BUSINESS ANDPOLITICS IN THE MUSLIM WORLD
Global Opinion Report No. 145
Week: November 07-13, 2010
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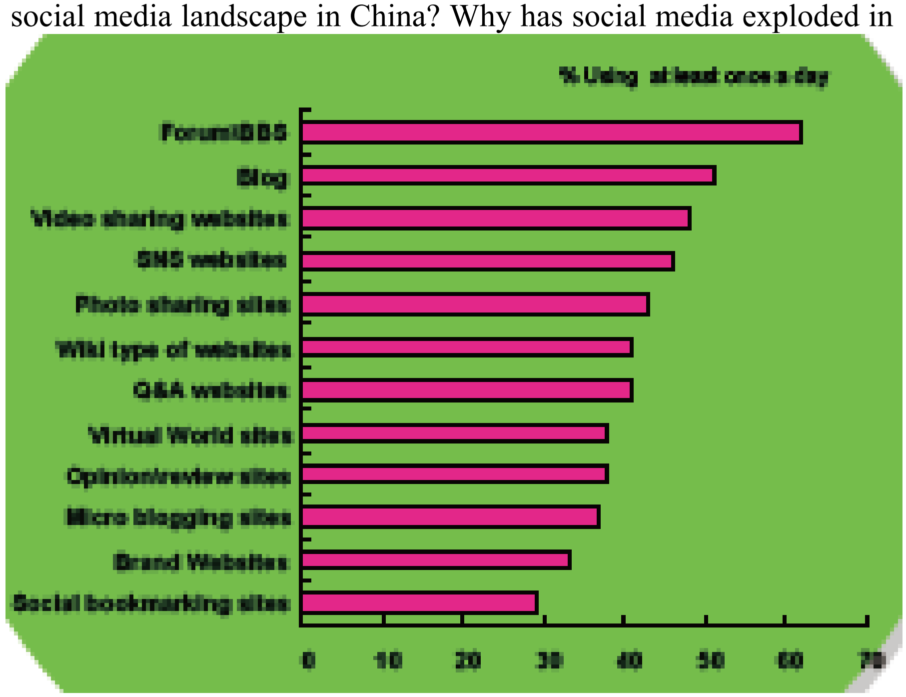
Introductory Note

This week report consists of 35 surveys. Four of these are multi-country surveys while the rest of 31 are national surveys from across the world.

Commentary: Social Media in China - a platform to socialize or express

Social media has been growing rapidly in China –a recent study found that 51% of Chinese *netizens* are active participants in social networking sites. These are just the specialist social networking sites such as – renren.com, kaixin001.oc, qzone.com and 51.com. If one considers other parts of social media such as blogs, bbs and video sharing nearly everyone is involved. Why is there such a powerful social media landscape in China? Why has social media exploded in China?



The key to answering this question lies in understanding the way the Chinese consumers look at the Internet. In the developed economies, consumers look at internet as a work tool, to increase efficiency or provide information. However, the Asian countries like China and India also look at it as a tool for self-expression.

The Chinese and the Indian internet users, therefore are not just consumers of internet but are in fact prosumers –contributing as much to the net as taking from it. The conversion from consumer to prosumer comes from the fact that the traditional forums for discussion and airing your views are not available. Often debate and dispute is often not possible at home – as many of the young people don't have a sibling to fight with! It is not surprising that Chinese consumers are among the biggest bloggers in the world. The way the consumers use internet in China is largely interactive. Most importantly blogging, BBS and video sharing sites are also considered to be within the ambit of social media by many consumers. The most frequently used social media in China are not social networking sites but forums/bbs, blogs and video sharing websites. Social networking sites are important – but come next to these.

Source- TNS China

CHINA

CHINA:

Population: 1,330,141,295 (July 2010 est.)

Ethnic Groups: Han Chinese 91.5%, Zhuang, Manchu, Hui, Miao, Uighur, Tujia, Yi, Mongol, Tibetan, Buyi, Dong, Yao, Korean, and other nationalities 8.5% (2000 census)

GDP per Capita: $6,600 (2009 est.)

For centuries China stood as a leading civilization, outpacing the rest of the world in the arts and sciences, but in the 19th and early 20th centuries, the country was beset by civil unrest, major famines, military defeats, and foreign occupation. After World War II, the Communists under MAO Zedong established an autocratic socialist system that, while ensuring China's sovereignty, imposed strict controls over everyday life and cost the lives of tens of millions of people. After 1978, MAO's successor DENG Xiaoping and other leaders focused on market-oriented economic development and by 2000 output had quadrupled. For much of the population, living standards have improved dramatically and the room for personal choice has expanded, yet political controls remain tight. China since the early 1990s has increased its global outreach and participation in international organizations.

- https://www.cia.gov/library/publications/the-world-factbook/geos/ch.html

Summary of Polls

MIDDLE EAST

The Peace Process & Internal Politics

A recent survey of Palestinian show that despite failure of talks with Israel, Palestinians are still supportive of Peace Process and they believe two state solution to be eventual solution. Popularity of Abbas and Fayyad has also risen. (AWRAD)1

November 09, 2010

WEST & CENTRAL ASIA

(Pakistan) 7 in 10 Pakistanis Have Heard About Dengue Virus

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, 71% of all Pakistanis have heard or read about dengue virus, 27% of whom believe that someone in their locality or city has suffered from dengue fever. 73% of the aware believe that this virus is transmitted through mosquito bites. (Gallup Pakistan)

November 11, 2010

Turks say: “A Woman’s Place Is In the Home”!

Ipsos KMG survey of Turkey shows that Turks believe in a controlled freedom for women. They give economic freedom to women but think it necessary for women to get authorization from their husband to work. (Ipsos-KMG)

March 2010

SOUTH ASIA

Indians Feel That Babri Mosque Issue Hurt India’s Image

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[1] Arab World For Research and Development

A recent survey shows that by and large there has been a mixed reaction to High Court judgment about Babri Mosque issue. However a majority of Indians believe that this issue has tarnished India's secular image. (CVoter)

October 2010

NORTHEAST ASIA

(China) Social Media in China- a platform to socialize or express

A recent study has found that 51% of Chinese netizens are active participants in social networking sites. These are just the specialist social networking sites such as – renren.com, kaixin001.oc, qzone.com and 51.com besides blogs. Chinese are not merely consumers of internet rather they are prosumers. (TNS China)

March 2010

(China) 3D Games To Play Larger Role in Game Market

A recent study about online games found that 3D games will play larger role in game market in future. Graphic performance is the most important selection criteria for players that choose 3D games. (Ipsos China)

January 2010

SUB SAHARAN AFRICA

South Africans Largely Confident of Their Leadership

A recent survey shows that just over half South Africans feel their country is going in the right direction. There has been only a slight decline in this perception. However President Jacob Zuma still enjoys confidence of the majority of the citizens. (Ipsos Markinor)

September 11, 2010

EAST & CENTRAL EUROPE

Bosnia and Herzegovina today – still looking for a solution

Residents of Bosnia & Herzegovina continue to be disenchanted with politicians ... and are turning to the EU in desperation. A recent survey shows that majority of all three ethnic groups do not feel that someone is speaking for them at a political level. Regarding the national government, vast majorities of respondents in the Federation and in Republika Srpska (92% and 82%, respectively) said that its performance was poor or only fair. (Balkan Monitor/Gallup Europe)

November 08, 2010

(Russia) Protest Potenial In October

A survey of Russian public shows that social optimism has declined in October and there is more potential for street protests than before. Protests seem to be more real now than before. However, Russians are still not ready to participate in such actions. (Russian Public Opinion Research Center)

November 01, 2010

WEST EUROPE

(UK) Fiscal tightening will work, say UK importers and exporters

Over three quarters of the UK's SME importers and exporters believe that fiscal tightening will successfully reduce the UK's budget deficit, according to the latest Travelex Confidence Index (TCI) report. 76% believe that the Coalition's aggressive programme of spending cuts and tax hikes will work. (TNS UK/TCI)

November 08, 2010

Britons Oppose Increase in Tuition Fees, Want MPs to Block Proposal

More than half of respondents believe the new rules will discourage poorer students from attending university. (Angus Reid)
November 08, 2010

Three-in-Four Britons Foresee a Terrorist Attack in the Next Year (Multi-country survey)
Three-in-five Americans believe a terrorist attack is likely to happen in their country—only 38 per cent of Canadians concur. (Angus Reid)
November 11, 2010

Two Thirds of Britons Are Willing to Legalise Euthanasia
Almost three-in-five respondents believe people who help a person commit suicide should not be prosecuted. (Angus Reid)
November 10, 2010

NORTH AMERICA

Faith Groups Split on Resolution to N.Y. Islamic Center Debate
American faith communities are split on the best way to resolve the disagreement regarding the Islamic center proposed to be built in New York City near the location of the Sept. 11 attacks. Muslims, Jews, other non-Christians and non-religious Americans are more likely to favor retaining the current location as originally conceived, or transforming the center into an interfaith institution. The majority of Catholics, Mormons, and, to a lesser degree, Protestants, believe the center should find another location. (Gallup USA)
November 8, 2010

Americans Support Punishing Murder with the Death Penalty
Four-in-five respondents believe innocent people have been executed in the United States. (Angus Reid)
November 09, 2010

Republicans Motivated by Opposition to Obama and Health Care Reform
Only 41 per cent of Democratic Party voters aged 18-to-34 say they support the President and his policies. (Angus Reid)
November 08, 2010

Canadians Endorse Multiculturalism, But Pick Melting Pot Over Mosaic
At least three-in-ten respondents believe Canadian society is intolerant towards Muslims and Aboriginal Canadians. (Angus Reid)
November 08, 2010

At 52%, Palin's Unfavorable Score Hits a New High
More than half of Americans, 52%, now view Sarah Palin unfavorably, the highest percentage holding a negative opinion of the former Alaska governor in Gallup polling since Sen. John McCain tapped her as the 2008 Republican vice presidential nominee. Her 40% favorable rating ties her lowest favorable score, recorded just over a year ago. (Gallup USA)
November 12, 2010

Four in 10 Americans Believe Healthcare Law Goes Too Far
Americans are most likely to say the healthcare law passed earlier this year goes too far (42%), while 29% say it does not go far enough and 20% say it is about right. Those who believe the law goes too far tend to favor repealing it and passing a new bill as opposed to scaling back the existing bill or repealing the law and not passing new legislation in its place. (Gallup USA)

November 12, 2010

Few Americans Would Use Cash Windfall to Start a Business (Multi-country survey)

If they suddenly inherited a large sum of money, those living in the U.S. or highly developed countries in Europe are less likely to say they would use that money to start a business than are those living in less developed countries in the European Union and Chinese cities. (Gallup USA)

November 12, 2010

Mixed Reactions to Republican Midterm Win, Policies

The public, voters and non-voters alike, has a subdued reaction to the Republican Party's midterm election victory. Four years ago, the response to the Democrats regaining full control of Congress was far more positive, as it was in 1994 when the GOP won a historic victory. Fewer people today say they are happy about the Republican victory, approve of the GOP's plans for the future, and far fewer believe Republicans will be successful in getting their programs passed into law. (Pew Research Center for People & Press)

November 11, 2010

Congressional Approval at 17% After Elections

Congress' approval is at 17% in November, down slightly from 21% before the midterm elections. Historical patterns from 1994 and 2006 suggest that congressional approval will remain relatively stable at these low levels until January, when Republicans can be expected to become more positive as their party takes control of the House. (Gallup USA)

November 11, 2010

Americans' Wellbeing Remains at 2010 Low

Americans' Well-Being Index score of 66.5 in October statistically matches the 2010 low recorded in September, and is down from the three-year high of 67.4 in May. The nation's wellbeing, however, exceeds the 66.1 found in October 2008, just after the onset of the financial crisis, and remains well above the levels from late 2008 and early 2009. (Gallup USA/Americans Well-Being Index)

November 11, 2010

Democrats, Republicans Differ in Views of Compromise in D.C.

Americans think it is generally more important for political leaders to compromise to get things done (47%) rather than sticking to their beliefs (27%), but Republicans and Democrats hold differing views on the matter. Republicans tilt more toward saying leaders should stick to their beliefs (41% to 32%), while Democrats more widely endorse compromise (by 59% to 18%). (Gallup USA)

November 10, 2010

As Book Tour Begins, George W. Bush's Favorable Rating at 44%

As he begins promoting his new memoir "Decision Points," former President George W. Bush receives a 44% favorable and 53% unfavorable rating from Americans. This is up slightly from a 40% favorable rating in January 2009 when he left office, but far below the 87% he received in the aftermath of the Sept. 11, 2001, terrorist attacks. (Gallup USA)

November 9, 2010

Americans Are of Two Minds on Trade

The public is of two minds when it comes to trade with other countries. Most Americans say that increased trade with Canada, Japan and European Union countries -- as well as India, Brazil and Mexico -- would be good for the United States. But reactions are mixed to increased trade with South Korea and China. (Pew Research Center for People & Press)

November 9, 2010

Canadians Take Their Coffee Seriously

Newly released research conducted by Ipsos Reid on behalf of McDonalds Canada reveals that a large majority of Canadians are daily coffee consumers, drinking the beverage both at home and the workplace or school, as well as regularly in cafés and restaurants. (Ipsos Reid)

Friday, November 12, 2010

Four Million U.S. Hispanics Would Migrate Permanently

A newly released Gallup study of U.S. Hispanics reveals that more than one in seven -- or an estimated 4 million adults -- would leave the U.S. permanently if they had the opportunity. A slim majority (52%) say they would like to move to a Latin American country, including nearly a third (32%) who would like to relocate to Mexico. A sizable minority -- or nearly 2 million adults -- would like to move to places such as Canada (8%), Spain (8%), the United Kingdom (5%), and other non-Latin American countries. (Gallup USA)

November 9, 2010

Obama Approval Advances to 47%, Up From 43% Pre-Election

President Barack Obama earned a 47% approval rating from the American public in Gallup Daily tracking from Friday through Sunday, slightly higher than his 44% approval rating at the start of the week, and his 43% approval rating in the three days prior to and including Tuesday's midterm elections. (Gallup USA)

November 8, 2010

AUSTRALASIA

Australians continue to desert the traditional large family car in droves

Large cars such as the Holden Commodore and Ford Falcon dominated the market even as recently as five years ago when 24% of buyers intended a purchase. Since then, however, small cars (particularly hatch backs) and SUVs have split the traditional large car market in two and today buying intentions regarding large cars have collapsed to just 13.3% of the market. (Roy Morgan Research)

November 8, 2010

Australians want to buy Products Labeled ‘Made in Australia’

A ‘super’ majority of Australians (90%) are ‘more likely to buy products labeled Made in Australia’ compared to only 1% of Australians who are ‘less likely to buy products labeled Made in Australia’ according to special Roy Morgan research undertaken over last 12 months, October 2009 — September 2010. (Roy Morgan Research)

November 09, 2010

MULTI-COUNTRY SURVEYS

Developed Nations Attract Young vs. Educated Migrants

If all adults worldwide who would like to migrate actually left and moved where they want to, Gallup's Potential Net Youth Migration and Potential Net Brain Gain indexes show highly developed countries would see an influx of young people rather than

educated people. Only developed Asia would see significant brain drain. (Gallup USA/ Gallup's Potential Net Youth Migration Index)
November 9, 2010

U.S. Leadership More Popular in Asia Than China's, India's
As President Barack Obama begins his trip to Asia, including stops in India, Indonesia, Japan, and South Korea for the G-20 summit, Gallup surveys find the U.S. is relatively well-positioned in many parts of the region. U.S. leadership garners more approval than regional powers China and India in more than half of the 20 Asian countries and areas Gallup polled over the past year. (Gallup USA)
November 5, 2010

CYBERWORLD

Just Checking In: 4% Share Location with Mobile Device
In its first report on the use of "geosocial" or location-based services, the Pew Research Center's Internet & American Life project finds that 4% of online adults use a service such as Foursquare or Gowalla that allows them to share their location with friends and to find others who are nearby. On any given day, 1% of internet users are using these services. (Pew Research Center's Internet & American Life)
November 4, 2010

Three-Quarters Could Use a Better Way to Charge all the Electronic Devices in their Household
Four in five adults (79%) believe that being able to charge their devices wirelessly would make their lives easier, according to a new Ipsos poll conducted on behalf of Duracell, a leading manufacturer of high-performance alkaline batteries. The survey shows that women are even more enthusiastic about charging their devices wirelessly than are men, as 82% of women agree – including 49% who completely agree – compared to 76% of men. (Ipsos USA)
November 11, 2010

MIDDLE EAST

The Peace Process & Internal Politics

Publication Date: 9 November 2010
Fieldwork: 21-24 October 2010
Sample size: 1000 Palestinians

Commitment to peace. The results confirm the in-principle commitment of Palestinians to peace negotiations. Hesitance to support the current process is a reflection of the inability of the process to deliver rather than an ideological opposition to peace, negotiations and coexistence.

Two–state solution is preferred. A two-state solution based on international legality was identified as the most desirable and most realistic solution to a peace settlement.

Approval for Abbas and Fayyad has improved. The results of current poll continued an upward trend in approval of the performance of both Abbas and Fayyad and the downward spiral of Haniyeh’s popularity. The increase in popularity of Abbas and Fayyad are a likely reflection of the decision to from withdraw from negotiations in the face of continued settlement activities.

Increasing popularity is probably also due to the technocratic performance of the Fayyad government in the fields of institution building, security, economy and service delivery in the West Bank.

Hamas's approval continues to decline. The decline in the evaluation of the Haniyeh government and Hamas's inability to meet the political expectations—particularly in ending the occupation and in fighting corruption—it was exempt from before the Gaza takeover. On both counts, evaluation of the Hamas performance is decaying.

Abbas and Fayyad have complimentary roles. The current poll confirms the viability of the Fayyad mandate as shaping the future of the Palestinian people. It seems the performance of both leaders is affected by the performance of the other; hence their popularity is derived from their complimentary roles. The majority of Fatah supporters approve of the performance of Fayyad, which provide the PM a shield to deflect the criticism of a small but vocal Fatah minority. At the same time, the improvement in living conditions, security and institution building achieved by the Fayyad government has increased the credibility of Abbas and has enabled him to take more effective (and popular) stands at the political level, especially in relation to the peace process.

Palestinians support immediate elections. The Palestinian public is insistent that the best means to go beyond the current stalemate must include immediate elections at all levels.

One third of voters are undecided. The size of the undecided demographic is a significant source of potential support for a coalition of Independents. Should the Independents join their political efforts, most likely drawing in non-partisan voters in the process, they would soundly defeat the Islamist bloc and become almost competitive with Fatah.

Section One: The Negotiations			
Do you support peace negotiations?			
	West Bank	**Gaza**	**Total**
Yes	62.7%	72.4%	66.5%
No	34.0%	26.6%	31.1%
Don't know	3.3%	1.0%	2.4%
If yes, do you support direct or indirect negotiations?			
Direct negotiations	68.9%	81.3%	73.8%
Indirect negotiations	17.6%	14.5%	16.4%
Don't know	13.5%	4.2%	9.8%
Under the present conditions, do you support or oppose direct negotiations?			
Support	43.3%	57.5%	48.9%
Oppose	37.3%	27.6%	33.5%
Neither support nor oppose	14.9%	12.0%	13.8%
Don't know	4.5%	2.8%	3.8%
If President Abbas decides to engage in direct negotiations with Israel on the final status issues, would you support him?			
Yes	62.8%	72.6%	66.6%
No	29.8%	24.6%	27.8%
Don't know	7.4%	2.8%	5.6%
If yes :			
Without conditions	12.6%	21.1%	16.1%
Only if Israel commits to a freeze on settlements	28.1%	18.0%	23.9%
Only if the international community gives assurances that the process will lead to a Palestinian State within a timetable	20.7%	18.0%	19.6%

	West Bank	Gaza	Total
Both Conditions	33.3%	43.0%	37.3%
Don't know	5.2%		3.0%
What, in your opinion, is the single greatest obstacle to the peace process?			
Palestinian leadership	6.6%	8.4%	7.3%
Palestinian political process	13.0%	23.5%	17.1%
Palestinian people	1.6%	3.1%	2.2%
Israeli leadership	48.8%	45.5%	47.5%
Israeli political process	6.6%	4.1%	5.6%
Israeli people	7.9%	3.1%	6.0%
The United States	10.9%	8.2%	9.8%
Other	1.8%	2.0%	1.9%
Don't know	2.8%	2.0%	2.5%
If Palestinian negotiators delivered a peace settlement that includes a Palestinian State but had to make compromises on key issues (right of return, Jerusalem, borders, settlements, etc.) to do so would you support the result?			
Yes	12.7%	11.5%	12.2%
No	84.0%	87.0%	85.2%
Don't know	3.3%	1.5%	2.6%
In your opinion, which one of the following is the best means to end the occupation and establish a Palestinian state?			
Negotiations to reach an agreement between the two parties	24.6%	33.2%	28.0%
An international conference that imposes a settlement on all parties	22.6%	22.5%	22.6%
A non-violent popular uprising	23.5%	12.0%	19.0%
Violence	20.7%	28.9%	23.9%
Other	5.3%	2.3%	4.1%
	West Bank	**Gaza**	**Total**

Don't know	3.3%	1.0%	2.4%
If Violence, using what tools?			
Violent attacks against only the Israeli military	14.4%	2.7%	9.3%
Violent attacks against Israeli settlers	9.6%		5.4%
Both A and B	63.0%	57.5%	60.6%
Violent attacks against civilians in Israel through suicide bombers and any other means	13.0%	39.8%	24.7%
What is the best mechanism to engage in a negotiation process with Israel?			
Negotiations between Palestinians and Israelis with no intermediaries	36.8%	15.6%	28.5%
Negotiations with American mediation	5.0%	10.0%	6.9%
Negotiations with UN mediation	18.0%	30.2%	22.8%
Negotiations with European mediation	14.5%	23.8%	18.2%
None of the above	21.5%	16.1%	19.4%
Don't know	4.3%	4.3%	4.3%
In your opinion, do you think that the current negotiations process led by the United States will ever lead to a Palestinian state with full sovereignty over the West Bank and Gaza?			
Yes	24.6%	31.2%	27.2%
No	36.9%	26.9%	32.9%
Maybe	36.4%	39.9%	37.8%
Don't know	2.1%	2.0%	2.1%

With regard to the final status of Palestine and Israel please indicate which of the following you consider to be Essential, Desirable, Acceptable, Tolerable, or Unacceptable as part of a peace agreement.

	Essential	***Desirable***	***Acceptable***	***Tolerable***	***Unacceptable***	***Don't know***
Historic Palestine – From the Jordan River to the sea	64.8%	18.3%	8.8%	4.5%	2.6%	1.0%
One State Solution – Israelis and Palestinians share power and are equal citizens between the Jordanian River and sea	6.3%	18.5%	15.8%	13.9%	44.5%	1.1%
Two State Solution - Israel and Palestine established according to UN resolutions	22.0%	20.3%	15.6%	11.3%	29.3%	1.5%
Confederation - Between	4.1%	10.9%	10.1%	11.4%	60.1%	3.3%

the West Bank and Jordan and between Gaza and Egypt			
In your opinion, which of the above scenarios is the most realistic/achievable?			
	West Bank	**Gaza**	**Total**
Historic Palestine – From the Jordan River to the sea	26.0%	37.4%	30.5%
One State Solution – Israelis and Palestinians share power and are equal citizens between the Jordanian River and the sea.	16.5%	9.7%	13.8%
Two state solution - Two states for two peoples: Israel and Palestine according to UN resolution	46.9%	41.8%	44.8%
Confederation between West Bank and Jordan and between Gaza and Egypt	10.7%	11.0%	10.8%
How would you rate the performance of the ministerial cabinet (in your region) in fighting corruption?			
Strong	36.6%	27.1%	32.9%
Neutral	34.8%	32.5%	33.9%
Weak	25.6%	38.6%	30.7%
Don't know	3.0%	1.8%	2.5%
How would you rate the performance of the ministerial cabinet (in your region) in improving security?			
Strong	42.7%	34.0%	39.3%
Neutral	33.7%	29.4%	32.0%
Weak	20.6%	35.5%	26.5%
Don't know	3.0%	1.0%	2.2%
How would you rate the performance of the ministerial cabinet (in your region) in providing public services, such as health care, road repair, education, transportation, etc.?			
Strong	43.6%	18.2%	33.6%
Neutral	37.1%	26.9%	33.1%
Weak	17.2%	54.2%	31.7%
Don't know	2.1%	0.8%	1.6%
Do you believe elections (municipal, legislative, Presidential) should be immediately rescheduled and held as soon as possible?			
yes	76.9%	83.4%	79.5%
no	17.3%	13.0%	15.6%
Don't know	5.8%	3.6%	4.9%
Do you support changes to the Central Elections Commission, as has been reported in the media as part of reconciliation talks between Fatah and Hamas?			
yes	71.3%	76.5%	73.3%
no	15.2%	13.0%	14.3%
Don't know	13.5%	10.5%	12.3%
Will you vote in the next national elections?			
yes	68.5%	87.2%	75.9%
no	23.2%	9.0%	17.6%
Don't know	8.3%	3.8%	6.5%
	West Bank	**Gaza**	**Total**

If PLC elections were held today, who would you vote for?			
PPP	1.2%	1.0%	1.1%
PFLP	3.7%	3.6%	3.6%
DFLP	0.7%	0.5%	0.6%
An Independent party led by Salam Fayyad	4.3%	2.8%	3.7%
Al Mubadara	4.0%	0.5%	2.6%
Feda	0.5%	0.3%	0.4%
Fatah	38.0%	47.6%	41.8%
Hamas	10.2%	12.8%	11.2%
Popular Struggle	0.3%		0.2%
Islamic Jihad	2.0%	2.0%	2.0%
Hizb Tahreer	0.7%		0.4%
Other	6.2%	5.1%	5.8%
Undecided	28.3%	23.8%	26.5%
If presidential elections were held today, who would you vote for?			
Mahmoud Abbas	20.2%	38.1%	27.3%
Mustafa Barghouthi	7.5%	5.9%	6.8%
Khaled Meshal	2.2%	3.3%	2.6%
Salam Fayyad	8.0%	6.9%	7.5%
Ismail Haniyeh	7.5%	10.7%	8.8%
Marwan Barghouthi	19.1%	11.0%	15.9%
Mahmoud Zahhar	1.3%	0.3%	0.9%
Ahmad Saadat	3.0%	2.8%	2.9%
other	9.3%	10.2%	9.7%
Undecided	22.1%	10.7%	17.6%
If both Mustafa Barghouthi and Salam Fayyad ran for PLC elections would you prefer they did so as a coalition running together or as separate lists for each leader?			
In coalition	24.9%	21.7%	23.7%
As separate lists	32.2%	27.4%	30.3%
Doesn't matter	33.3%	44.0%	37.5%
Don't know	9.6%	6.9%	8.5%
In general, how do you rate the overall performance of President Mahmoud Abbas?			
Good	40.8%	45.8%	42.7%
Neutral	29.4%	26.3%	28.2%
Poor	27.4%	26.6%	27.1%
Don't know	2.5%	1.3%	2.0%
In general, how do rate the overall performance of Prime Minister Salam Fayyad?			
Good	42.7%	44.8%	43.5%
Neutral	35.8%	26.6%	32.2%
Poor	19.5%	25.6%	21.9%
Don't know	2.0%	3.1%	2.4%
In general, how do you rate the overall performance of Ismael Haniyeh?			
Good	15.0%	23.3%	18.3%
Neutral	25.1%	35.3%	29.1%
Poor	41.8%	39.4%	40.9%
	West Bank	**Gaza**	**Total**

Don't know	18.0%	2.0%	11.7%
Do you believe Prime Minster Salaam Fayyad has done his job well enough to deserve re-election and reappointment as Prime Minister?			
yes	44.1%	45.8%	44.8%
no	19.0%	27.9%	22.5%
between	29.8%	21.5%	26.5%
Don't know	7.1%	4.9%	6.2%
Which faction do you trust the most?			
PPP	1.5%	1.3%	1.4%
PFLP	3.8%	3.8%	3.8%
DFLP	0.8%	0.8%	0.8%
Mubadara	5.4%	2.0%	4.1%
Feda	0.5%	0.3%	0.4%
Fateh	42.1%	47.8%	44.3%
Hamas	11.4%	16.1%	13.2%
Popular Struggle	0.5%		0.3%
Islamic Jihad	2.6%	3.3%	2.9%
Hizb Tahreer	0.8%	0.3%	0.6%
Undecided	20.0%	21.5%	20.6%
I will not vote	10.6%	2.8%	7.5%
Which political stream is closest to describing your political views?			
PPP	1.5%	2.0%	1.7%
PFLP	4.1%	4.3%	4.2%
DFLP	0.8%	0.5%	0.7%
Mubadara	5.1%	1.5%	3.7%
Feda	0.5%	0.3%	0.4%
Fateh	43.1%	48.1%	45.0%
Hamas	11.1%	15.9%	12.9%
Popular Struggle	0.3%		0.2%
Islamic Jihad	2.3%	3.1%	2.6%
Hizb Tahreer	1.2%		0.7%
Undecided	19.8%	22.3%	20.8%
I will not vote	10.2%	2.0%	7.0%
Do you believe that Palestinian society is generally heading in right or the wrong direction?			
Right direction	32.2%	17.6%	26.5%
Wrong direction	55.0%	76.0%	63.2%
Don't know	12.9%	6.4%	10.3%
Did you hear or read the president Mahmoud Abbas's speech delivered in Libya before the Arab summit on October 9th?			
yes	26.4%	27.1%	26.7%
no	73.6%	72.9%	73.3%
In his speech president Abbas said "if Israel decided to freeze the building of settlements, the direct negotiations will be continued and activated" do you agree or disagree?			
Agree	38.1%	60.1%	46.7%
Somewhat agree	33.3%	18.7%	27.6%
Disagree	23.4%	18.9%	21.7%
	West Bank	**Gaza**	**Total**

Don't know	5.1%	2.3%	4.0%
In his speech president Abbas said" if peace was not achieved through negotiations and the intervention of the United states, we will go to the UN security counsil and ask all countries to recognize the Palestinian state" DO you agree or disagree?			
Agree	43.1%	63.4%	51.1%
Somewhat agree	29.6%	18.4%	25.2%
Disagree	22.1%	16.1%	19.8%
Don't know	5.1%	2.0%	3.9%
Realistically, do you think that it is appropriate to dismantle the PNA as a reaction to a failure in the negotiations?			
Appropriate	27.4%	26.3%	27.0%
Inappropriate	62.2%	70.3%	65.4%
DK	10.4%	3.3%	7.6%
If the PNA was dismantled, do you think that the Palestinian people can bear the consequences?			
Yes	27.8%	19.4%	24.5%
No	59.2%	77.2%	66.3%
Don't know	13.1%	3.3%	9.2%

WEST & CENTRAL ASIA

(Pakistan) 7 in 10 Pakistanis Have Heard About Dengue Virus

Majority (71%) Have Heard Or Read About Dengue Virus, 73% Of Whom Believe It Is Spread Through Mosquito Bite:

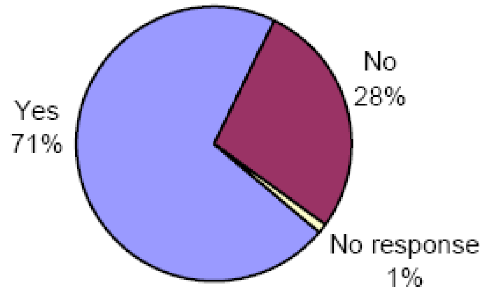
GILANI POLL/GALLUP PAKISTAN
Islamabad, November 11, 2010

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, 71% of all Pakistanis have heard or read about dengue virus, 27% of whom believe that someone in their locality or city has suffered from dengue fever. 73% of the aware believe that this virus is transmitted through mosquito bites.

