

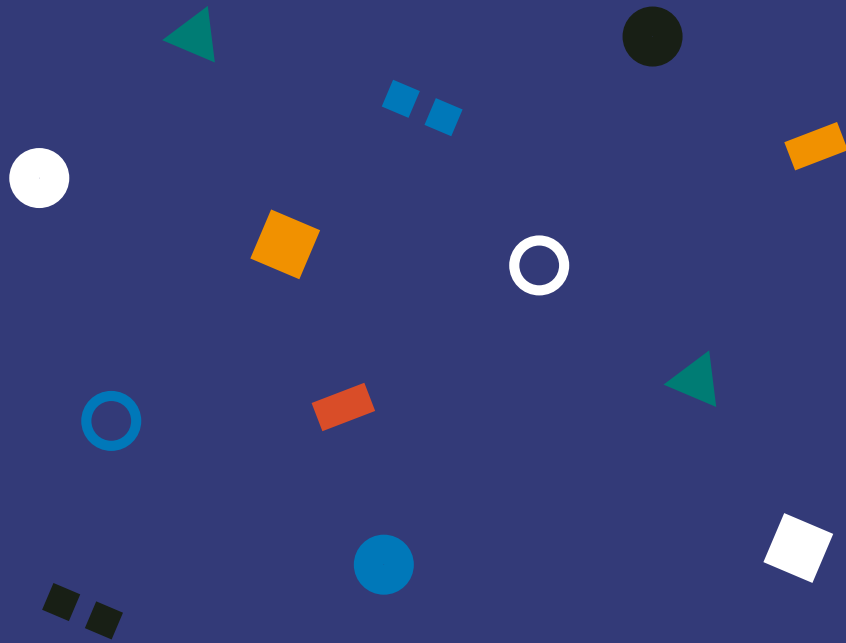


# FRENCH MEDIA WAVE: PRELIMINARY REPORT

/ 5 March 2020  
// Partner Meeting  
/// Focus 2030, Paris

Jennifer Hudson  
David Hudson  
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# WHERE DO THE FRENCH PUBLIC GET THEIR NEWS FROM?



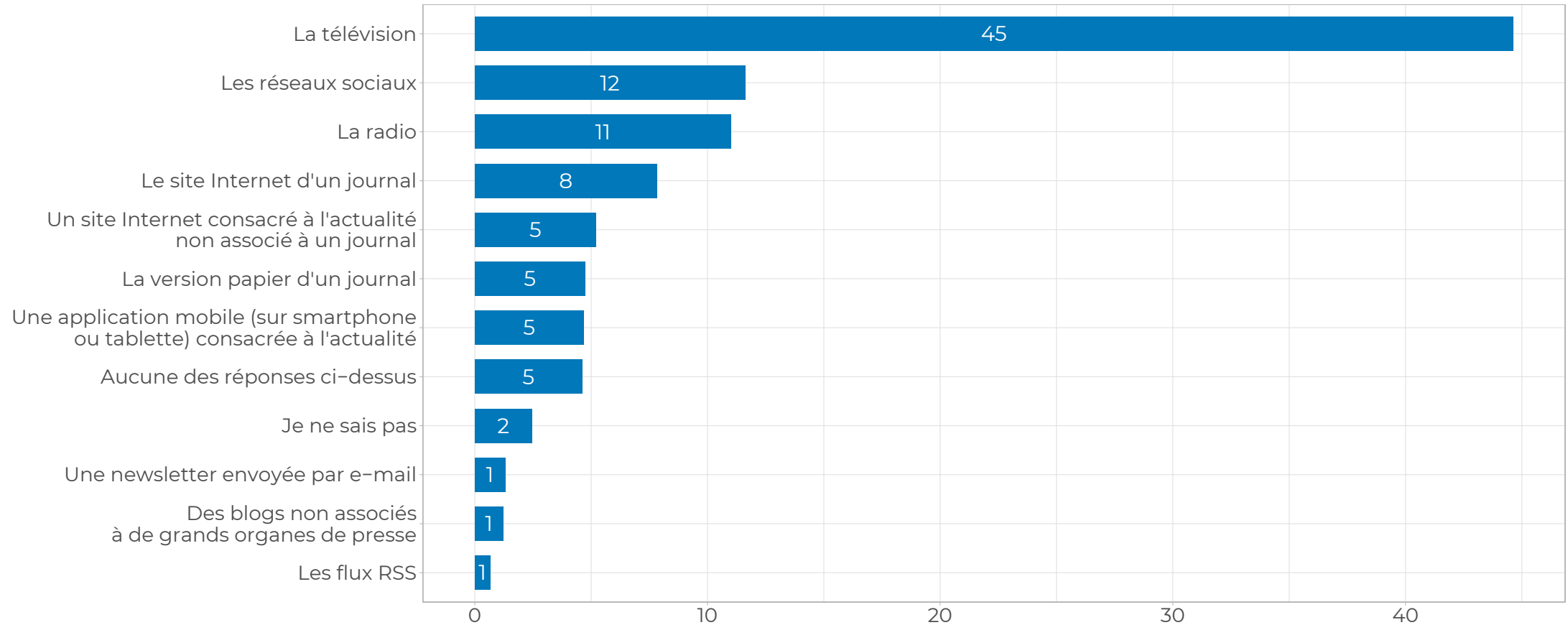
News consumption

Fieldwork: Feb – Mar 2020

N = 4,600 (6,000)

# 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%)



Sample size n=4585 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 16 Jan 2020 – 14 Feb 2020  
Question: Quelle est votre principale source d'actualité internationale parmi les suivantes, le cas échéant?



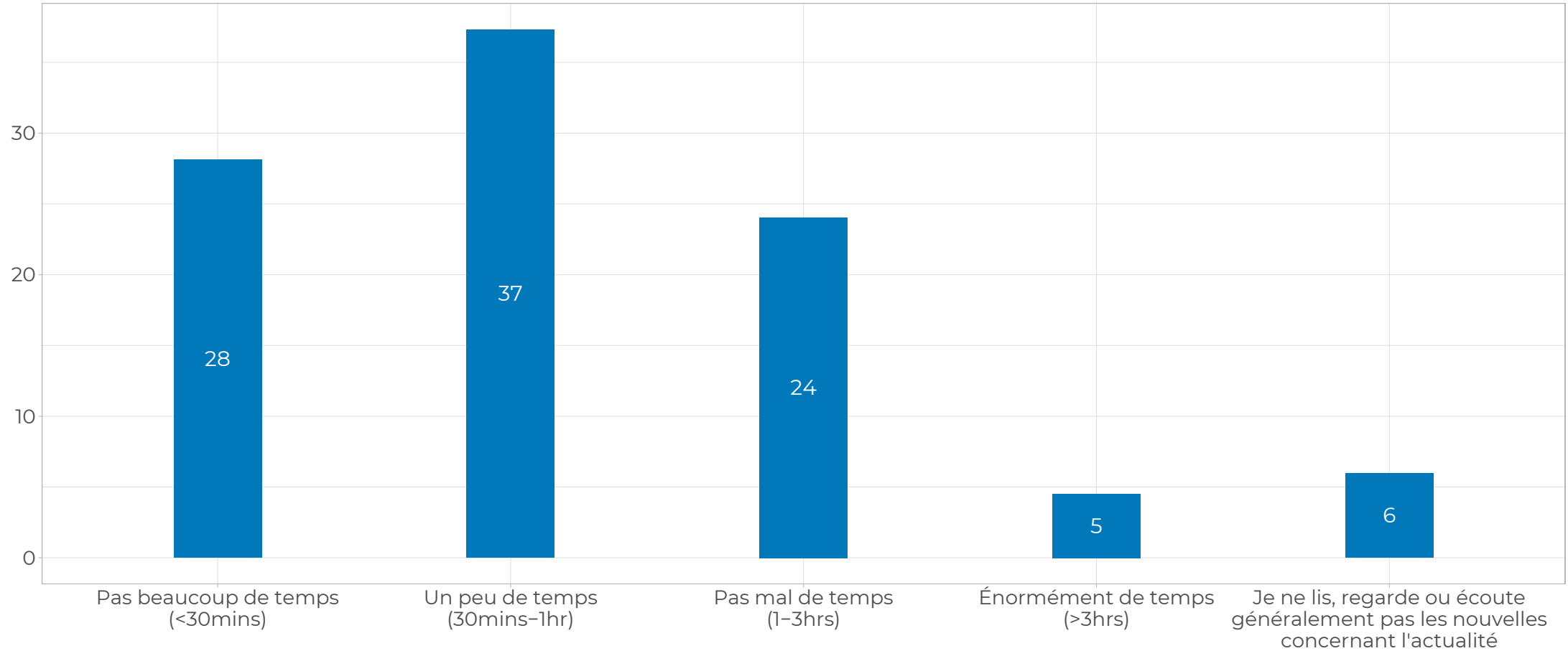
# GROUP DIFFERENCES – KEEPING UP WITH INTERNATIONAL NEWS

## 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



Sample size n=4585 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 16 Jan 2020 - 14 Feb 2020  
Question: Au cours d'une journée type, combien de temps environ consacrez-vous à lire/regarder/écouter l'actualité internationale ?



