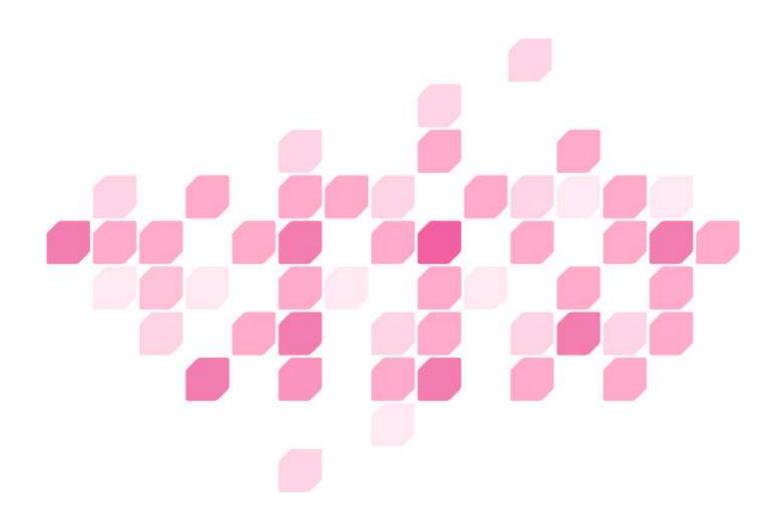


Public Attitudes Towards Development
Spring 2010
TNS Report
prepared for COI on behalf of the
Department for International Development

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## Management summary

This report details the findings from the February 2010 wave of a survey designed to track the UK public's attitudes towards development. The study was conducted by TNS for COI on behalf of the Department for International Development (DFID). The overall aim of the research was to measure the UK public's awareness and understanding of development, and their awareness and support for DFID's work, to help inform future communications activities of the sector and DFID's work.

Interviews were conducted amongst a representative sample of 1,104 adults aged 16+ in the UK. All interviews were carried out in respondents' homes using multimedia CAPI via the TNS Omnibus.

An overview of response to key measures is given in Chart 1 below.

Chart 1

Public Support for Overseas Aid					
	Sep-08	Feb-09	Sep-09	Feb-10	
Support for increased Government action	49%	43%	42%	<b>35%</b> <sup>S</sup>	
Concern about global poverty	74%	74%	72%	73%	
Active Enthusiasts	18%	11%	16%	S Feb 4%	
Perceptions of Aid Effectiveness (% agree)					
'most aid is wasted'	47%	53%	55%	53%	
'corruption makes it pointless donating	44%	57%	52%	57%	
UK aid					
% claim awareness			43%	39%	
% recognise logo			18%	22%	

An overview of the survey results in bullet point format is given in the following pages of this Management Summary.



### Public support for overseas aid

- Support for increased Government action continued to decline; compared to September 2009, significantly fewer respondents agreed that the Government should do more to reduce global poverty. However, this is not reflected in increased perceptions that the Government is doing too much. Rather there is an ongoing trend towards the belief that the Government is doing the right amount.
- In parallel with this, there was a decrease in agreement that the Government should spend more on overseas aid to poor countries.
- In a domestic context, the priority given to Government expenditure on overseas
  aid decreased significantly since September 2009, with just over one in ten
  prioritising it first amongst a prompted list of government spending areas (it
  ranked significantly lower than the NHS and education).
- However, in a global context, poverty continues to be given top priority for spending (just over half ranked it as one of their top five issues). There was also an increase in those prioritising natural disasters, which is likely to have been driven, at least in part, by the Haiti earthquake (which occurred about a month before the research fieldwork).
- Although overall the proportion personally donating to charities decreased, there was a significant increase in those who donated to charities which help victims of natural or man-made disasters, again likely result of the appeal for donations following the Haiti earthquake. A greater proportion of donors also claim to be donating more than they were previously, so whilst numbers of donors may have fallen back, this may not have been reflected in the total amount being donated.
- Overall, it seems that the public were still cautious about Government spend post recession, although Haiti stimulated some support in the short term both in the area of Government spend and in personal donations.

### **Concern for poverty**

 Expressed concern for poverty in poor countries was high; just under three quarters (73%) of respondents claimed to be at least fairly concerned and about



- a quarter (24%) very concerned. Over time expressed concern has remained reasonably stable.
- Overall, the size of the attitudinal segments (of which concern for poverty is a key component) remained consistent since September 2009. The two most engaged segments, Active Enthusiasts and Interested Mainstream, account for more than a third (36%) of respondents (compared to 38% in September 2009).
- Among these most engaged segments, levels of concern increased, suggesting emotional commitment to poverty is even stronger among these groups.

#### Perceptions of waste / aid ineffectiveness

- In terms of aid effectiveness, corruption was increasingly cited as the main cause of poverty; more than half of respondents mentioned corrupt leaders/ Governments as the main cause of global poverty and this increased compared to September 2009.
- This was particularly evident amongst the two most engaged groups, Active Enthusiasts and Interested Mainstream. This highlights a danger that support may be undermined if perceptions of corruption are not dispelled going forwards, particularly amongst these key segments.
- Further to this, corruption was increasingly cited as a barrier to donating, with just over half of respondents agreed that 'corruption in poor countries make it pointless to donate'. This was of growing concern for those on the cusp of involvement (particularly Distracted Individuals but also Interested Mainstream) perhaps, threatening to undermine their support.
- Perceptions of wasted aid improved marginally compared to September 2009.
   This suggests that concerns around ineffective aid tend to be specifically focussed on corruption rather than mismanagement.



### UKaid awareness and knowledge

- When prompted, around two fifths claimed awareness of UKaid. This is high given the recency of the launch and it is hypothesised that there may be some degree of overclaim, due to the reasonably generic nature of 'UKaid'. As such, logo recognition may be a more accurate measure of brand awareness. Just over a fifth recognised the UKaid logo. Neither measure changed significantly over time; since September 2009 spontaneous awareness of UKaid remained stable at two percent of those who had seen or heard something in the past 12 months about what is being done to reduce poverty in poor countries. It should be noted that there was some media coverage of UKaid following the aftermath of Haiti over the measured period.
- Among those aged 45-54 and from AB social grades, logo recognition did increase, which may be a reflection of their media consumption.

#### **Future messaging**

- Of the seven key messages tested 'Aid gives people key skills and tools so they
  can lift themselves out of poverty' was most likely to be perceived as believable,
  suggesting relatively high perceived credibility of long term aid. It was marginally
  ahead of 'a little aid stops a lot of people dying needlessly', a more emotive
  message.
- Active Enthusiasts were generally more likely than the average to rate all messages as believable; 'Aid gives people key skills and tools so they can lift themselves out of poverty' was most believable among this group. The Interested Mainstream were more likely to select messages that suggested evidence of aid working hard, whilst the Family First Sympathisers were more likely to select the more emotive 'a little aid stops a lot of people dying needlessly'. Believability of any messages was lower than average among the less engaged segments the Distracted Individuals, Insular Sceptics and Disapproving Rejecters and particularly so for this latter group.
- Overall, the outcome of the message evaluation would support a requirement for differentiated messages to engage the different groups. Although, it will be a challenge to engage those in the Disapproving Rejecters segment at all.



