

19 July 2007
 THE HARRIS POLL GLOBAL OMNIBUS
 J6421 JULY PAN EURO 2007
 HARRIS INTERACTIVE
 A335 WEALTH & SOCIAL RESPONSIBILITY
 FIELD PERIOD: 5th JULY - 13th JULY 2007

Page Table Title

1	1	Q1305_1 Regardless of their social background, do you believe all people in your country have the same opportunities to fulfil their potential? This Question Was Weighted To The General Population
2	2	Q1305_2 Regardless of their social background, do you believe all people in your country have the same opportunities to fulfil their potential? This Question Was Weighted To The General Population
3	3	Q1305_3 Regardless of their social background, do you believe all people in your country have the same opportunities to fulfil their potential? This Question Was Weighted To The General Population
4	4	Q1305_4 Regardless of their social background, do you believe all people in your country have the same opportunities to fulfil their potential? This Question Was Weighted To The General Population
5	5	Q1305_5 Regardless of their social background, do you believe all people in your country have the same opportunities to fulfil their potential? This Question Was Weighted To The General Population
6	6	Q1305_6 Regardless of their social background, do you believe all people in your country have the same opportunities to fulfil their potential? This Question Was Weighted To The General Population
7	8	Q1310_1 Do you feel that the gap between the rich and the poor in your country is getting larger or smaller? This Question Was Weighted To The General Population
8	9	Q1310_2 Do you feel that the gap between the rich and the poor in your country is getting larger or smaller? This Question Was Weighted To The General Population
9	10	Q1310_3 Do you feel that the gap between the rich and the poor in your country is getting larger or smaller? This Question Was Weighted To The General Population
10	11	Q1310_4 Do you feel that the gap between the rich and the poor in your country is getting larger or smaller? This Question Was Weighted To The General Population
11	12	Q1310_5 Do you feel that the gap between the rich and the poor in your country is getting larger or smaller? This Question Was Weighted To The General Population
12	13	Q1310_6 Do you feel that the gap between the rich and the poor in your country is getting larger or smaller? This Question Was Weighted To The General Population
13	15	Q1315_1 How much do you admire those who run [INSERT COUNTRY] largest companies? This Question Was Weighted To The General Population
14	16	Q1315_2 How much do you admire those who run Great Britain's largest companies? This Question Was Weighted To The General Population
15	17	Q1315_3 How much do you admire those who run France's largest companies? This Question Was Weighted To The General Population
16	18	Q1315_4 How much do you admire those who run Italy's largest companies? This Question Was Weighted To The General Population
17	19	Q1315_5 How much do you admire those who run Spain's largest companies? This Question Was Weighted To The General Population
18	20	Q1315_6 How much do you admire those who run Germany's largest companies? This Question Was Weighted To The General Population
19	22	Q1320_1 In your opinion, do senior executives in your country earn too much each year in salaries and bonuses, too little, or about the right amount? This Question Was Weighted To The General Population
20	23	Q1320_2 In your opinion, do senior executives in your country earn too much each year in salaries and bonuses, too little, or about the right amount? This Question Was Weighted To The General Population
21	24	Q1320_3 In your opinion, do senior executives in your country earn too much each year in salaries and bonuses, too little, or about the right amount? This Question Was Weighted To The General Population
22	25	Q1320_4 In your opinion, do senior executives in your country earn too much each year in salaries and bonuses, too little, or about the right amount? This Question Was Weighted To The General Population
23	26	Q1320_5 In your opinion, do senior executives in your country earn too much each year in salaries and bonuses, too little, or about the right amount? This Question Was Weighted To The General Population
24	27	Q1320_6 In your opinion, do senior executives in your country earn too much each year in salaries and bonuses, too little, or about the right amount? This Question Was Weighted To The General Population
25	29	Q1325_1 Do you think that your country's government should set pay caps for heads of companies? This Question Was Weighted To The General Population
26	30	Q1325_2 Do you think that your country's government should set pay caps for heads of companies? This Question Was Weighted To The General Population
27	31	Q1325_3 Do you think that your country's government should set pay caps for heads of companies? This Question Was Weighted To The General Population
28	32	Q1325_4 Do you think that your country's government should set pay caps for heads of companies? This Question Was Weighted To The General Population
29	33	Q1325_5 Do you think that your country's government should set pay caps for heads of companies? This Question Was Weighted To The General Population
30	34	Q1325_6 Do you think that your country's government should set pay caps for heads of companies? This Question Was Weighted To The General Population

19 July 2007
 THE HARRIS POLL GLOBAL OMNIBUS
 J6421 JULY PAN EURO 2007
 HARRIS INTERACTIVE
 A335 WEALTH & SOCIAL RESPONSIBILITY
 FIELD PERIOD: 5th JULY - 13th JULY 2007

Page	Table	Title
31	36	Q1330_1 Do you think that the income tax structure in your country correctly taxes those who earn the highest incomes? This Question Was Weighted To The General Population
32	37	Q1330_2 Do you think that the income tax structure in your country correctly taxes those who earn the highest incomes? This Question Was Weighted To The General Population
33	38	Q1330_3 Do you think that the income tax structure in your country correctly taxes those who earn the highest incomes? This Question Was Weighted To The General Population
34	39	Q1330_4 Do you think that the income tax structure in your country correctly taxes those who earn the highest incomes? This Question Was Weighted To The General Population
35	40	Q1330_5 Do you think that the income tax structure in your country correctly taxes those who earn the highest incomes? This Question Was Weighted To The General Population
36	41	Q1330_6 Do you think that the income tax structure in your country correctly taxes those who earn the highest incomes? This Question Was Weighted To The General Population
37	43	Q1331_1 Do you think that the income tax structure in your country correctly taxes those who earn the lowest incomes? This Question Was Weighted To The General Population
38	44	Q1331_2 Do you think that the income tax structure in your country correctly taxes those who earn the lowest incomes? This Question Was Weighted To The General Population
39	45	Q1331_3 Do you think that the income tax structure in your country correctly taxes those who earn the lowest incomes? This Question Was Weighted To The General Population
40	46	Q1331_4 Do you think that the income tax structure in your country correctly taxes those who earn the lowest incomes? This Question Was Weighted To The General Population
41	47	Q1331_5 Do you think that the income tax structure in your country correctly taxes those who earn the lowest incomes? This Question Was Weighted To The General Population
42	48	Q1331_6 Do you think that the income tax structure in your country correctly taxes those who earn the lowest incomes? This Question Was Weighted To The General Population
43	50	Q1335_1 Do you think the role politicians in your country play in managing the economy is... ? This Question Was Weighted To The General Population
44	51	Q1335_2 Do you think the role politicians in your country play in managing the economy is... ? This Question Was Weighted To The General Population
45	52	Q1335_3 Do you think the role politicians in your country play in managing the economy is... ? This Question Was Weighted To The General Population
46	53	Q1335_4 Do you think the role politicians in your country play in managing the economy is... ? This Question Was Weighted To The General Population
47	54	Q1335_5 Do you think the role politicians in your country play in managing the economy is... ? This Question Was Weighted To The General Population
48	55	Q1335_6 Do you think the role politicians in your country play in managing the economy is... ? This Question Was Weighted To The General Population
49	57	Q1340_1 Do you think Globalization is having a positive or negative effect in [INSERT COUNTRY]? This Question Was Weighted To The General Population
50	58	Q1340_2 Do you think Globalization is having a positive or negative effect in Great Britain? This Question Was Weighted To The General Population
51	59	Q1340_3 Do you think Globalization is having a positive or negative effect in France? This Question Was Weighted To The General Population
52	60	Q1340_4 Do you think Globalization is having a positive or negative effect in Italy? This Question Was Weighted To The General Population
53	61	Q1340_5 Do you think Globalization is having a positive or negative effect in Spain? This Question Was Weighted To The General Population
54	62	Q1340_6 Do you think Globalization is having a positive or negative effect in Germany? This Question Was Weighted To The General Population
55	64	Q1345_1 Should the European Union do more to protect people from the adverse effects of globalisation? This Question Was Weighted To The General Population
56	65	Q1345_2 Should the European Union do more to protect people from the adverse effects of globalisation? This Question Was Weighted To The General Population
57	66	Q1345_3 Should the European Union do more to protect people from the adverse effects of globalisation? This Question Was Weighted To The General Population
58	67	Q1345_4 Should the European Union do more to protect people from the adverse effects of globalisation? This Question Was Weighted To The General Population
59	68	Q1345_5 Should the European Union do more to protect people from the adverse effects of globalisation? This Question Was Weighted To The General Population
60	69	Q1345_6 Should the European Union do more to protect people from the adverse effects of globalisation? This Question Was Weighted To The General Population

19 July 2007
 THE HARRIS POLL GLOBAL OMNIBUS
 J6421 JULY PAN EURO 2007
 HARRIS INTERACTIVE
 A335 WEALTH & SOCIAL RESPONSIBILITY
 FIELD PERIOD: 5th JULY - 13th JULY 2007

Page	Table	Title
61	71	Q1350_1 Should "free competition" be one of the European Union's objectives? This Question Was Weighted To The General Population
62	72	Q1350_2 Should "free competition" be one of the European Union's objectives? This Question Was Weighted To The General Population
63	73	Q1350_3 Should "free competition" be one of the European Union's objectives? This Question Was Weighted To The General Population
64	74	Q1350_4 Should "free competition" be one of the European Union's objectives? This Question Was Weighted To The General Population
65	75	Q1350_5 Should "free competition" be one of the European Union's objectives? This Question Was Weighted To The General Population
66	76	Q1350_6 Should "free competition" be one of the European Union's objectives? This Question Was Weighted To The General Population
67	78	Q1360_1 Which one, if any, of the following countries do you think is the greatest threat to global stability? This Question Was Weighted To The General Population
70	79	Q1360_2 Which one, if any, of the following countries do you think is the greatest threat to global stability? This Question Was Weighted To The General Population
72	80	Q1360_3 Which one, if any, of the following countries do you think is the greatest threat to global stability? This Question Was Weighted To The General Population
74	81	Q1360_4 Which one, if any, of the following countries do you think is the greatest threat to global stability? This Question Was Weighted To The General Population
76	82	Q1360_5 Which one, if any, of the following countries do you think is the greatest threat to global stability? This Question Was Weighted To The General Population
79	83	Q1360_6 Which one, if any, of the following countries do you think is the greatest threat to global stability? This Question Was Weighted To The General Population
81	85	These Results Were Weighted To The General Population Analysis of Sample - Great Britain
83	86	These Results Were Weighted To The General Population Analysis of Sample - France
86	87	These Results Were Weighted To The General Population Analysis of Sample - Italy
88	88	These Results Were Weighted To The General Population Analysis of Sample - Spain
91	89	These Results Were Weighted To The General Population Analysis of Sample - Germany
94	91	CLASSIFICATION TABLES - GREAT BRITAIN (DEMOGRAPHIC)
96	92	CLASSIFICATION TABLES - FRANCE (DEMOGRAPHIC)
98	93	CLASSIFICATION TABLES - ITALY (DEMOGRAPHIC)
100	94	CLASSIFICATION TABLES - SPAIN (DEMOGRAPHIC)
102	95	CLASSIFICATION TABLES - GERMANY (DEMOGRAPHIC)
104	96	WEIGHTING VARIABLES - GREAT BRITAIN
107	97	WEIGHTING VARIABLES - FRANCE
110	98	WEIGHTING VARIABLES - ITALY
113	99	WEIGHTING VARIABLES - SPAIN
116	100	WEIGHTING VARIABLES - GERMANY

Q1305_1 Regardless of their social background, do you believe all people in your country have the same opportunities to fulfil their potential?

19 Jul 2007
 Table 1

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5306	1040	1020	1084	1116	1046
Weighted Base	5305	1040	1020	1084	1116	1045
Yes	1095 21%	363 35% CDEF	161 16%	166 15%	130 12%	275 26% CDE
No	3848 73%	559 54%	803 79% BF	849 78% BF	913 82% BF	725 69% B
Not sure	362 7%	117 11% CDEF	57 6%	69 6%	73 7%	45 4%
Sigma	5305 100%	1040 100%	1020 100%	1084 100%	1116 100%	1045 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1305_2 Regardless of their social background, do you believe all people in your country have the same opportunities to fulfil their potential?

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Great Britain															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1040	505	535	146	264	242	204	184	333	292	415	341	699	109	330	391
Weighted Base	1040	516	524	168*	266	246*	189*	170*	324	325	392	346	693	140*	326	306
Yes	363 35%	216 42% C	148 28%	69 41%	80 30%	82 33%	70 37%	62 37%	91 28%	141 43% I	132 34%	111 32%	252 36%	38 27%	90 28%	130 42% O
No	559 54%	251 49%	308 59% B	77 46%	143 54%	142 58%	105 56%	93 54%	204 63% JK	164 50%	191 49%	188 54%	371 54%	91 65%	196 60%	156 51%
Not sure	117 11%	50 10%	68 13%	23 14%	43 16%	23 9%	14 7%	15 9%	28 9%	20 6%	69 18% J	47 14%	70 10%	11 8%	40 12%	21 7%
Sigma	1040 100%	516 100%	524 100%	168 100%	266 100%	246 100%	189 100%	170 100%	324 100%	325 100%	392 100%	346 100%	693 100%	140 100%	326 100%	306 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1305_3 Regardless of their social background, do you believe all people in your country have the same opportunities to fulfil their potential?

19 Jul 2007
 Table 3

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	France																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Medi-terranean	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1020	510	510	165	254	258	180	163	256	236	150	56	222	94	6	318	702	258	469	124
Weighted Base	1020	516	504	172*	254	259	175*	160*	200	241	174*	79*	221	100*	4**	344	676	304	444	92*
Yes	161 16%	113 22% C	47 9%	21 12%	45 18% F	22 9%	33 19% F	39 24% F	28 14%	45 19%	26 15%	13 17%	33 15%	15 15%	-	57 16%	104 15%	35 11%	79 18%	20 22%
No	803 79%	367 71%	435 86% B	142 82%	202 79%	218 84% H	128 73%	112 70%	163 81%	178 74%	139 80%	66 83%	173 78%	80 80%	4 92%	269 78%	534 79%	255 84%	344 78%	67 73%
Not sure	57 6%	36 7%	21 4%	10 6%	7 3%	18 7%	14 8%	9 6%	9 5%	17 7%	10 6%	* *	15 7%	5 5%	* 8%	18 5%	39 6%	14 4%	21 5%	5 5%
Sigma	1020 100%	516 100%	504 100%	172 100%	254 100%	259 100%	175 100%	160 100%	200 100%	241 100%	174 100%	79 100%	221 100%	100 100%	4 100%	344 100%	676 100%	304 100%	444 100%	92 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1305_4 Regardless of their social background, do you believe all people in your country have the same opportunities to fulfil their potential?

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Italy															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1084	543	541	194	264	224	208	194	704	208	172	269	815	141	375	203
Weighted Base	1084	526	558	178*	247	237*	218*	204*	577	200*	306	286	798	188*	401	142*
Yes	166 15%	89 17%	77 14%	19 11%	32 13%	31 13%	38 18%	45 22%	110 19% K	32 16%	24 8%	58 20%	108 14%	30 16%	59 15%	20 14%
No	849 78%	415 79%	434 78%	134 75%	204 82%	187 79%	173 80%	151 74%	424 73%	160 80%	264 86% I	216 76%	633 79%	153 81%	318 79%	117 83%
Not sure	69 6%	23 4%	46 8%	24 14% EGH	11 5%	19 8%	6 3%	8 4%	43 7%	8 4%	18 6%	12 4%	57 7%	5 3%	23 6%	5 3%
Sigma	1084 100%	526 100%	558 100%	178 100%	247 100%	237 100%	218 100%	204 100%	577 100%	200 100%	306 100%	286 100%	798 100%	188 100%	401 100%	142 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1305_5 Regardless of their social background, do you believe all people in your country have the same opportunities to fulfil their potential?

19 Jul 2007
 Table 5

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Spain																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North west	North Central	North East	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1116	563	553	213	291	242	197	173	100	173	267	248	121	130	77	346	770	271	406	125
Weighted Base	1116	559	557	207	280	233	197	200*	93*	176*	235	235	142*	165*	71*	372	745	330	366	83*
Yes	130 12%	85 15% C	46 8%	17 8%	46 17%	27 12%	17 9%	22 11%	12 12%	17 10%	17 7%	43 18% K	14 10%	21 13%	6 9%	42 11%	88 12%	26 8%	48 13%	12 15%
No	913 82%	435 78%	477 86% B	166 80%	212 76%	192 82%	172 87% E	171 85%	77 83%	150 85% L	209 89% L	162 69%	119 84% L	135 82%	61 85% L	299 80%	613 82%	280 85%	303 83%	67 81%
Not sure	73 7%	39 7%	34 6%	23 11% H	21 8%	14 6%	8 4%	7 4%	5 5%	9 5%	10 4%	29 12% K	9 6%	9 5%	4 5%	31 8%	43 6%	24 7%	15 4%	4 5%
Sigma	1116 100%	559 100%	557 100%	207 100%	280 100%	233 100%	197 100%	200 100%	93 100%	176 100%	235 100%	235 100%	142 100%	165 100%	71 100%	372 100%	745 100%	330 100%	366 100%	83 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:

brussell@harrisinteractive.com OR dbottle@harrisinteractive.com

Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1305_6 Regardless of their social background, do you believe all people in your country have the same opportunities to fulfil their potential?

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Germany																	
	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1046	536	510	142	268	217	226	193	591	88	71	182	114	235	811	247	374	164
Weighted Base	1045	533	512	153*	267	217	225	183	623	80*	60*	187	95*	244	801	237	381	143
Yes	275 26%	142 27%	133 26%	36 24%	62 23%	62 29%	59 26%	55 30%	186 30%	22 28%	12 20%	31 17%	23 25%	53 22%	222 28%	56 23%	102 27%	42 29%
No	725 69%	373 70%	352 69%	109 71%	188 71%	144 66%	158 70%	126 69%	413 66%	54 68%	44 74%	145 78%	69 73%	171 70%	554 69%	168 71%	265 70%	97 68%
Not sure	45 4%	18 3%	28 5%	8 5%	16 6%	11 5%	8 3%	3 1%	24 4%	3 4%	4 7%	11 6%	2 3%	20 8%	25 3%	13 6%	14 4%	4 3%
Sigma	1045 100%	533 100%	512 100%	153 100%	267 100%	217 100%	225 100%	183 100%	623 100%	80 100%	60 100%	187 100%	95 100%	244 100%	801 100%	237 100%	381 100%	143 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1310_1 Do you feel that the gap between the rich and the poor in your country is getting larger or smaller?

19 Jul 2007
 Table 8

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5306	1040	1020	1084	1116	1046
Weighted Base	5305	1040	1020	1084	1116	1045
Larger	4267 80%	809 78% E	869 85% BE	903 83% BE	732 66%	953 91% BCDE
Smaller	236 4%	44 4% F	38 4% F	51 5% F	93 8% BCDF	10 1%
Staying the same	802 15%	186 18% CDF	113 11%	129 12% F	291 26% BCDF	83 8%
Sigma	5305 100%	1040 100%	1020 100%	1084 100%	1116 100%	1045 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1310_2 Do you feel that the gap between the rich and the poor in your country is getting larger or smaller?

19 Jul 2007
 Table 9

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Great Britain															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1040	505	535	146	264	242	204	184	333	292	415	341	699	109	330	391
Weighted Base	1040	516	524	168*	266	246*	189*	170*	324	325	392	346	693	140*	326	306
Larger	809 78%	412 80%	397 76%	107 64%	212 80% D	181 74%	158 84% D	150 88% DF	266 82%	239 74%	304 78%	264 76%	546 79%	103 74%	286 88% NP	232 76%
Smaller	44 4%	20 4%	24 5%	16 10% H	8 3%	13 5%	4 2%	3 2%	17 5%	16 5%	11 3%	18 5%	26 4%	9 7%	8 3%	14 5%
Staying the same	186 18%	84 16%	102 20%	44 26% H	45 17%	52 21%	27 14%	17 10%	41 13%	70 21%	76 19%	64 19%	122 18%	28 20%	31 10%	60 20% O
Sigma	1040 100%	516 100%	524 100%	168 100%	266 100%	246 100%	189 100%	170 100%	324 100%	325 100%	392 100%	346 100%	693 100%	140 100%	326 100%	306 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1310_3 Do you feel that the gap between the rich and the poor in your country is getting larger or smaller?

