



THE WAR IN UKRAINE & COST OF LIVING CRISIS: RESULTS FROM IRELAND

/ 2023
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ABOUT THE DEVELOPMENT ENGAGEMENT LAB (DEL)



DEL is a research organisation examining public attitudes and engagement with aid and sustainable development. DEL conducts research in France, Germany, Great Britain and the United States.

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



Formerly known as the Aid Attitudes Tracker (AAT), DEL uses tracking, panel and experimental data to provide evidence and insights for development communicators.

DATA AND USE

DATA

The data for this deck come from Irish public attitudes survey (n=2,501). Data are weighted to be nationally representative. Fieldwork conducted by B & A, 4 Oct - 7 Nov 2022

USE

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

CITATION

Oh, S., Hudson, D. & Hudson, J. 2023. The War in Ukraine & cost of living crisis: results from Ireland. *London*: Development Engagement Lab.

THE WAR IN UKRAINE



DONATION TRACKING WITH UKRAINE PROMPT



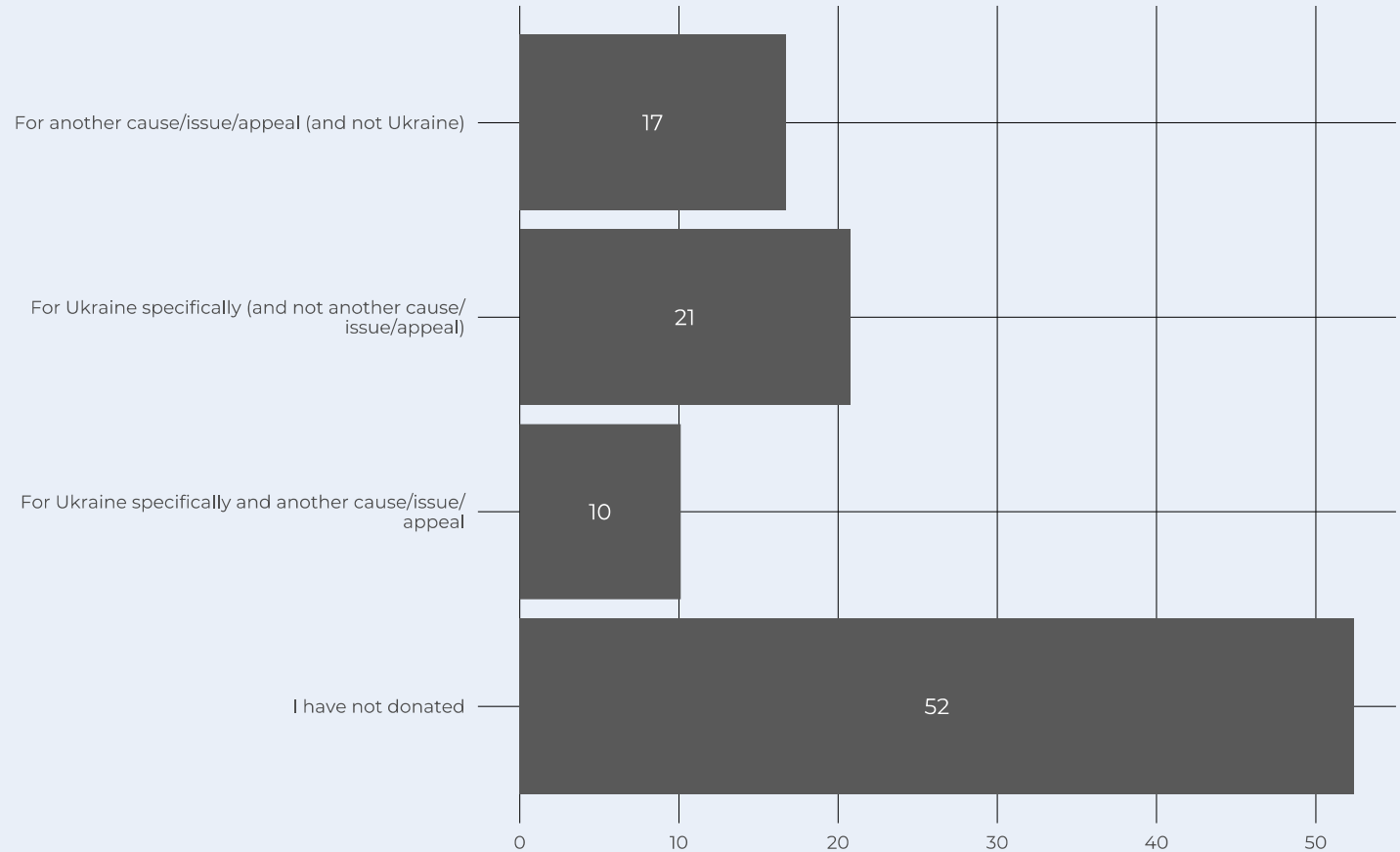
21%

of respondents donated to
Ukraine only

Almost half of respondents said that they had donated to an international NGO or charity in the past 12 months (48%).

When probed further, 1 in 5 said that they had donated to Ukraine only. But another 1 in 10 said that they had donated to a Ukraine appeal *and* another international development cause.

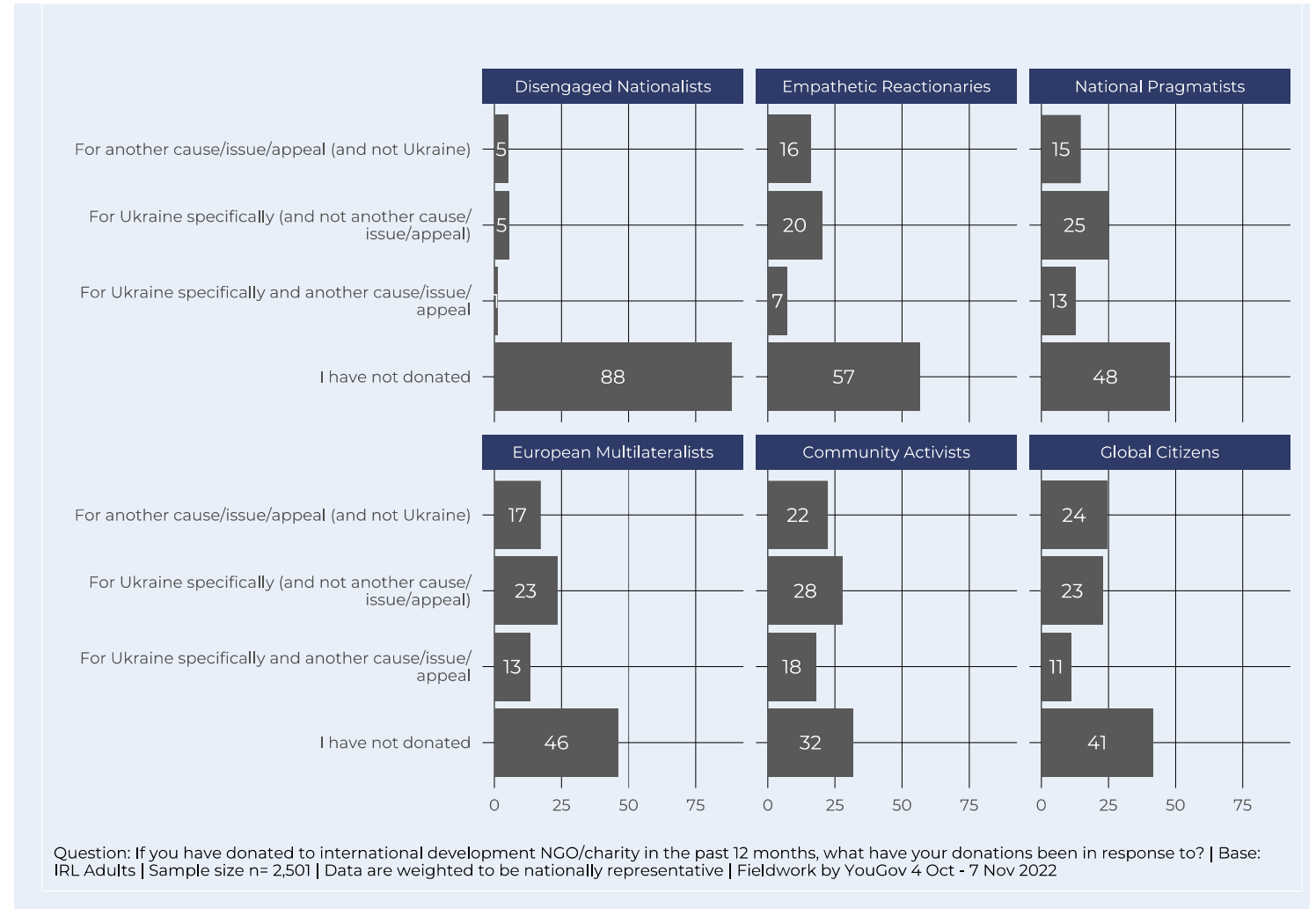
While 17% said that they donated to a cause other than Ukraine.



