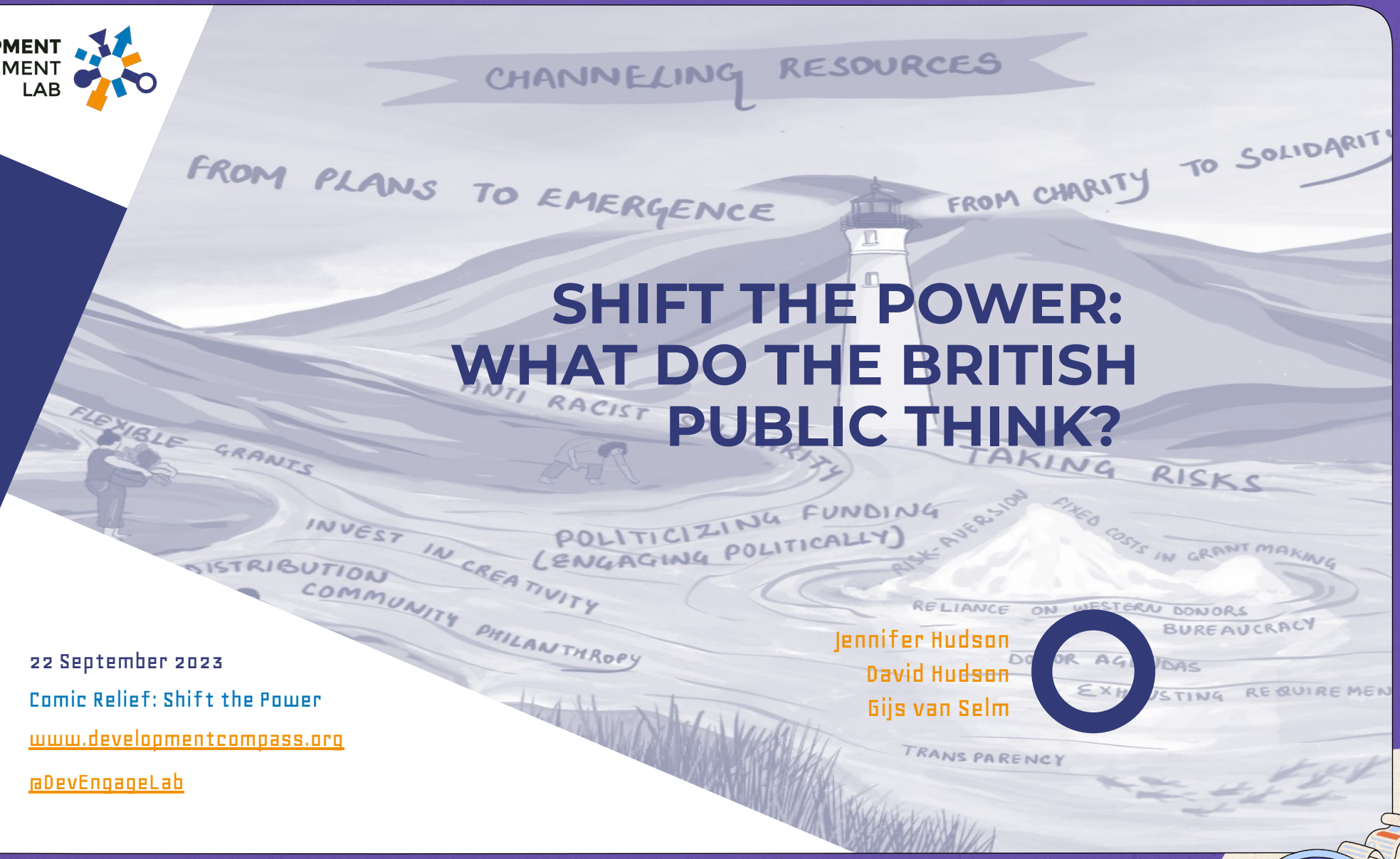
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SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK?

Jennifer Hudson
David Hudson
Gijs van Selm

/ 22 September 2023

// Comic Relief: Shift the Power

/// www.developmentcompass.org

@DevEngageLab

ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)



CONTENTS

1. Key learning & insights
2. Topline findings
    - Shift the Power
3. Message testing
    - Rankings
    - Which messages for which audience?
4. Messengers

ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK
AUDIENCE INSIGHTS (2023)



ABOUT THIS DECK

- This deck reports findings from the quantitative survey of GB respondents. It follows on from, and was informed by, two online focus groups. Both the focus groups and survey fieldwork were conducted by YouGov.
- The data for the survey were collected as part of YouGov's weekly online Omnibus. Fieldwork was conducted September 13-14, 2023 (base sample n= 2,049). Data are weighted to be nationally representative.
- The survey consists of 20 question items, including two experimental sections looking at messengers and messages.
- The research was designed and analysed by Professor Jennifer Hudson (UCL), Professor David Hudson (Birmingham), and Gijs van Selm (LSE).



ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK
AUDIENCE INSIGHTS (2023)

1. KEY LEARNINGS & INSIGHTS



ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK
AUDIENCE INSIGHTS (2023)

IN A NUTSHELL...

The public do not have strong or clear views on *power* within the international aid system.

However, they respond positively to the core elements of Shifting the Power.

Locally led decision-making, self-sufficiency, sustainability and capacity building align with the public's preferences and views on the 'right way' to deliver international aid programmes.



ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)



SHIFT THE POWER ELICITS POSITIVE EMOTIONS

Hearing about Shift the Power's ambitions generates positive [activated and deactivated] emotions:

- 31% respondents report being hopeful, enthusiastic or optimistic
- 13% reported feeling content, satisfied or pleased
- 12% reported feeling proud, activated or encouraged

ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)





STRONG SUPPORT FOR LOCAL DECISION-MAKING & PARTNERSHIP

34% of respondents said local development organisations should **take the lead** , with UK organisations taking a supporting role in delivering aid programmes.

33% said there should be an **equal partnership** between local and UK organisations.

However, 25% of respondents were uncertain, so there is a communications opportunity.

ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)





WHAT MATTERS THE MOST TO THE GB PUBLIC

Value for money in aid projects is the most important priority for the GB public. Drawing on the focus group insights, seeing evidence that StP delivers and its value for money is essential for the GB public.

However, key dimensions of StP are of importance to the public: locally led, decision-making; capacity building; system change; shifting funding.

Changing narratives is less important: don't lead / have conversations about StP that focus on the 'deficit model'.

ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)



HOW TO COMMUNICATE SHIFT THE POWER (1)

The best performing messages were about **capacity building**, **self-sufficiency** and **long-term sustainability.**

Themes that reinforce giving local communities skills, knowledge and resources were present in all of the top messages.

Emphasis on decision-making power with local communities was well-received by GB respondents.

Focus on **value for money** as part of the Shift the Power agenda; reclaim this from the centre-right debate on aid.



ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

HOW TO COMMUNICATE SHIFT THE POWER (2)

Avoid messages that name 'Shift the Power'; communicate the aims of the StP agenda, without looking to build support/brand recognition around StP itself [see exceptions for university educated, Millennials].

Messages that had the word power, colonial[ism] in it performed significantly less well.

Respondents rejected the messages that pitted UK and local organisations against one another: e.g. local organisations being more trustworthy or that corruption was same in UK as in developing countries.



ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)





WHO CAN COMMUNICATE StP BEST?

Frontline workers and aid beneficiaries are the best messengers to communicate Shift the Power to the British public.

They are more persuasive in getting respondents to say they will donate to an organisation:

- Previous DEL research has shown frontline workers to be effective with a range of audiences
- Aid beneficiaries have historically not performed as well; new evidence here to suggest beneficiaries can be effective

Beyond frontline workers and beneficiaries, other messengers do not consistently work well with less and more engaged audiences.

ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

2. TOPLINE FINDINGS

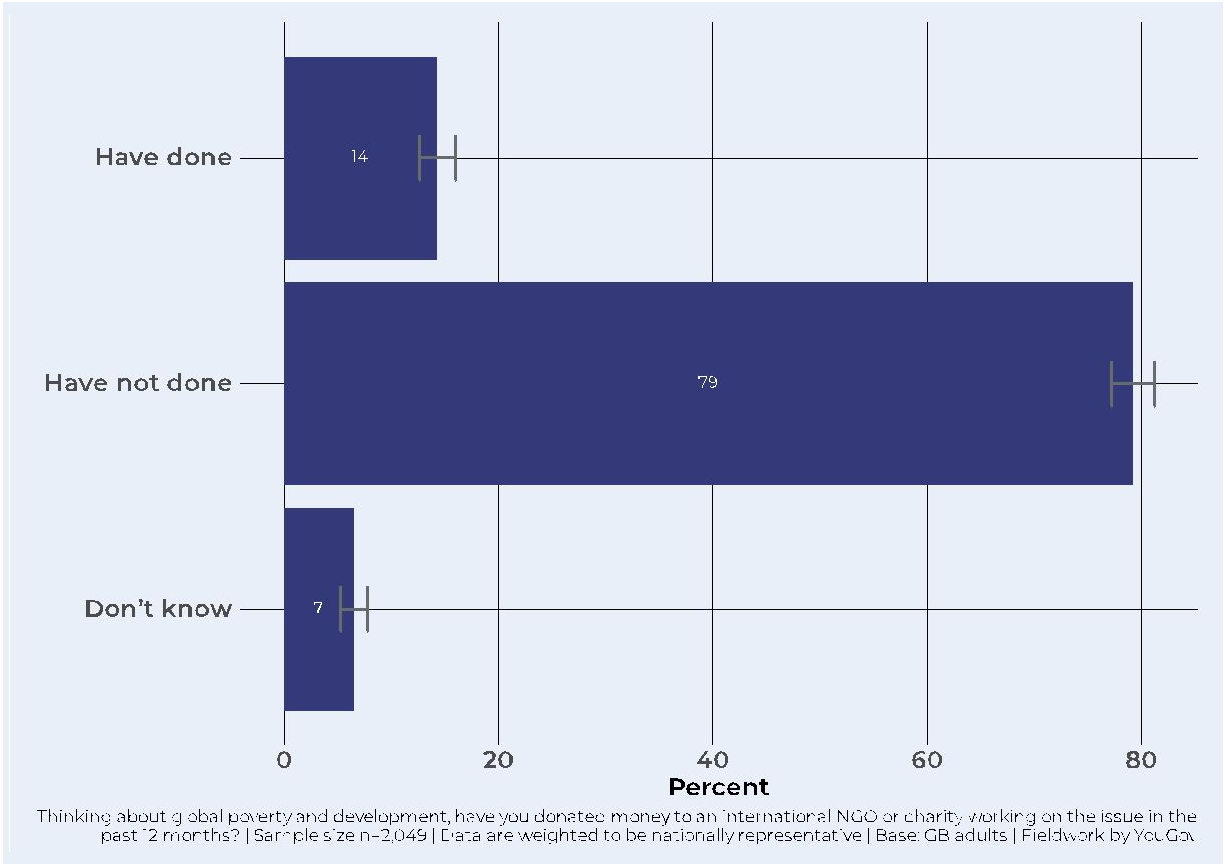
A bit more about our nationally representative sample: do they donate, are they concerned about poverty, support UK aid, attitudes towards race?



ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

HAVE PEOPLE MADE A DONATION TO A DEVELOPMENT NGO/CHARITY IN THE PAST 12 MONTHS?



Thinking about global poverty and development, have you donated money to an international NGO or charity working on the issue in the past 12 months? | Sample size n=2,049 | Data are weighted to be nationally representative | Base: GB adults | Fieldwork by YouGov



14%

of respondents say they have donated to development in past year

Nearly 8 in 10 (79%) respondents have not donated money to international NGOs or charities working on global poverty and development in the past 12 months.

According to DEL's May 2023 Tracking Data, 19% of respondents had said they had donated. The reported 14% of donors is a significant decline from 4 months ago. This follows a longer-term trend of decreasing donations in Britain.

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ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)



CONCERN ABOUT POVERTY IN POOR COUNTRIES IS STRONG IN GB

51%

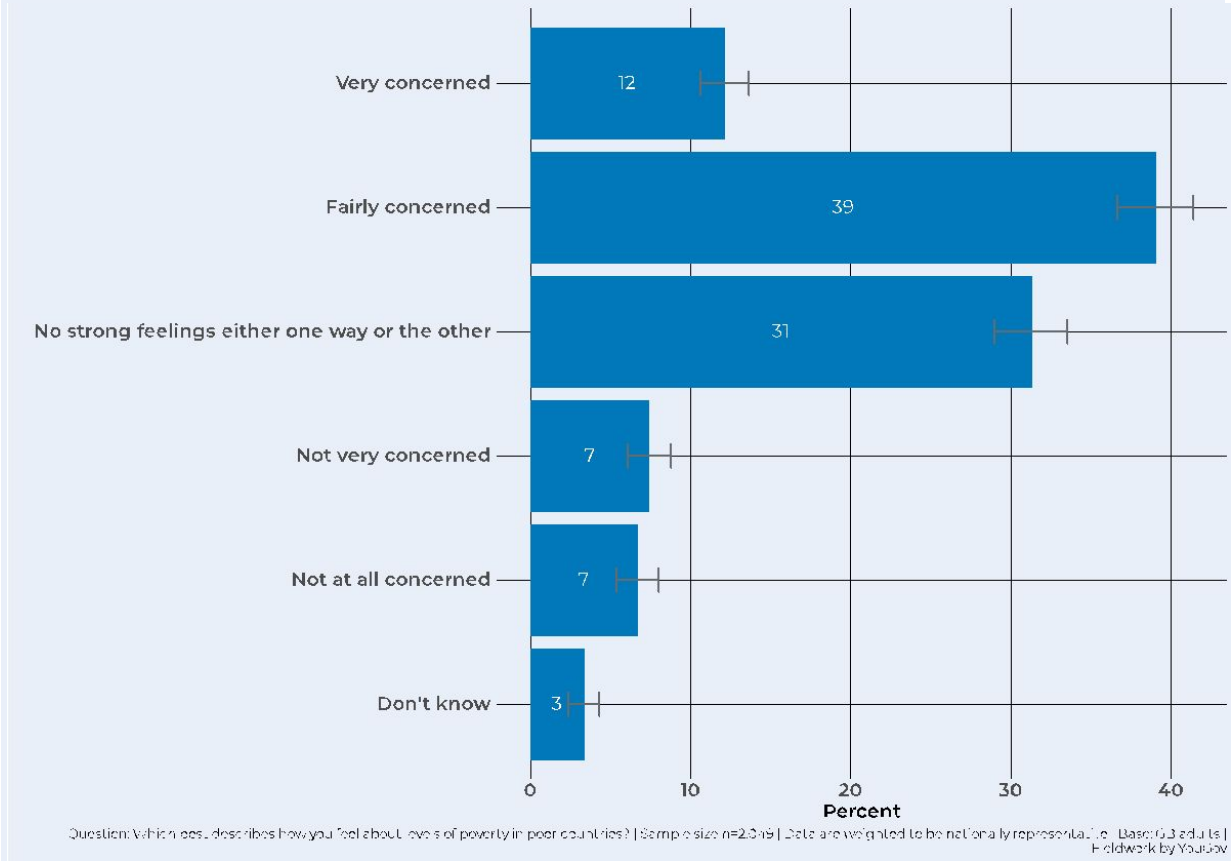
say they feel [very] concerned about levels of poverty in poor countries

Although a majority of respondents do not donate, 51% say they are concerned about levels of poverty in poor countries, with 31% saying no strong feelings either way.

