



DEL DASHBOARD FRANCE OCTOBER 2023

/ Dashboard #11
// October 2023
/// www.developmentcompass.org
[@DevEngageLab](https://twitter.com/DevEngageLab)

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DATA

The data for this deck come from the DEL Tracker (n=6,028). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 19th September - 19th October 2023.

USE

DEL data and analysis are a public good and can be used and shared with the appropriate citation.

CITATION

Morini, P. 2023. *DEL Dashboard – France October 2023*. London: Development Engagement Lab.

DEL DASHBOARDS

You can find DEL Dashboards on Development Compass:
<https://developmentcompass.org/topics/del-tracker>

THREE KEY CHANGES SINCE JUNE 2023



46%

↓ -8%*

say they care about climate change, the environment, biodiversity and pollution

October sees a significant fall in the percentage (-8%pp) of people who say they care about climate change and the environment. Concern for the issue falls below the 50% line against a significant increase in respondents who care about immigration and migration.



19%

↓ -6%*

purchased or boycotted products related to global poverty and development

The percentage of French respondents who have purchased or boycotted goods in related to global poverty has fallen 6 percentage points to 19%.



60%

↓ -4%*

think we should keep or increase our current aid budget in France

The trend in falling support for development aid spending in France continues. 6 in 10 respondents say they want to increase or keep the aid budget at current levels, down 4 percentage points from June 2023. This is the lowest since DEL began tracking in Sept 2019.

READING THE DEL DASHBOARD



This icon is used when there is an upward change since the last data point. An asterisk indicates the change is statistically significant.

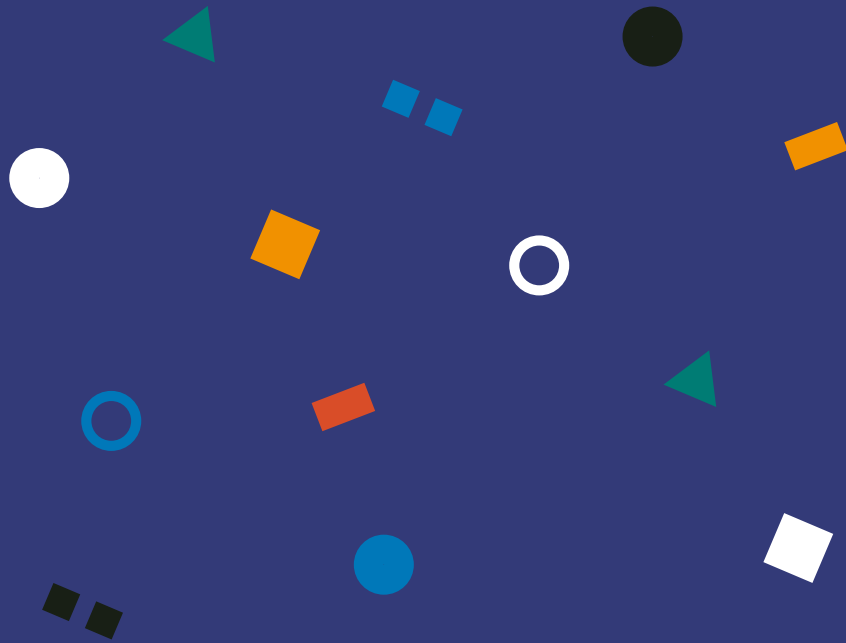


This icon is used when there is a downward change since the last data point. An asterisk indicates the change is statistically significant.



