BUSINESS AND POLITICS IN THE MUSLIM WORLD

Global Opinion Report No. 151

Week: December 19-25, 2010

Presentation: December 29, 2010

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PRELUDE

This week report consists of 30 surveys from across the world. Four of these are multi-country surveys while the rest of 26 are national surveys from different countries.

Commentary: Philippines- **Satisfaction with How Democracy Works Reaches Near-Record High**

Social Weather Stations - Satisfaction with the way democracy works rose to near-record high **69%** in the Third Quarter 2010 Social Weather Survey, conducted from September 24-27, 2010, rising further from **68%** in June 2010.

The latest satisfaction rate of **69%** is the highest, next to the record **70%** in July 1998. From October 1999 to June 2009, it exceeded **50%** only three times, before recovering to **68%** in June 2010 [*Chart 1*, *Table 1*].

The September 2010 survey also found a majority **56%** saying "democracy is always preferable to any other kind of government," compared to **27%** saying "under some circumstances, an authoritarian government can be preferable to a democratic one" and **16%** saying "for people like me, it does not matter whether we have a democratic or a non-democratic regime" [*Table 2*].

Public preference between democracy and authoritarianism is a different issue from the degree of satisfaction with how democracy works, and is probed by a separate question, also standard in many national surveys.

Peaks after the 1992, 1998, and 2010 Presidential elections

Satisfaction with the way democracy works spiked to peaks of **70%** in October 1992, **70%** in July 1998, and **68%** in June 2010, obviously related to the successful process of the presidential elections of 1992, 1998, and 2010 respectively.

In contrast, satisfaction with the way democracy works was a disappointing **44%** in June 2004, after the presidential election of that year.

Majority say democracy is always preferable to any other form of government

The proportion of adult Filipinos saying "democracy is always preferable to any other kind of government" has steadily increased from **49%** in June 2008 to **56%** in September 2010.

The latest preference for democracy rate is similar to levels of 2002-2005 and 2007, when it ranged from **52%** to **64%**, and a recovery from **49%** both in September 2006 and June 2008.

Those who say that "under some circumstances, an authoritarian government can be preferable to a democratic one" rose to a record-high **27%** in September 2010, surpassing the previous record-high of **26%** in March 2004. It ranged from **15%** to **23%** in 2007-2009.

Those who say "for people like me, it does not matter whether we have a democratic or a non-democratic regime" fell to **16%** in September 2010 after ranging from **25%** to **28%** from 2006-2009.

Euro and LatAm comparisons

The "Euro 27" refers to the average in 27 European Union countries. The Eurobarometer survey of 2010 found that **54%** of Europeans are satisfied with the way democracy works in their country. It has been over **50%** since 2006, an improvement from the **40%** to **49%** levels in 1995-2005.

In the 2010 Latinobarómetro survey of 18 Latin American countries, an average 44% of Latin Americans are satisfied with the way democracy works in their country, similar to 44% in 2009. It has ranged from 25% to 37% in 1998-2008. **§**

Chart 1

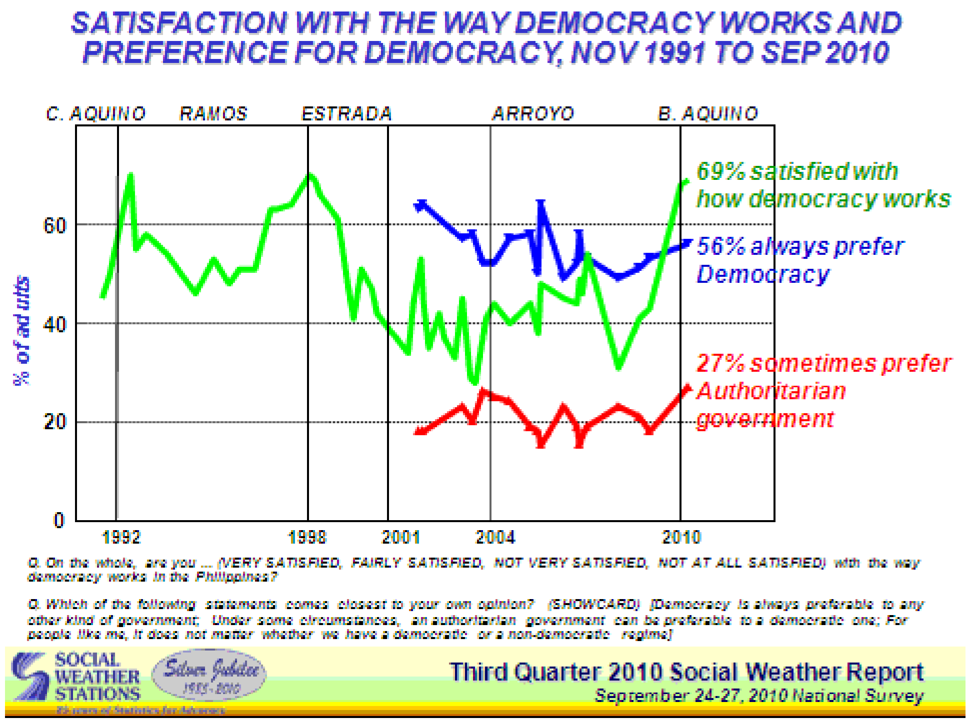

Table 2

DEMOCRATIC VS AUTHORITARIAN GOVERNMENT, PHILIPPINES, MAR 2002 TO SEP 2010

	Always prefer Democracy	Sometimes prefer Autho-ritarian	It does not matter for a person like me		Always prefer Democracy	Sometimes prefer Autho-ritarian	It does not matter for a person like me
Mar 02	64%	18%	18%	Feb 07	52%	19%	28%
Jun 03	57	23	20	Mar 07	58	15	25
Nov 03	58	20	21	Apr 07	53	17	27
Mar 04	52	26	22	Jun 07	53	19	27
Jun 04	52	25	20	Jun 08	49	23	28
Dec 04	57	24	19	Feb 09	51	21	28
Aug 05	58	19	22	Jun 09	53	18	28
Dec 05	64	15	20	Sep 10	56	27	16
Sep 06	49	23	28				

Note: Don't' Know and Refused responses are not shown.

Q. Alin sa mga sumusunod na pangungusap ang pinakamalapit sa inyong opinyon? (SHOWCARD) [ANG DEMOKRASYA AY PALAGING MAS KANAIS-NAIS KAYSA SA IBANG KLASE NG PAMAHALAAN; SA MGA ILANG SITUWASYON, ANG PAMAHALAANG DIKTATURYA AY MAS KANAIS-NAIS KAYSA SA ISANG DEMOKRATIKO; PARA SA MGA TAONG KATULAD KO, WALANG KABULUHAN SA AKIN KUNG ANG ATING PAMAHALAAN AY DEMOKRATIKO O HINDI DEMOKRATIKO]

SOCIAL WEATHER STATIONS Silver Jubilee 1985-2010

Third Quarter 2010 Social Weather Report
September 24-27, 2010 National Survey

SOURCE: http://www.gmanews.tv/story/208854/sws-satisfaction-with-democracy-nears-record-highs

SUMMARY OF POLLS

MIDDLE EAST

Conflict Between Hamas & Fateh Continues With the Pessimism Among Palestinians

A recent survey of Palestinian public shows that Palestinians continue to remain pessimist about the unity between Hamas and Fateh. They remain fearful of criticizing any of these governments. (Palestinian Center for Policy and Survey Research (PSR))
December 20, 2010

SOUTH EAST ASIA

(Malaysia) PM's approval rating remains stable - survey

The prime minister's approval rating remained stable in positive territory despite a marginal decline as found in the opinion poll released by Merdeka Center for Opinion Research today. (Merdeka Center Malaysia)
December 24, 2010

Filipinos Satisfaction With How Democracy Works Reaches Near-Record High

Satisfaction with the way democracy works rose to near-record high 69% in the Third Quarter 2010 Social Weather Survey, conducted from September 24-27, 2010, rising further from 68% in June 2010. (SWS)
22 December 2010

SUB SAHARAN AFRICA

Nigerians Favour Strong Opposition

As the tempo of political activities continues to surge in the run-up to the 2011 nationwide presidential and legislative elections, a significant proportion of Nigerians

have expressed their preference for a strong opposition which can provide healthy competition for the dominant Peoples Democratic Party (PDP). (NOI)
December 8, 2010

President Zuma's Approval Level In Metro Areas Rises To 49% As 2010 Ends

According to a recent TNS South Africa survey Jacub Zuma approval ratings remains at about 50 percent by the end of year 2010. He has almost maintained this approval ratings for the last two years. (TNS South Africa)
December 23, 2010

EAST EUROPE

Presidential Address-2010: Public Assessment

One-quarter of Russians expressed their interest in the address of the president. The same share of respondents is confident that the ideas outlined by the president will soon be implemented. (Russian Public Opinion Research Center)
December 9, 2010.

WEST EUROPE

European Students Are Interested In Politics But Distrust Politicians (Multi-country survey)

A study of European students, conducted by the BBVA Foundation shows that while students are interested in politics they do not place much trust in politicans. The way they relate to "the public space" differs from one country to another. While Britons and Swedes lean more towards membership of associations, the Spanish favour other routes, such as signing petitions. (Ipsos Mori)
Date:23 December 2010

Christmas Day Update: Final Few Days Deliver Some Cheer To Retailers

The latest retail footfall data from Synovate Retail Performance in the final few days trading before Christmas showed some relative improvement on recent times. Over the course of this week retail traffic steadily built up in the UK. (Synovate)
25 December 2010

Rebuilding Banks' Reputation

With the relationship between banks, politicians and the general public likely to remain a dominant issue in 2011, a recent Populus study on the banking industry reveals that what matters to one set of stakeholders can be very different to what matters to others. (Populus)
December 2010

Labour Closes Year on Top in Britain as Lib-Dems Fall to Single Digits

The opposition Labour Party maintains the upper hand in Britain, as support for the Liberal Democrats has plummeted to its lowest level since the General Election, a new Angus Reid Public Opinion poll has found. All three main party leaders saw their approval rating drop in the last month of 2010. (Angus Reid)
December 22, 2010

Most Britons Continue to Regret Sending Soldiers to Afghanistan

Most people in Britain believe the country made a mistake in committing troops to the war in Afghanistan, and only a third support the current military effort, a new Angus Reid Public Opinion poll has found. More than half of respondents understate the number of British casualties since the war began in 2001. (Angus Reid)
December 21, 2010

NORTH AMERICA

Americans See U.S. as Exceptional; 37% Doubt Obama Does

Americans widely agree that the United States has a unique character because of its history and Constitution that sets it apart from other nations as the greatest in the world. This view, commonly referred to as "U.S. exceptionalism," is shared by at least 73% of Americans in all party groups, including 91% of Republicans. (Gallup USA)
December 22, 2010

Obama's Overall Job Approval Steady at 46%

President Barack Obama's approval rating held steady in the mid-40s during the week ending Dec. 19, his 100th week in office and the week he signed the Bush tax-cut extension into law. Obama's average 46% approval rating for the week is similar to his 45% approval rating the previous week, and is within the 44% to 46% range seen since September. (Gallup USA)
December 21, 2010

Top Stories of 2010: Haiti Earthquake, Gulf Oil Spill

Two major disasters TttT -- the earthquake in Haiti and the oil leak in the Gulf of Mexico -- captured the public's attention more than any other major stories in 2010, but Americans also kept a consistent eye on the nation's struggling economy. (Pew Research Center)
December 21, 2010

Baby Boomers Approach Age 65 -- Glumly

The icon image of the Baby Boom generation is a 1960s-era snapshot of an exuberant, long-haired, rebellious young adult. That portrait wasn't entirely accurate even then, but it's hopelessly out of date now. This famously huge cohort of Americans finds itself in a funk as it approaches old age. (Pew Research Center)
December 20, 2010

Christmas Strongly Religious for Half in U.S. Who Celebrate It

Ninety-five percent of Americans celebrate Christmas, and of these, 51% describe the holiday as "strongly religious" for them, continuing an upward trend seen since 1989. (Gallup USA)
December 24, 2010

Small-Business Owners' Optimism Surges in November

The Wells Fargo/Gallup Small Business Index, a measure of small-business owners' perceptions of their operating environments, changed direction in November prior to the extension of the Bush tax cuts -- surging 24 points to -4. This represents a sharp improvement from the previous reading of -28 in July and suggests that small-business owners -- though still more pessimistic than optimistic overall -- are the most positive they have been since April 2009. (Gallup USA)
December 20, 2010

In U.S., Satisfaction Dips to 17% at Year's End

Seventeen percent of Americans say they are satisfied with the way things are going in the United States at this time, the low point in a year when satisfaction levels generally have been in the 20% range. (Gallup USA)
December 20, 2010

Very Religious Americans Lead Healthier Lives

Very religious Americans are more likely to practice healthy behaviors than those who are moderately religious or nonreligious. The most religious Americans score a 66.3 on

the Gallup-Healthways Healthy Behavior Index compared with 60.6 among those who are moderately religious and 58.3 for the nonreligious. (Gallup USA)
December 23, 2010

Nearly Half of Americans Report Giving Less to Charity in 2010

Nearly two thirds of U.S. adults (65%) have supported a non-profit organization in the last 12 months with money, time or goods, according to a recent survey conducted by Vision Critical. This number tracks below the 70% to 75% that was typical of non-profit giving earlier in the decade and is indicative of the anemic economic recovery, high unemployment, and economic turmoil still facing much of America. (Angus Reid)
December 22, 2010

Half of Canadians Want to Hold a Federal Election in 2011

Half of Canadians would have no reservations about taking part in a federal election in 2011, a new Angus Reid Public Opinion / *Toronto Star* poll has found. Two thirds of respondents think it is likely that they will go to the polls in the New Year. (Angus Reid)
December 23, 2010

Charitable Giving Declines as Canadians Face Financial Woes

Most Canadians gave the same or less to charitable causes in 2010 than they did in 2009, a new Angus Reid Public Opinion poll has found. Nearly one-third of Canadians have not donated to a charity at all this year. (Angus Reid)
December 22, 2010

Little Growth in Planned Spending This Holiday Season in Canada

Canadians consider their personal financial situation to be the same or worse than last year, a situation that is affecting their planned holiday spending, a new Angus Reid Public Opinion poll has found. One third of Canadians feel their personal finances are worse than this time last year. (Angus Reid)
December 22, 2010

Canadians Souring On The Economy: Survey

After months of ambivalence on the economy, Canadians' sentiment turned more negative in December – especially when it comes to perceptions of the current economy. These findings are consistent with our earlier results that indicated this will be the lowest-spending holiday season since 2005. (TNS Canada)
December 20, 2010

AUSTRALASIA

New Zealand Government Popularity Slightly Down

The latest New Zealand Roy Morgan Poll shows support for John Key's National-led Government has fallen to 53.5% (down 2%). Support for Prime Minister Key's National Party is 48.5% (down 2.5%), the Maori Party 2.5% (down 0.5%), ACT NZ 1.5% (up 0.5%) with United Future 1% (up 0.5%).
December 17, 2010

MULTI-COUNTRY SURVEYS

Americans, Britons and Canadians Prefer Artificial Christmas Trees

People in three countries are united in their choice to rely on artificial Christmas trees in 2010, a new Angus Reid Public Opinion poll has found. Nearly one third of respondents in each country will not have a Christmas tree at home at all this year. (Angus Reid)
December 24, 2010

Adequate Housing Unaffordable for Many Worldwide

At a time of year when people's thoughts often turn to those less fortunate, Gallup finds many people worldwide struggle to put adequate roofs over their families' heads, particularly adults in former Soviet countries and in sub-Saharan Africa. A median of 31% of adults in each region say there have been times in the past year when they did not have enough money to provide adequate shelter or housing for themselves or their families. (Gallup USA)

December 23, 2010

Economic Prospects In 2011: Optimism In Asia And Pessimism In Europe

Global Survey confirms the shift of power and prosperity from G7 to New Members of G20 Rising Powers of Asia and Latin America are Hopeful scoring 35 % on Net Hope; the G7 are Gloomy, scoring minus (-) 19 % on Net Hope. (Gallup International)

December22, 2010

CYBERWORLD

U.S. Internet Users Ready to Limit Online Tracking for Ads

U.S. Internet users would likely welcome a "Do Not Track" measure like the one the Federal Trade Commission is currently considering to keep advertisers from tracking their movements online. Gallup finds Internet users largely aware that advertisers use their online browsing history to target ads to their interests, but largely opposed to such tactics -- even if they help to keep websites free. (Gallup USA)

December 21, 2010

High Speed Internet Tops Other Technologies as Most Impactful Development of Past Decade

A Zogby International interactive survey finds adults agree that the expansion of high speed internet has had the greatest technological impact on society over the past decade, and it is the technology most believe they cannot live without. The poll of 1,950 adults was conducted from Dec. 8 - Dec. 10, 2010. (Zogby International)

December 20, 2010

MIDDLE EAST

Conflict between Hamas & Fateh Continues With the Pessimism Among Palestinians

Palestinian Public Opinion Poll No (38)

20 December 2010

While pessimism about the restoration of unity between the West Bank and the Gaza Strip increases, and while more people now believe that they cannot criticize the authorities in the West Bank and the Gaza Strip without fear, and while the credibility of the authorities in the two regions diminishes in the eyes of the public, the balance of power between Fateh and Hamas and Abbas and Haniyeh remains unchanged throughout 2010

16-18 December 2010

These are the results of the latest poll conducted by the Palestinian Center for Policy and Survey Research (PSR) in the West Bank and the Gaza Strip between 16-18 December 2010. The poll was conducted after the US ended its attempts to convince the Israeli government to freeze settlement construction and after it asked the Israelis and the Palestinians to enter into indirect negotiations. Before the conduct of the poll, authorities in the West Bank arrested a Hamas cell and accused it of plotting to assassinate the governor of Nablus and Hamas sentenced three Fateh members to death after convicting them of killing a Gazan mosque preacher. This release covers issues related to domestic conditions, the performance of the governments of Salam Fayyad and Ismail Haniyeh, the internal balance of power between Fateh and Hamas, the future of reconciliation and reunification, and the views of the public on the most vital Palestinian goals and the most serious problems confronting Palestinians today. Total size of the sample is 1270 adults interviewed face to face in 127 randomly selected locations. Margin of error is 3%. While this press release covers domestic Palestinian issues, other issues related to the peace process and Israeli-Palestinian relations will be covered in a separate joint Palestinian-Israeli press release and later in our more detailed report on the poll. For further details, contact PSR director, Dr. Khalil Shikaki, or Walid Ladadweh at tel 02-296 4933 or email pcpsr@pcpsr.org.

Main Findings:

Findings of the fourth quarter of 2010 indicate an increase in the level of pessimism regarding the chances for reconciliation and restoration of unity between the West Bank and the Gaza Strip. They also indicate an overwhelming rejection of alternative forms of relations between the West Bank and the Gaza Strip such as a confederation or separate elections in each region. Findings also show widespread distrust in the authorities in both the West Bank and the Gaza Strip regarding Fateh-Hamas relationship. For example, only a quarter or less believe as true the news about a Hamas plot to assassinate the governor of Nablus or that the three Fateh members sentenced to death in Gaza have received a fair trial.

Findings also point out to a significant and continued deterioration in public perception of the level of freedoms enjoyed by citizens in the West Bank and the Gaza Strip since the split between these two areas in June 2007. For example, belief that citizens can criticize the authorities in the West Bank without fear retreated from 56% in September 2007 to 27% in this poll. Similarly a retreat occurred in the belief that citizens can criticize the authorities in the Gaza Strip without fear from 52% to 19% during the same period.

Finally, findings show that the balance of power between Fateh and Hamas has remained almost unchanged compared to the situation during the third quarter of the year. The same is true regarding the popularity of president Mahmud Abbas and Ismail Haniyeh. Moreover, findings regarding the balance of power in the fourth quarter of this year are very similar to those of the final quarter of 2009 which means that the internal and external developments throughout 2010 has left no impact on this critical issue of internal balance between Fateh and Hamas and Abbas and Haniyeh.

(1) Conditions in the West Bank and the Gaza Strip and the performance of the governments of Haniyeh and Fayyad:

- 17% describe conditions in the Gaza Strip as good or very good and 62% describe them as bad or very bad. In our last poll, three months ago, in September-October, only 11% describe conditions in the Gaza Strip as good or very good and 70% said it was bad or very bad. By contrast, 35% describe conditions in the West Bank as good or very good and only 31% describe them as bad or very bad. Three months ago, these percentages stood at 33% and 34% respectively.

- 71% say there is corruption in the PA institutions in the West Bank while only 61% say there is corruption in the institutions of the dismissed government in the Gaza Strip. These percentages are similar to those obtained three months ago.
- 60% say there is, or there is to some extent, press freedom in the West Bank and 34% say there is no such freedom in the West Bank. By contrast, 42% say there is, or there is to some extent, press freedom in the Gaza Strip while 47% say there is no such freedom in the Gaza Strip. These results are similar to those obtained three months ago.
- Yet, only 27% say people in the West Bank can criticize the authority in the West Bank without fear. By contrast, only 19% say people in the Gaza Strip can criticize the authorities in Gaza without fear. Since the split between the West Bank and the Gaza Strip, in June 2007, these percentages have witnessed gradual and significant decrease. As the table below shows, belief that people can criticize the authorities in the West Bank without fear stood at 56% while 52% believed that people can criticize the authorities without fear in the Gaza Strip. These percentages dropped in August 2008 to 47% for criticizing the authorities in the West Bank and 42% for criticizing the authorities in the Gaza Strip. A further drop occurred last September to 30% and 24% respectively.

Table: Gradual decrease in belief about the ability to criticize authorities in the West Bank or Gaza Strip since the split between the two areas

Date	Ability to criticize authorities in the West Bank	Ability to criticize authorities in the Gaza Strip
December 2010	27%	19%
September 2010	30%	24%
March 2009	37%	29%
August 2008	47%	42%
September 2007	56%	52%

- Perception of safety and security stands at 61% in the West Bank and 58% in the Gaza Strip. These results are similar to those obtained three months ago.
- Positive evaluation of the performance of the governments of Ismail Haniyeh and Salam Fayyad remains unchanged as it was three months ago standing at 36% for the Haniyeh's government and 43% for the Fayyad government.

- But findings show an increase in the percentage of Gazans who say that political, security, and economic conditions force them to seek immigration to other countries from 37% three months ago to 45% in this poll. In the West Bank, the percentage of those wishing to immigrate remains unchanged at 24%.
- Percentage of satisfaction with the performance of President Abbas did not change during the past three months standing today at 50% while 45% say they are not satisfied. Satisfaction with the performance of the president stands at 47% in the Gaza Strip and 52% in the West Bank.
- 23% say the government of Haniyeh is the legitimate Palestinian government and 29% say the Fayyad government is the legitimate one. 34% say both governments are illegitimate. These results indicate a slight decrease in the percentage of those who view the Haniyeh government as legitimate.

