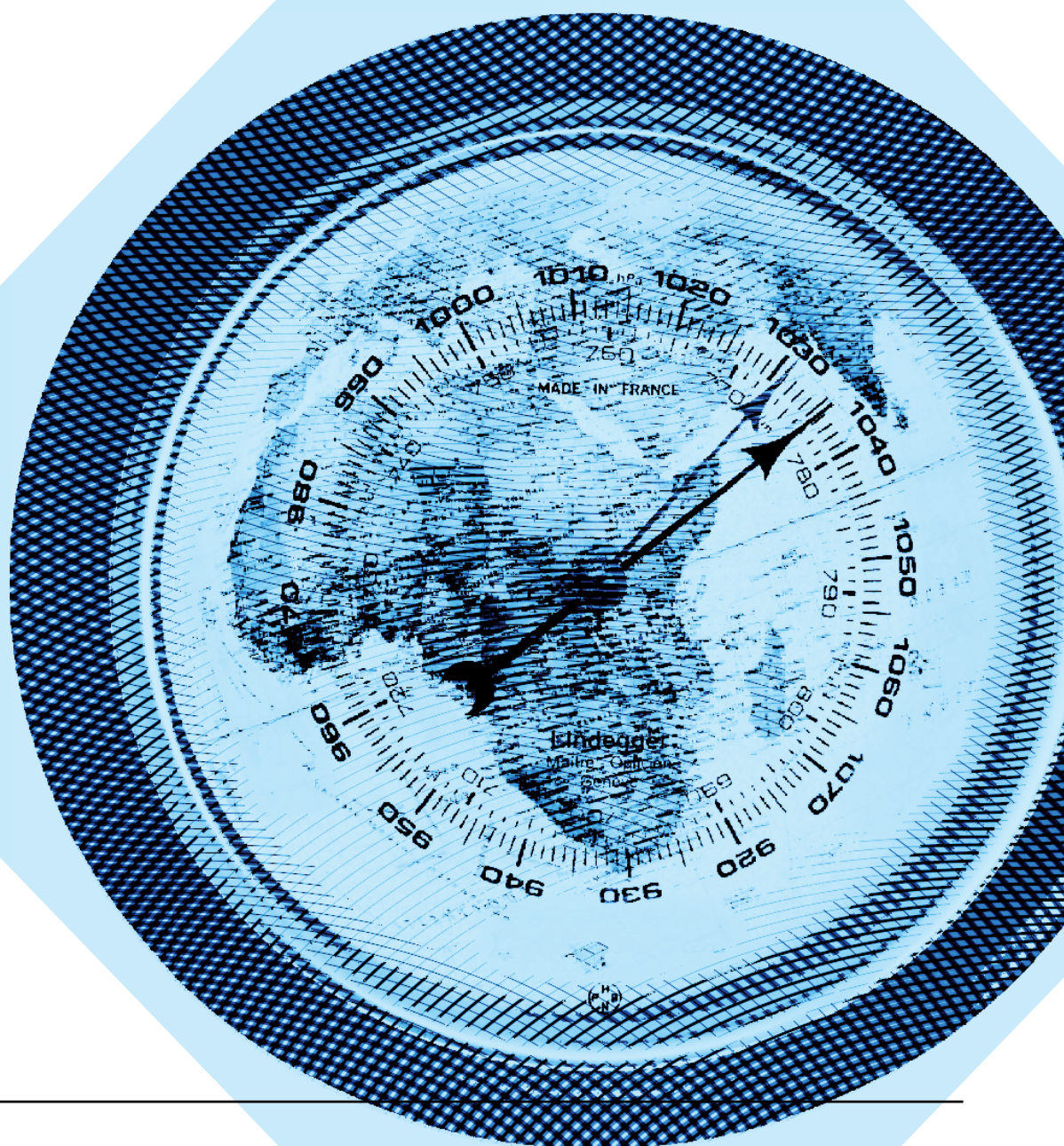


# INTERNATIONAL DEVELOPMENT BAROMETER



# GLOBAL POVERTY AND AID IN THE RUN-UP TO THE FRENCH PRESIDENTIAL ELECTION: A PORTRAIT OF FRENCH VIEWS

**H**ow supportive are French people about international solidarity and development aid? What are the common denominators for supporters, moderates or sceptics which we can discern from the views of 6000 respondents, representative of the French people population?<sup>1</sup>

This newsletter offers a sociological profile of French views through the prism of age, gender, education and income levels, political leaning and civic engagement.

In particular - and in advance of the 2017 French Presidential elections - we set out to examine opinions in three specific areas:

- ◆ Interest in global poverty as linked to the debate between presidential candidates
- ◆ How official development assistance might improve France's standing internationally
- ◆ Support for increasing (or not) France's official development assistance.

The survey consisted of 150 questions answered on line by 6074 respondents between 10-22 June and 24 June-18 July 2016. Respondents were chosen according to the quota method used by YouGov. The error margin was  $\pm 2\%$ .

This analysis aims to support international development actors in France through better understanding and engaging with their audience, whether public opinion or political stakeholders.

However, this newsletter does not claim to provide an exhaustive dresslist of all respondents' concerns. Nor is our intention to provide policy position recommendations.

<sup>1</sup> Unless otherwise stated, these results originate from answers given by 6074 respondents selected via the quota method and questioned on line between 10-22 June and 24 June-18 July 2016 by YouGov. The error margin is  $\pm 2\%$ . This data is the result of a comparative study conducted by Jennifer Hudson (UCL) and David Hudson (University of Birmingham). The project was financed by the Bill & Melinda Gates Foundation.

Source : [www.ucl.ac.uk](http://www.ucl.ac.uk)

# 1. GLOBAL POVERTY AND INTERNATIONAL DEVELOPMENT IN POLITICAL DEBATES IN THE RUN UP TO THE FRENCH PRESIDENTIAL ELECTION

## QUESTION ASKED: 'HOW IMPORTANT IS IT TO YOU THAT PRESIDENTIAL ELECTION CANDIDATES TALK ABOUT GLOBAL POVERTY?'

### SUMMARY

Global poverty is far from being an automatic topic in the presidential debate.

Indeed, there has been little attention to this question to date. Candidates have so far focused their speeches on domestic issues, with little reference to their vision on foreign affairs, except for Syria and France's relationship with Russia.

Overall, we find that French views can be generalized into the following three camps:

**THE SUPPORTER:** A man or woman with a particular affiliation with the left, of high income, and evident involvement of some kind in international development issues.

**THE MODERATE:** A man or woman neither pro- nor anti-international development, aged between 25 and 50, with little involvement in international development issues, affiliated to centre-left or centre-right.

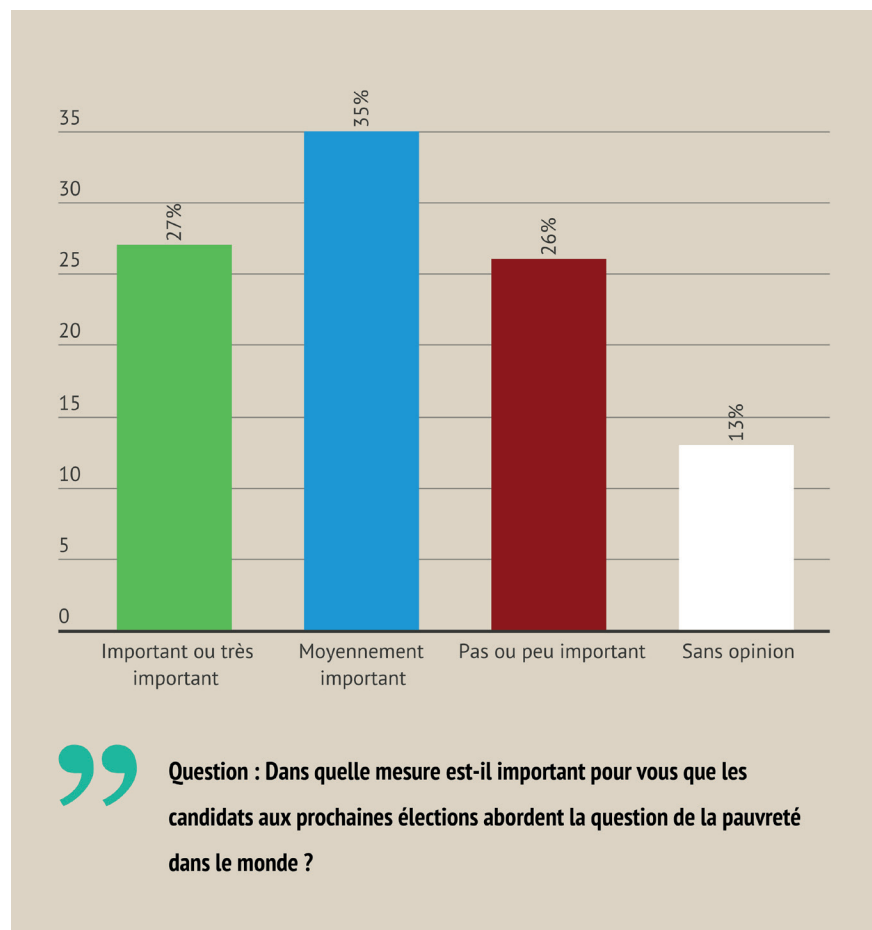
**THE SCEPTIC:** A man, close to the far-right, with absolutely no involvement in international development issues, and with lower income.

