DEVELOPMENT ENGAGEMENT LAB

GLOBAL POVERTY & DEVELOPMENT: MEDIA CONSUMPTION IN FRANCE

/ 18 December 2020

// Final Report

/// @DevEngageLab
www.developmentcompass.org

Paolo Morini
David Hudson
Jennifer Hudson

HOW TO READ THIS REPORT

- Where does the French public get their news and information from? What are their key 'touchpoints' when it comes to global development issues?
- The first half of this deck reports the topline findings from our bespoke media survey on the French public's media consumption, attitudes and practices. It reports data in the aggregate and independent of attitudes or engagement with global poverty.
- The second half of the deck looks at three key audiences for development organisations – core supporters, neighboring issue non-supporters, centre-right on the fencers – and profiles their top media sources, top brands and charities, interests, who they follow, and their socio-demographic profile. These profiles are intended to help organisations understand and find audiences of interest.

BACKGROUND

- This research stemmed from conversations with development organizations who wanted to better understand how the French public use and consume different media
- The research was conducted as part of the Aid Attitudes Tracker (AAT)/Development Engagement Lab (DEL) project in collaboration with Focus2030 and French Partner organisations who contributed to the design of the instrument through two workshops
- The insights presented here come from two principal data sources
  - 1. AAT Media Consumption Survey, fieldwork by YouGov, January - March 2020
  - 2. AAT Wave 10 Panel Survey, fieldwork by YouGov, June 2018

CONTENTS - SUMMARY

1. Key insights (6)
2. Topline findings (12)
3. Attitudes towards media (18)
4. Media consumption (24)
   - Social media
   - Newspapers
   - Television
   - Radio
5. Touchpoints with development and aid (54)
6. Media consumption by target audience groups (66)
   - Core supporters
   - Marginally engaged sceptics
   - Informed but inactive
   - Cosmopolitan non-supporters

CONTENTS - DETAILED

- Section 1 provides a summary overview of key insights
- Sections 2 – 4 of this deck report topline findings from our bespoke media consumption survey for all respondents
  - These findings present an overview of how the French public use different media platforms, how they use them, and their attitudes on key issues
  - With few exceptions, these questions are not linked to poverty and development and represents general media behaviour
- Section 5 looks at touchpoints with global poverty
- Section 6 is the 'go to' section for understanding the three key audience groups and *where to find them*
  - Demographic profile
  - Top interest & activities
  - Most used TV, newspaper & radio
  - Media footprints
  - Over/under indexing

1. KEY INSIGHTS

Summary of key insights from the AAT media wave survey

KEY INSIGHTS 1 – NATIONAL & INTERNATIONAL NEWS

- Television is the French public's top source for national and international news
- Television occupies the top three ways to engage with the news; other platforms – e.g. social media and newspapers rank far lower
- Most respondents spend between 30-60 minutes per day consuming news
- When engaging with news, respondents prefer a mix of online and offline content
- Just 29% of respondents say they are somewhat likely to share content

KEY INSIGHTS 2 – MEDIA ATTITUDES

- Trust in the media is low: 32% of French respondents say the trust the media ‘somewhat’
- The public want the media to hold those in power to account, reflect the views of the whole of society, and expose people to different opinions
- The public is sceptical about the media they consume
  - Just 29% say most of the information they receive from the media is accurate
- Sad, discontent and angry are the top three feelings respondents say characterizes their feelings on media reporting on global poverty

KEY INSIGHTS 3 – SOCIAL MEDIA

- Facebook is king: 66% of respondents say they use Facebook; when asked about which social media platform they use the most, Facebook again comes top of the list
- The French public are very active on social media platforms with usage at more than 10x per day
- When engaging with social media, the public are more likely to ‘click on’ or ‘look at’ content they consume; they are less like to ‘share’ or ‘comment’
- 42% of the French public have signed an online petition in the past 12 months and Change.org is the most popular platform

KEY INSIGHTS 4 – TV, NEWSPAPERS & RADIO

- TFI, M6, and France 2 are the most popular television channels
- There is a wide range of newspapers read by the French public, but more than a third say they do not read a newspaper
- Regional newspapers are the most frequently read newspapers
- French, world and European news are the most popular sections of newspapers
- RTL, NJR, and Nostalgie are the most popular radio stations for the French public

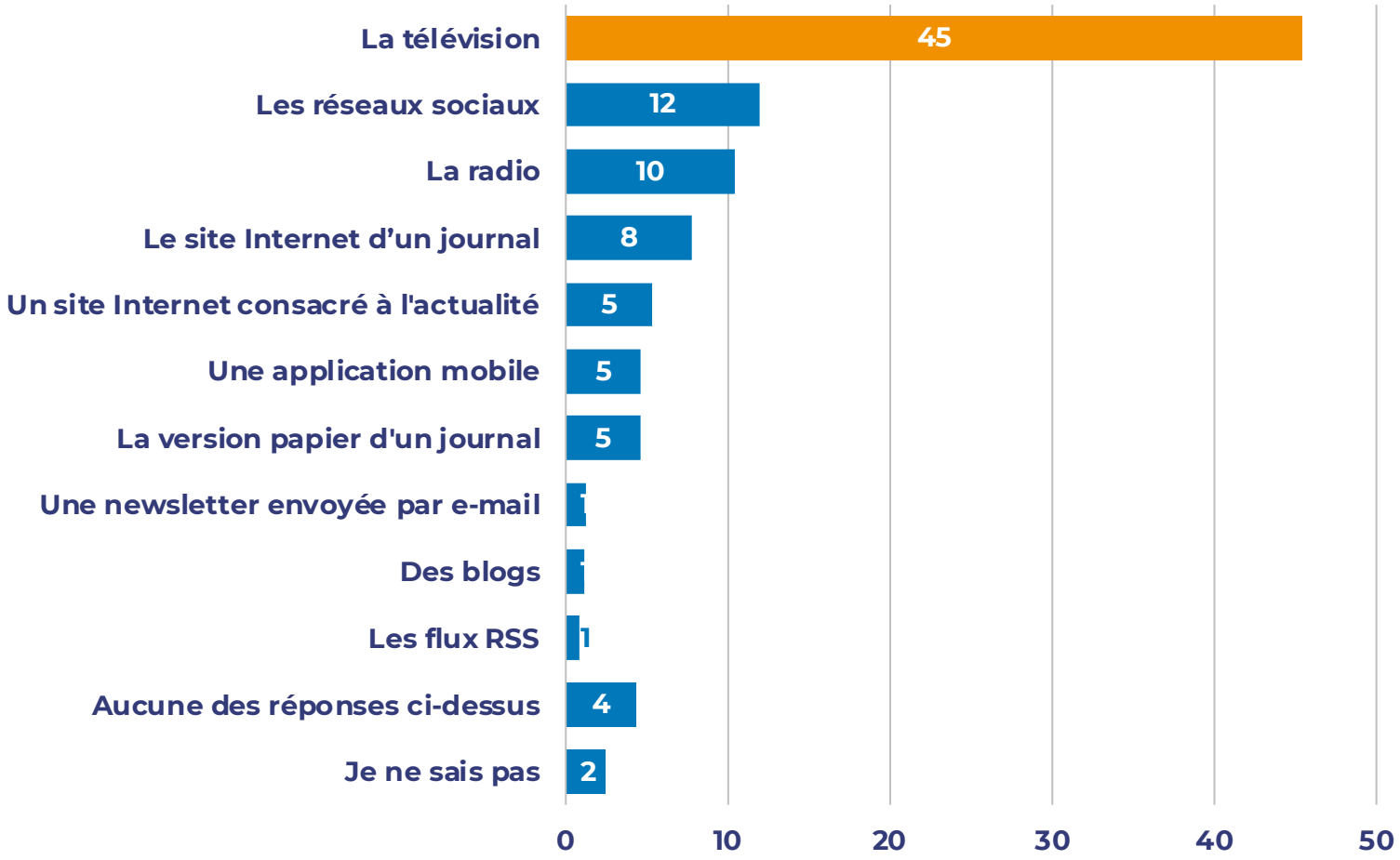
KEY INSIGHTS 5 – TOUCHPOINTS WITH GLOBAL POVERTY

- The public are most likely to hear about global poverty in the context of migration/refugees and war/conflict
- The public prefer to get information about global poverty from news and reports; there is little desire to see it included in other TV formats
- More than 1/3rd of respondents interact with organisations by liking, commenting or sharing their content
- Just 18% of respondents say people who they follow on social media share content on global poverty and development

2. TOPLINE FINDINGS

Top news sources of news, preferences for national news, and online/offline preferences

TELEVISION IS THE TOP SOURCE FOR INTERNATIONAL NEWS FOR THE FRENCH PUBLIC

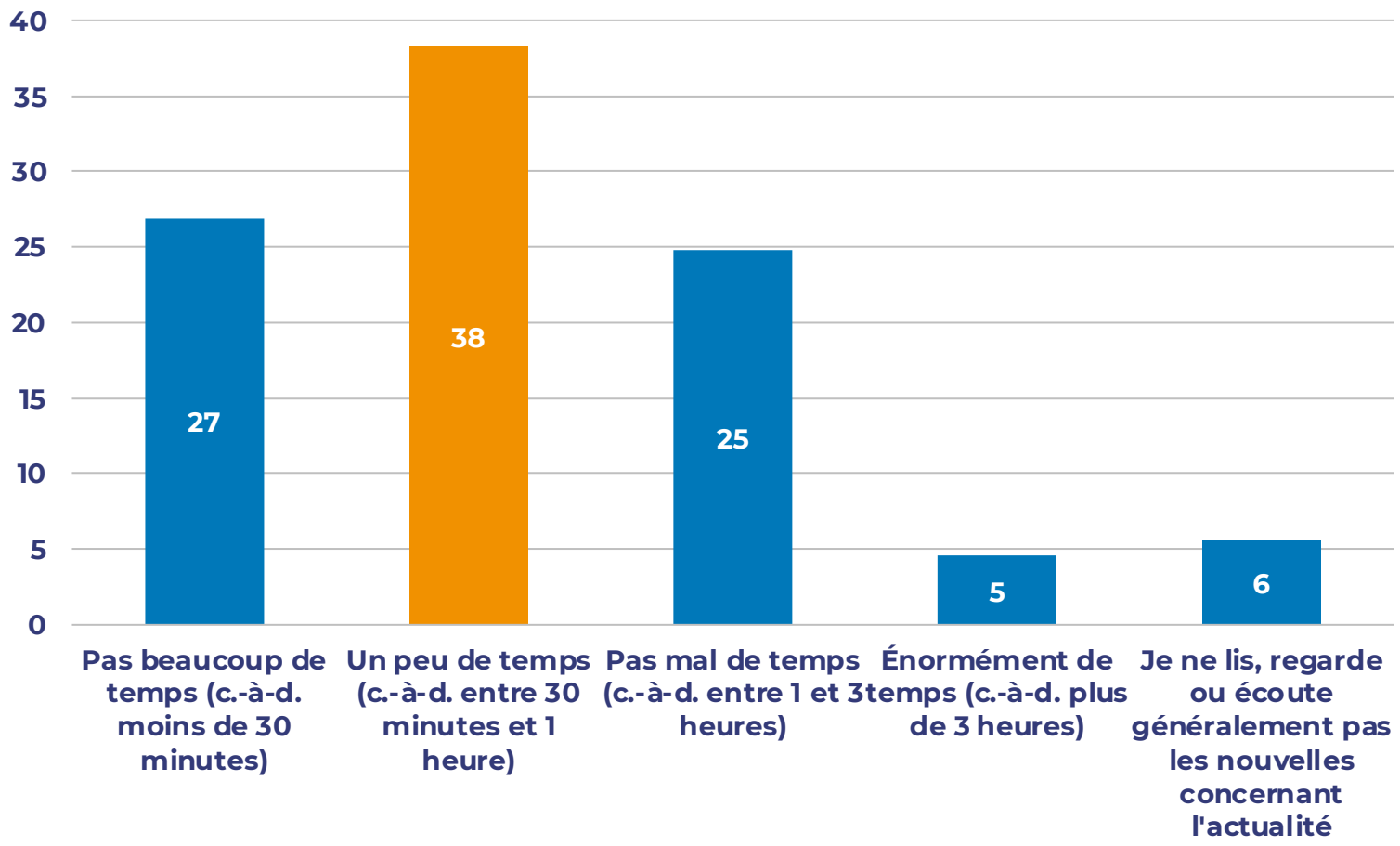


45% of the French public said that television is their top source for international news. Following some way behind is social networks (12%), radio (10%), and a newspaper's website (8%).

Websites dedicated to news that are not associated with a newspaper, a mobile app, and the paper version of newspaper are each at 5%. Newsletters, blogs, and RSS feeds are much less popular choices for accessing the news for the French public.

Question: Parmi les propositions suivantes, quelle est votre principale source d'information sur les actualités internationales
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

38% OF RESPONDENTS SAID ON A TYPICAL DAY THEY SPEND BETWEEN 30-60 MINUTES ENGAGING WITH NATIONAL OR INTERNATIONAL NEWS



On balance, French citizens spend a significant amount of time engaging with the news.

More than 1/3 of respondents said they spend between 30-60 minutes per day reading, watching or listening to the news. A quarter of respondents said they spend between 1-3 hours per day, with 5% indicating they spend more than 3 hours per day.

Just over a quarter of respondents (27%) engage minimally, 30 mins or less, on a typical day.

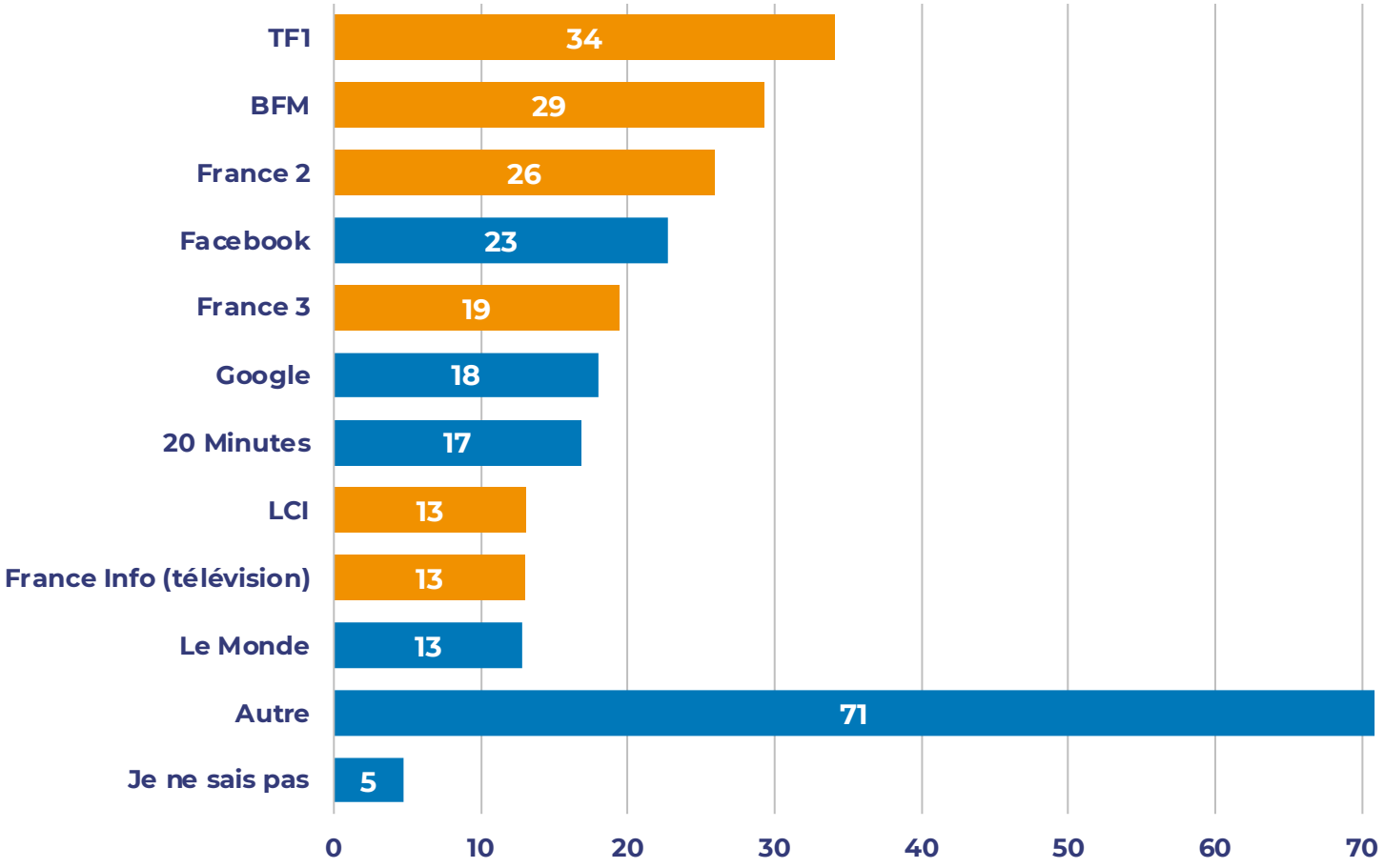
Question: Au cours d'une journée type, combien de temps environ consacrez-vous à lire/regarder/écouter l'actualité nationale ou internationale ?
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

TELEVISION IS THE PRIMARY PLATFORM THE PUBLIC USE TO KEEP UP TO DATE WITH NATIONAL & INTERNATIONAL NEWS

We showed respondents a list of 28 platforms and asked, which – if any – they use to keep up with national and international news. Television dominates the top spots. The top three platforms are: TFI (34%), BFM (29%), and France 2 (26%).

The first social media platform is Facebook (23%), followed by another television station France 3 (19%), and Google (18%).

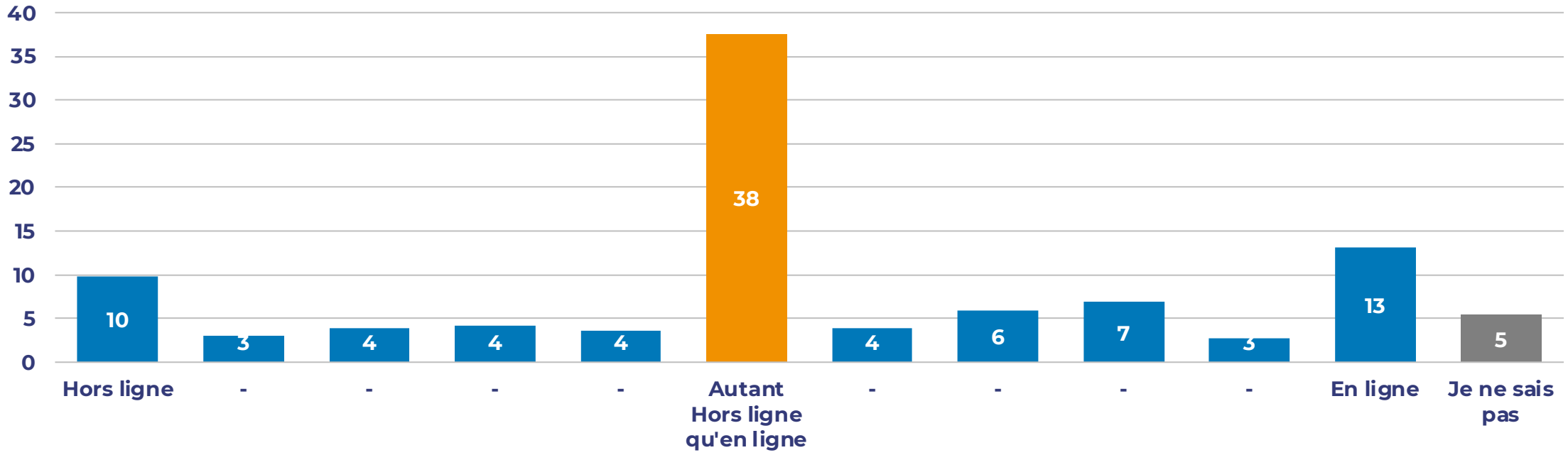
We combined options with smaller percentages in the 'Other' category. Details can be found in the supplemental tables.



Question: En pensant à la liste de plateformes ci-dessous, veuillez indiquer celles que vous utilisez, le cas échéant, pour vous tenir au courant de l'actualité nationale et internationale?

Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

38% OF RESPONDENTS PREFER A MIX OF ONLINE AND OFFLINE CONTENT

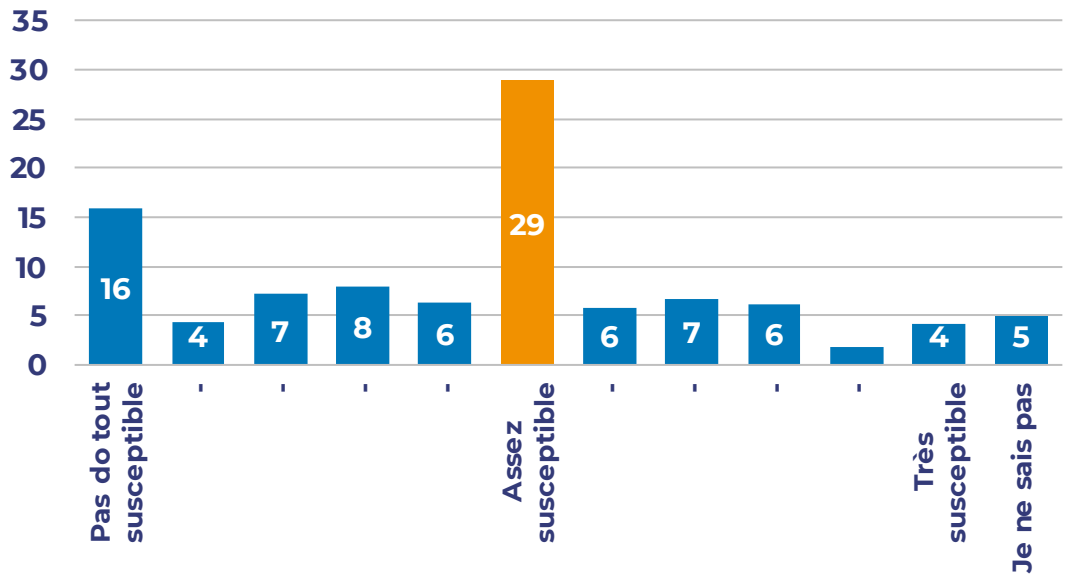


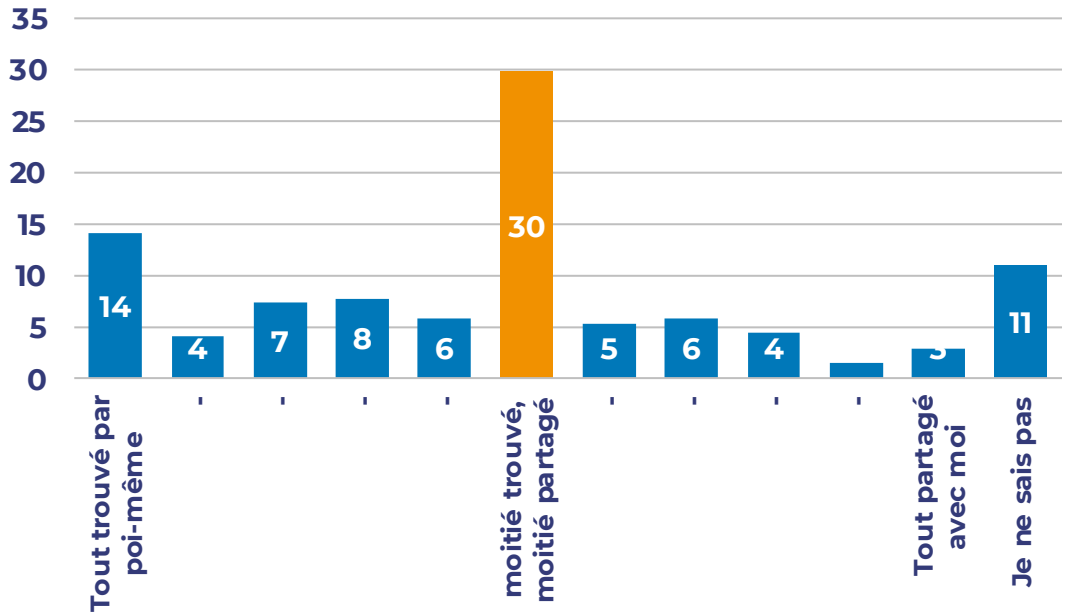
The public are balanced in their preferences to read, watch or listen to national or international news online or offline. Nearly 4 in 10 say they prefer a balance of offline and online content (38%).

At the extreme ends, 10% of respondents said the prefer offline content exclusively, and 13% said they prefer online content exclusively.

Question: De quelle manière préférez-vous lire, regarder ou écouter les actualités nationales ou internationales ?
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

29% OF RESPONDENTS SAY THEY ARE SOMEWHAT LIKELY TO SHARE CONTENT; 30% SAY THE CONTENT THEY CONSUME IS HALF SHARED WITH THEM, HALF SOURCED THEMSELVES





Content sharing is not evenly distributed: nearly 3 in 10 say they are somewhat likely to share, but far more lean towards not sharing information. 16% said they are not at all likely to share content. It is worth remembering that sharing content is done by a very small percentage of the public.

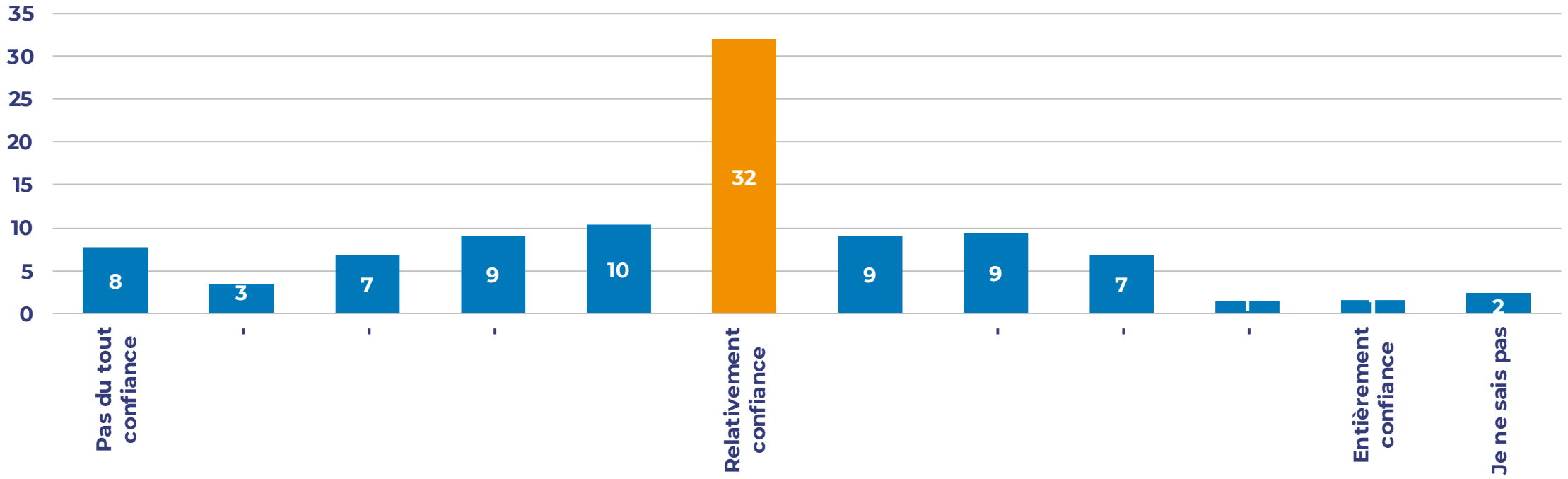
In terms of the provenance of content that the public read, 30% say half of it they find themselves, half of it is shared with them. However, 14% say all the content they read they find themselves and 25% lean towards finding their own content. This suggests that respondents are less active in seeking out content.