(2) Presidency and Legislative Elections:

- If new presidential elections are held today, and only two were nominated, Abbas would receive the vote of 56% and Haniyeh 38% of the vote of those participating. The rate of participation in such election would reach 59%. Three months ago, Abbas received 57% and Haniyeh 36%. In the Gaza Strip, Abbas receives 53% and Haniyeh 43% and in the West Bank Abbas receives 59% and Haniyeh 34%.
- If the presidential elections were between Marwan Barghouti and Ismail Haniyeh, the former would receive 65% and the latter would receive 31% of the participants' votes. The rate of participation in this case would reach 69%. In the Gaza Strip, Barghouti receives 61% and Haniyeh 37% and in the West Bank Barghouti receives 68% and Haniyeh 27%. These results are similar to those obtained three months ago.
- Most popular figures selected by the public as possible vice presidents from a list of five provided to respondents are Marwan Barghouti (selected by 27% of the public), Ismail Haniyeh (18%), Salam Fayyad (16%) Mustafa Barghouti (11%), and Saeb Erekat (5%).
- If new legislative elections are held today with the participation of all factions, 69% say they would participate in such elections. Of those who would participate, 25% say they would vote for Hamas and 44% say they would vote for Fateh, 11% would vote for all other third parties combined, and 20% are undecided. These results are similar to those obtained three months ago. Vote for Hamas in the Gaza Strip is 26% and in the West Bank 24%. Vote for Fateh in the Gaza Strip is 48% and in the West Bank 42%.

(3) Future of reconciliation and level of confidence in Fateh's and Hamas's statements:

- In light of the failure of the latest Damascus meeting between Fateh and Hamas, the public remains pessimistic about the future of reconciliation and the restoration of unity between the West Bank and the Gaza Strip: belief that the split is permanent increases from 30% three months ago to 39% in this poll. Percentage of those who believe that unity will be restored soon drops from 14% to 8% during the same period. 49%, compared to 51% three months ago, say unity will return but only after a long time.
- Responsibility for the continued split between the West Bank and the Gaza Strip is placed on Hamas by 15% of the respondents and on Fateh by 13% and on both together by 62%.

- But when asked about the future of the unity of the West Bank and the Gaza Strip if Hamas wins new elections, 55% say such a win would consolidate the split. But if Fateh wins, only 31% say its win would consolidate the split. Only 13% say a Hamas electoral victory would consolidate unity while 30% say a Fateh electoral victory would consolidate unity.
- Moreover, findings show that 86% believe that if Hamas wins the next presidential and legislative elections such victory would lead to the consolidation of the siege and boycott on the Palestinian government or would keep things as they are today. But if Fateh wins the next elections, only 41% believe this would lead to the tightening of the siege and blockade or would keep conditions as they are today. 55% believe that a Fateh victory would lead to the lifting of the siege and boycott but only 10% believe a Hamas victory would lead to the lifting of the siege and boycott.
- 65% reject and 32% accept an alternative relationship between the West Bank and the Gaza Strip - other than a full restoration of unity - such as a confederation even if this alternative is temporary. In the confederate system that was rejected by two thirds, the government of Haniyeh would continue to administer the affairs of the Gaza Strip and the government of Fayyad would continue to administer the affairs of the West Bank, but President Abbas would preside over the two regions. Support for this alternative reaches 26% in the Gaza Strip and 36% in the West Bank.
- Similarly, only 22% support and 76% oppose the holding of separate elections, one in the West Bank administered by the Fayyad government and one in the Gaza Strip administered by the Haniyeh government, even if this leads to the election of one legislative council and one president for the two regions. Support for the separate elections reaches 19% in the Gaza Strip and 24% in the West Bank.
- Less than one quarter (24%) believes that Hamas was indeed plotting to assassinate the governor of Nablus and 41% do not believe that while 35% say they do not know or are not certain. Belief that Hamas was indeed plotting to assassinate the governor reaches 30% in the Gaza Strip compared to 21% in the West Bank.
- Similarly, only 22% believe that the three Fateh members sentenced to death by a court in the Gaza Strip - after being convicted of killing a Gazan Mosque preacher- have received a fair trial. 46% believe that they did not receive a fair trial and 32% are not sure or do not know. Belief that the trial was fair reaches 28% in the Gaza Strip compared to 19% in the West Bank.

(4) Most vital Palestinian goals and the main problems confronting Palestinians today:

- The largest percentage (48%) believes that the *first* most vital Palestinian goal should be to end Israeli occupation in the areas occupied in 1967 and build a Palestinian state in the West Bank and the Gaza Strip with East Jerusalem as its capital. By contrast, only 21% believe the first most vital goal should be to build a pious or moral individual and a religious society, one that applies all Islamic teachings, and only 20% believe that the first and most vital goal should be to obtain the right of return to refugees to their 1948 towns and villages, and only 11% believe that the first most vital goal should be to establish a democratic political system that respects freedoms and rights of Palestinians.

- The largest percentage (39%) believes that the *second* most vital Palestinian goal should be to obtain the right of return to refugees to their 1948 towns and villages. By contrast, only 24% believe that the second most vital goal should be to end Israeli occupation in the areas occupied in 1967 and build a Palestinian state in the West Bank and the Gaza Strip with East Jerusalem as its capital, 22% believe the second most vital goal should be to build a pious or moral individual and a religious society, one that applies all Islamic teachings, and 16% believe that the second and most vital goal should be to establish a democratic political system that respects freedoms and rights of Palestinians.
- The most serious problem confronting Palestinian society today is the spread of poverty and unemployment in the eyes of 28% of the public while 26% believe the most serious problem is the absence of national unity due to the split, 24% believe the most serious problem is the continuation of occupation and settlement activities, 10% believe it to be the siege and the closure of the Gaza border crossings, and 10% believe it to be the corruption in some public institutions.

http://www.pcpsr.org/survey/polls/2010/p38epressrelease.html

SOUTH EAST ASIA

PM's approval rating remains stable - survey
December 24, 2010

BANGI – The prime minister's approval rating remained stable in positive territory despite a marginal decline as found in the opinion poll released by Merdeka Center for Opinion Research today.

69% of Malaysians said that they were satisfied with Prime Minister Najib Tun Razak's performance in this survey which is slightly lower compared to 72% recorded in May 2010. Within the 69% who approved, 22% reported "very satisfied" and the remaining 47% reported "somewhat satisfied" with the performance of the prime minister. Broken down into ethnic groups, the survey found 74% of Malays, 54% of Chinese and 85% of Indian respondents expressed satisfaction. Overall, the survey found that the number of people dissatisfied with his performance increased slightly to 24% from 21% in May 2010.
From the survey, we note that the slightly reduced approval ratings may be due to public reactions towards the reductions in government subsidies for items such as fuel and sugar which took place during the survey period.

Majority say country headed in the right direction
54% of the electorate felt that the country was headed in the right direction up slightly from 52% in May 2010 on the back of the perception that the Malaysian economy continued to perform reasonably well, that the nation's leaders were more dynamic and increased visibility of development initiatives.

With respect to issues, the survey found that the public's topmost concern remained the economy at 24% and followed by social problems at 16%. Worries over race related matters ranked third at 11% of the public mindscape. Other significant worries include political instability and crime at 8% each, followed by corruption at 7%.

Public sentiment on the economy remains mixed
53% of voters felt that current economic conditions was favorable, an improvement from the 47% recorded in May 2010. Three of the four indicators used to track public sentiments on the economy found marked improvements: satisfaction with personal income levels increased 6% to 52%, job opportunities increased 8% to 48%; and satisfaction with business opportunities rose 6% to 50%. Only satisfaction with prices of consumer goods and services continued to decline with only 21% of respondents remarking it as "favorable".

The positive feelings expressed by voters over economic conditions at present did not extend to the future. Voter optimism in the economy for the year ahead declined 6% with 47% saying that the economy will be better in one years' time compared to 53% who felt positive in May 2010.

The figure among ethnic Chinese voters expressing optimism over the economy decreased to 26% compared to 37% in May 2010.

Lukewarm confidence in the Economic Transformation Plan

Public awareness Economic Transformation Plan unveiled by the government was moderate with 48% of voters reporting awareness of the initiative. However, only 16% reported some level of knowledge and comprehension of the plan and its goals. Confidence in the ETP goals was lukewarm, overall 46% reported confidence, within which, only 9% said they were "very confident" that the ETP will "propel Malaysia into becoming a developed nation".

With respect to the National Key Result Areas (NKRA), the survey found that voter sentiments showed a mixed set of movement over the past one-half year as follows:

NKRA	Dec 2010 % satisfied	May 2010 % satisfied	Variance
Fighting corruption	35	36	-1%
Reducing crime	47	41	+6%
Improve rural living standards	55	52	+3%
Improve public transport	55	56	-1%
Providing assistance	58	54	+4%
Improve quality of education	62	63	-1%

The Peninsular Malaysia wide telephone survey of 1005 randomly selected Malaysian registered voters aged 21 and above was carried out between 30th November and 11th December 2010.

Respondents were selected using the random, stratified sampling method and structured along the national electorate profile and specifically proportional to gender, ethnicity, age groups and state of residence.

Satisfaction With How Democracy Works Reaches Near-Record High

22 December 2010
Third Quarter 2010 Social Weather Survey:
Social Weather Stations

Satisfaction with the way democracy works rose to near-record high 69% in the Third Quarter 2010 Social Weather Survey, conducted from September 24-27, 2010, rising further from 68% in June 2010.

The latest satisfaction rate of 69% is the highest, next to the record 70% in July 1998. From October 1999 to June 2009, it exceeded 50% only three times, before recovering to 68% in June 2010 [*Chart 1, Table 1*].

The question on "satisfaction in the way democracy works" originated in the Eurobarometer surveys and is also in standard use in Latin American and Asian barometer projects.

The September 2010 survey also found a majority 56% saying "democracy is always preferable to any other kind of government," compared to 27% saying "under some circumstances, an authoritarian government can be preferable to a democratic one" and 16% saying "for people like me, it does not matter whether we have a democratic or a non-democratic regime" [*Table 2*].

Public preference between democracy and authoritarianism is a different issue from the degree of satisfaction with how democracy works, and is probed by a separate question, also standard in many national surveys.

Peaks after the 1992, 1998, and 2010 Presidential elections

Satisfaction with the way democracy works spiked to peaks of 70% in October 1992, 70% in July 1998, and 68% in June 2010, obviously related to the successful process of the presidential elections of 1992, 1998, and 2010 respectively.

In contrast, satisfaction with the way democracy works was a disappointing 44% in June 2004, after the presidential election of that year.

Majority say democracy is always preferable to any other form of government

The proportion of adult Filipinos saying "democracy is always preferable to any other kind of government" has steadily increased from 49% in June 2008 to 56% in September 2010.

The latest preference for democracy rate is similar to levels of 2002-2005 and 2007, when it ranged from 52% to 64%, and a recovery from 49% both in September 2006 and June 2008.

Those who say that "under some circumstances, an authoritarian government can be preferable to a democratic one" rose to a record-high 27% in September 2010, surpassing the previous record-high of 26% in March 2004. It ranged from 15% to 23% in 2007-2009.

Those who say "for people like me, it does not matter whether we have a democratic or a non-democratic regime" fell to 16% in September 2010 after ranging from 25% to 28% from 2006-2009.

Euro and LatAm comparisons

The "Euro 27" refers to the average in 27 European Union countries. The Eurobarometer survey of 2010 found that 54% of Europeans are satisfied with the way democracy works in their country. It has been over 50% since 2006, an improvement from the 40% to 49% levels in 1995-2005 [*Chart 2, Table 3*].

In the 2010 Latinobarómetro survey of 18 Latin American countries, an average 44% of Latin Americans are satisfied with the way democracy works in their country, similar to 44% in 2009. It has ranged from 25% to 37% in 1998-2008.

Survey Background

The September 2010 Social Weather Survey was conducted from September 24-27, 2010 using face-to-face interviews of 1,200 adults in Metro Manila, the Balance of Luzon, Visayas, and Mindanao (sampling error margins of ±3% for national percentages, ±6% for area percentages).

The area estimates were weighted by National Statistics Office medium-population projections for 2010 to obtain the national estimates.

The Social Weather Surveys on satisfaction with democracy and preference for democracy are not commissioned, but are done on SWS's own initiative and released as a public service, with first printing rights assigned to *BusinessWorld*. SWS employs its own staff for questionnaire design, sampling, fieldwork, data-processing, and analysis, and does not outsource any of its survey operations.

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Chart 1

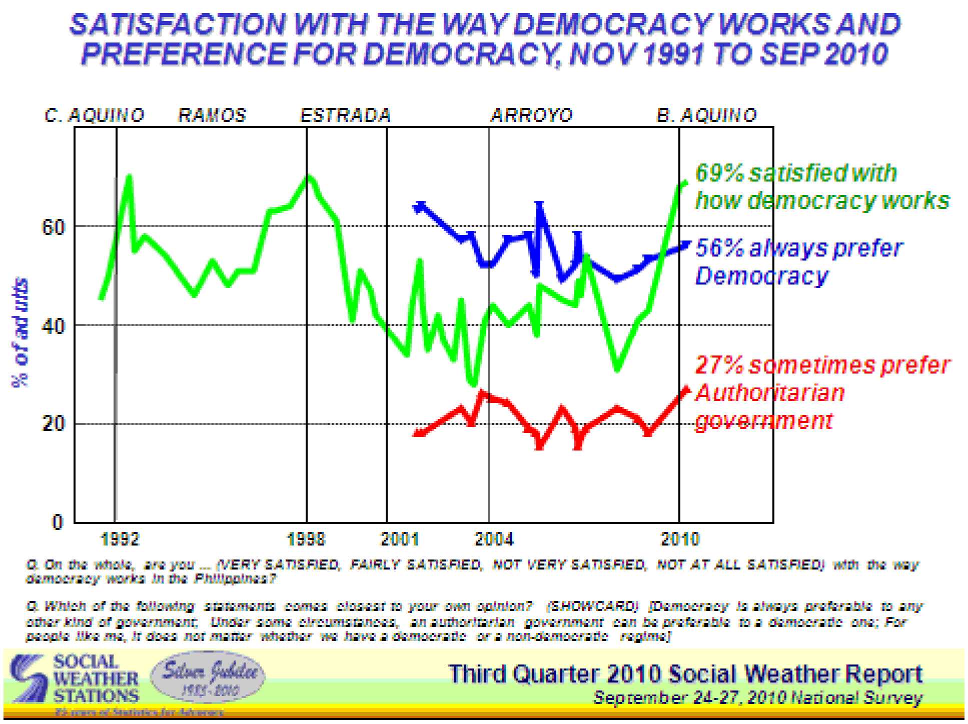


Table 2

DEMOCRATIC VS AUTHORITARIAN GOVERNMENT, PHILIPPINES, MAR 2002 TO SEP 2010

	Always prefer Democracy	Sometimes prefer Autho-ritarian	It does not matter for a person like me		Always prefer Democracy	Sometimes prefer Autho-ritarian	It does not matter for a person like me
Mar 02	64%	18%	18%	Feb 07	52%	19%	28%
Jun 03	57	23	20	Mar 07	58	15	25
Nov 03	58	20	21	Apr 07	53	17	27
Mar 04	52	26	22	Jun 07	53	19	27
Jun 04	52	25	20	Jun 08	49	23	28
Dec 04	57	24	19	Feb 09	51	21	28
Aug 05	58	19	22	Jun 09	53	18	28
Dec 05	64	15	20	Sep 10	56	27	16
Sep 06	49	23	28				

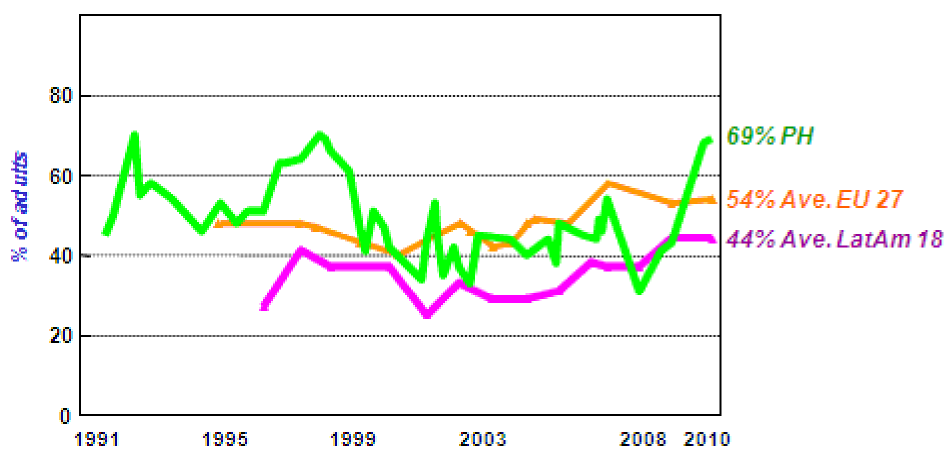
Note: Don't' Know and Refused responses are not shown.

Q. Alin sa mga sumusunod na pangungusap ang pinakamalapit sa inyong opinyon? (SHOWCARD) [ANG DEMOKRASYA AY PALAGING MAS KANAIS-NAIS KAYSA SA IBANG KLASE NG PAMAHALAAN; SA MGA ILANG SITUWASYON, ANG PAMAHALAANG DIKTATURYA AY MAS KANAIS-NAIS KAYSA SA ISANG DEMOKRATIKO; PARA SA MGA TAONG KATULAD KO, WALANG KABULUHAN SA AKIN KUNG ANG ATING PAMAHALAAN AY DEMOKRATIKO O HINDI DEMOKRATIKO]

SOCIAL WEATHER STATIONS Silver Jubilee 1985-2010 — Third Quarter 2010 Social Weather Report, September 24-27, 2010 National Survey

Chart 2

% SATISFIED WITH THE WAY DEMOCRACY WORKS: PHILIPPINES, EU 27, AND LATIN AMERICA 18, NOV 1991 – SEP 2010



Q. On the whole, are you ... (VERY SATISFIED, FAIRLY SATISFIED, NOT VERY SATISFIED, NOT AT ALL SATISFIED) with the way democracy works in the Philippines?

SOCIAL WEATHER STATIONS Silver Jubilee 1985-2010 — Third Quarter 2010 Social Weather Report, September 24-27, 2010 National Survey

Table 3

% SATISFIED WITH THE WAY DEMOCRACY WORKS, PH, EU 27, and Latin America (18 Countries)

	Ave. EU	Ave. LatAm	PH		Ave. EU	Ave. LatAm	PH		Ave. EU	Ave. LatAm	PH
Nov 91			45%	Nov 97	48%			Mar 03	46%		33%
Feb 92			50	Dec 97		41%	64%	Jun 03			45
Apr 92				May 98	47			Oct 03	42	29%	
Oct 92			70	Jul 98			70	Jun 04	43		44
Dec 92			55	Sep 98			69	Dec 04	48	29	40
Apr 93				Nov 98		37	66	Mar 05	49		
Apr 93			58	Jun 99			61	Aug 05			44
Nov 93				Oct 99	43		47	Dec 05 (AB)			38
Dec 93			54	Dec 99			41	Dec 05		31	48
May 94				Mar 00			51	Mar 06	50		
Nov 94			46	Jul 00			47	Sep 06		38	45
Dec 94				Sep 00		37	42	Feb 07			44
May 95	48%			Dec 00	40			Mar 07			49
Jun 95			53	Sep 01			34	Apr 07			46
Dec 95			48	Nov 01	44	25	44	Jun 07	58	37	54
Apr 96			51	Mar 02 (EAB)			53	Jun 08		37	31
Jun 96			51	Mar 02			44	Feb 09			41
Sep 96		27%	51	May 02			35	Jun 09	53	44	43
Apr 97			63%	Sep 02			42	Jun 10			68
Jun 97			63	Nov 02	48	33	37	*Sep 10*	*54*	*44*	*69*

SOCIAL WEATHER STATIONS Silver Jubilee 1985-2010

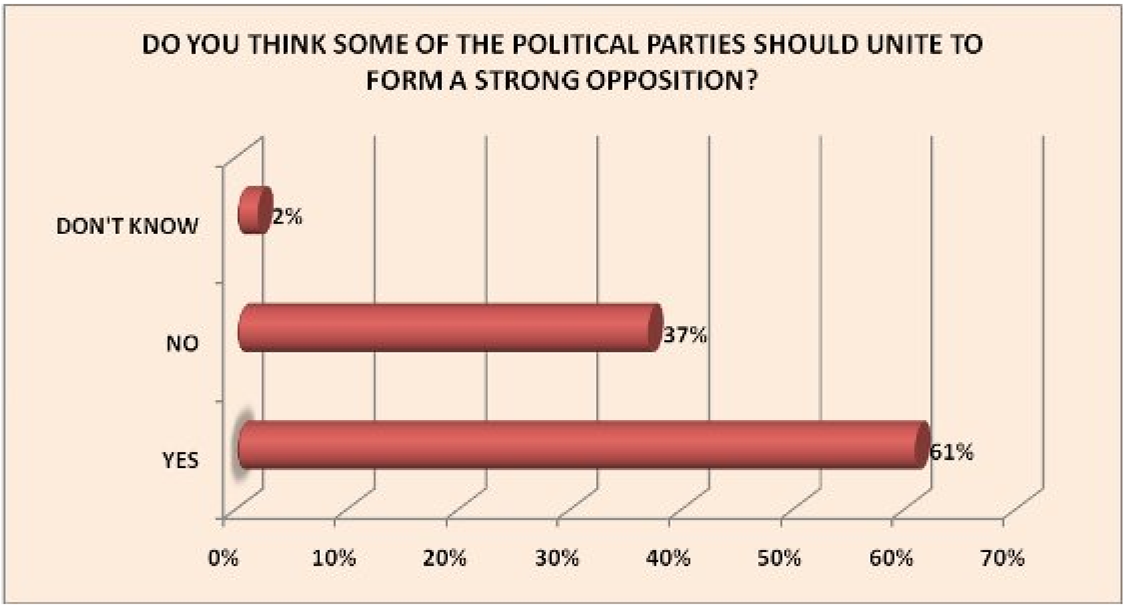
Third Quarter 2010 Social Weather Report
September 24-27, 2010 National Survey

SUB SAHARAN AFRICA

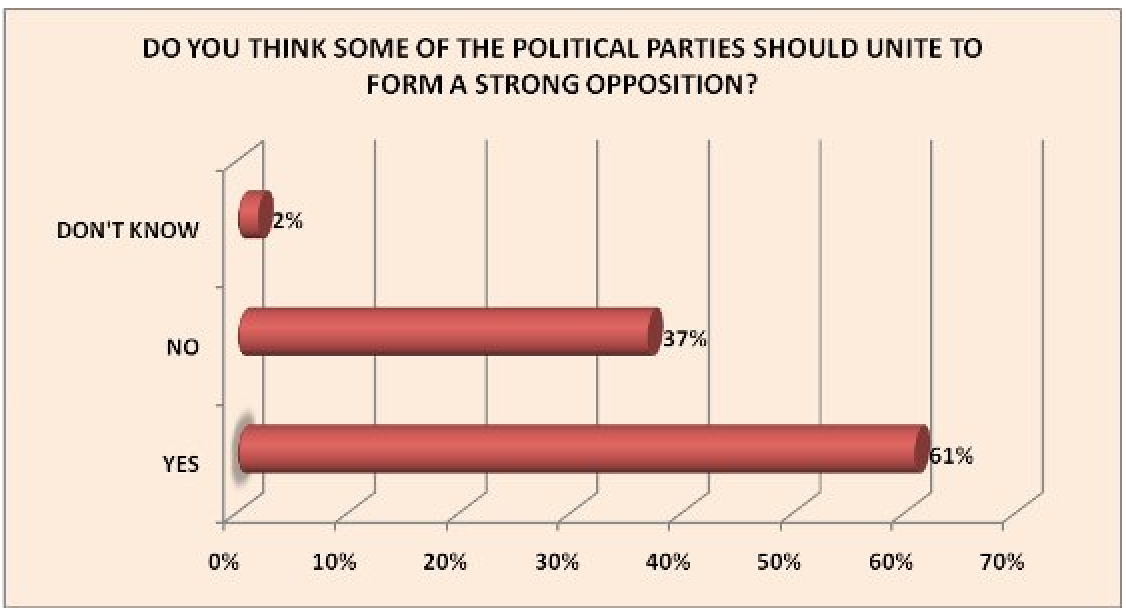
Nigerians Favour Strong Opposition

Abuja, Nigeria. December 8, 2010 – As the tempo of political activities continues to surge in the run-up to the 2011 nationwide presidential and legislative elections, a significant proportion of Nigerians have expressed their preference for a strong opposition which can provide healthy competition for the dominant Peoples Democratic Party (PDP).

