



INTRODUCING THE NEW DEVELOPMENT ENGAGEMENT LAB SEGMENTATION

/ 21 October 2019
// French Partner Meeting
/// Paris

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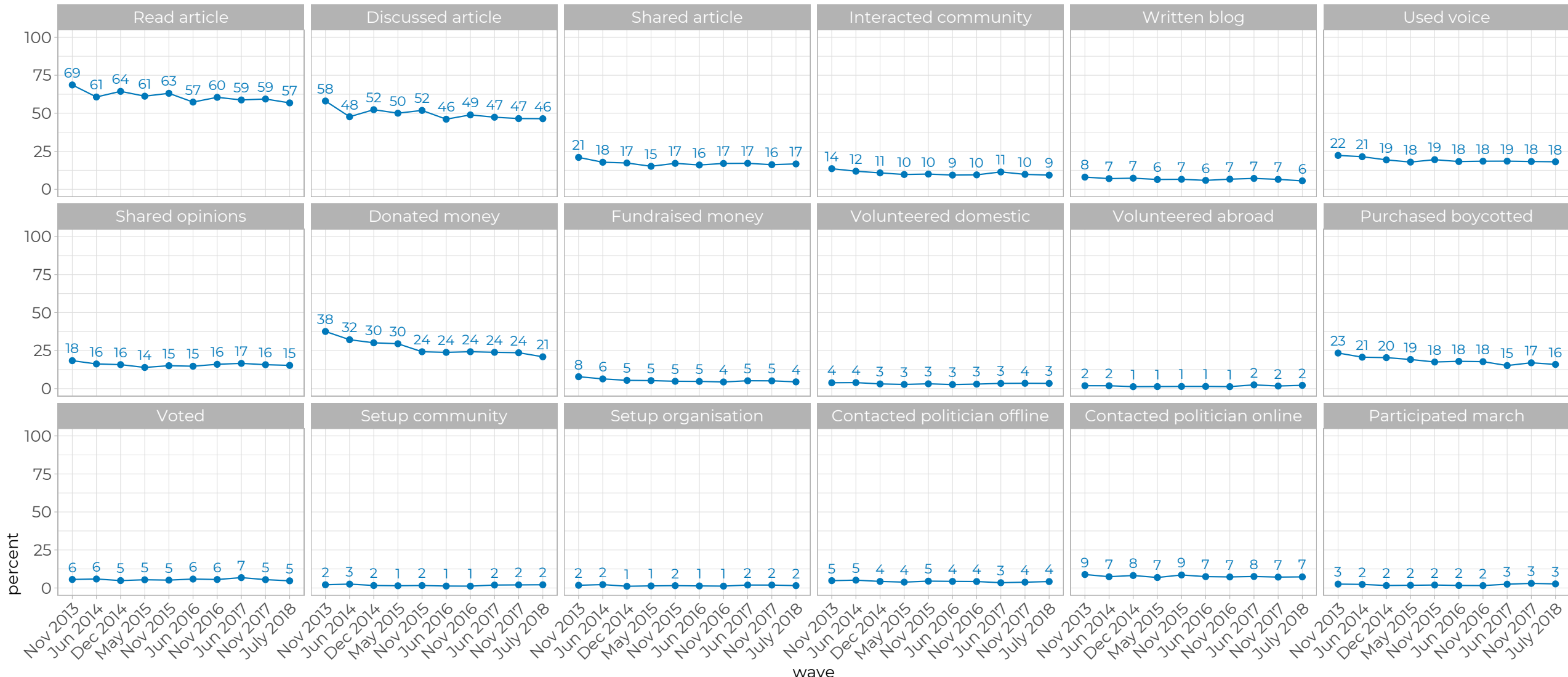
FROM AAT ...



AAT ACTIONS 2013-2018

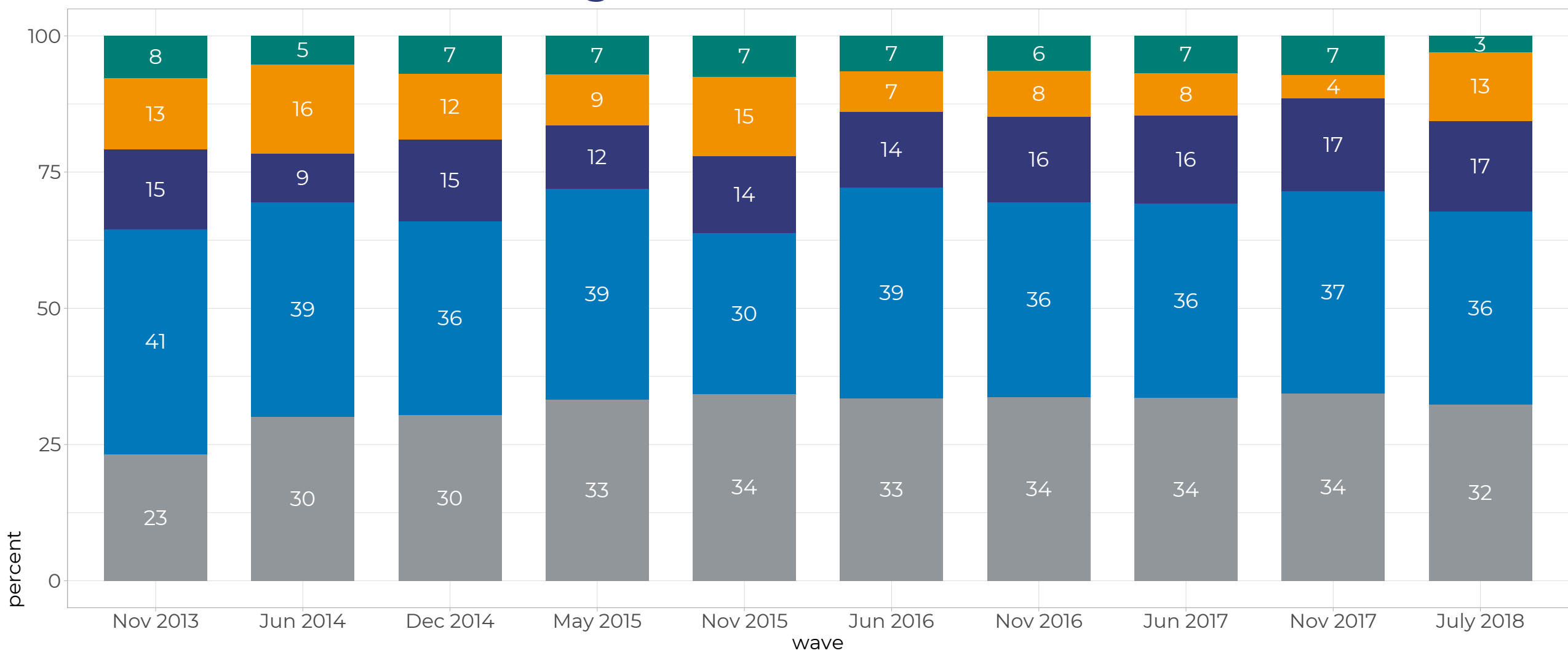
1. Read, watched or listened to a news article about it, including offline and online
2. Discussed it with friends, family, or others in your community
3. Shared/forwarded an article or information about it including offline and online
4. Interacted with a community focused on the issue (e.g. join, follow, like/fan/friend, subscribed to a newsletter) including online and offline
5. Written on a blog, or commented on an article online
6. Used your voice to impact the issue (e.g. via social media, signing a petition, etc.)
7. Used online tools (such as Twitter, or Facebook) to share your opinions on the issue
8. Donated money to an organization focused on the issue
9. Fundraised by asking for donations from others for a cause I am involved in (such as a charity, or trip)
10. Volunteered within the United Kingdom for an organization focused on the issue
11. Volunteered abroad for an organisation focussed on the issue
12. Purchased products/services or boycotted products/services related to the issue
13. Voted specifically on the issue
14. Organised or helped to start / started a community focused on the issue, either online #or offline
15. Organised or helped to set up an organisation focused on the issue
16. Contacted a Member of Parliament or other elected official in person or by phone call or letter about the issue
17. Contacted a Member of Parliament or other elected official online by clicking a petition or using Twitter, Facebook or other social media.
18. Participated in a march, rally, sit in, or other large event on the issue

Aid Attitudes Tracker Actions 2013–2018



Sample size n=±8000 per year | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 2013–2018
Question: which of the following actions, if any, have you taken in the past 12 months?

