

BUSINESS AND POLITICS IN THE MUSLIM WORLD

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Prelude

This week report consists of 32 surveys. All of these surveys are national surveys.

Commentary: Russia's Main CIS partner- Kazakhstan

13.12.2010

Russians regard Kazakhstan as the most reliable partner of Russia among the CIS countries (37%). The leader of the previous year Belarus is ranked second (23%).



MOSCOW, December 13, 2010. Russian Public Opinion Research Center (VCIOM) presents the data of the yearly study describing which countries Russians think are most reliable for Russia.

According to Russians, Kazakhstan is the most stable and successful country among the CIS states (34%, a year ago - 29%), followed by Belarus which was the leader a year ago (from 41 to 31%). The third place is held by Ukraine which has strengthened its position (from 5 to 19%). This is followed by Armenia (9%), Azerbaijan (6%), Moldavia and Turkmenistan (5% for each), Uzbekistan and Georgia (3% for each). Kyrgyzstan and Tajikistan was assessed as being least stable states (2% and 1% respectively).

IN BRIEF:

- ✓ Russians believe that Kazakhstan is the most reliable partner of Russia among the CIS countries (37%).
- ✓ Belarus, the leader of the previous year, is ranked second (from 43 to 33%); Ukraine, on the contrary, has strengthened its position (from 4 to 21%).
- ✓ Among the leaders of the CIS countries Russians trust the president of Kazakhstan N. Nazarbaev most (32%).

Kazakhstan is regarded to be the most reliable partner of Russia among the CIS states (37%); the share of such respondents has increased over the recent year (from 31% in 2009). The previous leader Belarus is mentioned rarer (from 43 to 23%). On the contrary, Ukraine's position has considerably strengthened having reached the third place (from 4% to 21%). The rest CIS countries are mentioned much rarer such as Armenia (6%), Moldavia (4%), Azerbaijan and Uzbekistan (3% for each), Kyrgyzstan and Turkmenistan (2% for each). And only 1% of Russians trust Georgia and Tajikistan.

The president of Kazakhstan Nursultan Nazarbaev holds the leading position among the leaders

of the CIS countries (32%), followed by V. Yanukovich on the second place (17%) - his rating is much higher compared to the rating of the previous Ukrainian leader V.Yuschenko (3%). Vice versa, the Belarus leader A.Lukashenko was ranked lower (from 33 to 16%). They are followed by the president of Azerbaijan Ilkham Aliev (5%), the president of Armenia Serzh Sargsyan (4%), the president of Uzbekistan Islam Karimov, the president of Kyrgyzstan Roza Otunbaeva, the president of Turkmenistan Gurbanguly Berdymukhammedov - they are trusted by only 2% of Russians (for each). Least reliable leaders are the leader of Moldavia Mikhai Gimpu, the leader of Tajikistan Emomali Rahmon and the leader of Georgia Mikhail Saakashvili - only 1% of Russians (per each) trust them.

Asked what CIS country ensures political, social, civil and other rights of the Russian-speaking population, Russians pointed out Belarus (27%), Kazakhstan (21%) and Ukraine (17%). Remarkably, compared to 2009, twice less Russians mentioned Belarus (47% in 2009), and much more Russians mentioned Ukraine (6% in 2009). Other countries of the CIS scored not more than 5%.

Asked if they are interested to know more about the history and culture of the CIS countries, most of respondents said they were attracted by the culture and history of Ukraine, Belarus (15% for each) and Kazakhstan (14%). Respondents are also interested in the cultural heritage of Armenia (12%) and Moldavia (10%).

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

SOURCE: <http://wciom.com/news/press-releases/press-release/single/111162.html>

Russia

Russia:

Population: 139,390,205 (July 2010 est.)

GDP per Capita: \$15,100 (2009 est.)

► Founded in the 12th century, the Principality of Muscovy, was able to emerge from over 200 years of Mongol domination (13th-15th centuries) and to gradually conquer and absorb surrounding principalities. In the early 17th century, a new Romanov Dynasty continued this policy of expansion across Siberia to the Pacific. Under PETER I (ruled 1682-1725), hegemony was extended to the Baltic Sea and the country was renamed the Russian Empire. During the 19th century, more territorial acquisitions were made in Europe and Asia. Defeat in the Russo-Japanese War of 1904-05 contributed to the Revolution of 1905, which resulted in the formation of a parliament and other reforms. Repeated devastating defeats of the Russian army in World War I led to widespread rioting in the major cities of the Russian Empire and to the overthrow in 1917 of the imperial household. The Communists under Vladimir LENIN seized power soon after and formed the USSR. The brutal rule of Iosif STALIN (1928-53) strengthened Communist rule and Russian dominance of the Soviet Union at a cost of tens of millions of lives. The Soviet economy and society stagnated in the following decades until General Secretary Mikhail GORBACHEV (1985-91) introduced glasnost (openness) and perestroika (restructuring) in an attempt to modernize Communism, but his initiatives inadvertently released forces that by December 1991 splintered the USSR into Russia and 14 other independent republics. Since then, Russia has shifted its post-Soviet democratic ambitions in favor of a centralized semi-authoritarian state whose legitimacy is buttressed, in part, by carefully managed national elections, former President PUTIN's genuine popularity, and the prudent management of Russia's windfall energy wealth. Russia has severely disabled a Chechen rebel movement, although violence still occurs throughout the North Caucasus.

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



SUMMARY OF POLLS

MIDDLE EAST

Palestinians Are Optimistic of Financial Situation in 2011

Palestinians attach hopes with 2011. They feel their financial situation will be better in 2011 as compared to 2010. They also see positive impact of foreign aid on their lives. (Palestinian Center for Public Opinion PCPO)

December 29, 2010

WEST & CENTRAL ASIA

Pakistanis Sense Conspiracy in Wikileaks

More than half of all Pakistanis (53%) claim to be aware of the wikileaks episode, more than half of whom (52%) believe that the documents have been deliberately published by America. (Gilani poll/Gallup Pakistan)

December 27, 2010

SOUTH EAST ASIA

New Year Hope Very High In Philippines

More Filipinos are hopeful of the coming New Year, the Social Weather Stations (SWS) said, with their number near a record high hit eight years ago. A Nov. 27-30 poll had 93% saying they were entering 2011 with hope, up from 2009's 89% and just two points off the 95% peak hit in December 2002. (SWS)

December 28, 2010

Expectations of a happy Christmas improves to 69%

Sixty-nine percent of adult Filipinos are expecting a happy Christmas, 7% expect it to be sad and 24% say their Christmas will be neither happy nor sad, according to the Fourth Quarter 2010 Social Weather Survey. (SWS)

27 December 2010

SUB-SAHARAN AFRICA

Nigerians Annoyed of Excessive National Assembly Pay

An overwhelming majority of Nigerians are opposed to the huge salaries and allowances, which are currently being "earned" by members of the National Assembly. That is a major finding of the November edition of the groundbreaking monthly Snap Poll conducted by NOI Polls. (NOI POLLS)

December 8, 2010

Nigerians Confident in Judiciary

Findings from the NOI Snap Poll for November show 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. (NOI POLLS)

December 8, 2010

EAST EUROPE

Kazakhstan: Main CIS Partner Of Russia

According to Russians, Kazakhstan is the most stable and successful country among the CIS states (34%, a year ago - 29%), followed by Belarus which was the leader a year ago (from 41 to 31%). The third place is held by Ukraine which has strengthened its position (from 5 to 19%). (Russian Public Opinion Research Center)

December 13, 2010

Russia To Host World Cup: Turning Dreams Into Reality

Two-thirds of Russians support the idea of holding the 2018 World Cup in Russia, though only half of Russians were aware that Russia attended the World Cup host competition. Only 12 perceive the idea negatively. (Russian Public Opinion Research Center)

December 10, 2010

WEST EUROPE

(UK) Mixed Start To Busiest Shopping Week Of The Year

Footfall data released for Boxing Day, Sunday 26th December 2010 by Synovate Retail Performance show a mixed bag of results. Synovate's Retail Traffic Index (RTI), which measures the number of shoppers entering over 6,000 non-food stores around the UK, shows that 22.8% fewer shoppers ventured out yesterday, compared to Boxing Day 2009. (Synovate)

27 December 2010

Two-in-Five Britons Reduced Their Charitable Donations in 2010

More than half of Britons gave the same amount to charitable causes in 2010 as they did in 2009, a new Angus Reid Public Opinion poll has found. Nearly one third of respondents have not donated to a charity at all this year. (Angus Reid)

December 27, 2010

Britons Saddened, Ashamed and Disgusted by Student Demonstration

Most people in Britain support the measures taken by the Metropolitan Police during a recent demonstration in London over tuition fees and many would consent to the use of the water cannon in future protests, a new Angus Reid Public Opinion poll has found. Most respondents believe "kettling" was justified during the 9 December demonstration in London. (Angus Reid)

December 29, 2010

Germans See Wikileaks Critically

The publication of reports from US-embassies on the internet platform WikiLeaks is seen very critically by the public: Two thirds of the Germans (65 percent) are of the opinion that such diplomatic reports should be kept secret. 53 percent of the Germans do not find it that good that a platform like WikiLeaks exists. In contrast, 43 percent see WikiLeaks positively. (Infra Test Dimap)

December 2010

NORTH AMERICA

Upper-Income Shoppers Lead Strong Christmas Week Spending

An upper-income spending splurge led the way to strong self-reported spending during Christmas week 2010. Upper-income Americans' self-reported consumer spending in stores, restaurants, gas stations, and online averaged \$183 per day during the week ending Dec. 26 -- up from \$126 during the same week in 2009. (Gallup USA)

December 29, 2010

Most Adults will make New Year's Resolutions

Only 32% of American adults say that they will not be making any New Year's Resolutions this year, according to a recent Zogby International interactive poll. The poll also shows that people agree they will exercise more (41%), lose weight (36%) and/or save money (35%). The poll also finds that younger people are more likely to report that they plan to make New Year's resolutions. (Zogby International)

December 30, 2010

Blizzard-Hit Regions See Consumer Spending Plummet

In the first two days of the day-after-Christmas blizzard that affected more than 20 states east of the Missouri River, consumers' average daily spending fell by nearly 50% in the East and by 55% in the Midwest, compared with their average spending over the four days prior to Christmas. By contrast, spending in the South and West fell by no more than 11% over the same time period. (Gallup USA)

December 30, 2010

Concerns For The Country

The economy remains the country's most important problem, and American perceptions of it continue to be negative. 30% today think the economy is getting worse, although that is down from the 36% who thought so a year ago. However, there are also fewer Americans today who think things are getting better than there were a year ago. 25% say that is the case today; last year 30% said the economy was getting better. (Yougov)

December 29, 2010

2010: Bad, But Not As Bad As 2009

2010 was not a good year but, according to the Americans interviewed in the latest *Economist/YouGov* Poll, it was better than 2009. 72% say that 2010 was a "bad" year for the world, but that is nine points fewer than the 81% who thought 2009 was a bad year when they were interviewed in December, 2009. More than one in four say 2010 was a good year for the world, up from the 19% who felt that way about 2009. (Yougov)

December 29, 2010

U.S. Economic Confidence Improves During Christmas Week

Gallup's Economic Confidence Index averaged -26 during the week ending Dec. 26 -- better than earlier in the month, but not enough improvement to bring the month's average up to that of November 2010. (Gallup USA)

December 28, 2010

Barack Obama, Hillary Clinton Are 2010's Most Admired

President Barack Obama is Americans' Most Admired Man of 2010, substantially ahead of the former presidents, iconic religious leaders, and others who fill out the top 10 list. Obama first became Americans' Most Admired Man in 2008, shortly after his election as the nation's 44th president, and has held the title since then. (Gallup USA)

December 27, 2010

All 10 States Losing Congressional Seats Tilt Democratic

Each of the 10 states losing congressional seats as a result of the newly announced 2010 census reapportionment process is politically Democratic, based on a Gallup political identification measure from the first six months of this year. Five of the eight states gaining seats skew Republican. (Gallup USA)

December 27, 2010

"Season of Progress" Does Little for Obama's Approval Rating

President Barack Obama's job approval rating for Dec. 26-28 is 47%, down slightly from his post-midterm-election peak of 49% recorded last week, and close to his average level of approval since November. Currently, 46% of Americans disapprove of Obama's job performance. (Gallup USA)

December 30, 2010

Near-Record High See Religion Losing Influence in America

Seven in 10 Americans say religion is losing its influence on American life -- one of the highest such responses in Gallup's 53-year history of asking this question, and significantly higher than in the first half of the past decade. (Gallup USA)

December 29, 2010

2010 Poll Findings that Will Matter in 2011

On issues ranging from the rising power of China to the desirability of bipartisan cooperation and the outlook for the nation's future, Americans expressed views over the course of the past year that are likely to have consequences for the future course of U.S. policy and governance. (Pew Research Center)

December 30, 2010

Public's Top Stories of the Decade -- 9/11 and Katrina

The 9/11 terrorist attacks drew more public interest than any other story in the past decade. In October 2001, a month after the attacks, 78% said they were following news about the story very closely, up slightly from the week after the attacks (74%). (Pew Research Center)

December 30, 2010

Most Americans Remain Suspicious of Iran's Nuclear Aspirations

More than two thirds of Americans believe the Government of Iran is actively pursuing a nuclear weapons program, but only one-in-four believe the United States should rely on military force to deal with this threat, a new survey has found. Iran rated as most unfavorable nation out of 12 tested, but only about one-in-four Americans believe it is time to use military force. (Angus Reid)

December 29, 2010

American Views on Immigration Temper Slightly Since the Summer

While more than half of Americans continue to have negative views on immigration, the attitudes of respondents have softened since the heated public debates of summer regarding the Arizona immigration law, a new survey has found. Two-in-five Americans would deport all illegal immigrants currently working in the U.S., while three-in-ten endorse the “path to citizenship.” (Angus Reid)

December 30, 2010

Most Canadians Indifferent to Monarchy and Royal Wedding

The share of Canadians who want the country to remain a monarchy in the future has dropped significantly, a new Angus Reid Public Opinion poll has found. Most respondents believe Prince William’s wedding day should not be a holiday in Canada. (Angus Reid)

December 30, 2010

Half of Canadians Ready to Wave Goodbye to the Penny

More than half of Canadians believe the penny should be abandoned, a new Angus Reid Public Opinion poll has found. Younger respondents are evenly split on whether the one cent coin should be taken out of circulation. (Angus Reid)

December 29, 2010

Canadians Split on What the Next Federal Budget Should Address

Canadians have identified three priorities as the country awaits the next federal budget, a new Angus Reid Public Opinion / *Toronto Star* poll has found. Balancing the budget, creating jobs and spending on health care are the most important issues. (Angus Reid)

December 28, 2010

CYBERWORLD

Cash for Content Online

Nearly two-thirds of internet users (65%) have paid to download or access some kind of online content from the internet, ranging from music to games to news articles. Music, software, and apps are the most popular content that internet users have paid to access or download, although the range of paid online content is quite varied and widespread. (Pew Research Center)

December 30, 2010

Mobile Politics 2010

More than a quarter of American adults (26%) used their cell phones to learn about or participate in the 2010 midterm election campaign. In a post-election nationwide survey of adults, the Pew Research Center's Internet & American Life Project found that 82% of adults have cell phones. Of those cell owners, 71% use their phone for texting and 39% use the phone for accessing the internet. . (Pew Research Center)

December 28, 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. (Zogby International)

December 20, 2010

MIDDLE EAST

Palestinians Are Optimistic of Financial Situation in 2011

December 29, 2010

The most recent poll of the Palestinian Center for Public Opinion prepared by Dr. Nabil Kukali has revealed that:

(33.2 %) of the Palestinians expect that their financial situation in 2011 will be better than in 2010.

(74.5 %) believe that the European and American financial aids positively contribute to their welfare.

(52.2 %) have no idea about the existence of projects in their residential areas that are allocated to the improvement of the infrastructure and are financed by the donor countries.

(71.0 %) support the issue at present a Palestinian currency.

(61.1 %) read primarily al-Quds newspaper as to get well informed about the global issues.

(97.5 %) are in favor of establishing a civil airport in the West Bank.

Beit Sahour – Public Relations Bureau:

The most recent poll prepared by **Dr. Nabil Kukali**, conducted and published by the Palestinian Center for Public Opinion (www.pcpo.org) during the period from December 10-20, 2010, covered a random sample of (1018) respondents representing the various demographic specimens of adult Palestinians (18 years and above) living in the West Bank, including East Jerusalem, and Gaza Strip. The poll revealed that (33.2 %) of the Palestinians expect a betterment in their economic situation in 2011.

Dr. Nabil Kukali, founder and Director-General of the Palestinian Center for Public Opinion, said that the improvement of the economic situation in the occupied Palestinian Territories in 2010 compared with the foregoing years gave the Palestinian public a feeling of optimism that their financial situation in 2011 will be further improved. He added that the financial assistance provided by the EU and the US substantially contribute to the welfare of the Palestinian people, as (74.5 %) of the Palestinians appreciate that. (44.1 %) of the Palestinians, **Dr. Kukali** said, receive supporting funds from family members working abroad. He indicated that the majority of the Palestinians are at present in favor of issuing a currency of their own, despite the fact that they believe the PMA is incapable of issuing such a currency and that the

present Palestinian economy is unable to protect the stability of the rate of exchange of this currency.

Dr. Kukali further referred to the finding that al-Quds newspaper is the primary printed media source for the Palestinians in the Palestinian territories from which they learn about the global issues and their impact on the Palestinian-Israeli conflict. He added that a high rate of the Palestinian public is connected to the internet as this service is now available at competitive prices in most of the Palestinian regions.

Furthermore, he illustrated, a further high percentage of the Palestinians have already a facebook account due to the increasing significance of this high-tech communication system in the social relations of the people with each other, particularly with relatives and friends abroad, through which they can express their sufferings, hopes and aspirations to each other.

Expectations of the financial situation in 2011:

Responding to the question: "A year from now, do you expect the financial situation of your household would become much better than it is now, somewhat better, remain unchanged, somewhat worse or much worse than it is now ?" , (9.4 %) answered "much better", (23.8 %) "somewhat better", (29.6 %) "would remain unchanged", (11.5 %) "somewhat worse", (13.0 %) "much worse" and (12.7 %) said "I don't know".

The present financial situation in 2010:

Regarding the question: "Compared with the foregoing year, do you think the financial situation of your household or family in 2010 is much better, somewhat better, almost unchanged, somehow worse or much worse than the year before ?" (6.8 %) answered "much better", (33.1 %) "somewhat better", (40.6 %) "almost unchanged", (6.2 %) "somehow worse", (6.0 %) "much worse" and (7.3 %) answered: "I don't know".

Household income:

With respect to the question: "When you think about your household income, do you think that it's on average, or somehow lower, or very much lower, or somehow higher or very much higher than the average income ?", (40.2 %) answered: "on average", (22.1 %) "somehow lower than the average income", (18.1 %) "very much lower", (15.8 %) "somehow higher", (2.8 %) "very much higher than the average income", and (1.0 %) answered "I don't know".

Projects of the donor countries:

In regard to the question: "Do you know that there are projects in your residential area, that are allocated to the improvement of the infra structure and that these are funded by the donor countries ?" (52.2 %) answered "No, I didn't", (39.2 %) "Yes, I know" and (8.6 %) answered "I don't know".

And responding to the question: "Are you satisfied with these projects ?", (25.2 %) said

"Yes, very much satisfied", (56.5 %) " Yes, somewhat satisfied", (12.8 %) "No, somewhat dissatisfied", (4.8 %) "No, very much dissatisfied" and (0.7 %) said "I don't know".

Significance of the foreign assistance:

Responding to the question: " Up to which extent, do you think, do the EU and US financial aids contribute, in general, to the welfare of the Palestinian people ?", (39.2 %) said "to a great deal", (35.3 %) "to a fair extent", (13.1 %) "to a slight extent", (6.3 %) "nil" and (6.1 %) answered "I don't know".

Money transfer actions:

With respect to the question: "Do you receive money from any of your household members in or outside the country ?", (44.1 %) said "Yes", (54.6 %) "No" and (1.3 %) refused to answer.
And on the question: " Which method do you primarily apply to receive the money ?" , (40.1 %) answered "via money changers", (6.9 %) "as banker checks" , (7.7 %) "via Western Union", (12.4 %) "as bank transfer order", (0.9 %) "by informal ways", (40.4 %) "via family members or friends", (12.7 %) "by myself", (1.4 %) "otherwise" and (13.4 %) refused to answer.

The Palestinian Currency:

Responding to the question:" Are you, in principle, in favor of issuing at present a Palestinian currency or not ?", (71.0 %) answered "Yes, in favor", whilst (22.1 %) said "No, not in favor" and (6.9 %) answered: " I don't know".

(70.7 %) of the Palestinian public believe that the PMA is incapable of issuing at present a Palestinian currency, whilst (19.7 %) are of the contrary opinion, and (9.6 %) refused to answer this question.

In this context, (65.3 %) of the respondents are of the opinion that the issuance of a Palestinian currency will bring in positive results to the Palestinian economy, whilst (21.5 %) are of the contrary opinion, and (13.2 %) were undecided.

Furthermore, regarding the question: "Would you support the PMA in its intention to issue an own currency, or not ?", (15.7 %) said "Yes, I would strongly support it", (50.5 %) "I would support it", (7.4 %) " I would oppose it", (4.6 %) " I would strongly oppose it", (14.0 %) "undecided" and (7.8 %) answered "I don't know".