This is comparable to DEL's May 2023 Tracker that showed that 52% of respondents said they were [very] concerned.

Concern has been a consistent indicator of engagement and support for ODA in Britain.

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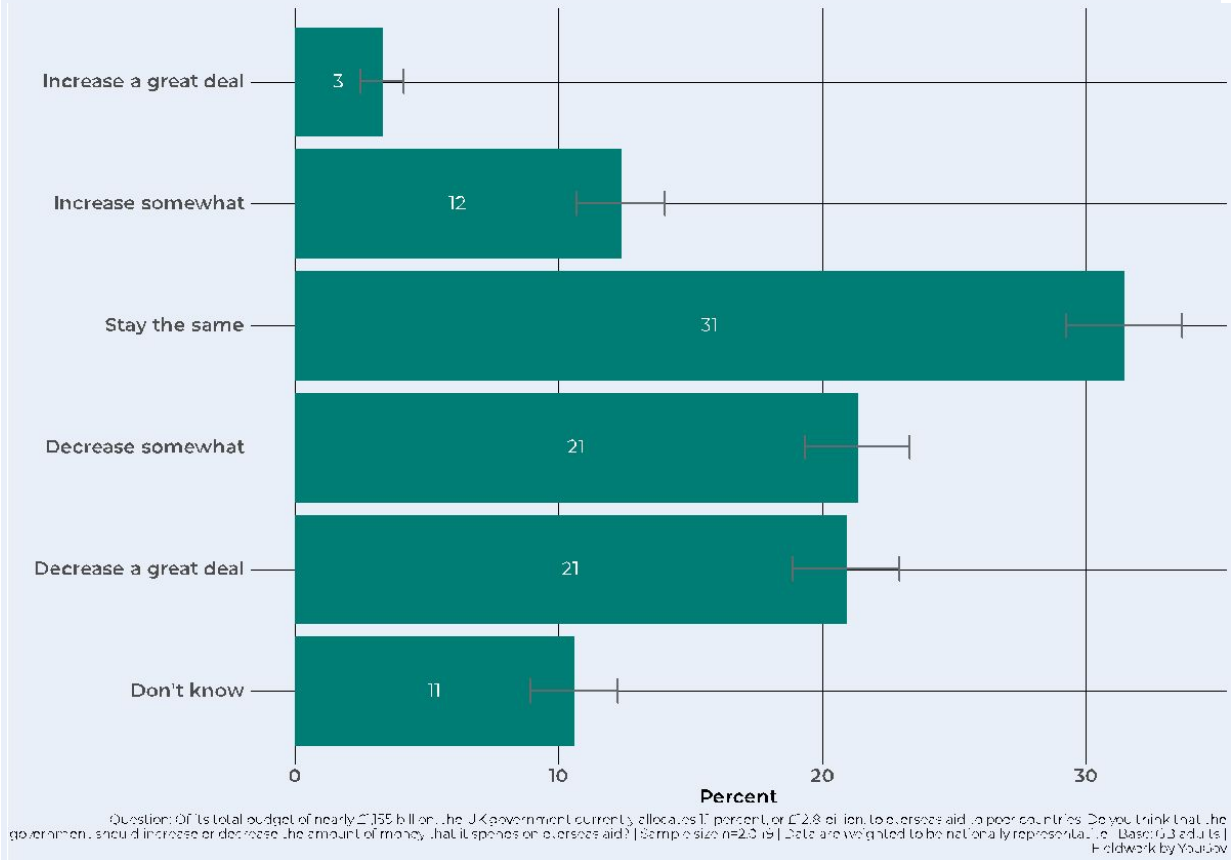


Question: Which one best describes how you feel about levels of poverty in poor countries? | Sample size: n=2,048 | Data are weighted to be nationally representative. Base: 18+ adults | Fieldwork by YouGov

ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

SUPPORT FOR THE UK OVERSEAS AID BUDGET



Question: Of its total budget of nearly £155 billion, the UK government currently allocates 1 percent, or £2.8 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? | Sample size n=2,019 | Data are weighted to be nationally representative. Base: GB adults | Fieldwork by YouGov

46%

support current or increased levels of government spending on overseas aid

Support for increasing the UK aid budget or keeping it at existing levels has ranged from 44-56% since DEL's Tracker began in 2019.

Data from May 2023 showed that 51% of GB respondents wanted to keep/increase aid, indicating a 5 percentage point decrease in support.

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SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

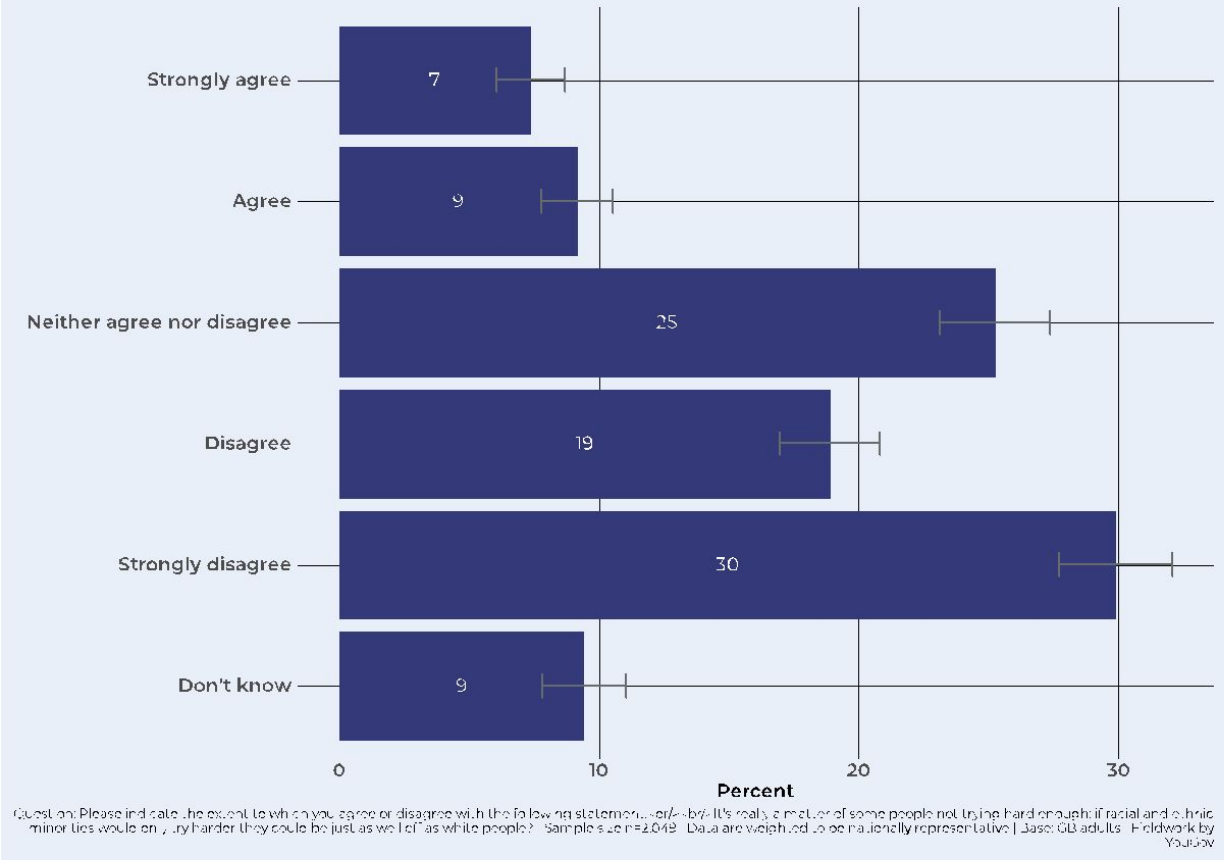
RACIAL RESENTMENT IN SOCIETY

16%

of respondents agree that racial inequalities are result of not enough effort by racial/ethnic groups

49% of respondents disagree that inequalities are the result of minoritised groups not trying hard enough. A quarter neither agree or disagree.

We asked respondents this question as an indicator of underlying attitudes towards minoritised groups. While the data are interesting in and of themselves, we use this question in later analysis to better understand if racial attitudes are driving certain responses.



Question: Please indicate the extent to which you agree or disagree with the following statement: "It's really a matter of some people not trying hard enough; if racial and ethnic minorities would only try harder they could be just as well off as white people." Sample size n=2,048. Data are weighted to be nationally representative | Base: GB adults. Fieldwork by YouGov

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ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK
AUDIENCE INSIGHTS (2023)

SHIFT THE POWER

Attitudes towards a new movement/ model/ approach to international development

ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)



HOW DO PEOPLE *FEEL* WHEN THEY HEAR ABOUT SHIFTING THE POWER?

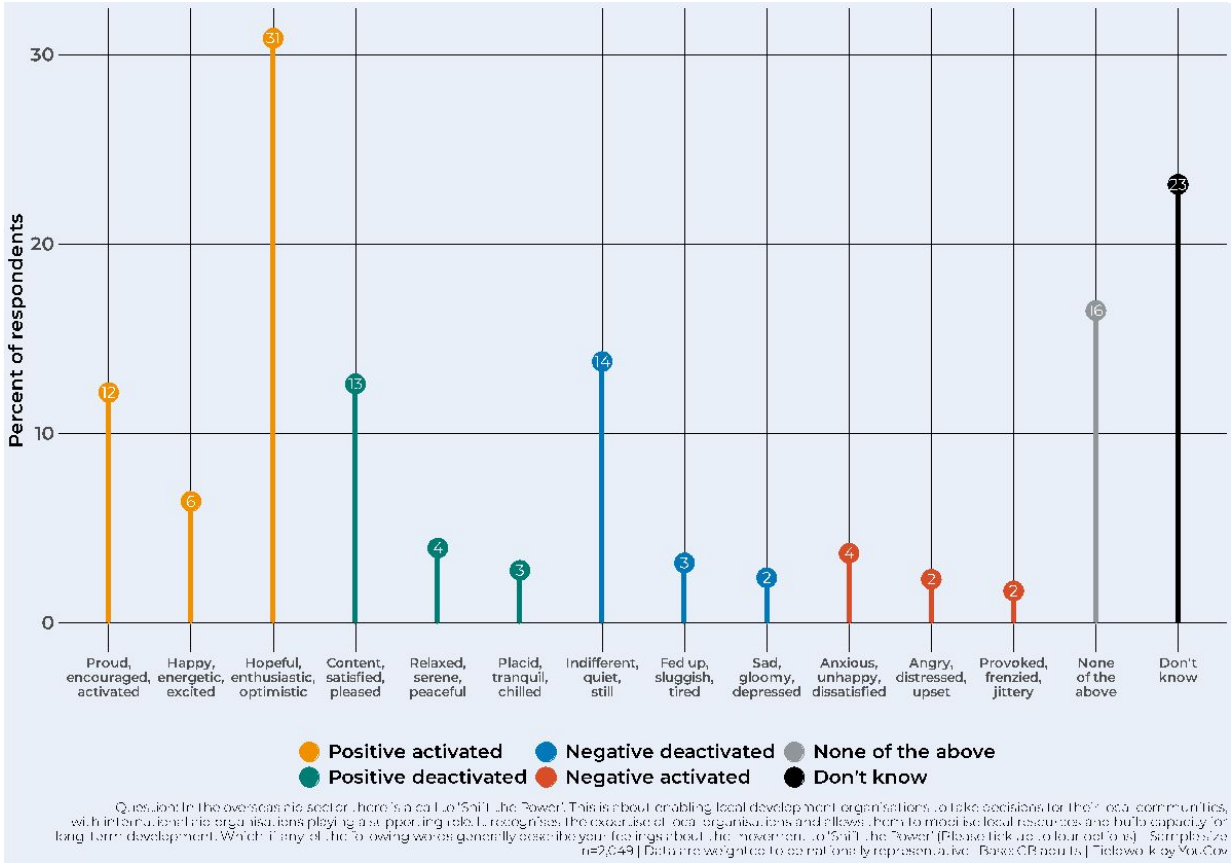


37%

report being hopeful, enthusiastic or optimistic when they hear about Shift the Power

We sought to test the emotional response to StP by giving respondents the following prompt: *In the overseas aid sector there is a call to 'Shift the Power'. This is about enabling local development organisations to take decisions for their local communities, with international aid organisations playing a supporting role. It recognises the expertise of local organisations and allows them to mobilise local resources and build capacity for long-term development.*

On balance, there were far more positive-activated emotions associated with StP and very few negative-activated. However, there is a sizeable group (23%) who say they 'Don't know' how they feel – a key audience group to positively influence.