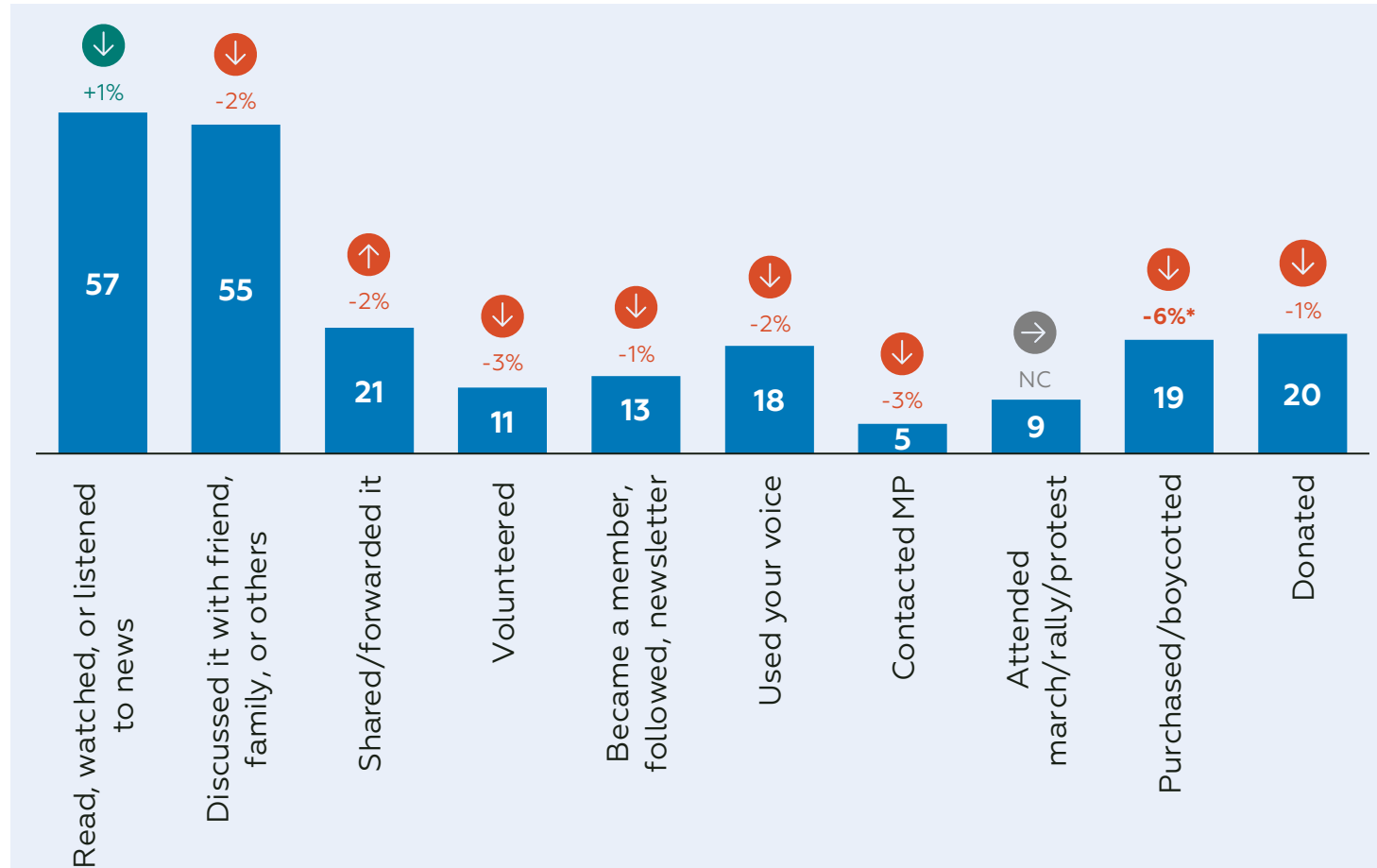
This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.

BEHAVIOURAL ENGAGEMENT



Tracking the French
public's engagement with
global poverty and
sustainable development
through their actions

ENGAGEMENT BATTERY – OCTOBER 2023



DEL’s behavioural engagement battery shows little change since June 2023, save for a 6 percentage point decrease in respondents who say they have purchased or boycotted goods related to global poverty.

Most indicators are negative, albeit not statistically so.

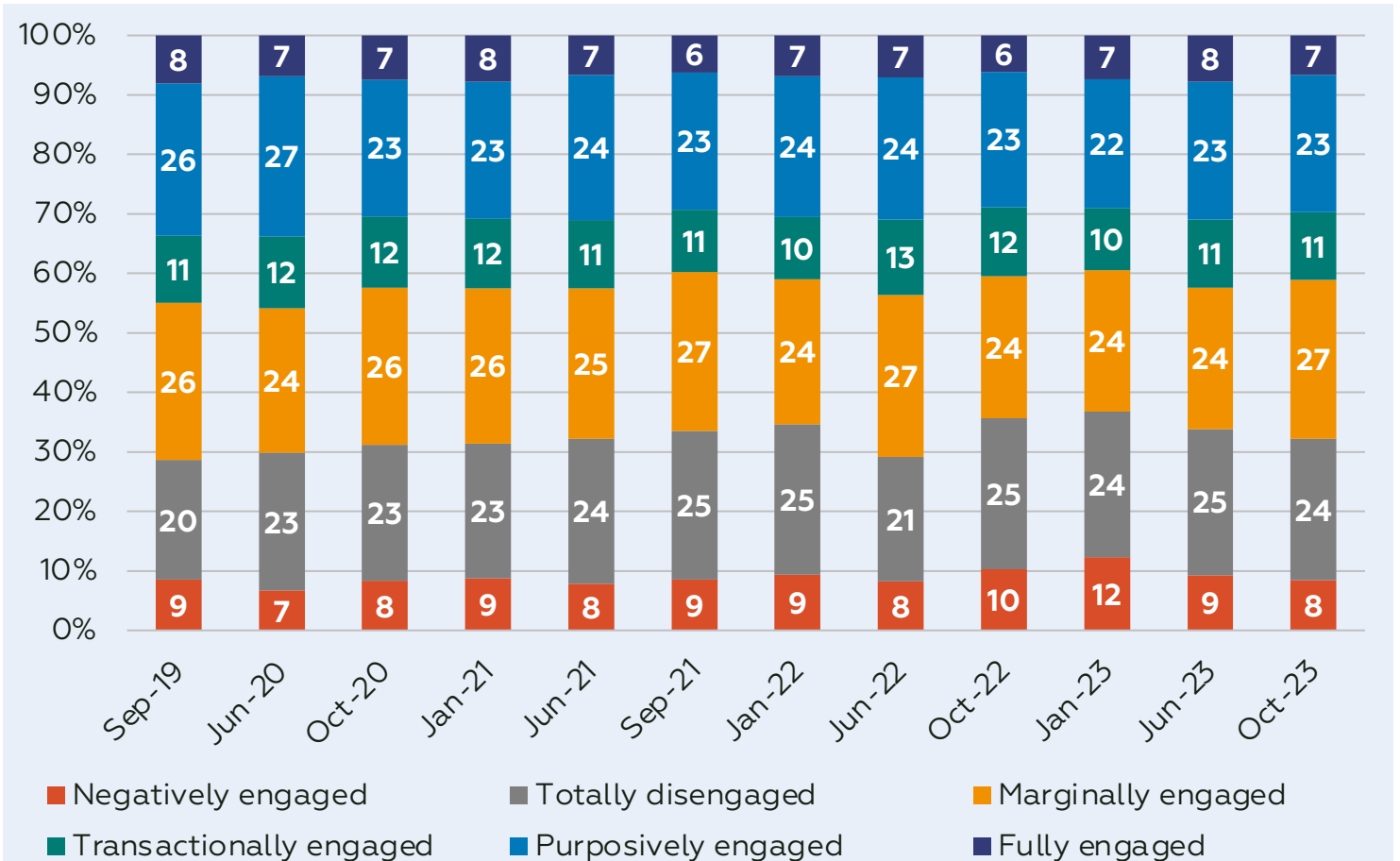
Question: Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months? (% who have taken each action)

