



DEL DASHBOARD GERMANY JANUARY 2022

/ Dashboard #6
// January 2022
/// www.developmentcompass.org
[@DevEngageLab](https://twitter.com/DevEngageLab)

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THREE KEY CHANGES SINCE OCTOBER 2021



14%



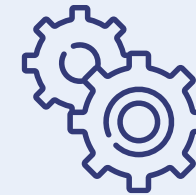
shared or forwarded news about global poverty



49%



think development NGOs and charities can make a difference to poverty in poor countries



46%



think arguments for aid based on its resource efficiency are persuasive

Many of our behavioural engagement indicators are on a negative trend.

The 3% fall in Germans sharing and forwarding global poverty news from October 2021 is statistically significant.

The **perceived efficacy of NGOs and charities** took a large hit, **falling under the 50% line for the first time** since we started tracking the series in 2019.

As uncertainty increases in the aid arguments battery, **6% fewer respondents say that resource efficiency arguments are persuasive.**

Question listed in each box

Sample size n=1,015 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 12-13 Jan 2022 | Comparison to Oct 2021

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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.

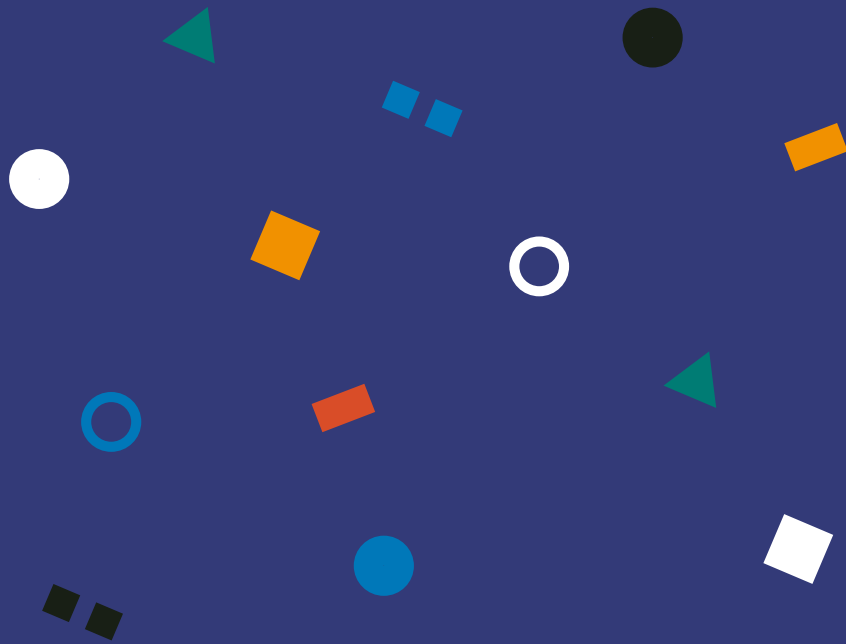


This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.