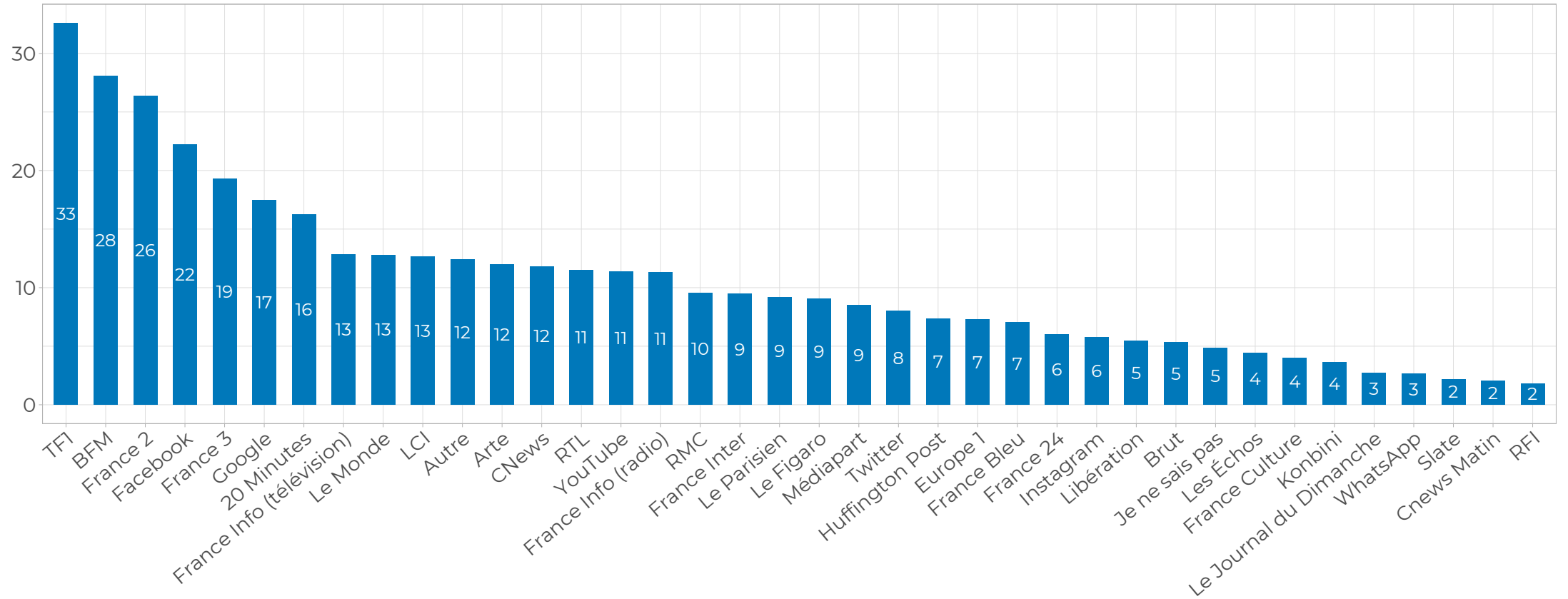
# GROUP DIFFERENCES – TIME ENGAGING WITH INTERNATIONAL NEWS

## 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 INTERNATIONAL NEWS

TF1 (33%), BFM (28%) and France2 (26%)



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?



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

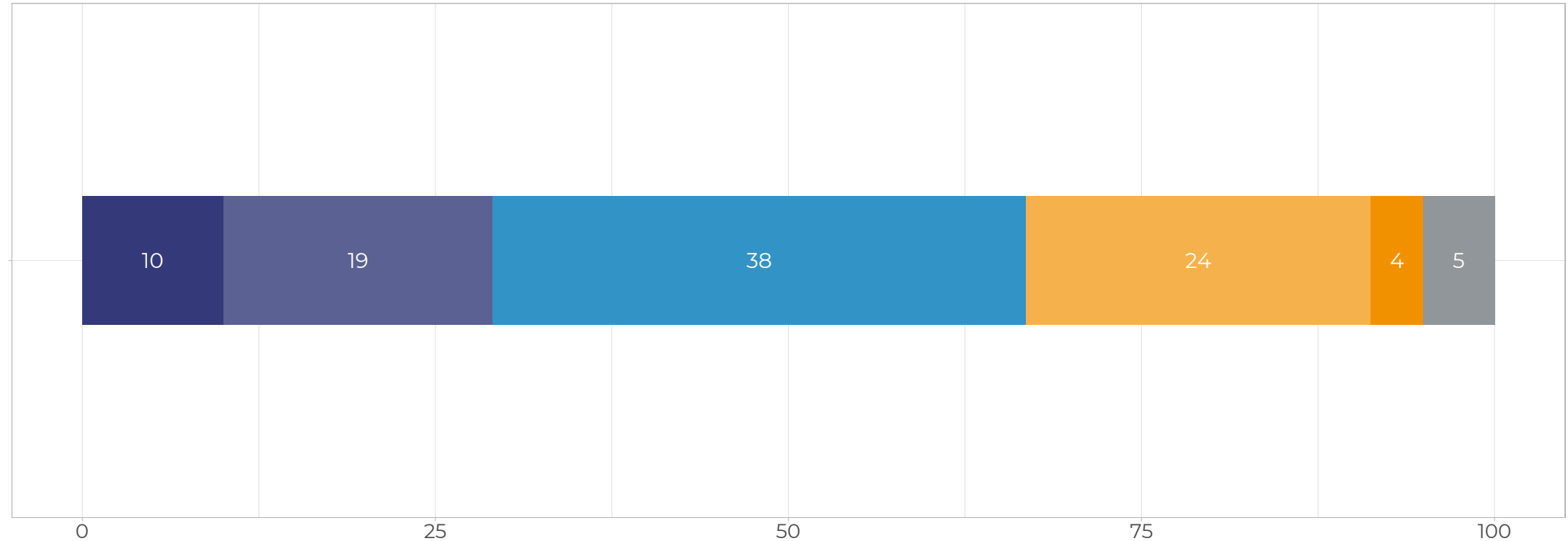
## Group

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



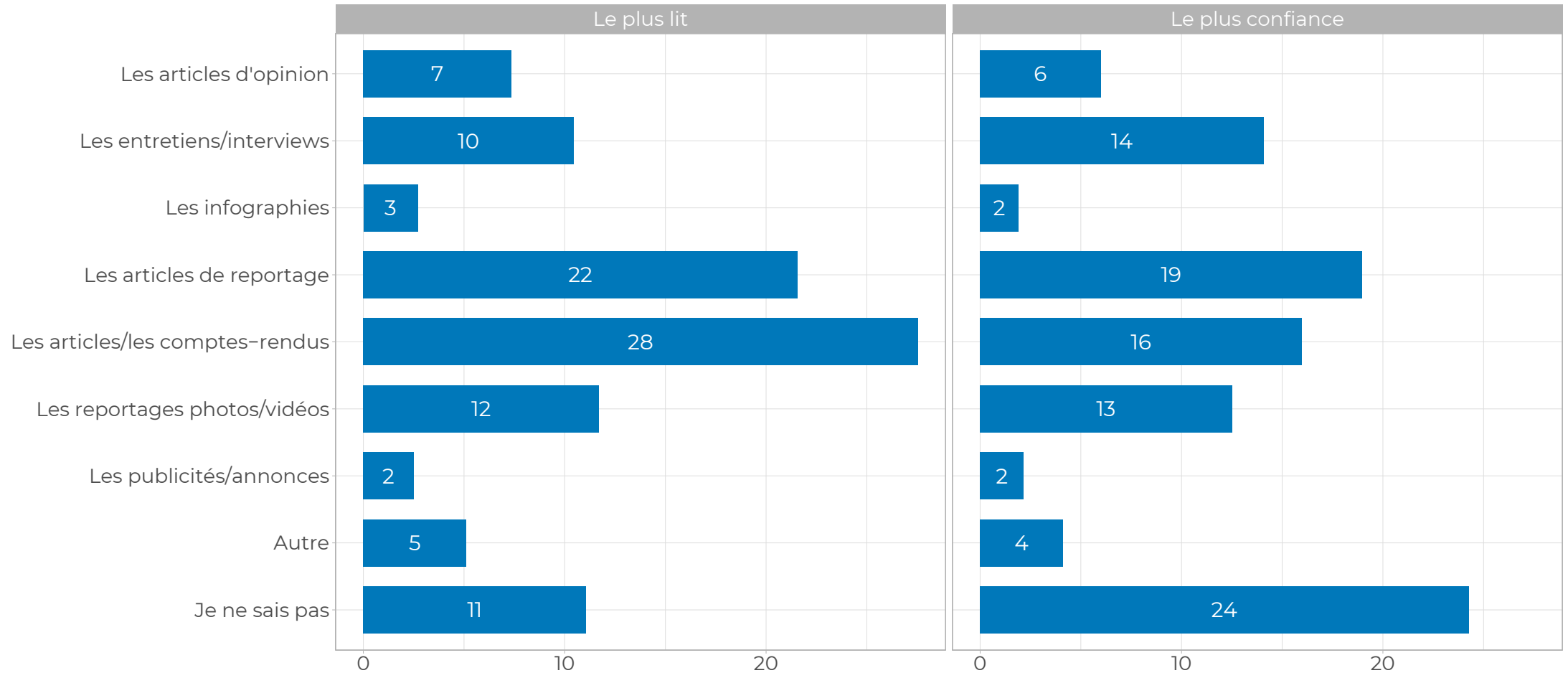
■ Pas du tout d'accord ■ Pas vraiment d'accord ■ Ni d'accord ni pas d'accord ■ Plutôt d'accord ■ Tout à fait d'accord ■ Je ne sais pas

Sample size n=4585 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 16 Jan 2020 – 14 Feb 2020  
Question: Mon opinion sur l'actualité internationale est reflétée dans les médias que je regarde, que je lis ou que j'écoute



# 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



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 ?



