



# DEL DASHBOARD GERMANY JUNE 2024

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

Soomin Oh

## DATA

The data for this deck come from the DEL Tracker Wave 10 (n=1,004). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 3-7 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 – Germany 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



52%

↑ 5%\*

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



42%

↑ +5%\*

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



36%

↑ +4%\*

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

Support for aid in Germany has increased 5pp since January 2024 to 52%, reversing the dip seen from October 2023 to January 2024. There is still a downward trend in German aid support, however.

Over 4 in 10 of the German public think we should give some aid or give it generously, and this is the first uptick (of 5pp) from a continued downward trend seen from January 2023.

Trust in international development NGOs and charities have also seen an uptick of 4pp from January 2024, a first uptick since the continued decline from January 2023.

## Question listed in each box

Sample size n=1,004 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov 3-7 June 2024  
Comparison to January 2024



# 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.

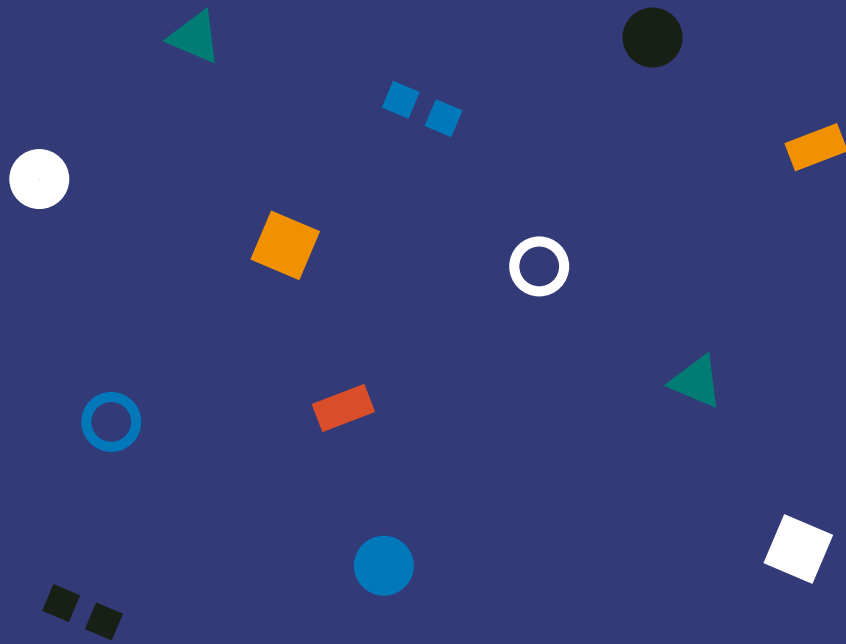


This icon is used when there is a downward change since the last data point. An asterisk indicates the change is statistically significant.



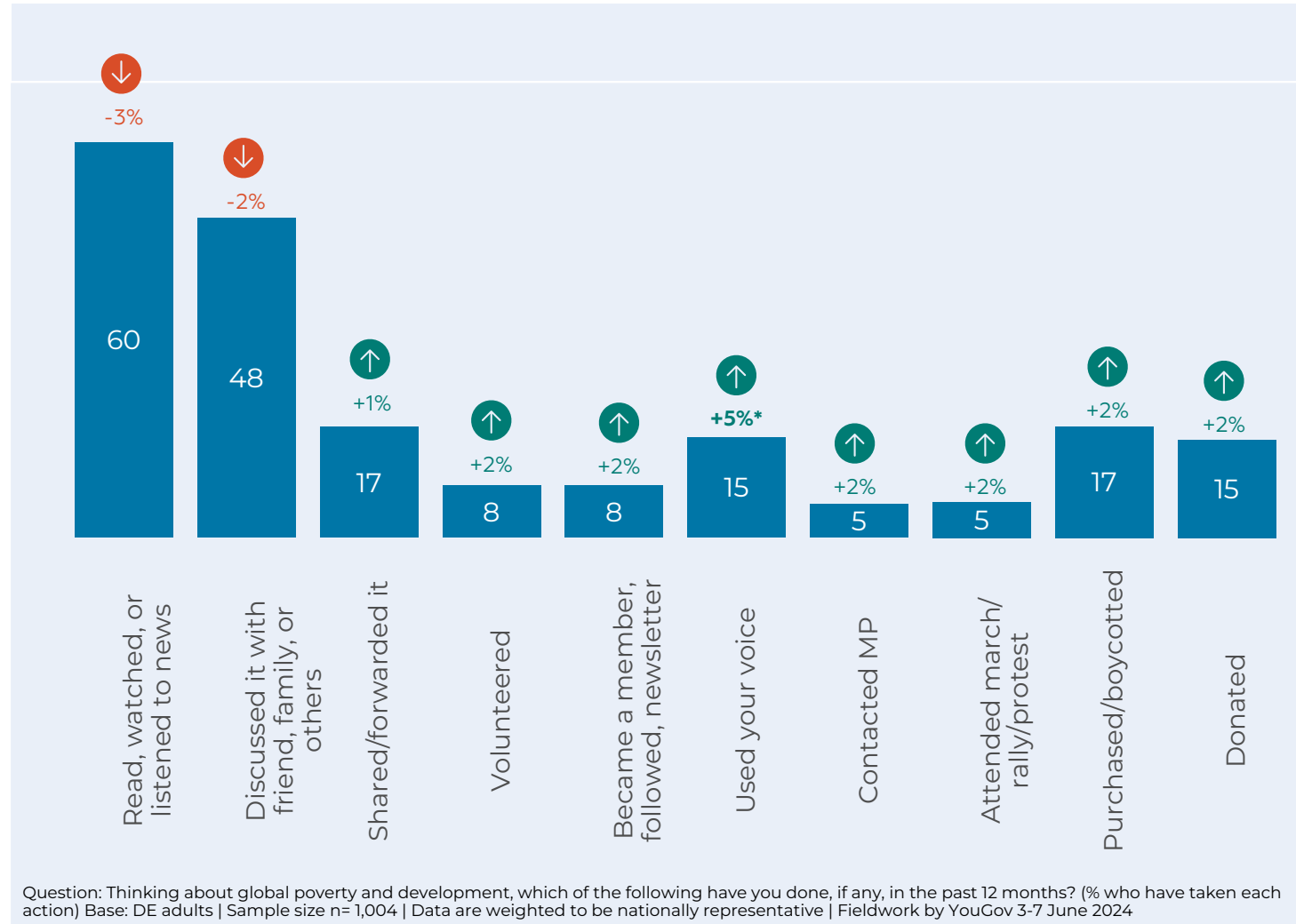
This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.

