



DEL DASHBOARD FRANCE JANUARY 2024

/ Dashboard #12
// January 2024
/// www.developmentcompass.org
[@DevEngageLab](https://twitter.com/DevEngageLab)

Soomin Oh

DATA

The data for this deck come from the DEL Tracker (n=1,020). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 8-15 January 2024.

USE

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

CITATION

Oh, S. 2024. *DEL Dashboard – France January 2024*. London: Development Engagement Lab.

DEL DASHBOARDS

You can find DEL Dashboards at the Development Engagement Lab website:
<https://developmentengagementlab.org/>

THREE KEY CHANGES SINCE OCTOBER 2023



57%

↑ +4%*

say they are most concerned about issues related to war, conflict, and terrorism

As with other DEL countries, concern for war, conflict, and terrorism has increased significantly by 4pp to nearly 60%, becoming the second most important issue of concern for the French public.



27%

↑ +1%*

think development aid is effective or very effective

A continued increase in perceived effectiveness of development aid is seen in France with a small but steady 1pp increase to 27%.



58%

↓ -2%*

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

The trend in falling support for development aid spending in France continues: 58% respondents say they want to increase or keep the aid budget at current levels, down 2pp from October 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.

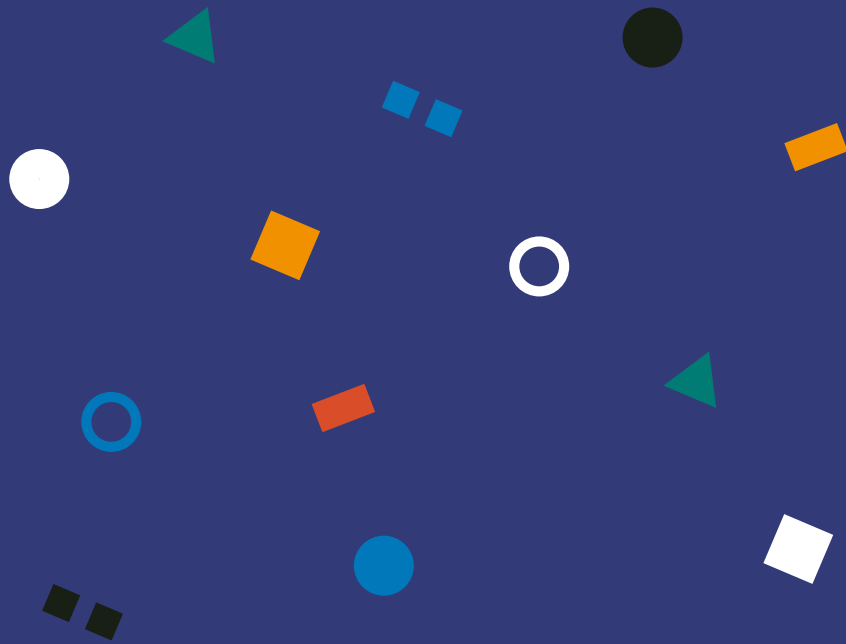


This icon is used when there is a downward change since the last data point. An asterisk indicates the change is statistically significant.



