



GOOD LISTENERS MAKE GREAT DEVELOPMENT COMMUNICATORS

Insights
from the OECD DevCom work stream
on *Listening Architectures*

March 2018

INTRODUCTION

For the development community, engaging with citizens has never been as important as it is today. **All citizens in all countries have roles to play in achieving the Sustainable Development Goals (SDGs)**. However, recent discussions within the OECD Development Communication Network (DevCom)¹ have revealed that public institutions face **major challenges in mobilising citizens** for international cooperation and the SDGs.

To design effective communications strategies and campaigns, public institutions first need to **understand what people know, think about and do for sustainable development**. In short: they need to become better listeners.

With **better listening skills**, development communicators can:

- **Collect feedback and new ideas** for the policy and communications work of their organisations.
- **Identify and understand different audiences**, prioritise among them and design more targeted strategies.
- **Monitor and improve the impact** of their efforts to engage with citizens.

What are “Listening Architectures”?

In this work stream, we use the term “listening architecture” to describe the diverse tools and methods that public institutions use to better understand the knowledge, opinions and motivations of their many audiences.

The assumption is that, by collecting and analysing feedback and data from citizens, public institutions can improve not only their policies and practices, but also their strategies for public engagement.

In 2017, DevCom launched a new work stream on *Listening Architectures*. The aim is to help development communicators **improve the way they gather and use audience insights**. This document brings together the first outcomes of the work stream.

CONTENTS

Page	Document	Question addressed
3-4	Framework on Understanding Public Attitudes	What do communicators today need to know about public awareness, attitudes and actions?
5-8	DevCom Survey on Public Attitudes Research	What do DevCom members and partners actually know about public awareness, attitudes and actions?
9-18	Overview of International Surveys	What do international surveys tell us about public awareness, attitudes and actions?
	Video (https://goo.gl/NJeVy7)	What are 5 ways to become a better listener?

¹ DevCom is a platform for organisations to public engagement strategies. For more information, visit www.oecd.org/dev/devcom or contact Dev.Com@oecd.org.

FRAMEWORK

on Understanding Public Attitudes to Sustainable Development

What do development communicators today need to know about their diverse audiences? The DevCom Framework provides a first point of reference.

It considers three possible desired outcomes of public engagement efforts:

- More public knowledge about sustainable development (i.e. “awareness”)
- More public support for sustainable development (i.e. “attitudes”)
- More public engagement for sustainable development (i.e. “actions”)

For each outcome, the Framework proposes specific insights that communicators could gather on their audiences. It also identifies different kinds of background information that can help communicators distinguish between different audiences and prioritise among them.

AWARENESS What do citizens <i>know</i> ?	ATTITUDES What do citizens <i>think</i> ?	ACTIONS What do citizens <i>do</i> ?
<p>What is sustainable development all about? <i>E.g. How high is global poverty? What are the biggest development challenges in my country? What is life really like in developing countries?</i></p> <p>Who is doing what for sustainable development? <i>E.g. What is my government doing to promote sustainable development (e.g. aid levels, trade practices)? How do business practices affect sustainable development?</i></p> <p>What is the role of multilateral cooperation? <i>E.g. What are the Sustainable Development Goals? What are international organisations doing to solve global problems?</i></p> <p>What can I do to help? <i>E.g. Where do my donations go? How do my choices as a consumer help?</i></p>	<p>(Why) do we need sustainable development? <i>E.g. What are most important challenges that need to be addressed? What causes poverty and inequality? How can progress towards development affect my life?</i></p> <p>What should my country be doing to help? <i>E.g. Who bears responsibility for achieving sustainable development? How much should my government spend? Do development policies work?</i></p> <p>(Why) do we need international cooperation? <i>E.g. How effective are multilateral organisations? Can the SDGs be achieved?</i></p> <p>Can I make a difference as an individual? <i>E.g. Will my volunteering work make a difference? Can my engagement promote better policies?</i></p>	<p>Are people changing their personal behaviours? <i>E.g. volunteering; donating to charity; environmentally responsible behaviour and consumer choices</i></p> <p>Are people leading the way? <i>E.g. organising community activities; motivating others to change behaviours</i></p> <p>Are people learning and advocating? <i>E.g. engaging in social media debates; participating in community activities or demonstrations; learning about sustainable development through formal education</i></p>
BACKGROUND INFORMATION Which variables might affect public awareness, attitudes and actions		
Socio-demographic characteristics <i>e.g. age, gender, level of education, socio-economic status, location, ethnic background, religion</i>		
Individual preferences & orientations <i>e.g. political affiliation, source of news, social media engagement, life satisfaction, trust in institutions, global citizenship</i>		