SEGMENTS

As we move through the segments from the less engaged to the more we see four things:

- (1) An increase in number of donations overall;
- (2) [Second row] An increase in percentage who have donated to Ukraine specifically – with a big jump at Empathetic Reactionaries, and then relatively similar across all five segments, peaking at Community Activists
- (3) [Third row] A smaller increase in percentage who have donated to Ukraine *and* another cause, also peaking at Community Activists
- (4) [Top row] An increase in percentage who have donated to a cause *other than* Ukraine, but smaller differences between the five segments



WILLINGNESS TO DONATE INCREASED ON AVERAGE



27%

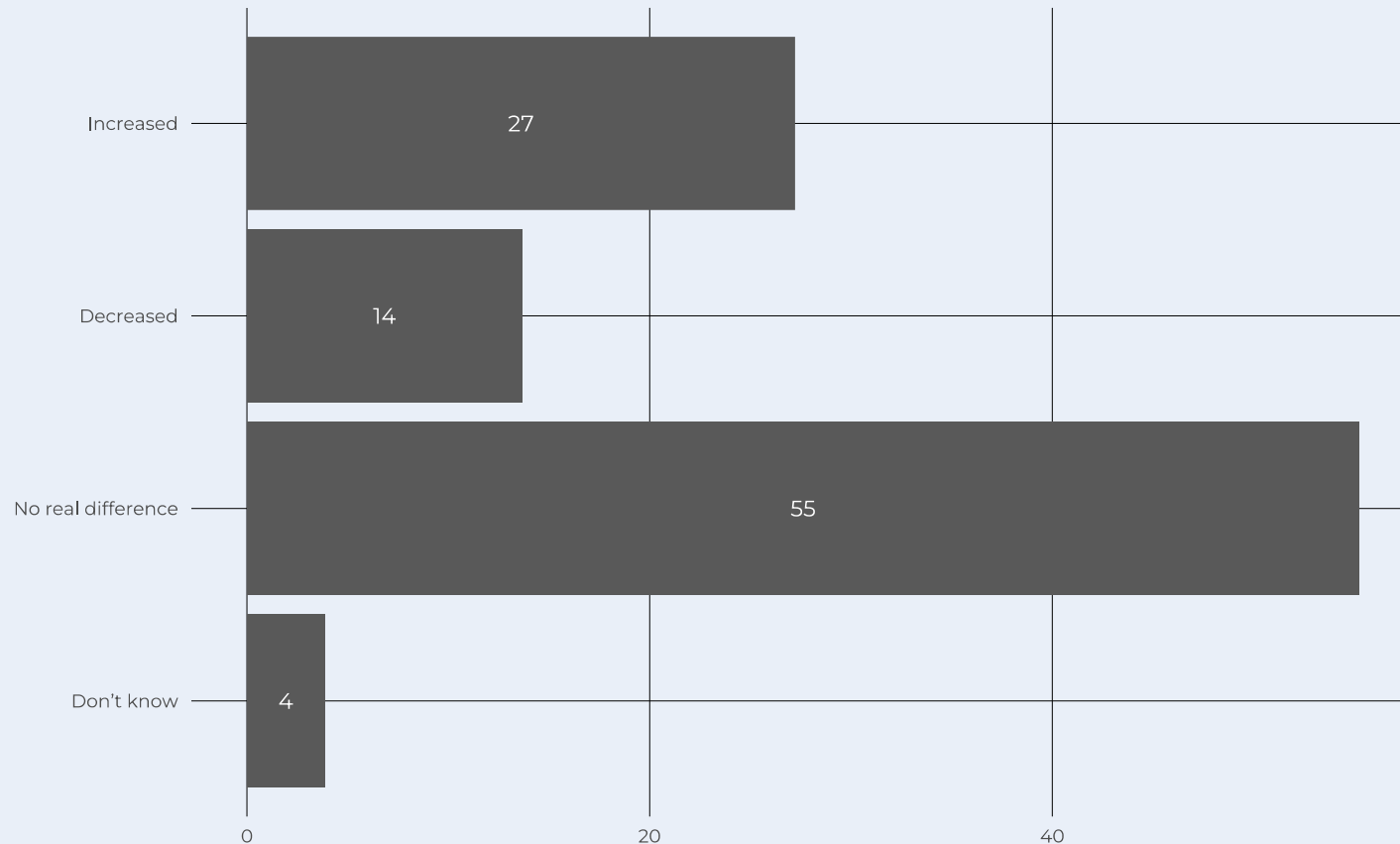
said that their willingness to donate to other causes has increased

The majority of respondents – 55% – said that donating to Ukraine had made no difference to their willingness to donate to other causes.

Only 14% said that their willingness to donate to other causes had decreased after their donation for Ukraine.

Just over 1 in 4 respondents (27%) said that following their Ukraine donation they were *more* willing to donate to other causes.