19 Jul 2007
 Table 10

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	France																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Medi-terranean	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1020	510	510	165	254	258	180	163	256	236	150	56	222	94	6	318	702	258	469	124
Weighted Base	1020	516	504	172*	254	259	175*	160*	200	241	174*	79*	221	100*	4**	344	676	304	444	92*
Larger	869 85%	432 84%	437 87%	144 83%	218 86%	220 85%	153 88%	135 84%	166 83%	196 81%	152 87%	64 81%	194 88%	93 94%	4 95%	289 84%	580 86%	280 92% ST	375 84%	70 77%
Smaller	38 4%	19 4%	19 4%	6 4%	9 4%	6 2%	8 5%	8 5%	15 7%	8 3%	2 1%	1 1%	11 5%	2 2%	-	10 3%	28 4%	6 2%	21 5%	5 6%
Staying the same	113 11%	65 13%	48 10%	22 13%	27 11%	32 13%	13 7%	18 11%	19 10%	38 16% N	20 12%	15 18% N	16 7%	5 5%	* 5%	46 13%	68 10%	18 6%	49 11%	16 17% R
Sigma	1020 100%	516 100%	504 100%	172 100%	254 100%	259 100%	175 100%	160 100%	200 100%	241 100%	174 100%	79 100%	221 100%	100 100%	4 100%	344 100%	676 100%	304 100%	444 100%	92 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1310_4 Do you feel that the gap between the rich and the poor in your country is getting larger or smaller?

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Italy															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1084	543	541	194	264	224	208	194	704	208	172	269	815	141	375	203
Weighted Base	1084	526	558	178*	247	237*	218*	204*	577	200*	306	286	798	188*	401	142*
Larger	903 83%	445 85%	459 82%	127 72%	206 83% D	194 82%	198 91% D	178 87% D	482 83%	165 82%	257 84%	245 86%	658 82%	158 84%	350 87%	121 85%
Smaller	51 5%	24 5%	27 5%	15 8%	15 6%	5 2%	6 3%	10 5%	22 4%	11 5%	19 6%	11 4%	40 5%	14 8%	10 3%	4 3%
Staying the same	129 12%	57 11%	73 13%	36 20% GH	26 11%	38 16% G	13 6%	17 8%	74 13%	25 12%	30 10%	29 10%	100 12%	15 8%	41 10%	17 12%
Sigma	1084 100%	526 100%	558 100%	178 100%	247 100%	237 100%	218 100%	204 100%	577 100%	200 100%	306 100%	286 100%	798 100%	188 100%	401 100%	142 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1310_5 Do you feel that the gap between the rich and the poor in your country is getting larger or smaller?

19 Jul 2007
 Table 12

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Spain																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North west	North Central	North East	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1116	563	553	213	291	242	197	173	100	173	267	248	121	130	77	346	770	271	406	125
Weighted Base	1116	559	557	207	280	233	197	200*	93*	176*	235	235	142*	165*	71*	372	745	330	366	83*
Larger	732 66%	360 64%	372 67%	104 50%	169 60%	172 74% DE	131 66% D	156 78% DE	67 72%	118 67%	174 74% LN	141 60%	88 62%	98 59%	46 65%	244 66%	488 66%	214 65%	253 69%	55 67%
Smaller	93 8%	53 10%	40 7%	27 13%	18 6%	13 6%	16 8%	19 10%	10 11% K	14 8%	7 3%	19 8%	12 8%	27 16% K	5 6%	24 7%	69 9%	24 7%	29 8%	12 14%
Staying the same	291 26%	146 26%	145 26%	75 36% FH	93 33% FH	48 20%	51 26% H	25 12%	16 17%	43 25%	54 23%	75 32% I	42 30%	41 25%	21 29%	104 28%	187 25%	92 28%	84 23%	16 19%
Sigma	1116 100%	559 100%	557 100%	207 100%	280 100%	233 100%	197 100%	200 100%	93 100%	176 100%	235 100%	235 100%	142 100%	165 100%	71 100%	372 100%	745 100%	330 100%	366 100%	83 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1310_6 Do you feel that the gap between the rich and the poor in your country is getting larger or smaller?

19 Jul 2007
 Table 13

Base: All German Adults 16-64

This Question Was Weighted To The General Population

Germany

	Gender		Age					Region					Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1046	536	510	142	268	217	226	193	591	88	71	182	114	235	811	247	374	164
Weighted Base	1045	533	512	153*	267	217	225	183	623	80*	60*	187	95*	244	801	237	381	143
Larger	953 91%	482 91%	470 92%	131 85%	243 91%	202 93%	201 89%	176 96% DG	556 89%	74 92%	53 89%	179 96% I	91 96%	231 95%	721 90%	216 91%	345 91%	135 95%
Smaller	10 1%	4 1%	6 1%	1 1%	7 3%	1 *	1 *	-	9 1%	-	-	1 1%	-	2 1%	7 1%	1 *	4 1%	* *
Staying the same	83 8%	46 9%	37 7%	22 14% EH	17 6%	14 6%	23 10% H	7 4%	59 9%	6 8%	7 11%	7 4%	4 4%	10 4%	73 9%	21 9%	32 8%	7 5%
Sigma	1045 100%	533 100%	512 100%	153 100%	267 100%	217 100%	225 100%	183 100%	623 100%	80 100%	60 100%	187 100%	95 100%	244 100%	801 100%	237 100%	381 100%	143 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1315_1 How much do you admire those who run [INSERT COUNTRY] largest companies?

19 Jul 2007
 Table 15

Base: All EU Adults

This Question Was Weighted To The General Population

	Country					
	Average for 5 countries	Great Britain	France	Italy	Spain	Germany
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted Base	5306	1040	1020	1084	1116	1046
Weighted Base	5305	1040	1020	1084	1116	1045
(5) A great deal	277 5%	46 4%	38 4%	102 9% BCEF	55 5%	36 3%
(4) Quite a bit	567 11%	51 5%	106 10% BE	262 24% BCEF	67 6%	80 8%
(3) A fair amount	1082 20%	124 12%	307 30% BDEF	233 21% B	215 19% B	204 19% B
(2) Somewhat	1169 22%	293 28% CDF	166 16%	155 14%	331 30% CDF	225 21% CD
(1) Not at all	1865 35%	394 38% D	372 36% D	290 27%	377 34% D	432 41% DE
Not sure	345 7%	131 13% CDEF	32 3%	42 4%	72 6% C	68 7% CD
Mean	2.2	2.0	2.3 BF	2.7 BCEF	2.1 B	2.0
Std. Dev.	1.22	1.12	1.18	1.36	1.13	1.15
Sigma	5305 100%	1040 100%	1020 100%	1084 100%	1116 100%	1045 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1315_2 How much do you admire those who run Great Britain's largest companies?

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Great Britain															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1040	505	535	146	264	242	204	184	333	292	415	341	699	109	330	391
Weighted Base	1040	516	524	168*	266	246*	189*	170*	324	325	392	346	693	140*	326	306
(5) A great deal	46 4%	31 6%	15 3%	10 6%	8 3%	8 3%	3 2%	16 9% G	13 4%	13 4%	20 5%	13 4%	33 5%	1 1%	18 6%	26 9% N
(4) Quite a bit	51 5%	18 3%	34 6%	13 8%	14 5%	8 3%	9 5%	7 4%	14 4%	22 7%	15 4%	18 5%	33 5%	2 1%	19 6%	20 7%
(3) A fair amount	124 12%	57 11%	68 13%	26 16%	24 9%	33 13%	22 12%	19 11%	44 14%	29 9%	51 13%	41 12%	83 12%	22 16%	48 15%	30 10%
(2) Somewhat	293 28%	172 33% C	121 23%	57 34%	74 28%	75 30%	48 26%	39 23%	84 26%	96 30%	113 29%	109 32%	184 27%	33 23%	69 21%	104 34% O
(1) Not at all	394 38%	195 38%	199 38%	48 29%	105 40%	93 38%	86 45% D	62 36%	130 40%	131 40%	133 34%	113 33%	281 40%	66 47%	128 39%	106 34%
Not sure	131 13%	44 9%	87 17% B	13 8%	41 15%	30 12%	20 10%	27 16%	39 12%	33 10%	59 15%	51 15%	80 12%	17 12%	43 13%	20 6%
Mean	2.0	2.0	2.0	2.2 G	1.9	1.9	1.8	2.1	1.9	1.9	2.0	2.0	1.9	1.7	2.0	2.2 N
Std. Dev.	1.12	1.13	1.11	1.16	1.06	1.04	1.00	1.33	1.10	1.12	1.13	1.08	1.14	0.87	1.22	1.25
Sigma	1040 100%	516 100%	524 100%	168 100%	266 100%	246 100%	189 100%	170 100%	324 100%	325 100%	392 100%	346 100%	693 100%	140 100%	326 100%	306 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1315_3 How much do you admire those who run France's largest companies?

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	France															Presence of children in household		Income		
	Gender			Age					Region					Yes	No	Low	Middle	Upper		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East						South West	Medi-terranean
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)						
Unweighted Base	1020	510	510	165	254	258	180	163	256	236	150	56	222	94	6	318	702	258	469	124
Weighted Base	1020	516	504	172*	254	259	175*	160*	200	241	174*	79*	221	100*	4**	344	676	304	444	92*
(5) A great deal	38 4%	18 4%	19 4%	8 4%	5 2%	12 5%	10 6%	3 2%	9 5%	3 1%	6 3%	7 9% J	9 4%	3 3%	-	11 3%	26 4%	12 4%	14 3%	7 8%
(4) Quite a bit	106 10%	53 10%	53 11%	17 10%	28 11%	19 7%	21 12%	22 14%	21 11%	29 12%	19 11%	11 14%	16 7%	9 9%	-	29 9%	77 11%	24 8%	45 10%	19 21% RS
(3) A fair amount	307 30%	173 34%	133 26%	55 32%	55 22%	94 36% E	45 25%	59 37% E	66 33%	73 30%	45 26%	14 17%	73 33%	34 34%	2 40%	122 35%	185 27%	66 22%	156 35% R	25 27%
(2) Somewhat	166 16%	74 14%	91 18%	42 25% F	43 17%	31 12%	29 17%	20 13%	29 15%	34 14%	31 18%	19 24%	41 18%	13 13%	-	56 16%	110 16%	54 18%	65 15%	14 15%
(1) Not at all	372 36%	190 37%	182 36%	46 26%	116 46% D	93 36%	65 37%	52 32%	69 34%	86 36%	69 40%	28 35%	78 35%	39 39%	3 60%	118 34%	254 38%	132 43% T	151 34%	26 28%
Not sure	32 3%	7 1%	25 5% B	5 3%	7 3%	10 4%	5 3%	5 3%	6 3%	17 7% M	4 2%	1 1%	3 1%	2 2%	-	8 2%	24 4%	15 5%	12 3%	1 1%
Mean	2.3	2.3	2.2	2.4 E	2.0	2.3	2.3	2.4 E	2.3	2.2	2.2	2.4	2.3	2.2	1.8	2.3	2.2	2.1	2.3	2.6 R
Std. Dev.	1.18	1.17	1.19	1.12	1.15	1.19	1.26	1.14	1.20	1.14	1.19	1.34	1.15	1.17	1.12	1.14	1.20	1.19	1.15	1.31
Sigma	1020 100%	516 100%	504 100%	172 100%	254 100%	259 100%	175 100%	160 100%	200 100%	241 100%	174 100%	79 100%	221 100%	100 100%	4 100%	344 100%	676 100%	304 100%	444 100%	92 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1315_4 How much do you admire those who run Italy's largest companies?

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Italy															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1084	543	541	194	264	224	208	194	704	208	172	269	815	141	375	203
Weighted Base	1084	526	558	178*	247	237*	218*	204*	577	200*	306	286	798	188*	401	142*
(5) A great deal	102 9%	60 11%	42 8%	22 12%	28 11%	21 9%	21 10%	10 5%	53 9%	16 8%	33 11%	36 13%	66 8%	18 10%	36 9%	17 12%
(4) Quite a bit	262 24%	123 23%	139 25%	53 30% F	58 23%	39 16%	56 26%	57 28%	127 22%	61 30%	74 24%	79 28%	183 23%	36 19%	98 24%	22 16%
(3) A fair amount	233 21%	98 19%	135 24%	32 18%	48 19%	65 27%	48 22%	41 20%	134 23%	37 18%	62 20%	68 24%	164 21%	39 21%	93 23%	31 22%
(2) Somewhat	155 14%	73 14%	81 15%	27 15%	37 15%	41 17%	29 13%	21 10%	88 15%	26 13%	40 13%	39 14%	116 15%	20 11%	67 17%	22 15%
(1) Not at all	290 27%	155 29%	135 24%	39 22%	59 24%	70 30%	51 24%	70 34%	145 25%	51 26%	94 31%	57 20%	233 29%	69 37% O	91 23%	43 30%
Not sure	42 4%	17 3%	26 5%	5 3%	18 7% F	2 1%	13 6% F	5 2%	30 5% K	10 5%	3 1%	6 2%	36 5%	5 3%	16 4%	7 5%
Mean	2.7	2.7	2.8	3.0	2.8	2.6	2.8	2.6	2.7	2.8	2.7	3.0 M	2.6	2.5	2.8	2.6
Std. Dev.	1.36	1.41	1.30	1.37	1.38	1.31	1.34	1.35	1.33	1.35	1.41	1.33	1.36	1.42	1.31	1.40
Sigma	1084 100%	526 100%	558 100%	178 100%	247 100%	237 100%	218 100%	204 100%	577 100%	200 100%	306 100%	286 100%	798 100%	188 100%	401 100%	142 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1315_5 How much do you admire those who run Spain's largest companies?

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Spain																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North west	North Central	North East	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1116	563	553	213	291	242	197	173	100	173	267	248	121	130	77	346	770	271	406	125
Weighted Base	1116	559	557	207	280	233	197	200*	93*	176*	235	235	142*	165*	71*	372	745	330	366	83*
(5) A great deal	55 5%	20 4%	35 6%	14 7%	13 5%	14 6%	8 4%	6 3%	3 3%	7 4%	9 4%	17 7%	9 6%	7 4%	2 3%	21 6%	34 5%	17 5%	9 3%	3 3%
(4) Quite a bit	67 6%	36 6%	31 6%	12 6%	17 6%	14 6%	16 8%	8 4%	5 6%	10 5%	15 6%	13 5%	8 6%	14 9%	2 3%	14 4%	53 7%	17 5%	26 7%	4 5%
(3) A fair amount	215 19%	90 16%	125 22%	27 13%	56 20%	54 23% D	40 21%	37 19%	25 27% J	24 14%	37 16%	45 19%	34 24%	32 20%	17 24%	75 20%	140 19%	79 24%	59 16%	22 27% S
(2) Somewhat	331 30%	178 32%	153 27%	60 29%	81 29%	53 23%	60 30%	77 38% F	33 35%	45 25%	76 32%	66 28%	43 30%	48 29%	20 28%	107 29%	223 30%	90 27%	138 38% RT	20 24%
(1) Not at all	377 34%	205 37%	172 31%	66 32%	95 34%	86 37%	65 33%	65 33%	22 24%	67 38%	92 39% I	79 34%	38 27%	54 33%	25 35%	129 35%	248 33%	114 34%	122 33%	31 37%
Not sure	72 6%	30 5%	41 7%	29 14% EFGH	17 6%	11 5%	8 4%	7 3%	4 4%	23 13% K	6 2%	15 6%	9 7%	9 6%	5 7%	26 7%	45 6%	13 4%	11 3%	3 3%
Mean	2.1	2.0	2.2 B	2.1	2.1	2.2	2.2	2.0	2.3	2.0	2.0	2.2	2.3	2.2	2.0	2.1	2.1	2.2	2.0	2.1
Std. Dev.	1.13	1.08	1.17	1.21	1.13	1.20	1.12	0.99	1.02	1.14	1.10	1.20	1.14	1.14	1.04	1.13	1.13	1.13	1.02	1.09
Sigma	1116 100%	559 100%	557 100%	207 100%	280 100%	233 100%	197 100%	200 100%	93 100%	176 100%	235 100%	235 100%	142 100%	165 100%	71 100%	372 100%	745 100%	330 100%	366 100%	83 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1315_6 How much do you admire those who run Germany's largest companies?

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Germany																	
	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1046	536	510	142	268	217	226	193	591	88	71	182	114	235	811	247	374	164
Weighted Base	1045	533	512	153*	267	217	225	183	623	80*	60*	187	95*	244	801	237	381	143
(5) A great deal	36 3%	17 3%	20 4%	16 11% EFG	4 1%	6 3%	4 2%	7 4%	24 4%	6 7%	1 1%	5 3%	2 2%	9 4%	27 3%	12 5%	9 2%	5 3%
(4) Quite a bit	80 8%	42 8%	38 7%	12 8%	29 11% H	14 6%	19 8%	8 4%	47 7%	6 7%	7 11%	9 5%	12 13%	15 6%	66 8%	11 5%	37 10%	16 11% P
(3) A fair amount	204 19%	98 18%	105 21%	33 22% G	64 24% G	50 23% G	25 11%	32 17%	121 19%	12 15%	10 17%	43 23%	17 18%	45 19%	158 20%	47 20%	74 19%	31 21%
(2) Somewhat	225 21%	115 22%	110 21%	23 15%	77 29% DH	49 23%	43 19%	32 18%	141 23%	15 18%	14 23%	33 18%	22 24%	59 24%	165 21%	41 17%	89 23%	34 23%
(1) Not at all	432 41%	229 43%	203 40%	55 36%	83 31%	88 41%	103 46% E	102 56% DEF	253 41%	38 48%	27 46%	81 43%	32 33%	94 38%	338 42%	106 44%	149 39%	57 40%
Not sure	68 7%	31 6%	37 7%	15 10% H	10 4%	11 5%	30 13% EFH	2 1%	38 6%	4 4%	1 1%	16 8%	11 11% K	22 9%	46 6%	21 9% R	23 6% R	1 1%
Mean	2.0	2.0	2.1	2.4 GH	2.2 GH	2.0	1.9	1.8	2.1	2.0	2.0	2.0	2.2	2.0	2.0	2.0	2.1	2.1
Std. Dev.	1.15	1.14	1.16	1.38	1.06	1.09	1.10	1.11	1.15	1.28	1.11	1.10	1.14	1.12	1.15	1.18	1.13	1.16
Sigma	1045 100%	533 100%	512 100%	153 100%	267 100%	217 100%	225 100%	183 100%	623 100%	80 100%	60 100%	187 100%	95 100%	244 100%	801 100%	237 100%	381 100%	143 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1320_1 In your opinion, do senior executives in your country earn too much each year in salaries and bonuses, too little, or about the right amount?

19 Jul 2007
 Table 22

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5306	1040	1020	1084	1116	1046
Weighted Base	5305	1040	1020	1084	1116	1045
Too much	3811 72%	825 79% CE	553 54%	804 74% C	801 72% C	828 79% CDE
Too little	177 3%	17 2%	67 7% BDE	33 3%	18 2%	43 4% BE
About the right amount	772 15%	108 10%	258 25% BDEF	133 12%	153 14%	120 11%
Not sure	546 10%	90 9% F	142 14% BF	114 11% F	145 13% BF	55 5%
Sigma	5305 100%	1040 100%	1020 100%	1084 100%	1116 100%	1045 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1320_2 In your opinion, do senior executives in your country earn too much each year in salaries and bonuses, too little, or about the right amount?

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Great Britain															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1040	505	535	146	264	242	204	184	333	292	415	341	699	109	330	391
Weighted Base	1040	516	524	168*	266	246*	189*	170*	324	325	392	346	693	140*	326	306
Too much	825 79%	395 76%	430 82%	108 64%	209 78% D	204 83% D	165 88% D	139 82% D	265 82%	273 84% K	287 73%	277 80%	548 79%	124 89% P	260 80%	230 75%
Too little	17 2%	11 2%	5 1%	8 4%	7 3%	1 *	1 *	1 *	6 2%	* *	10 3%	4 1%	13 2%	5 4%	6 2%	2 1%
About the right amount	108 10%	67 13%	41 8%	23 14%	24 9%	26 11%	16 9%	19 11%	28 9%	34 11%	46 12%	21 6%	87 13% L	3 2%	34 10%	53 17% N
Not sure	90 9%	43 8%	47 9%	30 18% FG	26 10%	16 7%	7 3%	11 7%	25 8%	17 5%	48 12% J	45 13% M	45 7%	8 6%	26 8%	21 7%
Sigma	1040 100%	516 100%	524 100%	168 100%	266 100%	246 100%	189 100%	170 100%	324 100%	325 100%	392 100%	346 100%	693 100%	140 100%	326 100%	306 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1320_3 In your opinion, do senior executives in your country earn too much each year in salaries and bonuses, too little, or about the right amount?

