FRENCH MEDIA WAVE: PRELIMINARY REPORT

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Focus 2030, Paris
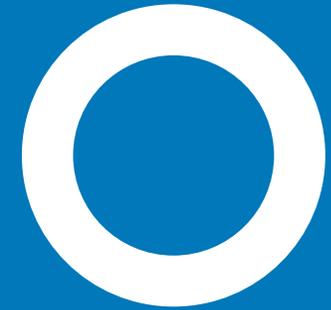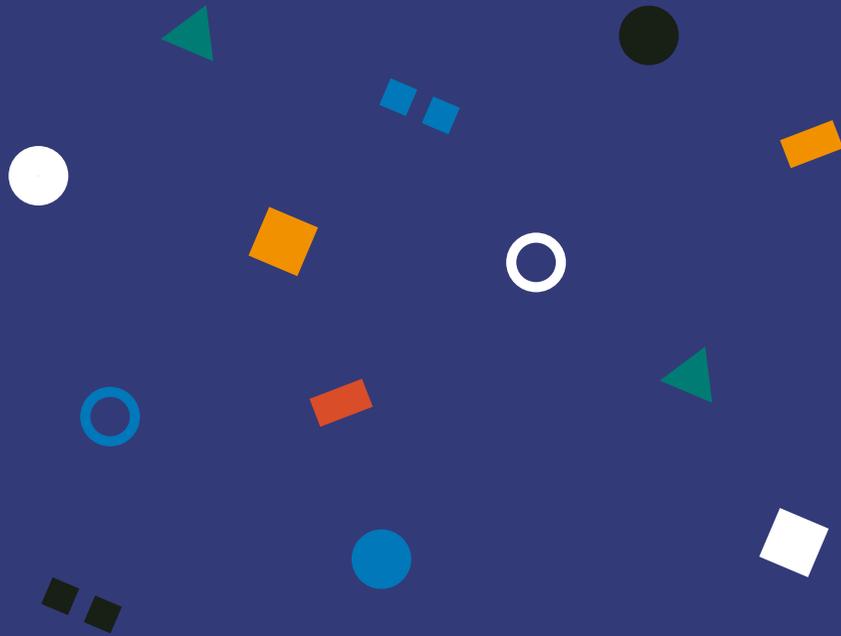
WHICH SOURCES DO PEOPLE PREFER FOR KEEPING UP WITH INTERNATIONAL NEWS?

Television is the single biggest source of information for international news (45%) followed by social media, (12%) and radio (11%)
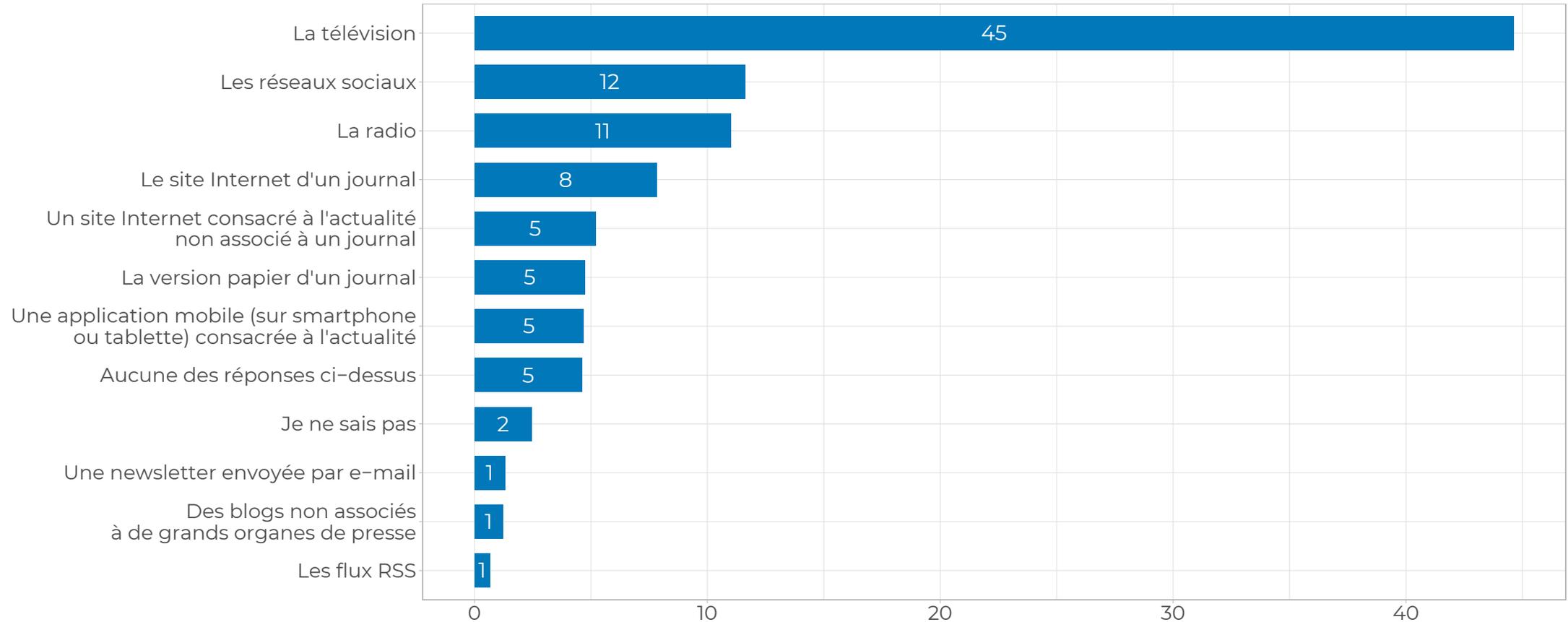
| Source	Value
La télévision	45
Les réseaux sociaux	12
La radio	11
Le site Internet d'un journal	8
Un site Internet consacré à l'actualité non associé à un journal	5
La version papier d'un journal	5
Une application mobile (sur smartphone ou tablette) consacrée à l'actualité	5
Aucune des réponses ci-dessus	5
Je ne sais pas	2
Une newsletter envoyée par e-mail	1
Des blogs non associés à de grands organes de presse	1
Les flux RSS	1

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GROUP DIFFERENCES – KEEPING UP WITH INTERNATIONAL NEWS

Group

18-29 ans	Social network (31%)
30+ ans	Television (49%)
Femme	Television (49%)
Homme	Television (40%)
< Univ	Television (52%)
Univ +	Television (39%)

HOW MUCH TIME DO FRENCH RESPONDENTS SPEND VARYING AMOUNTS OF TIME ENGAGING WITH INTERNATIONAL NEWS?

Most people spend between 30 mins to 1 hour reading, watching or listening to international news
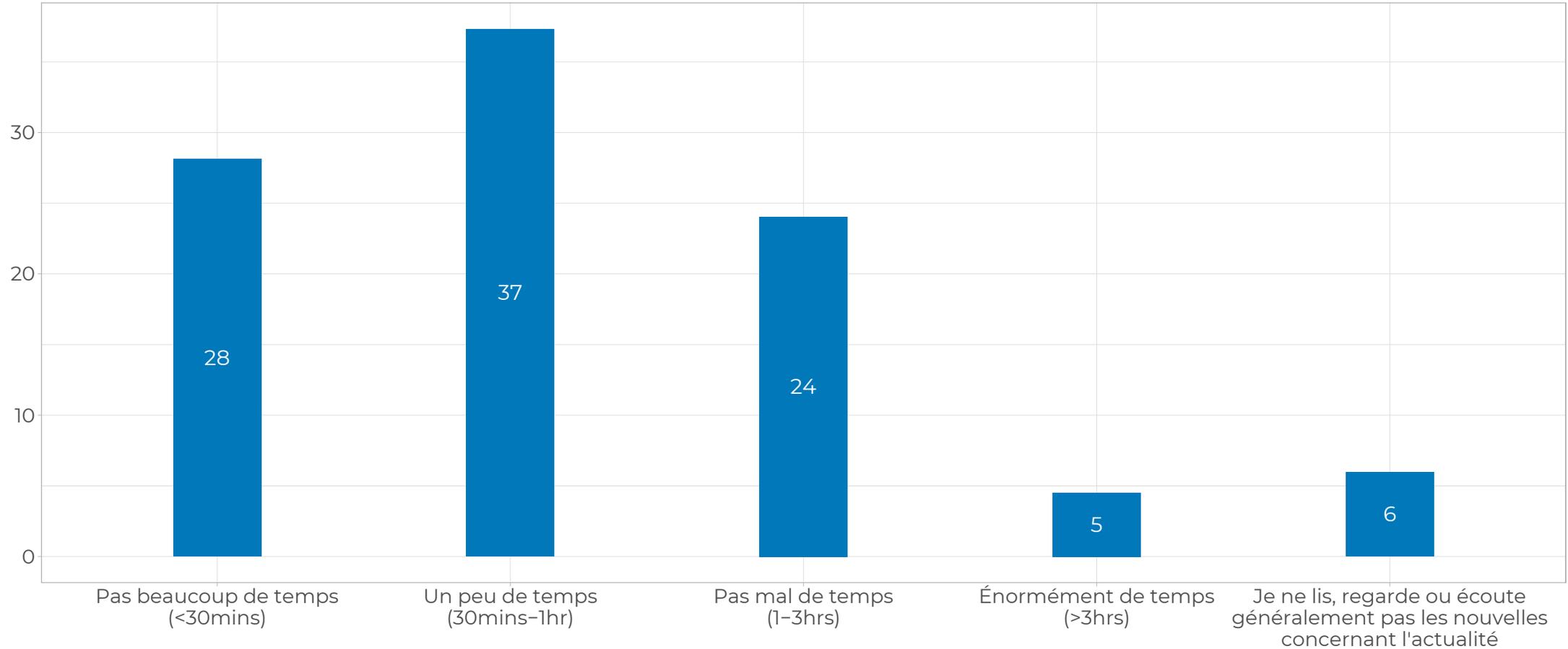
28	37	24	5	6
Pas beaucoup de temps (<30mins)	Un peu de temps (30mins–1hr)	Pas mal de temps (1–3hrs)	Énormément de temps (>3hrs)	Je ne lis, regarde ou écoute généralement pas les nouvelles concernant l'actualité

