DEVELOPMENT ENGAGEMENT LAB

world view

Exploring Irish attitudes to overseas development aid

WHAT DRIVES IRISH ATTITUDES & ENGAGEMENT?

UNDERSTANDING SUPPORT FOR OVERSEAS AID & DONATIONS

/ 16 June 2021

// Worldview Practitioners' Workshop

/// www.developmentcompass.org

@DevEngageLab

David Hudson

Jennifer Hudson

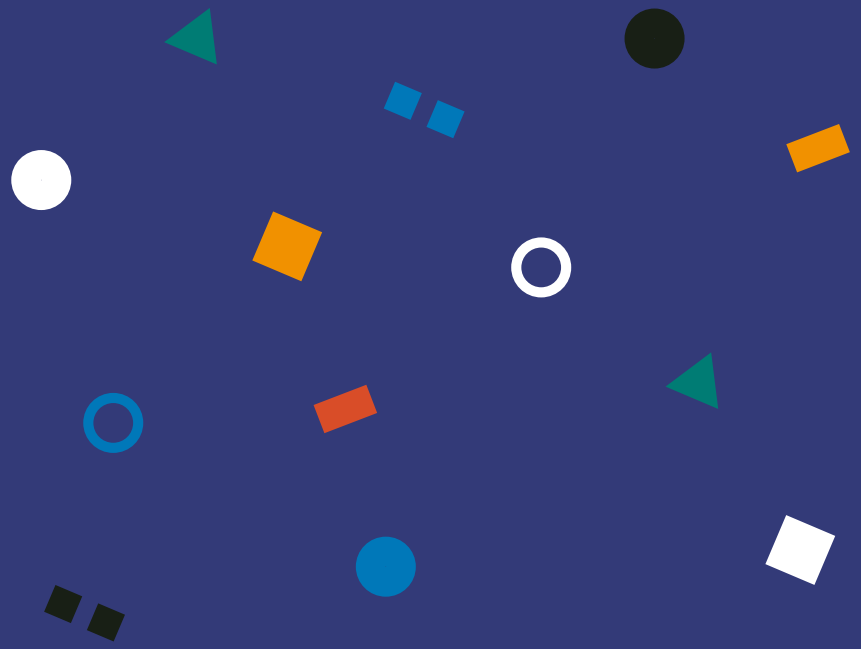
CONTENTS

- This deck presents a detailed analysis of the drivers of two key outcomes of interest from the Dochas Worldview survey of public attitudes in Ireland
  1. Support for overseas aid
  2. Donations
- Fieldwork was conducted by B&A in January 2021 (base sample N = 3,008)
- Analyses are conducted by Worldview Strategic Advisors, Professor Jennifer Hudson (UCL) and Professor David Hudson (Birmingham)

WHAT DRIVES SUPPORT FOR OVERSEAS AID?

- Please click on the Mentimeter link in the chat
- Enter up to 3 factors you personally think drives support for overseas aid in Ireland
- https://www.menti.com/svza57tmj6
- Use code: **9055 0830**

SUPPORT FOR OVERSEAS AID



Which drivers increase and decrease support for overseas aid?

TWO WAYS TO MEASURE AID SUPPORT: ODA IMPORTANCE

Do you feel it is very important, fairly important, not very important or not at all important that the Irish Government provides overseas aid to help people in developing countries?

- Very important
- Fairly important
- Not very important
- Not at all important
- Don’t know

TWO WAYS TO MEASURE AID SUPPORT: (INFORMED) ODA SPENDING

Of its total budget of nearly €89.6 billion, the Irish Government currently allocates 0.32% or €868 million to overseas aid to developing countries. Do you think that the Irish Government should increase or decrease the amount of money that it spends on overseas aid to developing countries?

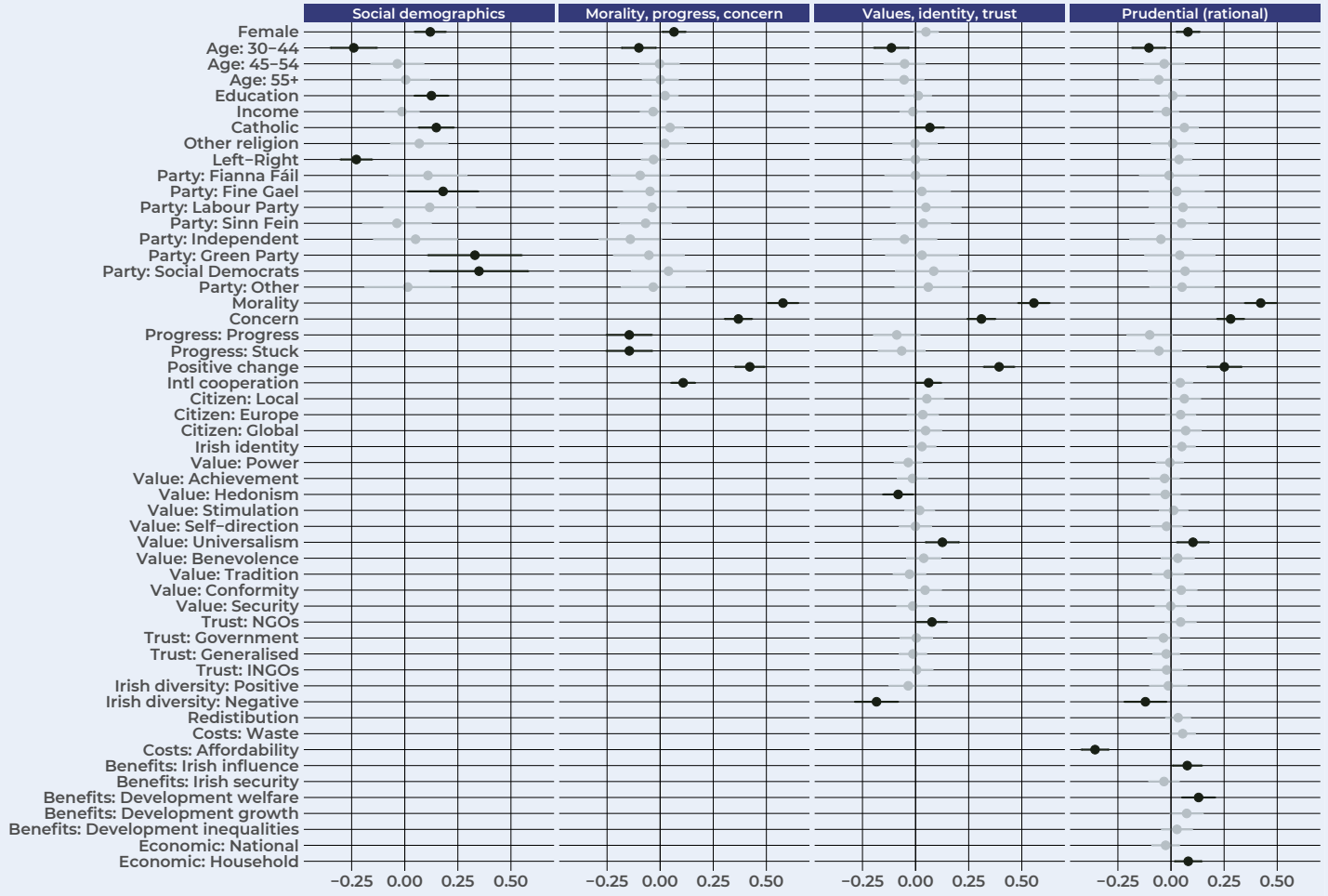
- Increase a great deal
- Increase somewhat
- Stay the same
- Decrease somewhat
- Decrease a great deal
- Don’t know

DRIVERS OF SUPPORT FOR OVERSEAS AID

Social demographics	Morality, progress & concern	Values, identity & trust	Prudential (rational)
• Gender (female) • Age • Education • Income • Religion • Ideology (left-right) • Vote preference	• Moral obligation • Concern for poverty in poor countries • Progress • Positive change • Cooperation	• (Inter)national identity • Irish identity • Schwartz values • Generalised trust • Trust in development organisations • Trust in Irish Government • Trust in multilateral organisations • Multicultural Ireland	• Support for redistribution • Costs • Benefits • Country economic outlook • Household economic outlook

©2021 | DEVELOPMENT ENGAGEMENT LAB

DRIVERS: ODA IMPORTANCE



Fieldwork by B&A | January 2021 | n=3,008 | Nationally representative of the adult Irish population

With the exception of gender, there are very few demographic drivers of ODA importance. This is similar to other research that shows that demographics are not strong predictors of support.

