

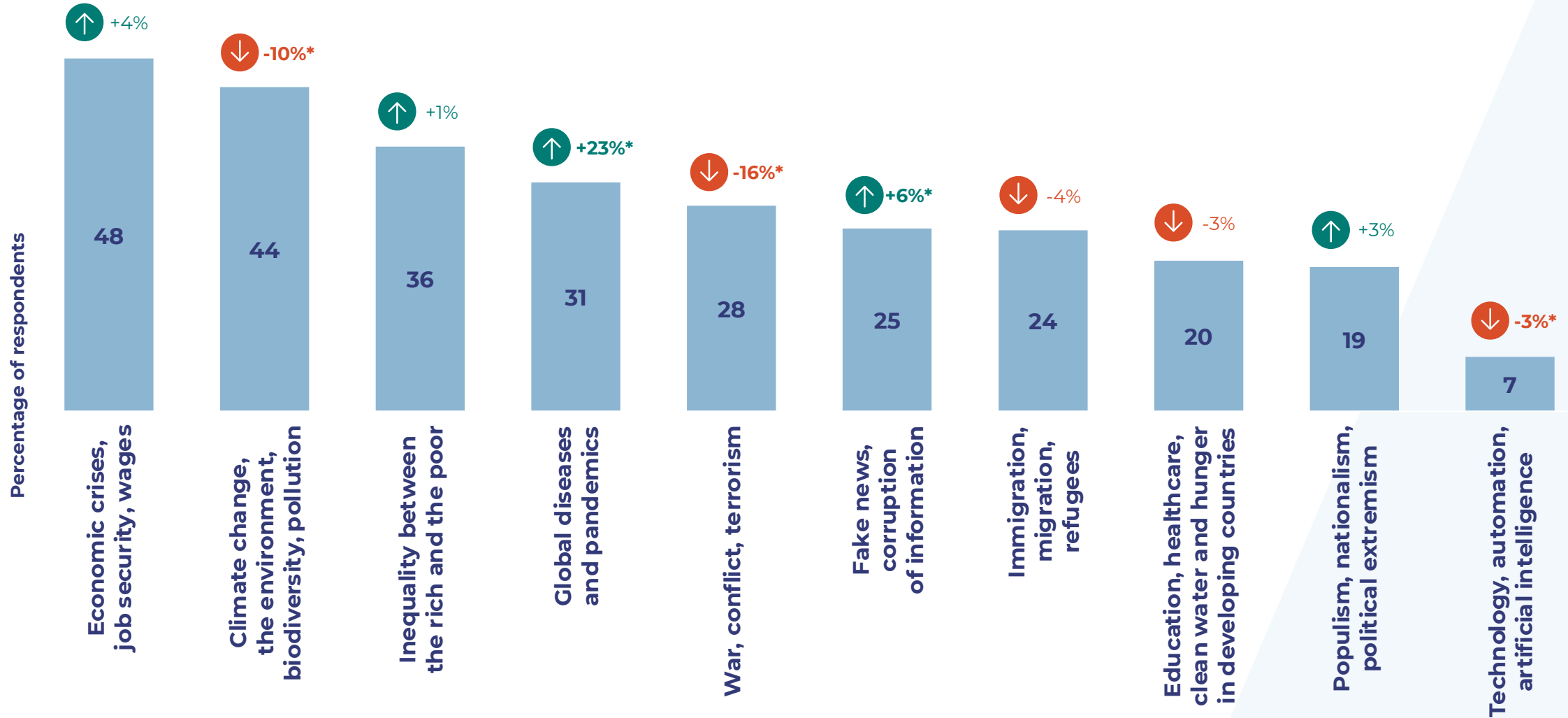


DEVELOPMENT & AID ROUNDTABLE

- / COVID impacts, inequality & gender
- // 1 October 2020
- /// www.developmentcompass.org
- [@devengagelab](https://twitter.com/devengagelab)



GB MOST IMPORTANT ISSUES – JUNE 2020

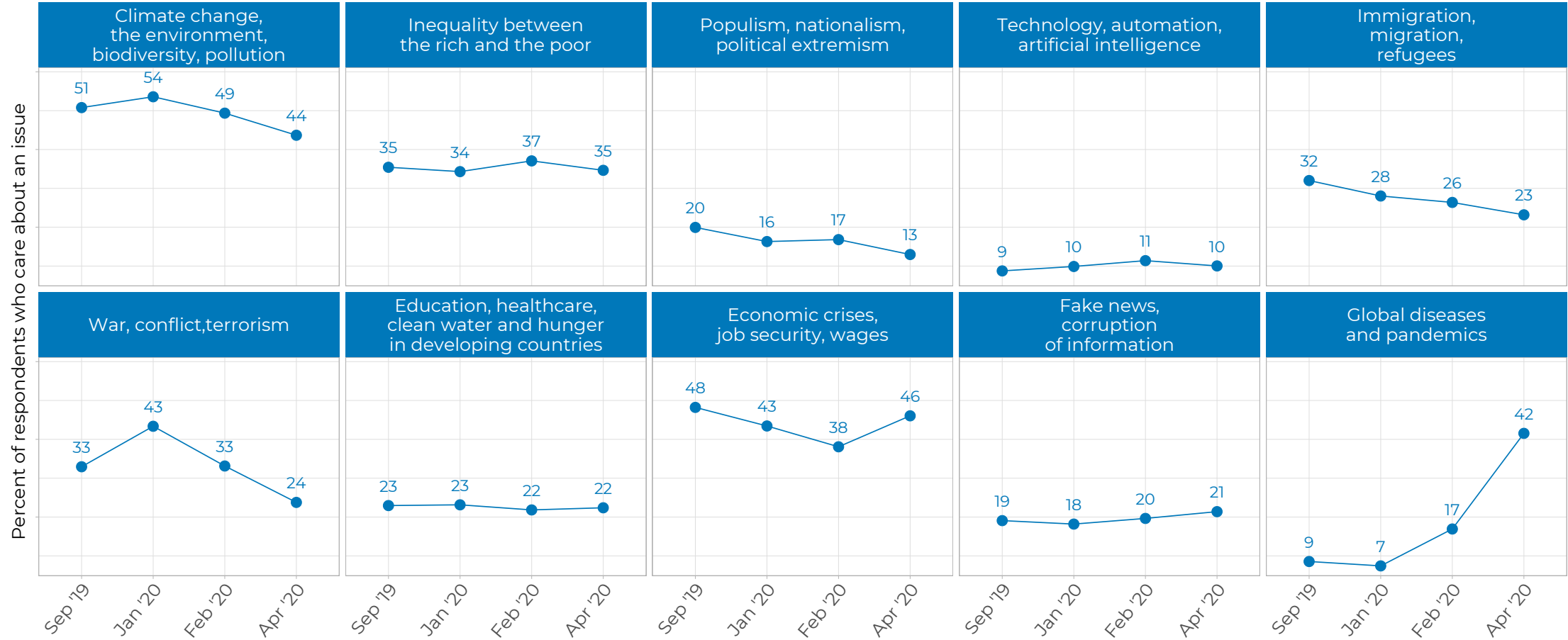


Question: Thinking about the issues below, which of the following do you personally care about?