# BEHAVIOURAL ENGAGEMENT



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

# ENGAGEMENT BATTERY – JUNE 2024



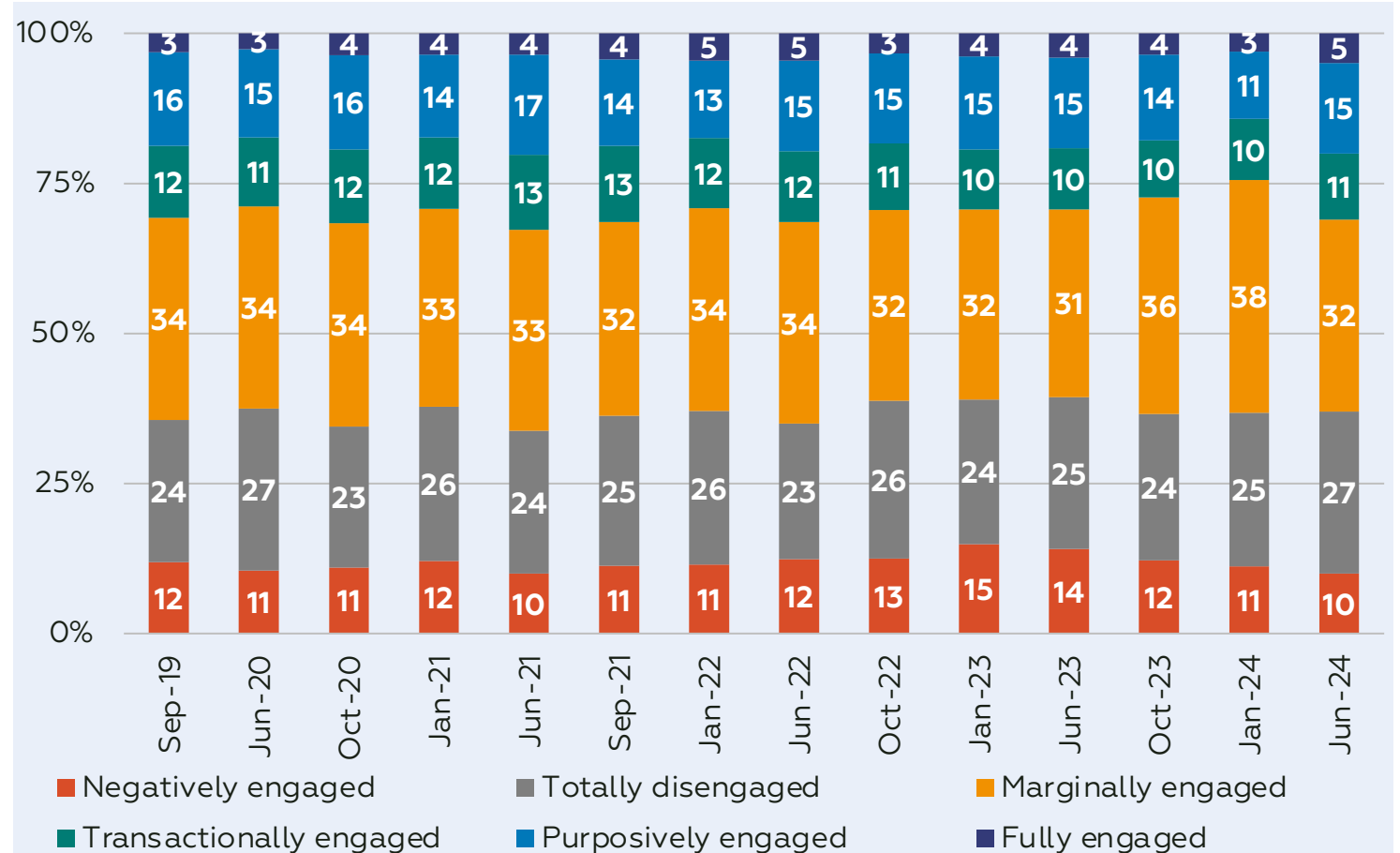
DEL’s audience segmentation shows a positive change in public’s engagement compared to January 2024 – reversing the negative trend that was seen previously from October 2023 to January 2024.

