



world
view

Exploring Irish
attitudes to overseas
development aid

WHAT DRIVES IRISH ATTITUDES & ENGAGEMENT?

UNDERSTANDING SUPPORT FOR OVERSEAS AID & DONATIONS

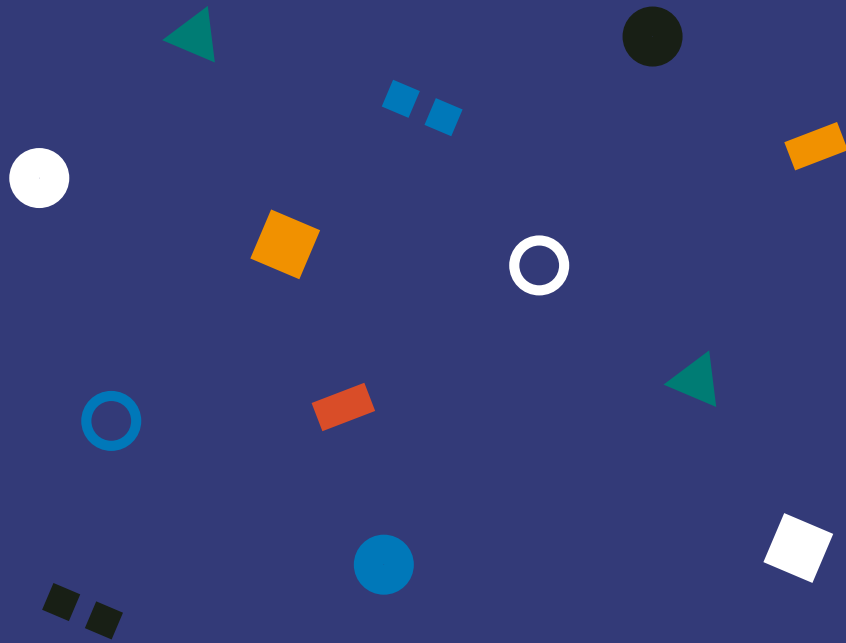
/ 19 October 2021
// Worldview Final Analysis
/// www.developmentcompass.org
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CONTENTS

- 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)

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

- Gender (female)
- Age
- Education
- Income
- Religion
- Ideology (left-right)
- Vote preference

Morality, progress & concern

- Moral obligation
- Concern for poverty in poor countries
- Progress
- Positive change
- Cooperation

Values, identity & trust

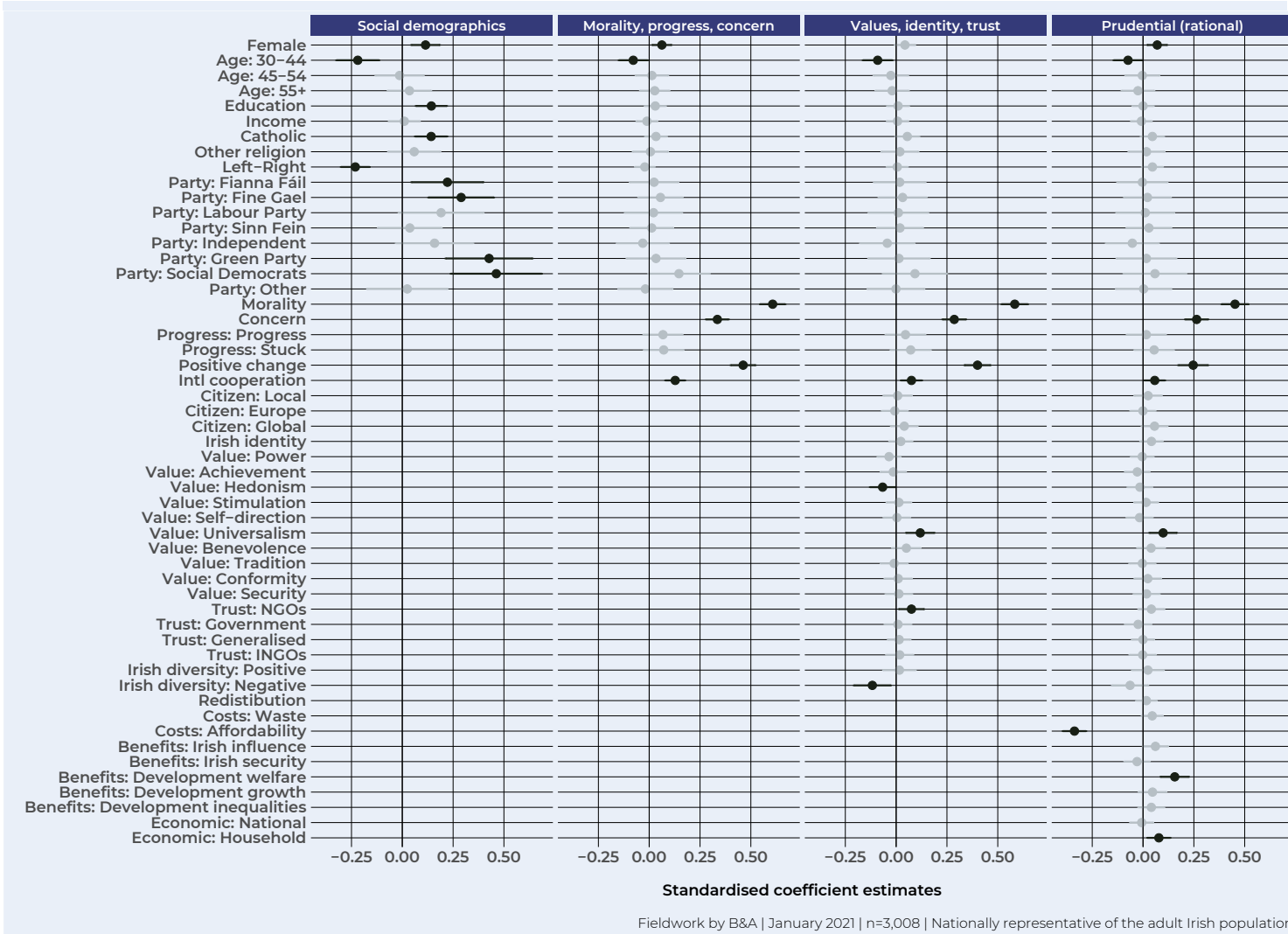
- (Inter)national identity
- Irish identity
- Schwartz values
- Generalised trust
- Trust in development organisations
- Trust in Irish Government
- Trust in multilateral organisations
- Multicultural Ireland

Prudential (rational)

- Support for redistribution
- Costs
- Benefits
- Country economic outlook
- Household economic outlook



DRIVERS: ODA IMPORTANCE



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.

