



DEL DASHBOARD GERMANY JANUARY 2025

/ Dashboard #15

// January 2025

/// www.developmentengagementlab.org

Soomin Oh

DATA

The data for this deck come from the DEL Tracker Wave 11(n=1,011). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 17-23 January 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 January 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 OCTOBER 2024



47%

↑ +11%*

say they are most concerned about issues related to economic crises, job security, and wages

Concern for economic crises, job security, and wages has increased significantly by 11pp to 47% - almost half of the German public. In contrast, climate change continues to decline as a public priority (-4pp to 31%).



33%

↓ -3%*

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

Trust in NGOs has declined by 3pp to 33%; now constituting a third of the German public.



54%

↑ 1%

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

While not statistically significant, aid for the aid budget in Germany is on a continued recovery since January 2024, where it hit a low of 47%.

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.

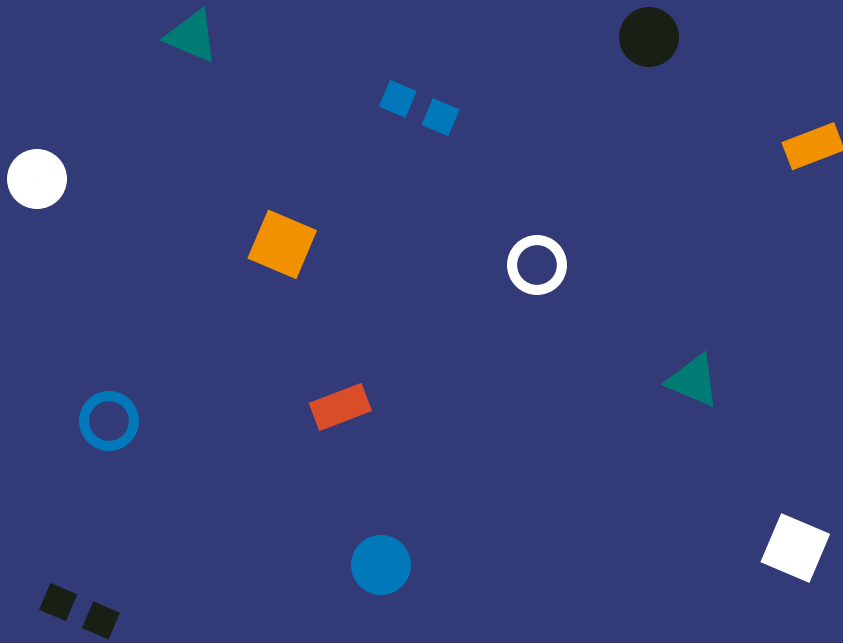


This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.

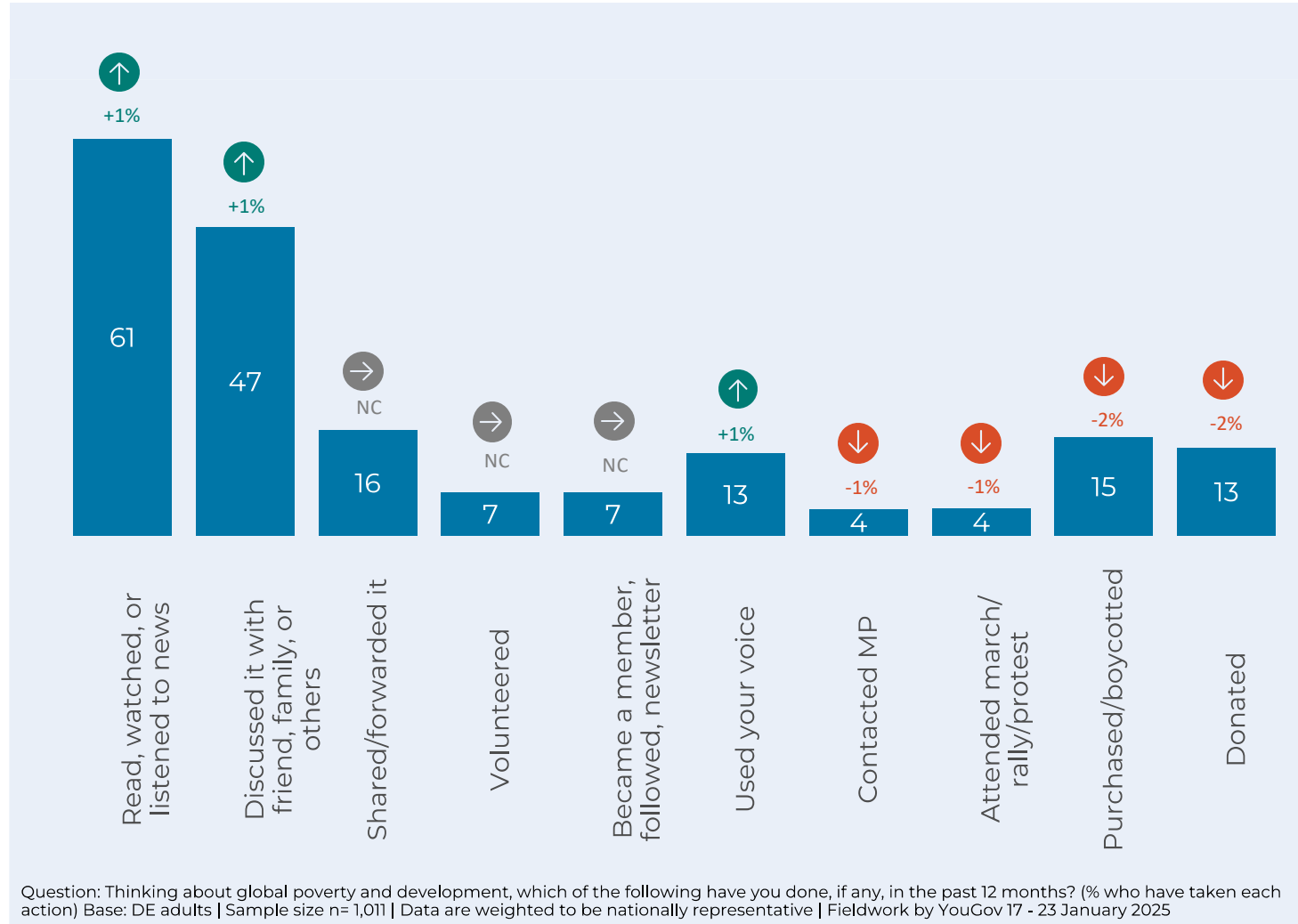
BEHAVIOURAL ENGAGEMENT



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



ENGAGEMENT BATTERY – JANUARY 2025



DEL's audience segmentation shows little change since October 2024.