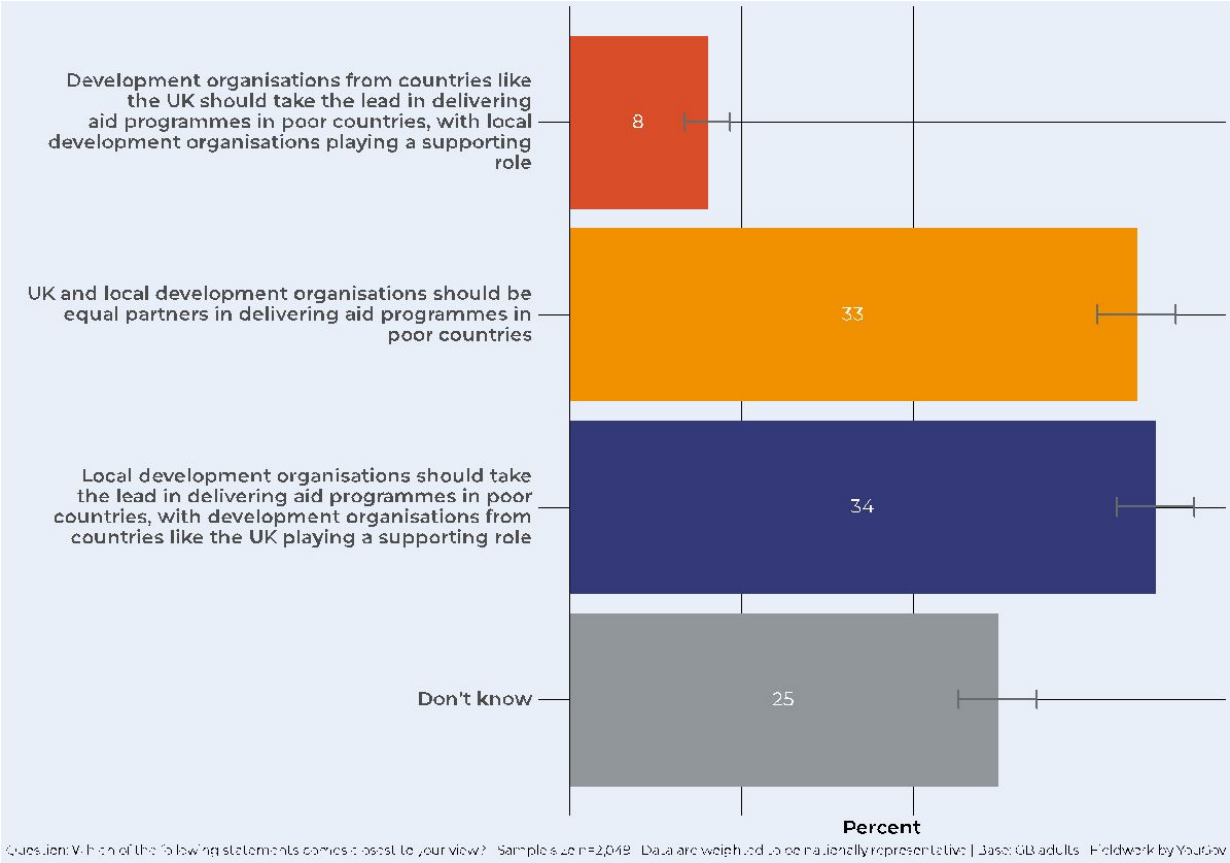


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ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

WHO SHOULD TAKE LEAD? JUST 8% SAY UK NGOS



34%

say local development organisations should take the lead, with UK organisations taking a supporting role

Just 8% of respondents think the UK Government should lead in delivering aid programmes, with local organisations playing a supporting role.

33% think a partnership between UK and local organisations is the best way to deliver aid programs; with 34% preferring local organisations to lead.

However, a quarter of respondents say they 'Don't know' – again an opportunity for influence.

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SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

SHOULD LOCAL DEVELOPMENT ORGANISATIONS TAKE DECISIONS ON HOW AID IS SPENT?

42%

say it is [very] important for local development organisations to take most of the decisions on how aid is spent

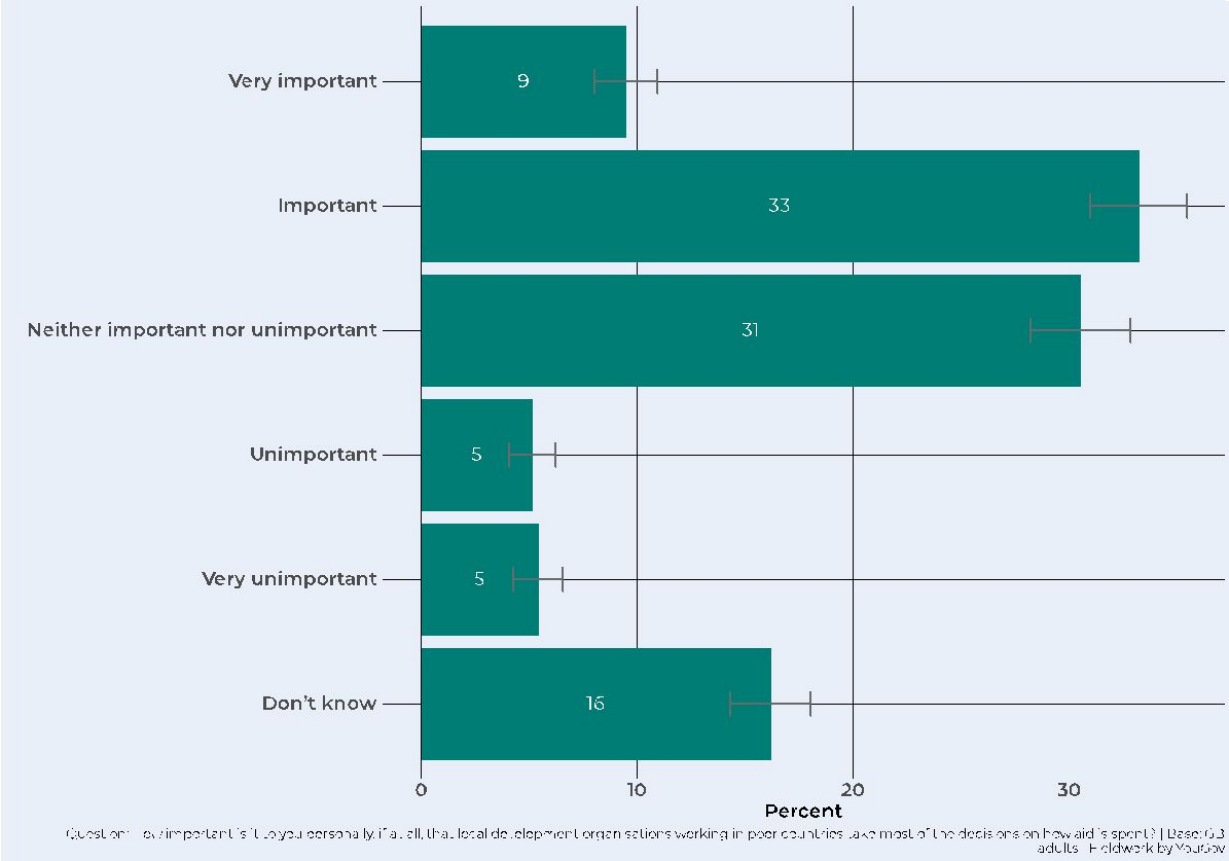
There is good support among the British public for local leadership and decisionmaking.

More than 4 in 10 say that it is [very] important for local organisations to take most of the decisions on how aid is spent.

A further 31% say neither important or unimportant.

Just 10% say it is [very] unimportant to have local decisions.

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Question: Overall, how important is it to you personally, that all, that local development organisations working in poor countries take most of the decisions on how aid is spent? | Base: GB adults | Fieldwork by YouGov

ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

WHY? WHAT IS THE BRITISH PUBLIC'S VIEWS OF UK & LOCAL DEVELOPMENT ORGANISATIONS?

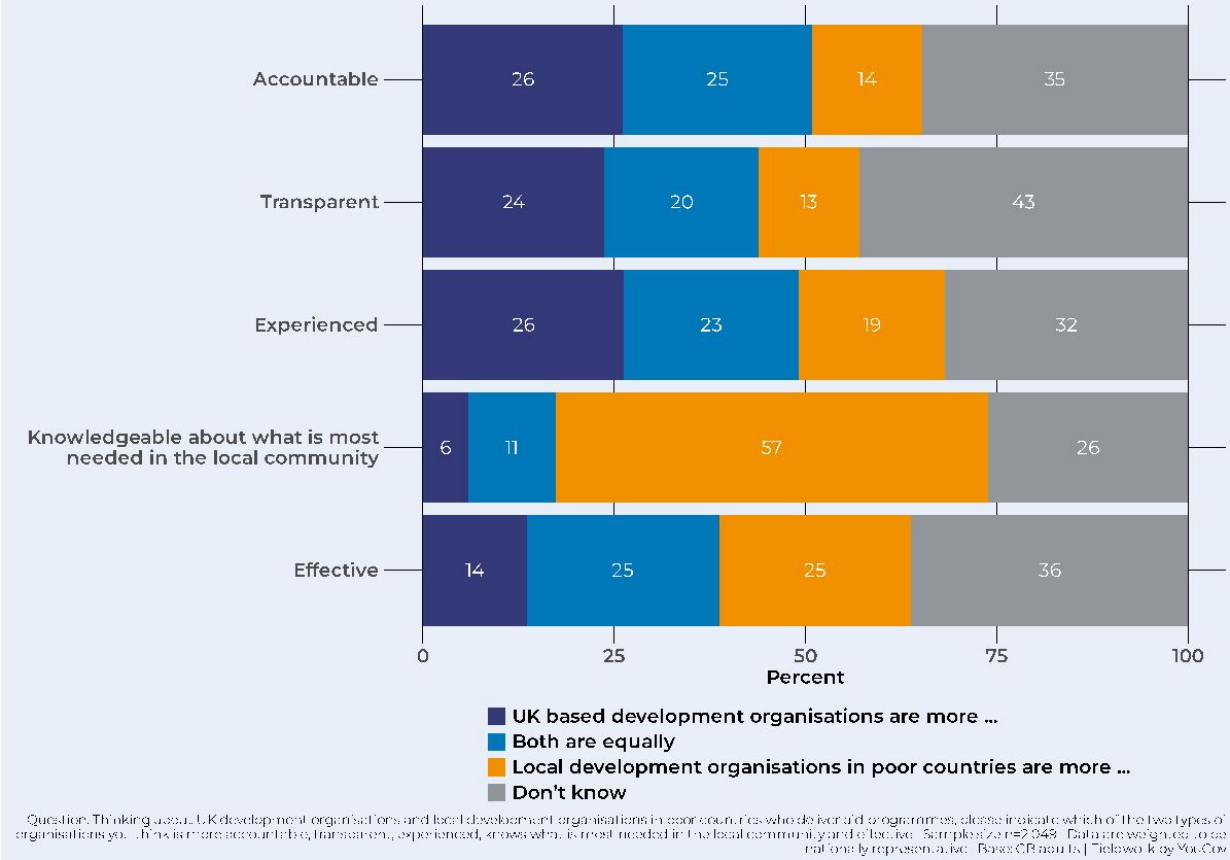
To better understand the public's perceptions of UK and local development organisations, we asked them to assess who was better on a number of categories.

First, there is a lot of uncertainty by way of 'don't knows' in this battery, so there is an opportunity for clear messaging on local organisations' capacities.

Respondents thought UK based development organisations were more accountable, transparent and experienced, but a similar percentage said both UK and local organisations shared these qualities.

57% said that local organisations were more knowledgeable about what is needed in the local community. A quarter said local organisations were more effective; with another 25% saying that both were equally effective.

On balance there are positive perceptions of the capacity of local organisations.



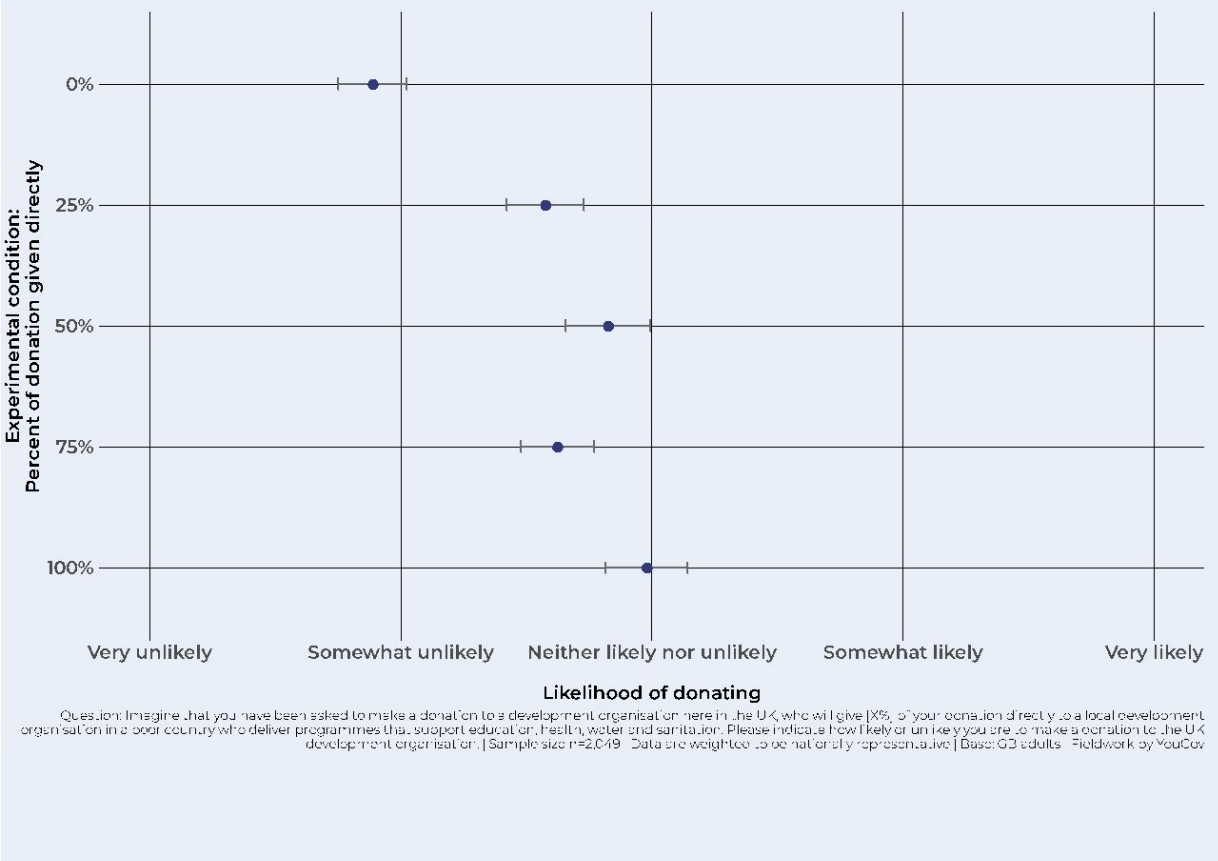
Question: Thinking about UK development organisations and local development organisations in poor countries who deliver aid programmes, please indicate which of the two types of organisations you think is more accountable, transparent, experienced, knows what is most needed in the local community and effective. Sample size n=2,048. Data are weighted to be nationally representative. Base: GB nationals | Fieldwork by YouGov

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ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

GETTING TO THE RIGHT PLACE: DOES MONEY DIRECT TO LOCAL ORGANISATIONS MATTER FOR DONATING?



