



# UNDERSTANDING ATTITUDES TOWARDS FEMINIST FOREIGN POLICY & GENDER INEQUALITY

/ 30 March 2023  
// GB Partner Meeting  
/// [www.developmentcompass.org](http://www.developmentcompass.org)  
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# ABOUT

The results presented in this deck was co-produced between the DEL team and contributions from DEL partners in France, Germany, the United Kingdom, and the United States. Thank you!

Producing cross-country insights involves important decisions on how to translate concepts that originated in one language to another country/context. We have noted these in the following slides to help interpret results.

One amongst many: in France we used **feminist diplomacy**, in the UK we referred to **feminist development policy**.

# DATA AND USE

## DATA

The data for this deck come from the 2023 Spring Sandbox series (sample sizes DE=2,002, FR=2,046, GB=2,007, US=2,345). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, February 20<sup>th</sup> – March 1<sup>st</sup> 2023.

## USE

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

## CITATION

Hudson, J., Hudson, D., Morini, P., Oh, S., Torres, F. (2023). *Understanding attitudes towards feminist foreign policy & gender inequality*. London: Development Engagement Lab

# OUTLINE: GENDERED ODA, GENDER INEQUALITY & FEMINIST DEVELOPMENT POLICY

**1**

**Gender equality and the causes of inequality between women and men**

**2**

**Government efforts to tackle gender inequality**

**APPENDIX**

- **Extra charts comparing responses across France, Germany, Great Britain, United States**
- **Tables with demographics and attitudinal splits for all questions**
- **Models indicating the most significant splits**

**3**

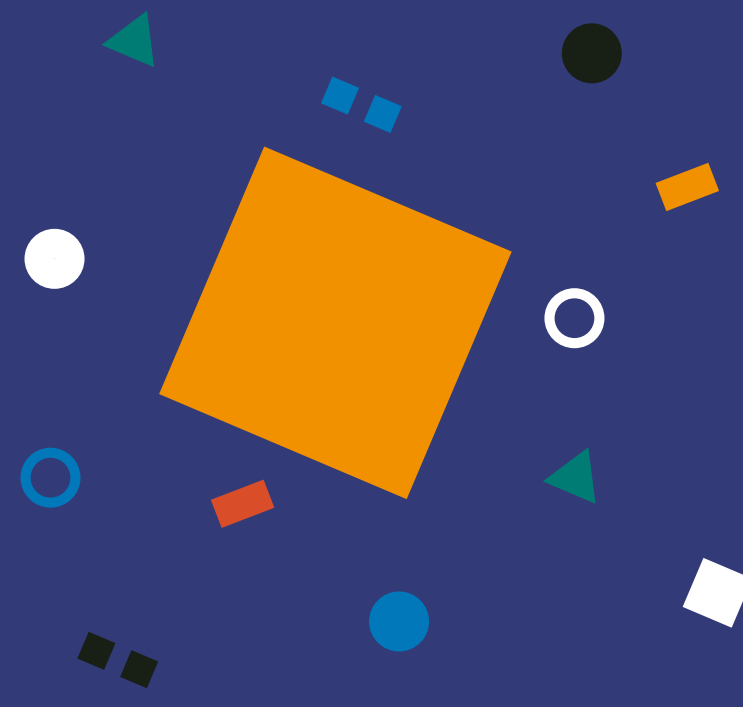
**Feminist development policy: framing and priorities**

**4**

**Gendered ODA: using aid to tackle gender inequalities worldwide**



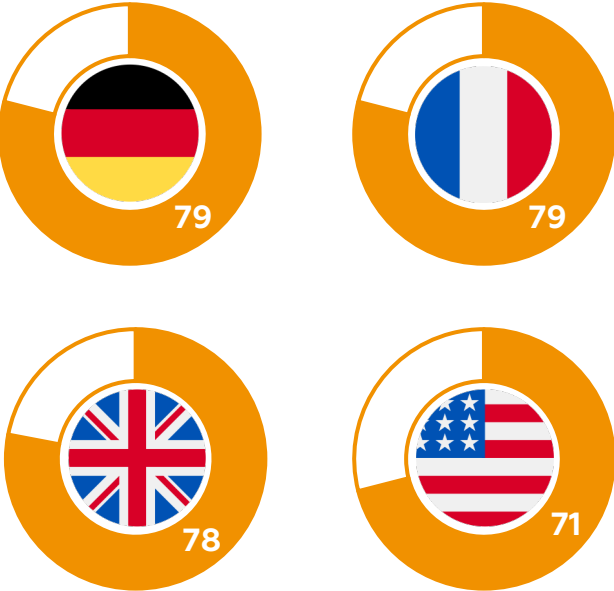
# SECTION 1: GENDER EQUALITY



Public opinion on gender equality, progress and the causes of inequality between women and men around the world

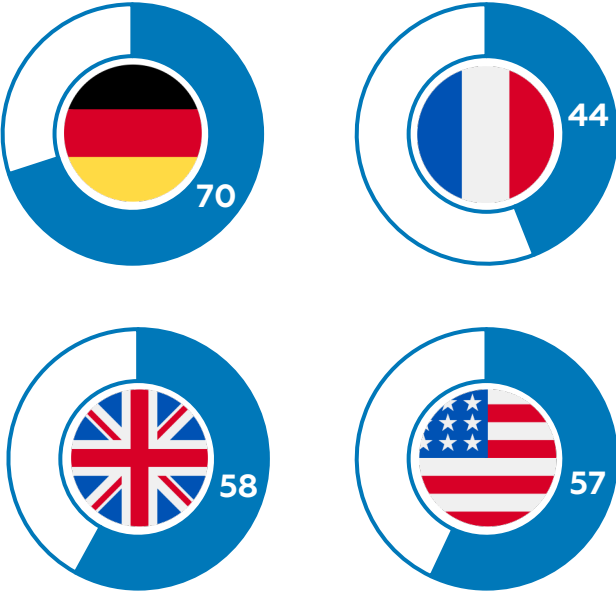
# PUBLIC ATTITUDES TOWARDS GENDER EQUALITY IN THE UK

## % WHO THINK WOMEN & MEN CAN BE EQUAL



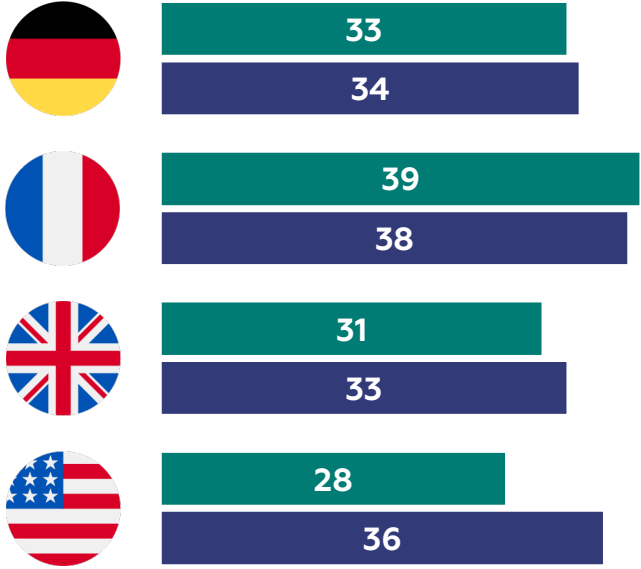
■ % of people who think women and men can be equal

## % WHO THINK WOMEN & MEN HAVE BECOME MORE EQUAL IN THE PAST 10 YEARS



■ % of people who think women and men became more equal

## TOP REASONS WHY WOMEN ARE TREATED DIFFERENT FROM MEN



■ Men's resistance to change  
■ The role of culture and history



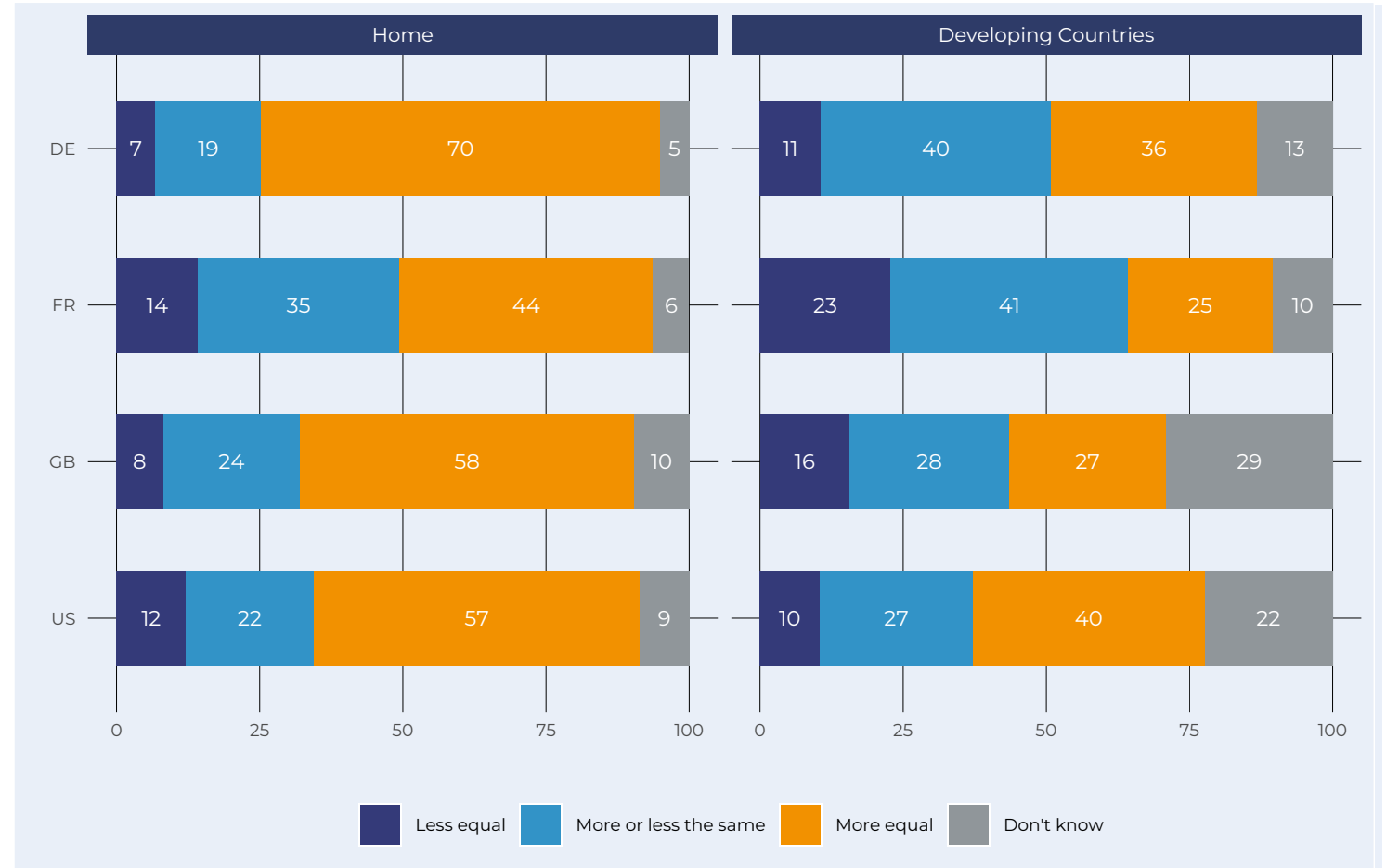
# GAP IN PERCEIVED GENDER EQUALITY IN THE UK AND IN DEVELOPING COUNTRIES

We asked whether women and men, in their home country and in developing countries, have **become more or less equal compared to 10 years ago**.

With the exception of France, a majority think men and women are more equal. In all four countries, **“less equal” is a minority** position for both home and developing countries.













In terms of equality at home, Germany stands out here and is most positive (70%). In terms of equality in developing countries, the U.S. is the most positive (40%).

For the three European countries, **there is almost always a rough doubling of the proportion of respondents who say “more equal” at home versus in developing countries**. The U.S. is different, however: the gap between home and developing countries is not perceived as large, on average.



Question: In your opinion, compared to 10 years ago, have women and men in **\*\*[COUNTRY]/developing countries\*\*** become more or less equal? | Sample size DE=2,002, FR=2,046, GB=2,007, US=2,345 | Base: DE/FR/GB/US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 20 Feb - 1 Mar 2023

# TOP 3 REASONS WOMEN ARE NOT TREATED IN THE SAME WAY AS MEN IN DEVELOPING COUNTRIES

	FRANCE	GERMANY	GREAT BRITAIN	UNITED STATES
1	 <p>Religion</p> <p>49%</p>	 <p>Religion</p> <p>57%</p>	 <p>The role of culture and history</p> <p>63%</p>	 <p>The role of culture and history</p> <p>51%</p>
2	 <p>The role of culture and history</p> <p>45%</p>	 <p>The role of culture and history</p> <p>56%</p>	 <p>Religion</p> <p>60%</p>	 <p>Religion</p> <p>44%</p>
3	 <p>The lack of laws that guarantee equality between women and men</p> <p>37%</p>	 <p>Men's resistance to this change</p> <p>49%</p>	 <p>Men's resistance to this change</p> <p>52%</p>	 <p>Men's resistance to this change</p> <p>38%</p>

Question: Which of the following – if any – are reasons you think women in Germany/France/the United Kingdom/the United States/developing countries are not treated in the same way as men? If you don't think this is the case, please select the 'Not applicable' option (Please tick all that apply)  
 Sample size DE=2,002, FR=2,046, GB=2,007, US=2,345| Base: DE/FR/GB/US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 20 Feb - 1 Mar 2023



# AT HOME AND ABROAD: CULTURE, HISTORY, AND MEN'S RESISTANCE ARE THE COMMON IDENTIFIED FACTORS BEHIND GENDER INEQUALITY

33% to 38% of respondents in the four countries of the study think culture and history is the reason why women are treated differently from men in their own countries. Culture and history is also one of the most frequently picked reasons for developing countries, but at much higher rates of 45% to 63%.

The other common factor explaining inequality in the minds of respondents is men's resistance to change, a popular reason to explain both inequality at home (for 28% to 39% of respondents) and in developing countries (for 38 to 52% of respondents).

Religion is much more frequently picked as a reason to explain inequality in developing countries. For developing countries it was chosen by 44% to 60% of respondents, compared to 15% to 26% of respondents who think about inequality in their own countries.

Respondents are also more likely to think women lack the same opportunities compared to men in developing countries. This explanation was chosen by between 6% to 13% of respondents to explain inequality in their own countries, but by 28% to 44% of respondents when asked to think about gender inequality in developing countries.

# STRONG PUBLIC SUPPORT FOR ADDRESSING GENDER INEQUALITY IN ALL COUNTRIES

We asked respondents to indicate the extent to which they agreed or disagreed with 5 statements on gender equality.