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GROUP DIFFERENCES – TIME ENGAGING WITH INTERNATIONAL NEWS

Group

18-29 ans	<30mins (36%)
30+ ans	30min-60min (39%)
Femme	30mins-60mins (37%)
Homme	30mins-60mins (38%)
< Univ	30mins-60mins (38%)
Univ +	30mins-60mins (39%)

THREE TELEVISION CHANNELS DOMINATE HOW FRENCH RESPONDENTS KEEP UP TO DATE WITH NATIONAL AND NTERNATIONAL NEWS

TF1 (33%), BFM (28%) and France2 (26%)
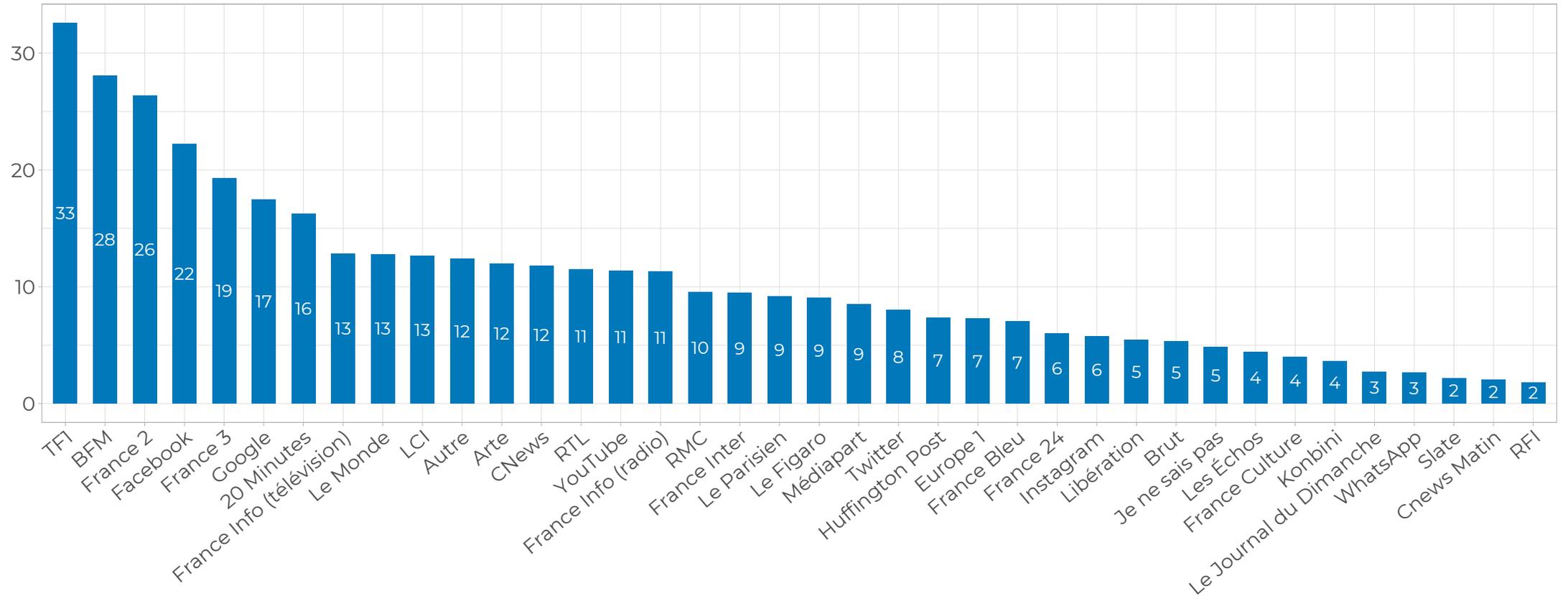
TF1	BFM	France 2	Facebook	France 3	Google	20 Minutes	France Info (télévision)	Le Monde	LCI	Autre	Arte	CNews	RTL	YouTube	France Info (radio)	RMC	France Inter	Le Parisien	Le Figaro	Médiapart	Twitter	Huffington Post	Europe 1	France Bleu	France 24	Instagram	Libération	Brut	Je ne sais pas	Les Échos	France Culture	Konbini	Le Journal du Dimanche	WhatsApp	Slate	Cnews Matin	RFI
33	28	26	22	19	17	16	13	13	13	12	12	12	11	11	11	10	9	9	9	9	8	7	7	7	6	6	5	5	5	4	4	4	3	3	2	2	2

Sample size n=4585 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 16 Jan 2020 – 14 Feb 2020
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?

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GROUP DIFFERENCES – SOURCES FOR KEEPING UP WITH NATIONAL & INTERNATIONAL NEWS

Group	
18-29 ans	Facebook (21%)
30+ ans	TF1 (29%)
Femme	TF1 (36%)
Homme	TF1 (29%)
< Univ	TF1 (37%)
Univ +	France 2 (30%)

DO THE FRENCH PUBLIC THINK THEIR VIEWS ON INTERNATIONAL NEWS STORIES ARE REFLECTED IN THE MEDIA THAT THEY WATCH, READ OR LISTEN TO?

Less than 1/3 of respondents (28%) say their views are represented; 38% are neutral; 29% say their views are unrepresented
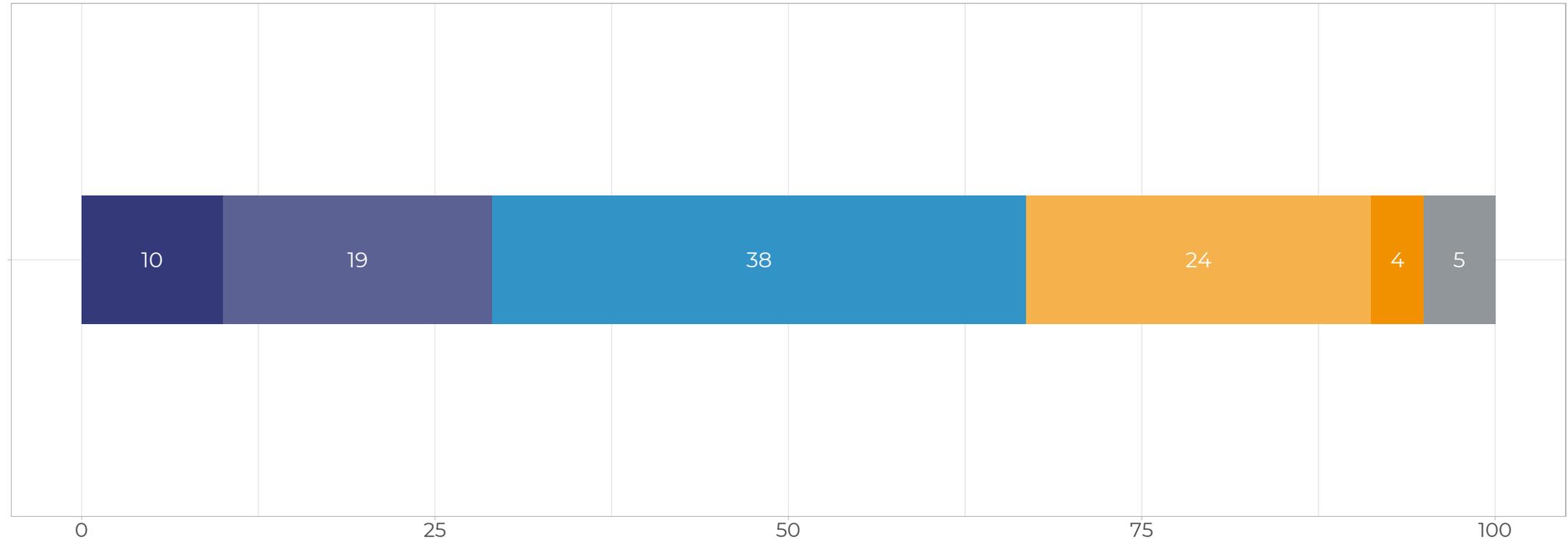

Pas du tout d'accord	Pas vraiment d'accord	Ni d'accord ni pas d'accord	Plutôt d'accord	Tout à fait d'accord	Je ne sais pas

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DO THE FRENCH PUBLIC TRUST WHAT THEY READ?

