



DEL DASHBOARD GERMANY NOVEMBER 2025

/ Dashboard #17
// November 2025
/// www.developmentengagementlab.org

Soomin Oh

DATA

The data for this deck come from the DEL Panel Wave 7 (n=6,093). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 30th October - 1st December 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 – Germany November 2025*. London: Development Engagement Lab.

DASHBOARD

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

THREE KEY CHANGES SINCE JUNE 2025



29%

↑ +6%*

are Totally Disengaged with global poverty and development



49%

↓ -5%*

think NGOs can make a difference to reducing poverty in poor countries



37%

↓ -5%*

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

Almost a third of the German public are Totally Disengaged – they take no action to engage with global poverty. This is the highest percentage since DEL started tracking.

Just under half of respondents think NGOs can make a difference. And, just 15% think they themselves can make a difference.

A decline in aid generosity is seen amongst the German public: less than 4 in 10 think we should give some aid or give it generously.

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.

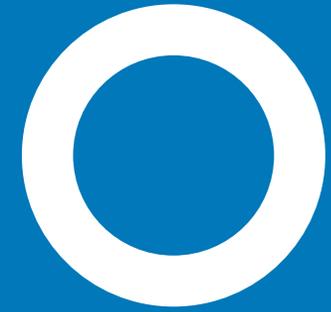
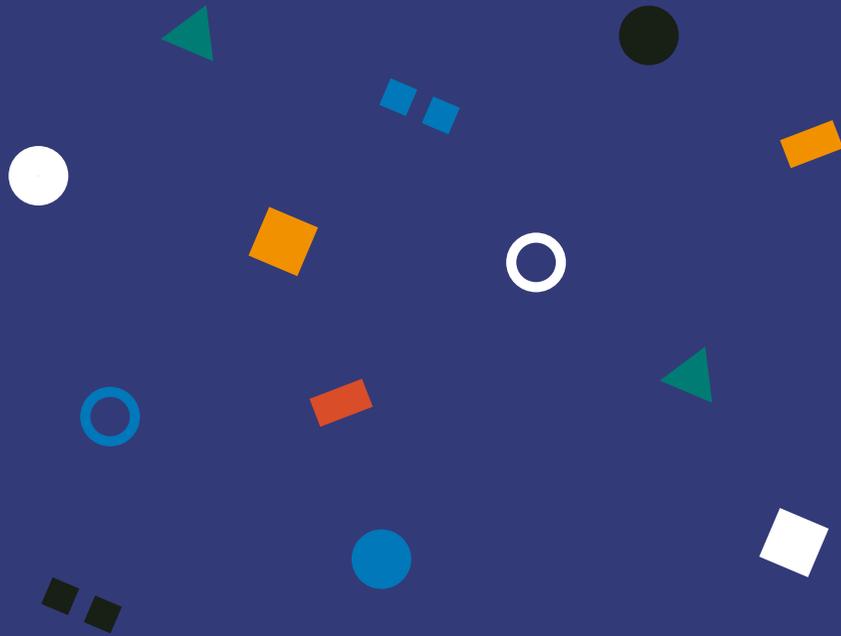


This icon is used when there is a downward change since the last data point. An asterisk indicates the change is statistically significant.



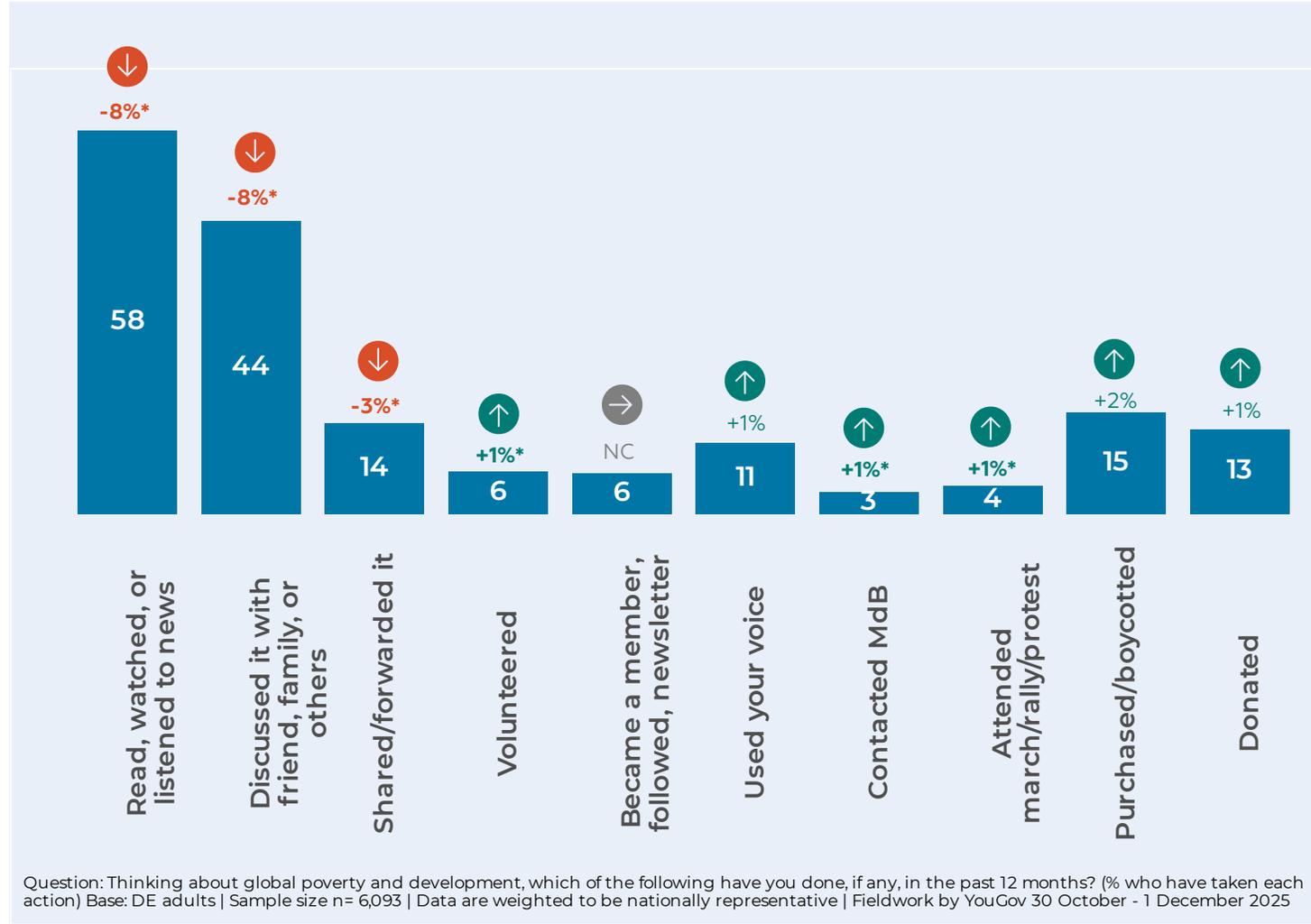
This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.