This was one of the key findings from the December 2010 edition of the NOI Snap Poll, the leading non-partisan survey of political and socio-economic trends in Nigeria. In the survey, 61% or three out five of those polled indicated their support for opposition political parties to unite in order to provide a more effective opposition. However it also significant that more than one in three of those who answered questions said they are opposed to any such moves.



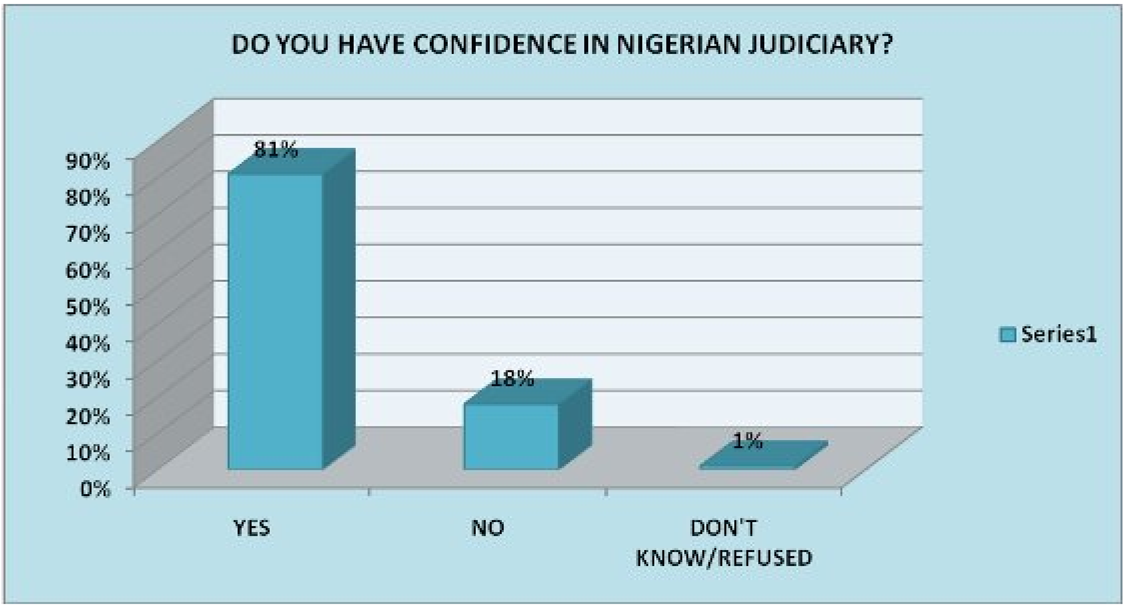
The poll also revealed that a healthy proportion of Nigerians - three out of four respondents or 75% of respondents – are aware of the number of political parties (62) in the country.



CONFIDENCE IN THE JUDICIARY HIGH

The NOI Snap Poll for December also showed that the Nigerian public thinks very highly of the judicial arm of government. 81% of respondents in the survey responded in the affirmative when asked if they have confidence in the judiciary. The finding is coming in the wake of recent tribunal rulings in several states which either replaced sitting governors with opposition candidates or ordered fresh elections.

Since it was launched 4 years ago, the pioneering poll has been tracking the attitudes and preferences of Nigerians on issues and events which affect their lives.



Survey Methods

Respondents for the snap poll were randomly selected from a database of phone-owning Nigerians aged 18 and above, compiled by NOI Polls. 1,012 people took part in the telephone interviews from the 15th to 17th of November, 2010. For a sample of this size, we can say with 95% confidence that the maximum margin of sampling error is ±3 percentage points. The margin of error reflects the influence of data weighting. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

http://www.noi-polls.net/Poll-Results/dec2010favouropposition.html

President Zuma's Approval Level In Metro Areas Rises To 49% As 2010 Ends

President Jacob Zuma's end-2009 approval rating in metro areas was 58%. However, his figures in February this year showed a drop to 43% - the biggest drop seen in a President's rating in 15 years. His approval rating partially recovered to 51% at the end of May but has dropped to a new low of 42% at the beginning of September, with 44% saying he is not doing a good job as President – the highest disapproval level yet seen for President Zuma. However, in the last (November) reading of the year, his approval rating stands at 49% with 34% saying he is not doing a good job. This is according to a survey released today by TNS Research Surveys, South Africa's leading marketing and social insights company, which has been tracking approval levels of the incumbent President for many years, including our new president, President Jacob Zuma. The studies are each conducted amongst a sample of 2 000 SA adults from the seven major metropolitan areas of South Africa, interviewing them face-to-face in their homes, with a margin of error of under 2.5%.

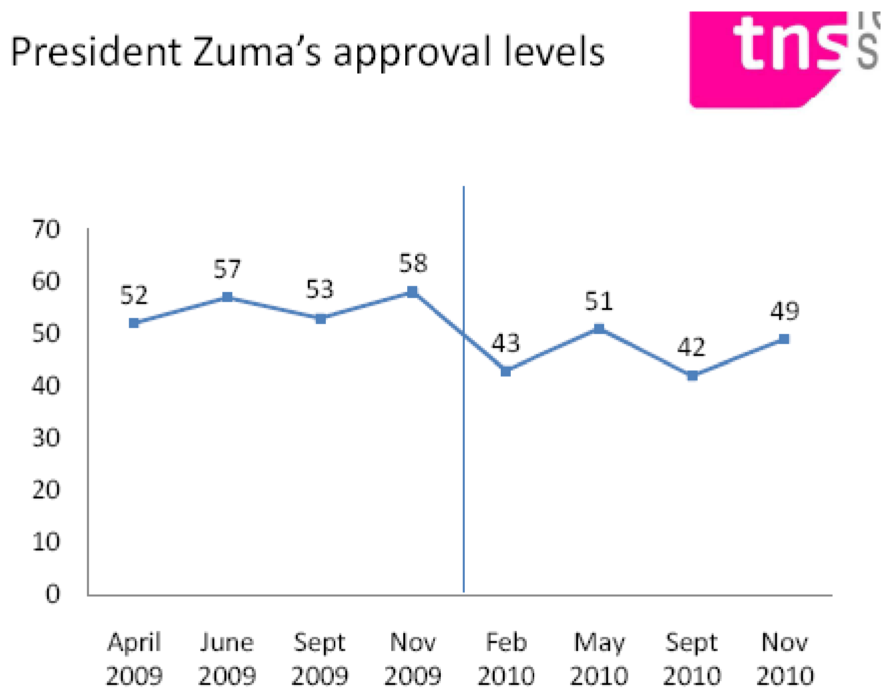
President Zuma's approval level shows volatility in 2010

The President's approval levels have shown considerable volatility during 2010, dropping to 43% in February from an end-2009 high of 58%. May showed a partial recovery but the September figures showed a sharp decline with some recovery in November.

%	2008	February 2009	April 2009	June 2009	September 2009	November 2009	February 2010	May 2010	September 2010	November 2010
Approve	36	40	52	57	53	58	43	51	42	49
Disapprove	40	40	29	13	19	23	41	33	44	34
Don't know	24	20	19	31	28	19	17	16	15	17
Net positives*	-4	0	+23	+44	+34	35	+2	+18	-2	+15

* Net positives are given by subtracting those who feel he is NOT doing a good job from those who feel he IS doing a good job.

The decline in February occurred at a time when the President's personal life was very much under the spotlight and there were growing service delivery protests. The May study was conducted just prior to the start of the 2010 FIFA Soccer World Cup, and these issues as well as service delivery protests were much less in the public eye. The September study was conducted during the lengthy public servants' strike during part of which President Zuma visited China with a large trade delegation. The November study was in the first week of that month.



Who is more or less positive?

Unfortunately, political views in South Africa tend to have a strong correlation with race. This is best illustrated in the following table:

%	Blacks 2008/9						Blacks 2010				Whites 2008/9						Whites2010			
	Nov	Feb	Apr	Jun	Sept	Nov	Feb	May	Sept	Nov	Nov	Feb	Apr	Jun	Sept	Nov	Feb	May	Sept	Nov
Approve	51	58	73	75	67	75	58	67	54	62	4	5	16	24	29	22	17	19	17	25
Disapprove	25	22	9	4	9	11	27	18	33	22	66	77	64	36	43	45	64	60	60	54
Don't know	24	20	17	21	24	14	15	15	13	16	29	17	21	40	28	32	19	21	23	21
Net positives*	+26	+36	+64	+71	+58	+64	+29	+49	+19	+40	-62	-72	-48	-12	-14	-23	-47	-41	-43	-29

%	Coloureds 2008/9						Colourerds 2010				Indian/Asians 2008/9						Indians/Asians 2010			
	Nov	Feb	Apr	Jun	Sept	Nov	Feb	May	Sept	Nov	Nov	Feb	Apr	Jun	Sept	Nov	Feb	May	Sept	Nov
Approve	10	12	11	23	31	38	15	23	27	26	27	12	25	35	38	29	18	43	17	26
Disapprove	71	71	68	19	26	35	66	59	60	55	45	52	49	23	35	50	65	48	69	62
Don't know	18	18	21	58	43	27	18	19	13	19	28	36	26	43	27	21	17	9	14	12
Net positives*	-61	-59	-57	+4	+5	+3	-51	-36	-33	-29	-18	-40	-24	+12	+3	-21	-47	-5	-52	-36

* Net positives are given by subtracting those who feel he is NOT doing a good job from those who feel he IS doing a good job.

· The recovery in approval levels in November comes from blacks, where approval levels have recovered by eight points since the all-time low of 54% in September, and whites, also up eight points to the best levels since the end of 2009.

· For coloureds, sentiment has been static since May.
· For Indians/Asians, after a positive shift in May, there was a notable drop in September with some recovery in November.

Differences by area
There are usually strong regional differences in such ratings. These are outlined below for 2010:

			Feb	May	Sept	Nov
Gauteng			47	57	49	56
	Johannesburg and environs		50	60	50	59
		Johannesburg excl Soweto	48	54	53	57
		East Rand	54	64	53	68
		West Rand	47	62	55	47
		Soweto	50	70	59	56
		Vaal Triangle/South Rand	49	47	40	48
		Pretoria	35	45	37	45
Cape Town			23	24	23	27
Durban			49	60	41	52
Eastern Cape			39	51	34	40
	Port Elizabeth		36	42	39	43
	East London		47	71	24	35
Bloemfontein			48	65	40	60

Compared with September, rises occur in most areas except for the West Rand and Soweto. However, the best approval rating occurs in the East Rand, with Cape Town having the lowest. Overall, Gauteng has the highest approval levels, along with Bloemfontein. The Eastern Cape and Cape Town have the lowest.

Other notable differences
In terms of age group, people aged 25 to 34 years are the most positive at 53%. For the first time, those aged between 18 and 24 years are less positive at 48% whilst those aged 60 years and more are the least positive at 30%.

In terms of language group, the most positive are those whose home language is isiZulu at 68%. Of the black language groups, those whose home language is Tswana have the lowest approval level at 53%.

Our take out

President Zuma's approval levels in metro areas, as measured in early November, showed somewhat of a recovery to 49% from the all-time low in September of 42% (during the public servants strike) after a year of volatile readings. The overall average for 2009 was 55% but this has dropped to 46% for 2010.

Technical note

All the studies were conducted amongst 2 000 adults (1260 blacks, 385 whites, 240 coloureds and 115 Indians/Asians) in the seven major metropolitan areas: it has a margin of error of under 2.5% for the results found for the total sample. The studies use probability sampling techniques and are fully representative of the major metropolitan areas. The studies were conducted by TNS Research Surveys (Pty) Ltd as part of their ongoing research into current social and political issues and were funded by TNS Research Surveys. For more details, please contact Neil Higgs on 011-778-7500 or 082-376-6312.
http://www.tnsresearchsurveys.co.za/news-centre/pdf/ZumaApproval-14Dec2010.pdf

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EAST EUROPE

Presidential Address-2010: Public Assessment

One-quarter of Russians expressed their interest in the address of the president. The same share of respondents is confident that the ideas outlined by the president will soon be implemented.

MOSCOW, December 9, 2010. Russian Public Opinion Research Center (VCIOM) presents the data describing how many Russians were interested in the address of the president; which ideas they liked and which ones they did not like in the presidential address, as well as how realistic Russians think the ideas of the president are; and what impression the speech of the president made on Russians.

This year presidential address attracted the attention of every third Russian (32%): 10% listened to the address, 22% - learned the basic excerpts from the news. The biggest interest was expressed by supporters of the CPRF party (45%), elderly respondents (42%), Muscovites and St.Petersburgians (41%). Forty-two percent of Russians, as usual, did not express any interest in the presidential address: they are mainly supporters of non-parliament parties (69%), and 25-34-year-old Russians (48%).

The majority of Russians believe that the ideas that the president outlined in the address are rather realistic; and every third Russian is confident that the ideas will soon be implemented (31%). They are basically supporters of the United Russia party (41%), Muscovites and St.Petersburgians (44%). Forty-seven percent of respondents think that the corruption will prevent the initiatives from being implemented. Those who share this stance are mostly adherents of the CPRF (58%) and Fair Russia (57%) parties. Only 12% regard the ideas as being common and lacking the concrete details.

Respondents who listened to the presidential address assess it positively. Thus, 17% express hope and inspiration. As a rule, they are the supporters of the Fair Russia (23%) and United Russia (22%) parties. Twenty-two percent believe that the president outlined the right ideas which were mentioned before. Those who think so are mainly adherents of the LDPR party (35%). Only 3% of respondent posed no interest to the presidential address.

The initiative Russian opinion polls were conducted on 4-5 December, 2010. 1600 respondents were interviewed at 138 sampling points in 46 regions of Russia. The margin of error does not exceed 3.4%.

Did you follow the presidential address? *(close-ended question, one answer)*

	May 2004	**May 2005**	**May 2006**	**April 2007**	**November 2008**	**November 2009**	**December 2010**
Yes, I listened to the address very attentively	16	17	23	12	17	12	**10**
I did not listened to the address attentively, but I have learnt about the main ideas from the news	22	27	35	32	28	26	**22**
No, I did not follow the presidential address	50	38	30	38	40	42	**42**
I am not interested in politics; I do not care about that	11	15	10	16	14	18	**24**
Hard to tell	1	2	2	2	1	2	**2**

In your opinion, how realistic are the ideas that the president outlined in his address, and will they be implemented? *(close-ended question, one answer, % of those who followed the address or have learnt about that from the news)*

	2009	**2010**
The president outlined the main actual realistic tasks which will soon be implemented	28	**31**
The president outlined the actual realistic tasks but they will not be implemented due to corruption and bureaucracy	49	**47**
The ideas of the president are too common and lacking the concrete details; they cannot be implemented	11	**12**
Hard to tell	12	**11**

What is your general attitude to the recent presidential address to the Federal assembly? *(close-ended question, one answer)*

	May 2005	**May 2006**	**April 2007**	**November 2008**	**November 2009**	**December 2010**

It evoked the feeling of hope and inspiration	27	33	24	20	**19**	**17**
The president expressed the right ideas, but they have already been expressed and have had no real effect	25	22	17	22	**24**	**22**
I do not agree with most of the ideas the president expressed	3	4	2	2	**3**	**2**
Everything the president talked about is not interesting to me	2	1	2	2	**4**	**3**
I did not hear about tat	35	32	42	46	**42**	**50**
Hard to tell	8	8	13	8	**9**	**7**

***Note**: Using materials from the site www.wciom.ru or wciom.com, as well as distributed by VCIOM, the reference to the source (or hyperlink for the electronic media) is obligatory*
http://wciom.com/news/press-releases/press-release/single/111147.html

WEST EUROPE

European Students Are Interested In Politics But Distrust Politicians

Date:23 December 2010

A study of European students, conducted by the BBVA Foundation shows that while students are interested in politics they do not place much trust in politicans.

• University students express a greater interest in political issues than the general public and feel that they have some influence over what happens in their respective countries

• The way they relate to "the public space" differs from one country to another. While Britons and Swedes lean more towards membership of associations, the Spanish favour other routes, such as signing petitions

• Interest in political issues coexists with a low level of trust in politicians, who fail to reach even 5 on a scale from 0 to 10 in any of the survey countries. The lowest score of all – 2.9 points – is awarded in Spain

Madrid, 23 December 2010.- The data that follow are drawn from the "BBVA Foundation International Study on University Students" by the Foundation's Department of Social Studies and Public Opinion. This social research project is based on a broad-ranging survey undertaken in six European countries (France, Germany, Italy, Spain, Sweden and the United Kingdom). Around 3,000 face-to-face interviews were conducted in each country (around 18,000 interviewees in all) with students who have completed at least two years of studies belonging to Category 5A of the ISCED classification (UNESCO)1. Fieldwork was conducted by research institute Ipsos between March and June 2010.

The study examines students' interest in political issues, their ideological selfidentification, and the specific ways in which they interact with the public space through association membership and other activities. It also analyses the trust felt in groups and institutions as a core component of social relations.

INTEREST IN POLITICAL ISSUES
Medium-to-high interest in political issues

University students declare an interest in political issues in the medium-to-high interval, with average scores on a 0-to-10 scale (with 10 being a great deal of interest) exceeding the halfway mark (5) in all countries. German students express the most interest (6.6), followed at a one-point distance (5.6) by the Spanish and Swedes.

The full distribution of scores shows that those with an interest outnumber those who indicate little or no interest across all survey countries. The largest difference between these two groups appears in Germany (see table 1).

In comparison with the general population2, university students show a greater interest in political issues. In almost all countries, the average declared interest of the student segment is almost a full point ahead of that of the public at large. Only in Sweden is interest in political issues the same among students and the wider population.

Table1: Every day there is a great deal of news about a wide variety of issues. I would like you to tell me how much interest you take in political issues
Base: all cases. Percentage distribution and average score and on a scale from 0 to 10 where 0 means you have absolutely no interest and 10 means you have a great deal of interest

	Germany	Italy	France	United Kingdom	Spain	Sweden
Low interest (0-4)	17.3	19.8	22.3	26.0	29.5	30.6
Medium interest (5)	10.9	11.3	13.1	14.6	13.8	14.4
High interest (6-10)	**71.2**	**67.6**	61.1	58.3	56.6	53.7
NA	0.6	1.3	3.5	1.1	0.1	1.3
Average score university students	**6.6**	**6.1**	**6.1**	**5.8**	**5.6**	**5.6**
Average score (general population) (Source: European Mindset)	**5.7**	**5.3**	**5.0**	**4.8**	**4.6**	**5.6**

Although medium-to-high interest in political issues predominates in almost all segments, the intensity of such interest varies from one branch of study to the next. Legal science students are the most interested in politics in all survey countries, followed usually by students of other social sciences and economic sciences. Interest in political issues is lowest in a majority of countries among students of experimental and health sciences (see figure 2).

Figure 2: Every day there is a great deal of news about a wide variety of issues. I would like you to rate your level of interest in political issues. Base: total interviews. Average score on a scale from 0 to 10 where 0 means you have absolutely no interest, and 10 means you have a great deal of interest in these issues.

IDEOLOGICAL SELF-IDENTIFICATION

University students position themselves on the centre-left

Asked to rate themselves ideologically on a scale from 0 to 10 (where 0 means extreme left and 10 extreme right), students in the six European countries opted for intermediate values broadly equivalent to the political centre, with a slight leftwards skew. As table 3 shows, the distance from the lowest average score, corresponding to Germans (4.4), to the highest, that of the Italians (5.1), was only seven decimal points.

Spanish higher education students fall between these two countries with an average of 4.6. Looking at the response distribution in full, we find that in Germany, France, Spain and Sweden, over 40% of students locate themselves on the left of the political spectrum, dropping to just 30% in the United Kingdom and Italy. In Italy and Sweden, over a third consider themselves on the right, while Germany is the country with the lowest percentage of avowedly right-leaning students (19%).

Table 3: When talking about politics, we tend to use the expressions left and right. Imagine a scale from 0 to 10 where 0 corresponds to the extreme left and 10 to the extreme right. Where would you locate yourself? Base: all cases.					
	Average score	**Ideological distribution (%)**			
		Left (0-4)	**Centre (5)**	**Right (6-10)**	**DK-NA**
Germany	4.4	**43.3**	29.7	18.5	8.6
France	4.6	**40.7**	22.3	25.8	11.1
Spain	4.6	**41.1**	28.4	27.3	3.2
Sweden	4.9	**39.8**	16.4	**36.1**	7.7
United Kingdom	4.9	30.2	31.4	28.2	10.2
Italy	5.1	31.1	15.2	**36.7**	**17.0**

In all countries, students in arts and humanities and other social sciences tend to lean more to the left, while the centre is most popular with social science specialties such as economics and law (see figure 4).

Ability to influence national decisions

Degree of interest in politics may correlate with how much each individual feels they can personally influence decisions affecting the common good. From this standpoint, students in a majority of countries believe they have at least some influence on the decisions that affect their country (average of around 5 on a scale from 0 to 10), except the Germans (4.7) and the French (4.0). Swedish students stand out as feeling considerably more empowered (7.3).

Analysis of the full distribution of the influence scale confirms that Swedish students are at a distance from the rest, with a vast majority (almost 80%) believing in their power to influence the decisions affecting their country (scores from 6 to 10). In the United Kingdom, Spain and Italy those who feel they have some influence (6-10) outnumber their more sceptical peers (0-4), while in Germany both groups have a similar weight, and in France, a majority tend to feel disenfranchised (0-4)(see table 5).

In the United Kingdom, Italy, Germany and France, students who locate themselves on the right of the political spectrum tend to feel they have more say than those on the left. In Sweden and Spain, however, ideological leanings make no appreciable difference.

Membership of associations varies across the sample

Membership of associations, viewed as an expression of civic involvement and pluralist democracy, that is, as a mediating structure between individual and collective action, tends to be higher among students in the north of Europe (Sweden and, secondly, the United Kingdom) and lower in the south (Spain and Italy). Swedish students are the most eager joiners (70% belong to some kind of association), followed by the British (53%), with French and Germans occupying a midway position (42% and 38% respectively) and Italians and Spanish in the rear (fewer than 30% admit to belonging to some organisation).

