



## **RUSSIAN-FRENCH RELATIONS**

**Based on the results of a comprehensive study in the  
framework of the Russia-France Trianon Dialogue**

**Moscow, 2018**

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## 1<sup>st</sup> stage– quantitative study: nationwide representative survey

Target group: Russian adults (18+)

Scope and sample size: 1,600 respondents, nationwide survey, representative in terms of gender and age

Margin of error does not exceed  $\pm 2.2\%$

Method: telephone-based survey

Time period: April 2018

In France, the survey was carried out online by Harris Interactive in April 2018, with a sample of 1,000 respondents aged 18+

## 2d stage– qualitative study: focus groups in Moscow

Target group: young respondents aged 18-34 and older respondents (55+) who had not had personal experiences with France and the French people.

Scope and sample size: Moscow, 2 focus groups.

Number of participants: 8-9 persons.

## 3d stage – Big Data: social media analysis

Scope and sample size : Russian-speaking social media audience

Time period: April 1, 2017 – March 31, 2018.

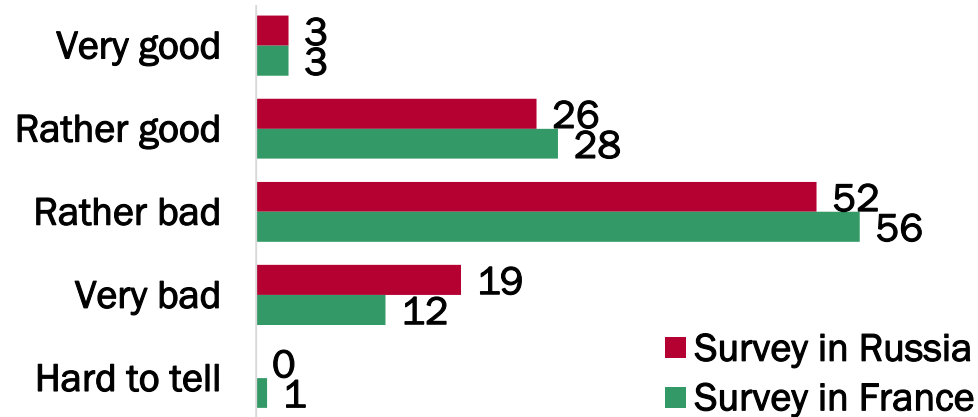
A total of 1,402,026 mentions of France, French people and famous French politicians (E. Macron, M. Le Pen, etc.) were collected.

# Image of Russia and France

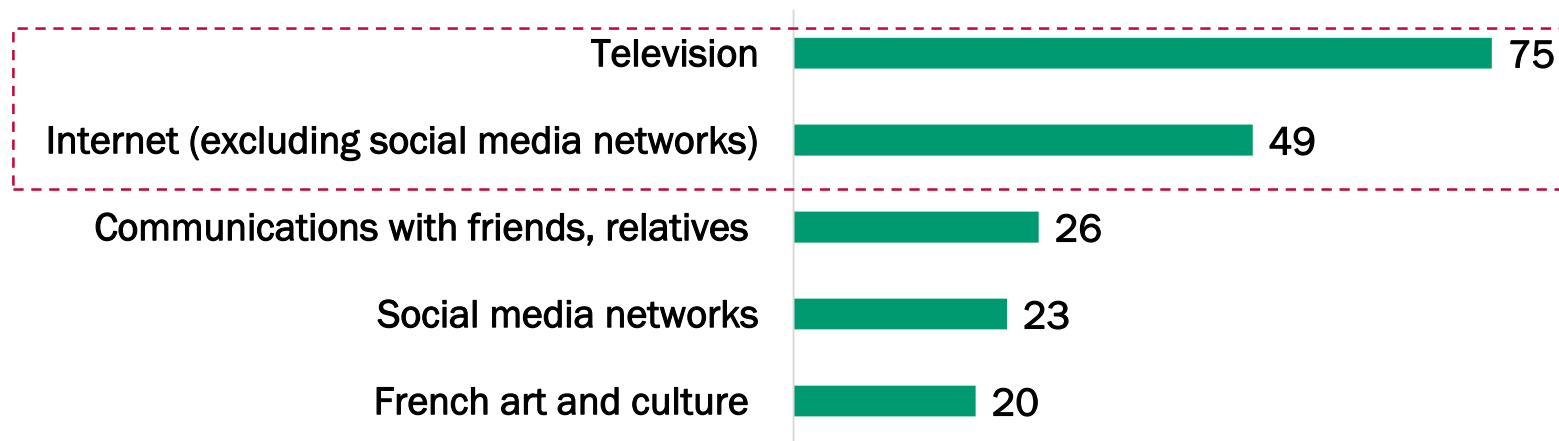
# Russians and the French are poorly informed about each other

In your opinion, are you well or poorly informed about France/Russia and the French/Russians?