Sample size n=1,705 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3 June – 4 June 2020
Comparison with data from January 2020 (DEL Tracker wave 2)



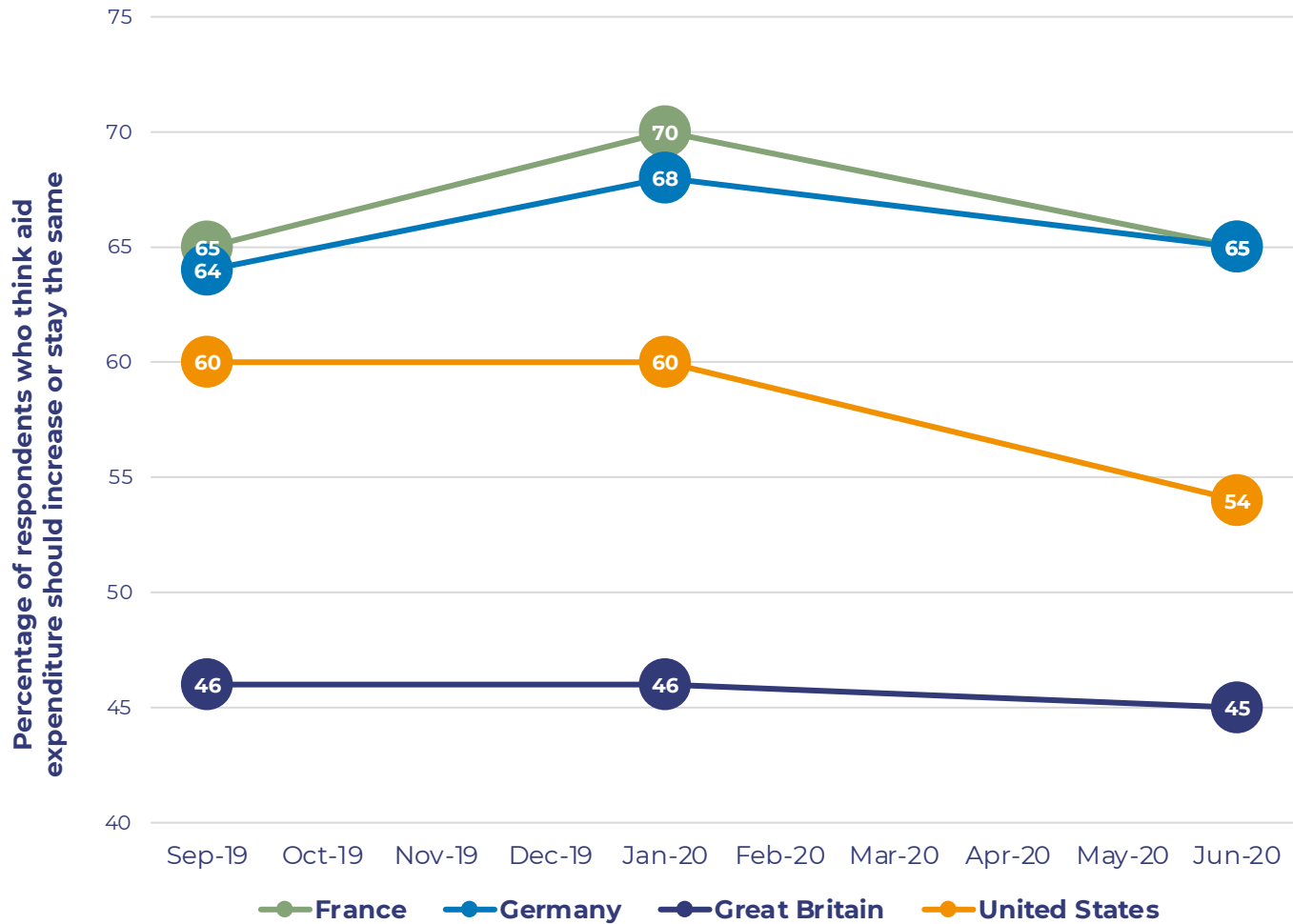
CONCERN FOR PANDEMICS AND ECONOMIC CRISES GREW SUBSTANTIALLY SINCE THE BEGINNING OF THE PANDEMIC, CLIMATE CHANGE STILL SECOND MOST CONCERNING ISSUE



September 2019 n=8,037 | January 2020 n=1,036 | February 2020 n=1,665 | April 2020 n=1,761
 Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov
 Question: Thinking about the issues below, which of the following do you personally care about?



TRENDS IN AID SUPPORT – 2019/2020



As with donations, aid support peaked in France and Germany in January 2020

Aid support decreased in all countries in June 2020: range from -6% (US) to -1% (GB)



MORE ON AID ATTITUDES ON [DEVELOPMENTCOMPASS.ORG](https://www.developmentcompass.org)



Question: Of its total budget of nearly £810 billion, the UK government currently allocates 1.7 percent, or £14 billion, to overseas aid to poor countries.

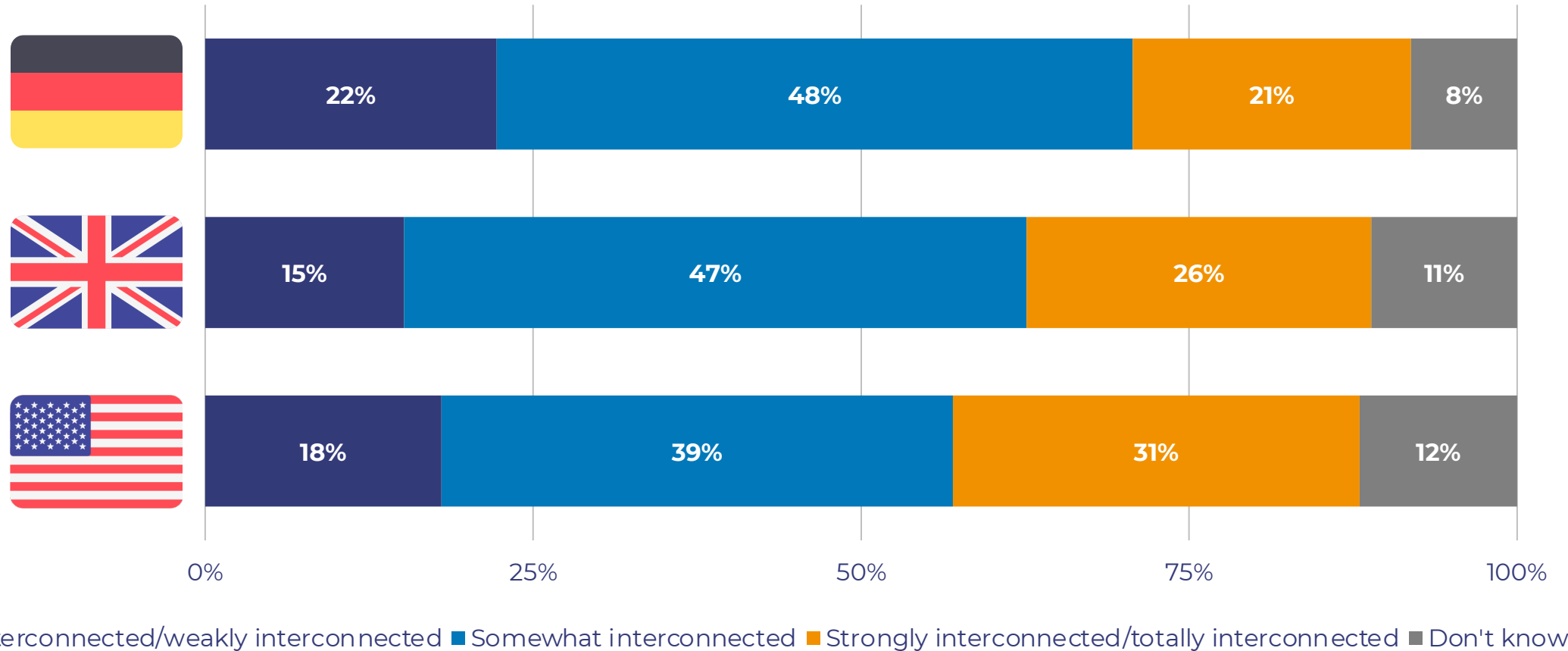
Do you think that the government should increase or decrease the amount of money that it spends on overseas aid to poor countries?