DEVCOM SURVEY on Public Attitudes Research

This survey takes stock of how DevCom members and partners use public attitudes research to better understand their audiences. What kinds of research do they conduct? What specific insights do they gather? And how do they use these insights to improve their public engagement strategies?

16 countries participated in the first round of the survey: Belgium; Canada; Czech Republic; Denmark; Finland; France; Germany; Ireland; Italy; Korea; Netherlands; Norway; Spain; Sweden; Switzerland; United Kingdom. The survey was conducted in May/June 2017. It was addressed to communications departments in ministries or agencies responsible for development co-operation.

DevCom is now considering how to adapt a round of the survey to a second group of countries.

KEY FINDINGS

On **different approaches** to public attitudes research:

- ▶ **Digital research** is popular. Most respondents (13 out of 16) analyse how people engage with their own institutions' social media feeds, but only 3 respondents say they go further by analysing **big data** to understand their audiences.
- ▶ Many respondents (11) use or conduct **regular opinion polls and surveys**, and 6 have been collecting regular survey data for more than 10 years.
- ▶ 5 respondents have recently funded or collaborated on **in-depth studies** on public attitudes.

On **specific insights** gathered from research:

- ▶ Many respondents (11) know what citizens think about **government aid programmes**, but far fewer (4) know what citizens think about the development impact of **personal behaviours**.
- ▶ Most respondents (11) collect **detailed socio-demographic information** to help segment audiences, but only 1 collects detailed background information on **individual orientations** (e.g. preferred source of media; or life satisfaction).

On **uses and challenges** in public attitudes research:

- ▶ Several respondents use research to **define audience profiles** (7) and **tailor messages** (11), but respondents also say they lack **funding** (6) and **capacity** (4) to make better use of research.
- ▶ Several respondents (6) use research to **track or demonstrate impact**, but some raise doubts about the validity, coverage and accuracy of public attitudes surveys for monitoring impact.

DETAILED FINDINGS

PART I: GENERAL APPROACHES TO PUBLIC ATTITUDES RESEARCH

1. Importance of public attitudes research

- ▶ All survey respondents agree that understanding public attitudes is important.
- ▶ Different approaches to public attitudes research include:
 - **Regular vs. *ad hoc***: 11 respondents conduct research at regular intervals to observe trends over time, for example through annual opinion polls or monthly performance monitoring. Others collect research on an *ad hoc* basis.
 - **In-depth vs. superficial**: 5 respondents have recently funded or collaborated on in-depth studies on public attitudes in their countries. For some others, research is limited to including 1 or 2 questions in national surveys.
 - **In-house vs. collaborative vs. external**: 6 respondents say they conduct or commission their own research. Many others collaborate on research projects with partners in universities, foundations or NGO platforms. Some simply use external research published by others.
 - **National vs. international**: 4 respondents mentioned that they look at **international comparative surveys** for benchmarking.

2. Types of public attitudes research

- ▶ All respondents say they make use of **opinion polls and surveys**.
 - 11 respondents conduct or use regular surveys. The frequency of their surveys is highly variable: from every 6 months to every 4-5 years.
 - 6 respondents have been collecting survey data for more than 10 years, and some have been doing so since the 1970s and 80s.
 - The most frequently cited reasons to conduct surveys are to understand audiences and build better messages (6 respondents). Only 3 respondents said they use surveys to demonstrate and build support for aid programmes.
- ▶ 9 respondents say they use **focus groups**. They say that focus groups have helped them:
 - Test messages with specific target audiences (e.g. young adults; politicians).
 - Gauge public opinion on specific policy measures.
 - Monitor the impact of specific campaigns and strategies.
 - Go beyond survey data and understand citizen’s motivations.
- ▶ 13 respondents conduct **social media analytics** because it provides them with:
 - Real-time feedback, allowing them to adjust messages and campaigns.
 - Accurate data to measure performance, communications impact and public engagement.
 - Deep insights into how to target specific audiences (e.g. “youth” or “critics”).
 - Evidence to convince Ministers to step up their engagement.
- ▶ 3 respondents say they have analysed **big data**, going beyond analysing engagement with their own social media streams. They say that the insights have helped them:
 - Choose between different social media channels.
 - Decide whether to invest in paid advertising.
 - Improve performance on twitter.
- ▶ 9 respondents say that they look at online and offline **policy consultations** to understand audiences. Alongside audience insights, these consultations have helped communicators:
 - Strengthen relationships with civil society organisations.
 - Develop new channels to engage with citizens at home and abroad (e.g. feedback phone lines and forms; global online surveys).
 - Position and promote policy launches.
- ▶ 1 respondent mentioned **media analysis** as an important research mode.