Question: Imagine that you have been asked to make a donation to a development organisation here in the UK, who will give [X%, e.g. 75%] your donation directly to a local development organisation in a poor country who deliver programmes that support education, health, water and sanitation. Please indicate how likely or unlikely you are to make a donation to the UK development organisation. | Sample size n=2,049 | Data are weighted to be nationally representative | Base: 63 adults | Fieldwork by YouGov

We sought to test whether there was a threshold at which the percentage of a donation going to a local development organisation made respondents more or less likely to donate.

In randomly allocating respondents to 5 groups, we found that respondents who were told that 0% of the donation would go directly to a local development organisation were less likely to donate.

Respondents who were told 25%, 50%, 75% and 100% of the donation would go to the local organisation were more likely to donate, but the likelihood to donate did not follow the money.

Those who were told that 100% of the donation would get to the local organisation were no more likely to donate than those who were told 50% would go; but they were more likely compared to those who were told 25%.

Important to note that for 25-100% the average response is 'neither likely nor unlikely.

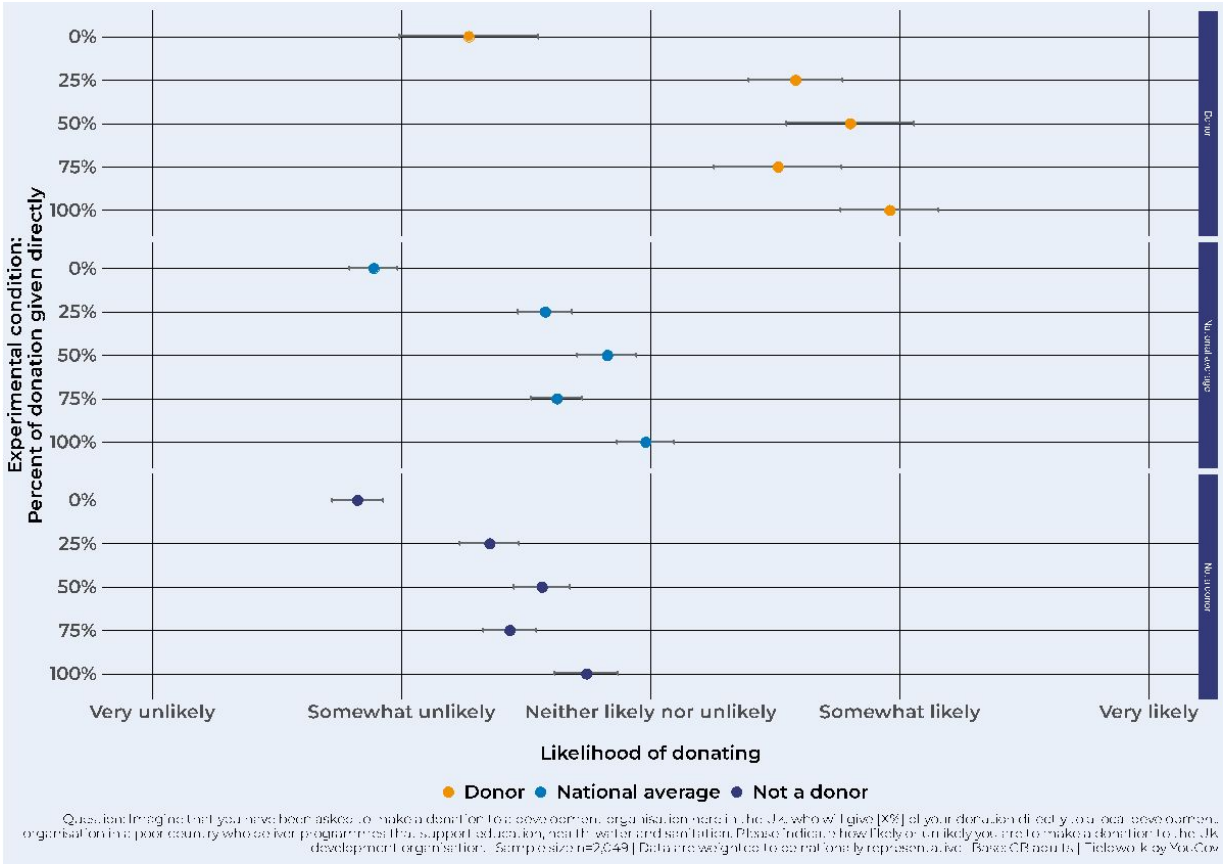
Although the majority of the sample does not donate, the likelihood of donating improves with the increase in the amount sent directly to local development organisations.

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ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

GETTING TO THE RIGHT PLACE, BY DONOR STATUS



In this analysis, we take the findings from the previous plot [slide 22] and split by whether the respondent has donated in the past 12 months.

For all groups, respondents are unlikely to donate when 0% of the donation gets to local development organisations. Donors are far more likely to say they will donate, but the percentage that goes to local organisations makes no difference to their likelihood of donation.

The pattern that we observe for non-donors is the same pattern we observe for the national average [all respondents]. Only moving from 25% to 100% of the donation going to local organisations, do we see a statistically significant increase in the likelihood of making a donation.

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SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

UNDERSTANDING SUPPORT FOR SHIFT THE POWER

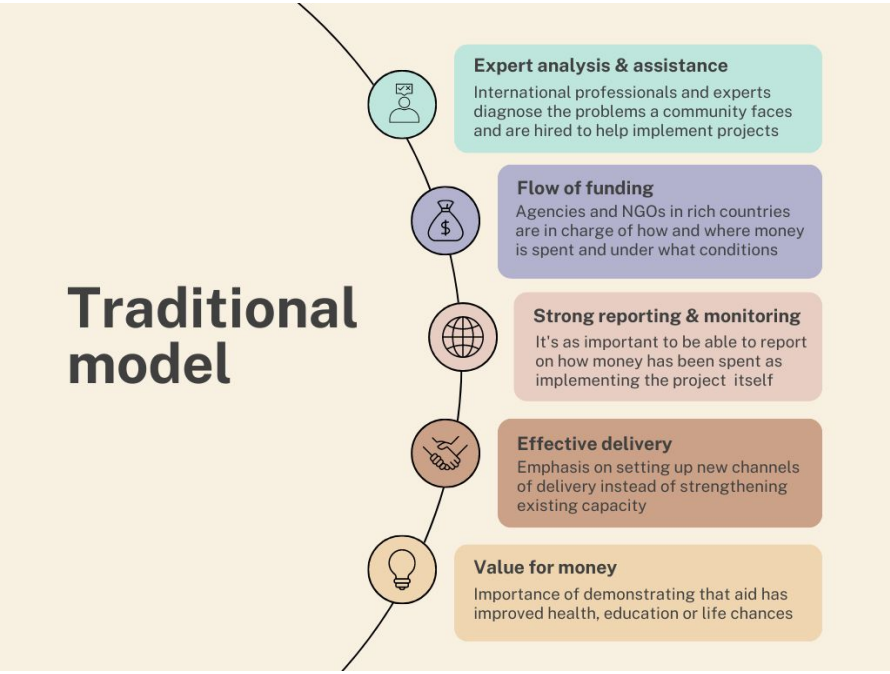
- To better understand the extent to which respondents support the shift the power approach, we identified 5 key dimensions of the 'Traditional' model [TM] – i.e. the current model of aid – and of the 'Shift the Power' model [StP] for comparison.
- We randomly assigned respondents into three groups
  - 1. Saw dimensions of the Traditional Approach
  - 2. Saw dimensions of the Shift the Power Approach
  - 3. Saw dimensions of both approaches
- The aim was to see, within each model, what is most important to respondents, and when putting the TM and StP head-to-head, which features did respondents think are most important.

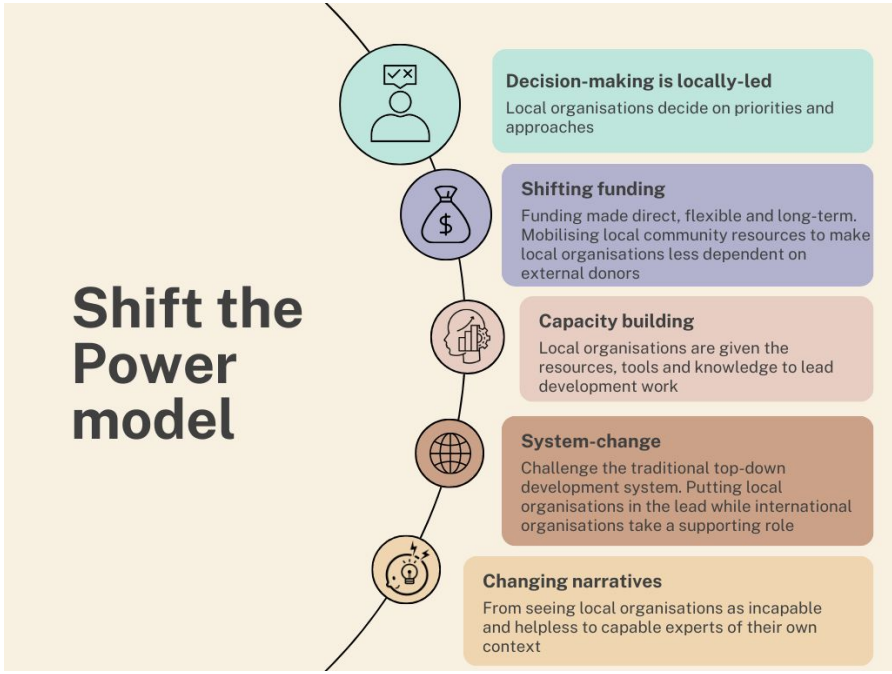


ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK
AUDIENCE INSIGHTS (2023)

SIDE BY SIDE COMPARISON OF THE TRADITIONAL MODEL AND THE SHIFT THE POWER MODEL





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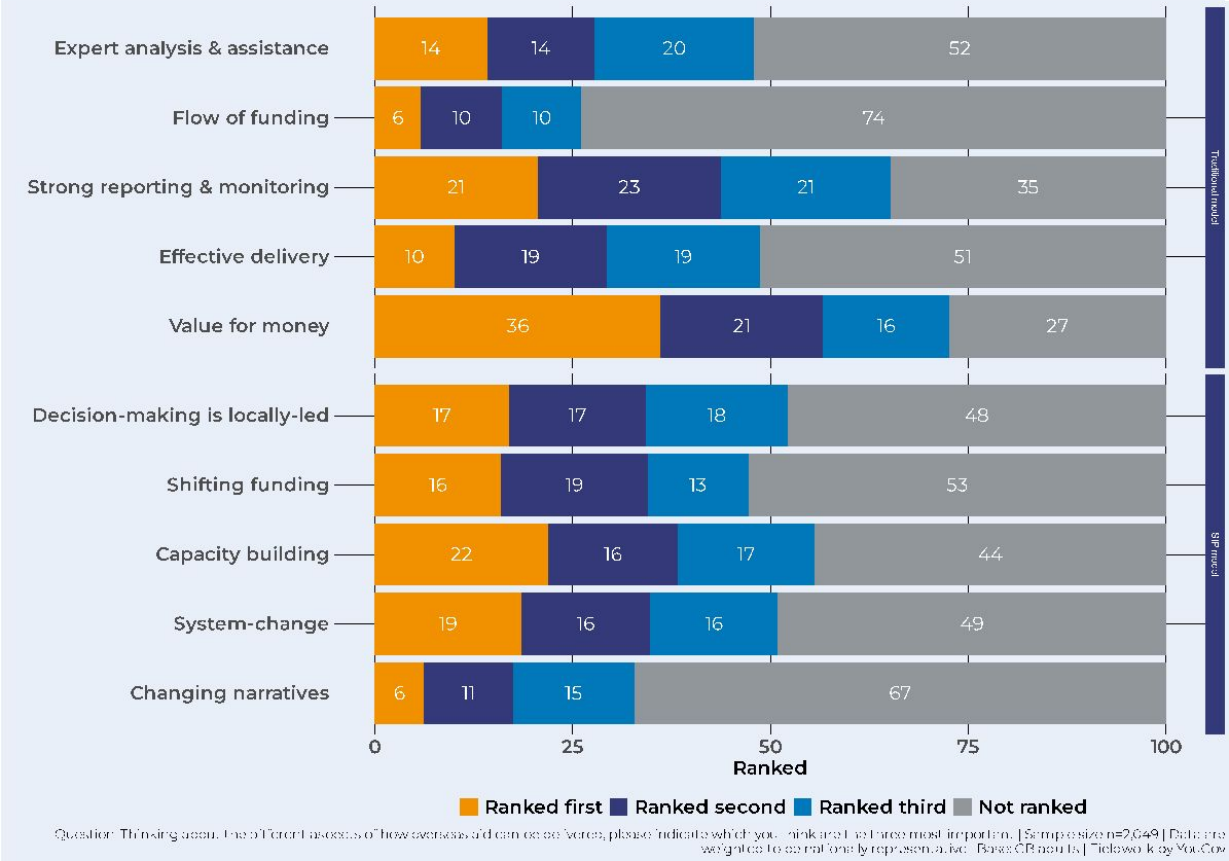
ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

UNDERSTANDING SUPPORT FOR THE TRADITIONAL & SHIFT THE POWER MODELS (1)

The top block shows which dimensions of the **TM** respondents ranked as first, second and third most important. Value for money (36%) came top of the list, followed by strong reporting and monitoring (21%). Flow of funding (e.g. agencies and NGOs in rich countries are in charge of how and where money is spent and under what conditions) was deemed least important with just 6% of respondents ranking it first.