Students are likelier to belong to an association outside the university than one within in all countries except the United Kingdom.

The relationship between ideological self-identification and association membership varies by country and has more than one reading. In almost all cases, association membership is slightly lower among those opting for the centre than those on the right or left. In France, it is clearly higher among right-leaning students, whereas in Sweden and Italy, it increases slightly among those on the left. In the United Kingdom, Germany and Spain, conversely, there are no material differences between the groups defining themselves clearly as left or right.

ANNEX. TECHNICAL NOTES

Universe: students who have completed at least two years of higher education studies belonging to Category 5A of UNESCO’s International Standard Classification of Education (ISCED), segmented by branch of study and type of institution.

Method: administered face-to-face survey in study centres.

Sample size and distribution: 3,000 valid cases per country stratified according to region, type of centre and branch of study. The final unit was arrived at by random selection in the frame of the above stratification. The sample included from 35 to 50 universities in each country.

Christmas Day Update: Final Few Days Deliver Some Cheer To Retailers

25 December 2010

UNITED KINGDOM — The latest retail footfall data from Synovate Retail Performance in the final few days trading before Christmas showed some relative improvement on recent times. Over the course of this week retail traffic steadily built up in the UK. Monday 20th December was 32.1% busier than Sunday 19th; footfall on Tuesday 21st December was 4.5% up on Monday 20th; Wednesday 22nd was 3.0% busier than Tuesday 21st; and on Thursday 23rd shopper numbers were 9.0% higher than on Wednesday 22nd. Christmas Eve was the usual exception, with traffic down 25.0% on Thursday 23rd, with many stores shutting early after shoppers headed home.

Over the course of the final three days before Christmas, Synovate's Retail Traffic Index (RTI) recorded a 13.3% week-on-week rise in the number of shoppers entering non-food stores (versus 15th ? 17th December) across the UK. Against the same dates in 2009, footfall over 22nd ? 24th December was 6.1% down this year, an improvement on figures for earlier in the month.

Christmas Eve trading was brisk. The RTI was up by 2.6% week-on-week and down by just 2.0% on last year. In some parts of the country, including London and the East Midlands, Christmas Eve footfall was higher than last year. The best result was in Yorkshire and Humberside, where footfall was up by 7.3% on 2009's figure.

"These latest footfall figures show that the final run-in to Christmas Day has been pretty busy on the high street," comments Dr Tim Denison, Synovate's Director of Retail Intelligence. "This news will be well received by retailers who have had a torrid time of things over the last month. I can't remember a more disrupted Christmas campaign. We thought it was going to be a 'slow burn' Christmastide, but it turned out to be a 'long freeze' instead, with the weather playing havoc to shoppers' plans and behaviour this year. The busiest Christmas shopping day turned out to be Saturday 11th December this year, much against our expectations. We had forecast that retail footfall for the month would be 4.2% lower than in 2009, but that was before the heavy snowfalls, so it?s likely to end up worse than that."

"This makes the final week of the year even more important to retailers than it otherwise would have been. They'll be looking to claw in as much business as possible on the back of the snow-interrupted month and before the anticipated dampening of demand at the start of 2011. We expect Boxing Day week to be the busiest of the year, with shoppers looking for pre-VAT increase bargains, mindful that the year ahead looks challenging and that the next opportunity to be so indulgent might be some way away."

Synovate will be issuing regular news releases over the start of the Sales. The next update is scheduled for 27th December.

http://www.synovate.com/news/article/2010/12/christmas-day-update-final-few-days-deliver-some-cheer-to-retailers-says-synovate.html

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Rebuilding Banks' Reputation

With the relationship between banks, politicians and the general public likely to remain a dominant issue in 2011, a recent Populus study on the banking industry reveals that what matters to one set of stakeholders can be very different to what matters to others. We asked MPs and peers, business and banking journalists, advocacy groups from different sectors and civil servants in organisations such as the Treasury and Bank of England what they believe are the most important issues facing the banking sector. Overall four key issues stand out: restoring public trust and confidence, the impact of new regulations, re-capitalisation and repairing balance sheets, and resuming lending. But, each of these issues was given different priority by different stakeholder categories.

More than half of politicians (52%) say that resuming lending is the most important issue facing the banking sector, but less than a quarter of every other group agree. Banks attempting to engage with politicians cannot do so successfully without recognising how important this issue is to them. Politicians' views are driven largely by what they hear from their constituents, but resuming lending is a relatively minor concern for other stakeholders.

Journalists are at the opposite end of the spectrum. Their main concerns are with business issues facing the banks. Four-fifths (81%) say the impact of increased regulation is the central issue for the sector, followed by three-fifths (59%) who think recapitalisation is key. For journalists the banks' own story is much more important than that of the public.

Advocacy groups take another view entirely. Overwhelmingly the most important thing for them is restoring public trust and confidence, with 70% mentioning this issue. Of all the stakeholders surveyed advocacy groups are the most focused on one issue. If banks don't show they are dealing with this issue, they are unlikely to make headway with NGOs.

In contrast to the singular focus of NGOs, civil servants see the situation from all sides. Three issues are mentioned by public officials: restoring public trust, increased regulation, and the need to repair balance sheets. Civil servants feel it is their responsibility to know all of the issues and consider all aspects of the financial crisis. They show this with a much more balanced attitude towards the main issues facing the banking sector. Some civil servants believe that banks should learn to do the same while showing more humility about their role in global recession.

Our research across a range of sectors including food manufacturing, fashion, supermarkets, drinks, broadcasting and water supports the principle that understanding what drives the views of different stakeholder groups is fundamental to engaging successfully in any sector. Understanding what drives the views of different stakeholder groups enables companies, whatever their sector, to tailor their communication narrative to different audiences and become more persuasive.

Labour Closes Year on Top in Britain as Lib-Dems Fall to Single Digits

(12/22/10) -

All three main party leaders saw their approval rating drop in the last month of 2010.

The opposition Labour Party maintains the upper hand in Britain, as support for the Liberal Democrats has plummeted to its lowest level since the General Election, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative sample of 2,003 British adults, 41 per cent of decided voters and leaners (+1 since late November) say they would support the Labour candidate in their constituency in the next General Election.

The Conservative Party is second with 35 per cent (=), followed by their coalition partners—the Liberal Democrats—with nine per cent (-4).

The United Kingdom Independence Party (UKIP) is next on the list with five per cent, followed by the Green Party with three per cent, the Scottish National Party (SNP) also with three per cent, the British National Party (BNP) with two per cent, and Plaid Cymru with one per cent.

Labour now has a ten-point lead over the Tories in London (45% to 35%) and a 14-point advantage in the North (46% to 32%). The Tories are slightly ahead in the South of England (41% to 37%), while the two main parties are tied in Midlands and Wales (both at 39%). In Scotland, Labour is ahead of the SNP by eight points (42% to 34%).

The approval rating for Prime Minister David Cameron dropped two points to 42 per cent this month. Since the start of the new Government, the disapproval rating for Cameron has practically doubled, and is now hovering around the 50 per cent mark (49%).

Deputy Prime Minister Nick Clegg’s approval rating fell to 31 per cent (-5). Britons are now more likely to disapprove of Clegg’s actions than to support them by a 2-to-1 margin.

The approval rating for Opposition Leader Ed Miliband also dropped two points and is now at 31 per cent, while two-in-five respondents (39%) disapprove of his actions.

Analysis

The last month of 2010 provides a sobering result for the Lib-Dems, following the student protests over the increase in tuition fees. The party has fallen below the 10 per cent plateau, and three-in-five Britons are now disapproving of Nick Clegg. The Conservatives are holding on to their base—with three consecutive months at 35 per cent—but confidence in Cameron continues to erode. For Labour, the first place showing does not assuage the low approval rating for Miliband, and shows that support is not particularly solid at this point.

Methodology: From December 7 to December 9, 2010, Angus Reid Public Opinion conducted an online survey among 2,011 randomly selected British adults who are Springboard UK panelists. The margin of error—which measures sampling variability—is +/- 2.2% for the entire sample. 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 Continue to Regret Sending Soldiers to Afghanistan

12/21/10) -

More than half of respondents understate the number of British casualties since the war began in 2001.

Most people in Britain believe the country made a mistake in committing troops to the war in Afghanistan, and only a third support the current military effort, a new Angus Reid Public Opinion poll has found.

The online survey of a representative national sample of 2,011 British adults also shows that more than half of Britons mistakenly believe that fewer than 300 UK soldiers have lost their lives in the Afghan conflict.

The Mission

This month, 34 per cent of respondents (+2 since October) support the military operation involving UK soldiers in Afghanistan, while 57 per cent (-3) are opposed.

Half of respondents (51%, +1) say they have a clear idea of what the war in Afghanistan is about, and a clear majority of Britons (57%, -3) believe the country made a mistake in sending military forces to Afghanistan.

When The War is Over

When asked about the eventual outcome of the war in Afghanistan, only eight per cent of respondents predict a clear victory by U.S. and allied forces over the Taliban. The top response—as has been the case throughout the year—is a negotiated settlement from a position of U.S. and allied strength that gives the Taliban a small role in the Afghan government (33%).

One-in-five respondents (19%) expect a negotiated settlement from a position of U.S. and allied weakness that gives the Taliban a significant role in the Afghan government, while 11 per cent foresee the Taliban ultimately defeating the U.S. and allied forces.

Obama's Plan

Confidence in the Obama Administration being able to "finish the job" in Afghanistan fell by three points to 22 per cent, while two-thirds (67%) are not too confident or not confident at all in the U.S. federal government.

The Media and the Government

There was very little fluctuation in two questions since October, with more than half of respondents (52%, -1) stating that the media in the UK has provided the right amount of attention to Afghanistan, and just three-in-ten Britons (31%, +1) claiming that the UK Government has provided the right amount of information about the conflict.

Casualties

More than half of respondents (55%) believe that fewer than 300 British soldiers have died in Afghanistan since the conflict began in 2001. One-in-five (21%) accurately estimate that the number of casualties is between 301 and 400.

Analysis

Throughout 2010, Britons did not go through a significant shift towards support for the military mission in Afghanistan, despite going through a General Election and a change of government. Opposition to the war has consistently topped the 50 per cent mark, along with the feeling that committing troops in the first place was a mistake.

Prime Minister David Cameron has insisted that the British fighting forces will remain in Afghanistan until 2014. While the level of "strong opposition" to the war now outranks "strong support" by a 3-to-1 margin—instead of the 4-to-1 margin observed in October—the country does not appear ready to re-embrace the mission at this point.

Methodology: From December 7 to December 9, 2010, Angus Reid Public Opinion conducted an online survey among 2,011 randomly selected British adults who are Springboard UK panelists. The margin of error—which measures sampling variability—is +/- 2.2% for the entire sample. The results have been statistically weighted according to the most current education, age, gender and region data to ensure samples representative of the entire adult population of Great Britain. Discrepancies in or between totals are due to rounding.

NORTH AMERICA

Americans See U.S. as Exceptional; 37% Doubt Obama Does

Majority believe U.S. at risk of losing status as greatest country in the world

December 22, 2010

Americans widely agree that the United States has a unique character because of its history and Constitution that sets it apart from other nations as the greatest in the world. This view, commonly referred to as "U.S. exceptionalism," is shared by at least 73% of Americans in all party groups, including 91% of Republicans.

Because of the United States' history and its Constitution, do you think the U.S. has a unique character that makes it the greatest country in the world, or don't you think so?

	% Yes, think so	% No, do not
All Americans	80	18
Democrats	73	23
Independents	77	23
Republicans	91	7

USA Today/Gallup, Dec. 10-12, 2010

GALLUP

At the same time that Americans believe the U.S. is exceptional, they also are inclined to believe that status is far from secure, according to the Dec. 10-12 *USA Today/*Gallup poll. Three-quarters of those who believe the U.S. is exceptional (62% of all Americans) also believe the U.S. is currently at risk of losing its unique character.

The poll does not delve into possible reasons why Americans think the United States' stature is at risk. It is possible this viewpoint reflects Americans' tendency to see national conditions as getting worse rather than improving. Gallup has observed this pattern in a variety of areas, including the state of U.S. morals, the quality of the environment, the crime situation in the U.S., and the economy.

Some Republican critics, however, imply that Barack Obama's policies, including his approach to foreign policy, are a threat to the United States' status as the world's greatest nation.

On the whole, Americans, by 58% to 37%, believe Obama thinks the U.S. is exceptional, consistent with what he and his advisers maintain. But Americans are less likely to believe Obama holds this view than they are to think the same about Ronald Reagan, Bill Clinton, and George W. Bush.

Just your best guess, do you think -- [RANDOM ORDER] -- believes/believed the U.S. has a unique character that makes it the greatest country in the world, or not?

	% Yes, believes/ believed	% No, does not/ did not
Ronald Reagan	86	9
Bill Clinton	77	19
George W. Bush	74	22
Barack Obama	58	37

USA Today/Gallup, Dec. 10-12, 2010

GALLUP

Americans who identify as Republicans, likely reflecting the opinions of some of their party's leaders, are especially dubious that Obama regards the U.S. as exceptional. Thirty-four percent of Republicans believe the president thinks the United States is the greatest country in the world, while 61% believe he does not. Democrats are much more confident that Obama regards the United States as exceptional, while the majority of independents agree.

Does Barack Obama Believe the U.S. Has a Unique Character that Makes It the Greatest Country in the World, by Political Party

	% Yes, Obama does	% No, Obama does not
All Americans	58	37
Democrats	83	12
Independents	57	38
Republicans	34	61

USA Today/Gallup, Dec. 10-12, 2010

GALLUP

Americans Believe U.S. Has Responsibility to Lead in World Affairs

One of the extensions of the belief in American exceptionalism is the notion that, because of its status, the United States has an obligation to be the leading nation in world affairs. Americans generally endorse this position, as 66% say the United States has "a special responsibility to be the leading nation in world affairs." Republicans, Democrats, and independents generally agree, with fairly modest differences among party supporters.

Do you think the United States does or does not have a special responsibility to be the leading nation in world affairs?

	% Yes, does	% No, does not
All Americans	66	31
Democrats	61	33
Independents	64	33
Republicans	73	26

USA Today/Gallup, Dec. 10-12, 2010

GALLUP

Implications

Some of President Obama's potential Republican challengers are among those who have suggested that the U.S. is exceptional, but that this status is at risk. This could be an issue in the 2012 presidential campaign. Given that Americans already believe that the U.S. is exceptional and that its status as the greatest nation in the world is at risk, Republican candidates' political challenges would be to convince voters that Obama's policies and actions on the world stage are to blame, and that he does not share their values on this issue.

On the other hand, Americans' beliefs about U.S. exceptionalism may in general reflect a tendency to be patriotic when asked about the United States. And their views about the United States' exceptional status being at risk could stem from their usually seeing conditions for the United States as getting worse rather than better in a variety of areas. Thus, it is not clear how entrenched their views of U.S. exceptionalism are, and, more importantly, how consequential these views may be to their 2012 vote.

Survey Methods

Results for this *USA Today/*Gallup poll are based on telephone interviews conducted December 10-12, 2010, with a random sample of 1,019 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.

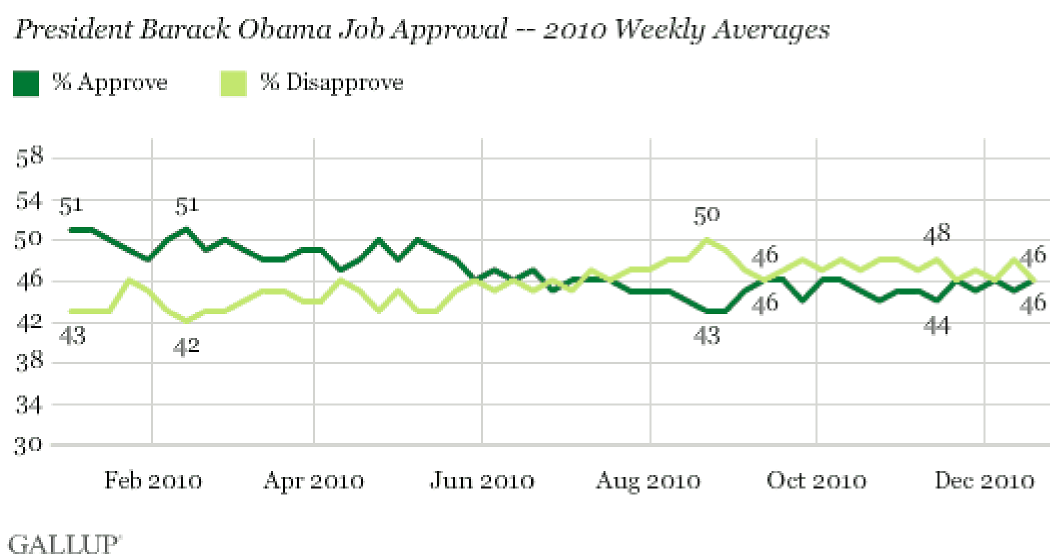
In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Obama's Overall Job Approval Steady at 46%

Dip in support from liberal Democrats offset by boost from moderate/liberal Republicans

December 21, 2010

President Barack Obama's approval rating held steady in the mid-40s during the week ending Dec. 19, his 100th week in office and the week he signed the Bush tax-cut extension into law. Obama's average 46% approval rating for the week is similar to his 45% approval rating the previous week, and is within the 44% to 46% range seen since September.

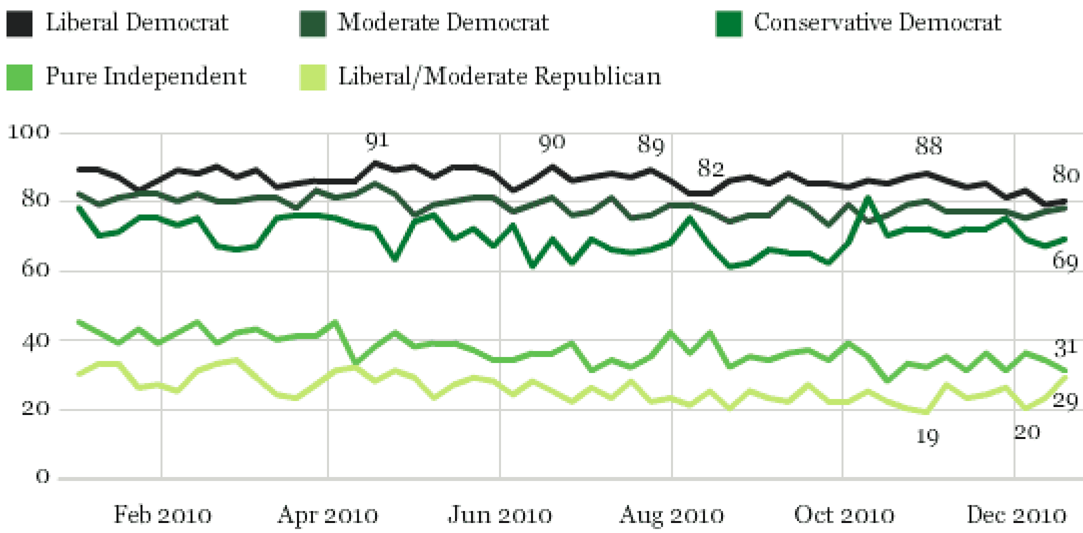


Liberal Democrats' approval of Obama remained subdued, averaging 80% in the past week, similar to the 79% in the previous week and below the 88% found just prior to the midterm elections. This is based on Democrats as well as independents who lean Democratic.

Obama's approval from liberal Democrats is now on par with that from moderate Democrats (78%), although still higher than conservative Democrats' approval (69%).

In contrast, Obama's approval rating among moderate/liberal Republicans (including independents who lean Republican) has increased in December, rising from 20% to 29% in just the past two weeks. This is his highest level of support from moderate/liberal Republicans since May.

*Job Approval of President Obama -- 2010 Weekly Averages by Ideology/Party ID^*



^ Conservative Republicans not shown

GALLUP

At 9%, conservative Republicans' approval of Obama has not changed appreciably, varying between 5% and 10% since June. Approval of Obama has also held fairly steady in recent weeks among other demographic groups, including by gender, age, race/ethnicity, and household income.

Bottom Line

While the tax deal hammered out between President Obama and Republican leaders created a political stir in Washington, the matter has had little effect on Americans' overall approval of Obama. He has lost some support from liberal Democrats in recent weeks, but much of that decline occurred in the first few weeks after the elections, and before the tax deal. Since the tax deal, he has gained some from moderate/liberal Republicans; however, given that these groups represent just a third of all Republicans, their effect on the president's overall approval rating has been fairly minimal. The net result of all these changes is that Obama's approval rating has remained fairly steady since the elections -- which, as Gallup has noted, is unusual for a president whose party suffered big midterm losses.

Survey Methods

Results are based on telephone interviews conducted as part of Gallup Daily tracking Dec. 13-19, 2010, with a random sample of 3,560 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia, selected using random-digit-dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is ±2 percentage points.

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

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

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

Top Stories of 2010: Haiti Earthquake, Gulf Oil Spill

December 21, 2010

Two major disasters -- the earthquake in Haiti and the oil leak in the Gulf of Mexico -- captured the public's attention more than any other major stories in 2010, but Americans also kept a consistent eye on the nation's struggling economy.

Public's Top Stories for 2010

		Followed very closely %
1	Earthquake in Haiti *(Jan 15-18)**	60
2	Major oil leak in Gulf *(Jul 22-25)**	59
3	Economy *(Dec 2-5)**	52
4	Health care reform *(Mar 19-22)**	51
5	Chilean miners *(Oct 14-17)*	49
6	Midterm elections *(Nov 4-7)**	47
7	Cold winter weather *(Dec 16-19)**	43
8	Extend jobless benefits *(July 22-25)*	42
9	Ariz. immig. ruling *(July 29-Aug 1)*	40
10	East coast snow storms *(Feb 12-15)*	39
11	Debate over tax cuts *(Dec 2-5)**	39
12	New Ariz. immig. law *(May 7-10)*	38
13	Govt resp to Xmas plot *(Jan 8-11)*	37
13	Time Square bomber *(May 7-10)*	37
15	Iraq troop withdrawal *(Sept 2-6)*	36
15	Mass. Senate election *(Jan 22-25)*	36

PEW RESEARCH CENTER News Interest Index. Dates show field period of the survey in which interest was measured. *Interest in these stories was tracked over multiple weeks; highest weekly interest is shown here.

In mid-January, 60% of the public said they were following news about the horrific earthquake in Haiti very closely. In mid-July, a comparable 59% said they were following news very closely about the major oil leak in the Gulf that started with a deadly explosion on an oil rig.

Throughout the year, the economy -- the top story in both 2009 and 2008 -- was never far from the top of the public's news interest. That is especially true for the second half of the year amid indications the recovery had stalled. In early December, for example, 52% said they were following news about the economy very closely. That was the highest level since mid-summer, though relatively high percentages said they very closely followed news about the economy -- or related issues such as an extension of jobless benefits -- all year.

According to the weekly News Interest Index survey, the public also closely tracked news about the long-running debate over health care legislation in Washington. Interest peaked at 51% following very closely in mid-March as the House passed the legislation and sent it to President Obama for his signature. And in January, a special election for a Senate seat in Massachusetts attracted unusually high interest because of its implications for the health care bill. More than a third (36%) paid very close attention to Republican Scott Brown's victory, which dealt a temporary setback to supporters of health care legislation.