BEHAVIOURAL ENGAGEMENT



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

ENGAGEMENT BATTERY – DE NOVEMBER 2025



Overall, engagement with global poverty and development in Germany has seen significant changes from June to November 2025.

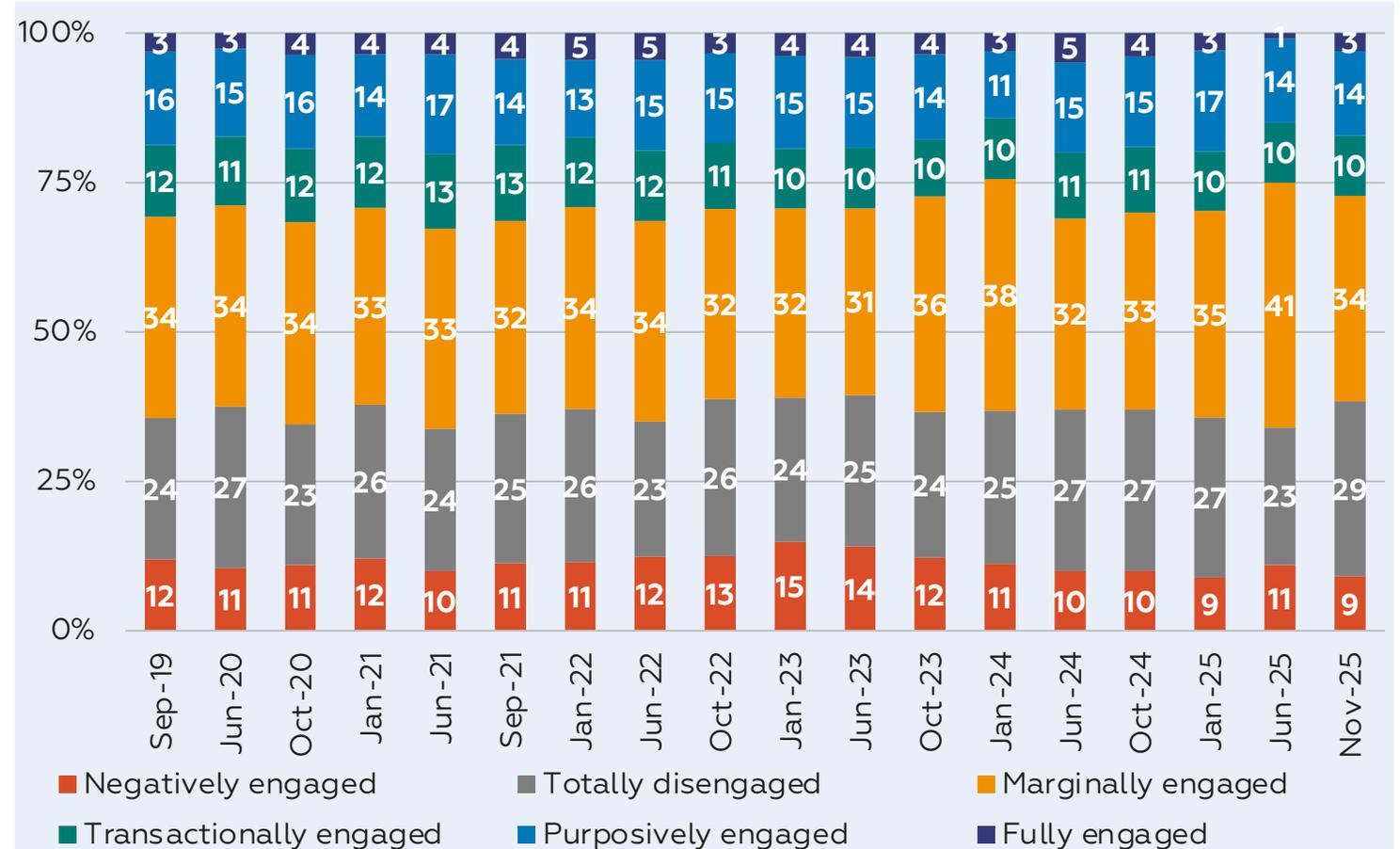
Engagement with information has decreased significantly -8pp decrease in reading/watching/listening and another 8pp decrease in discussing with family/friends.

On the other hand, more 'purposeful' actions like volunteering, contacting MdBs, attending march/rally/protest have marginally increase.

