

# THE MILLENNIAL DIALOGUE

FRANCE



# METHODOLOGY

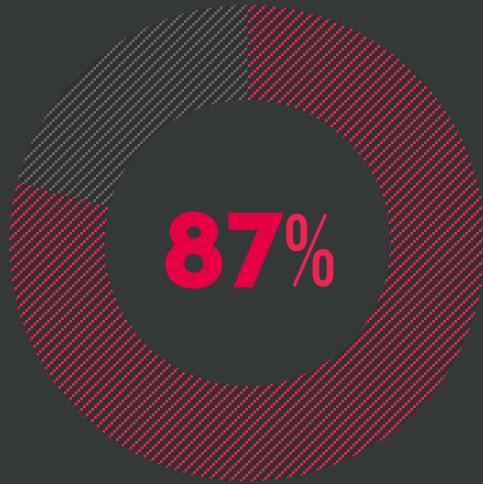
*AudienceNet conducted an initial online survey amongst 1,075 (weighted total 1,004) 15-34 year old French residents and a week-long, moderated, online dialogue with 40 French millennials, segmented as follows: those very interested in politics, those fairly interested, not that interested and not at all interested.*

*The sample was recruited to be nationally representative of all French millennials in terms of: age; geographical region; household income and educational attainment levels. The online community and survey were carried out in January - February 2015.*

