



DEL DASHBOARD GERMANY JANUARY 2024

/ Dashboard #12
// January 2024
/// www.developmentcompass.org
[@DevEngageLab](https://twitter.com/DevEngageLab)

Soomin Oh

DATA

The data for this deck come from the DEL Tracker Wave 9 (n=2,031). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 8-13 January 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 – Germany January 2024*. London: Development Engagement Lab.

DASHBOARD

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

THREE KEY CHANGES SINCE OCTOBER 2023



57%

↑ +4%*

say they are most concerned about issues related to war, conflict, and terrorism

With a 4pp increase from October 2023, war, conflict, and terrorism is the issue the German public are most concerned about.



15%

↓ -3%*

say they can personally make a difference to reducing poverty in developing countries

Perceived self-efficacy has decreased from Oct 2023 by 3pp. The same is true for the perception of the German government – also down 3pp.

Every group indicator is on a downward trend, save for NGOs/charities.



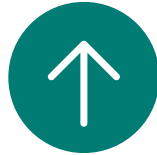
47%

↓ -8%*

think Germany should keep or increase our current aid budget

There has been a sharp fall in the share of German public who think we should keep or increase current aid budget in Germany – the lowest number seen in DEL tracking data and for the first time lower than support in Great Britain.

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.

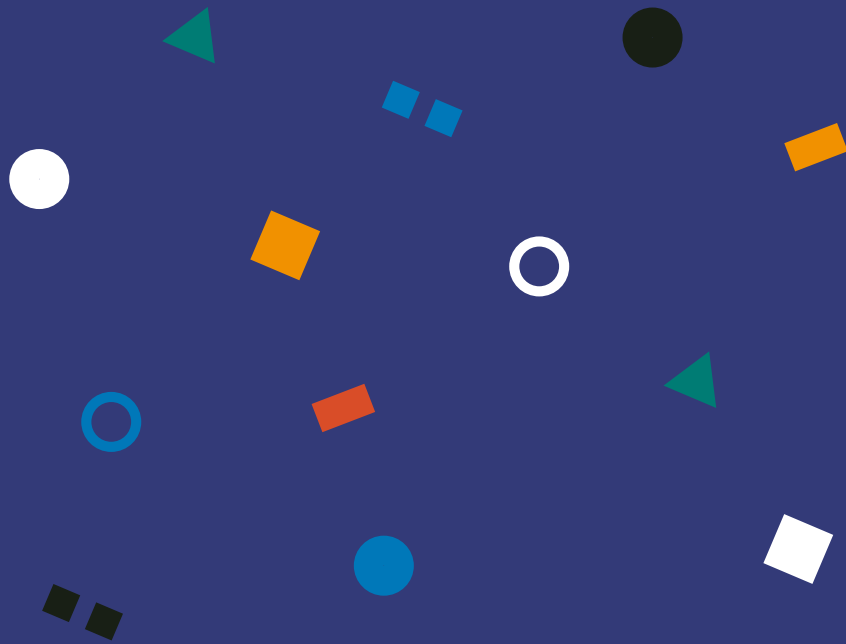


This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.

