DEVELOPMENT
ENGAGEMENT
LAB

HOW ENGAGED IS THE FRENCH PUBLIC IN 2020?: DEL PANEL WAVE 2 SEGMENTATION

/ 19 November 2020

// French Partner Meeting

/// www.developmentcompass.org

@DevEngageLab

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WHY A DEL SEGMENTATION?

- Segmenting audiences helps us understand how people engage with global poverty and sustainable development, and how their engagement changes in time.

- The DEL segments are our way to describe and divide large audiences into smaller, identifiable groups based on the actions they take to fight global poverty and support INGOs

- Plus we can model why and when people tend to move from one segment to another

FROM THE ENGAGEMENT BATTERY TO THE ENGAGEMENT SEGMENTS

Our DEL segmentation is based on 10 questions we ask our DEL panel members to find out what actions they take to fight global poverty and support INGOs. Based on the actions people take, they are assigned to a segment.

NEWS AND INFORMATION
Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?

Read, watched, or listened to a news article about it (offline or online)

Discussed it with friend, family, or others

Shared/forwarded an article or information about it (offline or online)

TRANSACTIONAL ENGAGEMENT
Thinking about global poverty and development, which of the following have you done, if any, in the past 12 months?

Donated money to an international NGO or charity working on the issue

Purchased products/ services or boycotted products/services related to the issue (e.g. purchased products from a charity shop)

PURPOSEFUL ENGAGEMENT

Which of the following have you done in the past 12 months, if any, in support of or in opposition to the efforts to address global poverty?

Used your voice to influence the issue (e.g. signed a petition, written a blog, etc.)

Became a member, followed, liked, or subscribed to a newsletter from a development charity or group focused on the issue

Contacted a Member of Parliament or other elected official (e.g. in person, by phone, letter or using Twitter, Facebook or other social media)

Participated in a march, rally, protest, or other large event on the issue

Volunteered for an organization or charity working on the issue, either at home or abroad

We ask respondents if they take any of these actions as supporters or opponents to separate the "negatively engaged" in our segmentation

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SEGMENT ALLOCATION FLOWCHART

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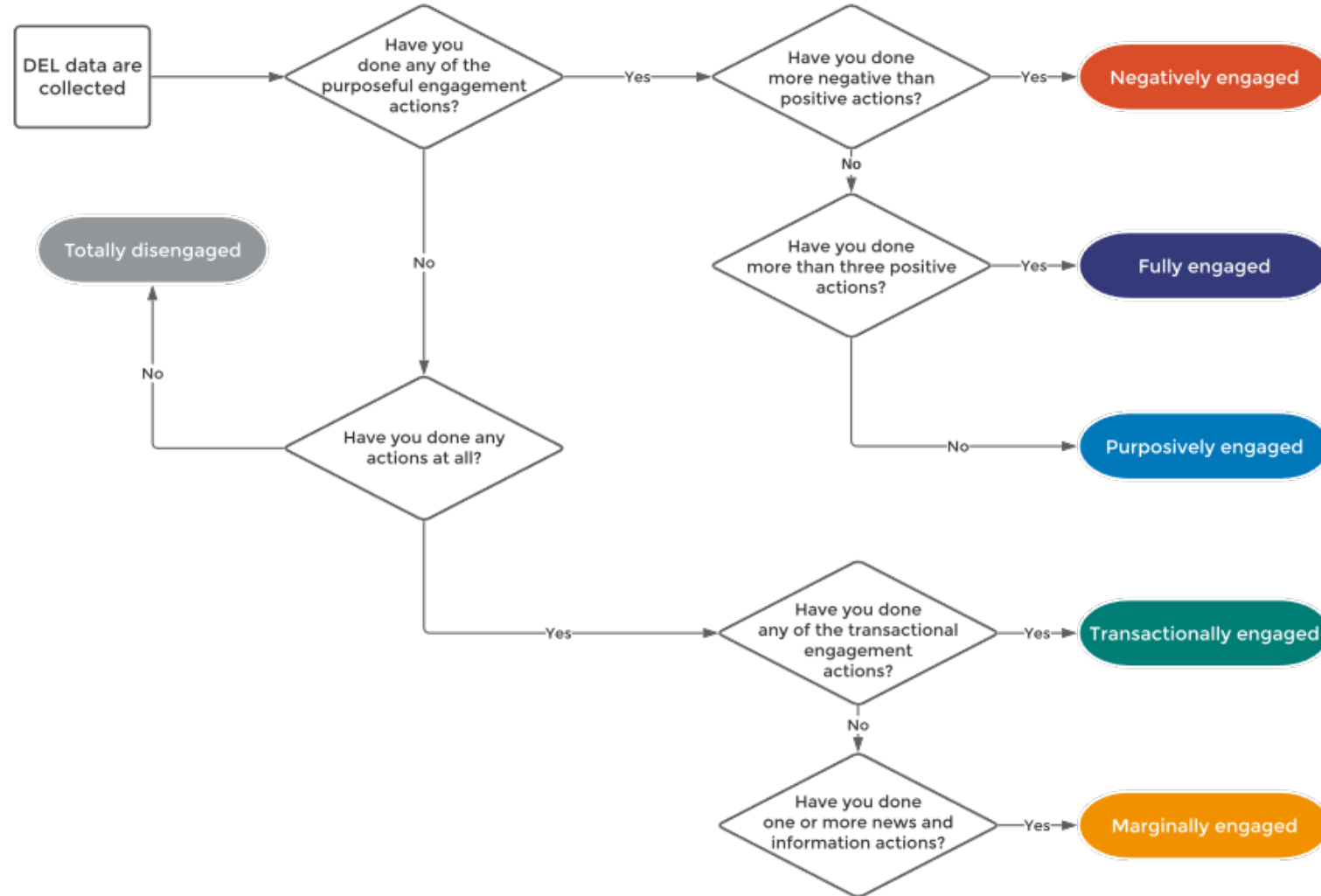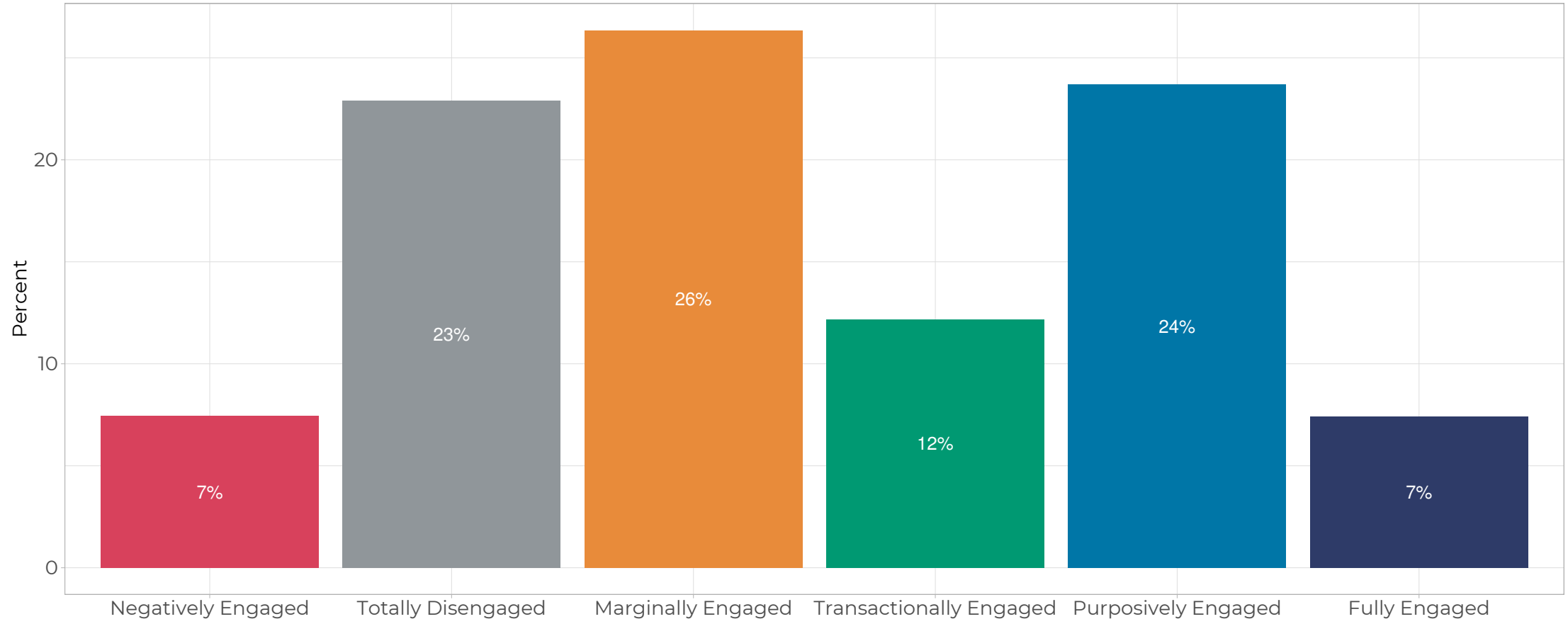
SEPTEMBER 2020 RESULTS

How large are the segments and what is the sociodemographic profile of each segment?

FRENCH PUBLIC ENGAGEMENT IN SEPT 2020

Half of the German public are totally disengaged or marginally engaged, 43% are positively engaged, and 7% are negatively engaged

Percent

- Negatively Engaged: 7%
- Totally Disengaged: 23%
- Marginally Engaged: 26%
- Transactionally Engaged: 12%
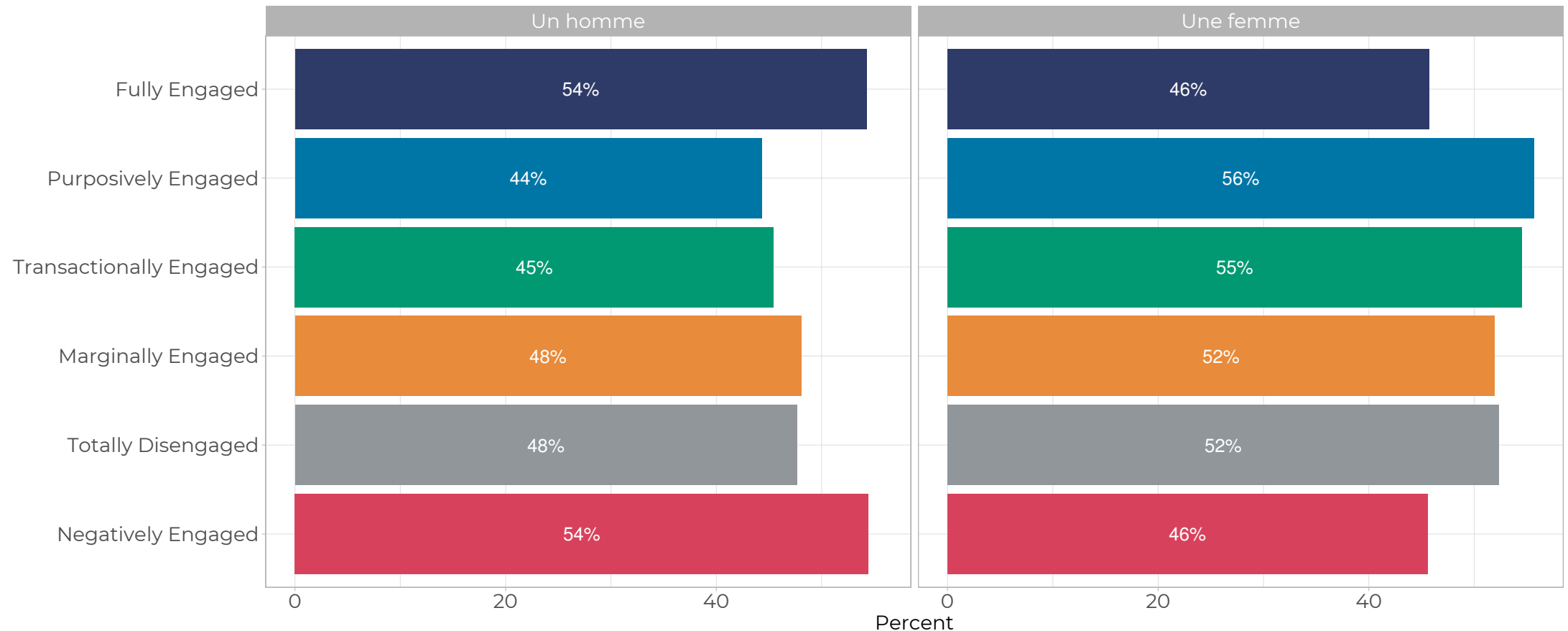- Purposively Engaged: 24%
- Fully Engaged: 7%

Sample size n=6,001 | Base: French adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 21st Sep – 12th Oct 2020
Note: Segments created from 10 questions about actions respondents could take in relation to global poverty and development over the past 12 months

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ENGAGEMENT BY GENDER

Women are more likely to be transactionally and purposively engaged, men are more likely to be fully or negatively engaged

	Un homme	Une femme
Fully Engaged	54%	46%
Purposively Engaged	44%	56%
Transactionally Engaged	45%	55%
Marginally Engaged	48%	52%
Totally Disengaged	48%	52%
Negatively Engaged	54%	46%

Percent

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ENGAGEMENT BY AGE

Under 40s are more engaged; negatively engaged in older categories; the totally disengaged are more likely to be in the 40-59-year-old bracket
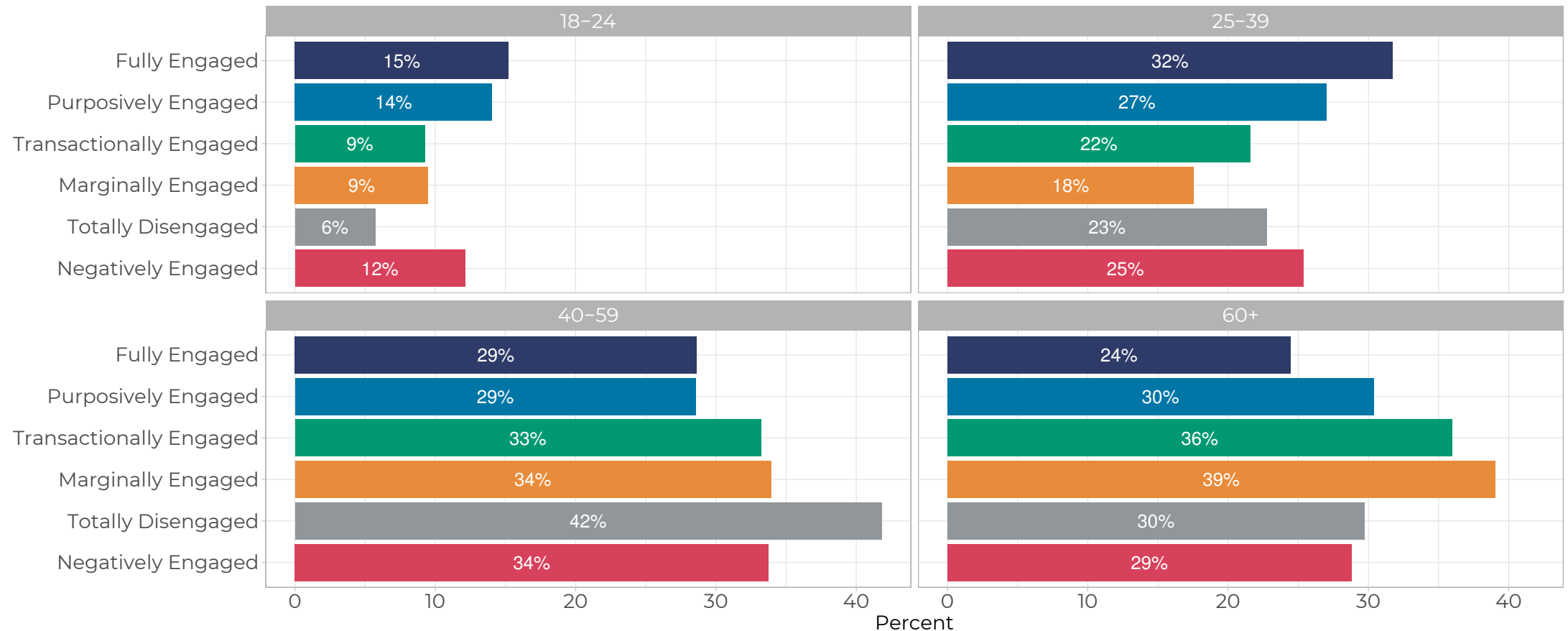
18–24		25–39	
Fully Engaged	15%	Fully Engaged	32%
Purposively Engaged	14%	Purposively Engaged	27%
Transactionally Engaged	9%	Transactionally Engaged	22%
Marginally Engaged	9%	Marginally Engaged	18%
Totally Disengaged	6%	Totally Disengaged	23%
Negatively Engaged	12%	Negatively Engaged	25%
40–59		**60+**	
Fully Engaged	29%	Fully Engaged	24%
Purposively Engaged	29%	Purposively Engaged	30%
Transactionally Engaged	33%	Transactionally Engaged	36%
Marginally Engaged	34%	Marginally Engaged	39%
Totally Disengaged	42%	Totally Disengaged	30%
Negatively Engaged	34%	Negatively Engaged	29%