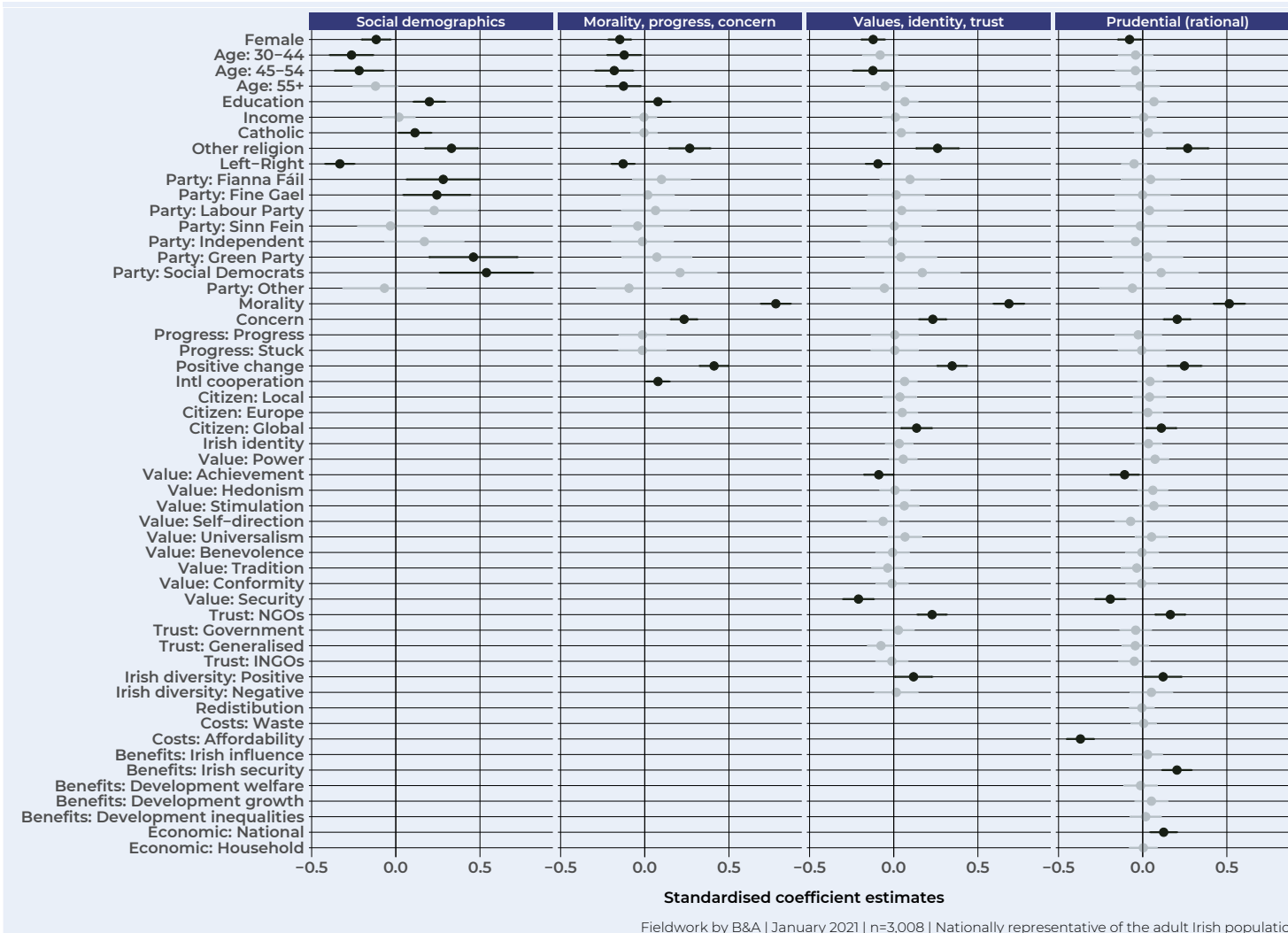
The biggest driver of ODA importance is **moral obligation** followed by **concern for poverty** in poor countries. Morality has been the most consistent driver seen in the US, UK, France and Germany.

Efficacy or the belief that aid can bring about **positive change** and **belief in importance of international cooperation** also drive 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.

DRIVERS: (INFORMED) ODA SPENDING



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.

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 and international cooperation 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)



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



IMPORTANCE AND SUPPORT

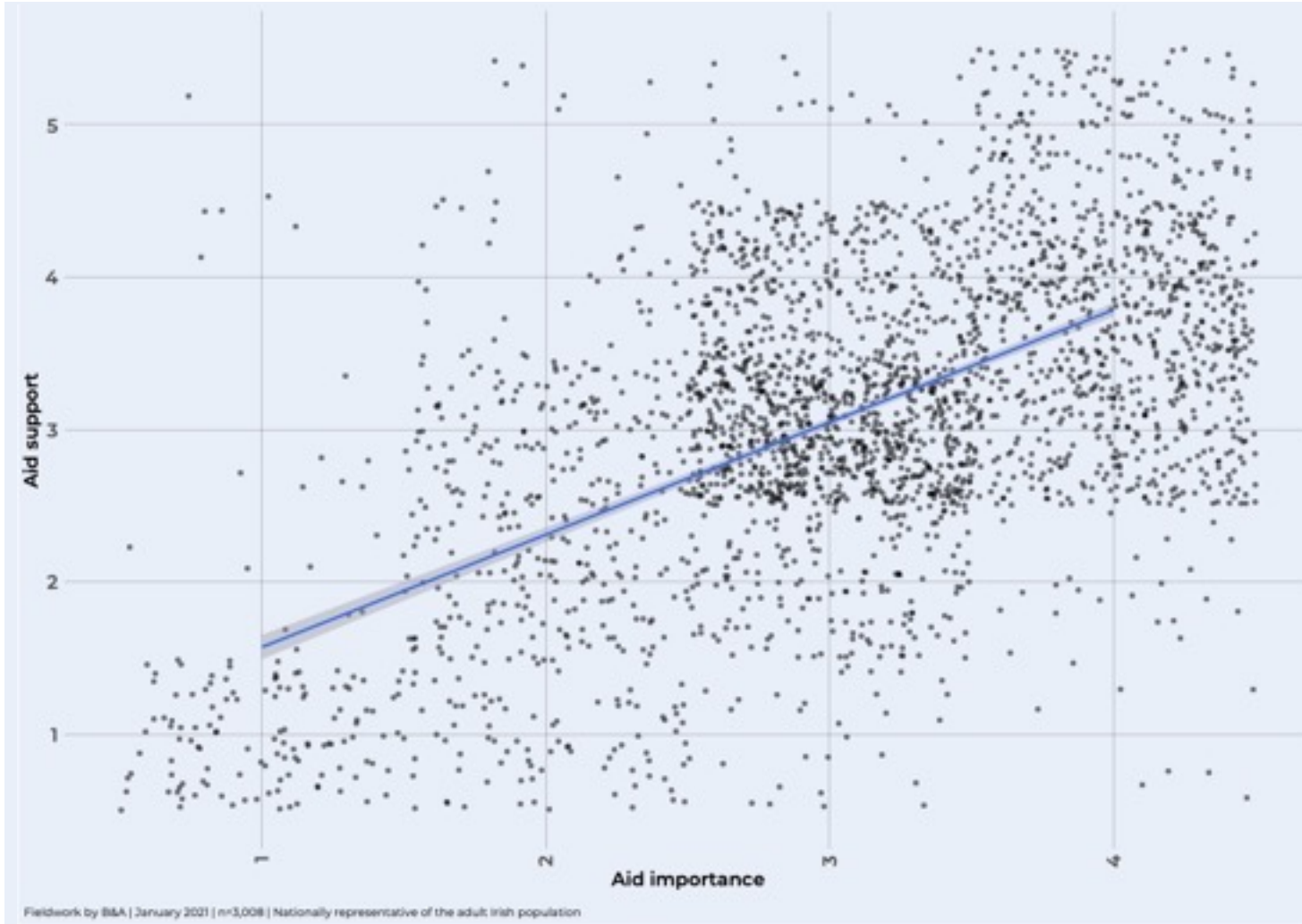


In this section we explore the relationship between the two key outcome variables: importance of aid and aid expenditure

WHAT IS THE RELATIONSHIP BETWEEN THE TWO MEASURES OF SUPPORT FOR AID

- Following the workshop, we investigated the relationship between our two key measures of support and whether they tell us something different about respondents' underlying support for aid
 1. Whether respondents want to increase, keep the same or decrease current aid expenditure
 2. Whether respondents think it is important that the Irish Government provides overseas aid to help people in developing countries (see full questions in slide notes)
- In the analysis on slides 14-17, we show that the two measures are highly correlated – across the whole sample – and for each of the segments. This suggests that although the questions are different in how they ask about aid support, they are effectively tapping respondents' underlying attitude towards the provision of aid by the Irish Government.

THE RELATIONSHIP BETWEEN ODA IMPORTANCE & SUPPORT FOR SPENDING LEVELS



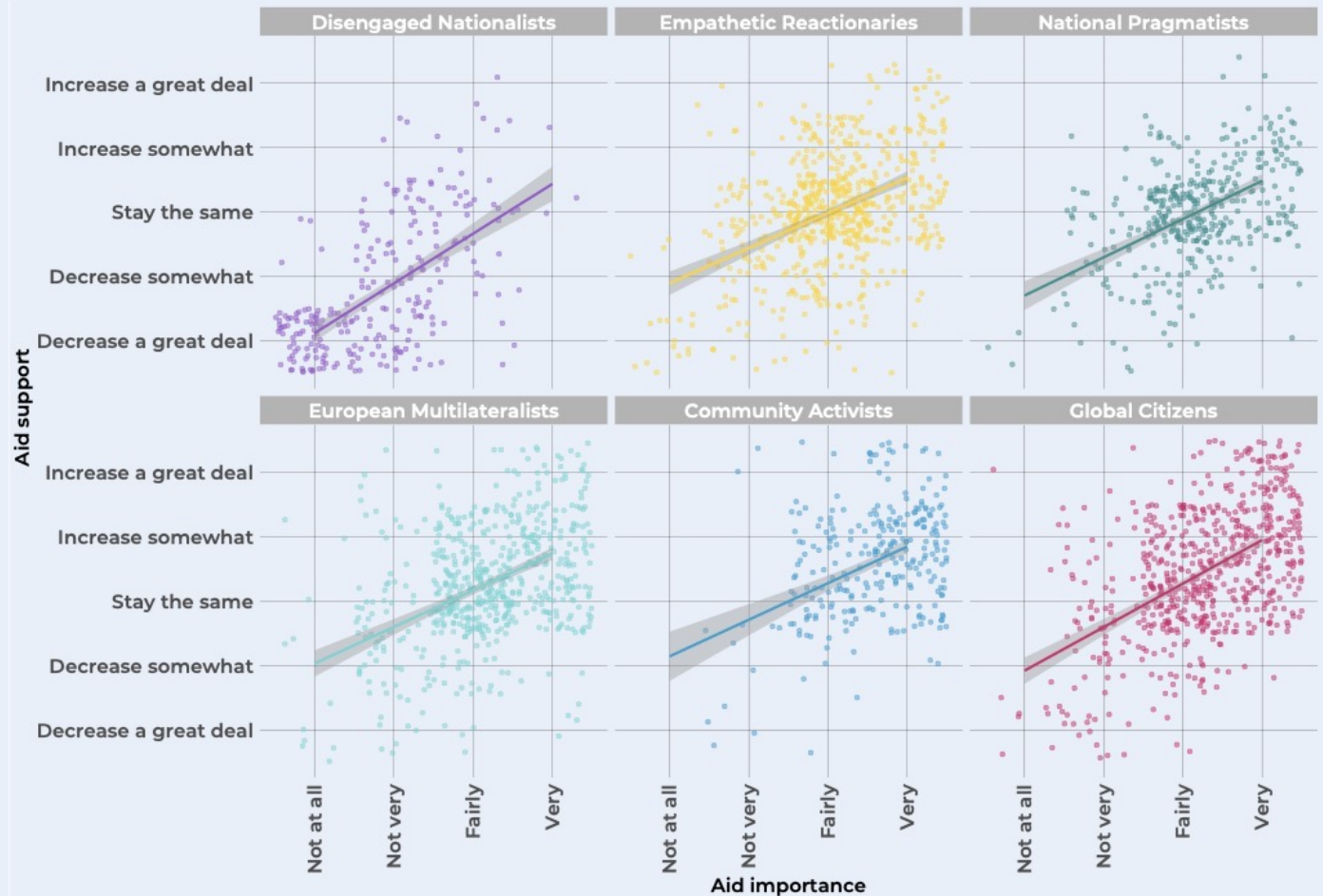
.73

The two measures are strongly and positively correlated

- There is a significant positive correlation between aid importance and aid support of 0.73. This means that as respondents move up the scale of the importance of giving aid, they also move up the scale of support for aid expenditure (moving from decreasing, to keeping the same, to increasing aid spending).
- This tells us that if you think giving aid is important, you are also very likely to want to increase aid spending (and vice versa).



ODA IMPORTANCE & SUPPORT BY SEGMENT



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



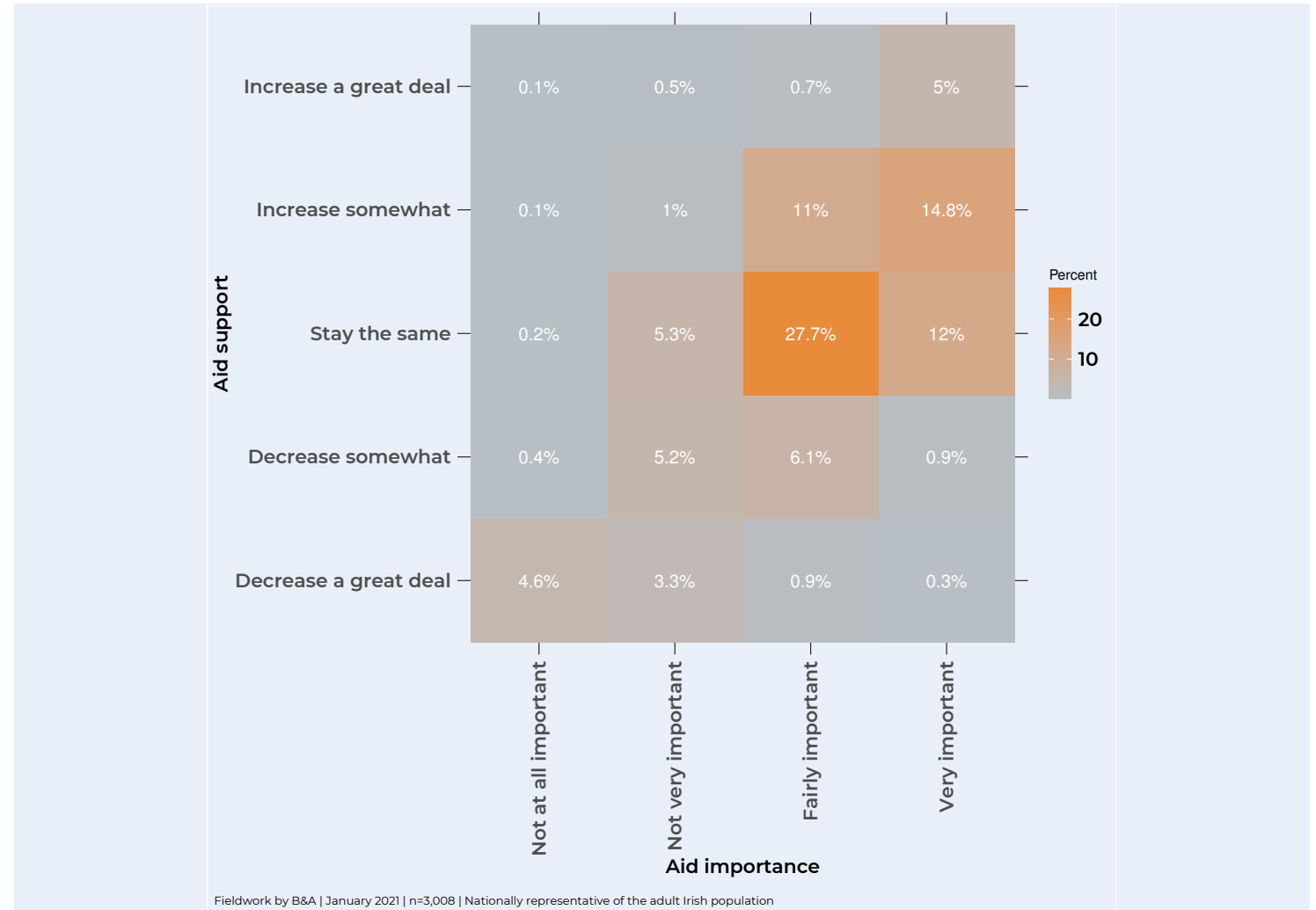
The correlation between the aid support measures exists for all audience segment groups

- This relationship holds across all segments, but the average response tends to be higher – more strongly correlated – among the more engaged segments as shown by the clustering of responses moving from bottom left to top right as we move through the panels.



HEAT MAP: ODA IMPORTANCE & SUPPORT FOR SPENDING LEVELS

- Using the same data, just visualising it differently,, the heat map shows the percentage of respondents that selected the 20 different possible response option combinations.
- The heat map shows the percentage of respondents that fall into each cell given their responses on each of the questions.
- The most frequent response with 28% of respondents is to select 'Stay the same' and 'Fairly important'.
- The orange cells going from bottom left to upper right show the positive relationship.



HEAT MAPS: ODA IMPORTANCE & SUPPORT FOR SPENDING LEVELS BY SEGMENTATION

- The segmented heat map confirms that the location of gravity moves from bottom left towards the upper right corner as you move through the segments.
 - However, looking at Dochas's audience segments, we see that on average, the correlation holds, but the **Disengaged Nationalists** look very different from all other groups, with 35% of respondents saying they want to decrease and that it is not at all important to give aid.
- The **Community Activists** have the strongest relationship, but note that the relationship between the two measures among **Global Citizens** is a bit more diffuse.



MOTIVATIONS



Which motivations are more and less importance in explaining the importance of and support for aid?

WHAT OTHER MOTIVATIONS DRIVE SUPPORT?

- The previous analysis (slides 8-10) showed that general concern for poverty in poor countries and a sense of moral obligation to help drives support for aid.
- In this analysis, we draw on another set of motivations for helping poor people in developing countries (see following slide for question wording and options).
- We start with a basic model with the new motivations and then add in key groups of drivers from the previous models (slides 7-9).

MOTIVATIONS QUESTION WORDING

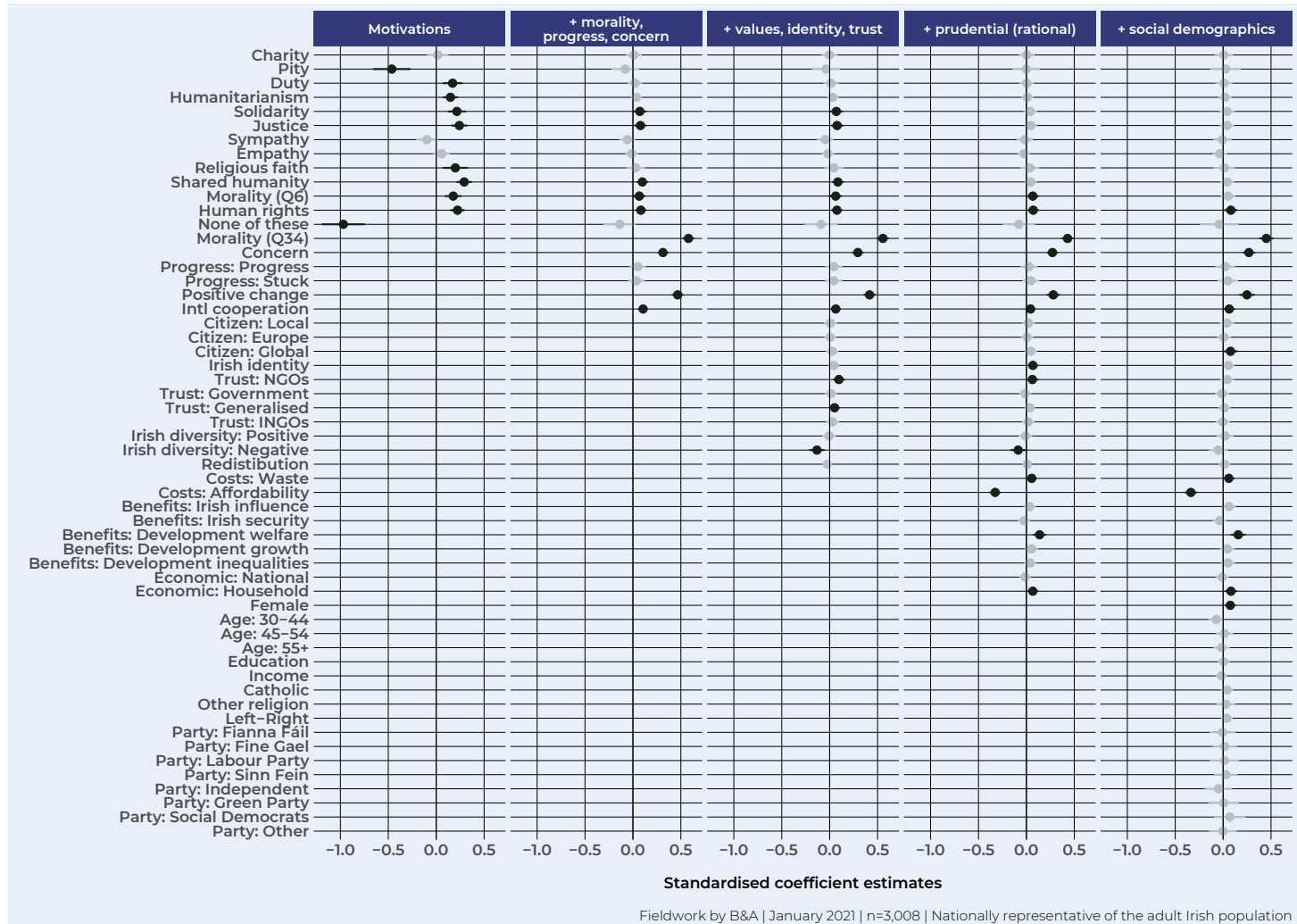
- Q34 Please select up to three words from the list below that best align with your own view of why we should help those in developing countries worse off than ourselves.
- I feel we should help those worse off than ourselves in developing countries due to a sense of