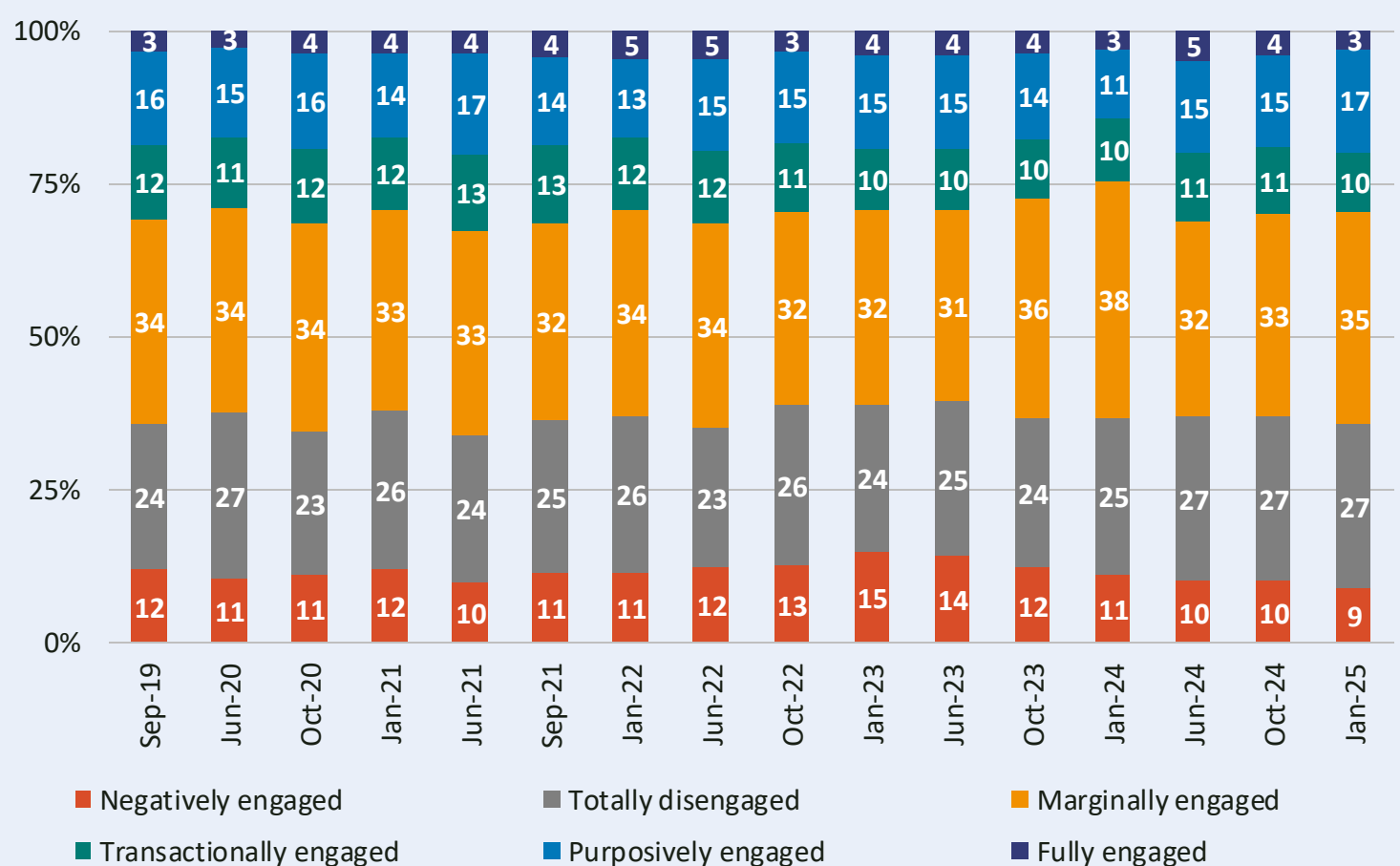
There has been a nominal uptick of 1pp for informational engagement and using one's voice, and nominal decline of 1pp in contacting an MP, attending a march, and a 2pp decline in purchasing/boycotting and donating.



