



DEL DASHBOARD GREAT BRITAIN JUNE 2024

/ Dashboard #13
// June 2024
/// www.developmentcompass.org
[@DevEngageLab](https://twitter.com/DevEngageLab)

Soomin Oh

DATA

The data for this deck come from the DEL Tracker Wave 10 (n=2,147). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 3-4 June 2024.

USE

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

CITATION

Oh, S. 2024. *DEL Dashboard – Great Britain June 2024*. London: Development Engagement Lab.

DASHBOARD

You can find DEL Dashboards at the Development Engagement Lab website:
<https://developmentengagementlab.org/>

THREE KEY CHANGES SINCE JANUARY 2024



48%

↓ -4%*

say the UK should keep the same or increase aid budget

Less than half of the UK public think the UK should keep the same or increase the aid budget. This percentage is (again) the lowest across the four DEL countries.



29%

↓ -4%*

say they have some/a great deal of trust in development NGOs & charities

In a reversal of the upward trend in trust in NGOs seen in January 2024, there has been a statistically significant decline in trust – less than 1 in 3 trust international development NGOs, a decline of 4pp.



38%

↓ -4%*

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

Reversing a positive upward trend in the perception that the UK should give some aid or give it generously, we have seen a decline of 4pp in the sentiment, down to 38%.



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.

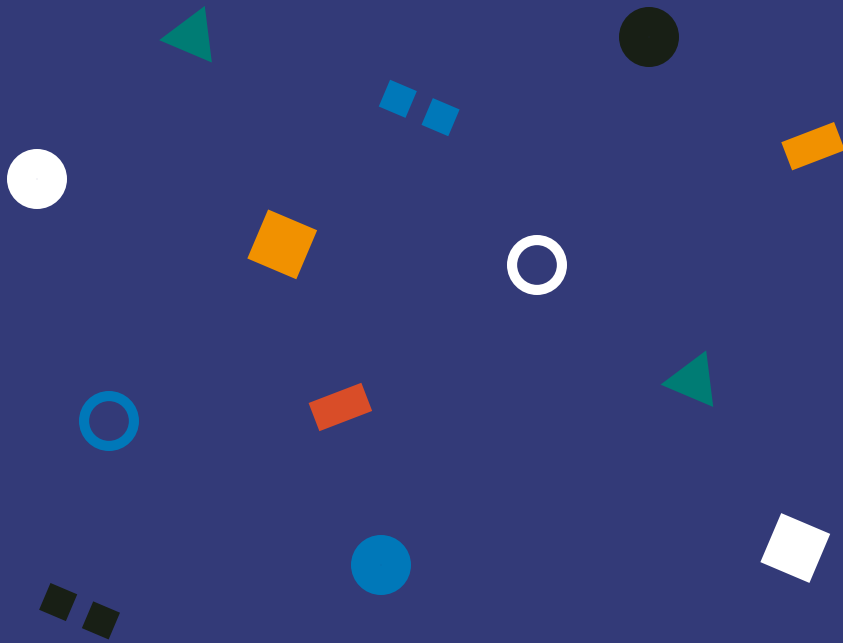


This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.