Sample size n=1,705 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3 June – 4 June 2020

Comparison with data from January 2020 (DEL Tracker wave 2)



AMERICAN, BRITISH AND GERMAN RESPONDENTS REPORT FEELING MORE INTERCONNECTED DURING THE PANDEMIC



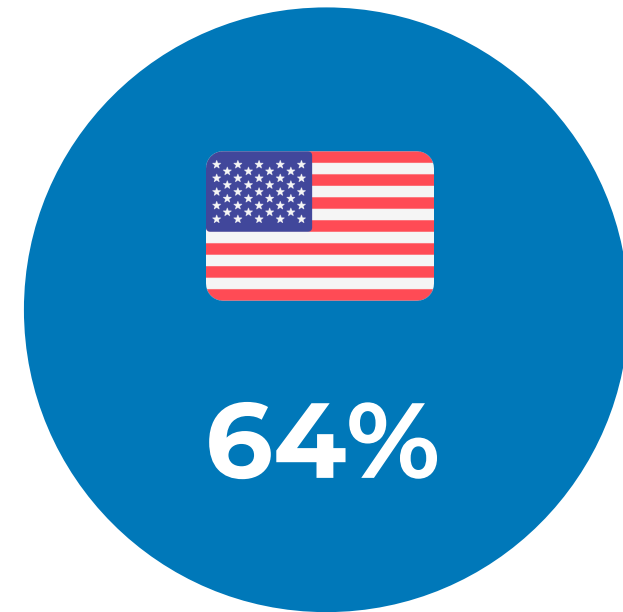
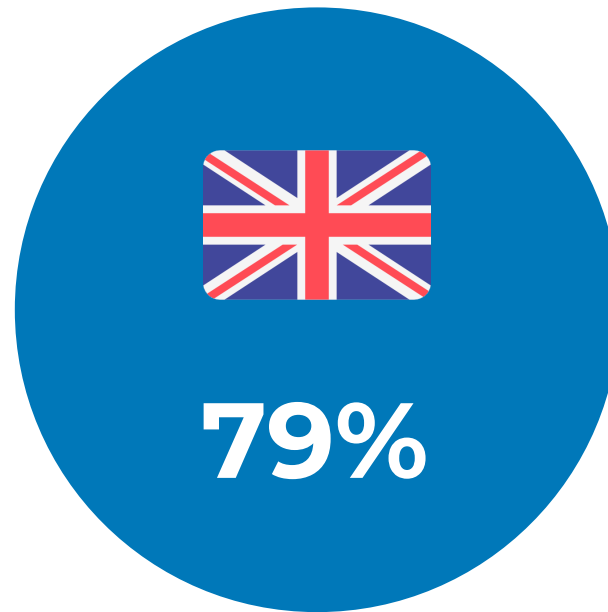
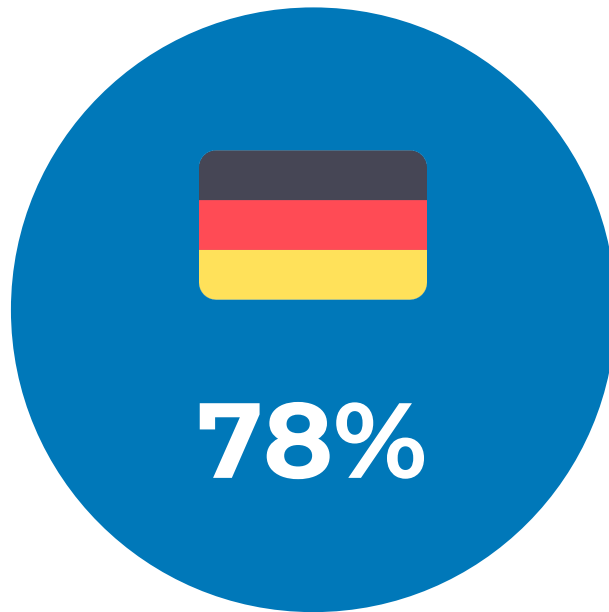
Sample sizes DE n=2,012 | GB n=2009 | US=2009 | Base: DE/GB/US adults

Data are weighted to be nationally representative | Fieldwork by YouGov, 7-23 July 2020

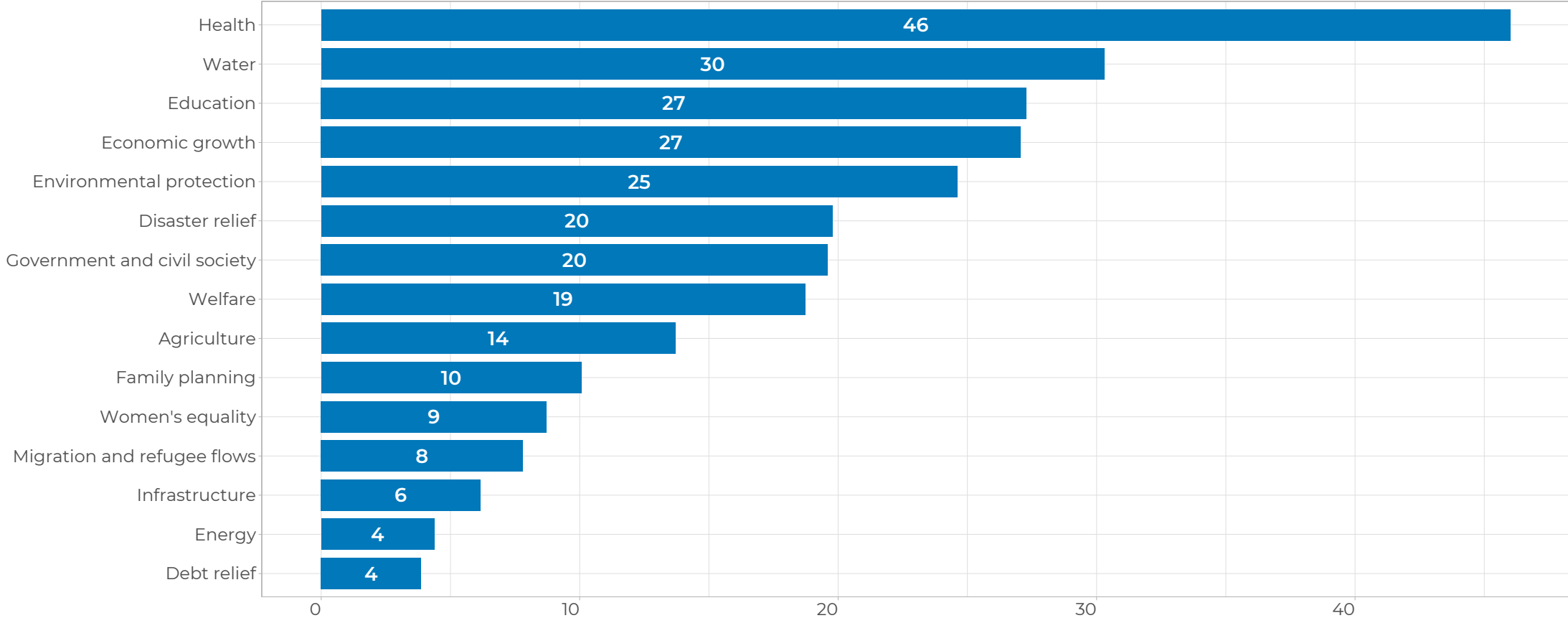
Question: Using the 0-10 scale below, where 0 means 'Not at all connected' and 10 means 'Totally interconnected', in your view, how interconnected are people from different countries across the world?