#### **Conclusions**

- There is an increased belief that the UK Government could do more to tackle corruption. However, communications specifically in relation to this may only serve to heighten the perception that corruption is an issue. Therefore, focus should be placed on increasing awareness of and reinforcing the positive image of aid reaching those in need.
- Familiarity with UKaid has increased among a niche group (aged 45-54 and AB social grade), possibly in relation to media consumption. However, focus should be placed on building broader awareness.
- It was noted in September 2009 that a belief in the long term benefits of aid may distinguish those more engaged in the issue, and this is apparent in response to the messages tested in February 2010; the message relating to long term aid was the most likely to be rated as believable amongst the general population. Demonstrating how money is spent on long term aid may enhance the believability of such messages, leading to increased engagement, and ultimately support, towards overseas aid.



### 1. Introduction

### 1.1 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 disasters.

Through its communications, DFID aims to raise public awareness of and dispel misperceptions about how aid money is spent and increase confidence in the role and importance of development work overseas.

Monitoring public opinion is central to measuring DFID's success in building support for development and since 1999 DFID has conducted an annual survey tracking the UK public's perceptions of development issues, including poverty, aid and corruption. Between 1999 and 2006, the study was conducted by the Office for National Statistics (ONS), while from 2007 the study has been conducted annually by TNS, with an interim wave in February 2009 and February 2010.

In early 2008 DFID conducted a segmentation study which identified six segments amongst the general UK public, differentiated by their attitudes and values in relation to poverty in poor countries. These segments are: Active Enthusiasts, Interested Mainstream, Distracted Individuals, Family First Sympathisers, Insular Sceptics and Disapproving Rejecters. The September 2008 wave of the tracking study incorporated these segments into the analysis for the first time, to provide deeper insight into key tracking measures by segment, and the segmentation has been included in subsequent waves.

The questionnaire was reviewed significantly in September 2009 to ensure it addressed new objectives, focusing particularly on public support for overseas aid, perceptions of aid effectiveness (particularly corruption), awareness and perceptions of the newly launched UKaid brand and understanding of the influences and drivers of perceptions. Inevitably these changes led to some compromises in historical trends in the data. Any changes which may impact on comparability of results are identified throughout the report.



This report discusses the findings from the research conducted in February 2010. For this wave a selection of key questions were used from the main annual study, reducing the length of the questionnaire and the breadth of the areas covered. Potential future messages from previous qualitative work were also evaluated quantitatively during the February 2010 wave.

Prior to the fieldwork period (which took place between 17 and 21 February 2010) there was a serious earthquake in Haiti (12 January 2010). The effects of this and the UK Government aid response received substantial media coverage. The potential effects of this coverage on public perceptions and actions in relation to overseas aid should be considered whilst examining the results of the February 2010 wave.

### 1.2 Research objectives

The overall aim of the research was to measure the UK public's awareness and understanding of development, and awareness of and support for UK Government spending on overseas aid, to help inform the sector and DFID's ongoing communications strategy and work in this area.

Specifically, the objectives of the research programme over time have been:

- To measure the UK public's:
  - concern for poverty in developing countries;
  - knowledge of development issues and how these can affect lives here in the UK;
  - understanding of the UK Government role in tackling global poverty;
  - personal action to help tackle global poverty;
  - awareness and perceptions of current DFID and UKaid-branded activity and of the UKaid logo; and
  - o communications preferences.
- To assess changes in attitudes and awareness over time
- To identify differences in opinion between key audience segments to enable DFID to target their future communications more effectively;
- To offer suggestions of how DFID might measure what influences and drives people's attitudes to development.



### 1.3 Methodology and sampling

TNS carried out a face-to-face quantitative survey among a representative sample of 1,104 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 Location 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 17 and 21 February 2010.

As standard, 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.

This project was carried out in compliance with ISO 20252.

### 1.4 Weighting

The data were weighted by demographics to be representative of the adult population in the UK, consistent with previous years.

Chart 2 overleaf shows the profile of the total sample prior to and after applying weights. Significant differences (tested at 95%) between the unweighted and weighted sample are denoted by S-W.



Chart 2

# Sample Profile

%	Unweighted (1,104)	Weighted (1000)	
Sex			
Male	48	49	
Female	52	51	
Age			
16-24	13	14	
25-34	17	17	
35-44	17	18	
45-54	15	16	
55+	38	36	
Social Grade			
AB	18	20	
C1	26 S - W	30	
C2	19	20	
DE	37 S - W	30	
Working Status			
Full time	36	39	
Part time	12	13	
Retired	28	25	
Full time higher education / still at school	6	6	
Unemployed	18	17	

%	Unweighted (1,104)	Weighted (1000)	
Household size			
1	22	19	
2	36	36	
3	16	17	
4	18	18	
5+	9	9	
Government Region			
North East	4	4	
North West	11	11	
Yorks and Humber	9	8	
East Mids	7	7	
West Mids	8	9	
East of England	9	10	
London	11	12	
South East	13	14	
South West	9	9	
Wales	5	5	
Scotland	9	8	
NI	6 S - W	3	

### 1.5 Notes on significant differences

Significant differences at 95% levels of confidence have been indicated where relevant. Significant differences are highlighted with an S followed by the period tested against. Where a date is not indicated, the current wave is tested against September 2009.



# 2. DfID Segmentation

As described in the introduction, a segmentation was conducted in early 2008 which identified six segments amongst the general UK public. This segmentation enabled differentiated strategies to be developed ultimately based on relative levels of support and engagement.

Table 1 is intended as a simple guide to the overall attitude of each group within the original study.

Table 1 Segmentation Attitude Summary

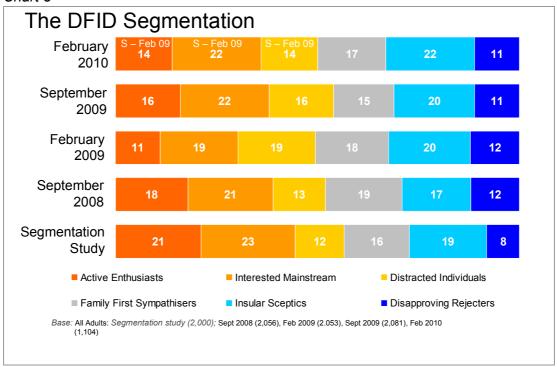
	Active Enthusiasts	Interested Mainstream	Distracted Individuals	Family First Sympathisers	Insular Sceptics	Disapproving Rejecters
Attitudes to global poverty	44	<b>✓</b>	<b>4</b>	<b>✓</b>	<b>4</b>	**
Attitudes to personal action	44	<b>V</b>	*	<b>4</b>	*	**
Current levels of personal action	44	<b>√</b>	*	*	**	**
Attitudes to Government action	44	<b>V</b>	<b>✓</b>	<b>✓</b>	*	**
Aid effectiveness	?	*	*	*	*	**

Thus, Active Enthusiasts are most strongly engaged with global poverty and development issues, whilst Disapproving Rejecters are least engaged.



Chart 3 shows the size of each segment this wave compared to previous waves of the study, together with the segment sizes observed in the original segmentation exercise.

Chart 3



The two most engaged segments, Active Enthusiasts and Interested Mainstream, account for more than a third (36%) of respondents and the two least engaged segments comprise a third (Disapproving Rejecters and Insular Sceptics).

In February 2009, there had a been a significant decrease in the proportion of Active Enthusiasts (11% compared to 18% in September 2008) and a significant increase in the proportion of Distracted Individuals (19% compared to 13% in September 2008), believed to reflect peoples' focus on problems closer to home during the recession.

In September 2009, there was a recovery in the size of the Active Enthusiast segment (16%) and this dipped slightly in February 2010 (14%). Additionally, the proportion of Distracted Individuals decreased in September 2009 (16%) and was significantly lower than February 2009 and continued to decline (marginally) in February 2010 (14%). Overall, the size of the segments has not changed significantly since September 2009.



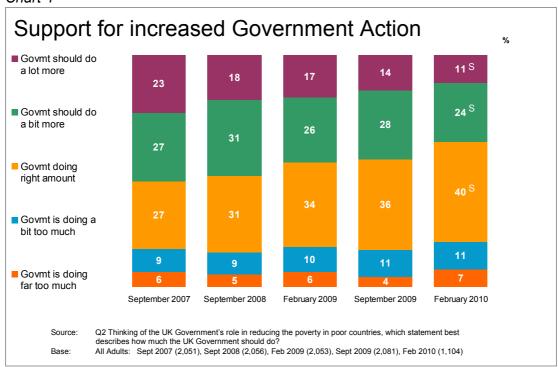
## 3. Public support for overseas aid

This section examines public support for overseas aid, as expressed in terms of support for increased Government action, support for increased Government spend, perceived priorities for Government expenditure (globally and in the domestic context) and personal donations relating to global poverty.

### 3.1 Support for increased Government action

As in previous years, all respondents were asked which of a number of statements best described how much the UK Government should do in terms of its role in reducing poverty in poor countries. Chart 4 shows the response to this measure over time.

Chart 4



Over a third (35%) agreed that the Government should be doing more to help reduce poverty in poor countries; two fifths agreed the Government is doing the right amount (40%), leaving just under a fifth (18%) who agreed that the Government is doing too much.



Support for increased Government action has declined steadily since September 2007 and the biggest wave-on-wave decline occurred in the last six months (35% stating 'The Government should do a lot or a bit more' in February 2010 compared to 41% in September 2009). However, this is not reflected in increased perceptions that the Government is doing too much. Rather, there is an ongoing trend towards belief that the Government is doing the right amount; the proportion stating this belief has increased steadily since September 2007 and increased significantly over the last six months (36% in September 2009 to 40% in February 2010)

The proportion stating the Government should be doing a lot more was higher than average amongst the 16-24 year olds (18%), ethnic minorities (20%) and Active Enthusiasts (31%).

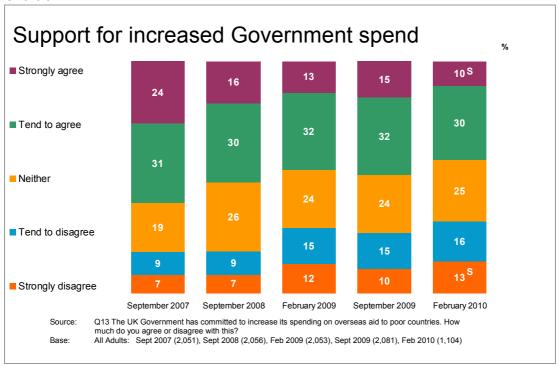
Conversely, the proportion stating the Government is doing too much was higher among social grades C2 (27%), Insular Sceptics (26%) and Disapproving Rejecters (62%).

### 3.2 Support for increased Government spend

On a comparable theme, respondents were questioned on their agreement that the Government is committed to increase its spending on overseas aid to poor countries. Using a five point scale from 'strongly agree' to 'strongly disagree', Chart 5 shows the distribution of response on this measure since September 2007.



Chart 5



In total four in ten agreed that the Government should increase spending on overseas aid to the poor (40%), nearly three in ten (29%) disagreed and the remainder (25%) neither agreed nor disagreed. There was a significant decrease in the proportion strongly agreeing, from 15% in September 2009 to 10% in February 2010 and strong disagreement increased significantly from 10% to 13% over the same time period. As with support for increased Government action, this is a long term trend; support for increased Government spend has decreased significantly since September 2007 (55% in September 2007 compared to 40% in February 2010).

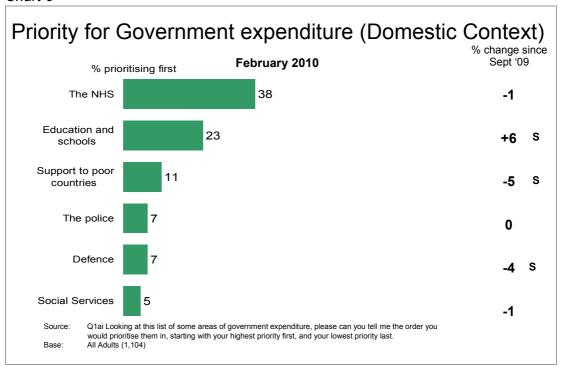
### 3.3 Priority for Government expenditure

Respondents were asked to prioritise support for poor countries relative to five domestic issues, ranking those issues in order of priority, a question previously asked in the segmentation study. In addition, respondents were asked to consider a number of global or international issues (16 in total) where taxpayers' money is spent and to select their top five most important for the Government to spend money on. Both of these measures were introduced to this study for the first time in September 2009.



Chart 6 examines respondents' stated priorities in a domestic context, showing the percentage who selected each issue as first out of the list of six possible issues.

Chart 6



Within a domestic context, respondents were most likely to select the National Health Service (NHS) as the highest priority for Government spending (38%); followed by education and schools (23%) with support for poor countries the third highest priority (11%) from the list provided. When ranked based upon those prioritising first, second or third, support for poor countries was mentioned the least (22% of mentions).

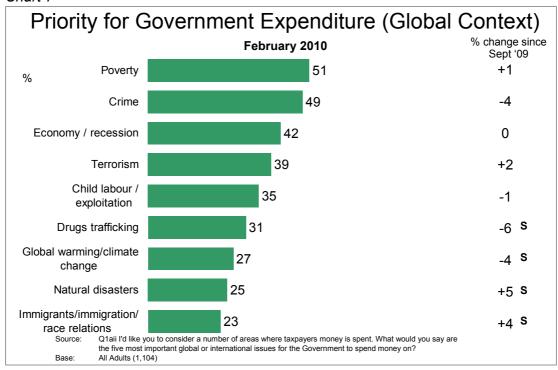
Perhaps due to the changing political and economic environments, spending priorities were more personally focused in February 2010. Support for education and schools increased significantly from 17% in September 2009 whilst support for defence expenditure significantly decreased (11% to 7%)

Ethnic minorities and Active Enthusiasts were both significantly more likely than average to prioritise support to poor countries (30% and 32% respectively).

Chart 7 shows the global issues most likely to be mentioned as the five most important for Government spending. Only the top nine out of the 16 issues are shown.



Chart 7



Poverty is considered a top priority for Government expenditure in a global context, mentioned by just over half of respondents (51%), followed closely by crime (49%). The economy/recession and terrorism were also high priorities, cited by 42% and 39% respectively.

