

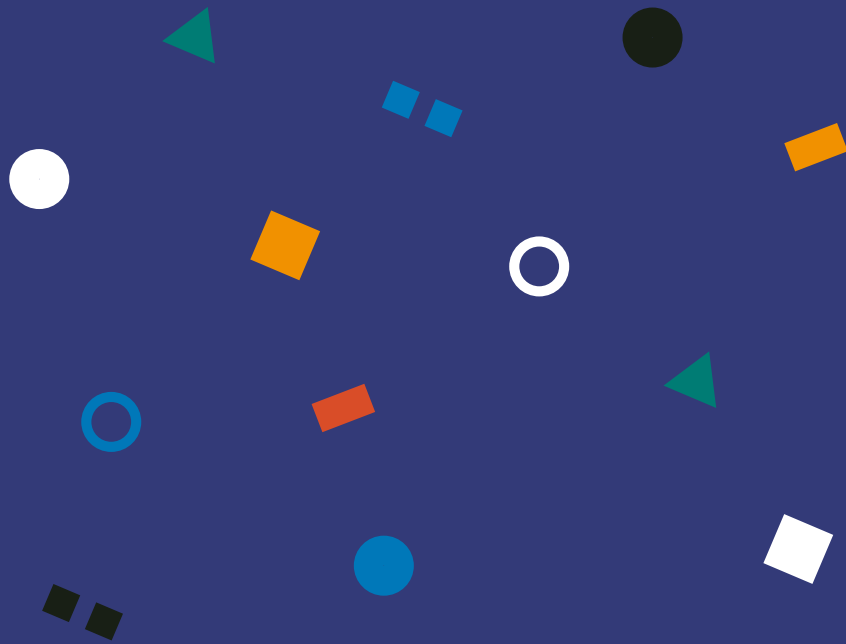


PERCEPTIONS OF NGOS & ATTITUDES TOWARD CLIMATE CHANGE/COP26

/ 19 October 2021
// French Partner Meeting
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PERCEPTIONS OF INTERNATIONAL NGOS



How does the French
public view development
NGOs?

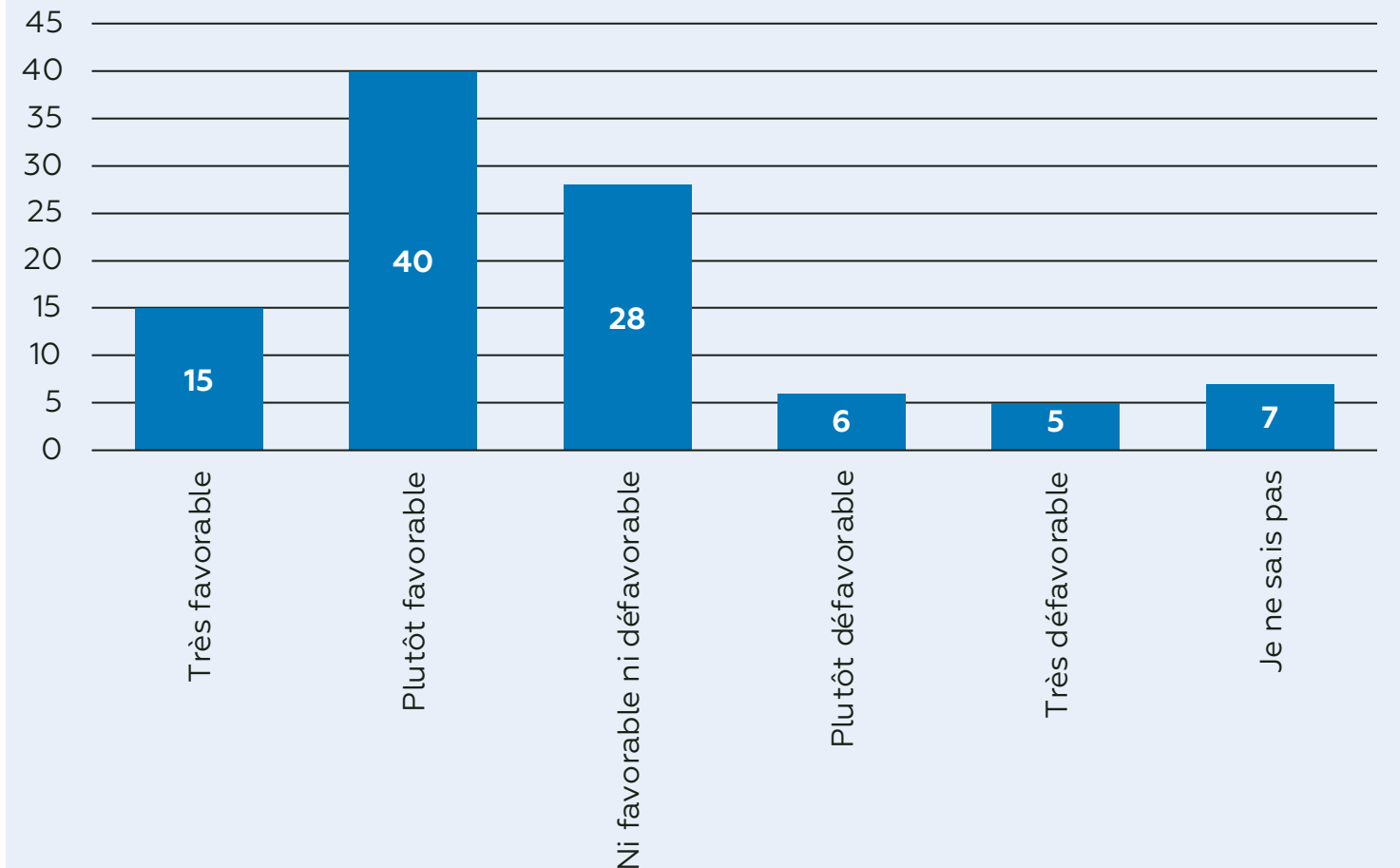
DEVELOPMENT NGOS ARE POSITIVELY VIEWED BY THE FRENCH PUBLIC



55%

have favourable views about NGOs and charities working in developing countries

- On balance, the French public have very favourable views of development NGOs. A majority - 55% - hold very or somewhat favourable views.
- Just over one in four (28%) say they have no strong feelings, with 11% holding unfavourable views.
- Unsurprisingly, donors to NGOs are more likely to hold positive views (66%) than non-donors (49%).

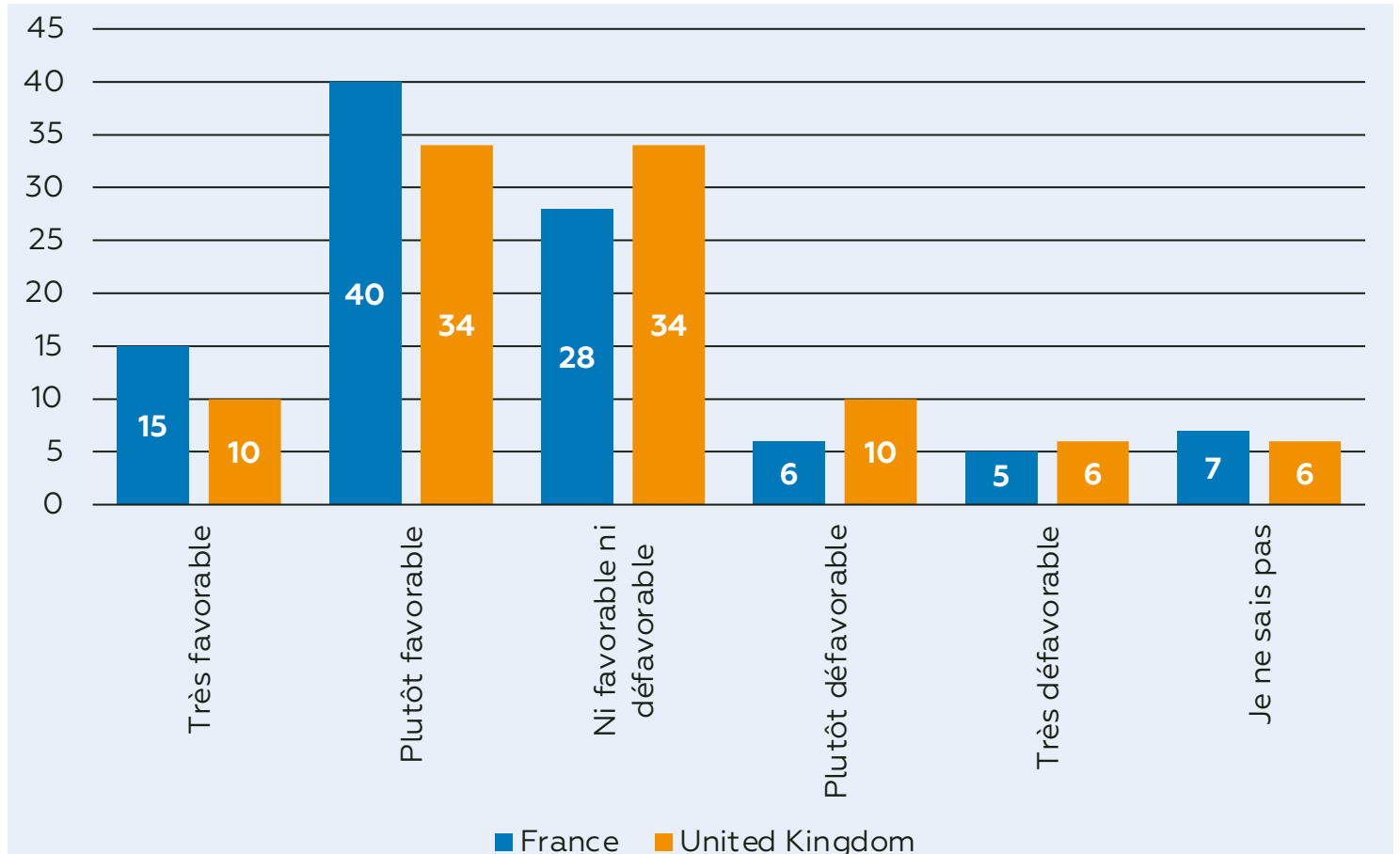


NGO FAVOURABILITY: COMPARISON WITH GB

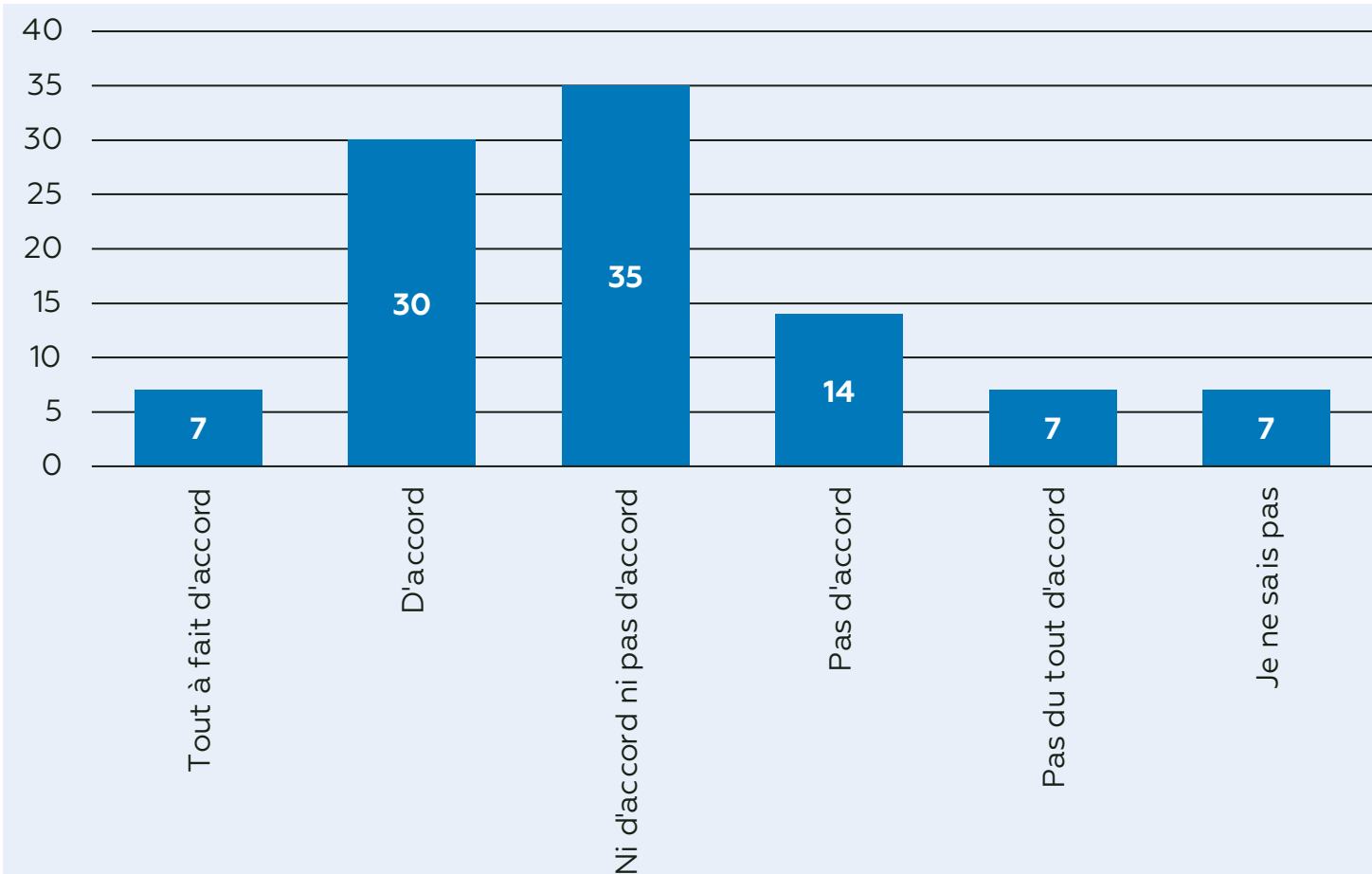


the French public have more positive views (55%) of NGOs, on average, than the the British public (44%)

- Looking at a country comparison with Great Britain, on average, the French public have more favourable views.
- GB respondents are more likely to say they have no strong views (34%) than French respondents (28%).
- GB respondents are slightly more negative than French respondents, but the profiles are similar.



THE FRENCH PUBLIC ARE SPLIT ON NGO EFFICACY



37%

agree that NGOs or international charities can make a difference about global inequalities

- When asked about whether NGOs can make a difference in reducing global inequalities, nearly 4 in 10 agree NGOs are effective (37%)
- However, overall views are split with nearly an equal percentage saying they have no strong views. 21% say that NGOs are somewhat or not at all effective.
- Comparing those who donate to NGOs to those who do not, donors are much more likely to agree (45%) that NGOs are effective than non-donors (33%).