In the bottom block, respondents ranked the dimensions of the **StP model** . At top was capacity building (22%), followed by system change (19%), but most top choices were equally clustered. Changing narratives is not seen as an important aspect of the StP approach with just 6% of respondents ranking it first.



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SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

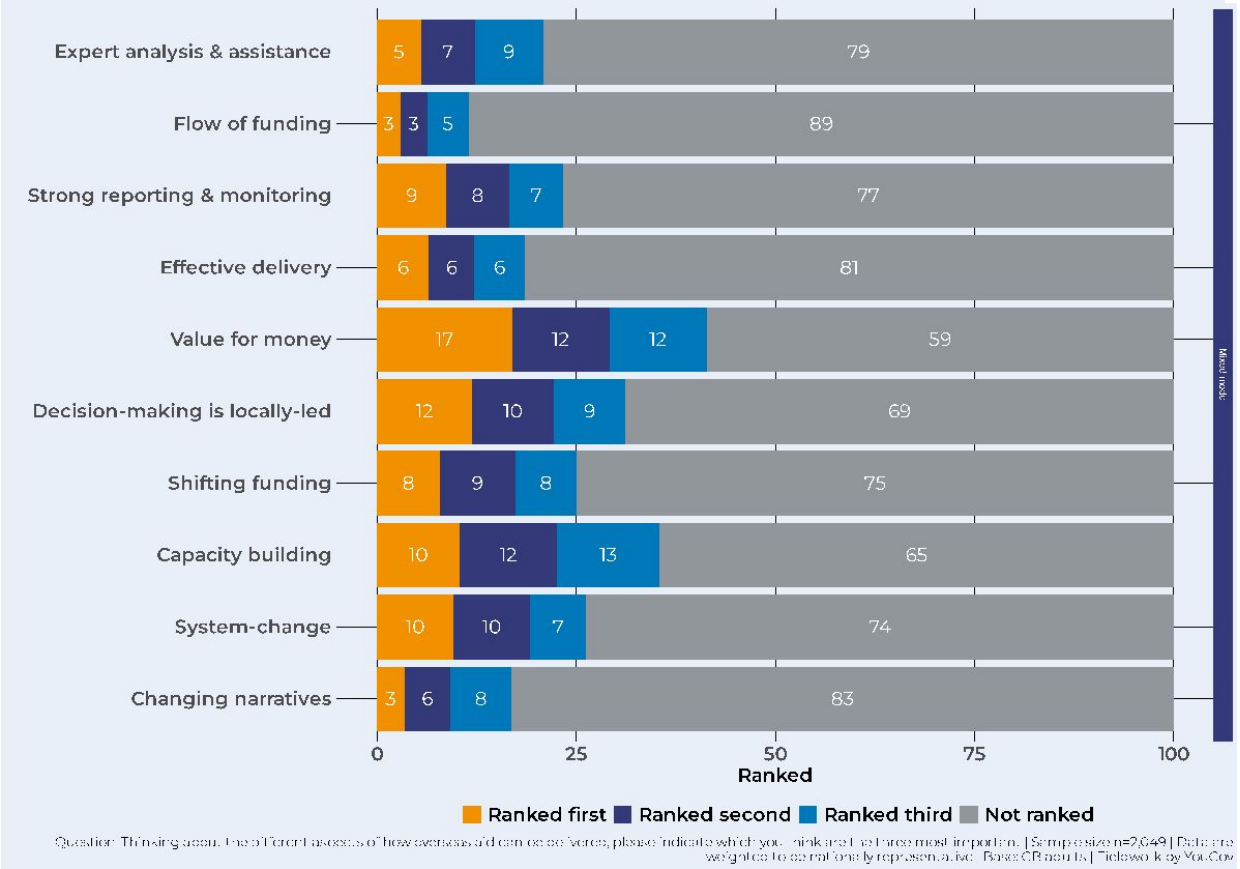
UNDERSTANDING SUPPORT FOR THE TRADITIONAL & SHIFT THE POWER MODELS (2)

When the traditional and StP model characteristics are combined, people indicate 'value for money' as the most important element.

However, the next 3 most important dimensions come from the StP model: decision-making is locally led (12%); capacity building and system change (10%). This is followed by strong reporting and monitory (9%) and shifting funding (8%).

These findings correspond with reservations expressed during the focus group discussions concerning the fear that money would be wasted due to, for instance, corruption.

However, it also suggests with reassurances around VFM, the StP model aligns well with existing public preferences.



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SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

PERCEPTIONS OF POWER: WHO DETERMINES HOW AID IS SPENT?

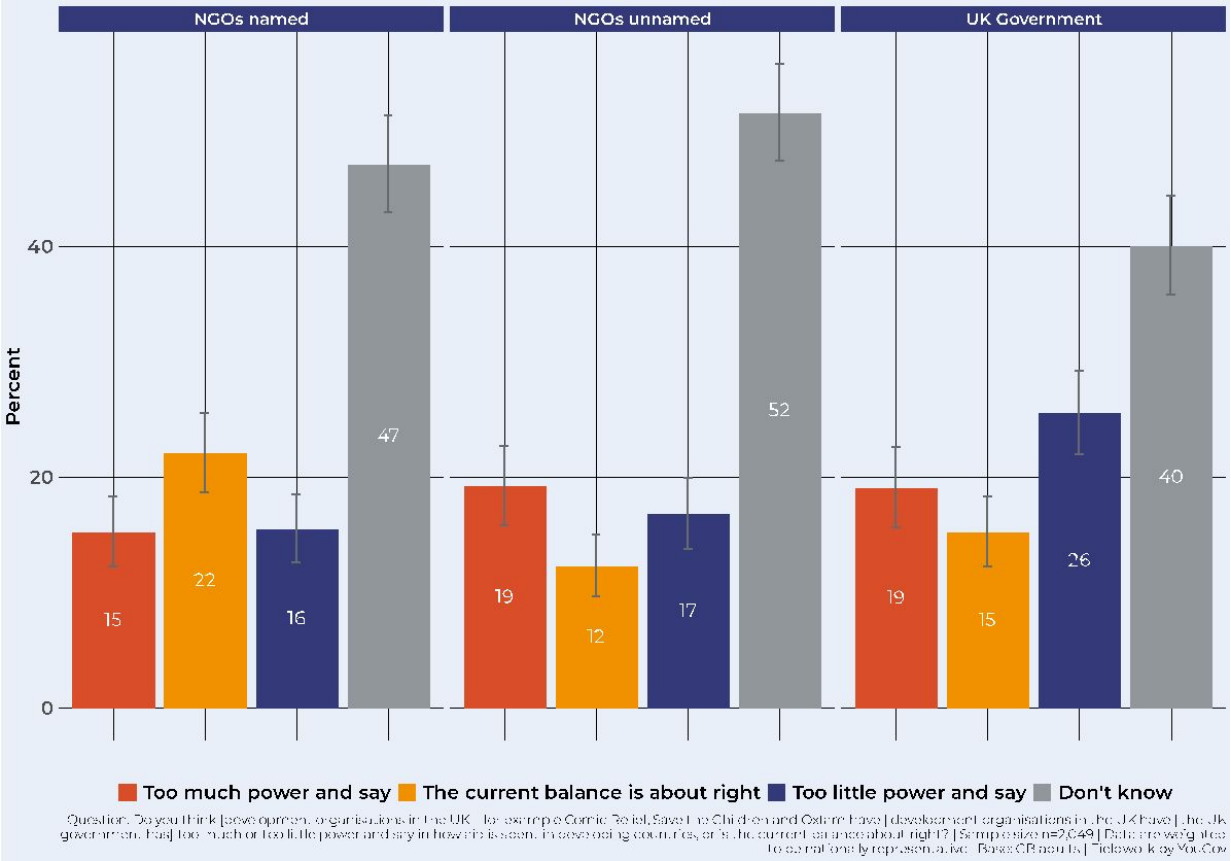
To test respondents' views on who has too much power and say in how aid is spent in developing countries, we split respondents into three groups:

1. Development organisations in the UK, e.g. Comic Relief, Save the Children & Oxfam
2. Development organisations in the UK
3. The UK Government

The key insight here is that the GB public do not have a strong view on who has too much power and say. The debate going on in the sector is not yet made its way to the UK public.

We also find that 22% said the named NGOs have the right amount of power; which falls to 12% when NGOs are unnamed.

Interestingly, respondents are more likely to say that the UK Government has too little power and say.

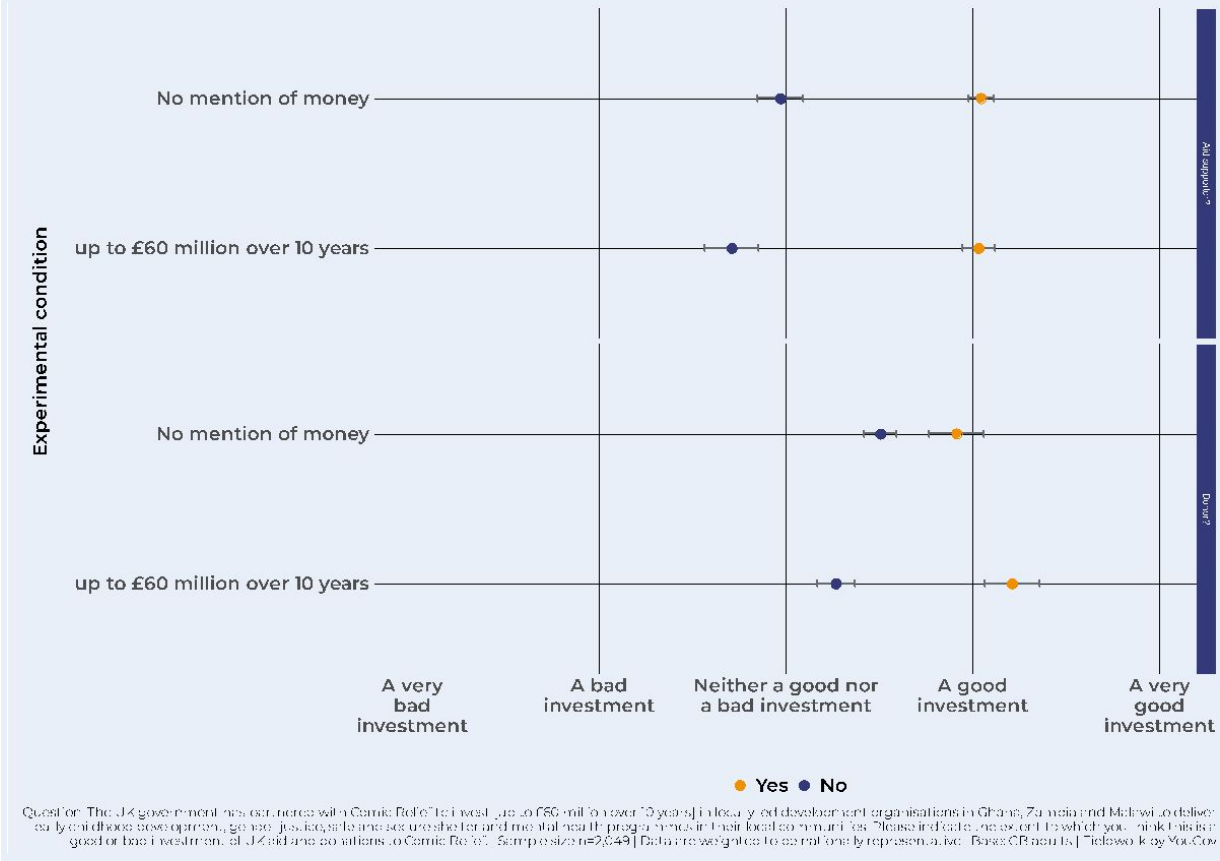


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ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

SHIFTING THE POWER IS A GOOD INVESTMENT FOR COMIC RELIEF?



We tested whether people perceived the Shifting the Power investment, of £60m over 10 years, in Ghana, Zambia and Malawi, as a good or bad investment.

We split the sample so that one group was told how much was being spent and the other group was not told anything about £ amounts. We also split the analysis by aid supporters (gold) and aid opponents (blue) and donors (gold) and non-donors (blue).

The results show that aid supporters and donors consistently thought (regardless of whether £ amounts were or weren't mentioned) that the programme was a good investment.

For aid opponents, they were unconvinced and became less convinced when told about the amount of money that has been invested. Mentioning money reduces agreement among aid opponents that it is a good investment.

However, non-donors are much more similar to donors when no money amounts are mentioned. Suggesting that speaking of the programming without talking about £millions makes non-donors more likely to agree that it is a good investment.

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ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

3. MESSAGE TESTING

Which messages work best and for which audiences?



ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

MESSAGE TESTING METHODOLOGY

- We tested 54 messages covering each aspect of the Shift the Power model, contributions from Comic Relief, as well as messages designed by the research team drawing on the focus groups and DEL research.
- Respondents were shown two randomly selected statements from a total pool of 54. The question was repeated five times, each with randomly generated messaged.
- Respondents were presented with a short preface and then asked:
  - *"Please tell us whether you agree more with the first statement or the second statement – even if neither is exactly right."*



ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK
AUDIENCE INSIGHTS (2023)

WHAT RESPONDENTS SAW: MESSAGE TESTING SET-UP

YouGov

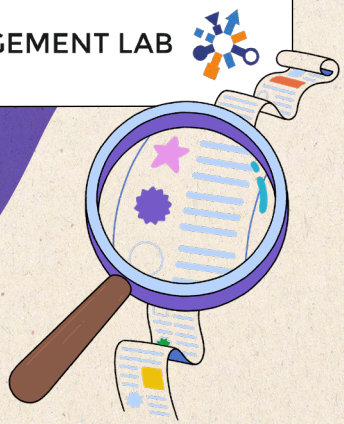
Which statement do you personally agree with more, even if neither is exactly right?