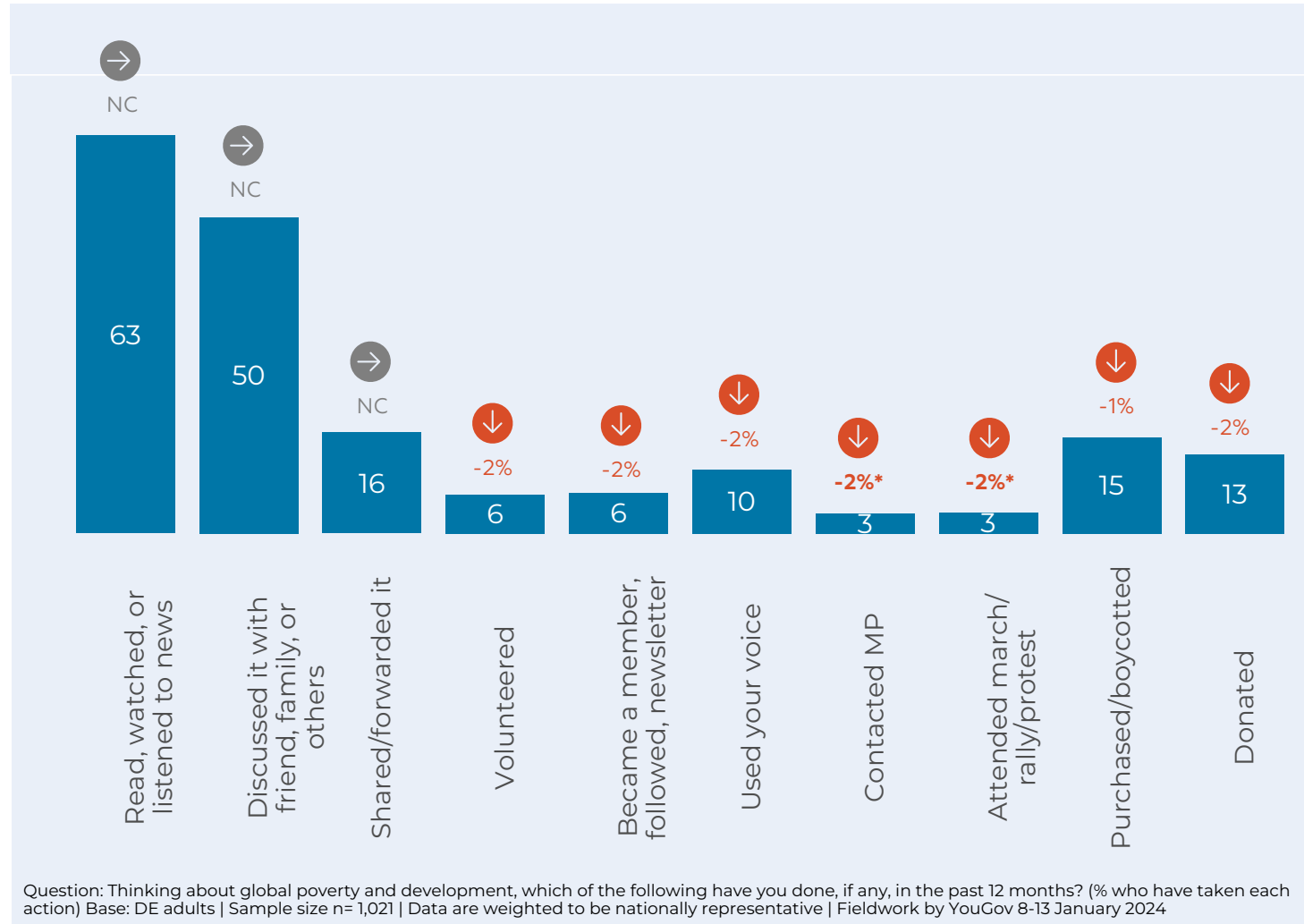
BEHAVIOURAL ENGAGEMENT



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



ENGAGEMENT BATTERY – JANUARY 2024



DEL’s audience segmentation shows a negative change in public’s engagement compared to October 2023.

While engagement via information channels have not changed, fewer respondents have engaged in all other categories.

Contacting MPs and attending march/rally/protest has seen a statistically significant decline of 2pp – now to 3%.

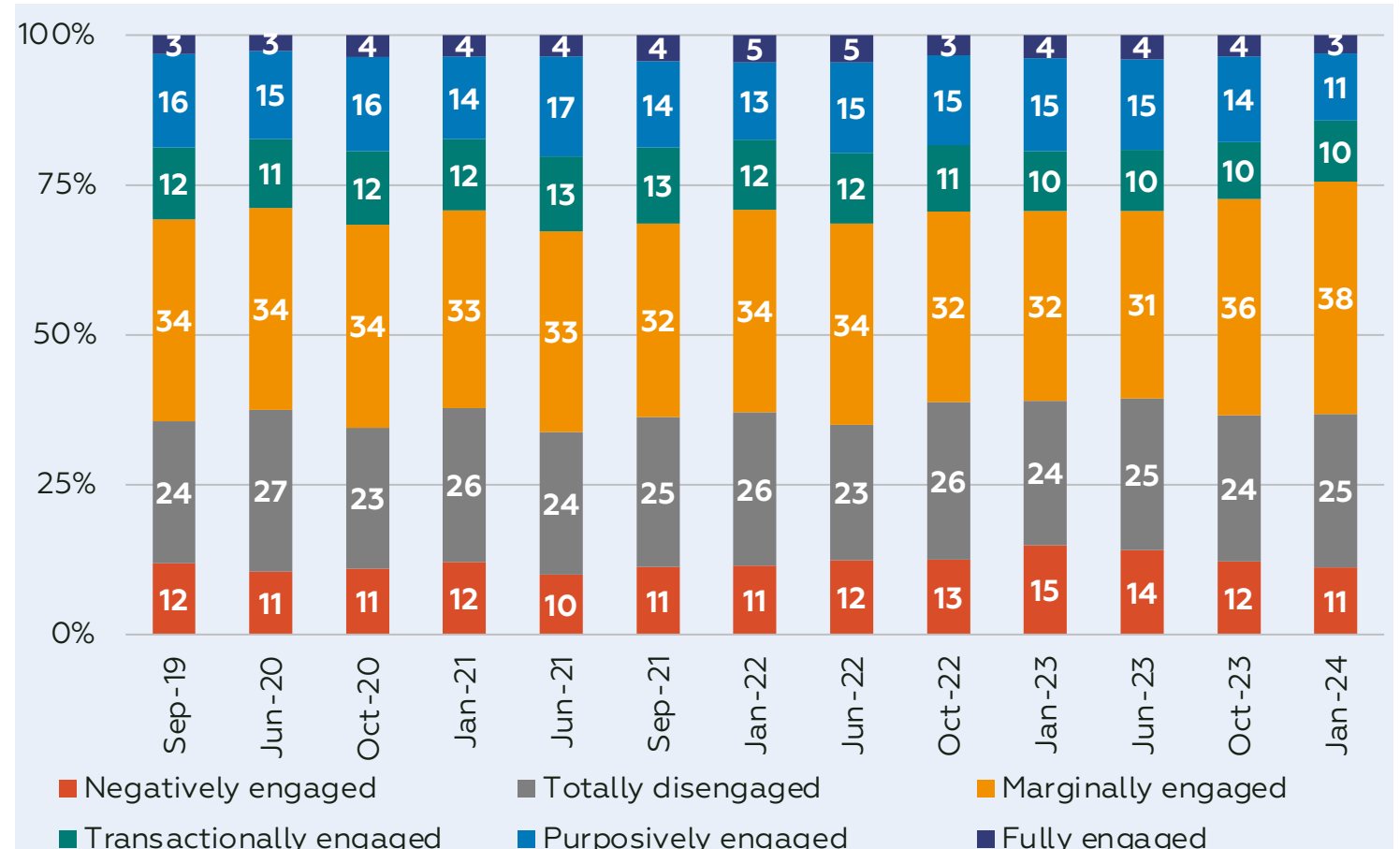
DEL SEGMENTATION – JANUARY 2024

Segment	Change since June 2023
Negatively engaged	↓ -2%
Totally disengaged	↑ +2%
Marginally engaged	↑ +2%
Transactionally engaged	→ NC
Purposively engaged	↓ -3%*
Fully engaged	↓ -1%

There has been one significant change since October 23, a 3pp decrease in the Purposively Engaged audience, the lowest since DEL began tracking.