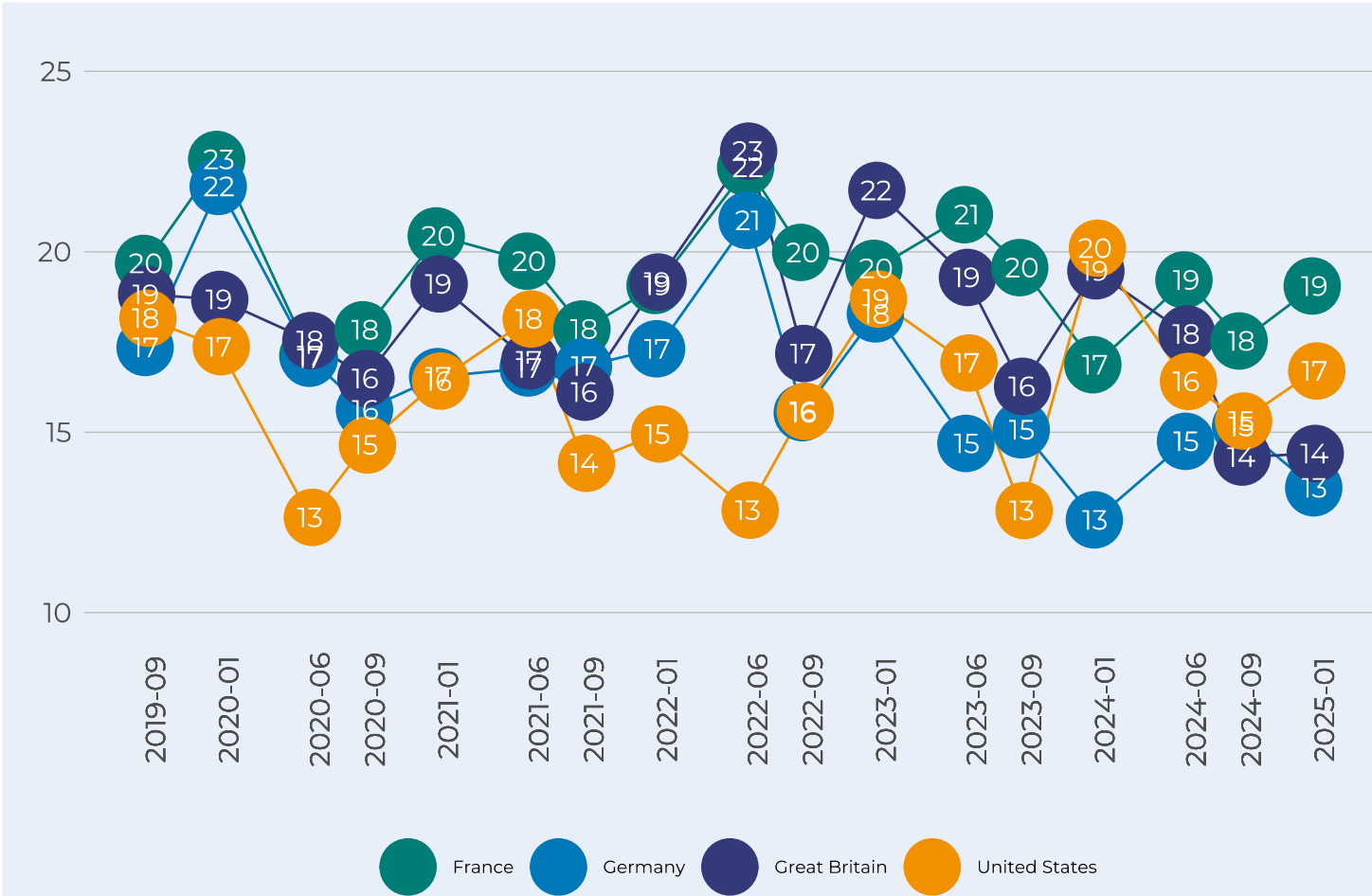
DEL SEGMENTATION – JANUARY 2025

Segment	Change since October 2024
Negatively Engaged	→ -1%
Totally Disengaged	→ NC
Marginally Engaged	↑ +2%
Transactionally Engaged	→ -1%
Purposively Engaged	→ +2%
Fully Engaged	↓ -1%

Since October 2024, there has not been any significant change in engagement across the German public: 1/3 of the public are Marginally Engaged (37%, a 2pp increase from October 2024), followed by 27% who are Totally Disengaged, and 17% who are Purposively Engaged (+2pp since October 2024).



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%

↓ -2%

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

The percentage of respondents who donated to a NGO/charity in the past 12 months has declined by 2pp since October 2024, but the change is nominal. This is part of a broader stagnation in donations in Germany, since June 2023.

Donations have increased in France and the United States (1pp and 2pp, respectively), but the changes are nominal.

