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Summary of Article

The Effects of Incentives, Interview Length, and Interviewer Characteristics on Response Rates in a CATI-Study.

Kasper M. Hansen

International Journal of Public Opinion Research

Spring 2007

This paper address the problem of declining response rates in survey research across the developed world and increasing refusal rates. Through an experimental study, it analyses the effect of incentives, announced interview length, and interviewer characteristics on response rates in a CATI-study. By controlling the variables of incentives, length of interview and characteristics of interviewer the writer presents various analyses.

Various factors and their interaction have been explored in order to achieve a better understanding for reasons for declining participation and to remedy the problem. The use of incentives shows no significant effect on refusal; however changing the announced interview time from 20 to 15 minutes results in a 25 % increase in the number of completed interviews. However the author suggests that the effect of this 5 minute reduction should not be generalized to other possible interview durations.

Interview training represents a crucial aspect of dealing with the declining response rates. Alarming differences in the response rates and refusal rates between the 57 different interviewers used during the project were found. Their response rates ranged from 18 to 76 % and their refusal rates ranged from 20 to 88 %. The regression analysis suggest that male interviewers achieve better response rates in telephone interviews than female interviewers do. Similarly more experienced interviewers achieve 33 percent more completed interviews than less experienced interviewers do. It highlights the importance of interviewer training.

Prelude

This week report consists of 25 surveys. Two of these are multi-country surveys while the rest of 23 are national surveys.

Middle East & North Africa-01 (Multi-country survey)

Southeast Asia-01,

Sub-Saharan Africa-01 (Multi-country survey)

East Europe-05

West Europe-03

North America-10

Latin America-04

Why Arabs Are Getting Negative of U.S. Leadership?

With the change in office in White House, U.S. image across the world begin to ameliorate and this was also true of Arab countries. President Obama approval rating especially got a stimulus in the Muslim world from his Cairo speech. Primarily his vows to bring 'Change' in U.S. and its image as a power in the world helped him improve U.S. deteriorating image. But just over a year since Obama has been in office, some of the Arab countries have again taken a U-turn regarding perceptions about U.S.

A recent Gallup USA survey shows that in some of the Arab countries public perceptions of U.S. have taken a U-Turn. This is especially of true of Egypt-the country that President Obama chose for his address to Muslims.¹ Did he made a wrong choice of the venue? Soon after his speech U.S. image soared up in Egypt and in many Arab countries which shows that probably venue his little significance in this regard. However Egyptians and all the Arabs were highly optimistic with the change in Washington. They had a lot of expectations from Obama. One of the survey conducted by Gallup USA then showed Egyptians priorities for Obama in order to improve U.S-Mulim relations. These priorities equally reflected the concerns in the Muslim world in general. People wanted Obama to take steps to pull out troops from Iraq, remove military bases from Saudi Arabia, support Muslim countries economically and technologically and help them get thier right to make their own governments. However over the last year, public in Muslim countries saw little effort on part of president Obama to achieve these goals.

People across the world always attach high hopes with change, so was the case in the Muslim world. Obama campaigning and initial enthusiastic steps to improve U.S-Muslim relation gave a hope to Muslim. But the actual performance of Obama administration diappointed them and again created the air of distrust. This resulted in the U-Turn in several Arabs perceptions about U.S.

How can President Obama restore the trust in the Muslim world?
What initial steps Presidetn Obama may take to ameliorate U.S-Muslim relatons?
Is there any need for another Cairo speech?

Summary of Polls

SOUTHEAST ASIA

Thais Majority Backs Government's Crackdown

Most people in Thailand agree with the way the government forced protesters out of a camp in Bangkok earlier this month, according to a poll by Suan Dusit University. 51.3 per cent of respondents support the government's actions, but 40.2 per cent reject them.

May 29, 2010

EAST EUROPE

¹ <http://www.muslimwestfacts.com/mwf/138077/Arab-Countries-Turn-Leadership-2010.aspx>

Slovenians Disappointed with Government

Most people in Slovenia say the current government has been unsuccessful overall, according to a poll by Ninamedia. 63.7 per cent of respondents share this view, down 4.2 points since March.

May 28, 201

Russians Want to Stick with Governing Party

Most people in Russia would support the governing party in the next election to the State Duma, according to a poll by the All-Russian Public Opinion Research Center. 54 per cent of respondents would vote for United Russia (YR) in the next ballot, up two points since April.

May 27, 2010

Social Democrats Lead as Czech Election Looms

The Czech Social Democratic Party (CSSD) is the most popular political organization in the country, according to a poll by CVVM. 30.5 per cent of respondents would vote for the main opposition party in this week's legislative election.

May 26, 2010

Slovenians Split on Vote Over Dispute with Croatia

People in Slovenia are divided on whether a border dispute with Croatia should be brought before an international tribunal, according to a poll by FUDS. 37.6 per cent of respondents would vote in favour of the idea, while 32.9 per cent would reject it.

May 24, 2010

Putin and Medvedev Top Presidential List in Russia

Almost half of Russians would vote for current prime minister Vladimir Putin or current head of state Dmitry Medvedev in the next presidential election, according to a poll by the Yury Levada Analytical Center. 27 per cent of respondents would support Putin in the next election, while 20 per cent would re-elect Medvedev.

May 23, 201

WEST EUROPE

Britons Ponder Scrapping 24-Hour Drinking Law

People in England and Wales favour rescinding the law that allows pubs and clubs to apply for 24-hour licences to serve alcohol, according to a poll by Angus Reid Public Opinion. 51 per cent of respondents agree with repealing the law, while 43 per cent would like the regulation to remain in place.

May 28, 201

Good Numbers for Cameron, Clegg in Britain

The main players in the new coalition government garner the support of more than half of Britons, according to a poll by Angus Reid Public Opinion. 54 per cent of respondents approve of David Cameron's performance as prime minister.

May 26, 2010

Britons Pleased with Brown's Work as Chancellor

People in Britain hold positive views on the tenure of Gordon Brown at 11 Downing Street, according to a poll by Angus Reid Public Opinion. 54 per cent of respondents rate Brown's performance as Chancellor of the Exchequer as good.

May 25, 2010

NORTH AMERICA

Managing Your Online Profile

Reputation management has now become a defining feature of online life for many internet users, especially the young. While some internet users are careful to project themselves online in a way that suits specific audiences, other internet users embrace an open approach to sharing information about themselves and do not take steps to restrict what they share.

May 22, 2010

New Media, Old Media

News today is increasingly a shared, social experience. Half of Americans say they rely on the people around them to find out at least some of the news they need to know. [1] Some 44% of online news users get news at least a few times a week through emails, automatic updates or posts from social networking sites. In 2009, Twitter's monthly audience increased by 200%.

May 23, 2010

Americans Divided on Increased Coastal Oil Drilling

President Barack Obama's decision to extend a moratorium on new deepwater ocean drilling comes at a time when Americans are divided, with 50% in favor and 46% opposed, on increased drilling for oil and gas off U.S. coasts. However, most stop short of favoring a prohibition on drilling, as, on a follow-up question, 19% of Americans say they are opposed to all drilling in U.S. coastal areas

May 28, 2010

Americans Critical of Oil Spill Response; Keeping Close Tabs

With President Barack Obama and BP taking their most aggressive steps yet in response to the massive oil spill in the Gulf of Mexico, the majority of Americans express clear displeasure with their efforts so far.

May 27, 2010

Oil Spill Alters Views on Environmental Protection

Between March and today, with the Gulf of Mexico oil spill intervening, Americans' preferences for prioritizing between environmental protection and energy production have shifted from a somewhat pro-energy stance to an even stronger pro-environment stance.

May 27, 2010

Americans' Acceptance of Gay Relations Crosses 50% Threshold

Americans' support for the moral acceptability of gay and lesbian relations crossed the symbolic 50% threshold in 2010. At the same time, the percentage calling these relations "morally wrong" dropped to 43%, the lowest in Gallup's decade-long trend.

May 25, 2010

Four Moral Issues Sharply Divide Americans

Americans generally agree about the morality of 12 out of 16 behaviors or social policies that sometimes spark public controversy, with sizable majorities saying each is either "morally acceptable" or "morally wrong." By contrast, views on doctor-assisted suicide, gay and lesbian relations, abortion, and having a baby outside of marriage are closely divided -- the percentage supporting and the percentage opposing are within 15 points of each other.

May 26, 2010

Poor Numbers for Congress Continue in U.S.

Only one-in-four Americans are satisfied with the way the members of the House of Representatives and the Senate are doing their jobs, according to a poll by Angus Reid Public Opinion. 24 per cent of respondents approve of the performance of Congress.

May 29, 2010

Few Americans Are Satisfied with U.S. Economy

People in the United States hold gloomy views on their country's financial standing, according to a poll by Angus Reid Public Opinion. Only 11 per cent of respondents rate the economic conditions in the U.S. as good or very good, down four points since April.

May 27, 2010

Feelings About Monarchy Split Canadians

People in Canada are divided in their assessment of the current form of government, according to a poll by Angus Reid Public Opinion. 36 per cent of respondents would prefer to have an elected head of state, while 33 per cent want Canada to remain a monarchy.

May 26, 2010

LATIN AMERICA

Colombians Split Between Santos and Mockus

Just days before a presidential election takes place in Colombia, the two main candidates appear to be heading to a run-off, according to a poll by Ipsos Napoleón Franco. 34 per cent of respondents would vote for former defence minister Juan Manuel Santos of the U Party (U) in this Sunday's ballot, up four points since April.

May 28, 2010

Half of Chileans Approve of Piñera

Chilean president Sebastián Piñera's popularity has remained relatively stable, according to a poll by Adimark Gfk. 50 per cent of respondents approve of the president's performance, down two points since March.

May 27, 2010

Mexicans Would Elect a PRI President again

A candidate running with the Institutional Revolutionary Party (PRI) could secure the presidency in Mexico, according to a poll by Consulta Mitofsky. 39.1 per cent of respondents would vote for the PRI nominee in the 2012 ballot, up 2.3 points since October.

May 26, 2010

Brazilian Presidential Race Remains Tight

This year's presidential election in Brazil could require a run-off, according to a poll by Instituto Sensus. 35.7 per cent of respondents would vote for Dilma Rousseff of the ruling Workers' Party (PT) in the ballot, up 3.3 points since April.

May 25, 2010

MULTI-COUNTRY POLLS

Some Arab Countries Make U-Turn on U.S. Leadership in 2010

Taking back some of the gains U.S. leadership enjoyed in 2009, four out of six Arab League countries Gallup has surveyed each year since 2008 are now less approving of

U.S. leadership than they were in fall 2009. Egyptians' approval ratings have declined the most since last fall (18 percentage points), followed by Algerians' (13 points). Approval did not decline significantly in Iraq or the Palestinian Territories as the changes are within the margin of error.

May 27, 2010

Sub-Saharan Africa Leads World in U.S. Approval

Across 110 countries Gallup surveyed in 2009, median approval of U.S. leadership was 51%, up from 34% in 2008. Approval during President Barack Obama's first year in office topped 75% in 20 sub-Saharan African countries, with Kosovo, Ireland, and Albania joining them as the countries or areas most approving.

May 25, 2010

SOUTHEAST ASIA

Thais Majority Backs Government's Crackdown

May 29, 2010

Most people in Thailand agree with the way the government forced protesters out of a camp in Bangkok earlier this month, according to a poll by Suan Dusit University. 51.3 per cent of respondents support the government's actions, but 40.2 per cent reject them.

Thailand has experienced more than three years of political instability, including the dissolution of the lower house, a cancelled national election, a military coup and the enactment of a new constitution. In December 2007, Thailand held a legislative ballot. Final results gave the People's Power Party (PPP) 232 of the 480 seats, followed by the Democratic Party (PP) with 165 mandates. In January 2008, PPP leader Samak Sundaravej became prime minister.

Samak's government faced fierce opposition and major street protests led by the civic organization People's Alliance for Democracy (PAD). The group accused Samak of being a puppet of former prime minister Thaksin Shinawatra, who was deposed in a 2006 military coup.

In August 2008, the PAD occupied the Government House in Bangkok, demanding Samak's resignation. Samak stepped down in September after the national Constitutional Court found that he violated conflict of interest laws when he received payments for hosting two television cooking shows. Then deputy prime minister Somchai Wongsawat took over as acting head of government.

In November, PAD yellow-clad activists took over Bangkok's international airport—where the government had been working from after its offices were invaded in August—demanding Somchai's resignation. The airport was forced to shut down entirely, stranding thousands of tourists.

In December, the Constitutional Court ordered the PPP and its two coalition partners, the Machima Thipatai Party and the Chart Thai Party, to disband after it found them guilty of voter fraud in the 2007 ballot. The court also banned Somchai and executives from the three parties from participating in politics for five years. Somchai accepted the verdict and stepped down. Protesters at the airport ended the siege. PP leader Abhisit Vejjajiva became prime minister, with the support of 235 lawmakers in the House of Representatives.