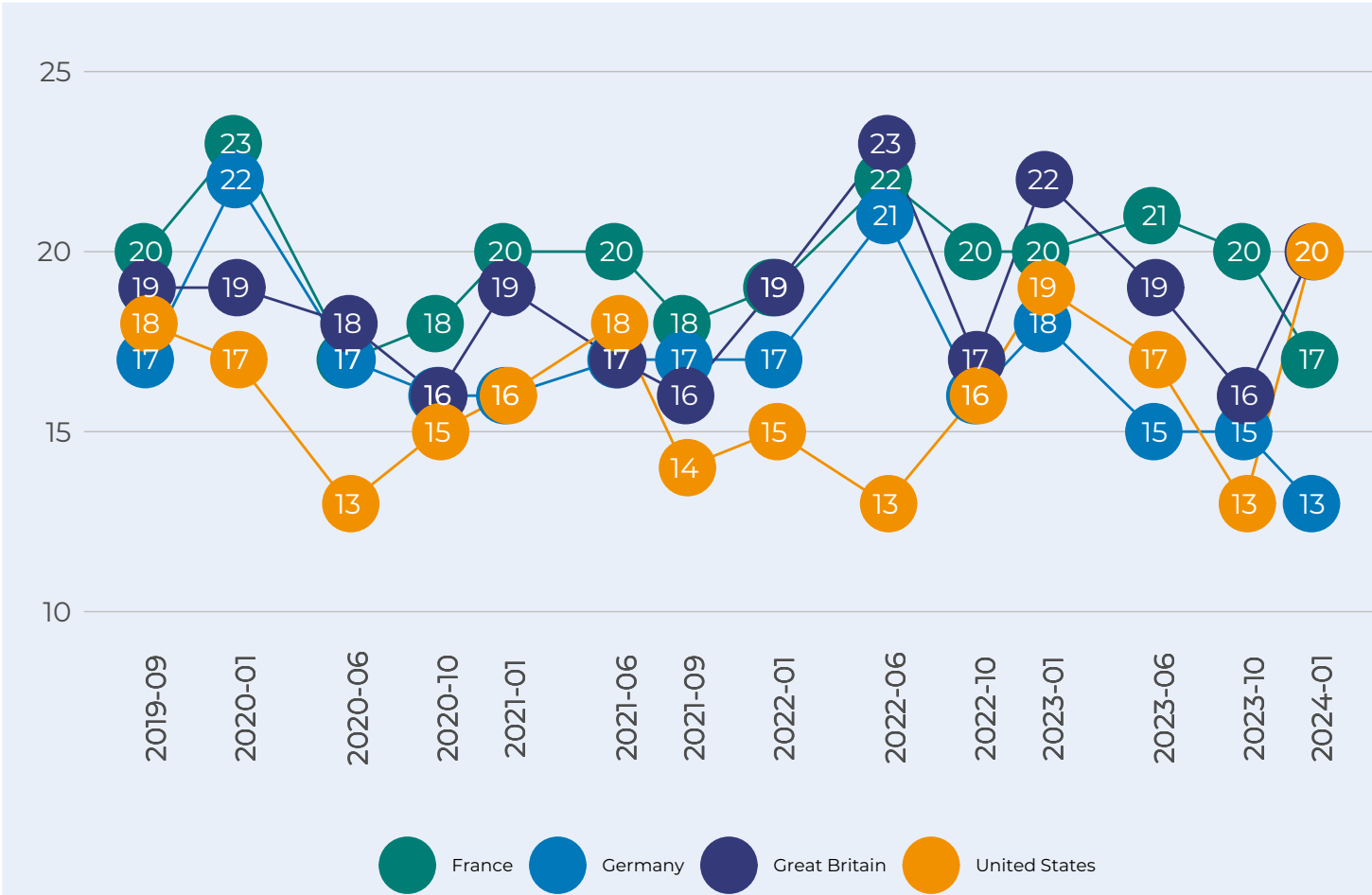
The other engaged audience groups – Fully and Transactionally Engaged – have changed very little since Jan 2023.

There has been 2pp decrease in the Negatively Engaged audience, which means fewer people taking action in opposition to poverty alleviation efforts, however the change is not significant.



The Development Engagement Lab Engagement Segmentation (proportion of respondents in each group)
 Sample size n=1,021 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8-13 January 2024
 Comparison to October 2023

TRENDS IN DONATIONS – 2019/2024



13%

↓ -2%

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

The percentage of respondents who donated to a global poverty charity in the past 12 months has fallen for France and Germany. In Germany, donations have dropped by 2pp down to 13%, marking the lowest point since 2019. A greater fall is seen in France where donations fell 3pp to 17%.

In the UK and the US, 1 in 5 of respondents said they had donated in the past 12 months – an increase of 4 and 7pp respectively from Oct 2023.