The dramatic rescue of the Chilean miners from a collapsed mine in October drew substantial public interest (49% very closely). That rare good news story attracted much more attention than the April mine accident in West Virginia that left 29 dead. A third of the public (33%) followed that story very closely.

Interest in the midterm campaign increased as the elections approached. And after the elections in which the GOP won control of the House and made gains in the Senate, nearly half the public (47%) said they very closely followed news about the results of the midterms. That was comparable with interest in the Democrats' sweeping victory in the midterm four years earlier (46%).

The ruling in a legal challenge to Arizona's tough immigration law also drew significant interest in mid-summer (40%). And nine years after the Sept. 11 terror attacks, the public continued to closely track new attempted attacks -- as well as the government's efforts to keep the nation safe (37% in January very closely followed the government response to the 2009 Christmas Day airplane bomb attempt and in May 37% very closely followed the Times Square bomb attempt). On the foreign front, 36% say they very closely followed the removal of U.S. combat troops from Iraq in early September.

Extreme weather conditions also grabbed the public's attention, with 43% saying they very closely followed news in December about cold winter weather and 39% saying they very closely followed news about the snow storms that hit eastern and southern states in February.

A Year Dominated by Huge, Long-Running Stories

Week-by-Week Look at 2010's Top Stories

	#1 Most Closely Followed Story	# 2 Most closely followed story
Jan 8-11	Health care	Weather
Jan 15-18	Haiti	Health care
Jan 22-25	Haiti	Health care
Jan 29-Feb 1	Haiti	Health care
Feb 5-8	Haiti	Economy
Feb 12-15	Haiti	Economy
Feb 19-22	Winter Olympics	Economy
Feb 26-March 1	Health care	Olympics
March 5-8	Health care	Chile earthquake
March 12-15	Health care	Economy
March 19-22	Health care	Economy
March 26-29	Health care	Threats and health care
April 1-5	Health care	NCAA Tourn.
April 9-12	Health care	W.Va. mine accident
April 16-19	Health care	Iceland volcano ash
April 23-26	Economy	Volcano ash
April 30-May 3	Gulf Coast oil leak	Ariz. immig law
May 7-10	Gulf Coast oil leak	Ariz. immig law
May 13-16	Gulf Coast oil leak	Economy
May 20-23	Gulf Coast oil leak	Economy
May 27-30	Gulf Coast oil leak	Economy
June 3-6	Gulf Coast oil leak	Economy
June 10-13	Gulf Coast oil leak	Economy
June 17-20	Gulf Coast oil leak	Economy
June 24-27	Gulf Coast oil leak	Economy
July 1-5	Gulf Coast oil leak	Economy
July 8-11	Gulf Coast oil leak	Immig. law
July 15-18	Gulf Coast oil leak	Economy
July 22-25	Gulf Coast oil leak	Economy
July 29-Aug 1	Gulf Coast oil leak	Economy
Aug 5-8	Gulf Coast oil leak	Economy
Aug 12-15	Gulf Coast oil leak	Immigration
Aug 19-22	Gulf Coast oil leak	Economy
Aug 26-29	Mosque debate	Egg recall
Sep 2-6	Economy	Hurricane Earl
Sep 9-12	Oil leak	Koran threats
Sep 16-19	Economy	Elections
Sep 23-26	Economy	Health care
Sep 30-Oct 3	Economy	Public schools
Oct 7-10	Economy	Elections
Oct 14-17	Chilean miners	Economy
Oct 21-24	Economy	Elections
Oct 28-Nov 1	Elections	Economy
Nov 4-7	Elections	Economy
Nov 11-14	Elections	Economy
Nov 18-21	Economy	Elections
Dec 2-5	Economy	Tax debate
Dec 9-12	Tax agreement	Economy
Dec 16-19	Tax agreement	Cold winter weather

PEW RESEARCH CENTER

The Jan. 12 earthquake in Haiti and its aftermath dominated the public's news interests through January and the first half of February. The health care debate was the top story even after the legislation was passed by Congress and signed by the president in March. But the economy frequently ranked as the second or third most closely followed story -- and more often number one in the year's final months.

Perceptions of the tone of economic news took a turn for the worse mid-year, as more news stories stressed signs that the recovery had stalled. Most notably, unemployment remained stubbornly high and the housing markets remained weak.

The April 20 explosion of an offshore oil rig near the coast of Louisiana attracted only modest interest from the public. But the explosion caused a massive oil spill in the Gulf of Mexico, which led the public's news interests starting in early May and continuing until nearly the end of August.

Throughout the year, other stories jumped to the top of the public's news interest. The public was riveted by the dramatic rescue of Chilean miners in October. Interest in that story far surpassed not only interest in the economy but also interest in the midterm elections, which were then just two weeks away.

In late August, the public closely tracked the debate over whether a Muslim mosque should be built near the site of the former World Trade Center towers in New York City. That week, 19% said they followed the debate about the proposed Islamic cultural center and mosque most closely, though about as many (16%) cited news about an ongoing egg recall as their top story.

As Nov. 2 approached, the elections more frequently topped the public's news agenda. And as the year entered its final weeks, the public focused most closely on both the economy and the debate in Washington over whether to extend the Bush-era tax cuts.

The Week's News

In the News Interest Index survey conducted Dec. 16-19, Americans say the two stories they followed most closely last week were the final approval of major tax legislation in Washington and the cold winter weather that struck many parts of the country.

Late last week, Congress passed and President Obama signed legislation that includes a temporary extension of Bush-era tax cuts, aid to the unemployed and several other tax measures intended to boost the U.S. economy. About two-in-ten (22%) say they followed this news more closely than any other top story; 37% say they followed news about the tax deal very closely. Two-in-ten (20%) say they followed news about cold winter weather most closely, while 43% say they followed this news very closely.

About four-in-ten (39%) say they paid very close attention to news about the economy; 14% say they followed economic news more closely than any other topic.

The media also focused on the economy and the tax legislation last week. The finale of the debate over tax cuts made up 17% of the newshole, according to the Pew Research Center's Project for Excellence in Journalism. More general economic news accounted for an additional 9% of coverage. News about harsh winter weather conditions made up 3% of the newshole.

Nearly three-in-ten (28%) say they very closely followed reports about a federal judge in Virginia ruling that parts of the new health care law are unconstitutional, including a provision mandating all Americans carry health insurance. About one-in-ten (9%) say this was the news they followed most closely. Far more Republicans (42%) than Democrats or independents (24% each) followed this story very closely.

The situation in Iraq was followed very closely by 19% of the public and a similar number (17%) say they very closely followed news about the administration's review of its Afghan war strategy. The situation in Afghanistan and the review of the war's progress accounted for 5% of the newshole, while Iraq made up 1% of coverage.

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 Dec. 13-19, and survey data measuring public interest in the top news stories of the week were collected Dec. 16-19, from a nationally representative sample of 1,034 adults.

Baby Boomers Approach Age 65 -- Glumly

Survey Findings about America's Largest Generation

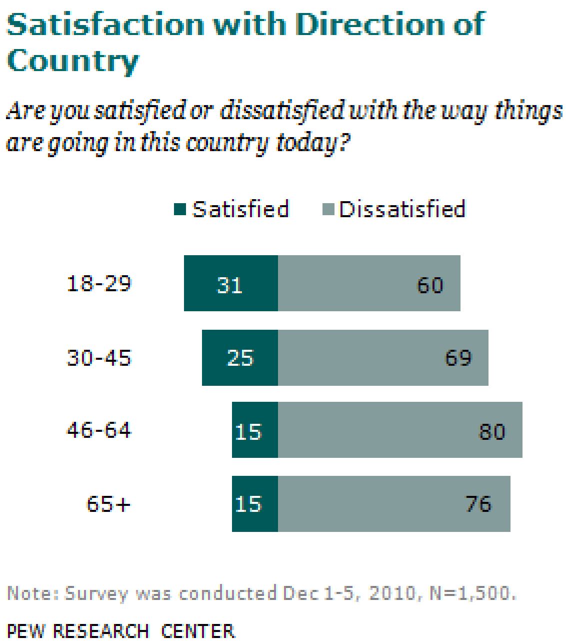
December 20, 2010

The icon image of the Baby Boom generation is a 1960s-era snapshot of an exuberant, long-haired, rebellious young adult. That portrait wasn't entirely accurate even then, but it's hopelessly out of date now. This famously huge cohort of Americans finds itself in a funk as it approaches old age.

On Jan. 1, 2011, the oldest Baby Boomers will turn 65. Every day for the next 19 years, about 10,000 more will cross that threshold. By 2030, when all Baby Boomers will have turned 65, fully 18% of the nation's population will be at least that age, according to Pew Research Center population projections. Today, just 13% of Americans are ages 65 and older.

Perched on the front stoop of old age, Baby Boomers are more downbeat than other age groups about the trajectory of their own lives and about the direction of the nation as a whole.

Some of this pessimism is related to life cycle -- for most people, middle age is the most demanding and stressful time of life.[1] Some of the gloominess, however, appears to be particular to Boomers, who bounded onto the national stage in the 1960s with high hopes for remaking society, but who've spent most of their adulthood trailing other age cohorts in overall life satisfaction.



At the moment, the Baby Boomers are pretty glum. Fully 80% say they are dissatisfied with the way things are going in the country today, compared with 60% of those ages 18 to 29 (Millennials), 69% of those ages 30 to 45 (Generation Xers) and 76% of those ages 65 and older (the Silent and Greatest Generations), according to a Pew Research Center survey taken earlier this month.

Boomers are also more downbeat than other adults about the long-term trajectory of their lives -- and their children's. Some 21% say their own standard of living is lower than their parents' was at the age they are now; among all non-Boomer adults, just 14% feel this way, according to a May 2010 Pew Research survey. The same survey found that 34% of Boomers believe their own children will not enjoy as good a standard of living as they themselves have now; by contrast, just 21% of non-Boomers say the same.[2]

The 79-million-member Baby Boomer generation accounts for 26% of the total U.S. population. By force of numbers alone, they almost certainly will redefine old age in America, just as they've made their mark on teen culture, young adult life and middle age.

But don't tell Boomers that old age starts at age 65. The typical Boomer believes that old age doesn't begin until age 72, according to a 2009 Pew Research survey. About half of all American adults say they feel younger than their actual age, but fully 61% of Boomers say this. In fact, the typical Boomer feels nine years younger than his or her chronological age.[3]

On a range of social issues, Baby Boomers are more accepting of changes in American culture and mores than are adults ages 65 and older, though generally less tolerant than the young. On matters related to personal finances, economic security and retirement expectations, they feel more damaged by the Great Recession than do older adults.

Boomers are latecomers to the digital revolution, but are beginning to close their gadget and social media gap with younger generations. For example, among younger Boomers (ages 46-55), fully half now use social networks, compared with 20% in 2008. That rate of growth is more rapid than for younger generations. Also, more than half (55%) of older Boomers (ages 56-64) now watch online video, compared with 30% in 2008.

On the political front, Boomers -- like the nation as a whole -- have done some partisan switching in recent years. They narrowly favored Barack Obama for president in 2008 (by 50%-49%), then supported Republican congressional candidates by 53%-45% in the 2010 midterm elections, according to election day exit polls. In their core political attitudes about the role of government, they're more conservative than younger adults and more liberal than older adults, according to a comprehensive 2010 Pew Research report on long-term trends in political values by generation.

In 1970, when the oldest of the Baby Boomers were in their early 20s, the total publicly held national debt was about $283 billion, or about 28% of Gross Domestic Product. Now, as the oldest Boomers approach age 65, the federal debt is an estimated $9 trillion or 62% of GDP -- creating IOUs that members of younger generations may be paying down for decades.[4]

However, a new Pew Research survey finds little appetite among Boomers for deficit reduction proposals that would take a bite out of their own pocketbooks. For example, 68% of Boomers (compared with 56% of all adults) oppose eliminating the tax deduction for interest paid on home mortgages; 80% (compared with 72% of all adults) oppose taxing employer-provided health insurance benefits; and 63% (compared with 58% of all adults) oppose raising the age for qualifying for full Social Security benefits.[5]

The Pew Research Center has a deep archive of work that analyzes the demographics, economics, religious beliefs and practices and social and political values of the Baby Boomer generation, and makes comparisons with younger and older U.S. age groups. Our survey work includes questions about family life, personal finances, technology use, aging and a range of other topics.

Views on Social Change

When asked about the array of changes transforming American family life, the Boomers' views align more closely with younger generations than older ones. For example, Boomers, like younger adults, are far more likely to say the main purpose of marriage is mutual happiness and fulfillment rather than child-raising (70% of Baby Boomers and Millennial young adults say so, compared with 50% of adults ages 65 and older).

When asked whether children face "a lot more challenges" growing up with divorced parents, racially mixed parents or unmarried parents, Baby Boomers and younger adults are less likely to say yes than are adults ages 65 and older.

However, despite the reputation they gained as young adults for favoring alternative lifestyles, Baby Boomers today are less accepting than younger Americans of same-sex couples raising children, unmarried couples living together and other non-traditional arrangements -- though they are more tolerant of them than are adults ages 65 and older.

When it comes to divorce, the Baby Boomers are less conservative than younger generations: 66% say divorce is preferable to staying in an unhappy marriage, compared with 54% of younger adults who say so.

Despite differences among generations on these and other matters, a 43%-plurality of Baby Boomers say there is less generational conflict now than in the 1960s and 1970s, when they were coming of age.

Personal Finances and Economic Views

Economically, Boomers are the most likely among all age groups to say they lost money on investments since the Great Recession began. Baby Boomers also are the most likely (57%) to say their household finances have worsened. And a higher share of Boomers than older Americans (but not younger ones) say they have cut spending in the past year.

Among those Baby Boomers ages 50 to 61 who are approaching the end of their working years, six-in-ten say they may have to postpone retirement. According to employment statistics, the older workforce is growing more rapidly than the younger workforce.

Technology and News

In their use of technology, the youngest Baby Boomers (ages 45-55) are nearly as likely to be online (and to have a home broadband connection) as younger adults, and the oldest Boomers (ages 56-64) are notably more likely to be online than adults ages 65 and older.

Nearly two-thirds of Boomers say they follow the news most or all of the time, a higher share than among younger adults.

Religion

By standard measures such as the share who pray daily or frequency of attending religious services, Baby Boomers are less religious than adults ages 65 and older but more religious than adults in younger generations.

Among Baby Boomers, 43% say they are a "strong" member of their religion, a higher share than among younger adults and a lower share than among older ones. Four-in-ten say they attend religious services at least once a week. Conversely, 13% say they have no religious affiliation, less than younger adults but more than older adults.

Baby Boomers: Explore Pew Research Surveys and Reports

Below are hyperlinks to Pew Research Center publications from recent years that include data specifically about Baby Boomers. In some cases, they include data on adults ages 50 to 64, a range that includes most but not all Baby Boomers. In other cases, the research breaks the Baby Boomer generation into younger and older age groups.

Social Behaviors and Values

- **The Decline of Marriage and Rise of New Families**: Survey of attitudes on whether marriage is becoming obsolete; single mothers, same-sex couples and other non-traditional arrangements; importance of family; what's best for children.
- **The Return of the Multi-Generational Family Household**: Share living in multi-generational households.
- **Forty Years After Woodstock, A Gentler Generation Gap**: Views on the generation gap, musical preferences, knowledge about Woodstock festival.
- **Growing Old in America: Expectations vs. Reality**: Views by age group on what constitutes old age and the signs of old age; do you feel younger or older than your real age; has life turned out better or worse than expected; happiness.
- **As Marriage and Parenthood Drift Apart, Public Is Concerned about Social Impact**: Views about divorce, civil unions, premarital sex, purpose and importance of marriage, children and marriage; profile of parents and divorced adults.
- **Public Support for Legalizing Medical Marijuana**: Support for legalization of medical marijuana is as high among Boomers as among younger adults, and higher than among older adults.

Economy and Personal Finances

- **How the Great Recession Has Changed Life in America**: Impact of recession on current finances, financial behavior and employment; views on personal financial future and national economy's future.
- **Most Middle-Aged Adults are Rethinking Retirement Plans**: Impact of recession on retirement plans of adults ages 50 to 64, which includes most Baby Boomers.
- **Different Age Groups, Different Recessions**: Recession-related changes in spending and behavior, investment losses, investment confidence.
- **Luxury or Necessity**: How the generations differ on what is a luxury or necessity, including such possessions as cell phones and televisions.
- **Inside the Middle Class**: Views on personal finances, class, quality of life, comparisons with past and projection into future, personal financial problems, priorities in life, job satisfaction.

Miscellaneous

- **Millennials**: Comparison of attitudes by generation on a wide variety of topics, including personal values, technology use, media consumption, everyday life activities, religion, social and political values. A related interactive graphic compares the demographics of today's Millennials (ages 18-28) with Boomers and two older generations when they were the same ages the Millennials are now.
- **Blacks Upbeat about Black Progress, Prospects**: Views of black Americans (by age group) on satisfaction, racial progress and values. Views on intermarriage, race discrimination and trust in police by race/Hispanic groups and age.
- **Who Moves? Who Stays Put? Where's Home?**: Ever-moved or always lived in hometown, years since last move, plans to move, where is your true home, contact with home town, why did you move to your current community or why do you stay in your home town.
- **Men or Women: Who's the Better Leader?**: An exploration of public attitudes about gender and leadership; comparisons of ratings of genders on qualities such as honesty and hard work; reasons for scarcity of top female leaders, views on discrimination, equal rights and which gender has the better life.
- **Baby Boomers: The Gloomiest Generation**: Views on quality of life, standard of living, getting ahead, optimism about the future, including long-term trends and comparisons of older and younger boomers.

The authors thank our Pew Research Center colleagues Daniel Dockterman, Carroll Doherty, Danielle Gewurz, Scott Keeter, Andrew Kohut, Lee Rainie and Wendy Wang for their assistance.

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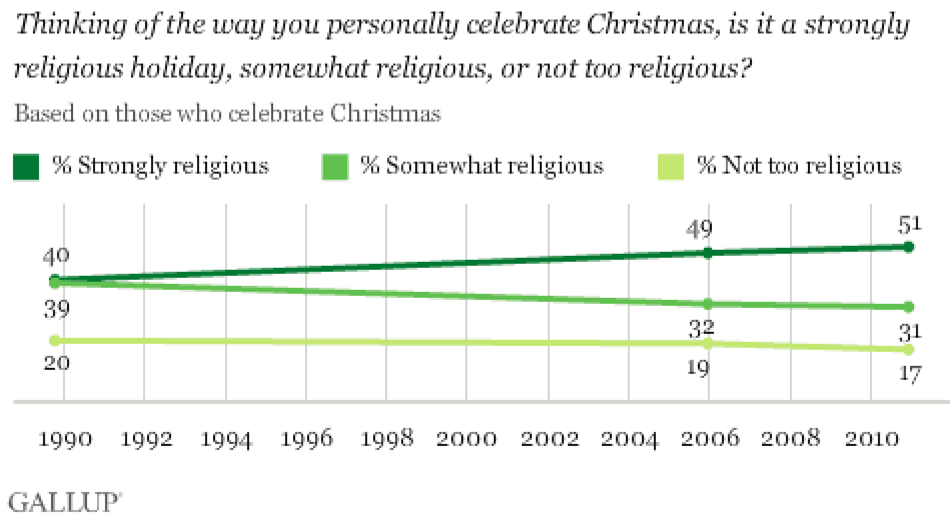
1. Stone, Arthur A. et al, "A snapshot of the age distribution of psychological well-being in the United States," PNAS, June 1, 2010, Vol. 107, No. 22.
2. In their assessment of their standard of living versus that of their parents, Boomers are more downbeat than adults both older and younger. In their assessment of their children's future standard of living, they are more downbeat than younger adults and equally as downbeat as older adults.
3. In some of the figures cited in this report (including this one), survey findings for Baby Boomers reflect findings for adults ages 50 to 64, a group that includes most but not all Baby Boomers.
4. If one uses a broader measure that includes debt the government owes to itself (mainly to the Social Security trust fund), the total national debt is now nearly $14 trillion, or more than 90% of GDP.
5. Results in this paragraph are from an unpublished analysis.

Christmas Strongly Religious for Half in U.S. Who Celebrate It

Secular traditions more common among Americans than religious traditions

December 24, 2010

Ninety-five percent of Americans celebrate Christmas, and of these, 51% describe the holiday as "strongly religious" for them, continuing an upward trend seen since 1989.



This trend toward greater religious meaning in Christmas is evident even as the percentage of Americans who say they celebrate Christmas has stayed consistent in recent years -- ranging between 93% and 96% in six separate Gallup measurements since 1994.

The poll finds a majority of Americans incorporating specific religious activities or symbols into their holiday celebrations. This includes 62% who attend religious services on Christmas Eve or Christmas Day, 65% who display decorations with a religious meaning, and 78% who take time to reflect on the birth of Christ.

However, Americans are much more likely to engage in secular Christmas traditions such as exchanging gifts (93%), spending time with family and friends on the holiday (93%), and putting up a Christmas tree (88%). The figures are slightly higher among Americans who celebrate Christmas, including exchanging gifts and spending time with family and friends, which are almost universal traditions, at 97%.

Do you, or does your family, do each of the following as part of its celebration of Christmas, or not?

Figures represent % "Yes"

	% All Americans	% Americans who celebrate Christmas
Exchange gifts	93	97
Get together with family or friends on Christmas Eve or Christmas Day	93	97
Put up a Christmas tree	88	92
Put up Christmas decorations other than a Christmas tree	87	91
Take time to reflect on the birth of Christ	78	81
Go to Christmas parties	74	77
Display decorations with a religious meaning, such as a Nativity scene	65	68
Attend religious services on Christmas Eve or Christmas Day	62	65
Attend a Christmas concert or play	56	58

USA Today/Gallup, Dec. 10-12, 2010

GALLUP

Religious traditions are, not surprisingly, more common among those who say the holiday is strongly religious to them. Nearly all members of this group, 98%, say they take time at Christmas to reflect on the birth of Christ. More than 8 in 10 attend religious services on Christmas Eve or Christmas Day, or display religious decorations. But even among those who say Christmas is a strongly religious holiday to them, many of the secular traditions are just as common if not more so than the religious ones.

Christmas Traditions You/Your Family Does, Based on How Strongly Religious Christmas Is for You

Based on those who celebrate Christmas

	% Strongly religious	% Somewhat religious	% Not too religious
Exchange gifts	97	98	97
Get together with family or friends on Christmas Eve or Christmas Day	98	97	95
Put up a Christmas tree	94	93	86
Put up Christmas decorations other than a Christmas tree	92	93	84
Take time to reflect on the birth of Christ	98	82	31
Go to Christmas parties	76	78	79
Display decorations with a religious meaning, such as a Nativity scene	86	64	25
Attend religious services on Christmas Eve or Christmas Day	84	59	17
Attend a Christmas concert or play	71	52	34

USA Today/Gallup, Dec. 10-12, 2010

GALLUP

Generally speaking, those who say Christmas is not too religious a holiday for them are less likely to participate in most of the common traditions. But even those who attach little religious meaning to Christmas are just as likely as those who view Christmas as a religious holiday to exchange gifts, spend time with family and friends on Christmas Eve and Christmas Day, and attend Christmas parties.