- Charity
- Pity
- Duty
- Humanitarianism
- Solidarity
- Justice
- Sympathy
- Empathy
- Religious faith
- Shared humanity
- Morality
- Human rights
- None of these

MOTIVATIONS: KEY FINDINGS

- Two different motivations emerge from the models:
- Importance
 - Only **human rights** remains a consistent driver across all model specifications; that is, once we control for other explanations, belief in universal human rights is a statistically significant predictor
- Aid spending levels
 - Only **religious faith** remains a consistent driver across all model specifications; that is, once we control for other explanations, belief in one's religious faith is a statistically significant predictor
- However, both **concern for poverty in poor countries** and a sense of **moral obligation**, which were key drivers in our first analysis, remain significant positive drivers of support even after the inclusion of the additional motivations

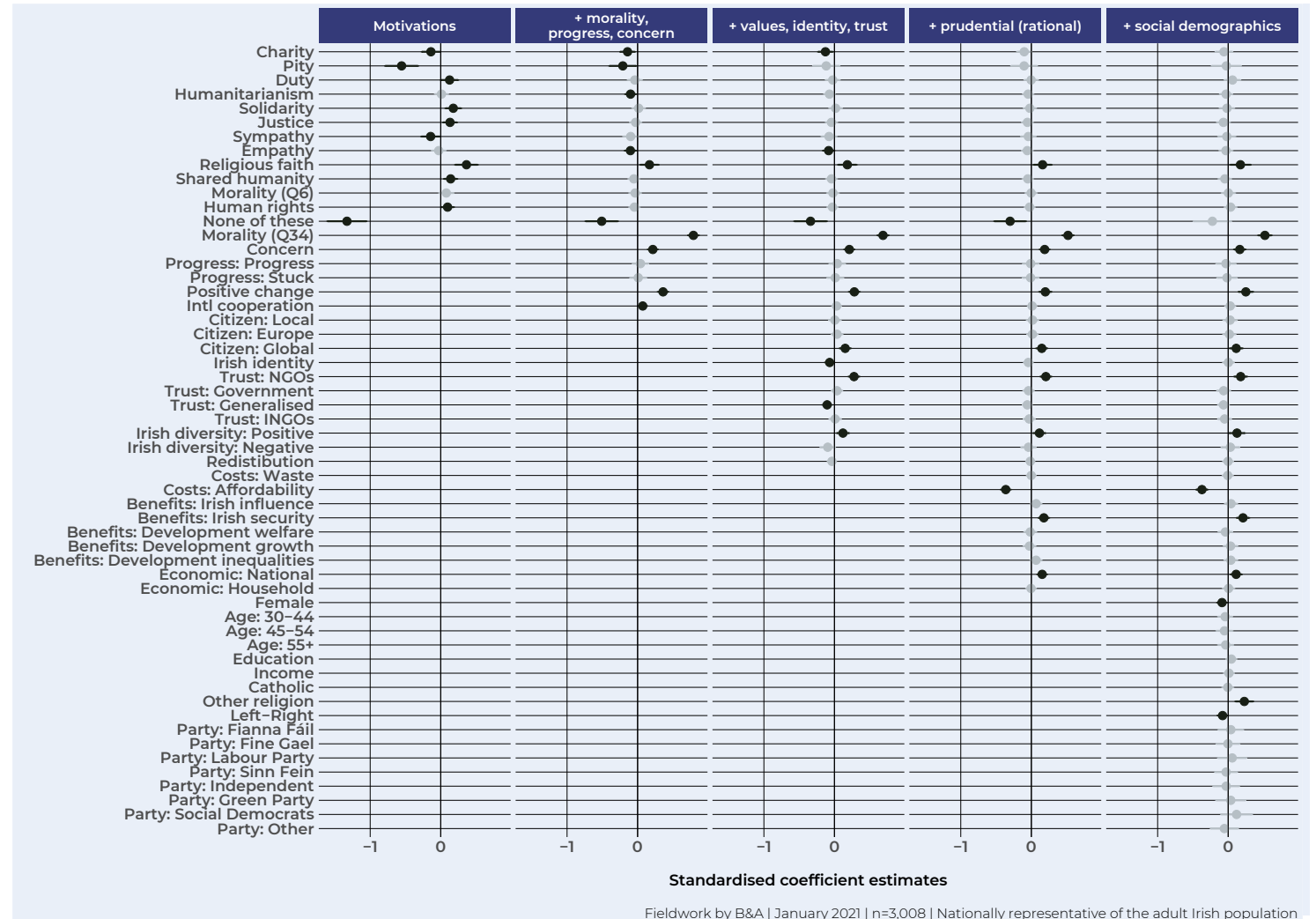
MOTIVATIONS – IMPORTANCE OF IRISH GOVT GIVING AID



- **Extended motivations analysis**
- Duty, humanitarianism, solidarity, justice, religious faith, shared humanity, morality, human rights have a positive effect.
- But **human rights** is the only driver robust across all model specifications.
- **Pity** and **None of these** are negatively correlated with importance of aid; but they not robust across model specifications.
- **Positive drivers:** morality, concern, human rights, positive change, believing in international cooperation, seeing oneself as a global citizen, development welfare, better household prospects and being female.
- **Negative drivers:** Costs-affordability

MOTIVATIONS – SUPPORT FOR AID SPENDING

- **Extended motivations analysis**
- **Religious faith** is the only new motivation that is positive and significant across all models.
- **Morality** and **concern** remain positive and significant across all models.
- **Positive drivers:** Morality, concern, positive change, global citizen identity, trust in NGOs, positive view of Irish diversity, aid promoting Irish security, better national economy, and other religion all have a positive effect.
 - **Negative drivers:** Costs - affordability, female, and bring more right wing have a negative effect.

