



# DEL BRITISH DASHBOARD OCTOBER 2020

/ Dashboard #2  
// October 2020  
/// [www.developmentcompass.org](http://www.developmentcompass.org)  
[@devengagelab](https://twitter.com/devengagelab)

Paolo Morini  
Jennifer Hudson  
David Hudson

# 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

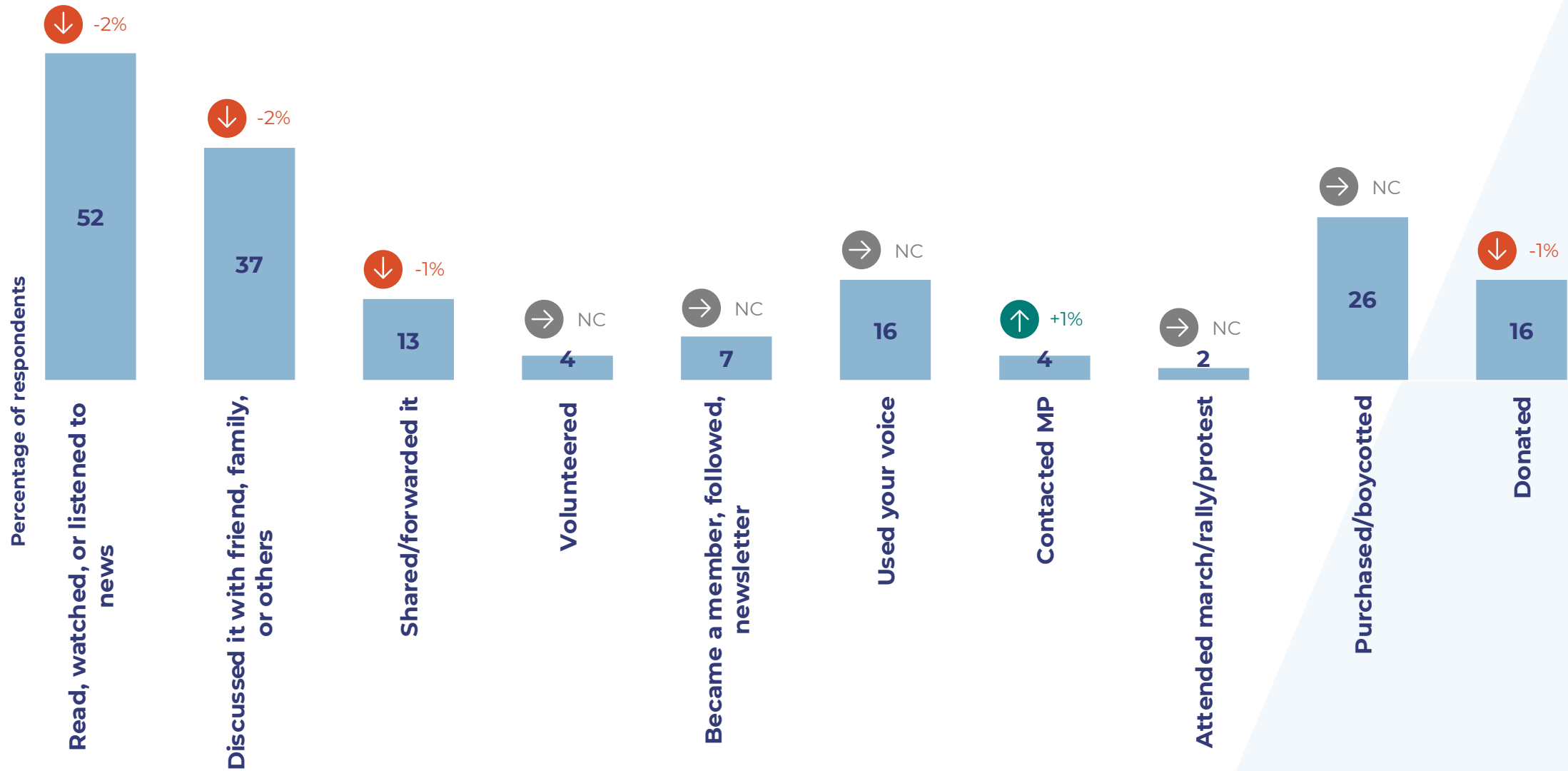


This icon is used when there is no change from the last data point, or the change was smaller than 1% in size