**THE 'DON'T KNOW/NO ANSWER':** A young woman with low income without any involvement in international development issues.

## A SECONDARY ISSUE FOR FRENCH PEOPLE IN THE RUN-UP TO THE PRESIDENTIAL ELECTIONS

- ◆ 62% of respondents have a firm (27%) or more nuanced (35%) view in support of global poverty as an issue for the presidential candidates.
- ◆ For 26% of people, global poverty is an issue of little or no importance for the presidential election debate.

### PRIORITY GIVEN TO GLOBAL POVERTY AS A SUBJECT FOR THE PRESIDENTIAL ELECTION DEBATE



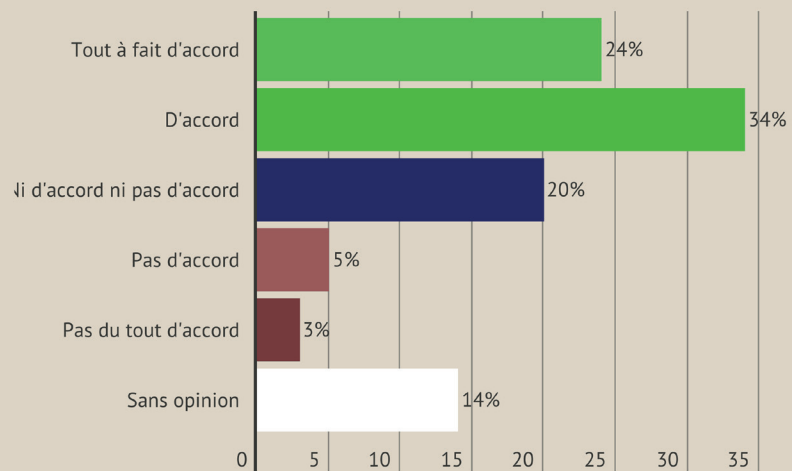
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Source : [www.ucl.ac.uk](http://www.ucl.ac.uk)

This apparent lack of interest in global poverty as a campaign subject depends in part on the way the question is asked. We see more engagement when respondents are asked ‘To what extent do you agree with the following statement: during the campaign for the next presidential elections in France, candidates should clearly state their position on French international aid spending’.



## CANDIDATES SHOULD STATE THEIR POSITION ON FRENCH INTERNATIONAL AID SPENDING: YES OR NO?



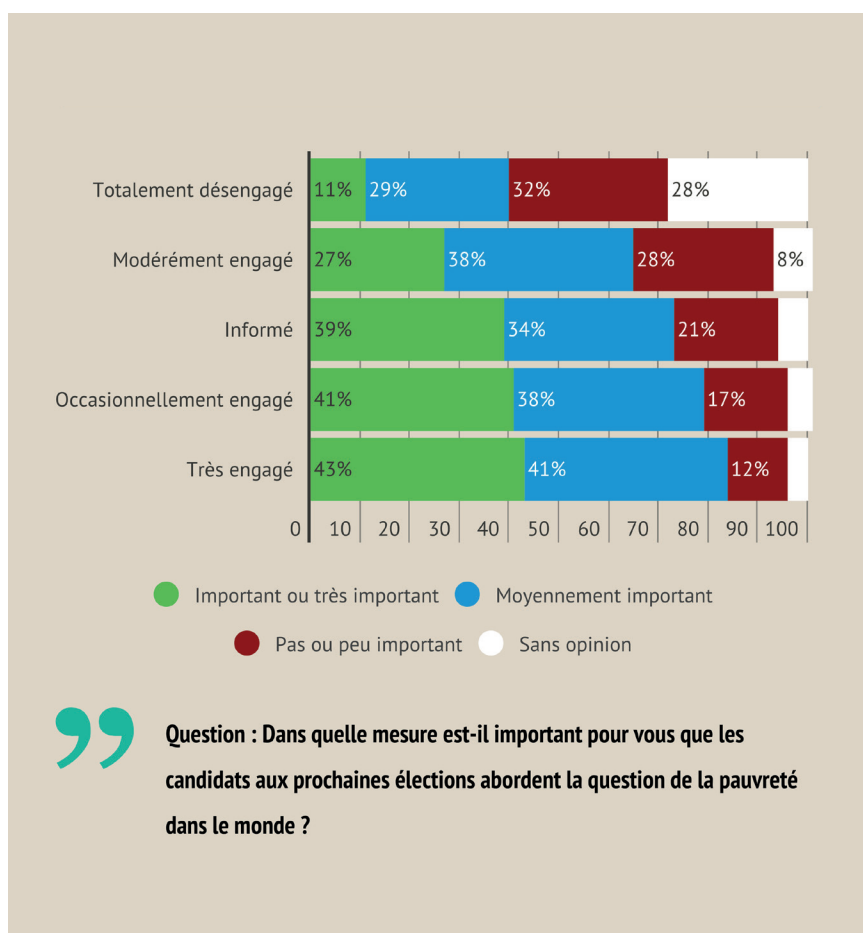
**Question :** Dans quelle mesure êtes-vous d'accord ou pas d'accord avec l'affirmation suivante : « Pendant la campagne pour les prochaines élections présidentielles, les candidats devraient exprimer clairement leur position concernant les dépenses actuelles de la France pour l'aide internationale »

Sharing the results from the graph above would be a good way to catch the different candidates' attention. This is compared to the previous question ('How important is it for you that the presidential candidates talk about global poverty?') where it seems more relevant to break the answers down by age, gender, income, and political leaning, as covered in the following pages.

## INDIVIDUAL CIVIC ENGAGEMENT<sup>2</sup> : A DETERMINING FACTOR BEHIND A DESIRE FOR POLITICAL ATTENTION TO THE FIGHT AGAINST GLOBAL POVERTY

- ◆ As is predictable, the more interest an individual takes in global development issues (donations, reading reports, signing petitions, etc) the more likely that person is to want to see these issues debated in the presidential campaign. In this way, according to the level of civic engagement, support for poverty as an issue for debate during the campaign rises from 11% to 43%. Thus those citizens already converted to the cause in their day to day lives are an excellent vector for better consideration of international solidarity in the political sphere: especially so since these 'engaged' citizens represent 71% of the adult population - or around 37 million people in France.
- ◆ Also predictably, the more interest people take in their day to day lives, the more confident they are in giving their opinion. For example, the rate of non-response (Don't know/No opinion) is around 28% for 'non-engaged' citizens, falling spectacularly to only 8% for those 'quite engaged' and only 4% of non-response for those who are very engaged.

### PRIORITY GIVEN TO GLOBAL POVERTY AS A SUBJECT FOR THE PRESIDENTIAL ELECTION DEBATE ACCORDING TO INDIVIDUAL CIVIC ENGAGEMENT

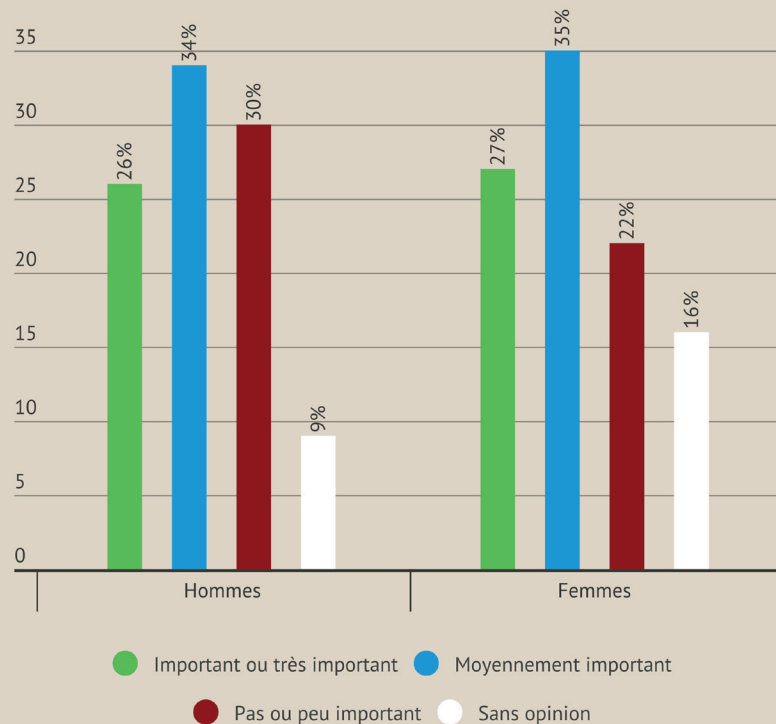


<sup>2</sup>The level of individual civic engagement is measured by behavior or habits linked to international development and solidarity, such as : signing a petition, voting, making a donation, joining a public campaign (a march, protest, making requests of decision-makers), volunteering, or finally sharing information e.g. on social media.

## NEITHER AGE NOR GENDER INFLUENCE SUPPORT FOR INCLUDING POVERTY IN THE PRESIDENTIAL ELECTION DEBATES

- ◆ Gender does not seem to have an impact on how people respond to the question, apart from a higher rate of non-response for women (16%) compared to men (9%), a regular trend for political opinion polls.

### PRIORITY GIVEN TO GLOBAL POVERTY AS A SUBJECT FOR THE PRESIDENTIAL ELECTION DEBATE ACCORDING TO GENDER

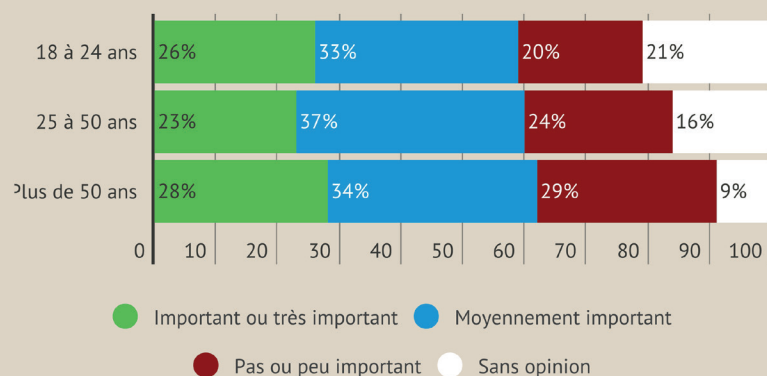


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Question : Dans quelle mesure est-il important pour vous que les candidats aux prochaines élections abordent la question de la pauvreté dans le monde ?

- ◆ The age of respondents does not seem to be a deciding factor either in support for a discussion of global poverty by presidential candidates (rates range between 24-28% regardless of age).
- ◆ However 21% of those under 24 did not have a view on the question, which implies a lack of information or confidence in expressing an opinion.
- ◆ Young people are less likely (20%) than older people (29% of those over 50) to reject a discussion of global poverty in the presidential debate.

## PRIORITY GIVEN TO GLOBAL POVERTY AS A SUBJECT FOR THE PRESIDENTIAL ELECTION DEBATE ACCORDING TO AGE



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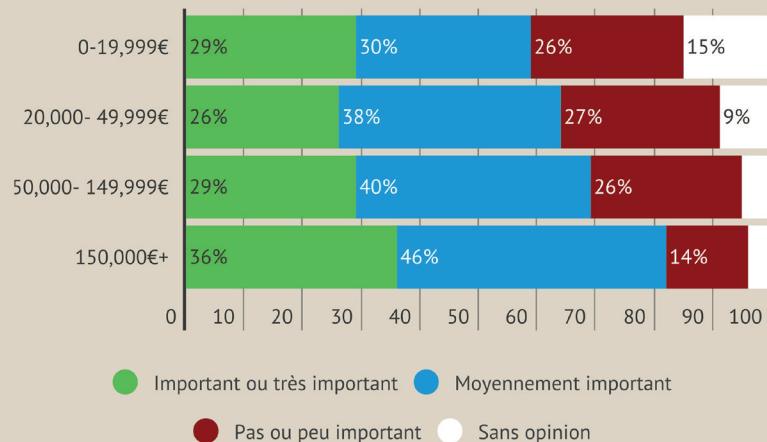
**Question : Dans quelle mesure est-il important pour vous que les candidats aux prochaines élections abordent la question de la pauvreté dans le monde ?**



## THE INFLUENCE OF LEVEL OF INCOME

- ◆ The level of income, generally linked to the level of studies, does cause variation - but in the rates of non-response. There were 15% of low-income respondents without a view on this issue, compared to only 5% of high-income and 9% of medium-income respondents.
- ◆ Interestingly though (and contrary to what we might expect) low-income respondents do not stand out as being the most or least interested in global poverty as an election issue. In fact they represent the average view, with 28% supporting the inclusion of poverty in the presidential debate, compared to 36% for those with very high income.

## PRIORITY GIVEN TO GLOBAL POVERTY AS A SUBJECT FOR THE PRESIDENTIAL ELECTION DEBATE ACCORDING TO INCOME

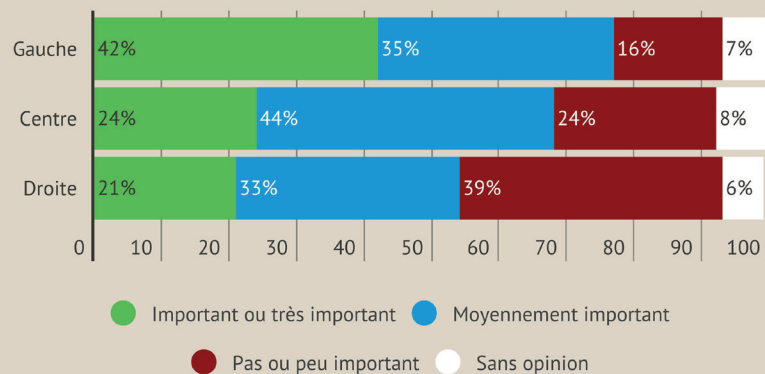


**Question : Dans quelle mesure est-il important pour vous que les candidats aux prochaines élections abordent la question de la pauvreté dans le monde ?**

## THE RIGHT-LEFT DIVIDE

- ◆ It is particularly striking that the further to the left respondents are, the more likely they are to want to see global poverty on the agenda for the presidential election. And vice versa: the more an individual is right-wing, the less interest they have in this issue. Political leaning is in fact the variable with the greatest influence on the result out of all of the different variables examined.

## PRIORITY GIVEN TO GLOBAL POVERTY AS A SUBJECT FOR THE PRESIDENTIAL ELECTION DEBATE ACCORDING TO INCOME LEVELS

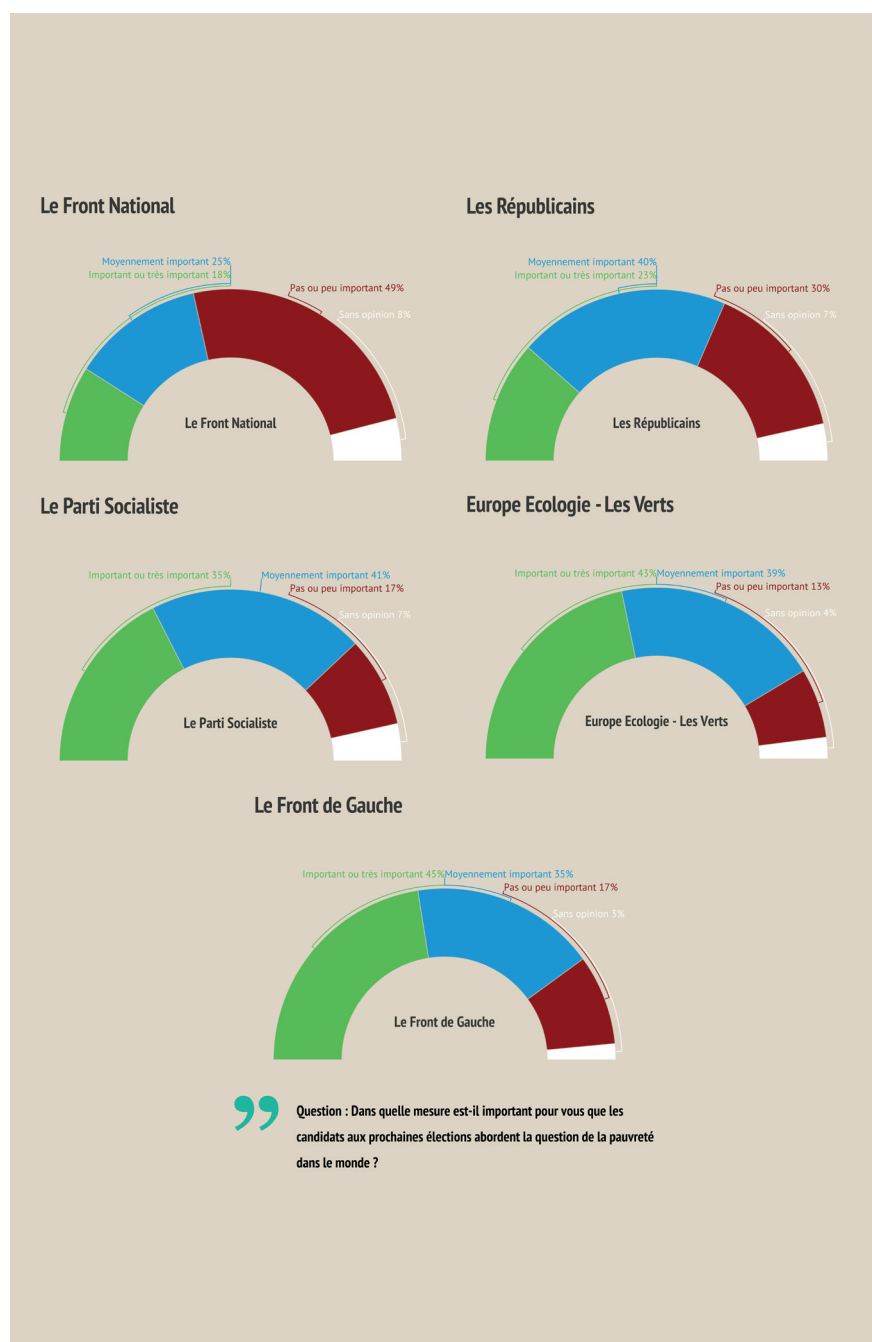


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**Question : Dans quelle mesure est-il important pour vous que les candidats aux prochaines élections abordent la question de la pauvreté dans le monde ?**