PART II: SPECIFIC INSIGHTS ON PUBLIC AWARENESS, ATTITUDES & ACTIONS

Drawing on the *DevCom Framework for Understanding Public Attitudes to Sustainable Development*, respondents were asked what kinds of insight they gain through research. In other words: what do they know about what citizens know, think and do? And what background information do they gather?

The table below is colour-coded, with green boxes much more frequently researched than red boxes.²

AWARENESS	ATTITUDES	ACTION
What citizens <i>know</i> about...	What citizens <i>think</i> about...	Whether citizens <i>engage</i> through...
The situation in developing countries e.g. Levels of poverty; Improvements in global health; Sources of conflict; Governance problems	The situation in developing countries e.g. The drivers of poverty; obstacles to development; government priority sectors or policies; the role of corruption; how development affects their own lives	Personal actions e.g. Volunteering at home or abroad; donating to charity; sponsoring a child; buying “fair trade” products; boycotting “controversial products”; consciously consuming or polluting less
Their country’s support for development e.g. Aid budgets; development cooperation institutions; specific programmes or projects; the development impact of other governmental policies; the contribution of non-state actors	Their country’s support for development e.g. Size of the aid budget; reasons to engage in development cooperation; the effectiveness of development cooperation; quality & trustworthiness of institution(s); specific programmes; the importance of other policies; the importance of non-state actors	Leadership roles e.g. Organising community activities; organising company activities; motivating others to change their behaviours
Multilateral agendas and institutions e.g. the 2030 Agenda/SDGs; specific SDGs; global institutions; MDG results; other global frameworks (e.g. G20)	Multilateral agendas and institutions e.g. The importance of the 2030 Agenda/SDGs; feasibility of the 2030 Agenda; role/effectiveness of global institutions; responsibility for sustainable development	Learning and advocating e.g. Engaging in social media debate; participating in community activities, petitions or demonstrations; formally commenting on development policy and budget proposals; learning about sustainable development through formal education; actively seeking out information about sustainable development
Their potential for engagement e.g. the benefits of sustainable consumption/fair trade; the impact of charity donations; local community initiatives; opportunities for volunteering	The impact of personal behaviours and practices e.g. Whether they can make a difference; reasons for or against engagement; how they can engage; obstacles to engagement; who should promote citizen engagement	
BACKGROUND INFORMATION		
How attitudes vary in terms of ...		
Socio-demographic characteristics e.g. age, gender, level of education, socio-economic status, location, ethnic background, religion		
Individual preferences & orientations e.g. political affiliation, source of news, social media engagement, life satisfaction, trust in institutions, global citizenship		

² **Green** boxes represent the most popular research areas, covered by at least 11 respondents. **Orange** boxes are covered by 6-10 respondents. **Red** boxes are covered by fewer than 5 respondents.

OVERVIEW of International Surveys

This Note provides a short introduction to the world of international surveys on sustainable development. It outlines their value and shortcomings for development communicators (Section I), presents the main features of more than 20 relevant and recent surveys (Section II), highlights knowledge gaps and proposes ways forward (Section III). The Annexes show readers where to find specific survey data.