Sample size n=6,028 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep - 19 Oct 2023 | Comparison to Jun 2023

DEL SEGMENTATION - OCTOBER 2023

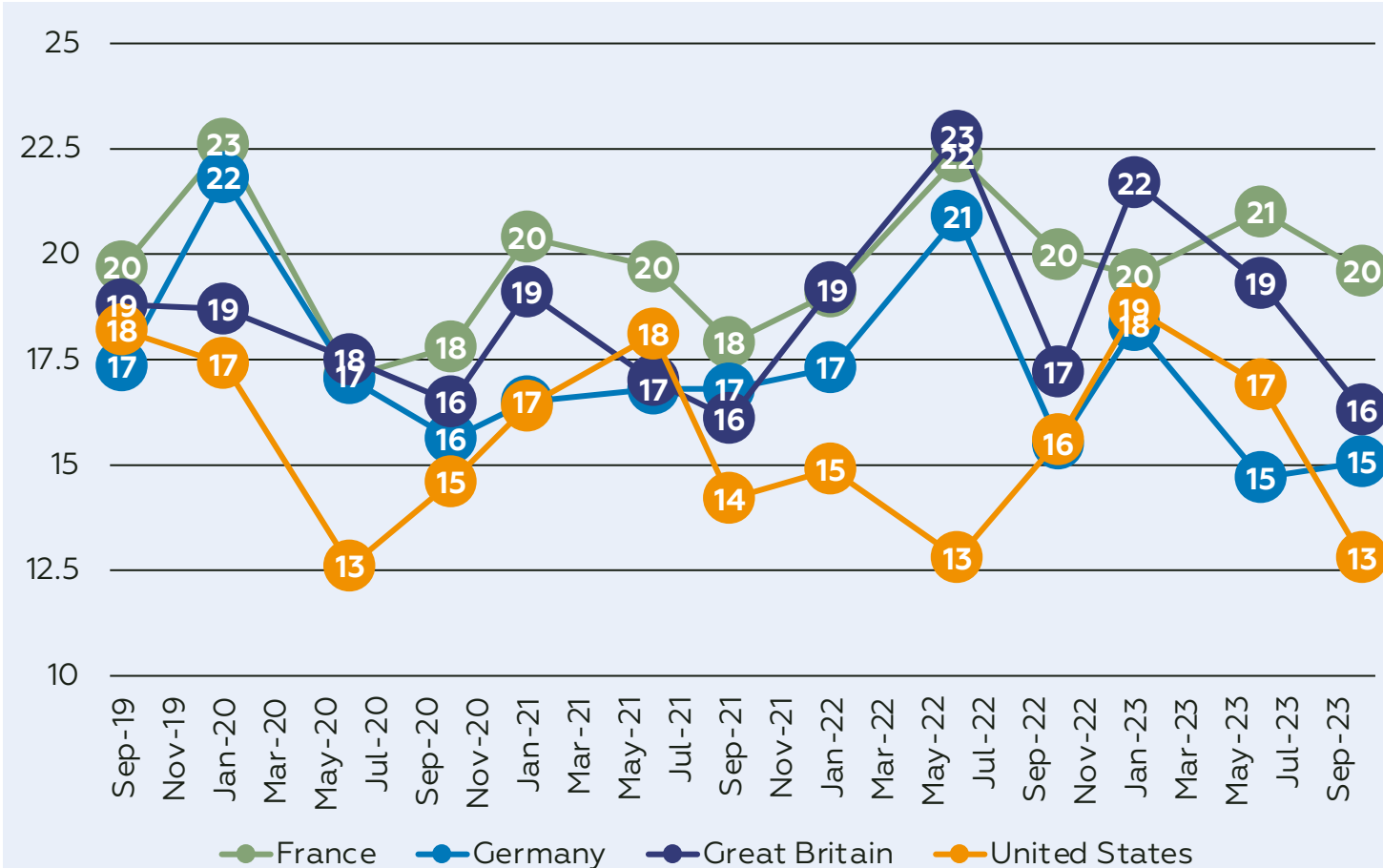
Segment	Change since Jan 2023
Negatively engaged	→ NC
Totally disengaged	→ NC
Marginally engaged	↑ +5%*
Transactionally engaged	↓ -2%
Purposively engaged	↓ -2%
Fully engaged	↓ -1%

