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

48% 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)
BEHAVIOURAL ENGAGEMENT IS DECREASING ACROSS A NUMBER OF INDICATORS SINCE JUNE 2020

- **26%**
  - Shared or forwarded news about poverty in poor countries
  - **-4%***

- **22%**
  - Used their voice to have an impact on poverty in poor countries
  - **-3%***

- **27%**
  - Purchased or boycotted products related to poverty in poor countries
  - **-3%***

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)
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)
Tracking the French public’s engagement with global poverty and sustainable development
Question: Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage of Respondents</th>
<th>Change from June 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read, watched, or listened to news</td>
<td>62</td>
<td>-2%</td>
</tr>
<tr>
<td>Discussed it with friends, family, or others</td>
<td>56</td>
<td>-2%</td>
</tr>
<tr>
<td>Shared forwarded it</td>
<td>26</td>
<td>-4%*</td>
</tr>
<tr>
<td>Volunteered</td>
<td>11</td>
<td>+1%</td>
</tr>
<tr>
<td>Became a member, followed newsletter</td>
<td>13</td>
<td>-1%</td>
</tr>
<tr>
<td>Used your voice</td>
<td>22</td>
<td>-3%*</td>
</tr>
<tr>
<td>Contacted MP</td>
<td>6</td>
<td>+1%</td>
</tr>
<tr>
<td>Attended march/rally/protest</td>
<td>7</td>
<td>-1%</td>
</tr>
<tr>
<td>Purchased/boycotted</td>
<td>27</td>
<td>-3%*</td>
</tr>
<tr>
<td>Donated</td>
<td>18</td>
<td>+1%</td>
</tr>
</tbody>
</table>

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)
TRENDS IN DONATIONS – 2019/2020

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

- FR: +1%
- DE: -1%
- GB: -1%
- US: +2%

MORE ON DONATIONS ON DEVELOPMENTCOMPASS.ORG

Question: Thinking about global poverty and development, have you donated money to an international NGO?

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.
Tracking public opinion on global issues, global poverty, and sustainable development in France
**MOST IMPORTANT ISSUES – OCTOBER 2020**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage of Respondents</th>
<th>Change from June 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic crises, job security, wages</td>
<td>54</td>
<td>+1%</td>
</tr>
<tr>
<td>Climate change, the environment, biodiversity, pollution</td>
<td>48</td>
<td>-5%*</td>
</tr>
<tr>
<td>Inequality between the rich and the poor</td>
<td>36</td>
<td>+2%</td>
</tr>
<tr>
<td>War, conflict, terrorism</td>
<td>33</td>
<td>+4%*</td>
</tr>
<tr>
<td>Immigration, migration, refugees</td>
<td>29</td>
<td>+5%*</td>
</tr>
<tr>
<td>Global diseases and pandemics</td>
<td>29</td>
<td>-3%</td>
</tr>
<tr>
<td>Education, healthcare, clean water, and hunger in developing countries</td>
<td>24</td>
<td>-1%</td>
</tr>
<tr>
<td>Populism, nationalism, political extremism</td>
<td>13</td>
<td>-1%</td>
</tr>
<tr>
<td>Fake news, corruption of information</td>
<td>11</td>
<td>-1%</td>
</tr>
<tr>
<td>Technology, automation, artificial intelligence</td>
<td>9</td>
<td>-1%</td>
</tr>
</tbody>
</table>

**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

Comparison with data from June 2020 (DEL tracker wave 2)
Know what the Sustainable Development Goals are: 9%

Think France should do more to reach the SDG objectives by 2030: 48%

Are concerned or very concerned about levels of poverty in poor countries: 48%

Think that we should give some aid, or give it generously: 29%

Think development aid is effective or very effective: 26%

Think we must help people fleeing countries in the Mediterranean: 39%
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

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)
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):
- FR Government: +3% (2020) vs. +2% (2020 June)
- NGOs/Charities: -3% (2020) vs. NC (2020 June)
- Businesses/Companies: NC (2020) vs. NC (2020 June)
- The UN/International Organisations: +1% (2020) vs. NC (2020 June)
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
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 or by contacting del@ucl.ac.uk

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