Question: (1) Au cours d'une journée type, dans quelle mesure, le cas échéant, êtes-vous susceptible de partager des informations consacrées aux actualités nationales ou internationales que vous lisez, regardez ou écoutez dans les médias (2) En pensant à une journée type, quelle part du contenu médiatique que vous lisez, regardez ou écoutez avez-vous trouvée par vous-même, et quelle part a été partagée avec vous ?
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

3. ATTITUDES TOWARDS MEDIA

Trust and the role of media, representativeness of views & feelings about how the media report global poverty

32% OF FRENCH RESPONDENTS SAY THE TRUST THE MEDIA 'SOMEWHAT'



Just under a third of respondents opted for the mid-point of saying that they trust the media somewhat (32%). However, on balance, people lean towards saying they distrust the media (37%). 29% of respondents lean towards trusting the media more than somewhat. Only 2% of respondents say that they had no trust at all.

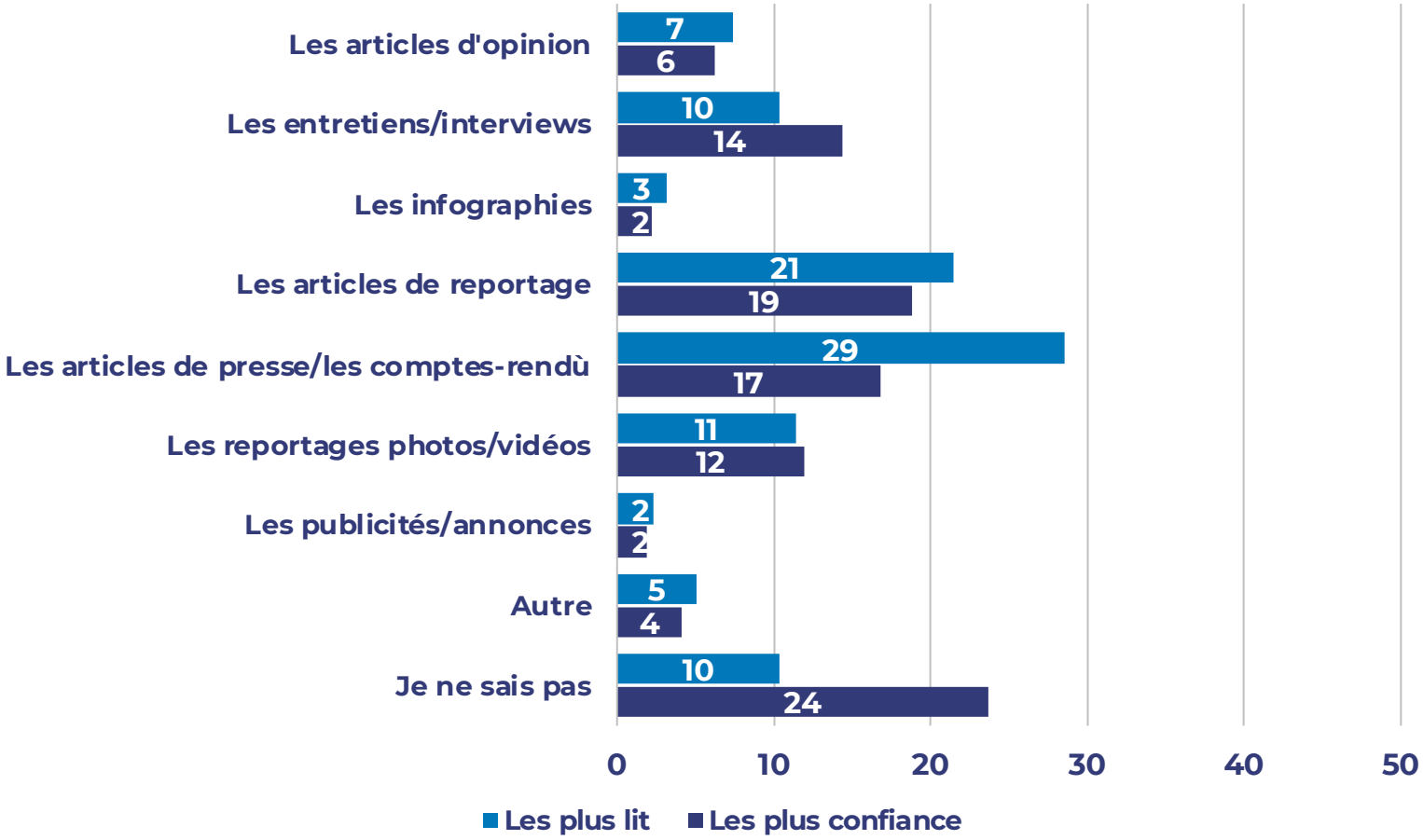
These findings indicate that while there is some mistrust, it may not be as deep rooted or intense across the wider French public.

Question: Globalement, dans quelle mesure faites-vous confiance aux médias ?
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

THE FRENCH PUBLIC ARE MOST LIKELY TO READ NEWS ARTICLES/REVIEWS, BUT THERE IS A GAP IN HOW MUCH THEY TRUST THEM

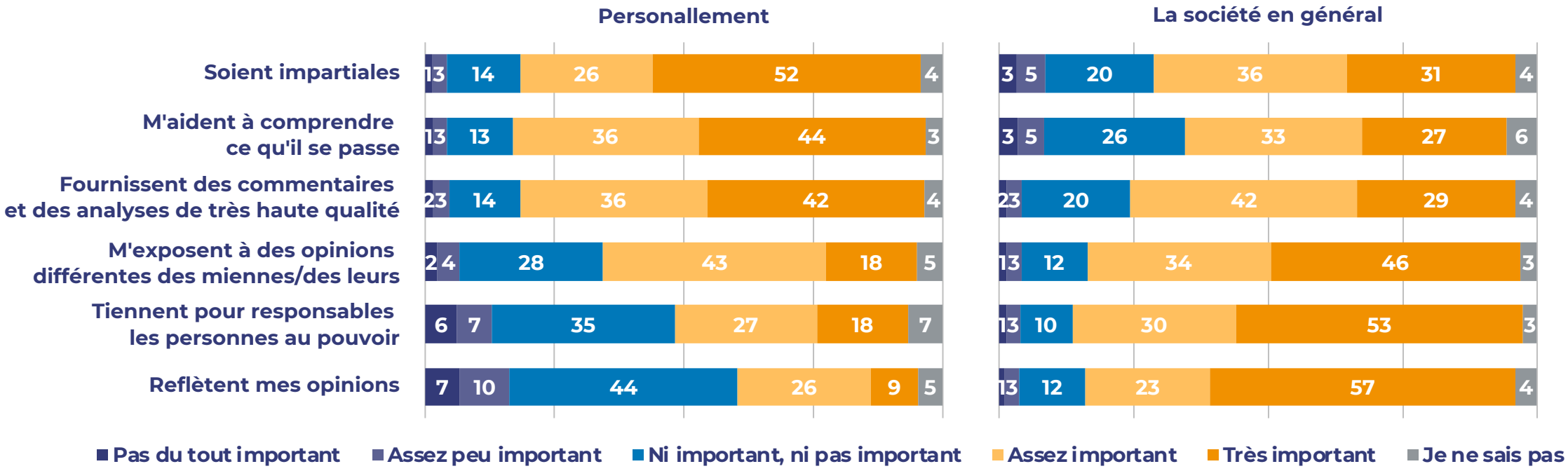
The public prefer to read news articles/reviews the most (29%) followed by report articles (21%), followed by photo/video reports (11%). They are least interested in infographics (3%) and advertisements (2%).

However, the public are more sceptical about what they read: although 29% read reviews the most, only 17% say they trust them. A significant percentage of respondents said 'Don't know' (24%) indicating less trust/certainty in what they read.



Question: (1) Quels types d'information lisez-vous le plus ? (2) Dans quels types d'information avez-vous le plus confiance ?
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

THE FRENCH HAVE DIFFERENT EXPECTATIONS OF THE MEDIA FOR THEMSELVES PERSONALLY AND FOR SOCIETY GENERALLY



The French public say it is (very) important to them personally to have an informative (80%), impartial (78%), and quality commentary and analysis (78%). It is less important for individuals that the media hold those to power to account (45%) ore reflect their own opinions (35%).

However, at the societal level, they think that the media should hold those in power to account (83%), reflect the views of the whole of society (80%), and expose people to different opinions (80%).

Question: Dans quelle mesure est-il important, le cas échéant, pour (vous personnellement/la société en général), que les sources d'information et de médias

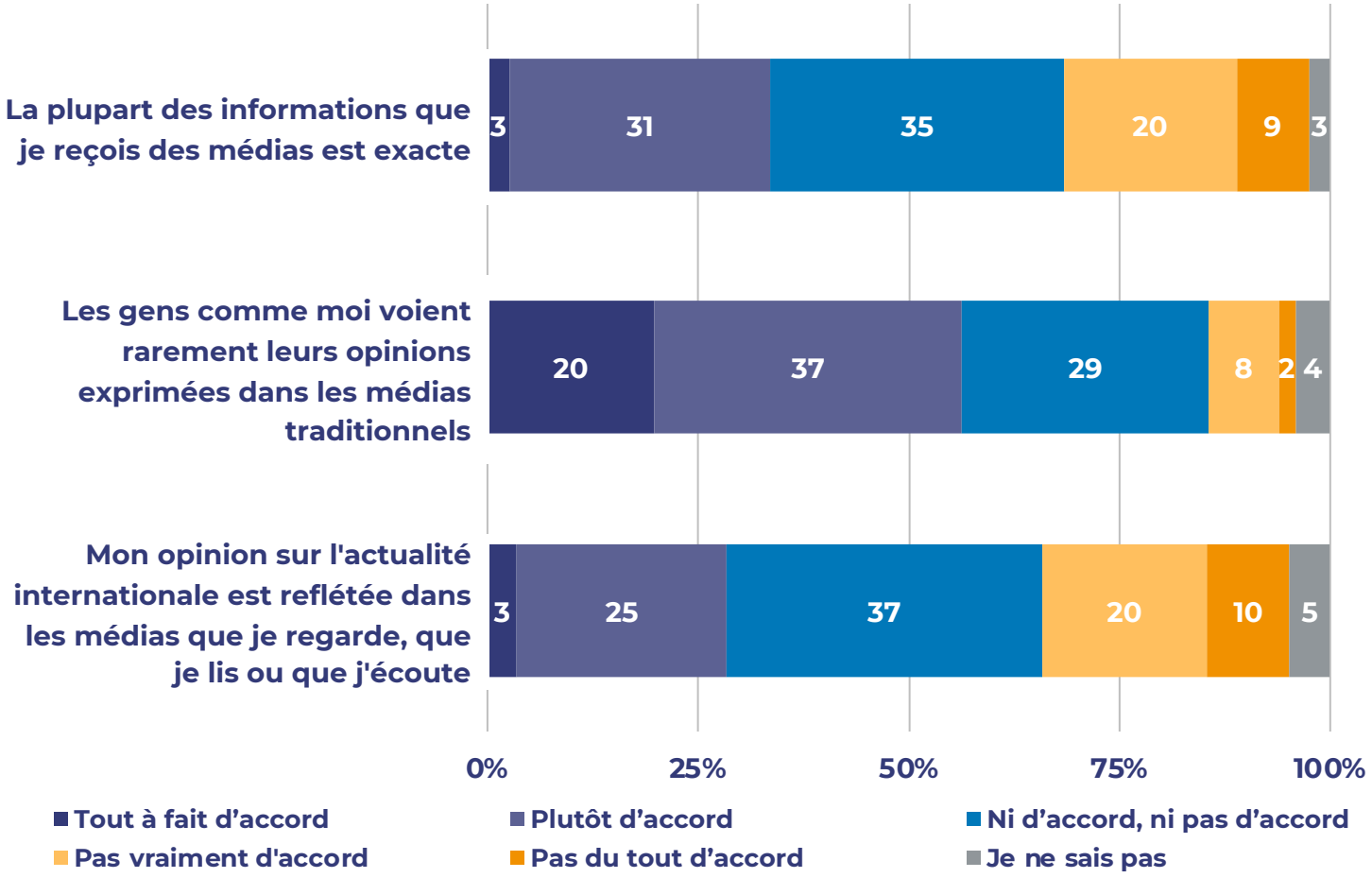
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

RESPONDENTS ARE SCEPTICAL OF THE ACCURACY OF THE INFORMATION THEY GET FROM THE MEDIA, BUT FEEL THEIR VIEWS ARE REPRESENTED

In general, people appear to be relatively sceptical about the media they consume – just 29% of respondents say most of the information they receive from the media is accurate.

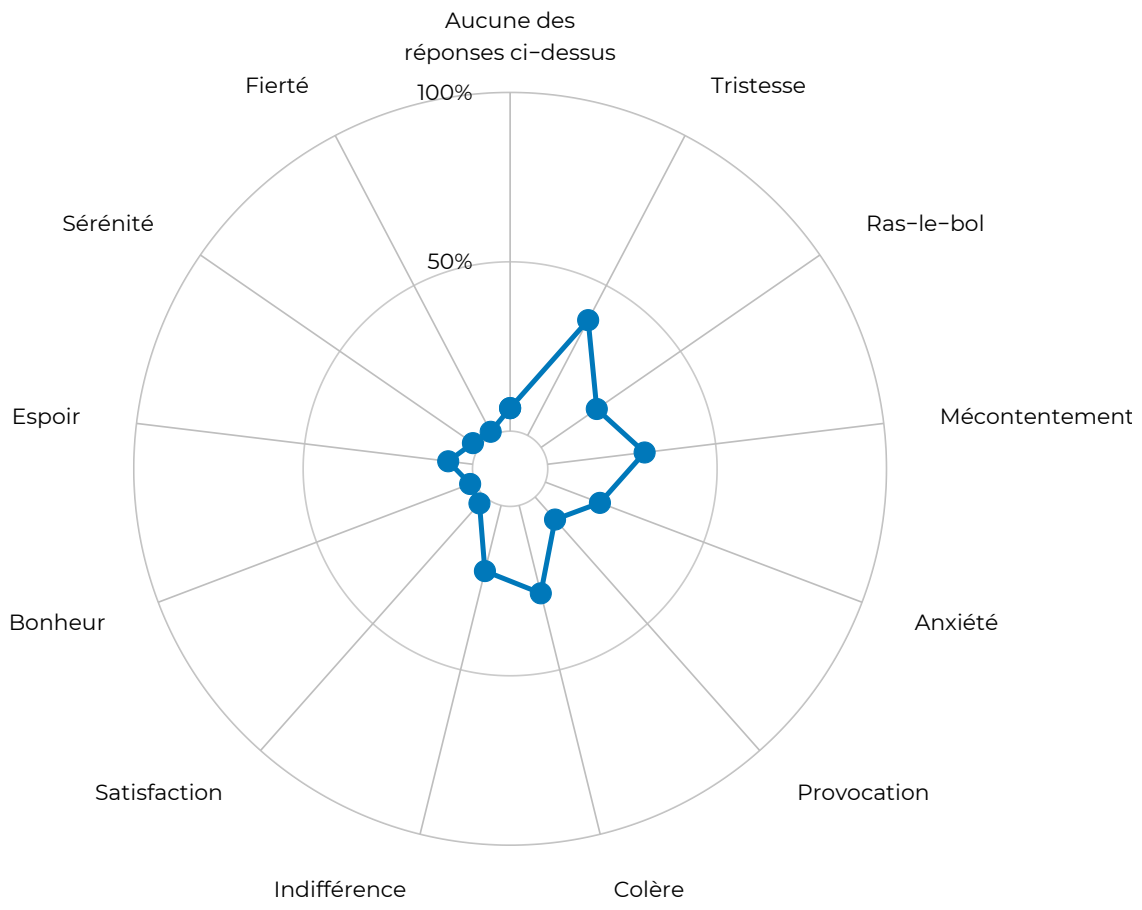
57% of respondents disagree with the statement that people like them rarely have their views reflected in the media, which suggests that most people feel they are being represented.

30% of respondents agree with the statement that their opinion of international news is reflected in the media they read, watch or listen to.



Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

THE PUBLIC HAVE VERY NEGATIVE FEELINGS FOR MEDIA REPORTING ON GLOBAL POVERTY



When asked to list up to four feelings that represent more positive and negative emotional states and more and less aroused states, it was striking that the most frequently mentioned feelings were sadness, discontent and anger. Sadness and discontent are negative and deactivated emotions; however, anger is a negative, but activated emotion.

This suggests an overall sense of fatigue, frustration, and despondency from viewers in terms of the content of such stories and the way in which they are being reported.

Question: Dans la liste suivante, veuillez sélectionner les mots qui décrivent le mieux votre sentiment vis-à-vis de la manière dont les médias rendent compte des problématiques de pauvreté à l'échelle mondiale.

Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

4. MEDIA CONSUMPTION

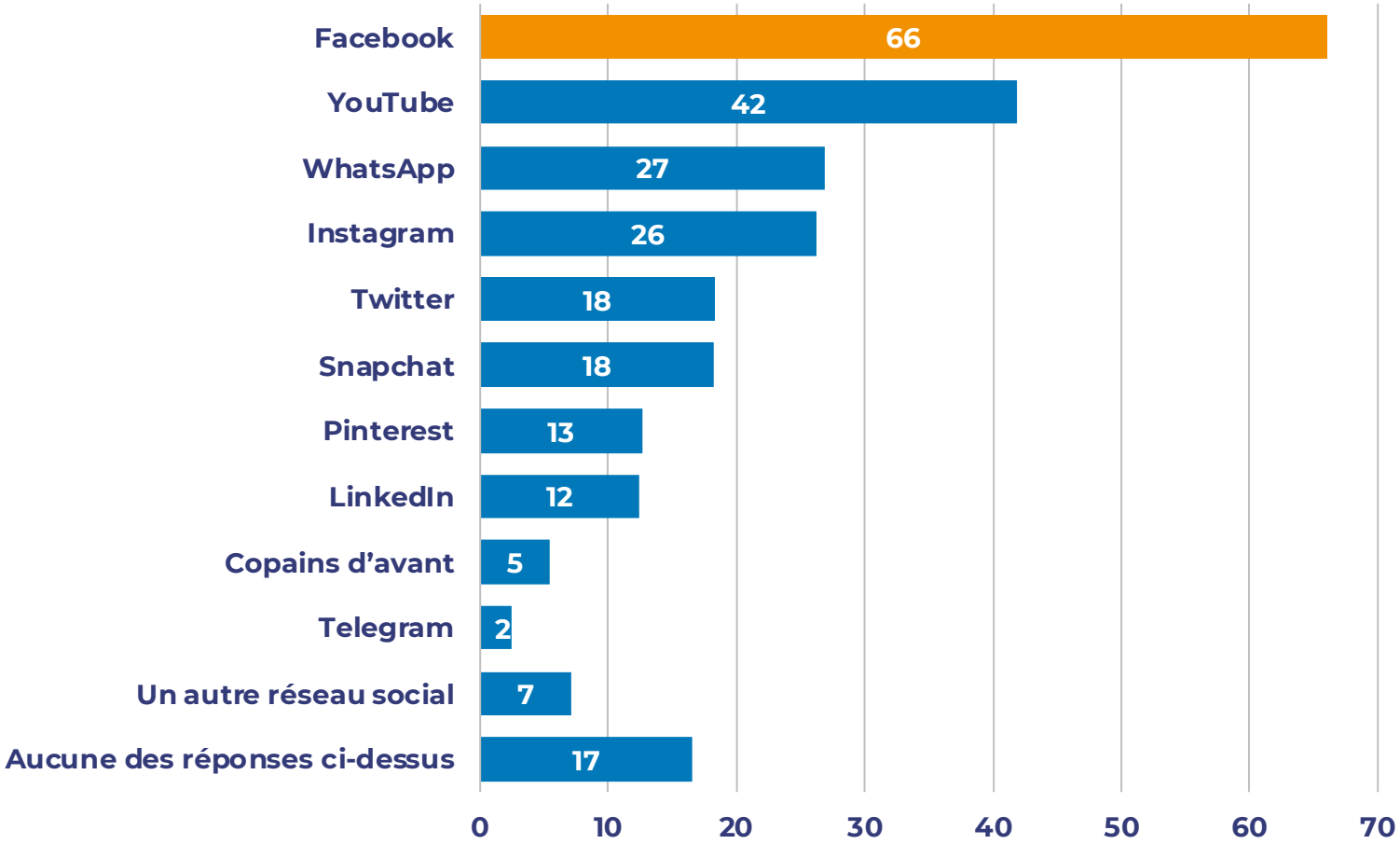
A deep dive into the public's engagement with media outlets

SOCIAL MEDIA

FACEBOOK IS USED BY 66% OF FRENCH RESPONDENTS

To get a sense of how respondents use different social media platforms, we asked them to indicate from a list of 13 any they use. Facebook is by far the most frequently used platform, with 66% of respondents saying they use the platform. This is followed by YouTube at 42%; WhatsApp at 27% and Instagram at 26%.

Interestingly 17% said they do not use any of the platforms in our list and 7% said they use another.



Question: Parmi les plateformes de réseaux sociaux suivantes, lesquelles utilisez-vous, le cas échéant ?
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

FACEBOOK IS STILL KING: IT IS THE MOST USED SOCIAL NETWORK PLATFORM WITH NEARLY 6 IN 10 SAYING THEY USE IT THE MOST

To get a sense of which social media platform they used the most, we took the list of platforms a respondent listed in the previous question and asked which they used the most?

Again, Facebook came out on top at 58% and all others followed in the same order as in the previous question. For the French public then, Facebook still is an important social media platform. Rumours of its demise or lessening popularity are not borne out by these data.

MOST USED SOCIAL NETWORKS

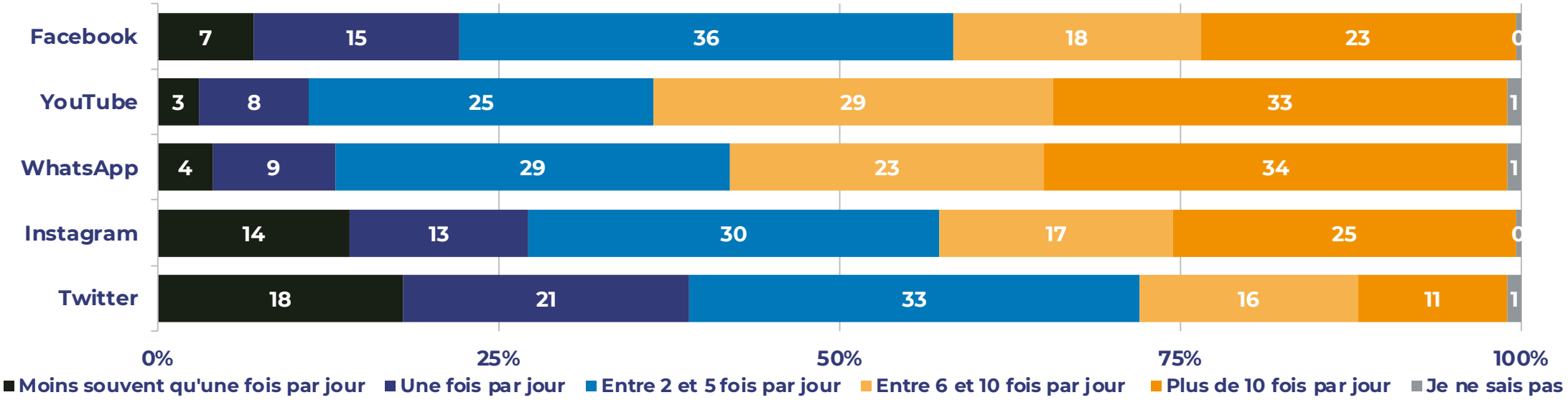
1. Facebook **(58%)**
2. YouTube **(11%)**
3. WhatsApp **(8%)**
4. Instagram **(7%)**
5. Twitter **(6%)**
6. Other **(10%)**

Question: Vous avez indiqué utiliser les réseaux sociaux suivants. Veuillez préciser celui que vous utilisez le plus.
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

THE FRENCH PUBLIC ARE VERY ACTIVE ON SOCIAL MEDIA PLATFORMS WITH USAGE AT MORE THAN TEN TIMES PER DAY

To get a sense of how frequently respondents use the various platforms, we took the platform they said they use the most from the previous question and asked whether they used it less than once per day or more than 10 times per day. YouTube and WhatsApp are used more than 10 times per day by a third of our respondents. More than 20% of respondents use Facebook (23%) and Instagram (25%) more than 10 times per day too.

The results for Twitter show that it is not as frequently used as the other platforms, with the largest percentages saying they use it just once per day (21%) and less than once per day (18%).



Question: Au cours d'une journée type, à quelle fréquence utilisez-vous {platform} ?
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

TWITTER IS PRIMARILY USED TO KEEP UP WITH THE NEWS, FACEBOOK AND WHATSAPP ARE USED FOR KEEPING IN CONTACT WITH FRIENDS AND FAMILY

FACEBOOK

1. Keep in contact with friends **(61%)**

2. Keep in contact with family **(51%)**

3.Read/see things shared with me **(45%)**

YOUTUBE

1. Watch entertaining content **(56%)**

2. Keep up to date with the news **(39%)**

3. Follow interesting people **(31%)**

WHATSAPP

1. Keep in contact with friends **(65%)**

2. Keep in contact with family **(63%)**

3. Read/see things shared with me **(23%)**

INSTAGRAM

1. Watch entertaining content **(50%)**

2. Follow interesting people **(68%)**

3. Share things I do **(39%)**

TWITTER

1. Keep up to date with the news **(75%)**

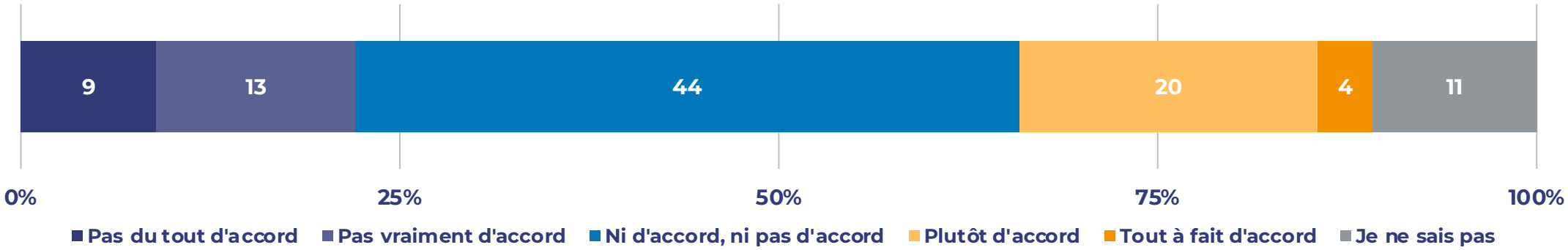
2. Follow interesting people **(52%)**

3. Share my own opinions **(40%)**

Using the platform respondents said they used most, we summarized the top reasons why people use the app. Twitter is for news primarily, whereas Facebook and WhatsApp are used for contact with family and friends. Instagram and YouTube are used primarily for entertainment purposes.

