



# DEL DASHBOARD UNITED STATES JUNE 2023

/ Dashboard #10  
// June 2023  
/// [www.developmentcompass.org](http://www.developmentcompass.org)  
[@DevEngageLab](https://twitter.com/DevEngageLab)

Paolo Morini

## DATA

The data for this deck come from the DEL Tracker (n=1,326) and the DEL Panel (n=6,102). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, Tracker: 30<sup>th</sup> – 31<sup>st</sup> May 2023, Panel: 4<sup>th</sup> October – 28<sup>th</sup> October 2022.

## USE

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

## CITATION

Morini, P. 2023. *DEL Dashboard – United States June 2023*. London: Development Engagement Lab.

**YOU CAN FIND THE DEL DASHBOARDS ON DEVELOPMENT COMPASS:**

**<https://developmentcompass.org/topics/del-tracker>**

# THREE KEY CHANGES SINCE JANUARY 2023

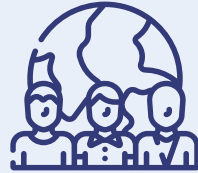


41%

↑ +9%\*

say they care most about fake news and the corruption of information

Fake news and the corruption of information are the top issue people care about in the U.S., this is up 9% compared to January 2023, as the election cycle starts heating up.



42%

↓ -7%\*

think what happens in developing countries affects them too

A stark drop of 7 percentage points in respondents who think that what happens in developing countries affects them signals a big change in how interconnected Americans feel with the developing world.



58%

↑ +7%\*

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

Concern for poverty in poor countries rose sharply by 7% to 58% since January 2023, signaling a renewed interest amongst American audiences.

# 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.

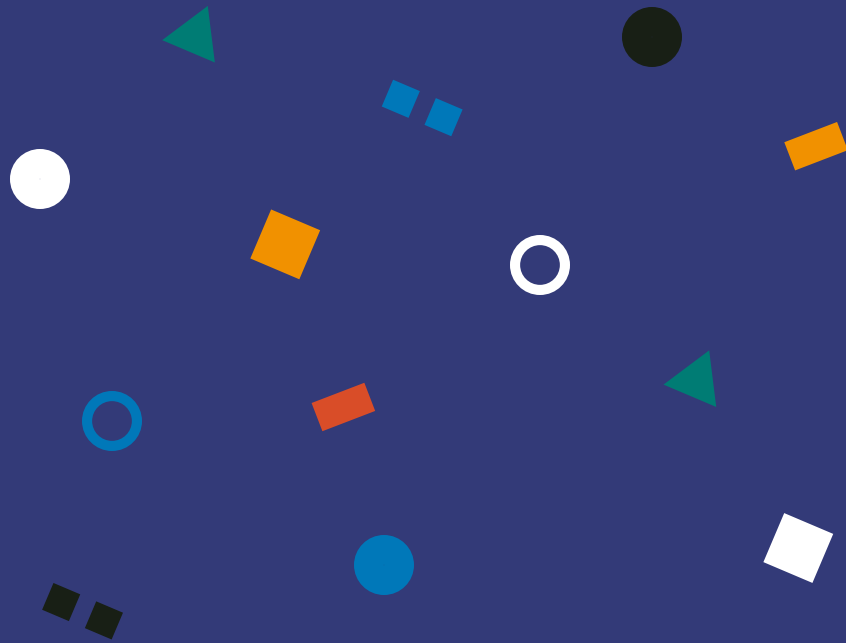


This icon is used when there is a downward change since the last data point. An asterisk indicates the change is statistically significant.