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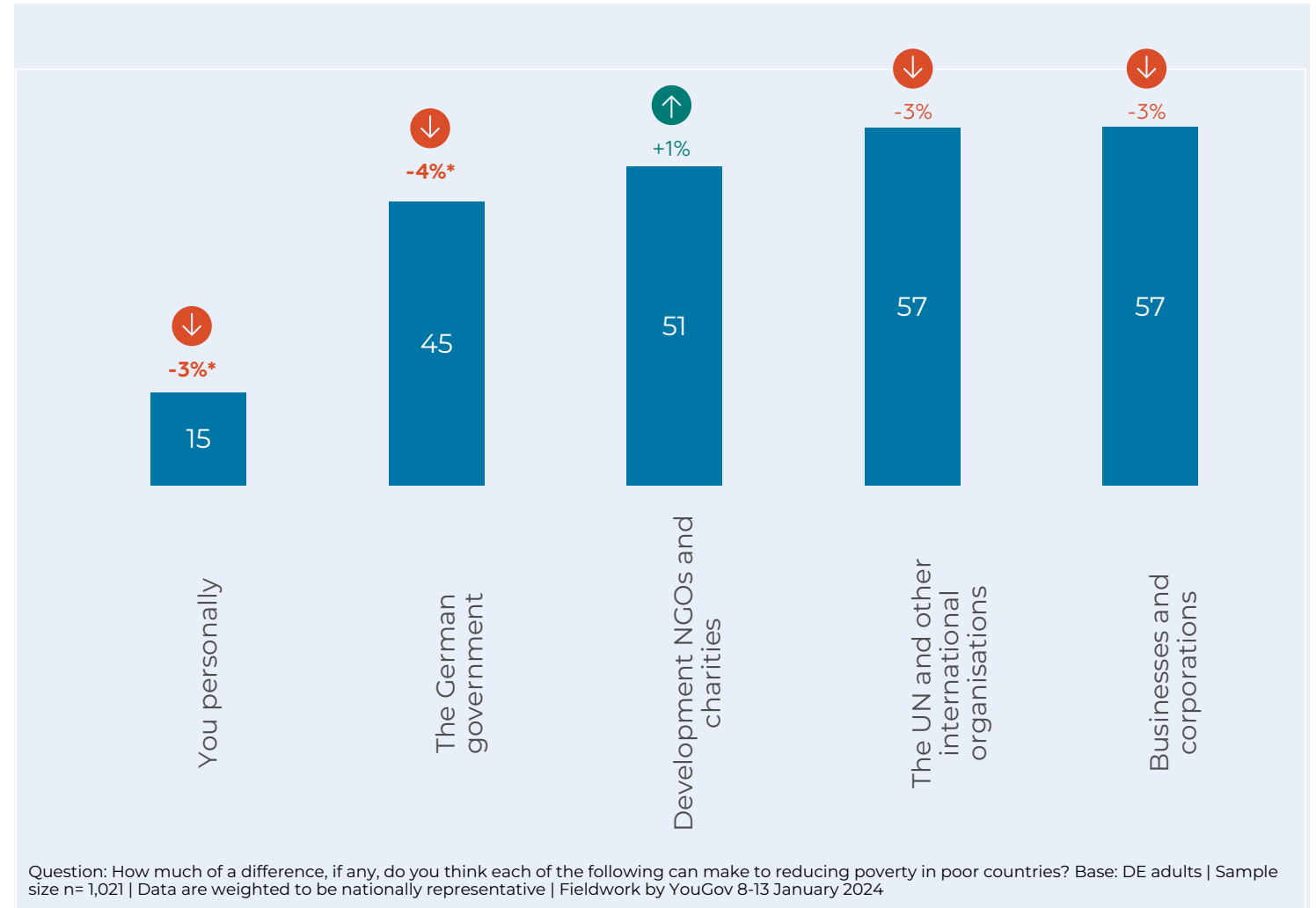
Question: How much of a difference, if any, do you think each of the following can make to reducing poverty in poor countries? | Base: DE/GB/FR/US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, January 2024 | Comparison to October 2023

EFFICACY BATTERY – JANUARY 2024

The changes observed by DEL efficacy battery compared to October 2023 show a fall in the sense of efficacy across all groups, save for development NGOs and charities. In particular, the sense that one can make a difference to the levels of poverty in poor countries has fallen 3pp from 18% in Oct 2023.

Similarly, there is a decrease in perceived efficacy of the German government by 4pp to 45%.

