

# PUBLIC OPINION ON GOVERNMENT FUNDING FOR INTERNATIONAL HUMANITARIAN AID

September 2025

Financial Support for  
Humanitarian Organizations

# Foreword

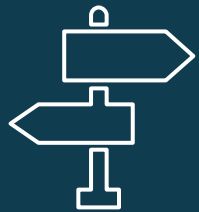
## Funding Humanitarian Aid in a Polycrisis: A Guide to Public Sentiment

Humanitarian organizations have been navigating a global polycrisis for the past few years. Persistent inflation and fragile supply chains are pushing millions into food insecurity, while armed conflict and heightened geopolitical tensions create new waves of suffering and displacement. Yet despite this escalating need, shifting government priorities have increased funding uncertainty, leaving the humanitarian sector struggling to assist the most vulnerable.

However, in this difficult environment, where does the public stand on funding international humanitarian aid? To answer this, Ipsos conducted research across 31 countries to shed light on public sentiment. The findings reveal a resilient foundation of support for aid, but also regional and demographic divides that define the current landscape. These insights provide an essential evidence base for Ipsos partners and other relevant stakeholders in the humanitarian field as they navigate the path ahead.



# At a Glance



31

In all 31 countries surveyed, support for government funding for international humanitarian aid outweighs opposition.



Support is fairly steady across the generations (**Generation Zers, 51%; Millennials, 49%, Generation Xers, 48%; Baby Boomers, 49%).**



## Stronger Support Among Middle-Income Countries

There is stronger support for funding humanitarian aid organizations among Middle-Income countries than High-Income ones.



There is a significant cohort of neutral citizens, amounting to 27%, representing a considerable chance to foster broader consensus for funding international humanitarian aid.



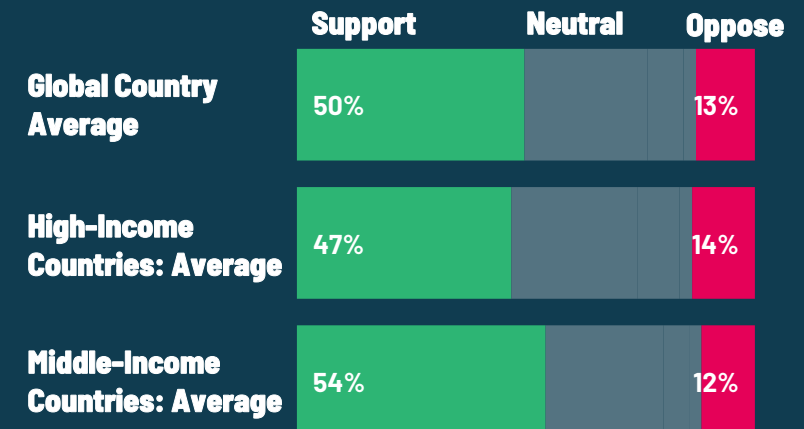
■ Support

■ Neutral/Don't know/Prefer not to answer

■ Oppose

50%

On average, across 31 countries surveyed, 50% support their government providing financial contributions to international humanitarian aid organizations, compared to 13% who, on average, oppose such aid.







# Key findings

## **Widespread Public Support for International Humanitarian Aid**

A significant portion (50%) of citizens across 31 countries endorses government funding for international humanitarian aid. This level of support substantially outweighs the 13% who oppose such aid. Notably, this net-positive sentiment is a consistent finding as support levels exceed opposition in every market, especially in middle-income countries.

Furthermore, the substantial, uncommitted cohort of neutral citizens (27%) is more than twice the size of the opposition in both high and middle-income countries, representing a considerable opportunity to cultivate an even broader consensus for funding international humanitarian aid.

## **Indonesia most supportive.**

Middle-income countries show stronger endorsement (54% avg.) for funding international humanitarian aid than high-income nations (47%).

In more detail, the strongest support is shown in Indonesia which leads with 70%, followed by Italy (58%) and China, Saudi Arabia and Poland (57% each); while the lowest level of support is recorded in Japan (30%).

On the other hand, the highest opposition appears in Great Britain (21%), France (20%) and Türkiye (19%), while the lowest opposition is recoded in Indonesia (6%).