Key messages

- ▶ International surveys are **a rich source of evidence** on what diverse citizens know and think about sustainable development, and on what can motivate them to change their behaviours.
- ▶ However, survey results **should be treated with caution**, since survey methodologies, the framing of questions and response biases can produce inaccurate pictures of public attitudes.
- ▶ The **geographic coverage of surveys is on the rise**, and more surveys are focusing on key development constituencies such as **youth** or **disenfranchised groups**.
- ▶ However, there are **major knowledge gaps** that need to be filled:
 - Global surveys are 20 times more likely to cover high-income than **low-income countries**.
 - Much is known about attitudes, but too little about people's **actions and motivations**.
 - Surveys focus on foreign aid at the expense of other **policies promoting development**.
- ▶ To help fill these gaps, DevCom could consider creating an **Observatory on Public Attitudes to Sustainable Development** and step up its collaboration with the **global education community**.

I. THE BENEFITS AND SHORTCOMINGS OF INTERNATIONAL SURVEYS

International surveys and polls on sustainable development are abundant. There is good reason for this: policy makers, advocates and analysts need to know what citizens know and think. When used wisely, data on public attitudes can help shape better and more legitimate policies. Supportive data on public attitudes can also help defend development budgets.

For development communicators, international surveys can provide rich insights into audiences. Survey data can help communicators craft stronger narratives, tailor messages to specific constituencies, and measure the impact of their campaigns. By comparing public attitudes in different countries, surveys can provoke (healthy!) competition and encourage communicators to learn from one another.

International surveys cover enormous ground, highlighting what citizens know and think about:

- **Progress:** what are the major results and challenges, both at home and abroad?
- **Policies:** what are governments doing to promote development?
- **Global Promises:** how are multilateral agendas being implemented and tracked?
- **Personal Actions:** how can and do individuals engage with sustainable development?

Many surveys also provide rich **background information** on respondents, for example on their socio-demographic background or individual orientations and motivations. This can help communicators see where they stand with specific audiences, prioritise among them and craft more effective messages.

Yet, despite their high informational value, surveys need to be read with great caution. Here are three factors that can render survey results unreliable:

- **Survey methods.** For example, people might be willing to share their true opinion online, but not in a face-to-face interview. Also, online surveys may be cheap and easy to conduct, but exclude the opinions of people without internet access.
- **Framing.** The way questions are worded and ordered matters enormously. For example, a supporter of multilateralism may quickly become an opponent when forced to choose between global and local spending.
- **Biased answers.** People want to look good, even in anonymous surveys. This phenomenon, known as *social desirability bias*, is particularly persistent in surveys on aid and charity.

To make the most of surveys, communicators thus need to understand methodologies and inbuilt biases. They also need to complement survey insights with other forms of public attitudes research.

II. OVERVIEW OF SURVEYS

This section presents a selection of recent surveys that development communicators need to know. It includes global and regional surveys, and distinguishes between general surveys and surveys specifically devoted to sustainable development. It also lists youth surveys, recognising that younger generations are a key audience for sustainable development.

1. Surveys with a global scope

Many of the world's leading polling institutions conduct large-scale surveys with questions related to sustainable development. They ask citizens about their concerns for the future, their views on economic, social and environmental issues, and their attitudes towards institutions like government, the media, businesses and charities. Conducted at regular intervals, they highlight key trends over time.

Table 1: General global surveys that include questions on sustainable development

Name	Coverage	Frequency
Edelman Trust Barometer	28 countries (2017)	Annual since 2011
Gallup World Poll	Over 140 countries (2016)	Annual since 2005
Globescan Radar	23 countries (2017)	Annual since 1997
International Social Survey Programme	37 countries (2015)	Annual since 1984
Pew Spring Global Attitudes	38 countries (2017)	Annual since 2006
World Values Survey	57 countries (wave 6, 2010-2014)	Six waves since 1981

Going beyond these general surveys, several recent global reports have provided deep survey insights into how citizens engage with sustainable development. IPSOS and the Gates Foundation (2017) provide detailed *country-by-country comparisons* on what people think and know about development progress, and on their main concerns for the future. Motivaction International (2016) takes a different approach, dividing respondents not into different national groups, but into audience segments, for example in accordance with their values (e.g. “creatives”, “conservatives”).

The *MYWorld* survey is “opt-in”: anyone can choose to complete the survey online (and could even do so multiple times). As such, the overall results may not accurately reflect opinion in a particular region or country. However, having attracted 10 million participants in *MyWorld 2015*, *MYWorld 2030* promises to produce a rich dataset on public attitudes to sustainable development.

