



Public Attitudes Towards Development

**TNS Report prepared for COI on behalf of the
Department for International Development**

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2. Introduction

2.1 Background

The Department for International Development (DFID) leads the UK Government's fight against world poverty, supporting long-term programmes to help tackle the underlying causes of poverty, as well as responding to natural and man-made emergencies.

Through its communications, DFID aims to raise public awareness and increase UK public understanding of, and support for, international development.

Monitoring public opinion is central to measuring DFID's success in building support for development. DFID has conducted research annually since 1999 to measure the general public's perceptions of development issues, Government participation, aid and corruption. This report discusses the findings of the research for 2007.

Between 1999 and 2006, the study was conducted by the Office for National Statistics (ONS). The study was conducted by TNS in 2007. In 2007, DFID reviewed the questionnaire to assess the relevance of key measures. Changes were made throughout the questionnaire in order to establish a useful and actionable baseline for the future (the impact of these changes are referred to in more detail in Section 2.7).

2.2 Research objectives

The overall aim of the research was to measure the UK public's views, and levels of concern, about poverty and development across the world, to inform DFID's ongoing communications strategy and work in this area.

The specific research objectives were:

- a) To measure:
 - concern with and perceived impact of poverty in developing countries;
 - understanding and opinion of poverty reduction efforts by the UK Government;
 - understanding of the Millennium Development Goals (MDGs) and support for increased expenditure on them;
 - attitudes towards corruption and how aid money is spent;
 - what people want to know about, and their attitude towards, developing countries, in particular Africa.
- b) To profile those most and least supportive of the UK Government expenditure generally and in relation to the MDGs;
- c) To assess changes in attitudes and awareness where comparable with previous studies.

2.3 Methodology and sampling

TNS carried out a face-to-face quantitative survey among a representative sample of 2,051 adults aged 16+ years in the UK. Interviewing was undertaken in the following regions: North West; North East; Yorkshire and Humber; East Midlands; West Midlands; East of England; London; South East; South West; Wales; Scotland; and Northern Ireland.

Respondents were selected using Random Probability Sampling controlled by quotas on working status, gender and presence of children in order to reduce response bias.

All interviews were carried out in respondents' homes using CAPI (Computer Aided Personal Interviewing) via TNS Omnibus.

The fieldwork was conducted between the 17th and 21st of August 2007.

2.4 Questionnaire

In 2007, DFID reviewed the questionnaire to assess the relevance of key measures and decided that changes were necessary throughout the questionnaire in order to achieve a useful and actionable baseline for the future. These changes affected comparability of data with previous years to some extent. The questionnaire is appended to the report.

2.5 Weighting

The data were weighted to correct the demographics and to represent the adult population of the UK.

Chart 1 shows the profile of the total sample prior to and after applying weights.

Chart 1

Sample Profile			Sample Profile		
%	Unweighted (2000)	Weighted (2051)	%	Unweighted (2000)	Weighted (2051)
Sex			Household size		
Male	47	49	1	21	20
Female	53	52	2	34	33
Age			3	18	19
16-24	14	14	4	17	18
25-34	15	18	5+	10	11
35-44	16	18	Government Region		
45-54	14	14	North East	4	4
55+	41	36	North West	11	11
Social Grade			Yorkshire & Humber	8	8
AB	17	20	East Midlands	8	8
C1	25	28	West Midlands	9	9
C2	22	20	East of England	10	10
DE	36	32	London	13	13
Working Status			South East	14	14
Full time	37	42	South West	8	8
Part time	12	12	Wales	4	4
Retired	31	26	Scotland	8	8
Full time higher education/ Still at school	4	5	Northern Ireland	3	3
Unemployed	16	15			

2.6 Notes on significant differences

Significant differences at 90%, 95% and 99% levels of confidence have been indicated where relevant between sub-groups.

2.7 Notes on comparison to other sources

Due to the questionnaire changes in 2007, exact comparisons are not always possible.

Where possible, the findings are compared with previous studies. Comparisons are primarily made with the 2006 DFID *Public Attitudes towards Development*¹ study by ONS. Additional comparisons are made with the 2005 ONS² study, as in some cases, these comparisons are more appropriate (for example, due to consistency of question wording, or ability to compare back to 1999). Some comparisons are also made with the Eurobarometer report: *Europeans and Development Aid*³.

Two key considerations to note with regards to comparisons in the report:

Fieldwork

The TNS 2007 data are UK-wide. All previous studies conducted by the ONS were Great Britain only. In some cases this does have an effect – for example, those in Northern Ireland have lower than average levels of awareness of DFID yet higher than average levels of concern about the issues faced by people in poor and developing countries.

Questionnaire changes in 2006

The ONS study in 2006 included some fundamental changes to the questionnaire which means it does not provide adequate comparability on many questions. Comparisons back to the 2005 study are made where meaningful or appropriate.

¹ ONS, “*Public Attitudes towards Development*”, 2006. Available from the Internet: http://www2.dfid.gov.uk/pubs/files/public_attitudes_to_development_2006.pdf.

² ONS, “*Public Attitudes towards Development*”, 2005. Available from the Internet: <http://www.dfid.gov.uk/mdg/aid-effectiveness/newsletters/public-attitudes-statistics.pdf>.

³ Eurobarometer, “*Europeans and Development Aid*”. *Special Eurobarometer 280/Wave 67.1 - TNS Opinion & Social, June 2007*.

3. Management summary

3.1 Key findings

- Around a quarter (27%) of the UK public say they are ‘very concerned’ about levels of poverty in poor countries. This proportion is consistent with the longterm average recorded in DFID surveys since 1999. A significant proportion (50%) think the UK Government should be doing more to reduce poverty in poor countries, a further 27% think the Government is doing the right amount.
- Overall, around one in five (22%) have heard of DFID. This is a very low level of awareness compared with other organisations that work in the area of international development such as the Red Cross (95%) and Oxfam (94%). Understanding of the Government’s role in development is also low, even when prompted; most respondents could not identify many of the activities undertaken by the UK Government or DFID. The public tends to associate UK Government involvement in poverty with providing disaster relief (48%), over and above other activities within its remit.
- Knowledge of the Millennium Development Goals (MDGs) is low in the UK (7% know ‘a lot’ or ‘a little’ about them), as it is in most European countries⁴. Despite this, the majority of the UK public (55%) support increased spending on aid in poor countries in order to deliver the MDGs.
- The MDGs which are seen by the public as the highest priorities cover reducing malaria, HIV/AIDS and other major diseases (42%), reducing the number of people who live in extreme poverty (35%), and ensuring all children can go to primary school (32%). There is considerable variation in the priority given to each issue by different subgroups, although it is important to note that across all the Goals there appear to be issues which strongly engage each subgroup.

⁴ Eurobarometer, Op cit, p14.

- The most effective ways in which the UK Government can help to reduce poverty in poor countries were seen as providing healthcare and education (51%), supporting development projects (50%) and reducing war and conflict (47%). The specific MDGs activities relating to health, extreme poverty and education were also seen as most important areas for focus.
- Nearly half of respondents (49%) felt that they personally could take effective action to reduce poverty in poor countries. One third (34%) of respondents considered there was nothing they personally could do to help reduce poverty.
- The most popular actions an individual could take to help reduce poverty were buying fairtrade products (50%) and donating to charities and appeals (42%). This is an important finding as it is the first year (since 1999, when the question was first asked) that respondents have not selected 'donating to charities and appeals' as their top answer.
- While the majority of the UK public recognise the importance of donating to charities that aim to reduce poverty overseas (71%), only one fifth reported actually having done so in the past 6 months (21%).
- When asked about the effects on the UK of poverty in poor countries, the main issues mentioned were the negative impacts of immigration (23%) and the economical/political consequences of war (15%). These data are consistent with long-term trends.
- The majority of respondents (57%) considered that most financial aid given to poor countries is wasted; this wastage was more commonly associated with corruption than inefficiency. The view that corruption is endemic among poor countries appears to be widely held: nearly half of respondents (42%) agreed strongly that most aid is wasted due to corruption.
- The majority of the UK public believe poverty in Africa is still an important issue. Most agree that hunger and disease continue to be commonplace in Africa (73%), and that there is a moral obligation to continue to support the continent (66%).

- Levels of awareness, understanding, concern, and support for the issues experienced by people in poor countries differ markedly by demographic subgroup. Levels are typically higher among those in higher social grades, the better educated, older people, those in the South of England and in Northern Ireland, and, on some issues, among black and minority ethnic groups.
- Despite the steady rise of the internet (16%), television (75%) is still the main source of information about poverty in developing countries; particularly television news and documentaries. Newspapers are another very important source (41%); internet and radio of less importance. However, there are interesting variations in these data by age: most notably young people aged 16 to 25 are equally likely to get their information on poverty from the internet as from newspapers.
- When asked on what development issues they would like to receive more information, respondents indicated they were more interested in hearing about where aid is being spent and how it is working, than in the problems of poverty themselves.

Recommendations for DFID's communication

- Increasing awareness of DFID, of UK Government development work generally, and of the MDGs should be a priority. While there is currently very low awareness of DFID (in the context of other agencies working in the area of development) there is strong support for the activities undertaken. This is particularly the case with regard to health (e.g. reducing major diseases) and education issues (e.g. ensuring children can go to primary school).
- Should a broad communications approach be taken; given the support for increased expenditure, communication content should aim to show the range of activities undertaken by DFID and the types of actions individuals could take that would make a difference. Health and education would be the motivating areas that have the most generic appeal.

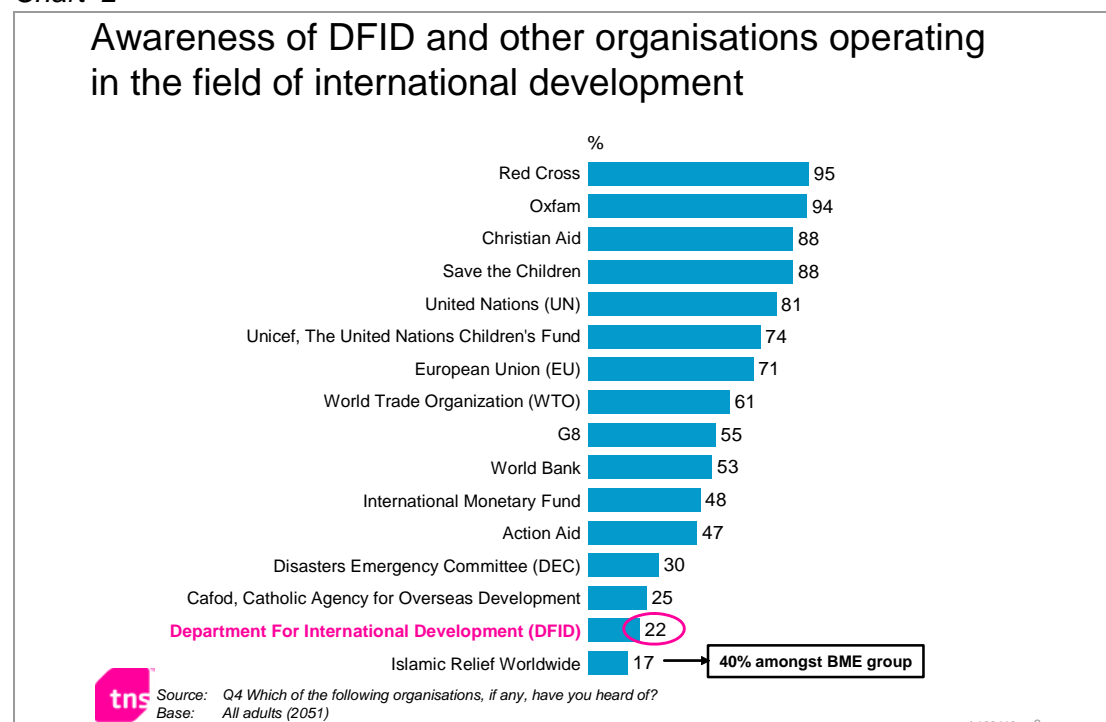
- Where possible, the communications should be targeted to specific audiences, given the evidence of different priorities amongst different sub-groups of the population. For example, those most likely to prioritise ‘reducing the number of children who die before the age of five’ are more likely to have children in the household, and lower social grade (C2). These differences would be an important consideration in adopting a more targeted communication approach.
- If DFID were to commission television material, the focus should be on news articles or documentaries that show money being put to good use, rather than on raising awareness of the problems themselves – most people accept that poor countries need help, and are not asking for more confirmation of that need.
- Programmes or articles should always include information about how the audience can get involved or help, as people do accept joint responsibility. Once individuals are aware of what they can personally do to reduce poverty, they are more likely to take action. The actions most likely to be undertaken by individuals are the things that can be built into everyday routines (such as the decision to purchase fair trade products). Communication about things individuals can do to make a difference should be pitched at this practical level.

4. DFID: Awareness and understanding

4.1 Prompted awareness of DFID

Respondents were shown a list of organisations that work in the area of international development. As shown in Chart 2 below, prompted awareness was highest for Red Cross (95%), Oxfam (94%), Christian Aid (88%), and Save the Children (88%). Awareness of DFID was comparatively lower (22%).

