

BUSINESS AND POLITICS IN THE MUSLIM WORLD

Global Opinion Report No. 137

Week: September 12-18, 2010

September 22, 2010

M. Zubair

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Prelude

This week report consists of 24 surveys. Three of these are multi-country surveys while the rest of 21 are national surveys from various countries.

Commentary: 45 Million Internet Users in India

A LARGE NUMBER BUT SMALL PERCENTAGE OF POPULATION

India had as on September 2008 45.3 million active internet users. This is according to the I-Cube [Internet in India] Study released today and conducted annually by IMRB International and Internet and Mobile Association of India [IAMAI]. Active internet users are those who have used the internet at least once in the last one month – this is an internationally accepted benchmark for enumerating internet users.

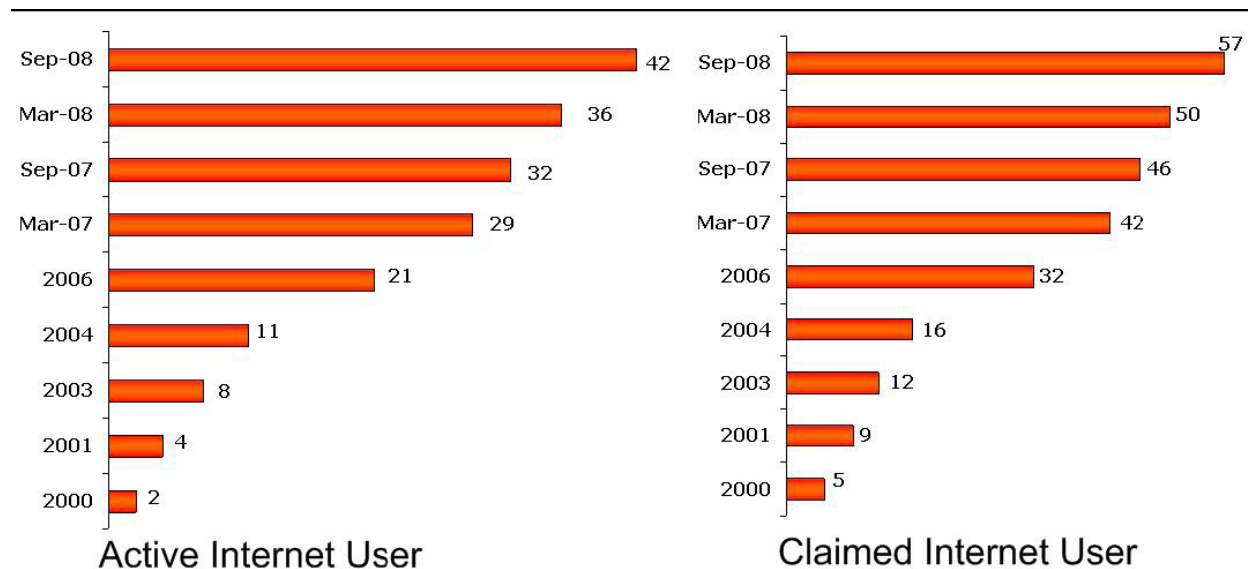
Urban users continue to dominate internet use contributing to 42 million of the 45 million odd users. In September last 2007, the number of active internet users in urban India was 32 million showing a year on year growth of a little more than 30 %. Commenting on the study Dr Subho Ray, president, IAMAI, said, “the growth rate was alarming compared with the rest in past years as well as with some other countries notably v where the number of internet users are more than 250 million”

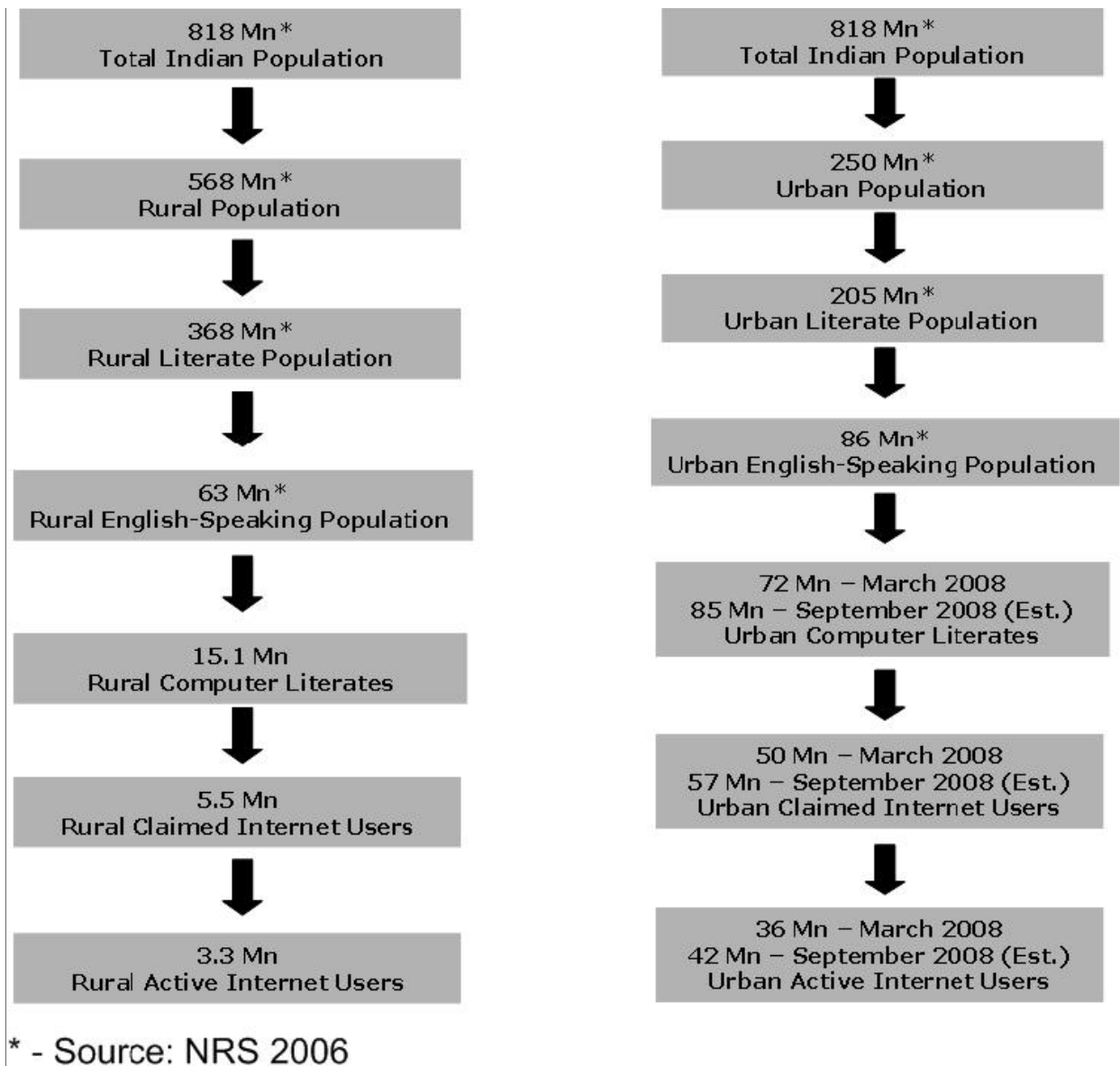
The study also found that the number of “claimed” internet users in September 2008 was 57 million compared with 46 million in September 2007, recording nearly 24 % growth. Claimed users are those who have used the internet sometime but not in the last one month.

The time series data since 2001 captures this definite slow down in the growth rate of internet users in India.

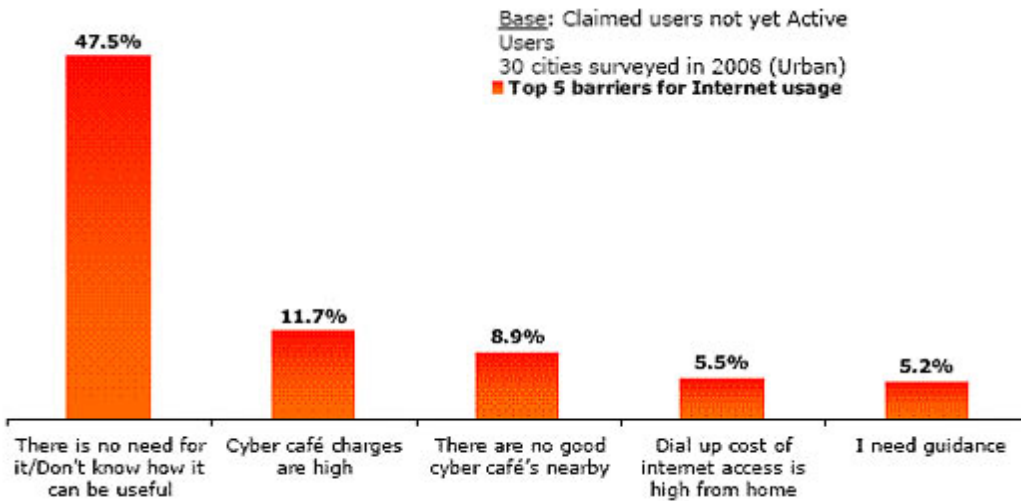
The proportion of internet users to the total population from the age of 12 and proportion of internet users to the total literate population is also not very encouraging as shown in the tables below.

The following figures are in millions





The survey also interviewed the claimed users on the lack of internet user and found there are five main barriers to internet use in urban India. The main reason for lack of internet use was found to be lack of awareness of the use of the medium.



Commenting on the study Mr. Mohan Krishnan, Senior Vice President BIRD, a specialized unit of IMRB International said “Continuing niche growth of the Internet is forcing two major realizations that need to be acted upon. Firstly, with majority of urban literates challenged due to the barrier of English language, there needs to be a strong push in vernacular/local language provision over the Internet. In these markets, in addition to localized content, online applications that matter individuals in their daily lives are needed. At the same time, untouched vast rural markets need to be tapped. However, enabling content for such markets highly depends on

The urban survey was conducted in the following cities

| Cities | Households | Cities | Households |
|-----------|------------|------------|------------|
| Mumbai | 1181 | Baroda | 555 |
| Delhi | 1156 | Lucknow | 667 |
| Kolkata | 1156 | Chandigarh | 557 |
| Chennai | 1153 | Ludhiana | 712 |
| Bangalore | 1046 | Coimbatore | 552 |
| Hyderabad | 1068 | Jaipur | 565 |
| Ahmedabad | 1018 | Indore | 655 |
| Pune | 1018 | Allahabad | 568 |
| Patna | 658 | Guwahati | 669 |
| Cochin | 705 | Surat | 558 |

| Cities | Households |
|----------------|------------|
| Nagpur | 564 |
| Bhopal | 556 |
| Bhubaneswar | 696 |
| Durg | 557 |
| Vishakhapatnam | 556 |
| Trichy | 564 |
| Bellary | 501 |
| Thrissur | 427 |
| Panipat | 475 |
| Jalgaon | 485 |

INDIA

INDIA:

Population: 1,156,897,766 (July 2010 est.)

Ethnic Groups: Indo-Aryan 72%, Dravidian 25%, Mongoloid and other 3% (2000)

GDP per Capita: \$3,100 (2009 est.)

The Indus Valley civilization, one of the world's oldest, flourished during the 3rd and 2nd millennia B.C. and extended into northwestern India. Aryan tribes from the northwest infiltrated onto the Indian subcontinent about 1500 B.C.; their merger with the earlier Dravidian inhabitants created the classical Indian culture. The Maurya Empire of the 4th and 3rd centuries B.C. - which reached its zenith under ASHOKA - united much of South Asia. The Golden Age ushered in by the Gupta dynasty (4th to 6th centuries A.D.) saw a flowering of Indian science, art, and culture. Islam spread across the subcontinent over a period of 700 years. In the 10th and 11th centuries, Turks and Afghans invaded India and established the Delhi Sultanate. In the early 16th century, the Emperor BABUR established the Mughal Dynasty which ruled India for more than three centuries. European explorers began establishing footholds in India during the 16th century. By the 19th century, Great Britain had become the dominant political power on the subcontinent. The British Indian Army played a vital role in both World Wars. Nonviolent resistance to British rule, led by Mohandas GANDHI and Jawaharlal NEHRU, eventually brought about independence in 1947. Communal violence led to the subcontinent's bloody partition, which resulted in the creation of two separate states, India and Pakistan. The two countries have fought three wars since independence, the last of which in 1971 resulted in East Pakistan becoming the separate nation of Bangladesh. India's nuclear weapons tests in 1998 caused Pakistan to conduct its own tests that same year. In November 2008, terrorists allegedly originating from Pakistan conducted a series of coordinated attacks in Mumbai, India's financial capital. Despite pressing problems such as significant overpopulation, environmental degradation, extensive poverty, and widespread corruption, rapid economic development is fueling India's rise on the world stage.

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



SUMMARY OF POLLS

ASIA

Many in Asia Travel Domestically for Medical Care (Multi-country survey)

Underscoring issues with access to quality local healthcare, a median of about one in five households across 11 Asian countries say at least one member had to travel to another community for medical care in the past year. Nepalese households are the most likely to have had a member seek treatment outside the community, while those in Indonesia are the least likely.

September 17, 2010

SOUTH ASIA

45 Million Internet Users in India

India had as on September 2008 45.3 million active internet users. This is according to the I-Cube Study, conducted annually by IMRB International and Internet and Mobile Association of India [IAMAI]. Majority of urban Indians cites lack of awareness as a main hurdle in the usage of internet.

March 2009

SUB-SAHARAN AFRICA

EAC Countries Divided on Creating a Common Currency (Multi-country survey)

The East African Community's next goal after launching a common market in July -- creating a common currency by 2012 -- gets mixed support in the economic union's five partner states. Gallup surveys last year showed most Ugandans, Burundians, and Rwandans think a single currency is a good idea, but Tanzanians are divided, and the majority of Kenyans think it is a bad idea.

September 14, 2010

EAST EUROPE

Terrorists And Their Targets: Rating Of Russian Threats

Memory of terrorist attacks in Moscow metro makes the Russians afraid of further attack. According to Russians, the most dangerous thing is transportation including avia transport, rail transport (69%) and public transport (50%) which can again be target of a terror attack.

September 08, 2010

Russia`s Global Goals: Development Or Superpowerness?

A majority of Russians think that achieving the status of economically developed and politically influential country should be the main goal for Russia in the XXI century. However, 33 percent think that Russia should be a super power again.

September 07, 2010

WEST EUROPE

Britons, Cricket Fans Would Impose Lifetime Ban on Pakistani Bowlers

People in Britain are paying attention to the recent allegations of spot-fixing in cricket, and two-thirds of respondents believe that any player involved in this practice should not be allowed to participate in international competitions again, a new Angus Reid Public Opinion poll has found.

September 14, 2010

Survey Suggests British Catholics Disagree With Pope's Teaching On Sexuality

A survey has suggested that most British Catholics disagree with the Pope's teachings on homosexuality, abortion and contraception. According to an online YouGov poll of 1,636 Catholics for ITV's Tonight programme, only 11 per cent believed gay sex was morally wrong, while 41 per cent said that both straight and gay relationships should be celebrated.

September 13, 2010

Few Britons Consider Anti-Social Behaviour Orders as a Success

Three-in-four respondents believe anti-social behaviour has become frequent, normal and tolerated in the UK. People in Britain are not convinced that the controversial Anti-Social Behaviour Orders (ASBOs) are working, and more than half believe the Government's proposed course of action on this subject will be either unsuccessful or ineffectual, a new Angus Reid Public Opinion poll has found.

September 16, 2010

NORTH AMERICA

Anti-Muslim Sentiment Makes News

Controversies related to Muslim Americans -- one sparked by a Florida pastor's plans to burn the Koran and another by a proposal to build an Islamic community center blocks from Ground Zero -- topped the news last week as the country marked the ninth anniversary of the Sept. 11, 2001 attacks.

September 14, 2010

Public Focused on Tensions over Islam

As the nation marked the ninth anniversary of the Sept. 11 terror attacks last week, many in the public and the media focused more on current tensions over Islam in America -- most notably plans by a Florida pastor to burn copies of the Koran.

September 15, 2010

Democrats Re-Establish Narrow Edge in Party Affiliation

Slightly more Americans identify as Democrats or lean Democratic (44%) than identify as or lean Republican (41%) in September to date, re-establishing a Democratic edge that disappeared in August, when the parties were even. The Democrats' current positioning remains much weaker than it was at the time President Barack Obama took office, when they enjoyed a 17-point edge in party affiliation.

September 15, 2010

Obama's Weekly Job Approval Average Improves to 46%

President Barack Obama's job approval rating averaged 46% for the week ending Sept. 12, his highest weekly average since mid-July and up from the 43% low point recorded in late August.

September 14, 2010

U.S. Economic Confidence More Negative Than a Year Ago

Despite the recent upturn in the nation's equity markets, Gallup's Economic Confidence Index, at -34 during the week ending Sept. 12, confirms a downward trend in consumer confidence that started in mid-August.

September 14, 2010

Simple Ads Prove Effective in Courting Independent Voters in U.S.

With the mid-term congressional election less than two months away, Americans—and Independent voters in particular—are reacting very differently to two recent political advertisements, a new Angus Reid Public Opinion poll has found.

September 16, 2010

Americans Renew Call for Third Party

Americans' desires for a third political party are as high as they have been in seven years. Fifty-eight percent of Americans believe a third major political party is needed because the Republican and Democratic Parties do a poor job of representing the American people. That is a significant increase from 2008 and ties the high Gallup has recorded for this measure since 2003.

September 17, 2010

Obesity Linked to Lower Emotional Wellbeing

Obese Americans, a group already grappling with many physical health problems, are also suffering in terms of their emotional wellbeing. The more than one in four American adults who are obese are significantly more likely than those who are normal weight or

overweight to report having been diagnosed with depression and experiencing stress, worry, anger, and sadness.

September 17, 2010

Majority Thinks GOP Has Moved Right Since Obama Took Office

The prevailing view among Americans is that the Republican Party has become more conservative since Barack Obama took office, but not necessarily because of the Tea Party movement's influence. Among the 54% who say so, about a third -- representing 19% of all Americans -- think the Tea Party movement is the primary reason for this; the rest believe other factors are at work.

September 16, 2010

Bush Still Takes Brunt of Blame for Economy vs. Obama

Nearly two years into his presidency, 51% of Americans say President Barack Obama bears little to no blame for U.S. economic problems, while 48% assign him a great deal or moderate amount of blame. More Americans now blame Obama than did so a year ago, but a substantially higher percentage, 71%, blame former President George W. Bush.

September 16, 2010

Americans More Pessimistic About Emerging From Recession

Most Americans see the U.S. economy as stuck in a recession and the majority don't see or expect much improvement any time soon. A majority (54%) now expect the economy to be the same or worse in a year, up sharply from the 35% who expressed similar views a year ago. Americans are also now more likely to say the economy is staying the same or getting worse than to say it is getting better.

September 15, 2010

Americans Spending More Time Following the News

There are many more ways to get the news these days, and as a consequence Americans are spending more time with the news than over much of the past decade. Digital platforms are playing a larger role in news consumption, and they seem to be more than making up for modest declines in the audience for traditional platforms. As a result, the average time Americans spend with the news on a given day is as high as it was in the mid-1990s, when audiences for traditional news sources were much larger.

September 12, 2010

Mixed Views of GOP Proposals on Entitlements

The public has sharply different reactions to major changes in Social Security and Medicare programs being proposed by some leading Republicans. While a majority favors a proposal to allow some private investments in Social Security, there is considerably less support for the idea of ending Medicare and replacing it with a system of vouchers for purchasing private insurance.

September 14, 2010

More Canadians Are Questioning the Benefits of Immigration

More Canadians are questioning whether immigration is benefitting the country, with Albertans and Ontarians voicing concern over the role of illegal immigrants in Canadian society, a new Angus Reid Public Opinion poll has found.

September 14, 2010

MULTI-COUNTRY SURVEYS

BBC International Trade Promoter Study

The BBC is a frequent source of news and information for business influencers in these countries. Proportions saying they access the BBC most days (TV, radio or online) range from 22% (Turkey) to 70% (India). Across five countries, a total of 265 individuals with an influence over international business decisions were interviewed online (US and India), by phone (UAE and Turkey) and face to face (UAE and Nigeria) between August 24 and September 12 2010 by Globescan.

September 17, 2010

CYBERWORLD

Rise of the 'Apps Culture'

Cell phone use in the U.S. has increased dramatically over the past decade. Fully eight-in-10 adults today (82%) are cell phone users, and about one-quarter of adults (23%) now live in a household that has a cell phone but no landline phone.