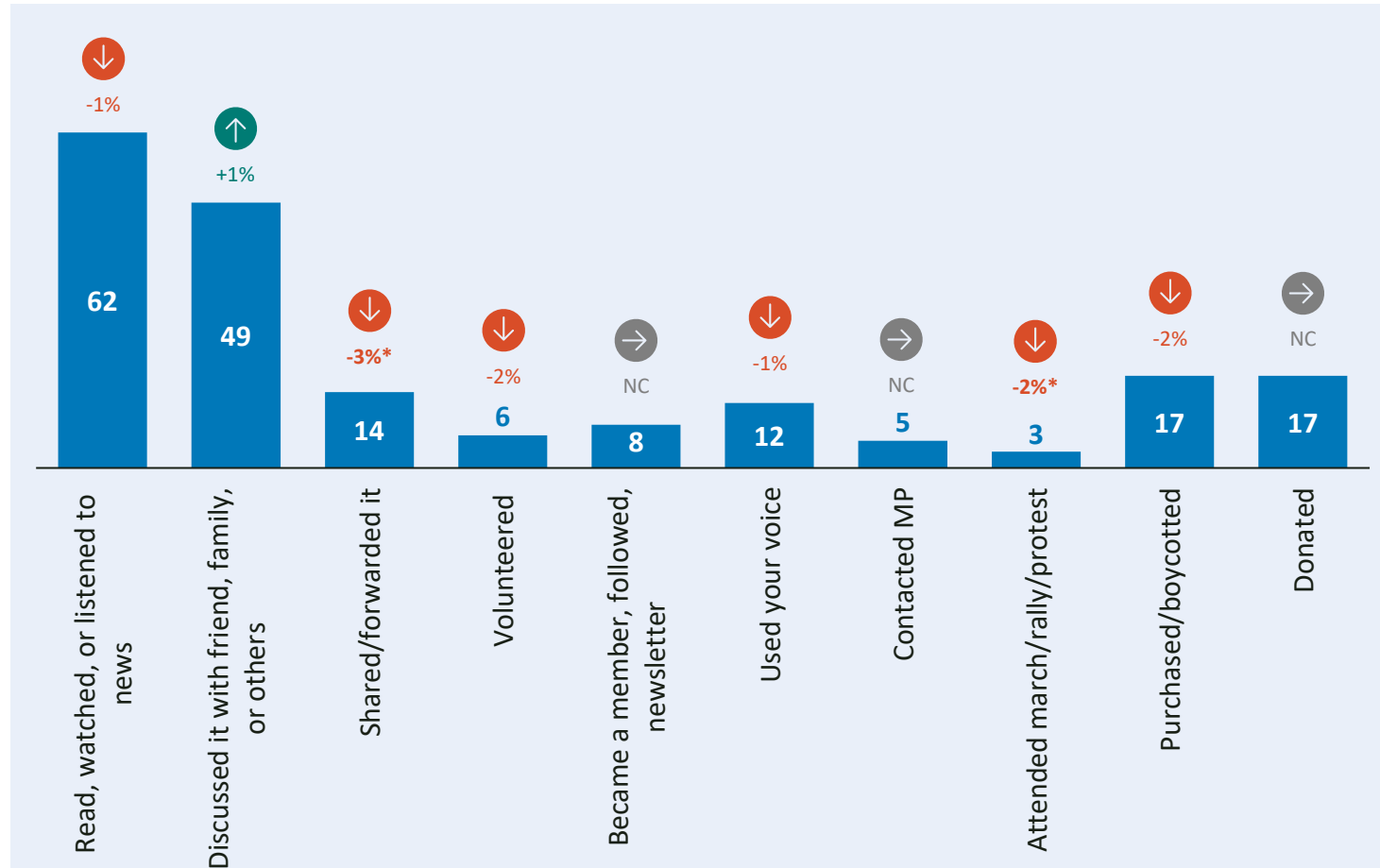
DEL ENGAGEMENT SEGMENTATION



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



ENGAGEMENT BATTERY – JANUARY 2022



Overall, German behavioural engagement with global poverty has deteriorated from October to January 2022.

Two indicators show significant drops in action uptake: 3% fewer people shared or forwarded news about global poverty (14%), and 2% fewer people participated in protests or rallies focused on global poverty (3%).

Many other indicators show decreases, including news readership, volunteering, using one's voice, and purchasing or boycotting products, but these changes are not significant.