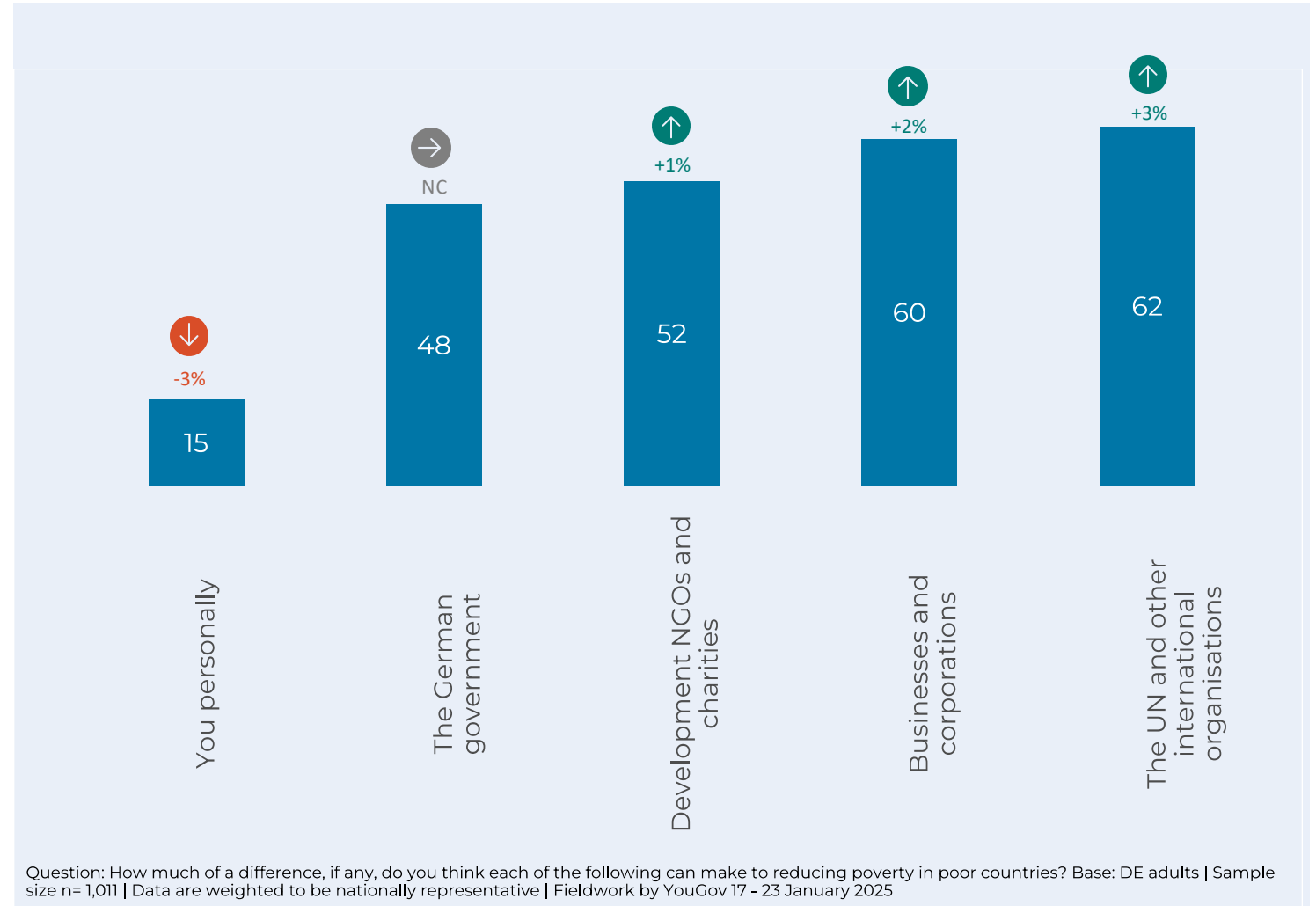


EFFICACY BATTERY – JANUARY 2025

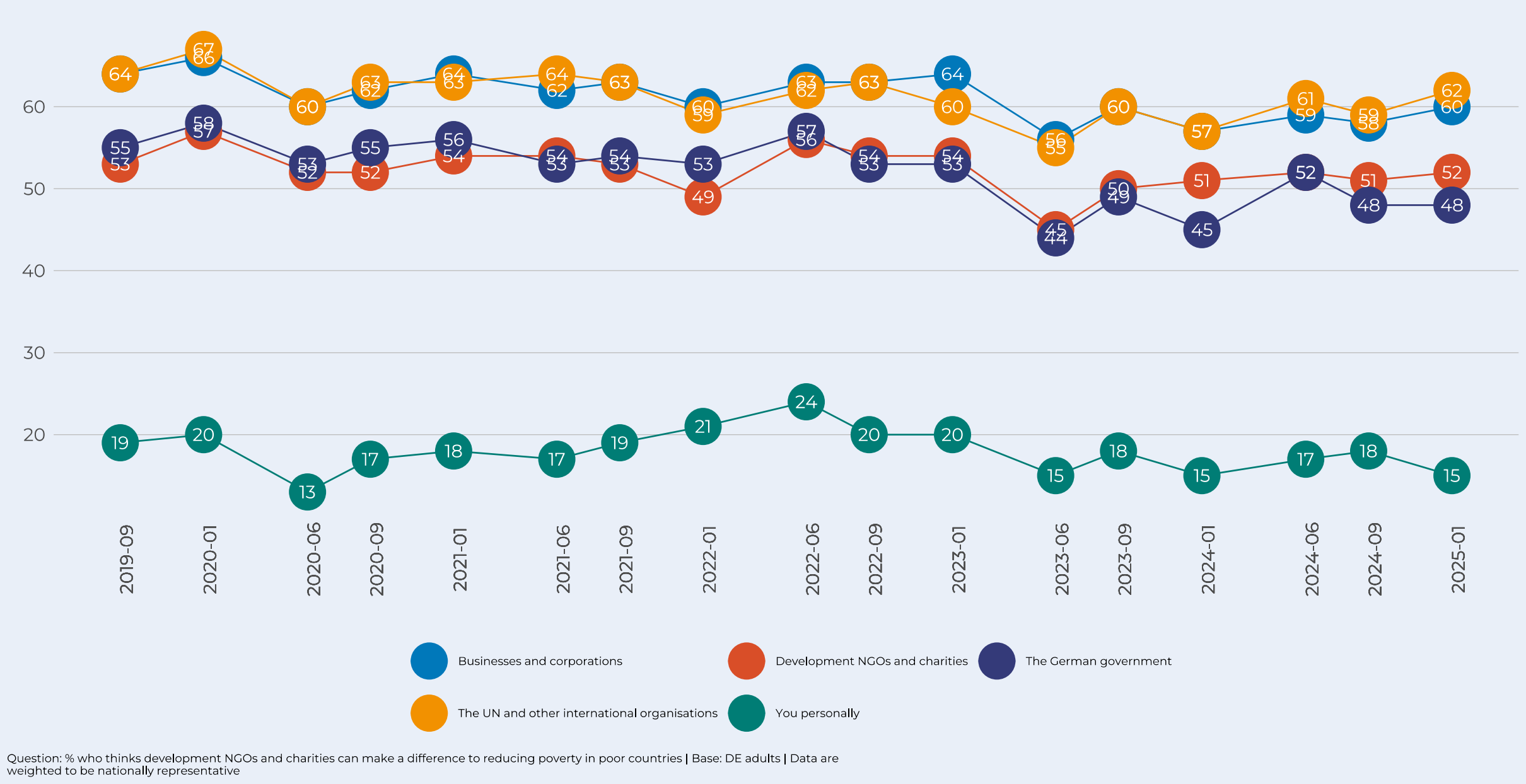
Perceived institutional efficacy has increased (albeit nominally) since October 2024. International organisations (+3pp to 62%), private sector (+2pp to 60%), and NGOs (+1pp to 52%) have seen an increase in perceived efficacy.

Less than half of German respondents think the German government is effective in reducing poverty in poor countries (48%), ranking just below development NGOs and charities.

A decline is seen for personal efficacy - 3pp to 15% - and the decline is part of a broader downward trend since June 2022 (where perceived self-efficacy was at 24%).



TRENDS IN PERCEIVED EFFICACY (2019-2025)

