

BUSINESS AND POLITICS IN THE MUSLIM WORLD

Global Opinion Report No. 122

Week: May 30 – June 05, 2010

Presentation: June 09, 2010

M. Zubair

Summary of Article	02
Prelude	03
Summary of Polls	04
WEST & CENTRAL ASIA	
○ Turkey's Reaction to Israel Raid Not Strong Enough, Says Turks	07
NORTHEAST ASIA	
○ Japanese Government Cannot Stop Freefall	08
SUB-SAHARAN AFRICA	
○ Nigerians want Mr President to Solve Power Problems	09
EAST EUROPE	
○ Poland Not Keen on Euro Adoption Yet	12
WEST EUROPE	
○ Britons Decidedly Reject Adopting the Euro	13
NORTH AMERICA	
○ President Obama Back at 48% in U.S.	14
○ Federal Debt, Terrorism Considered Top Threats to U.S.	15
○ Marrying Out One-in-Seven New U.S. Marriages is Interracial or Interethnic	18
○ Firm Support for Arizona Immigration Law in U.S.	28
○ Republicans Move Ahead in Generic Ballot for Congress	29
○ Hope of Finding Work Halved After 6 Months of Unemployment	32
○ Many Americans Would Modify Oil Pollution Act	35
○ Views of Canadians on Economy Remain Steady	36
○ Canadian Tories Lead, But Merger Could Sway Voters	37
LATIN AMERICA	
○ Peruvian Race Lacks Clear Frontrunner	38
○ Serra Drops, Presidential Race in Brazil is Tied	40
AUSTRALASIA	
○ New Zealanders Urge Rise of Drinking Age	41
MULTI-COUNTRY POLLS	
○ Child Abuse Underreported in Latin America	41
○ Most Europeans See Biodiversity Loss as Serious Problem	44
○ Chinese Consumers Increasingly Sceptical of Companies' CSR Communications	49
○ Increase In Green Behavior Seen, As Indians Rank Most Sustainable, Americans Rank Lowest, In 2010 Greendex Survey	50
CYBER WORLD	
○ Your New Tube: Online Video Continues to Grow	55
○ Blogs Poke Facebook, Apple Leads on Twitter Again	59

Summary of Article

Genesis of Global Public Sphere

Rudolf Stichweh

Professor of Sociological Theory

University of Bielefeld

Development 46, 2003

The author argues that the emergence of public sphere and global public sphere are co-occurrent phenomena. He says that the citizenry discussion about common political issues e.g. increasing role of monarch, religion in politics was not just limited to one country rather these were in the shape of a movement across the Europe. From its beginning the public sphere was conceived as European public sphere to which competing claims of European states were addressed. He defines public sphere as the internal environment of national political system. On the other hand he says global public sphere then may be defined as the internal environment of the arising system of world politics. He uses the metaphor of a second mirror for public sphere in which performance of state and market is reflected. He looks at the audience roles and the paradoxical concept of public opinion in such a global system. He then focuses on the two different but complementary meanings the mass media and the internet contribute to the present-day understanding of a public sphere. The world public sphere of the internet is a distributed system which functions with out any need for simultaneity and thematic homogenization. It is the other way around with mass media which somehow find their culmination in simultaneously congregating hundreds of millions of people observing the same picture of a world event.

Prelude

This week report consists of 24 surveys. Four of these are multi-country surveys while the rest are national surveys from different regions of the world.

The Muslims Reaction to Israeli Attack on Freedom Flotilla

Last week Israel attacked Gaza bound flotilla that was taking aid to the besieged Palestinian. The voyage was actually a protest against the Israeli blockade of Gaza. The ship was carrying European parliamentarians, civil society representatives, journalists from different countries and the common people as well, most of them were Turks. Israel attacked the ship in international waters that was against international law. The attack took at least ten lives, nine of whom were Turks. Turkish president, prime minister, foreign secretary, and Turkish media censured Israel for this attack. Similar was the out rage in other Muslim countries. However a recent survey in Turkey shows that people were still not satisfied with the Turkish government reaction to Israeli attack. What does Turks and Muslims living in other parts of the world are expecting from their governments?

International community also censured for this attack. Several countries including European as well, Arab League, and Organization of Muslim Conference demanded for an international investigation. However the U.S. reaction to incident was very cautious and it supported an Israeli investigation.

Looking at the survey, what does the Turkish dissatisfaction with their government reaction mean? Is the Turkish reaction representative of all the Muslims living in different parts of the world? Generally we find a gap between public perceptions in predominant Muslim countries and their states official state on several foreign policy issues. Take the example of relations with U.S. or Israel, and war on terror. Somewhat similar seems to be the public feelings on this current episode of flotilla.

The Israeli attack has once again revitalized the Muslims sympathies with Palestinian. Will this further help unite Muslim states on a single stand regarding Palestine issue? Can Muslims states really generate international diplomatic pressures at this point of history against Israel to pay due respect to Palestinian right to co-exists? To what extent this incident bring U.S. pro-Israel policy to lime light?

SUMMARY OF POLLS

WEST & CENTRAL ASIA

Turkey's Reaction to Israel Raid Not Strong Enough, Says Turks

A recent survey of Turkish population show that six in ten Turks believe their state's reaction to Israeli attack on Gaza bound flotilla was not strong enough. Turks also perceive the attack as a move by Israel to put Erdogan in difficult situation at home and abroad.

June 04, 2010

NORTHEAST ASIA

Japanese Government Cannot Stop Freefall

People in Japan are decidedly rejecting the government, according to a poll by *Asahi*. 64 per cent of respondents disapprove of the administration led by prime minister Yukio Hatoyama, up three points since April.

May 31, 2010

SUB-SAHARAN AFRICA

Nigerians want Mr President to Solve Power Problems

Following the death of President Umaru Musa Yar Adua, Acting President Goodluck Jonathan was sworn in as the 14th Head of State of the Federal Republic of Nigeria on the 6th of May, 2010. President Jonathan has cited anti-corruption, power and electoral reform as the key issues he hopes to tackle between now and next year, when elections are scheduled to hold. A recent survey of Nigerians shows that the President's targets are in line with the key concerns of the citizenry.

May 2010

EAST EUROPE

Poland Not Keen on Euro Adoption Yet

While most of the recent discussions related to Poland's political life have centred on the upcoming presidential election, the country has to make a major decision related to the adoption of the euro. Last month, there was little consensus on whether replacing the zloty should happen soon.

June 03, 2010

WEST EUROPE

Britons Decidedly Reject Adopting the Euro

Very few people in Britain are interested in adopting the euro as the national currency, according to a poll by Angus Reid Public Opinion. 79 per cent of respondents would vote against this idea in a referendum.

June 02, 2010

NORTH AMERICA

President Obama Back at 48% in U.S.

Public backing for Barack Obama increased this month in the United States, according to a poll by Angus Reid Public Opinion. 48 per cent of respondents approve of their president's performance, up two points since April.

May 31, 2010

Federal Debt, Terrorism Considered Top Threats to U.S.

Terrorism and federal government debt tie as the most worrisome issues to Americans when they consider threats to the future wellbeing of the U.S. Four in 10 Americans call each an "extremely serious" threat, with healthcare costs ranking a close third.

June 4, 2010

Marrying Out One-in-Seven New U.S. Marriages is Interracial or Interethnic

A record 14.6% of all new marriages in the United States in 2008 were between spouses of a different race or ethnicity from one another. This includes marriages between a Hispanic and non-Hispanic (Hispanics are an ethnic group, not a race) as well as marriages between spouses of different races -- be they white, black, Asian, American Indian or those who identify as being of multiple races or "some other" race.

June 4, 2010

Firm Support for Arizona Immigration Law in U.S.

A month has passed since the Arizona State Legislature first gave the go-ahead to the controversial Support Our Law Enforcement and Safe Neighborhood Act. The views of Americans on the scope of this piece of legislation have not changed: a large majority of respondents are in favour of implementing four of its key components in their own state.

June 04, 2010

Republicans Move Ahead in Generic Ballot for Congress

Gallup tracking of 2010 congressional voting preferences shows Republicans moving back ahead of Democrats, 49% to 43%, by two points their largest lead of the campaign to date. Registered voters' preferences had been closely divided for the last several weeks.

June 2, 2010

Hope of Finding Work Halved After 6 Months of Unemployment

Unemployed Americans' hopes for finding work in the next four weeks drop sharply as their length of unemployment increases, from 71% for those who have been unemployed less than a month to 36% among those unemployed for more than six months.

June 3, 2010

Many Americans Would Modify Oil Pollution Act

Many Americans would like to increase the civil liability for companies responsible for oil spills off the U.S. coast, according to a poll by Angus Reid Public Opinion. 65 per cent of respondents support raising the \$75 million cap on damages under the Oil Pollution Act.

June 02, 2010

Views of Canadians on Economy Remain Steady

As was the case last month, a majority of Canadians are content with their national economy, and concerns over the future are significantly lower than in the United States or Britain.

June 04, 2010

Canadian Tories Lead, But Merger Could Sway Voters

The Conservative Party is still in first place in Canada, according to a poll by Angus Reid Public Opinion. 35 per cent of respondents would support the Tories in the next federal election.

June 01, 2010

LATIN AMERICA

Peruvian Race Lacks Clear Frontrunner

No candidate is commanding the early stages of Peru's next presidential election, according to a poll by Datum Internacional. 22 per cent of respondents would vote for

Lima city mayor Luis Castañeda Lossio of the National Solidarity Party (PSN) in next year's ballot, down four points since December.

June 02, 2010

Serra Drops, Presidential Race in Brazil is Tied

This year's presidential election in Brazil promises to be a tight contest, according to a poll by Datafolha published in *Folha de Sao Paulo*. 37 per cent of respondents would vote either for Jose Serra of the Brazilian Party of Social Democracy (PSDB) or Dilma Rousseff of the ruling Workers' Party (PT) in the October ballot.

May 30, 2010

AUSTRALASIA

New Zealanders Urge Rise of Drinking Age

New Zealanders are renewing calls for the return of a higher drinking age following the death of a teenager who chugged a bottle of vodka at a party.

June 05, 2010

MULTI-COUNTRY POLLS

Child Abuse Underreported in Latin America

Forty million children younger than 15 are victims of violence, abuse, and neglect in Latin America and the Caribbean, according to a 2006 UNICEF report. Much of this violence takes place in the home, but Gallup surveys in the region show most adults who know of a child who was beaten or physically mistreated by a family member in the past month say this incident went unreported.

June 4, 2010

Most Europeans See Biodiversity Loss as Serious Problem

As millions worldwide celebrate World Environment Day on Saturday and reflect on how they can conserve the diversity of life on Earth, a Flash Eurobarometer survey finds more than 9 in 10 adults in the European Union agree that biodiversity loss is a very or fairly serious problem globally.

June 2, 2010

Chinese Consumers Increasingly Sceptical of Companies' CSR Communications

Chinese consumers are becoming as cynical as those in the West about the way companies communicate about their social and environmental performance, according to the latest wave of GlobeScan's annual global tracking research on public views of corporate social responsibility.

June 01, 2010

Increase In Green Behavior Seen, As Indians Rank Most Sustainable, Americans Rank Lowest, In 2010 Greendex Survey

Environmentally friendly behavior among consumers in 10 of 17 countries has increased over the past year, according to the third annual survey by the National Geographic Society and international polling firm GlobeScan.

June 3, 2010

CYBER WORLD

Your New Tube: Online Video Continues to Grow

Seven-in-ten adult internet users (69%) -- or roughly half (52%) of all U.S. adults -- have used the internet to watch or download video. Young adult internet users, 18-29 year-olds, continue to be the heaviest consumers of online video.

June 3, 2010

Blogs Poke Facebook, Apple Leads on Twitter Again

When the oil spill in the Gulf of Mexico dominated the mainstream press, the social media were focused on news that revolved around computer technology. Privacy of facebook users remained the top issue on blogs followed by computer virus infecting human. On Twitter, apple dominated again this week.

June 3, 2010

WEST & CENTRAL ASIA

Turkey's reaction to Israel raid not strong enough, says survey

June 04, 2010

Turkey's reaction to an Israeli attack on a Gaza-bound aid flotilla that killed nine Turks on Monday is not strong enough, according to a survey released here Friday.

Turkey decided to recall its ambassador to Israel after the raid, with President Abdullah Gul saying that ties between Turkey and Israel "will never be the same again." On Friday, Deputy Prime Minister Bulent Arnic said that Ankara will reduce economic and defense ties with Israel "to the minimum level."

However, a survey by the MetroPOLL Research Company covering 1, 000 people showed that 60 percent of respondents believed that Turkey should have shown a stronger reaction to Israel, whereas 33 percent said the reaction was right on point.

Around 45 percent of respondents said the real reason behind the Israeli attack on Freedom Flotilla was to place Turkish Prime Minister Recep Tayyip Erdogan in a difficult situation in the domestic and global arena.

However, 33 percent of respondents said Israel's aim was to prevent the breaking of its blockade on Gaza.

The survey was conducted in 31 different provinces across Turkey on Thursday.

Israeli navy commandos early Monday morning raided the international aid flotilla and clashed with activists on one of the ships. Nine Turkish activists, including one with U.S. nationality, were killed and dozens were injured in the incident.

NORTHEAST ASIA

Japanese Government Cannot Stop Freefall

May 31, 2010

People in Japan are decidedly rejecting the government, according to a poll by *Asahi*. 64 per cent of respondents disapprove of the administration led by prime minister Yukio Hatoyama, up three points since April.

In August 2009, Japanese voters renewed the House of Representatives. Final results gave the Democratic Party of Japan (DPJ) a victory with 308 of the 480 lower house seats at stake. DPJ leader Hatoyama was sworn in as prime minister in September.

Aside from a brief period in the 1990s, the Liberal Democratic Party (LDP) had administered Japan's government for more than five decades.

The former LDP-led government was marred by corruptions scandals. The new government has been the subject of suspicions as well.

In December, Hatoyama was criticized after it was revealed that political donations registered under the names of several individuals actually came from his mother. The Japanese prime minister has acknowledged receiving a monthly contribution of about \$164,000 U.S. from his mother, but vowed to pay back taxes and penalties amounting to about \$6.5 million U.S.

In January, three current and former aides of Ichiro Ozawa, the DPJ's secretary general, were arrested and charged with falsifying information in party fundraising reports. The three men were identified as Mitsutomo Ikeda, current DPJ lawmaker Tomohiro Ishikawa, and Takanori Okubo.

In late April, a judicial panel decided that Ozawa should be criminally charged over the funding scandal.

Earlier this month, Japanese financial services minister Shizuka Kamei warned that the country will not escape a crisis in Europe sparked by Greece's ballooning debt, saying, "Japan cannot avoid suffering a [negative] impact."

Polling Data

Do you approve or disapprove of Yukio Hatoyama's cabinet?

	May 2010	Apr. 2010
Approve	21%	25%
Disapprove	64%	61%

Source: Asahi

Methodology: Interviews with 2,077 Japanese adults, conducted on May 15 and May 16, 2010.

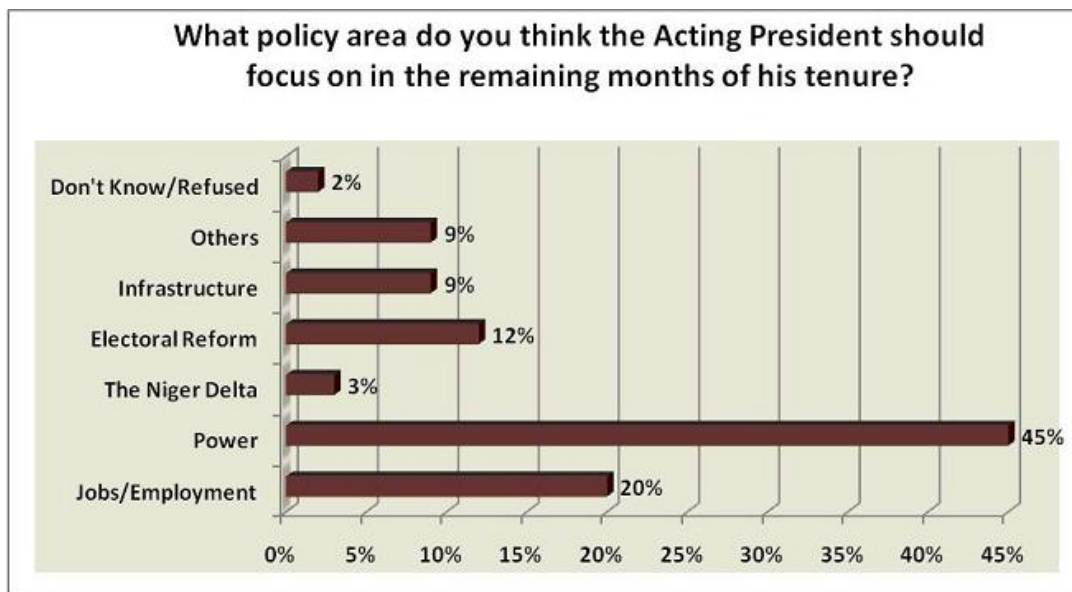
No margin of error was provided.