However, even in lower-support countries, outright opposition is modest relative to support.

## **Support is fairly steady across the generations**

Support remains relatively consistent across generations, with Generation Zers at 51%, Millennials at 49%, Generation Xers at 48%, and Baby Boomers at 49% across the 31 surveyed countries.

Q. To what extent do you support or oppose your government providing financial support to international humanitarian aid organizations?

**Majority Support:** Across 31 countries, 50% support their government providing financial contributions to international humanitarian aid organizations.

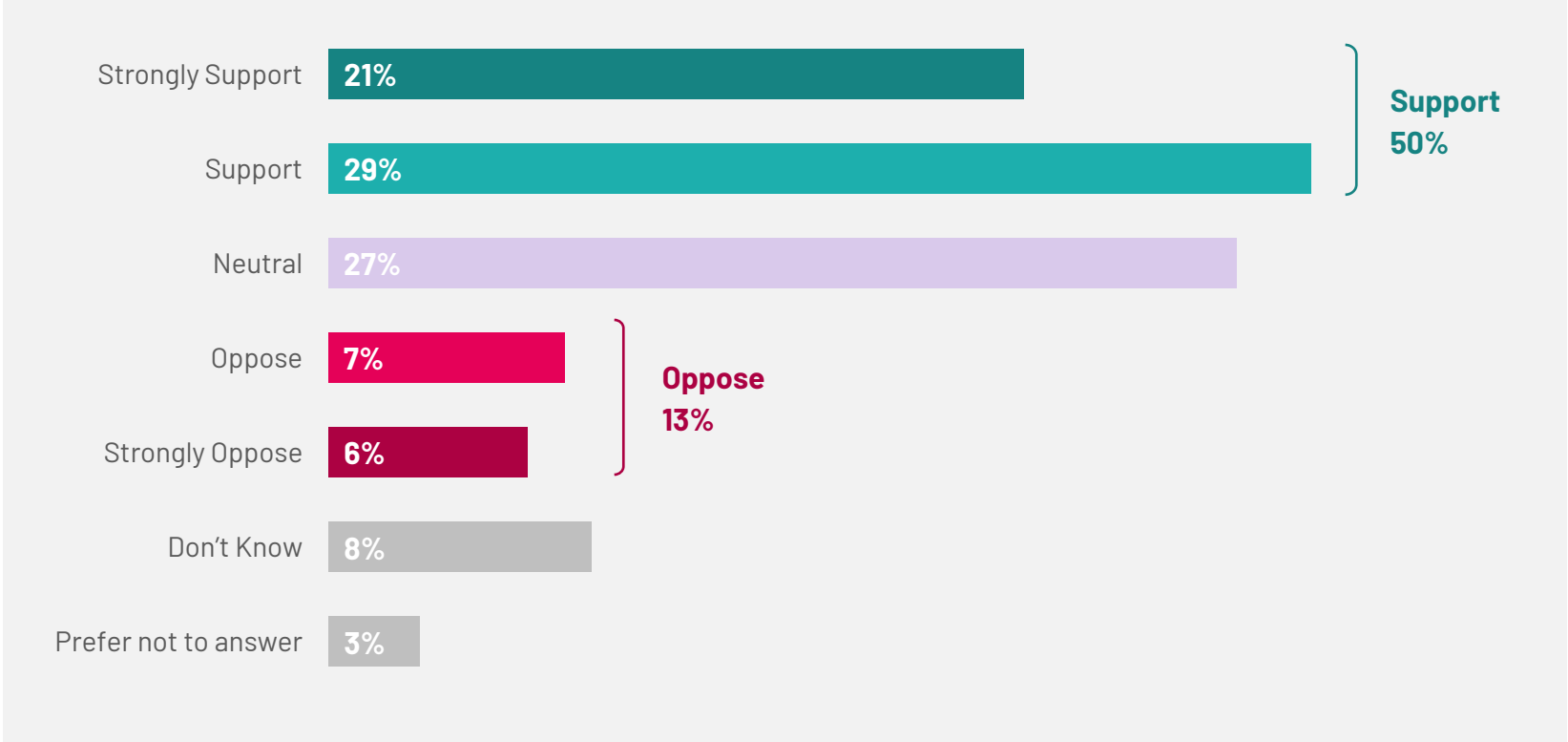
**Considerable Neutrality:** Over a quarter (27%) feel neutral about supporting international humanitarian aid.

