



## **"The Talk of Paris"**

**A Harris Interactive Survey for France 24  
and the *International Herald Tribune***

**Aired on January 5<sup>th</sup> 2007 on France 24**

**and published in the *International Herald Tribune* of January 5<sup>th</sup> 2007**



**INTERNATIONAL  
Herald Tribune**

## Summary

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## Technical note

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Survey conducted online by Harris Interactive for France 24 and the *International Herald Tribune*, from November 30<sup>th</sup> to December 9<sup>th</sup> 2006.

Sample of 12,570 persons, interviewed in France, Germany, Great Britain, Italy, Spain and the USA. In each country, the sample was representative of the national population aged 16 years old and above. Quotas were applied on the following characteristics: gender, age, region of residence and social status.

These results can be extrapolated to the national populations of the countries surveyed.

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.

## Comments

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## Comments

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For the weekly show "The Talk of Paris" aired on January 5<sup>th</sup> 2007 on "France 24" channel, Harris Interactive sought the opinion of the citizens of 6 countries (5 European countries and the USA) about the influence of major countries and the place of Europe in the world, tomorrow's global challenges and finally today's great issues of society.

The survey was conducted online, between November 30<sup>th</sup> and December 9<sup>th</sup> 2006, amongst 12,570 persons, with sample representative of the national populations aged 16 years old and above in each country with quotas based on gender, age, region of residence and social status: 2,140 French, 2,135 Germans, 2,098 British, 2,096 Italians, 1,998 Spanish and 2,103 Americans.

## Comments

### *An influence in the world often associated with the countries which are permanent members of the UN Security Council*

Apart from Germany, which is not a permanent member of the UN Security Council, the countries whose influence is considered as being important in the world are the permanent members of the Security Council: the USA, China, Great-Britain, Russia and France.

### *The rise of China and Russia*

It is the general opinion that these two countries are also considered as having a great influence in the world.

Firstly, **China**: 94% of the Americans think that it has a great influence in the world (2nd rank after their own country, with a score of 97%) as well as 90% of the British, 89% of the French, 88% of the Spanish and the Germans and 85% of the Italians.

**Russia** also has a primary place in the international political landscape: 89% of the Germans consider its influence as being important in the world as well as 86% of the Americans, 85% of the Italians, 84% of the British, 83% of the Spanish and finally 79% of the French.

### *Some European countries are also considered as having an influence in the world...*

First of all, **Great-Britain** whose influence is perceived as being important by 93% of the Spanish, 91% of the Americans, 89% of the Italians, 86% of the British, 85% of the Germans and 79% of the French; a third of the British and the Italians even give it a very important place (36% and 33% respectively), as well as half of the Spanish and the Americans (46% and 51% respectively).

The influence of **Germany** in the world is also perceived as being important, after Great-Britain. In fact, 92% of the Spanish share the same opinion, 81% of the Germans, 77% of the Americans, 76% of the French, 75% of the Italians and 74% of the British.

Finally, the influence of **France** in the world is also mainly perceived as being important, despite a lower perception of her influence in the British-American opinion. In fact, even though 86% of the Spanish, 80% of the Germans and 76% of the French consider France as being influential, only 66% of the British and 61% of the Americans think the same.

## Comments

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### *Europe – The USA: their respective influence is nearly on par*

Respondents in the countries surveyed all agree about the influence of the **USA** in the world: 98% of the Italians think that that country's influence is important, 97% of the Americans, the France and the Spanish as well as 95% of the Germans and the British. Moreover, the share of citizens interviewed in the various countries surveyed who think that the USA have a great influence is substantial: 87% of the Italians, 84% of the Spanish, 83% of the Americans, 80% of the French and, slightly lower: 70% of the Germans and 69% of the British.

There is a general feeling that the European Union has an important influence in the world (even if it is slightly lower than for the USA): 92% of the Spanish share that opinion, 90% of the Germans and the Americans, 86% of the British.

Of all the countries surveyed, the French are the least convinced about Europe's influence in the world. Less than three quarters of them share this opinion (74%) and the proportion of the French who consider that Europe plays a very important role (17%) is dramatically lower than in the other countries surveyed (around a third of the citizens interviewed think that Europe has a very important place in the world).

