



DEL FRENCH DASHBOARD OCTOBER 2020

/ Dashboard #2
// 19 November 2020
/// www.developmentcompass.org
[@DevEngageLab](https://twitter.com/DevEngageLab)

Paolo Morini
Jennifer Hudson
David Hudson

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 significant.



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

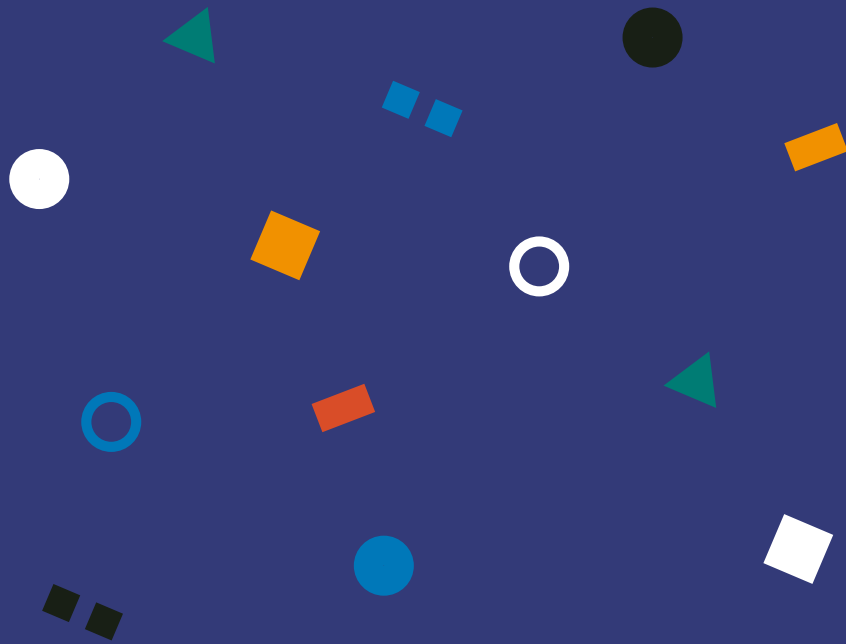


This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.




This icon highlights a tracking or engagement insight that applies to multiple countries at the same time.

KEY INSIGHTS - OCTOBER 2020



1

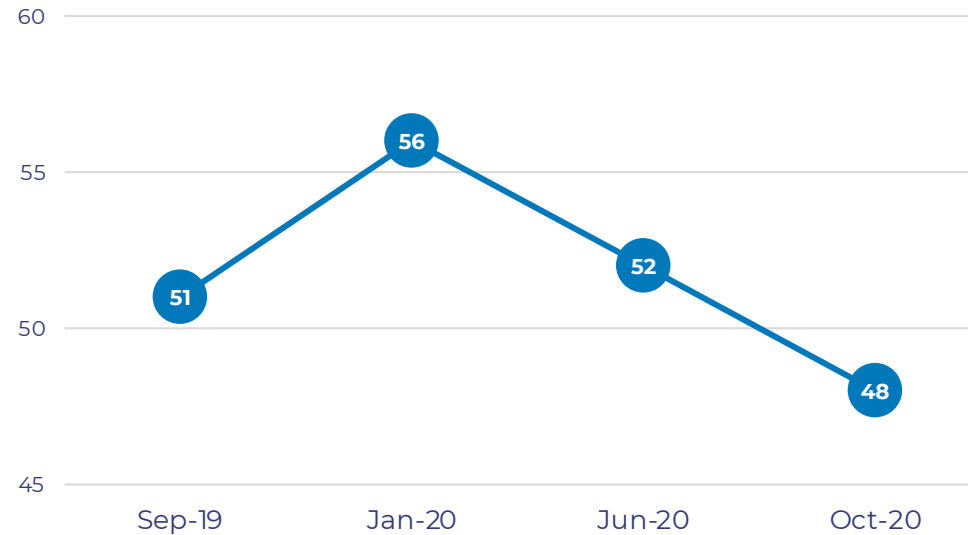
LEVELS OF PUBLIC CONCERN FOR POVERTY IN POOR COUNTRIES DOWN 4 PERCENTAGE POINTS SINCE JUNE 2020



48%

↓ -4%*

are concerned or very concerned about levels poverty in poor countries



Question: Which best describe how you feel about levels of poverty in poor countries?

Sample size n=6,001 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 21 September – 10 October 2020
Comparison with data from June 2020 (DEL tracker wave 2)