While engagement via information channels has decreased (albeit not a statistically significant change), there has been a meaningful increase in the public using their voice in support of global poverty and development from 10% to 15%.

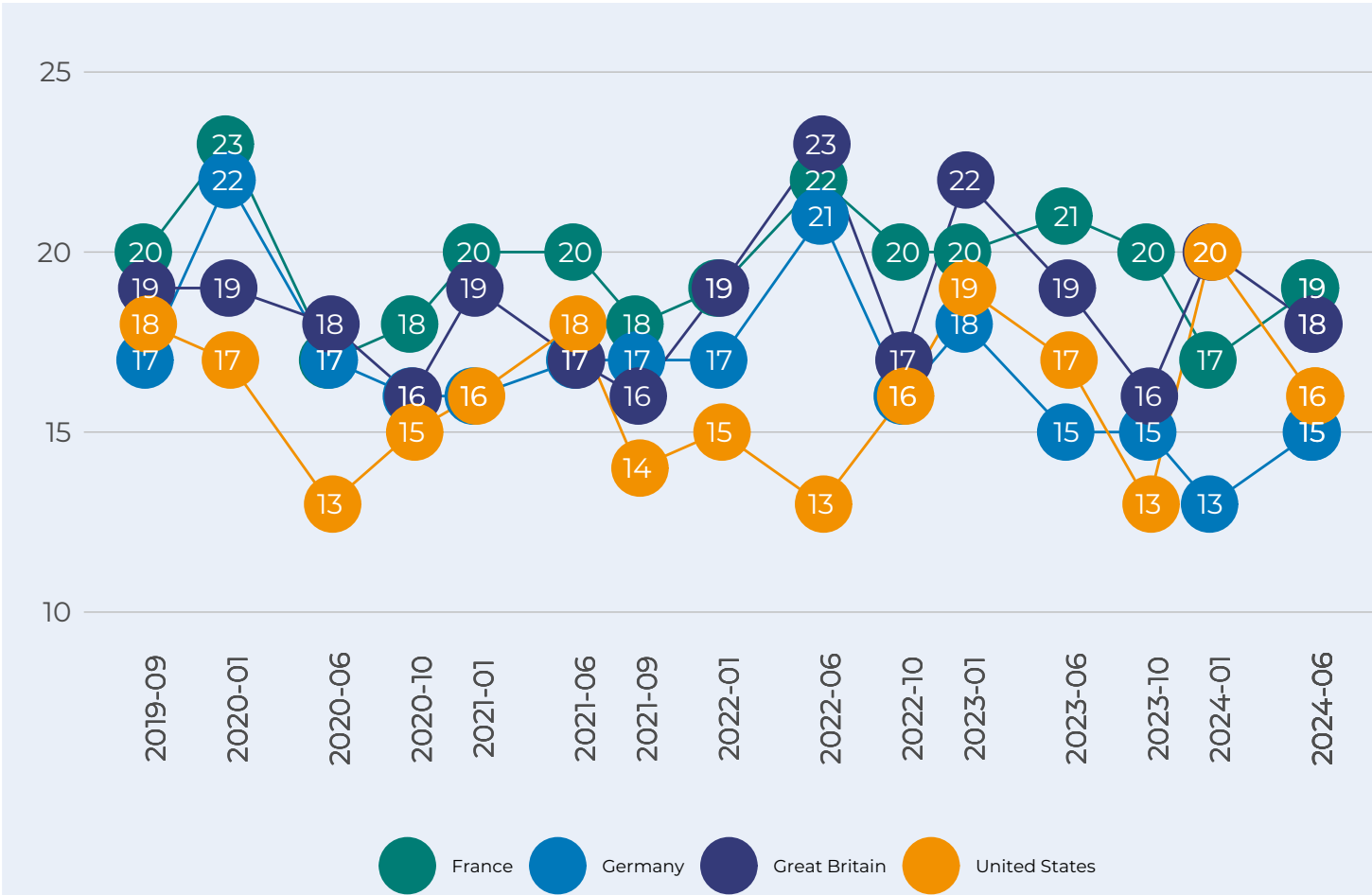
# DEL SEGMENTATION – JUNE 2024

Segment	Change since June 2023	
Negatively engaged	↓	-1%
Totally disengaged	↑	+2%
Marginally engaged	↓	-6%*
Transactionally engaged	↑	+1%
Purposively engaged	↑	+4%
Fully engaged	↑	+2%

There has been one significant change since January 2024 – a 6pp decline in the marginally engaged audience. On the contrary, we have seen an increase in fully engaged (2pp), purposively engaged (4pp), and transactionally engaged (1pp) audiences, albeit the changes not be statistically significant. There has also been a 2pp increase in totally disengaged audience.



# TRENDS IN DONATIONS – 2019/2024



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



# 15%

↑ +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 increased for France and Germany. **In Germany, donations have increased by 2pp, back to 15%**, and in France, by 2pp to 19%.