The key change since June 2023 is a 5 percentage point increase in the Marginally Engaged audience group, now at 27%, and still the largest group in France. There have not been significant changes in other audience groups, but the increase in the Marginally Engaged has come at the expense of losing people in the more engaged groups.



The Development Engagement Lab Engagement Segmentation (proportion of respondents in each group)
 Sample size n=6,028 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep - 19 Oct 2023 | Comparison to Jun 2023

TRENDS IN DONATIONS - 2019/2023




20%
↓ -1%

have donated to a global poverty charity in the past 12 months in France

The percentage of respondents who donated to a global poverty charity in the past 12 months has fallen in three out of four DEL countries.

Donations in France have dropped by 1pp, while in Germany donations are flat at 15%. In GB, just 16% of respondents said they had donated in the past 12 months.

The biggest decrease in donors is in the U.S., a fall of 4pp to 13%.

Question: Thinking about global poverty and development, have you donated money to an international NGO or charity working on the issue in the past 12 months? (% who donated)

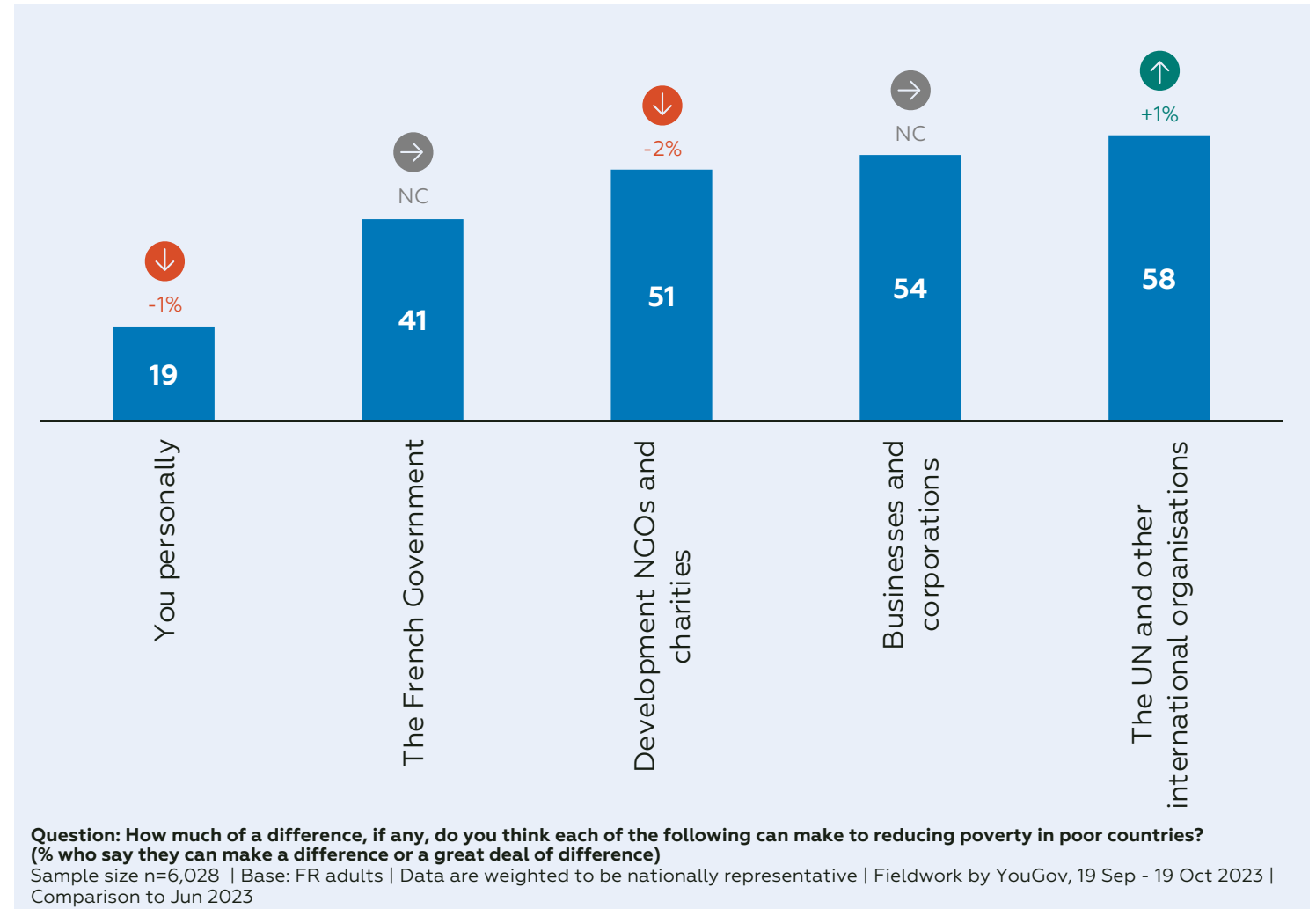
Sample size n=6,028 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep - 19 Oct 2023 | Comparison to Jun 2023