(closed-ended question, one answer, % of all respondents in France/Russia)

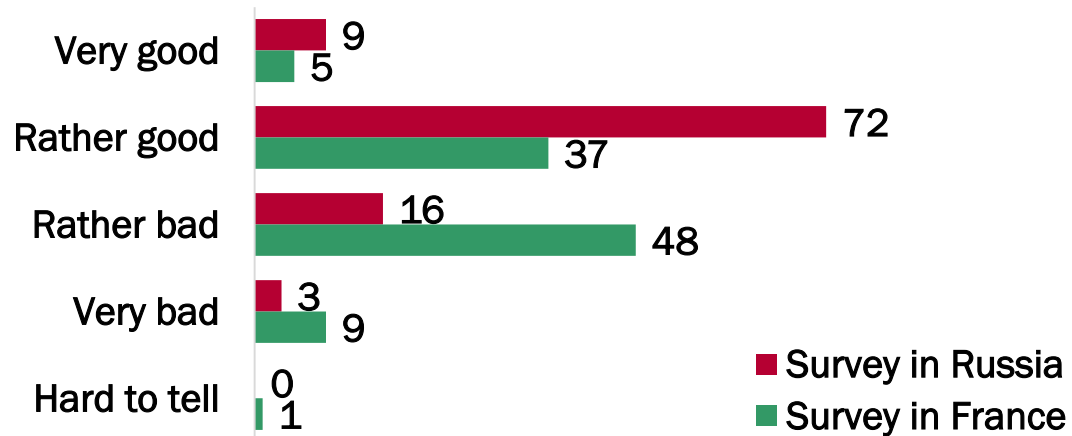


5-TOP sources of information about France, according to Russians assessments



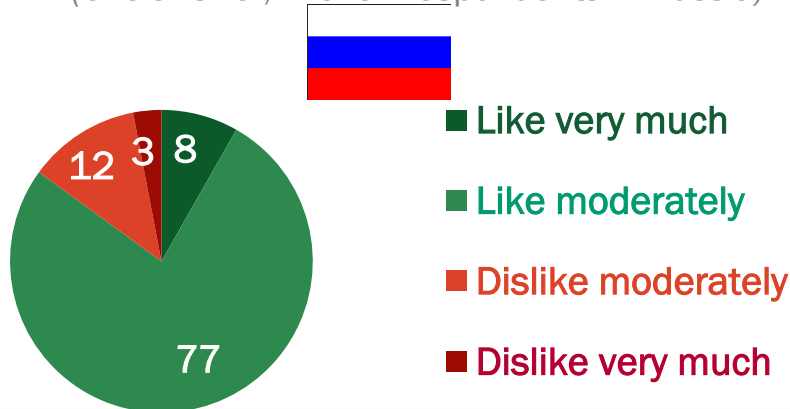
# The attitudes of Russians towards France and its people are more positive than the attitudes of French respondents towards Russia and Russians

What is your general view of France/Russia – very good, rather good, rather bad or very bad?  
 (closed-ended question, one answer, % of all respondents in France/Russia)



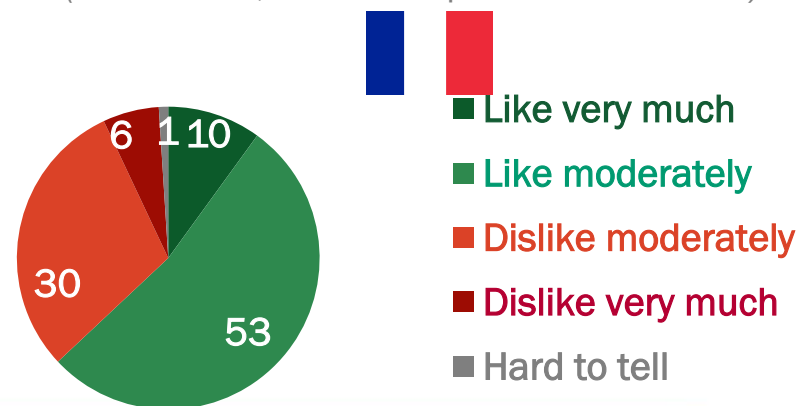
Speaking in general, how much do you like/dislike the French people?

(one answer, % of all respondents in Russia)



Speaking in general, how much do you like/dislike Russians?

(one answer, % of all respondents in France)

