



DEL DASHBOARD UNITED STATES JUNE 2022

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/ Dashboard #7

// June 2022

/// www.developmentcompass.org

[@DevEngageLab](https://twitter.com/DevEngageLab)

READING THE DEL DASHBOARD



This icon is U.S.ed when there is an upward change since the last data point. An asterisk indicates the change is statistically significant.



This icon is U.S.ed when there is a downward change since the last data point. An asterisk indicates the change is statistically significant.



This icon is U.S.ed when there is no change from the last data point, or the change was smaller than 1% in size.

THREE KEY CHANGES SINCE JANUARY 2022



51%

↑ +5%*

are concerned about economic crisis, job security and wages



33%

↑ +8%*

are concerned about war, conflict and terrorism



76%

↑ +12%*

think the world is getting worse, all things considered

One in two respondents say they are most concerned about economic crises. This is the most concerning issue for the U.S. public and in a league of its own compared to all other issues.

Against the backdrop of the Russian invasion of Ukraine, public concern for war, conflict and terrorism rose sharply (8%), making it the second most concerning issue facing the U.S. audience.

Pessimism rose sharply for the U.S. audience since January 2022, with 3 in 4 respondents saying the world is getting worse, all things considered.

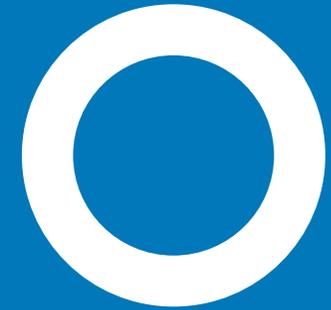
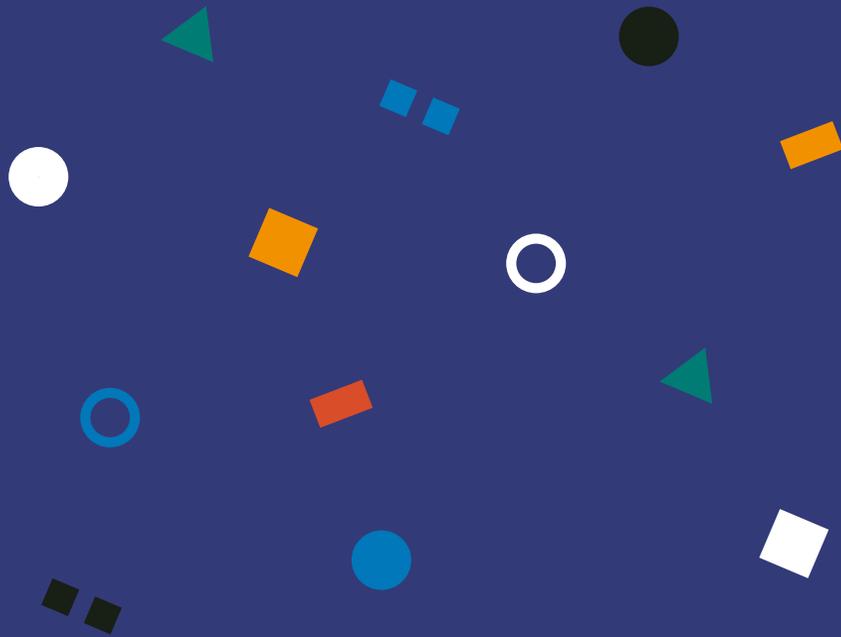
Question listed in each box

Sample size n=1,237 | Base: U.S. adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 27 - 31 May 2022
Comparison to January 2022