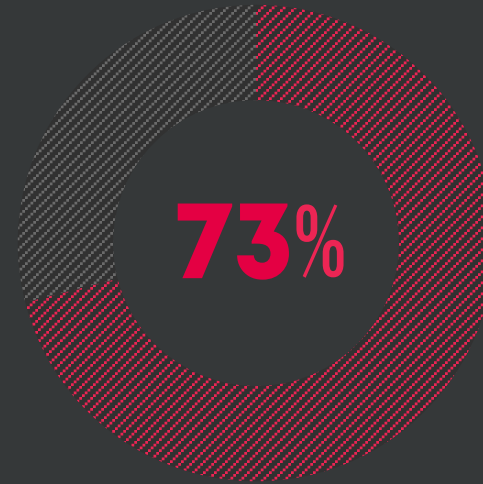
# INTEREST & ENGAGEMENT WITH POLITICS



# YOUNG PEOPLE IN FRANCE ARE GENERALLY HAPPY AND OPTIMISTIC...

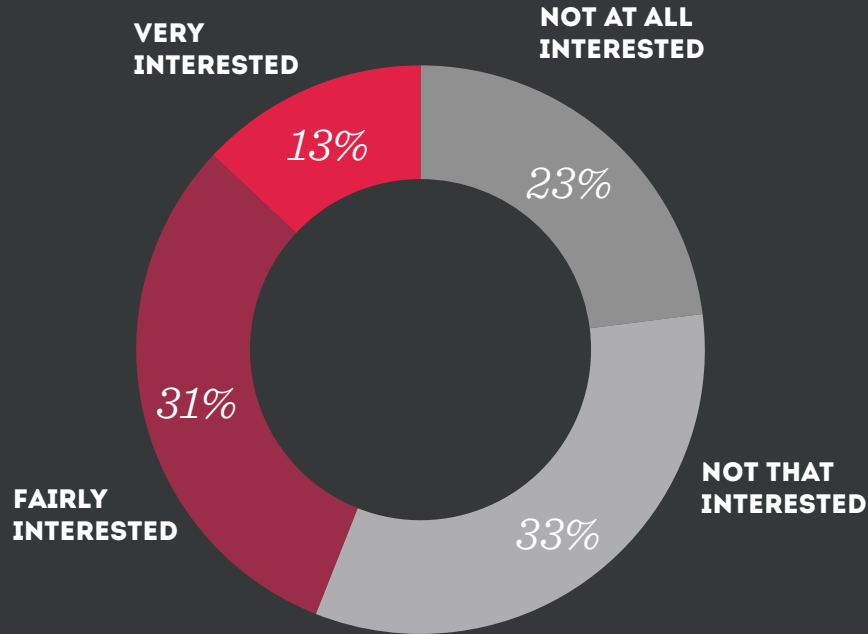


*Are generally happy  
with their lives*



*Are optimistic about  
their future*

# ...BUT NOT INTERESTED IN POLITICS

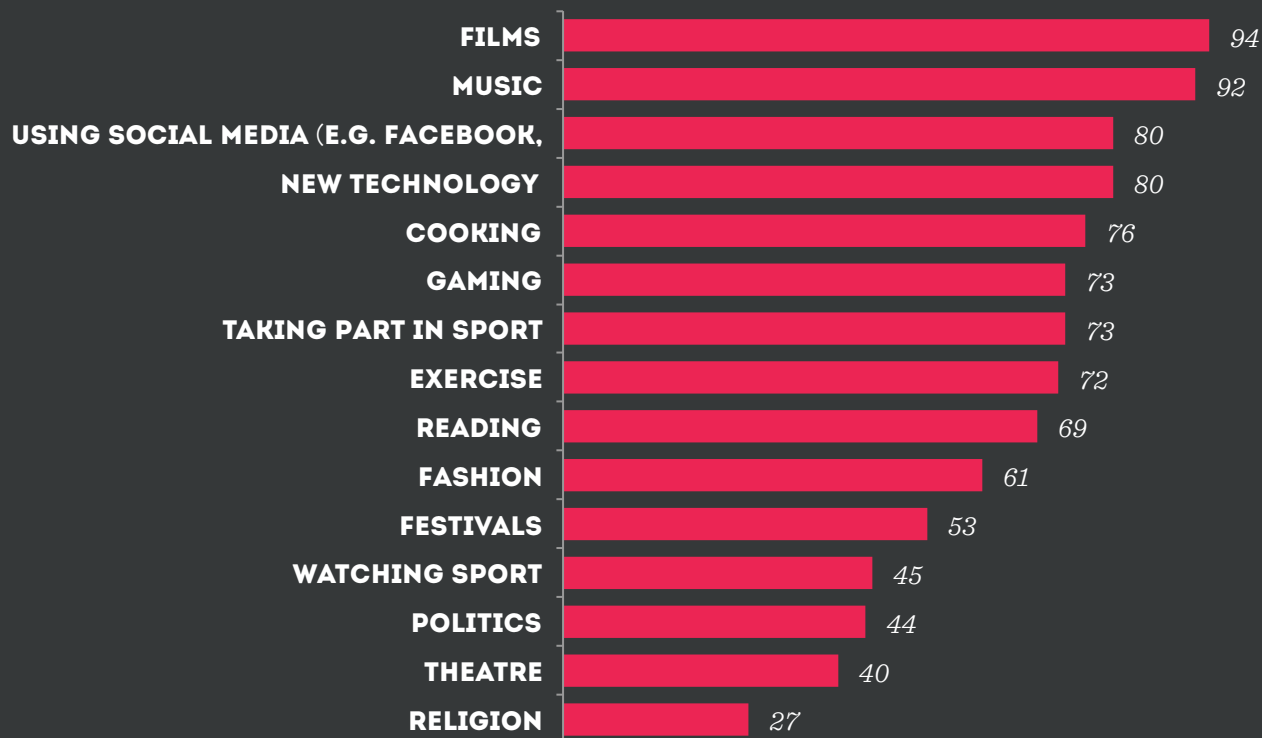


**13%**

*said they were “very interested” in politics*

# MUSIC & FILM TOP THE LIST OF INTERESTS

*(Net %: very interested / fairly interested)*



# TAKING AN INTEREST IN POLITICS IS ALSO NOT SEEN AS BEING IMPORTANT

*(Rank in order of importance)*

1 BEING HAPPY

---

2 BEING IN GOOD HEALTH

---

3 BEING FREE TO DO AND SAY WHAT I WANT

---

4 HAVING LEISURE TIME

---

5 BEING SUCCESSFUL

---

6 SPENDING TIME WITH FAMILY

---

7 SPENDING TIME WITH FRIENDS

---

8 MAKING MONEY

---

9 HELPING OTHERS

---

10 EQUALITY IN SOCIETY

---

11 THE WELL-BEING OF SOCIETY IN GENERAL

---

12 TAKING AN INTEREST IN MUSIC

---

13 HAVING MY VOICE HEARD

---

14 CONTRIBUTING TO SOCIETY

---

15 BEING INVOLVED WITH MY LOCAL COMMUNITY

---

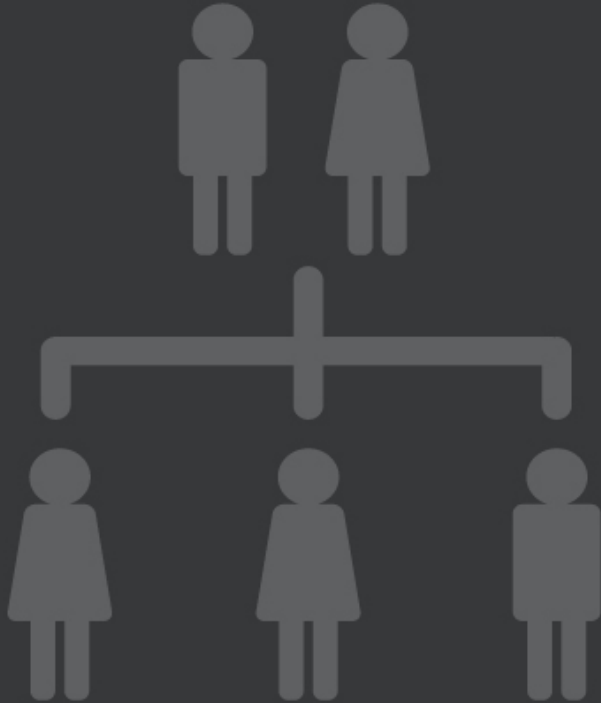
16 BEING CONNECTED TO FRIENDS VIA SOCIAL MEDIA

---

17 TAKING AN INTEREST IN POLITICS

---

# GENERATION GAP



**57%**

**FEEL THAT THEIR GENERATION  
IS LESS INTERESTED IN  
POLITICS THAN THEIR  
PARENTS' OR  
GRANDPARENTS' GENERATION**

**14% THINK THE REVERSE**



# WHY ARE SO FEW YOUNG PEOPLE INTERESTED IN POLITICS?

Young French people expressed a low level of interest in politics, many said this was due to feeling like they had no influence on politics and no actions were taken by politicians.

*“I’m not that interested. I don’t understand the stakes in current politics. I think voting should be compulsory for everyone, this way we would take more interest or voting cards should be automatically sent to every citizen.”*

*“Everyone wants to be the leader, but no one acts as they should. Only promises and very few real actions. This is why the youth is not very interested in politics nowadays. I hardly ever talk politics with my peers, as it is a sensitive subject.”*

*“Politics would be interesting if there was more transparency.*

*“If the actions of politicians had concrete results on the youth’s everyday life, they would take more interest in politics. Today politicians don’t do anything which could interest the young generation.”*

*“Taking an interest in politics is important and even necessary when you live in a society. Very few young people are interested in politics because it does not impact them. Maybe when they start paying taxes, they will listen to it more /pay more attention. I will never reveal my political opinions on social media. Why do it? What’s the point? Everybody thinks what they want.”*

# WHY ARE SO FEW YOUNG PEOPLE INTERESTED IN POLITICS? CONT.

Others said they thought politics and politicians were too focused on power and their own egos, which made politics uninteresting to them.

*“It is pure egoism coming from politicians. No wonder they lose votes or the new generation is so unengaged.”*

*“For me today’s politics is more elitist than before. Unless you start taking interest it is difficult to understand the stakes of the different parties. The young people who were never interested in politics, will struggle if they decide to start following politics. I don’t share my political opinions on Facebook because I don’t share much on Facebook. I use it mainly to chat.”*

*“Simply because politicians put their career first before thinking of the future of France and future generations. I never share my political views on social media. It is a personal opinion. I don’t need to talk about it to anyone. If the topic comes up, I share my opinion.”*

*“I have no interest in politics at all. They only act for their own interest while they pretend acting for the people. There must be some measures taken in order to improve things but I doubt these measure were taken after the people have been consulted. They’ve only made decisions after talking between themselves. As a citizen our only way to act is to vote. Vote among parties and political programs we don’t know anything about and which serve common interests. The young people are not interested in politics simply because politicians are not interested in them.”*

# TAKING PART

6% said that they have attended a political meeting and 22% said that they have taken part in a protest/demonstration

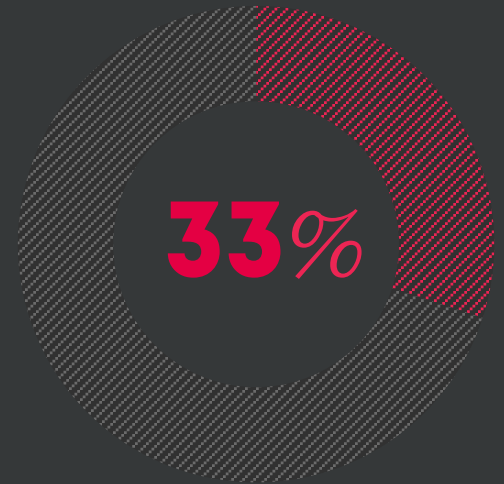
6%

Take part in  
*political meetings*

22%

Take part in  
*protests/demonstrations*

This compares to 11% who  
take part in *religious  
meetings/events* and...



who take part in *team  
sports*



# POLITICIANS CONNECTING WITH YOUNG PEOPLE

17%

**FELT CONFIDENT THAT THEY  
AND THEIR PEERS COULD  
MAKE THEMSELVES HEARD**

51%

**THINK VERY FEW, IF ANY,  
POLITICIANS ENCOURAGE  
YOUNG PEOPLE TO GET  
INVOLVED IN POLITICS**

# % AGREEING WITH STATEMENTS

*74% of French millennials think their views are largely ignored by politicians*

**THE VIEWS OF YOUNG PEOPLE ARE LARGELY IGNORED BY MOST POLITICIANS**

**74%**

**MOST POLITICIANS ARE MORE CONCERNED WITH OLDER PEOPLE THAN YOUNGER PEOPLE**

**53%**

**MOST POLITICIANS WANT TO CONTROL AND RESTRICT YOUNG PEOPLE**

**49%**

**MOST POLITICIANS WANT THE BEST POSSIBLE FUTURE FOR YOUNG PEOPLE**

**33%**

**THE VIEWS OF YOUNG PEOPLE ARE GREATLY VALUED BY MOST POLITICIANS**

**20%**

**MOST POLITICIANS ARE MORE CONCERNED WITH YOUNGER PEOPLE THAN OLDER PEOPLE**

**19%**

# LOOKING TO THE FUTURE...



# FACTORS AFFECTING FUTURE QUALITY OF LIFE

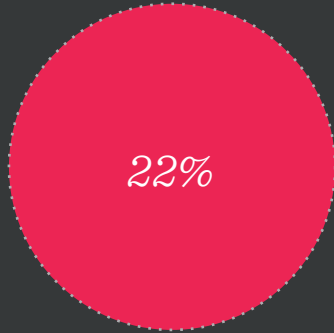
(‘Very big effect’ or ‘some effect’ %)



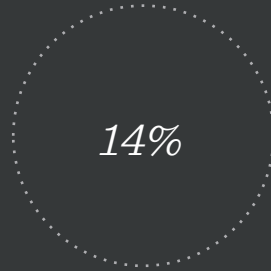
*Millennials think “The French economic situation” and “The state of the environment” will have the biggest affect on their future quality of life.*



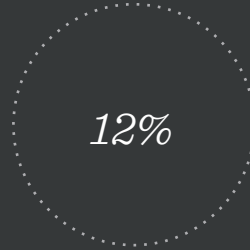
# WHAT WOULD THEY RATHER BE?