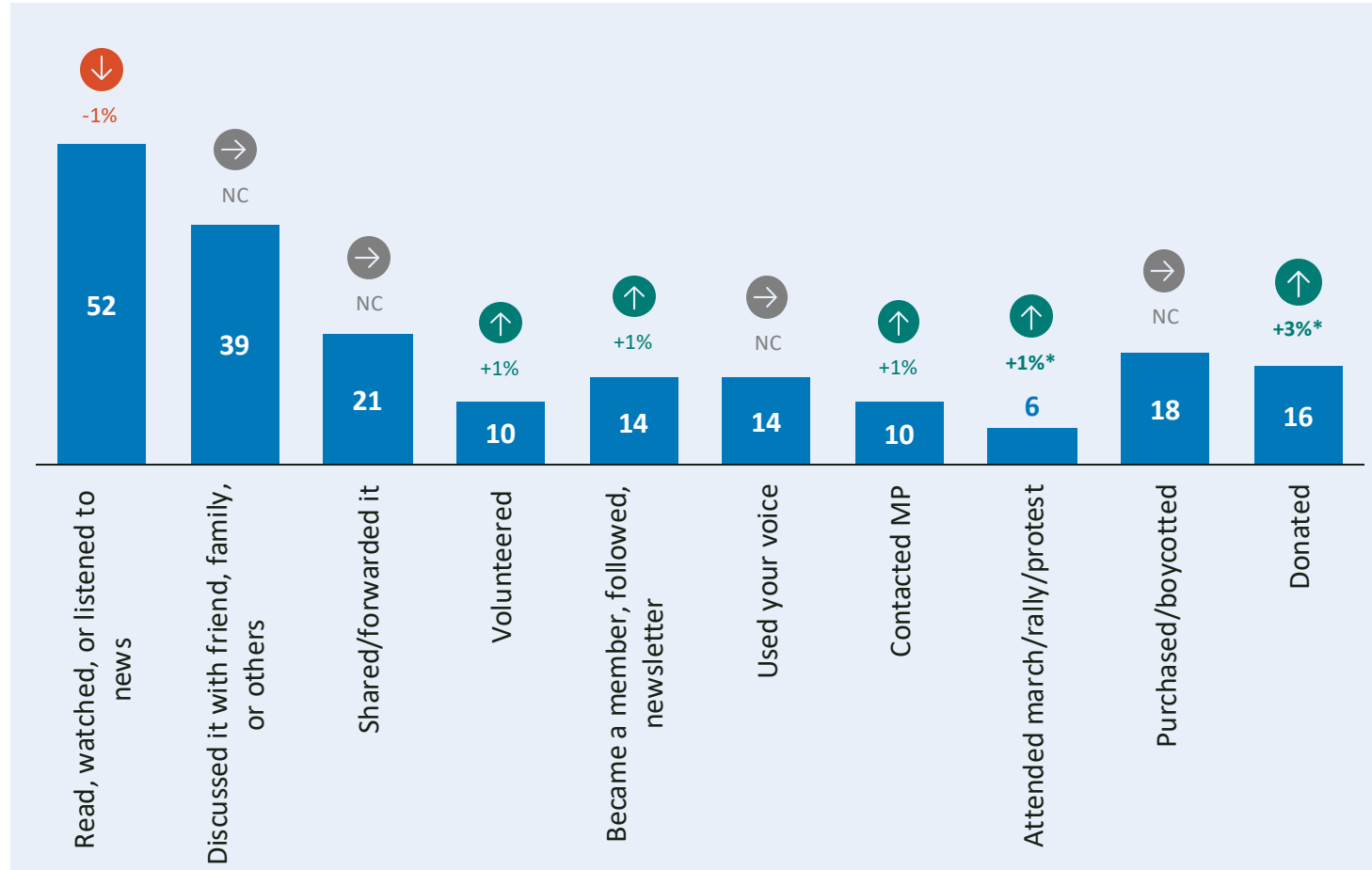
This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.

# BEHAVIOURAL ENGAGEMENT



Tracking American public  
engagement with global  
poverty and sustainable  
development through their  
actions

# ENGAGEMENT BATTERY – OCTOBER 2022



Year on year, most changes in our behavioural engagement battery are small and not statistically significant.

The only exception is the percentage of people who attended marches, rallies or protests, which was up 1% to 6% compared to October 2021.

Donations were up significantly by 3% since June 2022, and by 2% year on year compared to October 2021, as we show on slide 8 in this deck.

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)