Percent

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ENGAGEMENT BY PARTY IDENTIFICATION

Positively engaged are across LFI, PS, EELV, Modern; marginally engaged in LR; the disengaged in the RN

Lutte Ouvrière (LO)

Segment	Percent
Fully Engaged	9%
Purposively Engaged	2%
Transactionally Engaged	
Marginally Engaged	
Totally Disengaged	
Negatively Engaged	

Nouveau Parti Anticapitaliste (NPA)

Segment	Percent
Fully Engaged	2%
Purposively Engaged	4%
Transactionally Engaged	
Marginally Engaged	
Totally Disengaged	
Negatively Engaged	

Parti Communiste (PC)

Segment	Percent
Fully Engaged	3%
Purposively Engaged	2%
Transactionally Engaged	
Marginally Engaged	
Totally Disengaged	
Negatively Engaged	

La France insoumise (LFI)

Segment	Percent
Fully Engaged	16%
Purposively Engaged	12%
Transactionally Engaged	6%
Marginally Engaged	6%
Totally Disengaged	4%
Negatively Engaged	6%

Le Parti Socialiste (PS)

Segment	Percent
Fully Engaged	11%
Purposively Engaged	11%
Transactionally Engaged	9%
Marginally Engaged	6%
Totally Disengaged	7%
Negatively Engaged	8%

Europe Écologie – Les Verts (EELV)

Segment	Percent
Fully Engaged	15%
Purposively Engaged	13%
Transactionally Engaged	10%
Marginally Engaged	5%
Totally Disengaged	2%
Negatively Engaged	9%

Le Mouvement démocrate (Modem)

Segment	Percent
Fully Engaged	7%
Purposively Engaged	3%
Transactionally Engaged	3%
Marginally Engaged	2%
Totally Disengaged	
Negatively Engaged	3%

L'Union des Démocrates et Indépendants (UDI)

Segment	Percent
Fully Engaged	2%
Purposively Engaged	
Transactionally Engaged	2%
Marginally Engaged	
Totally Disengaged	
Negatively Engaged	4%

Les Républicains (LR)

Segment	Percent
Fully Engaged	7%
Purposively Engaged	10%
Transactionally Engaged	14%
Marginally Engaged	18%
Totally Disengaged	14%
Negatively Engaged	11%

...ste (UPR de François Asselineau, Debout la France de...

Segment	Percent
Fully Engaged	4%
Purposively Engaged	2%
Transactionally Engaged	3%
Marginally Engaged	4%
Totally Disengaged	3%
Negatively Engaged	4%

Le Rassemblement National (RN)

Segment	Percent
Fully Engaged	6%
Purposively Engaged	8%
Transactionally Engaged	6%
Marginally Engaged	15%
Totally Disengaged	21%
Negatively Engaged	23%

Un autre parti politique

Segment	Percent
Fully Engaged	3%
Purposively Engaged	2%
Transactionally Engaged	2%
Marginally Engaged	2%
Totally Disengaged	
Negatively Engaged	3%

Je ne me reconnais dans aucun parti politique

Segment	Percent
Fully Engaged	14%
Purposively Engaged	24%
Transactionally Engaged	29%
Marginally Engaged	27%
Totally Disengaged	37%
Negatively Engaged	22%

La République en Marche (LREM)

Segment	Percent
Fully Engaged	9%
Purposively Engaged	10%
Transactionally Engaged	14%
Marginally Engaged	12%
Totally Disengaged	7%
Negatively Engaged	5%

Percent

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ENGAGEMENT BY EDUCATION

More engaged individuals also tend to be those who have had more formal education

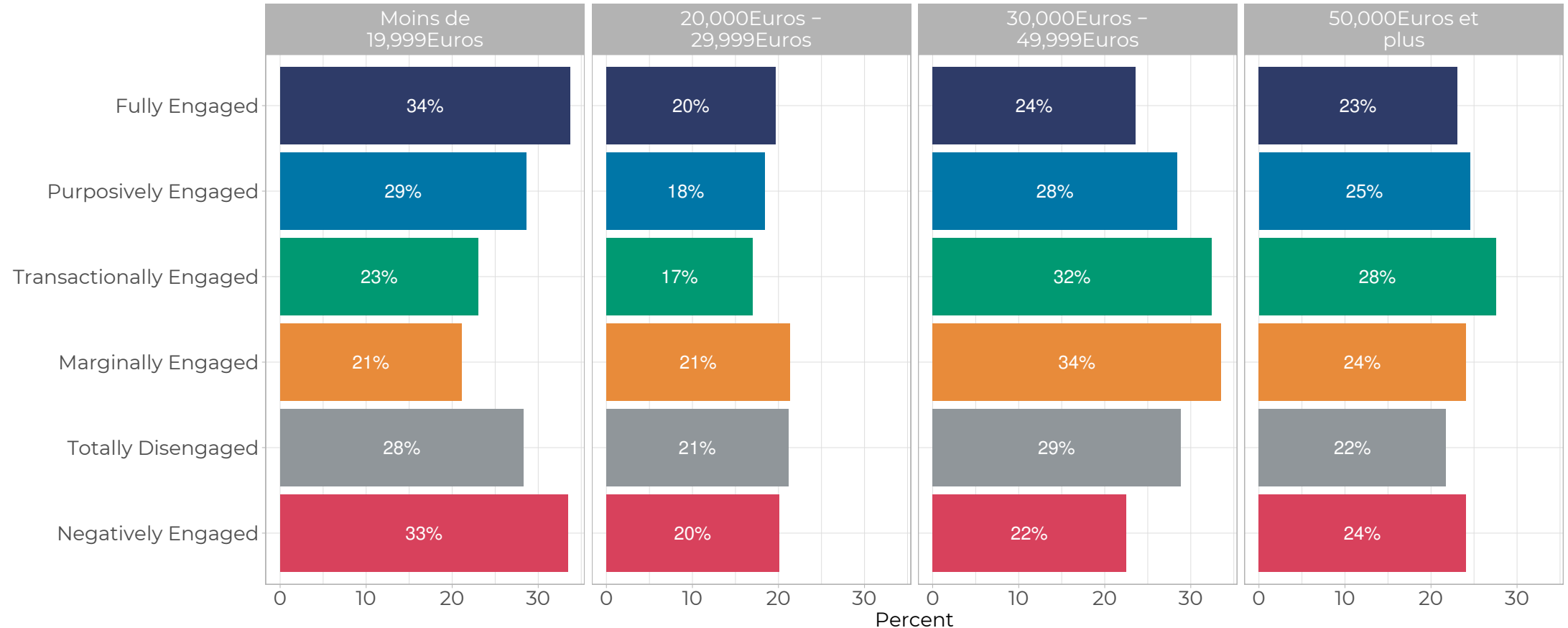|	Aucun diplôme	Certificat d'étude	Brevet des collèges	Diplôme de l'enseignement technique court (CAP, BEP ou équivalent)	Baccalauréat, brevet professionnel ou équivalent	Diplôme du premier cycle universitaire ou technique (Bac +2, BTS, DEUG, License)	Diplôme du second cycle universitaire (Master, Grandes écoles)
Fully Engaged	%	3%	4%	17%	33%	20%	22%
Purposively Engaged	%	%	5%	18%	34%	22%	18%
Transactionally Engaged	%	%	6%	21%	32%	19%	19%
Marginally Engaged	%	2%	7%	22%	36%	19%	11%
Totally Disengaged	8%	4%	7%	29%	32%	15%	10%
Negatively Engaged	5%	%	4%	25%	35%	16%	13%

Percent

Sample size n=6,001 | Base: French adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 21st Sep – 12th Oct 2020
Note: Segments created from 10 questions about actions respondents could take in relation to global poverty and development over the past 12 months.
Note: Percentages indicate the percent of that segment appearing in the group

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ENGAGEMENT BY INCOME

Active engagement peaks among lowest income group, but also negative engagement; transactional engagement peaks in the 30-40k€ bracket

|	Moins de 19,999Euros	20,000Euros – 29,999Euros	30,000Euros – 49,999Euros	50,000Euros et plus
Fully Engaged	34%	20%	24%	23%
Purposively Engaged	29%	18%	28%	25%
Transactionally Engaged	23%	17%	32%	28%
Marginally Engaged	21%	21%	34%	24%
Totally Disengaged	28%	21%	29%	22%
Negatively Engaged	33%	20%	22%	24%

Percent

Sample size n=6,001 | Base: French adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 21st Sep – 12th Oct 2020
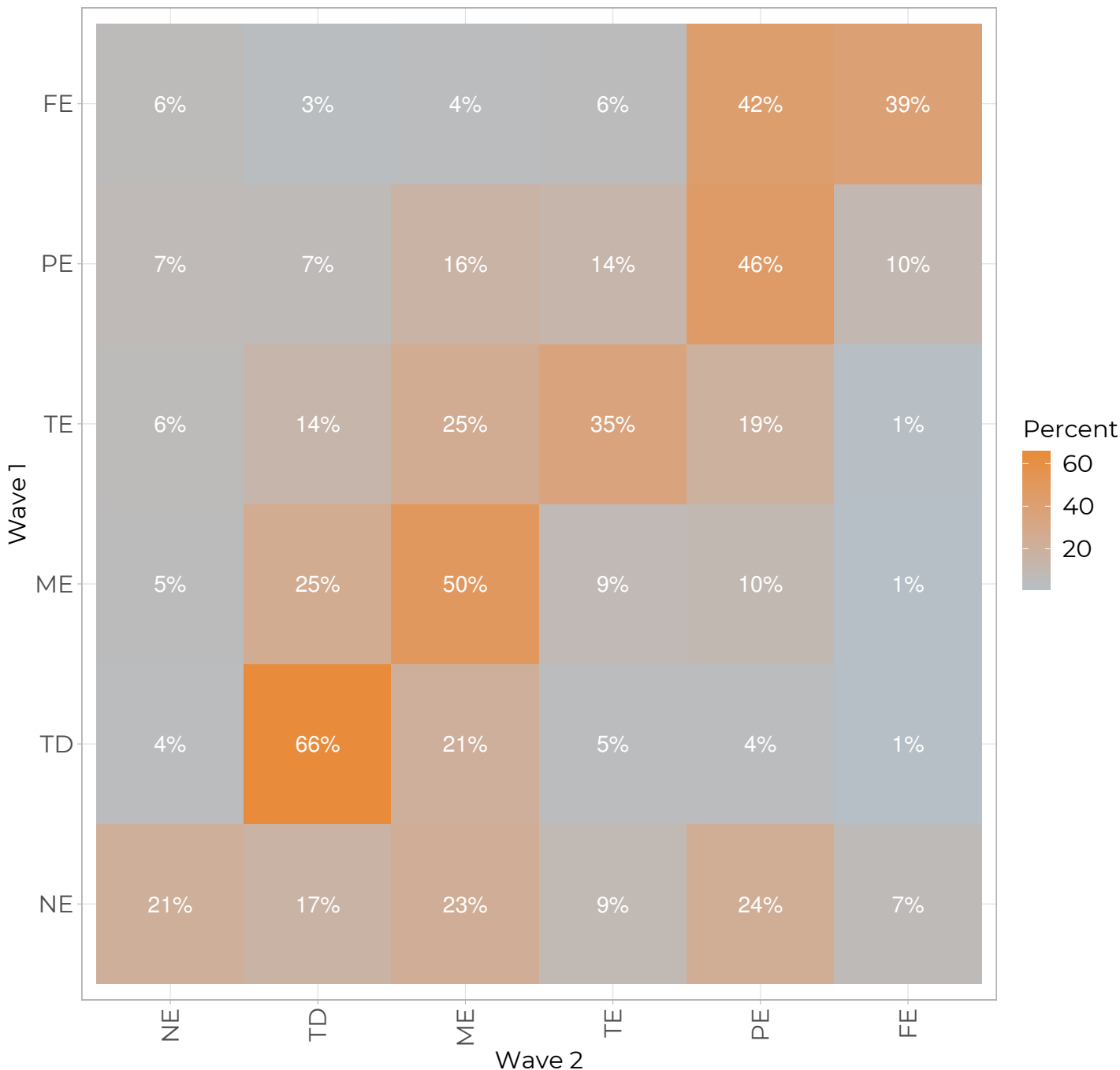Note: Segments created from 10 questions about actions respondents could take in relation to global poverty and development over the past 12 months.
Note: Percentages indicate the percent of that segment appearing in the group

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ENGAGEMENT BY REGION

Positive engagement appears to be metropolitan; while elsewhere across France engagement looks evenly spread
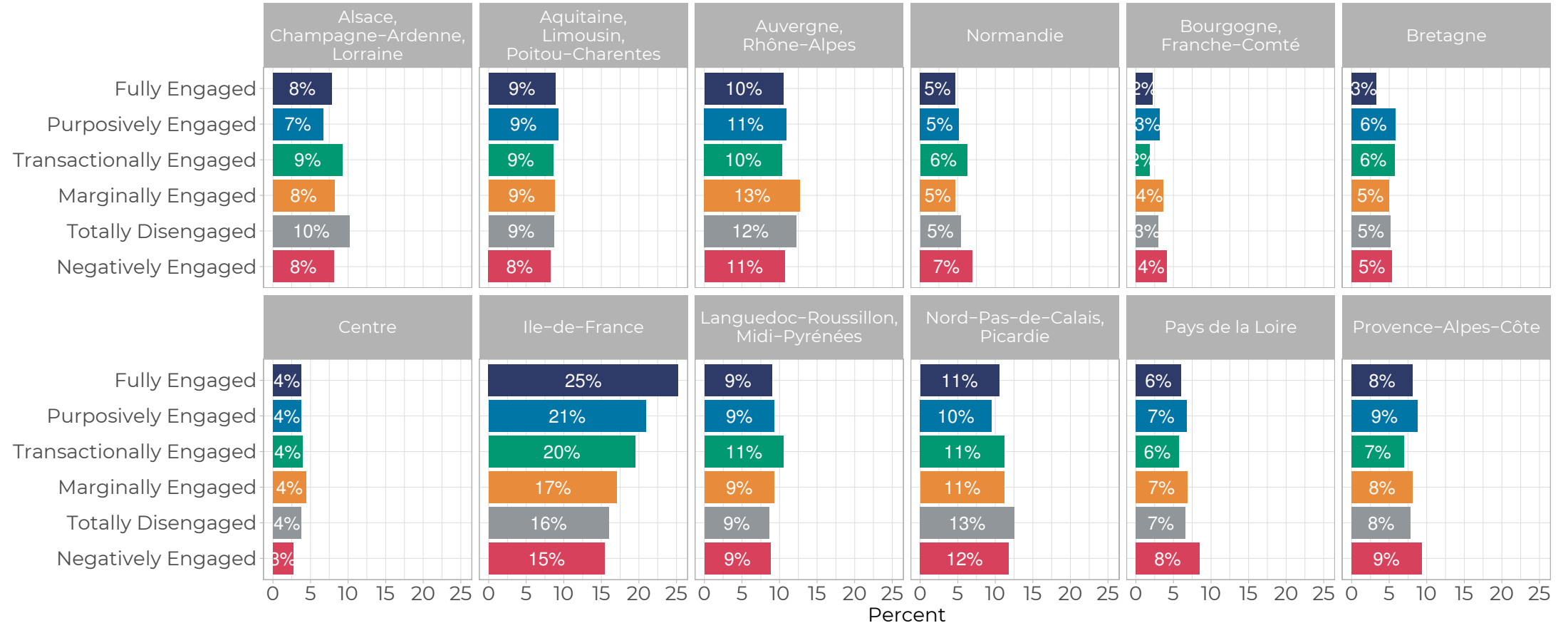
Sample size n=6,001 | Base: French adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 21st Sep – 12th Oct 2020
Note: Segments created from 10 questions about actions respondents could take in relation to global poverty and development over the past 12 months.
Note: Percentages indicate the percent of that segment appearing in the group