In a survey, a nationally representative sample of men and women from across the country were asked the following question: *"Have you heard or read about dengue virus?"* Seventy one percent (71%) said that they had heard or read about dengue virus as opposed to 28% who were not aware of the virus. 1% gave no response.

A detailed analysis of the survey revealed that relatively more urbanites (88%) were aware of dengue virus as compared to their rural counterparts (63%). At the same time more males (77%) were familiar with the concept of this virus as compared to the females (65%).

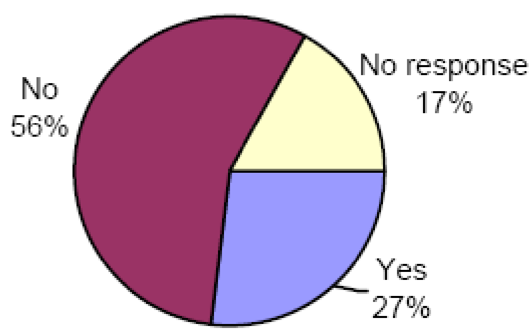
“Have you heard or read about dengue virus?”



Source: Gilani Poll conducted by Gallup Pakistan,

In a follow up question, a nationally representative sample of men and women from across the country were asked the following question: *“Has anyone in your area or city suffered from denguefever?”* Twenty seven percent (27%) replied in affirmative while 56% claimed that no such case has occurred in their area or city. 17% were unsure and gave no response.

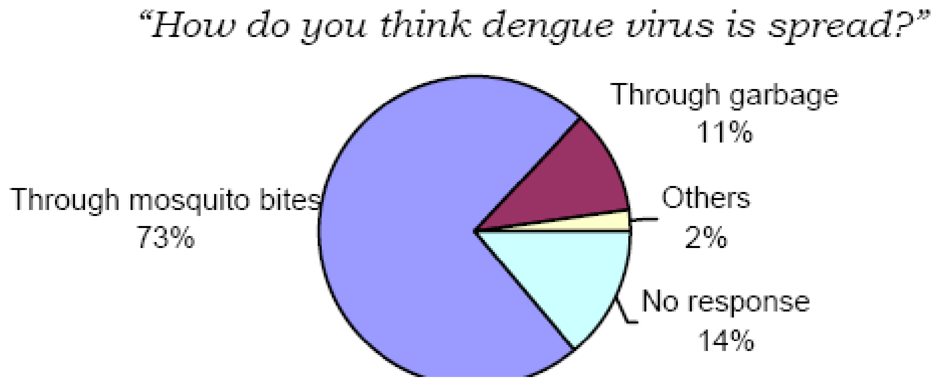
“Has anyone in your area or city suffered from dengue fever?”



Source: Gilani Poll conducted by Gallup Pakistan,

In another follow up question, a nationally representative sample of men and women from across the country were asked the following question: *“How do you think dengue virus is spread?”*

Seventy three percent (73%) believed that it spread through mosquito bites, 11% thought that it spread though garbage and 2% gave other responses. 14% were unsure and gave no response.



Comments:
Please note that the term 'aware of dengue virus' is used here for those who have only heard or read about dengue virus. Knowledge about the manifestations of dengue fever, its treatment, complications and prevention has not been asked. A more detailed study is needed on this issue to assess the awareness about this disease.

27% say they have a dengue fever patient in their vicinity. The figure should not be taken as an incidence of the disease at all. Such data can be obtained from health department.

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 2716 men and women in rural and urban areas of all four provinces of the country, during October 2010. Error margin is estimated to be approximately + 2-3 per cent at 95% confidence level.

SOUTH ASIA

Indians Feel That Babri Mosque Issue Hurt India's Image

It has been one of the most complicated judicial verdicts in the history of independent India, and naturally so given the tangled nature of the dispute. Even now, weeks after the Lucknow bench of the Allahabad High Court passed its judgement on the controversial - and revered land in Ayodhya, the judgement is still being studied in all its minute details and debated by all sections of the society. The high court dismissed the title suit of the sunni waqf board and divided the land into three portions one to be given to the Hindus, one to the Nirmohi Akhara (also Hindu, representing a vaishnava sect) and one to the muslims. While the complexities of the judgement run into hundreds of pages, this indeed was the most crucial point in the judgement.

If you are made Prime Minister for a day and are free to give one ruling, which one of the following would you chose?

		All India	Ayodhya
Valid	Can't Say	16	17
	Building temple on the site of problem	11	24
	Building mosque on the site of problem	1	11
	Arranging Job for all Indians	54	27
	Both Temple & Mosque together	18	20

As expected there are both supporters and critics galore for the High Court's verdict. While both the main parties involved in the suits have expressed their satisfaction with the judgement and know that the course of further legal action in the Supreme Court is still available to them, detractors of the verdict call this panchayat style justice. The court, they say, was supposed to decide judicially to whom the land belonged and not go about seeking reconciliation in this manner. Instead, what the HC seems to have done is go on faith, The judges, by a two third majority, have accorded the land under the central dome where the Ram lalla idols were put (or "appeared") one night in 1949 to the Hindus. The three-member bench ruled that since the spot is held to be sacred to Hindus who believe that Ram was born here, the land should go to them. The surrounding land with the likes of "Sita ki rasoi" and so on has been accorded to the Nirmohi Akhara by a two-third majority judgement while the rest of the land is to be used to construct a mosque in place of the razed Babri.

Do you know that the Lucknow bench of Allahabad High Court is set to give its verdict on Ayodhya?

		All India	Ayodhya
Valid	Definitely Yes	32	73
	Yes, I have heard about it	30	22
	No, not at all	38	5

Supporters of the judgement point out that with this ruling the HC has paved way for the coexistence of a temple and a mosque side by side and what better symbol can there be of modern India? Yet, despite what you think about this whole complex issue, one thing is sure: We can be proud of a country where even the most vexing and contentious issues of faith and religion can be resolved in a court of law. Before the verdict all parties concerned had said that they would abide by the court's ruling, whatever it be.

For three months from the date of the judgement, status quo is to prevail. And after that various parties or vested interests may go to the Supreme Court. Whatever is the outcome, for now India and especially young India, more concerned about employment and enjoying the fruits of the second fastest growing economy in the world is relieved that at least we were not pushed into a dangerous spiral of communal violence.

What could be the solution to the Ram Janm Bhumi - Babri Maszid issue?

		All India	Ayodhya
Valid	Can't Say	10	13
	We should leave it on the court	53	58
	Out of court settlement through talks	37	29

A CVOTER survey held some days before the verdict was passed, tried to assess the situation in Ayodhya and the rest of the country and find whether the issue of the temple has the same (or any) resonance any longer in 2010 as it did in 1992. While a new survey is under way to gauge the voice of the people post the verdict, even the findings of this survey are significant in that they show how far the country has come since that fateful day in 1992. To the modern Indian, looking at economics rather than religion, Ayodhya does not have the same emotional connect as it did more than a decade ago.

When asked whether they knew of the impending verdict of the HC on Ayodhya, only 32 per cent of people all over India replied "definitely yes". Naturally, in Ayodhya itself, almost three fourths of the respondents (72 per cent) had definitely knowledge.

Do you think it would be possible for the group to accept the decision even if it goes against them?

		All India	Ayodhya
Valid	Can't Say	24	24
	Definitely Yes	29	3
	Yes, may be	16	18
	No, not at all	32	54

Again, as later proceedings have borne out, a majority of people felt that the people involved in the dispute would go by the court's ruling whatever it may be. Forty five per cent of respondents all over the country felt this while another 24 per cent replied "don't know". Significantly, in Ayodhya, people seemed to be less optimistic and only 21 per cent felt that it would be possible for the various groups to accept the ruling even if it went against them. Of these, more Muslims than Hindus all over India felt that it would be possible for the parties to accept the judgement even if it went against them. More than 61 per cent of muslims responded in the affirmative when asked this, as opposed to 40 per cent of Hindus. But in either case, the majority of people did believe that the court's ruling should be abided by a triumph of democracy and its institutions.

Do you think it would be possible for the group to accept the decision even if it goes against them?

% within Religion Groups						
		Can't Say	Definitely Yes	Yes, may be	No, not at all	Total
Religion Groups	Hindus	26.6%	25.5%	14.5%	33.4%	100.0%
	Muslims	10.8%	48.9%	12.4%	28.0%	100.0%
	Others	21.3%	11.5%	39.3%	27.9%	100.0%

Again, India's belief in the judicial process was borne out when a majority of people (53 per cent all India, 58 per cent in Ayodhya) said that it should be left solely to the court to find a permanent solution to the Ayodhya dispute. More than 53 per cent of Hindus and 51 per cent of Muslims all over the country suggested this. That the India of 2010 is less concerned about religion and believes in a secular country reaping the fruits of economic development came across in the next findings. When asked what should be built on that site, only 33 per cent and 10 per cent each relied "temple" and "mosque" respectively through out the country. The rest replied "can't say", "something else" or "both" the latter comprising a significant 32 per cent. More that 32 per cent of Hindus and 28 per cent of Muslims all over suggested that both a temple and a mosque be built on the site a finding that any future plans for the site may consider before going ahead.

What could be the solution to the Ram Janm Bhumi - Babri Maszid issue?

% within Religion Groups					
		Can't Say	We should leave it on the court	Out of court settlement through talks	Total
Religion Groups	Hindus	10.0%	53.8%	36.1%	100.0%
	Muslims	8.6%	51.1%	40.3%	100.0%
	Others	12.3%	56.1%	31.6%	100.0%

Paradoxically, 71 per cent of Indians said that the issue of Ayodhya had "importance" in their lives one does not of course know whether that is because of fear for security or religious sentiments! Most people (61 per cent) also attributed the fact that no solution has been found for Ayodhya till date to votebank politics.

Ram Janm Bhumi - Babri Maszid issue in your life has...

		All India	Ayodhya
Valid	Can't Say	8	21
	Importance	71	70
	No importance	21	10

An overwhelming 82 per cent of respondents came out against the raising of the Babri Masjid a decade and a half ago, saying that it tarnished India's image. Again, 67 per cent of people all over India (65 per cent in Ayodhya) felt that while the British initiated the Divide and Rule policy, it was still being followed by politicians today.

Do you think the incident of demolition of Babri Maszid tarnished the image of Secular India?

		All India	Ayodhya
Valid	Can't Say	10	24
	Yes, to a large extent	61	22
	Yes, but not much	21	39
	No, not at all	9	14

Clearly, jobs and development are what engage the people the most. When asked about their priorities if they were made the prime minister for a day, 54 per cent of respondents all over India said they would ensure more “jobs”. Only 11 per cent said they would construct a temple while just 1 per cent said they would build a mosque. Significantly, more than 79 per cent muslims said that they would give jobs to all Indians while it was more than 10 per cent of “others” non-Muslims who said they would build a mosque on that site!

If you are made Prime Minister for a day and are free to give one ruling, which one of the following would you chose?

		All India	Ayodhya
Valid	Can't Say	16	17
	Building temple on the site of problem	11	24
	Building mosque on the site of problem	1	11
	Arranging Job for all Indians	54	27
	Both Temple & Mosque together	18	20

A majority of 56 per cent in Ayodhya (majority of 43 per cent all over the country) see December 6 either as a “black day”, “shame day” or a day to teach us a lesson against communalism. An overwhelming 90 per cent of people in Ayodhya feel that it is the poor who suffer in riots and 91 per cent feel that a temple cannot be built over the blood of so many innocents killed on the day Babri was razed. Seventy four per cent all over the country and 79 per cent in Ayodhya unequivocally say that death sentence should be given to those who perpetrate riots.

How do you see the date of 6th December?

		All India	Ayodhya
Valid	Can't Say	41	19
	Shauraya Diwas	16	24
	Black Day	10	25
	Shame Day	9	14
	Day against communalism	24	17

That poverty is a more pressing concern for a majority of Indians came out when 73 per cent all over the country and 60 per cent in Ayodhya said that people who play mandir politics and say that the temple represents national pride neglect the issue of poverty in the country.

Poor, common man and innocent people are most affected by riots

		All India	Ayodhya
Valid	Can't Say	6	8
	Agree	86	90
	Disagree	8	2

Finally, a majority of 71 per cent (more than 68 per cent Hindus and 73 per cent Muslims) all over the country believe that a peaceful solution to Ayodhya is possible. Let modern India hail this.

Methodology: The survey was conducted by Cvoter The Week/CVoter survey was conducted among a national representative sample of 1,448 randomly selected respondents by a mix of Computer Assisted Telephonic Interviews (CATI) and personal one-on-one interviews across 21 states in India during September 9 to 13 this year. The data includes oneon-one interviews with 300 randomly selected respondents in Ayodhya. The data in the final tables have been weighted to known census profile.

Turks say: "A Woman's Place Is In the Home"!

According to Ipsos / Reuters Poll, Majority (52%) Of Turkey Believes; "A Woman's Place Is In the Home"

Istanbul, 7 March 2010

A new Reuters News poll conducted by Ipsos and released on International Women's Day indicates that three quarters (76%) of adults surveyed in 23 countries (representing 75% of the worlds GDP) don't agree with the statement that "a woman's place is in the home". In the alternate, the survey of over 24,000 adults—1000+ respondents per country—shows that 26% agree with the statement.

Those countries where inhabitants are most likely to agree that “a women’s place is in the home” are from India (54%), Turkey (52%), Japan (48%), China (34%), Russia (34%), Hungary (34%) and South Korea (33%). However, those countries with citizens most likely to disagree that “a women’s place is in the home” are from Argentina (9%), France (9%), Mexico (9%), Sweden (10%) and Brazil (10%).

Controlled freedom to women in Turkey

The relevant results have been seen in Ipsos KMG’s **“The Guide to Understand Turkey” 2010 Research** which is one of the Turkey’s most comprehensive life style researches with 16,000 respondents. In this research, 72% of the society agrees that women should contribute to the family economy. Even if compared to 2005 (75%) and 2007 (77%), this percentage has a decrease, we can say that the majority of the society agrees that the women should work. But another interesting point in this issue is the result that 62% of the Turkish society agrees that it depends on the husband’s authorisation for a woman to work. This shows that there is common idea of controlled freedom to women in Turkey.

About Ipsos / Reuters Research

These are the findings of an Ipsos poll conducted between November 4th, 2009 and January 13th, 2010, on behalf of Thompson Reuters News Service. For this survey an international sample of 24,077 adults aged 18+ were interviewed in a total of 23 countries representing 75% of the world's GDP.

The countries included Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Hungary, India, Italy, Japan, Mexico, Poland, Russia, and South Korea, Spain, Sweden, the Czech Republic, the Netherlands, Great Britain, the United States and Turkey. Approximately 1000+ individuals participated on a country by country basis via the Ipsos online panel. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement G@6_L3.

NORTHEAST ASIA

Social Media in China - a platform to socialize or express

Reason for social media explosion in China

There is no denying the fact that social media has been growing rapidly – in a recent study, we found that 51% of Chinese netizens are active participants in social networking sites. These are just the specialist social networking sites such as – renren.com, kaixin001.oc, qzone.com and

51.com. If you consider other parts of social media such as blogs, bbs and video sharing nearly everyone is involved. Why is there such a powerful social media landscape in China? Why has social media exploded in China?

The key to answering this question lies in understanding the way the Chinese consumers look at the Internet.
In the developed economies, consumers look at internet as a work tool, to increase efficiency or provide information. However, the Asian countries like China and India also look at it as a tool for self-expression. The Chinese and the Indian internet users, therefore are not just consumers of internet but are in fact prosumers –contributing as much to the net as taking from it. The conversion from consumer to prosumer comes from the fact that the traditional forums for discussion and airing your views are not available. Often debate and dispute is often not possible at home – as many of the young people don't have a sibling to fight with! It is not surprising that Chinese consumers are among the biggest bloggers in the world.

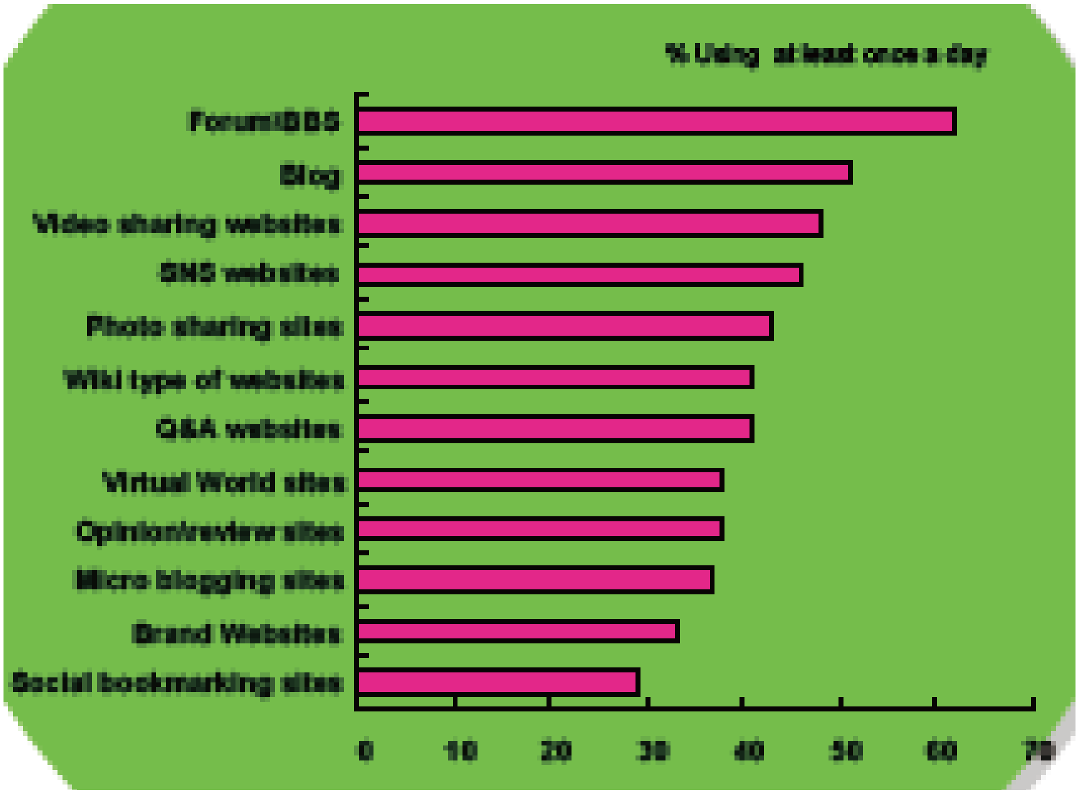
Given that such a powerful and vibrant social media scene exists in China, the key question is what potential it offers for marketers and how best we can use social media to progress the interest of our brands.

High expectations from marketers
Among the marketers there are very high expectations from social media. Marketers in China think that social media is one of the most effective marketing tool today. In fact there is a common perception that social media will replace more and more of conventional media over a period of time. At the same time, there is a feeling of inadequacy – a feeling that only a fraction of the potential of social media is tapped today – because very few companies, it is felt, understand social media, the social media scene changes so fast that it is difficult to keep up, there are so many options to chose from and lastly a complaint that their organisations are not able to find right agency partners or vendors to work with.

Defining social media
The first questions that arises is how do we define social media – do we confine the reference to social networking sites – like kaixin001, renren.com or kaixin001.com which are the Chinese equivalent of Facebook, where you connect with and share your lives with your friends, relatives and colleagues. Or do you include other online media where people express themselves and interact with other users. If we ask the consumers they have a much broader understanding of social media – in fact, many of them consider all media on the internet to be social media. It is not surprising, given the fact that the way the consumers use internet in China is largely interactive. Most importantly blogging, BBS and video sharing sites are also considered to be within the ambit of social media by many consumers.

Which would seem to suggest that in China, when thinking about using social media, marketers should not confine themselves to social networking sites, but take a broader perspective and consider the possibility of using other online platforms which consumers use to interact with each other.

The Most Frequently Used Social Media in China



With this broad definition the most frequently used social media in China are not social networking sites but forums/bbs, blogs and video sharing websites. Social networking sites are important – but come next to these.

What has marketing got to do with this?

While it is interesting to know and acknowledge that people in China are fond of interacting socially with their friends and colleagues online, like to discuss topics like how well dressed is xilige is, or about furongjie or the spicy details of the shoshou men, we need to still evaluate if it is elevant for brands? Why do marketers need to care about if people are interacting online socially?

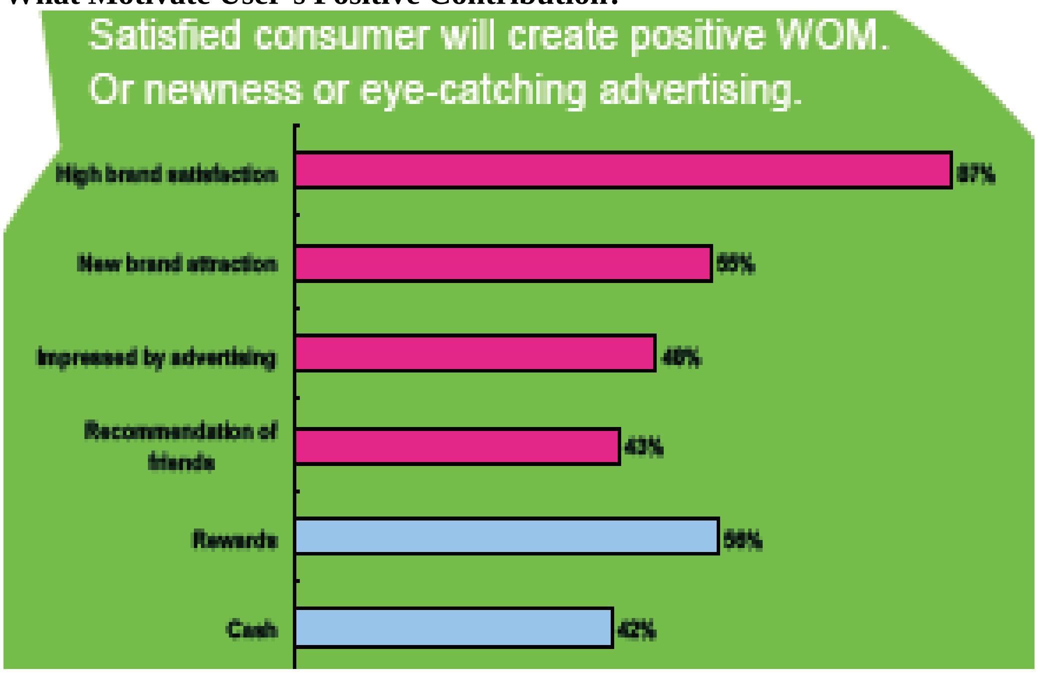
The reason that marketers need to care about this is that apart from xi li ge or shou shou men, people are discussing about products and brands online. 86% of the social networking users have come across a negative comment on a brand online.

Marketers have to be there to defend themselves. But it is not just about crisis management. 90% of the consumers we talked to have come across a positive comment online for a brand – pointing to the tremendous opportunity that the media offers to brands. It seems apparent therefore that people are talking about brands on social media – some are saying good things about brands, some are saying bad things about brands, Marketers can take of the risk of ignoring it or the can try to see how this can be monitored, moderated and veered in the positive direction.

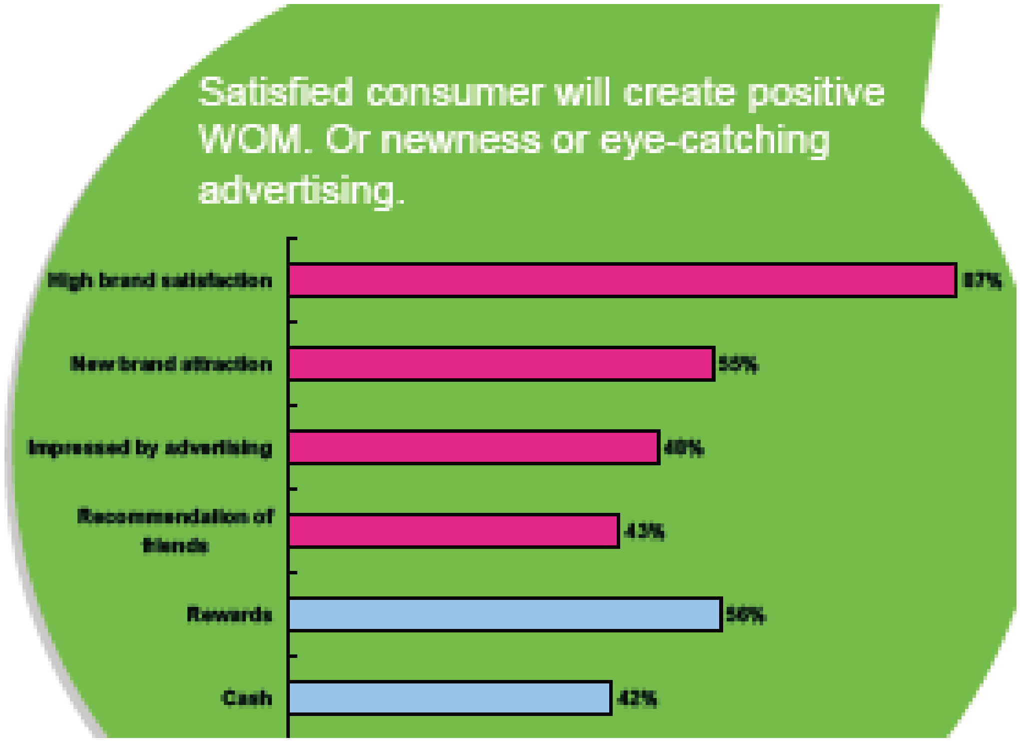
Why do people talk?

But why are the consumers chatting about brands at social media websites – what is prompting them to say nice or bad things about your brands. Of course, the reason we want to understand this is that if we can figure this out, we could try to see if we could restrain them from being brand terrorists and nudge them to be brand apostles. It is not unexpected that the major trigger for positive word of mouth is a high degree of consumer satisfaction. They want to share their happiness from consuming wonderful products, or relish their gratifying experiences. So the best way to make them talk is to delight them. Another interesting trigger is the possibility that either a new brand or its advertising catches their attention. So every time marketing has something new to talk about, there is an opportunity.

What Motivate User's Positive Contribution?



Just as a positive experience can trigger a positive word of mouth, a poor experience can trigger a negative ripple. But there are some other factors that we need to watch out for. The consumers should not think that companies are making misleading claims. Nor should they think that the brands have unfair service practices – such as product safety or refund policy. And lastly even poor perceived CSR practices or a boring campaign may trigger consumer lampooning.



But are we seen as interruption?
Should we only monitor the natural currents being generated in social media or should brands actively market themselves in the platform. One argument often mentioned against active marketing in social media is that social media is about interaction of people, it is about social and emotional warmth - will consumers welcome brands in this context of will they resent these?

Our research shows that consumers actually feel that the brand is more appealing if it has a presence in social media – as consumers feel that it increases the brand familiarity and it helps them understand how other consumers are reacting to the brand.

What marketing objectives can social media serve?
Marketing has different objectives at different stages of the brand development – it could include creating awareness for the brand to generating a favourable brand image to strengthening the bond with the existing consumers. Can social media do all of these tasks? Should the way we use social media be the same as we use conventional online advertising – or they are expected to serve two different objectives?

The views of the marketers that we talked to are very clear and they see a distinct role for social media – they expect social media to create WOM (word of mouth) or buzz and do strengthen the emotional bond, which is very different from that of conventional online advertising. While the role of social media is to strengthen the emotional bond and to develop loyalty, conventional online advertising has the job to create awareness and to inform (essentially the same job as that of advertising in traditional media such as television, but without TV's ability to enhance image). Hence there is an expectation that because marketing communication works in an environment of social interaction, warmth and bonhomie, it will have a more profound effect on the consumer psyche than conventional advertising. But is it really so?

If you ask the consumers – there seems to be a mismatch, the consumers say social media makes them aware of the brand – put it into the consideration set – even nudge me to try it - but generating loyalty and bond with the brand - a bit unlikely. This indicates a mismatch between the marketers' expectations from social media and the reality – which for us is a cause for reflection – are we using social media appropriately? Is it that quite often marketing communication on social media websites is actually conventional advertising, and makes little attempt to engage the consumers or to generate a dialogue?

Navigating the social media jungle
Social media is a dense jungle - not only in terms of the platforms available but also in terms of what one can do with each of these platforms – take blogging for instance – one can write a company blog, one can ask some consumers to write a blog, one can ask some celebrities or opinion leaders to write a blog, just respond to and comment upon others' blogs. Which strategy is the most appropriate? What works and what does not? What do we know about the relative effectiveness of the different social media tools?

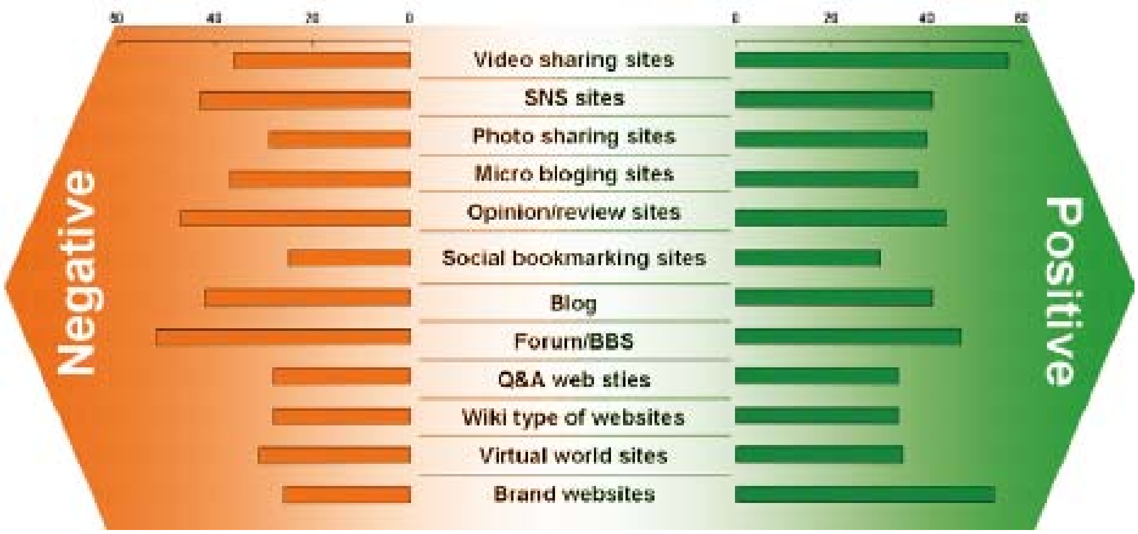
First place to look at is where are people talking about brands? And as this chart shows all these components of social media are important and people are talking about brands in all there platforms.

If you wanted to use social media for monitoring what consumers are saying or do crisis management, you need to look at places where people are more likely to talk negatively about brands which are– forums and BBS, opinion review sites, social networking sites and blogging. On the other hand if you wanted to see where people are talking positively about brands, video sharing sites top the list top the list, but bbs/forums and product review sites are still important.

Horses for courses
If we wanted to use social media to create awareness about a brand, we might use the all

powerful BBS, or product review sites, or create an event in the online community site. But we could also do a bit of microblogging, put the brand at a video sharing website and even write an official blog about the brand.

However if the task was to strengthen the relationship with the consumer, BBS are still important, but the activities required are the ones which try to involve the consumer more – not just offer information such as in micro-blogging.. What is likely to work or not work, therefore, varies by the marketing task. And the right tools will vary depending upon whether the task is trying to impart information or help the consumer in evaluating the brand or developing a bond. Hence just as all races can not be won by the same horse – and the type of horse that you bet on depends upon the specific characteristics of the course or the track, not all marketing objectives can be met by one tool of social media – however powerful it may seem – it is definitely "horses for courses" for effective deployment of social media.



