



DEL DASHBOARD GERMANY OCTOBER 2022

Paolo Morini

/ Dashboard #8

// October 2022

/// www.developmentcompass.org

[@DevEngageLab](https://twitter.com/DevEngageLab)

DATA AND USE

DATA

The data for this deck come from the DEL Panel (n=6,008). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 30 Sep – 3 Nov 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 – Germany October 2022*. London: Development Engagement Lab.

THREE KEY CHANGES SINCE JUNE 2022



15%

↓ -5%*

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



45%

↑ +10%*

are concerned about economic crises, job security and wages



14%

↓ -4%*

think German aid gets where it is needed

After we observed higher levels of donations in June against the backdrop of war in Ukraine, engagement with global poverty is reverting to more typical levels in Germany, including a 5% fall in the percentage of donors to 15%.

Concern for economic crises is rising significantly in Germany, making it the second most concerning issue following war. In third place, concern for climate change and the environment is steady since June.

Fewer people think aid gets where it is needed the most. This goes hand in hand with falling levels of support for aid as the cost-of-living crisis bites into public engagement with global poverty.

Question listed in each box

Sample size n=6,008 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30 Sep - 3 Nov 2022 | Comparison to Jun 2022

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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.

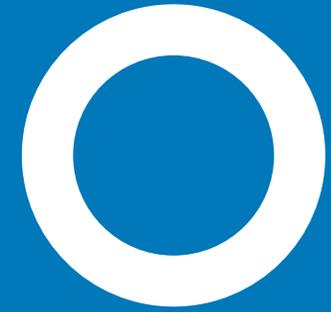
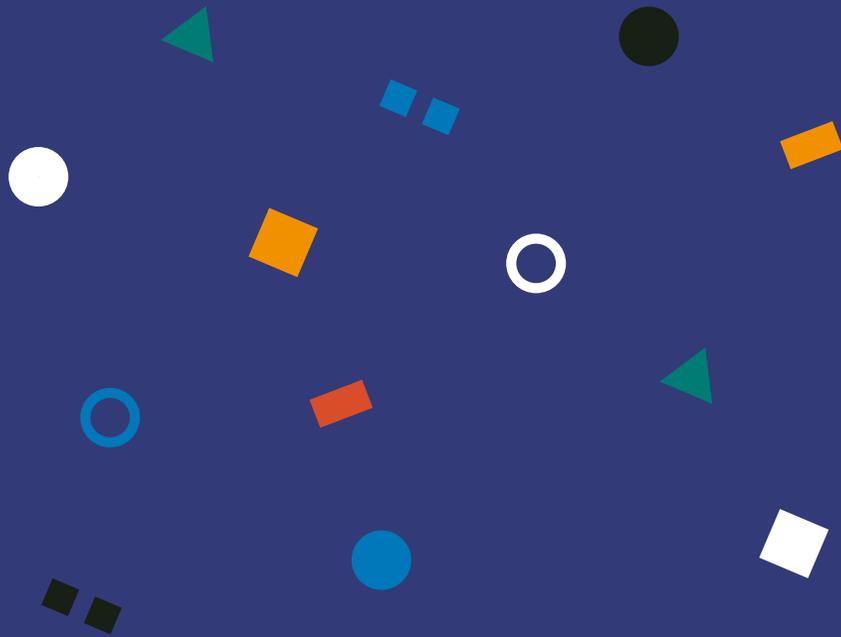


This icon is used when there is a downward change since the last data point. An asterisk indicates the change is statistically significant.



