



DEL GB DASHBOARD JUNE 2020

/ Dashboard #1
// June 2020
/// www.developmentcompass.org
[@devengagelab](https://twitter.com/devengagelab)

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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 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



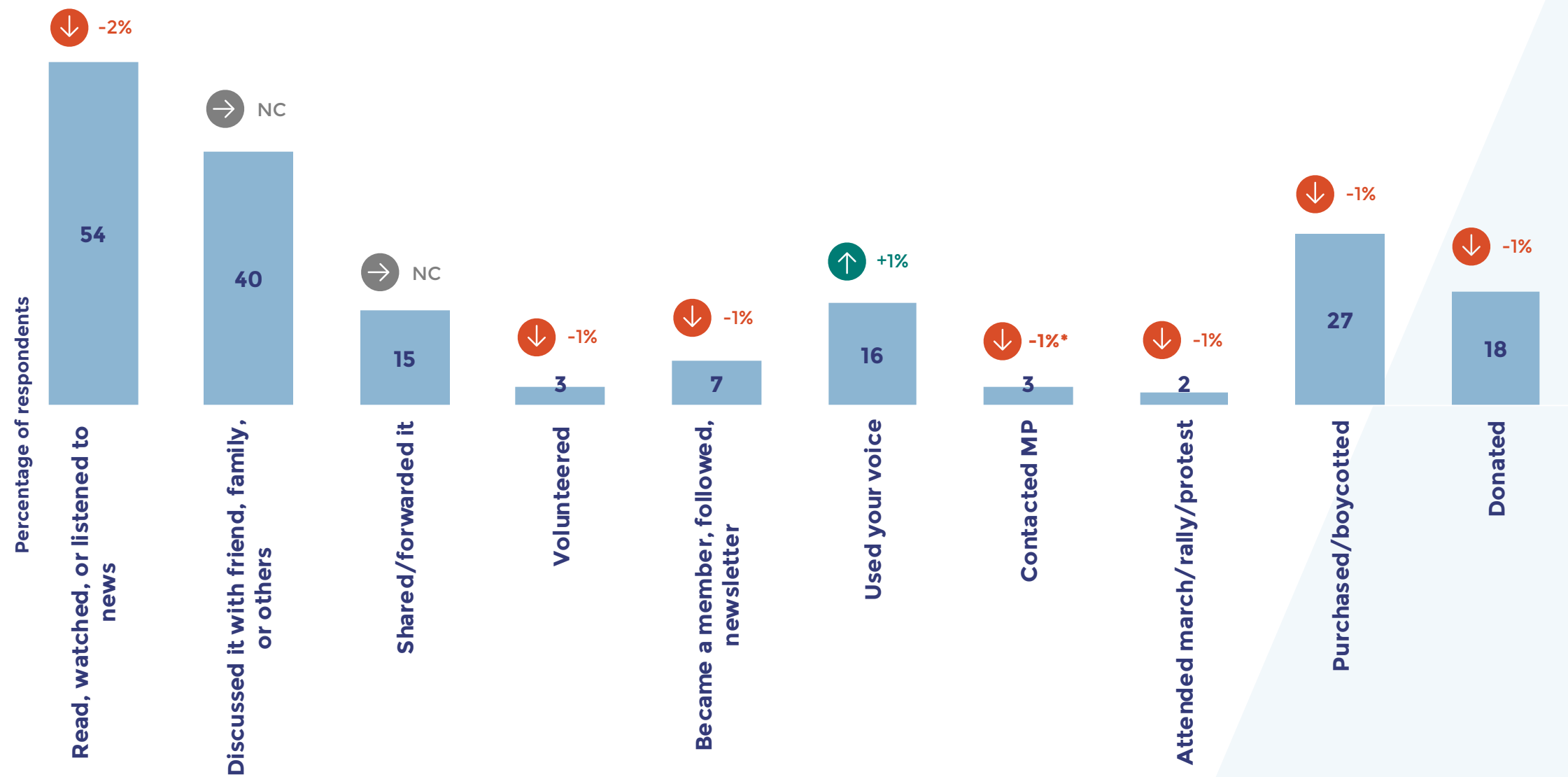
This icon highlights a tracking or engagement insight that applies to multiple countries at the same time