WAVE 1 AND WAVE 2 RESULTS

How has the size of the segments changed since September 2019? And where are people moving from and to?

NO CHANGES FROM WAVE 1 TO WAVE 2

Over the past 12 months there has been a statistically significant fall in the purposively engaged and a corresponding increase in the totally disengaged
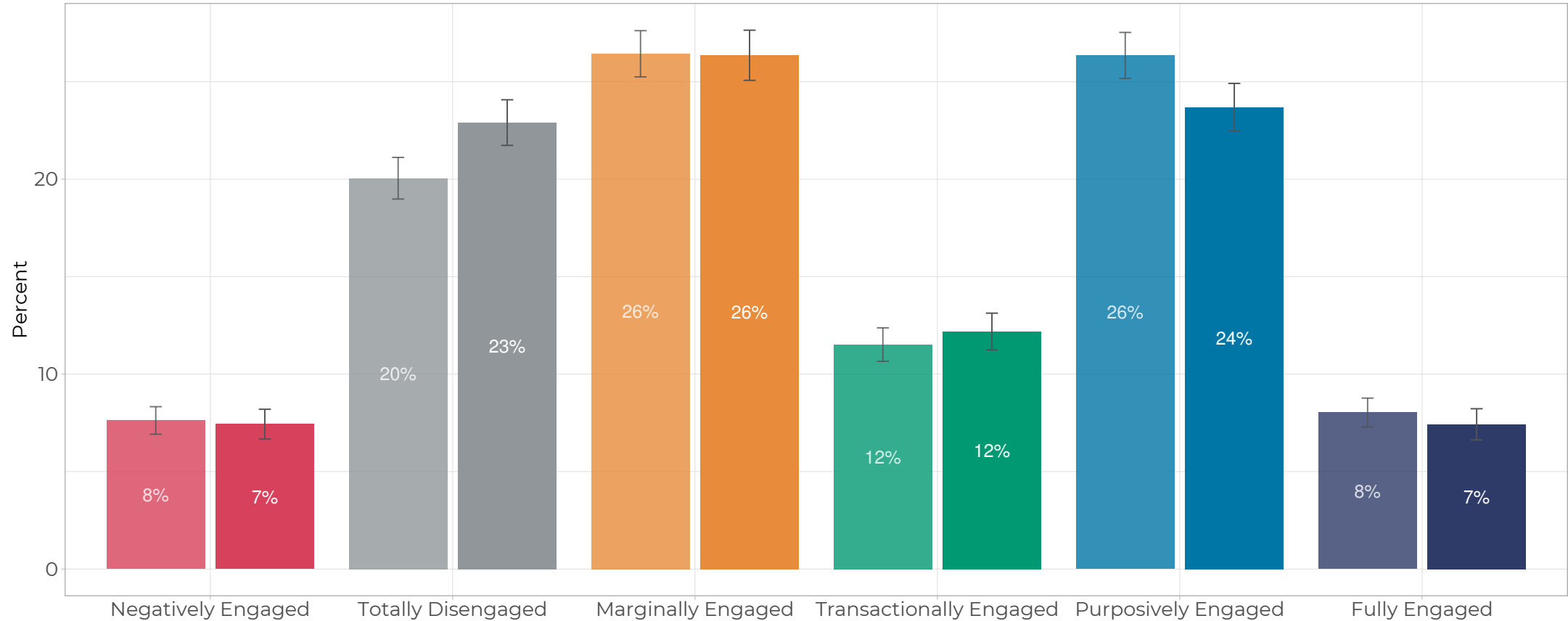
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SOME RESPONDENTS ARE REPEAT RESPONDENTS

68% of our sample are 'panelists', and we try to maximise this retention, but where we can't we top up with new respondents
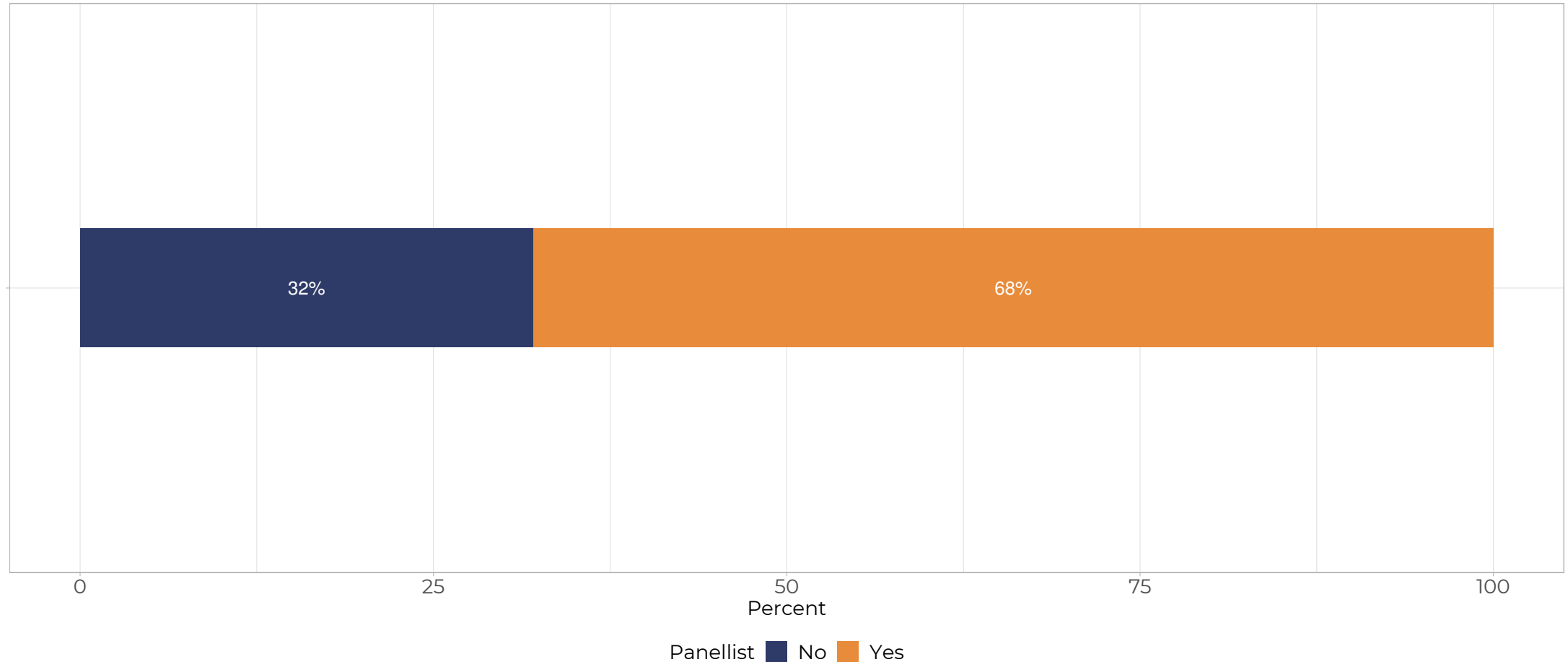
Sample size n=6,001 | Base: French adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 21st Sep – 12th Oct 2020