Newspaper articles (28%) are the most popular source followed by the news (22%); most people say 'Don't know' when asked about trust and newspaper articles are much less trusted than read
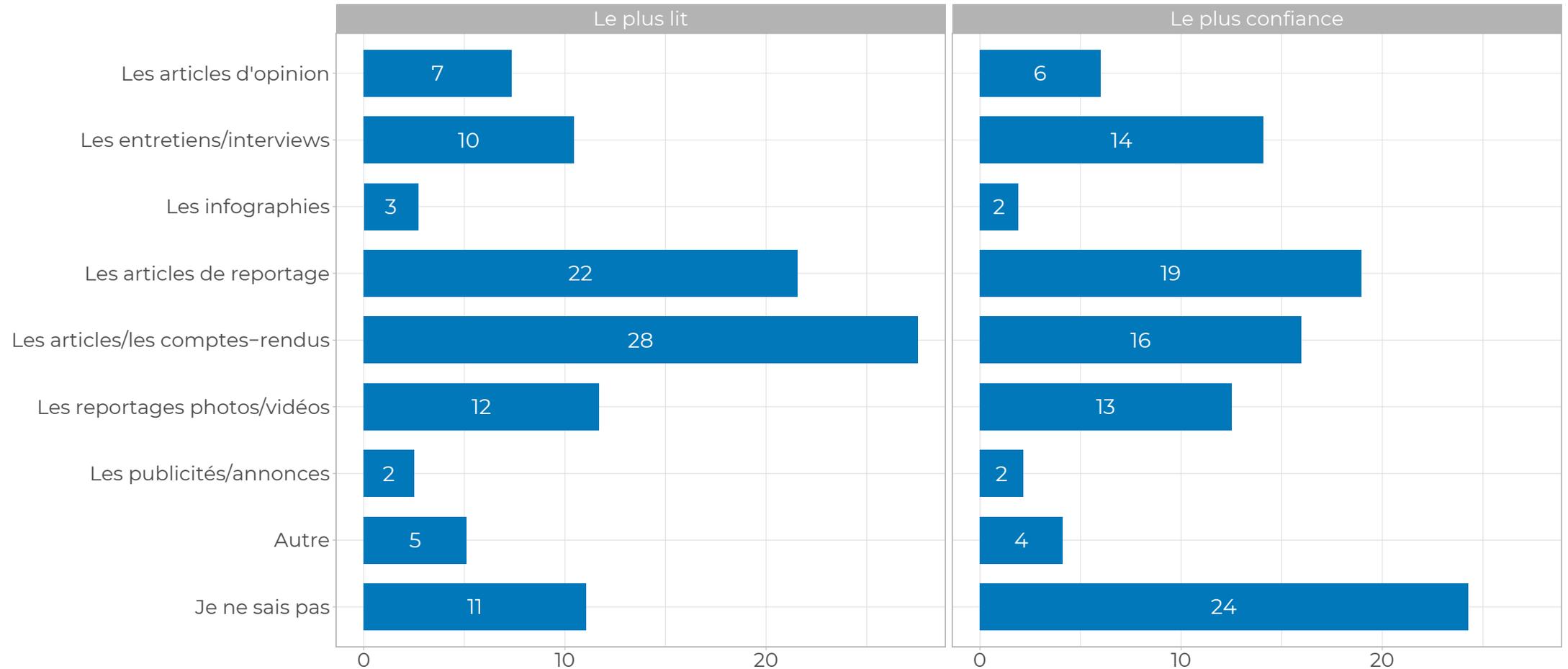
	Le plus lit	Le plus confiance
Les articles d'opinion	7	6
Les entretiens/interviews	10	14
Les infographies	3	2
Les articles de reportage	22	19
Les articles/les comptes-rendus	28	16
Les reportages photos/vidéos	12	13
Les publicités/annonces	2	2
Autre	5	4
Je ne sais pas	11	24

Sample size n=4585 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 16 Jan 2020 – 14 Feb 2020
Question: Quel type de médias d'information lisez–vous le plus ?/Dans quel type de formats d'information avez–vous le plus confiance ?

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NEW GENERATION

Respondents aged 18-29

PORTRAIT

Age: **24** (48)

% Female: **50%** (52%)

% University: **42%** (33%)

% Marginally engaged: **32%** (38%)

SOURCES OF INTERNATIONAL NEWS

Facebook - 29% (22%)

TF1 - 27% (33%)

YouTube - 21% (11%)

WAYS THEY HEAR ABOUT GLOBAL POVERTY

Social nets - 34% (26%)

Reportages - 33% (47%)

News - 28% (45%)

SOCIAL NETWORKS

Facebook - 66% (66%)
YouTube - 63% (42%)
Instagram - 54% (26%)

NEWSPAPERS

None - 38% (34%)
Regional - 17% (17%)
20 Minutes - 16% (17%)

TELEVISION

TF1 - 39% (52%)
M6 - 33% (45%)
W9 - 24% (29%)

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LE MONDE READERS

People who read Le Monde (more than any newspaper)

PORTRAIT

Age: **46** (48)

% Female: 44% (52%)

% University: 56% (53%)

% Marginally engaged: 33% (38%)

SOURCES OF INTERNATIONAL NEWS

Le Monde - 53% (13%)

France 2 - 33% (26%)

BFM – 30% (28%)

WAYS THEY HEAR ABOUT GLOBAL POVERTY

Reportages – 61% (47%)

News – 50% (45%)

Appeals – 36% (37%)

SOCIAL NETWORKS

Facebook – 66% (66%)
YouTube – 55% (42%)
WhatsApp – 40% (26%)

NEWSPAPERS

20 Minutes – 36% (17%)
Le Figaro – 32% (9%)
Regional - 30% (17%)

TELEVISION

France 2 – 51% (44%)
**France 3 – 47%** (45%)
**Arte – 47%** (30%)

FEELINGS ON HOW THE MEDIA REPORT ON GLOBAL POVERTY
The French have predominantly negative feelings: sadness (38%),
dissatisfaction (29%), and anger (27%).

THE EMOTIONS, RANKED

Whole sample

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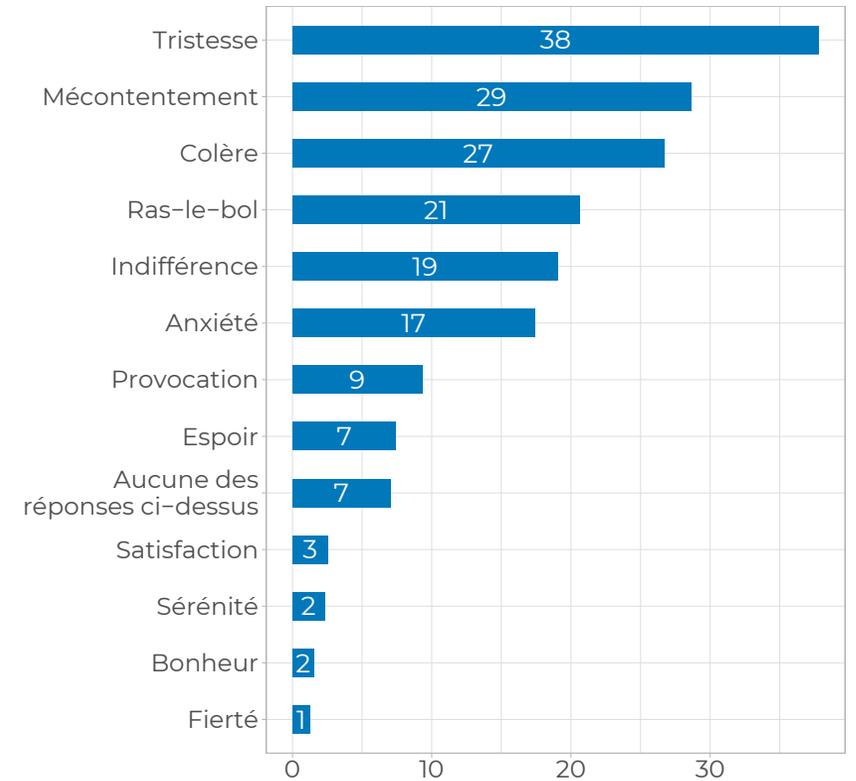
SOCIAL MEDIA USE IN FRANCE
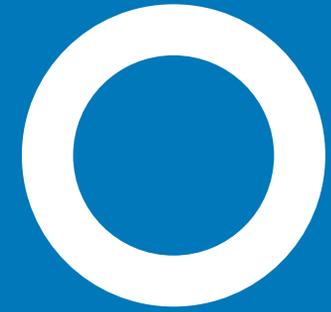
Preliminary topline findings

WHICH SOCIAL MEDIA PLATFORMS DO THE FRENCH USE?

Reports of Facebook's demise are premature, even among the young: 2/3 of the French say they use Facebook, 42% useYouTube, and 26% use Instagram and Whatsapp
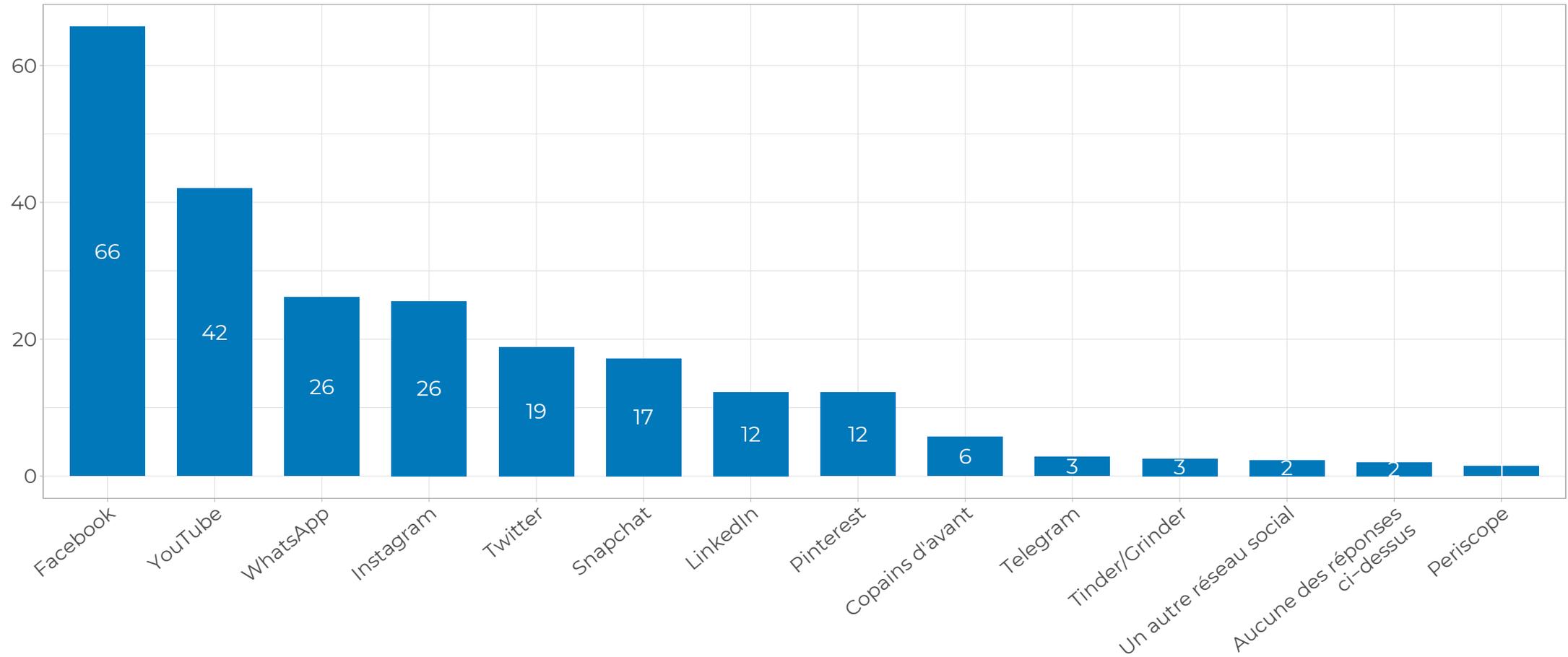
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WHAT SOCIAL MEDIA PLATFORMS ARE USED THE MOST?