EFFICACY BATTERY – OCTOBER 2023

The perceived efficacy battery – e.g. ability to reduce poverty in poor countries – has not changed significantly since June 2023.

The perceived efficacy of development NGOs and charities fell 2 percentage points, but this is not a statistically significant change.

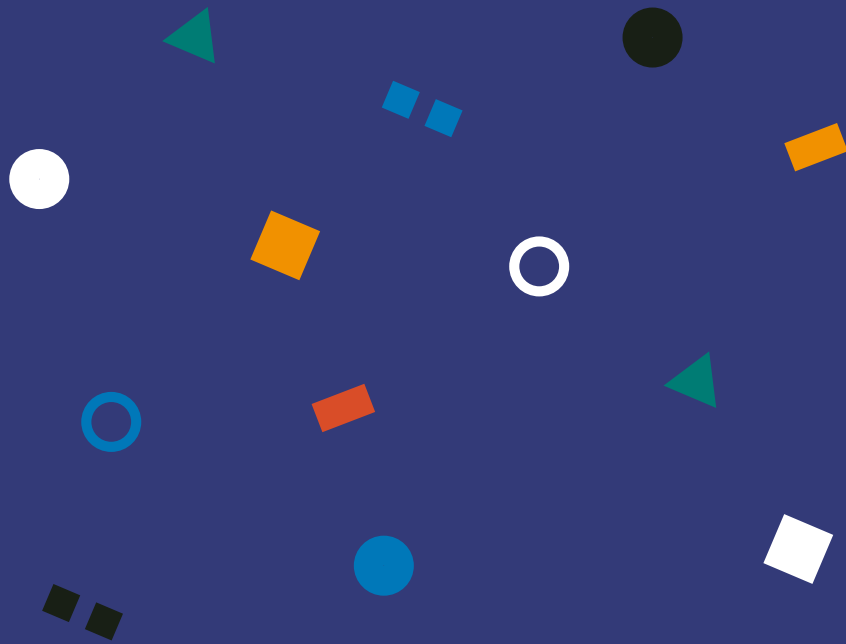
While personal efficacy has fallen 1%pp, the gap between perceived personal and institutional capacities to make a difference to poverty in poor countries remains wide and has not changed meaningfully since DEL began tracking in Sept 2019.