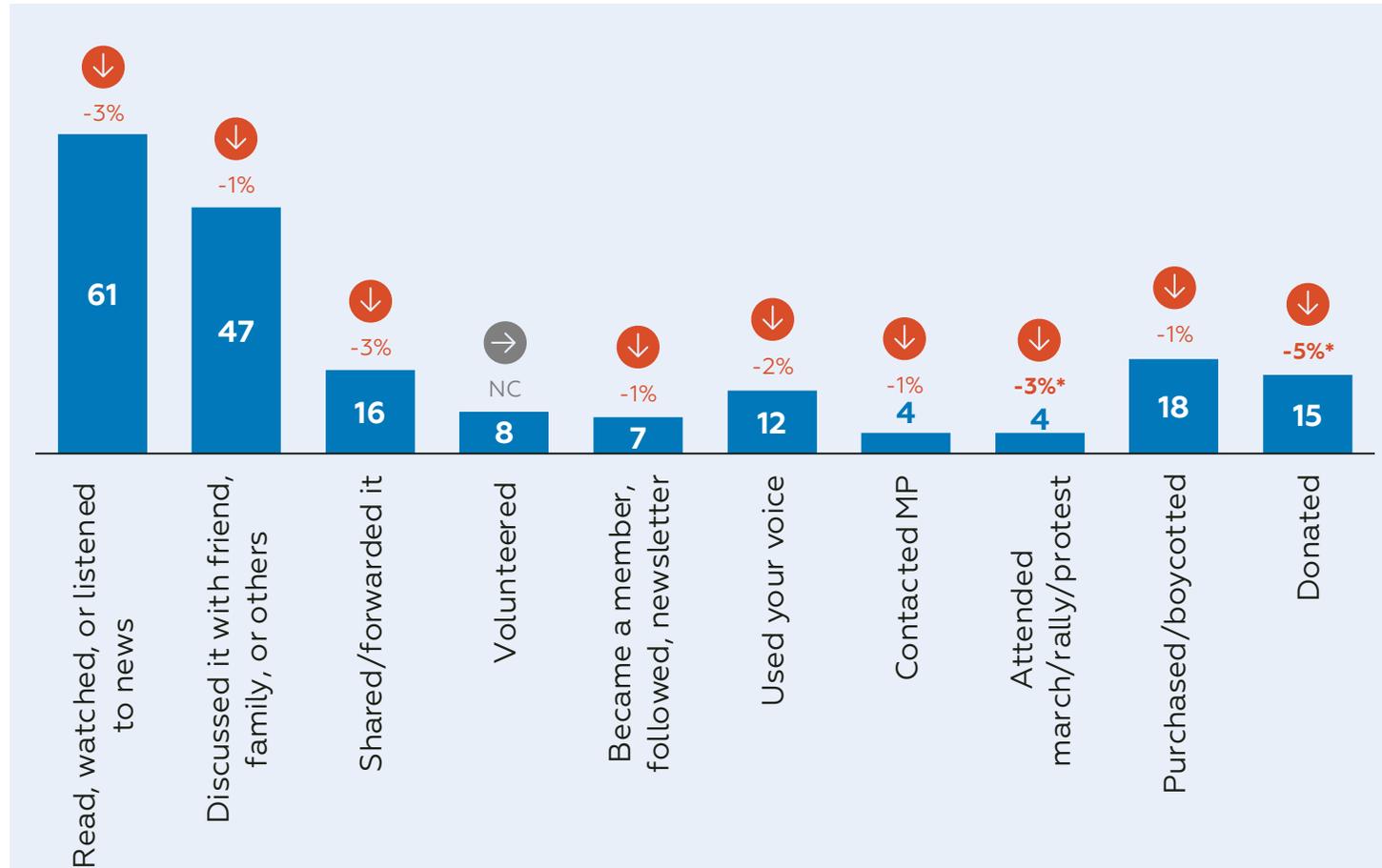
This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.

DEL ENGAGEMENT SEGMENTATION



Tracking the German
public's engagement with
global poverty and
sustainable development

ENGAGEMENT BATTERY – OCTOBER 2022



After a bumper month in June, public engagement with global poverty in Germany has fallen across our set of behavioural indicators.

Notably, the percentage of people attending marches, rallies and protests (4%), and donors to global poverty charities (15%) fell significantly by 3% and 5%, respectively.

All other changes, albeit negative, are not statistically significant compared to June 2022, ranging from a fall of 3% in news consumption and sharing to less than 1% for volunteering at home or abroad.

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)