Implications

Though it has Christian underpinnings, the Christmas holiday is celebrated nearly universally by Americans, including 80% of non-Christians. Part of the reason for this is Americans' widespread involvement in nonreligious aspects of Christmas, including exchanging gifts and getting together with friends and relatives.

Over the past three decades, the percentage of those who celebrate Christmas and describe it as a "strongly religious" holiday for them has increased. Thus, the religious aspect of the Christmas holiday may be growing in importance; however, Americans are more likely to participate in nonreligious Christmas traditions than in religious ones.

Survey Methods

Results for this *USA Today/*Gallup poll are based on telephone interviews conducted Dec. 10-12, 2010, with a random sample of 1,019 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.

For results based on the total sample of 970 national adults who celebrate Christmas, 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.

Small-Business Owners' Optimism Surges in November

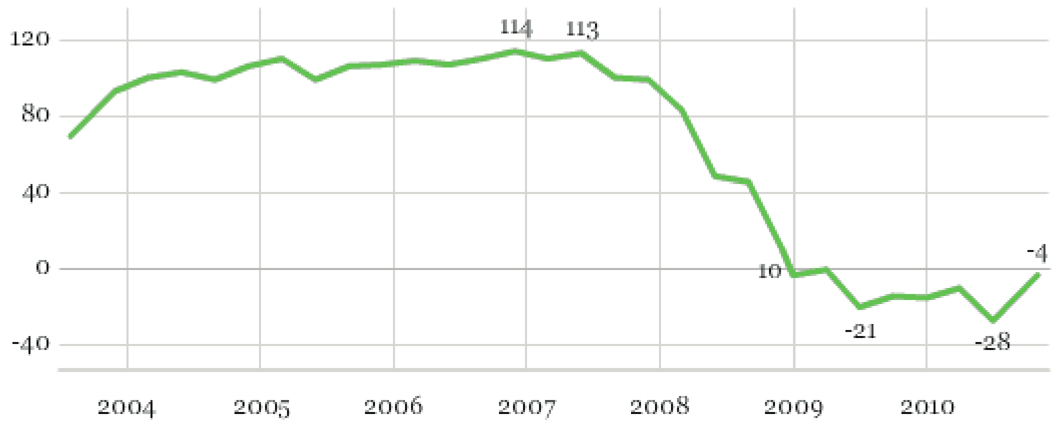
Owners' expectations for the next 12 months are the best they have been since July 2008

December 20, 2010

The Wells Fargo/Gallup Small Business Index, a measure of small-business owners' perceptions of their operating environments, changed direction in November prior to the extension of the Bush tax cuts -- surging 24 points to -4. This represents a sharp improvement from the previous reading of -28 in July and suggests that small-business owners -- though still more pessimistic than optimistic overall -- are the most positive they have been since April 2009.

Wells Fargo/Gallup Small Business Index

The Small Business Index consists of owners' ratings of their businesses' current situations and their expectations for the next 12 months, measured in terms of their overall financial situations, revenue, cash flow, capital spending, number of jobs, and ease of obtaining credit.



August 2003 to November 2010

GALLUP

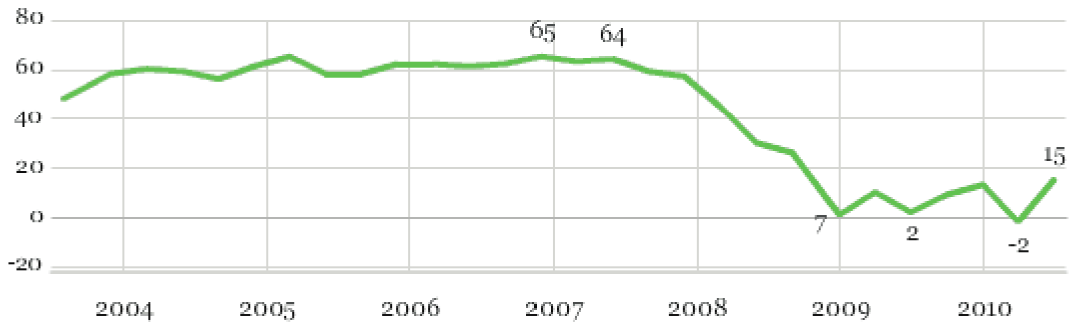
The Small Business Index tends to be a precursor of future economic activity. It peaked at the end of 2006 and matched that peak in June 2007, just prior to the beginning of the recession late that year. The index consistently declined through 2008 and into mid-2009, which economists designated as the point when the recession was officially over. It improved modestly for the next three quarters as the economy recovered more slowly than anticipated, before establishing a new bottom in July 2010. In the latest reading, the index has recovered significantly, possibly marking another inflection point for the U.S. economy.

Future Expectations More Positive in November

The Future Expectations Dimension of the index led the overall improvement seen in November, as it surged 17 points to +15. Small-business owners' expectations for the next 12 months are now the most positive they have been since July 2008.

Wells Fargo/Gallup Small Business Index -- Future Expectations Dimension

The Small Business Index Future Expectations Dimension consists of owners' ratings of their businesses' expectations for the next 12 months, measured in terms of their overall financial situations, revenue, cash flow, capital spending, number of jobs, and ease of obtaining credit.



August 2003 to November 2010

GALLUP

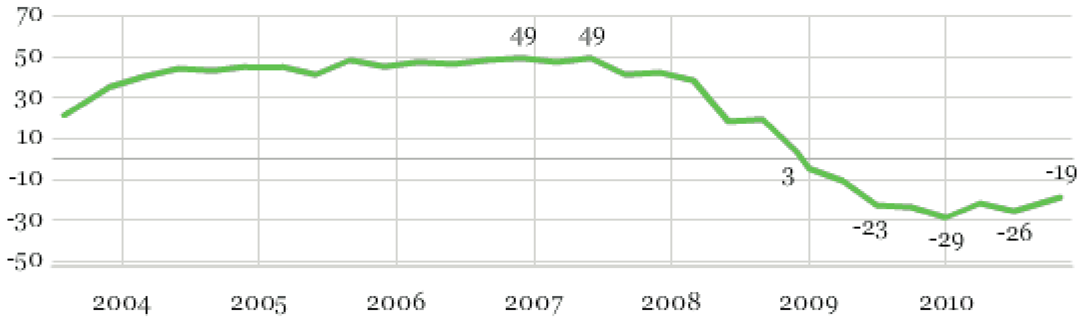
Specifically, small-business owners' expectations for the *next* 12 months improved significantly in terms of revenues, cash flow, capital spending, and hiring. At the same time, the percentage of small-business owners expecting their financial situations to be somewhat or very poor over the next 12 months fell significantly, from 22% in July to 17% in November.

Present Situation Improved but Still Negative

Overall conditions as reflected by the Present Situation Dimension of the index remain negative, at -19 in November, compared with -26 in July. Still, small-business owners are currently more positive about their present operating situation as a result of a significant improvement in the percentage saying their revenues increased over the past 12 months, combined with improvements that are more modest in other aspects.

Wells Fargo/Gallup Small Business Index -- Present Situation Dimension

The Small Business Index Present Situation Dimension consists of owners' ratings of their businesses' current situations for the past 12 months, measured in terms of their overall financial situations, revenue, cash flow, capital spending, number of jobs, and ease of obtaining credit.



August 2003 to November 2010

GALLUP

Implications

Several factors may help explain small-business owners' greater optimism in November, including the aggressive efforts of the Federal Reserve in providing liquidity to the economy and some potential post-midterm political optimism.

The sharp improvement in small-business owners' economic perceptions and expectations in November is consistent with Gallup tracking of consumer-based economic confidence that also improved in early November. And it parallels Gallup's November estimates for Christmas sales.

In this regard, it should be noted that Gallup's economic confidence measure suggests that November's consumer optimism moderated somewhat in early December. Whether this decline in confidence will affect small-business owners' perceptions of the economy in the short term or after some potential lag is not clear.

However, Congress' December passage of new tax and unemployment benefits legislation could significantly improve Americans' overall optimism about the future direction of the U.S. economy. This may in turn further significantly enhance optimism among today's small-business owners.

See complete data and trends from the Wells Fargo/Gallup Small Business Index on page 2.

Survey Methods

Results for the total dataset are based on telephone interviews with 604 small-business owners, conducted Nov. 4-10, 2010. For results based on the total sample of small-business owners, one can say with 95% confidence that the maximum margin of sampling error is ±4 percentage points.

Sampling is done on a random-digit-dial basis, using Dunn & Bradstreet sampling of small businesses having $20 million or less of sales or revenues. The data are weighted to be representative of U.S. small businesses within this size range nationwide.

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.

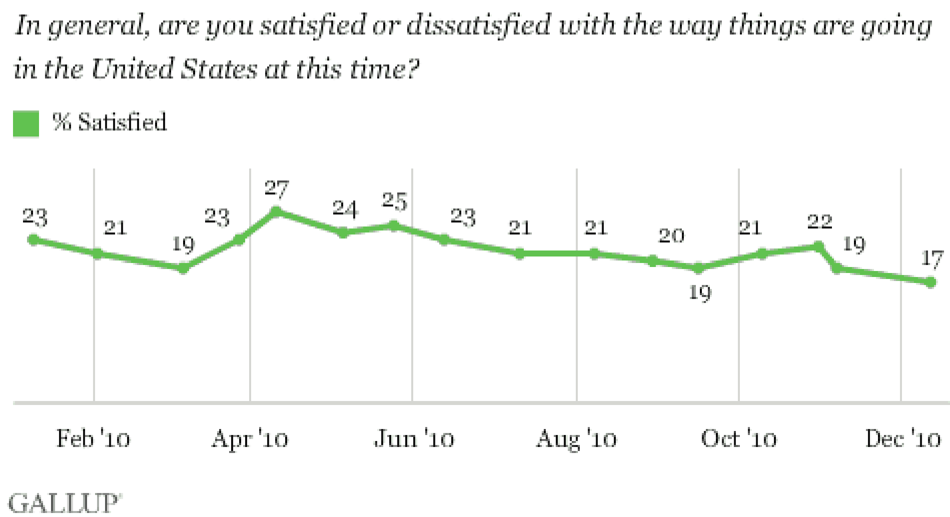
http://www.gallup.com/poll/145328/Small-Business-Owners-Optimism-Surges-November.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas - Business - Northern America – USA

In U.S., Satisfaction Dips to 17% at Year's End

Economy, jobs continue to rate as most important problems

December 20, 2010

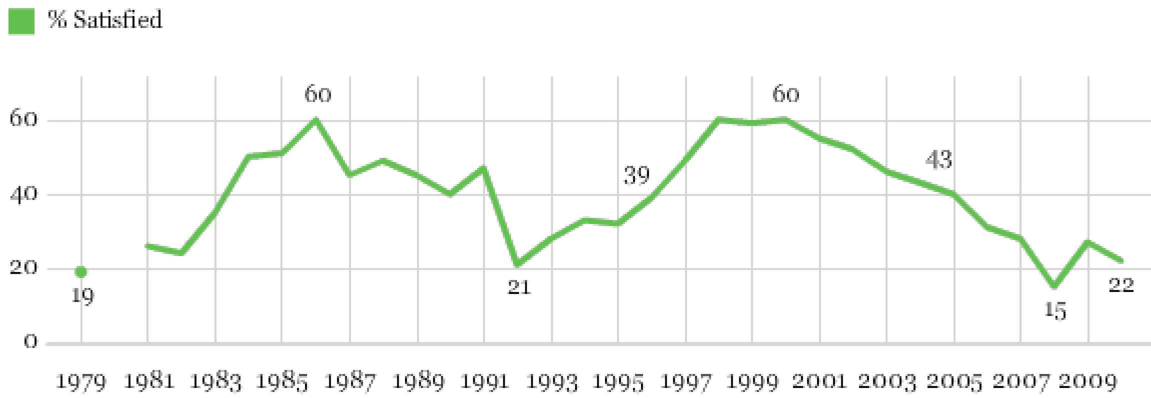
Seventeen percent of Americans say they are satisfied with the way things are going in the United States at this time, the low point in a year when satisfaction levels generally have been in the 20% range.



The current 17% satisfaction rating is low from a historical perspective, but still exceeds the all-time low, 7% in an October 2008 poll. Gallup first asked this trend question in 1979.

More generally, satisfaction averaged 22% this year, lower than all but three yearly averages -- 2008 (15%), 1979 (19%), and 1992 (21%). The historical average across all years is 40%, and the yearly averages have been below that mark since 2006.

Yearly Averages, Satisfaction With Way Things Are Going in the U.S., Gallup Polls



GALLUP

The United States' continuing economic struggles are likely the reason behind the low satisfaction levels. Gallup's "most important problem" question confirms this, as 30% of Americans say the economy in general is the top problem and 24% say unemployment or jobs specifically, easily the top two issues mentioned. Thirteen percent mention dissatisfaction with the government, 10% the federal budget deficit, and 8% healthcare.

What do you think is the most important problem facing this country today? [OPEN-ENDED]

Top 10 mentions

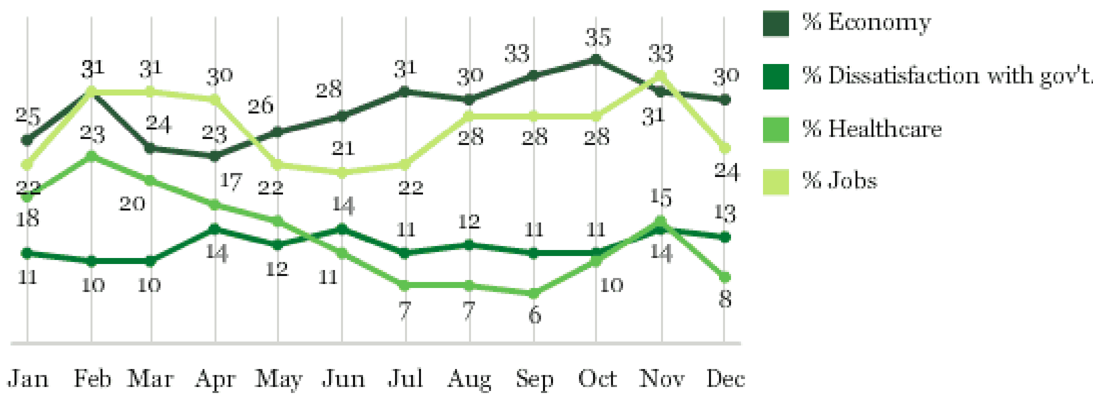
	% Mentioning
Economy in general	30
Unemployment/Jobs	24
Dissatisfaction with government	13
The federal budget deficit	10
Healthcare	8
Education	6
Ethical/Moral decline	5
Wars/War (nonspecific)	5
Taxes	4
Immigration	4

Gallup, Dec. 10-12, 2010

GALLUP

Either the economy or unemployment has been the top problem each month since February 2008. Those two issues have ranked first and second each month this year.

Percentages Mentioning Issues as Most Important U.S. Problem, 2010 Gallup Polls



GALLUP

Implications

Americans end the year in a rather sour mood, with only 17% satisfied with the way things are going in the United States. Satisfaction has been below the historical average in each of the last five years, and has recovered only modestly from the record lows of 2008. Satisfaction levels will probably not show sustained improvement until the economy turns around, as the economy typically weighs heavily in Americans' assessments of whether they are satisfied or dissatisfied with conditions in the United States.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Dec. 10-12, 2010, with a random sample of 1,019 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.

http://www.gallup.com/poll/145295/Satisfaction-Dips-Year-End.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas - Northern America - Politics – USA

Very Religious Americans Lead Healthier Lives

Relationship holds when controlling for key demographics

December 23, 2010

Very religious Americans are more likely to practice healthy behaviors than those who are moderately religious or nonreligious. The most religious Americans score a 66.3 on the Gallup-Healthways Healthy Behavior Index compared with 60.6 among those who are moderately religious and 58.3 for the nonreligious. This relationship, based on an analysis of more than 550,000 interviews, is statistically significant after controlling for major demographic and regional variables.

Gallup-Healthways Healthy Behavior Index Score, by Religiosity

Controlling for age, gender, race and ethnicity, region and state of the country, socioeconomic status, marital status, and child-bearing status

	Very religious	Moderately religious	Nonreligious	Difference between very religious and nonreligious
Healthy Behavior Index score	66.3	60.6	58.3	8.0

Gallup-Healthways Well-Being Index
Data collected Jan. 2, 2009-July 28, 2010

GALLUP

For the purposes of this analysis, an American's relative degree of religiousness is based on responses to two questions asking about the importance of religion and church attendance, yielding three specific groups:

- Very religious -- Religion is an important part of daily life and church/synagogue/mosque attendance occurs at least every week or almost every week. This group constitutes 43.7% of the adult population.
- Moderately religious -- All others who do not fall into the very religious or nonreligious groups but who gave valid responses on both religion questions. This group constitutes 26.6% of the adult population.
- Nonreligious -- Religion is **not** an important part of daily life and church/synagogue/mosque attendance occurs seldom or never. This group constitutes 29.7% of the adult population.

Previous research has shown that religiosity, defined either as church attendance or self-reported importance of religion, is related to age, gender, race and ethnicity, region and state of the country, socioeconomic status, marital status, and child-bearing status. Because wellbeing is also related to these variables, this analysis statistically controls for all of these characteristics.

Very Religious Smoke Less, Exercise More, and Eat Healthier

Very religious Americans make healthier choices than their moderately religious and nonreligious counterparts across all four of the Healthy Behavior Index metrics, including smoking, healthy eating, and regular exercise. Smoking is one area of particular differentiation between the very religious and less religious Americans, with the nonreligious 85% more likely to be smokers than those who are very religious.

Religiosity and Smoking, Exercise, and Healthy Eating

Controlling for age, gender, race and ethnicity, region and state of the country, socioeconomic status, marital status, and child-bearing status

	Very religious	Moderately religious	Nonreligious	Difference between religious and nonreligious
% who smoke	14.9	26.6	27.6	-12.7
% who ate healthy all day yesterday	68.1	63.9	60.8	7.3
% who had five or more servings of fruits and veggies at least four times in the last week	61.0	58.1	55.1	5.9
% who exercised at least 30 minutes at least three days in the last week	53.3	49.3	47.9	5.4

Gallup-Healthways Well-Being Index
Data collected Jan. 2, 2009-July 28, 2010

GALLUP

Very religious Americans also outperform the moderately religious and nonreligious in terms of eating healthy and getting frequent exercise.

Implications

There are a number of factors that could contribute to very religious Americans' healthier lifestyle choices. Some of these factors are likely overt products of religious doctrine itself, including rules related to smoking and substance abuse. Seventh-Day Adventists, for example, strictly adhere to vegetarian lifestyles free of alcohol and smoking, while orthodox Mormons and Muslims do not drink alcohol. In some Christian denominations, gluttony and sloth are considered two of the seven deadly sins, and many evangelical faiths frown on drinking and smoking. The Bible indicates that one's body is the "temple of God," which could in turn help explain the relationship between religious orthodoxy and exercise and certain types of food consumption.

It is possible, of course, that the noted relationship between health and religiosity could go in the other direction -- that people who are healthier are the most likely to make the decision to be religious. This could be particularly relevant in terms of church attendance, one of the constituent components of Gallup's definition of religiousness. Healthier people may be more likely and able to attend religious services than those who are less healthy.

It may also be possible that certain types of individuals are more likely to make healthy lifestyle choices *and* more likely to choose to be highly religious. The most parsimonious explanation, however, may be the most intuitive: Those who capitalize on the social and moral outcomes of religious norms and acts are more likely to lead lives filled with healthier choices.

Gallup will continue to explore the relationship between wellbeing and religion in future articles.

About the Gallup-Healthways Well-Being Index

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

Survey Methods

Results are based on telephone interviews conducted as part of the Gallup-Healthways Well-Being Index survey Jan. 2-July 28, 2010, with a random sample of 554,066 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia, selected using random-digit-dial sampling. Of this sample, very religious respondents comprised the plurality (43.2%), with slightly more than one-quarter each for moderately religious and nonreligious respondents.

Sample Sizes of Religiousness Groups

Religiousness	Sample size	% of total
Very religious	242,054	43.7%
Moderately religious	147,325	26.6%
Nonreligious	164,687	29.7%

Gallup-Healthways Well-Being Index

GALLUP

For results based on the religiosity groups of national adults, one can say with 95% confidence that the maximum margin of sampling error is ±0.5 percentage point for each group.

Generalized linear model analysis was used to estimate marginal scores all five reported metrics after controlling for age (in years), gender, race/ethnicity, marital status, education (number of years), log of income, and region of the country.

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.

Nearly Half of Americans Report Giving Less to Charity in 2010

(12/22/10) -

Outlook for charitable donations in 2011 remains tepid, driven primarily by ongoing personal financial concerns.

Nearly two thirds of U.S. adults (65%) have supported a non-profit organization in the last 12 months with money, time or goods, according to a recent survey conducted by Vision Critical. This number tracks below the 70% to 75% that was typical of non-profit giving earlier in the decade and is indicative of the anemic economic recovery, high unemployment, and economic turmoil still facing much of America.

When asked directly about their financial gifts, nearly one half of Americans (46%) say they are giving less money compared to last year while the same proportion (46%) say their giving is unchanged. Only eight per cent of Americans say they are giving more in 2010.

Among those providing a financial donation, giving most commonly occurs through direct collection at a church, temple or place of worship (36%), followed by direct mail (23%). However, online giving through a charity's website is now the third most popular way to give (15%) and giving through social networking/media (5%), banner ads (4%) and text messaging (4%) are now statistically meaningful and will likely grow as Americans look for more and easier ways to give.

The giving picture for 2011 doesn't look much better. The plurality of survey respondents say they will be able to give about the same (40%) as they did in 2010. While one fifth (21%) say they will be able to give more in the coming year, 15 per cent say they will give less, and yet another fifth of respondents (21%) say they will not be able to give at all in 2011. "These findings make it clear that the giving recovery won't begin until Americans feel more financially secure and in a position to help others," remarked Justin Greeves, leader of Vision Critical's U.S. Public Affairs practice.

When asked to review a list of things that might encourage Americans to give more financial support to charities in 2011, the one thing that stands out as most impactful is being in a better personal financial position (56%). However, there are things non-profits can do to encourage giving, including giving a better understanding of what their organizations actually do to help people (16%) and explaining that more people are in need and would benefit from the help of donors (14%).

Americans believe the greatest need for charitable giving in 2011 will rest with hunger/food relief organizations (70%) and housing and sheltering organizations (45%), followed by health care (33%) and children's (32%) organizations. "Although these are tough times for non-profits, marketers and fundraisers need to find even more ways of telling their story and making a personal connection between those that are in need and those that can help," said Greeves. "The need for organizations to step up and make a difference is increasing and shows no signs of slowing down based on these survey findings. Americans know that people in their own neighborhoods are hurting—charities need to spread the word about how even a small donation can have an impact and what their organization does to make a difference."

Methodology: From December 14 to December 15, 2010, Vision Critical conducted an online survey among 1,005 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.

Half of Canadians Want to Hold a Federal Election in 2011

(12/23/10) -

Two thirds of respondents think it is likely that they will go to the polls in the New Year.

