



# AAT DRIVERS ANALYSIS: UNDERSTANDING PUBLIC SUPPORT FOR AID SPENDING

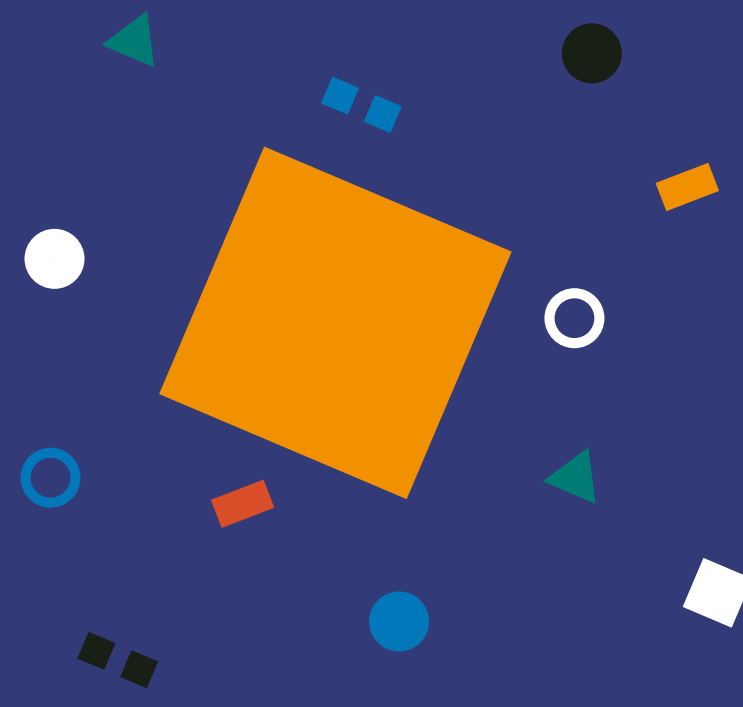
/ 8 July 2019  
// France Partner Meeting  
/// Paris

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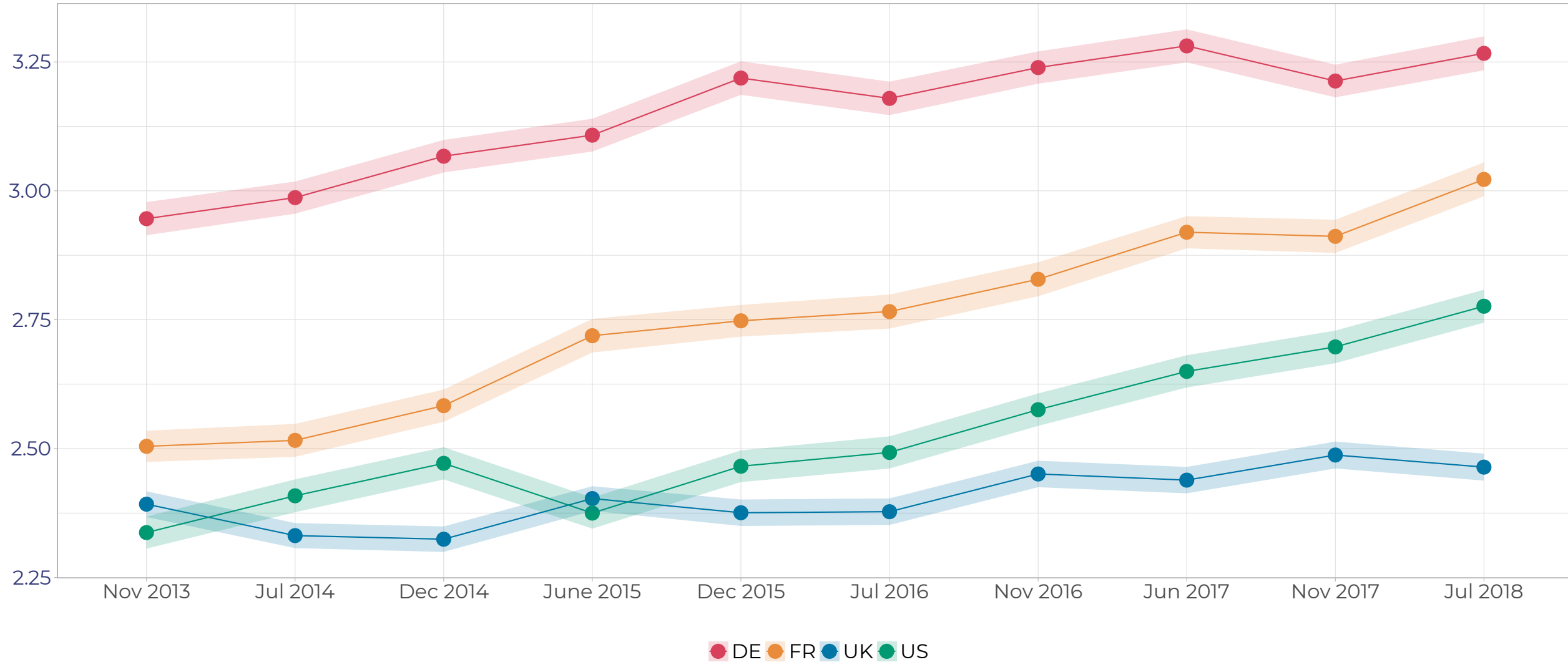
# DRIVERS OF SUPPORT FOR AID SPENDING



