



DEL DASHBOARD GREAT BRITAIN NOVEMBER 2025

/ Dashboard #17
// November 2025
/// www.developengagementlab.org
[@DevEngageLab](https://twitter.com/DevEngageLab)

Soomin Oh

DATA

The data for this deck come from the DEL Panel Wave 7 (n=8,243). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 30 Oct - 19 Nov 2025.

USE

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

CITATION

Oh, S. 2025. *DEL Dashboard – Great Britain November 2025*. London: Development Engagement Lab.

DASHBOARD

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

THREE KEY CHANGES SINCE JUNE 2025



18%



are concerned about basic needs in developing countries

The level of concern for basic needs in developing countries is on a continued downward trend, and at an **all-time low** at 18%.



15%



have donated to a global development charity/NGO in the past 12 months

Just 15% of British adults say they have donated to a development charity/NGO. This sits alongside a decline in then Purposeful and Marginally Engaged audiences.



38%



of the GB public are Totally Disengaged

Nearly 4 in 10 **do not take any action** to engage with global poverty.

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.



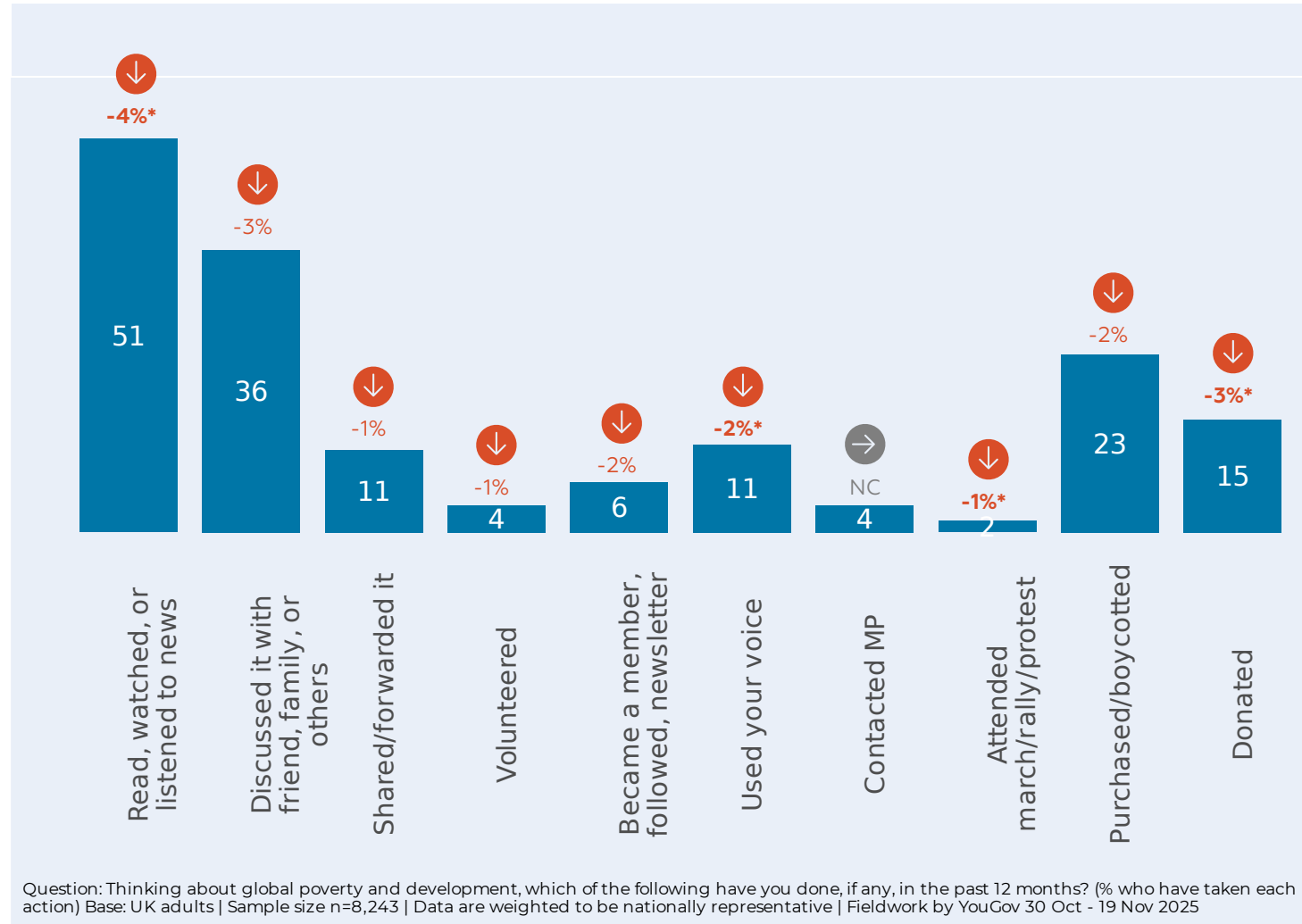
This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.