LARGE MAJORITIES SAY THAT THE COVID-19 PANDEMIC SHOWS THAT INTERNATIONAL COOPERATION IS MORE IMPORTANT THAN EVER



PRIORITIES FOR UK OVERSEAS AID SPENDING



Question: Thinking about the list below, please indicate what you think are the first, second, and third most important priorities for UK overseas aid spending
Base: GB adults | sample size n=2,009 | Data are weighted to be nationally representative | Fieldwork by YouGov, 7 Jul - 13 Jul 2020

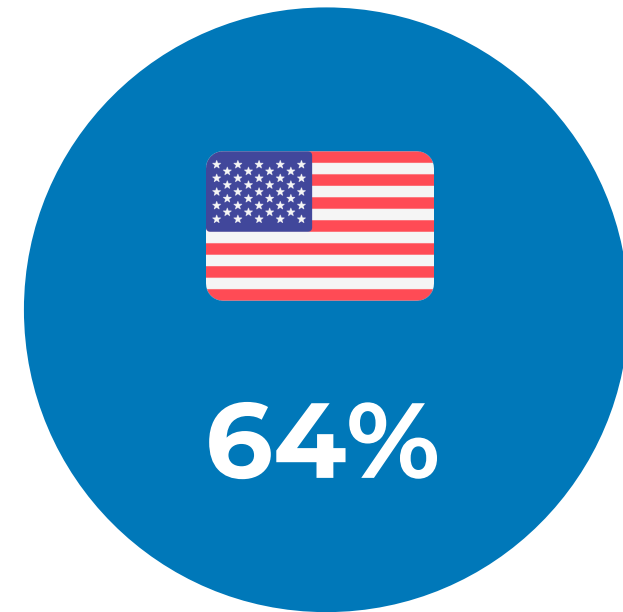
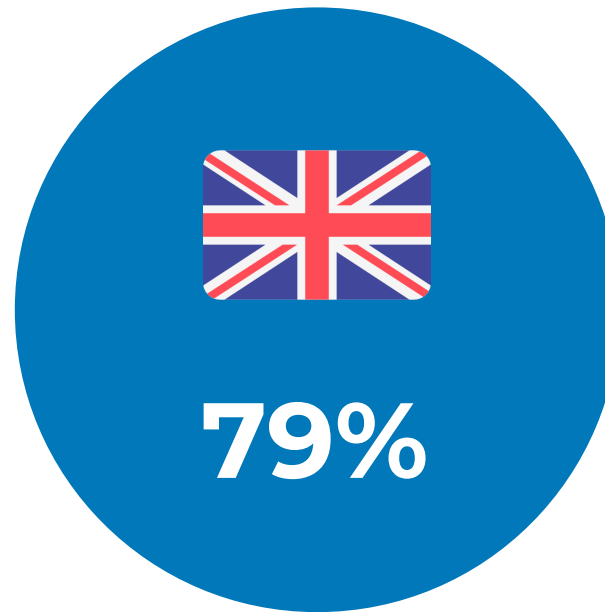
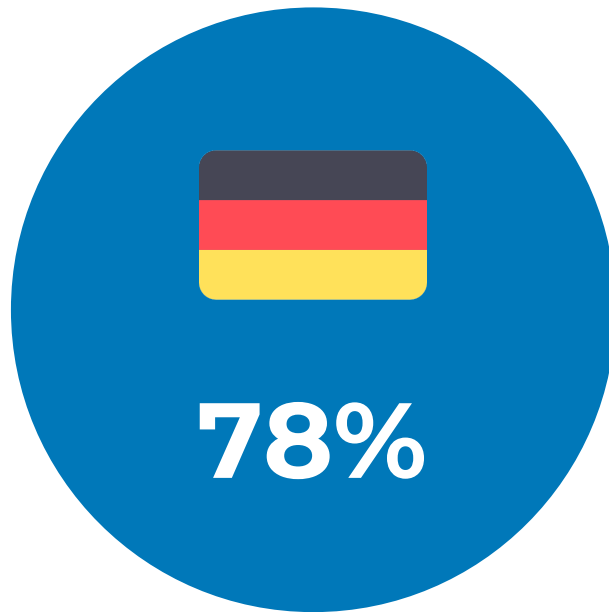


COVID-19 has neither been good or bad in terms of public engagement with development: keep eye on medium term impact