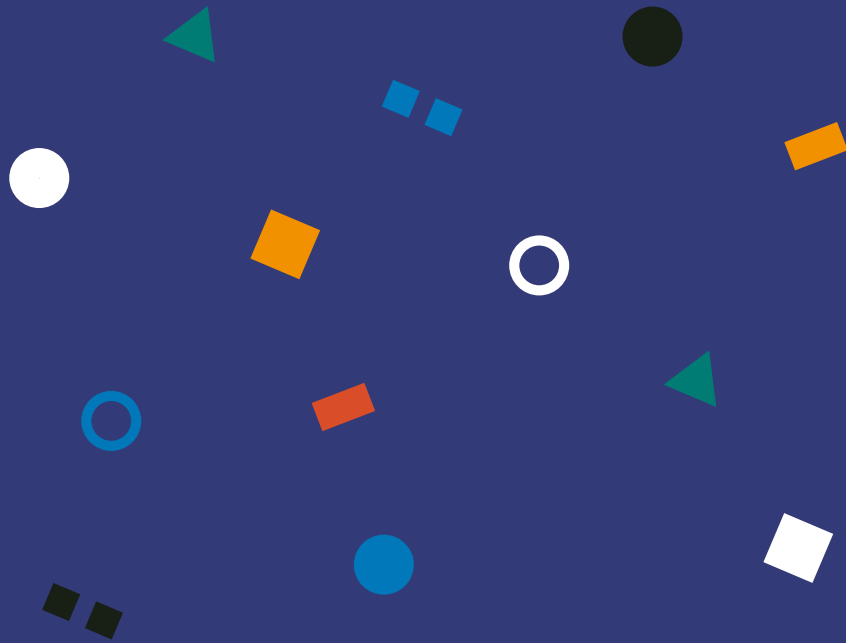
Broadly, we still see the majority of the German public think NGOs, IOs and businesses can make a difference to levels of poverty in poor countries, compared to less than 20% of the public who think they personally can make a difference.



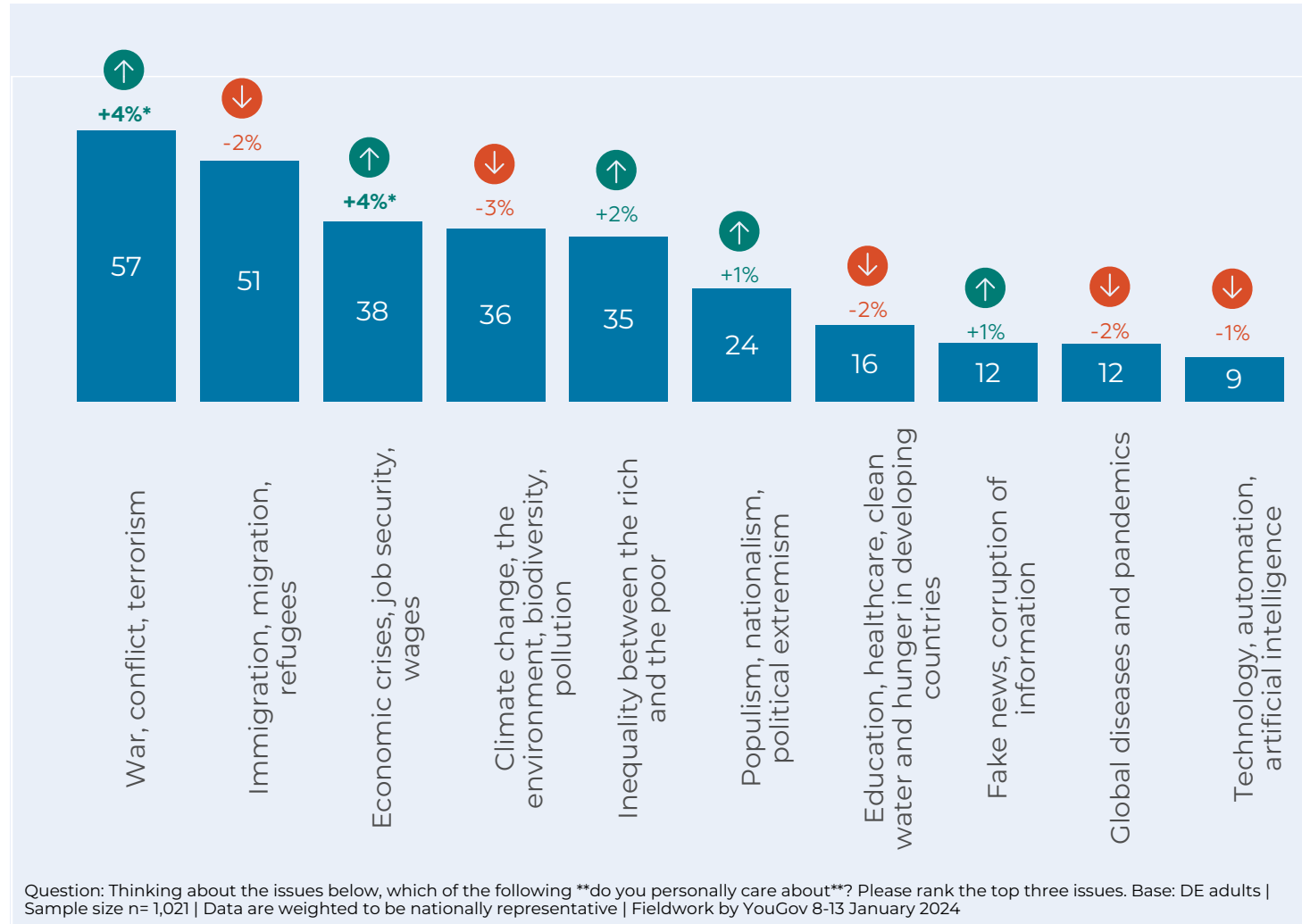
ATTITUDINAL ENGAGEMENT



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



MOST IMPORTANT ISSUES – JANUARY 2024



Concern for war, conflict, and terrorism is the top issue of concern for the German public, increasing 4pp since Oct 2023 to 57% - almost 6 in 10 of the public.

The second significant change from Oct 2023 is the increased concern for economic crises, job security, and wages by 4pp, moving it to the third most important issue for the German public, replacing climate change.

Concern for immigration, migration and refugees is a top issue of concern in Germany. Concern has risen 12 percentage points to 53% since June 2023.