Aid Attitudes Tracker Segmentation 2013–2018



Totally disengaged Marginally engaged Informationally engaged Behaviourally engaged Fully engaged

Sample size n=±8000 per year | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 2013–2018



AAT SEGMENTATION

- The 18 different aid related activities data were analyzed using Latent Class Cluster Analysis (LCCA) (see Vermunt and Magidson, 2002, 2005) to determine the number and size of clusters or 'segments' of people performing various aid activities
- The analyses generate the probability that each person in a given survey is in a particular segment. In turn, these probabilities enable respondents to be classified according to their most likely engagement segment. The results were very consistent, indicating the presence of five segments in each survey in each of the four countries
- Based on the combinations of the 18 specific aid activities members of the five segments performed, the segments are designated 'Totally Disengaged', 'Marginally Engaged', 'Informationally Engaged', 'Behaviorally Engaged', and 'Fully Engaged'
- **References**
 - Vermunt, Jeroen and Jay Magidson. 2002. 'Latent Class Cluster Analysis'. In Jacques Hagenaars and Allan McCutcheon, eds. *Applied Latent Class Analysis*. Cambridge: Cambridge University Press, ch. 3.
 - Vermunt, Jeroen and Jay Magidson. 2005. *Latent Gold 4.0 Users Guide*. Belmont, MA: Statistical Innovations.

DRAWBACKS, CONCERNS, LIMITATIONS

- Latent class analysis (LCA) is statistically appropriate, but complicated when it comes to analyzing data across multiple countries and over time ('measurement invariance')
- The results of LCA are probabilistic, which can make the logic behind the segmentation fuzzy and not easy to communicate
- LCA is statistically and computationally complex, requires specialist software, and so is opaque and not easily reproduced by partners
- The AAT approach could not distinguish between 'pro' and 'anti' actions. Recent testing has confirmed that 'negative' actions (e.g. writing to your MP to advocate against aid) is small, but exists (2% do it negatively, 4% positively)

...TO DEL

NEW SEGMENTATION QUESTIONS



NEW DEL SEGMENTATION

- Aims of new segmentation
 - Wanted to democratise the segmentation so that partners can incorporate and utilise more easily into own work
 - Wanted to capture negative as well as positive actions
 - Wanted to reduce the number of items in the battery
- Following testing we identified 10 key actions
 - Substantively important
 - Statistically informative

NEW QUESTIONS (1)

[engage1] Parmi les activités suivantes relatives à la pauvreté dans le monde et au développement des pays pauvres, lesquelles avez-vous effectuées, le cas échéant, au cours des 12 derniers mois ?

[engage1a] Lire un article, regarder ou écouter un reportage sur ce sujet (en ligne ou hors ligne)

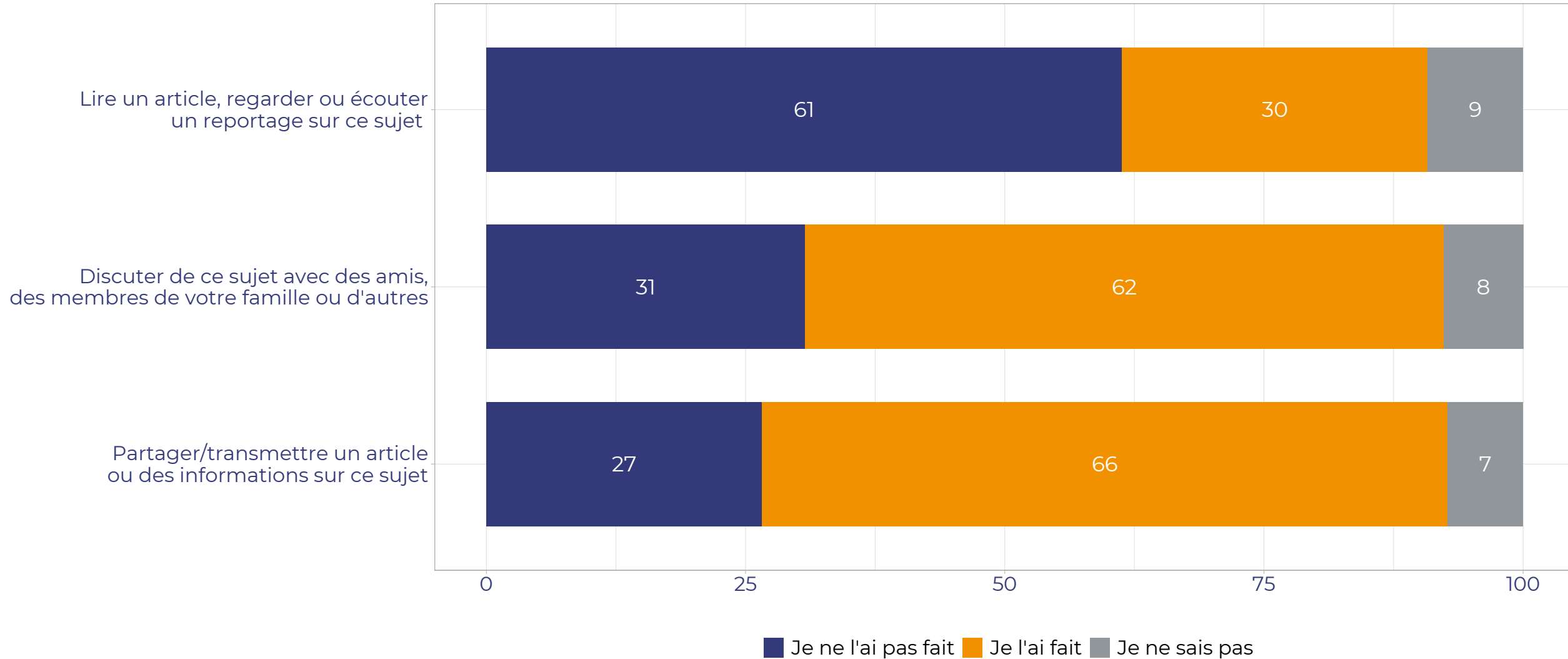
[engage1b] Discuter de ce sujet avec des amis, des membres de votre famille ou d'autres

[engage1c] Partager/transmettre un article ou des informations sur ce sujet (en ligne ou hors ligne)

- <1> Je l'ai fait
- <2> Je ne l'ai pas fait
- <3> Je ne sais pas

Engagement 1: News

Two thirds have come into contact with the issue, and one third have done something with that



Sample size n=6,073 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 27 September – 10 October 2019

Question: Parmi les activités suivantes relatives à la pauvreté dans le monde et au développement des pays pauvres, lesquelles avez-vous effectuées, le cas échéant, au cours des 12 derniers mois ?



NEW QUESTIONS (1B)

[engage2_w1 if engage1a_w1==1 or engage1b_w1==1 or engage1c_w1==1]

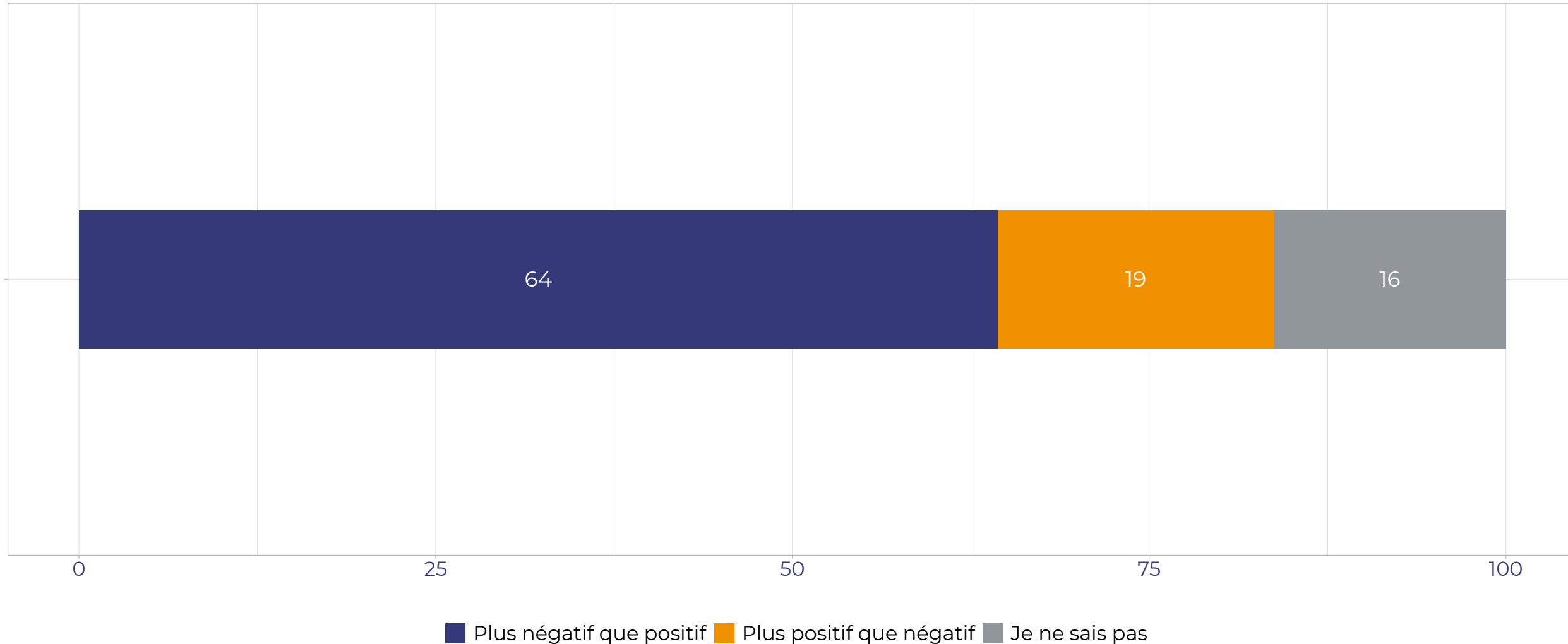
S'agissant des actualités que vous avez lues/vues/partagées ou des discussions que vous avez eues à propos de la pauvreté dans le monde, diriez-vous que leur contenu était positif ou négatif ?