The biggest driver of ODA importance is **moral obligation** followed by **concern for poverty** in poor countries. Morality has been the most consistent driver seen in the US, UK, France and Germany.

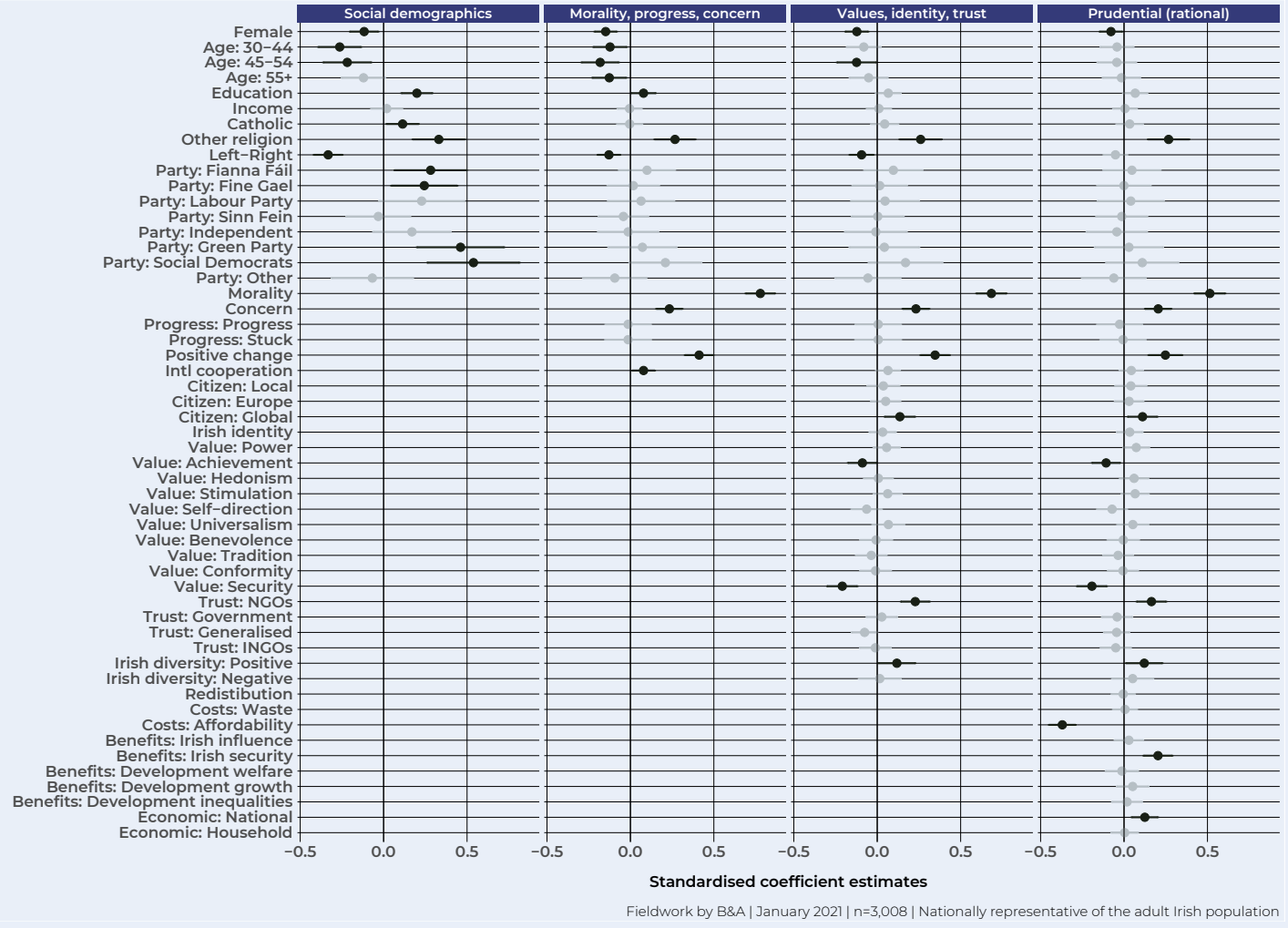
Efficacy or the belief that aid can bring about **positive change** also drives support.

Irish identity doesn't correlate with support but those who see themselves as **global citizens** are more likely to say ODA is important.

The **benefits** of ODA (welfare and Irish influence) drive support but **affordability** (Ireland can't afford aid) drives down support.

©2021 | **DEVELOPMENT** ENGAGEMENT LAB

DRIVERS: (INFORMED) ODA SPENDING



Fieldwork by B&A | January 2021 | n=3,008 | Nationally representative of the adult Irish population

Women are less likely to support increased ODA spending. We find that respondents from other religions are more likely to support ODA spending, but we find no evidence of support among Catholics.

Like importance, the biggest driver of ODA spending is **moral**. Morality has been the most consistent driver seen in the US, UK, France and Germany.

Efficacy or the belief that aid can bring about **positive change** also drives support.

Irish identity doesn't correlate with support but those who see themselves as **global citizens** are more likely to say ODA is important.

The **benefits** of ODA (security) drive support but **affordability** (Ireland can't afford) drives down support.

©2021 | **DEVELOPMENT** ENGAGEMENT LAB

SUMMARY OF KEY DRIVERS: ODA SPEND & IMPORTANCE

Similarities

Morality
Concern for poverty
Positive change
Global citizen identity
Affordability

Differences

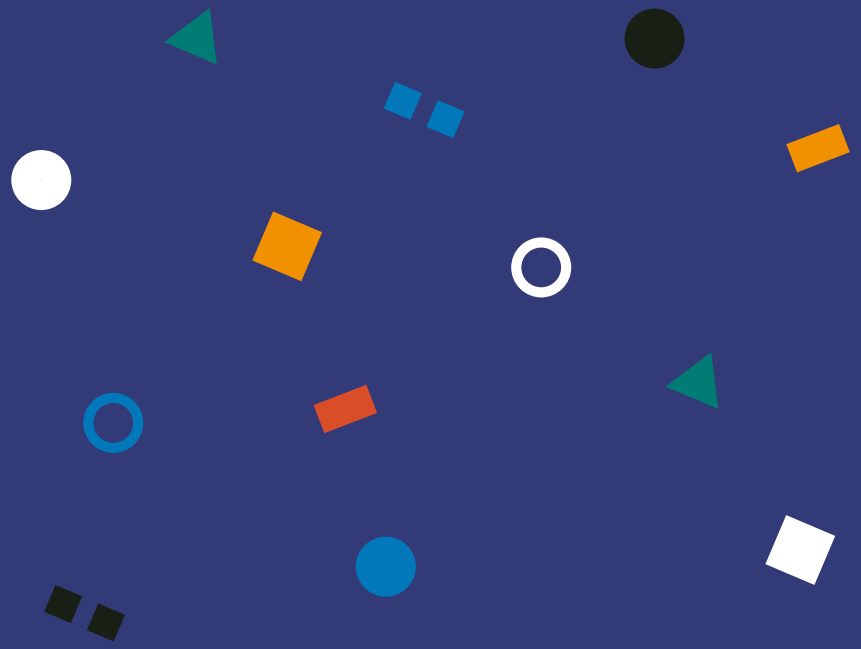
Gender (+ important; - spend)
Economic outlook (household judgements matter for important model; national economy matters for ODA spend model)
Irish diversity
Values (universalism + important; achievement and security – spend)
Benefits (Irish influence & welfare + important; security + spend)

©2021 | DEVELOPMENT ENGAGEMENT LAB

WHICH MODEL DO WE USE?

- How we frame the question matters for support
- Some challenges in talking about aid volume (800 million is a lot to anyone …) and people are sensitive to budget questions (instinct is to cut)
- But the drivers are different at the margins and in meaningful ways

DONATIONS



Which factors drive respondents to donate to development organisations?

UNDERSTANDING DONORS:
WHO GIVES TO DEVELOPMENT ORGANISATIONS?

Thinking about global poverty and development, which of the following have you done, if any, if the past 12 month?

Donated money to an international development organisation - sometimes known as overseas charities - working on the issue

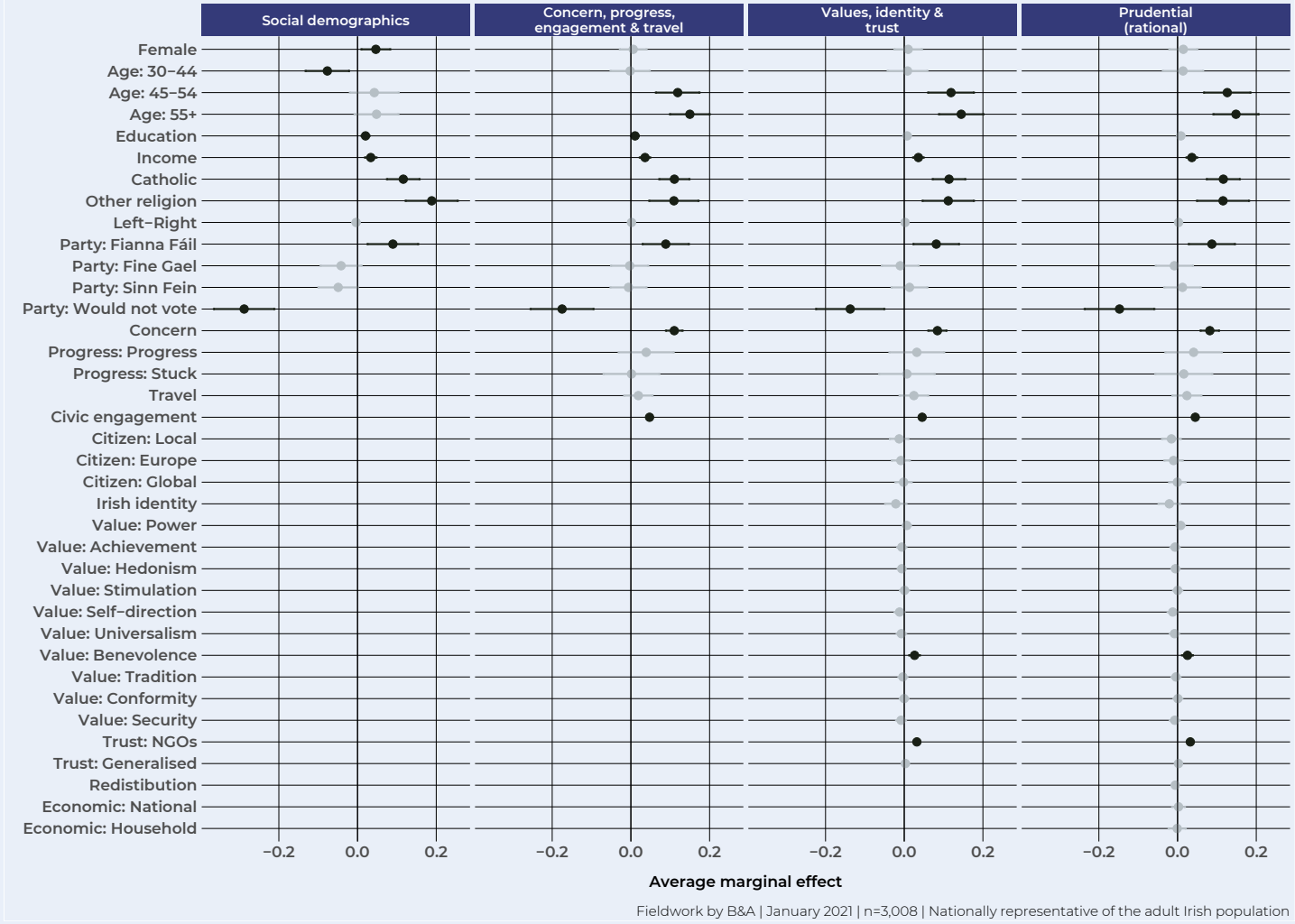
- Have done
- Have not done

DRIVERS SUPPORT FOR DONATION

Social demographics	Concern, progress, engagement & travel	Values, identity & trust	Prudential (rational)
• Ideology (left-right) • Vote preference • Gender (female) • Age • Education • Income • Religion	• Concern for poverty in poor countries • Progress • Overseas travel • Engagement	• (Inter)national identity • Irish identity • Schwartz values • Generalised trust • Trust in development organisations	• Support for redistribution • Country economic outlook • Household economic outlook

©2021 | **DEVELOPMENT** ENGAGEMENT LAB

DRIVERS: DONATIONS TO DEVELOPMENT ORGS



Older respondents (45+) are more likely to donate compared to 18-29s, as are those with **higher incomes**, who identify as **Catholic** or with **another religion**. **Fianna Fáil** supporters are more likely to donate.