September 14, 2010

ASIA

Many in Asia Travel Domestically for Medical Care (Multi-country survey)

Households seek care inside and outside their home countries

September 17, 2010

Underscoring issues with access to quality local healthcare, a median of about one in five households across 11 Asian countries say at least one member had to travel to another community for medical care in the past year. Nepalese households are the most likely to have had a member seek treatment outside the community, while those in Indonesia are the least likely.

In the past 12 months, have you or a member of your household had to travel to another city or area within (your country) to seek treatment for a medical condition?

| | Yes |
|---------------|------------|
| Nepal | 52% |
| Afghanistan | 35% |
| Bangladesh | 33% |
| Vietnam | 24% |
| Sri Lanka | 20% |
| India | 19% |
| MEDIAN | 19% |
| Philippines | 18% |
| Cambodia | 18% |
| Pakistan | 16% |
| Malaysia | 12% |
| Indonesia | 5% |

Surveys conducted between April and June 2010.
Data represent percentage of households.

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While Gallup has previously studied Americans' willingness to travel abroad for medical treatment, these findings represent Gallup's first measure of medical travel among households in Asia. Medical travel and tourism is a nascent global industry that has benefited some of the best Asian healthcare providers. It is characterized by consumers traveling within their country, or to other countries, in search of medical care.

In several countries, rural households tend to be more likely than urban households to report travel outside their city or community for medical care. While these disparities are clearly evident in South Asian countries such as Afghanistan, Sri Lanka, and India, they are virtually nonexistent in Southeast Asian countries such as Indonesia and Malaysia. As countries invest in healthcare infrastructure development, geography and remote or rural populations remain a challenge for meeting the healthcare needs of the population.

Domestic Medical Travel Among Asian Households

Urban and rural households compared

| | Yes (Urban) | Yes (Rural) | Rural-Urban gap (pct. pts.) |
|-------------|--------------------|--------------------|--|
| Afghanistan | 18% | 43% | +25 |
| Sri Lanka | 6% | 28% | +22 |
| Bangladesh | 22% | 38% | +16 |
| India | 10% | 24% | +14 |
| Pakistan | 10% | 20% | +10 |
| MEDIAN | 14% | 24% | +10 |
| Cambodia | 14% | 19% | +5 |
| Nepal | 49% | 52% | +3 |
| Vietnam | 22% | 25% | +3 |
| Indonesia | 4% | 5% | +1 |
| Philippines | 19% | 18% | -1 |
| Malaysia | 13% | 10% | -3 |

Surveys conducted between April and June 2010.

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Asians are far less likely to report traveling to another country for medical care than they are to travel within their own country. Afghan households are most likely to report having someone leave the country for medical care in the last year -- most often to Pakistan and Iran. War and occupation, a large refugee population among national porous borders, and lack of cohesive development of a healthcare infrastructure are possible factors that could make Afghans more likely to seek treatment elsewhere than their regional neighbors.

In the past 12 months, have you or a member of your household traveled to another country outside (your country) to seek treatment for a medical condition?

| | Yes |
|-------------|------------|
| Afghanistan | 18% |
| Nepal | 5% |
| Cambodia | 2% |
| Pakistan | 2% |
| India | 1% |
| Malaysia | 1% |
| Singapore | 1% |
| Sri Lanka | 1% |
| Bangladesh | 1% |
| Philippines | 1% |
| Vietnam | <1% |
| Indonesia | <1% |

Surveys conducted between April and June 2010.
Data represent percentage of households.

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Bottom Line

When a medical necessity arises, Gallup data show many Asians -- particularly those in rural households -- are leaving their communities for treatment elsewhere. Fewer are traveling to other countries for care. While the quality and availability of national and local healthcare services undoubtedly play a role in these results, the findings point to a willingness among Asian households to seek solutions to their healthcare needs wherever they can find them.

Survey Methods

Results are based on face-to-face interviews with 17,141 adults, aged 15 and older, conducted between April and June 2010 in Afghanistan, Nepal, Cambodia, Pakistan, Malaysia, India, Philippines, Singapore, Bangladesh, Sri Lanka, Vietnam, and Indonesia. The question on within country medical travel was not asked in Singapore.

For results based on the total sample of national adults, one can say with 95% confidence that the margin of error ranged from a low of ± 1.6 percentage points in India to a high of ± 4.1 percentage points in Afghanistan.

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.

SOUTH ASIA

45 Million Internet Users in India

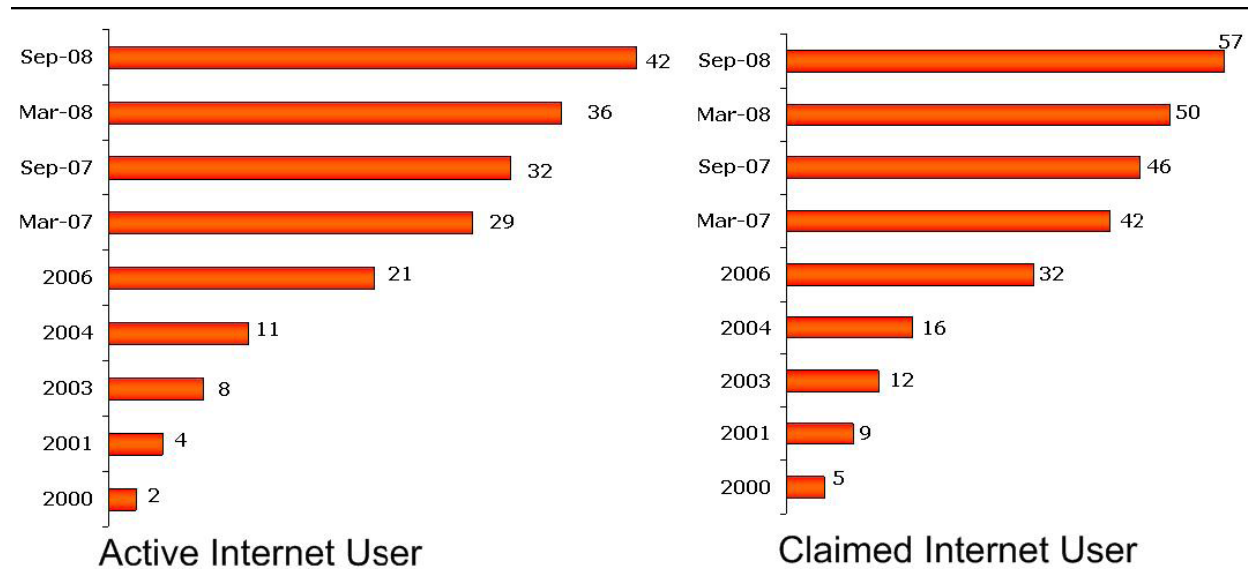
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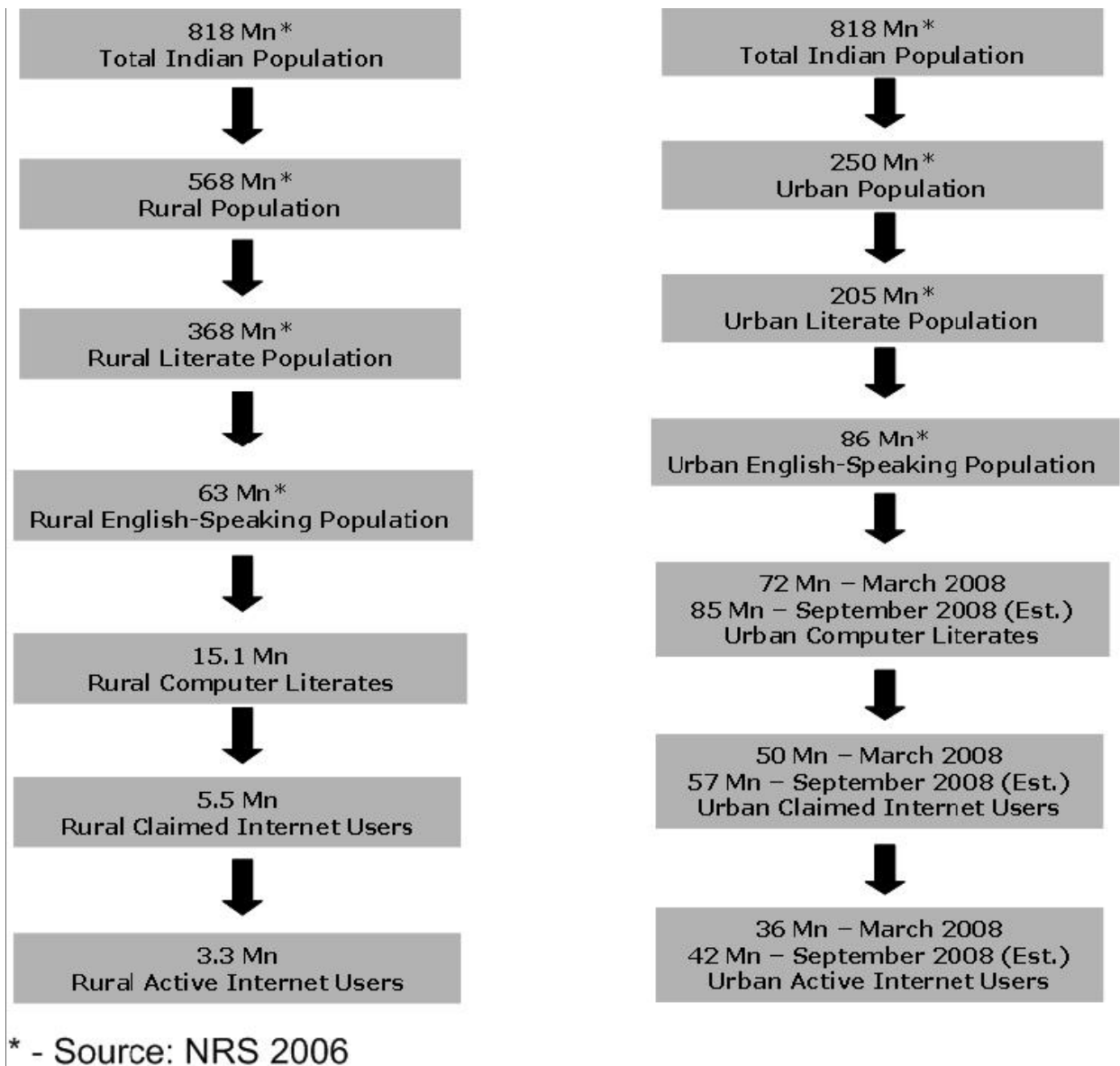
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The study also found that the number of “claimed” internet users in September 2008 was 57 million compared with 46 million in September 2007, recording nearly 24 per cent growth. Claimed users are those who have used the internet sometime but not in the last one month.

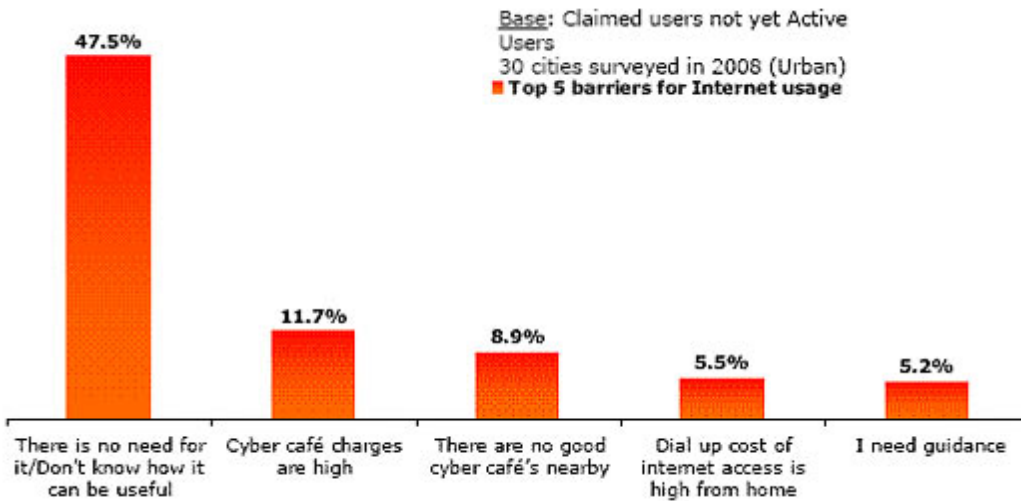
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The proportion of internet users to the total population from the age of 12 and proportion of internet users to the total literate population is also not very encouraging as shown in the tables below.





The survey also interviewed the claimed users on the lack of internet user and found there are five main barriers to internet use in urban India. The main reason for lack of internet use was found to be lack of awareness of the use of the medium.



Commenting on the study Mr. Mohan Krishnan, Senior Vice President BIRD, a specialized unit of IMRB International said “Continuing niche growth of the Internet is forcing two major realizations that need to be acted upon. Firstly, with majority of urban literates challenged due to the barrier of English language, there needs to be a strong push in vernacular/local language provision over the Internet. In these markets, in addition to localized content, online applications that matter individuals in their daily lives are needed. At the same time, untouched vast rural markets need to be tapped. However, enabling content for such markets highly depends on

The urban survey was conducted in the following cities

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| Vishakhapatnam | 556 |
| Trichy | 564 |
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| Thrissur | 427 |
| Panipat | 475 |
| Jalgaon | 485 |

About IAMAI

www.iamai.in

The Internet & Mobile Association of India (IAMAI) is a not-for-profit industry body registered under the Societies Act, 1896. Its mandate is to expand and enhance the online and mobile value added services sectors. It is dedicated to presenting a unified voice of the businesses it represents to the government, investors, consumers and other stakeholders. The association addresses the issues, concerns and challenges of the Internet and Mobile economy and takes a leading role in its development.

About IMRB International www.imrbint.com

Established in 1971, IMRB International is a pioneer in market research. A member of the Kantar Group, WPP's information, insight and consulting division. IMRB's footprint extends across 11 countries - India, Pakistan, Bangladesh, Sri Lanka, Dubai, Saudi Arabia, Egypt, Singapore, Malaysia, Korea and London.

With over 1200 full time staff, IMRB provides high quality conceptualization, strategic thinking, execution, and interpretation skills. IMRB International is the only research company in India that offers such a wide range of research based services to its clients. IMRB International's specialized areas includes consumer market research both quantitative and qualitative, industrial market research, business to business market research, social and rural market research, media research, retail research, and consumer panels.

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Sub-Saharan Africa

EAC Countries Divided on Creating a Common Currency (Multi-country survey)

Rwandans, Burundians, Ugandans receptive; Kenyans, Tanzanians more skeptical

September 14, 2010

The East African Community's next goal after launching a common market in July -- creating a common currency by 2012 -- gets mixed support in the economic union's five partner states. Gallup surveys last year showed most Ugandans, Burundians, and Rwandans think a single currency is a good idea, but Tanzanians are divided, and the majority of Kenyans think it is a bad idea.

Do you think to have a single currency across the EAC is a good idea or not?

Asked of adults in EAC member countries

| | Good idea | Bad idea | Don't know/ Refused | GDP-PPP* |
|----------|-----------|----------|------------------------|----------|
| Burundi | 82% | 16% | 2% | 9.9 |
| Uganda | 77% | 22% | 1% | 36.9 |
| Rwanda | 75% | 22% | 3% | 3.1 |
| Tanzania | 47% | 50% | 2% | 53.7 |
| Kenya | 33% | 66% | 1% | 61.3 |

Surveys conducted from April to November 2009.

*2008 GDP-PPP in millions of international dollars

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The economic union's leaders expect that swapping five different currencies and exchange rates for a single one will ultimately simplify cross-border trade in the East African Community (EAC) and encourage investment. For now, however, some financial analysts see these disparities as emerging obstacles. According to Kenya's *Business Daily*, all EAC countries will likely experience some economic losses with the currency switch. These losses may be heavier in countries with stronger currencies and larger economies, such as Kenya, where public opinion also happens to be the most negative about the idea of a single currency.

Gallup's data also show Kenyans and Tanzanians are less likely to see their countries gaining from the EAC in general, which could explain their lack of enthusiasm for a common currency. They are also less supportive of the formation of a new country, a step that could follow the monetary union's creation.

Perhaps not surprisingly, support for a single currency is higher among those who think the EAC should become one nation. More than 9 in 10 Burundians, Rwandans, and Ugandans who say the

EAC should be a single nation support the idea of a single currency. Majorities of Tanzanians and Kenyans who support the single nation idea also support the single currency idea.

Do you think to have a single currency across the EAC is a good idea or not?

Among those who say the EAC should be one nation

| | Good idea |
|----------|------------------|
| Burundi | 97% |
| Rwanda | 94% |
| Uganda | 91% |
| Tanzania | 83% |
| Kenya | 59% |

Surveys conducted April to November 2009.

GALLUP®

Looking Forward

A potential downside of the EAC moving to a common currency is that each country will be unable to formulate its own monetary policy and deal with severe economic stress on its own. The Greek crisis earlier this year likely did little to ease skeptical Tanzanians' and Kenyans' minds about a single currency. EAC Secretary General Juma Mwapachu told Reuters the bloc was hoping to learn from the crisis in the euro zone and "ensure that we do not find any of our member states falling into the kind of experience that Greece has gone into." EAC leaders seeking buy-in from their public may also do well to stress what each country may gain, rather than lose, in the exchange.

Survey Methods

Results are based on face-to-face interviews with 1,000 adults each in Burundi, Kenya, Rwanda, Tanzania, and Uganda. All respondents were aged 15 and older, and the surveys were conducted in Burundi in July and August, in Kenya in April, in Rwanda in August, in Tanzania in November, and in Uganda in May and June 2009. For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error ranges from ± 3.5 percentage points in Burundi to ± 4.2 percentage points in Tanzania. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

EAST EUROPE

Terrorists And Their Targets: Rating Of Russian Threats

According to Russians, the most dangerous thing is transportation including avia transport, rail transport (69%) and public transport (50%).

September 08, 2010

Russian Public Opinion Research Center (VCIOM) presents the data about whether Russians are afraid of being the victim of terrorist attacks; whether Russian authorities are capable of protecting the citizens against terrorism, and what objects are most vulnerable to terrorist attacks.

The memory of the terrorist attacks in Moscow metro makes Russians be afraid of terrorists more than ever. After the April surge of fear of terrorist attacks resulted from the attacks in Moscow metro, the level of anxiety has slightly decreased, but it is still higher than it was for the recent three years: 75% of respondents are afraid of being the victim of terrorism (82% in April; 61-71% in 2007-2009). Most of those who feel anxiety are women (80% against 70% of men) and metropolitan residents (89% against 69% of rural residents). Thirteen percent of respondents are not afraid of being the victim of terrorism (9% in April this year); other 10% do not even think about that.

Remarkably, the young respondents are least frightened to be the victim of terrorism: 66% among 18-24-year-old respondents; other age groups - 74-78%.

The level of confidence of Russians that the authorities are capable of protecting them against terrorist threat which dropped in April is still the same (37% against 49% in 2009). The share of those who are pessimistic keeps growing (from 21% in 2008 to 53% this year). Those who believe that Russian authorities can provide security are mainly supporters of the United Russia party (49%) and residents of big (43%) and small cities (45%). Those who are skeptical are communists (66%), Muscovites and St.Petersburgians (67%).

As before, Russians think that the terrorism is basically driven by profit, but the number of those who share the opinion is declining (from 42% in 2006 to 34% this year). On the contrary, more Russians think that terrorists tend to spread Islam all over the world (from 19% in 2005 to 29% currently). As a rule, they are Internet users (31-33%). Russians increasingly believe that terrorists struggle for territorial division of the world (from 25% in 2009 to 28% this year) and strive to destroy western civilization (from 9 to 16%). Every fourth Russian still thinks that terrorism refers to the thirst of violence with no specific goals (26%). Those who share this stance are mostly those using Internet (28%). Respondents who think that terrorists try to defend traditional Islamic values (9%) and overcome poverty in poor countries (5%) are in the minority.

The main target of terrorists is transportation. Transportation objects are most vulnerable to terrorists, Russians say: 69% think train stations and airports are most attractive places for terrorist attacks; 50% mention public transport. Hospitals and schools are also dangerous places (58%). Less Russians consider apartment building (41%), concert halls and movie theaters (29%), power stations (25%), police and military premises (23%) to be vulnerable as well. Entertainment buildings such as night clubs (18%), restaurants and cafes (13%) are regarded to be less dangerous. Fourteen percent point out vulnerability of engineering communications; 11% - enterprises and business centers; 10% - administrative premises; 9% - hotels.