SUB-SAHARAN AFRICA

Nigerians want Mr President to Solve Power Problems

Following the death of President Umaru Musa Yar Adua, Acting President Goodluck Jonathan was sworn in as the 14th Head of State of the Federal Republic of Nigeria on the 6th of May, 2010. President Jonathan has cited anti-corruption, power and electoral reform as the key issues he hopes to tackle between now and next year, when elections are scheduled to hold.

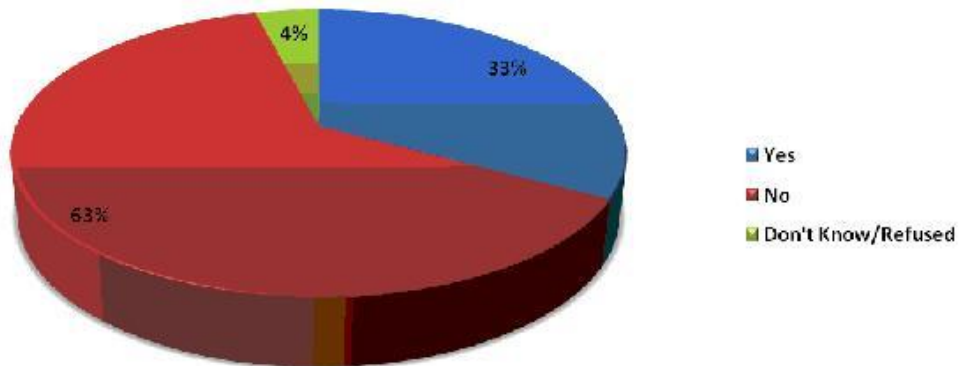
A recent survey of Nigerians conducted by NOI Polls shows that the President's targets are in line with the key concerns of the citizenry. When asked the question 'What policy area do you think the president should focus on in the remaining months of his tenure?', a majority of the respondents (45% to be precise) said he should focus on power. 20% of Nigerians believe that the president should concentrate on jobs/employment, 12% listed electoral reform as priority while infrastructural development was mentioned by 9% of the respondents.



Future Elections and the Emergence of Presidential Candidates in Nigeria

As part of the poll, Nigerians were also quizzed about the application of a Zoning Formula in selecting Presidential candidates. To the question 'Do you think/agree that there should be a zoning formula for the emergence of Presidential candidates in Nigeria?', more than 6 in 10 (63%) respondents answered 'No'.

Do you think/agree that there should be a zoning formula for the emergence of presidential candidates in Nigeria?

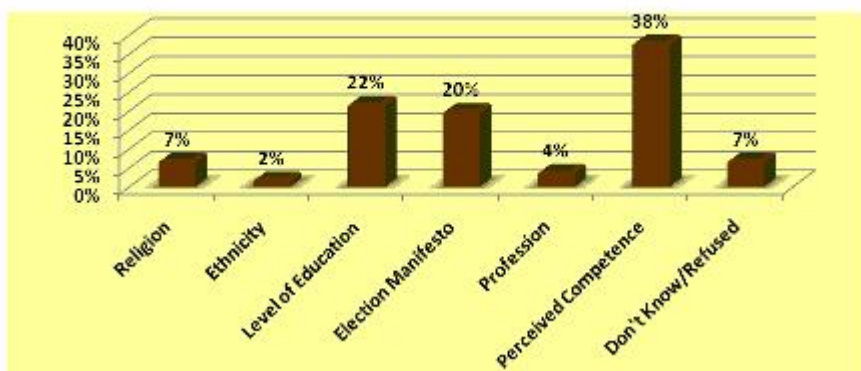


33% responded in the affirmative while 4% either didn't know or refused to answer the question.

Competence is more important.....

Rather than zoning, Nigerians consider other factors to be more significant when choosing the country's president. In response to the question 'What do you consider to be the most important criteria that should be applied in choosing/selecting the Nigerian President?', 38% of respondents answered 'perceived competence'.

What do you consider to be the most important criteria that should be applied in choosing/selecting the Nigerian President?



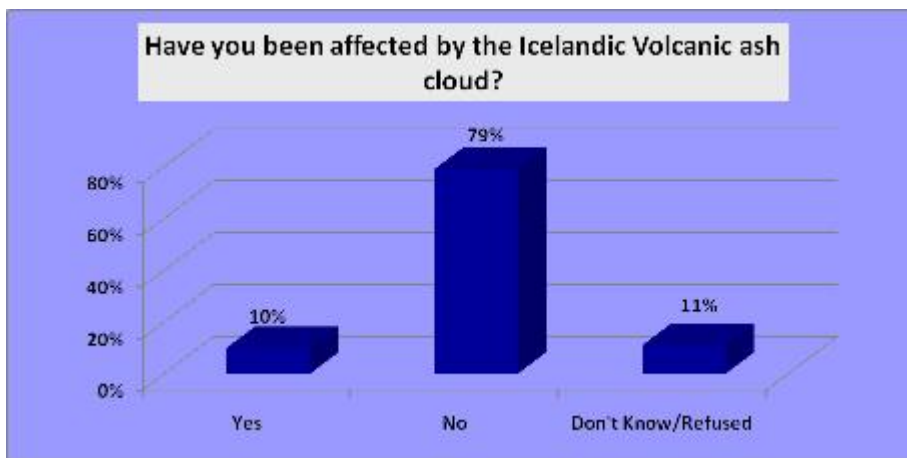
Also considered to be important by respondents is the level of education of the candidates (22%) and election manifesto/promises (20%). Ethnicity was considered the least significant factor (2% of respondents), while religion polled just 7% amongst the respondents.

The Icelandic Volcanic Ash Cloud and its Impact on the Nigerian people

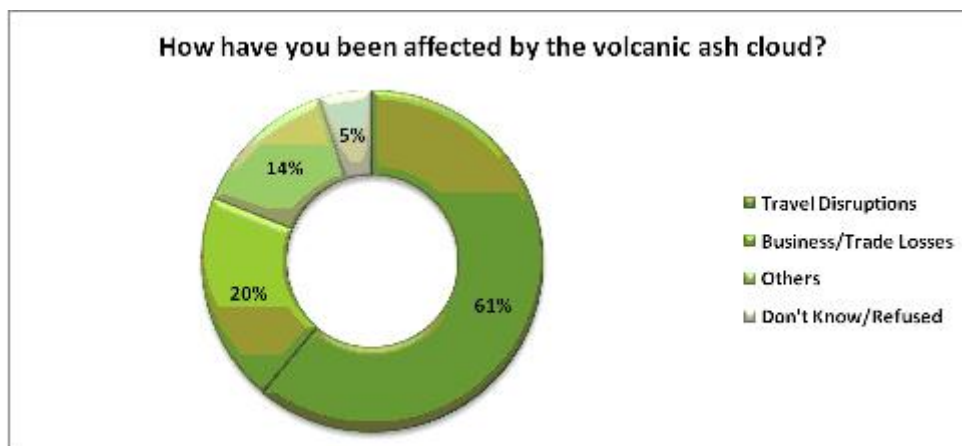
Seismic activity around Iceland's Eyjafjallajökull volcano began in December 2009 and led to an eruption on March 20th, 2010. A later, ongoing eruption beginning on April 14th resulted in a plume of ash which led to the closure of much of Europe's airspace from the 15th of April, 2010. Apart from the short and long term environmental impact of the volcanic eruptions, many people all over the globe experienced travel disruptions.

In addition, the air line and other trade industries which rely on air travel also experienced huge financial losses.

NOI polls asked Nigerians if they were aware of the Icelandic Volcanic Cloud, if they had been affected by it and how. 81% of people quizzed by NOI Polls were aware of the volcanic ash cloud. In addition, 79% of respondents said that they had been affected by it.



On how the respondents had been affected, 61% cited disruption to travel plans, while 20% said that they had experienced business/trade losses.



Survey Results.

This survey shows that Nigerian's want the President to prioritise tackling the problems in the nation's power industry. In addition, the majority of Nigerians do not consider a zoning formula necessary in the emergence of presidential candidates but feel that selection of candidates should be based on their level of competence.

Finally, in line with global happenings, Nigerians were affected by the Icelandic Volcanic ash cloud with many feeling the impact in the areas of travel and business.

Survey Methods.

Respondents for the snap poll were randomly selected from a database of phone-owning Nigerians aged 15 and above, compiled by NOI Polls. 1,207 people took part in the telephone interviews from the 27th and 30th of April, 2010. For a sample of this size, we can say with 95% confidence that the maximum margin of sampling error is ± 2.82 percentage points. 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.

EAST EUROPE

Poland Not Keen on Euro Adoption Yet

June 03, 2010

While most of the recent discussions related to Poland's political life have centred on the upcoming presidential election, the country has to make a major decision related to the adoption of the euro. Last month, there was little consensus on whether replacing the zloty should happen soon.

In April 2010, two-in-five Poles (41%) said they supported the adoption of the euro as the national currency, while half (49%) voiced opposition. Polish Prime Minister Donald Tusk had established 2015 as the target date for the euro to replace the zloty.

The reticence from Poles may come from two factors. A weaker zloty allowed Poland to avoid recession, and made it the only member of the European Union (EU) whose economy expanded in 2009. Now, with the Greek crisis fresh in the minds of respondents, the idea of the country joining the eurozone is not palatable.



Poland’s main politicians seem concerned about the effect the single currency may have on the country. While the anti-euro stance of former prime minister and Law and Justice Party (PiS) presidential candidate Jaroslaw Kaczynski is well documented, the frontrunner in the race—Civic Platform (PO) contender Bronislaw Komorowski—intends to postpone the country’s adoption of the euro until the "European economy expands faster than Poland."

The presidential election in Poland is scheduled for Jun. 20. Komorowski may have enough support to secure a first round victory.

The euro has been used in 12 EU countries since January 2002. At the time, Britain, Denmark and Sweden were the only EU members that did not adopt the currency. Slovenia began using the euro in 2007, Cyprus and Malta in 2008, and Slovakia in 2009.

A survey in Britain found that only nine per cent of respondents would vote in favour of the adoption of the euro.

WEST EUROPE

Britons Decidedly Reject Adopting the Euro

June 02, 2010

Very few people in Britain are interested in adopting the euro as the national currency, according to a poll by Angus Reid Public Opinion. 79 per cent of respondents would vote against this idea in a referendum.

The euro has been used in 12 European Union (EU) countries since January 2002. At the time, Britain, Sweden and Denmark were the only EU members that did not adopt the currency. At this point, the euro is the official currency in 16 of the 27 EU member states. The European Central Bank has set a fiscal deficit limit of 3.0 per cent to allow other member nations to adopt the euro. Slovenia began using the currency in 2007, Cyprus and Malta in 2008, and Slovakia in 2009.

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.

On May 26, Cameron discussed his views on the euro, saying, "I think we were right not to join the euro and I think we're right to stay out of the euro and, actually, in our coalition agreement it rules out any joining of the euro in the current Parliament and I think that's important. (...) When you have a single currency, you have to have a single interest rate and some need for more of a single economic policy across Europe and that has always been my concern."

Polling Data

If a referendum on whether the United Kingdom should adopt the euro as its currency were held tomorrow, how would you vote?

In favour of the United Kingdom adopting the euro	9%
Against the United Kingdom adopting the euro	79%
Not sure	10%
Would not vote	2%

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.

NORTH AMERICA

President Obama Back at 48% in U.S.

May 31, 2010

Public backing for Barack Obama increased this month in the United States, according to a poll by Angus Reid Public Opinion. 48 per cent of respondents approve of their president's performance, up two points since April.

In American elections, candidates require 270 votes in the Electoral College to win the White House. In November 2008, Democratic nominee Obama secured a majority of electoral votes, defeating Republican contender John McCain. In January 2009, Obama became the first African American president in U.S. history.

On May 20, Obama expressed satisfaction with the vote on financial reform in the Senate, saying, "Our goal is not to punish the banks, but to protect the larger economy and the American people from the kind of upheavals that we've seen in the past few years. And today's action was a major step forward in achieving that goal. Because of Wall Street reform, we'll soon have in place the strongest consumer protections in history."

Polling Data

Do you approve or disapprove of Barack Obama's performance as president?

	May 2010	Apr. 2010	Mar. 2010	Feb. 2010
Approve	48%	46%	48%	48%

Disapprove	45%	45%	45%	45%
Not sure	7%	9%	8%	7%

Source: Angus Reid Public Opinion

Methodology: Online interviews with 1,005 American adults, conducted on May 25 and May 26, 2010. Margin of error is 3.1 per cent.

Federal Debt, Terrorism Considered Top Threats to U.S.

Republicans perceived as best party to deal with both

June 4, 2010

Terrorism and federal government debt tie as the most worrisome issues to Americans when they consider threats to the future wellbeing of the U.S. Four in 10 Americans call each an "extremely serious" threat, with healthcare costs ranking a close third.

Perceived Threats to U.S. Future Wellbeing

How serious a threat to the future wellbeing of the United States do you consider each of the following -- extremely serious, very serious, somewhat serious, not very serious, or not a threat at all? How about ___?

	Extremely serious	Very serious	Somewhat/ Not very serious/ Not a threat at all
	%	%	%
Terrorism	40	39	21
Federal government debt	40	39	20
Healthcare costs	37	42	21
Unemployment	33	50	17
Illegal immigration	29	34	37
The size and power of the federal government	29	32	38
Having U.S. troops in combat in Iraq/Afghanistan	26	40	31
The environment, including global warming	21	30	49
The size and power of large corporations	21	31	47
Discrimination against minority groups	17	29	53

USA Today/Gallup, May 24-25, 2010

GALLUP®

On a broader basis, a majority of Americans consider all but 1 of the 10 issues rated in the May 24-25 USA Today/Gallup poll as either "extremely serious" or "very serious" threats. Discrimination against minority groups is the sole exception, with 46% calling it extremely or very serious.

Partisans Rank Issues Differently

The overall scores for terrorism and the federal debt are boosted by the relatively high percentages of Republicans -- 50% or more -- who consider each of these extremely serious, putting these at the top of the Republicans' list. The size and power of the federal government ranks third among Republicans. The top three issues for Democrats are healthcare costs, the environment/global warming, and terrorism. However, no more than 37% of Democrats call any of these issues "extremely serious."

The federal budget deficit ranks as the top issue concern for independents -- 42% call it extremely serious -- thus aligning independents closer to Republicans than to Democrats on this issue. By contrast, independents' 36% rating for terrorism is closer to Democrats' than to Republicans' rating.

Perceived Threats to U.S. Future Wellbeing -- by Party ID

Ranked by % Republicans rating each "extremely serious"

	Repub- lican	Inde- pendent	Demo- crat	Differ- ence
	%	%	%	Pct. pts.
Terrorism	53	36	34	+19
Federal government debt	50	42	26	+24
The size and power of the federal government	42	27	19	+23
Illegal immigration	37	30	19	+18
Healthcare costs	37	37	37	0
Unemployment	35	33	29	+6
U.S. troops in combat in Iraq/Afghanistan	24	26	29	-5
The size and power of large corporations	15	21	26	-11
Discrimination against minority groups	11	17	21	-10
The environment, including global warming	9	20	34	-25

USA Today/Gallup, May 24-25, 2010

GALLUP®

The greatest gaps between Republicans and Democrats -- exceeding 20 percentage points -- are seen for the environment/global warming (about which Democrats are more concerned), and the federal debt and the size of government (issues for which the Republicans show greater concern).

Republican Party Preferred on Top Issue Concerns

The Republican Party is preferred over the Democratic Party for handling the two top-ranking issues of public concern -- terrorism and federal government debt. The Democratic Party is preferred by much wider margins for the environment and discrimination against minority groups -- but these are among the least worrisome issues to Americans.