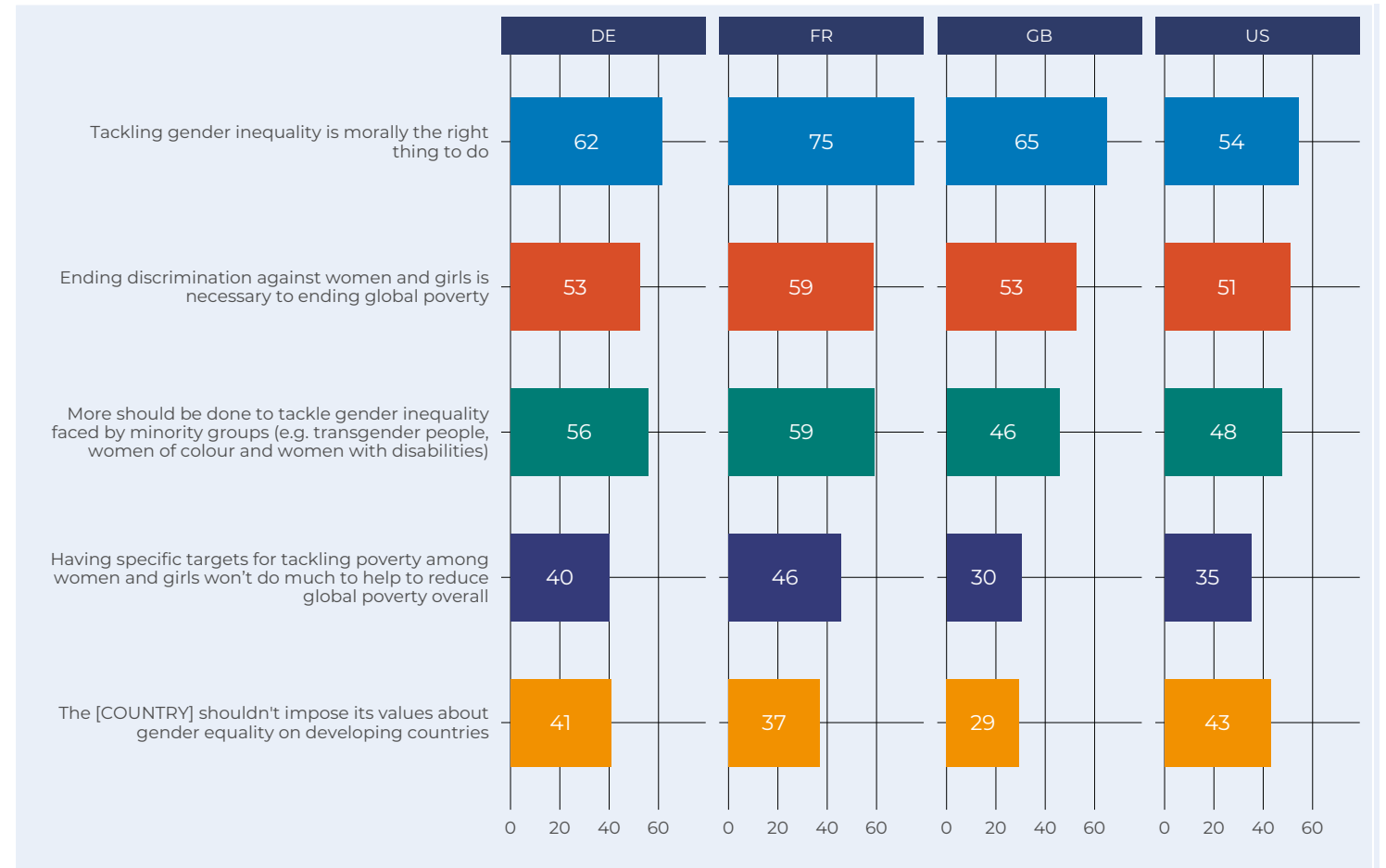
A majority in all countries say that **tackling gender inequality is morally the right thing to do**. This ranges from 54% in the U.S, 62% in Germany, 65% in GB, to 75% in France.

A majority in each country also say that **ending discrimination against women and girls is necessary to ending global poverty**.

Majorities in France (59%) and Germany (56%) say that more should be done to **tackle gender inequality faced by minority groups**, falling to 48% in the U.S. and 46% in Britain.

There is moderate support for the notion that having **specific targets to tackle poverty among women and girls won't do much to help reduce poverty overall**, (ranging between 30% and 46% across the 4 countries).

There was also **caution about countries imposing their values on gender equality on developing countries**: British respondents were least likely to agree with this statement (29%), with the U.S. most likely (43%) to say that we shouldn't impose our values on other countries.



**Question: Please indicate the extent to which you agree or disagree with the following statements. Generally speaking...**  
 Sample size DE=2,002, FR=2,046, GB=2,007, US=2,345 | Base: DE/FR/GB/US adults | Data are weighted to be nationally representative |  
 Fieldwork by YouGov, 20 Feb - 1 Mar 2023

# 'AS A WOMAN...' BRITISH WOMEN'S ATTITUDES AND ACTIONS TOWARDS WOMEN & GIRLS IN DEVELOPING COUNTRIES

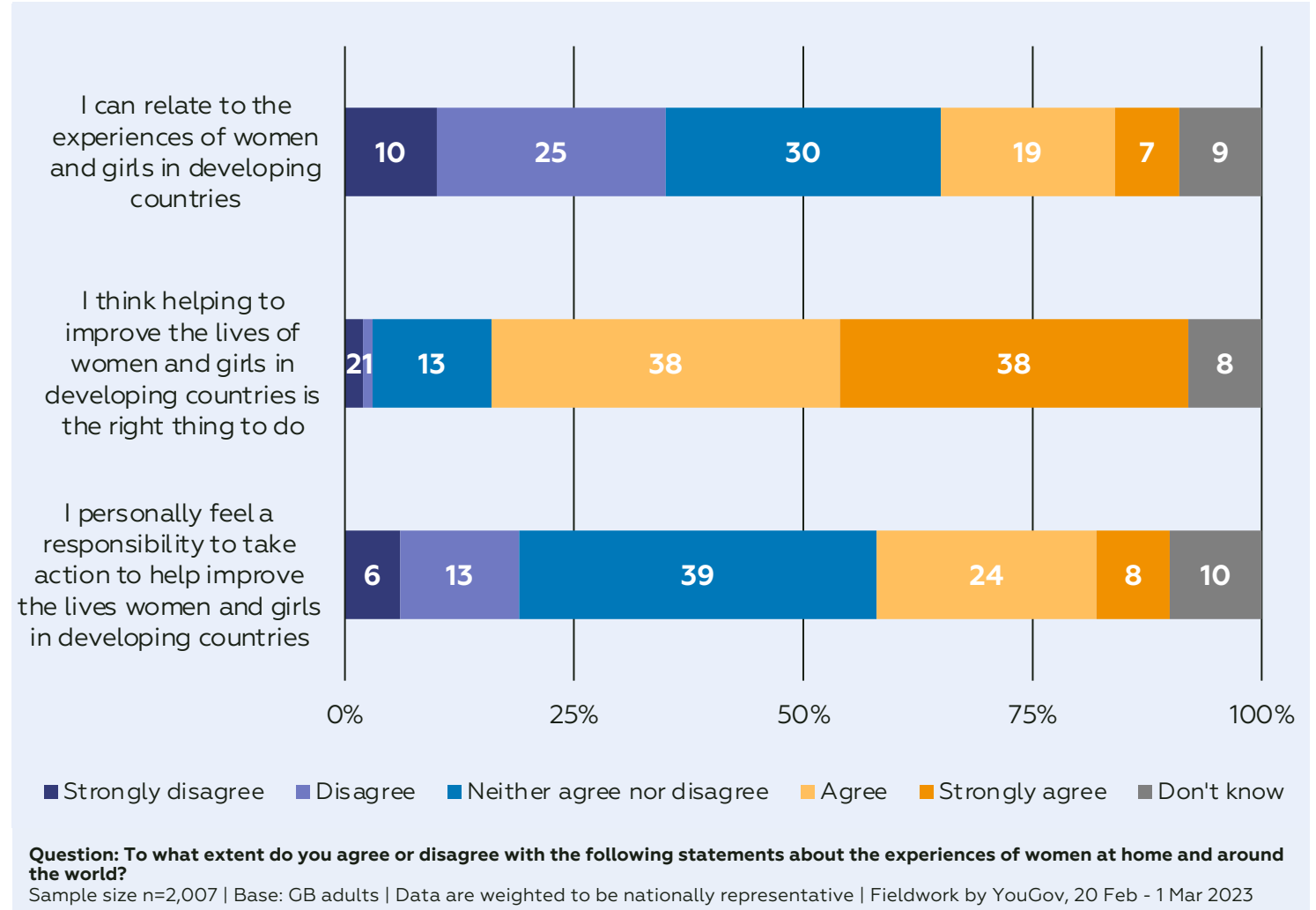


## 76%

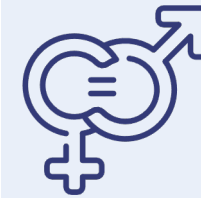
of women think helping to improve the lives of women and girls in developing countries is the right thing to do

This question is only asked to women respondents. A large majority of women say helping to improve the lives of women & girls in developing countries is the right thing to do, but far fewer feel like they can relate to their experiences (26%) or have a responsibility to take action to help (32%).

Relatability is harder for British women: 39% neither agree nor disagree with statement and more than a third (35%) disagree.



# WHAT DO MEN THINK? THEIR PARTICIPATION IS IMPORTANT TO ACHIEVE GENDER EQUALITY



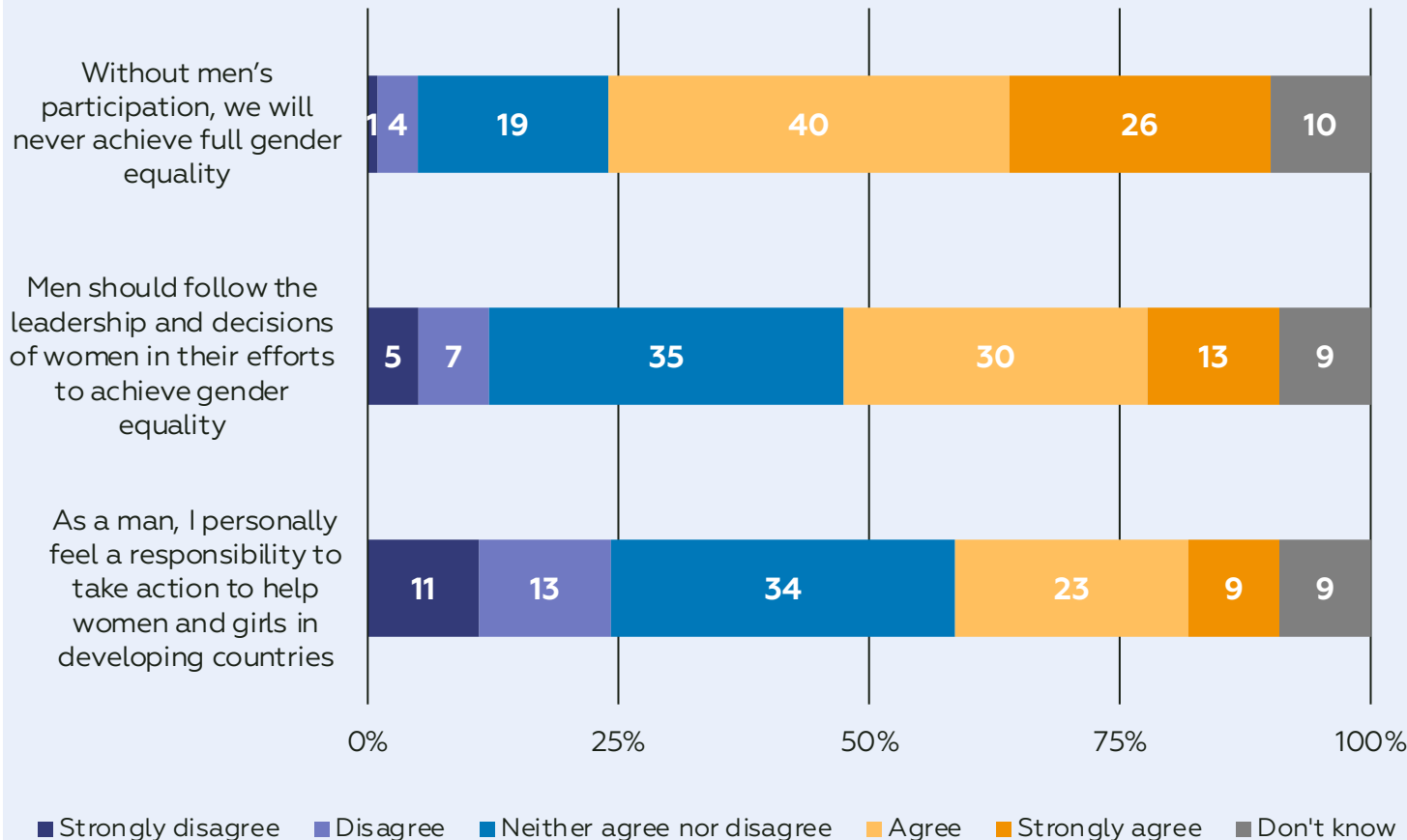
## 66%

of men think that without men's participation, we will never achieve full gender equality

This three statements were asked to male respondents.

32% of men feel a responsibility to act to help women and girls in developing countries. However, they believe they have an important role to play to achieve gender equality.

But should they follow the leadership of women? 43% agree, although 35% remain uncertain on the issue.



**Question: To what extent do you agree or disagree with the following statements about men's role in achieving gender equality worldwide?**

Sample size 2,007 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 20 Feb - 1 Mar 2023



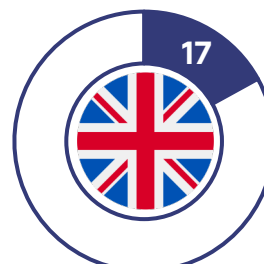
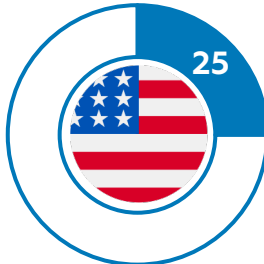
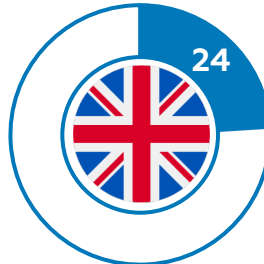
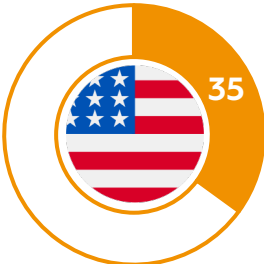
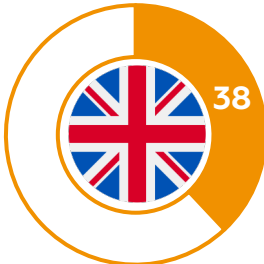
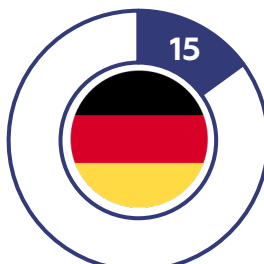
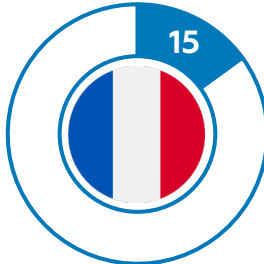
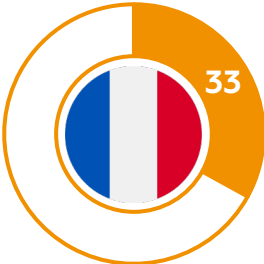
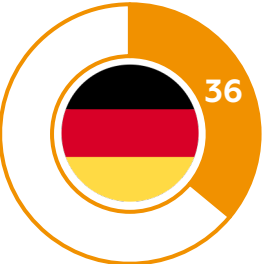


# HOW DO PEOPLE EXPERIENCE OR HEAR ABOUT CASES OF GENDER-BASED DISCRIMINATION?

ONE IN THREE MEN READ ABOUT CASES OF GENDER DISCRIMINATION IN THE NEWS

ON AVERAGE ONE IN FIVE WOMEN SAY THEY HAVE PERSONALLY EXPERIENCED GENDER BASED DISCRIMINATION

ON AVERAGE, ALMOST ONE IN FIVE WOMEN SAY THEY KNOW OF GENDER DISCRIMINATION CASES IN THEIR FRIENDSHIP CIRCLES



■ % of men who read about gender discrimination in the news

■ % of women who say they personally experienced discrimination

■ % of women who say they know someone in their close friendship circle who experienced discrimination













## **MEN ARE MUCH MORE LIKELY TO SAY THEY DON'T KNOW, EXPERIENCE, OR HEAR ABOUT GENDER DISCRIMINATION**

Across countries, 29% of men say they neither hear about gender-based discrimination in the news, or know about it from close friends, relatives, colleagues, or other members of their communities. This compares to 24% for women; perhaps a smaller gap than we might have expected.

Unsurprisingly, men are much less likely to have personally experienced discrimination based on their gender. An average of 8% across four countries, compared to 20% of women, more than double.













Women are significantly more aware of cases of discrimination in their social circles (except for France): on average across countries 11% of men report knowing about friends, relatives or colleagues at work experiencing gender-based discrimination, compared to 14% of women.