The initiative Russian opinion polls were conducted on September 4-5, 2010. 1600 respondents were interviewed at 140 sampling points in 42 regions of Russia. The margin of error does not exceed 3.4%.

| Are you or your relatives afraid of being the victims of terrorist attacks? (close-ended question, one answer) | | | | | | |
|---|------|------|------|------|------------|----------------|
| | 2001 | 2006 | 2007 | 2009 | April 2010 | September 2010 |
| <i>Afraid a lot</i> | 26 | 25 | 17 | 17 | 31 | 27 |
| <i>Somewhat afraid</i> | 52 | 52 | 54 | 44 | 51 | 49 |
| <i>It will not happen to me</i> | 12 | 8 | 10 | 13 | 9 | 13 |
| <i>I did not think about that</i> | 8 | 13 | 16 | 24 | 8 | 10 |
| <i>Hard to tell</i> | 2 | 1 | 2 | 3 | 2 | 1 |

| In your opinion, are Russian authorities capable of protecting the population against terrorist threat? (close-ended question, one answer) | | | | | | | | | | |
|---|------|------|------|------|------|------|------|------|------------|----------------|
| | 2002 | 2004 | 2003 | 2005 | 2006 | 2007 | 2008 | 2009 | April 2010 | September 2010 |
| <i>Definitely yes</i> | 3 | 6 | 6 | 9 | 7 | 6 | 16 | 8 | 6 | 5 |
| <i>Rather yes</i> | 17 | 22 | 26 | 21 | 33 | 37 | 50 | 41 | 30 | 32 |
| <i>Rather no</i> | 46 | 43 | 42 | 38 | 39 | 36 | 19 | 28 | 36 | 38 |
| <i>Definitely no</i> | 28 | 22 | 20 | 27 | 12 | 10 | 2 | 9 | 10 | 15 |
| <i>Hard to tell</i> | 6 | 6 | 7 | 5 | 10 | 10 | 13 | 13 | 18 | 9 |

| In your opinion, what is the international terrorism driven by? (close-ended question, o more than two answers) | | | | |
|--|------|------|------|------|
| | 2005 | 2006 | 2009 | 2010 |
| <i>Self-interest, profit</i> | 41 | 42 | 38 | 34 |
| <i>Spread Islam all over the world</i> | 19 | 23 | 27 | 29 |
| <i>Struggle for territorial division of the world; strive to separate those parts of Russia or other countries which have Islamic population</i> | 28 | 27 | 25 | 28 |
| <i>Thirst for violence with no goals</i> | 26 | 26 | 24 | 26 |
| <i>Destroying the western civilization</i> | 10 | 10 | 9 | 16 |
| <i>Protecting traditional Islamic values against western expansion</i> | 6 | 7 | 9 | 9 |
| <i>Overcoming poverty in poor countries</i> | 5 | 4 | 4 | 5 |
| <i>Hard to tell</i> | 9 | 8 | 12 | 8 |

| In your opinion, which objects are most attractive and vulnerable to terrorist attacks? (close-ended question, not more than five answers) |
|---|
|---|

| | |
|---|-----------|
| <i>Train stations, airports (trains, airplanes)</i> | 69 |
| <i>Hospitals, schools</i> | 58 |
| <i>Public transport (metro, bus, trolleybus)</i> | 50 |
| <i>Apartment buildings</i> | 41 |
| <i>Concert halls, movie theatres</i> | 29 |
| <i>Power stations</i> | 25 |
| <i>Police and military premises (military bases, units)</i> | 23 |
| <i>Night clubs</i> | 18 |
| <i>Water-, gas-, pipelines</i> | 14 |
| <i>Restaurants, cafes</i> | 13 |
| <i>Enterprises, business centers</i> | 11 |
| <i>Government, administrative, judicial premises</i> | 10 |
| <i>Hotels</i> | 9 |
| <i>Parking, parked cars</i> | 9 |
| <i>Other</i> | 2 |
| <i>Hard to tell</i> | 2 |

Russia's Global Goals: Development Or Superpowerness?

Russian goal is to be highly-developed and influential country (42%). Only 33% of Russians want Russia to be a superpower again.

September 7, 2010

Russian Public Opinion Research Center (VCIOM) presents the data describing what goals Russia pursues, and whether Russia can achieve the superpower status according to Russians.

As before, achieving the status of economically developed and politically influential country is believed to be the main goal for Russia in the XXI century; however, the share of those who think so has declined over the recent three years (from 47 to 42%). This is followed by the opinion that Russia should return to the superpower status which the USSR had (33% against 37% two years ago). The number of those who think Russia should be the leader across post-Soviet space has decreased (8%). Nevertheless, other 9% think that Russia should not pursue any global targets.

Respondents younger than 34 (47-50%) and supporters of the Fair Russia party (50%) want Russia to be one of the most economically developed and politically influential **countries**. Those who would like Russia to return to the superpower status are elderly respondents (43%) and CPRF party adherents (47%).

Russians increasingly believe that Russia is a superpower (from 12% in 2007 to 18% this year). More than one-third of Russians consider that in the near 10 or 15 years Russia can achieve such a status (36%); every second Russian thought so two years ago (50%). At the same time, the

number of those who are skeptical about Russia becoming a superpower has increased since 2008 (from 19 to 30%). Those who expect Russia to reach the status of superpower in the future are mainly supporters of the United Russia and Fair Russia parties (44 and 41% respectively), and respondents aged 18-34 (39-40%). Skepticism is expressed by non-parliament parties' supporters and absentees (42 and 46% respectively), and Russians aged 35-59 (31-34%).

The initiative Russian opinion polls were conducted on August 14-15, 2010. 1600 respondents were interviewed at 140 sampling points in 42 regions of Russia. The margin of error does not exceed 3.4%.

In your opinion, what goals should Russia pursue in the XXI century?
(close-ended question, one answer)

| | 2003 | 2005 | 2007 | 2008 | 2010 |
|--|------|------|------|------|-----------|
| <i>To return the superpower status which the USSR had</i> | 34 | 34 | 34 | 37 | 33 |
| <i>To be one of 10 or 15 economically developed and politically influential countries in the world</i> | 35 | 38 | 47 | 45 | 42 |
| <i>To achieve the leadership across post-Soviet space</i> | 16 | 14 | 9 | 8 | 8 |
| <i>Russia should not pursue global targets</i> | 7 | 7 | 5 | 5 | 9 |
| <i>Hard to tell</i> | 8 | 7 | 5 | 5 | 8 |

In your opinion, what goals should Russia pursue in the XXI century?
(close-ended question, one answer)

| | Total respondents | Total respondents | | | | |
|--|-------------------|-------------------|------------|------------|------------|-------------------|
| | | Aged 18-24 | Aged 25-34 | Aged 35-44 | Aged 45-59 | Aged 60 and above |
| <i>To return the superpower status which the USSR had</i> | 33 | 25 | 27 | 35 | 32 | 43 |
| <i>To be one of 10 or 15 economically developed and politically influential countries in the world</i> | 42 | 47 | 50 | 44 | 42 | 29 |
| <i>To achieve the leadership across post-Soviet space</i> | 8 | 10 | 10 | 7 | 9 | 7 |
| <i>Russia should not pursue global targets</i> | 9 | 9 | 7 | 9 | 9 | 9 |
| <i>Hard to tell</i> | 8 | 9 | 6 | 5 | 8 | 12 |

| Will Russia be able to become a superpower in next 15 or 20 years? (close-ended question, one answer) | | | | | |
|---|-------------|-------------|-------------|-------------|-------------|
| | 2003 | 2005 | 2007 | 2008 | 2010 |
| <i>Rather yes</i> | 40 | 33 | 46 | 50 | 36 |
| <i>Rather no</i> | 36 | 41 | 31 | 19 | 30 |
| <i>Russia is a superpower</i> | 12 | 13 | 12 | 16 | 18 |
| <i>Hard to tell</i> | 11 | 12 | 11 | 14 | 15 |

| Will Russia be able to become a superpower in next 15 or 20 years? (close-ended question, one answer) | | | | | | | |
|---|--------------------------|-------------------|-------------------|--------------------------|----------------------------|-------------------------------|-------------------------|
| | Total respondents | CPRF party | LDPR party | Fair Russia party | United Russia party | Non-parliament parties | I would not vote |
| <i>Rather yes</i> | 36 | 31 | 36 | 41 | 44 | 24 | 20 |
| <i>Rather no</i> | 30 | 36 | 38 | 27 | 23 | 42 | 46 |
| <i>Russia is a superpower</i> | 18 | 16 | 15 | 18 | 19 | 30 | 17 |
| <i>Hard to tell</i> | 15 | 17 | 10 | 14 | 14 | 3 | 17 |

WEST EUROPE

Britons, Cricket Fans Would Impose Lifetime Ban on Pakistani Bowlers

September 14, 2010

People in Britain are paying attention to the recent allegations of spot-fixing in cricket, and two-thirds of respondents believe that any player involved in this practice should not be allowed to participate in international competitions again, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative sample of 2,025 British adults, half of respondents (50%) say they are following the recent news about spot-fixing during an England-Pakistan test match last month “very closely” or “moderately closely.”

How closely have you followed recent news about spot-fixing during an England-Pakistan test match last month?

| | Great Britain | Cricket Fans |
|---------------------------|----------------------|---------------------|
| Very closely | 16% | 79% |
| Moderately closely | 34% | 21% |
| Not too closely | 24% | 0% |
| Not closely at all | 26% | 0% |

It has been alleged that two Pakistani bowlers—Mohammad Asif and Mohammad Amir—deliberately delivered no balls at specific points during the match. This information could have been used by gamblers to make wagers.

Seven-in-ten Britons (72%) think the allegations of spot-fixing are definitely or probably true.

Respondents who described themselves as “cricket fans, who truly enjoy watching the game” also provide a gloomy assessment of the situation. Nine-in-ten (89%) think Asif and Amir indeed delivered no balls at specific points during the match.

Which penalty would you impose on a cricket player found guilty of taking part in spot-fixing during a match?

| | Great Britain | Cricket Fans |
|---|---------------|--------------|
| A six-month suspension | 3% | 7% |
| A one-year suspension | 7% | 7% |
| A two-year suspension | 14% | 16% |
| A lifetime ban from international cricket | 65% | 67% |
| Not sure | 11% | 3% |

Two-thirds of Britons (65%) and cricket fans (67%) believe a lifetime ban from international cricket would be the appropriate penalty for a player found guilty of taking part in spot-fixing during a match.

One third of Britons (33%)—and almost two-in-four cricket fans (38%)—say they are not surprised at all that cricket has been hit by a spot-fixing scandal.

Methodology: From September 3 to September 6, 2010, Angus Reid Public Opinion conducted an online survey among 2,025 randomly selected British adults who are Springboard UK panelists. The margin of error—which measures sampling variability—is +/- 2.2%. The results have been statistically weighted according to the most current education, age, gender and region data to ensure samples representative of the entire adult population of Great Britain. Discrepancies in or between totals are due to rounding.

Survey Suggests British Catholics Disagree With Pope's Teaching On Sexuality

September 13, 2010

A survey has suggested that most British Catholics disagree with the Pope's teachings on homosexuality, abortion and contraception.

According to an online YouGov poll of 1,636 Catholics for ITV's Tonight programme, only 11 per cent believed gay sex was morally wrong, while 41 per cent said that both straight and gay relationships should be celebrated.

A third (30 per cent) said abortion should always be permitted, while 44 per cent said it should be allowed in certain circumstances. Just 11 per cent said it should only be allowed to save the mother's life and six per cent said it should never be allowed.

Seventy-one per cent thought contraception should be used more often to prevent pregnancy and STDs, while four per cent agreed with the church that it is wrong.

Most (65 per cent) thought priests should be allowed to marry, while 27 per cent said they should remain celibate.

Although most respondents (87 per cent) thought the reputation of the Catholic Church had been permanently damaged by the child sex abuse scandals, they did not believe the Pope should stand down.

Only 14 per cent said he should stand down, compared to 72 per cent who said he should remain in his position.

The Pope arrives in Britain for a four-day visit on Thursday. He is expected to criticise equality legislation for curbing religious freedom.

According to the Daily Mail, senior Catholic sources said the Pontiff will not discuss politics directly but will speak about freedom of conscience.

The message is expected to be taken as a criticism of recent cases where Christian registrars have failed to convince the law of their right to reject gay couples.

Last week, a poll suggested that the majority of Britons are apathetic to the Pope's visit but do not want the taxpayer to have to foot the bill for part of the trip.

Few Britons Consider Anti-Social Behaviour Orders As Success

September 16 - 2010

Three in four respondents believe anti-social behavior has become frequent, normal and tolerated in the UK.

People in Britain are not convinced that the controversial Anti-Social Behaviour Orders (ASBOs) are working, and more than half believe the Government's proposed course of action on this subject will be either unsuccessful or ineffectual, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative sample of 2,025 British adults, three-in-four respondents (77%) agree with the notion that anti-social behaviour (such as noise pollution, littering, shoplifting, drunken behaviour) in the United Kingdom has become "frequent, normal and tolerated"—a view expressed by Home Secretary Theresa May during a speech in July.

Do you agree or disagree with the following statement? - “Anti-social behaviour (such as noise pollution, littering, shoplifting, drunken behaviour) in the United Kingdom has become frequent, normal and tolerated.”

| | Great Britain | Age 18-34 | Age 35-54 | Age 55+ |
|----------|---------------|-----------|-----------|---------|
| Agree | 77% | 69% | 78% | 81% |
| Disagree | 19% | 22% | 20% | 16% |
| Not sure | 4% | 8% | 3% | 3% |

ASBOs are civil orders made against people who have been shown to have engaged in anti-social behaviour in the United Kingdom. ASBOs impose restrictions, such as banning people from a local area or preventing them from swearing in public.

When asked to rely on their own personal experience to assess the ASBOs, only one-in-ten Britons (10%) think the orders have been successful in curbing anti-social behaviour in the UK. More than a third (35%) deem ASBOs unsuccessful, and two-in-five (39%) think they have had no effect on anti-social behaviour.

A plurality of respondents (44%) would support abolishing ASBOs, but one third of Britons (33%) would prefer to keep them in place.

The Government has called for a new approach to deal with anti-social behaviour, which entails moving beyond the ASBOs and changing the emphasis, with communities working with the police and other agencies to stop bad behaviour from escalating.

While 16 per cent of respondents expect the new approach to be successful in curbing anti-social behaviour in the UK, one-in-four (25%) say it will be unsuccessful, and three-in-ten (30%) think the new policy will have no effect on anti-social behaviour.

Would you support or oppose abolishing the Anti-Social Behaviour Orders (ASBOs)?

| | Great Britain | Age 18-34 | Age 35-54 | Age 55+ |
|----------|---------------|-----------|-----------|---------|
| Support | 44% | 43% | 43% | 45% |
| Oppose | 33% | 30% | 33% | 36% |
| Not sure | 23% | 28% | 24% | 18% |

Respondents aged 18 to 34 are more likely to believe in the success of the Government’s proposed course of action (22%) than those aged 35 to 54 (12%) and those over the age of 55 (14%).

Methodology: From September 3 to September 6, 2010, Angus Reid Public Opinion conducted an online survey among 2,025 randomly selected British adults who are Springboard UK panelists. The margin of error—which measures sampling variability—is +/- 2.2%. The results have been statistically weighted according to the most current education, age, gender and region data to ensure samples representative of the entire adult population of Great Britain. Discrepancies in or between totals are due to rounding.

NORTH AMERICA

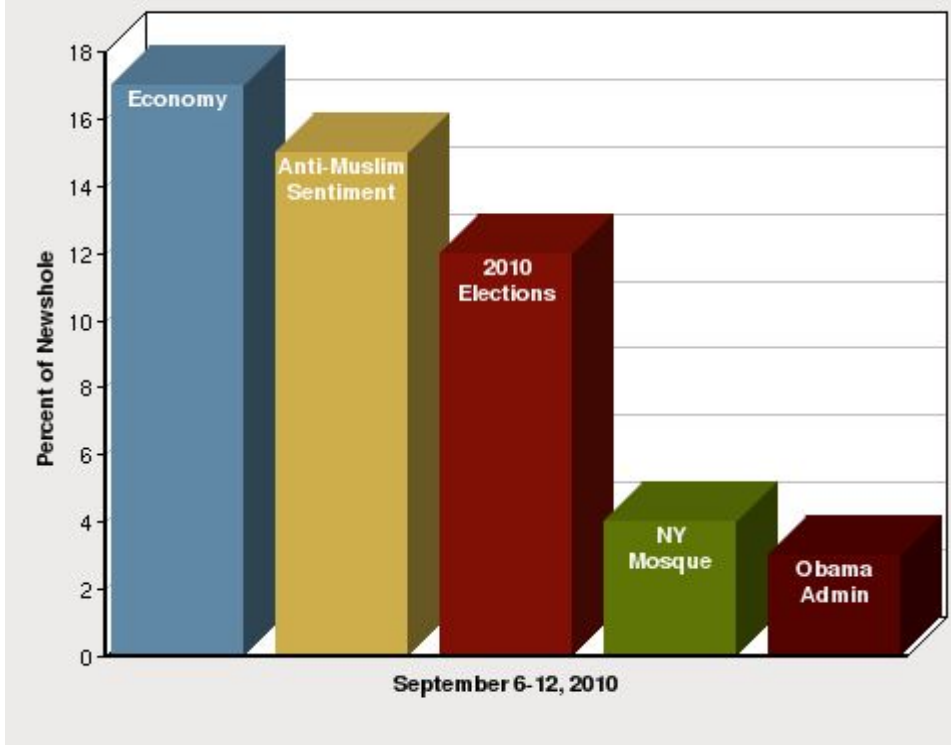
Anti-Muslim Sentiment Makes News

September 14, 2010

Controversies related to Muslim Americans -- one sparked by a Florida pastor's plans to burn the Koran and another by a proposal to build an Islamic community center blocks from Ground Zero -- topped the news last week as the country marked the ninth anniversary of the Sept. 11, 2001 attacks.

Plans by Terry Jones, the pastor of a small church in Gainesville, Fla., to mark the Sept. 11 anniversary by burning the Muslim holy book sparked outrage and prompted condemnation by everyone from Gen. David Petraeus to Sarah Palin. Jones eventually relented, but the controversy, and other signs of anti-Muslim sentiment, represented the No. 2 story for the week of Sept. 6-12, filling 15% of the newshole, according to the Pew Research Center's Project for Excellence in Journalism. Liberal talk show hosts on radio and cable took a particular interest in the topic.

Threats to Burn Koran, Other anti-Muslim acts, Draw Coverage PEJ News Coverage Index



When combined with the No. 4 story (4%), the furor over a planned Muslim community center and mosque near the World Trade Center site, the two stories accounted for nearly a fifth of the newshole last week, according to PEJ's News Coverage Index, which calculates the column inches and airtime devoted to stories in a broad sample of news media.

Indeed, attention to those hot-button issues concerning Islam almost completely overshadowed coverage of the Sept. 11 commemorations themselves, which accounted for only 2% of the newshole.

The sputtering economic recovery and proposals to revive it remained the single largest story of the week, accounting for 17% of the newshole. Proposals by President Obama to extend tax cuts for the middle class as well as spending more money on building roads and other infrastructure projects drove the coverage. Stubbornly high levels of unemployment and other economic news also generated headlines.

Closely tied to the economy are the political fortunes of Democrats and Republicans in the upcoming midterm elections, a subject that garnered 12% of the newshole as the No. 3 story last week. Driving the narrative were predictions that the Democrats will suffer at the polls and possibly lose control of one or both chambers of Congress.

Rounding out the top five news topics were stories related to the Obama administration. These included speculation that Obama's chief of staff, Rahm Emanuel, might leave to run for mayor of

Chicago in 2011, as well as discussions of Obama's leadership. Those subjects represented 3% of the newshole.

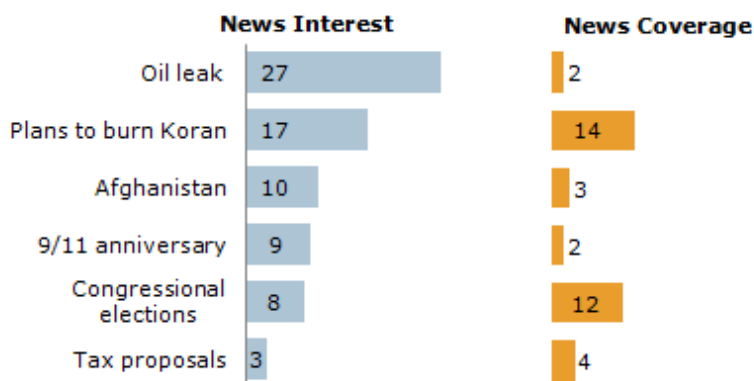
Public Focused on Tensions over Islam

Partisans Divide over Media Coverage of Obama

September 15, 2010

As the nation marked the ninth anniversary of the Sept. 11 terror attacks last week, many in the public and the media focused more on current tensions over Islam in America -- most notably plans by a Florida pastor to burn copies of the Koran.