DEL ENGAGEMENT SEGMENTATION



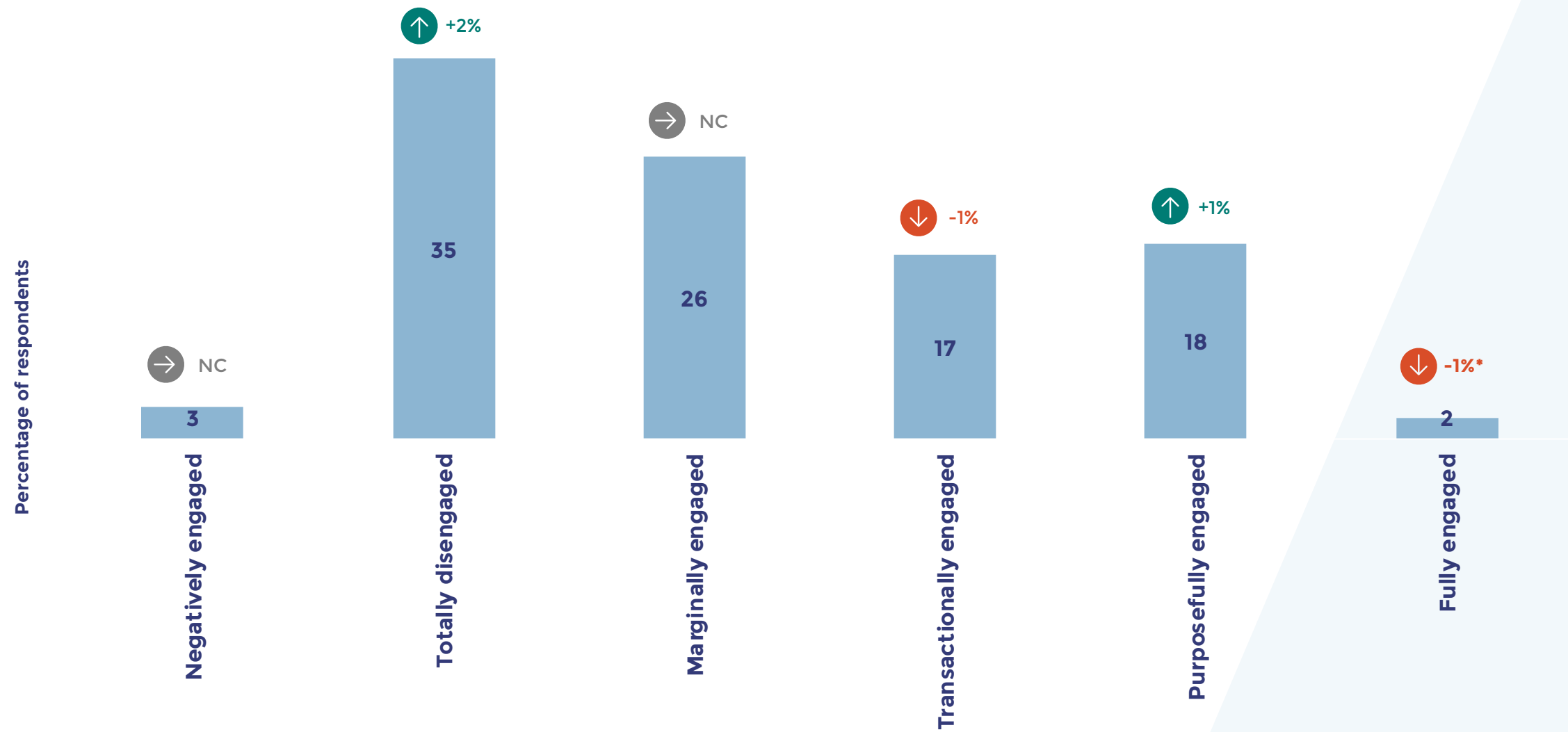
Tracking how the public
gets involved with global
poverty and sustainable
development and
segmenting our audience