The proportion citing poverty was very similar to September 2009 (50%). However, natural disasters were significantly more likely to be mentioned in February 2010, likely a reaction to the Haiti earthquake about a month before the fieldwork period. Immigrants/immigration/race relations were also significantly more likely to be mentioned compared to September 2009 (19% to 23%)

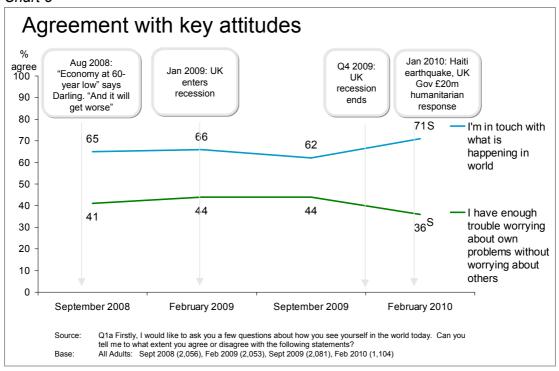
The proportion mentioning global warming/climate change significantly decreased from September 2009 (31% to 27%), mirroring trends seen elsewhere.

Poverty was significantly more likely to be a top five priority for those aged 35-64 (58%), ethnic minorities (63%), AB social grades (61%) and Active Enthusiasts (74%) who are particularly engaged with the issue. Only a third (36%) of Disapproving Rejecters cited poverty as one of their top five issues.



Chart 8 examines agreement with the two statements 'I'm in touch with what is happening in the world' and 'I have enough trouble worrying about my own problems without worrying about others', which provide a measure of insularity. Key events in the UK economy which may have impacted on attitudes are overlaid on the chart. Respondents answered using a five point scale from 'strongly disagree' to 'strongly agree'.

Chart 8



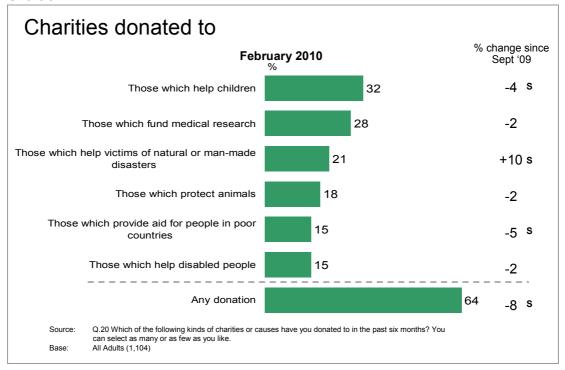
Compared to September 2009, a significantly greater proportion agreed with the statement 'I'm in touch with what is happening in the world' (62% to 71%) whilst there was a significant decrease in agreement with the statement 'I have enough trouble worrying about my own problems without worrying about others' (44% down to 36%). These changes in attitudes suggest there is an increased empathy with world events (perhaps in response to the earthquake in Haiti) and a decreased insularity previously associated with the recession.

#### 3.4 Personal donations

Chart 9 examines respondents' claimed donations to a prompted list of charities and causes in the last six months.



Chart 9



Overall donations decreased significantly from 72% in September 2009 to 64% in February 2010. The charities most likely to have been donated to were those which help children (32%) and those which fund medical research (28%); 15% donated to charities which provide aid for people in poor countries.

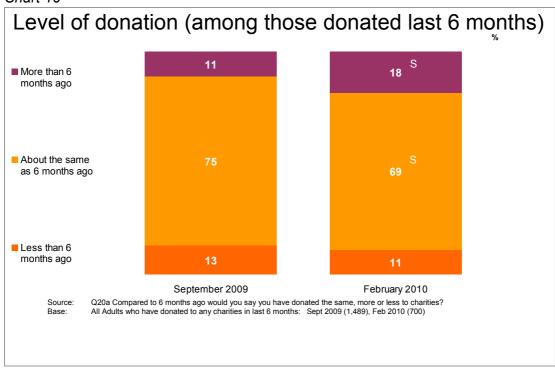
The proportion who donated to charities providing aid for poor countries decreased significantly from September 2009 (20% to 15%). However, donations to those which help victims of natural or man-made disasters increased significantly (11% to 21%), perhaps as a result of the appeal for donations following the Haiti earthquake.

There was a significant decrease in the proportion of Distracted Individuals (60% to 47%) and Insular Sceptics (68% down to 60%) who donated to any charities compared to September 2009. There was a marginal decrease in the proportion who donated among the remaining segments (with the exception of Disapproving Rejecters whose donations remained stable).

All respondents who donated within the previous six months were then asked about their level of donation compared to the previous six months; specifically whether they donated 'more than six months ago', 'about the same as six months ago' or 'less than six months ago'. This question was introduced for the first time in September 2009. Chart 10 compares response between September 2009 and February 2010.



Chart 10



Amongst those who donated within the last six months, 18% claimed to have increased their donations, 69% donated the same amount and 11% donated less. In total, there was a significant increase in the proportion of respondents who believe they donated more compared to six months ago (18% claimed they donated more in February 2010 compared to 11% in September 2009).

Increased level of donations (among those who had donated) was particularly apparent among Distracted Individuals. There was a significant increase in the proportion of Distracted Individuals, who believed they had donated more compared to September 2009 (9% to 30%). Distracted Individuals are a segment typically inspired by emergency relief, suggesting that this may be a consequence of charity appeals following the Haiti earthquake in January 2010. There was also a significant increase among Interested Mainstream (10% to 19%) within the same time period.

In summary, declining support for increased Government action and spend has continued post-recession; the focus has also been on domestic issues in terms of expenditure, despite greater openness to world events. It seems people are still cautious about Government spend, and their own in terms of personal donations, although Haiti has stimulated some support in the short term.



## 4. Concern for poverty

### 4.1 Concern for poverty

Respondents were asked to state how concerned they were about the level of poverty in poor countries, using a five point scale from 'very concerned' to 'not at all concerned'. This provides a measure of claimed emotional commitment towards global poverty. Chart 11 below shows the responses to this question over time.

Concern for Poverty ■ Very concerned 21 22 24 25 27 Fairly concerned 51 52 No strong 48 45 49 feelings Not very concerned Not at all concerned September 2007 September 2008 February 2009 September 2009 February 2010 Q1 Which item on this screen best describes how you feel about levels of poverty in poor countries? Source: All Adults: Sept 2007 (2,051), Sept 2008 (2,056), Feb 2009 (2,053), Sept 2009 (2,081), Feb 2010 (1.040)

Chart 11

Expressed concern for poverty in poor countries was high; just under three quarters (73%) of respondents claimed to be concerned, about a quarter (24%) were very concerned, whilst less than one in ten (9%) were not concerned. Over time expressed concern has remained reasonably stable.

The two most engaged segments, Active Enthusiasts and Interested Mainstream, were more likely than average to select 'very concerned' (66% and 36% respectively), as were females (28%), ethnic minorities (42%) and social grades AB (33%). Disapproving Rejecters were significantly more likely to select that they were not concerned; more than half (54%) of this group were not concerned.



The proportion of Active Enthusiasts and Interested Mainstream who stated 'very concerned' significantly increased (56% to 66% and 27% to 36% respectively) compared to September 2009. At the other end of the scale, there was also a marginal increase in Disapproving Rejecters who stated they are not concerned (50% to 54%), suggesting a polarisation among the segments.



## Perceptions of aid ineffectiveness

The IDC Aid Under Pressure report<sup>1</sup> highlighted the importance of the continued measurement of the extent to which aid is perceived to be effective, and perceived levels of waste and corruption. This section examines perceptions of waste/aid ineffectiveness including direct questioning on whether aid is felt to be wasted, what the main causes of poverty are thought to be and perceptions of corruption.