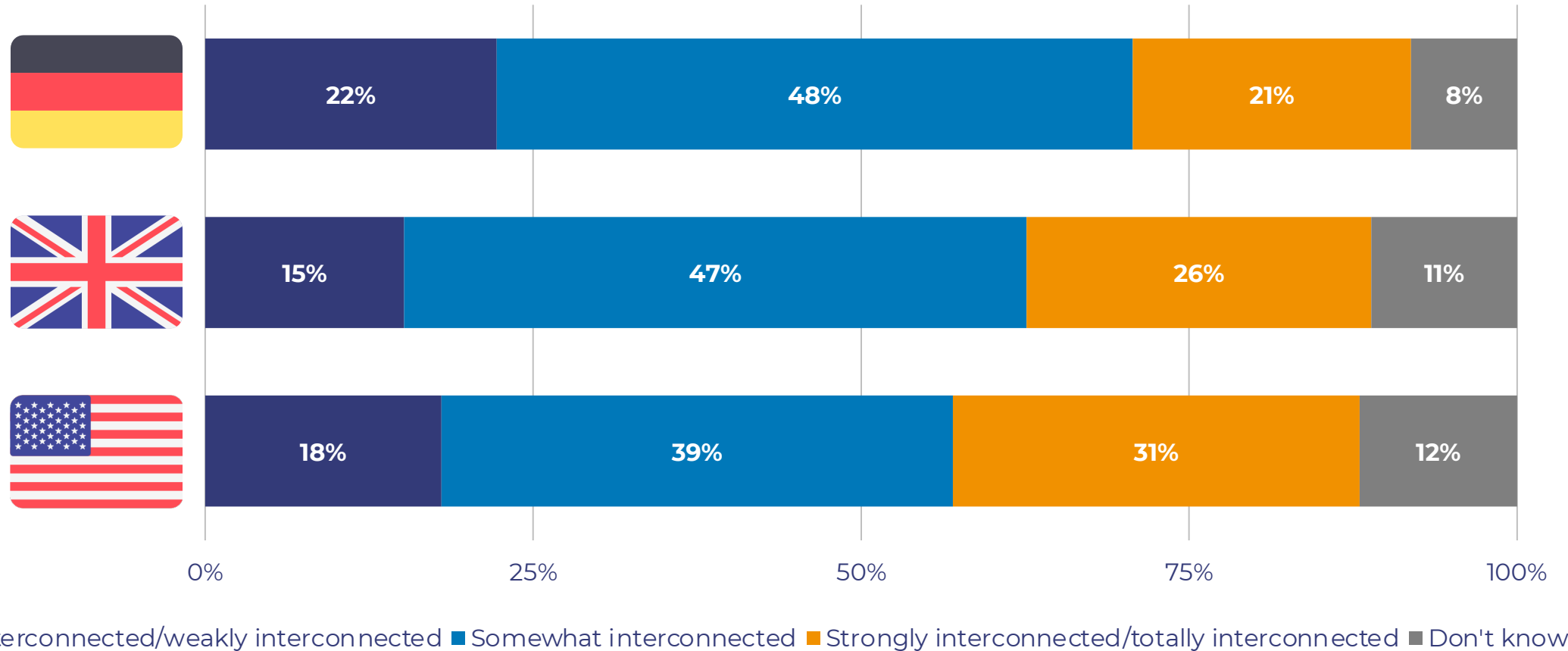


Opportunities: To convert public support for international cooperation in response to COVID-19 to development cooperation efforts

LARGE MAJORITIES SAY THAT THE COVID-19 PANDEMIC SHOWS THAT INTERNATIONAL COOPERATION IS MORE IMPORTANT THAN EVER



AMERICAN, BRITISH AND GERMAN RESPONDENTS REPORT FEELING MORE INTERCONNECTED DURING THE PANDEMIC



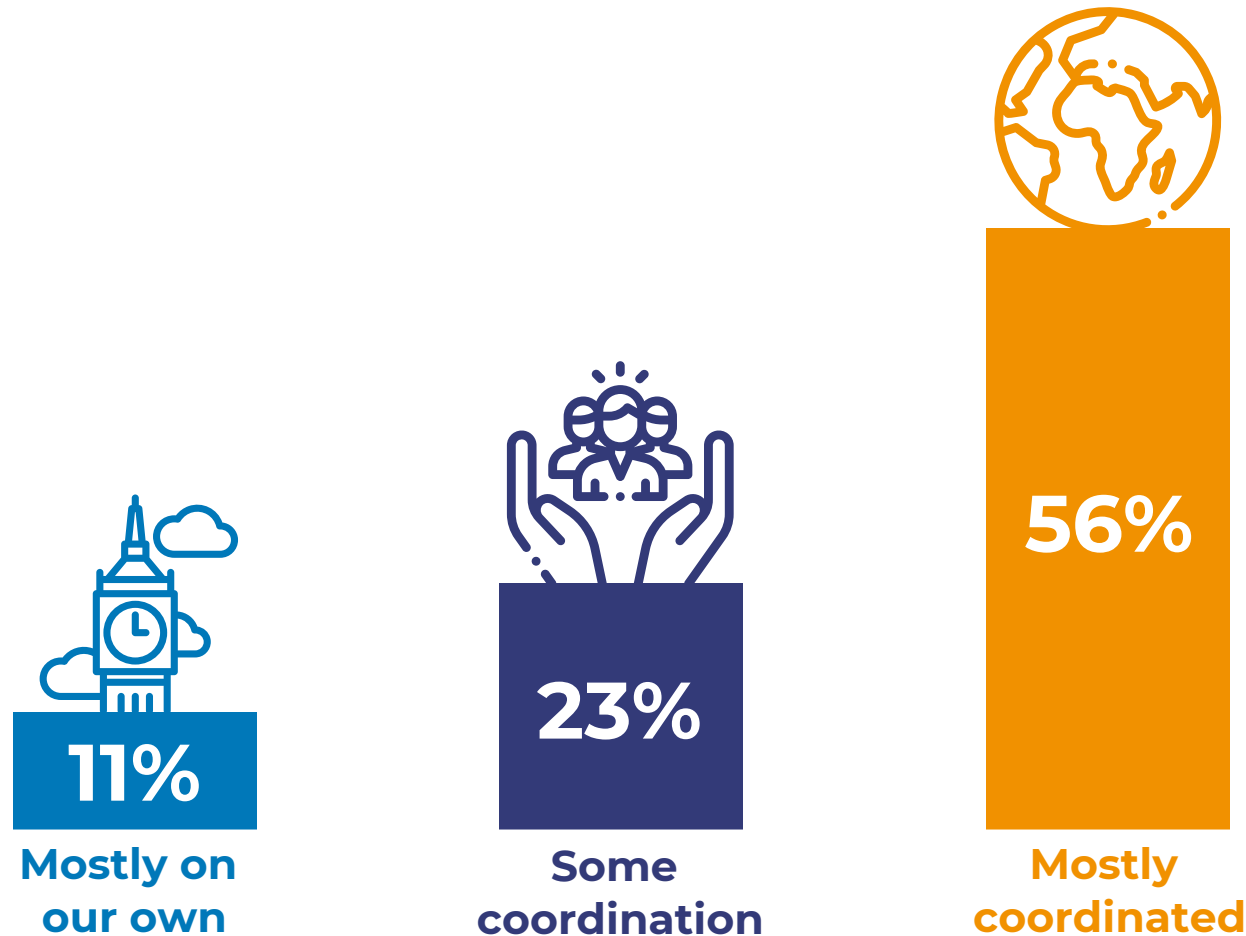
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Data are weighted to be nationally representative | Fieldwork by YouGov, 7-23 July 2020

Question: Using the 0-10 scale below, where 0 means 'Not at all connected' and 10 means 'Totally interconnected', in your view, how interconnected are people from different countries across the world?



A MAJORITY OF BRITISH RESPONDENTS FEEL SAFER WITH A COORDINATED, GLOBAL RESPONSE TO COVID-19 PANDEMIC



Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 26-27 April 2020 | n=1761
Question: Using the 0-10 scale below where 0 means 'I would feel safer if the UK handled the COVID-19/coronavirus pandemic on its own' and 10 means 'I would feel safer if the UK was part of a coordinated, global response to the COVID-19/coronavirus pandemic.'
Values recoded: 0-3: "mostly alone" 4-6 "some cooperation" 7-11 "mostly cooperation"