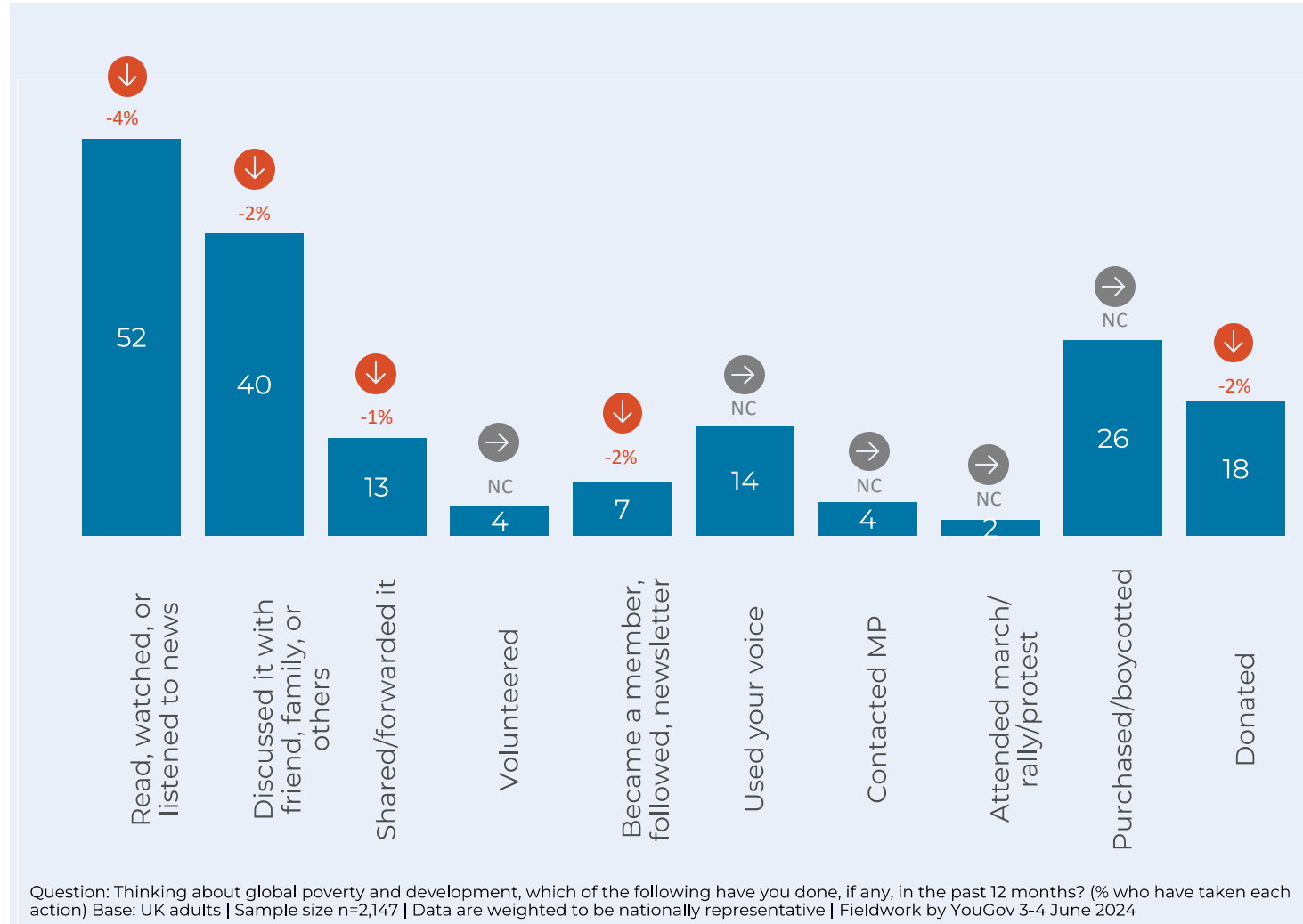
BEHAVIOURAL ENGAGEMENT



Tracking the British public's
engagement with global
poverty and sustainable
development through their
actions



ENGAGEMENT BATTERY – JUNE 2024



DEL's audience segmentation shows a general decrease or no change in engagement since January 2024.

There has been a decline in the percentage of the public who have read, watched, or listened to the news (4pp decrease) and a 2pp decrease for discussion with friends, family, or others. Donation has also decreased 2pp to 18%. The changes however, are not statistically significant.