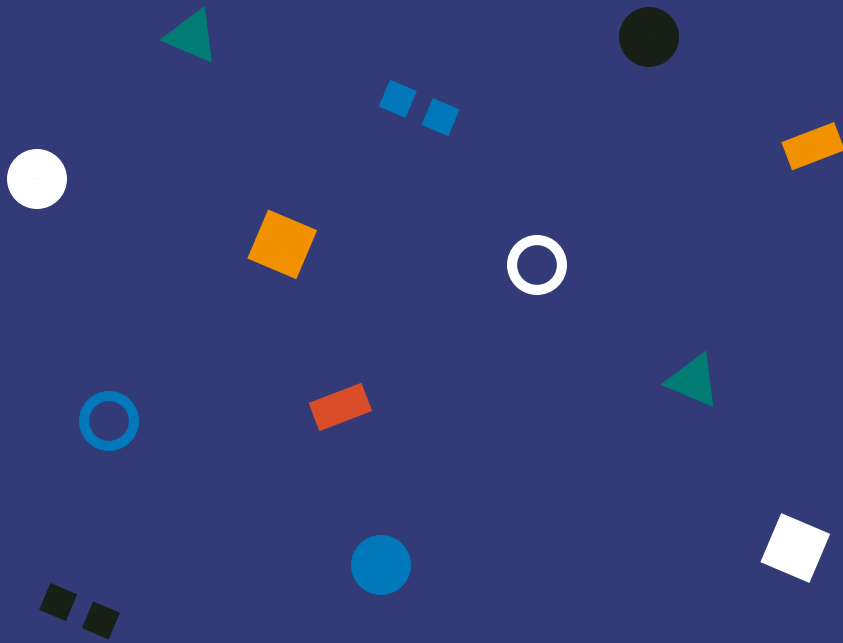


Question: % who thinks development NGOs and charities can make a difference to reducing poverty in poor countries | Base: DE adults | Data are weighted to be nationally representative

