

## **DEVELOPMENT ENGAGEMENT LAB**

COVID-19 Message Testing Analysis

29 April 2020

### **BRIEF**

The COVID-19/coronavirus pandemic has changed the way we work and live overnight. To date, the virus has infected more than three million people, with 215,000 deaths globally. It presents significant challenges to development organisations' work and communications.

This research was an opportunity for DEL Partners to understand the British public's response to the pandemic and to provide insight into how to communicate our issues, that align with public sentiment and are COVID-sensitive. Specifically, we tested 1) Partner generated messages and 2) a range of questions to understand support for international cooperation, using UK aid to invest in developing countries' health systems, and how poverty interacts with disease. This report shares the results from the message testing. Partners are welcome to use this report within their organisations.

### **DATA**

The data for this report was generated using YouGov's online panel of adults (18+) in Great Britain. Fieldwork was conducted on April 24 – 27 2020. Data from the sample (n= 1,761) are weighted to be nationally representative.

### **METHODOLOGY**

DEL Partners submitted a range of messages (n= 131), some of which were modified for length, clarity, or to remove organisation's name or other identifiers. Respondents were shown 10 pairs of messages, chosen at random. Messages were selected 'without replacement' meaning that no respondent saw the same message twice. Respondents were shown the following text before seeing the first randomly drawn message pair:

*Over the past few weeks, there has been a lot of different views and opinions expressed about the ongoing coronavirus pandemic.*

You can find out more information  
about DEL research at

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*These views and opinions cover many different issues, from how our personal lives and communities have been changing, how the UK government and other governments have been responding to the crisis, and what is the role of international cooperation between countries and international organisations in addressing the spread of COVID-19?*

*We are now going to show you some pairs of statements that will help us understand how you view the ongoing coronavirus pandemic. Please tell us whether you agree more with the first statement or the second statement – even if neither is exactly right.*

## **FINDINGS**

The results in the table show the ‘winning messages’ – i.e. messages respondents agree with more – in descending order. The number shows the percentage of times that message was chosen over another message. Three examples are provided below.

- The best performing message – *‘I want our government to work with other governments to ensure scientists have the funding they need to find the treatments and vaccines that can help end this crisis’* – was chosen 78.5% of the time against other randomly selected messages.
- A better than average performing message – *‘We know that the most marginalised and vulnerable groups will face the greatest challenges in accessing health services, so we must commit to ‘leaving no-one behind’ in the global response’* – was chosen 60.2% of the time against other randomly selected messages.
- Lower down the table – *‘The British character still exists, and it will get us through this crisis’* – was chosen 35.4% of the time against other randomly selected messages.

The accompanying Excel file contains additional cuts by: age, gender, 2019 General Election Vote, 2016 EU Referendum Vote, and Support for Aid Spending.

## **CITATION**

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## **DISCLAIMER**

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# COVID-19: WHAT DO PEOPLE AGREE WITH?

Statements 1-30



# COVID-19: WHAT DO PEOPLE AGREE WITH?

Statements 31-60



# COVID-19: WHAT DO PEOPLE AGREE WITH?

Statements 61-95

The global spread of COVID-19 highlights the need to turn our gaze outward. High-income countries working alone cannot suppress this disease. It will spread rapidly in low and middle income countries with fragile health systems and weaken the chain of defence.



# COVID-19: WHAT DO PEOPLE AGREE WITH?

Statements 96-131