BEHAVIOURAL ENGAGEMENT



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

ENGAGEMENT BATTERY – NOVEMBER 2025



DEL's engagement battery shows an **overall decline** in engagement with global poverty and development since June 2025.

Significant changes include:

- reading, watching or listening to the news about global poverty and development (-4pp)
- using one's voice (-2pp)
- attending march/rally/protest (-1pp)
- donating to NGO/charity (-3pp)

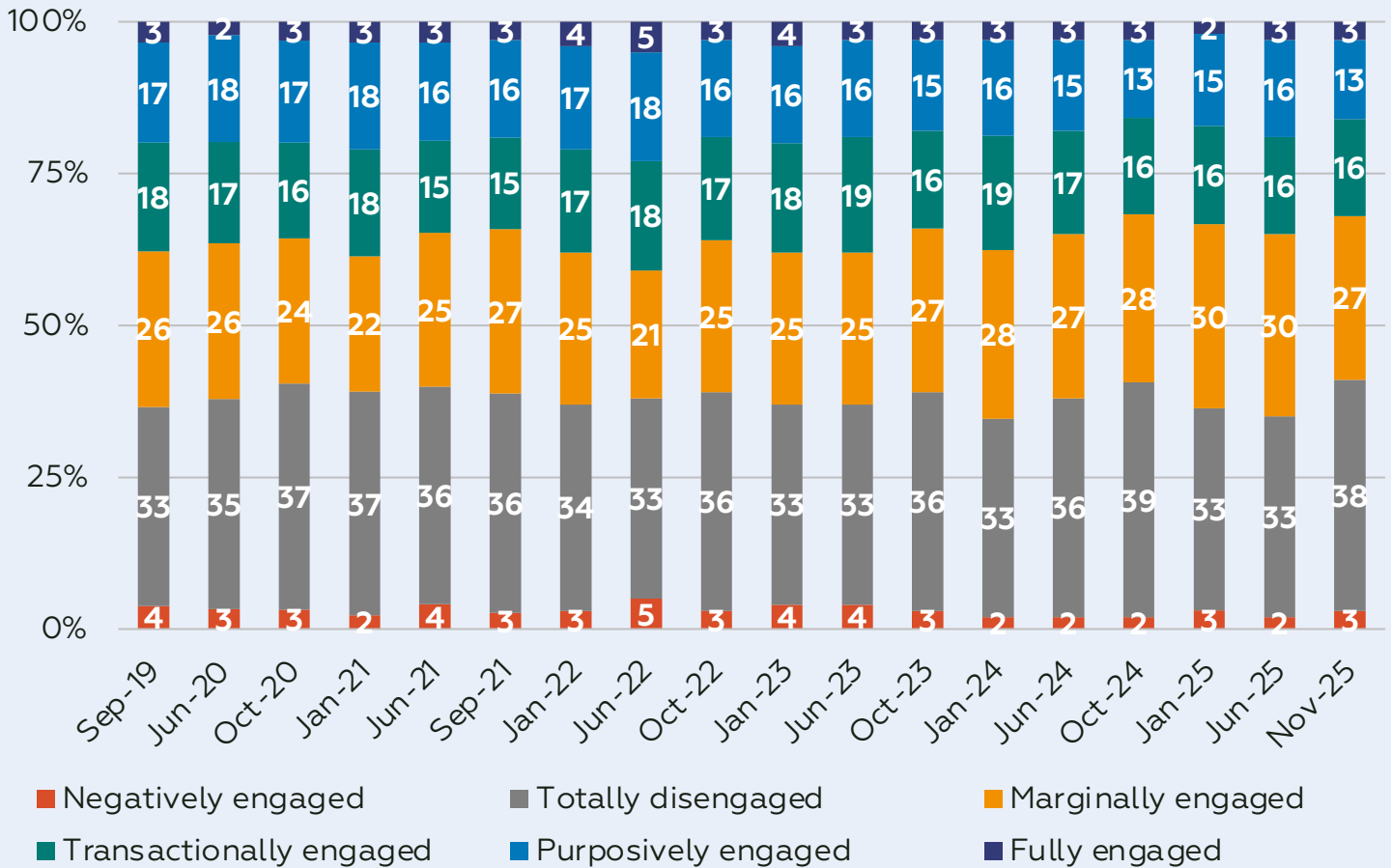


DEL SEGMENTATION – NOVEMBER 2025

Segment	Change since January 2025	
Negatively Engaged	↑	+1%
Totally Disengaged	↑	+5%*
Marginally Engaged	↓	-3%*
Transactionally Engaged	→	NC
Purposively Engaged	↓	-3%*
Fully Engaged	→	NC

Since June 2025, Totally Disengaged audience group has increased 5pp.

