



# SNAPSHOT 2020: UNDERSTANDING SCOTTISH ATTITUDES TOWARDS AID & DEVELOPMENT

/ 13 November 2020  
// SIDA Baseline Deck  
/// [www.developmentcompass.org](http://www.developmentcompass.org)  
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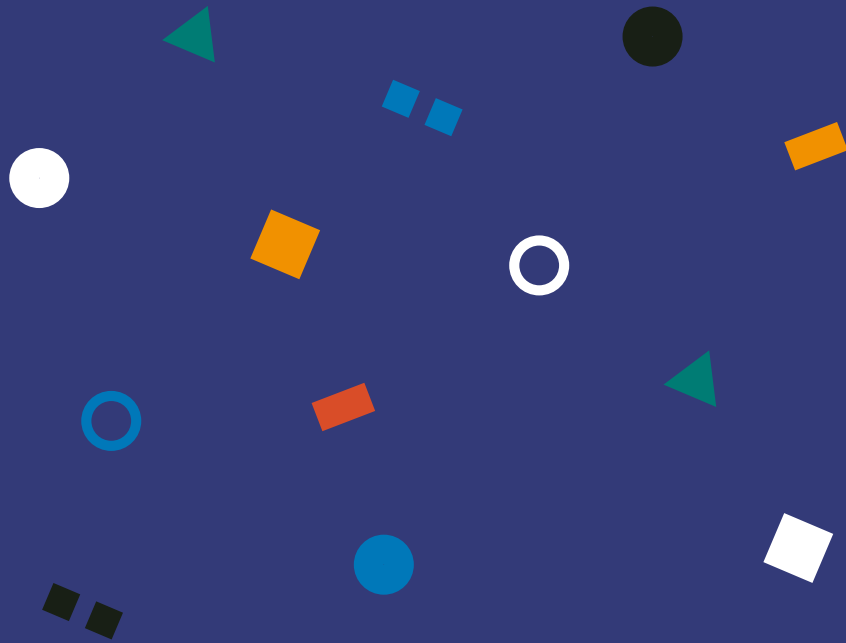
# OUTLINE

- Outline
  1. DEL Tracker
  2. Behavioural engagement module
  3. Aid: purpose & priorities
  4. Cosmopolitan views & SDG knowledge
  5. Build Back Better
- The insights in this deck compare Scottish with English/Welsh respondents; unless otherwise noted, the number denoted in parentheses is the English/Welsh figure

# KEY INSIGHTS

1. Across the range of attitude and behavioural engagement indicators, the profiles of Scottish vs. English/Welsh respondents are *more similar than different*
2. Scots are more likely to support increasing the UK aid budget
3. Scottish respondents see the world as interconnected: they are more likely than English/Welsh respondents to say that what happens in developing countries affects people like them living in the UK
4. Scottish respondents are cosmopolitan in their outlook
  - However, they are not more so than the English/Welsh: 71% of Scots they have duty not to harm people living in other countries, compared to 70% for English/Welsh respondents
5. Scots are more likely to say UK aid should be given based on need
  - They strongly reject the notion of UK aid in the national interest

# DEL TRACKING ITEMS

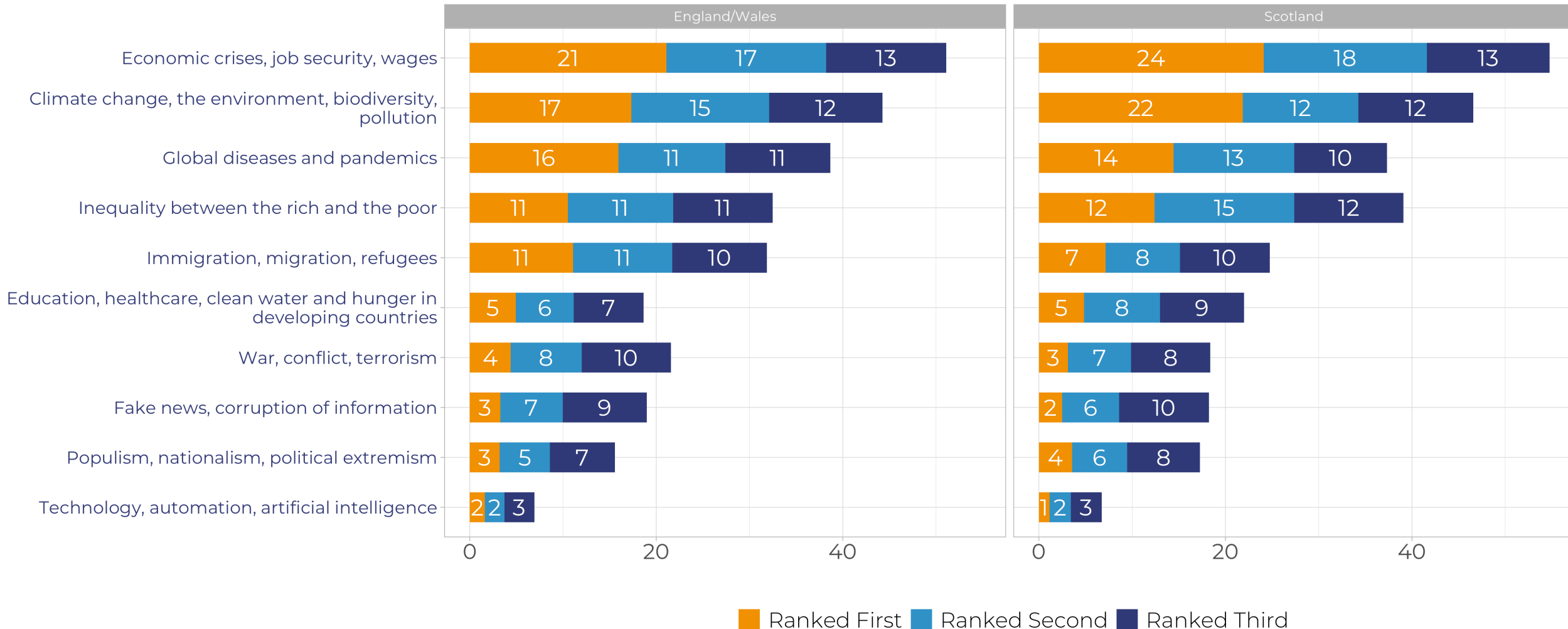


Baseline comparison between  
Scotland & England/Wales



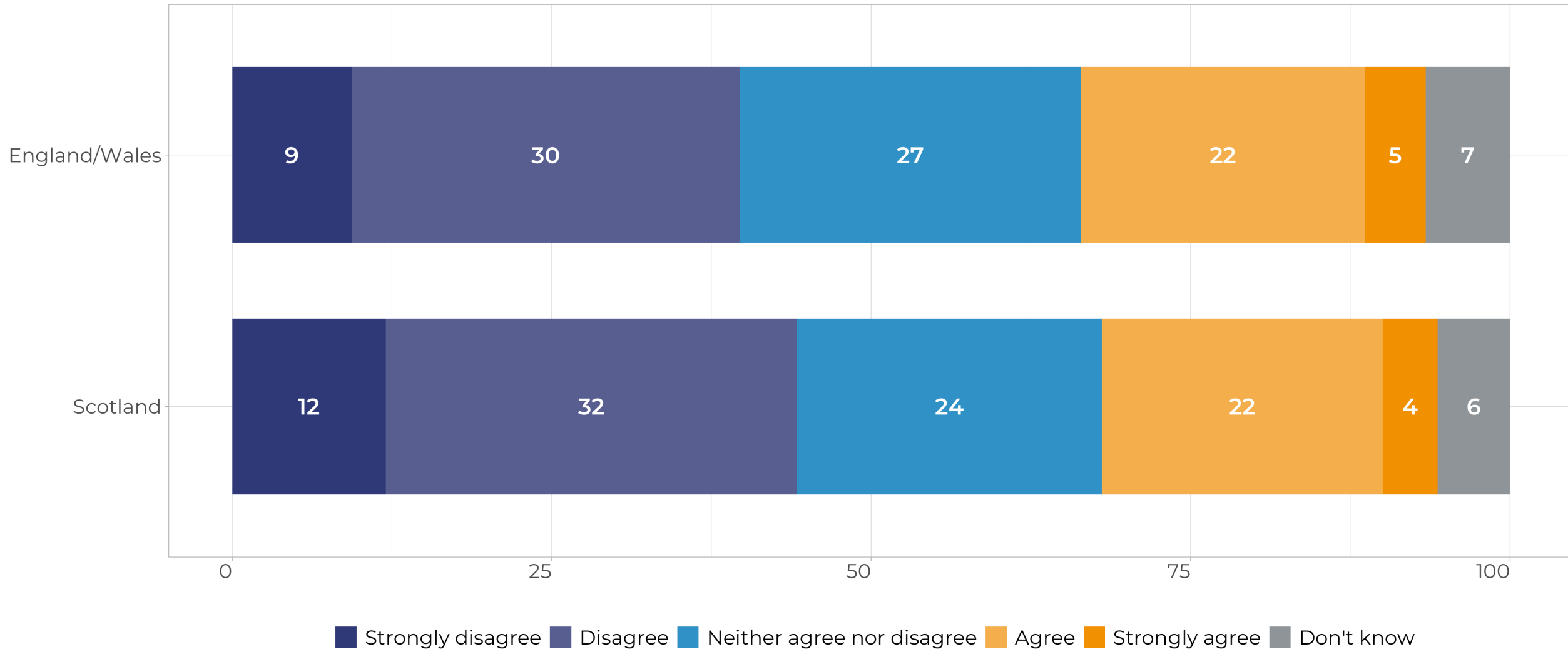
# ECONOMIC CRISES & CLIMATE CHANGE ARE THE TOP TWO ISSUES OF CONCERN FOR ALL RESPONDENTS

