

GAME CHANGERS



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# 2017 FRENCH ELECTION

## THE STATE OF MIND OF THE FRENCH PEOPLE 4 WEEKS BEFORE PRESIDENTIAL ELECTION

28 March 2017

  
francetélévisions



## SAMPLE

**1 005** persons registered on the electoral rolls, constituting a representative national sample of the French population aged 18 years and over.

## DATES OF FIELDWORK

From **25** to **27** March 2017.

## METHODOLOGY

Online interview.

Quota method: gender, age, individual's occupation, region, urban/rural.

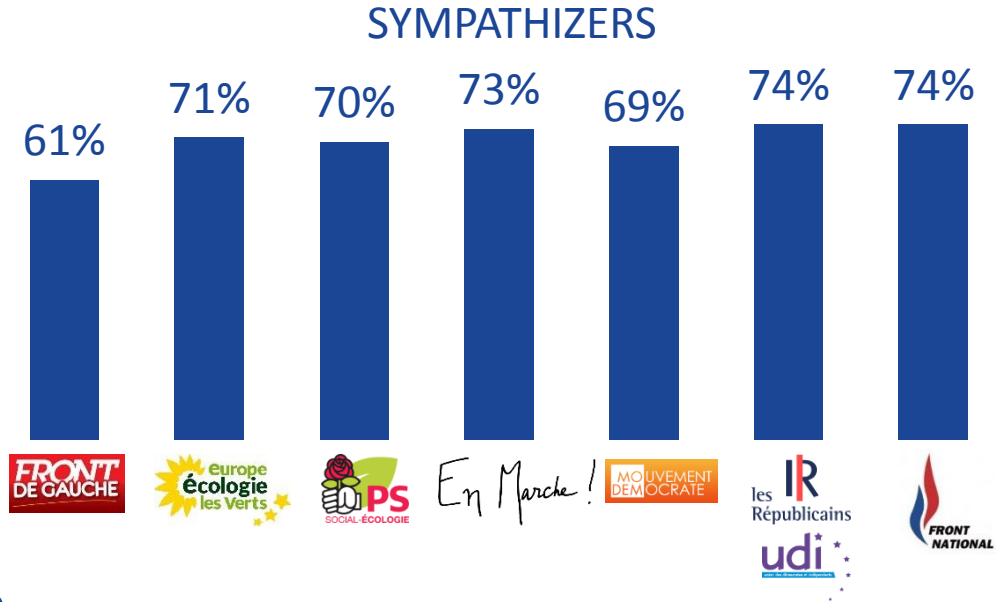


As with any quantitative survey, this study presents results subject to the margins of error inherent in statistics. This report has been drawn up in compliance with the international standard ISO 20252 "Market research, social studies and opinion".

# FRENCH ELECTION

## Participation index

Question: The first round of the next presidential election will take place on April 23, 2017. Can you give a score of 0 to 10 on your intention to vote in the first round of this presidential election?



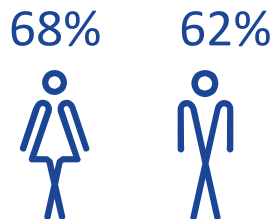
Note: 65% of French people intend to vote in the first round of the Presidential Election, 70% of PS sympathizers, 74% of LR sympathizers, 76% of FN sympathizers, etc.



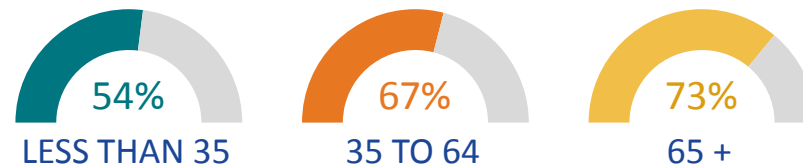
PARTICIPATION

# 65%

## GENDER



## AGE



## INTERVIEWEE'S OCCUPATION



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# Voting Intention 1<sup>ST</sup> ROUND