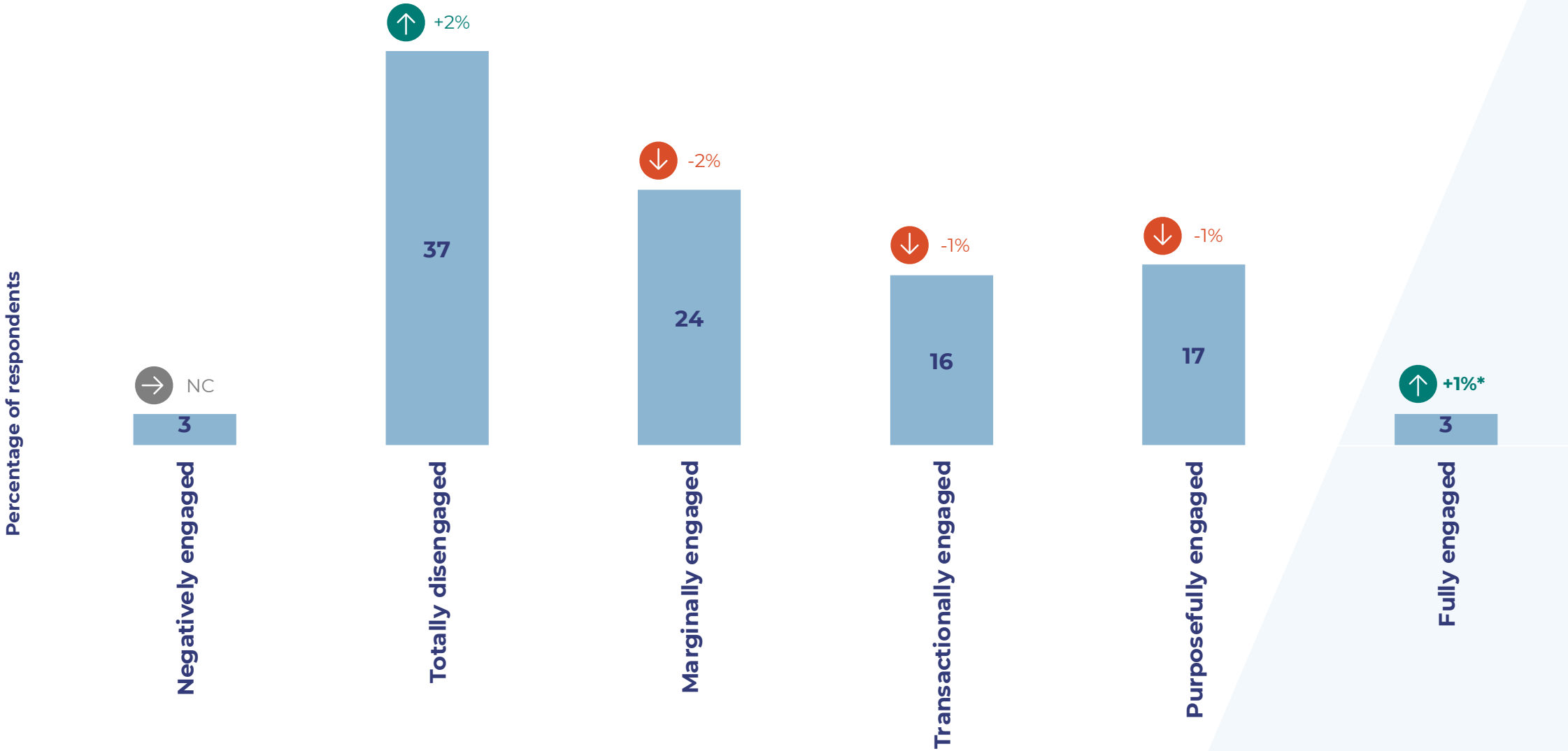
This icon highlights a tracking or engagement insight that applies to multiple countries at the same time