Dans l'ensemble, ce contenu était...

- <1>Plus positif que négatif
- <2>Plus négatif que positif
- <3> Je ne sais pas

Engagement 2: Valence of news and subsequent discussions

Two thirds of all news and subsequent discussions are more negative than positive



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Question: S'agissant des actualités que vous avez lues/vues/partagées ou des discussions que vous avez eues à propos de la pauvreté dans le monde, diriez-vous que leur contenu était positif ou négatif ?

NEW QUESTIONS (2)

[engage3] Parmi les activités suivantes relatives à la pauvreté dans le monde et au développement de pays pauvres, lesquelles avez-vous, le cas échéant, effectuées au cours des 12 derniers mois ?

[engage3a] Faire du bénévolat pour une organisation ou une association caritative travaillant sur ces questions, en France ou à l'étranger

[engage3b] Devenir membre, suivre, aimer ou vous abonner à la newsletter d'une association caritative ou d'une ONG internationale engagée sur ces questions

[track4_w1] S'agissant de la pauvreté dans le monde et du développement, avez-vous fait un don à une association caritative ou à une ONG internationale travaillant sur ces questions au cours des 12 derniers mois ?

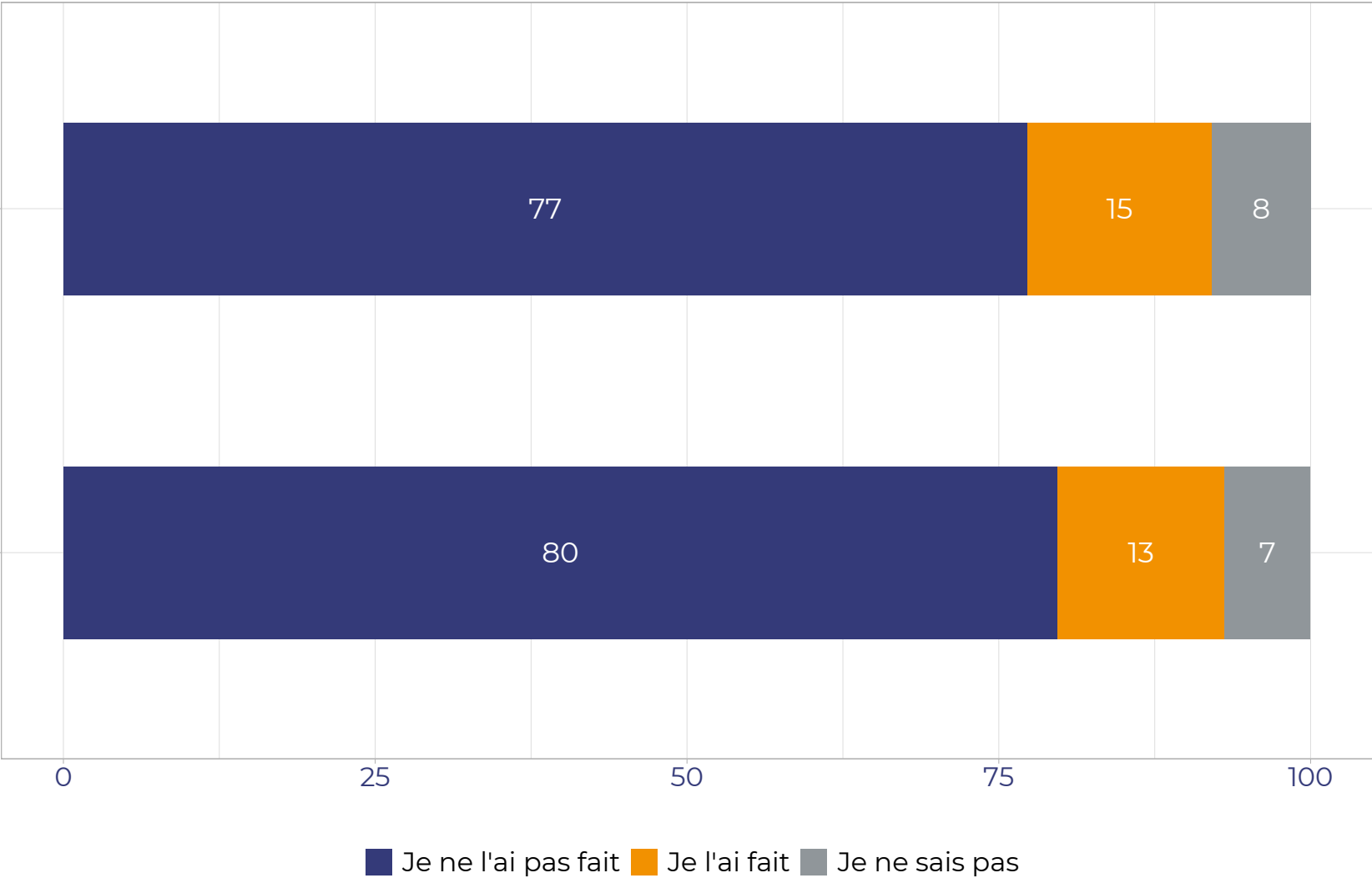
- <1> Je l'ai fait
- <2> Je ne l'ai pas fait
- <3> Je ne sais pas

Engagement 3: Volunteering and membership

Around 1 in 7 or 8 people have become a member or volunteered for a development organisation

Devenir membre, suivre, aimer ou vous abonner à la newsletter d'une association caritative ou d'une ONG internationale engagée sur ces questions

Faire du bénévolat pour une organisation ou une association caritative travaillant sur ces questions, en France ou à l'étranger



Sample size n=6,073 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 27 September – 10 October 2019
Question: Parmi les activités suivantes relatives à la pauvreté dans le monde et au développement des pays pauvres, lesquelles avez-vous effectuées, le cas échéant, au cours des 12 derniers mois ?

NEW QUESTIONS (3)

[engage4] Parmi les actions suivantes, lesquelles avez-vous réalisé au cours des 12 derniers mois pour soutenir ou vous opposer aux mesures visant à résoudre la pauvreté dans le monde ?

[engage4a] Exprimer votre opinion sur cette question (p. ex. signer une pétition, écrire un blog, etc.)

[engage4b] Contacter un député ou un autre élu (en personne, par téléphone, par courrier ou par le biais de Twitter, Facebook ou d'un autre réseau social)

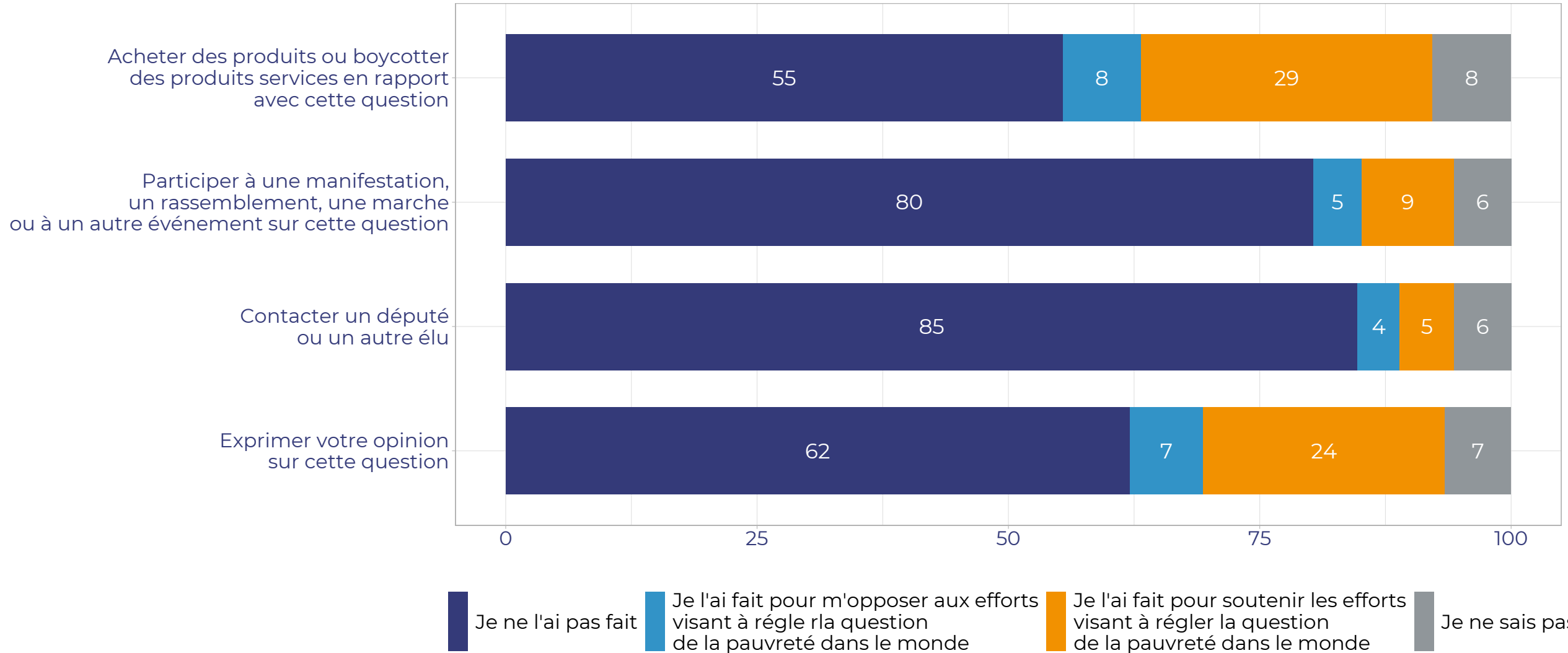
[engage4c] Participer à une manifestation, un rassemblement, une marche ou à un autre événement sur cette question