(68.7 %) of the Palestinian public are of the opinion that their economy is unable to protect the stability of the Palestinian currency rate of exchange in case of its issue, whilst (15.4 %) said "it is able" and (15.9 %) declined to answer the question.

Smoking habit:

A good majority (54.7 %) of the Palestinians are absolutely non-smokers, (11.5 %) are light smokers (few cigarettes a' day), (3.5 %) are casual smokers (few cigarettes a'

week), (14.1 %) are ordinary smokers (half a packet every day) and (16.2 %) are heavy smokers (one packet and more every day).

The mobile cell-phone:

Responding to the question: " How long are you, in general, every day on your mobile cell-phone ?", (54.9 %) said "few minutes", (25.2 %) " up to half-an-hour", (7.1 %) "up to one hour", (2.4 %) " up to two hours", (2.4 %) " more than two hours" and (8.0 %) "have no mobile".

Sleeping hours:

Regarding the question: " How many hours do you usually sleep in the night ?, (17.8 %) said " 4 – 5 hours", (72.7 %) " 6 – 8 hours", and (9.5 %) "9 hours and more".

Home owners / tenants:

(86.5 %) of the Palestinians are home owners, (13.5 %) are tenants.

Religiosity:

Responding to the question: "How do you describe yourself from the religious aspect ?", (1.9 %) answered "secular", (53.7 %) "religious", (41.2 %) "traditionalist" and (3.2 %) "activist".

Immigration:

On the question: " If the immigration door to the West would be opened for you, would you immigrate or stay in your country ?", (60.8 %) answered "I will stay in my country", (29.5 %) "I would immigrate" and (9.7 %) said " I don't know".

Internet:

Regarding the question: " Do you have an internet connection at home, at your work place or in your cellular phone ?", (67.2 %) answered " I have", and (32.8 %) "I don't have".

Facebook:

Responding to the question: " Do you have a Facebook account or not ?", (66.7 %) answered "Yes, I have", (32.9 %) "No, I don't have" and (5.4 %) refused to answer.

Daily newspapers:

With regard to the question: "Which newspaper do you primarily read as to get well informed about global issues ?" (61.1 %) answered "al-Quds", (13.5 %) "al-Ayyam", (2.5 %) "al-Hayat al-Jadida", (14.0 %) "otherwise" and (8.9 %) answered "none".

A Palestinian Civil Airport:

Almost all the Palestinians, specifically (97.5 %), are in favor of establishing a civil

airport in the West Bank, whilst only (1.2 %) opposed that and (1.3 %) refused to answer the question.

Methodology of the Survey Study:

Mr. **Elias Kukali**, Head of the Quantitative Researches, stated that all the interviews on this survey were conducted face-to-face inside the respondents' homes, that are randomly chosen throughout the Palestinian regions in accordance with the scientifically probed methodology applied by PCPO. The random sample, comprising of (1018) Palestinian adults, was chosen from (156) sites, (117) are located in the west Bank and (39) in Gaza Strip. He declared that the margin of error in this poll was (± 3.07) at a level of confidence of (95.0 %). **Mr. Kukali junior** added that the rate of female respondents reached in this poll was (52.4 %) and that of the males (47.6 %). The sample distribution among the two major Palestinian regions was as follows: (64.5 %) from the West Bank, including East Jerusalem, and (35.5 %) from Gaza Strip. In addition, **Mr. Kukali** stated that the distribution of the random sample with respect to the residential area was as follows: (53.5 %) urban, (31.5 %) rural and (15.0 %) refugee camps. The average age of the survey sample was 33.2 years.

About PCPO:

The Palestinian Center for Public Opinion (**PCPO**) was founded in February 1994 in Beit Sahour by Dr. Nabil Kukali, who became the director-general of this center since that time.

Since that time we are dedicated to the following activities:

- 1) Conducting public opinion surveys.
- 2) Omnibus polls and services.
- 3) Market studies on all kinds of trading activities.
- 4) Surveys of consumer attitudes, consumption habits, and market shares.
- 5) Communication researches.
- 6) Focus group sessions and workshops on various topics.
- 7) Rendering services in the field of investment, including feasibility studies.
- 8) In-depth interviews & brainstorming workshops.
- 9) Translation services from Arabic into English, German & Hebrew and vice-versa.

PCPO is now a name for reliability, credibility and experience not only in Palestine, but all over the world.

For following up the most recent polls of the Palestinian Center for Public Opinion, we cordially invite you to visit our website: www.pcpo.org.

WEST & CENTRAL ASIA

Pakistanis Sense Conspiracy Behind Wikileaks

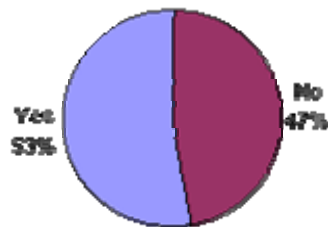
More Than Half Of All Pakistanis (53%) Claim To Be Aware Of The Wikileaks Episode, More Than Half Of Whom (52%) Believe That The Documents Have Been Deliberately Published By America: GILANI POLL/GALLUP PAKISTAN

Islamabad, December 27, 2010

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, 53% claim to be aware of the Wikileaks episode, more than half of whom (52%) believe that the documents have been deliberately published by America. 63% of all Pakistanis are of the opinion that Pakistan has been adversely or otherwise affected by the exposure of such documents.

In a survey, a nationally representative sample of men and women from across the country were asked the following question: *“Recently a website called Wikileaks has published online some confidential documents sent by American ambassadors. Have you heard or read about it?”* Fifty three percent (53%) replied in affirmative while 47% said they haven’t read or heard about it.

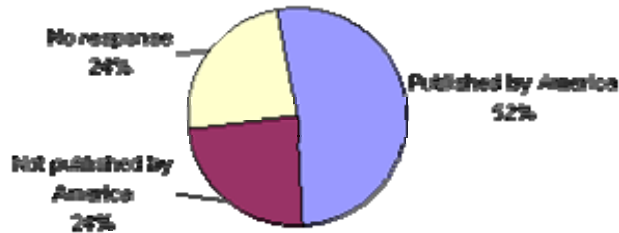
“Recently a website called Wikileaks has published online some confidential documents sent by American ambassadors. Have you heard or read about it?”



*Source: 30 Years of Gallup and Gilani Surveys (1980-2010)
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)*

In a follow up question a nationally representative sample of men and women from across the country were asked the following question: *“Some people believe that these documents have been published by America to create unrest and conflict among the Muslim countries, especially Pakistan , while others believe its not so. What is your opinion?”* Fifty two percent (52%) believed that America herself has published the documents on purpose to create unrest, where as 24% believe it is not so. A considerable 24% gave no response.

“Some people believe that these documents have been published by America to create unrest and conflict among the Muslim countries, especially Pakistan ,while others believe it is not so. What is your opinion?”

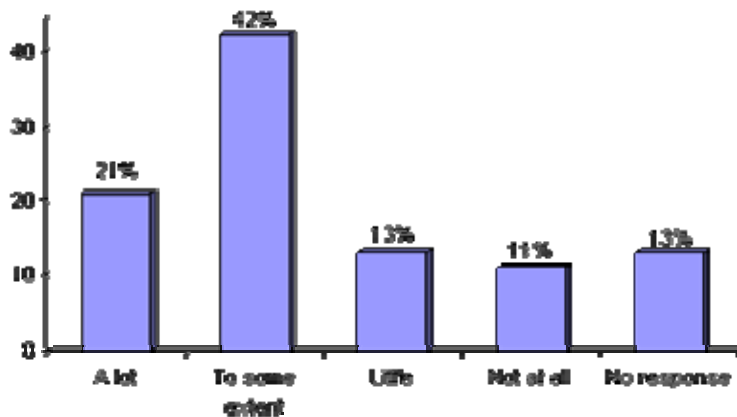


Source: Gallup and Gilani Surveys
 the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

In another follow up question a nationally representative sample of men and women from across the country were asked the following question: “In your opinion to what extent has Pakistan been affected by the documents published by Wikileaks?” Sixty three percent (63%) stated that Pakistan has been affected (a lot or some extent) by the publishing of such documents, 13% said there was little affect while 11% claim that there was no affect at all. 1% gave no response.

Analysts at Gallup Pakistan believe that widespread and cross national knowledge about Wikileaks presents an interesting case of growing reach and thus power of “media” in Pakistan . the poll also shows a deep seated continued “distrust” that exists between Pakistan and USA .

“In your opinion to what extent has Pakistan been affected by the documents published by Wikileaks?”



Source: Gallup and Gilani Surveys
 the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

The study was released by Gilani foundation and carried out by Gallup Pakistan , the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 2741 men and women in rural and urban areas of all four provinces of the country, during December 2010. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

SOUTH EAST ASIA

New Year Hope Very High In Philippines

December 28, 2010

MORE FILIPINOS are hopeful of the coming New Year, the Social Weather Stations (SWS) said, with their number near a record high hit eight years ago.

A Nov. 27-30 poll had 93% saying they were entering 2011 with hope, up from 2009's 89% and just two points off the 95% peak hit in December 2002.

Those who said they would start the year fearful comprised 7%, down from last year's 11%

Filipinos' optimism with the coming year has traditionally been high, the SWS said, starting at 87% when the survey research institution started a poll about it in 2000.

The lowest point of 81% was hit in 2004 after which hopefulness rebounded to 85% the following year, stayed flat at 91-92% for the next three years and then fell to 89% last year.

Filipinos' optimism is substantially higher than the Germans' -- the New Year's hope question was said to have originated in their country -- which over 1991 to 2009 ranged from 31-58%. German hope, the SWS said, has topped 50% only five times since 1991.

The optimism with the coming year, the SWS, is widespread across all areas and shared by all socioeconomic classes.

It improved to 96% from 87% in Metro Manila; to 94% from 90% in the Balance of Luzon; to 97% from 88% in Visayas; and to 89% from 87% in Mindanao.

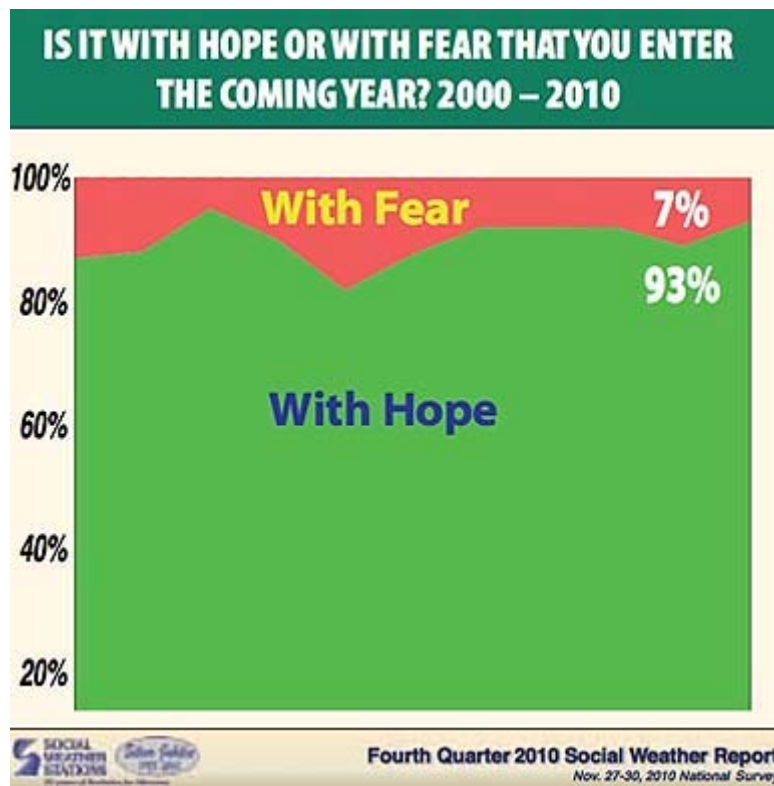
By socioeconomic classes, those expressing hopefulness rose to 97% from 91% among the class ABC; 95% from 89% among the class D or masa and 89% from 87% among the class E.

The SWS said hopefulness about the New Year was tied to happiness with Christmas. Of the 69% looking forward to a cheerful Christmas, 96% were upbeat about the coming year. Even among the 7% who expected a sad Christmas, 77% were looking forward to 2011 with hope.

Sought for comment, University of Asia and the Pacific economist Cid L. Terrosa said the hopefulness could be a result of "a new administration, the cultural trait of Filipinos to be optimistic and overseas Filipino workers' remittances."

Ateneo de Manila University political analyst Benito O. Lim, for his part, said: "It has always been the case."

"Filipinos are hoping that things will be better, maybe because we did not get the good things that we want or we were able to survive our previous problems."



Expectations of a happy Christmas improves to 69%;

Love/Affection is the most important Christmas gift to loved ones

Fourth Quarter 2010 Social Weather Survey:

27 December 2010

Social Weather Stations

Sixty-nine percent of adult Filipinos are expecting a *happy* Christmas, 7% expect it to be *sad* and 24% say their Christmas will be *neither happy nor sad*, according to the Fourth Quarter 2010 Social Weather Survey, conducted from November 27-30, 2010. [Chart 1, Table 1]

The survey also found that *love/affection* is considered the most important gift one could give to their loved ones this Christmas. [Table 2]

Expectations of happy Christmas rebounds in 2010

Expectations of a *happy* Christmas improved to 69% in 2010 after being flat at 62% to 64% for the past six years.

Starting 2004, the percentage of adult Filipinos expecting a *happy* Christmas has been in the sixties - 64% in 2004, 62% in both 2005 and 2006, 64% in 2007, 63% in 2008, and 64% in 2009.

SWS first surveyed expectations about Christmas-to-come in the Fourth Quarter of 2002, and found a high of 82% expecting it to be *happy*. The percentage declined to 77% in 2003, and then fell to the sixties in the next six years.

Decline in expectations of sad Christmas

On the other hand, the proportions of those expecting a *sad* Christmas slightly declined to 7% in 2010 from 10% in 2009, which matched the all-time high sadness level of 10% posted in 2004.

Those who say their Christmas will be *neither happy nor sad* also slightly declined from 26% in 2009 to 24% in 2010.

Most important Christmas gift for loved ones

To the open-ended question, "*In your opinion, what is the most important gift that you can give to your loved ones this coming Christmas?*" over half (57%) mentioned non-material gifts, topped by *love/affection* with 29%, followed by *family togetherness/family relations* with 17%. [Table 2]

Other non-materials gifts mentioned were *good health* (3%), *peace and happiness* (2%), *trust/understanding/better relationship* (2%), *prayers in general* (2%), and *guidance/support* (1%).

Thirty percent mentioned material gifts, most commonly *clothing/shoes* (10%), followed by *food to celebrate with* (5%), *gifts in general* (5%), and *money* (4%).

Other materials gifts mentioned were *gadgets/household amenities* (2%), *jewelry* (2%), *toys* (1%), and *house and/or lot* (1%).

The rest either cited other gifts (1%), did not give an answer (7%), or answered none (5%).

This is the first time that SWS asked this question. Respondents were allowed to give only one response.

Happiness with Christmas still lowest in Metro Manila

As in the previous seven years, expectations of a *happy* Christmas in 2010 remain lowest in Metro Manila (55%) than in Balance Luzon (70%), Mindanao (71%), and Visayas (73%). [Chart 2, Tables 3-4]

In Metro Manila, the 55% expecting a *happy* Christmas in 2010 is nonetheless an improvement from the 50% posted in 2009. By the same margin, those expecting a *sad* 2010 Christmas declined from 16% in 2009 to 11%.

Happiness with Christmas has been lower among Metro Manila respondents than in other three areas since 2003. In 2002, 77% of Metro Manila respondents anticipated a *happy* Christmas, but slumped to 65% in 2003 and 48% in 2004. It improved to 55% in 2005, and fell again at its lowest 45% in 2006 before rebounding to 55% in 2007 and in 2008. It declined again to 50% in 2009.

Happiness with Christmas in other areas

In other areas, expectations of a *happy* Christmas improved in Balance Luzon but were unchanged in Visayas and Mindanao.

In Balance Luzon, expectations of *happy* Christmas rose by eight points from 62% in 2009 to 70% in 2010. Expectations of a *sad* Christmas in Balance Luzon declined from the 8-9% who expected sad Christmas since 2006 to 5% in 2010.

Compared to 2009, expectations of a *happy* 2010 Christmas in Visayas stayed at 73%. However, expectations of a *sad* Christmas slightly declined from 9% to 6%.

In Mindanao, 71% expect a *happy* Christmas in 2010, unchanged from 2009.

Happiness with Christmas by class

Expectations of a *happy* Christmas in 2010 are slightly higher among the *masa* class D (70%) and very poor class E (67%) than among the upper-to-middle classes ABC (65%). [Chart 3, Tables 3-4]

Among classes ABC, the 65% expecting a *happy* Christmas in 2010 is similar to the 67% in the previous year.

While none of the classes ABC say their Christmas will be *sad*, 35% say their Christmas will be *neither happy nor sad*, a six point increase from 29% in 2009, and the highest posted among classes ABC.

Among class D, expectations of a *happy* Christmas increased by six points, from 64% in the previous year to 70% in 2010. The 70% expecting a *happy* Christmas among class D is the highest since the 78% posted in 2003 and 82% in 2002.

Among class E, the 67% expecting a *happy* Christmas in 2010 is similar to the 65% posted in 2009.

Love/Affection is the most important Christmas gift in all areas and across classes

Love/affection is considered the most important Christmas gift for loved ones in all areas and socio-economic classes.

By area, the proportions of those who cited *love/affection* as the most important Christmas gift for loved ones was higher in Visayas (39%) than in Metro Manila (28%), Balance Luzon (29%) and Mindanao (20%). [Table 5]

In Metro Manila, *to be together with family* (30%) and *love/affection* were tied as the most important Christmas gifts for loved ones.

In Balance Luzon, *love/affection* was closely followed by *to be together with family* (23%).

In Visayas, *love/affection* was the single-most cited Christmas gift for loved ones, followed only in distant second by *to be together with family* (9%).

In Mindanao, after *love/affection*, the second-most cited Christmas gift for loved ones was *clothing/clothes* (13%).

By class, those who mentioned *love/affection* are slightly higher among classes ABC (31%) and D (31%) than class E (24%). [Table 6]

After *love/affection*, *to be together with family* was the second-most cited Christmas gift among classes ABC (19%) and D (19%).

Among class E, *clothes/shoes* (14%) and *to be together with family* (11%) were the next most cited Christmas gifts after *love/affection*.

Happiness with Christmas highest among the youth

Four out of five (82%) of the youth (aged 18-24) are expecting a *happy* Christmas in 2010, much higher than among older age groups: 68% among both the intermediate youth (25-34) and the middle age groups (35-44), 67% among 55 years old and above, and 64% among those aged 45-54. [Chart 4, Tables 7-8]

Compared to 2009, expectations of a *happy* Christmas in 2010 increased in all age groups. The biggest increase is among the youth, by 14 points from 68% in the previous year to 68% in 2010.

Survey Background

The November 2010 Social Weather Survey was conducted from November 27-30, 2010 using face-to-face interviews of 1,200 adults in Metro Manila, the Balance of Luzon, Visayas, and Mindanao (sampling error margins of $\pm 3\%$ for national percentages, $\pm 6\%$ for area percentages).

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

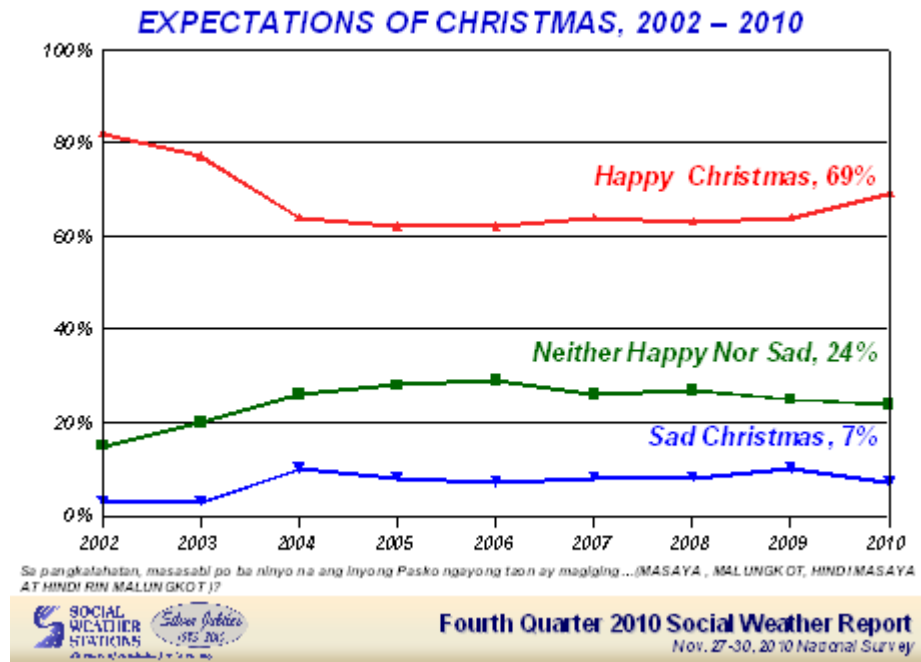
The survey questions on expectations of a happy Christmas and most important gift for loved ones are non-commissioned items, and were included on SWS's own initiative and released as a public service, with first printing rights assigned to *BusinessWorld*.