PANELISTS RESPOND TO MULTIPLE WAVES

So we can track specific individuals and see both where they go from and to, but also start to understand why
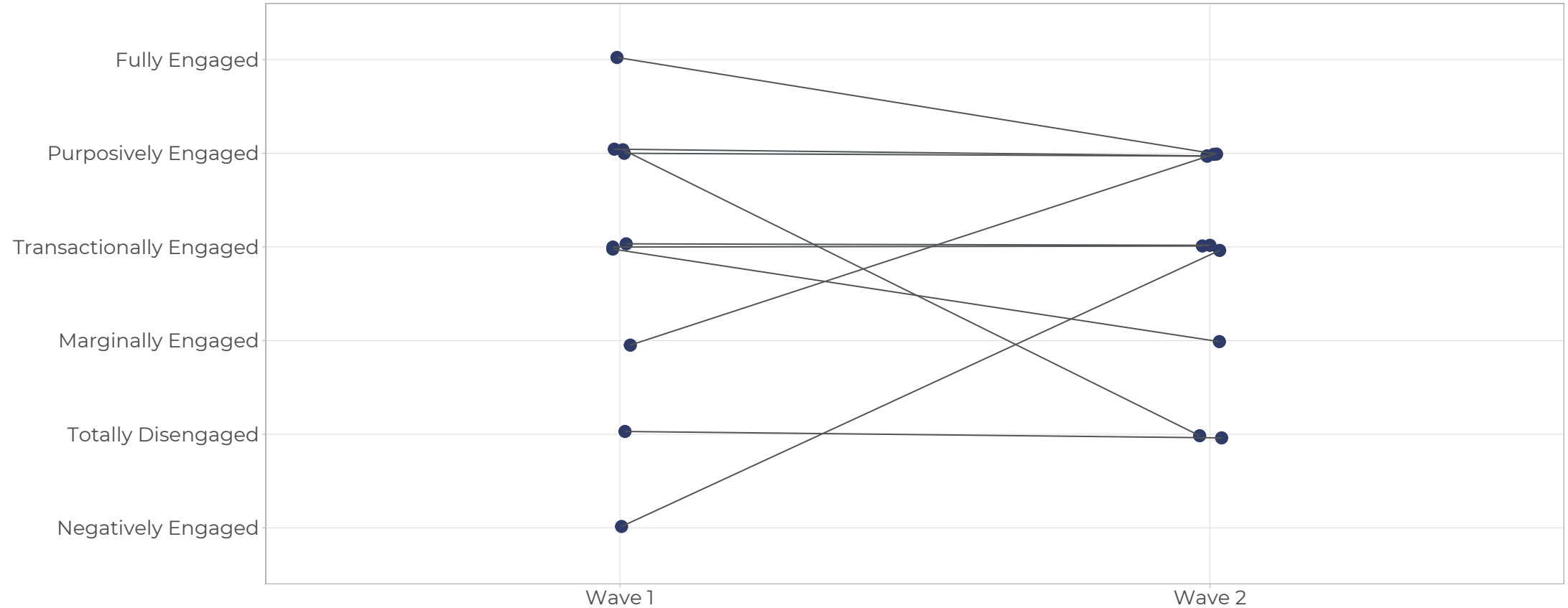
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WAVE 1 – WAVE 2 TRANSITION MATRIX

- The cells show the percentage of respondents that move from each segment in Wave 1 (the rows) to each segment in Wave 2 (the columns). Each row adds up to 100%.

- To give an example, 25% of Marginally Engaged moved to Totally Disengaged.

- The diagonal shows respondents who stayed in the same segment.

- 81% of the Fully Engaged remained Fully or Purposively Engaged

- One quarter of the Transactionally Engaged fell to Marginally Engaged
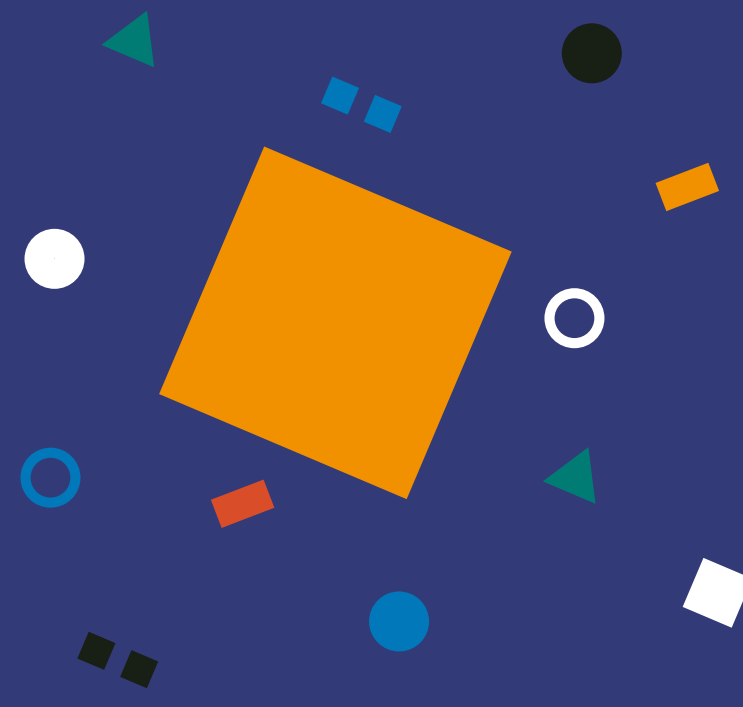
STICKY BOTTOMS, LEAKAGE AND CEILINGS

The less engaged tend to stay there, and the more engaged tend to leak downwards more, but this is partly because it's difficult to keep doing more

Wave 1

Legend: Down | Stay | Up

Sample size n=6,001 | Base: French adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 21st Sep – 12th Oct 2020
Note: Segments created from 10 questions about actions respondents could take in relation to global poverty and development over the past 12 months
Note: Percentages indicate percent of that segment from Wave 1 (rows) moving up, down, or staying in that segment in Wave 2. Column groups add up to 100%