# 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%)



# 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%)

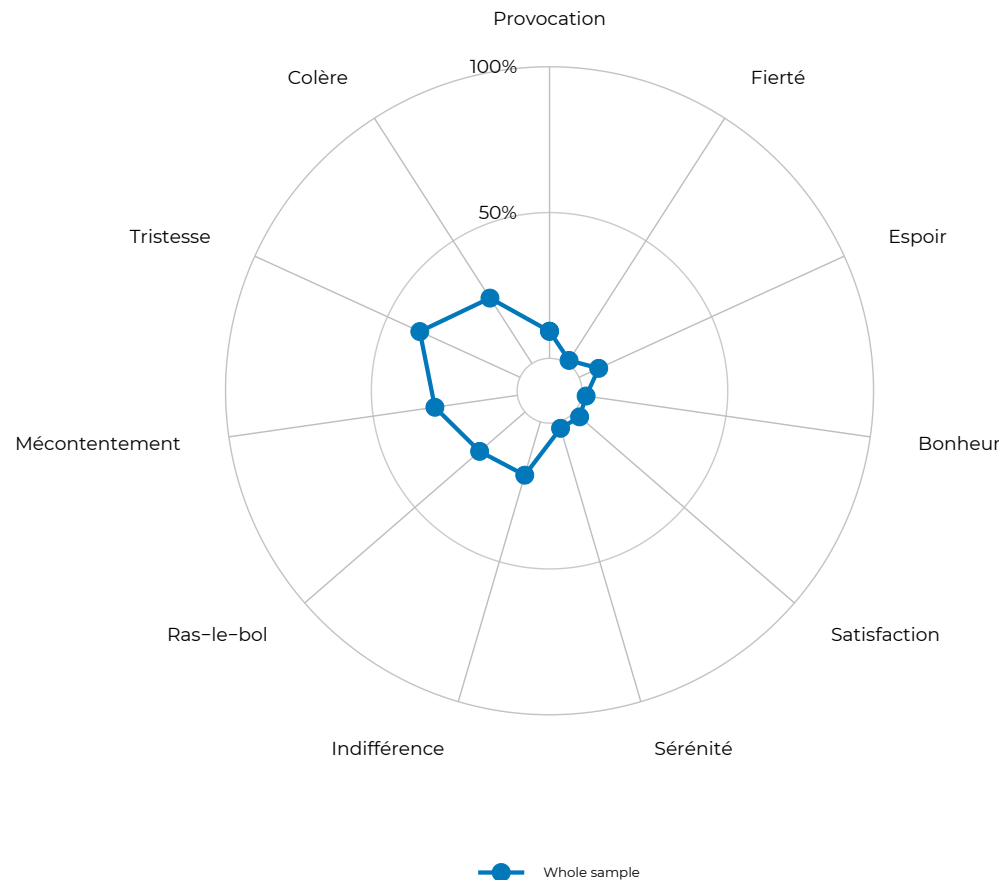
France 3 – 47% (45%)

Arte – 47% (30%)

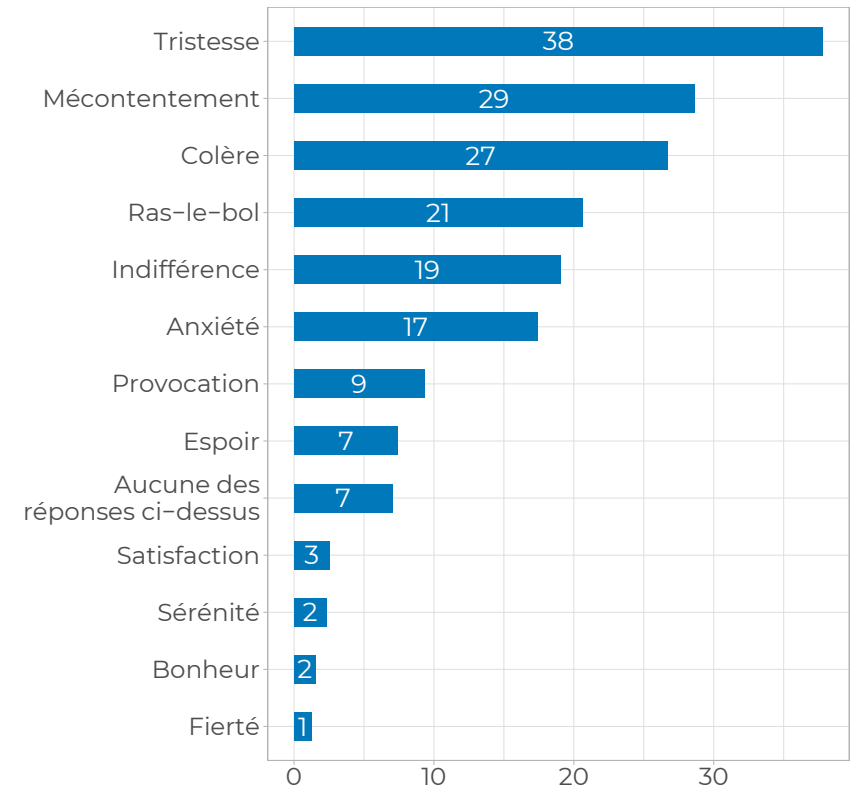


# FEELINGS ON HOW THE MEDIA REPORT ON GLOBAL POVERTY

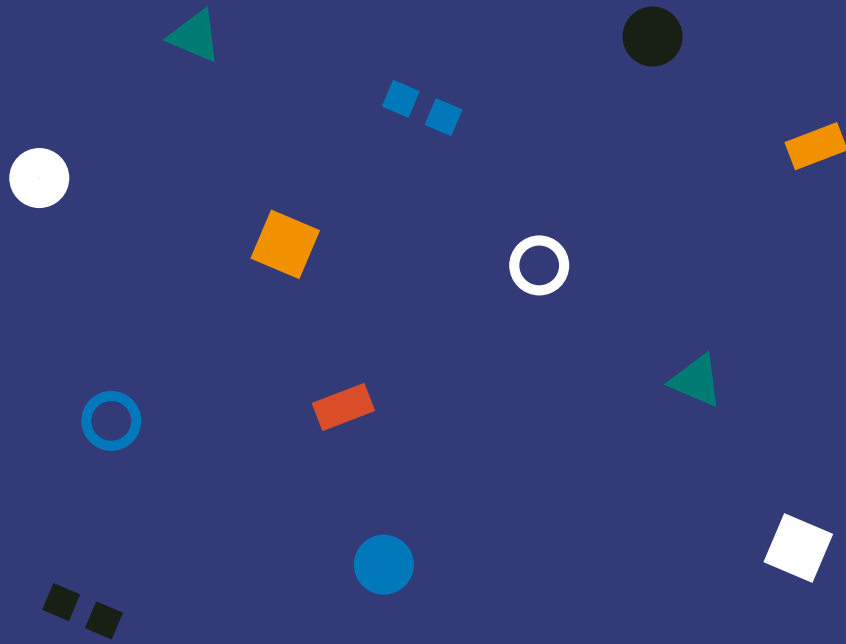
The French have predominantly negative feelings: sadness (38%), dissatisfaction (29%), and anger (27%).



## THE EMOTIONS, RANKED



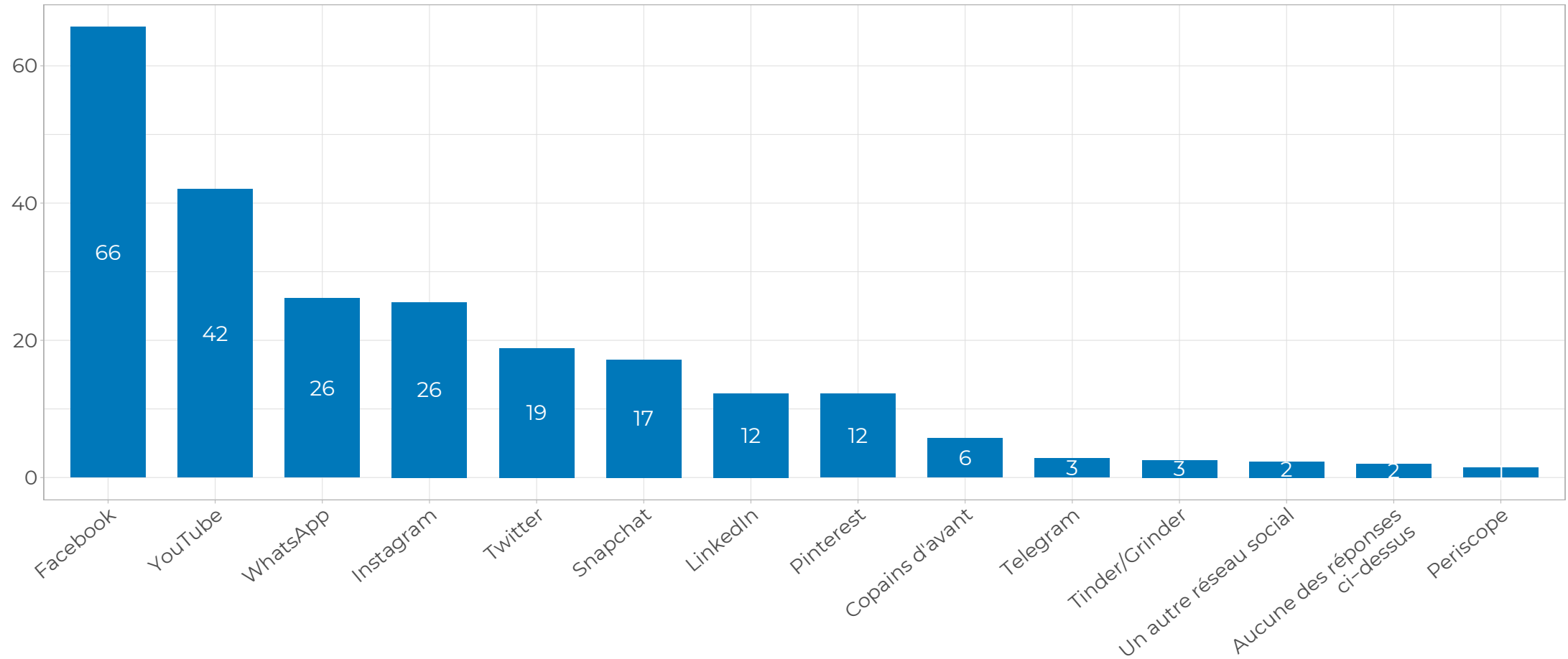
# SOCIAL MEDIA USE IN FRANCE



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% use YouTube, and 26% use Instagram and Whatsapp