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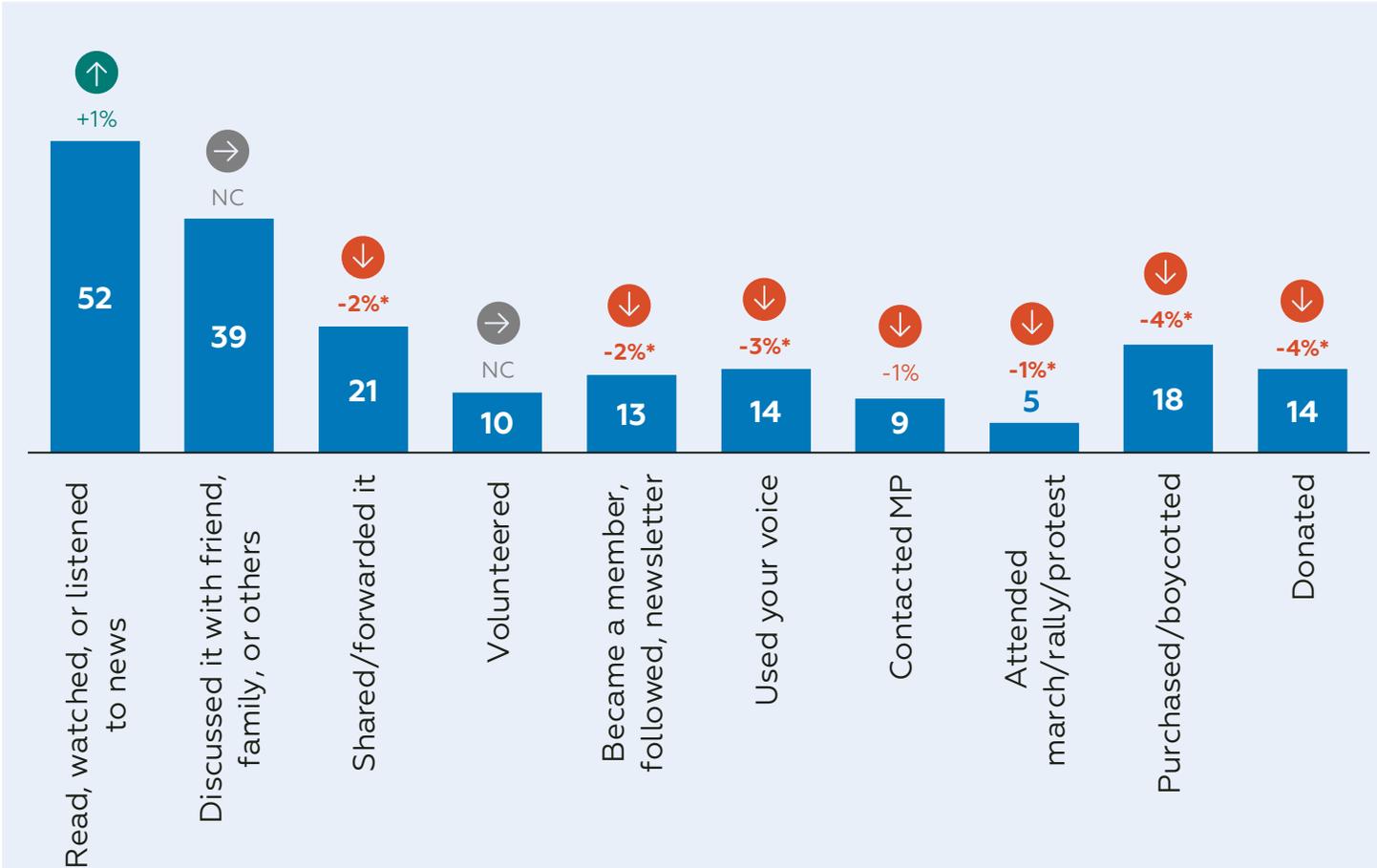


DEL ENGAGEMENT SEGMENTATION



Tracking the U.S. public's
engagement with global
poverty and sustainable
development

ENGAGEMENT BATTERY – OCTOBER 2021



The engagement data is from October 2021 and compares to the previous year. We collect data on behavioural engagement annually.

Year on year, we see declines in engagement across 6 of our 10 indicators: 4% fewer respondents say they donated to a global poverty charity or purchased/boycotted goods in relation to global poverty.

Also significant are the declines in the percentage of respondents becoming members of NGOs and charities (-2%), attending protests and marches (-1%) and using one's voice (-3%).

News consumption is the only unaffected indicator, up 1% (but not statistically significant) to 52% since October 2020.

