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M. Zubair

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Prelude

This week report consists of 35 surveys. Two of these are multi-country surveys while the rest of 33 are national surveys from various countries.

Commentary: The EU and Africa: Working towards closer partnership

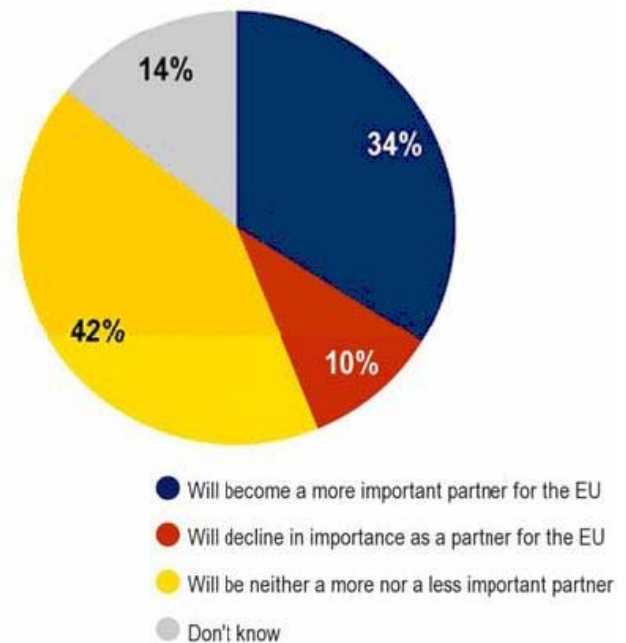
November 2010

The EU is the biggest provider of development aid in the world, accounting for more than half of global official development aid. The largest share of EU assistance is directed to **Africa**. The two continents have many links: e.g., historical, cultural, value-based and economic. They also face many common challenges, in the areas of energy, climate change or migration, to name just a few. Together, the EU and Africa constitute a quarter of the world population and more than one third of the members of the United Nations.

The EU remains Africa's most important political ally and a reliable trade and development partner. Against this backdrop and building on the work of the first Africa-EU summit in Cairo in 2000, leaders from both continents decided to move cooperation to a new level in 2007. At the Lisbon Summit, 80 Heads of States and Government from Europe (27) and Africa (53) agreed to pursue common interests and strategic objectives together, beyond the focus of traditional development policy. To do so, they adopted the Joint Africa-EU Strategy which redefines the relations between the two continents for tackling global challenges together. In the context of the Strategy, the first action plan covering the period 2008-2010 and introducing concrete measures was structured around eight strategic partnerships:

1. Peace and security

QE1. Looking ahead to the period to 2020, do you think Africa...?

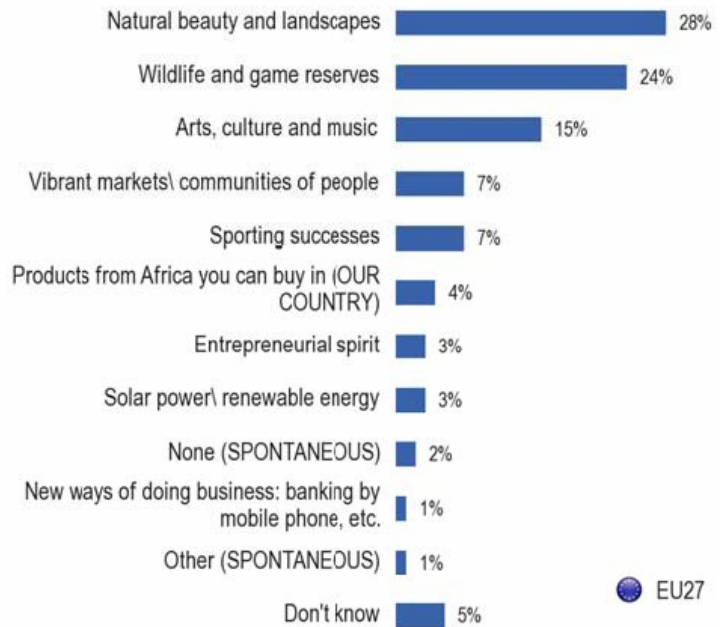


 EU27

2. Democratic governance and human rights
3. Trade, regional integration and infrastructure
4. Millennium development goals (MDGs)
5. Energy
6. Climate change
7. Migration, mobility and employment
8. Science, information society and space

QE4. Among the following list, when you think of Africa, what is the most positive image?

In preparation for **3rd Africa-EU Summit in Libya on 29/30 November 2010** the European Commission's Directorate-General for Development commissioned a survey to measure the attitudes of the European public towards the challenges facing the continent of Africa, their image of Africa and the future of Africa-EU cooperation. Over 26,500 people living in the 27 EU member states were interviewed face to face in June 2010².



The report details the EU-wide findings as well as country-by-country breakdowns. Where relevant, comparisons are made with previous studies. Socio-demographic variables are also taken into account in the analysis.

Main Findings

Key areas of EU-Africa cooperation: Tackling poverty (selected by 38% of the poll), endorsing peace and security (34%) and promoting human rights (33%) are seen as the key areas of EU-Africa cooperation. Democracy and good governance are cited by just under a quarter of the poll (23%). More specific areas such as environmental protection, science and technology, climate change and energy receive significantly fewer mentions.

The challenges: Poverty and hunger are seen as a challenge that African countries should tackle together (64%), along with corruption which was cited by a third of the poll (34%). Civil unrest and internal conflicts was cited by 23%.

Positive images of Africa: When asked about the most positive images they link with Africa, the European public still primarily associates it with natural beauty and landscapes (28%) and wildlife and game reserves (24%). However, new more dynamic images linked to African culture, entrepreneurship and trade appear to be emerging with nearly 1 in 10 Europeans citing economy or technology related images.

The future: Europeans have relatively positive expectations regarding the future of EU-Africa cooperation: just over a third (34%) think that the partnership will improve in the next 10 years and a further 42% expect it to remain at the current level. Very few respondents think that Africa will decline in importance as a partner by 2020. §

SOURCE: http://ec.europa.eu/public_opinion/archives/ebs/ebs_353_en.pdf

Summary of Polls

SOUTH ASIA

Indians Mixed on Environmental Bans For Industrialization

A recent survey shows that Indians have mixed views on imposing ban on projects like Vedanta to protect environment, though they highly emphasize on government to take tough measures to protect forests. (Cvoter)

October 2010

NORTHEAST ASIA

Low Support For Japanese Cabinet

In a recent survey the Japanese public showed very little support for Kan cabinet. About three in ten Japanese are supportive while over five in ten do not support his cabinet. (Asahi Shimbun Japan)

November 16, 2010

WEST EUROPE

(Eurobarometer) The EU and Africa: Working towards closer partnership

Tackling poverty (selected by 38% of the poll), endorsing peace and security (34%) and promoting human rights (33%) are seen as the key areas of EU-Africa cooperation. Democracy and good governance are cited by just under a quarter of the poll (23%). More specific areas such as environmental protection, science and technology, climate change and energy receive significantly fewer mentions. (TNS Opinion & Social)

November 2010

(Eurobarometer) EU Citizens See Benefit in International Trade

Europeans are well aware of International Trade and see benefit in it. They prefer variety of products and their cost effectiveness. (TNS Opinion & Social)

November 2010

Labour Gaining An Edge in Scottish Elections

With five months to go until the Scottish Parliament elections, Labour has increased its lead over the SNP to 10 points in the latest poll from Ipsos MORI Scotland. Among those certain to vote in May's election, Scottish Labour have 41% of the constituency vote, against SNP 31% and Scottish Liberal Democrats 11%. (Ipsos Mori Scotland)

November 26, 2010

(UK) Economy Continues As The Coalition's Key Challenge

The Economist/Ipsos MORI November Issues Index shows that the economy remains the most important issue facing the country – over half (54%) place it among the most important issues facing Britain today, and for two-fifths (39%) it is the single most important issue. It has remained, without interruption, the chief issue of concern amongst the public since September 2008. (Ipsos Mori)

November 24, 2010

(UK) Harry Potter is the most famous Brit

Harry Potter is the most famous Briton, narrowly beating James Bond and David Cameron, according to new research published today by the market research company Ipsos MORI to coincide with the release of part one of *The Deathly Hallows* this Friday. A massive 96 per cent of people recognised the boy wizard when asked to identify him. (Ipsos Mori)

November 19, 2010

(UK) Most Britons want Prince William to leapfrog Charles to throne

The majority of the British public want Prince William to step ahead of his father and become the next king, according to new polls. More than half (55 per cent) would like the Prince of Wales to stand aside to allow Prince William to ascend directly to the throne, according to a survey. (Yougov)

November 22, 2010

Few People Realize Persistent Cough Is A Key Symptom Of Lung Cancer

A new survey timed to coincide with Lung Cancer Awareness Month found that only a small minority of people in the UK realize that a persistent cough is a key symptom of lung cancer. (Yougov)

November 23, 2010

A Third Of Pupils Aged Ten View Pornography On The Internet

One in three children is accessing a 'tsunami' of explicit pornographic images on the internet by the age of ten, a study has revealed. Four in five teenagers regularly look up unsuitable photographs or film on their computers or mobile phones, it also suggested. (Yougov)

November 23, 2010

Most Britons Believe Prisoners Should Not Vote in Elections

As the Government is expected to comply with a European Court of Human Rights (ECHR) ruling related to the rights of prisoners, a majority of Britons believe that people incarcerated in the United Kingdom should not be allowed to cast ballots in elections, a new Angus Reid Public Opinion poll has found. (Angus Reid)

November 22, 2010

Most Britons Support Government on Work Placement Strategy

A Government proposal to require people who are claiming unemployment benefits to do compulsory four-week work placements is supported by a large proportion of Britons, a new Angus Reid Public Opinion poll has found. Two-in-four respondents believe the programme will help people in finding new paid work. (Angus Reid)

November 24, 2010

Britons' Wellbeing Stable Through Economic Crisis

With British Prime Minister David Cameron announcing his intent to begin tracking his citizens' wellbeing, new data from Gallup surveys reveal Britons' wellbeing has neither significantly improved nor deteriorated in recent years. Despite five years of economic turmoil that included the country's longest recession on record, Britons continue to rate their lives about as well as they did in 2005, close to 7 on a 0-to-10 scale, and to expect a slightly better life five years from now. (Gallup USA)

November 24, 2010

NORTH AMERICA

In U.S., Continuing Record-Low Support for Stricter Gun Control

For the second year in a row, a record-low 44% of Americans say laws governing the sale of firearms should be made more strict, while 42% say gun laws should be kept as they are now. Twelve percent say gun laws should be made less strict. (Gallup USA)

November 22, 2010

In U.S., Tax Issues Rank as Top Priority for Lame-Duck Congress

Americans are most likely to say it is important for Congress to pass legislation to keep the estate tax from increasing significantly next year and to extend the income tax cuts passed under George W. Bush before the end of the year. Just under half say it is important for Congress to extend unemployment benefits for the long-term unemployed. (Gallup USA)

November 23, 2010

Most U.S. Air Travelers OK Sacrificing Privacy for Security

Despite a reported uproar about full-body screening procedures now in broader use at U.S. airports and calls for a boycott, Gallup finds that relatively few frequent U.S. air travelers are angry about the new procedures or inclined to cut back on flying as a result. (Gallup USA)

November 23, 2010

Consumer Perceptions Suggest a Better Black Friday Weekend

Self-reported daily consumer spending in stores, restaurants, gas stations, and online averaged \$66 per day in the week ending Nov. 21 -- not much different than the \$69 of the same week in 2009 -- but below the \$74 comparable of the same week in 2008. (Gallup USA)

November 26, 2010

61% Oppose Full Body Scans and TSA Pat Downs

The implementation of full body scans and pat downs by the Transportation Security Administration (TSA) as part of security enhancements at our nation's airports will cause 48% of Americans and 42% of more frequent fliers to choose a different mode of transportation when possible, a recent Zogby International Poll finds. (Zogby International)

November 23, 2010

Tea Party Legislators Rival Obama as Preferred Policy Leader

Americans are as likely to want Tea Party-backed Republican members of Congress to have the most influence over federal policies in the coming year as they are to prefer President Barack Obama. The Democratic leaders in Congress rank last in this regard, behind the Republican leaders. (Gallup USA)

November 24, 2010

Economy, Elections and Pat Downs

News about the economy topped the public's news interest last week, though many Americans also closely tracked the fallout from the midterm elections and the debate over enhanced security measures at the nation's airports. (Pew Research Centre)

November 24, 2010

The Rise of College Student Borrowing

Undergraduate college student borrowing has risen dramatically in recent years. Graduates who received a bachelor's degree in 2008 borrowed 50% more (in inflation-adjusted dollars) than their counterparts who graduated in 1996. (Pew Research Centre)

November 22, 2010

The Growing Gap between Landline and Dual Frame Election Polls

A new analysis of Pew Research Center pre-election surveys conducted this year finds that support for Republican candidates was significantly higher in samples based only on landlines than in dual frame samples that combined landline and cell phone interviews. (Pew Research Centre)

November 22, 2010

Most Americans, But Fewer than in January, Back Scanners at Airports

While a majority of Americans still endorse the use of three-dimensional scanners at airports, the level of support for the use of these devices has dropped drastically since January, a new Angus Reid Public Opinion poll has found. The nationwide level of support for the use of the three-dimensional machines fell by 20 points in 10 months. (Angus Reid)

November 24, 2010

More Terrorist Threats?

While a majority of Americans still endorse the use of three-dimensional scanners at airports, the level of support for the use of these devices has dropped drastically since January, a new Angus Reid Public Opinion poll has found. (Yougov)

November 17, 2010

Consumers Don't Feel Their Financial Interests Are Being Well Protected

A new TNS survey finds that only 46% of American consumers feel their financial interests are being appropriately protected by laws and regulations. For consumers who are over-indebted this is even worse: only 29% of this group feel their financial interests are being well protected. (TNS US)

November 11, 2010

Thanksgiving Travel and Full Body Scans

Most Americans see some value in the new full body scan machines in use at airports in the U.S., but many would like to limit their use to those individuals whom screeners believe may pose a threat, and NOT used on all passengers -- and certainly not on them, according to the latest *Economist/YouGov* Poll.

November 24, 2010

Rating for Obama Stands at 45%; Congress Remains Low in U.S.

Public support for President Barack Obama increased for the first time since August, but Congress maintains paltry numbers in the United States, a new Angus Reid Public Opinion poll has found. President gains five points among Independents, but remains a polarizing figure for Democrats and Republicans. (Angus Reid)

November 26, 2010

Half of Canadians Think the Economy is in Good Shape

Canadians are heading to the final weeks of the year evenly split about the state of their own finances, a new Angus Reid Public Opinion poll has found. Respondents are evenly split when assessing their own financial situation. (Angus Reid)

November 25, 2010

Canadians remain ambivalent on the economy: survey

Canadians continue to bob on the consumer confidence front. Canadians are indicating this will be the lowest spending holiday-spending season since 2005. Overall, results of

TNS Canada's most recent Consumer Confidence Index were essentially flat with the index rising only 1.3 points in November. (TNS Canada)

November 22, 2010

Two Thirds of Canadians Continue to Call for an Elected Senate

Three-in-five respondents criticize Stephen Harper for appointing senators despite his opposition to the upper house in its current form. (Angus Reid)

November 23, 2010

Synovate survey shows stronger interest in GM Volt than H3, even if free

Synovate today released a new study showing that Americans are more interested in the "new" GM as personified by the Volt than the "old" GM as personified by the Hummer H3. (Synovate)

November 08, 2010

AUSTRALASIA

Increasing use of the Internet to book a holiday

The growing use of the Internet to book a holiday (39%, up from 28% in June 2007) is paralleled by a decline in booking via the telephone and booking in person. Booking a holiday by telephone was 25% in the 12 months to September 2010, down from 29% in the 12 months to June 2007. Booking in person is 17%, down from 20%.

November 26, 2010

Asia gaining ground on Europe as preferred overseas holiday destination

Approximately 3.7 million Australians (21%) would like to take a holiday in Asia in the next two years, up from 19% for the 12 months to September 2009, and 15% in the 12 months to September 2001. Although Asia has shown long-term growth in preference, Europe is still the most preferred overseas holiday destination with 27% of Australians saying they would like to take a holiday there, up slightly from 26% for the 12 months to September 2009.

November 25, 2010

CYBERWORLD

The Better-Off Online

Some 95% of Americans who live in households earning \$75,000 or more a year use the internet at least occasionally, compared with 70% of those living in households earning less than \$75,000. Even among those who use the internet, the well-off are more likely than those with less income to use technology. (Pew Research Center)

November 24, 2010

(Hong Kong) Mobile banking impacts consumers' bank selection

Whether or not a bank offers mobile banking services impacts people's perceptions toward it and the bank they ultimately choose to do business with, according to the Mobile Banking Perception Study by global market research company Synovate. The study also found that of those who use mobile banking, close to 50% use it for stock trading. (Synovate)

November 25, 2010

SOUTH ASIA

Indians Mixed on Environmental Bans For Industrialization

A majority of 38 per cent do not support Vedanta ban but 85 per cent want government to get tough on Forests Act

From the classic *The Lord of The Rings* to the James Cameroon epic film *Avatar*, allegorical tales about mining, and its resultant dangers stripping of the planet bare, threatening the survival of tribes and indeed very humanity, have been consistent in warning us about this kind of industrial enterprise carried too far.

And yet, in this modern day and age of economic and engineering advancement, is it possible—or even viable—to think of human existence without mining? The obvious answer would be “no” and therein lies the dilemma. Mining for precious metallic ore has to be permitted by governments and yet with enough checks and balances in place to see that it does not become a reckless activity threatening the environment, the lives and livelihoods of people dependent on the land. At best, it is a tightrope walk.

While thoughtless industrialization of this kind carries with it a huge baggage of all kinds of problems, it is also a fact that in this day and age increased environmental activism and scrutiny can, in fact, be very easily turned into what some business leaders call “environment fundamentalism”, where vested interests can use the “green” rhetoric to block justified economic activity. So how should we view the recent decisions by the Ministry of Environment in India banning groups like Vedanta (and Posco) from carrying out mining work in mineral-rich states like Orissa? Obviously, there are no easy answers for while strong sections within the Congress-led government at the centre not to mention hundreds of activists had been protesting Vedanta’s plans to carry out bauxite mining in the tribal-dominated Niyamgiri hills in the backward Lanjigarh district of Orissa, not just Vedanta officials but the Orissa government itself had claimed that all due checks and processes had been compiled with.

Before the environment ministry forced the ban—citing the findings of its panel that had found violations of environmental and human rights laws in the project, London based Vedanta Resources had set up an alumina refinery in Orissa in 2008, hoping it would be allowed to extract 3 million metric tons of bauxite it needed annually from the mines in the Niyamgiri Hills in the region. Obviously, a state like Orissa, counted as amongst the poorest and with very little developmental activity in many of its deepest recesses, had welcomed the move by a big industrial house such as this one to set shop in the state. On the other hand, the environment ministry panel set up to study the “economic and physical displacement” of the tribals due to Vedanta’s mining project and whether locals were provided adequate rehabilitation with regard to resource displacement, submitted a report that the project had not complied with several norms.

Tribals under the Forest Rights Act have a right to minor forest produce but in most project areas it has not been allowed. The Dongria Kondhs tribe, which lives in Nyamgiri hills, the project area, is said to have been adversely impacted and civil society organizations had been constantly highlighting its plight. For Vedanta, the troubles don't end here. As its share prices tumbled, fresh controversy on similar lines is brewing in Chattisgarh from where the company has been getting its bauxite until now. So what is the stance of the Indian people on this entire issue. Is the ban on Vedanta justified or is it likely to impact economic activity in the country in the future? A recent CVOTER survey amongst 1,000 randomly selected respondents across 21 states in the country sought to provide some answers.

The complex nature of the arguments for and against Vedanta's mining project come across clearly in the mixed verdict respondents gave out in the poll when asked whether they supported the government's decision to ban Vedanta. While a majority of 38 per cent did not support the ban, 34 per cent supported it while 28 per cent could not make up their minds and replied "can't say". This clearly highlights the split in public perception and opinion. Significantly, more people from rural and semi-urban areas (40 per cent and 38 per cent each respectively) were against the government's action on Vedanta—highlighting perhaps the feeling in less developed pockets that the fruits of industrial activity be more evenly shared.

However, that fact that the Indian people do not support reckless industrialization – even if it creates jobs and more money for the economy-- at the cost of our forest wealth and the lives of people dependent on this was forcefully brought home when an overwhelming majority of respondents 85 per cent—cutting across urban, semiurban and rural areas—said that they do want the government to continue with its aggressive stance against those flouting the Forests Rights Act. Of those who replied in the affirmative as to whether the government should continue to be aggressive, the maximum number, 93 per cent, was in semi-urban pockets, showing a greater sensitivity to the issue here.

Do you support the government's ban on Vedanta's bauxite mining plans in Orissa's Niyamgiri Hills?

	Can't Say	Yes	No
Urban	32%	32%	36%
Semi-Urban	27%	34%	40%
Rural	27%	35%	38%
Total	28%	34%	38%

Again, a majority of people agreed with the contention that a country's forests belonged to those who have been traditionally living in these—the tribals et al— and thus their rights need to be respected. The implications are clear—whether or not any government, such as the Orissa government in this case, lays claims to rights of using the land (and mining there), ultimately, forests belong to their people. A majority of 69 per cent of respondents completely agreed with this view while an additional 22 per cent agreed "somewhat" or only partially with such a

contention. This undoubtedly constitutes a near complete majority --- a near unanimous public opinion as it were on the issue.

Forests belong to those who have lived in them for centuries -- tribals. Do you agree?

	Completely Agree	Somewhat Agree	Completely Disagree
Urban	65%	29%	6%
Semi-Urban	70%	28%	2%
Rural	71%	17%	12%
Total	69%	22%	9%

About 30 and 47 per cent of respondents each replied that they thought the government was “definitely” and “partially” (more needs to be done) doing enough to prevent illegal mining in the country. The surprise here was the clear urban-rural divide that came across. While as many as 40 per cent of those in rural areas believed that the government was “definitely” doing all it could to clamp down on illegal mining, only 21 per cent in the urban areas thought as much. Almost half the respondents polled across various regions and social groups (47 per cent) felt that though the government was acting, much more needs to be done to prevent illegal mining. This should certainly bring cheer to the environment ministry!

Do you think the government is doing enough to prevent illegal mining in the country?

	Definitely Yes	Yes, But more strict actions should be taken	No, Not at all
Urban	21%	55%	24%
Semi-Urban	14%	59%	28%
Rural	40%	39%	21%
Total	30%	47%	23%

But the grey nature of this issue came through in the next poser. When asked whether they thought bans on industrial projects because of environmental concerns could result in a slowdown of India’s growth, a majority of 51 per cent “completely agreed” while another 27 per cent “somewhat agreed” with the perception. Interestingly, the maximum number of people who completely agreed were not from urban areas but rural areas (59 per cent)—establishing the need perhaps for the fruits of India’s development to reach them too. That’s what they aspire to at the moment even as they recognize other complex issues surrounding the fecund land that makes up large portions of India.

Bans on industrial projects due to environmental concerns could in the long run slow down India’s development. Do you agree?

	Fully Agree	Somewhat Agree	Fully Disagree
Urban	47%	31%	22%
Semi-Urban	29%	17%	54%
Rural	59%	27%	15%
Total	51%	27%	22%

Methodology

National representative sample of 1000 randomly selected respondents by CATI across 21 states in India during 30th September to 1st Oct. 2010. Data weighted to known census profile. Margin of error +/-3% at national level.

NORTHEAST ASIA

Low Support For Japanese Cabinet

Asahi Shimbun November 2010 Emergency Public Opinion Poll

Dates Conducted

November 13 and 14 , 2010

Released

November 16, 2010 (Morning edition of the Asahi Shimbun).

Methodology

The poll was conducted by telephone on November 13 and 14 with voters from across Japan, whose telephone numbers were selected by a computer at random. Subjects were selected using a three-stage random sampling method (the Asahi RDD). The total number of those polled was 3,321, with 1,956 responses and a 59% response rate. Decimals were rounded up. Unless otherwise noted, the numbers in () are the results from a poll conducted on October 5 and 6, 2010.

Key Issues

- Support for the Kan cabinet
- Dissolution of the House of Representatives
- Senkakus and Northern Territories issues
- Ozawa political funding scandal

Disclaimer

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Q1. Do you support or not support the Kan cabinet?

Support	27% (45)
Do not support	52% (36)

SQ1. Why? (Please choose one from the following. On the left are the 27% that answered “Support,” and on the right are the 52% that answered “Do not support.”)