19 Jul 2007
 Table 24

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	France																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Medi-terranean	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1020	510	510	165	254	258	180	163	256	236	150	56	222	94	6	318	702	258	469	124
Weighted Base	1020	516	504	172*	254	259	175*	160*	200	241	174*	79*	221	100*	4**	344	676	304	444	92*
Too much	553 54%	279 54%	274 54%	63 37%	129 51%	146 56% D	118 68% DE	97 60% D	92 46%	156 65% IKL	86 49%	35 43%	123 56%	58 58%	3 72%	197 57%	356 53%	171 56% T	253 57% T	36 39%
Too little	67 7%	36 7%	31 6%	23 13% F	17 7%	7 3%	9 5%	12 7%	19 10%	19 8%	8 5%	4 5%	8 4%	8 8%	-	11 3%	56 8% P	14 4%	30 7%	5 6%
About the right amount	258 25%	143 28%	115 23%	59 34% G	65 26%	69 27%	27 16%	38 24%	55 27%	43 18%	49 28%	31 39% J	53 24%	26 27%	*	93 27%	165 24%	69 23%	118 27%	38 42% RS
Not sure	142 14%	58 11%	84 17%	28 16%	43 17%	38 15%	20 11%	14 9%	35 17%	23 10%	31 18%	9 12%	37 17%	7 7%	1 19%	43 13%	99 15%	50 16%	42 10%	12 13%
Sigma	1020 100%	516 100%	504 100%	172 100%	254 100%	259 100%	175 100%	160 100%	200 100%	241 100%	174 100%	79 100%	221 100%	100 100%	4 100%	344 100%	676 100%	304 100%	444 100%	92 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1320_4 In your opinion, do senior executives in your country earn too much each year in salaries and bonuses, too little, or about the right amount?

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Italy															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1084	543	541	194	264	224	208	194	704	208	172	269	815	141	375	203
Weighted Base	1084	526	558	178*	247	237*	218*	204*	577	200*	306	286	798	188*	401	142*
Too much	804 74%	391 74%	413 74%	110 62%	196 79% D	177 75%	156 72%	165 81% D	410 71%	148 74%	247 81%	199 70%	605 76%	160 85% P	308 77% P	83 58%
Too little	33 3%	12 2%	21 4%	14 8% G	9 3%	5 2%	2 1%	3 2%	18 3%	8 4%	7 2%	7 3%	26 3%	7 4%	8 2%	6 4%
About the right amount	133 12%	75 14%	57 10%	40 22% EFH	23 9%	20 9%	29 13%	21 10%	83 14%	18 9%	32 10%	41 14%	91 11%	12 6%	43 11%	35 25% NO
Not sure	114 11%	47 9%	67 12%	14 8%	19 8%	35 15%	31 14%	15 7%	67 12%	27 14%	20 7%	37 13%	77 10%	9 5%	41 10%	18 13%
Sigma	1084 100%	526 100%	558 100%	178 100%	247 100%	237 100%	218 100%	204 100%	577 100%	200 100%	306 100%	286 100%	798 100%	188 100%	401 100%	142 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1320_5 In your opinion, do senior executives in your country earn too much each year in salaries and bonuses, too little, or about the right amount?

19 Jul 2007
 Table 26

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Spain																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North west	North Central	North East	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1116	563	553	213	291	242	197	173	100	173	267	248	121	130	77	346	770	271	406	125
Weighted Base	1116	559	557	207	280	233	197	200*	93*	176*	235	235	142*	165*	71*	372	745	330	366	83*
Too much	801 72%	402 72%	399 72%	139 67%	195 70%	164 70%	145 74%	158 79%	73 79% M	120 68%	179 76% M	168 71%	87 62%	120 73%	54 76%	252 68%	549 74%	231 70%	278 76%	57 69%
Too little	18 2%	11 2%	7 1%	4 2%	2 1%	4 2%	4 2%	3 1%	1 1%	2 1%	2 1%	6 3%	6 4%	* *	- -	5 1%	13 2%	6 2%	7 2%	* *
About the right amount	153 14%	83 15%	70 13%	23 11%	36 13%	36 15%	29 15%	30 15%	9 10%	28 16%	37 16%	34 14%	22 15%	15 9%	9 13%	67 18% Q	87 12%	50 15%	43 12%	17 21%
Not sure	145 13%	63 11%	81 15%	41 20% GH	47 17% H	29 12% H	18 9%	9 5%	10 11%	25 14%	18 8%	27 12%	26 18% K	30 18% K	8 12%	48 13%	96 13%	42 13%	39 11%	8 10%
Sigma	1116 100%	559 100%	557 100%	207 100%	280 100%	233 100%	197 100%	200 100%	93 100%	176 100%	235 100%	235 100%	142 100%	165 100%	71 100%	372 100%	745 100%	330 100%	366 100%	83 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1320_6 In your opinion, do senior executives in your country earn too much each year in salaries and bonuses, too little, or about the right amount?

19 Jul 2007
 Table 27

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Germany																	
	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1046	536	510	142	268	217	226	193	591	88	71	182	114	235	811	247	374	164
Weighted Base	1045	533	512	153*	267	217	225	183	623	80*	60*	187	95*	244	801	237	381	143
Too much	828 79%	414 78%	414 81%	114 75%	200 75%	168 78%	184 82%	160 87% DEF	501 80%	58 72%	45 75%	143 76%	81 86%	188 77%	640 80%	188 79%	311 82% R	102 72%
Too little	43 4%	25 5%	18 4%	7 5%	15 6%	11 5%	3 2%	5 3%	27 4%	11 13% IKLM	1 2%	2 1%	2 2%	15 6%	28 3%	11 5%	11 3%	11 8% Q
About the right amount	120 11%	77 14% C	43 8%	23 15%	38 14%	20 9%	25 11%	14 8%	74 12%	6 7%	7 12%	24 13%	10 10%	26 11%	94 12%	18 7%	48 13%	24 17% P
Not sure	55 5%	18 3%	37 7% B	9 6%	13 5%	17 8% H	12 5%	4 2%	21 3%	6 8%	7 11% IM	18 10% I	2 2%	15 6%	39 5%	20 9% Q	12 3%	5 4%
Sigma	1045 100%	533 100%	512 100%	153 100%	267 100%	217 100%	225 100%	183 100%	623 100%	80 100%	60 100%	187 100%	95 100%	244 100%	801 100%	237 100%	381 100%	143 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1325_1 Do you think that your country's government should set pay caps for heads of companies?

19 Jul 2007
 Table 29

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5306	1040	1020	1084	1116	1046
Weighted Base	5305	1040	1020	1084	1116	1045
Yes	3138 59%	623 60% F	644 63% F	696 64% F	688 62% F	487 47%
No	1552 29%	221 21%	268 26%	306 28% B	303 27% B	454 43% BCDE
Not sure	616 12%	195 19% CDEF	108 11%	82 8%	126 11% D	104 10%
Sigma	5305 100%	1040 100%	1020 100%	1084 100%	1116 100%	1045 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1325_2 Do you think that your country's government should set pay caps for heads of companies?

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Great Britain															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1040	505	535	146	264	242	204	184	333	292	415	341	699	109	330	391
Weighted Base	1040	516	524	168*	266	246*	189*	170*	324	325	392	346	693	140*	326	306
Yes	623 60%	285 55%	338 65% B	82 49%	147 55%	149 60%	124 66% D	120 71% DE	216 67% K	211 65% K	196 50%	203 59%	420 61%	93 67%	210 65%	164 54%
No	221 21%	146 28% C	75 14%	30 18%	58 22%	64 26%	35 19%	34 20%	58 18%	56 17%	108 27% IJ	55 16%	166 24%	18 13%	65 20%	98 32% NO
Not sure	195 19%	86 17%	110 21%	56 34% FGH	60 23% H	34 14%	29 15%	16 9%	50 15%	58 18%	88 22%	88 25% M	108 16%	29 21%	51 16%	44 14%
Sigma	1040 100%	516 100%	524 100%	168 100%	266 100%	246 100%	189 100%	170 100%	324 100%	325 100%	392 100%	346 100%	693 100%	140 100%	326 100%	306 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1325_3 Do you think that your country's government should set pay caps for heads of companies?

19 Jul 2007
 Table 31

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	France															Presence of children in household		Income		
	Gender			Age					Region					Yes	No	Low	Middle	Upper		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East						South West	Medi-terranean
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)						
Unweighted Base	1020	510	510	165	254	258	180	163	256	236	150	56	222	94	6	318	702	258	469	124
Weighted Base	1020	516	504	172*	254	259	175*	160*	200	241	174*	79*	221	100*	4**	344	676	304	444	92*
Yes	644 63%	302 58%	342 68% B	101 59%	162 64%	165 64%	116 67%	99 62%	116 58%	160 67%	126 72% I	46 58%	136 61%	56 57%	3 73%	210 61%	433 64%	216 71% T	286 64% T	42 46%
No	268 26%	176 34% C	92 18%	56 32% G	68 27%	69 27%	32 18%	44 27%	73 37% JKM	51 21%	32 18%	26 33%	50 22%	35 35% K	1 27%	91 27%	177 26%	56 18%	117 26%	40 44% RS
Not sure	108 11%	38 7%	70 14% B	15 9%	24 9%	25 10%	27 15%	17 11%	12 6%	29 12%	16 9%	7 9%	36 16% I	9 9%	-	42 12%	66 10%	32 10%	41 9%	10 10%
Sigma	1020 100%	516 100%	504 100%	172 100%	254 100%	259 100%	175 100%	160 100%	200 100%	241 100%	174 100%	79 100%	221 100%	100 100%	4 100%	344 100%	676 100%	304 100%	444 100%	92 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1325_4 Do you think that your country's government should set pay caps for heads of companies?

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Italy															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1084	543	541	194	264	224	208	194	704	208	172	269	815	141	375	203
Weighted Base	1084	526	558	178*	247	237*	218*	204*	577	200*	306	286	798	188*	401	142*
Yes	696 64%	323 61%	373 67%	111 63%	161 65%	138 58%	137 63%	149 73% F	358 62%	124 62%	215 70%	153 54%	543 68% L	148 79% OP	257 64% P	71 50%
No	306 28%	171 33% C	134 24%	49 28%	65 26%	84 35% H	64 29%	44 22%	175 30%	60 30%	71 23%	109 38% M	196 25%	33 18%	116 29%	67 47% NO
Not sure	82 8%	31 6%	51 9%	17 10%	22 9%	15 6%	16 8%	11 5%	45 8%	17 8%	20 7%	23 8%	59 7%	7 4%	28 7%	5 3%
Sigma	1084 100%	526 100%	558 100%	178 100%	247 100%	237 100%	218 100%	204 100%	577 100%	200 100%	306 100%	286 100%	798 100%	188 100%	401 100%	142 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1325_5 Do you think that your country's government should set pay caps for heads of companies?

19 Jul 2007
 Table 33

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Spain																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North west	North Central	North East	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1116	563	553	213	291	242	197	173	100	173	267	248	121	130	77	346	770	271	406	125
Weighted Base	1116	559	557	207	280	233	197	200*	93*	176*	235	235	142*	165*	71*	372	745	330	366	83*
Yes	688 62%	325 58%	363 65%	103 50%	167 60%	161 69% D	119 60%	138 69% D	66 71% JM	96 54%	158 67% M	152 65%	71 50%	104 63%	41 57%	235 63%	453 61%	235 71% ST	213 58%	42 51%
No	303 27%	178 32% C	125 22%	64 31%	75 27%	48 21%	64 33% F	51 25%	22 23%	50 29%	58 25%	54 23%	49 35%	47 28%	23 32%	94 25%	209 28%	71 21%	116 32% R	36 43% R
Not sure	126 11%	56 10%	70 13%	39 19% GH	37 13%	24 10%	14 7%	11 6%	6 6%	30 17% K	19 8%	28 12%	21 15%	14 8%	8 11%	43 12%	83 11%	24 7%	37 10%	5 6%
Sigma	1116 100%	559 100%	557 100%	207 100%	280 100%	233 100%	197 100%	200 100%	93 100%	176 100%	235 100%	235 100%	142 100%	165 100%	71 100%	372 100%	745 100%	330 100%	366 100%	83 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1325_6 Do you think that your country's government should set pay caps for heads of companies?

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Germany																	
	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1046	536	510	142	268	217	226	193	591	88	71	182	114	235	811	247	374	164
Weighted Base	1045	533	512	153*	267	217	225	183	623	80*	60*	187	95*	244	801	237	381	143
Yes	487 47%	243 46%	244 48%	87 56% E	106 40%	104 48%	99 44%	92 50%	265 43%	45 57% I	28 47%	94 50%	55 57% I	107 44%	380 47%	133 56% R	183 48%	54 38%
No	454 43%	253 47% C	201 39%	58 38%	118 44%	89 41%	103 46%	85 46%	301 48% JLM	27 34%	23 39%	69 37%	34 36%	102 42%	351 44%	75 32%	172 45% P	85 60% PQ
Not sure	104 10%	37 7%	67 13% B	8 6%	42 16% DH	24 11% H	23 10%	7 4%	58 9%	7 9%	14 8%	24 13%	7 7%	34 14%	70 9%	28 12% R	26 7%	3 2%
Sigma	1045 100%	533 100%	512 100%	153 100%	267 100%	217 100%	225 100%	183 100%	623 100%	80 100%	60 100%	187 100%	95 100%	244 100%	801 100%	237 100%	381 100%	143 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1330_1 Do you think that the income tax structure in your country correctly taxes those who earn the highest incomes?

19 Jul 2007
 Table 36

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5306	1040	1020	1084	1116	1046
Weighted Base	5305	1040	1020	1084	1116	1045
Yes	901 17%	161 16%	233 23% BDE	137 13%	158 14%	211 20% BDE
No, they should be taxed more	3190 60%	602 58%	531 52%	667 62% C	734 66% BC	657 63% C
No, they should be taxed less	516 10%	82 8%	108 11% EF	195 18% BCEF	56 5%	75 7%
Not sure	698 13%	195 19% DF	148 14% DF	85 8%	168 15% DF	102 10%
Sigma	5305 100%	1040 100%	1020 100%	1084 100%	1116 100%	1045 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1330_2 Do you think that the income tax structure in your country correctly taxes those who earn the highest incomes?

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Great Britain															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1040	505	535	146	264	242	204	184	333	292	415	341	699	109	330	391
Weighted Base	1040	516	524	168*	266	246*	189*	170*	324	325	392	346	693	140*	326	306
Yes	161 16%	99 19% C	62 12%	19 11%	33 13%	39 16%	38 20%	32 19%	62 19% K	58 18%	42 11%	45 13%	116 17%	16 12%	47 15%	68 22%
No, they should be taxed more	602 58%	318 62%	283 54%	68 40%	158 59% D	163 66% D	118 62% D	95 56%	203 63%	182 56%	217 55%	201 58%	400 58%	77 55%	209 64%	174 57%
No, they should be taxed less	82 8%	27 5%	55 10% B	19 11%	21 8%	14 6%	17 9%	11 7%	10 3%	32 10% I	40 10% I	28 8%	54 8%	12 8%	13 4%	38 12% O
Not sure	195 19%	72 14%	123 24% B	63 37% EFGH	54 20% G	31 13%	15 8%	32 19%	49 15%	53 16%	94 24%	72 21%	123 18%	36 26% P	57 17% P	27 9%
Sigma	1040 100%	516 100%	524 100%	168 100%	266 100%	246 100%	189 100%	170 100%	324 100%	325 100%	392 100%	346 100%	693 100%	140 100%	326 100%	306 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1330_3 Do you think that the income tax structure in your country correctly taxes those who earn the highest incomes?

19 Jul 2007
 Table 38

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	France																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Medi-terranean	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1020	510	510	165	254	258	180	163	256	236	150	56	222	94	6	318	702	258	469	124
Weighted Base	1020	516	504	172*	254	259	175*	160*	200	241	174*	79*	221	100*	4**	344	676	304	444	92*
Yes	233 23%	126 24%	107 21%	33 19%	59 23%	69 27%	28 16%	44 27%	30 15%	50 21%	48 28%	18 23%	56 25%	29 29%	1 32%	73 21%	161 24%	66 22%	99 22%	28 30%
No, they should be taxed more	531 52%	258 50%	273 54%	85 49%	141 55%	120 46%	105 60%	81 50%	110 55%	130 54%	94 54%	47 59%	93 42%	54 54%	3 60%	178 52%	353 52%	185 61%	241 54%	34 37%
No, they should be taxed less	108 11%	72 14% C	36 7%	26 15%	25 10%	24 9%	16 9%	16 10%	28 14%	26 11%	12 7%	8 10%	28 12%	6 6%	-	39 11%	69 10%	17 6%	44 10%	20 22% RS
Not sure	148 14%	60 12%	88 17%	29 17%	29 11%	46 18%	25 14%	20 12%	32 16%	35 14%	20 12%	7 8%	44 20%	10 10%	* 8%	55 16%	93 14%	34 11%	60 13%	10 11%
Sigma	1020 100%	516 100%	504 100%	172 100%	254 100%	259 100%	175 100%	160 100%	200 100%	241 100%	174 100%	79 100%	221 100%	100 100%	4 100%	344 100%	676 100%	304 100%	444 100%	92 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1330_4 Do you think that the income tax structure in your country correctly taxes those who earn the highest incomes?

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Italy															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1084	543	541	194	264	224	208	194	704	208	172	269	815	141	375	203
Weighted Base	1084	526	558	178*	247	237*	218*	204*	577	200*	306	286	798	188*	401	142*
Yes	137 13%	58 11%	79 14%	22 12%	32 13%	34 14%	19 9%	31 15%	83 14%	24 12%	30 10%	39 14%	98 12%	17 9%	63 16%	14 10%
No, they should be taxed more	667 62%	319 61%	348 62%	107 60%	130 52%	147 62%	140 64%	144 70% E	343 59%	132 66%	193 63%	150 52%	517 65% L	143 76% OP	234 58%	68 48%
No, they should be taxed less	195 18%	107 20%	88 16%	24 14%	52 21%	46 19%	49 23%	23 11%	113 20%	29 15%	53 17%	69 24% M	126 16%	19 10%	78 19%	52 36% NO
Not sure	85 8%	41 8%	43 8%	25 14% FGH	34 14% FGH	11 4%	9 4%	6 3%	39 7%	15 8%	30 10%	28 10%	57 7%	9 5%	26 6%	8 6%
Sigma	1084 100%	526 100%	558 100%	178 100%	247 100%	237 100%	218 100%	204 100%	577 100%	200 100%	306 100%	286 100%	798 100%	188 100%	401 100%	142 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1330_5 Do you think that the income tax structure in your country correctly taxes those who earn the highest incomes?

19 Jul 2007
 Table 40

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Spain																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North west	North Central	North East	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1116	563	553	213	291	242	197	173	100	173	267	248	121	130	77	346	770	271	406	125
Weighted Base	1116	559	557	207	280	233	197	200*	93*	176*	235	235	142*	165*	71*	372	745	330	366	83*
Yes	158 14%	69 12%	89 16%	49 24% FGH	39 14%	30 13%	20 10%	20 10%	14 15%	17 10%	26 11%	38 16%	26 18%	26 16%	12 17%	62 17%	97 13%	47 14%	48 13%	16 20%
No, they should be taxed more	734 66%	391 70% C	343 61%	96 46% FGH	162 58%	173 74% DE	147 75% DE	156 78% DE	65 70% M	117 67% M	172 73% M	151 64% M	67 48%	109 66% M	51 72% M	247 66%	487 65%	220 67%	266 73%	53 64%
No, they should be taxed less	56 5%	37 7%	19 3%	10 5%	10 4%	10 4%	17 9%	10 5%	6 7%	10 6%	10 4%	6 3%	12 9%	11 7%	1 2%	18 5%	39 5%	13 4%	18 5%	7 8%
Not sure	168 15%	61 11%	107 19% B	52 25% FGH	68 24% FGH	20 8%	13 7%	14 7%	7 8%	32 18%	27 12%	40 17%	36 26% IKNO	19 11%	7 9%	46 12%	122 16%	50 15%	34 9%	7 8%
Sigma	1116 100%	559 100%	557 100%	207 100%	280 100%	233 100%	197 100%	200 100%	93 100%	176 100%	235 100%	235 100%	142 100%	165 100%	71 100%	372 100%	745 100%	330 100%	366 100%	83 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1330_6 Do you think that the income tax structure in your country correctly taxes those who earn the highest incomes?