Source: TNS China

3D Games To Play Larger Role in Game Market

Ipsos released the MMORPG graphic test report on local (Chinese) mainstream 3D games

2010-9-1

The global research leading company Ipsos has recently released the first MMORPG graphic test report on local (Chinese) mainstream 3D games. This represents Ipsos's first research project in the online game industry

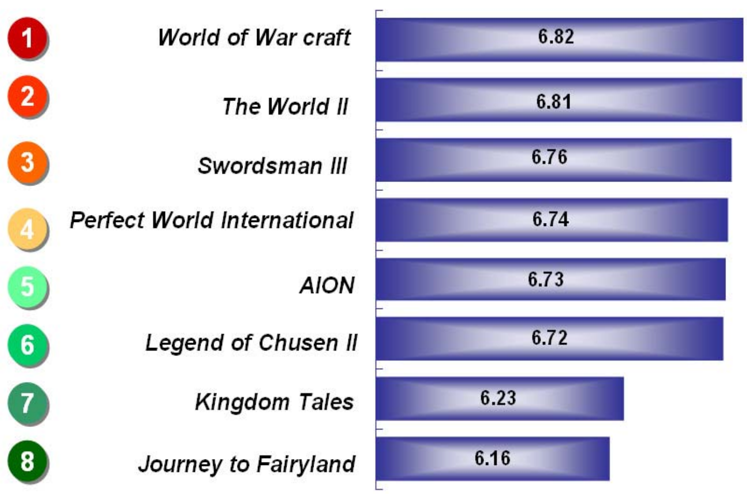
Ipsos points out in its report that since game production techniques and players hardware is rapidly being upgraded, 3D games will play a larger role in games market. Graphic performance is the most important selection criteria for players that choose 3D games.

Ipsos aims to take a critical look at the local mainstream 3D online games market as perceived by Chinese players. The study looks at this industry from multiple angles and makes a comprehensive and objective evaluation of how Chinese respondents perceive graphics developed in games, both locally and those developed overseas.

Ipsos found differences between local games and those from Japan, South Korea, Europe and America. Ipsos has helped determine forecasting direction for the future development of local online games. The following are some conclusions from the report:

1. Chinese players are satisfied with these key games existing in the market

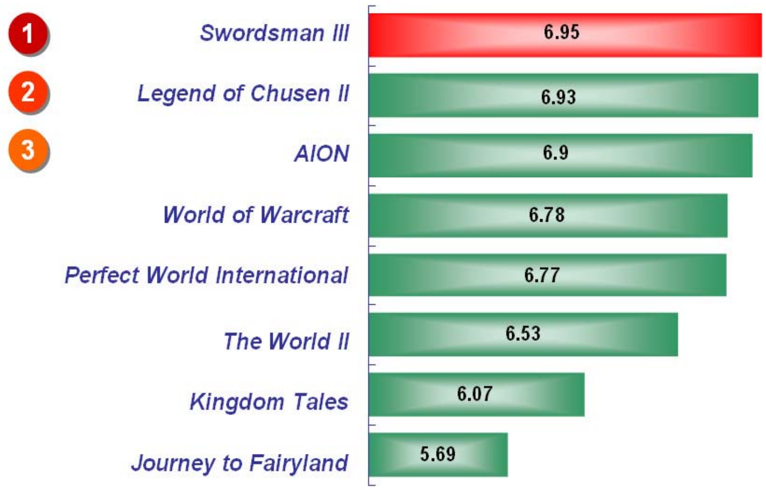
All of the 8 games scored above 6 points on graphics, meaning most of Chinese players are satisfied with these games in the market. No significant differences were found among the 8 games, but there were differences on specific details and aspects of the graphics.



Note: Graphic overall assessment rank of local hot MMORPG games

2. Hardware strength of local online games is recognized and is catching up with Korean games.

Korean games that have "perfect" character aspects are recognized by players; this is represented through "AION," a game well known for its powerful character customization system. In this blind test, "AION" received the highest marks regarding its character graphics while "Swordsman III" ranked first based on its character synthesis scores via its nice character motions and magnificent skill displays.



Note: Character synthesis scores rank of local hot MMORPG game

Another local online game "The World II" received high scores in scene detail and the highest scores in nice scenery, grand buildings, and night views, beating "AION" by a wide margin.

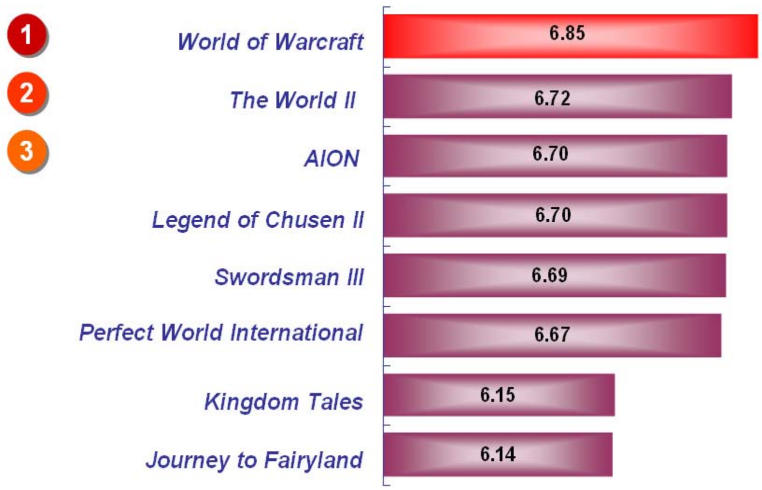
Note: Scene synthesis scores rank of local hot MMORPG games

"The World II" with 6.81 points ranks second on overall graphic assessment, and "Swordsman III" with 6.78 points ranks third. Both games exceeded "AION." In the test, local online games show excellent hardware strength with subtle scenes and characters, exceeding those of South Korea.

3. Local games need to strengthen art designing capabilities, which are of vital importance to players.

The research report from Ipsos also examines the "overall liking" of respondents with each game. This measures expressive details, 3D perceive on scenery, fancy and exquisite, and so on. The research indicates that respondents show the highest preferences to "World of Warcraft," with the highest score of 6.85. Because of its excellent performance in overall design, it ranks first place with the highest score.

Although the "World of Warcraft" has been launched for over 6 years, players still enjoy its best overall graphics. This is attributed to the quality of art and design in addition to engine technology; indicating the direction for local games in the future.



Note: Overall liking scores rank of local hot MMORPG games

4. Graphic style: "Cute" style games receives relatively lower acceptance while games using Chinese culture are more favored by local players.

"Journey to Fairyland" is a relatively unique product among 3D MMORPG games in China for its distinctive "cute" style. However, in this test, "Journey to Fairyland" has the lowest scores for its characters, meaning "cute" 3D online games receive lower acceptance among local players.

Compared to American games such as "World of Warcraft", the "World II," (as representative of Chinese games) has higher scores in scenery, night view and grand buildings. This means that games using Chinese culture are more favored by local players.

Appendix: Research design

The MMORPG Graphic Test involved 900 players aged 16 to 25 in Shanghai, Guangzhou and Wuhan, all of whom played MMORPGs in the past month. The research applies CLT and CAPI and was initiated in August 2010. Players are interviewed in blind tests, i.e., with interfaces being hidden. For example, characters were hidden while the scene was recorded and respondents were asked to score six segments of videos for each of the eight MMORPGs.

Selection criteria for the eight MMORPGs in the graphic test was based on choosing MMORPGs with high rankings both in market share and players awareness in local 3D online games. The eight selected games are as follows.

Local games: "Journey to Fairyland", "Kingdom Tales", "The World II", "Perfect World International", "Swordsman III", "Legend of Chusen II"

American game: "World of Warcraft"

Korean game: "AION"

Appendix: Detailed scores of all indicators

1. Scene Synthesis Scores

	Perfect World International	AION	Kingdom Tales	Legend of Chusen II	The World II	Journey to Fairyland	World of Warcraft	Swordsman III
Nice scenery	6. 58	6. 7	6. 81	6. 69	7. 28	6. 73	6. 88	6. 96
Grand buildings	6. 91	6. 58	6. 22	6. 57	7. 55	6. 52	6. 7	6. 65
Beautiful night view	6. 71	6. 72	6. 55	6. 24	7. 61	6. 77	6. 68	6. 55
3D perceive on water	7. 15	6. 54	6. 61	6. 71	6. 64	6. 67	6. 85	6. 7
Scene Synthesis Scores	6. 84	6. 62	6. 55	6. 55	7. 27	6. 67	6. 78	6. 72

2. Character Synthesis Scores

	Perfect World International	AION	Kingdom Tales	Legend of Chusen II	The World II	Journey to Fairyland	World of Warcraft	Swordsman III
Nice character aspect	6. 78	7. 18	6. 19	6. 97	6. 20	5. 70	6. 83	6. 98
Nice character motion	6. 79	6. 90	6. 22	6. 66	6. 23	5. 68	6. 85	6. 92
Magnificent skill display	6. 75	6. 63	5. 81	7. 16	7. 17	5. 70	6. 67	6. 96
Character Synthesis Scores	6. 77	6. 90	6. 07	6. 93	6. 53	5. 69	6. 78	6. 95

3. Overall Liking Scores

	Perfect World International	AION	Kingdom Tales	Legend of Chusen II	The World II	Journey to Fairyland	World of Warcraft	Swordsman III
Fancy and exquisite	6. 79	6. 8	6. 24	6. 83	6. 86	6. 26	6. 89	6. 83
3D perceive on scenery	6. 6	6. 55	6. 09	6. 57	6. 52	6. 03	6. 68	6. 59
Good design style	6. 52	6. 6	6. 03	6. 57	6. 59	6. 09	6. 68	6. 55
Imagination scope	6. 66	6. 65	6. 1	6. 65	6. 64	6. 19	6. 89	6. 64
Impressive scope	6. 54	6. 56	5. 93	6. 6	6. 64	5. 88	6. 77	6. 52
Harmonious color	6. 72	6. 82	6. 3	6. 78	6. 78	6. 26	6. 93	6. 74
Expressive Details	6. 67	6. 68	6. 17	6. 65	6. 77	6. 13	6. 9	6. 72
Overall Liking Scores	6. 67	6. 7	6. 15	6. 7	6. 72	6. 14	6. 85	6. 69

4. Graphic Overall Assessment Scores

	Perfect World International	AION	Kingdom Tales	Legend of Chusen II	The World II	Journey to Fairyland	World of Warcraft	Swordsman III
Graphic Overall Assessment Scores	6. 74	6. 73	6. 23	6. 72	6. 81	6. 16	6. 82	6. 76

About Ipsos

Ipsos Group was established in 1975 with headquarters in Paris. It is the world's leading market research group, having branches in 64 countries and regions worldwide while conducting business in over 100 countries and regions. Ipsos entered the Chinese market in 2000, and has now grown to become China's largest case study company. With more than 840 professionals, Ipsos in Greater China has established branches in Beijing, Shanghai, Guangzhou, Chengdu, Hong Kong and Taipei, providing research in marketing, advertising as well as brand, satisfaction and loyalty, public affairs and media. For more information, please visit: http://www.ipsos-gc.com/

SUB SAHARAN AFRICA

South Africans Largely Confident of Their Leadership

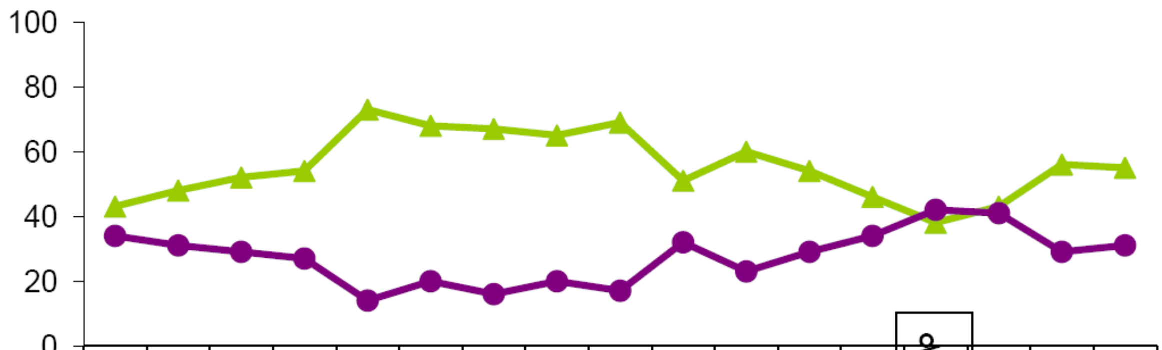
19th September 2010

Political Leadership

More than 16 months have passed since the 2009 general election and with local elections due to take place in 2011 it is important to examine how the South African public currently rates its political leaders and whether they think the country is headed in the right or wrong direction. It is also timeous to examine these ratings ahead of the ANC National General Council meeting to be held in Durban from Sunday. *Ipsos Markinor* conducts regular opinion polls which feature job approval ratings for the national government and premiers of the nine provinces. The poll also monitors whether South Africans feel the country is headed in the right or wrong direction. "President Zuma maintains high levels of support among South Africans ahead of the ANC NGC meeting. This is despite the reality that only just over half of the population believes that South Africa is headed in the right direction," says Helen Macdonald, a political analyst at *Ipsos Markinor*.

The latest opinion poll was conducted in May 2010 – a nationally representative study of 3 386 South Africans of 18 years and older. The sample accurately mirrors the adult South African population and has a margin of error between 0.7% and 1.67%1. Results are projected to the universe (possible voters in the country) and are representative of the prevailing opinions in the country at the time of interviewing.

Country Headed in Right / Wrong Direction, May 2010
Would you say that the country is moving in the right direction or the wrong direction?



	May '02	Nov '02	May '03	Nov '03	May '04	Nov '04	May '05	Nov '05	May '06	Nov '06	May '07	Nov '07	May '08	Nov '08	May '09	Nov "09	May '10
Right	43	48	52	54	73	68	67	65	69	51	60	54	46	38	43	56	55
Wrong	34	31	29	27	14	20	16	20	17	32	23	29	34	42	41	29	31

Not much changed since the end of last year as just over half of South Africans of voting age believe the country is headed in the right direction. Lowest levels were recorded in November 2008 just after the internal strife in the ANC over Mbeki's recall, internal leadership squabbles and the formation of COPE. This trend indicates that stability within the ruling party is crucial to ensure political stability in the country as a whole and whenever the ANC experiences internal leadership strife, its ripple effects are observed in the national psyche.

Rating of Political Leadership, May 2010
How well are the following doing their jobs? (% saying very well + fairly well)

	Very / Fairly Well Nov 2009	Very / Fairly Well May 2010
Jacob Zuma	77%	68%
Kgalema Motlanthe	63%	61%
National Government	70%	65%

Support for Jacob Zuma has decreased since the end of last year but still remains high at 68%. This mirrors the small decrease in support for the ANC, as cited in a previous press release (see *Political Party Support*, *Ipsos Markinor* 27 July 2010) from 71% in November 2009 to 66% in May 2010. Support for the Deputy President is stable around the 61% - 63% mark and a majority of South Africans of voting age believe the national government is doing their job well. This is still a very positive result for the National Government despite a 5% drop-off since November 2009. It will be most interesting to watch these levels of approval post-World Cup and to examine whether the successful hosting of the tournament has had an impact on how South Africans view their government and political leaders. *Ipsos Markinor* will publish a poll towards the end of the year detailing these results.

Rating of Provincial Premiers, May 2010
How well are the following doing their jobs? (% saying very well + fairly well)

Premiers	Very / Fairly Well May 2010
Nomvula Mokonyane (Gauteng)	49%
David Mabuza (Mpumalanga)	38%
Helen Zille (Western Cape)	61%
Ace Magashule (Free State)	71%
Maureen Modiselle (North West)	55%
Zweli Mkhize (KwaZulu-Natal)	68%
Noxolo Kiviet (Eastern Cape)	30%
Cassel Mathale (Limpopo)	36%
Hazel Jenkins (Northern Cape)	64%

Residents of each province were asked to rate their own premier and premiers Kiviet, Mathale and Mabuza received very poor ratings. Ace Magashule of the Free State received the highest rating. Over 70% of Free State residents believe that he is doing his job very / fairly well. end

EAST EUROPE

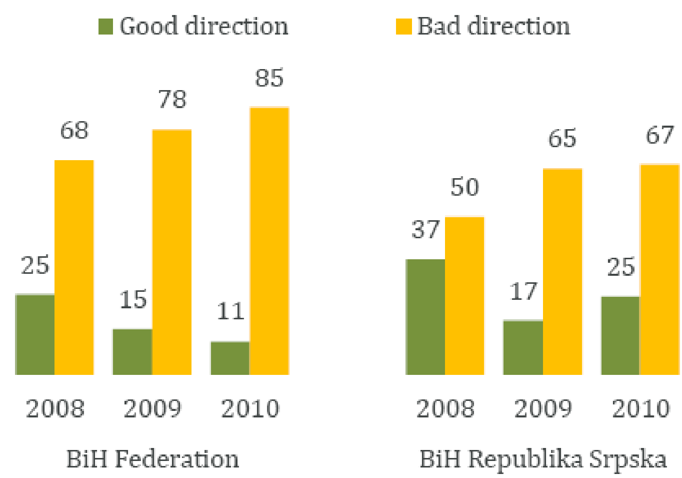
Bosnia and Herzegovina today – still looking for a solution

November 08, 2010

In 2009, the Balkan Monitor reasoned that the people of Bosnia and Herzegovina were "disenchanted with politicians ... and were turning to the EU in desperation". In 2010, it appears that these findings have not fundamentally changed. A majority of all three ethnic groups still do not feel that someone is speaking for them at a political level. Regarding the national government, vast majorities of respondents in the Federation and in Republika Srpska (92% and 82%, respectively) again said that its performance was *poor* or *only fair*. Despite better ratings for the Republika Srpska entity government (an increase of 13 percentage points saying it was doing a good job), majorities of respondents in both entities also gave their respective governments *poor* or *only fair* ratings.

Support for EU accession is still rising – up three points to 69% – with respondents seeing that as being a potential remedy for many of their griev-ances in Bosnia and Herzegovina. They looked for-ward to more economic development, greater po-litical stability, a higher level of security and more employment opportunities. Those developments are surely needed as two-thirds of BiH citizens were having difficulties in getting by on their household income in 2010.

Majorities see country going in a bad direction

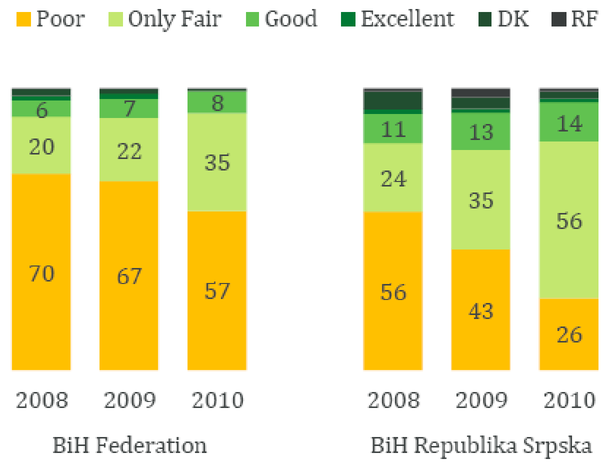


What would you say, in general, are things going in a good direction or in a bad direction in this country? (in %)

Inter-ethnic relations – a slight improvement

The good news is that relations between the Muslim Bosniaks, Catholic Croats and Orthodox Serbs in the country seem to be improving – across the board. For example, four years ago, about half of Bosniaks had *a lot* of trust in or *somewhat* trusted Orthodox and Catholic people, this figure has risen to 60% in 2010. Similar improvements were seen in the re-sponses of the Bosnian Croat and Bosnian Serb communities. Support for a unified Bosnia and Herzegovina may not, however, be the result of these improvements in relations; 87% of interview-ees in the Serb entity supported the creation of an independent Serb state if a majority of its citizens voted for it and 61% of Bosnian Serbs would support a split of the Bosnian Federation into Croat and Bosniak entities.

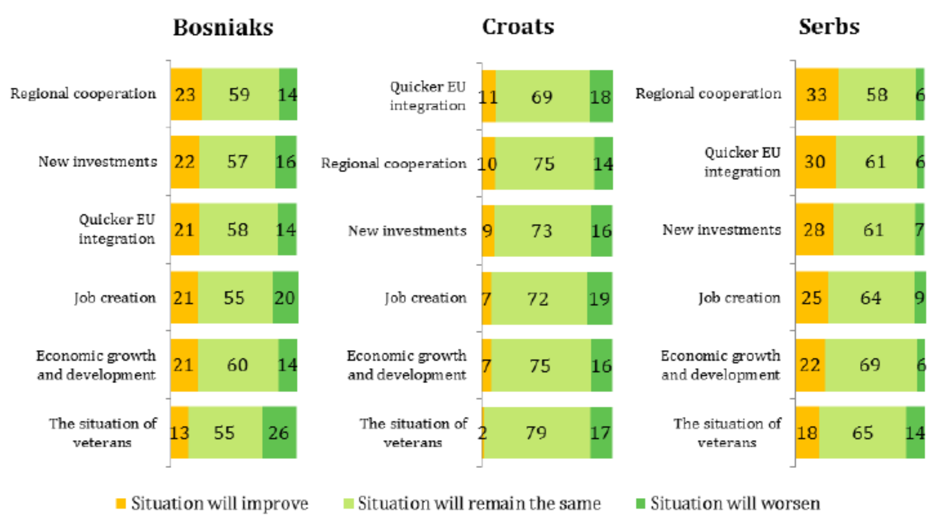
Opinions about government performance remain negative, but becoming more conciliatory



Please indicate how good a job you think the national government is doing. (in %)

When the three ethnic groups were asked to choose which concepts they most identified with, they opted for the ones that differentiated them from each other: their nationality (68% of Serb respondents, 48% of Bosnian Croats and 50% of Bosniaks identified *very* or *extremely* strongly with their nationality) and their religion (63%, 51% and 47% of respondents, respectively).

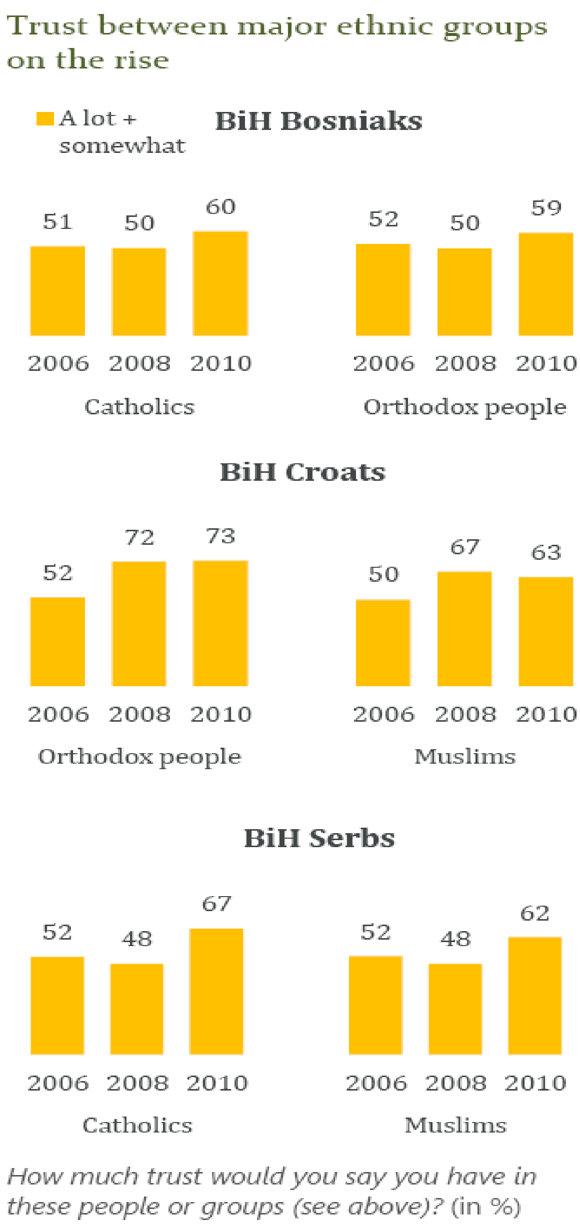
Modest hopes for post-election progress



Do you expect changes in these areas (see above) after the general elections in October 2010? (in %)

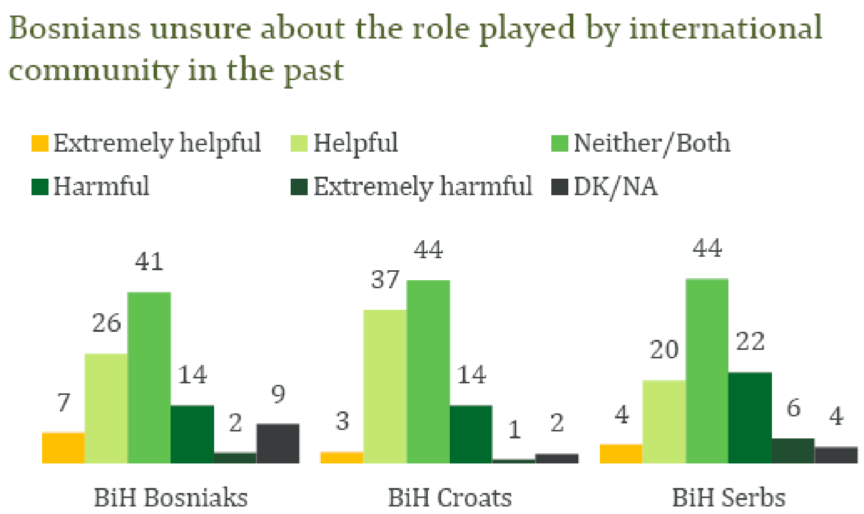
However, despite the prevailing ethnic divide in many areas of Bosnian society, the fear that these tensions might lead to another armed conflict is strongly decreasing: they are currently at the lowest point since the first Balkan Monitor survey was conducted in 2006: 87% of Bosnian

Croats, 81% of Bosnian Serbs and 78% of Bosniaks were convinced that there would *certainly* or *probably* not be an-other war in their region within the next five years.



The international community – the jury is still out

The effects of the international community‟s in-volvement in BiH are still a matter of debate. BiH residents are just as uncertain in their assessment of the situation as many of the political commentators. Since the first Monitor survey in 2006, the largest share of respondents (from 37% in 2006 to 41% in 2010) have said they did not know whether the international community‟s role has been helpful or harmful. It should be noted, however, that in 2010 those saying that the role has been helpful (32%) outnumbered those who had found the interna-tional community‟s role to be harmful (21%). The Bosnian Serbs were the most critical: 28% found the work of the international community in the past 15-20 years to be either harmful or extremely harmful.



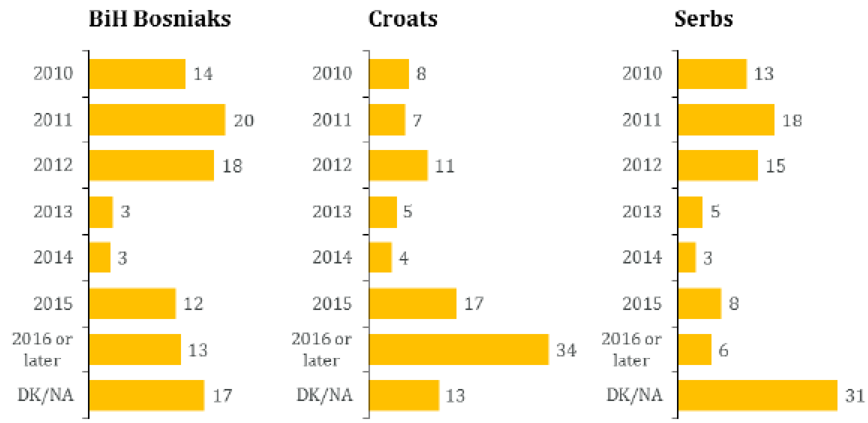
Thinking of the last 15-20 years and taking everything into account, how would you describe the international community's role in Bosnia and Herzegovina? (in %)

Visa liberalisation – arriving earlier than expected?

There was great disappointment in BiH when its citizens did not join those of Macedonia, Montene-gro and Serbia in being granted visa-free travel to the Schengen zone. Now, given the recent vote in the European Parliament, visa-free travel could be granted to BiH residents by the end of the year. If that happens, it would surprise Bosnians as the vast majority felt that such a relaxation of travel re-quirements would only happen in 2012 or later. For example, a third (34%) of Bosnian Croats only ex-pected the Schengen visa requirements would be dropped in 2016 at the earliest.

Since the elections, Secretary of State Hilary Clinton has visited Sarajevo, providing an opportunity for local politicians to get together and smile for the cameras. However, in the Monitor survey, respondents placed little faith in the outcome of the recent elections to resolve many of the existing problems and the ethnic divides showed through in many areas: a call for independent states was sup-ported and the importance of nationality and reli-gious beliefs was emphasised. In 2009, the Monitor concluded that BiH residents were turning to the EU in a spirit of desperation and it still looks that way in 2010.

Bosnians are more pessimistic than international commentators when it comes to estimating when visa-free travel to the Schengen area might arrive



Which year do you think Bosnia and Herzegovina will be granted visa-free travel to the Schengen area? in %

Methodology

- Multi-year comparative project in all Western Balkan countries
- A stratified random sample of around 1,000 respondents per country
- Stand-alone samples of ethnic minorities and other entities
- Face-to-face methodology
- Comparative questions allowing for time series across survey waves. Three waves have been undertaken between 2006 and 2010, the latest interviews were conducted in July 2010.

(Russia) Protest Potenial In October

Protests seem to be more real now than before. However, Russians are still not ready to participate in such actions.

MOSCOW, November 1, 2010. Russian Public Opinion Research Center (VCIOM) presents the information concerning the changes Russians expect in their life to happen; whether they think the mass protests can take place in the place of their residence, and if they would support such protests or no.

Social optimism index* slightly declined in October; it was down by 3 points (from 65 до 62), back to the April level. This was due to the decrease of the share of those respondents who are optimistic about the future (from 31 to 24%) and increase in the share of those who think no changes are expected to happen in their lives (from 45 to 50%).

Protest expectation index has showed the first rise over the year and reached 36 points.** It was due to the decreased number of those Russians who do no expect such actions to happen in the place of their residence(from 70 to 64%) and the increased number of those who think mass protests are possible to occur (from 23 to 27%).

As to personal participation in mass protests, the figure stays at the same level: over the recent year the index*** is fluctuating within 30-31 points. The stability is due to the steady share of those who are not ready to participate in protests (68-70%) and those who are possible to take part in protests (19-21%).

***Social Protest Index** is calculated as a difference between negative and positive assessments. The higher the index value is, the more optimistic Russians are.

****Protest Expectation Index shows** the degree of the probability of mass protests in communities. The higher the index value is, the more probable Russians think such actions are.

*****Protest Potential Index** показывает, насколько россияне готовы поддержать выступления протеста. Чем выше значение индекса, тем выше протестная активность россиян.

The initiative Russian opinion polls were conducted on October 9-10, 23-24, 2010. 1600 respondents were interviewed at 138 sampling points in 46 regions of Russia. The margin of error does not exceed 3.4%.