[engage4d] Acheter des produits ou boycotter des produits/services en rapport avec cette question (p. ex. acheter des produits dans la boutique d'une association caritative)

- <1> Je l'ai fait pour ****soutenir**** les efforts visant à régler la question de la pauvreté dans le monde
- <2> Je l'ai fait pour ****m'opposer**** aux efforts visant à régler la question de la pauvreté dans le monde
- <3> Je ne l'ai pas fait
- <4> Je ne sais pas

Engagement 4: Active engagement

Using voice and purchase decisions are common; small minorities do actions oppositionally



Sample size n=6,073 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 27 September – 10 October 2019

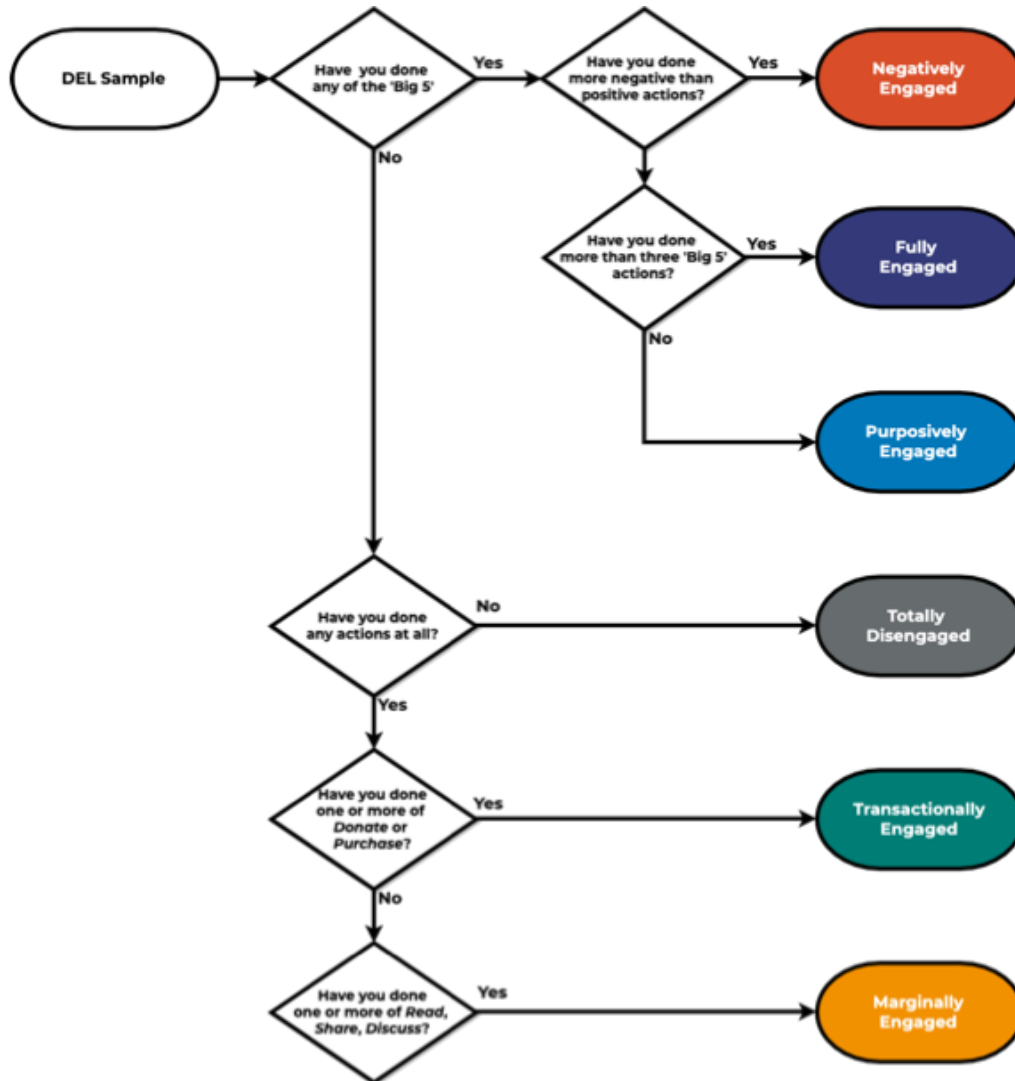
Question: Parmi les activités suivantes relatives à la pauvreté dans le monde et au développement des pays pauvres, lesquelles avez-vous effectuées, le cas échéant, au cours des 12 derniers mois ?