# ACTIONS DASHBOARD – JUN/OCT 2020



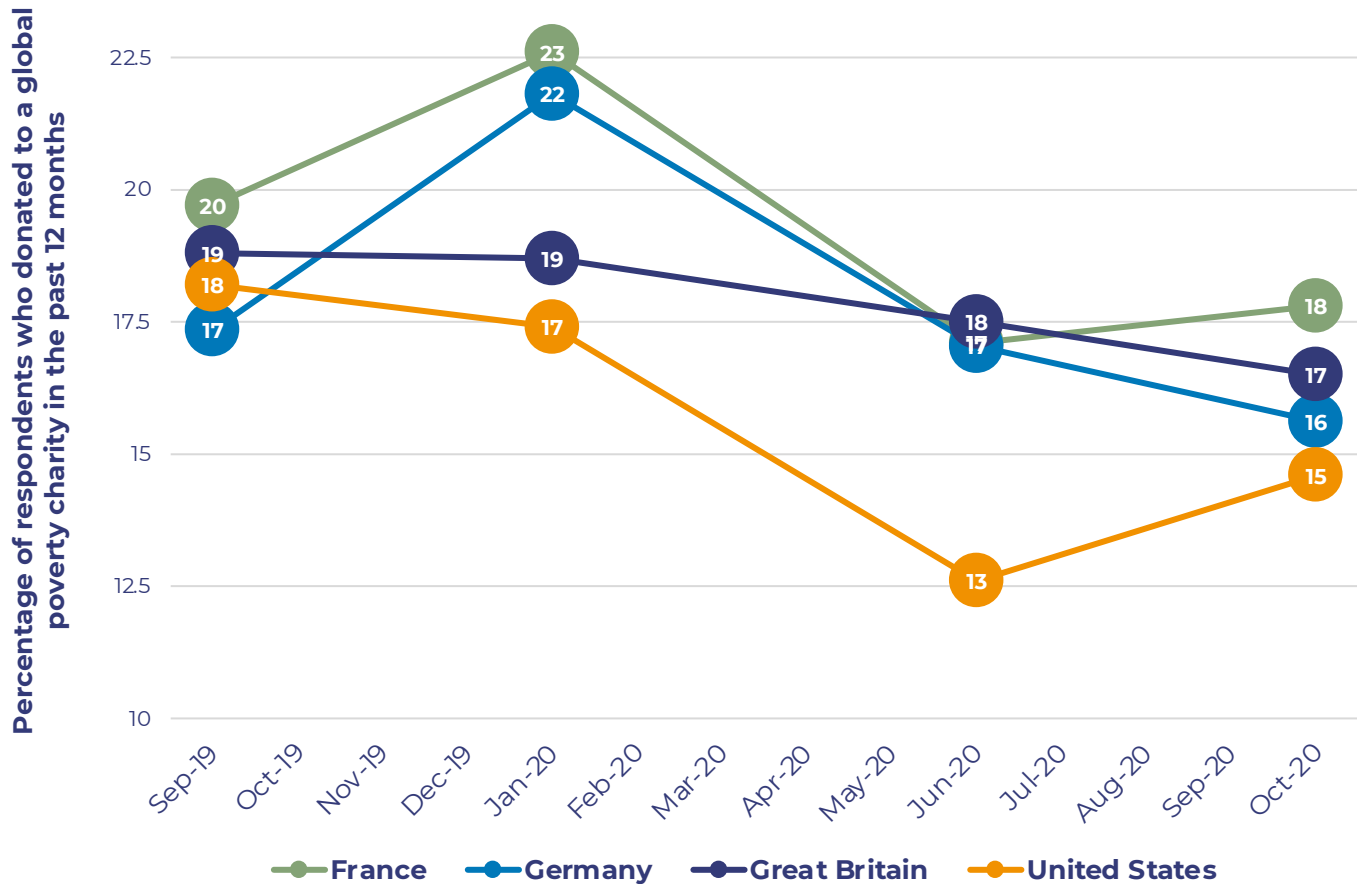
Question: Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?  
 Sample size n=8,079 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 September – 12 October 2020  
 Comparison to June 2020 (DEL Tracker 2)

# DEL SEGMENTATION DASHBOARD – JUN/OCT 2020



The Development Engagement Lab Engagement Segmentation  
Sample size n=8,079 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 September – 12 October 2020  
Comparison to June 2020 (DEL Tracker 2)

# TRENDS IN DONATIONS – 2019/2020



There are no significant changes in amounts donated across all four countries since June

FR

↑ +1%

DE

↓ -1%

GB

↓ -1%

US

↑ +2%

## MORE ON DONATIONS ON DEVELOPMENTCOMPASS.ORG

**DEVELOPMENT ENGAGEMENT LAB**

**GIVING TO GLOBAL POVERTY ORGANIZATIONS: INSIGHTS FOR ENGAGING PAST, PRESENT AND POTENTIAL DONORS**

Dr. Stefan de Sambro  
2 February 2020

In this DEL In Brief, we look at potential donors to global poverty causes in Germany. While the number of donors in Germany has been declining over the past six years, tapping into a large group of potential new supporters, recovering aid donors, and incentivizing them to set up regular donations could invert the trend and stabilize organizations' revenue.