In your opinion, will you/your family live better or worse in a year from now?
(close-ended question, one answer)

	October 2009	**December2009**	**January 2010**	**February2010**	**March2010**	**April2010**	**May 2010**	**June**
Better	28	31	**27**	27	26	26	27	28
The same way	43	39	**45**	43	46	47	46	48
Worse	12	**12**	**14**	15	11	11	13	8
Hard to tell	17	**17**	**14**	16	16	17	15	15
Index	***59***	***58***	***58***	***55***	***61***	***62***	***60***	***68***

In your opinion, are mass protests against fall in living standards possible
(close-ended question, one answer)

	October2009	**November2009**	**December2009**	**February2010**	**March2010**	**April2010**	**May2010**	**Ju**
Quite possible	**25**	**22**	**24**	**23**	**24**	**21**	**24**	**23**
Hardly possible	**67**	**68**	**67**	**68**	**68**	**69**	**66**	**68**
Hard to tell	**8**	**10**	**9**	**9**	**9**	**9**	**10**	**9**
Index	*33*	*32*	*33*	*32*	*32*	*31*	*33*	*33*

If mass protests against fall in living standards happen in your city/rural area residence will you personal

	October 2009	**November2009**	**December2009**	**February2010**	**March 2010**	**April 2010**	**May 2010**	**J**

Rather yes	21	20	20	20	22	20	21	2
Rather no	70	73	71	70	68	70	68	6
Hard to tell	9	7	10	11	11	10	11	1
Index	*30*	*29*	*29*	*30*	*32*	*30*	*31*	*3*

Note: Using materials from the site www.wciom.ru or www.wciom.com, as well as distributed by VCIOM, the reference to the source (or hyperlink for the electronic media) is obligatory!

WEST EUROPE

Fiscal tightening will work, say UK importers and exporters

08.11.2010
United Kingdom

Over three quarters of the UK's SME importers and exporters believe that fiscal...

Travelex Confidence Index Summary Oct 2010*PDF (0.76 mb)*

- 76% of importers and exporters believe Chancellor's austerity programme will work
- Importers and exporters adopt a 'wait and see' approach in October

Over three quarters of the UK's SME importers and exporters believe that fiscal tightening will successfully reduce the UK's budget deficit, according to the latest Travelex Confidence Index (TCI) report. 76% believe that the Coalition's aggressive programme of spending cuts and tax hikes will work. Travelex said that their ringing endorsement of the Chancellor's plans echoes that of rating agency Standard & Poor's, who recently upgraded the UK's economic outlook.

"Most of our business customers seem to be accepting that Government spending cuts are a 'necessary evil.' Whilst they might hurt business in the short-term, they are confident that the fiscal squeeze will reduce the deficit over the long-term, which is encouraging," said David Sear, Global Managing Director at Travelex Global Business Payments.

Most importers and exporters adopted a "wait and see" approach in October, as the overall Confidence Index remained stable at 104. The index is now 7 points lower than it was in August. Faith in the current economic situation worsened; with confidence in the current economic environment falling 6% to 50%. Despite this, confidence in future international trading conditions edged up 2% to 62%.

"Overall, the latest index shows that UK importers and exporters seem to feel better about their longer term prospects than they do about their current situation. However, a recent string of positive UK data, such as stronger than expected third quarter growth and upbeat manufacturing activity, suggests sentiment among local importers and exporters may head higher over the near term," commented David Sear.

About Travelex Confidence Index

The Travelex Confidence Index (TCI), released monthly by Travelex Global Business Payments, provides commentators with a key indicator on international trade and economic conditions.

Conducted by independent research company TNS-RI, the Travelex Confidence Index tracks the views and sentiments of the UK's SME importers and exporters across industry sectors and UK regions. The TCI is the only piece of research available that regularly tracks the UK's SME importers and exporters. Visit**www.travelexbusiness.com/uk/confidence-index**

Britons Oppose Increase in Tuition Fees, Want MPs to Block Proposal

(11/08/10) -

More than half of respondents believe the new rules will discourage poorer students from attending university.

The British Government's decision to allow Universities in England to charge students up to £9,000 per year to students who take their courses has been rejected by many people in Britain, a new Angus Reid Public Opinion poll has found.

Tuition Fees

The Government has confirmed that Universities in England will have the option to charge students up to £9,000 per year to students for taking their courses, from 2012. This is an increase from the current maximum of £3,290 per year. Do you support or oppose the increase in the level of fees which Universities can charge students to take their courses?

Support	23%
Oppose	70%
Not sure	7%

In the online survey of a representative sample of 2,001 British adults, 70 per cent of respondents oppose the increase in the level of fees which Universities can charge students to take their courses. Only 23 per cent of Britons support the change.

Tuition Fees

Do you think that the maximum cap of £9,000 per year, is...

Too high	71%
About right	19%
Too low	3%
Not sure	7%

Seven-in-ten respondents (71%) think the maximum cap of £9,000 per year is too high, and 57 per cent believe that the change in tuition fees will ultimately discourage students from economically poorer backgrounds from attending University.

Two-in-five respondents (44%) believe the re-payment threshold that will be introduced as part of the proposed guidelines is correct.

Tuition Fees The universities which opt to charge the highest fees will be required to demonstrate that they are widening access to students from economically poorer backgrounds by other means such as outreach programmes, summer schools and targeted scholarships. In your view, will the change in tuition fees combined with this requirement…	
Encourage more students from economically poorer backgrounds to attend University	10%
Make no difference	24%
Discourage more students from economically poorer backgrounds from attending University	57%
Not sure	9%

Political Implications

In this year's General Election campaign, the Liberal Democrats pledged to end tuition fees altogether and not to raise them. As part of the Coalition Government with the Conservative Party, Liberal Democrat ministers are supporting these new tuition fee increases, although there will be a free vote so that individual MPs can choose to abstain or vote against the changes.

More than half of Britons (56%) believe the support of Liberal Democrat ministers to the proposed tuition fee changes is unjustifiable, and three-in-five respondents (62%) want their own MP to vote against the proposed changes.

Methodology: From November 3 to November 4, 2010, Angus Reid Public Opinion conducted an online survey among 2,001 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.

Three-in-Four Britons Foresee a Terrorist Attack in the Next Year (Multi-country)

(11/11/10) -

Three-in-five Americans believe a terrorist attack is likely to happen in their country—only 38 per cent of Canadians concur.

People in Britain are clearly more concerned about dealing with terrorism in the next year than their counterparts in the United States and Canada, a new three-country Angus Reid Public Opinion poll has found.

In late October, two explosive devices planted on cargo planes that were bound for the U.S. were intercepted after a tip-off from an al-Qaeda member in Saudi Arabia who turned himself in to authorities.

Terrorism CANADA – How likely is it that a terrorist attack will happen in Canada in the next year? UNITED STATES – How likely is it that a terrorist attack will happen in the U.S. in the next year GREAT BRITAIN – How likely is it that a terrorist attack will happen in the UK in the next year?			
	CANADA	UNITED STATES	GREAT BRITAI
Very likely	5%	19%	30%
Moderately likely	33%	40%	44%
Not too likely	38%	22%	11%
Not likely at all	16%	7%	4%
Not sure	8%	12%	10%

The online survey of representative national samples shows that three-in-four Britons (74%) believe that it is "very likely" or "moderately likely" that a terrorist attack will happen in the United Kingdom in the next year. Only 15 per cent of respondents think a terrorist attack is "not too likely" or "not likely at all."

A majority of Americans (59%) also believe that the possibility of their country being affected by terrorism is "very likely" or "moderately likely", while 29 per cent disagree.

In Canada, which has not faced a terrorist attack recently but experienced the trial of members of a home-grown terrorist cell (known as the Toronto 18), only 38 per cent of respondents expect to face terrorism in the next year. A majority of Canadians (54%) believe this is "not too likely" or "not at all likely."

Methodology: From November 3 to November 5, 2010 Angus Reid Public Opinion conducted an online survey among 1,024 Canadian adults who are Angus Reid Forum panellists, 2,129 American adults who are Springboard America panellists, and 2,001 British adults who are Springboard UK panellists. The margin of error—which measures sampling variability—is +/- 3.1% for Canada and 2.2% for the United States and Great Britain. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of Canada, the U.S. and Great Britain. Discrepancies in or between totals are due to rounding.

Two Thirds of Britons Are Willing to Legalise Euthanasia

(11/10/10) -

Almost three-in-five respondents believe people who help a person commit suicide should not be prosecuted.

Support for the legalisation of euthanasia remains high in Britain, and many people believe that parents who assist a terminally ill son or daughter to die should not face prosecution, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 2,015 British adults, 67 per cent of respondents support legalising euthanasia in the United Kingdom, while 19 per cent oppose this idea.

In addition, 58 per cent of Britons think people who help a person to commit suicide should not be prosecuted.

Euthanasia

Next, we'd like to ask you some questions about euthanasia. Generally speaking, do you support or oppose legalising euthanasia in the UK?

	Great Britain	Age 18-34	Age 35-54	Age 55+
Support	67%	63%	70%	66%
Oppose	19%	17%	17%	23%
Not sure	14%	20%	13%	11%

Arguments

A large majority of respondents believe legalising euthanasia would give people who are suffering an opportunity to ease their pain (83%) and establish clearer guidelines for doctors to deal with end-of-life decisions (77%).

Three-in-ten respondents (30%) believe that legalising euthanasia would send the message that the lives of the sick or disabled are less valuable.

Euthanasia

There are many arguments for and against legalising euthanasia. Do you agree or disagree with each one of the following arguments?

	Agree	Disagree	Not sure
Legalising euthanasia would leave vulnerable people without sufficient legal protection	43%	42%	15%
Legalising euthanasia would send the message that the lives of the sick or disabled are less valuable	30%	61%	9%
Legalising euthanasia would establish clearer guidelines for doctors to deal with end-of-life decisions	77%	14%	10%
Legalising euthanasia would give people who are suffering an opportunity to ease their pain	83%	10%	7%

Britons are evenly split on whether legalising euthanasia would leave vulnerable people without sufficient legal protection, with 43 per cent agreeing with this statement, and 42 per cent voicing discrepancy.

Assisted Suicide

In 2000, Heather Pratten of Essex pleaded guilty to aiding and abetting the suicide of her terminally ill son, Nigel, who suffered from Huntington's disease. Judge Graham Boal gave Pratten a conditional discharge instead of immediate imprisonment, due to the "exceptional circumstances" of the case.

In this survey, respondents were asked to select the appropriate punishment for a parent who is found guilty of assisting a terminally ill son or daughter to die. More than half of Britons (55%) believe no penalty should be applied, while 11 per cent would levy a fine, and 12 per cent would prefer a prison sentence at the discretion of a judge. Only two per cent of respondents would impose a mandatory sentence of life imprisonment in this case.

Our January 2010 survey on euthanasia can be found here.

Methodology: From October 27 to October 28, 2010, Angus Reid Public Opinion conducted an online survey among 2,015 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

Faith Groups Split on Resolution to N.Y. Islamic Center Debate

Muslims, atheists, and Jews less likely than Christian groups to favor relocating

November 8, 2010

American faith communities are split on the best way to resolve the disagreement regarding the Islamic center proposed to be built in New York City near the location of the Sept. 11 attacks. Muslims, Jews, other non-Christians and non-religious Americans are more likely to favor retaining the current location as originally conceived, or transforming the center into an interfaith institution. The majority of Catholics, Mormons, and, to a lesser degree, Protestants, believe the center should find another location.

What, in your opinion, is the best way to resolve the current disagreement over the proposed location of the Islamic center? The organization sponsoring the Islamic center should find another location, the organization sponsoring the Islamic center should build it on the proposed location and opposition voices should be ignored, the Islamic center should become an interfaith institution sponsored and owned by a coalition of religious groups, or something else?

	Find another location	Build on the proposed location	Change to an interfaith institution
	%	%	%
Muslim	14	43	30
Other non-Christian	24	41	29
No religion/ atheist/agnostic	32	42	17
Jewish	43	25	28
Roman Catholic	63	15	15
Mormon/ Latter Day Saints	62	20	12
Protestant/ Other Christian	49	18	23

Oct. 5-21, 2010

GALLUP

The findings are from a Gallup poll conducted Oct. 5-21, 2010, with 1,729 adults in the United States, including more than 200 respondents in each religious group except "other non-Christian religion." The survey asked respondents their opinion about "the best way to resolve the current disagreement over the proposed location of the Islamic center," providing three options and also allowing them to suggest alternative options.

There are significant differences across faith groups in response to the three options offered in the question wording, and individual faith groups mostly lack a strong consensus on the best path forward.

Approximately 45% of U.S. Muslims, other non-Christians (apart from Muslims and Jews) and atheists/agnostics said the center should move forward with the proposed location, despite opposition voices.

In contrast, the slight majority of Jewish Americans who do not believe the center should relocate are about evenly divided between retaining the current location and turning the center into an interfaith institution owned by a coalition of religious groups.

Those in the largest religious group in the U.S. -- Protestants and other non-Catholic Christians -- are split in their opinions on the center. About half say that the center should find another location, while the rest divide between the interfaith center option, and building the Islamic center on the current location as planned.

A majority of Catholics, the second largest religious group in the U.S., choose the alternative that the center be built in another location.

Members of most faith groups are quite tuned in to the news about the location of the Islamic center. Catholics, Jews, and Protestants are the most likely to have heard a great deal, followed by Muslims, atheists and agnostics, and other non-Christians. Mormons are the least likely to have heard a great deal.

Using a five-point scale, where 5 means a great deal and 1 means nothing at all, how much have you heard or read about the disagreement regarding plans to build an Islamic center in New York City near where the Sept. 11 terrorist attacks occurred?

Among most faith groups

	A great deal (5.00)
	%
Muslim	61
Other non-Christian	53
No religion/atheist/agnostic	61
Jewish	70
Roman Catholic	71
Mormon/ Latter Day Saints	39
Protestant/Other Christian	61

Oct. 5-21, 2010

GALLUP

Implications

Specific U.S. faith groups differ in their preferences about the location of the Islamic center set to be built near ground zero in New York City, with the fault line falling roughly between Christian and non-Christian groups. There is also a lack of consensus even within the same faith community as to the best path forward, further complicating efforts to find a solution to the disagreement that will satisfy everyone. This range in views inside a single religious community suggests that the fault line in the public discourse is better drawn -- not between Muslim Americans and the rest, or even between Christians and non-Christians -- but between groups of Americans with differing perspectives on the issue, regardless of faith.

It may seem that the resolution is destined to leave some groups upset and disappointed while accommodating the views of others, but that presumes the public is not open to compromise. In fact, it may be possible to devise solutions that receive at least tepid support from the majority of all faith groups, thus minimizing the perception that one side or the other has "won" or "lost." Further, it is possible that many Americans would accept one of the other choices they do not name as their preferred solution as an acceptable alternative. A narrowing down of potential options may help to hone in on whether a majority of Americans would perhaps support one option over another.

Survey Methods

Results are based on telephone interviews with 1,729 adults aged 18 and older from Oct. 5 - 21, 2010. Respondents were randomly chosen from those who agreed to be re-contacted and based on self identified religious affiliation. Respondents were grouped into the following religious groups: Protestant and Other Christian Religion, Roman Catholic, Jewish, Muslim/Islam, Mormon/Latter-Day Saints, Other Non-Christian Religion, No Religion/Atheist/Agnostic. Respondents form Alaska and Hawaii were excluded from the study.

The maximum margin of sampling error for each religious group is as follows: Protestant (±9%), Roman Catholic (±11%), Jewish (±9%), Muslim/Islam (±9%), Mormon/Latter-Day Saints (±9%), Other Christian Religion (±9%), Other Non-Christian Religion (±11%), No Religion/Atheist/Agnostic (±11%).

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. 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. For this study respondents were further weighted based on the religious make-up of the U.S. population in 2010.

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 Support Punishing Murder with the Death Penalty

Four-in-five respondents believe innocent people have been executed in the United States.

Most Americans support the death penalty in murder cases, but are divided on whether it acts as a deterrent for potential criminals, a new Angus Reid Public Opinion poll has found.

Death Penalty

Do you support or oppose punishing each of the following crimes with the death penalty? – *Total U.S.*

	Homicide (Murder)	Rape	Kidnapping	Armed robbery
Support	83%	62%	51%	40%
Oppose	13%	33%	41%	53%
Not sure	4%	5%	8%	7%

The online survey of a representative sample of 1,006 American adults also finds that a high proportion of respondents believe that innocent people have been executed in the United States.

Across the country, 83 per cent of respondents support punishing homicide with the death penalty, while 13 per cent are opposed. A majority of Americans would also rely on capital punishment to punish rape (62%) and kidnapping (51%), but not armed robbery (40%).

Death Penalty

All things considered, do you believe innocent people have been executed in the United States?

		Region				Political Allegiance		
	Total	Northeast	Midwest	South	West	Dem.	Rep.	Ind.
Yes, I believe this has happened	81%	83%	79%	84%	83%	85%	76%	84%
No, I do not believe this happened	6%	9%	6%	4%	7%	5%	9%	4%
Not sure	13%	8%	15%	11%	9%	10%	14%	11%

Respondents are evenly split on the overall effect of the death penalty. While 39 per cent of Americans think capital punishment acts as a deterrent, 35 per cent disagree. Republicans (52%) are more likely to believe that the death penalty deters potential criminals than Independents (40%) and Democrats (34%).

Four-in-five respondents (81%) believe innocent people have been executed in the United States, while only six per cent think that this has never happened.

Methodology: From October 28 to October 29, 2010, Angus Reid Public Opinion conducted an online survey among 1,006 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.

Republicans Motivated by Opposition to Obama and Health Care Reform

(11/08/10) -

Only 41 per cent of Democratic Party voters aged 18-to-34 say they support the President and his policies.

Many Republican Party voters cast a ballot in last week's mid-term election in order to voice their rejection to Barack Obama and his policies, while barely half of Democratic Party supporters admit that they wanted to offer a vote of confidence to the President, a new Angus Reid Public Opinion poll has found.

The online survey of a representative sample of 2,129 American adults asked respondents who took part in the Nov. 2 mid-term election about their motivations as they cast their ballot.

Mid-Term Election

*To respondents who voted for the **Republican Party** candidate in their Congressional district on the Nov. 2, 2010 mid-term election.*

People have different reasons for voting for specific parties. Thinking about your vote on the Nov. 2 election, did any of these thoughts cross your mind? Please select all that apply.

		Region			
	Total	Northeast	Midwest	South	West
"I oppose the President and his policies."	66%	71%	62%	68%	64%
"I don't want the Democrats to gain seats."	39%	26%	43%	39%	48%
"I am unhappy with health care reform."	54%	41%	57%	59%	55%
"The Republicans have the best plan to help the economy."	39%	32%	42%	39%	44%
None of these	8%	4%	11%	9%	10%

Republican Party Voters

Two thirds of respondents who voted for the Republican Party contender in their congressional district (66%) say they were opposing the President and his policies, and more than half (54%) claim to be unhappy with health care reform. Two-in-five (39%) state that they did not want the Democrats to gain seats, and that the Republicans have the best plan to help the economy.

Mid-Term Election

*To respondents who voted for the **Republican Party** candidate in their Congressional district on the Nov. 2, 2010 mid-term election.*

People have different reasons for voting for specific parties. Thinking about your vote on the Nov. 2 election, did any of these thoughts cross your mind? Please select all that apply.

	Gender		Age		
	Male	Female	Age 18-34	Age 35-54	Age 55+
"I oppose the President and his policies."	66%	66%	54%	69%	70%
"I don't want the Democrats to gain seats."	41%	38%	39%	31%	48%
"I am unhappy with health care reform."	57%	51%	41%	48%	68%
"The Republicans have the best plan to help the economy."	42%	36%	42%	36%	40%
None of these	8%	9%	10%	8%	8%

Opposition to Obama was a particularly good motivator for GOP voters aged 35 to 54 (69%) and those over the age of 55 (70%). Older respondents were also more likely to voice resistance to health care reform (68%) than their younger counterparts.

Democratic Party Voters

Respondents who voted for the Democratic Party contender in their congressional district were not particularly inspired. Barely half (48%) admit that they thought about supporting the President and his policies as they pondered their options, while two-in-five (40%) believe that the Democrats have the best plan to help the economy. In addition, 37 per cent of these respondents simply did not want the Republicans to gain seats. Only three-in-ten Democratic Party voters (31%) say they are happy with health care reform.

Mid-Term Election

*To respondents who voted for the **Democratic Party** candidate in their Congressional district on the Nov. 2, 2010 mid-term election.*

People have different reasons for voting for specific parties. Thinking about your vote on the Nov. 2 election, did any of these thoughts cross your mind? Please select all that apply.

		Region			
	Total	Northeast	Midwest	South	West
"I support the President and his policies."	48%	37%	45%	54%	48%
"I don't want the Republicans to gain seats."	37%	36%	35%	38%	37%
"I am happy with health care reform."	31%	19%	35%	31%	34%
"The Democrats have the best plan to help the economy."	40%	40%	41%	42%	36%
None of these	16%	19%	16%	13%	18%

Democrats in the South (54%) and the West (48%) were more likely to say that they voted to support Obama, while only two-in-five Democrats aged 18 to 34 (41%) felt the same way. It is important to note that only 19 per cent of Democrats in the Northeast are satisfied with health care reform.

Mid-Term Election

*To respondents who voted for the **Democratic Party** candidate in their Congressional district on the Nov. 2, 2010 mid-term election.*

People have different reasons for voting for specific parties. Thinking about your vote on the Nov. 2 election, did any of these thoughts cross your mind? Please select all that apply.

	Gender		Age		
	Male	Female	Age 18-34	Age 35-54	Age 55+
"I support the President and his policies."	47%	49%	41%	47%	54%
"I don't want the Republicans to gain seats."	38%	35%	34%	40%	36%
"I am happy with health care reform."	31%	30%	29%	28%	35%
"The Democrats have the best plan to help the economy."	43%	36%	38%	41%	40%
None of these	15%	16%	16%	15%	16%

Analysis

The Republican Party achieved victory in the mid-term election, aided by a stimulated base that digested the two key messages of the congressional campaign: opposition to the incumbent president and dissatisfaction with health care reform. These two issues were bigger motivators than economic plans or partisanship.

Democratic Party voters did not show a high level of commitment to the President, and only three-in-ten say satisfaction with health care reform was one of their main motivators for choosing the Democrats. With the 2012 Presidential Election only two years away, Obama will need to reconnect with younger voters. This group was particularly important in 2008, but appears to be no longer enthralled with his vision.

Methodology: From November 3 to November 5, 2010, Angus Reid Public Opinion conducted an online survey among 2,129 American adults who are Springboard America 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 Census data to ensure a sample representative of the entire adult population of the United States.

Canadians Endorse Multiculturalism, But Pick Melting Pot Over Mosaic

(11/08/10) -

At least three-in-ten respondents believe Canadian society is intolerant towards Muslims and Aboriginal Canadians.

A majority of Canadians believe the policy of multiculturalism has been positive for the country, but only one third are satisfied with the concept of the mosaic, a new Angus Reid Public Opinion poll has found.

The online survey of a representative national sample of 1,006 Canadian adults also found that at least three-in-ten respondents believe that Canadian society is intolerant towards Muslims, and Aboriginal Canadians.

Multiculturalism

Across the country, 55 per cent of respondents think multiculturalism has been good for Canada, while 30 per cent believe the policy has been bad. British Columbians (65%) express the highest level of admiration for multiculturalism, while Quebecers (49%) are at the bottom end.

Multiculturalism

Thinking now about the policy of multiculturalism, do you personally think multiculturalism has been good or bad for Canada?

		Region					
	Total	BC	AB	MB/SK	ON	PQ	ATL
Very Good / Good	55%	65%	51%	54%	57%	49%	50%
Bad / Very Bad	30%	23%	39%	27%	28%	31%	31%
Not sure	16%	12%	10%	19%	14%	20%	18%

Two-thirds of respondents aged 18-34 (65%) think multiculturalism has been good for Canada, but only 45 per cent of people over the age of 55 concur.

Multiculturalism Thinking now about the policy of multiculturalism, do you personally think multiculturalism has been good or bad for Canada?						
		Gender		Age		
	Total	Men	Women	Age 18-34	Age 35-54	Age 55+
Very Good / Good	55%	55%	54%	68%	50%	45%
Bad / Very Bad	30%	34%	25%	18%	31%	41%
Not sure	16%	11%	20%	14%	19%	14%

Mosaic or Melting Pot?

For decades, the concept of the mosaic—where cultural differences within society are deemed valuable and regarded as something that should be preserved—has been used to establish a difference between Canada and the United States. Americans consistently refer to their country as a melting pot, where immigrants assimilate and blend into society.

Multiculturalism Thinking now about the policy of multiculturalism, do you personally think multiculturalism has been good or bad for Canada?						
		Gender		Age		
	Total	Men	Women	Age 18-34	Age 35-54	Age 55+
Canada should be a melting pot—immigrants should assimilate and blend into Canadian society	54%	59%	49%	37%	61%	64%
Canada should be a mosaic—cultural differences within society are valuable and should be preserved	33%	29%	36%	47%	27%	23%
Not sure	13%	12%	15%	16%	11%	13%

More than half of respondents (54%) believe Canada should be a melting pot, while one third of Canadians (33%) endorse the concept of the mosaic. The melting pot is particularly attractive for Quebecers (64%), Albertans (60%) and respondents over the age of 55. The mosaic gets its best marks among British Columbians (42%) and respondents aged 18 to 34 (47%).

A Tolerant Society?

Respondents across the country were asked whether Canada is tolerant or intolerant towards nine different groups. One third of respondents (33%) think Canadian society is intolerant towards Muslims, three-in-ten (30%) say it is intolerant towards Aboriginal Canadians, and one-in-four (24%) believe it is intolerant towards immigrants from South Asia.

Significantly fewer people believe Canadian society is intolerant towards gays and lesbians (16%), people with disabilities (15%), and immigrants from Africa (16%), Asia (10%), Latin America (7%) and Europe (4%).

Analysis

Most Canadians are not ready to claim—as German Chancellor Angela Merkel did earlier this year when assessing her own country—that multiculturalism has failed. However, the mosaic is no longer the predominant concept across Canada. A majority of respondents appear to be growing fond of the melting pot.

While a majority of respondents believe that Canadian society is tolerant towards most groups, there are some striking differences. Immigrants from Latin America and Europe are seen as groups that face acceptance practically all the time, which is something that cannot be said about Muslims, Aboriginal Canadians and Immigrants from South Asia.

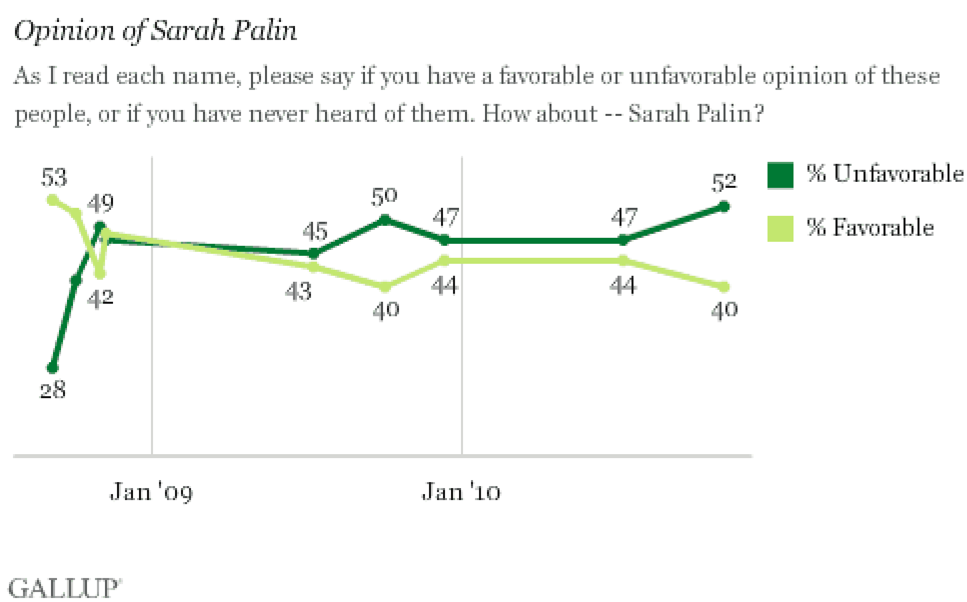
Methodology: From November 2 to November 3, 2010, Angus Reid Public Opinion conducted an online survey among 1,006 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

At 52%, Palin's Unfavorable Score Hits a New High

Americans remain split in their reactions to Tea Party movement

November 12, 2010

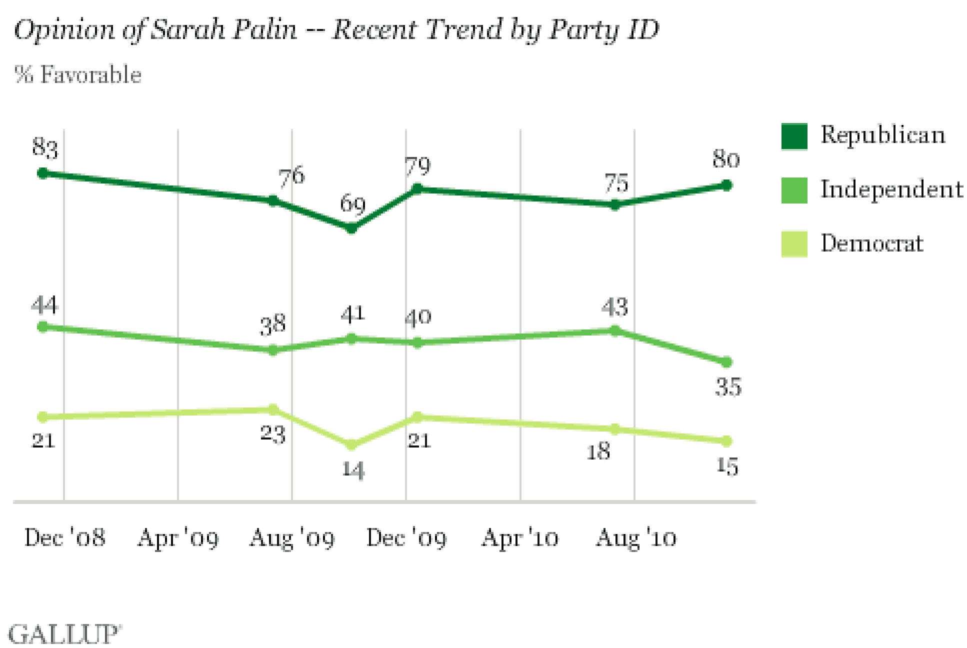
More than half of Americans, 52%, now view Sarah Palin unfavorably, the highest percentage holding a negative opinion of the former Alaska governor in Gallup polling since Sen. John McCain tapped her as the 2008 Republican vice presidential nominee. Her 40% favorable rating ties her lowest favorable score, recorded just over a year ago.



The latest results come from a Nov. 4-7 Gallup poll, conducted shortly after the midterm elections delivered some big wins as well as losses for Tea Party movement candidates Palin had actively campaigned for in the past year.

Palin's image has consistently tilted negative since July 2009, and was nearly as negative in October 2009 as it is today. Public views on her were also more negative than positive just before the 2008 election, in which President Obama handily defeated the Republican ticket. By contrast, Americans' initial reactions to Palin after her debut at the Republican National Convention that year were mostly favorable.

Now that the 2010 midterms are over, the big question swirling around Palin is whether she will run for the 2012 Republican presidential nomination. Given her high name recognition and broad popularity among Republicans, 80% of whom now view her favorably, she is clearly in a strong position to seek it. However, her negative image among the other party groups -- 81% of Democrats and 53% of independents view her unfavorably, while fewer than 4 in 10 view her favorably -- casts some doubt on her viability in the general election.



After Midterms, More Americans Take a Stance on the Tea Party

Although Palin is strongly associated with the national Tea Party movement, her decline in favorability is not mirrored in the post-election support Gallup finds for the Tea Party.

About a third of Americans, 32%, now consider themselves to be Tea Party supporters, up slightly from the 26% saying this before the election, and one percentage point higher than the previous high on this measure. At the same time, 30% of Americans consider themselves opponents of the movement, tying the prior high.

Relationship to Tea Party Movement

Do you consider yourself to be -- [a supporter of the Tea Party movement, an opponent of the Tea Party movement], or neither?