THE DEL SEGMENTATION

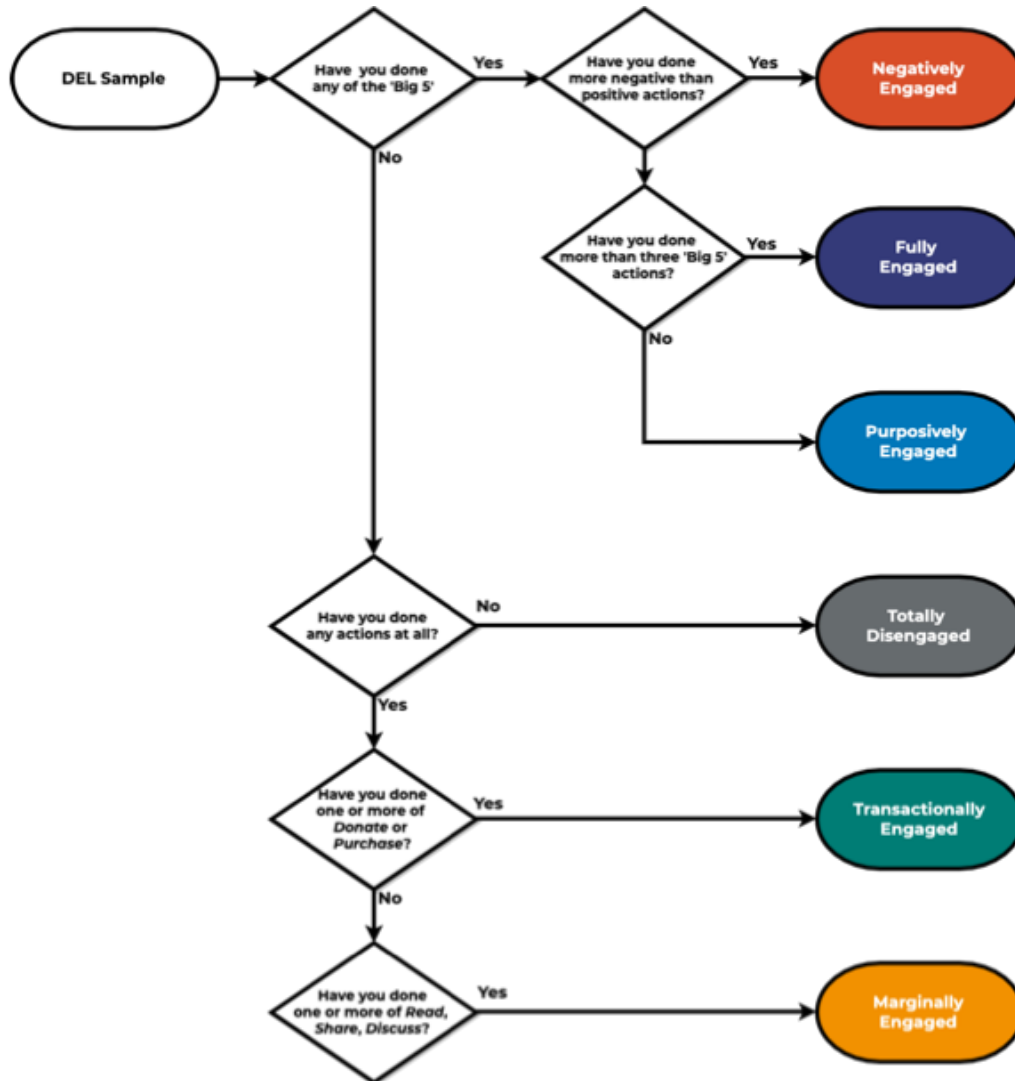


SEGMENTATION LOGIC

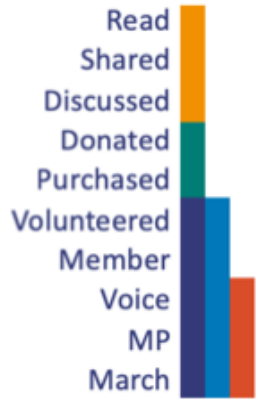


Read
Shared
Discussed
Donated
Purchased
Volunteered
Member
Voice
MP
March

SEGMENTATION LOGIC

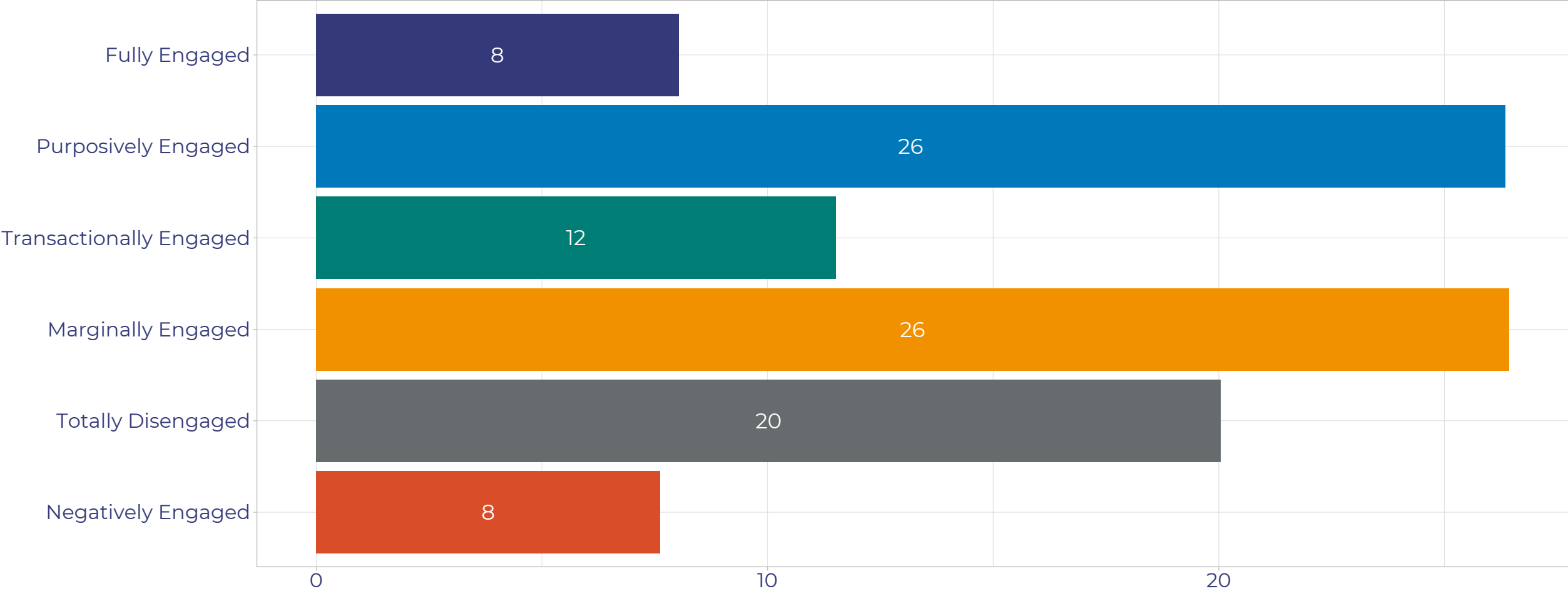


- **Madeleine** has read, discussed, donated, volunteered, signed a petition, and been on a march
- **Fabrice** has also been on a march, but in opposition to aid, as well as read about the issue
- **Jennifer** has donated money to an NGO and read about the issue
- **Arnaud** has read about it and discussed the issue
- **David** has done nothing at all
- **Paolo** has very kindly volunteered as well as donated to a development NGO



DEL segments

Largest segments are Purposively and Marginally Engaged; equal percentages are Fully and Negatively Engaged



■ Negatively Engaged ■ Totally Disengaged ■ Marginally Engaged ■ Transactionally Engaged ■ Purposively Engaged ■ Fully Engaged

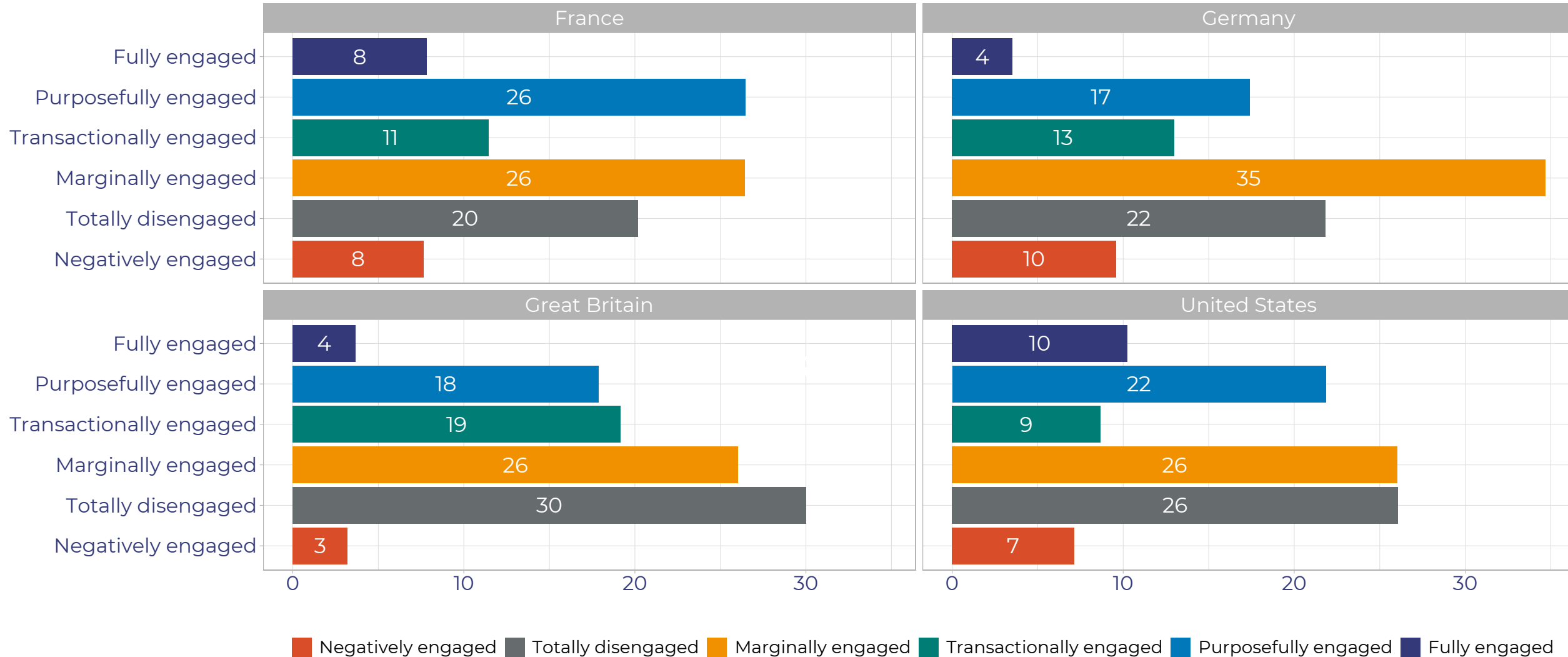
Sample size n=6,073 | Base: French adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 27 September – 10 October 2019
Segments created from 10 questions about actions respondents could take in relation to global poverty and development over the past 12 months