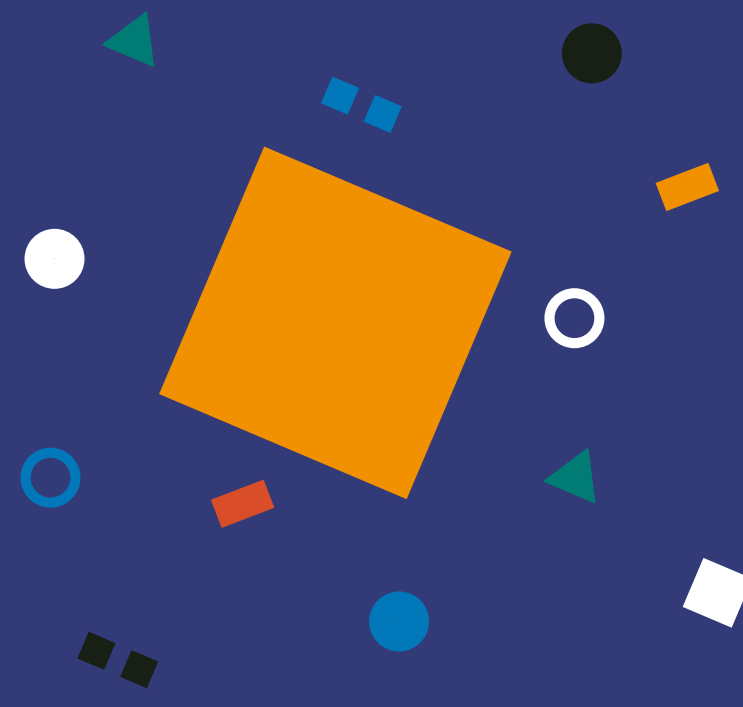


COVID-19 MESSAGE TESTING: TOP PERFORMING MESSAGES

- [Communicating in a pandemic: Messages that resonate with the British public](#)
- I want our government to work with other governments to ensure scientists have the funding they need to find the treatments and vaccines that can help end this crisis (79%)
- The only way to stop the coronavirus crisis is to test, treat and prevent future infections with a vaccine – we need to support the world's scientists to do that (76%)
- The crisis shows that investments in public health and development aid should not be viewed as a drain on resources – there is a strong need to build a social safety net for all, even within high-income countries (72%)
- We need a global response to a global problem. We're all in this together. (72%)
- It is in everyone's interest to stop the virus from spreading unchecked, destroying lives and economies, and continuing to circle around the world (71%)



2. INEQUALITY/BLM IMPACT

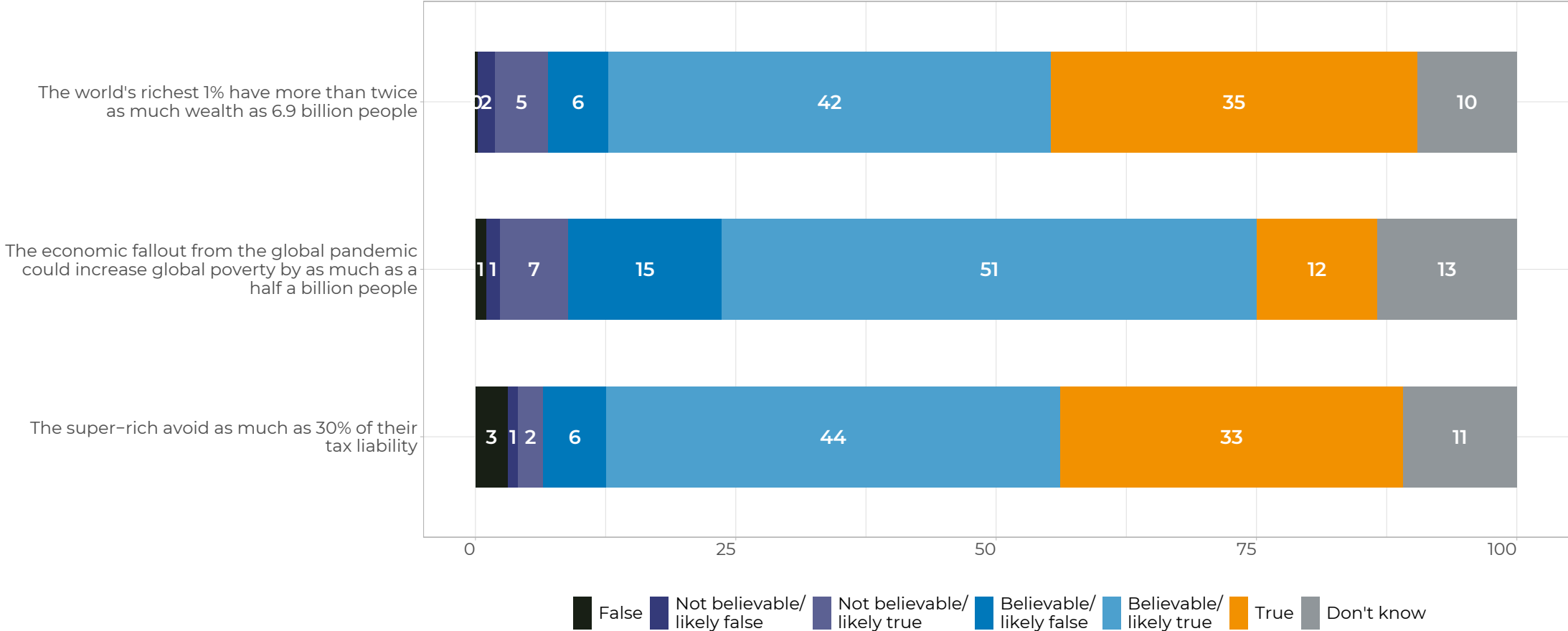


White gaze criticism, best
approaches, how do we listen
to the right people

HOW DO THE BRITISH PUBLIC THINK ABOUT INFORMATION ABOUT GLOBAL CHALLENGES AND DEVELOPMENT?

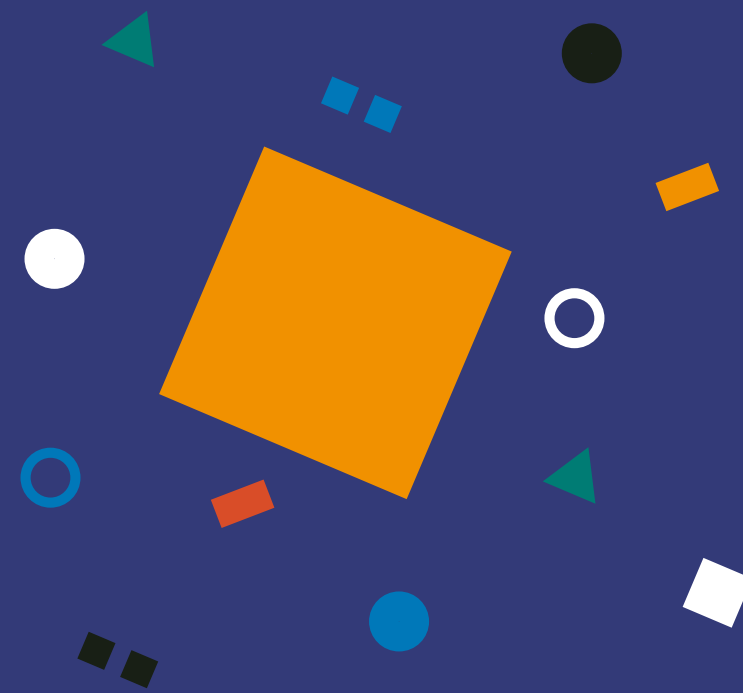
- We set up a series of messages/statements/facts/provocations and asked respondents to indicate whether they think they are:
 - True
 - Believable/likely true
 - Believable/likely false
 - Not believable/likely true
 - Not believable/likely false
 - False
- Topics: poverty, gender, inequality, climate, conspiracies
- See full table in Appendix