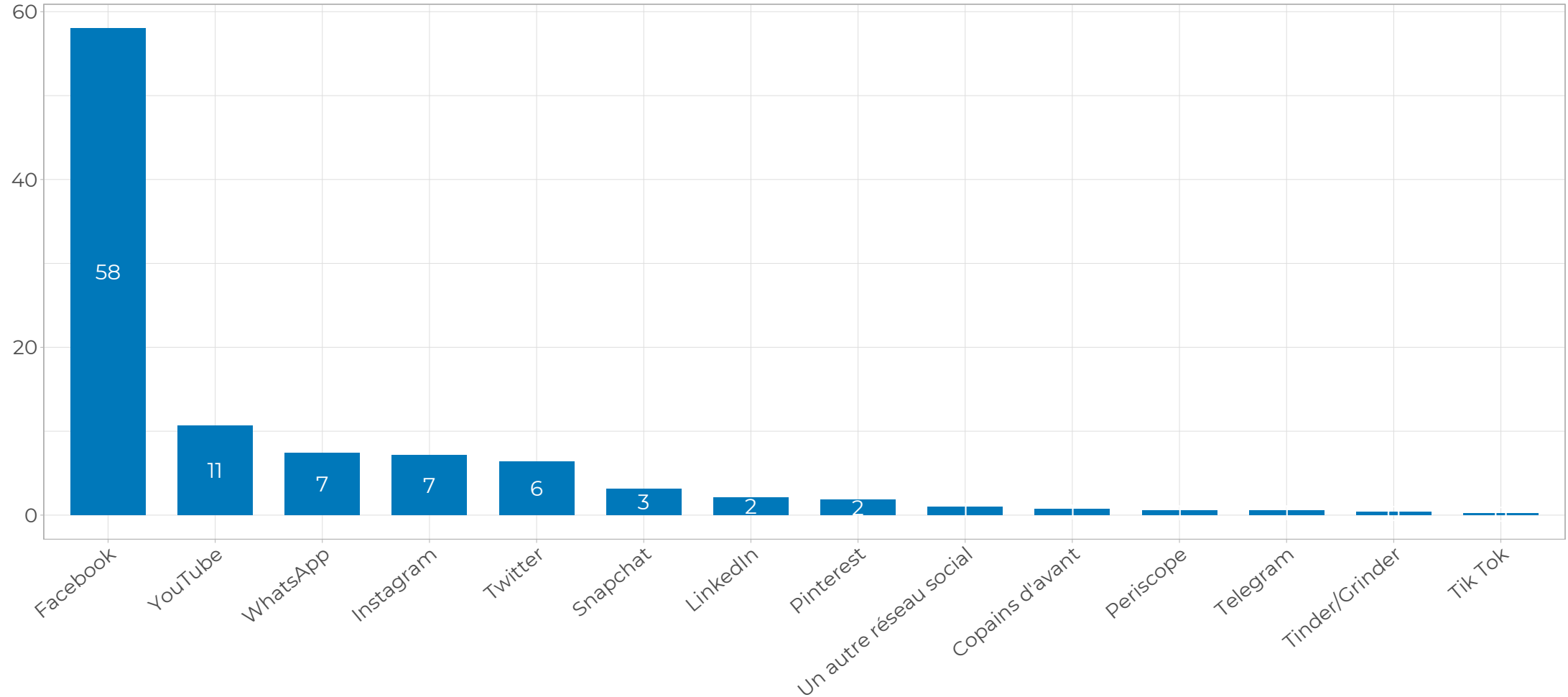


Sample size n=4585 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 16 Jan 2020 - 14 Feb 2020  
Question: Parmi les plateformes de réseaux sociaux suivantes, lesquelles utilisez-vous, le cas échéant?



# 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%)

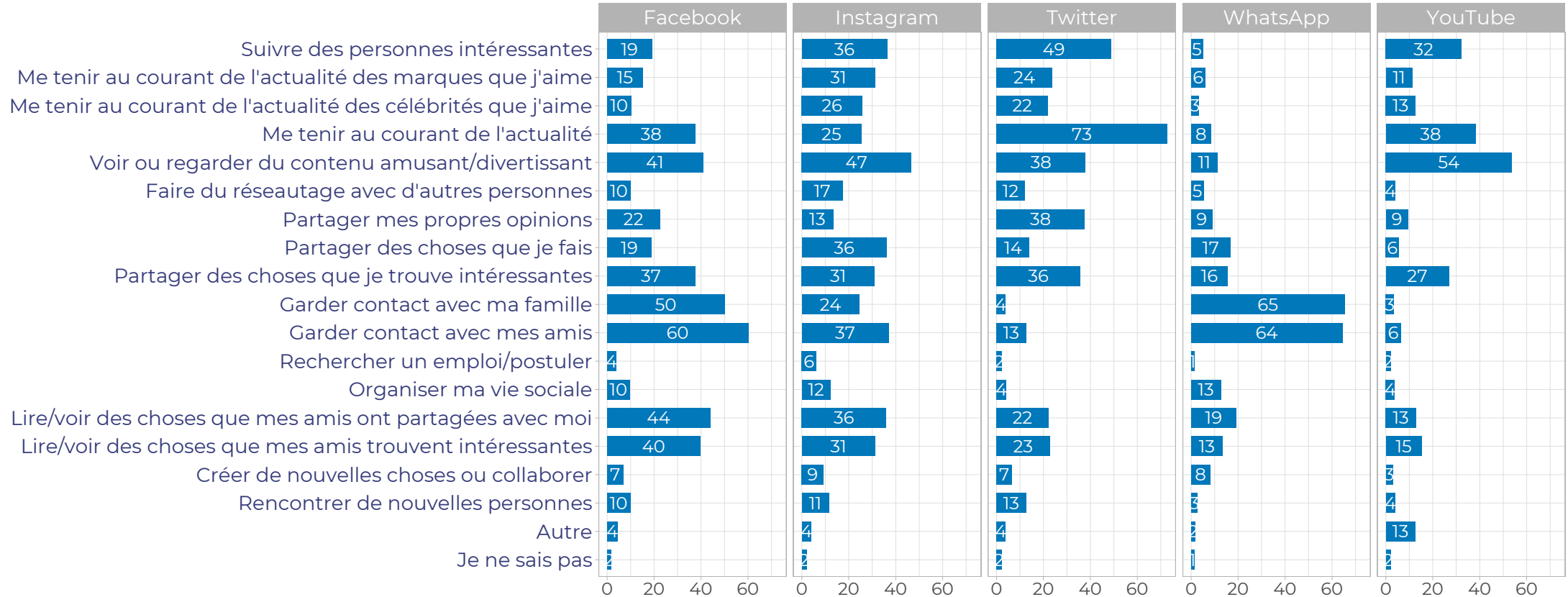
Sample size n=4585 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 16 Jan 2020 – 14 Feb 2020  
Question: Vous avez indiqué utiliser les réseaux sociaux suivants. Veuillez préciser celui que vous utilisez le plus





# 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



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 raisons suivantes, lesquelles, le cas échéant, décrivent le mieux ce pour quoi vous utilisez le resau social?