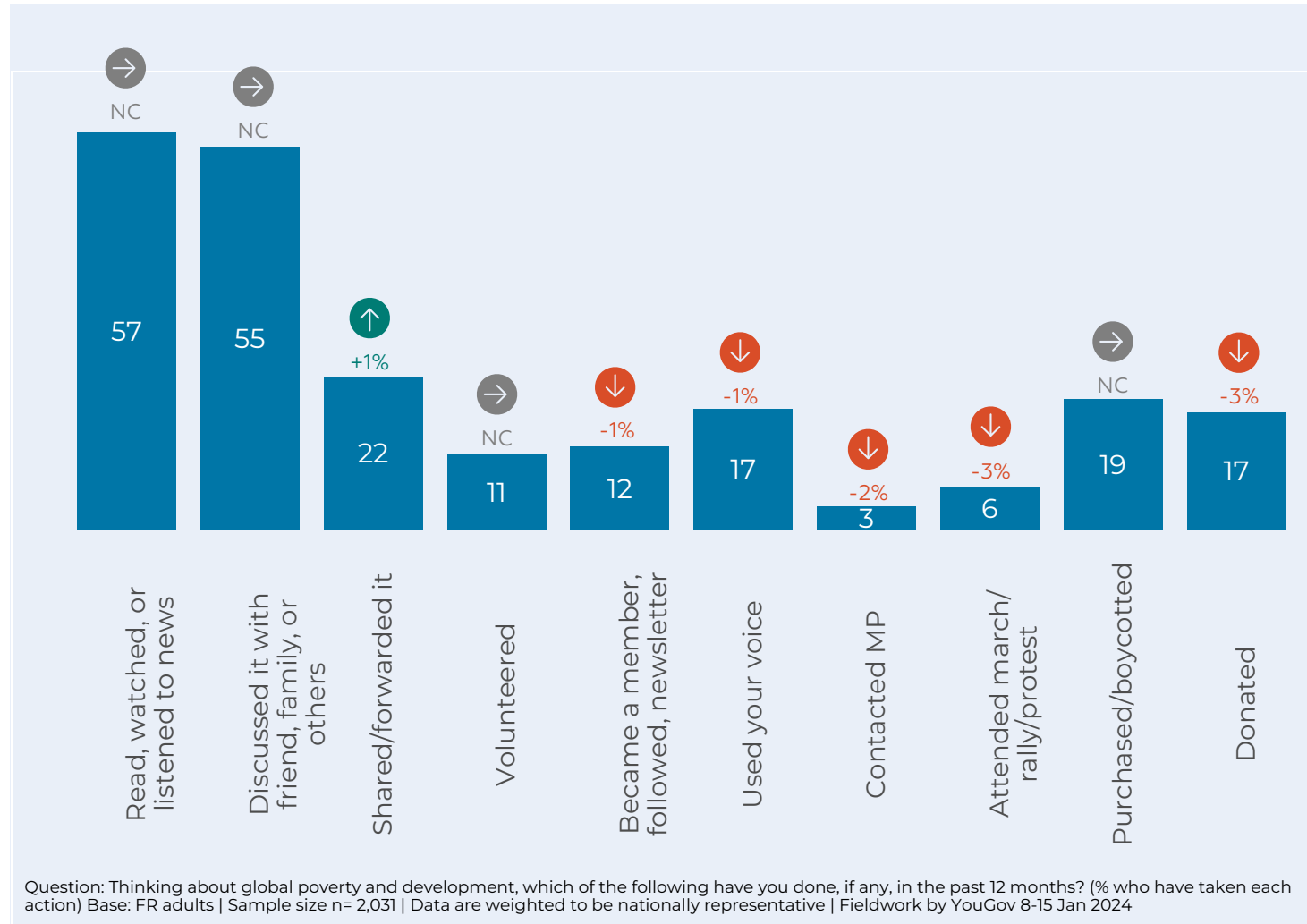
This icon is used when there is no change from the last data point, or the change was smaller than 1% in size.

BEHAVIOURAL ENGAGEMENT



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

ENGAGEMENT BATTERY – JANUARY 2024



DEL’s behavioural engagement battery shows little change since October 2023: most indicators show no change or are negative, albeit not statistically so.

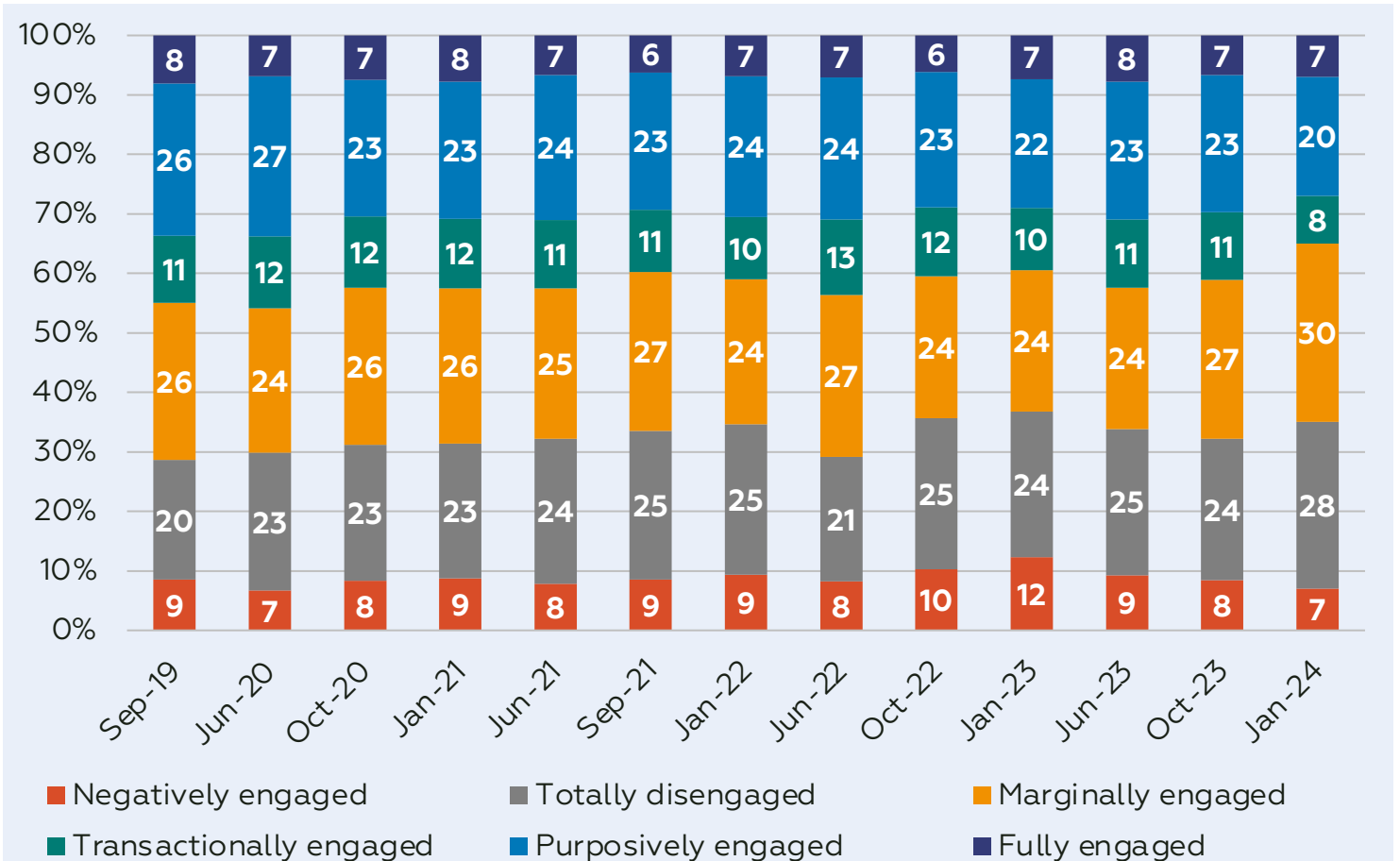
Engagement through information continues to be the most frequent avenue through which the public interacts with issues of global poverty and development.