## Comments

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### *A general consensus on the 3 great global challenges that will be faced in the next few years*

Even though global warming is the most worrying global challenge for the French (54%), it generally comes second or third for the other countries, just after religious fanaticism and terrorism.

**Religious fanaticism** is the top concern in Germany, Italy and Spain: 42% of the Germans consider it as being a worrying challenge, together with 40% of the Italians and 39% of the Spanish. Religious fanaticism comes second in France, with 43% of responses (far behind the ecological concern). The British and the Americans rank religious fanaticism third in the list of concerns (39% of the British and 29% of the Americans), way after **terrorism**.

In fact, those two countries are the only ones placing terrorism as their top concern: 49% of the Americans and 43% of the British. All other countries surveyed rank terrorism third, after **global warming** which is worrying for 41% of the Germans, 40% of the British, 39% of the Italians, 33% of the Spanish and 30% of the Americans (54% of the French).

Slightly behind, wars in general are also a concern for a quarter of the citizens interviewed (from 25% for the Americans to 15% for the French) but also viruses and epidemics (to a much lower extent).

## Comments

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*A perception of our today's great issues of society varying from one country surveyed to another*

In **France**, amongst our society's great issues, three clearly stand out. They all concern economic issues: the increase in the cost of living (42%), poverty (41%), unemployment (28%). Pension funding also gets 28%.

In **Italy**, those same three issues rank also among the top three concerns: 39% for the cost of living, 33% for poverty and 35% for unemployment.

In **Germany**, the increase in the cost of living is also the top concern (40%), followed by unemployment, joint second with the health system (37%).

The health system is one of our society's greatest issues in **Great-Britain** too (37%): in 3rd position, after immigration, which is of great concern for many British (39%), and the increase in the cost of living (38%). The **Americans** have also rated these three issues as the most worrying ones: 40% have mentioned the health system, 31% the increase in the cost of living and 28% immigration.

Finally, today the **Spanish** are worried about the increase in the cost of living (31%), poverty (34%) and immigration (31%).

**The increase in the cost of living** is thus an issue which all the citizens of the countries surveyed worry about.

**Poverty** also ranks as one of the top 3 issues in 3 countries out of 6, together with **immigration** and **the health system**.

Finally, **unemployment** was mentioned in 2 countries out of 6.

## **The countries' influence in the world**

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**The countries' influence in the world - Germany**

For each of the following countries, how would you rate their influence in the world?

**GERMANY**

	French	German	British	Italian	Spanish	American
<i>Base</i>	2,140	2,135	2,098	2,096	1,998	2,103
<b>Total important</b>	<b>76%</b>	<b>81%</b>	<b>74%</b>	<b>75%</b>	<b>92%</b>	<b>77%</b>
Very important	14%	24%	13%	14%	40%	19%
Somewhat important	62%	57%	61%	61%	52%	58%
<b>Total unimportant</b>	<b>24%</b>	<b>19%</b>	<b>26%</b>	<b>25%</b>	<b>8%</b>	<b>23%</b>
Somewhat unimportant	22%	17%	23%	22%	7%	18%
Very unimportant	2%	2%	3%	3%	1%	5%

**The countries' influence in the world - Brazil**

For each of the following countries, how would you rate their influence in the world?

**BRAZIL**

	French	German	British	Italian	Spanish	American
<i>Base</i>	2,140	2,135	2,098	2,096	1,998	2,103
<b>Total important</b>	<b>25%</b>	<b>21%</b>	<b>33%</b>	<b>9%</b>	<b>26%</b>	<b>43%</b>
Very important	2%	2%	3%	1%	2%	5%
Somewhat important	23%	19%	30%	8%	24%	38%
<b>Total unimportant</b>	<b>75%</b>	<b>79%</b>	<b>67%</b>	<b>91%</b>	<b>74%</b>	<b>57%</b>
Somewhat unimportant	58%	64%	53%	59%	56%	46%
Very unimportant	17%	15%	14%	32%	18%	11%

**The countries' influence in the world - China**

For each of the following countries, how would you rate their influence in the world?