The prime minister is Mr. Kan	20% [5]	1% [1]
The administration is centered around the Democratic Party of Japan	40% [11]	9% [5]
Policies	21% [6]	23% [12]
Ability to get things done	9% [2]	64% [33]

Q2. Which political party do you currently support?

Democratic Party of Japan	25% (33)
Liberal Democratic Party	19% (17)
New Komeito	4% (3)
Japan Communist Party	1% (2)
Social Democratic Party	1% (1)
Your Party	2% (3)

The People's New Party	0% (0)
The Sunrise Party of Japan	0% (0)
The New Party Nippon	0% (0)
New Renaissance Party	0% (0)
The Happiness Realization Party	0% (0)
Other party	0% (0)
Do not support any party	42% (38)
No answer/Do not know	6% (3)

Q3. How do you evaluate Prime Minister Kan's performance so far? The numbers in () are the results of a poll conducted on September 4 and 5. (Please choose one)

Greatly evaluate	1% (2)
Somewhat positively evaluate	28% (45)
Somewhat not positively evaluate	51% (42)
Do not evaluate at all	18% (8)

Q4. Going forward, what is your level of expectations for Prime Minister Kan.? (Please choose one)

High expectations	8%
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Some expectations	33%
Not many expectations	39%
No expectations	19%

Q5. Do you think it is necessary or not necessary to quickly dissolve the lower house and hold a general election? The numbers in () are the results of a poll conducted on July 12 and 13.

It is important to do so quickly	31% (23)
It is not important to do so quickly	60% (68)

Q6. If the general election were being held today, which party do you think you would vote for in the proportional representation section? The numbers in () are the results of a poll conducted on September 18 and 19.

Democratic Party of Japan	28% (38)
Liberal Democratic Party	27% (20)
New Komeito	4% (4)
Japan Communist Party	2% (2)
Social Democratic Party	1% (1)
Your Party	5% (11)
The People's New Party	0% (0)
The Sunrise Party of Japan	0% (0)

The New Party Nippon	0% (0)
New Renaissance Party	0% (0)
The Happiness Realization Party	0% (0)
Other party	1% (1)
No answer/Do not know	32% (23)

Q7. Do you think it would be good for a DPJ-centered administration to continue or not? The numbers in () are the results of a poll conducted on September 14 and 15.

It would be good for a DPJ-centered administration to continue	32% (38)
It would not be good for a DPJ-centered administration to continue	53% (40)

Q8. Do you approve or not approve of the Kan cabinet's handling of diplomacy?

Approve	11%
Do not approve	77%

Q9. Do you approve or not approve of the Kan cabinet's handling of the Northern Territories issue?

Approve	10%
Do not approve	73%

Q10. The Government did not make public a video of a Chinese fishing boat colliding with a Japanese patrol boat near the Senkaku Islands in Okinawa Prefecture. Do you think this was an appropriate or inappropriate decision?

Appropriate	12%
Not appropriate	79%

Q11. As one part of its effort to reduce administrative waste, the Kan cabinet is holding budget screening sessions. Do you expect or not expect that the government will be able to reduce waste through these sessions?

I expect that the government will be able to reduce administrative waste through these sessions	52%
I do not expect that the government will be able to reduce administrative waste through these sessions	39%

Q12. The DPJ's Ichiro Ozawa is currently involved in a political funding scandal and a mandatory indictment has been issued. Do you think Mr. Ozawa should explain his situation in the Diet or is it sufficient if he explains it in court?

He should explain it in the Diet.	65%
It is sufficient if he explains it in court.	27%

Q13. Has the DPJ's handling of Mr. Ozawa's political funding scandal been appropriate or not appropriate?

Appropriate	7%
Not appropriate	82%

WEST EUROPE

The EU and Africa: Working towards closer partnership

November 2010

The EU is the biggest provider of development aid in the world, accounting for more than half of global official development aid. The largest share of EU assistance is directed to Africa. The two continents have many links: e.g., historical, cultural, value-based and economic. They also face many common challenges, in the areas of energy, climate change or migration, to name just a few. Together, the EU and Africa constitute a quarter of the world population and more than one third of the members of the United Nations.

The EU remains Africa's most important political ally and a reliable trade and development partner. Against this backdrop and building on the work of the first Africa-EU summit in Cairo in 2000, leaders from both continents decided to move cooperation to a new level in 2007. At the Lisbon Summit, 80 Heads of States and Government from Europe (27) and Africa (53) agreed to pursue common interests and strategic objectives together, beyond the focus of traditional development policy. To do so, they adopted the Joint Africa-EU Strategy which redefines the relations between the two continents for tackling global challenges together. In the context of the Strategy, the first action plan covering the period 2008-2010 and introducing concrete measures was structured around eight strategic partnerships:

1. Peace and security
2. Democratic governance and human rights
3. Trade, regional integration and infrastructure
4. Millennium development goals (MDGs)
5. Energy
6. Climate change
7. Migration, mobility and employment
8. Science, information society and space

Some recent and upcoming events are now moving this historic relationship into the spotlight:

o The **mid-term review** of achievements for each of the strategic partnerships was released in October 2009 by the European Commission together with the African Union Commission.

o **The Communication on the Joint Africa-EU strategy** (published in November 2010) took political stock of the partnerships and progress since 2007 and included political guidance and impetus for further work. It evaluated the implementation of the joint Africa EU strategy, assessed the strategy's first action plan (2008 – 2010) and made proposals for the next action plan, 2011 – 2013. In particular, it focused on moving further towards a genuine partnership based not only on development cooperation but on aid as a catalyst for inclusive and sustainable growth. Equally, it aims to promote improved involvement of all stakeholders on both continents and identifies enhanced communication as a challenge to make sure citizens are aware of the collective efforts of the two continents.

o The mid-term review and the Commission Communication thus set the scene for the upcoming **3rd Africa-EU Summit in Libya on 29/30 November 2010**. The summit will take place during an intense period of international dialogue – two months after the UN high level meeting on Millennium Development Goals in New York and a few days before the Cancun Conference on Climate Change. The summit will be an opportunity for Heads of State and Government to

discuss the key challenges Europe and Africa will face together. They will outline their future cooperation including the adoption of the second action plan of the Joint Africa-EU Strategy.

In this context and in view of the forthcoming summit, the European Commission's Directorate-General for Development commissioned this survey to measure the attitudes of the European public towards the challenges facing the continent of Africa, their image of Africa and the future of Africa-EU cooperation. Over 26,500 people living in the 27 EU member states were interviewed face to face in June 2010.

* * *

The report details the EU-wide findings as well as country-by-country breakdowns. Where relevant, comparisons are made with previous studies. Socio-demographic variables are also taken into account in the analysis.

Main Findings

Key areas of EU-Africa cooperation: Tackling poverty (selected by 38% of the poll), endorsing peace and security (34%) and promoting human rights (33%) are seen as the key areas of EU-Africa cooperation. Democracy and good governance are cited by just under a quarter of the poll (23%). More specific areas such as environmental protection, science and technology, climate change and energy receive significantly fewer mentions.

The challenges: Poverty and hunger are seen as a challenge that African countries should tackle together (64%), along with corruption which was cited by a third of the poll (34%). Civil unrest and internal conflicts was cited by 23%.

Positive images of Africa: When asked about the most positive images they link with Africa, the European public still primarily associates it with natural beauty and landscapes (28%) and wildlife and game reserves (24%). However, new more dynamic images linked to African culture, entrepreneurship and trade appear to be emerging with nearly 10 Europeans citing economy or technology related images.

The future: Europeans have relatively positive expectations regarding the future of EU-Africa cooperation: just over a third (34%) think that the partnership will improve in the next 10 years and a further 42% expect it to remain at the current level. Very few respondents think that Africa will decline in importance as a partner by 2020.

(EU) International Trade

For over 50 years, promoting free trade has been a cornerstone of EU trade policy. Currently, the European Union is the biggest actor in international trade, accounting for 17% of global imports and exports. Its experience of opening markets both inside the EU and through trade deals are felt to have delivered benefits for rich and poor countries alike, which is why trade is highlighted as a key part of the Europe 2020 strategy.

The European Union is an active member of the World Trade Organisation that promotes free trade in the world. In the WTO, the European Union is actively involved in the Doha Development Round which began in 2001.

Since 2007, it has also been engaged in a number of bilateral trade negotiations for a new general of trade agreements with countries such as India, Ukraine, Canada, as well as completing negotiations earlier this year on trade deals with Peru and Colombia and the countries of Central America, as well as signing a far-reaching agreement in October 2010 with South Korea.

In November 2010, the European Commission launches a new trade policy. The main objective of this new policy will be to ensure that the development of international trade is a vector of job creation in the European Union. In his State of the Union speech, the President of the European Commission José Manuel Barroso announced the main objective of this new policy: “We also want to see support for the Doha Round. Trade boosts growth and prosperity. We will also pursue bilateral and regional Free Trade Agreements. In October, the Commission will present a renewed trade policy to drive new benefits for Europe.”

In this context, the Trade Directorate-General (DG TRADE) of the European Commission has been keen to measure public opinion on international trade, in order to:

- Assess the impact of international trade on the lives of EU consumers
- Evaluate the role of the EU in international trade
- Assess the future challenges of European Union trade policy

The survey was carried out by TNS Opinion & Social network. The interviews were conducted among 26 635 EU citizens in the 27 Member States of the European Union.

The methodology used is that of the Eurobarometer surveys as carried out by the Directorate General for Communication (“Research and Speechwriting” Unit). A technical note on the manner in which the interviews were conducted by the Institutes within the TNS Opinion & Social network is included as an annex to this report. Also included are the interview methods and confidence intervals.

The results of this survey enable us to assess the impact of international trade on the everyday lives of consumers in the European Union. They give an overview of how consumers evaluate the role of the European Union in international trade. Finally, they enable us to identify what should be the main priorities of a future European trade policy.

◆ Europeans are fairly well-aware of the origin of food (62%), textiles (50%), electronic devices (50%), cars/ motorbikes (50%) and high-tech services (44%). The origin of the products influences their decision to purchase of food (19%), textiles (22%), electronic devices (21%), cars/ motorbikes (18%) and high-tech services (18%).

◆ Six out of ten consider that they buy products or services made outside the European Union every week (60%);

◆ Almost 40% are willing to pay more for products if they were produced under certain social and environmental standards or to support a developing country;

- ◆ They see the European Union (65%) and themselves (44%) as benefitting from international trade;
- ◆ They are socially divided – education, social positioning, social hardships – when it comes to seeing the benefits from international trade;
- ◆ Europeans see a wider choice of products (49%) and cheaper products (47%) as beneficial aspects of international trade;
- ◆ They feel that unemployment (30%), the quality of products (29%) and higher prices of certain products (32%) are the negative aspects of international trade;
- ◆ 44% think that the European Union is the biggest player in international trade today;
- ◆ Europeans believe that European products, goods and services are competitive enough for international trade (64%);
- ◆ They are to some extent undecided about what international trade offers them currently and will offer them in the future (around one fifth ‘don’t know’);
- ◆ They expect emerging economies, such as China, Brazil and India, to take a stronger role in international trade in the future (71%). A relative majority also expect that the EU will become a secondary economic power in the future (45%);
- ◆ In identifying priorities for the future, they expect the EU to use international trade policy to create employment opportunities for European citizens (61%).
- ◆ They also want consumers to have the widest choice of products and services at the lowest prices (39%) and for the same rules for trade to be applied everywhere in the world (38%).

Labour Gaining An Edge in Scottish Elections

Scotland Public Opinion Monitor November 2010

Published: 26 November 2010

Fieldwork: 18 - 21 November 2010

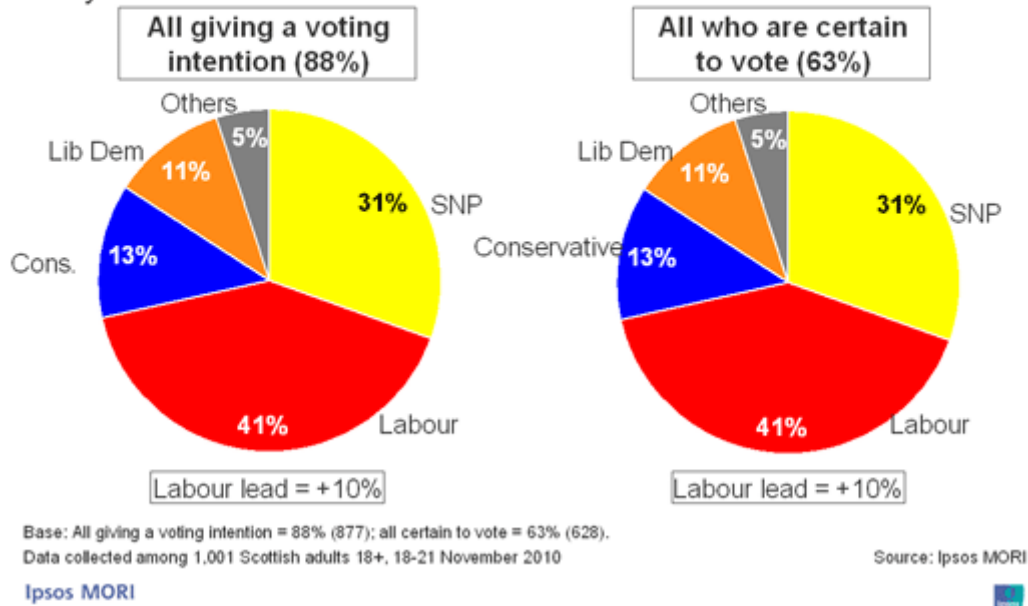
Theme: Scotland

Source: Ipsos MORI Scotland / The Times

With five months to go until the Scottish Parliament elections, Labour has increased its lead over the SNP to 10 points in the latest poll from Ipsos MORI Scotland. Among those certain to vote in May’s election, Scottish Labour have 41% of the constituency vote, an increase of 4 percentage points since our last poll in August. The SNP are currently sitting on 31% (down 3 points), the Scottish Liberal Democrats are on 11% (down 2 points), while the Scottish Conservatives have increased their share by 2 points to 13%.

Voting intention: all giving an opinion vs. those 'certain to vote' – Constituency vote, Holyrood

Q. If there were elections to the Scottish Parliament tomorrow, how would you use your first vote?



However, Labour's share of the Holyrood list vote is down from 38% in August to 36% today, while the SNP have increased their share of second votes since August from 29% to 32%. The Conservatives and Liberal Democrats hold 12% and 8% of the list vote respectively, while the Greens and other smaller parties share 10%.

Despite Labour's lead, Alex Salmond remains the most popular party leader, with a net satisfaction rating (the percentage satisfied minus the percentage dissatisfied) of +17%, compared to +5% for Iain Gray. Scottish Conservative leader Annabel Goldie has a net satisfaction rating of +1% and Scottish Liberal Democrat leader Tavish Scott has a net satisfaction rating of -4%.

Following last week's budget announcement by finance secretary John Swinney, Scots are more likely to think that it will be bad thing for both themselves and Scotland as a whole. Over a third of respondents (37%) thought the budget was bad for them personally (compared to 25% who thought it was a good thing), while the same proportion (37%) thought it was also a bad thing for Scotland as a whole (compared to 29% who thought it was a good thing).

However, the majority of Scots support many of the Scottish Government's key proposals in the budget. More than three quarters (78%) support the pledge to maintain the Council Tax freeze, while two thirds (66%) support the policy of maintaining NHS spending while reducing spending in other areas. In addition, 60% of Scots support freezing pay for public sector workers who earn £21,000 or more and 59% support abolishing prescription charges.

Mark Diffley, Research Director at Ipsos MORI said:

"As the Holyrood election looms ever closer, Labour has opened up a substantial lead in our latest poll. This represents a gradual shift in fortunes in the past 12 months which has seen the Labour's share of the vote increase from 32% to 41% since November 2009, while the SNP's share has fallen 36% to 31% over the same period. Labour also seems to be the main beneficiary from a fall in the popularity of the Liberal Democrats, who now stand at 11%, while the Conservatives stand at 13%. On a more positive note for the Government, the First Minister remains an asset to the party, with 54% expressing satisfaction in the job he is doing, higher than for the other party leaders. A week after the Finance Minister delivered the budget to Parliament, Scots are broadly supportive of the specific measures the Government is introducing, but divided over whether the budget is good one at a personal or national level."

Technical Note

- Results are based on a survey of 1,001 respondents conducted by telephone between 18th November and 21st November 2010
 - Data are weighted by age, sex and working status using census data, and tenure using SHS 2007-2008 data
 - An asterisk (*) indicates a percentage of less than 0.5% but greater than 0.
 - Where results do not sum to 100, this may be due to multiple responses or computer rounding
 - Where the base size is less than 30 the number (N) rather than the percentage of respondents is given
 - Results are based on all respondents (1,001) unless otherwise stated.
-

Economy continues as the coalition's key challenge, according to the public

Economist/Ipsos MORI November 2010 Issues Index

Published: 24 November 2010

Fieldwork: 5 - 11 November 2010

Theme: Issues Facing Britain (Issues Index)

Keywords: Economy, Unemployment

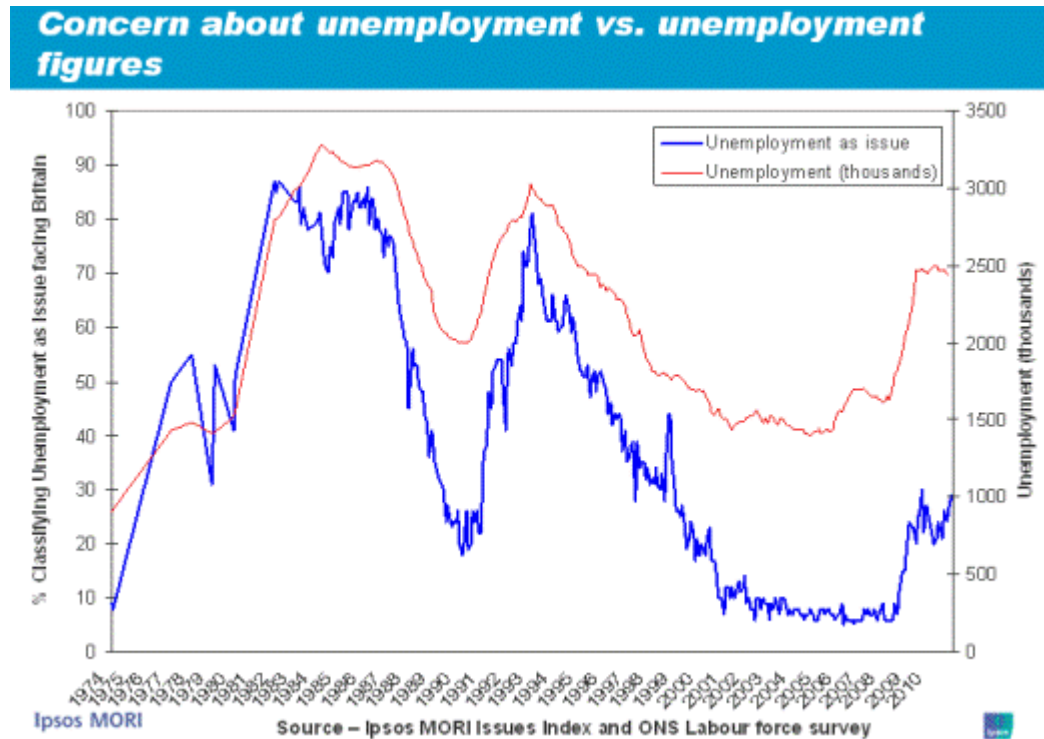
Economy continues as the coalition's key challenge, according to the public

The **Economist/Ipsos MORI November Issues Index** shows that **the economy remains the most important issue facing the country** – over half (54%) place it among the most important issues facing Britain today, and for two-fifths (39%) it is the single most important issue. It has remained, without interruption, the chief issue of concern amongst the public since September 2008.

Immediately after the 2010 general election, concern about the economy peaked at 71%, the highest level of concern that we have picked up about any issue since February 2002, when a similar percentage were concerned about the NHS. The decline in concern about the economy that we have seen since May could be due to a feeling that the coalition government is best

placed to tackle the economy; the proportion of those who felt that the Conservatives are the best party at managing the economy rose from 29% in March to 38% in October.

Though concern about the economy has dropped by 16 percentage points since May, it remains 26 percentage points higher than the issue in second place; **unemployment**, which has increased by six percentage points since May, to 28%. Earlier this month, our Political Monitor showed that four-fifths (80%) of the public were concerned **that job losses in the public sector will not be replaced by vacancies in the private sector.**



In November, unemployment is more likely to be mentioned by those aged 18-44 and Labour voters (32% and 39%) than those aged older than 45 and Conservative voters (24% and 18%).

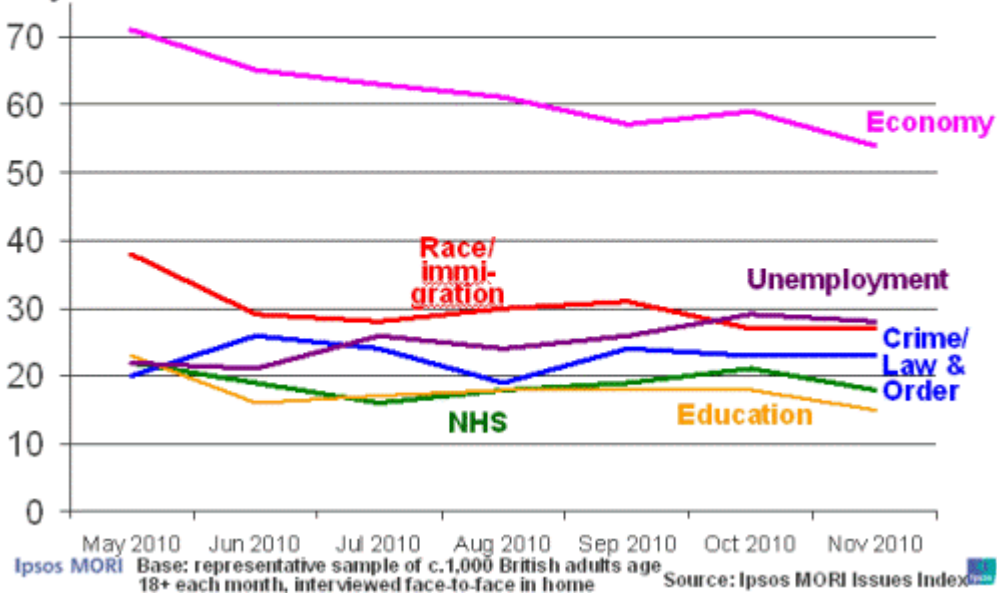
A similar division is evident with concern about **race relations/immigration**; a quarter (27%) are concerned overall, rising to a third of those aged 55+ and Conservative voters (32% and 35% respectively). Concern about this issue has fallen by 11 percentage points since May, perhaps due to the election result, as the Conservatives are consistently seen as the best party on asylum and immigration.

Crime/law and order is placed amongst the most important issues by a quarter (23%), and concern is higher in greater London and amongst Conservative voters (both 29%).

Education as an issue of importance has decreased over the last six months from 23% in May to 15% in November, though, with two-thirds (67%) concerned about university tuition fees in our latest Political Monitor, it will be interesting to see if this trend continues.

Issues Facing Britain: The coalition's record

What do you see as the most/other important issues facing Britain today?



Technical note

Ipsos MORI's Issues Index is conducted monthly and provides an overview of the key issues concerning the country. Ipsos MORI interviewed a representative quota sample of 983 adults aged 18+ across Great Britain. The questions are spontaneous - i.e. respondents are not prompted with any answers. Ipsos MORI's Capibus vehicle was used for this survey. Interviews were conducted face-to-face in-home between 5th – 11th November 2010 at 170 sampling points across Great Britain. Data are weighted to match the profile of the population.

Harry Potter is the most famous Brit

Date: 19 November 2010

Category: News

Keywords: Books, Entertainment, Film, Harry Potter, Omnibus

Harry Potter is the most famous Briton, narrowly beating **James Bond** and **David Cameron**, according to new research published today by the market research company Ipsos MORI to coincide with the release of part one of *The Deathly Hallows* this Friday. A massive 96 per cent of people recognised the boy wizard when asked to identify him.

The Prime Minister, David Cameron, is also a highly recognisable figure with only 6 per cent of people not knowing who he was. However, his fellow party leaders have a way to go before they are as well known as him. **Nick Clegg** was identified by three quarters (75 per cent) of respondents, which was less than **Winston Churchill** (89 per cent) and William Shakespeare (81 per cent). **Ed Milliband** was only recognised by 59 per cent, which was less than **Alfred Hitchcock** (64 per cent).