2

BEHAVIOURAL ENGAGEMENT IS DECREASING ACROSS A NUMBER OF INDICATORS SINCE JUNE 2020



26%

↓ -4%*

Shared or forwarded news about poverty in poor countries



22%

↓ -3%*

Used their voice to have an impact on poverty in poor countries



27%

↓ -3%*

Purchased or boycotted products related to poverty in poor countries

Question listed in each box

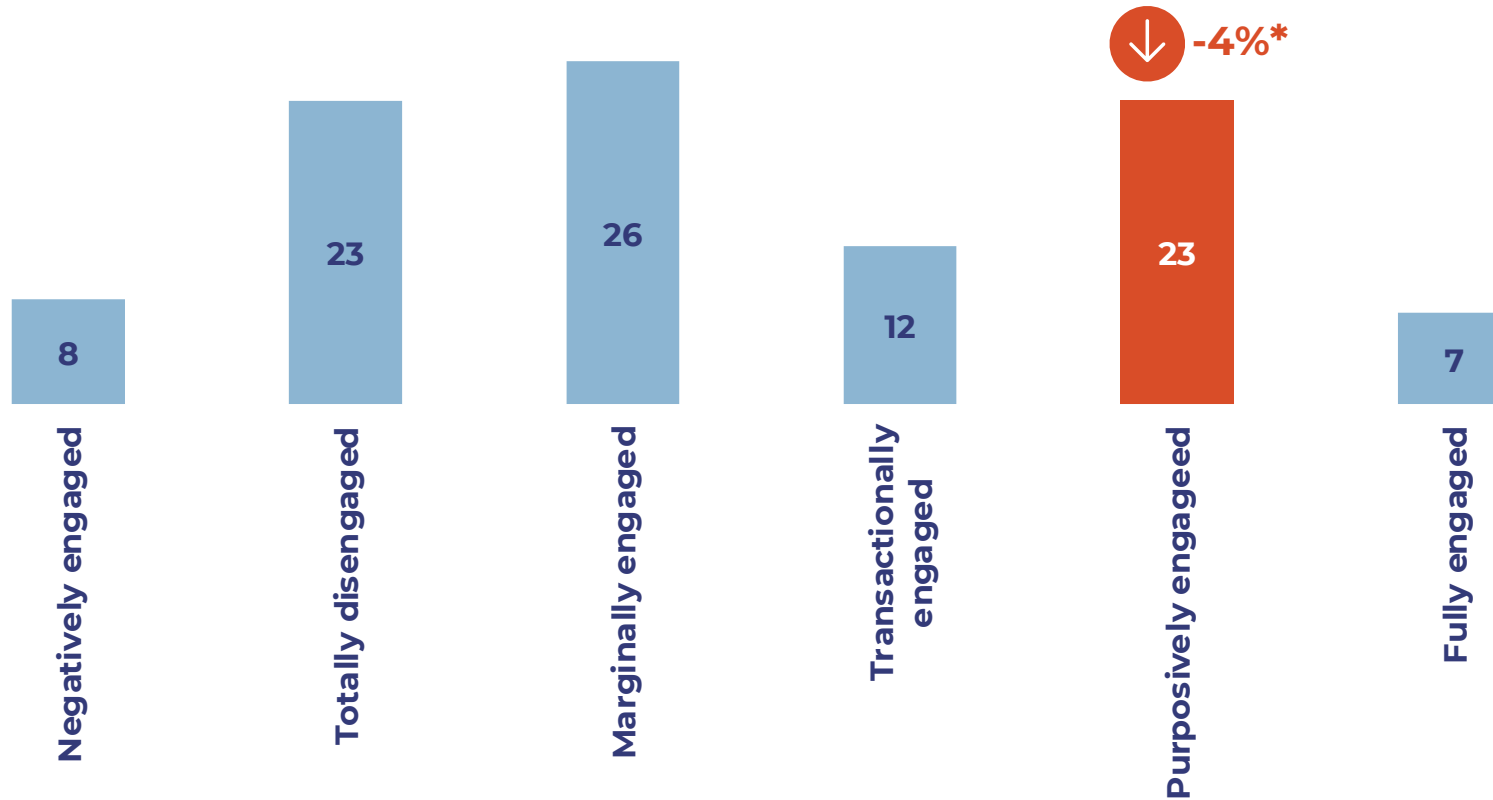
Sample size n=6,001 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 21 September – 10 October 2020
Comparison with data from June 2020 (DEL tracker wave 2)

DEVELOPMENT ENGAGEMENT LAB



3

THE PURPOSIVELY ENGAGED GROUP HAS DECREASED BY 4 PERCENTAGE POINTS SINCE JUNE 2020

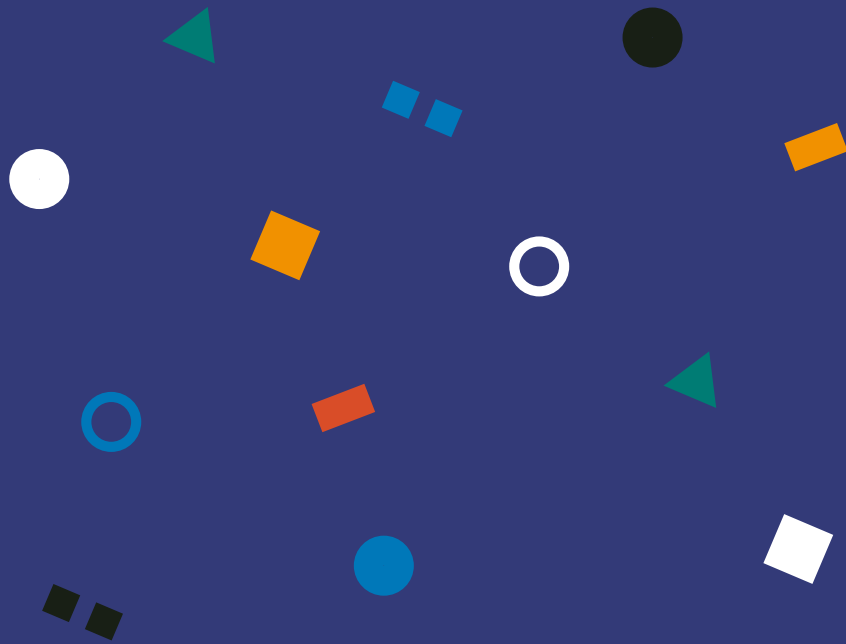


The Development Engagement Lab Engagement Segmentation

Sample size n=6,001 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 21 September – 10 October 2020
Comparison with data from June 2020 (DEL tracker wave 2)