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)

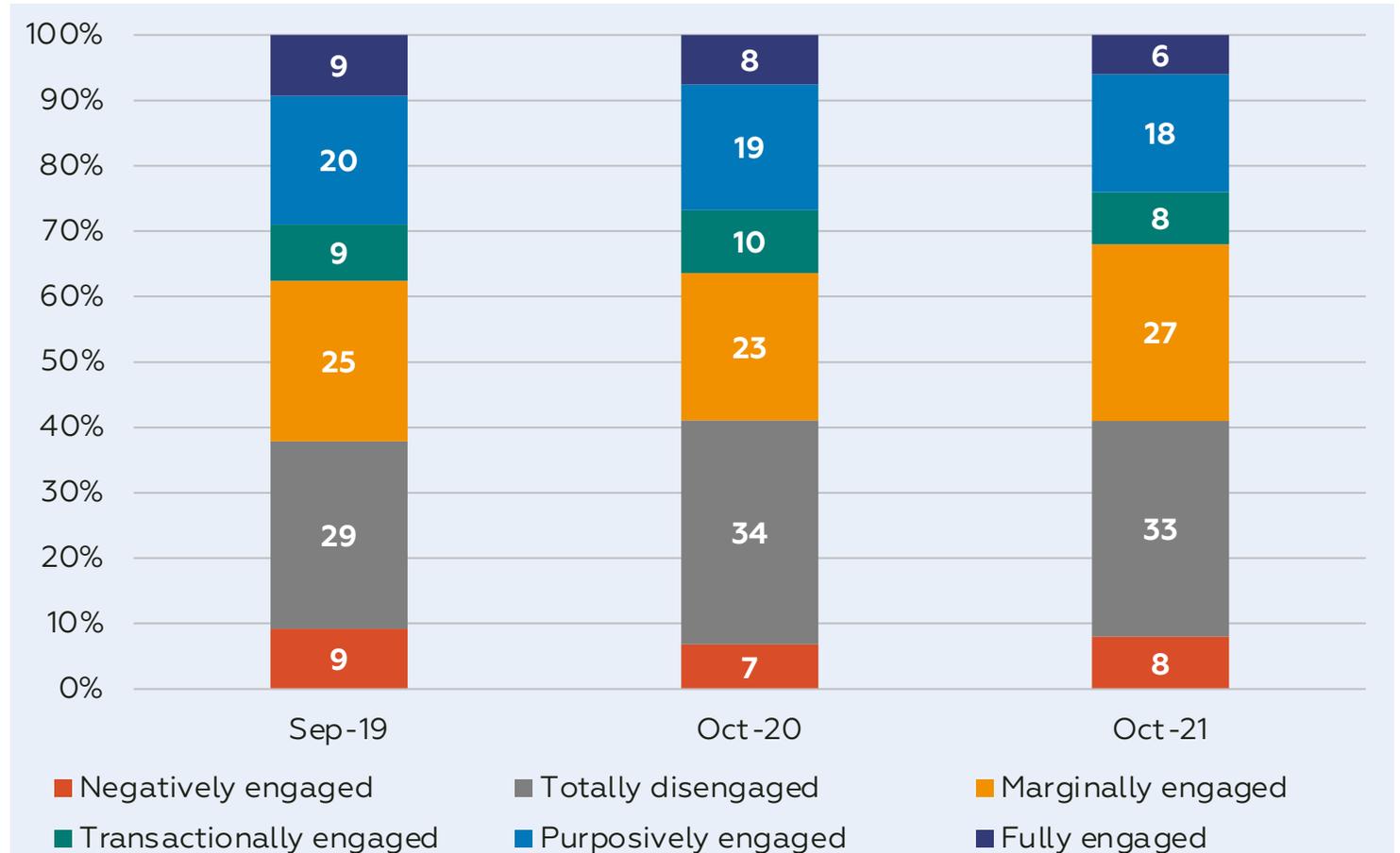
Sample size n=6,112 | Base: U.S. adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 Sep – 27 Oct 2021 | Comparison to October 2020