# NEWS IS THE MOST POPULAR WAY MEN HEAR ABOUT CASES OF GENDER DISCRIMINATION

	FRANCE	GERMANY	GREAT BRITAIN	UNITED STATES
1	 <p>I have heard of cases of gender-based discrimination which are reported in the national news</p> <p><b>33%</b></p>	 <p>I have heard of cases of gender-based discrimination which are reported in the national news</p> <p><b>36%</b></p>	 <p>I have heard of cases of gender-based discrimination which are reported in the national news</p> <p><b>38%</b></p>	 <p>I have heard of cases of gender-based discrimination which are reported in the national news</p> <p><b>35%</b></p>
2	 <p>None of these</p> <p><b>26%</b></p>	 <p>None of these</p> <p><b>32%</b></p>	 <p>None of these</p> <p><b>32%</b></p>	 <p>None of these</p> <p><b>27%</b></p>
3	 <p>Someone in my close friendship circle has experienced gender-based discrimination</p> <p><b>14%</b></p>	 <p>Someone in the community where I live has experienced gender-based discrimination</p> <p><b>11%</b></p>	 <p>Don't know</p> <p><b>16%</b></p>	 <p>Someone in my close friendship circle has experienced gender-based discrimination</p> <p><b>16%</b></p>

Question: Thinking about gender-based discrimination (e.g. different pay for same job, parental leave, or pregnancy discrimination), please select the statements, if any, that apply to you. (Please tick all that apply)  
 Sample size DE=2,002, FR=2,046, GB=2,007, US=2,345 | Base: DE/FR/GB/US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 20 Feb - 1 Mar 2023

# BETWEEN 15 AND 25% OF WOMEN SAY THEY PERSONALLY EXPERIENCED DISCRIMINATION

	FRANCE	GERMANY	GREAT BRITAIN	UNITED STATES
1	 <p>I have heard of cases of gender-based discrimination which are reported in the national news</p> <p><b>37%</b></p>	 <p>I have heard of cases of gender-based discrimination which are reported in the national news</p> <p><b>39%</b></p>	 <p>I have heard of cases of gender-based discrimination which are reported in the national news</p> <p><b>44%</b></p>	 <p>I have heard of cases of gender-based discrimination which are reported in the national news</p> <p><b>40%</b></p>
2	 <p>None of these</p> <p><b>25%</b></p>	 <p>None of these</p> <p><b>27%</b></p>	 <p>I have personally experienced gender-based discrimination</p> <p><b>24%</b></p>	 <p>I have personally experienced gender-based discrimination</p> <p><b>25%</b></p>
3	 <p>I have personally experienced gender-based discrimination</p> <p><b>15%</b></p>	 <p>I have personally experienced gender-based discrimination</p> <p><b>17%</b></p>	 <p>None of these</p> <p><b>22%</b></p>	 <p>Someone in my close friendship circle has experienced gender-based discrimination</p> <p><b>22%</b></p>

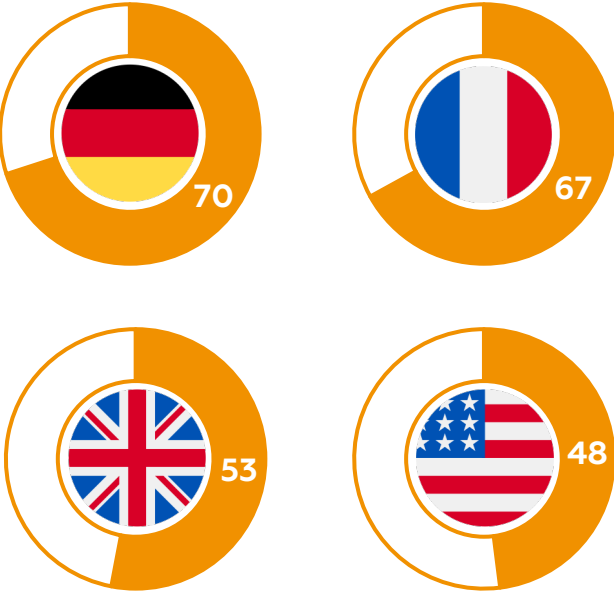
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 Sample size DE=2,002, FR=2,046, GB=2,007, US=2,345 | Base: DE/FR/GB/US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 20 Feb - 1 Mar 2023



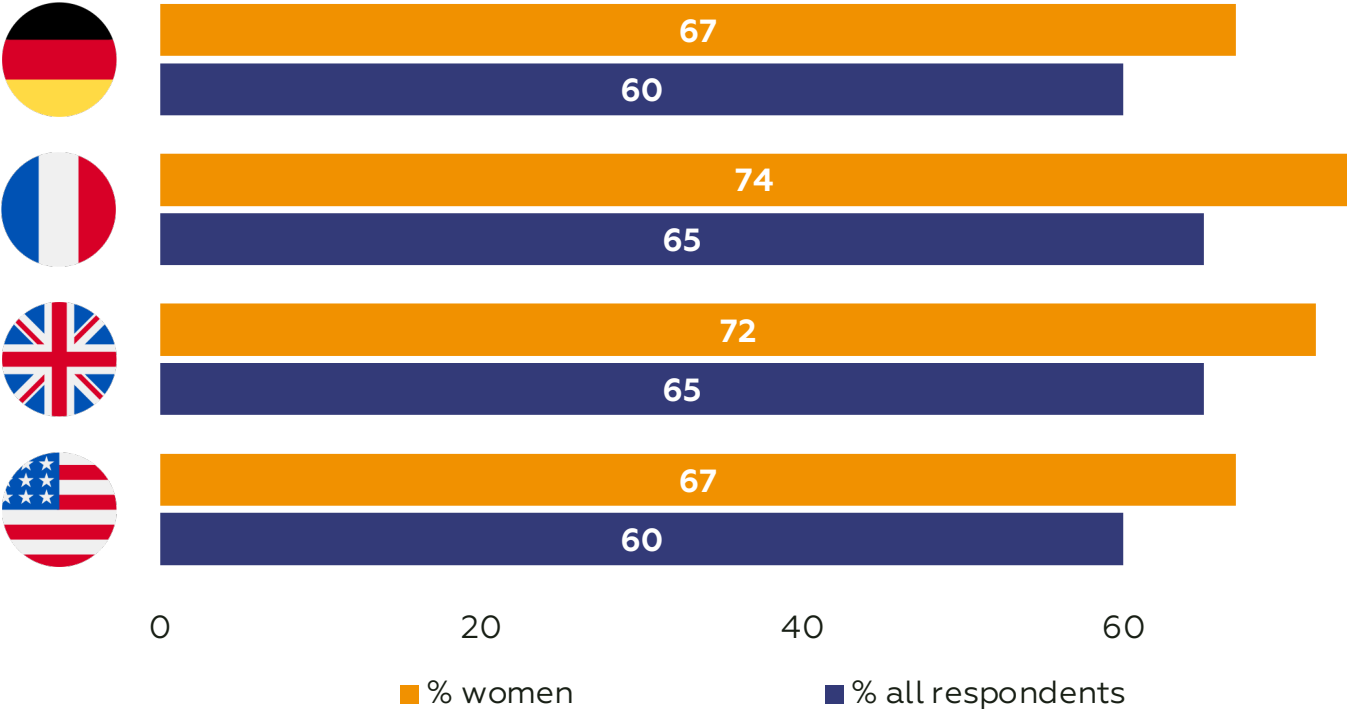
# EXPERIENCES OF DISCRIMINATION & HOW THEY ARE REPORTED

A MAJORITY THINK VIOLENCE & DISCRIMINATION AGAINST WOMEN HAPPENS MOST OR ALL OF THE TIME

A MAJORITY OF RESPONDENTS THINK DISCRIMINATION & VIOLENCE AGAINST WOMEN IS VERY OR SOMEWHAT UNDERREPORTED, ESPECIALLY IF THEY IDENTIFY AS A WOMAN



■ % of respondents who think discrimination and violence against women happens all/most of the time



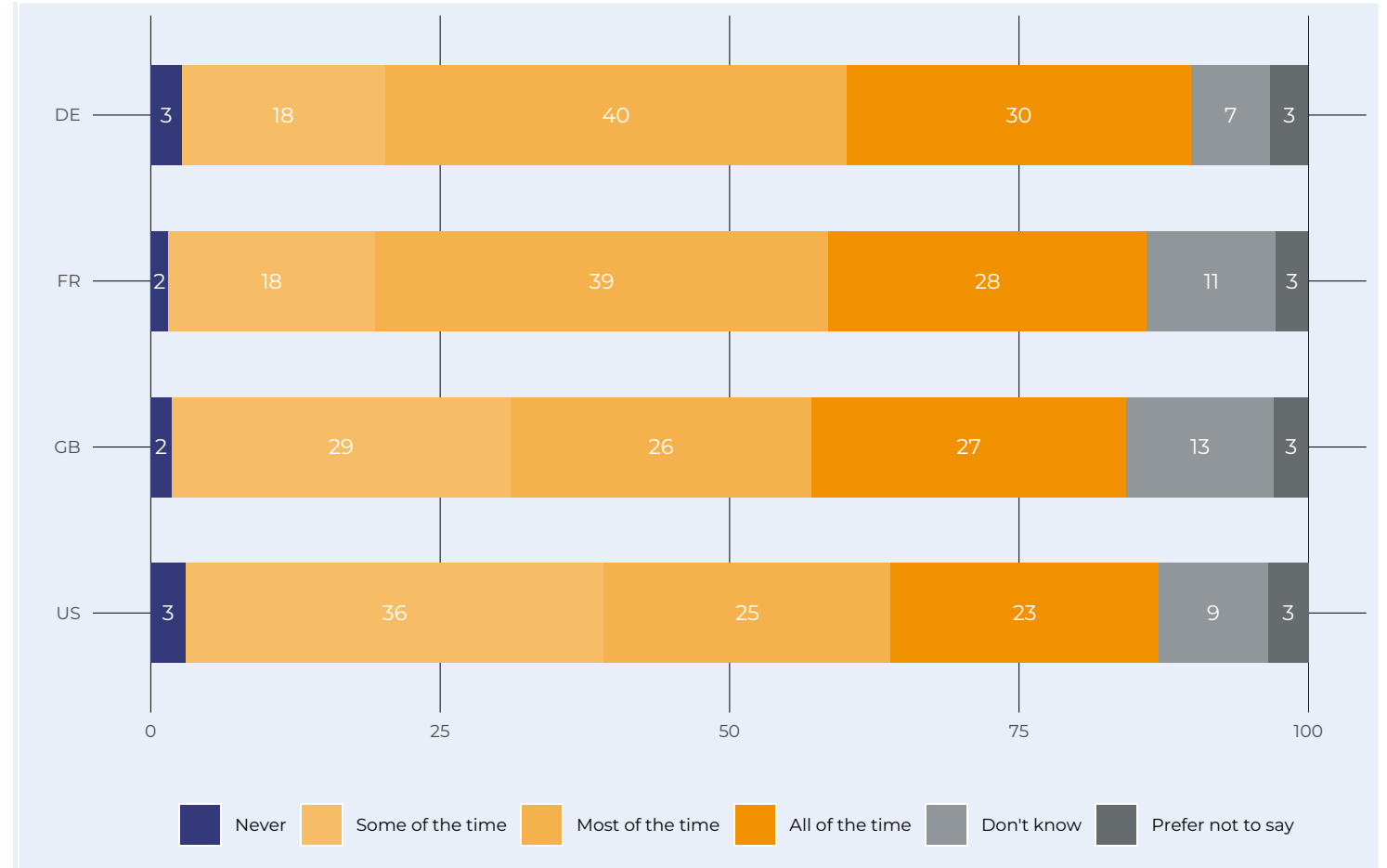
# DISCRIMINATION AND VIOLENCE ARE FREQUENT EXPERIENCES FOR WOMEN

We asked respondents in each of the four countries how often they think discrimination and violence against women occurs?

While views differ across the countries, the data show that the public recognise that **women frequently encounter discrimination and violence**. In Germany, 7 in 10 say it occurs most or all of the time, followed by 67% in France.

Perceptions of frequency were lower in Britain 53% and in the U.S. 48%, but more than a third of respondents in the U.S. said discrimination and violence happened some of the time.

Attitudes vary by gender: **women are more likely to say it happens all the time and men are more likely to say it happens some of the time**. Women and men are more similar in their views that it happens most of the time.



**Question: Generally speaking, how often, if at all do you think discrimination and violence against women occur?**  
 Sample size DE=2,002, FR=2,046, GB=2,007, US=2,345 | Base: DE/FR/GB/US adults | Data are weighted to be nationally representative |  
 Fieldwork by YouGov, 20 Feb - 1 Mar 2023

# 6 IN 10 RESPONDENTS THINK DISCRIMINATION AND VIOLENCE AGAINST WOMEN IS SOMEWHAT OR SIGNIFICANTLY UNDERREPORTED



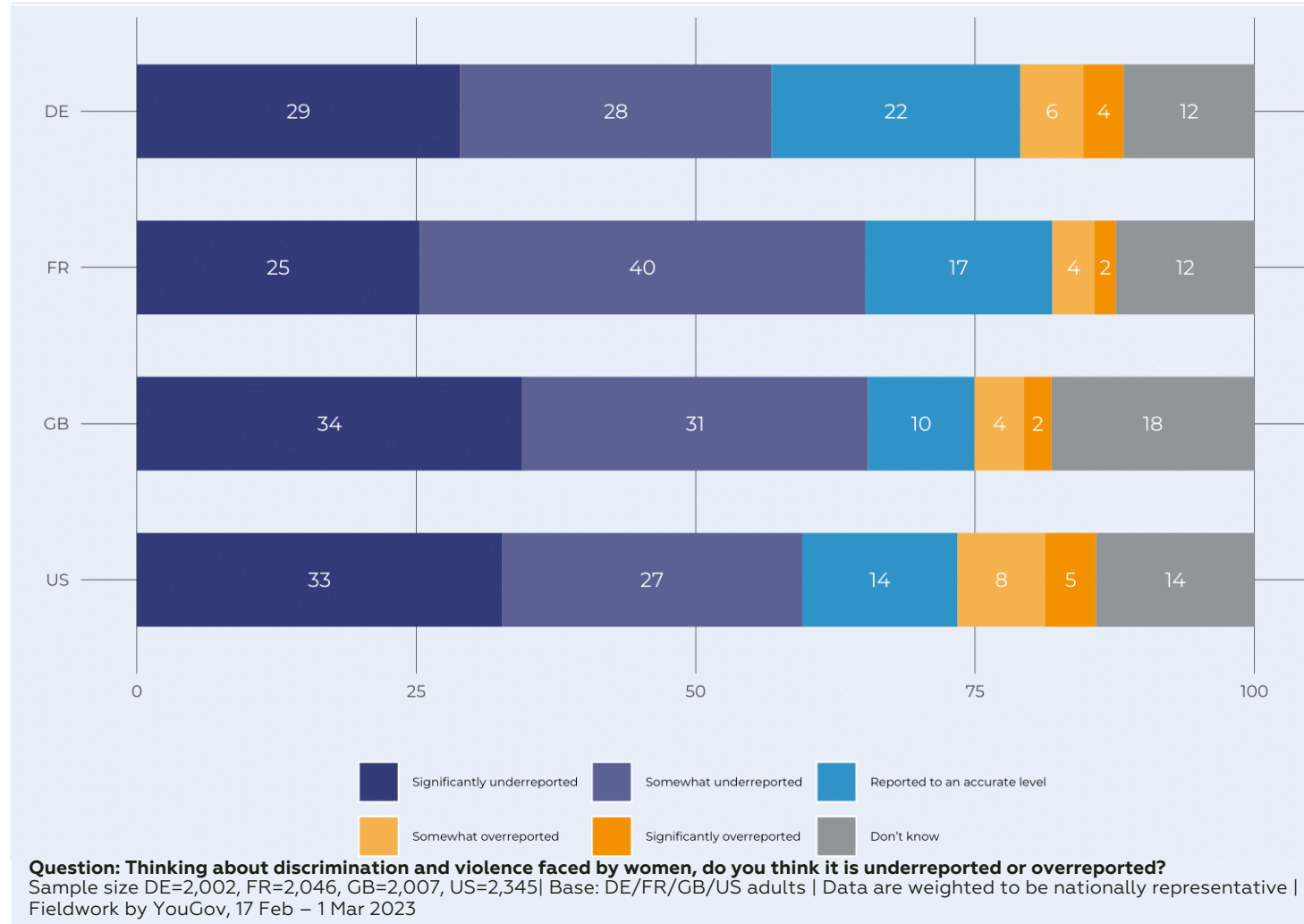
>60%

think discrimination & violence against women is somewhat or significantly underreported

French respondents are most likely to say that discrimination and violence against women is somewhat or significantly underreported; followed by Britain (64%), U.S. (60%) and Germany (57%).

