



IN BRIEF 3

GENDERED ENGAGEMENT:

DIFFERENCES IN ATTITUDES AND ACTIONS IN GREAT BRITAIN

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New Development Engagement Lab data has revealed that gender matters in the way people engage with global poverty: with higher rates of women donating and purchasing/boycotting products, an analysis of differences in values, concern for global poverty and perceived self-efficacy highlights a gender engagement gap.

In this *In Brief*, we use DEL data to investigate gender differences in support for sustainable development: Are men more or less likely than women to think their engagement will have an impact on global poverty? Do people engage differently –

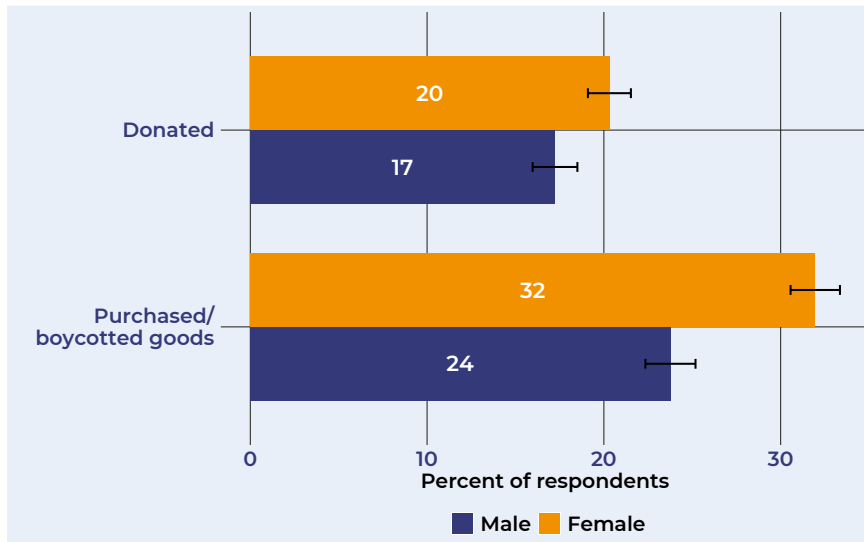
through donations, volunteering or boycotting goods – depending on their gender? Are women more interested than men in learning about or reading news related to global poverty? Which poverty-reduction priorities appeal to women as opposed to men, and how supportive are each toward official aid development aid?

Of course, gender does not end at the binary, nor can we offer causal stories about the effects of gender on engagement with global poverty, but our analysis of differences among men and women in Great Britain shows differences both qualitative and quantitative in engagement. Our discussion of these differences can be useful for practitioners who spend their time knocking on doors or crafting outreach materials, and we discuss how targeting messages and picking touchpoints can help further engage everyone.

KEY INSIGHTS

- Both men and women are equally likely to read, discuss and share news related to global poverty (57% of men, 55% of women)
- The greatest difference between men and women appears to lie in their values, morality and concern for global poverty: 55% of women say they are concerned or very concerned about global poverty compared to 46% of men.
- Men and women approach hands-on engagement differently: Women are more likely to purchase or boycott goods (32% of women prefer this type of engagement compared with 24% of men), and women are more likely to donate or volunteer.
- Women are less likely to support cuts to the aid budget: only 19% of women think the expenditure should be cut a great deal, compared to 28% of men.

FIGURE 1: TAKING ACTION



GENDERED ENGAGEMENT JOURNEYS

When it comes to the actions taken to fight global poverty, and attitudes towards it, a gendered lens shows quantitative and qualitative differences in public engagement. DEL panel data shows that 20% of women report having donated money, compared with only 16% of men. Women are also more likely than men to buy or boycott goods aimed at reducing global poverty: 32% compared to 24% of men. Conversely, men who do donate tend to donate more, with a median donation of £30 per year, compared to £25 for women.

Women’s higher likelihood of donating, buying and boycotting is complimented by their comparatively higher sense of efficacy: overall, women’s personal efficacy is 2% higher than men (a statistically significant finding), with 34% of men think they can’t make any difference at all, compared to 26% of women. These findings beg the question: Are these differences in ‘transactional’ forms of engagement and efficacy reflected in different patterns of news consumption? Surprisingly, no:

both men and women consume and share information at similar rates. 57% of men and 55% of women read, watch, or listen to news about global poverty, while 37% of men and 40% of women discuss it, and 14% of men and 15% of women share it. In other words, while women are not more likely than men to be aware and interested in news about global poverty, they engage more via through donations and at their local charity shops.

A common belief among campaigners and communicators is that individuals go through an “engagement journey,” where people who are more informed are more likely to take actions in support of their charities or NGOs of choice. Either because men “get stuck” at some point in this process, or because the “engagement story” might differ more substantially across genders, this shows the importance of gender in planning engagement campaigns. Next, we look at personal values and morality through the lens of gender, to connect the dots

between efficacy, action, and their drivers.

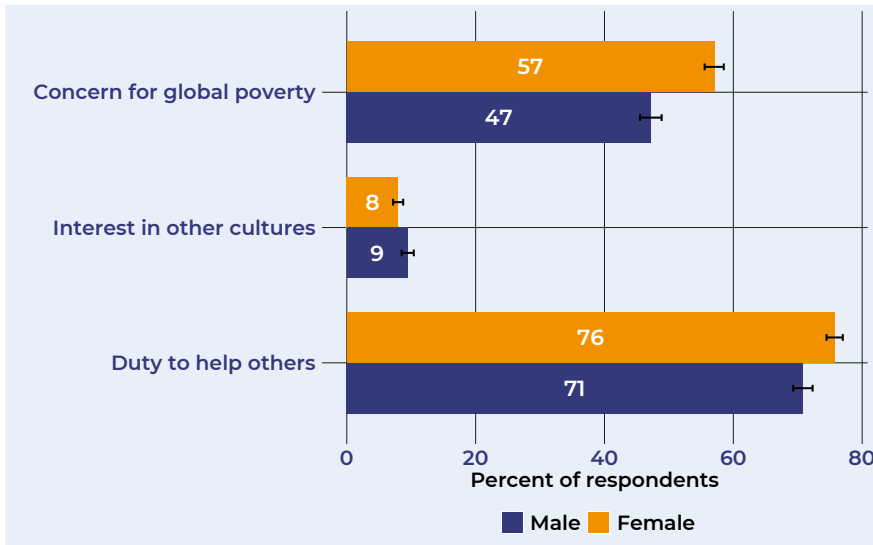
BRINGING VALUES, GENDER & EFFICACY TOGETHER

Personal values and morality are important drivers of action to address global poverty. Even more so than with actions and efficacy, our data show that these differ significantly between men and women. Our data show that women are more open to a cosmopolitan view of the world, are more concerned about global poverty, and have a higher sense of duty to act to address it: 70% of women say they enjoy learning about other countries and their cultures, compared to 66% of men; and 55% of women say they are concerned or very concerned about global poverty, compared to 46% of men. Similarly, when we ask them if helping people in need is the right thing to do: 73% of women agree, compared to 68% of men, all statistically significant differences.

While we can’t make claims as to the channels and orders that connect values, actions and efficacy, even these results tell us something important for campaigners: it’s commonly held wisdom that supporters eventually lose interest in donating as the efficacy of their actions comes into question, or concern diminishes in time.

55% of women are concerned about poverty in poor countries, compared to 46% of men.

FIGURE 2: VALUES AND CONCERN



But women, at least as far as our data suggest, are far more consistent in their actions: they donate more often, purchase and boycott more often, remain more concerned about global poverty, and remain slightly more convinced of their ability to make a difference. We also know that values, efficacy, and concern affect our attitudes towards official development assistance: unsurprisingly, we find gendered differences in that respect too.

WHAT DO MEN & WOMEN EXPECT FROM AID BUDGETS?

Women are more in favour keeping current aid expenditure levels: 33% of women say they'd keep current aid expenditure in the UK compared to 29% of men, and 19% of women think the expenditure should be cut a great deal, compared to 28% of men. Women are also more likely to find aid effective, compared to men, their averages differing by about 3%, a statistically significant result.

In terms of priorities in allocating aid money, men and women agree about the top three expenditure areas: water, health, and education. However, for women, women's equality is far more important (14% pick it as a priority, compared to 6% of men). Health is also more important (41% of women pick it as a top priority, compared to 34% of men), as is the provision of clean water (46% of women, compared to 41% of men). On the other hand, women think infrastructure spending is less of a priority (4% of women, compared to 11% of men).

The biggest gender difference when it comes to attitudes towards aid, however, is based in values. When we ask whether aid should be used to promote the donors' national interests, reduce poverty in poor countries, or both, women overwhelmingly reject the national interest motivation, and shy away of the balanced option too: for 55% of women, aid should mainly be used to fight poverty in poor countries, compared to 47% of men. Only 7% of women think that national interests should prevail, compared to 15% of men.