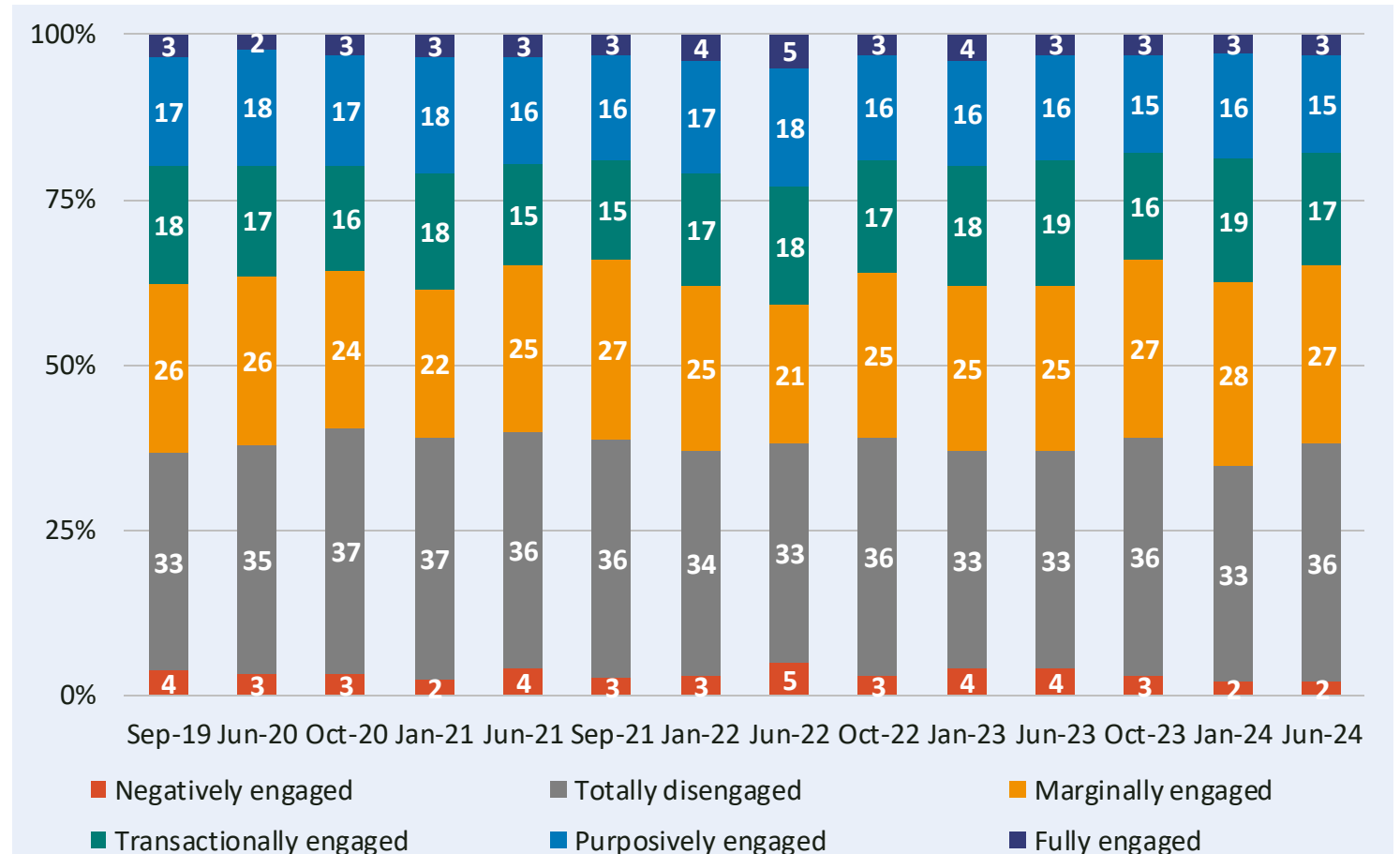


DEL SEGMENTATION – JUNE 2024

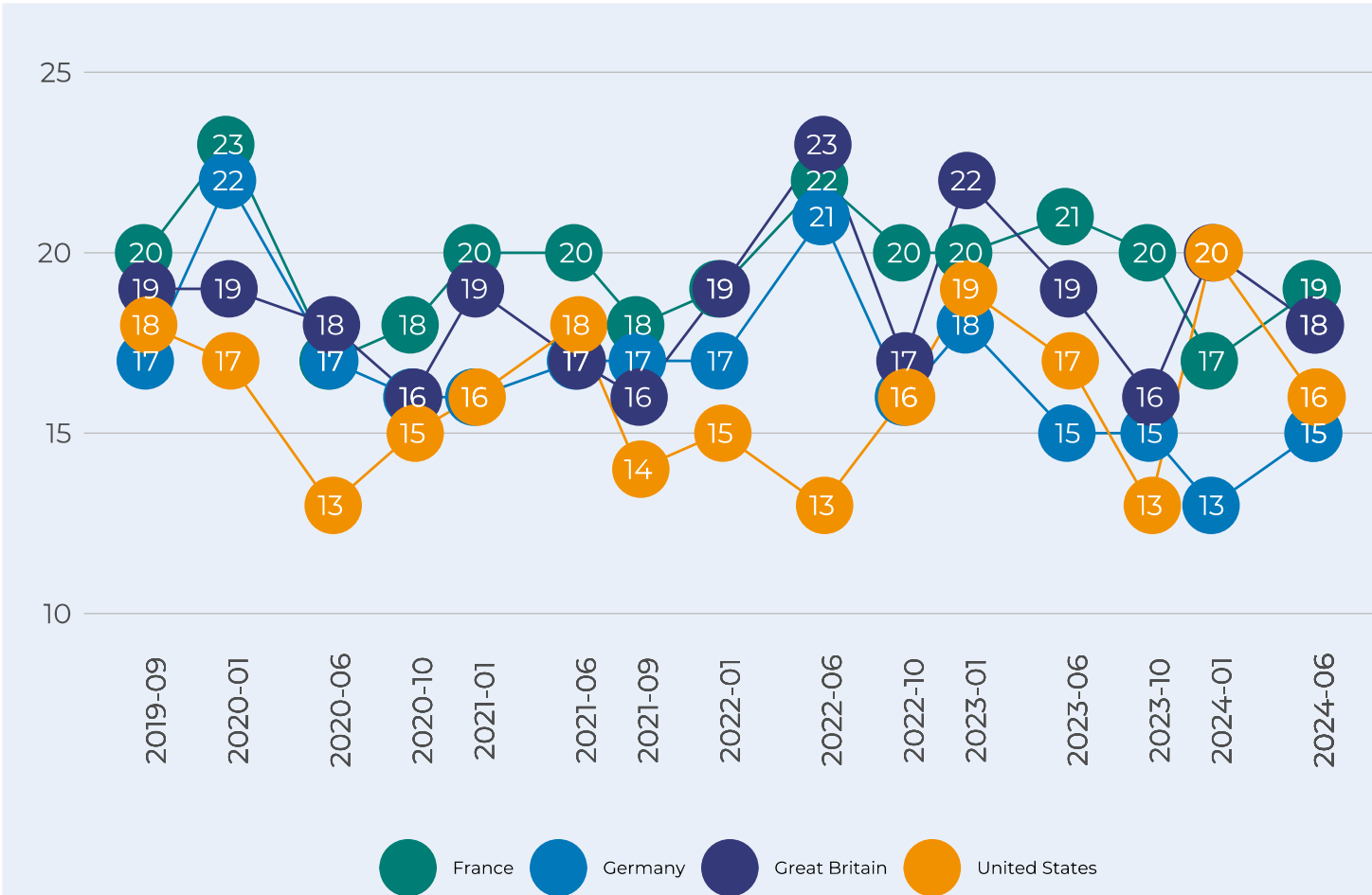
Segment	Change since Jan 2024
Negatively engaged	→ NC
Totally disengaged	↑ +3%*
Marginally engaged	↓ -1%
Transactionally engaged	↓ -2%
Purposively engaged	↓ -1%
Fully engaged	→ NC

The segmentation reflects the positive trends in the behavioural indicators on the previous slide.

The percentage of totally disengaged public increased by 3 pp and the change is statistically significant. This comes at the expense of marginally, transactionally, and purposively engaged publics whose percentage decreased by 1, 2, and 1 pp, respectively, compared to January 2024.



TRENDS IN DONATIONS – 2019/2024



18%

↓ -2%

have donated to a global poverty charity in the past 12 months in GB

The percentage of respondents who donated to a global poverty charity in the past 12 months has fallen for the UK and the US.

In GB, 1 in 5 of respondents said they had donated in the past 12 months – a 2pp fall from January 2024.

The biggest decrease in donors is in United States, a fall of 4pp to 16%. Donations in Germany and France increased by 2pp, increasing to 15% and 19%, respectively.

Question: How much of a difference, if any, do you think each of the following can make to reducing poverty in poor countries? | Base: DE/GB/FR/US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, June 2024 | Comparison to January 2024