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Germany																	
	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1046	536	510	142	268	217	226	193	591	88	71	182	114	235	811	247	374	164
Weighted Base	1045	533	512	153*	267	217	225	183	623	80*	60*	187	95*	244	801	237	381	143
Yes	211 20%	123 23%	88 17%	29 19%	62 23%	47 22%	44 19%	30 16%	127 20%	13 16%	14 23%	34 18%	23 24%	45 18%	166 21%	44 18%	73 19%	43 30% PQ
No, they should be taxed more	657 63%	334 63%	323 63%	83 54%	149 56%	135 62%	151 67% E	138 75% DEF	392 63%	50 63%	36 60%	121 65%	58 61%	152 62%	505 63%	162 68% R	259 68% R	79 55%
No, they should be taxed less	75 7%	46 9%	29 6%	14 9%	29 11% GH	20 9% GH	7 3%	6 3%	44 7%	9 12%	5 9%	9 5%	8 8%	19 8%	56 7%	8 3%	33 9% P	15 11% P
Not sure	102 10%	30 6%	72 14% B	27 18% FH	27 10%	15 7%	23 10%	9 5%	61 10%	8 10%	5 8%	23 12%	6 6%	28 11%	74 9%	23 10% Q	17 5%	5 4%
Sigma	1045 100%	533 100%	512 100%	153 100%	267 100%	217 100%	225 100%	183 100%	623 100%	80 100%	60 100%	187 100%	95 100%	244 100%	801 100%	237 100%	381 100%	143 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1331_1 Do you think that the income tax structure in your country correctly taxes those who earn the lowest incomes?

19 Jul 2007
 Table 43

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5306	1040	1020	1084	1116	1046
Weighted Base	5305	1040	1020	1084	1116	1045
Yes	811 15%	157 15% D	242 24% BDEF	100 9%	183 16% DF	129 12%
No, they should be taxed more	129 2%	15 1%	41 4% BF	27 2%	31 3%	16 2%
No, they should be taxed less	3855 73%	718 69%	646 63%	896 83% BCE	771 69% C	823 79% BCE
Not sure	509 10%	150 14% CDF	91 9% D	60 6%	131 12% DF	77 7%
Sigma	5305 100%	1040 100%	1020 100%	1084 100%	1116 100%	1045 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1331_2 Do you think that the income tax structure in your country correctly taxes those who earn the lowest incomes?

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Great Britain															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1040	505	535	146	264	242	204	184	333	292	415	341	699	109	330	391
Weighted Base	1040	516	524	168*	266	246*	189*	170*	324	325	392	346	693	140*	326	306
Yes	157 15%	99 19% C	58 11%	24 14%	36 13%	38 15%	37 20%	22 13%	42 13%	68 21% K	46 12%	51 15%	106 15%	16 11%	27 8%	74 24% NO
No, they should be taxed more	15 1%	9 2%	6 1%	2 1%	7 3%	3 1%	2 1%	*	5 2%	3 1%	7 2%	6 2%	8 1%	1 1%	3 1%	5 2%
No, they should be taxed less	718 69%	343 66%	375 72%	94 56%	173 65%	182 74% D	142 75% D	127 75% D	241 75%	223 69%	254 65%	236 68%	482 69%	103 73%	241 74%	203 66%
Not sure	150 14%	66 13%	85 16%	48 29% FGH	50 19% G	24 10%	8 4%	21 12%	35 11%	31 9%	85 22% IJ	53 15%	97 14%	20 14%	54 17% P	25 8%
Sigma	1040 100%	516 100%	524 100%	168 100%	266 100%	246 100%	189 100%	170 100%	324 100%	325 100%	392 100%	346 100%	693 100%	140 100%	326 100%	306 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1331_3 Do you think that the income tax structure in your country correctly taxes those who earn the lowest incomes?

19 Jul 2007
 Table 45

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	France																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Medi-terranean	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1020	510	510	165	254	258	180	163	256	236	150	56	222	94	6	318	702	258	469	124
Weighted Base	1020	516	504	172*	254	259	175*	160*	200	241	174*	79*	221	100*	4**	344	676	304	444	92*
Yes	242 24%	136 26%	106 21%	42 25%	55 22%	59 23%	49 28%	37 23%	47 24%	54 22%	37 21%	19 24%	61 27%	23 23%	1 27%	82 24%	160 24%	57 19%	118 27%	33 36% R
No, they should be taxed more	41 4%	27 5%	14 3%	8 5%	7 3%	12 5%	6 3%	9 5%	11 5%	13 5%	2 1%	5 6%	8 4%	3 3%	-	12 3%	30 4%	5 2%	21 5%	8 9% R
No, they should be taxed less	646 63%	306 59%	340 67%	98 57%	175 69%	157 61%	111 63%	105 65%	127 63%	149 62%	125 72%	50 63%	128 58%	63 64%	3 65%	224 65%	423 62%	224 74% ST	264 59%	44 48%
Not sure	91 9%	47 9%	43 9%	24 14%	17 7%	30 12%	10 6%	10 6%	16 8%	25 10%	10 6%	6 7%	24 11%	10 10%	* 8%	27 8%	64 9%	17 6%	42 9%	6 7%
Sigma	1020 100%	516 100%	504 100%	172 100%	254 100%	259 100%	175 100%	160 100%	200 100%	241 100%	174 100%	79 100%	221 100%	100 100%	4 100%	344 100%	676 100%	304 100%	444 100%	92 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1331_4 Do you think that the income tax structure in your country correctly taxes those who earn the lowest incomes?

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Italy															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1084	543	541	194	264	224	208	194	704	208	172	269	815	141	375	203
Weighted Base	1084	526	558	178*	247	237*	218*	204*	577	200*	306	286	798	188*	401	142*
Yes	100 9%	62 12%	38 7%	16 9%	18 7%	18 7%	27 12%	22 11%	64 11%	9 4%	28 9%	29 10%	71 9%	15 8%	43 11%	17 12%
No, they should be taxed more	27 2%	20 4%	6 1%	6 4%	6 3%	8 3%	4 2%	2 1%	13 2%	6 3%	7 2%	8 3%	18 2%	4 2%	8 2%	5 3%
No, they should be taxed less	896 83%	407 77%	489 88% B	140 79%	197 80%	207 87%	174 80%	178 87%	474 82%	172 86%	251 82%	227 80%	669 84%	161 86%	336 84%	118 83%
Not sure	60 6%	36 7%	25 4%	15 9% FH	26 11% FH	5 2%	13 6% H	1 *	27 5%	13 7%	20 7%	21 7%	40 5%	8 4%	14 3%	3 2%
Sigma	1084 100%	526 100%	558 100%	178 100%	247 100%	237 100%	218 100%	204 100%	577 100%	200 100%	306 100%	286 100%	798 100%	188 100%	401 100%	142 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1331_5 Do you think that the income tax structure in your country correctly taxes those who earn the lowest incomes?

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Spain																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North west	North Central	North East	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1116	563	553	213	291	242	197	173	100	173	267	248	121	130	77	346	770	271	406	125
Weighted Base	1116	559	557	207	280	233	197	200*	93*	176*	235	235	142*	165*	71*	372	745	330	366	83*
Yes	183 16%	97 17%	86 15%	24 11%	55 20%	37 16%	28 14%	40 20%	11 12%	29 17%	39 16%	28 12%	28 20%	34 20%	15 21%	66 18%	117 16%	45 14%	64 18%	10 13%
No, they should be taxed more	31 3%	25 5% C	5 1%	8 4%	5 2%	8 3%	8 4%	3 1%	2 2%	5 3%	5 2%	10 4%	5 3%	3 2%	1 1%	16 4%	15 2%	11 3%	11 3%	4 5%
No, they should be taxed less	771 69%	387 69%	385 69%	133 64%	170 61%	172 74% E	151 77% E	145 73%	72 77% M	117 66%	169 72%	168 72%	85 60%	112 68%	48 67%	251 68%	520 70%	238 72%	269 74%	65 78%
Not sure	131 12%	50 9%	82 15% B	43 21% FGH	50 18% FGH	16 7%	10 5%	12 6%	8 9%	25 14%	22 10%	29 12%	23 17%	15 9%	8 11%	38 10%	93 13%	36 11%	21 6%	4 4%
Sigma	1116 100%	559 100%	557 100%	207 100%	280 100%	233 100%	197 100%	200 100%	93 100%	176 100%	235 100%	235 100%	142 100%	165 100%	71 100%	372 100%	745 100%	330 100%	366 100%	83 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1331_6 Do you think that the income tax structure in your country correctly taxes those who earn the lowest incomes?

19 Jul 2007
 Table 48

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Germany																	
	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1046	536	510	142	268	217	226	193	591	88	71	182	114	235	811	247	374	164
Weighted Base	1045	533	512	153*	267	217	225	183	623	80*	60*	187	95*	244	801	237	381	143
Yes	129 12%	88 17% C	41 8%	17 11%	45 17% G	31 14%	19 8%	18 10%	76 12%	4 6%	9 14%	22 12%	18 19% J	25 10%	104 13%	20 8%	54 14%	27 19% P
No, they should be taxed more	16 2%	12 2%	3 1%	* *	7 3% G	2 1%	- -	6 3% G	12 2%	1 1%	1 2%	1 *	1 1%	4 1%	12 2%	2 1%	7 2%	3 2%
No, they should be taxed less	823 79%	400 75%	423 83% B	121 79%	190 71%	171 79%	187 83% E	155 84% E	482 77%	69 87%	47 78%	155 83%	71 75%	189 77%	635 79%	206 87% QR	301 79%	105 74%
Not sure	77 7%	32 6%	45 9%	16 10% H	24 9% H	14 6%	19 8%	5 3%	53 8%	5 7%	3 5%	10 5%	6 6%	27 11%	50 6%	9 4%	19 5%	7 5%
Sigma	1045 100%	533 100%	512 100%	153 100%	267 100%	217 100%	225 100%	183 100%	623 100%	80 100%	60 100%	187 100%	95 100%	244 100%	801 100%	237 100%	381 100%	143 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1335_1 Do you think the role politicians in your country play in managing the economy is... ?

19 Jul 2007
 Table 50

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5306	1040	1020	1084	1116	1046
Weighted Base	5305	1040	1020	1084	1116	1045
Too small	2018 38%	267 26% D	463 45% BD	201 19%	656 59% BCDF	431 41% BD
Just right	1511 28%	403 39% DEF	413 40% DEF	149 14%	273 24% D	273 26% D
Too large	1776 33%	370 36% CE	144 14%	733 68% BCEF	187 17%	342 33% CE
Sigma	5305 100%	1040 100%	1020 100%	1084 100%	1116 100%	1045 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1335_2 Do you think the role politicians in your country play in managing the economy is... ?

19 Jul 2007
 Table 51

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Great Britain															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1040	505	535	146	264	242	204	184	333	292	415	341	699	109	330	391
Weighted Base	1040	516	524	168*	266	246*	189*	170*	324	325	392	346	693	140*	326	306
Too small	267 26%	122 24%	145 28%	52 31%	71 27%	74 30%	36 19%	35 20%	89 28%	93 29%	85 22%	102 29%	165 24%	40 29%	98 30% P	57 18%
Just right	403 39%	221 43%	182 35%	72 43%	106 40%	99 40%	66 35%	61 36%	140 43% J	89 27%	174 44% J	121 35%	282 41%	42 30%	114 35%	136 44%
Too large	370 36%	173 33%	197 38%	44 26%	89 34%	74 30%	87 46% DF	75 44% D	95 29%	143 44% I	133 34%	124 36%	246 35%	58 42%	113 35%	114 37%
Sigma	1040 100%	516 100%	524 100%	168 100%	266 100%	246 100%	189 100%	170 100%	324 100%	325 100%	392 100%	346 100%	693 100%	140 100%	326 100%	306 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1335_3 Do you think the role politicians in your country play in managing the economy is... ?

19 Jul 2007
 Table 52

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	France																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Medi-terranean	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1020	510	510	165	254	258	180	163	256	236	150	56	222	94	6	318	702	258	469	124
Weighted Base	1020	516	504	172*	254	259	175*	160*	200	241	174*	79*	221	100*	4**	344	676	304	444	92*
Too small	463 45%	253 49%	210 42%	72 42%	133 52%	121 47%	72 41%	65 41%	88 44%	98 40%	94 54%	33 41%	103 47%	47 47%	1 13%	149 43%	315 47%	143 47%	200 45%	39 42%
Just right	413 40%	191 37%	222 44%	87 51%	95 37%	96 37%	76 44%	59 37%	76 38%	117 48%	53 30%	37 47%	88 40%	40 40%	3 67%	152 44%	261 39%	112 37%	181 41%	40 43%
Too large	144 14%	73 14%	71 14%	13 7%	26 10%	43 16%	27 15%	36 22% DE	36 18%	27 11%	28 16%	10 12%	30 14%	13 13%	1 19%	43 13%	101 15%	48 16%	63 14%	13 14%
Sigma	1020 100%	516 100%	504 100%	172 100%	254 100%	259 100%	175 100%	160 100%	200 100%	241 100%	174 100%	79 100%	221 100%	100 100%	4 100%	344 100%	676 100%	304 100%	444 100%	92 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1335_4 Do you think the role politicians in your country play in managing the economy is... ?

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Italy															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1084	543	541	194	264	224	208	194	704	208	172	269	815	141	375	203
Weighted Base	1084	526	558	178*	247	237*	218*	204*	577	200*	306	286	798	188*	401	142*
Too small	201 19%	90 17%	111 20%	57 32% FGH	58 23% F	26 11%	33 15%	28 14%	99 17%	35 17%	68 22%	41 14%	160 20%	46 25% O	51 13%	26 18%
Just right	149 14%	77 15%	73 13%	45 25% EFG	28 11%	21 9%	21 10%	34 17%	76 13%	31 15%	42 14%	30 10%	120 15%	34 18%	42 11%	24 17%
Too large	733 68%	359 68%	374 67%	76 43%	161 65% D	190 80% DE	164 75% D	142 70% D	402 70%	135 67%	196 64%	215 75% M	518 65%	108 57%	308 77% NP	92 65%
Sigma	1084 100%	526 100%	558 100%	178 100%	247 100%	237 100%	218 100%	204 100%	577 100%	200 100%	306 100%	286 100%	798 100%	188 100%	401 100%	142 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1335_5 Do you think the role politicians in your country play in managing the economy is... ?

19 Jul 2007
 Table 54

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Spain																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North west	North Central	North East	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1116	563	553	213	291	242	197	173	100	173	267	248	121	130	77	346	770	271	406	125
Weighted Base	1116	559	557	207	280	233	197	200*	93*	176*	235	235	142*	165*	71*	372	745	330	366	83*
Too small	656 59%	309 55%	347 62%	104 50%	177 63% D	149 64% D	112 57%	114 57%	46 50%	93 53%	146 62%	153 65% M	67 48%	107 65% M	44 62%	216 58%	440 59%	218 66% T	204 56%	38 46%
Just right	273 24%	144 26%	129 23%	68 33%	63 23%	51 22%	46 24%	45 23%	31 33%	52 30%	56 24%	46 20%	39 27%	31 19%	18 25%	96 26%	177 24%	63 19%	101 27%	27 32% R
Too large	187 17%	106 19%	81 15%	35 17%	40 14%	33 14%	39 20%	41 21%	16 17%	31 17%	33 14%	36 15%	36 25%	27 16%	9 13%	60 16%	127 17%	50 15%	61 17%	19 22%
Sigma	1116 100%	559 100%	557 100%	207 100%	280 100%	233 100%	197 100%	200 100%	93 100%	176 100%	235 100%	235 100%	142 100%	165 100%	71 100%	372 100%	745 100%	330 100%	366 100%	83 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1335_6 Do you think the role politicians in your country play in managing the economy is... ?

19 Jul 2007
 Table 55

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Germany																	
	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1046	536	510	142	268	217	226	193	591	88	71	182	114	235	811	247	374	164
Weighted Base	1045	533	512	153*	267	217	225	183	623	80*	60*	187	95*	244	801	237	381	143
Too small	431 41%	228 43%	203 40%	73 48% E	81 30%	86 40%	104 46% E	86 47% E	251 40%	37 47%	17 29%	80 43%	45 47%	94 38%	337 42%	121 51% R	164 43%	54 38%
Just right	273 26%	139 26%	134 26%	42 28%	95 35% GH	58 27%	45 20%	32 18%	173 28%	19 24%	16 27%	42 23%	22 23%	57 23%	216 27%	45 19%	107 28% P	38 26%
Too large	342 33%	166 31%	176 34%	38 25%	91 34%	73 34%	75 33%	65 36%	199 32%	23 29%	26 44%	65 35%	28 30%	93 38%	248 31%	72 30%	110 29%	51 36%
Sigma	1045 100%	533 100%	512 100%	153 100%	267 100%	217 100%	225 100%	183 100%	623 100%	80 100%	60 100%	187 100%	95 100%	244 100%	801 100%	237 100%	381 100%	143 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1340_1 Do you think Globalization is having a positive or negative effect in [INSERT COUNTRY]?

19 Jul 2007
 Table 57

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5306	1040	1020	1084	1116	1046
Weighted Base	5305	1040	1020	1084	1116	1045
Positive effect	1177 22%	159 15%	185 18%	272 25% BCE	184 17%	377 36% BCDE
Negative effect	2727 51%	550 53% F	540 53% F	600 55% F	601 54% F	436 42%
Not sure	1401 26%	331 32% DF	296 29% DF	212 20%	331 30% DF	231 22%
Sigma	5305 100%	1040 100%	1020 100%	1084 100%	1116 100%	1045 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1340_2 Do you think Globalization is having a positive or negative effect in Great Britain?

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Great Britain															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1040	505	535	146	264	242	204	184	333	292	415	341	699	109	330	391
Weighted Base	1040	516	524	168*	266	246*	189*	170*	324	325	392	346	693	140*	326	306
Positive effect	159 15%	107 21% C	52 10%	41 24% GH	51 19% H	38 15%	19 10%	10 6%	37 11%	64 20%	58 15%	48 14%	111 16%	24 17%	42 13%	63 21%
Negative effect	550 53%	265 51%	285 54%	75 45%	121 45%	123 50%	118 63% DE	112 66% DEF	198 61% K	165 51%	188 48%	168 49%	382 55%	66 47%	189 58%	153 50%
Not sure	331 32%	144 28%	187 36%	52 31%	94 35%	85 35%	51 27%	48 28%	90 28%	96 29%	146 37%	131 38%	200 29%	50 36%	95 29%	91 30%
Sigma	1040 100%	516 100%	524 100%	168 100%	266 100%	246 100%	189 100%	170 100%	324 100%	325 100%	392 100%	346 100%	693 100%	140 100%	326 100%	306 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1340_3 Do you think Globalization is having a positive or negative effect in France?

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	France																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Medi-terranean	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1020	510	510	165	254	258	180	163	256	236	150	56	222	94	6	318	702	258	469	124
Weighted Base	1020	516	504	172*	254	259	175*	160*	200	241	174*	79*	221	100*	4**	344	676	304	444	92*
Positive effect	185 18%	100 19%	85 17%	53 31% EFGH	35 14%	45 17%	30 17%	22 13%	48 24% M	45 19%	34 20%	15 19%	25 11%	18 18%	-	70 20%	115 17%	51 17%	67 15%	22 24%
Negative effect	540 53%	290 56%	250 50%	56 32%	138 54% D	136 53% D	104 59% D	106 66% D	98 49%	131 54%	84 48%	42 53%	127 57%	55 55%	4 87%	169 49%	370 55%	167 55%	232 52%	52 57%
Not sure	296 29%	127 25%	169 34% B	63 37% H	81 32%	78 30%	41 24%	32 20%	55 27%	65 27%	56 32%	23 29%	70 32%	27 27%	1 13%	105 30%	191 28%	85 28%	145 33%	18 20%
Sigma	1020 100%	516 100%	504 100%	172 100%	254 100%	259 100%	175 100%	160 100%	200 100%	241 100%	174 100%	79 100%	221 100%	100 100%	4 100%	344 100%	676 100%	304 100%	444 100%	92 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1340_4 Do you think Globalization is having a positive or negative effect in Italy?

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Italy															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1084	543	541	194	264	224	208	194	704	208	172	269	815	141	375	203
Weighted Base	1084	526	558	178*	247	237*	218*	204*	577	200*	306	286	798	188*	401	142*
Positive effect	272 25%	155 30% C	116 21%	54 30%	51 21%	54 23%	64 29%	49 24%	148 26%	52 26%	71 23%	83 29%	189 24%	43 23%	97 24%	46 32%
Negative effect	600 55%	279 53%	321 58%	82 46%	135 55%	143 60%	117 54%	123 61%	329 57%	96 48%	176 58%	154 54%	446 56%	111 59%	234 58%	84 59%
Not sure	212 20%	91 17%	120 22%	42 24%	61 24%	41 17%	37 17%	32 16%	100 17%	52 26%	59 19%	49 17%	163 20%	34 18%	70 17%	12 8%
Sigma	1084 100%	526 100%	558 100%	178 100%	247 100%	237 100%	218 100%	204 100%	577 100%	200 100%	306 100%	286 100%	798 100%	188 100%	401 100%	142 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1340_5 Do you think Globalization is having a positive or negative effect in Spain?