Half of Canadians would have no reservations about taking part in a federal election in 2011, a new Angus Reid Public Opinion / *Toronto Star* poll has found.

In the online survey of a representative national sample of 1,000 Canadian adults, 49 per cent of respondents agree with holding a federal election next year while one third (34%) disagree with the idea.

Nearly three-in-five respondents who voted for the Conservative Party in the 2008 federal election (57%) do not want to see an election in 2011. Conversely, 58 per cent of people who voted for either the Liberal Party or the New Democratic Party (NDP) in 2008 do support an election.

Despite their personal opinions on the matter, a majority of Canadians (57%) feel that a federal election is likely in the New Year. One quarter (24%) think it is unlikely while one-in-five are not sure (19%).

When asked which election outcome they would personally prefer, 36 per cent of respondents favour a Conservative government while slightly fewer (30%) support Liberal control. That said, nearly half of Canadians (48%) expect that the Conservatives will maintain their position in Ottawa. More than a third are not sure (36%) and 16 per cent expect the Liberals to form the government.

Were the Conservatives to win a majority of the seats in the House of Commons, 41 per cent of Canadians would be dissatisfied and one third would be happy (34%). With a Conservative minority government, 44 per cent would not be satisfied while 31 per cent would be content.

A scenario where the Conservatives win more seats than any other single party, but the Liberals and the NDP form a coalition government—having more combined seats than the Conservatives—would leave 31 per cent of Canadians satisfied, and 43 per cent dissatisfied.

Canadians would be most unhappy with a scenario in which the Conservatives win the most seats but the Liberals and NDP form a coalition government with the support of the Bloc Québécois. Only one-in-four Canadians (25%) would be satisfied with this outcome, while half of respondents (50%) would be dissatisfied.

Methodology: From December 21 to December 22, 2010, Angus Reid Public Opinion conducted an online survey among 1,016 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

Charitable Giving Declines as Canadians Face Financial Woes

(12/22/10) -

Nearly one-third of Canadians have not donated to a charity at all this year.

Most Canadians gave the same or less to charitable causes in 2010 than they did in 2009, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,000 Canadian adults, 71 per cent of respondents reported making a donation to a non-profit organization, whether in the form of cash, time or goods. In the United States, 65 per cent of Americans donated in 2010.

About three-in-five Canadians (57%) donated the same amount of money to charity as last year while one third (34%) reduced their contribution. Only eight per cent increased their gifts in 2010.

Canadians over the age of 55 were the most generous with their money in 2010—67 per cent of them report making a cash donation this year. Less than half (48%) of adults aged 18 to 34 chose to make a financial contribution to a non-profit in 2010.

Two thirds of respondents (66%) who voted for the Conservative Party in the last federal election donated cash while Liberal and Green supporters were likely to donate their time to a cause instead (37% and 38% respectively). One-third of NDP voters (32%) did not donate to a non-profit this year.

Regionally, three-in-five British Columbians (61%) gave cash donations and only 19 per cent elected not to donate in 2010. More than a third of Quebecers (37%) did not donate to any charities this year. Respondents in Manitoba and Saskatchewan were most generous with their time (34%).

Of those who donated to a non-profit in 2010, about three-in-ten (28%) gave through a collection at their church, synagogue, mosque or other place of worship, while one-in-four donated through direct mail campaigns (23%) or website accounts (24%). New media approaches are not well-adopted, with only four per cent donating via online ads, and a nominal percentage through social media, such as Facebook, and text messaging. Donating online is more popular in Canada at 24 per cent than in the U.S. at only 15 per cent.

Looking ahead to 2011, two-in-five Canadians (41%) plan to contribute the same amount as they did in 2010 and one-in-five (22%) plan not to give at all—29 per cent did not give this year. British Columbians plan to give more in 2011 with only 14 per cent responding that they will not be able to give. Three-in-ten respondents in Quebec (30%) do not plan to give at all next year. More than half of Canadians (51%) said they would give more to charitable organizations in 2011 if their own personal finances were in a better position.

Hunger and food charities are perceived as having the greatest need going into 2011 with two thirds of respondents (61%), while healthcare organizations and housing and shelter charities are second in terms of focus for those planning to donate in 2011 (43% each). The arts and museums are the lowest priority for Canadians looking to donate to non-profits at only five per cent.

In an Angus Reid Public Opinion poll conducted last month, four-in-five Canadians (81%) responded that their personal financial situation is the same or worse now than it was at the same time in 2009, which may offer some insight into the ongoing decline in charitable giving.

Methodology: From December 14 to December 15, 2010, Angus Reid Public Opinion conducted an online survey among 1,000 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

Little Growth in Planned Spending This Holiday Season in Canada

(12/21/10) -

One third of Canadians feel their personal finances are worse than this time last year.

Canadians consider their personal financial situation to be the same or worse than last year, a situation that is affecting their planned holiday spending, a new Angus Reid Public Opinion poll has found.

The online survey of a representative national sample of 1,032 Canadian adults also shows that nearly three quarters of respondents do not plan to purchase any gifts in the United States this year.

Four-in-five Canadians (81%) feel their personal financial situation is the same or worse than it was this time in 2009. The sentiment that things are worse is highest with British Columbians at 41 per cent while most respondents in Manitoba and Saskatchewan feel their situation is about the same.

As a result of their financial situation, 40 per cent of Canadians will spend less on gifts this year while 48 per cent plan to spend the same. More women (43%) than men (38%) are prepared to spend less than last holiday season.

Seven in ten respondents (73%) consider themselves “not too likely” or “not likely at all” to purchase holiday gifts in the U.S., whether by travelling to an American city to buy an item or ordering it online. Respondents aged 18 to 34 (33%) are more likely to buy gift in the U.S. than their older counterparts.

Methodology: From November 26 to November 29, 2010, Angus Reid Public Opinion conducted an online survey among 1,032 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

Canadians Souring On The Economy: Survey

After months of ambivalence on the economy, Canadians' sentiment...

TORONTO, December 20, 2010 – After months of ambivalence on the economy, Canadians' sentiment turned more negative in December – especially when it comes to perceptions of the current economy. These findings are consistent with our earlier results that indicated this will be the lowest-spending holiday season since 2005. Overall, TNS Canada's final Consumer Confidence Index of 2010 was down 1.5 points, more than erasing its small November gain. It ended the year at 96.1.

"Gloomy – that's how we can describe Canadians year-end sentiments on the economy," said Dr. Michael Antecol, vice-president of TNS Canada and director of the marketing research firm's monthly tracking study. "The year clearly isn't ending well for consumer confidence – indifference has given way to heightened negativity around both current and future economic prospects. It really isn't too surprising that so many Canadians are planning to sit on their wallets this holiday season."

The Present Situation Index, which captures evaluations of the overall state of the current economic and employment situations, took a decided drop in December. After a one-month positive blip of 2.1 points in November, the index returned to the negative results of September and October, falling 4.5 points to end the year at 89.0 – a score not seen since March of this year.

The results of the two future-oriented confidence indices were again mixed. The Expectations Index, which measures consumers' estimation of the economy, household income and employment in the next six months, returned to negative territory after two months of modest gains. In December the index fell 1.1 points to end 2010 at 104.6.

In contrast, the Buy Index, which gauges the degree to which people think the current period is a good time to make major purchases, continued its third quarter momentum. The index ended the year at 97.0, up 1.9 points in December and complementing the 4.3-point increases seen in the first two months of the third quarter.

"The results of the Buy Index provide some hope for the future. No doubt it is a good time to make some of those major buys – retailers are very busy lowering prices. The key will be whether this momentum can be sustained into 2011. But a word of caution – Canadians now have a higher debt to income ratio than our American neighbours. So, while these purchases may seem encouraging at first blush, they don't necessarily improve the underlying economic fundamentals. They are often purchased through increased debt – especially credit card debt – and when interest rates inevitable rise, we'll still be sitting on a house of cards."

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 December 6 and 12, 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.

About TNS

TNS, who recently merged with Research International, 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 70 countries, TNS is part of the Kantar Group. Please visit www.tnsglobal.com for more information.

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http://www.tnsglobal.com/news/news-55FFBE46AF1044E5A9F336D43C366BC7.aspx

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AUSTRALASIA

New Zealand Government Popularity Slightly Down

In New Zealand National-led Government (53.5%, down 2%) support down as Opposition Parties (46.5%, up 2%) gain ground

Finding No. 4618 - This latest New Zealand Roy Morgan Poll on voting intention was conducted by telephone with a New Zealand-wide cross-section of 941 electors from November 29 – December 12, 2010. Of all electors surveyed 4.5% (unchanged) did not name a party.: December 17, 2010

The latest New Zealand Roy Morgan Poll shows support for John Key's National-led Government has fallen to 53.5% (down 2%). Support for Prime Minister Key's National Party is 48.5% (down 2.5%), the Maori Party 2.5% (down 0.5%), ACT NZ 1.5% (up 0.5%) with United Future 1% (up 0.5%).

Support for Opposition Parties has risen to 46.5% (up 2%) with Labour Party 35% (up 2%), Greens 7%, (unchanged), New Zealand First 3% (unchanged), Progressive Party 0.5% (unchanged) and Others 1% (unchanged).

If a National Election were held today the **National Party would be returned to Government.**

The Roy Morgan Government Confidence Rating has fallen 0.5 points to 131.5 with 58.5% (down 0.5%) of New Zealanders saying New Zealand is 'heading in the right direction' compared to 27% (unchanged) that say New Zealand is 'heading in the wrong direction.'

Gary Morgan says:

"Today's New Zealand Roy Morgan Poll shows a fall in support for National (48.5%, down 2.5%) and a rise in support for the main Opposition Labour Party (35%, up 2%).

"Prime Minister John Key's National-led Government has maintained a strong lead in the New Zealand Roy Morgan Poll since its election two years ago. Heading towards a New Zealand General election later in 2011 John Key remains a strong favourite to be re-elected for a second term."

Electors were asked: *"If a New Zealand Election were held today which party would receive your party vote?"*

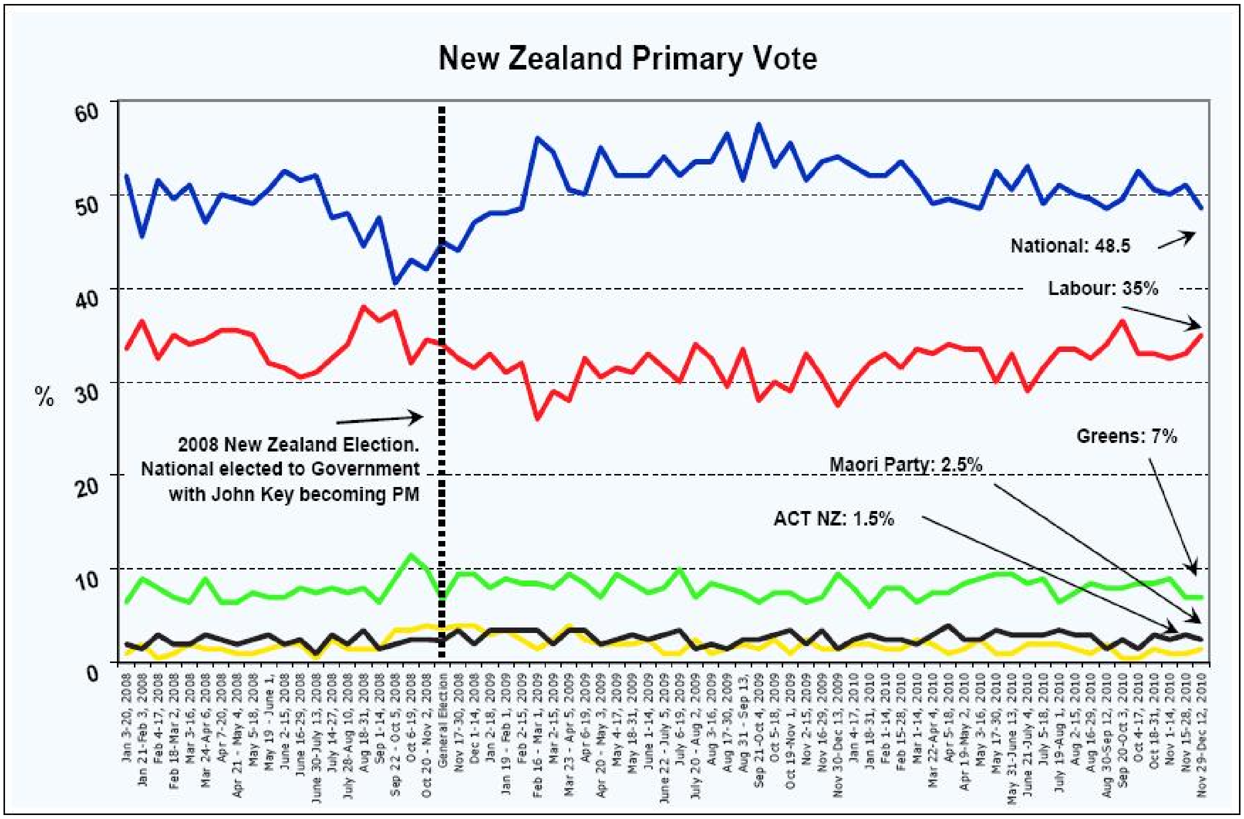
This latest New Zealand Roy Morgan Poll on voting intention was conducted by telephone with a New Zealand-wide cross-section of 941 electors from November 29 — December 12, 2010. Of all electors surveyed 4.5% (unchanged) did not name a party.

VOTING INTENTION SUMMARY

The following table compares the latest NZ Morgan Polls on Voting Intention with the result from the November 8, 2008 General Election:

PRIMARY VOTE	National	Labour	Green Party	ACT NZ	Maori Party*	United Future	Progressive	Party	NZ First	Other
	%	%	%	%	%	%	%		%	%
General Election, July 27, 2002	20.9	41.3	7	7.1	n/a	6.7	1.7		10.4	4.9
General Election, September	39.1	41.1	5.3	1.51	2.12	2.67	1.16		5.72	1.32

17, 2005											
General Election, November 8, 2008	44.93	33.99	6.72	3.65	2.39	0.87	0.91			4.07	2.47



<u>NEW ZEALAND: HEADING IN "RIGHT" OR "WRONG" DIRECTION?</u>

Electors were asked: *"Generally speaking, do you feel that things in New Zealand are heading in the right direction or would you say things are seriously heading in the wrong direction?"*

	New Zealand Roy Morgan Government Confidence Rating (Government of						
	June 22-July 5, 2009	July 6-19, 2009	July 20-Aug 2, 2009	Aug 3-16, 2009	Aug 17-30, 2009	Aug 31-Sep 13, 2009	Sep 21-4, 2009
	%	%	%	%	%	%	%
Right direction	63	66.5	66	66.5	65.5	67.5	72
Wrong direction	23	20.5	18.5	21.5	22	24.5	16.5
Roy Morgan GCR#	**140**	**146**	**147.5**	**145**	**143.5**	**143**	**155.5**
Can't say	14	13	15.5	12	12.5	8	11.5

Total	**100**	**100**	**100**	**100**	**100**	**100**	**100**

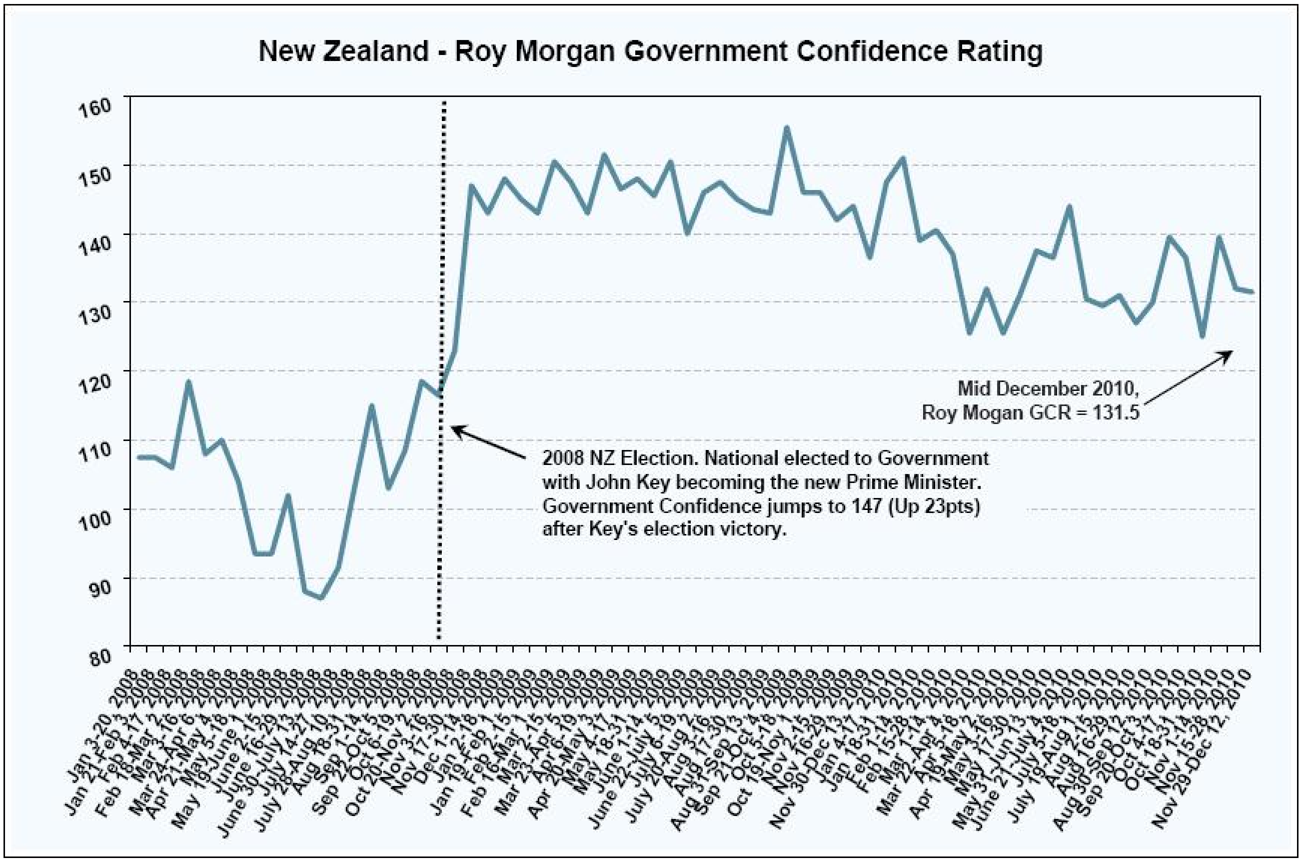
 # Roy Morgan GCR = Roy Morgan Government Confidence Rating (The Roy Morgan GCR is 100 plus the difference between the percentage of New Zealanders who say the country is "heading in the right direction" and the percentage who say the country is "seriously heading in the wrong direction").

	New Zealand Roy Morgan Government Confidence Rating (Government of J							
	Jan 4-17, 2010	**Jan 18-31, 2010**	**Feb 1-14, 2010**	**Feb 15-28, 2010**	**Mar 1-14, 2010**	**Mar 22-Apr 4, 2010**	**Apr 5-18, 2010**	**Apr 19-May 2, 2010**
	%	%	%	%	%	%	%	%
Right direction	68.5	71	64	65	64	57	61	55.5
Wrong direction	21	20	25	24.5	27	31.5	29	30
Roy Morgan GCR#	**147.5**	**151**	**139**	**140.5**	**137**	**125.5**	**132**	**125.5**
Can't say	10.5	9	11	10.5	9	11.5	10	14.5
Total	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

 # Roy Morgan GCR = Roy Morgan Government Confidence Rating (The Roy Morgan GCR is 100 plus the difference between the percentage of New Zealanders who say the country is "heading in the right direction" and the percentage who say the country is "seriously heading in the wrong direction").

	New Zealand Roy Morgan Government Confidence Rating (Government of					
	July 19-Aug 1, 2010	**Aug 2-15, 2010**	**Aug 16-29, 2010**	**Aug 30-Sep 12, 2010**	**Sep 20-Oct 3, 2010**	**Oct 4-17, 2010**
	%	%	%	%	%	%
Right direction	57.5	58.5	55	58	61.5	60.5
Wrong direction	28	27.5	28	28	22	24
Roy Morgan GCR#	**129.5**	**131**	**127**	**130**	**139.5**	**136.5**
Can't say	14.5	14	17	14	16.5	15.5
Total	**100**	**100**	**100**	**100**	**100**	**100**

 # Roy Morgan GCR = Roy Morgan Government Confidence Rating (The Roy Morgan GCR is 100 plus the difference between the percentage of New Zealanders who say the country is "heading in the right direction" and the percentage who say the country is "seriously heading in the wrong direction").



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. The following table gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. The figures are approximate and for general guidance only, and assume a simple random sample.

Sample Size	**Percentage Estimate**			
	40%-60%	***25% or 75%***	***10% or 90%***	***5% or 95%***
500	±4.5	±3.9	±2.7	±1.9
1,000	±3.2	±2.7	±1.9	±1.4

http://www.roymorgan.com/news/polls/2010/4618/

MULTI-COUNTRY SURVEYS

Americans, Britons and Canadians Prefer Artificial Christmas Trees

(12/24/10) -
Nearly one third of respondents in each country will not have a Christmas tree at home at all this year.

People in three countries are united in their choice to rely on artificial Christmas trees in 2010, a new Angus Reid Public Opinion poll has found.

The online survey of representative national samples shows that three-in-five Britons (62%) prefer an artificial Christmas tree while 58 per cent of Canadians and 53 per cent of Americans share this sentiment.

Consistently, more than a quarter respondents in each country do not have a Christmas tree at home (26% in Canada, 24% in Britain and 31% in the U.S.).

Respondents who have or planned to purchase a real Christmas tree this year were asked why they were doing so. Across the three countries, tradition is the main motivator for purchasing a fresh tree. Convenience was the main reason why the majority of people in all three countries opt for artificial trees.

In Canada, 37 per cent of those who have or plan to buy a real tree believe it is more environmentally friendly than an artificial one. In Britain and the United States, the proportions are 25 per cent and 24 per cent respectively.

One third of artificial tree owners (33%) in Britain believe that it is the more ecologically friendly option, along with 33 per cent of synthetic tree owners in the U.S. and 39 per cent in Canada.

Political preferences are a telling indicator as to whether a respondent prefers a real or artificial tree. In the United States, 20 per cent of Republicans favour an authentic tree, while only 15 per cent of Democrats concur. In Canada, a quarter of respondents who voted for the Green Party in the last federal election (24%) choose a real tree, while 63 per cent of Conservative Party voters go for the imitation tree. In Britain, only 11 per cent of Labour Party voters choose a real tree—compared to 18 per cent of Conservatives and 15 per cent of Liberal Democrats.

Methodology: From December 14 to December 17, 2010, Angus Reid Public Opinion conducted an online survey among 1,000 Canadian adults who are Angus Reid Forum panellists, 1,005 American adults who are Springboard America panellists, and 2,003 British adults who are Springboard UK panellists. The margin of error—which measures sampling variability—is +/- 3.1% for Canada and the United States and 2.2% for Great Britain. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of Canada, the US and Great Britain. Discrepancies in or between totals are due to rounding.

