



Paris, October 24th, 2008

US Elections International Poll: Reasons for such a fervour for Barack Obama

A **Harris Interactive** exclusive poll, in partnership with the channel of international information FRANCE 24 and the *International Herald Tribune*

The latest **Harris Interactive / FRANCE 24 / *International Herald Tribune*** poll shows that a large majority of Europeans wish to see Barack Obama elected to the White House. Reasons that drive this preference are essentially his personality, the values he represents and his capacity for change from current U.S. politics.

Results to be released on October 24th, 2008 on FRANCE 24's "The Talk of Paris" and published in the *International Herald Tribune* of October, 24th 2008.

Methodology

The latest poll was conducted online by Harris Interactive, in partnership with FRANCE 24 and The International Herald Tribune, among a total of 6,276 adults (aged 16-64) within France, Germany, Great Britain, Spain and the United-States; and adults (aged 18-64) in Italy, from 1st to 13th October 2008. The data were weighted, where necessary, by age, gender, education, region and Internet usage to make it representative of the general population profile for each country. Propensity score weighting was applied to adjust for respondents' propensity to be online.

The poll explores a variety of issues, including:

- Interest in the US elections
- Preference for Barack Obama – John McCain : unequivocal results
- Barack Obama – John McCain : reasons for preference
- Barack Obama – John McCain : reasons for “non preference”
- The future President’s stakes
- What if a person of colour...
- What if a woman...

Please note that any communication of these results has to be made with technical elements such as: survey methodology, fieldwork dates, name of the agency, sample size.

INTEREST IN THE US ELECTIONS







Except for the British, only one-quarter of adults in the other 4 European countries say they are not interested in the US presidential elections. While a plurality of Germans says they are extremely or very interested, the numbers of those who show high interest is less in the other countries.

Not surprisingly, Americans show a higher level of interest, with over half saying they are extremely interested.

Compared to December 2007, these numbers really have not changed much.

How interested are you in the 2008 presidential election in the United States?

Base : All respondents

	 French	 German	 British	 Italian	 Spanish	 American
<i>Unweighted Base</i>	1,075	1,063	1,046	1,022	1,006	1,064
Extremely+ Very interested (4+5)	29%	44%	20%	31%	27%	79%
Extremely interested (4)	10%	17%	7%	11%	9%	56%
Very interested (3)	19%	27%	13%	20%	18%	23%
Somewhat interested (2)	46%	41%	34%	42%	45%	15%
Not interested (1)	25%	15%	47%	26%	28%	5%
Mean	2,1	2,5	1,8	2,2	2,1	3,3
Extremely + Very interested - December 2007	21%	37%	17%	26%	24%	68%

* : less than 0,5%

PREFERENCE FOR BARACK OBAMA – JOHN MCCAIN: UNEQUIVOCAL RESULTS







When asked which of the two American candidates they would like to see elected, Europeans overwhelmingly say Barack Obama. At least two-thirds of Italian, Spanish, and German adults say Obama compared to one in ten or less who say McCain.

French adults who have been particularly opposed to George W. Bush are even more pro-Obama, with John McCain only getting 1% of French adults saying they would want to see him elected! British support for Barack Obama is the smallest of the European countries as just under half say they would prefer to see him elected while one in ten would prefer to see John McCain elected.

The Americans, with much more of a stake in the elections, are more divided between the 2 candidates, with 42 percent saying they would want to see Barack Obama elected compared to 32 percent saying John McCain.

What candidate would you like to see elected?

Base : All respondents

						
<i>Unweighted Base</i>	1,075	1,063	1,046	1,022	1,006	1,064
Barack Obama	78%	72%	48%	66%	68%	42%
John McCain	1%	5%	11%	12%	8%	32%
Neither of these candidates	5%	9%	14%	8%	12%	18%
Not sure	16%	14%	27%	14%	12%	8%

* : less than 0,5%

BARACK OBAMA – JOHN MCCAIN : REASONS FOR PREFERENCE

Among those who would want to see each candidate elected, a majority of large numbers mention the “**values he represents**” as one reason, underlining in this way the true struggle of values around both men.