Chart 2



Awareness of DFID was higher than average among the following demographic subgroups:

- More educated (38% among those with degrees);
- Higher social grades (39% among AB's, 26% among C1's);
- Older (36% among 55-64 year olds, 26% among 45-54 year olds);
- Male (26%);
- Married (26%).

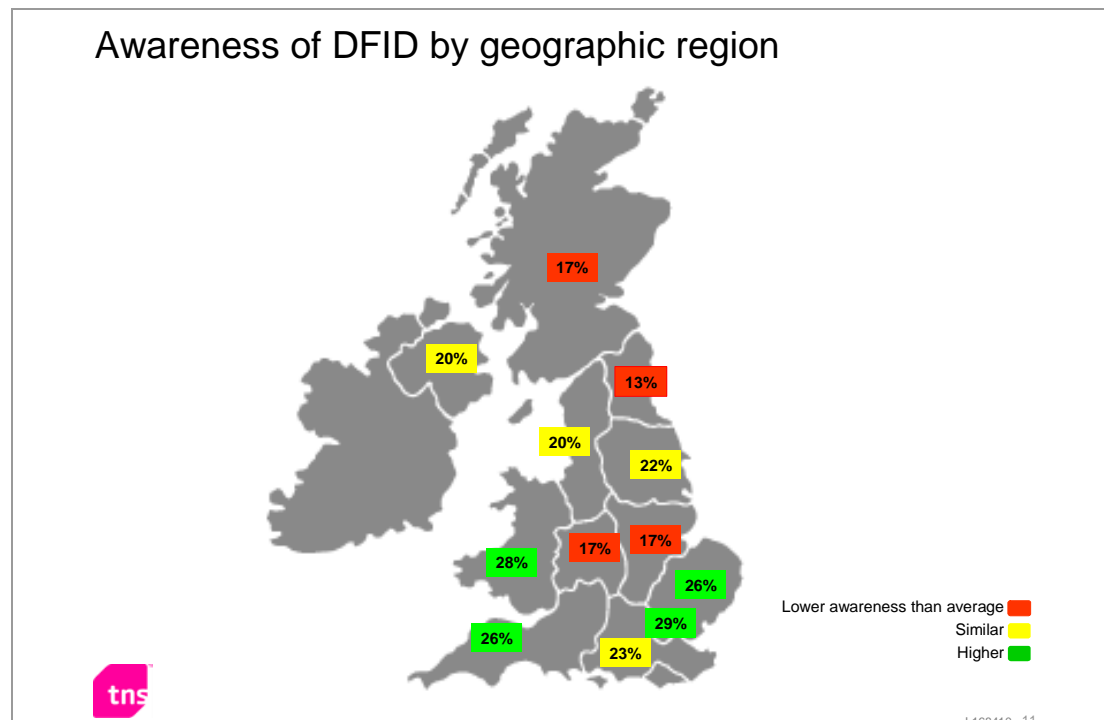
Awareness was also higher than average among respondents who said they were 'very concerned' about levels of poverty in poor countries. Just under one third

(30%) of whom, were aware of DFID. Respondents from non-white ethnic groups reported lower levels of awareness (17%).

Women were more aware of charities and men of trade/economic/Government organisations.

Awareness of DFID was higher in southern parts of the UK, as shown in Chart 3 below.

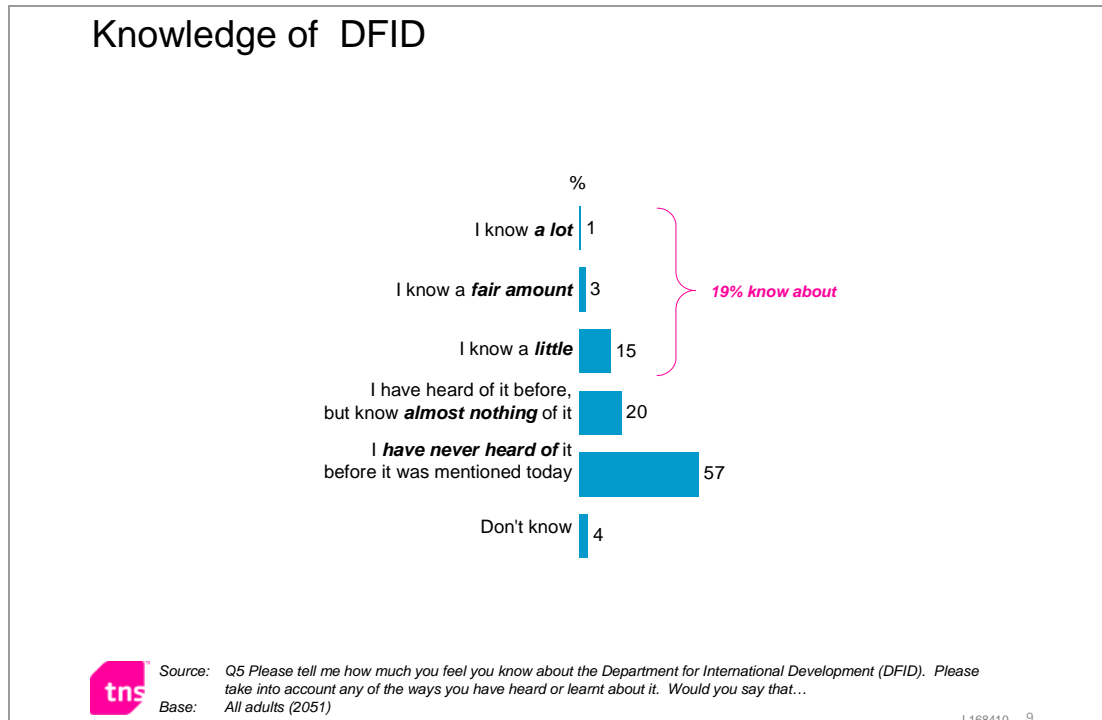
Chart 3



4.2 Knowledge of DFID

Respondents were asked how much they felt they knew about DFID. One in five respondents (19%) claimed to have some understanding of DFID, with 1% saying they knew a lot about DFID, 3% claiming to know a fair amount and 15% claiming to know a little. One in five (20%) had heard of DFID, but know almost nothing about it, while three-fifths (61%) had not heard of DFID before the interview. Chart 4 illustrates these results.

Chart 4



Knowledge of DFID was significantly higher among those aware of DFID (52%) and those aware of the MDGs (40%). Respondents from black and minority ethnic backgrounds claimed significantly higher knowledge of DFID (27%) - despite their overall levels of awareness being lower (see p13).

Those more likely to have a higher degree of knowledge about DFID were similar in profile to those with high awareness of DFID (i.e. more educated, higher social grades, older, male and married, and being 'very concerned' about poverty).

4.3 Perceived DFID and UK Government activities

Respondents were prompted with a list of activities that could help to reduce poverty in developing countries and were asked to select the activities they thought DFID or the UK Government was involved in.

When prompted, a high proportion (78%) recognised DFID or the UK Government's involvement at least one development activity, but one in five (19%) were not able to identify any.

The main activities the UK Government was perceived to be involved in were: 'organising emergency relief for poor countries' (48%); 'providing long term aid' (43%); 'helping to reduce the spread of diseases like TB, HIV/AIDS, malaria'; and 'helping poor countries work their way out of poverty' (42% each) – as shown in Chart 5 below.

Chart 5

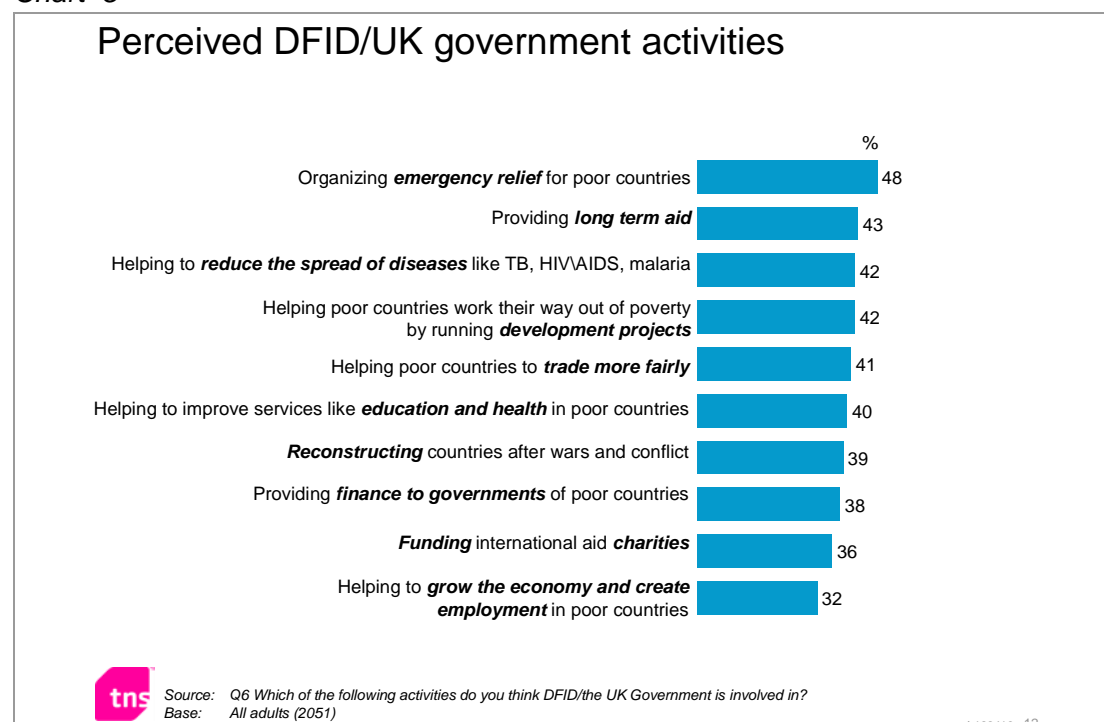


Chart 5 above shows that, even when prompted with a list, fewer than half of respondents were able to identify any individual activity the DFID or the UK Government's might be involved in. This is a disappointing response in a prompted question, indicating low levels of understanding. (It is important to note that this was asked of all respondents, including the 78% who were unaware of DFID).

4.4 Trust in DFID

Those aware of DFID (22%), were invited to rate their trust in DFID to undertake the following activities:

- (a) Organise relief for overseas disasters;
- (b) Provide long term development aid to poor countries;
- (c) Help poor countries to fair trade;
- (d) Reconstruct countries after war and conflict.

Respondents were shown a scale from 1-10, where 1 meant they do not trust the DFID at all and 10 meant that they trust the DFID completely.

Just under half (47%) rated DFID 4, 5, or 6 on each statement. Given the low general awareness of the DFID, this is likely to reflect a lack of knowledge of the organization rather than lack of trust. The average score for each statement is shown in the Chart 6 below.

Chart 6



5. The role of the UK Government and the MDGs

5.1 UK Government role

Respondents were asked how they felt about the UK Government's role in reducing poverty in poor countries and prompted with a five-point scale ranging from "The UK Government should do a lot more" to "The UK Government is doing far too much".

Half of respondents believed the UK Government should do more to help (23% a lot more and 27% a bit more). For 27% it was doing the "right amount" and for 15% the UK Government was doing more than it should (nine percent said 'a bit too much', six percent said 'far too much').

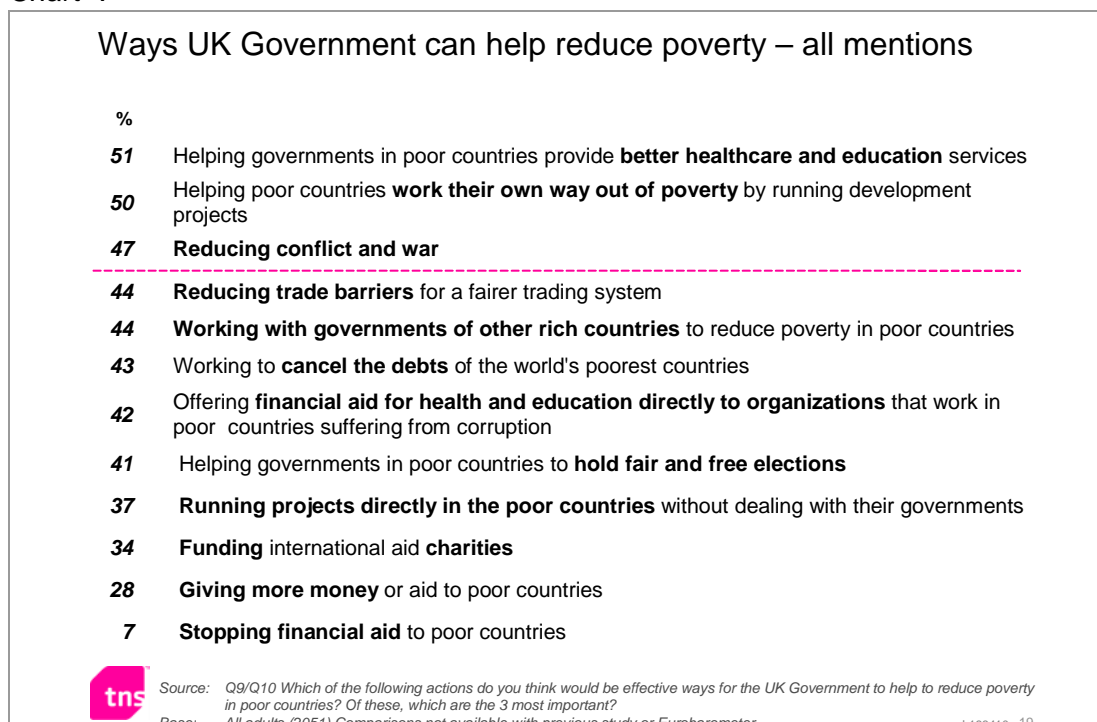
5.2 Ways to help to reduce poverty

Respondents were shown a list of activities and asked to prioritise the top three for the UK Government to focus on in order to help reduce poverty abroad. The top three priorities for UK Government action were seen as:

- Helping poor countries work their way out of poverty by running development projects (31%)
- Reducing conflict and war (31%)
- Helping governments in poor countries provide better healthcare and education services (27%).