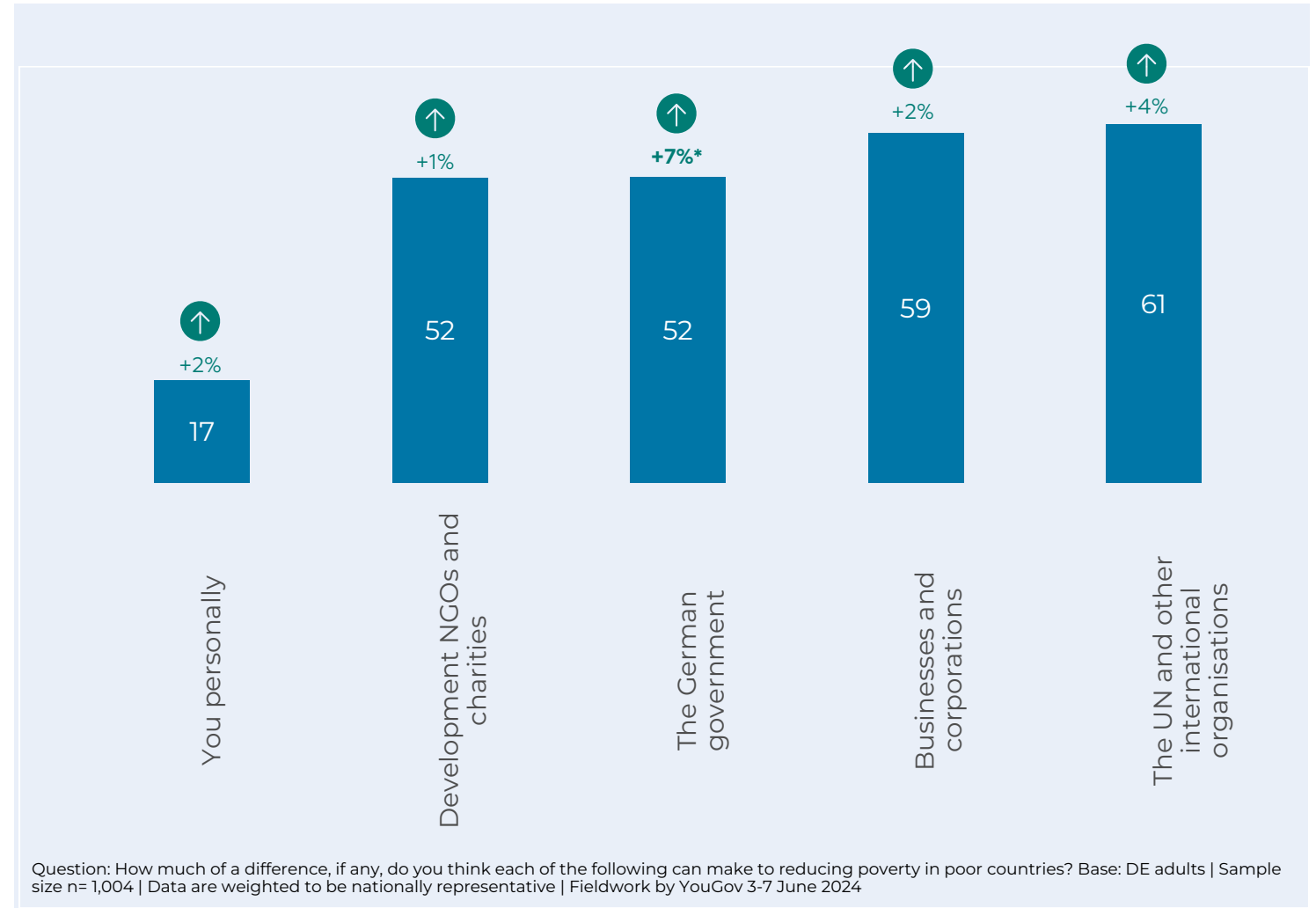
In the UK and the US, they have seen a fall of 2pp and 4pp in donors, respectively, to 18% in the UK and 16% in the United States.



# EFFICACY BATTERY – JUNE 2024

Reversing the downward trend evidenced previously from October 2023 to January 2024, the changes observed by DEL efficacy battery show a positive increase in the sense of efficacy across all groups. Strikingly the perceived efficacy for the German government has increased 7pp to 52% - over half of the population thinking the government can make some or great deal of difference to reducing poverty in poor countries.