In March 2009, Thaksin accused Privy Council president Prem Tinsulanonda of masterminding the 2006 military coup, and openly called for a "people's revolution" to topple the Abhisit government. In April, the National United Front of Democracy Against Dictatorship (UDD)—an extension of the Puea Thai Party led by Thaksin and whose followers wear red shirts—organized protests in Bangkok and Chonburi.

In June, the PAD's Yellow Shirts formally created a political party, the New Politics Party, and chose labour activist Somsak Kosaisuk as its leader.

On Mar. 12, 2010, the Red Shirt movement took control of Ratchaprasong, an area in the heart of Bangkok's commercial district, demanding early legislative elections and the resignation of prime minister Abhisit.

On May 13, after issuing several public warnings, the government ordered the military to enter the Red Shirts' camp in Ratchaprasong and disperse the dissidents. Power, water and food supplies were cut from the camp. Eighty-five people died in the confrontations, which went on for days. The Red Shirts eventually surrendered. As they were leaving, some of them lit 36 buildings on fire, including a major shopping mall, and looted stores and banks. Another 54 people died in these events.

On May 25, a Thai court issued an arrest warrant against Thaksin on terrorism charges for his alleged participation in the Red Shirts' actions. Through his Twitter account, the deposed prime minister responded to the warrant saying, "As I was fighting peacefully for justice for the return of my robbed assets, I was slapped with terrorism charges."

Polling Data

Which of these statements comes closest to your own point of view?

I agree with the government's move to reclaim Ratchaprasong by cutting the power, water and food supplies to the protest venue as the country and the economy could be further damaged if it persisted 51.3%

I disagree with the government's move as it has resulted in the loss of lives and properties, and damaged the country's image 40.2%

Source: Suan Dusit University

Methodology: Interviews with 1,387 adults in Thailand, conducted in May 2010. No margin of error was provided.

EAST EUROPE

Slovenians Disappointed with Government

May 28, 2010

Most people in Slovenia say the current government has been unsuccessful overall, according to a poll by Ninamedia. 63.7 per cent of respondents share this view, down 4.2 points since March.

In September 2008, Slovenian voters renewed the State Chamber. Final results gave the Social Democracy (SD) party 30.45 per cent of the vote and 29 seats, followed by the Slovenian Democratic Party (SDS) with 29.26 per cent and 28 seats.

In November, Slovenian president Danilo Tuerk named SD leader Borut Pahor as prime minister-designate. The State Chamber approved the nomination in a 59-24 vote. Pahor took over as prime minister, presiding over a coalition encompassing the SD, For Real (Zares), the Democratic Party of Retired People of Slovenia (DeSUS), and the Liberal Democracy of Slovenia (LDS).

On May 13, Pahor said that there will "not be deficit reduction" this year because that would mean "drastic cuts" on the spending budget. Slovenia's current budget deficit is currently at just below five per cent of GDP.

Polling Data

How do you assess the work of the government?

	Apr. 2010	Mar. 2010	Feb. 2010
Successful	31.1%	26.7%	32.5%
Unsuccessful	63.7%	67.9%	60.9%

Not sure 5.2% 5.5% 6.5%

Source: Ninamedia

Methodology: Telephone interviews with 700 Slovenian adults, conducted from Apr. 20 to Apr. 22, 2010. No margin of error was provided.

Russians Want to Stick with Governing Party

May 27, 2010

Most people in Russia would support the governing party in the next election to the State Duma, according to a poll by the All-Russian Public Opinion Research Center. 54 per cent of respondents would vote for United Russia (YR) in the next ballot, up two points since April.

The Communist Party (KPRF) is a distant second with eight per cent, followed by the Liberal Democratic Party (LDPR) with five per cent, and the opposition movement A Just Russia with four per cent.

Russian voters renewed the State Duma in December 2007. United Russia—whose candidate list was headed by then president Vladimir Putin—secured 64.1 per cent of the vote and 315 of the legislature's 450 seats. On that same month, Putin endorsed Dmitry Medvedev as a presidential candidate, and Medvedev said it would be of the "utmost importance" to have Putin as prime minister.

In March 2008, Medvedev easily won Russia's presidential election with 70.28 per cent of the vote. In May, Medvedev was sworn in as president. His nomination of Putin as prime minister was confirmed by the State Duma in a 392-56 vote.

Earlier this month, Putin rejected accusations that Medvedev is a puppet president who is easily manipulated by him, saying, "Our actions are guided exclusively in the interests of our country and the Russian people. We divide up our competencies in accordance with the constitution and Russian legislation."

Polling Data

Which party would you vote for in the election to the State Duma?

May 2010 Apr. 2010 Mar. 2010

United Russia (YR)	54%	52%	53%
Communist Party (KPRF)	8%	8%	7%
Liberal Democratic Party (LDPR)	5%	5%	5%
A Just Russia	4%	4%	4%

Source: All-Russian Public Opinion Research Center

Methodology: Interviews with 1,600 Russian adults, conducted on May 14 and May 15, 2010.

Margin of error is 3.4 per cent.

Social Democrats Lead as Czech Election Looms

May 26, 2010

The Czech Social Democratic Party (CSSD) is the most popular political organization in the country, according to a poll by CVVM. 30.5 per cent of respondents would vote for the main opposition party in this week's legislative election.

The ruling Civic Democratic Party (ODS) is in second place with 19 per cent, followed by Tradition Responsibility Prosperity 09 (TOP 09) with 14 per cent, the Communist Party of Bohemia and Moravia (KSCM) with 13 per cent, and Public Affairs (VV) with 11.5 per cent. Support is lower for the Green Party (SZ), the Christian and Democratic Union - Czech People's Party (KDU-CSL) and the Czech Party of Citizens' Rights (SPO).

In June 2006, Czech voters renewed the Chamber of Representatives. Final results gave the ODS 35.58 per cent of all cast ballots, followed by the CSSD with 32.32 per cent. Czech parties require at least five per cent of the vote to earn seats under the country's proportional representation system. The final tallies gave the ODS, the KDU-CSL and the SZ 10 seats in the lower house, with the remaining 100 seats going to the CSSD and the KSCM.

The tie among rival factions led to a long political stalemate. In January 2007, Czech president Vaclav Klaus re-appointed ODS leader Mirek Topolanek as prime minister.

In March 2009, Topolanek's government finally lost one of many non-confidence motions tabled by the opposition since 2007. The last motion was in part incited by opposition to the government's handling of the economy. The leaders of the ODS, KDU-CSL, SZ and CSSD agreed to form an interim cabinet of non-partisan members. Klaus appointed Jan Fischer—a non-partisan, little known public servant who had been heading the Czech Statistical Office (CSU)—to serve as interim prime minister. Fischer took office in May.

Fischer was originally slated to serve until early October 2009, when a new legislative election was supposed to take place. The ballot was postponed due to a Constitutional Court decision, and was re-scheduled for May 28 and May 29, 2010.

On May 19, CSSD leader Jiri Paroubek criticized the economic record of the Topolánek government, saying, "One of the greatest challenges is the need of establishing the common European currency in the Czech Republic. When the Social Democratic government ended in 2006, our republic was fulfilling the necessary criteria to enter the European Monetary Union. But the coalition government led by the Civic Democrats unfortunately wasn't able to continue in our policy and thus postponed the adoption of the euro."

Polling Data

What party list would you vote for in the next parliamentary election?

	May 2010	Apr. 2010	Mar. 2010
Czech Social Democratic Party (CSSD)	30.5%	30.0%	32.0%
Civic Democratic Party (ODS)	19.0%	22.5%	25.5%
Tradition Responsibility Prosperity 09 (TOP 09)	14.0%	11.5%	10.0%
Communist Party of Bohemia and Moravia (KSCM)	13.0%	13.0%	12.0%
Public Affairs (VV)	11.5%	9.0%	7.0%
Green Party (SZ)	4.5%	4.0%	4.5%
Christian and Democratic Union - Czech People's Party (KDU-CSL)	3.5%	4.0%	4.5%
Czech Party of Citizens' Rights (SPO)	2.0%	3.0%	3.0%

Source: CVVM

Methodology: Interviews with 1,053 Czech voters, conducted from May 3 to May 10, 2010. No margin of error was provided.

Slovenians Split on Vote Over Dispute with Croatia

May 24, 2010

People in Slovenia are divided on whether a border dispute with Croatia should be brought before an international tribunal, according to a poll by FUDS. 37.6 per cent of respondents would vote in favour of the idea, while 32.9 per cent would reject it.

Since the end of the former Yugoslavia in 1991, Slovenia and Croatia have disputed rights over the Piran Bay in the Adriatic Sea. Slovenia claims control over the entire bay, while Croatia argues that it should manage half of it. The argument has hampered Croatia's potential accession to the European Union (EU). Slovenia, which entered the EU in 2004, has blocked Croatia's accession talks over the border disagreement.

In November 2009, the Slovenian and Croatian governments agreed to an arbitration agreement. On May 3, the Slovenian legislature called for a referendum on whether the case should be heard by an international tribunal. The vote will take place on Jun. 6.

Critics have pointed out that the convoluted text on the ballot could render the vote a futile exercise. The question reads: "Do you support the implementation of the Law on the Ratification of the Arbitration Agreement between the Government of the Republic of Slovenia and the Government of the Republic of Croatia, which was adopted by the Slovenian Parliament at its session of 19 April 2010, becoming valid?"

On May 7, Slovenian foreign minister Samuel Zbogar is predicted a victory for the "Yes" side, declaring, "I think we will manage to convince people that the treaty is good, so good it pays off to go to the polls and cast a yes vote."

Polling Data

How would you vote in the Jun. 6 referendum on whether to approve an agreement to bring the border dispute with Croatia before an international arbitration tribunal?

In favour 37.6%

Against 32.9%

Not sure 29.5%

Source: FUDS

Methodology: Telephone interviews with 906 Slovenian adults, conducted from May 3 to May 6, 2010. Margin of error is 3.2 per cent.

Putin and Medvedev Top Presidential List in Russia

May 23, 2010

Almost half of Russians would vote for current prime minister Vladimir Putin or current head of state Dmitry Medvedev in the next presidential election, according to a poll by the Yury Levada Analytical Center. 27 per cent of respondents would support Putin in the next election, while 20 per cent would re-elect Medvedev.

Communist Party (KPRF) leader Gennady Zyuganov is far behind with five per cent, followed by Liberal Democratic Party (LDPR) leader Vladimir Zhirinovskiy with four per cent, and Russian Federation Council speaker Sergei Mironov of A Just Russia with one per cent. 43 per cent of respondents are undecided.

Russian voters renewed the State Duma in December 2007. United Russia (YR)—whose candidate list was headed by then president Putin—secured 64.1 per cent of the vote and 315 of the legislature’s 450 seats. On that same month, Putin endorsed Medvedev as a presidential candidate, and Medvedev said it would be of the "utmost importance" to have Putin as prime minister.

In March 2008, Medvedev easily won Russia’s presidential election with 70.28 per cent of the vote. In May, Medvedev was sworn in as president. His nomination of Putin as prime minister was confirmed by the State Duma in a 392-56 vote.

The next presidential election is scheduled for March 2012. Both Putin and Medvedev are eligible to run as candidates.

In March, YR chairman Andrei Vorobyov refused to assure that Putin would be the party’s presidential candidate in 2012, saying, "Putin is our leader, and this fact speaks for itself. As far as his nomination is concerned, this process is always complicated and requires more discussions and preparations."

Polling Data

If the presidential election took place this Sunday, who would you vote for? (Open-ended)

	Apr. 2010	Nov. 2009	Aug. 2008
Vladimir Putin	27%	27%	33%
Dmitry Medvedev	20%	18%	14%
Gennady Zyuganov	5%	4%	4%
Vladimir Zhirinovskiy	4%	3%	3%
Sergei Mironov	1%	--	--
Aman Tuleyev	--	1%	n.a.
Other mentions	1%	2%	n.a.

Other / Not sure / Would not vote 43% 45% 46%

Source: Yury Levada Analytical Center

Methodology: Interviews with 1,600 Russian adults, conducted from Apr. 16 to Apr. 19, 2010.

No margin of error was provided.

WEST EUROPE

Britons Ponder Scrapping 24-Hour Drinking Law

May 28, 2010

People in England and Wales favour rescinding the law that allows pubs and clubs to apply for 24-hour licences to serve alcohol, according to a poll by Angus Reid Public Opinion. 51 per cent of respondents agree with repealing the law, while 43 per cent would like the regulation to remain in place.

The Licensing Act of 2003—which came into effect in November 2005—allows licensed premises to remain open for a longer period, including 24 hours, seven days a week.

On May 6, British voters participated in a General Election. The Conservative Party finished in first place with 36.1 per cent of the vote and 305 seats, followed by the Labour Party with 29 per cent and 258 seats, and the Liberal Democrats with 23 per cent and 57 seats. Conservative leader David Cameron took over as prime minister in a coalition government with the Liberal Democrats, ending 13 years of Labour rule.