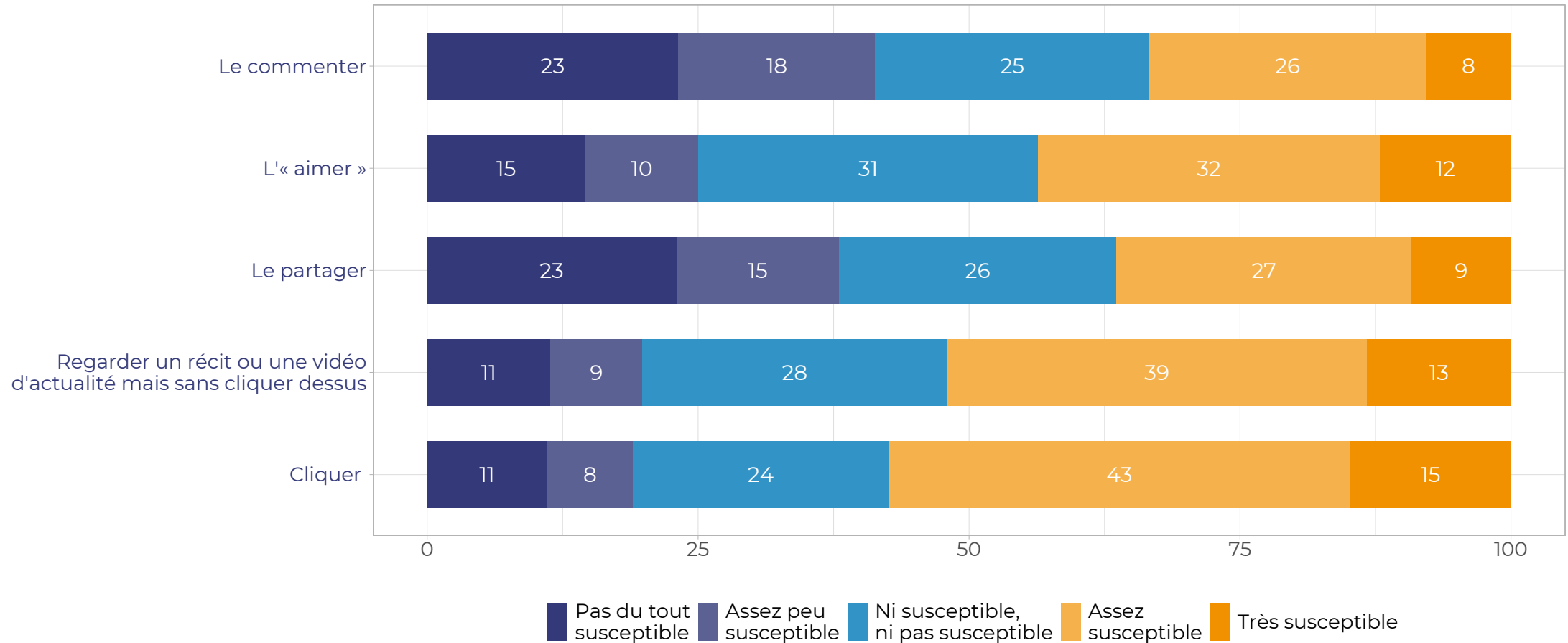


# DIFFERENT SOURCES FOR DIFFERENT PURPOSES

- 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

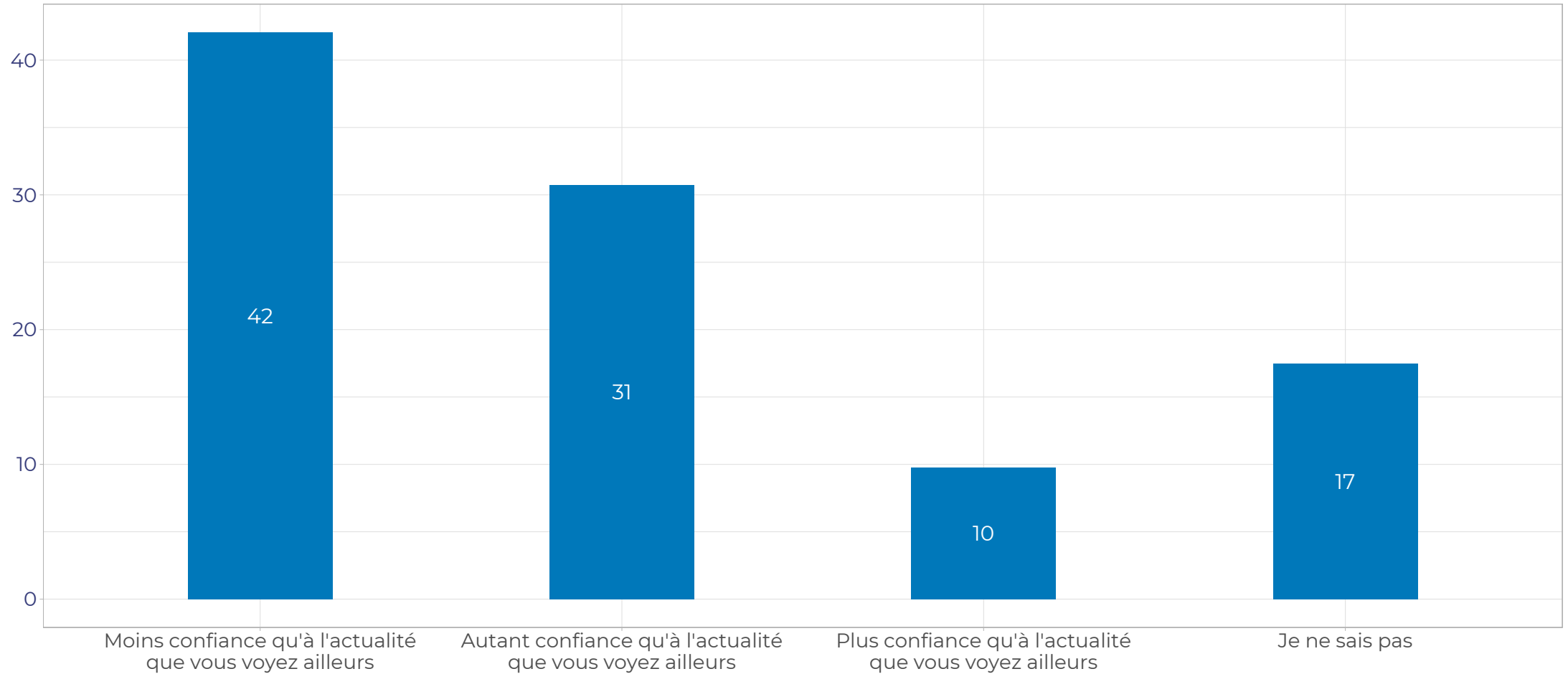


Sample size n=4585 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 16 Jan 2020 – 14 Feb 2020  
 Question: En pensant au contenu que vous lisez, regardez ou consommez sur les réseaux sociaux, dans quelle mesure, le cas échéant, êtes-vous susceptible de...?



# 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



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 l'actualité que vous voyez sur vos flux de réseaux sociaux, lui faites-vous...?



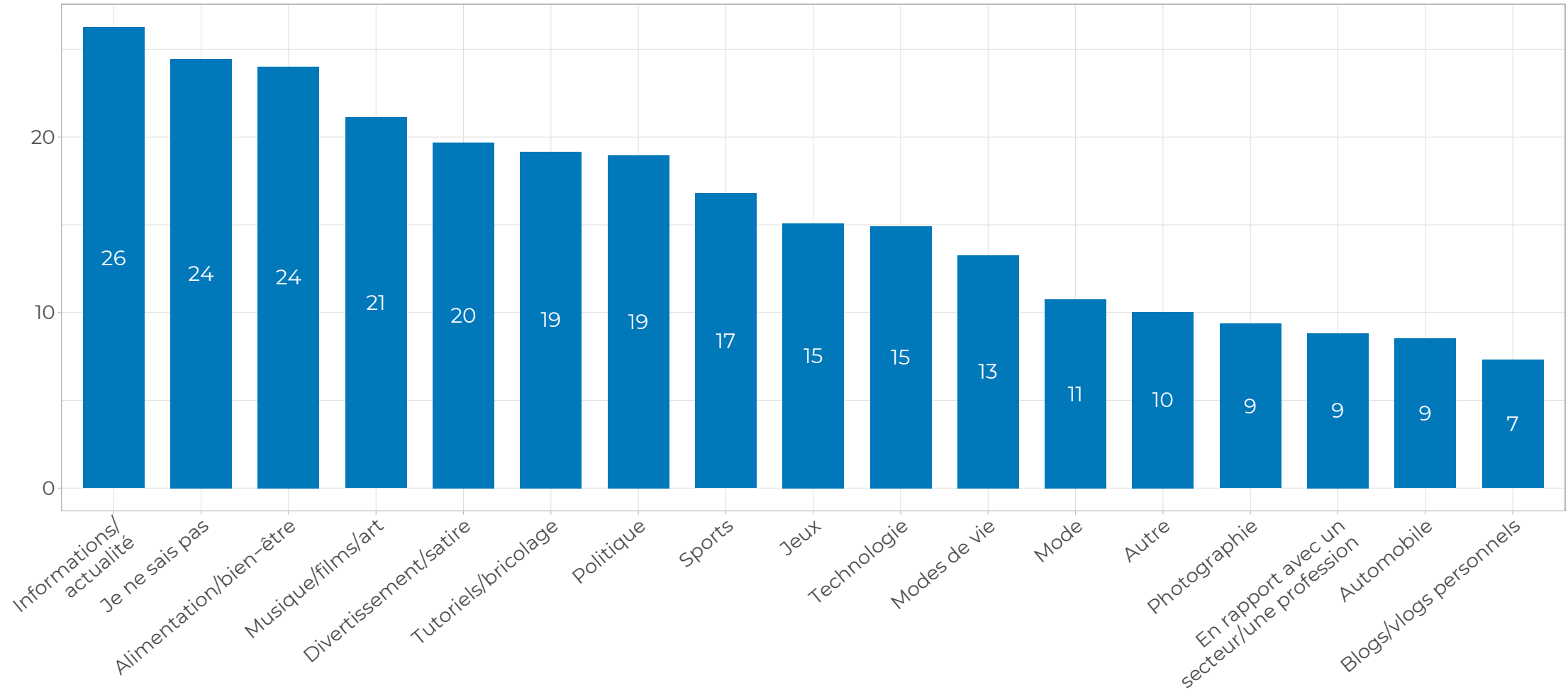
# GROUP DIFFERENCES – TRUST IN SOCIAL MEDIA

## 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%)



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 types de blogs ou vlogs suivants, lesquels lisez-vous ou regardez-vous, le cas échéant ?



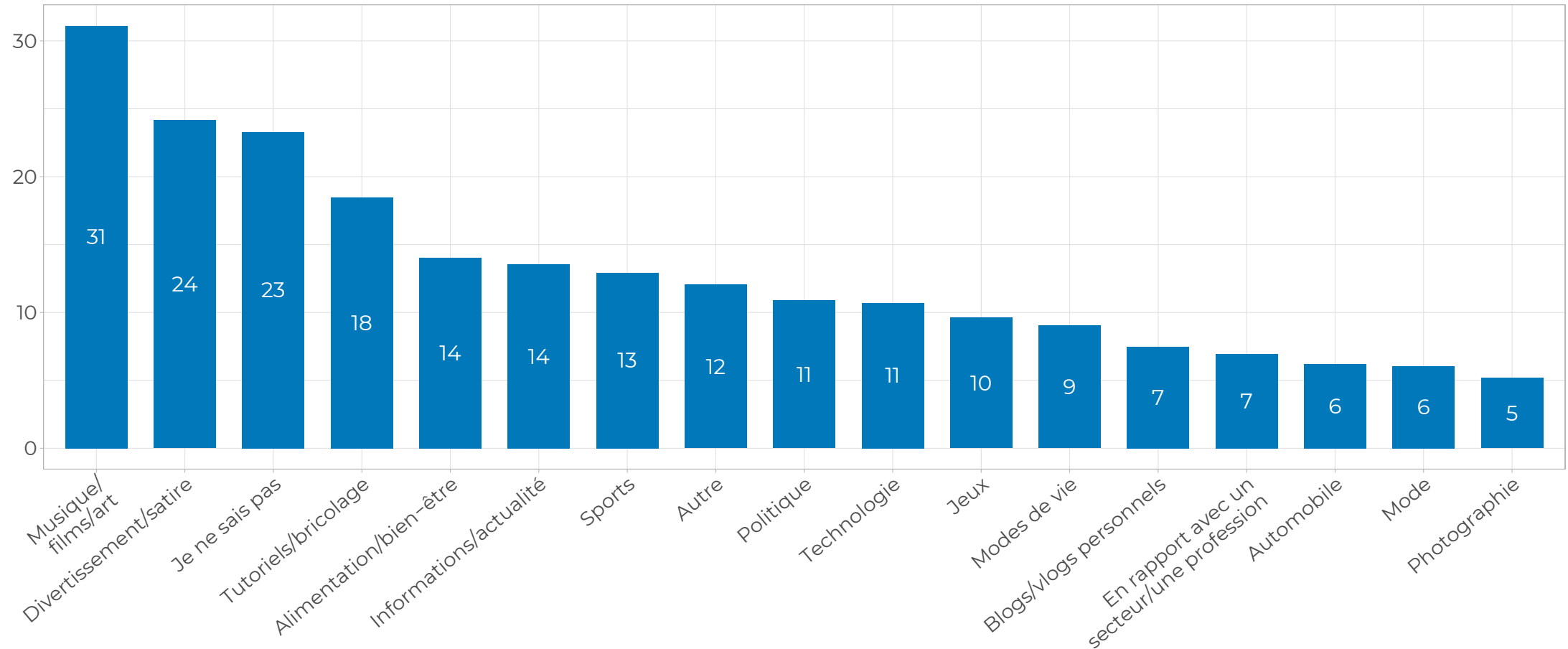
# GROUP DIFFERENCES – BLOGS AND VLOGS MOST LIKELY TO VIEW