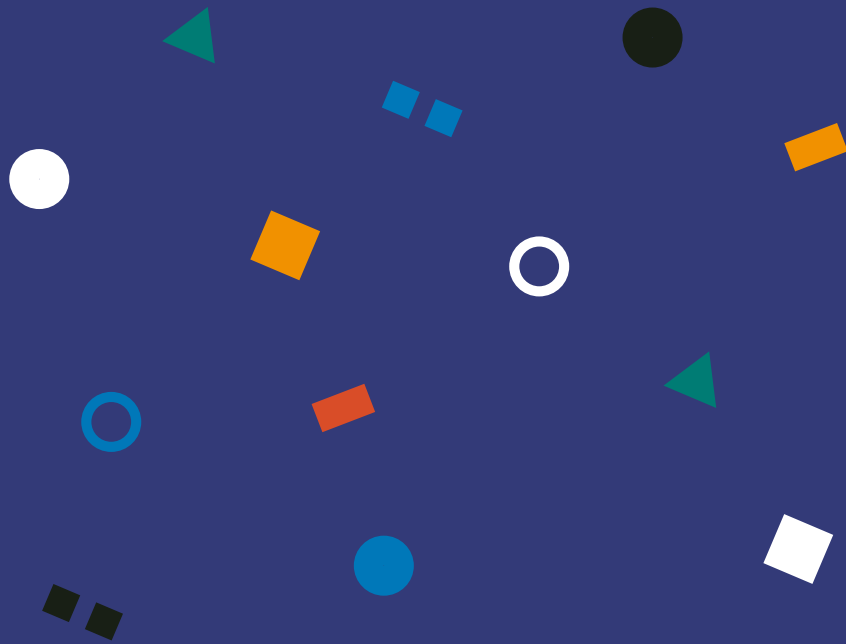
Broadly, we still see the majority of the German public think NGOs, IOs and businesses can make a difference to levels of poverty in poor countries, compared to less than 20% of the public who think they personally can make a difference.



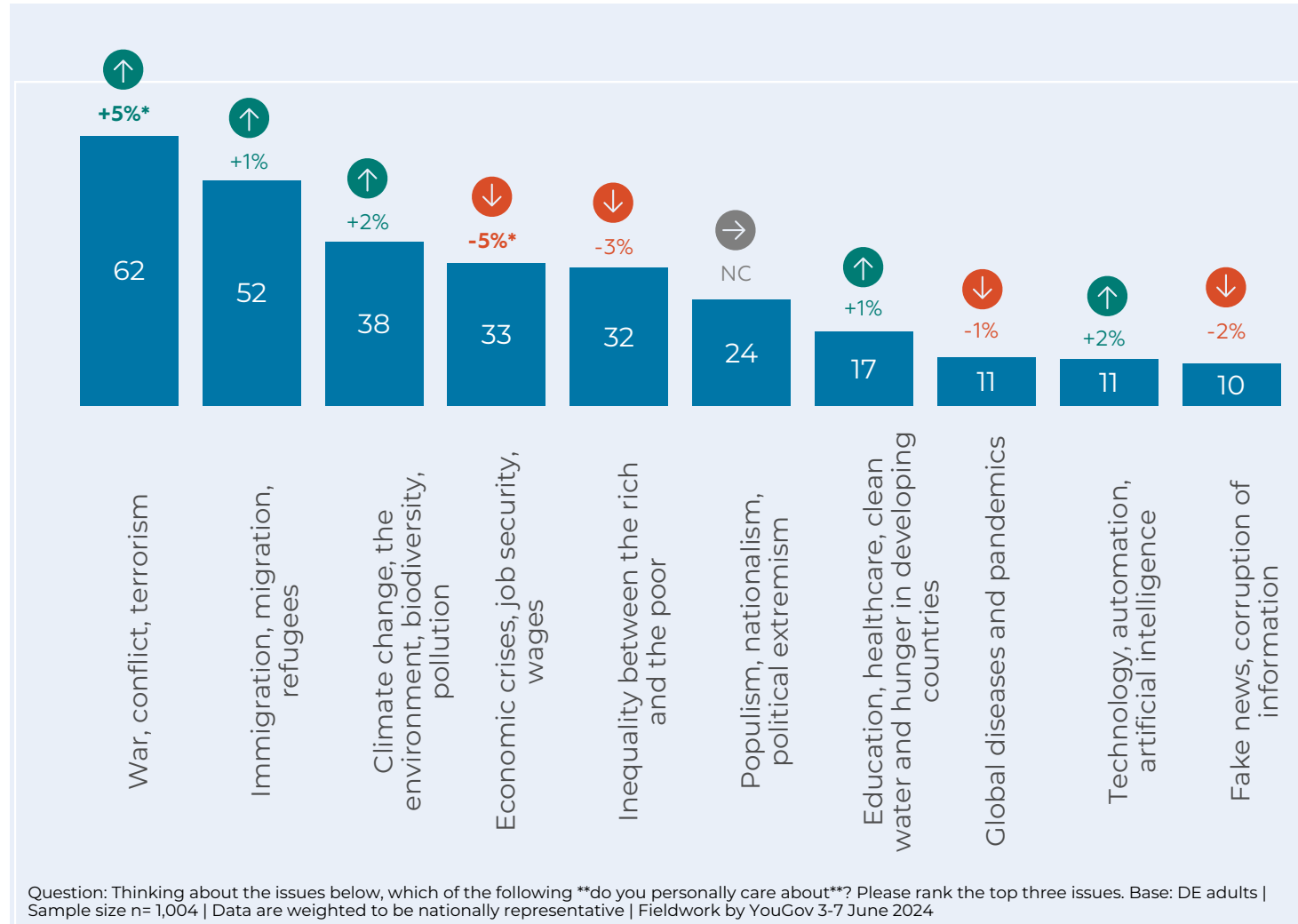
# ATTITUDINAL ENGAGEMENT



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



# MOST IMPORTANT ISSUES – JUNE 2024



**War, conflict, and terrorism** is still the top issue of concern for the German public, increasing yet again by 5pp since Jan 2024 to 62% - over 6 in 10 of the public.