**Low Opposition:** Slightly more than 1 in 10 (13%) are opposed to government funding of international humanitarian aid.

% **Support** = Strongly Support + Support  
% **Oppose** = Strongly Oppose + Oppose  
**Base:** Representative sample of 22,526 adults aged 16-74 in 31 participating countries, July 25 - August 8, 2025.  
**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

There is stronger support than opposition to government funding for international humanitarian aid

Global Country Average



Q. To what extent do you support or oppose your government providing financial support to international humanitarian aid organizations?

Support for international humanitarian aid tends to be stronger in developing regions (LATAM, Asia Pacific, Middle East/Africa) compared to developed regions (Europe, North America). This result is in line with developing regions’ crisis experiences which makes the need for humanitarian response both visible and personally salient.

By contrast, opposition is slightly more concentrated in developed regions, consistent with domestic fiscal anxieties, migration and security debates, and political pressure to prioritize national and defence spending.

Across all regions, a considerable portion feels neutral about supporting international humanitarian aid, as reflected by the global average of 27%.

% **Support** = Strongly Support + Support

% **Oppose** = Strongly Oppose + Oppose

**Base:** Representative sample of 22,526 adults aged 16-74 in 31 participating countries, July 25 - August 8, 2025.

**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

**\*NET Support** = Net difference between Support and Oppose



## Q. To what extent do you support or oppose your government providing financial support to international humanitarian aid organizations?

**Middle-Income Interest:** Support for international humanitarian aid tends to be above the 31-country average among Middle-Income countries and therefore higher compared to High-Income nations, likely because they are often receivers of such aid.

**Moderate Support among High-Income Countries:** High-Income countries on average show slightly lower support compared to the global average, possibly due to increasing focus on domestic priorities. It is worth noting that this does not translate into higher opposition than average.

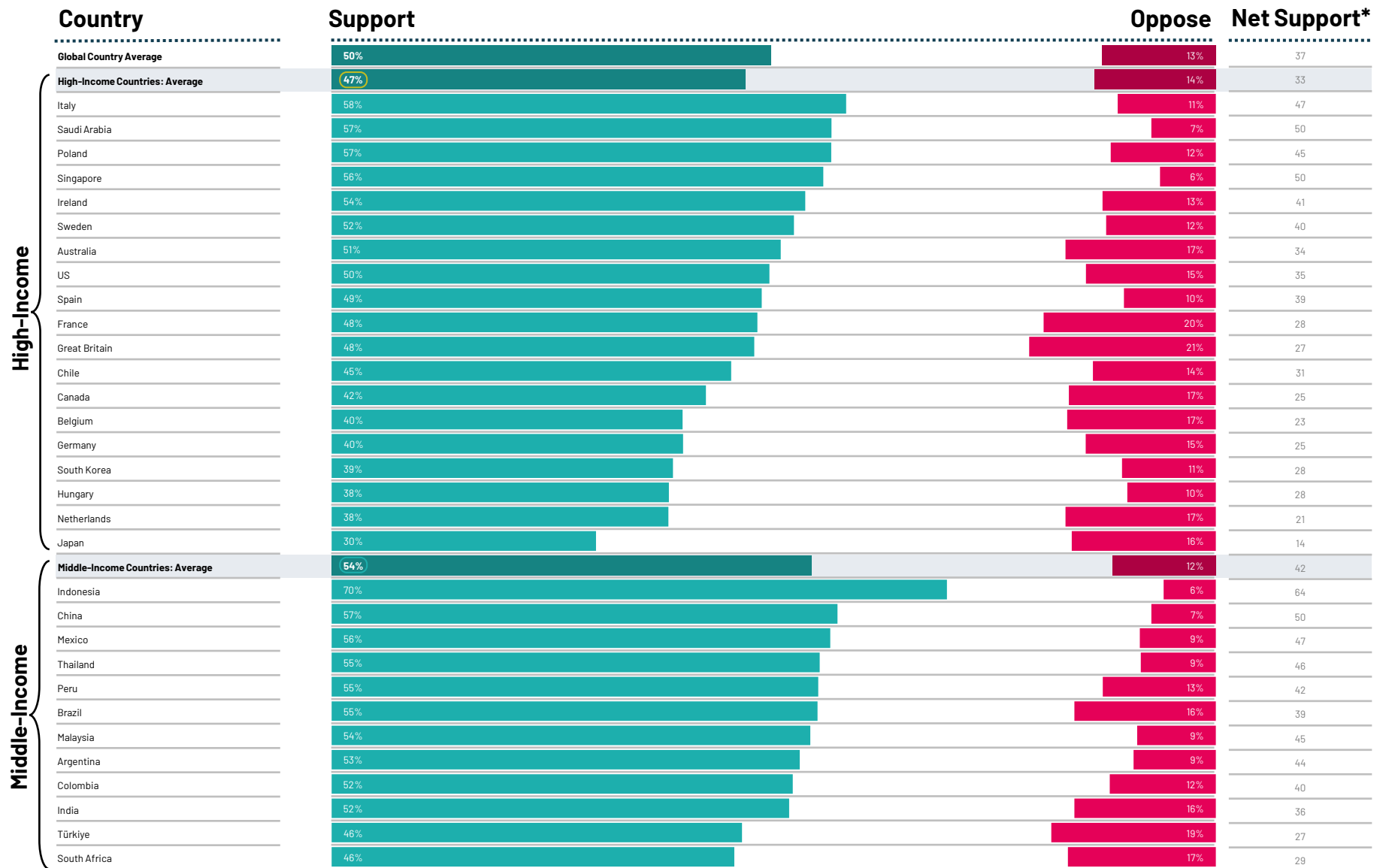
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## Q. To what extent do you support or oppose your government providing financial support to international humanitarian aid organizations?