Statement A	Statement B
It doesn't matter whether UK or local organisations deliver aid, as long as decisions on how aid is spent are transparent, aid is effective, and the results are measurable.	We need to mobilise local community resources in developing countries to make local organisations less dependent on external aid donors like the UK.

Thinking about you personally, which statement do you think is most convincing, even if neither is exactly right?

- ○ Statement A
- ○ Statement B

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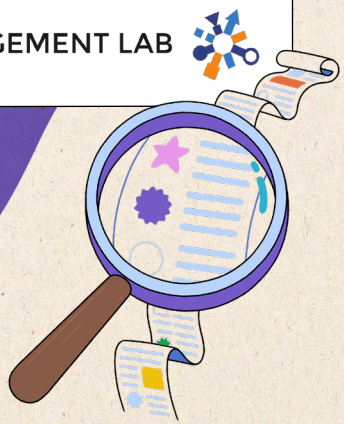
ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

SAMPLE MESSAGES

- We need to shift decision-making power to local organisations in developing countries that are better placed to deliver aid where it is needed over the long-term.
- We need to embrace a vision of a 'good society' built around core values of equality, democracy and sustainability. We need global solidarity and shared leadership in overseas aid.
- UK aid organisations have the advantage of seeing the 'bigger picture' when it comes to implementing aid programmes. If local organisations were in charge, they would only pay attention to what their local community needs.
- UK development organisations who deliver overseas aid are more transparent, efficient, and accountable than organisations in developing countries.
- It's good that donations from the UK public to Comic Relief's Red Nose Day appeal will be doubled by the UK government and will go towards empowering locally led organisations in Ghana, Zambia and Malawi.
- It's good that the UK government will match fund up to £6m of public donations to Comic Relief's Red Nose Day appeal. Thanks to your generosity locally led organisations across Ghana, Zambia and Malawi will be able to bring lasting change to communities supporting women and girls to fulfil their potential.

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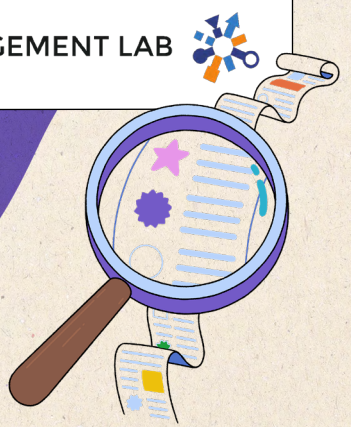
ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

THREE WILD CARDS / CLICHES

- Give a man a fish, and you feed him for a day. Teach a man to fish, and you feed him for a lifetime.
- Charity begins at home.
- Charity begins at home, but doesn't end there.

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ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK
AUDIENCE INSIGHTS (2023)

RANKINGS

Ranking of all 54 messages
from most to least popular



ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK
AUDIENCE INSIGHTS (2023)

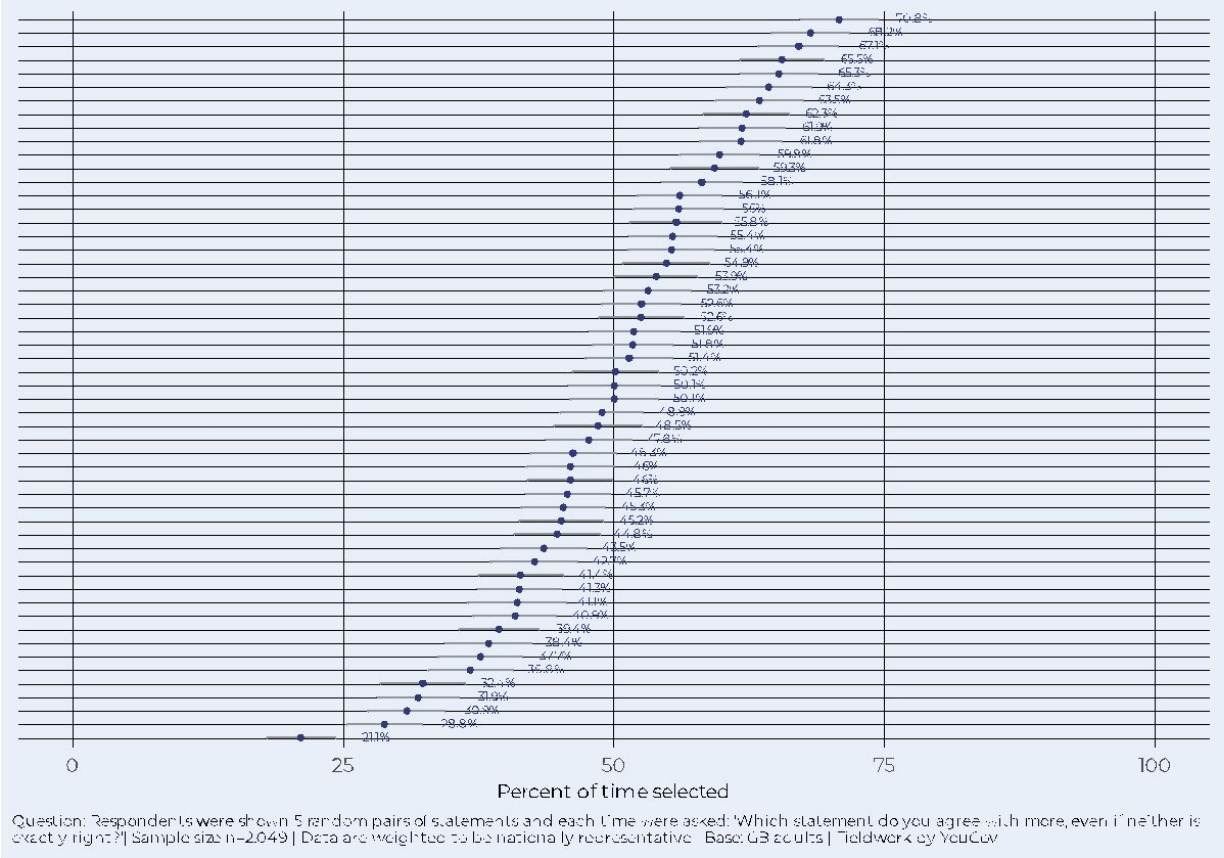
MESSAGES LEAGUE TABLE DISTRIBUTION

This figure shows all 54 messages in rank order. The percentage is the percentage of time that a message was chosen against any other message. Messages above 50% performed better than average; messages below 50% performed worse than average.

The best performing message was selected 71% of the times it was shown to respondents.

The worst performing message was selected just 21% of the times it was shown.

Of the 54 messages: 20 performed better than average or random; 14 did not perform significantly different from average (as shown by confidence interval crossing the 50% line); 20 messages performed statistically less well on average.



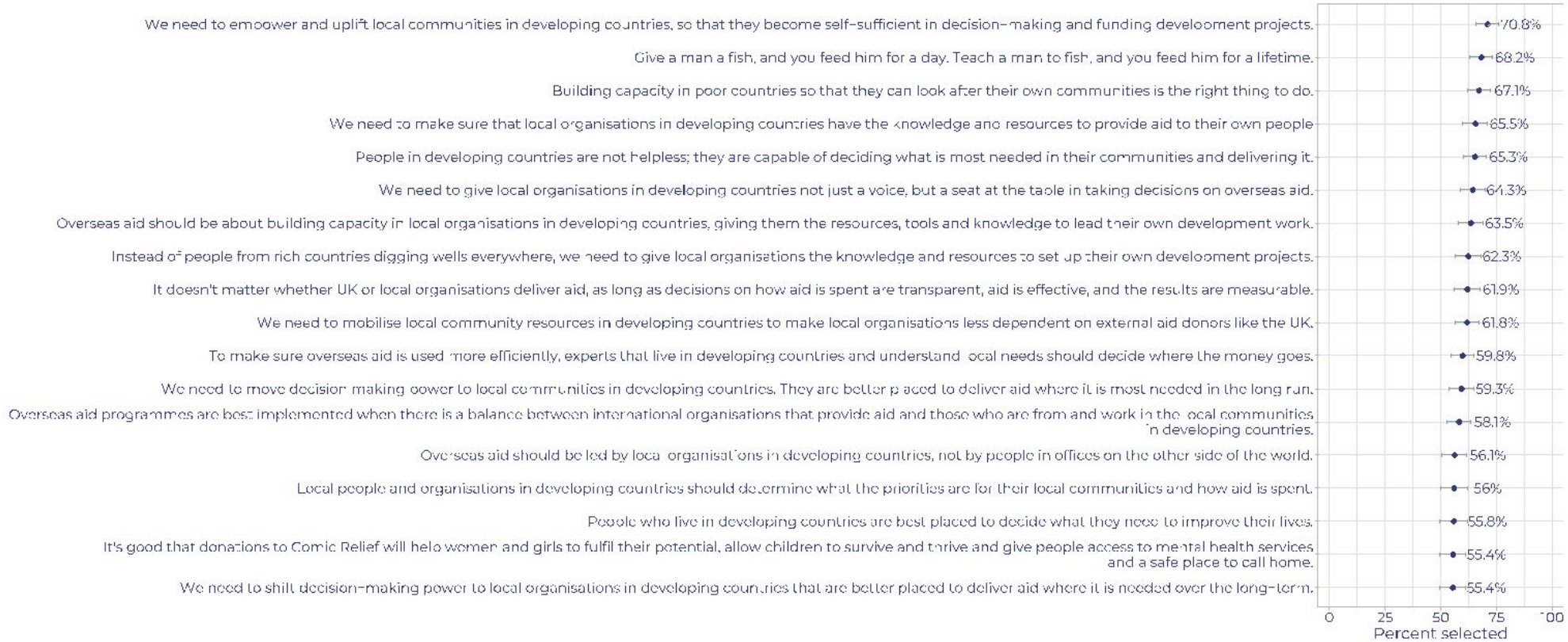
Question: Respondents were shown 5 random pairs of statements and each time were asked: 'Which statement do you agree with more, even if neither is exactly right?' | Sample size n=2,049 | Data are weighted to be nationally representative | Base: GB adults | Fieldwork by YouGov

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SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK
AUDIENCE INSIGHTS (2023)

BEST PERFORMING MESSAGES



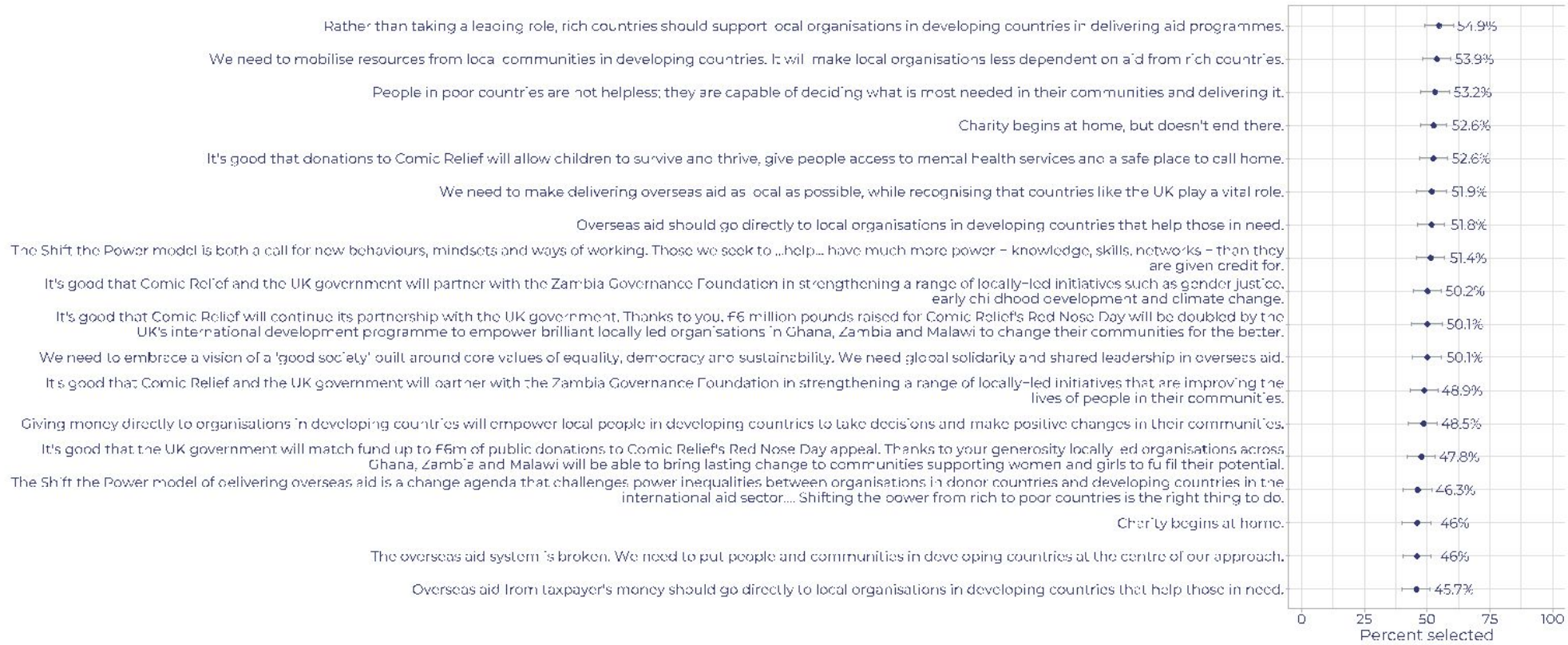
Question: Respondents were shown random pairs of statements and each time were asked: 'Which statement do you agree with more, even if neither is exactly right?'| Sample size n=2,049 | Data are weighted to be nationally representative | Base: GB adults | Fieldwork by YouGov

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SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