Aid Attitudes Tracker  
10 Panel Wave Analysis  
2013-2018

# Support for aid spending has increased significantly since 2019

Shift in average response from cutting aid to keeping current spending levels

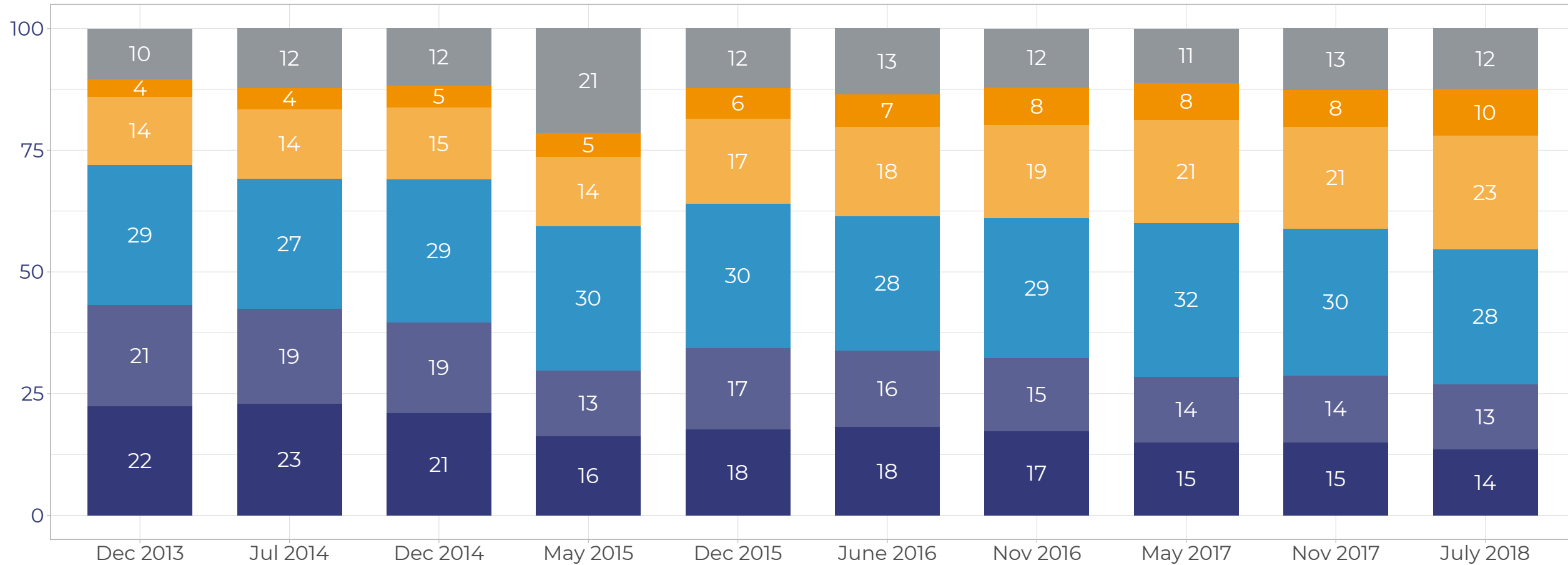


Sample size n=6000-8000 | Base: DE/FR/GB/US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 2013-2018  
Question: Do you think the Government should increase or decrease the amount of money that it spends on overseas aid?