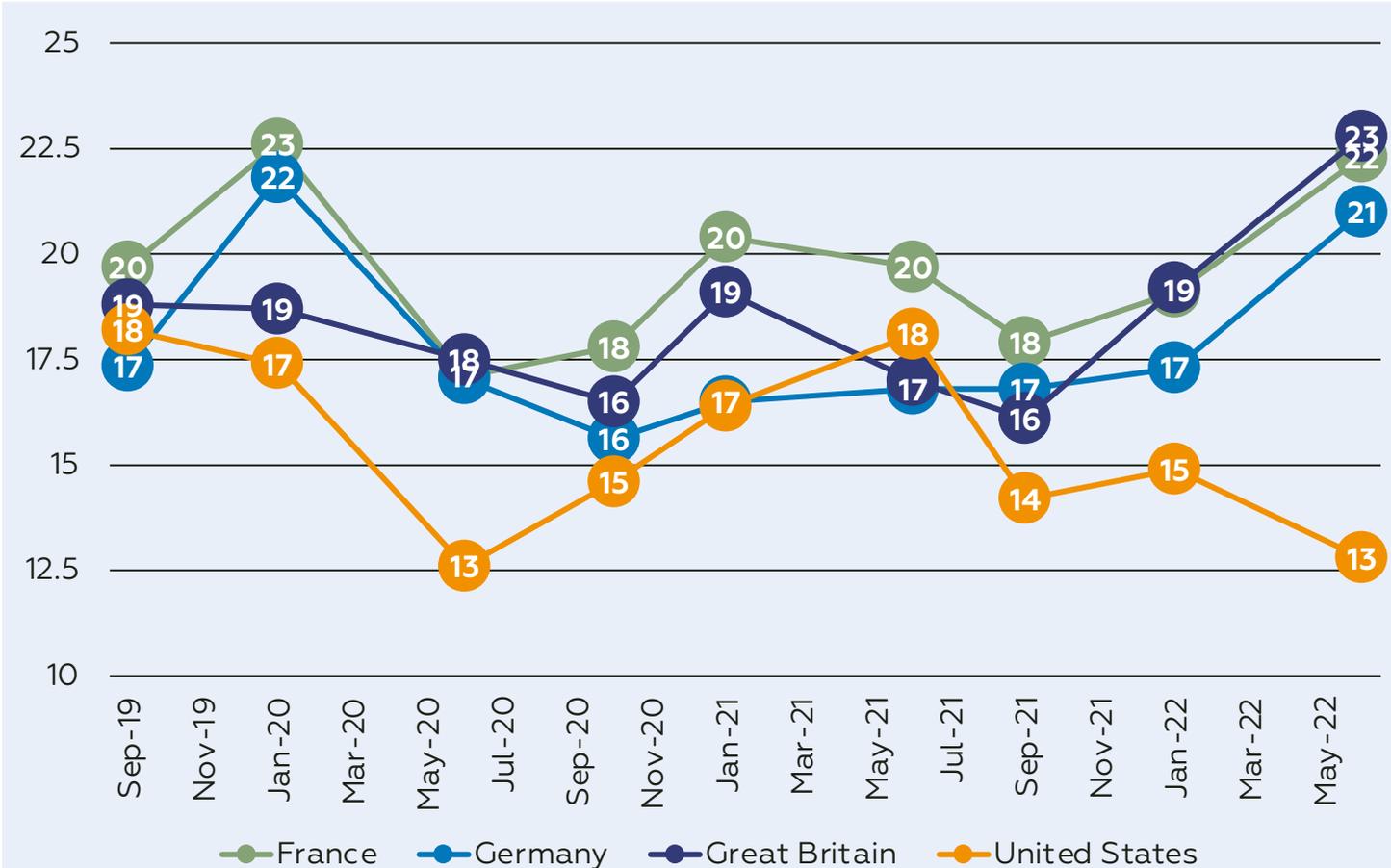
DEL SEGMENTATION - OCTOBER 2021

| Segment | Change since October 2020 | |
|-------------------------|---------------------------|------|
| Negatively engaged | ↑ | +1%* |
| Totally disengaged | ↓ | -1% |
| Marginally engaged | ↑ | +4%* |
| Transactionally engaged | ↓ | -1%* |
| Purposively engaged | ↓ | -2%* |
| Fully engaged | ↓ | -1%* |

Three highly engaged groups (Transactionally, Purposively and Fully Engaged) shrunk collectively by 4%, while the Marginally Engaged group increased by 4%, signaling an overall decrease in engagement with global poverty in the U.S.



TRENDS IN DONATIONS - 2019/2022




13%
 ↓ -2%

have donated to a global poverty charity in the past 12 months in the U.S.