## 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%)



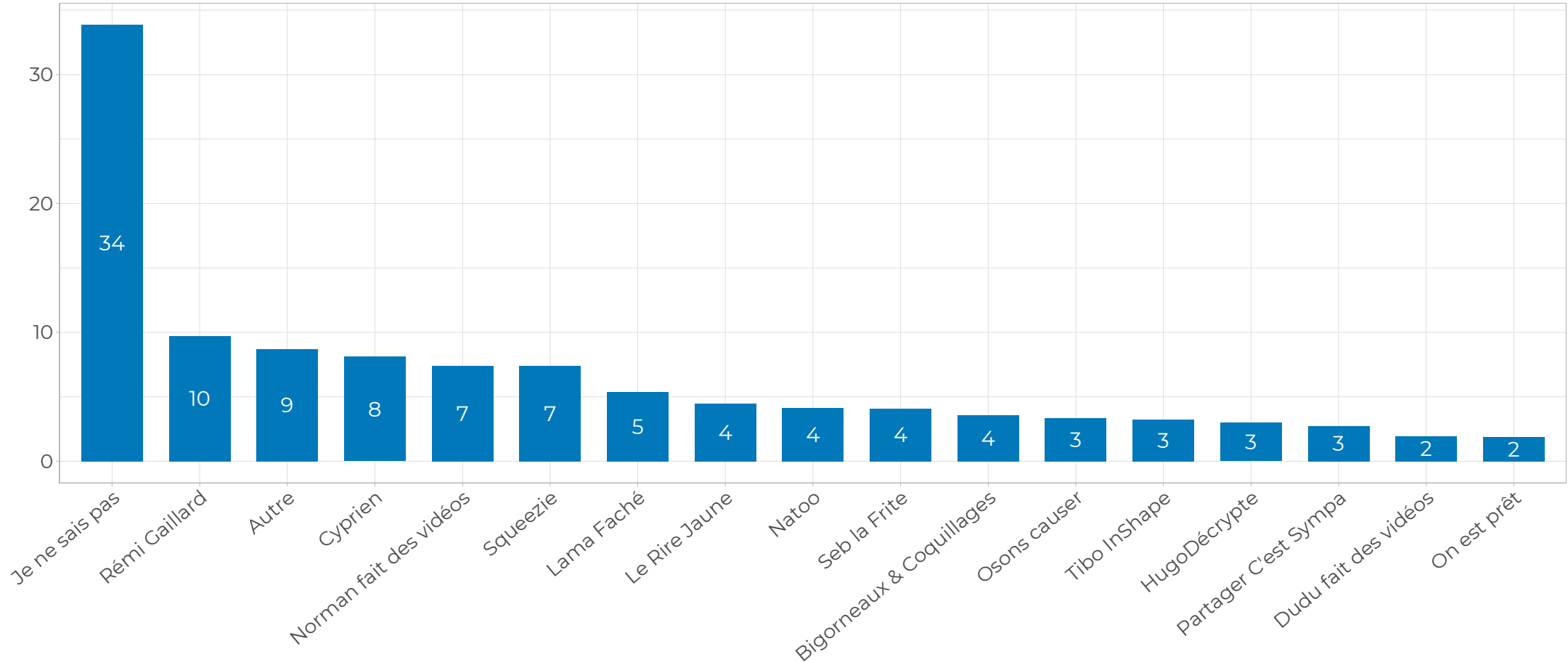
Sample size n=4585 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 16 Jan 2020 – 14 Feb 2020  
Question: Parmi les types de chaînes YouTube suivantes, lesquels regardez-vous, le cas échéant ?





# WHICH YOUTUBE CHANNELS DO PEOPLE WATCH?

Although most respondents don't know about specific channels, Rémi Gaillard, Cyprien, Norman fait des vidéos, and Squeezeie are the most popular channels for the French public



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 ?

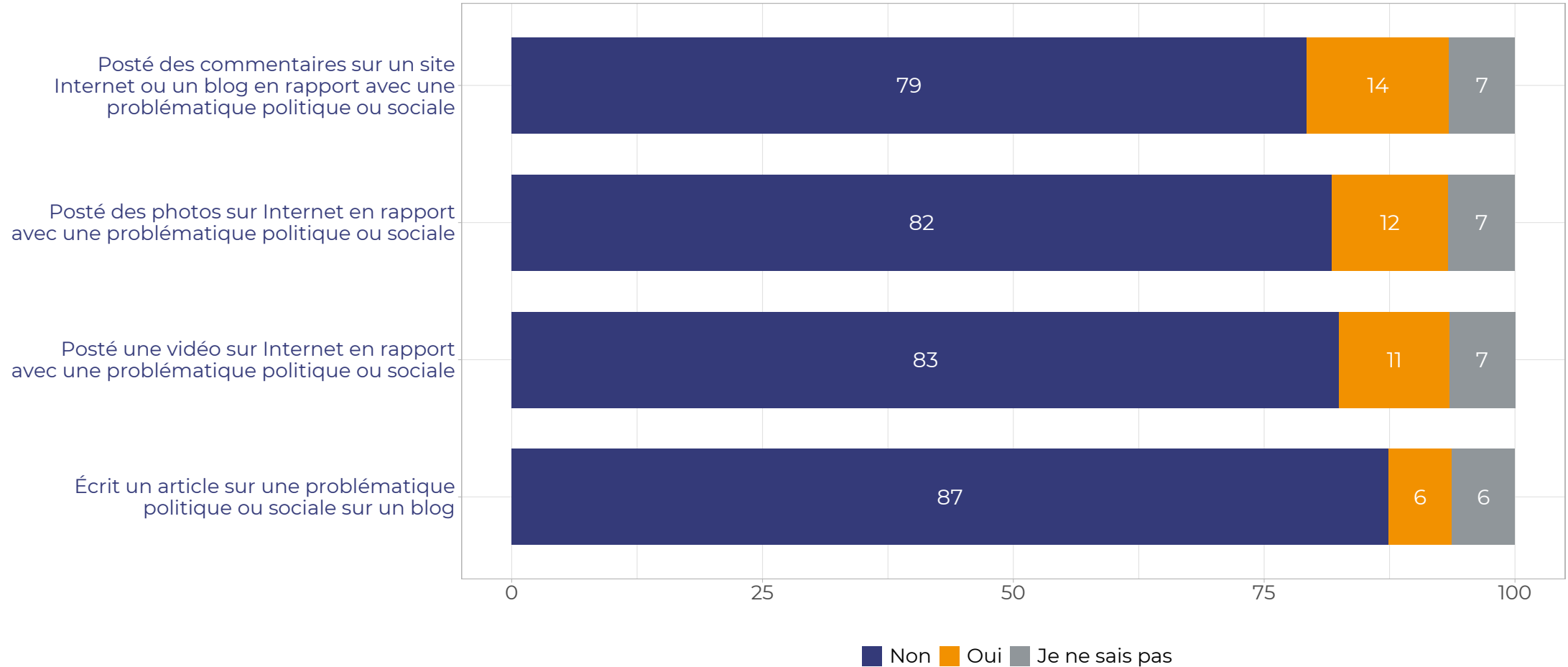


# ONLINE ACTIONS



# 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%)



Sample size n=4585 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 16 Jan 2020 – 14 Feb 2020  
Questions on left side of the plot



# 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%)

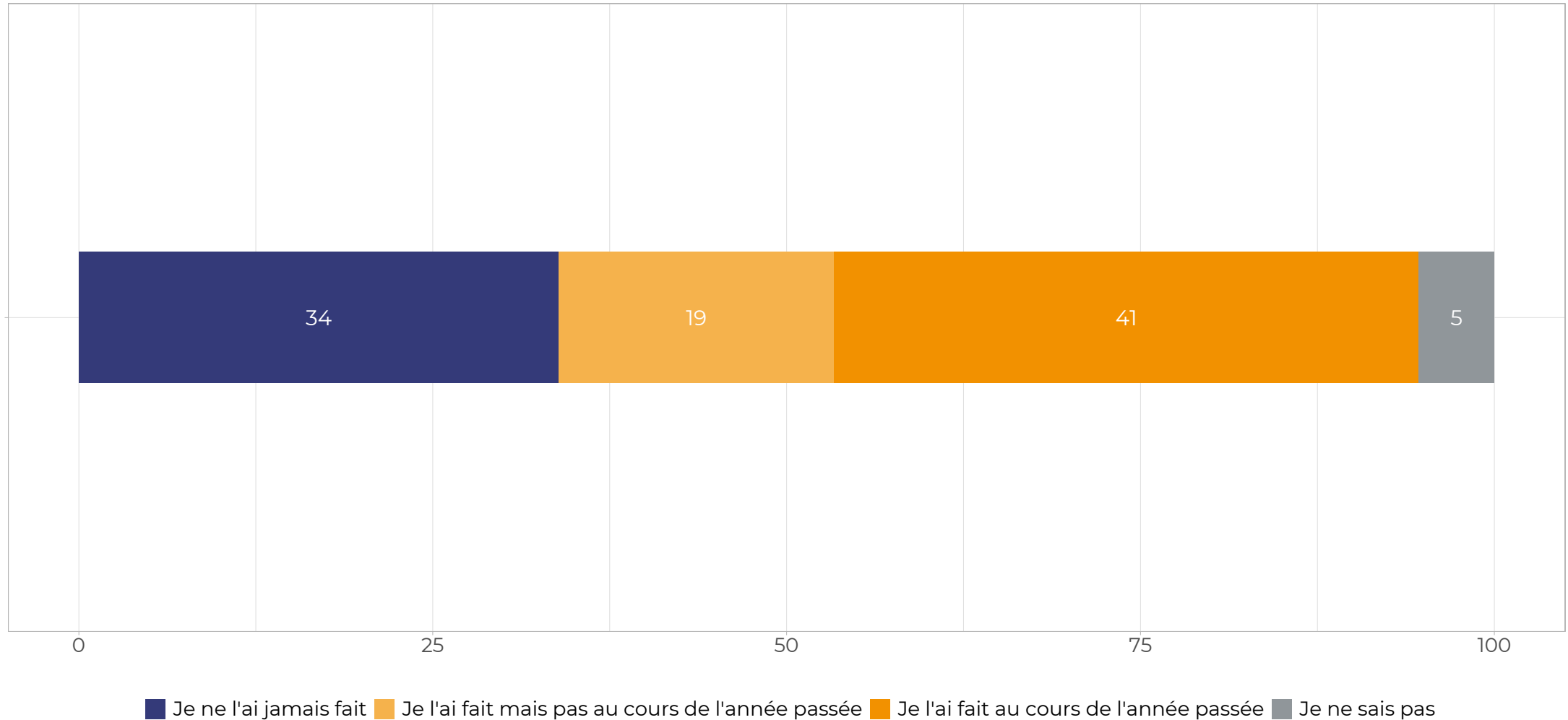
France 3– 47% (45%)