Both financial and nonfinancial modes of engagement have seen a nominal decline since October 2023.

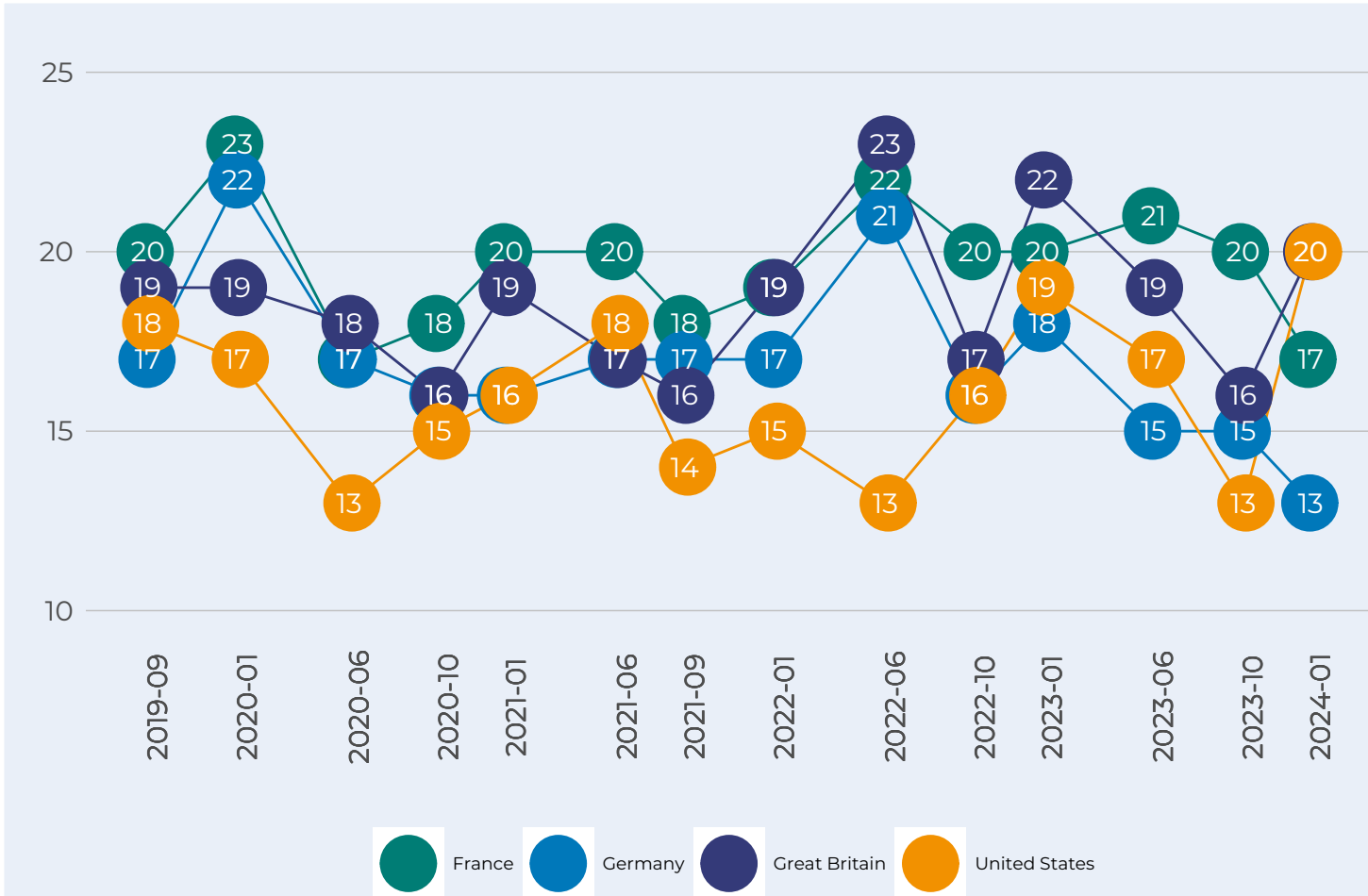
DEL SEGMENTATION – JANUARY 2024

Segment	Change since Jan 2023	
Negatively engaged	↓	-1%
Totally disengaged	↑	+4%
Marginally engaged	↑	+3%
Transactionally engaged	↑	+3%
Purposively engaged	↓	-3%
Fully engaged	→	NC

There has not been any meaningful change in the engagement groups since October 2023. The Marginally Engaged audience group, now at 30%, is 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 Purposively Engaged groups.



TRENDS IN DONATIONS – 2019/2024



17%

↓ -3%