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Spain																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North west	North Central	North East	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1116	563	553	213	291	242	197	173	100	173	267	248	121	130	77	346	770	271	406	125
Weighted Base	1116	559	557	207	280	233	197	200*	93*	176*	235	235	142*	165*	71*	372	745	330	366	83*
Positive effect	184 17%	127 23% C	57 10%	39 19% F	46 16% F	19 8%	43 22% F	37 19% F	17 18%	33 19%	39 17%	25 11%	30 21%	33 20%	7 11%	53 14%	131 18%	53 16%	74 20%	21 25%
Negative effect	601 54%	292 52%	309 55%	95 46%	132 47%	150 64% DE	108 55%	116 58%	53 57%	96 55%	145 61% MN	132 56%	65 46%	76 46%	34 48%	205 55%	396 53%	174 53%	209 57%	41 50%
Not sure	331 30%	140 25%	191 34% B	73 35%	101 36% GH	64 28%	46 24%	46 23%	23 25%	47 27%	51 22%	78 33%	47 33%	56 34%	29 41% K	113 30%	218 29%	103 31%	84 23%	21 25%
Sigma	1116 100%	559 100%	557 100%	207 100%	280 100%	233 100%	197 100%	200 100%	93 100%	176 100%	235 100%	235 100%	142 100%	165 100%	71 100%	372 100%	745 100%	330 100%	366 100%	83 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1340_6 Do you think Globalization is having a positive or negative effect in Germany?

19 Jul 2007
 Table 62

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Germany																	
	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1046	536	510	142	268	217	226	193	591	88	71	182	114	235	811	247	374	164
Weighted Base	1045	533	512	153*	267	217	225	183	623	80*	60*	187	95*	244	801	237	381	143
Positive effect	377 36%	219 41% C	158 31%	61 40%	116 43% FG	69 32%	69 31%	62 34%	233 37%	28 36%	18 30%	66 35%	32 33%	77 32%	300 37%	71 30%	144 38%	73 51% PQ
Negative effect	436 42%	233 44%	203 40%	63 41%	86 32%	91 42%	106 47% E	90 49% E	262 42%	38 48%	20 33%	74 39%	42 44%	100 41%	336 42%	111 47%	161 42%	58 41%
Not sure	231 22%	81 15%	151 29% B	29 19%	65 24%	57 26%	49 22%	31 17%	128 21%	13 16%	22 37% IJ	47 25%	21 22%	66 27%	165 21%	56 24% R	77 20% R	11 8%
Sigma	1045 100%	533 100%	512 100%	153 100%	267 100%	217 100%	225 100%	183 100%	623 100%	80 100%	60 100%	187 100%	95 100%	244 100%	801 100%	237 100%	381 100%	143 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1345_1 Should the European Union do more to protect people from the adverse effects of globalisation?

Base: All EU Adults Who Think That Globalisation Has A Negative Effect On Their Country

This Question Was Weighted To The General Population

	Average for 5 countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	2599	498	531	565	575	430
Weighted Base	2727	550	540	600	601	436
Yes	2342 86%	352 64%	480 89% B	558 93% B	563 94% BC	389 89% B
No	194 7%	79 14% CDEF	43 8% D	17 3%	26 4%	30 7% D
Not sure	191 7%	119 22% CDEF	17 3%	26 4%	12 2%	17 4%
Sigma	2727 100%	550 100%	540 100%	600 100%	601 100%	436 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1345_2 Should the European Union do more to protect people from the adverse effects of globalisation?

Base: All GB Adults 16-64 Who Think That Globalisation Has A Negative Effect On Their Country

This Question Was Weighted To The General Population

	Great Britain															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	498	234	264	57	110	108	113	110	167	141	190	151	347	52	172	169
Weighted Base	550	265	285	75**	121*	123*	118*	112*	198*	165*	188*	168*	382	66**	189*	153*
Yes	352 64%	172 65%	180 63%	52 69%	65 53%	75 61%	90 76% E	70 62%	135 68%	113 69%	105 56%	100 60%	252 66%	39 58%	122 64%	105 69%
No	79 14%	48 18%	31 11%	10 13%	22 18%	18 14%	8 7%	22 19%	24 12%	16 10%	39 21%	21 12%	58 15%	20 30%	11 6%	23 15%
Not sure	119 22%	45 17%	74 26%	13 18%	35 29%	30 25%	20 17%	21 18%	39 20%	36 22%	44 23%	47 28%	72 19%	8 11%	56 30%	24 16%
Sigma	550 100%	265 100%	285 100%	75 100%	121 100%	123 100%	118 100%	112 100%	198 100%	165 100%	188 100%	168 100%	382 100%	66 100%	189 100%	153 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1345_3 Should the European Union do more to protect people from the adverse effects of globalisation?

19 Jul 2007
 Table 66

Base: All French Adults 16-64 Who Think That Globalisation Has A Negative Effect On Their Country

This Question Was Weighted To The General Population

	France															Presence of children in household		Income		
	Gender		Age					Region					Yes	No	Low	Middle	Upper			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central						South East	South West	Medi-terranean
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)						
Unweighted Base	531	269	262	55	125	137	105	109	129	122	72	27	131	46	4	159	372	140	248	66
Weighted Base	540	290	250	56**	138*	136*	104*	106*	98*	131*	84*	42**	127*	55**	4**	169*	370	167*	232	52*
Yes	480 89%	255 88%	225 90%	46 82%	124 90%	126 92%	87 84%	97 91%	88 90%	116 89%	77 92%	30 71%	118 93%	47 86%	4 100%	147 87%	332 90%	159 95%	202 87%	45 86%
No	43 8%	32 11% C	11 4%	8 15%	10 7%	8 6%	12 11%	5 5%	6 6%	11 9%	2 2%	12 29%	6 5%	5 10%	-	15 9%	27 7%	7 4%	20 9%	7 14%
Not sure	17 3%	2 1%	15 6% B	2 3%	4 3%	3 2%	5 5%	4 4%	4 4%	4 3%	5 6%	-	3 2%	2 4%	-	6 4%	11 3%	1 1%	10 4%	-
Sigma	540 100%	290 100%	250 100%	56 100%	138 100%	136 100%	104 100%	106 100%	98 100%	131 100%	84 100%	42 100%	127 100%	55 100%	4 100%	169 100%	370 100%	167 100%	232 100%	52 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1345_4 Should the European Union do more to protect people from the adverse effects of globalisation?

Base: All Italian Adults 18-64 Who Think That Globalisation Has A Negative Effect On Their Country

This Question Was Weighted To The General Population

	Italy															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	565	265	300	82	141	119	109	114	360	102	103	134	431	75	198	105
Weighted Base	600	279	321	82*	135*	143*	117*	123*	329	96*	176*	154*	446	111*	234*	84*
Yes	558 93%	262 94%	295 92%	73 89%	131 97%	133 93%	108 92%	114 92%	304 93%	93 97%	161 91%	139 90%	419 94%	100 90%	224 96%	73 87%
No	17 3%	14 5%	3 1%	2 2%	2 2%	7 5%	4 4%	2 1%	5 1%	1 1%	11 6%	7 5%	9 2%	4 4%	6 2%	3 4%
Not sure	26 4%	3 1%	23 7% B	8 9%	2 2%	3 2%	5 4%	8 7%	19 6%	2 2%	5 3%	7 5%	18 4%	7 6%	5 2%	8 9% O
Sigma	600 100%	279 100%	321 100%	82 100%	135 100%	143 100%	117 100%	123 100%	329 100%	96 100%	176 100%	154 100%	446 100%	111 100%	234 100%	84 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1345_5 Should the European Union do more to protect people from the adverse effects of globalisation?

Base: All Spanish Adults 16-64 Who Think That Globalisation Has A Negative Effect On Their Country

This Question Was Weighted To The General Population

	Spain																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North west	North Central	North East	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	575	284	291	97	136	145	111	86	46	89	159	131	57	61	32	185	390	141	215	61
Weighted Base	601	292	309	95*	132*	150*	108*	116*	53**	96*	145*	132*	65*	76*	34**	205*	396	174*	209	41*
Yes	563 94%	266 91%	297 96%	77 81%	129 97% D	138 92%	103 96% D	115 99% D	50 95%	91 95%	142 98% LN	120 91%	61 94%	68 89%	32 92%	185 90%	378 96%	163 94%	199 95%	40 99%
No	26 4%	19 6%	7 2%	11 12% EH	3 2%	8 5%	3 3%	1 1%	3 5%	5 5%	2 2%	4 3%	3 5%	7 9%	2 6%	11 5%	15 4%	5 3%	8 4%	*
Not sure	12 2%	6 2%	5 2%	6 7% E	*	3 2%	1 1%	*	*	*	-	8 6% K	1 1%	2 2%	* 1%	10 5% Q	2 *	6 3%	2 1%	*
Sigma	601 100%	292 100%	309 100%	95 100%	132 100%	150 100%	108 100%	116 100%	53 100%	96 100%	145 100%	132 100%	65 100%	76 100%	34 100%	205 100%	396 100%	174 100%	209 100%	41 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1345_6 Should the European Union do more to protect people from the adverse effects of globalisation?

Base: All German Adults 16-64 Who Think That Globalisation Has A Negative Effect On Their Country

This Question Was Weighted To The General Population

	Germany																	
	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	430	225	205	53	82	87	111	97	239	43	25	73	50	92	338	102	163	62
Weighted Base	436	233	203	63*	86*	91*	106*	90*	262	38**	20**	74*	42*	100*	336	111*	161	58*
Yes	389 89%	207 89%	183 90%	53 85%	71 83%	80 88%	100 94% E	84 94%	234 89%	34 88%	18 90%	64 87%	39 92%	83 83%	306 91%	92 83%	149 92%	52 89%
No	30 7%	18 8%	12 6%	3 5%	10 12%	7 8%	4 4%	4 5%	24 9%	1 2%	1 5%	2 3%	2 5%	9 9%	21 6%	11 10%	9 6%	6 10%
Not sure	17 4%	9 4%	9 4%	7 11% H	4 5%	3 4%	2 2%	1 1%	4 2%	4 10%	1 6%	7 10% I	1 3%	8 8%	9 3%	8 7%	3 2%	* 1%
Sigma	436 100%	233 100%	203 100%	63 100%	86 100%	91 100%	106 100%	90 100%	262 100%	38 100%	20 100%	74 100%	42 100%	100 100%	336 100%	111 100%	161 100%	58 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1350_1 Should "free competition" be one of the European Union's objectives?

19 Jul 2007
 Table 71

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5306	1040	1020	1084	1116	1046
Weighted Base	5305	1040	1020	1084	1116	1045
Yes	3238 61%	493 47%	459 45%	876 81% BCEF	684 61% BC	726 69% BCE
No	1028 19%	151 15%	383 38% BDEF	111 10%	204 18% D	179 17% D
Not sure	1039 20%	396 38% CDEF	178 17% D	96 9%	228 20% DF	140 13% D
Sigma	5305 100%	1040 100%	1020 100%	1084 100%	1116 100%	1045 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1350_2 Should "free competition" be one of the European Union's objectives?

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Great Britain															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1040	505	535	146	264	242	204	184	333	292	415	341	699	109	330	391
Weighted Base	1040	516	524	168*	266	246*	189*	170*	324	325	392	346	693	140*	326	306
Yes	493 47%	301 58% C	193 37%	62 37%	117 44%	113 46%	92 48%	110 64% DEF	135 42%	172 53%	186 48%	116 33%	378 54% L	54 39%	165 51%	172 56% N
No	151 15%	90 17%	61 12%	31 18%	39 14%	27 11%	35 19%	19 11%	62 19% J	29 9%	60 15%	58 17%	93 13%	28 20%	34 10%	45 15%
Not sure	396 38%	126 24%	270 52% B	75 45% H	111 42% H	106 43% H	62 33%	42 24%	127 39%	124 38%	145 37%	173 50% M	223 32%	58 41%	127 39%	90 29%
Sigma	1040 100%	516 100%	524 100%	168 100%	266 100%	246 100%	189 100%	170 100%	324 100%	325 100%	392 100%	346 100%	693 100%	140 100%	326 100%	306 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1350_3 Should "free competition" be one of the European Union's objectives?

19 Jul 2007
 Table 73

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	France																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Medi-terranean	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1020	510	510	165	254	258	180	163	256	236	150	56	222	94	6	318	702	258	469	124
Weighted Base	1020	516	504	172*	254	259	175*	160*	200	241	174*	79*	221	100*	4**	344	676	304	444	92*
Yes	459 45%	250 48%	209 42%	68 40%	116 46%	122 47%	79 45%	73 46%	85 43%	111 46%	62 36%	39 49%	113 51% K	48 48%	1 15%	171 50%	288 43%	127 42%	206 46%	42 46%
No	383 38%	222 43% C	161 32%	78 45% E	79 31%	97 37%	66 38%	63 40%	70 35%	85 35%	89 51% IJM	30 38%	71 32%	36 36%	1 32%	112 33%	271 40%	115 38%	176 40%	38 41%
Not sure	178 17%	45 9%	133 26% B	26 15%	60 23%	40 15%	29 17%	23 15%	45 22%	45 19%	23 13%	10 13%	37 17%	16 16%	2 53%	61 18%	117 17%	62 20%	62 14%	12 13%
Sigma	1020 100%	516 100%	504 100%	172 100%	254 100%	259 100%	175 100%	160 100%	200 100%	241 100%	174 100%	79 100%	221 100%	100 100%	4 100%	344 100%	676 100%	304 100%	444 100%	92 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1350_4 Should "free competition" be one of the European Union's objectives?

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Italy															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1084	543	541	194	264	224	208	194	704	208	172	269	815	141	375	203
Weighted Base	1084	526	558	178*	247	237*	218*	204*	577	200*	306	286	798	188*	401	142*
Yes	876 81%	444 84%	432 77%	134 75%	202 82%	186 78%	176 81%	179 88% D	460 80%	171 85%	245 80%	227 79%	649 81%	131 70%	324 81%	122 86% N
No	111 10%	46 9%	65 12%	11 6%	26 10%	29 12%	28 13%	18 9%	68 12%	16 8%	27 9%	40 14%	72 9%	23 12%	54 14%	13 9%
Not sure	96 9%	36 7%	60 11%	33 19% EGH	20 8%	23 10%	14 6%	7 3%	49 8%	13 6%	34 11%	19 7%	77 10%	34 18% OP	22 5%	7 5%
Sigma	1084 100%	526 100%	558 100%	178 100%	247 100%	237 100%	218 100%	204 100%	577 100%	200 100%	306 100%	286 100%	798 100%	188 100%	401 100%	142 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1350_5 Should "free competition" be one of the European Union's objectives?

19 Jul 2007
 Table 75

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Spain																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North west	North Central	North East	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1116	563	553	213	291	242	197	173	100	173	267	248	121	130	77	346	770	271	406	125
Weighted Base	1116	559	557	207	280	233	197	200*	93*	176*	235	235	142*	165*	71*	372	745	330	366	83*
Yes	684 61%	378 68% C	306 55%	115 56%	152 54%	139 60%	131 66%	147 73% DEF	51 55%	97 55%	157 67%	139 59%	94 67%	101 61%	45 63%	220 59%	464 62%	205 62%	243 66%	61 73%
No	204 18%	105 19%	99 18%	37 18%	43 16%	59 25%	29 15%	35 18%	22 24%	35 20%	39 17%	48 21%	16 11%	35 21%	8 11%	79 21%	125 17%	63 19%	66 18%	15 19%
Not sure	228 20%	76 14%	152 27% B	54 26% FH	84 30% FGH	35 15%	37 19%	18 9%	19 21%	44 25%	39 17%	47 20%	31 22%	29 17%	18 26%	73 20%	155 21%	63 19% T	57 16%	7 8%
Sigma	1116 100%	559 100%	557 100%	207 100%	280 100%	233 100%	197 100%	200 100%	93 100%	176 100%	235 100%	235 100%	142 100%	165 100%	71 100%	372 100%	745 100%	330 100%	366 100%	83 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1350_6 Should "free competition" be one of the European Union's objectives?

19 Jul 2007
 Table 76

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Germany																	
	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1046	536	510	142	268	217	226	193	591	88	71	182	114	235	811	247	374	164
Weighted Base	1045	533	512	153*	267	217	225	183	623	80*	60*	187	95*	244	801	237	381	143
Yes	726 69%	384 72%	342 67%	99 65%	187 70%	147 68%	151 67%	141 77%	441 71%	56 70%	43 72%	129 69%	56 59%	160 66%	566 71%	138 58%	287 75% P	111 78% P
No	179 17%	107 20% C	72 14%	28 18%	36 13%	41 19%	48 21%	26 14%	108 17%	13 16%	9 15%	23 12%	27 28% IL	38 16%	141 18%	60 25% Q	59 15%	26 18%
Not sure	140 13%	41 8%	99 19% B	26 17%	44 16%	29 13%	26 11%	16 9%	75 12%	11 14%	8 13%	35 19%	12 12%	45 19% O	95 12%	39 17% QR	36 9%	6 4%
Sigma	1045 100%	533 100%	512 100%	153 100%	267 100%	217 100%	225 100%	183 100%	623 100%	80 100%	60 100%	187 100%	95 100%	244 100%	801 100%	237 100%	381 100%	143 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1360_1 Which one, if any, of the following countries do you think is the greatest threat to global stability?

19 Jul 2007
 Table 78

Base: All EU Adults

This Question Was Weighted To The General Population

	Country					
	Average for 5 countries	Great Britain	France	Italy	Spain	Germany
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted Base	5306	1040	1020	1084	1116	1046
Weighted Base	5305	1040	1020	1084	1116	1045
US	1585 30%	317 30% D	302 30% D	189 17%	487 44% BCDF	291 28% D
China	1526 29%	237 23%	322 32% BE	471 43% BCEF	215 19%	282 27% E
Iran	703 13%	120 11%	155 15% E	166 15% E	120 11%	141 14%
Iraq	542 10%	104 10%	85 8%	93 9%	158 14% BCDF	103 10%
North Korea	303 6%	69 7%	69 7% E	57 5%	44 4%	64 6%
Russia	168 3%	46 4% E	25 2% E	25 2% E	9 1%	64 6% CDE
Saudi Arabia	10 *	5 1%	2 *	2 *	*	-
Israel	10 *	2 *	1 *	1 *	1 *	5 1%
No one county - all are a threat	10 *	6 1%	2 *	-	2 *	-
Pakistan	7 *	3 *	1 *	-	-	3 *

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1360_1 Which one, if any, of the following countries do you think is the greatest threat to global stability?

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 countries	Country				
		Great Britain	France	Italy	Spain	Germany
		(A)	(B)	(C)	(D)	(E)
Unweighted Base	5306	1040	1020	1084	1116	1046
Weighted Base	5305	1040	1020	1084	1116	1045
Afganistan	5	-	-	-	5	-
Palestine	5	-	-	*	3	1
India	3	-	-	-	2	1
Middle East (country not specified)	2	1	-	-	1	*
Muslim Countries (not specified)	1	-	-	*	1	-
Africa (country not specified)	1	-	-	-	1	-
No country - religious fundamentalists are the biggest threat	1	-	1	-	-	-
Morocco	*	-	-	-	*	-
Syria	*	*	-	-	-	-
Other	16	2	2	-	10	2
None	400 8%	123 12% CDE	52 5%	78 7%	61 5% D	86 8% C

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1360_1 Which one, if any, of the following countries do you think is the greatest threat to global stability?

19 Jul 2007
 Table 78

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5306	1040	1020	1084	1116	1046
Weighted Base	5305	1040	1020	1084	1116	1045
Not sure	9	5	-	1	*	2
Not stated / not answered / refused	2	-	1	1	-	-
Sigma	5310 100%	1040 100%	1020 100%	1084 100%	1120 100%	1046 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1360_2 Which one, if any, of the following countries do you think is the greatest threat to global stability?