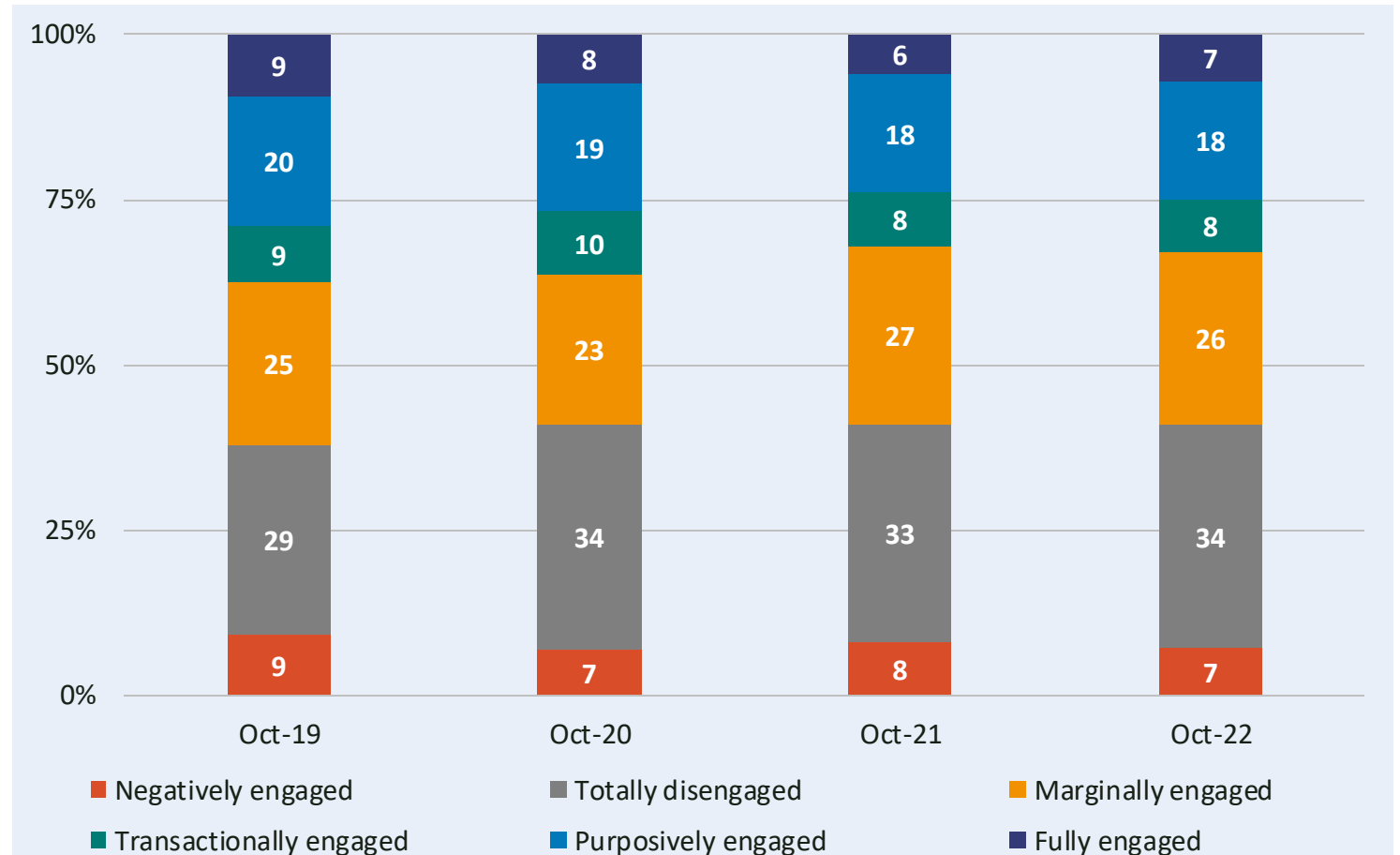
Sample size n=6,102 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 4-28 Oct 2022 | Comparison to Oct 2021 for all actions exception, donations, compared to June 2022.

# DEL SEGMENTATION – OCTOBER 2022

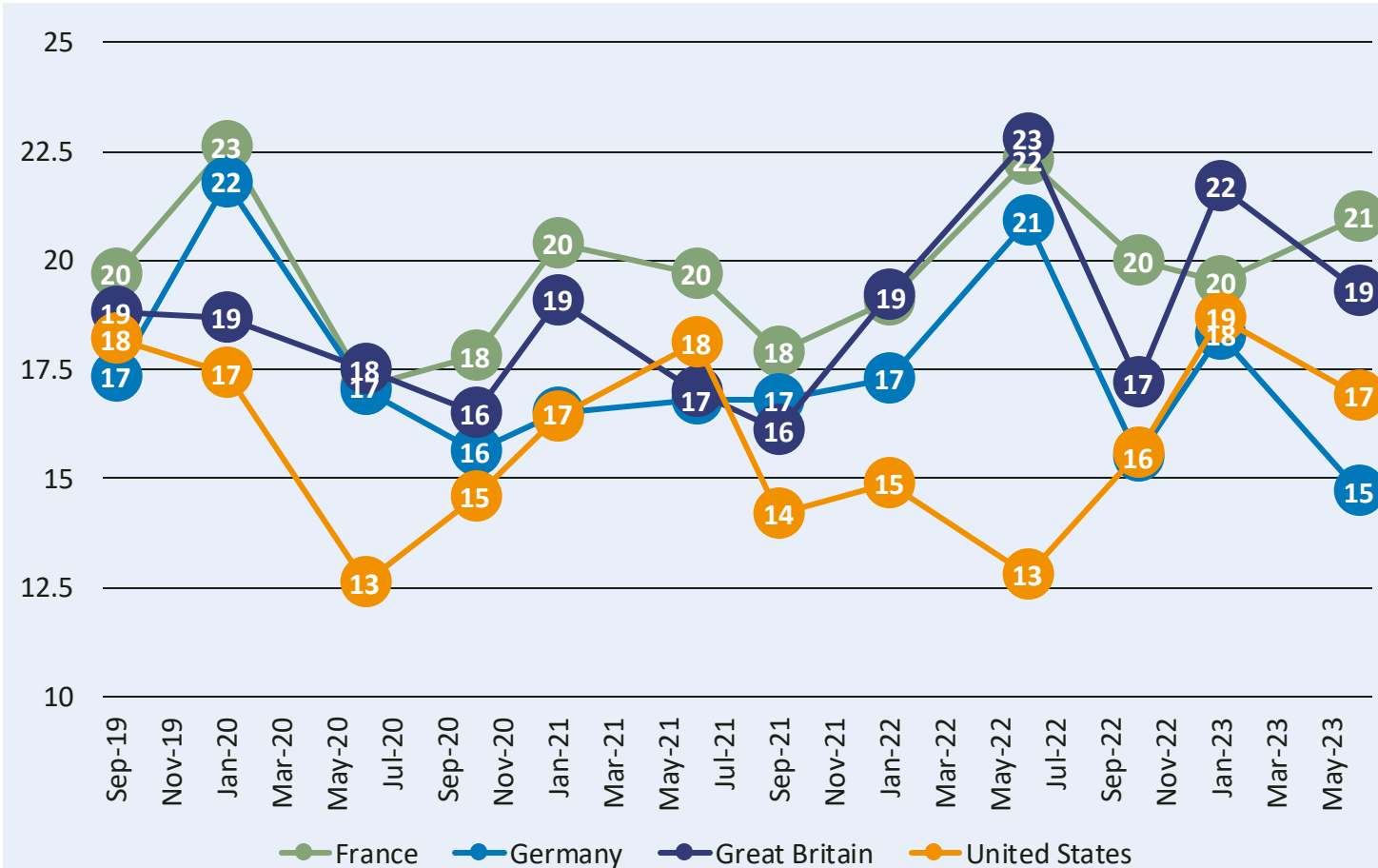
Segment	Change since October 2021	
Negatively engaged	↓	-1%
Totally disengaged	↑	+1%
Marginally engaged	↓	-1%
Transactionally engaged	→	NC
Purposively engaged	↑	+1%
Fully engaged	→	NC