The strongest support for government funding to international humanitarian aid organizations is shown in Indonesia which leads with 70%, followed by Italy (58%) and China, Saudi Arabia, Poland (57% each); several Latin American and Southeast Asian countries also exceed the global average.

On the other hand, the highest opposition appears in Great Britain (21%), France (20%) and Türkiye (19%), with Australia, Canada, Belgium and the Netherlands around 17%.

However, even in lower-support countries, outright opposition is modest relative to support.

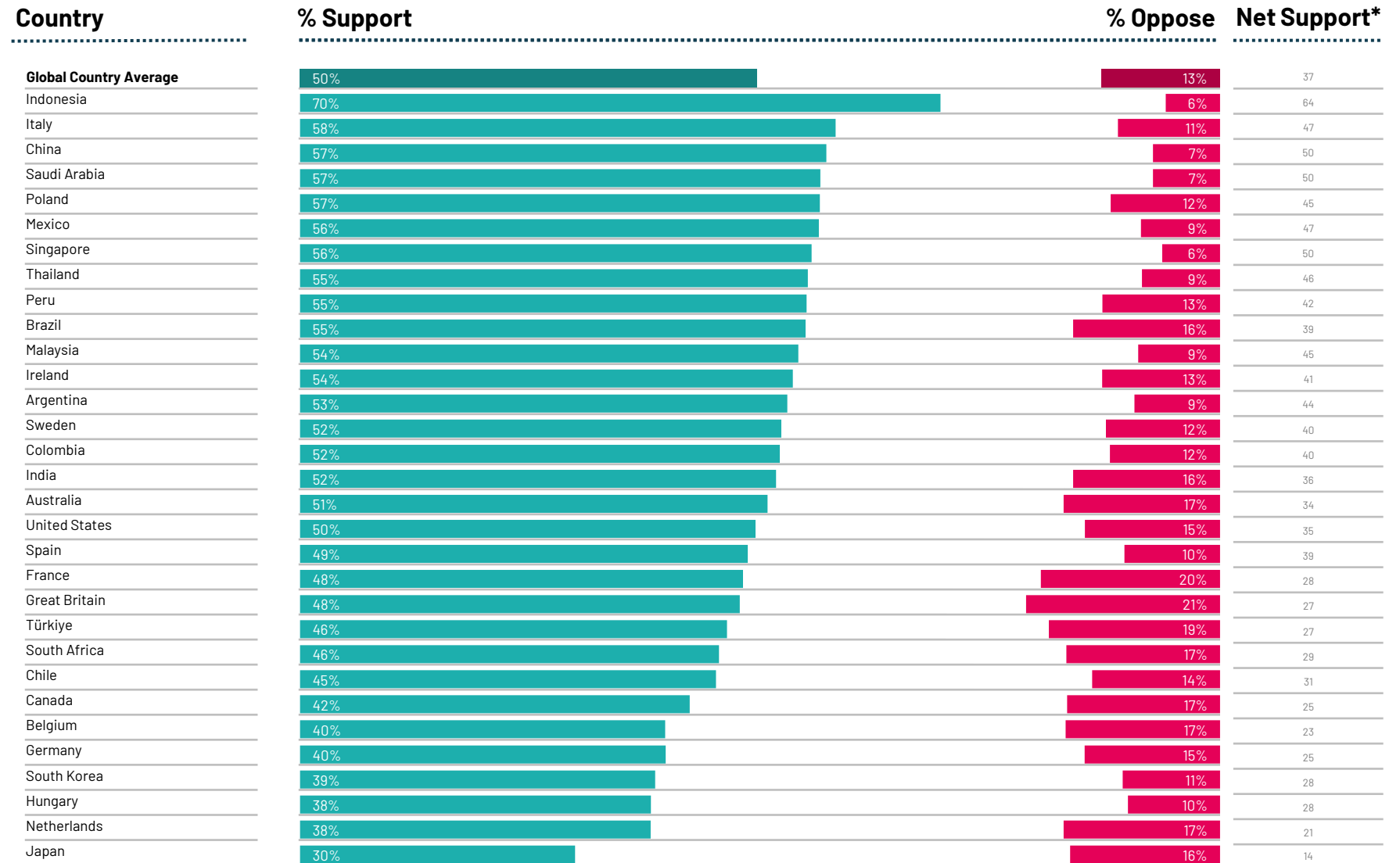
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# Demographic Analysis of Support for International Humanitarian Aid

Q. To what extent do you support or oppose your government providing financial support to international humanitarian aid organizations?

**Generational Support:** Support remains relatively consistent across generations

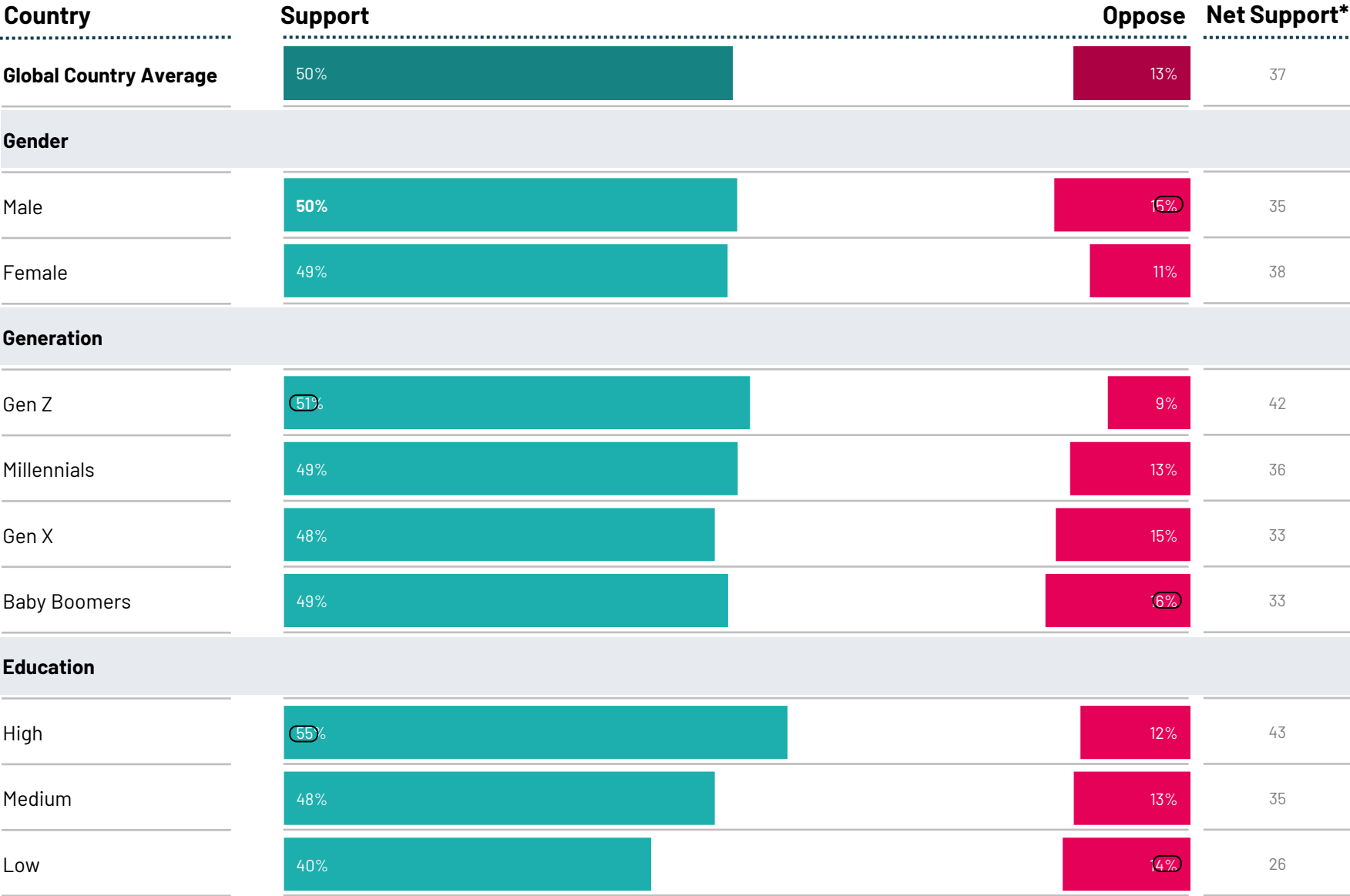
**Educational Influence:** Individuals with higher education tend to be more supportive of humanitarian aid than those with low or medium education levels.

**Gender-Based Opposition:** Opposition to government funding for international humanitarian aid is generally stronger among men compared to women.

**Generational Opposition:** Baby Boomers show stronger opposition to humanitarian aid than other generations.

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Generations are categorized as follows: Generation Z (born 1996 onwards), Millennials (born 1980 – 1995), Generation X (born 1966 – 1979), and Baby Boomers (born 1945 – 1965).

Significantly higher than global average at 95%



Q. To what extent do you support or oppose your government providing financial support to international humanitarian aid organizations?