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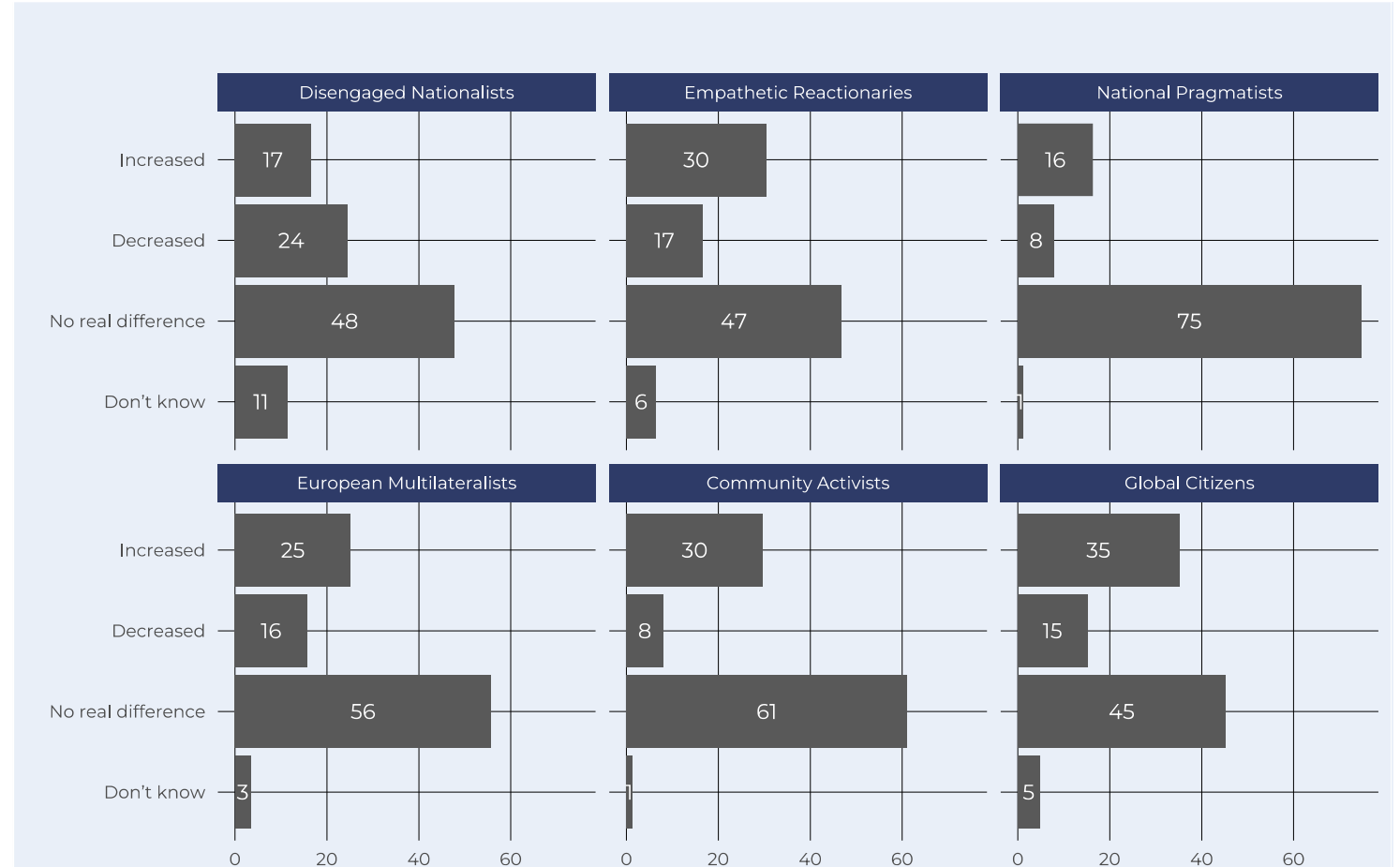


Question: Thinking about your donation to an organisation on behalf of Ukraine/in support of Ukraine, please say whether each of the following have increased or decreased, or is there no real difference? **Your willingness** to donate to other causes in the next 6 months | Base: IRL Adults | Sample size n= 2,501 | Data are weighted to be nationally representative | Fieldwork by YouGov 4 Oct - 7 Nov 2022

EMPATHETIC REACTIONARIES SEE BOOST

Out of all of the segments, the stand out data point is that the Empathetic Reactionaires are the ones that see an overindexing on increased willingness to donate.

This suggests a warm audience for for future other causes in the near future.