# Support for increasing aid spending has increased from 18% to 33% since 2013

Support for cutting aid spending has fallen from 43% to 27%



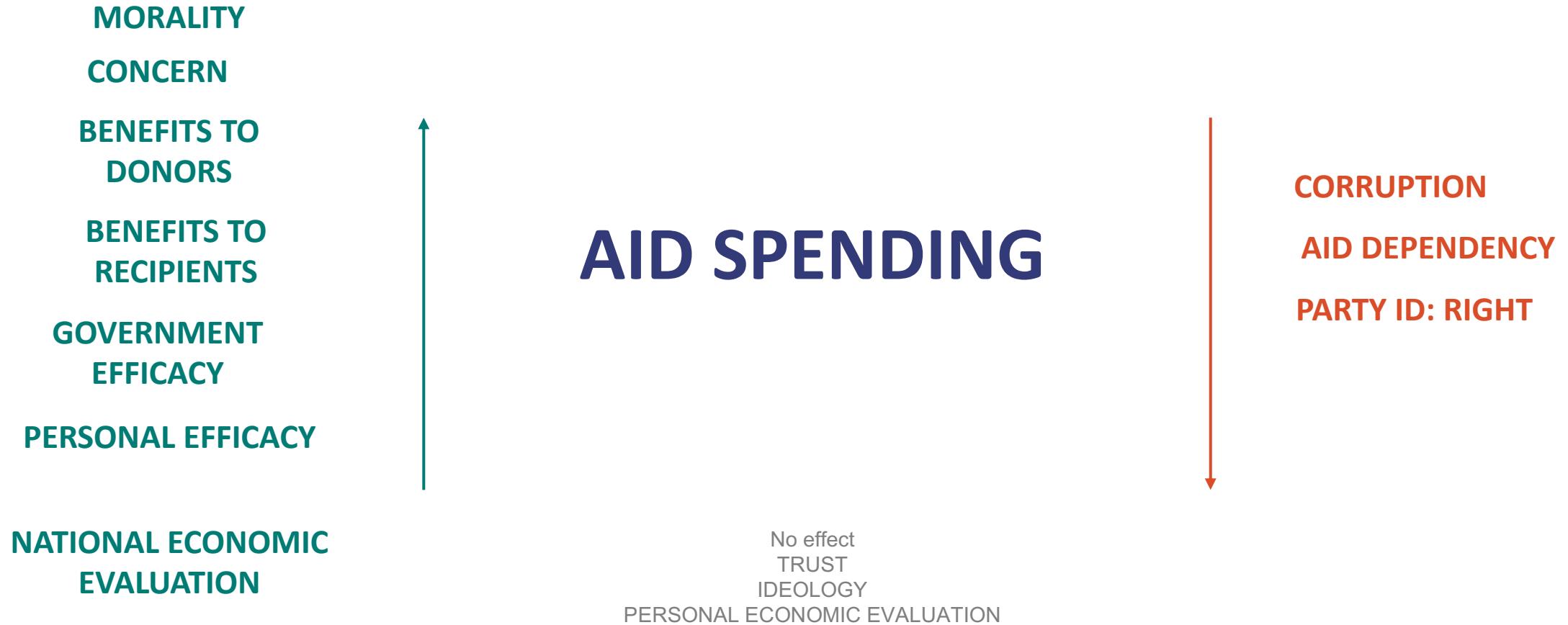
■ Decrease a great deal 
 ■ Decrease somewhat 
 ■ Keep the same 
 ■ Increase somewhat 
 ■ Increase a great deal 
 ■ I don't know