Party Preferred to Deal With Each Issue

Issues listed in order of % rating each issue as "extremely serious"

	Republican Party	Democratic Party	Net Republican
	%	%	Pct. pts.
Terrorism	49	36	+13
Federal government debt	46	39	+7
Healthcare costs	40	47	-7
Unemployment	40	48	-8
Illegal immigration	45	40	+5
The size and power of the federal government	48	37	+11
The situations in Iraq and Afghanistan	41	44	-3
The environment, including global warming	28	58	-30
The size and power of large corporations	37	48	-11
Discrimination against minority groups	28	57	-29

USA Today/Gallup, May 24-25, 2010

GALLUP®

Bottom Line

Of several potential threats to the future wellbeing of the United States, Americans seem most concerned about terrorism and several economic matters -- the federal budget debt, healthcare costs, and unemployment.

Americans are far less likely to consider other domestic issues, including illegal immigration and the environment, as serious threats. Regarding the current immigration debate over balancing U.S. security concerns with fair treatment of illegals, however, many more Americans say illegal immigration is an extremely serious threat than say this about discrimination against minority groups.

Survey Methods

Results are based on telephone interviews conducted May 24-25, 2010, with a random sample of 1,029 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia, 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 $\pm x$ percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 150 cell phone 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, Hispanic ethnicity, education, region, adults in the household, cell phone only status, cell phone mostly status 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 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.

Marrying Out

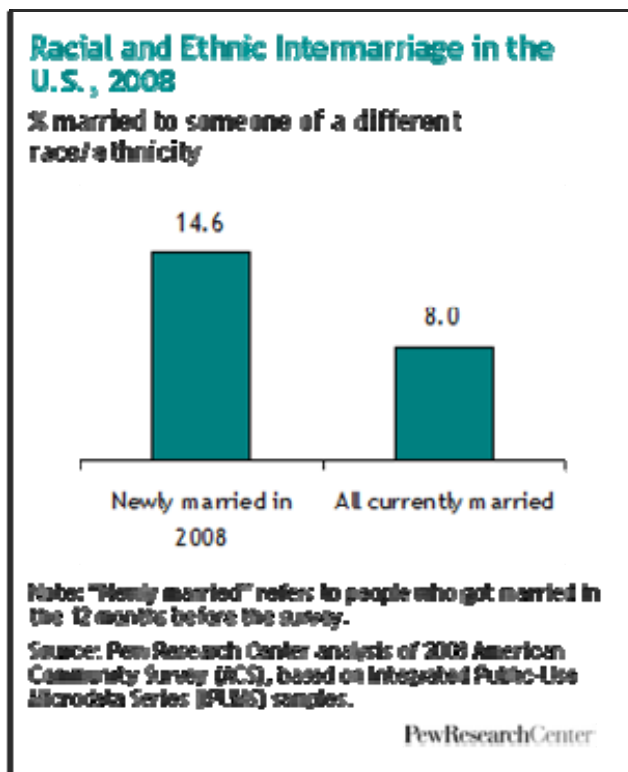
One-in-Seven New U.S. Marriages is Interracial or Interethnic

June 4, 2010

A record 14.6% of all new marriages in the United States in 2008 were between spouses of a different race or ethnicity from one another. This includes marriages between a Hispanic and non-Hispanic (Hispanics are an ethnic group, not a race) as well as marriages between spouses of different races -- be they white, black, Asian, American Indian or those who identify as being of multiple races or "some other" race.

- Among all newlyweds in 2008, 9% of whites, 16% of blacks, 26% of Hispanics and 31% of Asians married someone whose race or ethnicity was different from their own.
- Gender patterns in intermarriage vary widely. Some 22% of all black male newlyweds in 2008 married outside their race, compared with just 9% of black female newlyweds. Among Asians, the gender pattern runs the other way. Some 40% of Asian female newlyweds married outside their race in 2008, compared with just 20% of Asian male newlyweds. Among whites and Hispanics, by contrast, there are no gender differences in intermarriage rates.
- Rates of intermarriages among newlyweds in the U.S. more than doubled between 1980 (6.7%) and 2008 (14.6%). However, different groups experienced different trends. Rates more than doubled among whites and nearly tripled among blacks. But for both Hispanics and Asians, rates were nearly identical in 2008 and 1980.
- These seemingly contradictory trends were both driven by the heavy, ongoing Hispanic and Asian immigration wave of the past four decades. For whites and blacks, these immigrants (and, increasingly, their U.S.-born children who are now of marrying age) have enlarged the pool of potential spouses for out-marriage. But for Hispanics and Asians, the ongoing immigration wave has also enlarged the pool of potential partners for in-group marriage.

- There is a strong regional pattern to intermarriage. Among all new marriages in 2008, 21% in the West were interracial or interethnic, compared with 13% in both the South and Northeast and 11% in the Midwest.
- Most Americans say they approve of racial or ethnic intermarriage -- not just in the abstract, but in their own families. More than six-in-ten say it "would be fine" with them if a family member told them they were going to marry someone from any of three major race/ethnic groups other than their own.
- More than a third of adults (35%) say they have a family member who is married to someone of a different race. Blacks say this at higher rates than do whites; younger adults at higher rates than older adults; and Westerners at higher rates than people living in other regions of the country.



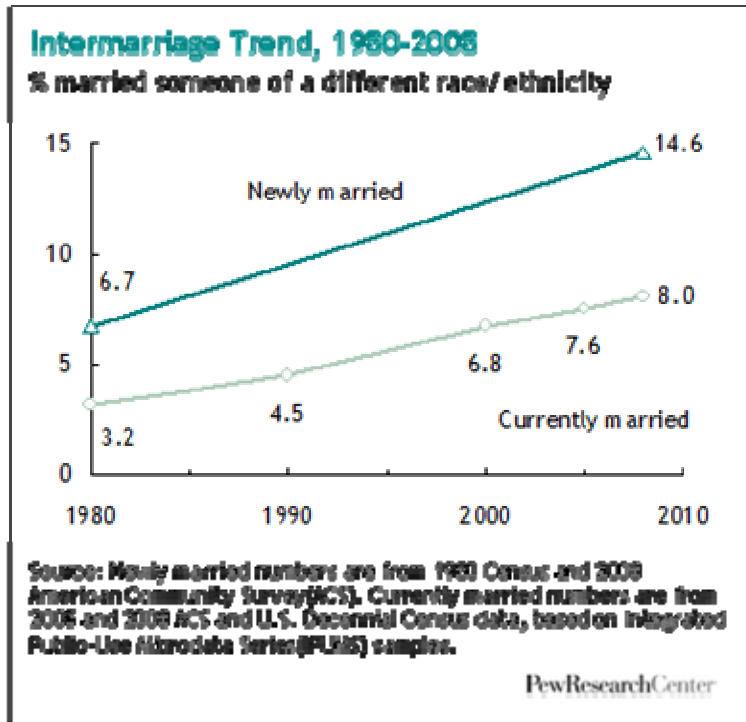
Overview

A record 14.6% of all new marriages in the United States in 2008 were between spouses of a different race or ethnicity from each other, according to a Pew Research Center analysis of new data from the U.S. Census Bureau.

That figure is an estimated six times the intermarriage¹ rate among newlyweds in 1960 and more than double the rate in 1980.

This dramatic increase has been driven in part by the weakening of longstanding cultural taboos against intermarriage and in part by a large, multi-decade wave of immigrants from Latin America and Asia.

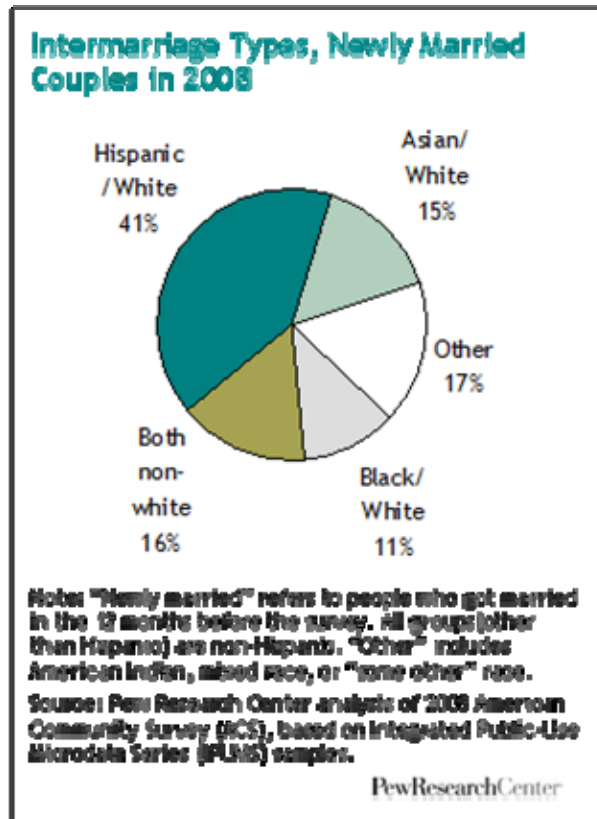
In 1961, the year Barack Obama's parents were married, less than one in 1,000 new marriages in the United States was, like theirs, the pairing of a black person and a white person, according to Pew Research estimates. By 1980, that share had risen to about one in 150 new marriages. By 2008, it had risen to one-in-sixty.



Pairings: Even with that sharp increase, however, black-white couplings represented only about one-in-nine of the approximately 280,000 new interracial or interethnic marriages in 2008.

White-Hispanic couples accounted for about four-in-ten (41%) of such new marriages; white-Asian couples made up 15%; and white-black couples made up 11%.

The remaining third consisted of marriages in which each spouse was a member of a different minority group or in which at least one spouse self-identified as being American Indian or of mixed or multiple races.

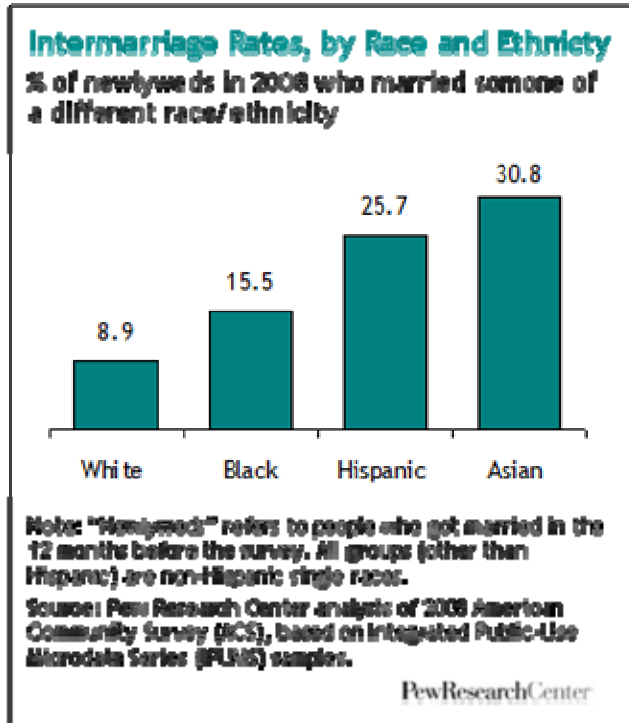


Race, Ethnicity and Immigration: Of the 3.8 million adults who married in 2008, 9% of whites, 16% of blacks, 26% of Hispanics and 31% of Asians married someone whose race or ethnicity was different from their own.

For whites these shares are more than double what they had been in 1980 and for blacks they are nearly triple. For Hispanics and Asians, by contrast, these rates are little changed from 1980. High levels of Hispanic and Asian immigration over the past several decades helped drive both seemingly contradictory trends.

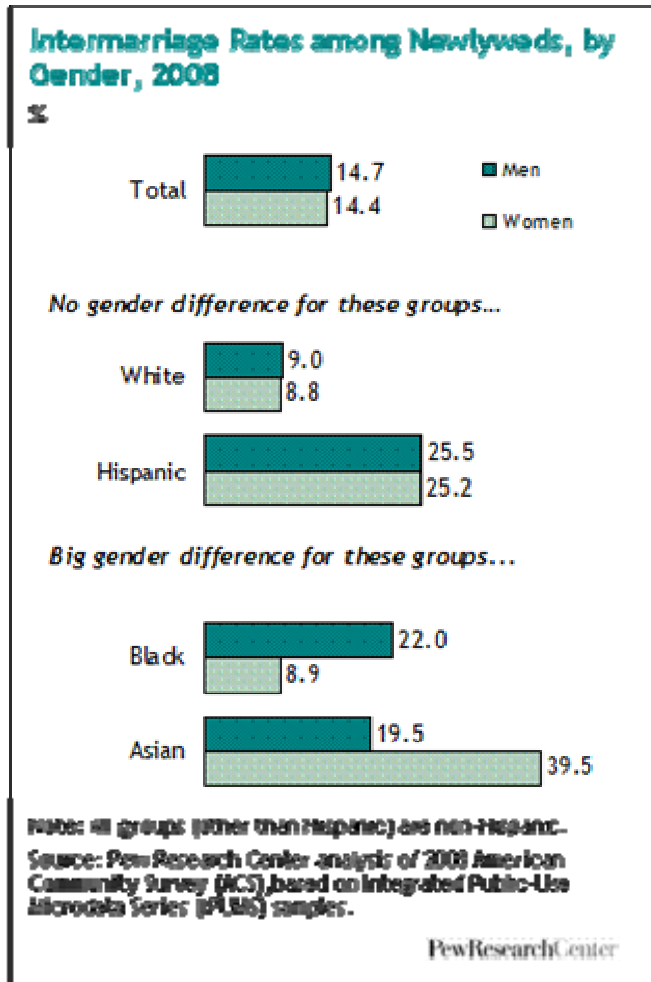
For whites and blacks, the new immigrants and (increasingly) their now grown U.S.-born children have enlarged the pool of potential partners for marrying outside one's own racial or ethnic group. But for Hispanics and Asians, the ongoing immigration wave has greatly enlarged the pool of potential partners for in-group marrying.

Gender: Among blacks and Asians, there are stark differences by gender in the tendency to marry outside their own racial group. Some 22% of all black male newlyweds in 2008 married outside their race, compared with just 9% of black female newlyweds. Among Asians, the gender pattern runs the opposite way. Some 40% of Asian female newlyweds in 2008 married outside their race, compared with just 20% of Asian male newlyweds.



Among whites and Hispanics, by contrast, there are no gender differences in intermarriage rates. About 9% of both male and female white newlyweds in 2008 married a nonwhite spouse, and about a quarter of both male and female Hispanic newlyweds in 2008 married someone who is not Hispanic.

States and Regions: Intermarriage in the United States tilts West. About one-in-five (21%) of all newlyweds in Western states married someone of a different race or ethnicity in 2008, compared with 13% in the South and Northeast and 11% in the Midwest. All nine states with out-marriage rates of 20% or more in 2008 are situated west of the Mississippi River: Hawaii (43%); Nevada (28%); Oregon (24%); Oklahoma (23%); California (22%); New Mexico (22%); Colorado (21%); Arizona (21%); and Washington (20%). (See Appendix III for a fifty state table).

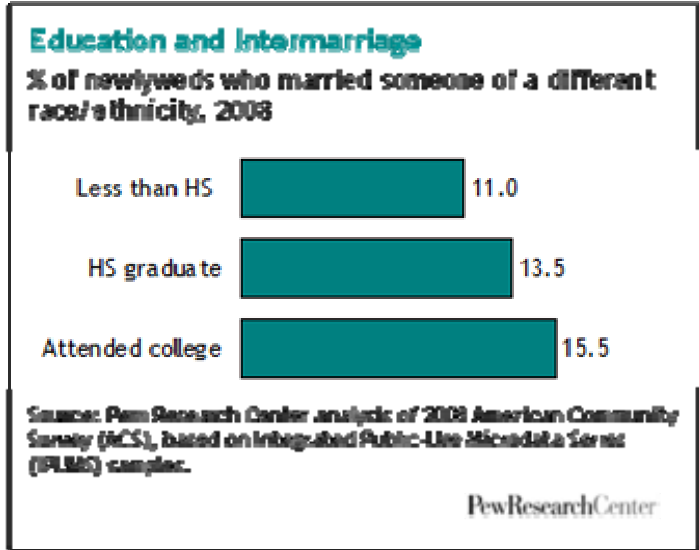


Regional out-marriage patterns vary in other ways. For example, blacks who live in the West are three times as likely to out-marry as are blacks who live in the South and twice as likely as blacks in the Northeast or Midwest.