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



Sample size n=4585 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 16 Jan 2020 – 14 Feb 2020  
Question: Au cours des 12 derniers mois, avez-vous signé une pétition en ligne ?

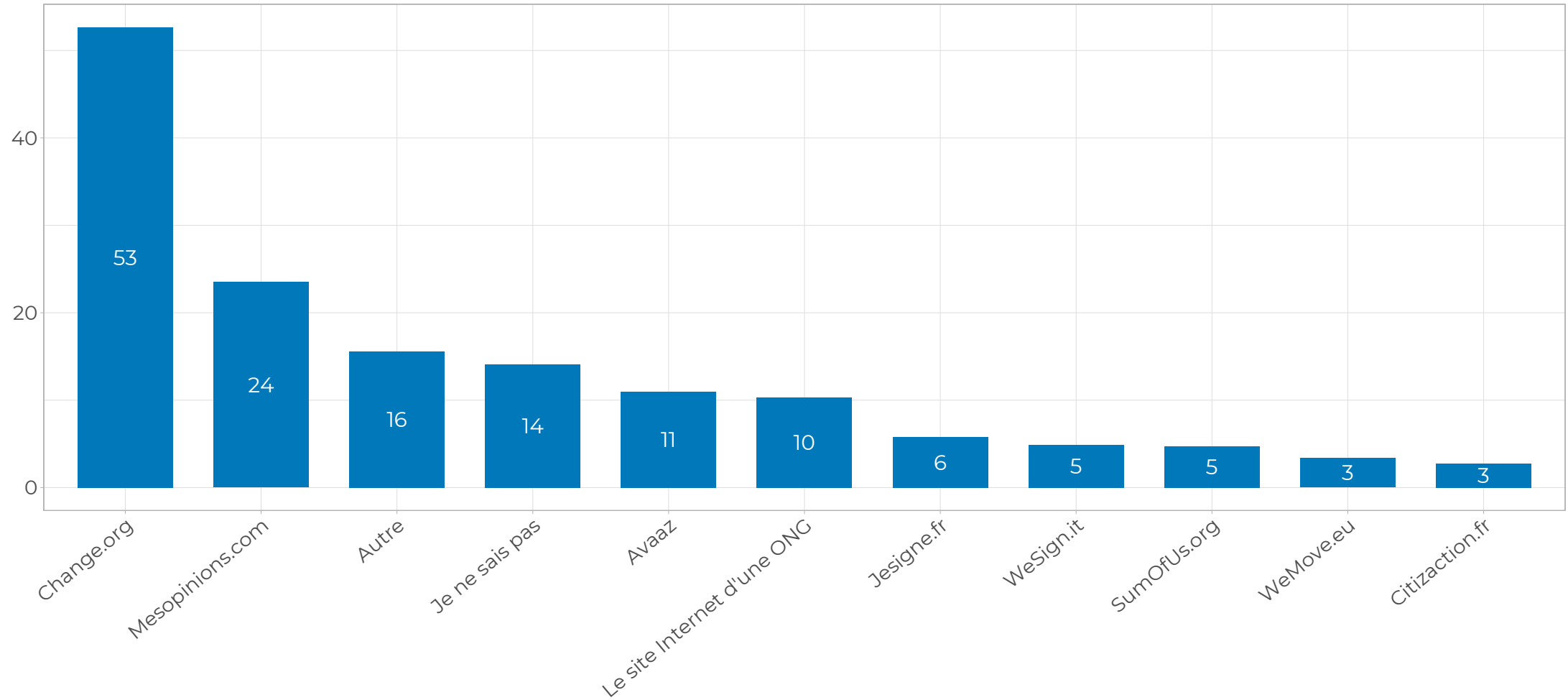


# GROUP DIFFERENCES – PETITIONS

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%)



Sample size n=4585 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 16 Jan 2020 – 14 Feb 2020  
Question: Si oui, sur quelle plateforme avez-vous signé une pétition en ligne ?



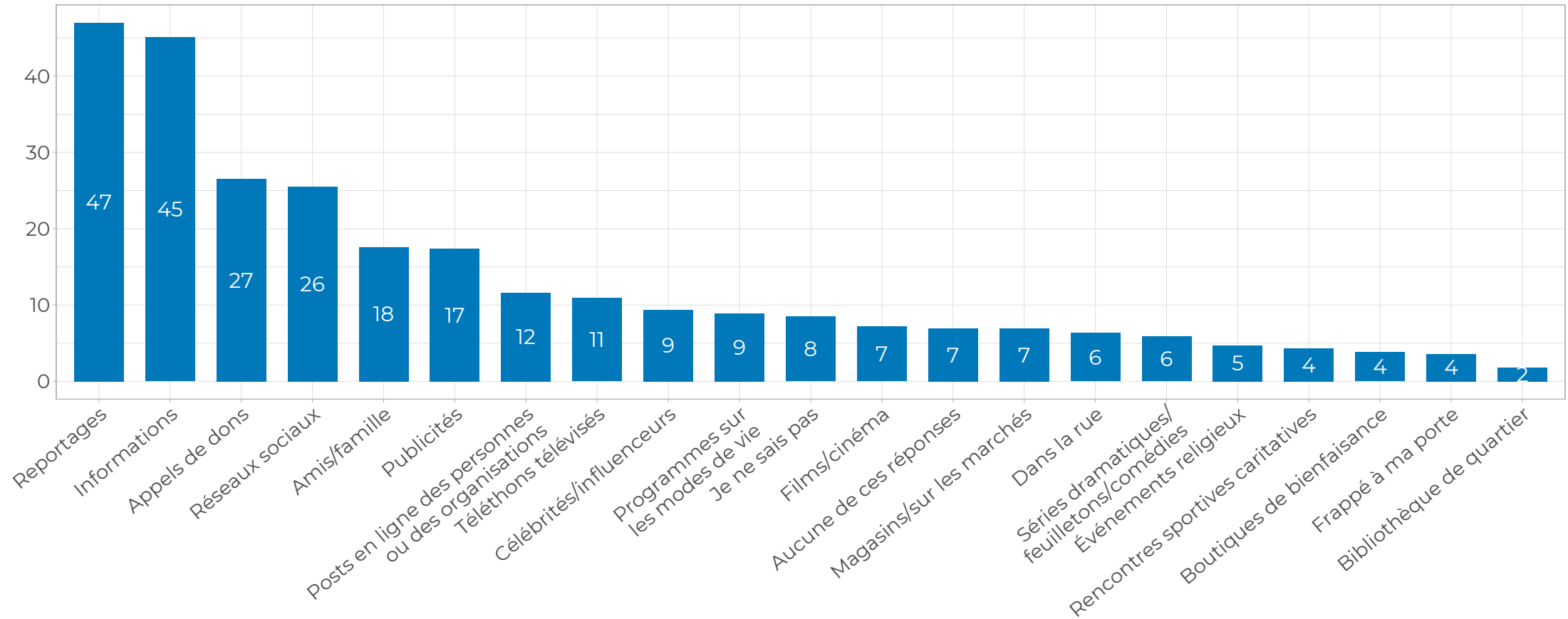
# MEDIA REPORTING ON GLOBAL POVERTY





# 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%)



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 votre utilisation des médias, où entendez-vous généralement parler des problématiques internationales?