	Supporter	Opponent	Neither	No opinion
	%	%	%	%
2010 Nov 4-7	32	30	31	7
2010 Oct 28-31	26	27	40	7
2010 Oct 14-17, 21-24	26	26	35	13
2010 Aug 27-30	30	27	34	9
2010 Jun 11-13	31	30	32	7
2010 May 24-25	29	28	37	6
2010 Mar 26-28	28	26	38	8

GALLUP

Nearly two-thirds of Republicans, 65%, call themselves supporters of the Tea Party movement in the latest poll, while 57% of Democrats are opponents of it. Independents are about evenly divided: 30% call themselves supporters and 25% say they are opponents.

Bottom Line

At the close of an eventful midterm election season that focused heavily on the Tea Party message and candidates, Americans remain broadly divided in their reactions to the Tea Party movement, while the majority now hold a negative image of Palin, one of the movement's most visible proponents. In the process, Palin maintained her already-positive image with Republicans while losing ground with independents and remaining widely unpopular with Democrats. The national Tea Party movement itself is also relatively polarizing, with about equal percentages of Americans calling themselves supporters and opponents.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Nov. 4-7, 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.

Four in 10 Americans Believe Healthcare Law Goes Too Far

Twenty percent say the healthcare law is about right

November 12, 2010

Americans are most likely to say the healthcare law passed earlier this year goes too far (42%), while 29% say it does not go far enough and 20% say it is about right. Those who believe the law goes too far tend to favor repealing it and passing a new bill as opposed to scaling back the existing bill or repealing the law and not passing new legislation in its place.

Views of Healthcare Law

Taking everything into account, do you think the new healthcare law -- [ROTATED: goes too far, is about right, (or) does not go far enough]?

Would you like to see Congress -- [ROTATED: keep the healthcare law in place but scale it back considerably, repeal the healthcare law and start work on a new healthcare bill, (or) repeal the healthcare law and NOT pass a new healthcare bill]?

	%
Goes too far	42
(Should keep in place but scale back considerably)	(7)
(Should repeal and work on new bill)	(25)
(Should repeal and not pass a new law)	(10)
Is about right	20
Does not go far enough	29
No opinion	8

USA Today/Gallup, Nov. 4-7, 2010

GALLUP

The healthcare law was a major achievement for this Congress but proved to be a symbol of anti-big-government sentiment that helped fuel the Tea Party movement and led to big Republican gains in Congress in the midterm elections. Republican leaders are now deciding what to do with the law after they take control of the U.S. House in January. Even if the House did pass legislation to repeal the healthcare law, the likelihood of its succeeding is slim, given a Democratic president and Democratic-controlled Senate.

The Nov. 4-7 *USA Today*/Gallup poll finds that most Americans are generally dissatisfied with the law -- 20% describe it as "about right." But less than a majority think it goes too far, and 10% favor repealing the legislation and not passing a new bill in its place.

A substantial minority of 29% seem inclined to want to expand on what the current law does, saying it does not go far enough. That includes 46% of Democrats, but also 27% of independents and 12% of Republicans.

Republicans are, not surprisingly, most likely to say the law goes too far. Half of Republicans would like to repeal the legislation and pass a new bill to replace it, while 20% favor repeal without new legislation.

Views of Healthcare Law, by Political Party Affiliation

	Democrats	Independents	Republicans
	%	%	%
Goes too far	11	43	79
(Should keep in place but scale back considerably)	(4)	(8)	(9)
(Should repeal and work on new bill)	(6)	(25)	(50)
(Should repeal and not pass a new law)	(1)	(10)	(20)
Is about right	35	19	5
Does not go far enough	46	27	12
No opinion	8	11	4

USA Today/Gallup, Nov. 4-7, 2010

GALLUP

Implications

If the new Republican House majority attempts to repeal the healthcare law, it will be following the wishes of the party's supporters. However, it is not clear whether the wider public would prefer that course of action. Americans in general do not seem to be overly satisfied with the healthcare overhaul, but the appetite for repealing it may not be as big as the midterm election results might suggest, given that less than a majority of Americans believe the legislation goes too far. Further, even most who think the bill goes too far still believe some new healthcare legislation should be passed in its place.

Odds of a repeal effort's succeeding in the next Congress are low, but the Republicans may decide not to fund key provisions of the bill to delay its implementation.

Survey Methods

Results for this *USA Today/*Gallup poll are based on telephone interviews conducted Nov. 4-7, 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.

Few Americans Would Use Cash Windfall to Start a Business

Chinese more likely than Americans, Europeans to invest in business

November 12, 2010

If they suddenly inherited a large sum of money, those living in the U.S. or highly developed countries in Europe are less likely to say they would use that money to start a business than are those living in less developed countries in the European Union and Chinese cities.

Please imagine that you suddenly inherited (x amount). What would you do with the money?

Respondents could choose response

	United States	EU member states	China	EU very highly developed	EU highly developed
Start a business	14%	14%	41%	11%	23%
Save the money	48%	30%	23%	32%	22%
Buy a house/Repay mortgage	24%	31%	13%	30%	25%
Spend it on things you've always wanted to buy	8%	16%	19%	17%	19%
Work less/Stop working	2%	4%	1%	4%	4%
Don't know/ Refused	3%	5%	3%	5%	7%

Based on Flash Eurobarometer surveys conducted in December 2009.
The size of this hypothetical inheritance varied between individual countries. For example, respondents in the United States were asked what they would do if they inherited $150,000, while the amount in China was 100,000 Renminbi. The exact amount used in each country is specified in the survey methods.

GALLUP

These findings are from a Flash Eurobarometer study in December 2009 that investigated attitudes toward entrepreneurship and entrepreneurs in the 27 European Union member states, the U.S., 50 Chinese cities, and a handful of other countries.

The same survey found Americans more likely than Europeans or Chinese respondents to see themselves as risk takers, competitive, and confident they can accomplish difficult tasks -- attitudes often ascribed to entrepreneurs. Still, these data suggest Chinese would be more inclined to take action on entrepreneurial projects if presented with a cash windfall. This may reflect the Chinese government's active support of new entrepreneurial ventures through business incubators and free enterprise zones, but these resources are more available to those in the urbanized East than to rural Chinese.

In most countries surveyed, the relative majority would either save the money or use it to buy a house or repay their mortgage. Americans are three times more likely to say they would save the money (48%) than they are to say they would use it to start a business (14%), which may reflect how many small businesses in the U.S. are struggling in the economic climate. Citizens in very highly developed countries in Europe are also more likely to say they would save the money than start a business (32% vs. 11%, respectively).

Please imagine that you suddenly inherited (x amount). What would you do with the money?

Highly developed	**% Start business**	**% Buy house**	**% Save**	**% Spend**	**% Stop working**
Average	23	25	22	19	4
Romania	42	20	17	12	4
Bulgaria	33	17	21	16	5
Lithuania	25	22	15	24	6
Poland	24	25	27	16	1
Hungary	19	23	33	16	3
Latvia	18	27	19	27	1
Estonia	15	39	15	19	6
Slovakia	11	30	31	18	4

Very highly developed	% Start business	% Buy house	% Save	% Spend	% Stop working
Average	11	30	32	17	4
Greece	21	32	27	12	2
Portugal	17	31	36	7	2
Spain	18	32	29	15	4
Cyprus	15	23	36	15	6
Italy	15	36	25	14	2
Ireland	14	39	28	13	3
Malta	12	21	30	28	5
Czech Republic	13	32	31	17	3
Slovenia	13	24	40	14	2
France	9	36	26	22	4
Luxembourg	11	27	35	22	4
Germany	8	29	38	15	5
Sweden	8	28	26	22	10
Netherlands	7	22	37	24	5
Belgium	7	28	36	20	5
Finland	7	34	33	19	4
Austria	6	29	37	17	5
Denmark	5	28	37	21	6
United Kingdom	10	38	29	14	5

Based on Flash Eurobarometer surveys conducted in December 2009.
The size of this hypothetical inheritance varied between individual countries. For example, respondents in the United States were asked what they would do if they inherited $150,000, while the amount in China was 100,000 Renminbi. The exact amount used in each country is specified in the survey methods.

However, in less highly developed European economies, people are as likely to say they would save as they are to say they would use the money to start a business (22% vs. 23%, respectively). Chinese respondents are more likely to say they would invest than save (41% vs. 23%).

Bottom Line

Taken together, this suggests that the desire to start businesses may have less to do with the existence of an entrepreneurial mindset and more to do with a business climate that favors small employers and the lack of availability of other employment options. In less advanced economies where the business climate is not as favorable to large employers, people may be more likely to consider starting businesses themselves.

Survey Methods

European Union results are based on interviews conducted Dec. 11-15, 2009, predominantly via telephone, but with some face-to-face interviews as a result of the low fixed-line telephone coverage in certain eastern European countries. Approximately 1,000 adults, aged 15 and older, were interviewed in Belgium, Czech Republic, Germany, Greece, Spain, France, Italy, Hungary, the Netherlands, Poland, Portugal, and the United Kingdom. For results based on these samples, one can say with 95% confidence that the maximum margin of sampling error is ±3 percentage points. Approximately 500 adults, aged 15 and older, were interviewed in Austria, Bulgaria, Cyprus, Denmark, Estonia, Finland, Ireland, Latvia, Lithuania, Luxembourg, Malta, Romania, Slovenia, Slovakia, and Sweden. For results based on these samples, one can say with 95% confidence that the maximum margin of sampling error is ±4 percentage points.

U.S. results are based on telephone interviews with 1,000 adults, aged 15 and older, conducted Dec. 11-23, 2009. For results based on this sample, one can say with 95% confidence that the maximum margin of sampling error is ±3 percentage points.

In China, interviews were conducted with 1,000 randomly selected individuals, aged 15 and older, Dec. 22, 2009, to Jan. 16, 2010, in 50 cities. For results based on this sample, one can say with 95% confidence that the maximum margin of sampling error is ±3 percentage points.

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.

Size of Hypothetical Inheritance, by Country

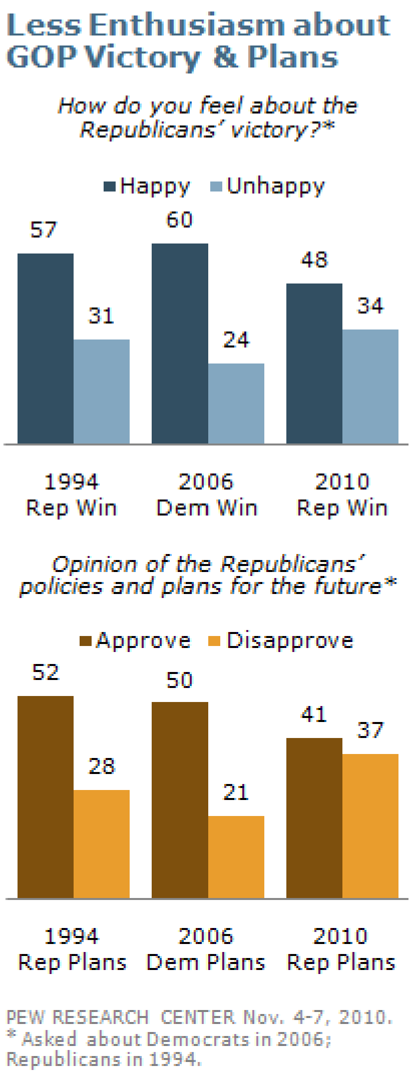
Country	Amount (in official currency)	Currency
Belgium	100,000	Euro
Bulgaria	130,000	Leva (BGN)
Czech Republic	1,800,000	Koruny (CZK)
Denmark	750,000	Kroner (DKK)
Germany	100,000	Euro
Estonia	1,000,000	Krooni (EEK)
Greece	100,000	Euro
Spain	100,000	Euro
France	100,000	Euro
Ireland	100,000	Euro
Italy	100,000	Euro
Cyprus	100,000	Euro
Latvia	50,000	Lati (LVL)
Lithuania	250,000	Litai (LTL)
Luxembourg	100,000	Euro
Hungary	20,000,000	Forint (HUF)
Malta	70,000	Euro
Netherlands	100,000	Euro
Austria	100,000	Euro
Poland	300,000	Zlotych (PLN)
Portugal	70,000	Euro
Romania	300,000	New Lei (RON)
Slovenia	100,000	Euro
Slovakia	70,000	Euro
Finland	100,000	Euro
Sweden	1,000,000	Kronor (SEK)
United Kingdom	100,000	Pound (GBP)
Other Europe		
Croatia	500,000	Kuna (HRK)
Turkey	150,000	Lira (TRY)
Norway	800,000	Kroner (NOK)
Iceland	20,000,000	Kronur (ISK)
Switzerland	150,000	Franc (CHF)
Non-European		
United States	150,000	Dollar (USD)
South Korea	150,000	Won (KRW)
Japan	15,000,000	Yen (JPY)
China	100,000	Renminbi (CNY)

Mixed Reactions to Republican Midterm Win, Policies

Split Opinions on How to Handle Key Issues

November 11, 2010

The public, voters and non-voters alike, has a subdued reaction to the Republican Party's midterm election victory. Four years ago, the response to the Democrats regaining full control of Congress was far more positive, as it was in 1994 when the GOP won a historic victory. Fewer people today say they are happy about the Republican victory, approve of the GOP's plans for the future, and far fewer believe Republicans will be successful in getting their programs passed into law.



The latest national survey by the Pew Research Center for the People & the Press, conducted Nov. 4-7 among 1,255 adults, finds 48% saying they are happy that the Republican Party won control of the House while 34% are unhappy. Four years ago, 60% said they were happy the Democrats won full control of Congress, compared with just 24% who were unhappy. That mirrored the public's reaction in December 1994 to the GOP winning control of Congress for the first time in 40 years (57% happy vs. 31% unhappy).

In the current survey, 52% of those who said they voted in the Nov. 2 election were happy with the outcome compared with 42% of non-voters. Still, more voters in 2006 (60%) said they were happy with the Democrats' victory.

The public has a mixed reaction to the Republican policies and plans for the future: 41% approve, while nearly as many (37%) disapprove. Approval is somewhat greater among voters (45%) than among non-voters (35%). But on balance, both the general public and voters express less positive views of the GOP's policies than they did of the Democrats' proposals after the 2006 election.

The public is skeptical that the GOP will be successful in getting its programs passed into law. About four-in-ten (43%) think they will be successful while 37% say they will be unsuccessful. Following the elections of 2006 and 1994, when the victorious parties gained majorities in both the House and Senate, far more people thought they would be successful in enacting their agenda (59% in 2006, 62% in 1994).

Most Expect Continued Partisan Conflict

Relations between Reps and Dems in Washington will...	Nov 2006	Nov 2008*	Nov 2010
	%	%	%
Get better	29	37	22
Get worse	21	18	28
Stay about the same	45	42	48
Don't know	5	3	3
	100	100	100

PEW RESEARCH CENTER Nov 4-7, 2010. Q46.
* 2008 figures based on those who voted in the election.
Figures may not add to 100% because of rounding.

There is little optimism that, in the wake of the election, relations between the two parties will improve. Just 22% expect relations between Republicans and Democrats to get better in the coming year, 28% say they will get worse, while 48% say they will stay about the same as they are now.

Two years ago, after the presidential election, 37% of voters expected partisan relations to improve and just 18% thought they would get worse.

Most Americans (55%) say that Republican leaders in Congress should work with Barack Obama, even if that disappoints some of their supporters.

More GOP Voters Want Leaders to "Stand Up" to Obama

GOP leaders should…	Nov 2008	Nov 2010
	%	%
Work w/ Obama	46	29
Stand up to Obama	47	66
Don't know	7	5
	100	100

PEW RESEARCH CENTER Nov. 4-7, 2010. Q44F1. Based on Republicans and Republican-leaning independents. Based on those who voted in the election.

Even more (62%) want Obama to cooperate with GOP leaders, even if that disappoints some Democrats.

Independents want the two sides to work together -- 57% say GOP leaders should cooperate with Obama while about as many (59%) say that the president should work with GOP leaders. But as many Democrats say Obama should stand up to Republican leaders (43%) as say he should work with them (46%).

Republicans are even less interested in seeing their party's congressional leaders work with Obama -- and far fewer GOP voters want their party's leaders to work with Obama than did so after the 2008 presidential election.

Currently 66% of Republicans and Republican-leaning voters want GOP leaders to stand up to Obama, up from 47% shortly after the presidential election two years ago.

Obama Should Take the Lead, But More Favor GOP Approach on Taxes, Economy

	Rep leaders	Obama	(Vol.) Both/ Neither	Diff
Who should take the lead in solving the nation's problems?	%	%	%	
	30	49	16	-19
Who will have the better approach to…	**Rep leaders**	**Obama**	**No diff**	
Taxes	37	25	31	+12
The budget deficit	35	24	33	+11
Jobs & econ. growth	37	27	30	+10
Social Security	29	27	35	+2
Health care	36	35	24	+1
Foreign policy	26	32	34	-6

PEW RESEARCH CENTER Nov. 4-7, 2010. Q40 & Q60. Figures read across.

On balance, more Americans say that Obama, rather than Republican congressional leaders, should take the lead in solving the nation's problems. Nearly half (49%) say President Obama should take the lead, compared with 30% who say GOP leaders. Following the 2006 election, opinion on this measure was nearly reversed -- 29% said President George W. Bush should take the lead, while 51% said Democratic congressional leaders.

At the same time, however, the public says that Republicans will have a better approach than Obama on taxes, the budget deficit, and jobs and economic growth. On Social Security and health care, neither side's approach is favored, while Obama holds a modest advantage on foreign policy.

Cut Government But ...

Split Opinions on How to Handle Key Issues

	Total	Rep	Dem	Ind
Place higher priority on...	%	%	%	%
Spending more to help economy recover	43	31	60	38
Reducing budget deficit	50	65	35	53
Don't know	7	5	5	9
	100	100	100	100
View of Bush tax cuts				
Keep all cuts	34	56	15	34
Repeal cuts for wealthy	30	17	41	32
Repeal all cuts	28	20	38	26
Don't know	8	8	6	8
	100	100	100	100
Health care legislation passed by Obama & Congress earlier this year				
Approve	43	9	79	41
Disapprove	47	86	12	48
Don't know	10	5	9	11
	100	100	100	100
What should Congress do with health care law?				
Expand it	30	8	48	32
Leave as is	22	10	33	22
Repeal it	40	77	10	38
Don't know	8	4	10	8
	100	100	100	100

PEW RESEARCH CENTER Nov. 4-7, 2010. Q64, Q68, Q66, Q67. Figures may not add to 100% because of rounding.

Americans express more conservative views about the role of government than they did just two years ago. However, when it comes to the major policy decisions that will arise in coming months, the public is closely divided.

Nearly as many approve (43%) as disapprove (47%) of the new health care law, and opinions are split over what Congress should do about the legislation. Four-in-ten (40%) favor repealing the health care law, but a larger proportion (52%) says that the law should be expanded (30%) or kept as it is (22%).

Opinion about what to do with the tax cuts passed during the Bush administration is divided three ways: 34% favor keeping all of the tax cuts; 30% say the tax cuts for the wealthy should be repealed while other reductions stay in place; and 28% say all the tax cuts should be repealed.

More people say that if they were setting priorities for the government, they would place a higher priority on reducing the federal budget deficit (50%) than on spending more to help the economy recover (43%). Those who cast a midterm ballot are more likely than nonvoters to see reducing the budget deficit as a higher priority (55% to 41%).

Reps Want GOP to Move Right, Dems Prefer a Move to the Center

Among Rep/Rep-leaners **Republican leaders should move in a more...**	Nov 2008*	Jan 2010	June 2010	Nov 2010
	%	%	%	%
Conservative direction	60	51	57	56
Moderate direction	35	42	37	38
No change/Don't know	5	7	7	7
	100	100	100	100
Among Dem/Dem-leaners **Democratic leaders should move in a more...**				
Liberal direction	33	35	34	34
Moderate direction	57	53	54	54
No change/Don't know	10	11	12	13
	100	100	100	100

PEW RESEARCH CENTER Nov. 4-7, 2010. Q85 & Q86.
Figures may not add to 100% because of rounding.
* Nov. 2008 based on those who voted in the 2008 election.

Substantial partisan gaps are evident in attitudes toward all of these issues. However, Republicans are more unified than Democrats in their views of what to do about health care legislation and tax cuts. Fully 77% of Republicans favor repealing the health care bill, while Democrats are split between expanding the measure (48%) and keeping it as it is (33%). And while 56% of Republicans favor keeping all the tax cuts, about as many Democrats favor repealing just the tax cuts for the wealthy (41%) as support getting rid of all the tax cuts (38%).

These attitudes reflect a continuing difference between Republicans and Democrats over the parties' ideological directions. Over the past two years, Republican and Republican-leaning independents have consistently favored the GOP moving in a more conservative direction. Democrats and Democratic leaners have been just as consistent in their preference that their party move in a more moderate direction.

Republicans and Republican leaners who agree with the Tea Party overwhelmingly favor the GOP moving in a more conservative direction: 71% express this view compared with just 40% of Republicans who have no opinion of the Tea Party or disagree with it.

Lower Grades for Campaign 2010

A More Negative Campaign

More mudslinging this year than previous elections...	Nov 2006 %	Nov 2010 %	Change
All voters	**69**	**77**	+8
Republican	75	70	-5
Democrat	67	79	+12
Independent	68	81	+13
Learned enough about candidates to make an informed choice...			
All voters	**72**	**64**	-8
Republican	77	75	-2
Democrat	71	58	-13
Independent	68	59	-9
More discussion of issues than previous elections...			
All voters	**40**	**35**	-5
Republican	32	50	+18
Democrat	52	28	-24
Independent	32	28	-4

PEW RESEARCH CENTER Q22-24. Nov. 4-7, 2010.
Based on those voted in the election.

Voters express somewhat more negative views of the just-concluded campaign than they did of the 2006 midterm election. Fully 77% of voters say there was more negative campaigning or mud-slinging than in previous elections; 69% of voters expressed this view after the 2006 election.

Most voters (64%) say they learned enough to make an informed choice, but an even higher percentage said this in November 2006 (72%). And slightly fewer voters say there was more discussion of issues than did so after the 2006 election (35% today, 40% then).

Far more Republican voters (50%) say there was more discussion of issues than said that in 2006 (32%). By contrast, just 28% of Democratic voters said issues received more attention -- down from 50% who said this after the Democrats regained control of Congress in 2006.

Other Important Findings:

- President Obama's approval rating stands at 44%; an identical percentage disapproves of his job performance.
- Roughly a third of Democrats (34%) say they would like to see other Democratic candidates challenge Obama for the party's nomination in 2012. In December 1994, far more Democrats (66%) supported a primary challenge to President Bill Clinton.
- Just 16% of registered voters who attend religious services at least once a month say election information was available at their place of worship, down from 25% after the 2006 midterms.

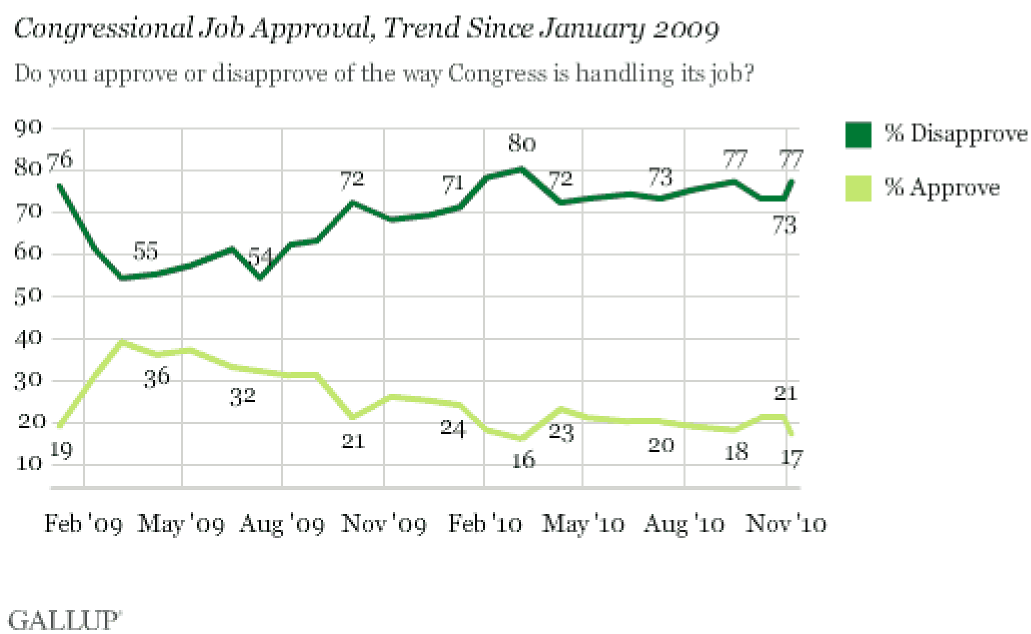
- The GOP continues to be seen as a leaderless party: 51% say they don't know who leads the Republican Party, while 14% volunteer that no one does. More now see John Boehner as the leader of the GOP (10%) than did so in September (4%).
- There is no clear front-runner for the 2012 Republican nomination for president: Sarah Palin (15%), Mike Huckabee (15%), and Mitt Romney (13%) all receive about the same levels of support.

Congressional Approval at 17% After Elections

Republicans' approval likely to jump when GOP takes control of House

November 11, 2010

Congress' approval is at 17% in November, down slightly from 21% before the midterm elections. Historical patterns from 1994 and 2006 suggest that congressional approval will remain relatively stable at these low levels until January, when Republicans can be expected to become more positive as their party takes control of the House.

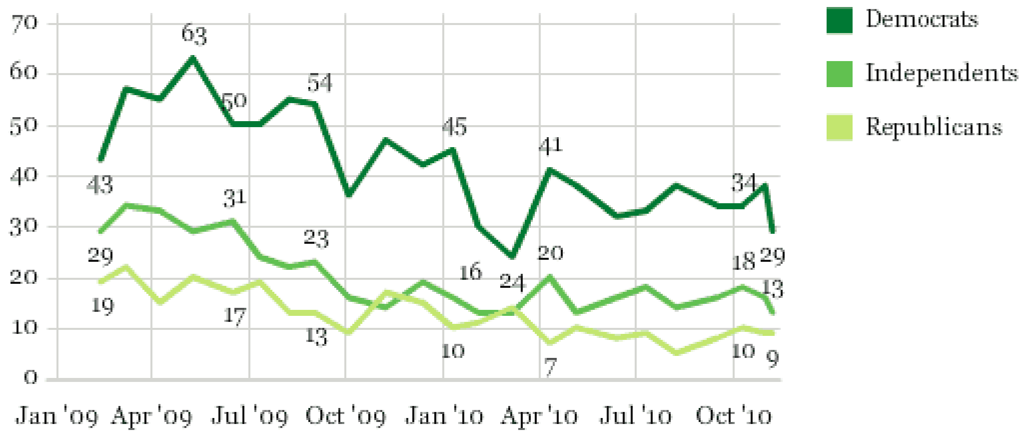


Americans' approval of Congress has remained relatively stable throughout 2010, ranging from a high of 24% in January to a low of 16% in March. The current 17% congressional approval rating, measured in Gallup's Nov. 4-7 post-election survey, reflects a slight drop from two readings in October, but is little changed from the 18% and 19% ratings measured in September and August, respectively. The all-time low for congressional approval was 14% in July 2008.

Democrats have consistently given Congress higher ratings than either Republicans or independents since President Obama and the then-newly elected Congress took office in February 2009. That pattern continues, although Democrats' approval of Congress has now dropped to its lowest point since March, most likely in response to the Republican gains in the midterm elections.

Congressional Job Approval by Party ID, January 2009-November 2010

% Approve



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Currently, 29% of Democrats approve of the job Congress is doing, down from 38% in late October. Republicans' current 9% approval is unchanged from late October, while independents' rating, now at 13%, is down three percentage points.

Approval Often Shifts as New Congresses Take Office

Republicans won the House in the Nov. 2 elections, but history shows that the continuing low ratings of Congress among rank-and-file Republicans are likely to continue until the 112th Congress is seated in January.

When the Republicans took over the House from the Democrats in 1994, Republicans' approval of Congress remained low at 19% in December of that year, unchanged from October. But in January 1995, Republicans' approval shot up to 45% and then rose further to 58% in February. As a result, and given fairly stable approval ratings of Congress among independents and Democrats across this time period, overall congressional job approval rose from 23% in December 1994 to 33% and 38% in January and February 1995, respectively.

Congressional Approval, 1994-1995

% Approve

	National adults	Republicans	Independents	Democrats
Feb 3-5, 1995	38	58	31	27
Jan 16-18, 1995	33	45	29	27
Dec 28-30, 1994	23	19	25	27
Oct 22-25, 1994	23	19	25	27

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Democrats wrested control of Congress back from the Republicans in the 2006 midterm elections, but there was little shift in Democrats' approval of Congress from early November before the elections (12%) to mid-November, just after the elections (14%), and December (16%).

But in January 2007, Democrats' approval jumped to 39% and reached 44% by February of that year. In contrast to 1994, however, approval of Congress among those identifying with the party losing control of the House -- Republicans, in this instance -- began to slip immediately after the elections, dropping from 50% in early November to 32% by December. As a result, overall congressional approval dropped slightly, from 26% prior to the elections to 21% in December. Approval, however, jumped to 35% by January and 37% in February, fueled by the substantial increase in approval among Democrats.

Congressional Approval, 2006-2007

% Approve

	National adults	Republicans	Independents	Democrats
Feb 1-4, 2007	37	31	33	44
Jan 15-18, 2007	35	37	28	39
Dec 11-14, 2006	21	32	18	16
Nov 9-12, 2006	26	44	26	14
Nov 2-5, 2006	26	50	19	12

GALLUP'

In both 1994 and 2006, one party gained control of both houses of Congress; this year, the Republicans have won control of the House but the Democrats retain the Senate. Still, based on historical trends, it is probable that congressional approval will rise in January and in February, based on a projected increase in Republicans' approval as their party officially takes control of the House.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Nov. 4-7, 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.

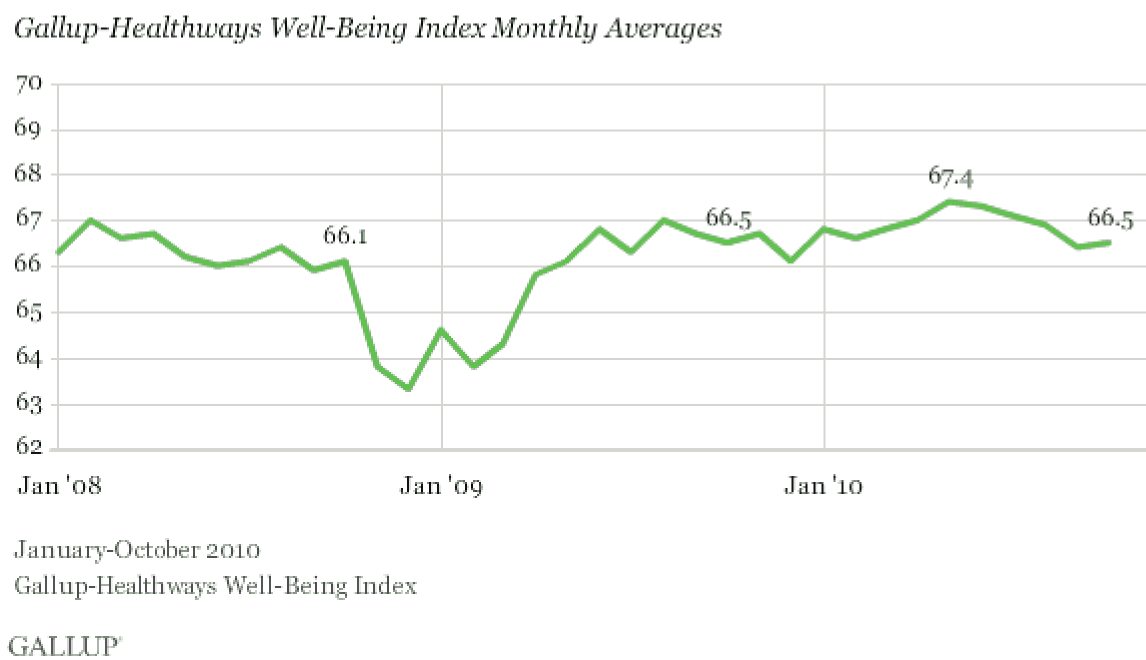
In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Americans' Wellbeing Remains at 2010 Low

Wellbeing has declined the most in the East

November 11, 2010

Americans' Well-Being Index score of 66.5 in October statistically matches the 2010 low recorded in September, and is down from the three-year high of 67.4 in May. The nation's wellbeing, however, exceeds the 66.1 found in October 2008, just after the onset of the financial crisis, and remains well above the levels from late 2008 and early 2009.