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 for France and Germany, and risen for GB and the US.

In France, donations fell 3pp to 17%, continuing a downward trend. In Germany, donations have also dropped by 2pp down to 13%.

In the GB and the US, 1 in 5 of respondents said they had donated in the past 12 months – an increase of 4 and 7pp respectively from Oct 2023.

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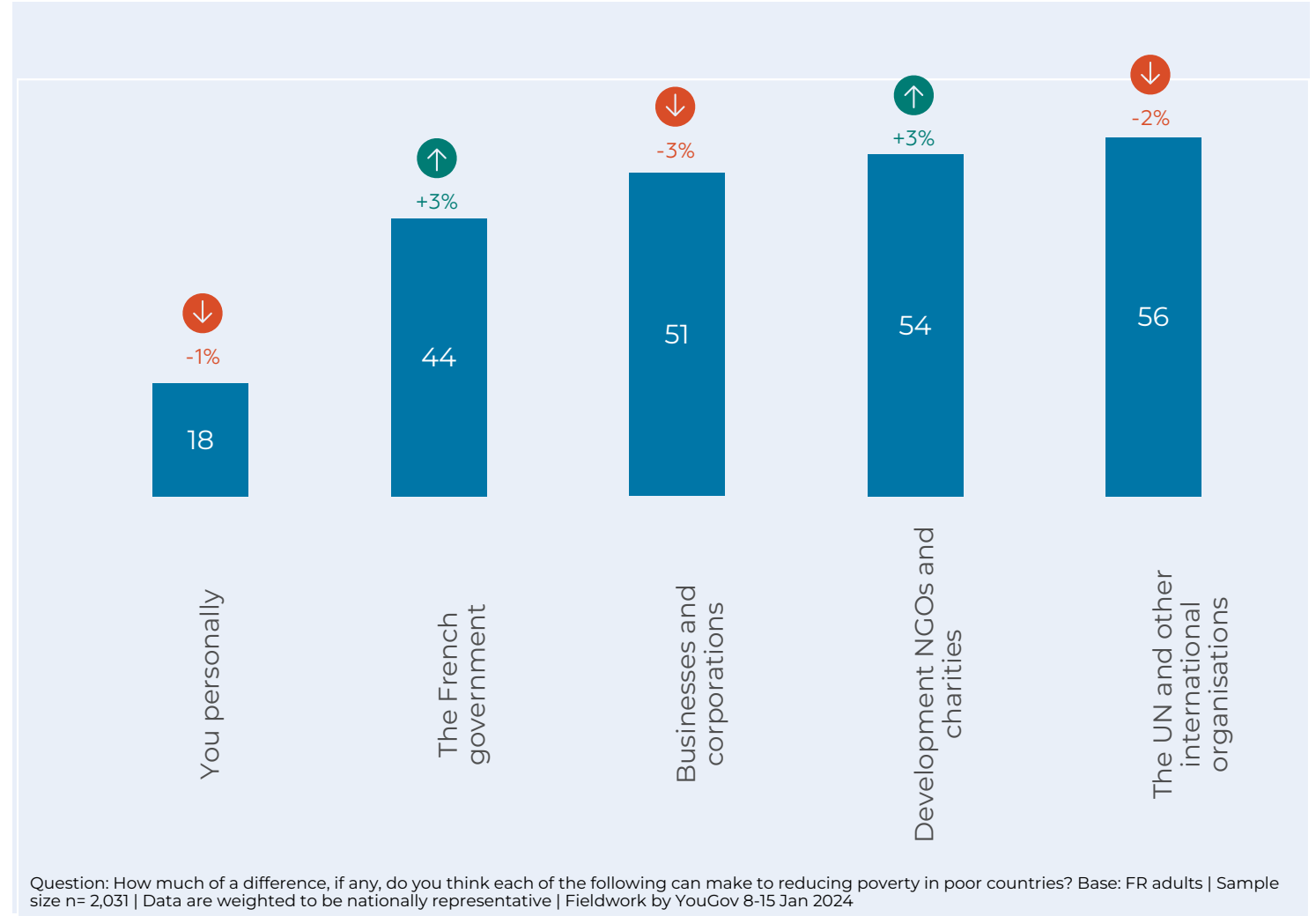
Question: How much of a difference, if any, do you think each of the following can make to reducing poverty in poor countries? | Base: DE/GB/FR/US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, January 2024 | Comparison to October 2023