Earlier this month, British home secretary Theresa May discussed the drinking law issue, saying, "We are going to look at the licensing laws. I was in opposition when the new laws were introduced. (...) I was told we would have a cafe culture. We think [the laws] have produced problems on the streets."

Polling Data

Since 2005, a law allows pubs and clubs in England and Wales to apply for 24-hour licences to serve alcohol. At this point, do you think this law should remain in place or be repealed?

The law should be repealed 51%

The law should remain in place 43%

Not sure 6%

Source: Angus Reid Public Opinion

Methodology: Online interviews with 1,808 adults in English and Wales, conducted from May 21 to May 24, 2010. Margin of error is 3.2 per cent.

Good Numbers for Cameron, Clegg in Britain

May 26, 2010

The main players in the new coalition government garner the support of more than half of Britons, according to a poll by Angus Reid Public Opinion. 54 per cent of respondents approve of David Cameron's performance as prime minister.

In addition, 52 per cent of respondents approve of Nick Clegg's performance as deputy prime minister.

In June 2007, Gordon Brown officially became Labour leader and Prime Minister, replacing Tony Blair. Brown had worked as chancellor of the exchequer. Blair served as Britain's prime minister since May 1997, winning majority mandates in the 1997, 2001 and 2005 elections to the House of Commons.

On May 6, British voters participated in a General Election. The Conservative Party finished in first place with 36.1 per cent of the vote and 305 seats, followed by the Labour Party with 29 per cent and 258 seats, and the Liberal Democrats with 23 per cent and 57 seats. No party secured enough seats to form a majority government.

On May 11, Brown resigned as prime minister and Labour leader. Tory leader Cameron was invited to form a government by Queen Elizabeth II. Cameron announced that a deal had been made between the Conservatives and Liberal Democrats to form a coalition government. Liberal Democrat leader Clegg became deputy prime minister.

In the United Kingdom, the Queen's speech is read by the monarch before both Houses of Parliament. The speech describes the government's agenda, and discusses some of their planned bills.

Yesterday, the coalition government presented 22 bills in the speech, read by Queen Elizabeth II. The first priority of the new administration is to reduce the deficit—estimated at \$225 billion U.S.—and restore economic growth.

Following the Queen's speech, Cameron criticized the previous government, saying, "They gave us good spending; we will bring good housekeeping. This Queen's speech marks an end to the years of recklessness and big government and the beginning of responsibility and good government."

Polling Data

Do you approve or disapprove of David Cameron's performance as Prime Minister?

Approve 54%

Disapprove 25%

Not sure 22%

Do you approve or disapprove of Nick Clegg's performance as Deputy Prime Minister?

Approve 52%

Disapprove 26%

Not sure 22%

Source: Angus Reid Public Opinion

Methodology: Online interviews with 1,984 British adults, conducted from May 21 to May 24, 2010. Margin of error is 2.2 per cent.

Britons Pleased with Brown's Work as Chancellor

May 25, 2010

People in Britain hold positive views on the tenure of Gordon Brown at 11 Downing Street, according to a poll by Angus Reid Public Opinion. 54 per cent of respondents rate Brown's performance as Chancellor of the Exchequer as good.

In his departure speech, Brown declared: "I have been privileged to learn much about the very best in human nature, and a fair amount too about its frailties, including my own. Above all it was a privilege to serve. And yes I loved the job, not for its prestige and its titles and its ceremony, which I do not love at all. No, I loved the job for its potential to make this country I love fairer, more tolerant, more green, more prosperous and more just—truly a greater Britain."

Polling Data

Overall, how do you rate Gordon Brown's performance in each of the following positions?

	Good	Bad	Not sure
Chancellor of the Exchequer (May 1997 to June 2007)	54%	33%	14%
Labour Party leader (June 2007 to May 2010)	40%	48%	12%
Prime Minister (June 2007 to May 2010)	35%	56%	10%

Source: Angus Reid Public Opinion

Methodology: Online interviews with 2,002 British adults, conducted from May 14 to May 16, 2010. Margin of error is 2.2 per cent.

NORTH AMERICA

Managing Your Online Profile

How People Monitor Their Internet Identity and Search for Others Online

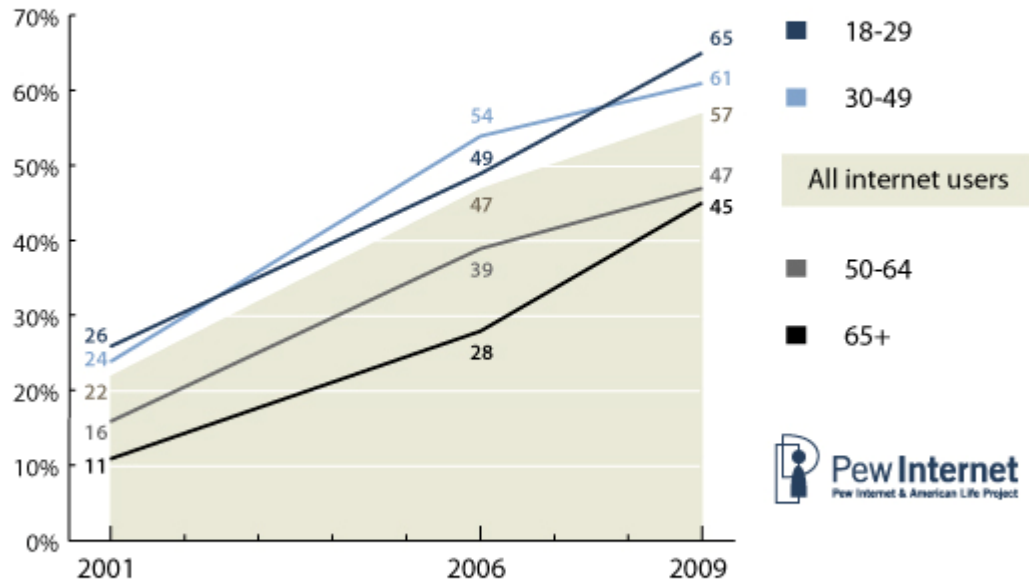
Reputation management has now become a defining feature of online life for many internet users, especially the young. While some internet users are careful to project themselves online in a way that suits specific audiences, other internet users embrace an open approach to sharing information about themselves and do not take steps to restrict what they share. Search engines and social media sites play a central role in building one's reputation online, and many users are learning and refining their approach as they go -- changing privacy settings on profiles, customizing who can see certain updates and deleting unwanted information about them that appears online.

Over time, several major trends have indicated growth in activities related to online reputation management.

- Online reputation-monitoring via search engines has increased -- 57% of adult internet users now use search engines to find information about themselves online, up from 47% in 2006.
- Activities tied to maintaining an online identity have grown as people post information on profiles and other virtual spaces -- 46% of online adults have created their own profile on a social networking site, up from just 20% in 2006.
- Monitoring the digital footprints of others has also become much more common -- 46% of internet users search online to find information about people from their past, up from 36% in 2006. Likewise, 38% have sought information about their friends, up from 26% in 2006.

Searching for ourselves

The % of internet users who have ever used an online search engine to look up their own name or see what information about them is on the internet, by age group.



Source: Pew Internet & American Life Project Survey, August 18-September 14, 2009. Margin of error is plus or minus 2 percentage points for results based on all adults [n=2,253]. For smaller subgroups, the margin of error may be larger. Please see the Methodology section for details.

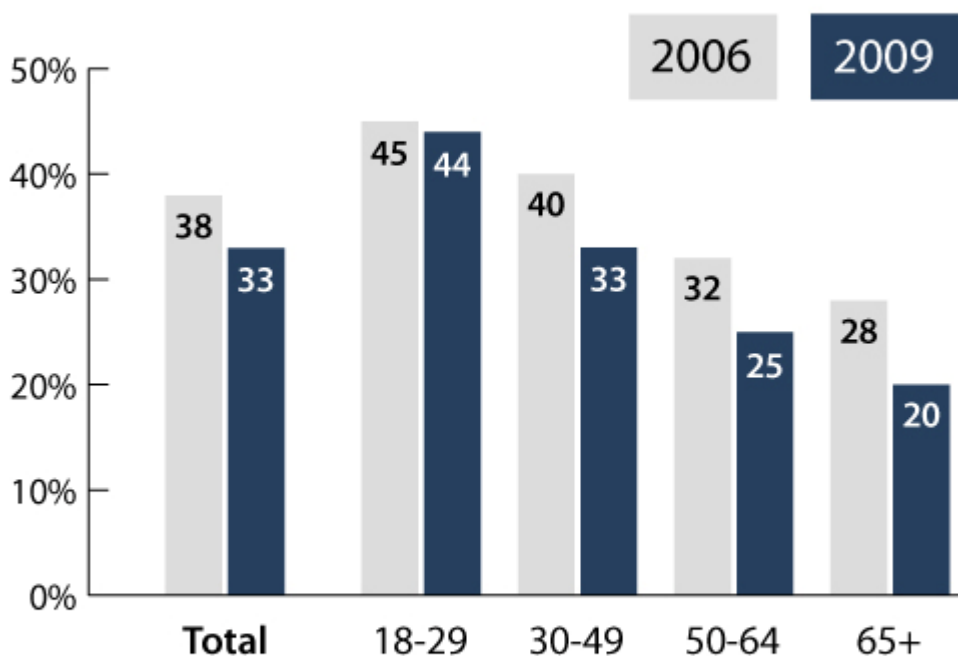
Young adults are the most active online reputation managers in several dimensions. When compared with older users, they more often customize what they share and whom they share it with.

Those ages 18-29 are more likely than older adults to say:

- They take steps to limit the amount of personal information available about them online - - 44% of young adult internet users say this, compared with 33% of internet users between ages 30-49, 25% of those ages 50-64 and 20% of those age 65 and older.
- They change privacy settings -- 71% of social networking users ages 18-29 have changed the privacy settings on their profile to limit what they share with others online. By comparison, just 55% of SNS users ages 50-64 have changed the default settings.
- They delete unwanted comments -- 47% social networking users ages 18-29 have deleted comments that others have made on their profile, compared with just 29% of those ages 30-49 and 26% of those ages 50-64.
- They remove their name from photos -- 41% of social networking users ages 18-29 say they have removed their name from photos that were tagged to identify them, compared with just 24% of SNS users ages 30-49 and only 18% of those ages 50-64.

Limiting personal information

% of internet users in each age group who take steps to limit the amount of information available online about them



Source: Pew Internet & American Life Project Survey, August 18-September 14, 2009. Margin of error is plus or minus 2 percentage points for results based on all adults [n=2,253]. For smaller subgroups, the margin of error may be larger. Please see the Methodology section for details.



Compared with older users, young adults are not only the most attentive to customizing their privacy settings and limiting what they share via their profiles, but they are also generally less trusting of the sites that host their content. When asked how much of the time they think they can trust social networking sites like Facebook, MySpace and LinkedIn, 28% of SNS users ages 18-29 say "never." By comparison, a smaller segment of older users express such cautious views; 19% of SNS users ages 30-49 and 14% of those ages 50-64 say they never trust these sites.

The increased prevalence of self-monitoring and observation of others creates a dynamic environment where people promote themselves or shroud themselves depending on their intended audience and circumstances. There are good reasons to be more vigilant. Online reputation matters; 44% of online adults have searched for information about someone whose services or advice they seek in a professional capacity. People are now more likely to work for an employer that has policies about how they present themselves online, and co-workers and

business competitors now keep closer tabs on one another. Those who are dating are more likely to research their potential mates online. And even neighbors have become more curious about finding information about one another online. Yet, even those who are careful about their own disclosures have to stay on top of the identifying material that others may have posted about them on social networking profiles, photo- and video-sharing sites, Twitter and blogs.

- 27% of employed internet users now work for an employer that has policies about how they present themselves online -- such as what they can post on blogs and websites or what information they can share about themselves. That compares with 22% in 2006.
- 31% of employed internet users have searched online for information about co-workers, professional colleagues or business competitors, up from 23% in 2006.
- 16% of all internet users have looked online for more information about someone they were dating or in a relationship with, up from 9% in 2006. Among those who use online dating sites, 34% go online to check up on their dates.

Social networking users are especially attuned to the intricacies of online reputation management. Two-thirds now say that they have changed the privacy settings for their profile to restrict what they share with others online. Most have also chosen to prune certain friends from their networks when they become too large or contacts fall out of favor, and many actively "revise" the information that others post about them.

- 65% of adult social networking users have changed the privacy settings on their profile to limit what they share with others online.
- 56% have "unfriended" contacts in their network -- deleting people from their friends list -- and 52% have kept some people from seeing certain updates.
- 36% have deleted comments that others have made on their profile, and 30% have removed their name from photos that were tagged to identify them.

Many are finding that sharing a certain amount of information online has clear benefits.

- Internet users are now twice as likely to be found by friends from the past -- 40% of internet users say they have been contacted by someone from their past who found them online, up from 20% who reported the same in 2006.
- Half of online adults (48%) agree that getting to know new people now is easier and more meaningful because you can learn things online about the people you meet.