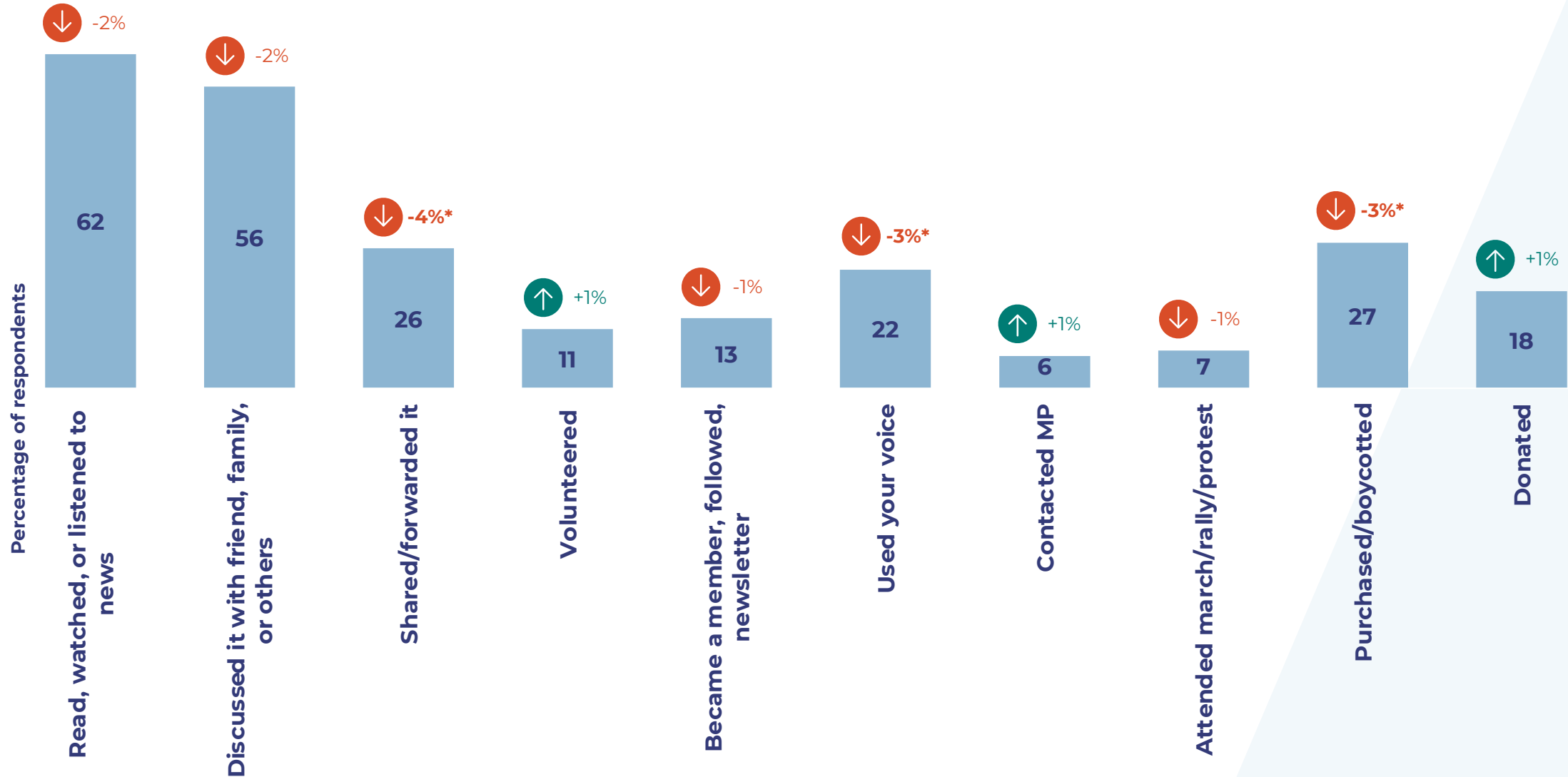


DEL ENGAGEMENT SEGMENTATION



Tracking the French
public's engagement with
global poverty and
sustainable development

DEL ACTIONS DASHBOARD – OCTOBER 2020

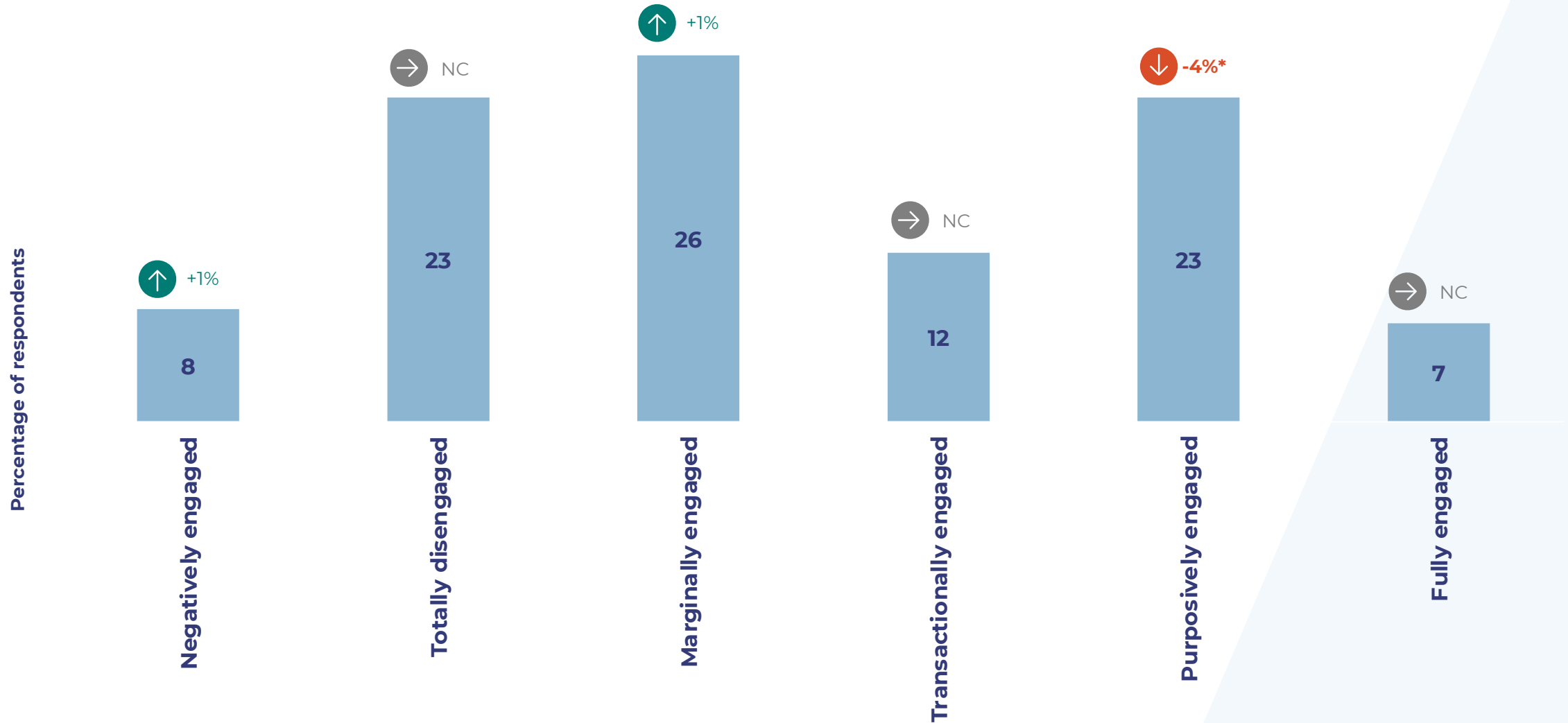


Question: Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?