AVERAGE PERFORMING MESSAGES



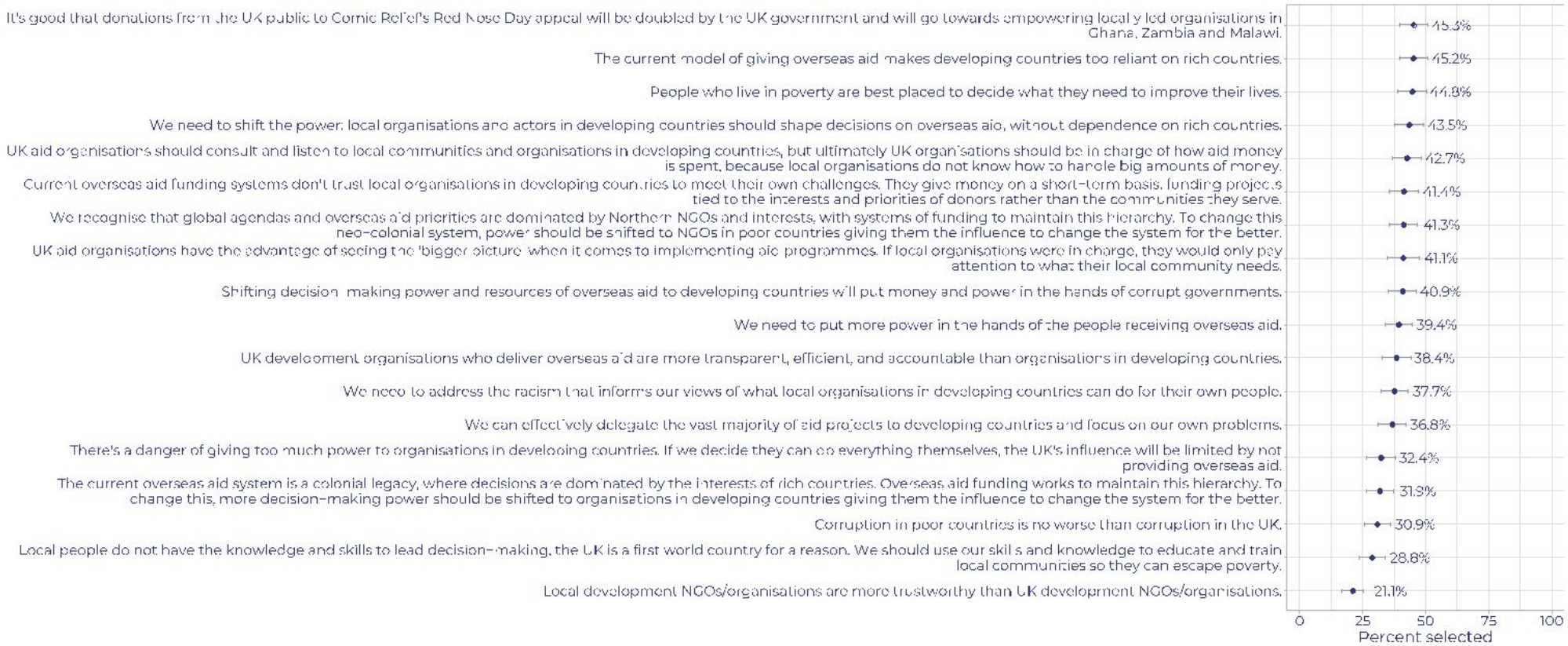
Question: Respondents were shown random pairs of statements and each time were asked: 'Which statement do you agree with more, even if neither is exactly right?'| Sample size n=2,049 | Data are weighted to be nationally representative | Base: GB adults | Fieldwork by YouGov

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SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

WORST PERFORMING MESSAGES



Question: Respondents were shown 5 random pairs of statements and each time were asked: 'Which statement do you agree with more, even if neither is exactly right?'| Sample size n=2,019 | Data are weighted to be nationally representative | Base: GB adults | Fieldwork by YouGov

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ANNEXE 1

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WHICH MESSAGE FOR WHICH AUDIENCE?

Which sub-groups in the populations preferred certain messages and turned off by others?



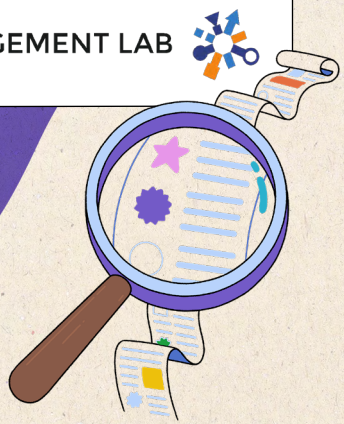
ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK
AUDIENCE INSIGHTS (2023)

HOW YOU CAN DIG IN

- We have created an interactive Excel spreadsheet that shows the aggregate score for each message and allows you to reorder the more or less successful statements for different audiences.
- The spreadsheet contains cuts by age [generation], gender, region, education, income class, political voting, supporter or opponent of aid spending, donor, and racial attitudes.
- There are a number of significant differences among the different groups.

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ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK
AUDIENCE INSIGHTS (2023)

USE EXAMPLE: GENERATION Z

Statement Overall Rank	Statement Text	Overall	Ge	
		Percentage times chosen	Generation Z (after 1996)	Millennial (born 1981 - 1996)
10	We need to mobilise local community resources in developing countries to make local organi	61.8	79	56.6
11	To make sure overseas aid is used more efficiently, experts that live in developing countries ar	59.8	69.4	64.7
3	Building capacity in poor countries so that they can look after their own communities is the r	67.1	68.4	60.7
44	UK aid organisations have the advantage of seeing the 'bigger picture' when it comes to impl	41.1	67.7	32.8
24	We need to make delivering overseas aid as local as possible, while recognising that countries	51.9	67.4	48.1
7	Overseas aid should be about building capacity in local organisations in developing countries	63.5	67	55
37	It's good that donations from the UK public to Comic Relief's Red Nose Day appeal will be dou	45.3	66.9	43.7
12	We need to move decision making power to local communities in developing countries. They	59.3	66.4	50.5
1	We need to empower and uplift local communities in developing countries, so that they beco	70.8	66.2	72.7
26	The Shift the Power model is both a call for new behaviours, mindsets and ways of working. Th	51.4	66.2	47.5
16	People who live in developing countries are best placed to decide what they need to improve	55.8	65.9	49.8
2	Give a man a fish, and you feed him for a day. Teach a man to fish, and you feed him for a lifeti	68.2	62.9	56.5
6	We need to give local organisations in developing countries not just a voice, but a seat at the	64.3	62.6	57.1
23	It's good that donations to Comic Relief will allow children to survive and thrive, give people ac	52.6	61.5	57.8
8	Instead of people from rich countries digging wells everywhere, we need to give local organisa	62.3	60.6	61.6
13	Overseas aid programmes are best implemented when there is a balance between internatio	58.1	60.3	57.5
18	We need to shift decision-making power to local organisations in developing countries that a	55.4	58.7	55.9
19	Rather than taking a leading role, rich countries should support local organisations in develop	54.9	57.3	53.7
39	People who live in poverty are best placed to decide what they need to improve their lives.	44.8	57	43.2
31	Giving money directly to organisations in developing countries will empower local people in c	48.5	56.5	53.6
41	UK aid organisations should consult and listen to local communities and organisations in dev	42.7	55.9	39.7
28	It's good that Comic Relief will continue its partnership with the UK government. Thanks to yc	50.1	55.6	57.8
30	It's good that Comic Relief and the UK government will partner with the Zambia Governance	48.9	55.5	45.5
25	Overseas aid should go directly to local organisations in developing countries that help those	51.8	55.1	52.5
5	People in developing countries are not helpless; they are capable of deciding what is most ne	65.3	53.6	63.2
32	It's good that the UK government will match fund up to ¬£6m of public donations to Comic R	47.8	53.2	53.5
33	The Shift the Power model of delivering overseas aid is a change agenda¬†that challenges po	46.3	52.6	56.2
29	We need to embrace a vision of a 'good society' built around core values of equality, democrac	50.1	51.5	58
27	It's good that Comic Relief and the UK government will partner with the Zambia Governance	50.2	51.2	55.1



79%

of Gen Z agree that we need to mobilise local community resources compared with only 48% overall

To pick an example, looking at those who fall into the Generation Z age category, they are much more positive (overindex) on the notion that 'We need to mobilise local community resources in developing countries to make local organisations less dependent on external aid donors like the UK' compared with the general population.

But they are much less likely to agree that 'People in developing countries are not helpless; they are capable of deciding what is most needed in their communities and delivering it' (54% versus 65% for the population overall).

These insights are useful for microtargeting of messages, but equally to **see which messages cut through across groups and are suitable for broadcasting** .

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SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

OVERINDEXING MESSAGES BY KEY SUBGROUPS



WOMEN

We need to make delivering overseas aid as local as possible, while recognising that countries like the UK play a vital role.



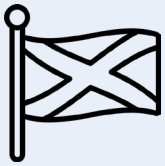
MILLENNIALS

The Shift the Power model of delivering overseas aid is a change agenda that challenges power inequalities between organisations in donor countries and developing countries in the international aid sector. Shifting the power from rich to poor countries is the right thing to do.



UNIVERSITY DEGREE

The Shift the Power model is both a call for new behaviours, mindsets and ways of working. Those we seek to help have much more power - knowledge, skills, networks - than they are given credit for.



SCOTLAND

We need to embrace a vision of a 'good society' built around core values of equality, democracy and sustainability. We need global solidarity and shared leadership in overseas aid.



AID OPPONENTS

Charity begins at home.



CONSERVATIVES

The current model of giving overseas aid makes developing countries too reliant on rich countries.

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ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)



4. MESSENGERS

ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK
AUDIENCE INSIGHTS (2023)



WHO CAN COMMUNICATE SHIFT THE POWER?

- To understand who is the best messenger to communicate the Shift the Power model and movement, we tested 7 messengers on respondents' willingness to donate.
- Control
  - If you were to see an appeal from an international development organisation to support their efforts with a donation, on a scale of 0-10 where 0 indicates 'I would definitely not make a donation' and 10 indicates 'I would definitely make a donation', what would you do?
- StP informed baseline
  - "We all need to support efforts to "Shift the Power". We need to enable local development organisations to take decisions for their local communities with international aid organisations playing a supporting role. We should recognise the expertise of local organisations and allow them to mobilise local resources and build capacity for long-term development."
- Messengers
  - Same message as StP baseline above, but attached to one of 7 messengers: aid recipient, volunteer, frontliner worker, actors, activists, politicians.



ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

SHIFT THE POWER MESSENGERS

Alice Roberts, Volunteer



Adina Chibuzo, Beneficiary

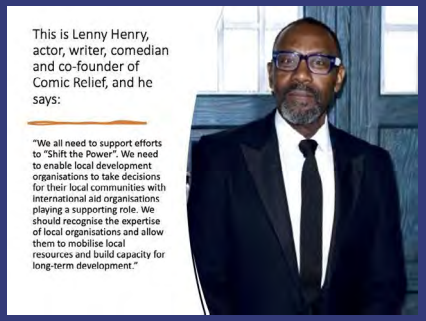


Andrew Mitchell, Minister

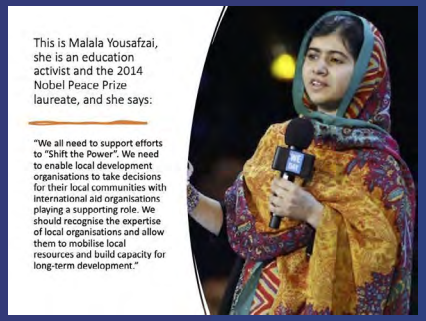


David Tennant, Actor

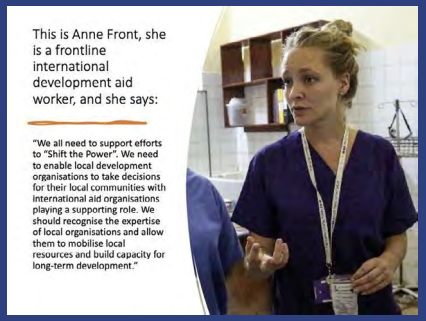




Lenny Henry, Actor



Malala Yousafzai, Activist



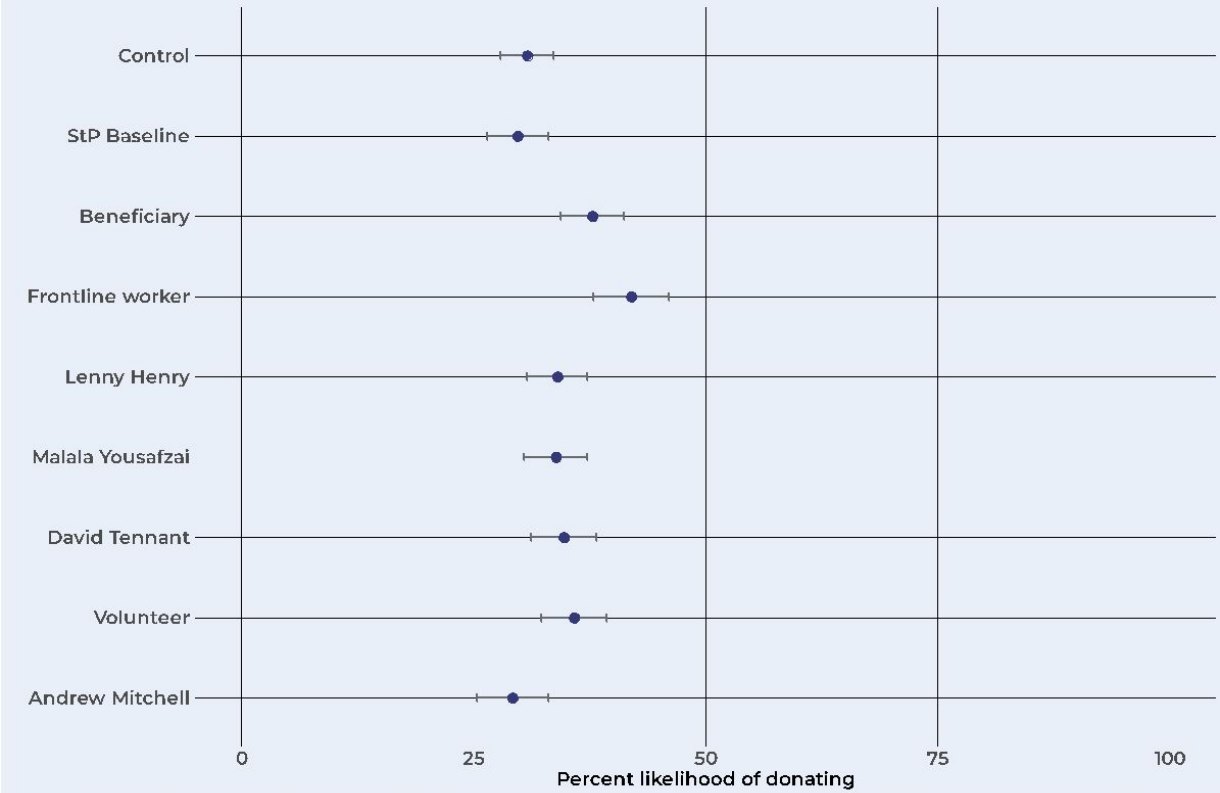
Anne Front, Frontline Worker

ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)



FRONTLINE WORKERS ARE THE BEST PERFORMING MESSENGERS FOR SHIFT THE POWER



Question: [Show picture of messenger except in Control (no prompt) and S.P Baseline (just show message, no messenger)] "Thinking about the efforts to 'Shift the Power' from international development organisations, if you were to see an appeal that promised to shift the power, how likely are you to donate to that appeal, on a scale of 0-10 where 0 indicates 'I would definitely not make a donation' and 10 indicates 'I would definitely make a donation', what would you say? Sample size n=2,048. Data are weighted to be nationally representative. Base: GB nationals | Fieldwork by YouGov

The control group were asked how likely they were to donate to an international development organisation without any prompt and they reported an average propensity to donate of 31%.