The lack of significant changes in our annual audience behavioral engagement tracker is reflected in the DEL segmentation, which remains virtually unchanged.

We see smaller changes in the Purposively Engaged and Totally Disengaged groups (1% each), and decreases of 1% in the Negatively and Marginally Engaged groups.



# TRENDS IN DONATIONS – 2019/2023




**17%**  
 -2%

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

Amidst downturns in donor numbers for Germany, Great Britain and the United States, France sees a small (albeit not statistically significant) increase of 1% in the percentage of respondents who say they donated in the past 12 months.

With the exception of Germany, the number donors in all countries remain above historical averages.

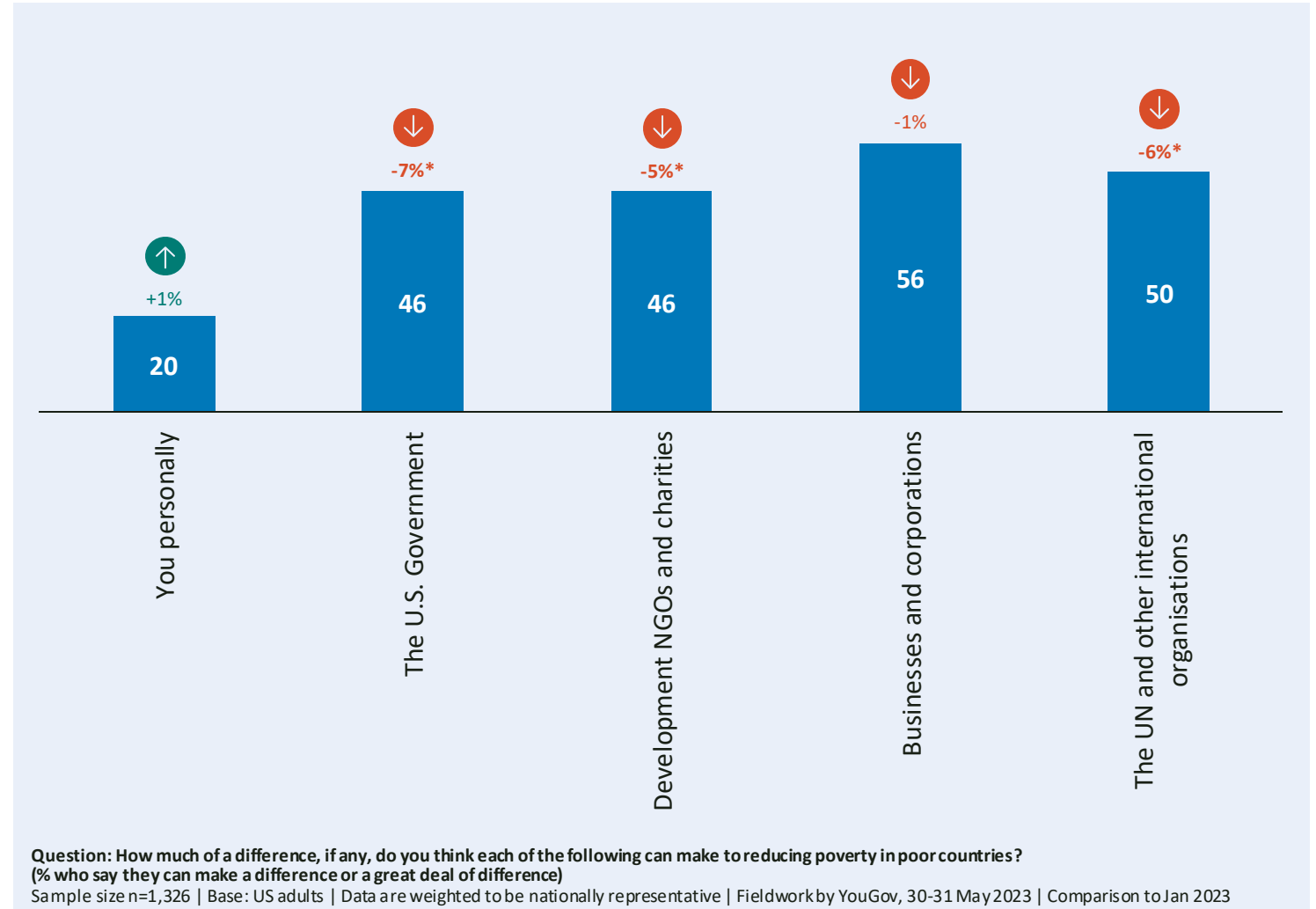
Question: Thinking about global poverty and development, have you donated money to an international NGO or charity working on the issue in the past 12 months? (% who donated)  
 Sample size n=1,326 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30-31 May 2023 | Comparison to Jan 2023