EFFICACY BATTERY – JANUARY 2024

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

Perceived personal efficacy fell 1 percentage point, but this is not a statistically significant change.

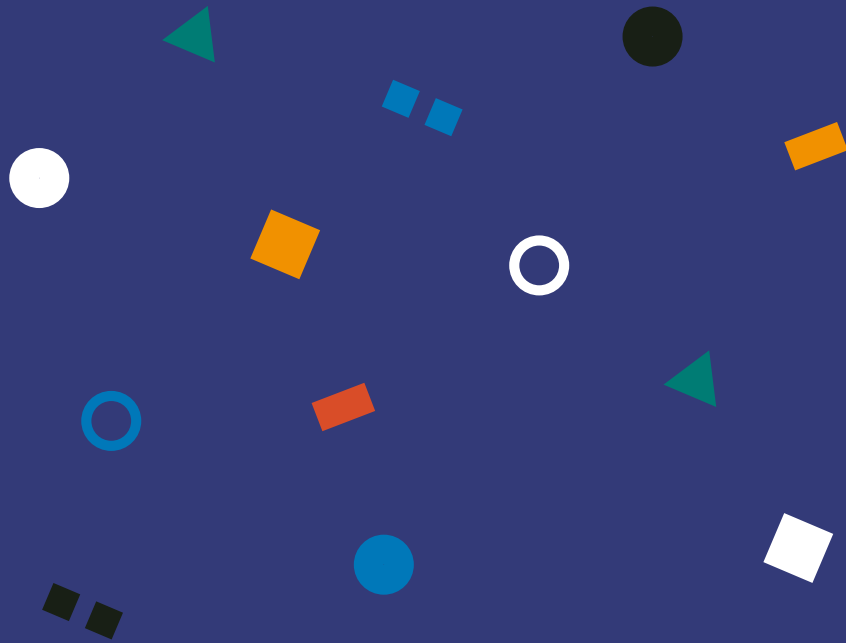
The gap between perceived personal and institutional capacities to make a difference to poverty in poor countries remains wide and has not changed meaningfully since DEL began tracking in Sept 2019.