Others are required to share information about themselves online as part of their profession.

- 12% of employed adults say they need to market themselves online as part of their job. While 15% of employed men say they have a job that requires them to self-promote online, just 7% of employed women say this.

And whether they are actively trying to get recognized or fly under the radar, most internet users report some level of "privacy through obscurity" -- there is information about them online, but it takes some digging to find.

- When self-searchers query their name using a search engine, the majority (63%) say they find at least some relevant material connected to their name. But 35% of self-searchers say their queries do not yield any relevant results.
- Just 31% of self-searchers say that most of the results on the critical first page are actually about them, while 62% say the first page of results is mostly about someone else with a name very similar or identical to theirs.

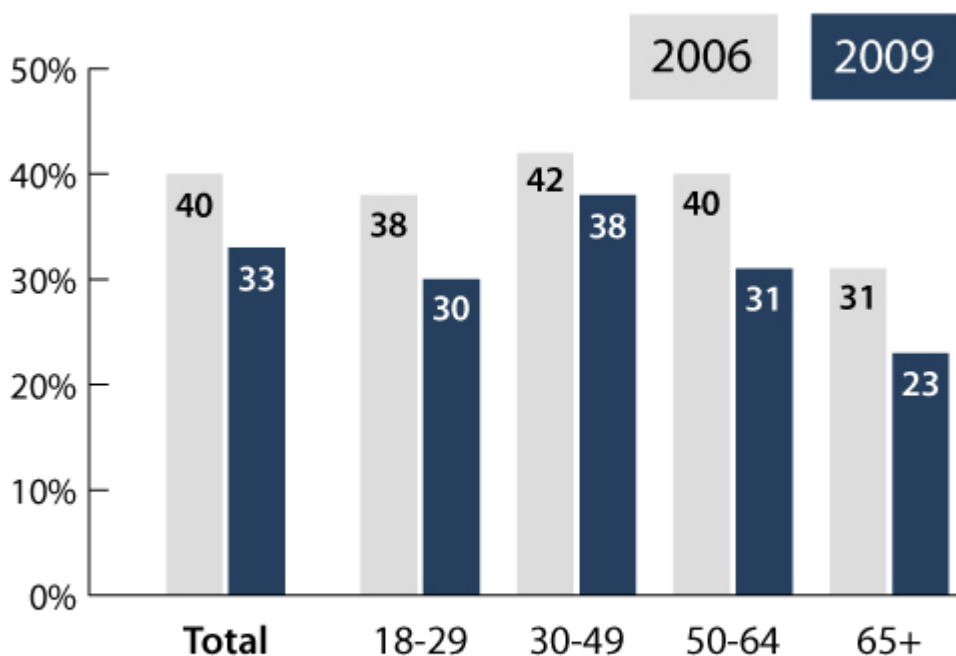
Stories of reputational mishaps abound and persist online -- particularly among celebrities, politicians and other prominent figures. Yet, relatively few among the internet masses have had bad experiences as the result of undesirable information being circulated about them online.

- 4% of online adults say they have personally had bad experiences because embarrassing or inaccurate information was posted about them online, a number that is unchanged since 2006.
- 8% have requested that someone remove information about them that was posted online, including things like photos or videos. The vast majority (82%) say they are usually successful at getting that content taken down.

Over time, internet users have actually become less concerned about the amount of information available about them online -- just 33% of internet users say they worry about how much information is available about them online, down from 40% in December 2006.

Concerns over personal information

% of internet users in each age group who say they worry about how much information is available online about them, over time



Source: Pew Internet & American Life Project Survey, August 18-September 14, 2009. Margin of error is plus or minus 2 percentage points for results based on all adults [n=2,253]. For smaller subgroups, the margin of error may be larger. Please see the Methodology section for details.



However, most of this decrease is attributable to those who have never used a search engine to check up on their digital footprints. Those who do monitor their search results are more likely than non-searchers to express concern (37% vs. 27%).

New Media, Old Media

May 23, 2010

How Blogs and Social Media Agendas Relate and Differ from the Traditional Press

News today is increasingly a shared, social experience. Half of Americans say they rely on the people around them to find out at least some of the news they need to know.^[1] Some 44% of

online news users get news at least a few times a week through emails, automatic updates or posts from social networking sites. In 2009, Twitter's monthly audience increased by 200%. [2]

News Topics Across Media Platforms				
January 19, 2009 – January 15, 2010*				
	Blogs (% of stories)	Twitter (% of stories)	YouTube (% of videos)	Traditional Press (% of newshole)
Politics/Government	17%	6%	21%	15%
Foreign Events (non-U.S.)	12	13	26	9
Economy	7	1	1	10
Technology	8	43	1	1
Health and Medicine	7	4	6	11

* Twitter was tracked from June 15, 2009 – January 15, 2010

While most original reporting still comes from traditional journalists, technology makes it increasingly possible for the actions of citizens to influence a story's total impact.

What types of news stories do consumers share and discuss the most? What issues do they have less interest in? What is the interplay of the various new media platforms? And how do their agendas compare with that of the mainstream press?

To answer these questions, the Pew Research Center's Project for Excellence in Journalism has gathered a year of data on the top news stories discussed and linked to on blogs and social media pages and seven months' worth on Twitter. We also have analyzed a year of the most viewed news-related videos on YouTube. Several clear trends emerge.

Most broadly, the stories and issues that gain traction in social media differ substantially from those that lead in the mainstream press. But they also differ greatly from each other. Of the 29 weeks that we tracked all three social platforms, blogs, Twitter and YouTube shared the same top story just once. That was the week of June 15-19, when the protests that followed the Iranian elections led on all three.

Each social media platform also seems to have its own personality and function. In the year studied, bloggers gravitated toward stories that elicited emotion, concerned individual or group rights or triggered ideological passion. Often these were stories that people could personalize and then share in the social forum – at times in highly partisan language. And unlike in some other types of media, the partisanship here does not lean strongly to one side or the other. Even on stories like the Tea Party protests, Sarah Palin and public support for Obama both conservative and liberal voices come through strongly.

On Twitter, by contrast, technology is a major focus – with a heavy prominence on Twitter itself – while politics plays a much smaller role. The mission is primarily about passing along important – often breaking – information in a way that unifies or assumes shared values within the Twitter community. And the breaking news that trumped all else across Twitter in 2009 focused on the protests following the Iranian election. It led as the top news story on Twitter for

seven weeks in a row – a feat not reached by any other news story on any of the platforms studied.

YouTube has still other characteristics that set it apart. Here, users don't often add comments or additional insights but instead take part by selecting from millions of videos and sharing. Partly as a result, the most watched videos have a strong sense of serendipity. They pique interest and curiosity with a strong visual appeal. The “Hey you've got to see this,” mentality rings strong. Users also gravitate toward a much broader international mix here as videos transcend language barriers in a way that written text cannot.

Across all three social platforms, though, attention spans are brief. Just as news consumers don't stay long on any website, social media doesn't stay long on any one story. On blogs, 53% of the lead stories in a given week stay on the list no more than three days. On Twitter that is true of 72% of lead stories, and more than half (52%) are on the list for just 24 hours.

And most of those top weekly stories differ dramatically from what is receiving attention in the traditional press. Blogs overlap more than Twitter, but even there only about a quarter of the top stories in any given week were the same as in the “MSM.”

Instead, social media tend to home in on stories that get much less attention in the mainstream press. And there is little evidence, at least at this point, of the traditional press then picking up on those stories in response. Across the entire year studied, just one particular story or event – the controversy over emails relating to global research that came to be known as “Climate-gate” – became a major item in the blogosphere and then, a week later, gaining more traction in traditional media.

These are some conclusions drawn from one of the first comprehensive empirical assessments of the relationships between social media and the more traditional press.

The study examined the blogosphere and social media by tracking the news linked to on millions of blogs and social media pages tracked by Icerocket and Technorati from January 19, 2009, through January 15, 2010. [3] It also tracked the videos on YouTube's news channel for the same period. It measured Twitter by tracking news stories linked to within tweets as monitored by Tweetmeme from June 15, 2009, through January 15, 2010. [4]

Among the specific findings:

- Social media and the mainstream press clearly embrace different agendas. Blogs shared the same lead story with traditional media in just 13 of the 49 weeks studied. Twitter was even less likely to share the traditional media agenda – the lead story matched that of the mainstream press in just four weeks of the 29 weeks studied. On YouTube, the top stories overlapped with traditional media eight out of 49 weeks.
- The stories that gain traction in social media do so quickly, often within hours of initial reports, and leave quickly as well. Just 5% of the top five stories on Twitter remained

among the top stories the following week. This was true of 13% of the top stories on blogs and 9% on YouTube. In the mainstream press, on the other hand, fully 50% of the top five stories one week remained a top story a week later.

- Politics, so much a focus of cable and radio talk programming, has found a place in blogs and on YouTube. On blogs, 17% of the top five linked-to stories in a given week were about U.S. government or politics, often accompanied by emphatic personal analysis or evaluations. These topics were even more prevalent among news videos on YouTube, where they accounted for 21% of all top stories. On Twitter, however, technology stories were linked to far more than anything else, accounting for 43% of the top five stories in a given week and 41% of the lead items. By contrast, technology filled 1% of the newshole in the mainstream press during the same period.
- While social media players espouse a different agenda than the mainstream media, blogs still heavily rely on the traditional press – and primarily just a few outlets within that – for their information. More than 99% of the stories linked to in blogs came from legacy outlets such as newspapers and broadcast networks. And just four – the BBC, CNN, the New York Times and the Washington Post accounted for fully 80% of all links.
- Twitter, by contrast, was less tied to traditional media. Here half (50%) of the links were to legacy outlets; 40% went to web-only news sources such as Mashable and CNET. The remaining 10% went to wire stories or non-news sources on the Web such as a blog known as “Green Briefs,” which summarized daily developments during the June protests in Iran.
- The most popular news videos on YouTube, meanwhile, stood out for having a broader international mix. A quarter, 26%, of the top watched news videos were of non-U.S. events, primarily those with a strong visual appeal such as raw footage of Pope Benedict XVI getting knocked over during Mass on Christmas Eve or a clip of a veteran Brazilian news anchor getting caught insulting some janitors without realizing his microphone was still live. Celebrity and media-focused videos were also given significant prominence.

In producing PEJ’s New Media Index, the basis for this study, there are some challenges posed by the breath of potential outlets. There are literally millions of blogs and tweets produced each day. To make that prospect manageable, the study observes the “news” interests of those people utilizing social media, as classified by the tracking websites. PEJ did not make a determination as to what constitutes a news story as opposed to some other topic, but generally, areas outside the traditional notion of news such as gardening, sports or other hobbies are not in the purview of content.

By focusing on this type of subject matter, the study creates a close comparison between the news agenda of users of social media and of the more traditional news media. This approach could tend to make the agendas of the mainstream and new media platforms appear even more similar than they would be if a wider array of subject matter were practicable to capture. Thus the divergent agendas found here, if anything, are even more striking.

Footnotes:

1. http://www.journalism.org/analysis_report/understanding_participatory_news_consumer

2. <http://www.emarketer.com/Article.aspx?R=1007271>

3. For the NMI, the priorities of bloggers and users of Twitter are measured in terms of percentage of links. Each time a news blog or social media Web page adds a link to its site directing its readers to a news story, it suggests that the author places at least some importance on the content of that article. The user may or may not agree with the contents of the article, but they feel it is important enough to draw the reader's attention to it.

4. There were three weeks in 2009 when no NMI was produced: March 2-6, November 16-20, and December 14-18.

Americans Divided on Increased Coastal Oil Drilling

Support has continued to drop since oil spill occurred

May 28, 2010

President Barack Obama's decision to extend a moratorium on new deepwater ocean drilling comes at a time when Americans are divided, with 50% in favor and 46% opposed, on increased drilling for oil and gas off U.S. coasts. However, most stop short of favoring a prohibition on drilling, as, on a follow-up question, 19% of Americans say they are opposed to all drilling in U.S. coastal areas.

*Do you favor or oppose increasing offshore drilling for oil and gas in U.S. coastal areas?
 [IF OPPOSED:] Do you oppose any drilling for oil and gas in U.S. coastal areas, or do
 you only oppose increased drilling for oil and gas beyond what is currently being done?*

2010 May 24-25

Favor increased offshore drilling	50%
Oppose increased offshore drilling	46%
(Oppose increased drilling only)	(27%)
(Oppose any drilling)	(19%)
No opinion	4%

USA Today/Gallup, May 24-25, 2010

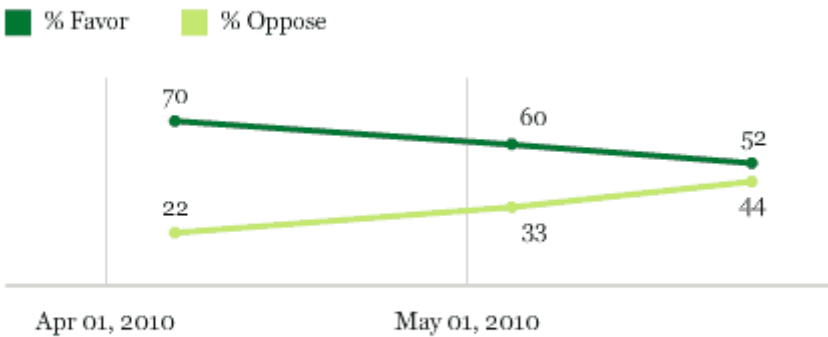
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The poll indicates that public support for increased oil drilling has eroded as the oil spill crisis has dragged on.

A Fox News/Opinion Dynamics poll conducted in early April -- before the spill occurred -- asked the same question of registered voters and found 70% favoring increased drilling in U.S. coastal areas. That number dipped to 60% in early May, shortly after the oil spill occurred. In the new USA Today/Gallup poll, 52% of registered voters support drilling, suggesting support has slipped further as the oil spill has expanded in size and begun to come ashore.

Support for Increased Oil and Gas Drilling in U.S. Coastal Areas

Based on registered voters



April 6-7 and May 4-5 data from Fox News/Opinion Dynamics polls
 May 24-25 data from USA Today/Gallup poll

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Since April, Democratic voters' support for increased coastal oil drilling has fallen well below the majority level. Independent voters' support has also declined significantly, but remains just above a majority in the latest poll. Meanwhile, there has been just a slight decline in the percentage of Republican voters who are in favor of increased drilling.

Percentage in Favor of Increased Oil and Gas Drilling in U.S. Coastal Areas, by Political Party

Based on registered voters

	Apr 6-7, 2010	May 4-5, 2010	May 24-25, 2010
Democrats	61%	47%	35%
Independents	71%	57%	51%
Republicans	79%	78%	72%

April 6-7 and May 4-5 data from Fox News/Opinion Dynamics polls
 May 24-25 data from USA Today/Gallup poll

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Bottom Line

Americans' support for increased offshore drilling has declined significantly since April, to the point that the public is now about evenly divided on the issue. President Obama's decision to extend the moratorium on new offshore drilling is now more in line with Americans' -- and particularly Democrats' -- current views on drilling after the oil spill than before it, when Obama called for more drilling. The oil spill has also changed Americans' attitudes on the trade-off between energy production and environmental protection -- underscoring the challenges U.S. leaders will face in addressing such issues going forward.

Survey Methods

Results are based on telephone interviews conducted May 24-25, 2010, with a random sample of 1,049 adults, aged 18 and older, living in the continental U.S., selected using a random-digit-dial sampling technique.

For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of error is ±4 percentage points.

For results based on the sample of 946 registered voters, the maximum margin of sampling error is ±4 percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone only). Each sample includes a minimum quota of 150 cell phone only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline

respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted on the basis of gender, age, race, education, region and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the aged 18 and older non-institutionalized population living in continental U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone only).

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Americans Critical of Oil Spill Response; Keeping Close Tabs

President Obama's efforts rated more positively than BP's

May 27, 2010

With President Barack Obama and BP taking their most aggressive steps yet in response to the massive oil spill in the Gulf of Mexico, the majority of Americans express clear displeasure with their efforts so far.

How would you rate the job each of the following has done in responding to the oil spill, as very good, good, poor, or very poor?

	Very Good/Good	Poor/Very Poor
President Barack Obama	43	53
The federal government	35	60
British Petroleum, or BP, the company that operates the oil rig that is leaking oil	24	73

USA Today/Gallup, May 24-25, 2010

The results are from a *USA Today*/Gallup poll conducted May 24-25, 2010 -- just before BP began its aggressive "top kill" effort to plug the massive leak in the Gulf of Mexico and as Obama prepared a White House press conference and Gulf Coast visit to amplify the government's involvement. Since the oil rig explosion and resulting spill April 20, BP has been unable to stop the flow of oil into the Gulf while drilling regulators have been accused of having dangerously close ties to the oil and gas industry.

Americans' dissatisfaction with BP's efforts is particularly strong. Looking at the extreme responses, 39% of Americans earlier this week called BP's response "very poor" compared to 21% for the federal government and 19% for Obama. "Very good" ratings were almost non-existent for all three players -- with 11% saying so about Obama's efforts, compared with 6% for BP and 5% for the federal government.

The federal government said Monday it had no plans to take control of the efforts from BP, a decision Americans appear to support. More than two-thirds (68%) say the oil company should be in charge of efforts to clean up and contain the spill, while 28% say so about the federal government.

With the ultimate long-term impact far from clear, Americans agree the situation is a "disaster." Nearly 4 in 10 (37%) say it will be "the worst environmental disaster in 100 years," while about the same number (35%) call it a disaster, but not the worst in 100 years. Fewer call it a major problem (23%) or a minor one (3%).

These views appear to be based on a close level of awareness of exactly what is happening. With 87% saying they are following news of the oil spill closely including 47% "very closely," it ranks among the top 10 most closely followed news stories Gallup has measured since 1991.

Attention Paid to Major News Events

How closely are you following the news about _____?

		Very Closely	Very/Somewhat Closely
9/11 attacks	Sep 2001	77	97
War between U.S. and Iraq	Mar 2003	63	95
Hurricane Katrina and subsequent flooding	Sep 2005	58	96
Death of Princess Diana	Sep 1997	55	85
Beginning of ground war in Iraq	Feb 1991	53	84
The sniper shootings in and around D.C.	Oct 2002	50	91
News about Barack Obama's presidential transition	Nov 2008	48	83
Oil spill in the Gulf of Mexico	May 2010	47	87
The tsunami that struck parts of Asia	Jan 2005	46	89
Situation following the 2000 presidential election	Nov 2000	46	87

USA Today/Gallup, May 24-25, 2010

Those who are following news of the oil spill very closely are more likely to predict it will be the worst environmental disaster in at least 100 years and to more negatively rate the job BP, Obama, and the federal government are doing in response to the spill.

Bottom Line

With Americans clearly displeased with the oil spill response so far, the success of the "top kill" procedure BP initiated Wednesday and Obama's visit to the region on Friday have the potential to play a pivotal role in how Americans view the situation going forward. With so many Americans watching the news closely, it's a fair assumption that they're watching and waiting for news that the oil has, at the very least, stopped gushing, but the work to be done -- both in the Gulf and in terms of public opinion -- certainly won't end there.

Survey Methods

Results are based on telephone interviews conducted May 24-25, 2010 with a random sample of -1,049-adults, aged 18+, living in the continental U.S., selected using a random-digit dial sampling technique.

For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is ± 4 percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone only). Each sample includes a minimum quota of 150 cell phone only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted on the basis of gender, age, race, education, region and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the age 18+ non-institutionalized population living in continental U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Oil Spill Alters Views on Environmental Protection

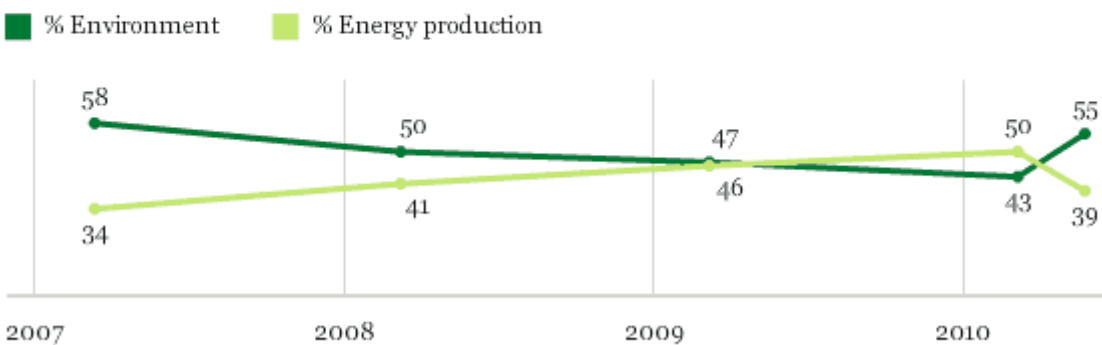
Majority now favors protecting environment over developing energy supplies

May 27, 2010

Between March and today, with the Gulf of Mexico oil spill intervening, Americans' preferences for prioritizing between environmental protection and energy production have shifted from a somewhat pro-energy stance to an even stronger pro-environment stance.

Recent Trend: Higher Priority for Energy Production or Environmental Protection

With which one of these statements about the environment and energy production do you most agree -- [ROTATED: protection of the environment should be given priority, even at the risk of limiting the amount of energy supplies -- such as oil, gas and coal -- which the United States produces (or) development of U.S. energy supplies -- such as oil, gas and coal -- should be given priority, even if the environment suffers to some extent]?



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The new results are based on a May 24-25 *USA Today*/Gallup poll. In March, by 50% to 43%, Americans said it was more important to develop U.S. energy supplies than to protect the environment, continuing a trend in the direction of energy production seen since 2007. Now, the majority favor environmental protection, by 55% to 39% -- the second-largest percentage (behind the 58% in 2007) favoring the environment in the 10-year history of the question.

Democrats had already put more emphasis on environmental protection than on energy production in March, but that position has gained strength among Democrats today. Independents' views have flipped from a majority pro-energy stance in March to a majority pro-environment one today. In contrast, Republicans' opinions have not changed since the oil spill occurred; they continue to prioritize energy production over environmental protection by a 2-to-1 margin.

Changes in Priority to Environmental Protection vs. Energy Development, by Political Party

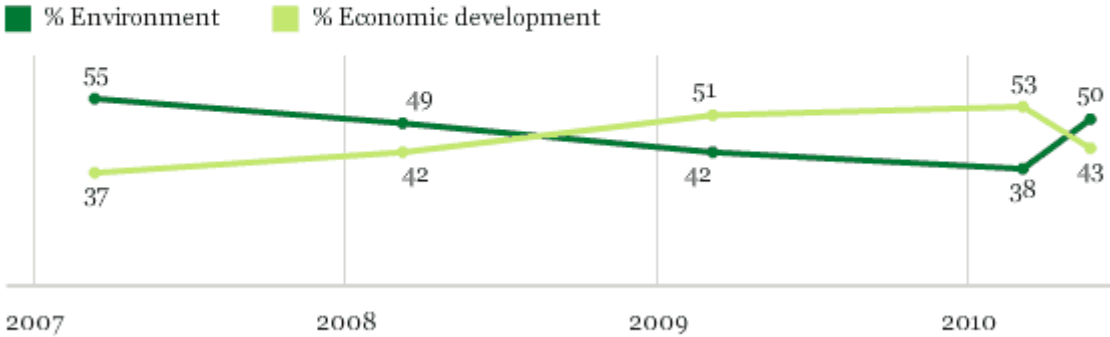
	Democrats	Independents	Republicans
% Environmental protection, March 2010	58	43	30
% Energy production, March 2010	35	51	62
% Environmental protection, May 2010	73	58	30
% Energy production, May 2010	23	34	62
Difference in environment, March to May	+15	+15	0

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Americans' shift toward a more pro-environment point of view is also evident in a separate trade-off question, which pits environmental protection against economic growth. After the oil spill, the balance of opinion tips toward the environment by seven points, 50% to 43%. Just over two months ago, Americans favored economic growth by a 15-point margin, 53% to 38%.

Recent Trend: Higher Priority for Economic Development or Environmental Protection

With which one of these statements about the environment and the economy do you most agree -- [ROTATED: protection of the environment should be given priority, even at the risk of curbing economic growth (or) economic growth should be given priority, even if the environment suffers to some extent]?



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These shifts on the environment vs. economy trade-off are more pronounced among Democrats and independents, but on this question even Republicans have shown slight movement in the direction of the environment.

*Changes in Priority of Environmental Protection vs. Economic Development,
by Political Party*

	Democrats	Independents	Republicans
% Environmental protection, March 2010	49	41	22
% Energy production, March 2010	41	50	70
% Environmental protection, May 2010	61	58	27
% Energy production, May 2010	34	36	61
Difference in environment, March to May	+12	+17	+5

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Bottom Line

The recent oil spill has spurred a significant shift in Americans' environmental attitudes. For the last few years, Americans' environmental concerns declined as the public placed a higher priority on pocketbook concerns like the economy and energy, likely due to the poor U.S. economy. However, in just two months' time, that trend has reversed, and the pro-environment position has regained the strength it showed for most of the last decade.

Survey Methods

Results are based on telephone interviews conducted May 24-25, 2010, with a random sample of 1,049 adults, aged 18 and older, living in the continental U.S., selected using a random-digit-dial sampling technique.

For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of error is ± 4 percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone only). Each sample includes a minimum quota of 150 cell phone only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted on the basis of gender, age, race, education, region and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the aged 18 and older non-institutionalized population living in continental U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design. Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell

phone

only).

