

PRESS RELEASE

THE FRENCH-RUSSIAN RELATIONS: WHAT DO THE FRENCH THINK?

At a time when the government of President Macron wishes a warming of relations between France and Russia, an exclusive survey to know the opinion of the French about their vast “neighbor.”

SURVEY REALISED ONLINE AND ON MOBILE BETWEEN THE 26TH AUGUST AND THE 02ND SEPTEMBER 2019 ON 1,000 FRENCH, AGED 18 YEARS AND MORE AND REPRESENTATIVE OF THE FRENCH POPULATION.



PROMISE
CONSULTING^{nc}

FRANCE-RUSSIA

A poll on the French public opinion about Russia

Valérie Jourdan
+33 1 78 09 03 65
+33 6 09 31 65 19
valerie.jourdan@promiseconsultingnc.com

Jean-Claude Pacitto
+33 1 78 09 03 69
+33 6 13 13 85 92
jean-claude.pacitto@orange.fr

Philippe Jourdan
+33 1 78 09 03 64
+33 62 66 09 27
philippe.jourdan@promiseconsultingnc.com

September 2019



Promise Consulting, a consulting firm, and Panel On The Web, a market research institute, surveyed an online panel to gauge French opinion about Russia (the country, the people, the culture, and the political system). The following objectives were assigned to the opinion survey before a press release on French-Russian relations and opportunities for in-depth political, cultural, and economic collaboration.

- To assess the proximity or distance of the French to Russia, and the reasons why they feel close to or far from Russia.

- To evaluate the French opinion on the relations between Europe and Russia, on the European sanctions and the subsequent Russian embargo on European food products, in the wake of the events in Crimea.
- To assess the French opinion on the relations between France and Russia: state of play and desired areas for improvement.

The opinion poll was conducted in the wake of G7 Biarritz summit, marked by the previous meeting between the Presidents Emmanuel Macron and Vladimir Putin at the residence of Brégonçon. The main results are analyzed below.

To download the excerpt of slides in HD (see below):

<http://files.panelontheweb.com/client/DLclient.aspx?id=4784&alea=11281255>

To publish these results on social networks:

#Promiseconsulting #Panelontheweb #PublicOpinionLab

To contact the authors of the survey:

(Interviews, testimonials, live interviews, analyses)



Pr Philippe Jourdan, CEO, Associate Professor
Promise Consulting

Telephone: **+33 6 62 66 09 27**

Mail: philippe.jourdan@promiseconsultinginc.com



Jean-Claude Pacitto, Research Director, Assistant Professor
Promise Consulting

Telephone: **+33 6 13 85 92 74**

Mail: jean-claude.pacitto@orange.fr

THE EXPERTS' POINT OF VIEW



Philippe Jourdan and Jean-Claude Pacitto, the authors of the study, give here their testimony and analysis on the main lessons of the survey. If the French seem to stand at a certain distance from Russia, the majority wishes to maintain good relations between our two countries, and fiercely hope they improve in many areas.

Russia wakes lively debates in the media, fed by alarming international news. However, the opinion of the French people about Russia is much less known. How do our citizens perceive Russia? How do they apprehend current and future French-Russian relations, in the context of diplomatic warming desired by the two Presidents, Macron and Putin?

RUSSIA, A EUROPEAN COUNTRY: A DISPUTED ISSUE

Is Russia for the French a European State? Do the French people share the Gaullist vision of a Europe stretching from the “Atlantic to the Urals”? The opinion is almost equally shared: **39%** consider that Russia is not a European state against **37%** who think the opposite, perfect illustration of the allegory of the two-headed Russian eagle, a head turned towards the West, another to the East. The reasons given are not of the same nature: those who answered “yes” emphasize geographical, historical, and cultural proximity, while those who answered “no” mobilize political antagonisms (between our regimes). These political arguments (suspected lack of freedom, autocratic government, ...) transcend the political affinities.

EUROPEAN SANCTIONS AND RUSSIAN EMBARGO: POORLY KNOWN DECISIONS

While most of the French people are aware of the European economic sanctions (and their counterpart, the Russian embargo on European food products), they are still 4 out of 10 (**41%**) to ignore their existence and their purpose. Those who ignore the most these sanctions are the sympathizers of the radical left “France Insoumise” (LFI). At the same time, the LFI sympathizers are also the most numerous to consider Russia as a “threat” (**51%**). The expressed fear strongly embodied (if not fantasized) around the personality of Vladimir Putin (**91%**), contrasts with a lack of knowledge of the facts likely to objectify it. The same conclusion applies to a lesser extent to the other political currents.