Among Hispanics, by contrast, the highest rate of out-marriage is in the Midwest (41%) reflecting a general tendency for out-marriage rates to be higher among smaller groups. As for Asians, relatively few live in the South, but those who do are more likely to out-marry (37%) than are those who live in other regions.

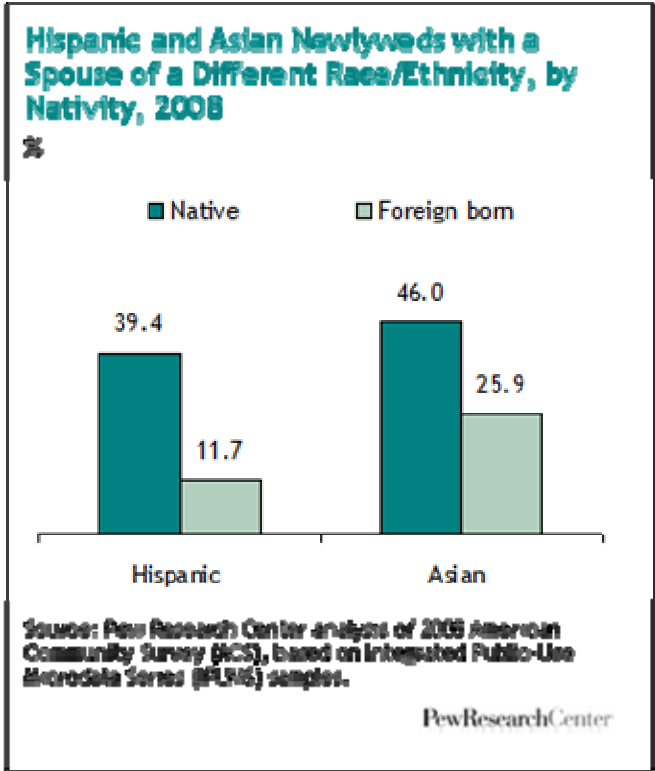
The nation's most populous state, California, presents the following anomaly: in 2008, white (20%) and black (36%) newlyweds were more likely to out-marry than were Hispanics (18%).

In all other states where data are available for these groups, the reverse was true—Hispanic newlyweds out-married at higher rates than did whites or blacks. (See appendix for states and regional table or click here for an interactive map)



Education: Marrying out is more common among adults who attended college than among those who did not, but these differences are not large. Of all newlyweds in 2008, 15.5% of those who attended college married outside their race or ethnicity, compared with 13.5% of those who completed high school and 11.0% of those who did not complete high school.

Nativity Status: Marrying out is much more common among native-born adults than among immigrants. Native-born Hispanics are more than three times as likely as the foreign born to marry a non-Hispanic.

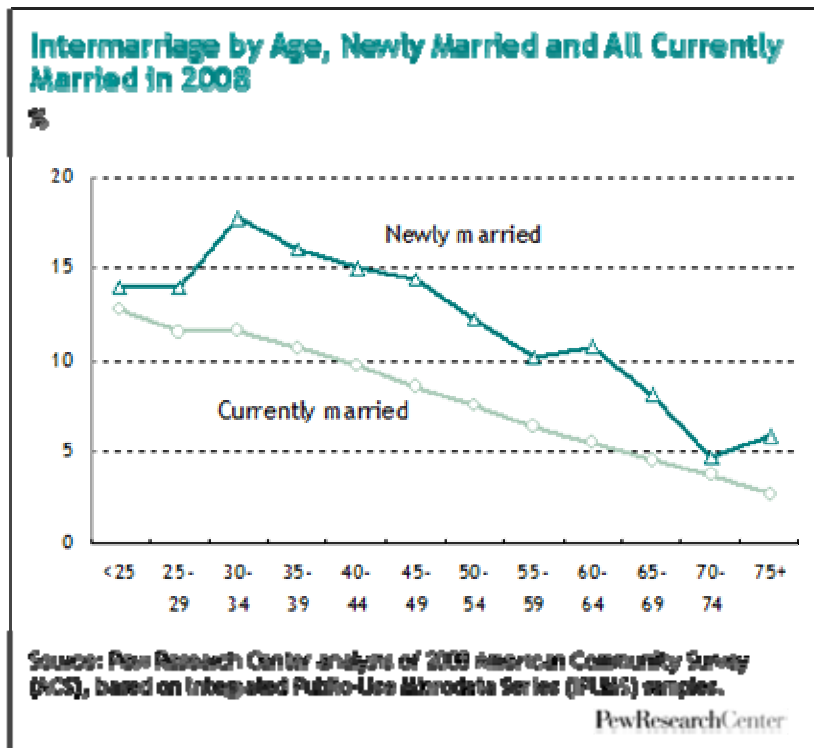


The disparity among native- and foreign-born Asians is not as great, but it is still significant; native-born Asian-Americans are nearly twice as likely as those who are foreign born to marry a non-Asian.

Here again, there are sharp gender differences. Among Asian men, the native born are nearly four times as likely as the foreign born to marry out. Among Asian women, the native born are only about 50% more likely than the foreign born to marry a non-Asian.

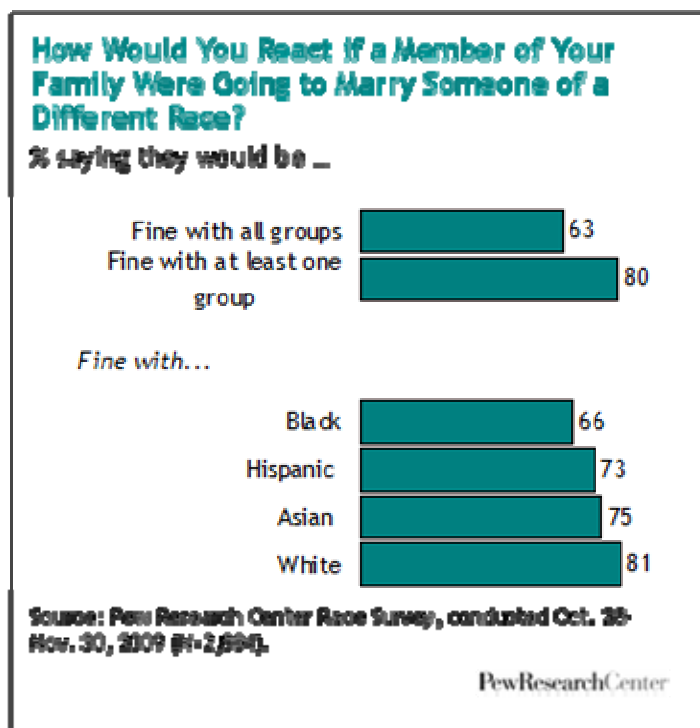
All Current Marriages: Another way to measure trends in intermarriage is to look at the full universe of all currently married adults (regardless of when they married).

In 2008, a record 8% of currently married adults had a spouse of a different race or ethnicity. In 1980, this figure was 3.2%.



Age Patterns: In the currently married population, intermarriage is strongly correlated with age. Some 13% of all currently married adults ages 25 or younger have married out. That share declines in a linear fashion as the age of the married adult rises. Among married adults ages 75 and older, just 3% have married out. This pattern arises because of two main factors: (1) the majority of marriages occur among younger adults and (2) intermarriage rates have been rising steadily over the last 40 years.

Among newlyweds in 2008, however, the relationship of intermarriage and age is not as strong. The intermarriage rate is around 15 % for newlyweds under age 50 (the vast majority of all newly weds). Rates decline among newlyweds over age 50.

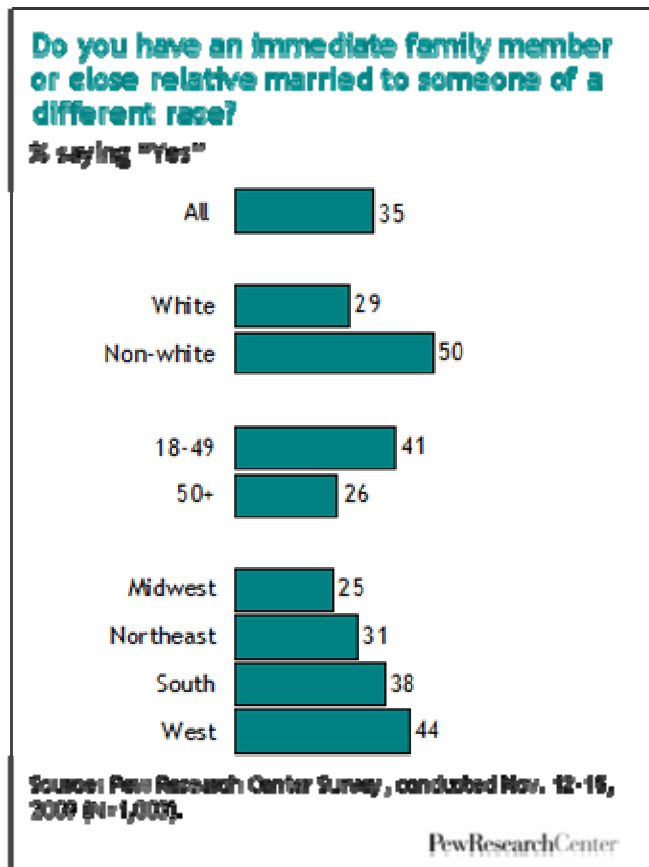


The Fading of a Taboo: Today's attitudes and behaviors regarding intermarriage represent a sharp break from the not-too-distant past. For most of this nation's history, a majority of states had anti-miscegenation laws that made it illegal for whites and nonwhites to marry. Many states repealed these laws after World War II, and the U.S. Supreme Court's ruling in *Loving v. Virginia* in 1967 had the effect of declaring unconstitutional anti-miscegenation laws in the 15 states where they were still on the books.

However, attitudinal and behavioral change did not come overnight. As of 1987 -- two decades after the Supreme Court ruling -- just 48% of the public said it was "OK for whites and blacks to date each other." By 2009, that share had grown to 83%. Acceptance has risen among all age cohorts, but it is highest among young adults. Among adults ages 18 to 32, 93% approve; among adults ages 64 and older, 68% approve.²

As for attitudes about interracial marriage, a 2009 Pew Research survey posed that question in explicitly personal terms: "How do you think you would react if a member of your family told you they were going to marry a [white American/African-American/Hispanic-American/Asian-American]? Would you be fine with it, would it bother you but you would come to accept it, or would you not be able to accept it?"

Survey respondents were asked about all major racial and ethnic groups except their own. Overall, 63% said it would be fine with them if a family member married "out" to all three other major racial and ethnic groups tested in the survey, and 80% said they would be fine with a new member of their family who came from at least one of the "out" groups.



The survey found that acceptance of out-marriage to whites (81%) is somewhat higher than is acceptance of out-marriage to Asians (75%), Hispanics (73%) or blacks (66%). The survey also showed the flip side of the same coin: Black respondents are somewhat more accepting of all forms of intermarriage than are white or Hispanic respondents. More than seven-in-ten blacks (72%) say it would be fine with them if a family member chose to marry someone who was white, Hispanic or Asian. By contrast, 61% of whites and 63% of Hispanics say they would be fine with a family member marrying someone from any of the other groups.

These racial gaps in acceptance have narrowed in the past decade. Compared with responses to the same questions in 2001, whites have grown somewhat more accepting of interracial marriage and blacks somewhat less.

All in the Family: About a third (35%) of all adults say they have an immediate family member or close relative who is married to someone of a different race, according to a newly released Pew Research Center survey finding. Whites are less likely than nonwhites to say this (29% versus 50%), and those ages 50 and over are less likely to say this than those under age 50 (26% versus 41%). Also, 44% of adults living in the West say a family member is in an interracial marriage, compared with 38% of those in the South, 31% in the Northeast and 25% in the Midwest.

1. "Intermarriage" refers to marriages between a Hispanic and non-Hispanic ("interethnic") or marriages between white, black, Asian, American Indian or those who identify as multiple races or some other race ("interracial"). All racial groups in this study are non-Hispanic. For more details see the full report.
 2. See Pew Research Center for the People & the Press, "Independents Take Center Stage in Obama Era: Trends in Political Values and Core Attitudes: 1987-2009," May 21, 2009
-

Firm Support for Arizona Immigration Law in U.S.

June 04, 2010

A month has passed since the Arizona State Legislature first gave the go-ahead to the controversial Support Our Law Enforcement and Safe Neighborhood Act. The views of Americans on the scope of this piece of legislation have not changed: a large majority of respondents are in favour of implementing four of its key components in their own state.

Three-in-four Americans (76%) believe that transporting someone who is an illegal immigrant should be a crime, two thirds would arrest people who are unable to provide documentation to prove they are in the U.S. legally (69%) and require state and local police to determine the status of a person if there is "reasonable suspicion" that they are illegal immigrants. A majority (57%) would make it a crime to hire day labourers off the street.

The results show little variation from a survey conducted in April, after the Arizona Senate had endorsed the legislation but before Governor Jan Brewer signed it. Despite a myriad of criticism from civil rights organizations—and questions about whether the law would lead to racial profiling—the needle has not moved. Most Americans believe that Arizona has taken the right course of action.

In March 2006, the Pew Hispanic Center calculated the number of undocumented immigrants in the U.S. at somewhere between 11.5 million to 12 million. A majority of respondents believe that these illegal immigrants take jobs away from American workers (59%), and two-in-five (42%) would require them to leave their jobs and be deported.

U.S. President Barack Obama supports the notion of allowing undocumented immigrants to become citizens, provided they learn English and pay a fine. This approach is similar to the "Z Visa" idea that was discussed and rejected by the U.S. Senate in 2007—and is currently supported by just one-in-four Americans (25%).

Immigration may become a thorny issue for the Democrats in the 2010 Congressional election. Despite Obama's characterization of the Arizona bill as a threat to "basic notions of fairness," the level of rejection for the key components remains low.

Republicans Move Ahead in Generic Ballot for Congress

GOP lead of 49% to 43% is largest in 2010 thus far

June 2, 2010

Gallup tracking of 2010 congressional voting preferences shows Republicans moving back ahead of Democrats, 49% to 43%, by two points their largest lead of the campaign to date. Registered voters' preferences had been closely divided for the last several weeks.

If the elections for Congress were being held today, which party's candidate would you vote for in your congressional district -- [ROTATED: the Democratic Party's candidate or the Republican Party's candidate]?

Based on registered voters



Gallup Daily tracking

Note: Percentages include those who lean toward one candidate

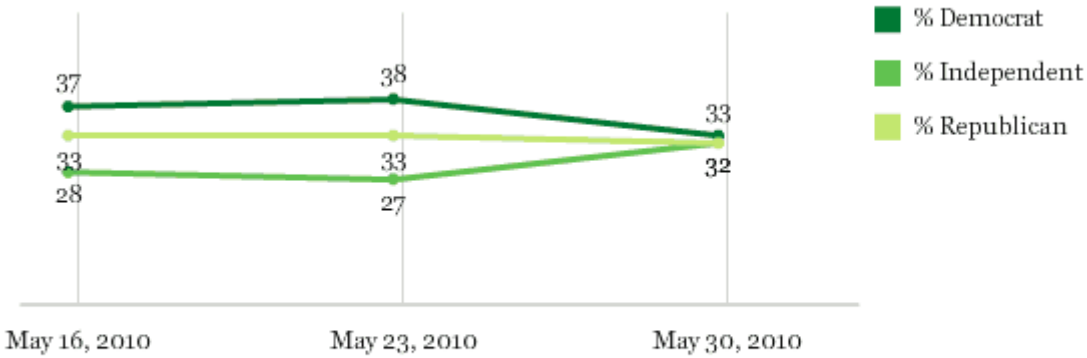
GALLUP®

These results are based on Gallup Daily tracking interviews conducted May 24-30. Republicans' largest advantage on the generic ballot prior to now was four points during the week of April 5-11. The GOP held a three-point advantage the week of April 12-18.

The shift from a more competitive race to a Republican lead occurred the same week President Barack Obama averaged a 46% job approval rating, his lowest weekly average to date.

Two structural changes in the data help explain the shift. First, while the percentage of registered voters identifying as Republicans has been consistent over the past several weeks, during the last week there was a decline in the percentage of voters identifying as Democrats and an increase in independent identifiers.