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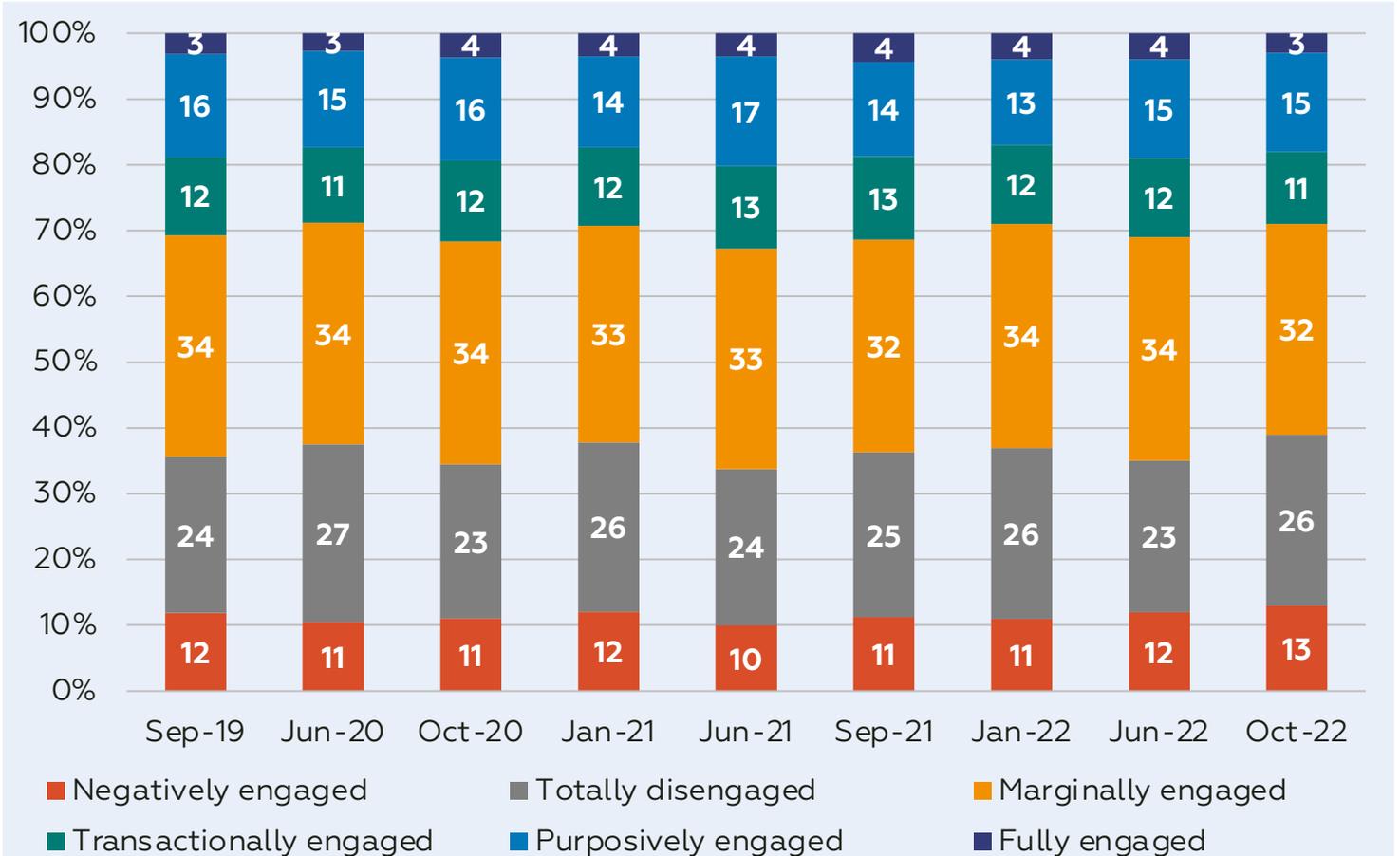


DEL SEGMENTATION – OCTOBER 2022

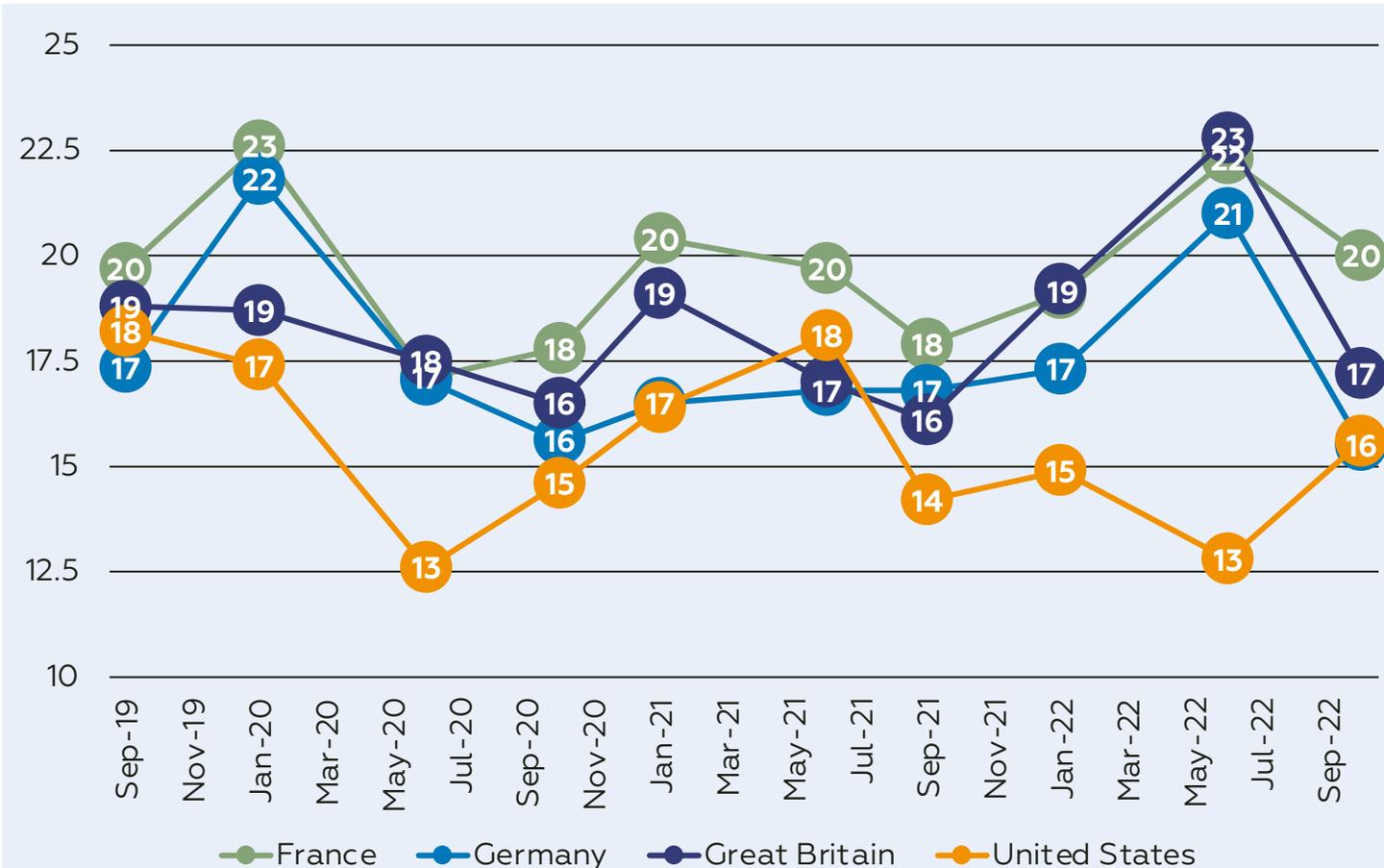
Segment	Change since January 2022
Negatively engaged	→ NC
Totally disengaged	↑ +3%*
Marginally engaged	↓ -2%
Transactionally engaged	↓ -1%
Purposively engaged	→ NC
Fully engaged	↓ -1%