Conversely, Purposively and Marginally Engaged audiences have both decreased by 3pp.



TRENDS IN DONATIONS – 2019/2025



15%

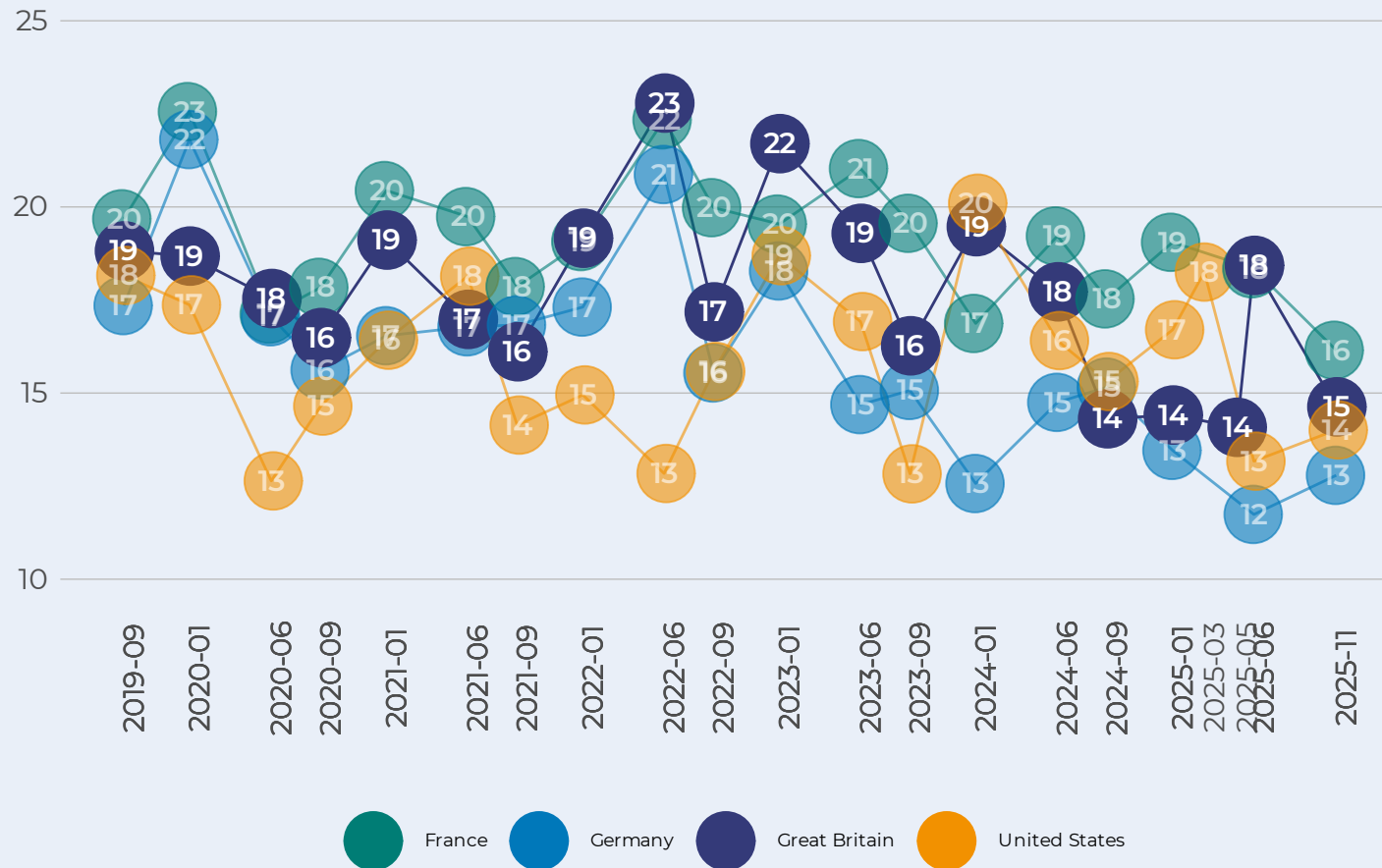
↓ -3%*

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

The percentage of respondents who have donated to a global poverty charity in the past 12 months has decreased significantly, -3pp in GB. This is against a significant increase in June 2025, but **the 14-15% level looks to be the new norm.** (Less seasonality)

There have been minor changes elsewhere (France -2pp; Germany +1pp, U.S. +1pp), but these changes are not statistically significant.