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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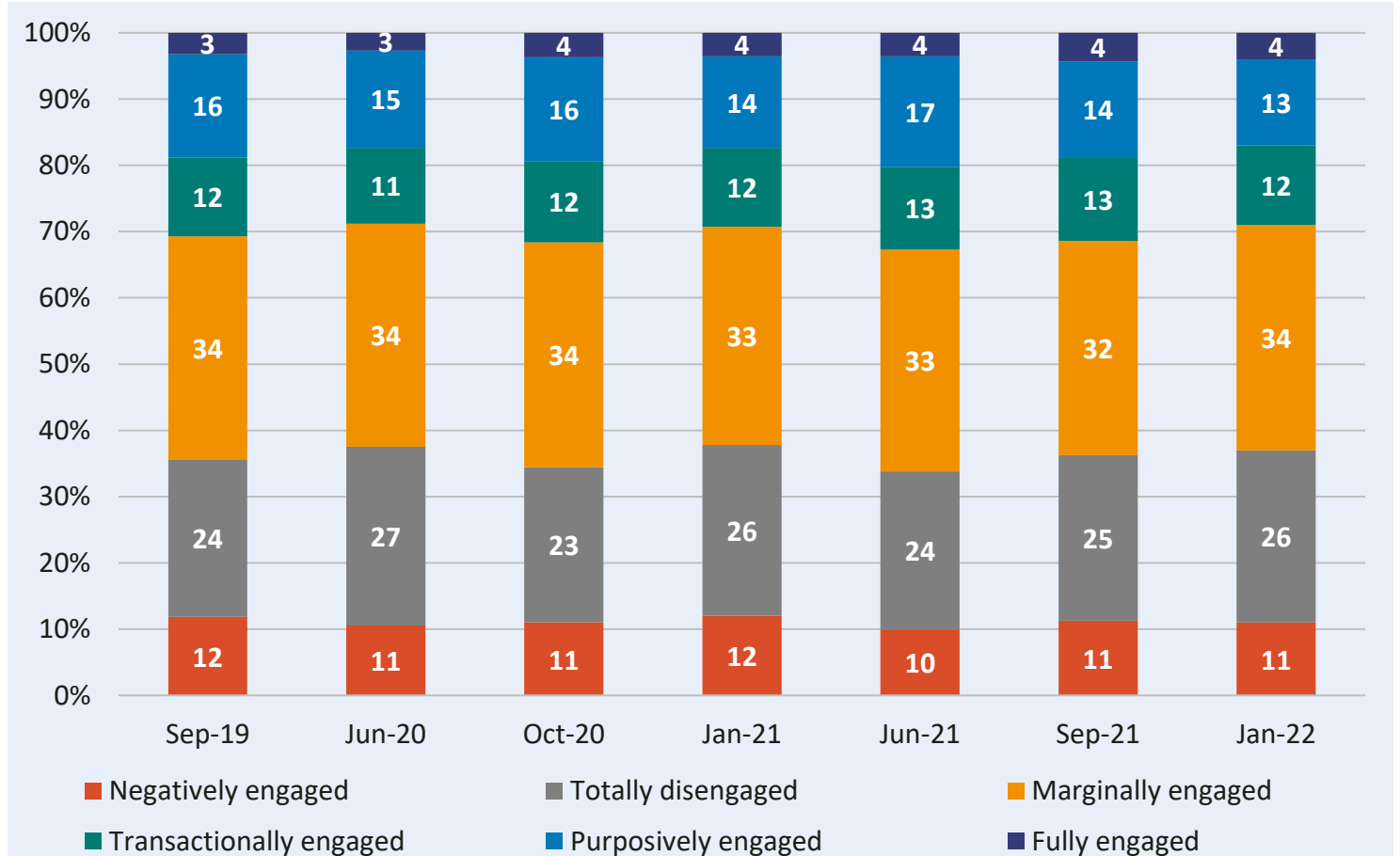


DEL SEGMENTATION – JANUARY 2022

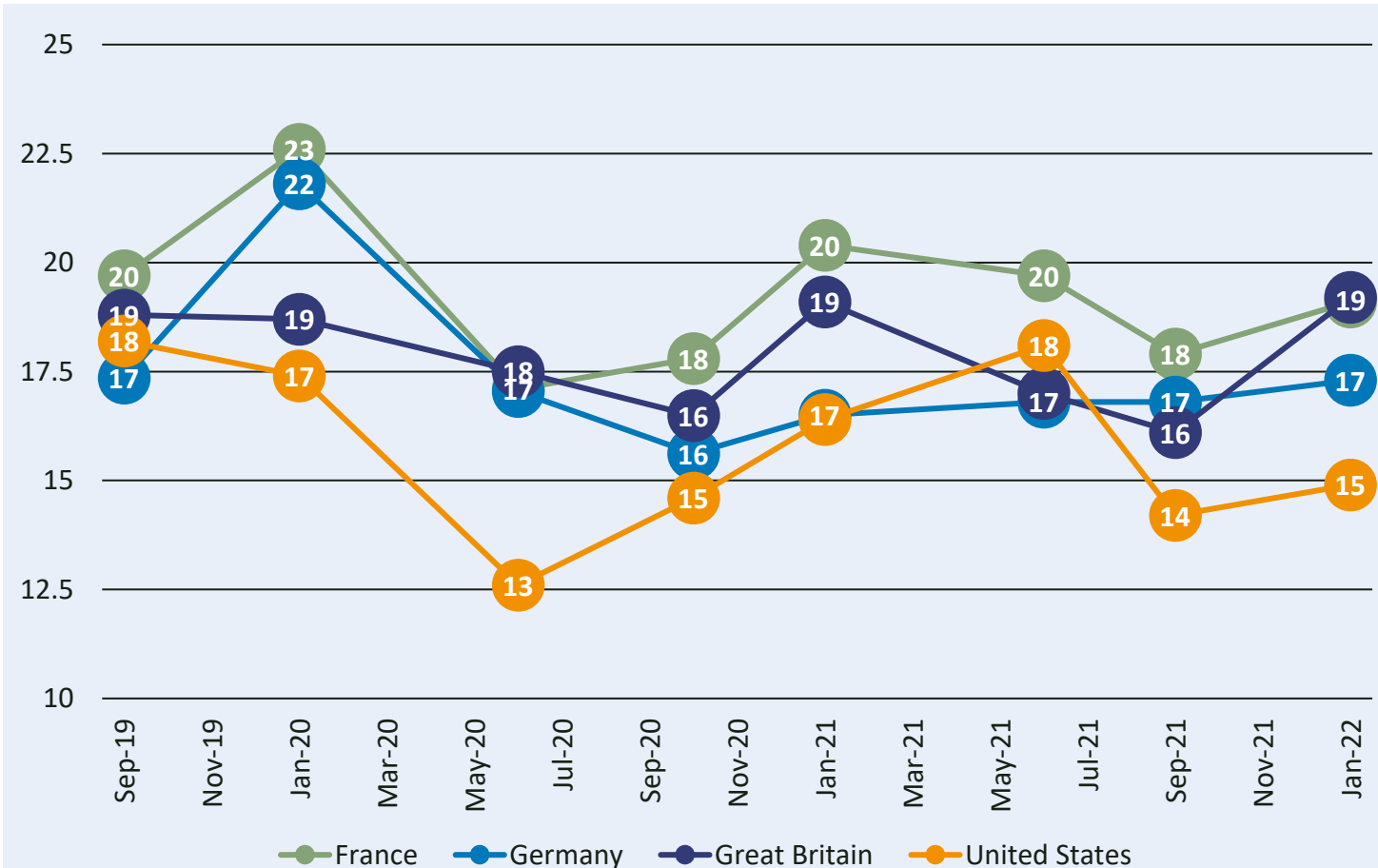
Segment	Change since June 2021
Negatively engaged	→ NC
Totally disengaged	↑ +1%
Marginally engaged	↑ +1%
Transactionally engaged	↓ -1%
Purposively engaged	↓ -1%
Fully engaged	→ NC