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

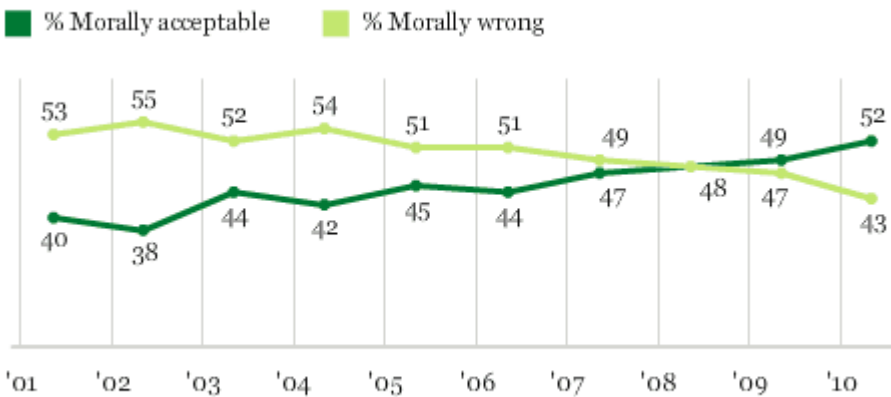
Americans' Acceptance of Gay Relations Crosses 50% Threshold

Increased acceptance by men driving the change

May 25, 2010

Americans' support for the moral acceptability of gay and lesbian relations crossed the symbolic 50% threshold in 2010. At the same time, the percentage calling these relations "morally wrong" dropped to 43%, the lowest in Gallup's decade-long trend.

Perceived Moral Acceptability of Gay/Lesbian Relations



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Gallup's annual Values and Beliefs survey, conducted each May, documents a gradual increase in public acceptance of gay relations since about 2006. However, the change is seen almost exclusively among men, and particularly men younger than 50.

Percentage Calling Gay/Lesbian Relations "Morally Acceptable"

By gender

	May 2006[^]	May 2009	May 2010	2010 vs. 2006
	%	%	%	pct. pts.
Men	39	46	53	+14
Women	49	51	51	+2
Men 18 to 49 years	42	54	62	+20
Men 50+ years	35	38	44	+9
Women 18 to 49 years	55	57	59	+4
Women 50+ years	41	44	43	+2

[^] Wording: Homosexual relations

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Additionally, Gallup finds greater movement toward acceptance among independents and Democrats than among Republicans, and a big jump in acceptance among moderates. Liberals were already widely accepting of gay relations in 2006, and have remained that way, while conservatives' acceptance continues to run low.

Notably, there has been a 16-point jump in acceptance among Catholics, nearly three times the increase seen among Protestants. Acceptance among Americans with no religious identity has expanded as well.

Percentage Calling Gay/Lesbian Relations "Morally Acceptable"

By politics, religion

	May 2006	May 2009	May 2010	2010 vs. 2006
	%	%	%	pct. pts.
Republican	30	29	35	+5
Independent	50	56	61	+11
Democrat	52	62	61	+9
Conservative	28	30	33	+5
Moderate	50	59	64	+14
Liberal	74	81	78	+4
Protestant	36	36	42	+6
Catholic	46	60	62	+16
Other non-Christian	77	85	84	+7
No religion	74	88	85	+11

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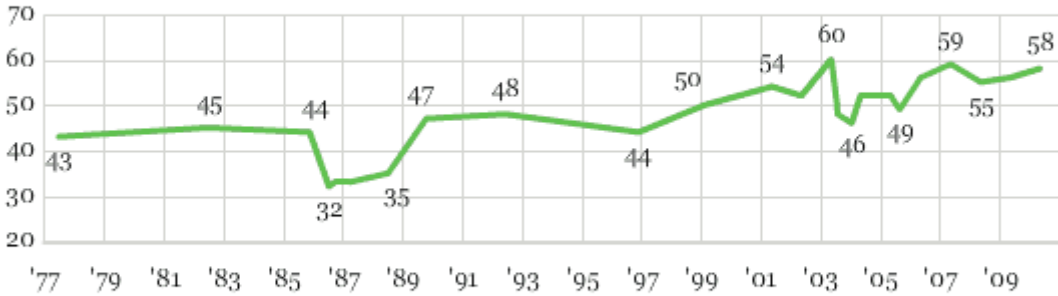
The same May 3-6 Gallup poll finds the slight majority of Americans still against legalizing gay marriage; however, at 53%, the extent of that opposition is down slightly this year.

Acceptance for the legality of gay and lesbian relations has varied over the past decade, but, at 58% today, it is near the highest Gallup has measured (60% in 2003).

Legality of Gay/Lesbian Relations

Do you think gay or lesbian relations between consenting adults should or should not be legal?^

■ % Should be legal



^ 1977-2008 wording: Do you think homosexual relations between consenting adults should or should not be legal?

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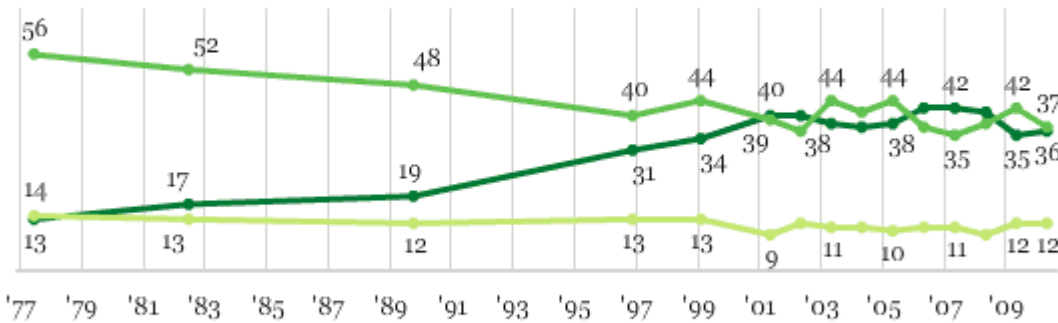
Americans remain closely divided over the factors contributing to being gay. Currently, 37% say being gay is due to upbringing and environment while 36% say it is a trait one is born with.

The division on this question has been the norm for most of the past decade, although the plurality response has fluctuated. Longer term, however, there has been a major change in Americans' views on this question, with far fewer today than in the 1970s and 1980s believing that being gay or lesbian is the result of upbringing and other life experiences.

Role of Upbringing vs. Environment in Being Gay

In your view, is being gay or lesbian -- [something a person is born with, (or) due to factors such as upbringing and environment]?

■ % Born with ■ % Upbringing/Environment ■ % Both (vol.)



(vol.) = Volunteered response

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Bottom Line

There is a gradual cultural shift under way in Americans' views toward gay individuals and gay rights. While public attitudes haven't moved consistently in gays' and lesbians' favor every year, the general trend is clearly in that direction. This year, the shift is apparent in a record-high level of the public seeing gay and lesbian relations as morally acceptable. Meanwhile, support for legalizing gay marriage, and for the legality of gay and lesbian relations more generally, is near record highs.

Survey Methods

Results are based on telephone interviews with 1,029 national adults, aged 18 and older, conducted May 3-6, 2010. For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is ± 4 percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone only).

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Four Moral Issues Sharply Divide Americans

Partisan disagreement drives national controversy on gay relations, abortion

May 26, 2010

Americans generally agree about the morality of 12 out of 16 behaviors or social policies that sometimes spark public controversy, with sizable majorities saying each is either "morally acceptable" or "morally wrong." By contrast, views on doctor-assisted suicide, gay and lesbian relations, abortion, and having a baby outside of marriage are closely divided -- the percentage supporting and the percentage opposing are within 15 points of each other.

Perceived Moral Acceptability of Behaviors and Social Policies

Ranked by difference

	Morally acceptable	Morally wrong	Difference
	%	%	pct. pts.
Doctor assisted suicide	46	46	0
Gay or lesbian relations	52	43	9
Abortion	38	50	12
Having a baby outside of marriage	54	40	14
Sex between an unmarried man and woman	59	38	21
Buying and wearing clothing made of animal fur	60	35	25
Medical testing on animals	59	34	25
Gambling	61	34	27
Medical research using stem cells obtained from human embryos	59	32	27
Cloning animals	31	63	32
The death penalty	65	26	39
Divorce	69	23	46
Suicide	15	77	62
Cloning humans	9	88	79
Polygamy, when one husband has more than one wife at the same time	7	90	83
Married men and women having an affair	6	92	86

May 3-6, 2010

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The findings are from Gallup's annual Values and Beliefs survey, conducted May 3-6, 2010. While doctor-assisted suicide is the most controversial of the issues tested, with the public tied at 46% over its moral acceptability, Americans are fairly unified in their opposition to another life-ending choice -- suicide -- with 77% calling this morally wrong.

The morality of gay or lesbian relations is also relatively divisive in comparison with other issues Gallup tested; however, for the first time since this question was established in 2001, a slight majority, 52%, now finds them morally acceptable. Prior to a transition period from 2007 to 2009, when Americans were closely split on the issue, the majority had considered these relations morally wrong.

Political Divisions Greatest on Gay Relations and Abortion

Perhaps of some relevance to the 2010 midterm congressional elections, Gallup finds Republicans and Democrats the furthest apart in their reactions to several cultural matters related

to sex and reproduction: gay/lesbian relations, abortion, embryonic stem cell research, having a baby outside of marriage, and premarital sex. Majorities of Democrats, compared with fewer than half of Republicans, consider each of these morally acceptable.

While there is also a wide gulf in attitudes toward the death penalty, majorities of Democrats as well as Republicans consider that policy acceptable.

Percentage Viewing Matters as "Morally Acceptable," by Party ID

Ranked by party difference (Democrat vs. Republican)

	Democrat	Independent	Republican	Difference
	%	%	%	pct. pts.
Gay or lesbian relations	61	61	35	26
Abortion	51	39	26	25
The death penalty	52	66	76	24
Embryonic stem cell research	68	62	47	21
Having a baby outside of marriage	61	59	41	20
Premarital sex	67	64	47	20
Buying/Wearing clothing made of animal fur	54	61	67	13
Divorce	73	74	61	12
Doctor-assisted suicide	52	46	40	12
Cloning animals	34	32	27	7
Suicide	18	16	11	7
Gambling	64	60	59	5
Extramarital affairs	7	7	3	4
Medical testing on animals	58	57	62	4
Cloning humans	11	7	8	3
Polygamy	6	12	5	1

May 3-6, 2010

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Largest Gender Gaps Involve Animal Rights

The sharpest differences between men and women on these issues are not found on abortion or other reproductive matters, but on three issues that involve the ethical treatment of animals. Majorities of men, but less than half of women, consider the use of animal fur for clothing, and medical testing on animals to be morally acceptable. Also, there is a 24-point gap between men and women in their belief that cloning animals is acceptable.

Men are more accepting than women on nearly every item, but the differences on many are minimal, including on abortion, embryonic stem cell research, extramarital affairs, and having a baby out of wedlock.

Percentage Viewing Matters as "Morally Acceptable," by Gender

Ranked by difference

	Men	Women	Difference
	%	%	pct. pts.
Buying/Wearing clothing made of animal fur	73	48	25
Cloning animals	43	19	24
Medical testing on animals	69	49	20
Gambling	67	55	12
The death penalty	70	60	10
Cloning humans	13	4	9
Premarital sex	63	56	7
Doctor-assisted suicide	49	42	7
Abortion	41	36	5
Polygamy	10	5	5
Divorce	71	67	4
Embryonic stem cell research	61	57	4
Suicide	17	13	4
Having a baby outside of marriage	52	55	3
Gay or lesbian relations	53	51	2
Extramarital affairs	6	5	1

May 3-6, 2010

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Survey Methods

Results are based on telephone interviews conducted May 3-6, 2010, with a random sample of 1,029 adults, aged 18 and older, living in the continental U.S., selected using a random-digit-dial sampling technique.

For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is ±4 percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone only). Each sample includes a minimum quota of 150 cell phone only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline

respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted on the basis of gender, age, race, education, region and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the aged 18 and older non-institutionalized population living in continental U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Poor Numbers for Congress Continue in U.S.

May 29, 2010

Only one-in-four Americans are satisfied with the way the members of the House of Representatives and the Senate are doing their jobs, according to a poll by Angus Reid Public Opinion. 24 per cent of respondents approve of the performance of Congress.

American voters renewed the House of Representatives and one-third of the Senate in November 2006. In January 2007, the Democratic Party took control of the lower house for the first time since 1994, with 233 lawmakers. Democratic California congresswoman Nancy Pelosi became the first female speaker of the House.

A new congressional election took place in November 2008. The Democrats received 53.04 per cent of the vote and secured 257 seats in the lower house, while the Republicans got 44.16 per cent of the vote and won 178 seats.

In 1993, the U.S. government implemented the "Don't ask, don't tell" policy in the armed forces. Under these guidelines, commanders are forbidden from asking a service member about his or her sexual orientation, and troops are required to keep their sexual orientation a secret.

