

PRESS RELEASE
Paris, March 27th 2008

UNDER EMBARGO UNTIL MARCH 28TH 5 a.m. GMT

CHALLENGES FACING NATO
ON FRANCE 24:

- **NATO's General Secretary is the next guest on the "Talk of Paris" on FRANCE 24 (March 28th - 6:10 pm GMT)**
- **Exclusive poll on NATO's usefulness, the European common military defence project and the American anti-missile defence project.**

In anticipation of the next NATO summit, which will be held from the 2nd to the 4th of April, FRANCE 24 will welcome **Jaap de HOOP SCHEFFER, NATO General Secretary to the "Talk of Paris"** for an exclusive interview in Brussels at the organisation's headquarters. (Broadcast Friday 28th of March, 18h10 GMT)

To mark this occasion, FRANCE 24 will broadcast an exclusive poll, conducted by *Harris Interactive* and in partnership with the *International Herald Tribune* newspaper, on the day of the interview.

Conducted in 5 European countries and in the United States from February 27th to March 6th 2008¹, the poll explores a variety of issues, including:

- **The knowledge and usefulness of NATO**
- **The adherence to the idea of a European military defence**
- **The adherence to the idea of an American anti-missile defence project in Eastern Europe**
- **The potential threats to Europe and the United States**

Looking at the results of the polls, it appears that:

- **A large majority of respondents don't know much or know nothing about NATO's role. In spite of this general lack of knowledge of NATO's role, the NATO alliance is not challenged.**
- **In Europe and in the United States, the return of France to the NATO military structure would be well received (49% are favourable in the USA, 61% are favourable in Germany) but in France opinions are more divided on this point: with a third of those questioned favourable, a third opposed, and a third without any opinion on the matter.**

¹ The latest poll was conducted online by Harris Interactive, in partnership with France 24 and The International Herald Tribune, among a total of 6,478 adults (aged 16-64) within France, Germany, Great Britain, Spain and the United-States; and adults (aged 18-64) in Italy, from 27th February to 6th March 2008. The data were weighted, where necessary, by age, gender, education, region and Internet usage to make it representative of the general population profile for each country. Propensity score weighting was applied to adjust for respondents' propensity to be online

- Generally, Europeans and Americans are favourable to the idea of a common military defence for the EU. **This is especially the case for French (73%) and Italians (61%). Germans and British are a little more divided on this subject (with respectively 44% and 41% being favourable).**
- When respondents were asked about a potential military threat, they mentioned on average 2 countries where this threat could come from. **Iran** is unanimously perceived as the most threatening country, especially for Americans and the French. Amongst the other countries considered a military threat, **Iraq, Pakistan and Afghanistan** were also ranked highly. **Russia and China are also perceived as potential threats but countries have different opinions on the extent of this threat.** Spanish adults are less concerned about the military threat from these countries, whilst British (29%) and especially Americans show a strong fear of China (48%). **31% and 32% of British and Americans are concerned about Russia.** Indeed, America and Britain identify the highest average number of countries representing a threat. In addition, between 10% and 14% of Europeans consider the United States as a potential military threat for their country.
- **Spanish (73%), British (65%) and American adults (61%) are the most sensitive to terrorist threats,** feelings certainly influenced by experiences of attacks in recent years. A large proportion of French adults are also concerned about ecological threats (42%), in stark contrast to Americans (13%).
- Europeans are clearly opposed to the plan of the United States installing an anti-missile defence system in Eastern Europe. On the contrary, respondents are more favourable to a common anti-missile protection scheme between NATO and Russia, even though the French and the Americans are less convinced of this idea.

THE COMPLETE RESULTS OF THE POLL ARE ENCLOSED WITH THIS PRESS RELEASE

About FRANCE 24:

FRANCE 24 is the first French international news channel that offers a French perspective and sensibility on world events. France 24 broadcasts on a 24/7 basis since December 6, 2006 on three channels, in French, English and Arabic, in Europe, the Middle East, Africa and on the east coast of the United States. FRANCE 24 can be accessed by all media platforms: cable, satellite and ADSL. The website www.france24.com is available in 3 languages (English, French, and Arabic).

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About Harris Interactive

Harris Interactive is one of the largest and fastest-growing market research firms in the world. The company provides innovative research, insights and strategic advice to help its clients make more confident decisions which lead to measurable and enduring improvements in performance. Harris Interactive is widely known for *The Harris Poll*®, one of the longest running, independent opinion polls, and for pioneering online market research methods. The company has built what it believes to be the world's largest panel of survey respondents, the Harris Poll Online. Harris Interactive serves clients worldwide through its North American, European and Asian offices, and through a global network of independent market research firms. More information about Harris Interactive may be obtained at www.harrisinteractive.com.

To become a member of the Harris Poll Online and be invited to participate in online surveys, register at www.harrispollonline.com.

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