BUT ABILITY TO DONATE DECREASED ON AVERAGE

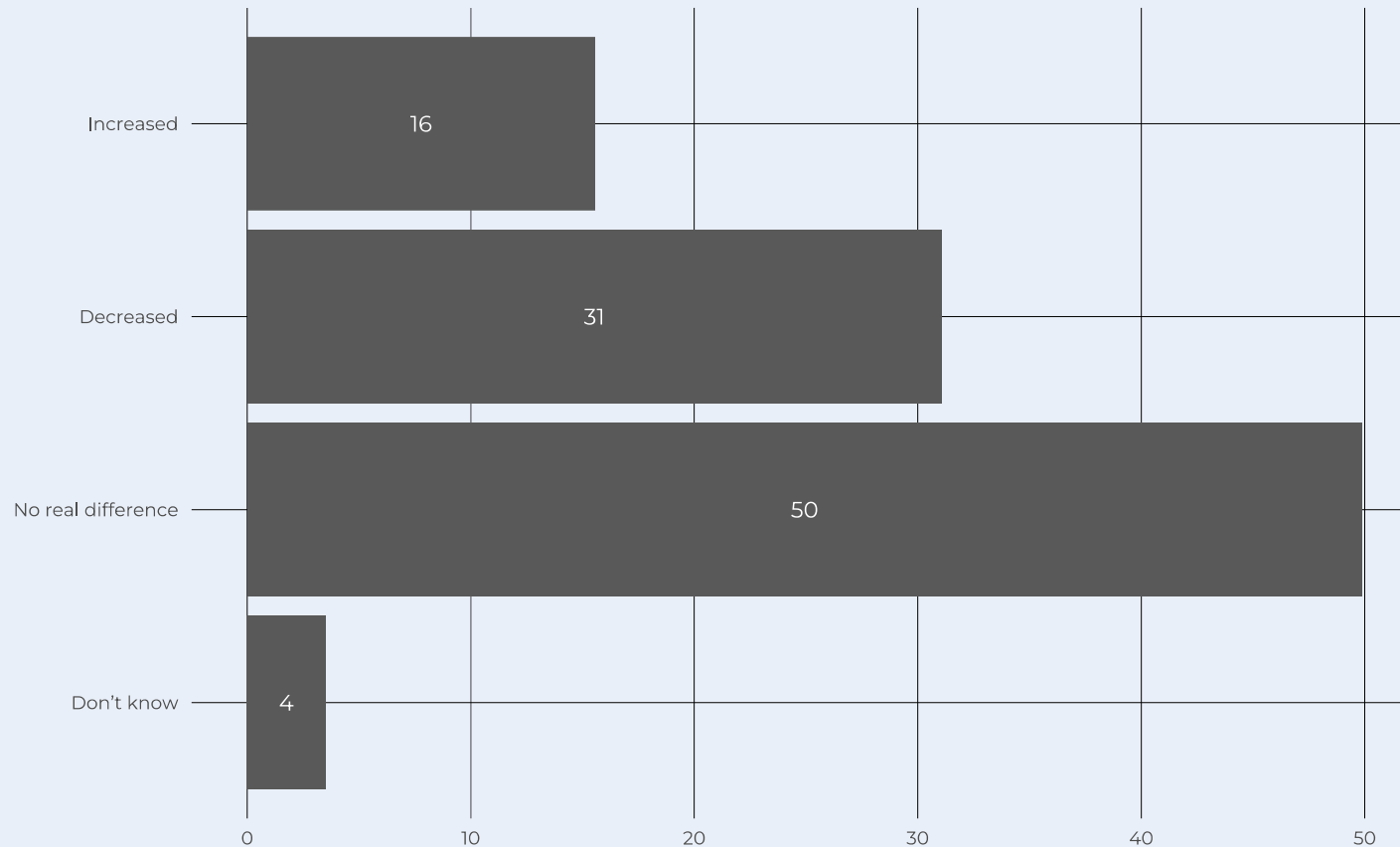


31%

of respondents feel less able to give to other causes following Ukraine donation

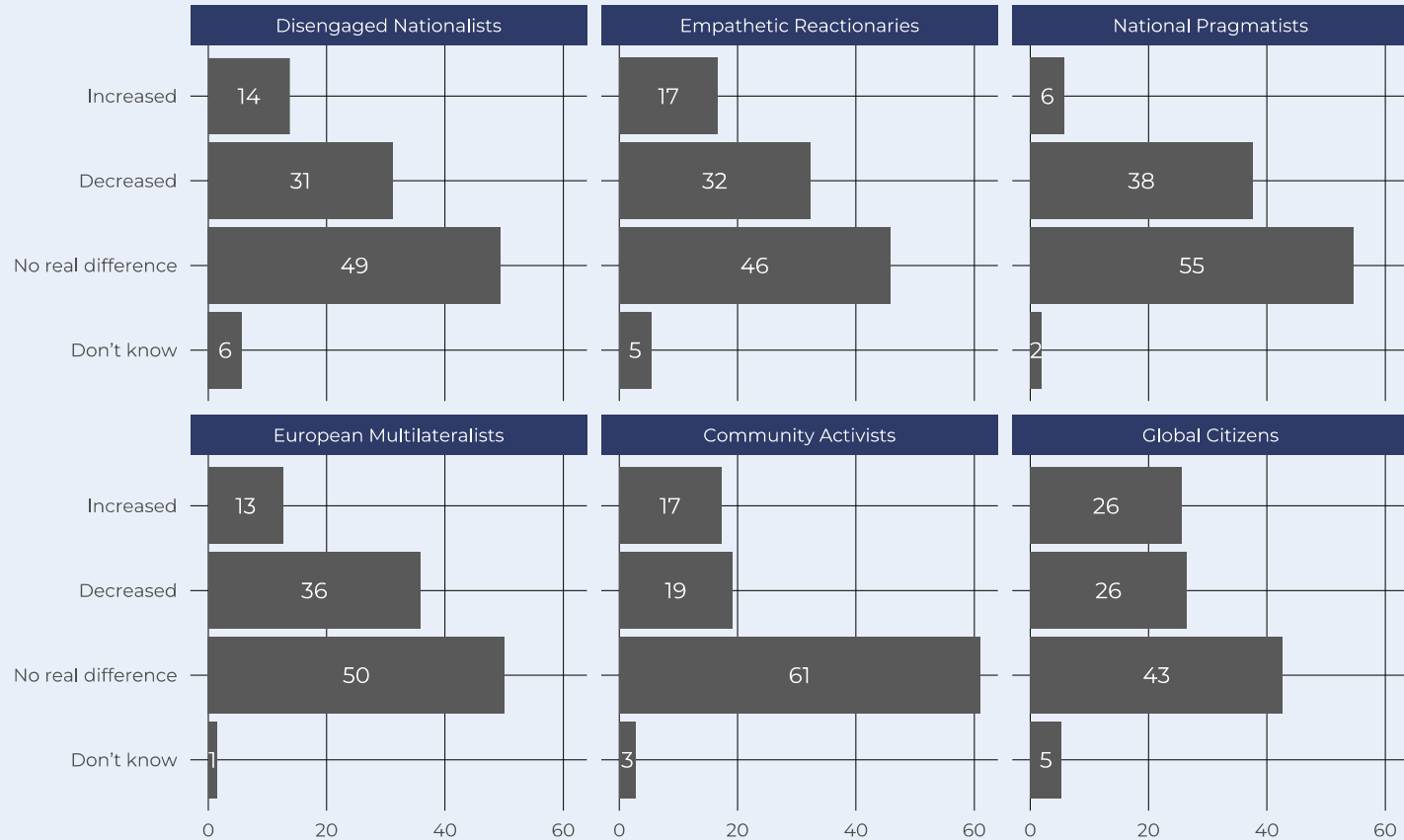
Almost a third of Irish citizens say that their ability to donate to other causes in the next six months has decreased following their donation to Ukraine.

Exactly 50%, though, say that it hasn't made any difference to their ability to donate to other causes. And 16% said that it has increased their ability to donate in the near future.



Question: Thinking about your donation to an organisation on behalf of Ukraine/in support of Ukraine, please say whether each of the following have increased or decreased, or is there no real difference? **Your ability** to donate to other causes in the next 6 months | Base: IRL Adults | Sample size n= 2,501 | Data are weighted to be nationally representative | Fieldwork by YouGov 4 Oct - 7 Nov 2022

ABILITY TO DONATE MORE SIMILAR ACROSS GROUPS



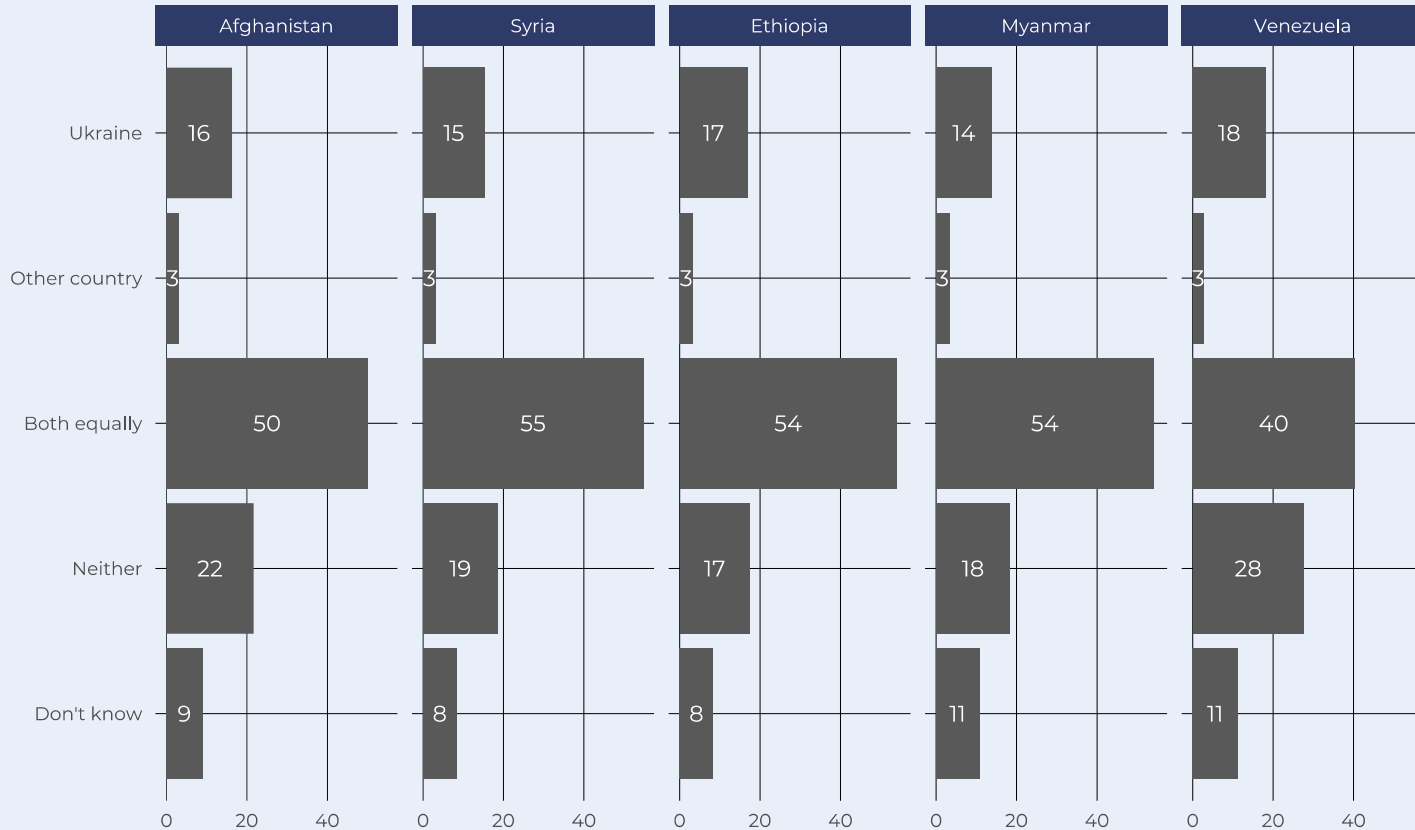
The modal response across all segments remains 'No real difference' in their ability to donate in the near future again to another cause following their donation to Ukraine.