Party Identification Among Registered Voters, Recent Weekly Averages



Gallup Daily tracking

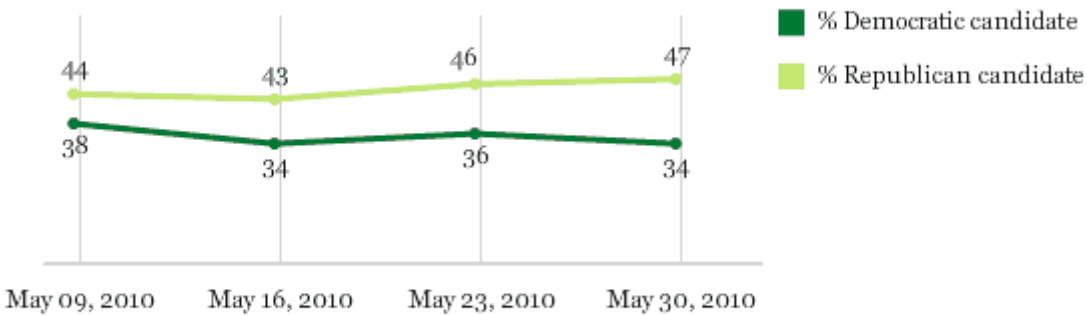
GALLUP®

That is consistent with the type of movement in party identification Gallup has observed in recent months: a narrowing of the party gap caused mostly by movement away from the Democratic Party, with no appreciable gain in the percentage of Republican identifiers.

Second, while the preferences of Republican and Democratic registered voters have largely been stable in recent weeks, the now-larger group of independent registered voters has shifted more toward Republicans in its voting preferences.

Congressional Voting Preferences Among Independents, Recent Weekly Averages

Based on registered voters



Gallup Daily tracking

GALLUP®

Enthusiasm Holding Steady

Unlike the last time Republicans moved ahead of Democrats (in late March and early April), the current shift in voter preferences has not been accompanied by a change in reported voter enthusiasm. In fact, the 29% of registered voters who say they are "very enthusiastic" about voting in the midterm elections is the lowest Gallup has measured to date, continuing to show a

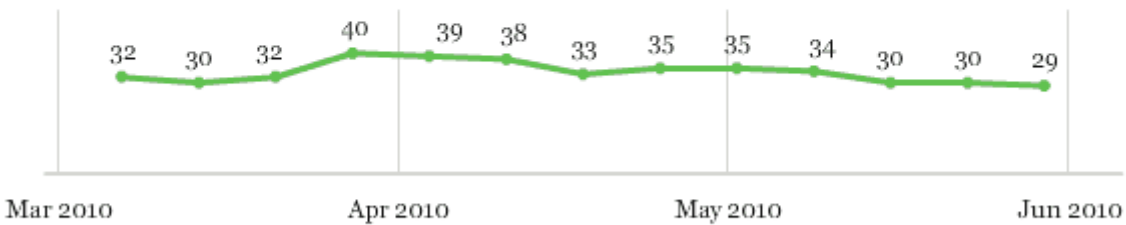
drop from the brief surge in late March and early April, near the time of healthcare reform passage.

Would you say you are enthusiastic or not enthusiastic about voting in this year's congressional elections?

If "enthusiastic": Are you very enthusiastic or somewhat enthusiastic?

Based on registered voters

■ % Very enthusiastic



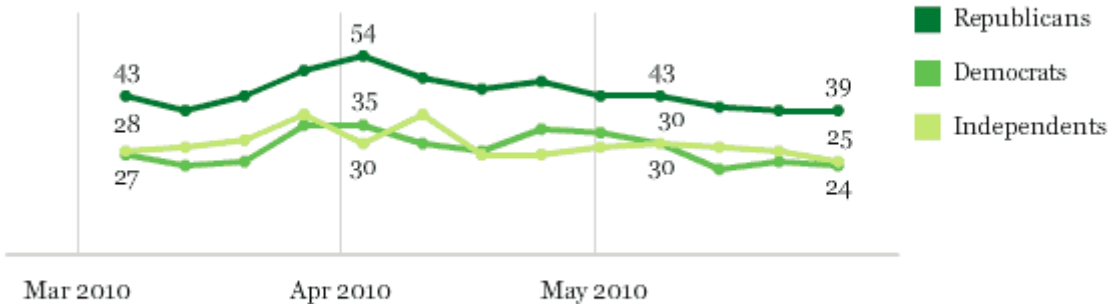
Gallup Daily tracking

GALLUP®

Still, Republicans continue to enjoy a healthy advantage in reported enthusiasm over Democrats -- 39% to 24% in the latest update. For the last four weeks, Democrats' voting enthusiasm has been at or below that of independents.

Percentage Very Enthusiastic About Voting in 2010 Midterm Elections, by Political Party

Based on registered voters



Gallup Daily tracking

GALLUP®

Bottom Line

Given the Republican Party's usual advantage in voter turnout in midterm elections, a tie on the generic congressional ballot among registered voters, as Gallup has been reporting, typically

suggests that the party would win the national popular vote for Congress if the election were held today. Now, with a lead on the generic ballot, Republicans could be in a slightly stronger position than they have been in, though it is not clear whether the recent shift marks the beginning of a lasting change in the structure of the race or perhaps a short-term response to political events such as the Obama administration's handling of the BP oil spill. The latter appeared to be the case earlier this year as Republicans built a small lead after the healthcare bill's passage into law, but the slight bump for the GOP among registered voters did not last.

Survey Methods

Results are based on telephone interviews conducted May 24-30, 2010, with a random sample of 1,594 registered voters, aged 18 and older, living in all 50 U.S. states and the District of Columbia, 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 ± 3 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 150 cell phone 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, Hispanic ethnicity, education, region, adults in the household, cell phone only status, cell phone mostly status 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 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.

Hope of Finding Work Halved After 6 Months of Unemployment

One in four unemployed Americans has been actively looking for work for a year or more

June 3, 2010

Unemployed Americans' hopes for finding work in the next four weeks drop sharply as their length of unemployment increases, from 71% for those who have been unemployed less than a month to 36% among those unemployed for more than six months.

Do you think that in the next four weeks you will have a job?

Among those who are unemployed

	Yes	No
Unemployed, overall	53%	47%
Unemployed 0-4 weeks	71%	29%
Unemployed 5-26 weeks	57%	43%
Unemployed 27+ weeks	36%	64%

Gallup Daily tracking, April 19-May 23, 2010

GALLUP®

These results are based on April 19-May 23 interviews with 2,096 unemployed adults, aged 18 and older, conducted as part of Gallup Daily tracking. Gallup classifies respondents as unemployed if they are not working, are actively looking for work, and are available for work.

During this time, Gallup found that currently unemployed Americans have been actively looking for work for a median of 14 weeks, including 25% who have been doing so for a year or more. The majority of the unemployed (51%) have been out of work more than a month but less than a year.

How many weeks have you been actively looking for employment?

Among those who are unemployed

	Number of weeks	Percentage
Median length of unemployment	14 weeks	
Unemployed 4 weeks or less		24%
Unemployed 5-26 weeks		41%
Unemployed 27-51 weeks		10%
Unemployed 52+ weeks		25%

Gallup Daily tracking, April 19-May 23, 2010

GALLUP®

Gallup's unemployment rate during this time frame was 9.5%, and it is not seasonally adjusted.

Older, Highly Educated Americans Unemployed Longest

Job seekers aged 50 to 65 report the highest median length of unemployment, at 28 weeks, while 18- to 29-year-olds report the shortest length of unemployment, at 6 weeks. Length of

unemployment for men, non-Hispanic whites, 30- to 49-year-olds, and those with college degrees or postgraduate work also exceeds the median.

How many weeks have you been actively looking for employment?

Among those who are unemployed

	Median length of unemployment
Men	18 weeks
Women	12 weeks
Non-Hispanic white	16 weeks
Black/Hispanic/Asian/Other	8 weeks
18 to 29 years	6 weeks
30 to 49 years	19 weeks
50 to 65 years	28 weeks
High school or less	12 weeks
Some college or vocational school	14 weeks
College degree or postgraduate work	20 weeks
Annual household income less than \$24,000	14 weeks
Annual household income \$24,000 or more	16 weeks

Gallup Daily tracking

GALLUP®

Bottom Line

Unemployment remains high and millions of Americans face long-term joblessness and the loss of hope that they will find work soon. Gallup will continue to track length of unemployment and will explore the physical and psychological effects of long-term unemployment in future articles.

Survey Methods

Results are based on telephone interviews with a random sample of 2,096 national adults, aged 18 and older, who are not working, are actively looking for work, and available for work, conducted as part of Gallup Daily tracking April 19-May 23, 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 ± 2.6 percentage points. All reported margins of sampling error include the computed design effects for weighting and sample design.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 150 cell phone 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, Hispanic ethnicity, education, region, adults in the household, cell phone only status, cell phone mostly status 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 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.

There are important methodological differences between Gallup daily tracking and the Current Population Survey (CPS) conducted by the Bureau of Labor Statistics. These differences include, but are not limited to, question wording, Gallup daily tracking versus CPS panel design, Gallup respondent level surveys versus CPS household level surveys, and BLS seasonal adjustments.

Many Americans Would Modify Oil Pollution Act

June 02, 2010

Many Americans would like to increase the civil liability for companies responsible for oil spills off the U.S. coast, according to a poll by Angus Reid Public Opinion. 65 per cent of respondents support raising the \$75 million cap on damages under the Oil Pollution Act.

The Oil Pollution Act was passed by Congress in 1990 to mitigate and prevent civil liability for future oil spills off the U.S. coast. The act establishes that "holders of leases or permits for offshore facilities, except deepwater ports, are liable for up to \$75 million per spill, plus removal costs."

On Apr. 20, a blowout at an oil well owned by BP Plc and located southeast of the Louisiana coast in the Gulf of Mexico caused a major oil spill which is now considered the largest in U.S. history. All attempts aimed at containing the oil spill have failed.

On May 28, U.S. president Barack Obama discussed the situation, saying, "BP is the responsible party for this disaster. What that means is they're legally responsible for stopping the leak and they're financially responsible for the enormous damage that they've created. And we're going to hold them accountable, along with any other party responsible for the initial explosion and loss of life on that platform."

Polling Data

The Oil Pollution Act was passed by Congress in 1990 to mitigate and prevent civil liability for future oil spills off the U.S. coast. The act establishes that "holders of leases or permits for

offshore facilities, except deepwater ports, are liable for up to \$75 million per spill, plus removal costs." Do you support or oppose Congress raising the \$75 million cap on damages under the Oil Pollution Act?

Support	65%
Oppose	18%
Not sure	18%

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.

Views of Canadians on Economy Remain Steady

June 04, 2010

As was the case last month, a majority of Canadians are content with their national economy, and concerns over the future are significantly lower than in the United States or Britain.

In May 2010, about three-in-five Canadians (58%) rate the economic conditions in Canada as "very good" or "good". While there is no change since the April numbers, the proportion is still nine points higher than it was six months ago.

Canada's economy grew at an annualized rate of 6.1 per cent in the first quarter of 2010. This week, the Bank of Canada raised its key lending rate to 0.50 per cent, becoming the first G-7 economy to do so.

Economic Panorama							
How would you rate the economic conditions in Canada today?							
	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
Very good	1%	0%	0%	4%	1%	1%	0%
Good	57%	60%	67%	84%	52%	54%	52%
Poor	32%	26%	23%	9%	38%	31%	43%
Very poor	6%	9%	1%	2%	4%	11%	0%
Not sure	4%	5%	9%	0%	4%	3%	4%
Good – net	58%	60%	67%	89%	53%	55%	52%
Poor – net	38%	35%	24%	11%	42%	42%	43%

Despite this seemingly glowing review, the survey suggests that the recovery has been uneven. Two-in-five Canadians (40%) have "occasionally" or "frequently" worried that they or somebody

in their household will become unemployed. Also, the idea that Canada is already out of recession is a reality for 29 per cent of respondents in British Columbia, but just 19 per cent in both Ontario and Quebec.

On the policy side, Canadian Prime Minister Stephen Harper is trusted by about two-in-five respondents (39%) to handle the economy, while Liberal leader Michael Ignatieff has a lower rating (21%). Ignatieff has been unable to gain points on the economic file, and Harper—while distrusted by half of Canadians (49%)—is well ahead of his main rival.

The one area where the Liberals do well is employment. Canadians are divided on which of the two parties would do better at creating jobs, but clearly pick the Conservatives to deal with the national debt, the recession and inflation.

The other issue that is closely related to the interest rate hike is debt. When respondents are asked how they would spend an extra \$1,000, the largest chunk of cash (\$385) is allocated towards paying down debt. Canadians are satisfied with their economic prospects, but still mindful of existing commitments.

Canadian Tories Lead, But Merger Could Sway Voters

June 01, 2010

The Conservative Party is still in first place in Canada, according to a poll by Angus Reid Public Opinion. 35 per cent of respondents would support the Tories in the next federal election.

The opposition Liberal Party is second with 27 per cent, followed by the New Democratic Party (NDP) with 19 per cent, the Bloc Québécois with nine per cent, and the Greens with eight per cent.

Canadians renewed the House of Commons in October 2008. The Conservative party—led by Stephen Harper—received 37.6 per cent of the vote, and secured 143 seats in the 308-member lower house. Harper assembled a minority administration. The Tories also earned a minority mandate after the 2006 election, ending more than 12 years of government by the Liberal party. In December, Michael Ignatieff took over as Liberal leader, replacing Stéphane Dion.

Harper became the Conservative Party's first leader in March 2004, following the merger between the Canadian Reform Conservative Alliance and the Progressive Conservative Party. In recent weeks, there has been growing speculation about the possibility of the Liberals and the NDP working together before the next federal election takes place.

A merged Liberal-NDP party led by Ignatieff would trail the Conservatives by six points. Under former Ontario Premier Bob Rae, the two parties would be tied at 38 per cent. The new party would be ahead of the Tories by six points under NDP leader Jack Layton.

Earlier this month, Ignatieff discussed his time as opposition leader, saying, "My adversaries have done a number on me and that's politics. (...) Canadians have to say, 'Yeah, he's not so bad. They've written all this bad stuff about him. He's not so bad. He's a human being. You ask him a question he'll give you an answer. And here's for good reasons and he's here to stay'."

The next election to the House of Commons is tentatively scheduled for Oct. 15, 2012. Sitting prime ministers can dissolve Parliament and call an early ballot at their discretion. In order to

trigger an election, all three opposition parties in the House of Commons—Liberals, NDP and Bloc Québécois—would have to defeat the government in a no-confidence motion.

Polling Data

If a federal election were held tomorrow, which one of the following parties would you be most likely to support in your constituency?

	May 27	Apr. 29	Mar. 26	Feb. 26
Conservative	35%	35%	35%	33%
Liberal	27%	28%	29%	29%
New Democratic Party	19%	19%	20%	20%
Bloc Québécois	9%	11%	9%	9%
Green	8%	7%	7%	9%
Other	1%	1%	0%	1%

Suppose the Liberal Party and the New Democratic Party (NDP) merged and had [Michael Ignatieff / Bob Rae / Jack Layton] as leader. If a federal election were held tomorrow, which one of the following parties would you be most likely to support in your constituency?

	Led by Ignatieff	Led by Rae	Led by Layton
Conservative	40%	38%	37%
Merged Liberal / NDP Party	34%	38%	43%
Bloc Québécois	11%	12%	9%
Green	9%	9%	8%
Other	5%	4%	3%

Source: Angus Reid Public Opinion

Methodology: Online interviews with 2,022 Canadian adults, conducted from May 25 to May 27, 2010. Margin of error is 2.2 per cent.

LATIN AMERICA

Peruvian Race Lacks Clear Frontrunner

June 02, 2010

No candidate is commanding the early stages of Peru's next presidential election, according to a poll by Datum Internacional. 22 per cent of respondents would vote for Lima city mayor Luis

Castañeda Lossio of the National Solidarity Party (PSN) in next year's ballot, down four points since December.

Keiko Sofía Fujimori of Strength 2011—the daughter of convicted former president Alberto Fujimori— is in second place with 20 per cent, followed by Ollanta Humala of the Peruvian Nationalist Party (PNP) with 12 per cent. Support is lower for former president Alejandro Toledo, personality and writer Jaime Bayly, former prime minister Jorge del Castillo, former economy minister Pedro Pablo Kuczynski, and former interior minister Yehude Simón.