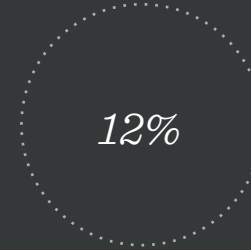
*Business owner  
or founder*



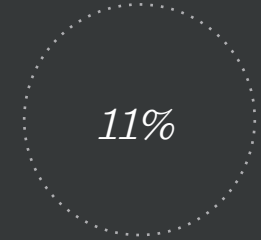
*Sportsman/  
Sportswoman*



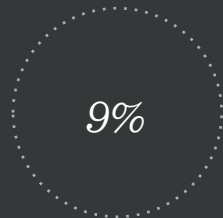
*Famous celebrity*



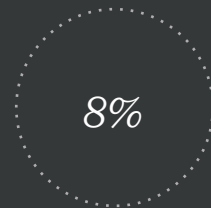
*Doctor*



*Research  
scientist*



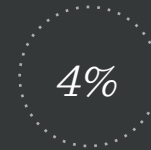
*Musician*



*Writer*



*Lawyer*



*Politician*



*Academic*



*Religious  
Leader*

# TIME TRAVEL ACTIVITY | THEIR OWN FUTURE

We asked the participants to imagine that they could travel 20-30 years in to the future and describe what they think their lives will be like. Not all young millennials were optimistic about their future, but most hoped to have started a family or be in work.

*“In 20/30 years time I hope to have worked in a company for a few years and saved enough money to become my own boss, to open a boutique hotel or guesthouse in the province.”*

*“I’d like to be married and have children, own a house.”*

*“My life in 20/30 years time will be amazing: a job I like and great personal life. I would have my own little place. I would be CFO of a big company.”*

*“I find hard to imagine myself in 20/30 years time, because in one year everything could change. I hope my children will become good people, they will be successful in life and will be healthy and me too.”*

*“In 30 year I see myself old and tired but still active/working.”*

*“I would love to live far away from Paris and its surroundings; I hope to live in Vendee with 3 children (I have already 2) and I would like to create my own company in the restaurant business, have a comfortable life financially without worrying about tomorrow.”*

# TIME TRAVEL ACTIVITY | FRANCE

When we asked what the country might be like in 20-30 years time, most thought the biggest changes would be on the environmental and technological fronts. As for the economic front, they did not foresee a decrease in unemployment.

*“I would like to live in an environmentally friendly world without pollution. In a fast growing economy. Live in security. I think I am dreaming. The world will be as polluted as now, still the same politicians and the same hope for less unemployment and more growth. I would like voting to be compulsory and for us to stop accepting more and more refugees otherwise it will end up like in Cologne over Christmas.”*

*“In an optimistic scenario: France won't have changed much economy wise. The country will be a reference in the new technologies, will still be a leader of the aviation and aerospace industries. The country will have become green and very environmentally friendly.”*

*“It is highly possible that the main changes will be due to the development of technology. These technological changes will generate human changes so changes in society therefore in politics.”*

*“I don't think France will have changed that much, but I'd like for people to be more open minded and respectful towards each other, more supportive whatever the religion, culture, ethnicity or sexual orientation ... Yes I know it sounds like a speech by Miss France. And I'd love more referendums because I would like to express my opinion on the choice of politicians not just not by voting for someone and I would like for my voice to make a real impact on the decisions which affect me as a citizen.”*

# TIME TRAVEL ACTIVITY | GOVERNMENT

When they were asked what the government would look like in 20 to 30 years, most thought that voting be compulsory and it will be possible to vote electronically from home. Some hoped that the political system would be more democratic and participatory.

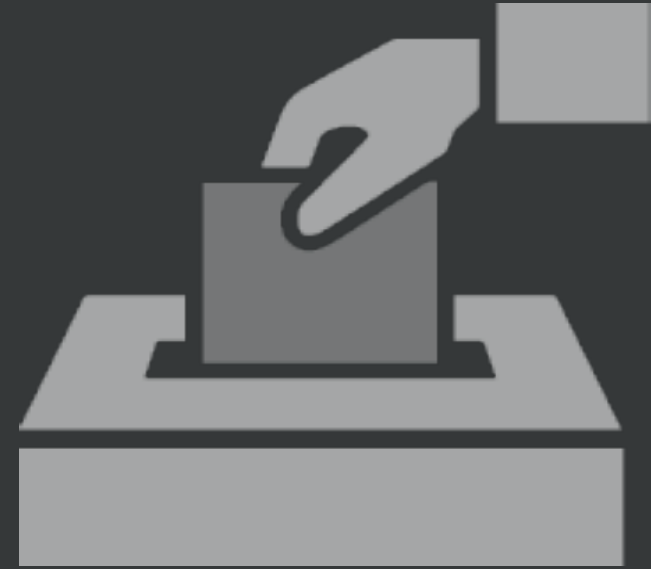
*“The government won’t be a one party government but made up of representatives from different political parties (left, right, centre) in accordance with the results of the presidential election. Voting will no longer a right but a duty subject to sanctions for people who don’t vote. You will be able to vote online and via your phone in a secured mode thanks to biometry for example.”*

*“In terms of politics the only positive point I can see is that thanks to the internet more people will vote, so it will impact the abstention rate in the elections positively.”*

*“I don’ see any progress with the elections process . The only change would be an equal number men/ women”*

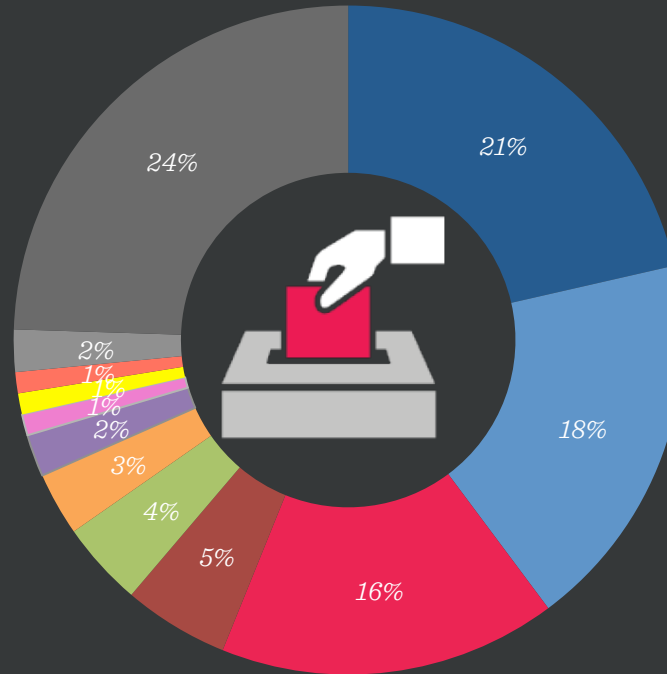
*“I hope France will be free and secure with a government doing everything for the French people, that really cares about us and our opinions. I hope elections won’t be rigged by money and power. A France independent from any European power and closed to foreigners.”*

**53% WOULD VOTE**  
**IF THERE WAS AN**  
**ELECTION**  
**TOMORROW**



# IF THERE WAS AN ELECTION TOMORROW...

*French millennials would vote for the National Front, the Republicans and the Socialist Party.*



- The National Front
- The Republicans
- The Socialist Party
- The Left Party
- Europe Ecology The Greens
- Democrat Movement
- Democrats and Independent Union
- The New Anticapitalist Party
- Ecologists!
- The French Communist Party
- Other
- Don't know/ not prepared to say

# KEY REASONS FOR NOT WANTING TO VOTE

1

**LACK OF TRUST IN  
POLITICIANS**

2

**NO PARTY  
REPRESENTS THEIR  
VIEWS**

3

**LACK OF SUPPORT  
THE CURRENT  
POLITICAL SYSTEM**

4

**PARTIES AND  
POLITICIANS ARE  
ALL THE SAME**

5

**DON'T LIKE ANY OF  
THE POLITICAL  
OPTIONS AVAILABLE**

# KEY FACTORS THAT MIGHT ENCOURAGE AN INTEREST IN VOTING

**#1**

**IF I TRUSTED  
POLITICIANS  
MORE**

**#2**

**IF POLITICIANS  
CARED MORE  
ABOUT YOUNGER  
PEOPLE**



# WHY POLITICIANS AREN'T TRUSTED

When we asked French millennials why they didn't trust politicians, the reasons given were that politicians break promises, are unclear in their way of communicating, are distant from the people and focus too much on power and their own careers.

*"I think we don't trust politics because the majority of politicians only think about their career. They are not in politics to help France and the French people. They have no convictions. How can you trust people who don't mean what they say and only care about their personal ambitions."*

*"A lot of young people don't trust politicians because no politician was able to prove he was trustworthy. France is in bad shape, young people can't find jobs and nobody helps them yet, during the elections we hear all candidates promising a reduction of unemployment. It is difficult for young people to find accommodation nowadays and yet we hear candidates saying that solutions will be found. And it seems it is getting worse and worse so why young people and anyone actually would trust these politicians?"*

*"A lot of young people like lots of adults don't trust politicians. They spend their time giving beautiful speeches but they never keep their promises. They only get what they deserve and should stop using people as puppets et really do something for France and not for themselves."*

# TRUSTWORTHY POLITICIANS?

Most French millennials had trouble finding politicians they trusted. Some said they trusted local and younger politicians more than others. Some of the politicians mentioned as trustworthy were; Emmanuel Macron, Manuel Valls, Jean-Marc Ayrault, Alain Juppé, Chantal Jouaanno, Jean-Christophe Lagarde and Elisabeth Guigou.

*“I am afraid I don’t trust any politicians. The less discredited are the mayors of cities which have been doing well for a long time (Ayrault, Jupe, Dupont Aignan).”*

*“The politicians I trust : Chantal Jouaanno, Jean-Christophe Lagarde, Elisabeth Guigou.”*

*“Politicians I trust: Alain JUpe, for his experience and his calm, Emmanuel Macron for his innovative ideas and Segolene Royal for her honesty and her determination in favour of ecology.”*

# BUILDING TRUST IN POLITICS

French millennials suggested that politicians hold meetings with young French people if they were to gain their trust, others said they should keep their promises and make their speeches easier to understand and less ideological.

*“It is necessary to stop the intellectual speeches which confuse people and talk in a simpler way by saying real and simple things and simplifying complex notions.”*

*“They can improve their relationships with the young people very simply by taking concrete actions with concrete and real results.”*

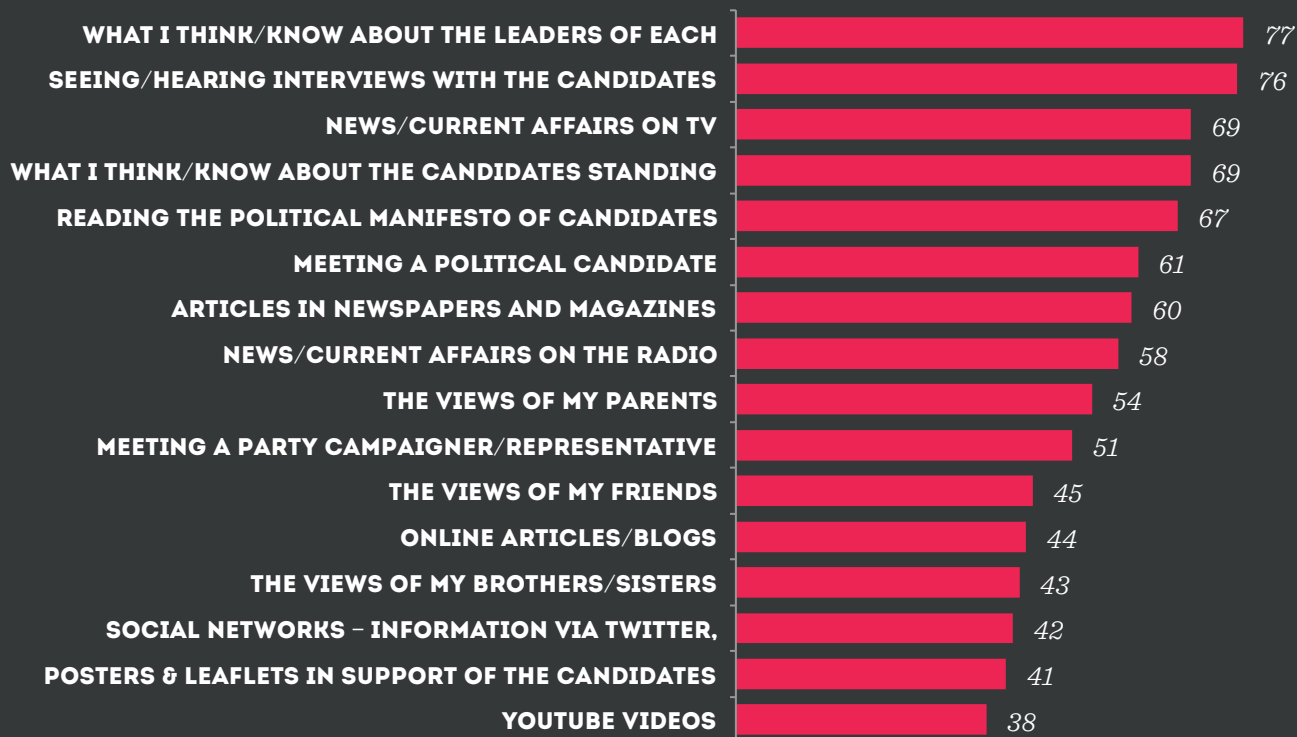
*“To improve the relationships, politicians need to listen to the young people more followed by specific actions otherwise this is not about to change.”*

*“In order to restore trust, they should start by making decisions which improve social justice and really support people and not the companies in order for them to hire, which they never do.”*

*“To earn trust their actions must match what they say. They need to be coherent..”*

# FACTORS CONTRIBUTING TO VOTING DECISION

(% 'Great Extent' or 'Some Extent')



*Knowledge about individual candidates is most important for French millennials when choosing how to cast their vote*

# STARTING A POLITICAL CAMPAIGN

We asked French millennials which issues they would focus on, how they would communicate their messages and what they would do differently to other political campaigns if they were to start their own campaign. They would focus on a couple of issues, consult the people and be honest in their messaging.

*“Problems to highlight will be unemployment and security. In order to stand out I would do like for science: present something which can be explained/ proven, which has a logic. In order to make people participate I would offer them to share their ideas so that they can be actors and not just spectators.”*

*“I would focus on a better wealth distribution. I don’t know anything about campaigns about my goal would be to discuss with as many people as possible in order to know what they think, make them understand my point of view and my program while taking their comments into consideration. To inform I would use leaflets and posters, rather classical ones. I would also post on social media.”*

*“I would highlight the problems of unemployment and the purchasing power. Ideally I will be honest. I don’t know enough about politics to know exactly what I could do. In terms of communication I would take part in debates on TV and on the radio and I would try to meet popular celebrities, who the French people feel close to, like stand up comedians. I would be honest, I would explain what is not possible to do instead of lying. Afterwards it will be up to the French people to decide if they are happy with my ways of doing things.”*

# CREATE A CAMPAIGN POSTER

French millennials had mixed views about what they would put on their campaign poster. Some would show positive pictures whilst other would show more negative images and call for change. Millennials would use images and simple language in order to connect with people.

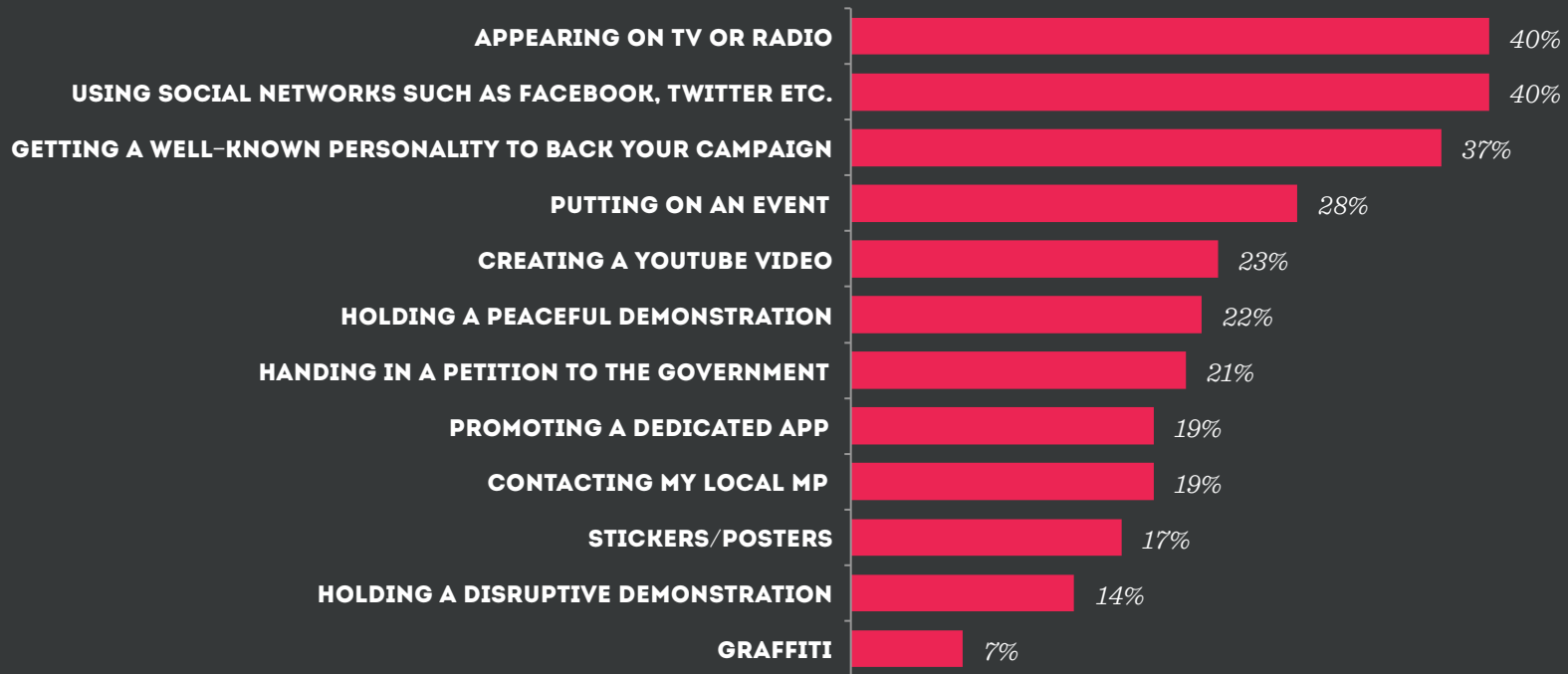
*“My campaign title would be “Together for France”. I would use simple words and a simple tone, easy for everyone to understand. I would try to talk about most of the political themes (like the economy for example). I would use images with lots of people on, rather than a poster showing just the candidate in the foreground with landscape in the background.”*

*“An image which does not seem like propaganda. A shocking image which would show the worst parts of our society. The person whom will point out this problem shows that he will deal with it because this is something he feels strongly about, so strongly that he dedicated his poster to it rather than using a nice image of himself with nice words which will be ignored).”*

*“Title of the campaign would be: “For tomorrow, the future!”. The aim is to highlight the progress compared to the period preceding the election. The language used would be common, avoiding difficult words that are hard to understand for the average person. On the campaign poster I would not feature a photo of the candidate. You vote for the ideas of a candidate, not his face. To convince the young generation I would highlight sentences used by other young people on the poster.”*

# MEANS THEY WOULD USE TO START A POLITICAL CAMPAIGN (‘extremely useful’ %)

If they were to start their own campaign French millennials would use traditional campaigning methods, but also use social media and apps



# PREFERRED MESSAGE FOR ENCOURAGING MORE YOUNGER PEOPLE TO VOTE...

52%

“  
*Younger people need to vote - it's their future*

”

22%

“  
*Voting really does make a difference*

”

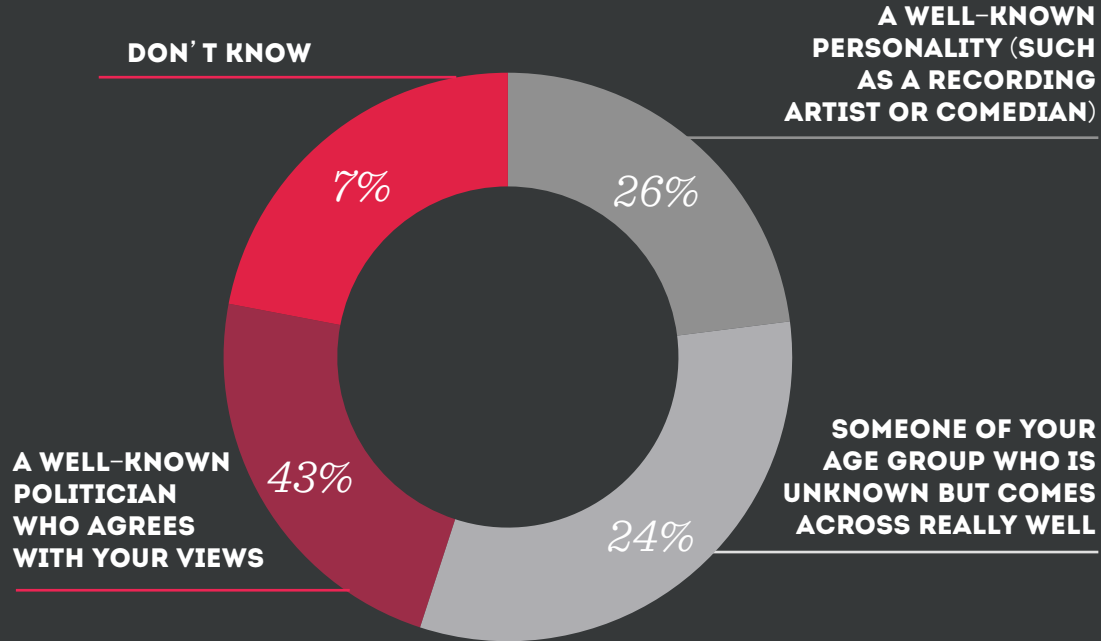
26%

“  
*Voting is your responsibility*

”



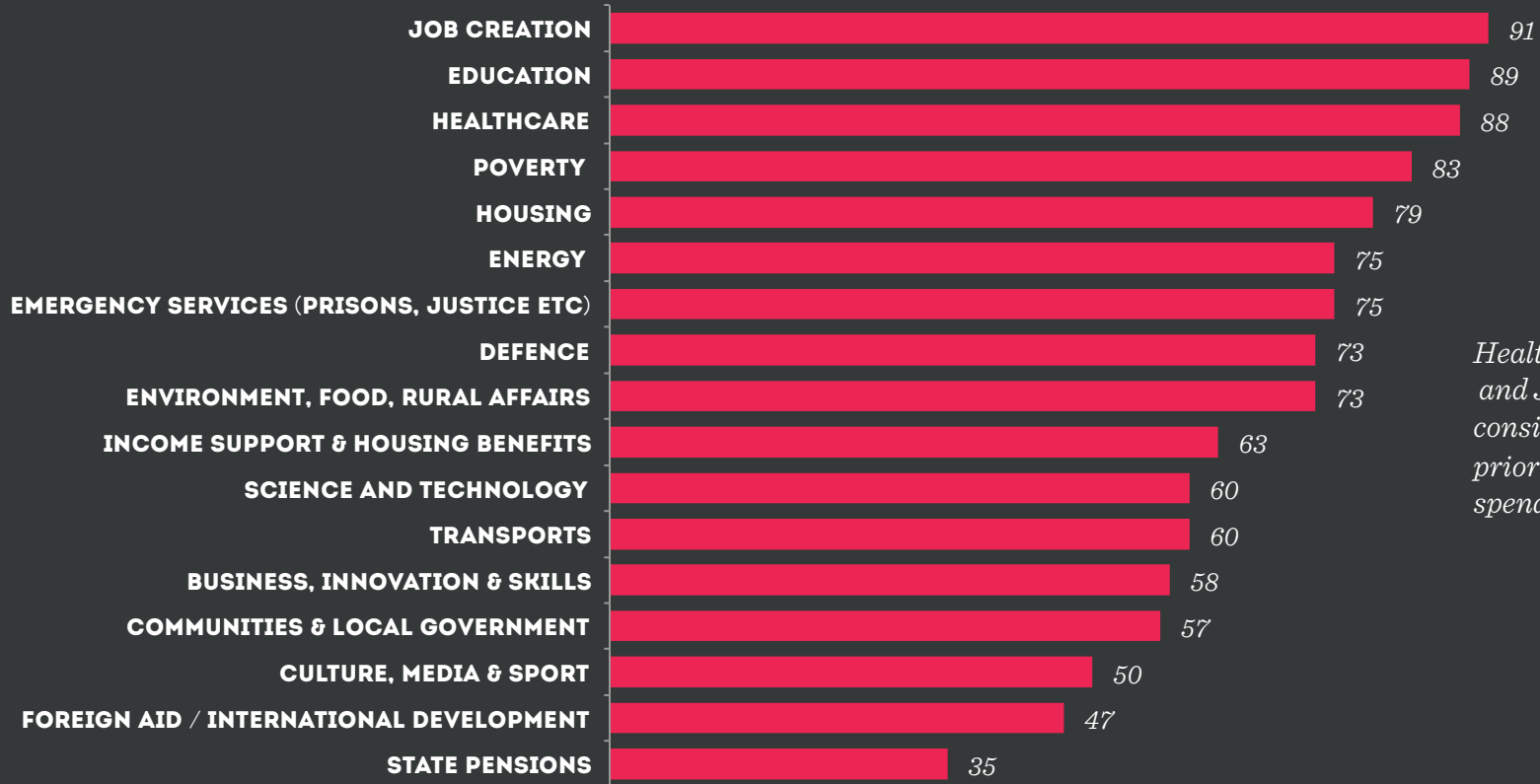
# WHO SHOULD RUN THE CAMPAIGN?



# THE ISSUES THAT MATTER



# HIGH PRIORITY FOR PUBLIC SPENDING (%)



*Healthcare, Education and Job Creation were considered to be the top priorities for government spending.*

# WHAT SHOULD POLITICIANS WORK TOWARDS? (%)

## TO WHAT EXTENT DO THEY DELIVER ON THE FOLLOWING? (%)





86%

---

**BELIEVED IN THE  
IMPORTANCE OF EQUALITY  
IN GENDER IN SOCIETY**

---



87%

---

**BELIEVED IN THE  
IMPORTANCE OF EQUALITY  
IN SEXUAL –ORIENTATION IN  
SOCIETY**

---

# THE ISSUES THAT MATTER

When asked which issues elected representatives should focus on, the key issues French millennials thought they should focus on was unemployment, benefits and economic insecurity.

*“Many people I know don’t want to look for jobs because they get enough in benefits to get by without working and sometimes they go and cry a bit and get a few restaurant vouchers. My husband and I decided to buy a flat and to help with it we hired a broker . After studying our request she said we won’t be able to buy if I carried on working. Then I took a parental leave for 3 years to benefit from the aids then we did get the funding to buy our flat.”*

*“There are too many benefits in France. A lot of people come to France to take advantage of the system. The politicians need to tackle this, but never do anything. They act in their own interest not the people’s interest.”*

*“The elected representatives should focus on unemployment . Although they are already working on it there has been no results yet. . It is much more advantageous to be unemployed than to work at the moment. My friends and I have no problems ,really, except finding internships, trying to be successful in our studies, going out and having fun. I don’t think I can do anything to decrease unemployment rates, it is up to the companies and mainly the politicians to find solutions.”*

# POLITICIANS / POLITICAL PARTIES



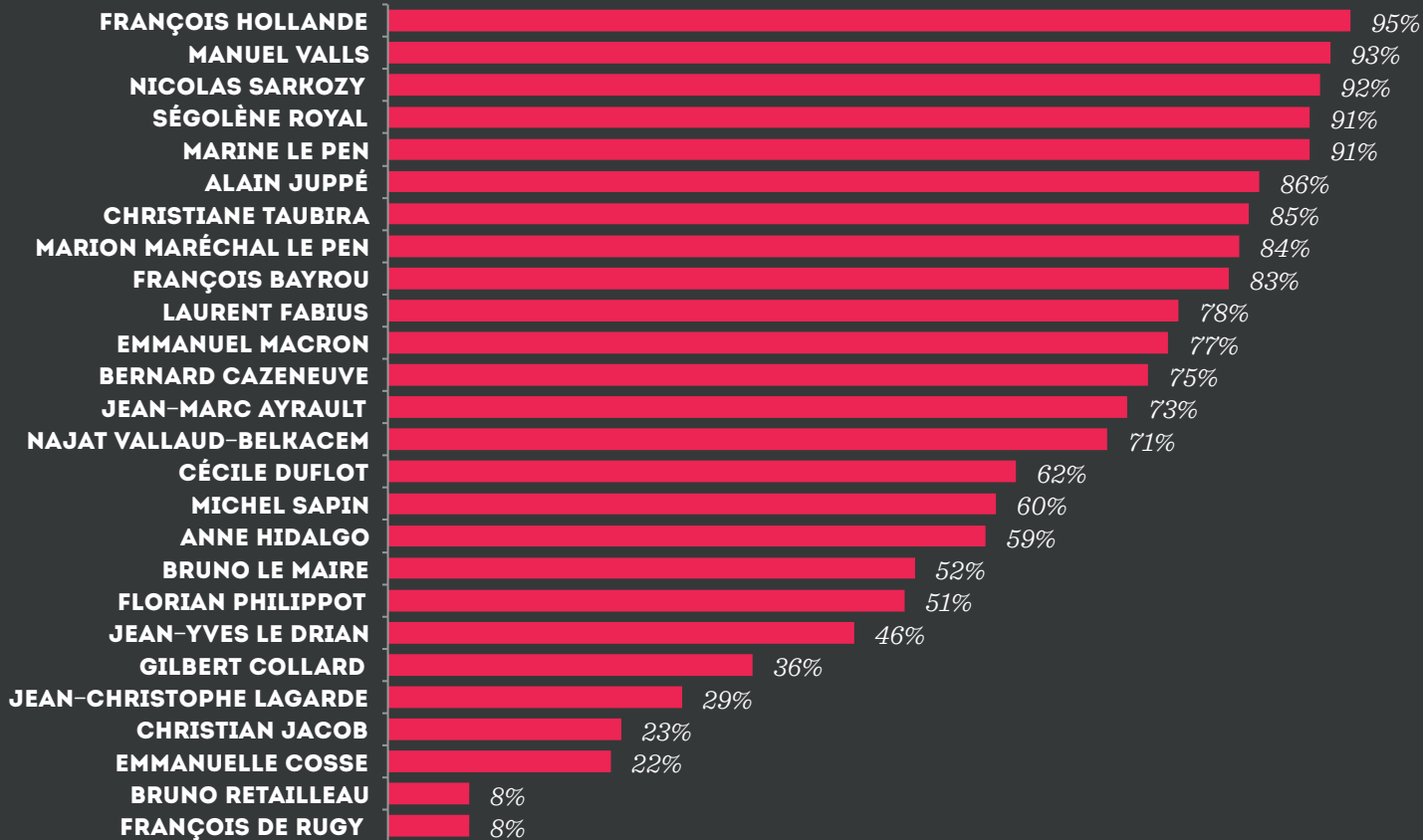


# AWARENESS OF POLITICAL PARTIES

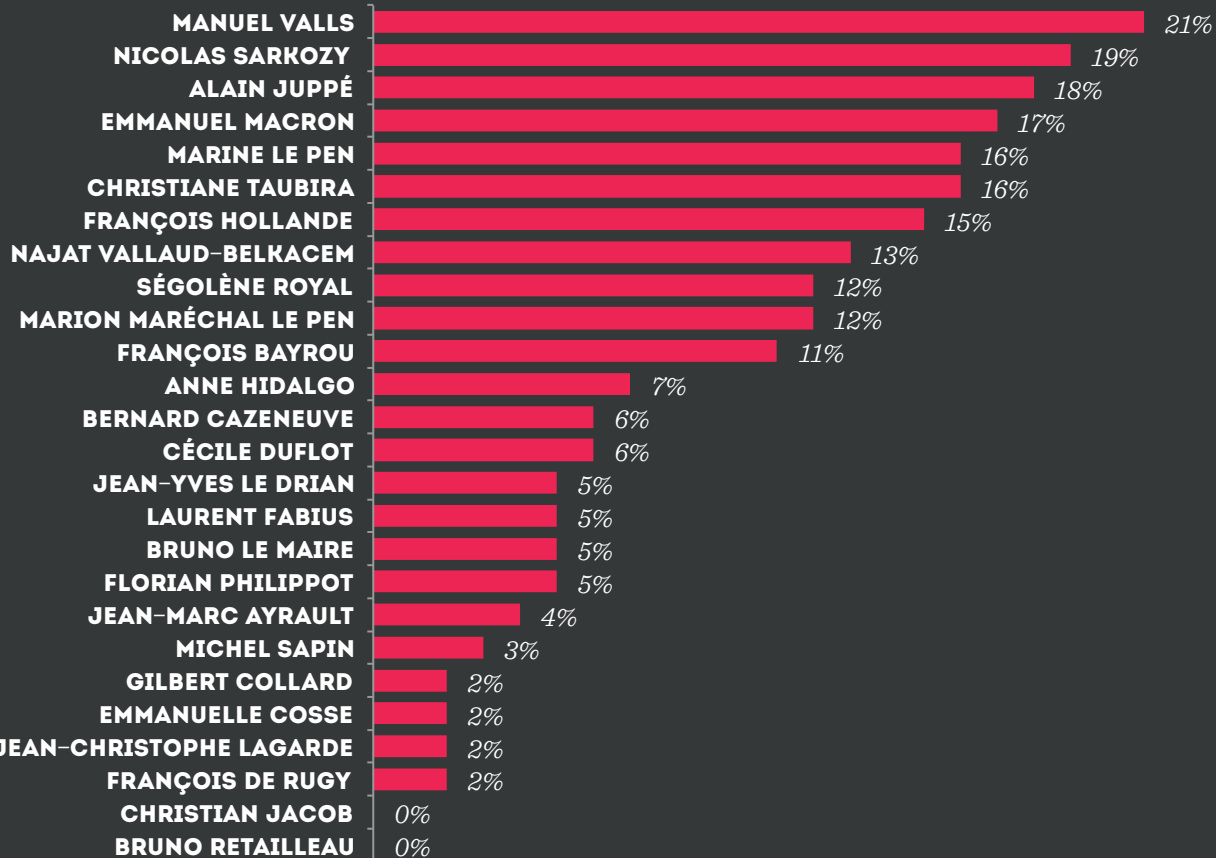


**AWARENESS OF THE MAIN POLITICAL PARTIES WAS  
RELATIVELY HIGH**

# AWARENESS OF POLITICIANS (%)



# PROPORTION WHO LIKE EACH POLITICIAN



*Manuel Valls and Nicolas Sarkozy were the most popular politicians amongst millennials*

# WRITE A LETTER TO YOUR LOCAL MP

*Dear X,*

*In your program you mentioned that you would place the well-being of your citizens at the centre of your concerns. I am contacting you about a problem I am currently experiencing and which affects a majority of young parents in our community. Combining work and family life has become nearly impossible because there is not enough places available in nurseries. This affects a lot the young parents who are working. In the name of our future citizens, please could you increase the number of places in nurseries by financing new structures and by developing the recruitment and the aids in this area.*

*Thank you in advance for your attention.*

*A citizen who has faith in you.*

# DO THEY THINK MPS LISTEN WHEN THEY CONTACT THEM?

When we asked if participants had contacted a politician before, some said they had contacted their MP but had received either a generic answer or received no response at all. Others didn't want to contact politicians, as they did not expect to gain anything from it.

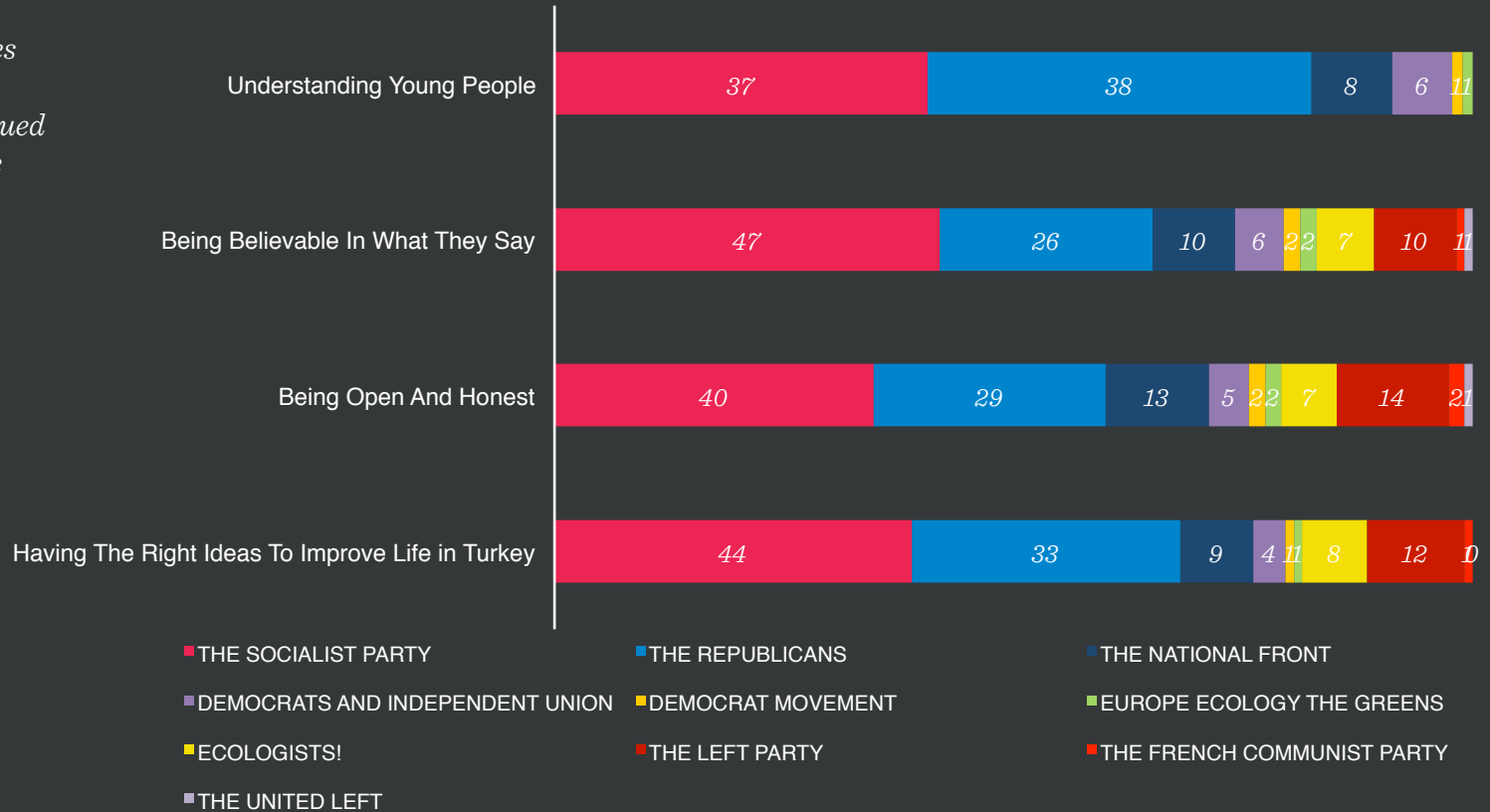
*“No, I never contacted or tired to contact a local representative or MP. I don't know what I would put in the letter, it will depend on the situation, the circumstances which led me to write to them. In any case, I doubt they would read the letter themselves.”*

*“I've never written to my MP because frankly, I think it is a waste of time given how long he/she takes to do his/her job. I think they don't even read the letters we sent. If I was going to send a letter it would be to give my opinion et make political suggestions. But I don't think they pay attention to small French citizens like us. “*

*“I never contacted them. I did not do it because for the moment I don't feel the need and i think the results will be very limited. (Indeed I don't think I would get any answer).”*

# WHICH PARTY SCORES THE HIGHEST FOR...

*The Socialist and Republican parties scored highest for most qualities valued by younger people*



# IMPORTANT QUALITIES FOR AN ELECTED POLITICIAN (%)



# THE IDEAL CANDIDATE

We asked French millennials to describe what their ideal candidate would be like in terms of age, gender, personality etc. For most, gender was not of great importance, the age range that most millennials thought politicians should fall within was 30-50 years.

*"I don't think the sex of the candidate is important. Young (35-40 years old), would live in province and would be dressed normally. What the person does the week-end does not concern me. They would have had a wealth of different professional experiences and his understanding of the world would earn him lots of respect / appreciation. They could volunteer with a charity. The weakness: not ambitious enough to run for presidency."*

*"Women or man equally between 40 and 50. It doesn't matter where they live. They have a classical / smart look without being quirky. Very cultured, very smart, a noble, human spirit but authoritative, not corrupted. On week-end he would practice martial arts and would listen music. His weakness: too much determination"*

*"The ideal political candidate man or woman regardless Aged 40 Lives anywhere except Paris because France is not just Paris Dress style suit no tie, smart casual Personality: charisma and humour During the week-end he/she dedicates his/her time to others This person will be appreciated for his /her honesty I would have so much trust in this person"*



# ELECTORAL REFORM



# WHAT WOULD ENCOURAGE MORE PEOPLE TO VOTE?

(%NET 'Very significantly encourage...' or 'Would go some way to encouraging...')

**FRENCH MILLENNIALS SHOW GREAT CONFIDENCE IN THE POWER OF CONNECTED TECHNOLOGY AND ONLINE VOTING TO INCREASE PARTICIPATION. THERE IS ALSO STRONG SUPPORT FOR EXTENDING THE LOCATIONS WHERE ONE CAN VOTE AND FOR PROLONGING ELECTIONS.**

*If it were possible to vote online via a secure app and/or website*



81%

*If it were possible to vote at a lot more places such as in shopping malls, libraries, voting stations on the street, on trains, at the airport etc.*



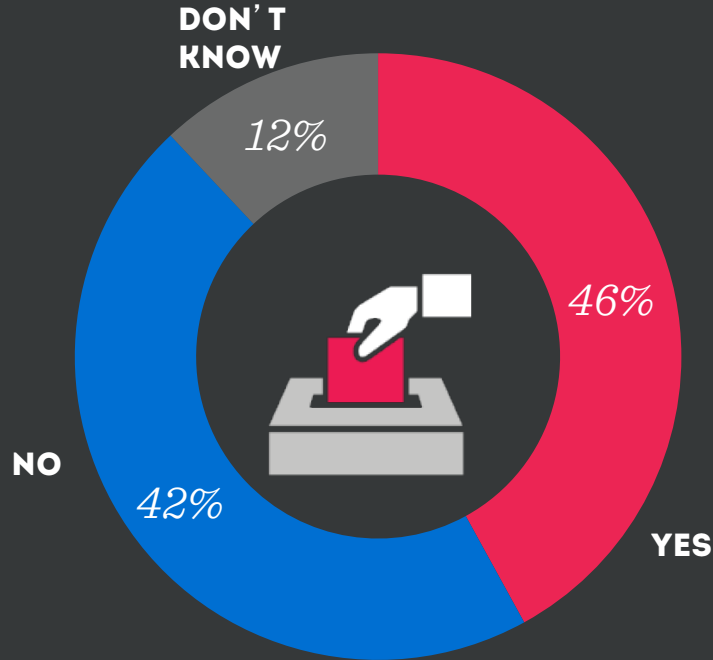
77%

*If it were possible to vote for a longer period of time i.e. several weeks or months in advance*



63%

# SHOULD IT BE MADE COMPULSORY TO VOTE?

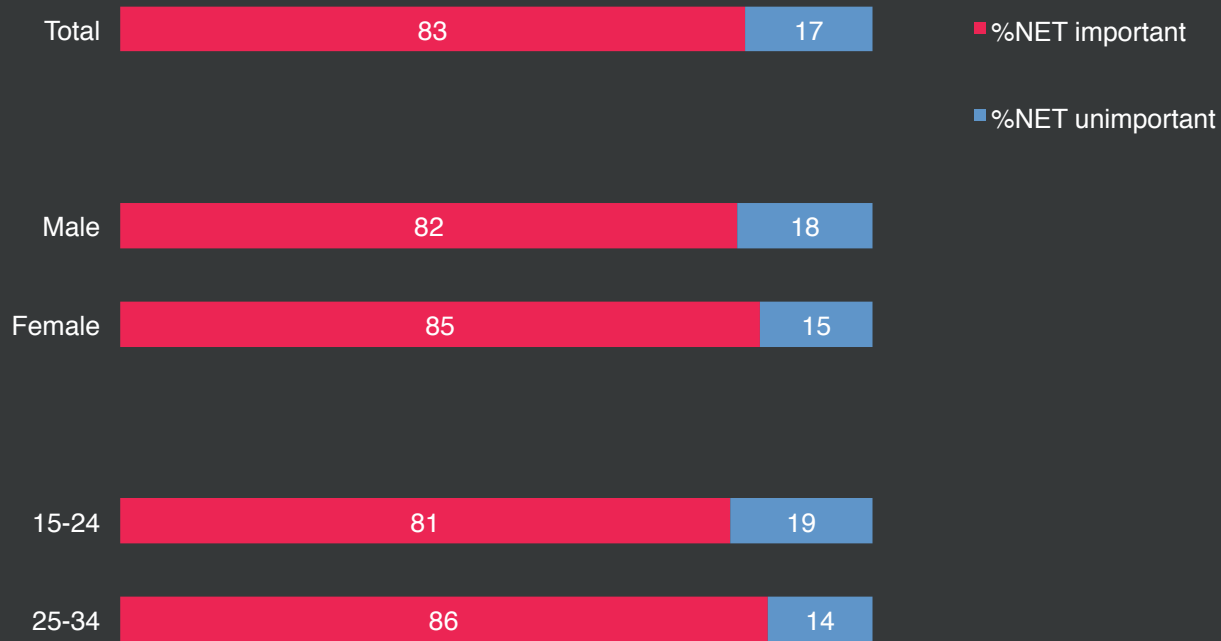


**51%**

*Of those who voted said it should be made compulsory to vote*

# DESCRIPTIVE DEMOGRAPHIC REPRESENTATION

*How important is it to you that elected representatives reflect the population in terms of age, gender, class, religion, race etc.?*



# WOMEN IN POLITICS

(% who agree with each statement)

**51% OF FRENCH MEN FEEL THAT THE GENDER BALANCE IN POLITICS IS 'ABOUT RIGHT', COMPARED TO 36% OF FRENCH WOMEN.**