In line with the unchanged landscape based on the single action indicators, we do not observe any significant changes in our segmentation.

The purposively engaged group, which had shrunk in the previous period, continues to shrink (this time by 1%) in our last tracking period.



TRENDS IN DONATIONS – 2019/2022



17%

→ NC

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

Great Britain joins France at the top of our donors rankings, with 19% of respondents donating to global poverty charities in January 2022.

All countries experienced small positive increases, ranging from 0.5% in Germany to 3% in Great Britain.

Long-term trends show that donations increase in the January period – clear seasonal effects – but range between 16-19%.

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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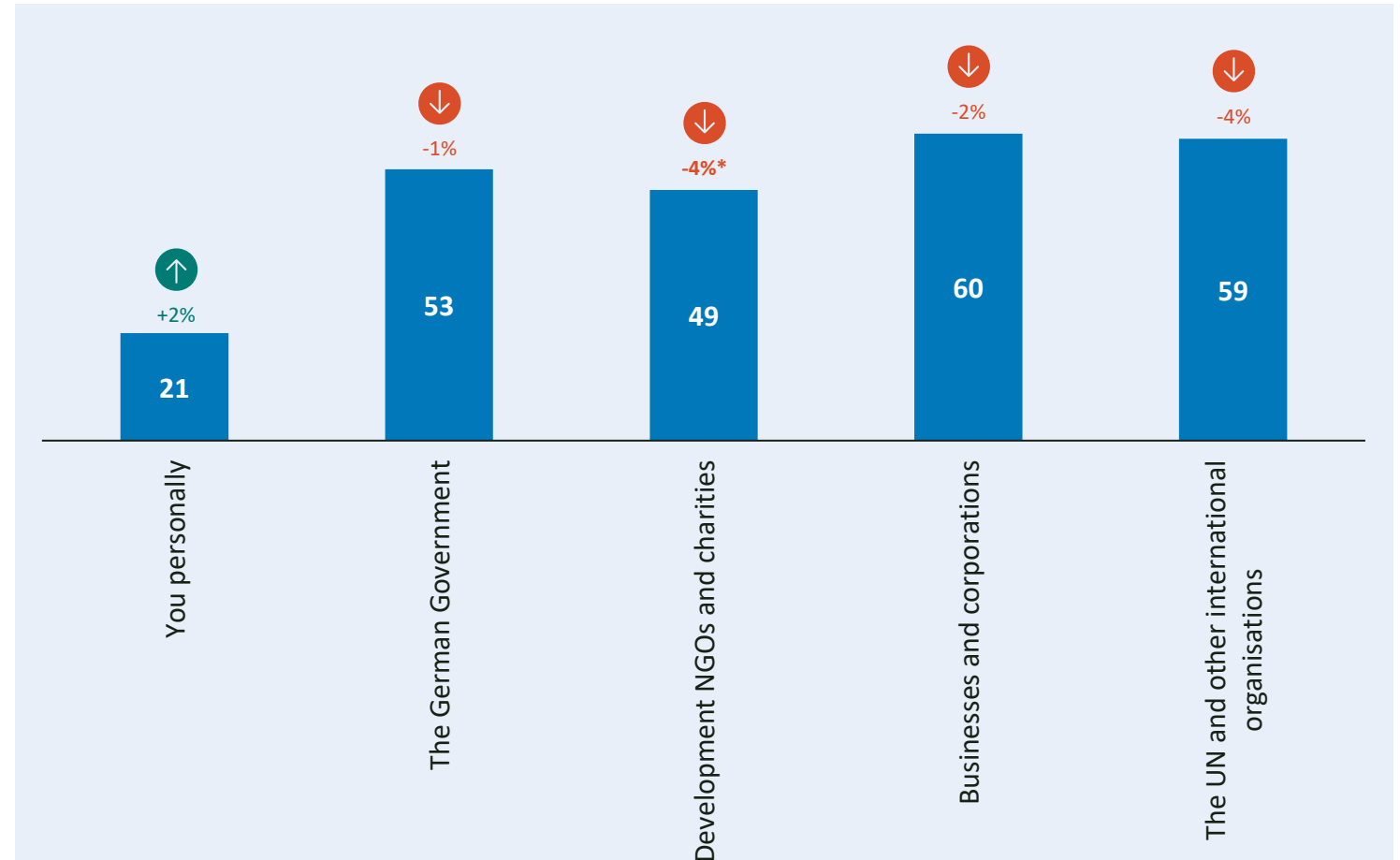