SWS employs its own staff for questionnaire design, sampling, fieldwork, data-processing, and analysis, and does not outsource any of its survey operations.

#

Chart

1



Table

1

ON THE WHOLE, WOULD YOU SAY THAT YOUR CHRISTMAS THIS YEAR WILL BE HAPPY, SAD, OR NOT HAPPY AND NOT SAD? 2002 TO 2010

	<u>HAPPY</u>	<u>SAD</u>	<u>NEITHER</u>
2002	82%	3%	15%
2003	77	4	20
2004	64	10	26
2005	62	8	28
2006	62	7	29
2007	64	8	27
2008	63	8	27
2009	64	10	26
2010	69	7	24



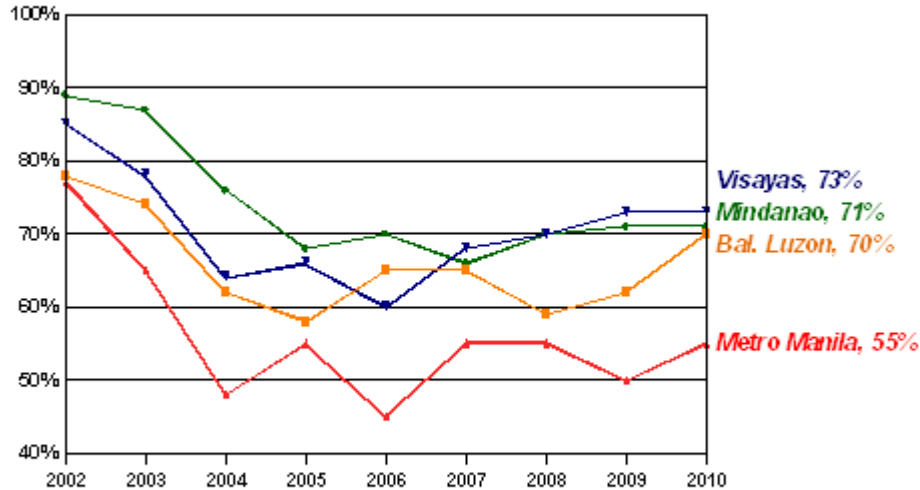
MOST IMPORTANT GIFT FOR LOVED ONES THIS CHRISTMAS, PHILIPPINES, NOV 2010

<u>Non-material gifts (57%)</u>		<u>Material gifts (30%)</u>	
Love/Affection	29%	Clothing/shoes	10%
Family Togetherness/ Family relations	17	Food to celebrate with	5
Good health	3	Gifts in general	5
Peace and happiness	2	Money	4
Trust/understanding/ better relationship	2	Gadgets/household amenities	2
Prayers in general	2	Jewelry	2
Guidance/support	1	Toys	1
		House and or lot	1
		Others	1
		No answer/Don't know	7
		None	5

Q. Sa inyong paglagay, ano po ang pinaka-mahalagang regaloang maaari ninyong ibigay sa mahal ninyo sa buhay ngayong darating na Pasko? (ONE ANSWER ONLY)

SOCIAL WEATHER STATIONS *Social Weather Stations* 2010
Fourth Quarter 2010 Social Weather Report
 Nov. 27-30, 2010 National Survey

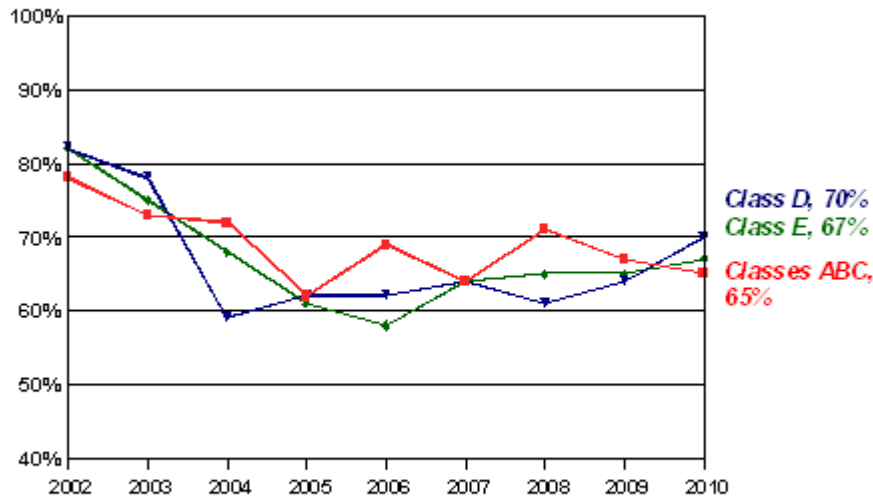
% EXPECTING HAPPY CHRISTMAS, BY AREA, 2002 – 2010



Question. Sa pangkalahatan, masasabi po ba ninyo na ang inyong Pasko ngayong taon ay magiging... (MASAYA, MALUNGKOT, HINDI MASAYA AT HINDI RIN MALUNGKOT)?

SOCIAL WEATHER STATIONS *Social Weather Stations* 2010
Fourth Quarter 2010 Social Weather Report
 Nov. 27-30, 2010 National Survey

% EXPECTING HAPPY CHRISTMAS, BY CLASS, 2002 – 2010



Question: Sa pangkalahatan, masasabi po ba niyo na ang inyong Pasko ngayong taon ay magiging... (MASAYA, MALUNGKOT, HINDI MASAYA AT HINDI RIN MALUNGKOT)?

SOCIAL WEATHER STATIONS *Social Weather Stations* **Fourth Quarter 2010 Social Weather Report**
Nov. 27-30, 2010 National Survey

EXPECTATIONS OF CHRISTMAS, BY AREA AND CLASS, 2002 TO 2006

	RP	NCR	BAL LUZ	VIS	MIN	ABC	D	E
Nov 2002								
Happy	82%	77%	78%	85%	89%	78%	82%	82%
Sad	3	6	4	2	2	3	3	3
Neither	15	18	19	13	8	19	15	14
Nov 2003								
Happy	77	65	74	78	87	73	78	75
Sad	4	4	4	4	2	4	4	3
Neither	20	30	21	18	11	22	18	21
Dec 2004								
Happy	64	48	62	64	76	72	59	68
Sad	10	16	12	7	4	7	12	6
Neither	26	35	26	29	19	20	28	25
Dec 2005								
Happy	62	55	58	66	68	62	62	61
Sad	8	11	10	6	5	10	8	9
Neither	28	34	30	25	24	24	30	26
Nov 2006								
Happy	62	45	65	60	70	69	62	58
Sad	7	12	8	6	4	7	7	10
Neither	29	43	25	33	24	21	30	31

SOCIAL WEATHER STATIONS *Social Weather Stations* **Fourth Quarter 2010 Social Weather Report**
Nov. 27-30, 2010 National Survey

**EXPECTATIONS OF CHRISTMAS, BY AREA AND CLASS,
2007 TO 2010**

	<u>RP</u>	<u>NCR</u>	<u>BAL</u> <u>LUZ</u>	<u>VIS</u>	<u>MIN</u>	<u>ABC</u>	<u>D</u>	<u>E</u>
Dec 2007								
Happy	64%	55%	65%	68%	66%	64%	64%	64%
Sad	8	12	9	5	6	5	8	9
Neither	26	34	26	27	22	31	26	24
Dec 2008								
Happy	63	55	59	70	70	71	61	65
Sad	8	11	8	8	5	6	8	6
Neither	27	34	31	23	17	22	28	23
Dec 2009								
Happy	64	50	62	73	71	67	64	65
Sad	10	16	8	9	9	4	9	11
Neither	25	34	29	18	19	29	26	24
Dec 2010								
Happy	69	55	70	73	71	65	70	67
Sad	7	11	5	6	7	0	7	8
Neither	24	33	24	21	20	35	22	26



**MOST IMPORTANT GIFT FOR LOVED ONES THIS
CHRISTMAS, BY AREA, NOV 2010**

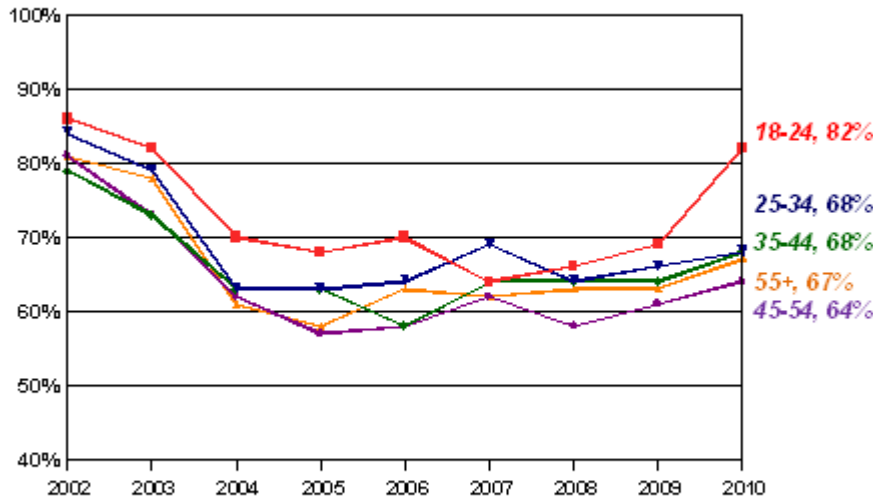
	<u>RP</u>	<u>NCR</u>	<u>BAL</u> <u>LUZ</u>	<u>VIS</u>	<u>MIN</u>
Non-material gifts	57%	66%	59%	63%	42%
Love/Affection	29	28	29	39	20
Family Togetherness/Family relations	17	30	23	9	6
Peace and happiness	2	1	2	3	3
Trust/understanding/better relations	2	1	0.3	3	6
Prayers in general	2	1	2	1	2
Good health	3	5	2	4	3
Guidance/support	1	0	0.3	3	2
Material gifts	30	26	31	21	37
Clothing/shoes	10	11	11	5	13
Food to celebrate with	5	2	6	5	6
Gifts in general	5	5	3	3	8
Money	4	5	4	3	3
Gadgets/household amenities	2	1	3	1	2
Jewelry	2	1	3	1	2
Toys	1	1	1	1	1
House and or lot	1	0.3	1	1	1



MOST IMPORTANT GIFT FOR LOVED ONES THIS CHRISTMAS, BY CLASS, NOV 2010

	<u>RP</u>	<u>ABC</u>	<u>D</u>	<u>E</u>
Non-material gifts	57%	59%	60%	47%
Love/Affection	29	31	31	24
Family Togetherness/Family relations	17	19	19	11
Peace and happiness	2	3	2	3
Trust/understanding/better relations	2	1	2	2
Prayers in general	2	1	2	2
Good health	3	4	3	2
Guidance/support	1	1	1	3
Material gifts	30	31	27	35
Clothing/shoes	10	3	10	14
Food to celebrate with	5	6	4	9
Gifts in general	5	3	5	3
Money	4	9	3	4
Gadgets/household amenities	2	2	2	2
Jewelry	2	6	1	1
Toys	1	2	1	1
House and or lot	1	1	1	1

% EXPECTING HAPPY CHRISTMAS, BY AGE GROUP, 2002 - 2010



Question: Sa pangkalahatan, masasabi po ba ninyo na ang inyong Pasko ngayong taon ay magiging... (MASAYÁ, MALUNGKOT, HINDI MASAYÁ AT HINDI RIN MALUNGKOT)?

**EXPECTATIONS OF CHRISTMAS, BY AREA AND CLASS,
2007 TO 2010**

	<u>RP</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55 +</u>
Dec 2007						
Happy	64%	64%	69%	64%	62%	62%
Sad	8	8	7	5	9	9
Neither	26	25	23	27	29	27
Dec 2008						
Happy	63	66	64	64	58	63
Sad	8	5	6	7	11	9
Neither	27	28	26	26	29	26
Dec 2009						
Happy	64	69	66	64	61	63
Sad	10	6	9	8	12	12
Neither	25	25	24	28	27	24
Dec 2010						
Happy	69	82	68	68	64	67
Sad	7	0.4	6	9	9	6
Neither	24	17	26	22	26	25



SUBSAHARAN AFRICA

Nigerians Annoyed of Excessive National Assembly Pay

86% of Nigerians opposed to excessive remuneration for National Assembly Members

Abuja, Nigeria. December 8, 2010 – An overwhelming majority of Nigerians are opposed to the huge salaries and allowances, which are currently being "earned" by members of the National Assembly. That is a major finding of the November edition of the groundbreaking monthly Snap Poll conducted by NOI Polls, the nation's leading opinion polling organisation. The poll also revealed that a significant proportion of Nigerians are very much aware of the controversial remuneration, which the media has labelled "jumbo pay."

Specifically, 88% of respondents in the survey say they object to the payment of huge amounts to the National Assembly members. Respondents were asked the question 'Have you heard about the recent controversy regarding the earnings of the National Assembly Members?' 79% answered 'Yes' while 20% said 'No.'

The findings are coming against the background of the high profile disagreement between

Central Bank Governor, Mr. Sanusi Lamido Sanusi and the Senate over the actual percentage of the national budget devoted to servicing the National Assembly. The senators had objected to Mr. Sanusi's statement that a quarter of the country's overhead costs is spent on the national legislature, a claim from which the Central Bank Governor has refused to back down.

The findings suggest that beyond the specific issue of what the exact budgetary provision for the National Assembly is, there is widespread dissatisfaction in the country regarding what is generally perceived as excessive remuneration paid to members of the National Assembly.

Survey Methods

Respondents for the snap poll were randomly selected from a database of phone-owning Nigerians aged 15 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.

Nigerians Confident in Judiciary

Abuja, Nigeria. December 8, 2010 - Findings from the NOI Snap Poll for November show 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.



Survey Methods

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EAST EUROPE

Kazakhstan: Main CIS Partner Of Russia

13.12.2010

Russians regard Kazakhstan as the most reliable partner of Russia among the CIS countries (37%). The leader of the previous year Belarus is ranked second (23%).

MOSCOW, December 13, 2010. Russian Public Opinion Research Center (VCIOM) presents the data of the yearly study describing which countries Russians think are most reliable for Russia.

According to Russians, Kazakhstan is the most stable and successful country among the CIS states (34%, a year ago - 29%), followed by Belarus which was the leader a year ago (from 41 to 31%). The third place is held by Ukraine which has strengthened its position (from 5 to 19%). This is followed by Armenia (9%), Azerbaijan (6%), Moldavia and Turkmenistan (5% for each), Uzbekistan and Georgia (3% for each). Kyrgyzstan and Tajikistan was assessed as being least stable states (2% and 1% respectively).

Kazakhstan is regarded to be the most reliable partner of Russia among the CIS states (37%); the share of such respondents has increased over the recent year (from 31% in 2009). The previous leader Belarus is mentioned rarer (from 43 to 23%). On the contrary, Ukraine`s position has considerably strengthened having reached the third place (from 4% to 21%). The rest CIS counties are mentioned much rarer such as Armenia (6%), Moldavia (4%), Azerbaijan and Uzbekistan (3% for each), Kyrgyzstan and Turkmenistan (2% for each). And only 1% of Russians trust Georgia and Tajikistan.

The president of Kazakhstan Nursultan Nazarbaev holds the leading position among the leaders of the CIS countries (32%), followed by V. Yanukovich on the second place (17%) - his rating is much higher compared to the rating of the previous Ukrainian leader V.Yuschenko (3%). Vice versa, the Belarus leader A.Lukashenko was ranked lower (from 33 to 16%). They are followed by the president of Azerbaijan Ilkham Aliev (5%), the president of Armenia Serzh Sargsyan (4%), the president of Uzbekistan Islam Karimov, the president of Kyrgyzstan Roza

Otunbaeva, the president of Turkmenistan Gurbanguly Berdymukhammedov - they are trusted by only 2% of Russians (for each). Least reliable leaders are the leader of Moldavia Mikhai Gimpu, the leader of Tajikistan Emomali Rahmon and the leader of Georgia Mikhail Saakashvili - only 1% of Russians (per each) trust them.

Asked what CIS country ensures political, social, civil and other rights of the Russian-speaking population, Russians pointed out Belarus (27%), Kazakhstan (21%) and Ukraine (17%). Remarkably, compared to 2009, twice less Russians mentioned Belarus (47% in 2009), and much more Russians mentioned Ukraine (6% in 2009). Other countries of the CIS scored not more than 5%.

Asked if they are interested to know more about the history and culture of the CIS countries, most of respondents said they were attracted by the culture and history of Ukraine, Belarus (15% for each) and Kazakhstan (14%). Respondents are also interested in the cultural heritage of Armenia (12%) and Moldavia (10%).

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

Which CIS country would you call the most reliable partner of Russia in the international arena?

(close-ended question, not more than three answers)

	2010	2009
<i>Kazakhstan</i>	37	31
<i>Belarus</i>	23	43
<i>Ukraine</i>	21	4
<i>Armenia</i>	6	8
<i>Moldavia</i>	4	3
<i>Azerbaijan</i>	3	6
<i>Uzbekistan</i>	3	3
<i>Kyrgyzstan</i>	2	3
<i>Turkmenistan</i>	2	3
<i>Tajikistan</i>	1	2
<i>Georgia</i>	1	1
<i>Hard to tell</i>	34	34

Which of the following countries do you think are most stable and successful?

(close-ended question, not more than three answers)

	2010	2009
<i>Kazakhstan</i>	34	29
<i>Belarus</i>	31	41
<i>Ukraine</i>	19	5

<i>Armenia</i>	9	8
<i>Azerbaijan</i>	6	9
<i>Turkmenistan</i>	5	6
<i>Moldavia</i>	5	5
<i>Uzbekistan</i>	3	4
<i>Georgia</i>	3	3
<i>Kyrgyzstan</i>	2	5
<i>Tajikistan</i>	1	2
<i>Hard to tell</i>	33	37

Who of the following leaders of the CIS countries do you trust most?
(close-ended question, not more than three answers)

	2010	2009
<i>Nazarbaev Nursultan (President of Kazakhstan)</i>	32	28
<i>Yanukovich Viktor (President of Ukraine)</i>	17	
<i>Yuschenko Viktor (President of Ukraine in 2009)</i>		3
<i>Lukashenko Aleksandr (President of Belarus)</i>	16	33
<i>Aliiev Ilkham (President of Azerbaijan)</i>	5	6
<i>Sargsyan Serzh (President of Armenia)</i>	4	3
<i>Berdymukhamedov Gurbanguly (President of Turkmenistan)</i>	2	5
<i>Karimov Islam (President of Uzbekistan)</i>	2	5
<i>Otunbaeva Roza (President of Kyrgyzstan in transition period)</i>	2	
<i>Bakiyev Kurmanbek (President of Kyrgyzstan in 2009)</i>		4
<i>Gimpu Mikhail (acting president of Moldova)</i>	1	2
<i>Rakhmon Emamali (President of Tajikistan)</i>	1	2
<i>Saakashvili Mikhail (President of Georgia)</i>	1	1
<i>Hard to tell</i>	43	41

Which of the following countries ensures the rights (political, social, civil and other rights) of the Russian-speaking population most?

(close-ended question, not more than three answers)

	2010	2009
<i>Belarus</i>	27	48
<i>Kazakhstan</i>	21	18
<i>Ukraine</i>	17	6
<i>Armenia</i>	5	7
<i>Moldavia</i>	4	4

<i>Uzbekistan</i>	2	1
<i>Azerbaijan</i>	2	2
<i>Tajikistan</i>	1	2
<i>Georgia</i>	1	1
<i>Turkmenistan</i>	1	1
<i>Kyrgyzstan</i>	1	3
<i>Hard to tell</i>	45	37

Would you like to know more about the history, culture, places of interest of the following countries?

(close-ended question, not more than three answers)

	2010	2009
<i>Belarus</i>	15	16
<i>Ukraine</i>	15	6
<i>Kazakhstan</i>	14	11
<i>Armenia</i>	12	11
<i>Moldavia</i>	10	7
<i>Georgia</i>	8	5
<i>Azerbaijan</i>	6	5
<i>Uzbekistan</i>	6	6
<i>Turkmenistan</i>	5	6
<i>Tajikistan</i>	4	4
<i>Kyrgyzstan</i>	3	4
<i>Hard to tell</i>	44	52

Russia To Host World Cup: Turning Dreams Into Reality

Two-thirds of Russians support the idea of holding the 2018 World Cup in Russia, though only half of Russians were aware that Russia attended the World Cup host competition.

MOSCOW, December 10, 2010. Russian Public Opinion Research Centre (VCOM) presents the data concerning the attitudes of Russians towards the idea to hold the Football World Cup 2018 in Russia, and how many Russians were aware of the application to host the event.

Two-thirds of Russians support the idea to hold the 2018 World Cup in Russia (62%). The number of such respondents has increased from 57 to 62% since September. Only 12 perceive the idea negatively.

Most of those who liked the idea are Southerners (79%), 18-24-year-old respondents (74%), and Russians with high level of education (69%), Internet users (69-70%) and Russians with high level of income (67%).

In spite the fact that Russians basically approve of the idea to hold the 2018 World Cup in Russia, the level of awareness of Russians about Russia`s World Cup bid looks different. Only 51% of Russians knew that Russia took part in the Football World Cup host competition, whereas the other half first heard about that (49%). At the same time, the number of those who knew about that has increased, compared to August (from 48 to 51%).