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Great Britain															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1040	505	535	146	264	242	204	184	333	292	415	341	699	109	330	391
Weighted Base	1040	516	524	168*	266	246*	189*	170*	324	325	392	346	693	140*	326	306
US	317 30%	162 31%	155 30%	60 36% H	108 41% FH	63 26%	51 27%	34 20%	111 34% J	66 20%	139 36% J	105 30%	211 30%	49 35%	95 29%	90 29%
China	237 23%	128 25%	108 21%	25 15%	38 14%	67 27% E	54 29% E	53 31% DE	84 26%	84 26%	69 18%	63 18%	173 25%	20 14%	70 21%	77 25%
Iran	120 11%	85 16% C	35 7%	14 8%	23 9%	26 10%	22 12%	35 21% DE	36 11%	35 11%	49 12%	33 10%	86 12%	9 6%	38 12%	48 16%
Iraq	104 10%	26 5%	78 15% B	20 12%	22 8%	23 9%	16 9%	23 13%	21 6%	51 16% IK	32 8%	48 14%	56 8%	14 10%	35 11%	33 11%
North Korea	69 7%	40 8%	29 6%	7 4%	15 6%	21 8%	18 10%	9 5%	22 7%	12 4%	35 9%	26 8%	43 6%	8 6%	31 10%	18 6%
Russia	46 4%	21 4%	25 5%	6 4%	10 4%	17 7%	10 5%	3 2%	13 4%	22 7%	11 3%	5 1%	41 6% L	6 4%	12 4%	19 6%
No one county - all are a threat	6 1%	-	6 1%	-	5 2%	-	-	1 1%	1 *	5 2%	-	5 1%	1 *	5 4% P	1 *	-
Saudi Arabia	5 1%	5 1%	-	-	-	-	5 3%	* *	-	5 2%	-	5 1%	* *	-	-	* *
Pakistan	3 *	3 1%	-	-	3 1%	* *	-	-	-	3 1%	-	* *	3 *	-	* *	3 1%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1360_2 Which one, if any, of the following countries do you think is the greatest threat to global stability?

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Great Britain															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1040	505	535	146	264	242	204	184	333	292	415	341	699	109	330	391
Weighted Base	1040	516	524	168*	266	246*	189*	170*	324	325	392	346	693	140*	326	306
Israel	2*	1*	1*	*	2 1%	*	-	-	2 1%	*	*	1*	1*	-	1*	1*
Middle East (country not specified)	1*	*	1*	-	*	-	-	1*	1*	-	-	-	1*	1 1%	-	-
Syria	* *	-	* *	-	-	* *	-	-	-	-	* *	* *	-	-	-	* *
Other	2*	2*	-	-	-	* *	1 1%	1*	1*	* *	1*	* *	2*	-	* *	2 1%
None	123 12%	42 8%	81 15% B	36 21% GH	40 15% H	28 11%	12 6%	7 4%	32 10%	36 11%	55 14%	53 15%	70 10%	28 20% P	39 12%	16 5%
Not sure	5*	-	5 1%	-	* *	1*	* *	4 2%	* *	4 1%	* *	1* *	4 1%	-	4 1%	-
Sigma	1040 100%	516 100%	524 100%	168 100%	266 100%	246 100%	189 100%	170 100%	324 100%	325 100%	392 100%	346 100%	693 100%	140 100%	326 100%	306 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1360_3 Which one, if any, of the following countries do you think is the greatest threat to global stability?

19 Jul 2007
 Table 80

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	France															Presence of children in household		Income		
	Gender			Age					Region					Yes	No	Low	Middle	Upper		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East						South West	Medi-terranean
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)						
Unweighted Base	1020	510	510	165	254	258	180	163	256	236	150	56	222	94	6	318	702	258	469	124
Weighted Base	1020	516	504	172*	254	259	175*	160*	200	241	174*	79*	221	100*	4**	344	676	304	444	92*
China	322 32%	181 35%	141 28%	57 33%	83 33%	79 31%	51 29%	52 33%	71 35%	72 30%	46 26%	24 30%	60 27%	45 45% KM	3 61%	105 30%	217 32%	79 26%	131 30%	46 50% RS
US	302 30%	138 27%	163 32%	57 33%	75 30%	77 30%	57 33%	36 23%	56 28%	83 34%	62 35%	17 21%	60 27%	23 24%	1 34%	104 30%	198 29%	121 40% ST	119 27% T	12 14%
Iran	155 15%	109 21% C	47 9%	24 14%	26 10%	44 17%	32 18%	29 18%	30 15%	31 13%	22 13%	11 14%	53 24% JN	8 8%	-	58 17%	97 14%	34 11%	76 17%	12 13%
Iraq	85 8%	22 4%	63 12% B	10 6%	27 10%	18 7%	9 5%	20 13%	20 10%	16 7%	15 9%	11 14%	12 6%	10 10%	-	22 7%	62 9%	28 9%	38 9%	6 7%
North Korea	69 7%	28 5%	41 8%	15 9%	19 7%	13 5%	10 6%	11 7%	9 5%	14 6%	19 11%	9 11%	13 6%	5 5%	* 5%	18 5%	51 8%	14 5%	36 8%	9 9%
Russia	25 2%	12 2%	12 2%	5 3%	11 5%	3 1%	4 2%	2 1%	7 3%	9 4%	3 2%	-	3 1%	3 3%	-	9 3%	16 2%	5 2%	17 4%	3 3%
Saudi Arabia	2 *	1 *	1 *	-	-	-	2 1%	-	1 *	-	-	-	1 1%	-	-	1 *	1 *	-	-	1 *
No one county - all are a threat	2 *	* *	2 *	-	* *	2 1%	-	-	-	2 1%	-	-	* *	-	-	* *	2 *	2 1%	* *	-
Pakistan	1 *	1 *	* *	-	-	1 *	* *	* *	* *	-	* *	-	* *	1 1%	-	* *	1 *	-	1 *	-

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1360_3 Which one, if any, of the following countries do you think is the greatest threat to global stability?

19 Jul 2007
 Table 80

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	France															Presence of children in household		Income		
	Gender			Age					Region					Yes	No	Low	Middle	Upper		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East						South West	Medi-terranean
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1020	510	510	165	254	258	180	163	256	236	150	56	222	94	6	318	702	258	469	124
Weighted Base	1020	516	504	172*	254	259	175*	160*	200	241	174*	79*	221	100*	4**	344	676	304	444	92*
No country - religious fundamentalists are the biggest threat	1*	1*	-	-	-	-	-	1%	-	1*	-	-	-	-	-	-	1*	-	1*	-
Israel	1*	1*	-	*	1*	-	-	-	-	1*	-	-	*	-	-	-	1*	*	1*	-
Other	2*	1*	1*	1%	-	1*	-	-	-	1*	-	-	-	1%	-	1*	1*	2%	-	-
None	52%	19%	33%	4%	11%	20%	9%	7%	6%	12%	6%	7%	18%	4%	-	26%	27%	18%	22%	3%
Not stated / not answered / refused	1*	1*	-	-	1*	-	-	-	-	-	1%	-	-	-	-	-	1*	-	1*	-
Sigma	1020	516	504	172	254	259	175	160	200	241	174	79	221	100	4	344	676	304	444	92
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1360_4 Which one, if any, of the following countries do you think is the greatest threat to global stability?

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Italy															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1084	543	541	194	264	224	208	194	704	208	172	269	815	141	375	203
Weighted Base	1084	526	558	178*	247	237*	218*	204*	577	200*	306	286	798	188*	401	142*
China	471 43%	219 42%	251 45%	83 46%	117 47% H	113 48% H	91 42%	68 33%	253 44%	91 45%	127 41%	139 49%	332 42%	82 44% P	195 49% P	38 27%
US	189 17%	93 18%	96 17%	35 20%	46 19%	41 17%	34 16%	32 16%	102 18%	41 21%	45 15%	39 14%	149 19%	45 24%	64 16%	31 21%
Iran	166 15%	108 21% C	58 10%	18 10%	34 14%	31 13%	47 22% D	35 17%	87 15%	33 16%	46 15%	41 14%	125 16%	18 9%	71 18%	33 23% N
Iraq	93 9%	32 6%	60 11%	29 16% EFG	16 6%	13 5%	14 6%	21 10%	49 8%	13 6%	31 10%	20 7%	72 9%	21 11%	23 6%	8 6%
North Korea	57 5%	38 7%	19 3%	2 1%	17 7% G	11 5%	1 *	25 12% DG	23 4%	14 7%	19 6%	9 3%	48 6%	6 3%	20 5%	9 7%
Russia	25 2%	2 *	23 4% B	2 1%	4 2%	3 1%	4 2%	12 6%	18 3%	1 1%	6 2%	4 1%	22 3%	1 *	6 2%	9 6% NO
Saudi Arabia	2 *	1 *	1 *	-	-	1 1%	-	1 1%	2 *	-	-	1 *	1 *	-	1 *	1 1%
Israel	1 *	1 *	* *	-	1 *	* *	-	-	1 *	* *	-	-	1 *	* *	-	-
Muslim Countries (not specified)	* *	-	* *	-	-	-	-	* *	-	-	* *	-	* *	-	* *	-

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1360_4 Which one, if any, of the following countries do you think is the greatest threat to global stability?

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Italy															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1084	543	541	194	264	224	208	194	704	208	172	269	815	141	375	203
Weighted Base	1084	526	558	178*	247	237*	218*	204*	577	200*	306	286	798	188*	401	142*
Palestine	*	*	-	-	*	-	-	-	*	-	-	-	*	*	-	-
None	78 7%	30 6%	48 9%	8 5%	12 5%	23 10%	27 12% E	9 4%	41 7%	6 3%	31 10%	32 11%	46 6%	15 8%	19 5%	13 9%
Not sure	1 *	-	1 *	-	*	-	-	*	*	*	-	-	1 *	-	*	-
Not stated / not answered / refused	1 *	1 *	-	1 *	-	-	-	-	1 *	-	-	-	1 *	-	-	-
Sigma	1084 100%	526 100%	558 100%	178 100%	247 100%	237 100%	218 100%	204 100%	577 100%	200 100%	306 100%	286 100%	798 100%	188 100%	401 100%	142 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1360_5 Which one, if any, of the following countries do you think is the greatest threat to global stability?

19 Jul 2007
 Table 82

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Spain																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North west	North Central	North East	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1116	563	553	213	291	242	197	173	100	173	267	248	121	130	77	346	770	271	406	125
Weighted Base	1116	559	557	207	280	233	197	200*	93*	176*	235	235	142*	165*	71*	372	745	330	366	83*
US	487 44%	224 40%	263 47%	129 62% EFGH	106 38%	93 40%	88 45%	71 36%	49 53% M	82 47% M	96 41%	113 48% M	44 31%	68 41%	35 50%	150 40%	337 45%	141 43%	151 41%	32 39%
China	215 19%	118 21%	97 17%	28 14%	56 20%	63 27% DG	29 15%	38 19%	13 14%	34 19%	52 22%	52 22%	24 17%	31 19%	9 12%	80 22%	135 18%	49 15%	91 25% R	17 20%
Iraq	158 14%	69 12%	88 16%	19 9%	56 20% DH	31 13%	31 16%	20 10%	12 13%	18 10%	30 13%	25 11%	29 20%	33 20%	12 16%	63 17%	95 13%	65 20% S	40 11%	8 10%
Iran	120 11%	69 12%	51 9%	8 4%	25 9%	18 8%	28 14% D	42 21% DEF	9 10%	29 17%	23 10%	24 10%	16 11%	15 9%	4 5%	34 9%	86 12%	38 11%	44 12%	15 18%
North Korea	44 4%	28 5%	16 3%	8 4%	7 3%	15 6%	4 2%	10 5%	5 6%	4 2%	11 5%	3 1%	7 5%	10 6%	2 3%	22 6%	22 3%	15 4%	17 5%	4 5%
Russia	9 1%	7 1%	2 *	2 1%	4 1%	1 1%	* *	1 *	* *	3 1%	* *	* *	4 3%	1 1%	- -	5 1%	4 1%	1 *	4 1%	1 1%
Afganistan	5 *	- -	5 1%	- -	- -	5 2%	- -	- -	- -	- -	5 2%	- -	- -	- -	- -	- -	5 1%	- -	5 1%	- -
Palestine	3 *	3 *	1 *	- -	1 *	- -	- -	3 1%	- -	- -	3 1%	1 *	- -	- -	- -	- -	3 *	- -	- -	- -
India	2 *	2 *	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	2 *	- -	- -	2 3% RS

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1360_5 Which one, if any, of the following countries do you think is the greatest threat to global stability?

19 Jul 2007
 Table 82

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Spain																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North west	North Central	North East	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1116	563	553	213	291	242	197	173	100	173	267	248	121	130	77	346	770	271	406	125
Weighted Base	1116	559	557	207	280	233	197	200*	93*	176*	235	235	142*	165*	71*	372	745	330	366	83*
No one county - all are a threat	2*	2*	-	-	-	-	-	21%	-	-	21%	-	-	-	-	-	2*	-	-	-
Africa (country not specified)	1*	1*	-	-	-	-	11%	-	-	-	1*	-	-	-	-	1*	-	-	-	-
Middle East (country not specified)	1*	1*	-	-	1*	-	-	-	-	-	-	1*	-	-	-	-	1*	-	1*	-
Muslim Countries (not specified)	1*	-	1*	-	-	-	1*	-	-	-	1*	-	-	-	-	-	1*	-	-	-
Israel	1*	-	1*	-	1*	-	-	-	-	-	-	1*	-	-	-	-	1*	-	-	-
Saudi Arabia	*	-	*	-	*	-	-	-	-	*	-	-	-	-	-	-	*	*	-	-
Morocco	*	*	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-	1%
Other	101%	2*	71%	*	52%	21%	21%	*	11%	*	11%	52%	21%	-	-	92%	1*	-	1*	11%
None	615%	346%	275%	126%	176%	52%	136%	147%	33%	53%	146%	104%	1310%	64%	913% J	92%	527% P	216%	113%	34%
Not sure	*	-	*	-	*	-	-	-	-	-	-	-	*	-	-	*	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1360_5 Which one, if any, of the following countries do you think is the greatest threat to global stability?

19 Jul 2007
 Table 82

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Spain																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North west	North Central	North East	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1116	563	553	213	291	242	197	173	100	173	267	248	121	130	77	346	770	271	406	125
Weighted Base	1116	559	557	207	280	233	197	200*	93*	176*	235	235	142*	165*	71*	372	745	330	366	83*
Sigma	1120	560	560	207	280	233	199	200	93	176	238	236	142	165	71	373	747	330	366	83
	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1360_6 Which one, if any, of the following countries do you think is the greatest threat to global stability?

19 Jul 2007
 Table 83

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Germany																	
	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1046	536	510	142	268	217	226	193	591	88	71	182	114	235	811	247	374	164
Weighted Base	1045	533	512	153*	267	217	225	183	623	80*	60*	187	95*	244	801	237	381	143
US	291 28%	161 30%	130 25%	58 38% EGH	66 25%	77 35% EGH	53 24%	37 20%	155 25%	28 36%	13 22%	60 32%	34 35%	57 23%	233 29%	76 32%	96 25%	37 26%
China	282 27%	178 34% C	103 20%	41 27%	66 25%	45 21%	54 24%	75 41% DEFG	173 28%	21 27%	21 34%	45 24%	22 23%	57 24%	224 28%	53 23%	101 26%	51 36% P
Iran	141 14%	76 14%	65 13%	24 16%	28 11%	26 12%	33 14%	30 16%	102 16% L	12 15%	4 6%	16 9%	8 8%	27 11%	114 14%	36 15%	55 15%	21 15%
Iraq	103 10%	22 4%	82 16% B	7 4%	34 13% D	21 10%	30 13% D	11 6%	60 10% J	1 2%	8 13% J	23 12% J	12 12% J	36 15% O	67 8%	23 10%	31 8%	10 7%
Russia	64 6%	24 4%	41 8%	5 3%	24 9% F	8 4%	16 7%	11 6%	49 8%	1 2%	2 3%	8 4%	5 5%	19 8%	45 6%	18 8%	24 6%	5 3%
North Korea	64 6%	34 6%	30 6%	5 3%	21 8%	14 6%	16 7%	8 4%	35 6%	6 7%	2 4%	19 10%	3 3%	16 7%	48 6%	7 3%	32 8% P	12 9% P
Israel	5 1%	* *	5 1%	* *	1 *	2 1%	1 1%	1 1%	5 1%	-	-	-	-	3 1%	2 *	-	3 1%	-
Pakistan	3 *	3 1%	-	-	-	2 1%	1 1%	-	2 *	-	-	1 1%	-	3 1% O	-	-	3 1%	-
Palestine	1 *	-	1 *	-	-	-	-	1 1%	1 *	-	-	-	-	-	1 *	-	1 *	-

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1360_6 Which one, if any, of the following countries do you think is the greatest threat to global stability?

19 Jul 2007
 Table 83

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Germany																	
	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1046	536	510	142	268	217	226	193	591	88	71	182	114	235	811	247	374	164
Weighted Base	1045	533	512	153*	267	217	225	183	623	80*	60*	187	95*	244	801	237	381	143
India	1*	1*	-	-	-	-	-	1*	1*	-	-	-	-	-	1*	-	-	-
Middle East (country not specified)	*	-	*	-	-	-	-	*	*	-	-	-	-	-	*	-	-	-
Other	2*	1*	1*	2 2%	-	-	-	-	1*	1 2%	-	-	-	1*	1*	1 1%	1*	-
None	86 8%	33 6%	53 10%	10 7%	26 10%	20 9%	20 9%	9 5%	42 7%	8 10%	10 17%	15 8%	11 12%	24 10%	62 8%	22 9%	32 8%	7 5%
Not sure	2*	-	2*	-	-	2 1%	-	-	-	-	-	-	2 3%	-	2*	-	2 1%	-
Sigma	1046 100%	533 100%	514 100%	153 100%	267 100%	217 100%	225 100%	185 101%	625 100%	80 100%	60 100%	187 100%	95 100%	244 100%	802 100%	237 100%	383 100%	143 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Analysis of Sample - Great Britain

Base: All GB Adults 16-64

These Results Were Weighted To The General Population

	Great Britain															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1040	505	535	146	264	242	204	184	333	292	415	341	699	109	330	391
Weighted Base	1040	516	524	168*	266	246*	189*	170*	324	325	392	346	693	140*	326	306
Great Britain Total	1040	516	524	168	266	246	189	170	324	325	392	346	693	140	326	306
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Gender Male	516	516	-	84	131	123	91	87	168	136	212	154	363	44	165	172
	50%	100%	-	50%	49%	50%	48%	51%	52%	42%	54%	44%	52%	31%	51%	56%
		C									J				N	N
Female	524	-	524	84	135	124	98	83	156	189	179	193	331	96	161	134
	50%	-	100%	50%	51%	50%	52%	49%	48%	58%	46%	56%	48%	69%	49%	44%
			B							K				OP		
Age 16-24	168	84	84	168	-	-	-	-	34	57	77	85	83	42	34	32
	16%	16%	16%	100%	-	-	-	-	11%	18%	20%	25%	12%	30%	10%	11%
				EFGH							I	M		OP		
25-34	266	131	135	-	266	-	-	-	69	71	126	80	186	21	82	86
	26%	25%	26%	-	100%	-	-	-	21%	22%	32%	23%	27%	15%	25%	28%
					DFGH						I					
35-44	246	123	124	-	-	246	-	-	87	81	79	108	139	32	74	82
	24%	24%	24%	-	-	100%	-	-	27%	25%	20%	31%	20%	23%	23%	27%
						DEGH						M				
45-54	189	91	98	-	-	-	189	-	60	69	60	58	131	21	77	60
	18%	18%	19%	-	-	-	100%	-	19%	21%	15%	17%	19%	15%	24%	19%
							DEFH									
55-64	170	87	83	-	-	-	-	170	73	47	50	15	155	24	59	46
	16%	17%	16%	-	-	-	-	100%	23%	14%	13%	4%	22%	17%	18%	15%
								DEFG	K			L				

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Analysis of Sample - Great Britain

Base: All GB Adults 16-64

These Results Were Weighted To The General Population

	Great Britain															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1040	505	535	146	264	242	204	184	333	292	415	341	699	109	330	391
Weighted Base	1040	516	524	168*	266	246*	189*	170*	324	325	392	346	693	140*	326	306
Region																
North	324 31%	168 33%	156 30%	34 20%	69 26%	87 35% D	60 32%	73 43% DE	324 100% JK	-	-	87 25%	237 34%	44 31%	127 39%	88 29%
Midlands	325 31%	136 26%	189 36% B	57 34%	71 27%	81 33%	69 36%	47 28%	-	325 100% IK	-	124 36%	200 29%	51 36%	83 25%	106 35%
South	392 38%	212 41%	179 34%	77 46%	126 47% FGH	79 32%	60 32%	50 29%	-	-	392 100% IJ	135 39%	256 37%	45 32%	116 36%	112 36%
Presence of children in household																
Yes	346 33%	154 30%	193 37%	85 51% EGH	80 30% H	108 44% EH	58 31% H	15 9%	87 27%	124 38%	135 34%	346 100% M	-	59 42%	107 33%	100 33%
No	693 67%	363 70%	331 63%	83 49%	186 70% DF	139 56%	131 69% D	155 91% DEFG	237 73%	200 62%	256 66%	-	693 100% L	82 58%	219 67%	206 67%
Income																
Low	140 13%	44 8%	96 18% B	42 25% EG	21 8%	32 13%	21 11%	24 14%	44 14%	51 16%	45 12%	59 17%	82 12%	140 100% OP	-	-
Middle	326 31%	165 32%	161 31%	34 20%	82 31%	74 30%	77 41% D	59 35%	127 39% J	83 26%	116 30%	107 31%	219 32%	-	326 100% NP	-
Upper	306 29%	172 33%	134 26%	32 19%	86 32%	82 33%	60 32%	46 27%	88 27%	106 33%	112 29%	100 29%	206 30%	-	-	306 100% NO