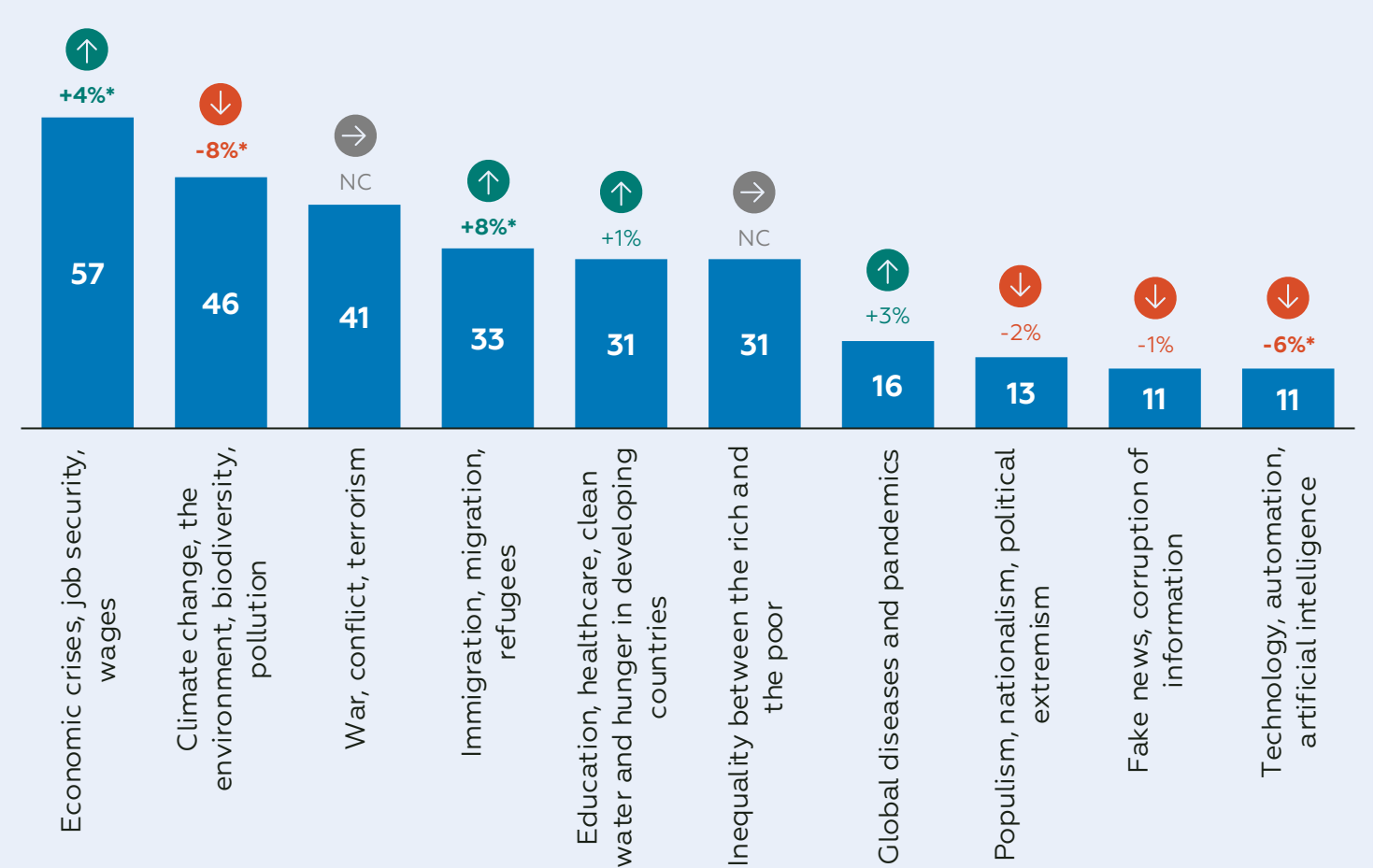
ATTITUDINAL ENGAGEMENT



Tracking public opinion on
global issues, global poverty,
and sustainable development
in France



MOST IMPORTANT ISSUES – OCTOBER 2023



As in Germany, we have seen a significant drop in the percentage of respondents who say they care about climate change and the environment (-8%pp) and a significant increase (+8%pp) in those who say they are concerned about immigration, migration and refugees.

Concern about economic crises, job security and wages increased by 4 percentage points, while concern for technology, automation and AI decreased 6 percentage points.

Despite the crises in Israel and Palestine, we saw no significant increase in concern for war, conflict and terrorism.

Question: Thinking about the issues below, which of the following do you personally care about? (% who select issue of concern)
 Sample size n=6,028 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 19 Sep - 19 Oct 2023 | Comparison to Jun 2023

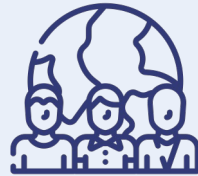
ATTITUDES AND PUBLIC OPINION – OCTOBER 2023



10%

↓ -1%

know what the Sustainable Development Goals are



46%

↑ +1%

think France should do more to reach the SDG objectives by 2030



48%

→ NC

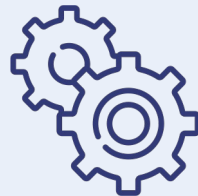
are concerned or very concerned about levels poverty in poor countries