58% of respondents say they use Facebook the most; YouTube is next most popular (11%)
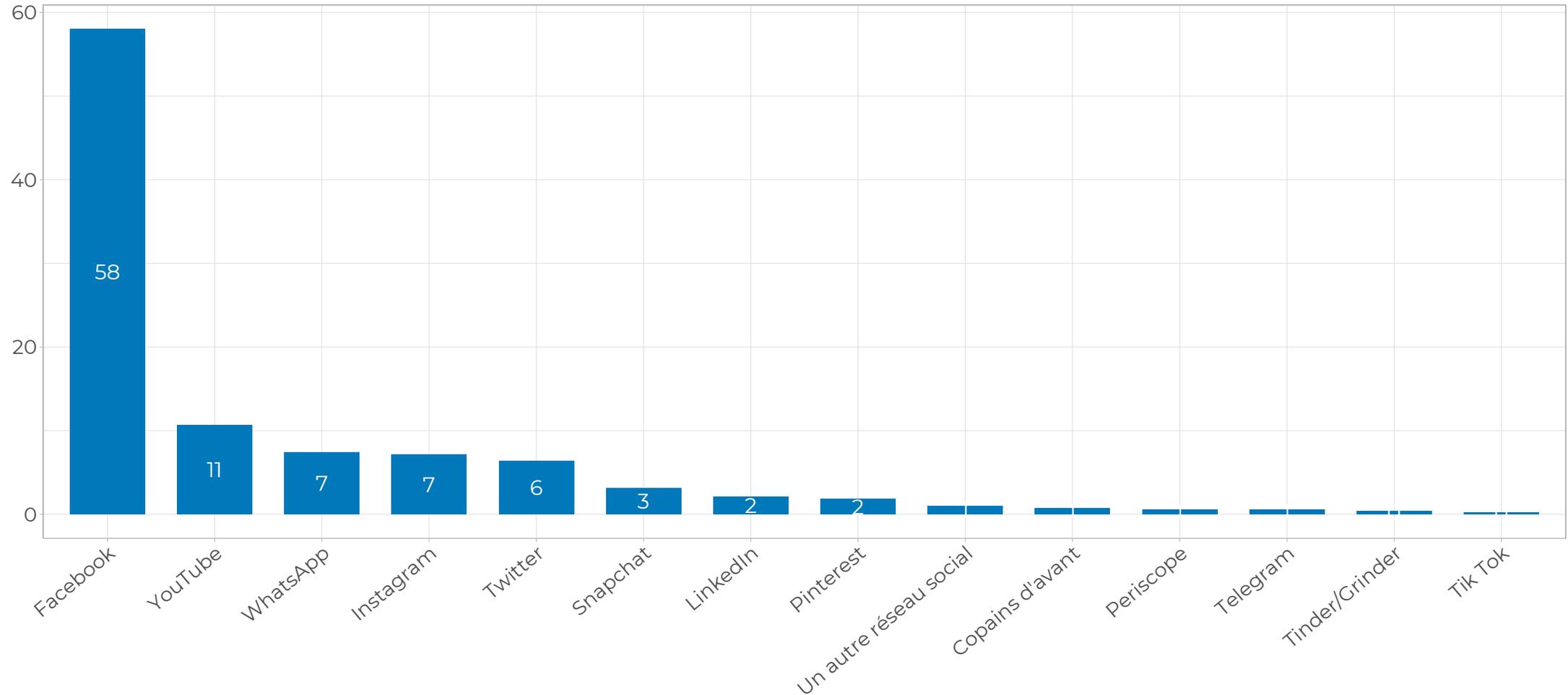
Facebook is still most used for 18-29s (29%); Instagram (21%)

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REASONS FOR USING DIFFERENT SOCIAL MEDIA PLATFORMS

Twitter is most used for following interesting people/experts, keeping up with news, or sharing own opinions; Facebook & Instagram are where people go to see what their friends share or think is interesting

|	Facebook	Instagram	Twitter	WhatsApp	YouTube
Suivre des personnes intéressantes	19	36	49	5	32
Me tenir au courant de l'actualité des marques que j'aime	15	31	24	6	11
Me tenir au courant de l'actualité des célébrités que j'aime	10	26	22	3	13
Me tenir au courant de l'actualité	38	25	73	8	38
Voir ou regarder du contenu amusant/divertissant	41	47	38	11	54
Faire du réseautage avec d'autres personnes	10	17	12	5	4
Partager mes propres opinions	22	13	38	9	9
Partager des choses que je fais	19	36	14	17	6
Partager des choses que je trouve intéressantes	37	31	36	16	27
Garder contact avec ma famille	50	24	4	65	3
Garder contact avec mes amis	60	37	13	64	6
Rechercher un emploi/postuler	4	6	2	1	2
Organiser ma vie sociale	10	12	4	13	4
Lire/voir des choses que mes amis ont partagées avec moi	44	36	22	19	13
Lire/voir des choses que mes amis trouvent intéressantes	40	31	23	13	15
Créer de nouvelles choses ou collaborer	7	9	7	8	3
Rencontrer de nouvelles personnes	10	11	13	3	4
Autre	4	4	4	2	13
Je ne sais pas	2	2	2	1	2

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DIFFERENT SOURCES FOR DIFFERENT PURPOSES

• The French public use …

1. Twitter for following interesting people/experts (49%) and keeping up to date on the news (73%)

2. Facebook and WhatsApp are used to keep in touch with family and friends

3. YouTube (54%), Instagram (47%) and Facebook (41%) for fun/entertainment

4. Facebook and Instagram are used to see things that friends have shared with me or find interesting

HOW DOES THE FRENCH PUBLIC RESPOND TO CONTENT ON THEIR SOCIAL NETWORKS?

Over half of respondents say that they are likely to click (58%) or watch a news story (52%), with 44% saying they'd like it, and a third would comment or share content
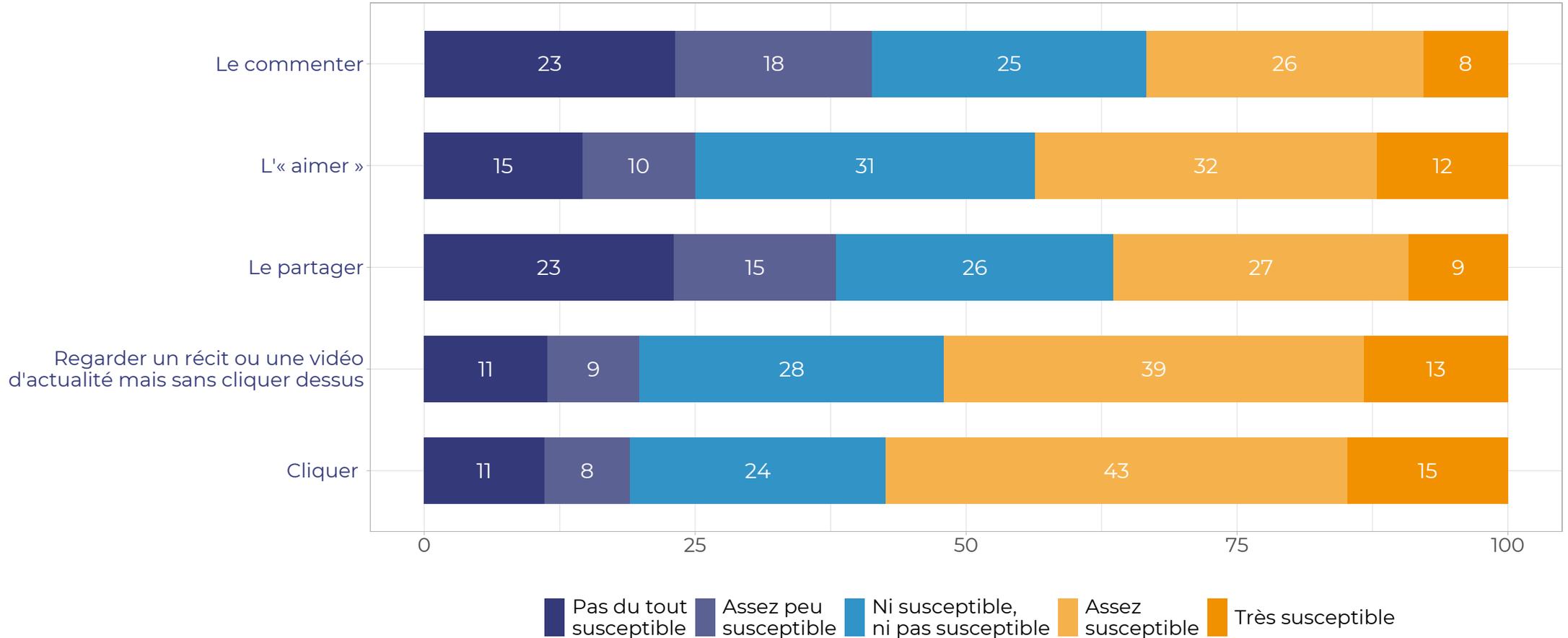
	Pas du tout susceptible	Assez peu susceptible	Ni susceptible, ni pas susceptible	Assez susceptible	Très susceptible
Le commenter	23	18	25	26	8
L'« aimer »	15	10	31	32	12
Le partager	23	15	26	27	9
Regarder un récit ou une vidéo d'actualité mais sans cliquer dessus	11	9	28	39	13
Cliquer	11	8	24	43	15

Legend: Pas du tout susceptible · Assez peu susceptible · Ni susceptible, ni pas susceptible · Assez susceptible · Très susceptible

DO PEOPLE TRUST NEWS ON THEIR SOCIAL MEDIA?

42% of the French public trust the news on their social media feeds less than elsewhere, whereas only 10% trust news on social media more than the news they see elsewhere
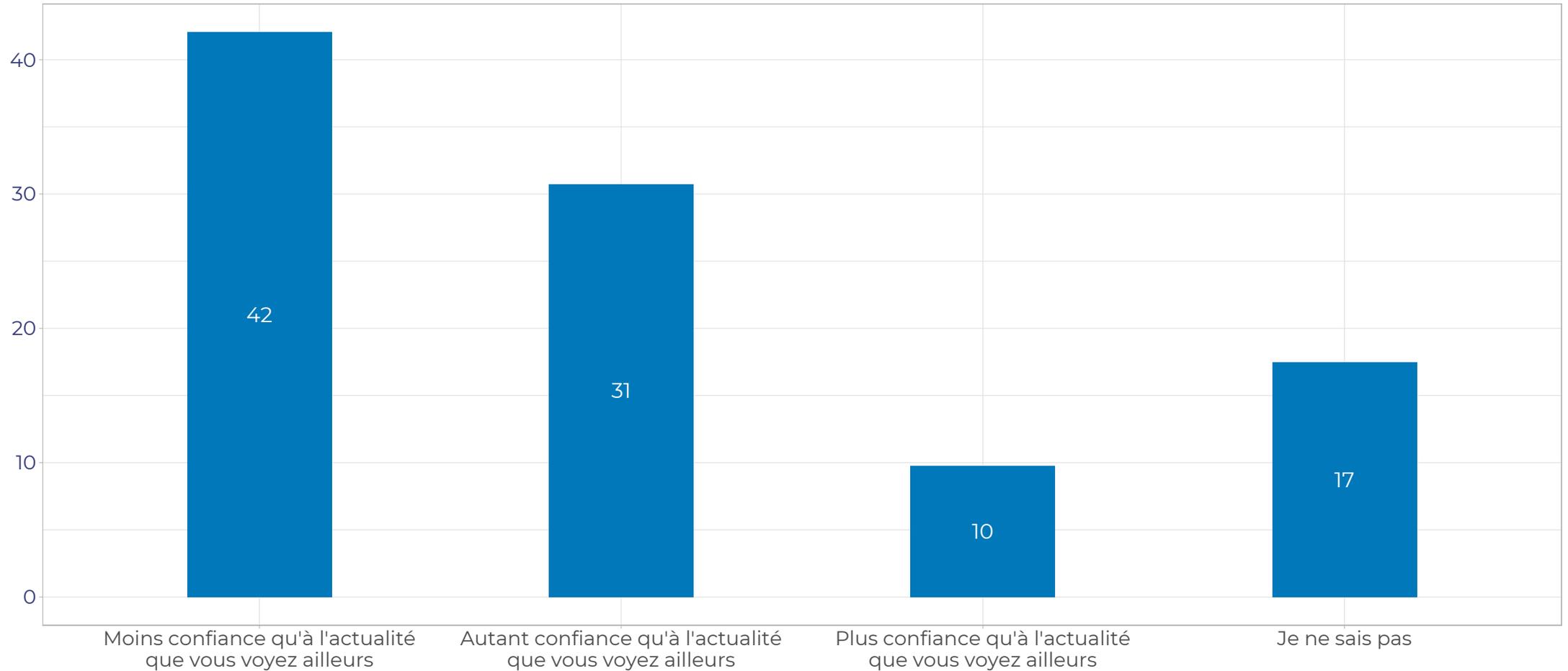
42	
31	
10	
17	

Moins confiance qu'à l'actualité que vous voyez ailleurs

Autant confiance qu'à l'actualité que vous voyez ailleurs

Plus confiance qu'à l'actualité que vous voyez ailleurs

Je ne sais pas

GROUP DIFFERENCES – TRUST IN SOCIAL MEDIA

Group

18-29 ans	Moins confiance (37%)
30+ ans	Moins confiance (43%)
Femme	Moins confiance (41%)
Homme	Moins confiance (44%)
< Univ	Moins confiance (42%)
Univ +	Moins confiance (47%)

WHAT TYPE OF BLOGS AND VLOGS DO PEOPLE WATCH?

A quarter of the French public read/watch blogs/vlogs about informations/actualité (26%), or alimentation/bien-être (24%)

Category	Value
Informations/actualité	26
Je ne sais pas	24
Alimentation/bien-être	24
Musique/films/art	21
Divertissement/satire	20
Tutoriels/bricolage	19
Politique	19
Sports	17
Jeux	15
Technologie	15
Modes de vie	13
Mode	11
Autre	10
Photographie	9
En rapport avec un secteur/une profession	9
Automobile	9
Blogs/vlogs personnels	7

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GROUP DIFFERENCES – BLOGS AND VLOGS MOST LIKELY TO VIEW

Group

18-29 ans	Divertissement/humour (26%)
30+ ans	Informations/actualités (27%)
Femme	Alimentation/bien-être (32%)
Homme	Informations/actualités (29%)
< Univ	Je ne sais pas (26%)
Univ +	Informations/actualités (31%)

WHAT TYPES OF YOUTUBE CHANNELS DOES THE FRENCH PUBLIC WATCH?

Respondents most frequently watch Musique/films/art (31%), Divertissement/satire (21%), and Tutoriels/bricolage (18%)

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WHICH YOUTUBE CHANNELS DO PEOPLE WATCH?

Although most respondents don't know about specific channels, Rémi Gaillard, Cyprien, Norman fait des vidéos, and Squeezie are the most popular channels for the French public
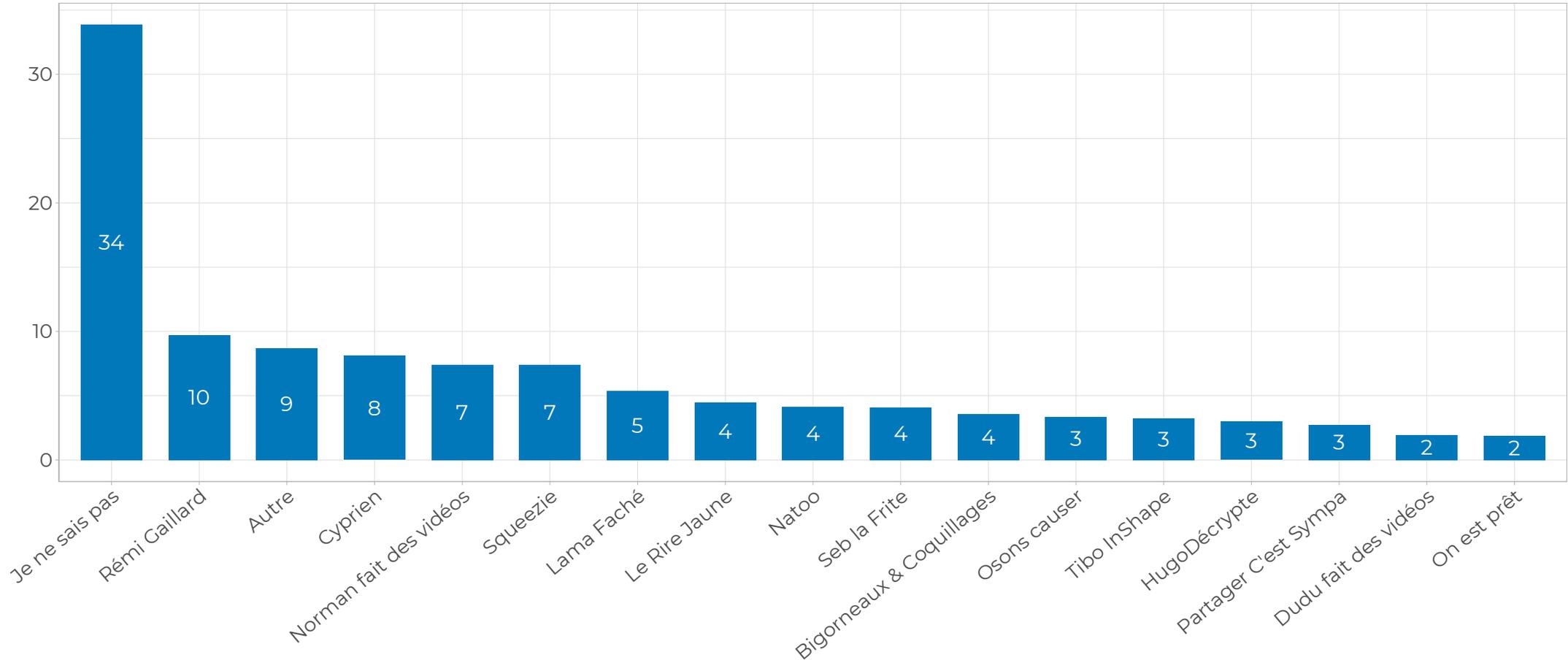
Je ne sais pas: 34
Rémi Gaillard: 10
Autre: 9
Cyprien: 8
Norman fait des vidéos: 7
Squeezie: 7
Lama Faché: 5
Le Rire Jaune: 4
Natoo: 4
Seb la Frite: 4
Bigorneaux & Coquillages: 4
Osons causer: 3
Tibo InShape: 3
HugoDécrypte: 3
Partager C'est Sympa: 3
Dudu fait des vidéos: 2
On est prêt: 2

Sample size n=4585 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 16 Jan 2020 – 14 Feb 2020
Question: Parmi les chaînes YouTube suivantes, lesquelles regardez-vous, le cas échéant ?

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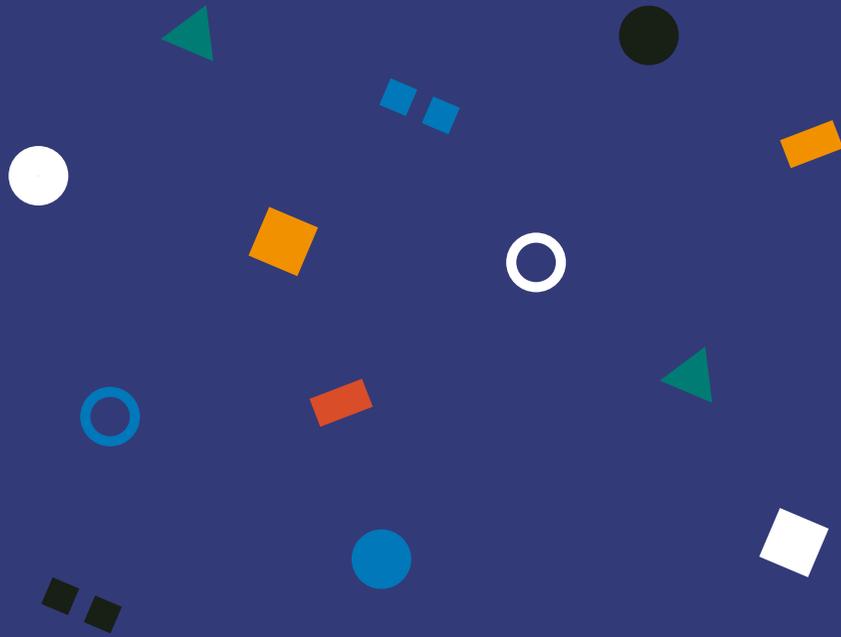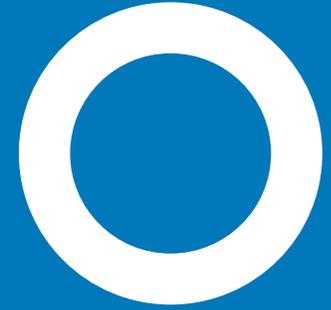
ONLINE
ACTIONS

HOW DOES THE FRENCH PUBLIC RESPOND TO GLOBAL POVERTY ISSUES ONLINE?

A minority write comments on a blog or article (14%) or posts a photo (12%) or video (11%)
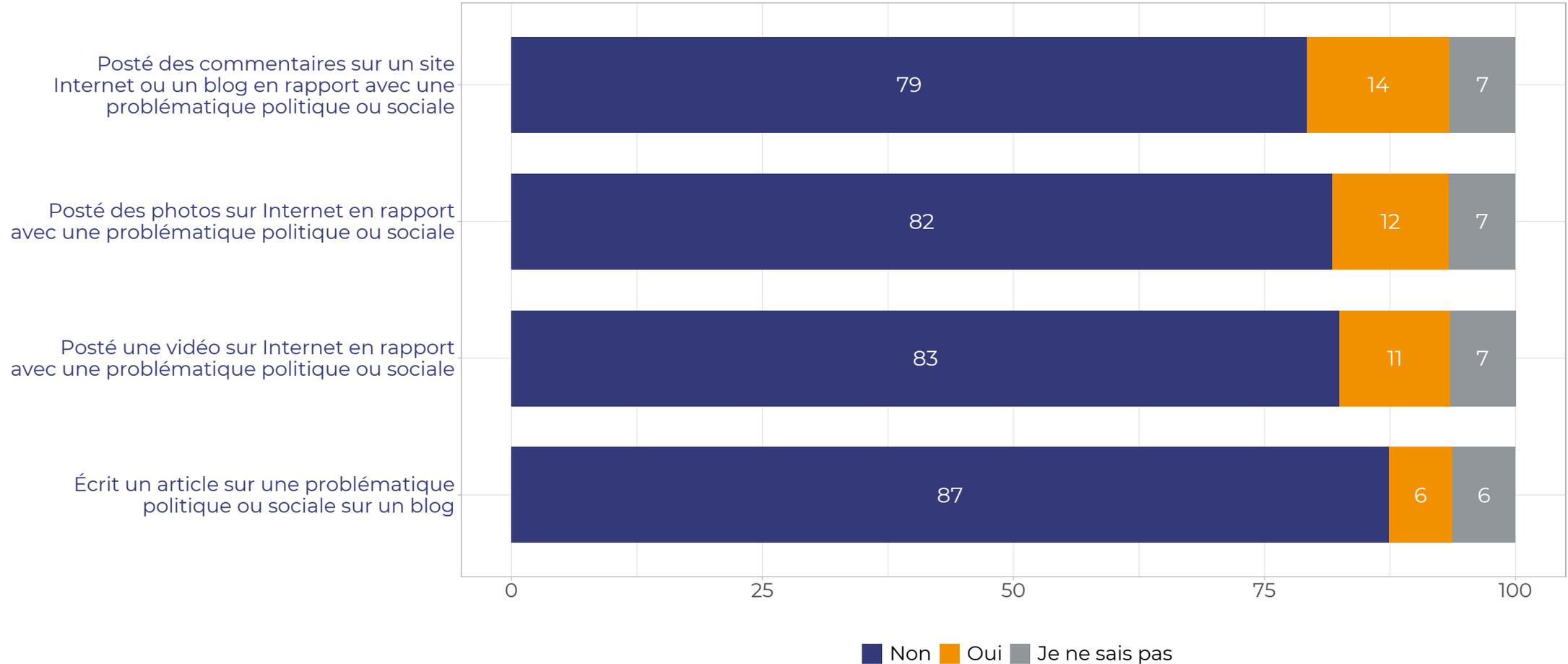
	Non	Oui	Je ne sais pas
Posté des commentaires sur un site Internet ou un blog en rapport avec une problématique politique ou sociale	79	14	7
Posté des photos sur Internet en rapport avec une problématique politique ou sociale	82	12	7
Posté une vidéo sur Internet en rapport avec une problématique politique ou sociale	83	11	7
Écrit un article sur une problématique politique ou sociale sur un blog	87	6	6

■ Non ■ Oui ■ Je ne sais pas

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ACTIVE SOCIAL AUDIENCES
People who have commented on a blog about global poverty

PORTRAIT

Age: 45 (48)

% Female: 46% (52%)

% University: 35% (53%)

**% Marginally
   engaged: 18%** (38%)

**SOURCES OF
INTERNATIONAL NEWS**

Facebook - 37% (22%)

TF1- 28% (33%)

BFM – 27% (28%)

**WAYS THEY HEAR
ABOUT GLOBAL
POVERTY**

Reportages – 48% (47%)

Social nets – 45% (26%)

News – 39% (45%)

SOCIAL NETWORKS

Facebook – 66% (66%)
YouTube – 55% (42%)
Instagram – 40% (26%)

NEWSPAPERS

None – 21% (34%)
20 Minutes – 19% (20%)
Regional - 17% (17%)

TELEVISION

TF1– 51% (52%)
France 3– 47% (45%)
M6 – 47% (45%)

DOES THE FRENCH PUBLIC SIGN ONLINE PETITIONS?

Yes, 41% of the French public have signed a petition in the past 12 months, and another 19% have in the past
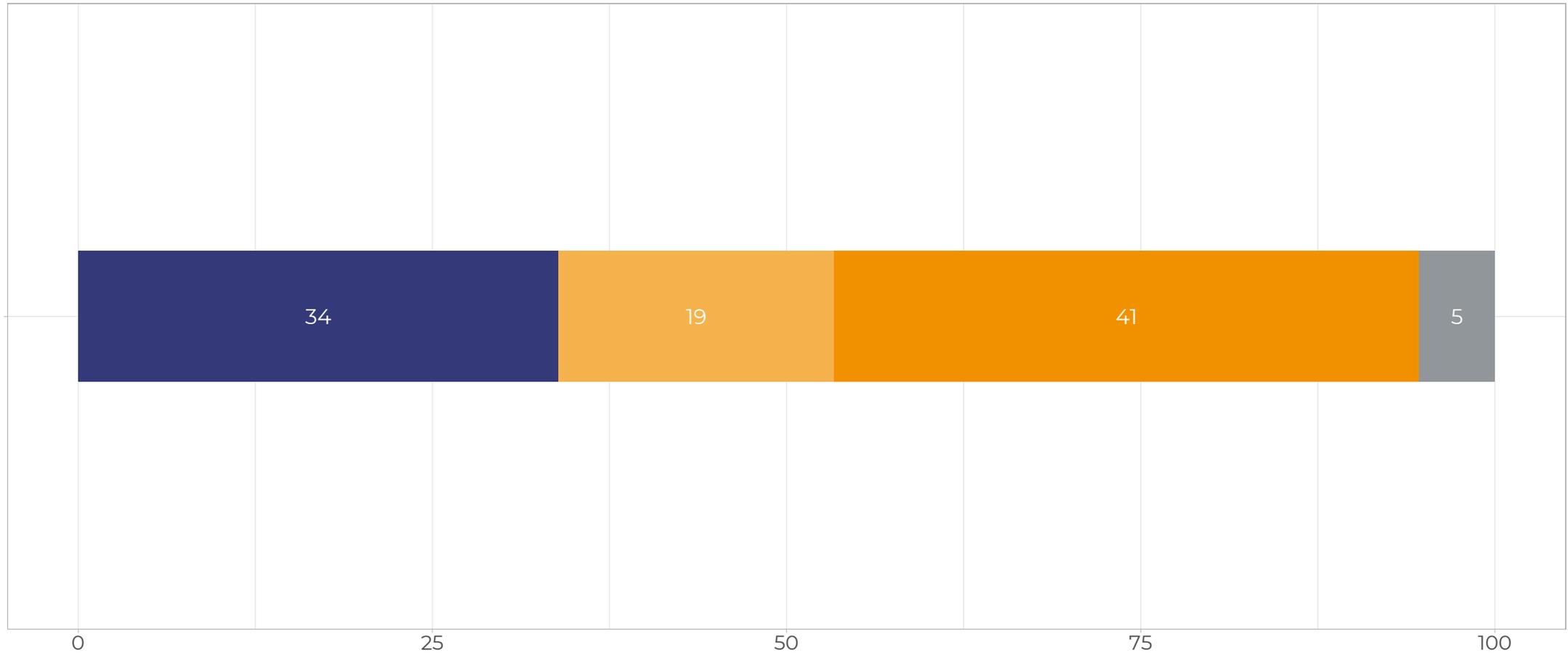
Legend: ■ Je ne l'ai jamais fait ■ Je l'ai fait mais pas au cours de l'année passée ■ Je l'ai fait au cours de l'année passée ■ Je ne sais pas

Bar values: 34 | 19 | 41 | 5

GROUP DIFFERENCES – PETITIONS

Group	% Past 12 months
18-29 ans	39%
30+ ans	42%
Femme	43%
Homme	39%
< Univ	41%
Univ +	45%

WHICH PLATFORM DO PEOPLE USE TO SIGN PETITIONS?

The majority of the French public who have signed a petition do so through Change.org (57%)
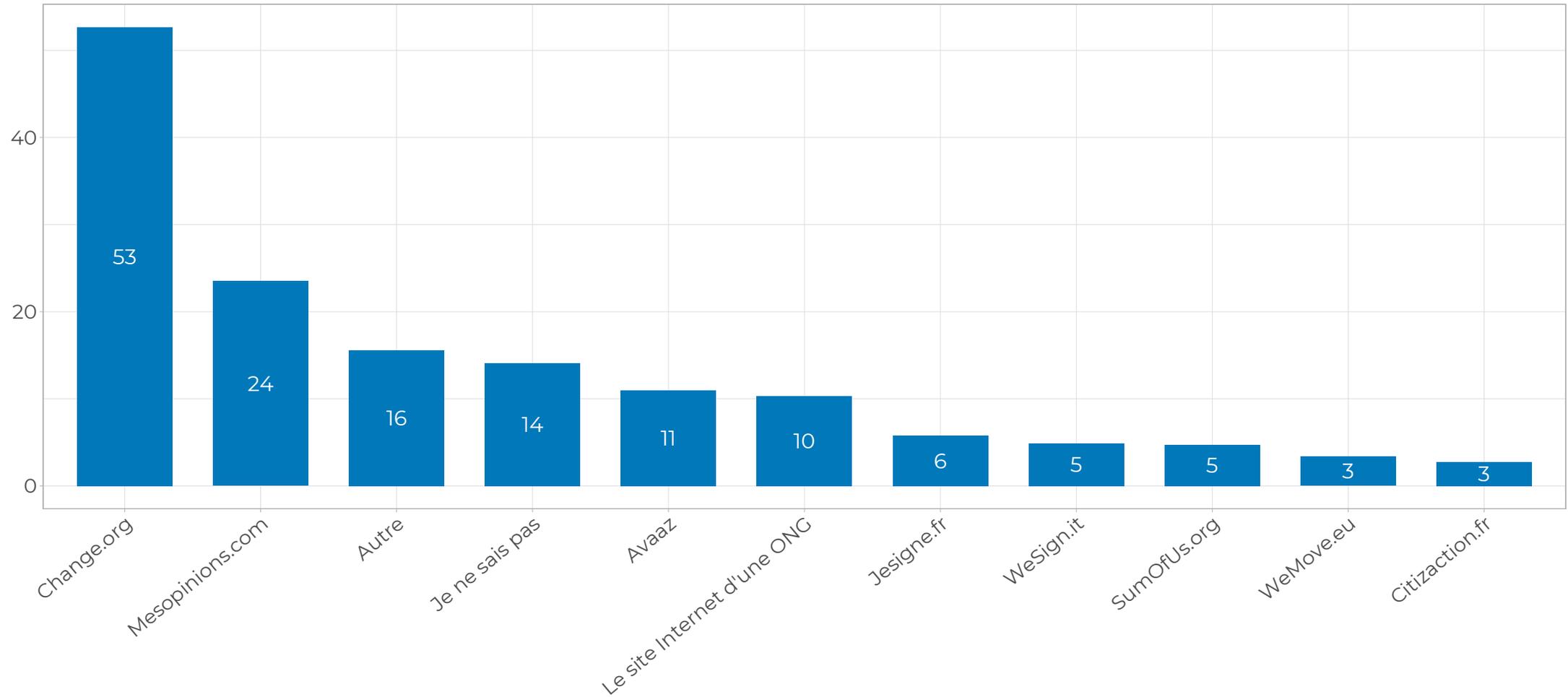
Platform	Value
Change.org	53
Mesopinions.com	24
Autre	16
Je ne sais pas	14
Avaaz	11
Le site Internet d'une ONG	10
Jesigne.fr	6
WeSign.it	5
SumOfUs.org	5
WeMove.eu	3
Citizaction.fr	3

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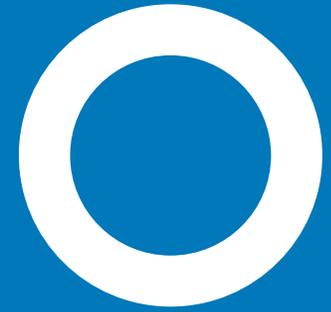
WHERE DOES THE FRENCH PUBLIC TEND TO HEAR ABOUT DEVELOPMENT ISSUES?

Respondents most frequently say Aux informations (47%) and Dans les reportages (45%), but also Par des appels de dons lancés par des organismes caritatifs (27%)
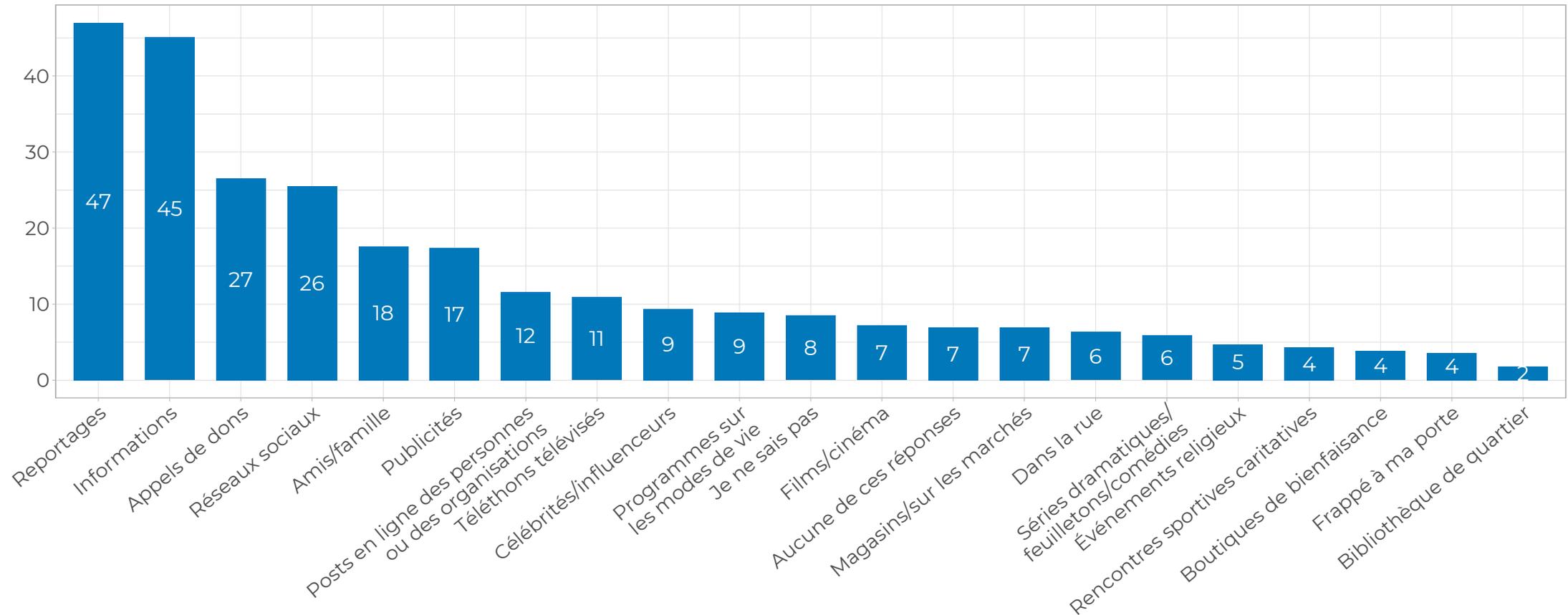
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GROUP DIFFERENCES – DEVELOPMENT ISSUES

Group

18-29 ans	Réseaux sociaux (36%)
30+ ans	Reportages (50%)
Femme	Reportages (49%)
Homme	Information (45%)
< Univ	Reportages (49%)
Univ +	Reportages (50%)

WHAT KIND OF STORIES DOES THE FRENCH PUBLIC HEAR THE MOST?

The two most common ways respondents hear about global development issues are La guerre et les conflits (38%) and Les réfugiés et la migration (38%)
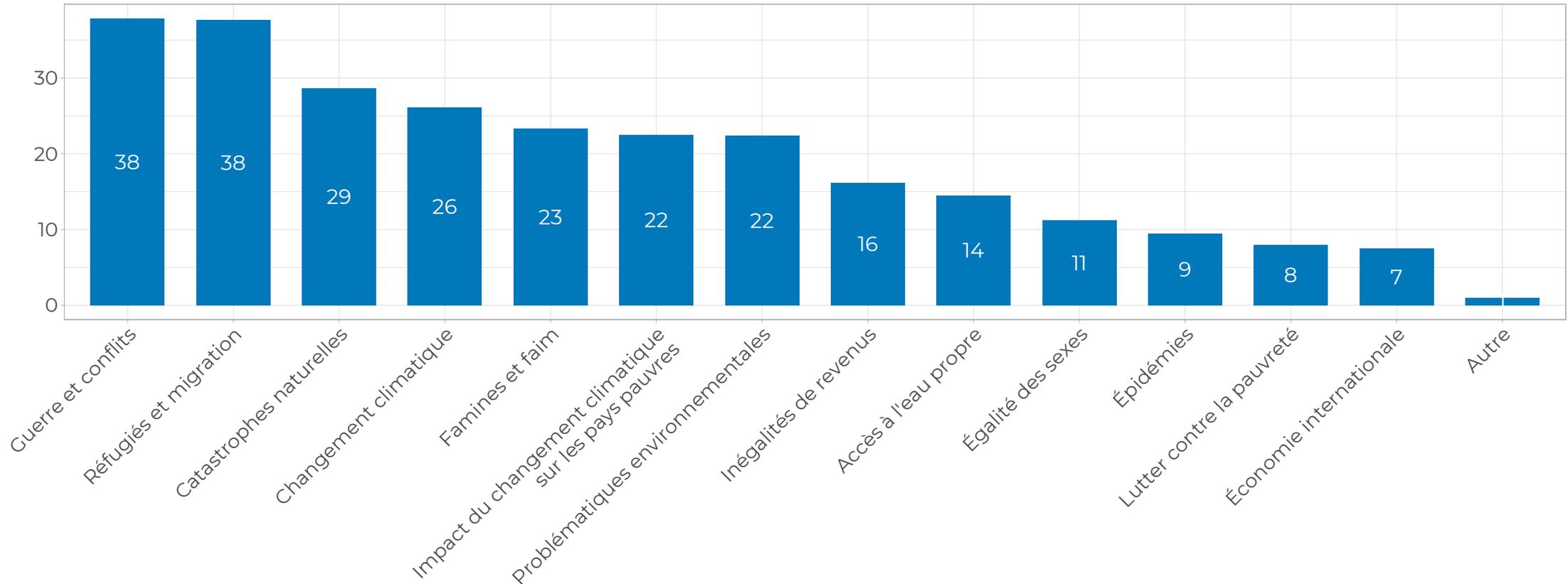
Bar chart values:
- Guerre et conflits: 38
- Réfugiés et migration: 38
- Catastrophes naturelles: 29
- Changement climatique: 26
- Famines et faim: 23
- Impact du changement climatique sur les pays pauvres: 22
- Problématiques environnementales: 22
- Inégalités de revenus: 16
- Accès à l'eau propre: 14
- Égalité des sexes: 11
- Épidémies: 9
- Lutter contre la pauvreté: 8
- Économie internationale: 7
- Autre: 1

GROUP DIFFERENCES – DESIRE TO HEAR MORE

Group

18-29 ans	Guerre et conflicts (34%)
30+ ans	Refugies et migrants (38%)
Femme	Refugies et migrants (37%)
Homme	Guerre et conflicts (38%)
< Univ	Guerre et conflicts (39%)
Univ +	Refugies et migrants (41%)

HOW ARE GLOBAL DEVELOPMENT STORIES REPORTED?

According to the French public, coverage of global development issues is overwhelmingly more negative than positive
– only les récits d'initiatives prises pour lutter contre la pauvreté is more positive than negative

Accès à l'eau propre

16	48	11	25

Économie internationale

30	37	15	18

Égalité des sexes

35	38	10	17

Impact du changement climatique sur les pays pauvres

32	43	8	17

Guerre et conflits

37	36	3	24

Changement climatique

34	49	3	14

Autre

28	100	63

Catastrophes naturelles

32	49	4	15

Épidémies

19	55	4	22

Famines et faim

27	48	5	20

Inégalités de revenus

28	38	7	27

Lutter contre la pauvreté

14	44	20	21

Problématiques environnementales

34	46	6	14

Réfugiés et migration

|			
40	27	7	25

Legend: ■ Negative ■ Balanced ■ Positive ■ Don't know

Sample size n=4585 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 16 Jan 2020 – 14 Feb 2020
Question: Globalement, diriez-vous que les récits que vous entendez concernant *** sont relatés d'une manière négative, objective ou positive?

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WHERE DOES THE FRENCH PUBLIC SAY THEY WANT TO WATCH MORE ABOUT GLOBAL POVERTY ISSUES?

In general, respondents want to see coverage of global poverty in reportages (46%) or informations et actualité (39%) or not at all (28%)
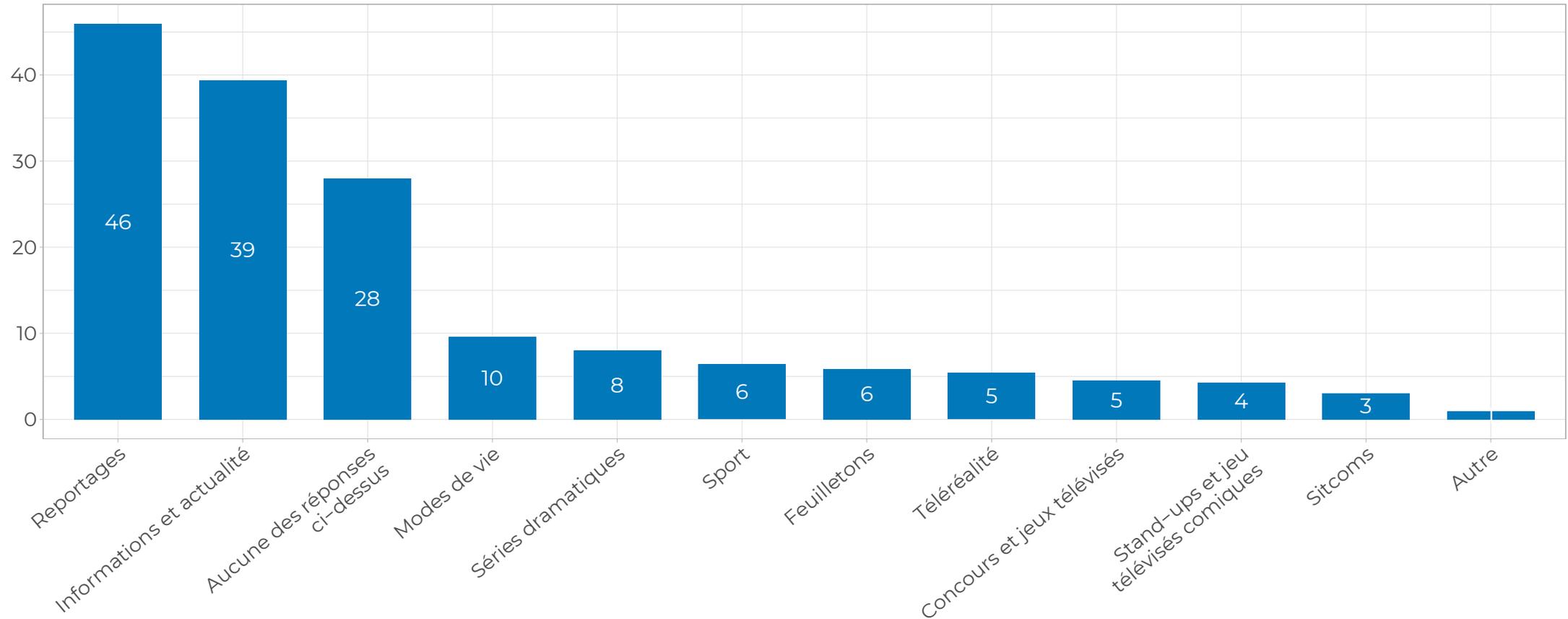
GROUP DIFFERENCES – GENRES TO HEAR MORE ABOUT DEVELOPMENT

Group

18-29 ans	Reportages (35%)
30+ ans	Reportages (48%)
Femme	Reportages (48%)
Homme	Reportages (43%)
< Univ	Reportages (47%)
Univ +	Reportages (50%)

ON THE FENCE

Marginally engaged audiences who want to keep/slightly decrease aid expenditure

PORTRAIT

Age: 57 (48)

% Female: 58% (52%)

% University: 28% (33%)

% Marginally engaged: 100% (38%)

SOURCES OF INTERNATIONAL NEWS

TF1 - 39% (33%)

France 2 – 35% (26%)

BFM – 35% (28%)

WAYS THEY HEAR ABOUT GLOBAL POVERTY

Reportages - 61% (47%)

News – 59% (45%)

Appeals - 34% (37%)

SOCIAL NETWORKS

Facebook - 63% (66%)
YouTube - 33% (42%)
WhatsApp - 23% (26%)

NEWSPAPERS

None – 27% (34%)
Regional – 22% (17%)
TV magazine – 20% (14%)

TELEVISION

TF1 – 62% (51%)
France 3 – 59% (45%)
France 2 – 58% (44%)

DEVELOPMENT ENGAGEMENT LAB

GENDER-AWARE SUPPORTERS

Audience who thinks the needs of women should be prioritized to fight global poverty

PORTRAIT

Age: 54 (48)

% Female: 57% (52%)

% University: 33% (33%)

% Marginally engaged: 41% (38%)

SOURCES OF INTERNATIONAL NEWS

TF1 -34% (33%)

France 2 – 32% (26%)

BFM – 30% (28%)

WAYS THEY HEAR ABOUT GLOBAL POVERTY

Reportages - 57% (47%)

News –54% (45%)

Appeals - 34% (37%)

SOCIAL NETWORKS

Facebook - 66% (66%)
YouTube - 39% (42%)
WhatsApp - 27% (26%)

NEWSPAPERS

None – 26% (34%)
Regional – 17% (17%)
20 Minutes– 20% (17%)

TELEVISION

France 3 – 56% (45%)
TF1– 55% (51%)
France 2– 52% (44%)

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: Morini, P., Hudson, J., Hudson, D. (2020). French Media Wave: Preliminary Report . London: Development Engagement Lab.

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