EFFICACY BATTERY – JANUARY 2022

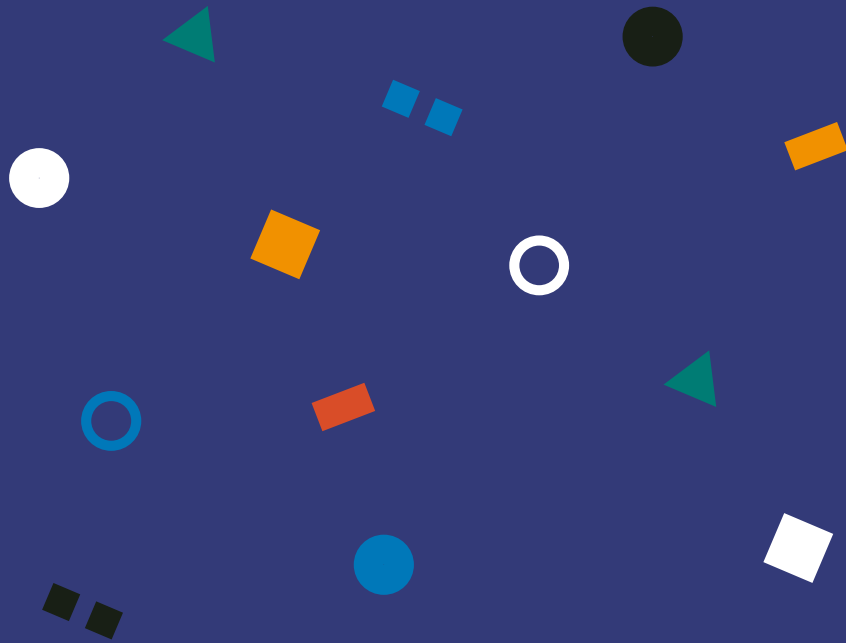
The perceived efficacy of German development NGOs and charities takes a hard hit in January 2022, down significantly by 4% to 49%.

More members of the German public now now that the German government can make a difference to poverty in poor countries.

Overall, however, organisations efficacy (although on a negative trend) is still perceived as higher than personal efficacy (which is instead on a positive, although insignificant, rise since October).