The StP baseline group were asked after having had Shifting the Power explained to them with text only. They reported an average propensity to donate of 30%. Statistically this is no different from the Control group.

When we compare each of the 7 messengers to the control group, only two messengers – **aid beneficiary** (38% propensity) and **frontline worker** (42%) – performed better than the control (at standard 95% confidence).

All other messengers perform (statistically) no better or worse than the control.

Previous DEL research shows frontline workers to be excellent messengers for donation and petition asks.

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SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

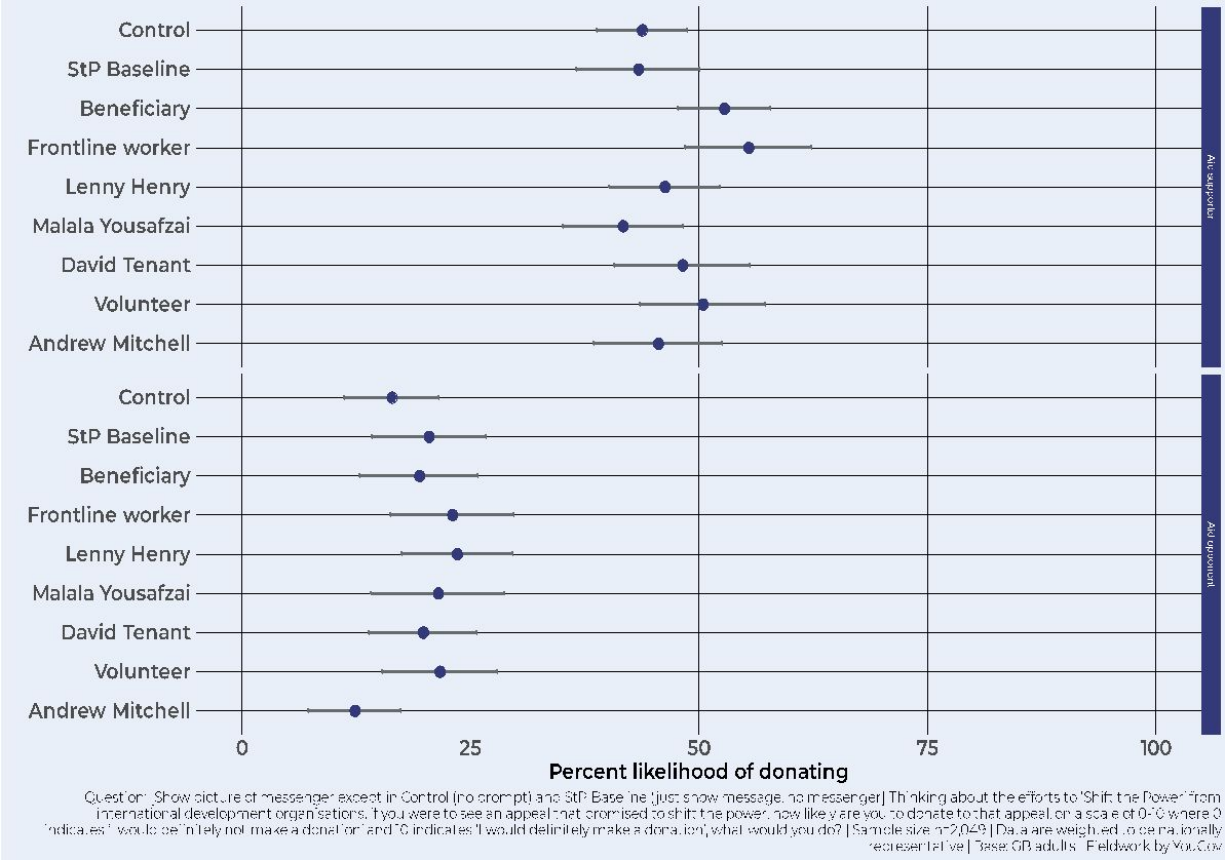
StP MESSENGERS BY AID SUPPORTER/OPPONENT

This analysis splits respondents into two groups, aid supporters [those who want to increase or keep aid levels the same] and opponents [those who want to cut the aid budget].

Among aid supporters, both the frontline worker and the beneficiary perform [statistically] better than the control.

Aid supporters are far more likely to donate having received a message from any of the messengers compared to aid opponents.

Among aid opponents, no messengers stand out, and opponents have only a 25% likelihood of donating.



Question: Show picture of messenger except in Control (no prompt) and StP Baseline (just show message, no messenger) Thinking about the efforts to 'Shift the Power' from international development organisations, if you were to see an appeal that promised to shift the power, how likely are you to donate to that appeal, on a scale of 0-10 where 0 indicates "I would definitely not make a donation" and 10 indicates "I would definitely make a donation", what would you do? | Sample size: n=2,048 | Data are weighted to be nationally representative | Base: GB adults | Fieldwork by YouGov

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ANNEXE 1

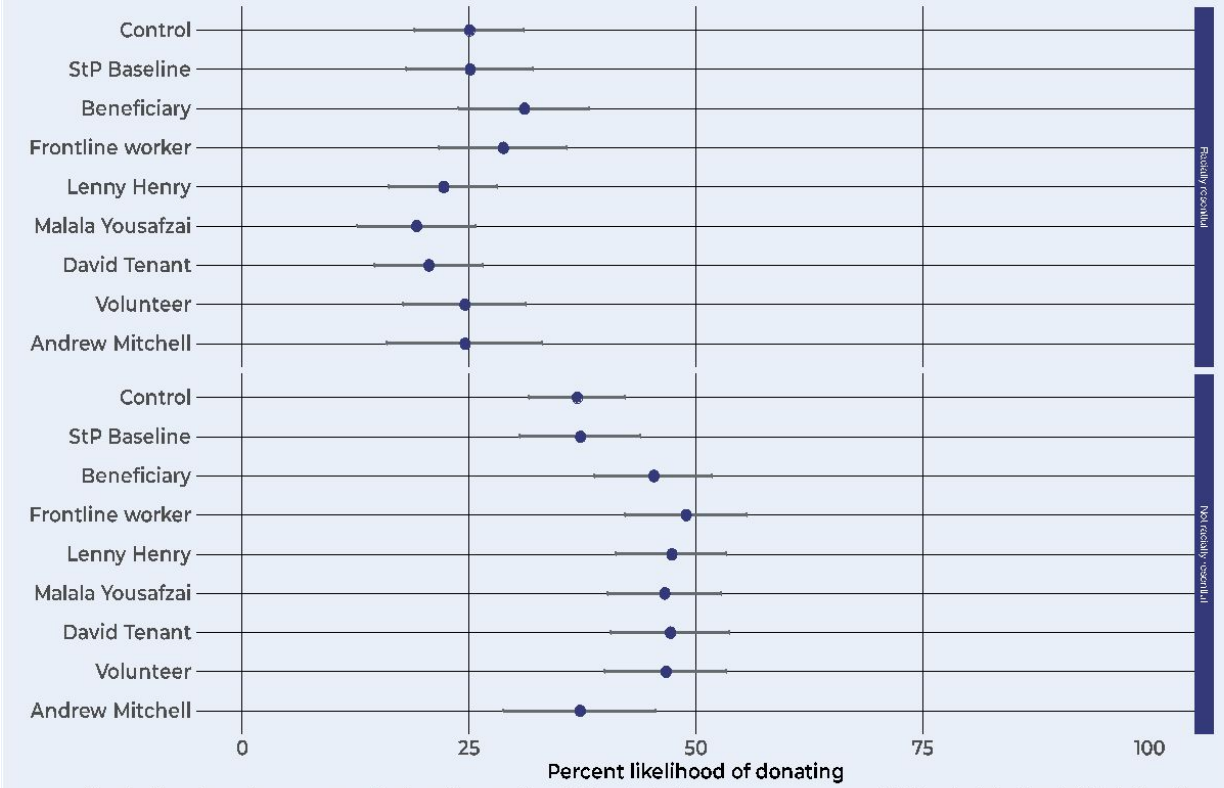
SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

StP MESSENGERS BY RACIAL RESENTMENT

In this analysis we group respondents by responses on the racial resentment question item [shown in slide 15]. The top group responded to say that they felt racial/ethnic minorities did not work as hard as white people, while the bottom group disagreed with that sentiment.

Again we see that no one messenger performs better than the control for either the group.

The non-racial resentment group are more likely to donate on average, but no messenger is more compelling than the control.



Question: [Show picture of messenger except in Control (no prompt) and StP Baseline (just show message, no messenger)] Thinking about the efforts to 'Shift the Power' from international development organisations, if you were to see an appeal that promised to shift the power, how likely are you to donate to that appeal, on a scale of 0-10 where 0 indicates 'I would definitely not make a donation' and 10 indicates 'I would definitely make a donation', what would you do? | Sample size n=2,048 | Data are weighted to be nationally representative | Base: GB adults | Fieldwork by YouGov

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SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

StP MESSENGERS BY DONOR STATUS

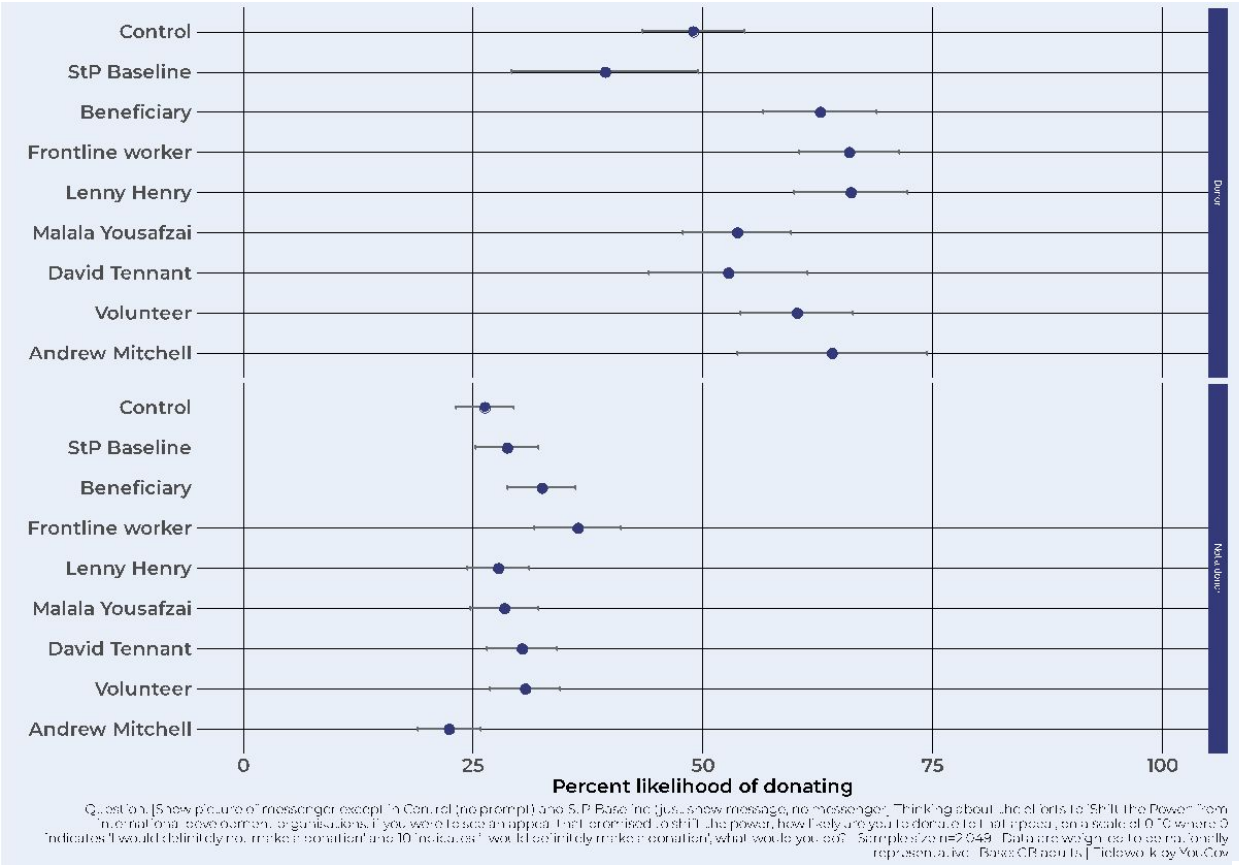
This analysis splits the group into those who have donated in the past 12 months and those who have not.

Again we see that the beneficiary, frontline worker performs [statistically] better than the control for donors, as does Lenny Henry and Andrew Mitchell; all other messengers perform as well as the control.

For non-donors we find that only the Frontline worker is more likely to elicit a donation than the Control. Notably frontline worker works well for everyone.

DEL research has shown that politicians typically do not perform well; we note that Andrew Mitchell does well among donors, less well among non-donors.

However, you can see that donors have a more positive view of every messenger and are significantly more likely to donate than non donors.



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ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

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 a grantee of 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

ANNEXE 1

SHIFT THE POWER: WHAT DO THE BRITISH PUBLIC THINK AUDIENCE INSIGHTS (2023)