In June 2006, Alan García—a member of American Revolutionary People's Alliance (APRA)—won Peru's presidential election in a run-off against Humala. In July, García officially took over as president. He had previously served as Peru's head of state from 1985 to 1990, when he oversaw a major economic crisis.

In April 2009, Alberto Fujimori was found guilty "beyond all reasonable doubt" of four charges laid against him—including misuse of public funds, kidnapping and murder—and sentenced to serve 25 years in prison. In September, Fujimori was handed a new six-year sentence, this time for corruption.

Vladimiro Montesinos, Fujimori's closest advisor and the head of Peru's National Intelligence Service (SIN) during his decade-long tenure, has been convicted in 13 different trials for crimes such as plotting against national security, arms dealing and embezzlement. He is currently serving a 20-year sentence in Peru and awaiting a verdict on other 50 or so processes against him.

On May 24, Castañeda Lossio compared himself to other prospective presidential candidates, saying that he is "more transparent than water."

The next presidential and congressional elections are scheduled for Apr. 10, 2011. If no presidential candidate garners more than 50 per cent of all cast ballots in the first round, a run-off between the top two vote-getters must take place.

Polling Data

If the 2011 presidential election were held tomorrow, who would you vote for?

	Apr. 2010	Dec. 2009
Luis Castañeda Lossio	22%	26%
Keiko Sofía Fujimori	20%	19%
Ollanta Humala	16%	17%
Alejandro Toledo	12%	8%
Jaime Bayly	4%	n.a.
Jorge del Castillo	2%	n.a.
Pedro Pablo Kuczynski	2%	n.a.

Yehude Simón	1%	2%
Lourdes Flores Nano	n.a.	7%
Other / Blank / Undecided	21%	21%

Source: Datum Internacional

Methodology: Face-to-face interviews with 1,210 Peruvian adults, conducted from Apr. 17 to Apr. 25, 2010. Margin of error is 3 per cent.

Serra Drops, Presidential Race in Brazil is Tied

May 30, 2010

This year's presidential election in Brazil promises to be a tight contest, according to a poll by Datafolha published in *Folha de Sao Paulo*. 37 per cent of respondents would vote either for Jose Serra of the Brazilian Party of Social Democracy (PSDB) or Dilma Rousseff of the ruling Workers' Party (PT) in the October ballot.

Support for Serra is down five points since April, while Rousseff has gained seven points. Marina Silva of the Green Party (PV) is third with 12 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 25, Serra vowed to cut the government's operating budget considerably if elected, declaring, "We need to spend less on the (state) apparatus and more on the people."

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 candidate would you vote for in the 2010 presidential election?

	May 2010	Apr. 2010	Mar. 2010
Jose Serra (PSDB)	37%	42%	36%
Dilma Rousseff (PT)	37%	30%	27%
Marina Gomes (PV)	12%	12%	8%
Blank vote / None of these	14%	16%	18%

Ciro Gomes (PSB)	n.a.	n.a.	11%
------------------	------	------	-----

Source: Datafolha / Folha de Sao Paulo

Methodology: Telephone interviews with 2,660 Brazilian adults, conducted on May 20 and May 21, 2010. Margin of error is 2 per cent.

AUSTRALASIA

New Zealanders Urge Rise of Drinking Age

June 05, 2010

New Zealanders are renewing calls for the return of a higher drinking age following the death of a teenager who chugged a bottle of vodka at a party.

Three quarters of respondents to a May 2010 poll (74%) would support increasing the drinking age by two years to 20—just as it was before being lowered 11 years ago. The death of 16-year old student James Webster comes as New Zealand’s Law Commission has issued a set of recommendations, including the return to the 20-years minimum drinking age, introducing regulation to close bars at an earlier time, and increasing the price of alcoholic beverages.

New Zealand is not the only country where lawmakers are grappling with societal issues stemming from alcohol abuse. In Britain, a recent poll found that a majority of the population wants to repeal a law introduced in 2005 that allowed pubs and clubs in England and Wales to obtain 24-hour licences to serve alcohol.

Another comparison with Britain comes to mind. British Prime Minister David Cameron is resisting calls to tighten gun-control laws in the aftermath of a recent shooting spree in Cumbria. New Zealand Prime Minister John Key has already stated that changes in his country’s drinking regulations would have had no impact on this particular case, but Kiwi legislators may have to deal with pressure from a population that has been embroiled in a public discussion spurred by tragedy.

MULTI-COUNTRY POLLS

Child Abuse Underreported in Latin America

Among those who know about physical abuse, 3 in 10 say authorities notified

June 4, 2010

Forty million children younger than 15 are victims of violence, abuse, and neglect in Latin America and the Caribbean, according to a 2006 UNICEF report. Much of this violence takes place in the home, but Gallup surveys in the region show most adults who know of a child who was beaten or physically mistreated by a family member in the past month say this incident went unreported.

Child Mistreatment in Latin America and the Caribbean

Do you personally know of a child who was beaten or physically mistreated by his or her parents, guardians, or any extended family in the past 30 days?

Have you or someone you personally know reported this particular case to official authorities or an institution?*

	% Yes, know a child abused	% Yes, abuse reported*
REGIONAL MEDIAN	19%	30%
Bolivia	29%	29%
Peru	27%	23%
Guatemala	25%	31%
Dominican Republic	24%	19%
Colombia	22%	38%
Costa Rica	21%	53%
Chile	21%	30%
Nicaragua	19%	28%
Ecuador	19%	33%
Argentina	18%	27%
Mexico	18%	21%
Venezuela	15%	35%
Paraguay	15%	30%
Honduras	14%	19%
Panama	13%	38%
Uruguay	12%	44%
El Salvador	11%	55%
Brazil	8%	30%

2009

*Asked only of those who said they know a child who has been beaten or physically mistreated by a family member in the past 30 days.

GALLUP®

A median of 19% of residents in the 18 Latin American and Caribbean countries surveyed in 2009 say they personally know of a child who was physically abused by a family member in the past 30 days. Among those aware of a specific case of abuse, a median of 30% say it was reported. The number of residents saying they have personal knowledge varies widely across the region, as does the number saying they or someone they know reported the case.

Mistreatment of children is not limited to physical violence. UNICEF estimates more than half of the children in the region are victims of emotional, physical, or sexual abuse. Gallup finds a median of 23% of respondents report knowledge of verbal or emotional abuse toward children by

family members, which is slightly higher than the median who report knowing about instances of physical abuse. More than one in three say they know of a child who was verbally or emotionally mistreated by a family member in Bolivia (38%), El Salvador (36%), and Guatemala (35%). Brazilians are the least likely to report knowing about such a child, at 11%.

Improving confidence in official institutions and authorities to handle child mistreatment issues could be key to tackling the problem in this region. Less than half of all respondents -- a median of 48% -- express confidence in the ability of such institutions to handle these issues. Venezuelans are the most likely to express confidence in the authorities to handle such issues, while Peruvians (30%) and Salvadorans (31%) are the least likely.

Confidence in Authorities to Handle Child Mistreatment Problems

Do you have confidence in official institutions or authorities in your country to be effective in solving child mistreatment problems?

	Yes, confident	No, not confident	Don't know/Refused
Venezuela	60%	32%	8%
Uruguay	56%	31%	13%
Panama	54%	39%	7%
Costa Rica	53%	42%	5%
Chile	51%	44%	5%
Mexico	50%	44%	6%
Colombia	49%	46%	4%
Nicaragua	48%	45%	7%
Ecuador	48%	48%	4%
REGIONAL MEDIAN	48%	46%	7%
Dominican Republic	48%	46%	6%
Paraguay	45%	39%	17%
Brazil	44%	50%	6%
Honduras	42%	51%	7%
Guatemala	40%	51%	9%
Argentina	36%	54%	10%
Bolivia	36%	55%	9%
El Salvador	31%	58%	10%
Peru	30%	62%	8%

GALLUP®

Bottom Line

Gallup finds a sizable proportion of residents in Latin America and the Caribbean are aware of child abuse, but many are reluctant to report it and lack confidence in authorities to respond to

these issues. How these challenges are addressed has major implications on children's welfare in a region that UNICEF reports "has the highest rate of violence affecting women and children" in the world. Public confidence in authorities is vital to tackling these challenges because reaching the Millennium Development Goals is highly dependent on the ability of governments, leaders, and communities to work together to design programs and implement policies that focus on protecting children.

Survey Methods

Results are based on face-to-face interviews with approximately 1,000 adults, aged 15 and older, conducted in 2009 in Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, and Venezuela. 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 ± 3.3 percentage points in Brazil, El Salvador, Guatemala, Honduras, and Nicaragua to a high of ± 4.0 percentage points in Venezuela. 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.

Most Europeans See Biodiversity Loss as Serious Problem

Majority make some effort to preserve biodiversity

June 2, 2010

As millions worldwide celebrate World Environment Day on Saturday and reflect on how they can conserve the diversity of life on Earth, a Flash Eurobarometer survey finds more than 9 in 10 adults in the European Union agree that biodiversity loss is a very or fairly serious problem globally.

Seriousness of Biodiversity Loss

Asked in all EU member states

	% Very serious problem	% A fairly serious problem	% Not a serious problem/Not a problem at all
In your country	37	47	14
In Europe	42	43	9
Globally	63	30	4

"How serious is the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems in your [COUNTRY]? And how serious is the problem in Europe? Finally, how serious is the problem globally?"

February 2010 Eurobarometer survey

GALLUP®

World Environment Day this year focuses on biodiversity as part of the 2010 International Year of Biodiversity, which the United Nations declared to draw attention to the rapid decline in species, ecosystems, and genetic heritage. Most experts agree that human activities such as expanding agriculture, infrastructure, and urbanization, pollution, and tourism contribute to the loss of the variety of species around the world.

While EU citizens are largely in agreement that biodiversity loss is a global problem, they are less likely to see it as a "very serious" problem for Europe or their own country. Opinions, however, vary greatly across the union: While a large majority in Portugal (72%) consider biodiversity loss a "very serious" problem for their country, a small minority in Finland (9%) share this view.

The European Union made a political commitment to stop biodiversity loss within the union by 2010, but the success of EU policies will likely depend on the willingness of individuals to act. A majority of EU citizens (70%) say they personally make an effort to protect biodiversity, and roughly half of these respondents say they would like to do more. Most of those who say they do not personally make efforts to protect biodiversity say it is because they do not know what to do.

Would you say that you personally make an effort to protect biodiversity?

Asked in all EU member states

	% Yes, I do	% Yes, but I would like to do more	% No, because I do not know what to do	% No, for other reasons
European Union Overall	37	33	20	8
Belgium	58	29	10	3
Netherlands	50	19	17	13
Austria	50	19	19	10
Germany	48	15	25	11
France	47	32	15	5
Malta	47	37	10	3
Slovenia	45	42	9	3
Portugal	43	45	7	3
Finland	43	30	15	10
Slovakia	42	26	26	3
Luxembourg	40	37	18	4
United Kingdom	37	40	16	7
Denmark	36	28	20	15
Spain	34	49	11	6
Ireland	33	43	18	5
Hungary	33	38	22	6
Sweden	32	33	23	11
Latvia	29	23	29	15
Poland	27	30	26	12
Estonia	26	31	30	9
Greece	23	47	20	8
Italy	23	45	26	4
Cyprus	23	49	19	9
Romania	23	39	26	9
Bulgaria	22	30	29	15
Lithuania	20	31	33	9
Czech Republic	17	29	37	14

February 2010 Eurobarometer survey

GALLUP®

Despite Europeans' generally high level of concern about biodiversity loss, they are far from unanimous in their knowledge of it. In most European countries, a majority have heard of the

term "biodiversity," but only in Germany and Austria do a majority also know what the term means. Overall, 5% of Europeans say they feel "very well informed" about biodiversity and an additional 32% say they feel "well informed." With the exception of those surveyed in Germany, in all EU countries a majority say they feel "not well informed" or "not informed at all" about biodiversity.

How informed do you feel about the loss of biodiversity?

Asked in all EU member states

	% Very well informed	% Well informed	% Not well informed/Not informed at all
European Union Overall	5	32	62
Bulgaria	10	33	56
Cyprus	10	30	60
Portugal	10	23	67
Belgium	9	35	51
Germany	8	51	42
Greece	7	27	66
Luxembourg	7	34	59
Austria	6	40	52
Denmark	5	30	64
France	5	40	54
Slovenia	5	32	63
Finland	5	37	56
Sweden	5	30	63
United Kingdom	5	28	66
Ireland	4	23	72
Malta	4	24	70
Netherlands	4	35	60
Slovakia	3	21	75
Czech Republic	3	22	73
Estonia	3	29	65
Spain	3	27	69
Latvia	3	22	74
Hungary	3	39	58
Italy	2	17	81
Lithuania	2	22	74
Poland	2	28	67
Romania	2	22	77

February 2010 Eurobarometer survey

GALLUP®

Having adequate information appears to have a considerable effect on individuals' expressed willingness to act. Those who feel very well informed about biodiversity are much more likely to

say they make an effort to protect it (86%); among those who feel not at all informed about biodiversity, this proportion is 58%.

Survey Methods

Results are based on the general population survey "Attitudes of Europeans Toward the Issue of biodiversity" (Flash Eurobarometer No. 290) conducted for the European Commission and the Directorate General Environment, Communication, and Governance Unit by Gallup Hungary. The survey's fieldwork was carried out Feb. 8-12, 2010. More than 27,000 randomly selected citizens, aged 15 years and older, were interviewed in the European Union's 27 member states. Each national sample is representative of the population aged 15 and older. Interviews were predominantly carried out via fixed telephone, approximately 1,000 in each of the member states. Statistical results were weighted to correct for known demographic discrepancies. The overall European statistics were weighted by population of EU member countries. The average margin of error is ± 3.2 percentage points.

Chinese Consumers Increasingly Sceptical of Companies' CSR Communications: Global Poll

June 1, 2010

London – Chinese consumers are becoming as cynical as those in the West about the way companies communicate about their social and environmental performance, according to the latest wave of GlobeScan's annual global tracking research on public views of corporate social responsibility.

The study, which interviewed over 30,000 people across 34 countries, finds that while in 2005 more than 80 per cent of Chinese consumers felt that companies communicated 'honestly and truthfully' about their social and environmental performance, this has now fallen sharply, with only 40 per cent feeling this way in this year's study.

GlobeScan Senior Vice President Chris Coulter commented: "The Chinese economy may be forecast to grow at 10% this year, but these findings suggest this rapid growth has a cost. Companies are being seen as less responsible, and consumers are starting to question whether their communications on CSR match the reality of their behaviour."

Some improvement in views in Europe and North America

Attitudes towards companies have long been much more cynical by comparison across Europe and North America, but this year's study showed that views of companies' CSR communications have improved in the USA, UK, India and France. Even so, less than half in all these countries feel that companies' messaging around CSR is honest and truthful.

Internet—but not company websites—a growing source for CSR information

Just under one in three (30%) consumers say they have heard or read about companies' CSR efforts in the past year, and the study also shows that these consumers are increasingly looking to the internet for credible information in this area. The proportion of those across 19 tracking countries who say they learn about companies' CSR efforts from the web has risen from 30 per cent to 45 per cent since 2006.

But there has been a much smaller increase (from 20 to 23 per cent) in the proportion of those who say they got this information from companies' own websites—suggesting many consumers are preferring to trust social media and third party sites over what companies say about their own activities.

Chris Coulter continues: “The dramatic increase in people looking to the internet for information on corporate social and environmental practices has significant implications for companies. Companies aspiring to build a strong corporate responsibility reputation and brand need a sophisticated social media strategy that goes well beyond the management of their own web site.”

BRICs more downbeat since 2008 about numbers of responsible businesses

In a further sign of increased consumer scepticism in the rapidly developing economies, consumers in the BRIC countries—Brazil, Russia, India and China—are now more negative about the proportion of companies that are doing all they can to be more responsible. Between 2008 and 2010, the proportion of companies that consumers estimate are acting responsibly has fallen back from 29 to 24 per cent in Russia, 39 to 32 per cent in India, 41 to 37 per cent in China but has remained relatively static (35 to 34 per cent) in Brazil.

In contrast, North Americans are slightly more upbeat, estimating that 37 per cent of companies were responsible, compared to 34 per cent in 2008.