Simon Atkinson, assistant chief executive at Ipsos MORI, said:

“We all knew that Harry Potter was a cultural phenomenon, but to be more recognisable than the Prime Minister and Winston Churchill is quite an achievement.

“It’s probably been a long time since so many people were unable to identify the leader of the Labour Party, particularly following 13 years of power. However, it’s still very early days for Ed Miliband and he’ll become a much better known figure in the next few years.”

People were shown pictures of 9 famous Brits, both in fiction and real life, and asked to identify them:

- Harry Potter 96%
- James Bond 95%
- David Cameron 94%
- Winston Churchill 89%
- William Shakespeare 81%
- Nick Clegg 75%
- Alfred Hitchcock 64%
- Ed Miliband 59%
- Isambard Kingdom Brunel 26%

People want to send their children to Hogwarts... or their local comprehensive

Every year thousands of parents face the dilemma of selecting a secondary school for their children. Competition for places at the best schools seems to get harder every year and families often choose their home based on the access to good education. However, if they had the choice of any school they wanted, almost a third (31 per cent) would send their children to Hogwarts, just edging out the local comprehensive at 30 per cent.

These two were by far the top choices, with William McKinley High School from Glee only being the first choice for 3 per cent of people and just 1 per cent choosing Sunnydale high from Buffy the Vampire Slayer, possibly due to the high mortality rate of the students.

Simon Atkinson said:

“Hogwarts is a pretty dangerous place by all accounts and doesn’t seem to have much of a Maths or English syllabus, but it would still be the top choice for people to send their children at the age of 11. The idea of having a trained wizard in the family certainly seems to appeal. Either that or there are a lot of people that would like to pack their children off to school for months at a time to give them a little peace and quiet.”

People were asked if they could send their children to any of these schools, which would they choose:

- Hogwarts 31%
- Local Comprehensive 30%
- School of Rock 4%
- East High (High School Musical) 4%
- Rydell High (Grease) 3%
- St Trinian's 3%
- William McKinley High School 3%
- Sky High (Superhero School) 2%
- Grange Hill 1%
- Waterloo Road 1%
- Sunnydale High (Buffy The Vampire Slayer) 1%
- None 16%

Notes for Editors

The data was collected from 1020 respondents between the 5th and 8th November 2010 using Ipsos MORI's Online Omnibus. The sample was representative of GB population.

About Ipsos MORI

Ipsos MORI is one of the largest and best known research companies in the UK and a key part of the Ipsos Group, a leading global research company. With a direct presence in 60 countries our clients benefit from specialist knowledge drawn from our five global practices: public affairs research, advertising testing and tracking, media evaluation, marketing research and consultancy, customer satisfaction and loyalty.

Most Britons want Prince William to leapfrog Charles to throne

Published Date: **22 November 2010**

THE majority of the British public want Prince William to step ahead of his father and become the next king, according to new polls. More than half (55 per cent) would like the Prince of Wales to stand aside to allow Prince William to ascend directly to the throne, according to a survey.

And almost two-thirds (64 per cent) of those quizzed thought William and his fiancée Kate Middleton becoming king and queen would be better for the long-term prospects of the monarchy, compared with only 19 per cent who plumped for Charles and his wife, the Duchess of Cornwall.

A separate YouGov poll published yesterday found that more than half (56 per cent) of people thought William, 28, would make a better king than his father, with only 15 per cent opting for Charles.

Asked whether the Prince of Wales should make way for William to become king when the Queen dies, 44 per cent said he should and 37 per cent said he should not.

The study also found that an overwhelming majority thought it was right for the young prince to

marry someone outside royal or aristocratic lineage.

Two-thirds also said that William marrying a "commoner" would make the monarchy more relevant in the modern world.

The findings come after Prince Charles indicated for the first time that Camilla "could be" Queen if he becomes king.

Prime Minister David Cameron described himself yesterday as "a big Camilla fan" and suggested there would be further discussions about whether the Duchess of Cornwall could become Queen.

The official position is that Camilla would be called Princess Consort and not Queen if Prince Charles is crowned King.

Asked whether he was "up for Queen Camilla", the Prime Minister said it was "too early for decisions".

"I think the country is getting to know her and getting to see that she is a very warm-hearted person with a big sense of humour and a big heart," Mr Cameron said. "But it's too early to talk about these things and I'm sure that it will all be discussed and debated.

"It's too early for decisions ... but am I a big royal fan? Yes.

Few People Realize Persistent Cough Is A Key Symptom Of Lung Cancer

November 23, 2010

A new survey timed to coincide with Lung Cancer Awareness Month found that only a small minority of people in the UK realize that a persistent cough is a key symptom of lung cancer.

In a bid to raise awareness of early symptoms of lung cancer as the season for flus and colds sets in, people are urged to seek help if they find themselves unable to shake off a persistent cough: it could be a sign of something more serious.

A Royal Pharmaceutical Society/YouGov survey of over 2,000 adults in the UK found that only 33 per cent of people questioned identified a cough as a warning sign or symptom of lung cancer, while as few as a further 11 per cent specifically mentioned a "persistent cough", which is a key symptom.

In the UK, lung cancer is the second most common cancer in men, after prostate cancer, and also the second most common in women, after breast cancer. It accounts for more than 1 in 5 cancer deaths, that is more than 35,200 people a year or 95 people a day.

Worldwide, lung cancer is the most common cancer: in 2008 it is estimated that 1.6 million new cases were diagnosed and 1.38 million people died of the disease.

However, early detection of lung cancer can save lives, says Graham Phillips, who is a

community pharmacist and Board member of the Royal Pharmaceutical Society.

"When symptoms are present and recognised at an early stage, treatment is much more likely to be successful," he added, which is why the Society is trying to get people to realize the importance of getting a persistent cough checked out.

When people get a cough that won't clear up, they tend to buy cough medicines, or even iron tablets if they also find themselves feeling tired and low in energy.

Phillips urges people to talk to their pharmacist if they find themselves doing this.

"We can discuss your symptoms with you and help you understand you may have an underlying problem that needs checking out with your GP," he explained in a press statement.

Phillips said pharmacists have an important role to play in helping to spot the early signs of lung cancer and other serious lung problems.

This role appears to be welcome by the public too, because nearly 4 out of 5 people surveyed said they would like their local pharmacists to talk to them if they were showing any signs of lung cancer before they had noticed them, and over 9 out of 10 acknowledged that catching the disease in the early stages is important to ensure treatment is effective.

Phillips said whatever the time of year, if you have symptoms of cold or flu that won't go away, such as a persistent cough, chest infection, or keep losing your voice, or you feel breathless, tired and lacking in energy, then instead of reaching for the over-the-counter remedy, you should ask your pharmacist's advice.

A third of pupils aged ten view pornography on the internet

23rd November 2010

- One in three children is accessing a 'tsunami' of explicit pornographic images on the internet by the age of ten, a study has revealed. Four in five teenagers regularly look up unsuitable photographs or film on their computers or mobile phones, it also suggested.

Campaigners warned that exposure to these images inflicts 'serious mental harm' on children and prevents them forming healthy adult relationships in later life.

Loss of innocence: A new study has revealed one in three children is able to access pornography online by the age of ten. The average age of a child first exposed to pornography is just 11.

At a conference in Parliament yesterday, campaigners called on ministers to force websites to carry cigarette-style health warnings.

A large 'R18' banner would pop up on targeted websites, alerting children and parents to the nature of the site, they said.

The British Board of Film Classification, which censors films, should also be called in to classify website content. Miranda Suit, director of SaferMedia, said pornography was getting more extreme and easier to access.

Concern: Parenting expert Tanya Byron provided data for the study

She said: 'The new generation of mobile phones is making accessing pornography easier with two-thirds of children admitting they had accessed explicit material on their handsets.

'Worryingly most parents are oblivious to how easy it is for children to download images.'

She added: 'Children are simply incapable of processing the tsunami of explicit images that are now on the internet.

'Many who see these images think that hard core pornography is a true depiction of sex, or they become desensitised to the brutality of the films.'

This exposure would damage their ability to have normal relationships and leave them with the impression that women are 'objects who do not mind being abused'.

The figures were compiled from polls by YouGov, research in America and a study by child behavioural expert Tanya Byron.

Miss Suit said the easy availability of adult material meant 'a third of children aged ten have seen extremely explicit material, which should carry a R18 rating'.

'The Government must act now to protect our children and must clamp down on this £60billion industry, which has been allowed to circumvent the restrictions placed on traditional broadcasters,' she said.

Tory MP David Burrowes, who sponsored the conference, said parents had to be more aware of what their children were getting up to.

Dr John Wood, a psychotherapist with the Portland Clinic, said sexual imagery was 'getting youngsters into serious hot water'.

He said there was an 'escalation of extremism' and he had spoken to teenagers who had disturbing reactions to adult images and who had become addicted.

Tory MP Claire Perry will today lead a debate on regulating the internet to stop easy access to pornography.

She will call for service providers to make householders 'opt in' to accessing porn sites at home. Mrs Perry said: 'I don't have an issue with porn. I do believe however that the self regulation model for the internet is failing.'

Most Britons Believe Prisoners Should Not Vote in Elections

(11/22/10) -

Three-in-five respondents disagree with a European ruling, which claimed that disallowing inmates from voting is discriminatory.

As the Government is expected to comply with a European Court of Human Rights (ECHR) ruling related to the rights of prisoners, a majority of Britons believe that people incarcerated in the United Kingdom should not be allowed to cast ballots in elections, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 2,001 British adults, 62 per cent of respondents oppose allowing prisoners in the UK to vote in elections, while 24 per cent support this notion.

Respondents aged 35-to-54 (66%) and those over the age of 55 (67%) are more likely to voice opposition to the idea of prisoners voting than those aged 18-to-34 (49%).

The decision to allow prisoners in the UK to vote follows a 2004 ruling from the European Court of Human Rights (ECHR), which claimed that disallowing inmates from voting is discriminatory and a breach of their civil liberties. Three-in-five Britons (61%) disagree with the court's ruling, including 70 per cent of those over the age of 55.

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.

Most Britons Support Government on Work Placement Strategy

(11/24/10) -

Two-in-four respondents believe the programme will help people in finding new paid work.

A Government proposal to require people who are claiming unemployment benefits to do compulsory four-week work placements is supported by a large proportion of Britons, a new Angus Reid Public Opinion poll has found.

The online survey of a representative national sample of 2,001 British adults also shows that only three-in-ten respondents agree with Archbishop of Canterbury Rowan Williams, who expressed negative views on the proposal.

Across Great Britain, 73 per cent of respondents support the plans to require those claiming unemployment benefits to do compulsory four-week work placements after a certain period in order to be able to continue claiming these benefits. Placements might include manual labouring activities such as gardening or litter clearing for local councils. Only 22 per cent of respondents are opposed to this idea.

Two-in-five Britons (44%) believe the placements will ultimately help people in finding new paid work, while one third (36%) think they will be ineffectual, and 13 per cent say they will hinder people who are looking for paid work.

While 12 per cent of respondents think individuals who are claiming benefits should be never be required to undertake work placements, 38 per cent believe they should do so within the first five months of starting to claim benefits.

When asked about the feelings they would have if they were required to do a compulsory manual work placement, 28 per cent of respondents said they would be willing, 26 per cent claim they would be embarrassed, and 22 per cent say they would be understanding.

The Archbishop of Canterbury, Rowan Williams, has warned that the proposal could drive people into a “downward spiral of uncertainty, even despair”. Danny Alexander, a Liberal Democrat and the Chief Secretary to the Treasury, stated that these plans were not designed to “punish” or “humiliate” but to “support and encourage” people getting back into the habit of getting up and going to work.

Half of respondents (52%) agree with Alexander’s point of view on this issue, while 29 per cent side with the Archbishop of Canterbury.

Methodology: From November 9 to November 10, 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.

Britons' Wellbeing Stable Through Economic Crisis

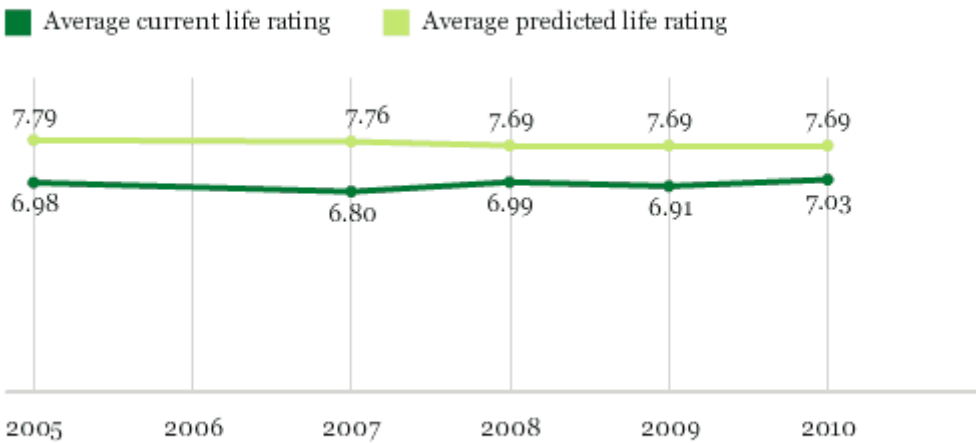
Life ratings, health measures prove resilient during recession

November 24, 2010

With British Prime Minister David Cameron announcing his intent to begin tracking his citizens' wellbeing, new data from Gallup surveys reveal Britons' wellbeing has neither significantly improved nor deteriorated in recent years. Despite five years of economic turmoil that included the country's longest recession on record, Britons continue to rate their lives about as well as they did in 2005, close to 7 on a 0-to-10 scale, and to expect a slightly better life five years from now.

Wellbeing Metrics: Life Evaluations

Britons' average current life ratings and predicted ratings of life in five years. Based on the 0-to-10 Cantril Self-Anchoring Striving Scale.



See Survey Methods for full question wording.

GALLUP®

These ratings are among the dozens of wellbeing metrics that Gallup tracks regularly in more than 150 countries, providing the ability for comparisons across countries. Britons' average rating of their current lives in 2010 (7.03) compares well with those of most of their Western European neighbors. Further, Britons and the Dutch outscore all of their neighbors surveyed in 2010 in regard to predictions of where they will stand in five years.

Average Life Evaluations in Nine Western European Countries

Based on the 0-to-10 Cantril Self-Anchoring Striving Scale.

	Average current life rating	Average predicted life rating
Netherlands	7.50	7.62
Luxembourg	7.10	7.08
United Kingdom	7.03	7.69
Belgium	6.85	7.04
France	6.80	7.00
Germany	6.72	6.97
Italy	6.35	7.08
Spain	6.19	6.68
Portugal	4.87	5.24

2010

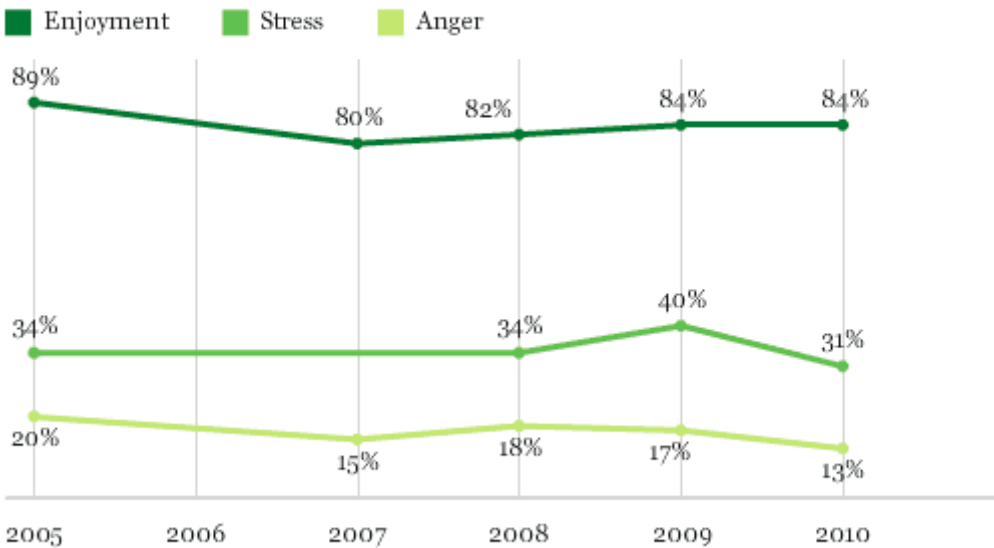
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Britons' Emotional Wellbeing Stable Year Over Year

The percentage of Britons saying they experienced enjoyment during much of the previous day remained steady at more than 80% through the recession years. Similarly, the percentage saying they experienced anger remained relatively flat at slightly under 20% in 2008 and 2009. The corresponding trend for stress did spike from 34% in 2008 to 40% in 2009, but fell significantly to 31% this year.

Wellbeing Metrics: Experienced Emotions

Did you experience the following feelings during a lot of the day yesterday? Percentage "yes"



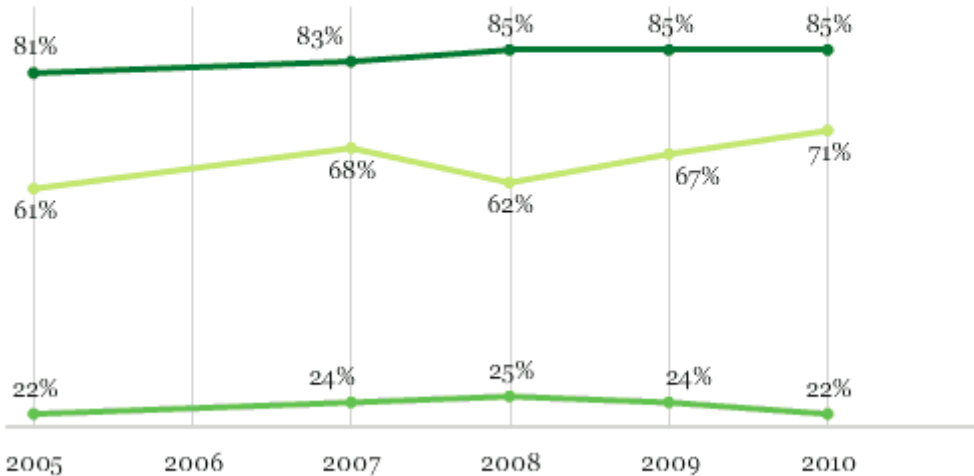
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Physical Wellbeing Also Steady

The global recession also raised concerns about access to healthcare among the poor or unemployed. However, in countries like the United Kingdom with strong social safety nets and high-quality healthcare systems, subjective health assessments tended to remain stable. Currently, 85% of Britons say they are satisfied with their physical health -- a number that hasn't moved since 2008. Though the percentage saying they felt well-rested the previous day dipped significantly in 2008, it has more than recovered in the years since.

Wellbeing Metrics: Physical Health

- Satisfied with personal health
- Experienced physical pain the previous day
- Felt well-rested the previous day



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Bottom Line

Cameron's pledge to focus "not just on GDP but on GWB -- general wellbeing" comes a year after the release of a report commissioned by French President Nicolas Sarkozy, in which noted economists and social scientists called for the development of new quality-of-life measures that bridge the gap between traditional economic theory and real-world experiences. Previous [Gallup research](#) indicates wellbeing does increase with other measures beyond GDP. Recent trends from the United Kingdom provide a case in point: Though Britons' confidence in the nation's economy and [financial institutions](#) dropped during the recession, their personal wellbeing appeared to weather the storm well.

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

Data from the United Kingdom are based on telephone interviews with adults aged 15 and older. Sample sizes and maximum margin of sampling error estimates are listed in the following table.

	Jun 2005	Jan 2007	Jun 2008	May 2009	Jun 2010
Sample size	1,037	1,204	1,001	1,003	1,000
Margin of error	±3.0%	±2.8%	±3.0%	±3.0%	±3.0%

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Results from other countries in Europe are based on telephone interviews with approximately 1,000 adults in each country. For results based on each sample of national adults, 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.

Gallup's life evaluation questions, based on the Cantril Self-Anchoring Striving Scale, are worded as follows:

- Current life ratings: *Please imagine a ladder with steps numbered from zero at the bottom to ten at the top. Suppose we say that the top of the ladder represents the best possible life for you, and the bottom of the ladder represents the worst possible life for you. On which step of the ladder would you say you personally feel you stand at this time, assuming that the higher the step the better you feel about your life, and the lower the step the worse you feel about it? Which step comes closest to the way you feel?*
- Predicted life ratings: *Please imagine a ladder with steps numbered from zero at the bottom to ten at the top. Suppose we say that the top of the ladder represents the best possible life for you and the bottom of the ladder represents the worst possible life for you. Just your best guess, on which step do you think you will stand on in the future, say about five years from now?*

NORTH AMERICA

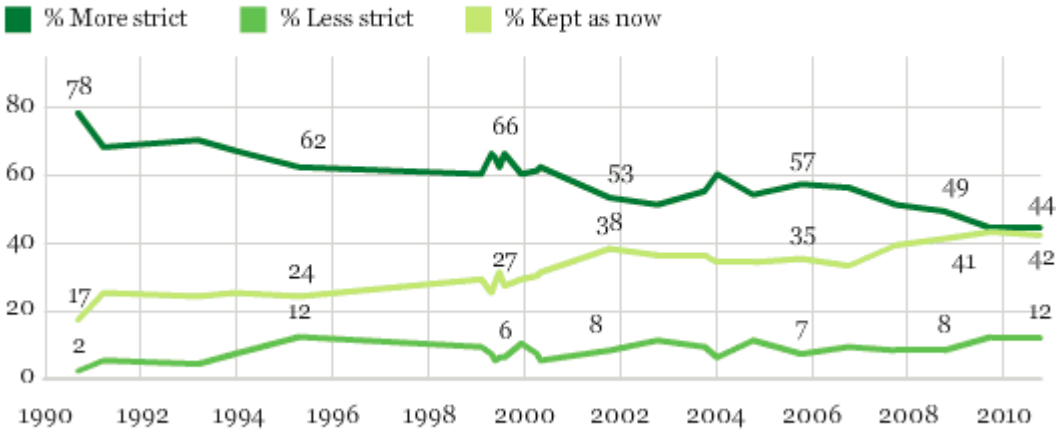
In U.S., Continuing Record-Low Support for Stricter Gun Control

Fewer than 3 in 10 support law banning handguns except for police and authorized personnel

November 22, 2010

For the second year in a row, a record-low 44% of Americans say laws governing the sale of firearms should be made more strict, while 42% say gun laws should be kept as they are now. Twelve percent say gun laws should be made less strict.

In general, do you feel that the laws covering the sale of firearms should be made more strict, less strict, or kept as they are now?



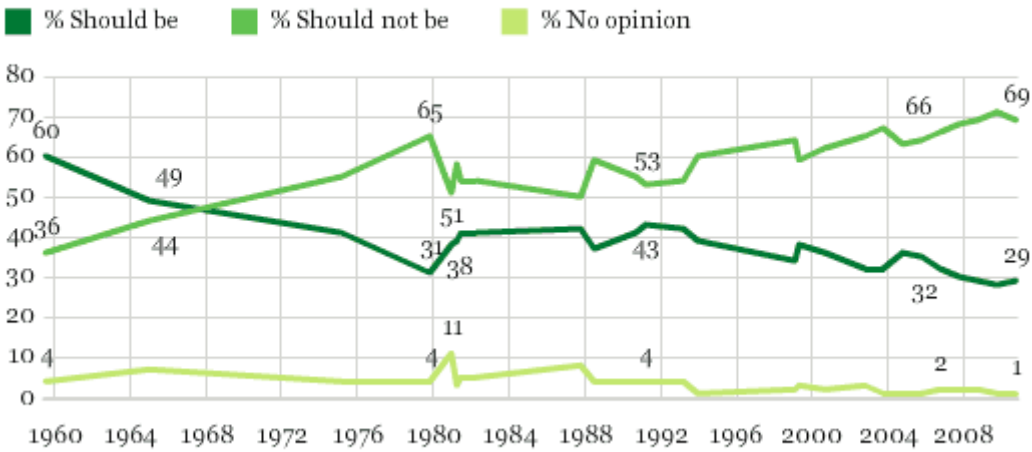
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Americans' support for stricter gun control laws has gradually declined over the last two decades, from 78% when this question was first asked in 1990 to 49% in 2008, and 44% in 2009 and again this year. As support for stricter gun laws has decreased, support for keeping gun laws as they are now has increased, from 17% in 1990 to 42% now. The percentage of Americans favoring *less* strict gun control laws has remained relatively stable over the last 20 years, and is now at 12%.

These results are based on Gallup's annual Crime Poll, conducted Oct. 7-10 this year.

Americans are also less likely to say there should be a law banning the possession of handguns except by the police and other authorized persons. The current 29% who favor such a law is within one percentage point of the low of 28% recorded last year, down from 60% when Gallup first asked this question in 1959 -- the only time when a majority favored such a ban. Support has been below 40% every year since 1993.