The number of Totally Disengaged respondents bounced back by 4% to 26%.

We observe small falls to compensate for this movement across the marginally, transactionally and fully engaged respondents.



TRENDS IN DONATIONS – 2019/2022



15%

↓ -5%*

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

After the peak we observed in June in Germany, donations fell back to more typical levels in October 2022.

Donations also fell by 3% in France and by 6% in Great Britain. However, donations in the United States have risen by 3% since June.

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)

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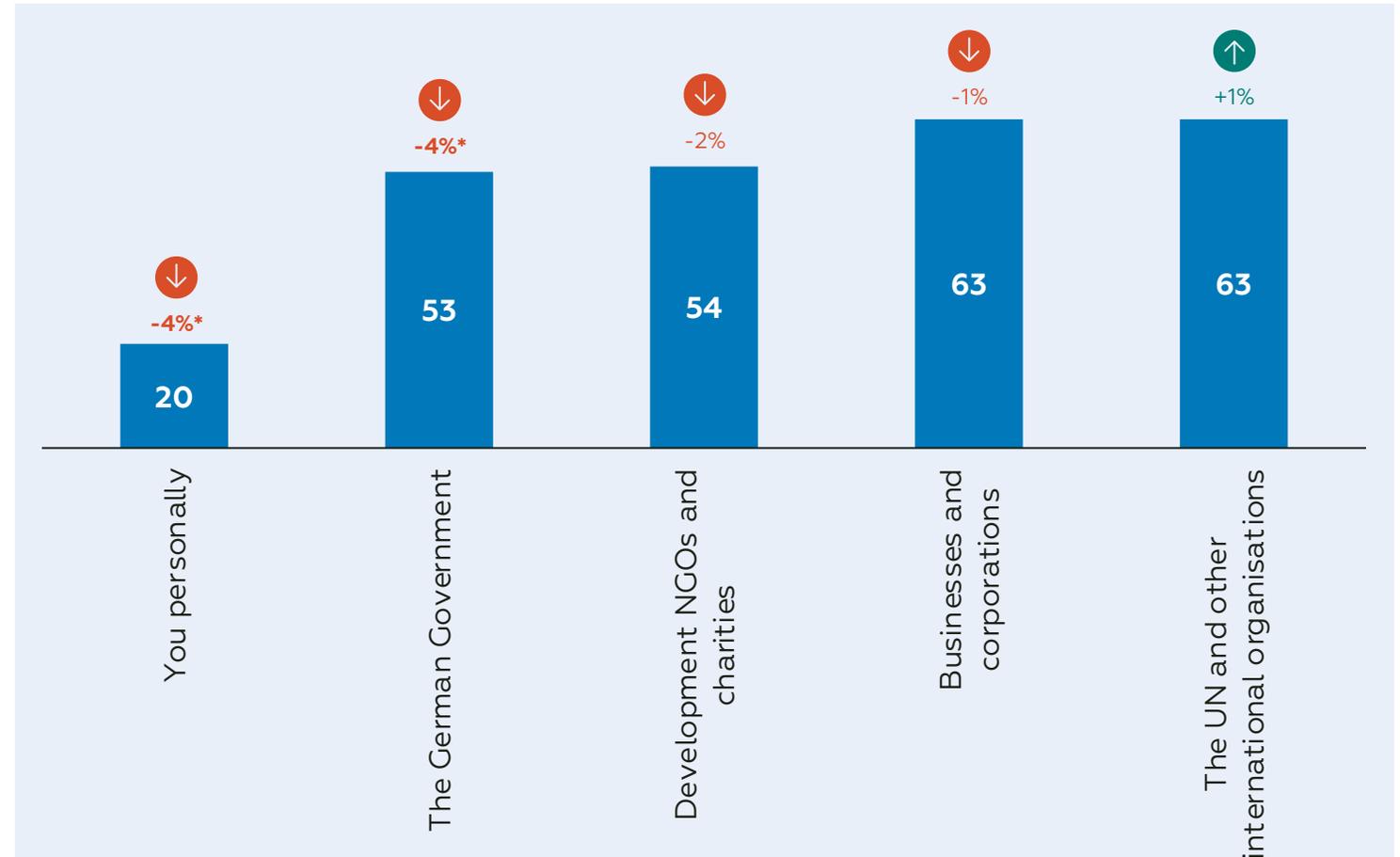