In Germany, the share of the population that has donated to an international development aid or charitable organization in the past 12 months has been in continuous decline for the past six years. Similar trends are observed in Great Britain and the United States. Currently, in Germany, 17 percent of the population has donated to global poverty causes in the past 12 months. Compared to donors, the group of potential donors is considerably larger: 31% of the population say they would donate to a project or organization involved in the area of development aid (see Figure 1), with above-average shares among people age 18 - 29 (37%), highly-educated people (43%), and people living in high-income households (39%). Women (35%) are more likely than men (29%) to say they would consider donating.

In general, the most important reason people give for having not donated in the past 12 months was a lack of money to do so (40%). The fear that the money won't actually help poor people due to corruption (28%), worries about administrative costs of charities being too high (19%), and a general lack of trust for international development organizations (18%), were also commonly chosen reasons among non-donors.

Going beyond these general findings, it is useful to distinguish different kinds of non-donors according to their willingness to donate and their former donation

IN BRIEF

**DEVELOPMENT ENGAGEMENT LAB**

**In Brief 1 Donations in Great Britain: Reasons to give and not give**

Jennifer Hudson, Paolo Morici, David Hudson  
October 2019

In this DEL In Brief, we look at trends in donations to international development organizations since 2015, the reasons people give for why they donate, and reasons for why they do not.

Since 2015, the Aid Attitudes Tracker, now Development Engagement Lab, has been tracking donations to international development NGOs and charities. Monthly every six months we have asked 8,000 respondents in Great Britain whether they have donated to an international development charity in the past 12 months. The findings from these surveys, shown in Figure 1, indicate that the percentage who have made a donation has fallen, from 34% in 2015 to 19% in 2019.

The substantial fall in donations raises a number of questions:

First, donations are one of the most common ways in which people get involved with efforts to reduce global poverty. So, how could mean that overall engagement with global poverty is at stake. Second, if all in donations could equal a decline in trust in development organizations, interest, as we have shown elsewhere, the fall in donations in Great Britain raises a question in the levels of trust in charitable organizations overall, and not limited to development organizations. However, while trust has fluctuated, donations have continued to fall across different socioeconomic groups.

So, what's driving that? We know from our research that people who are concerned about poverty in poor countries, and being able to make a difference since a person's decision to get involved with fighting global poverty. But what reasons do people give when asked directly about their decision to donate? And importantly, what reasons do they give for why they don't donate?

KEY INSIGHTS

- The percentage of donors has fallen from 34% in 2015 to 19% in 2019
- The most frequently given reason for making a donation is belief in the cause that the charity represents and the work they do (52%)
- 59% of non-donors worry that too much money goes into administration of charities rather than the cause

IN BRIEF

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?

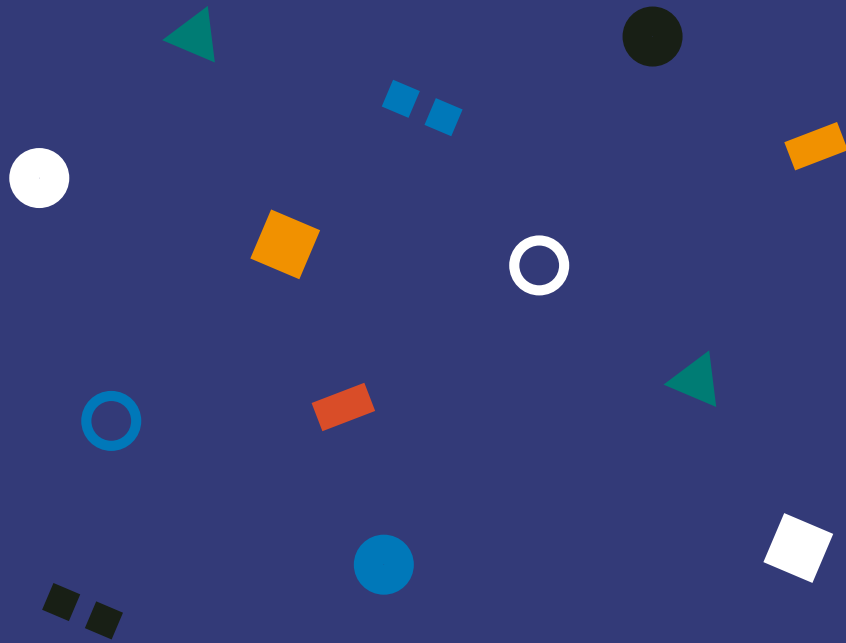
Sample size n=8,079 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 September – 12 October 2020  
Comparison to June 2020 (DEL Tracker 2)