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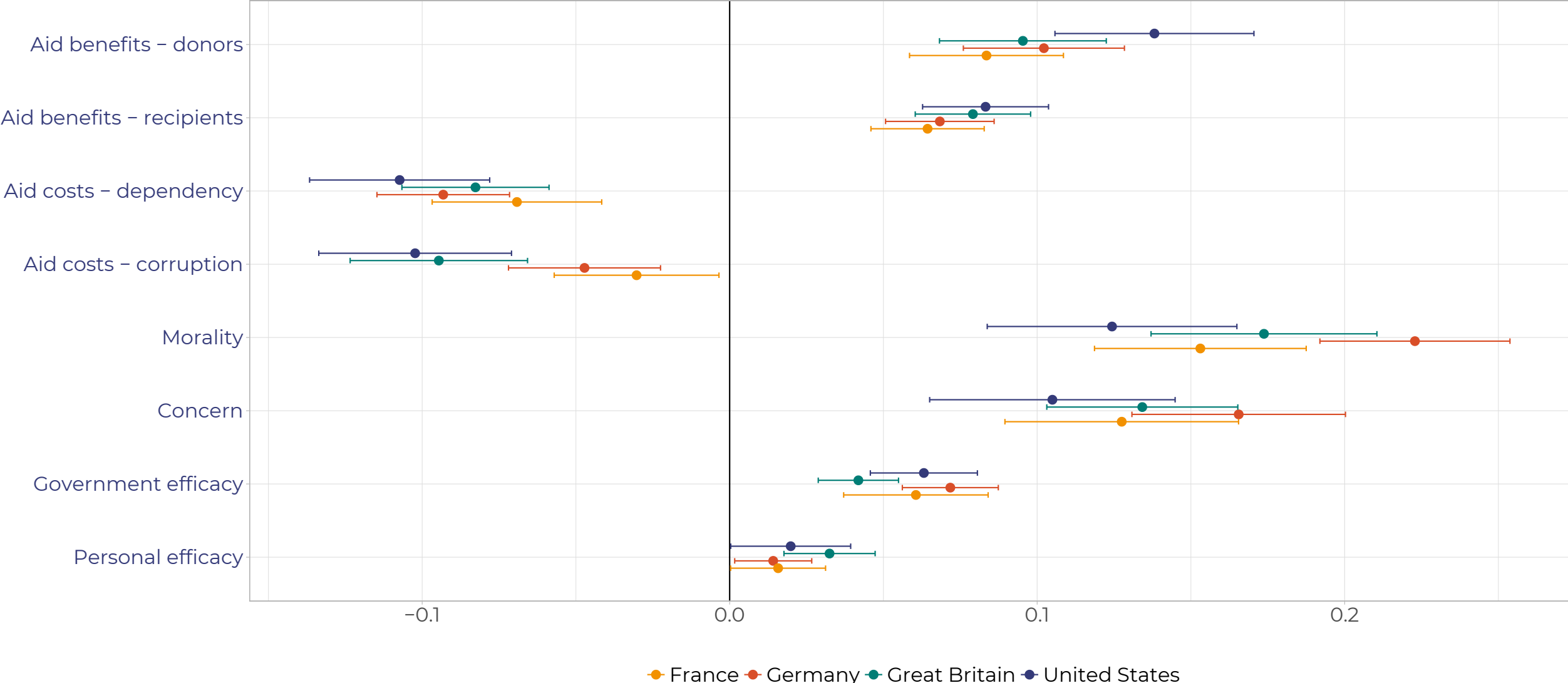
## WHAT DRIVES SUPPORT FOR AID EXPENDITURE?

- Benefits - donors and recipients
- Corruption and dependency generated by aid
- Government and personal efficacy
- Morality motivations to address poverty
- Concern for poverty in poor countries - salience
- Trust in institutions and people
- Ideology: left-right self-identification, party identification
- Economic evaluations for self and country

# WHAT DRIVES SUPPORT FOR AID EXPENDITURE?



# Drivers of support for aid expenditure



Sample size n=6,058 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, July 2018  
 Question: Do you think the Government should increase or decrease the amount of money that it spends on overseas aid?