# EFFICACY BATTERY – JUNE 2023

The percentage of respondents who think the U.S. Government (-7%), NGOs, charities (-5%), the UN and other multilaterals (-6%) can make a difference to reducing poverty in poor countries has fallen sharply since January 2023.

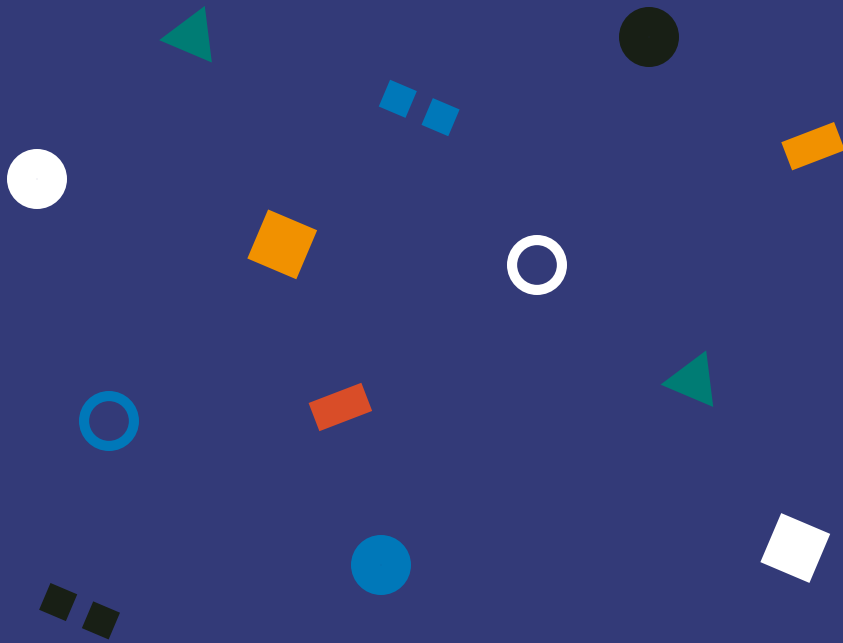
The decreases mean that a majority now thinks the U.S. government, NGOs and charities cannot make a great deal of difference to global poverty, while 1 in 2 respondents still think the UN and other international organizations can make a difference.