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.

Question: Thinking about global poverty and development, have you donated money to an international NGO or charity working on the issue in the past 12 months? (% who donated)

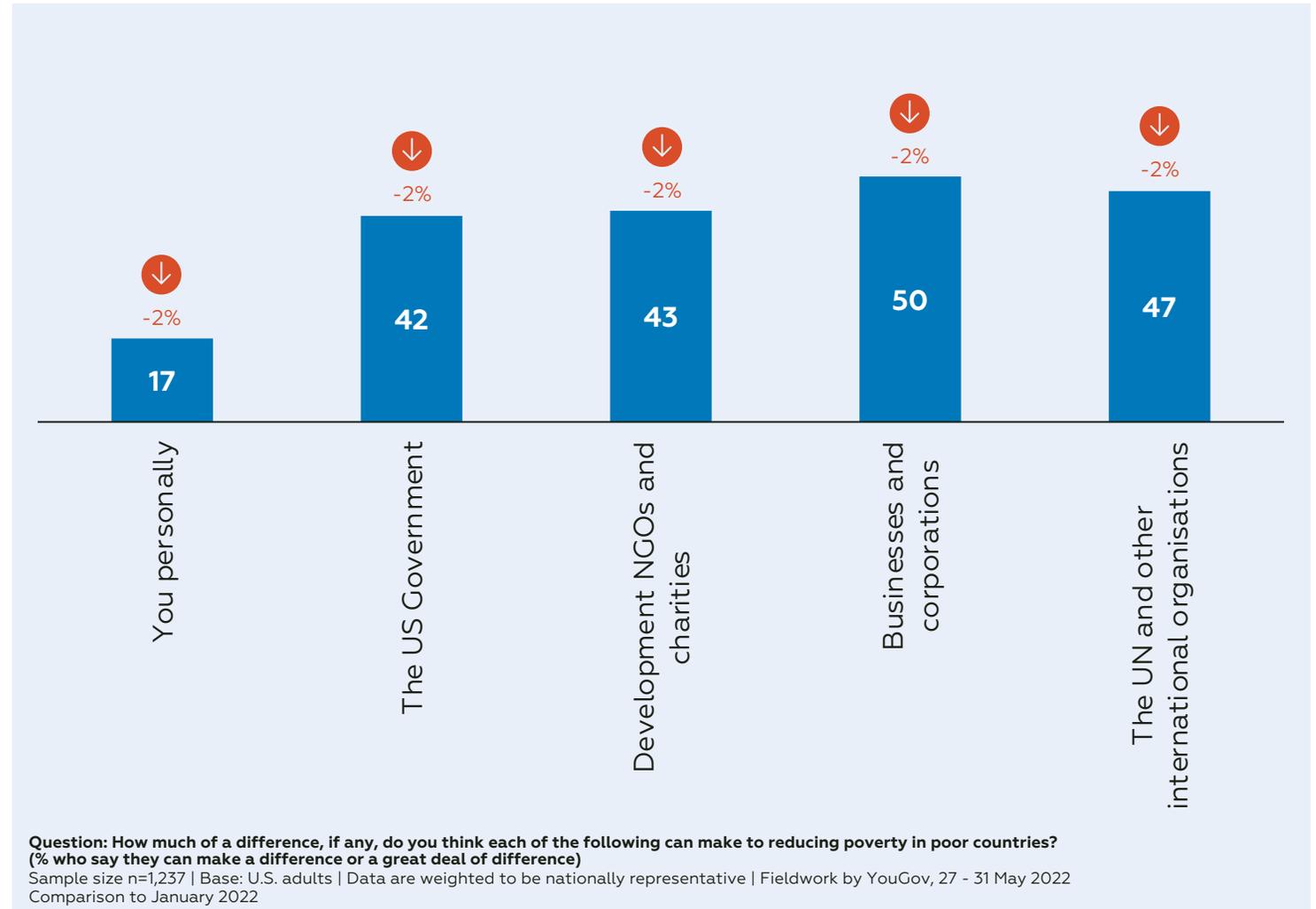
Sample size n=1,237 | Base: U.S. adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 12-13 Jan 2022 | Comparison to January 2022