Increase In Green Behavior Seen, As Indians Rank Most Sustainable, Americans Rank Lowest, In 2010 Greendex Survey Of 17 Countries

Perceived “greenwashing” and lack of leadership, more than cost, inhibit green behavior

June 3, 2010

Environmentally friendly behavior among consumers in 10 of 17 countries has increased over the past year, according to the third annual survey by the National Geographic Society and international polling firm GlobeScan. The 17-country survey looked at consumer behaviors that have an impact on the environment, including their transportation patterns, household energy and resource use, and consumption of food and everyday consumer goods, as well as what consumers were doing to minimize that impact. American consumers' behavior still ranks as the least sustainable of consumers in all countries surveyed since the survey's inception three years ago, followed by Canadian and French consumers, though improvement was seen.

The survey found that environmentally friendly consumer behavior, as measured by the Greendex, has increased from 2008 levels in all but one of the 14 countries polled in both 2008 and 2010, but that suspicion of so-called “greenwashing”—companies making false claims about the environmental impact of their products—is the most significant barrier to further improvement. Out of a list of ten obstacles to doing more for the environment, the perception of “greenwashing” emerged as the most frequently cited factor, followed closely by governments and industries failing to take action.

Released on the eve of United Nations World Environment Day, “Greendex 2010: Consumer Choice and the Environment—A Worldwide Tracking Survey” is a comprehensive measure of consumer behavior in 65 areas relating to housing, transportation, food, and consumer goods. Greendex 2010 ranks average consumers in 17 countries according to the environmental impact of their consumption patterns and is the only survey of its kind.

As in 2008, the top-scoring consumers of 2010 are in the developing economies of India, Brazil, China, and Mexico, in descending order. Consumers registering the largest 2010 versus 2008 increase in environmentally sustainable consumer behavior are the Indians, Russians, and Americans. Environmentally sustainable behavior among average consumers in India, China, Mexico, Russia, Hungary, Japan, Great Britain and Canada has increased steadily each year. In contrast, consumers in Germany, Spain, Sweden and France have slipped slightly over the past year.

As in 2009, much of the increase in the overall 2010 Greendex scores was due to more sustainable behavior in the housing category, in which the Greendex measures the energy and resources consumed by people’s homes. Americans, Hungarians, British, and Australians saw marked increases in this area, as consumers made moves to improve the energy efficiency of their homes. In some countries, economic stimulus programs may have been a factor in motivating change. Changes in personal behavior within the categories of personal transportation, food, and consumer goods were mixed, with some countries improving and some deteriorating.

The results show that both cost considerations and environmental concerns motivated consumers to adopt more environmentally sustainable behavior over the past year. When consumers who reported decreases in their energy consumption were asked why their consumption declined, most cited cost as one of their top two reasons, but significant percentages ranging from approximately 20 percent to 50 percent also said environmental concerns were one of the main reasons for the decrease.

This year’s survey also revealed a number of barriers to more environmentally sustainable behavior that exist for consumers. It suggests that the perception of “greenwashing” (identified by 44 percent) is a more significant barrier to environmentally friendly behavior than the financial cost of making an effort (31 percent). Another important barrier is the sense that individual efforts are not worthwhile when governments and industries fail to take action (identified by 40 percent). GlobeScan’s analysis of the results reveals that the perceptions of “greenwashing” and government and industry inaction directly or indirectly suppress more sustainable consumption and put downward pressure on Greendex scores.

Despite Indian consumers' lifestyles continuing to emerge as the most environmentally sustainable of any of the countries surveyed according to the Greendex, Indians are also the most likely to cite the perception that the seriousness of environmental problems is exaggerated as a barrier to action. In all other countries surveyed, fewer than a quarter say they are discouraged from taking action because they consider environmental problems are exaggerated, while 40 percent of Indians feel this way. In the longer term, these perceptions may act as a brake on long-term adoption of sustainable lifestyles in India as the subcontinent's economy continues to develop.

"Sustainable lifestyles are clearly starting to enter the mainstream despite recent economic challenges," said GlobeScan CEO Lloyd Hetherington. "The year-on-year improvements we're seeing in many countries suggest that consumers are increasingly open to greater engagement with environmental issues."

Terry Garcia, National Geographic's executive vice president of Mission Programs, added, "Over time, the Greendex will be vital to tracking changes in sustainable consumption at the global level and within specific countries. In the short term, our hope is to encourage sustainable consumption by vastly increasing consumer awareness. While I'm encouraged by improvements worldwide, there remains an urgent need for people everywhere to look at how their behavior is affecting the environment and to minimize their environmental footprint."

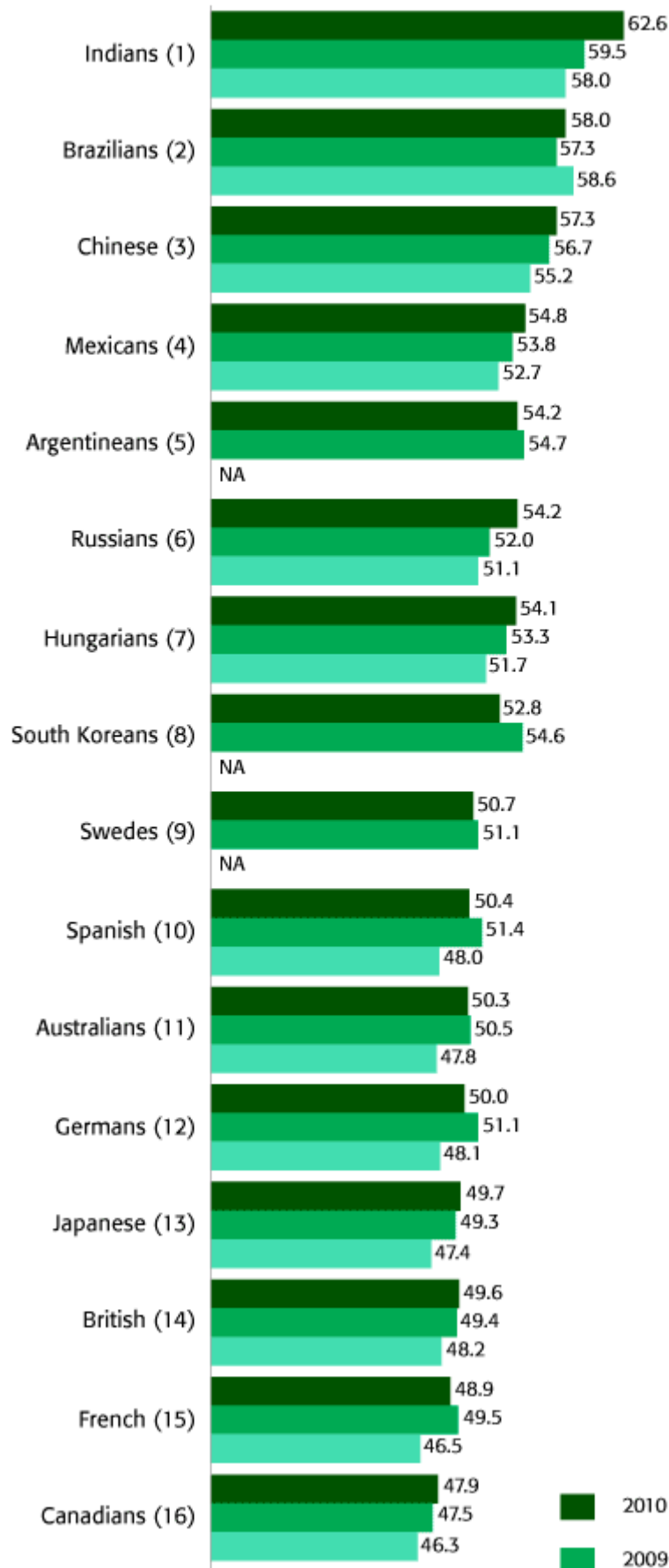
In comparison to only 1 percent of Americans, 37 percent of Chinese consumers mention the environment as the most important issue facing their country, up 15 percentage points from 2009. Indians and Russians are also increasingly likely to think that the environment is their countries' most important national issue, with consumers in all three of these countries being among the four—including Australia—most likely to think so.

Consumers in emerging economies continue to round out the top tier of the Greendex ranking, while the bottom six countries are all industrialized countries.

UN Under Secretary General and UN Environment Programme Executive Director Achim Steiner, speaking on the eve of World Environment Day whose main global host in 2010 is Rwanda, said, "Perhaps one of the most fascinating aspects of this study is the continuing and indeed increasing environmental literacy of developing and rapidly developing economy consumers in Asia and Latin America, including India, Brazil and China.

"Consumer interest and pressure has the potential to spur business on toward providing and manufacturing goods and services, which in turn can move societies towards a low-carbon, resource-efficient and more competitive Green Economy urgently needed to put sustainability into the 21st century," he added.

Greendex Overall Scores



About the Greendex

This quantitative consumer study of 17,000 consumers in 17 countries (14 in 2008) asked about such behaviors as energy use and conservation, transportation choices, food sources, the relative use of green products versus traditional products, attitudes towards the environment and sustainability, and knowledge of environmental issues. A complex algorithm is applied to results to generate an index score, i.e., a Greendex score, for each individual respondent that reflects the relative environmental impact of his or her consumption patterns in the areas of housing, transportation, and the consumption of food and consumer goods. Individual scores are averaged to create a mean score for each country. The Greendex measures the impact of the average consumer in each country surveyed; it does not measure the environmental impact of a total country.

About National Geographic

The National Geographic Society is one of the world's largest nonprofit scientific and educational organizations. Founded in 1888 to "increase and diffuse geographic knowledge," the Society works to inspire people to care about the planet. It reaches more than 375 million people worldwide each month through its official journal, National Geographic, and other magazines; National Geographic Channel; television documentaries; music; radio; films; books; DVDs; maps; exhibits; live events; school publishing programs; interactive media; and merchandise. National Geographic has funded more than 9,200 scientific research, conservation, and exploration projects, and supports an education program combating geographic illiteracy. For more information, visit www.nationalgeographic.com.

About GlobeScan

GlobeScan is an international opinion research consultancy. Companies, multilateral institutions, governments, and NGOs trust GlobeScan for its unique expertise in reputation research, sustainability, and issues management. GlobeScan provides global organizations with evidence-based insight and advice to help them build strong brands, manage relations with key stakeholders, and define their strategic positioning. GlobeScan conducts research in over 90 countries, is certified to the ISO 9001:2008 standard for its quality management system, and is a signatory to the UN Global Compact. Established in 1987, GlobeScan is an independent, management-owned company with offices in London, Toronto, and San Francisco. www.GlobeScan.com

About World Environment Day

World Environment Day (WED) 2010 is aimed to be a widely celebrated global day for positive, environmental action. Commemorated on June 5 since 1972, WED is one of the principal vehicles through which the UN stimulates worldwide awareness of the environment and encourages political attention and action. WED is designed to give a human face to environmental issues and enable people around the world to realize not only their responsibility, but also their power to become agents for change in support of sustainable and equitable development. <http://www.unep.org/wed/2010/english/>

CYBER WORLD

Your New Tube: Online Video Continues to Grow

June 3, 2010

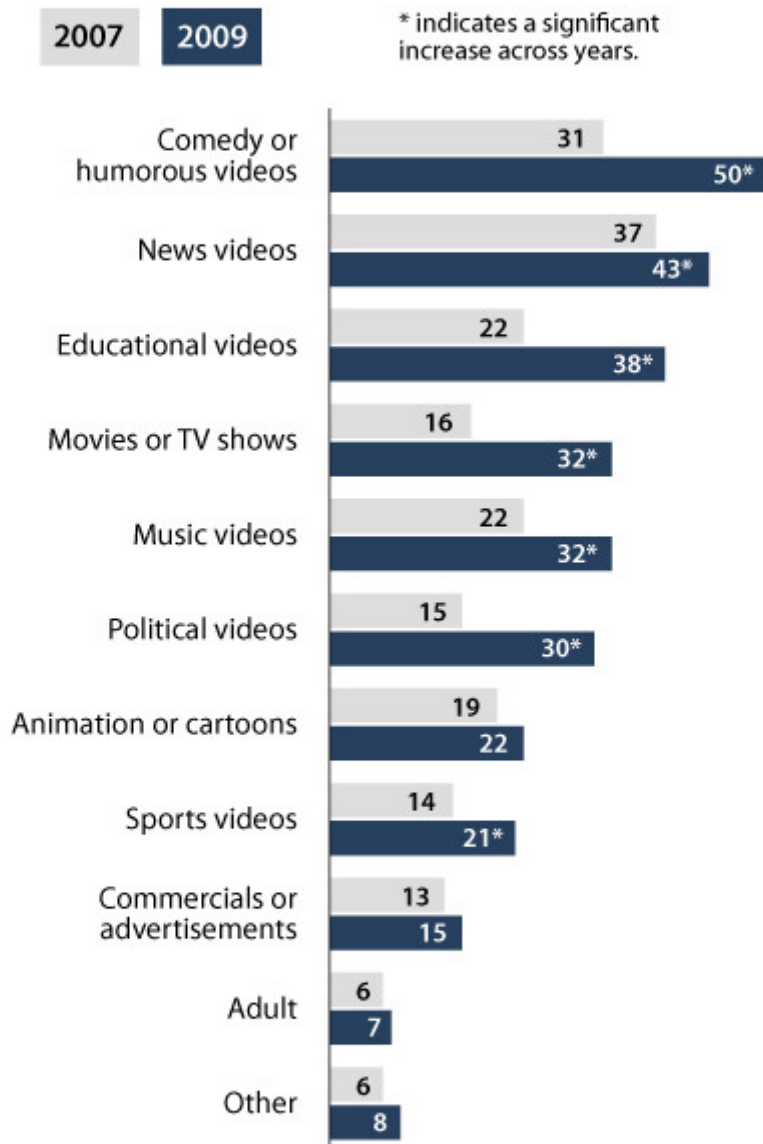
Seven-in-ten adult internet users (69%) -- or roughly half (52%) of all U.S. adults -- have used the internet to watch or download video. Young adult internet users, 18-29 year-olds, continue to be the heaviest consumers of online video.

Between 2007 and 2009, there were dramatic increases in the number of Americans who watch the following kinds of videos online:

- Comedy or humorous videos, which rose in viewership from 31% to 50% of adult internet users.
- Educational videos, which rose in viewership from 22% to 38% of adult internet users.
- Movies or television show videos, which rose in viewership from 16% to 32% of adult internet users.
- Political videos, which rose in viewership from 15% to 30% of adult internet users.

Entertaining and informational videos are both popular

% of online adults who say they watch each type of video, by year



Note: In 2007, all internet users were asked if they watched each of these 11 types of video. In the current survey, only those internet users who met the definition of online video watchers/downloaders were asked the types of video they watch, and those figures were then repercentaged based on all internet users.

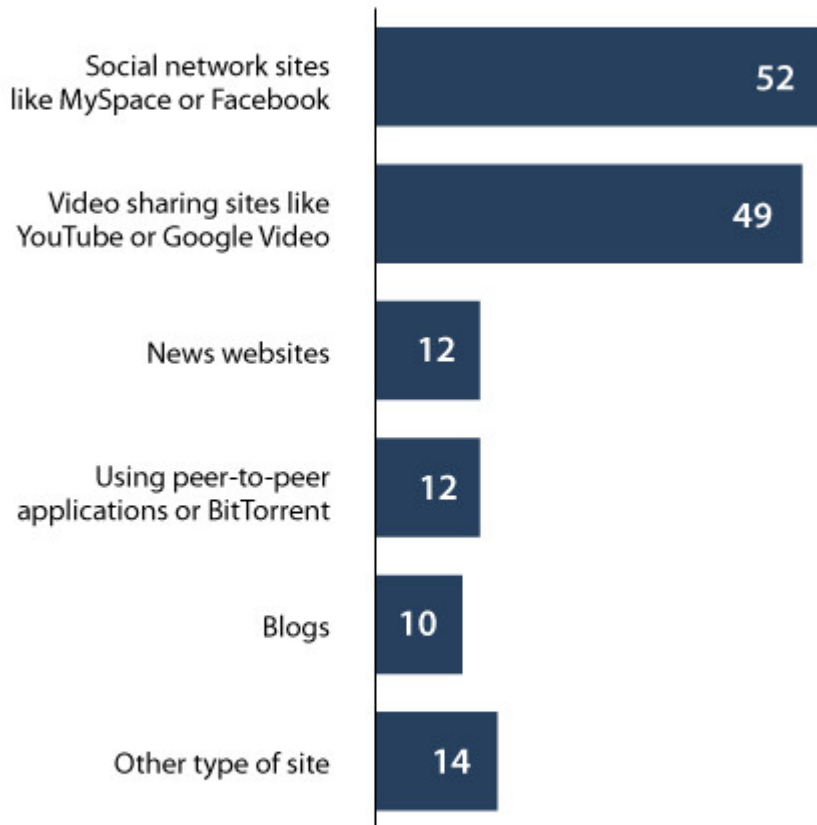
Viewership of other types of online video also rose in the same timeframe. The spread of broadband, the increased use of social networking and status-update sites like Facebook and Twitter, the popularity of video-sharing sites like YouTube, and the embrace of video features by untold numbers of websites, have all contributed to the surge in online video watching.