News Interest vs. Coverage



News interest shows the percentage of people who say they followed this story most closely, Pew Research Center for the People & the Press, September 9-12, 2010. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center's Project for Excellence in Journalism, September 6-12, 2010.

Nearly two-in-ten (17%) say they followed the controversy over the pastor's announcement that he would burn Korans on Sept. 11 more closely than any other major story. The burning did not happen, but the story ranked second on the list of stories followed most closely, according to the latest News Interest Index survey of 1,001 adults by the Pew Research Center for the People & the Press. Another 9% say they followed news about the Sept. 11 anniversary most closely.

The media devoted 15% of the newshole last week to news dealing with anti-Muslim sentiments. Most of that (14%) focused on Pastor Terry Jones' plans and the push to get him to cancel the Koran burning, according to the Pew Research Center's Project for Excellence in Journalism (PEJ). An additional 4% of coverage focused on the continuing debate over a planned Muslim community center and mosque near the site of the World Trade Center towers in downtown Manhattan.

Despite the attention to religious controversies, Americans say they followed news about the major oil leak in the Gulf of Mexico -- now stopped -- more closely than other major news

stories (27%). News about the spill, however, was limited (2% of the newshole). With coverage now focused on blame for the spill and its uncertain environmental impact, the public's continued interest likely also reflects the story's perceived importance.

A Mix of Good and Bad News About the Gulf Oil Spill

Most Now Hearing Mix of Good and Bad News about Gulf Oil Spill

| | July 15-18 | July 22-25 | Aug 5-8 | Sept 9-12 |
|--------------------------|---------------|---------------|------------|--------------|
| | % | % | % | % |
| Mostly good news | 18 | 11 | 25 | 17 |
| Mostly bad news | 31 | 18 | 25 | 19 |
| Mix of good and bad news | 48 | 59 | 47 | 58 |
| Don't know | <u>3</u> | <u>2</u> | <u>3</u> | <u>5</u> |
| | 100 | 100 | 100 | 100 |

PEW RESEARCH CENTER September 9-12, 2010.
 Figures may not add to 100% because of rounding.

Following the April 20 oil rig explosion in the gulf that left 11 dead, interest in the story grew and stayed high as the massive scale of the spill became clear and repeated efforts to stem the flow of oil failed. The story dominated the public's interest for weeks.

By mid-July, BP was able to put a temporary cap in place. At that point, 48% said they were hearing a mix of good and bad news about the spill, 31% said they were hearing mostly bad news and 18% said they were hearing mostly good news.

Two months later, most Americans (58%) say they have been hearing a mix of good and bad news about the oil spill, up from 47% when the question was last asked Aug. 5-8. Fewer say they are hearing mostly bad news (19%) than in early August (25%), though the proportion hearing mostly good news is also down (from 25% to 17%).

Partisans Divide Over Media Coverage of Obama

Perceptions of Obama Press Coverage Change Little

Press coverage of Obama has been...

| | Apr | Jul | Sept |
|------------|------------|------------|-------------|
| | % | % | % |
| Too easy | 29 | 27 | 27 |
| Too tough | 21 | 24 | 23 |
| Fair | 42 | 39 | 37 |
| Don't know | <u>8</u> | <u>10</u> | <u>13</u> |
| | 100 | 100 | 100 |

% of Democrats saying press too tough...

| | | | |
|--|----|----|----|
| | 31 | 42 | 41 |
|--|----|----|----|

% of Republicans saying press too easy...

| | | | |
|--|----|----|----|
| | 57 | 55 | 50 |
|--|----|----|----|

PEW RESEARCH CENTER September 9-12, 2010.
Figures may not add to 100% because of rounding.

More Americans (37%) say that press coverage of Barack Obama has been fair than say it has been too easy (27%) or too tough (23%). Those numbers are largely unchanged from July or April.

Not surprisingly, partisans have starkly different views on this question. About four-in-ten Democrats (41%) say coverage has been too tough, about the same as the 42% that said this in July, but up from 31% in April. Just 6% of Republicans say coverage of the Democratic president has been too tough.

Half of Republicans say coverage has been too easy, not much different from the 55% that said this in July or the 57% that did so in April. Just 12% of Democrats say press coverage of Obama has been too easy.

Independents largely mirror the general public. Four-in-ten say coverage of Obama has been fair, 28% say it has been too easy and 19% say it has been too tough.

Opinions about coverage of Democratic and Republican leaders in Congress also are little changed since mid-July. Currently, 40% say the press has been fair in coverage of GOP leaders, 24% say it has been too easy and 16% say it has been too tough.

Just more than four-in-ten (43%) say press coverage of Democratic leaders has been fair, 26% say too easy and 12% say too tough. Partisan views of coverage of party leaders are also little changed.

Nearly half of Republicans (47%) say coverage of Democratic leaders is too easy, 6% say too tough and 34% say fair. Most Democrats see coverage of Democratic leaders as fair (55%); 7% see it as too easy and 22% see it as too tough.

More than four-in-ten Democrats (44%) see coverage of Republican leaders in Congress as fair, 29% see it as too easy and 9% see it as too tough. Among Republicans, 35% see coverage as fair, a comparable 33% see it as too tough and 15% see it as too easy. Independents largely reflect the public as a whole.

The Week's Other News

Americans paid close attention last week to three story lines with links to the events of Sept. 11, 2001. In addition to interest in the possible Koran burning (33% very closely), the public also very closely tracked news about developments in Afghanistan (30%) and Sept. 11 anniversary commemorations (33%).

One-in-ten say they followed news about the current situation and events in Afghanistan most closely last week, while news about the war there accounted for 3% of coverage, according to PEJ.

Nearly as many (9%) say they followed news about the ninth anniversary of the Sept. 11 attacks most closely. News about commemorations made up 2% of coverage.

More than two-in-ten (22%) say they followed news about this year's congressional elections very closely. This was the most closely followed news for 8% and accounted for 12% of coverage.

Some 16% say they followed the debate in Washington over competing Democratic and Republican tax plans very closely; 3% say this was the news they followed most closely. News about the tax plans made up 4% of coverage. In its overall analysis, PEJ included news about the tax debate with news about the economic crisis in general, a topic that accounted for 17% of coverage last week.

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 September 6-12, and survey data measuring public interest in the top news stories of the week were collected September 9-12, from a nationally representative sample of 1,001 adults.

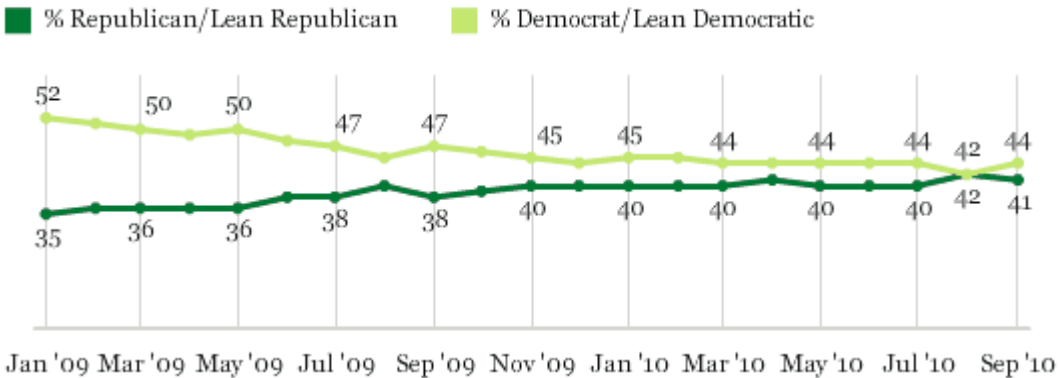
Democrats Re-Establish Narrow Edge in Party Affiliation

In August, parties were even in leaned party identification

September 15, 2010

Slightly more Americans identify as Democrats or lean Democratic (44%) than identify as or lean Republican (41%) in September to date, re-establishing a Democratic edge that disappeared in August, when the parties were even. The Democrats' current positioning remains much weaker than it was at the time President Barack Obama took office, when they enjoyed a 17-point edge in party affiliation.

Monthly Averages in Leaned Party Identification, January 2009-September 2010



September 2010 figures based on Sept. 1-13 interviewing

Gallup Daily tracking

GALLUP®

Most of the decline since Obama took office occurred last year, when the Democratic advantage dropped from 17 points in January to 5 points by November, following the same general trajectory as [Obama's job approval rating](#).

Democrats have maintained a slight advantage of three to five points since November, but even that small edge disappeared in August, coinciding with [the low point in Obama's approval rating](#). September has been a bit kinder [to both Obama](#) and the Democrats. Based on more than 13,000 interviews conducted so far this month, the party has re-established an advantage in affiliation, although it is not quite back to the four-point advantage it has averaged since November.

However, the current narrow Democratic lead in party affiliation among national adults hardly makes Democrats' status as the majority party in Congress safe. According to Gallup's weekly generic congressional ballot updates, registered voters have generally been [more likely to prefer the Republican candidate in their district than the Democratic candidate](#), even before factoring in turnout, which usually aids Republicans. That is partly the result of independent voters' consistent preference for the Republicans this year.

Decline in Democratic Affiliation Broad-Based

All key demographic subgroups of Americans show a drop in Democratic affiliation since January 2009, and the declines are largely similar across the groups, ranging from 3 points among blacks to 10 points among Midwestern residents and those aged 50 to 64.

*Changes in Leaned Party Identification With the Democratic Party,
January 2009-September 2010*

| | % Democrat/Lean Democratic, January 2009 | % Democrat/Lean Democratic, September 2010 | Change (pct. pts.) |
|--|---|---|-------------------------------|
| National adults | 52 | 44 | -8 |
| Men | 48 | 39 | -9 |
| Women | 55 | 48 | -7 |
| 18 to 29 years old | 55 | 51 | -4 |
| 30 to 49 years old | 51 | 42 | -9 |
| 50 to 64 years old | 53 | 43 | -10 |
| 65 years and older | 49 | 42 | -7 |
| East | 58 | 50 | -8 |
| Midwest | 53 | 43 | -10 |
| South | 47 | 41 | -6 |
| West | 51 | 43 | -8 |
| Non-Hispanic white | 47 | 38 | -9 |
| Nonwhite | 64 | 58 | -6 |
| Black | 84 | 81 | -3 |
| Hispanic | 55 | 50 | -5 |
| High school or less | 52 | 43 | -9 |
| Some college | 51 | 42 | -9 |
| College graduate only | 51 | 45 | -6 |
| Postgraduate | 58 | 52 | -6 |
| Under \$2,000 monthly income | 58 | 49 | -9 |
| \$2,000 to <\$5,000 monthly income | 54 | 46 | -8 |
| \$5,000 to <\$7,500 monthly income | 51 | 45 | -6 |
| \$7,500 or more monthly income | 48 | 42 | -6 |
| Attend church weekly | 43 | 37 | -6 |
| Attend church nearly weekly/monthly | 52 | 44 | -8 |
| Seldom/Never attend church | 58 | 49 | -9 |
| Protestant/Other Christian | 47 | 41 | -6 |
| Catholic | 55 | 46 | -9 |
| No religion | 64 | 55 | -9 |
| Married | 46 | 38 | -8 |
| Not married | 59 | 53 | -6 |

As such, it appears the forces that are driving down Democratic affiliation are affecting all subgroups. The broad-based loss in Democratic affiliation over the past 21 months is similar to the decline in Republican Party affiliation Gallup documented from the beginning to the end of George W. Bush's presidency.

Bottom Line

The election and inauguration of President Obama propelled popular support for the Democratic Party to great heights, with the Democrats' advantage in party affiliation approaching 20 points in December 2008 and January 2009. However, the realities of governing -- particularly in a difficult economy -- helped erase the Democrats' entire advantage to the point that in August, Americans were as likely to align themselves with the Republican Party as with the Democratic Party. So far, September has seen Democrats regain an edge. But they still head into the fall elections in their weakest positioning versus the Republicans since 2005, and vulnerable to losing many of their electoral gains from 2006 and 2008.

Survey Methods

Results are based on telephone interviews conducted as part of Gallup Daily tracking survey Sept. 1-13, 2010, with a random sample of 13,111 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 ± 1 percentage point.

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.

Obama's Weekly Job Approval Average Improves to 46%

Highest since mid-July, up from lows recorded in August

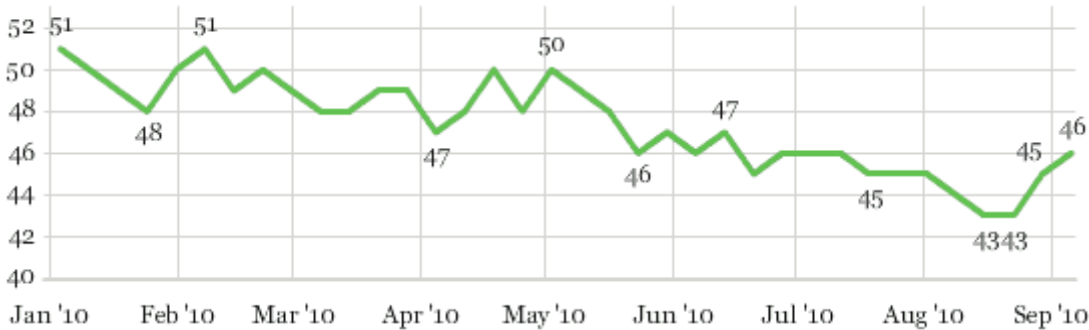
September 14, 2010

President Barack Obama's job approval rating averaged 46% for the week ending Sept. 12, his highest weekly average since mid-July and up from the 43% low point recorded in late August.

President Barack Obama Job Approval Ratings

Weekly averages, 2010

■ % Approve



Gallup Daily tracking

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Obama began the year with approval ratings in the high 40% to low 50% range, including a 50% rating as recently as early May. His ratings fell as the summer began, bottoming out at 43% for two weeks in late August as controversy swirled over his reaction to the Islamic center proposed for lower Manhattan. They have since improved to 45% two weeks ago and 46% in the most recent week.

From a broader perspective, Obama's monthly job approval ratings have been through three distinctive phases since he took office in January 2009:

1. A "honeymoon phase," which lasted through roughly the spring of 2009, and during which the president's job approval ratings stayed in the low to mid-60% range
2. A period of sharp decline in the summer of 2009, amid the national healthcare debate, when Obama's monthly approval average dropped 13 points, from 65% in May to 52% in September
3. A more gradual decline in approval ratings over the last year, from the low 50% range in early fall of last year to the mid-40% range through the summer of this year

President Barack Obama Job Approval Ratings

Monthly averages, 2009-2010



Note: September 2010 data are from interviews conducted Sept. 1-13

Gallup Daily tracking

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Obama's Areas of Strong and Weak Support

The president's job approval rating, as is the case for most presidents, remains highly differentiated across various political and demographic subgroups.

Obama does significantly better among those who identify as Democrats, liberals, and moderates, among blacks and Hispanics, the young, the unmarried, and those who don't attend church regularly, and those in the East. He does significantly worse among essentially the mirror images of those groups -- Republicans, conservatives, non-Hispanic whites, older, married, and religious Americans, and those living in the South.

Obama Job Approval, by Subgroup

August 2010

| Above-average approval | % | Below-average approval | % |
|-------------------------------|----------|-------------------------------|----------|
| Black | 91 | South | 39 |
| Liberal Democrat | 85 | Aged 65+ | 38 |
| Democrat | 79 | Attend church weekly | 37 |
| Moderate Democrat | 76 | Married | 37 |
| Liberal | 74 | Pure independent | 36 |
| Nonwhite | 67 | Non-Hispanic white | 35 |
| Conservative Democrat | 67 | Conservative | 23 |
| Hispanic | 54 | Liberal/Moderate Republican | 22 |
| Aged 18 to 29 | 53 | Republican | 12 |
| Not married | 53 | Conservative Republican | 8 |
| Under \$2,000 monthly income | 52 | | |
| Moderate | 52 | | |
| Postgraduate education | 51 | | |
| East | 50 | | |
| Seldom/Never attend church | 49 | | |

Gallup Daily tracking

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These data highlight the major fault lines that divide presidential politics in today's political environment. Partisanship, ideology, race and ethnicity, age, marriage, income, education, and religiosity all are strongly predictive of one's position on the job Obama is doing as president.

Bottom Line

President Obama's job approval rating has been in a gradual decline since he took office in January 2009, descending from 52% last September to 44% last month.

All in all, the president's monthly average is down about 20 points since he took office. The path of Obama's approval ratings has not been a totally straight line, however. There are signs of a mild recovery in his ratings in September so far, and his current 46% weekly average is as high as any since mid-July. Still, if Obama's approval rating stays below 50% by the time of the early November midterm elections, his party is vulnerable to major seat losses in the House of Representatives.

U.S. Economic Confidence More Negative Than a Year Ago

More Americans rate the economy as "poor" and say it is "getting worse"

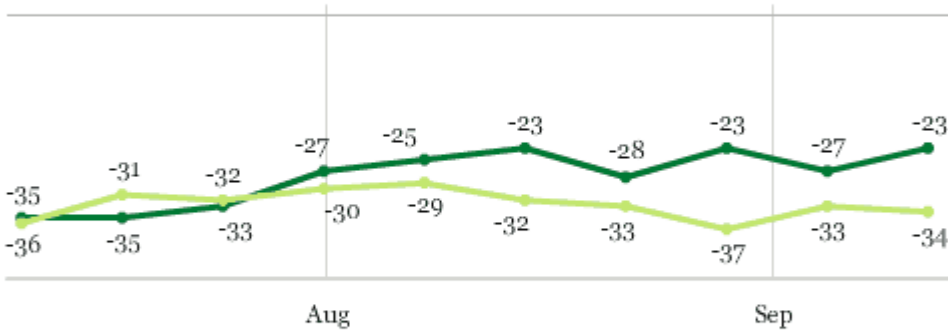
September 14, 2010

Despite the recent upturn in the nation's equity markets, Gallup's Economic Confidence Index, at -34 during the week ending Sept. 12, confirms a downward trend in consumer confidence that started in mid-August.

Economic Confidence Index, Weekly Averages

Combination of current economic conditions and economic outlook measures

■ 2009 ■ 2010



Weeks ending July 11-Sept. 12, 2010, and July 12-Sept. 13, 2009

Gallup Daily tracking

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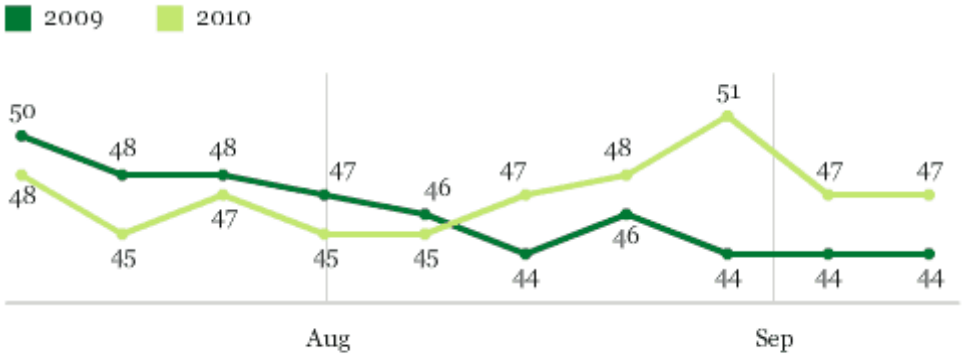
Although economic confidence in the U.S. appeared to be improving at this time last year, just the opposite is the case in 2010. Consumer perceptions of the U.S. economy are now substantially below the depressed levels of a year ago.

More Rate the U.S. Economy "Poor" This September Than Last

During each of the first two weeks of this month, 47% of Americans rated current economic conditions as "poor." While in September of last year, fewer Americans were giving the economy "poor" ratings than was true earlier in the year, that is not the case in 2010. In fact, consumer ratings of current economic conditions are worse now than they were a year ago.