When asked to list all effective actions, a high proportion of respondents recognised that a range of activities is required to reduce poverty – just under half (46%) mentioned five or more actions. There was highest support for practical forms of assistance – 'helping governments in poor countries provide better healthcare and education services' (51%), 'helping poor countries work their own way out of poverty by running development projects' (50%) and 'reducing conflict and war' (47%). There was lower support for simply providing funding – 'giving more money or aid to poor countries' (28%). Chart 7 overleaf illustrates the results.

Chart 7



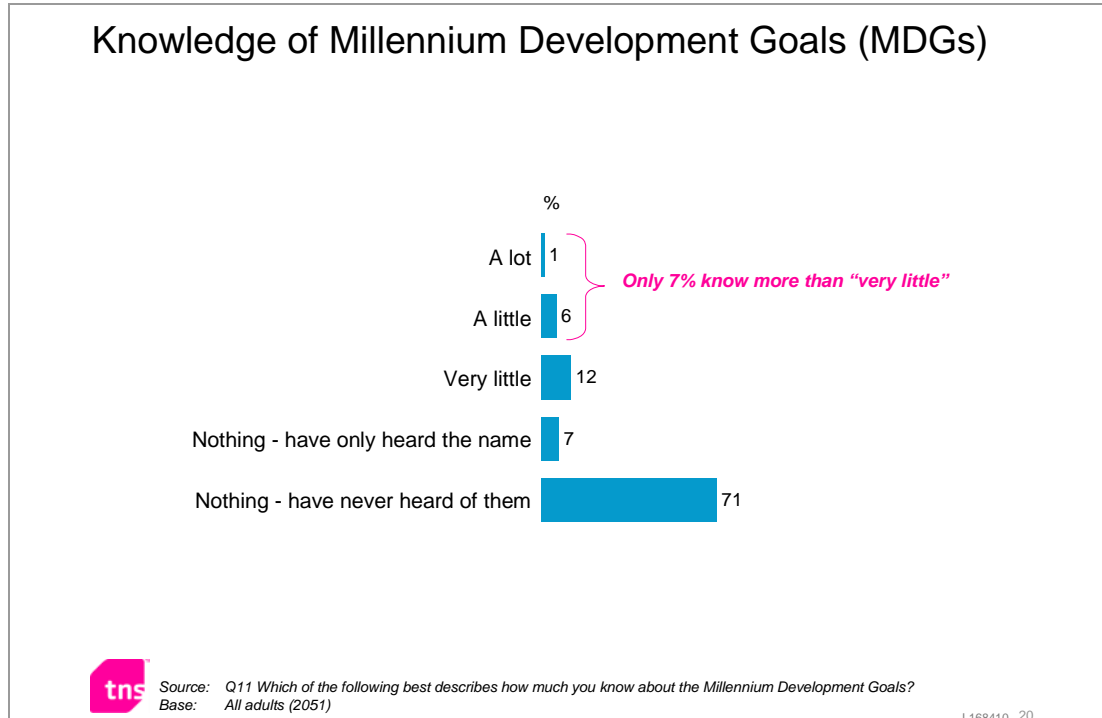
A similar question was asked in the 2006 ONS study – this question was asked generically regarding ‘actions which would have the most impact’ (rather than actions the UK Government could take per se). The top four actions were the same in both studies.

5.3 Knowledge of the Millennium Development Goals

There was limited claimed knowledge of MDGs in the UK, with 7% claiming to know a little or a lot about them and a further one in ten (12%) claiming to know very little. The majority (78%) said they had never heard of them, or had only heard the name but did not know what it stood for. (Results are shown in the Chart 8.)

Knowledge of the MDGs was higher among the following groups: those aware of DFID (16%), those with degree level education (12%), those living in London and Northern Ireland (11%) and amongst ABs (10%). One in ten (9%) of those who were ‘very concerned’ about poverty said they knew ‘a lot’ or ‘a little’ about the MDGs.

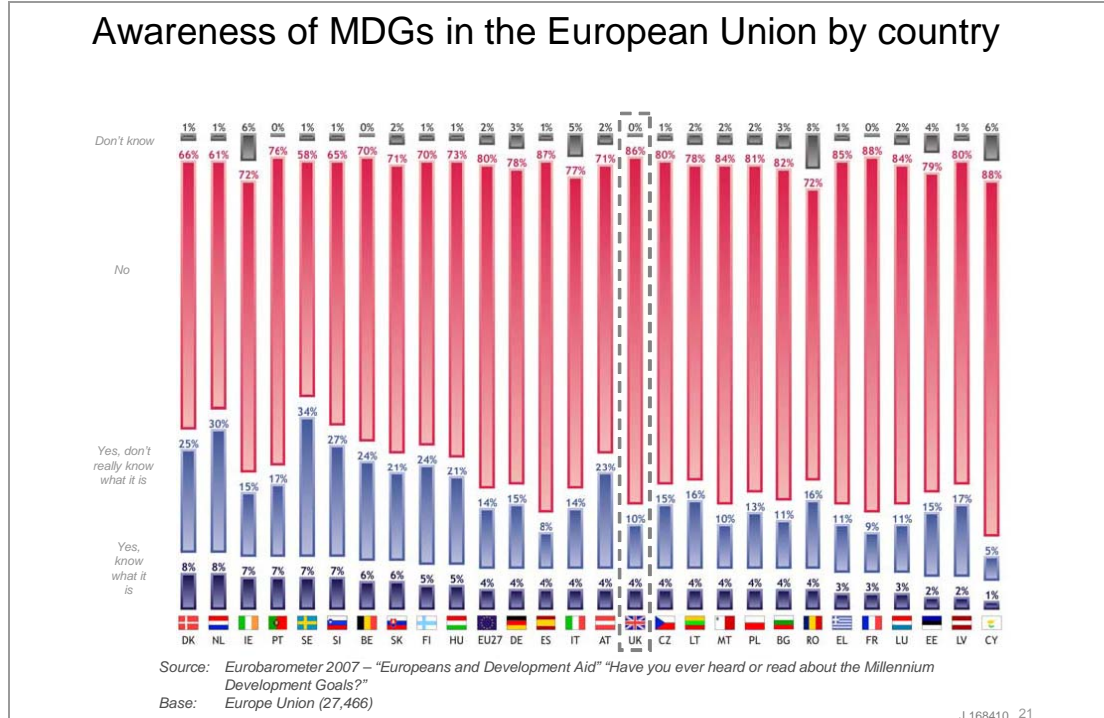
Chart 8



It is useful to consider this finding about knowledge of the MDGs in the UK in the context of other data with measures European awareness of the MDGs. Data from the 2007 Eurobarometer survey indicates that awareness of the MDGs in the UK is similar to other European Union (EU) members⁵. Countries with highest awareness were Denmark (33%) and Netherlands (38%) Awareness figures from Eurobarometer for all EU members are shown in the Chart 9 overleaf.

⁵ Eurobarometer, Op cit, p14.

Chart 9

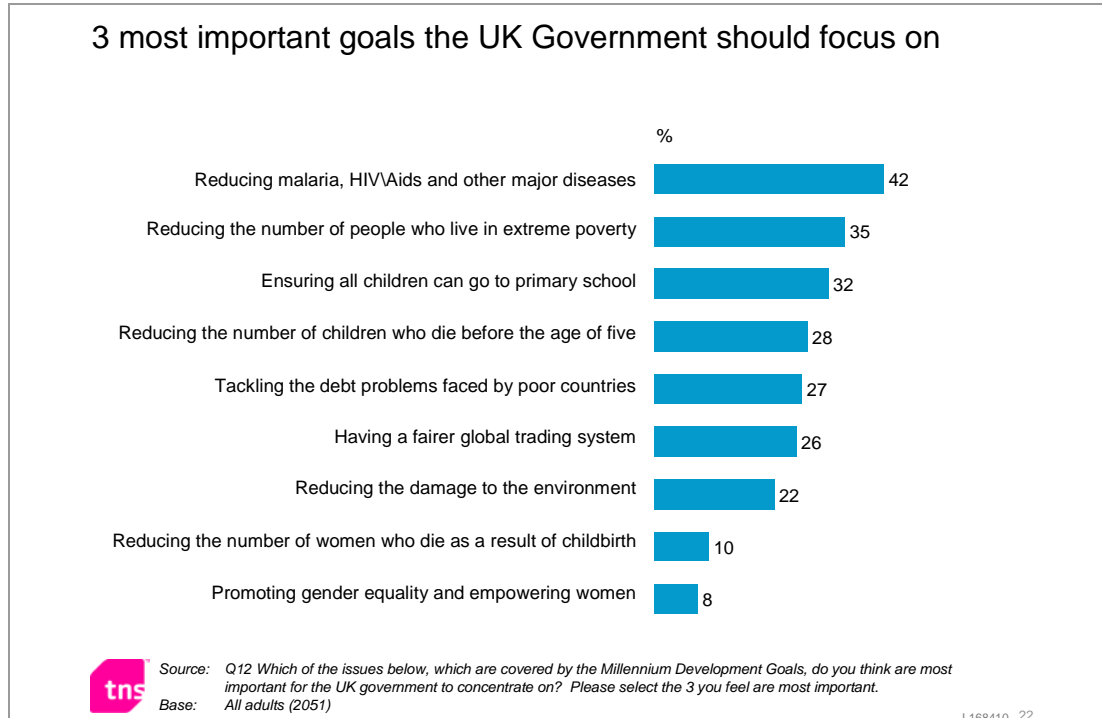


5.4 Goals the UK Government should focus on

Respondents were asked which issues covered by the MDGs the UK Government should focus on.

'Reducing malaria, HIV/AIDS and other major diseases' (42%) and 'reducing the number of people who live in extreme poverty' (35%) were seen as the most important activities for the UK Government to focus on. Chart 10 illustrates the results overleaf.

Chart 10




These priorities were similar to those of other European countries. Chart 11 overleaf shows that addressing major diseases and extreme poverty are also main priorities in the 2007 Eurobarometer Study.

‘Reducing the number of people who live in extreme poverty’ and ‘reducing the damage to the environment’ were higher in Europe, however this may be due to the slightly different question wording (the inclusion of the word ‘hunger’ and the reference to ‘drinking water’ may have affected the results).

Chart 11

3 most important goals the UK Government should focus on			
UK		Europe	
	%		%
Reducing malaria, HIV/Aids and other major diseases	42	Combat HIV/Aids, malaria and other diseases	46
Reducing the number of people who live in extreme poverty	35	Reduce extreme poverty and hunger	66
Ensuring all children can go to primary school	32	Achieve universal primary education	34
Reducing the number of children who die before the age of five	28	Reduce child mortality	31
Having a fairer global trading system	26	Develop a global partnership for development (including fairer access to wealth countries' markets for developing countries and cancel developing countries debts)	19
Reducing the damage to the environment	22	Ensure a sustainable environment (including reducing the number of people without sustainable access to safe drinking water)	32
Reducing the number of women who die as a result of childbirth	10	Reduce the number of woman who die as a result of child birth	9
Promoting gender equality and empowering women	8	Promote gender equality and empower women	14

 Source: Q12 Which of the issues below, which are covered by the Millennium Development Goals, do you think are most important for the UK government to concentrate on? Please select the 3 you feel are most important.
 Base: All adults (2051) 1468410_25

Europe data in the chart above is sourced from the Eurobarometer report: *Europeans and Development Aid*⁶.

5.4.1 Millennium Development Goals by demographic groups

Different MDGs appealed to different demographic groups. Below is a list of each goal and a demographic profile of those respondents with highest interest. The key finding is that across all the Goals, there were topics that appealed to each of the principal demographic groups.

- **“Helping to reduce the spread of diseases like TB, HIV/AIDS, malaria” (42%):**
 - Females (44%);
 - Young age groups (16-24 50%, 25-34 45%);
 - AB (44%), C1 (45%), C2 (43%);
 - With children in the household (46%);
 - Northern Ireland (55%), East Midlands (53%), Scotland (45%), London (47%) and South East/West and North West (41% each);

⁶ Eurobarometer, “Europeans and Development Aid”. Special Eurobarometer 280/Wave 67.1 - TNS Opinion & Social, June 2007.