Only among the most engaged segments is a decreased ability to give again to other causes balanced by a similar proportion saying that they felt an increased ability to donate.

Question: Thinking about your donation to an organisation on behalf of Ukraine/in support of Ukraine, please say whether each of the following have increased or decreased, or is there no real difference? ****Your ability**** to donate to other causes in the next 6 months | Base: IRL Adults | Sample size n= 2,501 | Data are weighted to be nationally representative | Fieldwork by YouGov 4 Oct - 7 Nov 2022



WHICH REFUGEES SHOULD BE PRIORITISED?



The sample was split five ways and asked whether Ukrainian refugees or refugees from Afghanistan, Syria, Ethiopia, Myanmar, or Venezuela should be prioritised. The logic behind the question was to see whether there are boundaries or limits to respondents' sense of duty.

There are really consistent patterns when respondents are asked whether refugees from Ukraine or another (randomly shown) country should be prioritised.

The modal response is always both equally. A majority in all but one case. This suggests that Irish citizens are more likely to see refugees as deserving of help regardless of their country of origin.

Around 14-18% of respondents said that Ukrainian refugees should be prioritised and around 1 in 5 saying neither – though this jumps to 28% when Venezuela is the alternative country of origin – suggesting a small effect of proximity, salience, and perceived deservingness.

Question: Some people say that we should help all refugees regardless of their nationality or where they're from. Others say that we can only help some, but not all refugees, because of our limited resources. Thinking about this, which of the following best reflects your view about who should be prioritized by the Irish government? Refugees from Ukraine should be prioritised or Refugees from [OTHER COUNTRY] should be prioritised. | Base: IRL Adults | Sample size n= 2,501 | Data are weighted to be nationally representative | Fieldwork by YouGov 4 Oct - 7 Nov 2022



DOES COST OF LIVING AFFECT UKRAINE APPEALS?



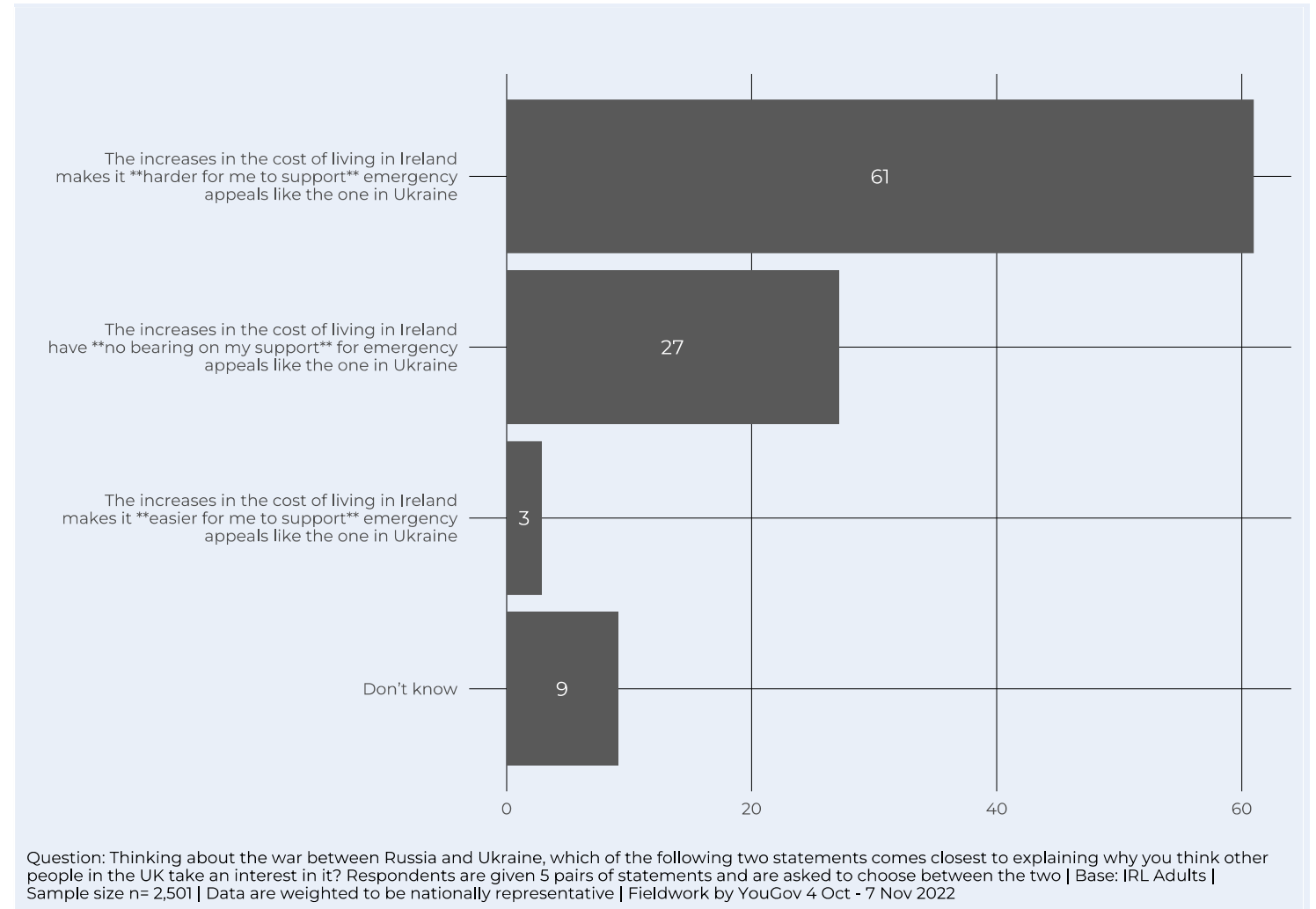
61%

of Irish citizens believe that increased costs reduce ability to support Ukraine

A quarter of Irish citizens believe that the increases in the costs of living – such as petrol prices and inflation in general – do not make any difference to their ability to support donations and appeals with respect to Ukraine.