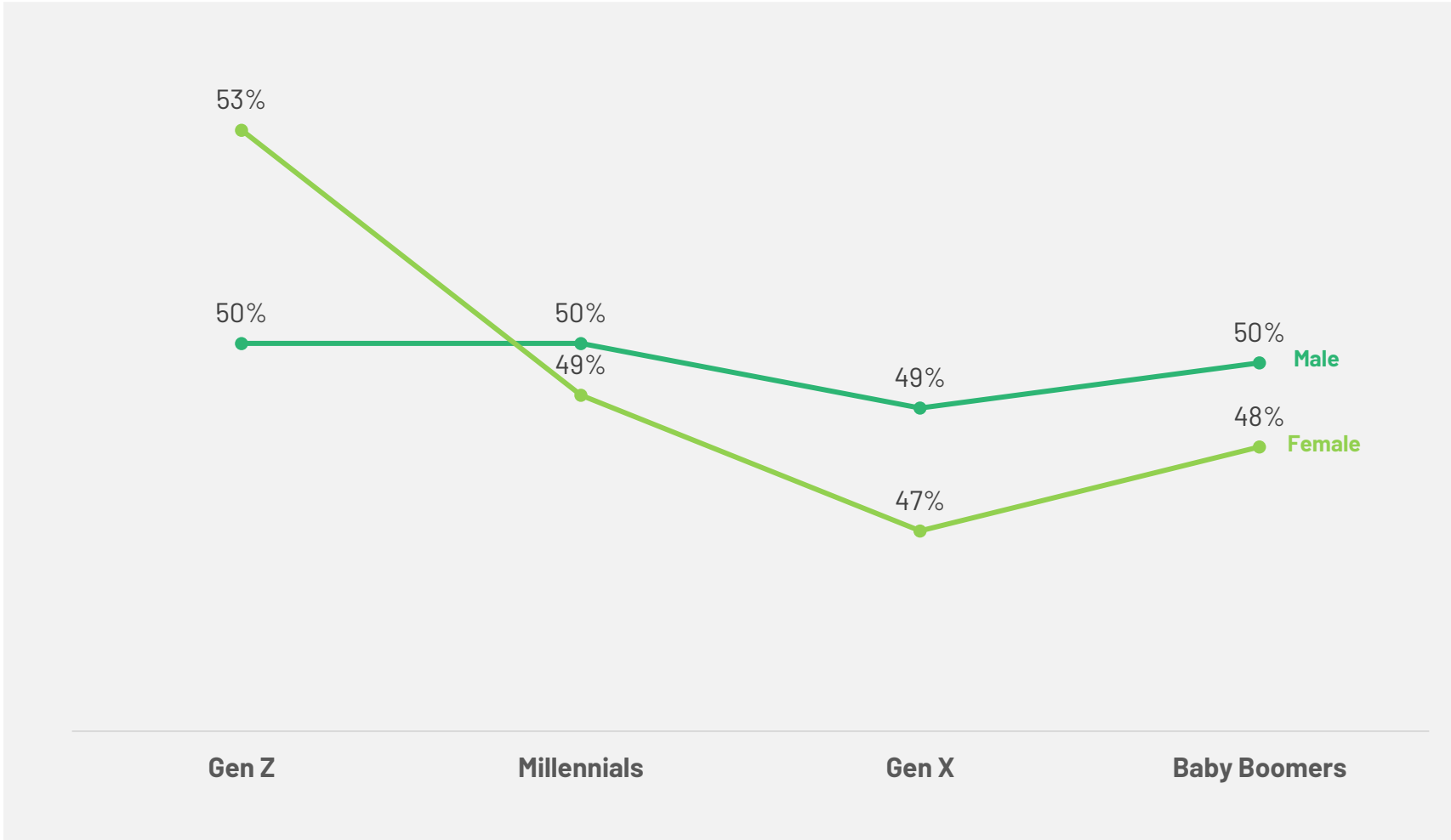
Men display steady levels of support for government funding of international humanitarian aid across generations.

In older cohorts, men generally edge out women, but that pattern is reversed among Gen Z, where young women are the most supportive group.

Gen Z women stand apart from Millennial, Gen X and Baby Boomer women, who show lower support, reflecting a cohort shift toward greater global orientation and civic engagement among younger women, trend also noticeable in variety of Ipsos opinion polls:[The Gen Z Gender Gap](#).

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# Support International Humanitarian Aid



Generations are categorized as follows: Generation Z (born 1996 onwards), Millennials (born 1980 – 1995), Generation X (born 1966 – 1979), and Baby Boomers (born 1945 – 1965).