INEQUALITY: ARGUMENTS ABOUT ECONOMIC INEQUALITY BOTH RESONATE AND ARE BELIEVED



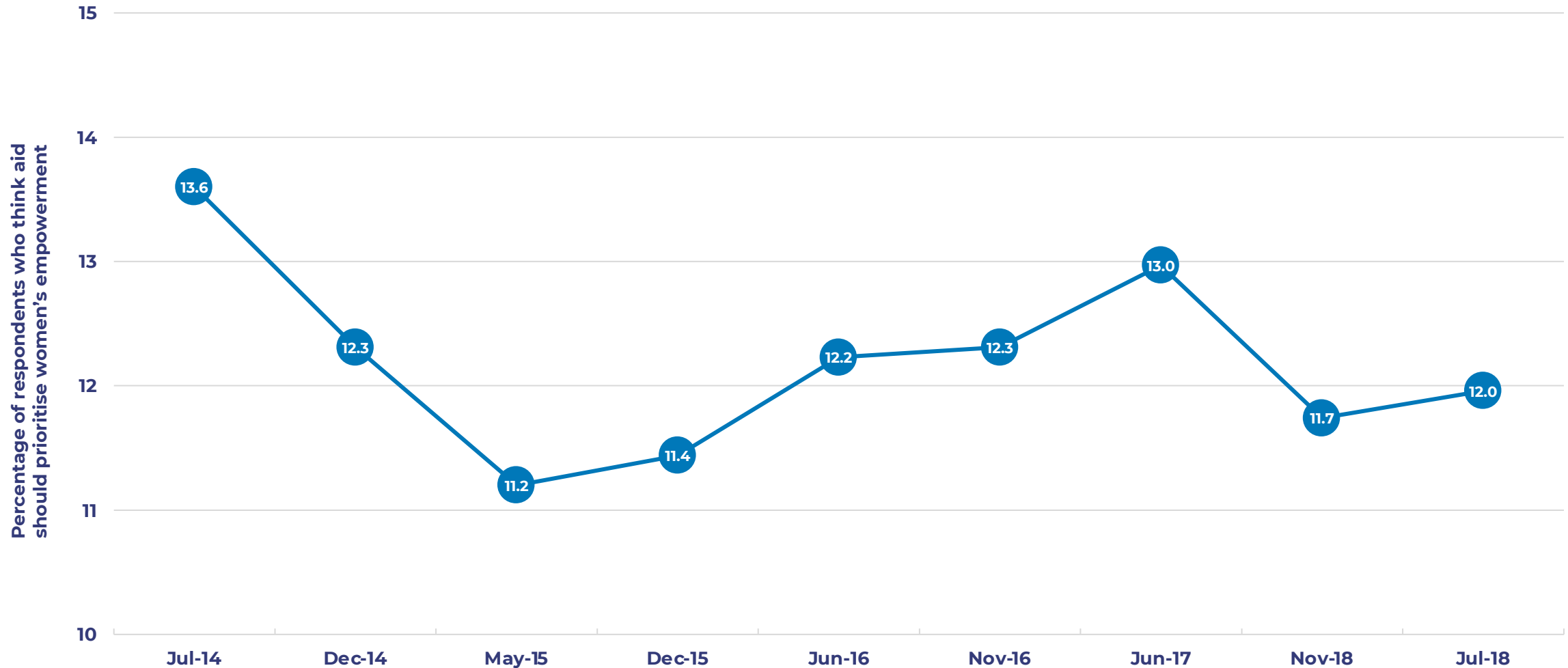
Questions on the left of the plot
 Base: GB adults | sample size n=2,009 | Data are weighted to be nationally representative | Fieldwork by YouGov, 7 Jul - 13 Jul 2020

3. GENDER INEQUALITY/COVID -MARGINALIZED



Shifts in public perception,
best approaches, how do we
listen to the right people

GB RESPONDENTS % WHO SAY GENDER EQUALITY AND WOMEN'S RIGHTS IS A TOP PRIORITY, 2014-2018

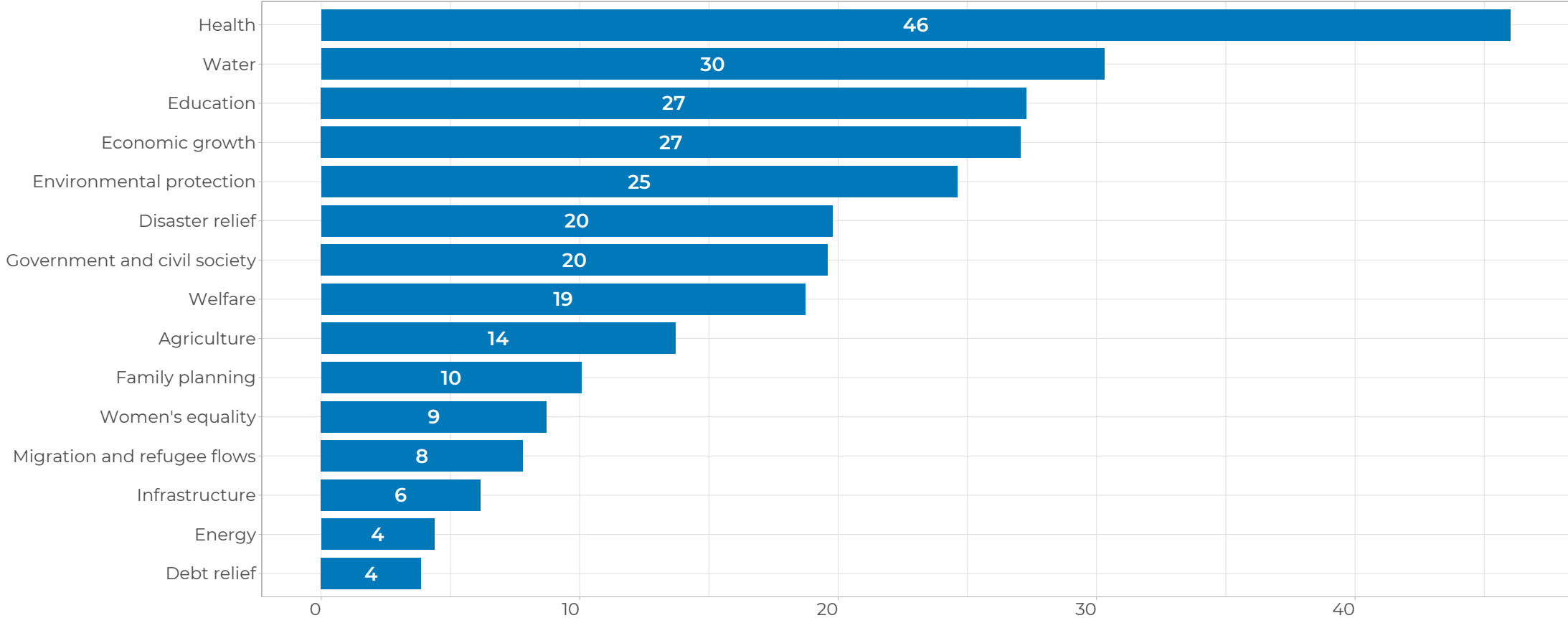


Question: Thinking again about government spending on overseas aid in poor countries, please indicate what you think are the first, second, and third most important areas for government spending on overseas aid in poor countries: women's empowerment: supporting gender equality and women's rights

Sample sizes n=±8000 per wave | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 2014-2018