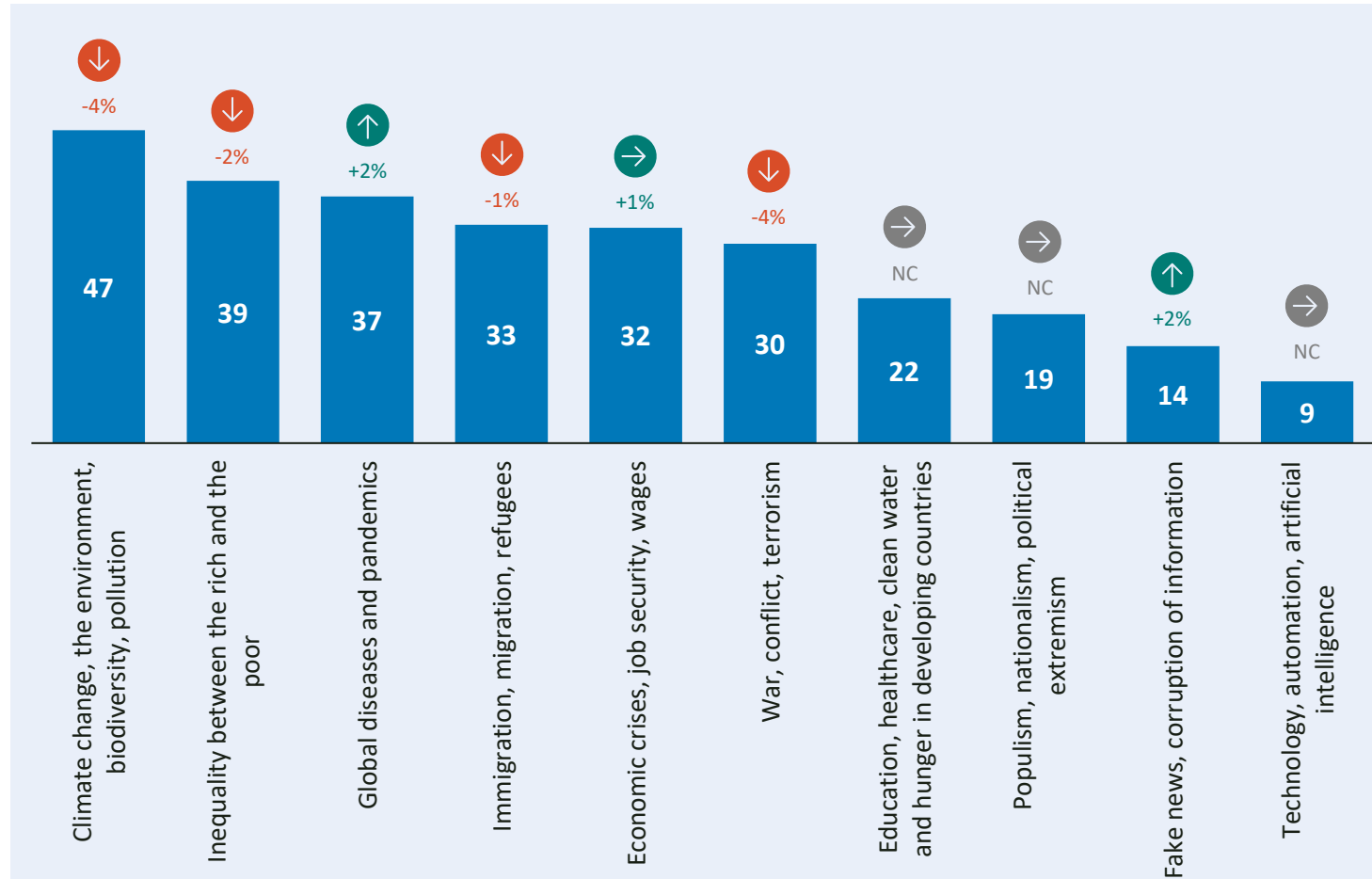


DEL TRACKER



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

MOST CONCERNING ISSUES – JANUARY 2022



As the saliency of climate change drops at the end of the COP26 conference, public concern for climate change decreased, although not significantly, by 4% since October.

Climate change, however, remains the most concerning issue according to the German public.

None of the changes since October are statistically significant in our battery, but attention is shifting away from climate and conflict and towards pandemics (with the omicron variant) and fake news.

Question: Thinking about the issues below, which of the following do you personally care about? (% who select issue of concern)