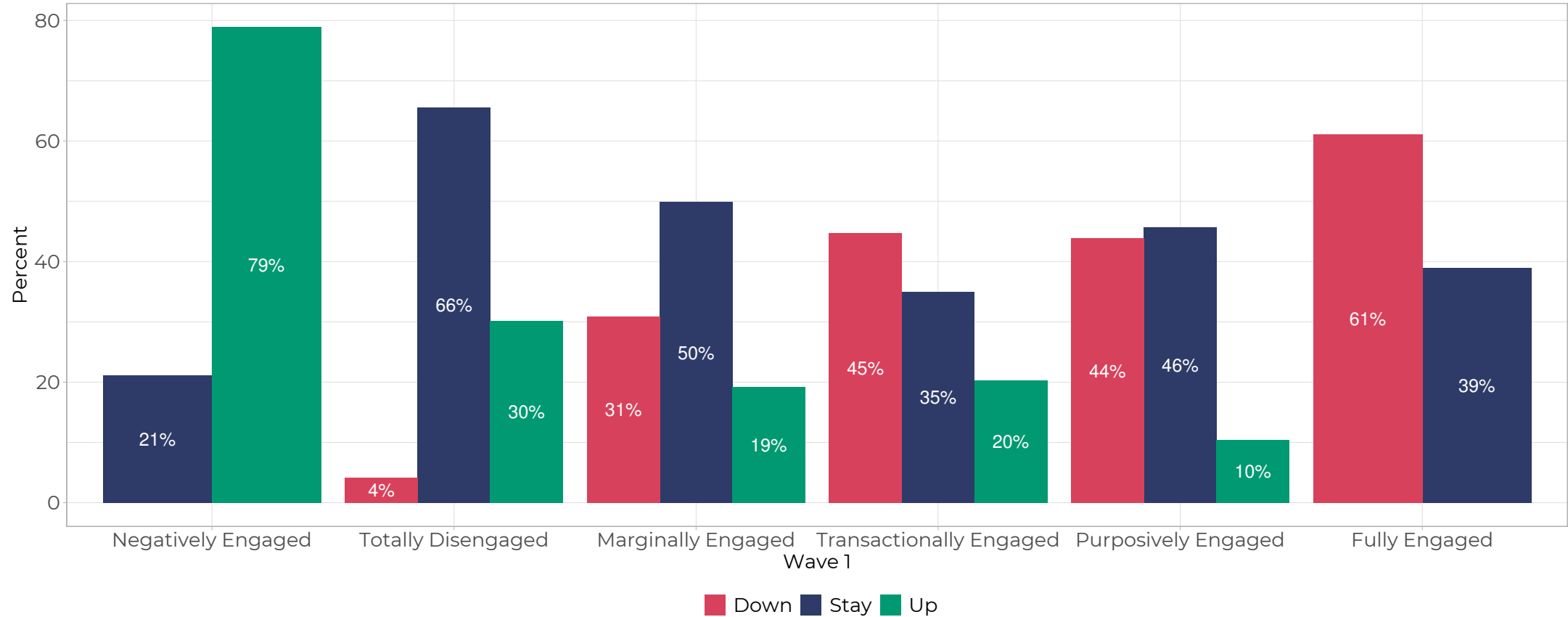©2020 | DEVELOPMENT ENGAGEMENT LAB

MODELLING TRANSITIONS

Which characteristics or attitudes (covariates) are associated with which transitions?

MODELLING TRANSITIONS

- Which characteristics or attitudes (covariates) are associated with which transitions?

- Model general movement upwards or downwards compared to those who stay in a segment using wide range of variables in the DEL questionnaire: sociodemographic and attitudinal, as well as Covid-related experiences

STICKY BOTTOMS, LEAKAGE AND CEILINGS

The less engaged tend to stay there, and the more engaged tend to leak downwards more, but this is partly because it's difficult to keep doing more

Wave 1

Down   Stay   Up

Sample size n=6,001 | Base: French adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 21st Sep – 12th Oct 2020
Note: Segments created from 10 questions about actions respondents could take in relation to global poverty and development over the past 12 months
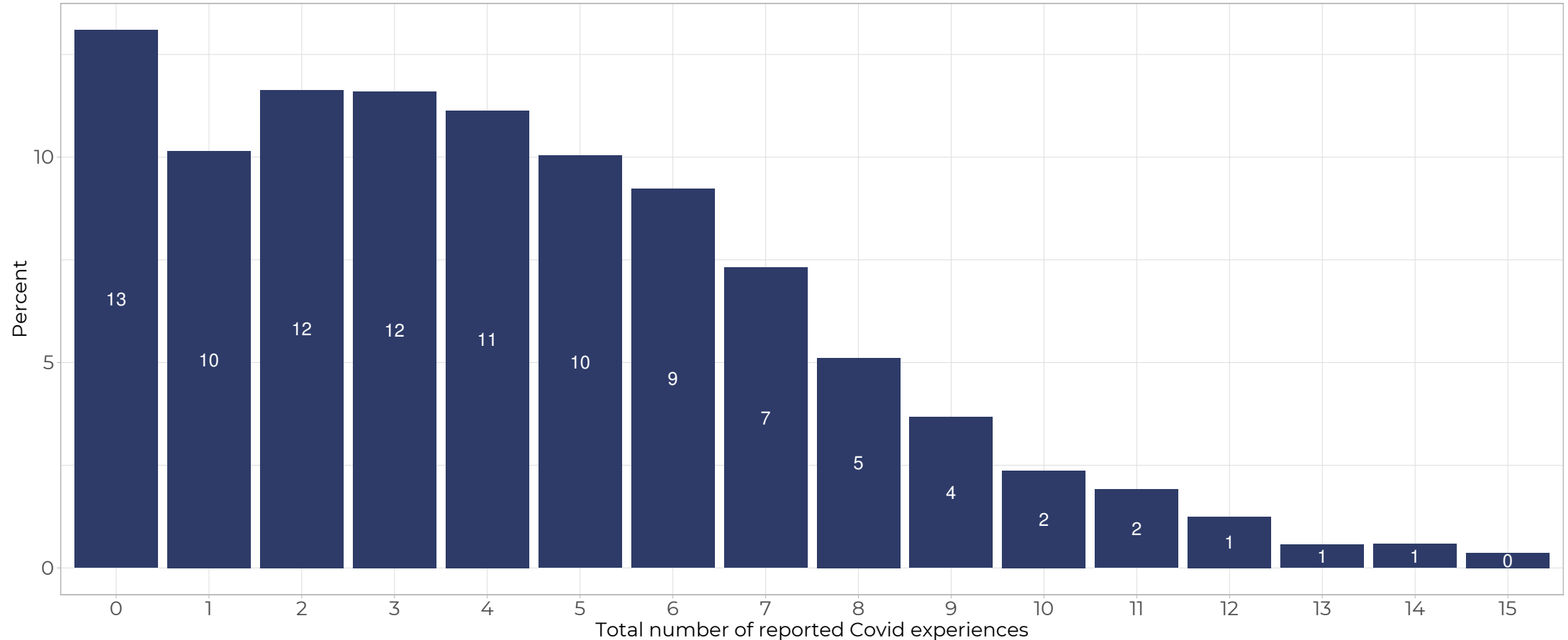Note: Percentages indicate percent of that segment from Wave 1 (rows) moving up, down, or staying in that segment in Wave 2. Column groups add up to 100%

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EXPERIENCES OF THE PANDEMIC

Only 13% of respondents reported no Covid-related experiences during the pandemic, with 2 or 3 being the next most common

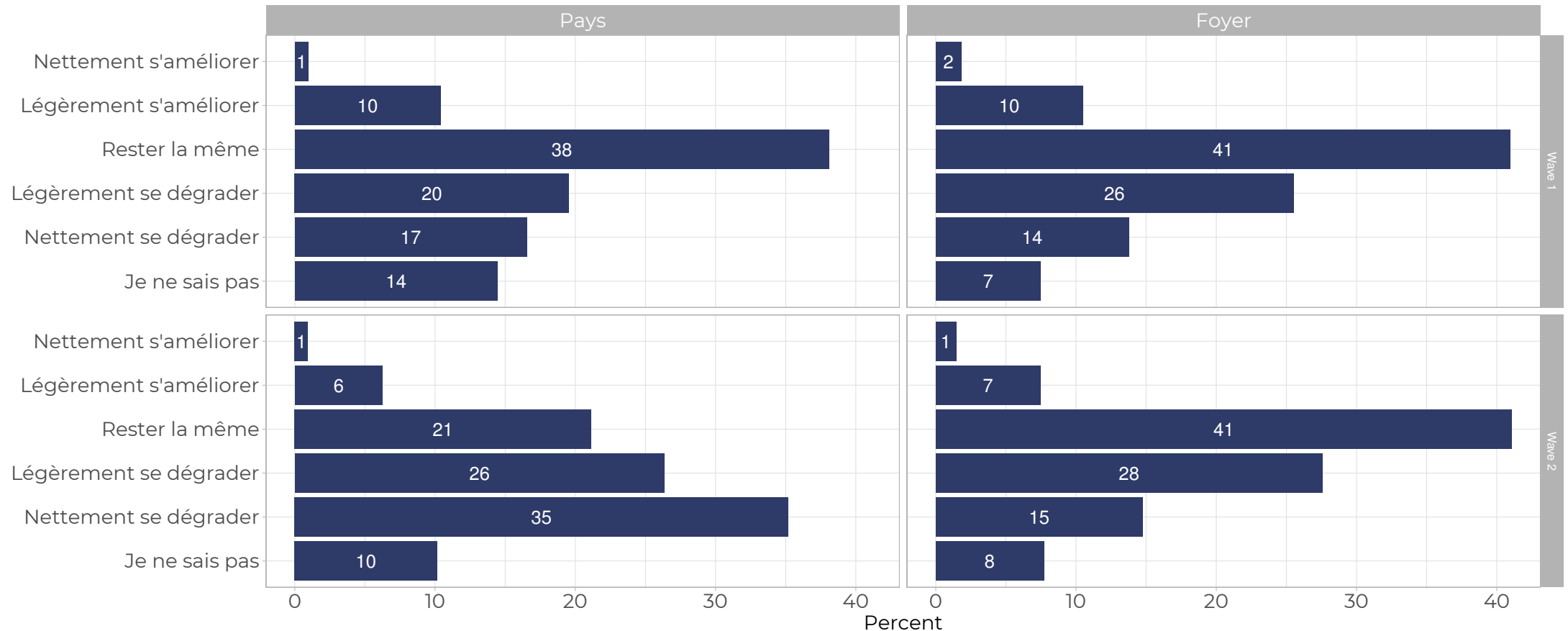Total number of reported Covid experiences

Percent

Sample size n=6,001 | Base: French adults | Data are weighted to be nationally representative | Fieldwork by YouGov, Sept–Oct 2020
Question: En pensant aux derniers mois et au COVID-19, veuillez indiquer si chacun des événements suivants vous est arrivé ou non, à vous ou à un membre de votre ménage?