Sample size n=6,001 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 21 September – 10 October 2020
Comparison with data from June 2020 (DEL tracker wave 2)



DEL SEGMENTATION DASHBOARD – OCTOBER 2020



The Development Engagement Lab Engagement Segmentation

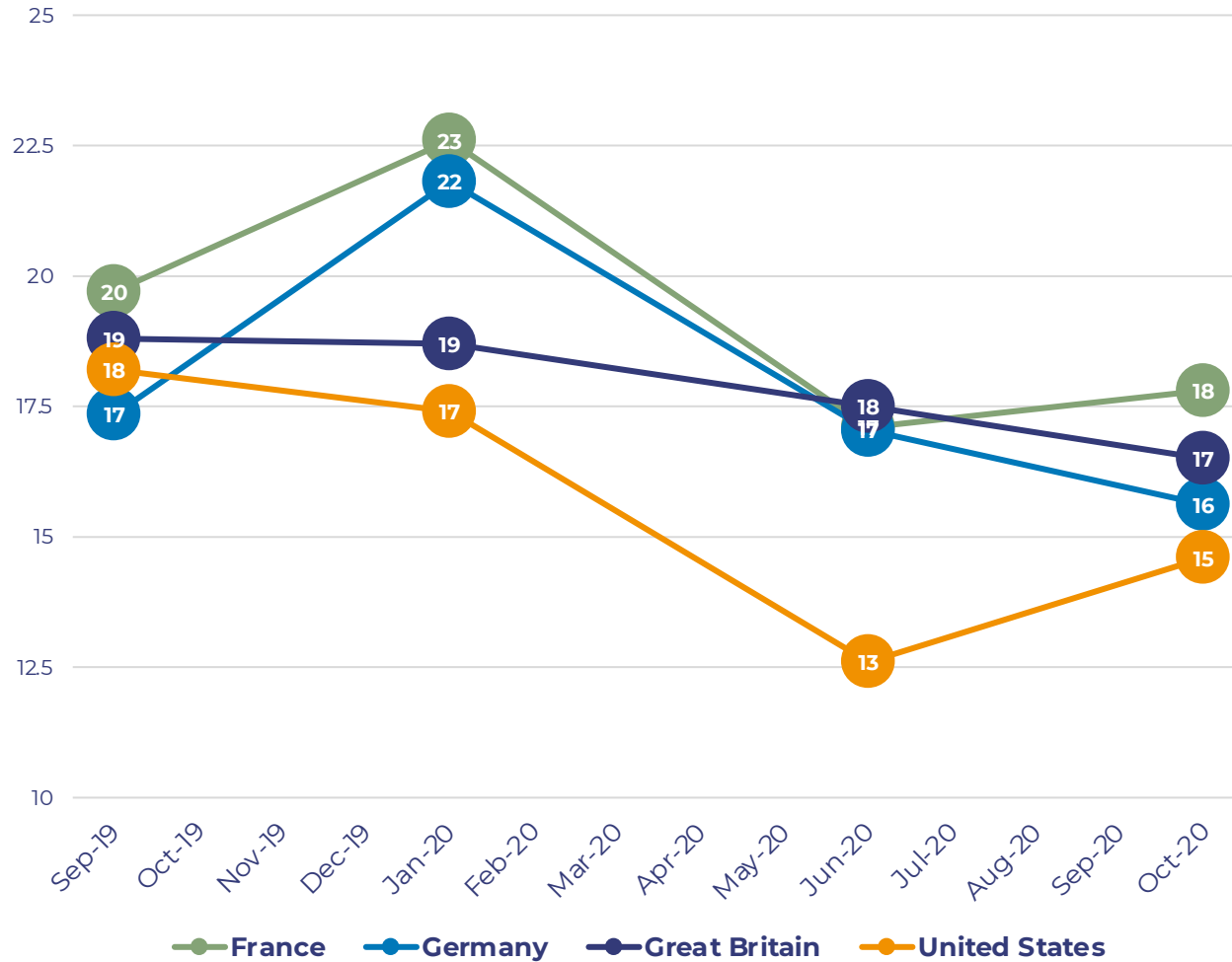
Sample size n=6,001 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 21 September – 10 October 2020
Comparison with data from June 2020 (DEL tracker wave 2)

DEVELOPMENT ENGAGEMENT LAB



TRENDS IN DONATIONS – 2019/2020

Percentage of respondents who donated to a global poverty charity in the past 12 months



There are no significant changes in amounts donated across all four countries since June



MORE ON DONATIONS ON DEVELOPMENTCOMPASS.ORG

GIVING TO GLOBAL POVERTY ORGANIZATIONS: INSIGHTS FOR ENGAGING PAST, PRESENT AND POTENTIAL DONORS

Dr. Stefan de Sambro
2 February 2020

In this DEL In Brief, we look at potential donors to global poverty causes in Germany. While the number of donors in Germany has been declining over the past six years, tapping into a large group of potential new supporters, recovering old donors, and incentivizing them to set up regular donations could invert the trend and stabilize organizations' revenue.

In Germany, the share of the population that has donated to an international development aid or charitable organization in the past 12 months has been in continuous decline for the past six years. Similar trends are observed in Great Britain and the United States. Currently, in Germany, 17 percent of the population has donated to global poverty causes in the past 12 months. Compared to donors, the group of potential donors is considerably larger: 31% of the population say they would donate to a project or organization involved in the area of development aid (see Figure 1), with above-average shares among people age 18 - 29 (37%), highly-educated people (43%), and people living in high-income households (39%). Women (35%) are more likely than men (29%) to say they would consider donating.

In general, the most important reason people give for having not donated in the past 12 months was a lack of money to do so (40%). The fear that the money won't actually help poor people due to corruption (28%), worries about administrative costs of charities being too high (19%), and a general lack of trust for international development organizations (18%), were also commonly chosen reasons among non-donors.

