



PUBLIC OPINION STRATEGIES

MEMORANDUM

TO: INTERESTED PARTIES

FROM: GENE ULM

SUBJECT: KEY FINDINGS – FRANCE NATIONAL SURVEY

DATE: MARCH 20, 2017

Public Opinion Strategies recently completed a survey of 530 likely voters in France. The survey was conducted March 11-17 and has a margin of error of $\pm 4.25\%$. The survey includes a mix of cell phone interviews. The memorandum below reviews the key findings of the poll.

1. The presidential contest is a statistical dead heat between the three front runners;

- Francois Fillon leads with 23%, Emmanuel Macron polls 22% and Marine Le Pen polls 17%, with 11% undecided. Clearly recent financial issues have re-ordered the standings.
- Public polls have shown considerable volatility at this point in the race.
- Most public polling factors out undecided voters.

2. Macron leads the Left and Center while Fillon leads the Right;

- Macron continues to be the candidate of choice among the Left (leads with 36%) and Centrist voters (40%), with Fillon having a substantial lead over Le Pen (Fillon 56%, Le Pen 30%) among the Right.

3. Level of voter participation could heavily impact the results;

- Among those who report to be very interested in the election, Fillon leads with 30%, followed by Macron with 22% and Le Pen with 16%. Similar results are true with those who report themselves very likely to vote: Macron (24%), Fillon (23%) and Le Pen (17%).
- However, among those who count themselves LEAST interested, Le Pen leads with 32% of the vote with Macron polling 13% and Fillon trailing with ten percent.

4. There is also evidence of a Le Pen “hidden vote”;

- When asked who they think their friends and neighbors are voting for, 18% say Le Pen, 16% say Fillon, and only 12% say Macron.

5. There is evidence that Le Pen’s support has a ceiling;

- In a hypothetical run-off Macron would lead Le Pen 42%-22%; Fillon leads Le Pen by a similar 40%-18% margin.

6. French voters want change;

- Seventy-one percent said that France is on the wrong track, as compared to 19% who say France is going in the right direction. This will have a negative drag on Macron, who can be seen as a continuation of Holland’s policies.

Please do not hesitate to call with any questions.