**CHINA**

	French	German	British	Italian	Spanish	American
<i>Base</i>	2,140	2,135	2,098	2,096	1,998	2,103
<b>Total important</b>	<b>89%</b>	<b>88%</b>	<b>90%</b>	<b>85%</b>	<b>88%</b>	<b>94%</b>
Very important	44%	41%	49%	40%	47%	63%
Somewhat important	45%	47%	41%	45%	41%	31%
<b>Total unimportant</b>	<b>11%</b>	<b>12%</b>	<b>10%</b>	<b>15%</b>	<b>12%</b>	<b>6%</b>
Somewhat unimportant	9%	10%	8%	12%	10%	4%
Very unimportant	2%	2%	2%	3%	2%	2%

**The countries' influence in the world - Spain**

For each of the following countries, how would you rate their influence in the world?

**SPAIN**

	<b>French</b>	<b>German</b>	<b>British</b>	<b>Italian</b>	<b>Spanish</b>	<b>American</b>
<i>Base</i>	2,140	2,135	2,098	2,096	1,998	2,103
<b>Total important</b>	<b>34%</b>	<b>34%</b>	<b>41%</b>	<b>38%</b>	<b>44%</b>	<b>49%</b>
Very important	4%	3%	4%	4%	7%	7%
Somewhat important	30%	31%	37%	34%	37%	42%
<b>Total unimportant</b>	<b>66%</b>	<b>66%</b>	<b>59%</b>	<b>62%</b>	<b>56%</b>	<b>51%</b>
Somewhat unimportant	57%	59%	50%	55%	42%	42%
Very unimportant	9%	7%	9%	7%	14%	9%

**The countries' influence in the world - USA**

For each of the following countries, how would you rate their influence in the world?

<b>USA</b>	<b>French</b>	<b>German</b>	<b>British</b>	<b>Italian</b>	<b>Spanish</b>	<b>American</b>
<i>Base</i>	2,140	2,135	2,098	2,096	1,998	2,103
<b>Total important</b>	<b>97%</b>	<b>95%</b>	<b>95%</b>	<b>98%</b>	<b>97%</b>	<b>97%</b>
Very important	80%	70%	69%	87%	84%	83%
Somewhat important	17%	25%	26%	11%	13%	14%
<b>Total unimportant</b>	<b>3%</b>	<b>5%</b>	<b>5%</b>	<b>2%</b>	<b>3%</b>	<b>3%</b>
Somewhat unimportant	2%	4%	3%	1%	2%	1%
Very unimportant	1%	1%	2%	1%	1%	2%

**The countries' influence in the world - France**

For each of the following countries, how would you rate their influence in the world?

**FRANCE**

	French	German	British	Italian	Spanish	American
<i>Base</i>	2,140	2,135	2,098	2,096	1,998	2,103
<b>Total important</b>	<b>76%</b>	<b>80%</b>	<b>66%</b>	<b>72%</b>	<b>86%</b>	<b>61%</b>
Very important	17%	19%	11%	13%	26%	14%
Somewhat important	59%	61%	55%	59%	60%	47%
<b>Total unimportant</b>	<b>24%</b>	<b>20%</b>	<b>34%</b>	<b>28%</b>	<b>14%</b>	<b>39%</b>
Somewhat unimportant	22%	19%	28%	25%	13%	28%
Very unimportant	2%	1%	6%	3%	1%	11%

**The countries' influence in the world - UK**

For each of the following countries, how would you rate their influence in the world?

<b>UK</b>	<b>French</b>	<b>German</b>	<b>British</b>	<b>Italian</b>	<b>Spanish</b>	<b>American</b>
<i>Base</i>	2,140	2,135	2,098	2,096	1,998	2,103
<b>Total important</b>	<b>79%</b>	<b>85%</b>	<b>86%</b>	<b>89%</b>	<b>93%</b>	<b>91%</b>
Very important	16%	22%	36%	33%	46%	51%
Somewhat important	63%	63%	50%	56%	47%	40%
<b>Total unimportant</b>	<b>21%</b>	<b>15%</b>	<b>14%</b>	<b>11%</b>	<b>7%</b>	<b>9%</b>
Somewhat unimportant	19%	14%	11%	9%	6%	7%
Very unimportant	2%	1%	3%	2%	1%	2%

**The countries' influence in the world - India**

For each of the following countries, how would you rate their influence in the world?