28%

↑ +1%

think that we should give some aid, or give it generously



26%

↑ +2%

think development aid is effective or very effective



37%

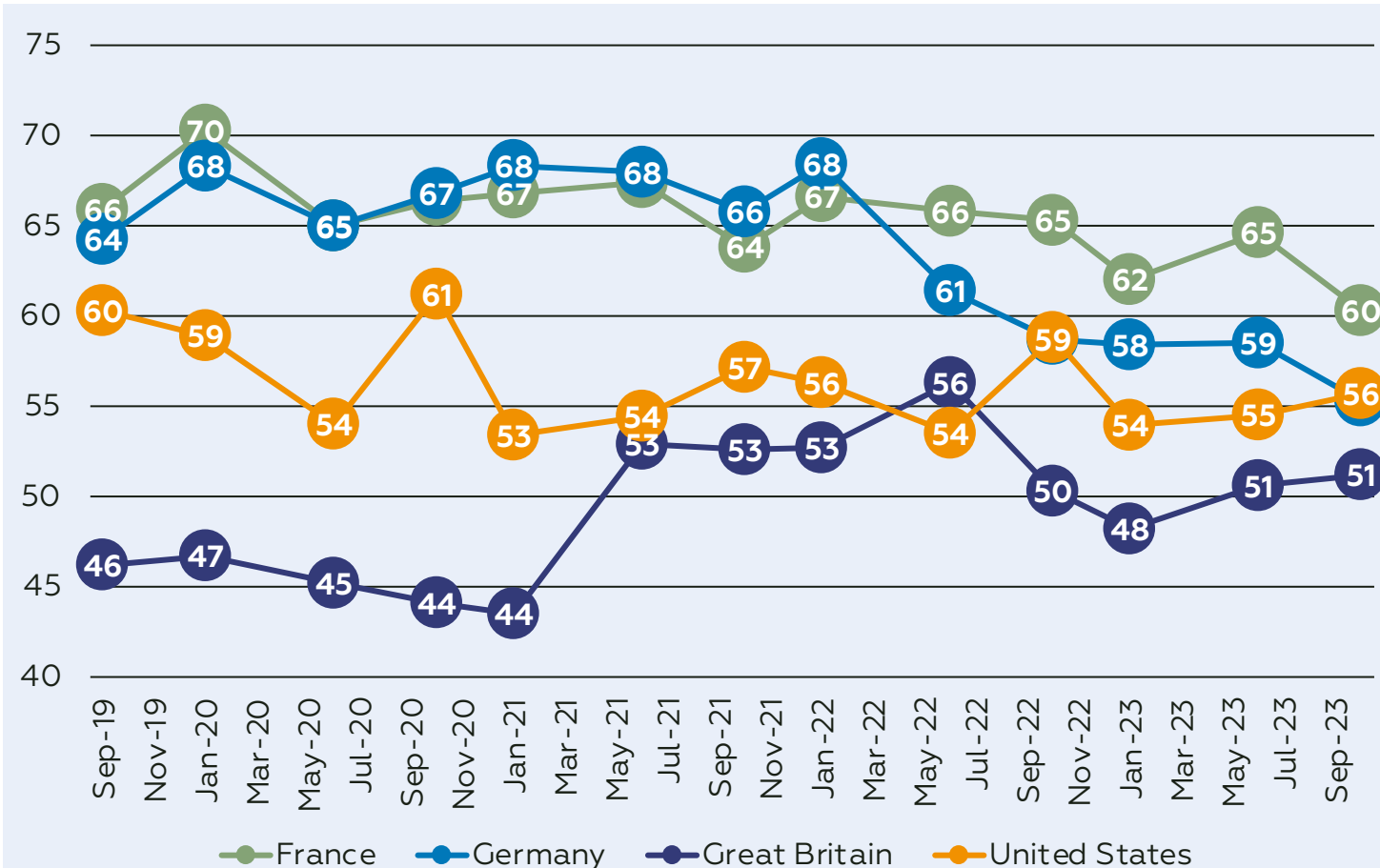
↓ -4%

think France should help people fleeing countries in the Mediterranean


Question listed in each box

Sample size n=6,028 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 19 Sep - 19 Oct 2023 | Comparison to October 2022

TRENDS IN AID SUPPORT - 2019/2023



Question: Sur les 2500 milliards d'euros de son Produit Intérieur Brut (PIB) total, le Gouvernement français consacre actuellement 0,52 % (soit 13 milliards d'euros) à l'aide internationale pour les pays en voie de développement. Pensez-vous que le Gouvernement devrait augmenter ou diminuer le budget qu'il consacre à l'aide internationale pour les pays en voie de développement ?
 Sample size n=6,028 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 19 Sep - 19 Oct 2023 | Comparison to Jan 2023