Highly informed about Russia`s bid were southerners and residents of the Northern Caucasus of Russia (57%), Muscovites and St.Petersburgians (56%), 18-24-year-old Russians (59%), highly-educated respondents (58%), and active internet users (59%). On the contrary, far-easterners (71%), elderly persons (57%), low-educated Russians (63%) and those who do not use the Internet (55%) did not know anything about that.

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

Do you personally support the idea to hold the 2018 World Cup in Russia? <i>(close-ended question, one answer)</i>			
	August	September	November
<i>Rather support</i>	57	57	62
<i>Rather not support</i>	16	14	12
<i>Hard to tell</i>	27	29	25

Do you personally support the idea to hold the World Cup 2010 in Russia? <i>(close-ended question, one answer)</i>						
	Total respondents	Age				
		18-24	25-34	35-44	45-59	60 and above
<i>Rather support</i>	62	74	65	67	62	49
<i>Rather not support</i>	12	9	11	14	14	12
<i>Hard to tell</i>	25	17	24	20	24	39

Did you personally hear that Russia attended in the World Cup host competition? <i>(close-ended question, ne answer)</i>			
	August	September	November
<i>Yes, I heard</i>	48	51	51
<i>No, I did not hear</i>	52	49	49

Did you personally hear that Russia attended in the 2018 World Cup competition? <i>(close-ended question, ne answer)</i>									
	Total respondents	Federal Districts*							
		CFD	NWFD	SFD	VFD	UFD	SFD	FEFD	NCFD
<i>Yes, I</i>	51	50	53	57	50	51	53	29	57

<i>heard</i>									
<i>No, I did not hear</i>	49	50	47	43	50	49	47	71	43

**CFD - Central Federal District*
NWFD - North-Western Federal District
SFD - Southern Federal District
PFD - Volga Federal District
UFD - Urals Federal District
SFD - Siberian Federal District
FEFD - Far-Eastern Federal District
NCFD - North Caucasus Federal District

WEST EUROPE

UK. Boxing Day Update: Mixed Start To Busiest Shopping Week Of The Year, Says Synovate

27 December 2010

UNITED KINGDOM — Footfall data released for Boxing Day, Sunday 26th December 2010 by Synovate Retail Performance show a mixed bag of results. Synovate's Retail Traffic Index (RTI), which measures the number of shoppers entering over 6,000 non-food stores around the UK, shows that 22.8% fewer shoppers ventured out yesterday, compared to Boxing Day 2009. Given that 26th December fell on a Sunday this year, compared to a Saturday last year, the large percentage drop is not as bad as it seems. Against Sunday 27th December 2009, a more appropriate comparator, yesterday's overall retail footfall, was also down, by 7.1%, although 41% of outlets in the sample recorded year-on-year growth.

"Retailers knew that Boxing Day this year was never going to be as busy in the shops as last year, given the restricted hours of trading on Sundays," comments Dr Tim Denison, Director of Retail Intelligence at Synovate, "but they might have been expecting a little bit more from yesterday than they managed. In actual fact it was a bouillabaisse of a Boxing Day, with great variation in footfall levels around the regions."

The strongest results were in London where 11.4% more shoppers hit the high street than on Sunday 27th December 2009. In Scotland also, footfall was significantly higher, up 7.4% against the same comparator. However, shopper numbers were down by as much as 27.0% in South West England and by 19.9% in Eastern England against 27th December 2009.

"The major retail honeypots were the principal winners yesterday," continues Denison, "presumably because shoppers thought that's where the best bargains would be. London, Birmingham, Edinburgh, Manchester all saw strong results, but other provincial cities such as Bristol, Newcastle and Norwich drew less people to the shops than Sunday 27th December last year. It seems to have been a more targeted approach to bargain-hunting than Boxing Day last year. Perhaps, aware that they had less time to shop, people prioritised on which stores to

concentrate their efforts and as a consequence visited fewer stores during their trips and yesterday.

"We fully anticipate this week to be the busiest of the year and today, Monday 27th December to be the busiest day of the year for UK retailers" concludes Denison. "All the signs are favourable: the weather is expected to improve, some leftover Christmas shopping is still to be done, the VAT rise is just round the corner, and strong competition and promotional campaigns will encourage bargain hunting by the masses. Retailers will be doing their utmost to encourage shoppers into their stores this week, to clear stock, bolster revenue and cushion the impact of a quiet January. The week will play a large part in defining December's results."

Synovate will be issuing regular news releases over the start of the Sales. The next update is scheduled for 4th January.

Two-in-Five Britons Reduced Their Charitable Donations in 2010

(12/27/10) -

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

More than half of Britons gave the same amount to charitable causes in 2010 as they did in 2009, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 2,003 British adults, 71 per cent of respondents report marking a donation to a non-profit organization, whether in the form of cash, time or goods.

Three-in-four women (75%) made a charitable contribution this year while only 68 per cent of men did so. Women were more likely to donate goods (36%) than men (20%) but both genders were equal in their preference for donating their time to charitable causes (20%).

More than half of Britons (54%) gave the same amount to non-profit organizations in 2010 as they did in 2009, while 39 per cent provided less this year and only seven per cent have increased their giving.

Of those who donated to a non-profit in 2010, one quarter (24%) gave through a collection at their church, synagogue, mosque or other place of worship. Traditional direct mail campaigns generated 22 per cent of donations while contributions made directly to a charity through their website accounted for 21 per cent. Just six per cent of Britons elected to make their donations via SMS (text messaging).

Looking ahead to 2011, those in the younger bracket (18-34) feel they will be able to give more in 2011 (6% say "much more" and 15% choose "slightly more"). One-in-four respondents (23%) say they will not be able to give at all next year, with that sentiment being highest with Britons aged 35 to 54.

Three-in-five Britons (59%) said they would give more to charitable organizations in 2011 if their own personal finances were in a better state. Throughout 2010, four-in-five Britons have consistently stated that the economic conditions in the country are “very poor” or “poor.”

Health care and children’s organizations are perceived as having the greatest needs for donors going into 2011 at 48 per cent each. Hunger and food charities are second in terms of focus for those planning to donate in 2011 (42%), while 37 per cent of Britons think disaster relief will need help from donations next year. The arts and museums are the lowest priority for Britons looking to donate to non-profits, at only seven per cent.

Methodology: From December 17 to December 20, 2010, Angus Reid Public Opinion conducted an online survey among 2,003 randomly selected British adults who are Springboard UK panelists. The margin of error—which measures sampling variability—is +/- 2.2%. The results have been statistically weighted according to the most current education, age, gender and region data to ensure samples representative of the entire adult population of Great Britain. Discrepancies in or between totals are due to rounding.

Britons Saddened, Ashamed and Disgusted by Student Demonstration

(12/29/10) -

Most respondents believe “kettling” was justified during the 9 December demonstration in London.

Most people in Britain support the measures taken by the Metropolitan Police during a recent demonstration in London over tuition fees and many would consent to the use of the water cannon in future protests, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative sample of 2,003 British adults, three-in-four respondents (75%) say they are following news related to the student demonstrations “very closely” or “moderately closely.”

Student Demonstrations

Earlier this year, the British Government allowed Universities in England to charge students up to £9,000 per year to students who take their courses. An Angus Reid Public Opinion survey conducted in early November found that seven-in-ten Britons oppose the increase.

Major student demonstrations have taken place in London on 10, 24 and 30 November and 9 December. On 9 December, a protester climbed the memorial to Britain’s war dead, and a vehicle carrying Prince Charles and his wife Camilla, Duchess of Cornwall, was attacked on Regent Street.

Respondents were asked about the feelings they may have about the student demonstration over tuition fees that took place on 9 December in London. Half of respondents (50%) feel sadness, while two-in-five feel shame (45%), disgust (45%) and anger (42%).

Police Actions

On 9 December in London, the Metropolitan Police used a tactic called “kettling”, which aims to contain a crowd within a limited area and aims at either preventing demonstrators from leaving or forcing them to exit in a manner determined by the officers on the ground. The demonstrators can be denied access to water and food.

Overall, a majority of respondents (53%) believe the use of “kettling” was justified on 9 December, while 37 per cent consider it unjustified.

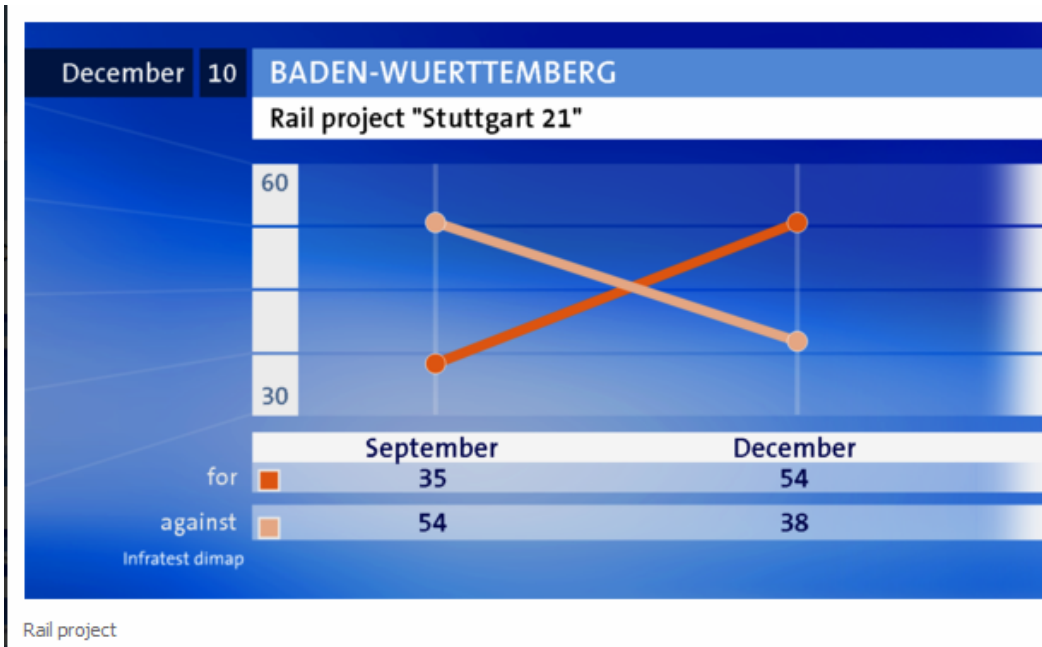
Earlier this month, Home Secretary Theresa May said there is no legal authority to use the water cannon on the streets of England and Wales during student demonstrations. More than half of respondents (55%) think the use of the water cannon by officers during future demonstrations would be justified, while 36 per cent disagree.

Methodology: From December 17 to December 20, 2010, Angus Reid Public Opinion conducted an online survey among 2,003 randomly selected British adults who are Springboard UK panelists. The margin of error—which measures sampling variability—is +/- 2.2%. The results have been statistically weighted according to the most current education, age, gender and region data to ensure samples representative of the entire adult population of Great Britain. Discrepancies in or between totals are due to rounding.

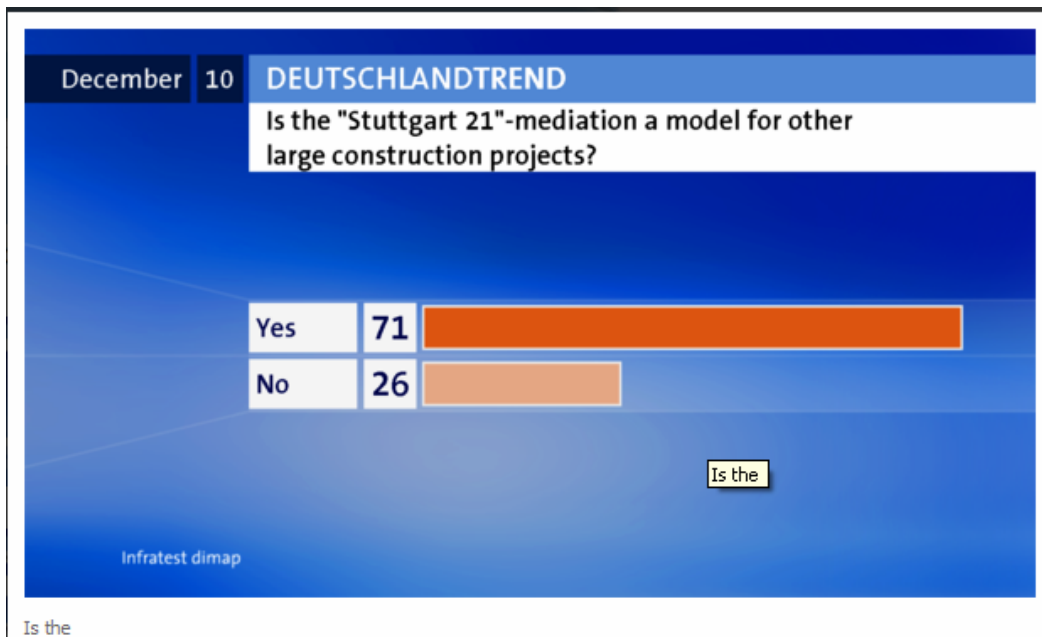
Germans See Wikileaks Critically

The publication of reports from US-embassies on the internet platform WikiLeaks is seen very critically by the public: Two thirds of the Germans (65 percent) are of the opinion that such diplomatic reports should be kept secret. 53 percent of the Germans do not find it that good that a platform like WikiLeaks exists. In contrast, 43 percent see WikiLeaks positively.

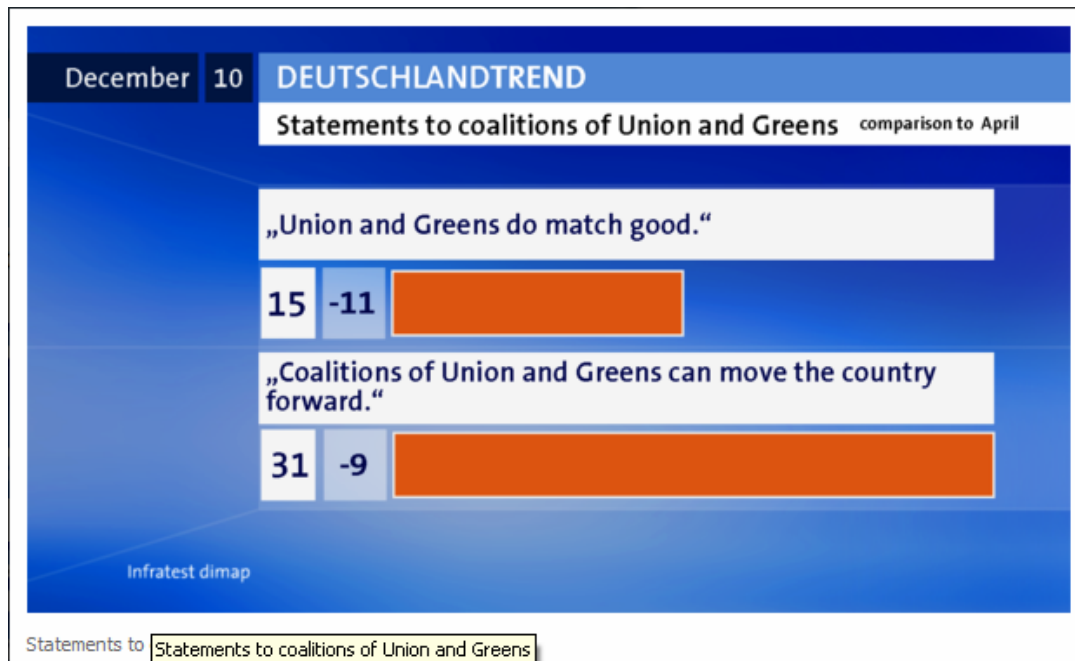
A majority of Germans believe that the mediator in the conflict about the railway project “Stuttgart 21”, Heiner Geißler, did a good job: After the end of the mediation process 57 percent evaluate his performance positive.



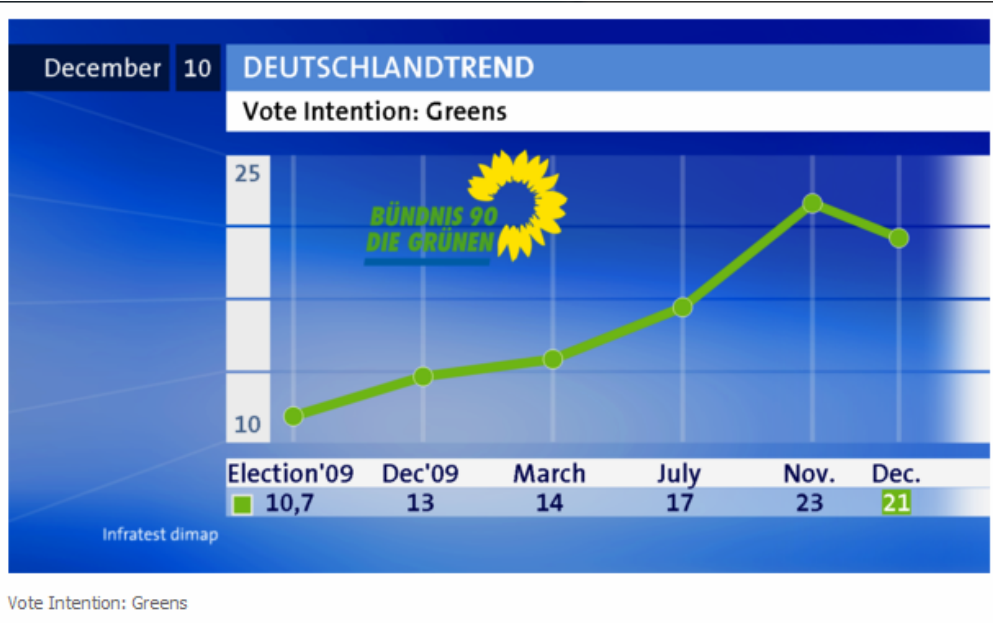
The repeated warnings against terrorist attacks in Germany did not lead to a notable disturbance or even panic among Germans. Nine out of ten citizens (88 percent) altogether feel safe in Germany. 72 percent assume that the country is well protected against terrorist attacks. Apparently, many citizens are aware that a hundred percent protection is not possible: 71 percent expect attacks in Germany. Many citizens (55 percent), however, think that the efforts in Germany to protect the country against terrorist attacks need to be improved.



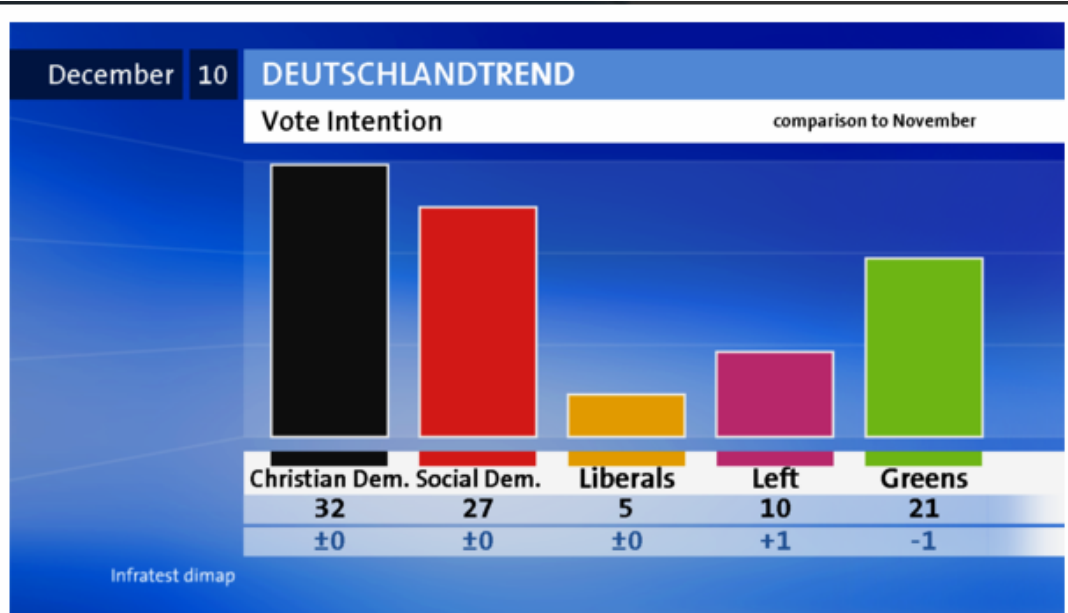
The Germans evaluate the Euro critically as bringing disadvantages for the individual. But the citizens seem to be conscious that there is no alternative to the common currency in the current situation: 88 percent mean believe that in the end, it is in the interest of Germany to keep the Euro stable. Consequentially, a majority of 71 percent deems the support of Ireland as inevitable. According to the opinion of 56 percent, those countries which do not have their finances under control should face consequences of their behaviour: They plead for their exclusion from the Euro zone.



Still, only one quarter of the citizens is satisfied with the work of the government. This goes along with only a little increase in trust in the parties' competences regarding political issues from which exclusively the CDU/CSU profits. Despite the economic upturn, the trust in the party is way below its competence values before the last Bundestag election. The Liberals did not manage to use the last months to tie themselves up to the high trust levels gained before the Bundestag election. In contrast: In the area of tax policy, their winner issue at the Bundestag election, the Liberals suffer further losses.