22% OF SCOTTISH RESPONDENTS SAY THEY ARE CONCERNED ABOUT DEVELOPING COUNTRIES (18%)



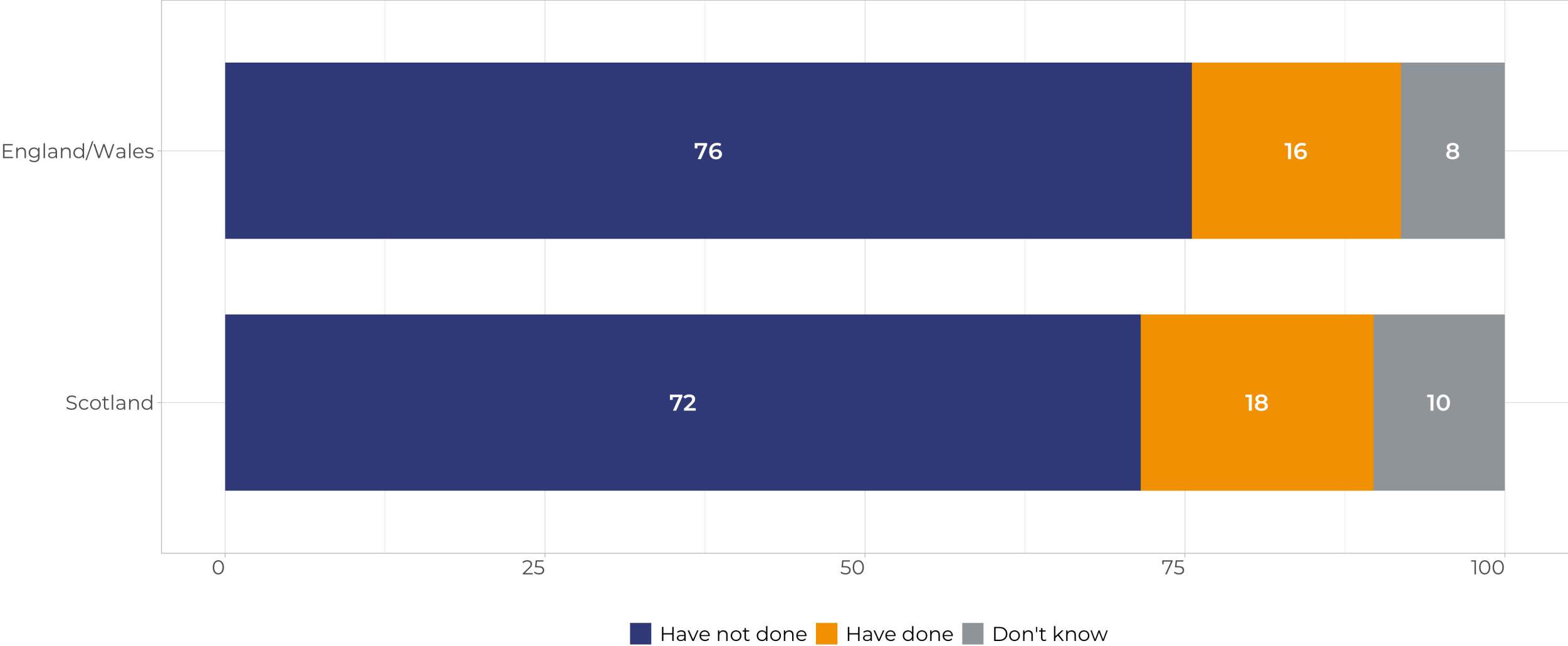
Question: Thinking about the issues below, which of the following \*\*do you personally care about\*\*? Please rank the top three issues. Base: GB adults | sample size n=8,079 | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sept - 12 Oct 2020

# 44% OF SCOTTISH RESPONDENTS DISAGREE WITH THE STATEMENT 'WHAT HAPPENS IN DEVELOPING COUNTRIES DOESN'T AFFECT PEOPLE LIKE ME LIVING IN THE UK' (39%)



Question: To what extent do you agree or disagree with the following statement? What happens in developing countries rarely affects people like me living in the UK.  
Base: GB adults | sample size n=8,079 | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sept - 12 Oct 2020

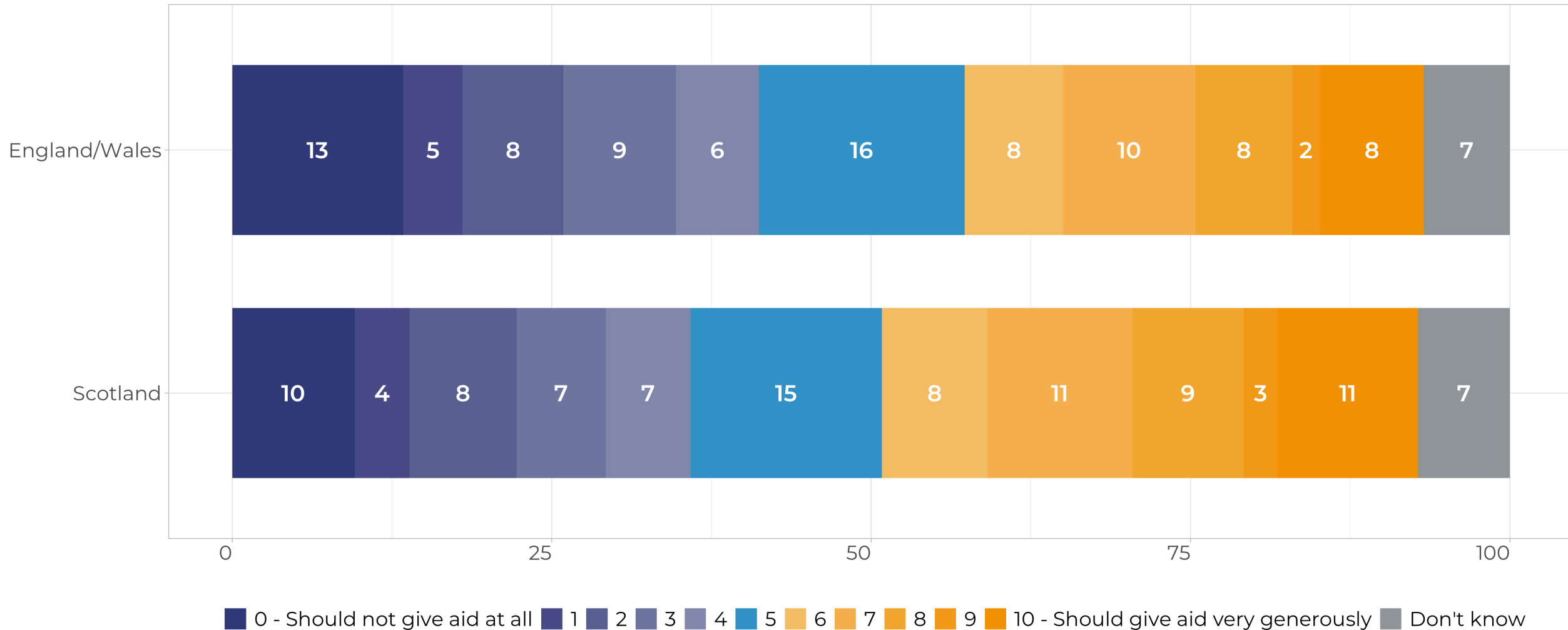
# NO SIGNIFICANT DIFFERENCE BETWEEN SCOTTISH (18%) AND ENGLISH/WELSH (16%) RESPONDENTS WHO SAY THEY HAVE DONATED TO A DEVELOPMENT ORGANIZATION IN THE PAST 12 MONTHS