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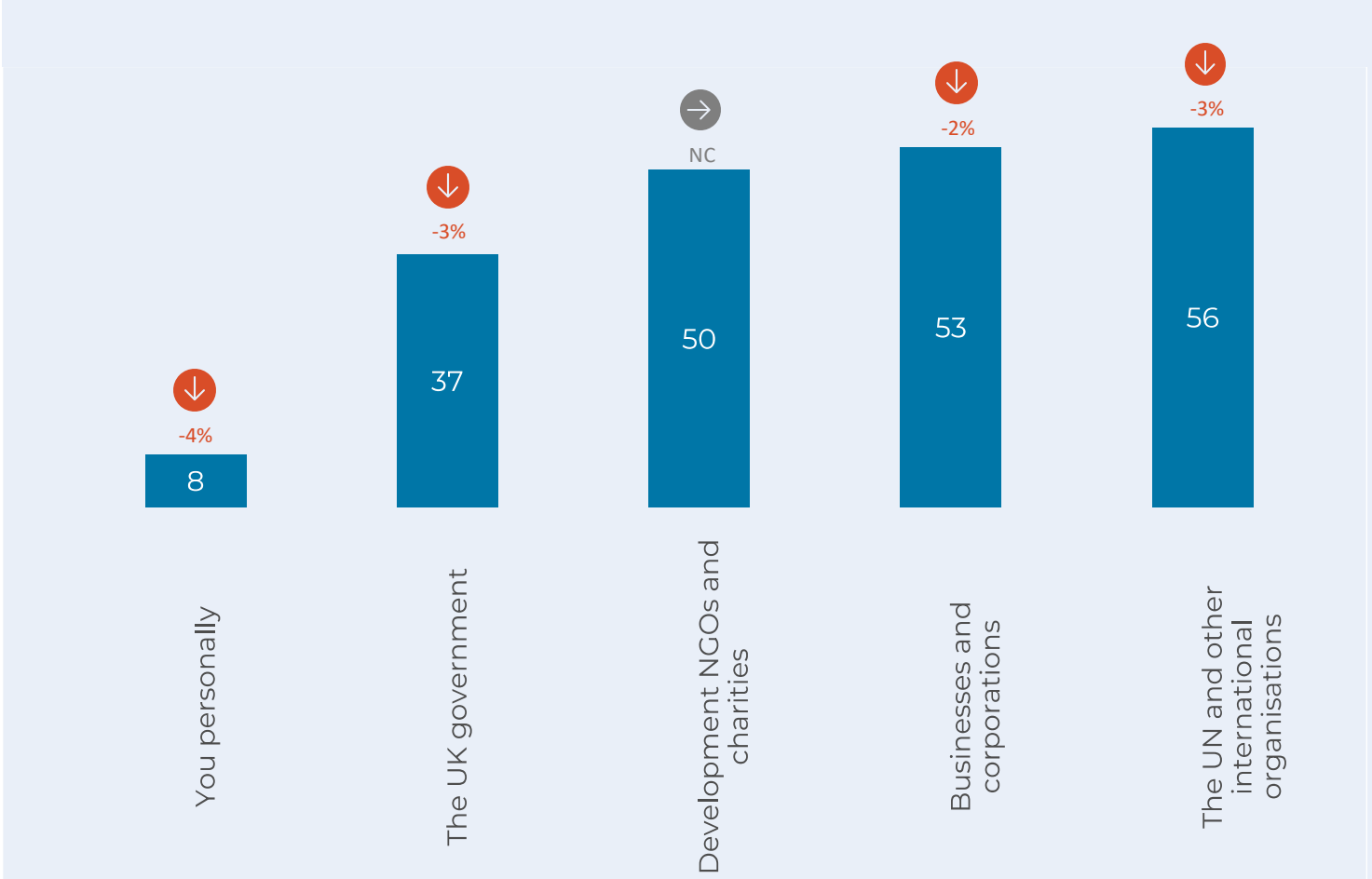


EFFICACY BATTERY – JUNE 2024

The changes observed by DEL efficacy battery compared to January 2024 are almost all in a negative direction, albeit not statistically significant. Personal efficacy decreased by 4pp, perception that UK government, businesses, and international organisations can make a difference decreased by 3, 2, and 3pp, respectively, compared to January 2024.

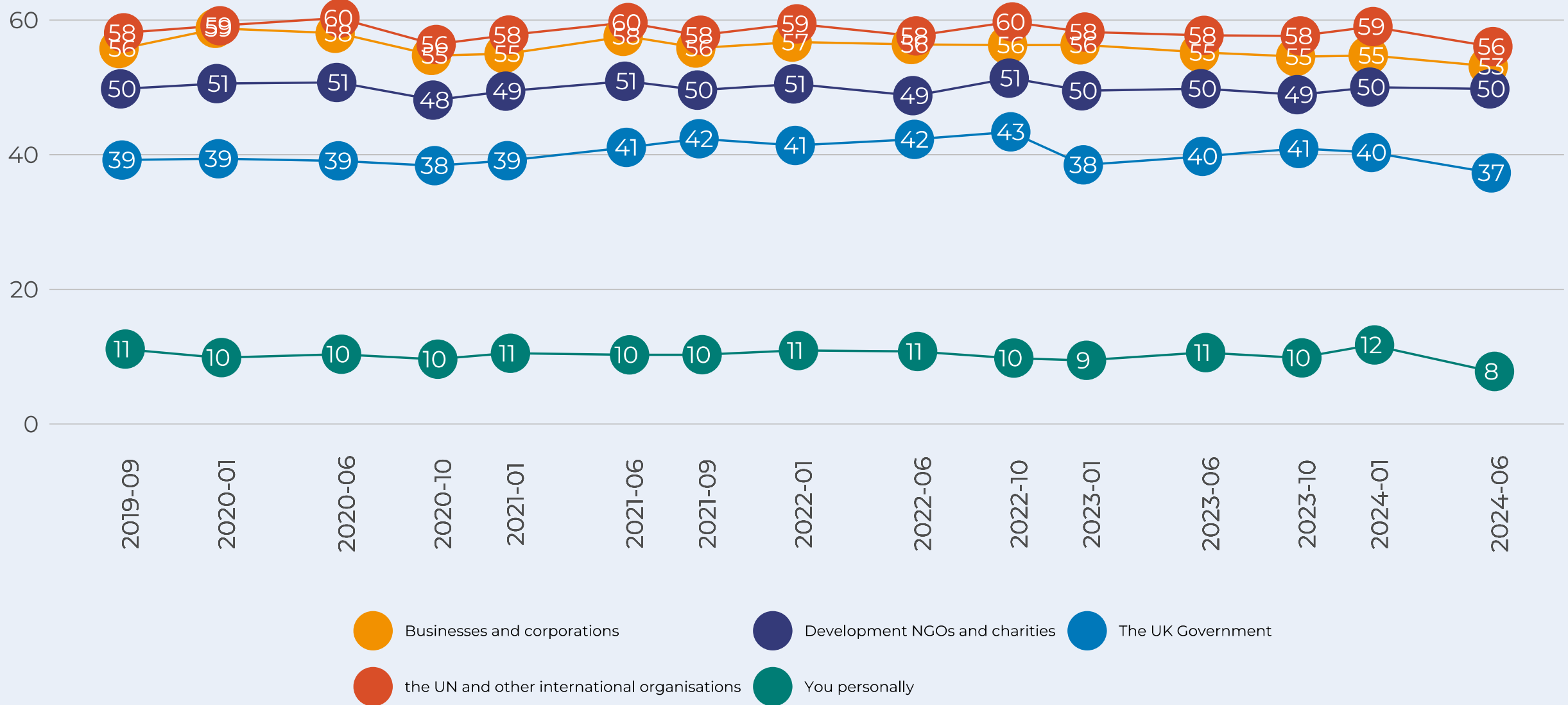
Broadly, we still see that approximately 1 in 2 respondents think NGOs, IOs and businesses can make a difference to levels of poverty in poor countries, compared to only around 1 in 10 who think they personally can make a difference.