## SUMMARY

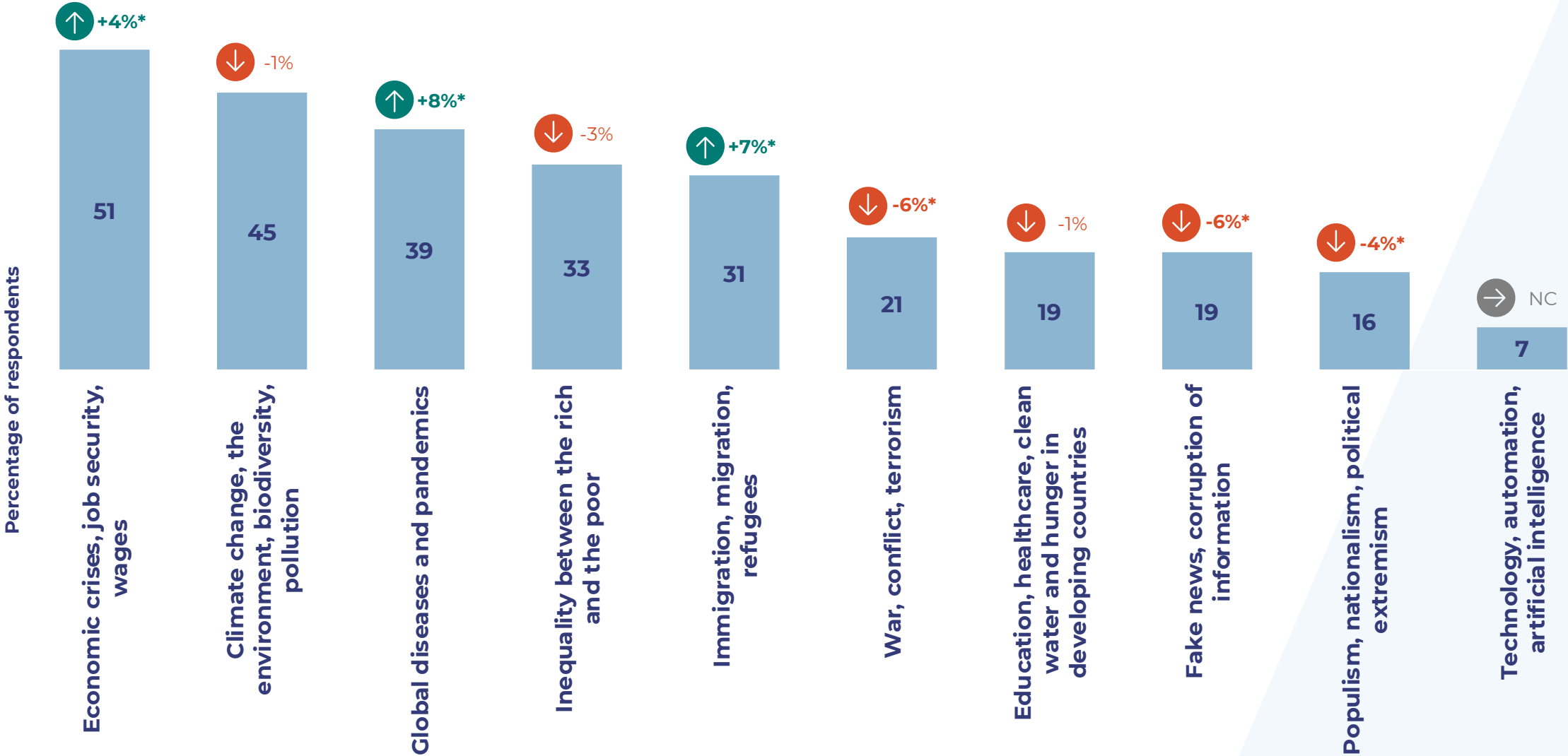
- Overall, the profile of public engagement with development has not changed significantly since June 2020. Changes in overall engagement between June and October with the 10 actions DEL tracks are small and/or insignificant.
- Across all four DEL countries, we do not see significant changes in the percentage of donors from June 2020 to Oct 2020. However, for all countries year on year changes – September 2019 to October 2020 – show a small, but significant decline