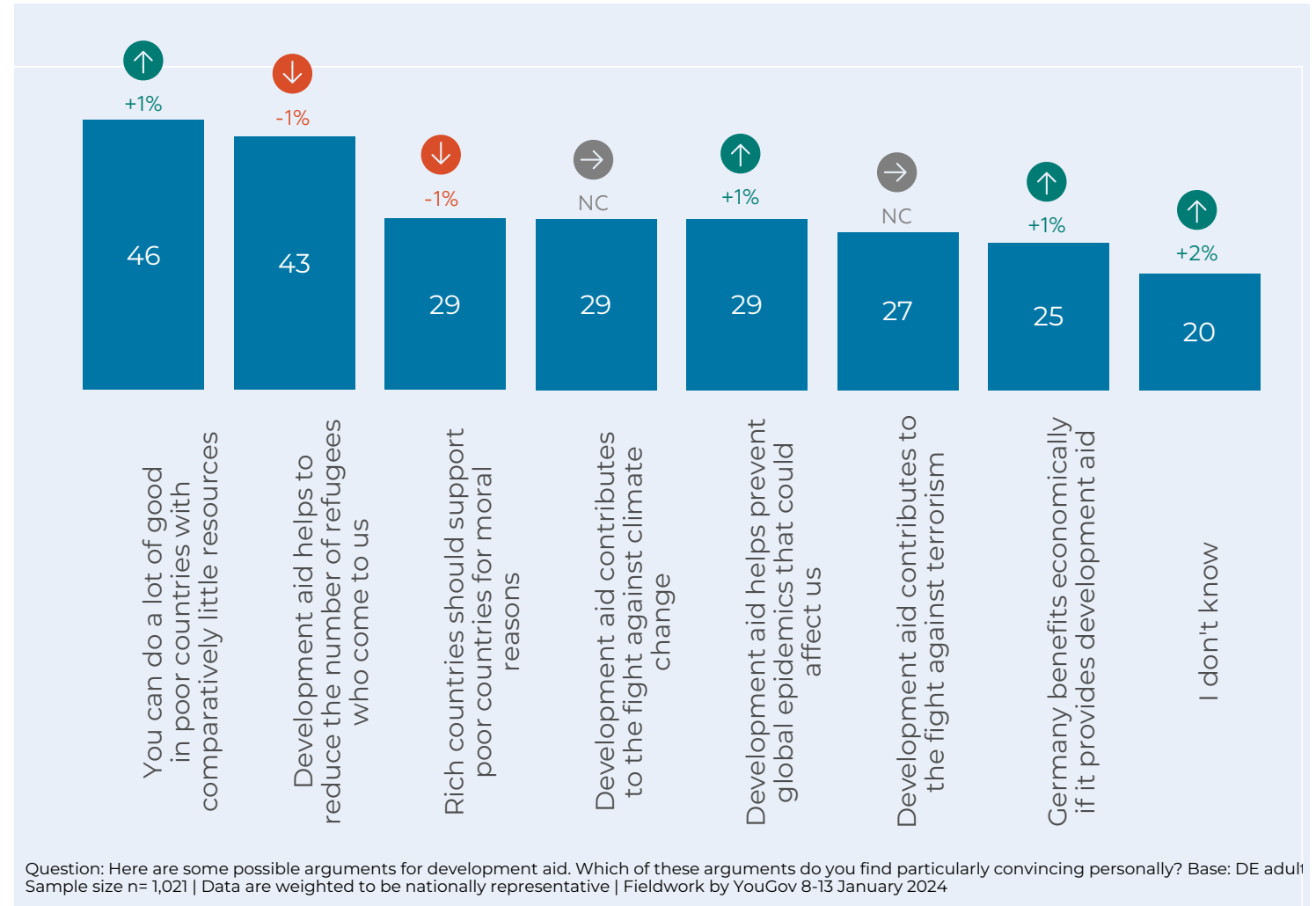
All other issues changed nominally.

ARGUMENTS FOR AID – JANUARY 2024

There has not been a meaningful change in the rankings of arguments for giving aid in Germany since October 2023.

The most convincing arguments overall is you can do a lot of good in poor countries with few resources (46%), and that aid helps reduce the number of refugees coming to Germany (43%).

The least convincing argument is that Germany benefits economically if it provides development aid.



ATTITUDES AND PUBLIC OPINION – JANUARY 2024



13%



think German aid gets where it is needed



42%



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



37%



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



29%



think development aid is effective or very effective



30%



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

We observe negative changes in the landscape of attitudinal engagement, although the changes are not statistically significant.

Just 13% of respondents said German aid gets where it is needed and 29% say development aid is effective.