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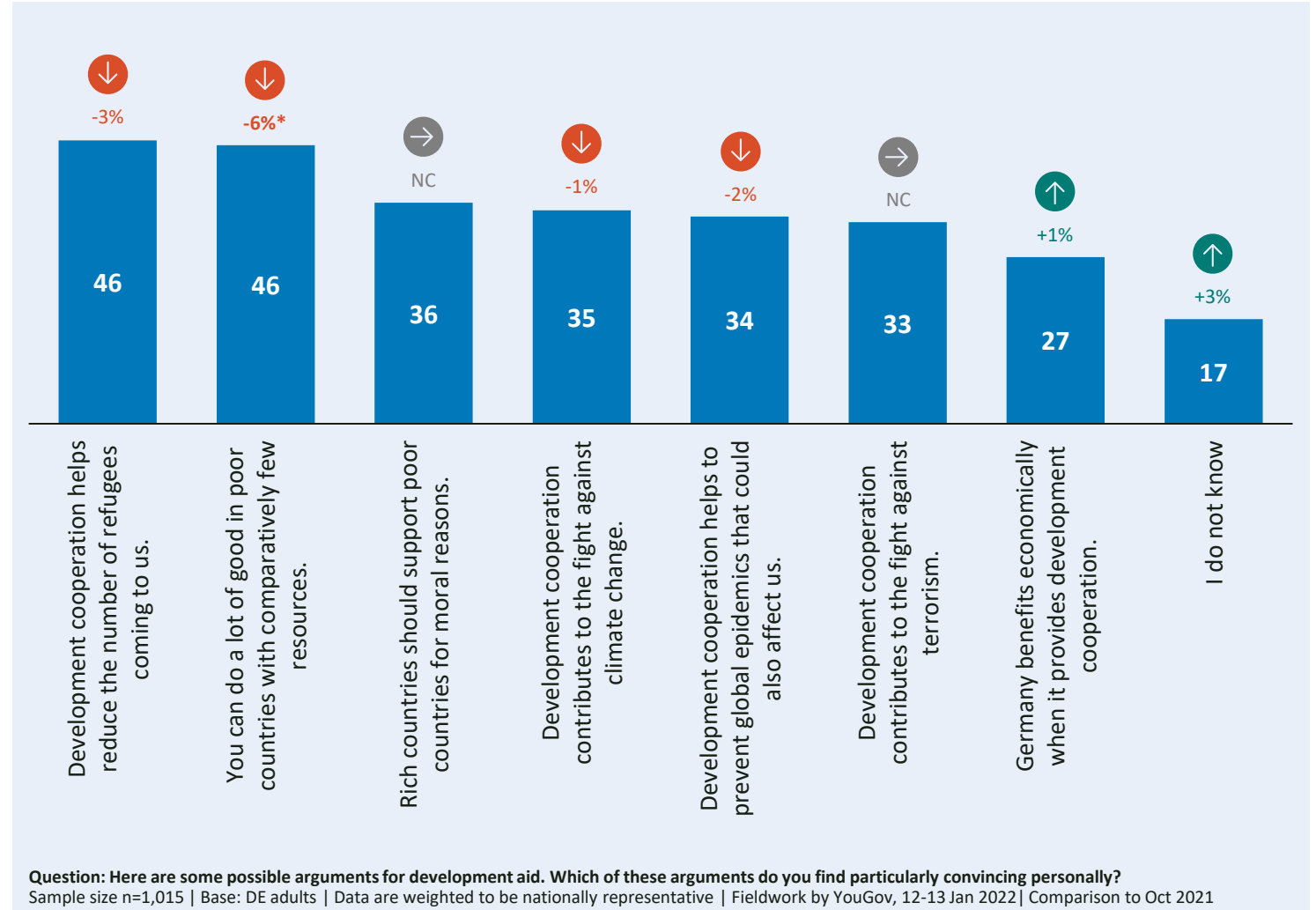


ARGUMENTS FOR AID – JANUARY 2022

After a 6% fall in the number of Germans saying they are persuaded by aid efficiency arguments (down to 46%), arguments about aid as a tool to reduce refugees now top the arguments ranking.

These are also down by 3%, albeit not statistically significantly, as are arguments based on climate change (-1%), or pandemics (-2%).

Overall, it looks like the German public is less convinced by any argument (bar, perhaps, one of economic benefits for Germany itself), with “don’t know” answers on the rise by 3%.



ATTITUDES AND PUBLIC OPINION – JANUARY 2022



13%



think German aid gets where it is needed



45%



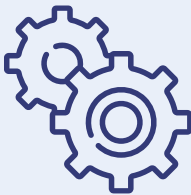
are concerned or very concerned about levels of poverty in poor countries



47%



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



35%



think development aid is effective or very effective



39%



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

Our attitudinal engagement indicators show only small (and not statistically significant) changes since October 2021.

The increases in concern for global poverty we had observed in the previous period had dissipated, with levels of concern back to 45%.

