



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

**A Harris Interactive Survey for The Talk of Paris, France 24  
and the *International Herald Tribune***

**Aired on February 23<sup>rd</sup> 2007 on France 24**

**and published in the *International Herald Tribune* of February 23<sup>rd</sup> 2007**



**INTERNATIONAL  
Herald Tribune**

## Summary

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## Technical note

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**Survey conducted online by Harris Interactive for The Talk of Paris, France 24 and the *International Herald Tribune*, from January 31<sup>st</sup> to February 12<sup>th</sup> 2007.**

This survey was conducted online by Harris Interactive among a total of 6,561 adults, including 5,486 (aged 16 and over) within France, Germany, Great Britain, Spain and the United States, and 1,075 (aged 18 and over) in Italy, between 31<sup>st</sup> January and 12<sup>th</sup> February 2007. Figures for factors including age, sex, education level and region were weighted where necessary to bring them into line with their actual proportions in the population. A propensity score weighting procedure was also applied to adjust for respondents' propensity to be online. This procedure provides added assurance of accuracy and representativeness.

Only weighted bases are shown below, and results/percentages represented here are weighted.

*Unweighted bases* for the survey are: Total 6,561; France 1,138; Germany 1,068; Great Britain 1,166; Italy 1,075; Spain 1,027 and the USA 1,087.

*Weighted bases* for the survey are: Total 6,568; France 1,138; Germany 1,069; Great Britain 1,102; Italy 1,084; Spain 1,034 and the USA 1,140.

*Sample Source*: Harris Interactive relied on the Harris Poll Online<sup>SM</sup> panel as the primary sample source for this survey. This multimillion member online panel consists of potential respondents who have been recruited through online, telephone, mail, and in-person approaches to increase population coverage and enhance representativeness. All panel members have agreed to be invited to participate in online surveys through a confirmed opt-in approach.

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 February 23<sup>rd</sup> 2007 on "France 24" channel and for the *International Herald Tribune* published on February 23<sup>rd</sup> 2007, Harris Interactive sought the opinion of the citizens of 6 countries (5 European countries and the USA) about global warming, Iran and some French presidential candidates.

This survey was conducted online among a total of 6,561 adults, including 5,486 (aged 16 and over) within France, Germany, Great Britain, Spain and the United States, and 1,075 (aged 18 and over) in Italy: France 1,138; Germany 1,068; Great Britain 1,166; Italy 1,075; Spain 1,027 and the USA 1,087.

## Comments

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### ***Global warming: a responsibility shared by everybody***

It is a general opinion that **the responsibility for global warming is shared** between governments, industry and people in general; 61% of the Spanish say so, 59% of the Americans, 56% of the French, 55% of the British, 54% of the Germans and the Italians.

Following this statement, **industry** is the most quoted item: 27% in Germany, 20% in France, 18% in Italy, 16% in the UK and 12% in the USA. Only Spanish respondents quoted governments (18%) more than industry (11%).

This is in correspondence with the consensus over the **"polluter must pay" idea for the industry**: 92% of the French, Italian and Spanish interviewees, 89% of the German, 82% of the Americans and 81% of the British support this idea.

On the other hand, 14% of the Americans think that neither the governments, nor the industry or people in general are responsible for global warming. 5% of the British and Italian respondents agree with this opinion followed by 3% of the Germans, 2% of the French and 1% of the Spanish.

### ***Global warming: politicians don't do enough to address the challenge, and governments don't do enough to inform individuals***

There is an overall agreement on the fact that politicians don't do enough to address the challenge of global warming: that's the opinion of 89% of the Spanish, 87% of the Italians, 86% of the French, 83% of the Germans, 80% of the British, and 75% of the Americans.

Besides, 81% of the interviewees in Italy, 78% in France and Spain, 75% in Germany, 73% in the USA and 69% in the UK think that their country's government isn't doing enough to inform individuals about steps they can take to preserve the environment.

## Comments

### *To help save water, people are ready to give up baths for showers but not to shower less frequently*

Most of the respondents in all countries are ready to **give up baths for showers**. That's the case for 65% of the French, Germans and British, 53% of the Italians and 49% of the Americans. However, even if they are ready to change the way they wash themselves, only 12% of the interviewees in Germany, 10% in the USA, 9% in France, 8% in Italy, 7% in Spain and 5% in the UK are ready to do it less frequently.

**The installation of a save-a-flush mechanism in the toilet** seems to be a step very likely to be taken to save water. In fact 72% of the Spanish, 66% of the Italians, 64% of the Germans, 61% of the French, 58% of the Americans and 55% of the British would be willing to take it.

For Americans (67%) and British (65%), **closing the tap while brushing their teeth** is the first concrete step they would be willing to take to help save water. It ranks second for Italians (63%) and third for the French (59%), the Spanish (55%) and the Germans (49%).

### *Hybrid cars and public transports: the most feasible ways for people to help reduce air pollution*

**The use of public transports instead of a car** is the most quoted means to help reduce air pollution by Spanish (71%), Italians (63%), Germans (49%) and British (45%). It comes second for French respondents (54%) and third for American ones (33%). In countries like Spain (men 43% / women 79%), France (men 48% / women 60%) and Germany (men 43% / women 54%) women are more likely to use public transport instead of a car than men.

For the French (62%) and the Americans (53%), **buying a hybrid car** would be the most feasible thing they would do to help reduce air pollution. It ranks second in Italy (53%), Spain (52%) and the UK (36%), and third in Germany (39%). Men in Spain (men 59% / women 46%) and in Germany (men 47% / women 33%) would be more likely to buy hybrid cars than women.

Germans would more likely use a bike instead of a car or public transport (48%) than buy a hybrid car.

For the **Americans** (45%) and the **British** (36%), **driving a smaller car** comes second. This attitude would be more feminine than masculine in these countries: USA (men 38% / women 51%), UK (men 29% / women 43%). This item is quoted by 36% of the Germans, 25% of the French, 20% of the Spanish and 18% of the Italians. However, we can notice that 21% of the Americans and 20% of the British wouldn't be willing to take any of the concrete steps proposed to reduce air pollution, while 10% or less of the respondents answer alike in the other countries.

## Comments

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### ***A consensus over the replacement of incandescent light bulbs with compact fluorescent bulbs to conserve energy***

Most of the respondents in each country surveyed would be ready to **replace incandescent light bulbs with fluorescent bulbs** to conserve energy: it comes first in France (84%), the USA (82%), the UK (72%), Spain (66%) and Germany (59%), and second in Italy (69%).

The first step for Italians (71%) would be to **get solar panels installed at their home**. This item ranks second for Spanish (63%), French (51%) and Germans (50%), and third for British (33%) and Americans (27%).

In the USA (70%) and the UK (59%), the second most feasible step to conserve energy would be to turn the thermostat down 2 degrees in the winter. This solution comes third in other countries: Germany (46%), Spain (40%), France (37%) and Italy (36%).

### ***Trash sorting: a solution to help reduce waste***

Respondents in all countries would be ready to **sort their trash and take it to a recycling point** to help reduce waste: it's the most quoted item in Spain (85%), Italy (76%), the UK (65%) and the USA (58%), and the second most quoted one in France (57%) and Germany (55%).

There is another strong agreement on **the use of an own shopping bag instead of plastic bags**, except in the USA (38%): it ranks first in Germany (73%) and France (61%) and second in Italy (59%), Spain (51%) and the UK (49%). Excluding Germany, this step would be **taken more by women than men**: France (men 55% / women 66%), Italy (men 52% / women 65%), Spain (men 42% / women 59%), the UK (men 44% / women 56%) and the USA (men 29% / women 47%).

For the Americans (41%), the second most feasible step would be to drink tap water instead of bottled water.

## Comments

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### *The Iran crisis: from diplomatic handling to economic and commercial sanctions*

Apart from the British (39%) and the Americans (27%), most of the interviewees are in favour of a **diplomatic handling** of the crisis between the UN and Iran about its refusal to stop its uranium enrichment programme: 53% of the Germans are in favour of this solution, 53% of the Spanish, 52% of the Italians and 47% of the French.

However, we can notice for **France**, the **UK**, **Spain** and the **USA** that **this proportion is lower than in the poll conducted in December 2006** (from November 30th to December 9th 2006; sample of 12,570 persons: 2,140 French, 2,135 Germans, 2,098 British, 2,096 Italians, 1,998 Spanish and 2,103 Americans). In fact, the respondents have **changed their mind from a diplomatic handling to the use of economic and commercial sanctions** on Iran.

Now, to impose economic and commercial sanctions on Iran would be the most suitable attitude the UN should have for 45% of the Americans, 41% of the British, 40% of the French and the Spanish, 36% of the Germans and 32% of the Italians.

Finally, 22% of the Americans would still favour military strikes against the Iran nuclear plants.

## Comments

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### *Ségolène Royal leads the game abroad*

**French respondents** think that **Nicolas Sarkozy** (36%) would be the best candidate to the French presidential elections to represent France around the world. Ségolène Royal comes second with 21%, François Bayrou, third with 16% and Jean-Marie Le Pen ranks last with 3%. 23% of the French think that none of these candidates would be best to represent France around the world.

For the **Italians** (30%), **Spanish** (25%) and **Germans** (16%), **Ségolène Royal** would be the best representative of France around the world, Nicolas Sarkozy getting respectively 7% in Italy, 11% in Spain and 4% in Germany.

The president of the Front-National, Jean-Marie Le Pen, gets higher quotations than Nicolas Sarkozy in Italy, with 10% vs. 7%. Respondents in the **USA** (88%) and the **UK** (76%) **hardly know any of these candidates**. That's also the case for 62% of the Germans, 47% of the Spanish and 43% of the Italians.

## **Responsibility for global warming**

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**Responsibility for global warming**

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In your view, who is primarily responsible for global warming?

	<b>French</b>	<b>German</b>	<b>British</b>	<b>Italian</b>	<b>Spanish</b>	<b>American</b>
<i>Weighted base</i>	1,138	1,069	1,102	1,084	1,034	1,140
Industry	20%	27%	16%	18%	11%	12%
Governments	13%	10%	12%	16%	18%	4%
People in general	9%	6%	12%	7%	9%	11%
All of the above	56%	54%	55%	54%	61%	59%
None of the above	2%	3%	5%	5%	1%	14%

## **Politicians and global warming**

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**Politicians and global warming**

Do you feel that politicians in your country are doing enough to address the challenge of global warming?

	French	German	British	Italian	Spanish	American
<i>Weighted base</i>	1,138	1,069	1,102	1,084	1,034	1,140
<b>Total yes</b>	<b>10%</b>	<b>14%</b>	<b>13%</b>	<b>9%</b>	<b>9%</b>	<b>14%</b>
Yes, certainly	1%	3%	3%	1%	1%	6%
Yes, probably	9%	11%	10%	8%	8%	8%
<b>Total no</b>	<b>86%</b>	<b>83%</b>	<b>80%</b>	<b>87%</b>	<b>89%</b>	<b>75%</b>
No, probably not	38%	46%	45%	37%	42%	38%
No, certainly not	48%	37%	35%	50%	47%	37%
Not sure	4%	3%	7%	4%	2%	11%

## **Governments and global warming**

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**Governments and global warming**

Do you feel that the government of your country is doing enough to inform individuals about steps they can take to preserve the environment?

	<b>French</b>	<b>German</b>	<b>British</b>	<b>Italian</b>	<b>Spanish</b>	<b>American</b>
<i>Weighted base</i>	1,138	1,069	1,102	1,084	1,034	1,140
<b>Total yes</b>	<b>20%</b>	<b>22%</b>	<b>26%</b>	<b>16%</b>	<b>20%</b>	<b>20%</b>
Yes, certainly	3%	4%	4%	3%	1%	7%
Yes, probably	17%	18%	22%	13%	19%	13%
<b>Total no</b>	<b>78%</b>	<b>75%</b>	<b>69%</b>	<b>81%</b>	<b>78%</b>	<b>73%</b>
No, probably not	52%	46%	44%	36%	41%	35%
No, certainly not	26%	29%	25%	45%	37%	38%
Not sure	2%	3%	5%	3%	2%	7%

## Water

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**Water**

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What concrete steps would you be willing to take to help save water?  
Choose the two you consider most feasible for you:

	<b>French</b>	<b>German</b>	<b>British</b>	<b>Italian</b>	<b>Spanish</b>	<b>American</b>
<i>Weighted base</i>	1,138	1,069	1,102	1,084	1,034	1,140
Give up baths for showers	65%	65%	65%	53%	62%	49%
Install a save-a-flush mechanism in your toilet	61%	64%	55%	66%	72%	58%
Close the tap while brushing your teeth	59%	49%	65%	63%	55%	67%
Shower less frequently	9%	12%	5%	8%	7%	10%
None of these	3%	4%	5%	5%	2%	8%

## Air pollution

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**Air pollution**

What concrete steps would you be willing to take to help reduce air pollution?  
Choose the two you consider most feasible for you:

	<b>French</b>	<b>German</b>	<b>British</b>	<b>Italian</b>	<b>Spanish</b>	<b>American</b>
<i>Weighted base</i>	1,138	1,069	1,102	1,084	1,034	1,140
Buy a hybrid car	62%	39%	36%	53%	52%	53%
Use public transport instead of a car	54%	49%	45%	63%	71%	33%
Use a bike instead of a car or public transport	37%	48%	34%	44%	34%	21%
Drive a smaller car	25%	36%	36%	18%	20%	45%
Pay a toll to use your car in city centres	10%	7%	9%	10%	8%	7%
None of these	6%	10%	20%	6%	7%	21%

## Energy

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**Energy**

What concrete steps would you be willing to take to conserve energy?  
Choose the two you consider most feasible for you:

	<b>French</b>	<b>German</b>	<b>British</b>	<b>Italian</b>	<b>Spanish</b>	<b>American</b>
<i>Weighted base</i>	1,138	1,069	1,102	1,084	1,034	1,140
Replace incandescent light bulbs with compact fluorescent bulbs	84%	59%	72%	69%	66%	82%
Get solar panels installed at your home	51%	50%	33%	71%	63%	27%
Turn the thermostat down 2 degrees in winter	37%	46%	59%	36%	40%	70%
Stop using a clothes dryer	23%	34%	20%	16%	25%	8%
None of the above	3%	6%	8%	4%	3%	6%

## Waste

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**Waste**

What concrete steps would you be willing to take to help reduce waste?  
Choose the two you consider most feasible for you:

	<b>French</b>	<b>German</b>	<b>British</b>	<b>Italian</b>	<b>Spanish</b>	<b>American</b>
<i>Weighted base</i>	1,138	1,069	1,102	1,084	1,034	1,140
Use your own shopping bag instead of plastic bags	61%	73%	49%	59%	51%	38%
Sort your trash and take it to a recycling point	57%	55%	65%	76%	85%	58%
Buy fewer packaged goods	40%	41%	29%	27%	33%	20%
Drink tap water instead of bottled water	32%	18%	36%	26%	21%	41%
Buy new clothes less often	5%	6%	12%	5%	6%	23%
None of these	3%	3%	4%	4%	2%	10%

## Industry

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## Industry

Do you support the +polluter must pay+ idea for industry, i.e. the more a company pollutes, the more it is taxed?

	French	German	British	Italian	Spanish	American
<i>Weighted base</i>	1,138	1,069	1,102	1,084	1,034	1,140
<b>Total yes</b>	<b>92%</b>	<b>89%</b>	<b>81%</b>	<b>92%</b>	<b>92%</b>	<b>82%</b>
Yes, certainly	69%	61%	48%	73%	76%	54%
Yes, probably	23%	28%	33%	19%	16%	28%
<b>Total no</b>	<b>6%</b>	<b>8%</b>	<b>11%</b>	<b>4%</b>	<b>6%</b>	<b>7%</b>
No, probably not	4%	5%	7%	3%	4%	4%
No, certainly not	2%	3%	4%	1%	2%	3%
Not sure	2%	3%	8%	4%	2%	11%

## Iran, the UN and nuclear power

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**Iran, the UN and nuclear power**

**If Iran continues its uranium enrichment programme, in spite of the repeated demands from the UN for a complete stop on that nuclear programme, what attitude should the UN have among the following?**

*Note : the figures in light blue represent the answers given in the wave of December 2006 (12,570 persons interviewed from November 30<sup>th</sup> to December 9<sup>th</sup> 2006)*

	<b>French</b>	<b>German</b>	<b>British</b>	<b>Italian</b>	<b>Spanish</b>	<b>American</b>
<i>Weighted base</i>	1,138	1,069	1,102	1,084	1,034	1,140
<i>Weighted base (December 2006)</i>	2,140	2,135	2,098	2,096	1,998	2,103
Use all diplomatic efforts in order for Iran to stop the uranium enrichment programme	47% 53%	53% 55%	39% 48%	52% 55%	53% 64%	27% 39%
Impose economic and commercial sanctions on Iran	40% 30%	36% 33%	41% 35%	32% 29%	40% 25%	45% 36%
Allow military strikes against the Iran nuclear plants	8% 11%	7% 6%	14% 8%	11% 11%	3% 6%	22% 21%
Let Iran follow that programme	5% 6%	4% 6%	6% 9%	5% 5%	4% 5%	6% 4%

## **French presidential candidates**

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**French presidential candidates**

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Of the following French presidential candidates, who would best represent France around the world?

	<b>French</b>	<b>German</b>	<b>British</b>	<b>Italian</b>	<b>Spanish</b>	<b>American</b>
<i>Weighted base</i>	1,138	1,069	1,102	1,084	1,034	1,140
Nicolas Sarkozy	36%	4%	5%	7%	11%	1%
Ségolène Royal	21%	16%	6%	30%	25%	3%
François Bayrou	16%	3%	3%	3%	2%	1%
Jean-Marie Le Pen	3%	5%	5%	10%	6%	2%
None of these candidates	23%	10%	5%	7%	9%	5%
I don't know any of these candidates	1%	62%	76%	43%	47%	88%

## 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).