Civic engagement also drives donations: respondents who are involved in adjacent issues are more likely to donate to development organisations.

Concern for poverty in poor countries and **trust in NGOs** are also positive drivers.

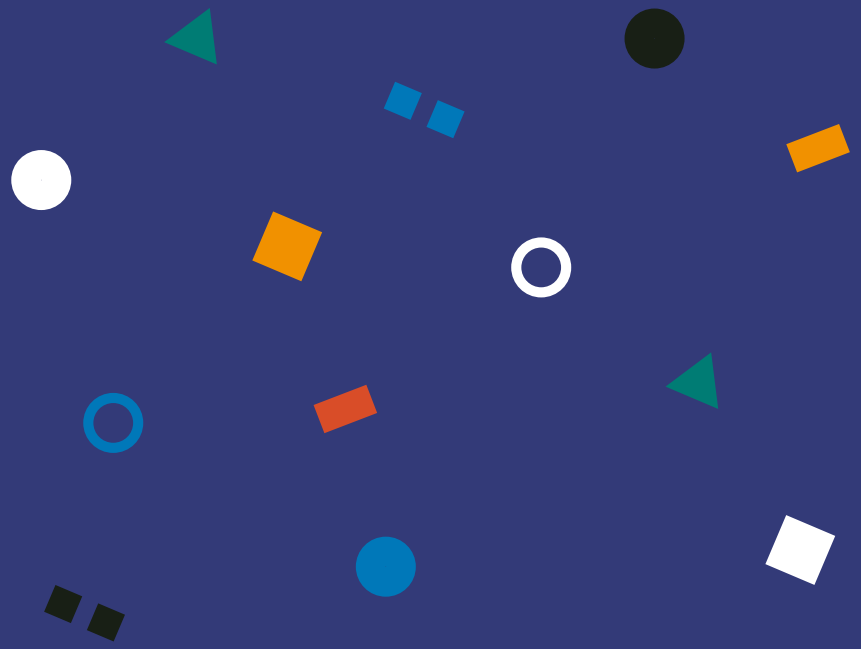
Of all the values, only **benevolence** is a predictor of donations.

©2021 | DEVELOPMENT ENGAGEMENT LAB

FOCUS ON THE POSITIVES

- Engagement: civically minded / active in other areas are a potential audience for development
- Emphasize values, especially benevolence
- Drive up concern for poverty in poor countries
- Organisational integrity matters: build trust in development NGOs
- Know your audience: donations are more likely from those 45+ and those with higher incomes
- Religious belief/practice matters for giving

KEY INSIGHTS



KEY INSIGHTS

Social demographics are not useful ways to understand support for aid or target organisations' activities

Irish identity doesn't drive support but **global citizenship does**; incorporate a wider sense of citizenship in messaging

Perceptions that **aid is wasted** or not getting to intended recipients drives down support; counter waste stories wherever possible

Morality and perceptions of **progress** are key drivers and then work for all groups; use 'softly' and consistently

Action begets action: people active on other issues are a warm audience & are likely to donate