The second significant change from Jan 2024 is the decreased concern for **economic crises, job security, and wages** by 5pp, moving it from the third to the fourth important issue for the German public.

Concern for **immigration, migration and refugees** is still the second top issue of concern for the German public – just over 1 in 2 personally care about it - and has increased 1pp since January 2024, although the change is not statistically significant.

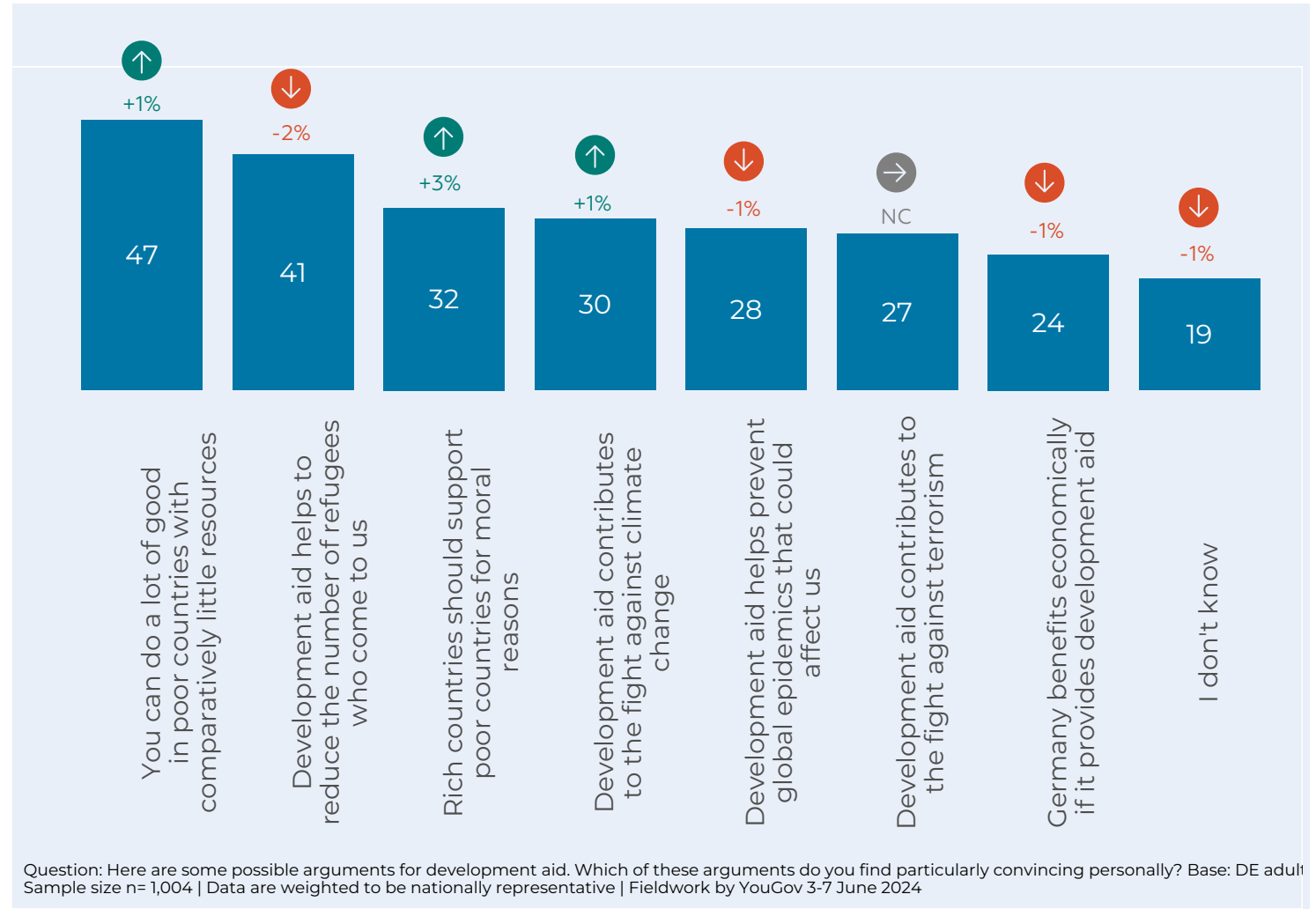
All other issues changed nominally.

# ARGUMENTS FOR AID – JUNE 2024

There has not been a meaningful change in the rankings of arguments for giving aid in Germany since January 2024.

The most convincing arguments overall is you can do a lot of good in poor countries with few resources (47%), and that aid helps reduce the number of refugees coming to Germany (41%), although the latter has lost 2pp since January 2024.

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



# ATTITUDES AND PUBLIC OPINION – JUNE 2024



15%

↑ +2%

think German aid gets where it is needed



45%

↑ +3%

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



42%

↑ +5%\*

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



32%

↑ +3%

think development aid is effective or very effective



36%

↑ +4%\*

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

We observe **positive changes in the landscape of attitudinal engagement.**

Two meaningful changes since January 2024 are observed: a 5pp increase to 42% in the German public thinking we should give some aid or give it generously, and a 5pp increase to 36% in public saying they have some or a great deal of trust in dev NGOs and charities – a jump back up from the previous dip seen from October 2023 to January 2024.