Among online video watchers, 8% have connected their computer to their television so they can watch online video on a television screen. This represents 5% of all internet users, which is slightly lower than the 8% of internet users who were watching online video on their television screens in an April 2009 Pew Internet survey. One-in-ten video watchers (10%), or 7% of all internet users, have paid to watch or download a video. In 2007, 4% of internet users had paid to access or download video online.

On the other side of the camera, the 2009 survey found that 14% of internet users have uploaded a video to the internet so others can watch or download it. That figure is almost double the 8% of internet users who were uploading video in 2007. Women are now just as likely as men to upload and share videos, and social networking sites such as Facebook are as popular as video-sharing sites such as YouTube as locations for video uploading.

Where adult internet users upload video

% of video uploaders who post to each type of site



Source: PRC-Internet & American Life Project/Princeton Survey Research Associates International Omnibus Survey, June 18-21, 2009. N=763, based on video uploaders.



Among video uploaders, there is considerable variation in terms of whom they share their videos with, who they believe is watching and concerns about how their video may be used. One-in-three uploaders (31%) say they "always" place restrictions on who can access their videos, while 50% say they "never" do this. The remaining 19% fall somewhere in the middle.

Asked about their experiences in sharing videos online, uploaders expressed these views:

- 41% agreed they have been surprised by the number of people who watch their videos.
- 39% agreed that no one other than their family or friends will watch the videos they post.

- 35% agreed they sometimes feel they should be more careful about the videos they post.
- 28% agreed that sharing videos online helped them meet new people.

These figures were gathered in a survey of 763 internet-using adults between June 18 and June

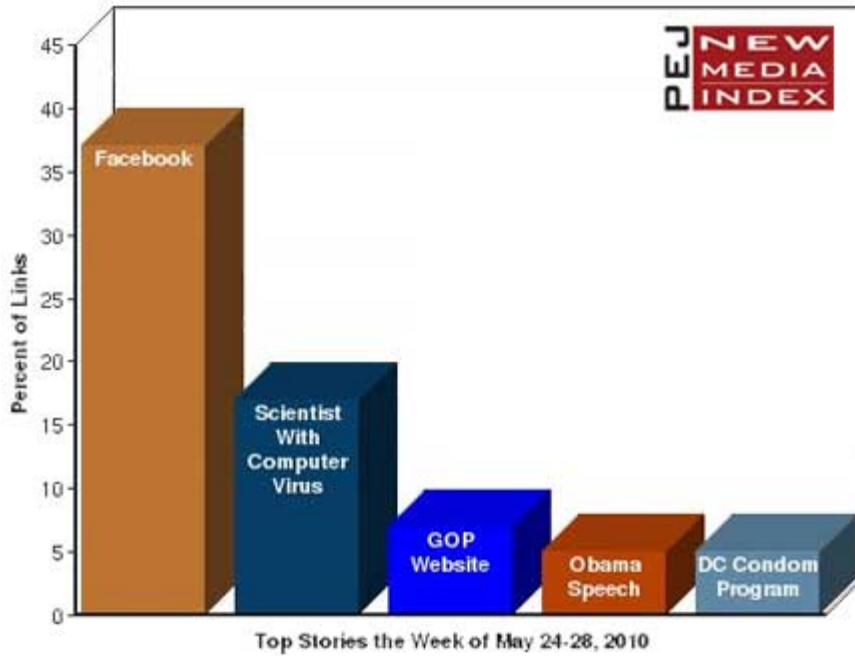
Blogs Poke Facebook

Apple Leads on Twitter Again

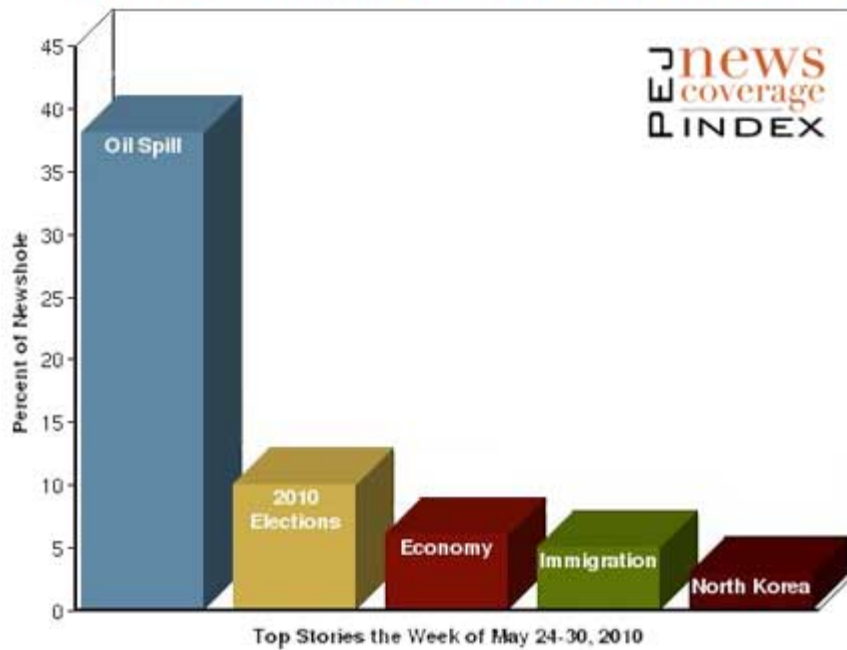
June 3, 2010

When the oil spill in the Gulf of Mexico dominated the mainstream press, the social media were focused on news that revolved around computer technology.

Technology Dominates on Blogs...



...While the Oil Spill Leads the Mainstream Press



For bloggers, the main subject was the ever-popular social networking site Facebook. For the week of May 24-28, more than a third (37%) of the news links on blogs were about the website and its role in the online privacy debate, according to the New Media Index from the Pew Research Center's Project for Excellence in Journalism.

On Twitter, the Facebook issue did not register as a top story. But 51% of the week's links focused on a series of developments involving computer-giant Apple, including news that it had moved past Microsoft as the world's largest tech company.

The continuing drama in the Gulf of Mexico -- which included a failed attempt to cap the oil leak and a presidential press conference -- failed to register as a top-five topic in blogs or on Twitter, despite leading the traditional media, at 38% of the newshole.

Last week's Facebook conversation among bloggers followed months of criticism that the privacy settings offered by the service were too complicated and that personal information was being shared with third-party companies. Facebook founder and chief executive Mark Zuckerberg answered the complaints in a column in the *Washington Post* in which he pledged to simplify the site's privacy settings.

Bloggers responded with a complex discussion about the technical aspects of Facebook's options and the role of social networking overall. Most of the response was critical as many users felt the site misled them about how their information was used. Others, however, thought that people signing up for a social networking service should not expect to be anonymous.

Online privacy is not an uncommon topic of discussion among blogs. In February 2009, for example, a number of bloggers complained when Facebook made changes to its terms of service agreement regarding the rights to material posted on the site. When Google released its social networking tool, Buzz, in February 2010, it received criticism for not ensuring user privacy. Those instances, along with the current case, illustrate how concerned social media users are about access to personal information and the rules that guide their usage. These cases reflect an interactive dynamic in which companies respond to criticism posed by members of the online community, even if the response does not satisfy everyone involved.

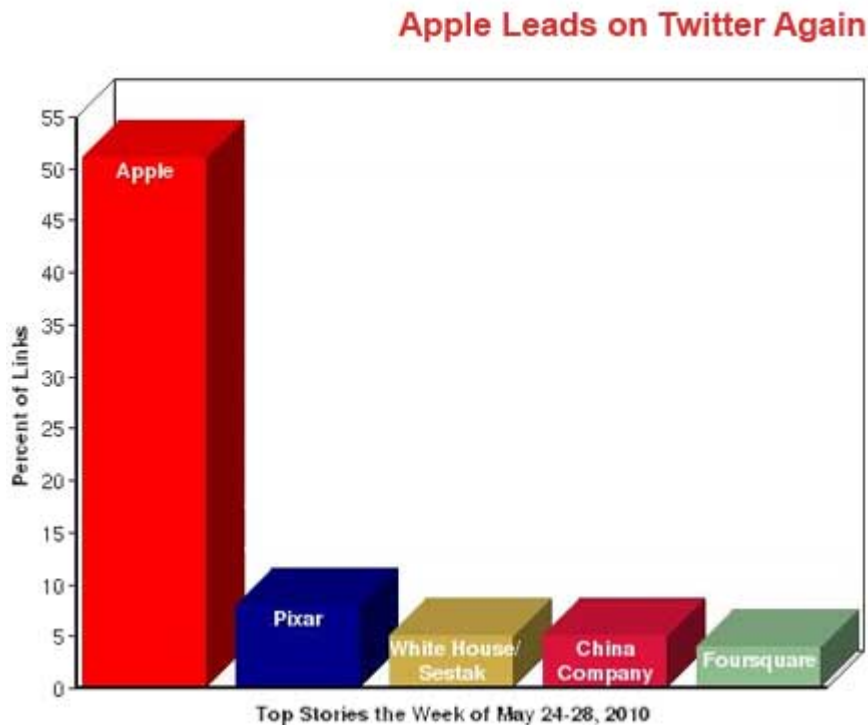
The second-largest story on blogs, at 17%, was also technology focused. A British scientist claims he was the first person to be infected with a computer virus after inserting a chip into his hand and then passing the virus onto computer-controlled machines such as security doors. The goal of the experiment was to illustrate potential risks as future medical devices become more complex.

The third-most-popular story on blogs, at 7%, was a *Washington Post* piece by Dana Milbank ridiculing the roll-out of a new website by House Republicans that asks visitors to suggest items for their policy agenda. Milbank's work has drawn significant interest among blogs recently as this is the third time in the past four weeks that one of his columns finished among the top five blog subjects.

A *Washington Post* article about Obama's commencement speech at West Point, where he outlined a new national security doctrine, was fourth at 5%. That was followed by another *Post* story about a local issue (also at 5%). The city of Washington, D.C. decided to stock up on more expensive condoms after high-school and college-age adults complained about the poor quality of the ones given out as part of the city's HIV prevention effort.

On Twitter, technology also led the way, dominated by the discussion of Apple (51% of the links).

Apple has frequently been the top subject on Twitter this year finishing first in eight different weeks. But last week's level of attention easily exceeded the previous high mark of 37% the week of April 19-23.



Apple coverage included an announcement that *Wired* magazine's edition for the iPad had gone live and word that on May 26 Apple had surpassed Microsoft as the world's largest tech company according to an analysis of market capitalization conducted by Standard & Poor's.

A behind-the-scenes look at how Pixar Animation Studios made the movie "Toy Story 3" was second on Twitter at 8%. A statement by Rep. Darrell Issa (R-CA) that allegations that the White House offered Rep. Joe Sestak (D-PA) a job in order to get him to drop out of the Pennsylvania Senate primary could be an impeachable offense was third at 5%. Later in the week, the White House responded to the allegations saying that Sestak had been offered an unpaid position on an advisory board and nothing improper took place.

That was followed, also at 5%, by stories about a company in China that announced it would raise its wages after a series of apparent suicide attempts by its workers. And a profile of the company that designed Foursquare, a location-based social networking tool, was fifth at 4%.

Facebook and Privacy

On Monday May 24, Facebook CEO Mark Zuckerberg published a column in the *Washington Post* addressing complaints about his site's privacy settings. He declared they would be responding with new, simpler settings in order to give users more control of their information.

Most of the bloggers who linked to the piece were not placated.

"For starters, you didn't know the first thing about respecting my privacy," responded Joelle Pearson in an open letter to Facebook. "You told everyone everything. You sold my secrets to every fatcat company -- the music I liked, the places I shopped -- you even showed my chats and pictures to anyone who asked ... I don't care how much you apologize. To me, or anyone else. We're through."

"That is not an apology; it's self-justification," argued Ryan Benhase at Living Without Facebook. "Zuckerberg is doing the exact opposite of apologizing; he's upholding his righteousness despite all of the recent complaints about his company's behavior. He's harping on how noble and well-intentioned they've been, even in the face of serious criticism."

"If Facebook follows through with real changes, instead of empty statements, it will probably blow over. This time," declared Crenshaw Communications. "But, Facebook is vulnerable to a creeping mistrust in its commitment to users. And though I won't be canceling my account any time soon, it's a little less fun than it used to be."

Some bloggers, though, felt that users concerned about their information becoming public should have known what to expect when they signed up.

"What these privacy advocates don't get is that Facebook, like Google, isn't free. It's a massive service, that needs to be paid for, and that the service is going to be funded by a multi-billion advertising business," explained the blog on See Why. "When it comes to privacy, what did you expect? Very few things in life are truly free, and when you use a service like Facebook, then someone has to pay if the service is to have any longevity."

"Facebook is not private," noted Joel Portman. "That's exactly the point. The company should make it easier for users to control their privacy settings.... Nevertheless, Facebook has been up front and honest about its intent to make information widely available and connect people online. If you use the service, you should be aware of that before signing up, or at least before providing a lot of personal information."*

A few bloggers, while in the minority, applauded Zuckerberg's efforts.

"What I love about Mark is that he doesn't care what the crowd thinks. And I believe facebook is better because of that," expressed Jon Dale. "So, I think Mark's right. The more we share, the more connected we are. And the more connected we are, the better place the world is. Let's overcome our fears and share our way to a better world."

Scientist Infected with a Computer Virus

According to a BBC report, Dr. Mark Gasson implanted a computer chip infected with a virus into his body to demonstrate a point about the potential dangers of new technologies.

A number of bloggers took Gasson's warning seriously, and in some cases, pointed out privacy concerns.

"RFID [radio-frequency identification] devices have already become common ground in the medical industry in the form of bracelets used to track medical history.... It doesn't take a genius to see the potential problems that could arise," warned Jason W. at Geek Assembly. "Another major issue is with identify theft. Imagine a virus that sends the device's information to a remote system and is able to auto propagate? The day when we may be running AntiVir mind and body edition may not be too far off."

"One of the many problems of RFID technology is that they can be hacked and used to spread viruses," agreed Jeremy Duffy, aka "The Geek Professor." "Mostly, this hasn't received a lot of attention to date because the computing power of RFID has historically been very low. But as the technology progresses, the consequences of not securing them properly becomes higher and higher."

Others thought that Gasson was more interested in self-promotion than anything else.

"Gasson presents this as useful for considering the implications for implanted technology such as pacemakers, but that's nothing new," proclaimed Mike Masnick at Tech Dirt. "People have talked about potential technology issues from the wireless interface to pacemakers for years. Doing some sort of publicity stunt with an implanted computer chip doesn't further that discussion along."

"This 'experiment' is sort of analogous to sticking dirt up your nose to see if it will give you a dirty mind," derided David Spigelman at Tech Thoughts. "At best, this was more a political point than a science experiment. At worst, it was simple publicity seeking."

YouTube

The most viewed news video on YouTube last week was an online ad with a humorous twist that involved Arizona's controversial immigration policy. The ad, paid for by Arizona's Gov. Jan Brewer, uses a frog puppet in the style of a children's sing-along video. The minute-long piece ridicules several public officials, including Attorney General Eric Holder, who have criticized the state's law but at one point admitted they had not read the actual bill.

"Reading helps you know what you're talking about," sings the frog. This is the second time in recent weeks that an ad by Brewer on this subject has been among the top videos on YouTube. Two weeks earlier, the second most popular clip was another video that criticized President Obama for making a joke about the state's law during the White House Correspondents dinner.

This also marks the second week in a row that a political ad has been the No. 1 video on YouTube. A promo for Dale Peterson, a Republican running for the Alabama Agriculture Commission, topped the list the previous week.