Question: 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? Base: GB adults | sample size n=8,079 | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sept - 12 Oct 2020

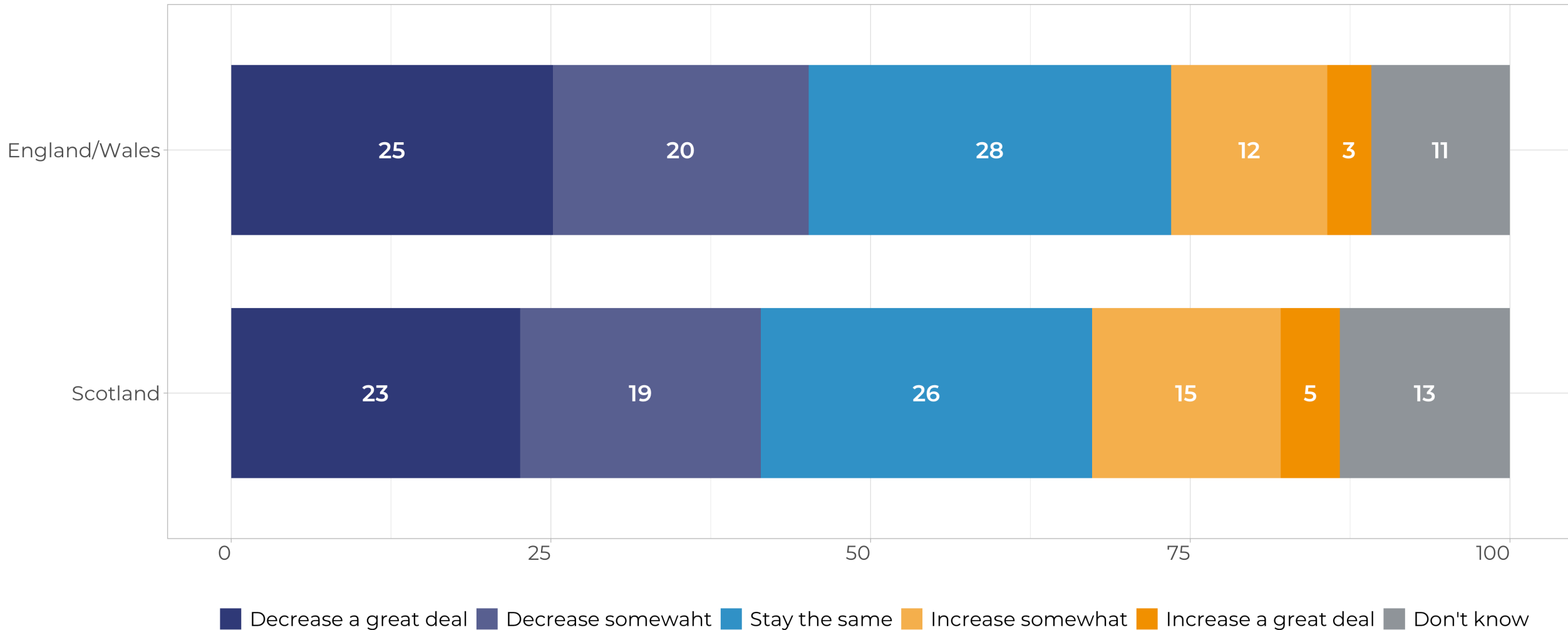


# 42% OF SCOTTISH RESPONDENTS SAY THE UK GOVERNMENT SHOULD GIVE AID GENEROUSLY (36%)



Question: Thinking about overseas aid to poor countries - please indicate the extent to which you think that the UK government should give overseas aid, where a score of 0 means that it 'should not give aid at all' and a score of 10 means that it 'should give aid very generously'. Base: GB adults | sample size n=8,079 | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sept - 12 Oct 2020

# 20% OF SCOTTISH RESPONDENTS SAY THE UK GOVERNMENT SHOULD INCREASE THE AMOUNT IT SPENDS ON OVERSEAS AID (15%)



Question: Of its total budget of nearly £810 billion, the UK government currently allocates 1.7 percent, or £14 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 to poor countries? Base: GB adults | sample size n=8,079 | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sept - 12 Oct 2020