Table 2: Global survey reports focused on sustainable development

Publisher	Name of Report	Coverage	Date
IPSOS & Gates Foundation	Perils of Perception: Global Impact of Development Aid	28 countries	2017
Motivaction International	Towards 2030 without poverty (Glocalities survey)	24 countries	2016
Gallup	Global Civic Engagement Report	>140 countries	2016
Charities Aid Foundation	World Giving Index (using Gallup data)	>140 countries	Since 2010
UN SDG Action Campaign, UNDP & ODI	MYWorld 2030	All people!	Ongoing

2. Surveys looking at regions or subsets of countries

A number of surveys take a deeper look at public awareness and attitudes in specific regions. The most longstanding of these surveys is the *Eurobarometer*, conducted annually since 1984. A series of *Special Eurobarometers* have gauged public perceptions on development and development co-operation. Other regional surveys include *Afrobarometer* and *Latinobarómetro*.

Table 3: Regional surveys that include questions on development

Name	Coverage	Frequency
Eurobarometer [<i>Special Eurobarometer 441 (2017)</i>]	European Union members	Annual since 1984
Afrobarometer	Africa	Annual since 2005
Latinobarómetro	Latin America (18 countries)	Annual since 1997
European Social Survey	Europe	Every 2 years since 2002

Drawing on their global data collections, polling institutions like Pew and Gallup publish frequent reports on regions and smaller subsets of countries. These are particularly valuable in shedding light on public perceptions in developing countries. The OECD and Ground Truth Solutions are collaborating to survey perceptions on humanitarian aid in Afghanistan, Haiti and Lebanon.

Meanwhile, the Gates Foundation has, since 2013, supported the *Aid Attitude Tracker* (AAT), an in-depth longitudinal study of attitudes to foreign aid in four major donor countries: France, Germany, the United Kingdom and the United States. The data collected has provided evidence to support development advocacy in all four countries and informed research projects by institutions like Bond (UK) and the German Institute for Development Evaluation (DEval).

Table 4: Survey reports on specific subsets of countries

Publisher	Name of Initiative / Report	Coverage	Date
Ground Truth Solutions / OECD	A field perspective on the Grand Bargain for humanitarian aid	3 countries	2017
Pew Research Center	Top priorities in Sub-Saharan Africa	9 countries	2015
Gates Foundation / YouGov / University College London	Aid Attitudes Tracker	4 countries	Every 6 months (2013-2018)

3. Surveys focusing on younger generations

Young women and men are an important and growing constituency for sustainable development, with many international surveys seeking to understand, for example, *Millennials* or *Generation Z*. The surveys include general questions about young people’s outlook on life and hopes for the future. From the point of view of the SDGs, they also provide insights into how young people engage with their communities, and what can motivate them to become global citizens.

Table 5: Survey reports that focus on younger generations

Publisher	Name of Initiative / Report	Coverage	Date
AIESEC International	YouthSpeak Global Report	160K people worldwide	2016
Varkey Foundation	Generation Z: Global Citizenship Survey	>20K people in 20 countries	2017
Foundation for European Progressive Studies	The Millennial Dialogue Reports	21 countries	2015/2016
Motivaction International	The Disruptive Mindset of Millennials Across the Globe (Glocalities)	48K young people in 20 countries	2014
Deloitte	Deloitte Millennial Survey	8K millennials in >29 countries	Annually since 2015

III. KEY MESSAGES AND WAYS FORWARD

To launch its work on *Listening Architectures* in early 2017, DevCom designed a *Framework for Understanding Public Attitudes to Sustainable Development*, spelling out questions that development communicators might have about citizens in the “SDG era”. The Annexes of this Note map out exactly how major international surveys address questions in each of the three pillars of the Framework: *awareness*, *attitudes* and *actions*.

This mapping exercise reveals that surveys answer many of the DevCom Framework questions. They are particularly useful in answering the following questions:

- How do citizens feel about progress towards sustainable development at home, abroad and globally? Do they know about achievements? How confident are they about the future?
- What goals do people think governments and development organisations should prioritise? About what particular challenges are they most concerned?
- What do citizens know and think about the volume and usefulness of foreign aid? Is foreign aid money being spent wisely, or being lost to corruption?