These findings are based on approximately 30,000 interviews conducted each month with Americans, aged 18 years and older, as a part of the Gallup-Healthways Well-Being Index. The index is composed of six sub-indexes that include 55 individual items that collectively measure Americans' physical, emotional, and fiscal wellbeing.

Greatest Declines in Wellbeing in the East

Wellbeing scores dropped the most in the East in October compared with May, when the measure was at a 29-month high nationally. Wellbeing is down in all four regions, but the decline in the East is at least twice that in the Midwest, South, and West.

Well-Being Index Score, by Region: May vs. October 2010

	May 2010	October 2010	Change
East	67.9	66.1	-1.8
Midwest	67.6	66.7	-0.9
South	66.5	66.0	-0.5
West	67.8	67.5	-0.3

Gallup-Healthways Well-Being Index

GALLUP

While certain seasonal aspects of wellbeing, such as exercising and reports of cold and flu, typically worsen throughout the country as winter approaches, Easterners' declining wellbeing is also a result of more people downgrading how they rate their lives. Life evaluation scores -- which Gallup uses to categorize Americans as "thriving," "struggling," or "suffering" -- are eroding faster in the East than elsewhere in the country.

The percentage of Americans living in the East who are thriving dropped 2.9 percentage points in October compared with May, roughly double the decline found in the Midwest and West and far more than the near absence of change in the South. In May, Americans living in the East were the most likely to be thriving and those in the South were the least likely; in October, the opposite is the case.

Additionally, as thriving scores dropped, struggling scores increased in the East, Midwest, and West. While in May, Easterners were the least likely to be struggling, in October they are the most likely.

Percentage Thriving and Struggling, by Region: May vs. October 2010

	May thriving	October thriving	Thriving change	May struggling	October struggling	Struggling change
East	54.7	51.8	-2.9	42.3	45.0	+2.7
Midwest	54.1	52.5	-1.6	42.7	44.7	+2.0
South	53.4	53.2	-0.2	43.0	43.0	0.0
West	53.9	52.6	-1.3	43.0	44.1	+1.1

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Gallup classifies Americans as thriving or struggling based on the Cantril Self-Anchoring Striving Scale, which asks people to evaluate their present and future lives on a ladder scale, with steps numbered from 0 to 10, where 0 is the worst possible life and 10 is the best possible life. Those who are thriving rate their current life at least a "7" and their future life at least a "8," while those who are suffering rate their current and future lives a "4" or lower, and those who are struggling are all others in between.

Bottom Line

Americans' wellbeing, particularly among those living in the East, has declined after reaching new highs in the late spring and early summer of this year. Some of the decline is the result of the seasonal effects of fall, during which people tend to exercise less, eat less fresh produce, and report more cases of cold and flu. Worsening evaluations of one's own life, however, could reflect realities of and frustrations with other national or local conditions, including the economic or jobs situation. While wellbeing scores continue to track ahead of 2008, Americans are doing no better than they were in 2009.

About the Gallup-Healthways Well-Being Index

The Gallup-Healthways Well-Being Index tracks U.S. wellbeing and provides best-in-class solutions for a healthier world. To learn more, please visit well-beingindex.com.

Survey Methods

Results are based on telephone interviews conducted as part of Gallup-Healthways Well-Being Index survey Jan. 2, 2008-Oct. 31, 2010, with a random sample of more than 1 million 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 ±0.6 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.

Democrats, Republicans Differ in Views of Compromise in D.C.
Democrats more likely to favor compromise; Republicans, holding firm to beliefs
November 10, 2010

Americans think it is generally more important for political leaders to compromise to get things done (47%) rather than sticking to their beliefs (27%), but Republicans and Democrats hold differing views on the matter. Republicans tilt more toward saying leaders should stick to their beliefs (41% to 32%), while Democrats more widely endorse compromise (by 59% to 18%).

More Important for Political Leaders to Stick to Beliefs or Compromise

Next, we have a question about the best approach for political leaders to follow in Washington. Where would you rate yourself on a scale of 1 to 5, where 1 means it is more important for political leaders to compromise in order to get things done, and 5 means it is more important for political leaders to stick to their beliefs even if little gets done?

	All Americans	Democrats	Independents	Republicans
	%	%	%	%
5/More important to stick to beliefs	14	10	12	23
4	13	8	12	18
3	24	22	25	25
2	16	20	16	13
1/More important to compromise	31	39	33	19
Mean	2.6	2.3	2.5	3.1

USA Today/Gallup, Nov. 4-7, 2010

GALLUP

These results are based on a *USA Today*/Gallup poll conducted Nov. 4-7, after the midterm elections. The elections resulted in divided control of Congress, with Republicans set to become the majority party in the U.S. House of Representatives and Democrats holding on to a Senate majority.

Because this was the first time Gallup has asked the question about compromise versus holding firm in one's beliefs, it is not clear whether the partisan differences in the poll are typical or whether they reflect Republicans' and Democrats' responses to the current political situation. Republicans were able to make big electoral gains in the midterm elections largely by opposing President Obama's agenda of the last two years. On the other hand, the president will now need to work with Republicans in order to get things done after having the luxury of Democratic control of both houses of Congress during his first two years in office.

Americans are significantly more likely to think Obama will make a sincere effort to work with Republicans in Congress (64%) than they are to believe Republicans will make an effort to work with the president and the Democrats in Congress (43%). The difference could stem from Americans' tendency to rate the president more positively than Congress.

Americans are significantly more skeptical about the major political players' willingness to compromise than they were in November 2008, just after Obama's election. However, they are somewhat more positive than they were in September 2009, eight months into the Obama presidency, when Congress was intensely debating the president's healthcare reform efforts.

Americans' Views of Political Leaders' Willingness to Work With Other Side to Find Solutions Acceptable to Both Parties

Figures represent % yes, willing

	President Obama, with Republicans in Congress	Republicans in Congress, with President Obama and Democrats in Congress
November 2010	64%	43%
September 2009	60%	33%
November 2008	80%	62%

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In order for compromise to occur, both sides will need to make an effort. An analysis of Americans' responses to the two compromise questions finds 25% believing that both President Obama and the Republicans in Congress will make a sincere effort to compromise with each other. Sixteen percent do not think either side will make an effort, while the remainder are more likely to think the president will make an effort while the Republicans will not.

Americans' Views of Political Leaders' Willingness to Work With Other Side to Find Solutions Acceptable to Both Parties

	%
Both sides willing	25
President Obama willing, Republicans in Congress not willing	36
Republicans in Congress willing, President Obama not willing	17
Neither side willing	16

USA Today/Gallup, Nov. 4-7, 2010

GALLUP

If the two parties are unable or unwilling to compromise, Americans may prefer that the Republicans, rather than President Obama, prevail. When asked whom they want to have more influence over the direction the nation takes in the next year, 49% say the Republicans in Congress and 41% say President Obama.

These views are nearly identical to what Gallup measured in early 1995, the last time Republicans won a congressional majority while a Democratic president was in office. At that time, 49% wanted the Republicans in Congress to have more influence and 40% wanted President Bill Clinton to be more influential.

In contrast, in 2006, after Democrats won back their congressional majorities while President George W. Bush was in office, 61% said they wanted the Democrats in Congress to have more influence, compared with 31% who favored Bush.

Implications

With the 2010 midterm elections now complete, the outcome of the 2012 elections for president and Congress may hinge largely on the ability of Congress and the president to work together to solve the nation's problems over the next two years.

The data suggest a possible dilemma for Republicans in Congress in this regard. Americans overall favor political leaders who seek compromise over sticking to their core beliefs, although to the extent Republicans in Congress take that approach, they may be straying from the views of their party's core supporters. Indeed, many of the newly elected GOP members won the party's nomination by promising to hold to core beliefs of limited government.

President Obama may be in a slightly more comfortable position to compromise, given that his core Democratic supporters -- as well as Americans overall -- seem to favor that approach. Compromising on his part may also make Obama seem responsive to the will of the people as expressed in the 2010 midterms. However, he too has a delicate balance, as compromising too much could alienate his core supporters and open up the possibility of his being challenged by a liberal Democrat for the party's 2012 presidential nomination; and not compromising enough could leave him vulnerable to being blamed for not making progress on the problems facing the country.

Survey Methods

Results for this *USA Today*/Gallup poll are based on telephone interviews conducted Nov. 4-7, 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.

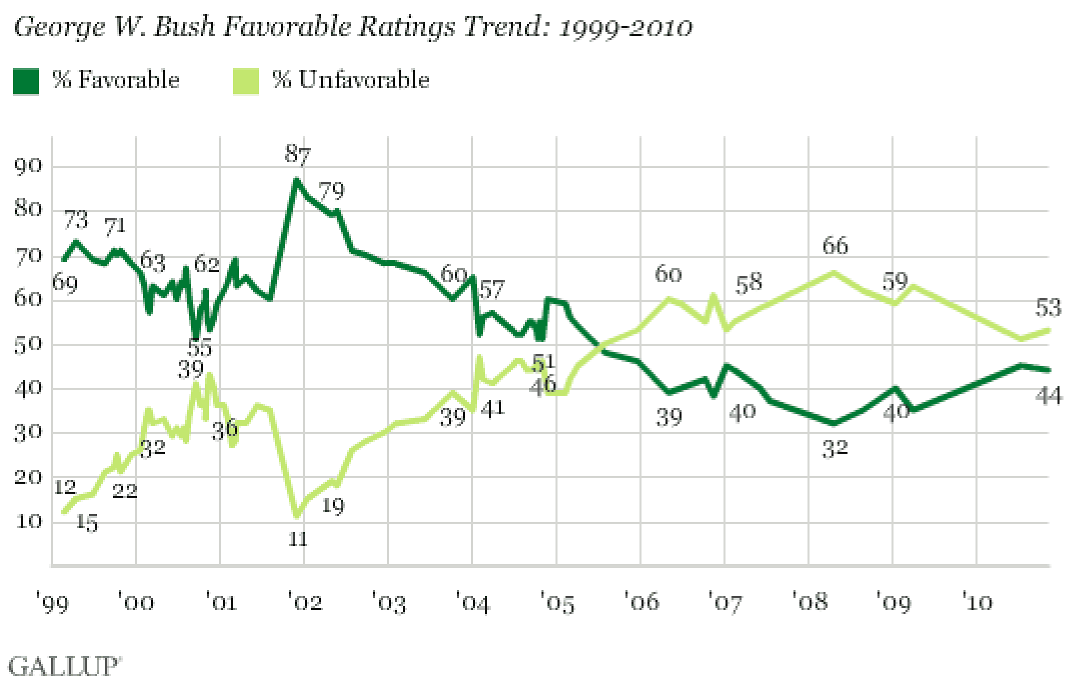
In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

As Book Tour Begins, George W. Bush's Favorable Rating at 44%

Nearly two years after leaving office, Bush's image remains more negative than positive

November 9, 2010

As he begins promoting his new memoir "Decision Points," former President George W. Bush receives a 44% favorable and 53% unfavorable rating from Americans. This is up slightly from a 40% favorable rating in January 2009 when he left office, but far below the 87% he received in the aftermath of the Sept. 11, 2001, terrorist attacks.



Bush's image in the eyes of Americans has been through sweeping changes over the past 11 years, encompassing one of the largest ranges in favorable ratings in Gallup's history.

Gallup first asked Americans about Bush in February 1999, when he was the governor of Texas and contemplating a run for the presidency. He was well-known even at that point, most likely in large part because of his famous name, and received a largely positive 69% favorable, 12% unfavorable rating.

After the rigors of the presidential campaign, and just before the November 2000 election, Bush's favorable rating fell to 55%. After his controversial and contentious recount battle with Democratic presidential nominee Al Gore, Bush's favorable rating increased to 62% in January 2001.

Bush's 87% favorable rating in November 2001 is only one point below the highest favorable rating recorded for any individual since the early 1990s, when Gallup began measuring the public's images of famous people using this format. Golfer Tiger Woods (June 2000) and Bush's first secretary of state, Gen. Colin Powell (September 2002), registered 88% favorable ratings.

Bush's rating drifted down steadily and significantly from 2002 onward, particularly in his second term in office. Bush's lowest favorable rating was 32%, recorded in April 2008, reflecting continuing concerns about the Iraq war and the recessionary economy. This 55-point difference between his personal high and low ties Tiger Woods for the largest such gap Gallup has measured.

As he was leaving office in January 2009, Bush's favorable rating was up slightly to 40%, and hit 45% in July 2010. His latest rating of 44% in the Nov. 4-7 *USA Today*/Gallup survey is essentially unchanged from the prior measurement.

Bush's immediate predecessor in the White House, Bill Clinton, had a 47% rating in September 2002, at a similar point in his post-presidency career. Perhaps providing some hope for a return to higher ratings for Bush, Clinton's favorables have improved in more recent years, reaching 63% by February 2007 and remaining at a still-high 61% this past summer.

Bush Remains a Highly Polarizing Figure

Bush remains a highly polarizing figure in American society, with an 87% favorable rating among Republicans nationally, and an almost mirror-image 85% unfavorable rating among Democrats. Independents are more negative than positive.

George W. Bush's Image

By party ID

	% Favorable	% Unfavorable	% No opinion/ Never heard of/ Refused
Republicans	87	11	2
Independents	41	55	4
Democrats	14	85	1

USA Today/Gallup, Nov. 4-7, 2010

GALLUP

Bottom Line

Former President Bush returns to the public stage with a 44% favorable rating -- above his record low of 32% from two years ago, but far below his record high of 87% recorded in November 2001.

Bush has maintained a low-visibility lifestyle in Dallas, Texas, since leaving the White House, giving few interviews and making only the occasional public appearance. Now, the publication of his memoir has required the president to resume a more public existence. In the time-honored tradition of publishers' demands for authors of books that involve multimillion-dollar advances, Bush is making the rounds of high-visibility talk shows, including the "Today Show," "The Oprah Winfrey Show," and "The Tonight Show With Jay Leno," and is giving extensive newspaper interviews. It remains to be seen how this visibility, plus the impact of the book itself, will affect Bush's image in the eyes of Americans in the weeks and months ahead.

Survey Methods

Results for this *USA Today*/Gallup poll are based on telephone interviews conducted Nov. 4-7, 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 Are of Two Minds on Trade

More Trade, Mostly Good; Free Trade Pacts, Not So

November 9, 2010

Support for Increased Trade...

Increased trade with __ would be ...	Good for U.S.	Bad for U.S.	DK
	%	%	%
Canada	76	14	9=100
Japan	60	30	10=100
EU countries	58	28	14=100
India	55	32	12=100
Brazil	53	31	17=100
Mexico	52	37	11=100
South Korea	45	41	14=100
China	45	46	9=100

Skepticism about Impact of Free Trade Agreements

Free trade agreements like NAFTA, policies of WTO...	Good for U.S.	Bad for U.S.	DK
	%	%	%
October 2010	35	44	21=100
November 2009	43	32	25=100
April 2009	44	35	21=100
April 2008	35	48	17=100
November 2007	40	40	20=100
December 2006	44	35	21=100

PEW RESEARCH CENTER Nov. 4-7, 2010 Omnibus survey; Nov. 4-7, 2010 Post-Election survey.

The public is of two minds when it comes to trade with other countries. Most Americans say that increased trade with Canada, Japan and European Union countries -- as well as India, Brazil and Mexico -- would be good for the United States. But reactions are mixed to increased trade with South Korea and China.

More generally, there is increased skepticism about the impact of trade agreements such as NAFTA and the policies of the World Trade Organization. Roughly a third (35%) say that free trade agreements have been good for the United States, while 44% say they have been bad for the U.S.

Support for free trade agreements is now at one of its lowest points in 13 years of Pew Research Center surveys. In 2008, an identical percentage (35%) said free trade agreements were good for the U.S. Support for free trade agreements had increased last year, to 44% in April and 43% in November, despite the struggling economy.

As in past surveys on trade, many more Americans say free trade agreements have a negative rather than a positive impact on jobs in the U.S., wages for U.S. workers, and economic growth in this country. And more say their personal finances have been hurt (46%) rather than helped (26%) by free trade agreements.

The latest national survey by the Pew Research Center for the People & the Press, conducted Nov. 4-7 among 1,255 adults, finds that just 28% of Republicans say that free trade agreements are good for the United States, down from 43% last November. Opinions among Democrats and independents have changed little over the past year.

Tea Party Republicans More Critical of Free Trade Agreements

Free trade agreements like NAFTA, policies of WTO...	**Nov 2009**		**Oct 2010**		Change in "good"
	Good for US	*Bad for US*	*Good for US*	*Bad for US*	
	%	%	%	%	
Total	43	32	35	44	-8
Republican	43	36	28	54	-15
Democrat	47	27	40	35	-7
Independent	41	36	37	46	-4
Among Reps, Rep leaners...					
Agree w/ Tea Party (51%)	--	--	24	63	
Disagree w/ Tea Party/ No opinion (48%)	--	--	42	42	

PEW RESEARCH CENTER Nov. 4-7, 2010 Post-Election survey. Q 61.

Republicans and Republican-leaning independents who agree with the Tea Party have a particularly negative view of the impact of free trade agreements. Only about a quarter of Republicans who agree with the Tea Party (24%) say that free trade agreements like NAFTA and the policies of the WTO have been a good thing for the United States, while 63% say they have been a bad thing.

Among Republicans who have no opinion of the Tea Party or disagree with the Tea Party movement, opinions are evenly split (42% good thing, 42% bad thing). Overall, about half (51%) of all Republican and Republican leaners say they agree with the Tea Party while 42% have no opinion; very few (5%) disagree with the Tea Party.

Views of Increased Trade with China

	Good for U.S.	Bad for U.S.
	%	%
Total	45	46
Republican	42	52
Democrat	49	44
Independent	47	45
18-29	56	37
30-49	43	49
50-64	47	45
65+	37	52
College grad+	50	40
Some college	51	44
HS or less	39	52

PEW RESEARCH CENTER Nov. 4-7, 2010 Omnibus survey. PEW. 6c.

There are smaller partisan differences in opinions about increased trade with Canada, Japan, China or other countries. This question was included in a separate nationwide survey of 996 adults, which also was conducted Nov. 4-7.

For instance, while Republicans and Democrats have about the same view of increased trade with China, there are wide age and educational differences. By 56% to 37%, those younger than age 30 say that more trade with China is good for the U.S. Those ages 30-49 and 50-64 are divided, but more of those ages 65 and older see increased trade with China as bad for the country rather than good (52% to 37%).

Roughly half of college graduates (50%) and those with some college experience (51%) say increased trade with China would be good for the United States. That compares with 39% of those with no more than a high school education.

Impact of Free Trade Agreements

Most Say Trade Agreements Lead to Job Losses

Impact of free trade agreements on...	Total %	Rep %	Dem %	Ind %
Jobs in U.S.				
Create jobs	8	5	12	6
Lead to job losses	55	58	47	63
No difference	24	24	27	22
Wages in U.S.				
Make wages higher	8	5	11	8
Make wages lower	45	45	42	49
No difference	34	37	33	35
Nation's economy				
Lead to growth	19	17	22	18
Slow economy	43	48	34	49
No difference	24	22	26	26
Prices in U.S.				
Make prices higher	31	31	28	33
Make prices lower	31	30	31	32
No difference	25	26	23	26
People of developing counties				
Good	54	55	51	57
Bad	9	7	10	11
No difference	23	23	24	21

PEW RESEARCH CENTER Nov 4-7, 2010. Q63a-e.

The public continues to be skeptical about the benefits of free trade agreements to the United States, especially when it comes to jobs, wages and economic growth. Opinions about the impact of free trade agreements have changed little since last year, although they are somewhat less negative than in April 2008.

More than half (55%) say that free trade agreements lead to job losses in the United States, compared with just 8% who say these agreements create jobs; 24% say they make no difference. And while 45% say free trade agreements make wages lower, far fewer (8%) say they make wages higher. Similarly, the public does not see much benefit from free trade agreements for the overall economy -- 43% say they slow the economy down while fewer than half as many (19%) say they make the economy grow.

Opinions are less negative about the impact of trade agreements on prices in the U.S.; as many say they make prices lower as higher (31% each). People in developing countries are widely perceived as benefitting from trade agreements: 54% say they are good for people in developing countries while just 9% say they are bad.

Roughly six-in-ten independents (63%) and Republicans (58%) say that free trade agreements lead to job losses in the United States; fewer Democrats (47%) agree. Independents (49%) and

Republicans (48%) are more likely than Democrats (34%) to say that trade agreements slow the U.S. economy. There are only slight partisan differences in views of the other effects of free trade agreements, including their impact on wages in the United States.

Gaps Within GOP over Impact of Free Trade Agreements

Impact of free trade agreements on...	*Among Reps, Rep-leaners* Agree w/ Tea Party	Disagree/ No opinion
Nation's economy	%	%
Lead to growth	13	22
Slow economy	62	40
No difference	14	28
Wages in U.S.		
Make wages higher	8	6
Make wages lower	54	39
No difference	26	47
Jobs in the U.S.		
Create jobs	5	8
Lead to job losses	67	55
No difference	17	26

PEW RESEARCH CENTER Nov 4-7, 2010. Q63b-d.

There also are differences among Republicans over the impact of free trade agreements on economic growth, and wages and jobs in the U.S. Fully 61% of Republicans and Republican-leaning independents say free trade agreements lead to slower growth in the U.S. That compares with 40% of Republicans and Republican leaners who either have no opinion of the Tea Party or disagree with the Tea Party.

More than half (54%) of Republicans who agree with the Tea Party say free trade agreements make wages lower, compared with 38% who have no opinion of the Tea Party or disagree with the movement. The differences among Republicans and Republican leaners are nearly as large about whether free trade agreements lead to job losses in the U.S. (67% of Tea Party vs. 55% of non-Tea Party).

Personal Impact of Trade Pacts

Impact of Free Trade Agreements on Personal Finances

	Dec 2006	April 2008	Nov 2009	Nov 2010
	%	%	%	%
Helped	35	27	33	26
Hurt	36	48	40	46
DK/Neither	29	25	28	28
	100	100	100	100

PEW RESEARCH CENTER Nov 4-7, 2010. Q62.

Nearly half (46%) of the public says they think free trade agreements have had a negative effect on their personal finances, 26% say they have helped, while 28% volunteer that they have neither hurt nor helped, they are not affected, or say they do not know.

These views have changed little since 2008, but in December 2006, somewhat more (35%) said that free trade agreements helped their personal finances.

Few Say They Have Been Helped Financially by Trade Agreements

Impact of free trade agreements on personal finances	Helped	Hurt	Other/DK
	%	%	%
Total	26	46	28=100
18-29	38	41	22=100
30-49	30	41	29=100
50-64	18	59	24=100
65+	18	47	35=100
College grad+	30	35	34=100
Some college	27	49	24=100
HS or less	23	52	25=100
Family income			
$100,000 or more	33	30	37=100
$75,000-$99,9999	23	48	29=100
$30,000-74,999	23	51	27=100
Less than $30,000	27	54	19=100
Republican	25	46	29=100
Democrat	28	43	30=100
Independent	26	51	23=100

PEW RESEARCH CENTER Nov. 4-7, 2010. Q62.

Young people, college graduates and affluent Americans are more likely than others to say their personal finances have been helped by free trade agreements. But even among these groups, roughly as many say they have been hurt as helped by trade agreements.

Among those with family incomes of $100,000 or more, for example, 33% say their personal financial situations have been helped by free trade agreements; 30% say they have been hurt; and 37% say they have been neither helped nor hurt, offer another response or say they do not know.

Among those in lower income groups, about half or more say their financial situations have been hurt by free trade agreements.

On this question, partisans and independents have similar views: 51% of independents, 46% of Republicans and 43% of Democrats say their personal financial situations have been hurt by free trade agreements.

Canadians Take Their Coffee Seriously

Most drink it daily and claim to suffer if they have to go without

Friday, November 12, 2010

Montreal, QC – Newly released research conducted by Ipsos Reid on behalf of McDonalds Canada reveals that a large majority of Canadians are daily coffee consumers, drinking the beverage both at home and the workplace or school, as well as regularly in cafés and restaurants.

88% of Canadians surveyed claim stated that they drink at least 1 cup of coffee in a typical day, with those coffee drinkers averaging 3.2 cups per day. Coffee is primarily a morning beverage, with consumption in the hours prior to noon significantly higher than in the afternoon or evening.

Outside the home or workplace, coffee drinkers enjoy an average of 3.5 cups of coffee per week in cafes and restaurants.

When not drinking coffee at home, the largest proportion of enthusiasts (43%) most often drink coffee at work or school, followed by in cafes and restaurants in the company of friends (32%). Comparatively rare in comparison, fewer than 1-in-10 (8% overall) will most often have coffee *on their own* in a café or restaurant.

Flavour is the leading criterion when selecting a brand of coffee (71%) and it is the most important factor in determining loyalty to a given café (63%). A secondary influence is the convenience of the location (47%), but a majority (61%) profess loyalty to their usual café or restaurant.

The population statistics with regard to coffee consumption give us a glimpse only of the tip of the iceberg that is coffee's hold on the nation: fully 1-in-2 (53%) of Canadian coffee drinkers describe themselves as having a confirmed or potential caffeine addiction.

Yet despite its tenacious addictive grip, Canadians are for the most part stoic when facing caffeine deprivation. More than two-in-three (69%) claim to suffer through the dark moments in silence; the balance lash out, in some cases without specific target – indeed, 15% claim that no one is safe when they are forced to go without their morning (or daily) dose.

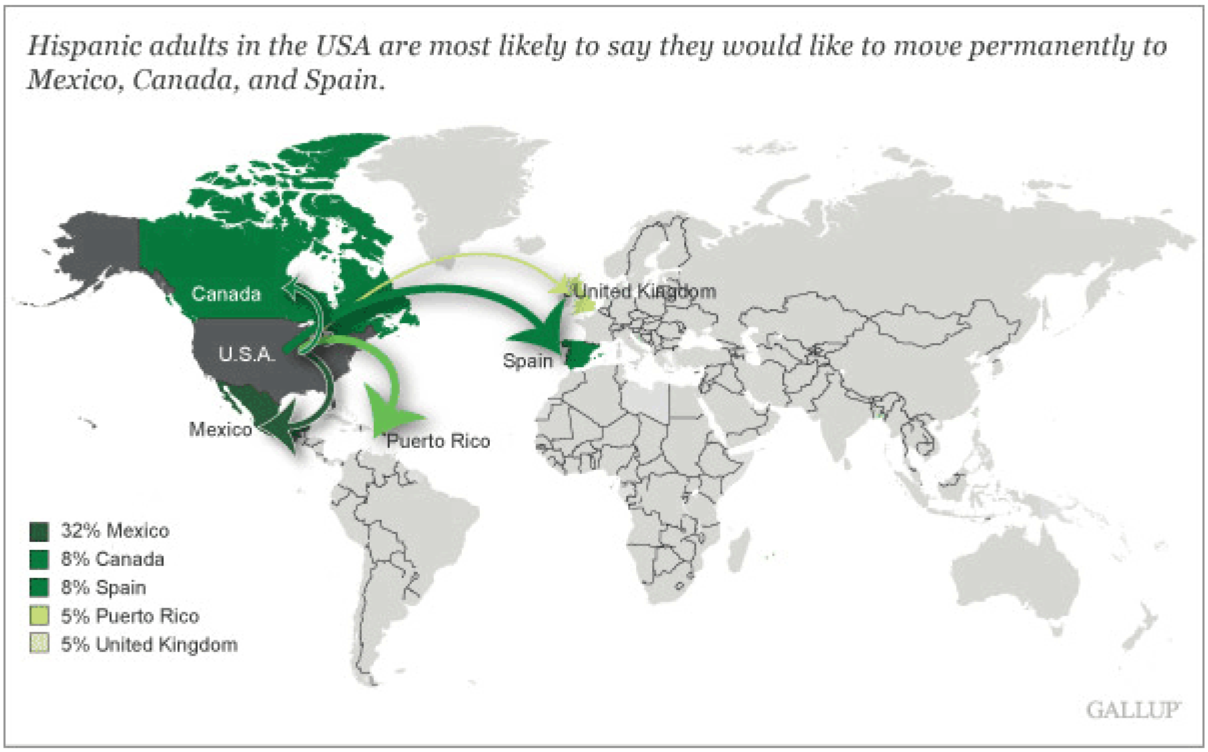
These are some of the findings of an Ipsos Reid poll conducted between September 17th and 21st, 2010, on behalf of McDonalds Canada.. For this survey, a national sample of 2,101 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-2.1 percentage points 19 times out of 20 of what the results would have been had the entire population of adults in Canada been polled. All *sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

Four Million U.S. Hispanics Would Migrate Permanently

Slim majority would relocate to Latin America

November 9, 2010

A newly released Gallup study of U.S. Hispanics reveals that more than one in seven -- or an estimated 4 million adults -- would leave the U.S. permanently if they had the opportunity. A slim majority (52%) say they would like to move to a Latin American country, including nearly a third (32%) who would like to relocate to Mexico. A sizable minority -- or nearly 2 million adults -- would like to move to places such as Canada (8%), Spain (8%), the United Kingdom (5%), and other non-Latin American countries.



These results are based on interviews conducted in 2009 with adults of Hispanic origin or descent who reside permanently in the continental United States. Gallup has also studied adults' migration desires in 147 other countries since 2007 and finds similarities and differences among the desires of U.S. Hispanics and those of the U.S. general population and Latin Americans.

The 15% of U.S. Hispanics who say they would like to move to another country permanently if they could is higher than the 10% of Americans nationwide who say the same and lower than the 22% of would-be migrants in Latin America. The desire to migrate is slightly more pronounced among U.S. Hispanics born outside the U.S. (18%) and more in line with the level of desire measured in Latin America. The 12% of U.S.-born Hispanics who would like to move aligns more with U.S. adults overall.

Ideally, if you had the opportunity, would you like to move permanently to another country, or would you prefer to continue living in this country?

	Would like to migrate
U.S. Hispanics	15%
U.S. Hispanics born in the U.S.	12%
U.S. Hispanics born outside the U.S.	18%
U.S. overall	10%
Latin America overall	22%

2009

GALLUP

Several of the top desired destinations among Hispanic potential migrants in the United States, such as Canada and Spain, are the same top desired destinations for potential migrants in Latin America. U.S. Hispanics, of course, already live in the No. 1 desired destination for potential migrants from Latin America.

Potential Migrants Less Integrated; Worse Off Economically

U.S. Hispanics who would like to migrate are caught between two worlds. Gallup's data show they are less integrated than those who don't want to migrate -- they're more likely to feel good only among other Hispanics, feel more discriminated against, and are less likely to speak English well. They not only experience more cultural tension, but also seem to be doing worse off economically, particularly with regard to their ability to afford healthcare for themselves and their families. Further, U.S. Hispanics who would like to migrate are more likely to say they have sent remittances back home in the past 12 months and are less optimistic about the future possibility of increasing or maintaining the amount of these remittances.

U.S. Hispanics Who Desire to Migrate More Likely to Struggle With Basic Costs

Percentage who answer "yes"

	Would like to migrate	Would not like to migrate
There have been times in the past 12 months when you did not have enough money to pay for medical or health care	43%	27%
There have been times in the past 12 months when you did not have enough money to buy food	36%	23%

2009

GALLUP

And, although they live in the land of the free, U.S. Hispanics who would like to migrate are less likely to feel that they are enjoying this benefit. While 91% of those who do not wish to migrate are satisfied with the freedom they have to choose what they do with their lives, 77% of would-be migrants say the same.