**INDIA**

	French	German	British	Italian	Spanish	American
<i>Base</i>	2,140	2,135	2,098	2,096	1,998	2,103
<b>Total important</b>	<b>37%</b>	<b>42%</b>	<b>57%</b>	<b>24%</b>	<b>34%</b>	<b>68%</b>
Very important	6%	7%	11%	4%	5%	16%
Somewhat important	31%	35%	46%	20%	29%	52%
<b>Total unimportant</b>	<b>63%</b>	<b>58%</b>	<b>43%</b>	<b>76%</b>	<b>66%</b>	<b>32%</b>
Somewhat unimportant	48%	47%	35%	50%	44%	25%
Very unimportant	15%	11%	8%	26%	22%	7%

**The countries' influence in the world - Italy**

For each of the following countries, how would you rate their influence in the world?

**ITALY**

	French	German	British	Italian	Spanish	American
<i>Base</i>	2,140	2,135	2,098	2,096	1,998	2,103
<b>Total important</b>	<b>35%</b>	<b>36%</b>	<b>43%</b>	<b>35%</b>	<b>54%</b>	<b>52%</b>
Very important	4%	3%	4%	4%	7%	8%
Somewhat important	31%	33%	39%	31%	47%	44%
<b>Total unimportant</b>	<b>65%</b>	<b>64%</b>	<b>57%</b>	<b>65%</b>	<b>46%</b>	<b>48%</b>
Somewhat unimportant	56%	57%	48%	50%	41%	39%
Very unimportant	9%	7%	9%	15%	5%	9%

**The countries' influence in the world - Russia**

For each of the following countries, how would you rate their influence in the world?

**RUSSIA**

	<b>French</b>	<b>German</b>	<b>British</b>	<b>Italian</b>	<b>Spanish</b>	<b>American</b>
<i>Base</i>	2,140	2,135	2,098	2,096	1,998	2,103
<b>Total important</b>	<b>79%</b>	<b>89%</b>	<b>84%</b>	<b>85%</b>	<b>83%</b>	<b>86%</b>
Very important	25%	42%	33%	33%	36%	36%
Somewhat important	54%	47%	51%	52%	47%	50%
<b>Total unimportant</b>	<b>21%</b>	<b>11%</b>	<b>16%</b>	<b>15%</b>	<b>17%</b>	<b>14%</b>
Somewhat unimportant	18%	9%	13%	12%	14%	11%
Very unimportant	3%	2%	3%	3%	3%	3%

## Europe's influence in the world

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**Europe's influence in the world**

How important do you feel Europe's influence in the world is today?

	French	German	British	Italian	Spanish	American
<i>Base</i>	2,140	2,135	2,098	2,096	1,998	2,103
<b>Total important</b>	<b>74%</b>	<b>90%</b>	<b>86%</b>	<b>83%</b>	<b>92%</b>	<b>90%</b>
Very important	17%	36%	32%	31%	41%	38%
Somewhat important	57%	54%	54%	52%	51%	52%
<b>Total unimportant</b>	<b>26%</b>	<b>10%</b>	<b>14%</b>	<b>17%</b>	<b>8%</b>	<b>10%</b>
Somewhat unimportant	23%	9%	11%	15%	7%	8%
Very unimportant	3%	1%	3%	2%	1%	2%

**The countries' and Europe's influence in the world**

For each of the following countries, how would you rate their influence in the world?  
How important do you feel Europe's influence in the world is today?

**Total important**

	French	German	British	Italian	Spanish	American
Base	2,140	2,135	2,098	2,096	1,998	2,103
Germany	76%	81%	74%	75%	92%	77%
Brazil	25%	21%	33%	9%	26%	43%
China	89%	88%	90%	85%	88%	94%
Spain	34%	34%	41%	38%	44%	49%
USA	97%	95%	95%	98%	97%	97%
France	76%	80%	66%	72%	86%	61%
UK	79%	85%	86%	89%	93%	91%
India	37%	42%	57%	24%	34%	68%
Italy	35%	36%	43%	35%	54%	52%
Russia	79%	89%	84%	85%	83%	86%
Europe	74%	90%	86%	83%	92%	90%

## **The great global challenges**

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**The great global challenges**

From the following list of challenges the planet is facing today, please indicate which two personally concern you the most?

	<b>French</b>	<b>German</b>	<b>British</b>	<b>Italian</b>	<b>Spanish</b>	<b>American</b>
<i>Base</i>	2,140	2,135	2,098	2,096	1,998	2,103
Global warming	54%	41%	40%	39%	33%	30%
Religious fanaticism	43%	42%	39%	40%	39%	29%
Terrorism	26%	38%	43%	37%	29%	49%
Viruses, epidemics (such as Avian/Bird Flu, AIDS)	17%	12%	15%	16%	13%	23%
Wars	15%	21%	20%	23%	22%	25%
Famine	11%	11%	9%	5%	25%	7%
The economic North-South divide	11%	3%	3%	17%	20%	2%
Globalization/Globalisation	10%	12%	5%	4%	4%	4%
Nuclear proliferation	8%	14%	11%	13%	11%	20%
Overpopulation	5%	6%	15%	6%	4%	11%

## **Our society's great issues**

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**Our society's great issues**

From the following list regarding the great issues of today's society, please indicate which two personally concern you the most?

	<b>French</b>	<b>German</b>	<b>British</b>	<b>Italian</b>	<b>Spanish</b>	<b>American</b>
<i>Base</i>	2,140	2,135	2,098	2,096	1,998	2,103
The increase in the cost of living	42%	40%	38%	39%	31%	31%
Poverty	41%	24%	22%	33%	34%	24%
Unemployment	28%	37%	6%	35%	19%	10%
Pension funding	19%	22%	16%	4%	3%	8%
Security	18%	8%	14%	21%	25%	20%
Immigration	16%	5%	39%	24%	31%	28%
The health system	12%	37%	31%	14%	10%	40%
Education	9%	17%	16%	9%	22%	24%
Drugs	8%	4%	18%	20%	19%	15%
Relocations	7%	6%	0%	1%	6%	0%

## Sampling error

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All surveys are subject to several sources of error. These include: sampling error (because only a sample of a population is interviewed); measurement error due to question wording and/or question order, deliberately or unintentionally inaccurate responses, non-response (including refusals), interviewer effects (when live interviewers are used) and weighting. With one exception (sampling error) the magnitude of the errors that result cannot be estimated. There is, therefore, no way to calculate a finite "margin of error" for any survey and the use of these words should be avoided.

With pure probability samples, with 100 percent response rates, it is possible to calculate the probability that the sampling error (but not other sources of error) is not greater than some number. With a pure probability sample of 5,105 one could say with a ninety-five percent probability that the overall results would have a sampling error of +/-1.5 percentage point. For individual countries, sampling error is +/-3 percentage points. However that does not take other sources of error into account. This online survey is not based on a probability sample and therefore no theoretical sampling error can be calculated.

## About Harris Interactive

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### About Harris Interactive®

Harris Interactive is the 12th largest and fastest-growing market research firm in the world. The company provides research-driven insights and strategic advice to help its clients make more confident decisions which lead to measurable and enduring improvements in performance. Harris Interactive is widely known for The Harris Poll, one of the longest running, independent opinion polls and for pioneering online market research methods. The company has built what it believes to be the world's largest panel of survey respondents, the Harris Poll Online. Harris Interactive serves clients worldwide through its United States, Europe and Asia offices, its wholly-owned subsidiary Novatris in France and through a global network of independent market research firms. The service bureau, HISB, provides its market research industry clients with mixed-mode data collection, panel development services as well as syndicated and tracking research consultation. More information about Harris Interactive may be obtained at [www.harrisinteractive.com](http://www.harrisinteractive.com).