2020 UK AID SPENDING PRIORITIES: HEALTH (46%), WATER (30%) & EDUCATION (27%) ARE TOP WOMEN'S EQUALITY (9%)



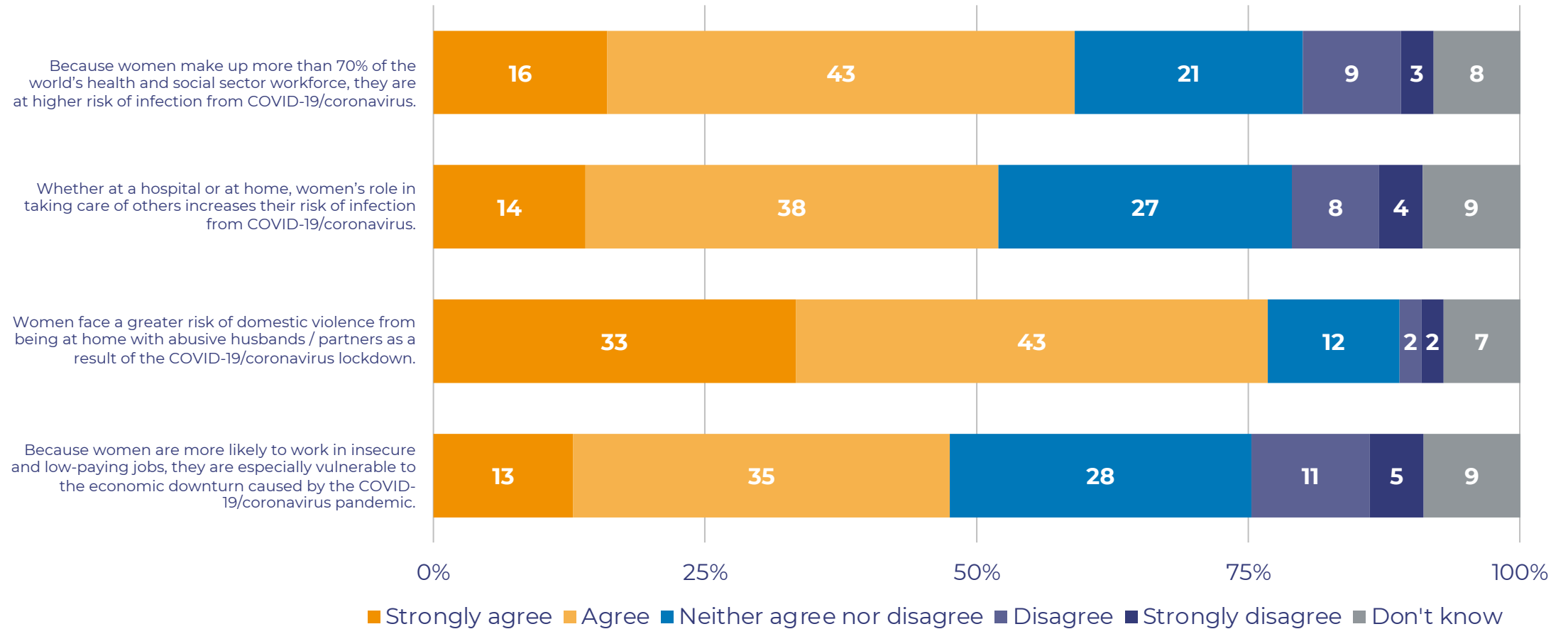
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HOW DO THE BRITISH PUBLIC THINK ABOUT INFORMATION ABOUT GLOBAL CHALLENGES AND DEVELOPMENT?

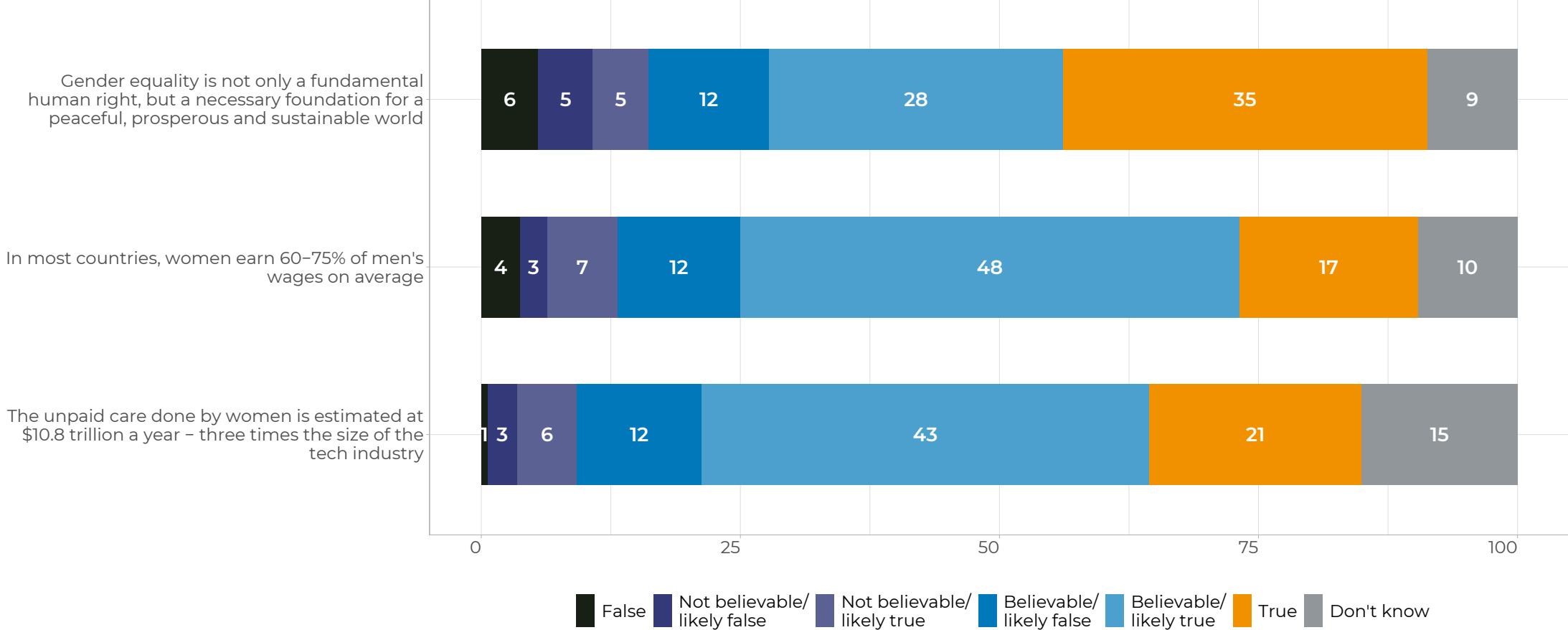
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 - False
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COVID-19 INCREASES GENDER INEQUALITY AND PUTS GREATER BURDENS ON WOMEN

INCREASES IN DOMESTIC VIOLENCE ARE MOST WORRYING FOR THE GB PUBLIC



GENDER: RESPONDENTS BELIEVE BOTH RIGHTS-BASED STATEMENTS AND FACTUAL/EMPIRICAL ONES



Questions on the left of the plot
 Base: GB adults | sample size n=2,009 | Data are weighted to be nationally representative | Fieldwork by YouGov, 7 Jul - 13 Jul 2020



*Public recognises the gendered
effects of the pandemic*



Statements about gender inequality are much more compelling to the public than big development narratives and numbers

DATA AND USE

DATA

The data for this deck come from the DEL Tracker (n=1,705). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 3-4 June 2020.

USE

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

CITATION

Hudson, J. & Hudson, D. 2020. *Public perceptions of aid in the COVID-19 era*. 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: [Efe Kurnaz](#) on [Unsplash](#)