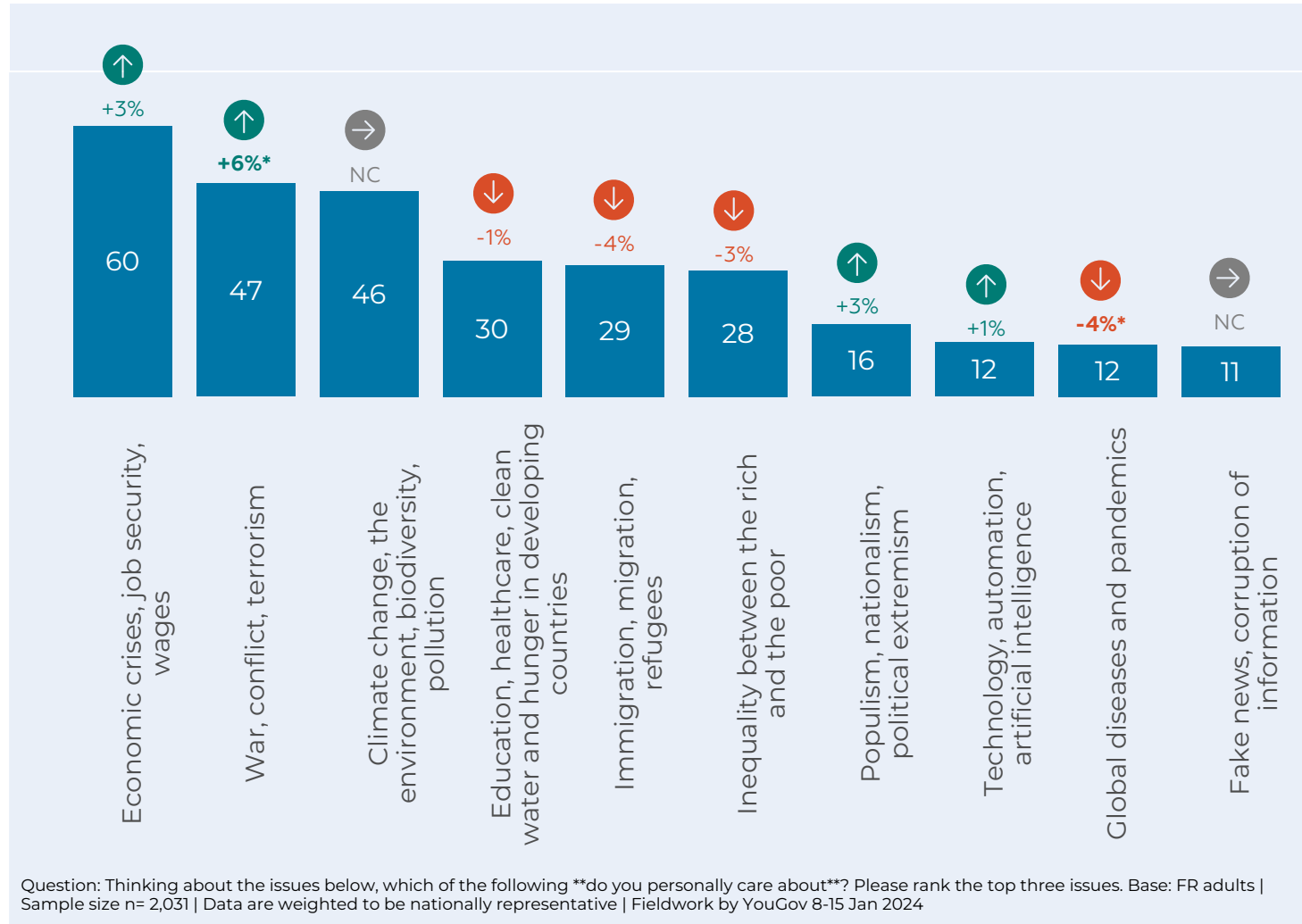
ATTITUDINAL ENGAGEMENT



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



MOST IMPORTANT ISSUES – JANUARY 2024



As with other DEL countries, we have seen a significant increase in public concern for war, conflict and terrorism – increasing 6pp to 47%, becoming the second most important issue the French public is concerned about.

The French public’s primary concern is still economic crises, job security, and wages, climbing 3pp to 60%.

Concern for global diseases and pandemics have decreased significantly by 4pp to 12%, reversing the increase in concern from June to October 2023.



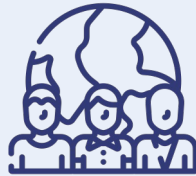
ATTITUDES AND PUBLIC OPINION – JANUARY 2024



11%

↑ +1%

know what the Sustainable Development Goals are



46%

→ NC

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



45%

↓ -3%

are concerned or very concerned about levels poverty in poor countries



38%

↓ -1%

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



27%

↑ +1%*

think development aid is effective or very effective



37%

→ NC

think France should help people fleeing countries in the Mediterranean

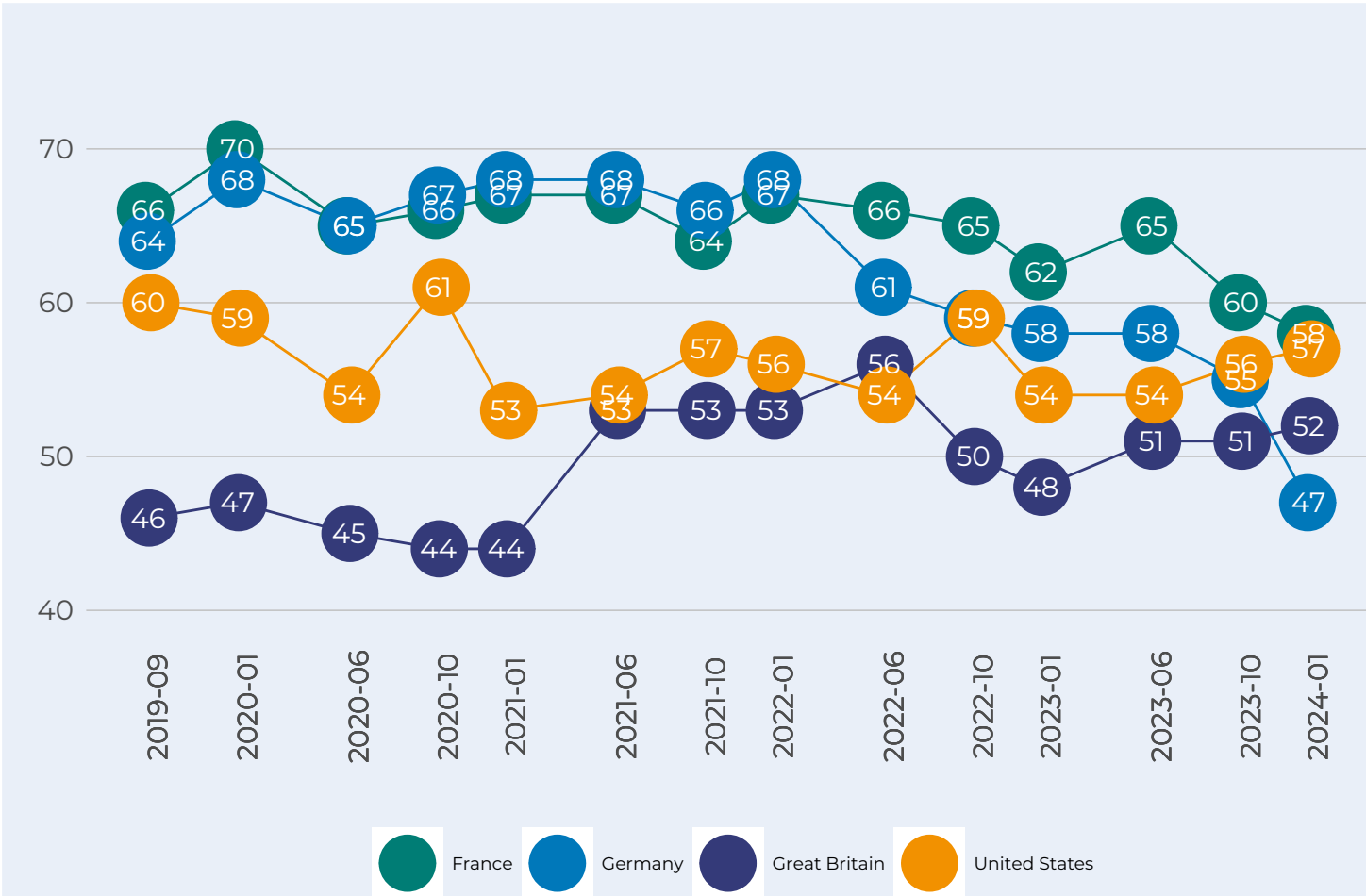
Question listed in each box

Sample size n=2,031 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 8-15 January 2024 | Comparison to Oct 2023

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TRENDS IN AID SUPPORT – 2019/2024



Question: % who thinks we should keep or increase current expenditure levels | Base: DE/GB/FR/US adults | Data are weighted to be nationally representative | Fieldwork by YouGov, January 2024 | Comparison to October 2023



58%

↓ -2%*

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

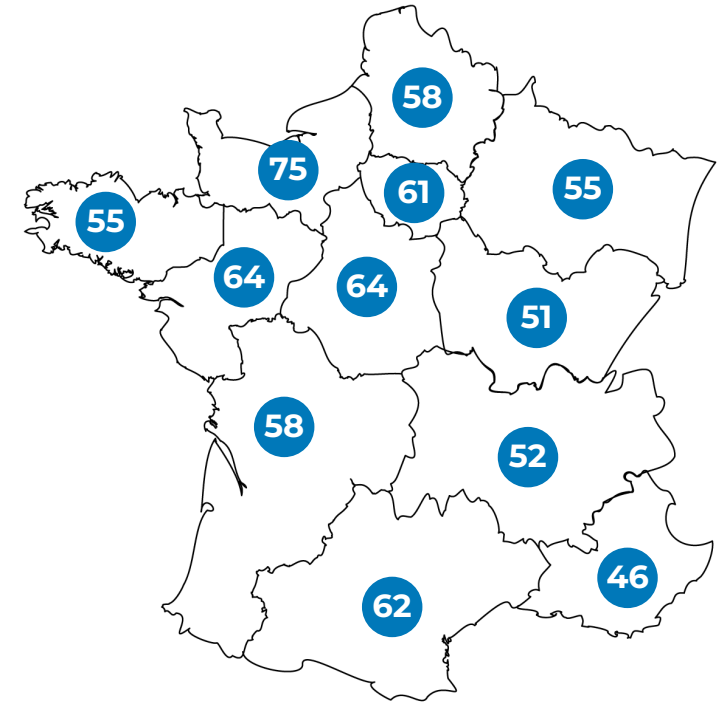
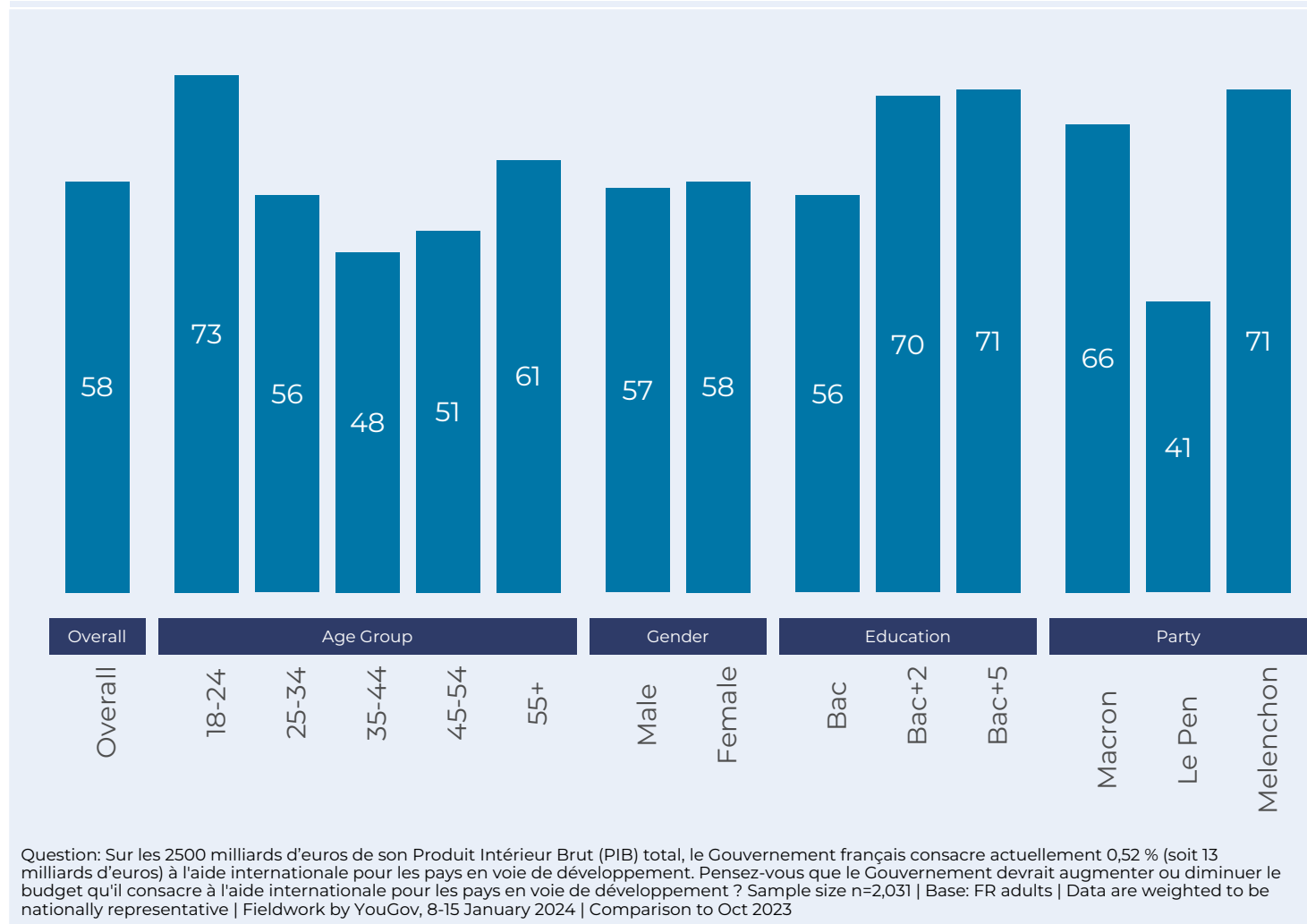
Support for development cooperation in France fallen by 2pp to 58%, from a high of 70% in January 2022.

Similarly, aid support in Germany has experienced a 7pp fall from October 2023 and significantly lower than the high of 68% in January 2022.

Support for aid has remained steady since June 2023 for the United States(57%) and Great Britain (52%).



WHO SUPPORTS DEVELOPMENT AID?





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](#)