In the political mood, the governing parties CDU/CSU (32 percent) and FDP (5 percent) hold their percentage share of the vote stable. The same applies for the SPD (27 percent) while the boom of the Greens seems to be stopped: They lose 1 point and reach 21 percent, the Left Party could gain 1 point (10 percent). After the break of the coalition in Hamburg, the model “Black-Green” seems to have failed for now. “Black-Green” has also lost attractiveness among German Citizens. Merely 15 Percent (-11 in comparison to April) believe that both parties are a good match. Only one third (31 percent, -9) believe that “Black-Green“ would be able to bring Germany forward in the management of major political issues. Only 28 Percent (-9) prefers more black-green coalitions in the future.



Vote Intention

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NORTH AMERICA

Upper-Income Shoppers Lead Strong Christmas Week Spending

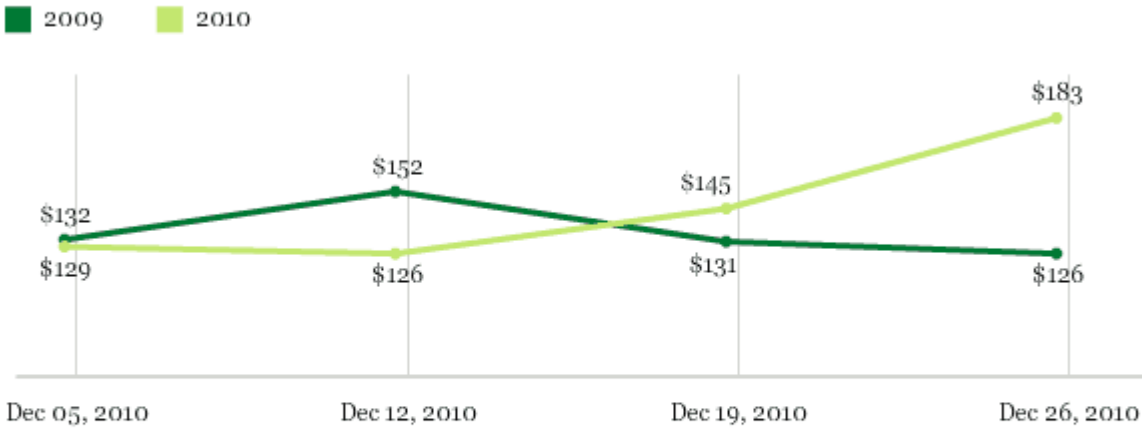
Upper-income and overall self-reported consumer spending tops same week last year

December 29, 2010

An upper-income spending splurge led the way to strong self-reported spending during Christmas week 2010. Upper-income Americans' self-reported consumer spending in stores, restaurants, gas stations, and online averaged \$183 per day during the week ending Dec. 26 -- up from \$126 during the same week in 2009.

Upper-Income U.S. Consumer Spending by Week, 2009-2010

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



Note:

2010 data based on weeks ending Dec. 5, Dec. 12, Dec. 19, and Dec. 26.

2009 data based on weeks ending Dec. 6, Dec. 13, Dec. 20, and Dec. 20-22.

Gallup Daily tracking

GALLUP®

After matching 2009 spending levels during the week ending Dec. 5, and trailing during the week ending Dec. 12, upper-income spending surpassed year-ago levels during the week ending Dec. 19 before surging during Christmas week.

Overall Spending Jumped During Christmas Week

Americans' overall self-reported spending surged to an average of \$85 per day during the week ending Dec. 26 -- up from \$77 during the prior week and \$66 during the first two weeks of December. As a result, spending during Christmas week 2010 exceeded that of 2009 and 2008.

Consumer Spending by Week, 2008-2010

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



Note:

2010 data based on weeks ending Nov. 28, Dec. 5, Dec. 12, Dec. 19, and Dec. 26;

2009 data based on weeks ending Nov. 29, Dec. 6, Dec. 13, Dec. 20, and Dec. 27;

2008 data based on weeks ending Nov. 30, Dec. 7, Dec. 14, Dec. 21, and Dec. 28

Gallup Daily tracking

GALLUP®

Christmas Week Spending Surges Across the Nation

Weekly spending ran slightly below year-ago levels in most regions of the country during the first two weeks of December. Spending matched that of 2009 during the week ending Dec. 19 before passing year-ago levels during Christmas week.

Consumer Spending by Week and by Region, 2009 vs. 2010

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

	2009	2010
EAST		
Week ending Dec. 5-6	\$83	\$69
Week ending Dec. 12-13	\$95	\$79
Week ending Dec. 19-20	\$64	\$74
Week ending Dec. 26-27	\$60	\$76
MIDWEST		
Week ending Dec. 5-6	\$71	\$53
Week ending Dec. 12-13	\$65	\$57
Week ending Dec. 19-20	\$59	\$57
Week ending Dec. 26-27	\$75	\$85
SOUTH		
Week ending Dec. 5-6	\$70	\$64
Week ending Dec. 12-13	\$69	\$58
Week ending Dec. 19-20	\$78	\$77
Week ending Dec. 26-27	\$73	\$88
WEST		
Week ending Dec. 5-6	\$80	\$78
Week ending Dec. 12-13	\$64	\$75
Week ending Dec. 19-20	\$94	\$99
Week ending Dec. 26-27	\$71	\$91

Gallup Daily tracking

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Implications

Although Gallup's consumer spending data are more a measure of whether consumers are spending or saving their disposable incomes, this late surge in upper-income spending is consistent with the sharp increase in weekly shopping center sales reported by the International Council of Shopping Centers, and with an increase in retail sales as projected by MasterCard SpendingPulse.

Further, Gallup's Christmas week results might be interpreted as reflecting an immediate-term success for the new legislation extending the Bush tax cuts signed a little more than a week ago. During the first two weeks of December, and prior to passage of this bill that also extended unemployment benefits and added new Obama tax cuts, upper-income Americans seemed to be holding back with their spending, lagging behind that of 2009. Although some might argue the Christmas week upper-income spending splurge is a coincidence, upper-income consumers report spending substantially more following the passage of the bill.

Upper-income spending is essential to future economic growth and the creation of new jobs. Upper-income Americans are the consumers who have the disposable income to spend if they so chose and they have been holding back given the uncertainties surrounding the future course of the economy and, possibly, government tax policies. By increasing tax certainty for the next two years, the new legislation might have encouraged these better-off consumers to feel more comfortable spending more freely during Christmas week. The "wealth effects" associated with increasing stock values on Wall Street may have also encouraged upper-income spending late this year.

Regardless, Gallup's most recent spending results suggest that the nation's retailers have had a surprisingly good Christmas -- particularly, those who serve upper-income consumers. In turn, this lays the ground work for increased optimism about the economy as we enter 2011.

Survey Methods

Results are based on telephone interviews conducted as part of the Gallup Daily tracking survey during the week ending Dec. 26, 2010, with a random sample of 2,464 adults, with weekly random samples of about 3,000 adults for each of the first three weeks of December, 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 ± 3 percentage points. For results based on the total monthly sample of more than 15,000 national adults, one can say with 95% confidence that the maximum margin of sampling error is ± 1 percentage point.

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

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

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

Most Adults will make New Year's Resolutions

Americans Vow to Exercise, Lose Weight, and Save Money

Utica, NY - Only 32% of American adults answered that they will not be making any New Year's Resolutions this year, according to a recent Zogby International interactive poll of 1,950

adults. The poll, conducted from Dec. 8-10, 2010 also shows people agree they will exercise more (41%), lose weight (36%) and/or save money (35%). The poll also finds that younger people are more likely to report that they plan to make New Year's resolutions. Of those aged 18-24, only 15% will not be making any resolutions, compared to 47% of those 70 years or older. Others who say they will not be making resolutions, by age group, are 25-34 year olds (29%), 35-54 year olds (30%), and 55-69 year olds (38%). Exercising more was among the most popular resolution from the choices provided, except for those 25-34 years old, who were more likely to say they will save more money (50%) compared to 40% of that age group who say they will exercise more.

Exercising more was the most popular choice across ideologies (liberal, moderate, and conservative) and political affiliation (Republican, Democrat, and Independent) and across most income levels. However, saving more money, losing weight and becoming a better person all out number exercising more for those making \$35K to \$50K. Losing weight tops the list for those making less than \$25K.

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.

(12/30/2010)

Blizzard-Hit Regions See Consumer Spending Plummet

Pre-Christmas spending surge mostly maintained in South and West

December 30, 2010

In the first two days of the day-after-Christmas blizzard that affected more than 20 states east of the Missouri River, consumers' average daily spending fell by nearly 50% in the East and by 55% in the Midwest, compared with their average spending over the four days prior to Christmas. By contrast, spending in the South and West fell by no more than 11% over the same time period.

Pre- and Post-Blizzard Trend in Average Daily Consumer Spending

	Dec. 19-22	Dec. 27-28	Percentage decline
East	\$89	\$48	-46%
Midwest	\$100	\$45	-55%
South	\$104	\$99	-5%
West	\$107	\$95	-11%
Total	\$100	\$76	-24%

December 2010

GALLUP

In the Eastern region of the U.S., consumers' average daily spending from Sunday, Dec. 19 through Wednesday, Dec. 22 was \$89. This fell to \$48 on the Sunday and Monday following Christmas, Dec. 26-27, including the day of and the day after the blizzard.

Over the same period, average daily spending in the Midwest fell from \$100 to \$45. In the West it fell from \$107 to \$95, while in the South, it was statistically unchanged at \$104 prior to Christmas vs. \$99 in the first two days after the holiday.

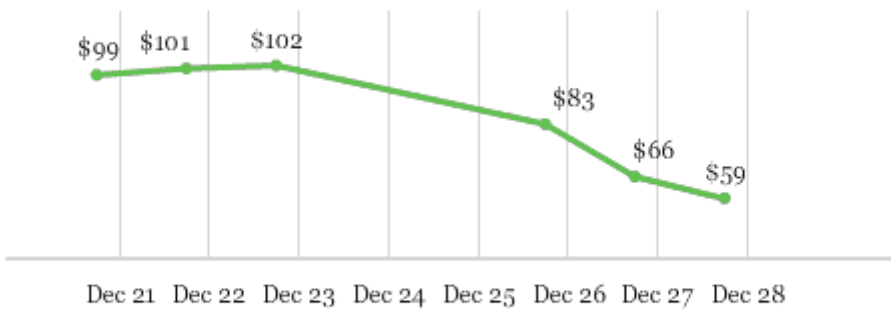
These figures are based on Americans' self-reports of the total amount they spent the prior day in stores, restaurants, and online, not including homes, vehicles, or their normal monthly bills.

While consumer spending is expected to be lower after Christmas compared with the heavy shopping week leading up to it, retailers were reportedly counting on Americans to head back to the malls on Sunday to cash in gift certificates and take advantage of post-Christmas sales. Consumers may have fulfilled these hopes in the South and West, where self-reported spending was down slightly, but not in the East and West, where many residents were lucky to get out of their driveways.

Despite strong post-Christmas spending in much of the country, depressed spending in the East and Midwest helped drive down the overall consumer daily spending average to \$59 in recent days.

Recent Trend in Average Daily Spending[^] -- December 2010

Based on U.S. national adults



[^]Total self-reported spending in stores, restaurants, and online
Gallup Daily three-day rolling averages. No interviewing conducted Dec. 24-25.

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Bottom Line

The blizzard that struck the Midwest and East Coast on Dec. 26 diverted many of those residents from picking up where they left off at the malls the week prior. Average daily spending in those regions fell by roughly 50%, compared with minor dips elsewhere.

Gallup Daily tracking found Americans' self-reported spending rising higher in the week prior to Christmas than in either of the first two weeks of December. That spending surge may have raised retailers' hopes that the pattern would continue between Christmas and New Year's. Now that most roads are passable again, it will be important to monitor Gallup Daily tracking of consumer spending over the next week to see if the formerly blizzard-bound consumers return to the stores.

Survey Methods

Results are based on telephone interviews conducted as part of the Gallup Daily tracking survey Dec. 26-27, 2010, with a random sample of 933 adults, aged 18 and older, and interviews conducted Dec. 20-23 with a random sample of 1,963 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 ± 4 percentage points for the Dec. 26-27 results, and ± 3 percentage points for the Dec. 20-23 results.

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.

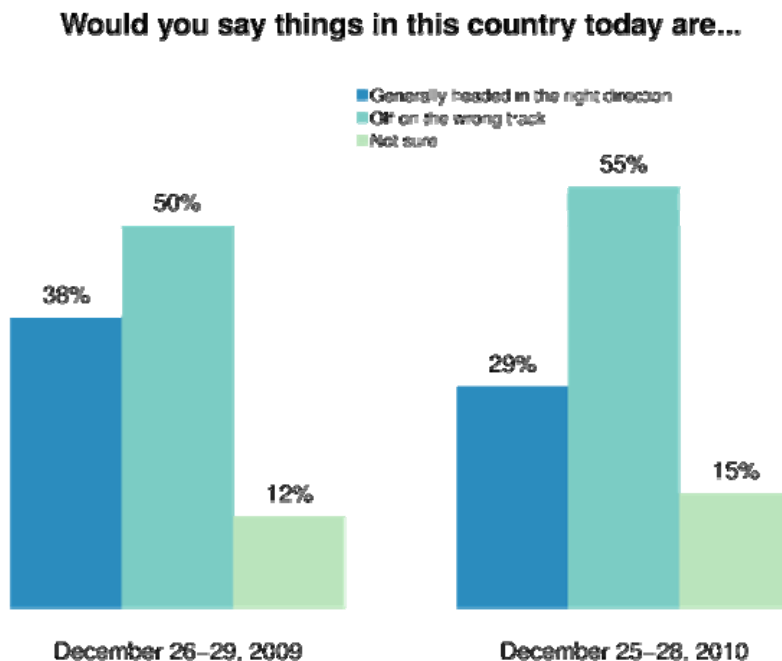
In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Concerns For The Country

December 29, 2010

The economy remains the country's most important problem, and American perceptions of it continue to be negative. 30% today think the economy is getting worse, although that is down from the 36% who thought so a year ago. However, there are also fewer Americans today who think things are getting better than there were a year ago. 25% say that is the case today; last year 30% said the economy was getting better.

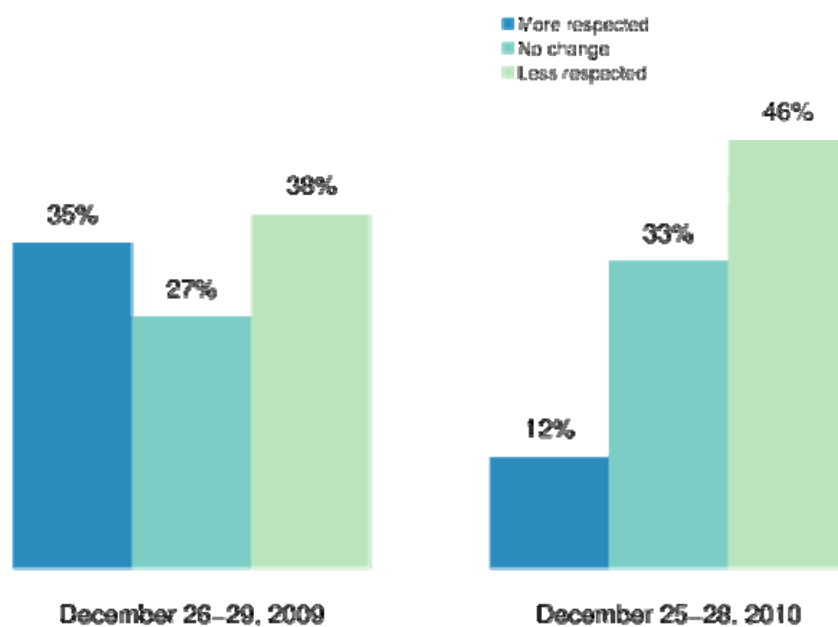
And when it comes to the general direction of the country, only 29% say it is headed in the right direction today. Last year, 38% believed it was.



When asked directly about various issues, many Americans see things as having gotten worse in the last two years. Majorities say job security, government spending, Social Security and Medicare and the U.S. financial system have gotten worse in the last two years. Nearly half say that about the economy in their area and health care coverage.

As for the U.S. and the world, things are generally worse than they were a year ago, but there is one bright spot. 46% now believe the U.S. is less respected in the world than it was a year ago, up from 38% who felt that way at the end of 2009. Then, 35% saw the U.S. as more respected than it had been; just 21% say that today.

In the last year, has the United States become more respected or less respected in the world?



The bright spot is Afghanistan. At the end of 2009, 60% believed things had gotten worse there during the year. Just 35% say that today.

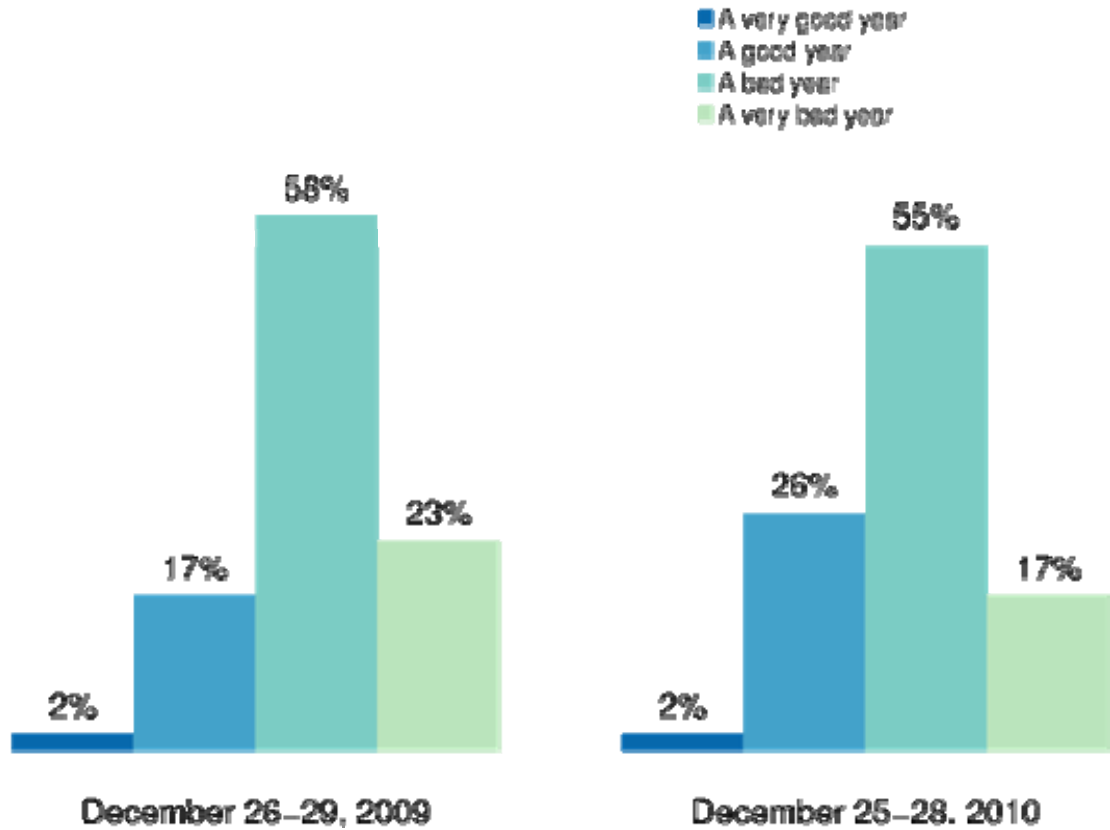
2010: Bad, But Not As Bad As 2009

December 29, 2010

2010 was not a good year but, according to the Americans interviewed in the latest *Economist/YouGov* Poll, it was better than 2009.

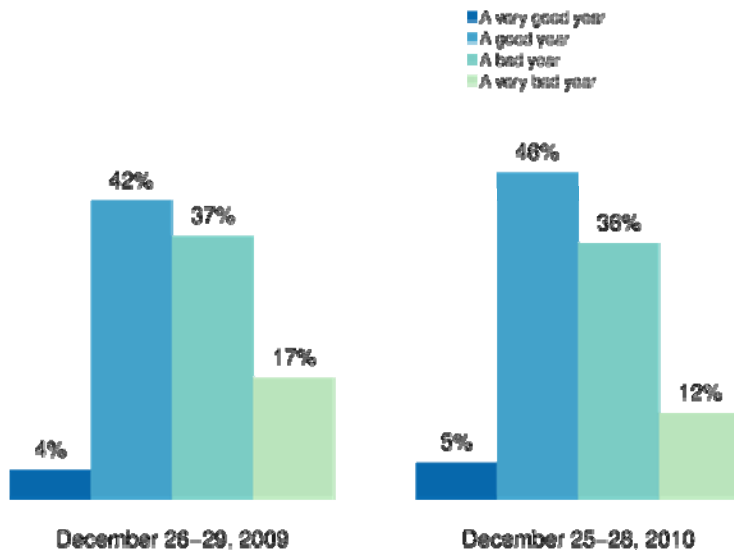
72% say that 2010 was a "bad" year for the world, but that is nine points fewer than the 81% who thought 2009 was a bad year when they were interviewed in December, 2009. More than one in four say 2010 was a good year for the world, up from the 19% who felt that way about 2009.

Looking back at the past year, how would you describe the year for the world?



And a (bare) majority of Americans believe that the year just past was a good one for themselves and their family. 51% believe that, an improvement from the 46% who said that about 2009 when that year ended.