Regarding **Barack Obama**, his ability to represent change from the Bush administration is his main strength. His personality, and his youth, especially for Italians, are also major reasons. For Americans, logically, his policies are also a key criterion (particularly regarding the American economy and the health care system).

Concerning **John McCain**, those who would like to see him elected (reminder: in very low proportions amongst French and German) particularly appreciate his experience. In the United States, his experience, his values and his choice of vice president (Sarah Palin) are the top three reasons for supporting him.

For which reasons would you like to see Barack Obama elected?

Base : Would like to see Barack Obama elected

	French	German	British	Italian	Spanish	American
<i>Unweighted Base</i>	853	785	546	695	710	464
His capacity for change from the Bush administration's policies	52%	52%	45%	40%	63%	61%
The values he represents	38%	34%	47%	27%	34%	35%
His personality	38%	47%	34%	36%	29%	11%
His policies (his program in general)	27%	37%	29%	38%	24%	44%
His youth	32%	36%	20%	47%	30%	7%
His ethnicity	14%	18%	17%	21%	24%	3%
His approach to Iraq	23%	14%	12%	11%	12%	16%
His approach to the economy	6%	10%	14%	12%	10%	28%
His approach to foreign affairs	9%	11%	12%	10%	13%	15%
His approach to health care	13%	4%	6%	12%	4%	32%
His approach to the global warming	13%	5%	7%	8%	11%	7%
His approach to education	3%	5%	2%	5%	4%	14%
His choice for vice president	4%	4%	2%	3%	3%	11%
His approach to crime	3%	2%	5%	4%	3%	1%
His experience	1%	2%	1%	2%	*	3%
Other	3%	4%	3%	6%	5%	3%
Not sure	3%	1%	6%	1%	4%	1%

For which reasons would you like to see John McCain elected?

Base : Would like to see John McCain elected

	French	German	British	Italian	Spanish	Europe Avg	American
<i>Unweighted Base</i>	**22	**44	97	118	92	373	317
His experience			38%	40%	42%	42%	61%
The values he represents			31%	24%	22%	29%	43%
His choice for vice president			17%	31%	29%	24%	40%
His policies (his program in general)			35%	30%	26%	31%	30%
His maturity			32%	20%	33%	28%	19%
His approach to foreign affairs			25%	15%	21%	20%	28%
His approach to Iraq			13%	19%	4%	13%	22%
His capacity for change from the Bush administration's policies			13%	17%	22%	18%	11%
His approach to the economy			17%	17%	7%	14%	15%
His personality			6%	20%	20%	19%	3%
His approach to crime			9%	20%	4%	12%	2%
His approach to health care			1%	7%	2%	3%	5%
His ethnicity			8%	2%	2%	5%	2%
His approach to the global warming			3%	3%	3%	3%	1%
His approach to education			1%	3%	1%	2%	1%
Other			1%	4%	10%	5%	6%
Not sure			10%	5%	6%	7%	1%

** low bases

Europe Avg = Average of the 6 european countries

* : less than 0,5%

BARACK OBAMA – JOHN MCCAIN : REASONS FOR “NON-PREFERENCE”

For those who support John McCain, the lack of experience of Barack Obama –probably due to his youth- seems to be to his largest disadvantage.

In the reverse, the John McCain’s age is not a reason to not support him for Barack Obama supporters. It is more his policies and his values that make them anti McCain and pro Obama. The choice of vice president, frequently mentioned as a positive for John McCain is also frequently mentioned as a negative for him.

For which reasons would you NOT like to see Barack Obama elected?

