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: 30th – 31st May 2023, Panel: 4th October – 28th October 2022.

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

CITATION

YOU CAN FIND THE DEL DASHBOARDS ON DEVELOPMENT COMPASS: https://developmentcompass.org/topics/del-tracker
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.

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.

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

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
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 American public engagement with global poverty and sustainable development through their actions
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.
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 Purposely Engaged and Totally Disengaged groups (1% each), and decreases of 1% in the Negatively and Marginally Engaged groups.
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.

17% have donated to a global poverty charity in the past 12 months in the U.S.
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.
Tracking public opinion on global issues, global poverty, and sustainable development in the United States
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).
67% think the world is getting worse, all things considered.

42% think what happens in developing countries affects them too.

58% are concerned or very concerned about levels of poverty in poor countries.

33% think that we should give some aid, or give it generously.

29% think development aid is effective or very effective.

29% say they have some or a great deal of trust in dev NGOs and charities.

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
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.

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)

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Sample size n=1,326 | Base: US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 4-5 Jan 2023

<table>
<thead>
<tr>
<th>Overall</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55+</th>
<th>Men</th>
<th>Women</th>
<th>High School</th>
<th>Some college</th>
<th>2-year</th>
<th>4-year</th>
<th>Postgrad</th>
<th>Biden</th>
<th>Trump</th>
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<td>63</td>
<td>66</td>
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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, follow us on Twitter @DevEngageLab or by contacting del@ucl.ac.uk.

Cover photo: Heather Suggitt on Unsplash