Economic Conditions, Weekly Averages

Percentage of consumers who say economic conditions are "poor"



Weeks ending July 11-Sept. 12, 2010, and July 12-Sept. 13, 2009

Gallup Daily tracking

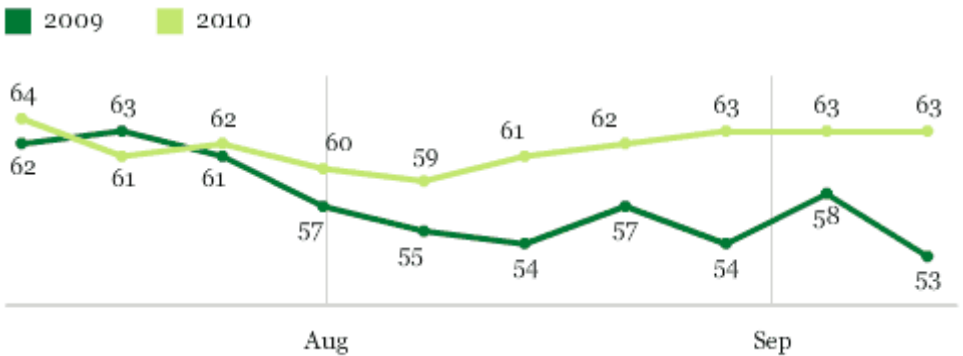
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More Say the Economy Is "Getting Worse" Than Did So a Year Ago

In recent weeks, 63% of consumers have said economic conditions are "getting worse." These future expectations for the economy are among the worst of 2010 and have deterioriated substantially from the improving trend that held sway at this point in 2009.

Economic Expectations, Weekly Averages

Percentage of consumers who say economic conditions are "getting worse"



Weeks ending July 11-Aug. 22, 2010, and July 12-Aug. 23, 2009

Gallup Daily tracking

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Economic Confidence Is Not Heading in the Right Direction

Despite increased optimism on Wall Street that the U.S. economy will avoid a double-dip recession, Gallup's economic confidence data suggest consumer perceptions of the future course of the economy remain near their lows of the year. Neither the Labor Day holiday nor the upturn on Wall Street has been enough to shake consumers out of their doldrums.

The continued weakness in Gallup's Economic Confidence Index during the first two weeks of September suggests that consumer confidence is slightly worse now than it was in August. In turn, this implies that Friday's Reuters/University of Michigan Consumer Sentiment preliminary estimate is also likely to show a decline from August.

While economists may argue about the relationship between consumer confidence and the economy, there is no doubt that declining consumer sentiment is not good for incumbent politicians as they approach the midterm elections. Worse yet, the current trend in economic confidence continues to deteriorate and now trails that of a year ago -- making it harder to argue that the economy is now heading in a better direction than it was at this point in 2009.

Survey Methods

For Gallup Daily tracking, Gallup interviews approximately 1,000 national adults, aged 18 and older, each day. The Gallup economic confidence results are based on random half-samples of approximately 500 national adults, aged 18 and older, each day. Weekly results are based on telephone interviews with approximately 3,000 adults. For these results, one can say with 95% confidence that the maximum margin of sampling error is ± 3 percentage points.

Interviews are conducted with respondents on land-line telephones and cellular phones.

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.

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.

Simple Ads Prove Effective in Courting Independent Voters in U.S.

September 16, 2010

With the mid-term congressional election less than two months away, Americans—and Independent voters in particular—are reacting very differently to two recent political advertisements, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,007 American adults, respondents were shown two ads: one from Republican congressional candidate Ben Quayle, and another paid for and authorized by the Democratic National Committee (DNC).

The 31-second ad begins with Quayle, who is running as a Republican in Arizona's 3rd Congressional District, calling Barack Obama "the worst president in history" and urging for "somebody" to go to Washington and "knock the hell out of the place."

The word used the most by respondents to describe the Ben Quayle ad is informative (34%), followed by honest (33%), true (30%), and useless (28%). Two-in-five Democrats (43%) find the ad offensive, while half of Republicans (49%) deem it true.

Independents are more likely to use some positive words on consistency with fact (True 36%, Untrue 24%) and sincerity (Honest 36%, Deceiving 23%).

The 75-second ad states that House Minority Leader John Boehner "invented the ways of Washington" and states that Republicans want to "take us back to the Bush Era economic policies." The ad finishes with a scene from an interview where NBC's David Gregory presses Boehner to answer a question about tax cuts.

The word used the most by respondents to describe the ad is informative (46%), followed by deceiving (35%), useless (29%) and true (25%). Three-in-five Democrats (63%) say the ad is informative, and half of Republicans (48%) believe it is deceiving.

Independents are more likely to use negative words on sincerity (Honest 16%, Deceiving 46%), but are evenly split consistency with fact (True 21%, Untrue 21%).

Analysis

Independents reacted better to the Ben Quayle ad than to the DNC ad. A third of them found the Ben Quayle ad to be true and honest. The simplicity of the Quayle ad—the candidate speaking directly to the camera with a tie but no jacket, and the absence of special effects or music—appears to be more powerful in courting Independents than the DNC commercial, which features high-end graphics, music and a narrator. The fact that roughly the same proportion of Independents and Republicans called the ad deceiving suggests that the use of selected bits of video featuring Boehner was not particularly effective.

Methodology: From August 27 to August 29, 2010, Angus Reid Public Opinion conducted an online survey among 1,007 American adults who are Springboard America panelists. The margin of error—which measures sampling variability—is +/- 3.1%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of the United States.

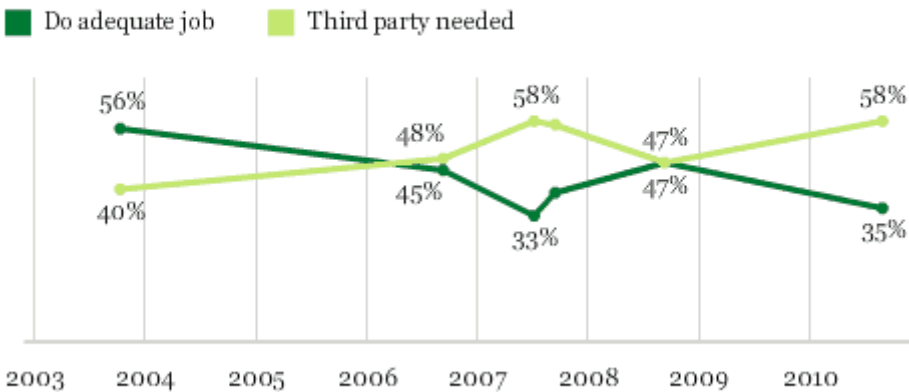
Americans Renew Call for Third Party

Fifty-eight percent of Americans, and 62% of Tea Party supporters, favor third party

September 17, 2010

Americans' desires for a third political party are as high as they have been in seven years. Fifty-eight percent of Americans believe a third major political party is needed because the Republican and Democratic Parties do a poor job of representing the American people. That is a significant increase from 2008 and ties the high Gallup has recorded for this measure since 2003.

In your view, do the Republican and Democratic Parties do an adequate job of representing the American people, or do they do such a poor job that a third major party is needed?



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The finding, based on an Aug. 27-30 *USA Today*/Gallup poll, comes at a time when Americans are widely dissatisfied with the way things are going in the United States and give relatively weak approval ratings to the president and Congress.

Though the rise in support for a third party could be linked to the Tea Party movement, Tea Party supporters are just about average in terms of wanting to see a third party created. Sixty-two percent of those who describe themselves as Tea Party supporters would like a third major party formed, but so do 59% of those who are neutral toward the Tea Party movement. Tea Party opponents are somewhat less likely to see the need for a third party.

Views of Need for Third Party, by Orientation to Tea Party Movement

| | Supporter of Tea Party movement | Opponent of Tea Party movement | Neutral toward Tea Party movement |
|----------------------------|--|---|--|
| Third party needed | 62% | 51% | 59% |
| Parties do an adequate job | 30% | 44% | 34% |

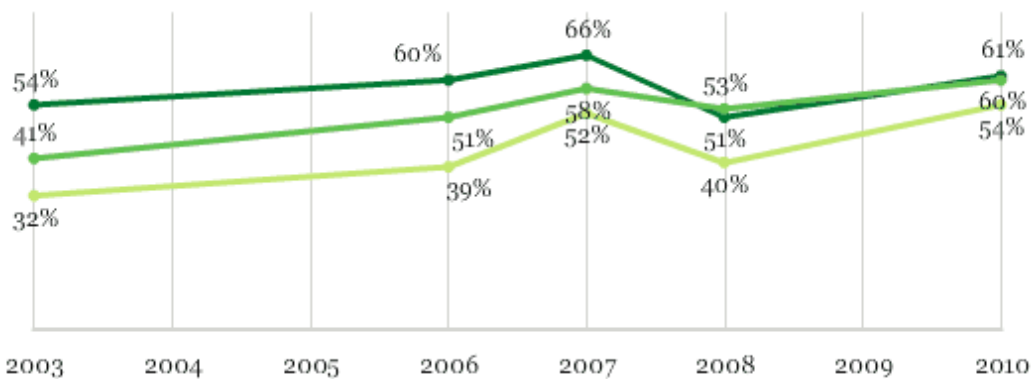
USA Today/Gallup poll, Aug. 27-30, 2010

GALLUP®

The desire for a third party is fairly similar across ideological groups, with 61% of liberals, 60% of moderates, and 54% of conservatives believing a third major party is needed. That is a narrower gap than Gallup has found in the past; conservatives have typically been far less likely than liberals and moderates to support the creation of a third party.

Support for a Third Major Political Party, by Political Ideology

■ Liberal ■ Moderate ■ Conservative

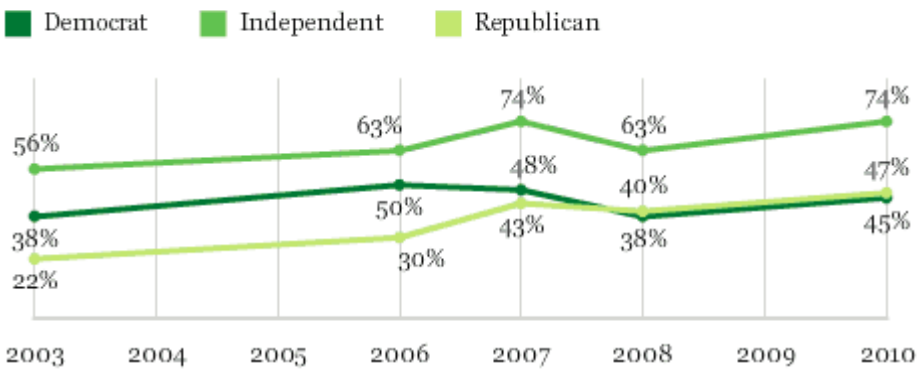


Note: 2007 data represent average of two polls

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Independents, as might be expected given their lack of primary allegiance to either of the two major parties, express a greater degree of support (74%) for a third party than do Republicans (47%) and Democrats (45%). Over time, independents have consistently been the political group most eager to see a third party formed. But each party group is more likely now than in 2008 to support the formation of a third major party. At that time, about two months before the presidential election, 38% of Democrats, 40% of Republicans, and 63% of independents thought a third party was necessary.

Support for a Third Major Political Party, by Political Party Affiliation



Note: 2007 data represent average of two polls

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Bottom Line

Election results in recent years and polls from this year indicate Americans are frustrated with the job the two major parties have been doing. In 2006, voters elected a Democratic majority in Congress to replace the Republican majority, and in 2008 they elected a Democratic president to replace an outgoing Republican president. Polling on voters' 2010 voting intentions suggests that they may be poised to replace the Democratic majority in Congress with a Republican majority. But that seems to be as much because voters are rejecting Democrats as embracing Republicans.

Given the lack of alternatives, it perhaps is no surprise that Americans' desires for a third party are as high as they've been in at least the last seven years. And while the formation of an official third party is not imminent, that desire may be manifested in voters' strong anti-incumbent sentiments this year.

Survey Methods

Results for this *USA Today*/Gallup poll are based on telephone interviews conducted Aug. 27-30, 2010, with a random sample of 1,021 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 ± 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.

Obesity Linked to Lower Emotional Wellbeing

Obese Americans also less likely to report experiencing positive emotions

September 17, 2010

Obese Americans, a group already grappling with many physical health problems, are also suffering in terms of their emotional wellbeing. The more than one in four American adults who are obese are significantly more likely than those who are normal weight or overweight to report having been diagnosed with depression and experiencing stress, worry, anger, and sadness.

Percentage of Americans Experiencing Negative Emotions, by BMI Category

| | % Stress | % Worry | % Anger | % Sadness | % Diagnosed with depression |
|---------------|-----------------|----------------|----------------|------------------|------------------------------------|
| Obese | 41.6 | 34.5 | 15.7 | 19.9 | 23.2 |
| Overweight | 37.4 | 29.5 | 13.1 | 15.8 | 14.9 |
| Normal weight | 39.4 | 30.6 | 12.6 | 16.3 | 14.3 |
| Underweight | 42.0 | 35.9 | 16.0 | 21.3 | 19.1 |

Jan. 1-Sept. 14, 2010

Gallup-Healthways Well-Being Index

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The disparity in depression diagnoses is even more severe, with 23.2% of obese Americans reporting having been diagnosed with the condition compared with 14.3% of those who are a normal weight reporting the same.

Carrying some extra weight does not appear to have the same effect as being obese, as negative emotion levels among those who are overweight are about the same as among those who are a normal weight. On the other hand, not weighing enough does link to higher levels of negative emotions. Underweight Americans' emotional health is about on par or slightly worse than that of obese individuals, underscoring the clear benefits of maintaining a relatively healthy weight. At 1.7%, however, underweight Americans make up a small percentage of the adult population in the United States.

These data, collected January-September 2010 as part of the Gallup-Healthways Well-Being Index, encompass more than 250,000 interviews. The survey asks respondents if they experienced each of the emotions "yesterday" and if they have ever been diagnosed with depression. Body Mass Index (BMI) scores are based on respondents' self-reported height and weight. A BMI of 30 or greater is considered obese, 25.0 to 29.9 is overweight, 18.5 to 24.9 is normal weight, and less than 18.5 is underweight. The analysis finds that the majority of Americans are either overweight (36.3%) or obese (26.7%) and 35.3% are a normal weight.

Obese Americans also report less happiness and enjoyment versus those who are normal or overweight, although a large majority in each group report experiencing these positive emotions. Underweight Americans again report similar levels of positive emotions as obese Americans, while those who are overweight are similar to normal weight individuals.

Percentage of Americans Experiencing Positive Emotions, by BMI Category

| | % Enjoyment | % Happiness |
|---------------|--------------------|--------------------|
| Obese | 82.1 | 85.9 |
| Overweight | 85.3 | 88.4 |
| Normal weight | 86.3 | 89.5 |
| Underweight | 82.0 | 87.2 |

Jan. 1-Sept. 14, 2010

Gallup-Healthways Well-Being Index

GALLUP®

While obesity is higher among low-income and middle-aged Americans, the differences between the obese and non-obese in negative and positive emotions persist regardless of income or age.

Bottom Line

The Gallup-Healthways Well-Being Index data reveal a clear connection between obesity and increased negative emotions, higher rates of diagnosed depression, and decreased positive emotions/experiences. However, the direction of the relationship is not clear. It is possible that Americans with a history of diagnosed depression or who are more worried or stressed are more likely to become obese. But it could also be that those who are obese experience a decrease in their emotional wellbeing as a consequence of their personal weight situation. Most likely, the results reflect a combination of both possibilities.

Either way, the obese population is clearly burdened by abnormally high levels of diagnosed depression and negative emotions. High levels of stress, worry, anger, sadness, and depression in particular decrease a person's quality of life and can have an impact on his or her engagement in society and work. To add to the problem, the average number of Americans classified as obese is up to 26.7% so far in 2010, compared with 25.5% in 2008 when Gallup started tracking obesity levels. With such a sizeable obese population, the broader affect of this group's decreased emotional wellbeing on communities and businesses is important and could be potentially costly in terms of healthcare and productivity.

Survey Methods

Results are based on telephone interviews conducted as part of Gallup-Healthways Well-Being Index survey Jan. 1- Sept. 14, 2010, with a random sample of more than 250,187 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 ± 1 percentage point.

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.

Majority Thinks GOP Has Moved Right Since Obama Took Office

Most say it's for reasons other than the Tea Party's influence

September 16, 2010

The prevailing view among Americans is that the Republican Party has become more conservative since Barack Obama took office, but not necessarily because of the Tea Party movement's influence. Among the 54% who say so, about a third -- representing 19% of all Americans -- think the Tea Party movement is the primary reason for this; the rest believe other factors are at work.

Since Barack Obama took office, do you think the Republican Party has become more conservative, or not?

(Asked of those who think the Republican Party has gotten more conservative) Do you think the Republican Party has become more conservative mostly because of the influence of the Tea Party movement or mostly for other reasons?

| | % |
|---|------|
| Yes, more conservative | 54 |
| (Mostly because of Tea Party influence) | (19) |
| (Mostly for other reasons) | (35) |
| No, not more conservative | 40 |
| No opinion | 6 |

USA Today/Gallup poll, Aug. 27-30, 2010

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The Tea Party has clearly affected Republican politics this year, with candidates backed by Tea Party activists defeating several incumbents or establishment figures in Republican U.S. Senate nominating contests. The Aug. 27-30 poll was conducted before the most recent Tea Party win in the Delaware Senate primary on Tuesday, but after earlier wins for the movement in GOP Senate primaries and conventions in states such as Alaska, Kentucky, Utah, and Florida.

The poll finds 30% of Americans identifying themselves as supporters of the Tea Party movement and 27% as opponents, with the remainder neutral or not having an opinion, consistent with what Gallup has found in four separate polls this year.

Those who describe themselves as Tea Party "opponents" widely believe the Republican Party has become more conservative, while those who say they are Tea Party "supporters" are closely divided in their views of whether a shift has occurred.

Do You Think the Republican Party Has Become More Conservative, by Orientation to Tea Party Movement

| | Tea Party supporter | Tea Party opponent | Neither/ No opinion |
|-----------------------|----------------------------|---------------------------|----------------------------|
| More conservative | 49% | 68% | 49% |
| Not more conservative | 47% | 30% | 42% |

USA Today/Gallup poll, Aug. 27-30, 2010

GALLUP®

In contrast, views on the Republican Party's ideology are similar among the three traditional party groups -- 59% of Democrats, 56% of Republicans, and 50% of independents believe the GOP has become more conservative since Obama took office.

Americans who believe the Republican Party has become more conservative are divided in their opinions of whether that is a "good thing" (50%) or a "bad thing" (48%). Predictably, conservatives and Republicans generally believe the perceived GOP shift is a good thing, and liberals and Democrats take the opposite view.

Bottom Line

Key indicators of the 2010 political environment, including the generic congressional ballot, indicate that the Republican Party is politically well-positioned heading into this fall's midterm elections. This may be partly because Americans tend to disapprove of most of the major legislation passed under Obama and the Democratic Congress now in power. However, one possible weakness for the Republican Party during the fall campaign could be the perception that the party has become more conservative. Americans may be frustrated with the Democrats' performance, but if the Democratic Party can convince voters that the Republican candidates are too extreme, it may be able to hold on to its majorities in the House and Senate.

Survey Methods

Results for this *USA Today*/Gallup poll are based on telephone interviews conducted Aug. 27-30, 2010, with a random sample of 1,021 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 ± 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.

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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.

Bush Still Takes Brunt of Blame for Economy vs. Obama

Obama sees more blame now than a year ago, but 51% assign him little to no blame

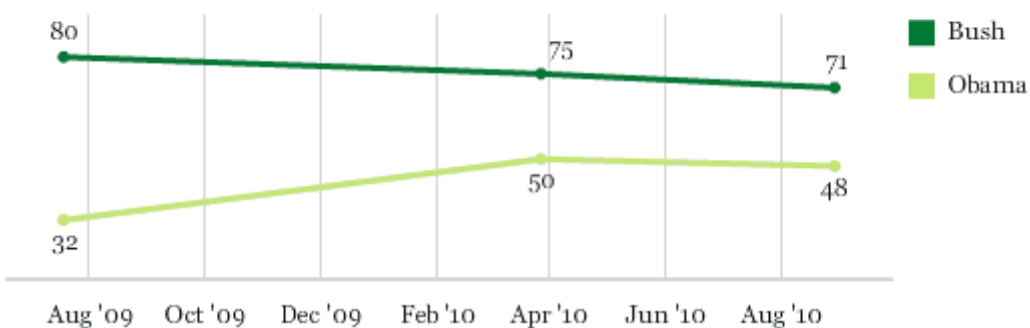
September 16, 2010

Nearly two years into his presidency, 51% of Americans say President Barack Obama bears little to no blame for U.S. economic problems, while 48% assign him a great deal or moderate amount of blame. More Americans now blame Obama than did so a year ago, but a substantially higher percentage, 71%, blame former President George W. Bush.

Blame for U.S. Economic Problems -- George W. Bush and Barack Obama

Thinking about the economic problems currently facing the United States, how much do you blame -- [George W. Bush/Barack Obama] for these -- a great deal, a moderate amount, not much, or not at all?

% Great deal/Moderate amount



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More specifically, the Aug. 27-30 *USA Today*/Gallup poll finds 24% of Americans blaming Obama a great deal for the current economic problems, 24% a moderate amount, 25% not much, and 26% not at all. By contrast, 37% blame Bush a great deal, compared with 10% assigning him no blame.

Bush fares poorly on this measure partly because a relatively high proportion of Republicans -- 48% -- blame him a great deal or moderate amount, as do most Democrats (89%) and independents (73%). By contrast, relatively few Democrats, 19%, blame Obama. These patterns are consistent with [Gallup's findings on the same question](#) in April.

Blame for U.S. Economic Problems -- by Party ID

| | Republican | Independent | Democrat |
|----------------------------------|-------------------|--------------------|-----------------|
| | % | % | % |
| BARACK OBAMA | | | |
| A great deal | 44 | 26 | 3 |
| A moderate amount | 32 | 24 | 16 |
| Not much | 14 | 28 | 32 |
| Not at all | 9 | 21 | 49 |
| Total great deal/moderate amount | 76 | 50 | 19 |
| GEORGE W. BUSH | | | |
| A great deal | 10 | 35 | 64 |
| A moderate amount | 38 | 38 | 25 |
| Not much | 33 | 17 | 7 |
| Not at all | 19 | 9 | 3 |
| Total great deal/moderate amount | 48 | 73 | 89 |

USA Today/Gallup, Aug. 27-30, 2010

GALLUP®

Bottom Line

Americans are far from charitable when it comes to their evaluations of Obama's performance on the economy. Recent Gallup polling found 38% approving of the job he is doing in this arena -- among his worst job scores on the nation's top issues. However, that still exceeds Bush's final approval rating on the economy of 27%, measured in February 2008. That was prior to the Wall Street financial crisis that rocked both the economy and consumer confidence later in the year, so Bush's rating likely fell even further by the time he left office.

Obama's overall job approval rating was 46% at the time of his latest economic rating, in early August, and continues to hover in the mid- to high 40s in Gallup Daily tracking. The gap between his approval on the economy and his overall approval may be partly explained by Americans' tendency to believe that the enduring economic problems are at least not of his own making.

Survey Methods

Results for this *USA Today*/Gallup poll are based on telephone interviews conducted Aug. 27-30, 2010, with a random sample of 1,021 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 ± 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.

Americans More Pessimistic About Emerging From Recession

Majority see the economy staying the same or getting worse

September 15, 2010

Most Americans see the U.S. economy as stuck in a recession and the majority don't see or expect much improvement any time soon. A majority (54%) now expect the economy to be the same or worse in a year, up sharply from the 35% who expressed similar views a year ago. Americans are also now more likely to say the economy is staying the same or getting worse than to say it is getting better.

Americans' Views of the Economy Now and a Year From Now

Percentage saying ...

| | Sep 11-13, 2009 | Aug 27-30, 2010 | Change |
|---|-----------------------|-----------------------|-----------|
| | % | % | Pct. pts. |
| The economy is in a recession | 84 | 82 | -2 |
| The economy is getting a little or a lot better | 52 | 39 | -13 |
| The economy is staying the same, or getting a little or a lot worse | 47 | 61 | 14 |
| The economy will be fully recovered or better in a year | 65 | 45 | -20 |
| The economy will be about the same* or worse in a year | 35 | 54 | 19 |

USA Today/Gallup polls

*2009 wording read "still in a recession"

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The *USA Today*/Gallup poll, conducted Aug. 27-30, 2010, echoes Gallup's Economic Confidence Index, which, using slightly different questions, also shows greater pessimism about the economy now than a year ago.

Americans' negativity has increased sharply even as the economy has posted four consecutive quarters of -- often meager -- economic growth. The National Bureau of Economic Research has yet to declare an official end to the recession and Americans are following suit. The percentage of Americans who say the economy is in a recession, now 82%, has barely budged from a year ago.

Do you think the economy is now in a recession, or not?

Complete Gallup trend since 1991



GALLUP®

The Blue Chip Economic Indicators report, representing a group of U.S. economists, last week forecast that the U.S. economy would grow roughly 1.8% in the third quarter. Such a showing would barely beat the 1.6% growth from the second quarter, while falling well short of the 3.7% recorded during the first quarter. The sluggish and inconsistent growth, combined with continuing high unemployment and underemployment, helps explain why Americans are backpedaling on the relative optimism they expressed a year ago.

At least three in four Americans across the political spectrum continue to say the economy is in a recession. Further, Republicans, independents, and Democrats alike are more pessimistic about the economy's future direction than they were a year ago.

Americans' Views of the Economy Now and a Year From Now, by Party

Percentage who say ...

| | Sep 11-13, 2009 | Aug 27-30, 2010 | Change |
|--|--------------------------------|--------------------------------|------------------|
| | % | % | Pct. pts. |
| The economy is in a recession | | | |
| Republicans | 85 | 87 | 2 |
| Independents | 86 | 82 | -4 |
| Democrats | 82 | 76 | -6 |
| The economy is staying the same, or getting a little or a lot worse | | | |
| Republicans | 57 | 68 | 11 |
| Independents | 55 | 70 | 15 |
| Democrats | 30 | 41 | 11 |
| The economy will be about the same* or worse in a year | | | |
| Republicans | 49 | 67 | 18 |
| Independents | 44 | 58 | 14 |
| Democrats | 14 | 34 | 20 |

USA Today/Gallup polls

*2009 wording read "still in a recession"

GALLUP®

The findings no doubt illustrate the challenge for the Obama administration and others seeking to convince the American public that the billions of dollars spent to help revive the economy are generating results. With the midterm congressional elections approaching, the burden of proof falls on both President Barack Obama and Congress to show their work on this issue has not been in vain. Americans continue to see the economy as the most important problem facing the country as well as the most important issue to their vote -- and it appears fewer this year than last are happy with what they see.

Survey Methods

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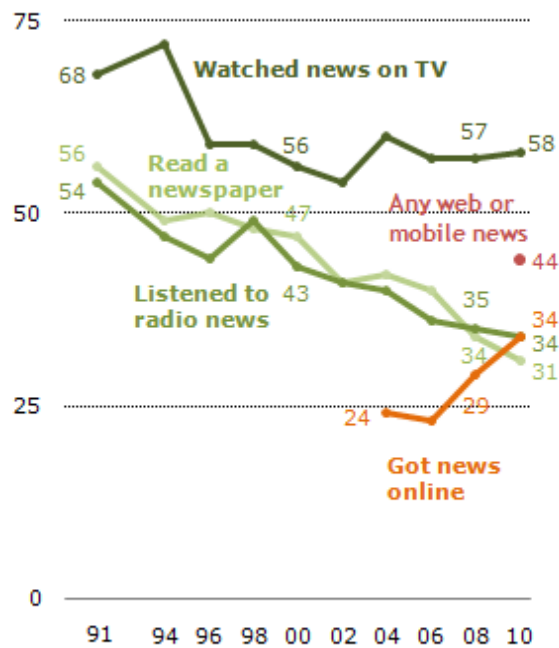
In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Americans Spending More Time Following the News

Ideological News Sources: Who Watches and Why

September 12, 2010

Where People Got News Yesterday



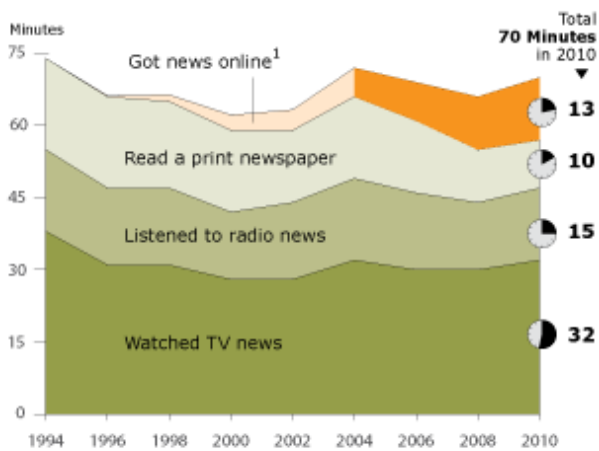
PEW RESEARCH CENTER June 8-28, 2010.

There are many more ways to get the news these days, and as a consequence Americans are spending more time with the news than over much of the past decade. Digital platforms are playing a larger role in news consumption, and they seem to be more than making up for modest declines in the audience for traditional platforms. As a result, the average time Americans spend with the news on a given day is as high as it was in the mid-1990s, when audiences for traditional news sources were much larger.

Roughly a third (34%) of the public say they went online for news yesterday -- on par with radio, and slightly higher than daily newspapers. And when cell phones, email, social networks and podcasts are added in, 44% of Americans say they got news through one or more internet or mobile digital source yesterday.

At the same time, the proportion of Americans who get news from traditional media platforms -- television, radio and print -- has been stable or edging downward in the last few years. There has been no overall decline in the percentage saying they watched news on television, and even with the continued erosion of print newspaper and radio audiences, three-quarters of Americans got news yesterday from one or more of these three traditional platforms.

Minutes Spent With News Yesterday



PEW RESEARCH CENTER June 8-28, 2010.
Estimated time getting news from each source. Online news includes newspapers read online. Online news "yesterday" not asked prior to 2004. Pre-2004 figures estimated from other data.

In short, instead of replacing traditional news platforms, Americans are increasingly integrating new technologies into their news consumption habits. More than a third (36%) of Americans say they got news from both digital and traditional sources yesterday, just shy of the number who relied solely on traditional sources (39%). Only 9% of Americans got news through the internet and mobile technology without also using traditional sources.

The net impact of digital platforms supplementing traditional sources is that Americans are spending more time with the news than was the case a decade ago. As was the case in 2000, people now say they spend 57 minutes on average getting the news from TV, radio or newspapers on a given day. But today, they also spend an additional 13 minutes getting news online, increasing the total time spent with the news to 70 minutes. This is one of the highest totals on this measure since the mid-1990s and it does not take into account time spent getting news on cell phones or other digital devices .

The biennial news consumption survey by the Pew Research Center for the People & the Press, conducted June 8-28 on cell phones and landlines among 3,006 adults, finds further evidence that the combination of digital and traditional platforms is leading to increased news consumption.

Increase in Time Spent with News Driven by the Highly Educated and Middle-Aged

| | 2006-2008 Average | 2010 | Change |
|-------------------------|------------------------------|-------------|---------------|
| Total minutes with news | 67 mins | 70 mins | +3 |
| 18-29 | 47 | 45 | -2 |
| 30-39 | 64 | 68 | +4 |
| 40-49 | 66 | 74 | +8 |
| 50-64 | 75 | 81 | +6 |
| 65+ | 82 | 83 | +1 |
| Post graduate | 81 | 96 | +15 |
| BA/BS | 79 | 80 | +1 |
| Some college | 68 | 71 | +3 |
| HS or less | 58 | 58 | 0 |

PEW RESEARCH CENTER June 8-28, 2010.
Estimated time yesterday, in minutes, watching, listening to
or reading news in newspapers, on radio, on television, or
online. (Online news time added in 2004.)

The groups that are driving the increase in time spent with the news -- particularly highly educated people -- are most likely to use digital and traditional platforms. Fully 69% of those with some post-graduate experience got news through a digital source yesterday; this also is the group that showed the largest rise in time spent with the news from 2006-2008 to 2010 (from 81 minutes yesterday to 96 minutes). There also has been a modest increase in time spent with the news among those ages 30 to 64 -- but not among older and younger age groups.

Digital platforms are supplementing the news diets of news consumers, but there is little indication they are expanding the proportion of Americans who get news on a given day. The vast majority of Americans (83%) get news in one form or another as part of their daily life. But even when cell phones, podcasts, social networks, email, Twitter and RSS feeds are accounted for, 17% of Americans say they got no news yesterday, little changed from previous years.

Moreover, while young people are most likely to integrate new technologies into their daily lives, they are not using these sources to get news at higher rates than do older Americans. Rather, those in their 30s are the only age group in which a majority (57%) reports getting news on one or more digital platforms yesterday.

The integration of traditional and digital technology is common among those in older age groups as well. Nearly half (49%) of people in their 40s, and 44% of those between ages 50 and 64, got news through one or more digital modes yesterday -- rates that are comparable to those 18 to 29 (48%). Digital news consumption is low only among those ages 65 and older, just 23% of whom used one or more digital modes for news yesterday.

Print Newspaper Decline Only Partially Offset by Online Readership

Print and Online Newspaper Readership

| Read yesterday... | 2006 | 2008 | 2010 | 06-10 change |
|---------------------|------|------|------|--------------|
| Any newspaper* | 43 | 39 | 37 | -6 |
| In print | 38 | 30 | 26 | -12 |
| Online | 9 | 13 | 17 | +8 |
| Print only | 34 | 25 | 21 | -13 |
| Online only | 5 | 9 | 11 | +6 |
| Both print & online | 4 | 5 | 5 | +1 |

PEW RESEARCH CENTER June 8-28, 2010. Q9,11,20.
Figures may not add exactly to subtotals because of rounding.

* Includes respondents who reported reading a newspaper yesterday as well as those who said they got news online yesterday and, when prompted, said they visited the websites of one or more newspapers when online (Q20).

Only about one-in-four (26%) Americans say they read a newspaper in print yesterday, down from 30% two years ago and 38% in 2006. Meanwhile, online newspaper readership continues to grow and is offsetting some of the overall decline in readership. This year, 17% of Americans say they read something on a newspaper's website yesterday, up from 13% in 2008 and 9% in 2006.

But the online audience is only partially stemming the decline in the share of Americans who turn to newspapers; even when all online newspaper readership is included, 37% of Americans report getting news from newspapers yesterday, virtually unchanged from 39% two years ago, but down from 43% in 2006. (These percentages still may miss some people who access newspaper content indirectly through secondary online sources such as news aggregators or search engines.)

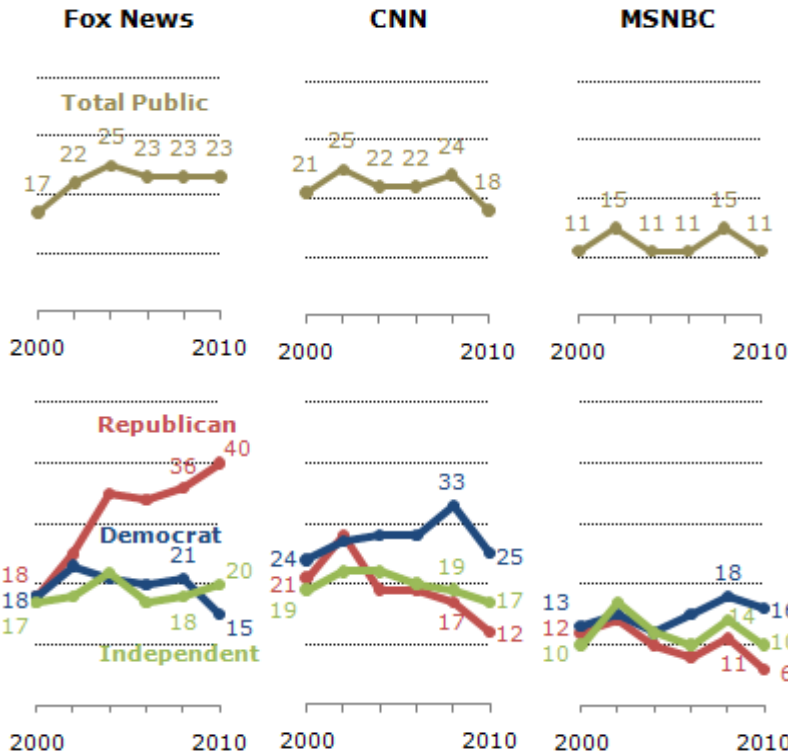
In general, daily newspaper readers tend to be older on average than the general public, but the regular readership of some of the major national newspapers -- *USA Today*, the *Wall Street Journal*, and especially the *New York Times* -- defy this trend. More than half of regular *USA Today* and *Wall Street Journal* (55% each) readers are younger than age 50 -- a profile that largely matches the nation as a whole (roughly 55% of all adults are between 18 and 49). Fully two-thirds (67%) of regular *New York Times* readers are younger than age 50, with a third (34%) younger than 30 -- making its audience substantially younger than the national average (55% younger than 50, 23% younger than 30).

The young profile of the regular *New York Times* readership is undoubtedly linked to the paper's success online. Nearly one-in-ten internet users younger than age 30 (8%) -- and 6% of all internet users -- volunteer the *New York Times* when asked to name a few of the websites they use most often to get news and information.

Cable News Audiences in Flux

More Republicans Watching Fox News; CNN, MSNBC Lose Regular Viewers Since 2008

Percent who regularly watch...



PEW RESEARCH CENTER June 8-28, 2010. Q28g,h,i.

Overall, cable news continues to play a significant role in peoples' news habits -- 39% say they regularly get news from a cable channel. But the proportions saying they regularly watch CNN, MSNBC and CNBC have slipped substantially from two years ago, during the presidential election.

Only Fox News has maintained its audience size, and this is because of the increasing number of Republicans who regularly get news there. Four-in-ten Republicans (40%) now say they regularly watch Fox News, up from 36% two years ago and just 18% a decade ago. Just 12% of Republicans regularly watch CNN, and just 6% regularly watch MSNBC.

Youngest and Oldest News Audiences

| <i>Age of regular readers, viewers or listeners</i> | 18-49 | 50 and older |
|---|--------------|---------------------|
| | % | % |
| Colbert Report | 80 | 20 |
| Daily Show | 74 | 26 |
| New York Times | 67 | 33 |
| | | |
| NPR | 56 | 44 |
| News magazines | 55 | 45 |
| Wall St. Journal | 55 | 42 |
| USA Today | 55 | 44 |
| Total public | 55 | 44 |
| | | |
| Nightly news | 37 | 62 |
| Sunday shows | 36 | 63 |
| Bill O'Reilly | 35 | 63 |
| Sean Hannity | 33 | 65 |

PEW RESEARCH CENTER June 8-28, 2010.

As recently as 2002, Republicans were as likely to watch CNN (28%) as Fox News (25%). The share of Democrats who regularly watch CNN or Fox News has fallen from 2008.

In terms of specific programs, Fox News hosts Sean Hannity, Glenn Beck and Bill O'Reilly have succeeded in attracting conservative and attentive audiences. This is also the case for radio host Rush Limbaugh.

Most of those who regularly watch O'Reilly (63%) and Hannity (65%) are 50 or older; 44% of the public is 50 or older. By contrast, the "Daily Show" and "Colbert Report" have the youngest audiences of any outlet included in the survey. Large majorities of those who say they regularly watch the "Colbert Report" (80%) and the "Daily Show" (74%) are younger than 50; 55% of public is 18 to 49.

News Audiences' Political Views

Ideology continues to be closely associated with people's choice of certain news sources. Eight-in-ten Americans (80%) who regularly listen to Rush Limbaugh or watch Sean Hannity are conservative -- roughly twice the national average of 36%. And at the other end of the spectrum, the *New York Times*, Keith Olbermann, the "Daily Show," the "Colbert Report" and Rachel Maddow have regular audiences that include nearly twice the proportion of liberals than in the public.

News audiences also vary widely when it comes to opinions about current issues and topics. For instance, those who describe themselves as supporters of the Tea Party movement make up

disproportionately large proportions of the audiences for Limbaugh's radio show and Fox News opinion programs. This also is the case for supporters of the NRA (National Rifle Association).

By contrast, supporters of gay rights make up large shares of regular *New York Times* readers, viewers of the "Colbert Report" and NPR listeners. Several ideologically divergent news audiences -- including *Wall Street Journal* readers and viewers of the "Colbert Report" and Glenn Beck's show -- include larger-than-average percentages of self-described libertarians.

News Outlets' Appeal: From Breaking News to Entertainment

News audiences are drawn to different sources for different reasons. A substantial majority (64%) of regular CNN viewers say they turn to the network for the latest news and headlines; far fewer say they turn to CNN for in-depth reporting (10%), interesting views and opinions (6%) or entertainment (4%). Similarly, the main appeal of network evening news, *USA Today* and daily newspapers is the latest news and headlines.

