGOs and charities

DEVELOPMENT ENGAGEMENT LAB

TRENDS IN AID SUPPORT – 2019/2020
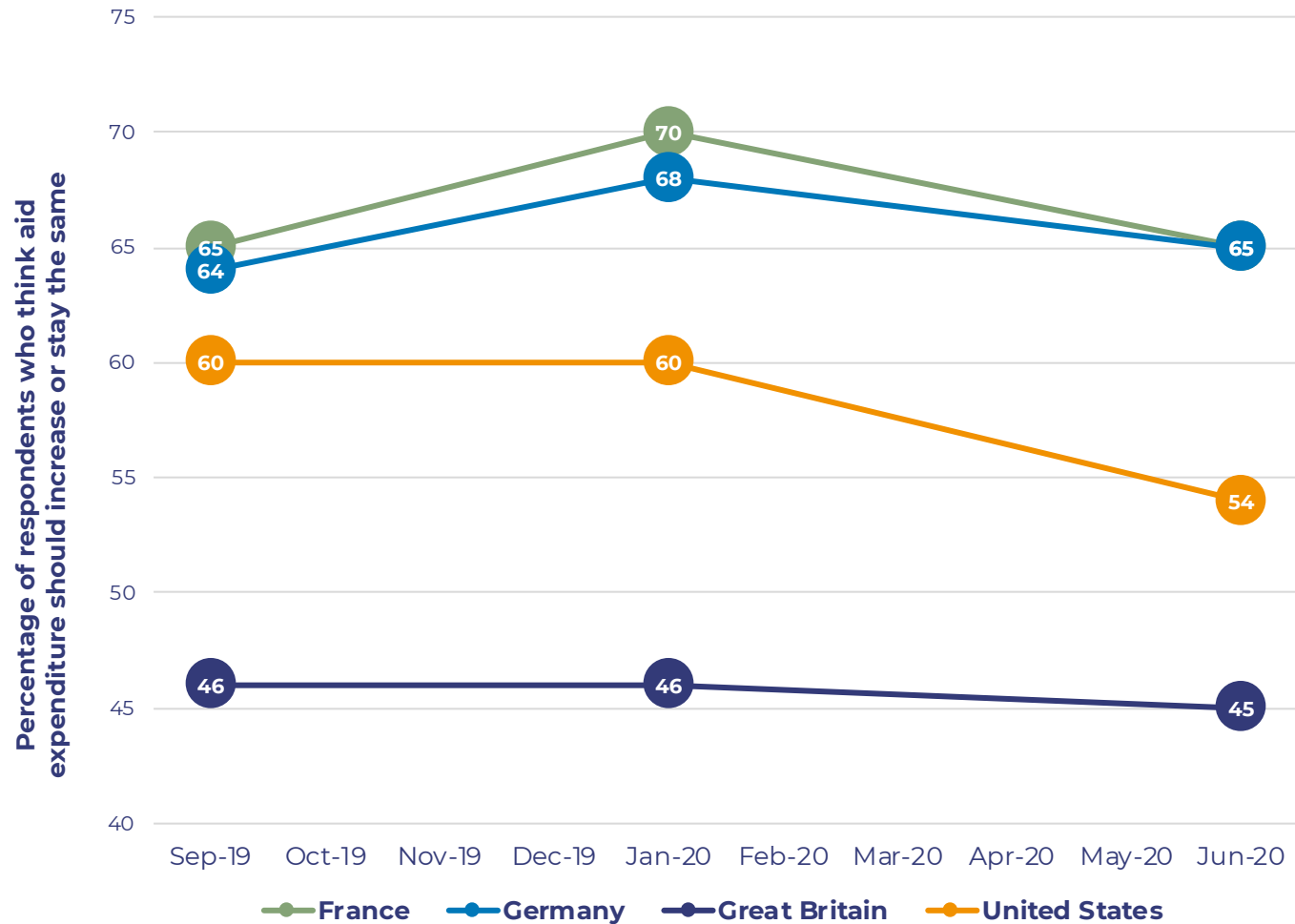
🌐 **As with donations, support for aid spending peaked in France and Germany in January 2020**

🌐 **Aid support decreased in all countries in June 2020: range from -6% (US) to -1% (GB)**