Yesterday, the House of Representatives voted 229-186 to eventually repeal the "Don't ask, don't tell" policy. Pelosi declared: "We honour the values of our nation and we close the door on a fundamental unfairness."

Polling Data

Do you approve or disapprove of the performance of the United States Congress?

	May 2010	Apr. 2010	Mar. 2010	Feb. 2010
Approve	25%	24%	24%	18%

Disapprove	63%	63%	66%	73%
Not sure	12%	13%	10%	9%

Source: Angus Reid Public Opinion

Methodology: Online interviews with 1,005 American adults, conducted on May 25 and May 26, 2010. MFew Americans Are Satisfied with U.S. Economy

Few Americans Are Satisfied with U.S. Economy

May 27, 2010

People in the United States hold gloomy views on their country's financial standing, according to a poll by Angus Reid Public Opinion. Only 11 per cent of respondents rate the economic conditions in the U.S. as good or very good, down four points since April.

Since 2007, defaults on so-called subprime mortgages—credit given to high-risk borrowers—in the U.S. caused volatility in domestic and global financial markets and ultimately pushed the U.S. economy into a recession. A recession is defined as two consecutive quarters of negative growth. The crisis has affected the global financial and credit systems, and triggered layoffs in companies around the world.

In 2008, the federal government—then under the leadership of U.S. president George W. Bush—took control of mortgage lenders Fannie Mae and Freddie Mac. Other financial institutions—including Bear Stearns, Merrill Lynch, Lehman Brothers, American International Group (AIG), IndyMac Bancorp and Washington Mutual—have been sold, placed under bankruptcy protection, or received emergency loans from the Federal Reserve.

The U.S. economy grew at an annual rate of 2.2 per cent from July to September 2009—the first quarterly gain after four consecutive declines. The country's unemployment rate stands at 9.9 per cent.

On May 25, U.S. president Barack Obama discussed the current state of affairs, saying, "It took years to dig our way into this hole and we're not going to dig our way out overnight, but we will recover, we will rebuild."

Polling Data

How would you rate the economic conditions in the United States today?

	May 2010	Apr. 2010	Mar. 2010	Feb. 2010
Very Good / Good	11%	15%	16%	15%

Poor / Very Poor	87%	83%	81%	83%
Not sure	2%	3%	3%	2%

Source: Angus Reid Public Opinion

Methodology: Online interviews with 1,012 American adults, conducted from May 20 to May 22, 2010. Margin of error is 3.1 per cent.

Feelings About Monarchy Split Canadians

May 26, 2010

People in Canada are divided in their assessment of the current form of government, according to a poll by Angus Reid Public Opinion. 36 per cent of respondents would prefer to have an elected head of state, while 33 per cent want Canada to remain a monarchy.

Under the terms of the Canadian Constitution, Queen Elizabeth II holds the position of Canada's head of state. The Queen—who has been the monarch of 16 independent nations since February 1952—turned 84 in April.

Prince Charles is first in line to succeed Queen Elizabeth II, followed by his two sons, Prince William and Prince Harry. In April 2005, Charles married long-time companion Camilla Parker Bowles in a civil ceremony. Parker Bowles became the Duchess of Cornwall after the marriage, and has declared she would take the title of Princess Consort in the event Prince Charles becomes King.

Queen Elizabeth II and her husband, Prince Philip, are scheduled to visit Canada from Jun. 28 to Jul. 6—a period that includes the Canada Day celebration on Jul. 1.

On May 19, Canadian prime minister Stephen Harper discussed the visit, saying, "Royal tours present a wonderful opportunity for Canadians to learn more about our constitutional monarchy, one of the pillars upon which our country is founded. They are an important part of our history, traditions and institutions."

Polling Data

Thinking about Canada's constitution, which of these options would you prefer?

	May 2010	Nov. 2009	Oct. 2009
Canada having an elected head of state	36%	43%	35%
Canada remaining a monarchy	33%	27%	27%

PC has Sanín standing against Santos. Both are running on a platform of continuing with Uribe's policies.

On May 25, Santos said he is against changing the country's fiscal system, declaring, "We are not going to implement a reform because income is going to grow. Only by decreasing tax evasion by half we would get more [funds]."

The presidential election is scheduled for May 30. If no candidate garners more than 50 per cent of the vote, a run-off must take place on Jun. 20.

[Read our analysis on Colombia's upcoming presidential election](#)

Polling Data

If the presidential election were held tomorrow and these were the candidates, which one of them would you vote for?

	May 2010	Apr. 2010	Mar. 2010
Juan Manuel Santos (U)	34%	30%	36%
Antanas Mockus (PV)	32%	20%	9%
Noemí Sanín (PC)	6%	12%	17%
Gustavo Petro (PD)	6%	4%	6%
Germán Vargas Lleras (CR)	5%	3%	8%
Rafael Pardo (PL)	3%	5%	4%
Jaime Araújo Rentería (ASA)	--	5%	--
Jairo Enrique Calderón (AL)	--	5%	1%
Robinson Devia (MVC)	--	1%	--
Other / Blank vote / Not sure	14%	15%	15%
Sergio Fajardo (Ind.)	n.a.	n.a.	5%

Run-off Scenario

Juan Manuel Santos (U) 40% - 45% Antanas Mockus (PV)

Source: Ipsos Napoleón Franco

Methodology: Face-to-face interviews with 1,856 Colombian adults, conducted on May 20 and May 21, 2010. Margin of error is 2.8 per cent.

Half of Chileans Approve of Piñera

May 27, 2010

Chilean president Sebastián Piñera's popularity has remained relatively stable, according to a poll by Adimark Gfk. 50 per cent of respondents approve of the president's performance, down two points since March.

In January, Chileans voted in the second round of the presidential election. Opposition candidate Piñera of the centre-right Coalition for Change (CC) defeated former president Eduardo Frei of the governing centre-left Agreement of Parties for Democracy (CPD) with 51.61 per cent of the vote. In March, Piñera was sworn in as president.

The CPD had administered the Chilean government since the return of democracy after the dictatorship of Augusto Pinochet in March 1990. Michelle Bachelet—who became the first South American woman to be democratically elected as president in 2006—was ineligible for a consecutive term in office.

On May 21, Piñera outlined his economic goals for Chile in the next decade, declaring, "Our target of growing at six per cent a year will allow us to achieve development in eight years, before the end of this decade, beating the level of per capita income of southern European countries."

Polling Data

Do you approve or disapprove of President Sebastián Piñera?

	Apr. 2010	Mar. 2010
Approve	50%	52%
Disapprove	31%	18%
Neither / Not sure	19%	30%

Source: Adimark Gfk

Methodology: Telephone interviews with 1,128 Chilean adults, conducted from Apr. 8 to Apr. 26, 2010. Margin of error is 3 per cent.

Mexicans Would Elect a PRI President again

May 26, 2010

A candidate running with the Institutional Revolutionary Party (PRI) could secure the presidency in Mexico, according to a poll by Consulta Mitofsky. 39.1 per cent of respondents would vote for the PRI nominee in the 2012 ballot, up 2.3 points since October.

The National Action Party (PAN) candidate is second with 17 per cent, followed by the Democratic Revolution Party (PRD) nominee with 10.2 per cent.

The PAN's Vicente Fox ended 71 years of uninterrupted rule by the PRI in the 2000 presidential election, winning a six-year term with 42.5 per cent of the vote.

Mexican voters chose their new president in July 2006. Official results placed Felipe Calderón of the PAN as the winner with 36.68 per cent of all cast ballots, followed by Andrés Manuel López Obrador of the PRD with 36.11 per cent, and Roberto Madrazo of the PRI with 22.71 per cent. Calderón—a former energy secretary—took over as Mexico's head of state in December.

In July 2009, Mexico held a mid-term legislative election. The opposition PRI received 36.68 per cent of the vote, compared to 27.98 per cent for the PAN. The number of PAN lawmakers in the Chamber of Deputies was decimated from 206 to 146. The PRI now controls 241 seats in the 500-member lower house, plus 17 seats from its ally, the Green Environmentalist Party (PVEM).

The list of prospective presidential candidates for the PRI includes Mexico state governor Enrique Peña Nieto, national party leader Beatriz Paredes, Sonora senator Manlio Fabio Beltrones, and Veracruz state governor Fidel Herrera. López Obrador and current Mexico City mayor Marcelo Ebrard are expected to vie for the PRD nod. Possible PAN contenders include former interior secretary Santiago Creel, education secretary Josefina Vázquez Mota, and social development secretary Ernesto Cordero.

Last month, Peña Nieto said that in an eventual administration led by him the energy policy would be to "not privatize [the state-owned oil company] Pemex, but modernize this company which belongs to all Mexicans."

The next presidential election is scheduled for July 2012.

Polling Data

Which party would you vote for in the 2012 presidential election?

	May 2010	Oct. 2009
Institutional Revolutionary Party (PRI)	39.1%	36.8%
National Action Party (PAN)	17.0%	19.3%
Democratic Revolution Party (PRD)	10.2%	8.3%
Other parties	4.9%	3.9%
Not sure / No answer	28.8%	31.7%

Source: Consulta Mitofsky

Methodology: Face-to-face interviews with 1,000 Mexican adults, conducted from Apr. 24 to Apr. 29, 2010. Margin of error is 3.5 per cent.

Brazilian Presidential Race Remains Tight

May 25, 2010

This year's presidential election in Brazil could require a run-off, according to a poll by Instituto Sensus. 35.7 per cent of respondents would vote for Dilma Rousseff of the ruling Workers' Party (PT) in the ballot, up 3.3 points since April.

Jose Serra of the Brazilian Party of Social Democracy (PSDB) is a close second with 33.2 per cent, followed by Marina Silva of the Green Party (PV) with 7.3 per cent.

In a run-off scenario, the race could also be tight with Rousseff getting 41.8 per cent of the vote, and Serra 40.5 per cent.

Luiz Inacio Lula da Silva—a member of the PT—won the October 2002 presidential election with 61 per cent of the vote in a run-off against Serra. In October 2006, he earned a new four-year term, defeating PSDB candidate Geraldo Alckmin with 60.8 per cent of the vote in the second round.

Lula has publicly endorsed Rousseff as his preferred successor. In February, the PT officially selected Rousseff as the party's presidential candidate.

In March, Rousseff stepped down as Lula's chief of staff and Serra resigned as governor of the state of Sao Paulo in order to launch their presidential bids.

On May 5, Rousseff offered her views on public and private financing, declaring, "We will never weaken our (public) banks. But no way do we want them to become an octopus gobbling up

private financial institutions or the space of foreign banks—on the contrary. (...) State banks alone aren't enough to finance economic expansion."

Lula is ineligible for a third term in office. The first round of Brazil's next presidential election is scheduled for Oct. 3.

Polling Data

Which of these candidates would you vote for in the next presidential election?

	May 2010	Apr. 2010	Jan. 2010
Dilma Rousseff (PT)	35.7%	32.4%	27.8%
Jose Serra (PSDB)	33.2%	32.7%	33.2%
Marina Silva (PV)	7.3%	8.1%	6.8%
Other candidates	3.2%	n.a.	n.a.
None / Blank ballot	6.9%	7.7%	10.5%
Not sure / Undecided	13.7%	9.0%	9.9%
Ciro Gomes (PSB)	n.a.	10.1%	11.9%

Run-Off Scenario

Dilma Rousseff (PT) 41.8% - 40.5% Jose Serra (PSDB)

Source: Instituto Sensus

Methodology: Interviews with 2,000 Brazilian adults, conducted from May 10 to May 14, 2010.

Margin of error is 3 per cent.

MULTI- COUNTRY POLLS

Some Arab Countries Make U-Turn on U.S. Leadership in 2010

Egyptians' approval ratings show the most precipitous drop since 2009

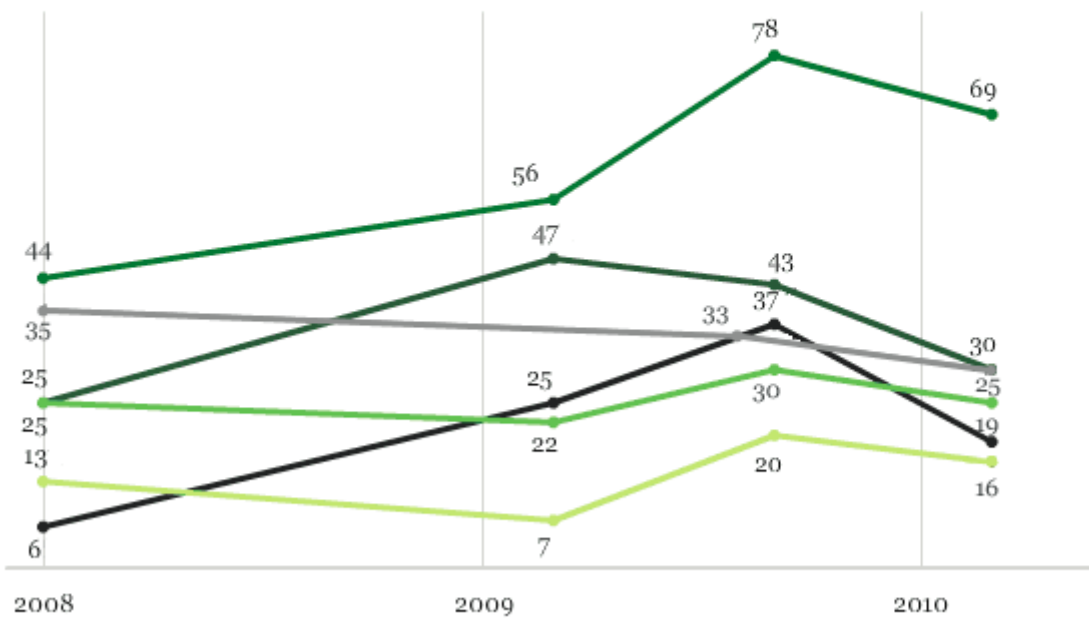
May 27, 2010

Taking back some of the gains U.S. leadership enjoyed in 2009, four out of six Arab League countries Gallup has surveyed each year since 2008 are now less approving of U.S. leadership than they were in fall 2009. Egyptians' approval ratings have declined the most since last fall (18 percentage points), followed by Algerians' (13 points). Approval did not decline significantly in Iraq or the Palestinian Territories as the changes are within the margin of error.