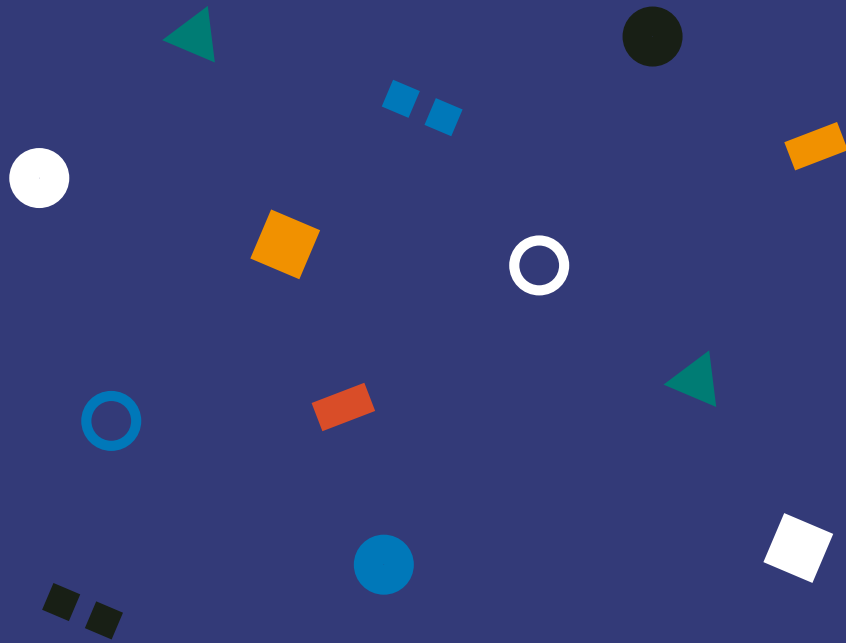


AUDIENCE INSIGHTS

- A general concern for poverty in poor countries and moral obligation are the most consistent and positive drivers of support. Look to build concern and speak to people's inherent sense of 'doing good or helping where we can'
- The Irish public are worried about the affordability of aid. Organisations should not focus on aid volumes, but value for money, impact of aid, and it being the right thing to do.



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, in the past 12 months?

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

- Ideology (left-right)
- Vote preference
- Gender (female)
- Age
- Education
- Income
- Religion

Concern, progress, engagement & travel

- Concern for poverty in poor countries
- Progress
- Overseas travel
- Engagement

Values, identity & trust

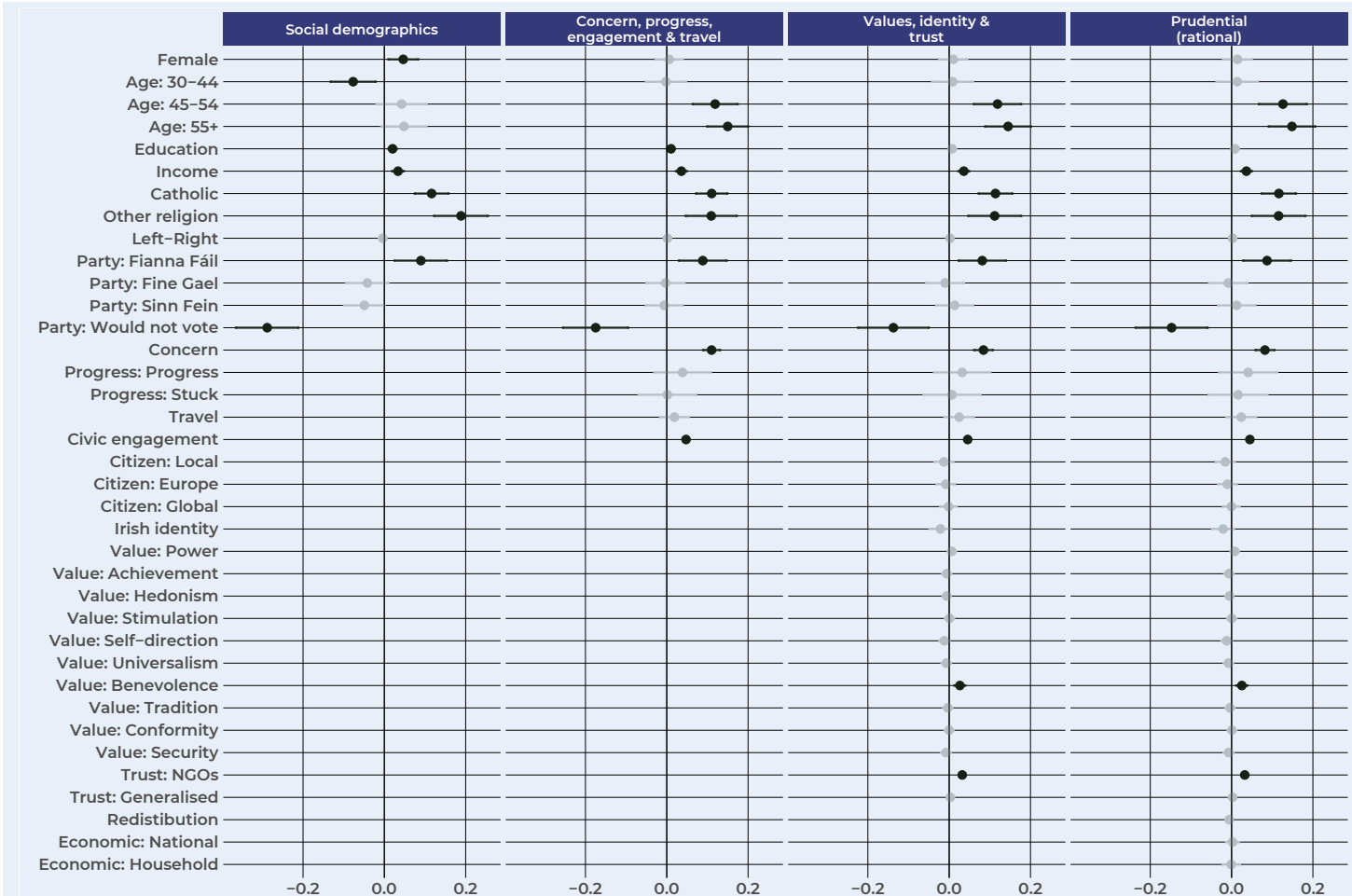
- (Inter)national identity
- Irish identity
- Schwartz values
- Generalised trust
- Trust in development organisations