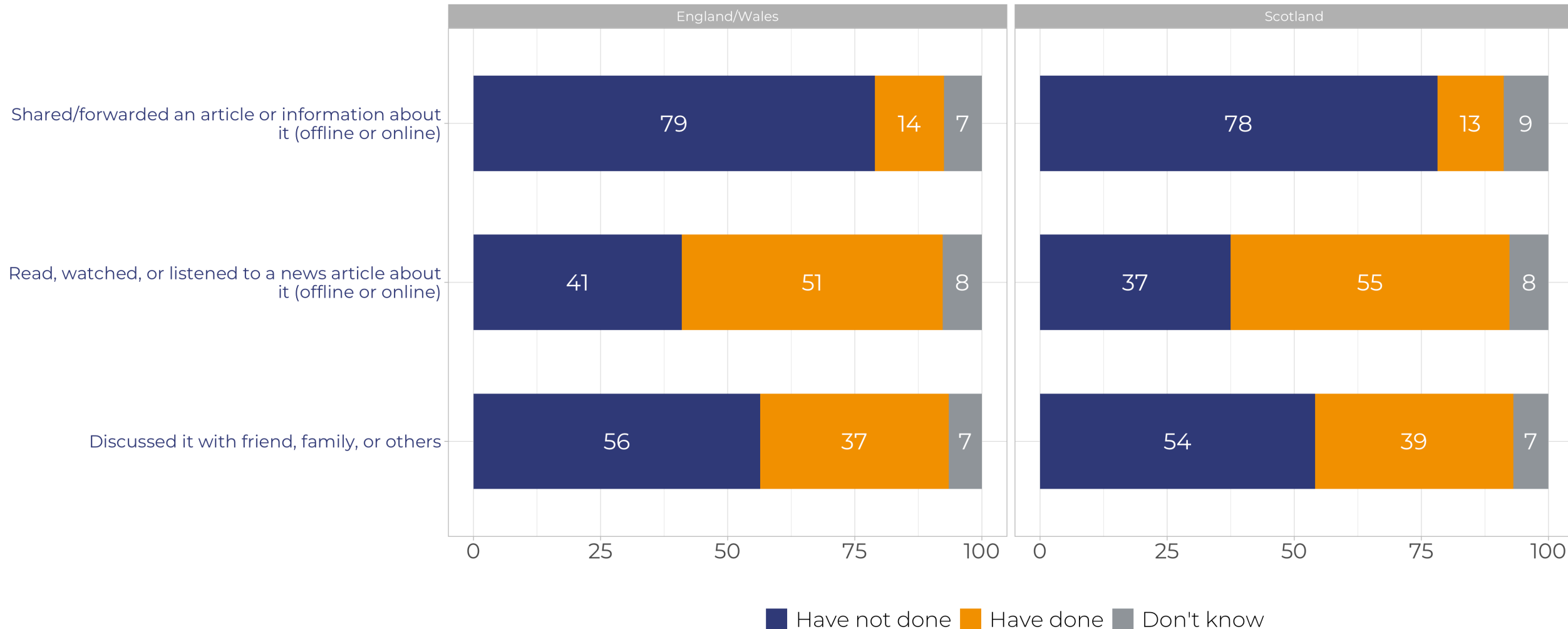
# DEL BEHAVIOURAL ENGAGEMENT MODULE



Baseline comparison between  
Scotland & England/Wales

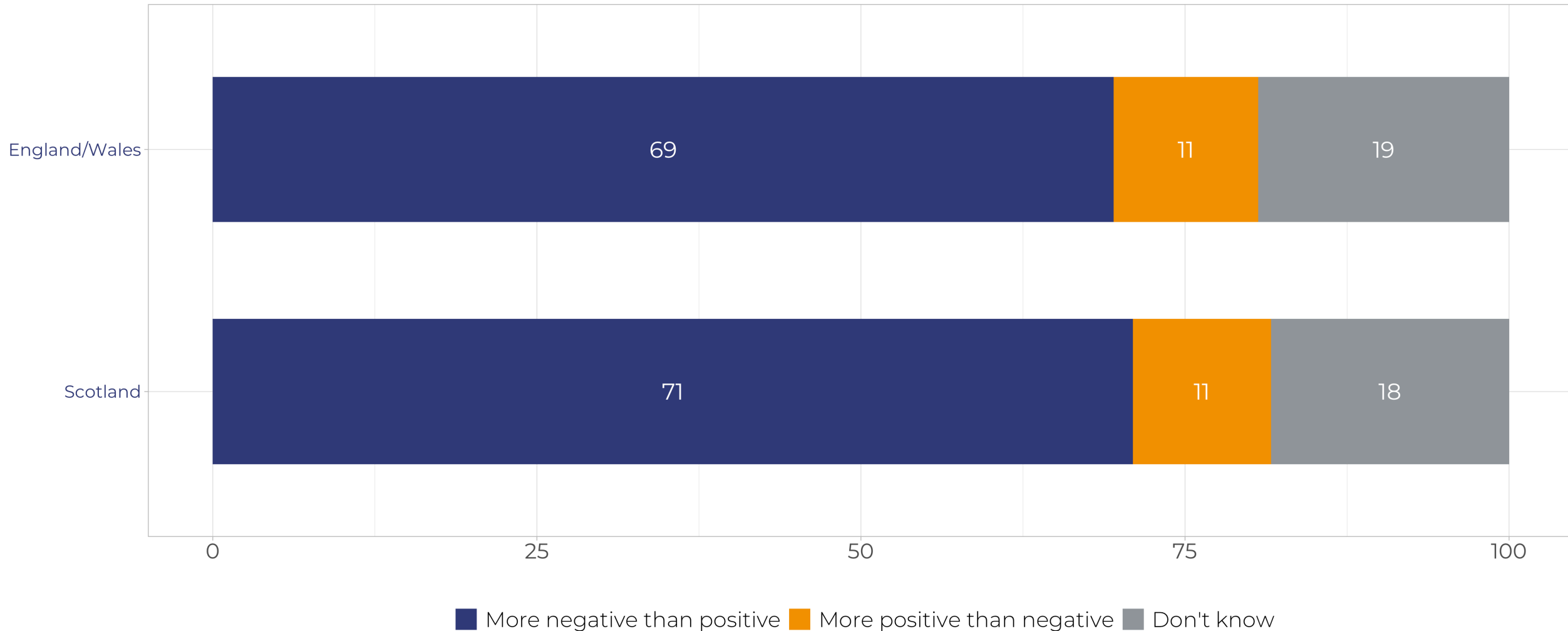


# THERE ARE FEW DIFFERENCES BETWEEN THE SCOTTISH AND ENG/WELSH IN CONSUMING, DISCUSSION OR SHARING INFORMATION ON GLOBAL POVERTY & DEVELOPMENT



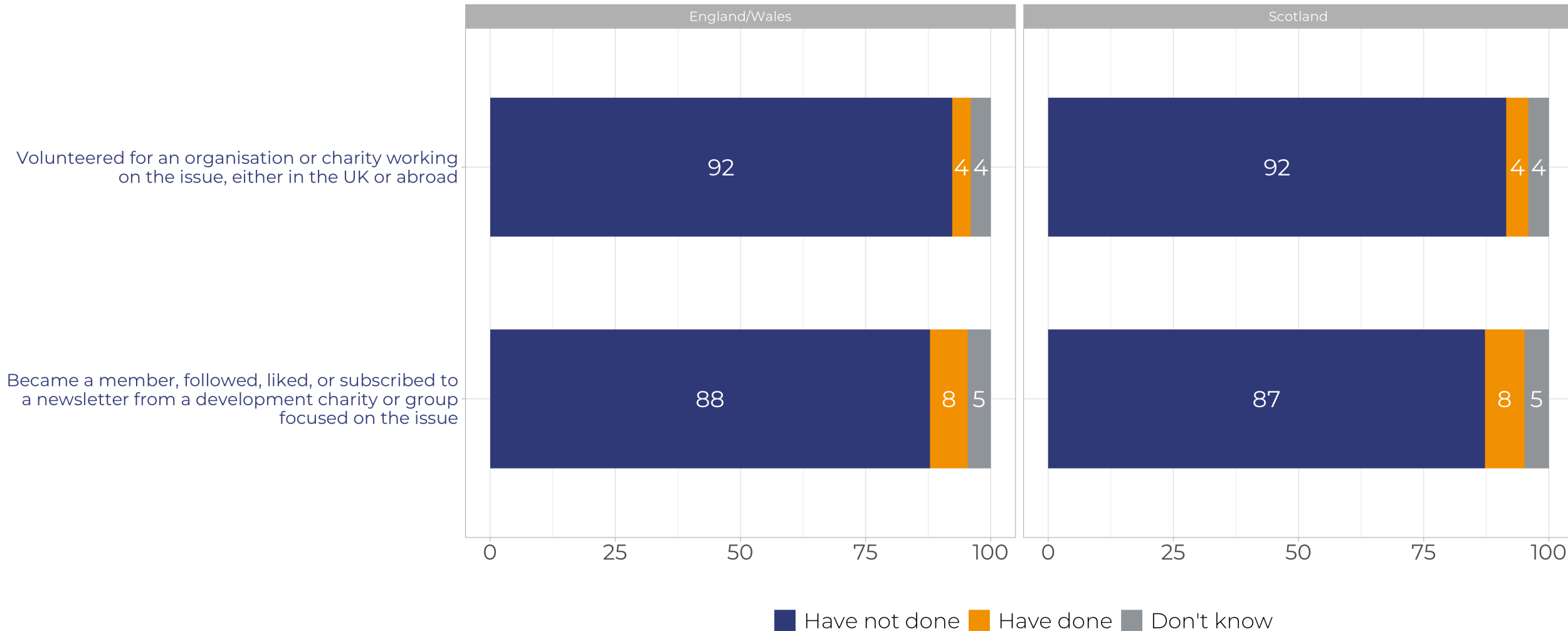
Question: Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?  
Base: GB adults | sample size n=8,079 | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sept - 12 Oct 2020

# RESPONDENTS FROM ALL NATIONS SAY JUST 11% OF THE NEWS ON GLOBAL POVERTY IS MORE POSITIVE THAN NEGATIVE



Question: Thinking about the news you've read/heard/seen/shared or the discussions you've had about global poverty, would you say the content was more positive or more negative? On balance, it was... Base: GB adults | sample size n=8,079 | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sept - 12 Oct 2020

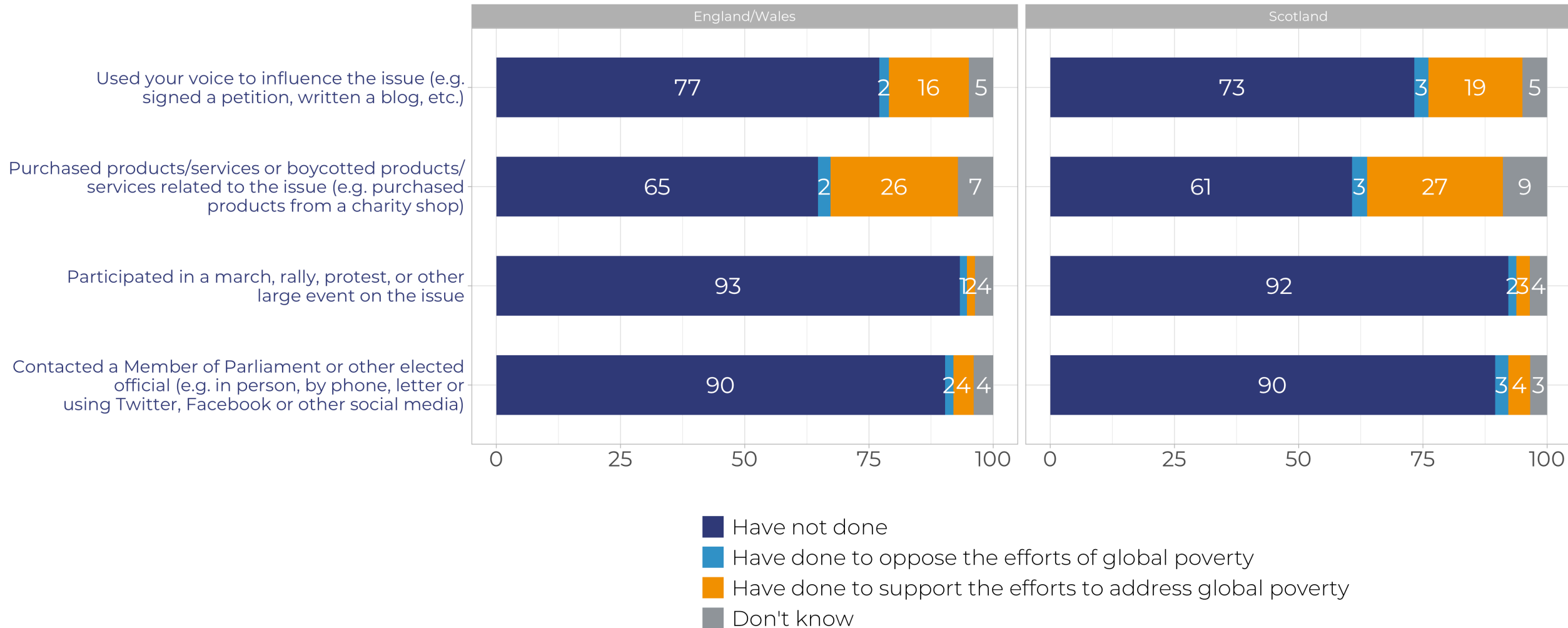
# NO DIFFERENCES BETWEEN SCOTTISH AND ENG/WELSH RESPONDENTS IN VOLUNTEERING, BECOMING A MEMBER OR SUBSCRIBING TO A DEVELOPMENT ORG'S NEWSLETTER



Question: Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?  
Base: GB adults | sample size n=8,079 | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sept - 12 Oct 2020

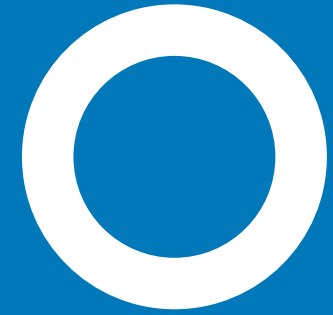
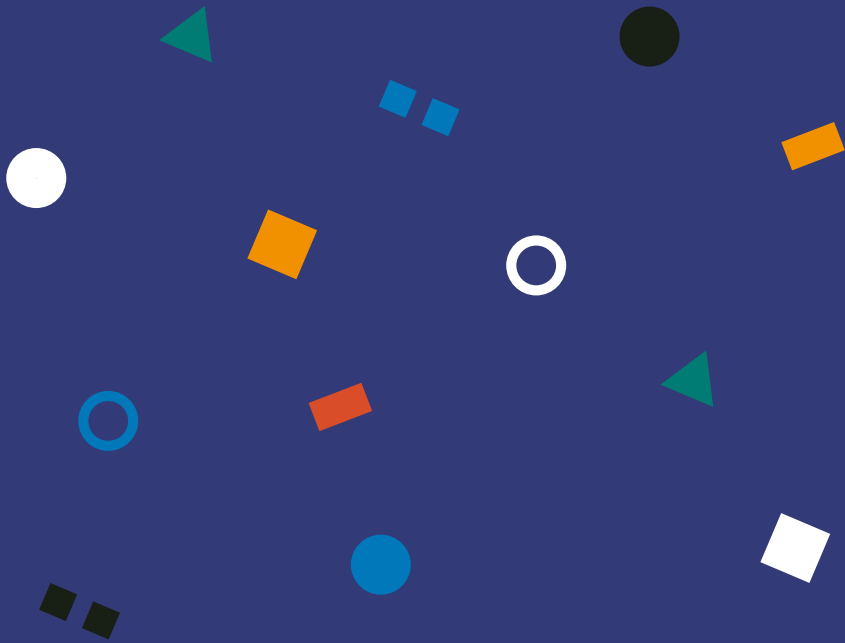


# SCOTTISH RESPONDENTS (19%) ARE ONLY SLIGHTLY MORE LIKELY TO USE THEIR VOICE (E.G. SIGN A PETITION) THAN ENG/WELSH RESPONDENTS (16%)



Question: Which of the following have you done in the past 12 months, if any, in support of or in opposition to the efforts to address global poverty? Base: GB adults | sample size n=8,079 | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sept - 12 Oct 2020

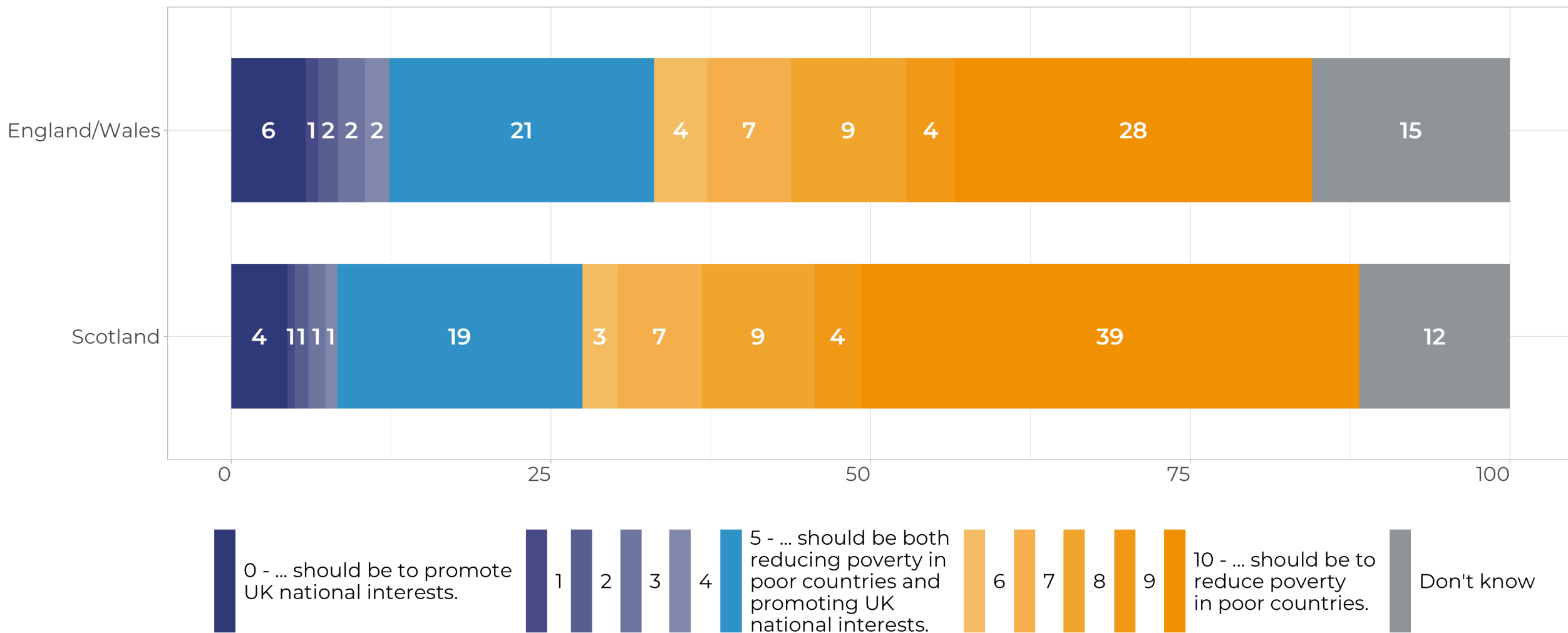
# AID: PURPOSE & PRIORITIES



Baseline comparison between  
Scotland & England/Wales

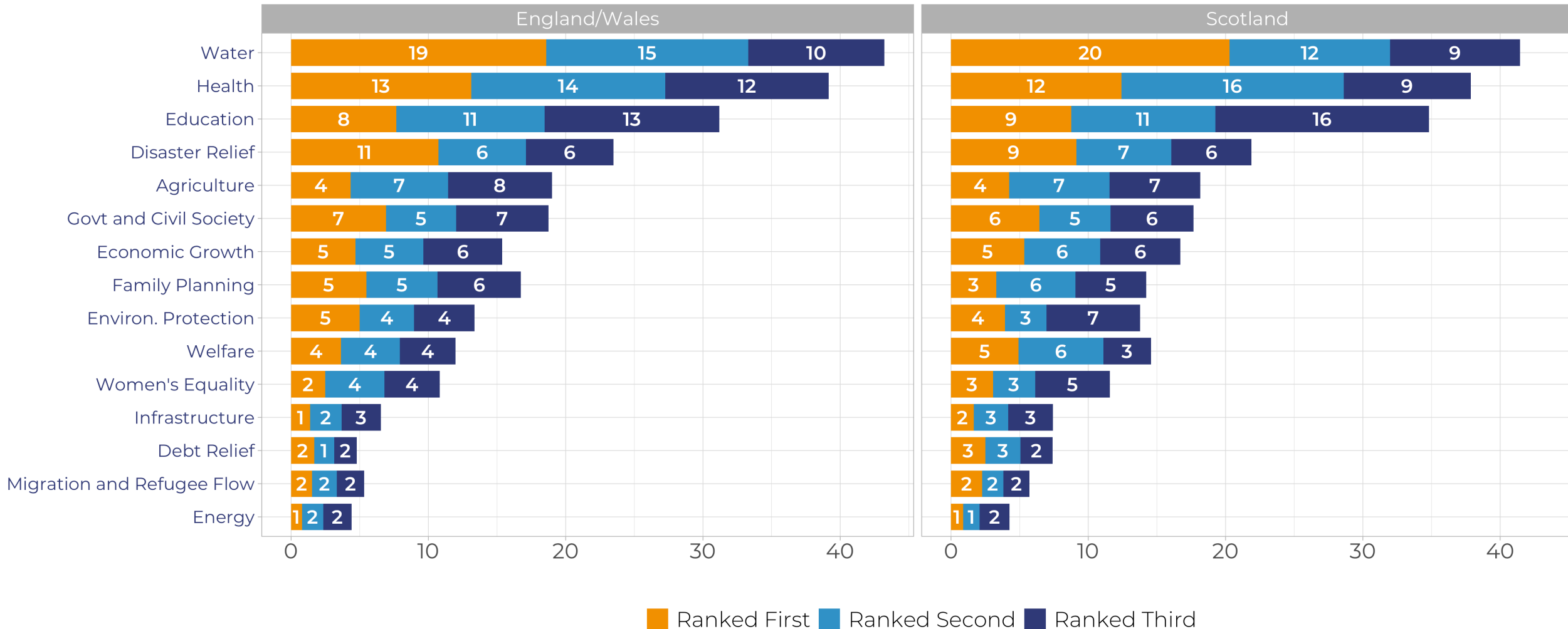
# 62% OF SCOTTISH RESPONDENTS SAY UK AID SHOULD BE GIVEN TO REDUCE POVERTY IN POOR COUNTRIES (52%)

## JUST 8% SAY AID SHOULD PROMOTE UK NATIONAL INTERESTS



Question: The UK government gives overseas aid to poor countries. Looking at the scale below, what do you think the primary purpose of overseas aid should be? The primary purpose of UK overseas aid spending... Base: GB adults | sample size n=8,079 | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sept - 12 Oct 2020

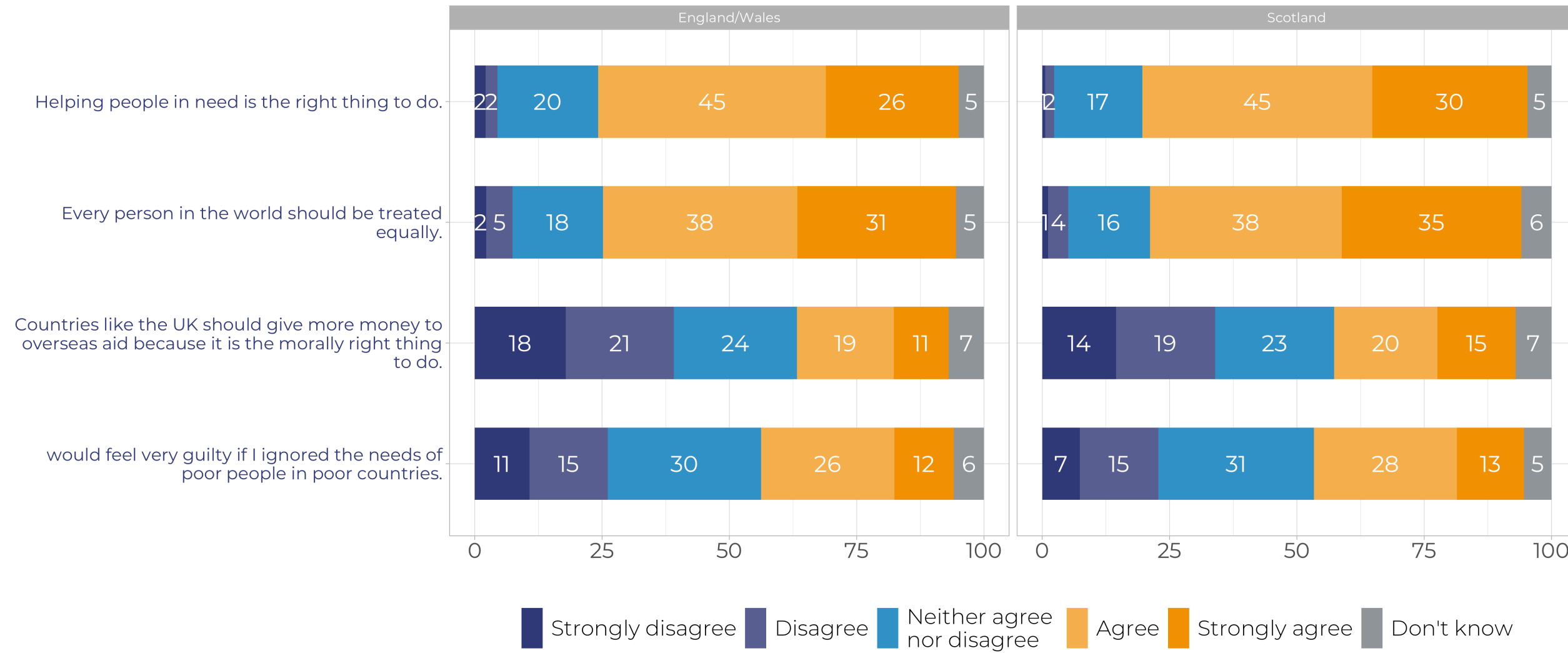
# THE SCOTTISH AND ENGLISH/WELSH HAVE THE SAME PRIORITIES FOR AID SPENDING : WATER, HEALTH & EDUCATION



Question: Thinking again about government spending on overseas aid in poor countries, please indicate what you think are the first, second, and third most important priorities. Base: GB adults | sample size n=8,079 | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sept - 12 Oct 2020

# LOOKING ACROSS THE RANGE OF 'MORAL SENTIMENT' ITEMS, SCOTTISH RESPONDENTS HAVE A SIMILAR PROFILE TO ENG/WELSH RESPONDENTS:

35% OF SCOTS SAY THE UK SHOULD GIVE MORE MONEY TO OVERSEAS AID BECAUSE IT IS THE MORALLY RIGHT THING TO DO (30%)



Question: Please say whether you agree or disagree with the following statements. Base: GB adults | sample size n=8,079 | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sept - 12 Oct 2020

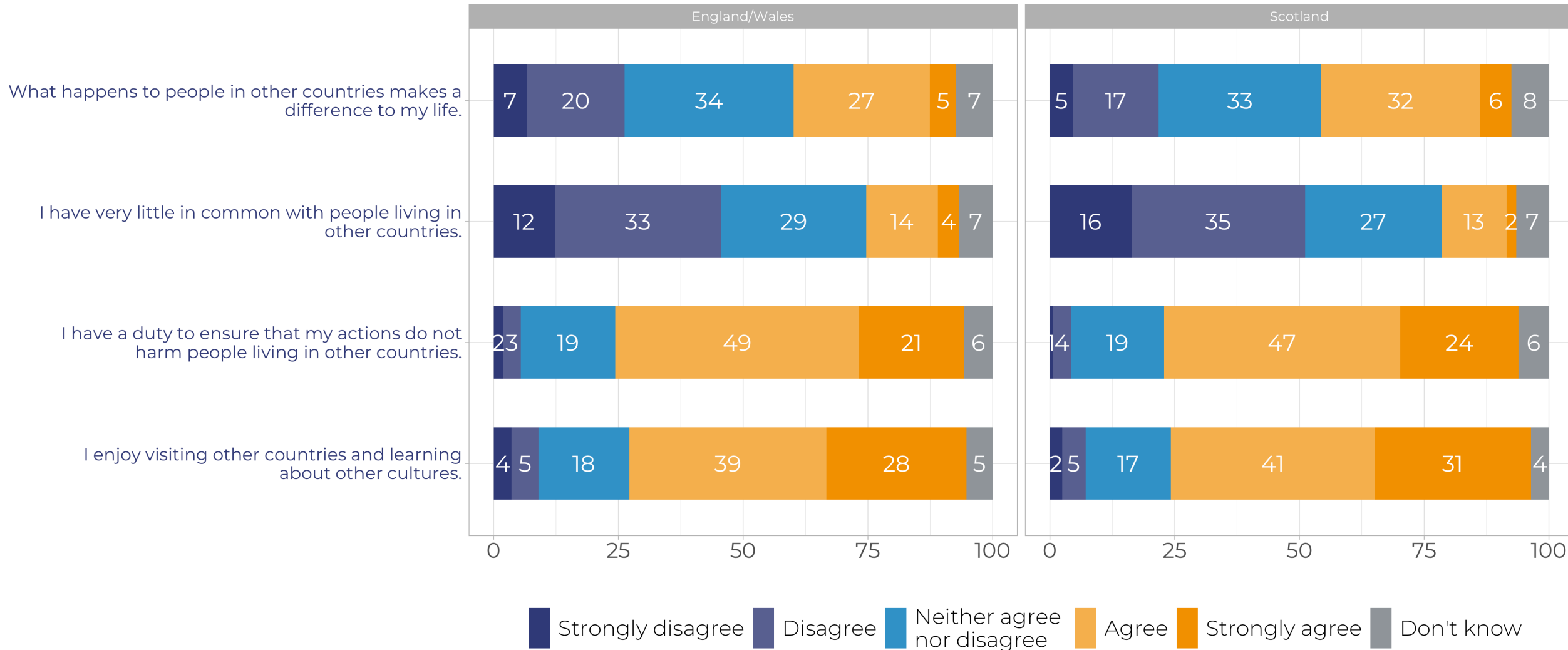
# COSMOPOLITAN VIEWS AND SDG KNOWLEDGE



Baseline comparison between  
Scotland & England/Wales



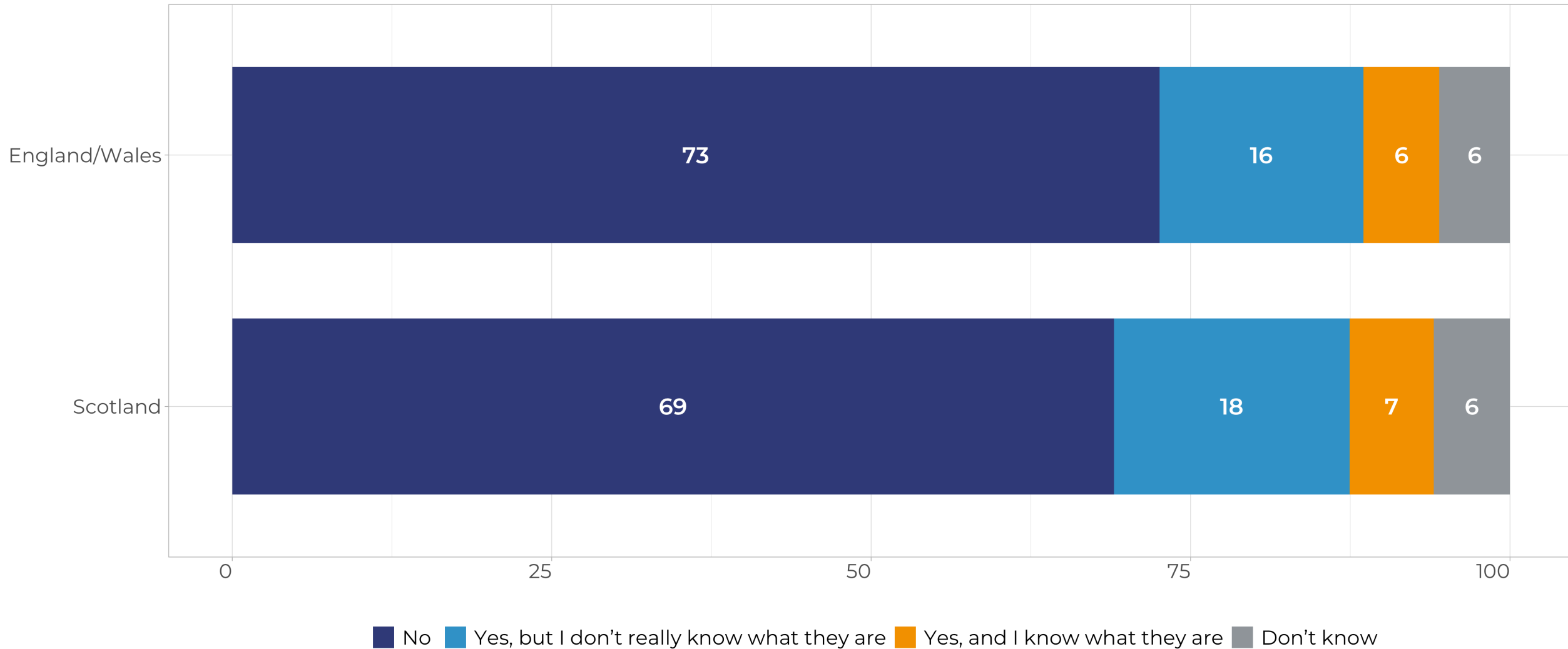
# THERE IS NO EVIDENCE THAT THE SCOTTISH ARE MORE COSMOPOLITAN IN THEIR OUTLOOK: 71% OF SCOTS SAY THEY HAVE A DUTY NOT TO HARM PEOPLE LIVING IN OTHER COUNTRIES (70%)



Question: Please say whether you agree or disagree with the following statements. Base: GB adults | sample size n=8,079  
| Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sept - 12 Oct 2020

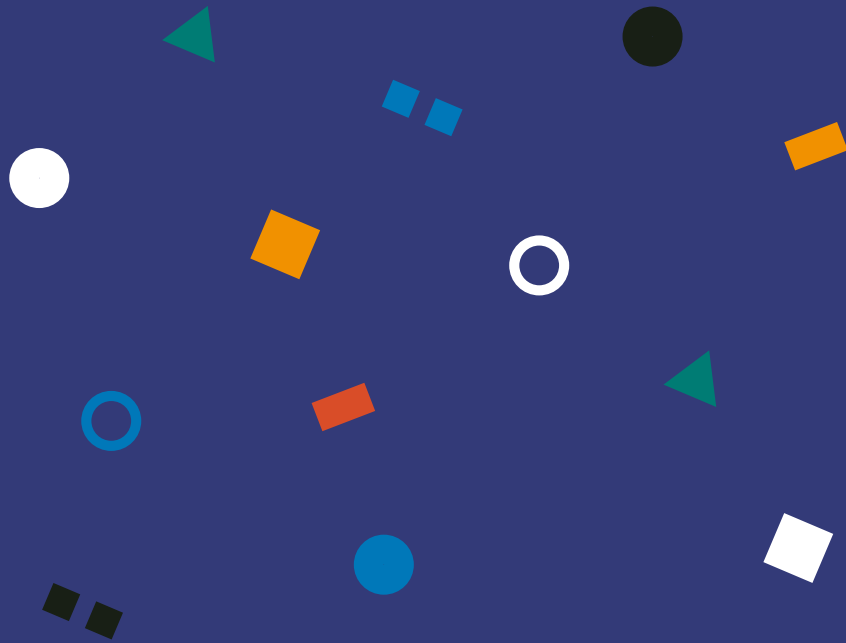


# KNOWLEDGE OF THE SUSTAINABLE DEVELOPMENT GOALS IS SIMILAR ACROSS RESPONDENTS FROM ALL NATIONS



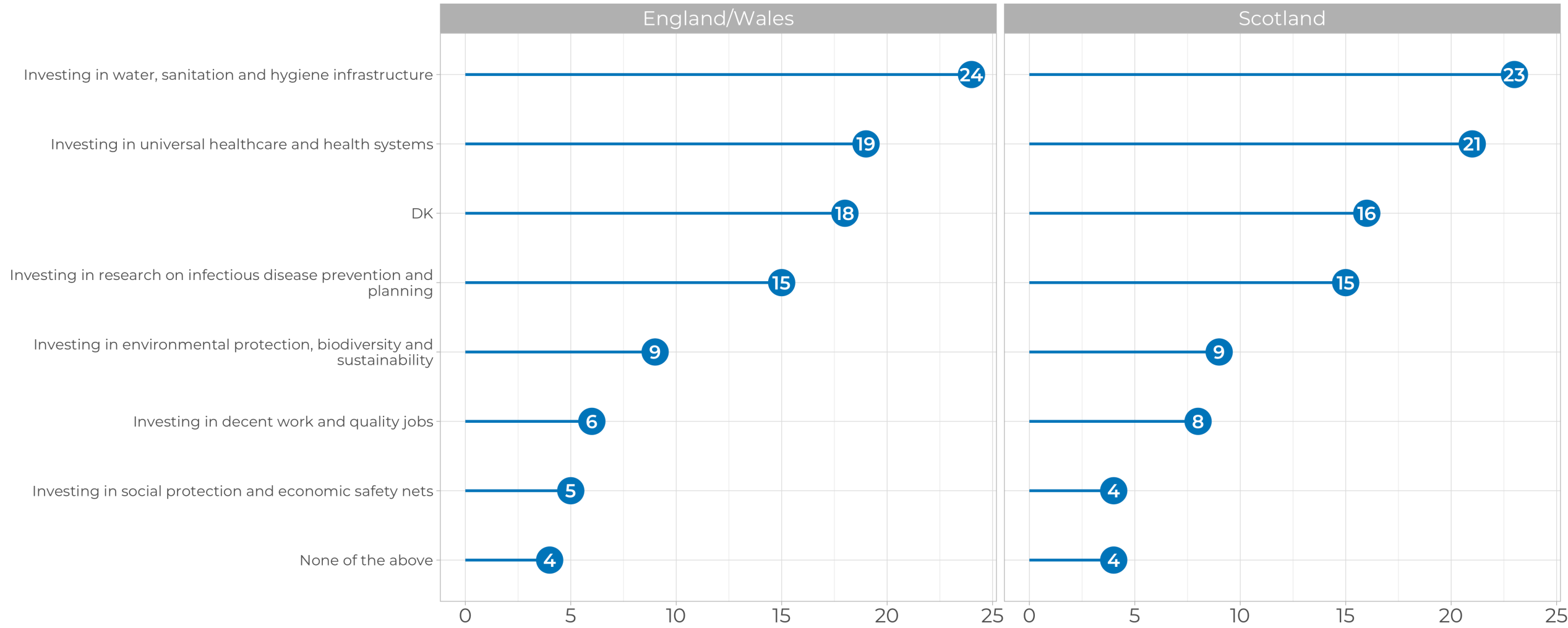
Question: Have you ever heard or read about the United Nations' Sustainable Development Goals? Base: GB adults | sample size n=8,079 | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sept - 12 Oct 2020

# BUILD BACK BETTER



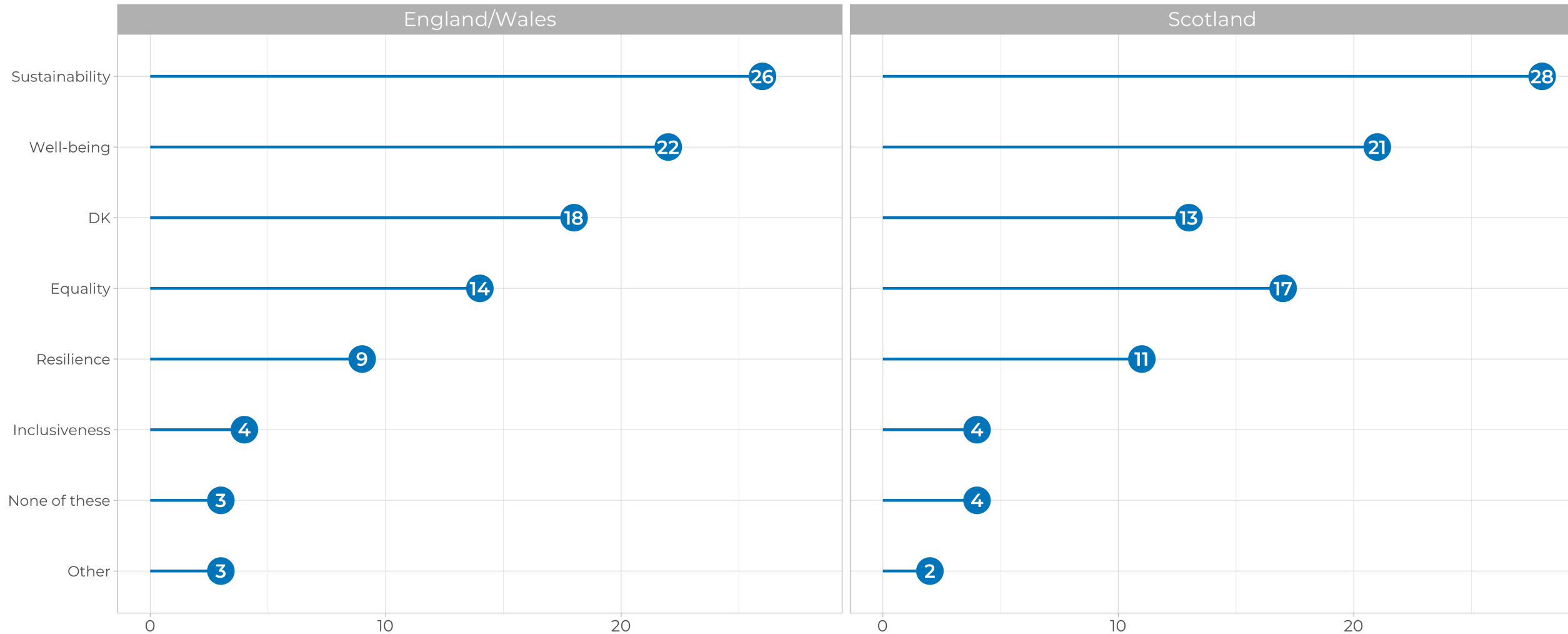
Baseline comparison between  
Scotland & England/Wales

# INVESTING IN WATER, SANITATION & HYGIENE AND HEALTH CARE/SYSTEMS ARE RESPONDENTS' TOP PRIORITIES FOR HELPING DEVELOPING COUNTRIES PREPARE AND RESPOND TO FUTURE PANDEMICS



Question: In your view, which of the following areas is most important in helping developing countries prepare and respond to future pandemics? Base: GB adults | sample size n=8,079 | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sept - 12 Oct 2020

# SUSTAINABILITY AND WELL-BEING ARE THE TOP TWO PRIORITIES FOR THE UK GOVT TO REBUILD THE ECONOMY & SOCIETY POST COVID-19



Question: Which of the following, if any, do you personally want the UK government to prioritize as part of rebuilding society and the economy after the COVID-19 pandemic? Base: GB adults | sample size n=8,079 | Data are weighted to be nationally representative | Fieldwork by YouGov, 10 Sept - 12 Oct 2020

# DATA & SAMPLE

- The data and insight for this deck comes from DEL's annual panel which tracks the same respondents year on year
- The base sample for Wave 2 is 8,079 and fieldwork was conducted 10 September – 12 October 2020
  - The sample for Scottish respondents = 724; Welsh respondents = 406; English = 6,949
  - Data are weighted to be nationally representative
- DEL data and insight are available at
  - <https://developmentcompass.org/>
  - [@DevEngageLab](#)

# DATA AND USE

## DATA

The data for this deck come from the DEL Panel WAVE 2 (n=8,079). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 10 September – 12 October 2020.

## USE

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

## CITATION

Hudson, J., Hudson, D. & Oh, S. 2020. Snapshot 2020: Understanding Scottish attitudes towards aid and development. London: Development Engagement Lab.



UNIVERSITY OF  
BIRMINGHAM

The Development Engagement Lab (DEL) is a five-year study of public attitudes and engagement with global development in France, Germany, Great Britain, and the United States (2018-2023).

DEL is a partner focussed research programme, convening and co-producing research and insights with over 30 international development NGOs and government agencies to understand the drivers of engagement and inform development communications.

Fieldwork is carried out by YouGov and surveys are weighted to be a nationally representative of the adult population. DEL is funded by the Bill & Melinda Gates Foundation and led by Professor Jennifer Hudson (University College London) and Professor David Hudson (University of Birmingham).

#### The **Development Engagement Lab**

(Aid Attitudes Tracker Phase 2) has three goals:

1. Co-production of an evidence base for development campaigning
2. Enabling collaboration across the sector
3. Increasing advocacy capacity through the sharing of research and strategic insights

You can find out more information about DEL research at [www.developmentcompass.org](http://www.developmentcompass.org), follow us on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab) or by contacting [del@ucl.ac.uk](mailto:del@ucl.ac.uk).

Cover photo: Photo by [Micheile Henderson](#) on [Unsplash](#)