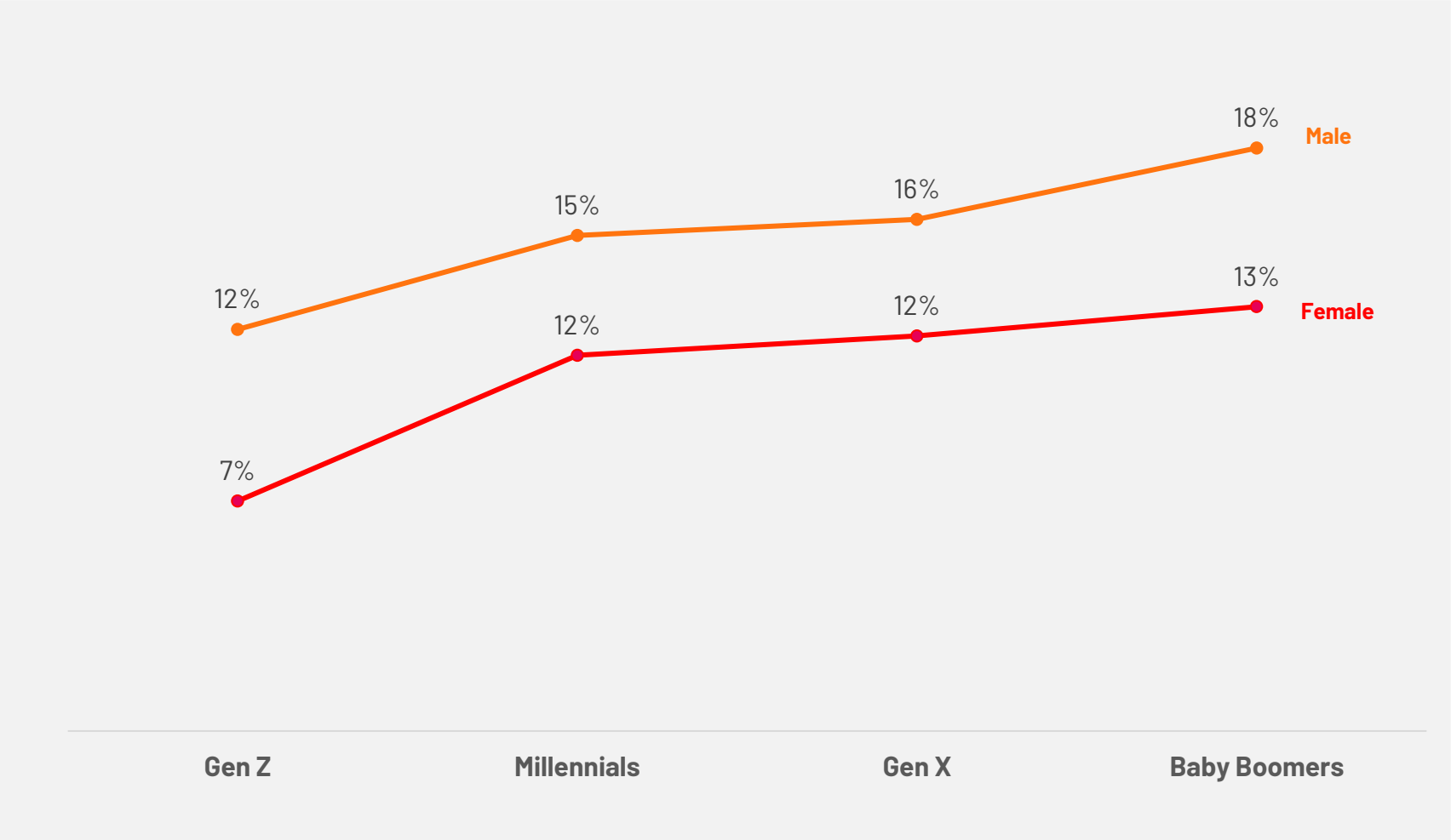


Q. To what extent do you support or oppose your government providing financial support to international humanitarian aid organizations?

**Gender-Based Opposition Across Generations:** Opposition to government funding for international humanitarian aid is consistently stronger among men than women across all four generations.

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# Oppose International Humanitarian Aid



Generations are categorized as follows: Generation Z (born 1996 onwards), Millennials (born 1980 – 1995), Generation X (born 1966 – 1979), and Baby Boomers (born 1945 – 1965).



# Methodology



# Methodology

These are the results of a 31-country survey conducted by Ipsos on its Global Advisor online platform between Friday, July 25, and Friday, August 8, 2025. For this survey, Ipsos interviewed a total of 22,526 adults aged 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 1,000 individuals each in Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Indonesia, Italy, Japan, Spain, Türkiye, and the U.S., and 500 individuals each in Argentina, Chile, Colombia, Hungary, India, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, and Thailand.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands,

Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, Saudi Arabia, South Africa, Thailand, and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

The data is weighted so that the composition of each country’s sample best reflects the demographic profile of the adult population according to the most recent census data. “The Global Country Average” reflects the average result for all the countries and markets in which the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

When percentages do not sum up to 100 or the ‘difference’ appears to be +/-1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos’ use of credibility intervals, please visit the Ipsos website.

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