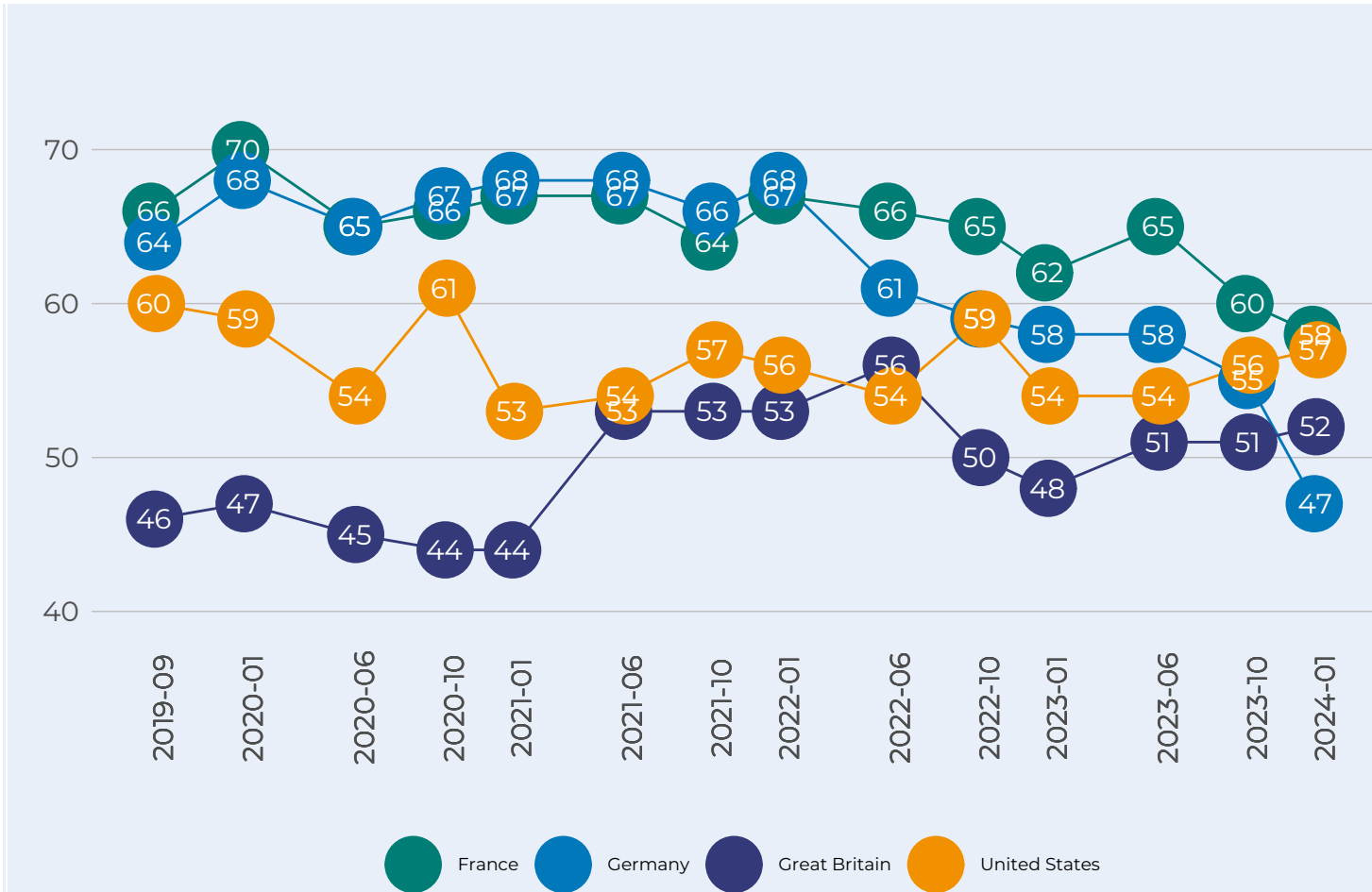
Concern for global poverty and attitudes toward giving aid generously have decreased from October 2023.

Question listed in each box

Sample size n=1,021 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8-13 January 2024
Comparison to October 2023



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 | Fieldwork by YouGov, January 2024 | Comparison to October 2023