# THE CORE DRIVERS ARE CONSISTENT ACROSS GERMANY, FRANCE, GREAT BRITAIN & THE US

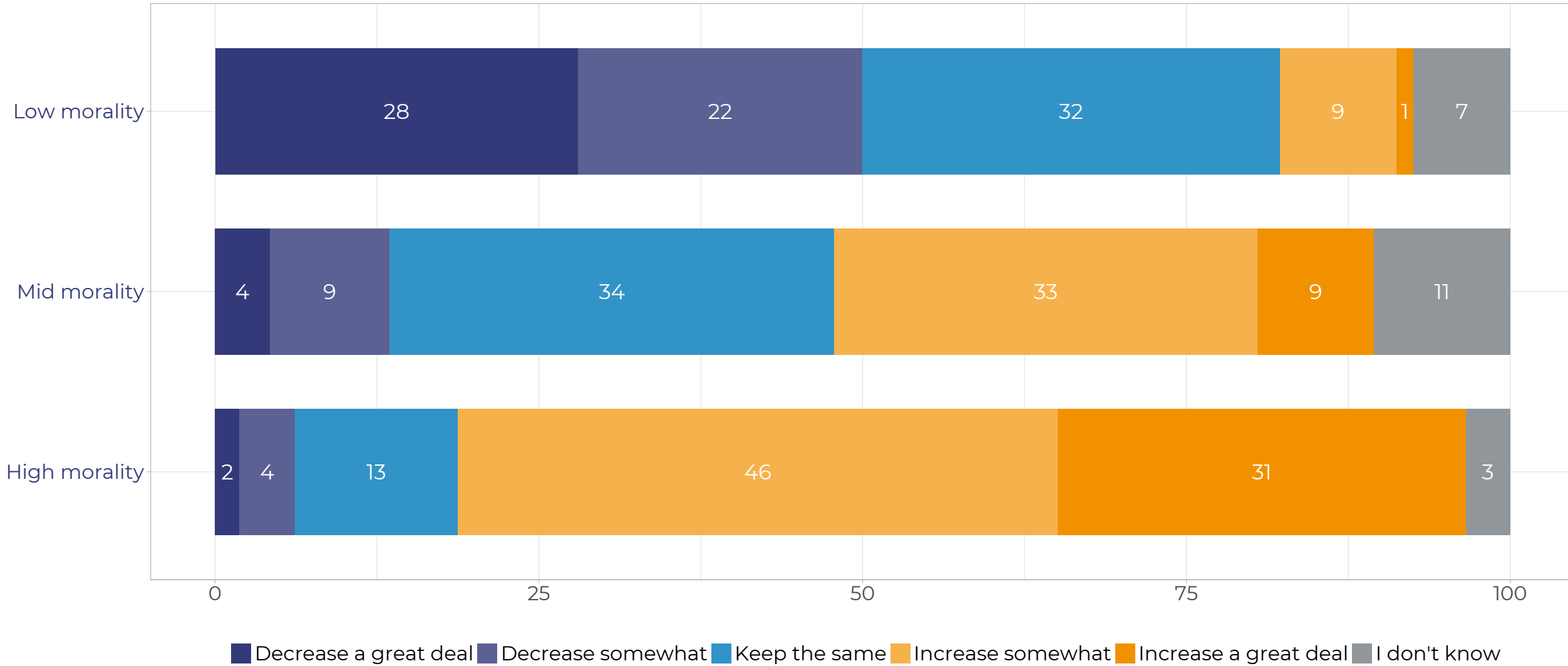
Factor	Germany	France	Great Britain	United States
Donor benefits	+	+	+	+
Recipient benefits	+	+	+	+
Aid dependency	-	-	-	-
Corruption	-	-	-	-
Morality	+	+	+	+
Government efficacy	+	+	+	+
Personal efficacy	+	+	+	+
Party ID: right wing	ns	-	ns	-
Country economic eval	+	+	ns	ns