- ◆ 49% of National Front (far-right) voters are indifferent to the question, compared to 30% of Les Républicains voters (right-wing) and 25% of Modem (centre-right) voters.
- ◆ Front de Gauche (far-left) and Europe Ecologie les Verts (Green/Europe) voters are by far the biggest supporters for this question (45% and 43%), where as Socialist Party (left) voters are still supportive but less passionately (35%).
- ◆ Left-wing voters collectively are those with the lowest returns of 'this issue is of little importance' for the presidential debate (between 13% and 17% compared to 25% on average).

## PRIORITY GIVEN TO GLOBAL POVERTY AS A SUBJECT FOR THE PRESIDENTIAL ELECTION DEBATE ACCORDING TO POLITICAL LEANING



## 2. OFFICIAL DEVELOPMENT ASSISTANCE: A LEVER OF INFLUENCE FOR FRANCE INTERNATIONALLY?

**QUESTION ASKED:  
'DOES GIVING DEVELOPMENT AID TO DEVELOPING  
COUNTRIES STRENGTHEN  
FRENCH INFLUENCE INTERNATIONALLY?'**

### SUMMARY

We find that official development assistance (ODA) is generally recognized as a possible lever to boost France's position internationally. This question is about asking for views on international solidarity in a way which implies a potential gain. Positive answers are no doubt linked to the idea of France benefitting in return.

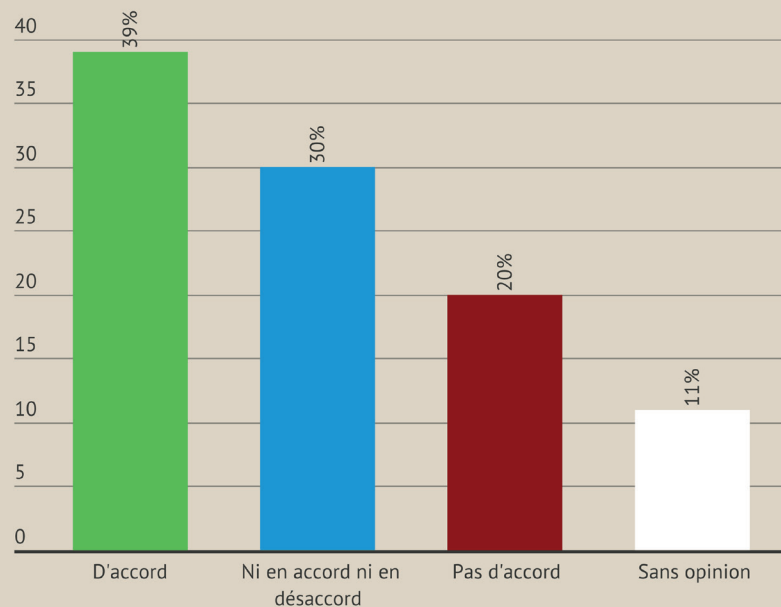
That said, opinions have been stratified according to level of studies, income and civic engagement. Once again - and above all - it is political leaning which is the variable with the biggest influence, with left-wing voters confident that aid does improve France's position internationally. To a lesser extent, age is also a factor in influencing answers to this question.



## ODA: BENEFITTING FRANCE (AS WELL)?

- ◆ 69% of respondents agree or do not dispute that official development assistance builds France's political influence internationally.

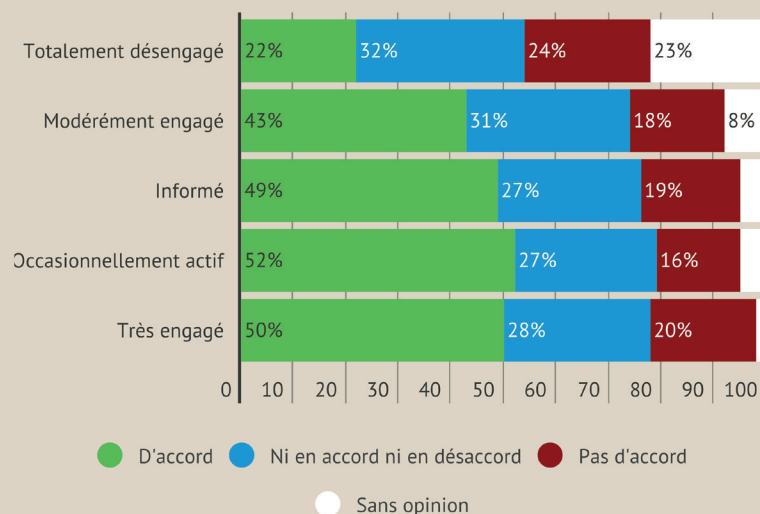
### OFFICIAL DEVELOPMENT ASSISTANCE: A LEVER OF INFLUENCE FOR FRANCE INTERNATIONALLY?



Question : L'aide de la France aux pays en voie de développement renforce-t-elle sa position sur la scène internationale ?

- ◆ As we might expect, the more an individual supports global poverty reduction, the more likely that person is to think that French aid impacts France's influence internationally.
- ◆ The level of civic engagement is distinctly correlated to the variance in opinions on this question: even a moderate level of engagement (signing a petition, making a donation, etc) results in a response rate of 92%, compared 23% of citizens who are not at all engaged on these issues, who do not express any opinion on this subject.

## OFFICIAL DEVELOPMENT ASSISTANCE: A LEVER OF INFLUENCE FOR FRANCE INTERNATIONALLY? ACCORDING TO INDIVIDUAL ENGAGEMENT ON POVERTY



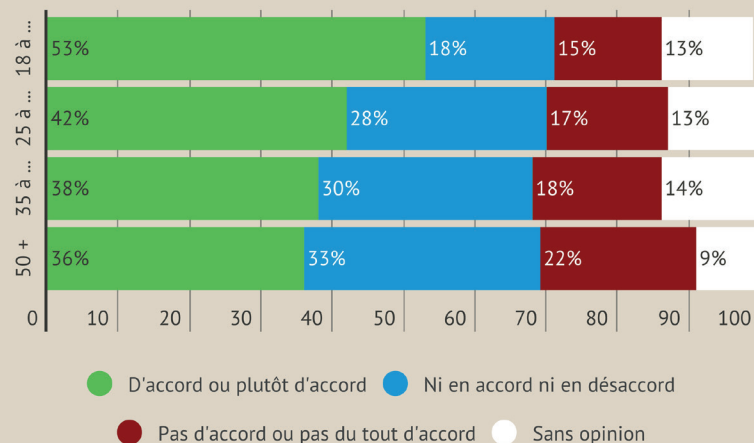
**Question : L'aide de la France aux pays en voie de développement renforce-t-elle sa position sur la scène internationale ?**

<sup>2</sup>The level of individual civic engagement is measured by behavior or habits linked to international development and solidarity, such as : signing a petition, voting, making a donation, joining a public campaign (a march, protest, making requests of decision-makers), volunteering, or finally sharing information e.g. on social media.

## YOUNG PEOPLE: CONVINCED THAT OFFICIAL DEVELOPMENT ASSISTANCE IS A TOOL FOR FRENCH INFLUENCE

- ◆ It is striking how much young people are convinced that aid is beneficial to France's standing in the world: 53% of those under 24 agree.
- ◆ Indeed, the younger we are, the more likely we are to agree with the correlation between aid and France's international influence. Whereas the older we get, the less likely we are to share the same view: only 36% of those over 50 agree.
- ◆ There does not seem to be any difference in opinion between women and men for this question.