***26%** of the French
public are 'on the
fence' – neither
engaged for or
against*

DEL segments

Looking across the four countries



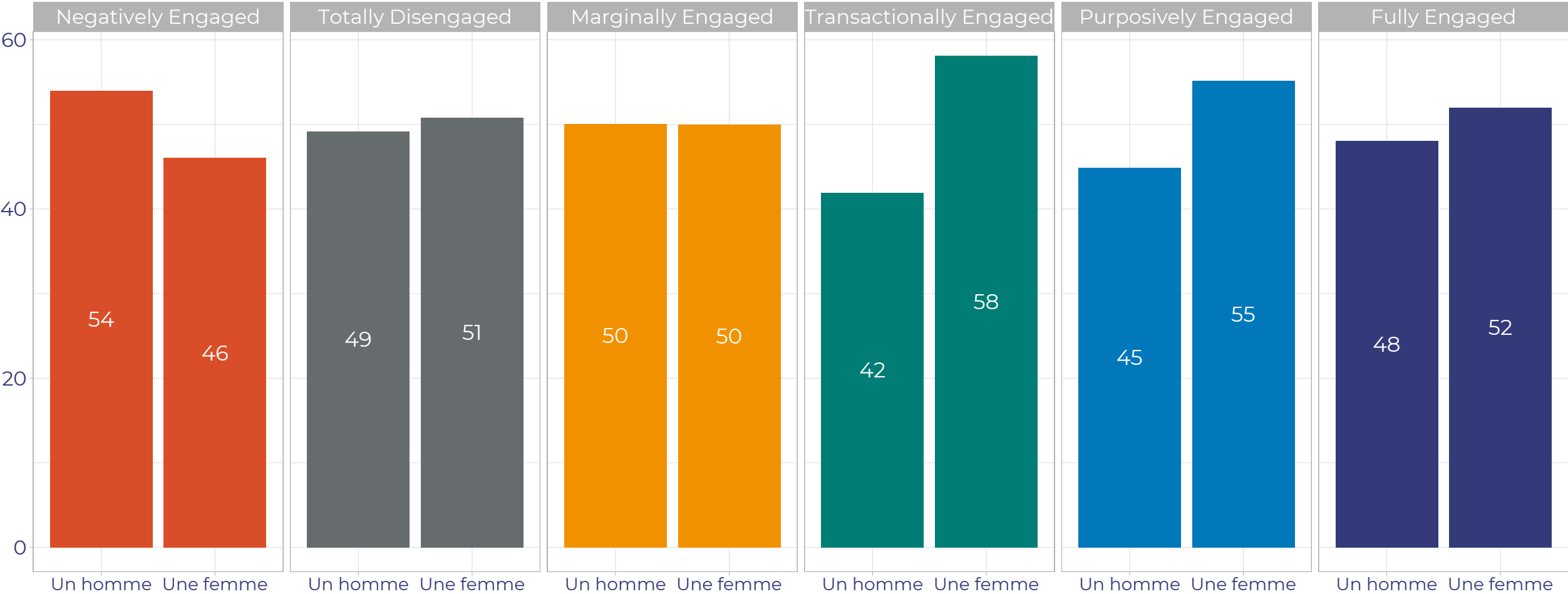
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PROFILING THE NEW DEL SEGMENTS



DEL segments by gender

Women are more likely than men to be in the more engaged segments and men are more likely to be negatively engaged

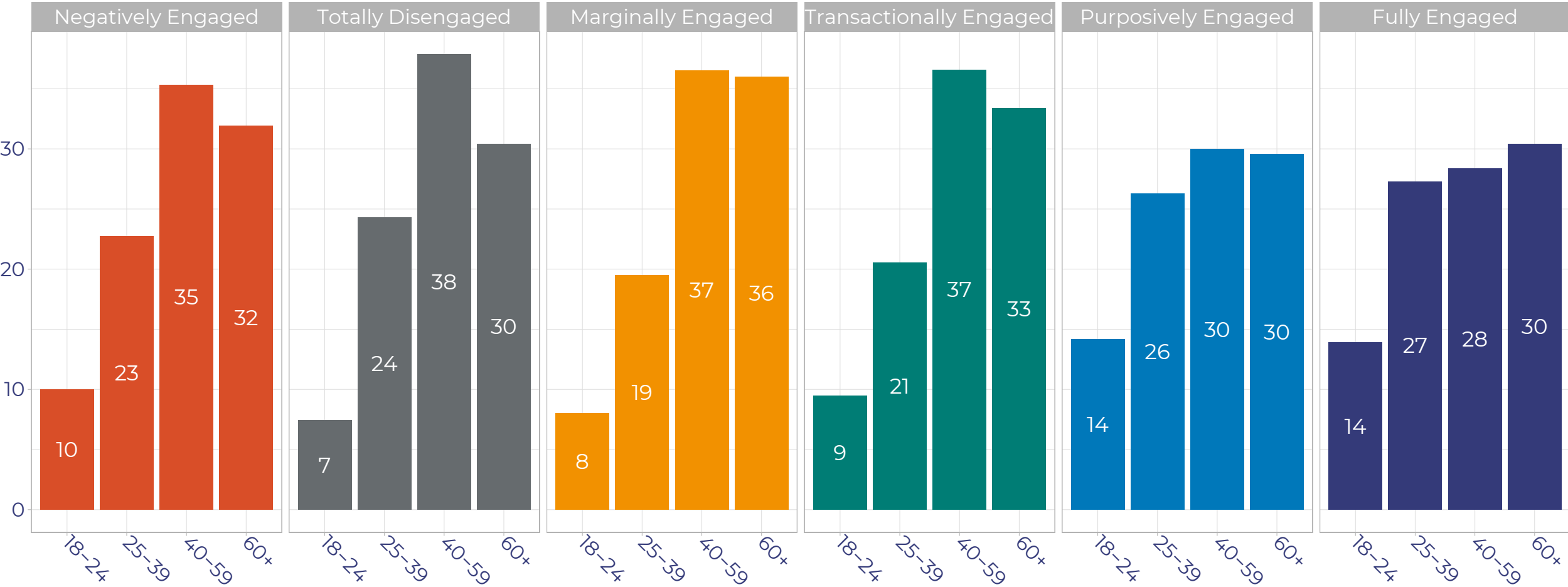


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DEL segments by age category

The Purposively and Fully Engaged segments are the youngest and Transactionally Engaged the oldest