Do you think there should or should not be a law that would ban the possession of handguns, except by the police and other authorized persons?



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Democrats, Liberals Most in Favor of Stricter Gun Laws

The most significant differences in support for stricter gun laws are along political lines. More than 6 in 10 Democrats and liberals favor stricter gun laws -- compared with 31% and 26% among conservatives and Republicans, respectively.

Other groups expressing greater-than-average support for stricter gun laws include women, those living in the East, nonwhites, those with postgraduate educations, and those living in households without guns.

Laws Covering the Sale of Firearms

	% More strict	% Less strict	% Kept as is
National adults	44	12	42
Men	32	20	47
Women	55	5	38
Whites	39	12	48
Nonwhites	58	12	27
East	54	9	35
Midwest	38	9	48
South	41	14	45
West	46	14	39
Postgraduate	54	9	36
College only	41	8	50
Some college	42	15	41
High school or less	44	12	42
Conservatives	31	16	51
Moderates	50	9	41
Liberals	62	9	29
Republicans	26	16	58
Independents	42	16	39
Democrats	63	4	32
Gun in household	30	15	54
No gun in household	55	10	32

Oct. 7-10, 2010

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Implications

Americans are holding firm to their record-low level of support for making gun laws stricter, with virtually no change from last year. Additionally, less than a third of Americans support a law banning possession of handguns for individuals beyond police and other authorized persons - similar to the record-low levels of support for this type of law found over the past three years.

Gallup research last year showed that more than 4 in 10 Americans believed President Obama was planning to ban the sale of guns in the U.S. While this perception may be part of the explanation for the increased support among Americans for keeping gun laws as they are, the trend away from support for increased gun control was evident long before Obama appeared on the political scene.

The drop in support for stricter gun laws does not appear to be related to perceptions of the crime situation in the U.S. Americans' views that crime was increasing did abate in Gallup's 1990 through 2002 research, even as Americans became less likely to support stricter gun control laws. But that pattern reversed itself thereafter, reaching a recent high of 74% in 2008 -- while support for stricter gun laws fell to its record low point.

Only 1% of Americans mention gun control as America's most important problem at this time, and even fewer mention crime. Thus, although there is majority support for stricter gun laws among both Democrats and liberals, it appears that there will not be pressure to make this a high-priority issue for the leaders of these political groups in the months ahead. The political agenda is instead likely to focus mainly on the economy and jobs, the issues that Americans overwhelmingly perceive as the top problems facing the country.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Oct. 7-10, 2010, with a random sample of 1,025 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.

In U.S., Tax Issues Rank as Top Priority for Lame-Duck Congress

Americans most likely to say extending tax cuts, dealing with estate tax very important

November 23, 2010

Americans are most likely to say it is important for Congress to pass legislation to keep the estate tax from increasing significantly next year and to extend the income tax cuts passed under George W. Bush before the end of the year. Just under half say it is important for Congress to extend unemployment benefits for the long-term unemployed.

Importance for Lame-Duck Congress to Complete Action on Each of the Following Before the End of the Year

% Very important

	% Very important	% Somewhat important	% Not too/ Not at all important
Passing legislation that would keep the estate tax from increasing significantly next year	56	26	17
Extending some form of the federal income tax cuts passed under George W. Bush that are set to expire at the end of this year	50	31	16
Extending unemployment benefits for the long-term unemployed	48	28	24
Ratifying the nuclear arms agreement with Russia, called the "START" treaty	40	33	21
Passing legislation to allow openly gay men and women to serve in the military	32	24	41
Passing legislation that would allow illegal immigrants brought to the U.S. as children to gain legal resident status if they join the military or go to college	31	29	38

USA Today/Gallup, Nov. 19-21, 2010

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The Nov. 19-21 *USA Today*/Gallup poll asked Americans to rate the importance of six possible actions Congress may take between now and the end of the year, during its "lame duck" session prior to the new Congress' taking office at the beginning of 2011.

Of these, taxes appear to be Americans' highest priority. That could be in part because tax rates would change significantly for 2011 if Congress does not act by the end of this year. The income tax cuts that were a centerpiece of the Bush economic plan are set to expire at the end of this year unless Congress acts to extend them. Most in Congress seem to support at least a temporary extension, though there is disagreement as to whether any extension should apply to upper-income Americans, in addition to middle-income Americans.

Also, Congress suspended the estate tax for this year, but it is scheduled to go back into effect in 2011 at a higher rate than previously was the case, unless Congress votes otherwise.

Aside from taxes, Americans also believe it is important for Congress to extend unemployment benefits for the long-term unemployed, which will also expire without further congressional action. The House of Representatives last week defeated a bill that would have extended unemployment compensation before the benefits run out for some Americans on Nov. 30, because of concerns about how the bill would be funded.

Americans seem somewhat less enthusiastic about other policies the Obama administration hopes to get passed by the end of the year, including repealing the "Don't Ask, Don't Tell" policy that prohibits openly gay men and women from serving in the U.S. military, and passing the "DREAM" Act that would provide a pathway to citizenship for illegal immigrants living in the U.S. who were brought to the country as children. Fewer than one in three say it is very important for Congress to do each by the end of the year. Four in 10 believe it is very important for Congress to ratify the START treaty that would lead to reductions in U.S. and Russian nuclear weapons.

Republican, Democratic Priorities Do Not Align

Priorities for Congress differ significantly by party. Close to 7 in 10 Republicans say it is very important to extend the income tax cuts and to prevent the estate tax from increasing significantly. Only half as many Republicans rate any of the other issues as extremely important. Extending unemployment benefits is easily Democrats' top priority. Half of Democrats say it is very important to ratify the START nuclear arms treaty with Russia.

Importance for Lame-Duck Congress to Complete Action on Each of the Following Before the End of the Year, by Political Party

% Very important

	Democrats	Independents	Republicans
Keep the estate tax from increasing	48	54	68
Extend income tax cuts passed under George W. Bush that are set to expire at the end of this year	38	45	69
Extend unemployment benefits	68	42	35
Ratify START treaty	50	37	33
Allow openly gay men and women to serve in the military	48	30	21
Allow illegal immigrants brought to the U.S. as children to gain legal resident status	39	31	24

USA Today/Gallup, Nov. 19-21, 2010

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Republicans' and Democrats' priorities differ most on extending the income tax cuts and extending unemployment benefits. In general, independents' priorities mirror those for all Americans.

Implications

Americans appear eager for Congress to take action on tax issues and unemployment benefits before the end of the year. This lame-duck session for Congress promises to be eventful regardless of how the pressing issues it must address are ultimately decided. Until the end of the year, the Democratic Party will maintain large majorities in both houses of Congress, although the results of the midterm elections may give Democratic members pause as to how they choose to address some of these issues. There does appear to be consensus among both parties in Congress to extend unemployment benefits and to extend the income tax cuts, though currently not enough agreement on the details of how to accomplish these.

Survey Methods

Results for this *USA Today*/Gallup poll are based on telephone interviews conducted Nov. 19-21, 2010, with a random sample of 1,037 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.

Most U.S. Air Travelers OK Sacrificing Privacy for Security

Frequent travelers largely OK with body scans, more negative on pat-downs

November 23, 2010

Despite a reported uproar about full-body screening procedures now in broader use at U.S. airports and calls for a boycott, Gallup finds that relatively few frequent U.S. air travelers are angry about the new procedures or inclined to cut back on flying as a result. The large majority (71%) of air travelers who have flown at least twice in the past year say any potential loss of personal privacy from the full-body scans and pat-downs is worth it as a means of preventing acts of terrorism.

The results are from a *USA Today*/Gallup poll conducted Nov. 19-21, 2010, in which 23% of respondents say they have flown two or more times in the past year. The majority of Americans (62%) say they have not flown at all in the past 12 months, and 15% have flown once.

Gallup asked those who have flown two or more times in the past year about the full-body scans and pat-downs the Transportation Security Administration is now using at many U.S. airports as a means to prevent acts of terrorism. The majority (57%) say they are not bothered by the prospect of undergoing a full-body scan at airport security checkpoints. The same percentage, however, say they are bothered, if not angry, about the prospect of undergoing a full-body pat-down. Still, fewer than one in three frequent air travelers are "angry" about undergoing either procedure.

[Were you/Would you be] bothered by going through a _____, or not bothered? (If "bothered," ask:) [Were you/Would you be] angry or not angry?

Among adults who have flown two or more times in the past year

	Angry	Bothered, not angry	Not bothered
Full-body scan	18%	24%	57%
Full-body pat-down	29%	28%	42%

USA Today/Gallup, Nov. 19-21, 2010

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About one in four (24%) frequent travelers Gallup surveyed say they have already undergone a full-body scan this year, and 15% say they have undergone a pat-down. Notably, more than two-thirds of those who had actually undergone the screening say it did not bother them -- suggesting that the prospect of the procedure is more bothersome than the reality.

Americans' greater comfort with the body scan procedure over the full-body pat-down is evident, as 75% of frequent air travelers say they would choose a full-body scan over a full-body pat-down when going through security; 22% would choose a pat-down.

Regardless of their preferences and whether they had personally undergone one of these procedures, Gallup asked frequent air travelers how effective they perceived these tactics to be at preventing terrorists from smuggling dangerous objects or explosives on board airplanes. Frequent travelers tend to agree that the full-body scans are more effective than other search methods, but are evenly split on the pat-downs. This basic breakdown persists among those who have undergone the procedures.

Do you think [full-body scans/full-body pat-downs] are more effective or not more effective than previous search methods at preventing terrorists from smuggling dangerous objects or explosives on board airplanes?

Among adults who have flown two or more times in the past year

	More effective	Not more effective
Full-body scan	67%	28%
Full-body pat-down	48%	47%

USA Today/Gallup, Nov. 19-21, 2010

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Overall, relatively few travelers appear fazed enough by the security screenings to change their travel plans. Fewer than 2 in 10 (19%) say they are more likely now than in the past to use alternative means of transportation to avoid the hassles associated with air travel, while 79% say they are just as likely to fly as in the past. These views are no worse than when the increased use of full-body scans began in January.

In order to avoid the hassles associated with air travel these days, are you more likely now than in the past to use alternative means of transportation, such as a car, bus, or train instead of flying, or are you just as likely to fly now as in the past?

Among adults who have flown two or more times in the past year

	More likely to use alternative means	Just as likely to fly as in past
Nov 19-21, 2010	19%	79%
Jan 5-6, 2010	27%	72%

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Implications

Attitudes among frequent U.S. air travelers suggest that the reported uproar over the use of full-body scans and pat-downs at U.S. airports does not reflect how most air travelers feel. The majority are not bothered by the use of full-body scans, which most travelers would choose over the full-body pat-downs they tend to find objectionable and less effective at preventing terrorism. Further, in both cases, those who have already undergone such procedures are less likely to have been bothered or angry than those who have not, suggesting that the prospect of such a screening is more upsetting than the reality.

The large majority of frequent travelers say any potential loss of privacy is worth it to prevent acts of terrorism, which suggests that most Americans accept the Homeland Security Department's rationale for using these tactics. Airlines can also find solace in that air travelers

appear no less likely to use other means of travel than they were at the start of the year, when the use of these procedures was less common.

Survey Methods

Results for this *USA Today*/Gallup poll are based on telephone interviews conducted Nov. 19-21, 2010, with a random sample of 3,018 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 ± 2 percentage points.

For results based on the sample of 757 frequent air travelers (those who have flown twice or more in the past year), one can say with 95% confidence that the margin of error is ± 4 percentage points.

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

Samples are weighted 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.

Consumer Perceptions Suggest a Better Black Friday Weekend

Confidence, jobs, spending perceptions suggest higher spending this holiday weekend than last November 26, 2010

Self-reported daily consumer spending in stores, restaurants, gas stations, and online averaged \$66 per day in the week ending Nov. 21 -- not much different than the \$69 of the same week in 2009 -- but below the \$74 comparable of the same week in 2008.

Consumer Spending by Week, 2008-2010

Weekly averages of self-reported average daily spending, in U.S. dollars



Gallup Daily tracking

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Although the outlook for Black Friday weekend is better than it was a year ago, at first glance, recent spending trends as well as some consumer attitudes are not particularly encouraging for Black Friday and Christmas holiday sales:

- Nine in 10 consumers say they continue to watch their spending closely -- essentially unchanged from the 89% of the same week in 2009.
- Seventy percent say they are cutting back on their weekly spending -- consistent with the 69% of 2009.
- Nineteen percent of Americans worry that they spent too much money "yesterday" -- also the same as in 2009.

However, despite the year-over-year comparables in actual consumer spending, there are some positives in consumer spending attitudes this month:

- Half (51%) of Americans say they feel able right now to make a major purchase, such as a car, appliance, or furniture -- up from 46% in the same week of 2009.
- About 6 in 10 (58%) say they feel pretty good about the amount of money they have to spend these days -- up from 54% in 2009.
- Americans say they will spend an average of \$714 on Christmas gifts this year -- up sharply from the \$638 they estimated in November 2009.

Further, Gallup data also show the economic backdrop for consumer spending is improving:

- During the week ending Nov. 21, 41% of Americans rated current economic perceptions "poor," compared with 48% during the same week in 2009

- Gallup's U.S. unemployment rate, without seasonal adjustment, fell to 9.2% in mid-November
- Gallup's Job Creation Index stands at +12 for the same week, with 30% of employees reporting their companies are hiring and 18% saying they are letting people go -- much better than the +1 of 2009, when 24% of employers were hiring and 23% firing, and consistent with the most recent drop in unemployment claims to 407,000 -- the lowest level since July 2008.

Implications

Gallup modeling suggests that an improving jobs picture should lead to increased consumer spending. In theory, so should improved consumer confidence. Further, it can't hurt to have more Americans feeling better about not only the money they have to spend but also their ability to make a major purchase. However, the extent to which these positive attitudes translate into immediate spending is hard to estimate.

Regardless, Gallup's behavioral economic data support the early November finding that sales are going to be better this holiday season than in 2009. Add in the special sales promotions, retailers' special hours, and consumers' potential concerns that lean inventories mean they need to shop early for the best selection, and it seems likely that this Black Friday weekend may be better than that of 2009.

Survey Methods

Results for the average daily spending, economic confidence, and jobs questions question are based on telephone interviews conducted as part of Gallup Daily tracking Nov. 15-21, 2010, with random samples of approximately 3,000 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia, selected using random-digit-dial sampling. For these results, one can say with 95% confidence that the maximum margin of sampling error is ± 2 percentage points.

Other results are based on total weekly samples averaging 700 to 800 national adults. For these results, 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 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.

61% Oppose Full Body Scans and TSA Pat Downs

Frequent Fliers: 59% Oppose Enhancements and 43% Will Seek Alternative to Flying

November 23, 2010

The implementation of full body scans and pat downs by the Transportation Security Administration (TSA) as part of security enhancements at our nation's airports will cause 48% of Americans and 42% of more frequent fliers to choose a different mode of transportation when possible, a recent Zogby International Poll finds.

Overall, 61% of the 2,032 likely voters polled from Nov. 19 to Nov. 22, oppose the use of full body scans and TSA pat downs. Republicans (69%) and Independents (65%) oppose in greater numbers than Democrats (50%).

Of those polled, 52% believe the enhanced security measures will not prevent terrorist activity, almost half (48%) say it is a violation of privacy rights, 33% say they should not have to go through enhanced security methods to get on an airplane, and 32% believe the full body scans and TSA pat downs to be sexual harassment. This is in line with frequent fliers (fly more than once every 3 months), as 53% say the enhanced measures will not prevent terrorist activity, 48% believe it's a violation of their privacy rights, 41% say they should not have to go through it to get on an airplane, and 35% believe it is sexual harassment.

While roughly the same amount believe the full body scans and TSA pat downs are necessary to keep the country safe and prevent terrorist activities on airplanes (34% of frequent fliers vs. 29% overall), frequent fliers are more likely to feel that the enhanced methods are not needed because metal detectors and bag screenings are working fine (33% to 26%). Just 16% of frequent fliers say no one has an absolute right to fly and if people don't like the security measures, then just don't fly compared to 20% of everyone polled.

The Zogby poll also finds when given a choice, likely voters will choose full body scan over the TSA pat downs (48% to 7%), but 42% would rather have neither. Frequent fliers feel about the same.

Pollster John Zogby: "It's clear the majority of Americans are not happy with TSA and the enhanced security measures recently enacted. The airlines should not be happy with 42% of frequent fliers seeking a different mode of transportation due to these enhancements. It seems the airlines and TSA need to come together to find a solution before the American flying public abandons both."

The interactive poll consisted of 2,032 likely voters and has a margin of error of +/-2.2%. A sampling of Zogby International's online panel, which is representative of the adult population of the U.S., was invited to participate. Slight weights were added to region, party, age, race, religion, gender, and education to more accurately reflect the population.

(11/23/2010)

Tea Party Legislators Rival Obama as Preferred Policy Leader

Americans prefer each more than Republican or Democratic leaders in Congress

November 24, 2010

Americans are as likely to want Tea Party-backed Republican members of Congress to have the most influence over federal policies in the coming year as they are to prefer President Barack Obama. The Democratic leaders in Congress rank last in this regard, behind the Republican leaders.

Preference for Key Policy Player in Federal Government

Of the following, who would you like to have the most influence on federal government policies over the next year -- [President Obama, the Democratic leaders in Congress, the Republican leaders in Congress, (or) Republican members of Congress supported by the Tea Party movement]?

	National adults
	%
President Obama	28
Republican members of Congress supported by the Tea Party movement	27
The Republican leaders in Congress	23
The Democratic leaders in Congress	16
Other (vol.)	2
No opinion	3

(vol.) = Volunteered response

USA Today\Gallup, Nov. 19-21, 2010

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The 27% of Americans preferring Tea Party Republicans on this measure roughly matches the percentage telling Gallup throughout 2010 that they are supporters of the Tea Party movement -- 26% in a recent pre-election survey.

Looking more broadly at the partisan balance of the results, 50% of Americans want either the Republican leaders in Congress or the Republican members supported by the Tea Party movement to have the most influence on the nation's policies. That is slightly more than the 44% choosing either Obama or the Democratic leaders. These results mirror the 49% to 41% split in favor of Republicans that Gallup recently found when asking Americans whether they want Obama or the Republicans in Congress to have more influence over the direction the country takes in the next year.

Independents Boost Tea Party Strength

Independents' as well as Republicans' views push Tea Party Republicans high on the list. While about a quarter of political independents would prefer that Obama have the most influence on policy matters, and a similar percentage choose the Republican leaders, the largest percentage, 32%, choose Tea Party Republicans.

Rank-and-file Republicans are about evenly divided between wanting Republican members of Congress supported by the Tea Party and the Republican leaders in Congress to have the most influence: 44% vs. 42%, respectively. By contrast, Democrats clearly prefer President Obama to the Democratic leaders in Congress, in terms of who should prevail on policy.

Preference for Key Policy Player in Federal Government -- by Party ID

	Repub- licans	Indepen- dents	Demo- crats
	%	%	%
President Obama	10	25	51
Tea Party-backed Republicans	44	32	2
Republican leaders in Congress	42	23	5
Democratic leaders in Congress	3	11	36

USA Today/Gallup, Nov. 19-21, 2010

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A Risk of Overreaching

The Tea Party movement's manifesto includes rolling back many of President Obama's domestic policy victories, particularly healthcare reform. However, slightly more Americans are concerned that the new Republican majority in the House of Representatives will go too far in reversing the Democrats' policies than are worried it will not go far enough, 50% vs. 43%.

Naturally, most Democrats worry that the Republicans will go too far in reversing the Democrats' policies, and most Republicans worry that they will not go far enough. In a nod to the Democrats' position, the slight majority of independents, 51%, say they are more concerned about the Republicans' going too far.

Greater Risk Regarding Republican Efforts to Reverse Democratic Policies

Thinking about Republican efforts to reverse the policies enacted by Democrats in the past two years, which concerns you more about the new Republican majority in the House of Representatives -- [it will go too far in trying to reverse the Democrats' policies, (or) it will not go far enough in trying to reverse the Democrats' policies]?

	National adults	Republicans	Independents	Democrats
	%	%	%	%
Will go too far	50	20	51	79
Will not go far enough	43	75	39	15
Neither/Not concerned (vol.)	5	4	6	4
No opinion	2	1	4	2

(vol.) = Volunteered response

USA Today/Gallup, Nov. 19-21, 2010

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Also, the vast majority of Americans who want either Obama or the Democrats in Congress to have the most influence on policy are concerned that the Republicans will go too far in trying to reverse the Democrats' policies. Roughly three-quarters of each group say this is their greater concern. By contrast, those who want the Republican leadership to direct policy are less resolute about undoing the Obama agenda than are those who back the Tea Party Republicans, 60% vs. 74%.

Greater Risk Regarding Republican Efforts to Reverse Democratic Policies

Based on preference for who should have most influence on federal policy in the coming year

	Obama	Democratic leaders	Tea Party Republicans	Republican leaders
	%	%	%	%
Republicans will go too far	76	77	21	34
Republicans will not go far enough	16	20	74	60

USA Today/Gallup, Nov. 19-21, 2010

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Bottom Line

As if having two political parties vying for power in Congress in the next session won't be challenging enough, the Tea Party movement has emerged as a potent third wheel with a legitimate claim for demanding a strong voice in decision making. While Americans' preferences are generally splintered, they are more likely to want Tea Party Republicans, rather than either Republican or Democratic leaders, to direct the nation's policy decisions -- a fact the Republican

leadership, in particular, apparently ignores at its peril. At the same time, the percentage of independents and traditional Republicans who are wary of an aggressive effort to reverse recently enacted Democratic policies is enough to result in more Americans fearing the Republicans will go too far in this regard than fearing they will not go far enough.

Survey Methods

Results for this *USA Today*/Gallup poll are based on telephone interviews conducted Nov. 19-21, 2010, with a random sample of 1,037 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.

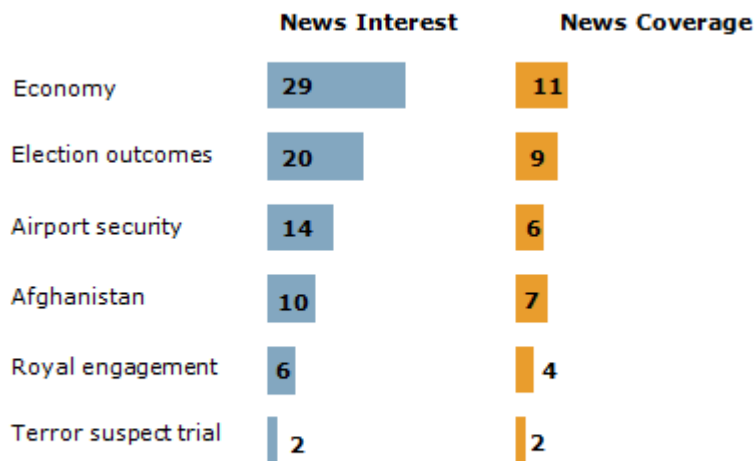
Economy, Elections and Pat Downs

Most Aware of Stir over Energy Drinks with Alcohol

November 24, 2010

News about the economy topped the public's news interest last week, though many Americans also closely tracked the fallout from the midterm elections and the debate over enhanced security measures at the nation's airports.

News Interest vs. News Coverage



News interest shows the percentage of people who say they followed this story most closely, Pew Research Center for the People & the Press, Nov. 18-21, 2010. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center's Project for Excellence in Journalism, Nov. 15-21, 2010.

About three-in-ten (29%) say they followed news about the economy more closely than other major stories, while 20% say they followed news about the election outcome most closely. At the start of a busy holiday travel period, 14% say they most closely followed news about tougher passenger screening procedures at airports, according to the latest News Interest Index survey conducted Nov. 18-21 among 1,004 adults.

The media divided coverage among top stories, including the economy (11% of coverage) and the election outcome (9%), according to a separate analysis by the Pew Research Center's Project for Excellence in Journalism. News about airport security screening procedures made up 6% of the newshole measured by PEJ, while coverage of the situation in Afghanistan accounted for 7%.

Plurality Sees Press Coverage of Obama as Fair

Little Change in Perceptions of Obama Press Coverage

Press coverage of Obama has been...	Apr	Jul	Sept	Nov
Too easy	29	27	27	23
Too tough	21	24	23	21
Fair	42	39	37	46
Don't know	8	10	13	9
	100	100	100	100

PEW RESEARCH CENTER November 18-21, 2010
 Figures may not add to 100% because of rounding.

Currently, 46% say they think press coverage of President Obama has been fair, 23% say coverage has been too easy and 21% say it has been too tough.