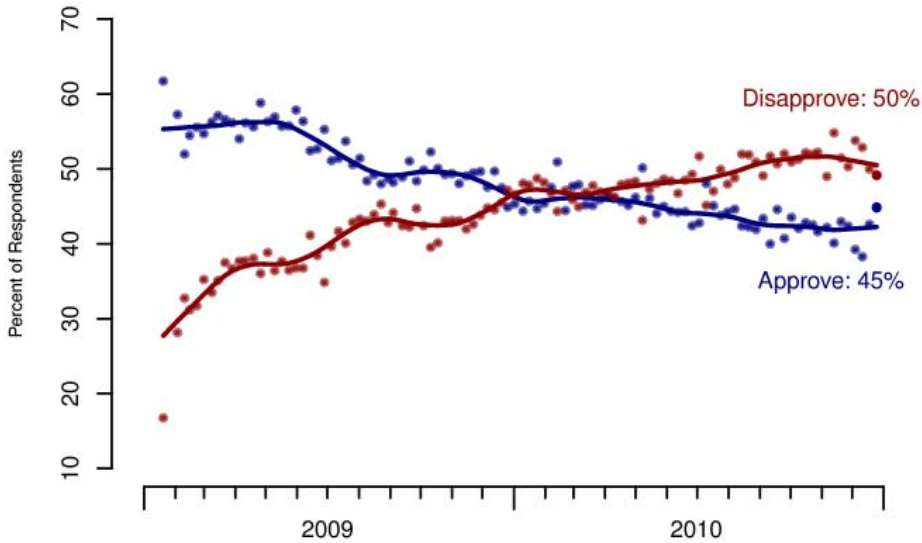
Looking back at the past year, how would you describe the year for you and your family?



Those small improvements in perceptions about the year may have been helped along by the accomplishments of the recent lame duck session of Congress, as there are still many areas where Americans feel just as negative or even worse about how things are going as they did a year ago. But assessments of the President and the Congress have improved in the last few weeks.

Two weeks ago, the public's approval rating for Barack Obama was at an all-time low of 39%. It is now back up to 45%, just about where it was at the end of 2009. 50% now disapprove (47% did so at the end of 2009).

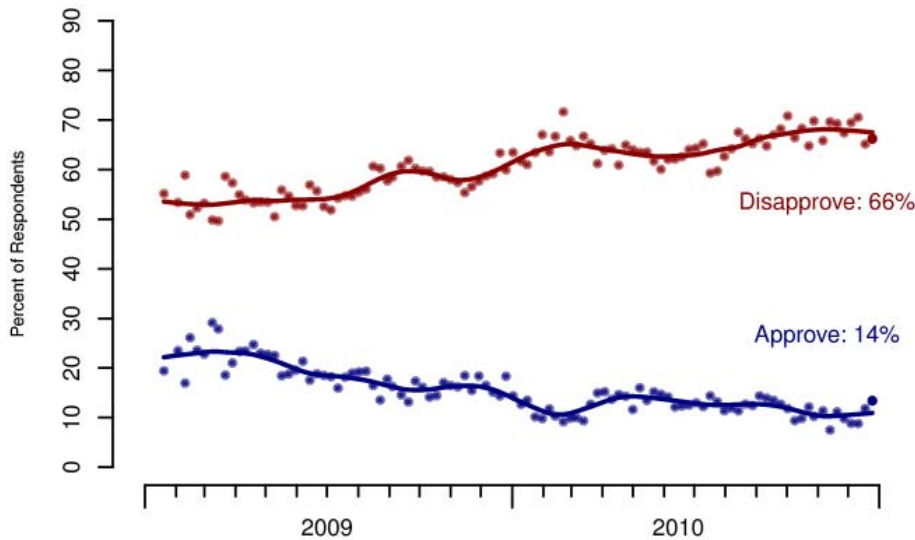
Obama Approval
"Do you approve or disapprove of the way
Barack Obama is handling his job as President?"



The President's approval rating when it comes to handling the economy is back up as well, although approval levels here remain below his overall approval rating. 37% approve of his handling of the economy, up from 31% two weeks ago.

Approval of how Congress is handling its job is an abysmal 14%, but that too is up from only 9% two weeks ago, and among the best scores for Congress in the last few months.

Congress Approval
 "Do you approve of the way the
 U.S. Congress is handling its job?"



But the current approval rating for Congress is well below its approval rating in December 2009. Then, 18% approved of the way Congress was handling its job.

One other qualified improvement in Congressional perception: 31% of Americans believe the current Congress has accomplished less than usual, but that is down from the 40% who felt that way last December. Now, 27% believe the Congress accomplished more than usual. At the end of 2009, 24% believed that.

U.S. Economic Confidence Improves During Christmas Week

Consumers are more optimistic now than during prior December weeks

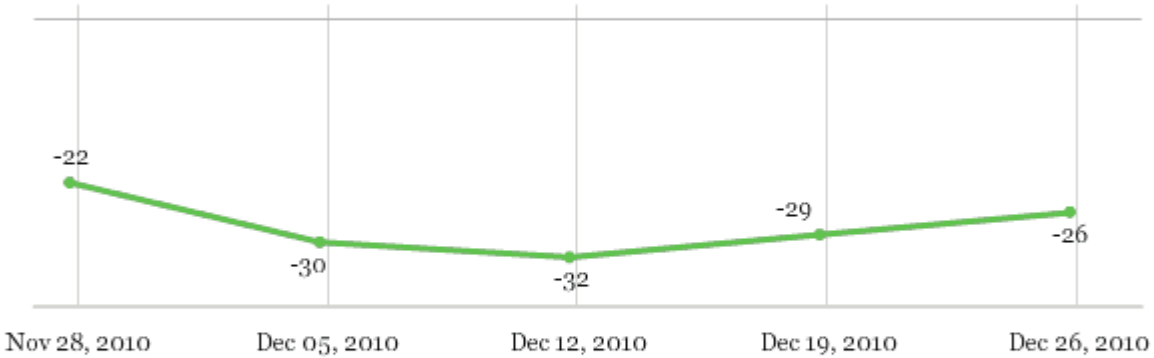
December 28, 2010

Gallup's Economic Confidence Index averaged -26 during the week ending Dec. 26 -- better than earlier in the month, but not enough improvement to bring the month's average up to that of November 2010.

Economic Confidence by Week, November-December 2010

Combination of current economic conditions and outlook measures

■ 2010



Note:

2010 data based on weeks ending Nov. 28, Dec. 5, Dec. 12, Dec. 19, and Dec. 26; Gallup did not interview on the nights of Dec. 24 or 25

Gallup Daily tracking

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Gallup's Economic Confidence Index consists of two measures: one involving Americans' perceptions of current economic conditions and the other involving their economic outlook.

This week's improvement, based on surveys conducted Dec. 20-26, reflects improvement in both measures.

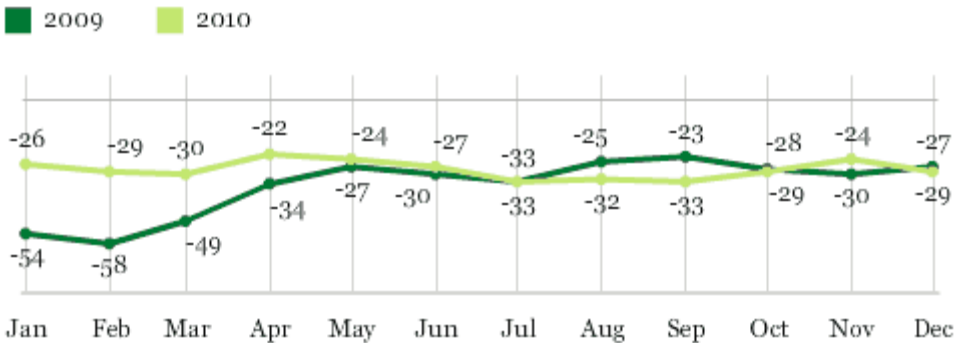
Forty-three percent of Americans called current economic conditions "poor" -- slightly fewer than the 45% average rating of the first three weeks of the month. The percentage of consumers saying economic conditions are "getting worse" also declined over Christmas week to 57% from the 60% average of the first three weeks of December.

Christmas Improvement Does Not Raise December Average Enough

Including Christmas week, Gallup's Economic Confidence Index averaged -29 over the first four weeks of December 2010 -- worse than the -24 average of November 2010, and slightly worse than the -27 of December 2009.

Economic Confidence Index, Monthly Averages

Combination of current economic conditions and economic outlook measures



December 2010 estimate based on an average of the first four weeks of the month ending Dec. 26; December 2009 reading based on full month of December data

Gallup Daily tracking

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Commentary

Gallup's Economic Confidence Index suggests that the improvement in consumer optimism of November did not continue in December. Despite all the optimism on Wall Street, the Federal Reserve Board's efforts to provide additional liquidity to the economy, and the passage of new federal legislation to extend the Bush tax cuts and continue extended unemployment benefits, consumers are no more optimistic about the economy now than they were at this time in 2009.

This contrasts with the Reuters/University of Michigan Consumer Sentiment Index that showed a slight increase in December compared with November -- possibly a result of its relatively small sample size. On the other hand, Tuesday's release of the Conference Board's Consumer Confidence Index is more likely to show a decline in December consistent with Gallup's findings given its larger mail sampling methodology.

Regardless, the current lack of momentum in economic confidence may be attributable in part to the recent government report concerning a worsening of the job situation during November. Another problem facing consumers -- particularly lower- and middle-income Americans -- is increasing gas prices. Still, assuming consumers can overcome any weather-related challenges and get to the stores, the improved confidence of Christmas week could provide reason for optimism about a late holiday sales surge.

Survey Methods

Results are based on telephone interviews conducted as part of the Gallup Daily tracking survey during the week ending Dec. 26, 2010, with a random sample of 2,464 adults, with weekly random samples of about 3,000 adults for each of the first three weeks of December, 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 ± 3 percentage points. For results based on the total monthly sample of more than 15,000 national adults, one can say with 95% confidence that the maximum margin of sampling error is ± 1 percentage point.

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

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

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

Barack Obama, Hillary Clinton Are 2010's Most Admired

Sarah Palin and Oprah Winfrey are closely matched behind Clinton

December 27, 2010

President Barack Obama is Americans' Most Admired Man of 2010, substantially ahead of the former presidents, iconic religious leaders, and others who fill out the top 10 list. Obama first became Americans' Most Admired Man in 2008, shortly after his election as the nation's 44th president, and has held the title since then.

Most Admired Man -- 2010 Top 10

What man that you have heard or read about, living today in any part of the world, do you admire most? And who is your second choice?

	December 2010
	%
1. Barack Obama	22
2. George W. Bush	5
3. Bill Clinton	4
4. Nelson Mandela	2
5. Bill Gates	2
6. (tie) Pope Benedict XVI	2
6. (tie) Rev. Billy Graham	2
8. (tie) Jimmy Carter	2
8. (tie) Glenn Beck	2
10. The Dalai Lama	1

USA Today/Gallup, Dec. 10-12, 2010. Rankings based on total mentions.

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Obama is the runaway favorite for Most Admired Man among Democrats nationwide: 46% choose him, followed by 7% who pick Bill Clinton and 5% Nelson Mandela. Obama also leads among independents, with 17%, but ranks second among Republicans behind George W. Bush.

2010 "Most Admired Man," by Party ID

	Democrats	Independents	Republicans
1.	Obama – 46%	Obama – 17%	GW Bush – 11%
2.	Clinton – 7%	Clinton – 4%	Obama – 6%
3.	Mandela – 5%	GW Bush – 3%	Beck – 4%
4.	Carter – 2%	B. Gates – 2%	Pope Ben. XVI – 4%
5.	Dalai Lama – 2%	B. Graham – 2%	B. Graham – 3%

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

GALLUP®

Sitting presidents have dominated Gallup's Most Admired Man poll over the years, achieving No. 1 in 52 out of 64 measures since Gallup initiated the question in 1946.

"Clinton has dominated the Most Admired Woman title for most of the past two decades, earning 15 No. 1 rankings since her first appearance on the list in 1992."

The 22% of Americans naming Obama this year as the man they most admire of any living man in the world is typical for presidents in their second year of office. However, Obama does less well this year than in previous years. The 30% naming him in 2009 was among the highest for recent presidents in their first year in office. The 32% naming Obama in December 2008 was extraordinarily high for a president-elect, similar to the percentage seen for Dwight Eisenhower.

U.S. Presidents' "Most Admired Man" Ratings in Year Elected and First Term

List includes presidents elected to first term

	Election year	1st year	2nd year	3rd year	4th year
	%	%	%	%	%
Barack Obama	32	30	22		
George W. Bush	5	39	28	29	23
Bill Clinton	15	20	13	17	13
George Bush	9	21	22	21	16
Ronald Reagan	6	25	20	28	17
Jimmy Carter [^]		16	22	14	7
Richard Nixon	n/a	22	16	14	17
John F. Kennedy	8	32	n/a		
Dwight Eisenhower	27	29	27	26	n/a

[^]Most Admired Man not asked in this format in 1976

n/a=percentage results not available

GALLUP[®]

Also notable is Billy Graham's 54th appearance in the top 10, nearly double the number of appearances of Ronald Reagan, who has the second-most top 10s, at 31. Jimmy Carter made the top 10 this year after a two-year absence, his 27th appearance, tied with Pope John Paul II for third all-time.

Clinton Continues Reign as Most Admired Woman

Hillary Clinton is the Most Admired Woman this year, her ninth consecutive year at No. 1.

In fact, the order of the top six women named in 2010 is identical to 2009, with Sarah Palin, Oprah Winfrey, Michelle Obama, Condoleezza Rice, and Queen Elizabeth following Clinton.

Most Admired Woman -- 2010 Top 10

What woman that you have heard or read about, living today in any part of the world, do you admire most? And who is your second choice?

	December 2010
	%
1. Hillary Clinton	17
2. Sarah Palin	12
3. Oprah Winfrey	11
4. Michelle Obama	5
5. Condoleezza Rice	2
6. Queen Elizabeth	2
7. Angelina Jolie	1
8. Margaret Thatcher	1
9. (tie) Aung San Suu Kyi	1
9. (tie) Laura Bush	1
9. (tie) Barbara Bush	1

USA Today/Gallup, Dec. 10-12, 2010. Rankings based on total mentions.

GALLUP®

Clinton has dominated the Most Admired Woman title for most of the past two decades, earning 15 No. 1 rankings since her first appearance on the list in 1992. She joins Eleanor Roosevelt and Jacqueline Kennedy Onassis as first ladies whose strong popularity has extended well beyond her husband's presidency, although, given Clinton's post-White House political career, perhaps for different reasons.

Historically, first ladies have figured prominently on the list, typically appearing in the top three at some point during their White House tenure. However, they are much less likely than presidents to win the top spot. First ladies who have succeeded in placing first include Clinton, with six No. 1 rankings in Bill Clinton's two terms as president; Nancy Reagan, who achieved it three times in Ronald Reagan's two terms; Barbara Bush, who achieved it twice in her husband's single term; and Rosalynn Carter, who tied for or placed first in three years during her husband's single term. No first lady has won the top overall ranking since Laura Bush in 2001.

Thus far as first lady, Obama, like Laura Bush for most of her husband's presidency, has not garnered high mentions as Most Admired Woman. Her single-digit performances on the list since Barack Obama took office are on the low side for other first ladies since Carter at this point in their husband's first term.

First Ladies' "Most Admired Woman" Ratings in Year President Elected and First Term

List includes first ladies whose husbands were elected to first term

	Election	1st year	2nd year	3rd year	4th year
	year				
	%	%	%	%	%
Michelle Obama	3	7	5		
Laura Bush	*	12	6	6	8
Hillary Clinton	5	22	14	13	13
Barbara Bush	2	14	16	16	17
Nancy Reagan	2	7	6	10	6
Rosalynn Carter ^		9	13	13	7
Pat Nixon	n/a	7	8	8	13
Jacqueline Kennedy	2	11	n/a		
Mamie Eisenhower	3	5	6	4	n/a

* Less than 0.5%

^Most Admired Woman not asked in this format in 1976

n/a=percentage results not available

GALLUP'

One reason Michelle Obama may not garner higher mentions is that many Democrats, who might otherwise name a Democratic first lady, instead name Hillary Clinton. However, Obama also trails Oprah Winfrey in mentions among Democrats.

2010 "Most Admired Woman," by Party ID

	Democrats	Independents	Republicans
1.	Clinton – 31%	Clinton – 15%	Palin – 26%
2.	Winfrey – 13%	Winfrey – 10%	Winfrey – 8%
3.	Obama – 10%	Palin – 7%	Clinton – 5%
4.	Aung San Suu Kyi – 3%	Obama – 5%	Rice – 4%
5.	Jolie – 2%	Thatcher – 2%	L. Bush – 3%
5. (tie)		Rice – 2%	

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

GALLUP'

Queen Elizabeth makes her 43rd appearance in the top 10, the record for any woman. Winfrey enjoys both high ranking and longevity on the list, ranking second or third each year since 1997 (although never No. 1), and placing in the top 10 every year since 1988.

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.

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.

All 10 States Losing Congressional Seats Tilt Democratic

Five of the eight states that are gaining seats skew Republican

December 27, 2010

Each of the 10 states losing congressional seats as a result of the newly announced 2010 census reapportionment process is politically Democratic, based on a Gallup political identification measure from the first six months of this year. Five of the eight states gaining seats skew Republican.

*Political Identification in States Losing
Congressional Seats in 2010 Census
Reapportionment*

State	Seats lost in 2010 reapportionment	Democratic advantage (pct. pts.)
Ohio	-2	7
New York	-2	19
Illinois	-1	13
Iowa	-1	3
Louisiana	-1	4
Massachusetts	-1	20
Michigan	-1	9
Missouri	-1	1
New Jersey	-1	12
Pennsylvania	-1	7

January-June 2010 Gallup Daily tracking

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*Political Identification in States Gaining
Congressional Seats in 2010 Census
Reapportionment*

State	Seats gained in 2010 reapportionment	Democratic advantage (pct. pts.)
Texas	4	-3
Florida	2	4
Arizona	1	-5
Georgia	1	-3
Nevada	1	5
South Carolina	1	-6
Utah	1	-32
Washington	1	7

January-June 2010 Gallup Daily tracking

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The results of the decennial census are used to reapportion the 435 House seats assigned to the 50 states. Each state receives a minimum of one congressional seat, with the remaining 385 seats

apportioned according to the states' relative population sizes. The results of this process are inherently political. States that gain congressional seats have more power in Congress, and -- because electoral votes are directly related to the number of congressional seats held by each state -- more election clout.

Over the years, relative changes in population across the states have resulted in extraordinary shifts in political power. The traditionally Democratic state of New York, for example, has gone from 45 congressional seats after the 1940 census to 27 seats after the 2010 census. On the other hand, Texas, in recent decades a reliably Republican state, has gone from 21 to 36 seats during the same time frame.

Nine of the 10 states that lost congressional seats as a result of this year's census are in the Northeast or Midwest. The exception is Louisiana, whose population loss at least partly as a result of Hurricane Katrina cost it a seat. Politically, all 10 of these "losing" states skew Democratic in political orientation, based on Gallup's latest state political identification data from January through June of this year. The two states that each lost two seats, Ohio and New York, have a net Democratic political identification of +7 and +19, respectively. The Democratic margin in the other eight losing states ranges from +20 in Massachusetts to +1 in Missouri.

The eight states that gained congressional seats this year present a more mixed political picture. Texas was the big winner, gaining four seats as a result of its extraordinary growth from a population of almost 21 million in 2000 to 25 million in 2010. Texas has a net Democratic party identification of -3, meaning that more Texas adults identify as Republicans than as Democrats. On the other hand, Florida gained two seats, and has a net Democratic identification of +4. Party identification skews Republican in four of the remaining six states, all of which gained one congressional seat, ranging from a -32 net Democratic margin in Utah (Utah is the most Republican state) to -3 in Georgia. Both Nevada and Washington have net positive Democratic party identifications.

Implications

The full political implications of congressional seat losses in 10 Democratic states remain to be seen, and will in large part depend on the process of redistricting that will now get underway in each state. It is assumed that Democrats will lose some representation in the House as a net result of this process, but the precise way this will play out is not entirely clear. Similarly, although the majority of the states gaining seats are Republican in orientation, it is not clear whether the newly created House districts in each of those states will necessarily end up with a Republican representative, although it can be assumed that the net number of Republican seats in these states will increase.

The impact of reapportionment on the presidential election process is more straightforward. Traditionally blue states are losing electoral votes, while traditionally red states are gaining them. Various calculations have shown that Barack Obama would still have won the 2008 election even if the electoral votes were divided based on the new census apportionment. But the shift in population between states could give a Republican candidate just enough of an edge to bring victory in a close 2012 presidential race.

