



GAME CHANGERS



sopra  steria

2017
FRENCH
ELECTION

THE FRENCH AND THE PURCHASING POWER

1 2 3 4 5 6
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".

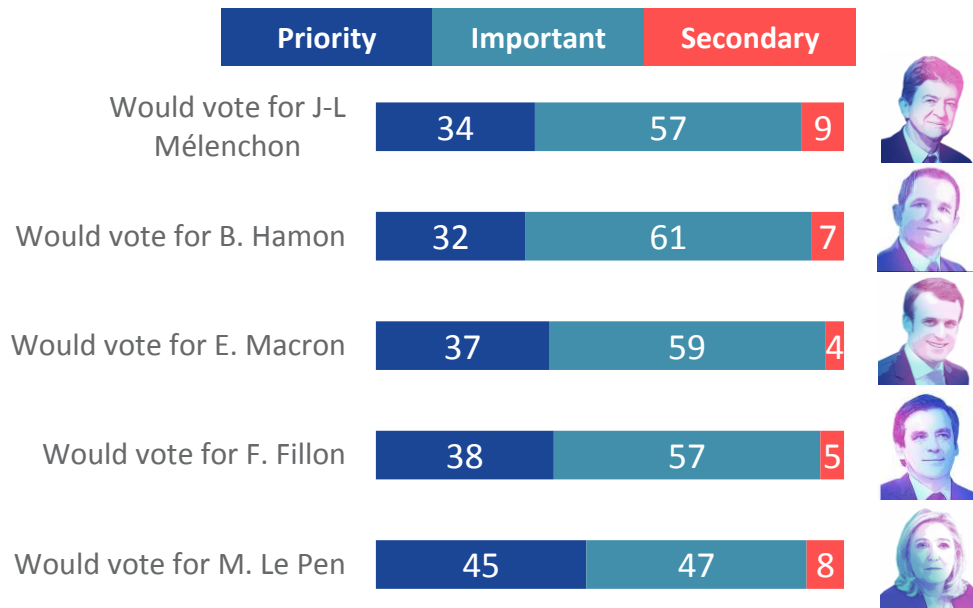
The purchasing power topic during the presidential campaign

A priority place
37%

An important place
56%

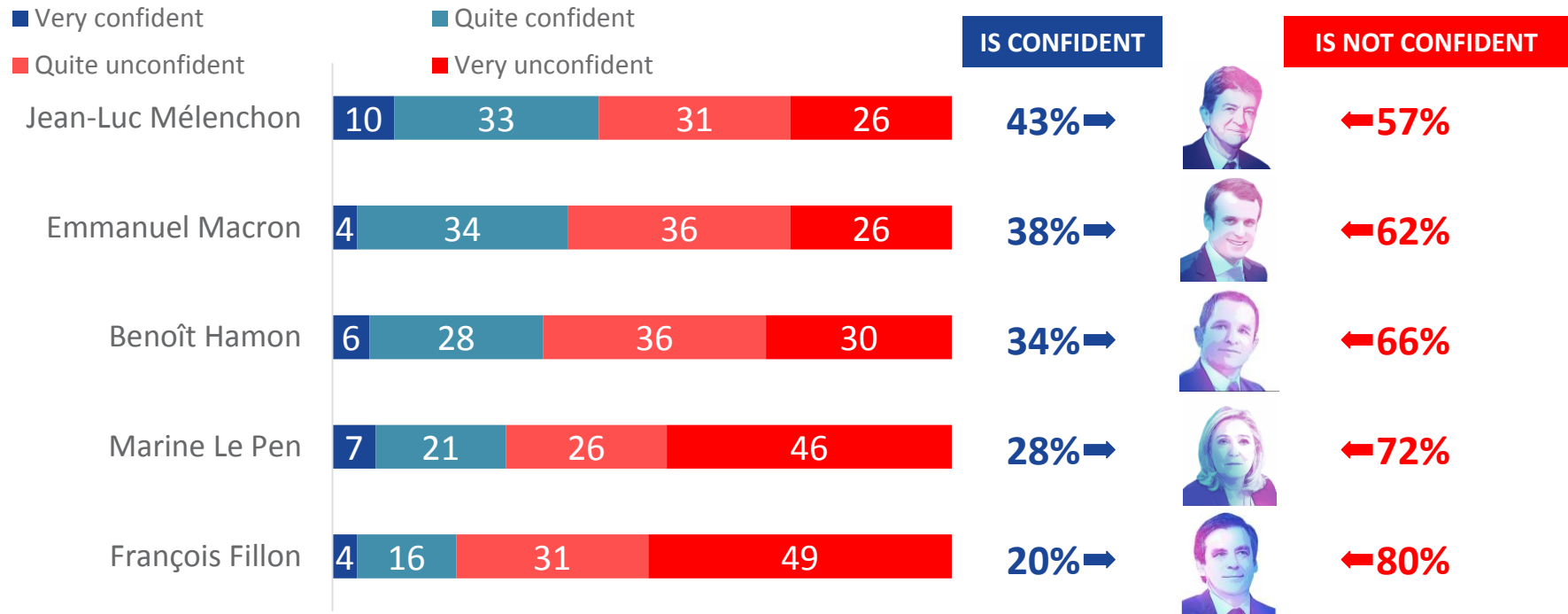
A secondary place
7%

According to voting intentions



We are going to talk about **purchasing power**. From your point of view, during the election campaign, does this topic has to be at a priority place, an important place or a secondary place?

The trust given to the different candidates regarding purchasing power



Regarding **purchasing power**, do you trust each of the following candidates to make the good propositions?

The trust given to the different candidates regarding purchasing power – according to voting intention

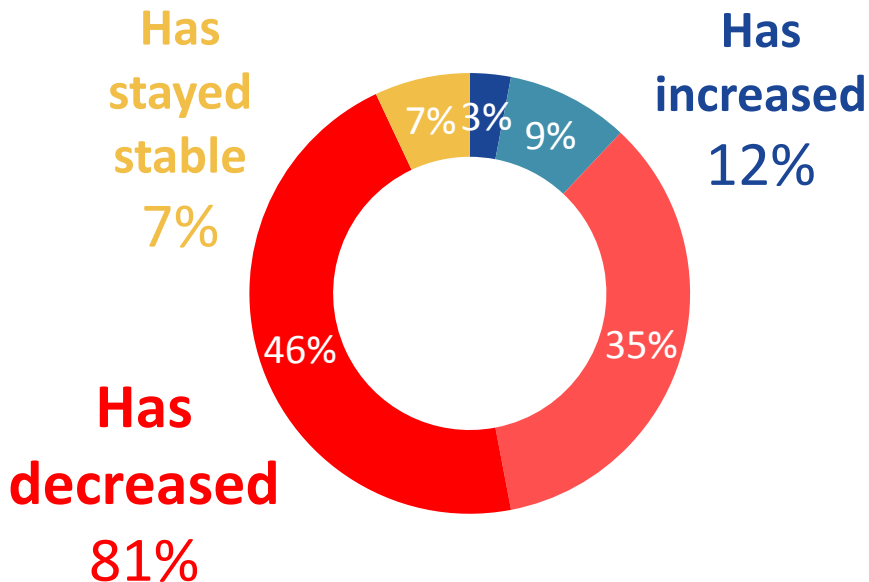


Trust %	All	Would vote for J.-L. Mélenchon	Would vote for B. Hamon	Would vote for E. Macron	Would vote for F. Fillon	Would vote for M. Le Pen
J.-L. Mélenchon	43%	89%	65%*	53%	13%	33%
E. Macron	38%	40%	36%	84%	34%	18%
B. Hamon	34%	65%	85%	42%	11%	16%
M. Le Pen	28%	13%	6%	14%	26%	79%
F. Fillon	20%	6%	3%	19%	84%	12%

Regarding **purchasing power**, do you trust each of the following candidates to make the good propositions?

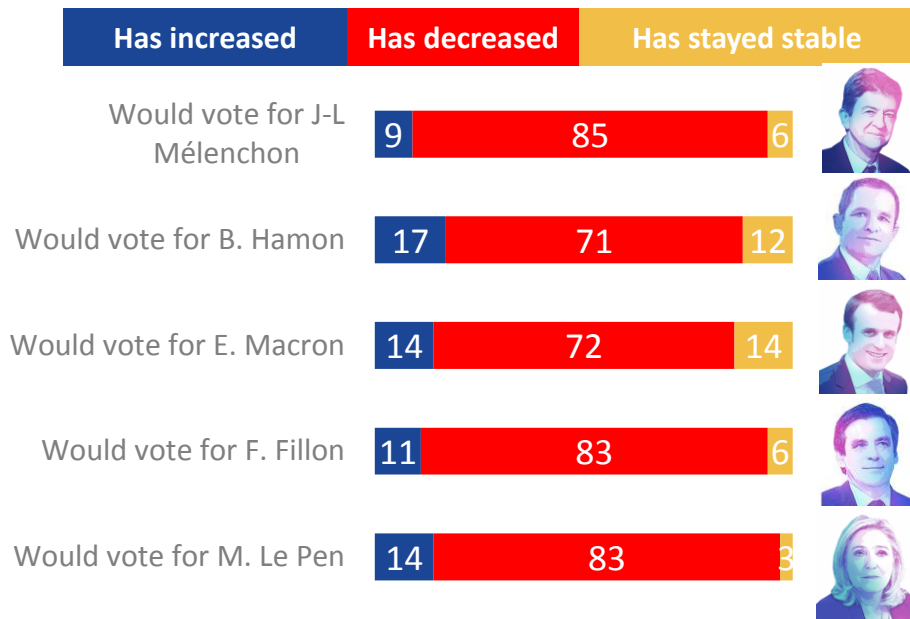
The feeling regarding the evolution of purchasing power

- Has increased a lot
- Has increased a little
- Has decreased a little
- Has decreased a lot
- Has stayed stable

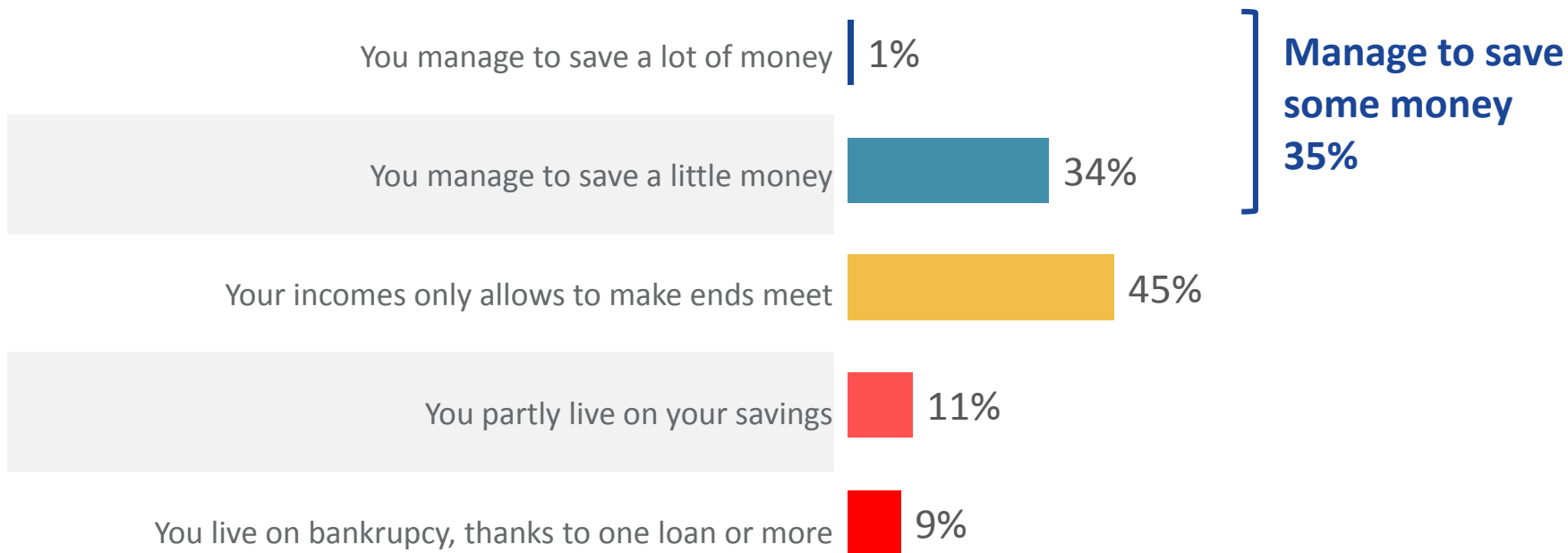


These past few years, do you feel like your **purchasing power** has increased, decreased or stayed stable?

ACCORDING VOTING INTENTIONS



The personal financial situation



Which sentence better correspond to your current situation?

The personal financial situation – according to voting intentions

						
	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
You manage to save a lot of money	1%	-	-	3%	1%	1%
You manage to save a little money	34%	29%	37%	54%	32%	27%
ST Manage to save money	35%	29%	37%	57%	33%	28%
Your incomes only allows you to make ends meet	45%	48%	42%	34%	46%	49%
Your partly live on your savings	11%	10%	12%	4%	11%	12%
You live on bankruptcy, thank to one loan or more	9%	13%	9%	5%	10%	11%

Which sentence better correspond to your current situation?