Only 3% believe that it makes it easier; i.e. that it triggers a sense of sympathy and that they are able to support.

But the clearest message is that the majority of respondents – six in ten – say that domestic financial squeezes make it harder to support appeals like the one for Ukraine.



KEY INSIGHTS

DONATIONS

Donation levels are high. But 21% have *only* donated to a Ukraine appeal. Only 10% had donated to Ukraine and another cause.

There is a sizeable proportion of donations from the Empathetic Reactionaries. 20% report having donated to Ukraine ... but not to other causes in the past 12 months.

WILLINGNESS UP

Out of all of the segments, the stand out data point is that the Empathetic Reactionaries are the ones that see an overindexing on increased willingness to donate. This suggests a warm audience for future other causes in the near future.

This should be tempered by the recognition that people's reported ability to donate tends to be more likely to have gone down than up.

But, most importantly, most people are likely to say that giving to Ukraine has made no difference to their ability to donate to a different cause in the next 6 months

FAIR TREATMENT FOR REFUGEES

A majority of the Irish public is consistently fair to refugees regardless of where they are from Ukraine or Afghanistan, Syria, Ethiopia, Myanmar, or Venezuela.

Irish citizens tend to see refugees as deserving of help regardless of their country of origin.

COST OF LIVING

The cost of living crisis is biting into people's ability to support emergency appeals like the one for Ukraine.

Almost two thirds say it has made it harder to support such appeals. With about one third saying that it has made no difference.



COST OF LIVING EXPERIMENT: CHARITY DOESN'T END AT HOME



An experimental test of
relative change in economic
status and propensity to give

COST OF LIVING EXPERIMENT

- How is the COL crisis impacting people's propensity to give to others? In times of deep economic crises, can you still ask the public to give?
- Does reminding the public of their economic situation – whether they have suffered or feel relatively fortunate - help or hinder their propensity to give?
 - We draw insights on what the organisations should expect during economic crises like the current one on people's giving behaviours



COST OF LIVING: EXPERIMENTAL DESIGN (CONTROL)

- Control group is simply asked **how they will divide €1000 to themselves, people in their community, and people in a poor country**

€

You and your household	<input type="text"/>
People in your local community	<input type="text"/>
People in a poor country	<input type="text"/>
Total	0



COST OF LIVING: EXPERIMENTAL DESIGN (T1)

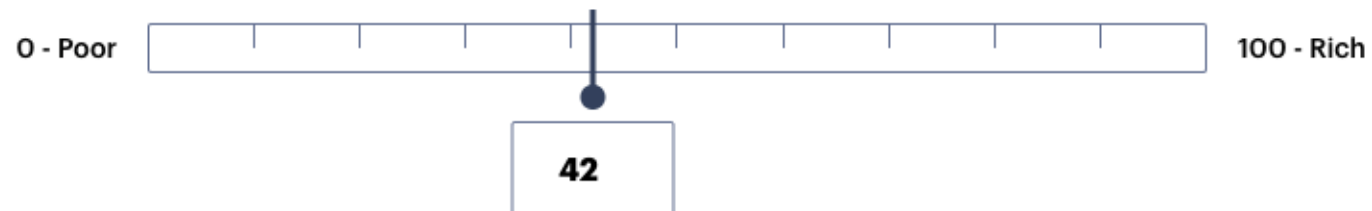
- Treatment group 1 is asked to think about **how their economic position has changed from 2019 to 2022**

Thinking back to 2019, in your opinion, where do you think **you** were on the scale in **2019**?



+ Divide €1000

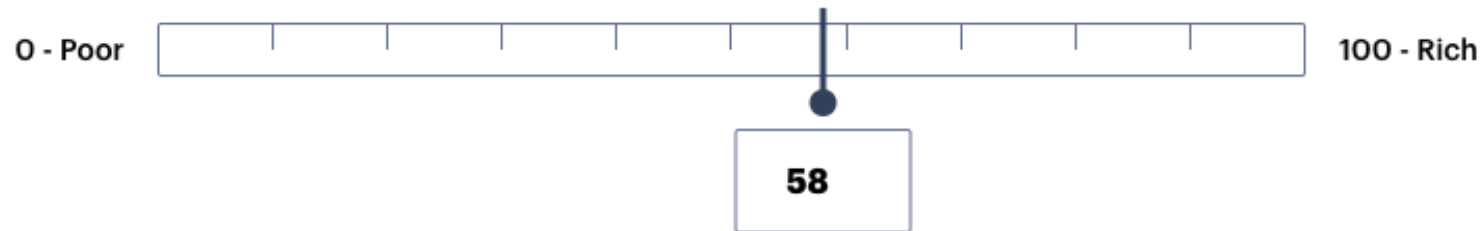
Now, in your opinion, where do you think **you** are on the scale **today (September 2022)**?



COST OF LIVING: EXPERIMENTAL DESIGN (T2)

- Treatment group 2 is asked to think about **how their & an average person in their community's economic position has changed from 2019 to 2022**

Next, imagine **an average person in your local community**. Thinking back to 2019, in your opinion, where do you think **they** were on the scale in **2019**?



+ Divide €1000

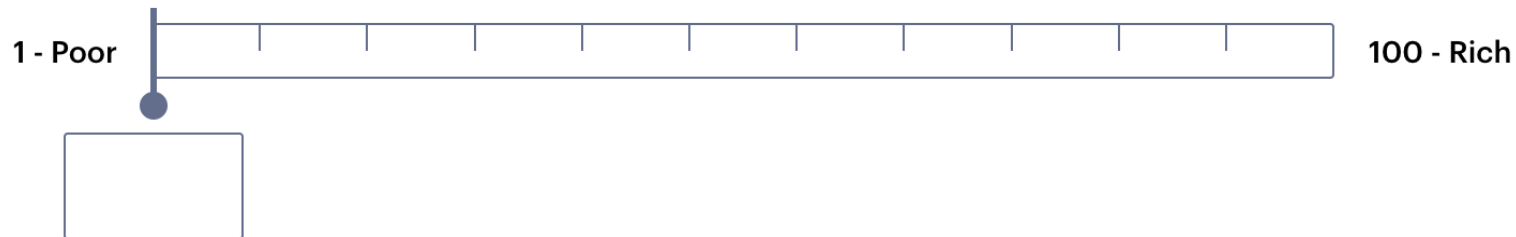
Now, in your opinion, where do you think **they** are on the scale **today (September 2022)**?



COST OF LIVING: EXPERIMENTAL DESIGN (T3)

- Treatment group 3 is asked to think about **how their & an average person in a poor country's economic position has changed from 2019 to 2022**

Next, imagine an **average person in a poor country**. Thinking back to 2019, in your opinion, where do you think **they** were on the scale in **2019**?