Perceived efficacy levels for the UK Government at 37% is much closer to figures for other organisations, compared to perceived personal efficacy.



Question: How much of a difference, if any, do you think each of the following can make to reducing poverty in poor countries? Base: UK adults | Sample size n= 2,031 | Data are weighted to be nationally representative | Fieldwork by YouGov 8-9 January 2024

EFFICACY: A DECLINE ACROSS ALL ACTORS

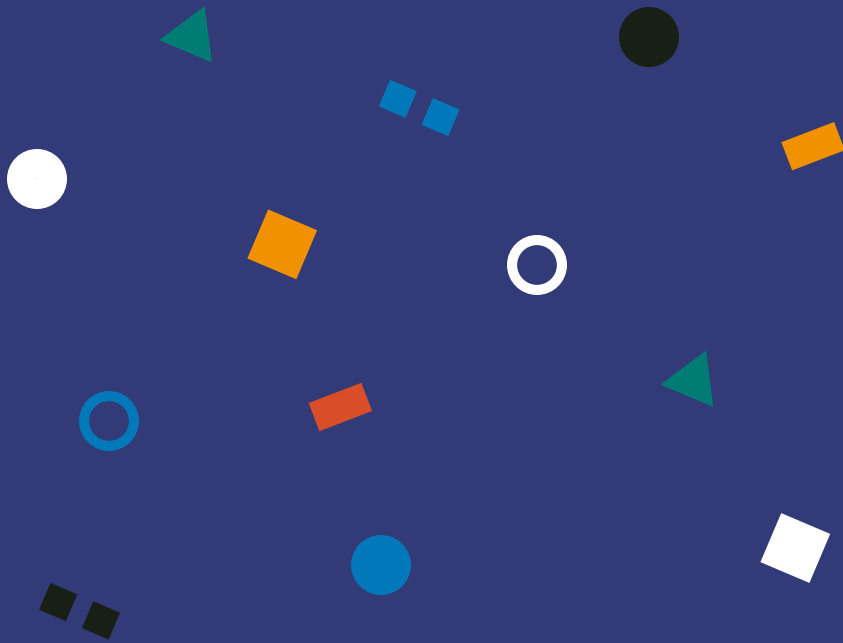


Question: How much of a difference, if any, do you think each of the following can make to reducing poverty in poor countries? (% who say they can make a difference or a great deal of difference)
 Sample size n=2,147 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-4 June 2024 | Comparison to Jan 2024

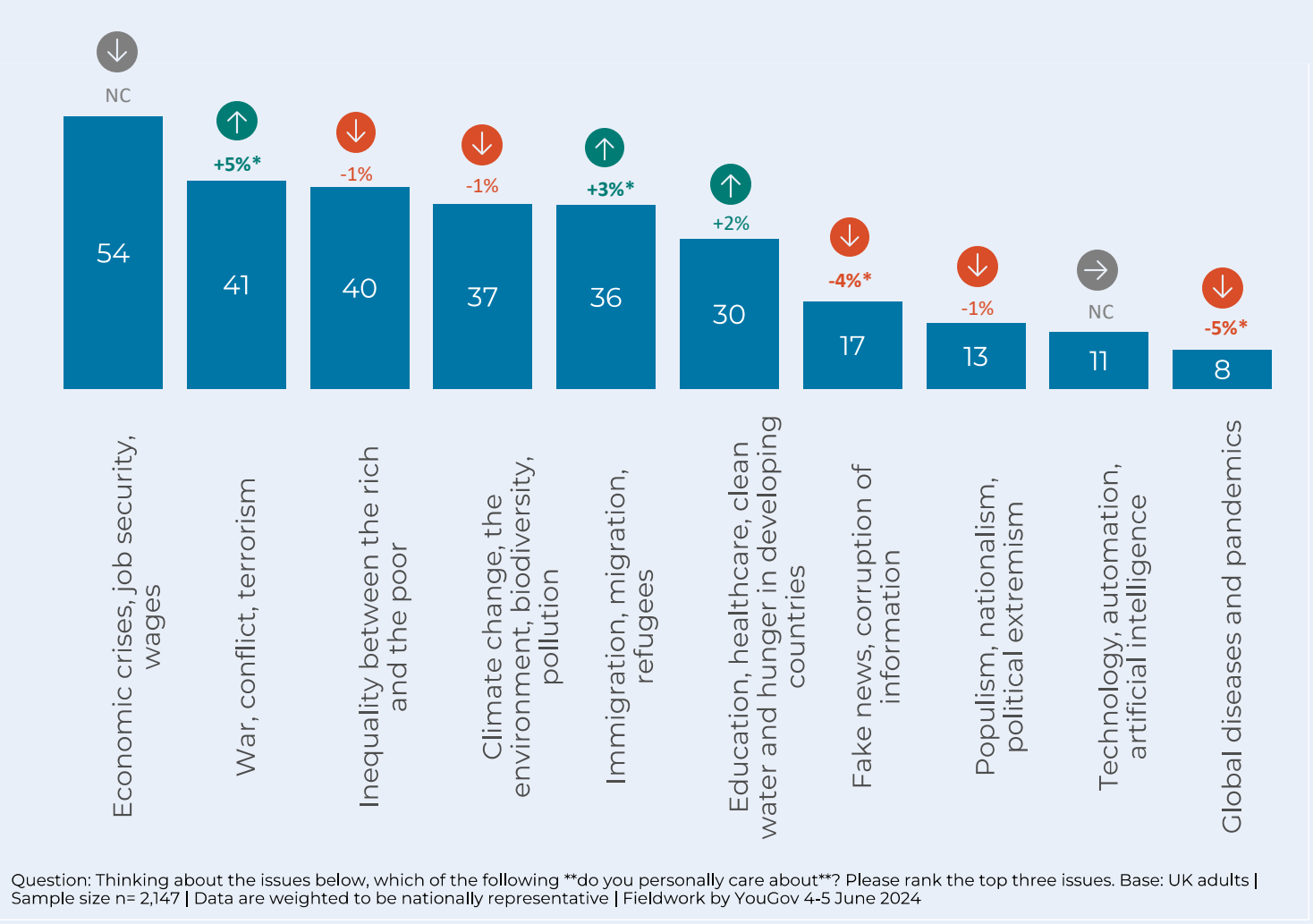
ATTITUDINAL ENGAGEMENT



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



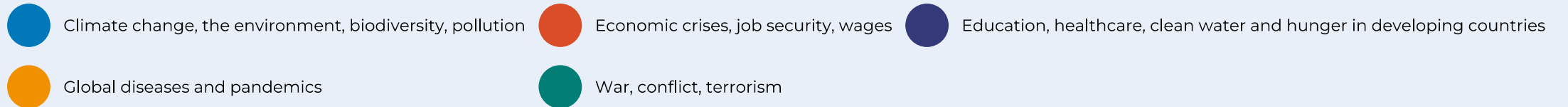
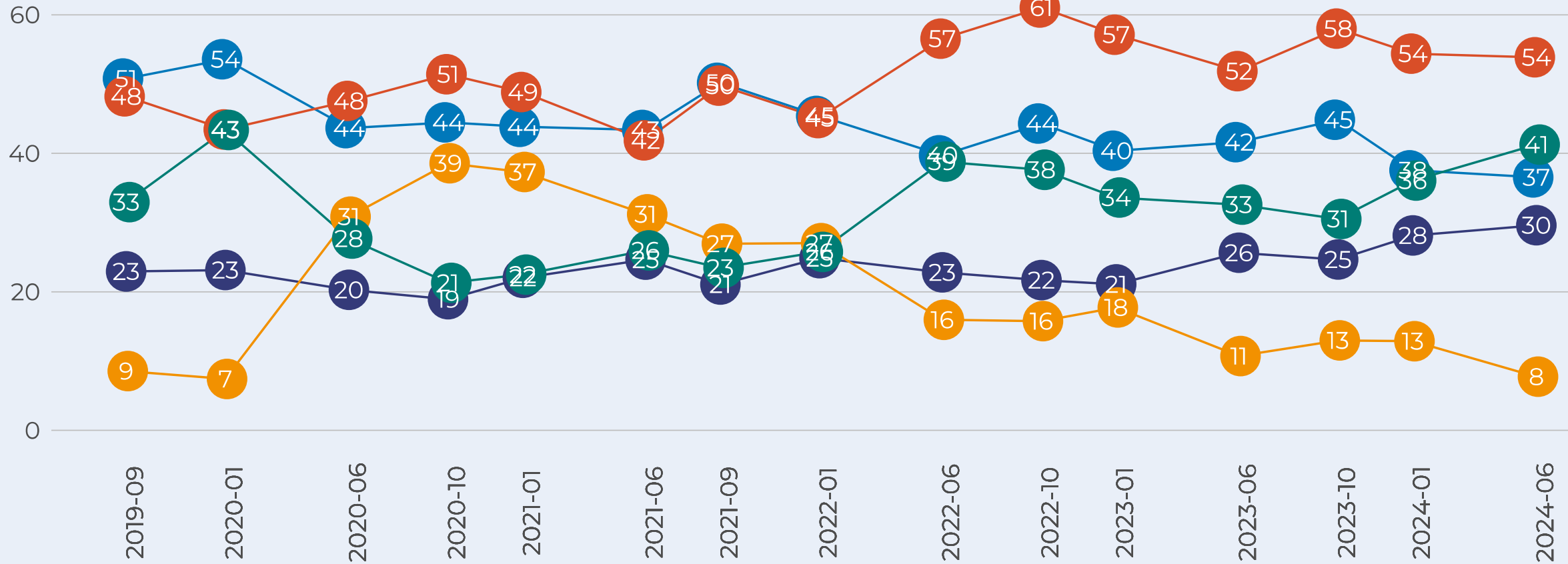
MOST IMPORTANT ISSUES – JUNE 2024



There have not been changes to the positions of issues on public's mind since January 2024. However, war, conflict, and terrorism has increased by 5pp to 41% and immigration, migration, and refugees by 3pp to 36%. On the other hand, the percentage of the public who place fake news, corruption of information, and global diseases and pandemics as issues they care about have dropped 4pp and 5pp since January 2024 to 17% and 8%, respectively. Economic crises, job security, and wages still remain the top issue of concern for the UK public.