Party Identification by State, January-June 2010

	Democratic/ Leans Democratic	Republican/ Leans Republican	Democratic advantage (pct. pts.)	Number of interviews
District of Columbia	75%	11%	64	352
Vermont	53%	27%	26	619
Maryland	54%	32%	22	3410
Massachusetts	52%	32%	20	3652
New York	51%	32%	19	9165
Connecticut	51%	33%	18	1952
Rhode Island	48%	30%	18	653
California	47%	33%	14	17976
Illinois	48%	35%	13	6040
Delaware	49%	36%	13	586
Hawaii	46%	33%	13	494
New Jersey	47%	35%	12	4447
New Mexico	49%	37%	12	1335
Oregon	48%	36%	12	3004
Michigan	46%	37%	9	5163
West Virginia	46%	39%	7	1502
Pennsylvania	47%	40%	7	9104
Ohio	46%	39%	7	6597
Washington	45%	38%	7	4838
Wisconsin	45%	39%	6	3951
Kentucky	46%	41%	5	2947
Maine	43%	38%	5	1154
Nevada	45%	40%	5	1509
North Carolina	45%	41%	4	6074
Louisiana	44%	40%	4	2451
Florida	44%	40%	4	9720
Minnesota	44%	40%	4	3612
Iowa	42%	39%	3	2177
Missouri	42%	41%	1	3821
Mississippi	44%	43%	1	1622
Colorado	42%	42%	0	3451
Virginia	41%	42%	-1	5201
Arkansas	39%	41%	-2	1857
North Dakota	40%	42%	-2	480
Indiana	40%	43%	-3	4020
Texas	39%	42%	-3	10992
Georgia	41%	44%	-3	4786
Tennessee	40%	44%	-4	4120
Oklahoma	41%	45%	-4	2654
Arizona	40%	45%	-5	3803
South Carolina	39%	45%	-6	2631
New Hampshire	39%	45%	-6	1013

Survey Methods

Results are based on telephone interviews conducted as part of Gallup Daily tracking Jan. 2-June 30, 2010, with a random sample of 176,545 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia, selected using random-digit-dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is ± 1 percentage point. The margin of sampling error varies from state to state depending on the number of interviews conducted in each state.

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.

"Season of Progress" Does Little for Obama's Approval Rating

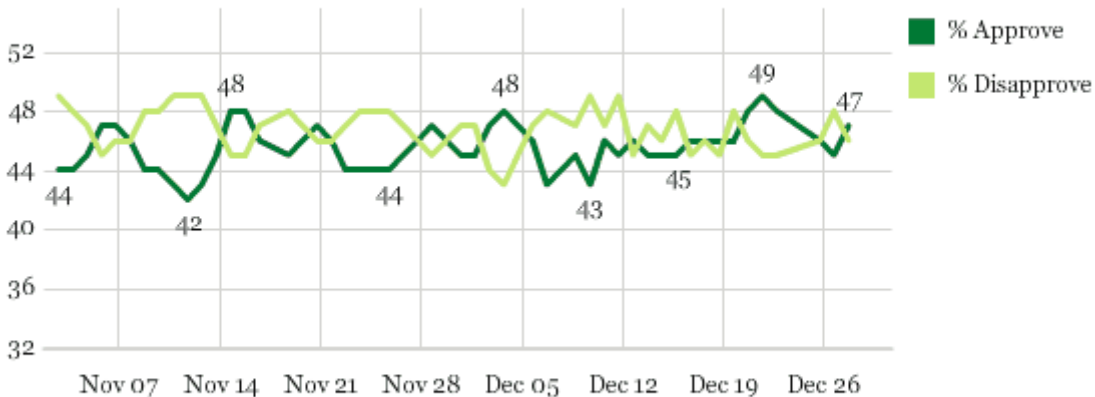
Latest 47% approval rating is close to post-midterm average

December 30, 2010

President Barack Obama's job approval rating for Dec. 26-28 is 47%, down slightly from his post-midterm-election peak of 49% recorded last week, and close to his average level of approval since November. Currently, 46% of Americans disapprove of Obama's job performance.

President Obama Job Approval -- Three-Day Averages From Nov. 1-Dec. 28, 2010

Selected percentages approving shown



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The general stability in Obama's approval rating since the Nov. 2 midterm elections -- in which his party lost majority control of the U.S. House of Representatives -- can be characterized as positive for Obama. Most presidents whose party suffers major midterm losses see their approval ratings fall. However, one might have expected Obama to see a bump in approval from the flurry of legislation passed in Congress prior to the Christmas recess. These include a bipartisan agreement to extend the Bush tax cuts, repealing the military's "Don't Ask, Don't Tell" policy for gay service members, passing a major food safety bill, and Senate ratification of the START arms reduction treaty with Russia.

Recent Gallup polling shows that all of these measures were supported by at least a plurality of Americans and, in some cases, a solid majority.

The president's approval rating briefly rose to 49% last week, in Gallup Daily tracking from Dec. 20-22, as Congress wrapped up work on these bills. Obama held a news conference on Wednesday in which he touted the historic nature of the 111th Congress' achievements, as well as his ability to work with Republicans to overcome gridlock, calling it a "season of progress."

However, in Gallup polling since Christmas, Obama's approval rating slid back slightly to 47%, nearly matching his average 46% approval rating since the start of November.

Thus, he is closing out his second year in office with a slightly lower approval rating than at the end of his first year. In 2009, his approval ratings between Christmas and New Year's ranged from 51% to 53%.

Obama's approval ratings at the end of his second year in office are higher than approval of two of the last five presidents (Bill Clinton with 40% and Ronald Reagan with 43%) at the same

point in their presidencies. Jimmy Carter (51%), George H.W. Bush (63%), and George W. Bush (61%) each had higher approval ratings at the close of their second year.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Dec. 26-28, 2010, on the Gallup Daily tracking survey, with a random sample of 1,531 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 ± 4 percentage points.

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

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

The questions reported here were asked of a random half-sample of respondents for 3 nights on the Gallup Daily tracking survey.

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.

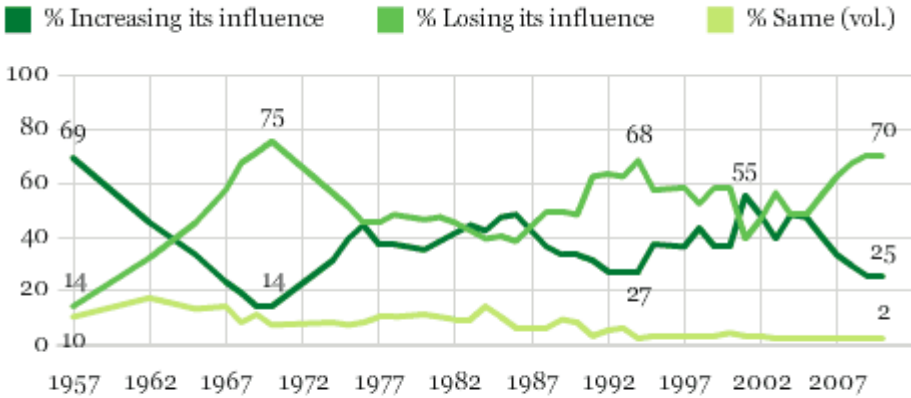
Near-Record High See Religion Losing Influence in America

Current 70% nears all-time high of 75% recorded in 1970

December 29, 2010

Seven in 10 Americans say religion is losing its influence on American life -- one of the highest such responses in Gallup's 53-year history of asking this question, and significantly higher than in the first half of the past decade.

At the present time, do you think religion as a whole is increasing its influence on American life or losing its influence?



Yearly averages
(vol.) = volunteered response

GALLUP®

Americans' views of the influence of religion in the U.S. have fluctuated substantially in the years since 1957, when Gallup first asked this question. At that point, perhaps reflecting the general focus on family values that characterized the Eisenhower era, 69% of Americans said religion was increasing its influence, the most in Gallup's history.

Views of the influence of religion shifted dramatically in the mid-1960s. By 1970, in the midst of the protests over the Vietnam War and general social upheaval, a record 75% of Americans said religion was losing influence in American society. These views moderated in the years thereafter. At several points during the Reagan administration, a plurality of Americans returned to the view that religion was increasing its influence. By the early 1990s, Americans became more convinced again that religion was losing its influence. These views persisted until a sharp reversal after the Sept. 11, 2001, terrorist attacks, when a number of social and political indicators, including presidential and congressional approval and overall satisfaction with the way things were going, showed substantial increases.

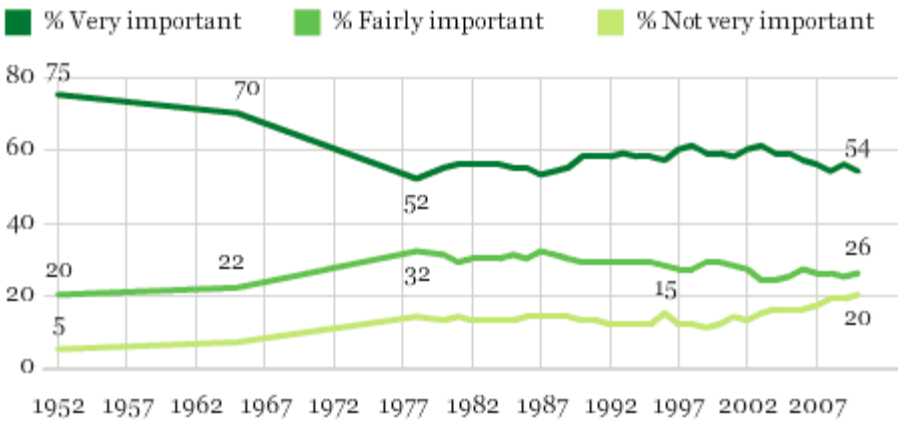
Views that religion was increasing in influence began to fade in the second half of the last decade. The 7 in 10 Americans who now say religion is losing its influence is tied with 2009 for the most who have held such a view since 1970.

Personal Importance of Religion Broadly Stable in Recent Years

Americans' views about the influence of religion in their own lives have been considerably more stable over the past six or seven decades than their views about the influence of religion on American society.

Fifty-four percent of Americans in 2010 say religion is "very important" in their lives. This is down slightly from the past two decades, but roughly equal with levels measured in the 1980s. Americans were much more positive about the effect of religion on their own lives in the 1950s and 1960s, including the historic high of 75% who said religion was very important in 1952.

How important would you say religion is in your own life -- very important, fairly important, or not very important?



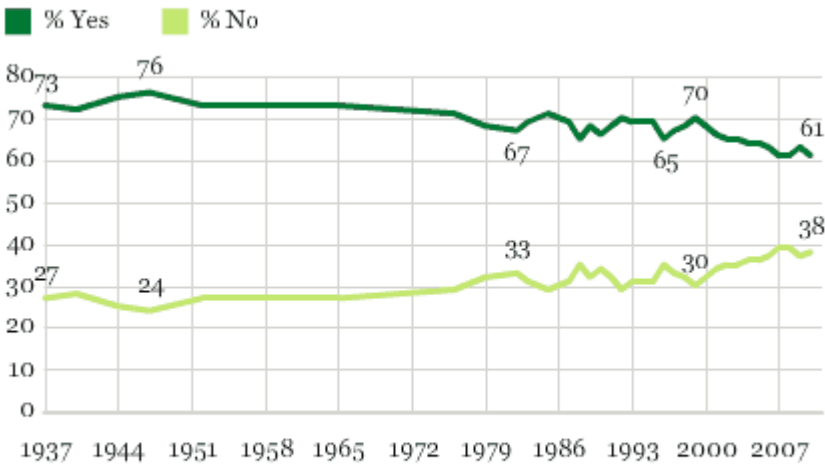
Yearly averages

GALLUP®

Church and Synagogue Membership Reflects Slow Decline

Self-reported church or synagogue membership has drifted slowly downward over the past 70 years. The current 61% of Americans who report church or synagogue membership is tied with 2007 and 2008 as the lowest in Gallup's history and down significantly from a high of 76% in 1947.

Do you happen to be a member of a church or synagogue?



Yearly averages

GALLUP®

Implications

When Gallup asks Americans to opine about the influence of religion on American society in general, they most likely take into account a wide variety of social, political, and economic factors in arriving at their responses. Although views that religion was increasing its influence were highest during the Republican administrations of Eisenhower, Reagan, and George W. Bush, this political connection does not appear to be the primary explanatory factor. Views on the increasing influence of religion were quite low during the Republican administrations of Richard Nixon and George H.W. Bush.

Gallup's trends reflecting more personal views of religion do not show the same patterns of fluctuation as the broader questions about American society. What trends there are provide a somewhat mixed message. While almost all measures show that Americans were more religious in the 1940s and 1950s than in recent decades, Americans appear to be as personally religious now as they were in the late 1970s and 1980s. Church and synagogue membership, on the other hand, has drifted downward in a more steady fashion. The current 61% of Americans who report being a church or synagogue member is as low as has been measured by Gallup since the 1930s.

Survey Methods

Results for the 2010 Gallup poll aggregate are based on telephone interviews conducted May 3-6 and Dec. 10-12, 2010, with a random sample of 2,048 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 ± 3 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.

2010 Poll Findings that Will Matter in 2011

December 30, 2010

On issues ranging from the rising power of China to the desirability of bipartisan cooperation and the outlook for the nation's future, Americans expressed views over the course of the past year that are likely to have consequences for the future course of U.S. policy and governance.

Doing Better: Blacks' assessments about the state of black progress in America have improved more dramatically than at any time in the last quarter century. (January 2010)

We're Beholden: Most Americans identify China as the foreign country holding the most U.S. government debt and most know that the United States imports two-thirds of the oil it consumes. (January 2010)

Nothing in It for Me: In assessing the personal impact of health care legislation, relatively few say they expect their insurance coverage to improve should the measure become law. (January 2010)

A Pistol-Packin' Public: The public is divided over state and local laws banning handguns, and expresses growing support for gun rights. (March 2010)

Sidelining Uncle Sam: Rather than an activist government to deal with the nation's top problems, the public now wants government reformed and growing numbers want its power curtailed. (April 2010)

Ism Schism: "Socialism" is not so negative, "capitalism" is not so positive among certain segments of the public -- notably, young people and Democrats, among whom both "isms" are rated about equally. (May 2010)

Energy Double Take: The public remains of two minds on energy: Most favor expanding exploration and development of coal, oil and gas in the United States. But there also is broad support for limits on carbon dioxide and other greenhouse gas emissions. (June 2010)

Fine China: Publics in eight of 22 nations surveyed name China as the world's leading economic power; only two countries saw China in that role in 2009. (June 2010)

It Will All Work Out: Despite the current economic slump and the widespread anticipation of crises to come, most Americans remain upbeat about the future, both for themselves and the nation. (June 2010)

Grand Old-Age Party: In the months leading up to the November midterm elections, older Americans were eager to vote ... Republican, that is. (July 2010)

A Bank Boon: Government economic policies are seen as favoring banks and big business, not middle class or poor. (July 2010)

He's Not One of Us: A substantial and growing number of Americans say that Barack Obama is a Muslim, while the proportion saying he is a Christian has declined. A plurality of the public says they do not know what religion Obama follows. (August 2010)

Islamic Reservations: The public continues to express conflicted views of Islam; favorable opinions of the Muslim religion have declined since 2005. (August 2010)

More News, Good News: Americans say they are spending more time with the news than over much of the past decade thanks to the increased availability of alternative ways to get the news. (September 2010)

Been There, Done That: The ranks of independents, now the largest group of voters, have swelled in recent years with citizens who have rejected both political parties. (September 2010)

Better Lucky than Good: The federal government continues to get positive marks for efforts to reduce the threat of terrorism, but many say luck is a big reason why the United States has not suffered a major attack at home since Sept. 11, 2001. (October 2010)

Ahead of the Gipper: Public enthusiasm for an Obama reelection bid is greater than it was for Ronald Reagan in 1982. (October 2010)

The Weather Gap: The divide between Republicans and Democrats on the existence and source of global warming has widened, with Republicans turning still colder on the issue of climate change. (October 2010)

Lowered Expectations: The Republican midterm wins drew mixed reactions from a public that is less happy with the election outcome than was the case after the 2006 and 1994 elections. (November 2010)

Fix It, No Not That Way: There is a broad public consensus when it comes to the seriousness of the federal budget deficit, which evaporates when concrete deficit reduction proposals are tested. (December 2010)

Yikes, Consensus: Agreement between Obama and congressional Republicans to extend tax cuts and unemployment benefits wins broad bipartisan support. Liberals are as supportive as conservative Republicans. (December 2010)

Down Beat: Consistent with the mood of the nation all year, 2010 is closing on a down note. Overwhelming numbers are dissatisfied with national conditions, rate national economic conditions as only fair or poor, and majorities or pluralities think the country is losing ground on nine of 12 major issues. (December 2010)

Public's Top Stories of the Decade -- 9/11 and Katrina

December 30, 2010

The 9/11 terrorist attacks drew more public interest than any other story in the past decade. In October 2001, a month after the attacks, 78% said they were following news about the story very closely, up slightly from the week after the attacks (74%).

The devastating hurricanes that hit the Gulf Coast in 2005 -- first Katrina and then Rita -- also captured the attention of an overwhelming number of Americans. In October of that year, a month after Katrina struck New Orleans and the Gulf Coast, 74% said they were following news about the storms very closely (70% were following very closely the week after Katrina hit).

Most Closely Tracked Stories: 2001-2010

	% following very closely
1 Terrorist attacks on the U.S. (October 2001)	78
2 Hurricane Katrina and Rita impacts (October 2005)	73
3 High gasoline prices (September 2005)	71
4 Condition of U.S. economy (September 2008)	70
5 Sniper shootings near D.C. (October 2002)	65
6 Iraq war (May 2003)	63
7 Debate over Wall Street bailout (October 2008)	62
8 2008 presidential election (October 2008)	61
9 Major earthquake in Haiti (January 2010)	60
10 Debate on war with Iraq (October 2002)	60
11 Major decline in U.S. stock market (October 2008)	59
12 Gulf oil spill (July 2010)	59
13 Tsunami in Indian Ocean (January 2005)	58
14 Release of U.S. air crew from China (April 2001)	55
15 Plot to blow up transatlantic flights (August 2006)	54
16 Falling price of gas (October 2008)	53
17 Hurricanes Charley, Frances and Ivan (Sept 2004)	52
18 Court ruling on Pledge of Allegiance (July 2002)	52
19 Barack Obama's inauguration (January 2009)	52
20 Health care reform debate (March 2010)	51
21 War in Afghanistan (October 2001/January 2002)	51
22 Passage of Obama's economic stimulus (Feb 2009)	50
23 Hurricane Ike (September 2008)	50
24 Millions in AIG employee bonuses (March 2009)	50

PEW RESEARCH CENTER. Highest percentage shown for stories measured more than once. From 2001-2006, news interest measured monthly; from 2007-2010, news interest measured weekly.

The 2005 hurricanes sent the price of gas soaring, a development that also drew broad public attention. In September 2005, 70% said they were following news about high gas prices very closely. In general, the public is highly attentive to fluctuations in gas prices. Nearly as many said they were closely following rising gas prices in May 2006 (69%) and June 2008 (66%), and when prices fell in October 2008 (53% followed very closely).

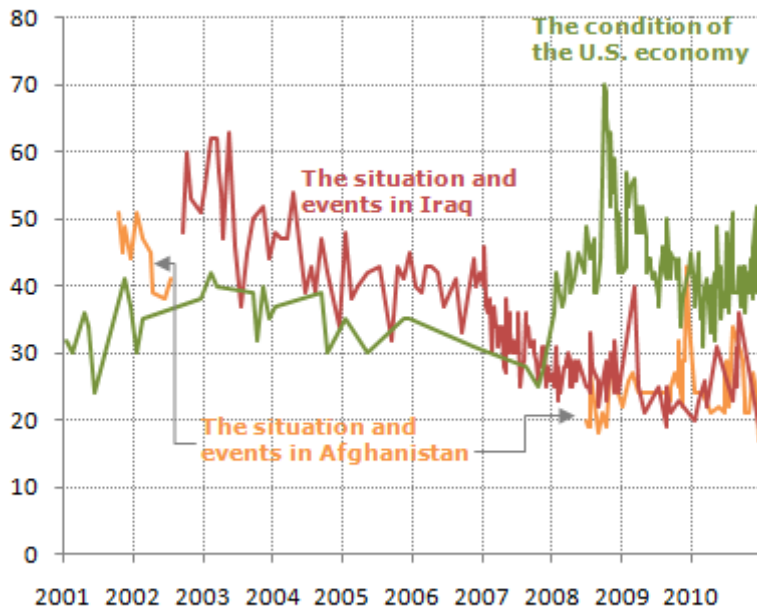
Aside from Hurricane Katrina, several other natural disasters over the past ten years riveted the American public's attention. In particular, roughly six-in-ten very closely followed both the 2010 earthquake in Haiti and the 2004 tsunami that struck coastal areas surrounding the Indian Ocean.

During this decade there were several mass shootings, but the ongoing shooting spree that for weeks terrorized the Washington, D.C. area attracted the most public interest. In October 2002, 65% said they were following news about the sniper attacks very closely. The sniper shootings were the public's top story in 2002.

A number of the decade's top stories occurred during a tumultuous two-month period in the fall of 2008. As the mortgage and financial crisis grew, 70% of Americans said they were following economic conditions very closely in September 2008, and in October 59% reported very close attention to the stock market declines specifically. Around the same time, 62% said they were

following the debate in Washington over plans to use government funds to stabilize the markets very closely. By this measure, public interest in the bank bailout debate was far more intense than the highest levels of interest in the 2009-2010 health care debate (51% followed very closely in the final week before passage) or the 2009 stimulus debate (50% very closely). And to top off a month packed with economic news, 61% of Americans were following the 2008 election very closely at the same time.

Tracking Interest in the Economy, Iraq, Afghanistan



PEW RESEARCH CENTER

Interest in news reports about the situation in Iraq peaked during the early months of the war. In May 2003, during the week in which President Bush delivered his "Mission Accomplished" speech and two weeks after the fall of Baghdad, 63% said they were following news about the situation in Iraq very closely. Just a year later, a darker chapter in the war -- the offensive by insurgents in Fallujah and allegations of abuse by U.S. troops at abu Ghraib prison -- also drew considerable interest. In May 2004, 54% said they followed news about the situation in Iraq very closely.

Public attention to news about the war in Afghanistan was highest when military action began in late 2001 and early 2002, when 51% were following very closely. By the summer of 2002 interest had fallen off substantially; in July 2002, 41% were following events in Afghanistan very closely. In recent years, the highest level of interest in Afghanistan came in late 2009 as Barack Obama announced his plans for winding down the U.S. military effort there. In December of that year, 43% followed his policy announcement very closely.

Of the biggest news stories of 2010, three make the list of the decade's top stories: the earthquake in Haiti, which 60% followed very closely, is among the top ten most closely followed stories of the decade. Slightly lower, the oil spill in the Gulf of Mexico this summer was followed very

closely by 59% at the peak of public interest. And the final debate over health care reform was followed very closely by 51%, just edging in to the top 25 stories of the decade.

Most Americans Remain Suspicious of Iran's Nuclear Aspirations

(12/29/10) -

Iran rated as most unfavorable nation out of 12 tested, but only about one-in-four Americans believe it is time to use military force.

More than two thirds of Americans believe the Government of Iran is actively pursuing a nuclear weapons program, but only one-in-four believe the United States should rely on military force to deal with this threat, a new survey conducted by Vision Critical has found.

In the online survey of a representative national sample of 1,005 Americans, three quarters of respondents (75%) have an “unfavorable” opinion of Iran—this is directionally higher than “Axis of Evil” nation North Korea (72%) and Afghanistan (69%), a country where the U.S. is currently fighting a war.

Canada—the largest trading partner with the U.S.—and Australia (83% and 82%, respectively) were given the highest proportion of favorable mentions by Americans.

Americans also continue to be highly suspicious of Iran's nuclear ambitions, with 70 per cent of respondents agreeing with the notion that the Government of Iran is attempting to develop nuclear weapons. Only 11 per cent of Americans do not believe that Iran is pursuing a nuclear program, while one-in-five (19%) are not sure. These findings are consistent with a similar poll conducted by Vision Critical/Angus Reid Public Opinion at the start of 2010.

Despite these strong negative feelings and suspicions, Americans are still not in favor of any type of military engagement or intervention with Iran. In fact, the most frequent option Americans recommend to deal with Iran is engaging in diplomatic negotiations (30%, up slightly from 26% in January 2010), followed by economic sanctions (20%). Only five per cent of respondents would do nothing, claiming that Iran poses no threat to the world.

Across the country, 16 per cent of Americans would consent to launching military strikes to destroy Iran's nuclear facilities, and seven per cent would authorize a full-scale invasion of Iran and removing the current government.

There are some striking differences when party allegiance is taken into consideration. More than half of Democrats would rely on negotiations and sanctions to deal with Iran (56%), while two-in-five Republicans (40%) would prefer to launch strikes or authorize an invasion. Independents are more likely to choose diplomacy and sanctions (52%) than air strikes or an invasion (19%).

Analysis

Over the last 12 months, American feelings toward Iraq and other “Axis of Evil” nations remain steadfastly negative. However, the most likely outcome in this area for 2011 is a movement to bring Iran, as well as other adversarial nations (such as North Korea) to the bargaining table.

While Americans evidently have strong negative feelings toward these nations, few are in favor of military action at this point. However, even less are in favor of doing nothing as Americans feel these nations do represent a threat to the country. Perhaps some of the diplomatic achievements of 2010 (such as the ratification of START 2, ongoing diplomacy with Iraq, and the South Korean trade pact) bode well for diplomacy in 2011.

Methodology: From December 16 to December 17, 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.

American Views on Immigration Temper Slightly Since the Summer

(12/30/10) -

Two-in-five Americans would deport all illegal immigrants currently working in the U.S., while three-in-ten endorse the “path to citizenship.”

While more than half of Americans continue to have negative views on immigration, the attitudes of respondents have softened since the heated public debates of summer regarding the Arizona immigration law, a new survey conducted by Vision Critical has found.

In the online survey of a representative national sample of 1,005 Americans, 57 per cent of respondents believe that immigration is having a negative effect in the U.S. This represents a ten-point drop since the question was last asked by Vision Critical/Angus Reid Public Opinion in July. However, all of the movement has been toward not sure (from 16% to 25%), driven mainly by Democrats and Independents. Four-in-five Republicans (80%) say immigration has a negative impact in this country.

Legal and Illegal Immigration

Two-in-five Americans (39%) think the number of legal immigrants who are allowed to relocate in the U.S. should decrease, while only 15 per cent favor an increase.

More than half of respondents (56%) believe the illegal immigrants in the United States take jobs away from American workers, while one third (34%) think these illegal immigrants are employed in jobs that American workers do not want. Large majorities of Republicans (74%) and Independents (60%) believe illegal immigrants take jobs away from American workers, but only 42 per cent of Democrats concur.

When asked about the status of illegal immigrants who are currently working in the United States, a tempering of opinion is also observed. Three-in-ten respondents (31%, +4 since July) believe that these illegal immigrants should be allowed to eventually apply for citizenship—the highest level of support for this policy throughout 2010. Two-in-five Americans (43%, -7) believe illegal immigrants should be required to leave their jobs and be deported.

While Democrats (48%) remain more likely than Republicans (13%) and Independents (31%) to support a “path to citizenship” for illegal immigrants who are working in the U.S., no party can count on majority support to implement this policy in the current political environment.

In a finding that has remained consistent since the summer, many Americans continue to express support for the implementation of the four primary policy provisions of the Arizona law in their own state. However, there is a marked decrease in the proportion of respondents who endorse arresting people who are unable to provide documentation to prove they are in the U.S. legally (from 69% in July to 62% this month).

Analysis

Immigration remains a passionate emotional and policy issue in the melting pot that is America, and most Americans in all walks of life hold some negative feelings about it. While opinion remains divided along party lines, the idea of a “path to citizenship” for illegal immigrants has no majority support. Still, other provisions of immigration policy reform could be in play in 2011, along with a now larger swing voter group waiting to hear all sides of the debate.

Methodology: From December 16 to December 17, 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.

Most Canadians Indifferent to Monarchy and Royal Wedding

(12/30/10) -

Most respondents believe Prince William’s wedding day should not be a holiday in Canada.

The share of Canadians who want the country to remain a monarchy in the future has dropped significantly, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,016 Canadians, one-in-five respondents (21%) want Canada to remain a monarchy, down 15 points since an Angus Reid Public Opinion survey conducted in July, following the Queen’s visit to Canada.

Significantly larger proportions of respondents would prefer for Canada to have an elected head of state (32%, +2) or are simply uninterested in the matter (29%, +8).

Three-in-five respondents (64%) would like to see a Canadian serve as the nation’s head of state, although only half of respondents (49%) are in favour of reopening Canada’s constitutional debate to discuss the possibility of replacing the monarch with an elected head of state.

The Royals

Prince William has surpassed his grandmother, Queen Elizabeth II, in popularity with the Canadian public. This month, 60 per cent of respondents hold a favourable opinion of Prince William, while 56 per cent feel the same way about the current monarch. Her husband, Prince Philip, is liked by only two-in-five respondents (40%). Half of Canadians (51%) have a positive

opinion of Prince Harry. Kate Middleton, Prince William's fiancée, is viewed favourably by 43 per cent of Canadians. Prince Charles (30%) and Camilla, Duchess of Cornwall (18%), are the least liked members of the Royal Family.

After Queen Elizabeth II

When asked who they would like to have as monarch in the event Queen Elizabeth II dies or abdicates, Canadians select Prince William over Prince Charles by more than a 2-to-1 margin (33% to 14%). However, a more than a third of Canadians (35%) think there should be no monarch after Queen Elizabeth II.

Canadians are not unique in their preference for the second-in-line to ascend the throne. A survey conducted by Angus Reid Public Opinion in November showed that almost half of Britons (48%) would prefer to have Prince William as King, while a third (33%) favor Prince Charles.

Interest in the Royal Family and Upcoming Royal Wedding

Seven-in-ten Canadians (70%) report being "not too interested" or "not interested at all" in both the British Royal Family (70%) and the upcoming wedding of Prince William and Kate Middleton (69%). Their wedding day—April 29, 2011—has been declared a national holiday in the United Kingdom. More than half of Canadians (58%) oppose taking the same course of action in Canada.

Analysis

The drop in support for Canada remaining a monarchy is not directly related to a rise in "republicanism." The true cause of the severe fluctuation is the lack of interest in this issue, particularly among respondents aged 18 to 34. However, a gender gap is developing on this question. While women are divided, men favour having an elected head of state over a monarch by a 2-to-1 margin.

The survey also shows that fewer Canadians hold favourable views on several Royal Family members. However, despite the perceived lack of enthusiasm in the upcoming wedding, the proportion of respondents who express a favourable opinion of Kate Middleton increased by 16 points since July—placing her above Prince Philip, Prince Charles and Camilla, Duchess of Cornwall.

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.

Half of Canadians Ready to Wave Goodbye to the Penny

(12/29/10) -

Younger respondents are evenly split on whether the one cent coin should be taken out of circulation.

More than half of Canadians believe the penny should be abandoned, a new Angus Reid Public Opinion poll has found.

Earlier this month, a Senate report recommended taking the penny out of circulation, after pointing out that the one cent coin has lost 95 per cent of its purchasing power since its introduction in 1908, and that it now costs “a penny and half to produce and distribute a penny.”

In the online survey of a representative sample of 1,016 Canadian adults, 55 per cent of respondents are in favour of taking the penny out of circulation, while 35 per cent are opposed.

Support for scrapping the penny is highest in British Columbia (62%), Quebec (61%) and Ontario (55%). Men (65%) are more likely than women (45%) to agree with the demise of the one cent coin. Respondents aged 18 to 34 are evenly split (43% support abandoning the penny, 42% are opposed).

In all, 18 per cent of Canadians say they would feel happy if the penny is taken out of circulation, including 28 per cent of British Columbians. Conversely, 14 per cent of respondents would feel sad to see the penny go, including 27 per cent of Atlantic Canadians and 26 per cent of respondents in Manitoba and Saskatchewan.

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.

Canadians Split on What the Next Federal Budget Should Address

(12/28/10) -

Balancing the budget, creating jobs and spending on health care are the most important issues.

Canadians have identified three priorities as the country awaits the next federal budget, a new Angus Reid Public Opinion / *Toronto Star* poll has found.

In the online survey of a representative sample of 1,016 Canadian adults, 28 per cent of respondents believe that the biggest task at hand for the federal government is to balance the budget. About one-in-four Canadians (23%) think job creation initiatives should take precedence, while one-in-five (21%) would prefer to concentrate efforts on health care spending.

Balancing the budget is the most important priority for respondents in Manitoba and Saskatchewan (38%), Quebec (35%) and British Columbia (29%). Ontarians are particularly preoccupied with job creation (31%). In Atlantic Canada (29%) and Alberta (28%), health care is the key issue.

Across the country, 37 per cent of respondents say they are more concerned about their own personal finances, while 23 per cent are more worried about the overall state of the economy. Albertans are more likely to express concerns about the overall state of the economy (34%), but respondents in every other region are more worried about their own financial situation.

Taxes (23%) and unemployment (22%) top the list of national economic concerns for Canadians, followed by poverty (17%), the deficit (12%) and inflation (10%). Once again, broad regional differences emerge. Unemployment is the main worry for British Columbians and Albertans, while taxes are a bigger issue in Manitoba and Saskatchewan and Atlantic Canada.

Political Leadership

Two-in-five Canadians (41%) say they trust Prime Minister Stephen Harper to do the right thing to help the economy, while only one-in-four (23%) feel the same way about federal opposition leader Michael Ignatieff. The level of trust in Bank of Canada Governor Mark Carney is 42 per cent.

The Conservative Party is preferred by about at least a third of Canadians to rein in the national debt, end the recession, control inflation and create jobs. The Liberal Party has its best showing on job creation (28%), but trails the Tories by double digits on the three other issues.

Analysis

As the year draws to a close, it is hard to pinpoint a single national economic concern. Albertans and Atlantic Canadians, who have recently had discussions about the state of their health care systems, believe this is the area that requires attention. Quebecers are more interested in a balanced budget. Ontarians want to see more people at work.

Throughout the year, Stephen Harper has maintained a considerable advantage over Michael Ignatieff as an economic manager. About two-in-five Canadians in every region other than Quebec trust Harper, while Ignatieff has had a difficult time connecting in the Prairies and British Columbia. However, at least two-in-five Canadians cannot pick either party to deal with four economic issues, showing that—in the event a federal election takes place in 2011—there is a large component of the population waiting for proposals and policies.

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.

CYBERWORLD

Cash for Content Online

December 30, 2010

Nearly two-thirds of internet users (65%) have paid to download or access some kind of online content from the internet, ranging from music to games to news articles. Music, software, and apps are the most popular content that internet users have paid to access or download, although the range of paid online content is quite varied and widespread.

In a survey of 755 internet users between Oct. 28 and Nov. 1 2010, respondents were asked about 15 different kinds of online material that could be purchased or accessed after a payment. The online content assessed in this survey includes only "intangible" digital products such as software, articles and music that need not have a physical form. This is in contrast to previous surveys which were designed to measure the use of the internet to purchase "tangible" products such as clothes, CDs, books, or computers or tangible services such as hotel reservations or airline tickets.

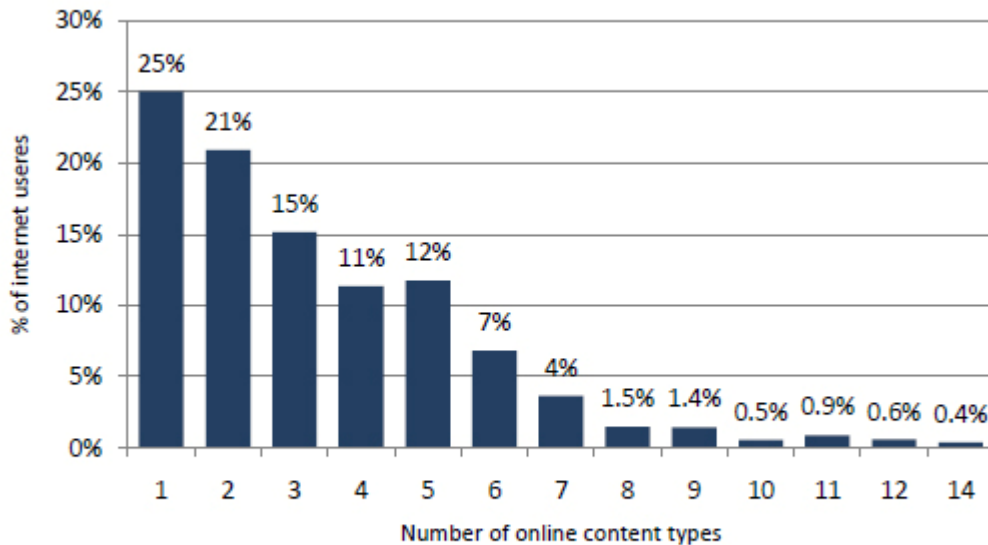
In this survey we asked the following question: "Please tell me if you have ever paid to access or to download any of the following types of online content?" The findings show that:

- 33% of internet users have paid for digital music online.
- 33% have paid for software.
- 21% have paid for apps for their cell phones or tablet computers.
- 19% have paid for digital games.
- 18% have paid for digital newspaper, magazine or journal articles or reports.
- 16% have paid for videos, movies or TV shows.
- 15% have paid for ringtones.
- 12% have paid for digital photos.
- 11% have paid for members-only premium content from a website that has other free material on it.
- 10% have paid for e-books.
- 7% have paid for podcasts.
- 5% have paid for tools or materials to use in video or computer games.
- 5% have paid for "cheats or codes" to help them in video games.
- 5% have paid to access particular websites such as online dating sites or services.
- 2% have paid for adult content.

And 6% of internet users said they had paid for another kind of content not mentioned in the list of 15 the survey offered.

Of those internet users who have purchased online content, nearly half (46%) have purchased only one or two of the types of content covered in our survey. Some 16% have purchased six or more types of content.

Figure 1. Number of online content types purchased by internet users



Source: Pew Research Center's Internet & American Life Project, October 28-November 1, 2010 Tracking Survey. N=755 adults and the margin of error is +/- 3.9 percentage points.

Typical user pays about \$10 per month for online content

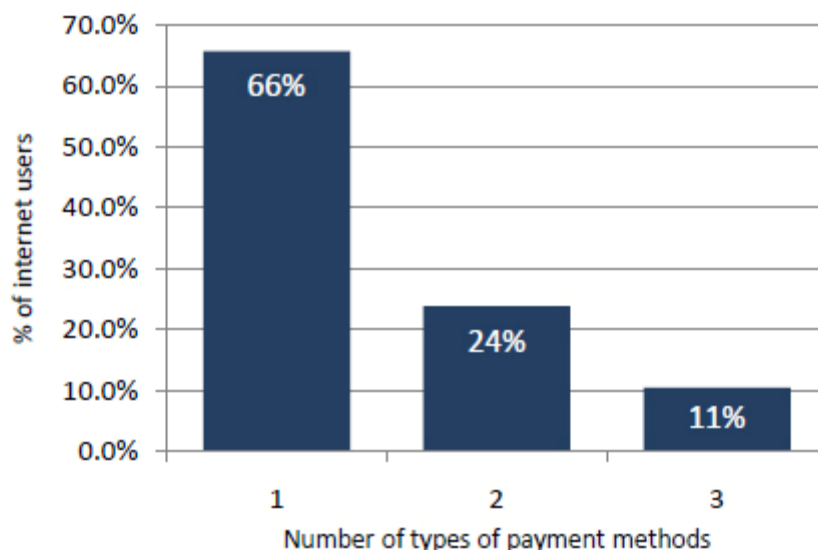
The average expense for those who have paid for content was approximately \$47 per month for material downloaded or accessed, including both subscriptions (an average of \$12 per month) and individual file access (an average of \$22 per month). However, some extremely high-end users push the average higher, with most purchasers spending about \$10 per month.

Accessing and paying for online content

Concerning methods of accessing online content, the majority of the internet users pay for subscription services (23%), versus downloading an individual file (16%), or accessing streaming content (8%).

As shown in Figure 2, most internet users who have accessed online content have utilized only one method of access and payment (66%).

Figure 2. Number of types of payment methods



Source: Pew Research Center's Internet & American Life Project, October 28-November 1, 2010 Tracking Survey. N=755 adults and the margin of error is +/- 3.9 percentage points.

Mobile Politics 2010

December 28, 2010

More than a quarter of American adults (26%) used their cell phones to learn about or participate in the 2010 midterm election campaign.

In a post-election nationwide survey of adults, the Pew Research Center's Internet & American Life Project found that 82% of adults have cell phones. Of those cell owners, 71% use their phone for texting and 39% use the phone for accessing the internet. With that as context, the Pew Internet Project survey found that:

- 14% of all American adults used their cell phones to tell others that they had voted.
- 12% of adults used their cell phones to keep up with news about the election or politics.
- 10% of adults sent text messages relating to the election to friends, family members and others.
- 6% of adults used their cells to let others know about conditions at their local voting stations on election day, including insights about delays, long lines, low turnout, or other issues.
- 4% of adults used their phones to monitor results of the election as they occurred.
- 3% of adults used their cells to shoot and share photos or videos related to the election.

- 1% of adults used a cell-phone app that provided updates from a candidate or group about election news.
- 1% of adults contributed money by text message to a candidate or group connected to the election like a party or interest group.
- If a respondent said she or he had done any of those activities in the last campaign season, we counted that person in this 26% cohort. Throughout this report we call this group "mobile political users" or the "mobile political population."

The mobile political user group is more male than female, young than old, better off financially than less well-off, and better educated than less well-educated. African-Americans are also more likely than whites or Hispanics to be in this group -- see the table below.

Demographics of mobile political users

% of all adults in each group who used their cell phones for political activities during the 2010 election

Total	26%
Men	29
Women	24
Age	
18-29	39
30-49	30
50-64	23
65+	9
Race/Ethnicity	
White, non-Hispanic	25
Black, non-Hispanic	36
Hispanic	25
Household Income	
Less than \$30,000	23
\$30,000-\$49,999	29
\$50,000-\$74,999	30
\$75,000+	38
Education level	
Less than High School	15
High School Diploma	19
Some College	33
College+	35

Source: Pew Research Center's Internet & American Life Project, November 3-24, 2010 Tracking Survey. N=2,257 adults 18 and older; n=535 based on those who used their cell phones for connecting to the 2010 elections.

Some 71% of cell owners say they voted in the 2010 election, compared with 64% of the full adult population in this survey who say they voted. (Note: The overall reported turnout was about 40% in the election. It is common for post-election surveys to hear from a greater number of people who say they voted than was actually the case.)

There was no partisan tilt in the makeup of the mobile political user population. They split their votes equally between Democratic and Republican congressional candidates -- 44% to each.

About 2% said they voted for other candidates and 10% didn't answer the question or said they didn't know. Generally, there were few partisan or ideological differences in way this group used their cell phones for politics.

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)