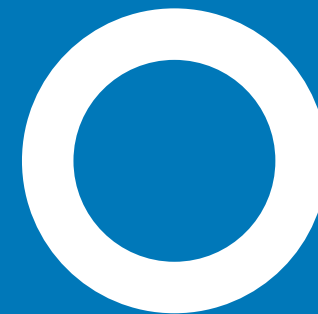
Question listed in each box

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Comparison to January 2024

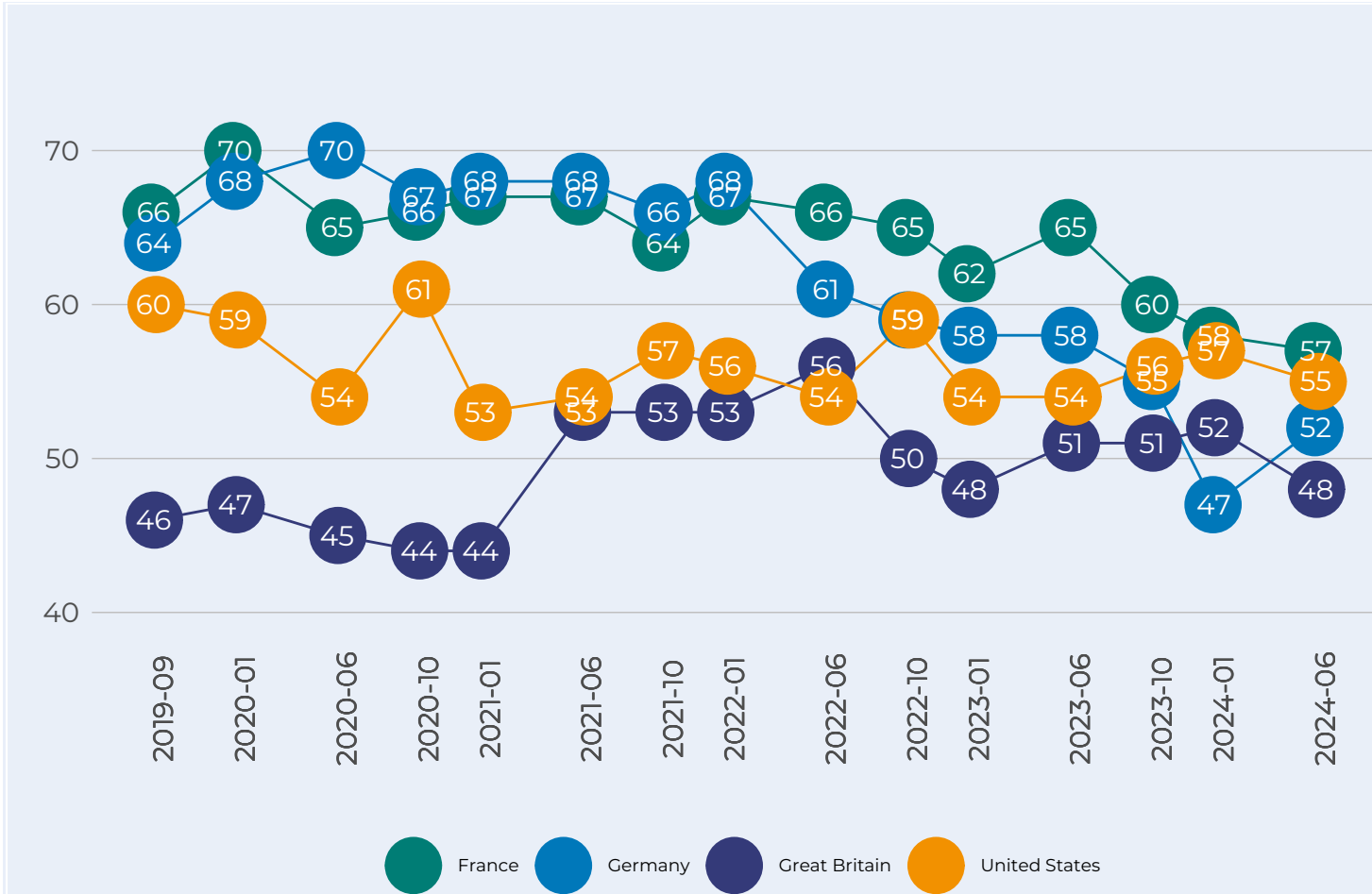
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# SUPPORT FOR DEVELOPMENT COOPERATION