- Working part time (47%) or in full time education (51%);
 - With any educational qualifications (45%).
- **“Reducing the number of people who live in extreme poverty” (35%):**
- 35-44 years old 42%; 25-34 yrs 39%;
 - AB (42%), C1 (41%);
 - Northern Ireland (49%), South West (42%);
 - Working full time (38%);
 - With any educational qualifications (39%).
- **“Ensuring all children can go to primary school” (32%):**
- Scotland and East of England (39% each), North East (37%), London (36%) and Yorkshire and Humber (35%);
 - Working part time (38%) or in full time education (41%);
 - With any educational qualifications (34%).
- **“Reducing the number of children who die before the age of five” (28%):**
- C2 (33%);
 - White background (28%);
 - Children in household (32%);
 - Scotland (44%);
 - Not working (33%);
 - Qualifications below degree level (29%).
- **“Tackling the debt problems faced by poor countries” (27%):**
- 35-44 and 55-64 years old (32%), 45-54 (31%) and 25-34 (27%);
 - AB (37%), C1 (28%) and C2 (26%);
 - Married (29%);
 - Northern Ireland (52%) and Yorkshire and Humber (34%);
 - Working (31%) or in full time education (29%);
 - Any educational qualifications (31%).

- **“Having a fairer global trading system” (26%):**
 - Male (30%);
 - 55-64 years old (36%), 45-54 (34%) and 35-44 (26%);
 - AB (36%) and C1 (26%);
 - Northern Ireland (39%), South East and East of England (36% each), London and Yorkshire and Humber (26%) and East Midlands (26%);
 - Working full time (30%);
 - Any educational qualifications (30%).

- **“Reducing the damage to the environment” (22%):**
 - 35-44 years old (28%);
 - Single (26%);
 - White background (23%);
 - Children in household (32%);
 - South West (28%);
 - Working full time (24%);
 - Any educational qualifications (23%).

- **“Reducing the number of women who die as a result of childbirth” (10%):**
 - Female (13%);
 - 65+ years old (14%) and 25-34 (12%);
 - C1 (12%) and DE (11%);
 - Married (29%);
 - Northern Ireland (16%), Scotland (15%), London (14%) and North East (13%);
 - Not working or retired (13% each);
 - No educational qualification (13%).

- **“Promoting gender equality and empowering women” (8%):**
 - 35-44 years old (10%);
 - Black and minority ethnic (13%);
 - Children in household (9%);
 - East of England (15%), London (13%), Wales and North East (11%) and North East (10%).

5.4.2 Regional differences in Millennium Development Goals priorities


Chart 12 illustrates the regional differences in MDG priorities. The numbers show the top three priorities and the pink boxes show higher scores relative to total.

For example, in London the top three priorities were: 'reducing major diseases', 'ensuring children can go to primary school' and 'reducing numbers in extreme poverty'. In London, the shaded boxes showing the MDGs with higher scores relative to total were: 'reducing major diseases' and 'ensuring children can go to primary school'.

Chart 12

Regional differences in MDG priorities

	London	South East	South West	East of England	East Mids	West Mids	North East	North West	Yorks and Humber side	Wales	Scotld	NI
Reducing major diseases	1	1	2	=3	1	1	2	1	1	2	1	1
Reducing numbers in extreme poverty	3		1	2	2	2	3	2	2	1		3
Ensuring children can go to primary school	2	3	=3	1			1		3		3	
Reducing numbers who die before five			=3		3	3		3			2	
Fairer global trading system		2		=3								
Reducing damage to the environment			=3							3		
Tackling debt												2

 *'Reducing deaths in childbirth' and 'gender equality and empowering women' were not top three priorities in any region*

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Respondents' priorities for MDGs also differed according to gender, age and social grade; again different messages were found to have strong appeal with each of the main subgroups. These differences are summarised in Appendix 2.

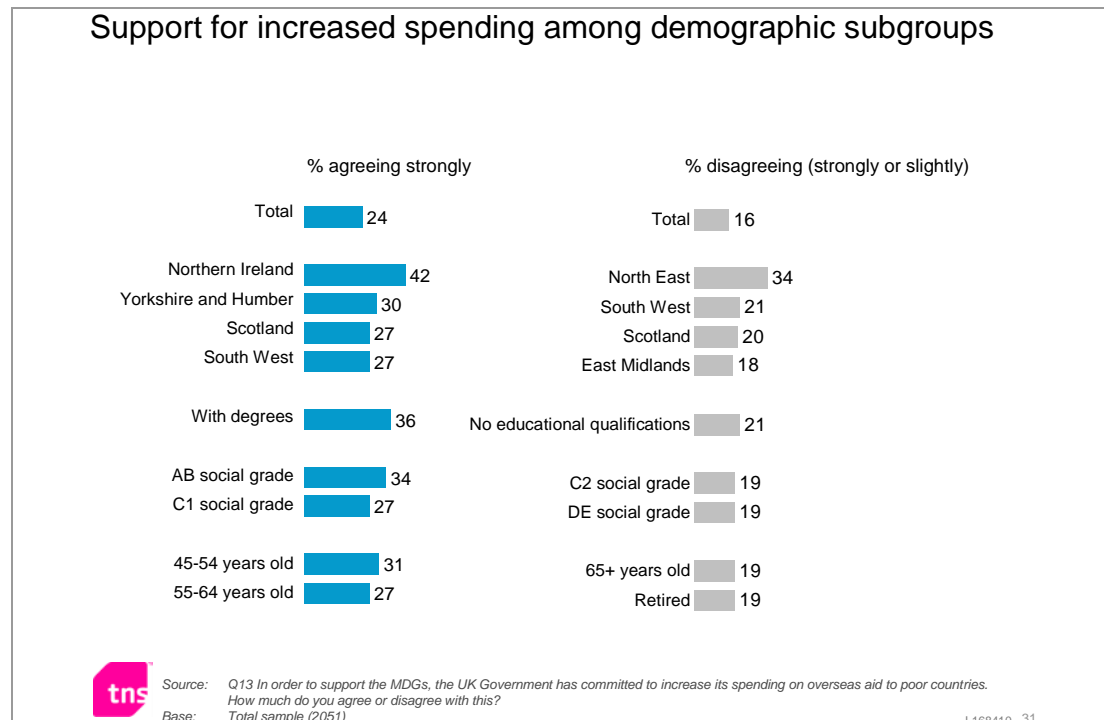
5.5 Support for increased spending

There is evidence of support for the UK Government’s plans to increase its spending on overseas aid in order to support the MDGs.

Over half of respondents (55%) agreed the UK Government should increase spending in support of the MDGs (24% agreed strongly, 31% slightly). 19% neither agreed nor disagreed and a minority of 16% disagreed with increased spending (9% slightly and 7% strongly). The findings are consistent with the 2006 ONS survey; although that question did not mention the MDGs specifically, and simply asked whether the amount the Government spent on aid was appropriate or not, a similar proportion of respondents (53%) said that not enough money was being spent on overseas aid.

Levels of support for increased spending on overseas aid varied between demographics groups. There was higher support for increased spending among those in Northern Ireland, Yorkshire and Humber, Scotland and the South West. There was also strong support among those more highly educated, in higher social grades and among older people – as shown in Chart 13.

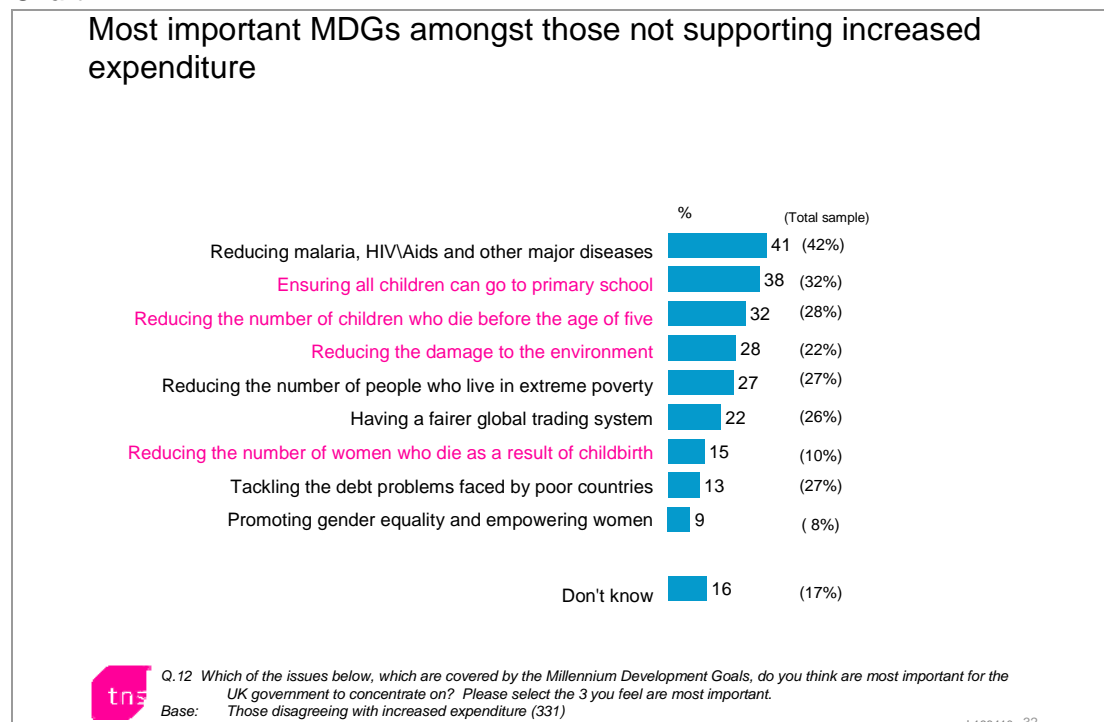
Chart 13



Support was highest of all among those respondents who were ‘very concerned’ about poverty, nearly half of whom (46%) agreed strongly that spending should be increased.

Among those respondents who did not support increased expenditure on aid (15%), the most important MDGs related to issues affecting children (ensuring children have access to primary education, reducing child mortality) and the environment – as shown on Chart 14 overleaf. Focusing on these issues may increase levels of support among less supportive and more neutral respondents.

Chart 14



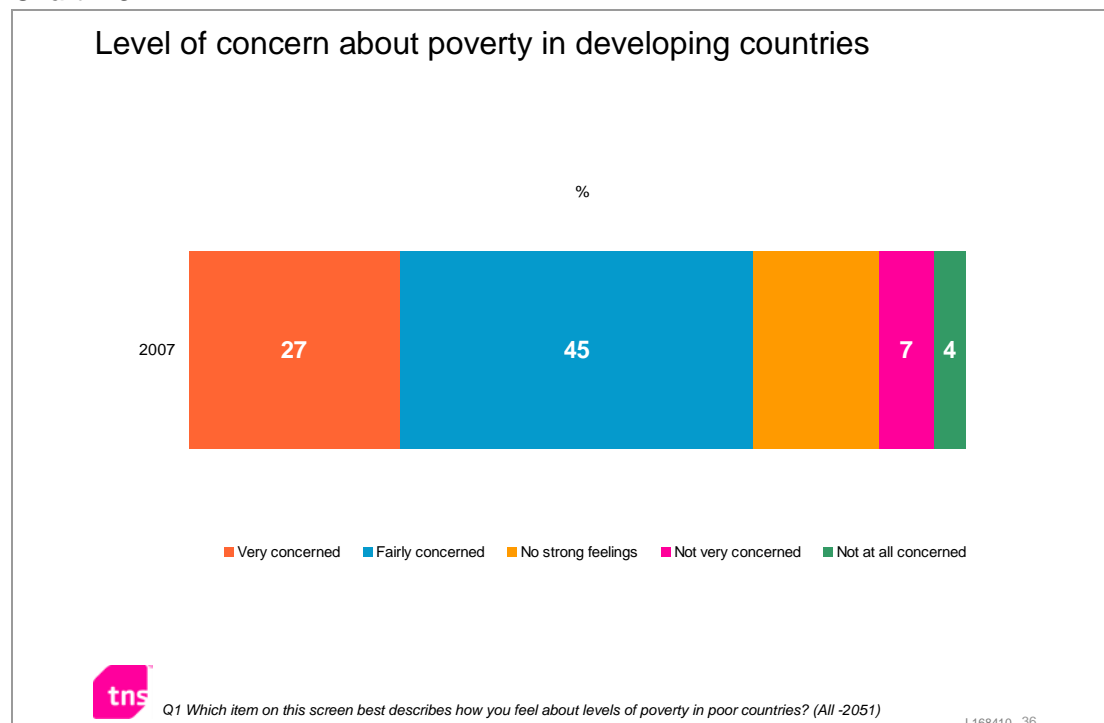
6. Attitudes towards poverty and perceptions of Africa

6.1 Levels of concern

There continues to be a high degree of concern among the UK general public about poverty in developing countries.

Nearly three quarters (72%) were concerned with poverty in developing countries (27% very concerned, 45% fairly). 16% “do not have strong feelings either one way or the other” and a minority of 11% were not concerned about the issue – as shown in Chart 15 below.

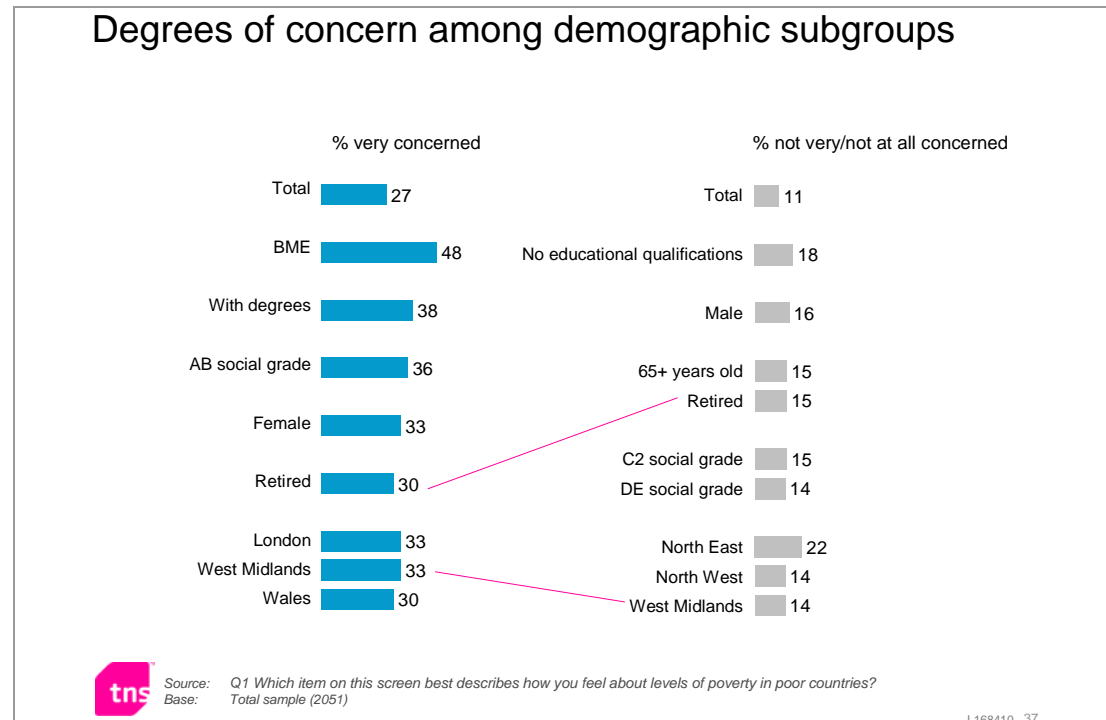
Chart 15



A comparison with 2006 is not possible – as a four-point scale was used. In 2005 however, where a five-point scale was used, 26% were very concerned, and 48% fairly concerned. The long-term trend across 7 waves of ONS surveys for DFID (from 1999 to 2005) is for approximately 24% of the public to be ‘very concerned’ about poverty in ‘developing’ countries. The apparent increase in 2007 may in part be attributed to the change in wording to ask about ‘poor countries’.

Level of concern about poverty in poor countries was higher among black minority ethnic groups, higher social grades (ABs), educated and females. Concern was lower among those less educated, older, in lower social grades and males. Some groups, notably retired people and those in the West Midlands, had polarized views – as shown in Chart 16 below.

Chart 16



In addition, those respondents who claimed to be very concerned (27%) were more likely to:

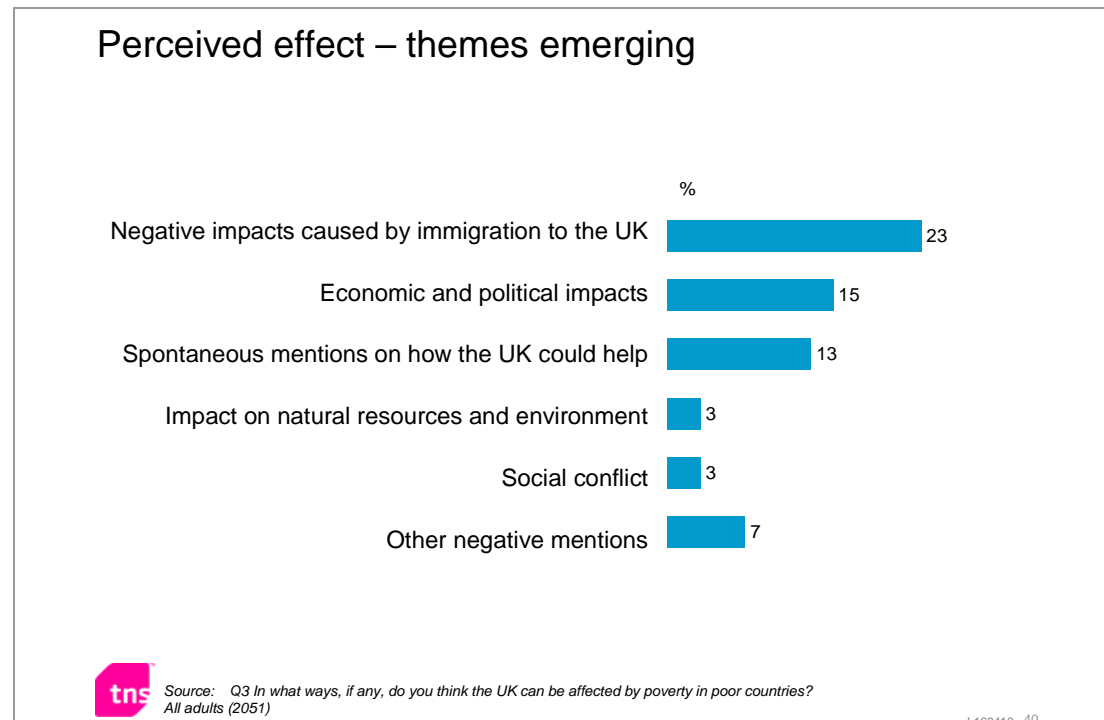
- Believe the UK Government should do a lot more;
- Be aware of DFID and most other development organisations;
- Be knowledgeable about the role of DFID and the UK Government as a whole;
- Agree with increased aid, and consider more government actions as effective;
- Be aware of the MDGs and support increased expenditure on them;
- Include trade and debt issues in their three most important MDGs;
- Believe in the efficacy of individual actions;
- Support charitable donations, both in principle and in practice.

6.2 Perceived effect on the UK of poverty in developing countries

Respondents were asked spontaneously how they thought the UK could be affected by poverty in poor countries. There was limited understanding of the effects on the UK of poverty in developing countries – one third (35%) could not describe any effect.

The negative impacts of immigration (23%) and the economical/political consequences of war (15%) were the main effects mentioned by respondents – as shown in 17 below.

Chart 17



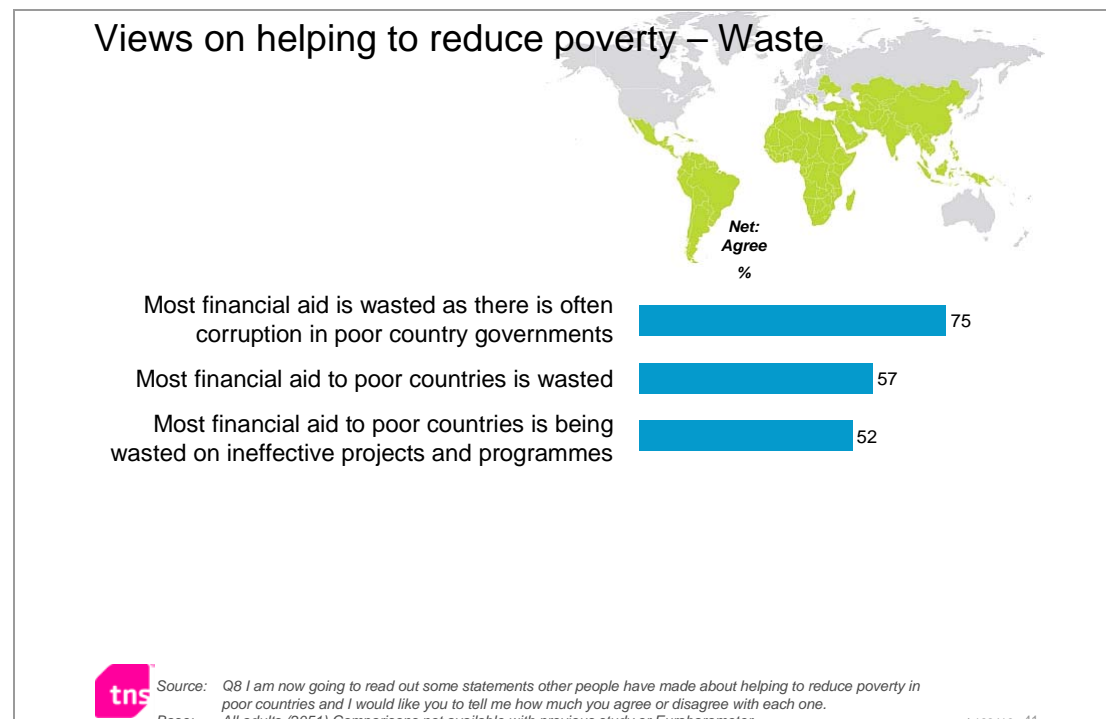
This question was asked as open-ended question and verbatim responses were written down and coded into common responses.

This question was previously asked (also unprompted) in the 2005 ONS survey, although it was specifically asked in relation to people in the UK (not the whole nation). In that survey the top answer was also 'immigration' (mentioned by 30%), while 'financial costs' was second (mentioned by 20%), indicating that the same concerns are still prevalent.

6.3 Views on helping to reduce poverty

The majority of respondents (75%) considered most financial aid given to poor countries is wasted. This was attributed to corruption more than inefficiencies in the management or delivery of resources as Chart 18 below shows. The view that corruption is endemic among poor countries appears to be widely held; in addition, nearly half of respondents (42%) agreed strongly with the statement on corruption.

Chart 18

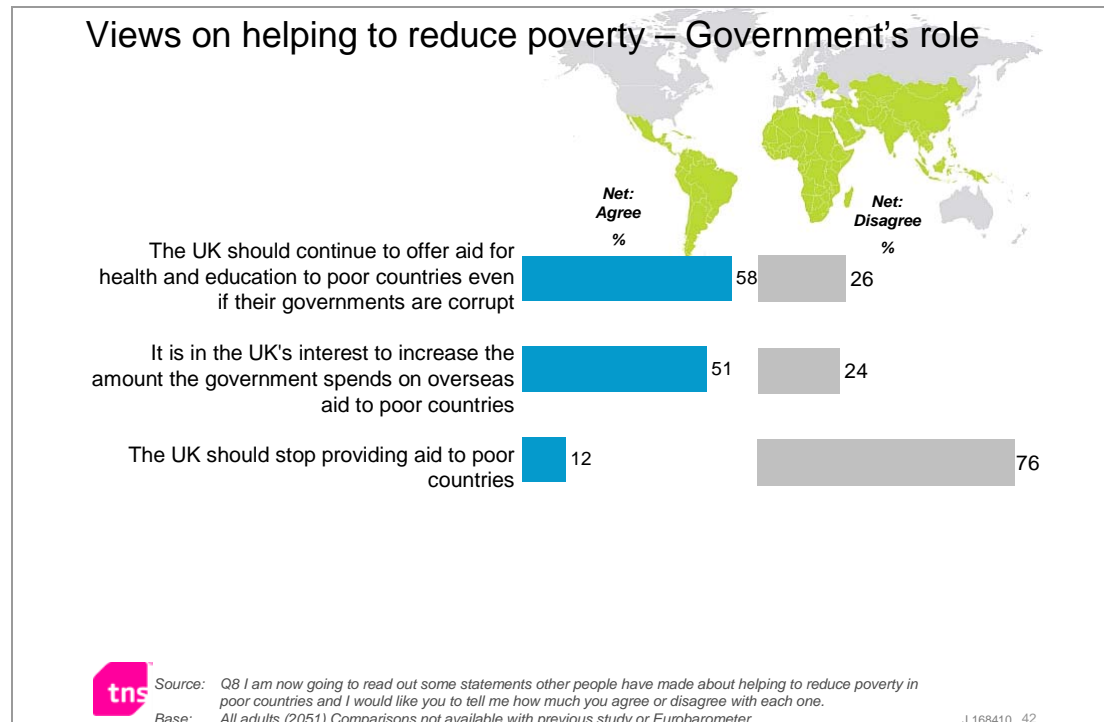


The 2006 ONS survey included a closely comparable statement to the generic one here on aid being wasted (the question was “Some people say that most aid to poor countries is wasted – do you agree or disagree?”). In that question, a lower proportion of the public (41%) agreed that most aid is wasted. Of those who said it was wasted, 76% said that this was due to corruption, while 46% said it was due to inefficiencies in developing countries’ governments.

However, despite this perception of wasted aid, as shown on Chart 19 overleaf, there is strong support (58%) for the UK to continue to provide aid for health and education to poor countries – even if their governments are corrupt. It is also perceived to be in the UK’s interest to increase spending on overseas aid to poor countries (51%).

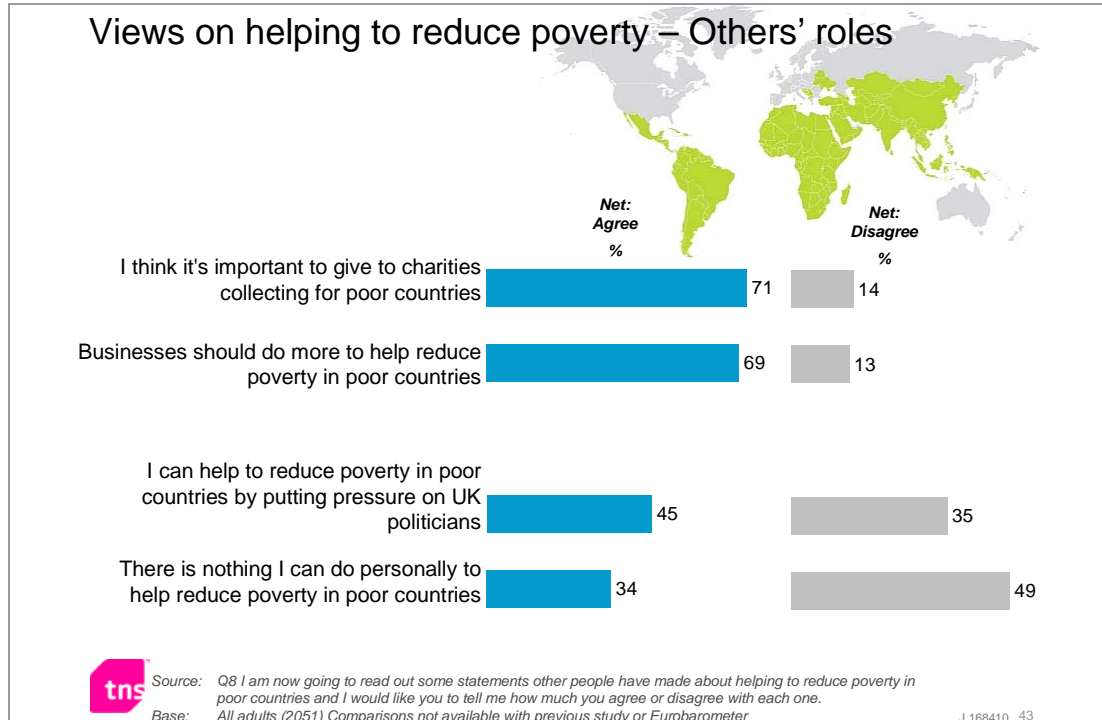
This support is consistent with the 2006 ONS study where three quarters (75%) agreed that "If corruption is discovered in a poor country's Government, do you think the UK should continue to help poor people in that country with health and education". (This was asked as a stand-alone question, as such, the results are not directly comparable).

Chart 19



The majority (69%) believed businesses should also do more to help, and supported charitable giving – see Chart 20. However, they were less sure about the value of other personal actions – this is covered in more detail in Section 7.

Chart 20



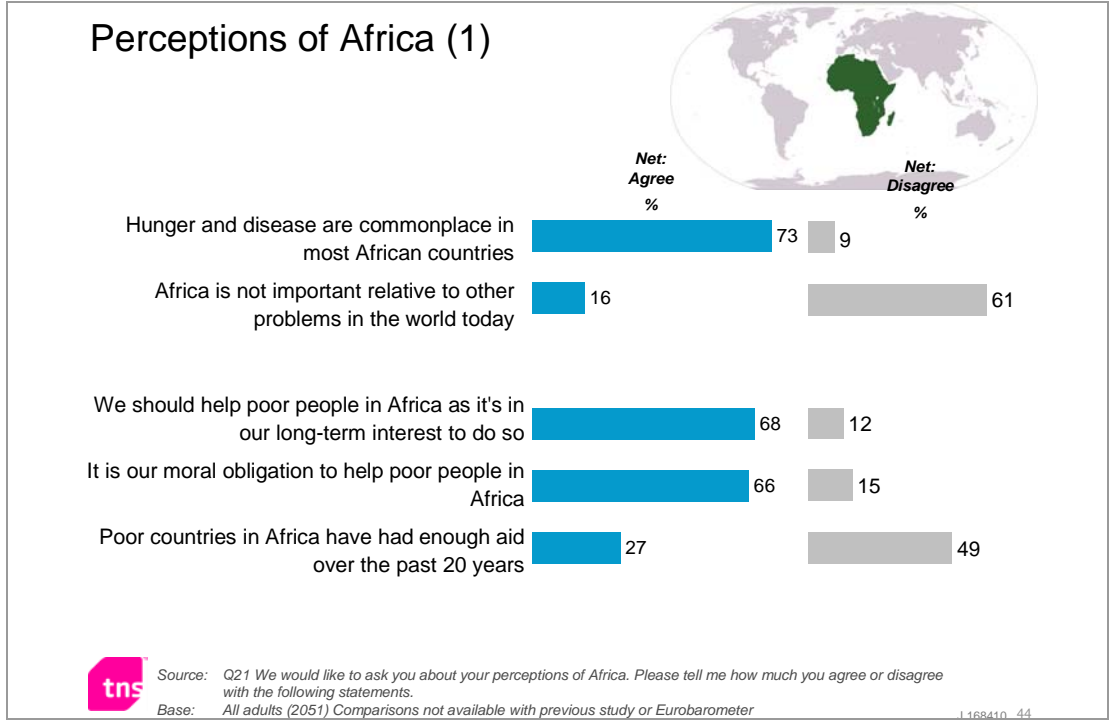
6.4 Perceptions of Africa

A high proportion (73%) agreed hunger and disease are commonplace in Africa, and that Africa is still an important issue relative to other problems in the world today (61% disagreed with the negative statement on this issue, including 33% who disagreed strongly). These findings are broadly comparable with those from other European countries on the question of which world region should be the main target for development aid (Eurobarometer, 2007, QC2).

Respondents considered that support should be provided to Africa – both for the long-term interests of the UK (68%) and because it is a moral obligation (66%). Chart 21 illustrates the results.

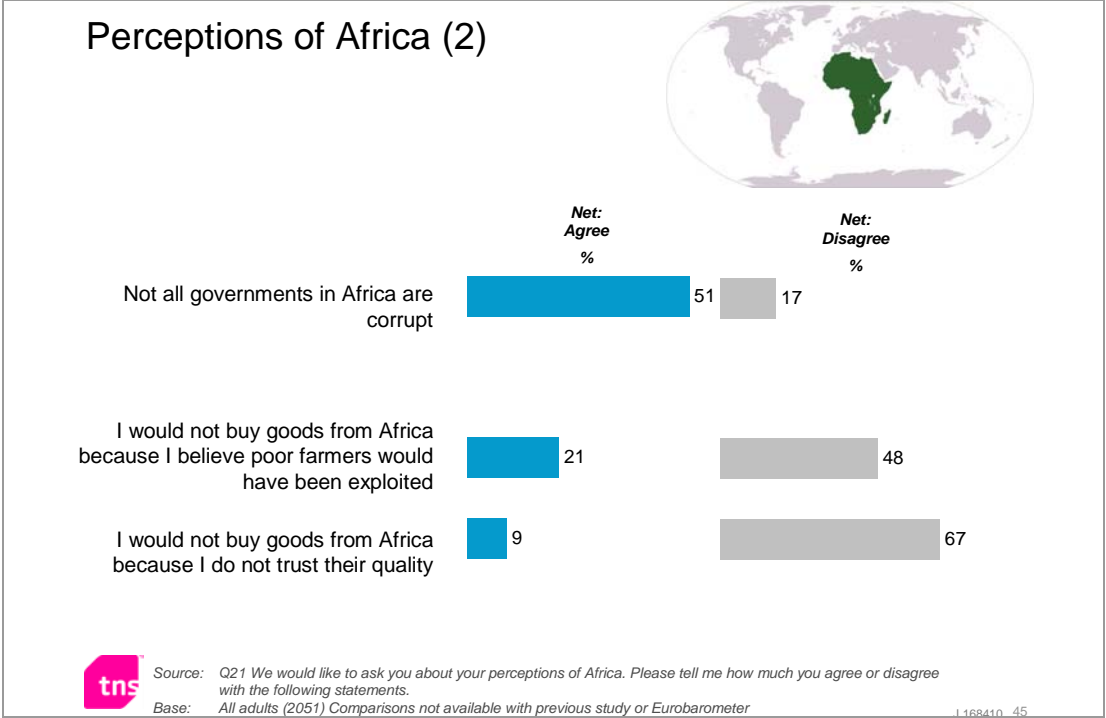
It is notable that a relatively high proportion of respondents were neutral on these questions, or did not know how to answer. For instance, a quarter (24%) of respondents answered that they didn't have a view either way or did not know in response to the statement in Africa's relative importance, while the same proportion did so on the question of whether Africa had had enough aid in the last 20 years.

Chart 21



Despite beliefs that most aid is wasted due to corruption, there was a perception that not all governments in Africa are corrupt (51%), as shown in Chart 22 overleaf. Respondents did not reject buying goods from Africa – for the minority that did, exploitation was a bigger issue than quality.

Chart 22

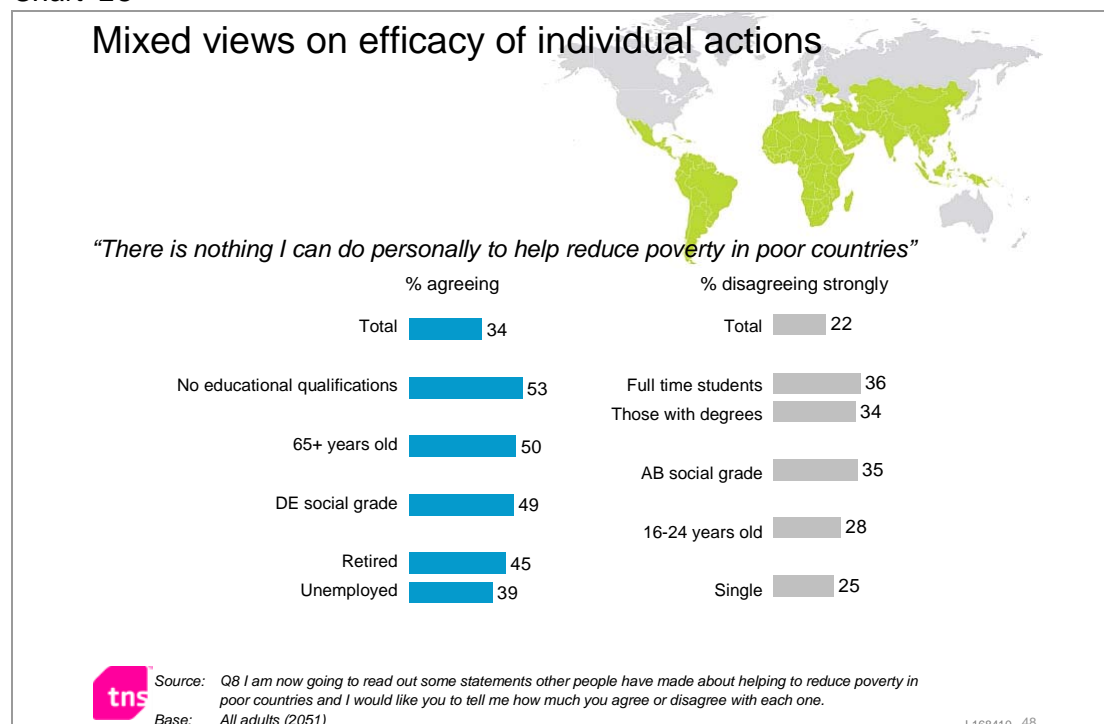


7. Perceived role of the individual

As mentioned above, nearly half of respondents (49%) felt that they personally could take effective action to reduce poverty in poor countries. One third (34%) of respondents considered there was nothing they personally could do to help reduce poverty. 16% were neutral on this question, or did not know how to answer.

Levels of pessimism were higher among those aged 65 and over, those in lower social grades (DE), the retired and those with no educational qualifications – as shown in Chart 23 below. The most optimistic group of all were those ‘very concerned’ about poverty, 39% of whom disagreed strongly with the negative statement (compared to 22% of all respondents).

Chart 23



7.1 Most effective ways for individuals to help reduce poverty

Respondents were shown a list of individual actions and asked to select the top three most effective ways individuals might help to reduce poverty in developing countries.

The top three actions identified were:

- Buying fair trade or other ethically sourced goods (47%)
- Donating to charities or other appeals on behalf of poor countries (38%)
- Buying goods from poor countries (30%).

When asked to identify *any* action that might be effective for individuals to help to reduce poverty – two thirds of respondents mentioned several actions.

Individuals felt they could make a difference in their everyday purchasing decisions (buying fair trade or other ethically sourced goods – 50%) and through donating to charities (43%). This is shown in Chart 24 below.

Chart 24



Comparing these data to those from a comparable question asked in the 2006 ONS survey, it is clear that buying fair trade products has moved up the rankings to first place in 2007. This is a change from the long-term trend in the ONS / DFID survey data going back to 1999, in which donating to charities and appeals has consistently been the top option, identified by most of the public in each year.

Chart 25



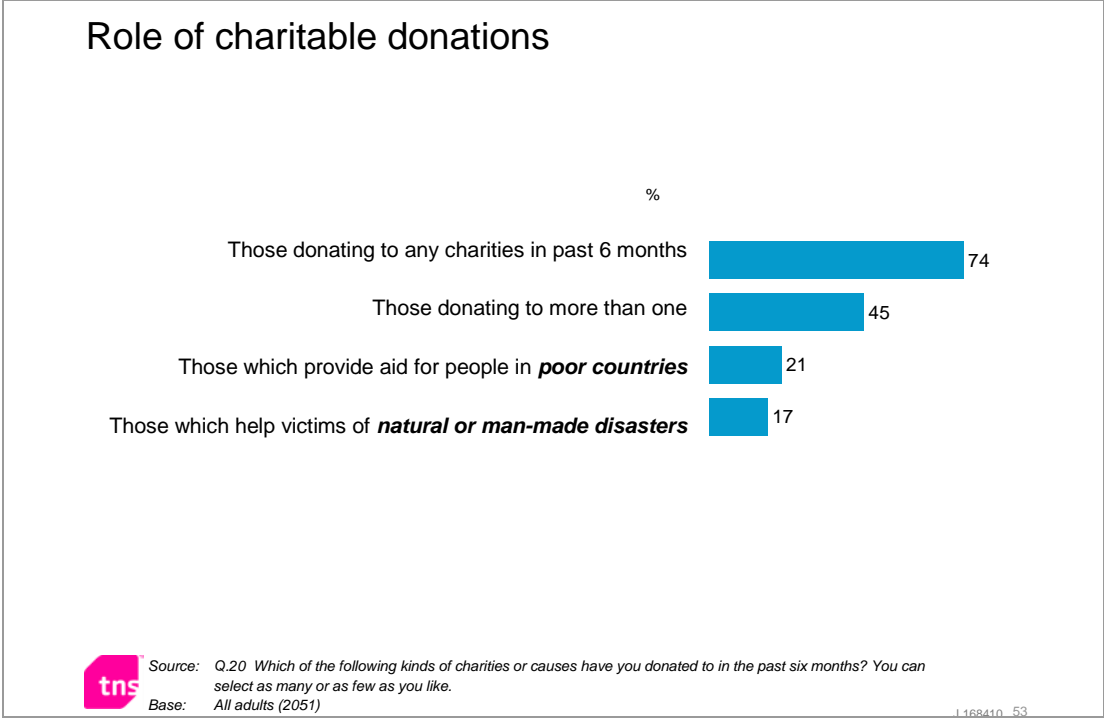
The ONS data in above is sourced from ONS report: “*Public Attitudes towards Development*”, 2006.

7.2 Role of charitable donations

In response to an attitude statement, almost three quarters of respondents (71%) agreed that donating to charities collecting for poor countries is important.

Despite this, a much lower proportion of respondents (21%) claimed to have donated to charities which provide aid for poor countries in the last six months (see Chart 26 overleaf). Those more likely to claim to donate to such charities were ‘very concerned’ respondents (35%), and those in higher social grades (AB) or those who held degrees (31% each). The data revealed little variation by ethnicity.

Chart 26



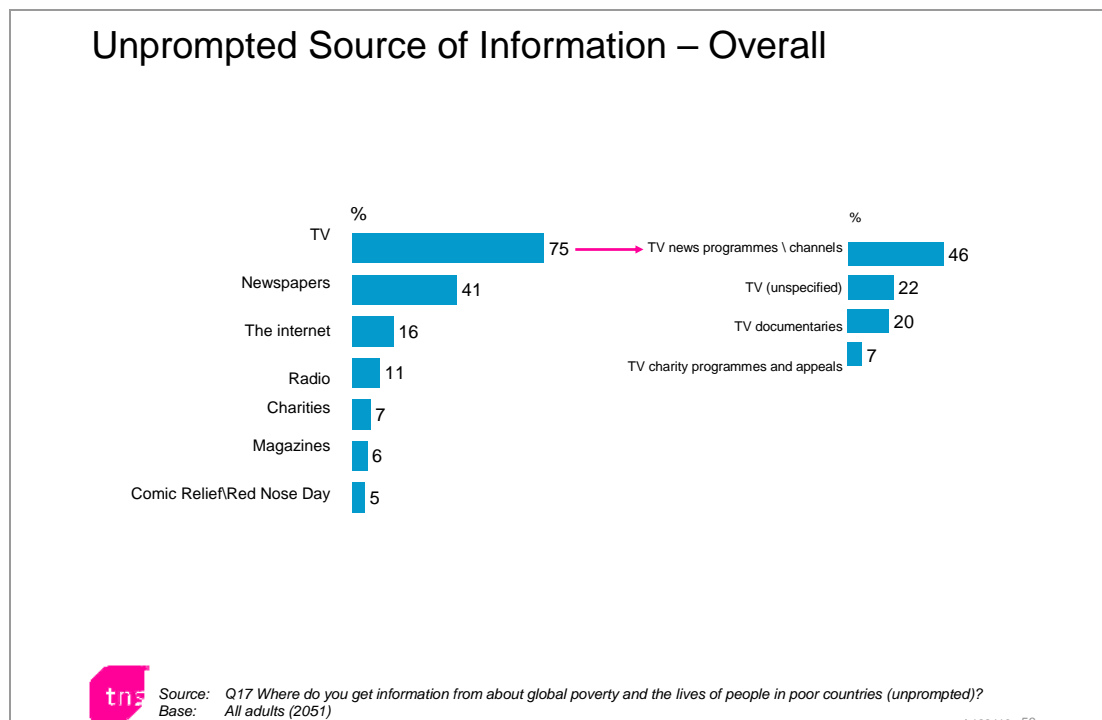
8. Role of communications

8.1 Source of Information

Television (75%) was by far the main source of information about poverty in poor countries. Television news programmes were the most cited source (46%), but television documentaries were also widely mentioned (20%).

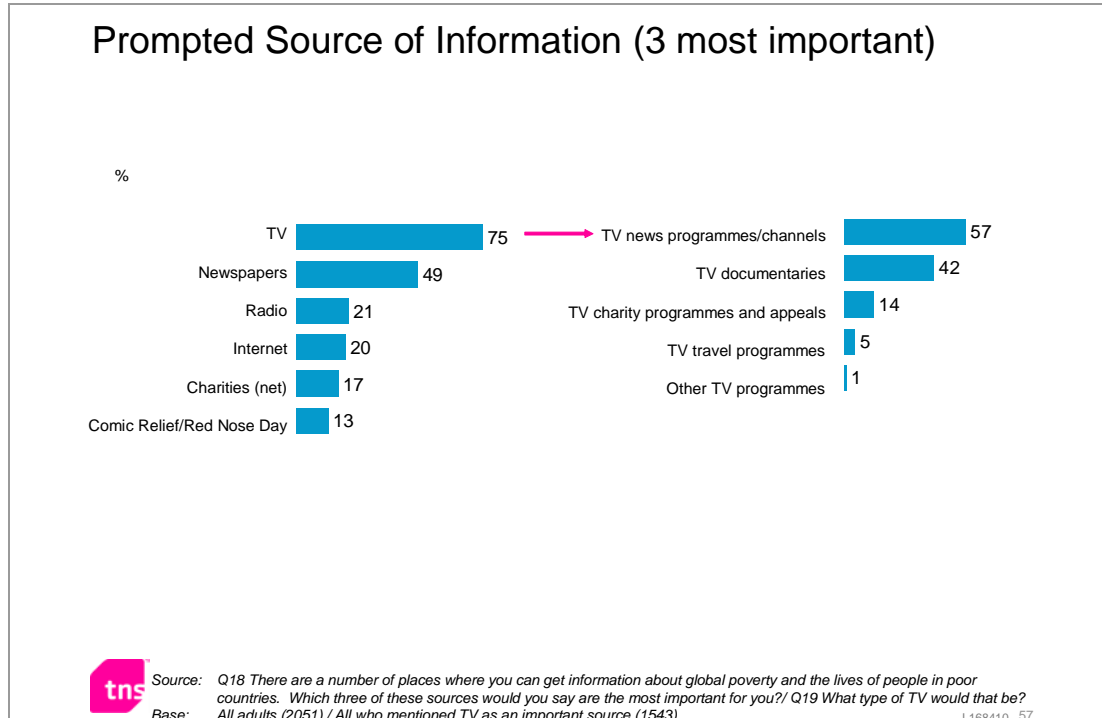
Despite the decline in newspaper readership, this was still another widely mentioned source of information, a long way ahead of the internet. However, there were interesting variations by subgroup: 16 to 24 year olds were much more likely than average to mention the internet (30% did so), and less likely to cite newspapers (also 30%). By contrast, respondents in higher social grades (AB) were more likely to cite both the internet (22%) and newspapers (56%).

Chart 27



Respondents were then shown a list of the main sources of information about poverty and poor countries, and asked which they considered the most important; the results are shown in Chart 28 overleaf. It is notable that radio and charities appear higher up the ranking, deemed more important on prompting than they are when the question is asked more openly.

Chart 28



8.2 Types of information of interest

In order to assess potential interest in different types of information from Government, respondents were offered six different topics and asked to pick the three in which they would be most interested.

The top three topics were: “Breakdown of how the money has been spent” (54%), “Examples of how aid is reaching those that need it” (52%) and “Examples of how corruption is tackled in poor countries” (46%). Respondents in higher social grades (AB) and those with degrees were more likely to choose each of these topics. The main finding is that the public would like more information on where aid is being spent and on how it is working, rather than information on the problems of poverty themselves.

Appendix 1: Questionnaire

Now we have some questions about poverty in poor countries, by which we mean poor countries in Africa, Asia and Eastern Europe where large numbers of people live below the poverty line of less than 65p per day.

SHOW SCREEN

Q.1 Which item on this screen best describes how you feel about levels of poverty in poor countries?

- 01: Very concerned
- 02: Fairly concerned
- 03: No strong feelings either one way or the other
- 04: Not very concerned
- 05: Not at all concerned
- (DK)

SHOW SCREEN

Q.2 Thinking of the UK Government's role in reducing the poverty in poor countries, which statement best describes how much the UK Government should do?

- 01: The UK Government should do a lot more
- 02: The UK Government should do a bit more
- 03: The UK Government is doing the right amount
- 04: The UK Government is doing a bit too much
- 05: The UK Government is doing far too much
- (DK)

Q.3 In what ways, if any, do you think the UK can be affected by poverty in poor countries?

PROBE: Which others? PROBE FULLY

(open – ended)

SHOW SCREEN – MULTI CHOICE (codes 01-16 only)

Q.4 Which of the following organisations, if any, have you heard of?

PROBE: Which others?

(scripter: Randomise the list)

- 01: Red Cross
 - 02: Oxfam
 - 03: Save the Children
 - 04: Action Aid
 - 05: Christian Aid
 - 06: CAFOD, Catholic Agency for Overseas Development
 - 07: Disasters Emergency Committee (DEC)
 - 08: Islamic Relief Worldwide
 - 09: Department For International Development (DFID)
 - 10: United Nations (UN)
 - 11: World Bank
 - 12: International Monetary Fund (IMF)
 - 13: World Trade Organization (WTO)
 - 14: Unicef, The United Nations Children's Fund
 - 15: European Union (EU)
 - 16: G8
 - 17: None of these
- (DK)

SHOW SCREEN

Q.5 Please tell me how much you feel you know about the Department for International Development (DFID). Please take into account any of the ways you have heard or learnt about it. Would you say that...

- 01: I know a lot
 - 02: I know a fair amount
 - 03: I know a little
 - 04: I have heard of it before, but know almost nothing of it
 - 05: I have never heard of it before it was mentioned today
- (DK)

SHOW SCREEN – MULTI CHOICE

Q.6 Which of the following activities do you think the Department of International Development (DFID) is involved in?

(scripter: if 04, 05 or DK coded at Q.5 amend q. text to read “Which think the UK Government is”)

PROBE: Which others?
(scripter: randomise list)

- 01: Organising emergency relief for poor countries
 - 02: Reconstructing countries after wars and conflict
 - 03: Helping to improve services like education and health in poor countries
 - 04: Funding international aid charities
 - 05: Helping poor countries to trade more fairly
 - 06: Helping poor countries work their way out of poverty by running development projects
 - 07: Providing long term aid
 - 08: Helping to grow the economy and create employment in poor countries
 - 09: Helping to reduce the spread of diseases like TB, HIV/AIDS, malaria
 - 10: Providing finance to Governments of poor countries
- (N)
(DK)
(routing: ask Q.7 if 01-03 coded at Q.5, others go to Q.8)

Q.7 On a scale of 1-10, where 10 means you trust them completely and 1 means you do not trust them at all, how much do you trust DFID to ...

SHOW SCREEN

- ... Help poor countries to trade fairly
- ... Organise relief for overseas disasters
- ... Reconstruct countries after war and conflict
- ... Provide long-term development aid to poor countries

- 01: -1- Do not trust DFID at all
 - 02: -2-
 - 03: -3-
 - 04: -4-
 - 05: -5-
 - 06: -6-
 - 07: -7-
 - 08: -8-
 - 09: -9-
 - 10: -10- Trust DFID completely
- (DK)

Q.8 I am now going to read out some statements other people have made about helping to reduce poverty in poor countries and I would like you to tell me how much you agree or disagree with each one.

SHOW SCREEN

(scripter: rotate order of statements)

- ... Most financial aid to poor countries is wasted
- ... Most financial aid is wasted as there is often corruption in poor country Governments
- ... Most financial aid to poor countries is being wasted on ineffective projects and programmes
- ... The UK should continue to offer aid for health and education to poor countries even if their Governments are corrupt
- ... It is in the UK's interest to increase the amount the Government spends on overseas aid to poor countries
- ... I think it's important to give to charities collecting for poor countries
- ... Businesses should do more to help reduce poverty in poor countries
- ... There is nothing I can do personally to help reduce poverty in poor countries
- ... I can help to reduce poverty in poor countries by putting pressure on UK politicians
- ... The UK should stop providing aid to poor countries

- 01: Agree strongly
- 02: Agree slightly
- 03: Neither agree nor disagree
- 04: Disagree slightly
- 05: Disagree strongly
- (DK)

SHOW SCREEN – MULTI CHOICE (codes 01-15 only)

Q.9 Which of the following actions do you think would be effective ways for the UK Government to help to reduce poverty in poor countries? You can select as many or as few as you like.

(scripter: rotate list)

- 01: Giving more money or aid to poor countries
 - 02: Helping poor countries work their own way out of poverty by running development projects
 - 03: Reducing conflict and war
 - 04: Stopping financial aid to poor countries
 - 05: Funding international aid charities
 - 06: Helping Governments in poor countries provide better healthcare and education services
 - 07: Reducing trade barriers for a fairer trading system
 - 08: Offering financial aid for health and education directly to organisations that work in poor countries suffering from corruption
 - 09: Running projects directly in the poor countries without dealing with their Governments
 - 10: Working to cancel the debts of the world's poorest countries
 - 11: Working with Governments of other rich countries to reduce poverty in poor countries
 - 12: Helping Governments in poor countries to hold fair and free elections
 - 13: 1st other (type-in)
 - 14: 2nd other (type-in)
 - 15: 3rd other (type-in)
 - 16: Do nothing
- (DK)

(routing: if more than 3 answers coded at Q.9 ask Q.10, others go to Q.11)

SHOW SCREEN – MULTI CHOICE (max 3)

Q.10 Of these, which are the 3 most important?

(scripter: insert answers coded at Q.9)

SHOW SCREEN

Q.11 Which of the following best describes how much you know about the MILLENNIUM DEVELOPMENT GOALS?

- 01: A lot
- 02: A little
- 03: Very little
- 04: Nothing – have only heard the name
- 05: Nothing – have never heard of them
- (DK)

READ OUT

The Millennium Development Goals (MDGs) were agreed at the United Nations and intend to improve the quality of life of the world's poorest people. Nearly all countries have signed up to the MDGs and they have pledged to achieve these goals by 2015.

SHOW SCREEN – MULTI CHOICE (max 3)

Q.12 Which of the issues below, which are covered by the Millennium Development Goals, do you think are most important for the UK Government to concentrate on? Please select the 3 you feel are most important.

(scripter: randomise list)

- 01: Reducing the number of people who live in extreme poverty
- 02: Ensuring all children can go to primary school
- 03: Reducing the number of children who die before the age of five
- 04: Reducing the number of women who die as a result of childbirth
- 05: Reducing malaria, HIV/Aids and other major diseases
- 06: Reducing the damage to the environment
- 07: Having a fairer global trading system
- 08: Tackling the debt problems faced by poor countries
- 09: Promoting gender equality and empowering women
- (DK)

SHOW SCREEN

Q.13 In order to support the MDGs, the UK Government has committed to increase its spending on overseas aid to poor countries. How much do you agree or disagree with this?

- 01: Agree strongly
- 02: Agree slightly
- 03: Neither agree nor disagree
- 04: Disagree slightly
- 05: Disagree strongly
- (DK)

SHOW SCREEN – MULTI CHOICE (codes 01-05 only) (max 3)

Q.14 If the UK GOVERNMENT decided to provide more information about overseas aid, which three of the following would you be most interested in, if any?

(scripter: rotate list)

- 01: Breakdown of how the money has been spent
- 02: Examples of how aid is reaching those that need it
- 03: Examples of how corruption is being tackled in poor countries
- 04: More information about how much poverty there is in poor countries
- 05: More information on why it is in the UK's interest to help poor countries
- 06: None of the above
- (DK)

SHOW SCREEN – MULTI CHOICE (codes 01-10 only)

Q.15 In which ways, if any, do YOU think you as an individual can most effectively contribute to helping to reduce poverty in poor countries? You can select as many or as few as you like.

(scripter: randomise list)

- 01: Donating to charities or other appeals on behalf of poor countries
- 02: Buying Fair Trade or other ethically sourced goods
- 03: Buying goods from poor countries
- 04: Putting pressure on politicians to increase aid to poor countries
- 05: Travelling to a poor country as a tourist
- 06: Doing volunteer work and/or being involved in groups working on behalf of poor countries
- 07: Paying taxes – a proportion of which will be spent by the UK Government on overseas aid for poor countries
- 08: 1st other (type-in)
- 09: 2nd other (type-in)
- 10: 3rd other (type-in)
- 11: I cannot contribute effectively as an individual
- (DK)

(routing: if more than 3 answers coded at Q.15 ask Q.16, others go to Q.17)

SHOW SCREEN – MULTI CHOICE (max 3)

Q.16 Of these, which are the 3 most important?

(scripter: insert all answers coded at Q.15)

DO NOT SHOW SCREEN FOR NEXT QUESTION

MULTICHOICE (codes 01-25 only)

Q.17 Where do you get information from about global poverty and the lives of people in poor countries?

PROBE: Where else?

INTERVIEWER: If respondent mentions “TV” probe for where on TV, and code accordingly.

- 01: Comic Relief\Red Nose Day
- 02: Experience of family \ friends
- 03: Films
- 04: Magazines
- 05: Make Poverty History
- 06: Newspapers
- 07: Personal experience of living in poor countries
- 08: Personal involvement in charity work
- 09: Publications from charities
- 10: Publications from other sources (specify)
- 11: Radio
- 12: School \college
- 13: The Church\other religious groups
- 14: The internet
- 15: TV – charity programmes and appeals
- 16: TV – documentaries
- 17: TV – news programmes \ channels
- 18: TV – travel programmes
- 19: TV – other TV programmes (specify)
- 20: TV (unspecified)
- 21: UK Government publications
- 22: Visits to poor countries
- 23: Word of mouth
- 24: Other charities (specify)
- 25: Other (please specify)
- 26: Nowhere
- (DK)

SHOW SCREEN – MULTI CHOICE (max 3)

Q.18 There are a number of places where you can get information about global poverty and the lives of people in poor countries. Which three of these sources would you say are the most important for you?

(scripter: randomise list)

- 01: Comic Relief\Red Nose Day
- 02: Experience of family \ friends
- 03: Films
- 04: Magazines
- 05: Make Poverty History
- 06: Newspapers
- 07: Personal experience of living in poor countries
- 08: Personal involvement in charity work
- 09: Publications from charities
- 10: Publications from other sources (specify)
- 11: Radio
- 12: School \college
- 13: The Church\other religious groups
- 14: The internet
- 20: TV
- 21: UK Government publications
- 22: Visits to poor countries
- 23: Word of mouth
- 24: Other charities (specify)
- (DK)

(routing: ask Q.19 if 20 coded at Q.18, other go to Q.20)

SHOW SCREEN – MULTI CHOICE

Q.19 You mentioned TV was an important source. Which type of TV would that be?

- 15: TV charity programmes and appeals
- 16: TV documentaries
- 17: TV news programmes \ channels
- 18: TV travel programmes
- 19: Other TV programmes (specify)
- (DK)

SHOW SCREEN – MULTI CHOICE (codes 01-09 only)

Q.20 Which of the following kinds of charities or causes have you donated to in the past six months? You can select as many or as few as you like.

(scripter: randomise list)

- 01: Those which provide aid for people in poor countries
- 02: Those which provide aid for poor people in the UK
- 03: Those which help children
- 04: Those which help disabled people
- 05: Those which protect the environment
- 06: Those which protect animals
- 07: Those which fund medical research
- 08: Those which help victims of natural or man-made disasters
- 09: Those which have a link to my religion\faith
- 10: I prefer not to donate on regular basis

Q.21 We would like to ask you about your perceptions of Africa. Please tell me how much you agree or disagree with the following statements.

SHOW SCREEN

(scripter: rotate order of statements)

- ... Not all Governments in Africa are corrupt
- ... Africa is not important relative to other problems in the world today
- ... It is our moral obligation to help poor people in Africa
- ... Poor countries in Africa have had enough aid over the past 20 years
- ... Hunger and disease are commonplace in most African countries
- ... I would not buy goods from Africa because I do not trust their quality
- ... I would not buy goods from Africa because I believe poor farmers would have been exploited
- ... We should help poor people in Africa as it's in our long-term interest to do so

- 01: Agree strongly
- 02: Agree slightly
- 03: Neither agree nor disagree
- 04: Disagree slightly
- 05: Disagree strongly
- (DK)

I'd now like to ask you a couple of questions to help us analyse this information.

Q.22 Are you currently in full-time education?

- 01: Yes
- 02: No
- (DK)

(route: ask Q.23 if 02 coded at Q.22, others close)

SHOW SCREEN

Q.23 And what, if any, is the highest level of educational qualification you have achieved?

01: Degree or equivalent

02: Below degree level

03: No qualifications

(DK)

Appendix 2: MDG priorities by key demographics

Respondent's priorities of MDGs were different in according to their gender, age and social grade – below is a summary.

Gender:

- Males and females had the same top three priorities: “Reducing malaria, HIV/AIDS and other major diseases”, “Reducing the number of people who live in extreme poverty” and “Ensuring all children can go to primary school”.
- More women were interested in reducing major diseases than its counterparts (44% *versus* 39%) and in reducing deaths in childbirth (13% *versus* 7%).
- More men were interested in having a fairer global trading system (30% *versus* 22%).

Age:

- Interest in reducing major diseases was significantly higher among the youngest group (50%), and declined gradually with age, although it always remained the top or second ranked goal.
- Ensuring primary school education had become less of a priority with age – for those aged 45 to 64, having a fairer trading system replaced education in the top three.
- Those aged 65+ were much less engaged (despite similar levels of concern about poverty) – 26% answered “don't know”.

Social Grade:

- AB's (in line with degree educated and those more aware of DFID and the MDGs) were much more focussed on debt and fair trade than other groups were – these both came higher in their list than ensuring primary schooling.
- Concern about reducing extreme poverty was higher among AB's and declined in line with social grade.
- For C2's, reducing deaths in children under five replaced reducing levels of extreme poverty in their top three priorities.
- Although DE's had the same order of priorities, 23% responded “don't know”.

Appendix 3: Technical Summary

Client	COI on behalf of the DFID
Conducted by	TNS UK Ltd
Objectives	<p>The overall aim of the research was to measure the UK public's views, and levels of concern, about poverty and development across the world, to inform DFID's ongoing communications strategy and work in this area.</p> <p>The specific research objectives were:</p> <p>a) To measure:</p> <ul style="list-style-type: none"> • concern with and perceived impact of poverty in developing countries; • understanding and opinion of poverty reduction efforts by the UK Government; • understanding of the MDGs and support for increased expenditure on them; • attitudes towards corruption and how aid money is spent; • knowledge of the impact of overseas aid in Africa. <p>b) To profile those most and least supportive of Government expenditure generally and in relation to the MDGs;</p> <p>c) To assess changes in attitudes and awareness where comparable with previous studies.</p>
Universe	Representative sample of adults aged 16+ years in Great Britain and Northern Ireland.
Sample size	2051 respondents
Fieldwork period	17 – 21 August 2007
Data collection	Face-to-face CAPI in respondents' homes via TNS Omnibus
Interviewer validation	A minimum of 10% of interviews are checked on every survey. Verification is carried out at TNS' head office, mainly on the telephone, by trained validators. Interviewer assignments are systematically selected.

**Sampling
Method**

The TNS CAPI Omnibus employs a random location methodology, using sampling points which are sub samples of those determined in a sampling system developed by TNS for its internal use.

Sampling Frame

2001 Census small area statistics and the Postal Address File (PAF) were used to define sample points. These are areas of similar population sizes formed by the combination of wards, with the constraint that each point must be contained within a single Government Office Region (GOR). In addition, geographic systems were employed to minimise the drive time required to cover each area as optimally as possible.