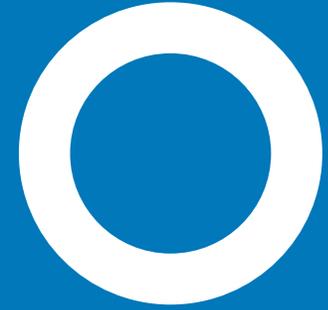
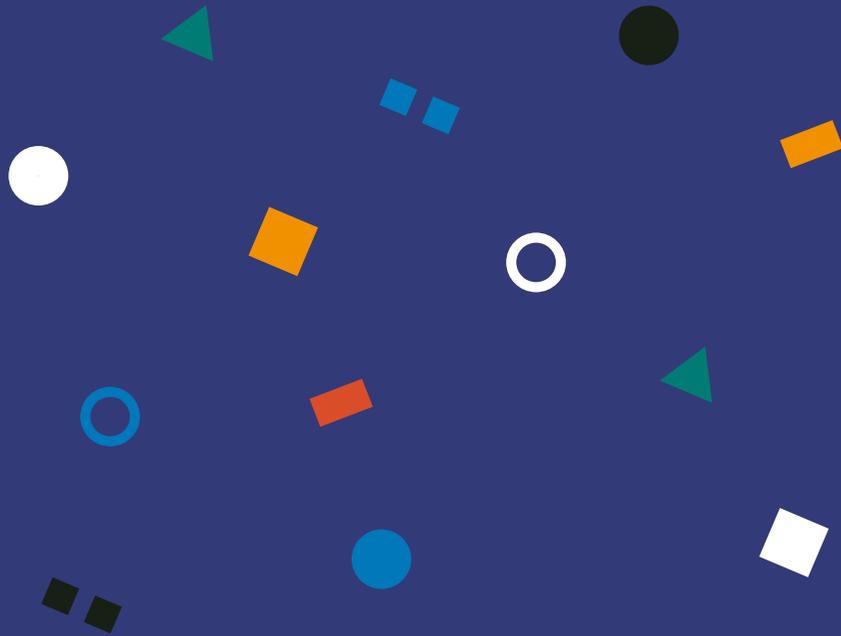
EFFICACY BATTERY – JUNE 2022

There are no significant changes to the efficacy battery from January to June 2022. The overall picture, however, shows that the public is much less likely to see themselves as able to make a difference to poverty in poor countries compared to other organizations.

Businesses and corporations are the only entities that half of Americans say can make a difference in reducing poverty in poor countries.