Going beyond these general findings, it is useful to distinguish different kinds of non-donors according to their willingness to donate and their former donation

IN BRIEF

In Brief 1: Donations in Great Britain: Reasons to give and not give

Jennifer Hudson, Paolo Morici, David Hudson
October 2019

In this DEL In Brief, we look at trends in donations to international development organizations since 2015, the reasons people give for why they donate, and reasons for why they do not.

Since 2015, the Aid Attitudes Tracker, now Development Engagement Lab, has been tracking donations to international development NGOs and charities. Monthly every six months we have asked 6,000 respondents in Great Britain whether they have donated to an international development charity in the past 12 months. The findings from these surveys, shown in Figure 1, indicate that the percentage who have made a donation has fallen, from 34% in 2015 to 19% in 2019.

The substantial fall in donations raises a number of questions: First, donations are one of the most common ways in which people get involved with efforts to reduce global poverty. So, how could mean that overall engagement with global poverty is at stake. Second, if all in donations could equal a decline in trust in development organizations, indeed, as we have shown elsewhere, the fall in donations in Great Britain mirrors a decline in the levels of trust in organizations, however, while trust has fallen, donations have continued to fall across different socioeconomic groups.

So, what's driving that? We know from these surveys, shown in Figure 1, that the percentage who have made a donation has fallen, from 34% in 2015 to 19% in 2019. The substantial fall in donations raises a number of questions: First, donations are one of the most common ways in which people get involved with efforts to reduce global poverty. So, how could mean that overall engagement with global poverty is at stake. Second, if all in donations could equal a decline in trust in development organizations, indeed, as we have shown elsewhere, the fall in donations in Great Britain mirrors a decline in the levels of trust in organizations, however, while trust has fallen, donations have continued to fall across different socioeconomic groups.

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importantly, what reasons do they give for why they don't donate? Looking at new data from the Development Engagement Lab

KEY INSIGHTS

- The percentage of donors has fallen from 34% in 2015 to 19% in 2019
- The most frequently given reason for making a donation is belief in the cause that the charity represents and the work they do (52%)
- 58% of non-donors worry that too much money goes into administration of charities rather than the cause

IN BRIEF

Question: Thinking about global poverty and development, have you donated money to an international NGO or charity working on the issue in the past 12 months?

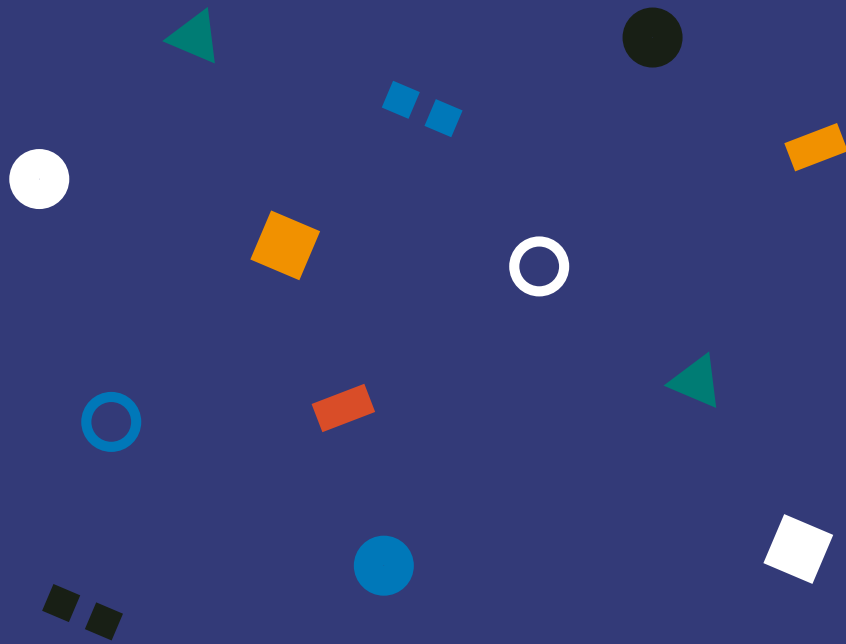
Sample size n=6,001 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 September – 12 October 2020
Comparison to June 2020 (DEL Tracker 2)