EFFICACY BATTERY – OCTOBER 2022

June was also a bumper month for perceived efficacies, which are now falling back to more typical levels.

The falls however are only significant for personal efficacy (down 4% to 20%), and government efficacy (down 4% to 53%), while for other indicators the changes are smaller and not significant.

For large international organisations there is a small but insignificant increase. However, the overall story here remains unchanged: people are much less likely to think they can make a difference to poverty personally, while governments, NGOs, private businesses and international organisations are much more likely to be regarded as effective.

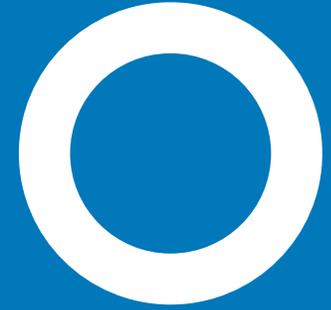
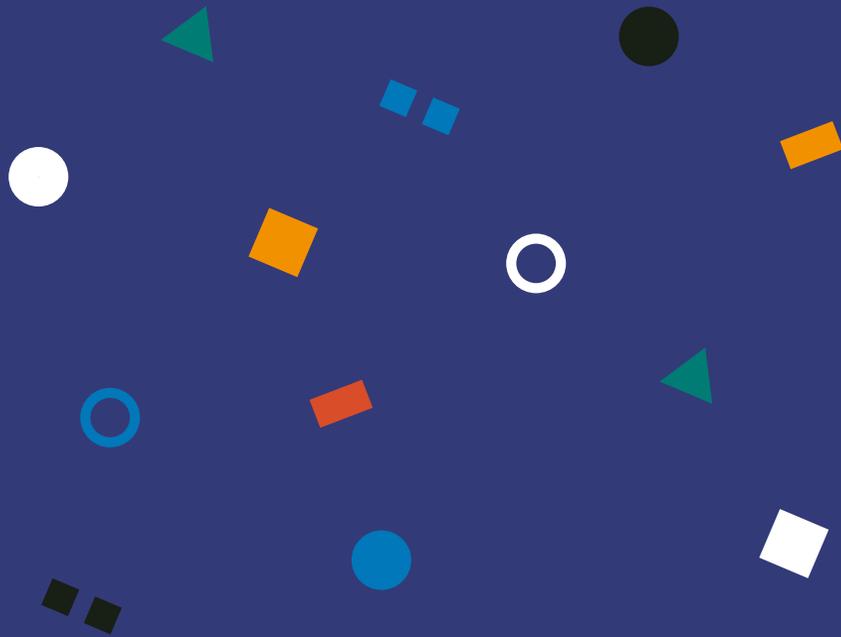


Question: How much of a difference, if any, do you think each of the following can make to reducing poverty in poor countries? (% who say they can make a difference or a great deal of difference)

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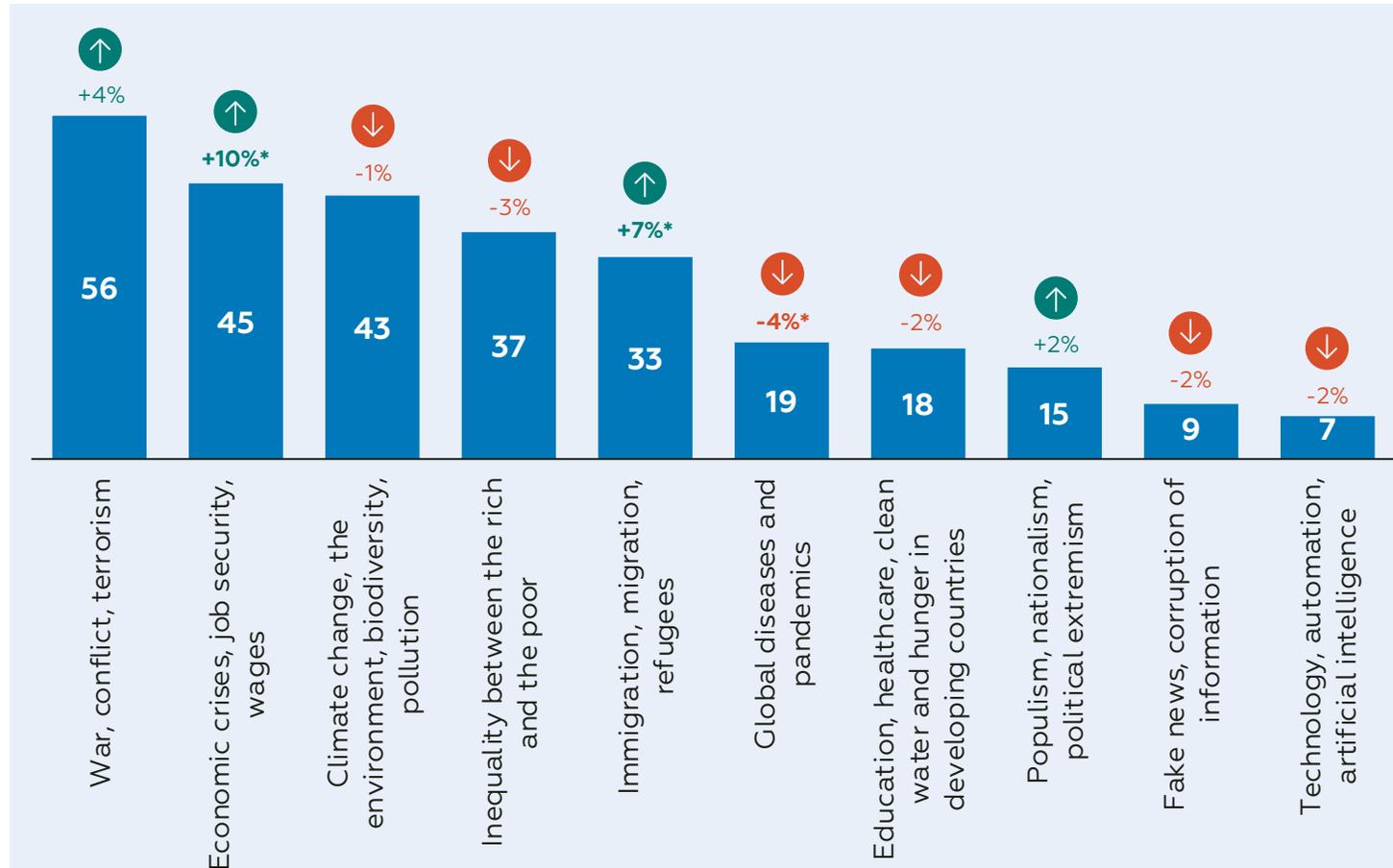


DEL TRACKER



Tracking public opinion in
Germany on global issues,
global poverty, and
sustainable development

MOST CONCERNING ISSUES – OCTOBER 2022



Concern for economic crises is quickly climbing the ranks of public priorities in Germany, up 10% to 45%. Nevertheless, concern for war, conflicts and terrorism remains the most concerning issue for almost 3 out of 5 respondents, up a further 4% (although this change is not significant from June). Climate change also remains a top-3 concern, at 43%.

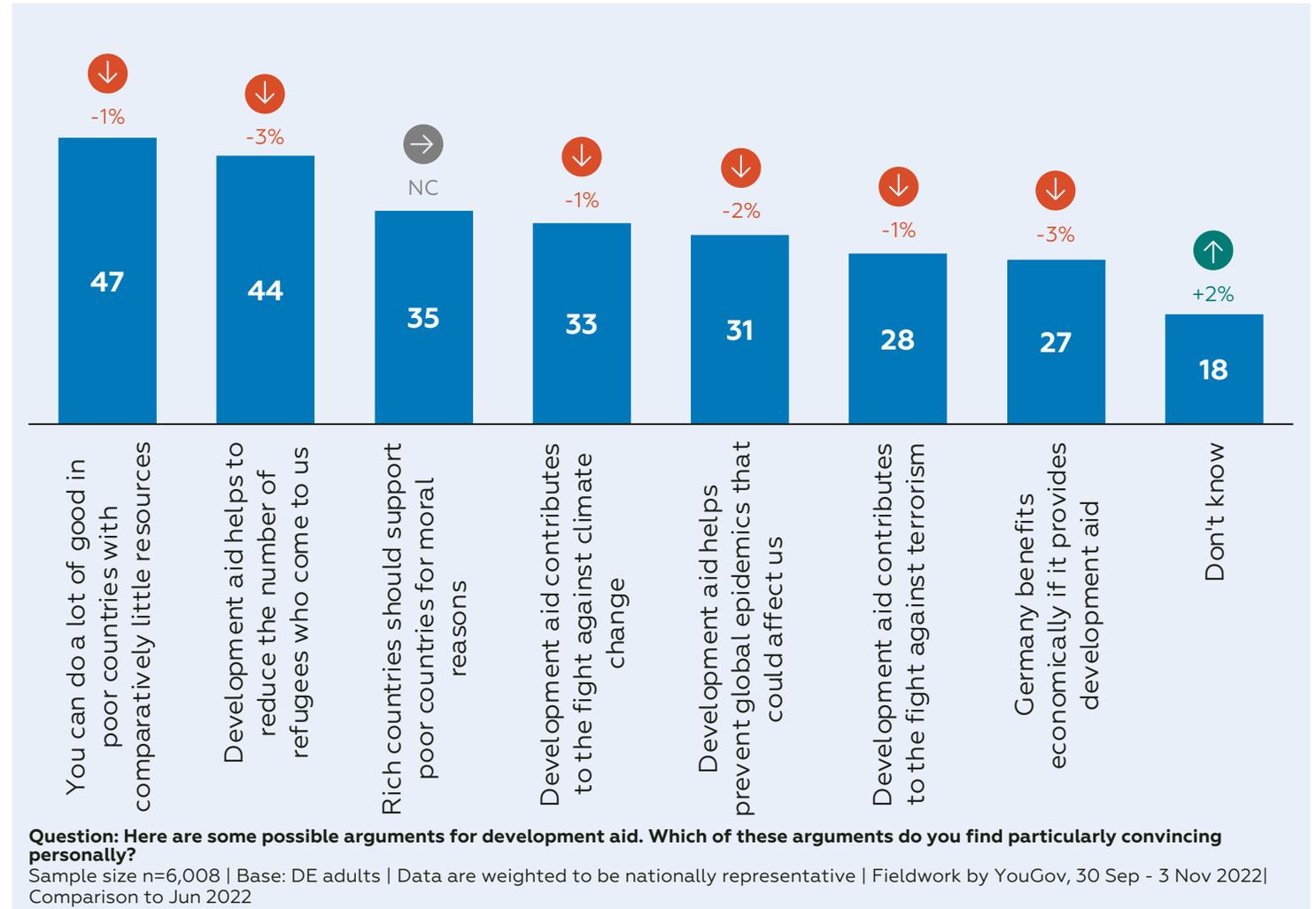
Concern for migration and refugees is also on the rise significantly, up 7% to 33%, while concern for global pandemics has fallen again, this time by 4% to 19%.

Question: Thinking about the issues below, which of the following do you personally care about? (% who select issue of concern)
 Sample size n=6,008 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30 Sep - 3 Nov 2022 | Comparison to Jun 2022

ARGUMENTS FOR AID – OCTOBER 2022

There is no significant movement in our battery of persuasive arguments and reasons for giving aid, with more respondents saying they are not convinced by any of the arguments proposed, accompanying a small increase in uncertainty.

At the top of the battery remains the argument on resource efficacies, followed by using aid to reduce refugees coming to Germany. On the other side, fewer people pick giving aid as a way to tackle terrorism, and fewer are also convinced that aid creates economic benefits for Germany.



ATTITUDES AND PUBLIC OPINION – OCTOBER 2022



14%

↓ -4%*

think German aid gets where it is needed



46%

↓ -3%

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



45%

↓ -4%*

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



36%

↓ -1%

think development aid is effective or very effective



38%

↓ -1%

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

All changes in our attitudinal engagement indicators are negative, but only two are statistically significant compared to June 2022: people are less likely to think aid gets where it's needed (down 4% to 14%) and fewer people think Germany should give aid or give it generously (down 4% to 45%).

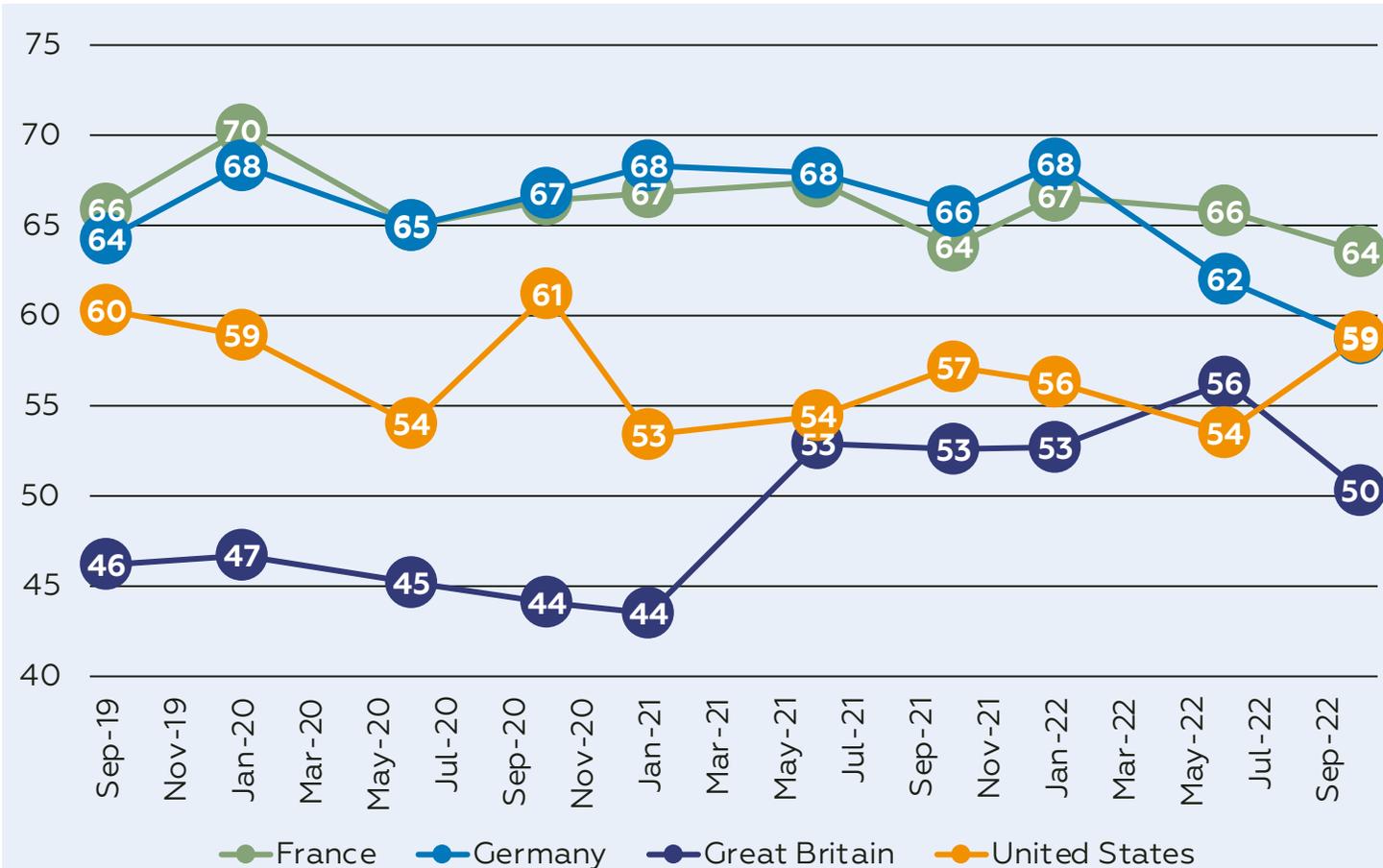
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TRENDS IN AID SUPPORT – 2019/2022



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? (% who think we should keep or increase current expenditure levels)
 Sample size n=6,008 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30 Sep - 3 Nov 2022 | Comparison to Jun 2022



59%
 ↓ -3%

think the government should keep or increase the overseas aid budget

Support for aid is still falling in Germany, down by a further 3% since June, down 7% since last year, but remains comfortably with majority support.

Support is also falling in Great Britain (-6%) and France (-2%). Support is increasing in the U.S., where it is up by 5% to 59%.



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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, follow us on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab) or by contacting del@ucl.ac.DE.

Cover photo: [Atharva Tulsi](#) on [Unsplash](#)