Trust matters: keep in mind that organisational reputation & probity are important for donors and support for aid

©2021 | **DEVELOPMENT** ENGAGEMENT LAB

QUESTIONS

DISCUSSION

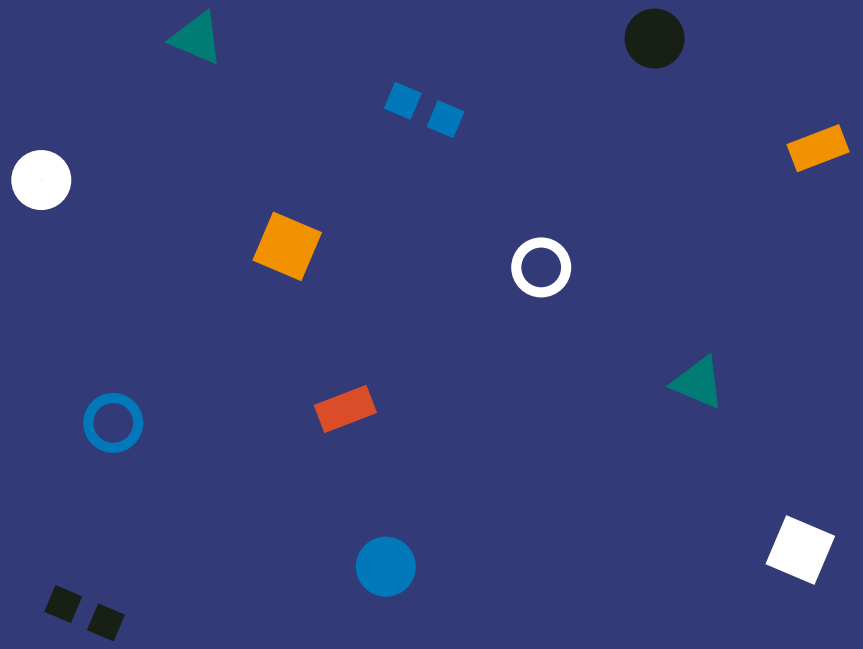
1. How does these findings confirm or challenge our prior views on drivers?

2. What impact does this have for our comms strategy?

3. How do we move the dial – i.e. change attitudes – on key drivers?

- Moral obligation
- Concern for poverty
- Overseas aid can bring positive change

APPENDIX



ANALYSIS

- The analyses presented here are regression models estimating the impact of a single driver, controlling for the effect of all others.
- The cross-sectional nature of the data means that the observed relationships are correlational, rather than causal. We infer causal or antecedent relationships between the drivers and the outcomes, but these will need to be confirmed in the Wave 2 analyses.

DATA AND USE

DATA

The data for this deck come from the Dochas Worldview survey of the Irish public (base sample N = 3,008). Data are weighted to be nationally representative. Fieldwork conducted by B&A January 2021.

USE

The analysis presented here can be shared with permission from Dochas and the authors with the appropriate citation.

CITATION

Hudson, D. & Hudson, J. 2021. *What drives Irish attitudes & engagement? Understanding support for overseas aid & donations*. London: Development Engagement Lab.

DEVELOPMENT ENGAGEMENT LAB (DEL)

DEL is a research organisation examining public attitudes and engagement with sustainable development. Formerly known as the Aid Attitudes Tracker, DEL deploys three survey instruments: the Tracker, the Sandbox and the Panel.

DEL conducts research in France, Germany, Great Britain and the United States. You can follow us on Twitter @DevEngageLab or on developmentcompass.org or contact us at del@ucl.ac.uk

BILL & MELINDA GATES foundation

UCL

UNIVERSITY OF BIRMINGHAM

DEL is funded by the Bill & Melinda Gates Foundation and based at University College London and the University of Birmingham.

Media Trust United Kingdom
United States Germany

Who do the public trust for COVID info? Hint: Not social media or politicians

More people are turning to social media to catch up on COVID news, despite growing distrust of these platforms.

1 of 5

©2021 | DEVELOPMENT ENGAGEMENT LAB

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.

Cover photo: XXX