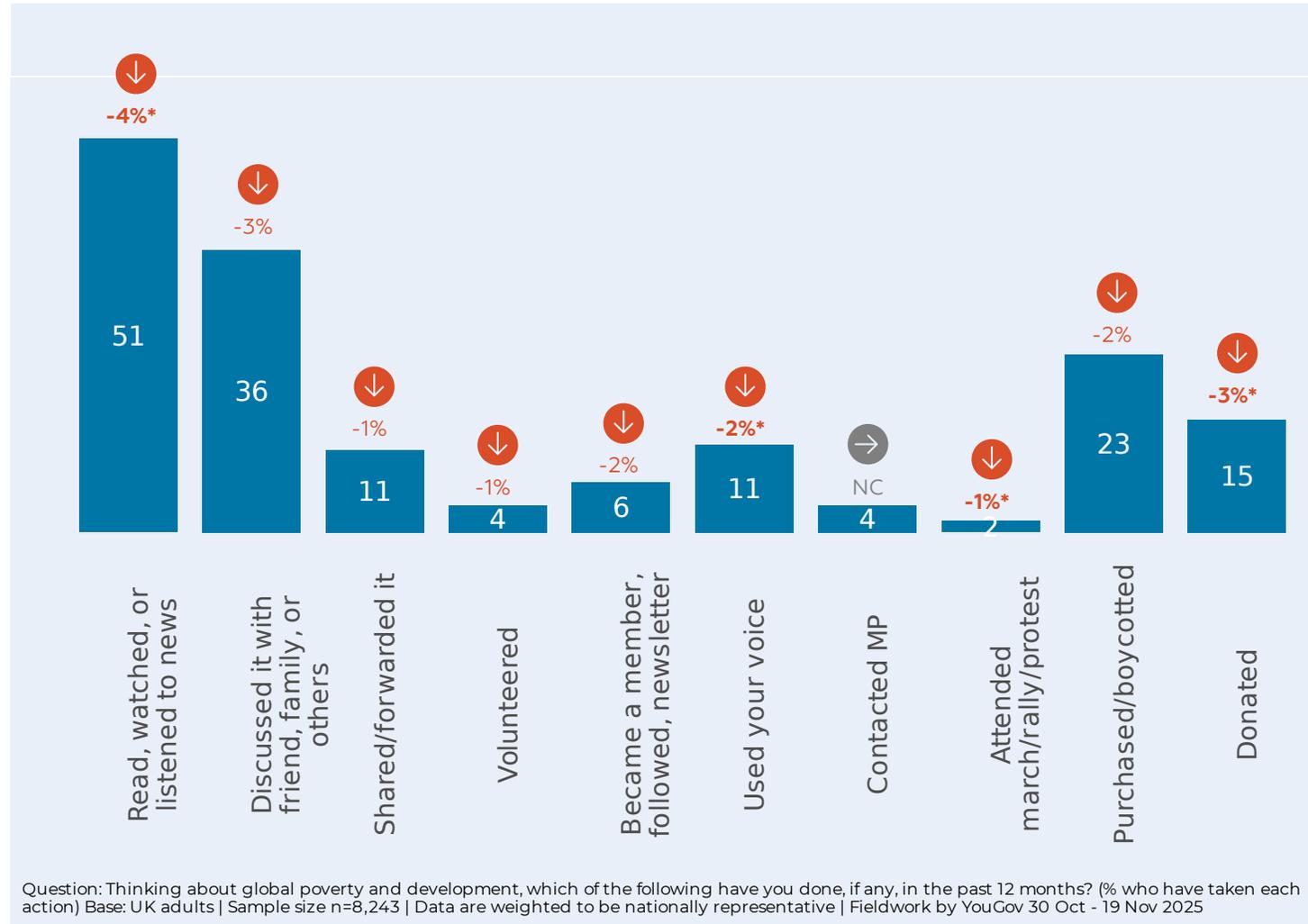
DEL SEGMENTATION - DE NOVEMBER 2025

Segment	Change since June 2025
Negatively Engaged	↓ -2%
Totally Disengaged	↑ +6%*
Marginally Engaged	↓ -7%*
Transactionally Engaged	→ NC
Purposively Engaged	→ NC
Fully Engaged	↑ +2%*

There has been a significant shift in engagement amongst the German public since June 2025. The proportion of the Totally Disengaged segment has increased 6pp to 29% - the highest ever since DEL has started tracking. The shift has come from the Marginally Engaged group moving to Totally Disengaged. The proportion of Fully Engaged has also increased to 3%.



ENGAGEMENT BATTERY – GB NOVEMBER 2025

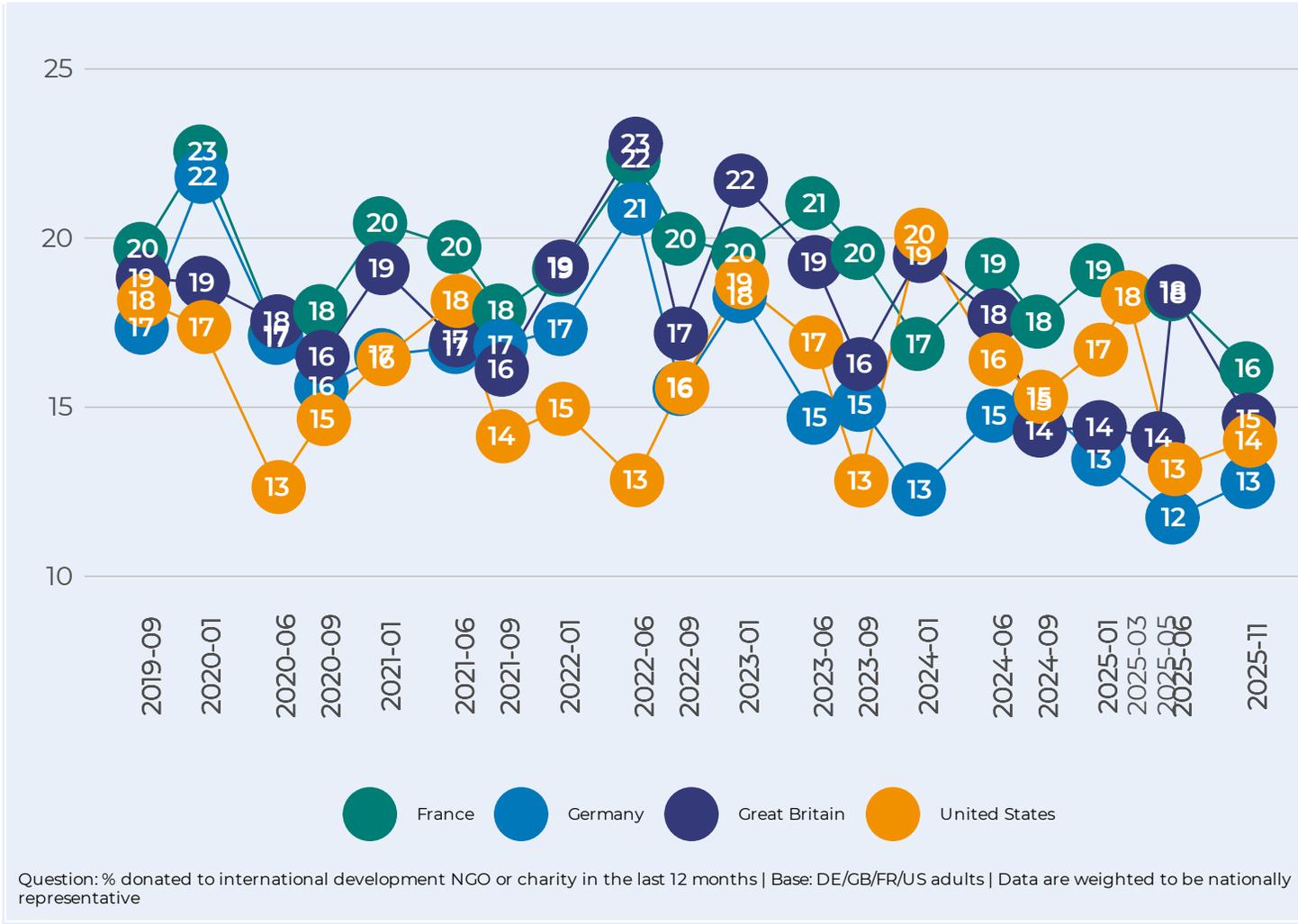


DEL's engagement battery shows an **overall decline** in engagement with global poverty and development since June 2025 in Great Britain. The decrease in informational engagement mirrors that in Germany, the most significant shifts being:

- 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)



TRENDS IN DONATIONS - 2019/2025



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



13%

↑ +1%

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

The percentage of respondents who donated to an NGO/charity in the past 12 months has increased by 1pp since June 2025, but the change is nominal. This is part of a broader stagnation in donations in Germany since June 2023.