However, the DevCom mapping also reveals important knowledge gaps, and shows how there is a need to improve collective understanding about citizens in the SDG era.

1. First, **many people's voices are missing** from international survey data. The surveys examined span continents and their coverage is increasing. However, supposedly "global" **surveys are in fact about 20 times more likely to cover high-income than low-income countries.**³
2. Second, **much more is known about attitudes than actions.** If the SDGs require people to change their behaviours, then more knowledge is needed about how people engage with sustainable development at a personal level, and about **how public awareness, positive attitudes and supportive actions are linked.**
3. Third, how people feel about foreign aid is relatively well known, but communicators also **need to learn more about public attitudes in policy areas like migration and trade.** Communications narratives need to align with the reality that development paths are complex and multi-dimensional, and aid is but one policy among many.

What's next?

Some of these gaps can be filled through **further efforts to bring together survey findings and research**, including those conducted at national level. A possible DevCom **Observatory for Public Attitudes to Sustainable Development** could help bring together survey findings and other forms of public attitudes research: what can be learned from big data, social media analytics or policy consultations?

There is also scope for **greater collaboration with the international education community**, which has begun measuring progress towards SDG target 4.7, which calls for all learners to acquire knowledge and skills needed to promote sustainable development. In 2018, the OECD Programme for International Student Assessment (PISA) will begin measuring whether students have such skills. Meanwhile, UNESCO has been analysing how teacher education programmes, school curricula and textbooks promote awareness, positive attitudes and actions for sustainable development.

³ We looked at 7 major international surveys, counted how often they covered each income group and found that high-income countries were covered 122 times, while low-income countries featured only 6 times.

ANNEXES I – III

MAPPING INTERNATIONAL SURVEYS

The Annexes below map specific questions from international surveys to our DevCom Framework (see pages 3-4 above). This mapping exercise aims:

- To help readers find survey data on specific questions they have about public awareness, attitudes or actions in their countries.
- To reveal gaps in global knowledge about public awareness, attitudes or actions (see Section III above).

The mapping exercise was conducted in June/July 2017 and thus does not include more recent surveys. Furthermore, it only includes internationally comparative surveys for which full results and information on the specific survey question are publicly available.

DevCom welcomes references to further surveys and proposals on how to deepen this work (Dev.Com@oecd.org).

ANNEX I

International Survey Questions on AWARENESS TO SUSTAINABLE DEVELOPMENT

Theme	Poll	Question
Situation in developing countries	Glocalities (2016)	<i>In the last 20 years, the proportion of the world population living in extreme poverty has...?</i>
Their country's support for development	IPSOS Global @dvisor (2015)	<i>What % of your country's national budget do you think is currently spent on aid?</i>
	YouthSpeak Global Report (2016)	<i>Are you familiar with the sustainability policy of your country/territory?</i>
	Eurobarometer (2016)	<i>Would you say that you feel more informed, less informed, or equally as informed about development aid in 2015 than you were in 2014?</i>
Multilateral agendas and institutions	Aid Attitudes Tracker (2015)	<i>How well do you know the Sustainable Development Goals/Global Goals?</i>
	Eurobarometer (2016, 2015)	<i>Have you ever heard or read about the Sustainable Development Goals agreed by the international community?</i>
	YouthSpeak Global Report (2016)	<i>Do you know what the Sustainable Development Goals are?</i>
	Glocalities (2016)	<i>How much would you say you know about the Sustainable Development Goals, also called the Global Goals for Sustainable Development?</i>
	Globescan (2016)	<i>Leaders of 193 countries meeting at the United Nations in 2015 agreed on a series of 17 goals to end poverty in the world and protect the planet by the year 2030. These goals are known as the Sustainable Development Goals or the Global Goals. Before today, how much have you seen, heard, or read about these Global Goals – a lot, some, a little, or nothing at all?"</i>
Their potential for engagement with sustainable development?		