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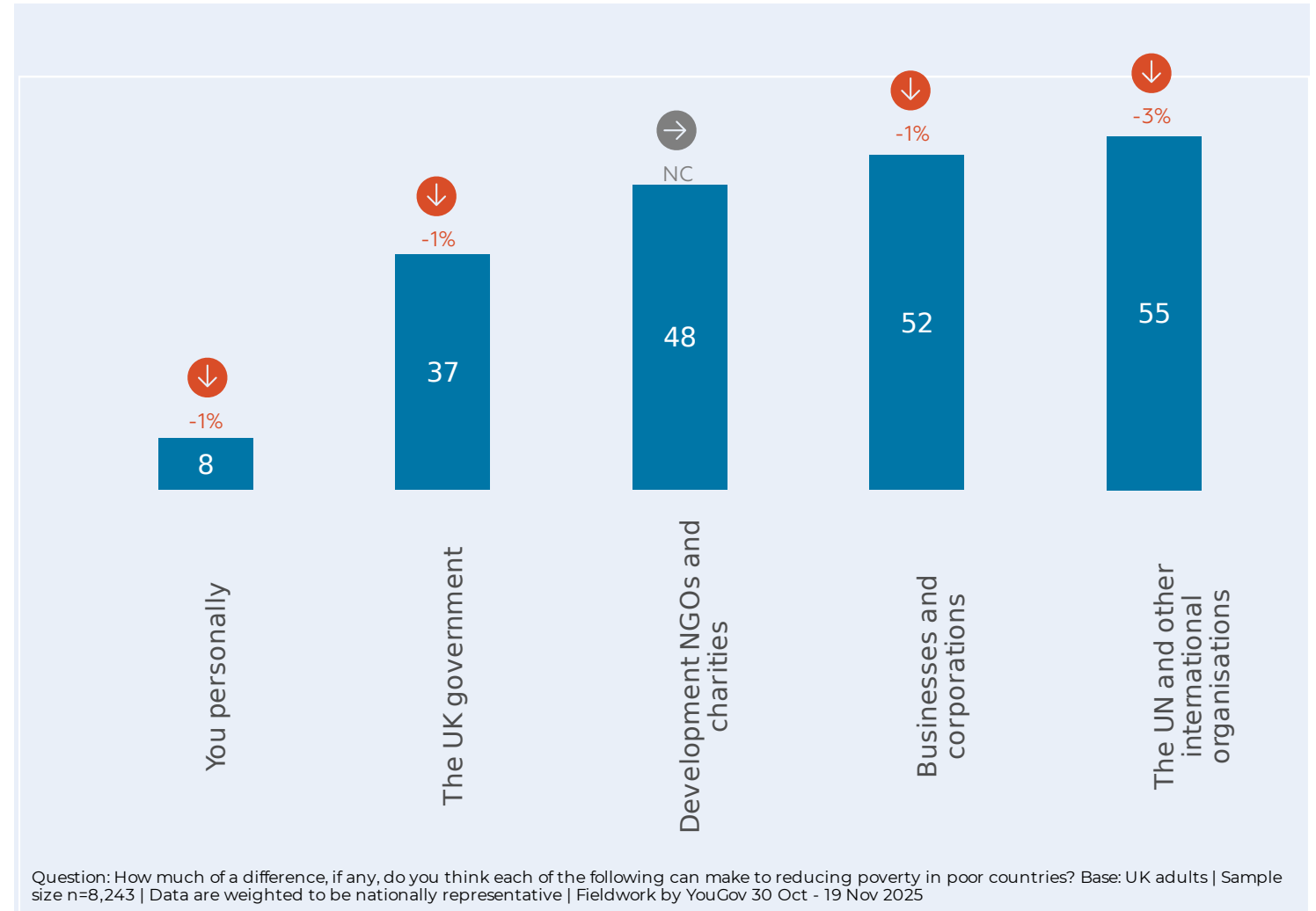
Question: % donated to international development NGO or charity in the last 12 months | Base: DE/GB/FR/US adults | Data are weighted to be nationally representative

EFFICACY BATTERY – NOVEMBER 2025

Perception around who can make a difference to reduce global poverty has remained steady without significant changes.

There has been a 3pp drop in perceived efficacy of the IOs, but the changes are nominal.

Perceptions of efficacy have been steady since DEL has started tracking in 2019. Global poverty is seen is a big and complex issue which requires large organisations to affect change. More work is needed to show how individual actions cumulatively matter for poverty reduction.