ISSUES OF CONCERN OVER TIME



Question: Thinking about the issues below, which of the following do you personally care about? (% who select issue of concern) Sample size n=2,147 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-4 June 2024 | Comparison to Jan 2024

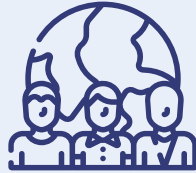
ATTITUDES & PUBLIC OPINION – JUNE 2024



84%

↓ -4%*

think the world is getting worse, all things considered



47%

↓ -1%*

think what happens in developing countries affects them too



50%

↓ -3%

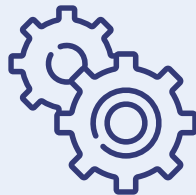
are concerned or very concerned about levels of poverty in poor countries



38%

↓ -4%*

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



17%

↓ -4%*

think development aid is effective or very effective



29%

↓ -4%*

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

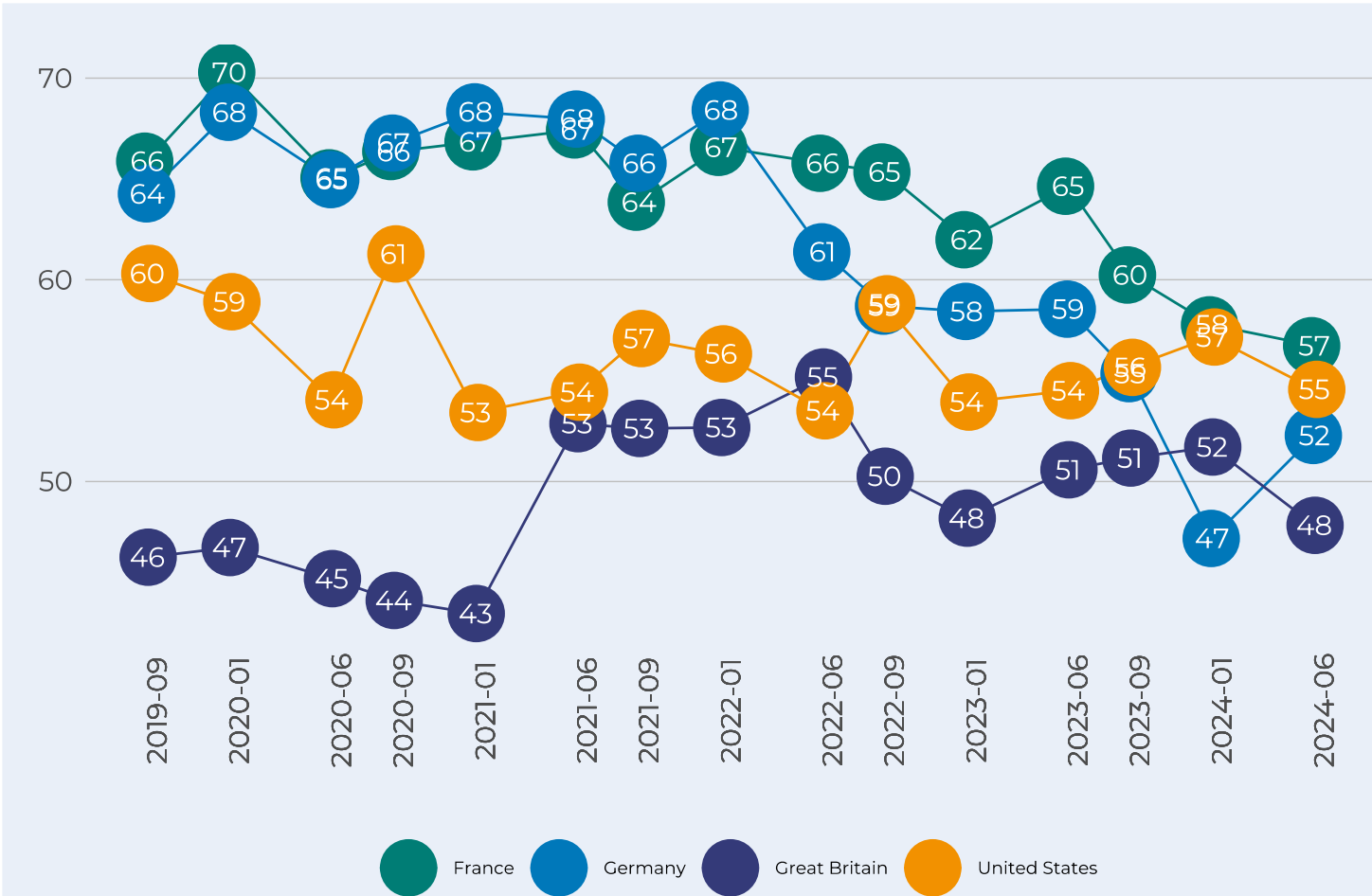
Question listed in each box

Sample size n=2,147 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-4 June 2024 | Comparison to January 2024

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TRENDS IN AID SUPPORT – 2019/2024



Question: % who thinks we should keep or increase current expenditure levels | Base: DE/GB/FR/US adults | Data are weighted to be nationally representative