FIGURE 3: AID PURPOSE

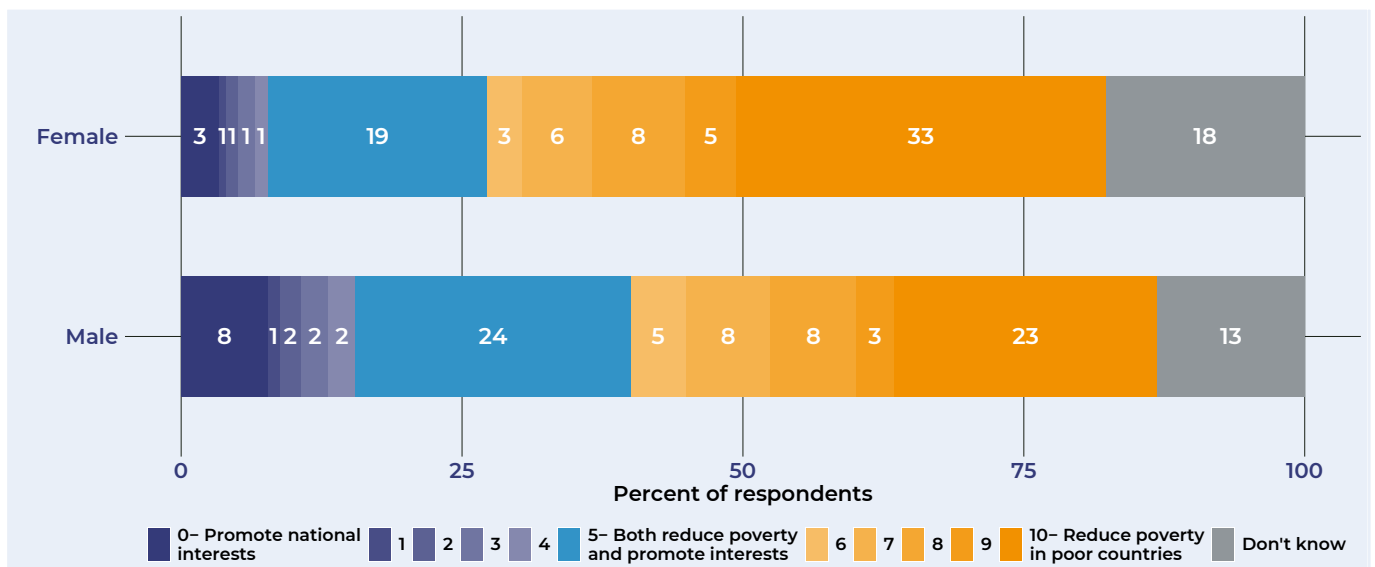


TABLE 1: GLOBAL POVERTY PRIORITY AREAS

AREA	MALE	FEMALE	DIFFERENCE	SIGNIFICANCE
Education	30.70%	31.30%	0.60%	No
Health	34.10%	41.30%	7.10%	Yes
Family planning	15.20%	17.90%	2.80%	No
Access to water	40.60%	45.80%	5.10%	Yes
Government	19.30%	15.80%	-3.50%	No
Welfare	10.30%	12.00%	1.60%	No
Infrastructure	10.70%	4.30%	-6.40%	Yes
Energy	5.90%	2.30%	-3.60%	No
Agriculture	20.70%	17.10%	-3.50%	No
Economic growth	17.80%	13.60%	-4.20%	No
Environment	14.70%	13.90%	-0.90%	No
Debt relief	5.70%	3.60%	-2.10%	No
Disaster relief	24.60%	27.30%	2.70%	No
Migration	4.50%	5.60%	1.10%	No
Women's equality	5.90%	14.20%	8.30%	Yes

ARMED WITH EVIDENCE

These findings offer a key implication for engagement based on gender. There is clearly scope to develop targeted messaging to engage women on their interests in women's equality, access to health services, and clean water. There is no indication from our data that messages about provision of health services and access to clean water won't be effective with men, who largely support these goals too. Women are more likely to use charity shops though. This is a potentially

useful touchpoint to engage them in further action: leveraging on their morality can increase the likelihood of signing a petition or lobbying their MPs.

On the other hand, men are much less convinced about giving aid purely to reduce poverty in poor countries, and a targeted approach to reach those who believe in more mutual benefits of giving aid could be useful to increase their support. Men are less likely to visit charity shops, but they are high consumers of television news: using this touchpoint to message on the impact of their actions (efficacy)

is an opportunity to build further engagement with development organisations.

BASIS FOR ANALYSIS:

The survey for the 2019 panel of the Development Engagement Lab was conducted online between 18 September and 10 October 2019 by YouGov. The analysis is based on 8,038 online interviews among the population in Great Britain age 18 and over.

You can find out more information about DEL research at developmentcompass.org

by following us on Twitter @DevEngageLab

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