In the end, only 28% of the French people are strongly convinced of the worthiness of the European economic sanctions, and it is the sympathizers of the moderate right (“Les Républicains”) who are the most dubious (**51%**).

FRENCH-RUSSIAN RELATIONS: FRANCE CAN DO BETTER

Historically, Russia has always been the subject of fierce debates and aroused contrasting opinions from our fellow citizens, ranging from frank admiration to equally sincere distrust. Our survey shows that if the views are opposed, following the political affinities, a vast majority of the French people (**74%**) crave an improvement of the French-Russian relations. French people emphasize the importance of those relations for our country (94%), of which they deplore the relative freezing (**40%**). The French, predisposed to the “realpolitik,” judge that Russia has become (again) an essential actor in foreign policy, is an unescapable arbitrator of many conflicts (Syria, Ukraine, Middle East,...) or hot topics. The French, followers of the “real politik”, are of the opinion that Russia has become (become again) an essential actor in foreign policy with a rank of actor and arbitrator on many conflicts (Syria, Ukraine, Middle East) or “hot” issues (climate, economy, immigration, European construction), and that France must take this into account.

THE FUTURE OF THE FRENCH-RUSSIAN COOPERATION: A MOBILIZING ISSUE

The French-Russian cooperation, which involves improving the relations between the two states, is a subject that mobilizes the French: only **6%** of them think that the quality of the relationship between the two countries is not essential for France.

Supporters of a positive dynamic are more likely to be recruited from LREM (“La République en Marche”) (**56%**) and LR (“Les Républicains”) (**55%**), and not, contrary to a view too often held, from radical-wing supporters (“Rassemblement National”) (**44%**). Once again, our opinion survey reveals an odd paradox: radical left-wing supporters (LFI, “La France Insoumise”) are more numerous to think that Russia is a threat (**51%** vs. **44%** of the population), but at the same time, they are also more likely to want that French-Russian relationship improves (**94%**). This result is essential, which reveals that opinion is not fixed and that it is likely to change quickly. The context, linked to recent international events, weights easily on the French judgment about Russia. In the future, it can be assumed that the divisions will fade, as the conflicts that have generated them (Syria, Ukraine, Crimea) will decrease in intensity on the ground, and consequently in the media.

The potential for improving French-Russian relations is high and multi-faceted: the French prioritize environmental issues, humanitarian cooperation, bilateral foreign policy, and economic contracts, because of results deemed unsatisfactory in these areas. However, most cultural matters (university exchanges, scientific collaboration, tourism, and artistic exchanges) can also be improved.

RUSSIA, A EUROPEAN COUNTRY: A DISPUTED ISSUE

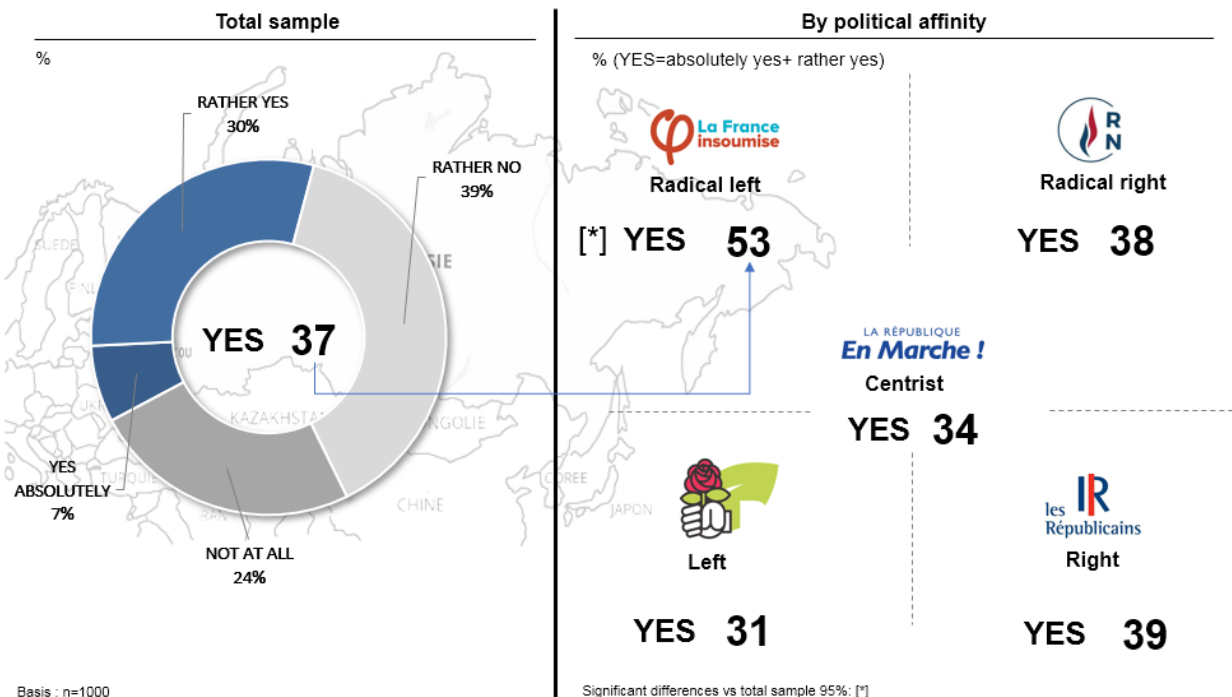
Europe & Russia

Is Russia an “European” country?

By political affinity



A majority of the electorate of the radical left judges that Russia is a “European” country. The right-wing electorate in both its components is tendentially more favorable to this proposal than are the centrist voters or those of the moderate left.



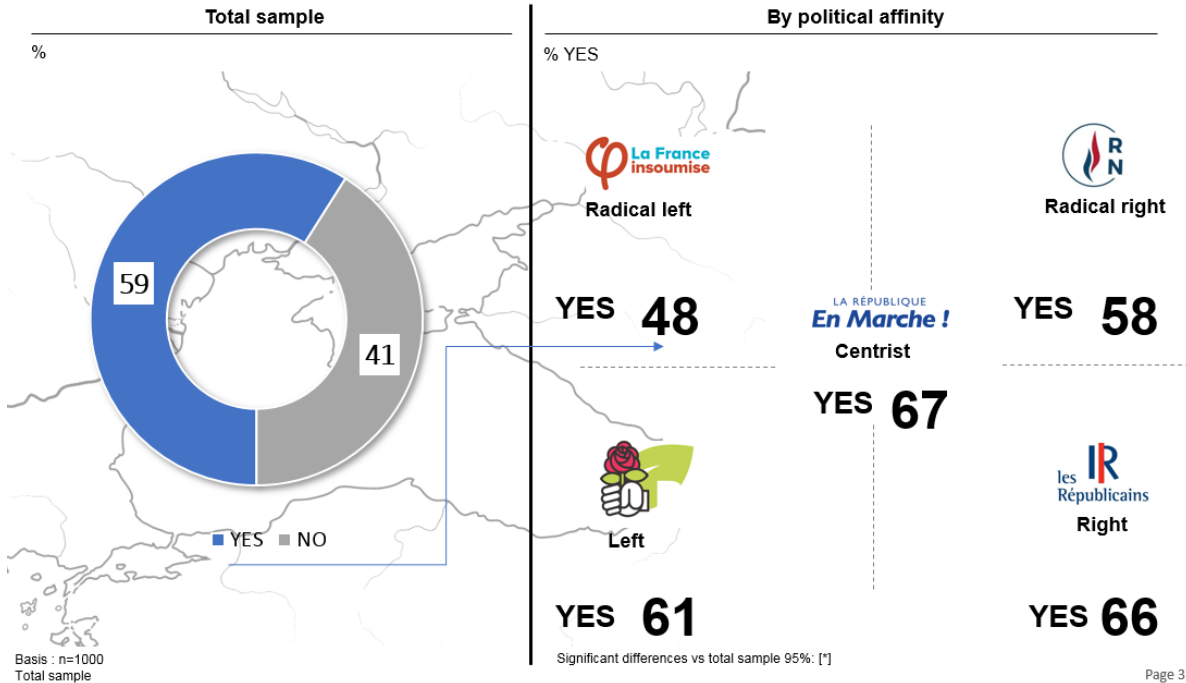
EUROPEAN SANCTIONS AND RUSSIAN EMBARGO: POORLY KNOWN DECISIONS

Europe & Russia

Knowledge of the European sanctions following the Crimea crisis By political affinity



The voters of the radical left, who are the most numerous to regard Russia as a threat because of its political system and the personality of its leader, are paradoxically those who misunderstand the most the political and economic measures taken by Europe after the Crimean affair (sanctions and subsequent embargo). This strongly incarnated fear, if not fantasized, contrasts with the lack of factual knowledge that could objectify it, even more so with LFI supporters.



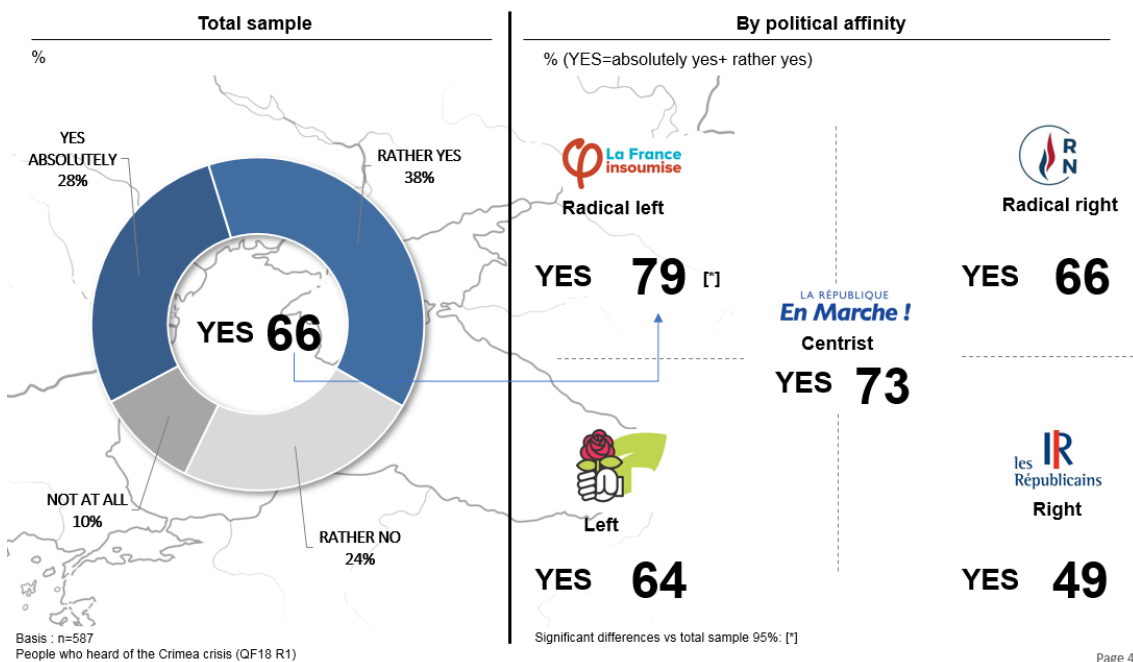
Page 3

Europe & Russia

Justification of the European sanctions following the Crimea crisis By political affinity



In line with the previous results, supporters of the radical left assert themselves more determined to justify the legitimacy of the sanctions, while they are the most numerous to disregard its reality (see above). On the other hand, the moderate right (LR) is largely unconvinced about maintaining this embargo.



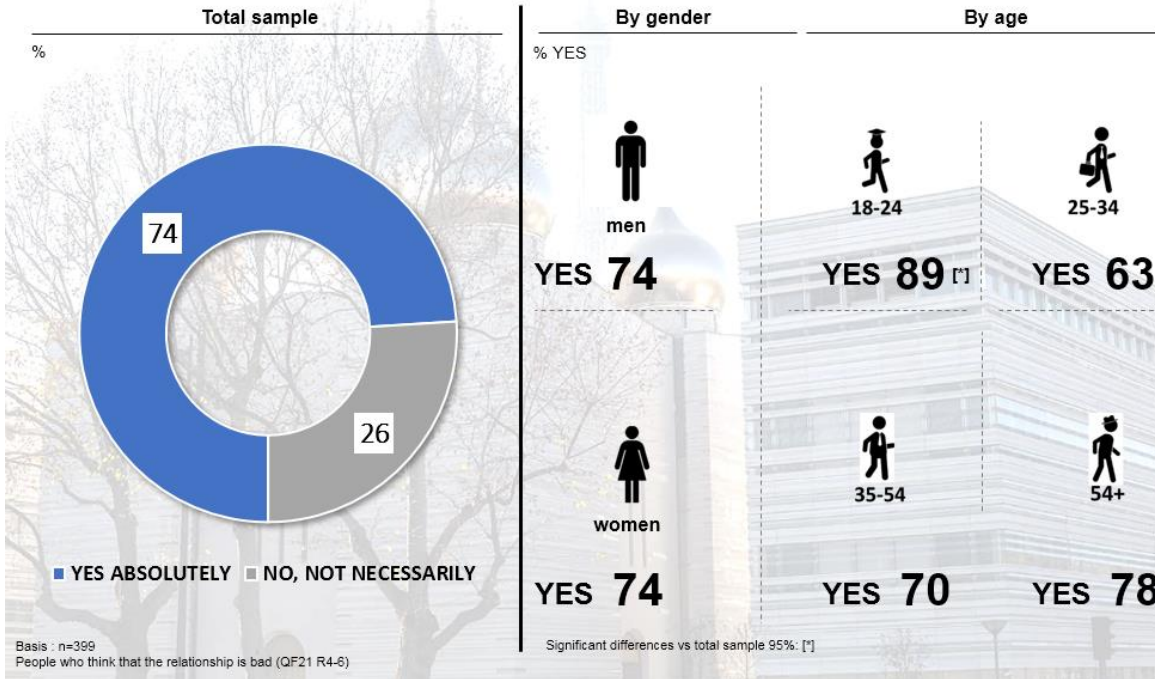
Page 4

FRENCH-RUSSIAN RELATIONS: FRANCE CAN DO BETTER

Perspectives on the French-Russian relationships (IMPROVEMENT wished)

By gender & age

The improvement of Franco-Russian relations is deemed necessary by a majority of French, who are consistent in their judgment. The relations between our two countries are considered important, but perfectible, which call for a logical conclusion, a wish to see them improve rapidly. Young people, who are the most critical of Russian politics in general, are the ones who most wish to improve these relations, a favorable climate for rapid progress.

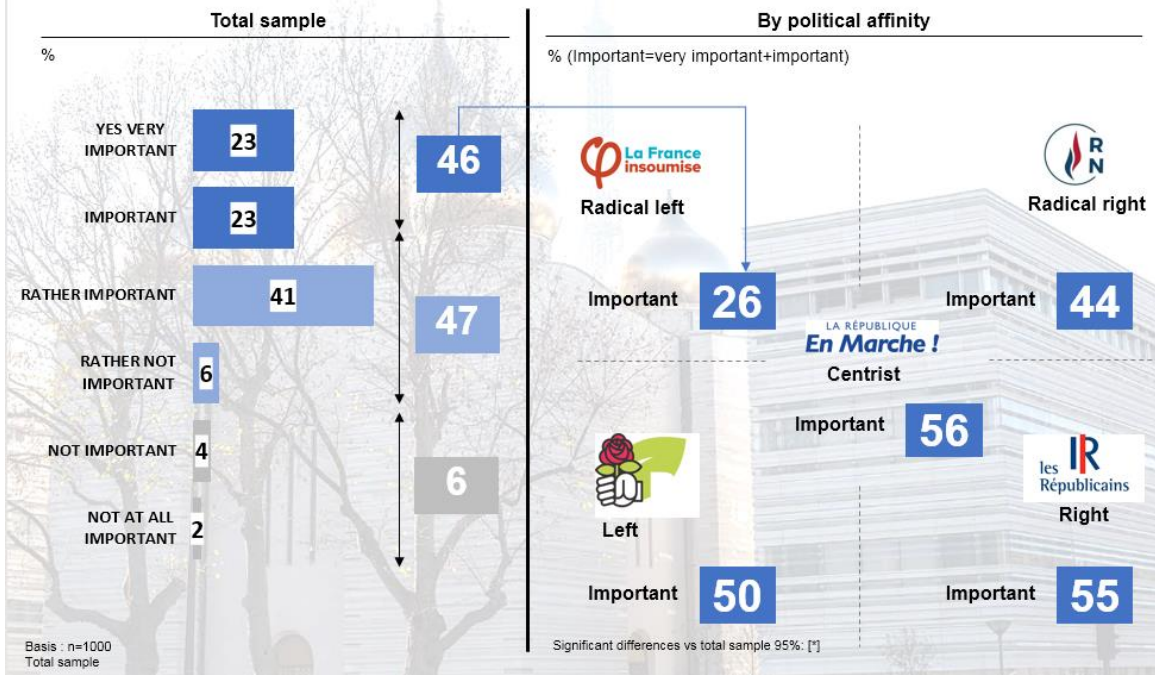


THE FUTURE OF THE FRENCH-RUSSIAN COOPERATION: A MOBILIZING ISSUE

Importance of the French-Russian relationships

By political affinity

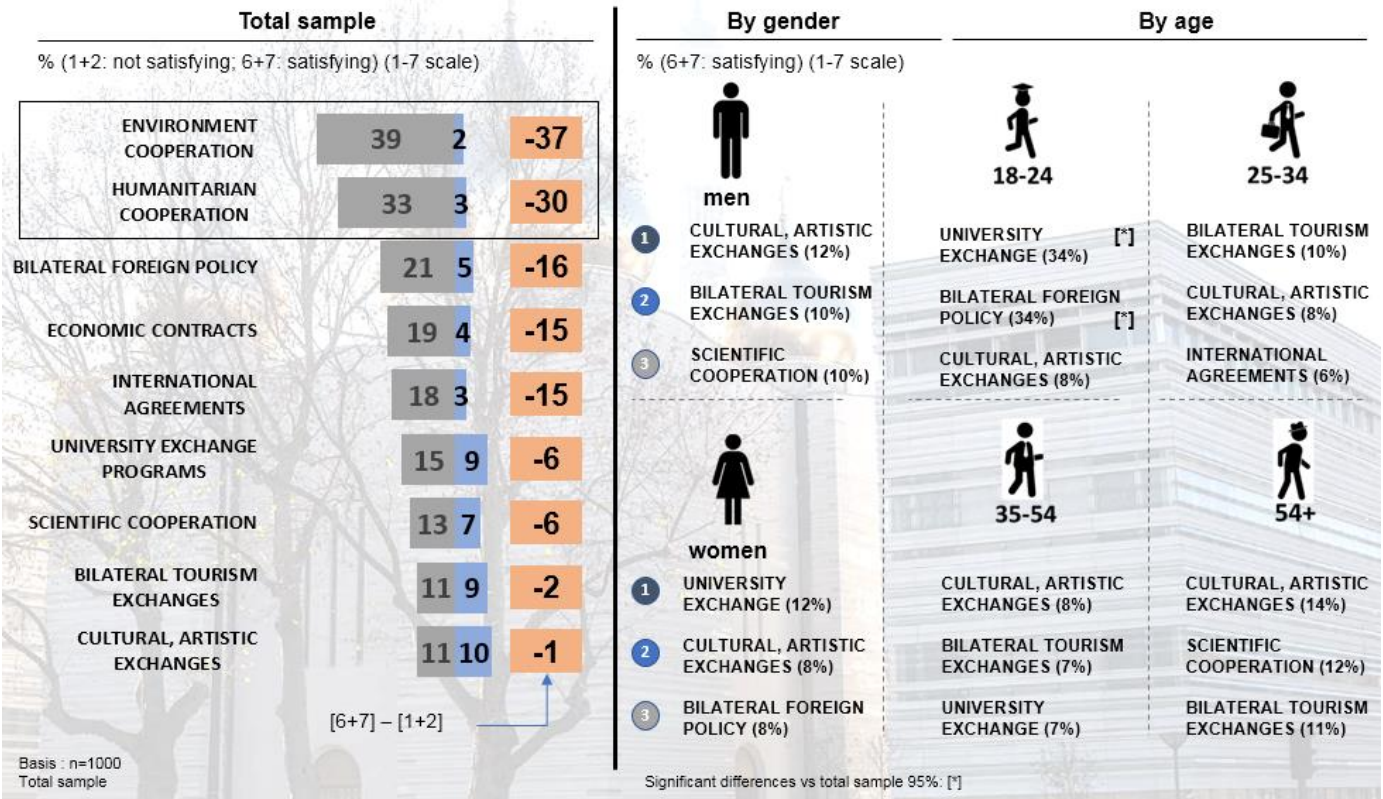
The radical left stands out once again: only 26% of its supporters consider Franco-Russian relations to be important. Contrary to popular opinion, it is not the sympathizers of the radical right that most favor these relations, but those of LREM and the moderate right. The recent refocusing of President Macron on the Russian question resonates with the opinion of his majority.



Evaluation of the French policy towards Russia

By gender & age

All areas are likely to be explored to improve Franco-Russian relations because none is really satisfactory today. Due to the sensitivity of these topics in the international context, more sustained cooperation on environmental issues and humanitarian crises is prioritized. However, no other form of exchange is to be neglected: tourism, culture, education, economy, etc.



METHODOLOGY



An online survey conducted between Monday, August 26, 2019, and Wednesday, September 02, 2019, following the G7 Biarritz Summit, held from August 24 to 26, and the meeting between President Macron and Putin at Fort Brégançon on August 20, 2019.



Sample of 1.000 people representative of French people aged 18 and over. Respondents are extracted from an online access panel



A survey conducted on a panel of online citizens and consumers sampled using the quota method with adjustments (weighting) for the following variables: gender, age, occupation, size of household, and area of residence of the interviewee



Possibility to answer from a PC, a tablet, or a mobile phone, thanks to a proprietary technology of real-time display of questionnaire adjusted in formats, layout, and size of pages to the constraints of the different media (Simplicity©).

Please make sure to accompany the written or oral presentation of the following results of the above technical elements:

Name of the Institute:	Promise Consulting Panel On The Web
Research methodology:	Online survey, 100% mobile responsive, with a sample issued from a representative panel of French citizens aged 18 and over.
Period of the survey:	Monday, August 26, 2019 and Wednesday, September 02, 2019.
Sample size:	1,000 individuals adjusted according to the quota method (gender, age, areas of living, occupation, urban size).

ABOUT PROMISE CONSULTING

PROMISE CONSULTING | PANEL ON THE WEB is a market research company specializing in consumer sociology and branding strategies. The company is structured around three areas of expertise:

- **LUXURY LAB:** knowledge in the luxury, beauty, and selective retailing sector.
- **CONSO LAB:** expertise in the food, consumer, and durable goods.
- **OPINION LAB:** expertise in opinion polls, and structuring phenomena of society evolutions

PROMISE CONSULTING is issued from the merger of two firms, **PANEL ON THE WEB**, a pioneer of online studies, and Promise Consulting Inc., an American consulting firm in marketing.

PROMISE CONSULTING has been awarded seven times in 10 years by its pairs for its innovations. It assists the leading luxury, cosmetics, and retailing brands in their development of domestic and foreign markets. It is also active in many business sectors whenever brands search for an informed growth strategy to better understand their market, reach, attract, and retain their customers.

PHILIPPE JOURDAN is a founding partner of Promise Consulting. He publishes articles in international academic journals on the brand equity valuation. He also writes in the economic and specialized press (Le Monde, Les Echos, Le Figaro, L'Opinion, La Revue des Marques, ...) on consumer behavior, the impact of advertising communication, and the future of retail. He is also an associate professor at the University of East Paris (UPEC), a researcher in social sciences at IRG (CNRS), and laureate of the best research article (AFM, 2000). He finally has a social media certification. He is the author of many books on consumption, the latter of which "[The Marketing of the Frog](#)" (Kawa) has been distinguished by Les Echos Business as among the top five books to read about Consumer Experience (2019). He is a precursor in researches on changes in consumer behavior related to the digitalization and the impoverishment of the middle classes. In the field of opinion surveys, he publishes with Mr. Jean-Claude Pacitto recent articles on the "Gilets Jaunes" (Yellow Vests), security forces, a French university, privatization of ADP, French-Chinese relationship.

Jean-Claude Pacitto is a graduate of Paris Dauphine (DEA in management), and IEP Paris (DEA in Political Sciences). He is an assistant professor at the University of East Paris (UPEC). He is a recognized specialist in international strategies and their impact on relations between multinational companies. In recent years, he focused his researches and publications on the effects of the political environment on the business growth of private firms and multilateral cooperation. He is an expert of China and Russia, and a regular contributor to Panel On The Web | Promise Consulting.