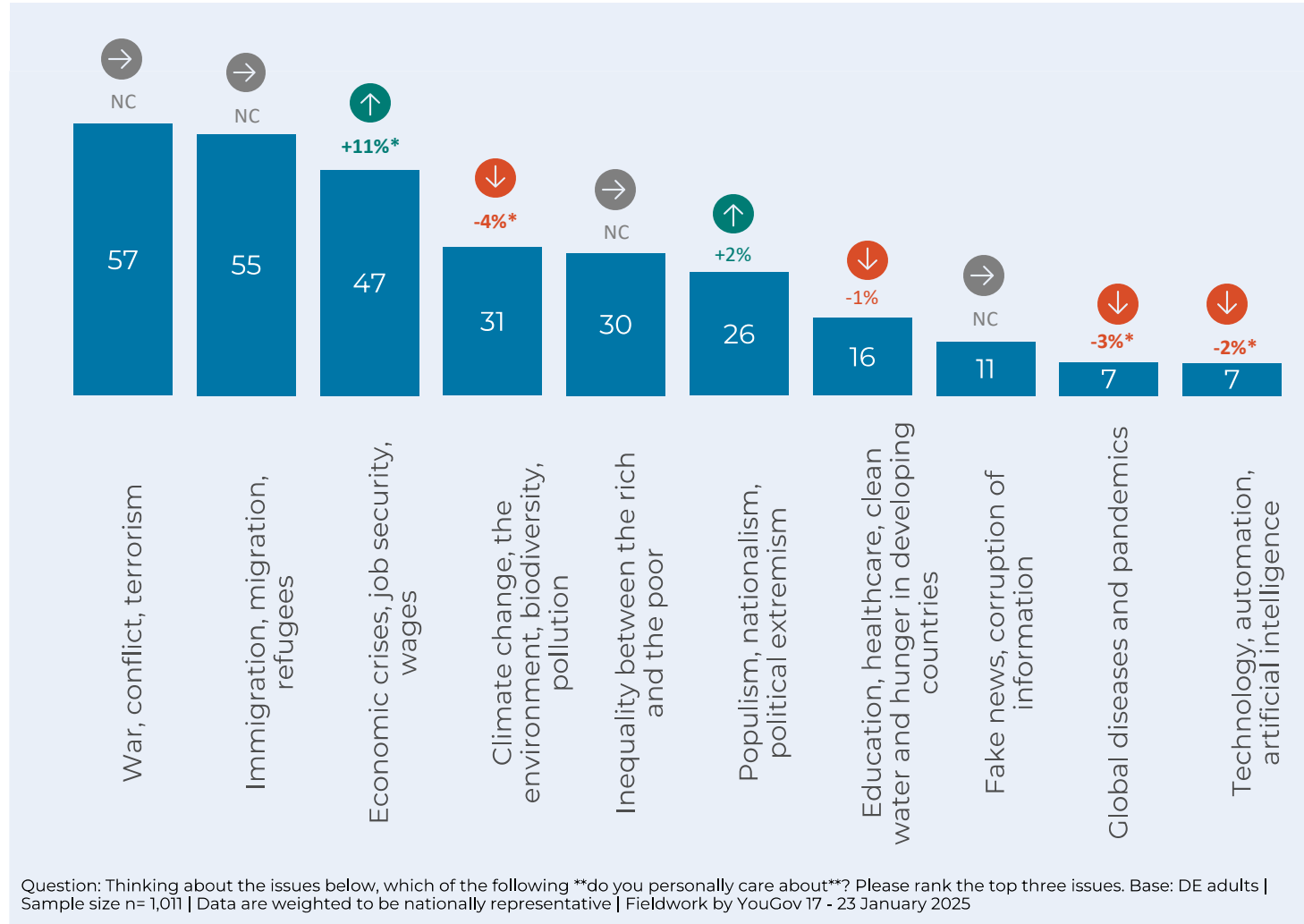
ATTITUDINAL ENGAGEMENT



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



MOST IMPORTANT ISSUES – JANUARY 2025

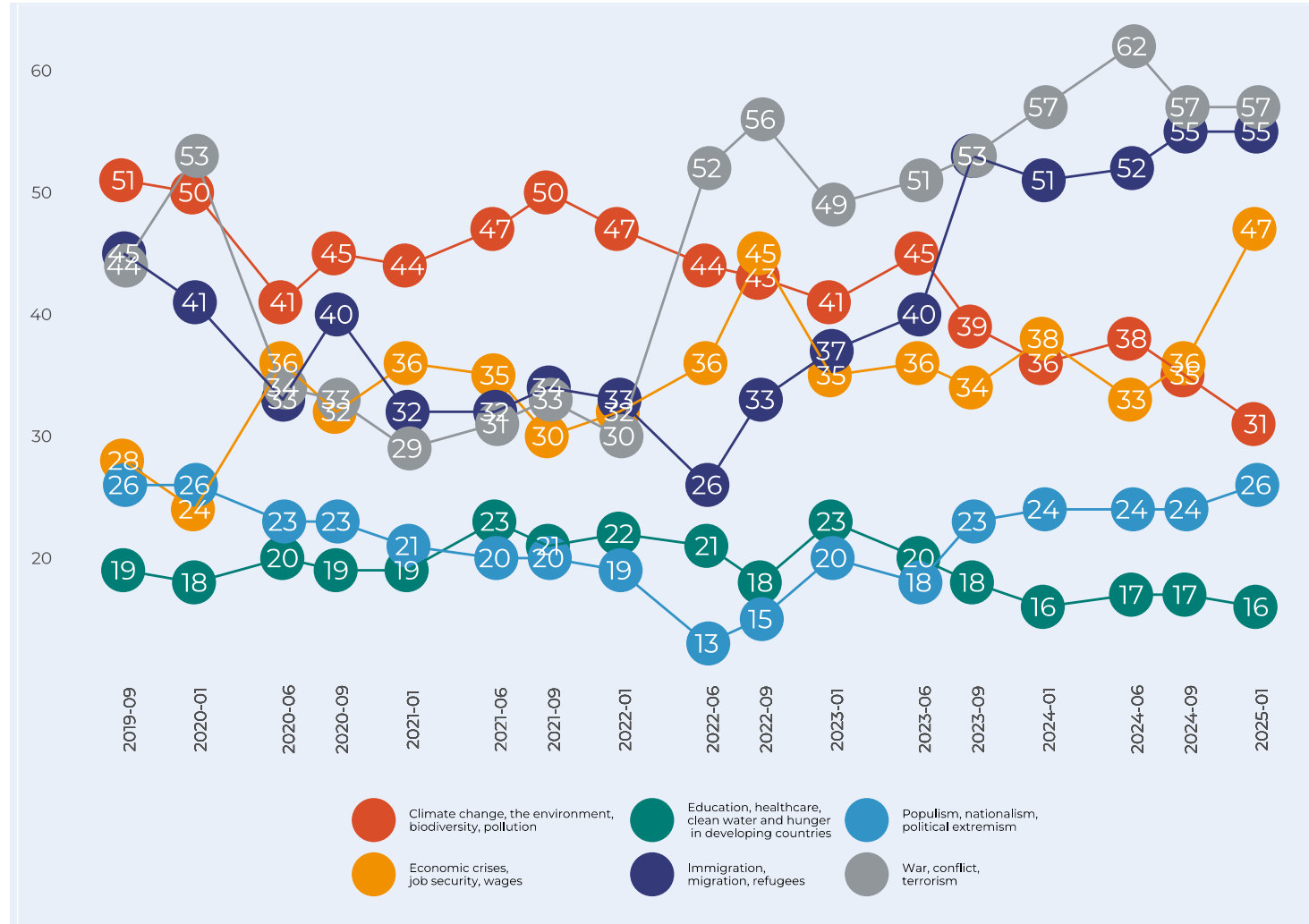


The top three issues have remained the same since October 2024 despite the recent lack of change in concern for war/conflict/terrorism and immigration/migration/refugees. However, economic crises has seen a significant increase of 11pp, reflecting the economic malaise of the country (e.g., cost of living crisis, pressures on the real estate market).

Climate change continues to see a decline in priority – part of a longer trend since September 2021 when concern for climate change was at 50%.

Basic needs of developing countries remains on the bottom half of the list – 16% – and remains on the downward trend.

MOST IMPORTANT ISSUES – JANUARY 2025



The top three issues have remained the same since October 2024 despite the lack of change in concern for war/conflict/terrorism and immigration/migration/refugees. Concern for economic crises has seen a significant increase of 11pp, reflecting the economic malaise in the country.

Climate change continues to see a decline as a public priority – part of a broader trend since September 2021, when German concern for climate change was at 50%.

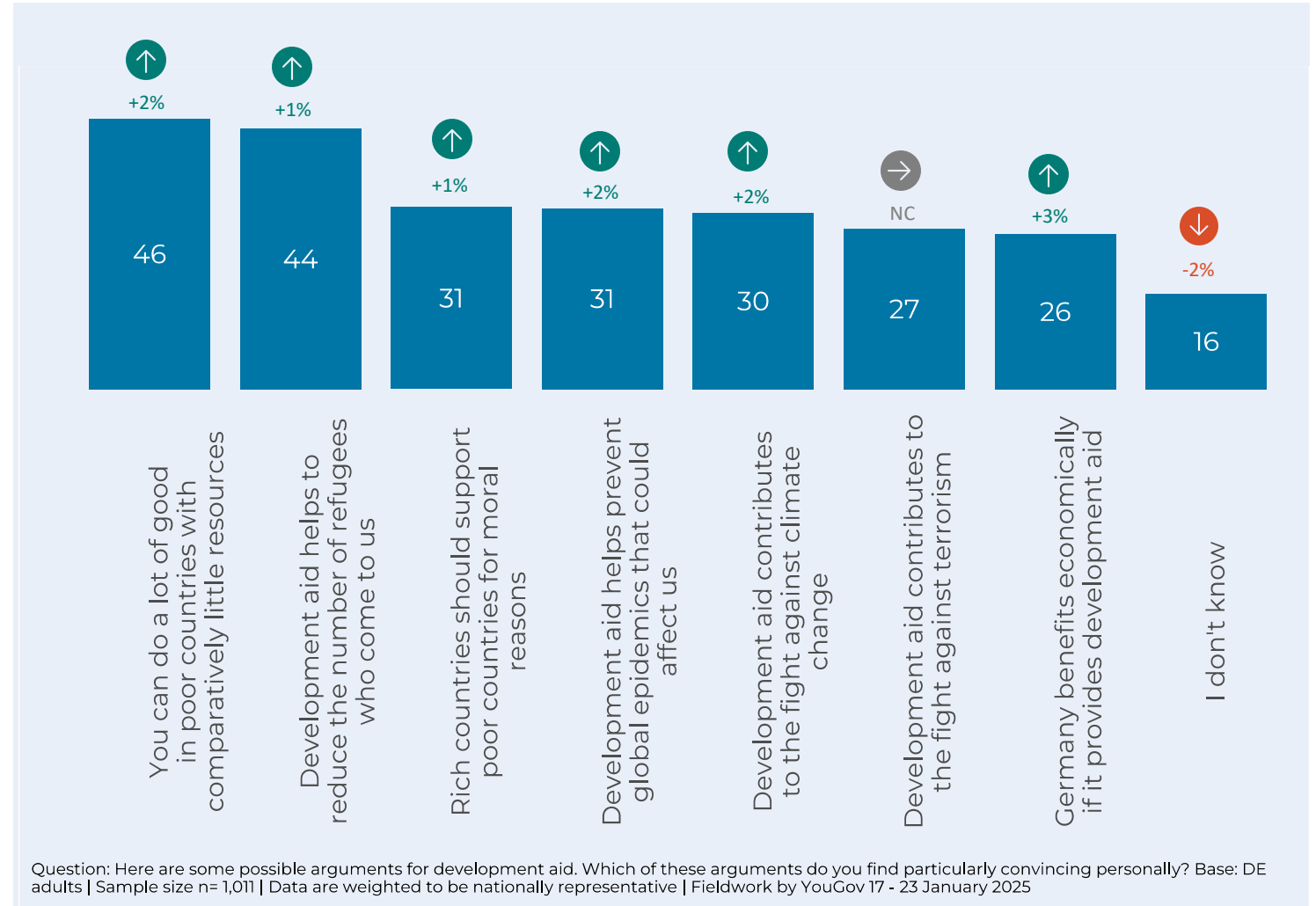
Basic needs in developing countries remains on the bottom half of the list - at 16% - and remains on a downward trend.