Question: Parmi les raisons suivantes, lesquelles, le cas échéant, décrivent le mieux ce pour quoi vous utilisez * ?**
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

NO STRONG EVIDENCE OF A ‘FILTER BUBBLE’ ON SOCIAL MEDIA PLATFORMS



We asked whether the views and opinions on people who they follow on social media reflect their own. Just 24% (strongly) agreed with this statement and 22% (strongly) disagreed. 44% of respondents said they neither agree nor disagree.

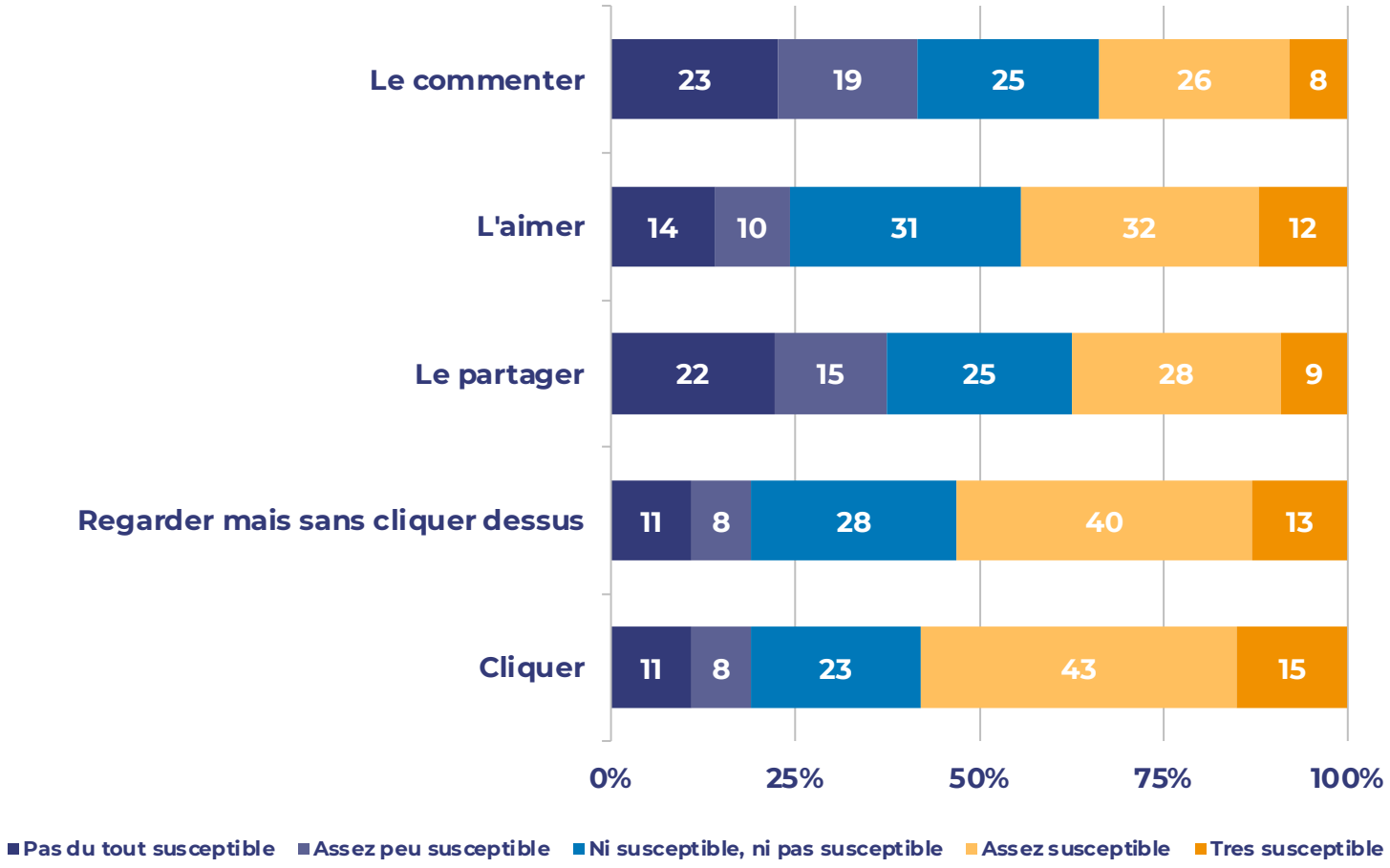
This suggests that respondents think that – on balance – their social media reflects a wide range of views. It is also possible that certain biases encourage respondents to think who they follow is more diverse than actually is.

Question: De manière générale, les avis et opinions des personnes que je suis sur les réseaux sociaux reflètent les miens.
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

THE PUBLIC ARE MORE LIKELY TO CLICK ON OR LOOK AT CONTENT THEY CONSUME ON SOCIAL MEDIA; LESS LIKE TO SHARE OR COMMENT

There are differences in how respondents engage with social media. 34% of respondents said they are (very) likely to comment and 37% said they are (very) likely to share content. 44% of respondents are (very) likely to 'like' the content they come across on social media.

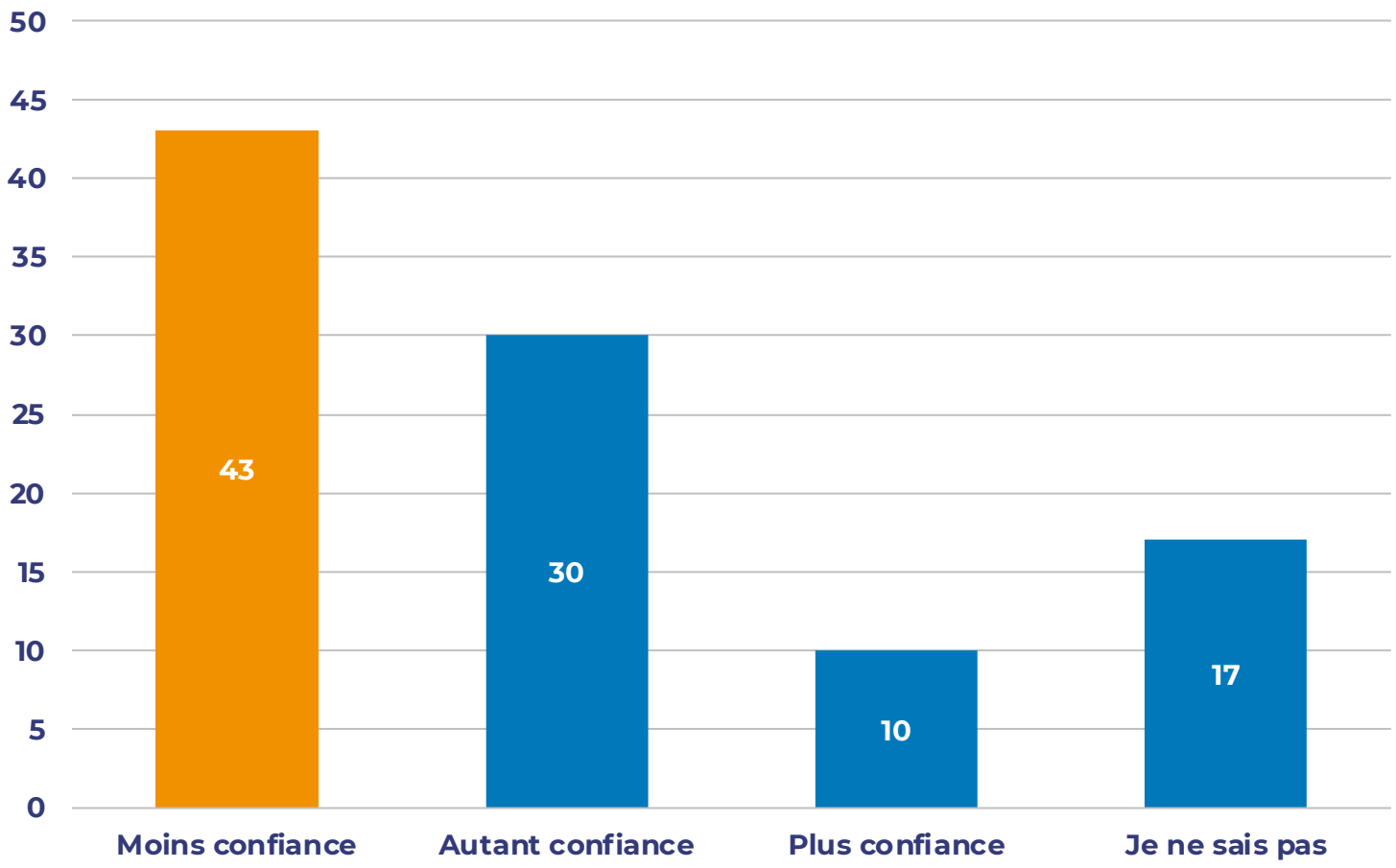
However, majorities are (very) likely to look at content (53%) or click on it (58%). This more passive form of engagement should remind us that active content sharing is only done by a small minority of individuals.



Question: En pensant au contenu que vous lisez, regardez ou consommez sur les réseaux sociaux, dans quelle mesure, le cas échéant, êtes-vous susceptible de… ?

Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

43% OF RESPONDENTS SAY THEY ARE LESS TRUSTING OF THE NEWS CONTENT THEY SEE ON SOCIAL MEDIA THAN ELSEWHERE



Are the French public more sceptical of the news they see on their social media platforms? Yes. 43% of respondents say they trust the news they see on their social media platforms less than the news they see elsewhere.

30% say they are as trusting of the content, and just 10% say they are more trusting of the content. 17% of respondents indicated 'Don't know' suggesting there is quite a bit of uncertainly around social media news content and how to judge it.

Question: En pensant à l'actualité que vous voyez sur vos réseaux sociaux, lui faites-vous...?
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

TOP APPS, CONTENT, PODCAST GENRES, AND YOUTUBERS

TOP GENRES BLOGS/VLOGS

- News **26%**
- Food/wellbeing **25%**
- Music/movies/arts **21%**
- Humor **20%**
- DIY tutorials **19%**

TOP YOUTUBE CHANNELS

- Music/movies/arts **31%**
- Humor **25%**
- DIY tutorials **19%**
- Food/wellbeing **14%**
- News **13%**

TOP APPS

- Facebook **39%**
- WhatsApp **36%**
- Amazon **28%**
- Instagram **27%**
- Leboncoin **26%**

TOP GENRES PODCASTS

- News **14%**
- Music/movies/arts **14%**
- Humor **13%**
- Politics **11%**
- Food/wellbeing **11%**

TOP YOUTUBERS

- Rémi Gaillard **10%**
- Cyprien **9%**
- Norman fait des videos **8%**
- Squeezie **7%**
- Lama Faché **5%**

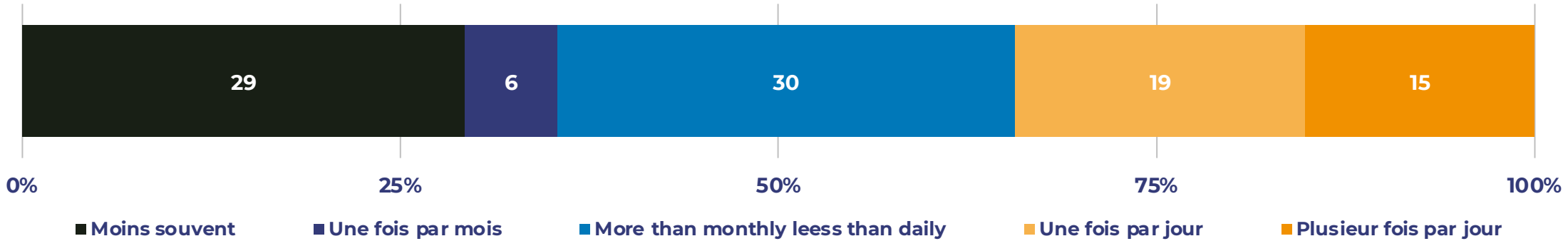
News is the top content respondents are looking for followed by food/well-being. Music/arts and entertainment are the top YouTube channels used. Facebook and WhatsApp are the top apps on mobile phones. Rémi Gaillard and Cyprien are the top YouTubers.

Question inside the boxes.
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

RESPONDENTS ENGAGE WITH ONLINE VIDEO CLIPS FREQUENTLY

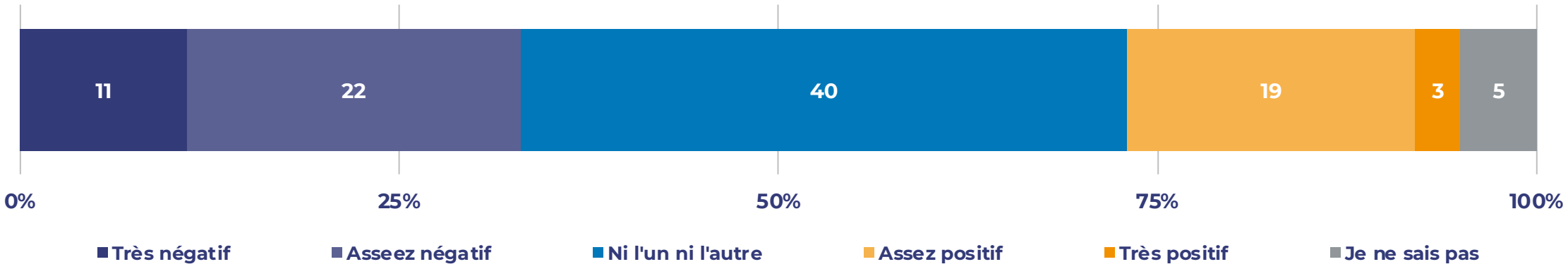
How often do the public watch different kinds of video clips or short content online? At the top end, 15% of respondents said they watch digital content several times a day and 19% said they watch at least once a day.

30% of respondents said they watch digital content more than monthly but less than daily; 6% watch once a month; and for 29% they watch infrequently – less than monthly.



Question: En moyenne, à quelle fréquence regardez-vous différents types de clips vidéo ou de contenu bref en ligne ?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

THE PUBLIC ARE SPLIT ON WHETHER SOCIAL NETWORKS PLAY A POSITIVE OR NEGATIVE ROLE IN SOCIETY

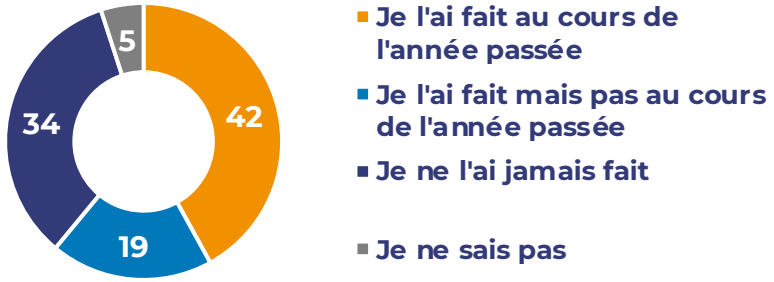


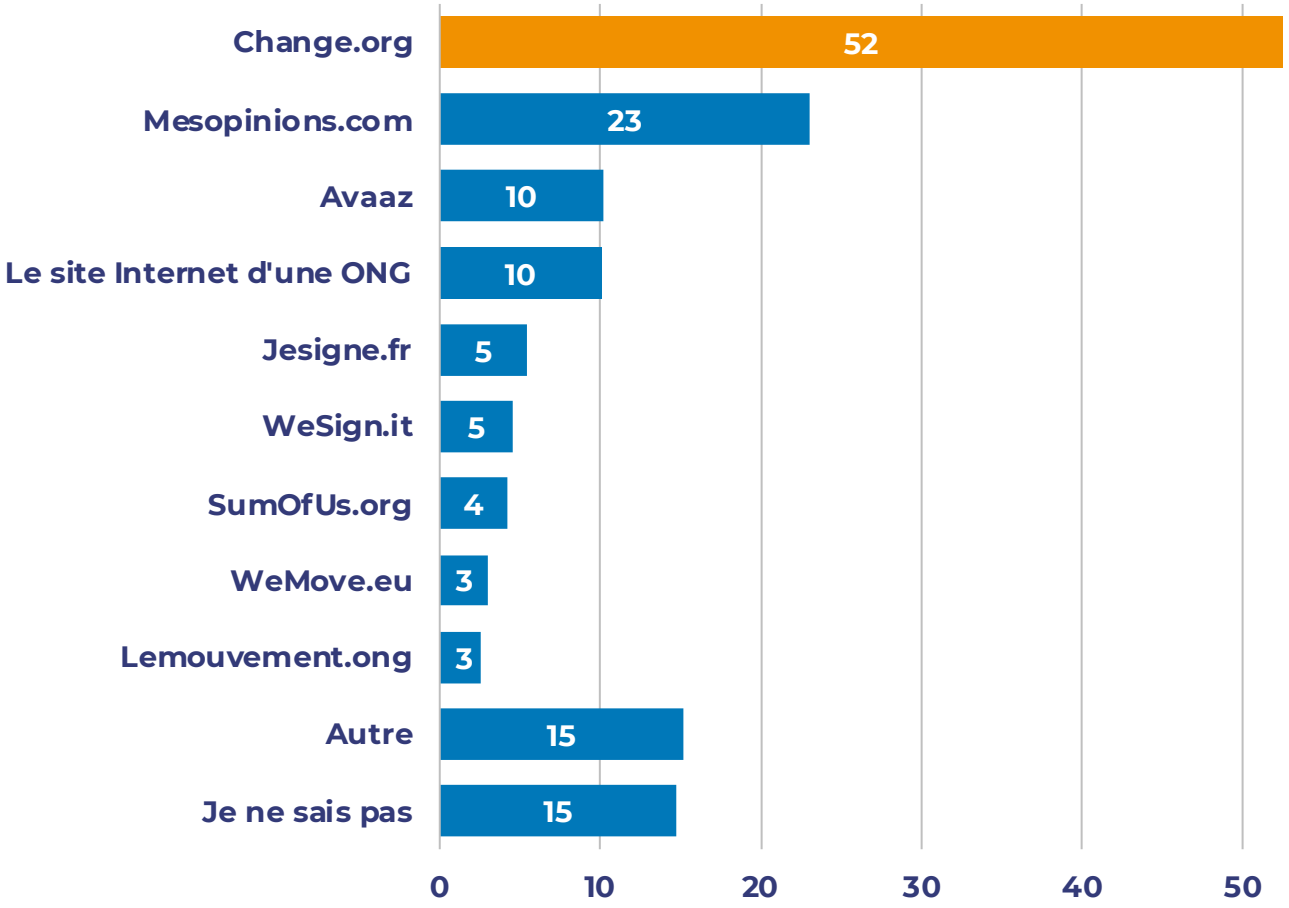
On balance, the public are split in their views about whether online social networks play a positive or negative role in society. 4 in 10 respondents said neither; 22% said they were fairly or very positive and 33% said fairly or very negative overall.

For the French public the jury is out on social networks. They play a large role in connecting family and friends, but our data suggest they are more sceptical of online content and social media networks for other roles.

Question: Dans l'ensemble, pensez-vous que les réseaux sociaux jouent un rôle positif ou négatif dans la société moderne ?
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

42% OF THE FRENCH PUBLIC HAVE SIGNED AN ONLINE PETITION IN THE PAST 12 MONTHS AND CHANGE.ORG IS THE MOST USED PLATFORM TO DO SO





How active are the French when it comes to signing a petition? In the past 12 months, 42% said they have signed an online petition; 19% have done so, but not in the past 12 months; and 34% have never don so.

Which online site did they use? By a large margin, Change.org is the most popular platform with 52% of respondents saying they've used it, followed by Mesopinions.com with 23%.

Question: (1) Au cours des 12 derniers mois, avez-vous signé une pétition en ligne ? (2) Si oui, sur quelle site ?
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

A SMALL PROPORTION ENGAGE WITH CONTENT ON GLOBAL POVERTY VIA COMMENTING, POSTING PHOTOS, VIDEOS OR WRITING ARTICLES

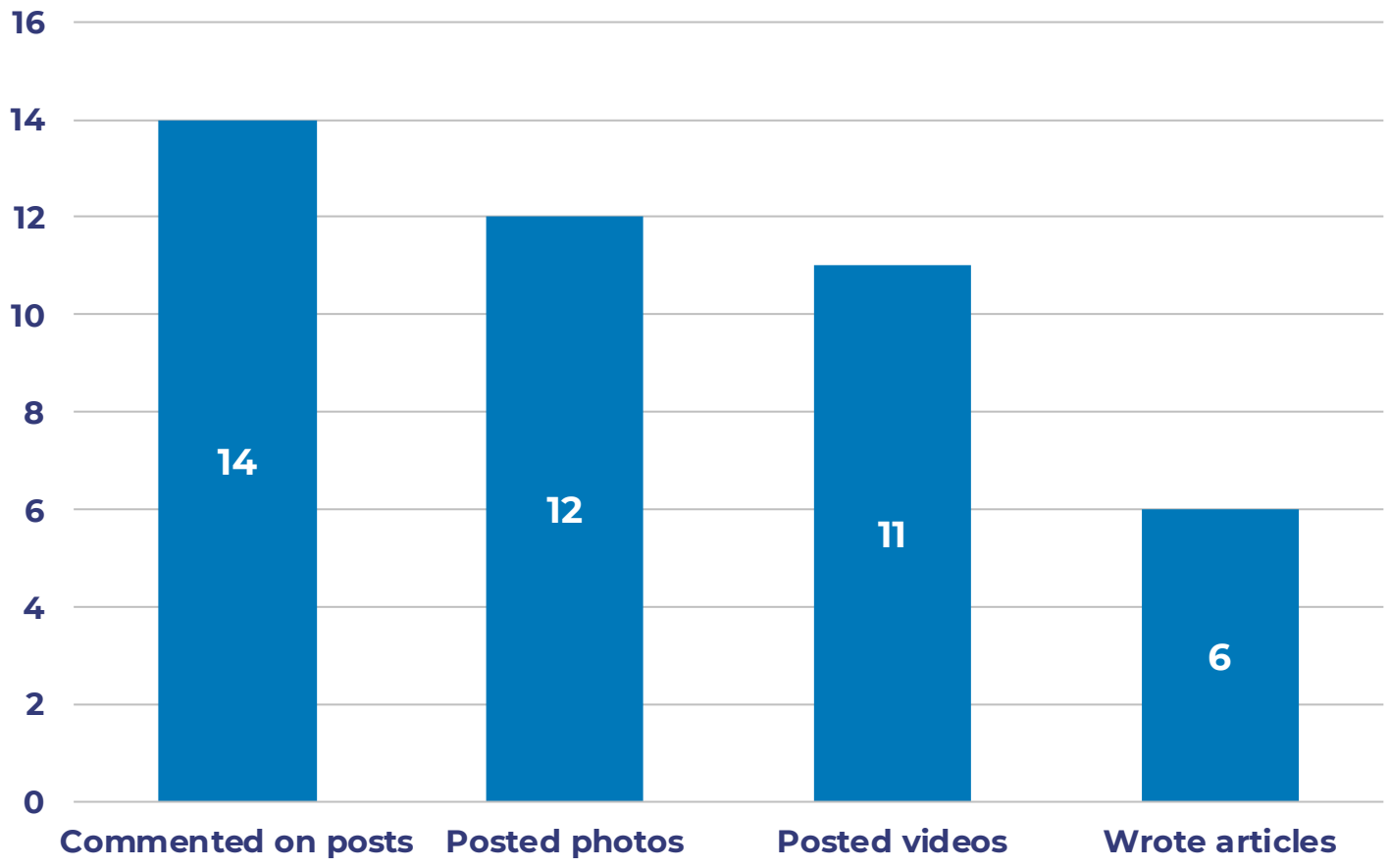
To better understand how respondents engage with social media content around global poverty and development, we asked whether they had done any of the following in the past 12 months: commented on post(s); posted photo(s); posted video(s); or wrote article(s).