GB ACTIONS DASHBOARD – JUNE 2020

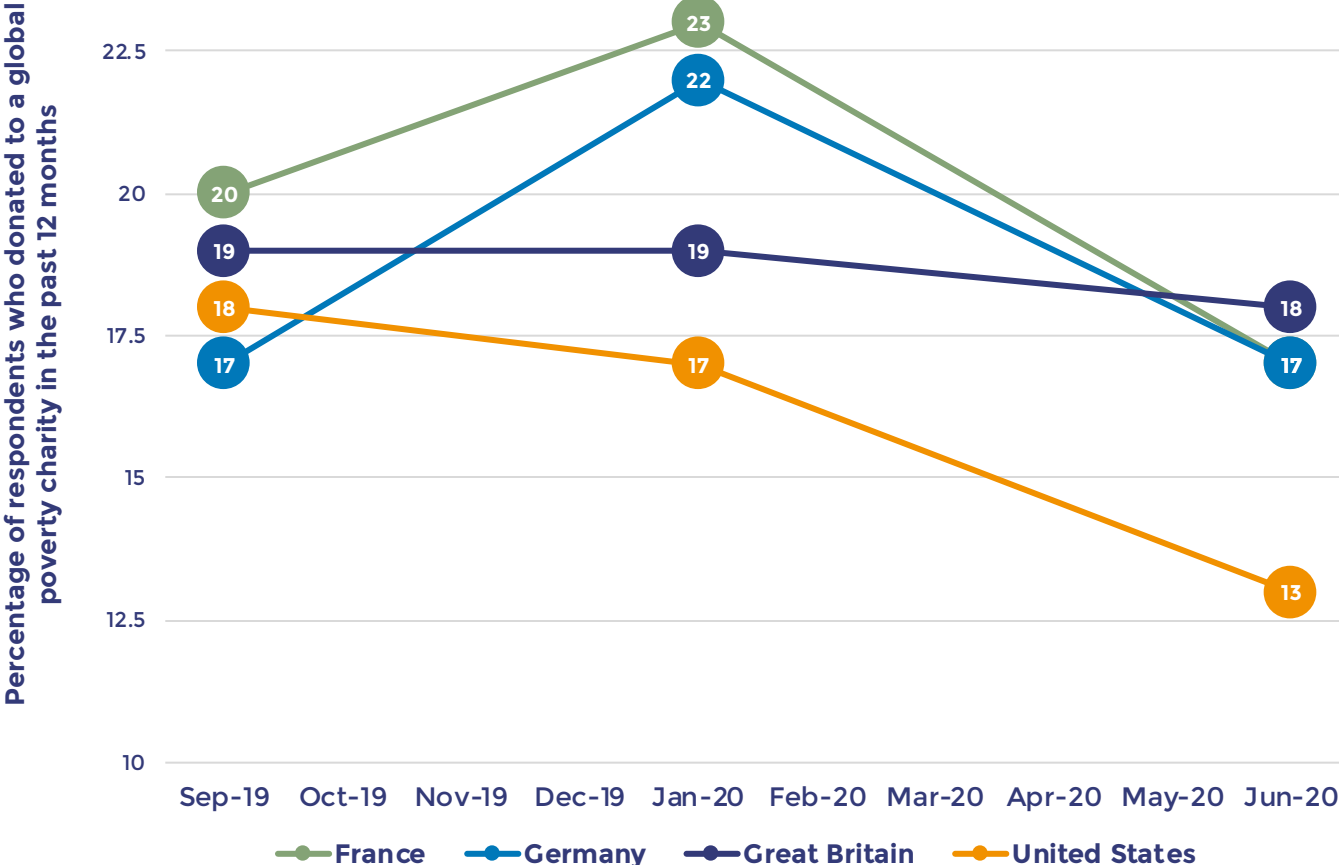


Question: Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?
Sample size n=1,705 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3 June – 4 June 2020
Comparison with data from September 2019 (DEL Panel wave 1)

GB DEL SEGMENTATION DASHBOARD – JUNE 2020



TRENDS IN DONATIONS – 2019/2020



Percentage of people who donated peaked 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



-6%*

DE



-5%*

GB



-1%

US



-4%*

MORE ON DONATIONS ON [DEVELOPMENTCOMPASS.ORG](https://www.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=1,705 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3 June – 4 June 2020

SUMMARY

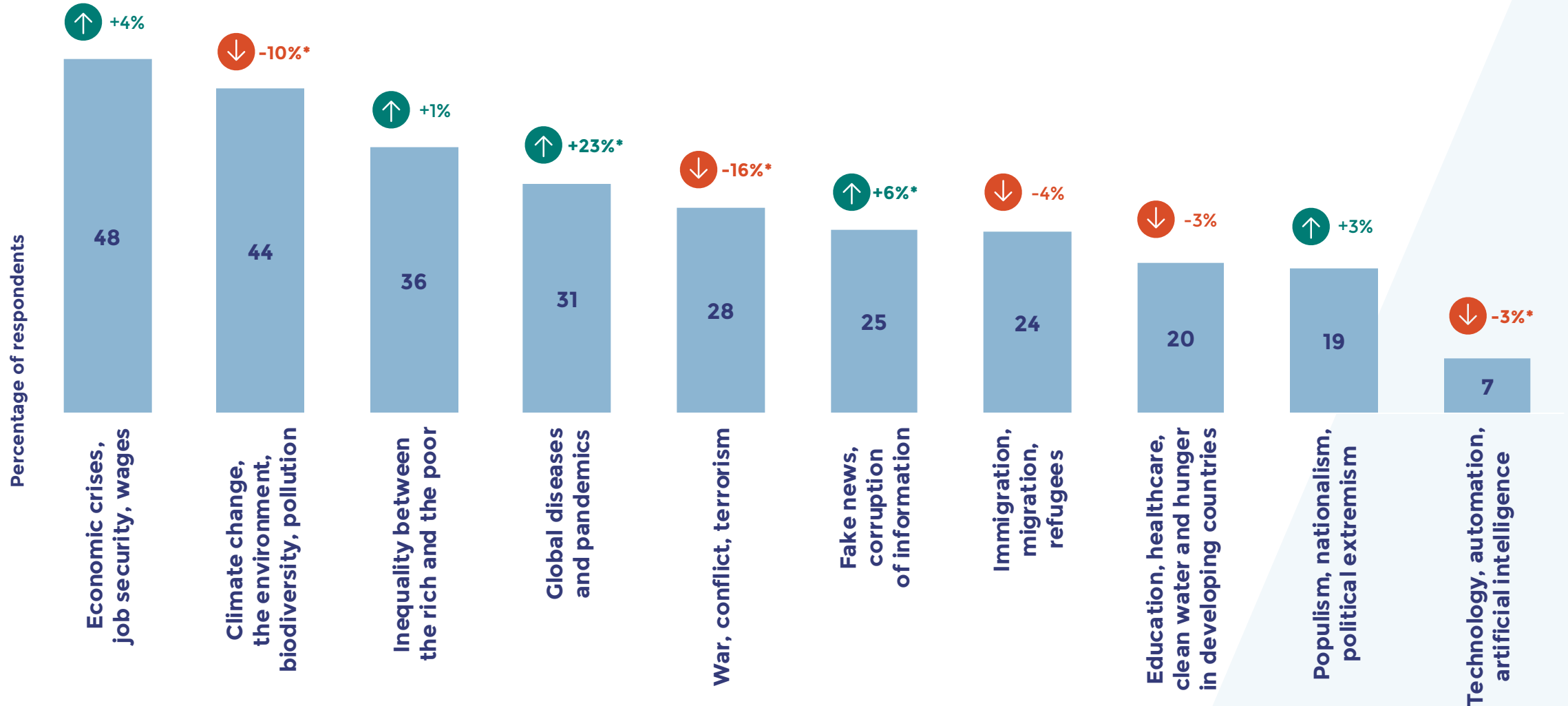
- Overall, in Britain the profile of public engagement with development has not changed significantly since September 2019.
- Most actions are on a negative trend, but most changes are small or not significant. However, the number of fully engaged people decreased by 1%.
- In all countries the number of donors decreased compared to September 2019 and January 2020. The biggest decrease was observed in France: -6%.

DEL TRACKER



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

GB MOST IMPORTANT ISSUES – JUNE 2020

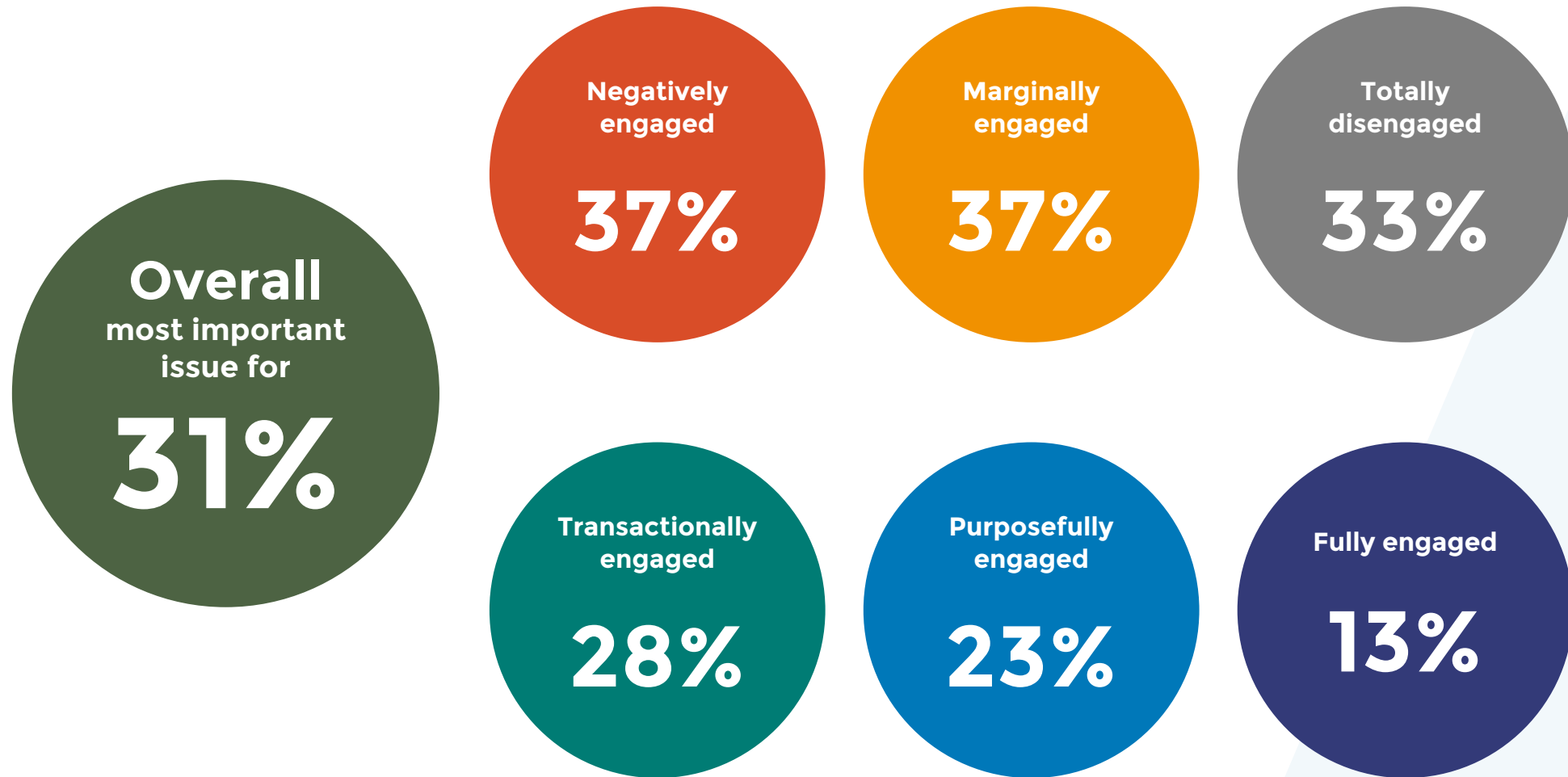


Question: Thinking about the issues below, which of the following do you personally care about?

Sample size n=1,705 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3 June – 4 June 2020
Comparison with data from January 2020 (DEL Tracker wave 2)



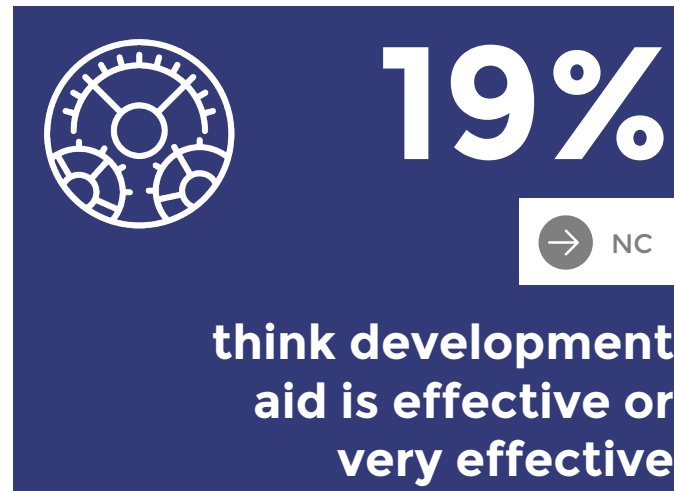
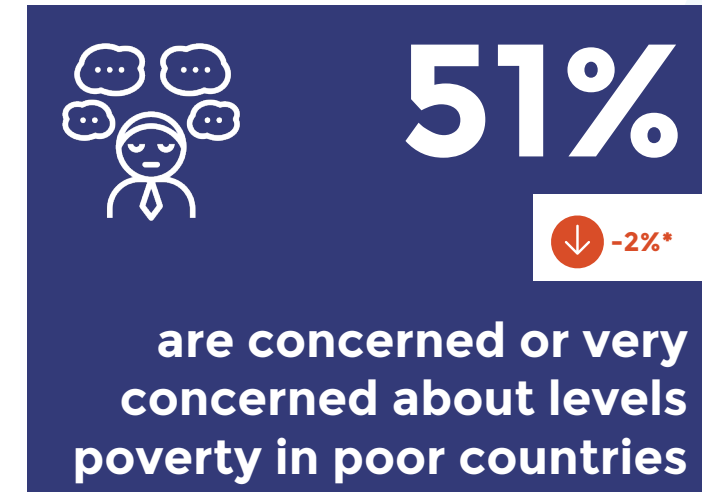
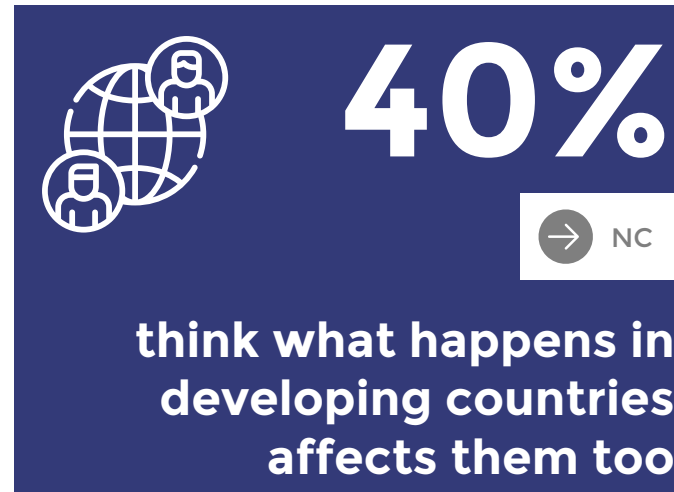
THE CUT: PANDEMICS MORE CONCERNING FOR LESS ENGAGED MEMBERS OF THE BRITISH PUBLIC



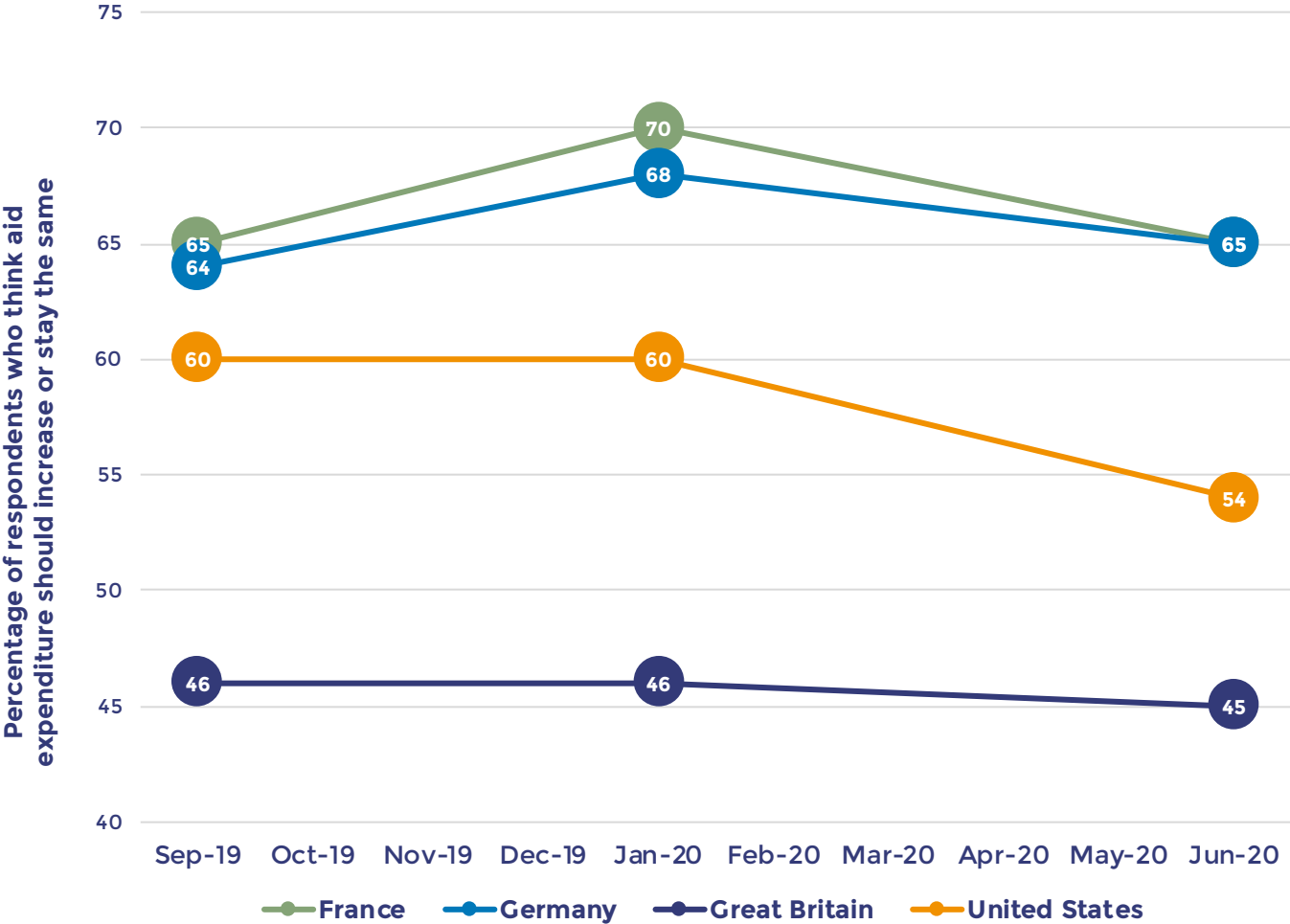
Question: Thinking about the issues below, which of the following do you personally care about?
Sample size n=1,705 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3 June – 4 June 2020



GB ATTITUDES DASHBOARD – JUNE 2020



TRENDS IN AID SUPPORT - 2019/2020



As with donations, aid support peaked in France and Germany in January 2020

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

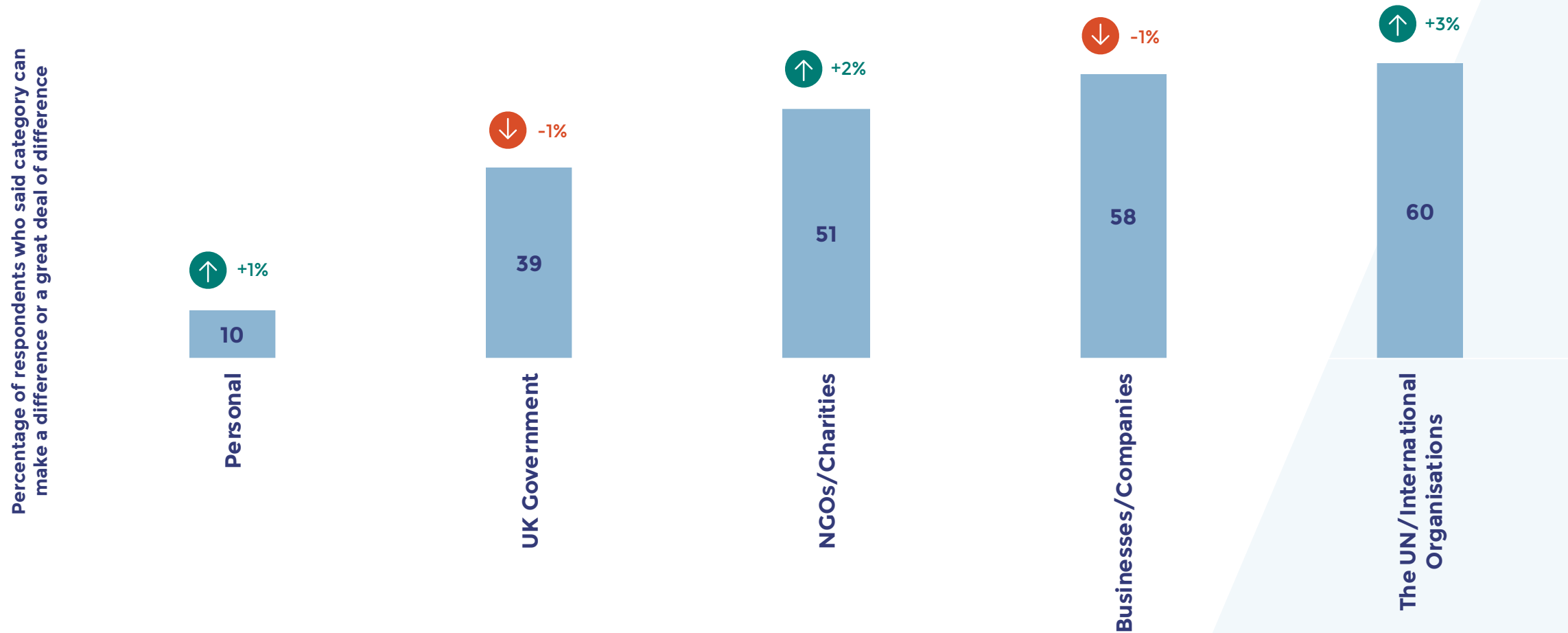


MORE ON AID ATTITUDES ON DEVELOPMENTCOMPASS.ORG



Question: Of its total budget of nearly £810 billion, the UK government currently allocates 1.7 percent, or £14 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=1,705 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3 June - 4 June 2020 Comparison with data from January 2020 (DEL Tracker wave 2)

GB EFFICACY BATTERY – JUNE 2020



Question: How much of a difference, if any, do you think each of the following can make to reducing poverty in poor countries?
Sample size n=1,705 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3 June – 4 June 2020
Comparison with data from January 2020 (DEL Tracker wave 2)

SUMMARY

- Unsurprisingly, public concern has focused on global pandemics (+22% as an important issue). Economic crises are now the most concerning issue for British respondents (48% say they are the most important issue).
- In Great Britain, some signs that concern for poverty in poor countries might be decreasing. Change from January still small, and majority is still concerned.
- Support for aid spending 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=1,705). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 3-4 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 GB Dashboard – June 2020*. 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.

Cover photo: [Efe Kurnaz](#) on [Unsplash](#)