Development Engagement Lab

Wave: 1

Country: United States

Type: Tracker

Topics: Survey of attitudinal and behavioural engagement

Fieldwork & sample: 8 January 2020 to 13 January 2020; n = 1153

Survey company: YouGov Plc.

Mode of data collection: Online survey

Data owner: Professor Jennifer Hudson (University College London) and Professor David Hudson (University of Birmingham)

Weights: Weights [var name "Weight"] were created to ensure the representativity of survey results. The final data are statistically weighted by age, gender, social class, region and level of education to reflect the national profile of American adults aged 18+. Please see YouGov for more information on their panel and methodology. Sampling frames may have been adjusted over the course of the DEL project (2018-23).

Use: DEL datasets are a public good and can be used with the appropriate citation.

Citation: Hudson, Jennifer; Hudson, David; Morini, Paolo; Oh, Soomin, 2024, "DEL Tracker 2020", https://doi.org/10.7910/DVN/L9DUKN, Harvard Dataverse, V1; DEL_Tracker_UnitedStates_Wave_1_2020_Data.sav [fileName]

Contact: del@ucl.ac.uk

*****

About DEL: The Development Engagement Lab (DEL) is a five-year study of public attitudes and engagement with global development in France, Germany, Great Britain, and the United States (2018-2023). DEL is a partner focussed research programme, convening and co-producing research and insights with over 30 international development NGOs and government agencies to understand the drivers of engagement and inform development communications. DEL is a grantee of the Bill & Melinda Gates Foundation.

Segmentation: DEL's audience segmentation variable, 'DELseg' is created from question items contained in the survey measuring behavioural engagement with aid and development. The segmentation variable is available in all DEL Panels and some Sandboxes. The DEL segmentation is based on 10 actions respondents have taken to fight global poverty. Based on the actions people take, they are assigned to a segment: Fully Engaged, Purposively Engaged, Transactionally Engaged, Marginally

Engaged, Totally Disengaged and Negatively Engaged (this latter group are respondents who are against efforts to reduce global poverty). For information on DEL's audience segmentation and methodology, please contact del@ucl.ac.uk.