# DEL TRACKER



Tracking public opinion on  
global issues, global poverty,  
and sustainable development  
in Great Britain

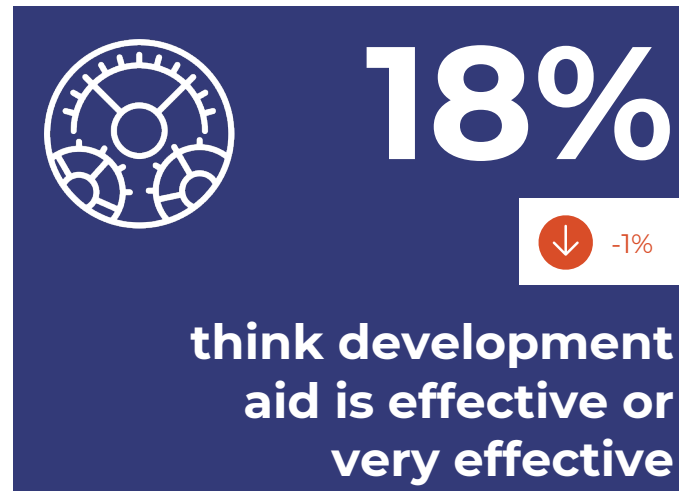
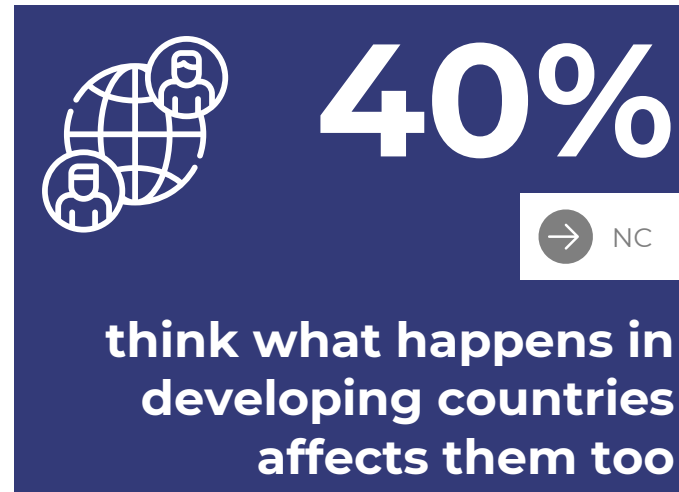
# GB MOST IMPORTANT ISSUES – JUN/OCT 2020



Question: Thinking about the issues below, which of the following do you personally care about?  
 Sample size n=8,079 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 September – 12 October 2020  
 Comparison to June 2020 (DEL Tracker 2)