Changes in the other DEL changes are also small.

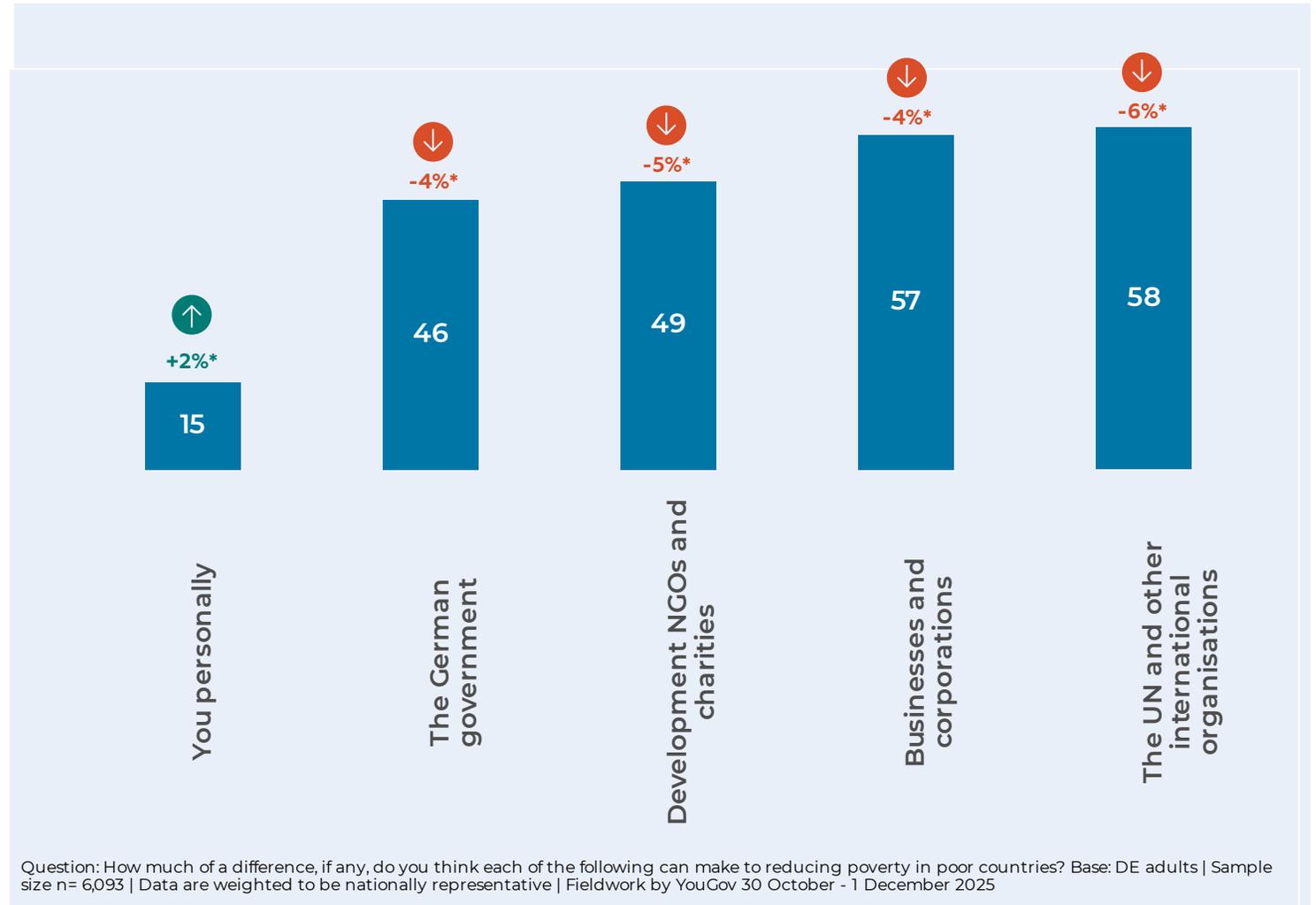


EFFICACY BATTERY – NOVEMBER 2025

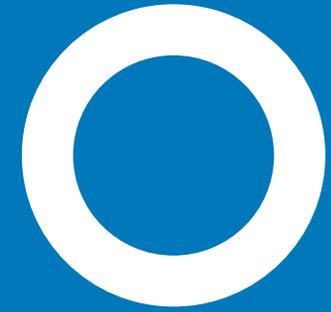
Perceived efficacy – that is the feeling of being able to make a difference in reducing poverty in poor countries – has decreased significantly for most actors since June 2025.

International organisations (-6pp to 58%), private sector (-4pp to 57%), NGOs (-5pp to 49%), and the German government (-4pp to 46%) have seen a decline in perceived efficacy.

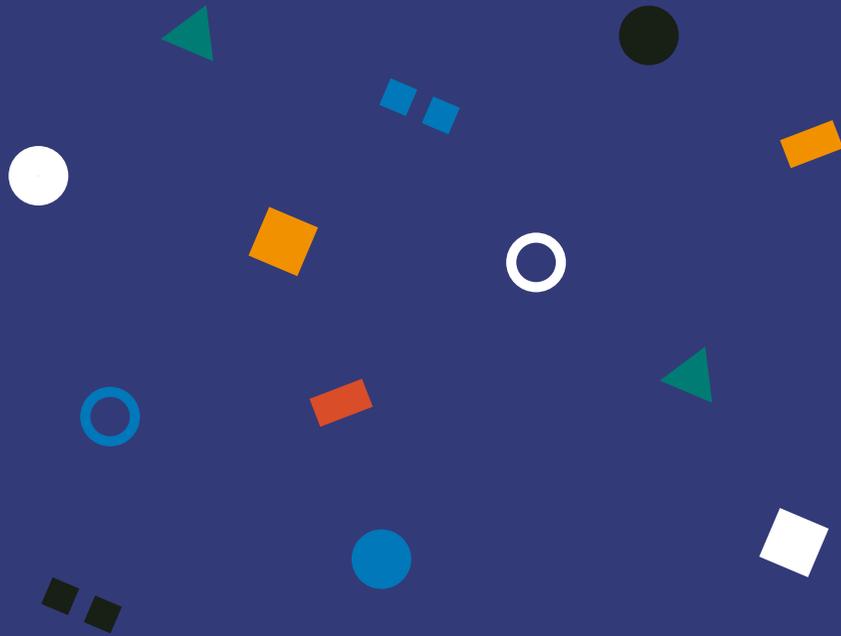
There is a 2pp increase in personal efficacy – to 15% – but is still part of a broader downward trend since June 2022 (where perceived self-efficacy was at 24%).