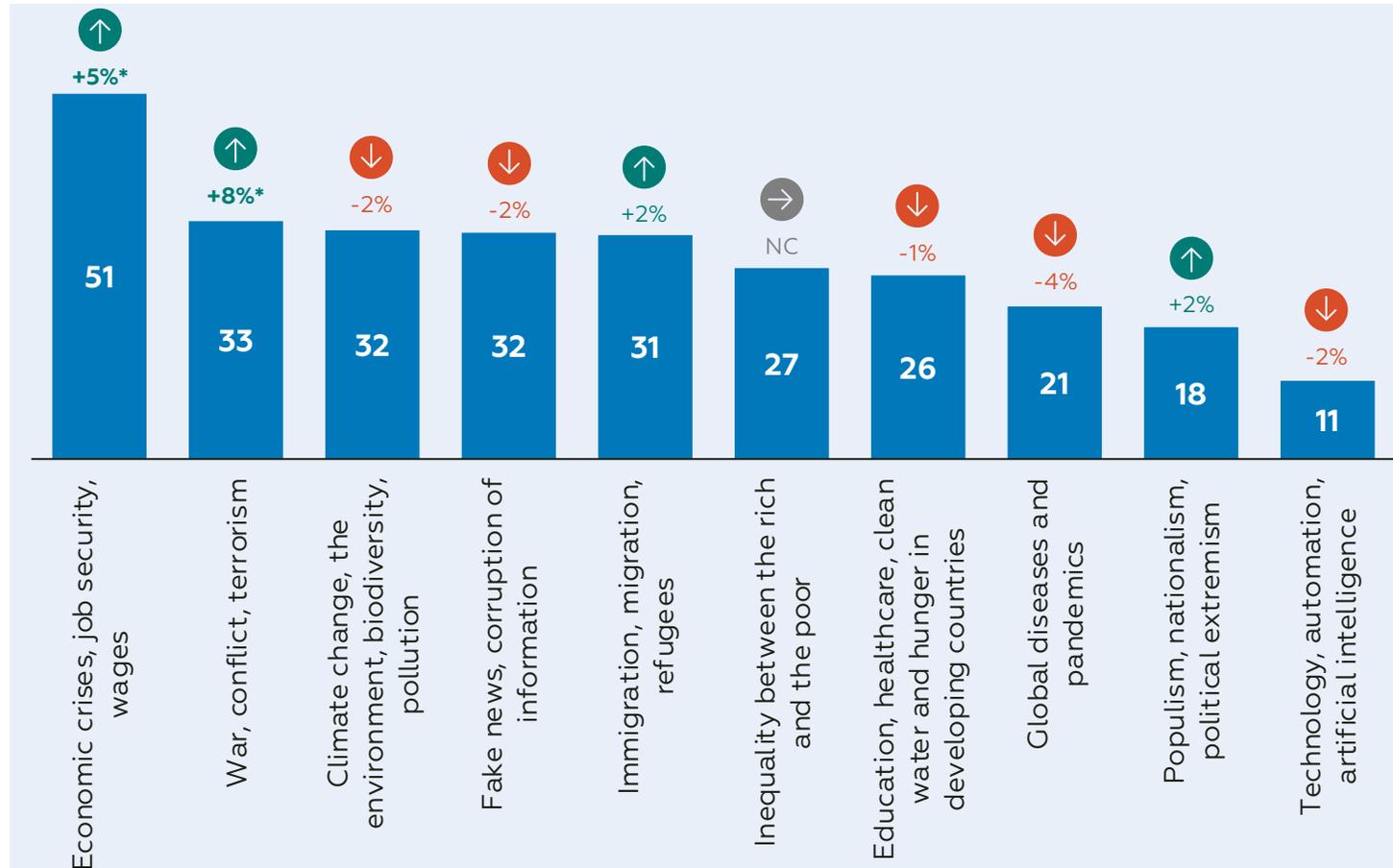


DEL TRACKER



Tracking public opinion on
global issues, global poverty,
and sustainable development
in the U.S.

MOST IMPORTANT ISSUES – JUNE 2022



Economic crises, job security and wages are now the most concerning issue for 1 in 2 respondents in the U.S. This is up, significantly, by 5% to 51% since January 2021, and in a league of its own.

Against the backdrop of conflict between Ukraine and Russia, concern for war, conflict and terrorism also rose significantly by 8% and is now the most concerning issue for 33% of U.S. respondents.

We observe changes in all other indicators (except economic inequality), but none of these changes are significant. Notably, however, concern for global diseases and pandemics is down a further 4% to 21%.

Question: Thinking about the issues below, which of the following do you personally care about? (% who select issue of concern)
 Sample size n=1,237 | Base: U.S. adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 27 - 31 May 2022
 Comparison to January 2022

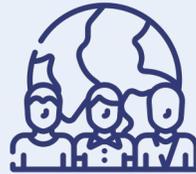
ATTITUDES AND PUBLIC OPINION – JUNE 2022