60%
 ↓ -4%*

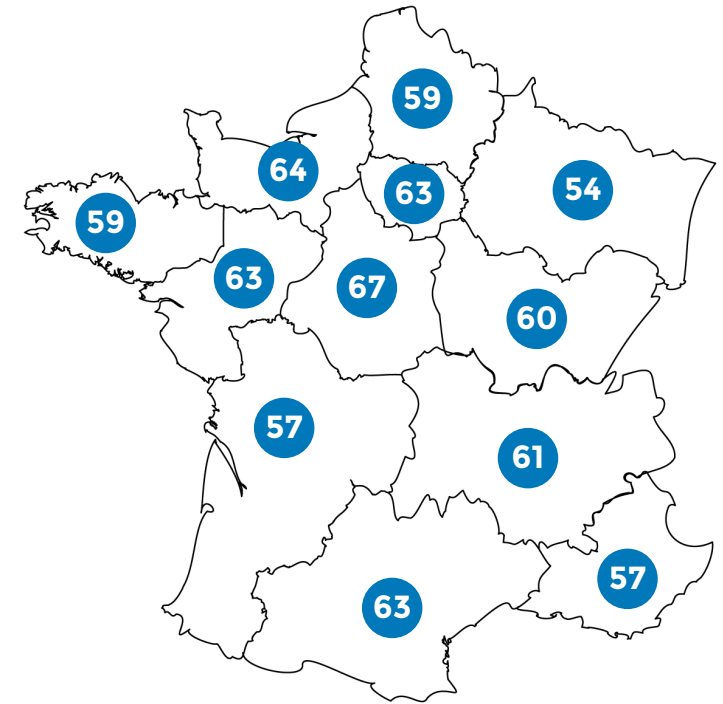
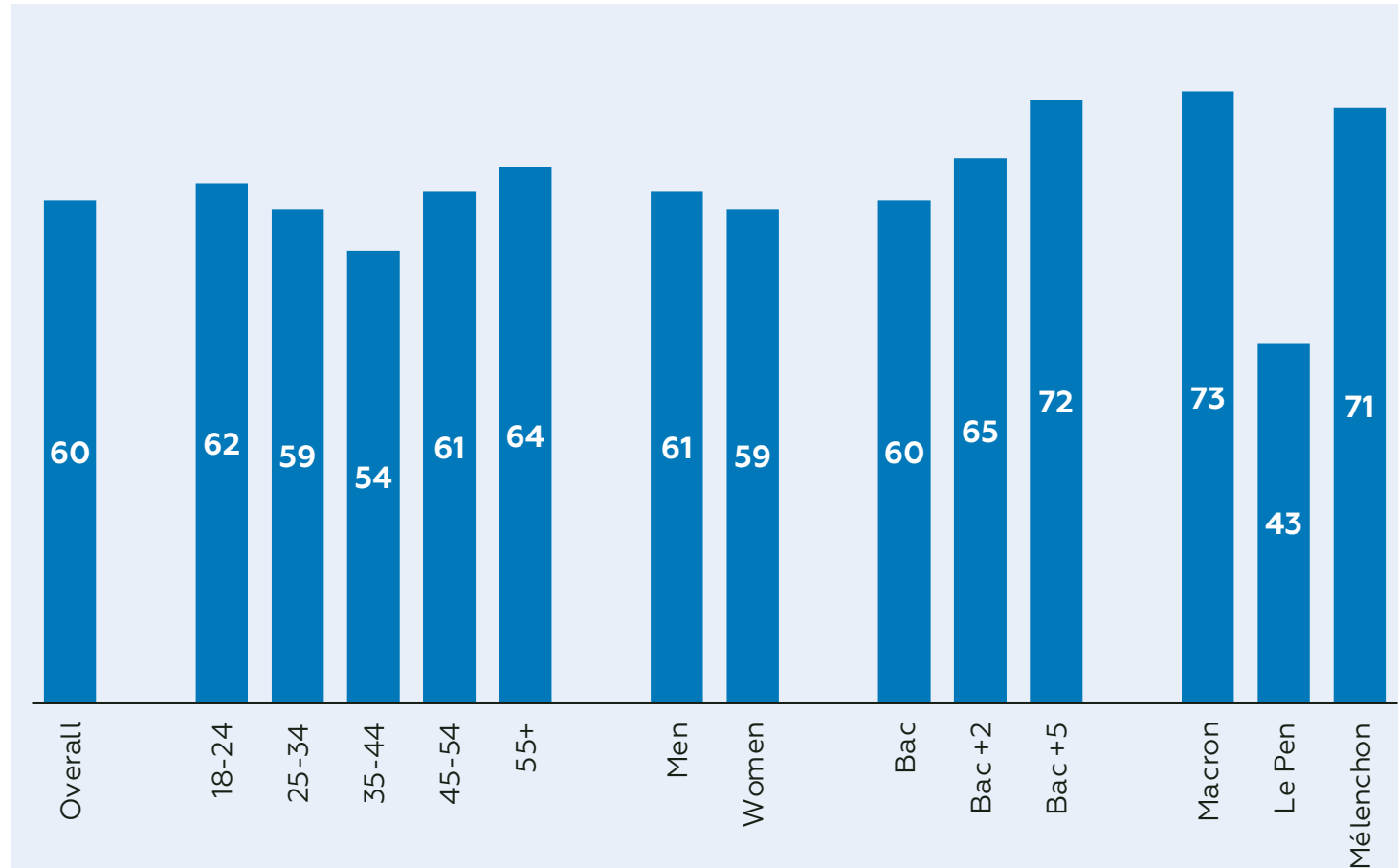
think we should keep or increase our current aid budget in France

France's downward trend in support continues: 60% say they want to increase or keep the aid budget the same, down from a high of 70% in Jan of 2020.

Support for development cooperation in Germany stands at 55%; significantly lower than the high of 68%.

In Britain, support for aid remained constant at 51%, and support increased by 1% in the U.S.

WHO SUPPORTS DEVELOPMENT AID?



Question: Sur les 2500 milliards d'euros de son Produit Intérieur Brut (PIB) total, le Gouvernement français consacre actuellement 0,52 % (soit 13 milliards d'euros) à l'aide internationale pour les pays en voie de développement. Pensez-vous que le Gouvernement devrait augmenter ou diminuer le budget qu'il consacre à l'aide internationale pour les pays en voie de développement ?

Sample size n=6,028 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 30 May - 2 Jun 2023





UNIVERSITY OF
BIRMINGHAM

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.

Cover photo: [Manzur Alam](#) on [Unsplash](#)