### OFFICIAL DEVELOPMENT ASSISTANCE: A LEVER OF INFLUENCE FOR FRANCE INTERNATIONALLY? ACCORDING TO AGE

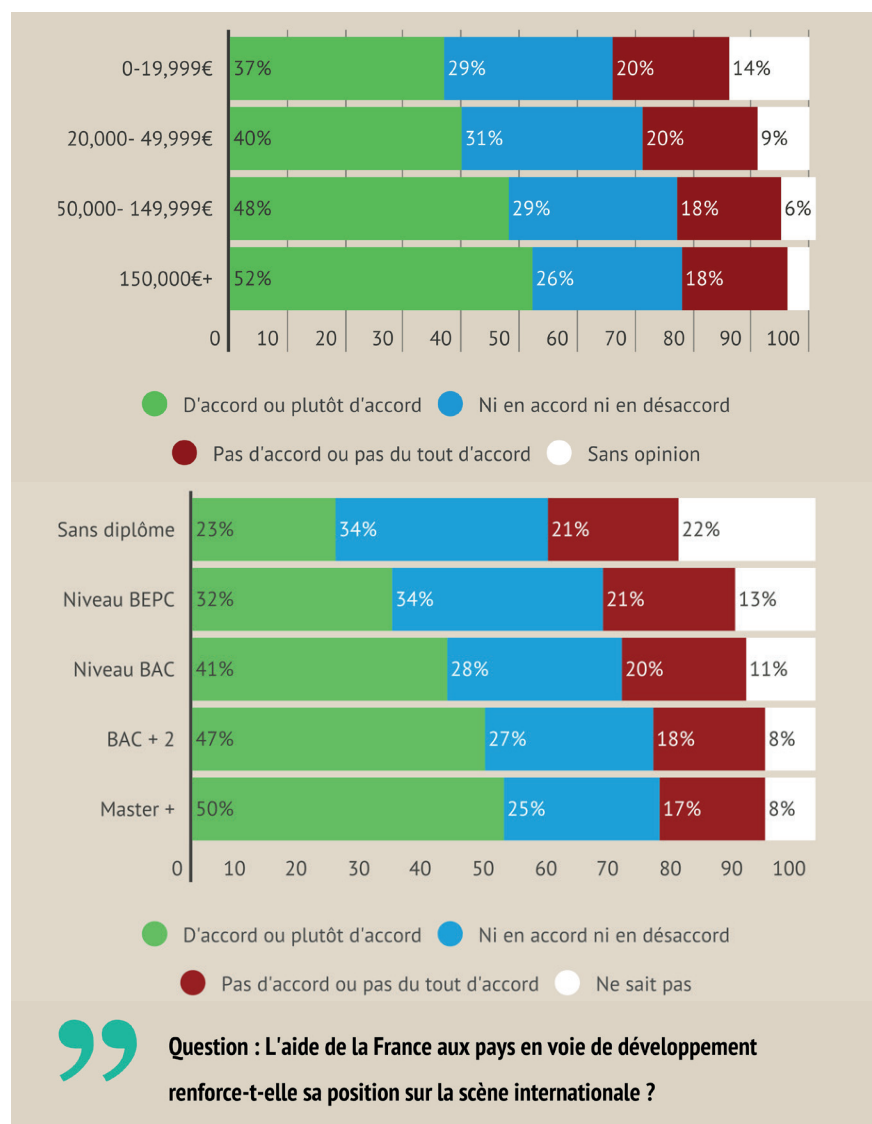


**Question : L'aide de la France aux pays en voie de développement renforce-t-elle sa position sur la scène internationale ?**

## TWO FACTORS CREATING OPTIMISM OVER THE LINK BETWEEN AID AND FRANCE'S INTERNATIONAL INFLUENCE: EDUCATION AND INCOME

- ◆ The higher the level of education/income, the higher the likelihood of people supporting a link between aid and influence.
- ◆ By contrast, the opposite is true for those with lower levels of educational qualification: 23% of respondents with no qualifications thought aid could lever influence abroad, compared to 50% for those with a Masters degree or higher.

### OFFICIAL DEVELOPMENT ASSISTANCE: A LEVER OF INFLUENCE FOR FRANCE INTERNATIONALLY? ACCORDING TO LEVELS OF INCOME AND EDUCATION

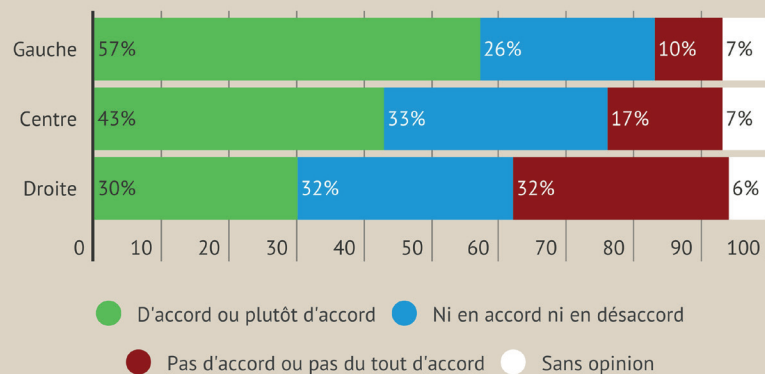




## POLITICAL VIEWS... OF THE WORLD

- ◆ The perception of a link between French aid and France's influence internationally is clearly correlated to the respondent's political preferences.
- ◆ In this way, 57% of left-wing voters acknowledge this link, compared to only 30% of right-wing voters.

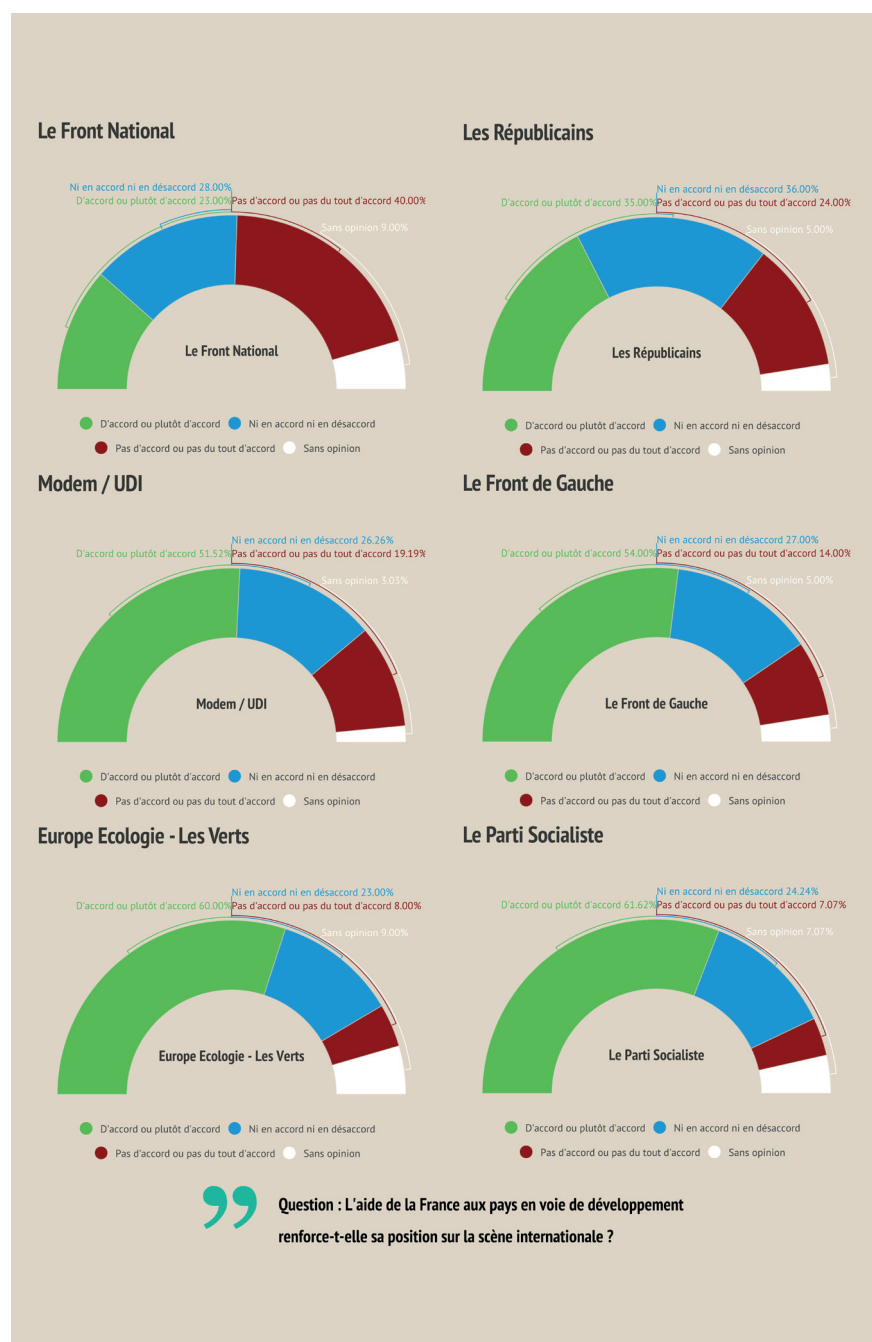
### OFFICIAL DEVELOPMENT ASSISTANCE: A LEVER OF INFLUENCE FOR FRANCE INTERNATIONALLY? ACCORDING TO POLITICAL LEANING



**Question : L'aide de la France aux pays en voie de développement renforce-t-elle sa position sur la scène internationale ?**

- ◆ Far-right voters in particular stand out: only 23% see a correlation between aid and France's influence internationally, with 40% rejecting any link at all, compared to...
- ◆ ...60% of Socialist or Europe-Ecology party voters who see the correlation, and only 7% who don't.
- ◆ Opinions of centre- or far-left voters sit between these two extremes.