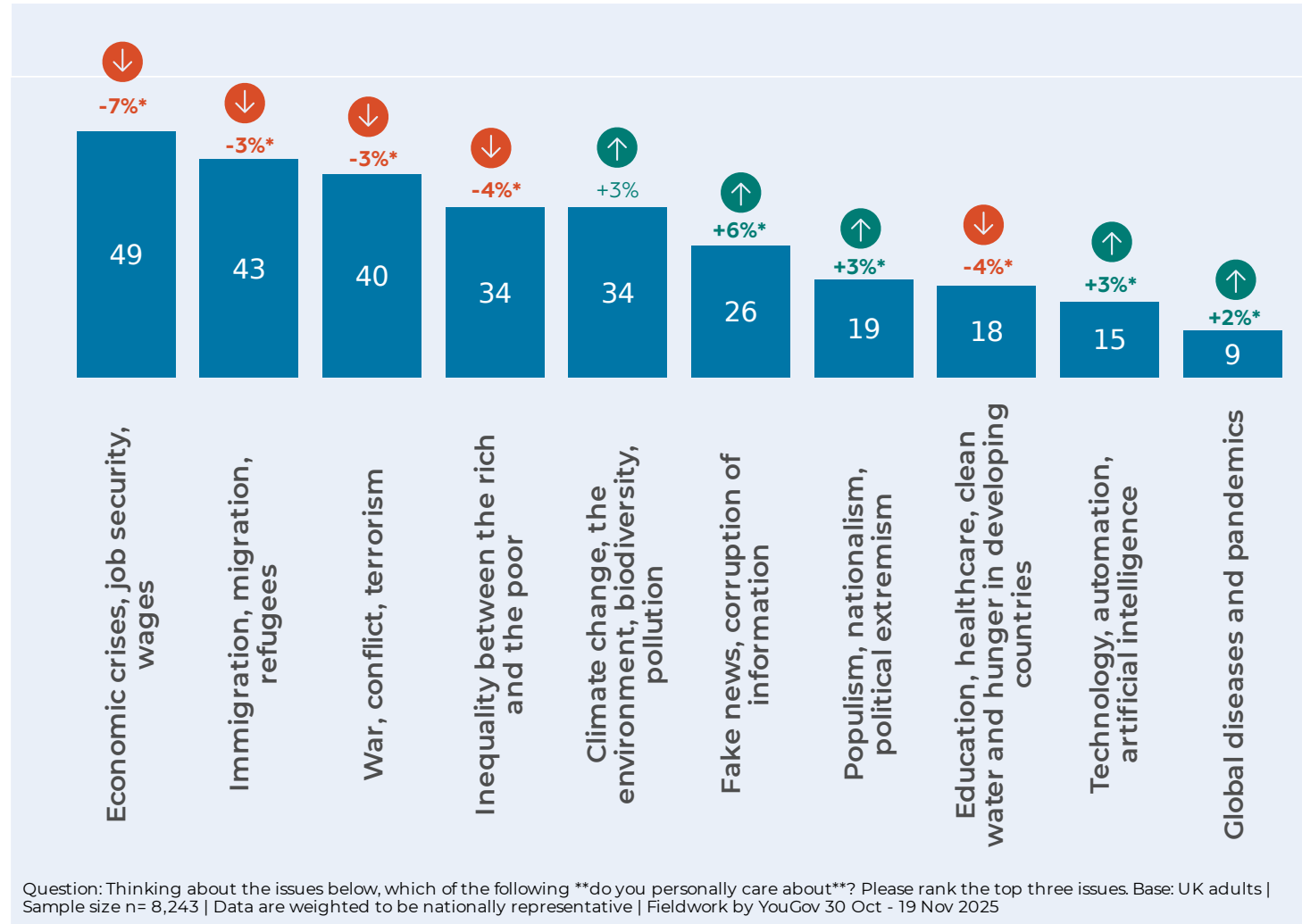


ATTITUDINAL ENGAGEMENT



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

MOST IMPORTANT ISSUES – NOVEMBER 2025



There have been significant changes in the issues of concern for the GB public.