ARGUMENTS FOR AID – JANUARY 2025

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

The most convincing argument overall is ‘you can do a lot of good in poor countries with few resources’ (44%), and that ‘aid helps reduce the number of refugees coming to Germany’ (43%), although the former has lost 3pp since June 2024.

The least convincing argument is that Germany benefits economically if it provides development aid; notably, this argument has gained support by 3pp since October 2024, but the change is not significant.



ATTITUDES AND PUBLIC OPINION – JANUARY 2025



15%



think German aid gets where it is needed



43%



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



41%



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



33%



think development aid is effective or very effective



33%



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

We observe **little change in the landscape of attitudinal engagement.**

A decline is seen in concern and perceived effectiveness of development cooperation. Just a third of the German public have trust in development NGOs and charities.

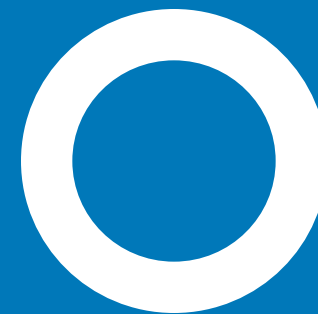
Question listed in each box

Sample size n=1,011 | Base: DE adults | Data are weighted to be nationally representative | Fieldwork by YouGov 17-23 January 2025 | Comparison to October 2024

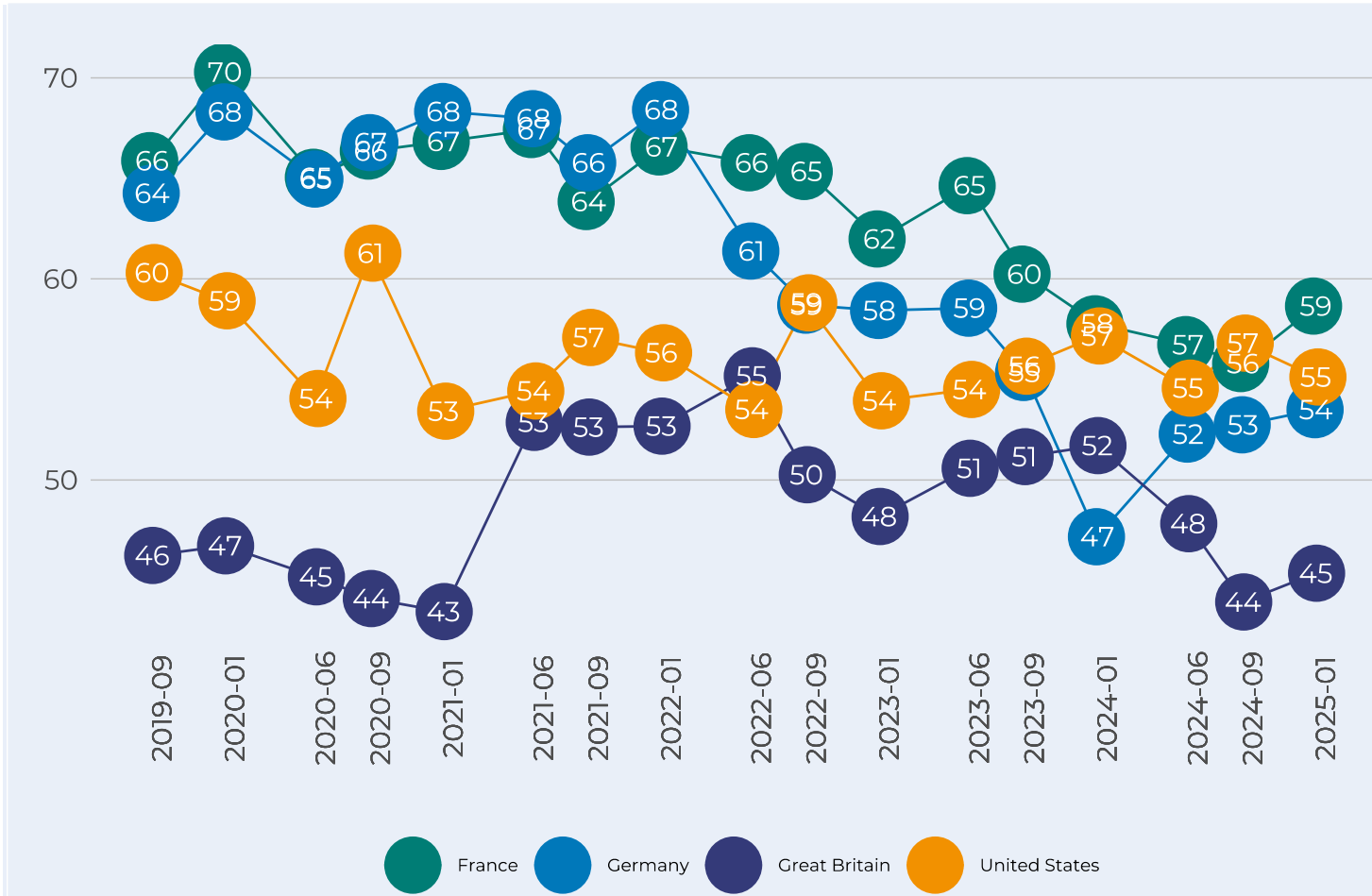
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SUPPORT FOR DEVELOPMENT COOPERATION



