January saw an increase in the number of donors, up 3% to 19%. We saw a similar bump in January 2021 (seasonality), but the longer-term trend is for donations fluctuating within the 16 to 19% band.

Concern for issues facing developing countries increased from October 2021 to January 2022, but still ranks 7/10 among issues of personal concern DEL tracks.

We usually only report significant changes in this section of our Dashboard, but support for aid spending remains robust since the major shift we saw in June 2021. Three data points – June 21, Oct 21, and Jan 22 – show a majority of respondents support current/increasing UK aid.
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 no change from the last data point, or the change was smaller than 1% in size.

This icon is used when there is a downward change since the last data point. An asterisk indicates the change is statistically significant.
Tracking the British public’s engagement with global poverty and sustainable development
Most of our behavioural engagement trackers are flat or show small, but statistically not significant, positive changes.

Purchasing and boycotting goods and donating to global poverty causes – two measures for our Transactionally Engaged audience – have increased by 3% from October 2021.

Sharing and forwarding news, which had fallen by 2% in the previous Tracker shows signs of recovery, although the change is not statistically significant.

A 3% point increase in donations brings the percentage who said they have donated to a development organisation in the past 12 months to 19%.

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)

- Read, watched, or listened to news: 55%
- Discussed it with friend, family, or others: 39%
- Shared/forwarded it: 14%
- Volunteered: 5%
- Became a member, followed, newsletter: 8%
- Used your voice: 16%
- Contacted MP: 5%
- Attended march, rally, protest: 2%
- Purchased/boycotted: 27%
- Donated: 19%

Sample size n=1,690 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 12-13 Jan 2022 | Comparison to Oct 2021
Collectively, the less engaged segments fell by 4% and the more engagement segments increased by 4%, indicating small, positive changes in engagement for GB respondents.

However, none of the changes are statistically significant from our October 2021 Tracker.
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%.
Our efficacy battery is the most stable tracking set we measure. The relative position of perceived efficacy has not changed since we started tracking in 2019.

The key message remains unchanged: people feel they cannot personally make a great difference to reducing poverty in poor countries, while larger organisations from governments, to charities, businesses and international organisations, are more likely to be seen as effective.

<table>
<thead>
<tr>
<th></th>
<th>You personally</th>
<th>The UK Government</th>
<th>Development NGOs and charities</th>
<th>Businesses and corporations</th>
<th>The UN and other international organisations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Efficacy % 2022</td>
<td>11</td>
<td>41</td>
<td>51</td>
<td>57</td>
<td>59</td>
</tr>
<tr>
<td>Change from Oct 2021</td>
<td>+1%</td>
<td>-1%</td>
<td>+1%</td>
<td>+1%</td>
<td>+2%</td>
</tr>
</tbody>
</table>

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)
Sample size n=1,690  | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 12-13 Jan 2022 | Comparison to Oct 2021
Tracking public opinion on global issues, global poverty, and sustainable development in Great Britain
Climate change and economic crises remain at the top of the list of most concerning issues, but both fall in saliency terms by 5%.

Attention shifted back to a variety of issues, notably, concern for development issues is up 4% to 25%, and concern for technology is up 3% to 10%. Concern also increased (albeit not significantly) for inequality, war and terrorism, and fake news.

Overall, concern is far more spread across our issues. Interestingly, despite fieldwork being in early January at the height of the Omicron wave, we see no change in concern for global diseases and pandemics which may suggest a normalization of Covid-19.

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

Sample size n=1,690 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 12-13 Jan 2022 | Comparison to Oct 2021

<table>
<thead>
<tr>
<th>Issue</th>
<th>January 2022</th>
<th>Comparison to Oct 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Climate change, the environment, biodiversity, pollution</td>
<td>45</td>
<td>-5%*</td>
</tr>
<tr>
<td>Economic crises, job security, wages</td>
<td>45</td>
<td>-5%*</td>
</tr>
<tr>
<td>Inequality between the rich and the poor</td>
<td>39</td>
<td>+1%</td>
</tr>
<tr>
<td>Global diseases and pandemics</td>
<td>27</td>
<td>NC</td>
</tr>
<tr>
<td>Immigration, migration, refugees</td>
<td>27</td>
<td>-2%</td>
</tr>
<tr>
<td>War, conflict, terrorism</td>
<td>26</td>
<td>+2%</td>
</tr>
<tr>
<td>Education, healthcare, clean water and hunger in developing countries</td>
<td>25</td>
<td>+4%*</td>
</tr>
<tr>
<td>Fake news, corruption of information</td>
<td>21</td>
<td>+1%</td>
</tr>
<tr>
<td>Populism, nationalism, political extremism</td>
<td>13</td>
<td>NC</td>
</tr>
<tr>
<td>Technology, automation, artificial intelligence</td>
<td>10</td>
<td>+3%*</td>
</tr>
</tbody>
</table>
ATTITUDES AND PUBLIC OPINION – JANUARY 2022

72% think the world is getting worse, all things considered

41% think what happens in developing countries affects them too

52% are concerned or very concerned about levels of poverty in poor countries

41% think that we should give some aid, or give it generously

20% think development aid is effective or very effective

28% say they have some or a great deal of trust in development NGOs and charities

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Question listed in each box
Sample size n=1,690 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 12-13 Jan 2022
Comparison to Oct 2021
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.
DATA
The data for this deck come from the DEL Tracker (n=1,690). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 12-13 January 2022

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

CITATION
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

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Photo on summary: Vladislav Klapin on Unsplash