48%

↓ -4%*

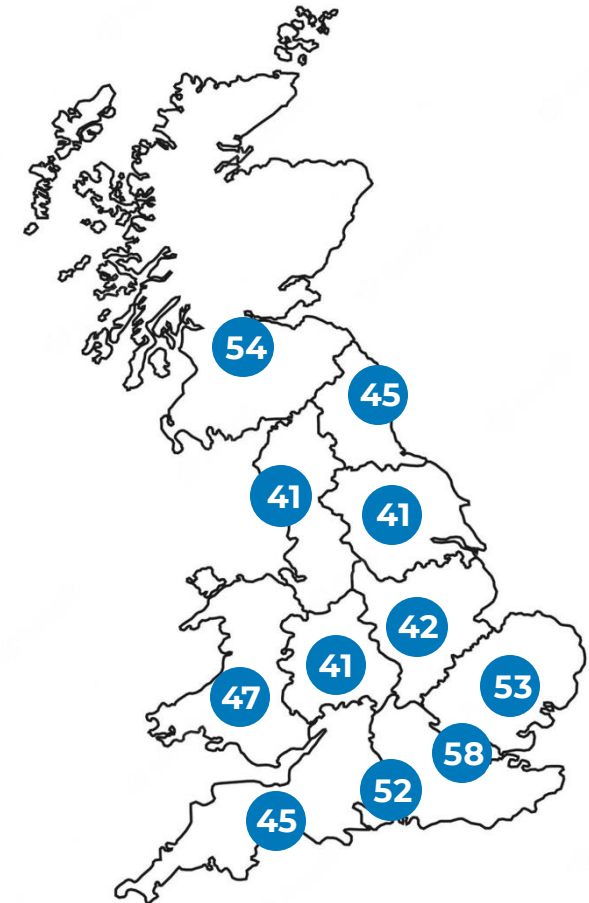
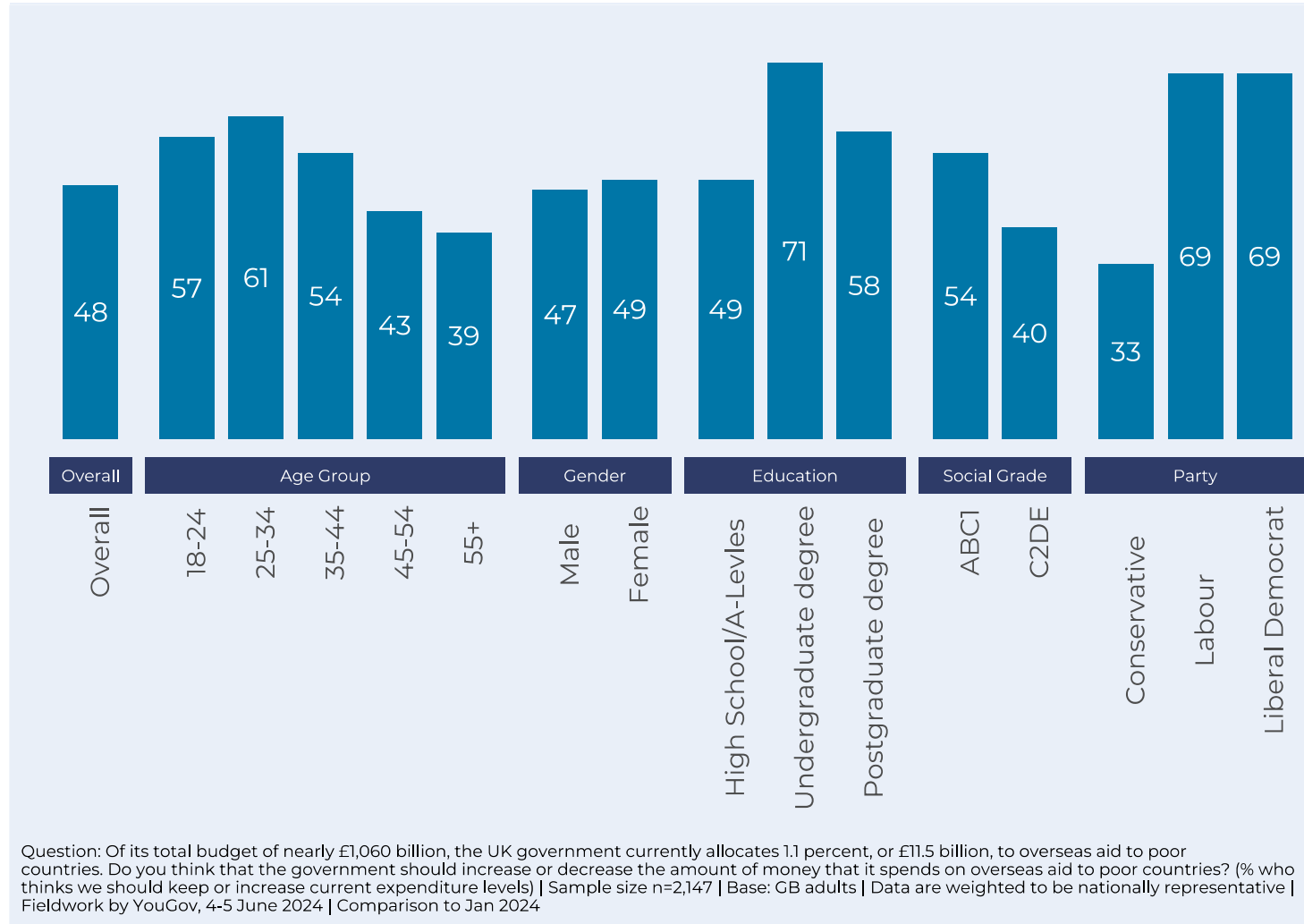
think we should keep or increase our current aid budget in the UK

Support for aid in the UK has dropped 4pp since January 2024, falling to 48% and lowest amongst the four countries. Similarly, we see a decline in support in France and the United States – 2pp decline – resulting in 57% and 55% support.

On a positive note, we have seen an uptick in German support for aid by 5pp, increasing to 52%.



WHO SUPPORTS DEVELOPMENT AID?





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, follow us on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab) or by contacting del@ucl.ac.uk.

Cover photo: [Manzur Alam](#) on [Unsplash](#)