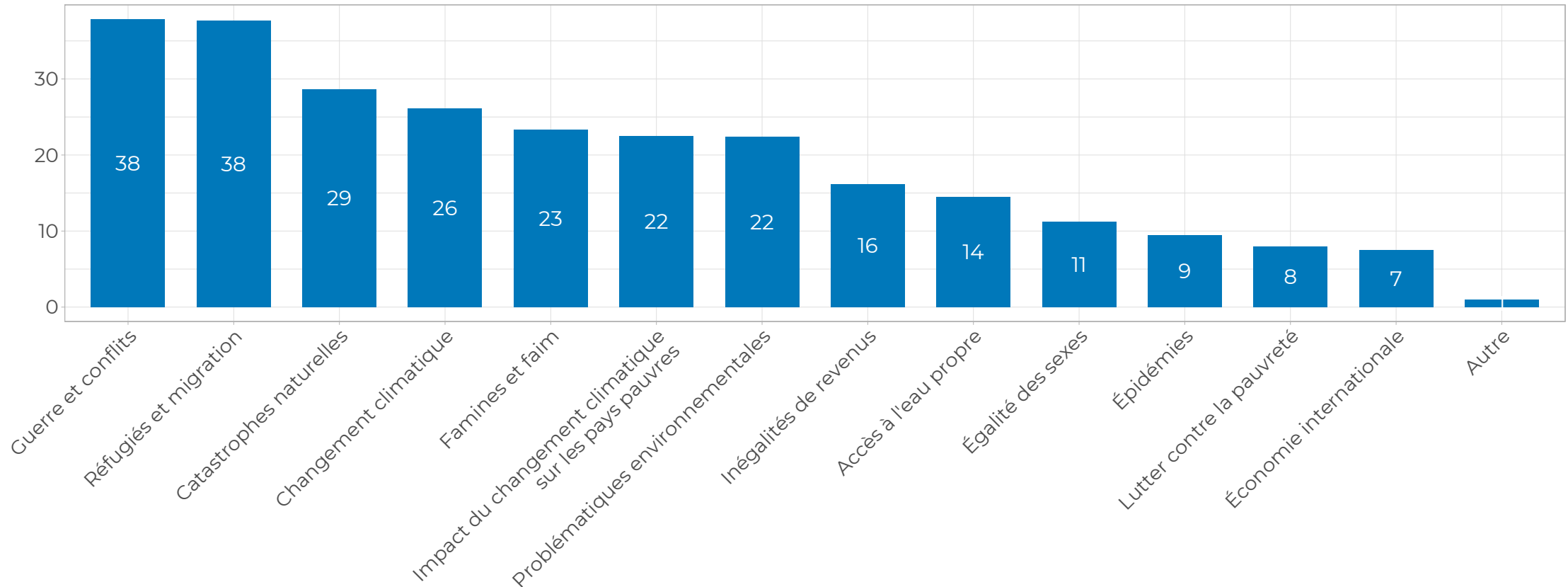
# GROUP DIFFERENCES – DEVELOPMENT ISSUES

## 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%)



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 aux types de récits concernant les problématiques internationales dont vous entendez parler, en termes de fréquence, lequel se place en première position, lequel en deuxième position et lequel en troisième position?



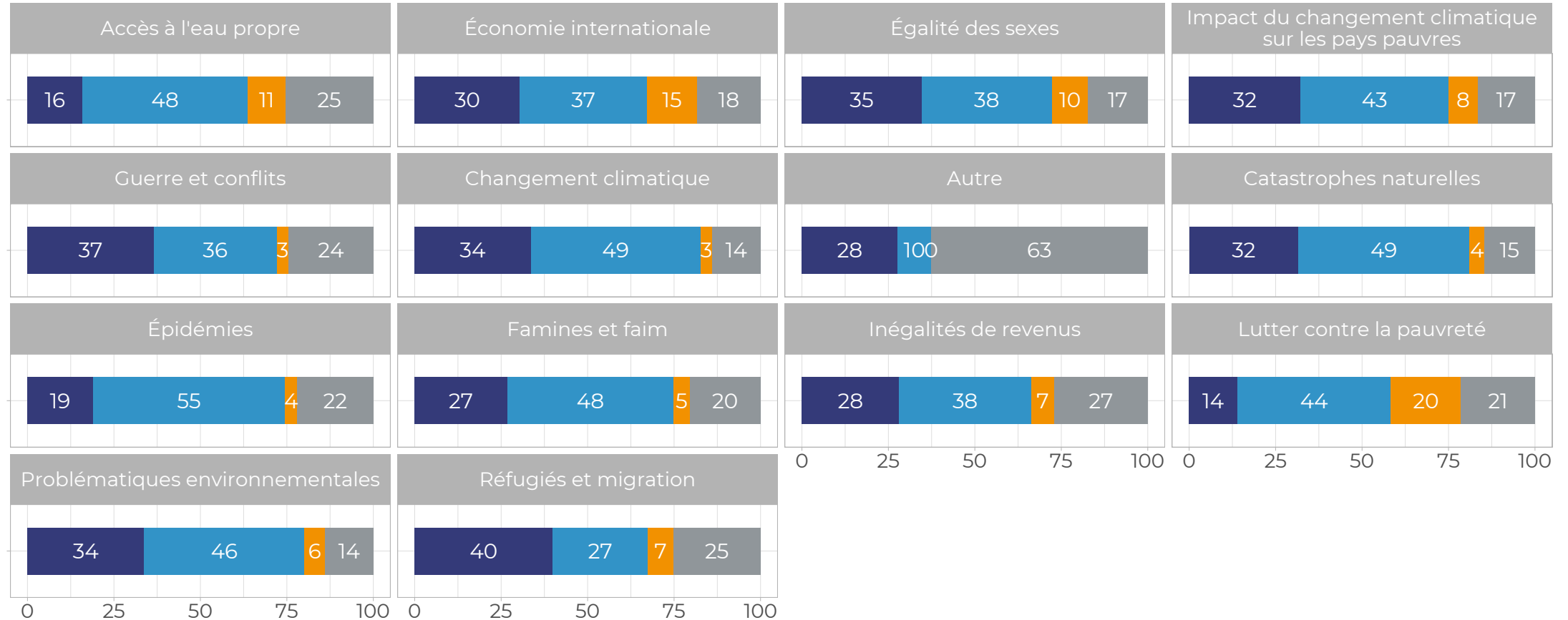
# GROUP DIFFERENCES – DESIRE TO HEAR MORE

## 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



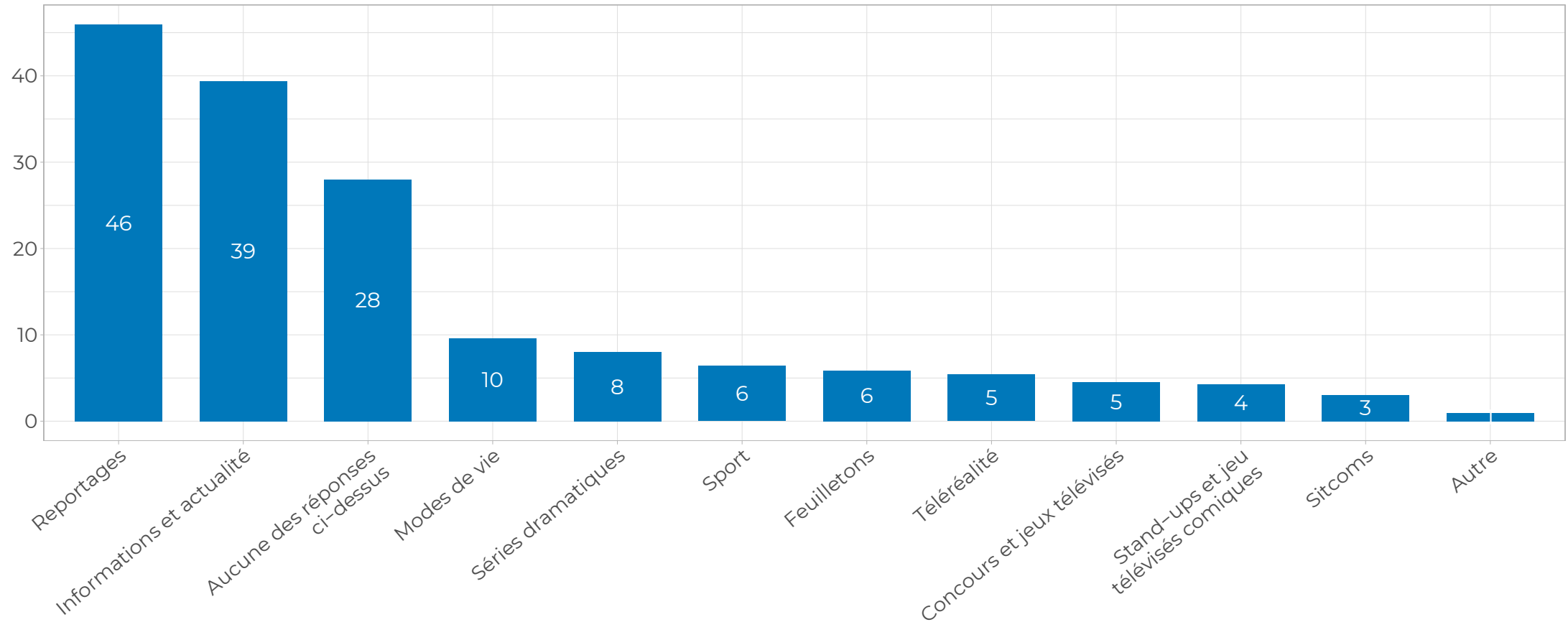
■ Negative ■ Balanced ■ Positive ■ Don't know

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?



# 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%)



Sample size n=4585 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 16 Jan 2020 – 14 Feb 2020  
Question: Dans quels types de programmes télévisés aimeriez-vous obtenir plus d'informations sur les problématiques de pauvreté à l'échelle mondiale ?



# 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%)

# AID SUPPORTERS

Respondents who want aid expenditure to increase

## PORTRAIT

Age: 34 (48)

% Female : 52% (52%)

% University: 42% (33%)

% Marginally  
engaged: 38% (38%)

## MAIN SOURCE OF INTERNATIONAL NEWS

France 2 – 34% (26%)

Le Parisien - 27% (9%)

TF1 - 26% (33%)

## WAYS THEY HEAR ABOUT GLOBAL POVERTY

Reportages - 34% (47%)

News - 27% (45%)

Appeals- 26% (27%)

## SOCIAL NETWORKS

Facebook - 65% (66%)

YouTube - 46% (42%)

WhatsApp - 32% (26%)

## NEWSPAPERS

None - 27% (34%)

Regional - 21% (17%)

20 Minuit - 20% (17%)

## TELEVISION

France 2 - 52% (44%)

France 3 - 52% (45%)

TF1 - 46% (51%)





# 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%)



# 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%)





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](http://www.developmentcompass.org), follow us on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab) or by contacting [del@ucl.ac.uk](mailto:del@ucl.ac.uk).

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

Cover photo: