

# BUSINESS AND POLITICS IN THE MUSLIM WORLD

## Global Opinion Report 131

Week: August 01-07, 2010

Presentation: August 11, 2010

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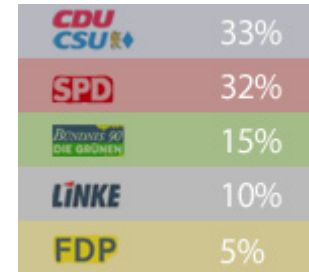
## Prelude

This week report consists of 22 surveys. One of these is a multi-country survey while the rest of 21 are national surveys.

### **Commentary:** Merkel's Parties Stuck in the Low 30s in Germany

August 07, 2010

*(Angus Reid Global Monitor)* - Germany's governing conservative parties retain a third of the population's following, according to a poll by FG Wahlen released by ZDF. 33 per cent of respondents would vote for the Christian-Democratic Union (CDU) or its associate Bavarian Christian-Social Party (CSU) in the next election to the Federal Diet, unchanged since mid-June.



The Social Democratic Party (SPD) is a close second with 32 per cent, followed by the Green Party (Grüne) with 15 per cent, the Left Party (Linke) with 10 per cent, and the Free Democratic Party (FDP)—junior partner in the governing coalition—with five per cent.

In November 2005, CDU leader Angela Merkel was sworn in as Germany's first female head of government following a federal election. Her "Grand Coalition" administration featured members of the CDU, CSU and SPD.

In September 2009, German voters participated in a new federal election. Final results gave the CDU-CSU 33.8 per cent of the vote and 239 seats, followed by the SPD with 23 per cent and 146 mandates. This time, Merkel invited the FDP to form a government. FDP leader Guido Westerwelle serves as foreign minister.

On Aug. 4, Westerwelle spoke of an increasing need for Germany to lure skilled immigrants, saying, "It is of course right that we intelligently invite citizens to work in our country who are positive for us and for our development."

#### Polling Data

What party would you vote for in the next federal election?

	Jul. 15	Jun. 17	Jun. 2
Christian-Democratic Union (CDU) / Bavarian Christian-Social Party (CSU)	33%	33%	34%
Social Democratic Party (SPD)	32%	31%	29%
Green Party (Grüne)	15%	15%	15%
Left Party (Linke)	10%	10%	10%
Free Democratic Party (FDP)	5%	5%	5%

Source: FG Wahlen / ZDF

Methodology: Telephone interviews with 1,178 German adults, conducted from Jul. 13 to Jul. 15, 2010. Margin of error is 3.1 per cent.

SOURCE: [http://www.angus-reid.com/polls/view/merkelaas\\_parties\\_stuck\\_in\\_the\\_low\\_30s\\_in\\_germany](http://www.angus-reid.com/polls/view/merkelaas_parties_stuck_in_the_low_30s_in_germany)

## GERMANY

### GERMANY:

**Population:** 82,282,988 (July 2010 est.)

**Ethnic Groups:** German 91.5%, Turkish 2.4%, other 6.1% (made up largely of Greek, Italian, Polish, Russian, Serbo-Croatian, Spanish)

**GDP per Capita:** \$34,100 (2009 est.)

- ◆ As Europe's largest economy and second most populous nation (after Russia), Germany is a key member of the continent's economic, political, and defense organizations. European power struggles immersed Germany in two devastating World Wars in the first half of the 20th century and left the country occupied by the victorious Allied powers of the US, UK, France, and the Soviet Union in 1945. With the advent of the Cold War, two German states were formed in 1949: the western Federal Republic of Germany (FRG) and the eastern German Democratic Republic (GDR). The democratic FRG embedded itself in key Western economic and security organizations, the EC, which became the EU, and NATO, while the Communist GDR was on the front line of the Soviet-led Warsaw Pact. The decline of the USSR and the end of the Cold War allowed for German unification in 1990. Since then, Germany has expended considerable funds to bring Eastern productivity and wages up to Western standards. In January 1999, Germany and 10 other EU countries introduced a common European exchange currency, the euro.

- <https://www.cia.gov/library/publications/the-world-factbook/geos/gm.html>



**Summary of Polls**

**WEST EUROPE**

**French Distancing More from Sarkozy**

People in France are growing disappointed with Nicolas Sarkozy, according to a poll by CSA published in *Le Parisien*. 62 per cent of respondents have no confidence in their president, up three points since June.

August 07, 2010

**Merkel's Parties Stuck in the Low 30s in Germany**

Germany's governing conservative parties retain a third of the population's following, according to a poll by FG Wahlen released by ZDF. 33 per cent of respondents would vote for the Christian-Democratic Union (CDU) or its associate Bavarian Christian-Social Party (CSU) in the next election to the Federal Diet, unchanged since mid-June.

August 07, 2010

**Britons Decry Release of Convicted Bomber Megrahi**

Three quarters of people in Britain reject the Scottish government's decision to release Libyan national Abdelbaset Ali Mohmet al-Megrahi from prison on compassionate grounds, according to a poll by Angus Reid Public Opinion. 75 per cent of respondents share this view.

August 05, 2010

## **NORTH AMERICA**

### **Americans Divided on How Well Iraq War Is Going for U.S.**

Americans are about evenly divided as to whether things are going "well" or "badly" for the United States in Iraq. Since the fall of 2008, Americans have been a bit more positive than negative in their evaluations, after being largely negative for most of the period from September 2003 to August 2008.

August 5, 2010

### **Blacks and Whites Continue to Differ Sharply on Obama**

President Obama's job approval rating averaged 88% among blacks and 38% among whites in July, a 50-percentage-point difference that has been consistent in recent months but is much larger than in the initial months of the Obama presidency. Obama's job approval ratings among blacks, whites, and Hispanics in July are all at their lowest levels to date, although the overwhelming majority of blacks still approve.

August 3, 2010

### **In U.S., New High of 43% Call Afghanistan War a "Mistake"**

After the Internet publication of tens of thousands of leaked classified documents on the war in Afghanistan, 43% of Americans now say the United States made a mistake in sending troops there, up slightly from just before the release (38%). While Americans are still more likely to support than oppose the war, the percentage who say it was a mistake to get involved is at a new high.

August 3, 2010

### **Americans Split on Obama's Performance**

People in the United States are evenly split on their president's performance, according to a poll by Angus Reid Public Opinion. 45 per cent of respondents approve of the way Barack Obama has handled his duties, whereas 46 per cent disapprove.

August 04, 2010

### **U.S. Congress Gets Slightly Better Marks**

A few more people in the United States are willing to grant Congress a good mark compared to last month, according to a poll by Angus Reid Public Opinion. 23 per cent of respondents approve of the performance of Congress, up five points since June.

August 01, 2010

### **Palin, Huckabee Top Choice for U.S. Republicans**

American supporters of the Republican Party pick former presidential hopefuls Sarah Palin and Mike Huckabee as favourites to represent the GOP in the 2012 election, according to a poll by Angus Reid Public Opinion. 51 per cent of respondents say Palin would be a good president, up four points since November 2009.

August 06, 2010

### **Americans Want Smoking Off the Menu at Restaurants**

When it comes to smokers lighting up in public, Americans are most accepting of smoking in bars and least accepting of it in restaurants. Fifty-nine percent this year say smoking should be banned in restaurants, up from 54% in 2007.

August 6, 2010

### Earmarks Could Help Candidates in Midterms; Palin and Tea Party Connections Could Hurt

A majority of Americans (53%) say they are more likely to vote for a candidate with a record of delivering earmarks for their districts; just 12% say they would be less likely to vote for such a candidate. A third of the public (33%) says this would make no difference in their vote either way.

August 2, 2010

### Mixed Public Reaction to WikiLeaks

The disclosure of more than 75,000 classified documents about the war in Afghanistan by the website WikiLeaks garnered significant media coverage last week, and those familiar with the story were split over the effect of the leak: about equal percentages say the release harms the public interest as say it serves the public interest.

August 3, 2010

### WikiLeaks Puts Afghanistan Back on Media Agenda

The war in Afghanistan-- a subject that has generated periodic spikes in media interest but not a high level of sustained coverage -- was back atop the mainstream news agenda last week. And this time, the catalyst was neither violence on the ground nor deliberations in Washington, but the leak of about 90,000 classified war reports by a whistleblower website.

### Journalism Jobs Harder to Find

The tight journalism job market is taking its toll on recent college graduates, according to a new report released today by the University of Georgia. The survey of more than 2,700 journalism and mass communication students who graduated in 2009 found the lowest level of full-time employment in the 24-year history of the study.

August 5, 2010

### Some Canadians Want Limits on Abortion Funding

Two-in-five adults in Canada think the national health care system should only fund abortions in the case of medical emergencies, according to a poll by Angus Reid Public Opinion. 39 per cent of respondents share this view.

August 07, 2010

## **LATIN AMERICA**

### Serra, Rousseff Battle for Brazil's Presidency

The race to succeed Brazilian president Luis Inacio Lula da Silva remains tight, according to a poll by Datafolha published in *Folha de Sao Paulo*. 37 per cent of respondents would vote for conservative candidate Jose Serra of the Brazilian Party of Social Democracy (PSDB) in this year's election, down two points since June.

August 06, 2010

### Lula Continues to Draw High Numbers in Brazil

The popularity of Brazilian president Luiz Inacio Lula da Silva remains sky-high, according to a poll by Datafolha published in *Folha de Sao Paulo*. 77 per cent of respondents say the president has done a good job, down one point since June.

August 01, 2010

## **AUSTRALASIA**

### **Australians' Views Shift on Climate Change**

Australians' attitudes about global warming could be a factor later this month in the general election where climate change has emerged as an issue. The percentage of Australians who are aware of climate change and say it results from human activities fell from 52% in June 2008 to 44% in March 2010, while the number attributing it to natural causes increased 10 percentage points.

August 6, 2010

### **Labor Leads Two-Party Vote in Australia**

Australia's upcoming election looks tight but the governing Australian Labor Party (ALP) holds an advantage in the two-party preferred vote system, according to a poll by Newspoll published in *The Australian*. 42 per cent of respondents would vote for the Coalition of Liberals and National in next month's election to the House of Representatives, up four points since mid-July.

August 05, 2010

### **National Slips, Stays Ahead in New Zealand**

The popularity of New Zealand's conservative government is shrinking but the National party remains the favourite, according to a poll by Roy Morgan International. 49 per cent of respondents would vote for National in the next election to the House of Representatives, down four points since early July.

August 06, 2010

## **MULTI-COUNTRY SURVEYS**

### **70 Million in CIS Would Migrate Temporarily for Work, Study**

Roughly one in four adults in 12 former Soviet nations say they would like to move to another country for temporary work (24%) or to study or take part in a work-study program (25%) if they had the opportunity to do so. Together, an estimated 70 million desire to migrate for either of these reasons or for both. Half has many -- approximately 30 million -- would like to leave their countries permanently.

August 4, 2010

## **CYBER WORLD**

### **"Cyberchondriacs" on the Rise?**

Number of Americans who look for health related information on the Internet is continuing to increase. Fully 32% of all adults who are online say they look for health information "often," compared to 22% last year.

August 4, 2010

## **WEST EUROPE**

### **French Distancing More from Sarkozy**

August 07, 2010

People in France are growing disappointed with Nicolas Sarkozy, according to a poll by CSA published in *Le Parisien*. 62 per cent of respondents have no confidence in their president, up three points since June.

The French are also increasingly condemning the performance of Prime Minister François Fillon, with 54 per cent of respondents expressing no confidence in him, up five points in a month.

In May 2007, Sarkozy, candidate for the centre-right Union for a Popular Movement (UMP) and former interior minister, won the presidential run-off with 53.06 per cent of the vote. Sarkozy appointed Fillon—who had been his adviser and presidential campaign leader—as prime minister.

On Jun. 24, thousands of French workers took to the streets to protest against a government proposal to reform the pension system, which would entail raising the retirement age to 62.

Earlier this month, Sarkozy launched an anti-crime campaign and a crackdown on illegal immigration by introducing measures to revoke the French citizenship of immigrants who endanger the lives of police officers, and making it easier to deport people who are in France illegally. The measures target mainly the Roma. The president has explicitly defined "Gipsy camps" as a source of prostitution, trafficking, and child exploitation.

Martine Aubry, leader of the Socialist Party (PS), commented on the measures and their accompanying media campaign, saying they harm "France and its values by selective laws that are as iniquitous as they are unconstitutional," and adding, "We will not let foreigners be stigmatized, nor French people of immigrant descent, nor travellers, as the president of the republic and his majority have shamefully done."

### **Polling Data**

Do you have confidence in French president Nicolas Sarkozy to face the country's problems?

	<b>Jul. 2010</b>	<b>Jun. 2010</b>	<b>May 2010</b>	<b>Apr. 2010</b>
Confidence	32%	34%	37%	34%
No confidence	62%	59%	58%	59%

Do you have confidence in French prime minister François Fillon to face the country's problems?



	<b>Jul. 2010</b>	<b>Jun. 2010</b>	<b>May 2010</b>	<b>Apr. 2010</b>
Confidence	40%	42%	44%	38%
No confidence	54%	49%	51%	55%

*Source: CSA / Le Parisien*

*Methodology: Telephone interviews with 1,002 French adults, conducted on Jul. 7 and Jul. 8, 2010. No margin of error was provided.*

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### **Merkel's Parties Stuck in the Low 30s in Germany**

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Germany's governing conservative parties retain a third of the population's following, according to a poll by FG Wahlen released by ZDF. 33 per cent of respondents would vote for the Christian-Democratic Union (CDU) or its associate Bavarian Christian-Social Party (CSU) in the next election to the Federal Diet, unchanged since mid-June.

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*Source: FG Wahlen / ZDF*

*Methodology: Telephone interviews with 1,178 German adults, conducted from Jul. 13 to Jul. 15, 2010. Margin of error is 3.1 per cent.*

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### **Britons Decry Release of Convicted Bomber Megrahi**

August 05, 2010

Three quarters of people in Britain reject the Scottish government's decision to release Libyan national Abdelbaset Ali Mohmet al-Megrahi from prison on compassionate grounds, according to a poll by Angus Reid Public Opinion. 75 per cent of respondents share this view.

In 1988, 270 people died in the bombing of Pan Am Flight 103 over the Scottish town of Lockerbie. Megrahi, a former Libyan intelligence agent, was convicted for the crime and sentenced to life in prison.

On Aug. 20, Scottish Government justice secretary Kenny MacAskill granted Megrahi a release on compassionate grounds, stating that the prisoner had been diagnosed with prostate cancer and was expected to die within three months.

Megrahi is still alive. It has been speculated that his release is linked to either a future sale of arms and military equipment to Libya, or to the protection of business interests of the British-based oil company BP in that country.

On Jul. 21, British prime minister David Cameron—who has publicly condemned the decision to release Megrahi—said that "we should not leap to an inquiry" into the case, but admitted that "yes, we might have to look again" at opening an investigation.

### **Polling Data**

As you may know, Libyan national Abdelbaset Ali Mohmet al-Megrahi was serving a life sentence with a minimum term of 27 years for his role in the bombing of Pan Am Flight 103 over the Scottish town of Lockerbie in December 1988. Megrahi has been diagnosed

with terminal prostate cancer. His advisers requested that he be freed from the Greenock prison (near Glasgow) on compassionate grounds, and the Scottish Government agreed to this request last year. All things considered, do you agree or disagree with the decision to release Megrahi on compassionate grounds?

Agree 18%

Disagree 75%

Not sure 7%

Source: Angus Reid Public Opinion

Methodology: Online interviews with 1,992 British adults, conducted from Jul. 20 to Jul. 23, 2010. Margin of error is 2.2 per cent.

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## NORTH AMERICA

### Americans Divided on How Well Iraq War Is Going for U.S.

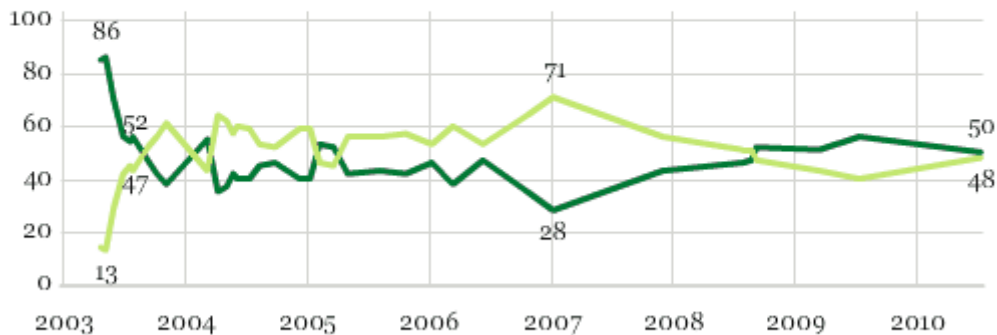
Majority continue to believe U.S. made a mistake in sending troops to Iraq

August 5, 2010

Americans are about evenly divided as to whether things are going "well" or "badly" for the United States in Iraq. Since the fall of 2008, Americans have been a bit more positive than negative in their evaluations, after being largely negative for most of the period from September 2003 to August 2008.

*In general, how would you say things are going for the U.S. in Iraq --  
[ROTATED: very well, moderately well, moderately badly, (or) very badly]?*

■ % Very/Moderately well    ■ % Very/Moderately badly



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The July 8-11 poll was conducted as the United States continues to reduce its military presence in Iraq, in preparation for ending its combat operations there on Aug. 31.

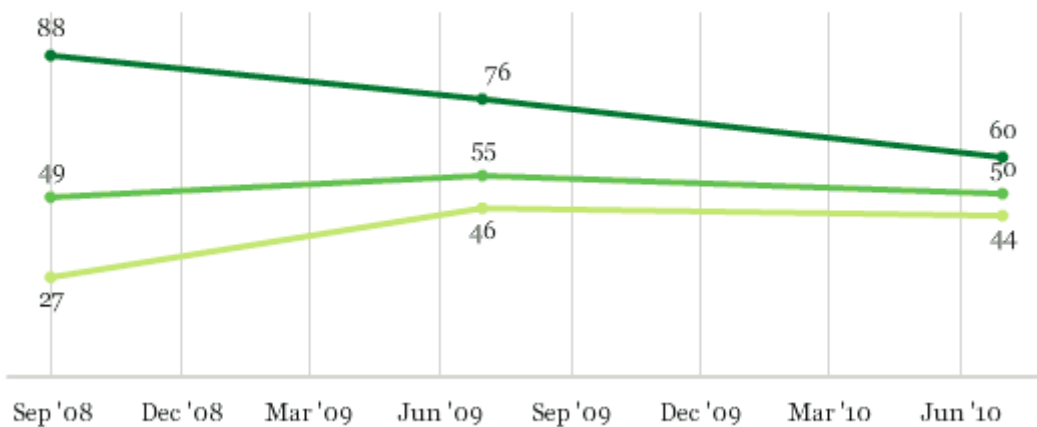
It was not long ago -- January 2007 -- that positive perceptions of the way things are going in Iraq hit their all-time low of 28%. However, after the U.S. implemented a major surge in its forces in 2007, and began to see a reduction in violence later that year, Americans' evaluations of the situation in Iraq turned more positive. [Americans gradually viewed the surge itself as making conditions in Iraq better](#) rather than worse.

Republicans are more positive than Democrats about the United States' progress in Iraq, though the difference between these party groups is not huge. In fact, the partisan gap in assessments of the war has shrunk considerably over the past two years.

*Views of How Things Are Going for U.S. in Iraq, by Political Party*

% Very/Moderately well

■ Republicans ■ Independents ■ Democrats



GALLUP®

### **Most Continue to Oppose War**

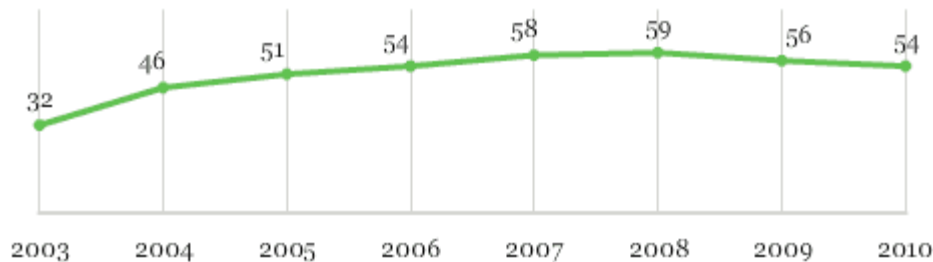
The poll finds 54% of Americans saying it was "a mistake" for the United States to send troops to Iraq, while 44% disagree. In most polls over the past five years, Gallup has found a majority calling the decision to send troops a mistake, with a high of 63% opposition in April 2008. In contrast, [Gallup has yet to find a majority calling the war in Afghanistan a mistake](#).

Opposition to the war in Iraq has eased somewhat in the last two years as Americans have become more optimistic about how the U.S. has been doing in Iraq.

*In view of the developments since we first sent our troops to Iraq, do you think the United States made a mistake in sending troops to Iraq, or not?*

Yearly averages

■ % Yes, a mistake



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There continue to be large partisan differences in support for the war -- in the latest poll, 74% of Democrats say the war is a mistake, compared with 25% of Republicans. Fifty-seven percent of independents hold this view. These party gaps are typical of what Gallup has found in recent years. To the extent opposition has eased, it is evident mostly among Democrats and, to a lesser extent, independents.

### **Bottom Line**

The Iraq war remains unpopular with the majority of Americans, though in recent years there has been a growing belief that things are going better for the U.S. in Iraq than was the case before the surge of U.S. troops.

The Aug. 31 deadline for drawing U.S. troops down to 50,000 and handing over responsibility for maintaining security in Iraq marks a major turning point in the war. It is unclear whether this transition will alter Americans' views of the war.

### **Survey Methods**

Results for this Gallup poll are based on telephone interviews conducted July 8-11, 2010, with a random sample of 1,020 adults, aged 18 and older, living in the continental U.S., selected using random-digit-dial sampling.

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

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

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

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

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

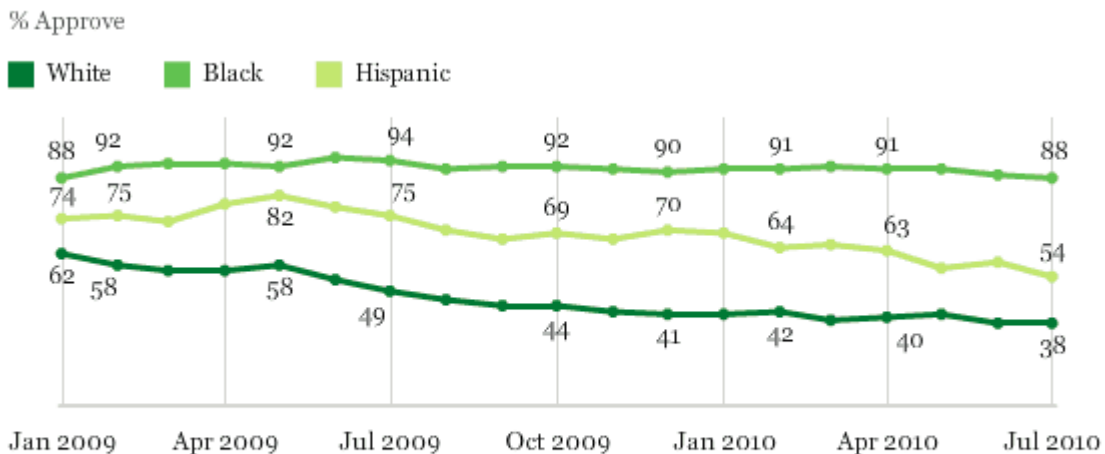
### Blacks and Whites Continue to Differ Sharply on Obama

*Obama's approval ratings among these groups are at or tied with their lowest levels to date*

August 3, 2010

President Obama's job approval rating averaged 88% among blacks and 38% among whites in July, a 50-percentage-point difference that has been consistent in recent months but is much larger than in the initial months of the Obama presidency. Obama's job approval ratings among blacks, whites, and Hispanics in July are all at their lowest levels to date, although the overwhelming majority of blacks still approve.

*President Barack Obama's Monthly Job Approval Averages, by Racial or Ethnic Group*



Gallup Daily tracking

GALLUP®

Issues of race and the Obama presidency have been in the news again in recent weeks with the situation involving Shirley Sherrod, the black Department of Agriculture

employee who was fired and then offered a new position at the agency after edited videos of a speech she made dealing with racial matters were widely circulated on the Internet.

Blacks' approval of the job Obama is doing dipped below the 90% threshold for the second month in a row in July; the 88% July average is the lowest monthly average approval rating blacks have given Obama yet, although not significantly lower than the 89% recorded in June.

The slight drop in blacks' ratings since May matches the pattern among whites and Hispanics. Obama's June and July ratings among whites are the lowest monthly ratings of his administration among that group, as is his 54% July rating among Hispanics.

Whites' approval of Obama is down 24 points from the high of 62% in January 2009. Hispanics' approval has dropped 28 points from its 82% peak in May 2009. Blacks' approval has been much more stable, falling seven points from the high of 95% in June 2009.

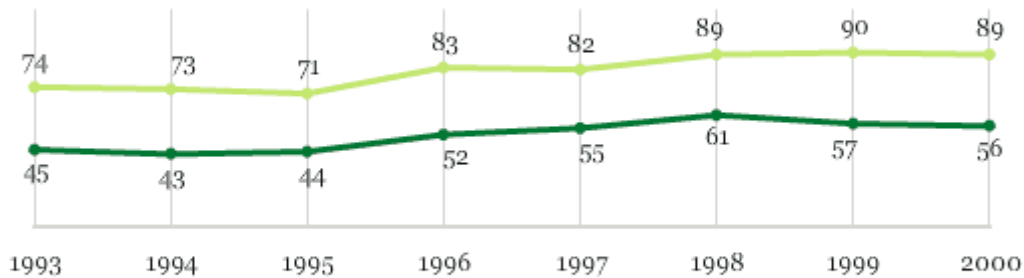
### Clinton Also Had 90% Job Approval Among Blacks

Obama's high ratings among black Americans are not unprecedented. Fellow Democrat Bill Clinton averaged 81% approval among blacks during his term in office, including 89% or 90% average approval in the last three years of his presidency.

*President Clinton Job Approval Averages, by Race*

% Approve, yearly averages

■ White ■ Black



NOTE: Data for each year represent ratings taken from Jan. 20 of that year through Jan. 19 of the following year.

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However, the job approval gap between blacks and whites has become significantly larger in the Obama administration than it was in any year of the Clinton administration. Clinton received relatively low ratings among whites during his first years in office, but he also received ratings as low as 71%, on average, among blacks from 1995 to 1996. By contrast, Obama has consistently received much higher ratings among blacks even while his ratings among whites have been as low as or lower than those that Clinton received.

## Overall, Obama Job Rating at 46%

Obama's overall job approval rating in July is 46%, unchanged from June, and down four points from February of this year. Obama enjoyed his highest monthly average of 66% in January 2009, spanning his first 11 days in office, and was still at 65% in May 2009. His approval ratings then fell sharply between May and September of last year, down 13 points from 65% to 52% over a five-month span.

### *President Barack Obama's Monthly Job Approval Averages*

Based on national adults

■ % Approve



Gallup Daily tracking

GALLUP®

*Explore Obama's approval ratings in-depth and compare to past presidents in the [Gallup Presidential Job Approval Center](#).*

### Survey Methods

Results are based on telephone interviews conducted as part of Gallup Daily tracking July 1-31, 2010, with a random sample of 15,467 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia, selected using random-digit-dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is  $\pm 1$  percentage point.

For results based on the total sample of 12,347 non-Hispanic whites, one can say with 95% confidence that the maximum margin of sampling error is  $\pm 1$  percentage point.

For results based on the total sample of 996 non-Hispanic blacks, one can say with 95% confidence that the maximum margin of sampling error is  $\pm 4$  percentage points.

For results based on the total sample of 1,018 Hispanics, one can say with 95% confidence that the maximum margin of sampling error is  $\pm 4$  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 daily 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 by 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.

**In U.S., New High of 43% Call Afghanistan War a "Mistake"**

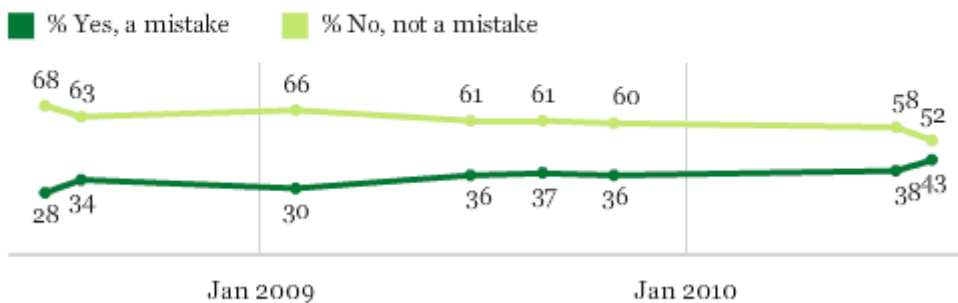
*Obama's approval rating on Afghanistan at 36%*

August 3, 2010

After the Internet publication of tens of thousands of leaked classified documents on the war in Afghanistan, 43% of Americans now say the United States made a mistake in sending troops there, up slightly from just before the release (38%). While Americans are still more likely to support than oppose the war, the percentage who say it was a mistake to get involved is at a new high.

*Thinking now about U.S. military action in Afghanistan that began in October 2001, do you think the United States made a mistake in sending military forces to Afghanistan, or not?*

Recent trend

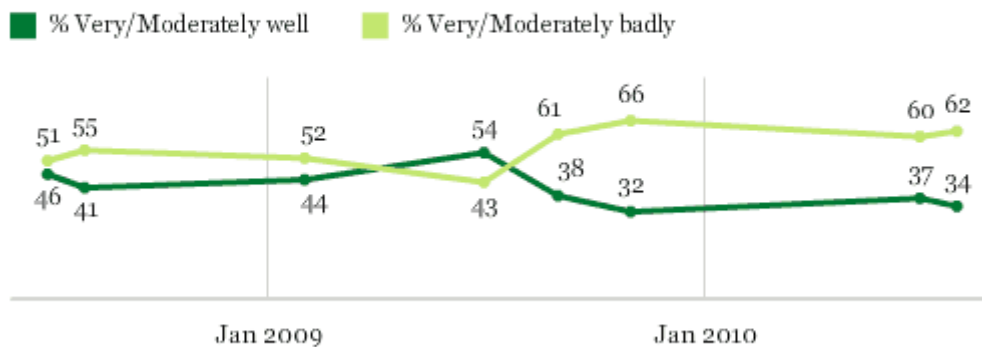


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The publication of the documents on the website WikiLeaks revealed the ongoing struggles the U.S. military has faced in Afghanistan trying to weaken terrorist elements in the region. But the release of these documents alone does not seem to have changed Americans' assessments of U.S. progress in the war, which were already pessimistic in a Gallup poll conducted early last month. In fact, Americans' views of U.S. progress have been decidedly negative since late last summer.

*In general, how would you say things are going for the U.S. in Afghanistan -- [ROTATED: very well, moderately well, moderately badly, (or) very badly]?*

Recent trend



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One reason Americans' views on U.S. progress may have not changed in recent weeks is because the story of the leaked documents has not captured the public's attention to a large degree. Fifty-three percent of Americans claim to be following news about the leaked documents "very" (16%) or "somewhat closely" (37%), a below-average level of national attention for news events Gallup has tested over the past two decades.

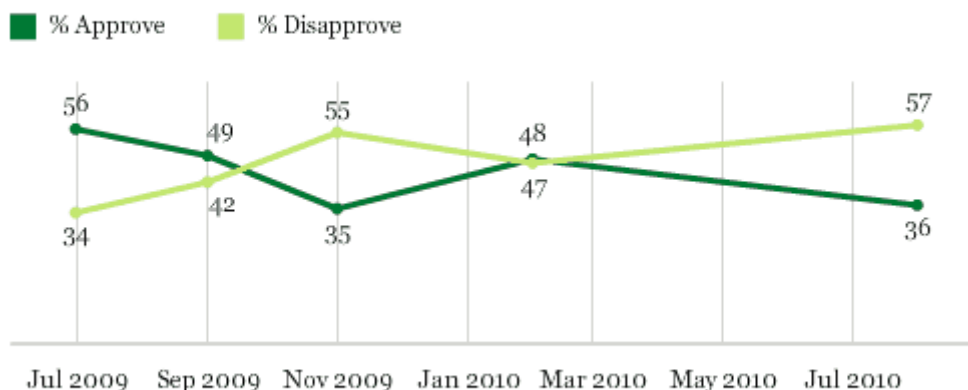
Americans generally agree the leaked documents should not have been published on the Internet, with 66% saying it was wrong for the website WikiLeaks to have done so; 25% believe the website was right. This general assessment holds among those paying high as well as low levels of attention to the story.

### **Obama Approval on Afghanistan Falls**

The July 27-Aug. 1 *USA Today*/Gallup poll also finds a sharp decline in President Obama's approval rating for handling the war in Afghanistan, to 36%, down from 48% in February. Given the roughly six-month span between measures, it is not clear how much of a role the leaked documents played as opposed to more general dissatisfaction with the president's policies or management of the war.

The current reading is one percentage point higher than the president's lowest Afghanistan approval rating to date, 35%, from last November when Obama was in the process of finalizing his new policy toward the conflict.

*Do you approve or disapprove of the way Barack Obama is handling the situation in Afghanistan?*



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The decline in Obama's Afghanistan approval rating since February is evident among all party groups, though slightly greater among Republicans and independents than Democrats.

*Barack Obama Approval Rating on Afghanistan, by Political Party*

February-August 2010 Gallup polls

	% Approve, Feb. 1-3	% Approve, July 30-Aug. 1	Change (pct. pts)
Democrats	63	55	-8
Independents	44	32	-12
Republicans	35	24	-11

GALLUP®

Obama's current rating for handling Afghanistan is below his overall job approval rating, which was 41% in the July 27-Aug. 1 poll and 45% in the latest Gallup Daily tracking weekly average.

**Implications**

The 43% of Americans calling the decision to send U.S. military forces into Afghanistan a mistake marks the high point in the nearly nine-year war, although a slight majority continue to support the decision. Public support persists even though for most of the last several years Americans have generally thought the war has been going badly for the United States, and many more currently disapprove than approve of President Obama's handling of the situation.

Thus, the leaking of the documents may not be providing new information to the general public about the progress of the war. And given Americans' subdued attention to the

story, it's also not clear that Americans are highly familiar with what information those documents reveal.

But the documents do remind Americans of the challenges the United States is facing in Afghanistan, and they may have caused an increasing number to question whether the efforts there are worth it. Last week, Congress approved President Obama's request for continued funding of the war, though by a narrower margin than last year.

### Survey Methods

Results for this *USA Today*/Gallup poll are based on telephone interviews conducted July 27-Aug. 1, 2010, with a random sample of 1,208 adults, aged 18 and older, living in the continental U.S., selected using random-digit-dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is  $\pm 3$  percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone-only). The sample included a minimum quota of 180 cell phone-only respondents and 1,020 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 by gender, age, race, education, region, and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the aged 18 and older non-institutionalized population living in continental U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

In addition to sampling error, question wording and practical diff

### **Americans Split on Obama's Performance**

August 04, 2010

People in the United States are evenly split on their president's performance, according to a poll by Angus Reid Public Opinion. 45 per cent of respondents approve of the way Barack Obama has handled his duties, whereas 46 per cent disapprove.

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 Jul. 29, Obama spoke of his record so far, declaring, "What has been gratifying is seeing the economy is stabilizing and growing again and seeing how resilient the American people are [but] it's not enough. If you don't have a job then the only answer you want to hear is I'm hired."

### **Polling Data**

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

	<b>Jul. 2010</b>	<b>Jun. 2010</b>	<b>May 2010</b>	<b>Apr. 2010</b>	<b>Mar. 2010</b>
Approve	45%	44%	48%	46%	48%
Disapprove	46%	50%	45%	45%	45%
Not sure	9%	6%	7%	9%	8%

*Source: Angus Reid Public Opinion*

*Methodology: Online interviews with 1,013 American adults, conducted on Jul. 22 and Jul. 23, 2010. Margin of error is 3.1 per cent.*

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### **U.S. Congress Gets Slightly Better Marks**

August 01, 2010

A few more people in the United States are willing to grant Congress a good mark compared to last month, according to a poll by Angus Reid Public Opinion. 23 per cent of respondents approve of the performance of Congress, up five points since June.

However, 64 per cent of respondents still condemn the performance of lawmakers.

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

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

On Jul. 29, a bill aiming to expand lending and cutting taxes for small businesses proposed by Democratic Louisiana senator Mary Landrieu was blocked unanimously by Republican senators. Landrieu chastised Senate minority leader Mitch McConnell for rejecting the bill, saying, "Our businesses have picked up enough weight; they can't

handle that weight. And if we don't give them some help now, today, many of them aren't going to be here—I want the senator from Kentucky to know—when we show up in September."

### **Polling Data**

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

	<b>Jul. 2010</b>	<b>Jun. 2010</b>	<b>May 2010</b>	<b>Apr. 2010</b>	<b>Mar. 2010</b>
Approve	23%	18%	25%	24%	24%
Disapprove	64%	72%	63%	63%	66%
Not sure	13%	10%	12%	13%	10%

*Source: Angus Reid Public Opinion*

*Methodology: Online interviews with 1,013 American adults, conducted on Jul. 22 and Jul. 23, 2010. Margin of error is 3.1 per cent.*

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### **Palin, Huckabee Top Choice for U.S. Republicans**

August 06, 2010

American supporters of the Republican Party pick former presidential hopefuls Sarah Palin and Mike Huckabee as favourites to represent the GOP in the 2012 election, according to a poll by Angus Reid Public Opinion. 51 per cent of respondents say Palin would be a good president, up four points since November 2009.

Huckabee is second on the list of politicians deemed capable for the job with 50 per cent, followed by former Massachusetts governor Mitt Romney and former New York mayor Rudy Giuliani both with 48 per cent, former speaker of the House of Representatives Newt Gingrich with 42 per cent—up 14 points—and former secretary of state Condoleezza Rice with 38 per cent. Support is lower for Louisiana governor Bobby Jindal, Texas congressman Ron Paul, Minnesota governor Tim Pawlenty, former New Mexico governor Gary Johnson, and Republican National Committee (RNC) chairman Michael Steele.

In American elections, candidates require 270 votes in the Electoral College to win the White House. In November 2008, Democratic nominee Barack Obama secured a majority of electoral votes, defeating Republican candidate John McCain. On Jan. 20, Obama became the first African American president in U.S. history.

On Aug. 3, Huckabee criticized a judge’s decision to strike down some provisions of a controversial anti-illegal immigration law approved in Arizona—which is currently being challenged by the federal government. Huckabee declared: "Last week’s decision by U.S. District Judge Susan Bolton is just another example of an activist judge putting their ideas ahead of the law. (...) Yet her decision did nothing to help the people of Arizona deal with these serious public safety concerns."

### **Polling Data**

Several politicians have been mentioned as possible presidential candidates for the Republican Party in 2012. For each of these politicians, please say whether you think they would make a good president or a bad president. – *Republican Party Supporters, "Good President"*

	<b>Jul. 2010</b>	<b>Nov. 2009</b>
Sarah Palin	51%	47%
Mike Huckabee	50%	49%
Mitt Romney	48%	32%
Rudy Giuliani	48%	47%
Newt Gingrich	42%	28%
Condoleezza Rice	38%	37%
Bobby Jindal	20%	14%
Ron Paul	14%	24%
Tim Pawlenty	10%	10%
Gary Johnson	7%	4%
Michael Steele	4%	7%

*Source: Angus Reid Public Opinion*

*Methodology: Online interviews with 1,003 American adults, conducted on Jul. 14 and Jul. 15, 2010. Margin of error is 3.1 per cent.*

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## Americans Want Smoking Off the Menu at Restaurants

*More than half believe workplaces and hotels should accommodate smokers*

August 6, 2010

When it comes to smokers lighting up in public, Americans are most accepting of smoking in bars and least accepting of it in restaurants. Fifty-nine percent this year say smoking should be banned in restaurants, up from 54% in 2007.

### *Preference for Smoking Policies in Public Venues*

What is your opinion regarding smoking in public places? First, in [...] should they set aside certain areas, should they totally ban smoking, or should there be no restrictions on smoking?

	<b>Totally ban</b>	<b>Set aside areas</b>	<b>No restrictions</b>	<b>No opinion</b>
	%	%	%	%
Restaurants	59	36	4	1
Workplaces	44	52	4	1
Hotels and motels	36	58	6	1
Bars	31	43	23	2

July 8-11, 2010

GALLUP®

While Americans generally believe smoking and eating out don't mix, they do favor accommodating smokers in hotels/motels and the workplace via designated smoking areas. Americans are particularly tolerant of smoking in bars, as a substantial minority, 23%, say there should be no restrictions in bars -- in addition to the 43% favoring designated smoking areas.

### **Tide of Opinion Moving Against Smokers**

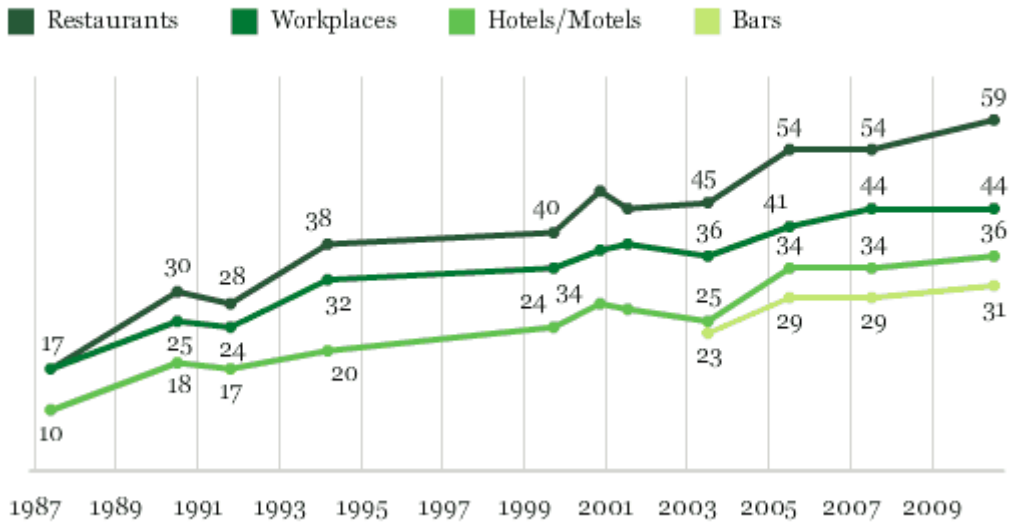
Opposition to smoking in restaurants, hotels/motels, and the workplace has hardened significantly since Gallup first asked Americans about it in 1987. The percentage in favor of banning smoking in restaurants and hotels/motels has more than tripled, and has more than doubled for the workplace.

"Bars" was added to the list in 2003. Since then, the percentage who favor banning smoking in bars has grown at a rate similar to that seen for restaurants.



### Support for Banning Smoking in Public Venues

% Totally ban



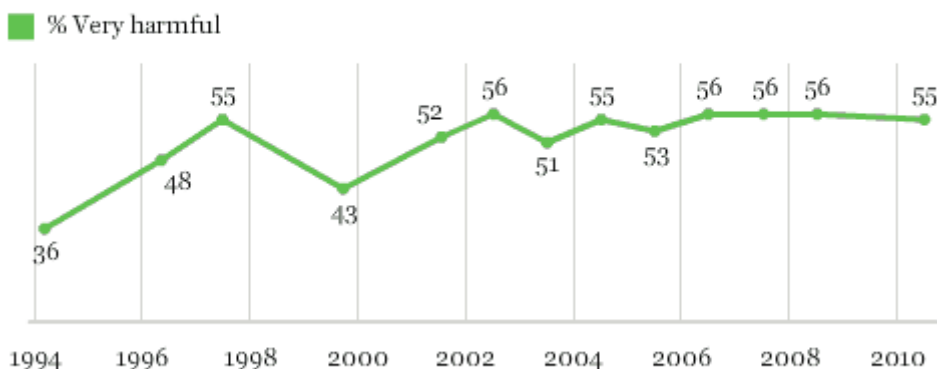
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From 1987 to today, the percentage of regular cigarette smokers among the U.S. adult population as measured by Gallup [has declined from 30% to 22%](#), explaining some of the decline in support for public smoking. Gallup has consistently found nonsmokers much more likely than smokers to favor bans in restaurants and other locations, including in the current poll.

Additionally, the percentage who believe secondhand smoke poses a significant health risk for nonsmokers has increased to 55% today, up from 36% in Gallup's first measure of this in 1994. However, the major shift in attitudes about secondhand smoke occurred in the second half of the 1990s. Thus, it is not clear that the increased opposition to public smoking more recently is related to heightened concern about the health risks to nonsmokers.

### Perceived Danger of Secondhand Smoke

In general, how harmful do you feel secondhand smoke is to adults -- very harmful, somewhat harmful, not too harmful, or not at all harmful?



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### Bottom Line

Currently, half of U.S. states have broad bans on smoking in enclosed public places, including workplaces, restaurants, and bars. The rest have more limited restrictions, such as requiring designated smoking areas in restaurants and workplaces, or prohibiting smoking only in government buildings and schools. A careful review of these laws could reveal that some states go further in restricting smoking than the American public would prefer, while others don't go nearly far enough.

### Survey Methods

Results for this *USA Today*/Gallup poll are based on telephone interviews conducted July 8-11, 2010, with a random sample of 1,020 adults, aged 18 and older, living in the continental U.S., selected using random-digit-dial sampling.

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

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

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

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

**Earmarks Could Help Candidates in Midterms; Palin and Tea Party Connections Could Hurt**

*Energy: Public Backs a Wide Range of Goals, Policies*

In the congressional elections this fall, candidates with a record of bringing government projects and money to their districts may have an edge. A majority of Americans (53%) say they are more likely to vote for a candidate with a record of delivering earmarks for their districts; just 12% say they would be less likely to vote for such a candidate. A third of the public (33%) says this would make no difference in their vote either way.

**Effects of Candidate Characteristics on the Vote**

	<b>More likely to vote for</b>	<b>Less likely to vote for</b>	<b>No difference either way</b>	<b>DK</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Has a record of bringing government projects and money to your district	53	12	33	2=100
Barack Obama campaigns on their behalf	27	28	43	2=100
Is a supporter of the Tea Party movement	22	31	41	6=100
Sarah Palin campaigns on their behalf	18	38	42	3=100
Is neither a Republican nor a Democrat	15	21	61	3=100

PEW RESEARCH CENTER/NATIONAL JOURNAL July 29-Aug. 1, 2010. Figures may not add to 100% because of rounding.

Far fewer say support from Barack Obama, Sarah Palin or affiliation with the Tea Party movement would make them more likely to vote for a candidate in this year's congressional elections, according to the latest Pew Research/National Journal Congressional Connection poll, sponsored by SHRM, conducted July 29-Aug. 1 among 1,003 adults. Americans are divided on the value of Obama campaigning for a candidate, while both Palin's support and Tea Party affiliation are seen by more as negative than positive.

About a quarter (27%) say they would be more likely to vote for a candidate Obama campaigned on behalf of, while about the same number (28%) say Obama's support would make them less likely to vote for a candidate; a plurality (43%) says it would make no difference in their vote. In contrast, nearly four-in-ten (38%) say they would be less likely to vote for a candidate Palin has campaigned for; just 18% would be more likely to vote for a Palin-supported candidate and 42% say Palin's endorsement would have no

impact. And about three-in-ten (31%) say they would be less likely to vote for a candidate who is a supporter of the Tea Party, 22% say they would be more likely and 41% say it would have no effect.

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### Support for Candidates With Record of Bringing Money to Their Districts

	<b>Total</b>	<b>Rep</b>	<b>Dem</b>	<b>Ind</b>
	%	%	%	%
More likely to vote for	53	47	66	46
Less likely to vote for	12	17	6	12
No difference	33	35	27	39
Don't know (Vol.)	<u>2</u>	<u>1</u>	<u>2</u>	<u>3</u>
	100	100	100	100

PEW RESEARCH CENTER/NATIONAL JOURNAL July 29-Aug. 1, 2010.  
 Figures may not add to 100% because of rounding.

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Across party lines, the public sees earmarking by their congressional candidates as more of an asset than a liability. Nevertheless, Democrats (66%) are more likely than both Republicans (47%) and independents (46%) to say a candidates' record of bringing money and projects to their home district makes them more likely to vote for the candidate. Just 6% of Democrats, 17% of Republicans and 12% of independents say this would make them less likely to vote for a candidate for Congress.

### Obama, Palin, Tea Party Associations Have Little Appeal to Independents

Republican, Democratic and independent opinions differ considerably about the impact campaigning by Barack Obama or Sarah Palin, or affiliation with the Tea Party movement, would have on their vote.

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## Stark Partisan Divides on Merits of Support from Obama & Palin; Tea Party Affiliation

<i>Barack Obama campaigns on candidate's behalf</i>	<b>Total</b>	<b>Rep</b>	<b>Dem</b>	<b>Ind</b>
	%	%	%	%
More likely to vote for	27	13	45	20
Less likely to vote for	28	57	12	28
No difference	43	28	42	50
Don't know (vol.)	<u>2</u>	<u>2</u>	<u>1</u>	<u>2</u>
	100	100	100	100
<i>Sarah Palin campaigns on candidate's behalf</i>				
More likely to vote for	18	41	7	15
Less likely to vote for	38	15	58	36
No difference	42	42	33	47
Don't know (vol.)	<u>3</u>	<u>1</u>	<u>3</u>	<u>2</u>
	100	100	100	100
<i>Candidate is a Tea Party supporter</i>				
More likely to vote for	22	44	8	25
Less likely to vote for	31	15	49	27
No difference	41	34	39	43
Don't know (vol.)	<u>6</u>	<u>7</u>	<u>4</u>	<u>5</u>
	100	100	100	100

PEW RESEARCH CENTER/NATIONAL JOURNAL July 29-Aug. 1, 2010.  
 Figures may not add to 100% because of rounding.

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A majority of Republicans say a candidate who received support from Obama would be less likely to get their vote (57%). By contrast, 45% of Democrats say the president's support would make them more likely to vote for a candidate. Independent opinion about Obama's endorsement is more mixed. Two-in-ten (20%) say it would make them more likely to vote for a candidate and 28% say it would make them less likely to do so; half of independents (50%) say an Obama campaign stop would make no difference to their vote.

Sarah Palin is similarly polarizing. A majority of Democrats (58%) say they would be less likely to vote for a candidate receiving the former vice presidential candidate's support. Conversely, 41% of Republicans say such an endorsement would make them more likely to give a candidate their vote. About twice as many independents say Palin's support would make them less likely to vote for a candidate (36%) as say it would make them more likely to do so (15%), while about half of independents (47%) say Palin's support would make no difference to their vote.

Among Republicans and Democrats, the impact of support for the Tea Party movement follows a pattern similar to Palin's endorsement. More than four-in-ten Republicans view support for the Tea Party as a positive attribute, while nearly half of Democrats (49%) see it as a negative. Independents are split; a-quarter (25%) say they are more likely to vote

for a candidate who is a supporter of the Tea Party movement, while about the same number (27%) say they are less likely to vote for a Tea Party supporter.

### On Energy Policy, Public Backs Wide Range of Goals

As Congress and the president discuss U.S. energy policy, there is no public consensus on top priorities and broad public support for a wide range of specific policy options.

#### Competing Goals for Energy Policy

	<i>How important is each as a goal for U.S. energy policy...</i>				<b>Which should be the single highest priority</b> %
	<b>Very</b> %	<b>Some-what</b> %	<b>Not*</b> %	<b>DK</b> %	
Reducing dependence on foreign energy sources	69	23	7	1=100	31
Keeping energy prices low	69	25	6	1=100	21
Protecting the environment from effects of energy development and use	61	30	9	1=100	21
Creating jobs within energy sector	64	27	9	1=100	20
None are very important					5
Other/Don't know					<u>2</u> 100

PEW RESEARCH CENTER/NATIONAL JOURNAL July 29-Aug. 1, 2010.  
 Figures may not add to 100% because of rounding. \*Not too or not at all important.  
 Respondents were first asked to rate the importance of each goal, and if more than one was rated as very important, then select which one they see as the single highest priority. If a respondent describes only one as very important, that is automatically counted as his or her highest priority.

The latest Pew Research Center/National Journal Congressional Connection Poll, sponsored by SHRM conducted July 29-Aug. 1 among 1,003 adults, finds that energy independence, environmental protection, low prices and job creation are all seen as very important goals for U.S. energy policy. Roughly two-thirds (69%) say reducing America's dependence on foreign sources of energy should be a very important goal for Congress and the president in any decisions on energy policy. The same number say keeping energy prices low is very important. Nearly as many (64%) say creating jobs within the energy sector should be a very important goal of energy policies, and 61% believe protecting the environment from the effects of energy development and use is a very important goal.

## Republicans Rate Environment, Jobs as Less Important

<i>Percent rating each as a very important goal</i>	<b>Total</b>	<b>Rep</b>	<b>Dem</b>	<b>Ind</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Energy independence	69	68	71	70
Low prices	69	68	71	67
Environmental protection	61	46	76	59
Job creation	64	56	73	61

## But Little Partisan Gap on Top Energy Priority

<i>Which is the single highest priority?</i>	<b>Total</b>	<b>Rep</b>	<b>Dem</b>	<b>Ind</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Energy independence	31	35	29	31
Low prices	21	19	23	18
Environmental protection	21	18	24	22
Job creation	20	17	21	21
None are very important	5	11	2	5
Other/Don't know	<u>2</u>	<u>1</u>	<u>1</u>	<u>2</u>
	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

PEW RESEARCH CENTER/NATIONAL JOURNAL July 29-Aug. 1, 2010. Figures may not add to 100% because of rounding.

When asked to pick the one goal that should take highest priority, energy independence ranks at the top of the list. About three-in-ten (31%) say reducing America's dependence on foreign energy should take priority in the energy policy debate. Roughly two-in-ten choose each of the other three goals as the top priority.

The goals of energy independence and keeping energy prices low are equally important across party lines. Roughly seven-in-ten Republicans, Democrats and independents say these should be very important goals of U.S. energy policy. There is more of a partisan gap over environmental protection and job creation. Far more Democrats (76%) than Republicans (46%) see protecting the environment from the effects of energy development and use as a very important goal. And Democrats are also significantly more likely than Republicans (73% vs. 56%) to say that creating jobs within the energy sector should be a very important goal. These partisan differences are less pronounced when respondents are asked to pick their single highest priority among these goals.

## Broad Support for Various Energy Policies

About three-quarters (78%) of the public favors requirements that utilities produce more energy from wind, solar or other renewable sources. And while 72% favor expanded exploration and development of coal, oil and gas in the U.S., about as many (69%) favor stricter regulations on oil drilling. A majority of the public also supports limits on carbon

dioxide and other greenhouse gas emissions (65%) and incentives for increased development of nuclear power (56%).

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### Views about Specific Energy Policy Proposals

<i>% who favor including each in energy legislation...</i>	<b>Total %</b>	<b>Rep %</b>	<b>Dem %</b>	<b>Ind %</b>
Require utilities to produce more energy from renewable sources	78	74	83	77
Expand exploration for coal, gas, oil	72	85	70	68
Stricter regulations on oil drilling	69	56	82	70
Limits on CO <sub>2</sub> and other greenhouse gas emissions	65	57	76	64
Incentives for more nuclear power	56	67	50	59

PEW RESEARCH CENTER/NATIONAL JOURNAL July 29-Aug. 1, 2010. Figures may not add to 100% because of rounding.

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While there are partisan differences over these various energy policies, most are backed by majorities of Republicans, Democrats and independents. Democrats are far more likely than Republicans to support stricter regulations on oil drilling (82% vs. 56%) and limits on carbon dioxide and other greenhouse gas emissions (76% vs. 57%). Democrats are also somewhat more likely to support requirements that utilities produce more energy from renewable sources (83% vs. 74%).

In contrast, Republicans are more likely than Democrats to favor expanded exploration and development of domestic sources of coal, oil and gas (85% vs. 70%). And while two-thirds of Republicans (67%) support incentives for increased development of nuclear power, half of Democrats (50%) favor this. Majorities of independents support all of these proposals.

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### **Mixed Public Reaction to WikiLeaks**

*Most Say Too Much Chelsea Clinton Coverage*

August 3, 2010

The disclosure of more than 75,000 classified documents about the war in Afghanistan by the website WikiLeaks garnered significant media coverage last week, and those familiar with the story were split over the effect of the leak: about equal percentages say the release harms the public interest as say it serves the public interest.



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## WikiLeaks Release and the Public Interest

<i>Release of documents on Afghan war ...</i>	<b>Serves public interest</b>	<b>Harms public interest</b>	<b>Neither/Both</b>	<b>DK</b>
Total*	42	47	6	5=100
<i>Heard about leaks</i>				
A lot	42	53	4	1=100
A little	42	40	9	9=100
18-49	48	40	8	4=100
50+	34	55	6	5=100

\* Based on those who read or heard about WikiLeaks.  
 PEW RESEARCH CENTER July 29-August 1, 2010.  
 Figures may not add to 100% because of rounding.

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The latest News Interest Index survey, conducted July 29-Aug. 1 among 1,003 adults by the Pew Research Center for the People & the Press, finds that while news about the Gulf oil leak continues to top public interest, attention to news from Afghanistan spiked following the WikiLeaks report, with 34% following Afghanistan reports very closely, up from 22% the previous week. This is the highest interest in Afghanistan news since December 2009, in the weeks following Barack Obama's decision to increase troop deployments there.

Most Americans have heard either a lot (37%) or a little (36%) about the WikiLeaks story specifically, though 27% say they heard nothing at all about it. Among those who have heard about the leak, 47% say the disclosure of classified documents about the war in Afghanistan harms the public interest while 42% say it serves the public interest.

Those most attentive to the story take a more critical view of the WikiLeaks release. Among the 37% of the public that has heard a lot about it, most (53%) say the disclosure of classified documents about the Afghanistan war harms the public interest; those following the story less closely are divided: 42% say the leak serves the public interest, 40% say it harms the public interest, while another 18% say they don't know or say it does both or neither.

Age is also a factor in views of the classified document leak with younger Americans taking a less critical view of the disclosure made on the WikiLeaks website. On balance, those younger than age 50 think the leak serves the public interest (48% serve, 40% harm). By contrast, those older than age 50 say the leak harms the public interest by a 55%-40% margin.

### Too Little WikiLeaks, Too Much Chelsea

The WikiLeaks disclosure of classified documents about the war in Afghanistan was seen as receiving too little coverage by a 41%-plurality of the public. About a third (32%) say the press devoted the right amount of coverage to the story and relatively few (15%) say there has been too much coverage of the story.

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## Most Say Too Much Chelsea Clinton Coverage

	<b>Too much</b>	<b>Right amount</b>	<b>Too little</b>	<b>DK</b>
	%	%	%	%
Chelsea Clinton's wedding	58	25	8	9=100
Gulf oil spill	28	50	21	1=100
Congressional elections	18	43	35	4=100
Leak of classified documents on Afghanistan war	15	32	41	12=100
Economy	14	42	42	2=100

PEW RESEARCH CENTER July 29-August 1, 2010.  
Figures may not add to 100% because of rounding.

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By contrast, most of the public says the marriage of Chelsea Clinton and Marc Mezvinsky in Rhinebeck, N.Y. received too much attention from the press. A 58%-majority say the wedding of Chelsea Clinton has received too much coverage from news organizations; a quarter (25%) say it received the right amount of coverage and just 8% say it received too little coverage.

Men (63% too much) were somewhat more likely than women (54% too much) to say the wedding was overcovered by the press.

Half say the oil leak in the Gulf of Mexico received the right amount of coverage. Among those saying the amount of coverage was disproportionate, somewhat more described it as too much (28%) rather than too little (21%).

Equal percentages describe coverage of the economy as too little and the right amount (42% each); 14% say there has been too much coverage of economic news.

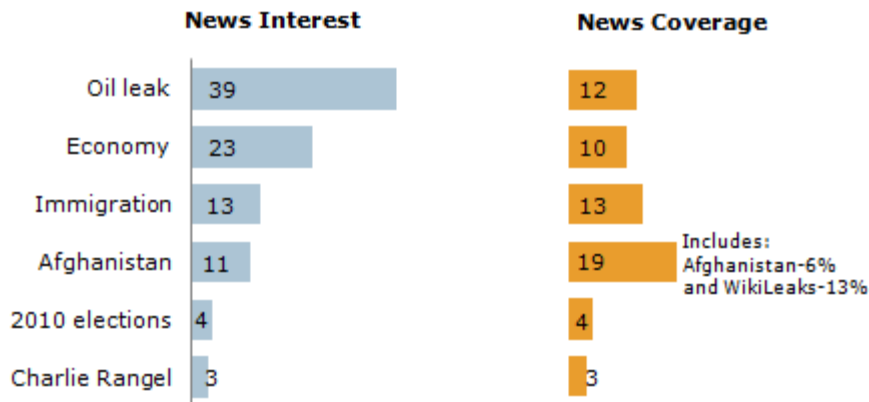
### The Week's News

As it has been for most of the summer, the oil spill in the Gulf of Mexico remains the public's top news story. Nearly six-in-ten (57%) say they followed news about the oil leak very closely and 39% say it was the one story they followed more closely than any other. News coverage of the story accounted for 12% of the newshole, [according to a separate analysis](#) by the Pew Research Center's Project for Excellence in Journalism. While the public had a clear top story of the week in the Gulf oil leak, the media divided its attention between several leading stories, including: Afghanistan and WikiLeaks, immigration, the oil spill and the economy.

About half (51%) say they followed reports about the condition of the U.S. economy very closely, 23% call this their top story of the week. Coverage accounted for 10% of the newshole, according to PEJ.

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## Comparing News Interest and News Coverage



News interest shows the percentage of people who say they followed this story most closely, Pew Research Center for the People & the Press, July 29-August 1, 2010. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center's Project for Excellence in Journalism, July 26-August 1, 2010.

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Four-in-ten say they paid very close attention to a court ruling that stops most of Arizona's immigration law from going into effect; 13% say they followed the story more closely than any other. While interest was moderate, the immigration debate was a big story for the media; coverage filled 13% of the newshole.

Very close interest in the situation and events in Afghanistan jumped to 34% last week -- up from 22% a week prior -- though public interest in the war continues to lag behind other leading stories and only about one-in-ten (11%) say it was the one story they followed most closely. Coverage of the war, not including the WikiLeaks story, accounted for 6% of the newshole; WikiLeaks as a separate storyline accounted for an additional 13% of coverage.

Interest in this year's congressional elections was modest with about three-in-ten (29%) following election news very closely and just 4% naming it their top story of the week. The media devoted 4% of its overall coverage to the midterms.

Even fewer followed news about ethics charges against Rep. Charlie Rangel: 21% say they followed this story very closely, 3% named it as their top story of the week. The media devoted 3% of its coverage to the congressional scandal.

## Most Heard about Obama's Appearance on the View

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### What the Public is Hearing About

	<b>A lot</b>	<b>A little</b>	<b>Nothing at all</b>	<b>DK</b>
	%	%	%	%
Leak of classified documents on Afghanistan war	37	36	27	*=100
Chelsea Clinton's wedding	34	43	23	*=100
Obama's appearance on the View	35	40	25	*=100

PEW RESEARCH CENTER July 29-August 1, 2010.  
Figures may not add to 100% because of rounding.

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Three-quarters of the public say they have heard a lot (35%) or a little (40%) about Obama's appearance on ABC's morning show, "The View." There are few differences by sex or partisanship, with all groups about equally likely to have heard about the appearance.

The WikiLeaks disclosure and Chelsea Clinton's wedding registered similar amounts of public awareness. For both stories, roughly three-quarters say they heard at least a little about them, while about a quarter say they heard nothing at all.

These findings are based on the most recent installment of the weekly News Interest Index, an ongoing project of the Pew Research Center for the People & the Press. The index, building on the Center's longstanding research into public attentiveness to major news stories, examines news interest as it relates to the news media's coverage. The weekly survey is conducted in conjunction with The Project for Excellence in Journalism's News Coverage Index, which monitors the news reported by major newspaper, television, radio and online news outlets on an ongoing basis. In the most recent week, data relating to news coverage were collected July 26-August 1, and survey data measuring public interest in the top news stories of the week were collected July 29-August 1, from a nationally representative sample of 1,003 adults.

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### **WikiLeaks Puts Afghanistan Back on Media Agenda**

#### *Immigration Dominates Cable News*

The war in Afghanistan-- a subject that has generated periodic spikes in media interest but not a high level of sustained coverage -- was back atop the mainstream news agenda last week. And this time, the catalyst was neither violence on the ground nor deliberations in Washington, but the leak of about 90,000 classified war reports by a whistleblower website.

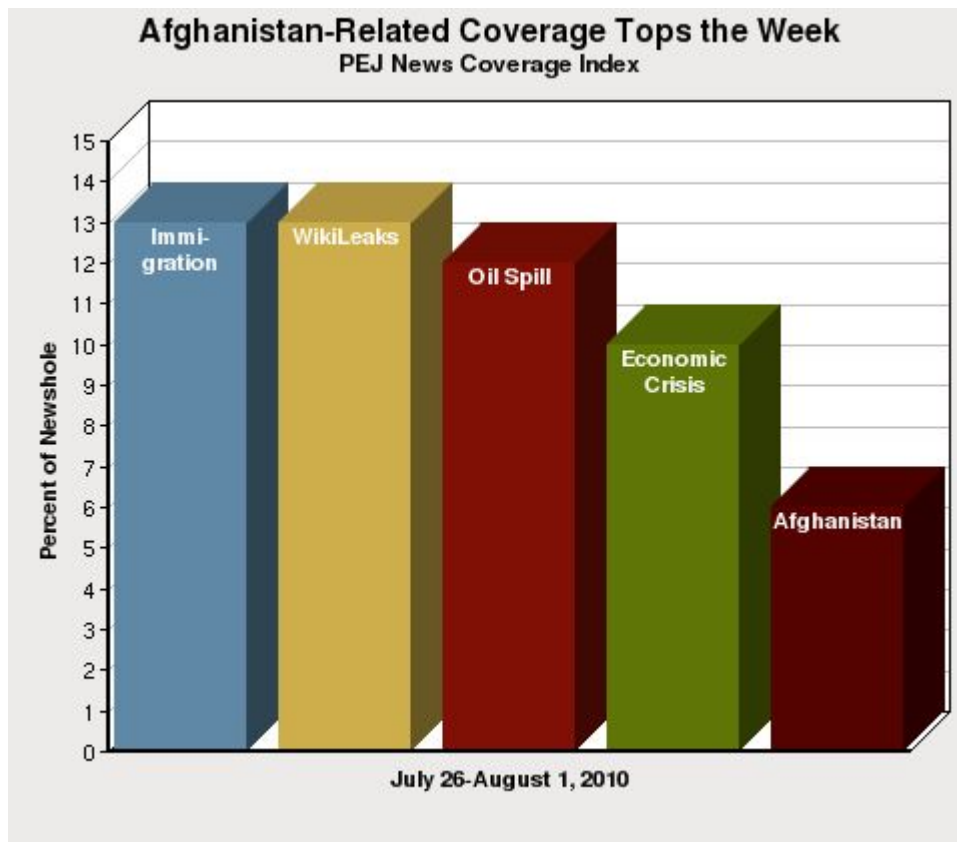
Driven by WikiLeaks' dissemination of those documents -- which highlighted the difficult challenges faced by NATO forces -- Afghanistan led the news for the week of

July 26-Aug. 1, according to the Pew Research Center's Project for Excellence in Journalism. Taken together, coverage of the WikiLeaks saga and the overall war effort combined to fill 19% of the newshole.

Afghanistan coverage has generally followed a roller-coaster trajectory in the past year. It jumped to 9% of the newshole in the last quarter of 2009 when President Obama decided on his surge of 30,000 troops. It then plunged to only 3% in the first five months of 2010. In late June, coverage spiked again when Obama removed Gen. Stanley McChrystal as Afghanistan commander after *Rolling Stone* published negative comments by him and his staff about the administration.

The WikiLeaks story triggered a renewed debate over the wisdom of U.S. strategy in Afghanistan. But it remains to be seen how long that will keep the war prominent in the headlines.

A number of other events, though, also competed for space last week. Indeed, four of the five media sectors examined in PEJ's News Coverage Index had different lead stories. The WikiLeaks story led network news, but the economy topped the newspaper and radio sectors, the Gulf oil spill was No. 1 online and immigration was first in the cable sector.



The immigration debate accounted for 13% of last week's coverage with the big news being a federal judge's decision to block major elements of Arizona's controversial new immigration law. That marks the second highest week of immigration coverage since PEJ

began tracking it in January 2007. (The No. 1 week was 16% from April 26-May 2, right after the Arizona measure was signed into law.)

The announced departure of much-criticized Tony Hayward as CEO of BP helped fuel the continuing coverage of the Gulf oil spill, which filled 12% of the newshole from July 26-Aug. 1 -- the same level as the previous week.

And the economy accounted for 10% of the week's coverage, with no particular economic storyline dominating. But it's fair to say that there was little in last week's news to contradict the news narrative that the nation's financial health is still in fragile shape.

### **WikiLeaks and the War**

The WikiLeaks story was the biggest aspect of Afghanistan-related coverage last week and it generated the most attention in the network news sector, at 20% of the airtime studied.

The classified Afghanistan field reports were provided by the three-year-old WikiLeaks group -- which specializes in unearthing secret information -- to three outlets: the *New York Times*, the British newspaper *The Guardian* and the German magazine *Der Spiegel*. Among the key findings was the suggestion, as the *Times* reported on July 26, that Pakistan, "an ostensible ally of the United States," allows its intelligence service to aid the Taliban in its fight against the U.S. and the Afghan government.

<b>Line of the Week</b>
<b>"This isn't a Wikileaks, this is a Wiki-torrent— a deluge of operational field report logs from units on the ground in Afghanistan."</b> — CBS correspondent Mark Phillips on the leaking of classified war documents.

The story then quickly pivoted to the impact of the leaks on U.S. policy and politics. The next day, the *Times* noted that the "documents increased pressure on President Obama to defend his war strategy. On Capitol Hill, a leading Senate Democrat said the documents, with their detailed account of a war faring even more poorly than two administrations had portrayed," would intensify congressional scrutiny of Mr. Obama's policy.

On a July 27 NBC newscast, correspondent Andrea Mitchell reported that inside Washington, the big question was "whether this is a game changer" in terms of U.S. war strategy. In the same report, Obama was quoted downplaying the new information, declaring that "these documents don't reveal any issues that haven't already informed our public debate on Afghanistan."

That theme was soon reinforced by some other Washington figures. Appearing on CNN on Aug. 1, Sen. John Kerry, chairman of the Senate Foreign Relations Committee, said that, "We knew almost everything that's there. It gives a little color to the battlefield

struggles and to, you know, some of the difficulties within the villages and so forth. But basically they are an incomplete presentation of the challenge and not particularly game changing."

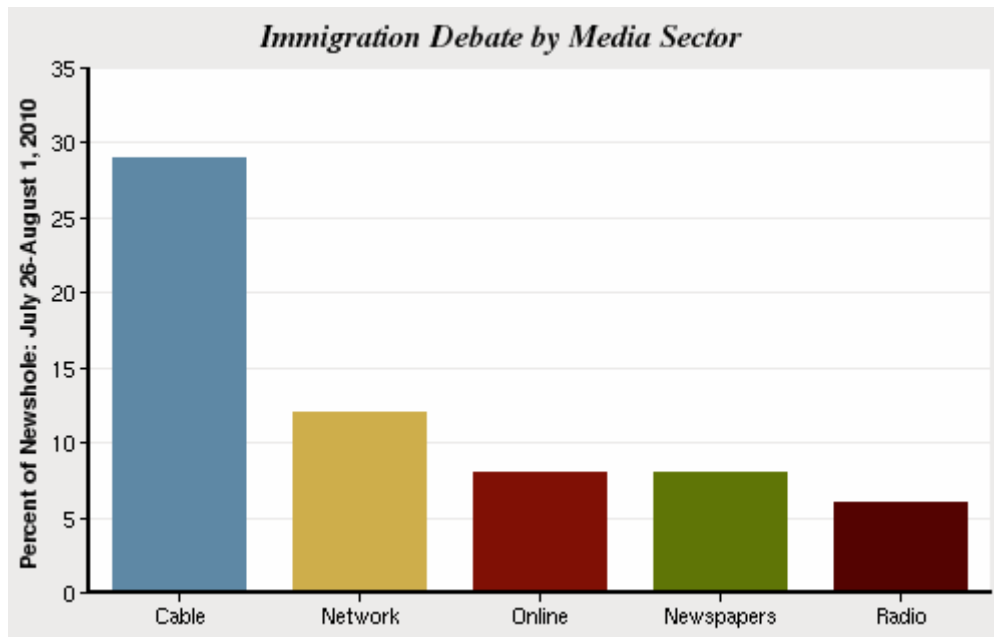
And a July 29 report in the *Los Angeles Times* cast some doubt on one of the other explosive suggestions in the documents -- the idea that Taliban and its allies may have surface-to-air missiles.

"One of the most eye-catching revelations in a trove of classified documents posted on the Internet this week was that insurgents apparently used a portable heat-seeking surface-to-air missile to shoot down a twin-rotor CH-47 Chinook in Helmand province in May 2007," the story stated. "Most experts believe that the anti-aircraft threat currently posed by the insurgents is relatively limited, and that they don't have significant stocks of surface-to-air missiles, at least for now."

While the Pentagon warned that the documents could put lives at risk in Afghanistan and pressed forward for an investigation into the leak, it was unclear by week's end whether the classified papers would have any significant impact on the conduct of the war itself.

### The Rest of the Week's News

U.S. District Court Judge Susan Bolton's July 28 ruling blocking key portions of Arizona's immigration law -- including one mandating a check of immigration status when a person is stopped for other violations -- quickly became a hot political topic. The story dominated cable news, where it filled 29% of the airtime studied by PEJ.



And while Bolton's decision was portrayed as a legal win for the administration that had challenged the Arizona law, the verdict was not necessarily the same when it came to the

political implications. During a July 28 appearance on Rachel Maddow's MSNBC show, Nate Silver -- founder of the FiveThirtyEight, a political website which pays particular attention to polling data and number crunching -- saw initial gains for the Republicans.

"Short term, the Arizona law is popular," he said. "I think this plays more into Republican hands in the short term where voters are concerned about the economy and [it] creates more concerns, especially in border states, about immigration."

Guest hosting for Bill O'Reilly on Fox News on July 30, Juan Williams wondered if Obama was to blame for the lack of a federal immigration law. Noting that he had promised to make that a priority in his first year, Williams declared: "Well here we are a year and a half [into his term]. No bill, no action. So why aren't Latino activists demanding answers from the White House instead of protesting in Arizona."

The oil spill, at 12% of the week's newshole, continued to make the roster of top stories, although at levels far reduced from its peak coverage. It did register as the No. 1 story in the online sector (19%) and coverage was dominated by a focus on BP and on the departure of Tony Hayward, who became a lightning rod for much of the anger aimed at the oil company.

Indeed, a July 26 story posted on AOL News quoted one Gulf Coast resident -- reacting to news that BP might offer Hayward a post in a Russian venture -- quipping that, "Sending him to Siberia sounds like an appropriate place for him."

Meanwhile, a July 28 *Wall Street Journal* story looked at BP's battered finances, reporting on its plans "to sell \$30 billion in assets" and replace "its gaffe-prone chief executive" and its promise "to become a 'different company' more focused on safety.... For BP, the asset sales and new CEO are an attempt to begin moving beyond a catastrophe that has wiped out nearly 40% of its market value and put a question mark over its future in the U.S."

Coverage of the economy fell to 10% from July 26-Aug.1, down significantly from 17% the previous week when extending unemployment benefits and Wall Street reform drove the coverage. Even so, it did end up as the No. 1 story in two sectors last week, newspapers and radio (both at 14%).

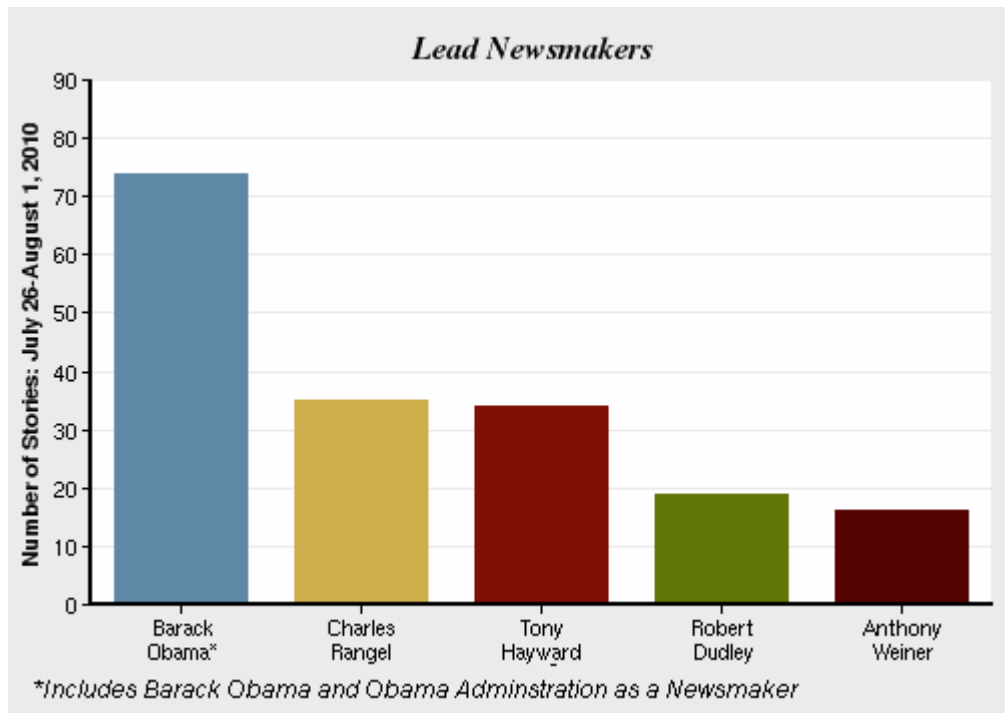
Among the developments making news last week was the decision by Bell California city council members to cut their salaries by 90% when a public outcry ensued after the *Los Angeles Times* reported on number of hefty salaries among public officials there.

### **Lead Newsmakers**

One week after he was overshadowed by Shirley Sherrod -- the USDA employee forced to resign following the release of an edited video of her speaking to the NAACP -- Barack Obama returned to his usual position as the top newsmaker.



From July 26-Aug. 1, the president and his administration registered as lead newsmaker in 8% of the week's stories, up from 5% the previous week. (To be a lead newsmaker, a figure must register in at least 50% of a story.)



The No. 2 newsmaker was Democratic Rep. Charles Rangel who figured in 4% of the stories after the House Ethics Committee charged the former Ways and Means Committee chair with 13 counts of ethics violations. He was followed by another figure whose recent headlines haven't been kind, departing BP boss Tony Hayward (3%).

Robert Dudley, the man tapped to replace Hayward at BP was the fourth-leading newsmaker, at 2% of the stories. And coming in as No. 5 was another New York Democratic congressman, Anthony Weiner (also 2%), who erupted in an attention-getting outburst against Republicans during a debate over a bill that would provide money to pay health costs for 9/11 first responders. Even in a time of increasingly angry political rhetoric, the congressman's behavior stood out. "Weiner Goes Ballistic on the House Floor," declared the headline on the *Forbes* website.

### About the NCI

PEJ's weekly News Coverage Index examines the news agenda of 52 different outlets from five sectors of the media: print, online, network TV, cable and radio. The weekly study, which includes some 1,100 stories, is designed to provide news consumers, journalists and researchers with hard data about what stories and topics the media are covering, the trajectories of that media narrative and differences among news platforms. The percentages are based on "newshole," or the space devoted to each subject in print and online and time on radio and TV. In addition, these reports also include a rundown of

the week's leading newsmakers, a designation given to people who account for at least 50% of a given story.

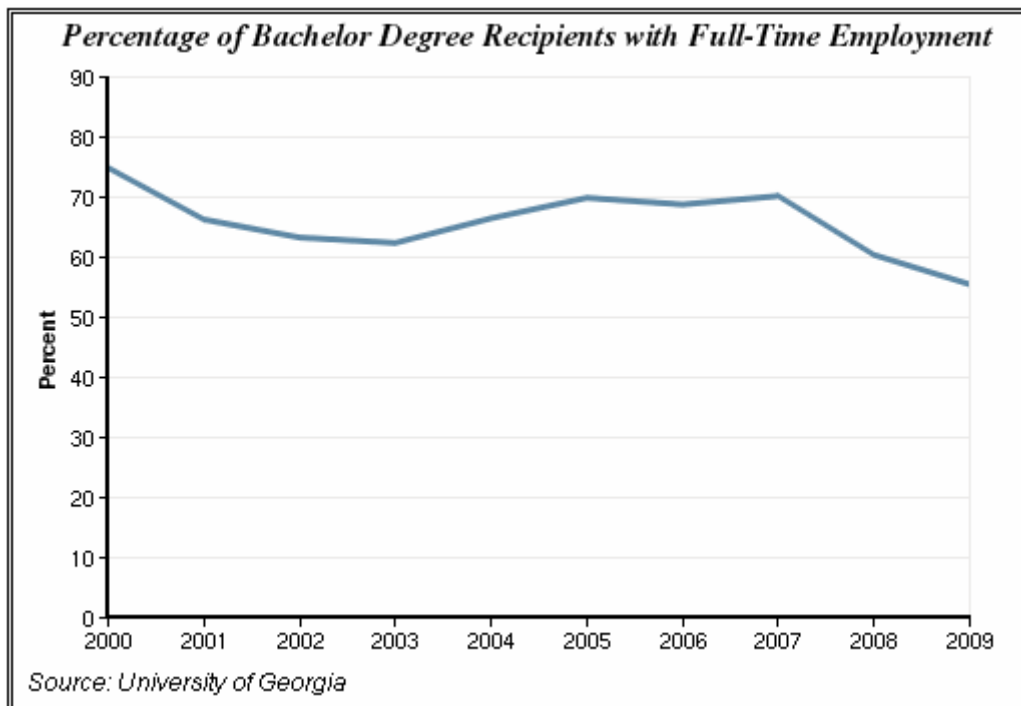
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## **Journalism Jobs Harder to Find**

August 5, 2010

The tight journalism job market is taking its toll on recent college graduates, according to a new report released today by the University of Georgia. The survey of more than 2,700 journalism and mass communication students who graduated in 2009 found the lowest level of full-time employment in the 24-year history of the study.

The results, included in the University of Georgia's "[Annual Survey of Journalism and Mass Communication Graduates](#)" reveal that just 55.5% of 2009 journalism and communication graduates with a bachelor degree were able to find full-time work within a year of leaving school. That is down 4.9 percentage points from the year before and stands in stark contrast with the 70.2% of graduates who found work as recently as 2007. The most recent masters degree recipients fared little better, with their employment rate dropping to 61.9% from 65.4% in 2008.

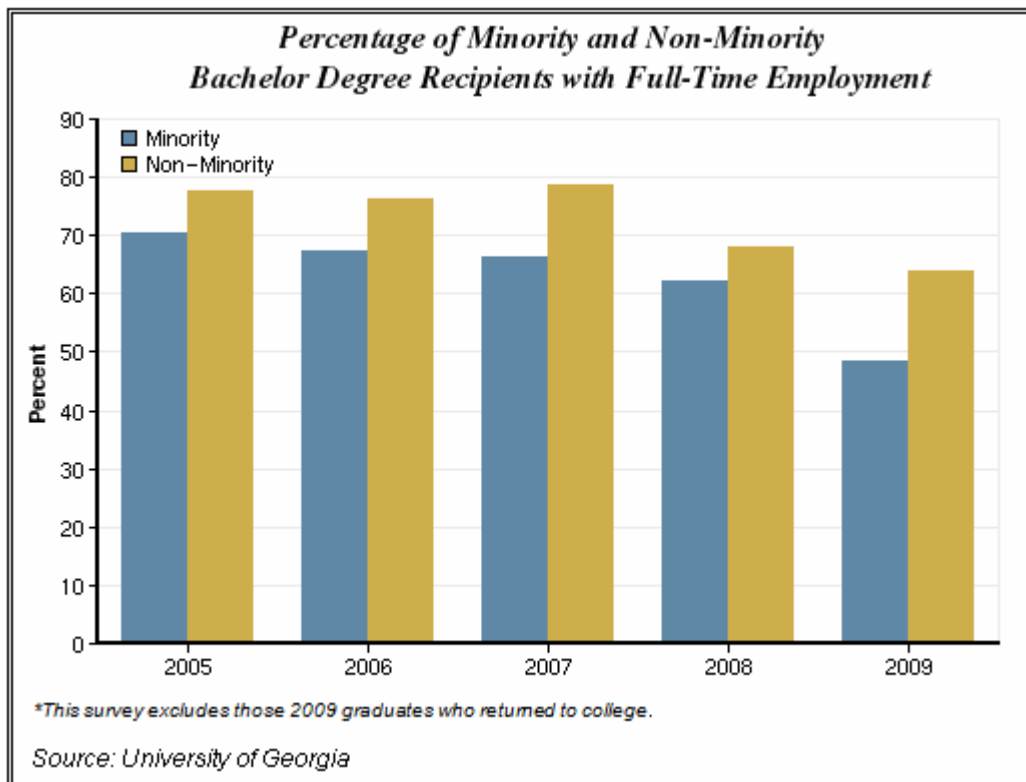


Although 2008 was a difficult year for new graduates seeking employment, the 2009 jobs picture was markedly grimmer. "While 2008 was bad, last year was even worse," said Lee Becker, the report's co-author and the director of the Cox Center for International Mass Communication Training and Research at the University of Georgia.

Becker did offer one silver lining, noting that students found it easier to get jobs in the period from November 2009 through the spring of 2010 than they did in the first few months after graduation. "In 2009, there was a clear growth line after October 31, which didn't happen the year before," said Becker.

This daunting job market was further compounded by stagnating salaries and eroding benefits, according to the survey. The median annual wage for full-time employed 2009 bachelor degree recipients again stood at \$30,000, the same number it has been since 2006, although inflation edged up in the past year. At the same time, benefits continued to be cut across the board, with only 52.9% of the 2009 employed grads receiving major medical coverage at work compared with 59.2% the previous year. Dental coverage fell from 56.7% to 50.3%, and life insurance benefits dropped from 49.1% to 41.7%.

Another troubling aspect of the market downturn identified in the survey was its disproportionate impact on ethnic and racial minorities. When the survey excluded those students who opted to return to school rather than enter the job market, fewer than half of the 2009 minority graduates with undergrad degrees (48.6%) found full-time jobs compared with 63.9% of non-minority graduates. That gap of 15.3% almost tripled from the previous year, when it stood at 5.9% and represents the biggest such difference in the more than two decades that the University of Georgia has been monitoring this.

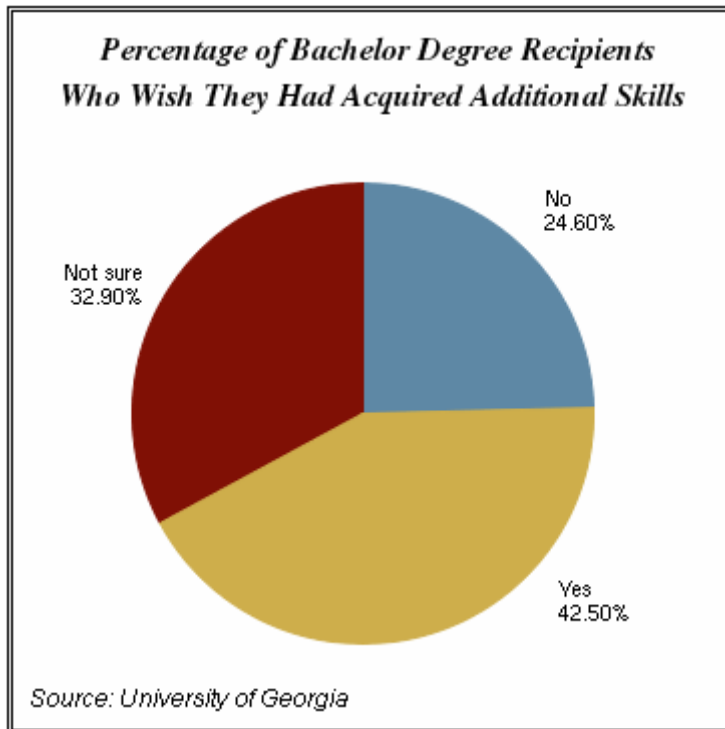


"Unfortunately, minority graduates are still not playing on a level field, and when the market gets bad, it gets worse for those on the margins," Becker said.

Yet for all the troubling news, the study's authors did identify a few encouraging signs, such as an increase in the number of 2009 graduates working with the internet, a central component of modern journalism. Fully 58.2% of the recent bachelor graduates with communication jobs reported being involved with Web writing and editing, a substantial increase from 50.6%, the year before.

"Given that digital activities are certainly a key part of communication work," the report concluded, "the suggestion is that the quality of the jobs the 2009 graduates took, on average, was at least slightly higher than had been true for the 2008 graduates."

When it came to the students' assessments of their college educations, the results were mixed. A majority of graduates (58.3%) said they were satisfied with the way school had prepared them for communication jobs. But 41.7% said they either hadn't been properly prepared or weren't sure.



In addition, 42.5% said they felt that they hadn't acquired certain key skills necessary for real-world success -- mainly in new digital technologies and job seeking strategies.

While Becker attributes some of that dissatisfaction to a general frustration with the poor jobs market, he admits that academia could be doing more to prepare graduates for jobs in the real economy. "We know that J-schools are struggling to create a curriculum to match market needs," he said.

On the broader question of whether they had made the right degree choice, nearly two-thirds of the 2009 graduates (64.4%) said they did not regret their communication career

choice despite the challenges. Conversely, 31.8% said they regretted their decision. As recently as 2005, 70.9% of the grads say they had made the right career choice as opposed to only 24.6% who had second thoughts.

Warned one respondent who seemed concerned about his career choice: "Stay in school forever. It all goes downhill from there."

But some of the students voiced considerably more optimism. "Communication is a very versatile field with skills applicable to many job opportunities," said one 2009 graduate with a degree in public relations. "Graduates should see this as a blessing and as something that does not limit them."

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### **Some Canadians Want Limits on Abortion Funding**

August 07, 2010

Two-in-five adults in Canada think the national health care system should only fund abortions in the case of medical emergencies, according to a poll by Angus Reid Public Opinion. 39 per cent of respondents share this view.

Conversely, 44 per cent of respondents say abortions should continue to be funded by the universal health care system whenever they are requested.

In Canada, the universality criterion establishes that all residents of a province or territory must be entitled to the insured, public-run health services provided by their provincial or territorial health care insurance plan on uniform terms and conditions.

In 1967, Canadian justice minister Pierre Trudeau presented a bill to partially liberalize abortion. On the same bill, Trudeau urged for the legalization of homosexuality and contraception, saying, "The state has no business in the bedrooms of the nation." The bill was signed into law in 1969, when Trudeau was prime minister.

In January 1988, Canada's Supreme Court ruled—on an appeal filed by pro-abortion advocate Henry Morgentaler—that Canada's abortion law was unconstitutional. Abortion is now legal in Canada with no limitation on when to perform it.

Earlier this year, Paul Szabo, a lawmaker with the federal opposition Liberal Party, said that a group of members of Parliament from his party and the governing Conservatives is planning to re-open the abortion debate in Canada, declaring, "Is [a vote] inevitable? I would say yes. (...) We will be back to reconsidering the question in the House [of Commons]. We're taking incremental steps, small steps. It's just a question of knowing when it's the right time."

### **Polling Data**

In Canada, abortions are provided on request to Canadian citizens and permanent residents, and are funded by the health care system. Which of these statements comes closer to your own point of view?

	<b>Jul. 2010</b>	<b>Jan. 2010</b>	<b>Jul. 2009</b>
The health care system should fund abortions whenever they are requested	44%	43%	43%
The health care system should only fund abortions in the event of medical emergencies	39%	41%	44%
The health care system should not fund abortions at all	10%	7%	4%
Not sure	7%	9%	8%

*Source: Angus Reid Public Opinion*

*Methodology: Online interviews with 1,022 Canadian adults, conducted on Jul. 7 and Jul. 8, 2010. Margin of error is 3.1 per cent.*

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## **LATIN AMERICA**

### **Serra, Rousseff Battle for Brazil's Presidency**

August 06, 2010

The race to succeed Brazilian president Luis Inacio Lula da Silva remains tight, according to a poll by Datafolha published in *Folha de Sao Paulo*. 37 per cent of respondents would vote for conservative candidate Jose Serra of the Brazilian Party of Social Democracy (PSDB) in this year's election, down two points since June.

Dilma Rousseff of the ruling Workers' Party (PT) is a close second with 36 per cent, followed by Marina Silva of the Green Party (PV) with 10 per cent. 14 per cent of respondents remain undecided or will cast a blank ballot.

In a run-off scenario, Rousseff is ahead of Serra by only one point.

Lula—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.

Lawmaker Indio da Costa of the Democrats (DEM/RJ) is Serra's running-mate. Rousseff's vice-presidential candidate is Michel Temer, leader of the lower house of Congress and a member of the Brazilian Democratic Movement Party (PMDB).

On Jul. 21, Temer said he would push for political, fiscal, and welfare reforms if elected into office, declaring, "The country is sufficiently mature to undergo these three reforms."

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?

	<b>Jul. 2010</b>	<b>Jun. 2010</b>	<b>May 2010</b>
Jose Serra (PSDB)	37%	39%	37%
Dilma Rousseff (PT)	36%	38%	37%
Marina Silva (PV)	10%	10%	12%
Plinio de Arruda Sampaio (PSOL)	1%	--	--
Jose Maria de Almeyda (PSTU)	1%	--	--
Jose Maria Eymael (PSDC)	--	--	--
Blank vote / Undecided	14%	12%	14%

### *Run-Off Scenario*

	<b>Jul. 2010</b>	<b>Jun. 2010</b>	<b>May 2010</b>
Dilma Rousseff (PT)	46%	45%	46%
Jose Serra (PSDB)	45%	47%	45%
Blank vote / Undecided	10%	8%	9%

*Source: Datafolha / Folha de Sao Paulo*

*Methodology: Telephone interviews with 10,905 Brazilian adults, conducted on Jul. 20 to Jul. 23, 2010. Margin of error is 2 per cent.*

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### **Lula Continues to Draw High Numbers in Brazil**

August 01, 2010

The popularity of Brazilian president Luiz Inacio Lula da Silva remains sky-high, according to a poll by Datafolha published in *Folha de Sao Paulo*. 77 per cent of respondents say the president has done a good job, down one point since June.

Lula—a member of the Worker’s Party (PT)—won the October 2002 presidential election with 61 per cent of the vote in a run-off against Jose Serra of the Brazilian Party of Social Democracy (PSDB). 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 is ineligible for a third consecutive term in office.

In 2006, Lula’s party was affected by a series of corruption scandals. The socialist-leaning president—also a former union leader—led a strong economy with conservative fiscal policies during his first mandate, and was praised for his poverty-reduction initiatives.

On Jul. 15, Lula referred to this year’s economic performance for Brazil, saying, "We project an economic growth of no less than seven percent in 2010 and we intend to create 2.5 million jobs."

The first round of Brazil’s next presidential election is scheduled for Oct. 3. Lula is constitutionally barred from seeking a third consecutive term in office.

### **Polling Data**

How would you rate the performance of Luiz Inacio Lula da Silva as president?



	<b>Jul. 2010</b>	<b>Jun. 2010</b>	<b>May 2010</b>
Good / Very Good	77%	78%	75%
Average	19%	17%	19%
Bad / Very Bad	4%	4%	5%

*Source: Datafolha / Folha de Sao Paulo*

*Methodology: Telephone interviews with 10,905 Brazilian adults, conducted on Jul. 20 to Jul. 23, 2010. Margin of error is 2 per cent.*

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## **AUSTRALASIA**

### **Australians' Views Shift on Climate Change**

*Fewer believe climate change results from human activities*

August 6, 2010

Australians' attitudes about global warming could be a factor later this month in the general election where climate change has emerged as an issue. The percentage of Australians who are aware of climate change and say it results from human activities fell from 52% in June 2008 to 44% in March 2010, while the number attributing it to natural causes increased 10 percentage points.

*Temperature rise is a part of global warming or climate change.  
Do you think rising temperatures are a result of human activities,  
or a result of natural causes?*

Asked of Australian adults who are aware of climate change

	<b>2008</b>	<b>2010</b>
A result of human activities	52%	44%
A result of natural causes	21%	31%
Both (Vol.)	20%	21%
Don't know/Refused	4%	2%
Have not heard of climate change	3%	2%

Note: Figures proportioned to the total adult population, aged 15 and older  
Vol. = Volunteered response

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Such a shift is particularly noteworthy among a population that follows the global warming debate closely. Awareness of climate change in Australia remains among the highest measured in the world -- 97% say they know "a great deal" (24%) or "something" (73%) about the issue. Therefore, the "climategate" controversy that surfaced in late 2009 may partly explain some of the shifts in Australians' attitudes on primary causes. Published e-mails from University of East Anglia's Climatic Research Unit (CRU) -- one of the world's leading climate study institutions -- called CRU's research into question. The accusation that CRU was manipulating the data to inflate the case for human-caused climate change has since been refuted.

Global warming also lost traction as a perceived direct threat to Australians. Twenty-two percent of Australians currently describe its threat to themselves and their families as "very serious," down from 31% in 2008. Although fewer Australians perceive it as a serious threat, the majority (69%) continue to believe that climate change poses a very or "somewhat serious" personal threat.

*How serious of a threat is global warming to you and your family?*

Asked of Australian adults who are aware of climate change

	2008	2010
Very serious	31%	22%
Somewhat serious	44%	47%
Not very serious	16%	19%
Not at all serious	5%	10%
Don't know/Refused	1%	0%
Have not heard of climate change	3%	2%

Note: Figures proportioned to the total adult population, aged 15 and older

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The United Nations Climate Change Conference in Copenhagen, Denmark, in December 2009 -- which produced weaker outcomes than many expected -- and the Australian government's delayed action on climate policy, may have sent a signal to some Australians that global warming is not as serious as they previously believed.

**Implications**

In addition to the economy, healthcare, and immigration, climate change will be a key topic in the Aug. 21 national general election that pits new Prime Minister Julia Gillard's Labor party against opposition leader Tony Abbott's Liberal-National coalition. Both parties have pledged to reduce emissions by at least 5% by 2020, but via different approaches. With such attentiveness to climate change issues, Australians will be monitoring each candidate closely.

For complete data sets or custom research from the more than 150 countries Gallup continually surveys, please contact [SocialandEconomicAnalysis@gallup.com](mailto:SocialandEconomicAnalysis@gallup.com) or call 202.715.3030.

## Survey Methods

Results are based on telephone interviews with at least 1,000 adults, aged 15 and older, conducted May/June 2008 and February/March 2010 in Australia. For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is  $\pm 3.8$  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.

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## Labor Leads Two-Party Vote in Australia

August 05, 2010

Australia's upcoming election looks tight but the governing Australian Labor Party (ALP) holds an advantage in the two-party preferred vote system, according to a poll by Newspoll published in *The Australian*. 42 per cent of respondents would vote for the Coalition of Liberals and National in next month's election to the House of Representatives, up four points since mid-July.

The ALP is second with 40 per cent, down two points, followed by the Australian Greens with 12 per cent. Australia's preferential voting system—where electors indicate an order of predilection for each contender, and the ballots from smaller parties are redistributed—gives the ALP a four-point lead over the Coalition.

Australia held a federal election in November 2007. Final results gave the ALP 85 seats in the 150-member House of Representatives. ALP leader Kevin Rudd was officially sworn in as prime minister in December, bringing an end to the 11-year tenure of Liberal leader John Howard as head of Australia's government.

Howard failed to retain his seat in the Bennelong constituency and stepped down as Liberal leader. Since their electoral defeat in 2007, the Liberals have had three different leaders: former defence minister Brendan Nelson, former environment minister Malcolm Turnbull, and former health minister Tony Abbott, the current leader.

On Jun. 23, ALP member and then deputy prime minister Julia Gillard called for a snap leadership challenge to Rudd to be held the following day. Although the prime minister had expressed confidence in having enough backers within his party's ranks, he decided to step aside before the vote took place. Gillard became the first woman to serve as prime minister in Australia.

On Jul. 17, Gillard called an early election, which will be held on Aug. 21.

On Jul. 30, a spokeswoman for Rudd announced that he would undergo surgery to remove his gall bladder that day, adding, "Mr. Rudd looks forward to resuming campaign activities next week both in his own electorate, elsewhere in Queensland and the rest of the country as appropriate in support of the re-election of the government and Prime Minister Gillard."

### **Polling Data**

If a federal election to the House of Representatives were held today, which one of the following would you vote for? If "Uncommitted", to which one of these do you have a leaning?

	<b>Jul. 25</b>	<b>Jul. 18</b>	<b>Jun. 27</b>	<b>Jun. 20</b>
Coalition (Liberal / National)	42%	38%	40%	40%
Australian Labor Party	40%	42%	42%	35%
Australian Greens	12%	12%	10%	15%
Others	6%	8%	8%	10%

#### *Two-Party Preferred Vote*

	<b>Jul. 25</b>	<b>Jul. 18</b>	<b>Jun. 27</b>	<b>Jun. 20</b>
Australian Labor Party	52%	55%	53%	52%
Coalition (Liberal / National)	48%	45%	47%	48%

*Source: Newspoll / The Australian*

*Methodology: Telephone interviews with 1,720 Australian voters, conducted from Jul. 23 to Jul. 25, 2010. Margin of error is 2.4 per cent.*

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### **National Slips, Stays Ahead in New Zealand**

August 06, 2010

The popularity of New Zealand's conservative government is shrinking but the National party remains the favourite, according to a poll by Roy Morgan International. 49 per cent

of respondents would vote for National in the next election to the House of Representatives, down four points since early July.

The opposition Labour party is behind with 31.5 per cent, followed by the Greens with nine per cent. Support is lower for New Zealand First, the Maori Party, ACT, United Future, and the Progressives.

New Zealanders renewed the House of Representatives in November 2008. Final results gave the conservative National party 45.50 per cent of the vote and 59 seats in the 122-member legislature. The Labour party garnered 33.77 per cent of the vote and 43 mandates. The remaining seats went to other parties and independents.

Also in November 2008, National leader John Key formed a government with the support of ACT, United Future and the Maori Party. Helen Clark announced her resignation as Labour leader, and was supplanted by former trade and defence minister Phil Goff.

In April 2009, the Greens and National signed a memorandum of understanding, under which both parties established a "good faith working relationship" with no prerequisite policy commitments.

On Jul. 28, Key said his government is going to review current regulations that allow foreigners to buy large parcels of farm land in New Zealand, saying that there is "evidence of large tracts of land potentially going into foreign holdings and not just one of them but multiple ones," and adding, "If we ended up in a position where New Zealanders are tenants in their own country, I can't see how that would be in New Zealand's best interests."

### **Polling Data**

If an election were held today which party would receive your party vote?

	<b>Jul. 18</b>	<b>Jul. 4</b>	<b>Jun. 13</b>
National	49%	53%	50.5%
Labour	31.5%	29%	33%
Greens	9%	8.5%	9.5%
New Zealand First	4.5%	3%	1.5%
Maori Party	3%	3%	3%
ACT	2%	2%	1%

United Future	0.5%	0.5%	1%
Progressives	0.5%	--	--

Source: Roy Morgan International

Methodology: Telephone interviews with 912 New Zealand voters, conducted from Jul. 5 to Jul. 18, 2010. No margin of error was provided.