# GB ATTITUDES DASHBOARD – JUN/OCT 2020

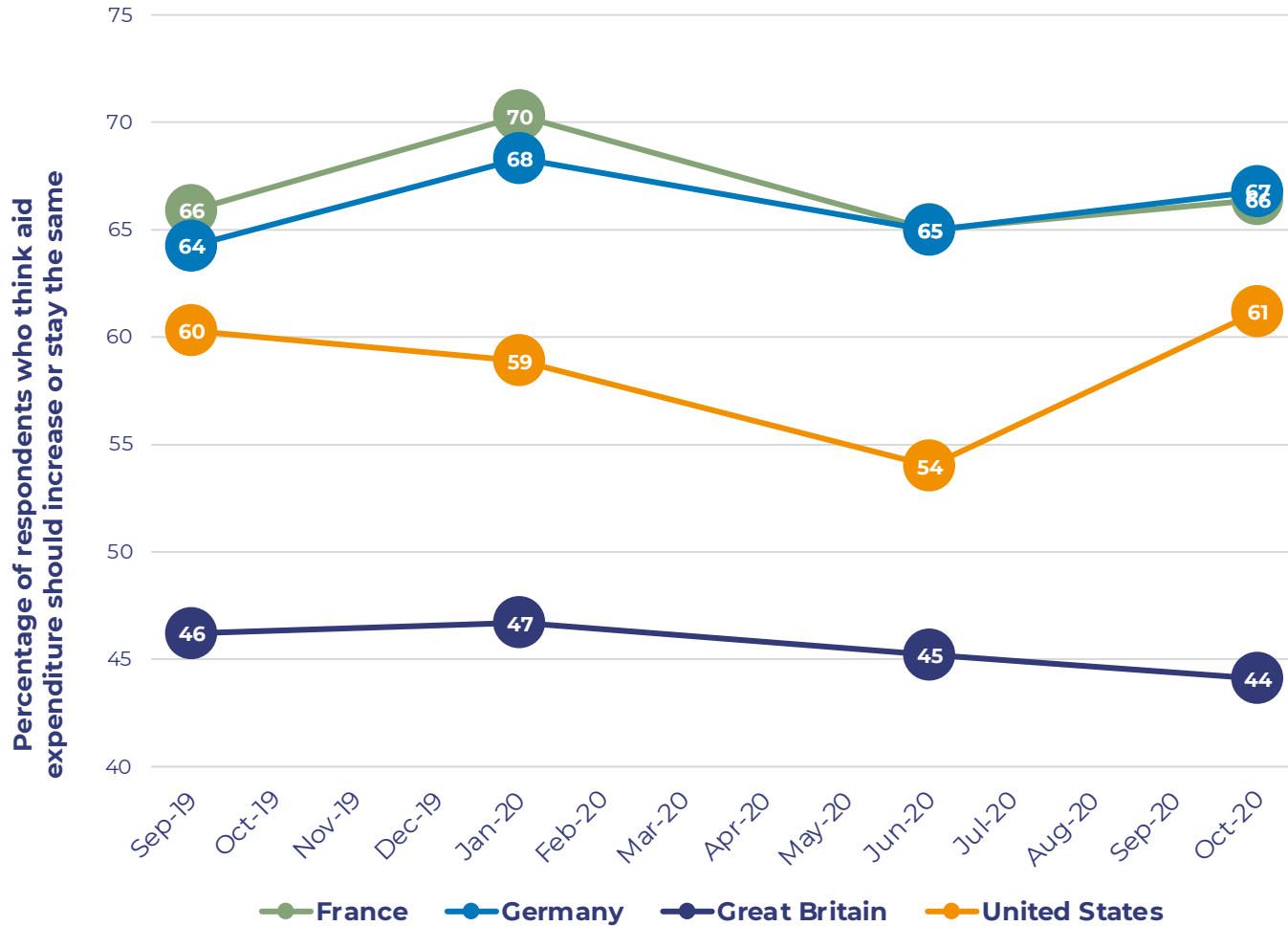


Question listed in each box

Sample size n=8,079 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 September – 12 October 2020  
Comparison to June 2020 (DEL Tracker 2)



# TRENDS IN AID SUPPORT – 2019/2020



There are no significant changes in aid support for France, Germany and Great Britain since June. US support recovers to January 2020 levels.



## MORE ON AID ATTITUDES ON DEVELOPMENTCOMPASS.ORG

**IN BRIEF 3**  
**GENDERED ENGAGEMENT:**  
DIFFERENCES IN ATTITUDES AND ACTIONS IN GREAT BRITAIN

Paola Morici & Holly Anders  
1 May 2020

New Development Engagement Lab data has revealed that gender matters in the way people engage with global poverty, with higher rates of women donating and purchasing/donating products, an analysis of differences in values, concern for global poverty and perceived self-efficacy highlights a gender engagement gap.

**KEY INSIGHTS**

- Both men and women are equally likely to seek advice and share news related to global poverty (57% of men, 55% of women).
- The greatest difference between men and women appears to be in their values, morality and concern for global poverty: 37% of women say they are concerned or very concerned about global poverty compared to 46% of men.
- Men and women approach global poverty differently: Women are more likely to purchase or donate goods (27% of women made the type of engagement compared with 24% of men) and women are more likely to donate or volunteer.
- Women are less likely to support news to the total budget: only 19% of women think the expenditure should be a great deal, compared to 28% of men.

**OPINION MONITOR**  
**DEVELOPMENT POLICY 2018 –**  
**ATTITUDES TOWARDS**  
**DEVELOPMENT COOPERATION**  
**AND SUSTAINABLE DEVELOPMENT**

Summary  
2018

Aid Attitudes Tracker MEMO Dèval

Question: Of its total budget of nearly £810 billion, the UK government currently allocates 1.7 percent, or £14 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?