Bottom Line

Gallup's survey suggests that U.S. Hispanics who would like to migrate are more likely to be struggling, foreign-born residents who are ready to give up the American dream and move home or try again somewhere else. These findings have implications not only on the national debate about immigration reform in the United States, but also on the immigration policies and economies of other countries to which these potential migrants would like to move.

Timothy B. Gravelle provided additional analysis and technical assistance to this report.

U.S. Hispanic Study Survey Methods

The results of this study are based on a telephone sample of 1,000 adults, aged 15 and older, who are of Hispanic origin or descent and reside permanently in the continental U.S. For results based on the total sample 1,000 cases, one can say with 95% confidence that the maximum design effect-adjusted margin of sampling error is ±4.2 percentage points. 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.

Sampling Frame: The sampling frame for this study comprised 18,321 individuals of self-identified Hispanic origin who Gallup had previously interviewed as part of a different survey and agreed to be re-contacted for additional surveys. The original survey was a Gallup Daily tracking poll of 1,000 individuals conducted among the general U.S. adult population by means of a random-digit-dial sampling supplemented by a list of cell phone numbers. For the purpose of the U.S. Hispanic study, in the case of landline (household) phone numbers, new respondents were randomly selected by means of the most recent birthday method.

Sampling Method: Random stratified. Given the high predominance of individuals of Mexican origin or descent in the U.S. Hispanic population and Gallup's need to maximize the sample sizes for other nationality groups for analytical purposes, a disproportionate sample design was used to oversample states with high concentrations of U.S. Hispanics whose origin or descent is other than Mexican. Such disproportions have been corrected by means of a post-stratification weighting procedure. The following are the sampling quotas collected by state:

- California: n=175
- Texas: n=100
- New York: n=150
- Florida: n=150
- All other states: n=425

Interviewing Language: Gallup used a team of bilingual interviewers to conduct this study. Interviewers started all interviews in Spanish and then switched to English when necessary or when the respondent preferred.

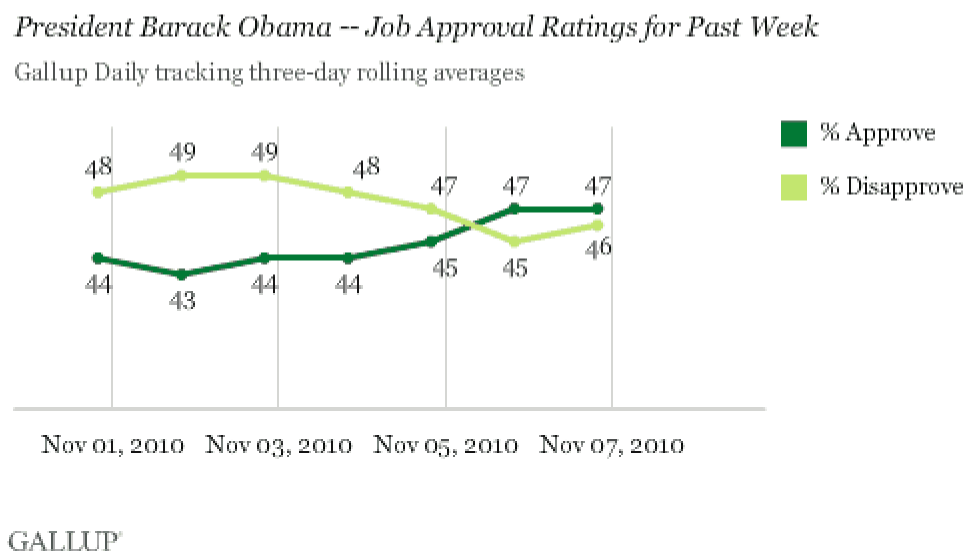
Sample Coverage: Aside from the potential bias derived from the previously described procedure for constructing the sampling frame, the sample represents U.S. Hispanics adults living in the entire continental U.S., including locations (phone exchanges) with less than 1% of U.S. Hispanic density, as well as cell phone-only individuals.

Obama Approval Advances to 47%, Up From 43% Pre-Election

Weekly average of 45% and demographic support patterns are unchanged

November 8, 2010

President Barack Obama earned a 47% approval rating from the American public in Gallup Daily tracking from Friday through Sunday, slightly higher than his 44% approval rating at the start of the week, and his 43% approval rating in the three days prior to and including Tuesday's midterm elections.



At 47%, his latest approval rating is also near the top of the 41% to 48% range within which it has varied since August.

Any of several political and economic events in the news since late last week could account for the slight improvement. Obama made a post-election speech last Wednesday in which he struck a mostly conciliatory tone, stocks rallied late in the week to their highest levels since September 2008, partly spurred by Thursday's better-than-expected jobs report, and Obama's 10-day diplomatic tour of Asia began with a much-publicized state visit to India.

"Despite the uptick in approval for the president in the last few days, Obama's average approval rating for the week ending Nov. 7 is 45%, identical to his average for all of October."

While the increase in Obama's job approval rating since the election is small in absolute terms, the fact that it is up at all after his party's major congressional and gubernatorial losses is notable. According to Gallup trends, former Presidents Bill Clinton and George W. Bush saw their job approval ratings decline after their parties' midterm election losses in 1994 and 2006, respectively.

Bush's approval fell from 38% in Gallup polling conducted Nov. 2-5, 2006, to 33% in less than a week. Clinton's approval rating also declined after the 1994 midterms, though the roughly four-week lag between the two Gallup surveys spanning that election make the connection between the election outcome and the decline less clear.

Job Approval for Presidents Spanning Midterm Elections in Which Party of the President Lost Majority Control of Congress

	Approve	Disapprove
	%	%
George W. Bush		
2006 Nov 2-5	38	56
2006 Nov 9-12	33	62
Bill Clinton		
1994 Nov 2-6	46	46
1994 Nov 28-29	43	49

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Weekly Average Is Flat

Despite the uptick in approval for the president in the last few days, Obama's average approval rating for the week ending Nov. 7 is 45%, identical to his average for all of October.

Support for Obama in the first week in November among various demographic and political subgroups is very much in line with where it was during October. He receives widespread approval from blacks (88% approve) and Democrats (81%) as well as majority support from Hispanics (63%), adults aged 18 to 29 (54%), and those living in low-income households (53%). By 49% to 41%, he also receives higher support from women than men.

Bottom Line

At 45%, President Obama's latest weekly approval rating is essentially the same as it has been in recent weeks. However, his ratings in the second half of the week are up slightly over those conducted in the first half, spanning the election. If sustained over the next few days, this would buck the pattern seen for recent presidents whose parties suffered major midterm losses. Whether the increase in approval for Obama is sustained may depend in part on its cause. If the increase was spurred by the stock market rally or Obama's foreign trip, it's likely to revert to where it was before rather quickly. If it is based on reactions to the positions Obama has taken in the aftermath of last Tuesday's elections, it could remain near 47% for a longer period of time.

Survey Methods

Results are based on telephone interviews conducted as part of Gallup Daily tracking Nov. 1-7, 2010, with a random sample of 3,583 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 ±2 percentage points.

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

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

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

AUSTRALASIA

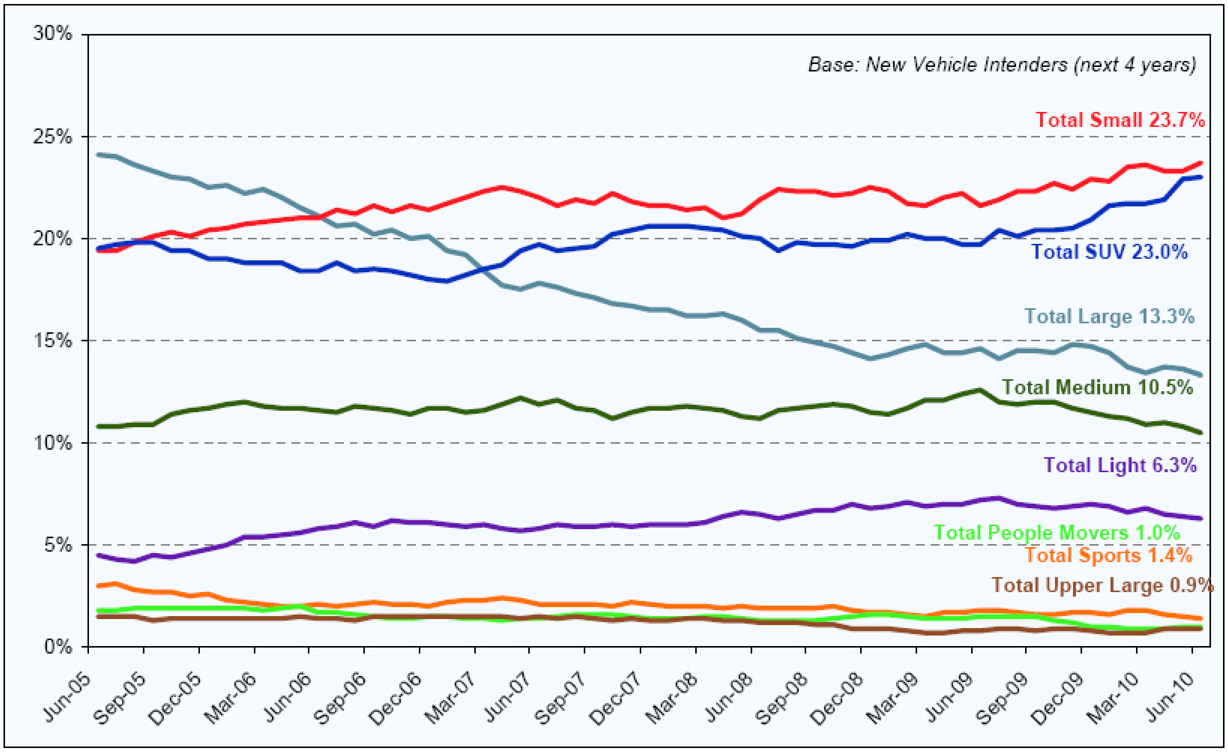
Australians continue to desert the traditional large family car in droves, according to a new buyer intentions report from Roy Morgan Research.

Source: Roy Morgan Single Source (Australia): 12 monthly moving average, July 2004 – June 2010. All new car intenders (next 4 years) n = 68,255 *Intention = next 4 years.: November 11, 2010

Large cars such as the Holden Commodore and Ford Falcon dominated the market even as recently as five years ago when 24% of buyers intended a purchase.

Since then, however, small cars (particularly hatch backs) and SUVs have split the traditional large car market in two. Small cars now make almost 24% of the buying intentions and SUVs 23%. Buying intentions regarding large cars have collapsed to just 13.3% of the market.

New Car Buying Intention - Segments



Source: Roy Morgan Single Source (Australia)*: 12 monthly moving average, July 2004 — June 2010. All new car intenders (next 4 years) n = 68,255 *Intention = next 4 years.*

Norman Morris, Industry Communications Director, Roy Morgan Research, says:

“The rise of the small car and the SUV segments is now a decade old trend and is on an unstoppable path to replacing the traditional family sedan.

"With the Small Car Segment being the most intended passenger segment, it appears that the 4 door sedan is the most popular option. However it is equally important to note that Sedan preference has been in decline over the past five years.

“Understanding this shift from Sedan to Hatch is essential to brands such as Holden who are getting ready to launch the all new locally built Cruze 5 door Hatch, but are currently not in the preferred top three brands most intended by this key consumer group.

“If we take a closer look at the profile of 5 door Hatch intenders we can see that they are more likely to be female, live in a capital city, have a higher education and earn between $50 and $70K. Attitudinally, they prefer a car that has lots of sex appeal and will only buy a car that is fun to own.

“Roy Morgan Research have detailed profiles available on new car intenders that provide a broad understanding of the target group in terms of demographics, attitudes, activities and media usage.”

Margin of Error

The following table gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	**Percentage Estimate**			
	40%-60%	***25% or 75%***	***10% or 90%***	***5% or 95%***
5,000	±1.4	±1.2	±0.8	±0.6
50,000	±0.4	±0.4	±0.3	±0.2

Australians want to buy Products Labeled 'Made in Australia'

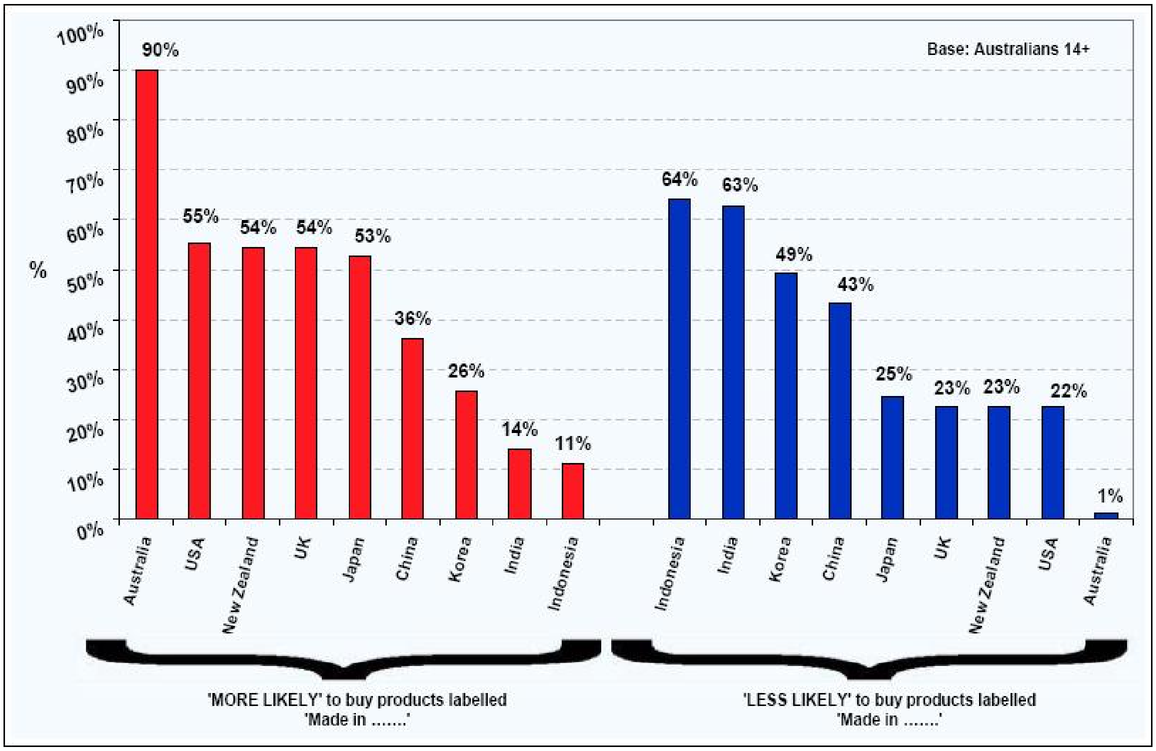
Finding No. 4600 - Source: Roy Morgan Single Source: (October 2009 – September 2010): Australians aged 14+, n=18,941. : November 09, 2010

A 'super' majority of Australians (90%) are 'more likely to buy products labeled Made in Australia' compared to only 1% of Australians who are 'less likely to buy products labeled Made in Australia' according to special Roy Morgan research undertaken over last 12 months, October 2009 — September 2010.

Traditional allies of Australia also performed well on this measure with a majority of Australians saying they would be 'more likely to buy products labeled Made in the USA' (55%), 'Made in New Zealand' (54%), 'Made in the UK' (54%) and 'Made in Japan' (53%).

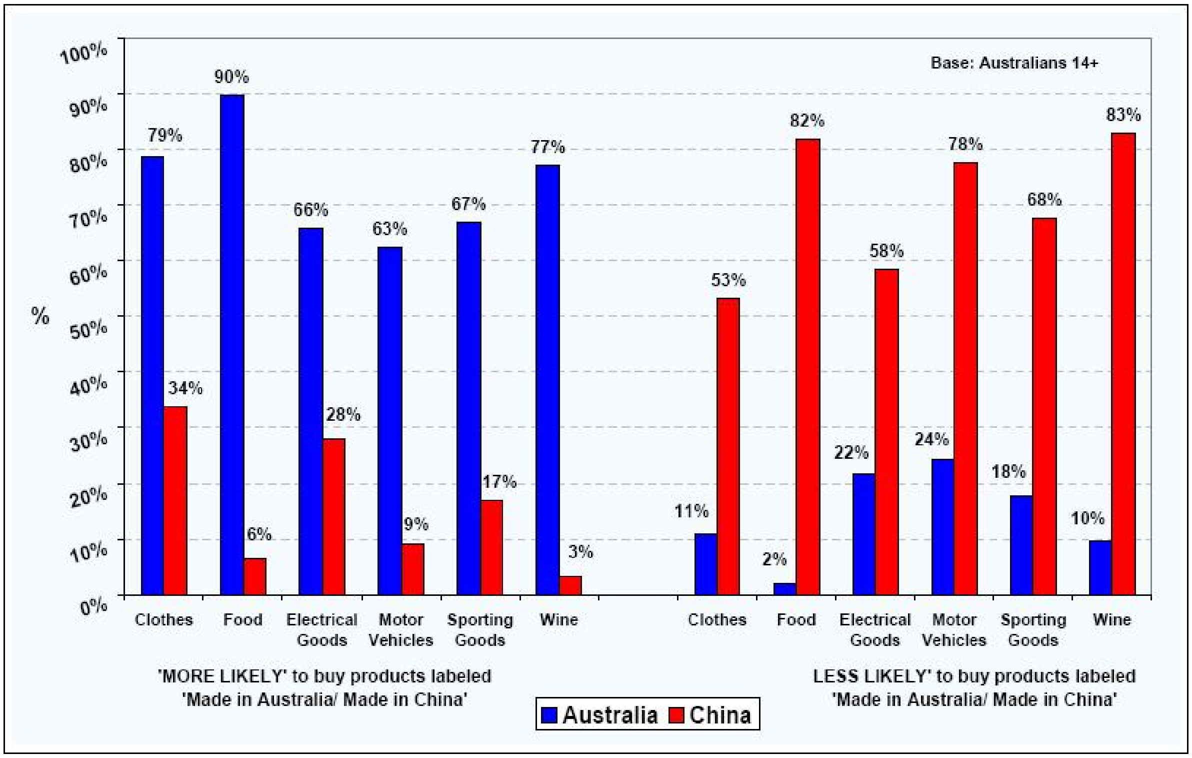
Only 36% of Australians said they would be 'more likely to buy products labeled Made in China,' 'Made in Korea' (26%), and a very low 14% said they would be 'more likely to buy products labeled 'Made in India' or 'Made in Indonesia' (11%).

'More Likely/ Less Likely' to buy products labeled 'Made in…….'



***Source**: Roy Morgan Single Source: (October 2009 — September 2010): Australians aged 14+, n=18,941.*

Do Australians prefer to buy from Australia or China?



***Source**: Roy Morgan Single Source: (October 2009 — September 2010): Australians aged 14+, n=18,941.*

In recent years China has become Australia's largest trading partner. Australia imports many consumer goods from China. Roy Morgan asked Australians across six categories of consumer goods whether they would be 'More Likely/ Less Likely' to buy Clothes/ Food/ Electrical Goods/ Motor Vehicles/ Sporting Goods/ Wine labeled 'Made in Australia/ Made in China.'

In all categories measured, Australians clearly prefer to buy Australian-made goods with 90% of Australians 'More likely to buy Food labeled Made in Australia' compared to only 6% for Food labeled 'Made in China.' For Clothes 79% were 'More likely to buy' 'Made in Australia' cf. 34% 'Made in China.' For Wine 77% were 'More likely to buy' 'Made in Australia' cf. 3% 'Made in China.'

The narrowest gap for Chinese goods was for Electrical Goods with 66% of Australians 'More likely to buy Electrical Goods labeled Made in Australia' compared to 28% 'More likely to buy Electrical Goods labeled Made in China' — a gap of 38%.

Gary Morgan says:

"Special Roy Morgan Research shows that Australians still prefer to buy products labeled 'Made in Australia' (90%) well ahead of any other countries. Traditional allies USA (55%), New

Zealand and UK (both 54%) and Japan (53%) are other countries that a majority of Australians are 'More likely' to buy from.

"These are well ahead of newer Australian trading partners like China (36%), Korea (26%), India (14%) and near neighbours Indonesia (11%). In fact 64% of Australians are 'Less likely to buy products labeled Made in Indonesia' and 63% are 'Less likely to buy products labeled Made in India.'

"When it comes to particular product categories, Australians are 'More likely' to buy Clothes labeled ('Made in Australia': 79% cf. 'Made in China': 34%), Food (90% cf. 6%), Electrical goods (66% cf. 28%), Motor vehicles (63% cf. 9%), Sporting goods (67% cf. 17%) and Wine (77% cf. 3%)."

MULTI-COUNTRY SURVEYS

Developed Nations Attract Young vs. Educated Migrants

Developed Asia would see significant brain drain

November 9, 2010

If all adults worldwide who would like to migrate actually left and moved where they want to, Gallup's Potential Net Youth Migration and Potential Net Brain Gain indexes show highly developed countries would see an influx of young people rather than educated people. Only developed Asia would see significant brain drain.

Developed Regions Are More Likely to Attract Younger People Than Educated People

Percentage change in total 15+ population, highly educated 15+ population, and 15- to 29-year-olds

	Potential Net Migration Index	Potential Net Brain Gain Index	Potential Net Youth Migration Index
Australia/New Zealand/Oceania	155%	186%	271% ▲
Iceland, Norway, and Switzerland	110%	153%	--
U.S. and Canada	70%	22% ▼	167% ▲
EU in Western/Southern Europe	39%	25% ▼	121% ▲
Developed Asia	1%	-16% ▼	20% ▲

-- Index scores could not be calculated because the sample size of the educated or youth group dropped below 500.

Up or down arrows indicate that the index is statistically lower/higher than the total Potential Net Migration Index.

Based on aggregated surveys in 148 countries conducted between 2007 and early 2010.

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These results are based on Gallup surveys of the migration desires of nearly 350,000 adults in 148 countries between 2007 and early 2010. Gallup created three indexes -- the Potential Net Migration Index, Potential Net Brain Gain Index, and Potential Net Youth Migration Index -- to gauge the likely changes to the population if people who say they would like to migrate permanently actually move where they want. The higher the index score, the larger the potential net population gain. Negative scores indicate net population loss.

The Potential Net Migration Index measures the total potential net change to the adult population by subtracting those who would like to move out of a country from those who would like to move into a country. The Potential Net Brain Gain Index is calculated with a similar approach and measures the potential net change to the adult population with four or more years of education after high school or the equivalent of a bachelor's degree or higher. The Potential Net Youth Migration Index measures the net change to the 15- to 29-year-old population.

United States Attracts Less Educated

The United States and Canada -- two of the top desired destination countries in the world for potential migrants -- are poised to experience higher youth gains than education gains. The Potential Net Brain Gain score of 12% in the United States, however, is relatively small compared with its Potential Net Migration Index, which indicates that this country would likely attract more people but not necessarily more educated people.

Migration Index Scores in Canada and the United States

Percentage change in total 15+ population, highly educated 15+ population, and 15- to 29-year-olds

	Potential Net Migration Index	Potential Net Brain Gain Index	Potential Net Youth Migration Index
Canada	160%	144%	301% ▲
United States	60%	12% ▼	152% ▲

Up or down arrows indicate that the index is statistically lower/higher than the total Potential Net Migration Index.

Based on aggregated surveys conducted in 2007 through early 2010.

GALLUP

European Union Brain Gain or Drain?

Most developed EU countries in Western and Southern Europe, too, are more attractive to young potential migrants than those who are the most educated. Although they potentially could see education gains from migration, countries such as the United Kingdom, with a relatively low Potential Net Brain Gain Index score of 13% and a relatively high Potential Net Youth Migration Index score of 235%, are particularly unattractive to the most educated. However, only Portugal and Belgium would see significant brain drain.

Migration Index Scores in EU Countries in Western and Southern Europe

Percentage change in total 15+ population, highly educated 15+ population, and 15- to 29-year-olds

	Potential Net Migration Index	Potential Net Brain Gain Index	Potential Net Youth Migration Index
EU in Western/ Southern Europe	39%	25% ▼	121% ▲
Sweden	78%	64%	181% ▲
Spain	74%	107% ▲	140% ▲
Ireland	66%	39%	128%
United Kingdom	62%	13% ▼	235% ▲
France	60%	22% ▼	168% ▲
Austria	33%	61%	43%
Finland	28%	--	--
Denmark	28%	65%	47%
Portugal	23%	-12% ▼	62% ▲
Italy	23%	9%	74% ▲
Netherlands	17%	1%	--
Germany	14%	40% ▲	66% ▲
Greece	11%	12%	12%
Belgium	9%	-14% ▼	--

-- Index scores could not be calculated because the sample size of the educated or youth group dropped below **200.**

Up or down arrows indicate that the index is statistically lower/higher than the total Potential Net Migration Index.

Based on aggregated surveys conducted between 2007 and early 2010.

GALLUP

Spain and Germany, on the other hand, stand out among these EU countries because they attract disproportionately high levels of educated people and younger people, compared with the size of their total potential adult population increase.

Developed Asia Poised to Lose Most Educated

Developed Asia's relatively low Potential Net Migration Index score suggests its total adult population would not change much from migration. Its negative Potential Net Brain Gain Index score, however, suggests that the region would lose a significant portion of its most educated people. In fact, with the exception of Singapore, countries in the region all post negative Potential Net Brain Gain scores.

Migration Index Scores in Developed Asia

Percentage change in total 15+ population, highly educated 15+ population, and 15- to 29-year-olds

	Potential Net Migration Index	Potential Net Brain Gain Index	Potential Net Youth Migration Index
Developed Asia	1%	-16% ▼	20% ▲
Singapore	219%	317%	537% ▲
Japan	1%	-13% ▼	23% ▲
South Korea	-8%	-29% ▼	-4%
Hong Kong	-12%	-28%	-5%
Taiwan	-21%	-33%	-28%

Up or down arrows indicate that the index is statistically lower/higher than the total Potential Net Migration Index.
Based on aggregated surveys conducted between 2007 and early 2010.

GALLUP

That more young people want to move to Japan and Singapore than want to leave those countries, however, is good news because they have among the fastest aging populations and lowest fertility rates in the world.

In Developing Regions, Potential Population Losses Across the Board

Everywhere else in the world, populations could potentially experience losses in every area -- particularly among youth. Latin America, for example, would see similar losses in its total adult population and its most educated population, but losses among youth would be significant. Latin America's -27% score on the Potential Net Youth Migration Index means it could lose as many as 35 million young people. Only India could potentially face brain drain; its Potential Net Brain Gain Index (-18%) is significantly lower than its Potential Net Migration Index (-6%).

Developing Regions Could Face Losses in All Areas

Percentage change in total 15+ population, highly educated 15+ population, and 15- to 29-year-olds

	Potential Net Migration Index	Potential Net Brain Gain Index	Potential Net Youth Migration Index
China	-6%	-18%	-10%
India	-6%	-18% ▼	-9%
South Africa	-8%	-4%	-10%
Central Asia CIS	-8%	-9%	-11%
Europe CIS	-11%	-15%	-18% ▼
Developing Asia	-13%	-18%	-19% ▼
EU Eastern Europe and Baltics	-14%	-9%	-26% ▼
Caucasus	-14%	-18%	-23%
Mashreq	-14%	-21%	-15%
North Africa	-17%	-16%	-24% ▼
Latin America	-18%	-18%	-27% ▼
Balkans	-19%	-17%	-33% ▼
Caribbean	-20%	-11%	-29%
East Africa	-33%	--	-42% ▼
Central Africa	-36%	--	-44% ▼
West Africa	-38%	-38%	-46% ▼

-- Index scores could not be calculated because the sample size of the educated or youth group dropped below 500.

Up or down arrows indicate that the index is statistically lower/higher than the total Potential Net Migration Index.

Based on aggregated surveys conducted between 2007 and early 2010.

GALLUP

Implications

While Gallup's findings reflect people's aspirations rather than their intentions, the implications of what could happen if hypothetical desires became reality are serious considerations for leaders to think about as they plan development and migration strategies now and in the future. Gallup will continue to monitor trends in desired migration and will publish updated index results in 2011.

Survey Methods

Results are based on telephone and face-to-face interviews with 347,717 adults, aged 15 and older, in 148 countries from 2007 to early 2010. The 148 countries surveyed represent about 95% of the world's adult population. For most countries, aggregated sample sizes (across multiple years of surveys) range between 1,000 and 4,000 interviews. A total of 8,196 interviews were conducted in India, 7,561 in China, and 7,010 in Russia. As with any survey-based estimate, the indexes reported in this article have corresponding margins of error, calculated using the Standard Error of the index. Sample size, size of the country, and range in population projection weights affect margin of error of the indexes.

Gulf Cooperation Council countries are excluded from these analyses, as only Arab nationals and Arab expatriates were surveyed. Potential Net Migration Index scores are not reported for subregions/countries with a total sample size less than 500 because of the volatility in the index as measured by the margin of error. Potential Net Brain Gain and Potential Net Youth Migration indexes are not reported for subregions with a sample size less than 500 and are not reported for countries with a sample size less than 200.

The Potential Net Migration Index is measured on a scale of -100 (meaning the total adult population of the country would leave) to infinity (meaning the potential inflow of adult population to the country is unlimited and depends on the number of adults who want to move in from around the world).

The Potential Net Brain Gain Index is measured on a scale of -100 (meaning the total population of highly educated residents -- those who have completed four years of education beyond high school or have the equivalent of a bachelor's degree -- would leave) to infinity (meaning the potential inflow of this highly educated group is unlimited and depends on the number who want to move in from around the world).

The Potential Net Youth Migration Index is measured on a scale of -100 (meaning the total aged 15 to 29 population of the country would leave) to infinity (meaning the potential inflow of 15- to 29-year-olds is unlimited and depends on the number who want to move in from around the world).

The index for each subregion/country and range at the 95% confidence level are presented in the table on page 2. For example, the Potential Net Migration Index for El Salvador is estimated at -45%, meaning if all adults who desire to move in and out of the country did so, the adult population would decline by 45%. With the margin of error at the 95% confidence level, this estimate ranges from -48% to -43%. Gallup estimates that Singapore's adult population would increase 219%, and with the margin of error, this estimate ranges from +168% to +270%.

Gallup's migration indexes are based on responses to the following questions:

Ideally, if you had the opportunity, would you like to move permanently to another country, or would you prefer to continue living in this country?
(If "would like to move permanently to another country") *To which country would you like to move?* [Open-ended, one response allowed]
Rajesh Srinivasan, and Julie Ray
Page: 1 2

Potential Net Migration Indexes

Potential increase or decrease in overall, highly educated, and youth population
The lows and highs represent the 95% confidence interval.