  
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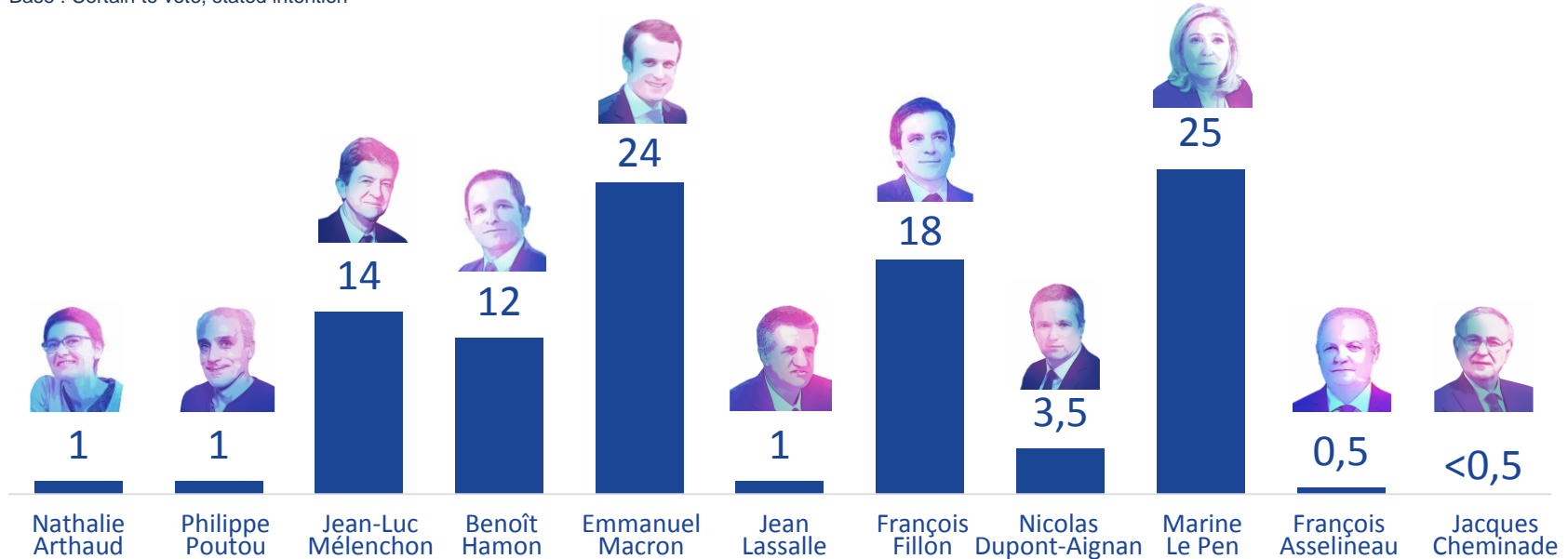
# FRENCH ELECTION

## Voting intention 1st Round

Question : If the first round of the presidential election was held next Sunday, who is the candidate for whom you will most probably vote for? If the choice is between the following candidates?



Base : Certain to vote, stated intention



People certain to vote who have not expressed an intention to vote 11%

# FRENCH ELECTION

## Likelihood to change mind

Question : Is your voting choice definite or could you still change your mind ?



Base : Certain to go to vote



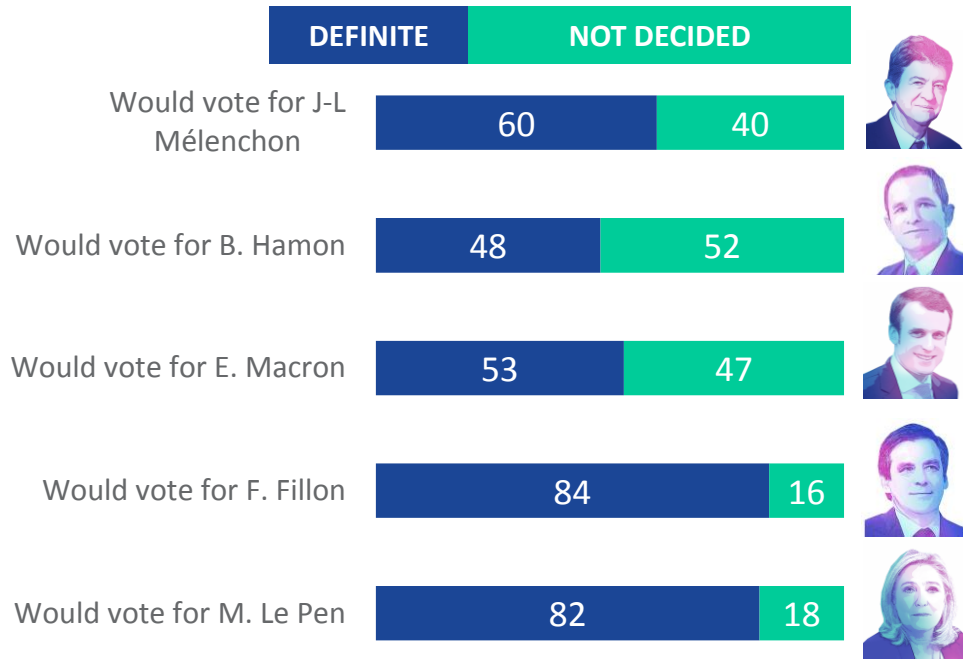
DEFINITE

59%



NOT DECIDED 41%

### ACCORDING TO VOTING INTENTION



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# VOTING INTENTION 2<sup>nd</sup> ROUND





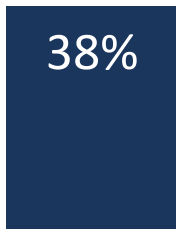
# Voting intention 2<sup>nd</sup> Round

## Hypothesis E. Macron versus M. Le Pen

Question : If the second round of the presidential election was held next Sunday, who is the candidate for whom you will most probably vote for? If the choice is between the following candidates?



Emmanuel  
Macron



Marine  
Le Pen

REPORTED VOICE				
Voting intention 1st round ▼			Not decided	Total
Would vote for J-L. Mélenchon	54%	12%	34%	100%
Would vote for Benoît Hamon	77%	6%	17%	100%
Would vote for François Fillon	38%	26%	36%	100%



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# CANDIDATES IMAGE, POTENTIAL FOR WINNING AND FUTURE OF FRANCE



# Candidates image among French people - summary



## Applies well to %



J.-L. Mélenchon



B. Hamon



E. Macron



F. Fillon



M. Le Pen

He/she is honest	<b>58</b>	<b>54</b>	<b>44</b>	<b>13</b>	<b>27</b>
He/she would make a good president	<b>33</b>	<b>27</b>	<b>41</b>	<b>26</b>	<b>31</b>
He/she proposes innovating solutions	<b>44</b>	<b>37</b>	<b>43</b>	<b>22</b>	<b>38</b>
He/she renews positively the way of doing politic	<b>42</b>	<b>30</b>	<b>47</b>	<b>16</b>	<b>33</b>
He/she proposes a realistic programme	<b>34</b>	<b>26</b>	<b>40</b>	<b>30</b>	<b>32</b>
He/she is sympathetic	<b>54</b>	<b>48</b>	<b>54</b>	<b>22</b>	<b>32</b>
He/she understands problems of people like you	<b>53</b>	<b>38</b>	<b>31</b>	<b>18</b>	<b>40</b>
He/she will meet his/her commitments	<b>42</b>	<b>29</b>	<b>37</b>	<b>27</b>	<b>39</b>



Applies well to%

He is honest

He is sympathetic

He understands the problems of people like you

He proposes innovating solutions

He renews positively the way of doing politic

He will meet his commitments

He proposes a realistic programme

He would make a good president

	All	Would vote for J.-L. Mélenchon	Would vote for B. Hamon	Would vote for E. Macron	Would vote for F. Fillon	Would vote for M. Le Pen
He is honest	58	97	78	71	48	39
He is sympathetic	54	91	56	68	53	36
He understands the problems of people like you	53	99	65	63	36	40
He proposes innovating solutions	44	94	60	48	30	30
He renews positively the way of doing politic	42	92	57	47	26	24
He will meet his commitments	42	91	61	51	25	31
He proposes a realistic programme	34	84	53	33	19	24
He would make a good president	33	86	41	35	17	22





**Applies well to%**

**He is honest**

He is sympathetic

He understands the problems of people like you

He proposes innovating solutions

He renews positively the way of doing politics

He will meet his commitments

He would make a good president

He proposes a realistic programme

	All	Would vote for B. Hamon	Would vote for J.-L. Mélenchon	Would vote for E. Macron	Would vote for F. Fillon	Would vote for M. Le Pen
<b>He is honest</b>	<b>54</b>	<b>94</b>	<b>78</b>	<b>68</b>	<b>48</b>	<b>34</b>
He is sympathetic	<b>48</b>	<b>96</b>	<b>71</b>	<b>59</b>	<b>32</b>	<b>31</b>
He understands the problems of people like you	<b>38</b>	<b>82</b>	<b>66</b>	<b>54</b>	<b>18</b>	<b>21</b>
He proposes innovating solutions	<b>37</b>	<b>81</b>	<b>63</b>	<b>44</b>	<b>27</b>	<b>19</b>
He renews positively the way of doing politics	<b>30</b>	<b>79</b>	<b>45</b>	<b>36</b>	<b>18</b>	<b>15</b>
He will meet his commitments	<b>29</b>	<b>77</b>	<b>46</b>	<b>38</b>	<b>12</b>	<b>18</b>
He would make a good president	<b>27</b>	<b>94</b>	<b>49</b>	<b>29</b>	<b>12</b>	<b>11</b>
He proposes a realistic programme	<b>26</b>	<b>77</b>	<b>45</b>	<b>31</b>	<b>11</b>	<b>15</b>

# Emmanuel Macron's image



## Applies well to%

**He is sympathetic**

He renews positively the way of doing politic

He is honest

He proposes innovating solutions

He would make a good president

He proposes a realistic programme

He will meet his commitments

He understands the problems of people like you

	All	Would vote for E. Macron	Would vote for J.-L. Mélenchon	Would vote for B. Hamon	Would vote for F. Fillon	Would vote for M. Le Pen
<b>He is sympathetic</b>	<b>54</b>	<b>92</b>	<b>57</b>	<b>50</b>	<b>51</b>	<b>40</b>
He renews positively the way of doing politic	<b>47</b>	<b>89</b>	<b>50</b>	<b>45</b>	<b>47</b>	<b>30</b>
He is honest	<b>44</b>	<b>85</b>	<b>50</b>	<b>50</b>	<b>32</b>	<b>27</b>
He proposes innovating solutions	<b>43</b>	<b>85</b>	<b>42</b>	<b>46</b>	<b>41</b>	<b>28</b>
He would make a good president	<b>41</b>	<b>91</b>	<b>42</b>	<b>35</b>	<b>32</b>	<b>23</b>
He proposes a realistic programme	<b>40</b>	<b>87</b>	<b>42</b>	<b>45</b>	<b>30</b>	<b>19</b>
He will meet his commitments	<b>37</b>	<b>82</b>	<b>42</b>	<b>37</b>	<b>22</b>	<b>24</b>
He understands the problems of people like you	<b>31</b>	<b>74</b>	<b>31</b>	<b>20</b>	<b>26</b>	<b>18</b>



# François Fillon's image



## Applies well to%

He proposes a realistic programme

He will meet his commitments

He would make a good president

He proposes innovating solutions

He is sympathetic

He understands the problems of people like you

He renews positively the way of doing politics

He is honest

All

30

27

26

22

22

18

16

13

Would vote for F. Fillon

96

94

98

89

82

81

72

60



Would vote for J.-L. Mélenchon

17

17

7

8

10

6

5

3



Would vote for B. Hamon

9

9

6

4

4

4

4

4



Would vote for E. Macron

28

31

22

21

19

15

14

10



Would vote for M. Le Pen

20

16

16

11

14

7

9

6

# FRENCH ELECTION

## Marine Le Pen's image



### Applies well to%

- She understands the problems of people like you
- She will meet her commitments
- She proposes innovating solutions
- She renews positively the way of doing politic
- She proposes a realistic programme
- She is sympathetic
- She would make a good president
- She is honest

	All	Would vote for M. Le Pen	Would vote for J.-L. Mélenchon	Would vote for B. Hamon	Would vote for E. Macron	Would vote for F. Fillon
	40	91	22	8	24	42
	39	90	30	18	26	32
	38	88	23	10	24	38
	33	84	13	5	18	32
	32	86	14	10	18	27
	32	83	15	8	19	26
	31	91	15	6	13	25
	27	72	14	7	11	28





# The opinion on the candidates' personality and programme

Question : For each of the following candidates, tell me if you find **his/her personality** rather reassuring, rather worrying or neither?

+ For each of the following candidates, tell me if you find **his/her programme** rather reassuring, rather worrying or neither?



- Is rather reassuring
- Is rather worrying
- Neither



## HIS/HER PERSONALITY



## HIS/HER PROGRAMME



Emmanuel Macron



Jean-Luc Mélenchon



Benoît Hamon



Marine Le Pen



François Fillon



# The opinion on candidates' personality – according voting intention



%

Question : For each of the following candidates, tell me if you find **his/her personality** rather reassuring, rather worrying or neither?



	ALL		Would vote for J.-L. Mélenchon		Would vote for B. Hamon		Would vote for E. Macron		Would vote for F. Fillon		Would vote for M. Le Pen	
	Reassures you	Worries you	Reassures you	Worries you	Reassures you	Worries you	Reassures you	Worries you	Reassures you	Worries you	Reassures you	Worries you
Emmanuel Macron	30	35	24	40	30	37	80	6	21	44	12	51
Jean-Luc Mélenchon	26	32	83	2	34	28	24	29	5	57	17	39
Benoît Hamon	23	35	52	17	84	1	26	34	4	60	7	44
Marine Le Pen	22	62	6	86	4	90	3	89	15	68	79	6
François Fillon	15	66	1	93	-	96	6	75	89	4	6	69

# The opinion on candidates' programme – according voting intention

Question : For each of the following candidates, tell me if you find **his/her programme** rather reassuring, rather worrying or neither?



%



	ALL		Would vote for J.-L. Mélenchon		Would vote for B. Hamon		Would vote for E. Macron		Would vote for F. Fillon		Would vote for M. Le Pen	
	Reassures you	Worries you	Reassures you	Worries you	Reassures you	Worries you	Reassures you	Worries you	Reassures you	Worries you	Reassures you	Worries you
Jean-Luc Mélenchon	25	40	84	5	47	27	18	45	7	65	14	45
Benoît Hamon	19	45	49	21	81	3	14	52	1	81	6	51
Emmanuel Macron	28	36	24	37	23	42	75	5	21	49	11	50
François Fillon	17	58	1	81	1	93	10	62	89	2	9	64
Marine Le Pen	21	61	8	82	5	93	4	86	15	71	75	3

# Potential for winning

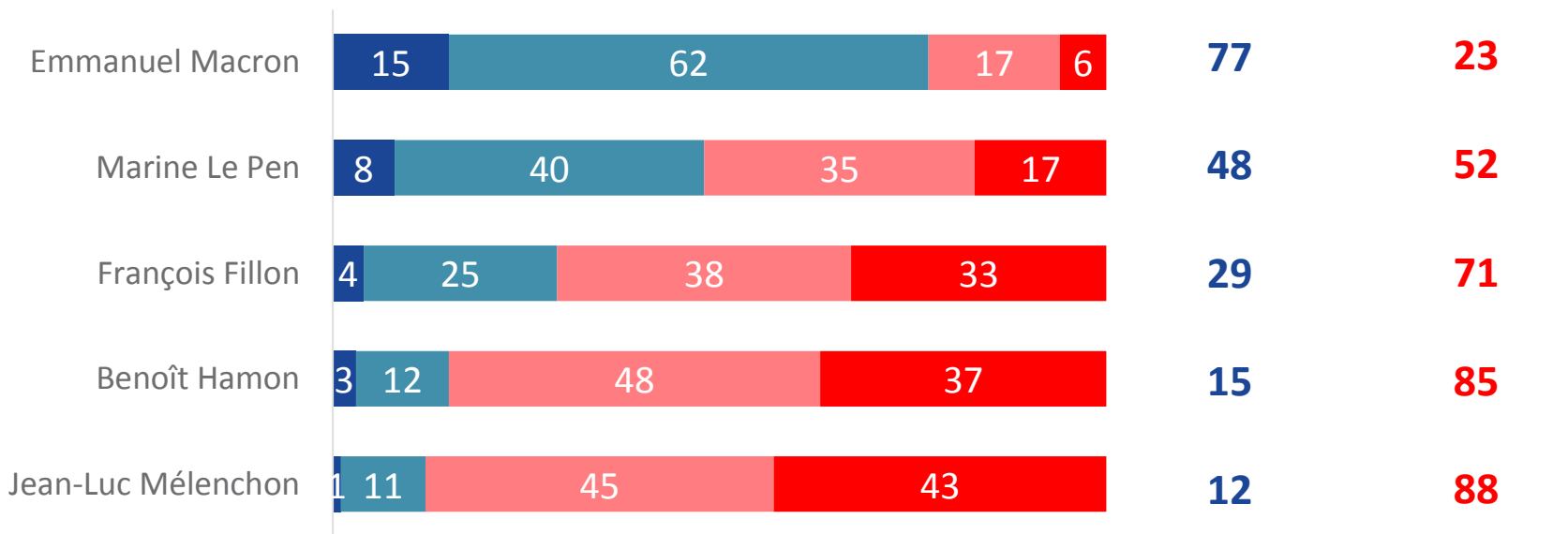
Question : For each of the following candidates, tell me if you think that he/she could be elected as President of the Republic in May.



- It's certain or nearly that he/she will be elected
- It's very likely that he/she will be elected
- There is low chance that he/she will be elected
- It's impossible or nearly impossible that he/she will be elected

**Certain  
+ high chance**

**Low chance  
+ Impossible**



# Potential for winning – according to voting intention

Question : For each of the following candidates, tell me if you think that he/she could be elected as President of the Republic in May.

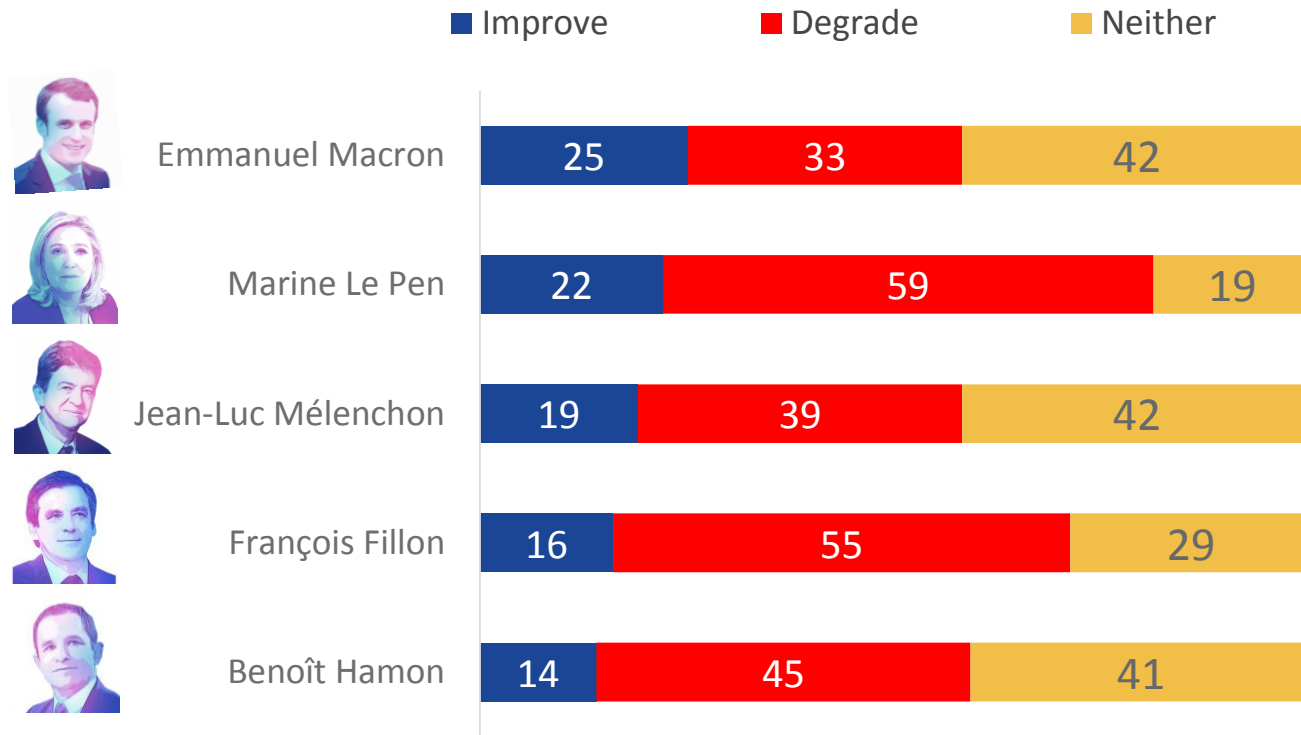


	TOGETHER		Would vote for J.-L. Mélenchon		Would vote for B. Hamon		Would vote for E. Macron		Would vote for F. Fillon		Would vote for M. Le Pen	
	Certain+ high chance	Low chance + Impossible	Certain+ high chance	Low chance + Impossible	Certain+ high chance	Low chance + Impossible	Certain+ high chance	Low chance + Impossible	Certain+ high chance	Low chance + Impossible	Certain+ high chance	Faibles chances + Impossible
Emmanuel Macron	77	23	86	14	90	10	99	1	68	32	63	37
Marine Le Pen	48	52	41	59	33	67	35	65	42	58	78	22
François Fillon	29	71	13	87	25	75	25	75	87	13	15	85
Benoît Hamon	15	85	19	81	41	59	8	92	8	92	15	85
Jean-Luc Mélenchon	12	88	29	71	12	88	7	93	3	97	16	84

# FRENCH ELECTION

## France's future

Question : For each of the following candidates: if he/she is elected as president of the Republic, what do you think will happen to France over the next few years:



# FRENCH ELECTION

## France's future

Question: For each of the following candidates: if he/she is elected as president of the Republic, what do you think will happen to France over the next few years:



The situation in France...



%	TOGETHER		Would vote for J.-L. Mélenchon		Would vote for B. Hamon		Would vote for E. Macron		Would vote for F. Fillon		Would vote for M. Le Pen	
	Will improve	Will degrade	Will improve	Will degrade	Will improve	Will degrade	Will improve	Will degrade	Will improve	Will degrade	Will improve	Will degrade
E. Macron	25	33	19	30	17	34	71	4	17	37	12	56
M. Le Pen	22	59	9	81	2	90	4	86	17	66	75	9
J-L Mélenchon	19	39	73	2	32	22	10	41	2	72	10	51
F. Fillon	16	55	2	77	-	84	11	58	85	4	6	66
B. Hamon	14	45	36	15	63	8	8	47	1	78	6	65

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