47%

↓ -8%*

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

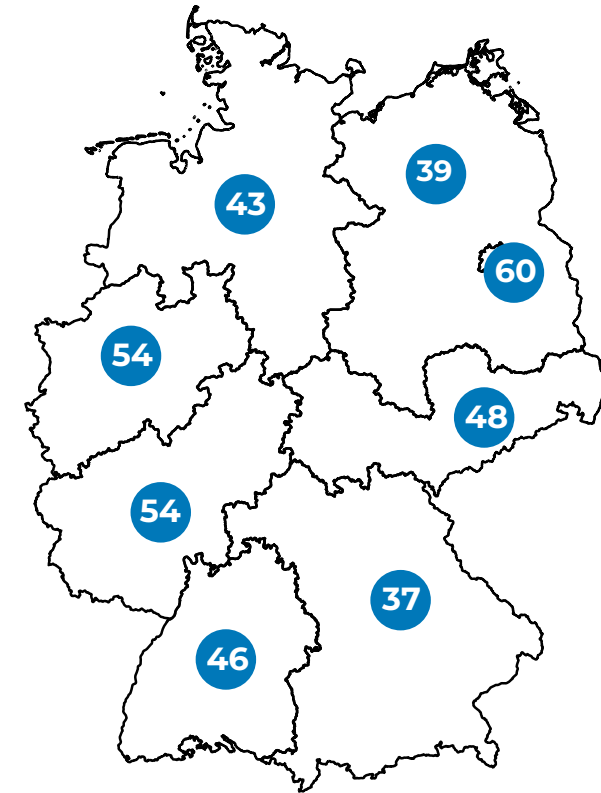
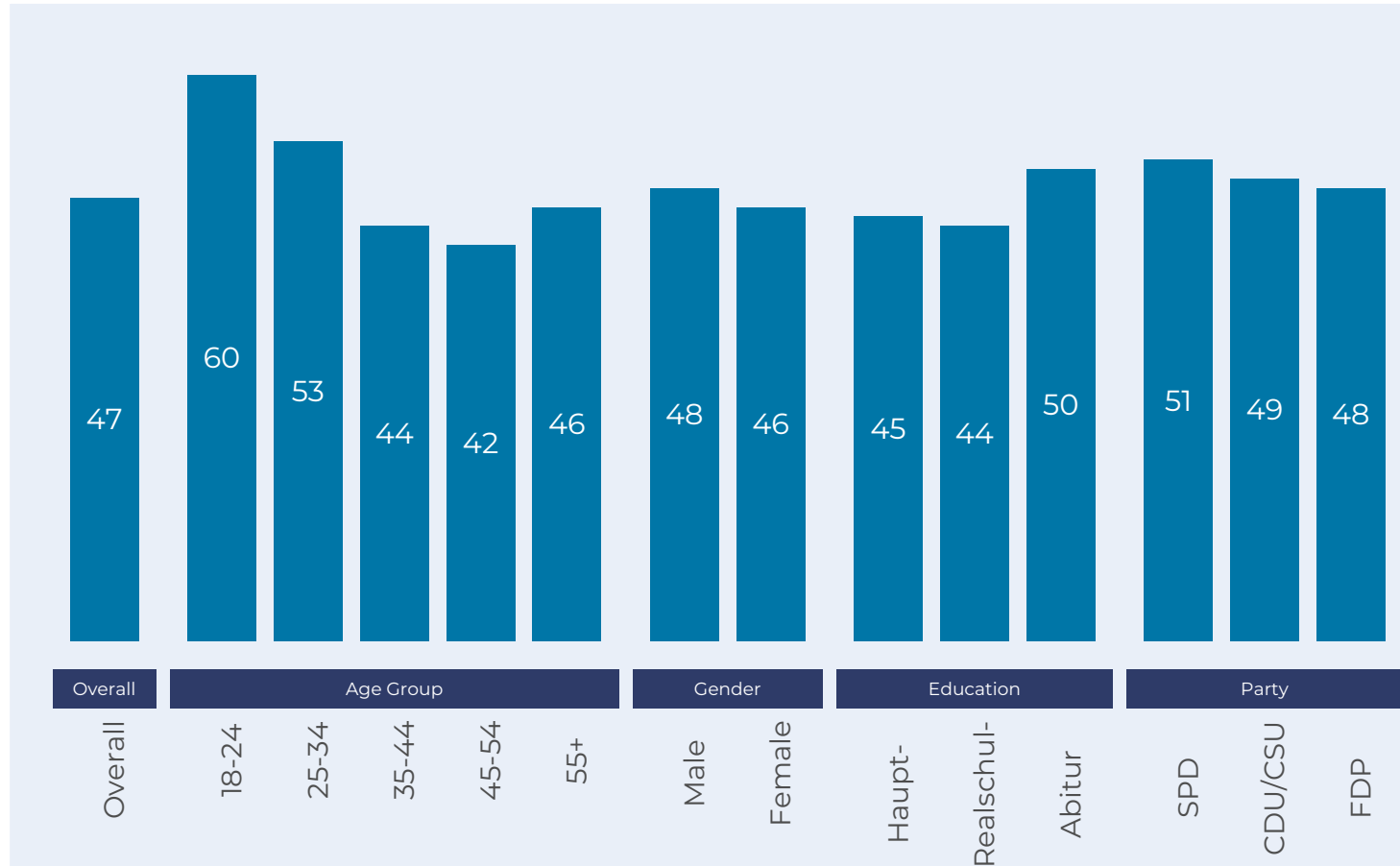
Support for development cooperation in Germany stands at 47%, an 8pp fall from October 2023 and significantly lower (over 20pp fall) than the high of 68% in January 2022.

Support in France has also fallen by 2pp to 58%, from a high of 70% in January 2022.

Support for aid has remained steady since June 2023 for the United States (57%) and Great Britain (52%).



WHO SUPPORTS DEVELOPMENT AID?



Question: Aus ihrem gesamten Haushaltsvolumen in Höhe von etwa 609 Milliarden Euro stellt die Bundesregierung zurzeit 5,5 Prozent – 33,3 Milliarden Euro - für die Entwicklungszusammenarbeit an arme Länder bereit. Sollte die Regierung Ihrer Meinung nach den Betrag, den sie für die Entwicklungszusammenarbeit ausgibt, erhöhen oder senken? (% who thinks we should keep or increase current expenditure levels) Sample size n=1,021 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8-13 January 2024 Comparison to October 2023

EROSION IN AID SUPPORT – DEMOGRAPHIC BREAKDOWN

AGE AND GENDER

- **Age:** While aid support has eroded across all age groups, the most significant decline was seen across 45-54 and 55+ with a 17pp and 15pp decline from October 2023.
- **Gender:** Aid support declined for both male and female public by 9pp and 8pp, respectively.

EDUCATION

- Across all education levels, support for aid decline, and the highest level of decline was seen for individuals with 'Abitur, Fachhochschulreife' (High school diploma, technical college entrance qualification)

PARTISANSHIP

- Both SPD and CDU/CSU supporters reduced support for aid from October 2023.
- For SPD supporters there was a 13pp reduction – to 51% and a 9pp reduction for CDU/CSU supporters to 49%.
- While aid support decreased for FDP supporters by 2pp, the difference is not statistically significant.

REGIONS

- Some regions saw a sharp, statistically significant, decline in aid support
- Bremen, Hamburg, Niedersachsen, Schleswig-Holstein saw a decline of 17pp from 60% in October 2023 to 41% in January 2024
- Bayern saw a decline from 51% to 37%





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](#)