## MULTI-COUNTRY SURVEYS

### 70 Million in CIS Would Migrate Temporarily for Work, Study

Half as many desire to migrate permanently

August 4, 2010

Roughly one in four adults in 12 former Soviet nations say they would like to move to another country for temporary work (24%) or to study or take part in a work-study program (25%) if they had the opportunity to do so. Together, an estimated 70 million desire to migrate for either of these reasons or for both. Half as many -- approximately 30 million -- would like to leave their countries permanently.

#### *Desire to Migrate Permanently, for Temporary Work, or to Study*

Commonwealth of Independent States member countries, including Georgia and Turkmenistan

	Would like to move for temporary work	Would like to study abroad/participate in work-study program	Would like to move to another country permanently
CIS Overall	24%	25%	13%
Caucasus	31%	27%	18%
European CIS	23%	24%	13%
Central Asia	27%	30%	10%

Caucasus countries: Armenia, Azerbaijan, Georgia

European CIS: Belarus, Moldova, Russia, Ukraine

Central Asia: Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan

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Gallup in 2009 asked about these three types of migration in 10 Commonwealth of Independent States (CIS) member countries, associate CIS member Turkmenistan, and former CIS member Georgia. The desire to migrate temporarily for work or for study is higher than the desire to migrate permanently in all subregions, but the levels of desire vary widely across countries.

The desire to study or take part in a work-study program in another country or to move to another country permanently is the highest in Armenia, which has one of the largest diasporas in the world. More Armenians are estimated to live outside the country than in it. Only Moldovans are roughly as likely as Armenians to say they would like to migrate permanently if given the chance.

*Migration Desires in the Commonwealth of Independent States*

	<b>Would like to move for temporary work</b>	<b>Would like to study abroad/ participate in work-study program</b>	<b>Would like to move to another country permanently</b>
Armenia	44%	39%	39%
Moldova	53%	30%	36%
Belarus	35%	32%	20%
Kyrgyzstan	34%	32%	18%
Kazakhstan	30%	32%	15%
Ukraine	21%	20%	15%
Georgia*	34%	31%	14%
Azerbaijan	24%	19%	12%
Russia	22%	24%	11%
Tajikistan	28%	25%	9%
Uzbekistan	24%	30%	6%
Turkmenistan*	19%	24%	5%

\*Georgia is a former CIS member state; Turkmenistan is an associate member.

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In countries where residents are among the most likely to want to migrate permanently, the percentage of respondents who say they have people outside their own countries whom they rely on is also higher. A majority of Moldovans (54%) and about a third of Armenians (32%) and Belarusians (30%) say they have relatives or friends living in another country whom they can count on for help.

The desire to migrate for temporary work is highest in Moldova, where 53% of residents report they would move for this reason if they could. High unemployment and dependency on remittances, in addition to the likelihood that a family member is already working in another country, likely contribute to this relatively high percentage. Moldovans are among the most likely to say at least one member of their household is working in another country temporarily (28%) and to say their household received money or goods from someone living outside their country or both inside and outside the country in the past year (23%).

*In the past 12 months, did this household receive help in the form of money or goods from another individual living inside this country; living outside this country, both, or neither?*

Commonwealth of Independent States members, including Georgia and Turkmenistan

	<b>Living outside this country/Both</b>
Tajikistan	24%
Moldova	23%
Kyrgyzstan	16%
Armenia	13%
Georgia	9%
Uzbekistan	7%
Azerbaijan	6%
Kazakhstan	6%
Belarus	5%
Turkmenistan	4%
Ukraine	4%
Russia	1%

2009

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## **Implications**

From the Caucasus to Central Asia, the desire to migrate temporarily for work or to study in another country is more common than the desire to leave one's country for good. Further, about two-thirds (68%) of those who want to leave temporarily do not want to migrate permanently. These findings suggest that these countries should view efforts to help temporary workers, such as providing them with necessary skills and language training before they leave, as investments in their country's future. Not only will temporary workers send remittances while they are in another country, but most of them want to return -- and when they do, they return with potentially valuable new experience and knowledge.

In light of these findings, bilateral agreements between destination and source countries that make moving back and forth easier for potential migrants become even more important. Future articles will examine the similarities and differences in desired destinations among these potential migrants.



For complete data sets or custom research from the more than 150 countries Gallup continually surveys, please contact [SocialandEconomicAnalysis@gallup.com](mailto:SocialandEconomicAnalysis@gallup.com) or call 202.715.3030.

## Survey Methods

Results are based on 13,200 face-to-face interviews with adults, aged 15 and older, conducted in 2009. A minimum of 1,000 interviews were conducted in each of the following countries: Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Ukraine, and Uzbekistan. For results based on each country-level sample of national adults, one can say with 95% confidence that the margin of error ranged from a low of  $\pm 2.8$  percentage points in Russia to a high of  $\pm 3.9$  percentage points in Kyrgyzstan. For results based on the total sample and regions, one can say with 95% confidence that the margin of error is between  $\pm 1$  and  $\pm 2$  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. Results are projected to the total population of each country, aged 15 and older, using 2008 World Bank population estimates.

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## "Cyberchondriacs" on the Rise?

*Those who go online for healthcare information continues to increase*

**August 4, 2010**

The latest Harris Poll, measuring how many people use the Internet to look for information about health topics, finds that the numbers continue to increase. The Harris Poll first used the word Cyberchondriacs to describe these people in 1998, when just over 50 million American adults had ever gone online to look for health information. By 2005, that number had risen to 117 million. In the new poll, the number of Cyberchondriacs has jumped to 175 million from 154 million last year, possibly as a result of the health care reform debate. Furthermore, frequency of usage has also increased. Fully 32% of all adults who are online say they look for health information "often," compared to 22% last year.

These are some of the results of *The Harris Poll* of 1,066 adults surveyed by telephone between July 13 and 18, 2010 by **Harris Interactive**.

Other findings in the new Harris Poll include:

- While the percentage of adults who go online (79%) has not changed significantly for several years, the proportion of those who are online and have ever used the Internet to look for health information has increased to 88% this year, **the highest number ever**.

- Fully 81% of all Cyberchondriacs have looked for health information online in the last month. And 17% have gone online to look for health information ten or more times in the last month. **On average, Cyberchondriacs do this about 6 times a month.**
- **Very few Cyberchondriacs are dissatisfied** with their ability to find what they want online. Only 9% report that they were somewhat (6%) or very (3%) unsuccessful. And only 8% believe that the information they found was unreliable.
- Just over half (53%) of all Cyberchondriacs report that they have **discussed information they found online with their doctors.**
- Half (51%) of all Cyberchondriacs say they have searched for information on the Internet **based on discussions with their doctors.**

### So what?

These findings show that, with every passing year, more and more people are using the Internet to look for health information and that the overwhelming majority of these Cyberchondriacs are finding what they want online.

**TABLE 1**

### **CYBERCHONDRIACS: TRENDS 1998-2010**

Base: All U.S. adults

	<b>1998</b>	<b>1999</b>	<b>2001</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	%	%	%	%	%	%	%	%	%	%	%
All adults who are online*	38	46	63	67	69	74	77	79	76	79	<b>79</b>
All online adults who have ever looked online for health information	71	74	75	78	74	72	80	84	81	78	<b>88</b>
All adults who have ever looked online for health information	27	34	47	52	51	53	61	71	66	67	<b>76</b>
All adults who have looked online for health information <b>in last month</b>	NA	NA	27	NA	31	45	51	53	50	52	<b>62</b>
All adults who have ever looked online for health information <b>+ (millions)</b>	<b>54</b>	<b>69</b>	<b>97</b>	<b>109</b>	<b>111</b>	<b>117</b>	<b>136</b>	<b>160</b>	<b>150</b>	<b>154</b>	<b>175</b>

\*Includes those online from home, office, school, library or other location

+ Based on July 2008 U.S. Census estimate released January 2009 (230,100,000 total U.S. adults aged 18 or over).

NA = Not Asked

**TABLE 2**

**FREQUENCY OF ACCESSING HEALTH INFORMATION ONLINE: 1998-2010**

"How often do you look for information online about health topics - often, sometimes, hardly ever or never?"

Base: All U.S. adults who are online\*

	1998	1999	2001	2003	2004	2005	2006	2007	2008	2009	2010
	%	%	%	%	%	%	%	%	%	%	%
Often	12	13	16	17	19	25	21	26	25	22	<b>32</b>
Sometimes	30	30	30	37	31	33	40	40	38	35	<b>41</b>
Hardly ever	29	31	30	23	24	14	19	18	17	21	<b>15</b>
Never	29	26	25	22	26	29	20	16	19	22	<b>11</b>
<b>Total who have looked for health or medical information sometimes or often (NET)</b>	<b>42</b>	<b>43</b>	<b>46</b>	<b>54</b>	<b>50</b>	<b>58</b>	<b>61</b>	<b>66</b>	<b>64</b>	<b>57</b>	<b>73</b>
<b>Total who have ever looked for health or medical information (NET)</b>	<b>71</b>	<b>74</b>	<b>75</b>	<b>78</b>	<b>74</b>	<b>72</b>	<b>80</b>	<b>84</b>	<b>81</b>	<b>78</b>	<b>88</b>

Note: Percentages may not add up exactly to 100% due to rounding

\*Includes those online from home, office, school, library or other location

**TABLE 3**

**FREQUENCY OF LOOKING FOR HEALTH INFORMATION IN LAST MONTH: 2001-2010**

"About how many times have you looked for information online about health topics in the last month?"

Base: Have ever looked for health information online

	<b>2001</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	%	%	%	%	%	%	%	%	%
Not once	40	NA	21	14	23	26	25	22	<b>17</b>
<b>1 or more (NET)</b>	<b>58</b>	<b>NA</b>	<b>60</b>	<b>85</b>	<b>76</b>	<b>74</b>	<b>75</b>	<b>77</b>	<b>81</b>
1 or 2 times	29	NA	26	31	35	30	31	33	<b>33</b>
3 - 5 times	17	NA	14	29	23	21	25	21	<b>26</b>
6 - 9 times	3	NA	5	6	5	8	5	6	<b>6</b>
10 or more times	9	NA	15	19	14	16	14	18	<b>17</b>
Not sure	2	NA	19	1	1	*	*	1	<b>2</b>
<b>Mean (average)</b>	<b>3.0</b>	<b>NA</b>	<b>5.1</b>	<b>6.8</b>	<b>5.2</b>	<b>5.7</b>	<b>4.8</b>	<b>5.4</b>	<b>6.0</b>
<b>Median</b>	<b>1.1</b>	<b>NA</b>	<b>2.0</b>	<b>3.0</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>

Note: Percentages may not add up exactly to 100% due to rounding.

NA = Not asked in 2003

**TABLE 4**

**Success in Searching for Information Online about Health Topics: 2005-2010**

"How successful were you in your search for information online about health topics? Were you...?"

Base: Have ever looked for health information online

	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	%	%	%	%	%	%
<b>SUCCESSFUL (NET)</b>	<b>89</b>	<b>88</b>	<b>88</b>	<b>89</b>	<b>83</b>	<b>86</b>
Very successful	46	42	37	41	45	<b>41</b>
Somewhat successful	43	46	50	48	38	<b>45</b>
Neither successful nor unsuccessful	2	4	5	3	5	<b>4</b>
<b>UNSUCCESSFUL (NET)</b>	<b>6</b>	<b>7</b>	<b>6</b>	<b>4</b>	<b>9</b>	<b>9</b>
Somewhat unsuccessful	3	4	3	2	4	<b>6</b>
Very unsuccessful	3	3	3	2	4	<b>3</b>
Not sure/Decline to answer	3	1	1	4	4	<b>2</b>

Note: Percentages may not add up exactly to 100% due to rounding.

**TABLE 5****Reliability of Searching for Information Online about Health Topics: 2005-2010**

"How reliable do you believe this information is concerning health topics? Is it...?"

Base: Have ever looked for health information online

	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	%	%	%	%	%	%
<b>RELIABLE (NET)</b>	90	87	86	86	87	<b>85</b>
Very reliable	37	25	26	24	28	<b>23</b>
Somewhat reliable	53	61	60	62	59	<b>62</b>
Neither reliable nor unreliable	4	7	6	5	4	<b>5</b>
<b>UNRELIABLE (NET )</b>	5	5	7	6	7	<b>8</b>
Somewhat unreliable	3	5	6	4	4	<b>5</b>
Very unreliable	2	1	1	2	3	<b>2</b>
Not sure/Decline to answer	1	2	1	3	2	<b>2</b>

Note: Percentages may not add up exactly to 100% due to rounding.

**TABLE 6****Discussion with Doctor About Information Found Online: 2005-2010**

"In the past year, have you ever discussed with your doctor the information you found online?"

Base: Have ever looked for health information online

	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	%	%	%	%	%	%
<b>Yes (NET)</b>	57	52	58	47	44	<b>53</b>
Yes, always do	15	13	12	13	7	<b>14</b>
Yes, sometimes do	25	21	22	15	22	<b>25</b>
Yes, have done once or twice	18	19	24	19	15	<b>15</b>
No, never do	43	48	42	53	56	<b>46</b>
Not sure/Decline to answer	*	*	*	*	*	<b>*</b>

Note: Percentages may not add up exactly to 100% due to rounding

\* Less than 0.5 percent.

**TABLE 7**

**Frequency of Searching Medical Information Online Based on**

**Discussion with Doctor: 2005-2010**

"Have you ever searched for medical information on the Internet based on a discussion with your doctor?"

Base: Have ever looked for health information online

	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	%	%	%	%	%	%
<b>Yes (NET)</b>	52	45	55	49	49	<b>51</b>
Yes, often	17	14	17	12	14	<b>17</b>
Yes, sometimes	36	31	38	38	35	<b>35</b>
No, never	48	55	45	50	51	<b>49</b>
Not sure/Decline to answer	*	*	*	*	*	*

Note: Percentages may not add up exactly to 100% due to rounding

\* Less than 0.5 percent.

**Methodology**

This Harris Poll<sup>®</sup> was conducted by telephone within the United States between July 13 and 18, 2010 among 1,066 adults (aged 18 and over). Figures for age, sex, race/ethnicity, education, region, number of adults in the household, number of phone lines in the household were weighted where necessary to bring them into line with their actual proportions in the population.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

***These statements conform to the principles of disclosure of the National Council on Public Polls.***

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***The Harris Poll***® #95, August 4, 2010

By Humphrey Taylor, Chairman, *The Harris Poll*, Harris Interactive

### **About Harris Interactive**

[Harris Interactive](http://www.harrisinteractive.com) is one of the world's leading custom market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for the Harris Poll and for pioneering innovative research methodologies, Harris offers expertise in a wide range of industries including healthcare, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Serving clients in over 215 countries and territories through our North American, European, and Asian offices and a network of independent market research firms, Harris specializes in delivering research solutions that help us - and our clients - stay ahead of what's next. For more information, please visit [www.harrisinteractive.com](http://www.harrisinteractive.com).

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