DATA
The data for this deck come from the DEL Tracker (n=2,000). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 30\textsuperscript{th} -31\textsuperscript{st} May 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
June signals a significant uptick in the percentage of respondents who say they care about issues related to development, up 5% to 26% (6th out of 10 issues people most care about).

Economic crises remain the issue most people care about, but concern is decreasing, down by 5% to 52% since January 2023.

Global pandemics are an issue of concern for 11% of our respondents, down by 7 percentage points since January 2023. They are now ranked 10 of 10 issues.

Sample size n=2,000 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30-31 May 2023 | Comparison to Jan 2023
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.
We observe no statistically significant changes in our behavioural engagement indicators. The only small change worth noting is a 2% percentage point fall in those who donated to global poverty charities and NGOs, but this is not statistically significant. For all other indicators all changes are of 1% or even less, showing a virtually unchanged profile of behavioural engagement in the UK.

**ENGAGEMENT BATTERY – JUNE 2023**

<table>
<thead>
<tr>
<th>Action</th>
<th>% Who Did</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read, watched, or listened to news</td>
<td>54</td>
<td>NC</td>
</tr>
<tr>
<td>Discussed it with friends, family, or others</td>
<td>39</td>
<td>NC</td>
</tr>
<tr>
<td>Shared/forwarded it</td>
<td>14</td>
<td>-1%</td>
</tr>
<tr>
<td>Volunteered</td>
<td>4</td>
<td>NC</td>
</tr>
<tr>
<td>Became a member, followed, newsletter</td>
<td>8</td>
<td>NC</td>
</tr>
<tr>
<td>Used your voice</td>
<td>14</td>
<td>-1%</td>
</tr>
<tr>
<td>Contacted MP</td>
<td>4</td>
<td>NC</td>
</tr>
<tr>
<td>Attended march/rally/protest</td>
<td>2</td>
<td>NC</td>
</tr>
<tr>
<td>Purchased/boycotted</td>
<td>25</td>
<td>NC</td>
</tr>
<tr>
<td>Donated</td>
<td>19</td>
<td>-2%</td>
</tr>
</tbody>
</table>

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)

Sample size n=2,000 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30-31 May 2023 | Comparison to Jan 2023

©2023 | DEVELOPMENT ENGAGEMENT LAB
A virtually identical distribution of the DEL segments marks no statistically significant changes from January to June 2023.
Amidst downturns in donor numbers for Germany, Great Britain and the United States, France sees a small (albeit not statistically significant) increase of 1% in the percentage of respondents who say they gave donated in the past 12 months. With the exception of Germany, percentages of donors remain above historical averages.

19% have donated to a global poverty charity in the past 12 months in GB

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)

©2023 | DEVELOPMENT ENGAGEMENT LAB

Sample size n=2,000  |  Base: GB adults  |  Data are weighted to be nationally representative  |  Fieldwork by YouGov, 30-31 May 2023  |  Comparison to Jan 2023
There are no significant changes in our efficacy battery.

After a significant fall in January in the number of respondents who see the UK Government as capable of making a difference when it comes to reducing global poverty, June signs a change in direction, although the increase is not significant.

Overall, the gap between perceived personal and organizational efficacy remains large, as UK respondents think NGOs, IOs, private businesses and the government are more efficacious than them personally.

**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=2,000 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30-31 May 2023 | Comparison to Jan 2023 |

<table>
<thead>
<tr>
<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>11</td>
<td>40 (+1%)</td>
<td>50 (-1%)</td>
<td>55</td>
<td>58 (+1%)</td>
</tr>
</tbody>
</table>

©2023 | DEVELOPMENT ENGAGEMENT LAB
ATTITUDINAL ENGAGEMENT

Tracking public opinion on global issues, global poverty, and sustainable development in Great Britain
Economic crises, job security and wages remain the most important issue people care about in the UK, but concern is falling (down 5% to 52% since January 2023).

Concern also dropped steeply for pandemics, now the issue of least concern (down 7 percentage points to 11% since January 2023).

People care more about artificial intelligence and technology (+6% to 13%), populism (+4% to 16%) and about development-related issues (+5% to 26%, now the sixth highest issue on our ranking).

<table>
<thead>
<tr>
<th>MOST IMPORTANT ISSUES – JUNE 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic crises, job security, wages</td>
</tr>
<tr>
<td>Climate change, the environment, biodiversity, pollution</td>
</tr>
<tr>
<td>Inequality between the rich and the poor</td>
</tr>
<tr>
<td>War, conflict, terrorism</td>
</tr>
<tr>
<td>Immigration, migration, refugees</td>
</tr>
<tr>
<td>Education, health care, clean water and hunger in developing countries</td>
</tr>
<tr>
<td>Fake news, corruption of information</td>
</tr>
<tr>
<td>Populism, nationalism, political extremism</td>
</tr>
<tr>
<td>Technology, automation, artificial intelligence</td>
</tr>
<tr>
<td>Global diseases and pandemics</td>
</tr>
</tbody>
</table>

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

Sample size n=2,000 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30-31 May 2023 | Comparison to Jan 2023
77% think the world is getting worse, all things considered

45% think what happens in developing countries affects them too

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

38% think that we should give some aid, or give it generously

18% think development aid is effective or very effective

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

Question listed in each box
Sample size n=2,000 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30-31 May 2023 | Comparison to Jan 2023

©2023 | DEVELOPMENT ENGAGEMENT LAB
TRENDS IN AID SUPPORT – 2019/2023

Aid support is stable, but with small increases across all four countries DEL tracks.

Notably, aid support increased by 3% both in France and the United Kingdom (where the majority is now back to supporting aid) compared to June 2023. However, none of these changes are statistically significant.

51% think we should keep or increase our current aid budget in the UK

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=2,000 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30–31 May 2023 | Comparison to Jan 2023
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=2,000 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30-31 May 2023

Overall

18-29

30-49

50+

Male

Female

High school/A-Levels

Undergraduate degree

Postgraduate degree

ABC1

CD2E

Conservatives

Labour

Lib-Dems

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=2,000 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30-31 May 2023
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: Heather Suggitt on Unsplash