14% have commented on a post

12% have posted a photo

11% have posted a video

6% have written an article



Question: Au cours des 12 derniers mois et à propos de la pauvreté dans le monde, avez-vous...?
Sample size n=8,067 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

TELEVISION

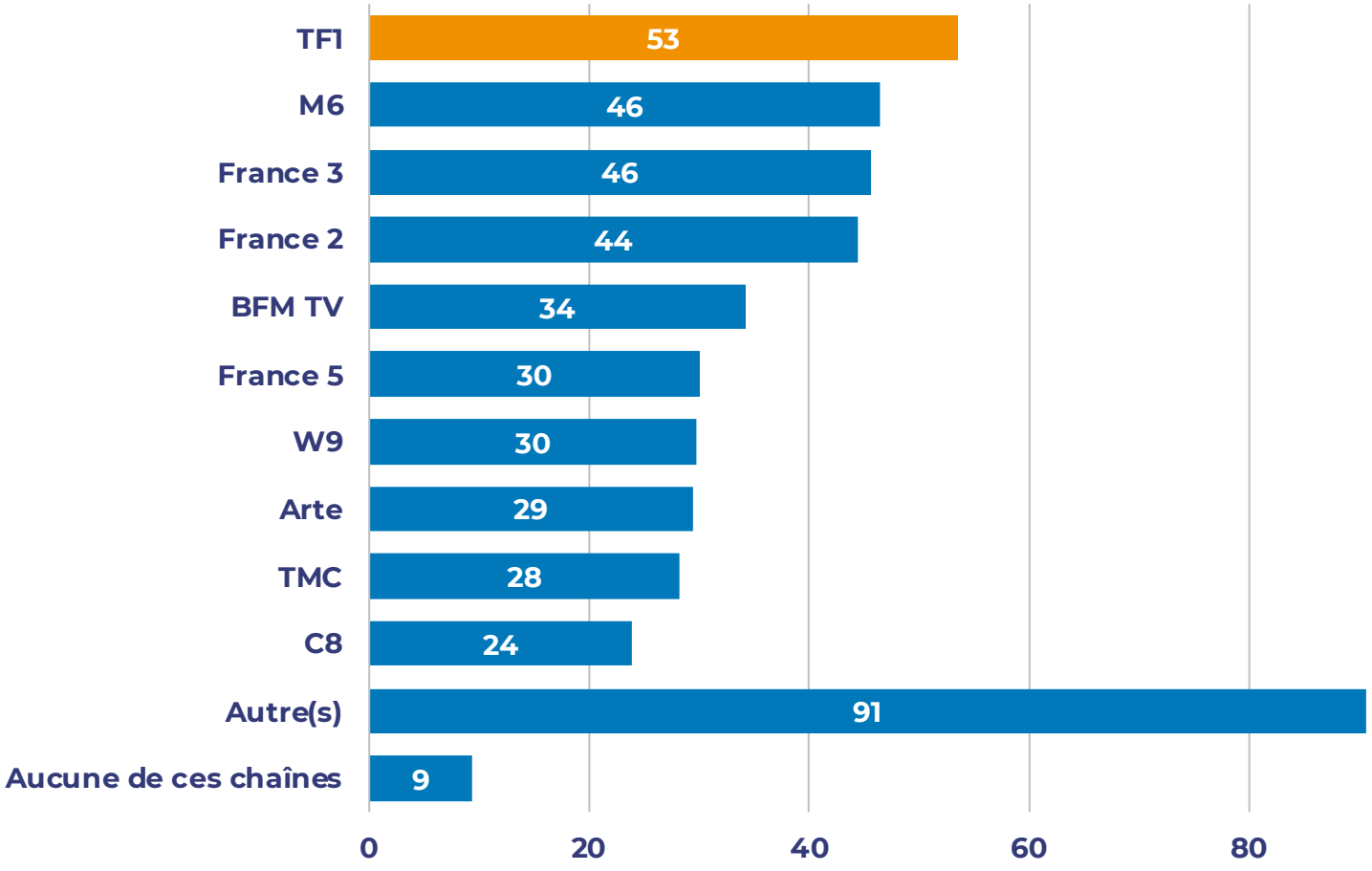
53% OF THE FRENCH PUBLIC SAY THEY WATCH TF1

To understand the public's television habits, we gave them a list of 45 television channels and asked which, if any, of the following they watch. The most popular was TF1 (53%), followed by M6 (46%), France 3 (46%), and France 2 (44%).

30% or higher said they watch BFM TV, France 5 and W9.

Television stations with a smaller percentage have been combined into the 'Other' category.

Supplemental details can be found in the tables



Question: Parmi les propositions suivantes, quelle est votre principale source d'information sur les actualités internationales
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

TF1 IS THE MOST POPULAR CHANNEL IN FRANCE, WITH FRANCE 2 AND FRANCE 3 IN THE TOP 5

We took the list of television channels a respondent listed in the previous question and asked which of the following TV channels from the list do they watch to the most?

Again, TF1 topped the list, followed by France 2 (12%), and M6 (11%). The 'Other' category combines all other channels with very small percentages who say they watch a specific channel.

MOST WATCHED TELEVISION CHANNELS

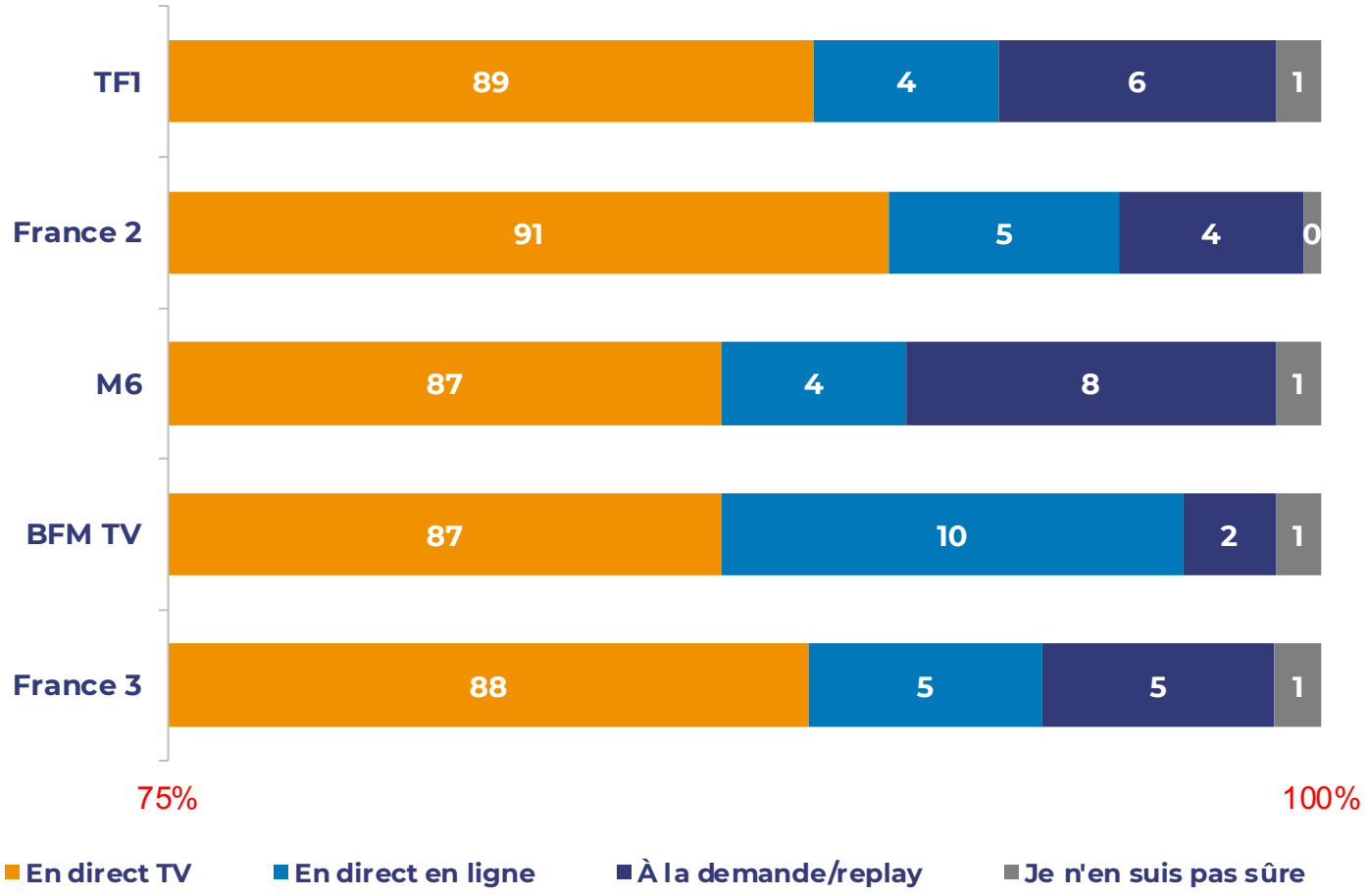
1. TF1 **(21%)**
2. France 2 **(12%)**
3. M6 **(11%)**
4. BFM TV **(8%)**
5. France 3 **(6%)**
6. Other **(42%)**

Question: Parmi les propositions suivantes, quelle est votre principale source d'information sur les actualités internationales
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

MOST PEOPLE WATCH CHANNEELS BROADCAST LIVE ON TV WITH VERY FEW USING ON DEMAND SERVICES

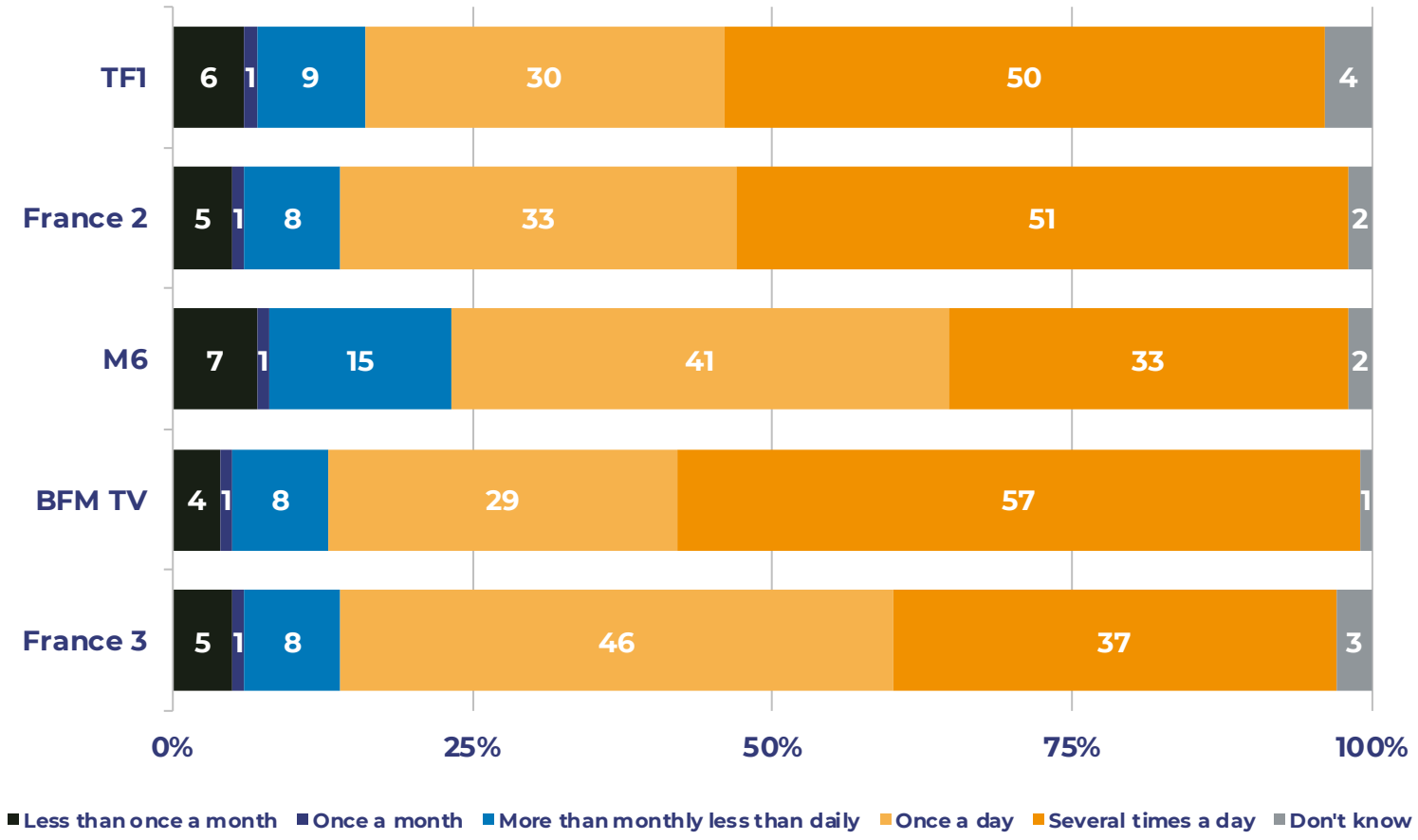
Taking the top television channels from the previous question, we asked respondents how they typically watched that channel: live on TV; live online; or on demand.

Large majorities – 80%+ – watch the channel live on the television. For France 2, this is 91%, and only slightly lower for all other channels.



Question: Parmi les propositions suivantes, quelle est votre principale source d'information sur les actualités internationales
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

LARGE PERCENTAGES WATCH TV AT LEAST ONCE PER DAY, WITH 33% - 57% SAYING THEY WATCH SEVERAL TIMES A DAY



Finally, we asked respondents, for the most popular TV channels, how often they watch the channel (either online, offline, or on demand).

There is a very similar picture across all channels, with over 74% watching at least once per day, but for TF1, France 2 and BFM TV, more than 50% say they watch the channel several times a day.

At least 5% across the channels are infrequent watchers, engaging less than once a month.

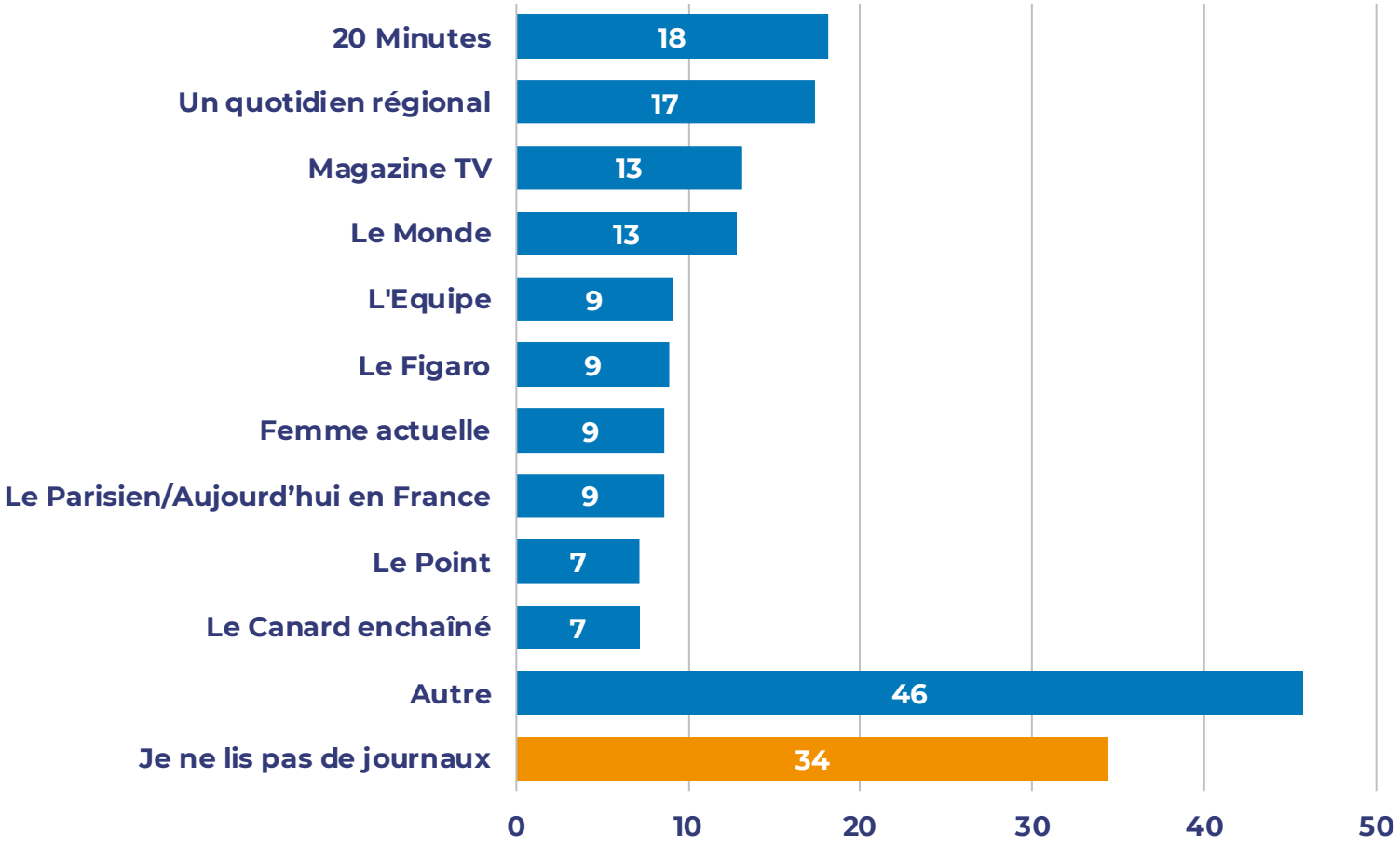
Question: Parmi les propositions suivantes, quelle est votre principale source d'information sur les actualités internationales
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

NEWSPAPERS

THERE IS A WIDE RANGE OF NEWSPAPERS READ BY THE FRENCH PUBLIC, BUT MORE THAN A THIRD SAY THEY DO NOT READ A NEWSPAPER

To understand the public's consumption of newspapers, we gave them a list of 36 newspapers and asked which, if any, of the following they read. The most popular newspaper is 20 Minutes (18%), followed by a daily regional paper (17%), Magazine TV and Le Monde (both 13%).

A significant percentage of respondents (34%) said they do not read a newspaper. Newspapers with a smaller percentage have been combined into the 'Other' category. Details can be found in the supplemental tables.



Question: Parmi les propositions suivantes, quelle est votre principale source d'information sur les actualités internationales
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

REGIONAL NEWSPAPERS ARE THE MOST POPULAR WITH THE FRENCH PUBLIC

We took the list of newspapers a respondent listed in the previous question and asked which of the newspaper from the list do they read to the most? 17% said they read a regional paper the most, followed by 20 Minutes (12%), TV Magazine (7%), Le Monde (6%), and L'Equipe (5%).

From the list, 53% said that they read another paper and these have been grouped in the 'Other' category.

MOST READ NEWSPAPERS

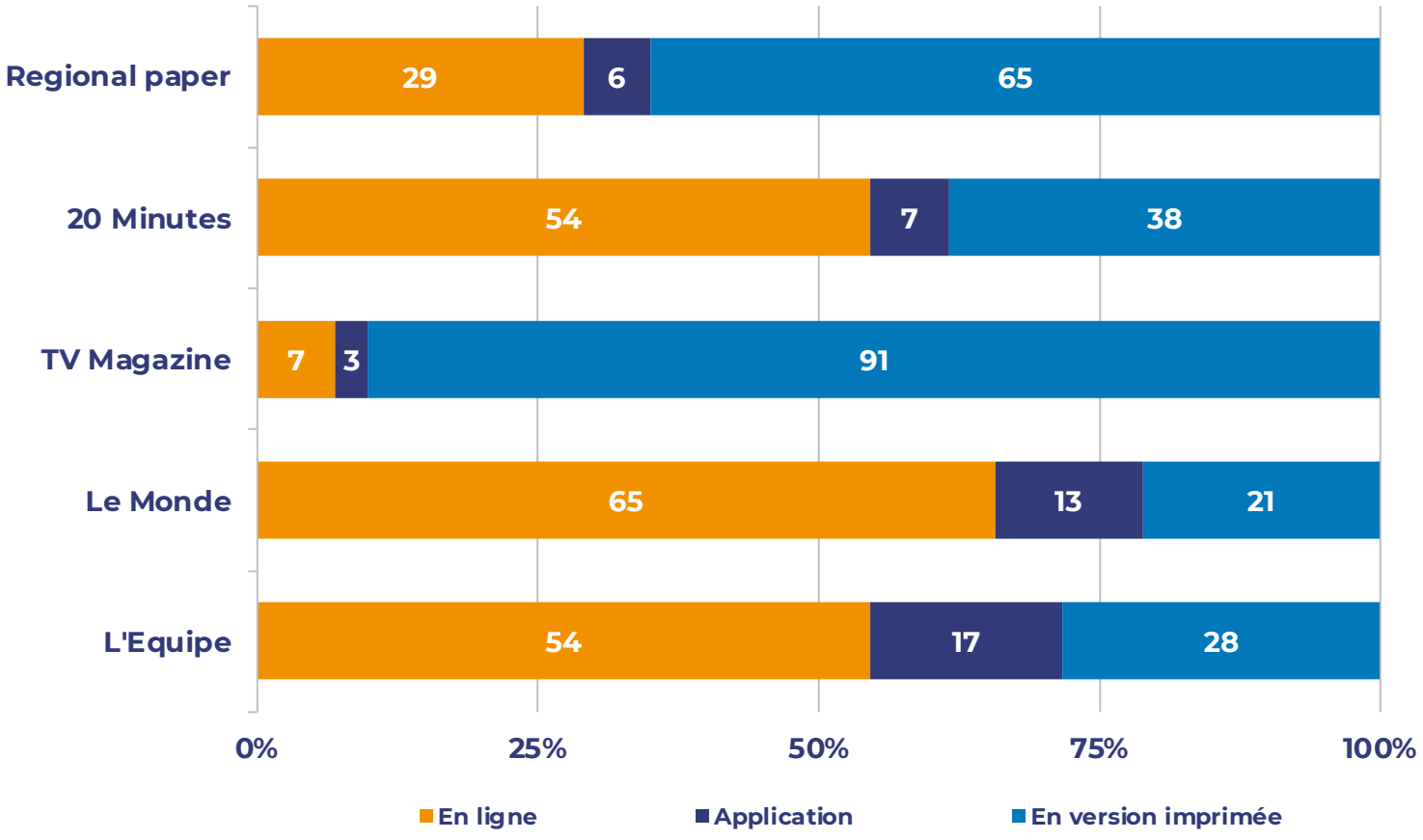
1. Regional paper **(17%)**
2. 20 Minutes **(12%)**
3. TV Magazine **(7%)**
4. Le Monde **(6%)**
5. L'Equipe **(5%)**
6. Other **(53%)**

Question: Parmi les propositions suivantes, quelle est votre principale source d'information sur les actualités internationales
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

THE PUBLIC USE BOTH ONLINE AND IN PRINT FORMATS IN READING THEIR PREFERRED NEWSPAPER

We took the newspaper respondents said they typically read it: in print, online, or on an app on a mobile phone.

There is significant variation in how the public read each paper. For TV Magazine (91%) and regional papers (65%) read it in print. For Le Monde (65%) read it online, with 54% reading 20 Minutes and L'Equipe online. Very small segments of the public read newspapers on apps.

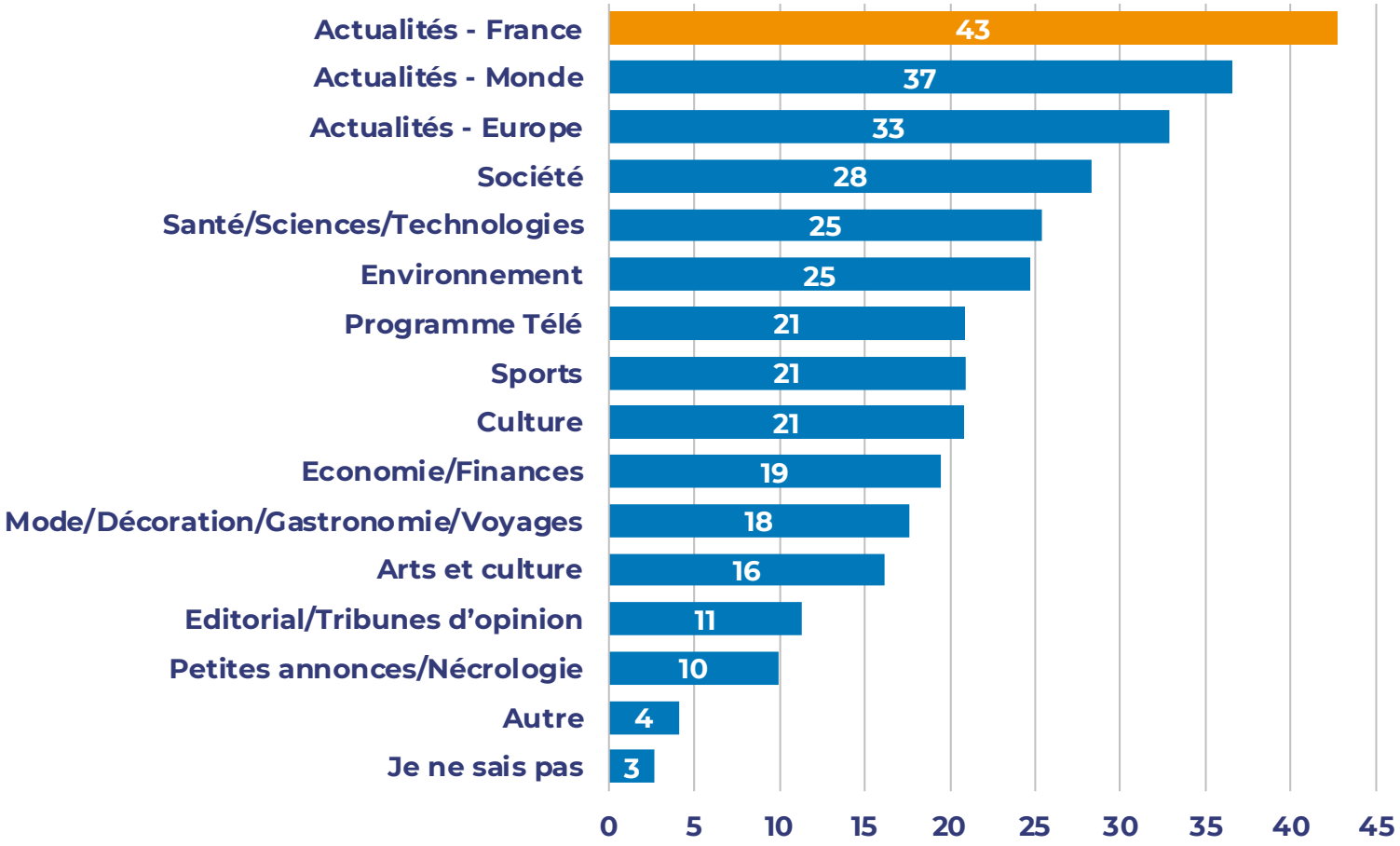


Question: Parmi les propositions suivantes, quelle est votre principale source d'information sur les actualités internationales
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

FRENCH, WORLD AND EUROPEAN NEWS ARE THE MOST POPULAR SECTIONS OF NEWSPAPERS

We asked respondents which of the following sections they read of a newspaper and they could select all that apply.

The post popular sections are news: France (43%), world (37%), and European (33%). Society (28%), health/science/tech (25%) and the environment (25%) round out the top six spots.