Not significant: trust, ideology, personal economic evaluation



# Morality is the strongest positive driver of support for aid

Making the moral case for aid in messaging is important and effective

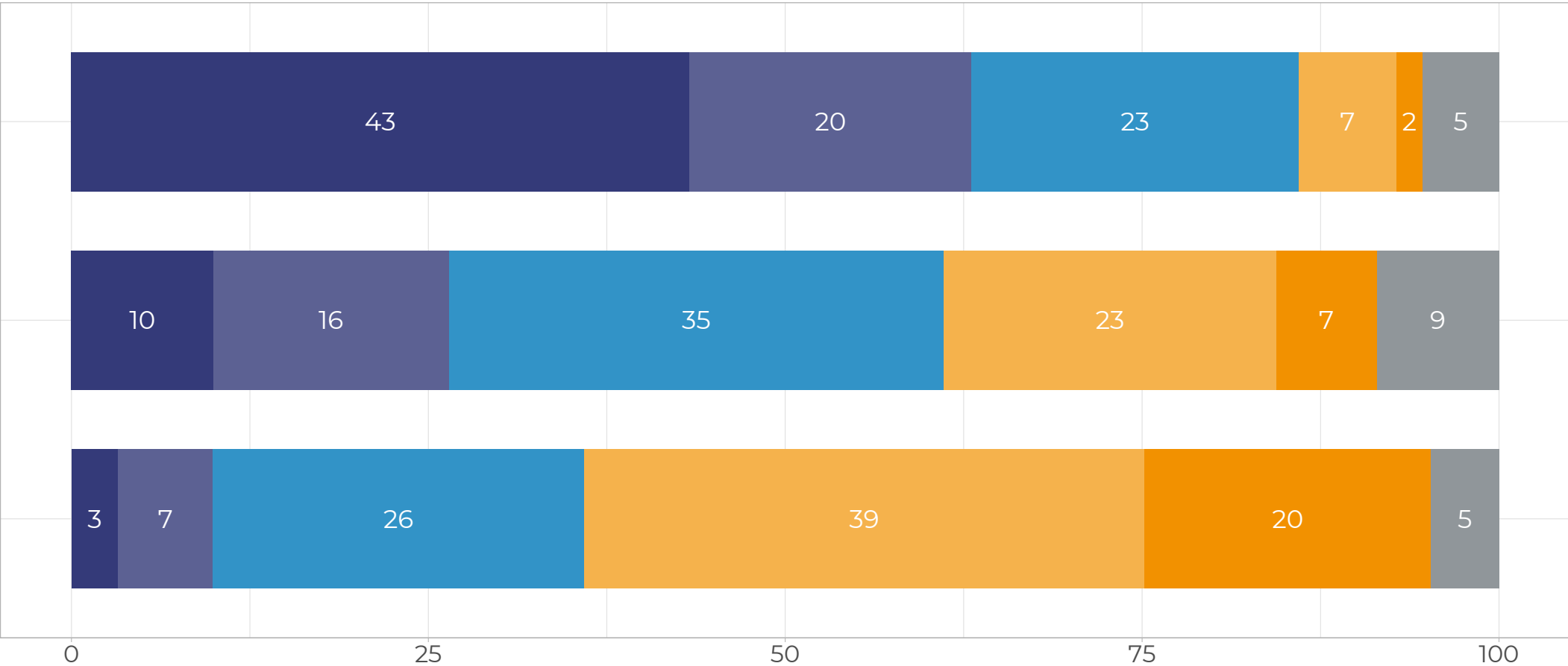


Sample size n=6,058 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, July 2018  
Question: Do you think the Government should increase or decrease the amount of money that it spends on overseas aid?