ANNEX II

International Survey Questions on ATTITUDES TO SUSTAINABLE DEVELOPMENT

Theme	Poll	Question
The situation in developing countries	Eurobarometer (2017)	<i>From the following list, what are the main obstacles which can prevent successful development in developing countries?</i>
	Eurobarometer (2017, 2016)	<i>Which of the following challenges do you consider as most pressing for the future of developing countries?</i>
	Afrobarometer (2015)	<i>A votre avis, quels sont les problèmes les plus importants auxquels le pays fait face et auxquels le gouvernement devrait s'attaquer? » « À votre avis, si le gouvernement de ce pays pouvait augmenter ses dépenses, lequel des secteurs suivants devrait être la priorité de ses investissements additionnels? Lequel serait la seconde priorité?</i>
	IPSOS Global @dvisor (2015)	<i>To what extent, if at all, do you agree or disagree too much foreign aid money goes to corrupt governments?</i>
	Pew Research Centre Spring Global Attitudes Survey (2015)	<i>Corruption' describes programs in our country funded by foreign aid well</i>
	UN MyWorld Survey (interactive)	<i>Which six of the following Global Goals are of immediate concern to you or your family?</i>
	Eurobarometer (2016)	<i>Tackling poverty in developing countries has a positive influence on EU citizens as well</i>
Country support for development	IPSOS Global @dvisor (2015)	<i>What % of your country's national budget do you think should be spent on aid?</i>
	Eurobarometer (2016)	<i>The EU has promised to increase the level of its aid to developing countries. Given the current economic situation, which of the following statements best describes your opinion?</i>
	Eurobarometer (2017)	<i>The EU and its Member States provide financial assistance to developing countries. Which of the following best describes your opinion?</i>
	Pew Research Centre Spring Global Attitudes Survey (2016)	<i>Would you support/oppose increasing foreign aid to developing countries?</i>
	YouGov EuroTrack Survey (2013)	<i>Do you think the government should increase or decrease the amount of money it spends on overseas aid to developing countries?"</i>
	Eurobarometer (2016)	<i>Tackling poverty in developing countries:</i> <ul style="list-style-type: none"> a) <i>is also in the EU's own interest (e.g. by creating trade opportunities or better access to energy and raw materials)?</i> b) <i>contributes to a more peaceful and equal world?</i> c) <i>is an effective way to tackle irregular migration?</i>
	Eurobarometer (2017)	<i>Tackling poverty in developing countries:</i> <ul style="list-style-type: none"> a) <i>has a positive influence on EU citizens as well?</i> b) <i>is also in the EU's own interest (e.g. by creating trade opportunities or better access to energy and raw materials)?</i> c) <i>is a moral obligation for the EU?</i> <i>Providing financial assistance to developing countries:</i> <ul style="list-style-type: none"> a) <i>contributes to a more peaceful and fairer world?</i> b) <i>is an effective way to address irregular migration?</i> c) <i>is an effective way to tackle poverty in these countries?</i>
IPSOS Global @dvisor (2015)	<i>To what extent, if at all, do you agree or disagree that:</i> <ul style="list-style-type: none"> a) <i>foreign aid is beneficial to the global economy?</i> b) <i>foreign aid helps to prevent international conflict?</i> c) <i>spending on foreign aid gives my country influence in the global community?</i> d) <i>foreign aid spending is beneficial to the domestic economy?</i> e) <i>we have no moral obligation to help those less well off than we are?</i> 	

	YouGov EuroTrack Survey (2013)	Overall, on a scale from 0 to 10, where 0 means 'very ineffective' and 10 means 'very effective', how effective do you think Government spending on overseas aid is?
	Eurobarometer (2017)	Please tell me how effective or not you think... EU and Member States' actions (development policy and financial assistance) [are] in helping to reduce poverty in developing countries? Providing financial assistance to developing countries: a) is an effective way to address irregular migration? b) is an effective way to tackle poverty in these countries?
	Edelman Trust Barometer (2017)	For each one, please indicate how much you trust that institution to do what is right using a nine point scale, where one means that you 'do not trust them all' and nine means that you 'trust them a great deal': government
	World Values Survey (2010 – 2014)	For each [organisation], could you tell me how much confidence you have in them: a) government b) environmental organisations c) charitable or humanitarian organisations d) the United Nations"
	IPSOS Global @dvisor: Power to the People (2016)	How much confidence, if any, do you have in: the government
Multilateral agendas and institutions	UN MyWorld Survey (interactive)	Which six of the following Global Goals are of immediate concern to you or your family?
	IPSOS Global @dvisor (2015)	How important, if at all, do you think each of the following goals is?
	Glocalities (2016)	Which [of the SDGs] do you think are most important for improving the quality of life for people around the world?
	Glocalities (2016)	Ending global poverty by 2030 is: very unlikely to rather unlikely, neither likely nor unlikely, or rather likely to very likely?
	IPSOS Global @dvisor: Power to the People (2016)	How much confidence, if any, do you have in international institutions?
	World Values Survey Wave 6 (2010 – 2014)	For each [organisation], could you tell me how much confidence you have in them: the United Nations
	IPSOS Global @dvisor (2015)	Who do you think should take responsibility for paying for programs and policies that work towards these sustainable development goals?
The impact of personal behaviours and practices	YouthSpeak Global Report (2016)	Who do you think has the strongest ability to influence society?
	Eurobarometer (2016)	As an individual, [can you] play a role in tackling poverty?
	Pew Research Centre, Global Attitudes Survey (2016)	Ordinary citizens can do a lot to influence government if they are willing to make the effort vs. there's not much ordinary citizens can do to influence government
	Glocalities (2016)	In helping to end global poverty, my actions can make: little to no difference, some difference, or a significant difference?
	Eurobarometer (2017)	For each of the following, please tell me how effective or not you think they are in helping to reduce poverty in developing countries: a) Donating to organisations that help developing countries b) Volunteering in organisations that help developing countries
	Pew Research Centre, Global Attitudes Survey (2016)	How likely are you personally to take political action on: a) poverty? b) poor health care? c) poor quality schools? d) government corruption? e) discrimination against ethnic, religious, racial, vulnerable or disadvantaged groups?

ANNEX III

International Survey Questions on ACTIONS TO SUSTAINABLE DEVELOPMENT

Theme	Poll	Question
Their personal actions	Eurobarometer (2016)	<p>Regarding your personal involvement in helping developing countries, please let me know which of the following apply to you [multiple answers possible]:</p> <ul style="list-style-type: none"> a) You are not involved in helping developing countries b) You give money to an organisation that helps developing countries c) You give money directly to projects that help developing countries d) You are a volunteer in an organisation that helps developing countries <p>Would you be prepared to pay more for groceries or other products from developing countries to support people living in these countries (for instance for fair trade products)?</p>
	Eurobarometer (2017)	<p>Are you personally involved in helping developing countries in any of the following ways?:</p> <ul style="list-style-type: none"> a) You do voluntary work, individually or for an organisation b) You give money to an organisation c) You give money directly to projects d) You make ethical choices when you shop for groceries, clothing etc. e) you are not involved in helping developing countries
	World Values Survey Wave 6 (2010-2014)	<p>For each organisation, could you tell me whether you are an active member, an inactive member or not a member of that type of organisation?</p> <ul style="list-style-type: none"> a) Environmental organisation b) Humanitarian or charitable organisation <p>During the last 2 years have you given money to..?:</p> <ul style="list-style-type: none"> a) an ecological organisation b) a humanitarian or charitable organisation
	Gallup Global Civic Engagement Report (2016)	<p>Have you done any of the following in the past month? How about...</p> <ul style="list-style-type: none"> a) Donated money to a charity b) Volunteered your time to an organization c) Helped a stranger or someone you didn't know who needed help?
	YouthSpeak Global Report (2016)	<p>Are you a volunteer? Would you volunteer abroad?</p>
Taking on leadership roles		
Learning and advocating	Eurobarometer (2016, 2017)	<p>Regarding your personal involvement in helping developing countries, please let me know which of the following apply to you [multiple answers possible]:</p> <ul style="list-style-type: none"> e) You are politically involved in helping developing countries, e.g. by being a member of a political party of an NGO or taking part in demonstrations
	World Values Survey Wave 6 (2010 – 2014)	<p>During the past two years have you participated in a demonstration for some environmental cause?</p> <p>I'm going to read out some forms of political action that people can take, and I'd like you to tell me, for each one, whether you have done any of these things, whether you might do it or would never under any circumstances do it:</p> <ul style="list-style-type: none"> a) attended a peaceful demonstration b) signed a petition c) joined in boycotts d) joined strikes e) any other act of protest