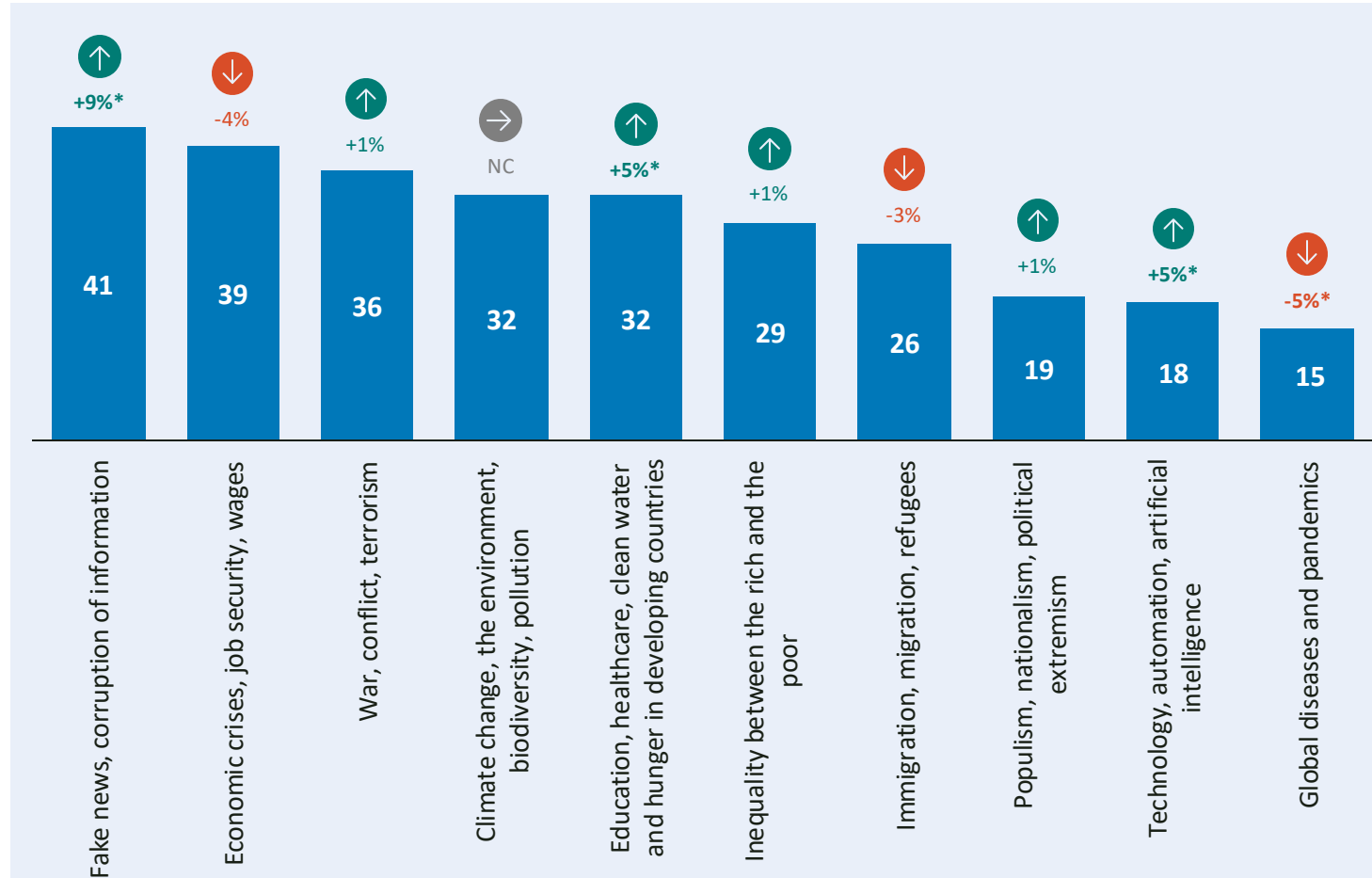
# ATTITUDINAL ENGAGEMENT



Tracking public opinion on global  
issues, global poverty, and  
sustainable development in the  
United States



# MOST IMPORTANT ISSUES – JUNE 2023



Fake news and the corruption of information tops our list of issues people care about in the U.S.: concern for this issue rose by 9 percentage points to 41%.

Concern also rose significantly for development issues (up 5% to 32%), technology, automation and artificial intelligence (up 5% to 18%), and fell significantly for global diseases and pandemics (down 5% to 15%, now the least chosen option).

Question: Thinking about the issues below, which of the following do you personally care about? (% who select issue of concern)  
 Sample size n=1,326 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30-31 May 2023 | Comparison to Jan 2023

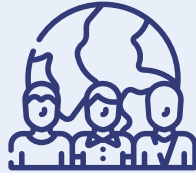
# ATTITUDES AND PUBLIC OPINION – JUNE 2023



67%

↑ +2%

think the world is getting worse, all things considered



42%

↓ -7%\*

think what happens in developing countries affects them too



58%

↑ +7%\*

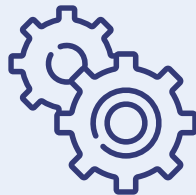
are concerned or very concerned about levels of poverty in poor countries