Do you approve or disapprove of the job performance of the leadership of the United States?

Percentage who approve

■ Egypt ■ Algeria ■ Mauritania ■ Lebanon ■ Palestinian Territories ■ Iraq



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The dips in U.S. leadership approval were recorded in Gallup surveys conducted in February and April 2010, ahead of the one-year anniversary of President Barack Obama's June 4, 2009, Cairo address, which aimed to restart U.S. relations with Muslim societies. The 2010 declines mark an about-face from the approval gains recorded in several Arab League countries such as Egypt (+19 points) and Algeria (+22 points) shortly after Obama's inauguration in 2009. In a number of countries, approval increased further after Obama's Cairo address -- including a 12-point increase in Egypt.

Egyptians' Hopes Not Realized

The country where Obama delivered his high-profile speech to the Muslim world is also the one where the swings in approval have been the largest. The precipitous decline in 2010 may reflect

a perceived lack of progress on the issues many Egyptians said in May 2008 were most significant to improving their opinion of the United States: pulling out of Iraq, removing military bases from Saudi Arabia, supporting the rights of Muslims to elect their own governments, promoting greater economic development, closing Guantanamo Bay prison, and greater technology transfer and exchange of business expertise. In addition, an Egyptian government-sponsored survey conducted shortly after the Cairo address also found that Egyptians were most likely to identify the Palestinian-Israeli conflict as the most important issue the president's speech covered.

Actions That Would Improve Egyptians' Views of the United States

% of Egyptians who rated the action as "very significant"

	May 2008
Pulling out of Iraq	64%
Removing military bases from Saudi Arabia	60%
More direct humanitarian aid to alleviate poverty	57%
Greater technology transfer and exchange of business expertise	57%
Supporting the right of Muslims to elect own government	55%
Closing Guantanamo Bay prison	50%

GALLUP®

Though the Obama administration has made incremental headway on several of these issues, most notably on troop reduction in Iraq and fledgling entrepreneurship and technology partnerships with Muslim societies, none of these conflicts or ongoing challenges has seen breakthrough progress since the Cairo address. As U.S. troops continue to pull out of Iraq over the next several years, Egypt and other Arab nations hold elections, and new technology partnerships gain momentum, it will be important to watch how this affects Arab perceptions of U.S. leadership in the future.

For complete data sets or custom research from the more than 150 countries Gallup continually surveys, please contact worldpollpartners@gallup.com or call 202.715.3030.

Survey Methods

Results are based on face-to-face interviews with 1,000 adults, aged 15 and older, each in Mauritania, Egypt, Lebanon, Iraq, Algeria, and the Palestinian Territories. The surveys were conducted annually in 2008, biannually in 2009, and the 2010 measure was the first of two this year. For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error ranges from ± 3.1 percentage points in Egypt to ± 3.9 percentage points in the Palestinian Territories. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Sub-Saharan Africa Leads World in U.S. Approval

Across 110 countries, median approval was 51%

May 25, 2010

Across 110 countries Gallup surveyed in 2009, median approval of U.S. leadership was 51%, up from 34% in 2008. Approval during President Barack Obama's first year in office topped 75% in 20 sub-Saharan African countries, with Kosovo, Ireland, and Albania joining them as the countries or areas most approving.

Do you approve or disapprove of the job performance of the leadership of the United States?

Countries with highest approval of U.S. leadership

	Approve	Disapprove	Don't know/Refused
Ivory Coast	94%	5%	2%
Kenya	93%	5%	2%
Uganda	91%	8%	1%
Zambia	90%	9%	1%
Mali	89%	7%	4%
Tanzania	89%	11%	0%
Democratic Republic of the Congo	89%	9%	2%
Kosovo	88%	9%	3%
Rwanda	88%	6%	6%
Cameroon	88%	4%	8%
South Africa	87%	10%	2%
Senegal	87%	11%	2%
Chad	86%	13%	1%
Burundi	86%	9%	5%
Niger	83%	15%	2%
Malawi	83%	17%	0%
Zimbabwe	82%	12%	6%
Djibouti	81%	18%	1%
Ireland	80%	9%	11%
Ghana	80%	5%	16%
Somaliland	79%	21%	0%
Mauritania	78%	21%	1%
Albania	78%	6%	16%

Based on surveys in 110 countries and areas in 2009.

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These findings summarize all Gallup findings regarding world citizens' views of U.S. leadership collected in 2009. [Prior stories](#) have documented results by region and by country, including changes from 2008. With all surveying completed, U.S. leadership approval remained highest in sub-Saharan Africa, as it has been since Gallup began measuring world citizens' views of U.S. leadership in 2005.

Do you approve or disapprove of the job performance of the leadership of the United States?

Medians

	Approve	Disapprove	Don't know/Refused
WORLD	51%	21%	23%
Sub-Saharan Africa	87%	10%	2%
Americas	53%	18%	29%
Europe	52%	23%	25%
Asia (excluding former Soviet Union countries)	44%	22%	30%
Former Soviet Union countries	41%	24%	37%
Middle East and North Africa	34%	50%	14%

Based on surveys in 110 countries in 2009.

GALLUP®

Perceptions of U.S. Leadership Improve in Nearly Every Region

Although approval remained relatively low in the Middle East and North Africa as a region, views of U.S. leadership improved in several countries in the first year of the Obama presidency. Still, less than half of respondents approved of the job performance of U.S. leadership in most countries; the few notable exceptions were Israel (61%), Bahrain (55%), and Kuwait (52%). Approval was lowest in Syria (15%).

More than half of residents in the Americas and Europe rated U.S. leadership positively. In the Americas, approval ranged from 40% in Bolivia to 68% in El Salvador. In Europe, approval was highest in Kosovo (88%) and lowest in Serbia (14%). The disparity in sentiment between these two countries is likely attributable to U.S. support for Kosovo's independence from Serbia.

Many in Former Soviet Union Countries, Asia Reserve Judgment

On average, respondents in former Soviet Union countries were the least likely to express an opinion about U.S. leadership. Forty-five percent or more were uncertain in Kazakhstan (45%), Belarus (46%), Russia (47%), and Ukraine (54%). Approval within the region ranges from a high of 61% in Turkmenistan to a low of 20% in Russia.

A significant proportion of respondents in many Asian countries also do not express an opinion about U.S. leadership. More than half of respondents in five Asian countries approved of U.S. leadership: Singapore (68%), Japan (66%), Cambodia (64%), Philippines (58%), and South Korea (58%). Pakistan's 9% approval rating was the lowest in the region and of all countries surveyed; it was the sole country where approval was in the single digits.

Visit [Real Clear World's Top 5s feature](#) to learn more about the countries that are most approving of U.S. leadership.

See all U.S. leadership approval ratings across all 110 countries, including differences from 2008, on page 2.

You can also view Gallup's interactive map and prior stories on these data on the [World Citizens' Views on U.S. Leadership, Pre- and Post-Obama page](#).

For complete data sets or custom research from the more than 150 countries Gallup continually surveys, please contact worldpollpartners@gallup.com or call 202.715.3030.

Survey Methods

Results are based on telephone and face-to-face interviews with approximately 1,000 adults, aged 15 and older, conducted in 2009 in 110 countries. For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error ranged from a low of ± 2.6 percentage points in India to a high of ± 5.7 percentage points in Slovenia. The margin of error reflects the influence of data weighting. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Do you approve or disapprove of the job performance of the leadership of the United States of America?

Country	Approve	Disapprove	Don't know/ Refused	Field date	Approval difference from 2008
Afghanistan	44%	45%	11%	Sep 20-Oct 12, 2009	-4
Albania	78%	6%	16%	Sep 7-Oct 2, 2009	
Algeria	43%	47%	10%	Aug 1-Sep 12, 2009	18
Argentina	42%	26%	32%	Jul 4-Aug 12, 2009	31
Armenia	50%	37%	14%	Jun 10-Jul 7, 2009	-4
Austria	46%	28%	26%	Dec 4, 2009-Jan 28, 2010	38
Azerbaijan	53%	29%	18%	Jul 29-Aug 16, 2009	5
Bahrain	55%	28%	17%	Aug 17-Sep 15, 2009	
Bangladesh	38%	32%	31%	Apr 29-May 14, 2009	4
Belarus	23%	30%	46%	Jun 3-Jun 10, 2009	10
Bolivia	40%	28%	31%	Jul 29-Aug 31, 2009	
Bosnia and Herzegovina	25%	53%	23%	Sep 8-Sep 30, 2009	
Brazil	48%	23%	29%	Aug 11-Sep 1, 2009	25
Burundi	86%	9%	5%	Jul 24-Aug 1, 2009	19
Cambodia	64%	1%	35%	Jun 4-Jun 27, 2009	2
Cameroon	88%	4%	8%	Mar 24-Apr 7, 2009	25
Canada	63%	27%	10%	Aug 7-Aug 25, 2009	41
Chad	86%	13%	1%	Nov 20-Dec 2, 2009	2
Chile	59%	16%	25%	Jul 3-Sep 8, 2009	30
Colombia	60%	17%	23%	Jul 14-Aug 1, 2009	12
Comoros	69%	25%	6%	Jul 15-Oct 10, 2009	
Costa Rica	62%	14%	24%	Jul 6-Aug 8, 2009	29
Croatia	56%	15%	30%	Sep 4-Sep 28, 2009	
Czech Republic	42%	21%	37%	Dec 18, 2009-Jan 24, 2010	
				Apr 23-May 10, 2009	

Do you approve or disapprove of the job performance of the leadership of the United States of America?

Country	Approve	Disapprove	Don't know/ Refused	Field date	Approval difference from 2008
Latvia	35%	24%	40%	Aug 15-Aug 24, 2009	16
Lebanon	30%	57%	14%	Aug 2-Aug 30, 2009	5
Lithuania	47%	13%	40%	Jul 24-Aug 10, 2009	22
Macedonia	62%	20%	18%	Sep 10-Sep 22, 2009	
Malawi	83%	17%	0%	Sep 5-Sep 17, 2009	
Malaysia	37%	33%	30%	Jun 12-Jul 26, 2009	14
Mali	89%	7%	4%	Oct 15-Oct 30, 2009	2
Mauritania	78%	21%	1%	Jul 25-Sep 26, 2009	34
Mexico	53%	24%	24%	Jul 21-Aug 5, 2009	29
Moldova	44%	18%	37%	Jun 12-Jul 4, 2009	5
Montenegro	34%	39%	27%	Sep 6-Sep 21, 2009	34
Morocco	38%	52%	9%	Aug 7-Aug 24, 2009	
Nicaragua	42%	17%	41%	Jul 4-Jul 23, 2009	-3
Niger	83%	15%	2%	Jun 19-Jun 28, 2009	33
Nigeria	70%	5%	24%	Jul 15-Aug 6, 2009	-2
Pakistan	9%	68%	22%	Nov 14-Dec 7, 2009	-1
Palestinian Territories	20%	70%	11%	Aug 3-Aug 17, 2009	7
Panama	63%	7%	30%	Jul 9-Aug 3, 2009	16
Peru	47%	17%	35%	Jul 25-Aug 17, 2009	13
Philippines	58%	27%	15%	Jun 4-Jun 10, 2009	-8
Poland	32%	26%	43%	Dec 12, 2009-Jan 16, 2010	-4
Portugal	51%	3%	46%	Dec 5, 2009-Jan 5, 2010	41
Qatar	22%	52%	27%	Mar 11-Mar 25, 2009	
Romania	47%	12%	41%	Mar 3-Apr 5, 2009	
Russia	21%	51%	28%	Apr 2-Jun 14, 2009	

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