### 5.1 Perceived causes of poverty

Early in the questionnaire, respondents were asked what they thought were the main causes of poverty in poor countries. They answered spontaneously, and Chart 12 below shows the main responses grouped in common themes, in descending order of mentions. Themes with 10% of mentions or more are shown.

Main causes of poverty (spontaneous) February 2010 % change since % Sept '09 +4 <sup>S</sup> Corrupt leaders/ 56 Governments Lack of (adequate) +4 <sup>s</sup> 23 education Over-population / 18 +1 lack of birth control Natural disasters (e.g. famine, drought, 15 -1 tsunami) War and Conflict -1 International debt +1 Q1bi What do you think are the main causes of poverty in poor countries? Source: All Adults (1,104)

Chart 12

Corrupt leaders/Governments were strongly perceived to be the main causes of poverty in poor countries, stated by more than half (56%) of respondents, all other suggested causes received less than half the number of mentions; lack of (adequate)

<sup>&</sup>lt;sup>1</sup>IDC: Aid Under Pressure: Support for Development Assistance in a Global Economic Downturn Chapter 6 - 19 May 2009



education 23%, overpopulation/ lack of birth control 18%, natural disasters 15%, war and conflict 14% and international debt 10%. The belief that corruption underlies poverty increased significantly compared to September 2009 (from 52% to 56%).

Those in social grades AB were most likely to mention corrupt leaders/ Governments (67%). Just under two thirds (64%) of Active Enthusiasts and Interested Mainstream mentioned corrupt leaders/ Government, a significant increase from September 2009 (53% and 56% respectively). This highlights a danger that support may be undermined if perceptions of corruption are not dispelled going forwards, especially amongst the two most engaged segments.

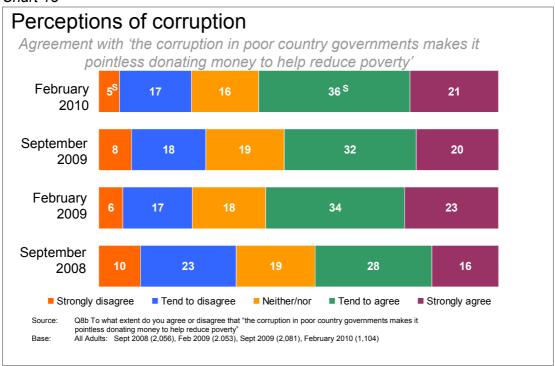
Ethnic minorities were more likely than average to cite lack of (adequate) education (36%) and international debt (22%). Active Enthusiasts were also more likely to mention a lack of (adequate) education (37%), natural disasters (21%), international debt (18%) and globalisation/ exploitation by multinational companies/richer countries (19%) as causes of global poverty.



### 5.2 Perceptions of corruption

All respondents were also asked to what extent they agreed or disagreed with the statement, 'corruption in poor country Governments makes it pointless donating money to help reduce poverty'. They responded using a five point scale from 'strongly agree' to 'strongly disagree'. Chart 13 illustrates response to this measure over time.

Chart 13



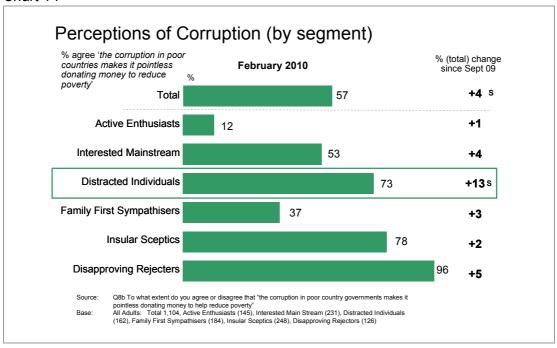
More than half (57%) of respondents agreed that 'corruption in poor countries makes it pointless to donate money', less than a quarter (23%) disagreed and among these only 5% disagreed strongly with the statement. The remaining 16% held a neutral opinion. Overall, agreement levels were comparable to February 2009.

The perception that corruption is a barrier to donating increased during the six months to February 2010. There was a significant increase in agreement levels to this statement between February 2010 and September 2009 (57% vs. 52% agreed) and a significantly lower proportion of respondents selected disagree strongly (5% vs. 8%).



Chart 14 depicts the level of agreement (strongly agree and agree combined) on this measure by attitudinal segment. The result amongst all respondents (57%) is also shown for comparison purposes.

Chart 14



As might be expected, agreement that corruption makes donating pointless is lowest amongst the most engaged segment, only 12% of Active Enthusiasts agreed, whilst the most disengaged segments, Insular Sceptics and Disapproving Rejecters exhibit the highest levels of agreement (78% and 96% respectively).

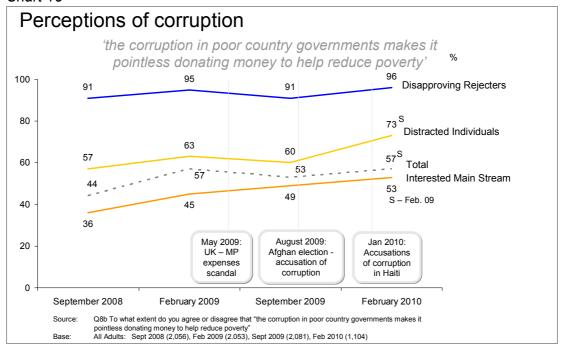
The increase noted in levels of agreement that 'the corruption in poor country Governments makes it pointless donating money to help reduce poverty' was most pronounced among Distracted Individuals (significant increase in agreement of 13% since September 2009). All other segments were marginally more likely to agree with the statement compared to September 2009.

Chart 15 depicts the levels of agreement with this statement since September 2008 annotated with key events which may have affected public opinion during this time.

Results are shown among those segments who displayed the most change or the highest level of agreement in comparison to all respondents.



Chart 15



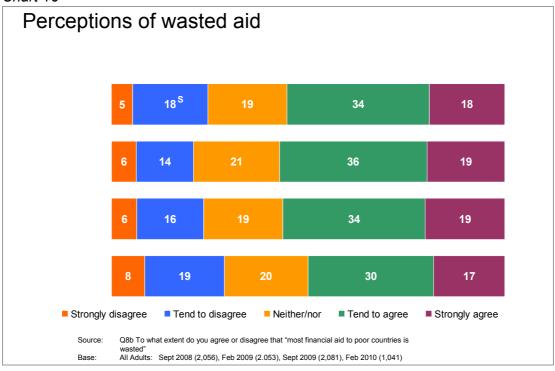
The increase in agreement among Interested Mainstream has been evident wave on wave, suggesting a long term trend (36% in September 2008 compared to 53% in February 2010). However there has been an increase in agreement for Distracted Individuals over the last six months. The very high agreement among Disapproving Rejecters has been consistently apparent since September 2008.

#### 5.3 Perceptions of wasted aid

All respondents were asked to what extent they agreed or disagreed that 'most financial aid to poor countries is wasted'. They responded using a five point scale from 'strongly disagree' to 'strongly agree'. Chart 16 shows responses to this measure over time.



Chart 16



More than half of respondents (53%) agreed that most financial aid to poor countries is wasted, less than a quarter (22%) disagreed and a further 19% held a neutral opinion.

Perceptions of wasted aid improved marginally during the six months to February 2010. Overall levels of disagreement that financial aid is wasted increased to 22% compared to 20% to September 2009. The change in those stating they tend to disagree was significant (18% February 2010 and 14% September 2009).

Respondents over the age of 55 were more likely than average to agree that most financial aid is wasted. Amongst the segments, Insular Sceptics and Disapproving Rejecters expressed the strongest levels of agreement (77% and 91% respectively), whilst Active Enthusiasts (18%) and Family First Sympathisers (20%) expressed the lowest.

Relative levels of agreement with the two statements described in this section suggest that concerns around ineffective aid appear to be specifically focused on corruption rather than mismanagement; in support of this only eight percent of respondents spontaneously mentioned inefficient or wasted aid as a cause of poverty compared to 56% mentioning corrupt leaders/ Governments.



#### 5.4 Activities UK Government should do more of

All respondents were asked to select from a list of possible actions, those they thought the UK Government should do more of to help reduce poverty in poor countries. The main actions selected (those mentioned by more than 30% of respondents) are shown in Chart 17.

Action government should take to reduce poverty % change since February 2010 Sept 09 Help to improve services like education and 43 +1 health in poor countries Work with governments in poor countries to 40 **+6** s help them tackle corruption Help poor countries to trade more fairly 35 Help poor countries work their way out of 35 -1 poverty by running development projects Help to grow the economy and create 32 employment in poor countries Help to reduce the spread of diseases like TB, 31 HIV\AIDS, malaria Q7a Which of the following actions do you think the UK Government should DO MORE of to help reduce poverty in poor countries? All Adults (1,104) Base:

Chart 17

'Improving services like education and health in poor countries' was the most commonly chosen action the Government should take to reduce poverty in poor countries, mentioned by 43% of the sample. Corruption was also a key theme; 'working with Governments in poor countries to help them tackle corruption' had the second most mentions (40%) and showed a significant increase from September 2009 (34%). This was followed by 'helping poor countries to trade more fairly' and helping 'poor countries work their way out of poverty by running development projects' (both 35%).

Within the social grades, AB respondents were the most likely to mention 'working with Governments in poor countries to help them tackle corruption' (55%). Of the



segments, the two most engaged subgroups were most likely to cite corruption, 54% of Active Enthusiasts and 56% of Interested Mainstream.



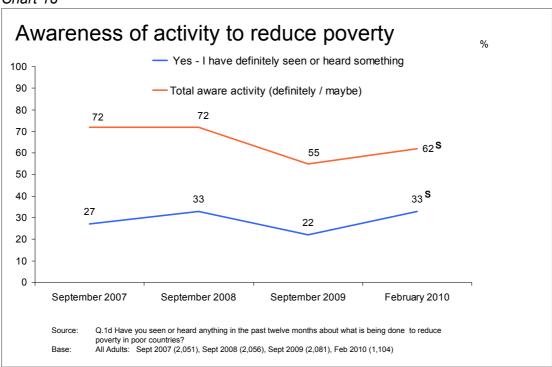
## 6. UKaid awareness and knowledge

This section examines the public's awareness and perceived knowledge of the UKaid logo (launched in July 2009) and UKaid branded activity. Awareness of UKaid is covered in the context of other organisations, when asked a direct question ('Have you heard of UKaid?') and when prompted with the logo.

### 6.1 UKaid spontaneous awareness

To measure spontaneous awareness of UKaid activity, respondents were asked firstly whether they had seen or heard anything in the past 12 months about what is being done to reduce poverty in poor countries. Chart 18 depicts responses to this question over time.

Chart 18

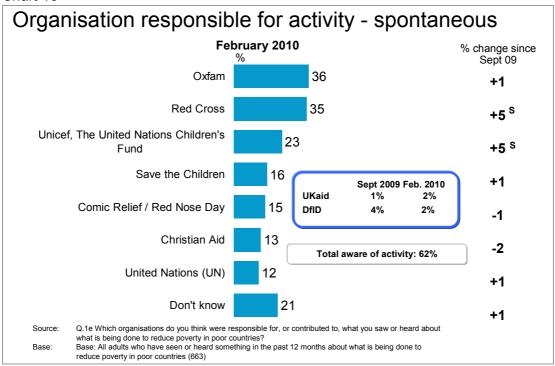


In total, six in ten (62%) had seen or heard something in the past 12 months, 33% definitely so and 29% thought they had seen or heard something, whilst a third (33%) were not aware of anything, a significant increase of 11% since September 2009.



Those who had seen or heard something were then asked which organisations they thought were responsible for, or contributed to, what they had seen or heard. Chart 19 below shows the top seven organisations thought to be responsible,

Chart 19



Oxfam and Red Cross were most likely to be mentioned to have responsibility for aid work being done to reduce poverty in poor countries, both mentioned by over a third (36% and 35% respectively) of respondents who had seen or heard something in the past 12 months about what is being done to reduce poverty in poor countries, followed by UNICEF (23%) and Save the Children (16%). Of this group, fewer spontaneously attributed awareness of such activity to DfID (4% September 2009 vs. 2% February 2010) whilst attribution to UKaid increased (1% September 2009 vs. 2% February 2010). This is perhaps not surprising given the relatively low amount of media support compared to the major charities.

Charity appeals and/or advertising campaigns over the last six months may have helped to increase the perceived responsibility for the Red Cross and Unicef; attribution of activity to both charities increased significantly by five percent from September 2009.

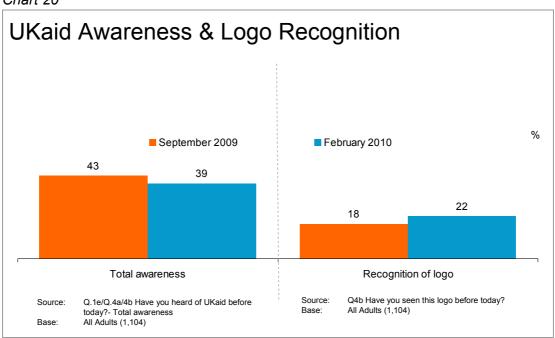


### 6.2 UKaid Awareness & Logo Recognition (prompted)

UKaid brand awareness and logo recognition was also measured at a prompted level. Respondents were first asked whether they had heard of UKaid, then questioned on whether they recognised the UKaid logo.

Chart 20 shows the total awareness of the brand on the left and the recognition levels of the logo on the right, comparing September 2009 to February 2010.

Chart 20



Almost four in ten (39%) respondents claimed to be aware of the UKaid brand, a slight, but not significant, decrease from September 2009 (43%). It is hypothesised there may be some degree of overclaim in awareness of the brand, due to the reasonably generic nature of 'UKaid'. As such, logo recognition may be a more accurate measurement of brand awareness. Approaching a quarter (22%) were able to recognise the logo in February 2010, a marginal increase from the September 2009 wave (18%). This change is small and consistent with media coverage of UKaid in the aftermath of Haiti over the measured period.

There was little to differentiate between subgroups or segments in terms of UKaid awareness and logo recognition in February 2010. Compared to September 2009, there were significant increases in logo recognition amongst social grades AB (14%)



to 22%) and those aged 45-54 (16% to 27%); the media consumption of these two subgroups may make it more likely that they encountered the UKaid logo.

# 6.3 Claimed knowledge of UKaid from DFID

Respondents were asked to state how much they believed they knew about UKaid from DFID. All respondents were shown the statement "The Department for International Development (DFID) is the UK Government department responsible for UKaid" before the question was asked. They were asked to take into account any of the ways they had seen or heard about DFID and to respond using a five point scale with extremes 'I know a lot' and 'I have never heard of it before it was mentioned today'.

The question wording changing slightly in the September 2009 questionnaire review. Prior to this time period UKaid was not yet launched and respondents were asked about their knowledge of DfID, since September 2009 knowledge of UKaid from DfID has been measured.

Chart 21 shows the distribution of response on this measure.

Knowledge of DfID / UKaid Knowledge of DfID Knowledge of UKaid from DfID ■ I know a lot ■I know a fair amount 20 20 21 20 I know a little I have heard of it before, but know 54 almost nothing of it 55 ■ I have never heard of it before it was mentioned today ■ Don't know September September February 2009 September February 2010 2007 Q5 Please tell me how much you feel you know about UKaid from the Department for International Source Development (DFID). Please take into account any of the ways you have heard or learnt about it. Base All Adults: Sept 2007 (2,051), Sept 2008 (2,056), Feb 2009 (2,053), Sept 2009 (2,081), Feb 2010

Chart 21



Four in ten (41%) claimed to have heard of UKaid prior to participating in the survey. However, of these, only one percent claimed to know a lot, two percent a fair amount and 17% said that they knew 'a little'; so that in total one in five (20%) claimed to know at least a little, a figure comparable to the 22% recognising the logo. Around a fifth (21%) had heard of it but knew almost nothing about it.

More than half (54%) of respondents stated they had never heard of UKaid before it was mentioned in the study. However the proportion claiming to have not heard of UKaid decreased significantly since September 2009 (59%), with a marginal increase in claimed knowledge over the same time period (38% had at least heard of UKaid in September 2009).



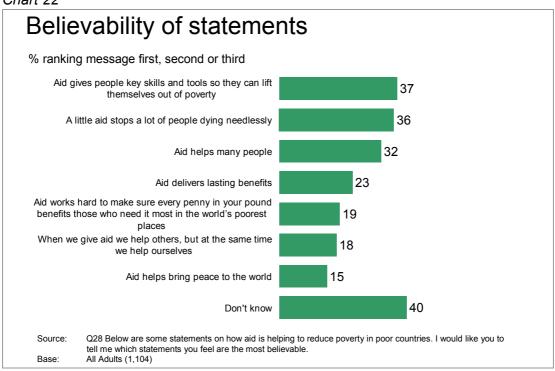
# 7. Future messaging

Qualitative research (Navigator – Message Testing and Creative Development – December 2009) had been conducted in late 2009 to test a number of messages relating to how aid is helping to reduce poverty in poor countries, which could be used in future communications. Refined versions of these messages were included within the current wave of the study in order to quantify the findings of the qualitative work.

# 7.1 Believability of statements

Respondents were asked to rank the seven messages according to how believable they perceived each to be. Chart 22 shows the percentage of respondents who ranked each message first, second or third.

Chart 22



Long term aid emphasised by the message 'Aid gives people key skills and tools so they can lift themselves out of poverty' was most likely to be perceived as believable (37% ranking this message first, second or third), marginally ahead of 'a little aid stops a lot of people dying needlessly' (36%), a more emotive message. 'Aid helps many people' (32%) was the third most believable and 'Aid delivers lasting benefits'



(23%) was fourth. The order of the first two messages reflected the findings in the qualitative work, whilst the third and fourth ranked statements were reversed.

Overall two fifths (40%) of respondents selected the 'don't know' option. As respondents were not presented with a 'none of these' option, it could be interpreted that by selecting 'don't know' respondents were suggesting none of the statements were believable.

Chart 23 shows the percentage of respondents who ranked each message first, second or third by segment. The annotation S - T highlights whether a significant difference (tested at 95%) exists between the given segment and all respondents.

Chart 23

Message evaluation by segment							
% ranking message first, second or third	Total	Active Enthusiasts	Interested Mainstream	Distracted Individuals	Family First Sympathisers	Insular Sceptics	Disapproving Rejecters
Aid gives people key skills and tools so they can lift themselves out of poverty	37	60 s-т	40	30	37	30 s-т	28 s-т
A little aid stops a lot of people dying needlessly	36	45 S-T	41	29 8-т	40	34	27 S-T
Aid helps many people	32	41 s-т	40 s-T	24 s-т	31	27	26
Aid delivers lasting benefits	23	34 s-т	27	17 S-T	23	21	12 S-T
Aid works hard to make sure every penny in your pound benefits those who need it most in the world's poorest places	19	23	26 s-т	19	16	19	11 s-T
When we give aid we help others, but at the same time we help ourselves	18	26 s-т	16	18	16	18	15
Aid helps bring peace to the world	15	19	18	23	12	13	7 S-T
Don't know	40	17 s-т	31 s-т	46	42	46	58 S-1

Source: Q28 Below are some statements on how aid is helping to reduce poverty in poor countries. I would like you to tell me which statements you feel are the most believable.

All Adults: Total 1,104, Active Enthusiasts (145), Interested Main Stream (231), Distracted Individuals (162), Family First Sympathisers (184), Insular Sceptics (248), Disapproving Rejectors (126)

Active Enthusiasts were more likely than average to believe 'Aid gives people key skills and tools so they can lift themselves out of poverty' (60%). They were also significantly more likely to rate 'A little aid stops a lot of people dying needlessly' (45%), 'Aid helps many people' (41%) and 'Aid delivers lasting benefits' (34%) as believable. Active Enthusiasts were the segment least likely to select don't know, suggesting overall message believability is higher than the other segments, perhaps reflecting their higher level of engagement with the issues.



Overall the Interested Mainstream ranked each message similarly to the average. However 'Aid helps many people' (40%) and 'Aid works hard to make sure every penny in your pound benefits those who need it most in the world's poorest places' (26%) were significantly more likely to be rated as believable by this segment, suggesting that evidence of aid working hard is important to this group.

Compared to the average (of all respondents), Distracted Individuals were less likely to rank 'A little aid stops a lot of people dying needlessly' (29%) and 'Aid helps many people' (24%) as believable, whilst Insular Sceptics were less likely than average to believe 'Aid gives people key skills and tools so they can lift themselves out of poverty' (30%), suggesting a disbelief in the benefits of long term aid.

Disapproving Rejecters were significantly less likely than average (of all respondents) to rank any of the messages as believable, with the exception of 'When we give aid we help others, but as the same time we help ourselves' (15%). Over half (58%) stated they don't know reflecting a much lower level of engagement with the issues. There were no significant differences for Family First Sympathisers against the average.

These results support a requirement for differentiated messages to engage the different groups. Although, clearly it will be a challenge to engage those in the Disapproving segment at all.



# Appendix – Questionnaire

# **DFID TRACKING FEBRUARY 2010**

### **TNS FINAL 16/02/10**

Q1a Firstly, I would like to ask you a few questions about how you see yourself in the world today. Can you tell me to what extent you agree or disagree with the following statements?

#### SHOW SCREEN

- ... I feel that I am in touch with what is happening in other countries in the world
- ... I generally trust Government to act in the country's best interests
- ... I have enough trouble worrying about my own problems without worrying about other people's
- 01: Strongly agree
- 02: Tend to agree
- 03: Neither agree nor disagree
- 04: Tend to disagree
- 05: Strongly disagree

(DK)

## SHOW SCREEN

Q1ai Looking at this list of some areas of Government expenditure, please can you tell me the order you would prioritise them in, starting with your highest priority first, and your lowest priority last. Please give each a score from 6 to 1, where a score of 6 means you would give it the highest priority, a score of 5 2nd highest priority, through to 1 for the lowest priority.

(randomise list)

01: The police

02: The NHS

03: Support to poor countries

04: Education and schools

05: Defence

06: Social Services

(DK)



## SHOW SCREEN - MULTI CHOICE (max 5)

Q1aii I'd like you to consider a number of areas where taxpayers money is spent. What would you say are the five most important global or international issues for the Government to spend money on?

(randomise list)

- 01: Afghanistan \ Iraq
- 02: Bird flu \ swine flu \ pandemic flu
- 03: Child labour \ exploitation
- 04: Crime
- 05: Drugs trafficking
- 06: Economy \ recession
- 07: Famine
- 08: Global warming \ climate change
- 09: HIV \ AIDS
- 11: Natural disasters
- 12: Nuclear weapons \ nuclear war
- 13: Population growth
- 14: Poverty
- 15: Immigrants \ immigration \ race relations
- 16: Terrorism
- 18: War and conflict
- 19: Other (please specify)

(DK)

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

Q1 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)

### DO NOT SHOW SCREEN FOR NEXT QUESTION

#### **MULTI CHOICE**

Q1bi What do you think are the main causes of poverty in poor countries?

PROBE: What else?

01: Climate Change

02: Corrupt leaders \ Governments

03: Globalisation \ Exploitation by Multinational Companies \ Richer Countries

04: Inefficient aid \ wasted aid

05: International debt

06: International trade \ trade barriers

07: Lack of (adequate) education

08: Natural disasters (e.g. famine, drought, tsunami)

09: Over-population \ lack of birth control

10: War and Conflict

11: Other (specify)

(DK)

#### SHOW SCREEN

Q2 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)

## SHOW SCREEN, SINGLE CODE

Q.1d Have you seen or heard anything in the past twelve months about what is being done to reduce poverty in poor countries?

01: Yes - I have definitely seen or heard something

02: Yes – I think I have seen or heard something

03: No – I have not seen or heard anything

(DK)

(route: ask Q.1e if 01 or 02 coded at Q.1d, others go to Q.4a)



#### DO NOT SHOW SCREEN FOR NEXT QUESTION

#### **MULTI CHOICE**

Q.1e Which organisations do you think were responsible for, or contributed to, what you saw or heard about what is being done to reduce poverty in poor countries?

PROBE: Which others?

01: Action Aid

02: CAFOD, Catholic Agency for Overseas Development

03: Christian Aid

04: Comic Relief \ Red Nose Day

05: Department For International Development (DFID)

06: Disasters Emergency Committee (DEC)

07: European Union (EU)

08: Fair Trade Foundation

09: G8

10: Gates Foundation

11: International Monetary Fund (IMF)

12: Islamic Relief Worldwide

13: Oxfam

14: Red Cross

15: Save the Children

16: UK Government

17: UKaid

18: Unicef, The United Nations Children's Fund

19: United Nations (UN)

20: World Bank

21: World Trade Organization (WTO)

22: Other (please specify)

(DK)

(route and forcing: do not ask Q.4a if code 17 at Q.1e, go to Q.4b, however please force code 01 at Q4a in the data)

SHOW SCREEN

Q4a Have you heard of UKaid before today?

01: Yes

02: No

(DK)



#### SHOW SCREEN

(Scripter: insert UKaid logo.jpg)

Q4b Have you seen this logo before today?

01: Yes 02: No (DK)

#### SHOW SCREEN AND READ OUT

The Department for International Development (DFID) is the UK Government department responsible for UKaid.

#### SHOW SCREEN

Q5 Please tell me how much you feel you know about UKaid from 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)

Q8b 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

- ...Tackling poverty in poor countries is less important than other problems in the world today
- ...There is nothing I can do personally to help reduce poverty in poor countries
- ... I would like to know more about how I can help reduce poverty in poor countries
- ... I personally should be giving money to tackle poverty in poor countries
- ... I would be happy to pay more tax if the extra money was used to help tackle poverty in poor countries
- ... I often turn over or avoid news stories about the lives of poor people in other countries
- ... I think the situation in poor countries is sometimes not as bad as it's made out to be
- ... Most financial aid to poor countries is wasted



- ... People in poor countries are not as deserving of UK taxpayers money as poor people in the UK
- ... It is in the UK's interest to increase the amount the Government spends on overseas aid to poor countries
- ...The corruption in poor country Governments makes it pointless donating money to help reduce poverty
- 01: Strongly agree
- 02: Tend to agree
- 03: Neither agree nor disagree
- 04: Tend to disagree
- 05: Strongly disagree

(DK)

#### SHOW SCREEN - MULTICHOICE

Q7a Which of the following actions do you think the UK Government should DO MORE of to help reduce poverty in poor countries? (randomise list)

- 01: Organise emergency relief for poor countries
- 02: Reconstruct countries after wars and conflict
- 03: Help to improve services like education and health in poor countries
- 04: Fund international aid charities like Oxfam and Christian Aid
- 05: Help poor countries to trade more fairly
- 06: Help poor countries work their way out of poverty by running development projects
- 07: Provide long term aid
- 08: Help to grow the economy and create employment in poor countries
- 09: Help to reduce the spread of diseases like TB, HIV\AIDS, malaria
- 11: Work to reduce and prevent war and conflict
- 12. Educate about global development issues in the UK
- 13. Support community / voluntary / faith groups in the UK fighting global poverty
- 14: Help Governments in poor countries to hold fair and free elections
- 15: Provide support to help poor countries cope with the effects of climate change
- 16: Work with Governments in poor countries to help them tackle corruption

(N)

(DK)

SHOW SCREEN



Q13 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: Strongly agree

02: Tend to agree

03: Neither agree nor disagree

04: Tend to disagree

05: Strongly disagree

(DK)

## SHOW SCREEN – MULTI CHOICE (codes 01-09, 11 only)

Q20 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.

(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

11: Those which support veterans of war and conflict

10: I prefer not to donate on regular basis

(DK)

(route: ask Q20a if 01 to 09 or 11 coded at Q20. Others go to Q.28)

#### SHOW SCREEN

Q20a Compared to 6 months ago would you say you have donated the same, more or less to charities?

01: More than 6 months ago

02: About the same as 6 months ago

03: Less than 6 months ago

(DK)

**SHOW SCREEN** 



Q28 Below are some statements on how aid is helping to reduce poverty in poor countries. I would like you to tell me which statements you feel are the most believable.

So the statement you think is the most believable, please allocate a score of 7 to that, and the statement you think is the next most believable, please allocate a score of 6, through to 1 for that which you think is the least believable.

(randomise list)

01: Aid gives people key skills and tools so they can lift themselves out of poverty

02: Aid delivers lasting benefits

03: A little aid stops a lot of people dying needlessly

04: Aid helps bring peace to the world

05: When we give aid we help others, but at the same time we help ourselves

06: Aid works hard to make sure every penny in your pound benefits those who need it most in the world's poorest places

07: Aid helps many people

(DK)

#### 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)