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Analysis of Sample - France

19 Jul 2007
 Table 86

Base: All French Adults 16-64

These Results Were Weighted To The General Population

	France																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Medi-terranean	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1020	510	510	165	254	258	180	163	256	236	150	56	222	94	6	318	702	258	469	124
Weighted Base	1020	516	504	172*	254	259	175*	160*	200	241	174*	79*	221	100*	4**	344	676	304	444	92*
France Total	1020	516	504	172	254	259	175	160	200	241	174	79	221	100	4	344	676	304	444	92
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Gender Male	516	516	-	84	122	133	89	88	88	137	91	34	111	53	3	172	344	124	242	62
	51%	100%	-	49%	48%	51%	51%	55%	44%	57%	52%	42%	50%	53%	60%	50%	51%	41%	55%	67%
		C																R	R	
Female	504	-	504	88	132	126	85	72	112	104	84	46	110	47	2	172	332	180	202	30
	49%	-	100%	51%	52%	49%	49%	45%	56%	43%	48%	58%	50%	47%	40%	50%	49%	59%	45%	33%
			B														ST			
Age 16-24	172	84	88	172	-	-	-	-	38	38	31	11	30	24	-	40	132	79	36	4
	17%	16%	18%	100%	-	-	-	-	19%	16%	18%	14%	14%	24%	-	12%	20%	26%	8%	5%
				EFGH													P	ST		
25-34	254	122	132	-	254	-	-	-	50	56	48	28	53	19	*	80	174	91	113	16
	25%	24%	26%	-	100%	-	-	-	25%	23%	27%	36%	24%	19%	5%	23%	26%	30%	25%	18%
					DFGH															
35-44	259	133	126	-	-	259	-	-	54	63	46	14	49	28	3	157	101	71	125	25
	25%	26%	25%	-	-	100%	-	-	27%	26%	27%	18%	22%	28%	69%	46%	15%	23%	28%	28%
						DEGH									Q					
45-54	175	89	85	-	-	-	175	-	31	53	20	14	45	11	1	56	119	34	79	26
	17%	17%	17%	-	-	-	100%	-	16%	22%	11%	17%	20%	11%	26%	16%	18%	11%	18%	29%
							DEFH													R

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Analysis of Sample - France

19 Jul 2007
 Table 86

Base: All French Adults 16-64

These Results Were Weighted To The General Population

	France															Presence of children in household		Income		
	Gender			Age					Region					Yes	No	Low	Middle	Upper		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East						South West	Medi-terranean
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)						
Unweighted Base	1020	510	510	165	254	258	180	163	256	236	150	56	222	94	6	318	702	258	469	124
Weighted Base	1020	516	504	172*	254	259	175*	160*	200	241	174*	79*	221	100*	4**	344	676	304	444	92*
55-64	160	88	72	-	-	-	-	160	27	31	29	12	43	17	-	11	149	29	91	19
	16%	17%	14%	-	-	-	-	100%	14%	13%	17%	15%	20%	17%	-	3%	22%	9%	21%	21%
								DEFG									P		R	R
Region																				
Paris	200	88	112	38	50	54	31	27	200	-	-	-	-	-	-	71	129	44	86	35
	20%	17%	22%	22%	20%	21%	18%	17%	100%	-	-	-	-	-	-	21%	19%	14%	19%	39%
									JKLMN											RS
North East	241	137	104	38	56	63	53	31	-	241	-	-	-	-	-	93	148	69	104	14
	24%	26%	21%	22%	22%	25%	30%	19%	-	100%	-	-	-	-	-	27%	22%	23%	23%	15%
										IKLMN										
North West	174	91	84	31	48	46	20	29	-	-	174	-	-	-	-	46	128	70	72	6
	17%	18%	17%	18%	19%	18%	11%	18%	-	-	100%	-	-	-	-	13%	19%	23%	16%	7%
											IJLMN									T
Central	79	34	46	11	28	14	14	12	-	-	-	79	-	-	-	20	60	25	39	6
	8%	7%	9%	6%	11%	5%	8%	8%	-	-	-	100%	-	-	-	6%	9%	8%	9%	7%
												IJKMN								
South East	221	111	110	30	53	49	45	43	-	-	-	-	221	-	-	85	136	65	101	21
	22%	22%	22%	18%	21%	19%	26%	27%	-	-	-	-	100%	-	-	25%	20%	21%	23%	23%
													IJKLN							
South West	100	53	47	24	19	28	11	17	-	-	-	-	-	100	-	27	73	30	40	9
	10%	10%	9%	14%	7%	11%	7%	11%	-	-	-	-	-	100%	-	8%	11%	10%	9%	10%
														IJKLM						
Mediterranean	4	3	2	-	*	3	1	-	-	-	-	-	-	-	4	2	2	2	2	-
	*	1%	2	-	*	1%	1%	-	-	-	-	-	-	-	100%	1%	2	2	2	-
Presence of children in household																				
Yes	344	172	172	40	80	157	56	11	71	93	46	20	85	27	2	344	-	84	164	42
	34%	33%	34%	23%	31%	61%	32%	7%	35%	39%	27%	25%	38%	27%	53%	100%	-	28%	37%	46%
				H	H	DEGH	H									Q				R

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Analysis of Sample - France

19 Jul 2007
 Table 86

Base: All French Adults 16-64

These Results Were Weighted To The General Population

	France																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Medi-terranean	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1020	510	510	165	254	258	180	163	256	236	150	56	222	94	6	318	702	258	469	124
Weighted Base	1020	516	504	172*	254	259	175*	160*	200	241	174*	79*	221	100*	4**	344	676	304	444	92*
No	676 66%	344 67%	332 66%	132 77% F	174 69% F	101 39%	119 68% F	149 93% DEFG	129 65%	148 61%	128 73%	60 75%	136 62%	73 73%	2 47%	- -	676 100% P	220 72% T	280 63%	50 54%
Income Low	304 30%	124 24%	180 36% B	79 46% FGH	91 36% GH	71 27%	34 20%	29 18%	44 22%	69 29%	70 40% I	25 31%	65 29%	30 30%	2 39%	84 24%	220 33%	304 100% ST	-	-
Middle	444 44%	242 47%	202 40%	36 21%	113 45% D	125 48% D	79 45% D	91 57% D	86 43%	104 43%	72 41%	39 49%	101 46%	40 40%	2 42%	164 48%	280 41%	-	444 100% RT	-
Upper	92 9%	62 12% C	30 6%	4 3%	16 6%	25 10%	26 15% DE	19 12% D	35 18% JK	14 6%	6 3%	6 8%	21 9%	9 9%	-	42 12%	50 7%	-	-	92 100% RS

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Analysis of Sample - Italy

Base: All Italian Adults 18-64

These Results Were Weighted To The General Population

	Italy															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1084	543	541	194	264	224	208	194	704	208	172	269	815	141	375	203
Weighted Base	1084	526	558	178*	247	237*	218*	204*	577	200*	306	286	798	188*	401	142*
Italy Total	1084	526	558	178	247	237	218	204	577	200	306	286	798	188	401	142
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Gender Male	526	526	-	89	119	116	107	95	240	95	191	155	371	96	194	82
	49%	100%	-	50%	48%	49%	49%	47%	42%	48%	62%	54%	46%	51%	48%	58%
		C									IJ					
Female	558	-	558	89	128	121	111	109	337	105	115	131	427	92	207	60
	51%	-	100%	50%	52%	51%	51%	53%	58%	52%	38%	46%	54%	49%	52%	42%
			B						K	K						
Age 18-24	178	89	89	178	-	-	-	-	80	31	66	39	139	37	28	11
	16%	17%	16%	100%	-	-	-	-	14%	16%	22%	14%	17%	20%	7%	8%
				EFGH										OP		
25-34	247	119	128	-	247	-	-	-	111	46	90	46	201	49	86	30
	23%	23%	23%	-	100%	-	-	-	19%	23%	29%	16%	25%	26%	21%	21%
					DFGH						I		L			
35-44	237	116	121	-	-	237	-	-	130	52	55	99	138	52	107	21
	22%	22%	22%	-	-	100%	-	-	23%	26%	18%	35%	17%	28%	27%	15%
						DEGH						M		P		
45-54	218	107	111	-	-	-	218	-	121	39	58	92	126	29	92	39
	20%	20%	20%	-	-	-	100%	-	21%	19%	19%	32%	16%	15%	23%	27%
							DEFH					M				
55-64	204	95	109	-	-	-	-	204	134	32	38	10	194	21	88	41
	19%	18%	19%	-	-	-	-	100%	23%	16%	12%	4%	24%	11%	22%	28%
								DEFG	K			L				N

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Analysis of Sample - Italy

Base: All Italian Adults 18-64

These Results Were Weighted To The General Population

	Italy															
	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted Base	1084	543	541	194	264	224	208	194	704	208	172	269	815	141	375	203
Weighted Base	1084	526	558	178*	247	237*	218*	204*	577	200*	306	286	798	188*	401	142*
Region																
North	577 53%	240 46%	337 60% B	80 45%	111 45%	130 55%	121 56%	134 66% DE	577 100% JK	-	-	139 49%	438 55%	77 41%	220 55%	90 64% N
Central	200 18%	95 18%	105 19%	31 18%	46 19%	52 22%	39 18%	32 15%	-	200 100% IK	-	52 18%	149 19%	25 13%	79 20%	20 14%
South	306 28%	191 36% C	115 21%	66 37% FH	90 36% FH	55 23%	58 26%	38 19%	-	-	306 100% IJ	95 33%	211 26%	86 46% OP	102 25%	32 23%
Presence of children in household																
Yes	286 26%	155 29%	131 23%	39 22% H	46 19% H	99 42% DEH	92 42% DEH	10 5%	139 24%	52 26%	95 31%	286 100% M	-	34 18%	130 32% N	40 28%
No	798 74%	371 71%	427 77%	139 78% FG	201 81% FG	138 58%	126 58%	194 95% DEFG	438 76%	149 74%	211 69%	-	798 100% L	154 82% O	271 68%	103 72%
Income																
Low	188 17%	96 18%	92 16%	37 21%	49 20%	52 22% H	29 13%	21 10%	77 13%	25 12%	86 28% IJ	34 12%	154 19%	188 100% OP	-	-
Middle	401 37%	194 37%	207 37%	28 16%	86 35% D	107 45% D	92 42% D	88 43% D	220 38%	79 39%	102 33%	130 45% M	271 34%	-	401 100% NP	-
Upper	142 13%	82 16%	60 11%	11 6%	30 12%	21 9%	39 18% D	41 20% DF	90 16%	20 10%	32 10%	40 14%	103 13%	-	-	142 100% NO

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Analysis of Sample - Spain

Base: All Spanish Adults 16-64

These Results Were Weighted To The General Population

	Spain																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North west	North Central	North East	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1116	563	553	213	291	242	197	173	100	173	267	248	121	130	77	346	770	271	406	125
Weighted Base	1116	559	557	207	280	233	197	200*	93*	176*	235	235	142*	165*	71*	372	745	330	366	83*
Spain Total	1116 100%	559 100%	557 100%	207 100%	280 100%	233 100%	197 100%	200 100%	93 100%	176 100%	235 100%	235 100%	142 100%	165 100%	71 100%	372 100%	745 100%	330 100%	366 100%	83 100%
Gender Male	559 50%	559 100% C	-	99 48%	150 54%	113 49%	102 52%	95 48%	45 49%	95 54%	107 45%	113 48%	72 51%	95 57%	32 45%	170 46%	388 52%	156 47%	212 58% R	52 63% R
Female	557 50%	-	557 100% B	108 52%	130 46%	120 51%	95 48%	105 52%	48 51%	81 46%	128 55%	122 52%	69 49%	70 43%	39 55%	201 54%	356 48%	174 53% ST	154 42%	30 37%
Age 16-24	207 19%	99 18%	108 19%	207 100% EFGH	-	-	-	-	15 16%	54 31% KM	20 9%	51 22% K	19 13%	31 19% K	16 23% K	52 14%	155 21%	46 14%	32 9%	9 11%
25-34	280 25%	150 27%	130 23%	-	280 100% DFGH	-	-	-	23 25%	45 26%	45 19%	63 27%	44 31%	42 26%	18 26%	90 24%	189 25%	91 28% T	97 27% T	7 8%
35-44	233 21%	113 20%	120 21%	-	-	233 100% DEGH	-	-	22 24%	27 15%	51 22%	55 23%	25 18%	43 26%	9 13%	126 34% Q	106 14%	89 27%	75 21%	13 16%
45-54	197 18%	102 18%	95 17%	-	-	-	-	197 100% DEFH	13 14%	25 14%	45 19%	33 14%	36 26%	29 17%	16 23%	68 18%	129 17%	53 16%	74 20%	33 39% RS
55-64	200 18%	95 17%	105 19%	-	-	-	-	200 100% DEFG	19 21%	24 14%	74 31% JLMNO	33 14%	18 13%	20 12%	11 16%	35 9%	165 22% P	51 15%	87 24%	21 25%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Analysis of Sample - Spain

Base: All Spanish Adults 16-64

These Results Were Weighted To The General Population

	Spain																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North west	North Central	North East	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1116	563	553	213	291	242	197	173	100	173	267	248	121	130	77	346	770	271	406	125
Weighted Base	1116	559	557	207	280	233	197	200*	93*	176*	235	235	142*	165*	71*	372	745	330	366	83*
Region																				
Northwest	93 8%	45 8%	48 9%	15 7%	23 8%	22 9%	13 7%	19 10%	93 100% JKLMNO	-	-	-	-	-	-	22 6%	71 10%	28 8%	28 8%	9 11%
North Central	176 16%	95 17%	81 15%	54 26% FGH	45 16%	27 12%	25 13%	24 12%	-	176 100% IKLMNO	-	-	-	-	-	48 13%	128 17%	48 15%	48 13%	11 13%
Northeast	235 21%	107 19%	128 23%	20 10%	45 16%	51 22% D	45 23% D	74 37% DEFG	-	-	235 100% IJKLMNO	-	-	-	-	85 23%	150 20%	78 23%	90 25%	17 21%
Central	235 21%	113 20%	122 22%	51 25%	63 22%	55 23%	33 17%	33 17%	-	-	-	235 100% IJKLMNO	-	-	-	81 22%	154 21%	54 16%	73 20%	19 23%
Central Coast	142 13%	72 13%	69 12%	19 9%	44 16%	25 11%	36 18% D	18 9%	-	-	-	-	142 100% IJKLMNO	-	-	59 16%	83 11%	42 13%	45 12%	13 15%
South	165 15%	95 17%	70 13%	31 15%	42 15%	43 19%	29 15%	20 10%	-	-	-	-	-	165 100% IJKLMNO	-	49 13%	115 16%	59 18%	55 15%	11 13%
Islands	71 6%	32 6%	39 7%	16 8%	18 6%	9 4%	16 8%	11 6%	-	-	-	-	-	-	71 100% IJKLMN	28 7%	43 6%	22 7%	26 7%	3 3%
Presence of children in household																				
Yes	372 33%	170 31%	201 36%	52 25%	90 32% H	126 54% DEGH	68 34% H	35 17%	22 23%	48 27%	85 36%	81 34%	59 41% I	49 30%	28 39%	372 100% Q	-	126 38%	121 33%	31 38%
No	745 67%	388 69%	356 64%	155 75% F	189 68% F	106 46%	129 66% F	165 83% EFG	71 77% M	128 73%	150 64%	154 66%	83 59%	115 70%	43 61%	-	745 100% P	204 62%	245 67%	52 62%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Analysis of Sample - Spain

19 Jul 2007
 Table 88

Base: All Spanish Adults 16-64

These Results Were Weighted To The General Population

	Spain																			
	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North west	North Central	North East	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted Base	1116	563	553	213	291	242	197	173	100	173	267	248	121	130	77	346	770	271	406	125
Weighted Base	1116	559	557	207	280	233	197	200*	93*	176*	235	235	142*	165*	71*	372	745	330	366	83*
Income Low	330 30%	156 28%	174 31%	46 22%	91 33%	89 38% DH	53 27%	51 25%	28 30%	48 27%	78 33%	54 23%	42 30%	59 36%	22 30%	126 34%	204 27%	330 100% ST	-	-
Middle	366 33%	212 38% C	154 28%	32 15%	97 35% D	75 32% D	74 37% D	87 44% D	28 31%	48 27%	90 38%	73 31%	45 32%	55 34%	26 36%	121 32%	245 33%	-	366 100% RT	-
Upper	83 7%	52 9%	30 5%	9 4%	7 2%	13 6%	33 17% DEF	21 10% E	9 10%	11 6%	17 7%	19 8%	13 9%	11 7%	3 4%	31 8%	52 7%	-	-	83 100% RS

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Analysis of Sample - Germany

19 Jul 2007
 Table 89

Base: All German Adults 16-64

These Results Were Weighted To The General Population

	Germany																	
	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1046	536	510	142	268	217	226	193	591	88	71	182	114	235	811	247	374	164
Weighted Base	1045	533	512	153*	267	217	225	183	623	80*	60*	187	95*	244	801	237	381	143
Germany Total	1045	533	512	153	267	217	225	183	623	80	60	187	95	244	801	237	381	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Gender Male	533	533	-	84	137	111	113	89	329	33	27	94	50	121	411	111	220	89
	51%	100%	-	55%	51%	51%	50%	48%	53%	41%	44%	51%	52%	50%	51%	47%	58%	63%
		C															P	P
Female	512	-	512	69	130	106	112	95	294	47	33	92	45	123	390	126	162	53
	49%	-	100%	45%	49%	49%	50%	52%	47%	59%	56%	49%	48%	50%	49%	53%	42%	37%
			B													QR		
Age 16-24	153	84	69	153	-	-	-	-	88	13	5	31	16	20	134	61	28	15
	15%	16%	14%	100%	-	-	-	-	14%	16%	8%	17%	17%	8%	17%	26%	7%	11%
				EF											N	QR		
25-34	267	137	130	-	267	-	-	-	153	20	18	56	20	67	199	55	112	20
	26%	26%	25%	-	100%	-	-	-	25%	25%	30%	30%	21%	28%	25%	23%	29%	14%
				DF													R	
35-44	217	111	106	-	-	217	-	-	129	19	17	36	16	92	125	34	77	46
	21%	21%	21%	-	-	100%	-	-	21%	24%	29%	19%	17%	38%	16%	15%	20%	32%
						DE								O			PQ	
45-54	225	113	112	-	-	-	225	-	143	12	11	35	24	56	169	50	97	35
	21%	21%	22%	-	-	-	100%	-	23%	15%	18%	18%	25%	23%	21%	21%	25%	24%
							DEFH											
55-64	183	89	95	-	-	-	-	183	110	16	10	29	19	9	174	36	68	26
	18%	17%	18%	-	-	-	-	100%	18%	20%	16%	16%	20%	4%	22%	15%	18%	19%
								DEFG							N			

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Analysis of Sample - Germany

19 Jul 2007
 Table 89

Base: All German Adults 16-64

These Results Were Weighted To The General Population

	Germany																	
	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1046	536	510	142	268	217	226	193	591	88	71	182	114	235	811	247	374	164
Weighted Base	1045	533	512	153*	267	217	225	183	623	80*	60*	187	95*	244	801	237	381	143
Region																		
North	623 60%	329 62%	294 57%	88 58%	153 57%	129 59%	143 64%	110 60%	623 100% JKLM	-	-	-	-	144 59%	479 60%	131 55%	214 56%	102 72% PQ
Central	80 8%	33 6%	47 9%	13 9%	20 7%	19 9%	12 5%	16 9%	-	80 100% IKLM	-	-	-	23 10%	57 7%	15 6%	35 9%	11 8%
South	60 6%	27 5%	33 6%	5 3%	18 7%	17 8%	11 5%	10 5%	-	-	60 100% IJLM	-	-	15 6%	45 6%	9 4%	21 5%	11 7%
East	187 18%	94 18%	92 18%	31 20%	56 21%	36 17%	35 15%	29 16%	-	-	-	187 100% IJKM	-	50 21%	136 17%	56 24% R	78 20% R	9 6%
West	95 9%	50 9%	45 9%	16 11%	20 8%	16 7%	24 11%	19 10%	-	-	-	-	95 100% IJKL	11 5%	84 10% N	26 11%	34 9%	10 7%
Presence of children in household																		
Yes	244 23%	121 23%	123 24%	20 13%	67 25% DH	92 42% DEGH	56 25% DH	9 5%	144 23% M	23 29% M	15 25%	50 27% M	11 12%	244 100% O	-	43 18%	88 23%	38 27%
No	801 77%	411 77%	390 76%	134 87% EFG	199 75% F	125 58%	169 75% F	174 95% EFG	479 77%	57 71%	45 75%	136 73%	84 88% IJL	-	801 100% N	195 82%	293 77%	104 73%
Income																		
Low	237 23%	111 21%	126 25% EFGH	61 40%	55 21%	34 16%	50 22%	36 20%	131 21%	15 18%	9 14%	56 30% IK	26 27%	43 17%	195 24%	237 100% QR	-	-