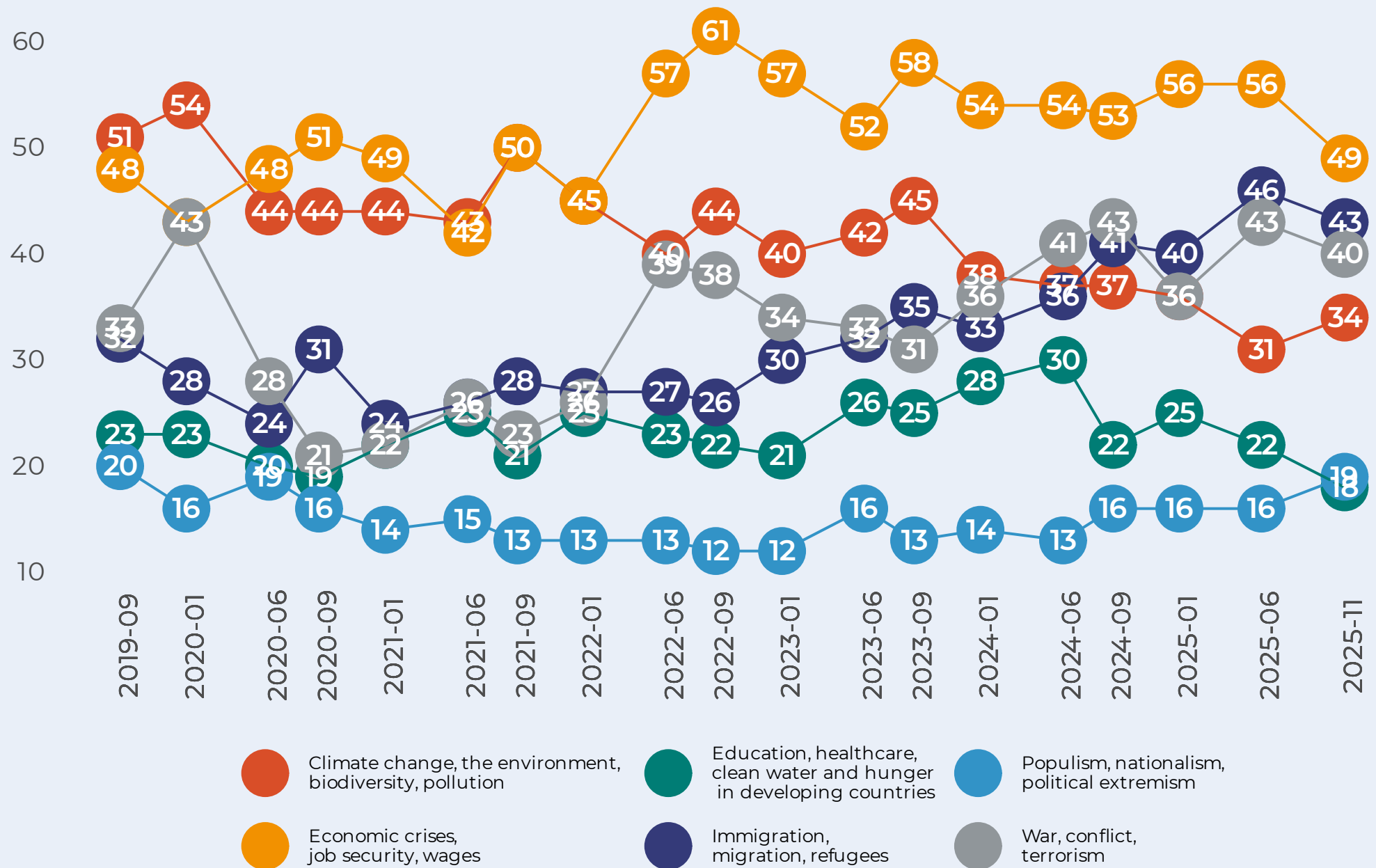
Economic crises, immigration, and war remain the top three issues of concern.

However, there have been significant declines in these top three 'salient' issues. Issues around immigration and war seem to be **calibrating back after the spike in June 2025**.

In contrast, we have seen a **significant uptick in concern for 'future risks' issues** - fake news, populism, technology, and global diseases/pandemics.

No demographic group is disproportionately driving these changes; the pattern reflects a broad, society-wide shift.





Question: Thinking about the issues below, which of the following **do you personally care about**? Please rank the top three issues. Base: UK adults | Sample size n=2000-8000 | Data are weighted to be nationally representative | Fieldwork by YouGov

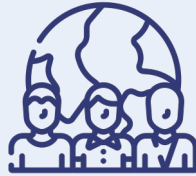
ATTITUDES & PUBLIC OPINION – NOVEMBER 2025