## OFFICIAL DEVELOPMENT ASSISTANCE: A LEVER OF INFLUENCE FOR FRANCE INTERNATIONALLY? ACCORDING TO POLITICAL LEANING



## IN MORE DETAIL...

### THE INFLUENCE OF INDIVIDUAL CIVIC ENGAGEMENT

Even a small degree of civic engagement on international solidarity makes a big difference in producing a positive view on aid from developed to developing countries.

So it seems that a good way to increase support for aid would be to focus communication campaigns on citizens who are already actively (if unconsciously) supporting international development issues. This community of 'supporters' seems to extend far beyond the top social professional categories of the urban educated.

For example, if we accept the data from the Aid Attitudes Tracker, 34% of people have already given to an organization working on global poverty. Extrapolating this statistic to the 52 million adults living in France<sup>3</sup> results in a total of 17.7 million people who have thus actively - and generously - supported international solidarity: a persuasive argument for political decision makers to hear.

### DEMONSTRATE A CLEAR BENEFIT

Presenting international solidarity as clearly beneficial to both developed and developing countries is also another way to build support for increased development aid. This also sweetens the 'cost' of aid sometimes criticised by citizens, and counters the common idea that aid given (in loan or grant form) is a one-way favour only.

### SOFTENING THE INFLUENCE OF POLITICAL LEANING

We can draw a parallel between, on one hand, the political-preference split on whether France's influence abroad is helped by giving aid, and, on the other, the division in opinions over an international, globalised France v. a nationalistic focus.

Presenting aid as an existing, positive and irrefutable link between developed and developing countries would therefore help to counter theories of a frontiered-world, where we should first focus on resolving poverty on a national level, and only afterwards think about tackling it in (and for) other countries.

<sup>3</sup>According to the demographic assessment 2016 (age pyramid - total population by sex and age) published by French Statistics Bureau INSEE on 17 January 2017, the French population was 52.164.698 million adult women and men aged over 18.

### 3. OFFICIAL DEVELOPMENT ASSISTANCE: INCREASE, MAINTAIN OR DECREASE?

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**QUESTION ASKED:**  
**'OF TOTAL FRENCH GDP OF NEARLY €2000  
BILLION, THE FRENCH GOVERNMENT CURRENTLY  
ALLOCATES 0.37% - 8.3 BILLION EUROS - TO OVER-  
SEAS AID TO POOR COUNTRIES. DO YOU THINK THAT  
THE GOVERNMENT SHOULD INCREASE OR DECREASE  
THE AMOUNT OF MONEY THAT IT SPENDS ON OVER-  
SEAS AID TO POOR COUNTRIES?'**

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#### SUMMARY

This is a key question for development actors, and can be considered as a barometer for French citizens' solidarity toward a general principle ('poverty in the world') toward a far-off people ('developing countries').

There is not a majority view in favour of increasing ODA. Factors influencing views are once again linked to civic engagement, age and income, but also - and above all - political preference. Increasing ODA seems to be favoured thus by left-wing voters; men; those with substantial income; and young people.

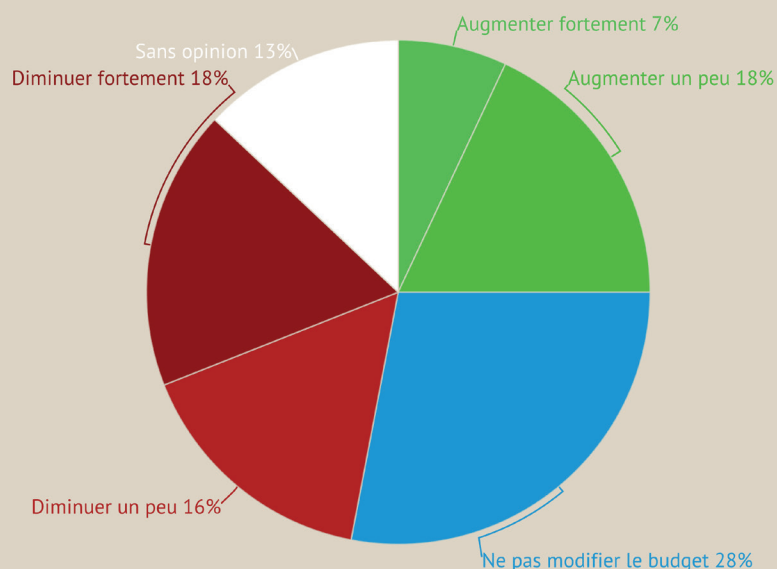
Those favouring a reduction in ODA are far-right and right-wing voters; older citizens; and those people who do not actively engage on the issue.



## LIMITED SUPPORT FOR OFFICIAL DEVELOPMENT ASSISTANCE

- ◆ 25% of those surveyed supported an increase in ODA (increase a great deal, or increase somewhat).
- ◆ This is compared to 34% who would prefer a decrease in ODA: (decrease a great deal or decrease somewhat) and are therefore opposed to any increase.
- ◆ 28% however take the middle ground, or the status quo, choosing the 'stay the same' response, which implies a lack of interest for the question.

### INCREASE OR DECREASE THE OFFICIAL DEVELOPMENT ASSISTANCE BUDGET?



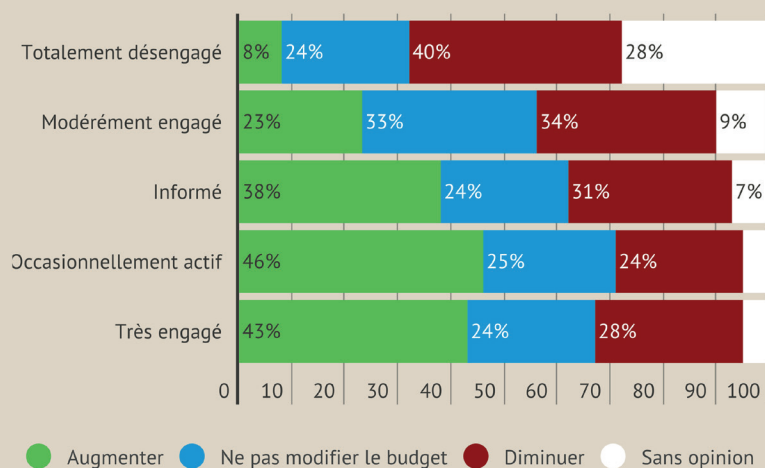
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Question : Sur les 2000 milliards d'euros de son Produit Intérieur Brut (PIB) total, le Gouvernement français consacre actuellement 0,37 pour cent (soit 8.3 milliards d'euros) à l'aide internationale pour les pays en voie de développement. Pensez-vous que le Gouvernement devrait augmenter ou diminuer le budget qu'il consacre à l'aide internationale pour les pays en voie de développement ?

## CIVIC ENGAGEMENT: A DEFINING FACTOR

- ◆ The level to which people are 'active' citizens has a clear influence on whether or not they think ODA should be increased or decreased. Only 8% of those who are not active supporters of international solidarity would like to see ODA increased, compared with 40% of those who do take some kind of action.
- ◆ This is also true, to a lesser extent, when we look at the percentage of those who want to decrease aid: 40% of those are not active supporters of international solidarity call for it to be reduced, compared to 29% for those who do engage in some supportive activity.
- ◆ Again, the simple fact of taking some sort (any sort) of civic activity on international solidarity has an astonishing impact on the non-response rates. Almost one third (28%) of respondents who are completely disinterested in civic engagement are incapable of giving an opinion either way, whereas the non-response rate is only 9% for those who do take some form of action. Getting involved - however and however much - seems to be one of the best conduits to forming opinions on the development aid budget.

## INCREASE OR DECREASE THE OFFICIAL DEVELOPMENT ASSISTANCE BUDGET? ACCORDING TO INDIVIDUAL ENGAGEMENT ON POVERTY



<sup>2</sup>The level of individual civic engagement is measured by behavior or habits linked to international development and solidarity, such as : signing a petition, voting, making a donation, joining a public campaign (a march, protest, making requests of decision-makers), volunteering, or finally sharing information e.g. on social media..