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Analysis of Sample - Germany

19 Jul 2007
 Table 89

Base: All German Adults 16-64

These Results Were Weighted To The General Population

	Germany																	
	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1046	536	510	142	268	217	226	193	591	88	71	182	114	235	811	247	374	164
Weighted Base	1045	533	512	153*	267	217	225	183	623	80*	60*	187	95*	244	801	237	381	143
Middle	381 37%	220 41% C	162 32%	28 18%	112 42% D	77 36% D	97 43% D	68 37% D	214 34%	35 44%	21 35%	78 42%	34 35%	88 36%	293 37%	-	381 100% PR	-
Upper	143 14%	89 17% C	53 10%	15 10%	20 8%	46 21% DE	35 16% E	26 14%	102 16% L	11 13% L	11 18% L	9 5%	10 11%	38 16%	104 13%	-	-	143 100% PQ

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

CLASSIFICATION TABLES - GREAT BRITAIN (DEMOGRAPHIC)

Base: All GB Adults 16-64

	Unweighted Total	Weighted Total
Unweighted Base	1040	1040
Weighted Base	1040	1040
GENDER -----		
Male	505 49%	516 50%
Female	535 51%	524 50%
AGE -----		
16-24	146 14%	168 16%
25-34	264 25%	266 26%
35-44	242 23%	246 24%
45-54	204 20%	189 18%
55-64	184 18%	170 16%
REGION -----		
North	333 32%	324 31%
Midlands	292 28%	325 31%
South	415 40%	392 38%
PRESENCE OF CHILDREN IN HOUSEHOLD -----		
Yes	341 33%	346 33%
No	699 67%	693 67%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

CLASSIFICATION TABLES - GREAT BRITAIN (DEMOGRAPHIC)

19 Jul 2007
Table 91

Base: All GB Adults 16-64

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted Base	1040	1040
Weighted Base	1040	1040
INCOME		

Low	109 10%	140 13%
Middle	330 32%	326 31%
Upper	391 38%	306 29%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
Tel: 0208 263 5311

www.harrisinteractive.com/europe

CLASSIFICATION TABLES - FRANCE (DEMOGRAPHIC)

Base: All French Adults 16-64

	Unweighted Total	Weighted Total
Unweighted Base	1020	1020
Weighted Base	1020	1020
GENDER -----		
Male	510 50%	516 51%
Female	510 50%	504 49%
AGE -----		
16-24	165 16%	172 17%
25-34	254 25%	254 25%
35-44	258 25%	259 25%
45-54	180 18%	175 17%
55-64	163 16%	160 16%
REGION -----		
Paris	256 25%	200 20%
North East	236 23%	241 24%
North West	150 15%	174 17%
Central	56 5%	79 8%
South East	222 22%	221 22%
South West	94 9%	100 10%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

CLASSIFICATION TABLES - FRANCE (DEMOGRAPHIC)

19 Jul 2007
 Table 92

Base: All French Adults 16-64

	Unweighted Total	Weighted Total
Unweighted Base	1020	1020
Weighted Base	1020	1020
Mediterranean	6 1%	4 *
----- PRESENCE OF CHILDREN IN HOUSEHOLD		
Yes	318 31%	344 34%
No	702 69%	676 66%
----- INCOME		
Low	258 25%	304 30%
Middle	469 46%	444 44%
Upper	124 12%	92 9%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

CLASSIFICATION TABLES - ITALY (DEMOGRAPHIC)

Base: All Italian Adults 18-64

	Unweighted Total	Weighted Total
Unweighted Base	1084	1084
Weighted Base	1084	1084
GENDER -----		
Male	543 50%	526 49%
Female	541 50%	558 51%
AGE -----		
18-24	194 18%	178 16%
25-34	264 24%	247 23%
35-44	224 21%	237 22%
45-54	208 19%	218 20%
55-64	194 18%	204 19%
REGION -----		
North	704 65%	577 53%
Central	208 19%	200 18%
South	172 16%	306 28%
PRESENCE OF CHILDREN IN HOUSEHOLD -----		
Yes	269 25%	286 26%
No	815 75%	798 74%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

CLASSIFICATION TABLES - ITALY (DEMOGRAPHIC)

19 Jul 2007
Table 93

Base: All Italian Adults 18-64

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted Base	1084	1084
Weighted Base	1084	1084
INCOME		

Low	141 13%	188 17%
Middle	375 35%	401 37%
Upper	203 19%	142 13%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
Tel: 0208 263 5311

www.harrisinteractive.com/europe

CLASSIFICATION TABLES - SPAIN (DEMOGRAPHIC)

19 Jul 2007
 Table 94

Base: All Spanish Adults 16-64

	Unweighted Total	Weighted Total
Unweighted Base	1116	1116
Weighted Base	1116	1116
GENDER -----		
Male	563 50%	559 50%
Female	553 50%	557 50%
AGE -----		
16-24	213 19%	207 19%
25-34	291 26%	280 25%
35-44	242 22%	233 21%
45-54	197 18%	197 18%
55-64	173 16%	200 18%
REGION -----		
Northwest	100 9%	93 8%
North Central	173 16%	176 16%
Northeast	267 24%	235 21%
Central	248 22%	235 21%
Central Coast	121 11%	142 13%
South	130 12%	165 15%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

CLASSIFICATION TABLES - SPAIN (DEMOGRAPHIC)

19 Jul 2007
Table 94

Base: All Spanish Adults 16-64

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted Base	1116	1116
Weighted Base	1116	1116
Islands	77 7%	71 6%
----- PRESENCE OF CHILDREN IN HOUSEHOLD		
Yes	346 31%	372 33%
No	770 69%	745 67%
----- INCOME		
Low	271 24%	330 30%
Middle	406 36%	366 33%
Upper	125 11%	83 7%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
Tel: 0208 263 5311

www.harrisinteractive.com/europe

CLASSIFICATION TABLES - GERMANY (DEMOGRAPHIC)

19 Jul 2007
 Table 95

Base: All German Adults 16-64

	Unweighted Total	Weighted Total
Unweighted Base	1046	1046
Weighted Base	1046	1045
GENDER -----		
Male	536 51%	533 51%
Female	510 49%	512 49%
AGE -----		
16-24	142 14%	153 15%
25-34	268 26%	267 26%
35-44	217 21%	217 21%
45-54	226 22%	225 21%
55-64	193 18%	183 18%
REGION -----		
North	591 57%	623 60%
Central	88 8%	80 8%
South	71 7%	60 6%
East	182 17%	187 18%
West	114 11%	95 9%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

CLASSIFICATION TABLES - GERMANY (DEMOGRAPHIC)

19 Jul 2007
Table 95

Base: All German Adults 16-64

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted Base	1046	1046
Weighted Base	1046	1045

PRESENCE OF CHILDREN IN HOUSEHOLD		

Yes	235 22%	244 23%
No	811 78%	801 77%

INCOME		

Low	247 24%	237 23%
Middle	374 36%	381 37%
Upper	164 16%	143 14%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
Tel: 0208 263 5311

www.harrisinteractive.com/europe

WEIGHTING VARIABLES - GREAT BRITAIN

19 Jul 2007
 Table 96

Base: All GB Adults 16-64

	Unweighted Total	Weighted Total
Unweighted Base	1040	1040
Weighted Base	1040	1040
<u>AGE CATEGORIES</u>		
16-24	146 14%	168 16%
25-34	264 25%	266 26%
35-44	242 23%	246 24%
45-54	204 20%	189 18%
55-64	184 18%	170 16%
<u>GENDER</u>		
Male	505 49%	516 50%
Female	535 51%	524 50%
<u>EDUCATION</u>		
GCSE/O-Level/CSE	175 17%	245 24%
Vocational qualifications	86 8%	79 8%
A-Level/Scottish Higher or equivalent	229 22%	167 16%
Bachelor Degree or equivalent	299 29%	189 18%
Master's/Ph.D or equivalent	114 11%	56 5%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

WEIGHTING VARIABLES - GREAT BRITAIN

Base: All GB Adults 16-64

	Unweighted Total	Weighted Total
Unweighted Base	1040	1040
Weighted Base	1040	1040
Other	48 5%	119 11%
No formal qualifications	40 4%	122 12%
Still studying	49 5%	63 6%
<u>ITV REGION</u>		
Scottish TV/Grampian (Scotland)	92 9%	85 8%
Border TV (Border)	12 1%	11 1%
Tyne Tees TV (North East)	43 4%	39 4%
Granada TV (North West)	131 13%	126 12%
Yorkshire TV (Yorkshire)	89 9%	99 10%
Central TV (Midlands)	120 12%	160 15%
ITV (Wales and West)	86 8%	93 9%
Anglia TV (East)	94 9%	85 8%
Carlton/LWT (London)	205 20%	200 19%
Meridian (South & South East)	121 12%	110 11%
West Country TV (South West)	46 4%	30 3%
Channel (Channel Islands)	1 *	1 *

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
Tel: 0208 263 5311

www.harrisinteractive.com/europe

WEIGHTING VARIABLES - GREAT BRITAIN

Base: All GB Adults 16-64

	Unweighted Total	Weighted Total
Unweighted Base	1040	1040
Weighted Base	1040	1040
<u>PROPENSITY QUINTILE</u>		
Quintile 1	492 47%	221 21%
Quintile 2	214 21%	205 20%
Quintile 3	126 12%	197 19%
Quintile 4	60 6%	165 16%
Quintile 5	66 6%	173 17%
Quintile 6	82 8%	79 8%
<u>INTERNET USAGE PER WEEK</u>		
0-5 Hours Per Week	153 15%	281 27%
6-10 Hours Per Week	237 23%	287 28%
11-20 Hours Per Week	351 34%	267 26%
21+ Hours Per Week	299 29%	205 20%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Base: All French Adults 16-64

WEIGHTING VARIABLES - FRANCE

19 Jul 2007
 Table 97

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted Base	1020	1020
Weighted Base	1020	1020
 <u>AGE CATEGORIES</u>		
16-24	165 16%	172 17%
25-34	254 25%	254 25%
35-44	258 25%	259 25%
45-54	180 18%	175 17%
55-64	163 16%	160 16%
 <u>GENDER</u>		
Male	510 50%	516 51%
Female	510 50%	504 49%
 <u>EDUCATION</u>		
CAP / BEP	133 13%	275 27%
Baccalaureat (All forms)	659 65%	542 53%
DESS/DEA/Mastere	149 15%	60 6%
Doctorat	41 4%	18 2%
Still studying	30 3%	88 9%
No degree	8 1%	37 4%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Base: All French Adults 16-64

WEIGHTING VARIABLES - FRANCE

19 Jul 2007
 Table 97

	Unweighted Total	Weighted Total
Unweighted Base	1020	1020
Weighted Base	1020	1020
PROVINCE		
Alsace	35 3%	33 3%
Aquitaine	48 5%	53 5%
Auvergne	9 1%	21 2%
Basse-Normandie	15 1%	25 2%
Bourgogne	18 2%	30 3%
Bretagne	41 4%	30 3%
Centre	37 4%	46 4%
Champagne-Ardenne	21 2%	17 2%
Corse	6 1%	4 *
Franche-Comte	14 1%	21 2%
Ile de France	252 25%	198 19%
Haute-Normandie	16 2%	31 3%
Languedoc-Roussillon	45 4%	43 4%
Limousin	8 1%	13 1%
Lorraine	53 5%	43 4%
Midi-Pyrenees	44 4%	47 5%
Nord Pas-de-Calais	69 7%	66 6%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Base: All French Adults 16-64

WEIGHTING VARIABLES - FRANCE

	Unweighted Total	Weighted Total
Unweighted Base	1020	1020
Weighted Base	1020	1020
Pays de la Loire	55 5%	58 6%
Picardie	30 3%	31 3%
Poite-Charentes	24 2%	30 3%
Provence-Alpes-Cote-d'Azur	73 7%	82 8%
Rhone Alps	107 10%	98 10%
 <u>PROPENSITY QUINTILE</u>		
Quintile 1	476 47%	224 22%
Quintile 2	210 21%	204 20%
Quintile 3	134 13%	205 20%
Quintile 4	112 11%	206 20%
Quintile 5	88 9%	181 18%
 <u>INTERNET USAGE PER WEEK</u>		
0-5 Hours Per Week	156 15%	244 24%
6-10 Hours Per Week	220 22%	263 26%
11-20 Hours Per Week	312 31%	267 26%
21+ Hours Per Week	332 33%	246 24%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

WEIGHTING VARIABLES - ITALY

Base: All Italian Adults 18-64

	Unweighted Total	Weighted Total
Unweighted Base	1084	1084
Weighted Base	1084	1084
<u>AGE CATEGORIES</u>		
18-24	194 18%	178 16%
25-34	264 24%	247 23%
35-44	224 21%	237 22%
45-54	208 19%	218 20%
55-64	194 18%	204 19%
<u>GENDER</u>		
Male	543 50%	526 49%
Female	541 50%	558 51%
<u>EDUCATION</u>		
A levels / other high school qualifications/ No Formal Qualifications	465 43%	702 65%
Some college, but no degree	179 17%	104 10%
1st and 2nd Level Degrees	294 27%	125 12%
Masters/PhD or equivalent	83 8%	47 4%
Still Studying	63 6%	106 10%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

WEIGHTING VARIABLES - ITALY

Base: All Italian Adults 18-64

	Unweighted Total	Weighted Total
Unweighted Base	1084	1084
Weighted Base	1084	1084
REGION		

Abruzzo	13 1%	23 2%
Basilicata	8 1%	12 1%
Calabria	21 2%	35 3%
Campania	57 5%	105 10%
Emilia Romagna	96 9%	77 7%
Friuli Venezia Giulia	32 3%	24 2%
Lazio	127 12%	101 9%
Liguria	33 3%	32 3%
Lombardia	272 25%	185 17%
Marche	18 2%	24 2%
Molise	2 *	6 1%
Piemonte	109 10%	85 8%
Puglia	31 3%	62 6%
Sardegna	31 3%	33 3%
Sicilia	53 5%	90 8%
Toscana	65 6%	67 6%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

WEIGHTING VARIABLES - ITALY

19 Jul 2007
 Table 98

Base: All Italian Adults 18-64

	Unweighted Total	Weighted Total
Unweighted Base	1084	1084
Weighted Base	1084	1084
Trentino Alto Adige	13 1%	14 1%
Umbria	20 2%	16 1%
Valle d' Aosta	2 *	2 *
Veneto	81 7%	89 8%
 PROPENSITY QUINTILE -----		
Quintile 1	472 44%	216 20%
Quintile 2	191 18%	201 19%
Quintile 3	165 15%	192 18%
Quintile 4	86 8%	191 18%
Quintile 5	49 5%	157 15%
Quintile 6	121 11%	127 12%
 INTERNET USAGE PER WEEK -----		
0-5 Hours Per Week	186 17%	271 25%
6-10 Hours Per Week	243 22%	259 24%
11-20 Hours Per Week	291 27%	274 25%
21+ Hours Per Week	364 34%	280 26%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

WEIGHTING VARIABLES - SPAIN

Base: All Spanish Adults 16-64

	Unweighted Total	Weighted Total
Unweighted Base	1116	1116
Weighted Base	1116	1116
AGE CATEGORIES -----		
16-24	213 19%	207 19%
25-34	291 26%	280 25%
35-44	242 22%	233 21%
45-54	197 18%	197 18%
55-64	173 16%	200 18%
GENDER -----		
Male	563 50%	559 50%
Female	553 50%	557 50%
EDUCATION -----		
No Formal Quals + Secundaria + Bachillerato	436 39%	649 58%
Estudios Universitarios no finalizados	162 15%	150 13%
Diplomatura/Licenciatura	372 33%	129 12%
Masters/PhD or equivalent	90 8%	71 6%
Still Studying	56 5%	117 11%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

WEIGHTING VARIABLES - SPAIN

19 Jul 2007
 Table 99

Base: All Spanish Adults 16-64

	Unweighted Total	Weighted Total
Unweighted Base	1116	1116
Weighted Base	1116	1116
REGION		

Alicante/Alacant	33 3%	44 4%
Asturias	44 4%	36 3%
Illes Balears	29 3%	24 2%
Barcelona	178 16%	137 12%
Cadiz	23 2%	31 3%
Coruna	34 3%	30 3%
Granada	16 1%	18 2%
Madrid	5 *	5 *
Malaga	193 17%	151 14%
Murcia	26 2%	35 3%
Las Palmas	7 1%	7 1%
Pontevedra	3 *	3 *
Santa Cruz de Tenerife	15 1%	24 2%
Sevilla	23 2%	24 2%
Valencia	2 *	2 *
Vizcaya	62 6%	59 5%
Zaragoza	40 4%	33 3%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

WEIGHTING VARIABLES - SPAIN

Base: All Spanish Adults 16-64

	Unweighted Total	Weighted Total
Unweighted Base	1116	1116
Weighted Base	1116	1116
ALL OTHERS	383 34%	455 41%
 PROPENSITY QUINTILE -----		
Quintile 1	373 33%	223 20%
Quintile 2	243 22%	217 19%
Quintile 3	224 20%	215 19%
Quintile 4	128 11%	197 18%
Quintile 5	53 5%	163 15%
Quintile 6	95 9%	100 9%
 INTERNET USAGE PER WEEK -----		
0-5 Hours Per Week	226 20%	325 29%
6-10 Hours Per Week	267 24%	278 25%
11-20 Hours Per Week	315 28%	274 25%
21+ Hours Per Week	308 28%	239 21%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Base: All German Adults 16-64

WEIGHTING VARIABLES - GERMANY

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted Base	1046	1046
Weighted Base	1046	1045
 <u>AGE CATEGORIES</u>		
16-24	142 14%	153 15%
25-34	268 26%	267 26%
35-44	217 21%	217 21%
45-54	226 22%	225 21%
55-64	193 18%	183 18%
 <u>GENDER</u>		
Male	536 51%	533 51%
Female	510 49%	512 49%
 <u>EDUCATION</u>		
Hauptschule	32 3%	84 8%
Mittlere Reife	137 13%	180 17%
Abitur	145 14%	168 16%
Fachhochschulabschluss	114 11%	102 10%
Hochschulabschluss	139 13%	127 12%
Promotion	15 1%	13 1%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Base: All German Adults 16-64

WEIGHTING VARIABLES - GERMANY

19 Jul 2007
 Table 100

	Unweighted Total	Weighted Total
Unweighted Base	1046	1046
Weighted Base	1046	1045
Abgeschlossene Lehre	330 32%	275 26%
Meisterbrief	33 3%	47 4%
Andere Qualifikation	46 4%	30 3%
Student/in/Auszubildende/r	52 5%	18 2%
Keine abgeschlossene Qualifikation	3 *	2 *
REGION		

Baden-Wurtemberg	17 2%	22 2%
Bayern	94 9%	103 10%
Berlin	57 5%	52 5%
Brandenburg	11 1%	14 1%
Bremen	35 3%	34 3%
Hamburg	159 15%	157 15%
Hessen	29 3%	22 2%
Mecklenburg-Vorpommern	63 6%	56 5%
Niedersachsen	66 6%	43 4%
Nordrhein-Westfalen	9 1%	8 1%
Rheinland-Pfalz	79 8%	78 8%
Saarland	211 20%	222 21%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Base: All German Adults 16-64

WEIGHTING VARIABLES - GERMANY

19 Jul 2007
 Table 100

	Unweighted Total	Weighted Total
Unweighted Base	1046	1046
Weighted Base	1046	1045
Sachsen	27 3%	31 3%
Sachsen-Anhalt	43 4%	36 3%
Schleswig-Holstein	114 11%	136 13%
Thuringen	32 3%	31 3%
 PROPENSITY QUINTILE -----		
Quintile 1	311 30%	191 18%
Quintile 2	206 20%	191 18%
Quintile 3	175 17%	191 18%
Quintile 4	152 15%	191 18%
Quintile 5	97 9%	175 17%
Quintile 6	105 10%	106 10%
 INTERNET USAGE PER WEEK -----		
0-5 Hours Per Week	123 12%	276 26%
6-10 Hours Per Week	235 22%	262 25%
11-20 Hours Per Week	325 31%	265 25%
21+ Hours Per Week	363 35%	242 23%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe