



DEL DASHBOARD GREAT BRITAIN JUNE 2021

/ Dashboard #4
// June 2021
/// www.developmentcompass.org
[@DevEngageLab](https://twitter.com/DevEngageLab)

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THREE KEY CHANGES SINCE JANUARY 2021



53%

↑ +9%*

Think we should keep or increase our current UK aid budget

Against the backdrop of the debate around **UK aid cuts**, a majority of the British public favour of increasing or keeping the current aid expenditure levels. This represents a 9 percentage point increase since Jan 2021.



65%

↓ -8%*

Think the world is getting worse, all things considered

Declining pessimism. Nearly two-thirds of the British public say the world is getting worse, but compared to Jan 2021, pessimistic sentiment has fallen 8 percentage points.



31%

↓ -6%*

Think global pandemics and diseases are the most important issue facing us

Public concern for pandemics is decreasing sharply, with attention returning to other issues including conflict and terrorism. **Climate change** remains the most concerning issue for the British public.

Question listed in each box

Sample size n=1,703 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 2-3 Jun 2021 | Comparison to Jan 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.



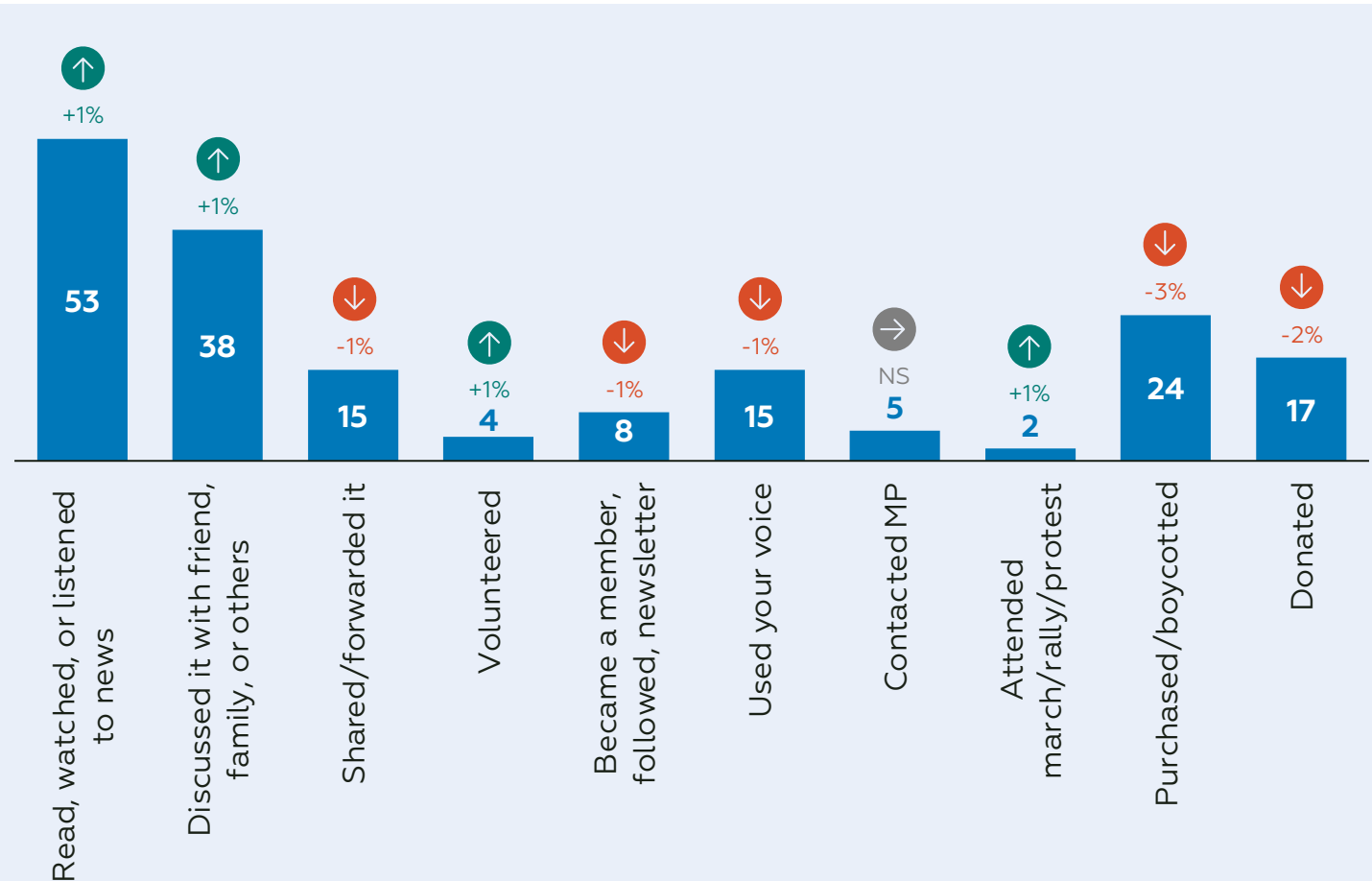
This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.

DEL ENGAGEMENT SEGMENTATION



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

ENAGEMENT BATTERY – JUNE 2021



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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There were no statistically significant changes between January and June 2021 when we look at the actions the UK public is taking to tackle global poverty and engage with sustainable development.

Two findings (although not significant statistically) are still worth highlighting: the percentage of respondents who **purchased or boycotted products** and the percentage of those who **donated** to global poverty charities have both decreased since the beginning of the year.

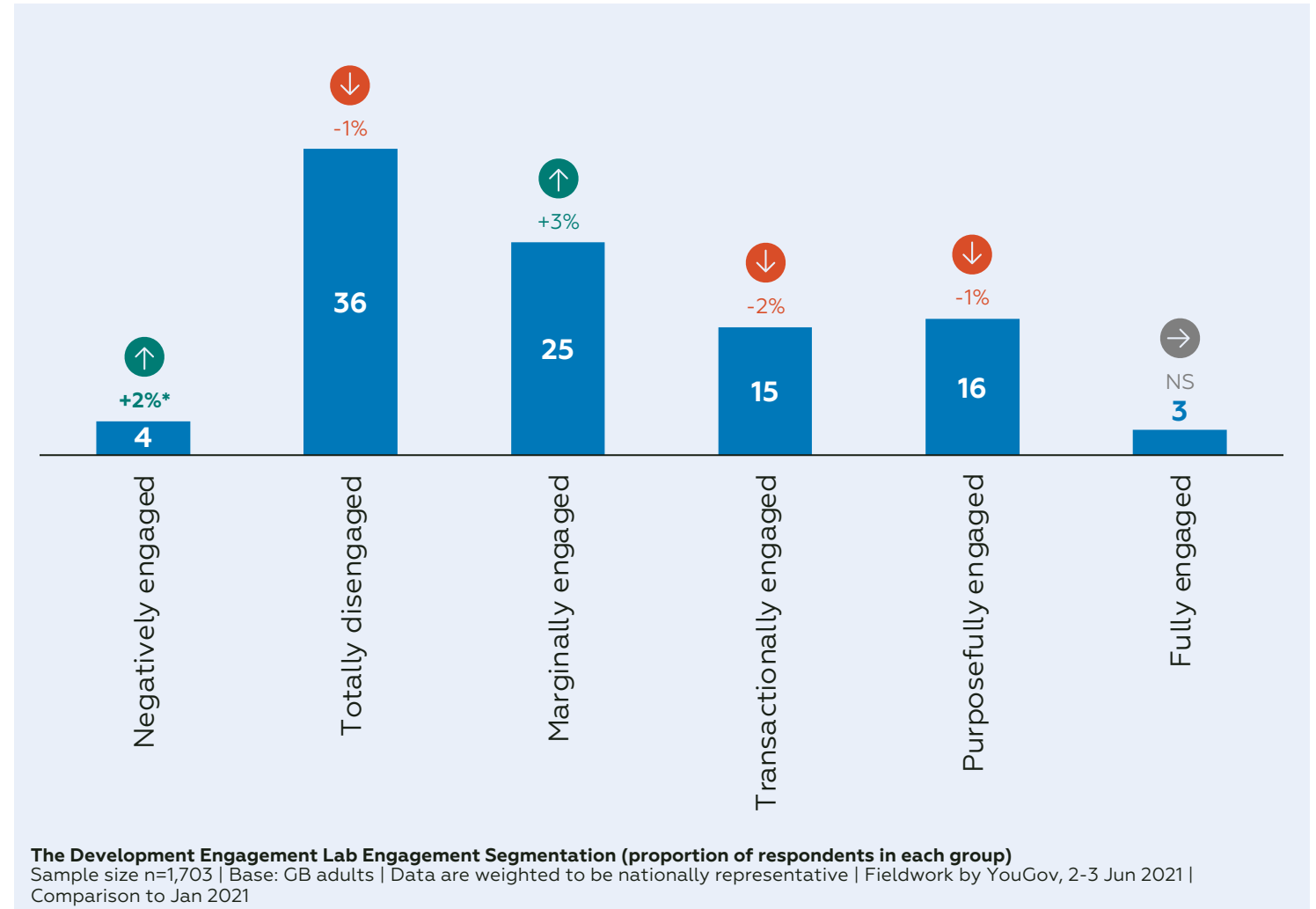
The figure on donations is important, as in January we had noticed a significant uptick, but six months later, these gains have been lost once more. In the UK, the percentage of donors is now the same as it was in June of 2020 (17%).

DEL SEGMENTATION – JUNE 2021

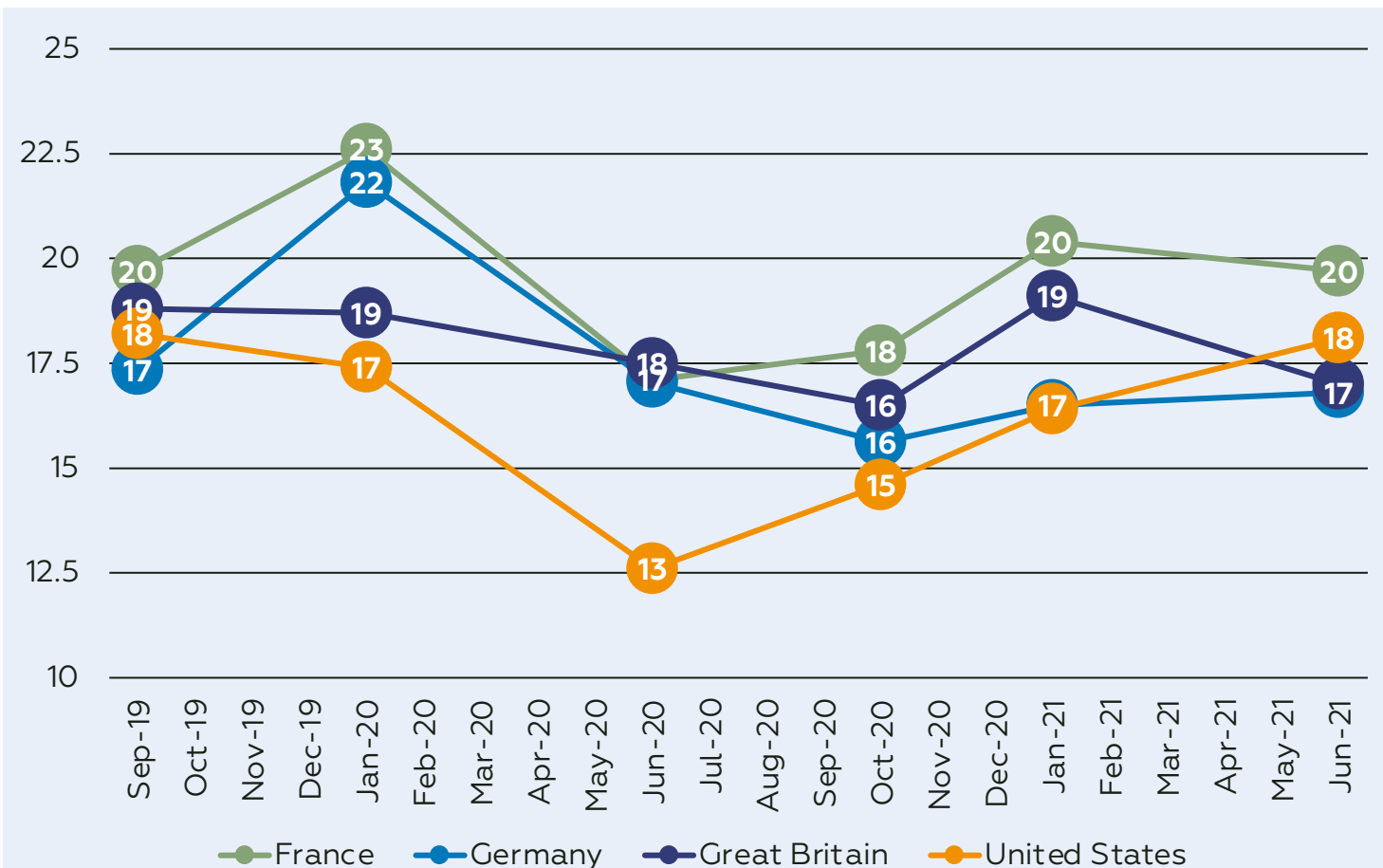
The DEL audience segmentation remains largely unchanged in composition compared to January 2021.

The only exception is with the percentage of the public who are **Negatively Engaged** – people who take action against efforts to tackle global poverty. This group has increased by 2%, to 4%, compared to January 2021. It is now larger than the **Fully Engaged** audience, but remaining small in size nevertheless.

Reflecting the negative changes in purchasing, boycotting and donating, the **Transactionally Engaged** group is also shrinking, but again this change is not statistically significant.



TRENDS IN DONATIONS - 2019/2021



17%

↓ -2%

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

The United States is the only country where the number of donors hasn't decreased from January to June, with donations up 2% from 16% to 18%,

In all other countries the number of donors is flat or on a slight downward trend, averaging between 17% and 20% who have made a donation in the past 12 months.

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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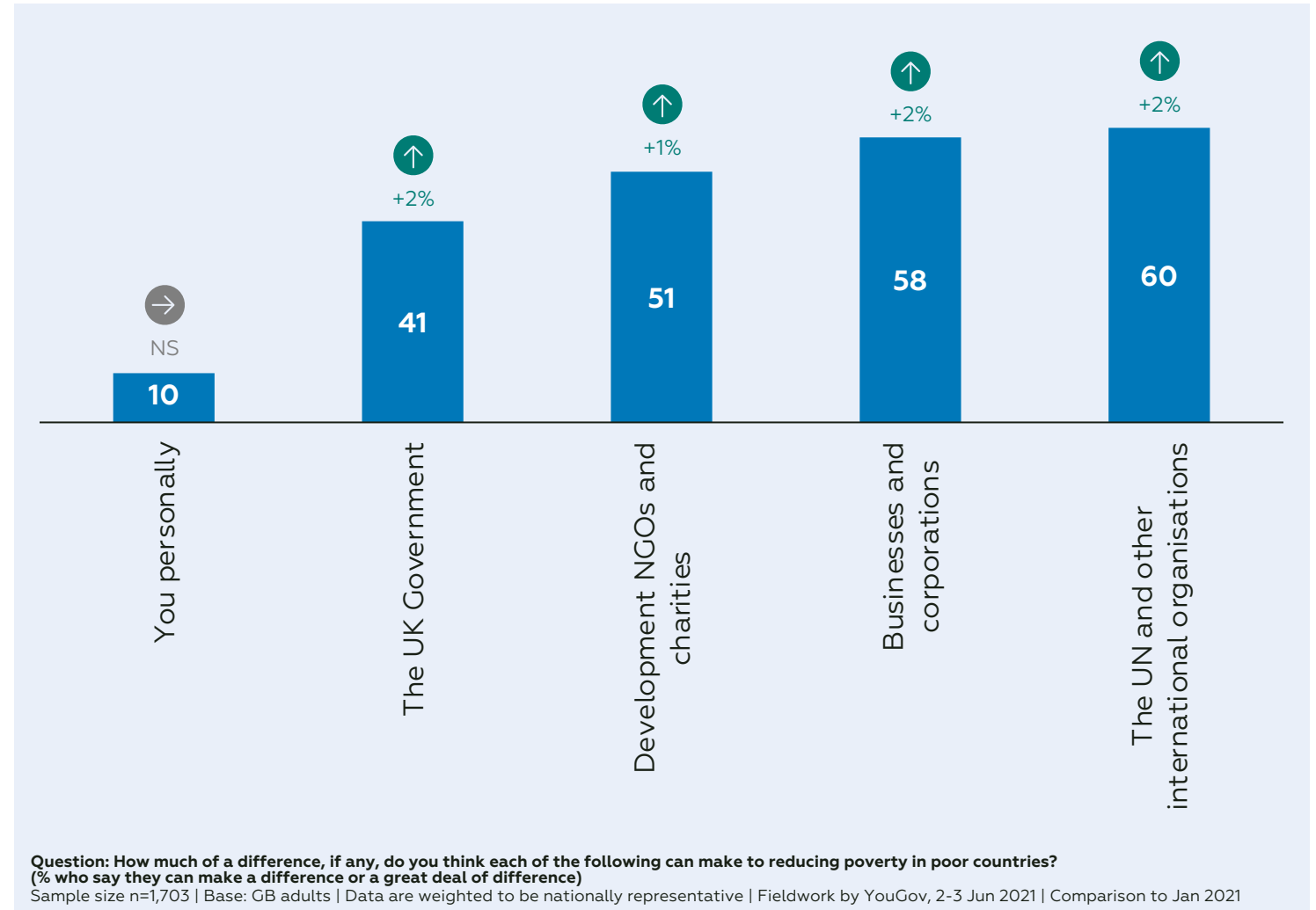


EFFICACY BATTERY – JUNE 2021

The key message from our efficacy battery of questions remains unchanged: the British public still thinks NGOs, businesses and international organisations can make the biggest difference in tackling poverty in poor countries.

Personal efficacy is stable and low, with only 10% of respondents saying they can make a difference in reducing poverty in poor countries.

While these changes are positive, the change between January and June 2021 is not statistically significant.

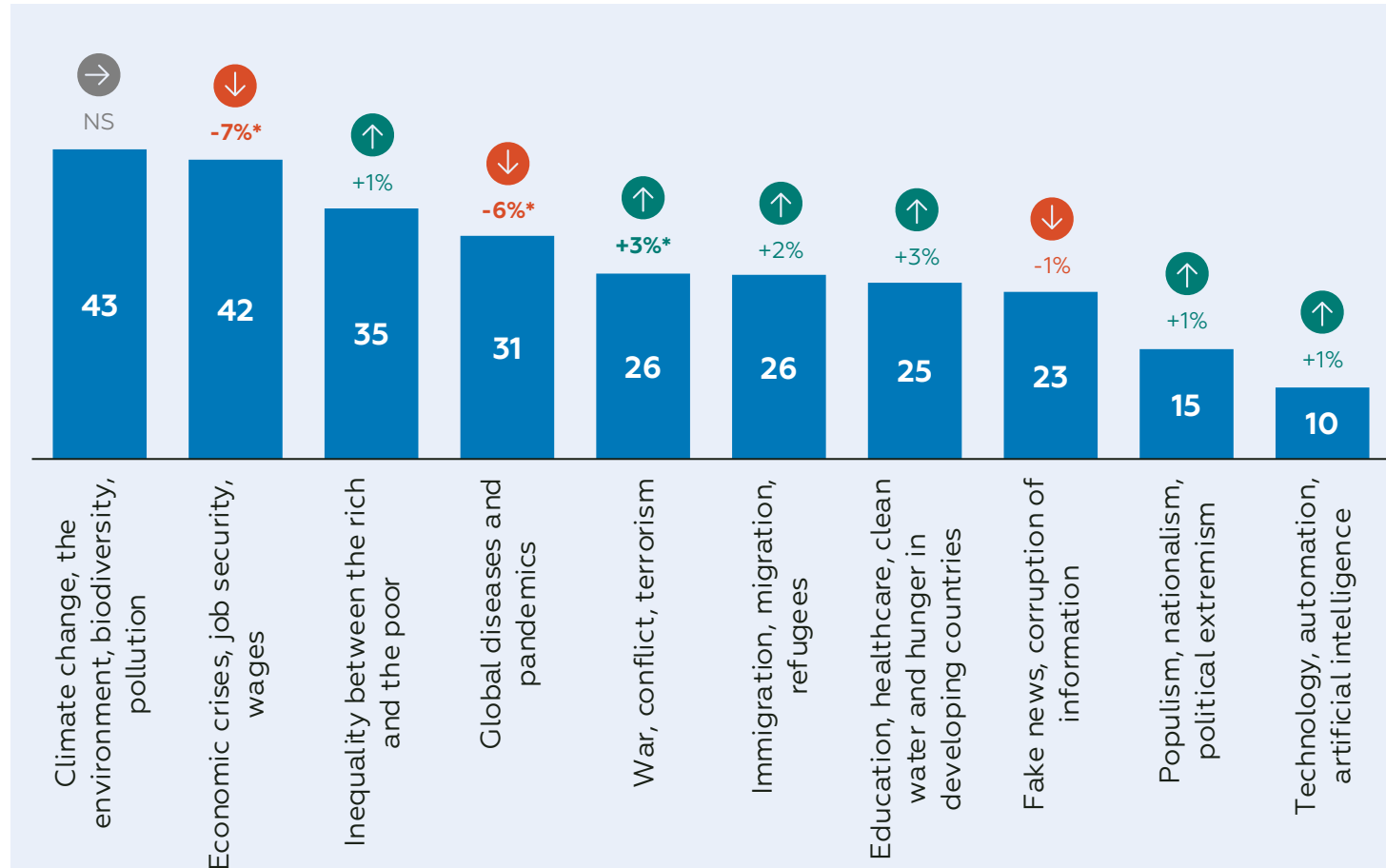


DEL TRACKER



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

MOST IMPORTANT ISSUES – JUNE 2021



Concern for **global diseases and pandemics** is decreasing, giving way to a return to a range of other issues of concern for the British public.

Climate change and **economic crises** remain the most concerning issues for the public, with **inequality between the rich and the poor** regaining the third spot in the concern top 10. Concern for economic crises, however, has dropped sharply (7%), to 42% since January 2021. Concern for climate change remains steady at the top of the list.

One issue which is significantly on the rise again is concern for **war, conflict and terrorism**, up 3% to 26%, since January 2021.

Question: Thinking about the issues below, which of the following do you personally care about? (% who select issue of concern)
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ATTITUDES AND PUBLIC OPINION – JUNE 2021



65%

↓ -8%*

think the world is getting worse, all things considered



41%

↑ +3%

think what happens in developing countries affects them too



52%

↑ +3%

are concerned or very concerned about levels poverty in poor countries



42%

↑ +7%*

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



22%

↑ +2%

think development aid is effective or very effective



29%

↑ +3%*

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

Question listed in each box

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ATTITUDES AND PUBLIC OPINION – JUNE 2021

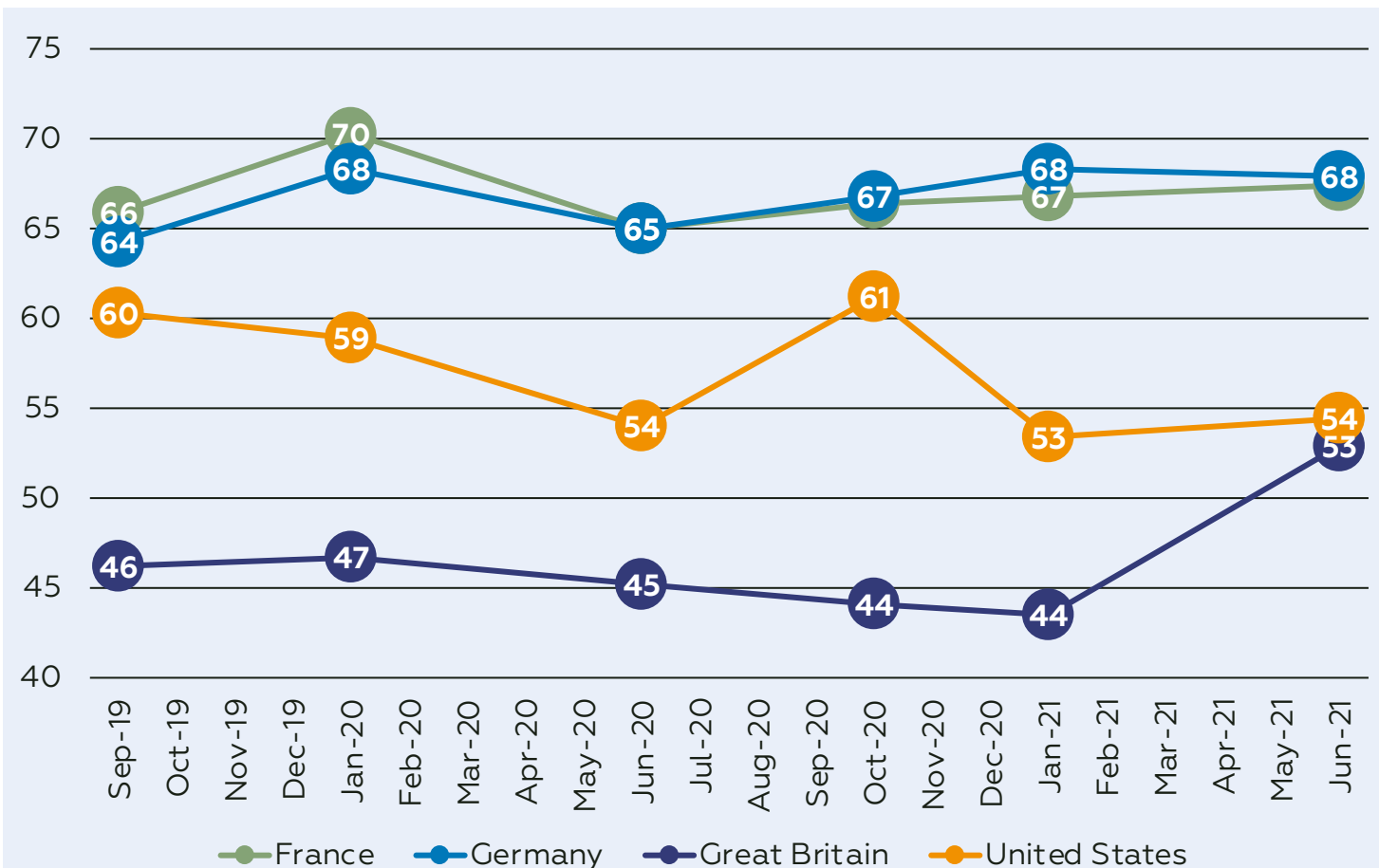
Our new Tracking data brings some positive news. Fewer Britons think the world is getting worse (65%, down by 8% since January 2021) and more people say they trust NGOs and charities (29%, up 3%).

The most surprising finding, however, is the sharp increase in public support for aid, with 53% of the public now thinking we should increase/keep the aid budget at current levels. This is an increase of 9% since January 2021.

More on aid attitudes across our four countries in the next slide.



TRENDS IN AID SUPPORT - 2019/2021



53%

↑ +9%*

think we should keep or increase our current aid budget in the UK

The increase in support for aid in the UK is one of the most interesting results since we started tracking public opinion in September of 2019. On the background of debates on cuts to aid expenditure in the UK, a majority of British respondents now supports ODA.

In all other countries support levels haven't changed since January 2021.

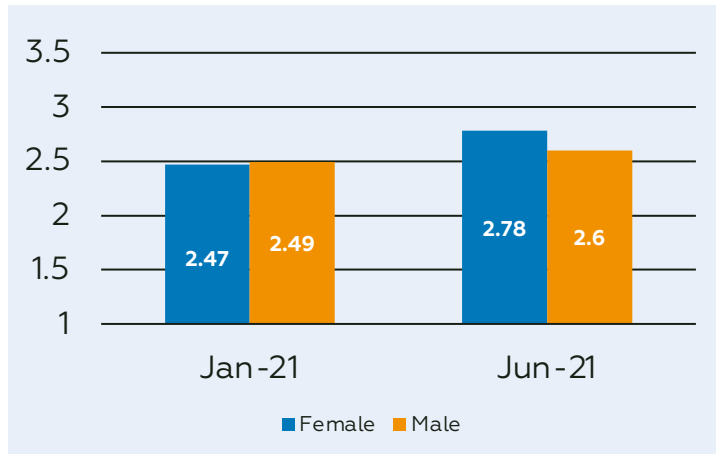
Question: Of its total budget of nearly £810 billion, the UK government currently allocates 1.7 percent, or £14 billion, to overseas aid to poor countries. Do you think that the government should increase or decrease the amount of money that it spends on overseas aid to poor countries? (% who thinks we should keep or increase current expenditure levels)

Sample size n=1,703 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 2-3 Jun 2021 | Comparison to Jan 2021

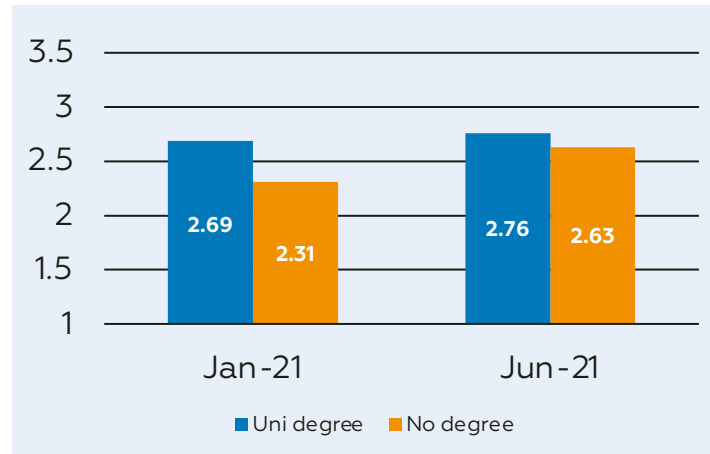


WHERE DID SUPPORT INCREASE?

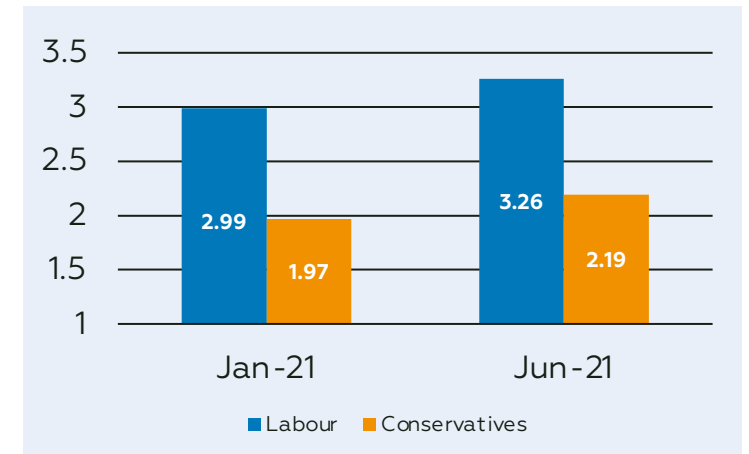
While support has increased for both male and female respondents, **female respondents' support increased by 7%** compared to almost 3% for males.



Support has also increased for **respondents who don't hold a university degree (+8%)**, who are now much closer in attitudes to graduates.



The increase in support can also be observed for both **Labour and Conservative party supporters**, with no evidence that it increased particularly for one or the other.



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? (averages)
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DATA

The data for this deck come from the DEL Tracker (n=1,703). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 2-3 June 2021.

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. 2021. *DEL Dashboard – Great Britain June 2021*. 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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