In September, 37% said they thought coverage had been fair, 27% thought coverage was too easy and 23% said it was too tough. Responses to this question have fluctuated only modestly through 2010.

About four-in-ten Democrats (41%) say coverage has been too tough, matching the number that said this in September. Currently, 47% say coverage has been fair, up from 36% shortly after Labor Day; 5% say coverage has been too easy. About one-in-ten (12%) said this in September.

Wide Partisan Gap in Impressions of Obama Press Coverage

<i>Press coverage of Obama has been...</i>	Total	Rep	Dem	Ind
	%	%	%	%
Too easy	23	50	5	23
Too tough	21	5	41	15
Fair	46	39	47	51
Don't know	<u>9</u>	<u>6</u>	<u>7</u>	<u>11</u>
	100	100	100	100

PEW RESEARCH CENTER November 18-21, 2010.
 Figures may not add to 100% because of rounding.

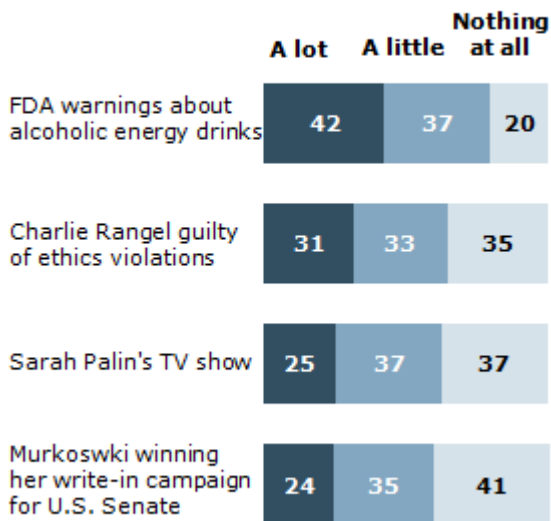
Among Republicans, half (50%) say coverage has been too easy, matching the number that said this in September. Roughly four-in-ten (39%) say coverage has been fair, while just 5% say it has been too tough. In September, 34% said coverage had been fair and 6% said it had been too tough.

Currently, 51% of independents say coverage of the president has been fair, up from 40% in September. About a quarter of independents (23%) say coverage has been too easy, while 15% say it has been too tough. In September, 28% said coverage was too easy and 19% said it was too tough.

Most Aware of Stir over Energy Drinks with Alcohol

Nearly eight-in-ten Americans (79%) say they heard at least a little about a warning by the Food and Drug Administration (FDA) that caffeinated alcoholic beverages are unsafe. About four-in-ten (42%) say they heard a lot about this, while 37% say they heard a little.

Many Aware of Warnings about Alcoholic Energy Drinks



PEW RESEARCH CENTER. Nov. 18-21, 2010

More say they heard about the energy drink warning than said they heard about graphic warning labels for cigarette packages proposed by the FDA one week earlier. Just 17% said they heard a lot about the proposed new labels; 38% heard a little.

Unlike most news stories, the FDA's warnings about energy drinks resonated with young people. Nearly half (46%) of those younger than age 30 say they heard a lot about these reports, which is comparable to the percentage of those older than age 50 (48%) who heard a lot about the warnings.

Several political figures in the news last week registered similar amounts of public awareness. More than six-in-ten (64%) heard either a lot (31%) or a little (33%) about the House Ethics Committee finding New York Rep. Charlie Rangel guilty of ethics violations. A similar majority (62%) heard at least a little about Sarah Palin's new television show on TLC (25% heard a lot, 37% a little) and close to six-in-ten (59%) heard a lot (24%) or a little (35%) about Alaska Sen. Lisa Murkowski winning her write-in campaign for re-election to the U.S. Senate.

Republicans (30%) and Democrats (27%) were about equally likely to say they heard a lot about Palin's new reality show. That also is the case for Murkowski's write-in win (30% of Republicans and 24% of Democrats heard a lot about this).

More Republicans (41%) than either Democrats (27%) or independents (30%) say they heard a lot about the ethics panel's findings on the Rangel charges. The committee has recommended that the full House censure Rangel.

The Week's News

For the first time since the Nov. 2 elections, more say they tracked news about the economy most closely (29%) than say that about news about the elections (20%). Nearly half (46%) say they followed news about the economy very closely, while 40% say they followed news about the election outcomes that closely. News about the elections and their ramifications accounted for 9% of coverage.

A third of the public (33%) says they followed the debate over new airport screening procedures very closely, while 14% say this was the news they followed most closely. News about airport security screening made up 6% of coverage.

More than a quarter (27%) say they very closely followed news about the situation in Afghanistan; 10% say this was the news they followed most closely. News about Afghanistan accounted for 7% of coverage.

News about the verdict in the trial of the first former Guantanamo detainee in a civilian court attracted less attention. About one-in-ten (12%) say they followed the outcome of the trial of Ahmed Khalfan Ghailani very closely, while 2% say this was the news they followed most closely. The trial accounted for 2% of coverage.

Republicans tracked each of these stories -- except the debate over airport security -- more closely than Democrats. For example, 54% of Republicans say they followed news about the election outcome very closely, compared with 39% of Democrats and 35% of independents. Republicans tracked election news more closely than Democrats throughout the campaign as well.

Nearly two-in-ten Republicans (19%) followed the terror trial very closely, compared with 9% of Democrats and 10% of independents.

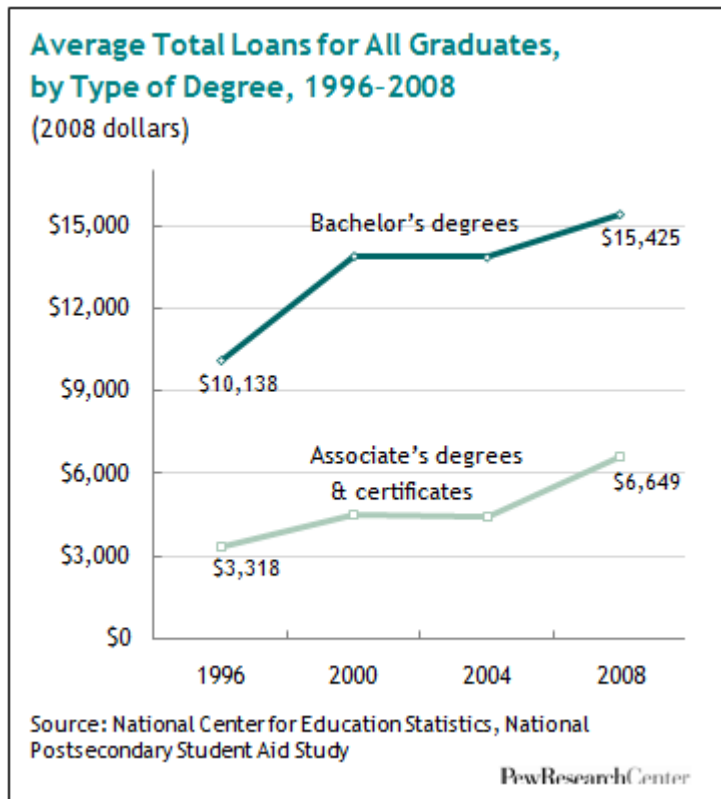
About one-in-ten (11%) of the public say they followed news about Prince William's engagement to Kate Middleton very closely; 6% say this was the news they followed most closely. The royal engagement accounted for 4% of the coverage measured by PEJ. More women than men say they tracked this story very closely (16% vs. 7%). That is especially true among those age 50 and older. In that age group, 22% of women say they followed this news very closely, compared with 9% of men.

These findings are based on the most recent installment of the weekly News Interest Index, an ongoing project of the Pew Research Center for the People & the Press. The index, building on the Center's longstanding research into public attentiveness to major news stories, examines news interest as it relates to the news media's coverage. The weekly survey is conducted in conjunction with The Project for Excellence in Journalism's News Coverage Index, which monitors the news reported by major newspaper, television, radio and online news outlets on an ongoing basis. In the most recent week, data relating to news coverage were collected Nov. 15-21, and survey data measuring public interest in the top news stories of the week were collected Nov. 18-21, from a nationally representative sample of 1,004 adults.

The Rise of College Student Borrowing

November 22, 2010

Undergraduate college student borrowing has risen dramatically in recent years. Graduates who received a bachelor's degree in 2008 borrowed 50% more (in inflation-adjusted dollars) than their counterparts who graduated in 1996, while graduates who earned an associate's degree or undergraduate certificate in 2008 borrowed more than twice what their counterparts in 1996 had borrowed, according to a new analysis of National Center for Education Statistics data by the Pew Research Center's Social & Demographic Trends project.



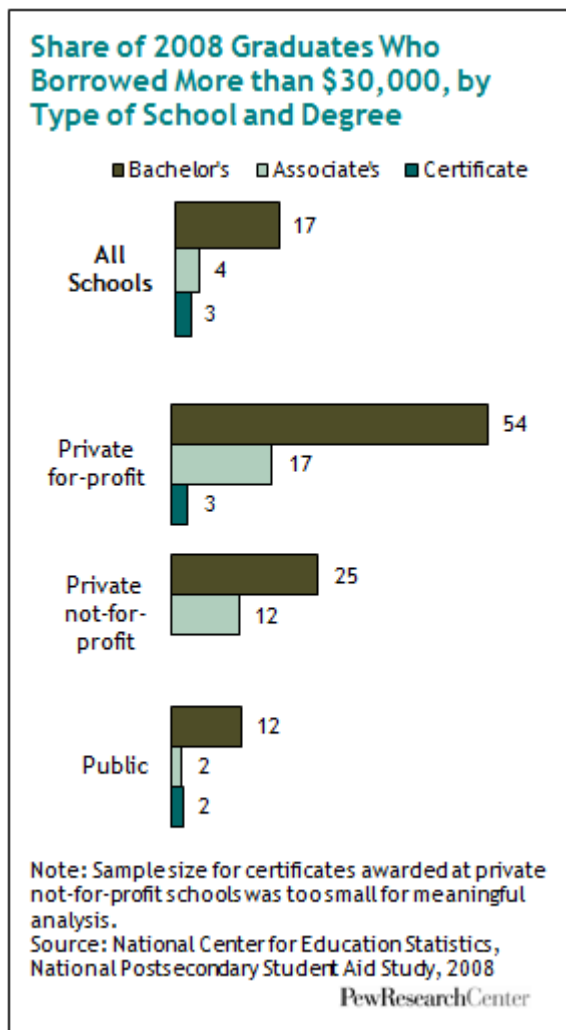
Increased borrowing by college students has been driven by three trends:

More college students are borrowing. In 2008, 60% of all graduates had borrowed, compared with about half (52%) in 1996.

College students are borrowing more. Among 2008 graduates who borrowed, the average loan for bachelor's degree recipients was more than \$23,000, compared with slightly more than \$17,000 in 1996. For associate's degree and certificate recipients, the average loan increased to more than \$12,600 from about \$7,600 (all figures in 2008 dollars).

More college students are attending private for-profit schools, where levels and rates of borrowing are highest. Over the past decade, the private for-profit sector has expanded more

rapidly than either the public or private not-for-profit sectors. In 2008, these institutions granted 18% of all undergraduate awards, up from 14% in 2003. Students who attend for-profit colleges are more likely than other students to borrow, and they typically borrow larger amounts.



Other key findings from the Pew Research Center analysis:

- One-quarter (24%) of 2008 bachelor's degree graduates at for-profit schools borrowed more than \$40,000, compared with 5% of graduates at public institutions and 14% at not-for-profit schools.
- Roughly one-in-four recipients of an associate's degree or certificate borrowed more than \$20,000 at both private for-profit and private not-for-profit schools, compared with 5% of graduates of public schools.
- Graduates of private for-profit schools are demographically different from graduates in other sectors. Generally, private for-profit school graduates have lower incomes, and are older, more likely to be from minority groups, more likely to be female, more likely to be independent of their parents and more likely to have their own dependents.

- Although private for-profit schools specialize in different fields of study than do public and private not-for-profit schools, the differences in borrowing patterns persist within fields of study. For almost every field of study at every level, students at private for-profit schools are more likely to borrow and tend to borrow larger amounts than students at public and private not-for-profit schools.

The Growing Gap between Landline and Dual Frame Election Polls

Republican Vote Share Bigger in Landline-Only Surveys

November 22, 2010

The number of Americans who rely solely or mostly on a cell phone has been growing for several years, posing an increasing likelihood that public opinion polls conducted only by landline telephone will be biased. A new analysis of Pew Research Center pre-election surveys conducted this year finds that support for Republican candidates was significantly higher in samples based only on landlines than in dual frame samples that combined landline and cell phone interviews. The difference in the margin among likely voters this year is about twice as large as in 2008.

A Growing Difference Between Landline and Dual Frame Samples

	Landline and cell sample	Landline sample	Diff
2010 Congressional vote			
	%	%	
Republican	49.6	52.1	2.5
Democrat	42.0	39.4	2.6
Other/Don't know	<u>8.4</u>	<u>8.5</u>	
	100	100	
Rep-Dem margin	+7.6	+12.7	5.1
2008 presidential vote			
McCain	41.6	42.7	1.1
Obama	49.8	48.5	1.3
Other/Don't know	<u>8.6</u>	<u>8.8</u>	
	100	100	
Rep-Dem margin	-8.2	-5.8	2.4

PEW RESEARCH CENTER. Based on combined data among likely voters from surveys conducted in the fall of each year. Figures are based on weighted data - the combined landline and cell sample and the landline sample are each weighted independently to the same demographic targets. Figures may not add to 100% because of rounding.

Across three Pew Research polls conducted in fall 2010 -- conducted among 5,216 likely voters, including 1,712 interviewed on cell phones -- the GOP held a lead that was on average 5.1 percentage points larger in the landline sample than in the combined landline and cell phone sample.

In six polls conducted in the fall of 2008, Barack Obama's lead over John McCain was on average 2.4 percentage points smaller in the landline samples than in the combined samples.

In Pew Research's final pre-election poll in 2010, the landline sample of likely voters found Republican candidates ahead 51%-39%, a 12-point lead. In the sample that combined landline and cell phone interviews, the Republican lead was 48%-42%, a six-point advantage. The national vote for House candidates is not yet final; currently, Republicans lead by approximately a seven-point margin.

Landline Samples Inflated Republicans' Midterm Advantage

	Landline and cell sample			Landline sample			Diff in margin
	Vote Rep	Vote Dem	Adv	Vote Rep	Vote Dem	Adv	
Likely voters	%	%		%	%		
Aug-Oct average*	49.6	42.0	R+7.6	52.1	39.4	R+12.7	R+5.1
October 27-30	48	42	R+6	51	39	R+12	R+6
October 13-18	50	40	R+10	52	38	R+14	R+4
Aug 25-Sept 6	50	43	R+7	53	41	R+12	R+5
Registered voters							
Aug-Oct average*	44.3	45.0	D+0.7	46.1	42.6	R+3.5	R+4.2
October 27-30	43	44	D+1	45	41	R+4	R+5
October 13-18	46	42	R+4	48	41	R+7	R+3
Aug 25-Sept 6	44	47	D+3	46	45	R+1	R+4
July 21-Aug 5	44	45	D+1	44	45	D+1	0
June 16-20	45	45	Even	48	42	R+6	R+6
March 11-21	44	44	Even	47	41	R+6	R+6

PEW RESEARCH CENTER, 2010. Figures are based on weighted data - the combined landline and cell sample and the landline sample are each weighted independently to the same demographic targets. Likely voter estimates are based on a seven-question turnout scale. * Average based on combined data from three surveys conducted Aug 25-Sept 6, Oct 13-18 and Oct 27-30.

The key comparison in this analysis is between estimates based on the landline sample alone, weighted to a standard set of demographic characteristics, and the combined sample of landline and cell phone interviews, weighted to the same demographic characteristics plus telephone status and usage (see the methodology statement for more details).

A previous analysis in May found a growing potential bias in landline only surveys (See "Assessing the Cell Phone Challenge," May 20, 2010). Previous Pew Research studies on this subject had generally found only small and often non-significant differences between landline and dual frame samples (May 2006, June 2007, Jan. 2008, Dec. 2008).

The new analysis also finds consistent differences between the landline and combined samples when comparing registered voters. In five of six Pew Research polls conducted during 2010,

there was a three to six percentage point difference on the margin among registered voters. Only one poll showed no difference.

Cell Respondents Less Republican, More Democratic

The difference in estimates produced by landline and dual frame samples is a consequence not only of the inclusion of the cell phone-only voters who are missed by landline surveys, but also of those with both landline and cell phones -- so called dual users -- who are reached by cell phone. Dual users reached on their cell phone differ demographically and attitudinally from those reached on their landline phone. They are younger, more likely to be black or Hispanic, less likely to be college graduates, less conservative and more Democratic in their vote preference than dual users reached by landline.

Dual Users Reached by Cell Are Less Republican than Dual Users Reached on Landlines

	Landline and cell sample				Landline sample			
	Vote Rep	Vote Dem	Adv	% of sample	Vote Rep	Vote Dem	Adv	% of sample
	%	%		%	%	%		%
All likely voters	50	42	R+8		52	39	R+13	
Landline only	43	44	D+1	10	42	45	D+3	10
Duals from landline	52	40	R+12	58	53	39	R+14	89
Duals from cell	50	45	R+5	16	--	--	--	--
Cell only	44	47	D+3	14	--	--	--	--
All registered voters	44	45	D+1		46	42	R+4	
Landline only	38	47	D+9	11	37	48	D+11	11
Duals from landline	48	42	R+6	53	48	42	R+6	87
Duals from cell	45	48	D+3	16	--	--	--	--
Cell only	38	51	D+13	19	--	--	--	--

PEW RESEARCH CENTER, 2010. Based on combined data from three surveys conducted Aug 25-Sept 6, Oct 13-18 and Oct 27-30. Figures are based on weighted data - the combined landline and cell sample and the landline sample are each weighted independently to the same demographic targets. Likely voter estimates are based on a seven-question turnout scale.

Among dual users reached by landline, Republicans had a 12-point advantage among likely voters. But the GOP lead was only five points among dual users reached by cell phone. Among cell phone only voters, there was no Republican lead (a nominal 47%-44% Democratic edge). These patterns were, if anything, stronger among the broader sample of registered voters than among likely voters.

Duals reached by landline made up a smaller proportion of voters in the dual frame sample than the landline sample because of the addition of the cell only respondents and the duals reached by cell. The latter two groups comprised about a third of all voters in the dual frame sample.

While dual users reached by landline were the majority of voters in both the dual frame sample and the landline sample, they were a far smaller proportion of voters in the dual frame sample because of the addition of the cell only respondents and the duals reached by cell. The latter two groups comprised about a third of all voters in the dual frame sample.¹

Those who only have a landline also were somewhat more Democratic in their vote preference than respondents reached on their landline who also have a cell phone. However, in both the landline sample and the combined sample, landline only respondents made up only about 10% of the sample.²

Comparing Landline and Cell-Only With Landline and All Cell Interviews

Congressional vote	<i>Likely voters</i>			<i>Registered voters</i>		
	Landline sample	Landline and cell only	Landline and cell sample	Landline sample	Landline and cell only	Landline and cell sample
	%	%	%	%	%	%
Republican	49.6	50.4	52.1	44.3	45.0	46.1
Democrat	42.0	40.9	39.4	45.0	43.8	42.6
Other/DK	<u>8.4</u>	<u>8.7</u>	<u>8.5</u>	<u>10.7</u>	<u>11.2</u>	<u>11.3</u>
	100	100	100	100	100	100
Adv	R+7.6	R+9.5	R+12.7	D+0.7	R+1.2	R+3.5
N	5216	4169	3504	6986	5703	4981

PEW RESEARCH CENTER. Based on combined data from three surveys conducted Aug 25-Sept 6, Oct 13-18 and Oct 27-30. Figures are based on weighted data – the combined landline and cell sample, the landline sample and cell only interviews, and the landline sample are each weighted independently to the same demographic targets. Figures may not add to 100% because of rounding.

Further evidence of the impact of dual users reached by cell phone can be seen in a comparison of blended samples that include landline and cell phone interviews with those that include landline and just the cell-only respondents. Adding just the cell-only respondents to the landline samples reduced the GOP advantage, but not as much as including all of the interviews from the cell phone sample.

Republicans led the Democrats by average margin of 9.5 percentage points among likely voters when cell-only respondents were included with the landline survey. The Republican advantage was 7.6 percentage points in the combined sample that includes all of the interviews completed by cell.

Young Voters and Cell Phones

Cell phones pose a particular challenge for getting accurate estimates of young people's vote preferences and related political opinions and behavior. Young people are difficult to reach by landline phone, both because many have no landline and because of their lifestyles. In Pew Research Center surveys this year about twice as many interviews with people younger than age

30 are conducted by cell phone than by landline, despite the fact that Pew Research samples include twice as many landlines as cell phones.

According to the latest estimates from the National Center for Health Statistics, in the second half of 2009, 38% of 18 to 24 year olds and 49% of 25 to 29 year olds lived in households that had no landline. And research has shown that people younger than age 30 who are cell phone only can have different behaviors and attitudes than those who are reachable by a landline phone.³

Age and the 2010 Congressional Vote

	Landline and cell sample				Landline sample				Diff in margin
	Vote Rep	Vote Dem	Adv	N	Vote Rep	Vote Dem	Adv	N	
	%	%			%	%			
All likely voters	50	42	R+8	5216	52	39	R+13	3504	R+5
18-29	45	49	D+4	283	52	44	R+8	107	R+12
30-39	43	50	D+7	443	46	48	D+2	213	R+5
40-49	54	38	R+16	837	56	35	R+21	510	R+5
50-64	49	42	R+7	1986	51	40	R+11	1342	R+4
65+	52	39	R+13	1569	54	37	R+17	1254	R+4
All registered voters	44	45	D+1	6986	46	43	R+3	4981	R+4
18-29	38	53	D+15	1279	45	49	D+4	430	R+11
30-39	37	53	D+16	1014	38	49	D+11	533	R+5
40-49	49	40	R+9	1434	52	38	R+14	941	R+5
50-64	45	44	R+1	2780	45	43	R+2	1992	R+1
65+	48	41	R+7	2092	48	40	R+8	1811	R+1

PEW RESEARCH CENTER, 2010. Based on combined data from three surveys conducted Aug 25-Sept 6, Oct 13-18 and Oct 27-30. Figures are based on weighted data - the combined landline and cell sample and the landline sample are each weighted independently to the same demographic targets. Likely voter estimates are based on a seven-question turnout scale.

Estimates from the combined landline and cell sample based on the last three pre-election Pew Research surveys showed Democrats with a 53%-to-38% lead over Republicans among registered voters younger than age 30. But estimates based only on interviews from the landline sample showed Democratic and Republican candidates running about even among young voters - 49% said that if the elections were held today they would vote for the Democratic candidate, while 45% backed the Republican candidate in their district. The difference in the margin between the combined sample and the landline sample was 11 points.

These sample differences in voter preference were not limited just to voters younger than age 30. Estimates based on the landline and cell interviews produced slightly less support for Republican candidates and greater support for Democratic candidates in voters ages 30-39 and 40-49. Among registered voters in both of these age groups, there was a difference in the margin of five

percentage points. Among registered voters ages 50 and older, there was little difference in the margin between the combined sample and the landline samples.

Comparing the vote preference of likely voters across age groups produces a similar result, although the estimates are not quite as robust because of the smaller sample sizes. Because young people are significantly less likely than older adults to be classified as likely voters, the sample size of young likely voters is reduced considerably.

Demographic Characteristics by Phone Status

	Land-line only	Dual reached on...		Cell only
		Landline	Cell	
	%	%	%	%
Men	38	41	55	57
Women	62	59	45	43
18-29	7	8	22	42
30-39	5	10	13	20
40-49	10	17	18	14
50-64	26	35	32	18
65+	50	28	14	5
Men 18-49	10	15	30	44
Women 18-49	12	20	24	32
Men 50+	27	25	25	13
Women 50+	49	38	21	10
College grad+	19	43	38	29
Some college	24	28	29	30
HS or less	56	29	33	41
N	2662	14737	5038	3561
White, non-Hisp	73	79	70	61
Black, non-Hisp	12	8	12	13
Hispanic	9	6	9	17
Other, non-Hisp	5	6	8	8
N*	1497	7624	2653	1895

PEW RESEARCH CENTER. Based on unweighted annual totals from Pew Research Center surveys conducted in 2010. Figures read down. Don't know responses not shown.
 *Based only on surveys in 2010 that included Spanish language interviewing.

Characteristics of Dual Users Reached by Cell and Landline

Dual users reached by cell phone are much younger than those reached by landline -- 22% of duals interviewed on their cell phone are younger than age 30, compared with only 8% of duals reached on their landline.