What Regular Audiences Like About Sources

Turn to source mostly for...

| Regularly watch, read or listen to... | Latest head- lines % | In depth report- ing % | Views and opin- ions % | Enter- tain- ment % | (Vol.) Mix/ All % | (Vol.) Oth/ DK % | N |
|--|-------------------------------|------------------------------------|------------------------------------|------------------------------|----------------------------|---------------------------|-----|
| CNN | 64 | 10 | 6 | 4 | 14 | 2 | 274 |
| Network evening | 59 | 13 | 8 | 6 | 9 | 5 | 470 |
| Daily newspaper | 53 | 7 | 8 | 8 | 18 | 4 | 690 |
| USA Today | 52 | 9 | 9 | 16 | 9 | 5 | 144 |
| Fox News | 44 | 11 | 11 | 5 | 22 | 6 | 386 |
| MSNBC | 43 | 12 | 15 | 13 | 13 | 2 | 167 |
| Morning news | 39 | 4 | 13 | 18 | 19 | 7 | 318 |
| News magazines | 31 | 23 | 20 | 6 | 16 | 5 | 275 |
| Wall St. Journal | 30 | 37 | 11 | 2 | 16 | 4 | 132 |
| New York Times | 30 | 33 | 11 | 4 | 18 | 4 | 153 |
| Political blogs | 27 | 10 | 29 | 10 | 11 | 12 | 307 |
| Sunday talk shows | 24 | 19 | 37 | 6 | 9 | 6 | 403 |
| NPR | 21 | 20 | 18 | 12 | 28 | 2 | 371 |
| Hardball | 19 | 19 | 42 | 7 | 10 | 3 | 120 |
| Rachel Maddow | 18 | 14 | 33 | 10 | 15 | 11 | 93 |
| Sean Hannity | 14 | 21 | 39 | 6 | 18 | 2 | 225 |
| Keith Olbermann | 14 | 16 | 39 | 11 | 14 | 6 | 90 |
| O'Reilly Factor | 11 | 20 | 44 | 6 | 18 | 2 | 341 |
| Glenn Beck | 10 | 24 | 32 | 6 | 23 | 4 | 223 |
| Rush Limbaugh | 10 | 15 | 37 | 7 | 28 | 4 | 185 |
| Daily Show | 10 | 2 | 24 | 43 | 20 | 1 | 194 |
| Colbert Report | 3 | 2 | 18 | 53 | 19 | 5 | 151 |

PEW RESEARCH CENTER June 8-28, 2010. Q82a-x.
 Figures read across and are based on regular readers/viewers/listeners of each source.

Regular Fox News viewers offer somewhat different reasons for tuning into that network: 44% say they go to Fox News for the latest news, but a sizable minority (22%) volunteers several reasons or say that all apply.

Regular readers of the *Wall Street Journal* and *New York Times* are drawn particularly by in-depth reporting; 37% and 33%, respectively, say they mostly read those papers for in-depth reporting, the highest percentages for any new outlet.

For the audiences of evening cable programs -- whether liberal or conservative -- interesting views and opinions are the primary appeal. That is the case for regular listeners of Rush Limbaugh as well, although many Limbaugh listeners cite multiple reasons or say that all apply.

For some news audiences, such as regular NPR listeners, no single reason stands out as to why people watch, read or listen: 28% of regular NPR listeners cite several, or all, of the reasons listed, while nearly as many say they listen for the latest news (21%) or for in-depth reporting (20%).

Entertainment is by far the biggest reason why regular viewers of the "Colbert Report" and the "Daily Show" tune into those programs; 53% of the regular Colbert audience and 43% of the "Daily Show" audience say they mostly watch those programs for entertainment. Yet entertainment also is a factor for many regular viewers of morning news shows (18%), readers of *USA Today* (16%) and other audiences.

Fewer Liberals Enjoying the News

Fewer Liberal Democrats and Young People Enjoy News than in '08

| <i>Enjoy keeping up with news "a lot"</i> | 2008 % | 2010 % | Change |
|---|-----------|-----------|--------|
| Total | 52 | 45 | -7 |
| Conserv Rep | 56 | 57 | +1 |
| Mod/Lib Rep | 47 | 39 | -8 |
| Independent | 45 | 43 | -2 |
| Cons/Mod Dem | 58 | 46 | -12 |
| Liberal Dem | 67 | 45 | -22 |
| 18-29 | 38 | 27 | -11 |
| 30-49 | 49 | 43 | -6 |
| 50-64 | 59 | 53 | -6 |
| 65+ | 64 | 60 | -4 |

PEW RESEARCH CENTER June 8-28, 2010. Q37.

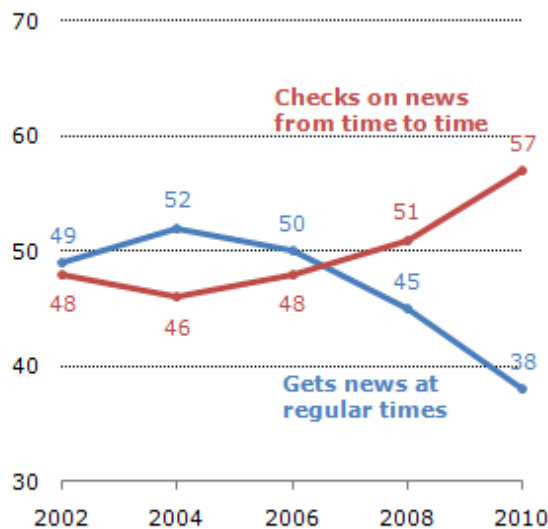
Overall, the share of Americans who say keeping up with the news is something they enjoy a lot has dipped, from a consistent 52% in recent biennial news consumption surveys, including 2008, to 45% in 2010.

The decline is linked to partisanship and ideology: in 2008 67% of liberal Democrats said they enjoyed the news a lot, compared with just 45% today. By contrast, about as many conservative Republicans say they enjoy keeping up with the news today as did so two years ago (57% now, 56% then). This has resulted in a switch in news enjoyment. Today, conservative Republicans enjoy keeping up with the news more than any other ideological and partisan group; just two years ago it was the liberal Democrats who held that distinction.

Other Key Findings

- While 26% of all Americans say they read a print newspaper yesterday, that figure falls to just 8% among adults younger than 30.
- Far more men (50%) than women (39%) get news on digital platforms, such as the internet and mobile technology, on any given day. Men are more likely to get news by cell phone, email, RSS feeds or podcasts than are women. But men and women are equally likely to get news through Twitter or social networking sites.

More Say They Graze for News



PEW RESEARCH CENTER June 8-28, 2010. Q91.

- More people say they mostly get news "from time to time" rather than at "regular times." The percentage of so-called news grazers has increased nine points (from 48% to 57%) since 2006.
- Search engines are playing a substantially larger role in people's news gathering habits -- 33% regularly use search engines to get news on topics of interest, up from 19% in 2008.
- About three-in-ten adults (31%) access the internet over their cell phone, but just 8% get news there regularly.

- Most Facebook and Twitter users say they hardly ever or never get news there.
- One-in-four adults (25%) who have Tivos or DVRs say they program them to record news programs.
- About eight-in-ten (82%) say they see at least some bias in news coverage; by a 43%-to-23% margin, more say it is a liberal than a conservative bias.
- Roughly a third (35%) read a book yesterday, which is largely unchanged over the past decade. Of those, 4% read an electronic or digital book.
- The public struggled with a four-question current events quiz -- just 14% answered all four correctly. But about half (51%) of regular *Wall Street Journal* readers aced the quiz, as did 42% of regular *New York Times* readers.
- Among news audiences, Obama gets his highest approval ratings among regular viewers of Keith Olbermann (84% approve) and Rachel Maddow (80%); his rating is nearly as high among regular readers of the *New York Times* (79%). Obama gets his lowest ratings among regular Sean Hannity viewers (7%) and Rush Limbaugh listeners (9%).
- Partisan gaps in media credibility continue to grow, with Republicans far more skeptical of most major news sources than Democrats. The one exception is Fox News, which twice as many Republicans believe all or most of (41%) than Democrats (21%).

Mixed Views of GOP Proposals on Entitlements

GOP Still Viewed as Leaderless -- Even by Republicans

September 14, 2010

Mixed Views of Entitlement Proposals Floated by GOP

| | Favor % | Oppose % | DK % |
|---|------------|-------------|---------|
| New proposal to allow investment of portion of Social Security taxes | 58 | 28 | 15=100 |
| Proposal to replace Medicare with voucher system to buy private insurance | 33 | 52 | 15=100 |

PEW RESEARCH CENTER/NATIONAL JOURNAL September 9-12, 2010. Figures may not add to 100% because of rounding.

The public has sharply different reactions to major changes in Social Security and Medicare programs being proposed by some leading Republicans. While a majority favors a proposal to allow some private investments in Social Security, there is considerably less support for the idea of ending Medicare and replacing it with a system of vouchers for purchasing private insurance.

The latest Pew Research/National Journal Congressional Connection poll, sponsored by SHRM, conducted Sept. 9-12 among 1,001 adults, finds that 58% favor a proposal that would allow workers younger than age 55 to invest a portion of their Social Security taxes in personal

retirement accounts that would rise and fall with the markets; 28% oppose this proposal. Majorities across all age groups -- except for those ages 65 and older -- favor this proposal.

Support for New Investment Options for Social Security Taxes

| <i>New proposal to allow investment of portion of Social Security taxes...</i> | Favor % | Oppose % | DK % |
|--|-------------------|--------------------|----------------|
| Total | 58 | 28 | 15=100 |
| 18-29 | 70 | 14 | 16=100 |
| 30-49 | 63 | 23 | 15=100 |
| 50-64 | 54 | 36 | 10=100 |
| 65+ | 42 | 42 | 16=100 |
| Republican | 65 | 21 | 15=100 |
| Democrat | 50 | 36 | 13=100 |
| Independent | 61 | 27 | 12=100 |

PEW RESEARCH CENTER/NATIONAL JOURNAL September 9-12, 2010. Figures may not add to 100% because of rounding.

Among senior citizens, as many favor (42%) as oppose (42%) allowing private investments in Social Security. By contrast, fully 70% of those younger than age 30 favor this idea.

Support for the general concept is comparable to support for a similar plan advocated by former President George W. Bush in 2004. As he sought reelection in the fall of 2004, 58% of registered voters that September favored allowing younger workers to invest a portion of their Social Security; 26% said they opposed this change. However, after Bush won reelection and debate about the proposal began, support weakened. By March 2005, the public was largely split (44% favor, 40% oppose) and the proposal was not enacted.

Older Americans Oppose Changing Medicare

Proposal to replace Medicare with voucher system to buy private insurance

| | Favor % | Oppose % | DK % |
|-------------|-------------------|--------------------|----------------|
| Total | 33 | 52 | 15=100 |
| 18-29 | 38 | 53 | 9=100 |
| 30-49 | 48 | 37 | 15=100 |
| 50-64 | 25 | 57 | 18=100 |
| 65+ | 14 | 69 | 17=100 |
| Republican | 40 | 47 | 14=100 |
| Democrat | 30 | 54 | 16=100 |
| Independent | 33 | 52 | 15=100 |

PEW RESEARCH CENTER/NATIONAL JOURNAL September 9-12, 2010. Figures may not add to 100% because of rounding.

Meanwhile, just a third favor replacing Medicare -- the government program that provides health care to seniors and people with disabilities -- with a program that would give vouchers to Medicare recipients so they can purchase private health care insurance. About half (52%) oppose this idea.

Age also is a factor in opinions about changes in Medicare: Fully 69% of those 65 and older oppose replacing Medicare with a private voucher system -- the highest percentage of any age group. Those ages 30-49 are most supportive: 48% favor the idea, while 37% oppose it.

Even among Republicans, there is more opposition than support for replacing Medicare with a voucher system. Nearly half of Republicans (47%) oppose this proposal, as do 52% of independents and 54% of Democrats.

Plurality Still Disapproves of Health Care Law

Health Care Bill Still Unpopular

| <i>View of health care legislation...</i> | Jul 8-11 % | Sept 9-12 % |
|---|----------------------|-----------------------|
| Approve | 35 | 38 |
| Disapprove | 47 | 45 |
| <i>Repeal law</i> | 37 | 32 |
| <i>Let law stand</i> | 7 | 9 |
| <i>Don't know</i> | 4 | 4 |
| Don't Know | <u>17</u> | <u>17</u> |
| | 100 | 100 |

PEW RESEARCH CENTER/NATIONAL JOURNAL September 9-12, 2010. Figures may not add to 100% because of rounding.

On other issues, public attitudes about the sweeping health care legislation enacted earlier this year have changed little since early July. Currently, 38% say they approve of the legislation, while 45% say they disapprove. When those who oppose the legislation are asked whether it should be repealed as soon as possible or given time to see how it works, nearly a third (32%) of the total sample say the law should be repealed.

Nearly eight-in-ten Republicans (79%) say they disapprove of the health care law -- and more than six-in-ten (63%) say it should be repealed. Among Democrats, 69% say they approve of the law, while 15% disapprove; just 8% say it should be repealed.

Independents largely mirror the public as a whole: 34% approve of the law, while 48% oppose it. A third of independents say the law should be repealed.

Citizenship for Children of Illegal Immigrants

Americans are divided about whether to preserve the constitutional provision that makes all children born in the United States citizens, regardless of their parent's immigration status.

Currently, about half (49%) say the Constitution should be left as it is, while 46% say they favor changing the Constitution to prevent children from automatically being citizens at birth if their parents are not in the country legally.

A majority of Republicans (56%) favors amending the Constitution, while 39% oppose this. Among Democrats, 53% oppose making this change, while 41% support it. Independents are very much like the country as whole (45% say yes, 50% say no).

What to do About the Bush Tax Cuts

Opinions about Bush Tax Cuts

| <i>View of Bush tax cuts...</i> | Sept 2004 | Oct 2006 | Oct 2007 | Oct 2008 | Jul 2010 | Sept 2010 |
|--|------------------|-----------------|-----------------|-----------------|-----------------|------------------|
| | % | % | % | % | % | % |
| Keep all tax cuts | 27 | 26 | 24 | 25 | 30 | 29 |
| Repeal tax cuts for wealthy, keep others | 31 | 36 | 31 | 37 | 27 | 29 |
| Repeal all tax cuts | 28 | 26 | 30 | 25 | 31 | 28 |
| Don't know | <u>14</u> | <u>12</u> | <u>15</u> | <u>13</u> | <u>12</u> | <u>14</u> |
| | 100 | 100 | 100 | 100 | 100 | 100 |

PEW RESEARCH CENTER/NATIONAL JOURNAL September 9-12, 2010.
 Figures may not add to 100% because of rounding.

With debate in Washington heating up over whether to continue the tax cuts enacted during George W. Bush's administration, public opinion remains divided. About three-in-ten (29%) say all of the tax cuts should remain in place -- the position of GOP leaders in Congress, while the same percentage (29%) say tax cuts for the wealthy should be repealed while those for the less affluent remain in place, the position taken by the Obama administration; another 28% say they think all of the Bush-era tax cuts should be repealed.

Divide over Bush Tax Cuts

| <i>View of Bush tax cuts ...</i> | Keep all cuts | Repeal cuts for wealthy | Repeal all cuts |
|----------------------------------|----------------------|--------------------------------|------------------------|
| | % | % | % |
| Total | 29 | 29 | 28 |
| <i>Family income</i> | | | |
| \$75,000 or more | 39 | 31 | 21 |
| \$30k-74,999 | 29 | 30 | 30 |
| Less than \$30,000 | 19 | 28 | 30 |
| <i>Party</i> | | | |
| Republican | 47 | 22 | 17 |
| Democrat | 16 | 40 | 32 |
| Independent | 30 | 28 | 31 |

PEW RESEARCH CENTER/NATIONAL JOURNAL September 9-12, 2010. Don't Know responses not shown.

The latest Pew Research/National Journal Congressional Connection poll, sponsored by SHRM, conducted Sept. 9-12 among 1,001 adults, finds little change in public opinion about the tax cuts since July. A plurality of Republicans (47%) support keeping all of the Bush tax cuts; just 16% of Democrats do so. Democrats are somewhat divided between supporting repeal of the tax cuts for the wealthy -- while maintaining those for everyone else (40%) -- and supporting repeal of all the tax cuts (32%). Independent opinion is divided among the three options (30% keep all tax cuts, 28% repeal only those for the wealthy, 31% repeal all the tax cuts).

Those with higher annual family incomes are more inclined to support maintaining the Bush tax cuts in their current form. About four-in-ten (39%) of those with incomes of \$75,000 or more say

all of the cuts should be maintained. By comparison, about one-in-three (29%) of those with incomes between \$30,000 and \$74,999 say this, as do just 19% of those with incomes of \$30,000 or less.

GOP Still Viewed as Leaderless -- Even by Republicans

Who Do You Think of as the Leader of the Republican Party?

| | Total Public | | Republicans | |
|----------------------|--------------|-----------|-------------|-----------|
| | Apr 2010 | Sep 2010 | Apr 2010 | Sep 2010 |
| | % | % | % | % |
| Named someone | 29 | 25 | 36 | 33 |
| John McCain | 8 | 5 | 11 | 6 |
| Sarah Palin | 4 | 5 | 5 | 5 |
| John Boehner | 1 | 4 | 1 | 5 |
| Newt Gingrich | 2 | 2 | 3 | 4 |
| Mitt Romney | 3 | 1 | 6 | 4 |
| Mitch McConnell | 1 | 1 | 1 | 1 |
| Glenn Beck | * | 1 | * | 1 |
| Michael Steele | 1 | 1 | 2 | 1 |
| Mike Huckabee | 1 | * | 1 | * |
| Rush Limbaugh | 2 | 1 | 1 | 0 |
| Other | 4 | 4 | 3 | 5 |
| Nobody is (Vol.) | 18 | 15 | 17 | 13 |
| Don't know (Vol.) | <u>52</u> | <u>60</u> | <u>46</u> | <u>54</u> |
| | 100 | 100 | 100 | 100 |

PEW RESEARCH CENTER/NATIONAL JOURNAL
September 9-12, 2010.
Figures may not add to 100% because of rounding.

As the midterm election campaign heats up, the public continues to see no clear leader atop the Republican Party. Only a quarter offer a name when asked who they think of as the leader of the party these days. More than half say they do not know and 18% volunteer that "nobody" leads the party.

Those numbers are little changed since the question was last asked in April.

The latest Pew Research/National Journal Congressional Connection poll, sponsored by SHRM, conducted Sept. 9-12 among 1,001, finds that Arizona Sen. John McCain and former Alaska Gov. Sarah Palin each are mentioned by 5% of the public. Beyond the 2008 presidential ticket, another 4% mention House Minority Leader John Boehner, who could become speaker if Republicans take control of the House in the elections. Mentions of Boehner have risen from 1% in April.

Among Republicans, a third (33%) offer a name, but more than half (54%) say they don't know and 13% say nobody is the current leader. The most frequently offered names largely match

those offered by the public as a whole: 6% offer McCain, while 5% each name Palin or Boehner. Just 1% offered Boehner in April. Another 4% each mention former Massachusetts Gov. Mitt Romney or former Speaker Newt Gingrich.

More Canadians Are Questioning the Benefits of Immigration

September 14, 2010

Most respondents in Alberta and Ontario perceive immigration negatively and call for the deportation of illegal immigrants.

More Canadians are questioning whether immigration is benefitting the country, with Albertans and Ontarians voicing concern over the role of illegal immigrants in Canadian society, a new Angus Reid Public Opinion poll has found.

The online survey of a representative sample of 1,007 Canadian adults also found that half of respondents would not allow the Tamil migrants who arrived in Canada a few weeks ago to stay in the country as refugees.

Overall, 46 per cent of respondents (+5 since August 2009) say immigration is having a negative effect in Canada, while 34 per cent (-3) believe it is having a positive effect. Albertans (56%) and Ontarians (55%) are more likely to view immigration in a negative light than respondents in all other provinces.

Legal and Illegal Immigration

About two-in-five Canadians (38%) believe the number of legal immigrants who are allowed to relocate in Canada should decrease. A similar proportion (39%) would keep the current levels, and 16 per cent call for more immigrants to be allowed into Canada. Ontario (42%) and Quebec (40%) hold the highest level of support for decreasing legal immigration.