# Greater support for aid among respondents who think aid provides benefits to donors

Message on the benefits of aid for France or aid as win-win

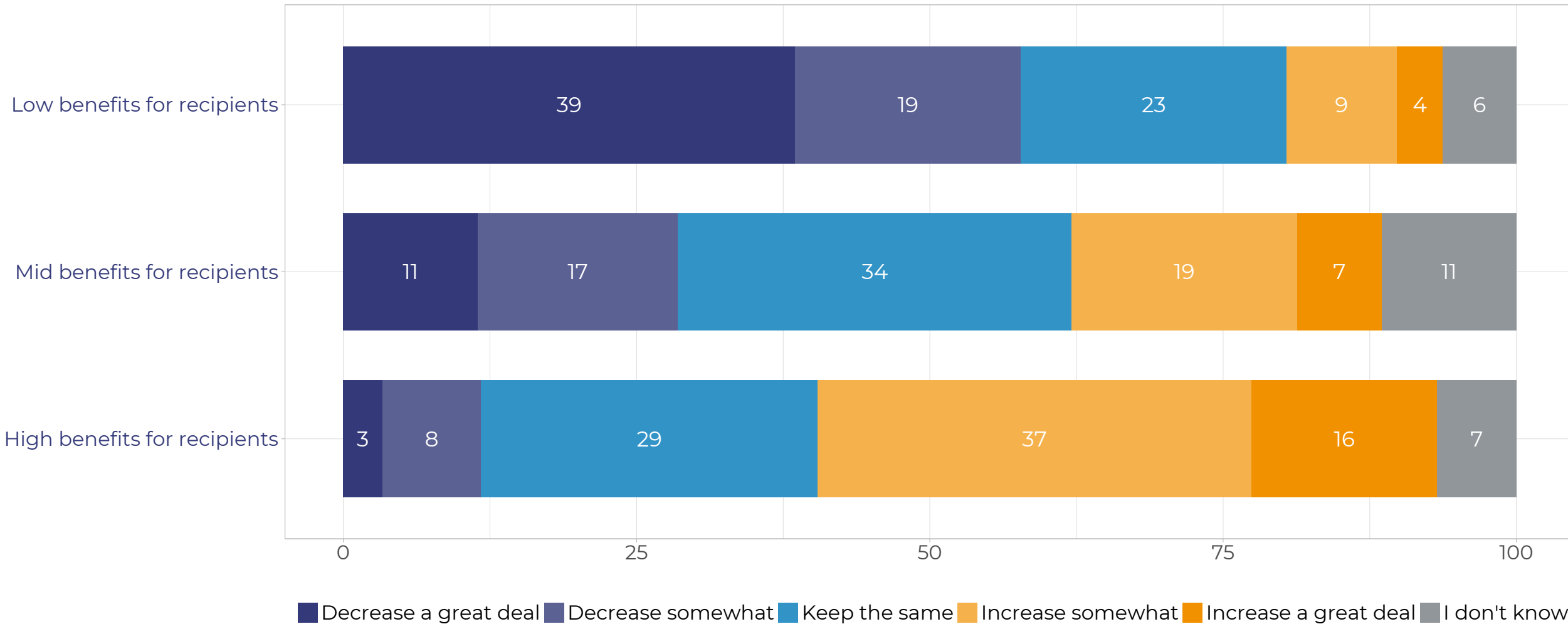


■ Decrease a great deal ■ Decrease somewhat ■ Keep the same ■ Increase somewhat ■ Increase a great deal ■ I don't know

Sample size n=6,058 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, July 2018  
Question: Do you think the Government should increase or decrease the amount of money that it spends on overseas aid?

# Greater support for aid among respondents who think aid benefits recipients

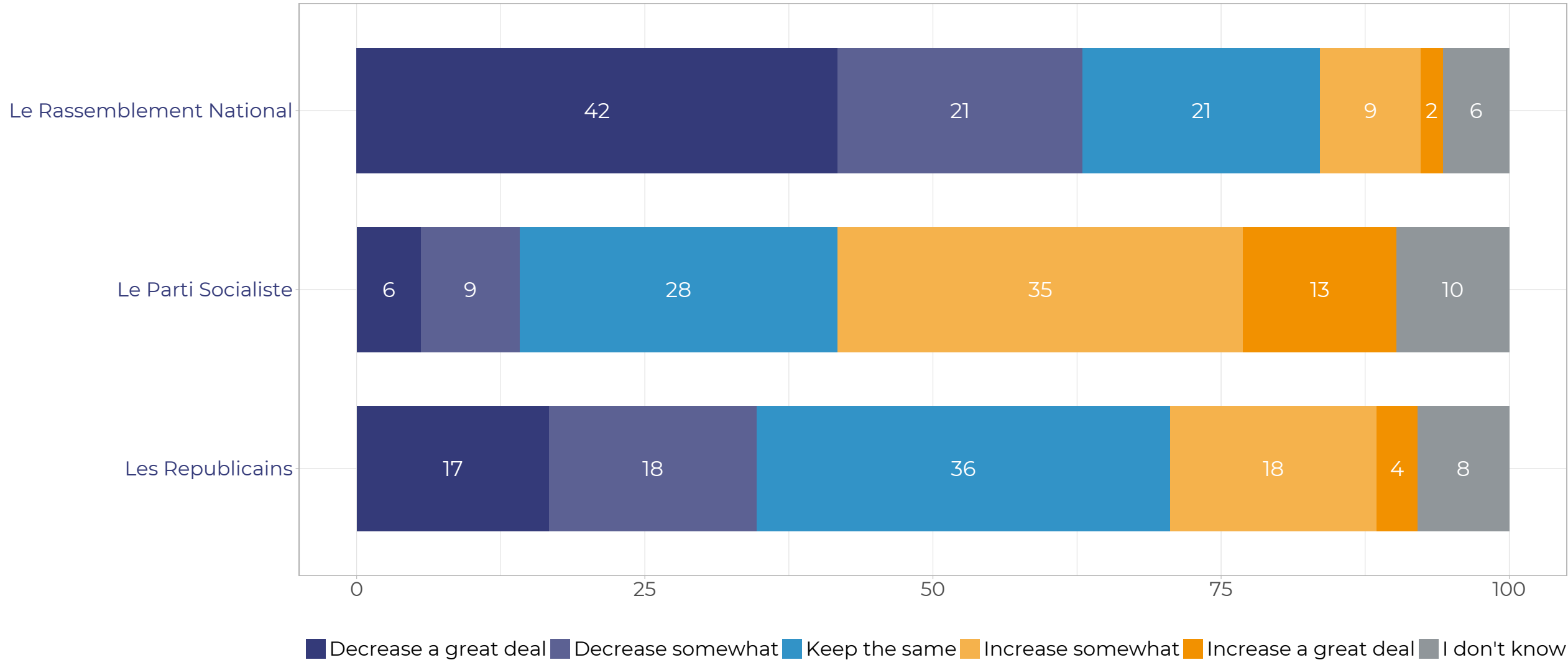
Message on the benefits of aid for recipients or aid as win-win