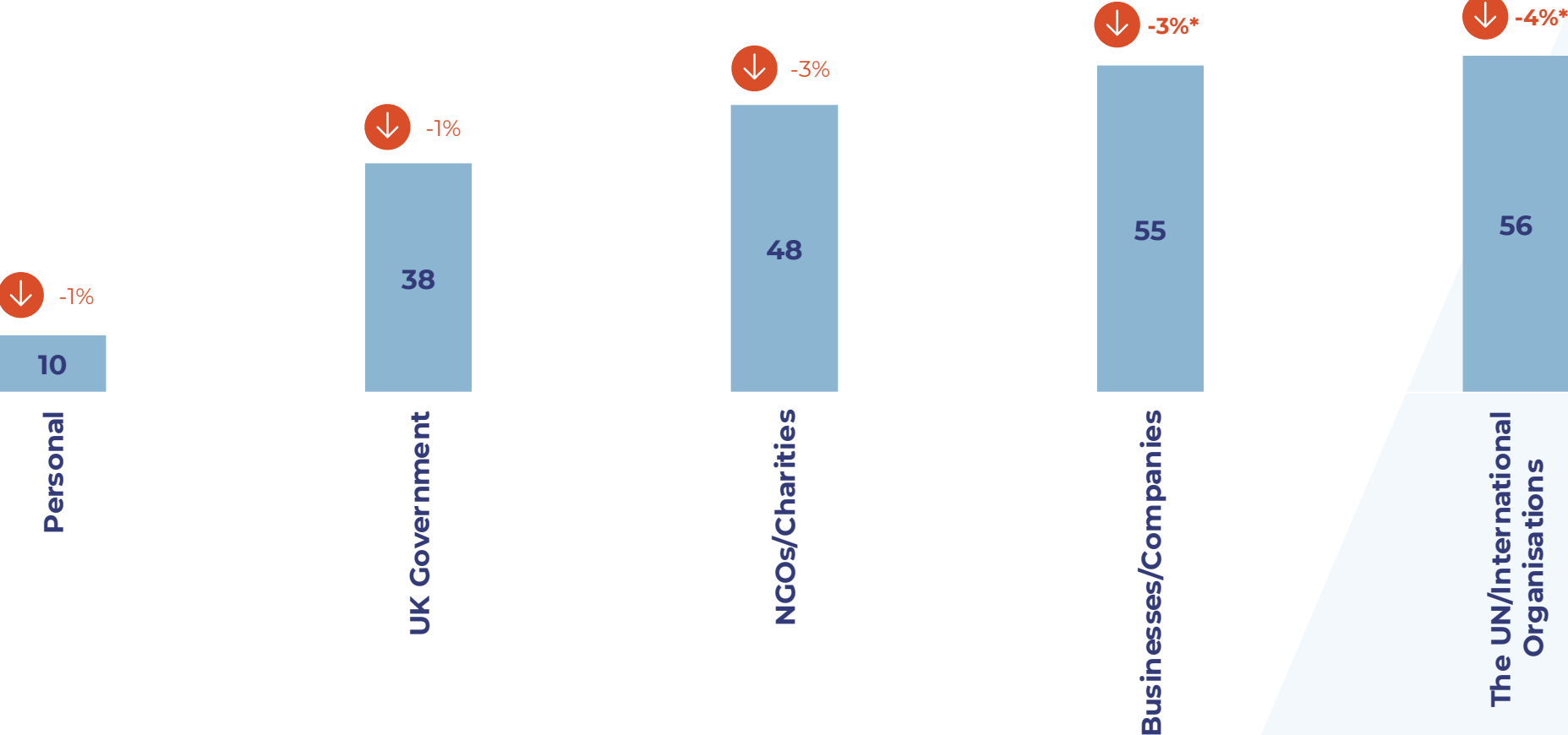
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Comparison to June 2020 (DEL Tracker 2)



# GB EFFICACY BATTERY – JUN/OCT 2020

Percentage of respondents who said category can make a difference or a great deal of difference



Question: How much of a difference, if any, do you think each of the following can make to reducing poverty in poor countries?  
Sample size n=8,079 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 September – 12 October 2020  
Comparison to June 2020 (DEL Tracker 2)

# SUMMARY

- Issues of most concern for the British public have shifted significantly; Global diseases and pandemics is now the third most important issue, following climate change and economic crises
- Pessimism during the COVID-19 pandemic is affecting the public's future outlook: 77% (+9%) now think the world is getting worse, all things considered
- Aid efficacy has taken a hit since June 2020: perceived efficacy for businesses and international organisations has fallen by 3% and 4% respectively

# DATA AND USE

## DATA

The data for this deck come from the DEL Panel (n=8,079). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 10 September – 12 October 2020.

## USE

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

## CITATION

Morini, P., Hudson, J. & Hudson, D. 2020. *DEL Great Britain Dashboard – October 2020*. London: 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: [Efe Kurnaz](#) on [Unsplash](#)