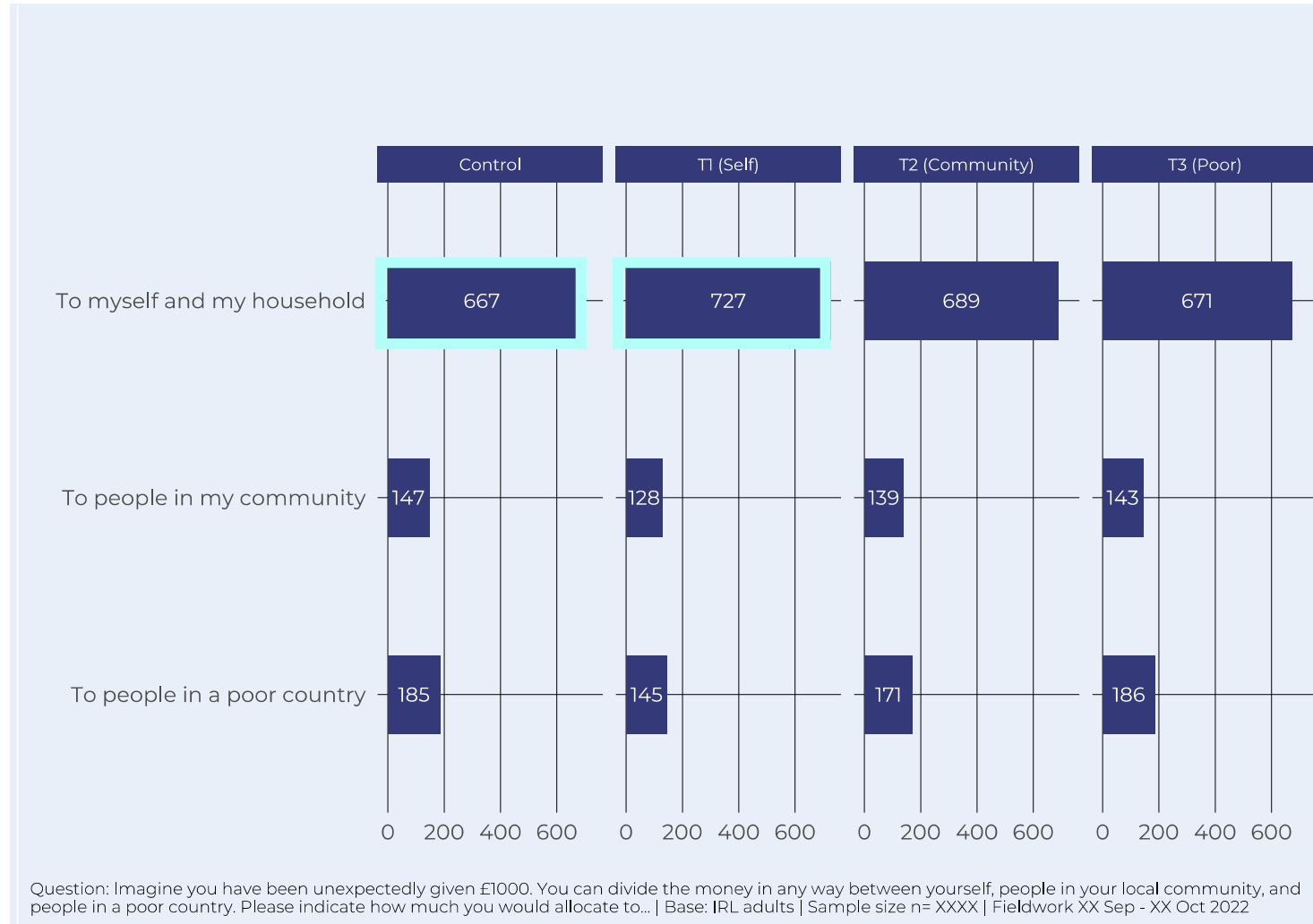


+ Divide €1000

Now, in your opinion, where do you think **they** are on the scale **today (September 2022)**?

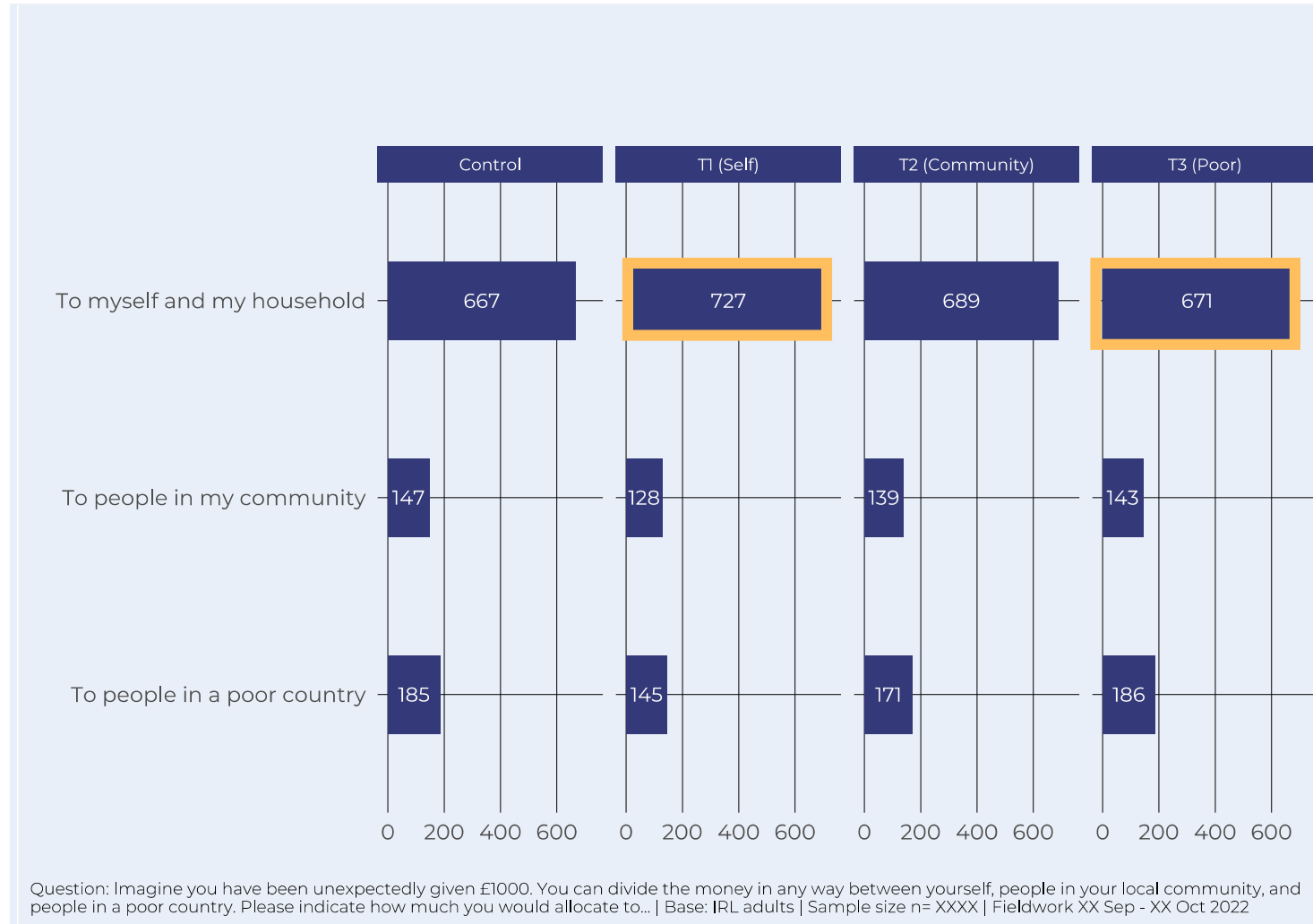


THINKING ABOUT THEIR CHANGES IN SITUATION LEADS THEM TO KEEP MORE TO THEMSELVES



- When respondents think about **their change from 2019 to 2022** only, they keep **more** to themselves compared to the control group

THINKING ABOUT THE PEOPLE IN DEVELOPING COUNTRIES MAKES THEM KEEP LESS FOR THEMSELVES



- When respondents think about the changes in their situation & the changes in the situation of people in developing countries, they **keep less to themselves** compared to when they think about **themselves only**.

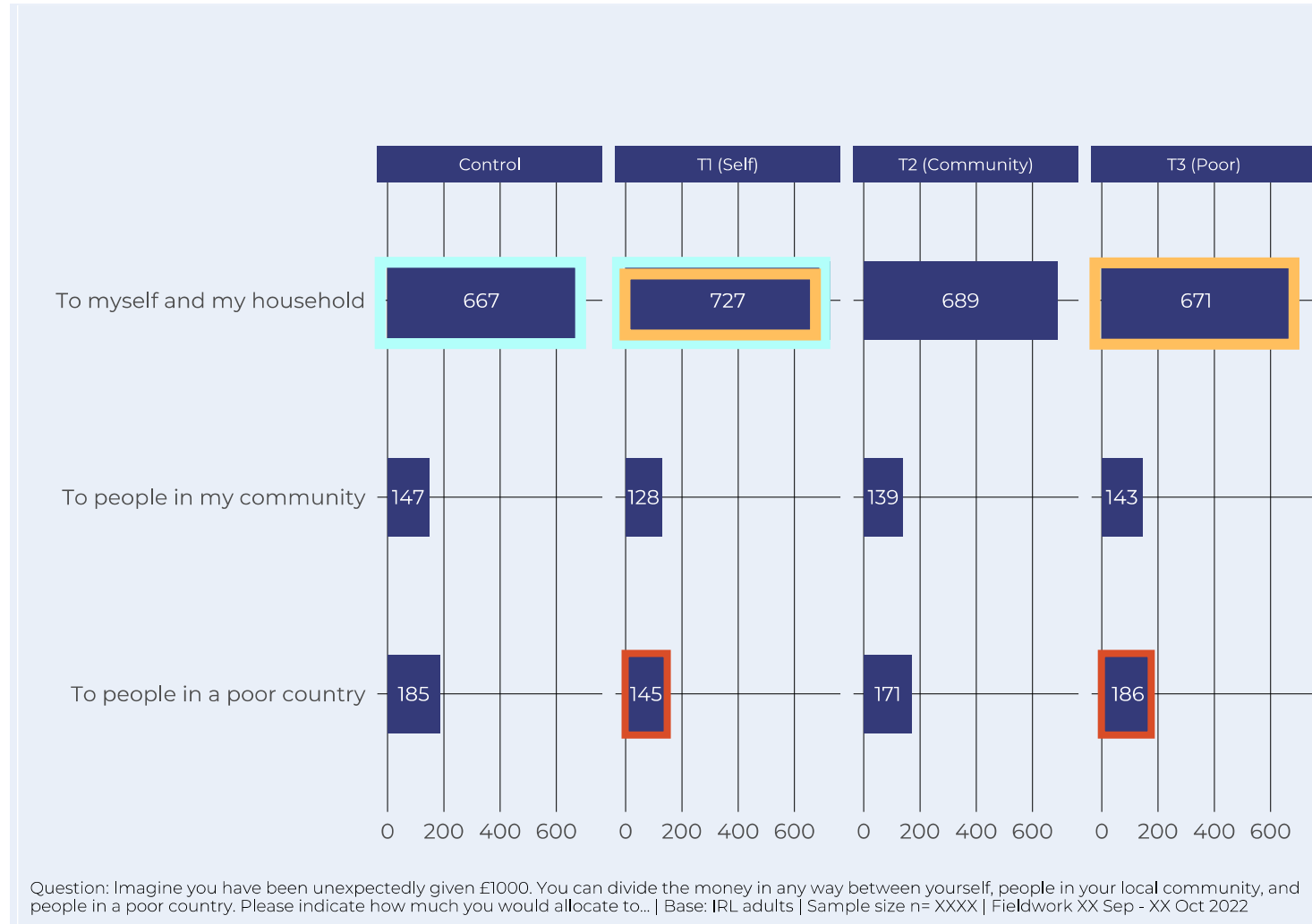
THINKING ABOUT THE PEOPLE IN DEVELOPING COUNTRIES MAKES THEM MORE GENEROUS TO THOSE IN DEVELOPING COUNTRIES



- Relatedly, when they are asked to think about **people in developing countries**, the amount donated on average to **people in developing countries increases significantly** compared to when they are primed to think about **only themselves**.

Question: Imagine you have been unexpectedly given £1000. You can divide the money in any way between yourself, people in your local community, and people in a poor country. Please indicate how much you would allocate to... | Base: IRL adults | Sample size n=XXXX | Fieldwork XX Sep - XX Oct 2022

SIMPLY ASKING TO THINK ABOUT THE CHANGES IN DEVELOPING COUNTRIES, DESPITE ONE'S OWN SITUATION, CAN HAVE AN IMPACT ON GENEROSITY



- **Continual exposure to news on the cost of living crisis** and the experience thereof (directly or indirectly) can lead the public to close their wallets and keep more to themselves.
- However, reminding them of people other than themselves – especially those in developing countries and their changes in positions – can lead the public to be more generous towards others in the developing world.

SUBGROUP ANALYSIS: RESULTS

We look at subgroups based on whether they think they and others have gotten better off/worse off.

1. “I’m better off compared to 2019”

- They keep **more** to themselves (€54 more compared to control) and **less** to the people in developing countries (€33 less compared to control).

2. “I’m worse off compared to 2019”

- They keep **more** to themselves (€64 more compared to control) and **less** to the people in developing countries (€45 less compared to control).

3. “I’m worse off and the people in my community are also worse off”

- They donate **less** to the people in developing countries (€29 less compared to the control).



SOCIO-DEMOGRAPHIC DIFFERENCES IN ALLOCATION

- **Are women more generous?**

On average, across all conditions, women donate more to their community and to people in developing countries.

- **Any age group differences?**

On average, younger audiences (18-24, 25-34) are more **responsive** to the treatments about people in developing countries than the older generations (35-44, 55+) who keep more money to themselves regardless of the treatment group. The differences are not statistically significant, however.

- **How about social class?**

Lower income respondents are in fact the most generous to people in developing countries. When they are asked to think about the developing countries, the amount kept to themselves **decreases significantly** and the amount to the poor **increases significantly**.



KEY INSIGHTS

OWN SITUATION – KEEP MORE TO THEMSELVES

- When the public are prompted to think about their own financial situation (but not others' situation), they respond to it by keeping more to themselves, regardless of whether they've gotten better or worse off
- This is likely the natural condition that individuals fall under when they are continually exposed to the news on the COL crisis

DEVELOPING WORLD SITUATION – GIVE MORE TO THE DISTANT OTHERS

- When people are asked about the changes in the economic situation of people in developing countries, the public's giving attitudes shift to becoming more generous towards them

SOLIDARITY AMONGST LOWER INCOME GROUPS

- There is solidarity amongst the lower income groups. When they are asked to think about people in developing countries, they become more generous towards the distant others, and keep less to themselves
- The findings are consistent in other contexts like GB and DE





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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).

(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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