Development Engagement Lab

Country: United States

Type: Sandbox

Topics: Survey of deep dive into key issues determined in collaboration with partners in each country - Imagery; Donations

Fieldwork & sample: 11 October 2023 to 16 October 2023; n = 3527

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; Torres-Raposo, Felipe, 2024, "DEL Sandbox 2023", https://doi.org/10.7910/DVN/XZ1XUZ, Harvard Dataverse, V1; DEL_Sandbox_UnitedStates_Oct2023_Data.sav [fileName]

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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.