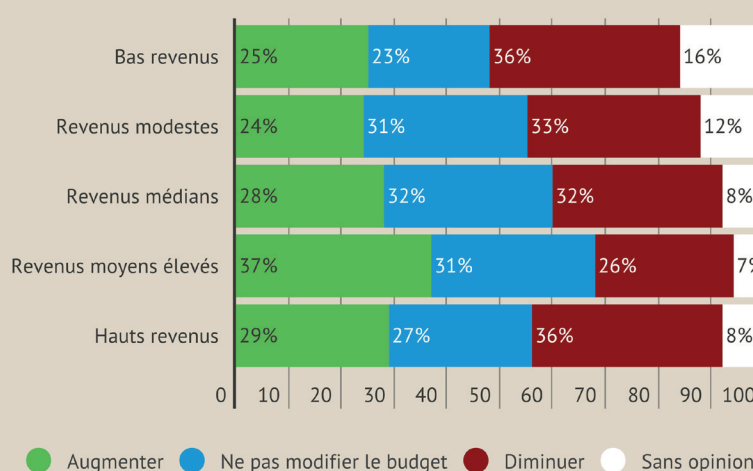


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## A STRIKING DIFFERENCE OF OPINION DEPENDING ON INCOME AND EDUCATION LEVELS

- ◆ Income level is a clear factor in a desire to increase official development assistance: the higher the income, the higher the support for a larger aid budget. In comparison, the lower the income, the higher the support for a reduction in aid.
- ◆ There is an exception to this rule, however. Support for increasing aid falls in the highest income category to match the level of support expressed from those with low income.

### INCREASE OR DECREASE THE OFFICIAL DEVELOPMENT ASSISTANCE BUDGET? ACCORDING TO INCOME LEVELS



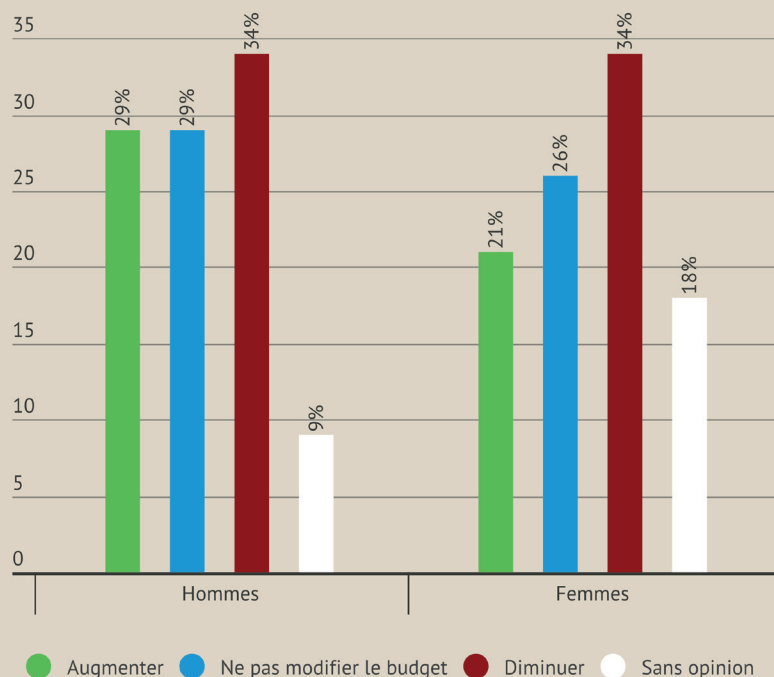
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## MEN ARE MORE FAVOURABLE THAN WOMEN TO AN INCREASE IN AID

- ◆ Gender appears to be a major factor in formulating opinions on the ODA budget. 18% of women give a non-response of 'no opinion, don't know'. This is twice as many as for men (9%).
- ◆ 29% of men would like to see official development assistance increased, compared to 21% of women.
- ◆ However, the same percentage (34%) of both women and men would like a reduction in official development assistance.

## INCREASE OR DECREASE THE OFFICIAL DEVELOPMENT ASSISTANCE BUDGET? ACCORDING TO GENDER



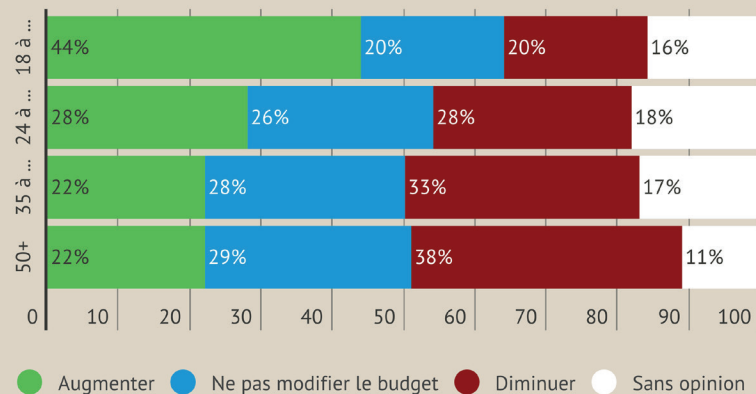
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## GENEROSITY VARIES ACCORDING TO AGE

- ◆ International solidarity seems go hand in hand with youth.
- ◆ 44% of those under 24 would like aid to be increased. This burst of generosity falls drastically, however, in the next age category up (over 24) to less than 28%, and continues falling to 22% for those aged over 50.
- ◆ Advocates for reducing development aid are correlated in the opposite way, with only 20% of those under 24 compared to 38% of those over 50.
- ◆ Age also has a moderate (20% to 29%) influence in the variation of opinions in favour of the status quo of 'neither increase, neither decrease'.
- ◆ The number of people without an opinion falls also with age: only 11% of those aged over 50 did not have a view on the question, compared to 17% on average for the other age categories.

## INCREASE OR DECREASE THE OFFICIAL DEVELOPMENT ASSISTANCE BUDGET? ACCORDING TO AGE

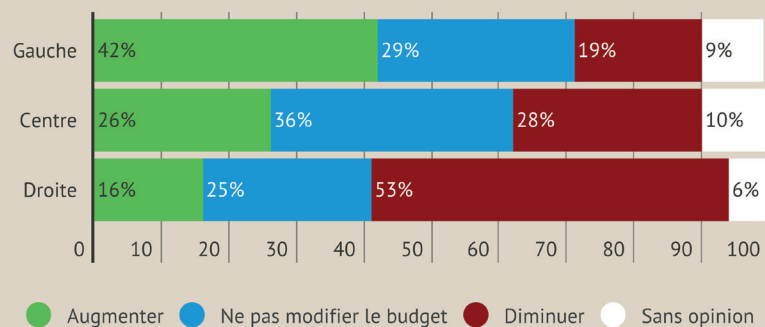


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## MORE AID (FOR THE LEFT) V. LESS AID (FOR THE RIGHT)

- ◆ Political views are very important in determining opinions on this question.
- ◆ 42% of left-wing voters would like to increase aid, compared to 16% of right-wing voters.
- ◆ Logically then, only 19% of left-wing voters agree with reducing the aid budget, compared to over double (53%) of right-wing voters.
- ◆ Centre-voters are true to form, and represent a true midpoint between left- and right-wing opinions: 36% choosing the 'neither increase, neither decrease' response.

### INCREASE OR DECREASE THE OFFICIAL DEVELOPMENT ASSISTANCE BUDGET? ACCORDING TO POLITICAL LEANING



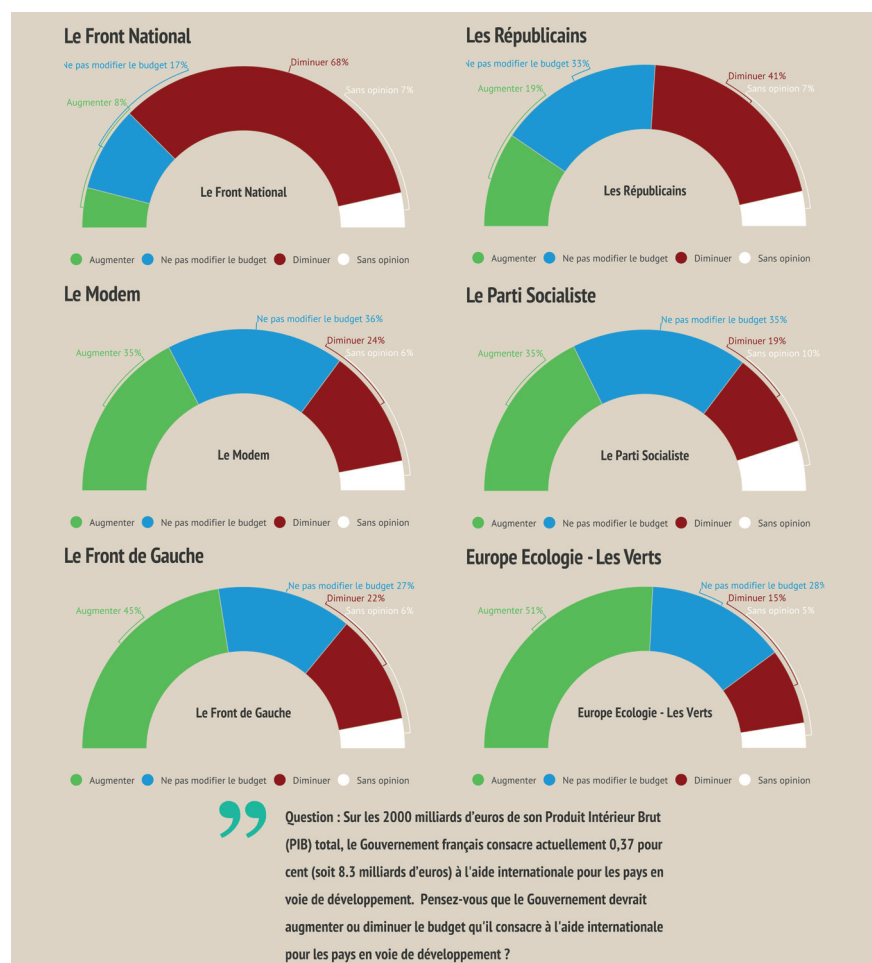
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**Question :** Sur les 2000 milliards d'euros de son Produit Intérieur Brut (PIB) total, le Gouvernement français consacre actuellement 0,37 pour cent (soit 8.3 milliards d'euros) à l'aide internationale pour les pays en voie de développement. Pensez-vous que le Gouvernement devrait augmenter ou diminuer le budget qu'il consacre à l'aide internationale pour les pays en voie de développement ?