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# Aid opposition is strong among far right party supporters

A majority of Republicans and Socialistes support increasing or keeping current aid spending



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Question: Do you think the Government should increase or decrease the amount of money that it spends on overseas aid?



## KEY INSIGHTS

- Aid support has been increasing over the in the past five years
  - In 2013, 18% said increase aid spending, rising to 33% in 2018
  - The percentage of people wishing to see aid expenditure decreased has gone from 43% to 27%
- Morality is the strongest positive driver of support
  - Concern for poverty and benefits for donors and recipients also drive support
- Worries about corruption, economic dependency from aid and identification with right-wing parties reduce support
- Clear opportunities for messaging using 'soft' moral messaging
- Increasing salience of issue/concern is key objective

# TRACKING QUESTIONS



DEL Data  
2019-23

# FRENCH TRACKING QUESTIONS

- Thinking about the issues below, which of the following are most important to you personally? Please indicate what you think are the first, second, and third most important issues.
- What happens in developing countries rarely affects people like me living in France.
- Vous avez donné de l'argent à une organisation spécialisée sur la question
- Pensez-vous que le Gouvernement français doit accorder une priorité plus importante à la réduction de la pauvreté dans les pays en voie de développement, ou à la réduction de la pauvreté en France ? Pour répondre, veuillez utiliser cette échelle, dans laquelle 0 signifie une « priorité plus importante à la réduction de la pauvreté dans les pays en voie de développement », et 10 signifie une « priorité plus importante à la réduction de la pauvreté en France ».
- Quelle proposition décrit le mieux ce que vous ressentez vis-à-vis de la pauvreté dans les pays en voie de développement ?

# FRENCH TRACKING QUESTIONS

- Sur les 2000 milliards d'euros de son Produit Intérieur Brut (PIB) total, le Gouvernement français consacre actuellement 0,43 % (soit 10 milliards d'euros) à l'aide internationale pour les pays en voie de développement. Pensez-vous que le Gouvernement devrait augmenter ou diminuer le budget qu'il consacre à l'aide internationale pour les pays en voie de développement ?
- Thinking about **you personally**, how much of a difference do you think you can make to reducing poverty in poor countries?
  - **French Government**
  - **Development NGOs/charities**
  - **Businesses/corporations**
- Dans l'ensemble, et en utilisant une échelle de 0 à 10 sur laquelle 0 signifie « très inefficace », et 10 « très efficace », comment évaluez-vous l'efficacité de l'aide financière apportée par le gouvernement français aux pays en développement ? Generally speaking, how much do you trust international development organisations?





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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).

*Citation:* Hudson, J., Hudson D. & Morini, P. 2019. AAT Drivers Analysis: Understanding Public Support for Aid Spending. London: Development Engagement Lab.