33%

↑ +1%

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



29%

↓ -2%

think development aid is effective or very effective



29%

↑ +1%

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

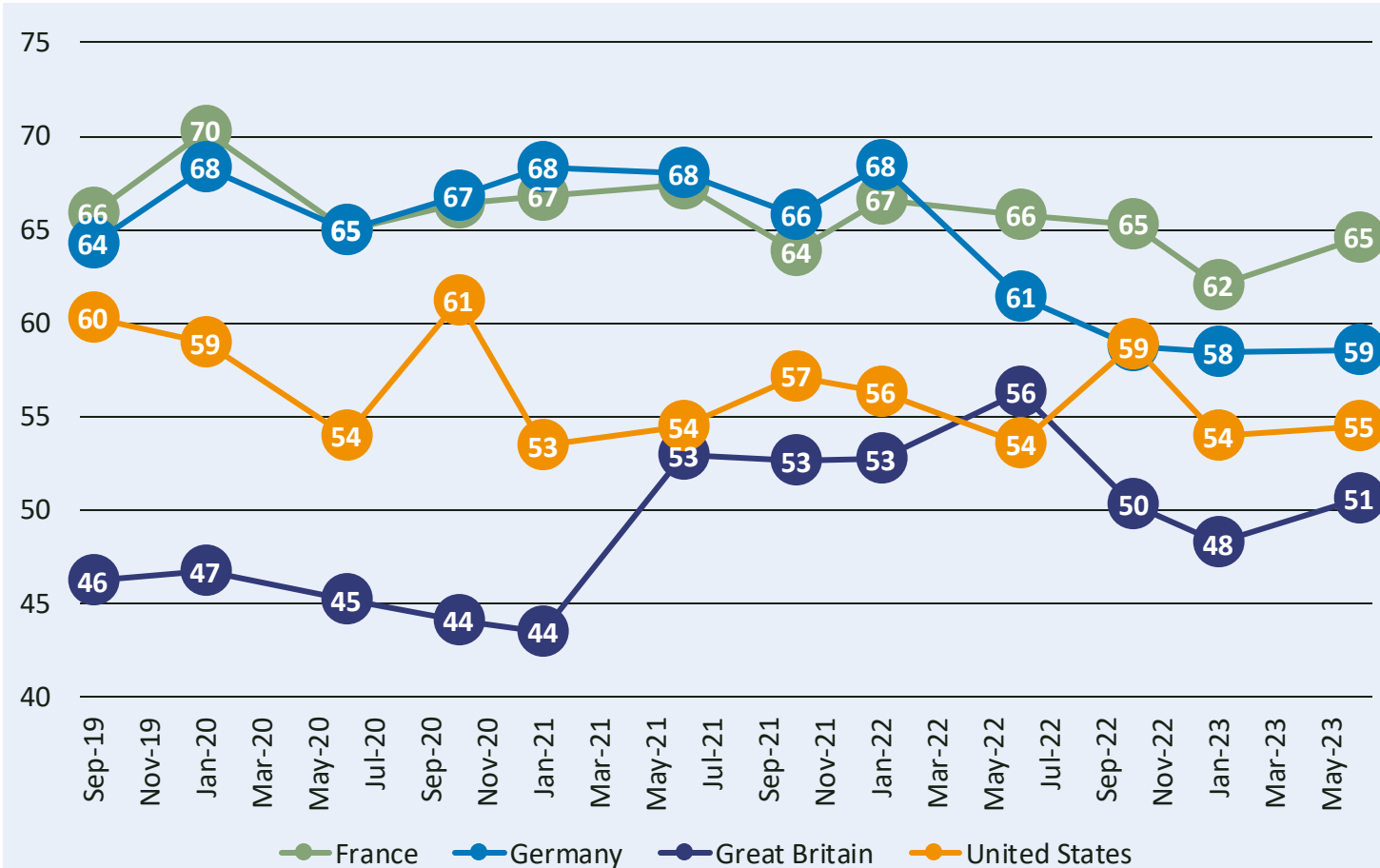
Question listed in each box

Sample size n=1,326 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30-31 May 2023 | Comparison to Jan 2023

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# TRENDS IN AID SUPPORT – 2019/2023



Question: Of its total budget of nearly \$6.8 trillion, the US government currently allocates 0.6 percent, or \$42 billion, to overseas aid to poor countries. Do you think that the government should increase or decrease the amount of money that it spends on overseas aid to poor countries? (% who thinks we should keep or increase current expenditure levels)  
 Sample size n=1,326 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30-31 May 2023 | Comparison to Jan 2023



