DATA
The data for this deck come from the DEL Tracker (n=1,693). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, October 5th -6th January 2023.

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

CITATION

YOU CAN FIND THE DEL DASHBOARDS ON DEVELOPMENT COMPASS: https://developmentcompass.org/topics/del-tracker
<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Change</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations to Global Poverty Charities</td>
<td>22%</td>
<td>+5%*</td>
<td>The percentage of UK respondents donating to global poverty charity has risen sharply by 5% since October 2023. This is the second highest proportion of donors in the UK since 2019.</td>
</tr>
<tr>
<td>Perception of UK Government's Ability to Reduce Poverty</td>
<td>38%</td>
<td>-5%*</td>
<td>Fewer people think the UK government can make a difference to reducing global poverty, but still significantly more than those they personally can make a difference (9%).</td>
</tr>
<tr>
<td>Concern about Levels of Poverty</td>
<td>49%</td>
<td>-3%*</td>
<td>This is the first time that the percentage of concerned respondents falls below the 50% line, after a significant fall of 3% since October 2022.</td>
</tr>
</tbody>
</table>

Sample size n=1,693 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 5-6 Jan 2023

Comparison to Oct 2022

©2023 | DEVELOPMENT ENGAGEMENT LAB
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.
Tracking the British public’s engagement with global poverty and sustainable development through their actions
After falls across the board in DEL’s behavioural engagement indicators between June and October in 2022, January shows signs of small improvements.

Donations have recovered, with a 5% increase in donors, and 3% more respondents say they have discussed news about global poverty with friends, family or others.

All other indicators are on an upward trajectory, but these changes we observe are small and not statistically significant.
None of the changes in the DEL audience segmentation are statistically significant compared to October 2022. However, the general trend is positive, as the number of Totally disengaged respondents decreased by 2% and the Transactionally and Fully engaged groups grew by 1% each.
TRENDS IN DONATIONS – 2019/2023

22% have donated to a global poverty charity in the past 12 months in GB

Donations have rebounded from October 2022 levels and are just below the peak of June 2022, driven by the Russian invasion of Ukraine.

Donations also increased in Germany (+2%) and in the United States (+3%) in the same period, while we observed no changes in France (steady at 20%).

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)

Sample size n=1,693 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 5-6 Jan 2023 | Comparison to Oct 2022
Perceived efficacy for the UK government is down significantly by 5%, or, in other words, fewer people think the UK Government can make a difference to levels of poverty in poor countries compared to October 2023.

This has opened a larger gap in perceived efficacy between the UK Government and other organisations, where we observe only smaller and statistically insignificant changes.

Personal efficacy remains however in a league of its own at the bottom of the table: less than 1 in 10 respondents feel like they can personally make a difference.
Tracking public opinion on global issues, global poverty, and sustainable development in Great Britain

ATTITUDINAL ENGAGEMENT
Fewer respondents said they personally care about economic crises, climate change and war, but increasingly care about migration and refugees (likely following significant media attention to the ‘small boats’ issue in the UK press). Concern for migration and refugees grew by 4% to 30%.

Economic crises remains the issue the British public still cares about the most, even though the percentage of people who care about this is down significantly by 4% to 57%. Climate change falls to the third spot in the rankings, down significantly 4% to 40%, and war is now the fourth issue people care about, down 4% significantly to 34%. There were no significant changes for all other issues since October 2022.
ATTITUDES AND PUBLIC OPINION – JANUARY 2023

79% **think the world is getting worse, all things considered**
-3%

43% **think what happens in developing countries affects them too**
-3%

49% **are concerned or very concerned about levels of poverty in poor countries**
-3%

41% **think that we should give some aid, or give it generously**
-4%

17% **think development aid is effective or very effective**
-3%

30% **say they have some or a great deal of trust in dev NGOs and charities**
-3%

*Question listed in each box
Sample size n=1,693 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 5-6 Jan 2023 | Comparison to Oct 2022
In 2023, support for aid in the UK keeps falling, now down 2% to 48% since October 2022. Levels of support are still higher than Sept 2019 when DEL started this time-series, but recent data points show a negative trend.

Support also fell in the United States (-4% to 55%) and France (-3% to 61%), but is stable in Germany, where we observe no change (59%).

©2023 | DEVELOPMENT ENGAGEMENT LAB
Question: Of its total budget of nearly £1,060 billion, the UK government currently allocates 1.1 percent, or £11.5 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=1,693 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 5-6 Jan 2023

WHO SUPPORTS DEVELOPMENT AID?

### Overall

Overall: 48%

### Age Groups

- 18-29: 58%
- 30-49: 52%
- 50+: 42%

### Gender

- Male: 47%
- Female: 49%

### Education

- A-levels: 53%
- University degree: 63%

### Income Groups

- ABC1: 55%
- CD2E: 40%

### Political Affiliation

- Conservatives: 32%
- Labour: 68%
- Lib-Dems: 69%

©2023 | DEVELOPMENT ENGAGEMENT LAB
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

Cover photo: Alec Douglas on Unsplash