TRENDS IN AID SUPPORT – 2019/2025



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



54%

↑ 1%

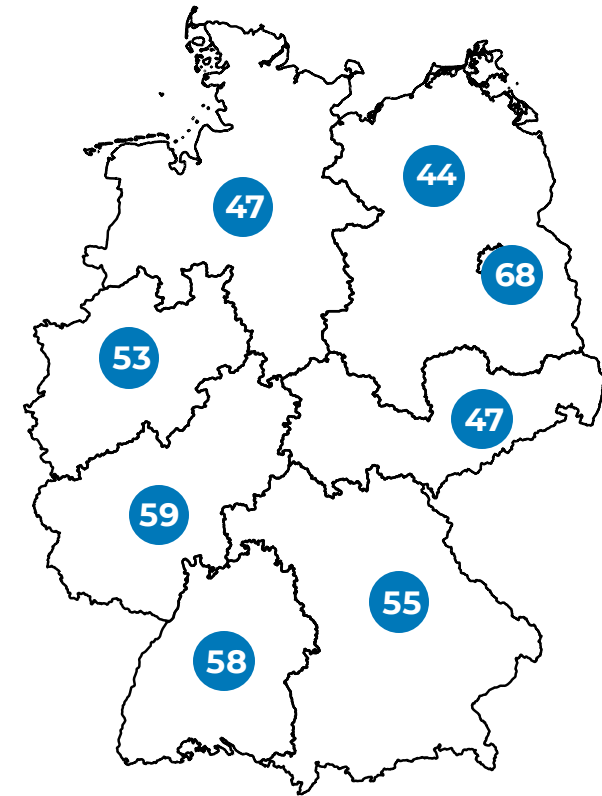
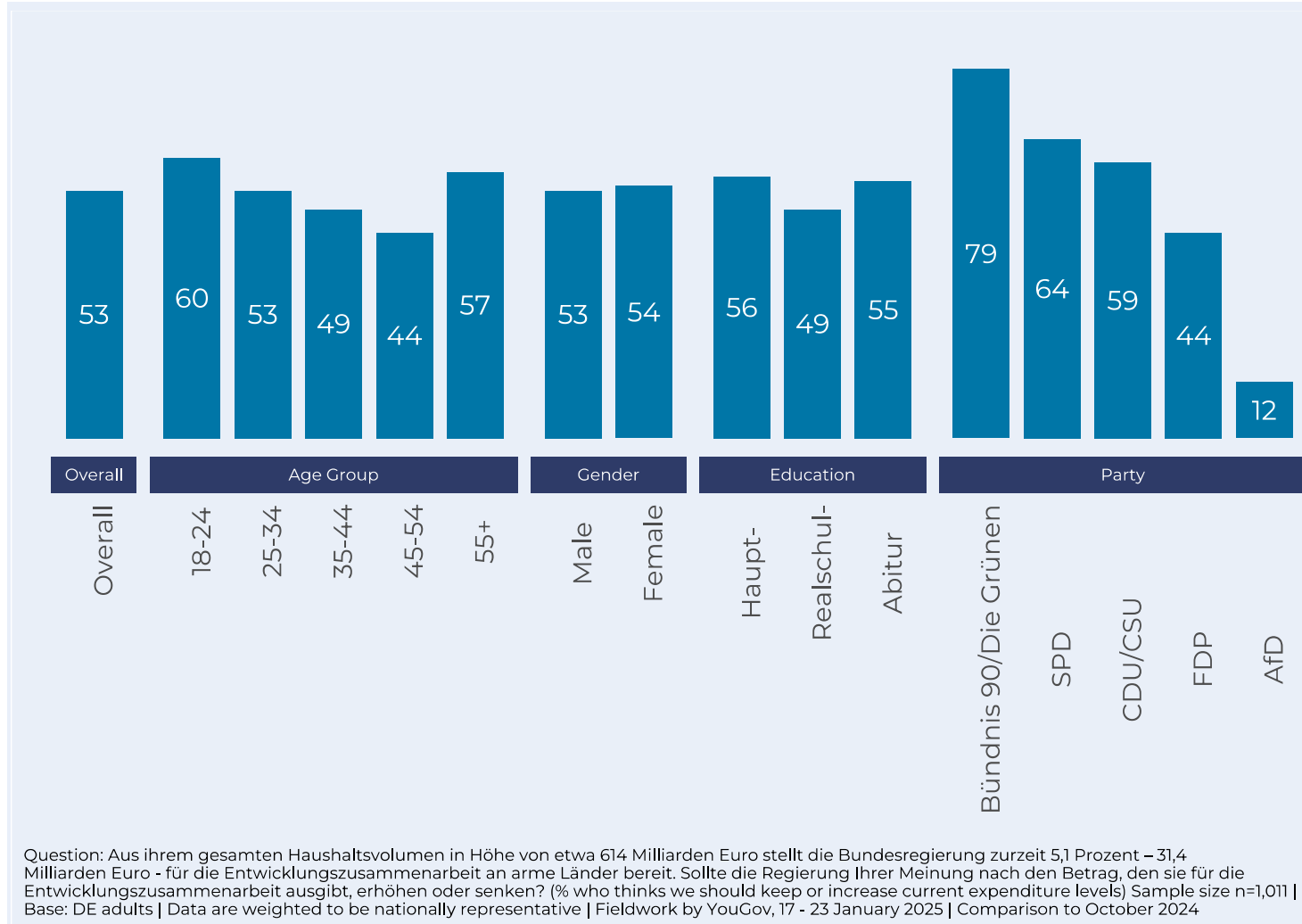
think we should keep or increase our current aid budget in Germany

Support for aid in Germany is at 54%, a small increase from 53% in October 2024, but the change is not significant.

France and Great Britain have also seen a small increase in aid support – 3pp and 1pp, respectively, but the changes are again nominal. The United States has seen a 2pp decline in aid support but again, the changes are nominal.



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](#)