84%

↑ +1%

think the world is getting worse, all things considered



45%

↑ +2%

think what happens in developing countries affects them too



48%

↓ -3%

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



35%

↓ -1%

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



18%

↓ -1%

think development aid is effective or very effective



29%

↓ -1%

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

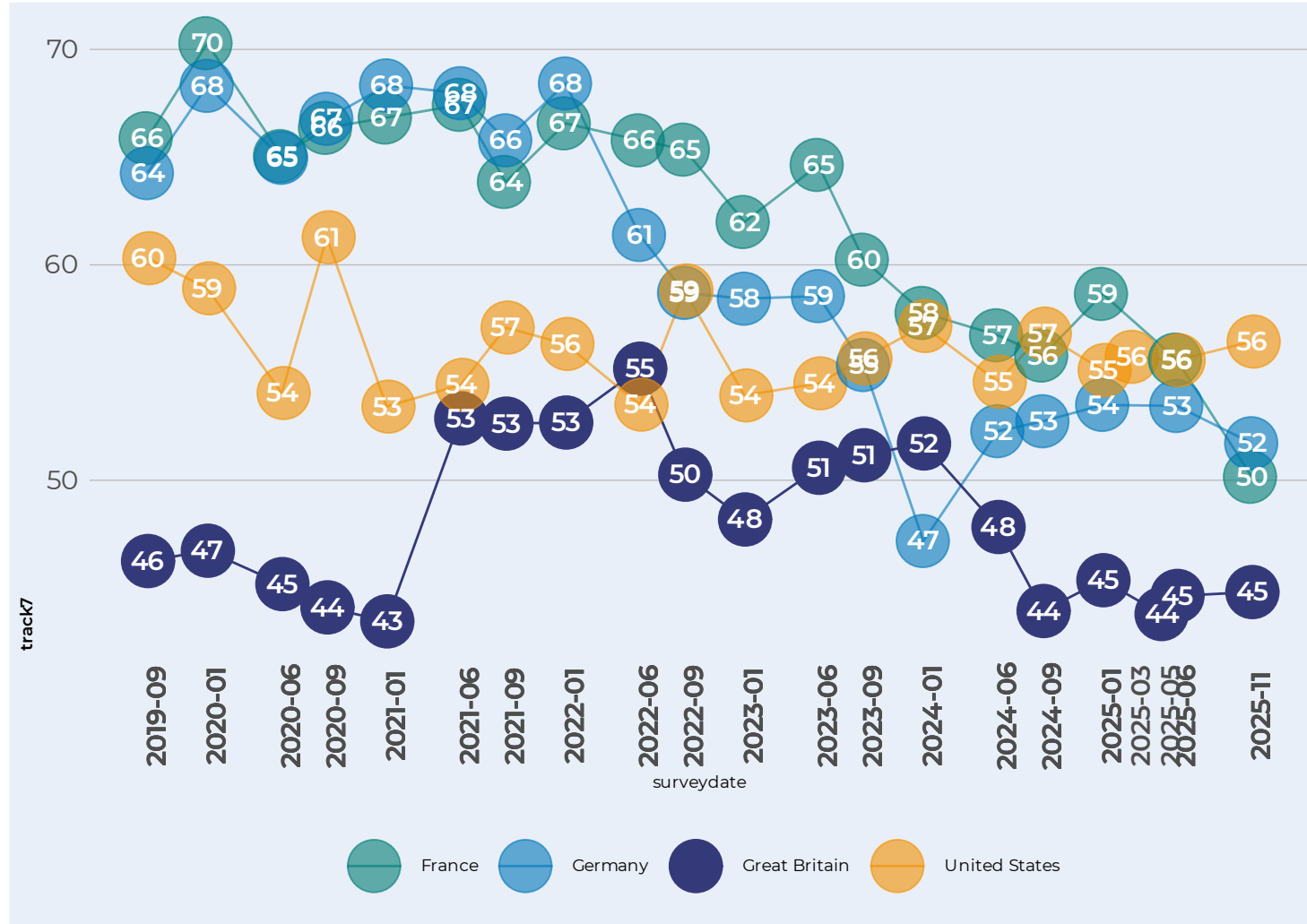
Question listed in each box

Sample size n=8,243 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 30 Oct - 19 Nov 2025 | Comparison to June 2025

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TRENDS IN AID SUPPORT – 2019/2025



45%

→ NC

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

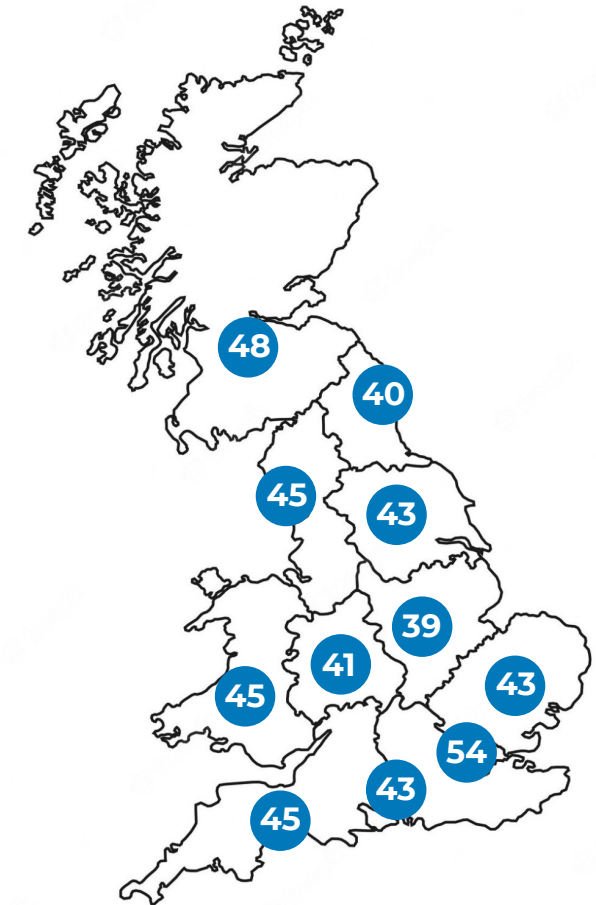
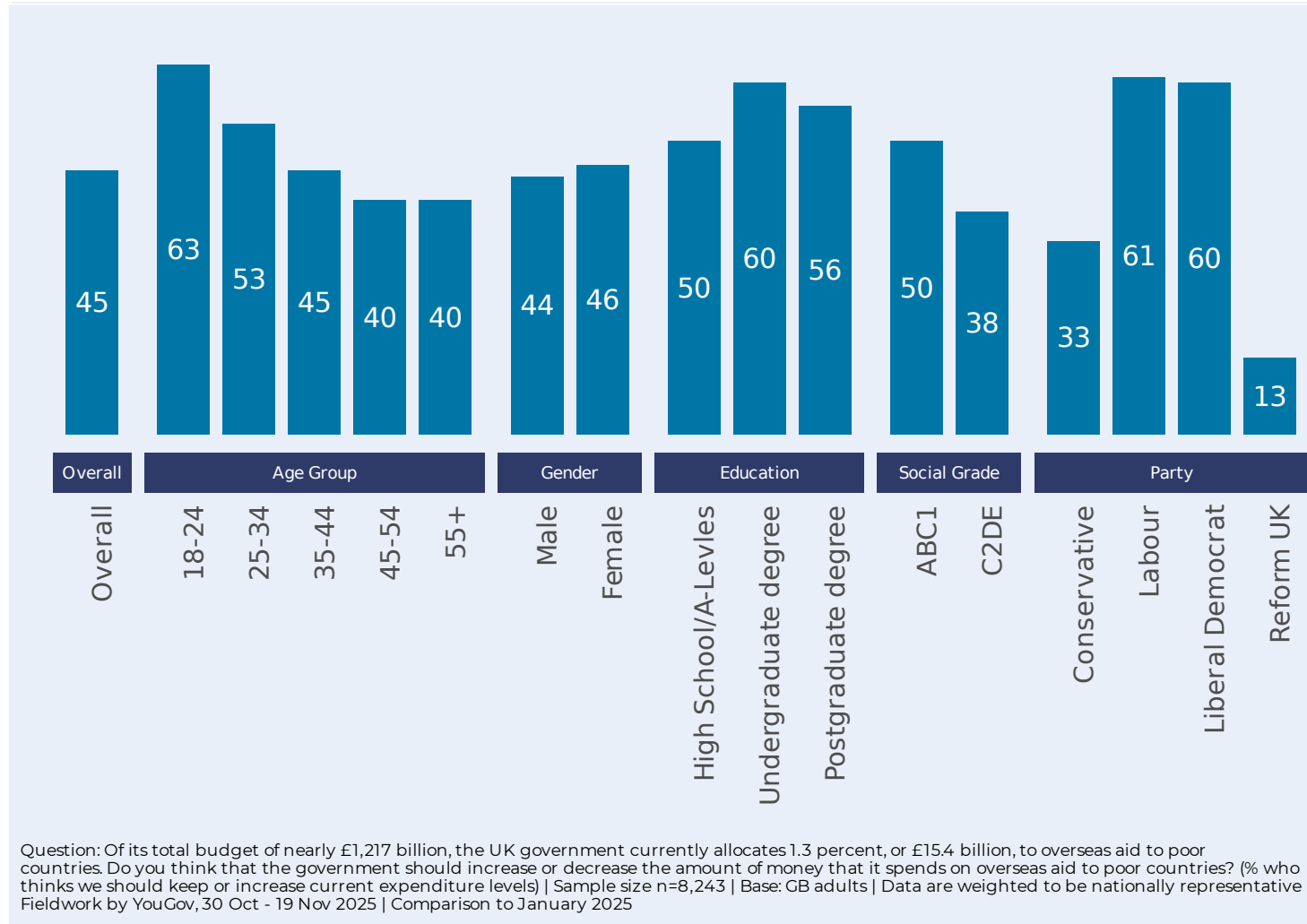
Support for aid spending in the UK has **remained steady since September 2024 but still remains low** – less than half of the public support keeping or increasing aid spending levels.

Aid support has dropped in **France** to 50%, part of a continuing trend. Breakdown of the consensus?

No significant changes are seen in Germany and the United States.



WHO SUPPORTS DEVELOPMENT AID?





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

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