FR	DE	GB	US
↓ -5%*	↓ -3%	↓ -1%	↓ -6%*

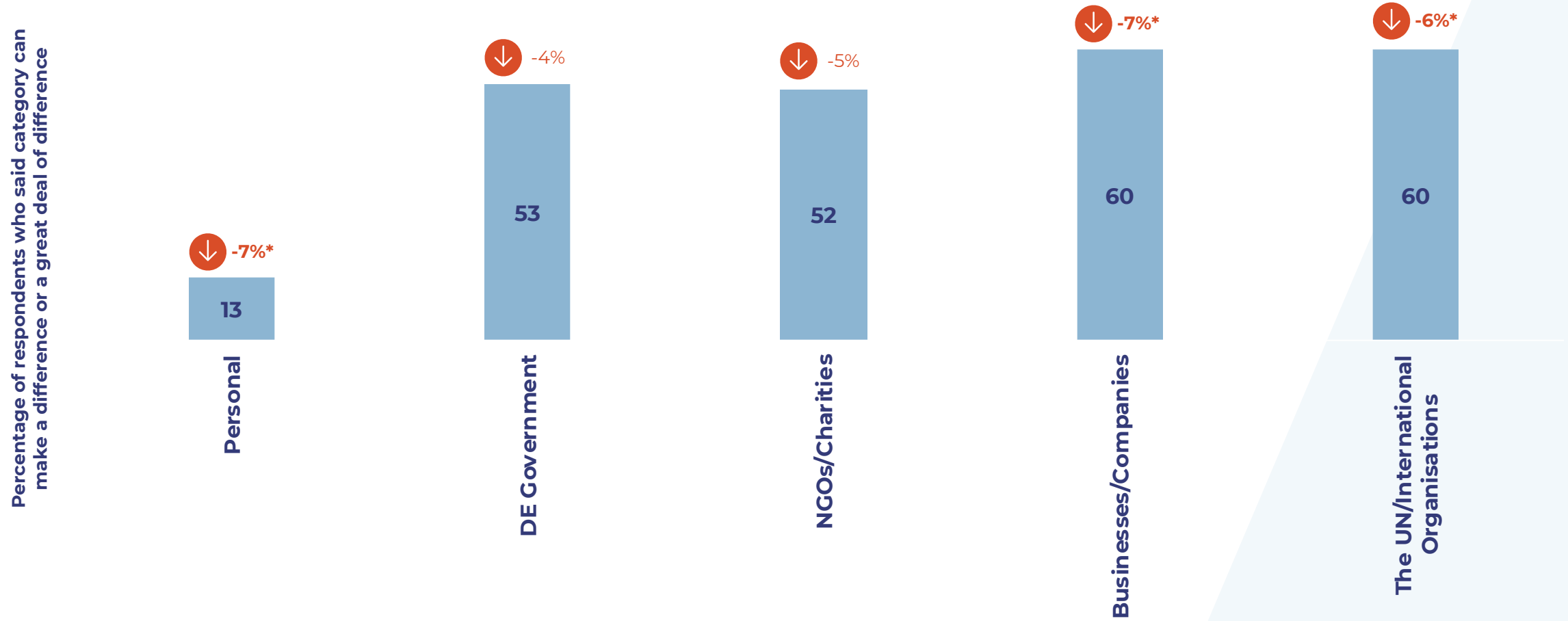## MORE ON AID ATTITUDES ON DEVELOPMENTCOMPASS.ORG

Question: Of its total budget of nearly €360 billion, the German government currently allocates 3.5 percent, or €12.6 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=1,025 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3 June – 7 June 2020
Comparison with data from January 2020 (DEL Tracker wave 2)

DEVELOPMENT ENGAGEMENT LAB

EFFICACY BATTERY – JUNE 2020

Percentage of respondents who said category can make a difference or a great deal of difference

⬇ -7%* **Personal** — 13

⬇ -4% **DE Government** — 53

⬇ -5% **NGOs/Charities** — 52

⬇ -7%* **Businesses/Companies** — 60

⬇ -6%* **The UN/International Organisations** — 60

DEVELOPMENT ENGAGEMENT LAB

SUMMARY

- The landscape of issues of most concern for German respondents has changed significantly since January 2020. Global diseases and pandemics are now the second most concerning issue (+27%), followed by economic crises (+13%). Climate change remains the issue the German public say they personally care most about. War, conflict and terrorism (-19%), and immigration, migration, and refugees (-8%) are less concerning relative to other issues.

- Support for aid and belief in its efficacy have decreased significantly since January, as has trust in charities.

- Support for aid spending has also decreased significantly in the US (-6%), remained flat in Great Britain, and reverted to September 2019 levels in France and Germany.

DATA AND USE

DATA

The data for this deck come from the DEL Tracker (n=1,025). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 3-7 June 2020.

USE

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

CITATION

Morini, P., Hudson, D., Hudson, J., 2020. *DEL German Dashboard – June 2020*. London: 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: Efe Kurnaz on Unsplash