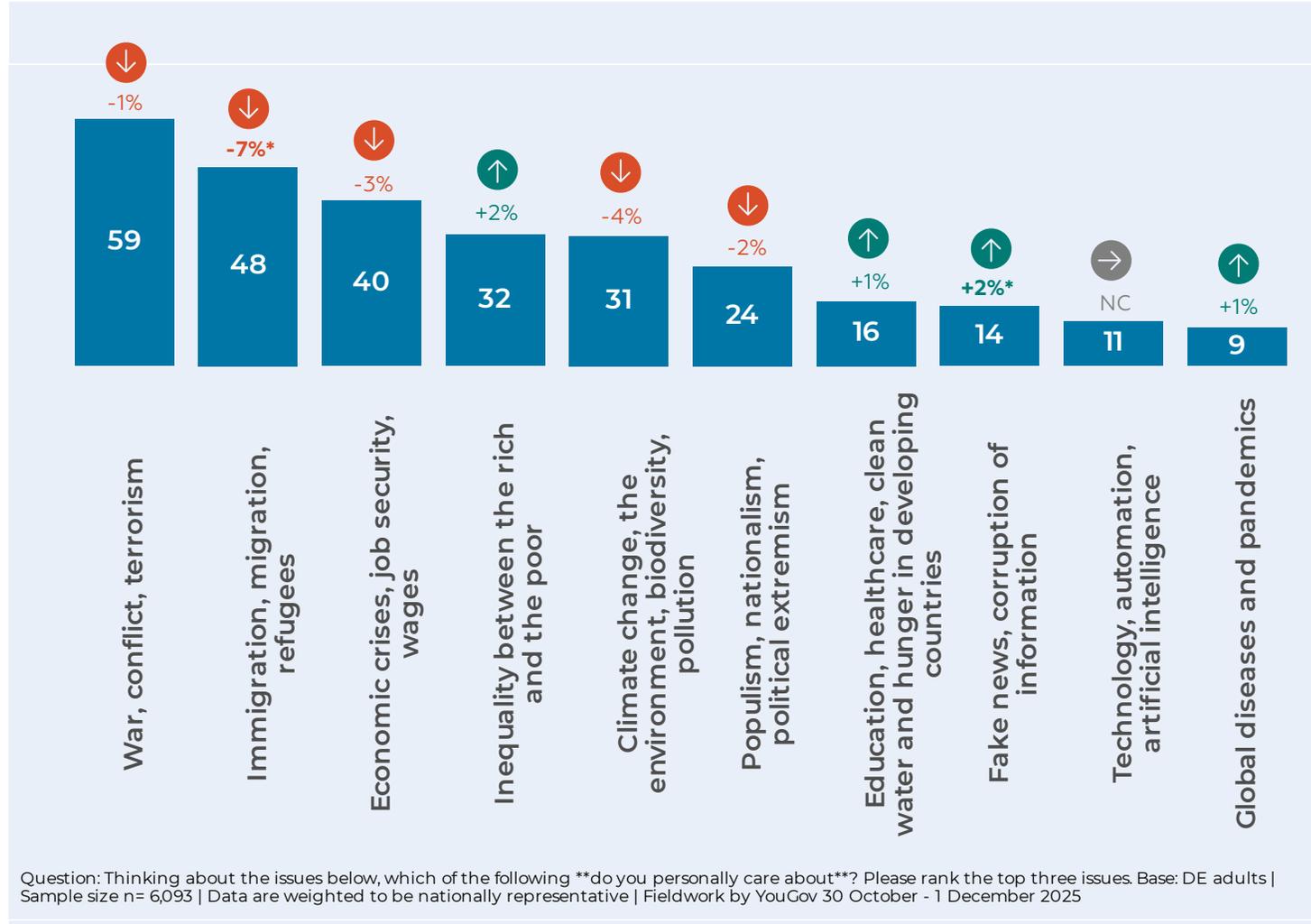
ATTITUDINAL ENGAGEMENT



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



MOST IMPORTANT ISSUES – NOVEMBER 2025

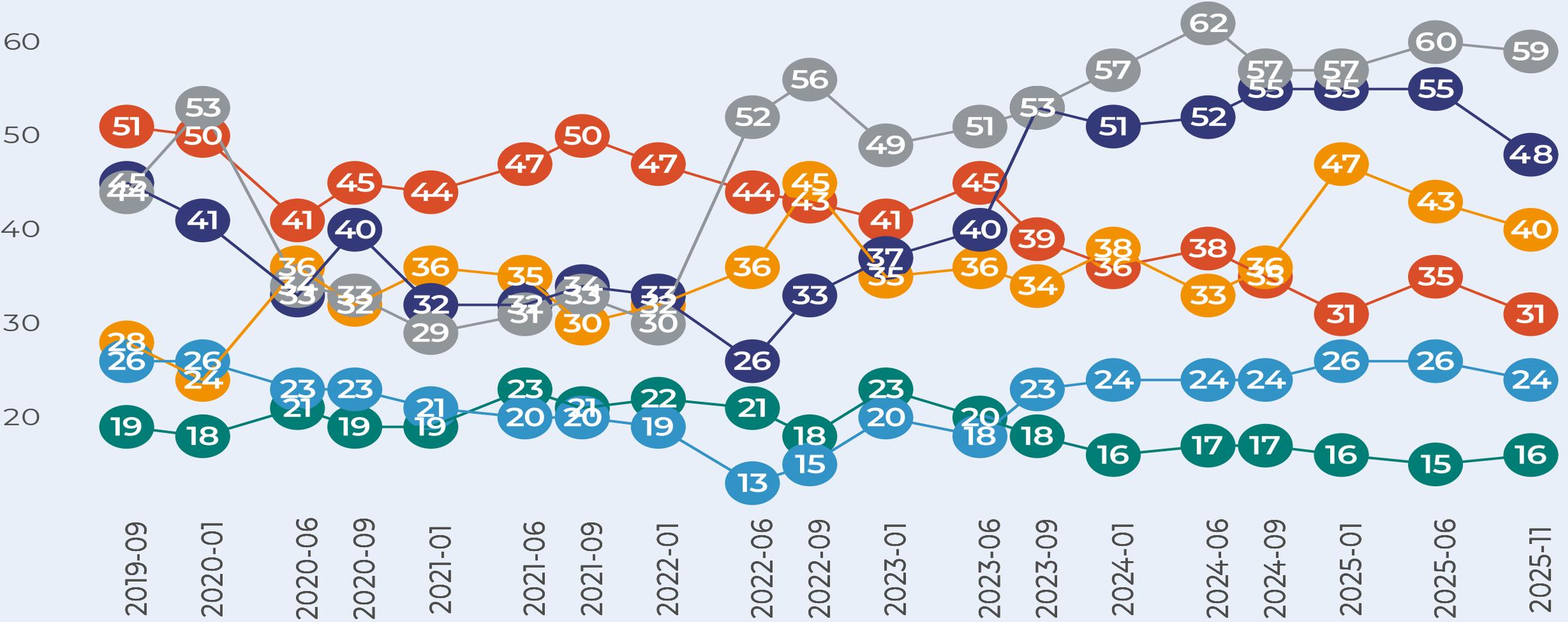


Conflict, migration, and economic crises is front of mind for the German public, despite a small decline in concern since June 2025. Immigration/migration/refugees has fallen 7pp to 48%.

Global challenges like climate change, inequality, and development have not moved meaningfully. For climate change, it's been on a continued downward trend (-20pp from highest point). Concern for development is on a slow decline since January 2023.

Concern for fake news has risen by 2pp to 14%.

Question: Thinking about the issues below, which of the following **do you personally care about**? Please rank the top three issues. Base: DE adults | Sample size n= 6,093 | Data are weighted to be nationally representative | Fieldwork by YouGov 30 October - 1 December 2025