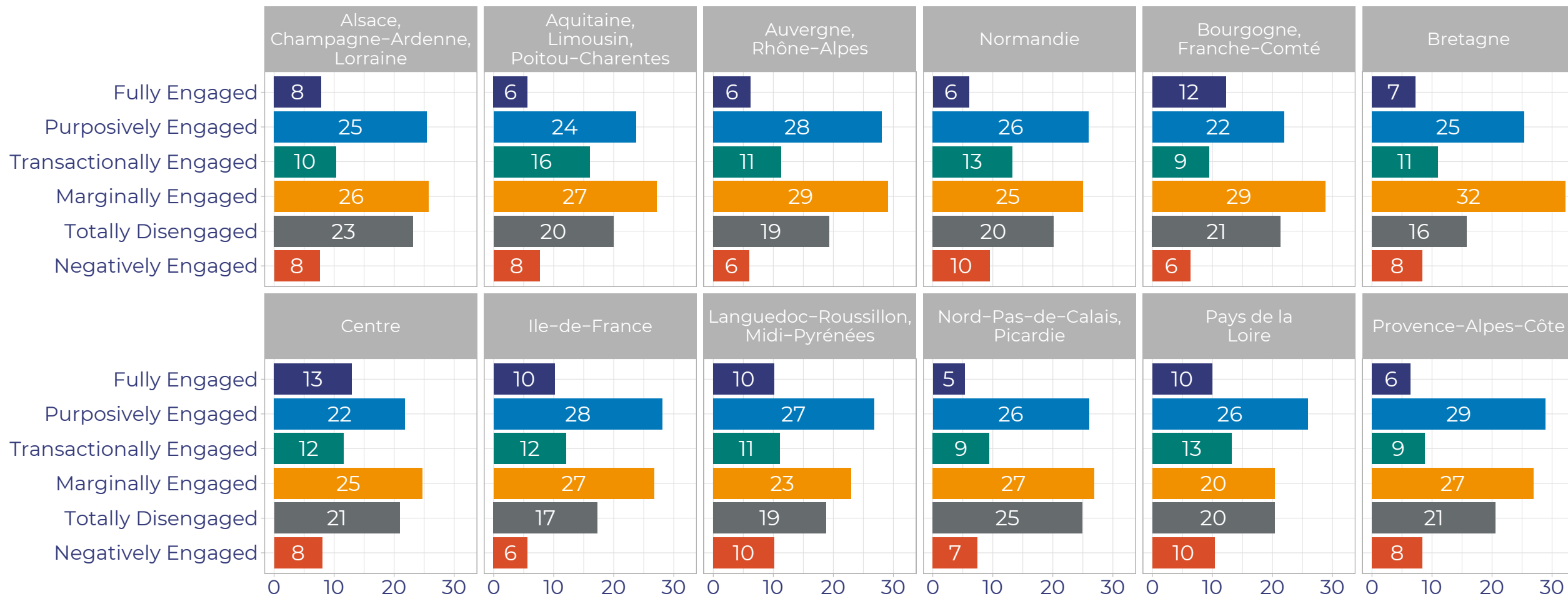


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DEL segments by region

There are more similarities than differences across the regions



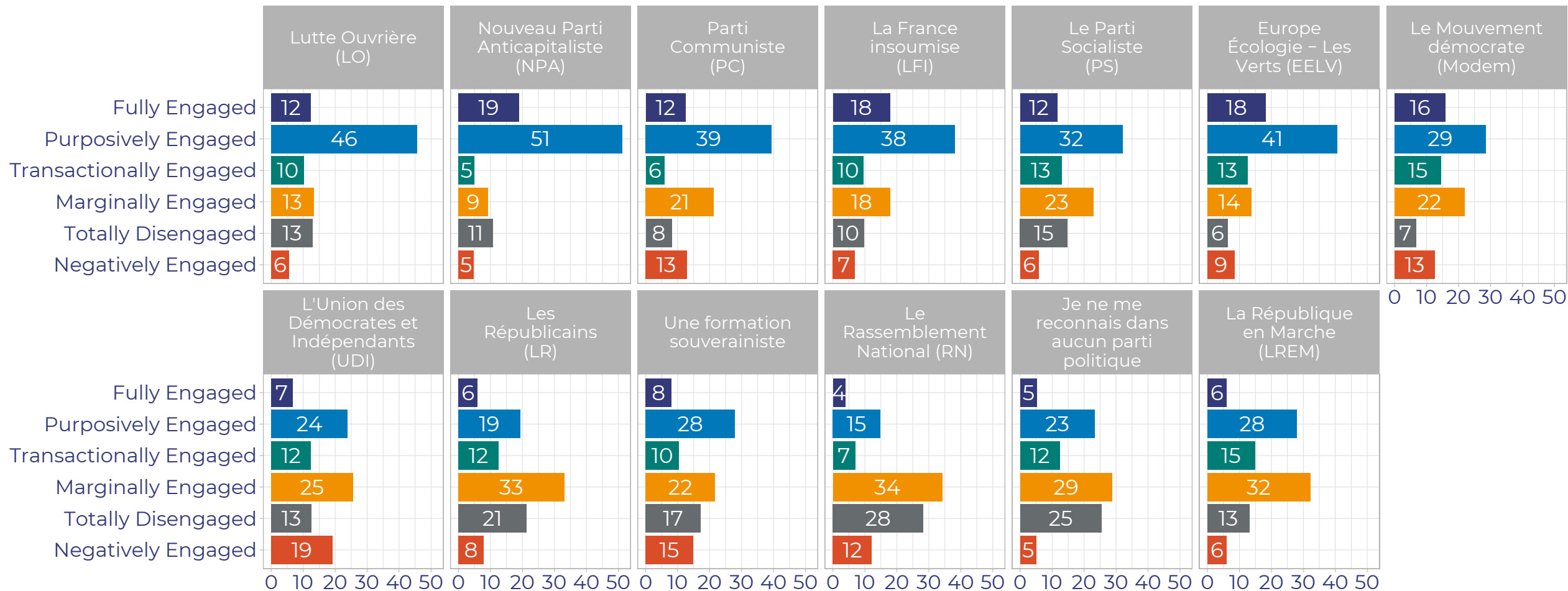
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Sample size n=6,073 | Base: French adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 27 September – 10 October 2019
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DEL segments by party identification

Greater engagement is positively associated with left and green parties

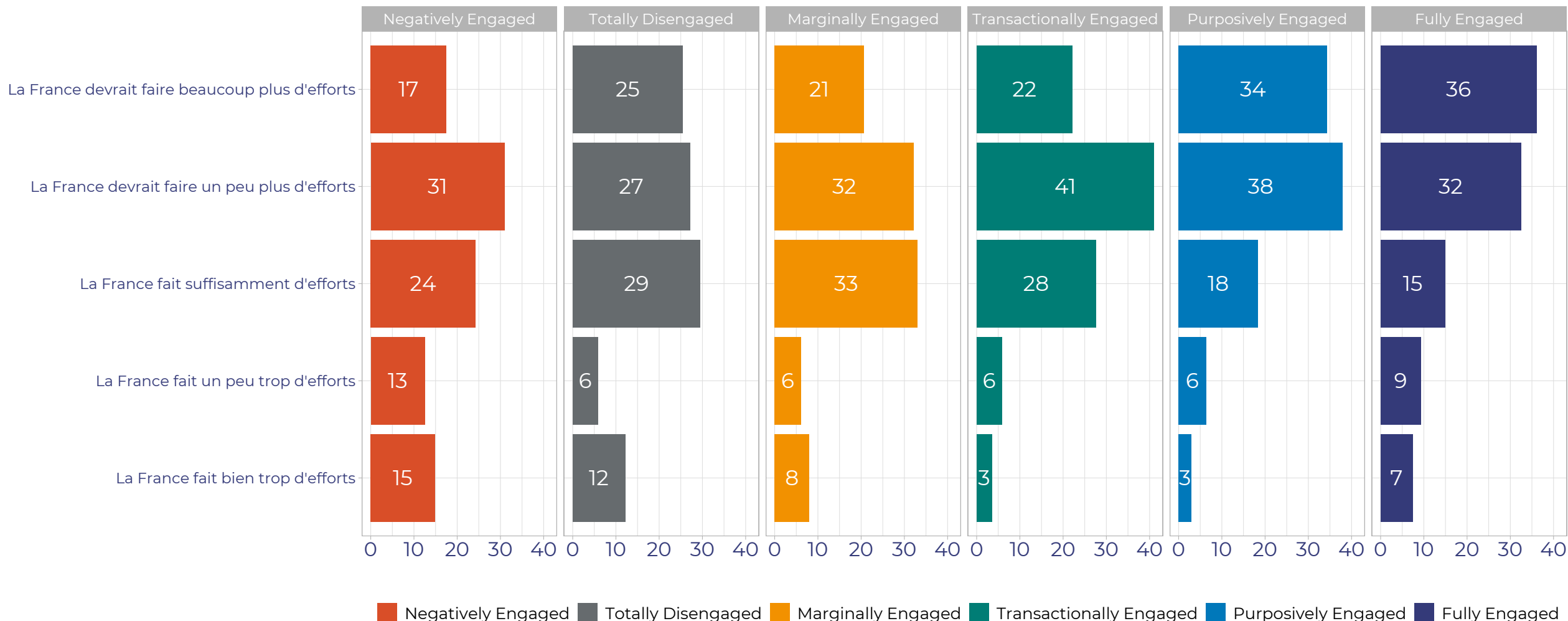


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 Segments created from 10 questions about actions respondents could take in relation to global poverty and development over the past 12 months

DEL segments by efforts towards 2030 goals

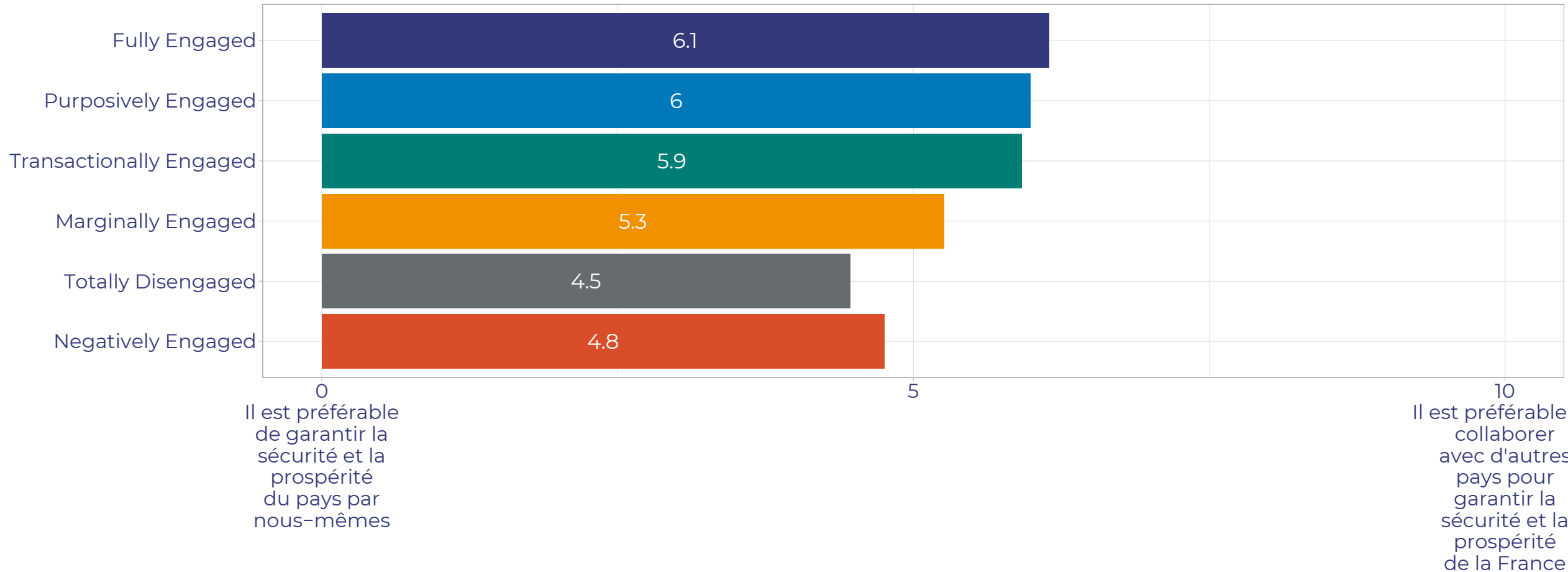
There is a lot of support, even among less engaged segments in France, for efforts towards the SDGs



Sample size n=6,073 | Base: French adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 27 September – 10 October 2019
 Question: La communauté internationale s'est engagée à réduire la pauvreté, les inégalités, la faim, l'accès inégal à la santé et à l'éducation dans le monde, ainsi que l'impact du changement climatique d'ici à 2030. Pensez-vous que la France fait suffisamment d...efforts pour atteindre ces objectifs?
 Segments created from 10 questions about actions respondents could take in relation to global poverty and development over the past 12 months