Question: Veuillez indiquer dans quelle mesure vous êtes en accord ou en désaccord avec la phrase suivante : « les ONG ou les organisations de solidarité internationale qui interviennent dans les pays en développement sont en mesure de contribuer à lutter efficacement contre les inégalités à l'échelle du monde »

Sample size n=2,001 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 5-10 Aug 2021



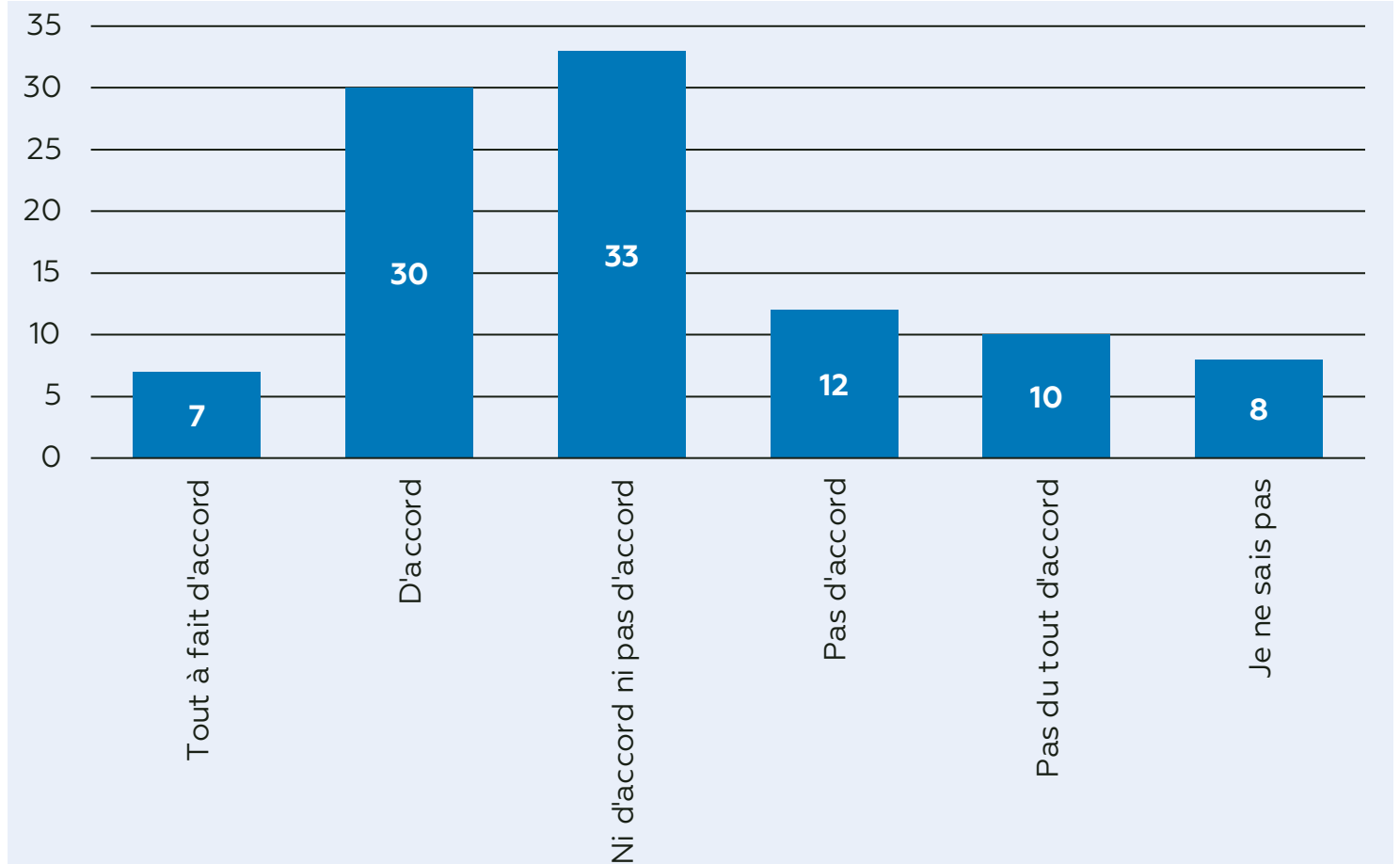
ARE NGO APPEALS TRUSTWORTHY? 37% SAY YES



37%

say NGOs and charities are being honest when they say donations can save a child's life

- However, one third of respondents neither agree nor disagree with the statement, suggesting there is a large proportion of the public who can be convinced. 22% of respondents say they think NGOs are not telling the truth about the impact of donations.
- There is a significant difference between donors and non-donors: 49% of donors agree that NGOs appeals are honest compared to 31% of non-donors.

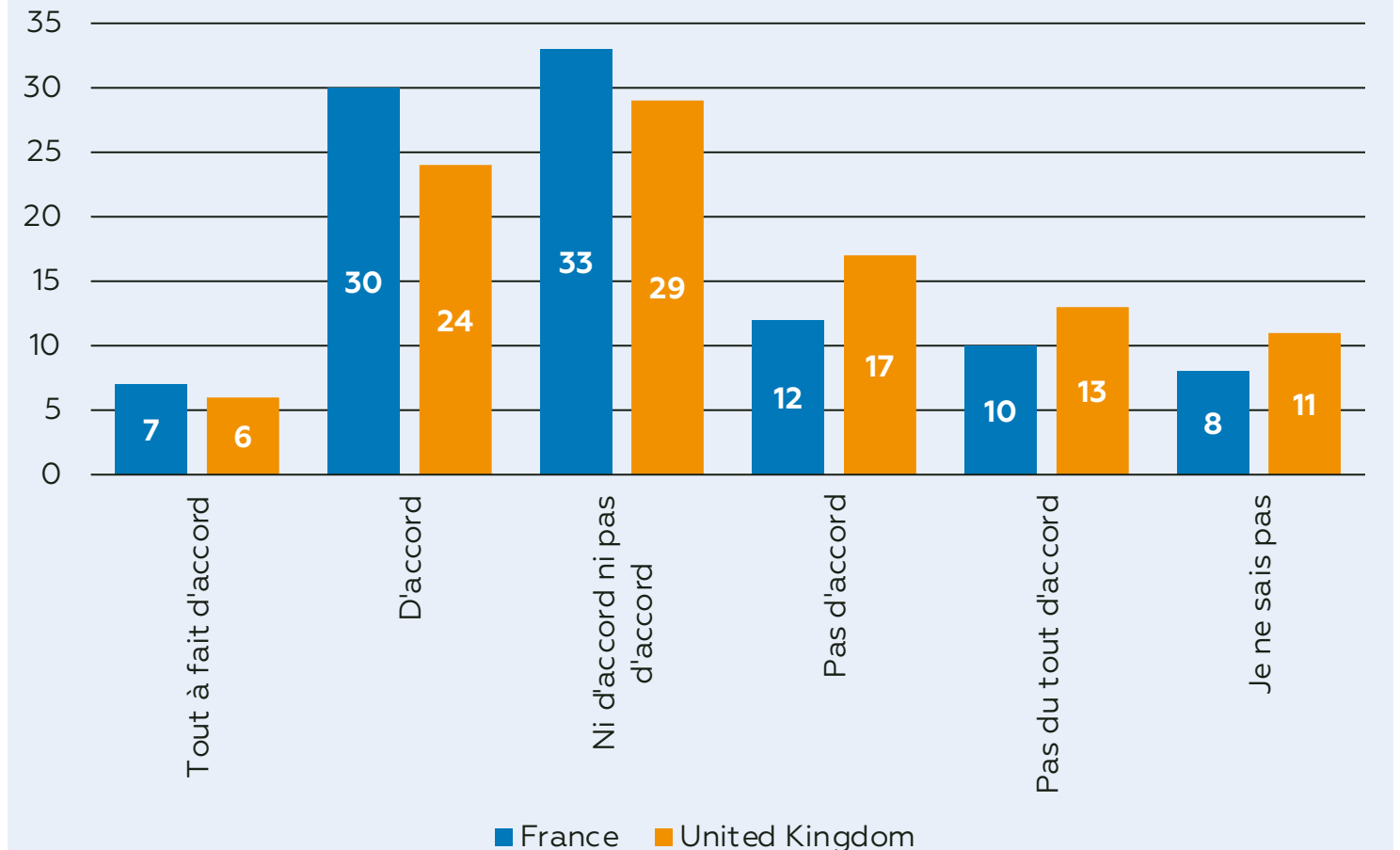


NGO TRUSTWORTHINESS: COMPARISON WITH GB



the French public see NGOs as more honest (37%), on average, than the British public (30%)

- Comparing French and British respondents, the British are far more skeptical of the claim in many NGO appeals that a donation can save a child's life.
- 30% of British respondents say they disagree with the statement compared to 22% of French respondents.



KEY INSIGHTS



55%

hold favourable views of development NGOs and charities

Favourable views by **age**

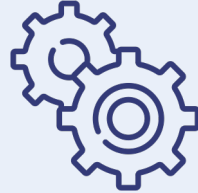
- 18-24 (62%)
- 25-34 (52%)
- 35-44 (58%)
- 45-54 (55%)
- 55+ (52%)

Favourable views by **education**

- No diploma (39%)
- High school bac (55%)
- Univ degree (59%)

Favourable views by **gender**

- Men (55%)
- Women (54%)



37%

think that NGOs and charities can make a difference about global inequalities

Favourable views by **age**

- 18-24 (49%)
- 25-34 (38%)
- 35-44 (40%)
- 45-54 (38%)
- 55+ (34%)

Favourable views by **education**

- No diploma (25%)
- High school bac (34%)
- Univ degree (44%)

Favourable views by **gender**

- Men (40%)
- Women (35%)



37%

think that NGOs and charities are being honest when they say donations can save children's lives

Favourable views by **age**

- 18-24 (51%)
- 25-34 (34%)
- 35-44 (40%)
- 45-54 (37%)
- 55+ (34%)

Favourable views by **education**

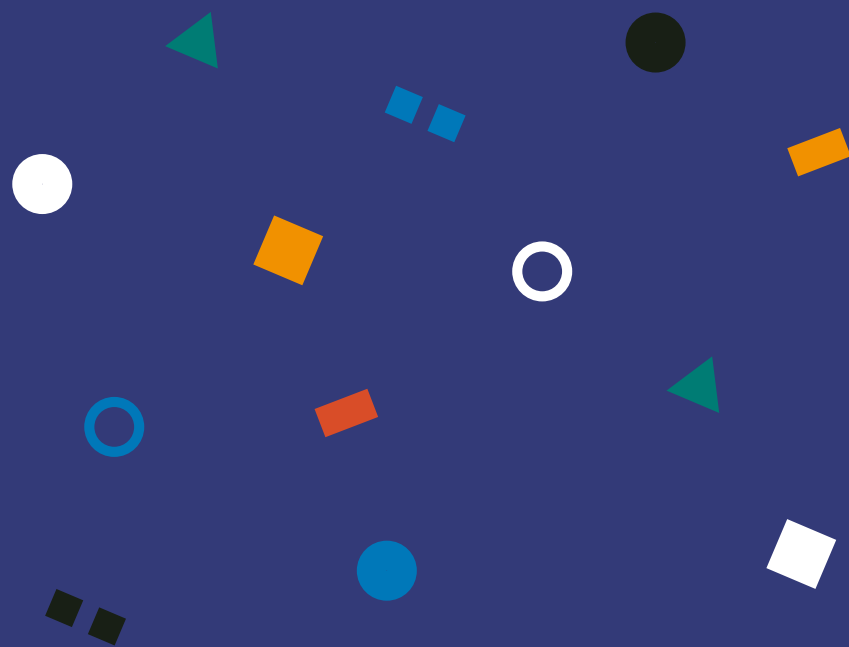
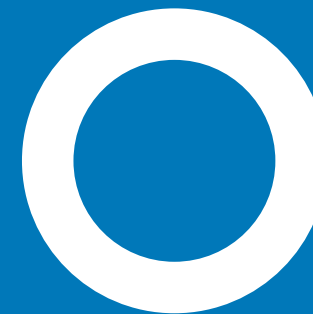
- No diploma (28%)
- High school bac (35%)
- Univ degree (42%)

Favourable views by **gender**

- Men (42%)
- Women (32%)



CLIMATE CHANGE & COP-26



TOP PRIORITIES TO TACKLE ENVIRONMENT ISSUES



54%

Climate change



41%

Biodiversity and ecosystems loss



26%

Air pollution



22%

Water pollution



21%

Soil pollution



8%

None of these/
don't know

Question: En réfléchissant aux problèmes environnementaux suivants, veuillez indiquer quelles devraient être, selon vous, les deux priorités du gouvernement français.

Sample size n=2,001 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 5-10 Aug 2021

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WOMEN AND HIGHLY EDUCATED ARE MORE LIKELY TO SAY CLIMATE CHANGE IS TOP PRIORITY

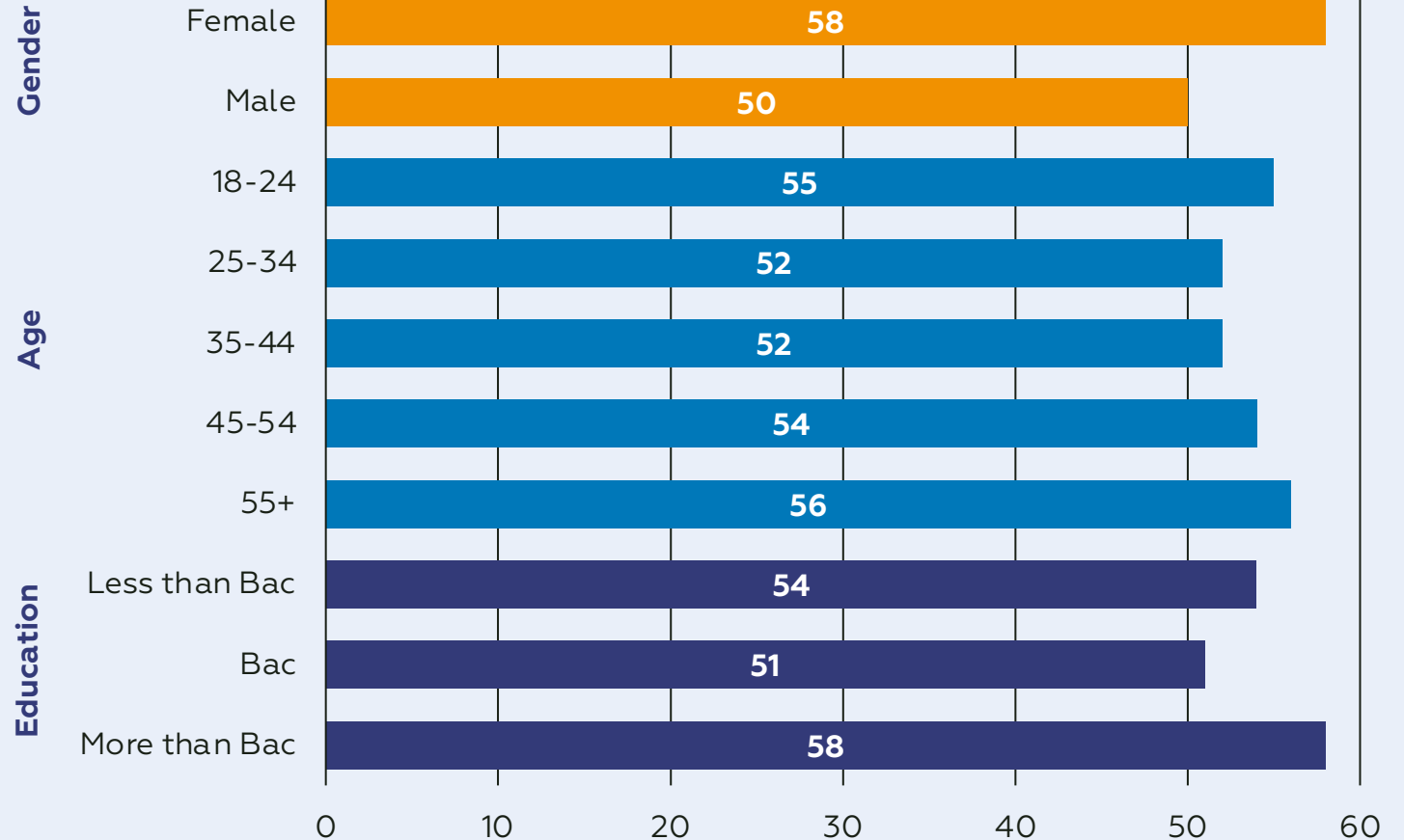


54%

thinks climate change is our top priority among environmental issues

In all demographic groups, the majority thinks that climate change should be France's top priority when it comes to environmental issues.

The most concerned groups are women and highly educated respondents. Concern is higher within the youngest and oldest respondents groups



APPETITE FOR ACTION AGAINST CLIMATE CHANGE

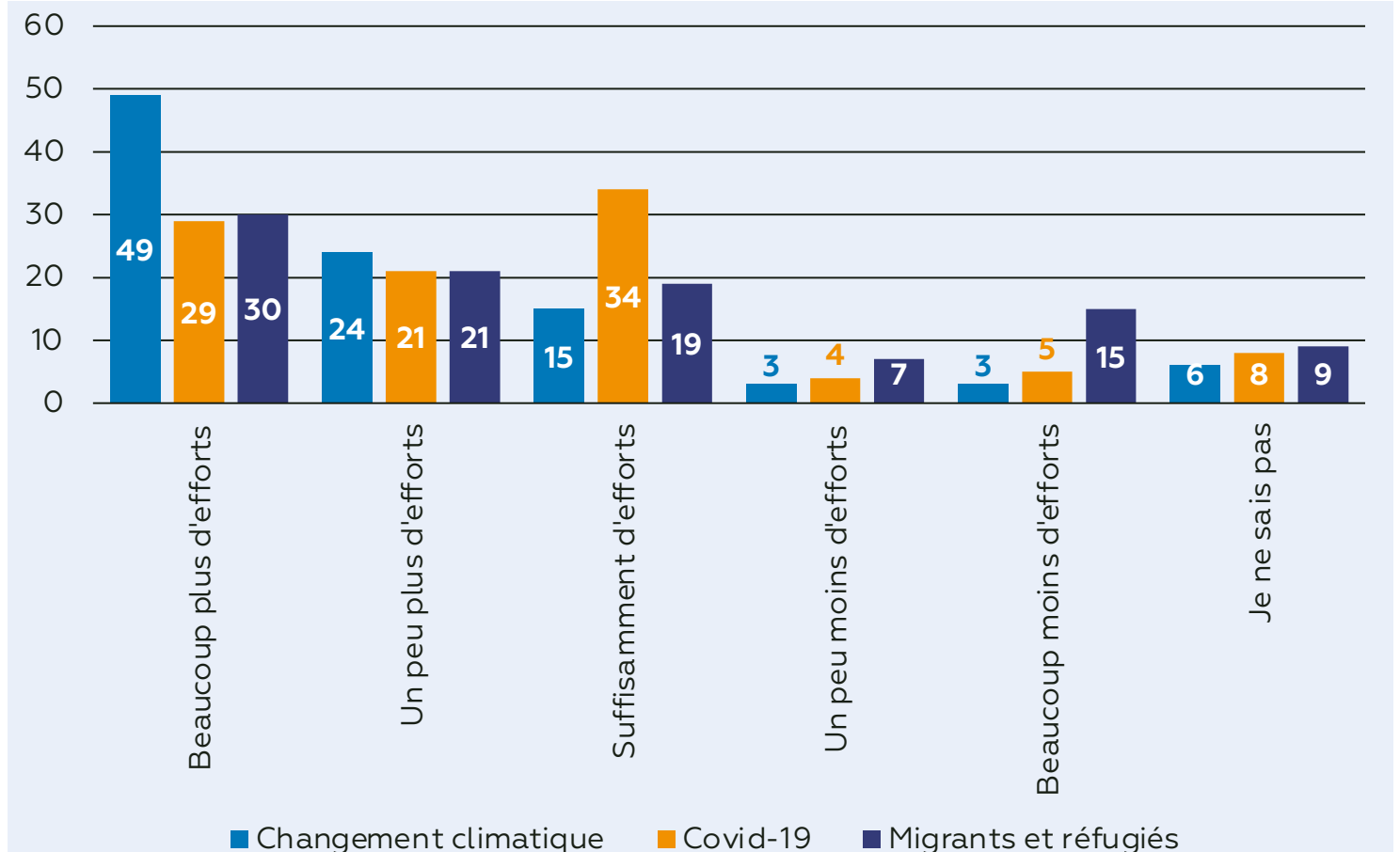


73%

Think the government should do more to fight climate change

While appetite for further government action on climate change is high for all demographic groups, women are especially keen to see change: 77% of women think the government should do more, compared to 69% of men.

Voting record from the past elections also shows us something quite surprising: **75% of those who voted for Macron think the government should do more, but 71% of Le Pen voters think so as well!**

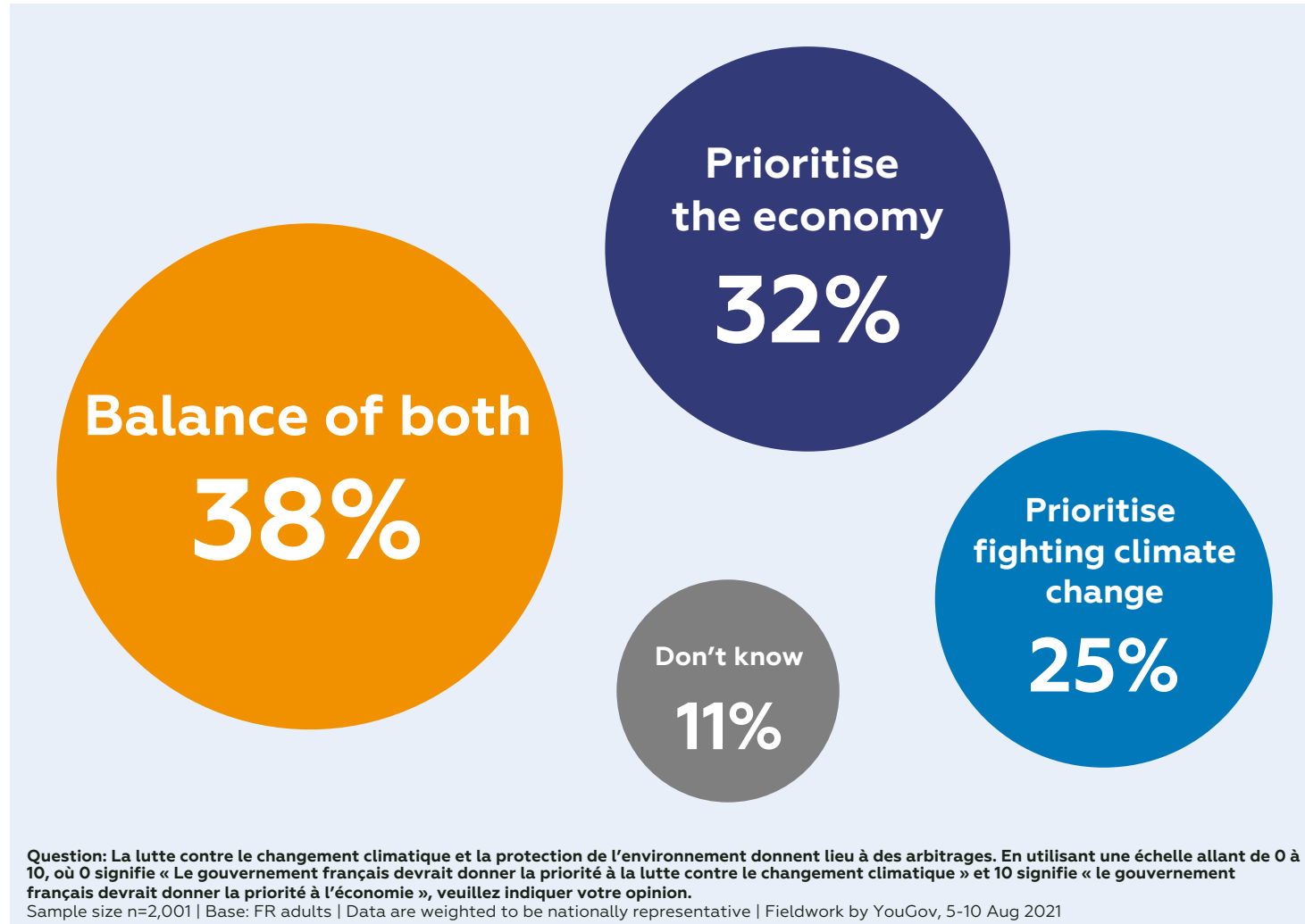


Question: En pensant au rôle du gouvernement français à propos des sujets suivants, quelle affirmation décrit le mieux, selon vous, les efforts que le gouvernement français devrait faire ?

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DIVERGENT PREFERENCES ON GIVING PRIORITY TO FIGHTING CLIMATE CHANGE OR THE ECONOMY



The French public shows a fairly even split when it comes to priorities in the fight against climate change or improving the economic condition of the country and its people. The largest group, at 38% would prefer a balance of both.

Age is an important factor when it comes to the way people prioritise either. **44% of those aged 18-29 would give priority to fighting climate change**, with a further 34% wishing for balance in policy, and 19% thinking the economy should take priority.

On the other hand, **only 19% of those aged 55+ would prioritise tackling climate change**, with 41% more preferring a balanced approach, and 36% who would prioritise the economy.

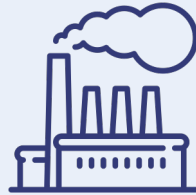


PRIORITIES FOR THE COP26 AGENDA

37% of the French public believe cutting emissions should be the highest priority among the four key goals of COP26. Adaptation, financing and cooperation remain the more misunderstood side of the world's work to fighting climate change.

Older, more educated respondents think mitigation should be prioritized even more: **34% of respondents aged 18-24 think it should be the top priority, compared to 41% of those aged 55+.**

Similarly, **33% of respondents with less than a Bac think it should be the top priority, compared to 39% of those that hold titles higher than a Bac.**



37%

Cut global emissions by 50% in the next 10 years and reach net zero by 2050



21%

Encourage cooperation between governments, private companies and civil society to tackle climate change



17%

Adopt measures to help countries and people affected by climate change to adapt



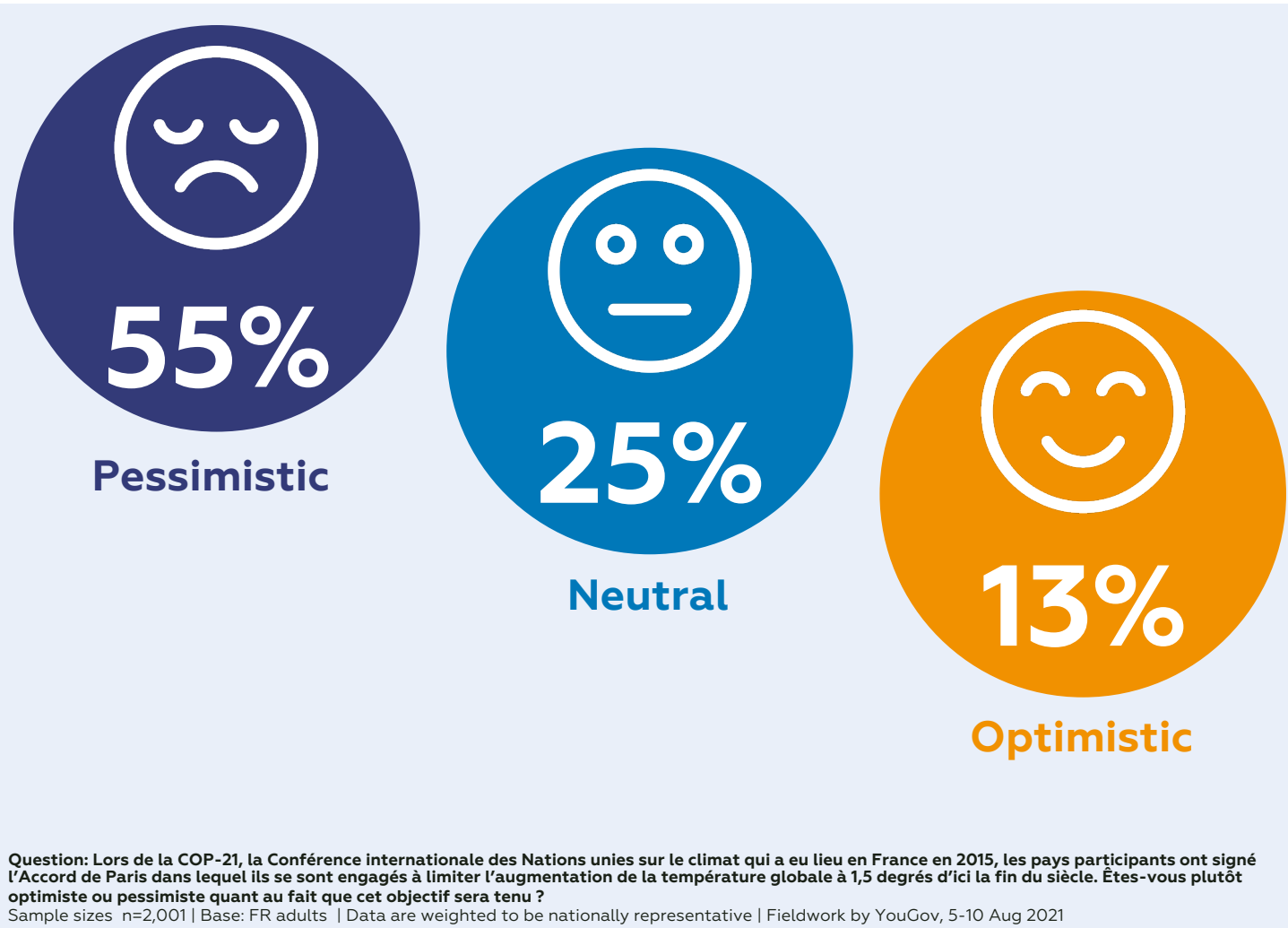
13%

Increase financing from developed countries and private companies to tackle climate change worldwide

Question: La prochaine Conférence internationale sur les changements climatiques des Nations unies (COP-26) aura lieu au Royaume Uni en novembre 2021. A cette occasion, les pays vont devoir discuter des mesures à prendre pour limiter le réchauffement climatique à moins de 1,5 degrés à l'horizon 2100. Parmi les propositions suivantes, veuillez classer la première, la seconde, la troisième, puis la quatrième priorité la plus importante selon vous.
Sample sizes n=2,001 | Base: FR adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 5-10 Aug 2021



THE FRENCH PUBLIC IS PESSIMISTIC ABOUT MEETING THE PARIS AGREEMENT TARGETS



The majority of French respondents in our survey are not optimistic we will reach the zero-emission target agreed in the Paris Agreement by 2050.

Pessimism is especially high for older and younger respondents. **53% of those aged 18-24% say they are pessimistic, compared to 46% of those aged 25-34, 52% of those aged 35-54 and 61% of those aged 55+.**

By far, the most pessimistic demographic group is respondents who hold an education title **higher than Bac: 62% of them are pessimistic** about our chance to stop CO2 emissions.

Question: Lors de la COP-21, la Conférence internationale des Nations unies sur le climat qui a eu lieu en France en 2015, les pays participants ont signé l'Accord de Paris dans lequel ils se sont engagés à limiter l'augmentation de la température globale à 1,5 degrés d'ici la fin du siècle. Êtes-vous plutôt optimiste ou pessimiste quant au fait que cet objectif sera tenu ?

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KEY INSIGHTS

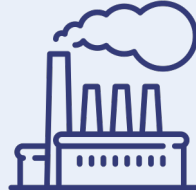


73%

think the government should do more to fight climate change

The vast majority agrees: it's time for action against climate change in France.

Women are particularly keen to see more work done by the government (77% think they should do more), and surprisingly there's no rift between electors of Macron (75%) and Le Pen (71%).



37%

think that the top priority at COP26 should be to reach net zero by 2050

Mitigation remains the key issue from the public, leaving adaptation, cooperation and financing as the lesser points of interest for COP26.

Older (41%), and more educated respondents (39%), are even more likely to think mitigation should be our top priority.



55%

feel pessimistic about us reaching our 2050 goal

In tandem with clear public demand for further action to tackle climate change, French respondents feel like our chance to achieve the Paris targets in 2050 are slim.

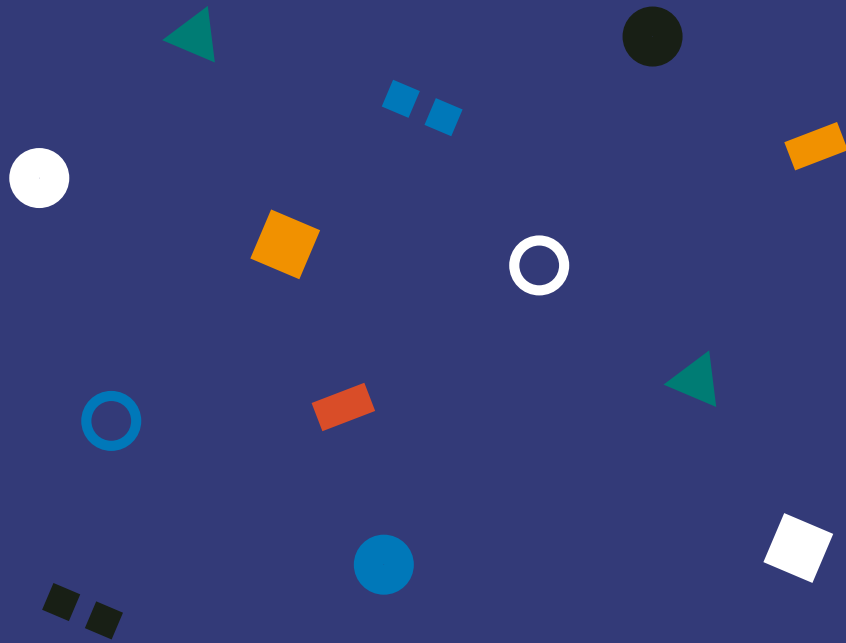
Older (61%), younger (53%) and more educated (62%) respondents are the most pessimistic groups among all French respondents.



APPENDIX



How does the French
public view development
NGOs?



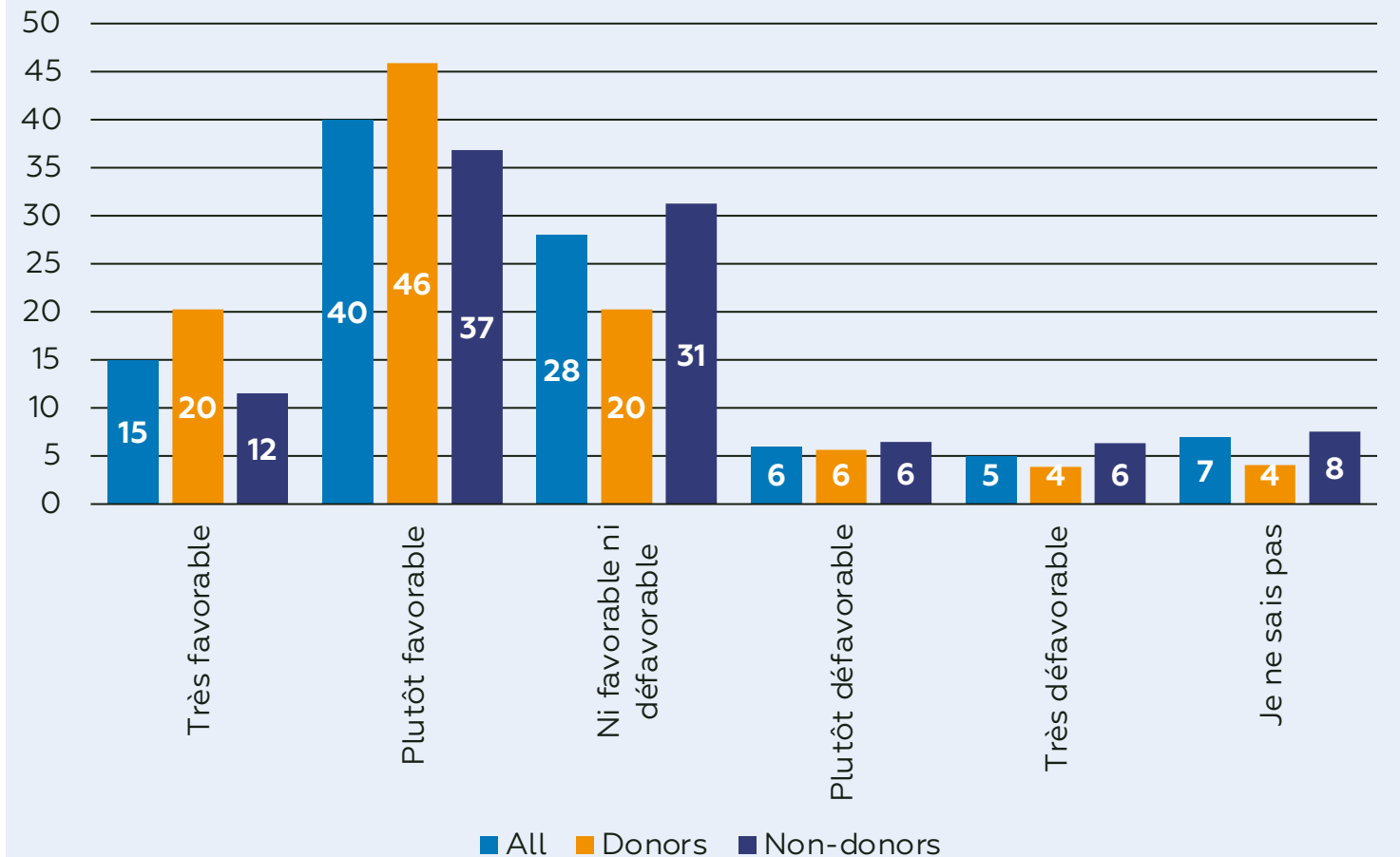
DONORS HAVE MORE FAVOURABLE VIEWS OF NGOs ON BALANCE



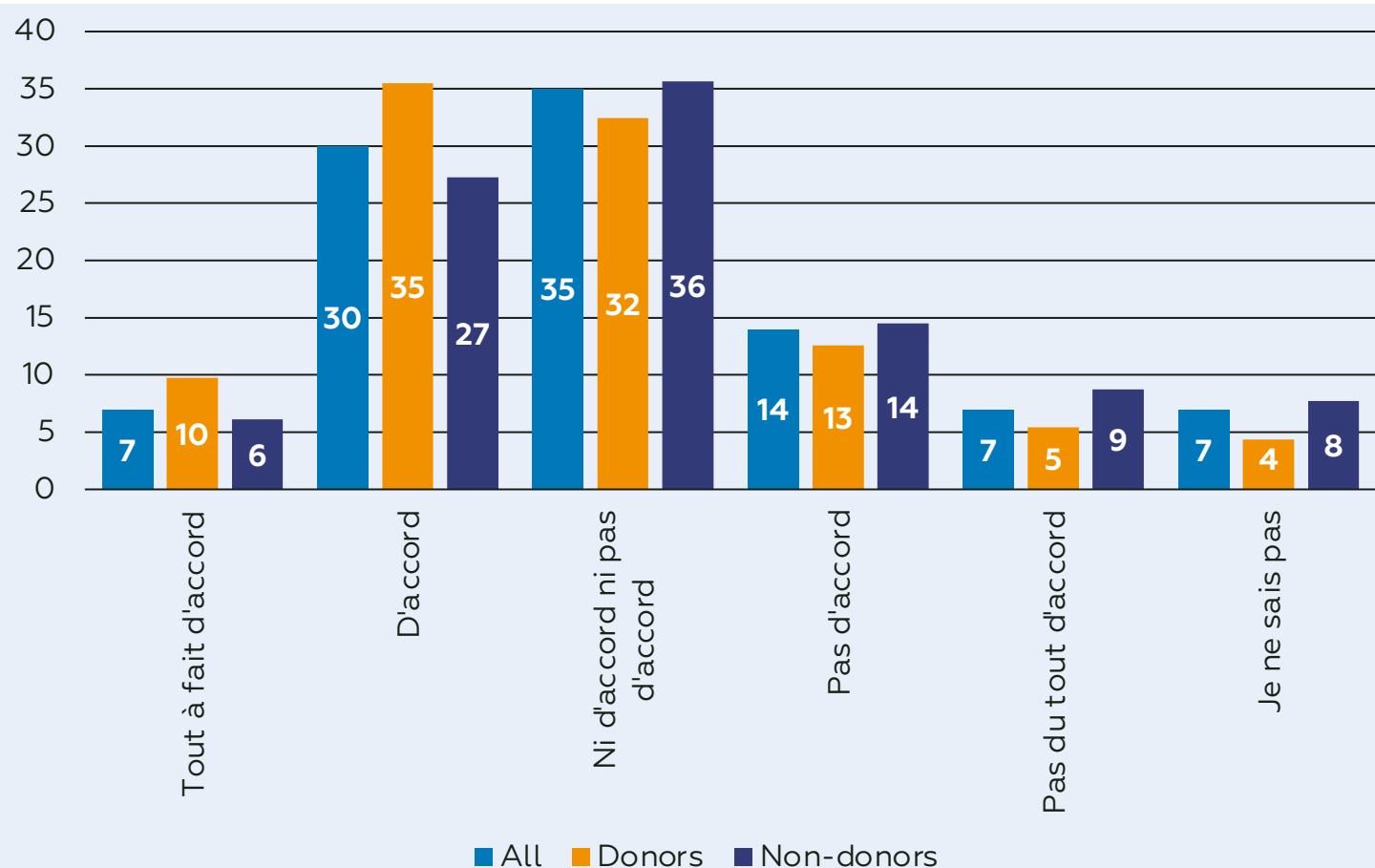
55%

have favourable views about NGOs and charities working in developing countries

- Donors to NGOs are statistically more likely to have positive views of NGOs, and are much less likely to be indifferent.
- Among those who have negative views, there are little differences among donors and non-donors, suggesting negative views are determined by other factors.



VIEWS ON EFFICACY BY DONORS & NON-DONORS



37%

agree that NGOs or international charities can make a difference about global inequalities

- Donors are more likely to say development NGOs can be effective at reducing global inequalities than non-donors.

Question: Veuillez indiquer dans quelle mesure vous êtes en accord ou en désaccord avec la phrase suivante : « les ONG ou les organisations de solidarité internationale qui interviennent dans les pays en développement sont en mesure de contribuer à lutter efficacement contre les inégalités à l'échelle du monde »

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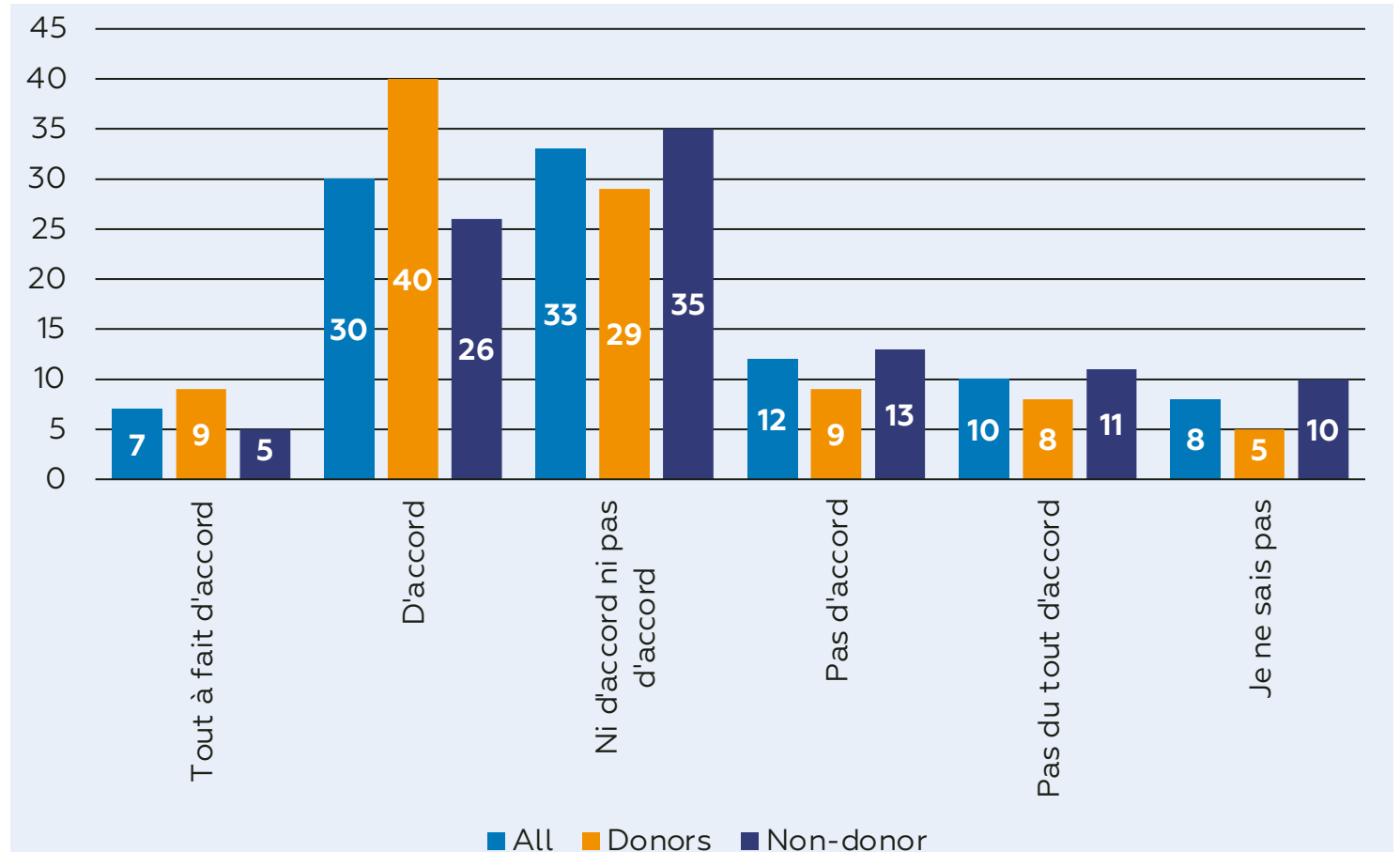
NON-DONORS ARE MORE UNDECIDED



37%

say NGOs and charities are being honest when they say donations can save a child's life

- Non-donors are far more likely to be unmoved by the statement, saying they neither agree nor disagree with the statement that donations can save a child's life.



DATA AND USE

DATA

The data for this deck come from the DEL France Sandbox, July 2021 (n=2,001). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 5-10 August 2021.

USE

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

CITATION

Morini, P., Hudson, J., 2021. *France Sandbox, July 2021: NGOs perceptions and attitudes to climate change towards COP26*. London: Development Engagement Lab.



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The Development Engagement Lab (DEL) is a five-year study of public attitudes and engagement with global development in France, Germany, Great Britain, and the United States (2018-2023).

DEL is a partner focussed research programme, convening and co-producing research and insights with over 30 international development NGOs and government agencies to understand the drivers of engagement and inform development communications.

Fieldwork is carried out by YouGov and surveys are weighted to be a nationally representative of the adult population. DEL is funded by the Bill & Melinda Gates Foundation and led by Professor Jennifer Hudson (University College London) and Professor David Hudson (University of Birmingham).

The **Development Engagement Lab**

(Aid Attitudes Tracker Phase 2) has three goals:

1. Co-production of an evidence base for development campaigning
2. Enabling collaboration across the sector
3. Increasing advocacy capacity through the sharing of research and strategic insights

You can find out more information about DEL research at www.developmentcompass.org, follow us on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab) or by contacting del@ucl.ac.uk.

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