- Climate change, the environment, biodiversity, pollution
- Economic crises, job security, wages
- Education, healthcare, clean water and hunger in developing countries
- Immigration, migration, refugees
- Populism, nationalism, political extremism
- War, conflict, terrorism

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

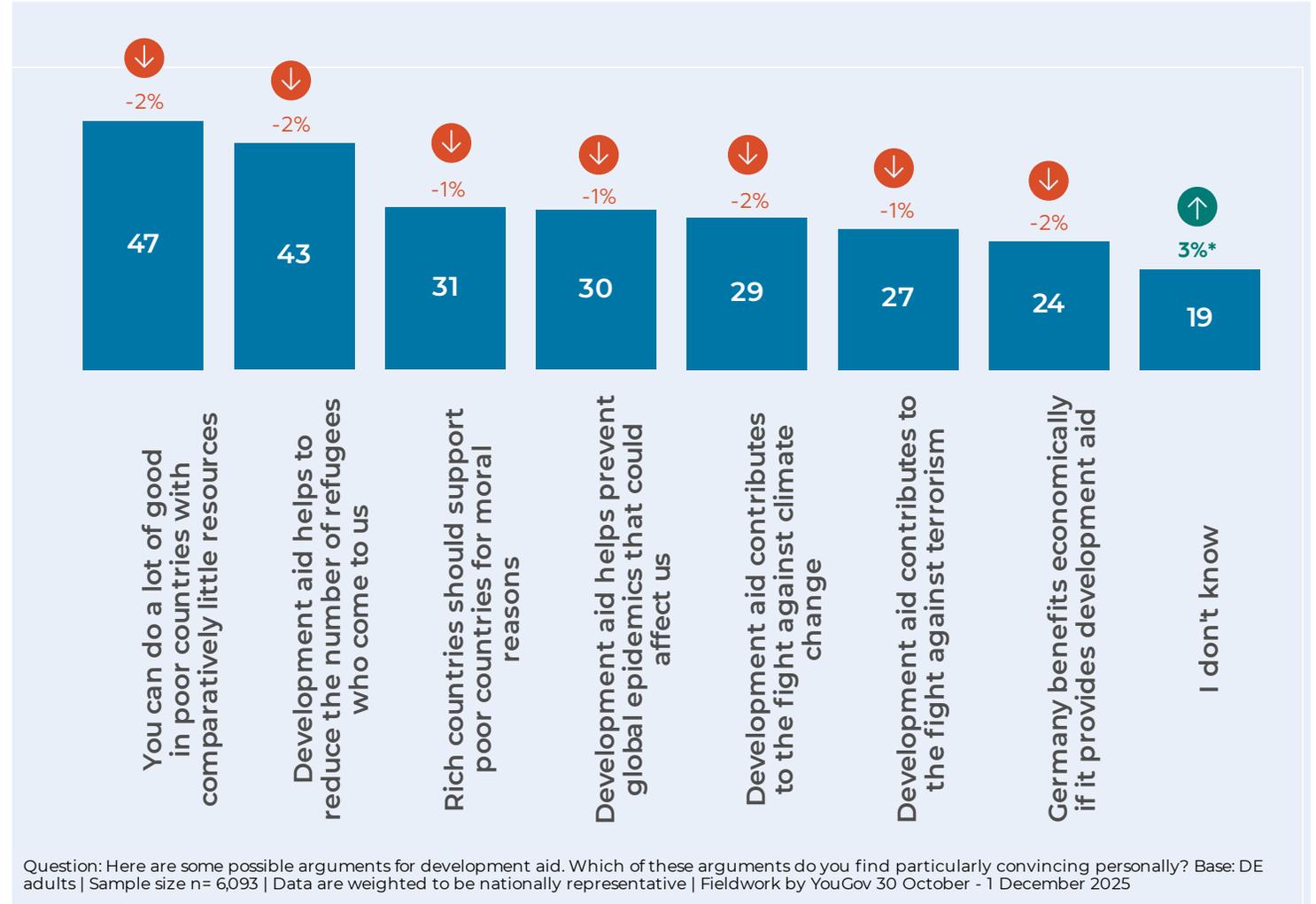
ARGUMENTS FOR AID – NOVEMBER 2025

There has not been significant changes in the perception of arguments for aid across the German public since June 2025.

The top-performing message is still **'you can do a lot of good in poor countries with few resources'** (47%).

The second most convincing argument is that **'aid helps reduce the number of refugees coming to Germany'** (43%).

The least convincing argument continues to be that Germany benefits economically if it provides development aid. Technocratic economic benefits arguments lack traction – avoid as a lead message.