76%

↑ +12%*

think the world is getting worse, all things considered



48%

↑ +3%

think what happens in developing countries affects them too



52%

→ NC

are concerned or very concerned about levels poverty in poor countries



28%

↓ -4%

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



24%

→ NC

think development aid is effective or very effective



26%

↓ -4%

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

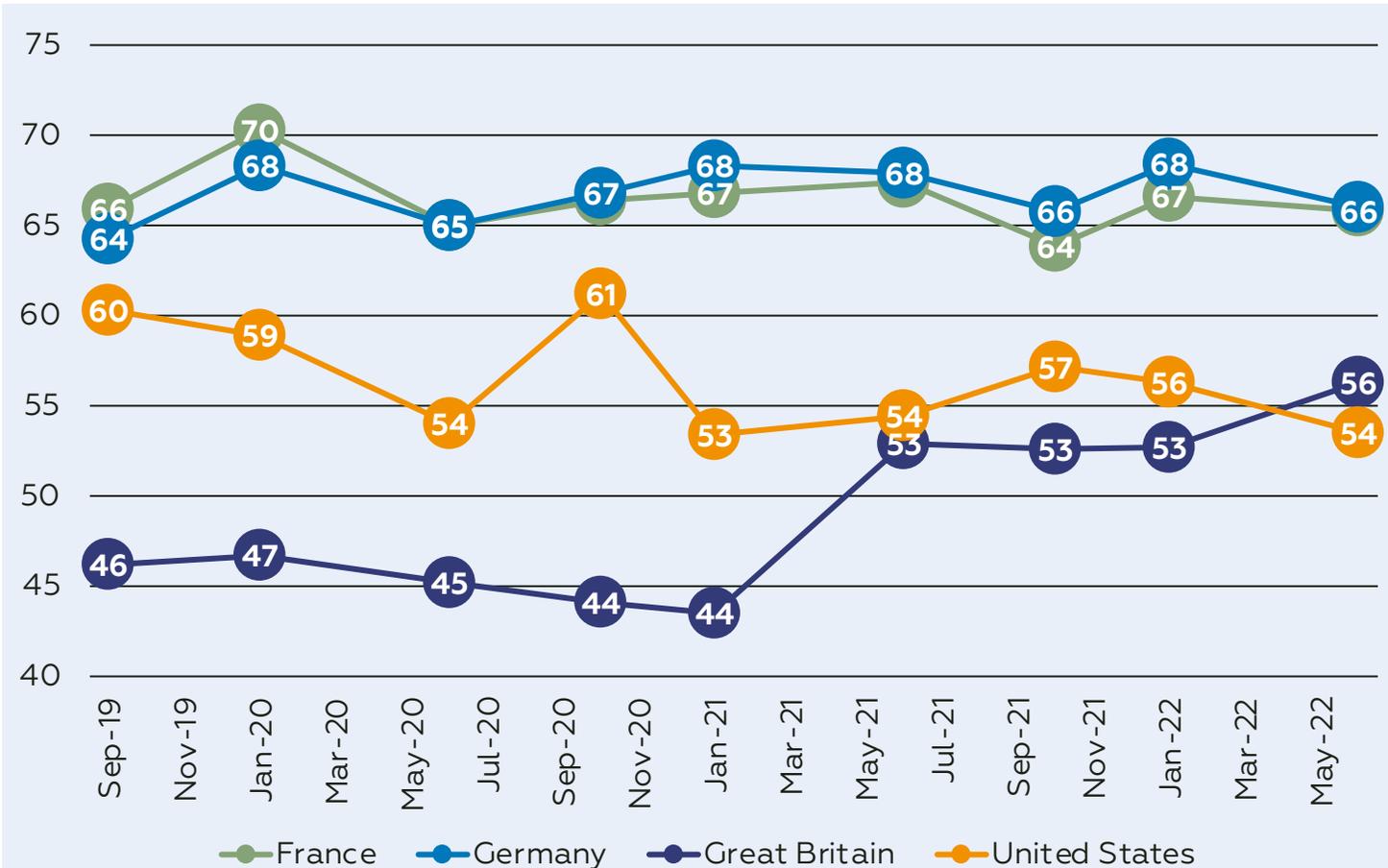
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Comparison to January 2022

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TRENDS IN AID SUPPORT - 2019/2022



Question: Of its total budget of nearly \$4.1 trillion, the U.S. government currently allocates 0.8 percent, or \$34 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?
 Sample size n=1,237 | Base: U.S. adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 27 - 31 May 2022
 Comparison to January 2022



54%
 ↓ -2%

think we should keep or increase our current aid budget in the U.S.

A majority of Americans support current foreign aid spending or want to increase it.

Majority support is evidenced in all four countries DEL tracks, however, Great Britain and the U.S. remain significantly below France and Germany where two-thirds of the public support aid spending.

DATA

The data for this deck come from the DEL Tracker (n= 1,237). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 27-31 May 2022.

U.S.E

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

CITATION

Morini, P. 2022. *DEL Dashboard – United States June 2022*. London: Development Engagement Lab.



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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 focused 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 U.S. on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab) or by contacting del@ucl.ac.uk.

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