SUMMARY

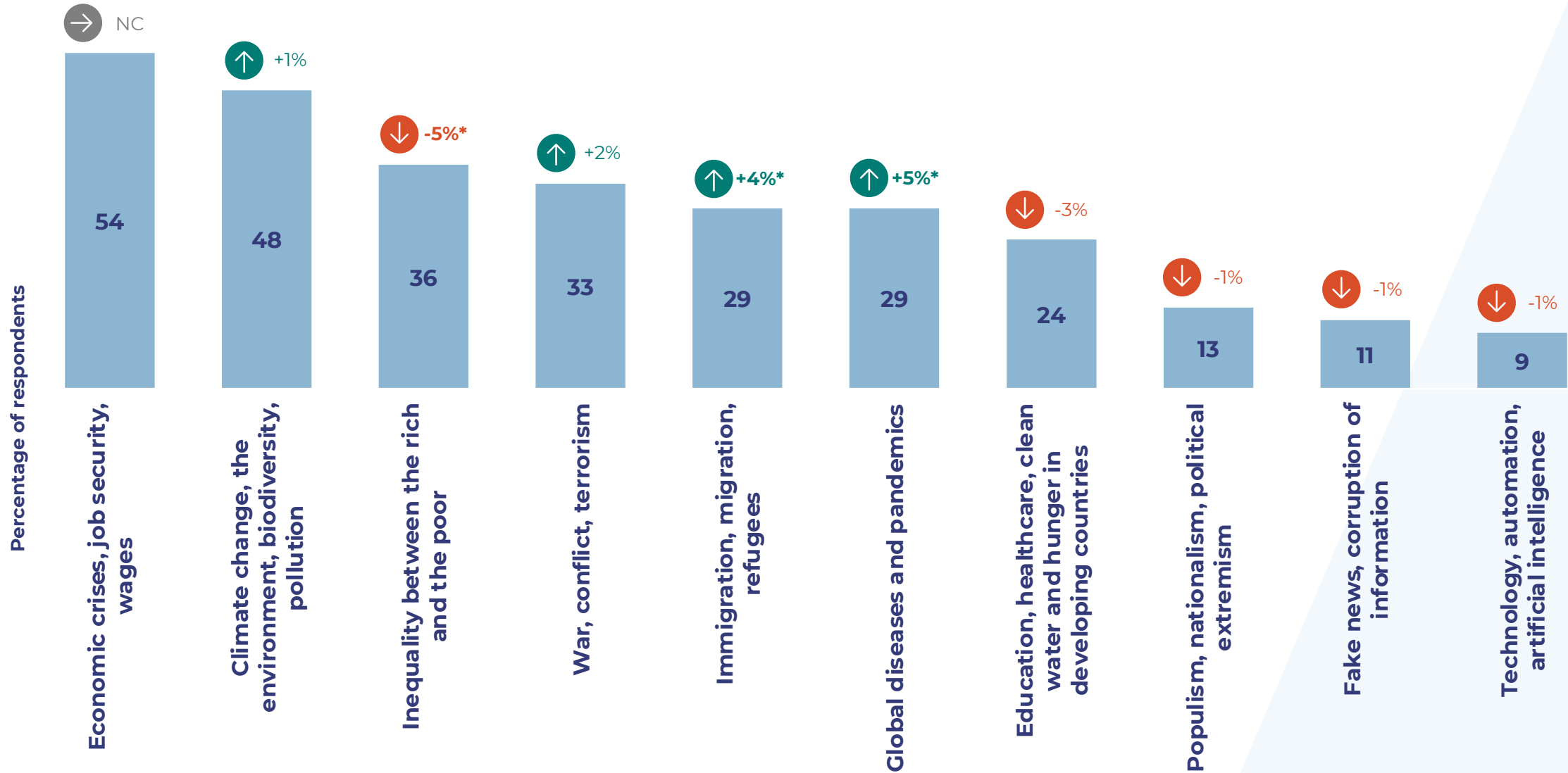
- Most indicators of behavioural engagement are on a negative trend since June 2020. The number of people who shared news about poverty in poor countries, used their voice or purchased/boycotted goods has decreased significantly by 3 to 4 percentage points.
- Looking at DEL's audience segmentation, the purposively engaged audience (those who sign petitions, contact politicians, join protests, etc.) has decreased 4 percentage points, from 27% to 23% since June 2020.
- There has been no change in donation behaviour since June 2020.
 - However, the percentage of donors has decreased year on year in all countries, and in France, by 2% from October 2019.

DEL TRACKER



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

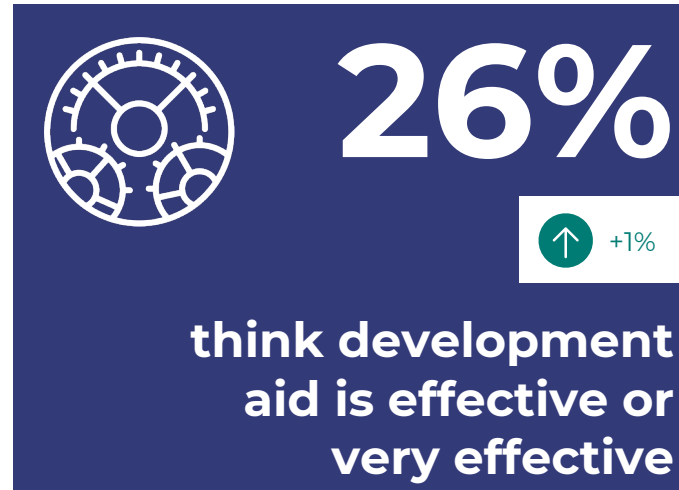
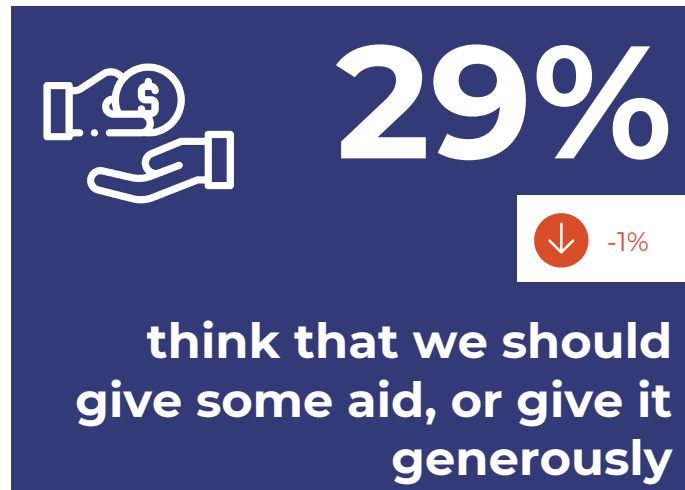
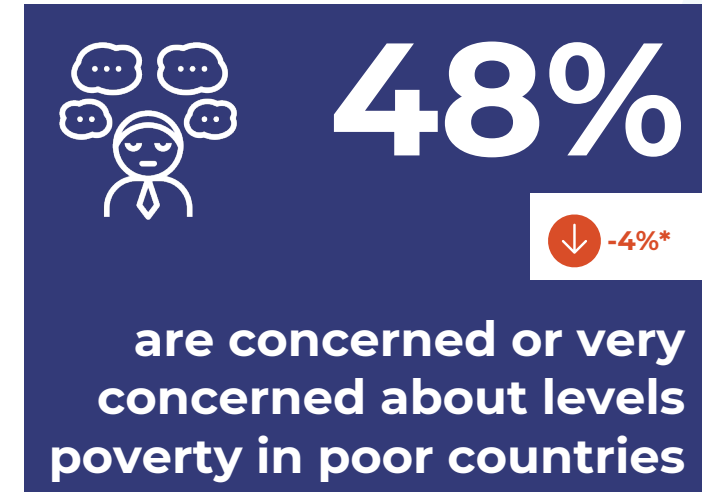
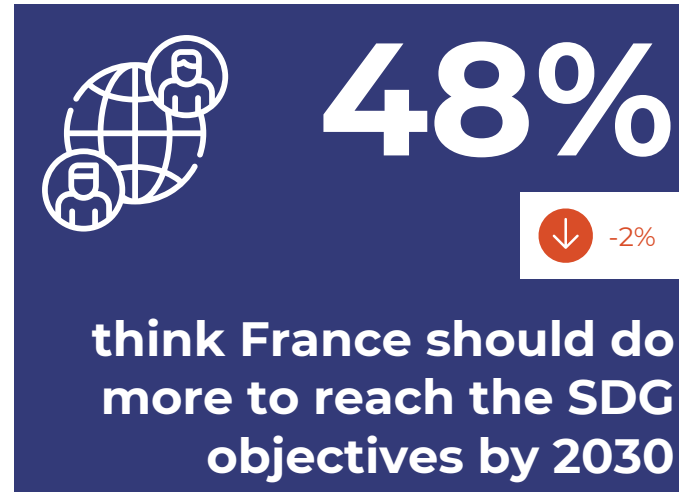
MOST IMPORTANT ISSUES – OCTOBER 2020