DEL segments by multilateralism

The more engaged segments lean towards multilateralism and less engaged towards unilateralism



■ Negatively Engaged ■ Totally Disengaged ■ Marginally Engaged ■ Transactionally Engaged ■ Purposively Engaged ■ Fully Engaged

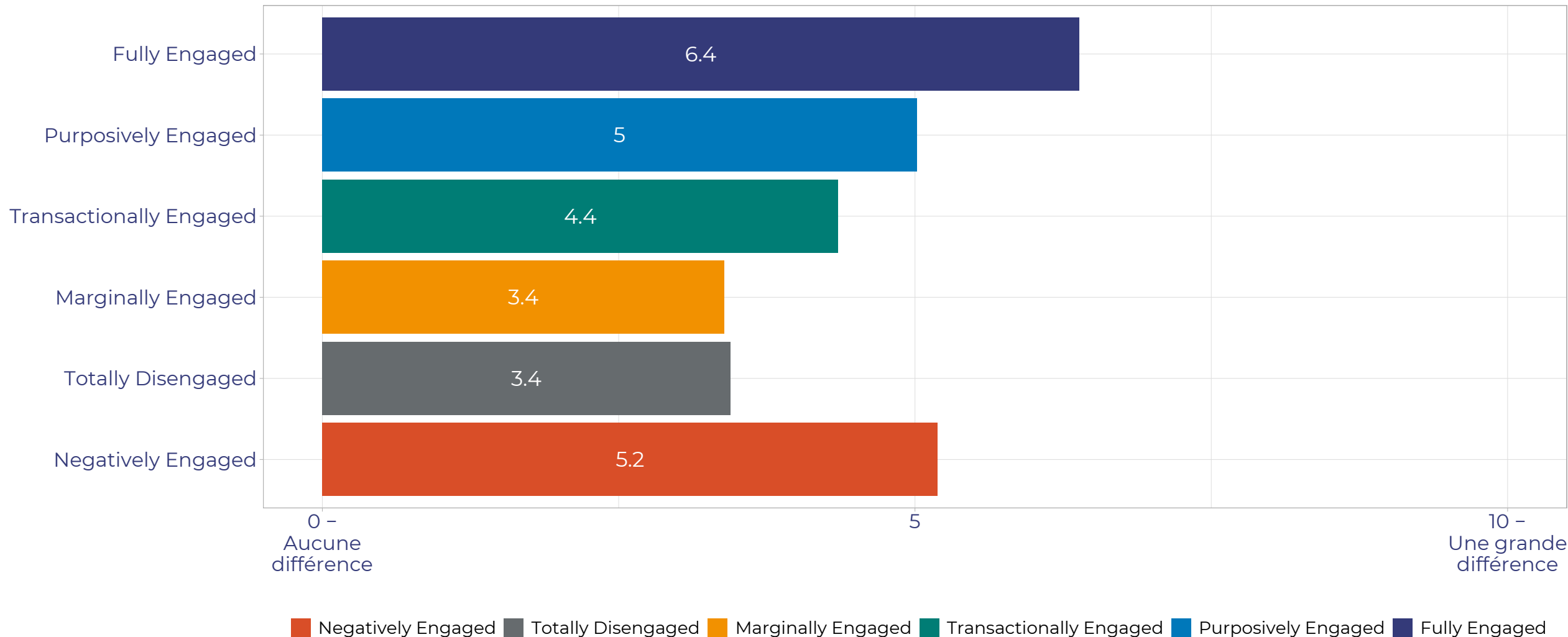
Sample size n=6,073 | Base: French adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 27 September – 10 October 2019
Question: Parmi les affirmations suivantes, laquelle reflète le mieux votre opinion concernant la manière de garantir la sécurité et la prospérité de la France?
Segments created from 10 questions about actions respondents could take in relation to global poverty and development over the past 12 months



*The French public
across all segments
is **not** against
greater efforts
towards 2030 goals*

DEL segments by personal efficacy

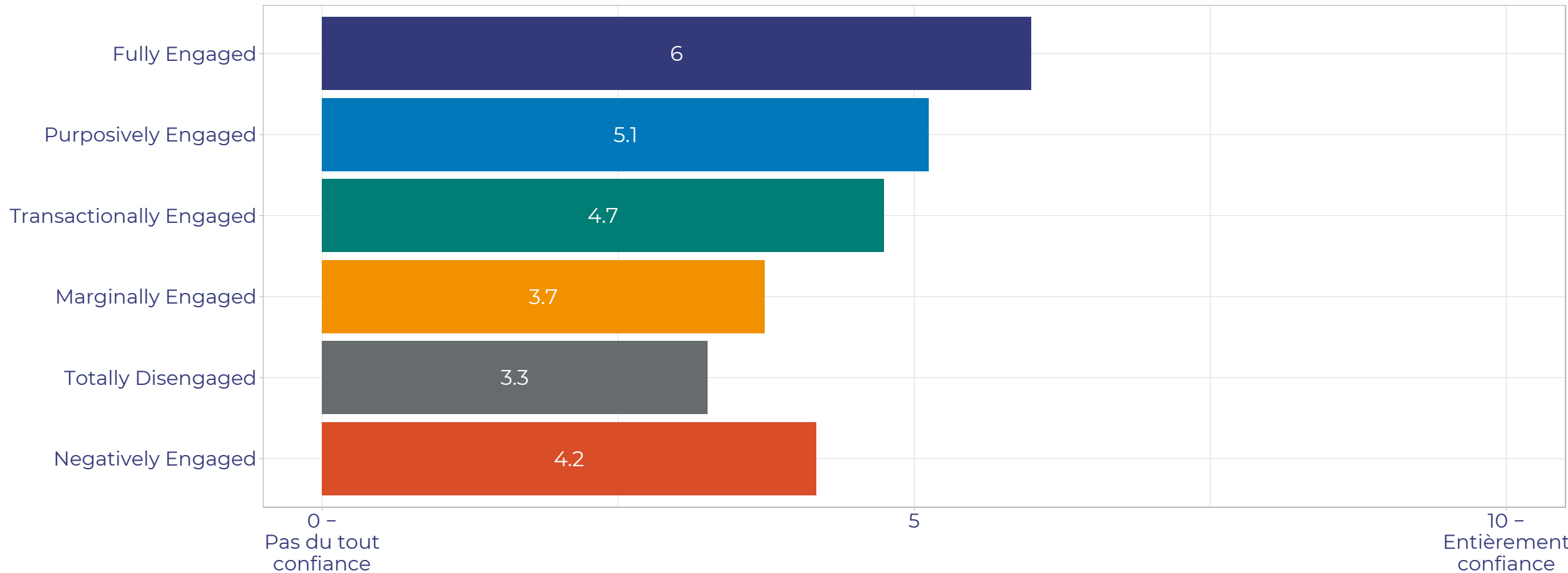
The Fully and Purposively Engaged segments feel they can make the most difference, but so do the Negatively Engaged



Sample size n=6,073 | Base: French adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 27 September – 10 October 2019
Question: Selon vous, quelle différence vous personnellement peut-elle faire dans la réduction de la pauvreté dans les pays défavorisés, le cas échéant?
Segments created from 10 questions about actions respondents could take in relation to global poverty and development over the past 12 months

DEL segments by trust in charitable organisations

There are large differences in trust between the more engaged segments and the Marginally Engaged and Totally Disengaged



■ Negatively Engaged ■ Totally Disengaged ■ Marginally Engaged ■ Transactionally Engaged ■ Purposively Engaged ■ Fully Engaged

Sample size n=6,073 | Base: French adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 27 September – 10 October 2019

Question: Dans quelle mesure faites-vous confiance aux organisations caritatives, le cas échéant?

Segments created from 10 questions about actions respondents could take in relation to global poverty and development over the past 12 months



*Trust in NGOs and
belief in being able
to make a difference
are central
challenges for
engaging the public*

THE FUTURE OF THE SEGMENTS

- We will track the changes in the size and composition of the segments over the 5 waves of the panel
- We will continue to profile the new segments by further attitudinal questions as well as consumption and lifestyle habits
- We will analyse if, why and how individuals move from one segment to another, with a particular interest in the Marginally Engaged
- We will develop a spreadsheet containing the formula for segmenting so that partners and others can use the questions and segmentation in their own work



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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.

Fieldwork is carried out by YouGov and surveys are weighted to be a nationally representative of the adult population. DEL is funded by the Bill & Melinda Gates Foundation and led by Professor Jennifer Hudson (University College London) and Professor David Hudson (University of Birmingham).

The **Development Engagement Lab** (Aid Attitudes Tracker Phase 2) has three goals:

1. Co-production of an evidence base for development campaigning
2. Enabling collaboration across the sector
3. Increasing advocacy capacity through the sharing of research and strategic insights

You can find out more information about DEL research at www.developmentcompass.org, follow us on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab) or by contacting del@ucl.ac.uk.

Citation: Hudson, D., Hudson J. & Morini, P. 2019. *Introducing the new Development Engagement Lab Segmentation*. London: Development Engagement Lab.

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