THREE KEY CHANGES SINCE JANUARY 2022

- **57%** are concerned about economic crisis, job security and wages
  - +11%*

- **47%** think what happens in developing countries affects them too
  - +6%*

- **23%** have donated to a global poverty charity in the last 12 months
  - +4%*

Concern for conflict rose sharply since January (up 13% to 39%), but the most concerning issue for British respondents is the economy, up 13% to 57%.

We observe movement for lots of attitudinal indicators, including an increase in pessimism. With the war in Ukraine in the background, 47% think what happens in developing countries affect them too, up 6% since January.

Behavioural engagement is changing too. With marginally engaged respondents down 3%, the percent of donors is up by 4% (23%).

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*Sample size n=1,882 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30 May -1 Jun 2022 | Comparison to Jan 2022*
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
All but two indicators of behavioural engagement showed improvement from January 2022.

Notably, donations are up significantly, (by 4% to 23%), so is the percentage of people sharing news about global poverty (up 2% to 16%), those contacting MPs (up 1% to 7%), and participating in a protest (up 1% to 3%).

Other changes are not significative, but still pointing in the right direction, including an increase in the percentage of those who discuss global poverty news, purchase or boycott products, and follow charity organisations or become their members.
### DEL SEGMENTATION – JUNE 2022

<table>
<thead>
<tr>
<th>Segment</th>
<th>Change since January 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negatively engaged</td>
<td>+1%</td>
</tr>
<tr>
<td>Totally disengaged</td>
<td>-1%</td>
</tr>
<tr>
<td>Marginally engaged</td>
<td>-3%*</td>
</tr>
<tr>
<td>Transactionally engaged</td>
<td>+1%</td>
</tr>
<tr>
<td>Purposively engaged</td>
<td>+2%</td>
</tr>
<tr>
<td>Fully engaged</td>
<td>+1%</td>
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</tbody>
</table>

Our segmentation reflects the positive changes from the behavioural engagement indicators. The percentage of marginally engaged public fell significantly by 3% from 25% to 21%. The higher engagement segments all grew in size, but none of these changes on their own is statistically significant.

The Development Engagement Lab Engagement Segmentation (proportion of respondents in each group)
Sample size n=1,882 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30 May -1 Jun 2022 | Comparison to Jan 2022
Donations have increased in France, Germany, and Great Britain, while they fell in the United States. Great Britain and Germany saw the highest increase, with donations up 4% in both countries. This new movement opened a significant gap between the U.S. and our three European countries.
We observe small but encouraging changes for most efficacy indicators in our battery. No changes are statistically significant however, and the overall landscape remains unchanged.

People do not see themselves as being able to make a difference about poverty in poor countries, but they’re more likely to think larger organisations (including NGOs, private companies, and international organisations) can.

Question: How much of a difference, if any, do you think each of the following can make to reducing poverty in poor countries? (% who say they can make a difference or a great deal of difference)

Sample size n=1,882 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30 May -1 Jun 2022 | Comparison to Jan 2022
Tracking public opinion on global issues, global poverty, and sustainable development in Great Britain
June brought another radical wave of change to our battery of most concerning issues for the British public.

And yes, concern for war is rising sharply from January on the backdrop of conflict in Ukraine (up significantly by 13% to 39%), but this is still “only” the fourth most concerning issue.

Economic crises, job security and wages is now the most concerning issue facing the British public, up significantly by 11% to 57%, and in a class of its own compared to all other options.

Concern, on the other hand fell significantly for pandemics (down 11%) climate change and the environment (down 6%, but still the third most concerning issue), technology (down 4%) and fake news (down 3%).

<table>
<thead>
<tr>
<th>Issue</th>
<th>Concern June 2022</th>
<th>Change from January 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic crises, job security, wages</td>
<td>57</td>
<td>+11%*</td>
</tr>
<tr>
<td>Inequality between the rich and the poor</td>
<td>41</td>
<td>+2%</td>
</tr>
<tr>
<td>Climate change, the environment, biodiversity, pollution</td>
<td>40</td>
<td>-6%*</td>
</tr>
<tr>
<td>War, conflict, terrorism</td>
<td>39</td>
<td>+13%*</td>
</tr>
<tr>
<td>Education, healthcare, clean drinking water and hunger in developing countries</td>
<td>28</td>
<td>-2%</td>
</tr>
<tr>
<td>Immigrants, migration, clean refugees</td>
<td>NC</td>
<td>NC</td>
</tr>
<tr>
<td>Global diseases and pandemics</td>
<td>19</td>
<td>-3%*</td>
</tr>
<tr>
<td>Globalization, nationalism, political extremism</td>
<td>16</td>
<td>-11%*</td>
</tr>
<tr>
<td>Artifical intelligence, technology, automation</td>
<td>13</td>
<td>NC</td>
</tr>
<tr>
<td>Fake news corruption of information</td>
<td>NC</td>
<td>-4%*</td>
</tr>
</tbody>
</table>

Question: Thinking about the issues below, which of the following do you personally care about? (% who select issue of concern)
ATTITUDES AND PUBLIC OPINION – JUNE 2022

80% think the world is getting worse, all things considered

47% think what happens in developing countries affects them too

54% are concerned or very concerned about levels of poverty in poor countries

42% think that we should give some aid, or give it generously

21% think development aid is effective or very effective

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

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We observe some movement in our series on attitudes towards aid, but none of the changes are significant compared to January 2022.

Changes ranged from a 3% increase in support in the UK (56% in June 2022), to a 2% decrease in the US (54%) and Germany (66%).
DATA
The data for this deck come from the DEL Tracker (n=1,882). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 30 May - 1 June 2022

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

CITATION
The Development Engagement Lab (DEL) is a five-year study of public attitudes and engagement with global development in France, Germany, Great Britain, and the United States (2018-2023).

DEL is a partner focussed research programme, convening and co-producing research and insights with over 30 international development NGOs and government agencies to understand the drivers of engagement and inform development communications.

Fieldwork is carried out by YouGov and surveys are weighted to be a nationally representative of the adult population. DEL is funded by the Bill & Melinda Gates Foundation and led by Professor Jennifer Hudson (University College London) and Professor David Hudson (University of Birmingham).

The Development Engagement Lab (Aid Attitudes Tracker Phase 2) has three goals:
1. Co-production of an evidence base for development campaigning
2. Enabling collaboration across the sector
3. Increasing advocacy capacity through the sharing of research and strategic insights

You can find out more information about DEL research at www.developmentcompass.org, follow us on Twitter @DevEngageLab or by contacting del@ucl.ac.uk.

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