A plurality of respondents (44%) think the illegal immigrants who currently reside in Canada take jobs away from Canadian workers, while a smaller proportion (38%) believe they are employed in jobs that Canadian workers do not want. More than half of Ontarians (52%) think illegal immigrants are taking jobs away from Canadians.

Almost half of Canadians (47%) believe illegal immigrants should be required to leave their jobs and be deported from Canada, while 23 per cent would allow them to stay in Canada and eventually apply for citizenship. Almost one-in-five (17%) would allow these illegal immigrants to work in Canada on a temporary basis, but would not give them a chance to become citizens.

Ontarians (53%) and Albertans (52%) hold the highest level of support for the deportation of illegal immigrants, while British Columbians are at the other end of the spectrum on this question (39%).

The Tamil Ship

There has been little change in the way Canadians feel about the ship carrying about 490 Tamil migrants from Sri Lanka that arrived in British Columbia a few weeks ago. Half of respondents (50%) think the passengers and crew should be deported to their country of origin, even if the refugee claims are legitimate and there is no discernible link between the migrants and any

terrorist organization. One third of Canadians (32%) would allow the passengers and crew to stay in Canada as refugees.

Analysis

On questions related to immigration, the views of Canadians appear to be hardening. Alberta, which was particularly unconvinced on the benefits of immigration in the August 2009 survey, has now been joined by Ontario. The two provinces are home to a population that is perceiving immigration negatively, and where a majority calls for the deportation of illegal immigrants. Ontarians also reject the claim that illegal immigrants are simply performing the tasks that Canadians don't want to carry out.

Quebecers still see some benefits to immigration, and are more likely than all other Canadians to assume that illegal immigrants are not taking jobs away from Canadian workers. Still, Quebecers choose a decrease in legal immigration over an increase by a 4-to-1 margin.

British Columbia holds the highest proportion of respondents that regard immigration in a positive light. BC is also the only province where a plurality would allow the Tamil migrants to stay as refugees.

MULTI-COUNTRY SURVEYS

BBC International Trade Promoter Study

September 17, 2010

This document is a summary of key findings from a study of business influencers conducted by GlobeScan on behalf of BBC World Service. Across five countries, a total of 265 individuals with an influence over international business decisions were interviewed online (US and India), by phone (UAE and Turkey) and face to face (UAE and Nigeria) between August 24 and September 12 2010.

The BBC is a dominant source of news and information...

The BBC is a frequent source of news and information for business influencers in these countries. Proportions saying they access the BBC most days (TV, radio or online) range from 22% (Turkey) to 70% (India).

..with BBC output generally rated highly.

Perceptions of the BBC's output are positive. Majorities of influencers rate it as 'excellent' for up to date information (56%) and high quality reporting (52%), although ratings of its objective and unbiased reporting are somewhat lower (36% 'excellent', with 14% giving it a poor rating.) Turkish influencers, 18% of whom rate the BBC's objectivity as poor, are the most critical on this count.

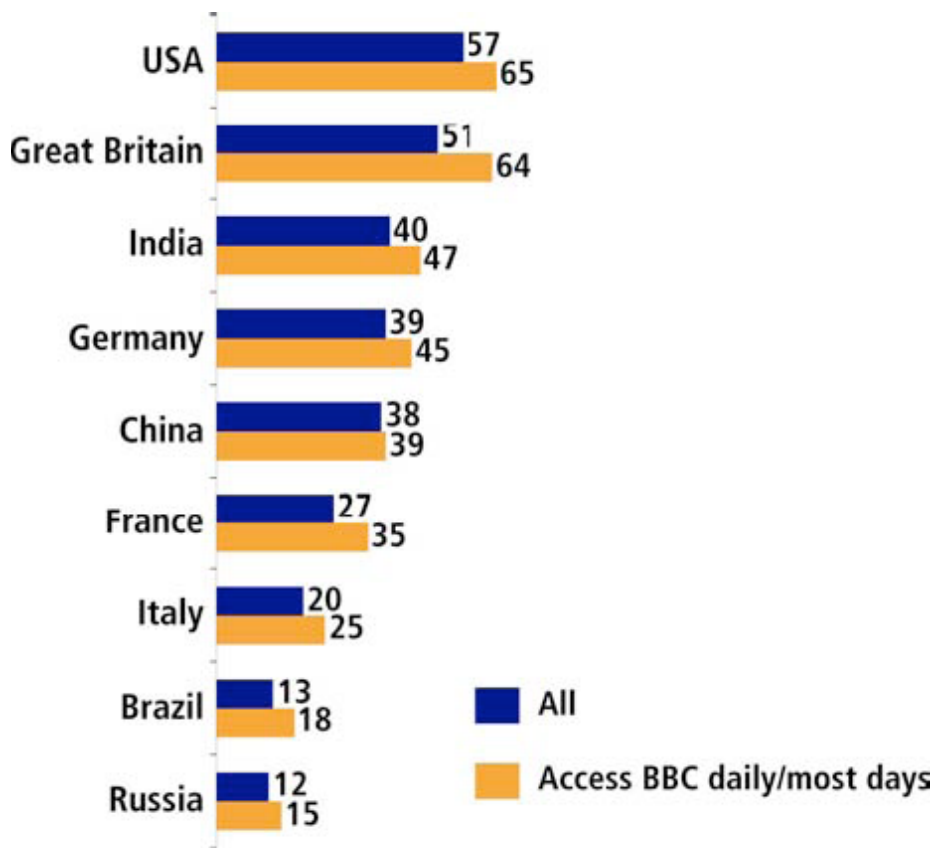
BBC usage drives positive perceptions of Great Britain's commercial influence...

The great majority of business influencers in the countries surveyed see Great Britain's economic and commercial influence in the world as positive, and more than two in five (43%) see it as 'very positive'. This rises to over half (54%) of those who get their news from the BBC daily or most days.

...and attractiveness of Great Britain as a business partner.

The same pattern is apparent when influencers consider the attractiveness of different countries as business partners.

Great Britain ranks second to the US among the countries measured in terms of attractiveness (and well ahead of France and Germany), with 51% rating it ‘very attractive’ – but among those



BBC_2010_UK_Q1b

who access the BBC daily or most days, Great Britain’s rating is much higher (64% ‘very attractive’), and on a par with that of the US (65%).

Key decision makers are particularly likely to see the BBC as an ambassador for Britain.

Eighty-six per cent of business influencers believe – and 43% strongly believe – that the BBC “embodies many of the positive things about Great Britain.” As such, it is not surprising that there is widespread endorsement among influencers of the idea that the BBC “is a great ambassador for Britain.” Nine in ten feel this way, with 49% strongly agreeing that this is the case – and even more (57%) among those who identify themselves as ‘key’ decision makers within their company. These key decision makers are also more likely than others to feel that the

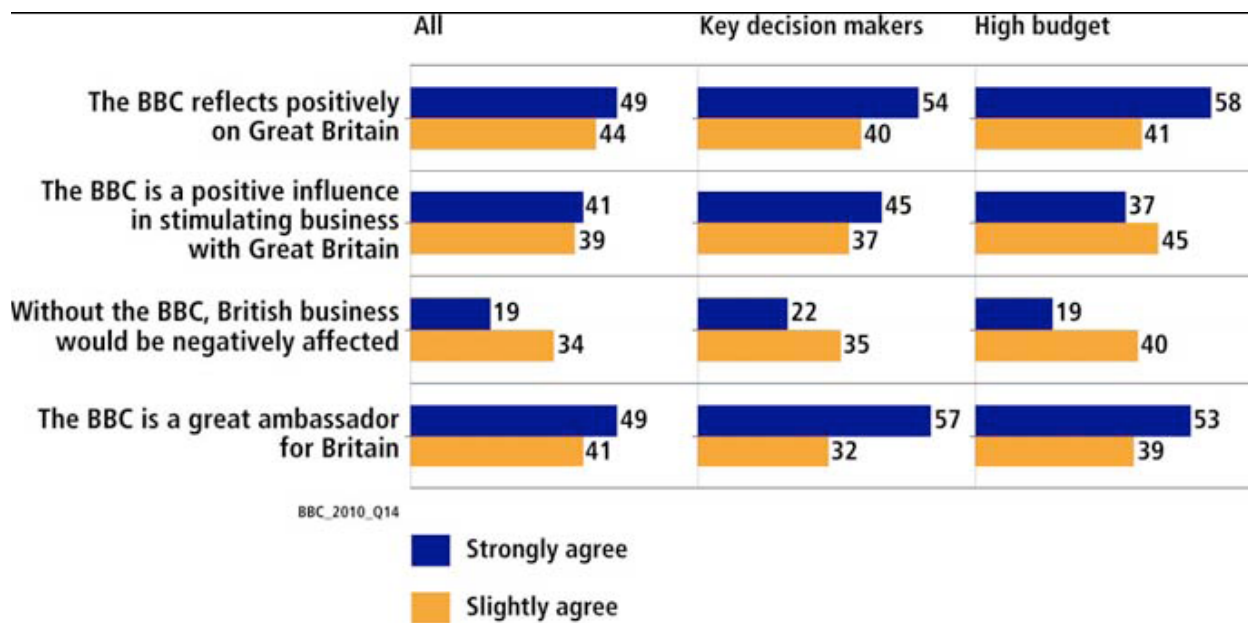
BBC is a positive influence in stimulating business with Britain, and that it reflects positively overall on Britain.

Key dimensions of British business culture are rated highly – but are less obviously underpinned by BBC usage.

As a place to do business, Great Britain enjoys very positive perceptions among influencers on most of the elements measured. The attributes most commonly associated with the UK are that it has an ‘advanced and modern business culture’ (with 66% endorsing this statement completely), a ‘high quality and well-educated workforce’ (64%), is a ‘reliable and trustworthy business partner’ (62%), is ‘open to foreign investments’ and is a ‘secure place to invest money (both 57%)’. Here, though, regular BBC usage appears less influential in driving positive perceptions.

Advocates of Britain more numerous among regular BBC users.

Finally, if this audience feels positively about Britain, they are also communicating that to others – and the BBC appears to be influential in underpinning this positive word of mouth. Four in five (81%) of business influencers in these countries say they would speak positively about Britain, and 23% of those say they would do so without being asked. BBC usage appears to be influential in driving advocacy for the UK, in that proportions who would speak highly of the UK if asked (61%) or without being asked (28%) are markedly higher among those who access the BBC most days.



Rise of the 'Apps Culture'

September 14, 2010

Cell phone use in the U.S. has increased dramatically over the past decade. Fully eight-in-10 adults today (82%) are cell phone users, and about one-quarter of adults (23%) now live in a household that has a cell phone but no landline phone.

Along with the widespread embrace of mobile technology has come the development of an "apps culture." As the mobile phone has morphed from a voice device to a multi-channel device to an internet-accessing mini-computer, a large market of mobile-software applications, or "apps," has arisen.

Among the most popular are apps that provide some form of entertainment (games, music, food, travel and sports) as well as those that help people find information they need and accomplish tasks (maps and navigation, weather, news, banking). With the advent of the mobile phone, the term "app" has become popular parlance for software applications designed to run on mobile phone operating systems, yet a standard, industry-wide definition of what is, and is not, an "app" does not currently exist. For the purpose of this report, apps are defined as end-user software applications that are designed for a cell phone operating system and which extend the phone's capabilities by enabling users to perform particular tasks.

The most recent Pew Internet & American Life Project survey asked a national sample of 1,917 cell phone-using adults if they use apps and how they use them. Broadly, the results indicate that while apps are popular among a segment of the adult cell phone-using population, a notable number of cell owners are not yet part of the emerging apps culture.

35% of adults have cell phones with apps, but only two-thirds of those who have apps actually use them.

Of the 82% of adults today who are cell-phone users, 43% have software applications or "apps" on their phones. When taken as a portion of the entire U.S. adult population, that equates to 35% who have a cell phone with apps. This figure includes adult cell phone users who:

- Have downloaded an app to their phone (29% of adult cell phone users).
- Have purchased a phone with preloaded apps (38% of adult cell phone users).

Yet having apps and using apps are not synonymous. Of those who have apps on their phones, only about two-thirds of this group (68%) actually use that software. Overall, that means that 24% of U.S. adults are active apps users. Older adult cell phone users in particular do not use the apps that are on their phones, and one-in-10 adults with a cell phone (11%) are not even sure if their phone is equipped with apps.

Apps users are younger, more educated and more affluent than other cell phone users.

When compared with other cell phone using adults, and the entire U.S. adult population, the apps user population skews male, and is much younger, more affluent and more educated than other adults. Overall, the apps-using population also skews slightly Hispanic when compared with other adult cell phone users.

App use still ranks relatively low when compared with other uses of cell phones.

While 24% of adults, and 29% of adults with cell phones, use applications on their phones, apps use still ranks relatively low when compared with other non-voice cell phone activities. Taking pictures and texting are far and away the most popular non-voice cell phone data applications, with more than seven-in-10 adult cell phone users embracing these features of their phones.

Apps use ranks low on a list of non-voice cell phone activities

% of adult cell phone users who do each of the following on their phone...

| | |
|----------------------------------|-----|
| Take a picture | 76% |
| Send or receive text messages | 72 |
| Access the internet | 38 |
| Play a game | 34 |
| Send or receive email | 34 |
| Record a video | 34 |
| Play music | 33 |
| Send or receive instant messages | 30 |
| Use an app | 29 |

Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=1,917 adult cell phone users.

29% of adult cell-phone users have downloaded an app to their phone.

As with the apps-using population as a whole, downloaders are younger, more educated and disproportionately male when compared with the total U.S. adult population. And while they resemble adults who only have preloaded apps in terms of education, they are still disproportionately young and male even when compared with this group.

One-in-10 adult cell-phone users (10%) had downloaded an app in the past week; 20% of cell-phone users younger than age 30 download apps this frequently.

Those who download apps do so fairly frequently. Among apps downloaders, roughly half (53%) say their most recent download was in the past 30 days, including one-third (33%) who say their last download was within the past week. As a fraction of all cell phone-using adults, that equates

to 15% who have downloaded apps in the past month, and 10% who have downloaded apps in the past week. Among cell-phone users younger than age 30, 20% have downloaded an app in the past week.

One-in-eight adult cell phone users (13%) have paid to download an app.

Among the 29% of adult cell-phone users who download apps, just under half (47%) have paid for an app, with the remainder saying they only download apps that are free. Put in broader context, that means that 13% of all adult cell phone users have paid to download an app to their phone. There are few notable demographic differences between downloaders who pay for apps and those who do not.

Among cell-phone users with apps, the average adult has 18 apps on his or her phone.

Among adult cell-phone users who have software applications on their cell phones, the mean number of apps is 18. However, the median number of apps is 10, indicating there are heavy apps users on the high end of the response scale who have a disproportionate number of apps on their phones. This is particularly true among the youngest adults.

Again, there is some uncertainty among cell-phone users, particularly older cell-phone users, about what software they have on their phones. Fully 18% of cell-phone users with apps on their phones do not know how many they have. That figure doubles to 36% among cell-phone users ages 50 and older.

Findings from the Nielsen Apps Playbook Survey

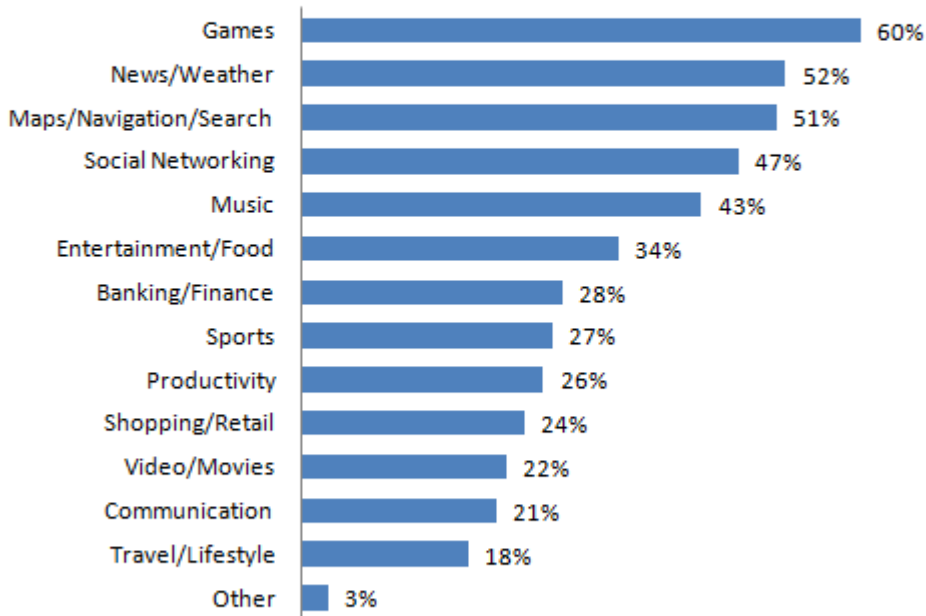
Nielsen data indicate that games are the most popular apps, followed by news/weather, maps/navigation, social networking and music.

In addition to drawing on results from the Pew Internet & American Life Project's own nationwide probability sample of 2,252 adults, this report also presents findings from The Nielsen Company's Apps Playbook, a December 2009 survey of a nonprobability sample of 3,962 adult cell phone subscribers who had downloaded an app in the previous 30 days. Although the Nielsen survey cannot be projected to the population of all app downloaders with a known degree of accuracy, it provides an extensive snapshot of the types of apps people are downloading and a broad sense of how they are using them.

Among the recent downloaders Nielsen surveyed, game apps were the most downloaded apps overall in terms of both volume and the percentage of adults who had downloaded them. In terms of actual apps use, six-in-10 of Nielsen's recent downloaders (60%) said they had used a game app in the past 30 days, and roughly half said they had used a news/weather app (52%), a map/navigation app (51%) or a social networking app (47%) in that same timeframe. While music apps ranked second on the most downloaded list, they ranked fifth on the most used list.

What are the most popular types of apps?

% of Nielsen recent downloaders who have used each category of apps in the past month...



Source: The Nielsen Apps Playbook, December 2009. N=3,962 adults who have downloaded an app in the 30 days prior to the survey.

In the Nielsen survey, most recent apps downloaders said they used their apps daily but for short periods of time, and used them in a variety of situations.

Some 57% of the recent apps downloaders in the Nielsen study said they use their apps daily. While one-quarter of these recent apps downloaders (24%) said they use their apps for more than 30 minutes a day, the vast majority said they spend less time using their apps each day.

Asked where they use their apps most frequently, 71% of the Nielsen sample said they frequently used their apps when they were alone, and about half said they frequently used their apps while waiting for someone or something (53%) or while at work (47%). One-in-three (36%) said they frequently used apps while commuting.

The Nielsen survey indicates that different people may use apps in different ways.

There were several notable differences among the Nielsen recent-downloader sample in terms of which apps they favored and how frequently they used them. For instance:

- Women in the sample were more likely than men to have used a social networking app in the past 30 days (53% vs. 42%), and women who used the Facebook app were also more likely to use that app everyday (64% vs. 55%).
- Women in the sample were more likely than men to have used a game app in the past 30 days (63% vs. 58%), while men were more likely to have used a productivity app (29% vs. 21%) or a banking/finance app (31% vs. 25%).
- Among the Nielsen sample of recent downloaders, whites (53%) and Hispanics (47%) were more likely than African Americans (36%) to have used a map/navigation/search app in the month prior to the survey.
- Hispanics, on the other hand, were the most likely to have used a music app recently (48% of Hispanics vs. 42% of whites vs. 42% of African Americans).
- In the Nielsen sample, 75% of 18 to 24 year old Twitter app users reported using that app every day, compared with 52% of the 25 to 34 year olds and 48% of Twitter users ages 35 and older.
- In contrast, among Nielsen's Facebook app users, 25 to 34 year olds were more likely than both younger and older Facebook app users to report using their Facebook app daily.
- The African Americans and Hispanics in the Nielsen sample were significantly more likely than whites to be daily users of their YouTube apps (33% of African Americans vs. 24% of Hispanics vs. 12% of whites) and their Pandora music apps (33% of African Americans vs. 27% of Hispanics vs. 14% of whites).

The Nielsen study indicates that cell phone screen real estate is valuable

Slight majorities of Nielsen's recent app downloaders said they organize their apps so that the most frequently used are easily accessible (59%), and that they delete apps from their phones that are not useful or helpful (56%). And this culling process happens relatively quickly; among those who had deleted an app, 62% said they usually do it within two weeks of downloading the software. The men in the Nielsen sample deleted apps more quickly than women; 40% of the male recent-downloaders said they delete apps they did not find useful within a week, compared with 29% of the women.