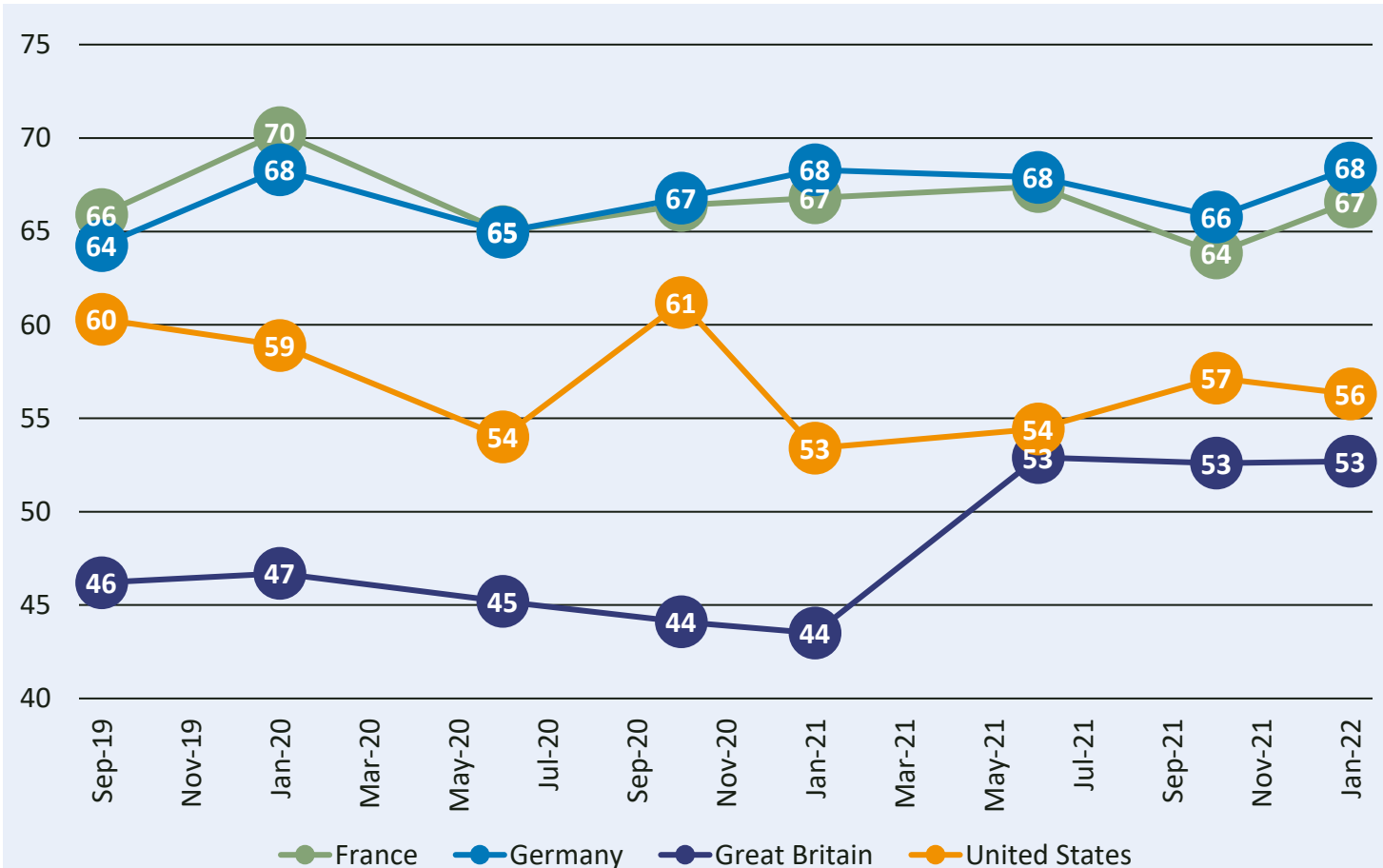

Question listed in each box

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TRENDS IN AID SUPPORT – 2019/2022

68%
 ↑ +2%

think the government should keep or increase the overseas aid budget

Support for aid expenditure remains above 50% and stable since the significant increase we saw back in June 2021 in Great Britain.

Support fell 1% in the United States and increase by 3% increase in France. Support in France and Germany remains much higher than in GB and the US.

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 thinks we should keep or increase current expenditure levels)
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DATA

The data for this deck come from the DEL Tracker (n=1,015). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 13-14 January 2022.

USE

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

CITATION

Morini, P., Hudson, J. & Hudson, D. 2022. *DEL Dashboard – Germany January 2022*. London: Development Engagement Lab.



**DEVELOPMENT
ENGAGEMENT
LAB**



**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.

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