# 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, June 2024 | Comparison to January 2024



# 52%

↑ 5%\*

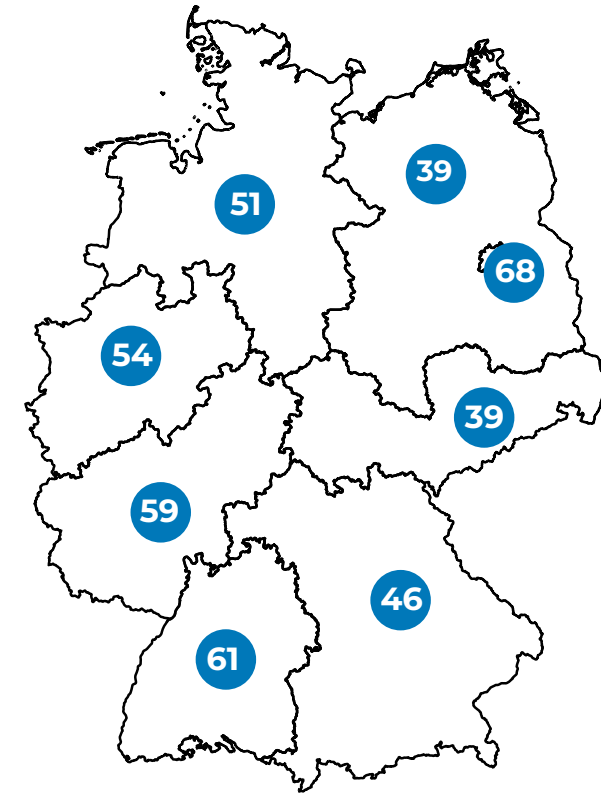
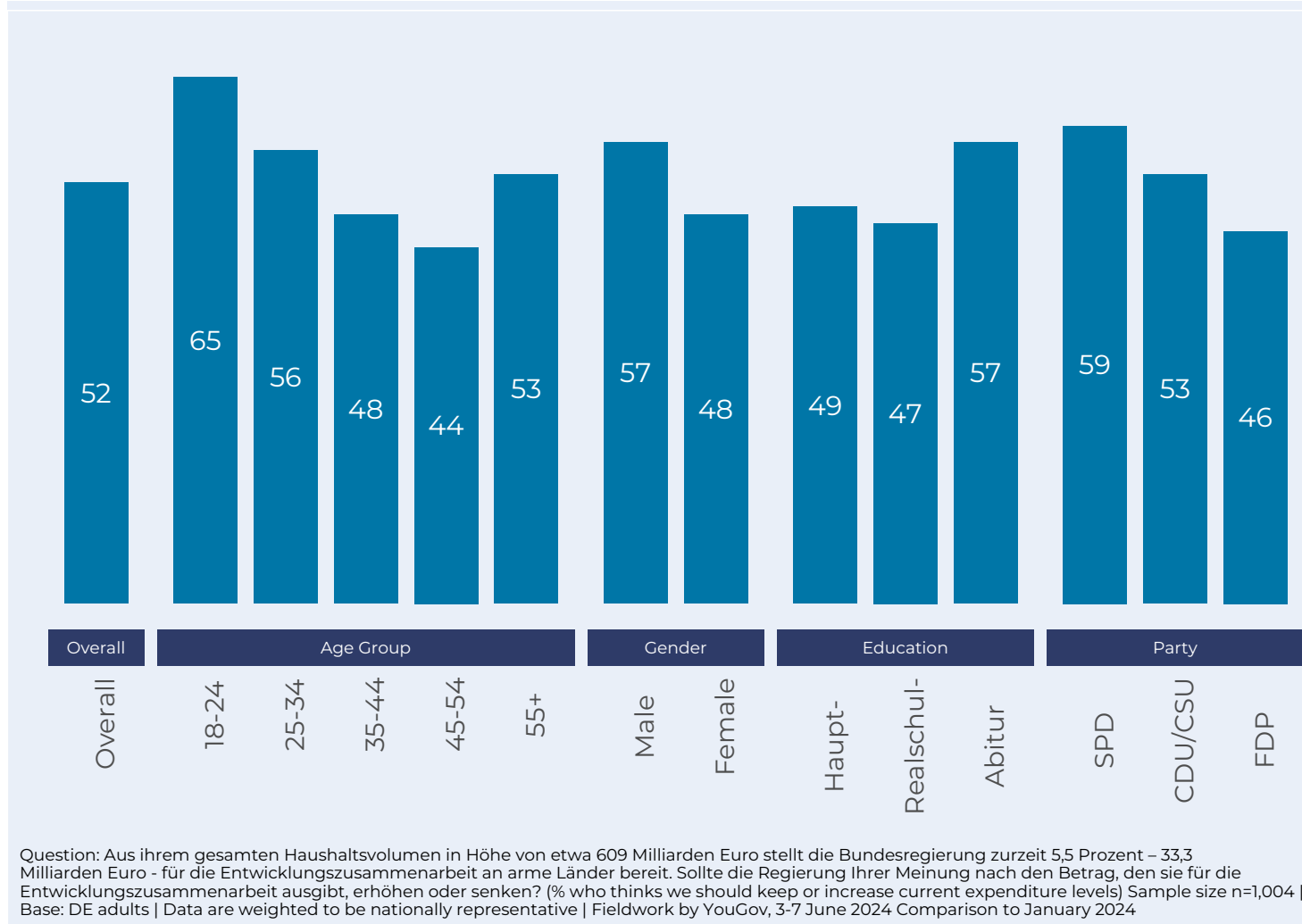
think we should keep or increase our current aid budget in Germany

Support for aid in Germany has increased 5pp since January 2024 to 52%, although support for aid is still on a general downward trend.

The uptick seen in Germany is in fact unique to the four DEL countries: France, Great Britain, and the United States have seen a drop in aid support by 1pp, 2pp, and 5pp, respectively.



# 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](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: [manzur alam](#) on [Unsplash](#)