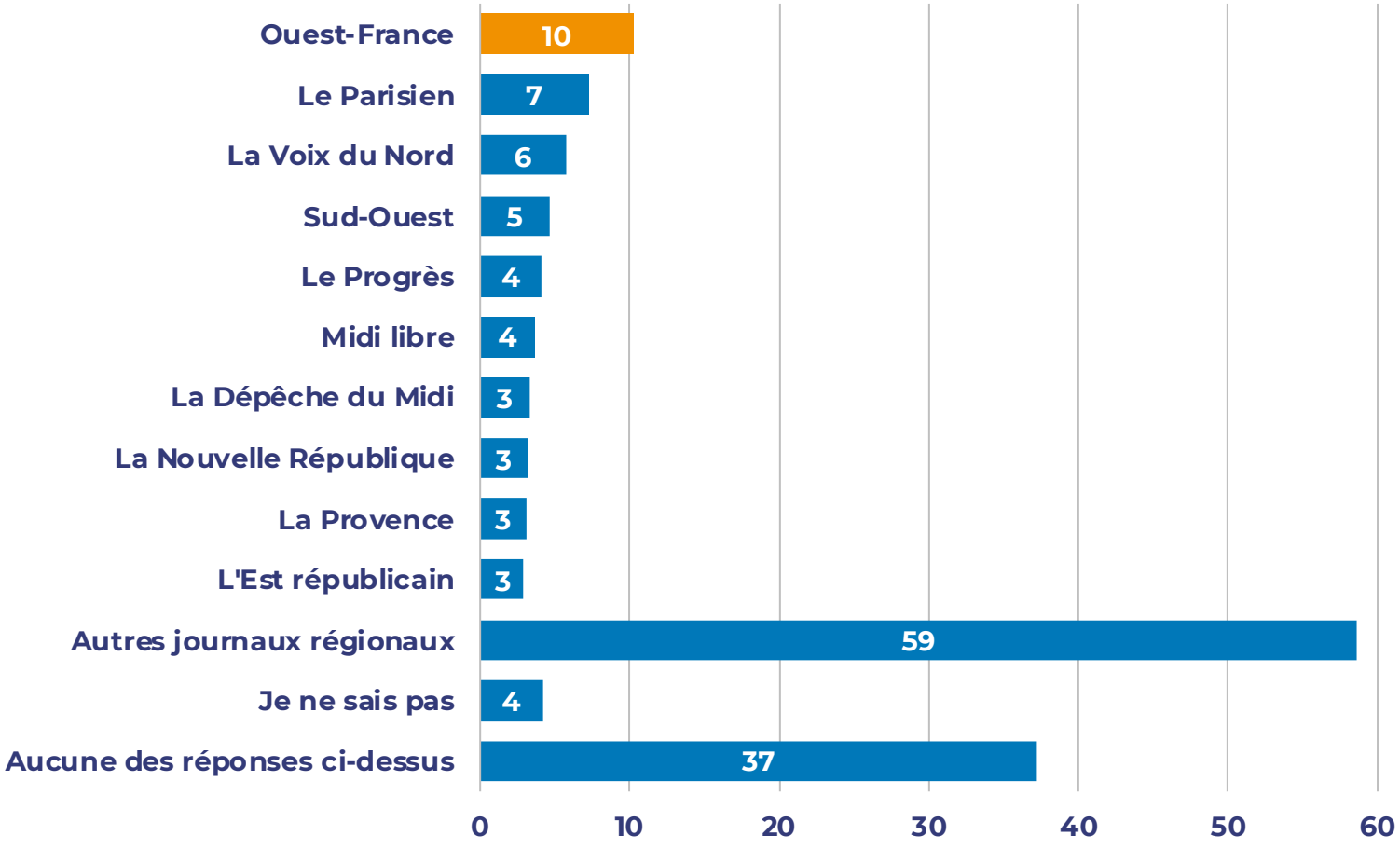


Question: Parmi les propositions suivantes, quelle est votre principale source d'information sur les actualités internationales
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

READERSHIP OF REGIONAL PAPERS IS DIVERSE ACROSS A LARGE NUMBER OF TITLES

Regional papers are thought to be popular with the public in France. We asked, if you read a regional paper, which one(s)? Ouest-France is the most popular (10%) followed by Le Parisien (7%), and La Voix du Nord (6%).

The are a number of papers with 3-5% readership, however, given the large number of regional papers available, 59% of respondents said they read another local paper. 37% of respondents do not read a regional paper.



Question: Parmi les propositions suivantes, quelle est votre principale source d'information sur les actualités internationales
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

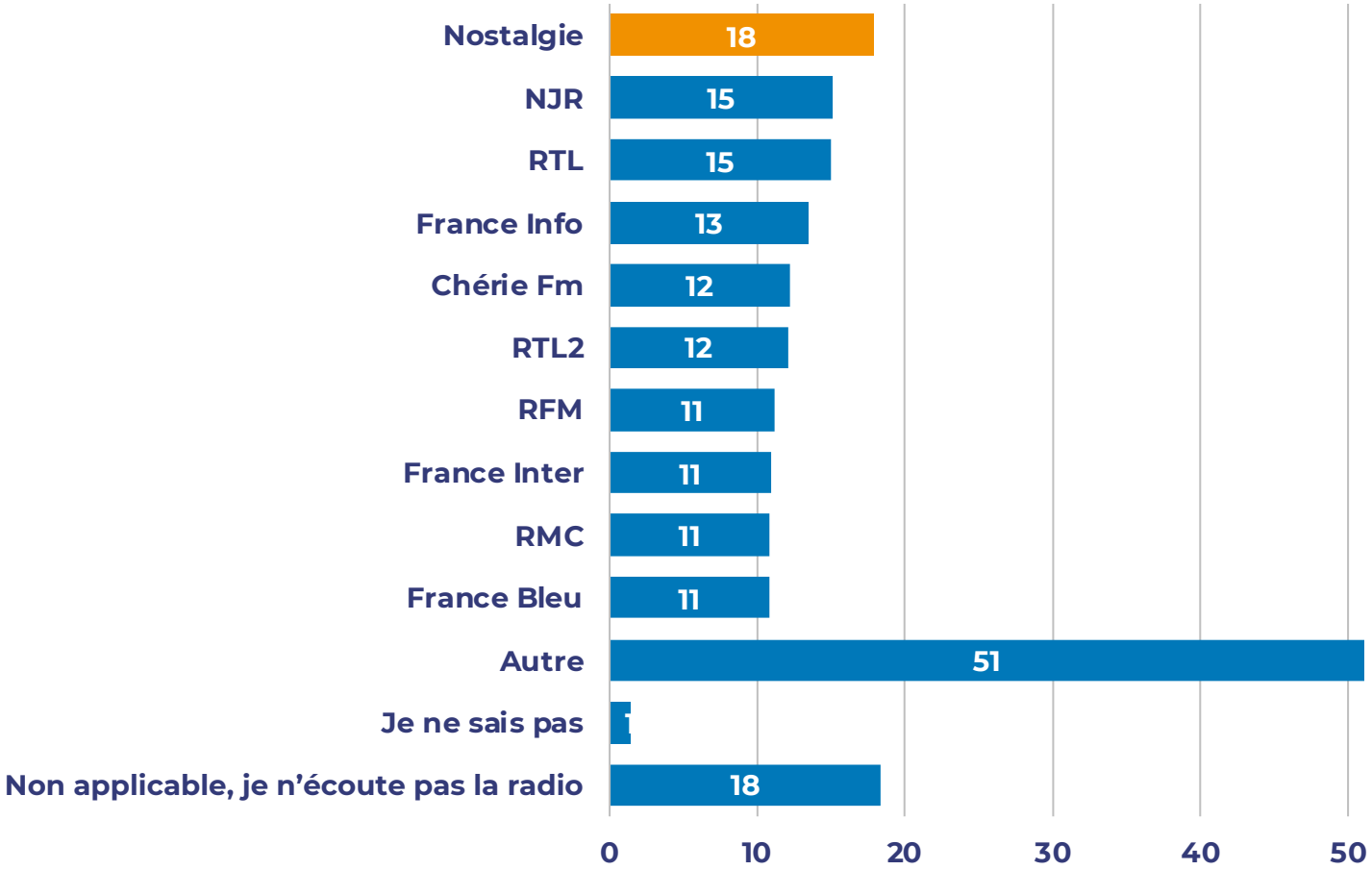
RADIO

THE FRENCH PUBLIC LISTEN TO A WIDE RANGE OF RADIO STATIONS

To understand the public's use of radio, we gave them a list of 25 radio stations and asked which of the following they listen to. The most popular was Nostalgie (18%), followed by NJR (15%), and RTL (15%).

There was not a lot of difference between the top and middle stations, with France Indo, Chérie FM, RTL2, RFM, France Inter, RMC, and France Blue all within two percentage points from each other.

Other stations have been combined in the 'Other' category. Details can be found in the supplemental tables.



Question: Parmi les stations de radio suivantes, lesquelles écoutez-vous, le cas échéant ?
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

RTL, NJR, AND NOSTALGIE ARE THE MOST POPULAR RADIO STATIONS FOR THE FRENCH PUBLIC

We took the list of stations a respondent listed in the previous question and asked them which of the following do they listen to the most? There is a three way tie between RTL, NJR and Nostalgie at 9% each. Local radio and RMC each had 6%.

The long list of other stations that had smaller percentages are combined into the 'Other' category.

MOST LISTENED TO RADIO STATIONS

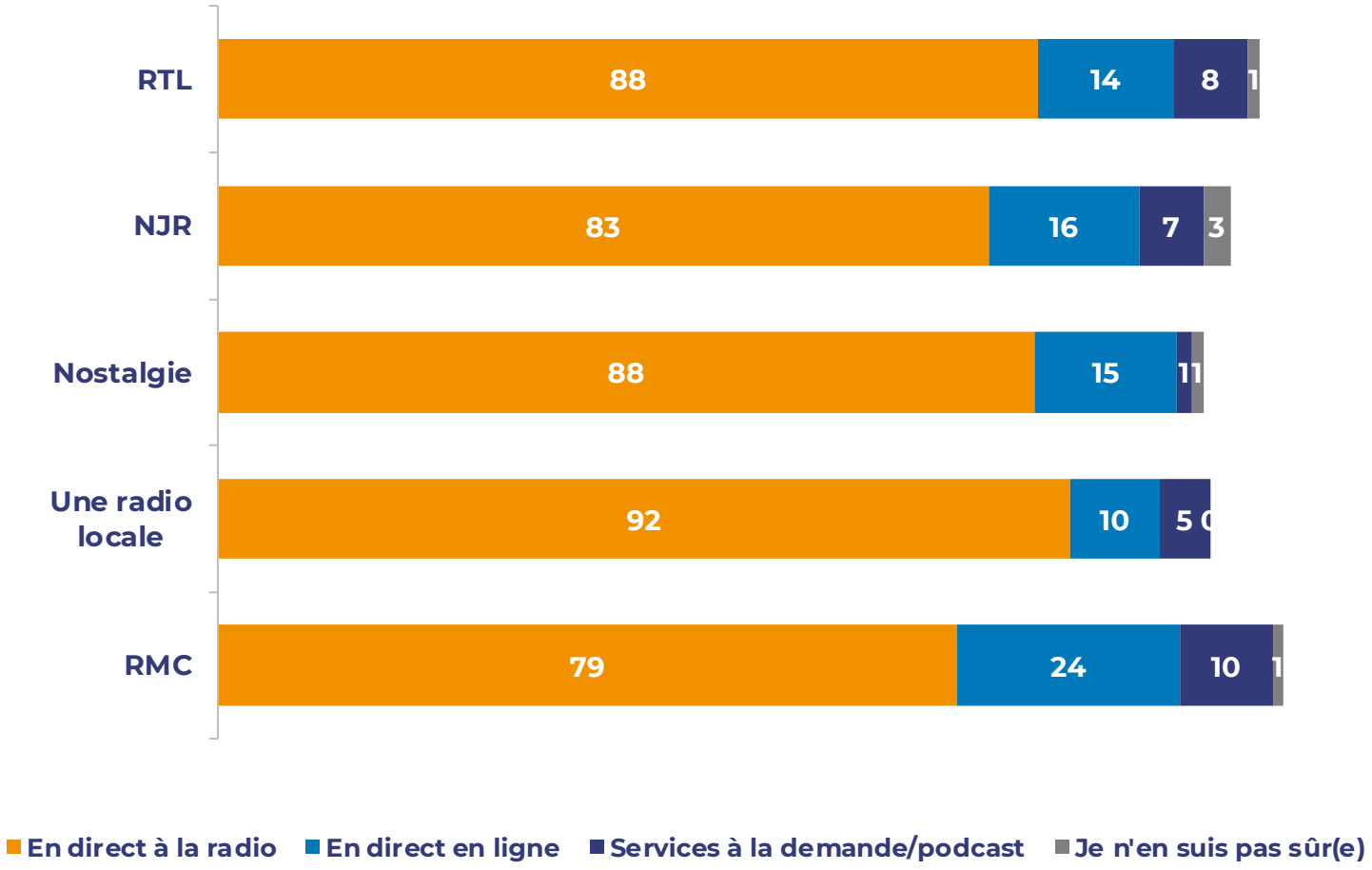
1. RTL **(9%)**
2. NJR **(9%)**
3. Nostalgie **(9%)**
4. Radio locale **(6%)**
5. RMC **(6%)**
6. Other **(61%)**

Question: Parmi les stations de radio suivantes, laquelle écoutez-vous le plus?
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

THE PUBLIC LISTEN TO THEIR FAVOURITE STATIONS LIVE ON THE RADIO

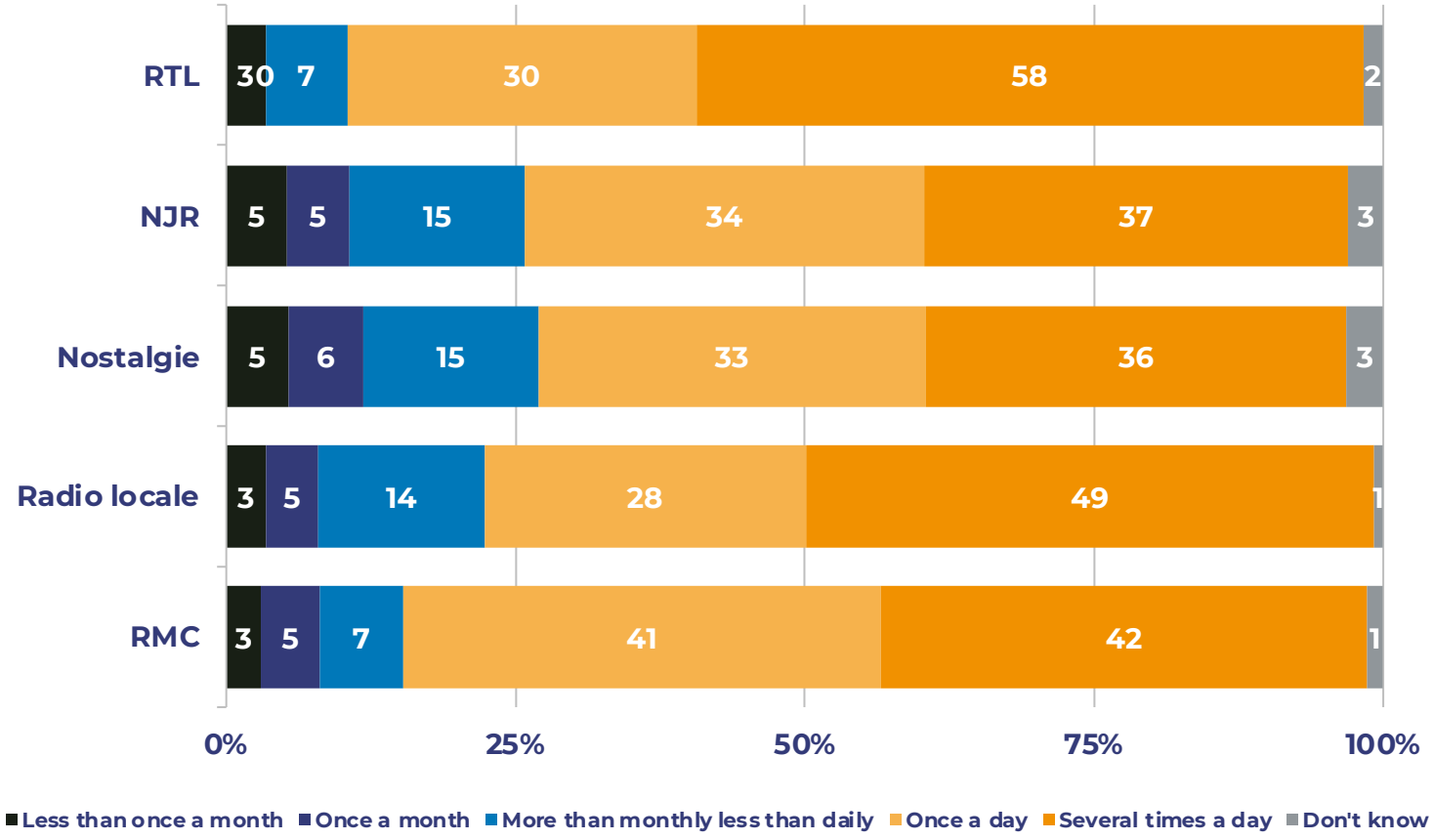
We took the station respondents said they listen to most and then asked them how they usually listen: live on the radio; live via a phone/computer; listen on demand/podcast service; or not sure. The vast majority of respondents say they listen live on the radio.

For RMC, 24% say they listen live via the phone or computer; 16% for NJR; 15% for Nostalgie; 14% for RTL; and 10% for local radio.



Question: De quelle manière écoutez-vous généralement * ?**
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

THE PUBLIC LISTEN TO THEIR FAVOURITE STATION AT LEAST ONCE A DAY, WITH A SIGNIFICANT PROPORTION LISTEN SEVERAL TIMES A DAY



We took the station respondents said they listen to most and then asked them how often they listen: several times a day; once a day; more than monthly less than daily; once a month; and less than once a month.

There is an active radio audience in France, with the majority listening at least once a day. At the top end, 58% of respondents said they listen to RTL several times a day; with 49% saying they listen to local radio several times a day.

Question: À quelle fréquence écoutez-vous * en ligne ou hors ligne, en direct ou à la demande ?**
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

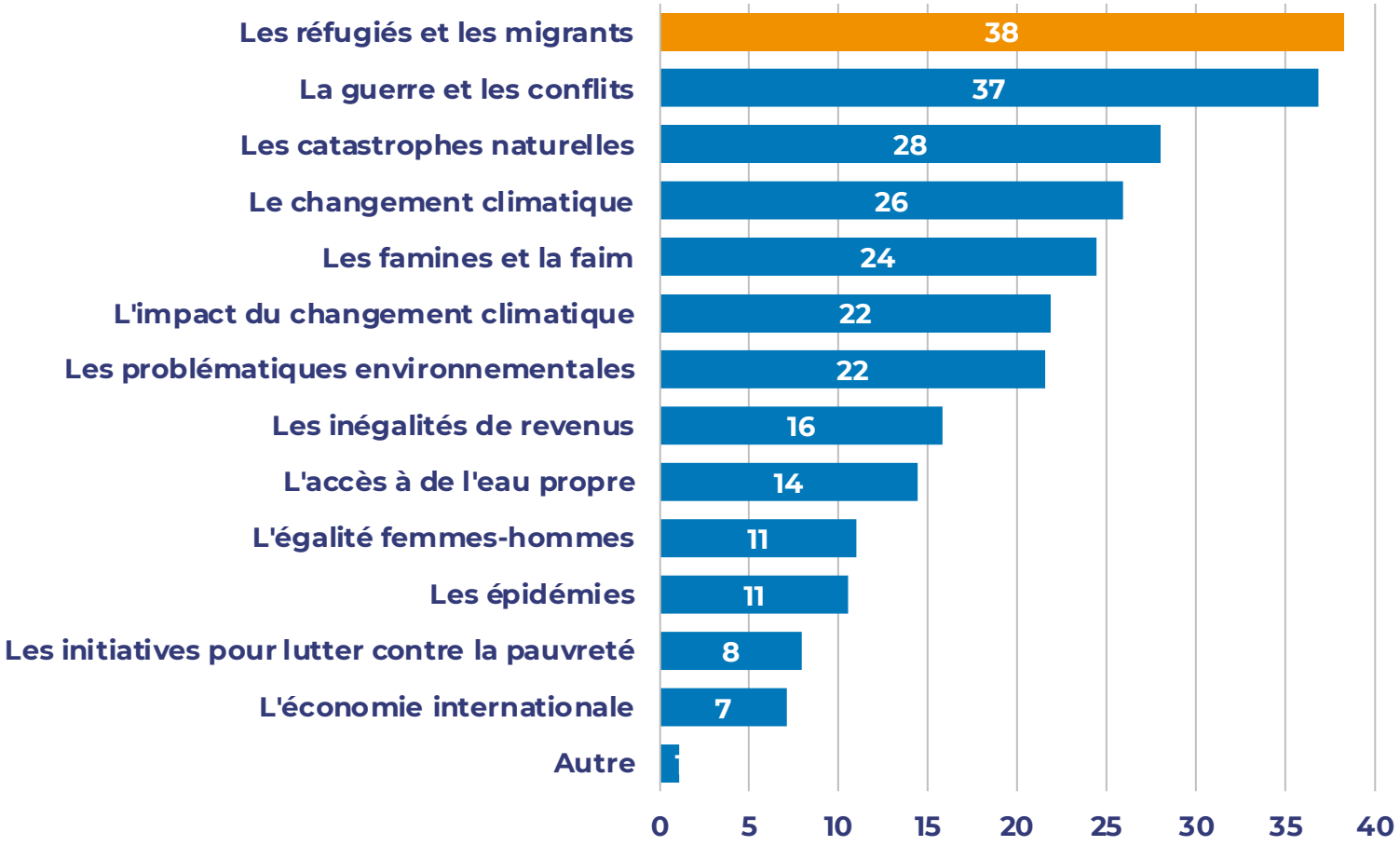
5. TOUCHPOINTS WITH GLOBAL POVERTY

A look at the public's engagement with media outlets

THE PUBLIC ARE MOST LIKELY TO HEAR ABOUT GLOBAL POVERTY IN THE CONTEXT OF MIGRATION/REFUGEES AND WAR/CONFLICT

Which topics do the French public typically hear about global poverty issues? Refugees/migration (38%) and war/conflict (37%) are the two contexts in which the public hear about global poverty. This is followed by natural disasters (28%) and climate change (26%).

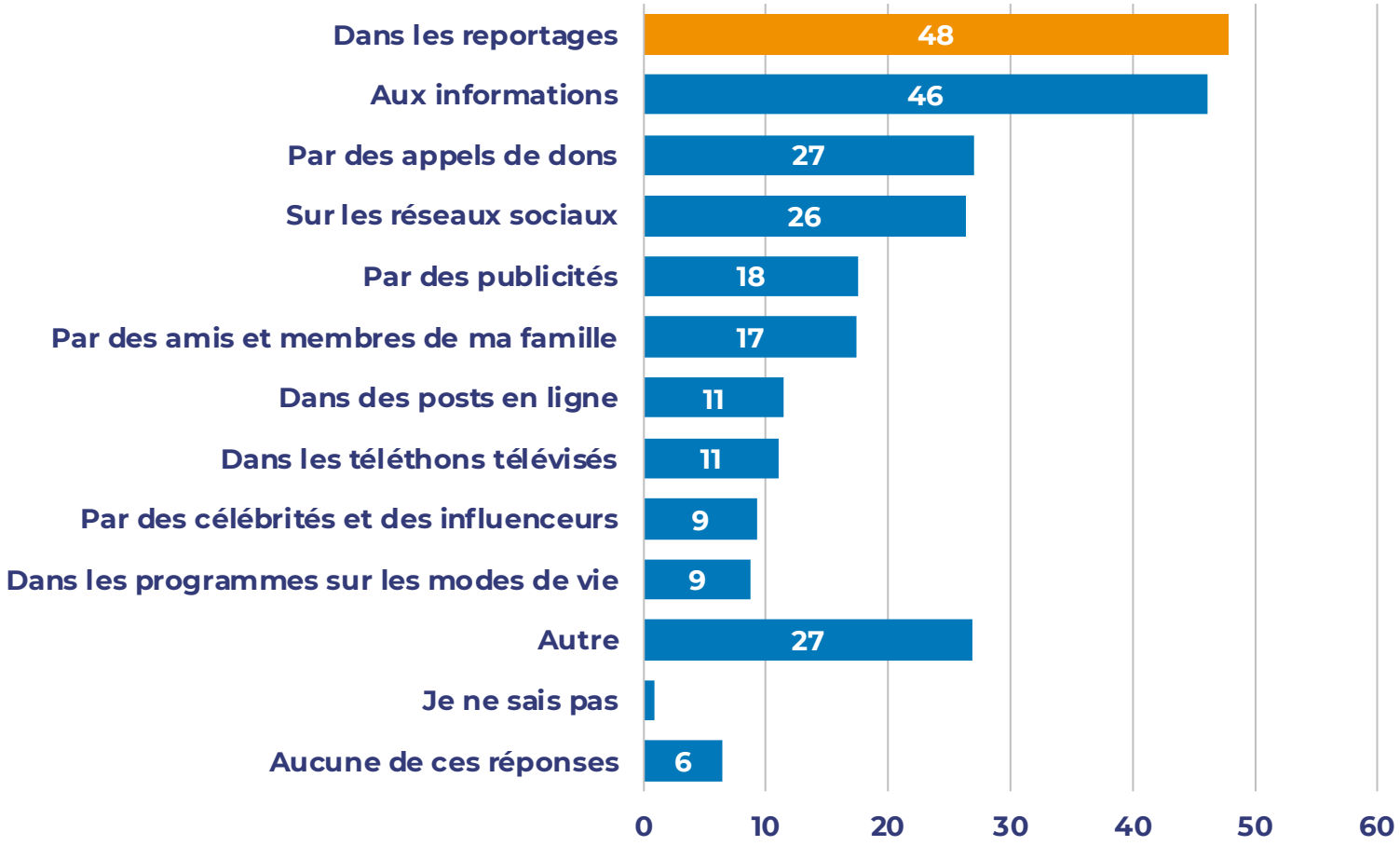
Just 8% of the public said they hear about global poverty in discussing initiatives to improve extreme poverty and only 7% hear about it with respect to the global economy.



Question: En pensant à la question de la pauvreté dans le monde , quels sont les sujets dont vous entendez le plus souvent parler. Veuillez indiquer le premier, le second puis le troisième plus fréquent ?

Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

NEWS AND REPORTS ARE THE TOP TWO WAYS IN WHICH THE FRENCH PUBLIC HEAR ABOUT GLOBAL POVERTY



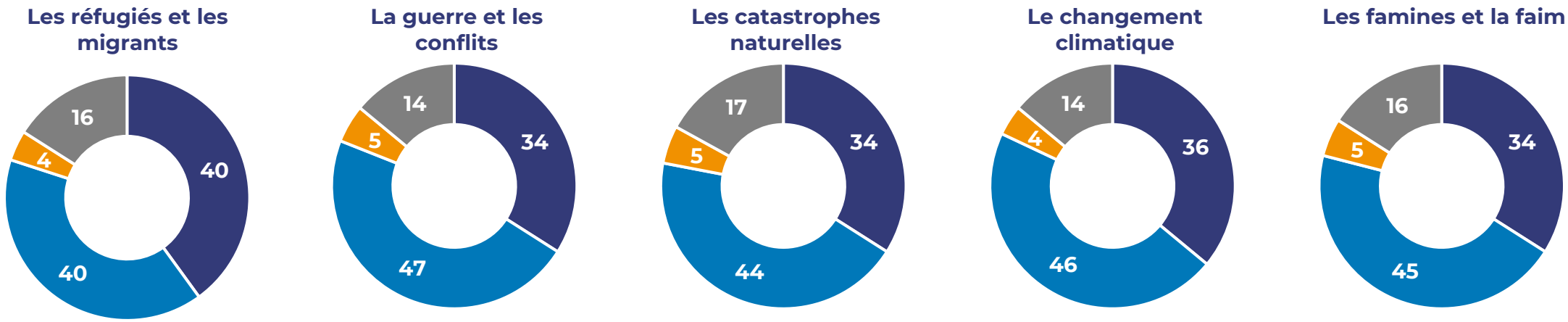
How do the public usually hear about global poverty? Primarily via reports (48%) and news (46%). Appeals from development charities (27%) and on social media (26%) round out the top four spots.

17% of respondents say they hear about global poverty from friends and family and just 9% say they hear about it from celebrities or other influencers.

Other venues – i.e. neighbourhood library or sporting venues – are less frequently cited and combined in the 'Other' category.

Question: Où entendez-vous généralement parler des problématiques de pauvreté dans le monde ?
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

MORE THAN 4 IN 10 SAY STORIES ABOUT GLOBAL POVERTY ARE 'OBJECTIVE', BUT A SIGNIFICANT PERCENTAGE ALSO SEE THEM AS NEGATIVE ON BALANCE



- Négative
- Objective
- Positive
- Je ne sais pas

We took the top ranked answer in the previous question and asked respondents would they say that the stories that hear about global poverty were positive, negative or objective? At least a third of all reporting is seen to be negative, but 40%+ said that reporting on the issue was objective. Across the five top topic areas shown here, between 4-5% said reporting was positive.

There is good news in that most respondents see objective reporting on specific topics in global poverty but there remains a need to address the large proportion of negative coverage and framing.

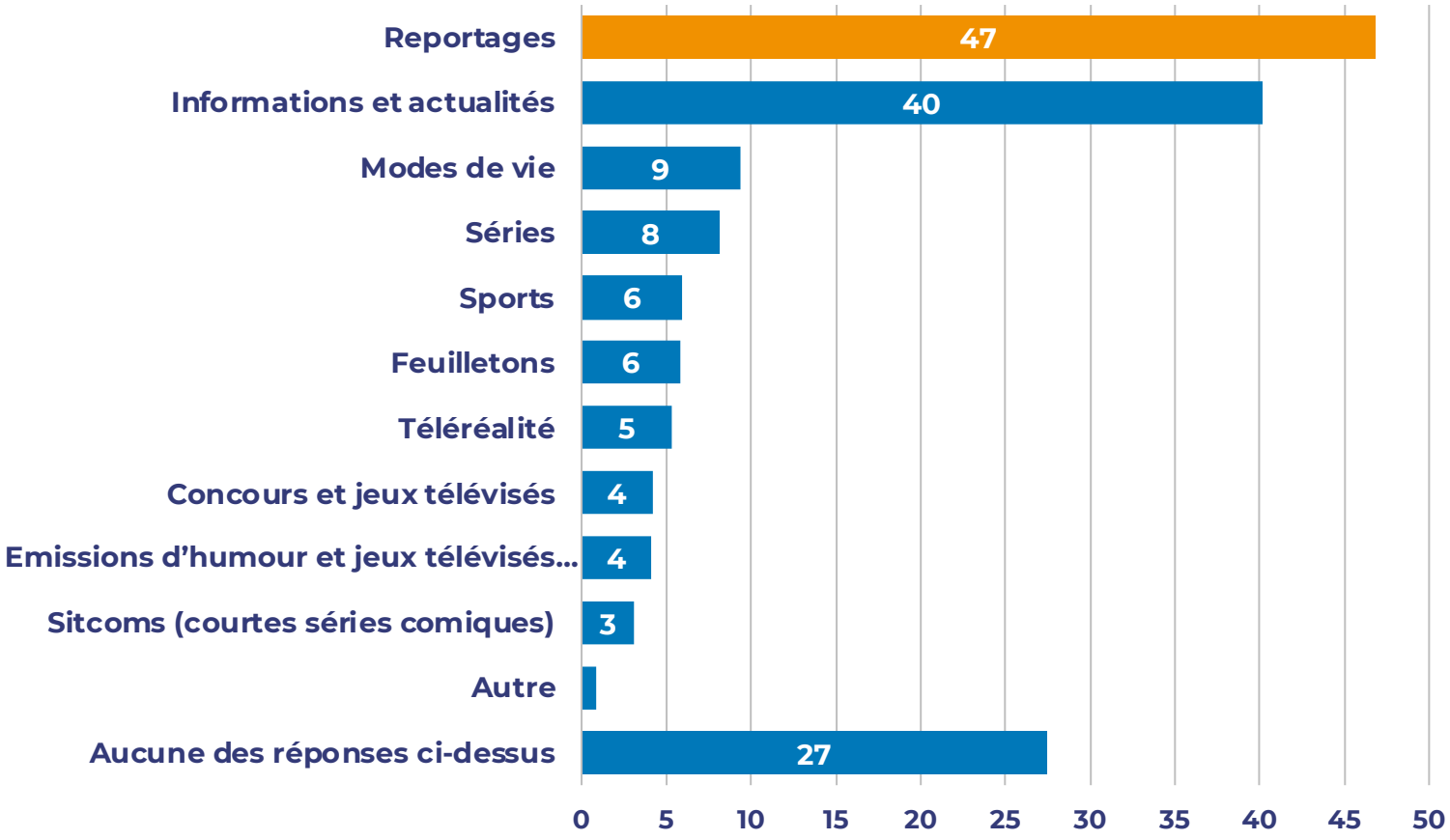
Question: Globalement, diriez-vous que les reportages que vous entendez concernant {issue} sont relatés d'une manière négative, objective ou positive?

Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

THE PUBLIC PREFER TO GET INFORMATION ABOUT GLOBAL POVERTY FROM NEWS AND REPORTS; LITTLE DESIRE TO SEE IT INCLUDED IN OTHER TV FORMATS

Do the public want to hear about global poverty issues in other TV genres? There is not a lot of evidence to suggest they do: more information is desired from reports (47%) and news (40%), but very little in other genres.

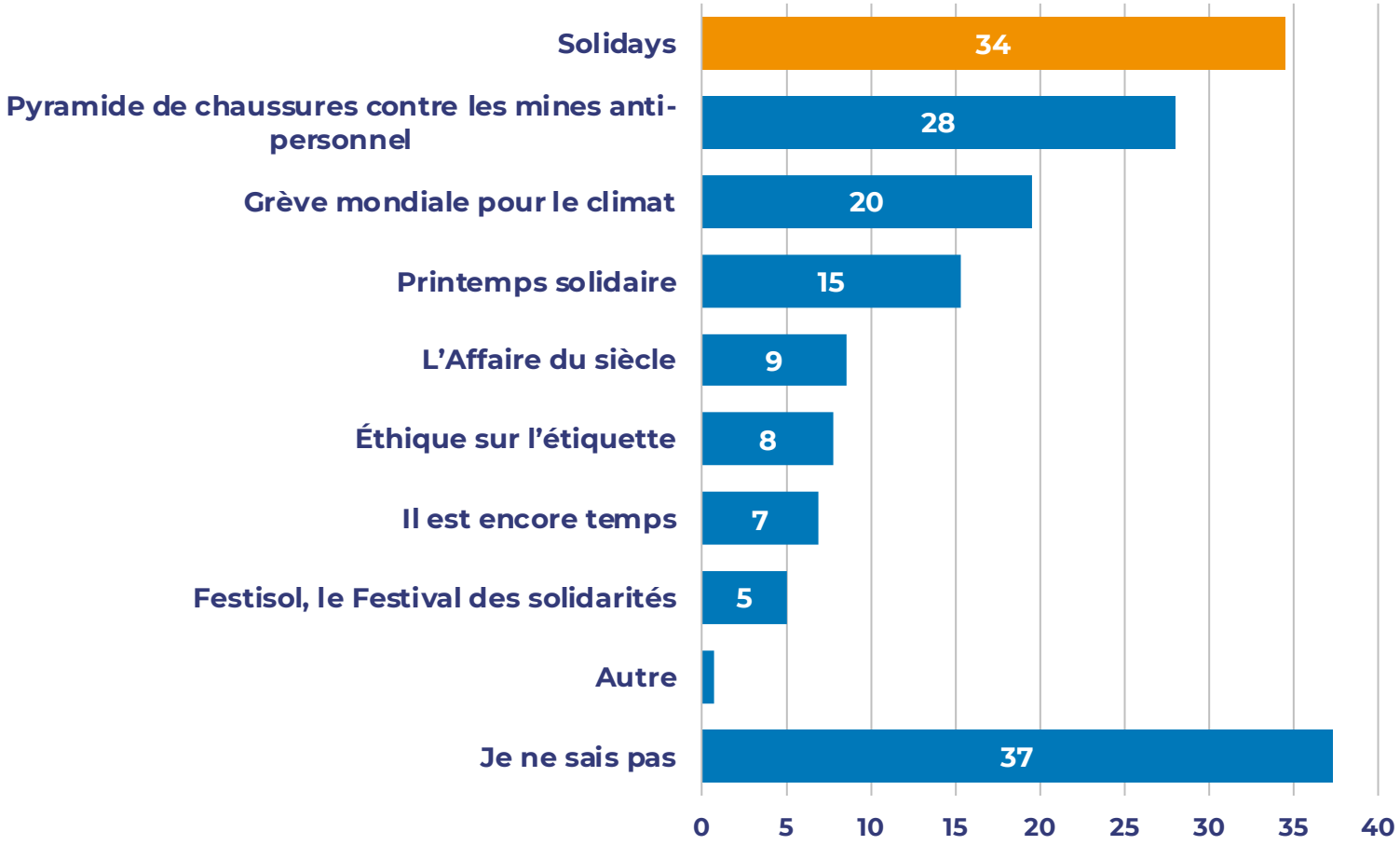
For example, just 6% said they'd like to hear more about global poverty through sports; 6% said they'd like to hear more on soap operas; and just 3% said they'd like to see information about global poverty in sitcoms. This suggests the public would like more information, but only in the two areas that they already hear about global poverty: news and reports.



Question: Dans quels types de programmes télévisés aimeriez-vous obtenir plus d'informations sur les problématiques de pauvreté dans le monde ?

Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

AWARENESS OF DEVELOPMENT CAMPAIGNS: SOLIDAYS IS THE CAMPAIGN THE PUBLIC ARE MOST AWARE OF



How many people have heard about large-scale global poverty and development campaigns and events?

34% of French respondents say they have heard of Solidays; 28% have heard of Pyramide; and 20% have heard of Grève mondiale pour le climat.

37% of respondents said they 'Don't know' of any of these campaigns.

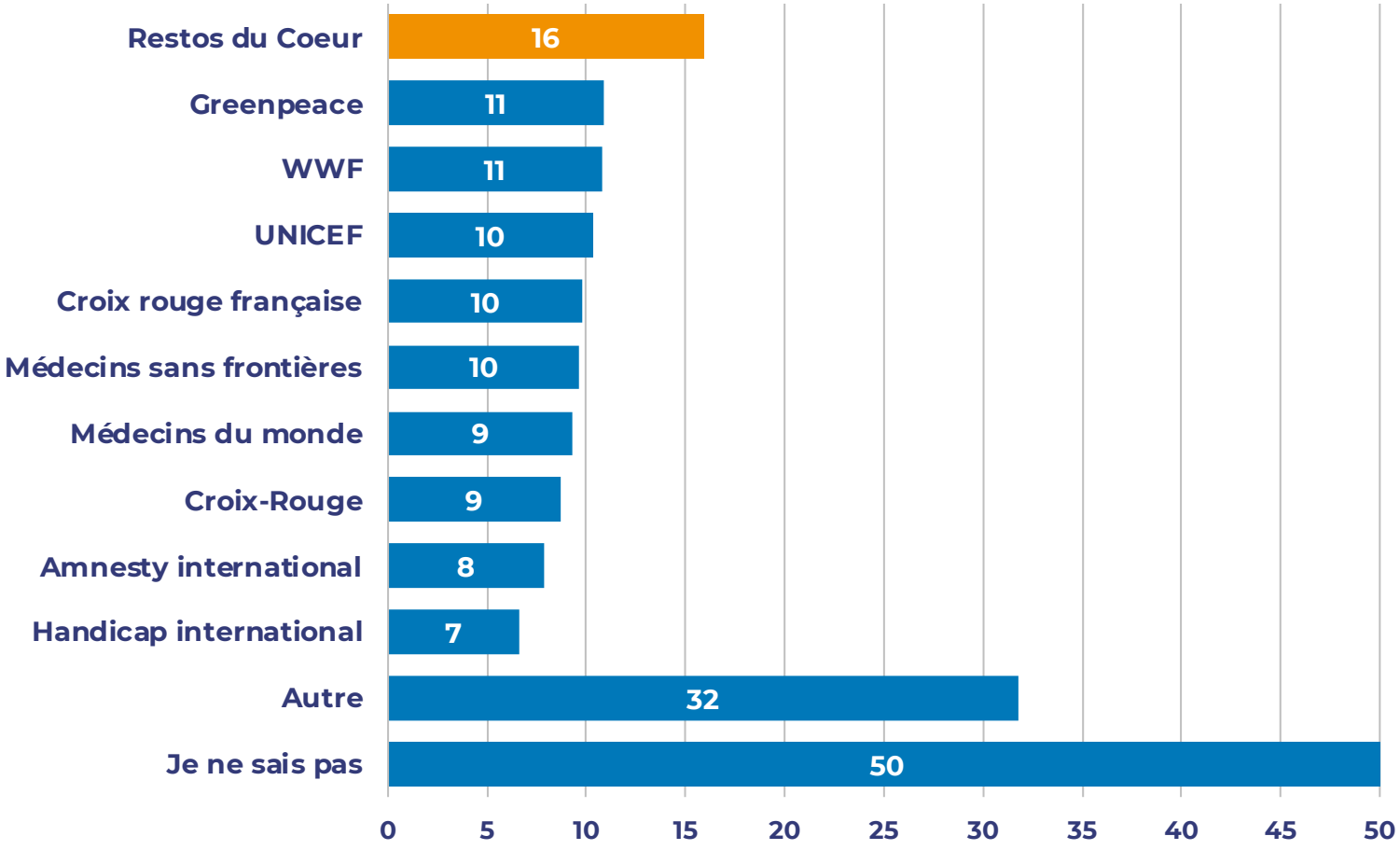
Question: Les campagnes et les événements de grande envergure sont souvent utilisés pour permettre aux gens d'en apprendre davantage sur le développement et sur la pauvreté dans le monde. Veuillez nous indiquer les campagnes et/ou événements dont vous avez déjà entendu parler.

Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

MAJOR NATIONAL AND INTERNATIONAL ORGANISATIONS ARE MORE LIKELY TO BE FOLLOWED BY THE PUBLIC

We asked respondents to think of their social networks and indicate which, if any, of the following 32 organisations they follow. Restos du Coeur was the top organisation with 16% saying they follow; Greenpeace and WWF with 11%, and UNICEF, Médecins sans frontiers, and Croix rouge française with 10%.

32% of respondents said they follow another organisation from our list (captured in 'Other') with 50% saying 'Don't know'.



Question: En pensant à votre usage des réseaux sociaux, lesquelles de ces ONG ou institutions suivez-vous?
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

RESTOS DU COEUR IS THE ORGANISATION THAT RESPONDENTS SAY THEY FOLLOW MOST CLOSELY

If respondents selected more than one organisation in the previous question, we asked which do you follow most closely?

Again, Restos du Coeur came top with 20% who said they follow this organisation most closely. Similar organisations take the top spots: WWF, Greenpeace and UNICEF.

A significant number of people indicate another organisation, but these are small percentages and captured in 'Other'.

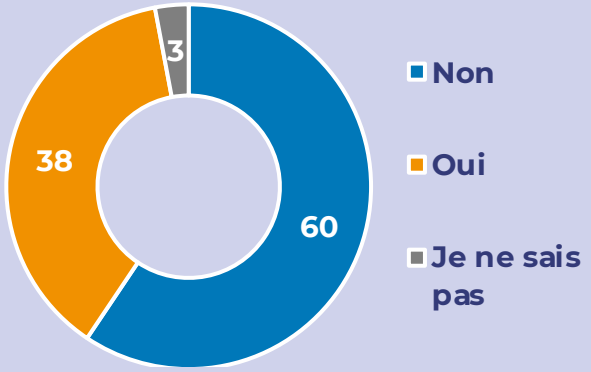
ORGANISATION FOLLOWED MOST CLOSELY

1. Restos du Coeur **(20%)**
2. WWF **(10%)**
3. Greenpeace **(9%)**
4. UNICEF **(7%)**
5. Croix rouge **(6%)**
6. Other **(48%)**

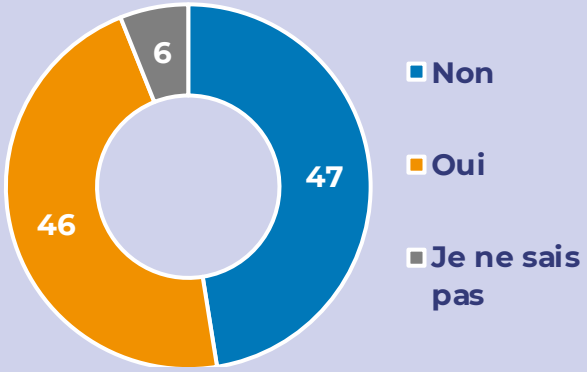
Question: Vous avez indiqué suivre ces ONG/organisations. Veuillez préciser celle que vous suivez de plus près.
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

MORE THAN 1/3 OF RESPONDENTS INTERACT WITH ORGANISATIONS BY LIKING, COMMENTING OR SHARING CONTENT

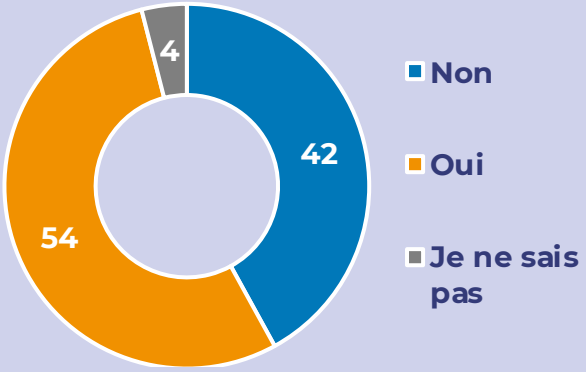
RESTOS DU COEUR



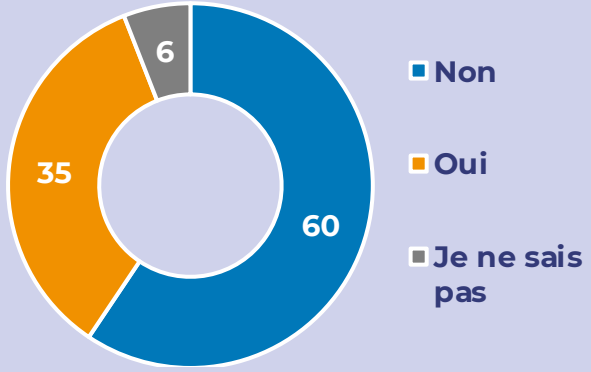
WWF



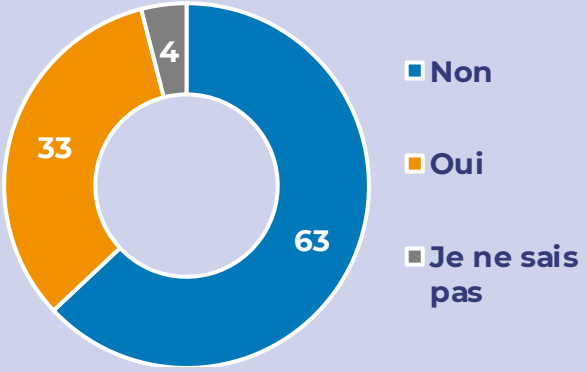
GREENPEACE



UNICEF



CROIX ROUGE



Do respondents interact with organisations they following by liking, commenting or sharing content? Those who follow Greenpeace are more likely to engage (54%) compared to Croix Rouge followers (33%), but 1/3 across these five organisations do engage.

Question: Avez-vous déjà interagi avec * en ligne en aimant/commentant/partageant ses posts ?**
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

CAMPAIGNS FROM THESE ORGANISATIONS MOTIVATES ENGAGEMENT IN DIFFERENT FORMS

RESTOS DU COEUR

- Fair un don **70%**
- Engagement **38%**
- Petition **35%**
- Événement artistique **31%**
- Événement associatif **25%**

WWF

- Petition **58%**
- Faire un don **52%**
- Engagement **23%**
- Marche/manifestation **22%**
- Événement associatif **19%**

GREENPEACE

- Petition **73%**
- Faire un don **44%**
- Marche/manifestation **34%**
- Engagement **31%**
- Événement artistique **25%**

UNICEF

- Fair un don **63%**
- Petition **39%**
- Événement associatif **27%**
- Engagement **26%**
- Événement artistique **25%**

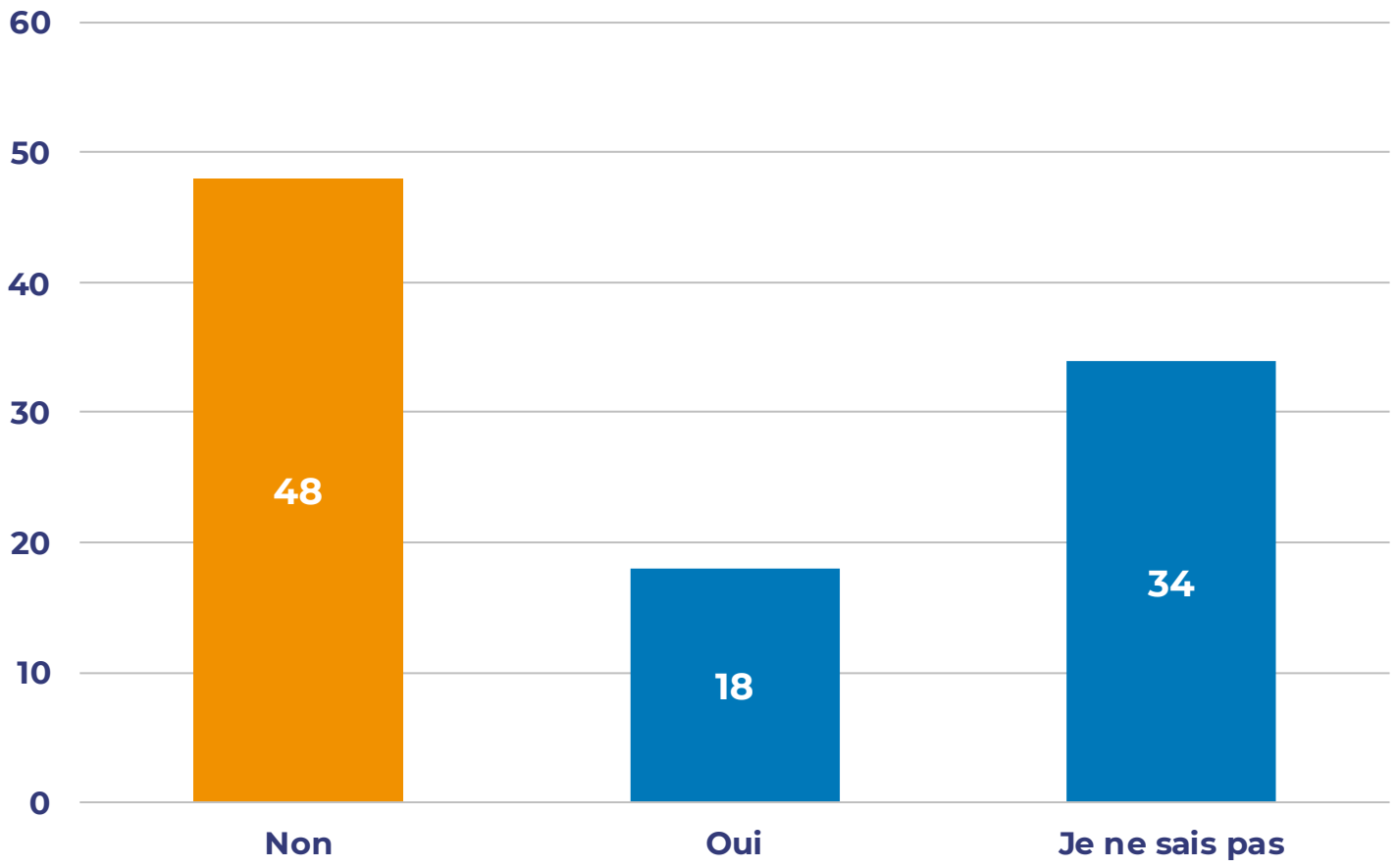
CROIX ROUGE

- Fair un don **61%**
- Petition **38%**
- Événement associatif **35%**
- Engagement **31%**
- Marche/manifestation **30%**

What actions did respondents take based on content from the following organisations? Making a donation or signing a petition are the most popular forms of engagement, followed by attending an organisation's event or to hear more about engagement (e.g. volunteering, etc.).

Question: Le contenu publié par * vous a-t-il convaincu(e) de participer à certaines des activités hors ligne suivantes pour soutenir ***?**
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

JUST 18% OF RESPONDENTS SAY PEOPLE WHO THEY FOLLOW ON SOCIAL MEDIA SHARE CONTENT ON GLOBAL POVERTY AND DEVELOPMENT



Thinking about the other people you follow on social media, do they share content from development organisations?

Just 18% of respondents say 'Yes' people they follow share content on global poverty and development. 48% of respondents say 'No' they do not. More than a third (34%) say Don't know.

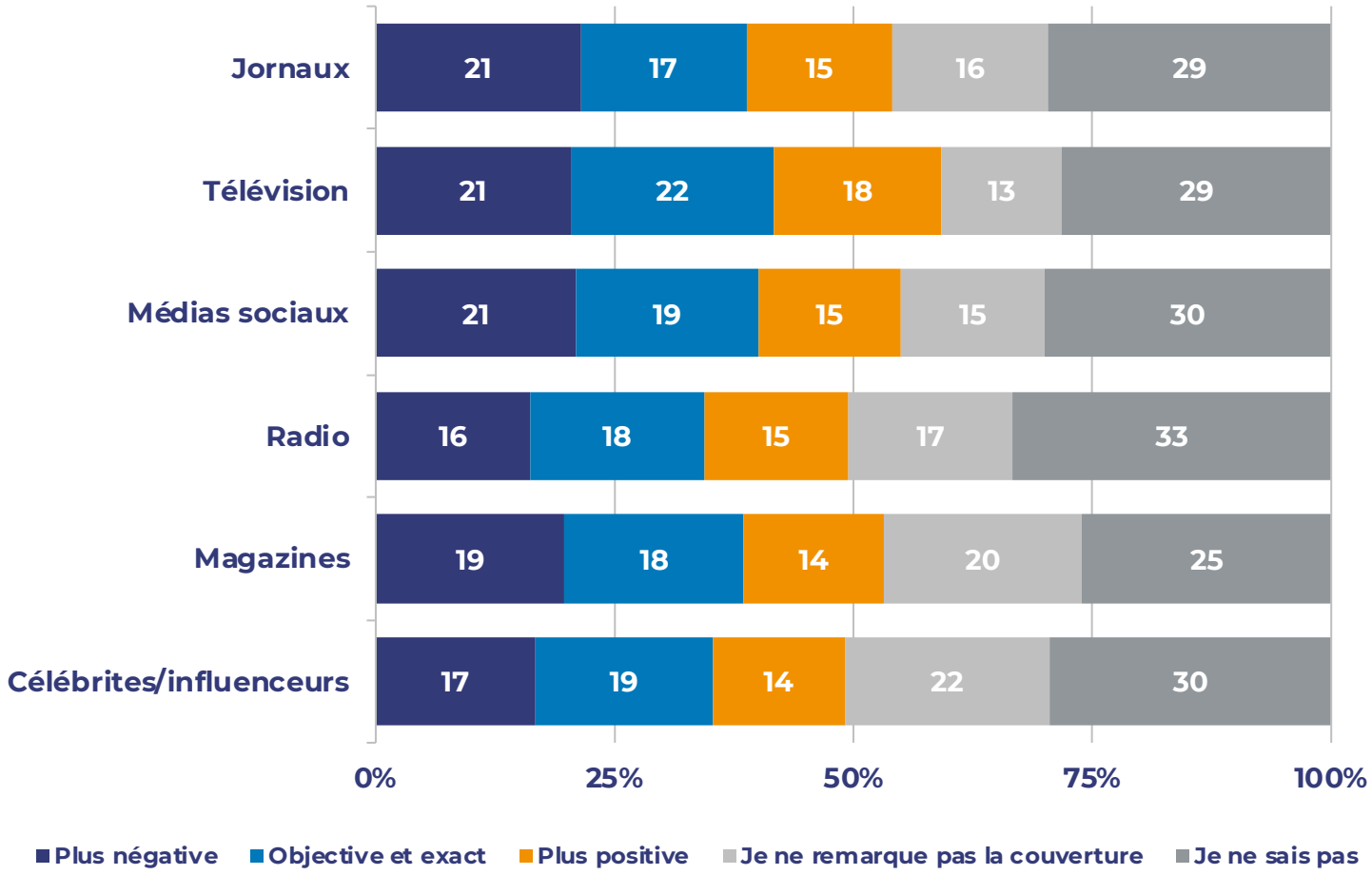
Question: En pensant aux autres personnes que vous suivez sur les réseaux sociaux, partagent-elles avec vous et avec leurs autres followers, des posts et du contenu issus d'ONG travaillant dans les domaines du développement des pays pauvres et de l'aide humanitaire ?
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

COVERAGE TONE FOR INTERNATIONAL ISSUES DOES NOT DEPEND ON THE SOURCE

We randomly presented 6 sources of information on international issues to respondents and asked them which of the following statements best reflects their view: coverage is positive of international issues than generally is; coverage is negative than actually is; or coverage of international issues is generally objective and accurate.

There is not much difference in perception of the frame of reporting depending on the source. Respondents felt the balance of positive, negative and objective coverage was similar.

25%+ of respondents said they 'Don't know' and another 13-22% said they didn't notice the coverage.



Question: En pensant à ce que * à propos de la pauvreté dans le monde, laquelle des affirmations suivantes se rapproche le plus de votre opinion ?**
Sample size n=6,033 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

6. KEY AUDEINCE GROUPS

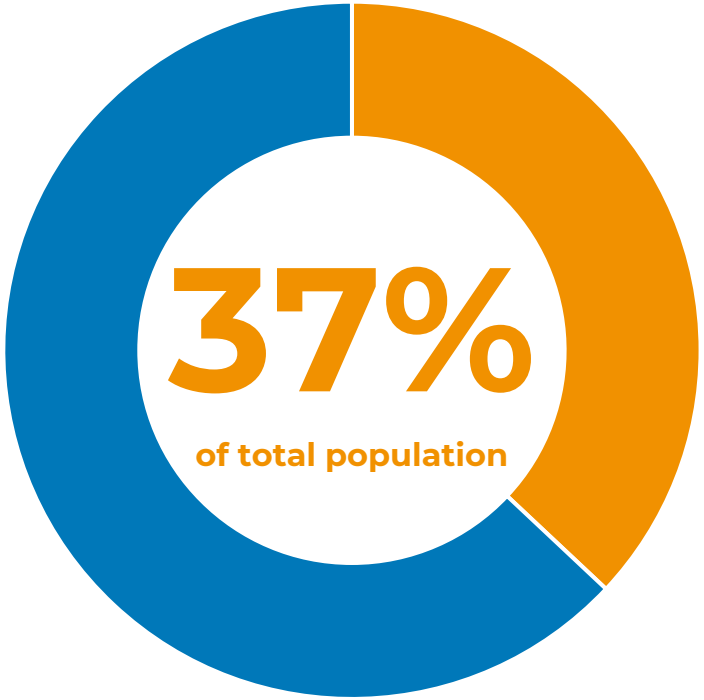
SUMMARY OF THREE TARGET GROUPS

The table summarises the four audience groups that are current or potential supporters. Note that there is some overlap between groups, but not much. The three groups, between them, account for 81% of the total population, with 68% of the population being in only one group, and 13% appearing in two groups and none in three. The core supporters are those who are already engaged and onside. The neighbouring issues non-supporters are people who would seem to be sympathetic to development challenges given their attitudes and values towards similar issues, but are not yet actively engaged supporters. The centre-right audience on the fence are on the right of the political spectrum but are satisfied with current levels of ODA spending or feel that spending on aid should be reduced somewhat, but not by a lot.

Group name	Group size	Description
Core supporters against global poverty	 **37%**	**Aid supporters, current donors or people who are fully engaged in the AAT engagement segmentation**
Neighboring issues non-supporters	 **34%**	**People who care about issues of gender, climate change and social inequality but are not core supporters**
Centre-right audience on the fence	 **22%**	**People who identify as centre-right who want to see aid kept at current levels or slightly decreased or who are marginally engaged**

CORE SUPPORTERS

CORE SUPPORTERS AGAINST GLOBAL POVERTY



An audience on which we can count.
They fulfill one of three criteria:

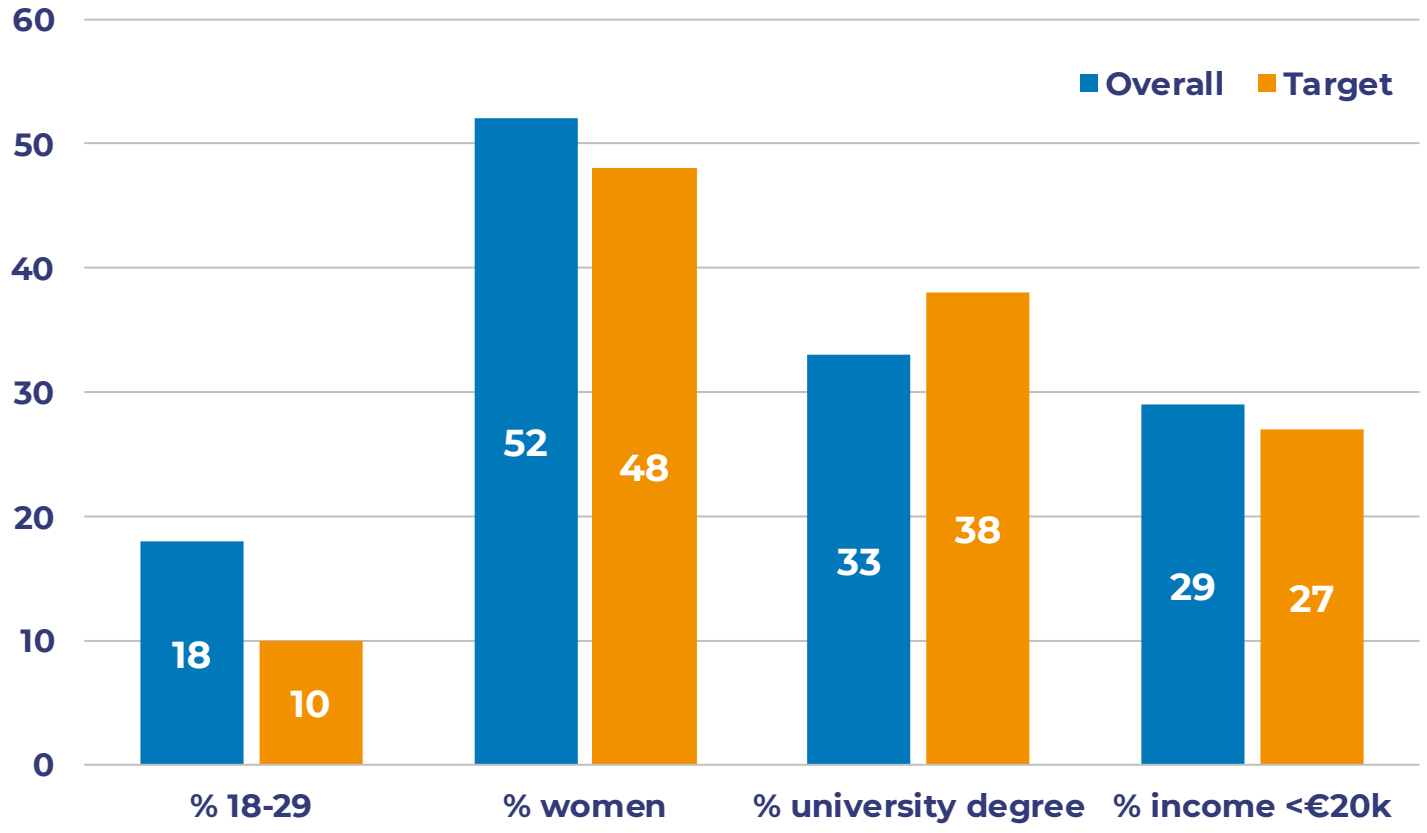
- **They want to see aid expenditure increased**
  - This might be by a great deal, or only just somewhat
- **They are donors to global poverty charity**
  - They donated in the past 12 months
- **They are fully engaged with global poverty**
  - They actively engage by keeping up with information, volunteering, using their voices, protesting, and more

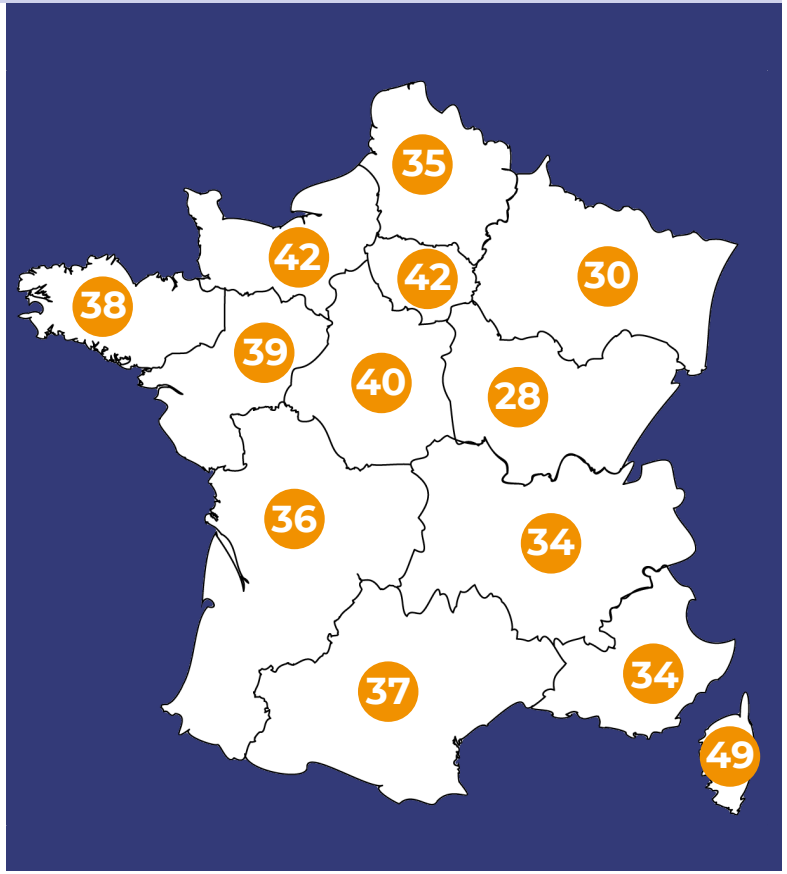
Sample size n= 6,033 | Group size n=1,541 | Base: FR adults
Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

DEMOGRAPHICS AND REGIONAL DISTRIBUTION

Compared with the overall population, core supporters are less likely to be in the youth bracket, and more likely to have a university degree.

Geographically, compared with the overall population, core supporters are significantly more likely to be in Corse, Ile-de- France, Normandie, and less likely to be in Bourgogne-Franche-Comté, and Grand Est.





Sample size n= 6,033 | Group size n=1,541 | Base: FR adults
Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

CORE SUPPORTERS' MEDIA BEHAVIOUR

Core supporters are most likely to be found on Facebook, reading regional papers, listening to France Info and watching France 3. And when compared with the overall population, they are more likely to be on YouTube and WhatsApp, more likely to be reading Le Monde and Le Canard enchaîne, much more likely to be listening to France Info and France Inter, and much more likely to be watching Arte.

MEDIA FOOTPRINT

- Social network average delta (ns)
- Newspapers average delta (+2%)
- Television average delta (+1%)
- Radio average delta (+1%)

Overall, compared to the whole population they are more likely to use newspapers, watch TV and listen to the radio, but are comparable to rest of sample on social media use.

TOP SOCIAL NETWORKS

- Facebook **64%** (-2%)
- YouTube **46%** (+4%)
- WhatsApp **30%** (+3%)
- Instagram **23%** (-3%)
- Twitter **20%** (+1%)

TOP NEWSPAPERS

- Regional papers **22%** (+5%)
- 20 Minutes **20%** (+2%)
- Le Monde **19%** (+6%)
- TV Magazine **15%** (+2%)
- Le Canard enchaîne **14%** (+6%)

TOP RADIO

- France Info **23%** (+9%)
- France Inter **20%** (+9%)
- Nostalgie **18%** (ns)
- RTL **17%** (+3%)
- France Bleu **14%** (+3%)

TOP TELEVISION

- France 3 **54%** (+8%)
- France 2 **52%** (+8%)
- TF1 **48%** (-6%)
- Arte **44%** (+14%)
- M6 **42%** (-4%)

Sample size n=8,067 | Group size n=1,452 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

OVER AND UNDER INDEXING MEDIA OUTLETS

The logos below reflect all the social media platforms and media outlets that core supporters are more likely (overindexing) and less likely (underindexing) to be found compared with the overall population.

They overindex on YouTube and WhatsApp, centre-left leaning and internationalist newspapers, and France 24.

OVERINDEXING

YouTube, WhatsApp, Le Monde, M le magazine du Monde, France info, Le Canard enchaîné, Libération, Le Parisien, Les Echos, France bleu, France culture, Le Point, nova Le Grand Mix, Sciences et Avenir, L'OBS, GEO, France musique, Radio Classique, L'EXPRESS, Monde diplomatique, Courrier international, Le Figaro magazine, Télérama, Challenges, France 24, LCP Assemblée Nationale Public Sénat, fip, France inter, arte, C NEWS, Europe 1, RTL, franceinfo:, 2, 3, 4, 5, Ô

UNDERINDEXING

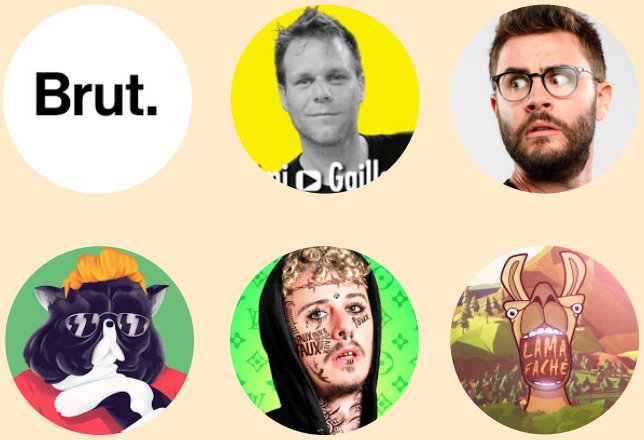
snapchat, TF1, 6, 6ter, TF1 Séries Films, gulli, Instagram, W9, NRJ, Virgin Radio, Skyrock, funradio

Sample size n=6,033 | Group size n=1,541 | Base: FR adults
Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

CORE SUPPORTERS ONLINE

FOLLOWING ONLINE

YOUTUBE CHANNELS



APPS USED

57%

(50%)

Like brands that get involved in social issues

59%

(40%)

Think multiculturalism has had a positive impact

70%

(57%)

Approves of France's membership to the EU

Sample size n= 6,033 | Group size n=1,541 | Base: FR adults
Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

CORE SUPPORTERS' READING, LISTENING, WATCHING AND PETITIONS

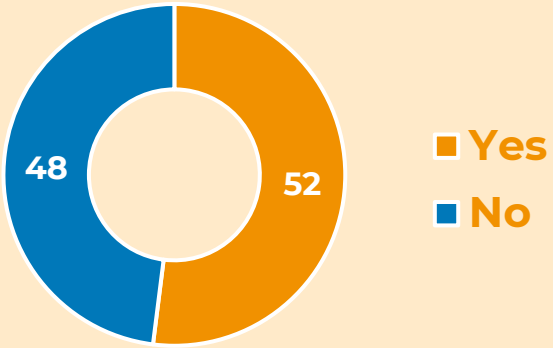
TOP GENRES BLOGS

- News **32%** (+6%)
- Politics **26%** (+8%)
- Food/wellbeing **26%** (+1%)
- Music/movies/arts **24%** (+3%)
- Humour **21%** (ns)

TOP GENRES YOUTUBE

- Music/movies/arts **35%** (+4%)
- Humour **25%** (ns)
- DIY tutorials **21%** (+1%)
- News **16%** (+3%)
- Food/wellbeing **16%** (+2%)

SIGNED A PETITION?



TOP GENRES PODCASTS

- News **19%** (+5%)
- Music/movies/arts **16%** (+3%)
- Politics **15%** (+4%)
- Humour **13%** (+1%)
- Food/wellbeing **12%** (+1%)

TOP NEWSPAPER SECTIONS

- News (France) **53%** (+11%)
- News (World) **47%** (+11%)
- News (Europe) **44%** (+11%)
- Society **39%** (+11%)
- Environment **38%** (+13%)

TOP PETITION WEBSITES

- Change **54%** (+2%)
- MesOpinions **24%** (+1%)
- NGO website **17%** (+7%)
- Avaaz **16%** (+5%)
- WeSignIt **8%** (+3%)

Sample size n= 6,033 | Group size n=1,541 | Base: FR adults
Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

CORE SUPPORTERS' DEVELOPMENT TOUCHPOINTS

TOP DEVELOPMENT TOUCHPOINTS

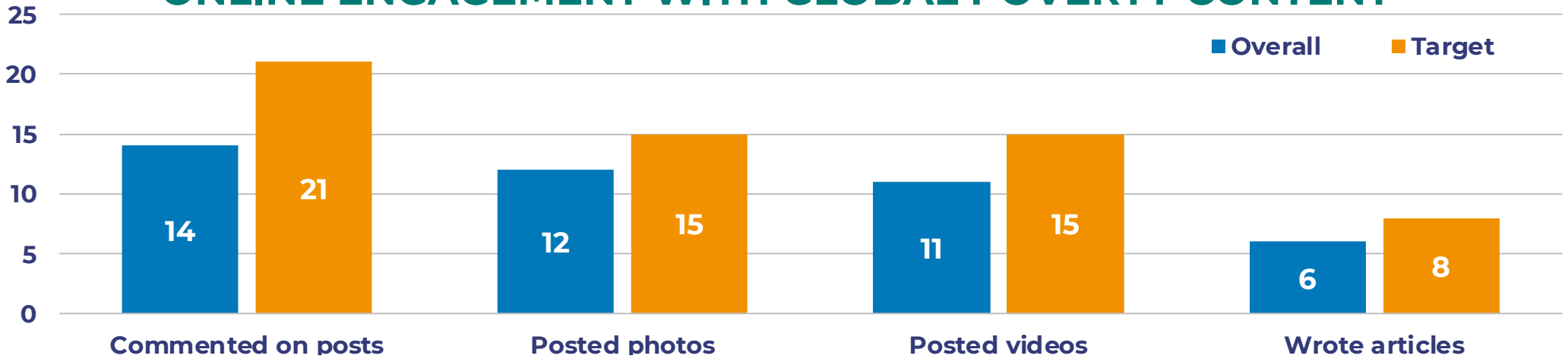
- Documentaries **58%** (+10%)
- News **52%** (+6%)
- Charity appeals **38%** (+11%)
- Social networks **29%** (+3%)
- Family and friends **23%** (+6%)

TOP DEVELOPMENT TOPICS ENCOUNTERED

- War/conflict **43%** (+6%)
- Refugees/migration **37%** (-1%)
- Natural disasters **27%** (-1%)
- Climate change **27%** (+1%)
- Famine/hunger **27%** (+2%)

TOP NGOs

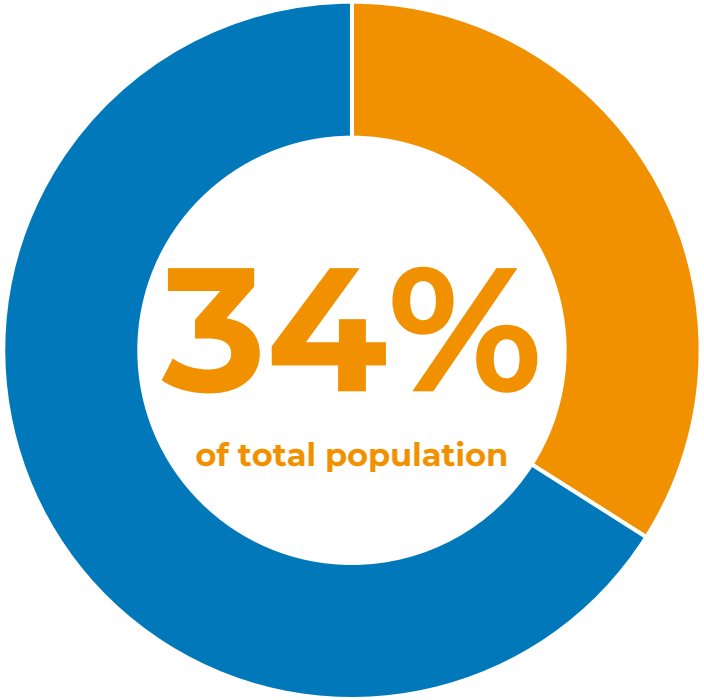
ONLINE ENGAGEMENT WITH GLOBAL POVERTY CONTENT



Sample size n= 6,033 | Group size n=1,541 | Base: FR adults
Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

NEIGHBOURING ISSUES NON-SUPPORTERS

NEIGHBOURING ISSUES NON-SUPPORTERS



An audience that cares about social issues but is not a supporter of development and global poverty (yet)

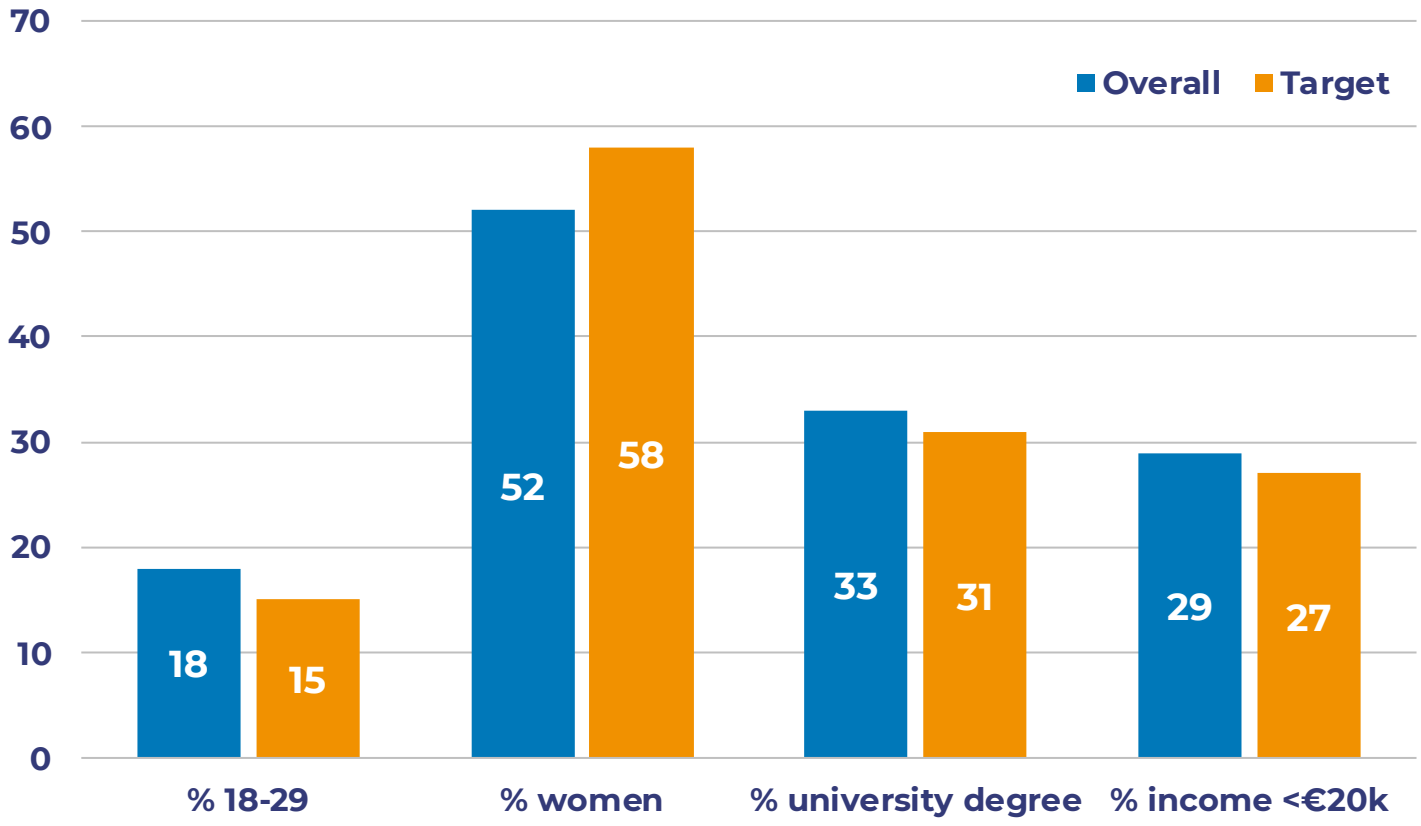
- **They are not supporters**
- **They are concerned about one or more of these issues:**
  - Gender and women's rights
  - Social inequality
  - Climate change

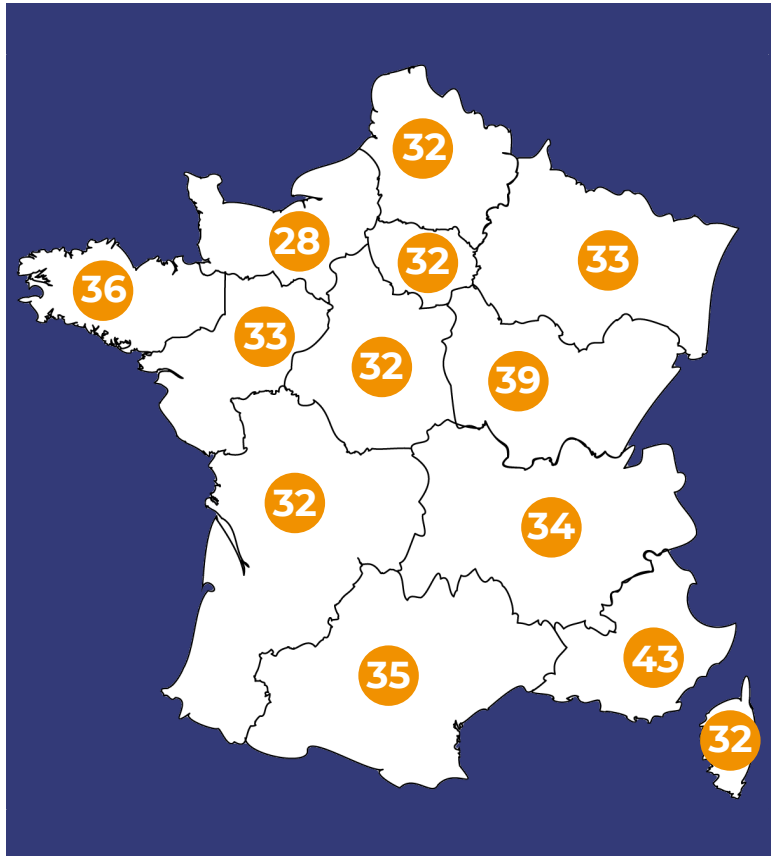
Sample size n=6,033 | Group size n=2,074 | Base: FR adults
Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

DEMOGRAPHICS AND REGIONAL DISTRIBUTION

Compared with the overall population, neighbouring issues non-supporters are slightly less likely to be in the youth bracket and more likely to be female.

Geographically, compared with the overall population, core supporters are significantly more likely to be in Provence-Alpes-Côte d'Azur and Bourgogne-Franche-Comté, and less likely to be in Normandie.





Sample size n=6,033 | Group size n=2,074 | Base: FR adults
Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

NEIGHBOURING ISSUES NON-SUPPORTERS' MEDIA

Neighbouring issues non-supporters are most likely to be found on Facebook, reading 20 Minutes, listening to Nostalgie, and watching TF1. But when compared with the overall population, they are more likely to be on Facebook, much more likely to be reading 20 Minutes or TV Magazine, slightly more likely to be listening to Chérie FM, and much more likely to be watching most TV channels, especially TF1, M6, France 3, France 2.

MEDIA FOOTPRINT

- Social network average delta (ns)
- Newspapers average delta (ns)
- Television average delta (+1%)
- Radio average delta (ns)

Overall, compared to the whole population they are more likely watch television, but are broadly comparable on all other media.

TOP SOCIAL NETWORKS

- Facebook **69%** (+3%)
- YouTube **41%** (-1%)
- WhatsApp **28%** (+1%)
- Instagram **28%** (+1%)
- Twitter **20%** (+1%)

TOP NEWSPAPERS

- 20 Minutes **22%** (+2%)
- Regional papers **20%** (+1%)
- TV Magazine **15%** (+2%)
- Le Monde **13%** (ns)
- Femme actuelle **10%** (+1%)

TOP RADIO

- Nostalgie **19%** (+1%)
- RTL **16%** (+1%)
- NJR **15%** (ns)
- Chérie FM **14%** (+2%)
- RTL 2 **13%** (+1%)

TOP TELEVISION

- TF1 **60%** (+6%)
- M6 **52%** (+5%)
- France 3 **50%** (+5%)
- France 2 **49%** (+5%)
- BFM TV **39%** (+4%)

Sample size n=8,067 | Group size n=1,452 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

OVER AND UNDER INDEXING MEDIA OUTLETS

The logos below reflect all the social media platforms and media outlets that neighbouring issues non-supporters are more likely (overindexing) and less likely (underindexing) to be found compared with the overall population.

They overindex on the Facebook, 20 Minutes, and TF1.

OVERINDEXING

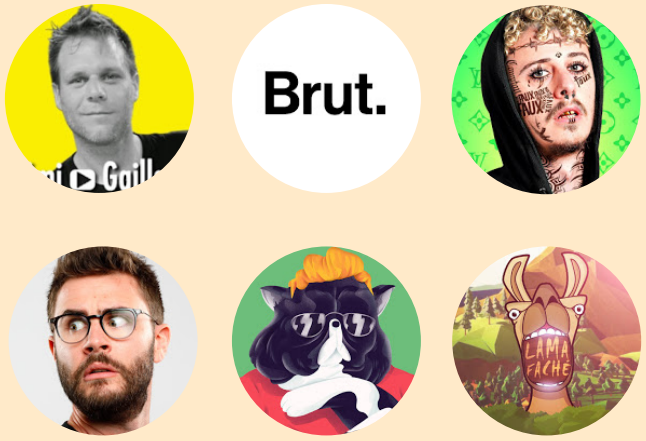
UNDERINDEXING

Sample size n=6,033 | Group size n=2,074 | Base: FR adults
Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

NEIGHBOURING ISSUES NON-SUPPORTERS ONLINE

FOLLOWING ONLINE

YOUTUBE CHANNELS



APPS USED

59%

(50%)

Like brands that get involved in social issues

43%

(40%)

Think multiculturalism has had a positive impact

60%

(57%)

Approves of France's membership to the EU

Sample size n=6,033 | Group size n=2,074 | Base: FR adults
Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

NEIGHBOURING ISSUES NON-SUPPORTERS' READING, LISTENING, WATCHING AND PETITIONS

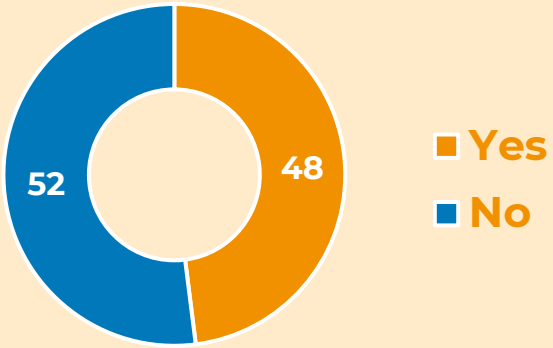
TOP GENRES BLOGS

- Food/wellbeing **30%** (+5%)
- News **29%** (+3%)
- Humour **23%** (+3%)
- Music/movies/arts **23%** (+2%)
- DYI tutorials **23%** (+3%)

TOP GENRES YOUTUBE

- Music/movies/arts **33%** (+2%)
- Humour **28%** (+3%)
- DIY tutorials **22%** (+3%)
- Food/wellbeing **17%** (+2%)
- Sports **14%** (+1%)

SIGNED A PETITION?



TOP GENRES PODCASTS

- News **16%** (+1%)
- Humour **14%** (+2%)
- Music/movies/arts **14%** (+2%)
- Food/wellbeing **12%** (+1%)
- Politics **12%** (+1%)

TOP NEWSPAPER SECTIONS

- News (France) **47%** (+4%)
- News (World) **41%** (+4%)
- News (Europe) **36%** (+3%)
- Society **30%** (+2%)
- Health/science/tech **29%** (+3%)

TOP PETITION WEBSITES

- Change **55%** (+2%)
- MesOpinions **25%** (+2%)
- Avaaz **9%** (-1%)
- NGO website **8%** (-2%)
- Jesigne.fr **5%** (-1%)

Sample size n=6,033 | Group size n=2,074 | Base: FR adults
Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

NEIGHBOURING ISSUES NON-SUPPORTERS' DEVELOPMENT TOUCHPOINTS

TOP DEVELOPMENT TOUCHPOINTS

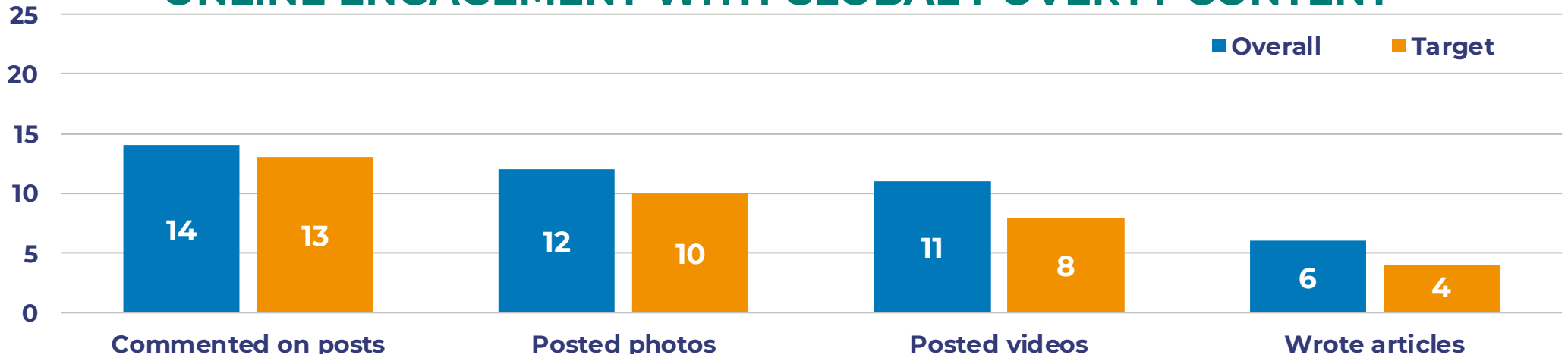
- Documentaries **55%** (+7%)
- News **53%** (+7%)
- Social networks **30%** (+4%)
- Charity appeals **30%** (+3%)
- Adverts **20%** (+2%)

TOP DEVELOPMENT TOPICS ENCOUNTERED

- Refugees/migration **41%** (+3%)
- War/conflict **39%** (+3%)
- Natural disasters **32%** (+4%)
- Climate change **27%** (+1%)
- Famine/hunger **25%** (+1%)

TOP NGOs

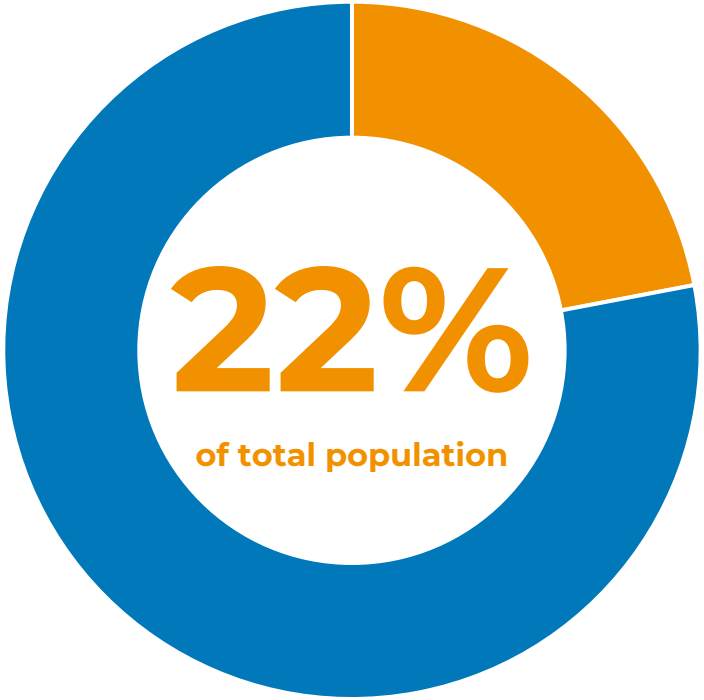
ONLINE ENGAGEMENT WITH GLOBAL POVERTY CONTENT



Sample size n=8,067 | Group size n=1,541 | Base: FR adults
Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

CENTRE-RIGHT ON THE FENCE

CENTRE-RIGHT AUDIENCE ON THE FENCE



An audience of aid sceptics ideologically moderately right-wing:

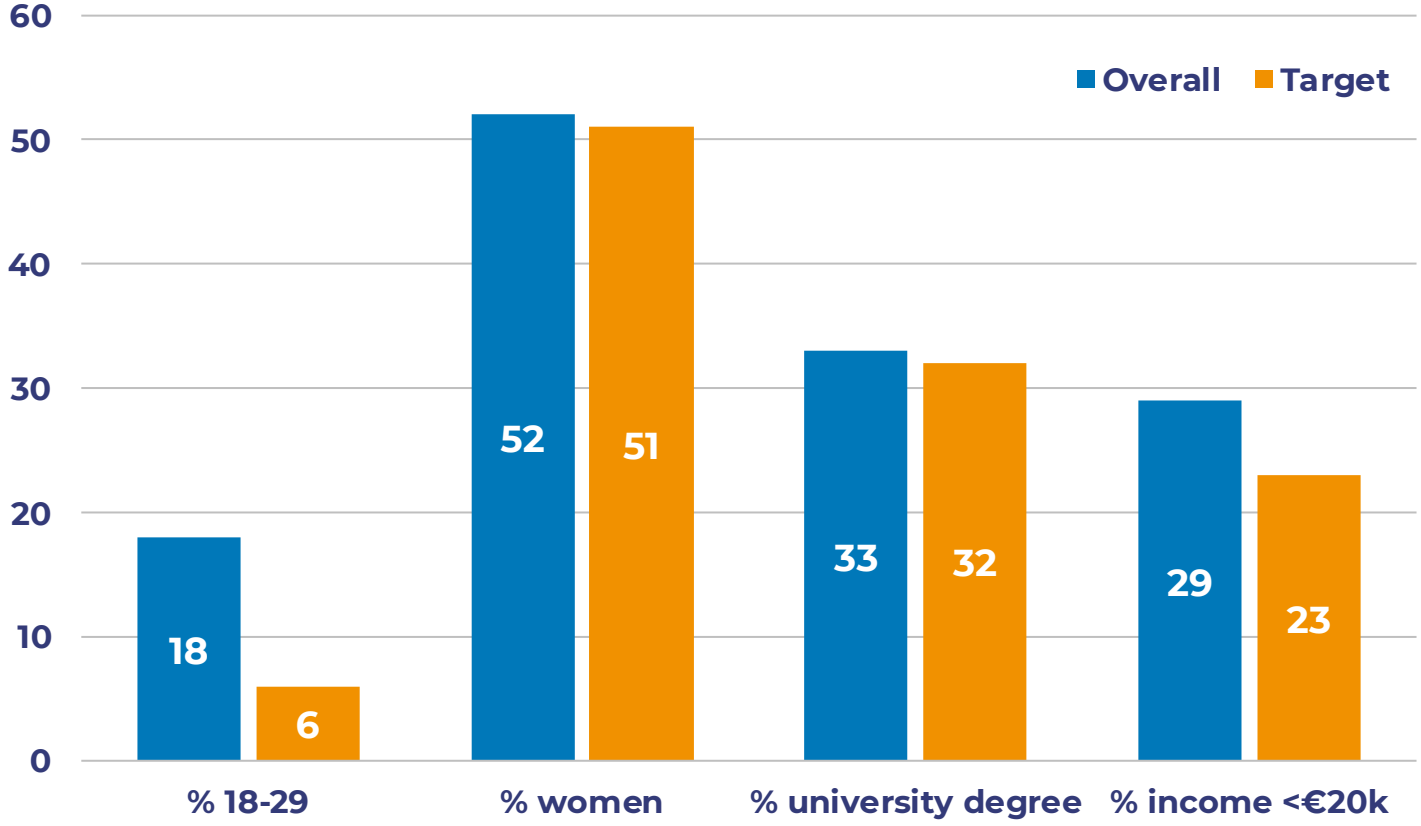
- **They want aid to decrease slightly or stay at current levels, but not increase**
- **They identify themselves has being politically centre-right**

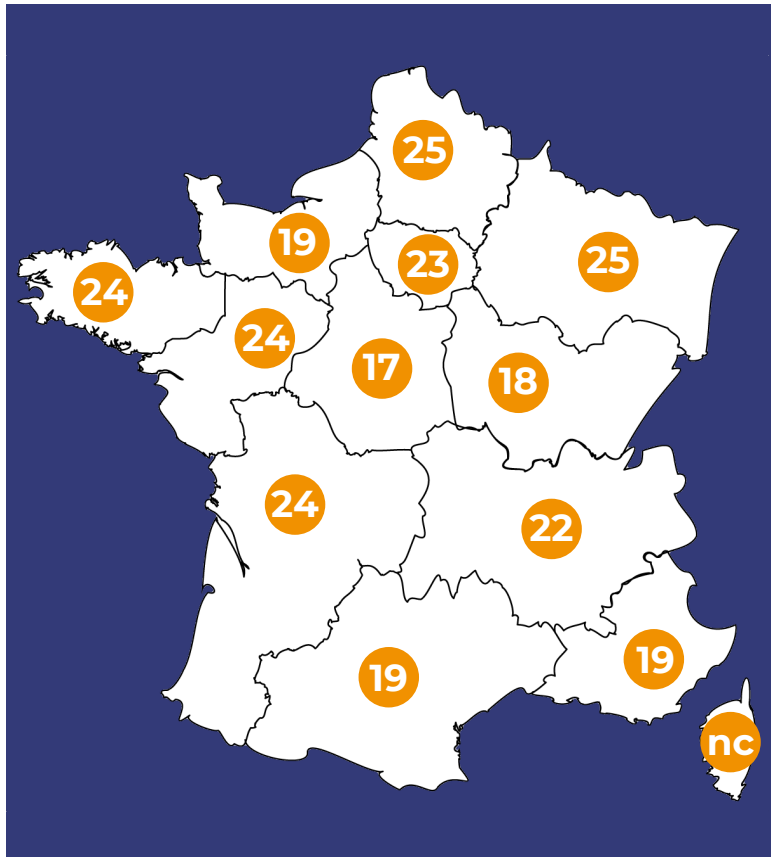
Sample size n=6,033 | Group size n=930 | Base: FR adults
Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

DEMOGRAPHICS AND REGIONAL DISTRIBUTION

Compared with the overall population, centre-right audiences who are on the fence are much less likely to be in the youth age bracket and are less likely to be in the less than €20,000 income bracket.

Geographically, compared with the overall population, core supporters are significantly more likely to be Hauts-de-France and Grand Est, and less likely to be in Centre-Val de Loire .





Sample size n=6,033 | Group size n=930 | Base: FR adults
Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

CENTRE-RIGHT AUDIENCE ON THE FENCE MEDIA

The centre-right audience on the fence are most likely to be found on Facebook, reading regional papers, listening to Nostalgie and watching TF1. But when compared with the overall population, they are much less likely to be on most social media platforms, more likely to be reading TV Magazine, and much more likely to be watching France 3 and most other main TV Channels.

MEDIA FOOTPRINT

- Social network average delta (-3%)
- Newspapers average delta (+1%)
- Television average delta (+2%)
- Radio average delta (+1%)

Overall, compared to the whole population they are more likely watch television, read newspapers and listen to the radio, but much less likely to use social networks.

TOP SOCIAL NETWORKS

- Facebook **61%** (-5%)
- YouTube **33%** (-9%)
- WhatsApp **25%** (-2%)
- Instagram **18%** (-8%)
- Twitter **14%** (-4%)

TOP NEWSPAPERS

- Regional papers **22%** (+5%)
- 20 Minutes **20%** (+2%)
- TV Magazine **19%** (+6%)
- Le Monde **14%** (+1%)
- Le Figaro **12%** (+3%)

TOP RADIO

- Nostalgie **19%** (+1%)
- RTL **16%** (+1%)
- NJR **15%** (ns)
- Chérie FM **14%** (+2%)
- RTL 2 **13%** (+1%)

TOP TELEVISION

- TF1 **60%** (+7%)
- France 3 **56%** (+10%)
- M6 **51%** (+5%)
- France 2 **51%** (+7%)
- BFM TV **41%** (+7%)

Sample size n=8,067 | Group size n=1,452 | Base: GB adults
Data are weighted to be nationally representative | Fieldwork by YouGov, 8 May – 17 Jun 2019

OVER AND UNDER INDEXING MEDIA OUTLETS

The logos below reflect all the social media platforms and media outlets that the centre-right audience on the fence are more likely (overindexing) and less likely (underindexing) to be found compared with the overall population.

They overindex on Le Figaro as well as some other newspapers, TF1, while underindexing on almost all social media platforms. They are much less likely to be online.

OVERINDEXING

LE FIGARO
Femme Actuelle
Le Point
PARIS MATCH
L'EXPRESS
Challenges
M6
TF1
2 3 5
BFM TV.
LCI
arte
RMC DÉCOUVERTE HD24
Chérie 25
FRANCE 24
RTL
RTL2
france bleu
RMC INFO TALK SPORT
Europe 1

UNDERINDEXING

facebook
YouTube
Instagram
snapchat
Telegram
Libération
l'Humanité
TiJi
téléTOON+
SKYROCK
funradio
NRJ

Sample size n=6,033 | Group size n=930 | Base: FR adults
Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

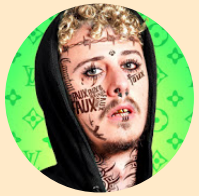
CENTRE-RIGHT ON THE FENCE ONLINE

FOLLOWING ONLINE

YOUTUBE CHANNELS

Brut.

OSONS CAUSER



APPS USED

leboncoin

49%

(50%)

Like brands that get involved in social issues

37%

(40%)

Think multiculturalism has had a positive impact

69%

(57%)

Approves of France's membership to the EU

Sample size n=6,033 | Group size n=930 | Base: FR adults
Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

CENTRE-RIGHT ON THE FENCE READING, LISTENING, WATCHING AND PETITIONS

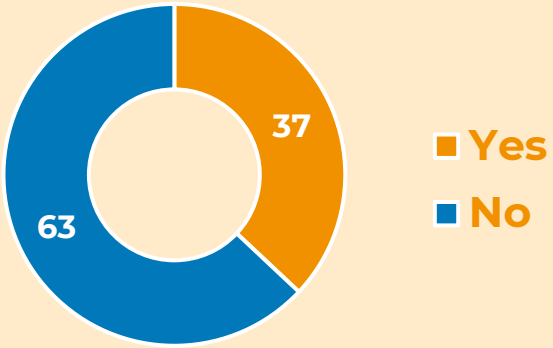
TOP GENRES BLOGS

- News **28%** (+5%)
- Food/wellbeing **23%** (+3%)
- DIY tutorials **22%** (+3%)
- Music/movies/arts **21%** (+2%)
- Humour **19%** (+3%)

TOP GENRES YOUTUBE

- Music/movies/arts **29%** (-2%)
- Humour **21%** (-4%)
- DIY tutorials **20%** (+1%)
- News **13%** (ns)
- Food/wellbeing **11%** (-4%)

SIGNED A PETITION?



TOP GENRES PODCASTS

- News **17%** (+3%)
- Humour **13%** (ns)
- Music/movies/arts **12%** (-2%)
- Sports **11%** (+1%)
- Politics **11%** (ns)

TOP NEWSPAPER SECTIONS

- News (France) **50%** (+7%)
- News (World) **43%** (+7%)
- News (Europe) **42%** (+10%)
- Society **31%** (+2%)
- Health/science/tech **28%** (+2%)

TOP PETITION WEBSITES

- Change **48%** (-4%)
- MesOpinions **20%** (-4%)
- NGO website **8%** (-2%)
- Avaaz **8%** (-2%)
- SumOfUs **4%** (-1%)

Sample size n=6,033 | Group size n=930 | Base: FR adults
Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

CENTRE-RIGHT ON THE FENCE DEVELOPMENT TOUCHPOINTS

TOP DEVELOPMENT TOUCHPOINTS

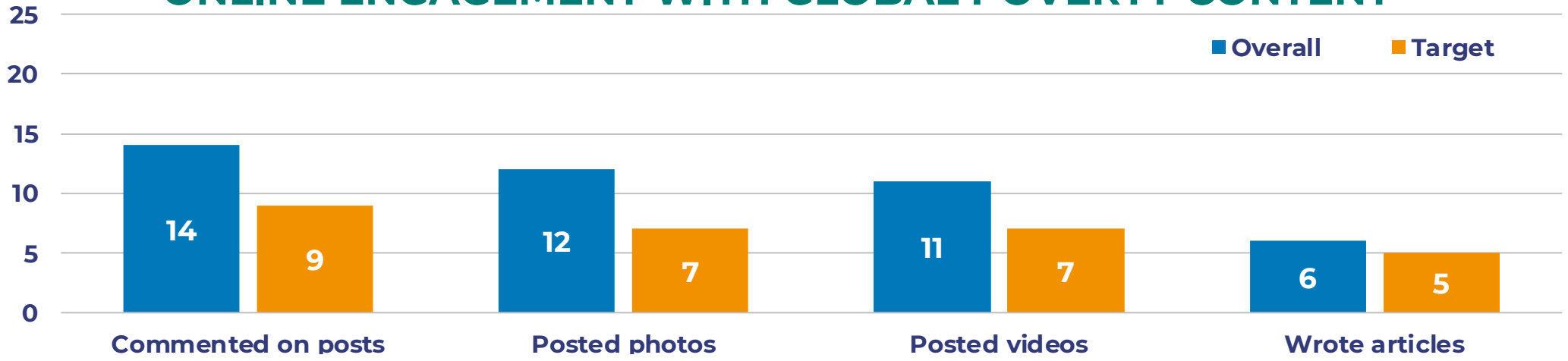
- News **53%** (+7%)
- Documentaries **51%** (+4%)
- Charity appeals **31%** (+4%)
- Social networks **21%** (-6%)
- Adverts **21%** (+3%)

TOP DEVELOPMENT TOPICS ENCOUNTERED

- Refugees/migration **40%** (+2%)
- War/conflict **38%** (+1%)
- Natural disasters **34%** (+6%)
- Climate change **27%** (+1%)
- Environment issues **25%** (+3%)

TOP NGOs

ONLINE ENGAGEMENT WITH GLOBAL POVERTY CONTENT



Sample size n=6,033 | Group size n=930 | Base: FR adults
Data are weighted to be nationally representative | Fieldwork by YouGov 13 January – 23 March 2020

DATA AND CITATION

DATA

The data for this deck come from two principal surveys: 1). AAT Media Consumption Survey, fieldwork by YouGov, January - March 2020; 2). AAT Wave 10 Panel Survey, fieldwork by YouGov, June 2018. Data are weighted to be nationally representative.

USE

DEL is funded by the Bill & Melinda Gates Foundation. The data and analysis produced are a public good and can be used and shared with the appropriate citation.

CITATION

Morini, Paolo, Hudson, David & Hudson, Jennifer. 2020. *Global Poverty & Development: Media Consumption in France*. London: Development Engagement Lab.

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 or by contacting del@ucl.ac.uk.

Citation: Hudson, J., Hudson D. & Morini, P. 2019. Global Poverty & Development: Media Consumption in France. London: Development Engagement Lab.

Cover photo: Paolo Morini