**Very small proportions think that discrimination and violence against women it is overreported, with more than 1 in 10 in each country saying 'Don't know'.**

Women are far more likely to say it is significantly underreported; roughly double the average male respondent across the countries.



# GENDER DISCRIMINATION: FREQUENCY & REPORTING

Across all countries, the public say that women frequently encounter discrimination and violence. In Britain, 53% think it occurs most or all of the time.

- 'It happens all the time' = women
- 'It happens some of the time' = men
- 'It happens most of the time' = nd

French respondents are most likely to say that discrimination and violence against women is somewhat or significantly underreported.

Women are far more likely to say it is significantly underreported; roughly double the average male respondent across the countries.





# WILL GENDER GAPS DISAPPEAR IN THE FUTURE? TESTING THE PUBLIC'S OPTIMISM AND BELIEVABILITY

- **Political empowerment:** Over the past 16 years, it has been estimated that the Political Empowerment gender gap has been closed by 22%.
- **Global gender gap:** It has been estimated that it will take another 132 years to close the global gender gap.
- **Education attainment:** Over the past 16 years, it has been estimated that the Educational Attainment gender gap has been closed by 94%.
- **Economic participation:** Over the past 16 years, it has been estimated that the Economic Participation and Opportunity gender gap has been closed by 60%.

Different statements (from the World Economic Forum's *Global Gender Gap Report 2022*) on the progress on gender gaps were randomly assigned to respondents.

We asked respondents:

- How believable or unbelievable do you think this statement is?
- Does this statement make you more optimistic or more pessimistic about the effectiveness of efforts to tackle the gender gap?

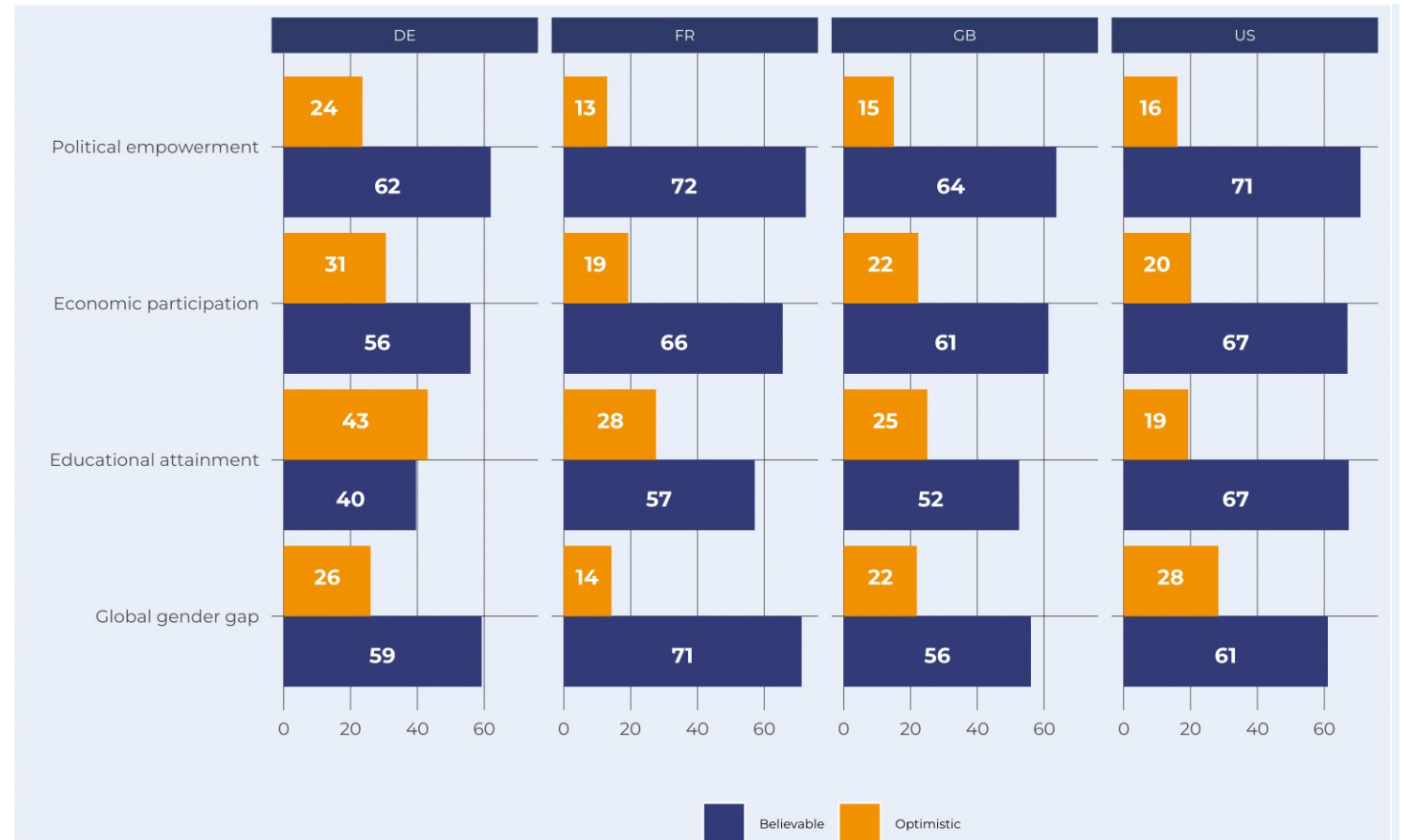
# BELIEVABILITY OF GENDER GAPS & OPTIMISM TOWARDS ADDRESSING THEM

Respondents were asked: (1) How believable or unbelievable do you think this statement is? And (2) Does this statement make you more optimistic or less pessimistic about the effectiveness of efforts to tackle the gender gap?

Respondents see the reality of gender gaps clearly – **in all but one case majorities believe the statements. But optimism is generally low.**

The statement that the educational attainment gender gap has been closed by 94% is the least likely to be believed, especially in Germany. This is the most positive statement of change. Interestingly, again in Germany this was also the statement that made respondents most optimistic – suggesting that **reporting progress may boost optimism.** Germany is systematically more optimistic.

In sum, **respondents very much believe the statistics from the World Economic Forum, but they aren't that optimistic about the effectiveness of efforts to tackle this gap.**



Question: How believable/optimistic or unbelievable/pessimistic do you think this statement is? (2) Does this statement make you more optimistic or more pessimistic about the effectiveness of efforts to tackle the gender gap?

Sample size DE=2,002, FR=2,046, GB=2,007, US=2,345 | Base: DE/FR/GB/US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 17 Feb - 1 Mar 2023

# REPORTING ON PROGRESS TOWARDS GENDER EQUALITY

People believe progress is happening: across a series of statements on progress and the need for more efforts to achieve gender equality, more than 50% say they believe the statements.

The exception (outside the U.S.) IS the statement on the educational attainment gap (closed by 94% - perhaps the big number raised doubts?).

Despite feelings of progress, none of the statements made a majority of respondents feel **optimistic**: just one in four say they feel optimistic about efforts to reduce gender gaps after receiving information about progress.



# KEY INSIGHTS

- There is strong support for addressing gender inequalities – majorities agree that it is morally the right thing to do and because it's necessary to address poverty.
  - The public thinks that gender equality is possible and has improved in the past 10 years; but see less progress in developing countries.
- Culture and men's resistance are seen as key barriers; in developing countries, religion is also seen as a barrier.

Discrimination is seen as a very frequent experience for women, but 1 in 3 men report not hearing about it (why >60% agree that discrimination and violence is underreported?).


- The British public believe progress has been made in reducing global gender gaps, but very few say they are optimistic about the effectiveness of efforts to tackle gender gaps.







# SECTION 2: GOVERNMENT EFFORTS TO TACKLE GENDER INEQUALITY

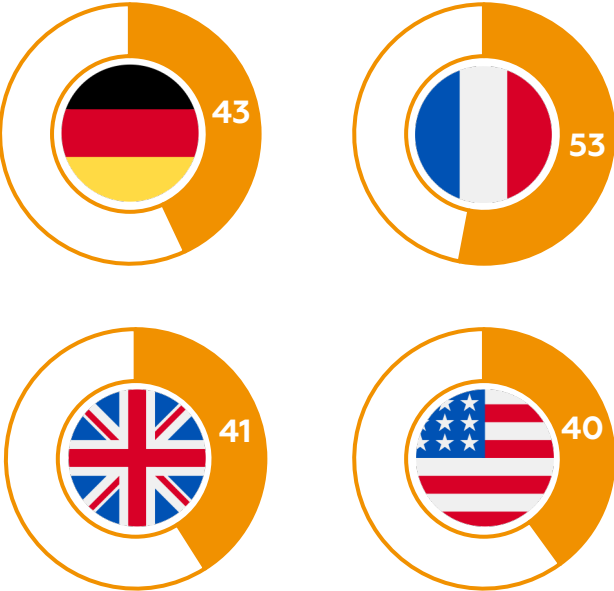


Are governments doing  
enough and what should  
their priorities be?

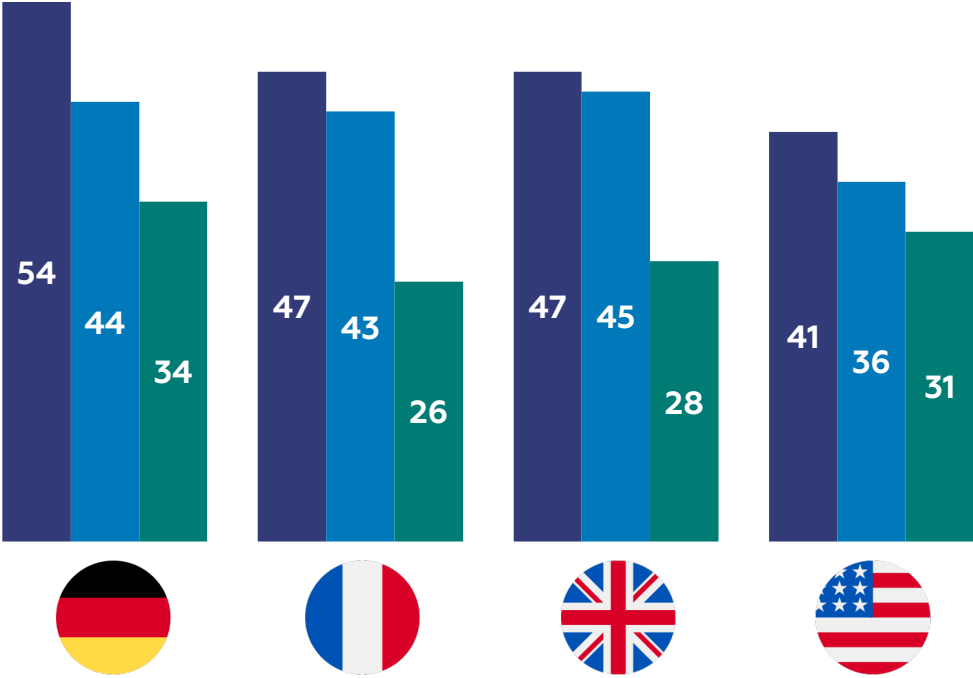
# GENDER EQUALITY WORLDWIDE: APPETITE FOR MORE GOVERNMENT ACTION

SUPPORT FOR GOVERNMENT ACTION TOWARDS GENDER EQUALITY WORLDWIDE IS HIGHEST IN FRANCE

TOP 3 PRIORITIES FOR TACKLING GENDER INEQUALITY FACED BY WOMEN & GIRLS IN DEVELOPING COUNTRIES







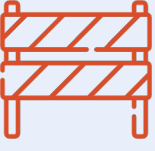
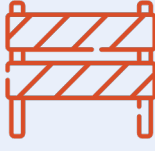
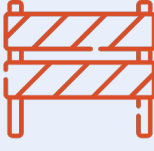
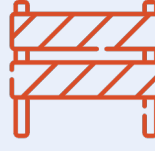




■ % of respondents who think the government should do more for gender equality worldwide



- Increase training and education for women and girls to effectively participate in policymaking
- Tackle cultural, political and religious barriers to improving the lives of women and girls
- Raise public awareness about the challenges faced by women and girls















# TOP PRIORITIES FOR TACKLING GENDER INEQUALITY FACED BY WOMEN AND GIRLS IN DEVELOPING COUNTRIES

	FRANCE	GERMANY	GREAT BRITAIN	UNITED STATES
1	 <p>Increase training and education for women and girls in developing countries to effectively participate in policymaking</p> <p><b>47%</b></p>	 <p>Increase training and education for women and girls in developing countries to effectively participate in policymaking</p> <p><b>54%</b></p>	 <p>Increase training and education for women and girls in developing countries to effectively participate in policymaking</p> <p><b>47%</b></p>	 <p>Increase training and education for women and girls in developing countries to effectively participate in policymaking</p> <p><b>41%</b></p>
2	 <p>Tackle cultural, political, and religious barriers to improving the lives of women and girls in developing countries</p> <p><b>43%</b></p>	 <p>Tackle cultural, political, and religious barriers to improving the lives of women and girls in developing countries</p> <p><b>44%</b></p>	 <p>Tackle cultural, political, and religious barriers to improving the lives of women and girls in developing countries</p> <p><b>45%</b></p>	 <p>Tackle cultural, political, and religious barriers to improving the lives of women and girls in developing countries</p> <p><b>36%</b></p>
3	 <p>Increase the number and representation of women in government organisations that provide overseas aid</p> <p><b>34%</b></p>	 <p>Raise public awareness about the challenges faced by women and girls in developing countries</p> <p><b>34%</b></p>	 <p>Raise public awareness about the challenges faced by women and girls in developing countries</p> <p><b>28%</b></p>	 <p>Raise public awareness about the challenges faced by women and girls in developing countries</p> <p><b>31%</b></p>

Question: Thinking about efforts to tackle gender inequality faced by women and girls in \*\*developing countries\*\*, please rank the top three things you think the UK government should do.  
 Sample size DE=2,002, FR=2,046, GB=2,007, US=2,345| Base: DE/FR/GB/US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 20 Feb - 1 Mar 2023

# 3 IN 10 CONSIDER TACKLING GENDER INEQUALITY IN DEVELOPING COUNTRIES A VOTING ISSUE

	FRANCE	GERMANY	GREAT BRITAIN	UNITED STATES
1	 <p>Sign a petition</p> <p>33%</p>	 <p>Sign a petition</p> <p>32%</p>	 <p>Sign a petition</p> <p>38%</p>	 <p>Vote in an election for a candidate who supports gender equality</p> <p>31%</p>
2	 <p>Vote in an election for a candidate who supports gender equality</p> <p>33%</p>	 <p>Vote in an election for a candidate who supports gender equality</p> <p>29%</p>	 <p>Boycott companies whose practices or investments makes gender inequality worse</p> <p>31%</p>	 <p>None of these</p> <p>27%</p>
3	 <p>Boycott companies whose practices or investments makes gender inequality worse</p> <p>32%</p>	 <p>Boycott companies whose practices or investments makes gender inequality worse</p> <p>28%</p>	 <p>Vote in an election for a candidate who supports gender equality</p> <p>28%</p>	 <p>Boycott companies whose practices or investments makes gender inequality worse</p> <p>26%</p>

Question: Thinking about overseas aid, which of the following actions would you be willing to do to encourage the DE/FR/GB/US government to tackle gender inequality in developing countries? (Please tick all that apply)  
 Sample size DE=2,002, FR=2,046, GB=2,007, US=2,345 | Base: DE/FR/GB/US adults | Data are weighted to be nationally representative |  
 Fieldwork by YouGov, 20 Feb - 1 Mar 2023

# ISSUES THAT AFFECT WOMEN AND GIRLS: AWARENESS, KNOWLEDGE AND IMPORTANCE

We presented respondents with a series of key issues that affect women and girls and asked them the extent to which they were aware of the issue, knew about it, and whether they considered it important that the government addresses it.