Comparison with data from June 2020 (DEL tracker wave 2)
 Question: Thinking about the issues below, which of the following do you personally care about?
 Sample size n=6,001 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 21 September – 10 October 2020



FRENCH ATTITUDES DASHBOARD – OCTOBER 2020

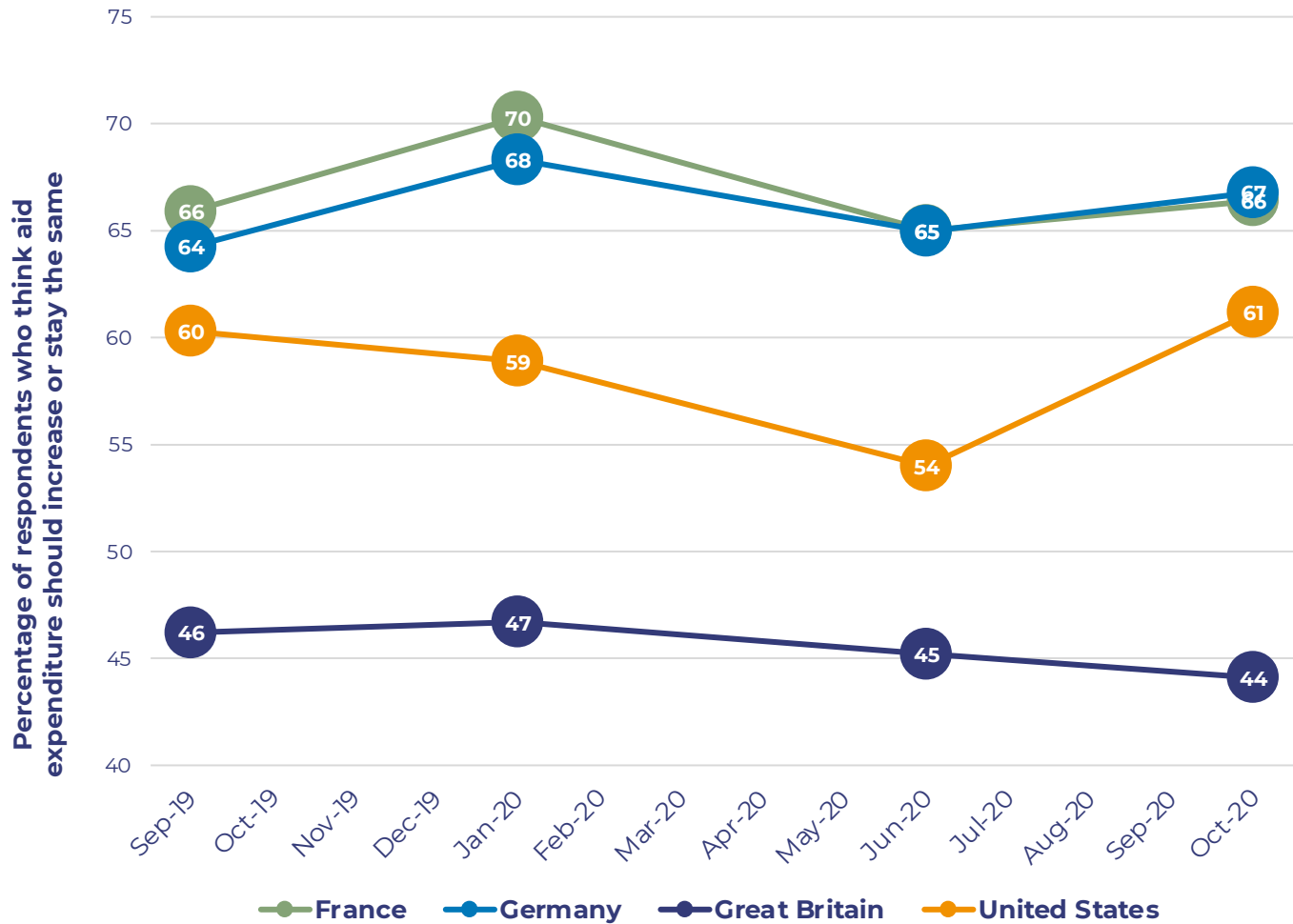


Question listed in each box

Sample size n=6,001 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 21 September – 10 October 2020
Comparison with data from June 2020 (DEL tracker wave 2)



TRENDS IN AID SUPPORT – 2019/2020



There are no significant changes in aid support for France, Germany and Great Britain since June. US support recovers to January 2020 levels.



MORE ON AID ATTITUDES ON DEVELOPMENTCOMPASS.ORG

**IN BRIEF 3
GENDERED ENGAGEMENT:
DIFFERENCES IN ATTITUDES AND ACTIONS IN
GREAT BRITAIN**

Paola Moroni & Holly Anders
1 May 2020

New Development Engagement Lab data has revealed that gender matters in the way people engage with global poverty, with higher rates of women donating and purchasing/donating products, an analysis of differences in values, concern for global poverty and perceived self-efficacy highlights a gender engagement gap.