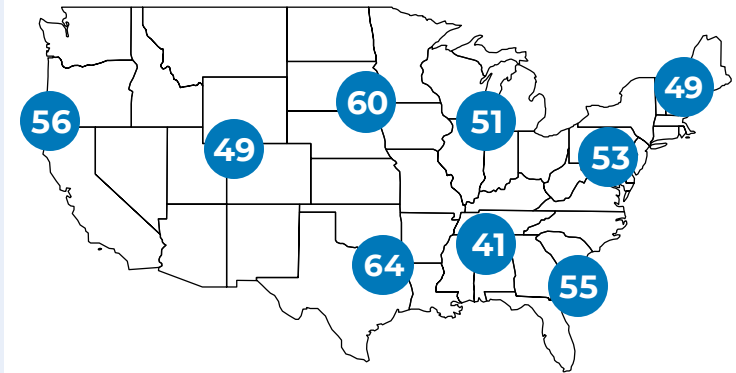
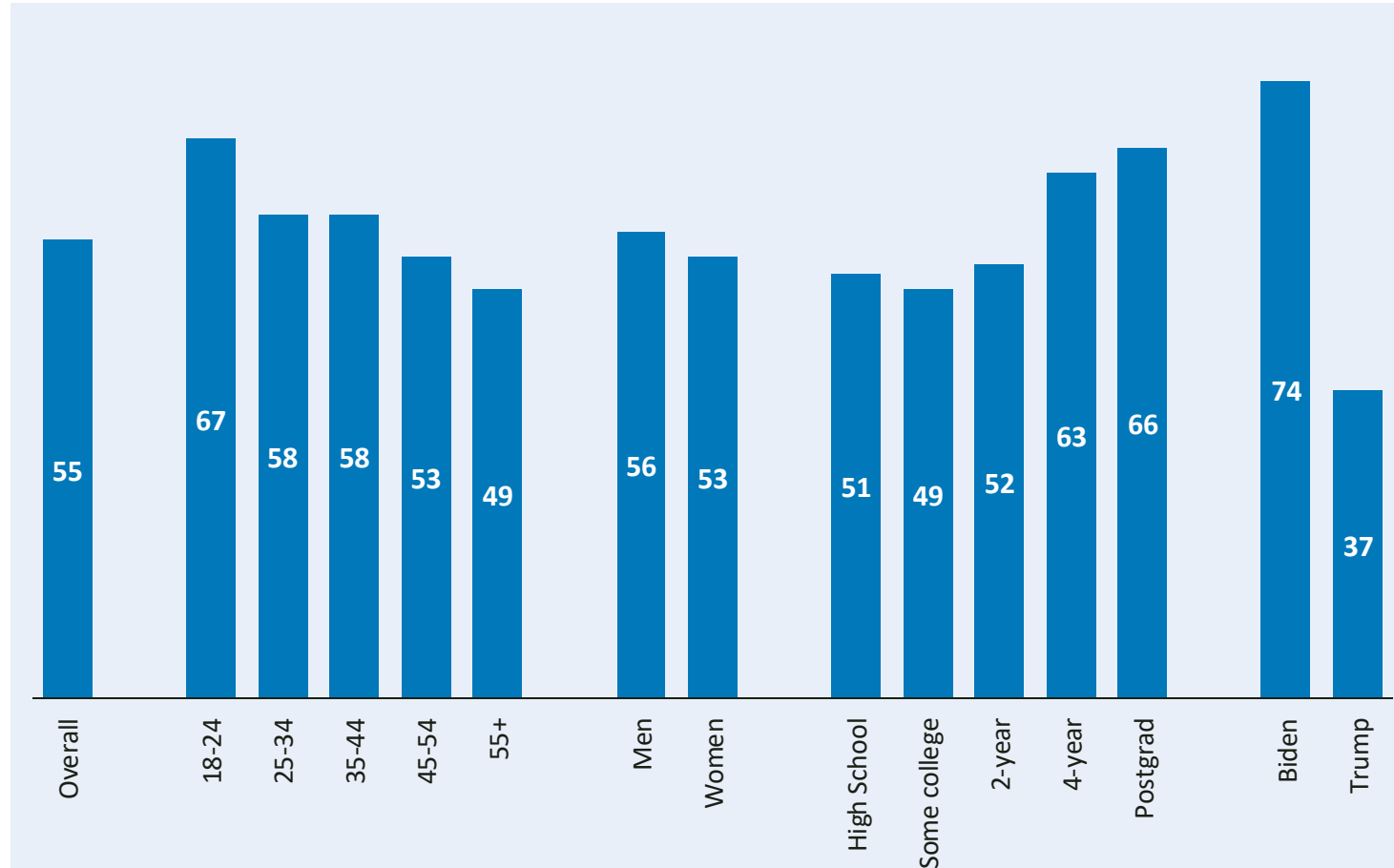
**55%**  
 ↑ +1%

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

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

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

# WHO SUPPORTS DEVELOPMENT AID?



Question: Of its total budget of nearly \$6.8 trillion, the US government currently allocates 0.6 percent, or \$42 billion, to overseas aid to poor countries. Do you think that the government should increase or decrease the amount of money that it spends on overseas aid to poor countries? (% who thinks we should keep or increase current expenditure levels)  
 Sample size n=1,326 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 4-5 Jan 2023



**DEVELOPMENT  
ENGAGEMENT  
LAB**



**UNIVERSITY OF  
BIRMINGHAM**

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).

Cover photo: [Heather Suggitt on Unsplash](#)