The cell phone only are younger than dual users and those with only a landline; 42% of people with only a cell phone are younger than age 30.

Half of those who have only a landline phone are ages 65 or older -- far higher than in any other phone use category.

There also are differences by education. More of the duals reached by cell than by landline have only a high school education or less (33% vs. 29%) while more duals reached on their landline are college graduates (43% vs. 38%).

Seven-in-ten (70%) duals interviewed on their cell phone are non-Hispanic whites, compared with 79% of duals reached on their landline.

Hispanics and African-Americans comprise a larger proportion of duals reached on their cell phone than on their landline phone.

Political Characteristics by Phone Status

	Land- line only	Dual reached on...		Cell only
		Landline	Cell	
<i>Party affiliation</i>	%	%	%	%
Republican	23	30	28	21
Democrat	38	31	33	33
Independent	31	33	34	39
Other/Don't know	9	5	5	7
<i>Party with leaners</i>				
Republican/Ln Rep	35	46	43	35
Democrat/Ln Dem	49	43	47	50
No lean	16	11	10	14
<i>Ideology</i>				
Conservative	41	43	40	33
Moderate	31	35	36	37
Liberal	18	18	20	24
Don't know	10	4	4	7
Registered voter	76	88	80	60
N	2662	14737	5038	3561
<i>Obama approval</i>				
Approve	47	43	48	51
Disapprove	40	49	44	37
Don't know	13	8	8	12
N	2093	11684	3970	2821
<i>View of national conditions</i>				
Satisfied	21	19	28	31
Dissatisfied	72	76	67	63
Don't know	7	5	5	6
N	1412	7391	2548	1732

PEW RESEARCH CENTER. Based on unweighted annual totals from Pew Research Center surveys conducted in 2010. Figures read down.

As the voter preferences would suggest, duals reached on their cell phone are somewhat more Democratic in their party affiliation than those interviewed on their landline phones.

By a 47%-to-43% margin duals reached on their cell phone identify with the Democratic Party or lean Democratic.

This balance is nearly reversed among duals reached on their landline -- 46% are Republicans or lean Republican, while 43% are Democrats or lean Democratic.

Both the cell onlys and those with only a landline phone are more Democratic than Republican in their party identification.

Duals interviewed on their landline phone are somewhat more conservative in their political views than those reached by cell (43% vs. 40%).

Cell onlys, by contrast, are more liberal than duals reached by landline or cell phone.

Duals reached by cell also are less likely to be registered to vote than those interviewed on their landline phone (80% vs. 88%).

Voter registration is lowest among those with only a cell phone -- just 60% are registered voters.

ABOUT THE DATA

Most results in this report are from six Pew Research Center surveys conducted in 2010. All six surveys were based on telephone interviews conducted among a nationwide samples of adults, 18 years of age or older, living in the continental United States. The table below shows the field dates and sample sizes for registered and likely voters for each survey.

Field dates	<i>Registered voters</i>				<i>Likely voters</i>			
	Landline + cell sample	Landline sample	Cell sample	Cell only	Landline + cell sample	Landline sample	Cell sample	Cell only
Aug-Oct combined	6,986	4,981	2,005	722	5,216	3,504	1,712	402
October 27-30, 2010	2,373	1,681	692	266	1,809	1,393	416	146
October 10-18, 2010	1,797	1,270	527	168	1,354	878	476	88
Aug 25-Sept 6, 2010	2,816	2,030	786	288	2,053	1,233	820	168
July 21-Aug 5, 2010	2,431	1,724	707	246	--	--	--	--
June 16-20, 2010	1,496	1,035	461	172	--	--	--	--
March 11-21, 2010	2,070	1,442	628	191	--	--	--	--

The late October survey was conducted under the direction of Princeton Survey Research Associates International with data collection by Princeton Data Source and Abt/SRBI Inc. The mid-October, September, August and March surveys were conducted under the direction of Princeton Survey Research Associates International with data collection by Princeton Data Source. The June survey was conducted by Abt SRBI, Inc. Interviews were conducted in English only for the mid-October and late October surveys. Interviews were conducted in English and Spanish for the other four surveys. The landline and cell phone samples for all six surveys were provided by Survey Sampling International.

Fall 2010 Weighting Parameter for Phone Status and Usage

	%
Cell only	25.4
Dual – both landline and cell	63.6
All or almost all calls on cell	17.4
All/almost all/some calls on landline	46.2
Landline only	<u>11.0</u>
	100

Based on Pew Research Center extrapolations from NHIS data for July-December 2009.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race/ethnicity, region, and population density to parameters from the March 2009 Census Bureau's Current Population Survey. The sample also is weighted to match current patterns of telephone status and relative usage of landline and cell phones (for those with both), based on extrapolations from the 2009 National Health Interview Survey.

The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the sample and adjusts for household size within the landline sample. The landline sample is weighted using the same techniques as the combined sample, except that the telephone status and usage parameter is excluded, and there is no correction for respondents with both landline and cell phones, since they have only one chance of being included in the sample. The landline plus cell only sample is weighted using the same techniques as the combined sample, except that there is no correction for respondents with both landline and cell phones, since they have only one chance of being included in the sample.

The significance tests comparing the estimates based on the combined landline and cell sample with those from the landline sample account for the overlap in the two samples since the landline respondents are included in both samples. The tests were conducted using software that accommodates complex survey samples.

Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the error attributable to sampling that would be expected at the 95% level of confidence for the combined landline and cell sample and the landline sample only for registered and likely voters:

Field dates	Margin of error plus or minus...				
	<i>Registered voters</i>		<i>Likely voters</i>		
	Landline + cell sample	Landline sample	Landline + cell sample	Landline sample	
Aug-Oct combined	1.5	2.0	2.0	2.0	percentage points
October 27-30, 2010	2.5	3.0	3.0	3.5	percentage points
October 10-18, 2010	3.0	3.5	3.5	4.0	percentage points
Aug 25-Sept 6, 2010	2.5	3.0	3.0	3.5	percentage points
July 21-Aug 5, 2010	2.5	3.0	--	--	percentage points
June 16-20, 2010	3.5	4.0	--	--	percentage points
March 11-21, 2010	3.0	3.5	--	--	percentage points

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

Likely voter estimates are based on a seven-item turnout scale that includes the following questions: thought given to the election, have ever voted in your precinct or election district, how often you follow government and public affairs, frequency of voting, whether you plan to vote in the election, chance of voting in the election on an 10-point scale, and whether you voted in the 2008 election. Those in the mid-October and late October surveys who said they already voted were automatically counted as likely voters. More details about the Pew Research Center's methodology for estimating likelihood to vote are available at: <http://peoplepress.org/methodology/files/UnderstandingLikelyVoters.pdf>.

1. The ratio of dual users reached by landline vs. those reached by cell phone is dependent on the overall ratio of landline to cell interviews. In Pew Research Center surveys conducted this year, a third of the completed interviews were conducted by cell phone and two-thirds were completed by landline.
2. The ratio of dual users reached by landline vs. those reached by cell phone is dependent on the overall ratio of landline to cell interviews. In Pew Research Center surveys conducted this year, a third of the completed interviews were conducted by cell phone and two-thirds were completed by landline.
3. Stephen J. Blumberg and Julian V. Luke. Coverage Bias in Traditional Telephone Surveys of Low-Income and Young Adults. 2007 Public Opinion Quarterly 71: 734-749. Available at <http://poq.oxfordjournals.org/cgi/reprint/71/5/734>.

Most Americans, But Fewer than in January, Back Scanners at Airports

(11/24/10) -

The nationwide level of support for the use of the three-dimensional machines fell by 20 points in 10 months.

While a majority of Americans still endorse the use of three-dimensional scanners at airports, the level of support for the use of these devices has dropped drastically since January, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,001 American adults, respondents were shown a picture of an airport scanner's three-dimensional outline of a person's body.

Three-in-five Americans (61%) support the use of these scanners to screen all passengers travelling to and from the U.S. This represents a 20-point drop since a survey conducted in January 2010, a few days after Umar Farouk Abdulmutallab attempted to detonate plastic explosives hidden in his underwear while on a flight from Amsterdam to Detroit.

Three-Dimensional Airport Scanners Support: 61 % Oppose: 33 % Not Sure: 6 %

The highest level of opposition to the use of the three-dimensional body scanners comes from respondents in the West (38%) and those aged 35 to 54 also (38%).

Given the choice between having to go through a full-body scanner or being patted-down by a security officer at an airport, three-in-five Americans (62%, -16 since January) prefer the scanner. Conversely, 17 per cent of respondents (+5) would rather skip the scanner and go for the pat-down.

Men (68%) and respondents over the age of 55 (76%) are slightly more likely to choose the scanner than women (57%) and respondents aged 18 to 34 (50%).

Confidence in Airlines and Personnel

When it comes to ensuring safety in airports and airplanes, Americans continue to express a high level of confidence in airlines based in the U.S. (62%, +4 since January) followed by airport security personnel in the U.S. (57%, +7).

President Barack Obama is third on the list of entities and officials, with 50 per cent of respondents (-2) saying they are "very confident" or "moderately confident" in his ability to ensure safety for passengers, followed by Homeland Security Secretary Janet Napolitano (41%, +5).

As was the case in January, Americans are not particularly trusting of airport security personnel outside the U.S. (33%, +9) and airlines based outside the U.S. (30%, +6)

Analysis

As the U.S. heads to the busiest travel week of the year, the three-dimensional scanners are now operational in 60 airports across the country. The level of support for the use of these devices has dropped over the past 11 months. Still, and following recent reports of overly intrusive pat-downs at some airports, the scanners are still preferred to an officer running his or her hands along outer garments to detect any concealed items.

Americans provide glowing marks to their airlines and security personnel. It is important to note that, on this particular file, five of the six entities and officials tested received a more positive assessment this month than in January, with President Obama being the lone exception.

Our January 2010 survey on three-dimensional scanners can be found here.

Methodology: From November 22 to November 23, 2010, Angus Reid Public Opinion conducted an online survey among 1,013 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. Discrepancies in or between totals are due to rounding.

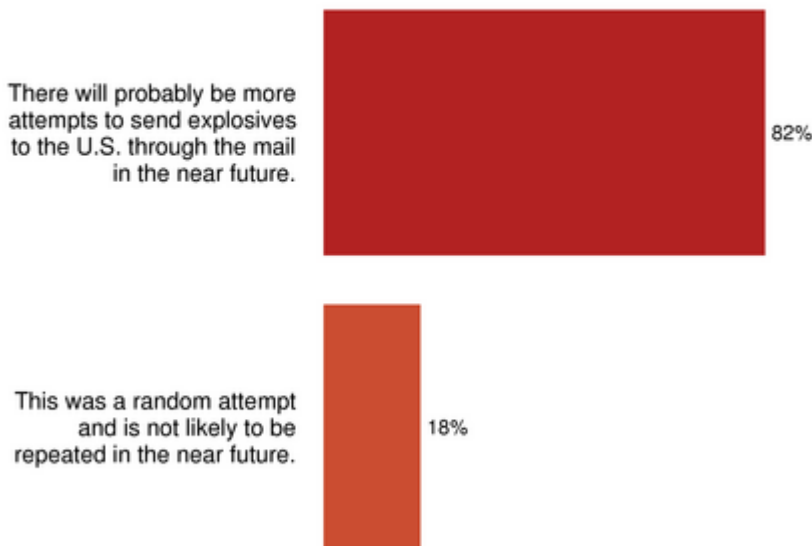
More Terrorist Threats?

Wed November 17, 4:58 p.m. PST by YouGov Staff in Economist Poll

Eight in ten Americans who are aware of the packages sent from Yemen containing ingredients for bombs and discovered on cargo and passenger planes expect there to be more attempts to send packages containing bombs to the United States. But nearly half of those interviewed in the latest *Economist/YouGov* Poll still believe the United States is safer from terrorism than it was in 2001.

Which of these statements is closer to your own opinion?

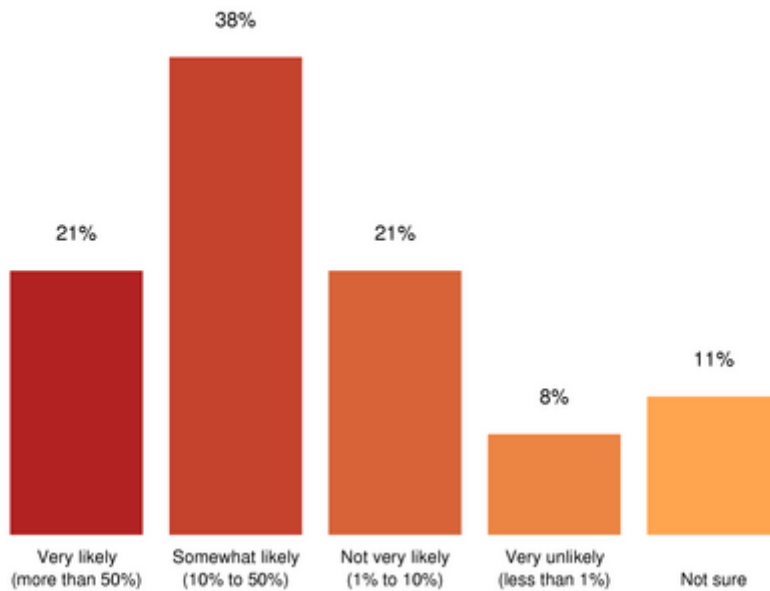
(Asked if respondent is aware of mail bombs sent from Yemen)



Americans want more screening of packages than there is now; 52% think the screening of letters and packages is not tight enough. 28% say it's about right. Two in three have at least some confidence in the Department of Homeland Security's ability to protect Americans.

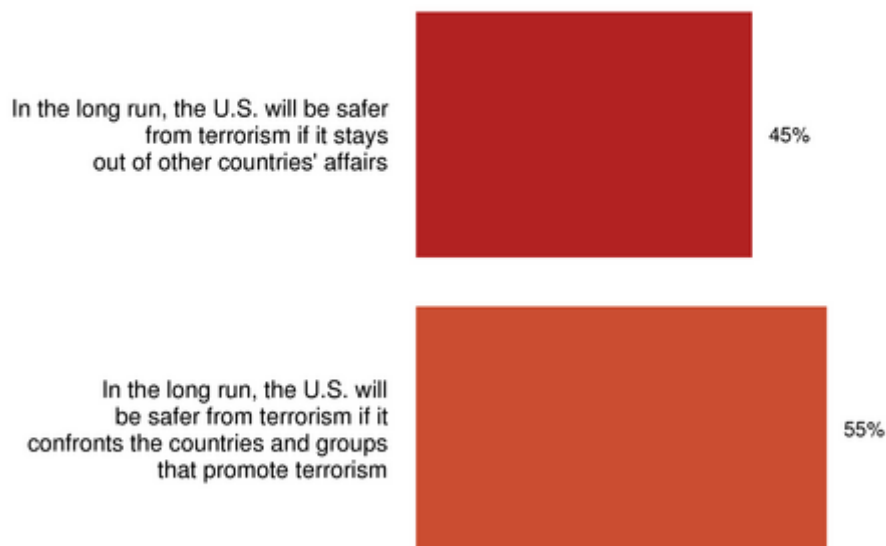
But nearly six in ten Americans believe another terrorist attack in the next 12 months is at least somewhat likely. That figure is lower than it was after the Christmas Day underwear bombing attempt, but higher than it was at the start of 2009.

What do you think are the chances of a terrorist attack against the United States in the next 12 months?



Americans are not sure about the best way to deal with terrorism. 55%, including many Republicans, say it is better to confront countries who may be engaged in terrorism. But 45%, including many Democrats, say staying out of other countries' affairs is the better approach. Independents are evenly divided.

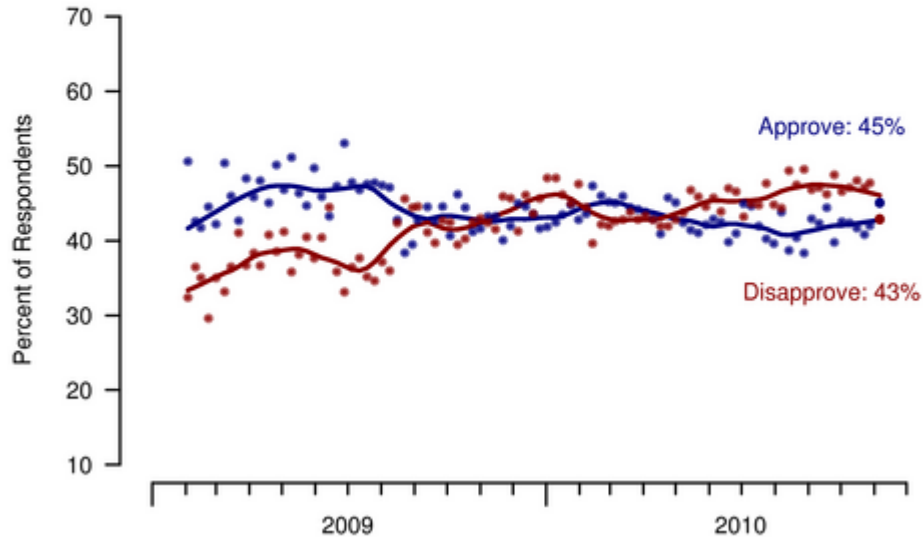
Which comes closer to your view?



The President's approval rating on handling terrorism is 45% this week, up from 42% last week. 43% disapprove, down from 48% a week ago.

President Obama's Performance on Terrorism

"Do you approve or disapprove of the way Barack Obama is handling the issue of terrorism?"



Consumers Don't Feel Their Financial Interests Are Being Well Protected And Are Dissatisfied With Many Areas In Financial Services

November 11th, 2010
TNS US

A new survey on regulatory reform by TNS, the world's leading custom research firm, finds that only 46% of American consumers feel their financial interests are being appropriately protected by laws and regulations. For consumers who are over-indebted this is even worse: only 29% of this group feel their financial interests are being well protected.

With regulatory reform and consumer financial protection high on the political agenda, TNS asked consumers about their financial services "pain points" to help inform the agendas of regulators. The TNS Regulatory Reform Survey was developed in collaboration with Professor Peter Tufano, the Sylvan C. Coleman Professor of Financial Management at Harvard Business School. A nationally representative sample of 2,300 American consumers 18 years or older was surveyed between October 8-14 2010.

Consumers remain uncertain of the economy and how their interests are being protected

While overall consumer confidence shows some stability of late, there remains some underlying uncertainty among US consumers regarding the future. Specifically, only 14% of US consumers see the US stock market and the value of their household investments improving over the next six months. Moreover—regardless of political leaning—fewer than half of US consumers (46%) feel their financial interests are adequately protected by today's laws and regulations. While

regulatory reform promises to provide some of this protection for consumers and has garnered a lot of attention in the media, 46% of American consumers say they are not familiar with how this legislation will benefit them. Further, those who are familiar have doubts that reform will benefit them; only a third agree that it will be “good” for the average US consumer (the same number who disagree).

Even routine matters scores low

In an attempt to inform the efforts of the new consumer financial protection bureau and other regulators, TNS surveyed U.S. consumers and found that they were not satisfied with even the most basic of their financial services activities, such as “routine matters with your bank” (only 43% extremely/very satisfied) and “understanding how overdraft protection on your checking account works” (only 42% extremely/very satisfied). “It was most remarkable to us that consumers experience “pain” on even the most basic of tasks,” says Trish Dorsey, Senior Vice President and head of the North American Financial Services sector at TNS.

Credit cards still number one consumer pain point

The area within financial services with which US consumers are most dissatisfied is credit cards, with 61% of consumers saying that they are very or extremely dissatisfied with the fees charged on credit cards; 61% saying they are very or extremely dissatisfied with interest rates charged on credit cards; and 49% saying they are very or extremely dissatisfied with the terms on credit cards. “While dissatisfaction with fees and rates is hardly surprising, the level of discontent with more everyday elements of financial services life is striking,” says Peter Tufano. Other areas of strong consumer dissatisfaction identified in the survey include personal loans, especially dealing with fraudulent lenders (42%), fees on payday lending (32%), fraudulent investments and their promoters (42%), and the trust in investment markets in general (37%).

So what does all of this mean for US financial institutions? “Uncertainty creates opportunity,” says Dorsey. “And today’s environment creates plenty of opportunity—for financial institutions to avoid the temptation to efficiently follow but rather to actively lead. If we learned anything during the most recent financial crisis, it was that being “present” with the consumer was critical in terms of allaying uncertainty and managing expectations. It will be important to participate in this debate with regulators and to actively engage with consumers about their fears and frustrations.”

The TNS Regulatory Reform survey was conducted using Light Speed Research and was conducted from October 8 through October 14, 2010. Results of the TNS Regulatory Reform survey were presented on Friday November 5, at the Financial Services Marketing Symposium in Orlando, FL.

About TNS

TNS is the world's largest custom research agency delivering actionable insights and research-based business advice to its clients so they can make more effective business decisions. TNS offers comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive and Political & Social sectors, supported by a unique product offering that stretches

across the entire range of marketing and business issues, specializing in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research. Delivering best-in-class service across more than 75 countries, TNS is part of Kantar, one of the world's largest research, insight and consultancy network. Please visit www.tnsglobal.com for more information.

About Kantar

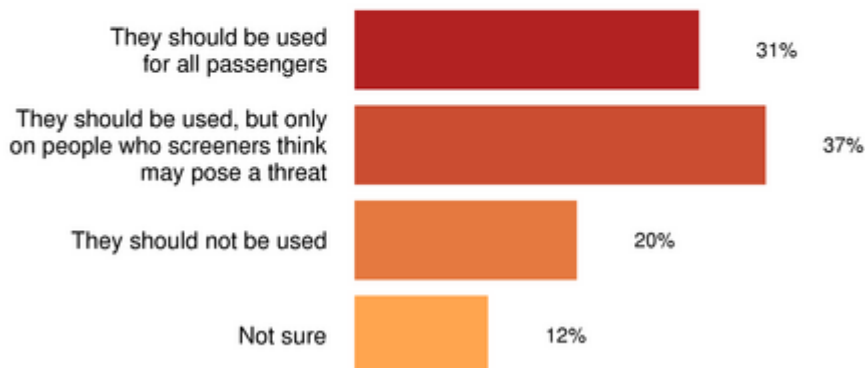
Kantar is one of the world's largest insight, information and consultancy networks. By uniting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 26,500 employees work across 95 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.

Thanksgiving Travel and Full Body Scans

Wed November 24, 9:55 a.m. PST by [YouGov Staff](#) in *Economist Poll*

Most Americans see some value in the new full body scan machines in use at airports in the U.S., but many would like to limit their use to those individuals whom screeners believe may pose a threat, and NOT used on all passengers -- and certainly not on them, according to the latest *Economist/YouGov* Poll.

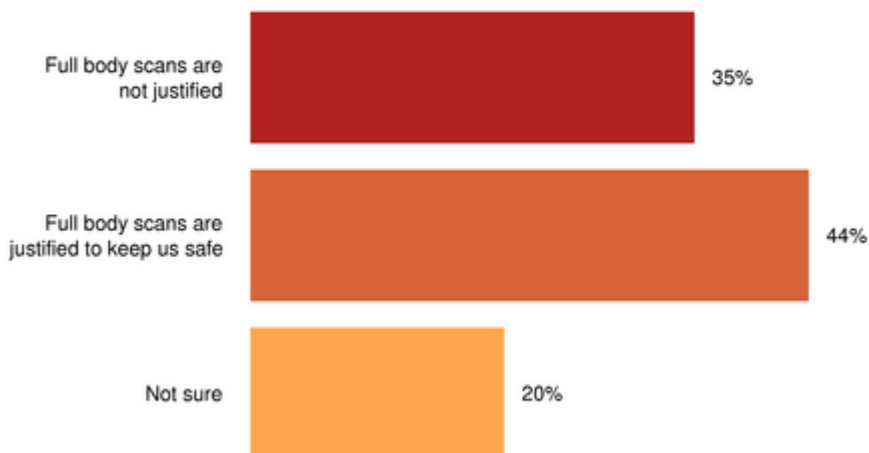
Full body scans produce detailed pictures of travelers and items that are hidden on their bodies. It might have detected the explosives that were meant to be ignited on the Christmas Day Northwest flight from Amsterdam to Detroit. But many privacy advocates have objected to them. The scanners would not detect items within a person's body. What is your opinion of the use of full body scanners at airports?



When the machines are described to respondents, and they are told their use might have discovered the Christmas Day underwear bomber before he passed through security, 68% say the machines should be used - but more than half that group say they should be used only on those individuals security screeners view as a threat. Just 31% would use the machines on all passengers. One in five Americans would not use them at all.

Many Americans admit that the use of full body scanners is justified in order to keep America safe. 44% say they are, while 35% say they are an invasion of privacy. There are differences by gender, age and party identification on this. Men are more likely than women to see the use of these machines as unjustified, younger adults are more concerned than older adults, and Republicans are more negative than Democrats.

While some are concerned about the radiation or invasion of privacy from full body scanning machines, others say the risk of terrorism justifies these costs. What do you think?



A majority of Americans say the changes in airport security won't make flying any safer than it is now; just 30% think they will.

Most Americans don't want to be subject to the scan themselves: 55% admit they would be uncomfortable while 38% say they would not be uncomfortable about it. Men are less uncomfortable than women are about the scan (though a majority of men are still uncomfortable with it), and on this question there is little partisan difference - Democrats as well as Republicans find the full body scan and the naked image it projects uncomfortable.

	Uncomfortable	Not Uncomfortable	Not sure
<i>Male</i>	50%	45%	5%
<i>Female</i>	60%	33%	7%

<i>Democrat</i>	53%	41%	6%
<i>Republican</i>	54%	42%	4%
<i>Independent</i>	60%	36%	4%
<i>All</i>	55%	39%	6%

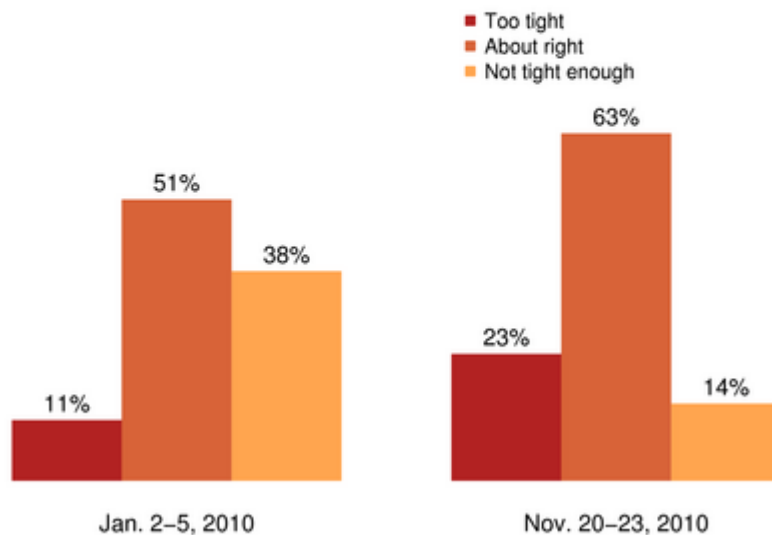
How comfortable are you with undergoing a full body scan at an airport security checkpoint?

When asked directly whether having a naked image of oneself seen by a TSA agent reviewing the full body scanner results, 43% find it unacceptable and 41% say it is acceptable. And by a margin of 43% to 39%, Americans say they are concerned about radiation coming from the scan.

Americans are more positive about airport security now than they were at the start of 2010. 63% of fliers say the screening procedures in place the last time they flew were about right, up 12 points from January. The percentage believing there were not tight enough has dropped from 38% then to only 14% today. In fact, today nearly one in four say screening procedures are TOO tight.

Do you think the passenger screening procedures that you saw the last time you flew were too tight or not tight enough?

(Asked if respondent has flown in past)



As they did in January, most Americans today favor current security measures. 64% support allowing only a single carry-on. 67% are fine with removing their shoes at the airport. 78% support multiple ID checks. And by 49% to 34%, Americans are willing to limit liquids carried on board to 3 ounces.

The new measures - both the scan and extended pat-downs DON'T get the same support. 41% favor full body scans, but 40% don't. And while 70% support the traditional pat down, 70%

OPPOSE the extended pat downs, with same-sex TSA officials making contact with more private areas of the body.

Limiting passengers to a single carry-on bag Requiring travelers to remove their shoes at security checkpoints Not allowing more than 3 ounces of liquids Checking IDs multiple times Full body scanner machines that produce a detailed picture of travelers' bodies A traditional pat down An enhanced pat down which includes touching genitals and breasts

	Oppose	Favor	Not sure
<i>Limiting passengers to a single carry-on bag</i>	24%	64%	12%
<i>Requiring travelers to remove their shoes at security checkpoints</i>	21%	67%	12%
<i>Not allowing more than 3 ounces of liquids</i>	34%	49%	17%
<i>Checking IDs multiple times</i>	12%	78%	9%
<i>Full body scanner machines that produce a detailed picture of travelers' bodies</i>	40%	41%	18%
<i>A traditional pat down</i>	17%	70%	13%
<i>An enhanced pat down which includes touching genitals and breasts</i>	70%	16%	14%

Do you favor or oppose the following security measures for air travel?

Fortunately, most Americans won't have to deal with the security changes on Thanksgiving Weekend. 22% will spend at least one night away from home during the holiday, but most of those will travel by car, not airplane. And 21% of those interviewed say they have never flown.

Rating for Obama Stands at 45%; Congress Remains Low in U.S.

11/26/10) -

President gains five points among Independents, but remains a polarizing figure for Democrats and Republicans.

Public support for President Barack Obama increased for the first time since August, but Congress maintains paltry numbers in the United States, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,013 American adults, 45 per cent of respondents (+2 since October) approve of the way Barack Obama is handling his duties, while 49 per cent (-1) disapprove.

Obama Approval Rating Approve: 45 % Disapprove: 49 % Not sure: 6 %

The level of strong approval for the U.S. President (13%, +4) continues to trail the level of strong disapproval (30%, -2).

Four-in-five Republicans (86%, +1) are dissatisfied with Obama, while three-in-four Democrats (75%, +2) are content with the American president. A majority of Independents (56%, -4) disapprove of Obama's performance, but two-in-five (39%, +5) approve of it.

The approval rating for the U.S. Congress stands at 19 per cent this month (-1), while 70 per cent of respondents disapprove of its actions (-1).

The level of strong approval for federal lawmakers stands at four per cent (+1), while two-in-five Americans (39%, =) are strongly dissatisfied. This month, Congress maintained a steady level of support from Democrats (35%, -1), but the numbers continue to be particularly low among Independents (9%, -1) and Republicans (6%, =).

Analysis

The two-point gain for Obama at the national level might appear insignificant, but puts an end to three consecutive months where the 44th American President was stuck at 43 per cent. The important factor is that Obama managed to get a higher level of support from Independents this month than he did in late October, when the mid-term election was imminent.

For Congress, which stands to serve for one more month before the newly elected lawmakers take their seats in 2011, the numbers are bad. Two thirds of respondents have consistently expressed disappointment with the current members of the House and the Senate.

Methodology: From November 22 to November 23, 2010, Angus Reid Public Opinion conducted an online survey among 1,013 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. Discrepancies in or between totals are due to rounding.

Half of Canadians Think the Economy is in Good Shape

(11/25/10) -

Respondents are evenly split when assessing their own financial situation.

Canadians are heading to the final weeks of the year evenly split about the state of their own finances, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,013 Canadian adults, 50 per cent of respondents (+2 since October) say the national economy is in good or very good shape, while 44 per cent (-3) claim it is in poor or very poor shape.

Across the country, the lowest level of economic confidence is in British Columbia (39%), followed by Ontario (47%) and Quebec (48%).

Half of Canadians (49%, -4) say their own personal finances are in good shape, while 49 per cent (+5) disagree.

Respondents in Atlantic Canada (32%) and British Columbia (42%) are less likely to refer to their own financial situation as good.

One-in-five Canadians (20%, +2) think the Canadian economy will improve over the next six months, while more than half (55%, +5) expect it to remain the same, and one-in-five (19%, -1) foresee a decline. One third of respondents (33%) think Canada's economy will get out of recession after 2011.

Current Concerns

Concerns over the safety of investments have subsided in November (31% have worried occasionally or frequently about this, down eight points since October). This month, unemployment affecting the household is a more pressing concern (35%, +2), followed by the safety of savings (31%, -3), being able to pay the mortgage or rent (26%, -5), and employers running into serious financial trouble (17%, -2).

Inflation and Debt

Four-in-five Canadians (83%, +1) believe that the price of gasoline will go up over the next six months, while three-in-four (75%, +1) feel the same way about groceries. Two-in-five (40%, -2) think real estate will be more expensive, while fewer respondents expect to see pricier cars (34%, +3) or TVs (18%, -1).

In a trend that has been consistent in 2010, paying down debt (\$389) remains the top priority for Canadians if they were given an extra \$1,000. The rest of the funds would be allocated to day-to-day expenses (\$183), savings (\$154), buying personal gifts or treats (\$124), purchasing big items like a car or home improvements (\$91), investing in individual stocks (\$32), and investing in mutual funds (\$27).

Political Leadership

Confidence in Stephen Harper's ability to do the right thing to help the economy increased slightly this month, with 36 per cent of respondents (+3) saying they trust the Prime Minister on this file. One-in-five (20%, -3) have confidence in opposition leader Michael Ignatieff, while two-in-five (43%, +1) trust Bank of Canada Governor Mark Carney.

The Conservatives are ahead of the Liberals as the preferred party to control inflation (32% to 18%), end the recession (30% to 18%), rein in the national debt (31% to 21%) and create jobs (29% to 25%). However, practically half of respondents cannot choose either party in any of these four topics.

Canada vs. Other Countries

More than a third of Canadians (37%) believe China's economy is currently doing better than the Canadian economy. A considerable proportion of respondents think Canada is doing better than the United States (70%), the United Kingdom (41%) and France (42%), while about three-in-ten say Canada's economy is currently similar to that of Japan, Germany and Australia.

Methodology: From November 22 to November 23, 2010, Angus Reid Public Opinion conducted an online survey among 1,013 randomly selected Canadian adults who are Angus Reid Forum 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 samples representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

Canadians remain ambivalent on the economy: survey

22.11.2010 Canada

Holiday spending expected to be even lower than last year

TORONTO, November 19, 2010 – Canadians continue to bob on the consumer confidence front. Two months ago all indicators turned negative. Last month, the future brightened while the present stayed dark. And this month, the indicators remained mixed. Not surprisingly, Canadians are indicating this will be the lowest spending holiday-spending season since 2005. Overall, results of TNS Canada's most recent Consumer Confidence Index were essentially flat with the index rising only 1.3 points in November.

“If I were a retailer, I might be clicking my red heels together wishing it were December 2006 and not December 2010,” said Dr. Michael Antecol, vice-president of TNS Canada and director of the marketing research firm's monthly tracking study. “Canadians remain ambivalent about the economy. The promised spark of the government stimulus package was DOA. And now Canadians are saying they plan to sit on their wallets this holiday season like Dorothy's house sat on the Wicked Witch of the West. Expect deep price drops. Expect them soon.”

The Present Situation Index, which captures evaluations of the overall state of the current economic and employment situations, continues to be unsettled. It returned to positive territory this month after declines of 1.9 in September and 0.7 points in October. The index ended the month at 93.5 – up 2.1 points from October's 91.4.

The results of the two future-oriented confidence indices were mixed. The Expectations Index, which measures consumers' estimation of the economy, household income and employment in the next six months, rose 1.4 points to close November at 105.7 points. The gain was a nice complement to October's 2.0-point gain. Still, both increases were not quite enough to offset September's 3.5-point drop.

In contrast, the Buy Index, which gauges the degree to which people think the current period is a good time to make major purchases, had its positive momentum stopped cold. After a 4.2-point increase in October, the index closed November at 95.1, up 0.1 points from its October close.

One super clear result of the lacklustre confidence is the findings of TNS's yearly holiday spending questions. Canadians plan to spend \$812 this holiday season – that's down even from last year's \$866 when the economy was technically in worse shape than it is now. In fact, this is the lowest predicted spending since 2005 when consumers indicated they spend only \$782 over that holiday season. Put another way, while just over 6- in-10 Canadians plan to spend the same as last year, only 1-in-10 plan to spend more and almost 30% plan to spend less.

“Results of the past several months do not suggest that Canadians will achieve any clarity surrounding the economy any time soon. Indicators should continue to fluctuate with ambivalent results being the order of the day. Perhaps Canadians would exude more confidence if they saw more economic leadership from Canadian governments. Still, it is ironic that the economy will really only improve once consumers themselves start spending – for whatever reason,” added Dr. Antecol.

Consumer Confidence Index tracks Canadians' attitudes about the economy each month and is part of a global study conducted by TNS in 18 countries. Three indices are produced each month to show how confidence in the economy is changing: Present Situation Index; an Expectations Index; and a Buy Index. The Canadian fieldwork is conducted using the firm's national bi-weekly telephone omnibus service, TNS Express Telephone. A total of 1,015 nationally representative Canadian adults were interviewed between November 8 and 14, 2010. For a survey sample of this size, the margin of sampling error is plus or minus 3.1 percentage points, 19 times out of 20.

TNS Canada (www.tns-cf.com) is one of Canada's most prestigious full-service marketing, opinion and social research organizations.

Two Thirds of Canadians Continue to Call for an Elected Senate

(11/23/10) -

Three-in-five respondents criticize Stephen Harper for appointing senators despite his opposition to the upper house in its current form.

For the past two years, most Canadians have consistently called for the opportunity to choose the members of the country's upper house, a new *Toronto Star* / Angus Reid Public Opinion poll has found.

The online survey of a representative national sample of 1,009 Canadians also shows that a third of Canadians believe the country will never have an elected Senate.

The Status Quo

Slightly less than half of respondents (44%) believe Canada needs a Senate, but Canadians should be allowed to take part in the process to choose senators. This position is particularly popular in British Columbia (54%), Atlantic Canada (53%) and Ontario (49%).

About three-in-ten respondents (28%) believe Canada does not need a Senate, but would prefer to have all legislation reviewed and authorized by the House of Commons. Quebecers (42%) are particularly fond of this notion.

Only one-in-twenty Canadians (5%) endorse the status quo, and think that Canada needs a Senate, and that the current guidelines that call for appointed senators should not be modified.

Reforming the Senate

Across the country, three-in-five respondents (63%) support holding a nationwide referendum to decide the future of the Senate of Canada, including three-in-four Albertans (74%).

A sizeable majority of Canadians (63%) believe Canadian senators should be limited to eight-year terms. About a third of respondents (35%) endorse the idea of creating a panel distinguished Canadians to choose senators, instead of the Prime Minister. Three-in-ten Canadians (30%) are ready to abolish the Senate of Canada altogether, including 43 per cent of Quebecers.

However, the most popular idea continues to be allowing Canadians to directly elect their senators. Two thirds of respondents (69%) would like to see this happen, including 78 per cent of British Columbians.

The Prime Minister

Since July, when Prime Minister Stephen Harper appointed Salma Atallahjan to the Senate, the Conservatives control 52 seats in the upper house, followed by the Liberals with 49 members and four independent senators—two of whom sit as Progressive Conservatives.

As was the case earlier this year, three-in-five Canadians (61%) claim Harper is being hypocritical because he has appointed senators despite his long-standing opposition to the Senate in its current form. Conversely, 39 per cent of respondents believe that the Prime Minister is not being hypocritical because he has appointed senators who agree with his views on Senate reform.

The Future

In another finding that has remained consistent throughout 2010, 35 per cent of respondents believe that Canadians will never be able to directly elect their senators, while 31 per cent expect this to happen in the next five years.

Analysis

Earlier this month, the Senate voted 43-32 to defeat the Climate Accountability Act, which had been passed in May by the House of Commons in a 149-136 vote. The outcome of the vote in the unelected upper house was criticized by opposition parties, and has reignited debate over the future of the Senate.

A sizeable majority of Canadians have consistently demanded a chance to elect their Senators for the past two years. Only one-in-twenty is satisfied with the status quo, but the idea of abolishing the upper house altogether remains at or near the 30 per cent mark.

Senate elections are attractive for a large proportion of respondents in Western Canada, Atlantic Canada and Ontario, but Quebecers are more likely to choose doing away with the upper house. Albertans are more likely to voice support for a nationwide referendum to settle the issue, and are vehemently opposed to the notion of a panel choosing senators instead of the Prime Minister—more so than respondents in any other region.

In the end, a third of Canadians continue to predict that they will never have a chance to vote for their senators, despite the fact that, for two straight years, two thirds of respondents have called for the opportunity to do so.

Our previous surveys on the Senate can be accessed here: February 2010 / July 2010

Methodology: From November 19 to November 20, 2010, Angus Reid Public Opinion conducted an online survey among 1,009 randomly selected Canadian adults who are Angus Reid Forum 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 samples representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

Synovate survey shows stronger interest in GM Volt than H3, even if free

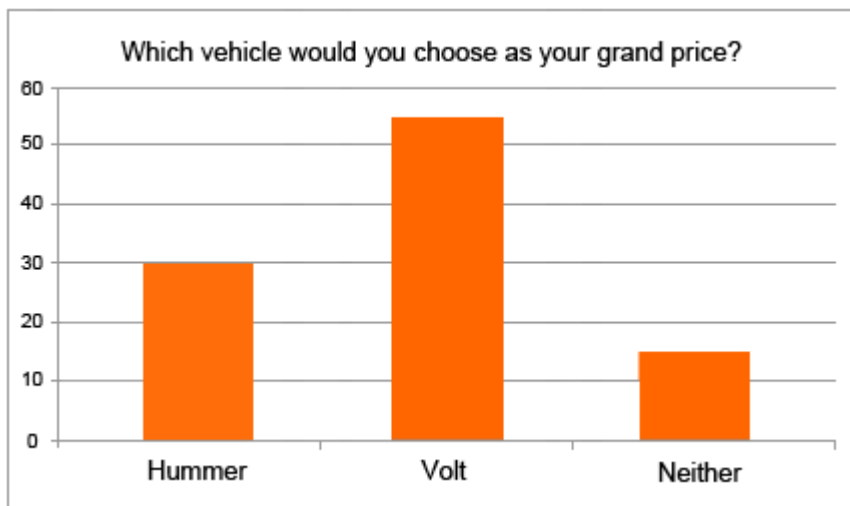
8 November 2010

DETROIT — Leading global market research firm Synovate today released a new study showing that Americans are more interested in the "new" GM as personified by the Volt than the "old" GM as personified by the Hummer H3.

As part of its weekly Omnibus survey, Synovate posed the following question to 1,000 adults aged 18+ from Synovate's online panel: *"Assume that you entered a contest and won the grand prize, where you got to pick between two new vehicles: Chevrolet Volt or Hummer H3. Keep in mind that the retail price for both vehicles is about the same. Which vehicle would you choose as your grand prize?"*

Optimism for the "new" GM

The results were predominately in favor of GM's future with 55% selecting the Volt versus 30% choosing the Hummer H3. A small percentage (15%) would not take either GM vehicle.



"The Volt has gotten a lot of press, but what consumers know about the vehicle is still very incomplete," said Stephen Popiel, Senior Vice President for Synovate Motoresearch, the company's automotive research specialist group. "How exactly does it work? What is the MPG? How much does it cost to operate? What is the resale value? These are all questions the consumer is still trying to answer. So to have this level of interest in the vehicle at this early stage bodes very well for GM."

With the release of the Volt, GM is riding the increasing wave of interest in electric vehicles. Since Synovate started tracking consumer sentiment toward alternative fuel vehicles, consideration for electric vehicles (both battery electric and plug-in hybrid) has risen from 24% in December 2006 to 40% in February of this year.

The results also show that 45% of those surveyed are not interested in a plug-in hybrid like the Volt, even when it is free.

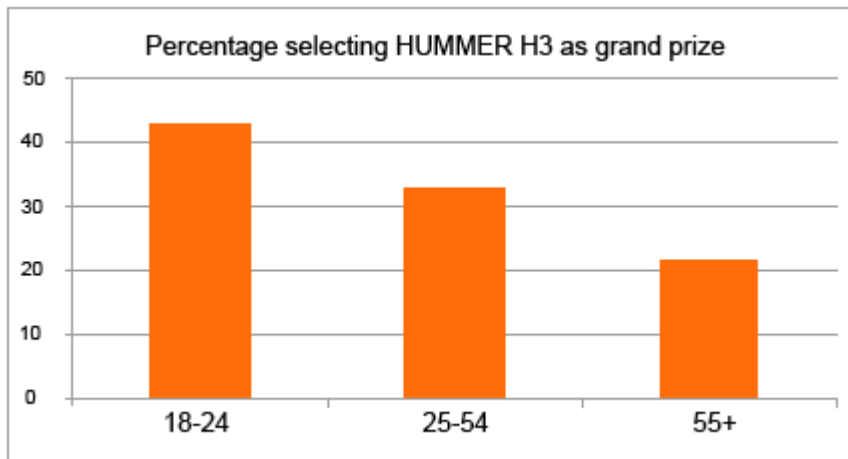
"I think this says less about the Volt and more about attitudes toward alternative fuel vehicles in general," said Popiel.

To date, the primary alternative fuel technologies currently available (hybrid-electric, diesel and ethanol) have yet to gain mass appeal. Synovate data show that while 28% of consumers would consider a gasoline-electric hybrid, in reality only about 6% actually buy one.

"Talk greatly exceeds action for a variety of reasons," says Popiel.

Desire versus Practicality

In many ways, alternative fuel vehicles have captured our minds but not our hearts. The study shows a significant portion (30%) of adults surveyed picked the no-longer-in-production Hummer H3, which differed markedly by age. The 18-24 age group was almost twice as likely (43%) to select the Hummer H3 as those 55 and older (22%).



The reasons for selecting H3 center on the fit between the vehicle and the consumer, while the reasons for selecting the Volt are more about the fit between the vehicle and the consumer's wallet.

Reasons for Selecting	Volt	H3
Appeal / Preference for vehicle or body style	15%	41%
Fits my needs / usage	9%	20%
Preference for the size	22%	28%
Preference for the styling	12%	14%
Price / Cost / Value Advantage	15%	4%
Fuel Efficiency	47%	0%

"Obviously, we're trying to have a little fun with this question," explains Synovate Motoresearch Vice President, Andy Bedsworth, "but the results do reflect an overall truth about the current green vehicle market; they don't fit the definition of many consumers' dream vehicle. Are they practical, politically correct, the way of the future? Sure. Do they get your blood pumping any faster? Not really."

The Hummer brand in many ways became the symbol of all that was wrong with American manufacturers during the automotive meltdown of 2008 and 2009 as it became synonymous with gas-guzzling excess. GM announced on June 4, 2008 that they would sell the brand; however, they were ultimately unable to find a buyer.

"Like it or not, Hummer is a strong brand that is still exciting to significant group of consumers," adds Popiel.

About the Synovate 'Alternative Fuels' Survey

Synovate Motoresearch has been tracking automotive buyers' awareness and attitudes towards alternative fuel vehicles in the United States since 1999. Since 2004, the study has been conducted twice a year with roughly 1,850 new vehicle buyers and intenders - in January / February and then again in the late summer August / September. Respondents for the survey are selected via a systematic random sample from among those who have agreed to participate in Synovate Panel surveys. The Synovate online panel is composed of almost one million U.S. adults who have been recruited to regularly participate in Synovate's online surveys. Data are weighted by region, and vehicle ownership to reflect the new vehicle market. As part of the survey respondents were asked the following question:

Q. Assume that today your preferred manufacturer offered a vehicle that met your needs for vehicle size and your tastes for vehicle styling, to what extent would you consider purchasing this vehicle as your next new vehicle if it had the following vehicle technology...?

Please select one for each vehicle type

5	Definitely	would	consider
4	Probably	would	consider
3	Might	or	might
2	Probably	would	not
1	Definitely	would	NOT
	consider		consider

Vehicle Types: (ROTATE LIST)

- Battery-electric
- Hybrid-electric
- Fuel cell-powered
- Direct-injection diesel / clean diesel
- Flex-fuel vehicles using E85
- Plug-in hybrid electric (PHEV)

- Internal combustion / traditional gasoline
- Gasoline Turbo Direct Injection
- Compressed Natural Gas (CNG)

About Synovate

Synovate, the market research arm of Aegis Group plc, generates insights to help clients drive competitive brand, product and customer experience strategies. A truly borderless company with offices in over 60 countries, our 'biggest small company' approach combines best in class global research capabilities with personalised service, local knowledge and the flexibility to create teams and processes that meet clients' specific requirements. At Synovate, our clients sit at the top of our organisational chart, driving us to continually develop more innovative research solutions that predict actual business outcomes.

AUSTRALASIA

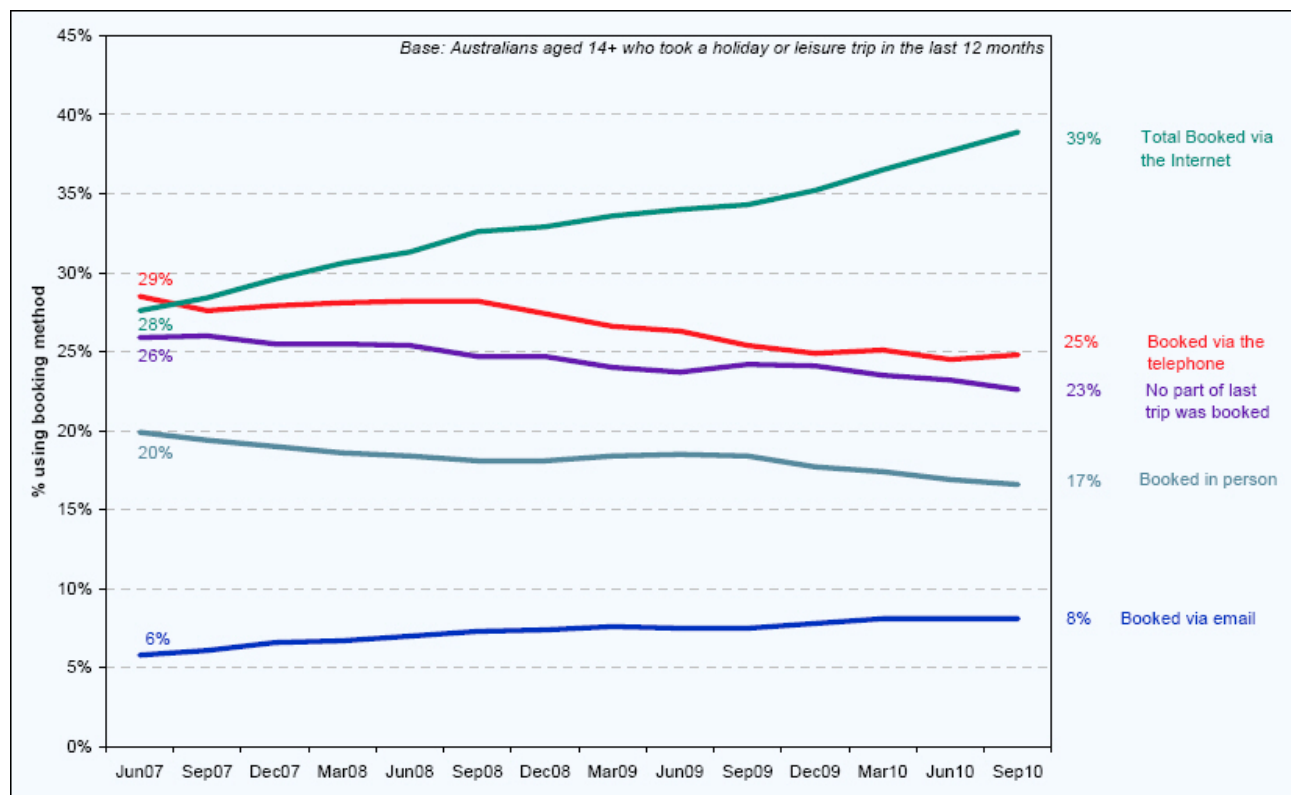
Increasing use of the Internet to book a holiday

Article No. 1224 - Source: Roy Morgan Single Source, July 2006 – September 2010, 12 monthly moving average, sample size n=14,156.: November 26, 2010

The Internet has become the most popular method* used by Australians to book a holiday.

The growing use of the Internet to book a holiday (39%, up from 28% in June 2007) is paralleled by a decline in booking via the telephone and booking in person. Booking a holiday by telephone was 25% in the 12 months to September 2010, down from 29% in the 12 months to June 2007. Booking in person is 17%, down from 20%.

Methods used to book last holiday destination



*Source: Roy Morgan Single Source, July 2006 — September 2010, 12 monthly moving average, sample size n=14,156 *Respondents are able to choose multiple responses.*

Jane Ianniello, Roy Morgan Research International Director of Tourism, Travel & Leisure, says:

“With Australians becoming more comfortable and familiar with purchasing items via the Internet they are increasingly choosing this more convenient and cheaper option for booking holidays. As a result retail travel agencies are losing market share, with many people choosing to either book directly via airline and accommodation websites or to book through online-only booking websites such as Webjet.com.au and Wotif.com.”

About Roy Morgan Research:

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has almost 70 years’ experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error 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.

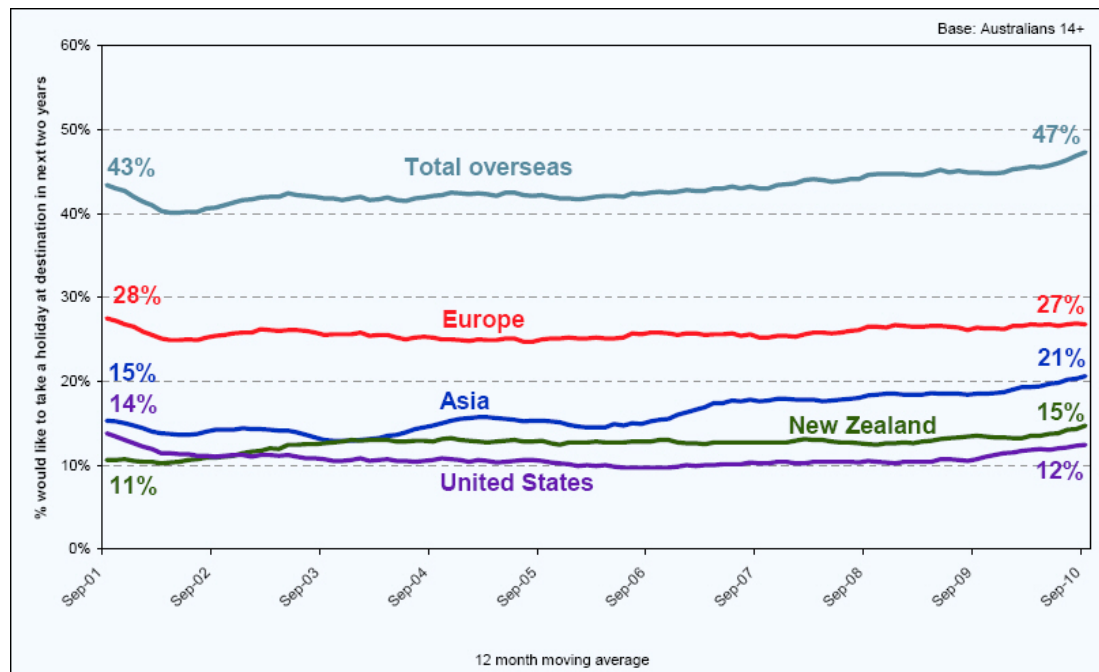
Asia gaining ground on Europe as preferred overseas holiday destination

Article No. 1222 - Source: Roy Morgan Single Source (October 2000 – September 2010; average yearly sample n=23,064).: November 25, 2010

Approximately 3.7 million Australians (21%) would like to take a holiday in Asia in the next two years, up from 19% for the 12 months to September 2009, and 15% in the 12 months to September 2001. Although Asia has shown long-term growth in preference, Europe is still the most preferred overseas holiday destination with 27% of Australians saying they would like to take a holiday there, up slightly from 26% for the 12 months to September 2009.

New Zealand is another popular overseas holiday destination showing long-term growth in preference, with 15% who would like to take a holiday there, up from 14% for the 12 months to September 2009, and 11% in the 12 months to September 2001. United States has never fully recovered from the September 11 2001 terrorist attacks. The percentage who would like a holiday in the United States is 12%; despite a recent increase from 11% in September 2009, this is still lower than the 14% for the 12 months to September 2001.

Overseas holiday preference - Next Two Years



Source: Roy Morgan Single Source (October 2000 — September 2010; average yearly sample n=23,064).

Jane Ianniello, International Director of Tourism, Travel & Leisure, Roy Morgan Research, says:

“Over the past decade Asia has grown in appeal as a holiday destination people would like to visit. With a growing percentage of Australians born in Asia there has been an increased exposure to and interest in Asian culture and food. The average Australian is becoming more open to new things and ideas and more willing to holiday at exotic destinations. In addition there has been increased air access to Asia with the addition of many new destinations.”

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CYBERWORLD

The Better-Off Online

November 24, 2010

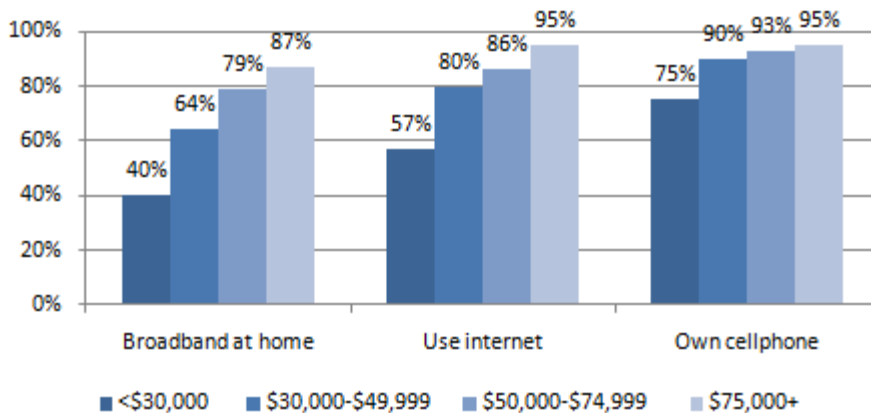
People in higher-income households are different from other Americans in their tech ownership and use.

Analysis of several recent surveys conducted by the Pew Research Center's Internet & American Life Projects finds key differences between those who live in households making \$75,000 or more relative to those in lower-income households.

Some 95% of Americans who live in households earning \$75,000 or more a year use the internet at least occasionally, compared with 70% of those living in households earning less than \$75,000. Even among those who use the internet, the well-off are more likely than those with less income to use technology. Of those 95% of higher-income internet users:

- 99% use the internet at home, compared with 93% of the internet users in lower brackets.
- 93% of higher-income home internet users have some type of broadband connection versus 85% of the internet users who live in households earning less than \$75,000 per year. That translates into 87% of all those in live in those better-off households having broadband at home.
- 95% of higher-income households own some type of cell phone compared with 83% in households with less income.

Figure 1. Comparison of broadband access at home, cell phone ownership, and internet usage by income brackets of general population



Source: Pew Research Center's Internet & American Life Project, August 9-September 13, 2010 Tracking Survey. N=3,001 adults and the margin of error is +/- 2.5 percentage points.

Differences among income cohorts apply to other technology as well

The relatively well-to-do are also more likely than those in lesser-income households to own a variety of information and communications gear.

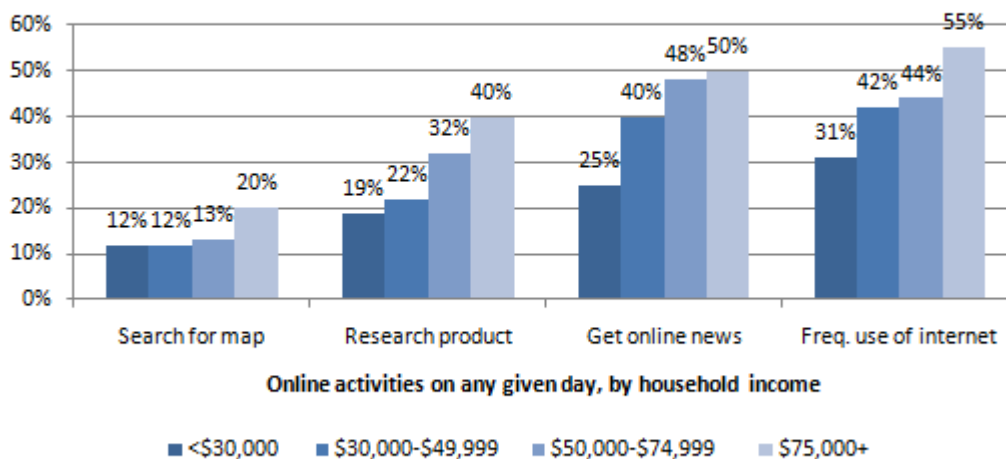
- 79% of those living in households earning \$75,000 or more own desktop computers, compared with 55% of those living in less well-off homes;
- 79% of those living in higher-income households own laptops, compared with 47% of those living in less well-off homes.
- 70% of those living in higher-income households own iPods or other MP3 players, compared with 42% of those living in less well-off homes.

- 54% of those living in higher-income households own game consoles, compared with 41% of those living in less well-off homes.
- 12% of those living in higher-income households own e-book readers such as Kindles, compared with 3% of those living in less well-off homes.
- 9% of those living in higher-income households own tablet computers such as iPads, compared with 3% of those living in less well-off homes.

The findings in this report come from three surveys by the Pew Internet Project conducted in late 2009 and 2010. These surveys show that internet users in higher-income households are the most active participants in a range of online activities, when compared with those who have less income:

- 93% of higher-income users use email;
- 80% access news online;
- 71% pay bills online;
- 48% have used their cell to send or receive email;
- 88% conduct online product research;
- 37% have donated to charities online.

Figure 2. Comparison of internet users by income groups for online activities on any given day: seeking maps, products research, online news, and frequent use of internet



Source: Pew Research Center's Internet & American Life Project, August 9-September 13, 2010 Tracking Survey. N=3,001 adults and the margin of error is +/- 2.5 percentage points.

Internet users in higher-income households are more likely than others to go online multiple times a day, both at home and at work. Some 86% of internet users in higher-income households go online daily, compared with 54% in the lowest income bracket.

In many cases, the most noticeable difference in online engagement between various income groups relates to their intensity of use. On any given day, internet users in the higher-income

higher-income brackets are more likely than those in lower-income brackets to be carrying out various online activities. Compared with internet users in other income cohorts, higher-income internet users go online more often compared with other groups: For instance, 55% are on the internet or are using email several times a day from home. Moreover, on any given day the more well-to-do internet users, are more likely get online news, conduct online research for a product or service, and go online to search for maps or directions.

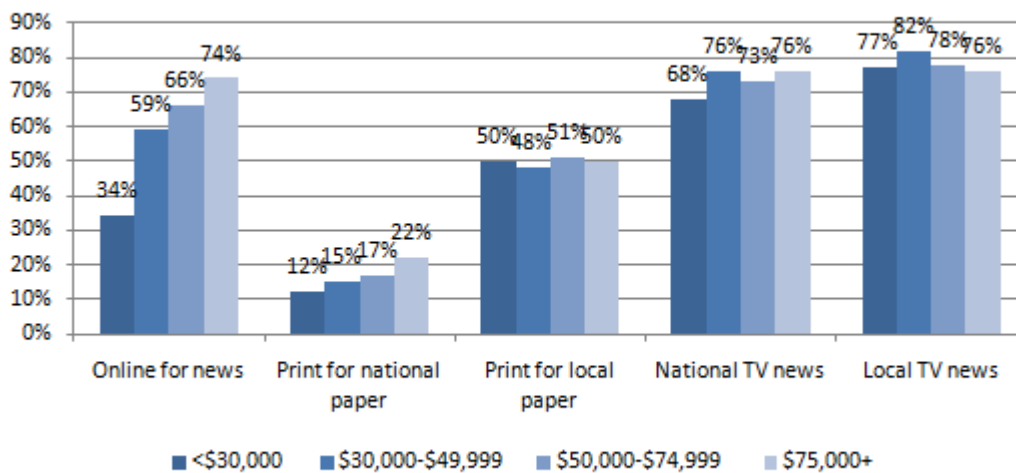
Where better-off Americans get their news

Those who fall in the top earnings category are also the biggest consumers of online news sources, with 80% of higher-income internet users (74% of the general population) seeking news on the internet.

However, the higher-income households have not abandoned traditional media altogether; they also turn to print and television, especially for local news. Asked about various platforms where they might get the news on a typical day, 76% of those from higher-income households watch local and national news shows on television, 51% of this higher-income group said they get local news from a print version of a newspaper, and 22% read a print version of a newspaper for national news. Still, the online news consumption patterns of this more well-off group stand in stark contrast to those living in the lowest income households.

- 80% of online Americans in the higher income bracket get news on the internet, compared with 60% of the internet users earning less than \$30,000 per year.
- 79% of the internet users in the higher earning bracket have visited a government website at the local, state or federal level versus 56% of those who fall into the lowest-income group.
- 61% in the higher bracket seek political news online, compared with 35% from the lowest-income bracket.

Figure 3. Comparison of news sources by income groups for online, print, and TV of general population



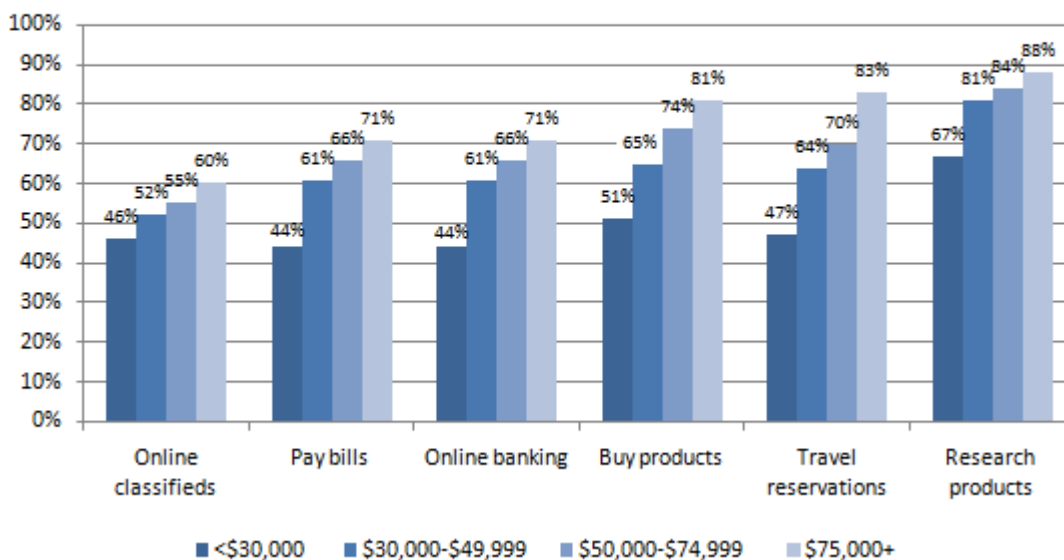
Source: PRC-Internet & American Life Project and PRC-Project for Excellence in Journalism Online News Survey. December 28, 2009-January, 19, 2010. N=1,891. Margin is error is +/- 2.5 percentage points.

Engagement with online commerce by the higher-income households

Significantly more higher-income Americans are conducting e-commerce activities than members of other income groups.

Solid majorities of higher-income internet users research products (88%), make travel reservations online (83%), purchase products or services online (81%), perform online banking (74%), use the internet to pay bills (71%), and use online classified sites such as Craigslist (60%).

Figure 6. Comparison of ecommerce behaviors of internet users by income brackets for which a majority of higher-income households are engaged



There are other e-commerce activities for which less than a majority of higher-income Americans on the internet engage, but they still conduct these activities at significantly higher percentages than other income groups, including paying for online content, reviewing products, rating products, and participating on online auctions.

Read the [full report](http://atpewinternet.org) including an analysis of online usage by various demographic groups and by the most affluent households as well as more information on survey methodology atpewinternet.org.

Mobile banking impacts consumers' bank selection, according to Synovate Mobile Banking Perception Study

25 November 2010

HONG KONG — Whether or not a bank offers mobile banking services impacts people's perceptions toward it and the bank they ultimately choose to do business with, according to the

Mobile Banking Perception Study by global market research company Synovate. The study also found that of those who use mobile banking, close to 50% use it for stock trading.

The Synovate Mobile Banking Perception Study, conducted in October 2010, surveyed 915 people aged 18 to 64 residing in Hong Kong on mobile banking usage, their perceptions on banks that offer mobile banking services, and what would encourage them to use these services.

Early adopters of mobile banking

The study found that four percent of Hong Kong respondents are currently using mobile banking.

Commented Cindy Chan, Associate Director of Research for Synovate in Hong Kong: "Though usage of mobile banking seems low at this time, given the current ownership of smart phones with the ability to conduct mobile banking at 39%, and how recent mobile banking was introduced to the market, this figure is not bad at all. We anticipate with more people owning smart phones, there will be more people adopting mobile banking. Findings show that of those surveyed who own a smart phone, 11% are already using mobile banking."

Among the early adopters of mobile banking, close to half (49%) have used it in the past 12 months to buy and sell stocks, one in three (32%) has bought and sold foreign currencies, and one in four (23%) has purchased other banking products through this newest introduced banking channel.

"This is a promising channel for banks, seeing these strong figures of product take-up through mobile banking. We are also seeing that 41% of mobile banking users surveyed have looked up banking-related promotions and discounts through this channel. For banks, this type of digital marketing initiative is cheaper than above the line activities and can be more easily tailored to the needs of different customers. For consumers, this approach is less intrusive than eDMs and SMSes," said Chan.

Positive impact on banks' image from mobile banking services

The study found that for banks with mobile banking services, over 80% of respondents perceive these banks as keeping up with changing times and meeting their needs.

The younger segment feels especially strong towards banks that offer mobile banking services as 88% of respondents aged 18 to 29 indicated these banks are progressive, while four out of five (86%) think these banks are trying their best to satisfy the diverse needs of their customers.

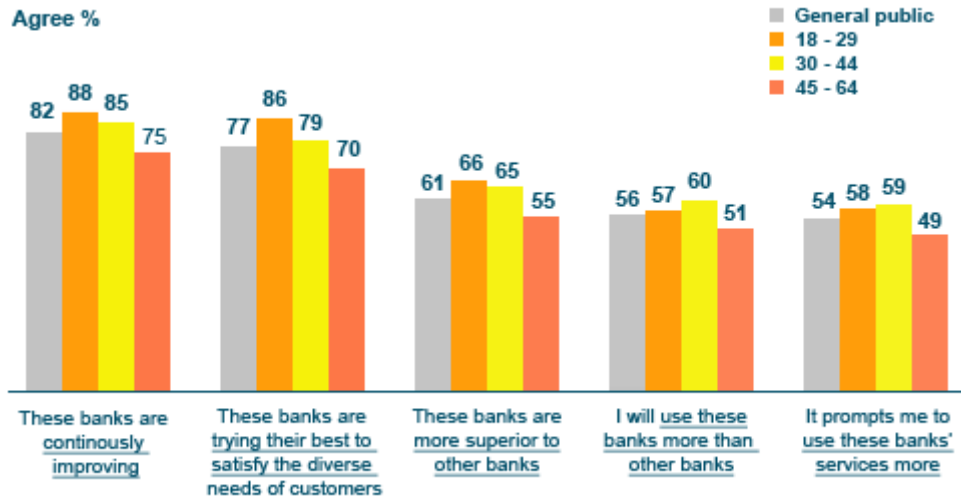
Said Chan: "These figures are strong indications that availability of mobile banking creates an impact on consumers' overall perceptions toward the banks.

"Across all Hong Kong respondents surveyed, whether they are current users of mobile banking or not, over 60% think banks that offer mobile banking are superior to other banks."

In fact, over half of the survey respondents (54%) said that a bank with mobile banking offerings will prompt them to use that bank's services more. This is especially true for those aged 30 to 44, considered to be one of the top earning groups, with 59% indicating this. Sixty percent of respondents even said they prefer to use a bank that offers mobile banking services more than other banks.

Please see Figure 1 for further details.

Figure 1 - Perceptions toward Banks with Mobile Banking Services



Source: Synovate AsiaBus Hong Kong Oct 2010

I would use mobile banking if...

The Synovate Mobile Banking Perception Study also looked into how to raise consumers' interest in adopting mobile banking.

Ease of usage and convenience play a key role, with over 50% of the respondents indicating that the ability to store frequently used functions and one-click access to information will increase their interest in mobile banking. This appeals to men (54%) slightly more than women (49%).

Thirty-nine percent of respondents agreed that product and service promotions and discounts customized for mobile banking will raise their interest in using this channel.

"Banks that invest in better understanding the diverse needs and changing mindsets of their consumers, and providing them with targeted messages that directly meet their needs, will have more opportunities to engage them," said Chan.

About half said that having top notch security protocols and programming will raise their interest in mobile banking, especially among the younger segment, with 65% of 18 to 29 year-olds indicating this. This is the segment that, once they adopt mobile banking, will likely utilize it from that point onward.

"Banks can be inspired by this information. In their communications about their mobile banking offerings, they should place further emphasis on the security aspects of their services. Double password login, top of the industry encryption, network access security and such, has an important impact on persuading non-users to give mobile banking a try," concluded Chan.

About the Synovate Mobile Banking Perception Study

The Synovate Mobile Banking Perception Study, conducted in October 2010, surveyed 915 people aged 18 to 64 residing in Hong Kong on their perceptions on banks that offer mobile banking services, and what would encourage them to use these services.

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