This observation of opinions based on political preference confirms the right-left divide. Answers can be grouped into four main groups:

- ◆ Group 1 - 'Radically opposed to aid': Far-right (National Front) voters are overwhelmingly opposed to any increase (8%) and overwhelmingly in favour of a reduction (68%) in development assistance.
- ◆ Group 2 - 'Generally opposed to aid': Right-wing (Les Républicains) voters are strongly in favour of decreasing (41%) aid, almost double the percentage who are in favour of increasing the aid budget (19%). In this group, the number of people in favor of maintaining the current level (neither increase nor decrease) is higher than the number wanting an increase, and lower than the number wanting a decrease.
- ◆ Group 3 - 'Generally in favor of aid': opinions from left- (Socialist Party) and centre (Modem) voters are similar. In the same way, they are generally supportive of an increase in aid (levels between 31% and 35%), and equally generally opposed to any reduction in the aid budget (levels between 19% and 26%). In this group, those wanting to maintain the current level (neither increase/decrease) are more or less of similar number as those supporting an increase (between 35 and 40%).
- ◆ Group 4 - 'Absolutely in favor of aid': voters for the European/Green party have the highest levels of support for increased aid (51%, compared to only 15% who would like to see a reduction). Views from far/alternative left (Front de Gauche and Communist Party) voters follow the same pattern, but to a lesser degree. It is also this group which has the lowest percentage of 'neither increase nor decrease' answers (between 26% et 28%).

## INCREASE OR DECREASE THE OFFICIAL DEVELOPMENT ASSISTANCE BUDGET? ACCORDING TO POLITICAL LEANING



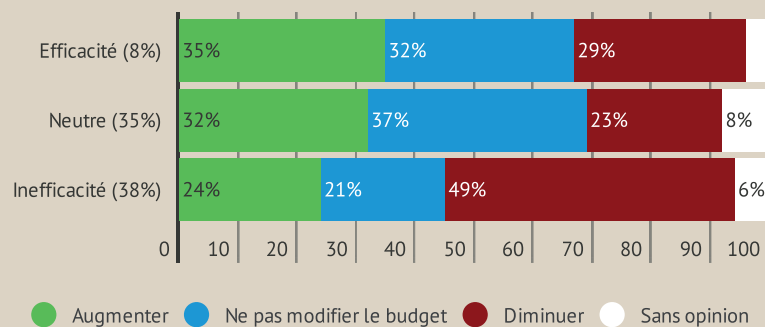


## IN MORE DETAIL...

### PERCEPTIONS OF EFFECTIVENESS AND VIEWS ON OFFICIAL DEVELOPMENT ASSISTANCE BUDGETS

- ◆ Even if it is true that there is a correlation between perceptions of aid as effective, and a desire to see it increased, we also find that 24% of respondents still support a rise in the aid budget even when they think the aid itself is not effective.
- ◆ The majority of people surveyed (38%) think that official development assistance is ineffective. 35% do not have any strong view on the issue (and 19% have no opinion at all).
- ◆ In parallel, only 8% of those surveyed thought that aid was effective.

### INCREASE OR DECREASE THE OFFICIAL DEVELOPMENT ASSISTANCE BUDGET? ACCORDING TO PERCEPTIONS ON AID EFFECTIVENESS



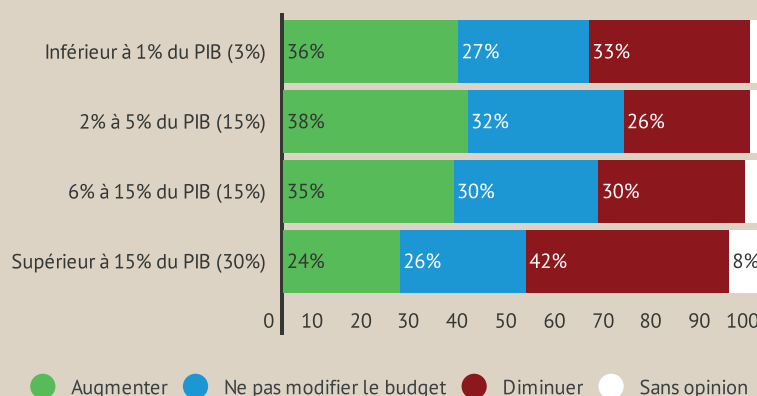
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## ESTIMATING THE AMOUNT OF THE OFFICIAL DEVELOPMENT ASSISTANCE BUDGET

- ◆ We find total ignorance about the amount which is allocated by the French government to official development assistance. Only 3% of people thought aid was less than 1% of GDP, whereas 30% of people thought it was more than 15% of GDP.
- ◆ The fact that support for an increase in aid does not seem to vary according to the estimated amount of the ODA budget shows also how difficult it is to place it in terms of GDP or as an overall amount given in Euros.
- ◆ We do however see a correlation between those wanting a reduction in aid, and those estimating the ODA budget at an extravagant level (+15% of GDP).

### INCREASE OR DECREASE THE OFFICIAL DEVELOPMENT ASSISTANCE BUDGET? ACCORDING TO ESTIMATIONS OF % GDP



**Question :** Sur les 2000 milliards d'euros de son Produit Intérieur Brut (PIB) total, le Gouvernement français consacre actuellement 0,37 pour cent (soit 8.3 milliards d'euros) à l'aide internationale pour les pays en voie de développement. Pensez-vous que le Gouvernement devrait augmenter ou diminuer le budget qu'il consacre à l'aide internationale pour les pays en voie de développement ?



## THE INTERNATIONAL DEVELOPMENT BAROMETER

From data provided by the Aid Attitudes Tracker (AAT) survey, our International Development Barometer aims to provide resources and data for awareness-raising, advocacy, fundraising and communication campaigns for the development community.

The AAT is a qualitative and quantitative survey carried out twice a year since 2013 to measure attitudes of the general public on aid in France, Germany, the UK and the US.

The AAT survey is conducted in such a way that it allows an analysis of behavior and engagement of citizens on international development, as well as tracking the evolution of those views and behaviors over time. The survey contains 120 questions, of which a dozen or so are fielded from partner organisations interested in specific angles. The sample is of 6000 people representative of the French population (quota method), who are questioned on line. The error margin is +/- 2%.

80% of the sample is retained between surveys. The International Development Barometer therefore provides a unique way of analysing attitudes over time.

The AAT project is financed by the Bill & Melinda Gates Foundation. The analysis and methodology are carried out by the opinion poll institute YouGov, under the supervision of a team led by researchers Jennifer Hudson (University College London) and David Hudson (University of Birmingham). The data produced are available to all (Open data) in order to inform organisations with their strategic decisions.

In the UK, DFID, BOND, Comic Relief, Oxfam, One, Save the Children, VSO and the Bill & Melinda Gates Foundation are partners of the tool.

In France, [Focus 2030](#) runs the project, in the aim of supporting the French development community in broadening the audience and support for international solidarity issues. Focus 2030's mission is to support communication, mobilization and advocacy work for international development actors, working towards the achievement of the Sustainable Development Goals.

Focus 2030 works in France with a variety of partners and recipients for the International Development Barometer: NGOs, international organizations, think tanks, and government ministries or agencies.

More information is available here about the AAT project: <http://www.ucl.ac.uk/political-science/research/projects/aid-attitudes-tracker>

**If you would like access or to reproduce any of the data in the Barometer for International Development, please contact Fabrice Ferrier, Director of Focus 2030, at:**

**[fabrice@focus2030.org](mailto:fabrice@focus2030.org)**