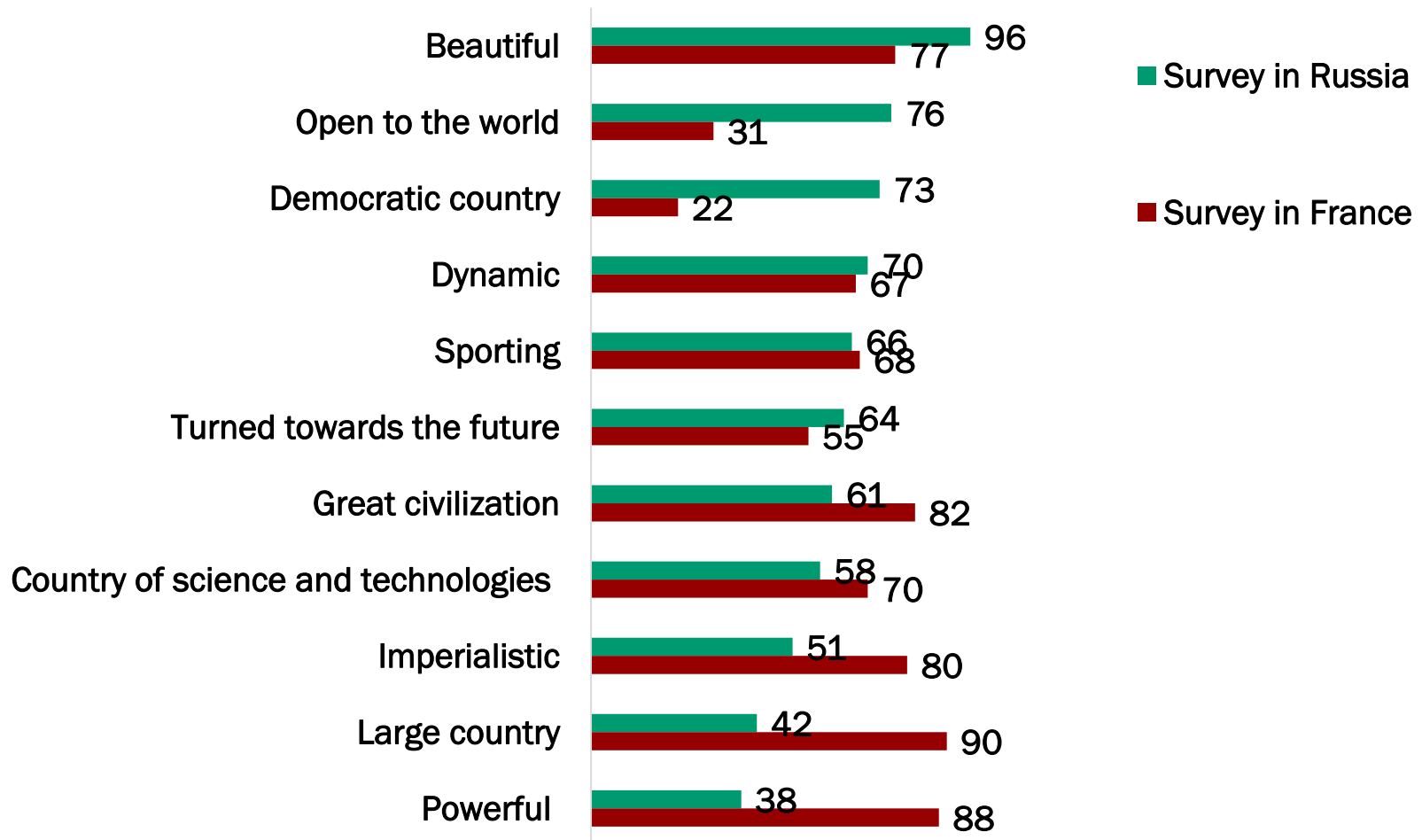


# Russians see France mainly as a beautiful country. The French people see Russia as a big, powerful and great civilization



In your opinion, which of the following characteristics are associated or are not associated with Russia/ France?

(% of all respondents in Russia in France who gave positive (“suit”) answers, one

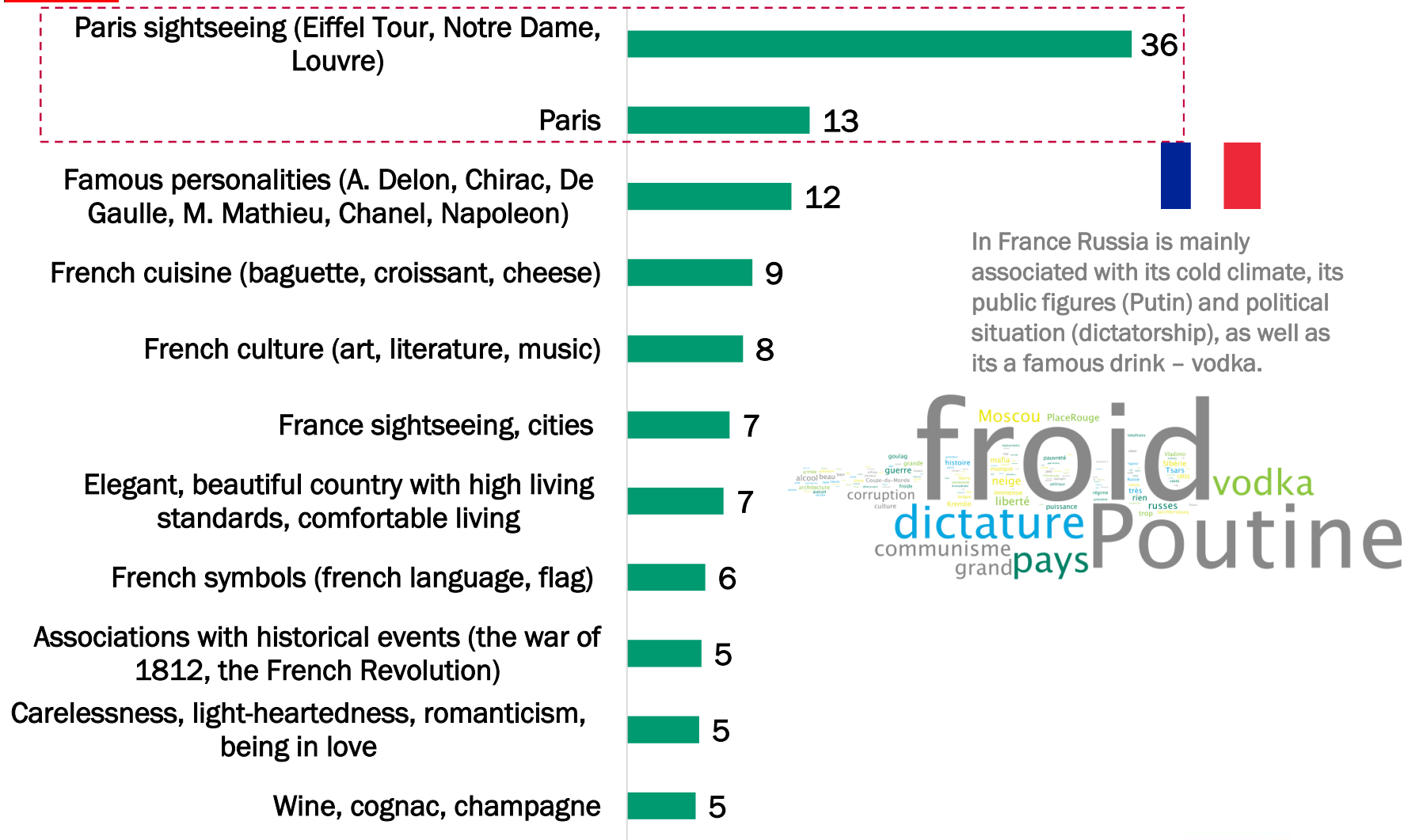


# France for Russians means Paris and its sightseeing



When you think of France, what words, thoughts come to your mind?

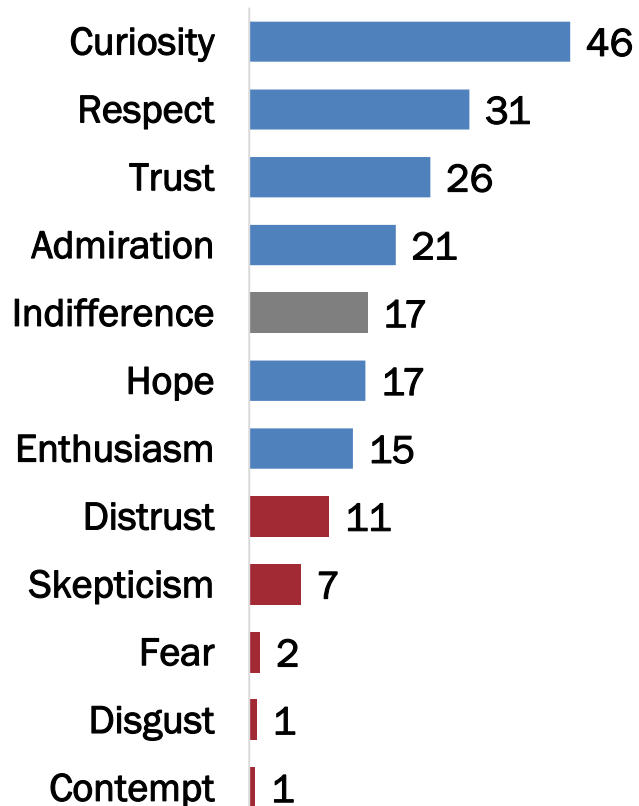
(% of all respondents in Russia, several answers)



# Perceptions of the French Republic by Russians are rather positive

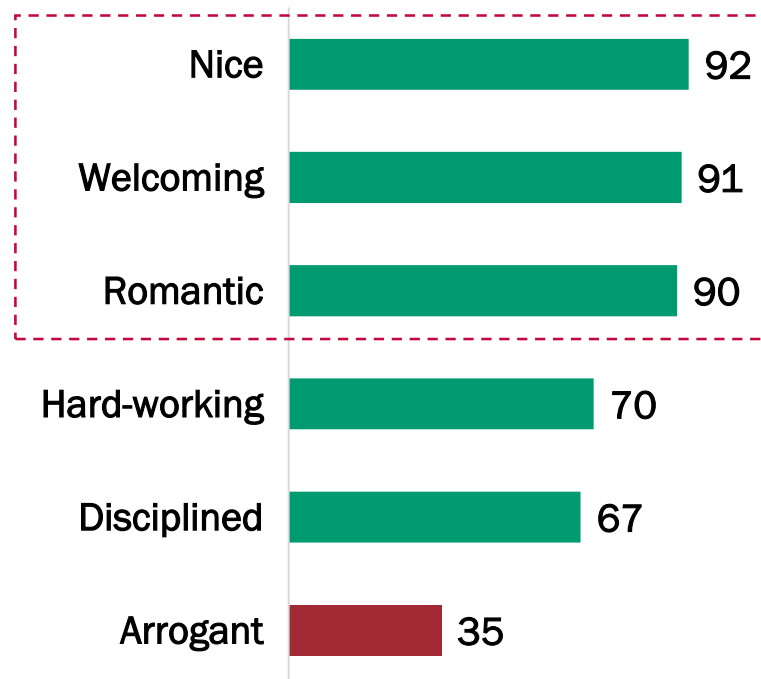
Which of the following describes your perception of France best?

(closed-ended question, one answer not more than three answers, % of all respondents in Russia)



Broadly speaking, how do you perceive the French people? They are...

(closed-ended question, one answer per each characteristic, % of respondents in Russia who gave positive ("yes") answers)



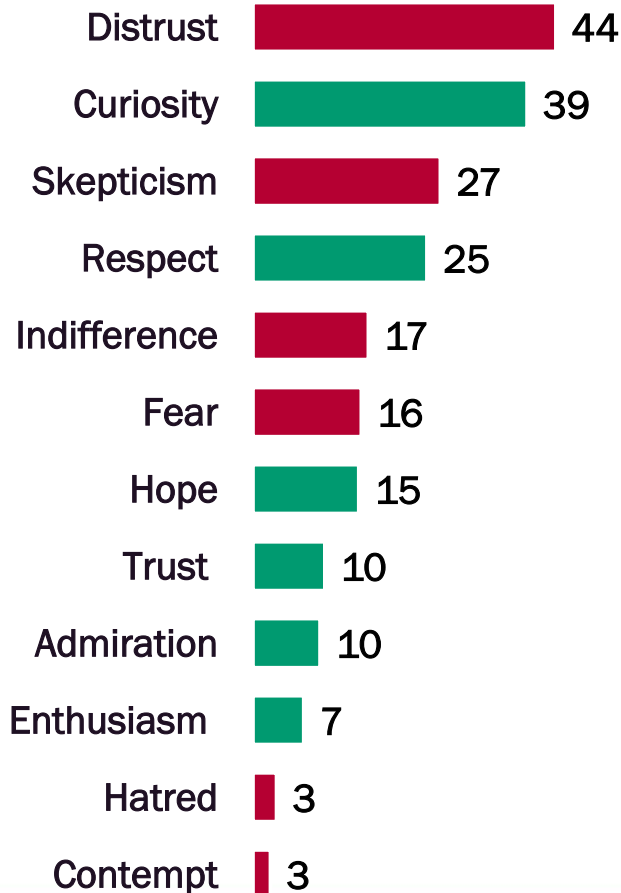


# The French views of Russia are ambiguous; however their views of Russians are also more positive



Which of the following best describes your perception of Russia?

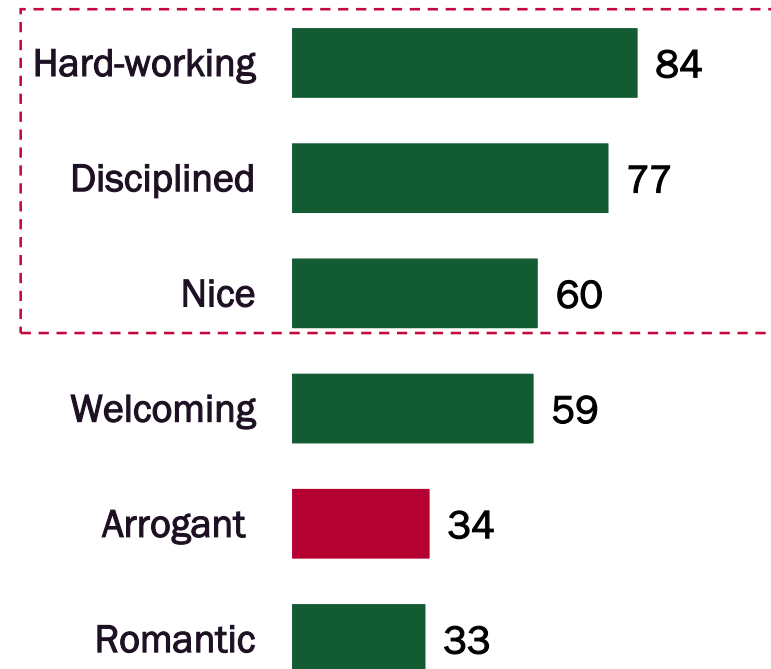
(closed-ended question, one answer not more than three answers, % of all respondents in France)



Broadly speaking, how do you perceive Russians?

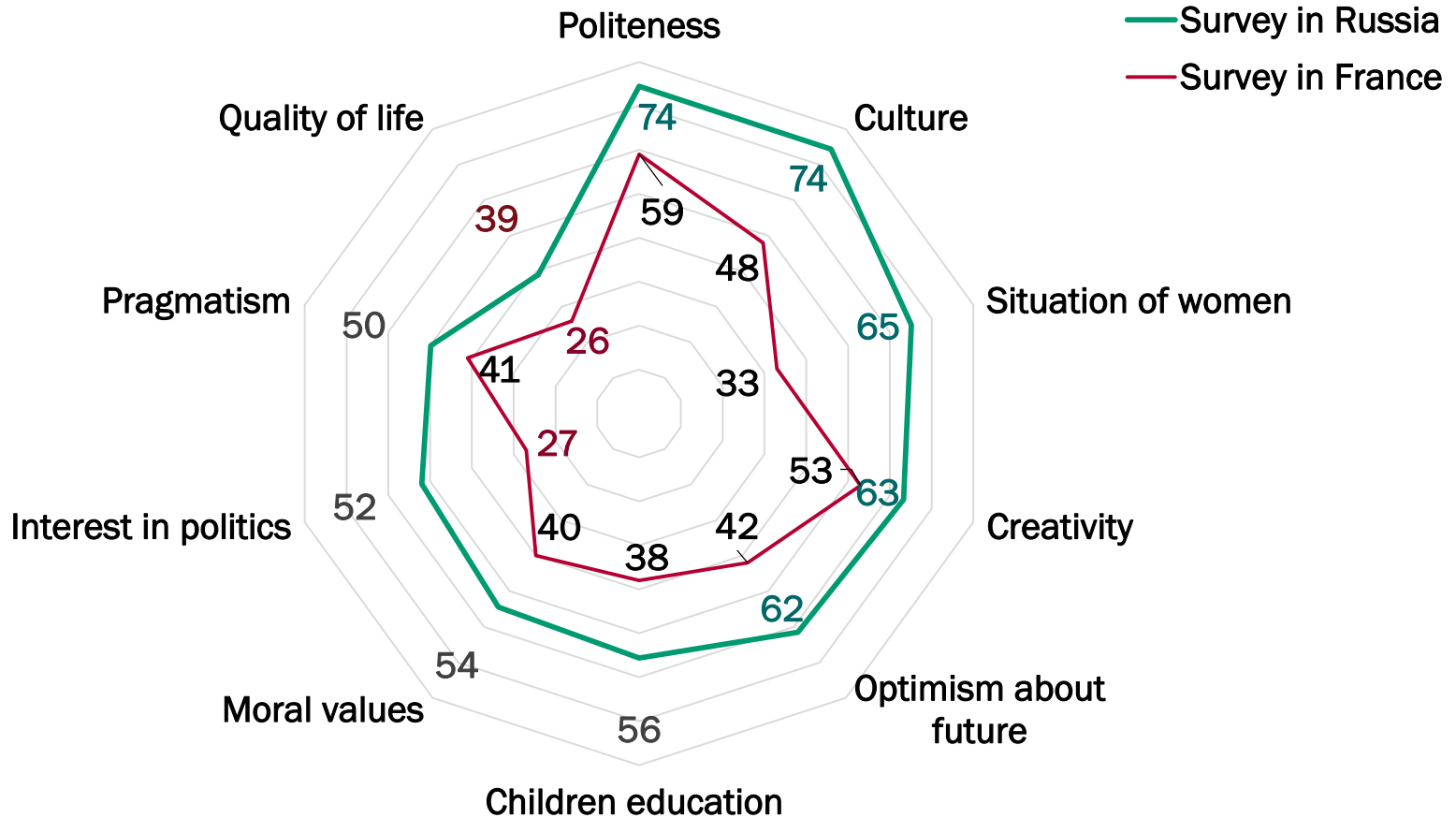
They are...

(closed-ended question, one answer per each characteristic, % of respondents in France who gave positive ("yes") answers)



# The French and the Russian people have common features due to cultural affinity

In your opinion, how far or close are Russians and the French in terms of... ?  
 (% of respondents in Russia and France, who answered "very close" and "rather close")



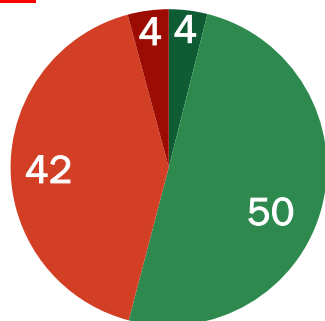
# Perception of Russian-French relationship

# Russians tend to view the Russian-French relationships more positively

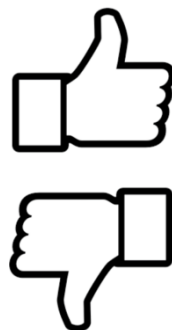
In your opinion, are the current state of relations between Russia and France ...?  
 (closed-ended question, one answer, % of all respondents in Russia/France)



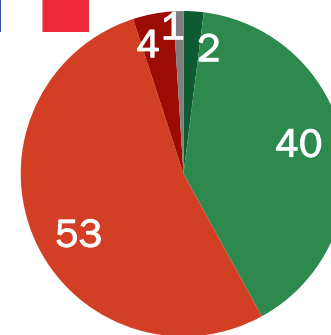
Survey in Russia



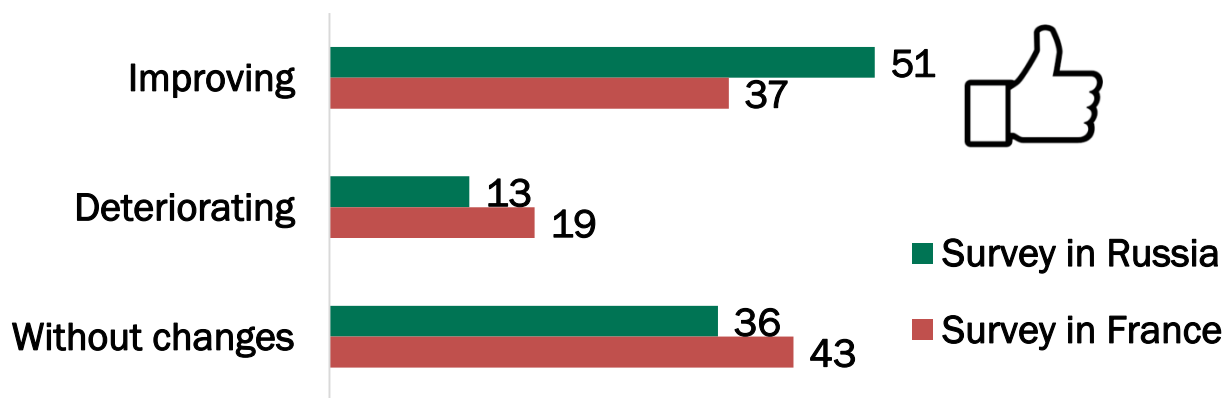
- Very good
- Rather good
- Rather bad
- Very bad
- Hard to tell



Survey in France



In your opinion, will the Russian-French relations be ... over the next few years?  
 (closed-ended question, one answer, % of all respondents in Russia/France)



- Survey in Russia
- Survey in France

# Russians and the French recognize the important role of Russia in the world

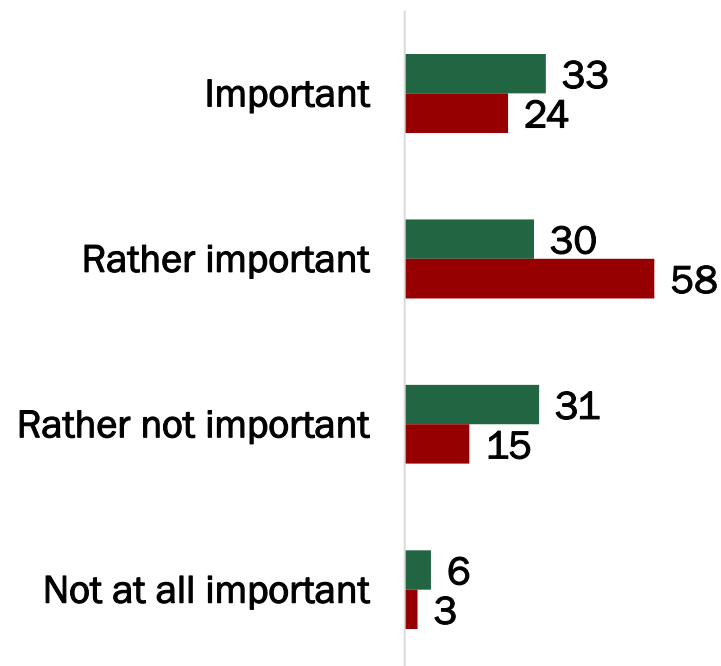
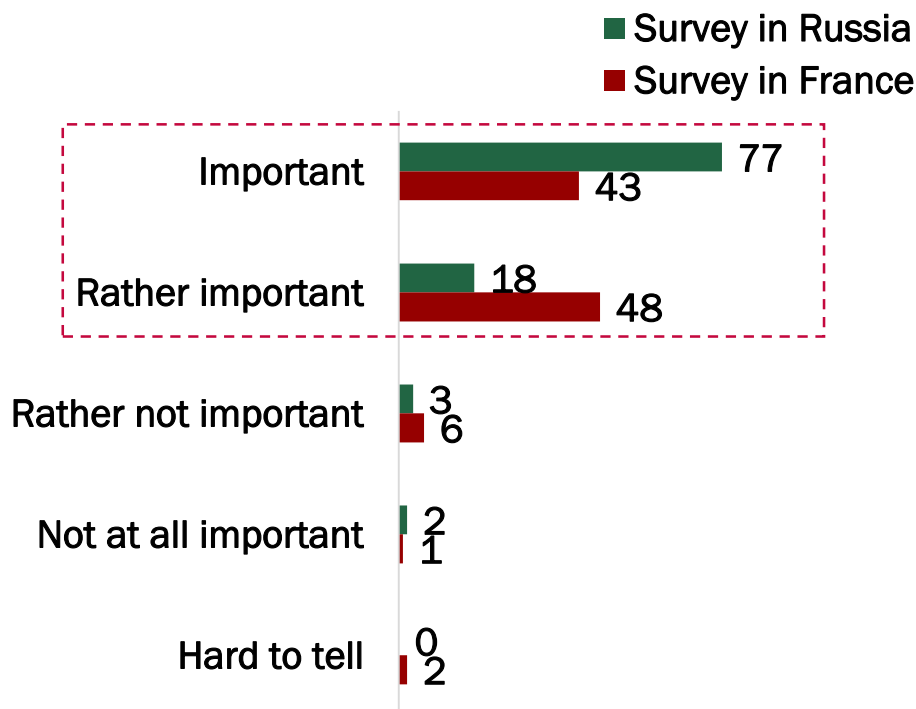


In your opinion, what role does RUSSIA play in the international arena today: important, rather important, rather not important, not at all important?

(closed-ended question, one answer, % of all respondents in Russia/France)

In your opinion, what role does FRANCE play in the international arena today: important, rather important, rather not important, not at all important?

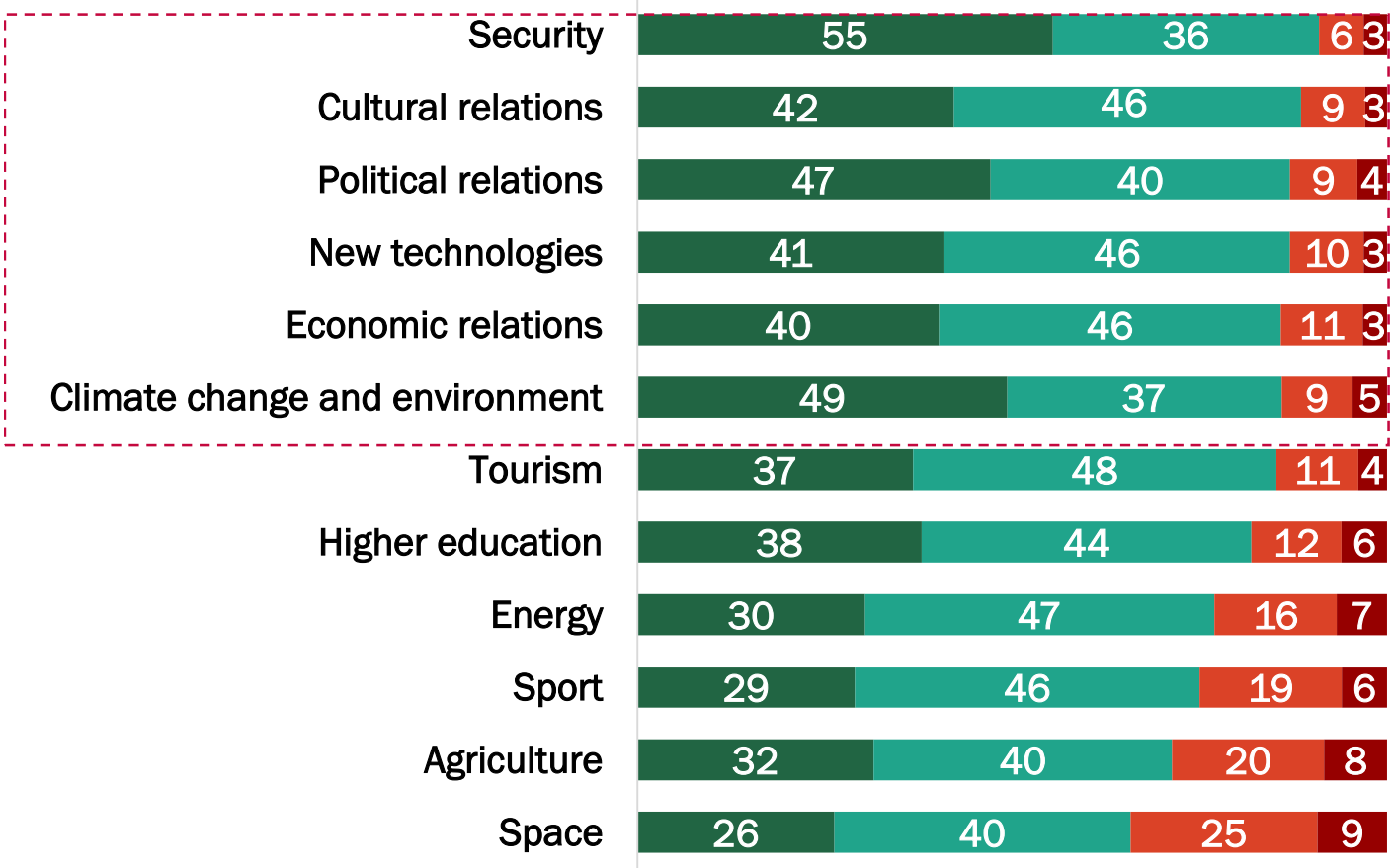
(closed-ended question, one answer, % of all respondents in Russia/France)



Strengthening the cooperation predominantly in the following areas: security, culture, political relations and new technologies, as well as economy and environmental protection

Do you think that strengthening the Russian-French cooperation in the following areas is very important/important/not very important/not at all important?

(closed-ended question, one answer not more than three answers, % of all respondents in Russia)



■ Very much important ■ Important ■ Not very important ■ Not at all important

# Perception of public figures

In Russia, Emmanuel Macron is in the top three most famous French persons living today. Vladimir Putin is the most famous Russian person in France

When you think of the famous French/Russian persons living today, who comes first to your mind?

(% of all respondents in Russia and France, several answers)

Survey in Russia



Gerard Depardieu 28

Pierre Richard 15

Emmanuel Macron 10

Jean-Paul Belmondo 6

Mireille Mathieu 6

Vladimir Putin 71

Mikhail Gorbachev 5

Maria Sharapova 5

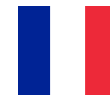
Gerard Depardieu (who... 5

Dmitry Medvedev 3

Garry Kasparov 3



Survey in France

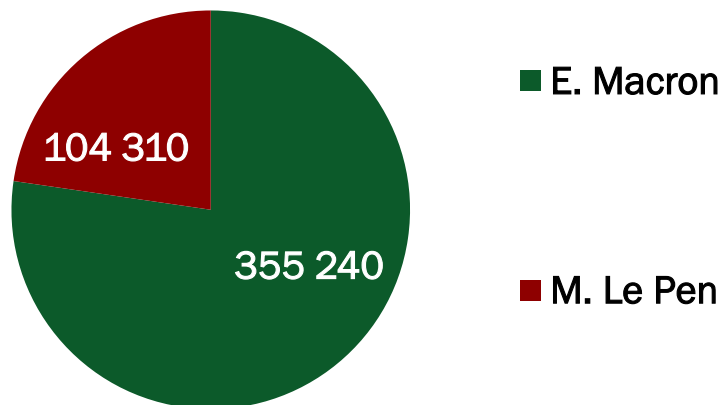




# The main politician in France, according to the Russian social media audience



Mentions of E.Macron and M.Le Pen in the Russian-speaking social media segment, total yearly mentions



## Main results - 1

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- Both Russian awareness of France and French awareness of Russia are low (more than two-thirds of respondents are poorly informed)
- **Russian views of France are likely to be positive and romantic.** The strongest associations refer to Paris, its sightseeing and famous French personalities. In contrast, **French views of Russia are more politicized:** Vladimir Putin and political regime are dominant, apart from Russia's geographical specifics and severe climate.
- **The attitudes of the Russian respondents towards the French Republic are overwhelmingly favorable** (over 80%); respondents' attitudes towards the French people are similar. **The results of the survey conducted in France are different:** the attitudes of the French people towards the Russian Federation is rather negative (57% of negative assessments), while their views of the Russian people are more positive (63% of positive opinions).

- Russians find more common traits among the French people than the French people do among Russians. The major common points are politeness and creativity.
- To strengthen the Russian-French ties, more efforts are needed to **raise awareness among the public** (both French and Russian). Therefore, possible forms of cooperation might be joint cultural and educational programs, publications in mass media, events.
- Potential growth areas might be **security, science and technologies**. This is due to high demand for cooperation in these fields at the moment.
- To build a positive image of the country and its inhabitants, the mass media need to pay more attention to cultural, educational and popular programs showing the history of the country, its everyday life and cultural specifics in more detail.

**Thank you for your attention!**



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