Adequate Housing Unaffordable for Many Worldwide

Adults in sub-Saharan Africa and former Soviet countries struggle most

December 23, 2010

At a time of year when people's thoughts often turn to those less fortunate, Gallup finds many people worldwide struggle to put adequate roofs over their families' heads, particularly adults in former Soviet countries and in sub-Saharan Africa. A median of 31% of adults in each region say there have been times in the past year when they did not have enough money to provide adequate shelter or housing for themselves or their families.

Adequate Housing Unaffordable for Many Worldwide

Medians

	% Yes	% No
*World	19%	80%
Sub-Saharan Africa	31%	69%
Former Soviet countries	31%	66%
Latin America and the Caribbean	21%	77%
Asia	17%	83%
Middle East and North Africa	14%	85%
United States	11%	88%
Europe	8%	91%
Canada	5%	95%

*Data collected in 128 countries in 2009 and 2010.
Have there been times in the past 12 months when you did not have enough money to provide adequate shelter or housing for you and your family?

GALLUP

Residents in Europe, the United States, and Canada, on average, are less likely to report struggling to afford shelter than residents in any other region.

Out of the 128 countries Gallup surveyed in 2009 and 2010, the former Soviet republic of Azerbaijan records the highest percentage (76%) of residents who say they didn't have enough money for adequate housing. This percentage may at least partly reflect challenges the United Nations Economic Commission for Europe says Azerbaijan faces in its housing sector, including the lack of affordable housing and illegal construction.

However, about 4 in 10 in neighboring Georgia (43%) and in Turkmenistan (38%) and Kyrgyzstan (41%) also say they found themselves in this situation. Percentages are half as high in the Baltic countries of Latvia and Estonia, where 19% say they struggled with affording adequate shelter.

Housing Disparities in Sub-Saharan Africa

Roughly half or more of adults in Liberia (53%), Chad (51%), and Tanzania (46%) have been confronted with this issue, but people's situations are not the same across Africa. Despite enormous inflation in Zimbabwe in recent years, fewer than one in five (19%) report struggling to afford shelter. This percentage has remained relatively stable since 2006 and is on par with South Africa (15%).

Housing Struggles in Sub-Saharan Africa

2009 and 2010 data

	% Yes	% No
Liberia	53%	47%
Chad	51%	49%
Tanzania	46%	54%
Zambia	39%	60%
Uganda	36%	64%
Congo (Kinshasa)	35%	64%
Sudan	35%	65%
Burundi	35%	65%
Nigeria	33%	66%
Cameroon	31%	69%
Comoros	31%	68%
Mauritania	31%	69%
Mali	31%	69%
Senegal	29%	71%
Niger	29%	71%
Malawi	28%	72%
Burkina Faso	27%	73%
Kenya	27%	73%
Ghana	27%	73%
Somaliland region	26%	74%
Rwanda	21%	79%
Djibouti	21%	79%
Zimbabwe	19%	81%
South Africa	15%	85%

Have there been times in the past 12 months when you did not have enough money to provide adequate shelter or housing for you and your family?

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Haitians Struggle More Than Other Latin Americans

Given the devastating earthquake in Haiti last year, and the skyrocketing housing prices in its aftermath, it is not that surprising that Haitians are the most likely in Latin America to report struggling with shelter. Four in 10 Haitians say there were times when they could not afford adequate housing in the past year. But many across the region are struggling, including more than one in three (34%) in Haiti's immediate neighbor, the Dominican Republic.

Few in Developed Asia, Middle East Report Troubles

Singaporeans, at 1%, are the least likely in the world to report such struggles, and percentages are similarly low in many other countries of developed Asia. But in developing Asian countries, roughly half in Cambodia (50%), the Philippines (49%), and Afghanistan (47%) say they've faced this situation.

Fewer than 1 in 10 adults in Qatar (9%), the United Arab Emirates (9%), Lebanon (9%), and Israel (8%) say there were times when they didn't have enough money for adequate shelter. But while the overall average is low for the Middle East and North Africa, as many as 41% in Bahrain, where the government announced earlier this year that it would spend more than $1 billion to tackle the country's shortage of affordable housing, admit struggling.

Most Europeans, Canadians, and Americans Less Likely to Struggle

Americans, Canadians, and most Europeans fare better than most worldwide, but they are not exempt from housing struggles. Slightly more than 1 in 10 Americans (11%) faced times in the past year when they didn't have enough money for adequate housing -- on par with respondents in many eastern and southern European countries. Canadians fare slightly better; 5% say they struggled at times, which is similar to residents in western European countries.

Most Europeans Less Likely to Struggle With Affording Adequate Housing

2009 and 2010 data

	% Yes	% No
Montenegro	18%	81%
Albania	17%	79%
Macedonia	15%	83%
Serbia	14%	85%
Romania	12%	87%
Italy	12%	87%
Spain	12%	88%
Greece	10%	89%
Bulgaria	10%	89%
Croatia	10%	89%
Poland	10%	89%
Kosovo	9%	87%
Hungary	9%	91%
Czech Republic	9%	89%
Cyprus	8%	90%
Belgium	8%	91%
Bosnia and Herzegovina	8%	91%
Slovakia	8%	91%
Portugal	7%	93%
France	7%	93%
Slovenia	7%	93%
Switzerland	5%	94%
United Kingdom	4%	96%
Austria	4%	95%
Ireland	4%	96%
Malta	4%	96%
Netherlands	4%	96%
Sweden	4%	96%
Finland	4%	96%
Germany	3%	97%
Luxembourg	2%	98%
Denmark	2%	97%

Have there been times in the past 12 months when you did not have enough money to provide adequate shelter or housing for you and your family?

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Bottom Line

Although what people may define as "adequate" housing or shelter varies worldwide, Gallup data show that many people around the world struggle to afford it. This highlights the global dilemma of meeting what is, along with being able to afford food for their families, one of the most basic of human needs.

Survey Methods

Results are based on telephone and face-to-face interviews with approximately 1,000 adults in 125 countries, 2,000 adults in Russia, 4,150 adults in China, and 6,000 adults in India, aged 15 and older, conducted in 2009 and 2010. For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error ranged from a low of ±1.7 percentage points in India to a high of ±4.7 percentage points in Haiti. The margin of error reflects the influence of data weighting. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Economic Prospects In 2011: Optimism In Asia And Pessimism In Europe

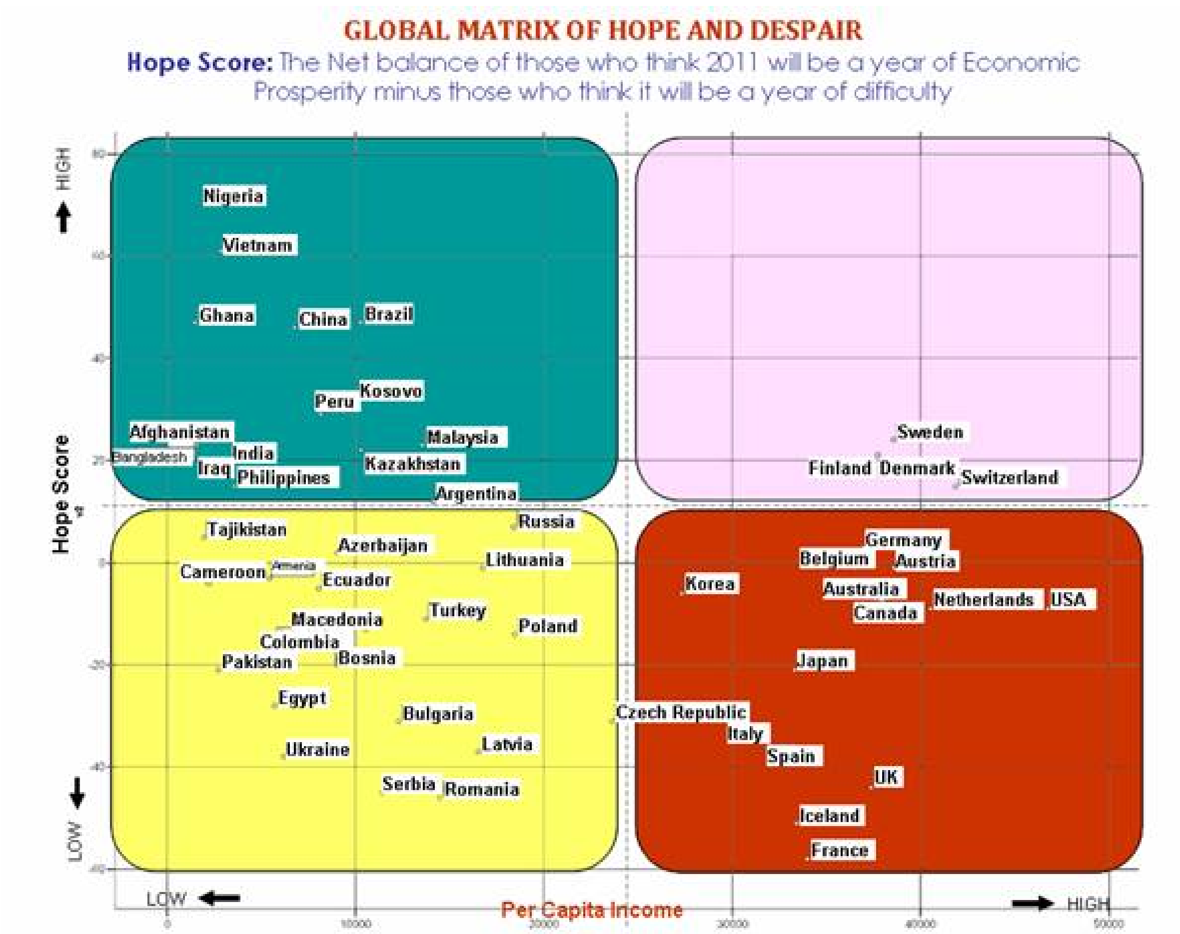
Findings from the World's leading Global Barometer conducted in 53 countries

Rising Powers of Asia and Latin America are Hopeful scoring 35 % on Net Hope; the G7 are Gloomy, scoring minus (-) 19 % on Net Hope. Global Survey confirms the shift from G7 to New Members of G20

Islamabad, 22 December 2010 — As the new century enters its second decade both economic data and perception data suggest that while wealth is still concentrated in Europe and North America , there is a shift of Power and Prosperity from the West of the 20th Century to the East. These findings have emerged from one of the largest global surveys covering 53 countries from across all continents including all the G7 countries, the four countries of emerging BRIC and another 45 countries from Asia, Africa, Latin America and Australasia. Together a sample of over **64000** scientifically selected men and women were interviewed by leading pollsters associated with Gallup International. This is the second global survey which the Group has conducted and released during this month. The other survey pertained to Perceptions of Corruption which the Group conducted on behalf of Transparency International.

A key question in the global survey asked: **Would you say that 2011 will be a year of Economic Prosperity, Economic Difficulty or remain the same.** At a global level 30% of the world expects that 2011 will be a year of Prosperity and 28% expect it to be a year of Economic Difficulty, while 42% think the economic situation will remain unchanged. * The hopefuls outscore the pessimists by 2%. That is the net Global Hope Score. But like many other good things in life Hope is also not uniformly spread across the globe. The data show that global hope is highly concentrated among the rising economic powers, the so called BRIC—Brazil, Russia, India and China. The Hope Score for this Group is 35%. In sharp contrast the Hope Score for the Rich countries of the world, known as the G7 (USA, Canada, Germany, France, UK, Italy, and Japan) is in the negative: -19%. Among them, the Pessimists (36%) outscore the Hopefuls (17%) by 19% points.

The Global Barometer of Hope and Despair: 2010, an Annual tradition initiated under the Chairmanship of Dr. George Gallup in 1977 and conducted every year since then shows that of the 53 countries polled this year 19 can be classified as **Hopeful** while 34 would be seen as **Pessimists**. But it is somewhat shocking to know that most of the wealthy nations of the world fall in the **Red Group**, High on Per Capita Income and Low on Hope for 2011, while the **Green Group** of Hopefuls is mostly comprised by low per capita income countries. The Greens are, in comparison to the Reds, Low on Per Capita Income but High on Hope. There is also a third group of countries which are unfortunately low on both Per Capita Income and Hope for 2011. The survey analysis has termed them as the **Yellow Group**. On the whole, of the 53 polled countries, 15 are in the Green Box, 14 in the Red Box and 20 in the Yellow Box. Fortunately there are a small number of countries that qualify to be classified as the **Purple Group**. They are High on both Hope Score and per capita income. These are 4 altogether including 3 Scandinavian nations (Sweden , Finland , Denmark) and Switzerland . (SEE MATRIX AHEAD)



PROSPECTS FOR EMPLOYMENT: 45% fear Unemployment

The survey also asked a question on Fear of unemployment. 45% of global respondents fear that unemployment might rise in their country in 2011. As opposed to this 27% believe it might fall while 23% expect the employment conditions to remain the same as in the current year. The remaining 5% did not give an answer.

OVERALL HOPE & DESPAIR: Globally 42% take an Optimistic outlook; 19% are Gloomy

Finally in response to an overall question: Would you say 2011 will be better, worse or the same as 2010, a good proportion of the world takes an Optimistic outlook with 42% saying they expect it to be better, while 19% think it will be worse, and 32% believe the situation will remain unchanged. The remaining 5% did not give an answer

LINKS FOR FURTHER INFORMATION: The following information will soon be uploaded (by December 24) following which you can click on a country name and get access to:

1- Trend data for the respective country. It would give results to the Global Barometer (1977-2010) for all years when the survey was carried out in that country.

2- Basic Country Profile including Population, Per Capita Income and Map.

SURVEY METHODOLOGY:

Findings are based on responses from more than 64,000 scientifically selected cross-section of Men and Women from all socio-economic classes from across the globe. The interviews were conducted by leading pollsters in all of G7 countries, the 4 BRIC nations and another 42 countries spanning all parts of Asia, Africa, Latin America and Australasia.

The error margin for national samples is generally ±3-5% at 95% confidence level. Field Work was carried out in October-December, 2010. Details on Field Work modes are provided in Methods Report. A separate detailed Statistical Report including the procedure to calculate Net Hope and Despair is available upon request.

Disclaimer: Gallup International Association or its members are not related to Gallup Inc., headquartered in Washington D.C which is no longer a member of Gallup International Association. Gallup International Association does not accept responsibility for opinion polling other than its own. We require that our surveys be credited fully as Gallup International (not Gallup or Gallup Poll). For further details see website*: www.Gallup-international.com*

NET HOPE SCORE BY PER CAPITA INCOME
(Per Capita Income in US$ at PPP): Figures for 2009

Serial	Country	Per Capita Income(Ranked High to	Net Hope Score

#		Low)	
1	USA	46730	-9
2	Switzerland	41830	15
3	Netherlands	40510	-9
4	Sweden	38560	24
5	Austria	38550	-1
6	Australia	38210	-7
7	Denmark	37720	21
8	Canada	37590	-7
9	UK	37360	-44
10	Germany	36960	3
11	Belgium	36520	-1
12	Finland	34430	17
13	France	33980	-58
14	Iceland	33390	-51
15	Japan	33280	-21
16	Spain	31630	-35
17	Italy	31330	-35
18	Korea	27310	-6
19	Czech Republic	23610	-31
20	Poland	18440	-14
21	Russian	18390	7
22	Lithuania	16740	-1
23	Latvia	16510	-37
24	Romania	14460	-46
25	Argentina	14120	12
26	Turkey	13730	-11
27	Malaysia	13530	23
28	Bulgaria	12290	-31
29	Serbia	11420	-45
30	Macedonia	10550	-13
31	Kazakhstan	10270	22
32	Brazil	10260	47
33	Kosovo*	10000	32
34	Azerbaijan	9030	2
35	Bosnia	8740	-17
36	Colombia	8500	-16
37	Peru	8140	29
38	Ecuador	8040	-5
39	China	6770	46
40	Ukraine	6190	-38
41	Egypt	5690	-28
42	Armenia	5420	-3

43	Philippines	3540	15
44	Iraq	3340	17
45	India	3260	24
46	Vietnam	2850	61
47	Pakistan	2710	-21
48	Cameroon	2200	-4
49	Nigeria	1980	70
50	Tajikistan	1950	5
51	Bangladesh	1580	23
52	Afghanistan*	1500	24
53	Ghana	1480	47

CYBERWORLD

U.S. Internet Users Ready to Limit Online Tracking for Ads

However, many are amenable to being tracked by advertisers they choose

December 21, 2010

U.S. Internet users would likely welcome a "Do Not Track" measure like the one the Federal Trade Commission is currently considering to keep advertisers from tracking their movements online. Gallup finds Internet users largely aware that advertisers use their online browsing history to target ads to their interests, but largely opposed to such tactics -- even if they help to keep websites free.

Internet Users' Views About Online Tracking for Ads

	Yes	No
	%	%
Should advertisers be allowed to match ads to your specific interests based on websites you have visited?	30	67
Are these methods justified because they keep costs down so users can visit websites for free, or are they not justified because the free access is not worth the invasion of privacy involved? (% Yes = justified; % No = not justified)	35	61

USA Today/Gallup poll, Dec. 10-12, 2010

GALLUP

The results, from a *USA Today*/Gallup poll conducted Dec. 10-12, 2010, come as the Federal Trade Commission considers a measure that would allow Internet users to essentially opt out of online tracking, as they do with the telemarketing "Do Not Call" list. *AdWeek* in a recent editorial said such a measure would amount to an "apocalypse" for online advertisers, particularly for the fast-growing $1.1 billion industry that relies on these tactics to target content to users.

In the Gallup survey, 50% of Americans reported using the Internet for more than an hour per day, including 68% of 18- to 34-year-olds, 55% of 35- to 54-year-olds, and 69% of those making at least $75,000 per year. These highly sought-after Internet users are slightly more likely than the oldest and least affluent users to say tracking tactics should be allowed, though they are still largely opposed.

Internet Users' Views About Online Tracking for Ads

By age and annual income

	Yes, advertisers should be allowed to match ads to interests based on websites visited	Yes, the invasion of privacy involved is worth it to allow people free access to websites
	%	%
All Internet users	30	35
18 to 34	34	40
35 to 54	32	37
55+	26	31
$75,000 or more	35	40
$30,000 to $74,999	34	39
Less than $30,000	24	27

USA Today/Gallup poll, Dec. 10-12, 2010

GALLUP

Internet users send a mixed message about how much these ads are influencing them. On the one hand, more than 6 in 10 say they have noticed that some ads are targeted specifically to them based on websites they have previously visited. On the other, 9 in 10 say they pay little or no attention to online ads. These assessments vary little by age and income.

Internet Users' Awareness of Tracking for Online Ads
& Attention Paid to Online Ads

By age and annual income

	Yes, have noticed that ads are targeted based on websites visited	Great deal/ Fair amount of attention paid to online ads	Not much attention/ None at all paid to online ads
	%	%	%
All Internet users	61	10	90
18 to 34	69	7	93
35 to 54	62	12	88
55+	55	9	91
$75,000 or more	66	9	91
$30,000 to $74,999	62	9	90
Less than $30,000	55	9	90

USA Today/Gallup poll, Dec. 10-12, 2010

GALLUP

One bright spot for advertisers is that when given the choice, at least a plurality of both young and affluent Americans say they would prefer to allow the advertisers of their choosing to target ads to them -- rather than allow all or no advertisers to do so. The oldest and least affluent Americans are the most likely to say they would prefer that no advertisers be allowed to target ads to them.

If you had a choice, which would you prefer -- to allow all advertising networks to target ads specifically to you, allow only those advertising networks you choose to target ads specifically to you, (or) to not allow any advertising networks to target ads specifically to you?

By age and annual income

	Allow all	Allow only those advertisers I choose	Allow none
	%	%	%
All Internet users	14	47	37
18 to 34	13	57	28
35 to 54	15	48	36
55+	14	37	45
$75,000 or more	16	49	33
$30,000 to $74,999	14	53	32
Less than $30,000	14	36	47

USA Today/Gallup poll, Dec. 10-12, 2010

GALLUP

Implications

Internet users are overwhelmingly negative about whether it is OK for advertisers to use their online browsing history to target ads to them, suggesting they would largely welcome regulation to limit the use of such tactics. The vast majority of Internet users -- including the young and the affluent -- say they do not pay much attention to online ads, though many will admit they have noticed the specific, customized nature of the content.

Internet users' attitudes do, however, provide useful intelligence for the online advertising industry to chart a more positive -- and perhaps more influential -- course of action. Because young and affluent Internet users appear amenable to targeted advertising from the advertisers they specifically choose, advertisers may be best advised to consciously ask users if they are willing to get customized advertisements from them. Doing so would limit ads to those users want to see, thus likely increasing the amount of attention users pay to them and decreasing their displeasure with advertisers more broadly.

If the FTC moves forward with a "Do Not Track" measure that is voluntary for advertisers, Internet users' clear desire is for online advertisers to sign up -- and leave decisions about who can track them squarely in users' hands.

Survey Methods

Results for this *USA Today/*Gallup poll are based on telephone interviews conducted Dec. 10-12, 2010, with a random sample of 1,019 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.

For results based on the total sample of 840 Internet users, 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.

http://www.gallup.com/poll/145337/Internet-Users-Ready-Limit-Online-Tracking-Ads.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas - Business - Northern America - USA

High Speed Internet Tops Other Technologies as Most Impactful Development of Past Decade

Almost Half Agree Stem Cells and Cloning for Organ Transplants will be Regular Practice by 2020

UTICA, NY - A Zogby International interactive survey finds adults agree that the expansion of high speed internet has had the greatest technological impact on society over the past decade, and it is the technology most believe they cannot live without. The poll of 1,950 adults was conducted from Dec. 8 - Dec. 10, 2010.

Facebook came in a close second (22%) to high speed internet (24%) as the technology having the most impact on society over the past decade. Google was third on that list with 10%. Women (27%) and adults under the age of 55 find Facebook the most impactful while men (27%) and those over 55 say high speed internet has had the greatest impact on society. Adults aged 35-54 are split between Facebook (25%) and high speed internet (24%). Young adults, aged 18-24, find Google (25%) as the second most impactful invention of the past decade, with Facebook (28%) being first.

Of the technologies most say they cannot live without, high speed internet comes in first at 28% and email is the second at 18%. Facebook garnered only 3% among all adults. However, 15% of young adults (aged 18-24) say they cannot live without Facebook.

While computing brought in the big numbers for 2010 and the past decade, many Americans believe the greatest technological advancement for the next year will be in home entertainment (24%), general computing (16%) is still among the top ranks but comes in second.

In the next decade (by the year 2020), American's believe the following will be take place:

- Regular use of stem cells and cloning techniques to create human organs for transplant (43%)
- Computer chips implanted in people to monitor their health (40%)
- Robots capable of performing manual labor jobs (40%)
- Incorporation of virtual reality into home entertainment (36%)

Zogby International conducted an online survey of 1,950 adults from Dec 8 - Dec. 10, 2010. A sampling of Zogby International's online panel, which is representative of the adult population of the US, was invited to participate. Slight weights were added to region, party, age, race, religion, gender, education to more accurately reflect the population. The margin of error is +/- 2.3 percentage points. Margins of error are higher in sub-groups. The MOE calculation is for sampling error only.

(12/20/2010)

http://www.zogby.com/news/ReadNews.cfm?ID=1934