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ECONOMIC OUTLOOK
Respondents much more likely to expect negative change for the French economy, but mostly unchanged outlook at the household level

Pays

Wave 1
- Nettement s'améliorer: 1
- Légèrement s'améliorer: 10
- Rester la même: 38
- Légèrement se dégrader: 20
- Nettement se dégrader: 17
- Je ne sais pas: 14

Foyer

Wave 1
- Nettement s'améliorer: 2
- Légèrement s'améliorer: 10
- Rester la même: 41
- Légèrement se dégrader: 26
- Nettement se dégrader: 14
- Je ne sais pas: 7

Pays

Wave 2
- Nettement s'améliorer: 1
- Légèrement s'améliorer: 6
- Rester la même: 21
- Légèrement se dégrader: 26
- Nettement se dégrader: 35
- Je ne sais pas: 10

Foyer

Wave 2
- Nettement s'améliorer: 1
- Légèrement s'améliorer: 7
- Rester la même: 41
- Légèrement se dégrader: 28
- Nettement se dégrader: 15
- Je ne sais pas: 8

Percent

Sample size n=6,071 (2019), n=6,001 (2020) | Base: French adults | Data are weighted to be nationally representative | Fieldwork by YouGov, Sept–Oct 2019, Sept–Oct 2020
Question: Selon vous, comment la situation économique de la **pays** va-t-elle évoluer au cours des 12 prochains mois?
Question: Selon vous, comment la situation financière de votre **foyer** va-t-elle évoluer au cours des 12 prochains mois?
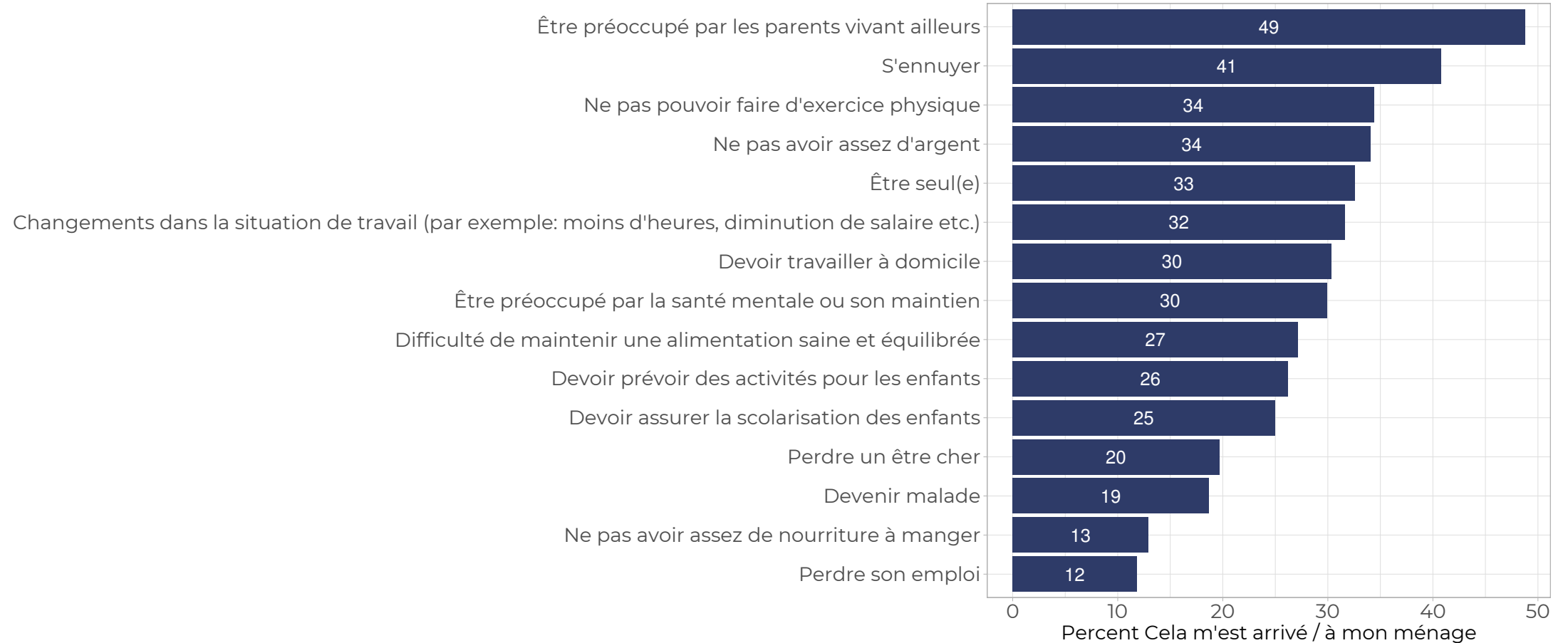
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OVERALL RESULTS
What moves people up or down or makes them less likely to move?

- Respondents with higher **income** are more likely to move down and become less engaged

- For each **Covid-related experience** a respondent reported they are 7% more likely to go up and become more engaged

- Respondents who perceived the **French government** is effective in reducing poverty overseas were less likely to move up

- Respondents who agree that **businesses** are effective in reducing poverty overseas were more likely to move up and down

- Across a wide range of model specifications there is no effect of **economic prospects** affecting movement up or down, either for the country or the household

EXPERIENCES OF THE PANDEMIC

Respondents report a wide variety of experiences, with a half concerned for relatives, a third with mental health worries, and 12% losing their job

Experience	Percent
Être préoccupé par les parents vivant ailleurs	49
S'ennuyer	41
Ne pas pouvoir faire d'exercice physique	34
Ne pas avoir assez d'argent	34
Être seul(e)	33
Changements dans la situation de travail (par exemple: moins d'heures, diminution de salaire etc.)	32
Devoir travailler à domicile	30
Être préoccupé par la santé mentale ou son maintien	30
Difficulté de maintenir une alimentation saine et équilibrée	27
Devoir prévoir des activités pour les enfants	26
Devoir assurer la scolarisation des enfants	25
Perdre un être cher	20
Devenir malade	19
Ne pas avoir assez de nourriture à manger	13
Perdre son emploi	12

Percent Cela m'est arrivé / à mon ménage

EXPERIENCES OF THE PANDEMIC
There is a variety of effects across different experiences, when controlling for other factors

- Home schooling increased probability of becoming more engaged

- Losing your job increased probability of becoming more engaged

- Changes in your employment situation (fewer hours, lower salary) reduced probability of becoming more engaged

- Being bored increased probability of moving down and becoming less engaged

Economic prospects are not (yet?) the key driver of engagement

Experiences of the pandemic, mostly, have increased reported engagement

DATA AND USE

DATA

The data for this deck come from the DEL German Panel (n=6,000). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 08 September – 10 October 2020.

USE

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

CITATION

Hudson, D., Morini, P., Hudson J. 2020. *How Engaged is the French Public in 2020?: DEL Panel Wave 2 Segmentation*. 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, D., Morini, P., Hudson J. 2020. *How Engaged is the French Public in 2020?: DEL Panel Wave 2 Segmentation.* London: Development Engagement Lab.

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