- Child marriage
- Female genital mutilation
- Period poverty
- Sexual violence in conflict
- Abortion rights
- Sexual harassment

We asked respondents: Below is a list of issues that can affect women and girls.

- For each issue, please tell us whether you have heard about the issue (heard about the issue and know what it is, heard about issue but don't know much about it or have not heard of issue)
- please tell us how important you think it is that the DE/FR/UK/U.S government addresses each of the issues below?

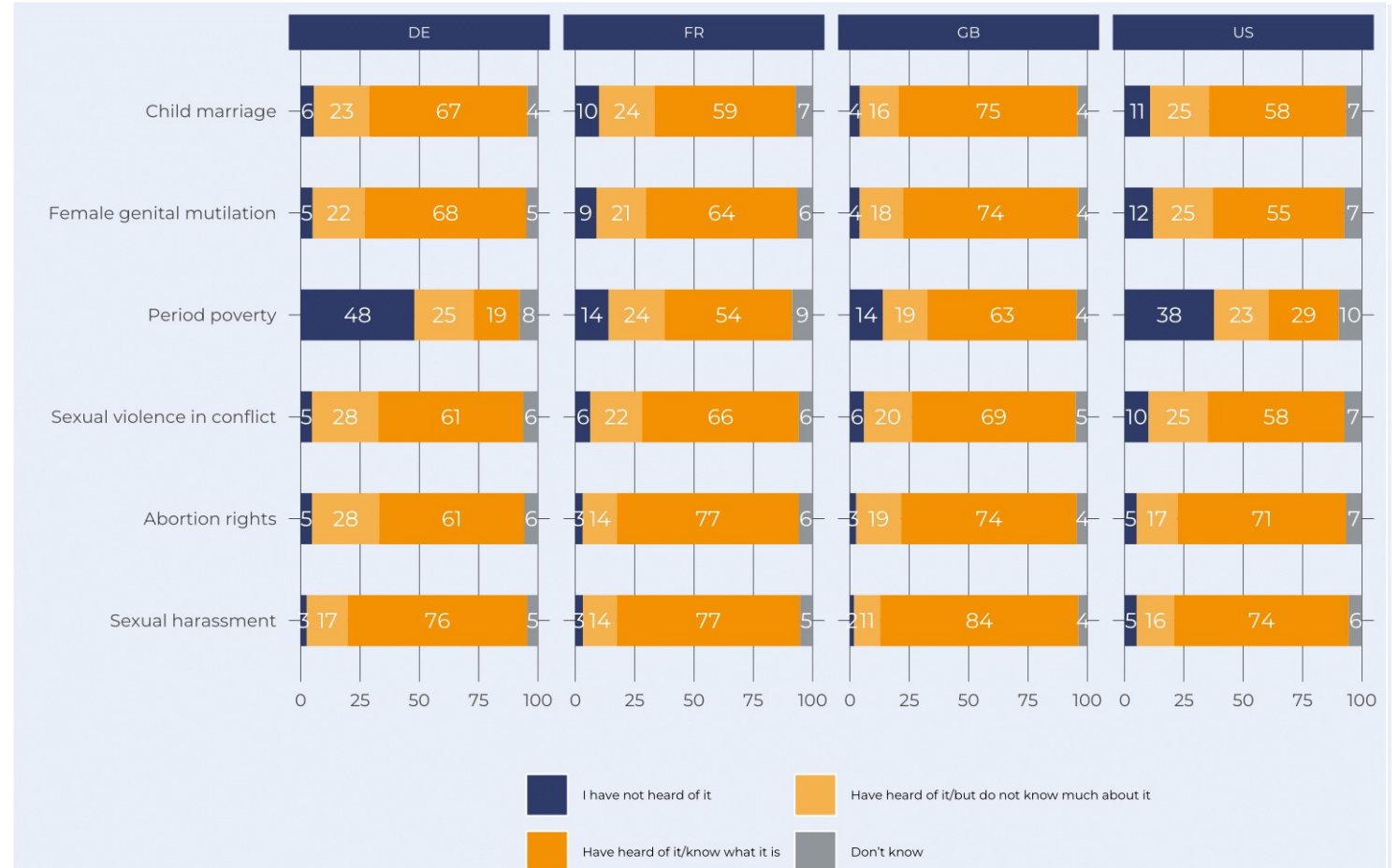
# KNOWLEDGE OF ISSUES AFFECTING WOMEN AND GIRLS IS HIGH, SAVE FOR PERIOD POVERTY

We asked respondents in each of the four countries about six key issues affecting women and girls. We asked respondents: whether they have heard about the issue and know what it is, heard about issue but don't know much about it or have not heard of issue.

The data show that **majorities in all countries have heard and know about 5 of the 6 issues, the exception being period poverty.** In Germany, 48% said they had not heard of the issue, compared to 38% in the U.S. and 14% in both France and Britain.

The U.S. had the highest percentage of respondents saying they had not heard of 4 of the 6 issues.

Overall, the data suggest that **awareness and knowledge is high** among the public about key issues that affect women and girls.



**Question: Below is a list of issues that can affect women and girls. For each issue, please tell us whether you have heard about the issue. Thinking about the same issues, please tell us how important you think it is that the DE/FR/UK/U.S government addresses each of the issues below.**  
 Sample size DE=2,002, FR=2,046, GB=2,007, US=2,345 | Base: DE/FR/GB/US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 17 Feb– 1 Mar 2023.

# MOST PEOPLE THINK GOVERNMENT ACTION IS IMPORTANT TO TACKLE THESE ISSUES FACED BY WOMEN AND GIRLS

Following on from the question on knowledge, we asked how important it is that the (country) government addresses these issues. It is clear that **large majorities think that it is very important to address issues that affect women and girls.**

The issues that are most important varies somewhat by country. In Great Britain, 7 in 10 want child marriage and female genital mutilation addressed.

The top issue in Germany is FGM, followed closely by child marriage, sexual violence in conflict and sexual harassment.

The top issue in the U.S. was sexual violence in conflict.

Across all countries, period poverty was the lowest priority for government action.



**Question: Thinking about the same issues, please tell us how important you think it is that the DE/UK/US government addresses each of the issues below.** Sample size DE=2,002, GB=2,007, US=2,345 | Base: DE/GB/US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 17 Feb– 28 Feb 2023.



# THE PUBLIC WANT ACCESS TO ABORTION PROTECTED AT HOME & IN DEVELOPING COUNTRIES



Question: How important, if at all, is it to you personally that the DE/FR/UK/U.S. government's diplomatic, foreign policy, and aid efforts help protect women's access to abortion in developing countries? How important, if at all, is it to you personally that the DE/FR/UK/U.S. government helps protect women's access to abortion in France/Germany/the United Kingdom/the United States? Sample size DE=2,002, FR=2,046, GB=2,007, US=2,345 | Base: DE/FR/GB/US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 17 Feb - 1 Mar 2023

We asked how important, if at all, is it to you personally that the [COUNTRY] government's diplomatic, foreign policy, and aid efforts help protect women's access to abortion in developing countries? And how important, if at all, is it to you personally that the DE/FR/UK/U.S. government helps protect women's access to abortion in France/Germany/the United Kingdom/the United States?

While the data show that the public want access to abortion protected in both home and developing countries, **significantly more respondents in France and Britain want access to abortion protected at home.**

In France, 74% of respondents want access protected in developing countries compared to 82% in France. This compares to 60% and 78%, respectively, in Great Britain.

The U.S. and Germany show fewer differences in importance of protecting access to abortion between at home domestically and developing countries.



# KEY INSIGHTS

- Around 4 in 10 people want their government to do more to address gender equality worldwide.
- When it comes to what the priorities should be in order to tackle gender inequality the most common answers were education and training, tackling barriers and raising public awareness about women's challenges.
- In terms of actions to encourage their government to address gender inequality, people were most willing to sign a petition and vote for a candidate who supports gender equality.
- Knowledge is high around a set of key issues that affect women and girls and majorities say that it is very important that their government addresses them.
  - When it comes to abortion rights, majorities agree that it is somewhat or very important that governments to take actions to protect them at home and overseas.





# SECTION 3: FEMINIST DEVELOPMENT POLICY















How does the public view feminism and feminists?  
How can we communicate FDP? What should its priorities be?

# WHAT DO PEOPLE ASSOCIATE WITH THE WORDS FEMINISM AND FEMINIST?

- We wanted to know what words and sentiments respondents associate with feminism. We randomly assigned respondents to answer with respect to feminism or feminist
  - Group 1: Please indicate the three words you most associate with **feminists**. (Please tick up to three options)
  - Group 2: Please indicate the three words you most associate with **feminism**. (Please tick up to three options)













- Inclusive
- Solidarity
- Power-sharing
- Justice
- Cosmopolitan
- Fairness
- Radical
- Angry
- Antiquated
- Divisive
- Elitist
- Sexist
- Exclusive
- None of the above
- Don't know

# FAIRNESS, JUSTICE & SOLIDARITY ARE COMMON WORDS ASSOCIATED WITH “FEMINISM”

	FRANCE	GERMANY	GREAT BRITAIN	UNITED STATES
1	 <p><b>Fairness</b></p> <p>38%</p>	 <p><b>Justice</b></p> <p>43%</p>	 <p><b>Fairness</b></p> <p>41%</p>	 <p><b>Fairness</b></p> <p>35%</p>
2	 <p><b>Solidarity</b></p> <p>37%</p>	 <p><b>Fairness</b></p> <p>29%</p>	 <p><b>Inclusive</b></p> <p>28%</p>	 <p><b>Justice</b></p> <p>28%</p>
3	 <p><b>Justice</b></p> <p>33%</p>	 <p><b>Solidarity</b></p> <p>25%</p>	 <p><b>Justice</b></p> <p>25%</p>	 <p><b>Sexist</b></p> <p>20%</p>

Question: Please indicate the three words you most associate with feminism/feminists. (Please tick up to three options)  
 Sample size DE=2,002, FR=2,046, GB=2,007, US=2,345 | Base: DE/FR/GB/US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 20 Feb - 1 Mar 2023

# FAIRNESS, JUSTICE & SOLIDARITY ARE COMMON WORDS ASSOCIATED WITH “FEMINISTS” – BUT ALSO ANGRY/SEXIST

	FRANCE	GERMANY	GREAT BRITAIN	UNITED STATES
1	 <p><b>Fairness</b></p> <p>33%</p>	 <p><b>Justice</b></p> <p>37%</p>	 <p><b>Fairness</b></p> <p>31%</p>	 <p><b>Fairness</b></p> <p>31%</p>
2	 <p><b>Solidarity</b></p> <p>32%</p>	 <p><b>Solidarity</b></p> <p>24%</p>	 <p><b>Angry</b></p> <p>24%</p>	 <p><b>Justice</b></p> <p>25%</p>
3	 <p><b>Justice</b></p> <p>29%</p>	 <p><b>Fairness</b></p> <p>23%</p>	 <p><b>Justice</b></p> <p>23%</p>	 <p><b>Sexist</b></p> <p>23%</p>

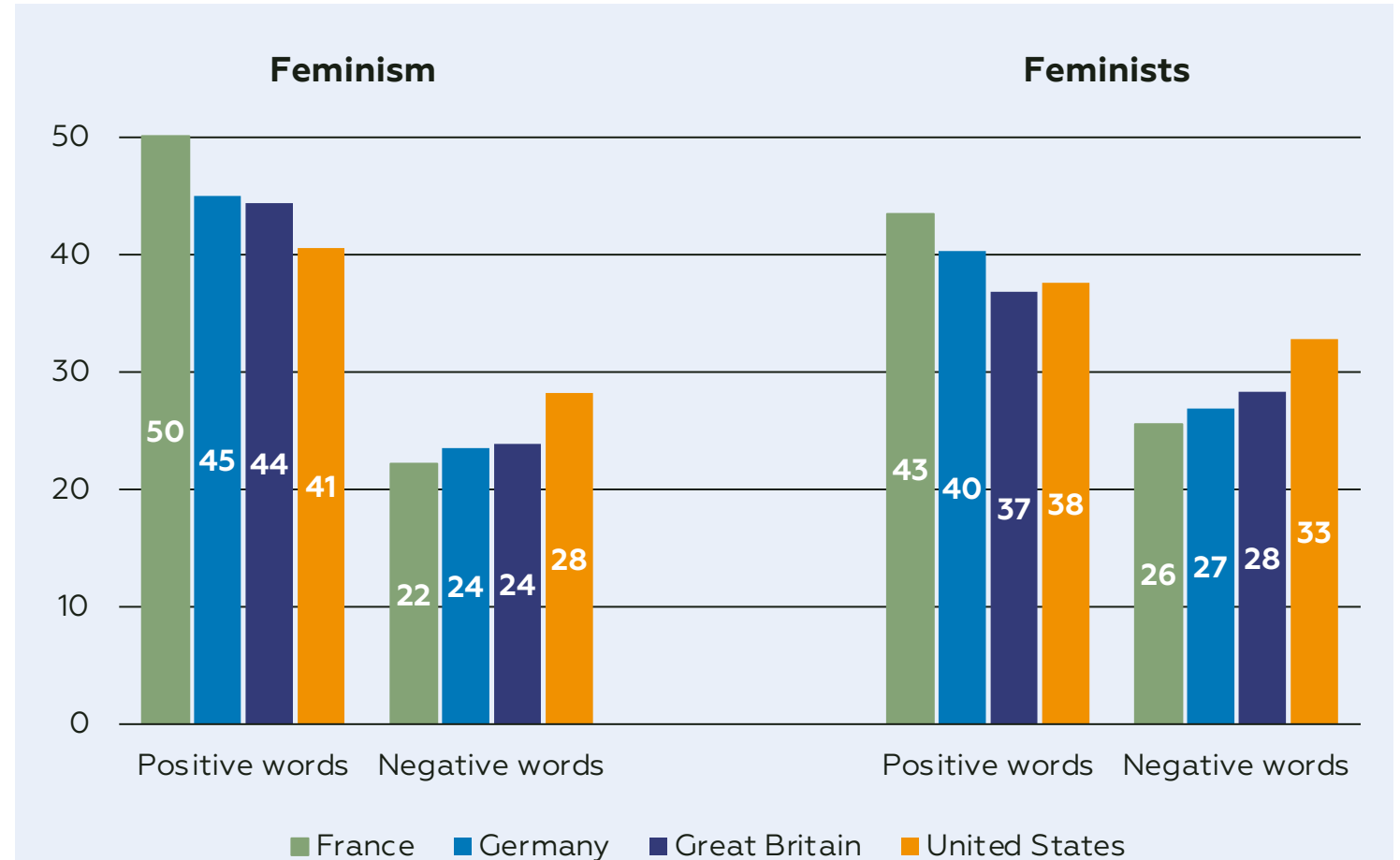
Question: Please indicate the three words you most associate with feminism/feminists. (Please tick up to three options)  
 Sample size DE=2,002, FR=2,046, GB=2,007, US=2,345 | Base: DE/FR/GB/US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 20 Feb - 1 Mar 2023

# FEMINISM & FEMINISTS: MORE NEGATIVE ASSOCIATIONS WITH THE LATTER, BUT ON BALANCE POSITIVE

One way to look at the words people associate with feminism and feminists is to count positive and negative associations.