ATTITUDES AND PUBLIC OPINION – NOVEMBER 2025



14%

↓ -2%

think German aid gets where it is needed



43%

↓ -1%

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



37%

↓ -5%*

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



31%

↓ -1%

think development aid is effective or very effective



34%

↓ -3%

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

We observe a general decline in German citizens' attitudes towards global poverty since June 2025, albeit mostly not significant.

A significant decrease is seen generosity of giving aid – -5pp to 37%.

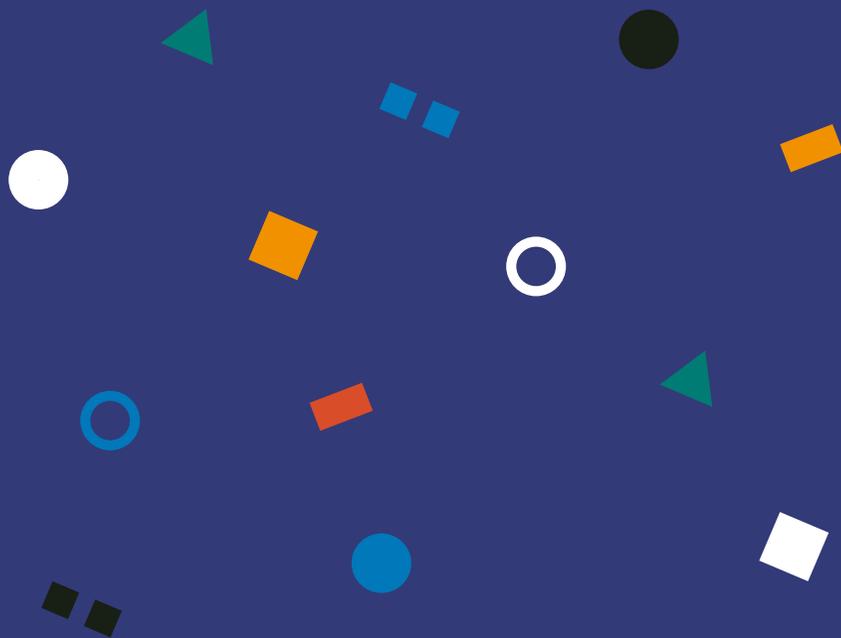
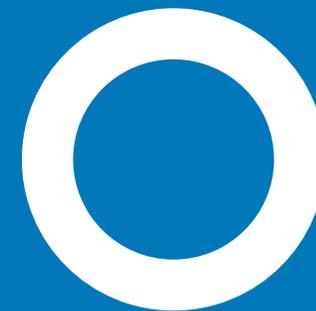
Question listed in each box

Sample size n=6,093 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov 30 Oct - 1 Dec || Comparison to June 2025

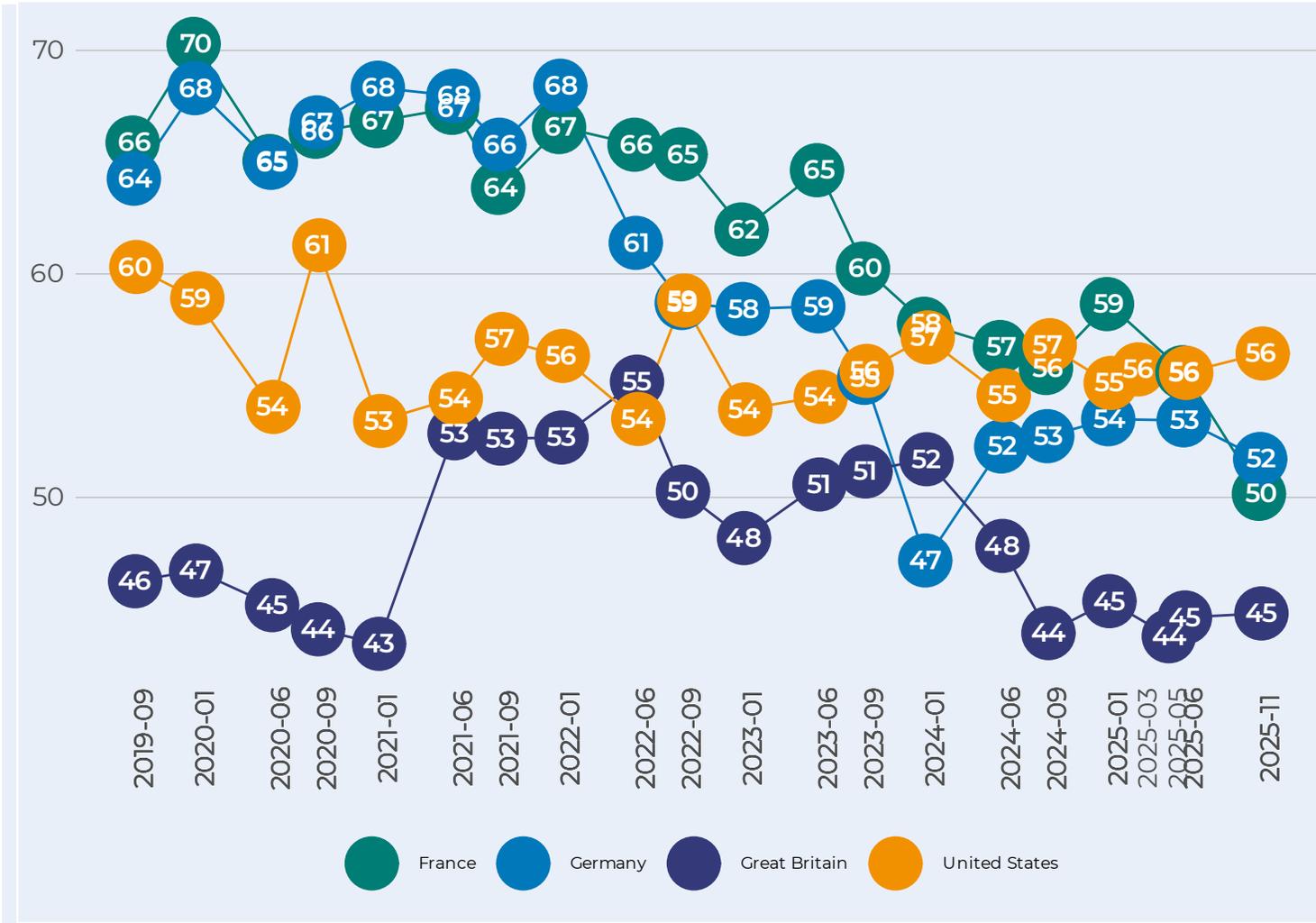
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SUPPORT FOR DEVELOPMENT COOPERATION



TRENDS IN AID SUPPORT - 2019/2025



52%

↓ -1%

think we should keep or increase our current aid budget in Germany

Support for development cooperation in Germany is at 52% - and has been stable since June 2024.

This follows a significant drop in support in 2022 and again in 2023.

This may represent a new equilibrium of support for development cooperation in Germany, with a similar pattern seen in Great Britain.



QUICK DETOUR TO FRANCE

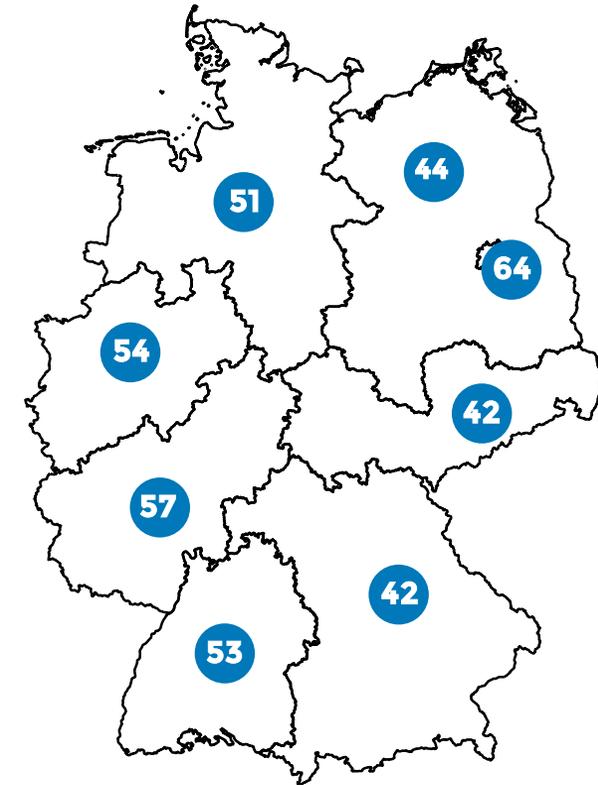
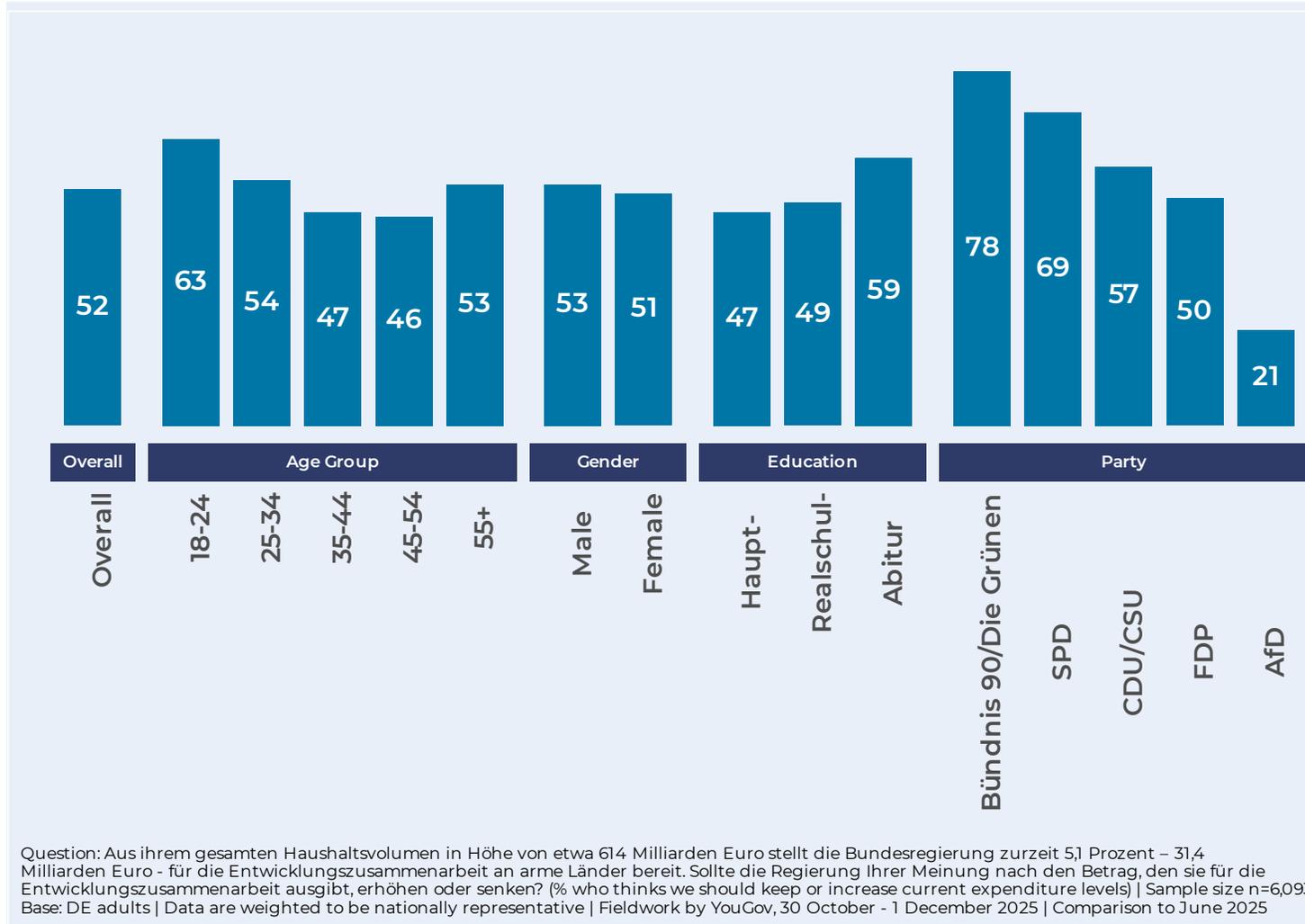
France has experienced a sudden drop in aid support – 59% to 50% – not unlike drops seen in Germany in 2022 (-9pp) and again in 2023 (-12%) before levelling off.

- In France we broke down the shift by age, voting history and gender – the drop occurred across the board.

We also looked at the *same* respondents from the 2024 and 2025 Panel:

- **Concern:** People who became unconcerned about global poverty and development became aid sceptics (spend less on aid)
 - 1.9% of the French public - roughly 1.3 million people - became both less concerned about global poverty and less supportive of international aid
- **Morally the right thing to do:** People who no longer thought providing aid is the morally right thing to do became aid sceptics
 - ~740,000 people
- **Guilt:** People who no longer felt guilty for not helping those in need in poor countries became aid sceptics
 - ~900,000 people

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](#)