Prudential (rational)

- Support for redistribution
- Country economic outlook
- Household economic outlook



DRIVERS: DONATIONS TO DEVELOPMENT ORGS



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



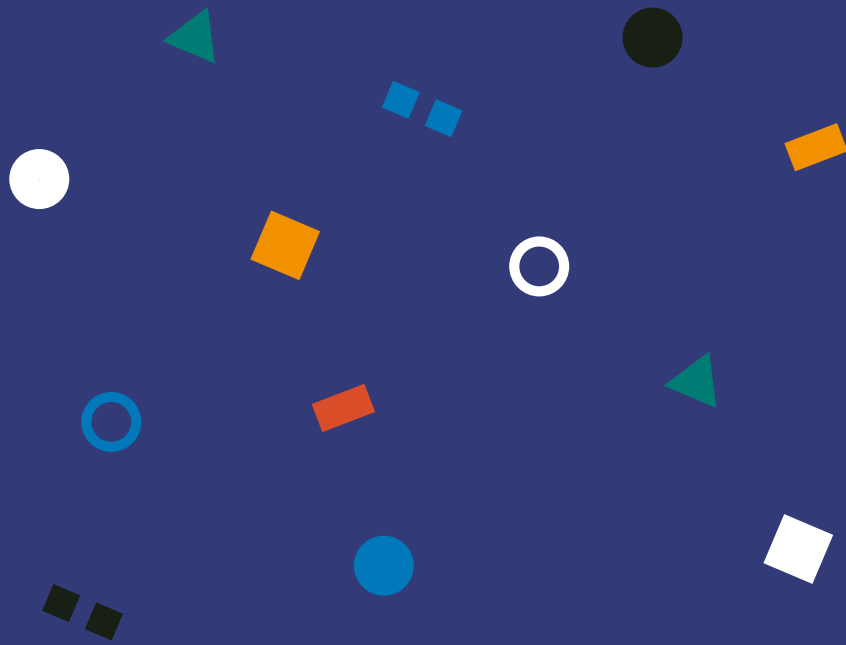
Older respondents (45+) are more likely to donate compared to 18-29s, as are those with **higher incomes**, who identify as **Catholic** or with **another religion**. **Fianna Fáil** supporters are more likely to donate.

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.

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



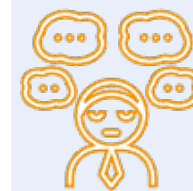
Perceptions that **aid is wasted** or not getting to intended recipients drives down support; counter waste stories wherever possible



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



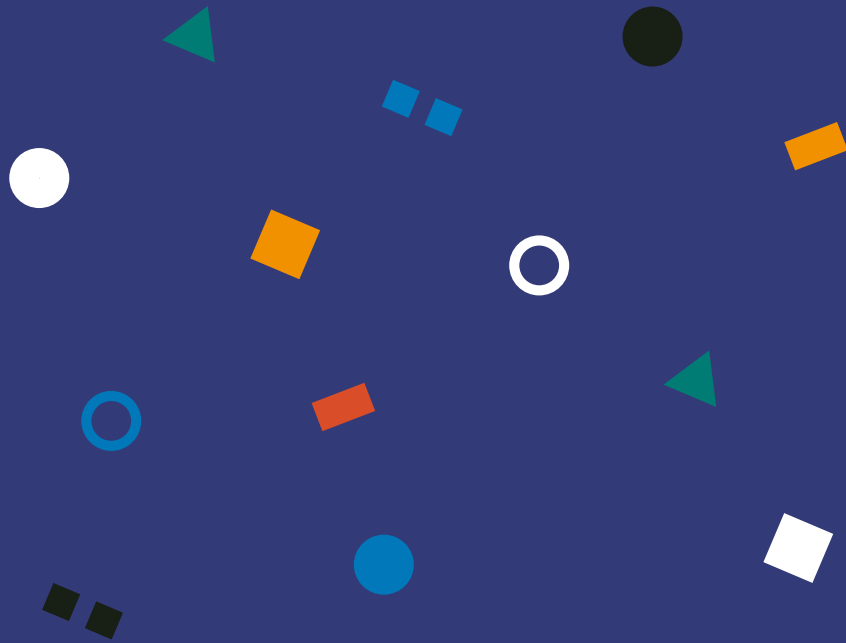
Action begets action: people active on other issues are a warm audience & are likely to donate



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



APPENDIX



ANALYSIS

- The analyses presented here are regression models estimating the impact of a single driver, adjusting 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](https://twitter.com/DevEngageLab) or on developmentcompass.org or contact us at del@ucl.ac.uk



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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 >





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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, follow us on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab) or by contacting del@ucl.ac.uk.

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