Base : Would like to see John McCain elected

	French	German	British	Italian	Spanish	Europe Avge	American
<i>Unweighted Base</i>	**22	**44	97	118	92	373	317
His experience			41%	34%	29%	36%	47%
His policies (his program in general)			23%	28%	25%	25%	51%
The values he represents			16%	13%	24%	16%	46%
His approach to Iraq			22%	26%	17%	21%	28%
His approach to foreign affairs			16%	20%	14%	17%	28%
His youth			24%	25%	34%	29%	11%
His personality			18%	25%	22%	23%	14%
His approach to the economy			9%	8%	12%	10%	23%
His ethnicity			16%	20%	21%	20%	7%
His choice for vice president			13%	9%	12%	11%	10%
His capacity for change from the Bush administration's policies			8%	13%	11%	13%	3%
His approach to health care			1%	1%	1%	2%	13%
His approach to crime			3%	8%	2%	5%	3%
His approach to the global warming			2%	*	4%	3%	3%
His approach to education			1%	4%	3%	2%	2%
Other			4%	9%	20%	11%	6%
Not sure			23%	8%	8%	14%	*

** low bases

Europe Avge = Average of the 6 european countries

For which reasons would you NOT like to see John McCain elected?

Base : Would like to see Barack Obama elected

	French	German	British	Italian	Spanish	American
<i>Unweighted Base</i>	853	785	546	695	710	464
His policies (his program in general)	41%	44%	23%	47%	40%	44%
The values he represents	39%	35%	24%	23%	47%	29%
His choice for vice president	25%	21%	29%	26%	22%	55%
His approach to Iraq	30%	26%	18%	23%	27%	38%
His personality	24%	31%	21%	27%	22%	9%
His maturity	34%	11%	22%	12%	16%	12%
His capacity for change from the Bush administration's policies	11%	19%	18%	14%	13%	30%
His approach to foreign affairs	11%	18%	12%	13%	20%	15%
His approach to the economy	9%	7%	7%	12%	14%	26%
His approach to the global warming	6%	6%	5%	7%	8%	4%
His approach to health care	9%	3%	2%	5%	2%	13%
His approach to crime	9%	5%	1%	2%	3%	*
His experience	2%	2%	2%	5%	3%	4%
His approach to education	2%	3%	1%	2%	2%	1%
His ethnicity	1%	1%	2%	2%	1%	1%
Other	3%	10%	4%	9%	9%	3%
Not sure	10%	11%	27%	13%	11%	3%

* : less than 0,5%

THE FUTURE PRESIDENT'S STAKES

From the Americans' point of view, the future President will have to first improve the economic situation of their country (85%) and find a positive solution to the conflicts in Iraq and Afghanistan (51%).

Europeans fit in with Americans on this last point but bring up 2 strong expectations: reducing global warming (especially amongst French and German) and the improvement of the health of the worldwide economy (particularly Italians and Spanish). These 2 topics remain secondary for Americans, more focused on more domestic priorities.

Americans and Europeans agree on the importance of improving the social situation in the United States, a topic on which the Democratic candidate may be in better position.

What three policies do you think should be the main priority for the next American president?

Base : All respondents

	French	German	British	Italian	Spanish	American
<i>Unweighted Base</i>	1,075	1,063	1,046	1,022	1,006	1,064
To find a positive solution to the conflicts in Iraq and Afghanistan	58%	49%	48%	44%	51%	51%
To improve the economic situation of the United States	37%	28%	33%	27%	29%	85%
To reduce the global warming	54%	45%	34%	32%	43%	18%
To improve the health of the worldwide economy	32%	25%	31%	54%	44%	22%
To improve the social situation of the United States	45%	39%	23%	28%	32%	38%
To reduce terrorism	16%	24%	31%	27%	23%	29%
To maintain security around the world	16%	32%	24%	35%	28%	15%
To improve the relationship with Western Europe	13%	17%	11%	13%	17%	8%
To improve the relationship with Russia	7%	14%	13%	11%	6%	3%
Other	3%	3%	2%	3%	3%	11%
Not sure	5%	6%	14%	4%	5%	4%

Who would be the most qualified candidate to ...?

European adults believe Barack Obama would be better able to do each of the policies which wait for the future President.

The two lowest issues for Barack Obama are reducing terrorism and maintain security around the world. For Americans, these 2 policies are the ones that John McCain is named as better able to accomplish.

Which candidate would better be able to do the following ...

Base : All respondents


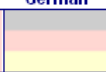

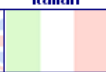
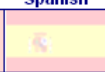

	French	German	British	Italian	Spanish	American
<i>* see annex to see detail on each policies</i>						
<i>Base brute</i>	1,075	1,063	1,046	1,022	1,006	1,064
To find a positive solution to the conflicts in Iraq and Afghanistan	59% (vs 3%)	52% (vs 4%)	29% (vs 10%)	49% (vs 9%)	53% (vs 6%)	35% (vs 32%)
To improve the economic situation of the United States	48% (vs 3%)	39% (vs 7%)	22% (vs 8%)	38% (vs 11%)	41% (vs 11%)	39% (vs 27%)
To reduce the global warming	54% (vs 1%)	42% (vs 3%)	23% (vs 4%)	43% (vs 4%)	48% (vs 3%)	36% (vs 10%)
To improve the health of the worldwide economy	41% (vs 1%)	34% (vs 4%)	20% (vs 7%)	33% (vs 11%)	38% (vs 8%)	33% (vs 20%)
To improve the social situation of the United States	66% (vs 1%)	55% (vs 3%)	33% (vs 6%)	55% (vs 7%)	56% (vs 5%)	41% (vs 21%)
To reduce terrorism	25% (vs 14%)	29% (vs 10%)	19% (vs 10%)	24% (vs 21%)	36% (vs 11%)	39% (vs 21%)
To maintain security around the world	32% (vs 7%)	33% (vs 6%)	19% (vs 9%)	33% (vs 15%)	37% (vs 10%)	36% (vs 20%)
To improve the relationship with Western Europe	55% (vs 1%)	48% (vs 4%)	30% (vs 6%)	37% (vs 11%)	54% (vs 4%)	34% (vs 21%)
To improve the relationship with Russia	38% (vs 3%)	40% (vs 6%)	25% (vs 7%)	38% (vs 8%)	43% (vs 6%)	28% (vs 25%)
	59% (vs 3%)					Barack Obama > John McCain
	39% (vs 21%)					John McCain > Barack Obama

* : less than 0,5%

According to adults in all six countries, Barack Obama would have the best relationship with Europe. In the U.S., while one-third say Barack Obama would have the best relationship, one-quarter say John McCain and one in five believe both could.

Which candidate in the U.S. election would have the best relationships with Europe?

Base : All respondents

						
<i>Unweighted Base</i>	1,075	1,063	1,046	1,022	1,006	1,064
Barack Obama	65%	54%	34%	41%	60%	34%
John McCain	1%	3%	5%	10%	6%	23%
Both could	8%	19%	17%	19%	9%	19%
Neither of them	6%	6%	9%	5%	7%	7%
Not sure	20%	17%	34%	25%	18%	17%

* : less than 0,5%

WHAT IF A PERSON OF COLOUR...







Majorities in France, Germany, Italy and Spain as well as just under half of Britons all believe the US electing a person of colour for the first time would have a positive effect on the country.

This opinion is shared by 39% of Americans – an opinion that did not really increase just slightly since December.

For the first time in history, there is a real chance of Americans electing a person of colour as President (Barack Obama).

In your opinion, what effect would it have on the USA?






Base : All respondents

						
<i>Unweighted Base</i>	1,075	1,063	1,046	1,022	1,006	1,064
A Positive Effect (NET 5+4)	66%	71%	46%	58%	54%	39%
A very positive effect (5)	31%	49%	24%	40%	32%	24%
A somewhat positive effect (4)	35%	22%	22%	19%	22%	15%
An equally positive and negative effect (3)	13%	13%	20%	21%	14%	18%
A Negative Effect (NET 2+1)	2%	3%	7%	5%	5%	14%
A somewhat negative effect (2)	1%	2%	3%	2%	4%	6%
A very negative effect (1)	*	1%	4%	3%	1%	8%
Mean	4,2	4,3	3,8	4,1	4,1	3,6
It would not have any effect	11%	7%	10%	10%	14%	18%
Not sure	8%	6%	18%	6%	12%	10%
A positive effect - December 2007	49%	43%	43%	44%	50%	33%

However, when we ask adults how they would feel if it happened in their country, the enthusiasm among those in the five European countries is less strong: as under half in all five countries now say it would have a positive effect.

If one day in [COUNTRY] a person of colour becomes [FUNCTION] in [COUNTRY], what effect would it have in your country?

Base : European respondents

					
<i>Unweighted Base</i>	1,075	1,063	1,046	1,022	1,006
A Positive Effect (NET 5+4)	47%	35%	35%	35%	27%
A very positive effect (5)	22%	21%	17%	23%	14%
A somewhat positive effect (4)	25%	14%	18%	12%	13%
An equally positive and negative effect (3)	22%	26%	21%	29%	17%
A Negative Effect (NET) 2+1	7%	16%	13%	15%	15%
A somewhat negative effect (2)	5%	8%	6%	7%	9%
A very negative effect (1)	2%	8%	7%	7%	6%
Mean	3,8	3,4	3,5	3,4	3,3
It would not have any effect	15%	12%	17%	11%	25%
Not sure	9%	11%	14%	10%	16%

* : less than 0,5%







WHAT IF A WOMAN...

The possibility of having a woman as vice president is perceived more positively than negatively by adults in all six countries. But, this enthusiasm is less than if a person of colour was elected president in the US and may have something to do with the person who would be elected rather than gender.

In the U.S. Americans are more divided on this with one-third believing it would have a positive effect and one in five believing it would have a negative effect.

For the first time in history, there is a real chance of a woman being elected as vice president (Sarah Palin) in the United States. In your opinion, what effect would it have on the USA?




Base : All respondents

						
<i>Unweighted Base</i>	1,075	1,063	1,046	1,022	1,006	1,064
A Positive Effect (NET 5+4)	38%	46%	38%	52%	41%	35%
A very positive effect (5)	11%	20%	12%	24%	17%	14%
A somewhat positive effect (4)	27%	25%	25%	28%	24%	21%
An equally positive and negative effect (3)	20%	20%	23%	20%	13%	19%
A Negative Effect (NET 2+1)	12%	11%	11%	6%	13%	21%
A somewhat negative effect (2)	7%	6%	7%	4%	8%	7%
A very negative effect (1)	5%	5%	4%	2%	5%	14%
Mean	3,5	3,6	3,5	3,9	3,6	3,2
It would not have any effect	16%	14%	13%	13%	19%	15%
Not sure	14%	9%	16%	9%	15%	10%

If a woman was to be elected in their own country, a majority of French, Italian and Spanish adults believe it would have a positive effect on their country.

If one day in [COUNTRY] a woman becomes [FUNCTION] in [COUNTRY], what effect would it have in your country?

Base : All French, Italian and Spanish respondents

			
<i>Unweighted Base</i>	1,075	1,022	1,006
A Positive Effect (NET 5+4)	61%	61%	54%
A very positive effect (5)	22%	40%	28%
A somewhat positive effect (4)	39%	21%	26%
An equally positive and negative effect	15%	18%	12%
A Negative Effect (NET 2+1)	5%	5%	5%
A somewhat negative effect (2)	3%	4%	4%
A very negative effect (1)	2%	1%	1%
Mean	4	4,1	4,1
It would not have any effect	12%	11%	21%
Not sure	7%	6%	8%


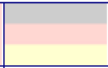


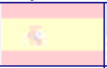

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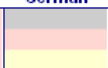


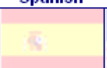

ANNEX


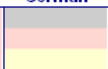


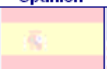

* The following tables detail the results for each policy


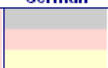


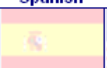

Which candidate would better be able to do the following ...


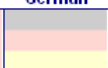


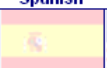

Base : All respondents

	French	German	British	Italian	Spanish	American
To find a positive solution to the conflicts in Iraq and Afghanistan						
Unweighted Base	1,075	1,063	1,046	1,022	1,006	1,064
Barack Obama	59%	52%	29%	49%	53%	35%
John McCain	3%	4%	10%	9%	6%	32%
Both could	5%	14%	14%	12%	9%	11%
Neither of them	11%	9%	9%	8%	13%	9%
Not sure	21%	21%	39%	23%	19%	14%





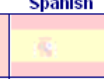

	French	German	British	Italian	Spanish	American
To improve the economic situation of the United States						
Unweighted Base	1,075	1,063	1,046	1,022	1,006	1,064
Barack Obama	48%	39%	22%	38%	41%	39%
John McCain	3%	7%	8%	11%	11%	27%
Both could	12%	27%	21%	17%	17%	12%
Neither of them	10%	6%	7%	7%	9%	9%
Not sure	27%	22%	41%	26%	23%	14%





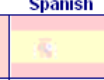

	French	German	British	Italian	Spanish	American
To reduce the global warming						
Unweighted Base	1,075	1,063	1,046	1,022	1,006	1,064
Barack Obama	54%	42%	23%	43%	48%	36%
John McCain	1%	3%	4%	4%	3%	10%
Both could	10%	21%	19%	14%	12%	19%
Neither of them	9%	12%	13%	16%	14%	20%
Not sure	26%	22%	40%	24%	22%	15%


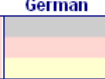


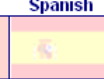

	French	German	British	Italian	Spanish	American
To improve the health of the worldwide economy						
Unweighted Base	1,075	1,063	1,046	1,022	1,006	1,064
Barack Obama	41%	34%	20%	33%	38%	33%
John McCain	1%	4%	7%	11%	8%	20%
Both could	10%	26%	22%	21%	14%	15%
Neither of them	18%	11%	9%	11%	14%	14%
Not sure	29%	26%	42%	25%	26%	19%


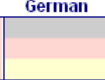


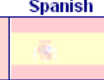

	French	German	British	Italian	Spanish	American
To improve the social situation of the United States						
Unweighted Base	1,075	1,063	1,046	1,022	1,006	1,064
Barack Obama	66%	55%	33%	55%	56%	41%
John McCain	1%	3%	6%	7%	5%	21%
Both could	6%	17%	15%	13%	11%	14%
Neither of them	5%	5%	5%	6%	8%	11%
Not sure	22%	20%	40%	20%	20%	13%

* : less than 0,5%

						
To reduce terrorism						
<i>Unweighted Base</i>	1,075	1,063	1,046	1,022	1,006	1,064
Barack Obama	25%	29%	19%	24%	36%	21%
John McCain	14%	10%	10%	21%	11%	39%
Both could	19%	23%	18%	20%	12%	16%
Neither of them	16%	16%	13%	11%	18%	10%
Not sure	26%	22%	40%	24%	22%	14%

						
To maintain security around the world						
<i>Unweighted Base</i>	1,075	1,063	1,046	1,022	1,006	1,064
Barack Obama	32%	33%	19%	33%	37%	20%
John McCain	7%	6%	9%	15%	10%	36%
Both could	17%	22%	21%	18%	13%	18%
Neither of them	18%	16%	12%	13%	16%	10%
Not sure	27%	23%	39%	22%	25%	16%

						
To improve the relationship with Western Europe						
<i>Unweighted Base</i>	1,075	1,063	1,046	1,022	1,006	1,064
Barack Obama	55%	48%	30%	37%	54%	34%
John McCain	1%	4%	6%	11%	4%	21%
Both could	15%	24%	21%	24%	13%	23%
Neither of them	5%	4%	6%	4%	6%	6%
Not sure	25%	20%	39%	24%	22%	15%

						
To improve the relationship with Russia						
<i>Unweighted Base</i>	1,075	1,063	1,046	1,022	1,006	1,064
Barack Obama	38%	40%	25%	38%	43%	28%
John McCain	3%	6%	7%	8%	6%	25%
Both could	13%	22%	16%	17%	13%	21%
Neither of them	12%	8%	7%	9%	9%	9%
Not sure	34%	25%	45%	28%	28%	18%

* : less than 0,5%

About Harris Interactive

Harris Interactive is a global leader in custom market research. With a long and rich history in multimodal research, powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit www.harrisinteractive.com.

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