	Potential Net Migration Index	Low	High	Potential Net Brain Gain Index	Low	High	Potential Net Youth Migration Index	Low	High
Singapore	219%	168%	270%	317%	133%	501%	537% ▲	375%	699%
New Zealand	184%	152%	216%	178%	127%	229%	235%	144%	326%
Canada	160%	147%	173%	144%	120%	168%	301% ▲	266%	336%
Switzerland	150%	127%	173%	--	--	--	--	--	--
Australia	148%	133%	163%	187%	146%	228%	276% ▲	228%	324%
Sweden	78%	63%	93%	64%	44%	84%	181% ▲	129%	233%
Spain	74%	68%	80%	107% ▲	85%	129%	140% ▲	124%	156%
Ireland	66%	38%	94%	39%	13%	65%	128%	62%	194%
United Kingdom	62%	56%	68%	13% ▼	4%	22%	235% ▲	213%	257%
France	60%	53%	67%	22% ▼	7%	37%	168% ▲	145%	191%
United States	60%	54%	66%	12% ▼	3%	21%	152% ▲	138%	166%
Botswana	39%	27%	51%	--	--	--	46%	26%	66%
Norway	35%	21%	49%	15%	-3%	33%	--	--	--
Austria	33%	24%	42%	61%	36%	86%	43%	21%	65%
Denmark	28%	18%	38%	65%	27%	103%	47%	19%	75%
Finland	28%	10%	46%	--	--	--	--	--	--
Italy	23%	18%	28%	9%	-6%	24%	74% ▲	57%	91%
Malaysia	23%	14%	32%	11%	-5%	27%	34%	13%	55%
Portugal	23%	14%	32%	-12% ▼	-26%	2%	62% ▲	35%	89%
Netherlands	17%	8%	26%	1%	-12%	14%	--	--	--
Germany	14%	10%	18%	40% ▲	26%	54%	66% ▲	54%	78%
South Africa	13%	7%	19%	-3%	-16%	10%	21%	11%	31%
Greece	11%	3%	19%	12%	-15%	39%	12%	-9%	33%
Belgium	9%	2%	16%	-14% ▼	-23%	-5%	--	--	--
Israel	7%	-4%	18%	-7%	-19%	5%	4%	-14%	22%
Zambia	5%	-5%	15%	3%	-33%	39%	-3%	-14%	8%

Potential Net Migration Indexes

Potential increase or decrease in overall, highly educated, and youth population
The lows and highs represent the 95% confidence interval.

	Potential Net Migration Index	Low	High	Potential Net Brain Gain Index	Low	High	Potential Net Youth Migration Index	Low	High
Azerbaijan	-15%	-19%	-11%	-19%	-28%	-10%	-25%	-32%	-18%
Georgia	-15%	-20%	-10%	-17%	-24%	-10%	-24%	-35%	-13%
Hungary	-15%	-21%	-9%	0%	-30%	30%	-20%	-40%	0%
Poland	-15%	-19%	-11%	-13%	-22%	-4%	-28% ▼	-35%	-21%
Sri Lanka	-15%	-21%	-9%	--	--	--	-30% ▼	-37%	-23%
Madagascar	-16%	-24%	-8%	--	--	--	-28%	-40%	-16%
Jordan	-17%	-21%	-13%	-29%	-40%	-18%	-22%	-29%	-15%
Lithuania	-17%	-22%	-12%	-13%	-24%	-2%	-31%	-41%	-21%
Syria	-17%	-22%	-12%	--	--	--	-21%	-28%	-14%
Ivory Coast	-18%	-24%	-12%	--	--	--	-24%	-33%	-15%
Kyrgyzstan	-18%	-22%	-14%	-20%	-32%	-8%	-25%	-32%	-18%
Paraguay	-18%	-23%	-13%	--	--	--	-29%	-35%	-23%
Chad	-19%	-24%	-14%	--	--	--	-23%	-30%	-16%
Nepal	-19%	-23%	-15%	--	--	--	-24%	-30%	-18%
Chile	-20%	-24%	-16%	-20%	-38%	-2%	-35% ▼	-43%	-27%
Ecuador	-20%	-24%	-16%	-15%	-28%	-2%	-25%	-31%	-19%
Mongolia	-20%	-27%	-13%	-30%	-40%	-20%	-28%	-39%	-17%
Niger	-20%	-24%	-16%	--	--	--	-25%	-30%	-20%
Togo	-20%	-28%	-12%	--	--	--	-20%	-31%	-9%
Ukraine	-20%	-24%	-16%	-24%	-30%	-18%	-31%	-39%	-23%
Mali	-21%	-26%	-16%	--	--	--	-30%	-37%	-23%
Romania	-21%	-25%	-17%	-22%	-36%	-8%	-38% ▼	-47%	-29%
Serbia	-21%	-27%	-15%	--	--	--	-39%	-51%	-27%
Taiwan	-21%	-27%	-15%	-33%	-43%	-23%	-28%	-41%	-15%
Vietnam	-21%	-25%	-17%	--	--	--	-32%	-39%	-25%
Bolivia	-22%	-27%	-17%	-30%	-42%	-18%	-31%	-38%	-24%
Iran	-22%	-26%	-18%	-36% ▼	-45%	-27%	-31%	-36%	-26%
Latvia	-22%	-26%	-18%	-19%	-28%	-10%	-35%	-44%	-26%
Philippines	-22%	-26%	-18%	-36%	-46%	-26%	-28%	-34%	-22%
Djibouti	-23%	-28%	-18%	--	--	--	-29%	-35%	-23%
Guatemala	-23%	-26%	-20%	-21%	-38%	-4%	-29%	-34%	-24%
Yemen	-23%	-30%	-16%	--	--	--	-26%	-35%	-17%
Mauritania	-24%	-28%	-20%	--	--	--	-31%	-37%	-25%

Regions and Country Groupings

Regions	**Countries included**
Australia/New Zealand/Oceania	Australia, New Zealand
Iceland, Norway, Switzerland	Iceland, Norway, Switzerland
United States and Canada	Canada, United States
EU Western and Southern Europe	Sweden, Spain, Ireland, United Kingdom, France, Austria, Finland, Denmark, Italy, Portugal, Netherlands, Germany, Greece, Belgium
Developed Asia	Singapore, Hong Kong, South Korea, Japan, Taiwan
China	China
India	India
South Africa	Madagascar, Angola, Botswana, Namibia, Malawi, Mozambique, South Africa, Zambia, Zimbabwe
Central Asia CIS	Turkmenistan, Uzbekistan, Kyrgyzstan, Kazakhstan, Tajikistan
Europe CIS	Moldova, Ukraine, Russia, Belarus
Developing Asia	Laos, Mongolia, Philippines, Sri Lanka, Nepal, Bangladesh, Afghanistan, Pakistan, Cambodia, Vietnam, Thailand, Indonesia, Malaysia
EU Eastern Europe and Baltics	Slovenia, Bulgaria, Romania, Lithuania, Hungary, Latvia, Czech Republic, Estonia, Poland
Caucasus	Georgia, Armenia, Azerbaijan
Mashreq	Iraq, Syria, Lebanon, Jordan, Palestinian Territories
North Africa	Libya, Tunisia, Morocco, Egypt, Algeria
Latin America	Guyana, Brazil, Belize, Mexico, Venezuela, Argentina, Chile, Ecuador, Panama, Guatemala, Honduras, Uruguay, Paraguay, El Salvador, Bolivia, Peru, Costa Rica, Colombia, Nicaragua
Balkans	Montenegro, Serbia, Croatia, Bosnia and Herzegovina, Albania, Macedonia, Kosovo
Caribbean	Haiti, Trinidad and Tobago, Dominican Republic
East Africa	Ethiopia, Rwanda, Djibouti, Comoros, Somaliland region, Sudan, Tanzania, Uganda, Kenya
Central Africa	Central Africa Republic, Congo (Kinshasa), Congo (Brazzaville), Cameroon, Chad
West Africa	Benin, Guinea, Ivory Coast, Togo, Mali, Burkina Faso, Sierra Leone, Liberia, Nigeria, Niger, Mauritania, Senegal, Ghana

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U.S. Leadership More Popular in Asia Than China's, India's

Many Asians don't have an opinion about leaders in each country

November 5, 2010

As President Barack Obama begins his trip to Asia, including stops in India, Indonesia, Japan, and South Korea for the G-20 summit, Gallup surveys find the U.S. is relatively well-positioned in many parts of the region. U.S. leadership garners more approval than regional powers China and India in more than half of the 20 Asian countries and areas Gallup polled over the past year.

Do you approve or disapprove of the job performance of the leadership of (country)?

Sorted by percentage who approve of U.S. leadership in 20 Asian countries

	U.S.	China	India
Singapore	77%	55%	40%
Australia	69%	28%	35%
Philippines	66%	43%	30%
New Zealand	65%	21%	27%
Mongolia	58%	46%	26%
Cambodia	56%	35%	14%
South Korea	55%	36%	23%
Taiwan	52%	44%	21%
Japan	51%	29%	34%
Thailand^	48%	35%	22%
Afghanistan	43%	40%	50%
Hong Kong	41%	54%	21%
Bangladesh	40%	30%	43%
Malaysia	39%	47%	26%
Nepal	34%	37%	44%
Indonesia	33%	28%	14%
Sri Lanka	30%	34%	44%
Vietnam	26%	31%	28%
Pakistan	18%	58%	13%
India	18%	8%	57%

Surveys conducted April through August 2010.
^Thailand surveyed in October 2009.
Data from China not available.

GALLUP

Obama's trip provides a chance for him to increase the visibility of U.S. leadership in the region, where many residents in the countries on his itinerary who were surveyed this year do not have an opinion. For example, approval in India -- the president's first stop -- is among the lowest in the region, at 18%, but more than 7 in 10 adults (72%) say they don't know whether they approve or disapprove. But even in Japan and South Korea, where majorities approve of U.S. leadership, roughly one-quarter do not offer an opinion.

Do you approve or disapprove of the job performance of the leadership of the U.S.?

Sorted by percentage who approve in 20 Asian countries

	Approve	Disapprove	Don't know/ Refused
Asia median	46%	19%	28%
Singapore	77%	7%	16%
Australia	69%	19%	13%
Philippines	66%	22%	12%
New Zealand	65%	18%	17%
Mongolia	58%	5%	37%
Cambodia	56%	5%	39%
South Korea	55%	22%	23%
Taiwan	52%	16%	32%
Japan	51%	23%	26%
Thailand^	48%	9%	43%
Afghanistan	43%	54%	3%
Hong Kong	41%	40%	19%
Bangladesh	40%	32%	27%
Malaysia	39%	32%	29%
Nepal	34%	18%	47%
Indonesia	33%	19%	48%
Sri Lanka	30%	17%	54%
Vietnam	26%	17%	56%
Pakistan	18%	68%	14%
India	18%	10%	72%

Surveys conducted April through August 2010.
^Thailand surveyed in October 2009.
Data from China not available.

GALLUP

Although they have an edge over the United States in terms of proximity, visibility in the region is also an issue for the leadership of China and even more so for India. A median of one-third of

Asians surveyed say they don't know whether they approve or disapprove of the leadership of China and nearly half -- a median of 47% -- do not offer an opinion about India's leadership.

Adults who do express an opinion about China's leadership are more likely to approve than disapprove in 13 of the 20 Asian countries surveyed. Adults in Hong Kong, Malaysia, and Pakistan are more likely to approve of China's leadership than the leaderships of the U.S. or India. Region wide, Pakistanis are among the least likely to approve of the leaderships of India and the United States.

Do you approve or disapprove of the job performance of the leadership of China?

Sorted by percentage who approve in 20 Asian countries

	Approve	Disapprove	Don't know/ Refused
Asia median	36%	23%	33%
Pakistan	58%	26%	17%
Singapore	55%	19%	26%
Hong Kong	54%	37%	9%
Malaysia	47%	20%	33%
Mongolia	46%	18%	36%
Taiwan	44%	32%	25%
Philippines	43%	32%	25%
Afghanistan	40%	52%	9%
Nepal	37%	15%	48%
South Korea	36%	35%	29%
Thailand^	35%	11%	55%
Cambodia	35%	7%	58%
Sri Lanka	34%	7%	59%
Vietnam	31%	11%	58%
Bangladesh	30%	32%	37%
Japan	29%	41%	30%
Indonesia	28%	8%	63%
Australia	28%	45%	27%
New Zealand	21%	41%	39%
India	8%	14%	77%

Surveys conducted April through August 2010.
^Thailand surveyed in October 2009.
Data from China not available.

GALLUP

Adults in 11 of 20 countries, including India, are more likely to approve of India's leadership than disapprove. Adults in nearby Afghanistan, Nepal, and Sri Lanka are more likely to approve of India's leadership than Chinese or U.S. leadership.

Do you approve or disapprove of the job performance of the leadership of India?

Sorted by percentage who approve in 20 Asian countries

	Approve	Disapprove	Don't know/ Refused
Asia median	28%	22%	47%
India*	57%	33%	11%
Afghanistan	50%	44%	6%
Nepal	44%	18%	38%
Sri Lanka	44%	10%	46%
Bangladesh	43%	29%	28%
Singapore	40%	23%	37%
Australia	35%	33%	33%
Japan	34%	16%	51%
Philippines	30%	41%	29%
Vietnam	28%	9%	63%
New Zealand	27%	23%	51%
Malaysia	26%	33%	42%
Mongolia	26%	9%	66%
South Korea	23%	21%	56%
Thailand^	22%	14%	64%
Taiwan	21%	19%	60%
Hong Kong	21%	28%	51%
Cambodia	14%	17%	69%
Indonesia	14%	11%	75%
Pakistan	13%	67%	20%

Surveys conducted April through August 2010.
^Thailand surveyed in October 2009.
* "Do you approve or disapprove of the job performance of the leadership of this country?"
Data from China not available.

GALLUP

Bottom Line

U.S. leadership has an approval advantage in Asia over the leaderships of China and India -- a positive sign for the U.S. as it jockeys for influence with these two economic giants. The president's trip may potentially increase the visibility of U.S. leadership in the region and create more positive sentiment among the many Asians who are still undecided.

Survey Methods

Results are based on face-to-face interviews with approximately 6,000 adults in India, 1,050 adults in Indonesia, 1,000 adults Afghanistan, Bangladesh, Cambodia, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Singapore, Sri Lanka, and Vietnam, aged 15 and older, conducted between April and August 2010. Surveys in Thailand were conducted in October 2009. Results are based on telephone interviews with approximately 1,000 adults in Australia, New Zealand, South Korea, and Taiwan and 750 adults Japan and Hong Kong, aged 15 and older, conducted between April and August 2010.

For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error in 2010 ranged from a low of ±1.7 percentage points in India to a high of ±4.5 percentage points in Hong Kong.

CYBERWORLD

Just Checking In: 4% Share Location with Mobile Device
November 4, 2010

In its first report on the use of "geosocial" or location-based services, the Pew Research Center's Internet & American Life project finds that 4% of online adults use a service such as Foursquare or Gowalla that allows them to share their location with friends and to find others who are nearby. On any given day, 1% of internet users are using these services.

This is the second survey of the Pew Internet Project to ask about such "geosocial" or location-based services. The current number shows little change from the first time this question was asked, in a May 2010 survey, when 5% of adult internet users said they had used such a site.

Key findings:

- 7% the adults who go online with their mobile phone use a location-based service.
- 8% of online adults ages 18-29 use location-based services, significantly more than online adults in any other age group.
- 10% of online Hispanics use these services -- significantly more than online whites (3%) or online blacks (5%).
- 6% of online men use a location-based service such as Foursquare or Gowalla, compared with 3% of online women. our in Five Adults Say that Being Able to Charge their Devices Wirelessly would make life easier.

Location-based services such as Foursquare and Gowalla use internet-connected mobile devices' geolocation capabilities to let users notify others of their locations by "checking in" to that location. Location-based services often run on stand-alone software applications, or "apps," on most major GPS-enabled smartphones or other devices.1

Some of these “geosocial” services emphasize social networking functions, and can notify friends on the service when the user is nearby. Users may also be able to leave comments or reviews for a certain business or other location, which may be viewed by later visitors. Other services take a gaming approach, in which check-ins are used to unlock “levels” or “badges,” or can be used to earn a certain title (such as “Mayor”) when the user has checked in to that location more than any other user. (Here the mobile device’s GPS function is also important to help prevent people from checking in to places they are not at physically, which is considered a form of cheating.) Such detailed real-time information about customers’ habits is very attractive to businesses, who may share special deals with users, or reward “mayors” and other frequent users with free or discounted services.

The use of “geosocial” or location-based services

Four percent of online adults use a service such as Foursquare or Gowalla that allows them to share their location with friends and to find others who are nearby. On any given day, 1% of internet users are using these services. The following table gives a breakdown of the demographic differences among internet users who use geosocial or location-based services:

Demographics of location-based service users

% of internet users who use a location-sharing service such as Foursquare or Gowalla

All internet users	4%
Men	6*
Women	3
Race/ethnicity	
White, Non-Hispanic	3
Black, Non-Hispanic	5
Hispanic (English- and Spanish-speaking)	10*
Age	
18-29	8*
30-49	4
50-64	2
65+	1
Household income	
Less than $30,000/yr	3
$30,000-$49,999	6
$50,000-$74,999	6
$75,000+	4
Educational attainment	
Less than High School	5
High School	3
Some College	4
College +	5

* indicates a statistically significant difference.

Source: The Pew Research Center's Internet & American Life Project, August 9-September 13, 2010 Health Tracking Survey. N=3,001 adult internet users ages 18 and older, including 1,000 cell phone interviews. Interviews were conducted in English and Spanish. Margin of error is +/- 3%.

This report is based on the results of a telephone survey by the Pew Research Center's Internet & American Life Project conducted between August 9 and September 13, 2010. The survey was administered to a sample of 3,001 adults, age 18 and older, using a combination of landline and cellular telephones. Interviews were conducted in English or Spanish. The sample margin of error is plus or minus 2.5 percentage points for the general population and plus or minus 2.9 percentage points for internet users (n=2,065).

Men are significantly more likely than women to use a location-based services (6% of online men versus 3% of online women), and Hispanics (English- and Spanish-speaking) are more likely than other ethnic groups to use these services (10% of online Hispanics do, compared to 3% of whites and 5% of blacks). There are no statistically significant differences by household income or educational attainment.

Location-based services such as Foursquare or Gowalla are significantly more popular with younger internet users; eight percent of online adults ages 18-29 use location-based services, significantly more than online adults in any other age group. Wireless internet users,2 unsurprisingly, are also more likely to use location-based services, especially those who connect to the internet with their cell phone. Seven percent of all adults who go online with their mobile phone say they use a location-based service, as well as 5% of all wireless internet users.

Location-based service users by internet connection type and frequency
% of internet users who use a location-sharing service such as Foursquare or Gowalla

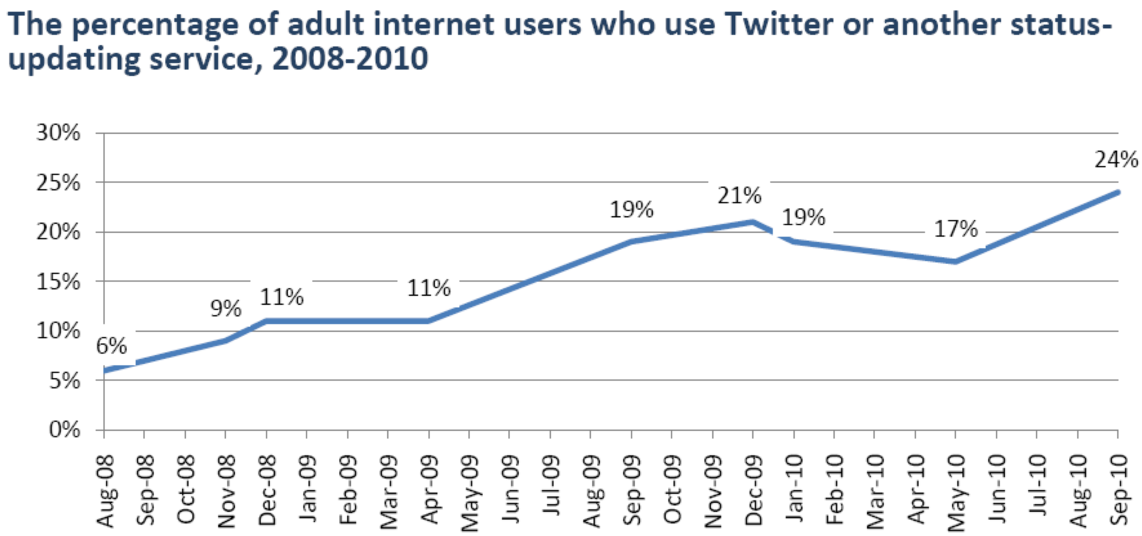
Total adults	4%
Wireless users	
Use internet on cell phone	7
Total wireless users	5
Do not use wireless	2
How often online	
Daily	5
Several times per week	5
Less often	1
Location	
Urban	6
Suburban	4
Rural	2

Source: The Pew Research Center's Internet & American Life Project, August 9-September 13, 2010 Health Tracking Survey. N=3,001 adult internet users ages 18 and older, including 1,000 cell phone interviews. Interviews were conducted in English and Spanish. Margin of error is +/-3%.

Though location-based services usually require an internet-connected mobile phone, 2% of non-wireless users (those who do not go online with either a cell phone or a wireless-enabled laptop) also say they
have used such a service. This number may include cell phone users who use geosocial services such as Brightkite, which allows users to update their location by SMS. These non-wireless respondents may also include respondents who use location-reporting services such as Google Latitude or Dopplr, which can be used on a desktop computer. Respondents may also have signed up for the services to follow friends' movements without updating their own location.
Additionally, the ability to report one's location is a feature that has recently been added to many pre-existing sites such as Twitter and Facebook. It is possible that as the lines between different types of services become increasingly blurred, it is difficult for respondents to always pinpoint exactly what sort of software they are using—especially on their mobile devices. Our recent report on the rise of apps culture, for instance, found that 11% of cell phone owners are not sure whether their phone is even equipped with apps.3

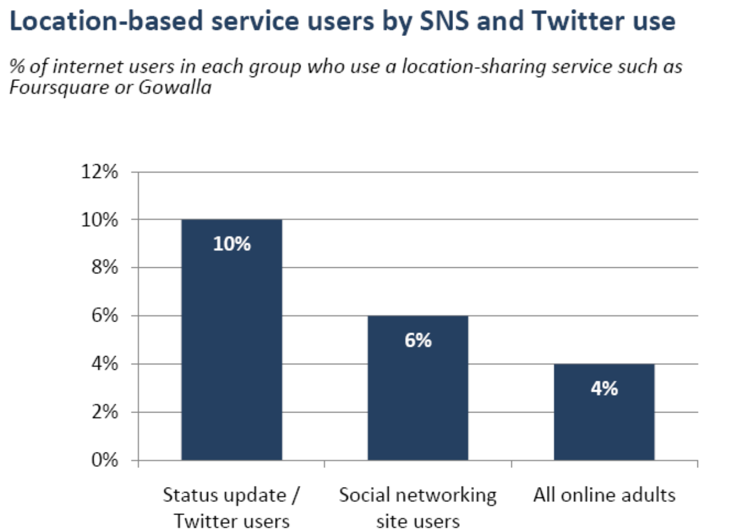
Related internet activities

Location-based services are similar in some respects to status updating services such as Twitter, in which users communicate by short messages sent online or by text. Status updating services have grown in popularity over the past few years, from 6% of online adults saying they had used such a service in August 2008 to 24% in September 2010.



Internet users who use social networking sites such as Facebook or MySpace and those who use status-update services such as Twitter also have relatively high levels of location-based service usage:

- Among online adults, 62% use a social networking site such as Facebook, MySpace, or LinkedIn. Of these social networking site users, 6% use a location-based service.
- 24% of online adults use Twitter or another service to share updates about themselves or to see updates about others. Ten percent of these status update site users use a location-based service, over twice the rate of the general online population.



Source: The Pew Research Center's Internet & American Life Project, August 9-September 13, 2010 Health Tracking Survey. N=3,001 adult internet users ages 18 and older, including 1,000 cell phone interviews. Interviews were conducted in English and Spanish. Margin of error is +/- 3%.

Methodology
This report is based on the findings of a daily tracking survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International between August 9 and September 13, 2010, among a sample of 3,001 adults, age 18 and older. Interviews were conducted in English and Spanish. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.5 percentage points. For results based Internet users (n=2,065), the margin of sampling error is plus or minus 2.9 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

Three-Quarters Could Use a Better Way to Charge all the Electronic Devices in their Household

Thursday, November 11, 2010

New York, NY – Four in five adults (79%) believe that being able to charge their devices wirelessly would make their lives easier, according to a new Ipsos poll conducted on behalf of Duracell, a leading manufacturer of high-performance alkaline batteries. The survey shows that women are even more enthusiastic about charging their devices wirelessly than are men, as 82% of women agree – including 49% who completely agree – compared to 76% of men.

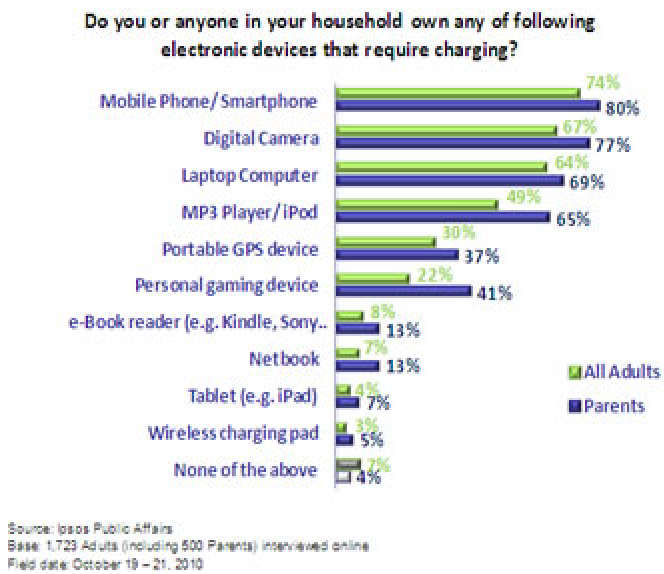
Parents are also particularly resolute in saying that charging their devices wirelessly would make their lives easier, as 86% of them agree – including 50% who completely agree.

Having a Better Way to Charge Their Devices

The study results show that three in four adults (74%) agree that they could use a better way to charge all the electronic devices in their household. Perhaps this is because over half of adults (57%) and two-thirds of parents (65%) include charging their phones in their daily to-do list. At the same time, almost one in three adults (31%) and two in five parents (41%) say they have a tendency to misplace chargers.

This is particularly important when taking into account the amount of mobile electronic devices owned by Americans. The study results show that three in four adults (74%) say they themselves or someone in their household own a mobile phone or Smartphone; 67% say they own a digital camera; 64% a laptop computer; 49% an MP3 player or iPod; as well as considerable proportions that own portable GPS devices, personal gaming devices, etc.

Parents tend to have even more electronic devices in their household, which could be a reason why they are even more likely than the general public to agree that they could use a better way to charge their devices (81%).



Most Americans Love Gadgets but Not their Cords

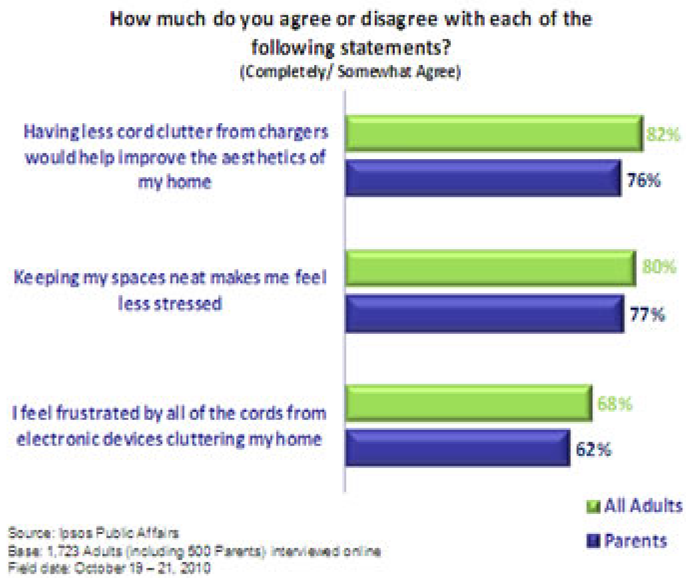
According to the study, most Americans (57%), and to a greater extent, parents (63%), say they love gadgets. Two in three adults (66%) also say that mobile electronics help them accomplish things that they need to do during the day, and three-quarters (74%) even say that technology helps simplify their lives.

Parents are even more enthusiastic about electronics, as three-quarters (75%) agree that mobile devices help them accomplish things they need to do during the day, while four in five (80%) say that technology helps simplify their life.

However, Americans' love for gadgets and electronics does not translate into love for their charging cords. Six in ten Americans (59%) say they dislike charging cords, and over three-quarters of adults (78%) and over four in five parents (85%) say that having a different charger for each electronic device can be annoying.

For Most, Less Cords Represent Better Looking Homes

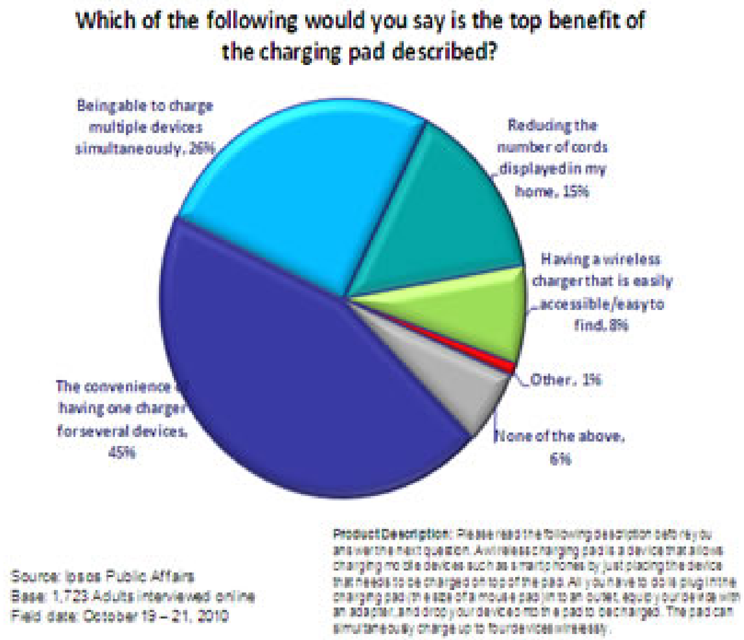
With so many devices in the household that need to be plugged in, it is not a surprise that three-quarters of adults (76%) and 82% of parents, agree that having less cord clutter from chargers would help improve the aesthetics of their home. Furthermore, around two thirds (62% of all adults and 68% of parents) agree that they feel frustrated by all of the cords from electronic devices cluttering their home. Especially, when most of them say that keeping their spaces neat makes them feel less stressed (77% of all adults and 80% of parents.)



One Outlet and One Place to Charge Several Devices

With so much animosity toward charging cords, it is understandable that four in five adults (79%) and 84% of parents say that having one central place to charge their devices would keep them better organized. Similarly, 86% of adults and 90% of parents believe that it would be convenient to charge multiple devices at once by just using one outlet.

Convenience of having one charger for several electronic devices was also the most commonly selected benefits of a charging pad, defined as a device that allows charging mobile devices wirelessly by just placing the device that needs to be charged on top of the pad, and can charge up to four devices simultaneously. Following the convenience of having just one charger (selected by 45%), Americans selected being able to charge multiple devices simultaneously (26%); reducing the number of cords displayed in their home (15%); and, having a wireless charger that is easily accessible and easy to find (8%) as the top benefits from this wireless charging pad. In contrast, just 6% of Americans said this charging pad did not have any of the aforementioned benefits.



These are some of the findings of an Ipsos poll conducted October 19-21, 2010. For the survey, a national sample of 1,723 adults over the age of 18 –including 500 parents living with children under 18– from Ipsos' U.S. online panel was interviewed online. Quota sampling and weighting were employed to balance demographics and ensure that the sample's composition reflects that of the actual U.S. adult population according to Census data and to provide results that are intended to approximate a probability sample. An unweighted probability sample of 1,723 respondents, with a 100% response rate, would have an estimated margin of error of +/-2.4 percentage points, 19 times out of 20 of what the results would have been had the entire adult population of the United States been polled. In case of parents, an unweighted probability sample of 500 respondents, with a 100% response rate, would have an estimated margin of error of +/-4.4 percentage points, 19 times out of 20 of what the results would have been had the entire adult population of the United States with children this age been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.