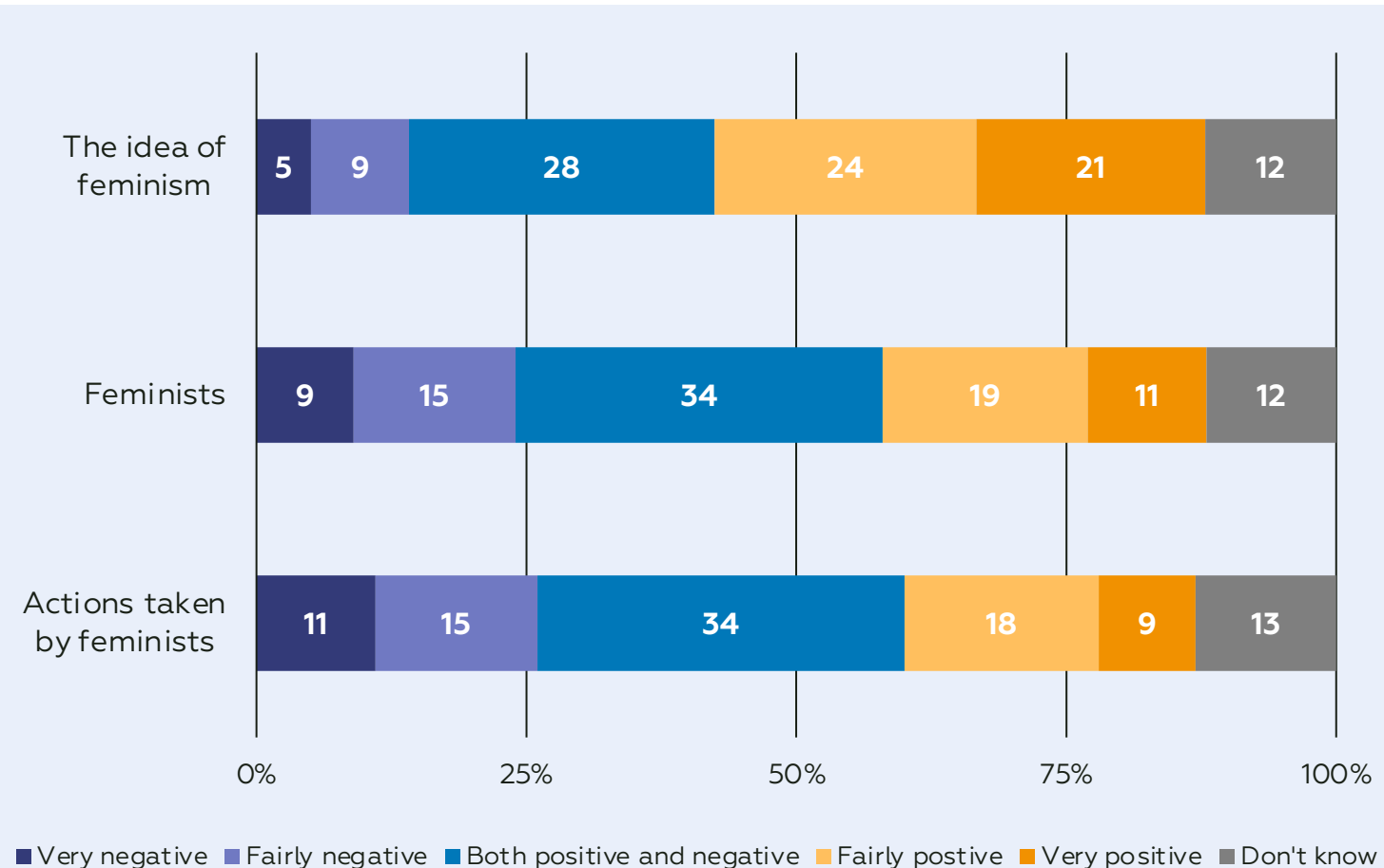
We find that a lower percentage of the public in the four countries associate *feminists* with **positive words**, compared to *feminism*.

Moreover, across all countries, **men attach fewer positive words to both concepts**, but this difference is not significant enough to claim that there is a systematic difference between these two groups.





# THE IDEA OF FEMINISM HAS MORE POSITIVE CONNOTATION THAN FEMINISTS AND THEIR ACTIONS



# 48%

views feminism as a positive or very positive thing

While the idea of feminism has positive connotations for 45% of respondents, feminists and the actions taken by feminists are not viewed as positively.

Both feminists and Actions taken by feminists receive a mixture of positive and negative responses: while 14% of respondents see feminism in a negative or very negative light, this increases to 24% for feminists, and 26% for their actions.

**Question:** Thinking about the idea of feminism, people who call themselves feminists, and actions taken by feminists, please indicate whether you personally view them as positive, negative, or a mix of the two.

Sample size n=2,007 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 20 Feb - 1 Mar 2023



# DOES THE LABEL MATTER FOR SUPPORT?

- We randomised the labels of policies, using the same policy content, to understand whether the label changes support for the same policy.
    - development policy
    - inclusive development policy
    - gender-inclusive development policy
    - feminist development policy
  - We also included a question to understand the public's support for 'feminist development policy' without providing an explanation.
- 
- *Please read the following policy description and indicate the extent to which you support or oppose this policy.*
  - A \_\_\_ policy that secures a sustainable future for the planet, tackles the root causes of injustice, and promotes human rights, equal opportunities, and representation for all people in social, political and economic life – regardless of gender, sexual orientation, race/ethnicity, disability, etc.

# “FEMINIST” OR “GENDER-INCLUSIVE” LABELS REDUCE SUPPORT / INCREASE OPPOSITION

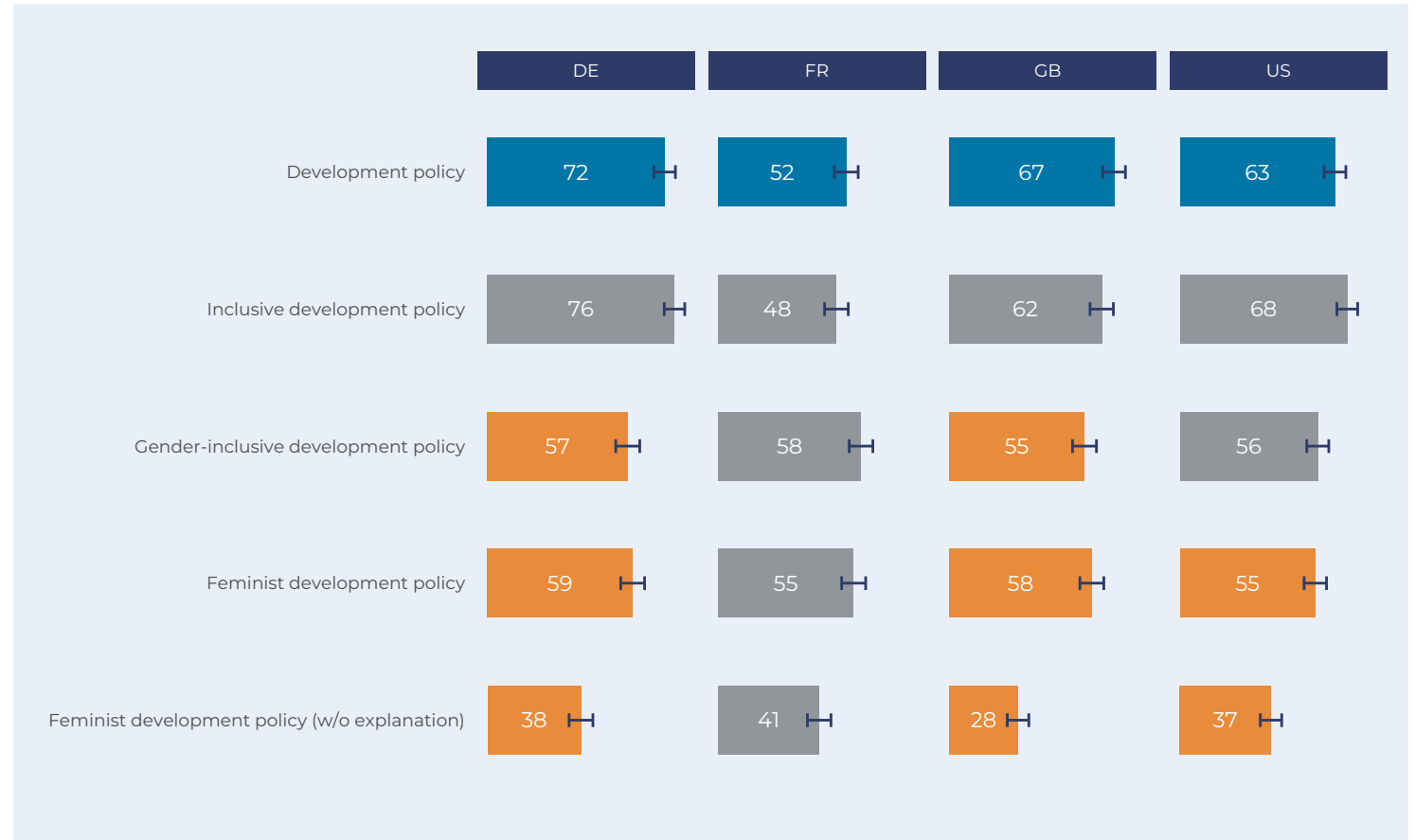
Does the label “feminist development policy” penalise support for the policy?

Yes, in Germany, GB, and the U.S.

In Germany, the UK, and the U.S., “Feminist development policy” - with and without explanation - as well as “Gender-inclusive development policy” are both penalised compared to “development policy” and “inclusive development policy” – despite them having the SAME description of the policy.













In France, there is no difference between support for “Feminist development policy” compared with the other labels of the policy.

If the “Feminist development policy” label were to be used, use it with explanations, but the public are largely influenced (negatively) by the label, despite an identical description.



**Question: Please read the following policy description and indicate the extent to which you support or oppose this policy.** A [X] policy that secures a sustainable future for the planet, tackles the root causes of injustice, and promotes human rights, equal opportunities, and representation for all people in social, political and economic life – regardless of gender, sexual orientation, race/ethnicity, disability, etc. | Sample size DE=2,002, FR=2,046, GB=2,007, US=2,345 | Base: DE/FR/GB/US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 20 Feb - 1 Mar 2023 | Blue indicates the baseline (“development policy”), orange indicates labels that induce significantly different support from the baseline, and grey indicates no significant difference from the baseline

# EDUCATION, RIGHTS & EMPOWERMENT ARE MAIN AREAS OF FOCUS FOR A FEMINIST DEVELOPMENT POLICY

	FRANCE	GERMANY	GREAT BRITAIN	UNITED STATES
1	 <p>It should focus on rights</p> <p>61%</p>	 <p>It should focus on education</p> <p>64%</p>	 <p>It should focus on education</p> <p>62%</p>	 <p>It should focus on education</p> <p>51%</p>
2	 <p>It should focus on economic empowerment</p> <p>60%</p>	 <p>It should focus on rights</p> <p>62%</p>	 <p>It should focus on rights</p> <p>56%</p>	 <p>It should focus on rights</p> <p>51%</p>
3	 <p>It should focus on education</p> <p>58%</p>	 <p>It should focus on economic empowerment</p> <p>53%</p>	 <p>It should focus on economic empowerment</p> <p>50%</p>	 <p>It should focus on economic empowerment</p> <p>49%</p>

Question: Thinking about developing countries, please rank the first, second, and third most important areas you think the FR/DE/UK/U.S. government should prioritise in its feminist development policy. (Please rank the top three options)  
 Sample size DE=2,002, FR=2,046, GB=2,007, US=2,345 | Base: DE/FR/GB/US adults | Data are weighted to be nationally representative |  
 Fieldwork by YouGov, 20 Feb - 1 Mar 2023

# KEY INSIGHTS



- There are differences in perceptions of “feminism” and “feminists”, but no significant gender differences in perceptions
- The label “Feminist Development Policy” lowers support for the policy itself, controlling for the policy description
- When talking about “Feminist development policy”, don’t assume knowledge: always explain/describe
- The public wants a “Feminist development policy” to prioritise education in DE/GB/U.S., followed by rights and empowerment











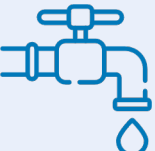

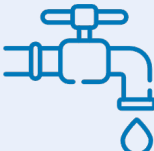
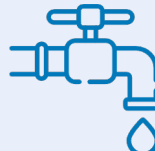
# SECTION 4: GENDERED ODA

A decorative graphic on a dark blue background. It features a large, tilted orange square in the center. Surrounding it are various geometric shapes: a white circle, a blue circle, a green triangle, a black circle, a white square, a blue square, a red square, a black square, and a white square. The shapes are scattered around the central orange square, creating a dynamic and abstract composition.

How does the gendering  
of aid affect public  
support for development  
aid?



# WHAT ARE THE AID PRIORITY SPENDINGS WHICH WILL IMPROVE THE LIVES OF WOMEN AND GIRLS IN DEVELOPING COUNTRIES ACCORDING TO DONOR PUBLICS?

	FRANCE	GERMANY	GREAT BRITAIN	UNITED STATES
1	 <p><b>Education</b></p> <p><b>40%</b></p>	 <p><b>Education</b></p> <p><b>45%</b></p>	 <p><b>Education</b></p> <p><b>47%</b></p>	 <p><b>Education</b></p> <p><b>40%</b></p>
2	 <p><b>Health and family planning</b></p> <p><b>37%</b></p>	 <p><b>Health and family planning</b></p> <p><b>40%</b></p>	 <p><b>Health and family planning</b></p> <p><b>42%</b></p>	 <p><b>Health and family planning</b></p> <p><b>35%</b></p>
3	 <p><b>Water</b></p> <p><b>34%</b></p>	 <p><b>Welfare</b></p> <p><b>36%</b></p>	 <p><b>Water</b></p> <p><b>35%</b></p>	 <p><b>Water</b></p> <p><b>32%</b></p>

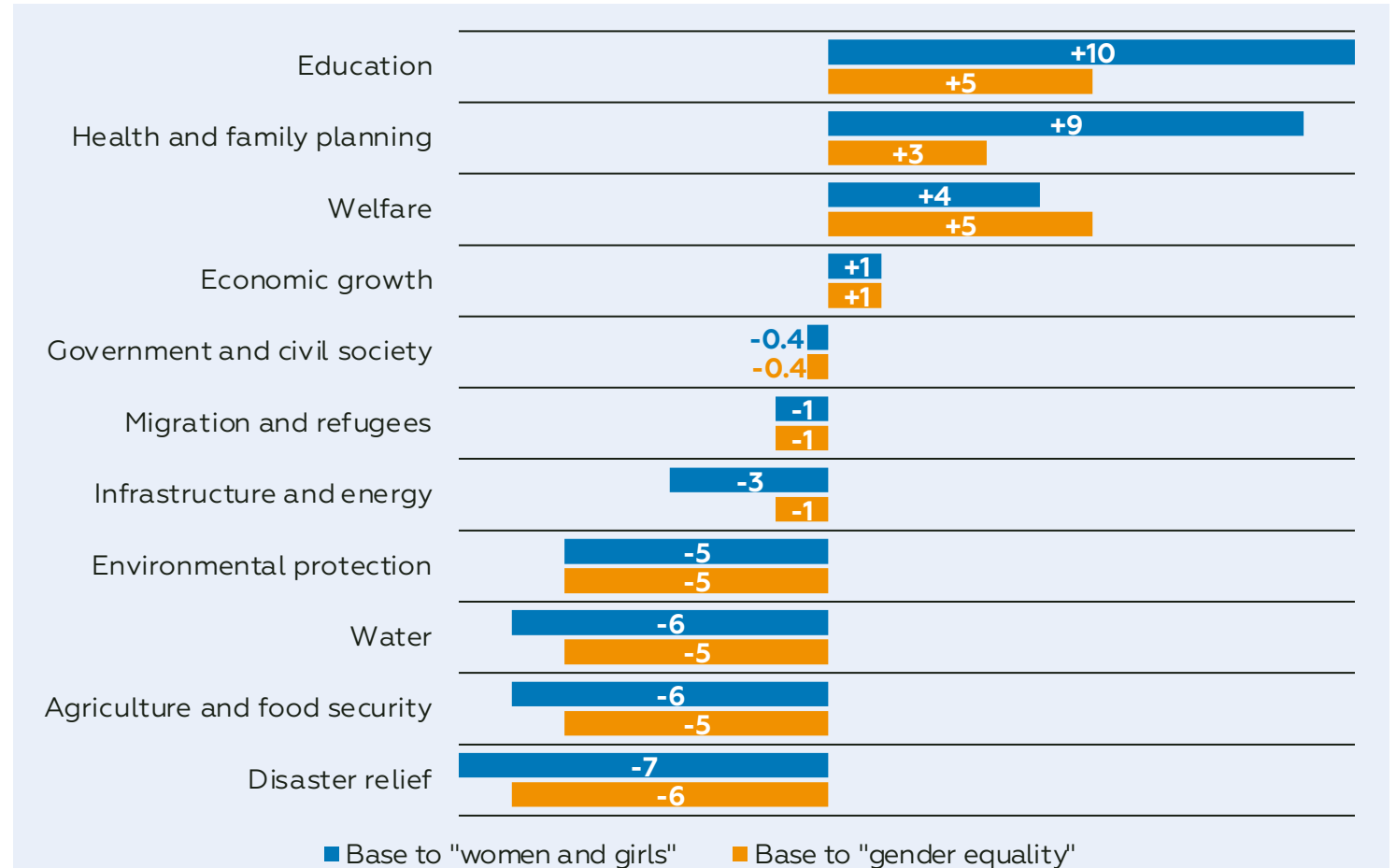
Question: Thinking about government spending on overseas aid in developing countries (and efforts to improve the lives of women and girls in particular/and efforts to improve gender equality in particular), please indicate what you think are the first, second, and third most important.  
 Sample size DE=2,002, FR=2,046, GB=2,007, US=2,345 | Base: DE/FR/GB/US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 20 Feb - 1 Mar 2023

# ARE POLICY AREAS “GENDERED” IN THE PUBLIC’S MIND? EDUCATION AND HEALTH ARE A HIGHER PRIORITY WHEN WE THINK ABOUT WOMEN AND GIRLS

We asked respondents to tell us about the highest priority for using aid to tackle poverty in poor countries in **three ways**: once by asking them overall, once by asking them to think specifically about improving the lives of women and girls, and once more with the same idea in mind, but referring more generically to “improving gender equality”.

Priorities do shift on average across our four countries: **education, health and family planning, welfare** become more important when people think about women’s livelihoods, while disaster relief, agriculture and food, and water become less important.

But as soon as “gender equality” replaces “women and girls” health and family planning, and education become less important!



Question: Thinking about government spending on overseas aid in developing countries (and efforts to improve the lives of women and girls in particular/and efforts to improve gender equality in particular), please indicate what you think are the first, second, and third most important. Sample size DE=2,002, FR=2,046, GB=2,007, US=2,345 | Base: DE/FR/GB/US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 20 Feb - 1 Mar 2023

# SUPPORT FOR AID AND POLICY PRIORITIES: DO PUBLICS SUPPORT AID MORE WHEN THE GOVERNMENT SPECIFIES SPECIFIC PRIORITIES?

- Public support for aid is important to motivate governments to maintain or even increase the budget they dedicate to helping the world's poorest.
- Are people more supportive if they hear, concretely about how governments plan to use the money to tackle health, climate and social issues, or even gender inequality?
- We compare levels of support for aid for respondents being asked in general terms, and respondents being given these priorities.
- In all countries except the US, specifying policy priorities, including gender equality, increases support for aid.

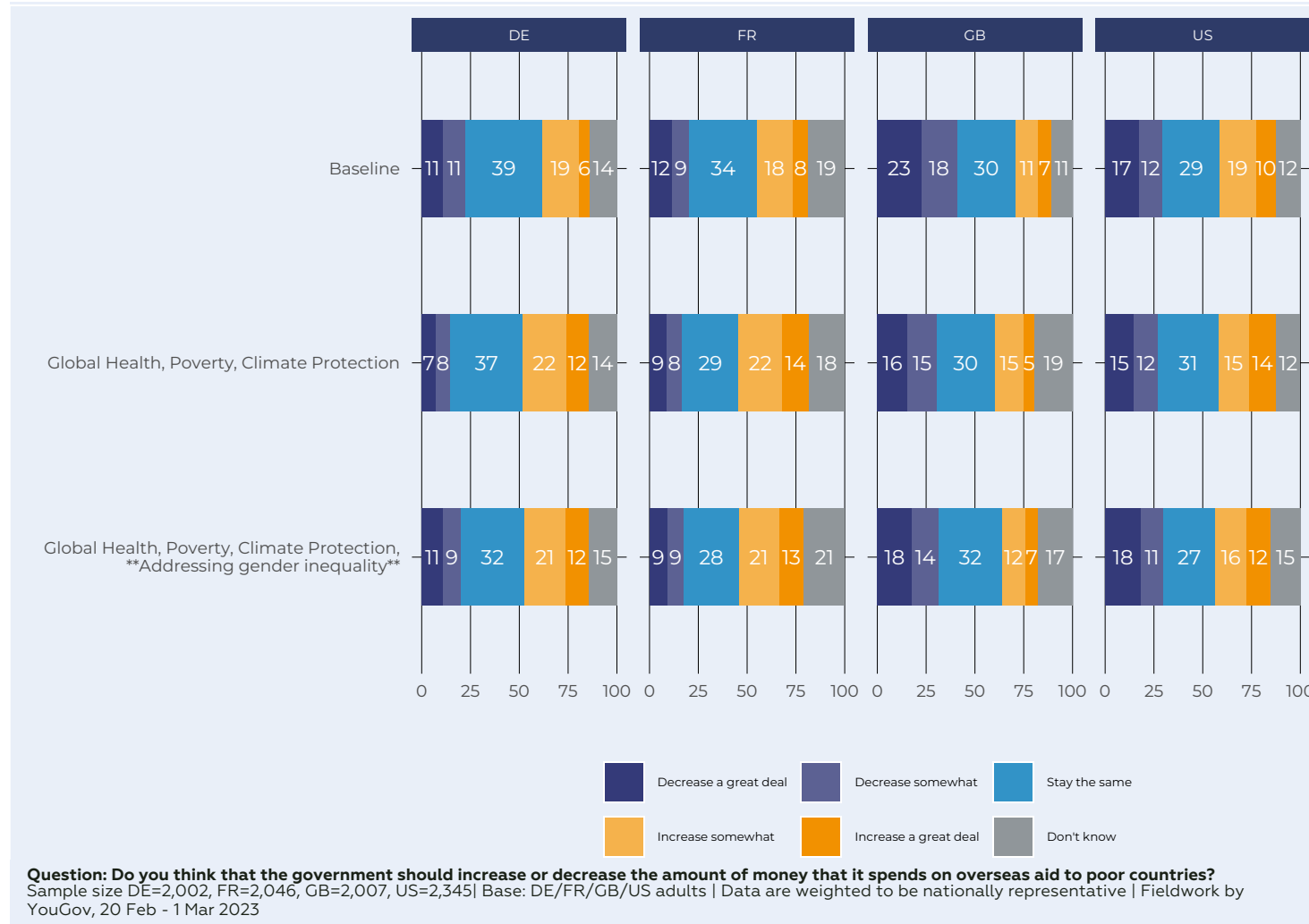
# HAVING GENDER INEQUALITY AS ONE OF THE POLICY PRIORITIES DOES NOT REDUCE SUPPORT

Are there negative spill overs of the focus on “gender inequality” on support for development cooperation at large? **No.**

We divided the respondents into three groups. The **first group** was asked whether the government should increase/decrease aid spending. The **second group** was told that the government priorities are health, poverty, and climate. The third group, health, poverty, climate, and **gender inequality**.

In **Germany and France**, there is evidence that compared to the baseline, just by stating the government’s policy priorities (w/ or w/o gender) significantly increases support for aid spending. In the **UK**, there’s a positive shift compared in support when government priorities are stated (w/o gender), but effect disappears w/ inclusion of gender.

Across the four countries, there is **no penalty or spill-over effects of including “gender inequality” as a government priority**. There are no gender differences in the effects.



# DOES PROVIDING DIFFERENT BENCHMARKS MATTER WHEN WE INFORM ABOUT GENDER-FOCUS ODA?

We have randomised the different benchmarks once we report about each country's gender-focus ODA budget

- **CONTROL:** Do you think that the [X] government should increase or decrease the amount of aid that it allocates to promoting gender equality in developing countries?
- **PERCENT:** The [X] government spends around [X%] of its development assistance budget on policies that promote gender equality in developing countries...
- **DAC: PERCENT** + compared to an average of 44% for other major donor countries.
- **TOP: PERCENT** + compared to Canada which allocates 90% of its aid budget to gender equality.
- **BOTTOM: PERCENT** + compared to Poland which allocates 3% of its aid budget to gender equality.

Do you think that the [X] government should increase or decrease the amount of aid it allocates to promoting gender equality in developing countries?

Respondents answered whether they wanted it to *increase a great deal* – *decrease a great deal*.

We put together those who wanted it to increase or stayed gender-focus ODA budget the same versus those who want to decrease it.

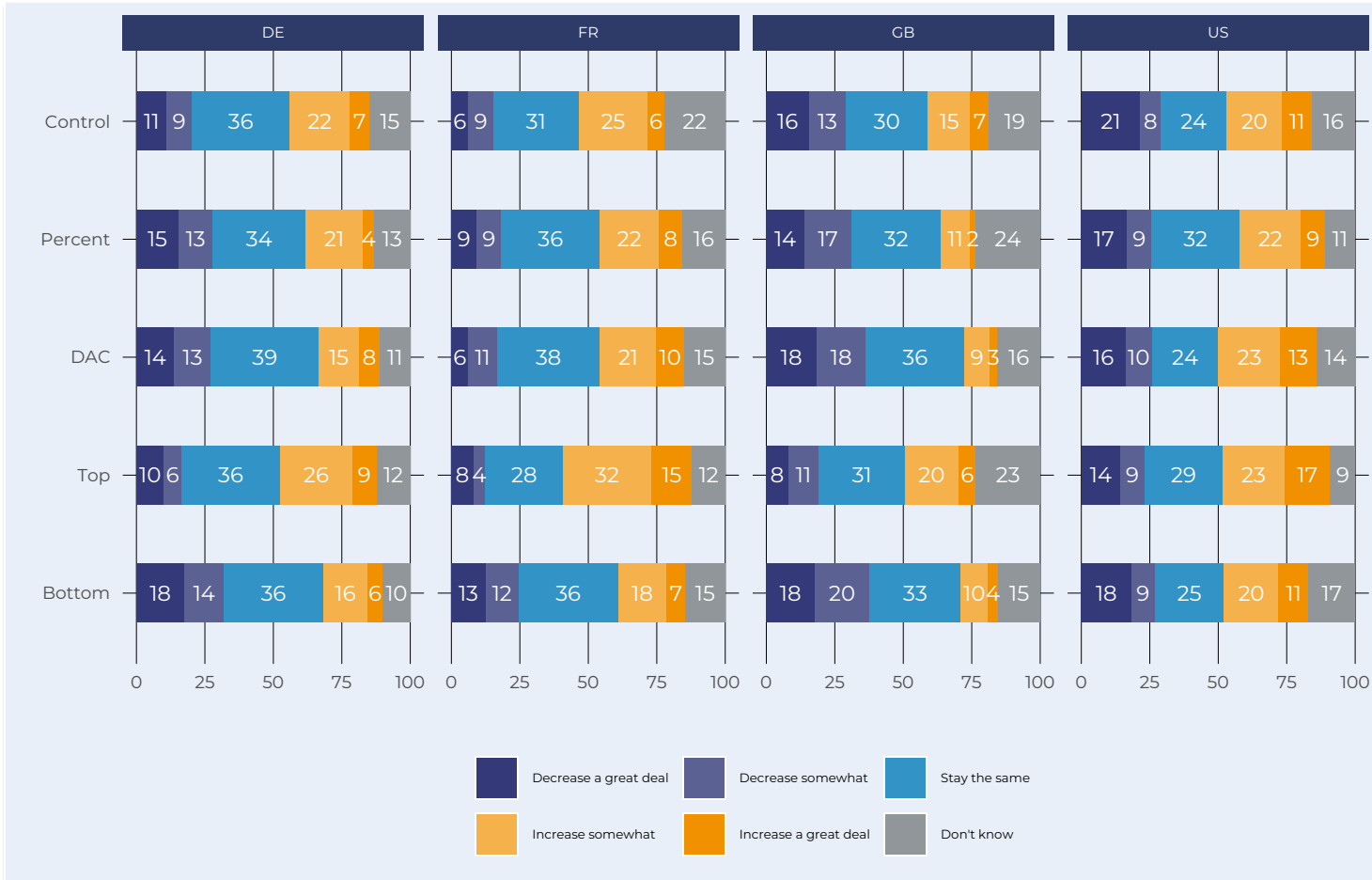


# HEARING ABOUT OTHER COUNTRIES' GENDER-FOCUSED SPENDING CHANGES MINDS

**Does hearing about other countries efforts to use aid to address gender equality influence respondents' preferences for gender-focused ODA? Yes.**

Statistical tests (except DE) confirm that – compared to the control group – **when respondents are informed about a country allocating more ODA to gender equality it makes them want to increase the amount of their country's aid that it allocates to promoting gender equality** in developing countries. When faced with the countries that are prioritising gender programming, respondents are keen to follow in their footsteps.

And when respondents **hear about a country allocating less ODA to gender equality it makes them want to decrease the amount of their country's gender-focused ODA spend.**



**Question: Do you think that the DE/FR/UK/U.S. government should increase or decrease the amount of aid that it allocates to promoting gender equality in developing countries?** Sample size DE=2,002, FR=2,046, GB=2,007, US=2,345 | Base: DE/FR/GB/US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 17 Feb – 1 Mar 2023

# HEARING ABOUT OTHER COUNTRIES' GENDER-FOCUSED SPENDING CHANGES MINDS

- **Does hearing about other countries efforts to use aid to address gender equality influence respondents' preferences for gender-focused ODA? Yes.**
- Statistical tests (except DE) confirm that – compared to the control group – **when respondents are informed about a country allocating more ODA to gender equality it makes them want to increase the amount of aid their country allocates to promoting gender equality** in developing countries. When presented with countries that prioritise gender programming, respondents become more keen to follow in their footsteps.
- When respondents **hear about a country allocating less ODA to gender equality it makes them want to decrease the amount of their country's gender-focused ODA spend.**
- In the case of the UK, when we inform respondents of the country with the highest ODA (Canada); support for increasing gender ODA increases from 52% to 57%.
- When we inform UK respondents of the country with the lowest ODA (Poland), support goes down from 52% to 47%.

# INSIGHTS

- Priorities do shift on average: **education, health and family planning, welfare** become more important when people think about women's livelihoods, while disaster relief, agriculture and food, and water become less important.
- People are influenced when they hear about other countries' gender-focused aid spending – both positively and negatively





# IMAGERY AND THE GENDER LENS

A photograph of a woman wearing a hijab and a light-colored shirt, carrying a large, round, woven basket. She is standing in a market stall, surrounded by other baskets and goods. The background shows other people and the structure of the market. The image is overlaid with a blue gradient.A collection of various geometric shapes in different colors (orange, blue, green, white, black) scattered on a dark blue background. The shapes include a large orange square, a white circle, a blue circle, a green triangle, a black circle, a white square, a blue square, a red square, a black square, and a white square.

How does the portrayal of gender in campaign pictures shape our views on people needing and deserving help?

# GENDER STEREOTYPING IN IMAGES OF DEVELOPMENT: ARE DONORS STILL “SAVING” WOMEN?



Common depictions of women in our society show them as people needing to be saved. With this experiment, we set out to find whether that stereotype also affects the way women are portrayed as part of international development and global poverty narratives.



We find that **women are more likely to be seen as needing help** compared to men across a series of imagery settings





# HOW DID WE DO IT? TWO KINDS OF QUESTIONS, TWO CHOICES TO MAKE FOR EACH QUESTION

## QUESTION 1:

Looking at the two images below, please tell us which pictures shows the person or people you think **needs help the most**.

## QUESTION 2:

Looking at the two images below, please tell us which pictures shows the person or people you think **deserves help the most**.

## CHOICE OPTIONS:

Respondents can pick **either, both, neither,** or say they **don't know**.



In each image we vary the **gender** of the subject and the **context** within which they are portrayed. We have tried **“fixing” all other characteristics**, but we would love to ask this question again to see how other characteristics matter as well!

# OUR IMAGES AND OUR CONTEXT CATEGORIES

NEUTRAL



LOCALITY



PARENT



WORKING



EMPOWERED





# WHO WAS SEEN AS NEEDING THE MOST HELP?

NEUTRAL



CONTEXT



PARENT



WORKING



EMPOWERED



# WHO WAS SEEN AS NEEDING THE MOST HELP?

1



86%

2



85%

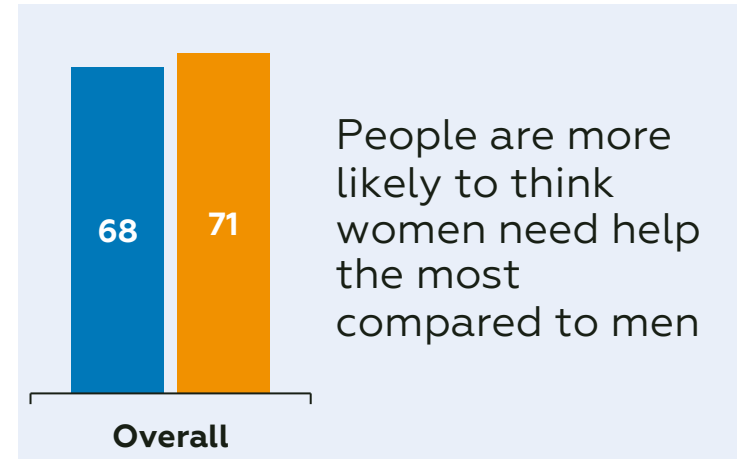
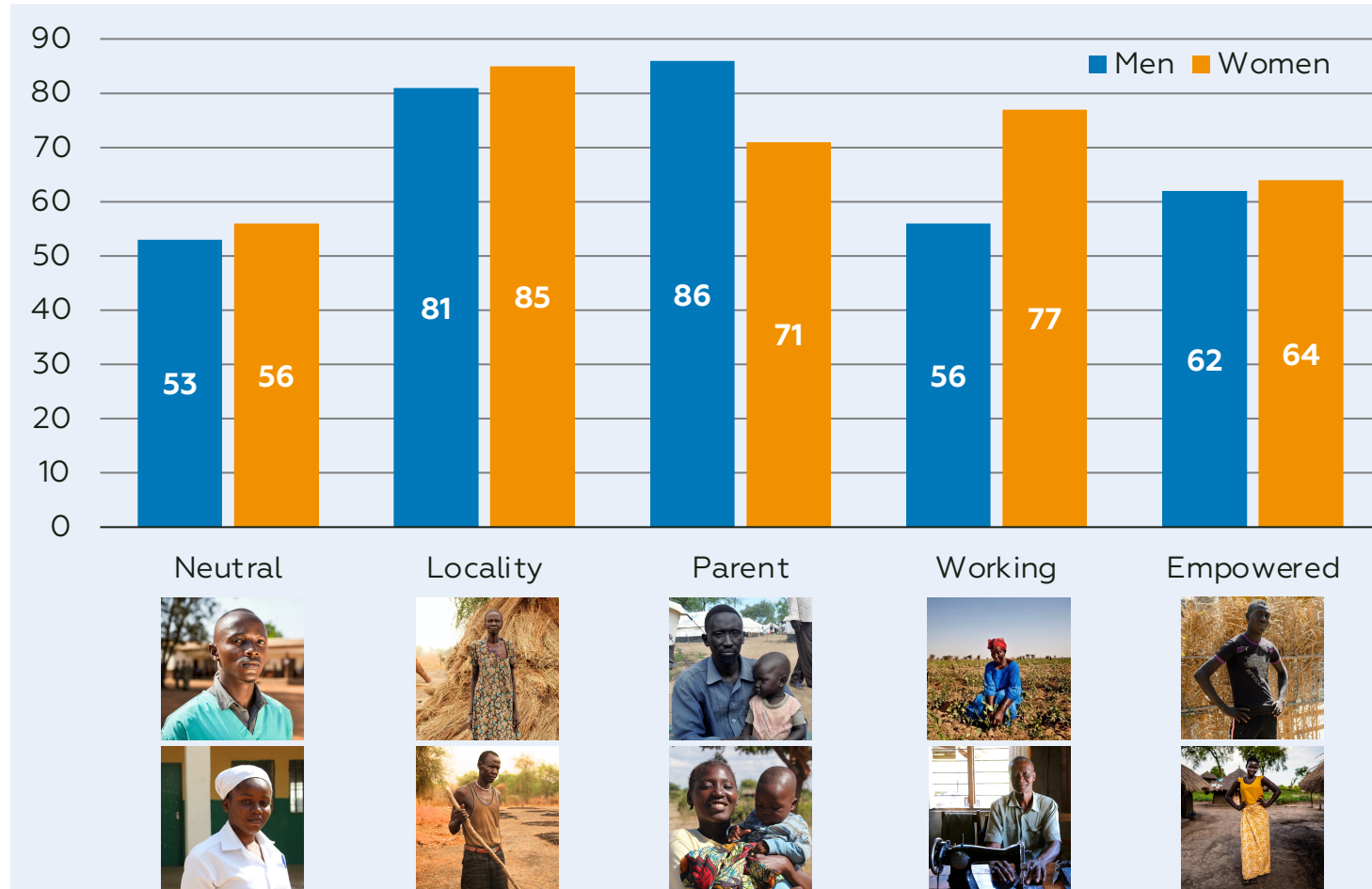
3



77%



# WHO IS SEEN AS NEEDING HELP THE MOST?



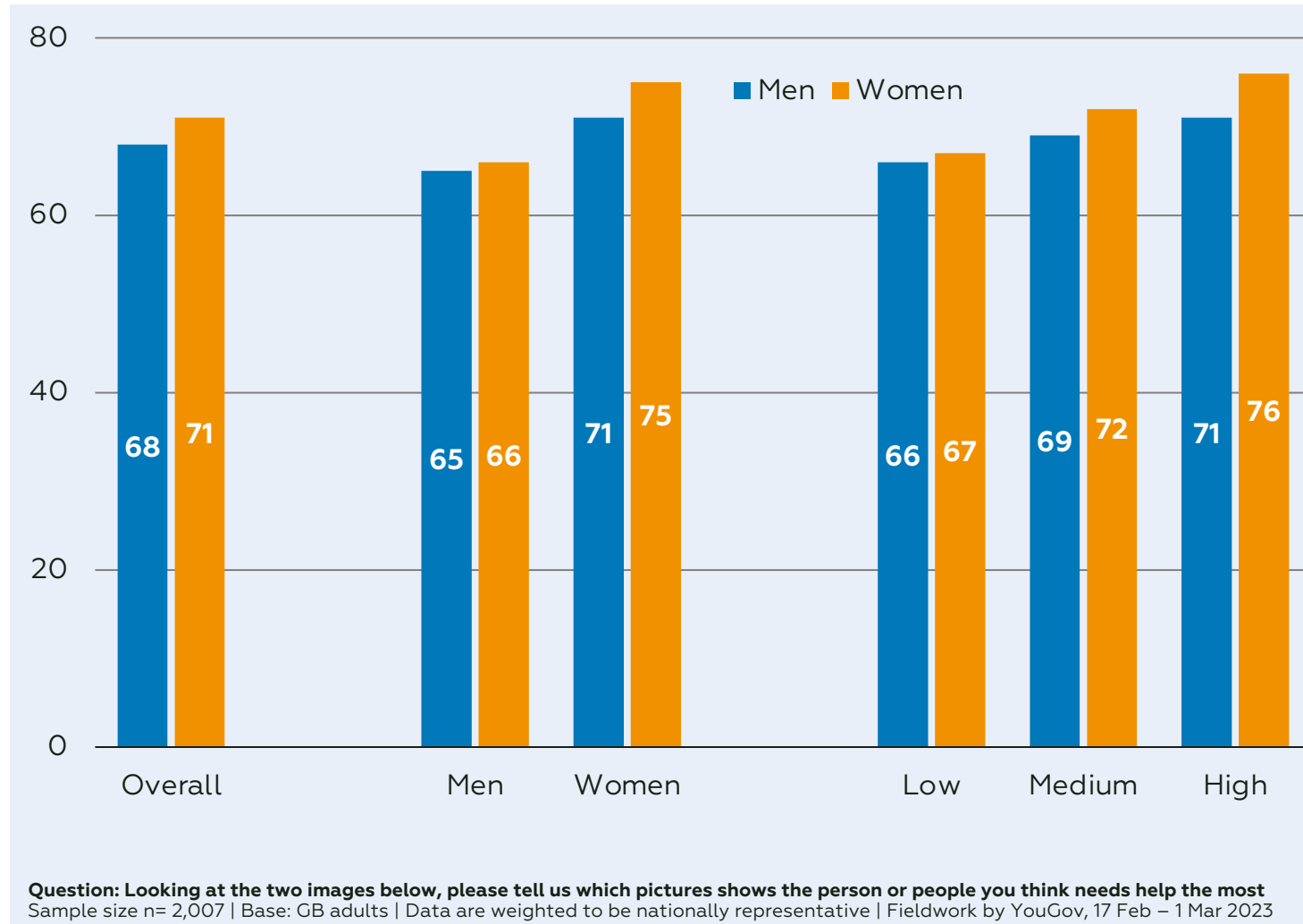
A majority of respondents think both men and women we selected in our pictures are people who need help.

For all but one category, more respondents are likely to think women are in need of help compared to men. The final effect of gender is significant, but at 3 percentage points, it remains substantively small. Notably, even with no context people are more likely to pick a picture with a woman.

Question: Looking at the two images below, please tell us which pictures shows the person or people you think needs help the most  
 Sample size n= 2,007 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 17 Feb – 1 Mar 2023



# IT'S NOT JUST YOUR GENDER THAT CHANGES YOUR VIEWS, IT'S WHAT YOU THINK OF IT TOO!

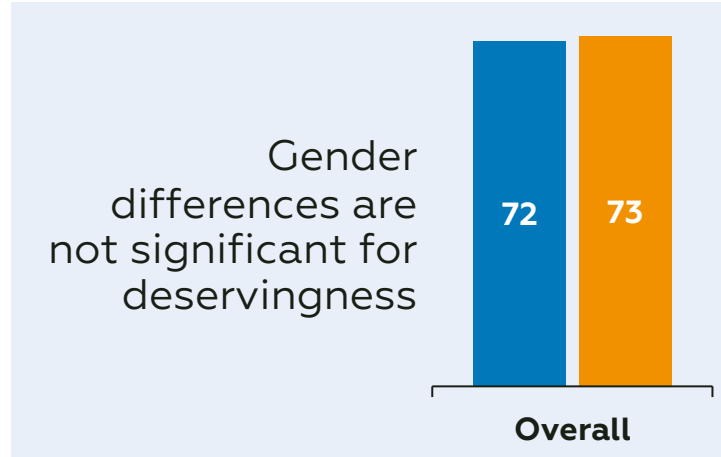


What makes the “need gap” vary between men and women in our images?

First, respondents’ gender: the gap for women is more pronounced at 4pp, compared to men, where it stands at 1pp. Interestingly, respondents identifying as women are also just overall more likely to think every image we picked shows someone needing help.

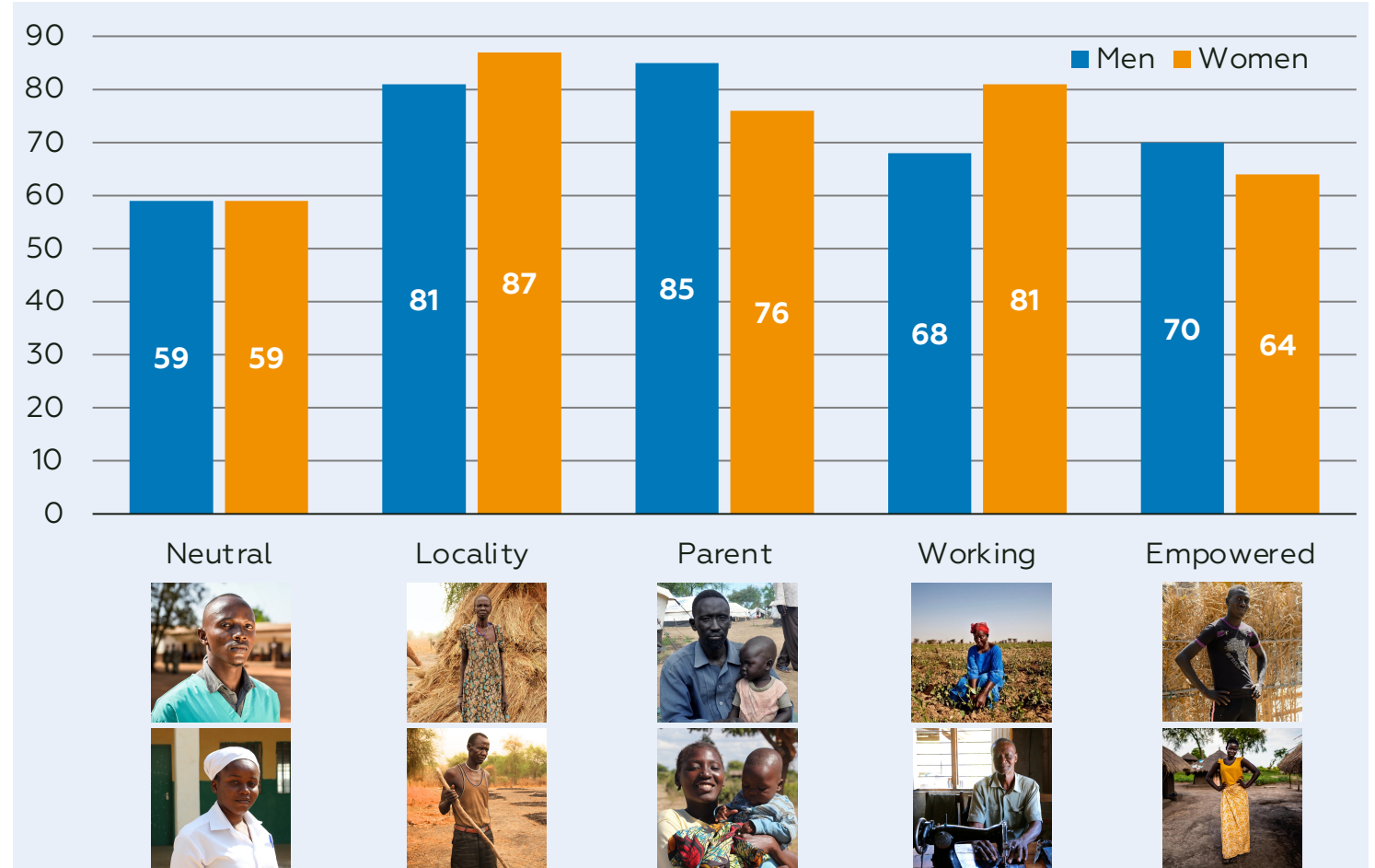
Second, respondents’ views on gender: if we score people on their views on the importance of gender equality and the efforts that should be made to achieve them, and we divide them in three groups, then the top group has a larger gap than the bottom one: 5pp compared to 1pp.

# WHO IS SEEN AS BEING MOST DESERVING OF HELP?



We don't find a gender effect on how people in our pictures are perceived in terms of deservingness of help.

Sometimes women edge ahead (those depicted in context or working), sometimes men do (those depicted as parents, or empowered).



# KEY (AND ACCIDENTAL) LEARNINGS

## BENEFICIARIES' GENDERS AFFECT HOW THEY ARE SEEN

On average, **women are 3 percentage points more likely to be picked when we ask respondents to choose who needs help the most.** This is statistically significant, but in all our pictures a majority of respondents thought all people portrayed needed help.

The context within which women are portrayed affects the way they are seen as being more or less in need.

Among respondents, women and people who hold positive attitudes towards the importance of gender equality are more likely to pick women as being more in need of help.

## FROM EMPOWERED TO WORKING TO PARENTING: CONTEXT SHOWS NEED

All context groups “perform” better than our **neutral** control group. Contexts show both need and “deservingness”.

For both need and “deservingness” locality and parenting were the context that most changed response patterns, but they are not necessarily the ones in which the largest difference between men and women emerges.

Perhaps unexpectedly, women were seen as more in need and more deserving of help when they are portrayed **working**, instead of **parenting** (although there are other factors in the images that could have affected this!)

## NO GENDER DIFFERENCES FOR “DESERVINGNESS”

On average, **women and men in our images are seen as being equally deserving of help.** The context effects were also much more muted.

Neither respondents’ genders nor their attitudes towards gender equality affect this significantly.

More exploratorily, it’s interesting to compare the findings within the **empowered** category. Here, women are more likely to be seen as needing help, but less likely (significantly) to be seen as deserving it.

Overall, while the gap between **need** and **deservingness** is significant for both groups, the gap is much larger for men (4.8%) than it is for women (2.6%).





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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](http://www.developmentcompass.org), follow us on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab) or by contacting [del@ucl.ac.uk](mailto:del@ucl.ac.uk).

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