KEY INSIGHTS

- Both men and women are equally likely to seek, discuss and share news related to global poverty (57% of men, 55% of women)
- The greatest difference between men and women appears to be in their values, morality and concern for global poverty: 37% of women say they are concerned or very concerned about global poverty compared to 46% of men.
- Men and women approach news on engagement differently: Women are more likely to purchase or donate goods (27% of women made this type of engagement compared with 24% of men) and women are more likely to donate or volunteer.
- Women are less likely to support news to the total budget: only 19% of women think the expenditure should be a great deal, compared to 28% of men.

**OPINION MONITOR
DEVELOPMENT POLICY 2018 –
ATTITUDES TOWARDS
DEVELOPMENT COOPERATION
AND SUSTAINABLE DEVELOPMENT**

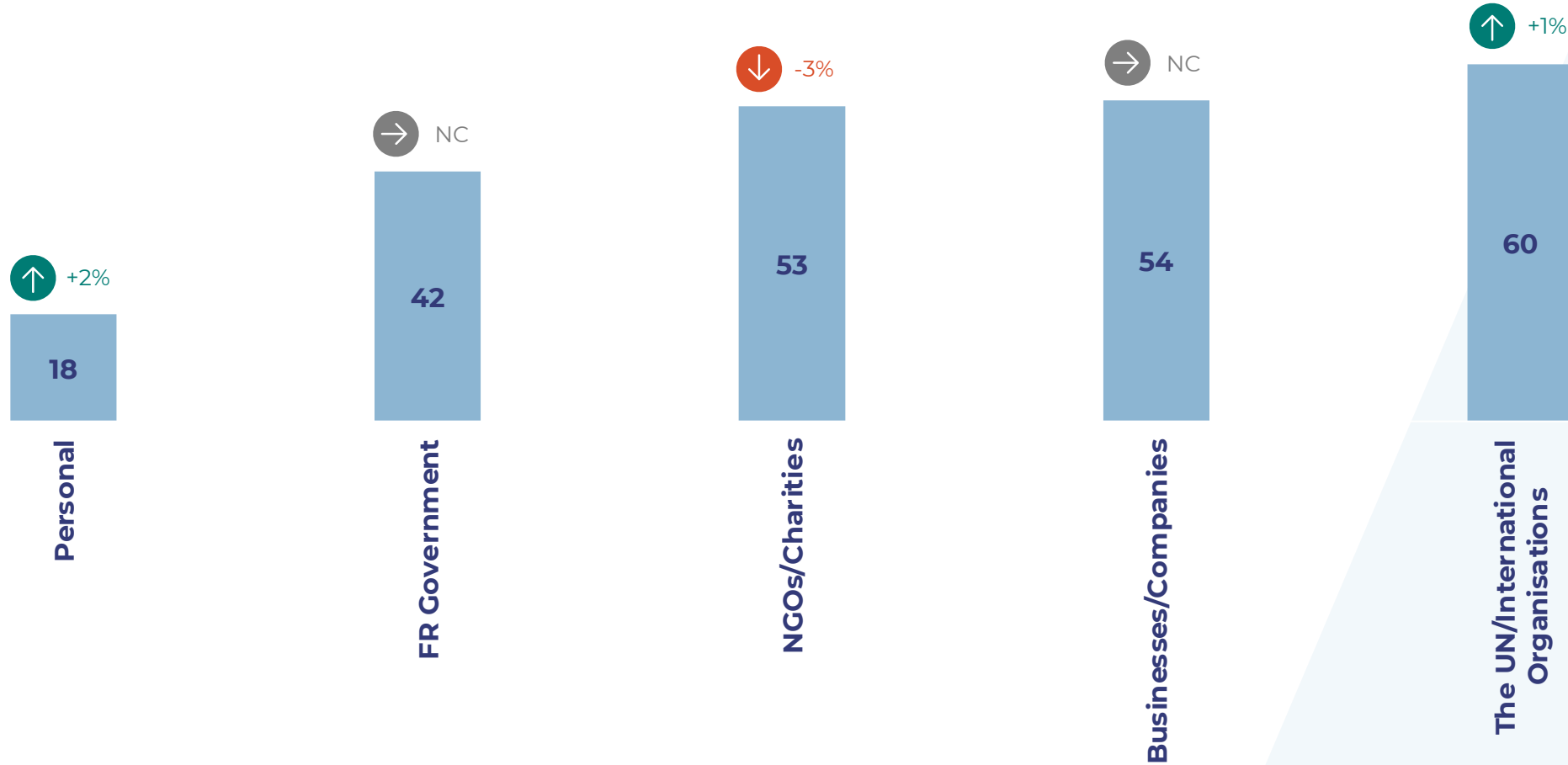
Summary
2018

Aid Attitudes Tracker MEMO Dèval

Question: Of the total GDP of nearly €2300 billion, the French government currently allocates 0.43 percent, or €11 billion, to overseas aid to poor countries. Do you think that the government should increase or decrease the amount of money that it spends on overseas aid to poor countries?
 Sample size n=6,001 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 21 September – 10 October 2020
 Comparison with data from June 2020 (DEL tracker wave 2)

EFFICACY BATTERY – OCTOBER 2020

Percentage of respondents who said category can make a difference or a great deal of difference



Question: How much of a difference, if any, do you think each of the following can make to reducing poverty in poor countries?

Sample size n=6,001 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 21 September – 10 October 2020
Comparison with data from June 2020 (DEL tracker wave 2)



SUMMARY

- Economic crises, job security and wages remains the most concerning issue for the French public. Concern for immigration, migration and refugees (+4%) and global pandemics (+5%) has increased since June 2020, while concern for inequality has fallen (-5%).
- The attitudinal profile of the French public remains mixed and most changes are not significant since June 2020. The exception is number of people concerned about global poverty, which has decreased 4 percentage points to 48%.
- Changes in support for aid are not significant, both year on year and since June 2020. The United States recovered to January 2020 levels of support after a dip in June 2020, while Germany and Great Britain remain unchanged.

DATA AND USE

DATA

The data for this deck come from the DEL Panel (n=6,001). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 21 September – 10 October 2020.

USE

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

CITATION

Morini, P., Hudson, D., Hudson, J., 2020. *DEL French Dashboard – October 2020*. London: Development Engagement Lab.



**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: [Yanick Folly](#) on [Unsplash](#)