BUSINESS AND POLITICS IN THE MUSLIM WORLD

GLOBAL OPINION REPORT 159

Week: February 13-19, 2011

Presentation: February 23, 2011

M. Zubair

Introductory Note

This week report consists of 25 surveys. One of these is a multi-country survey while the rest of 24 are national surveys.

Summary of Polls

WEST ASIA

Afghans Rate Their Lives a Little Better Each Year

Despite the daily challenges Afghans face, Gallup finds the percentage who are "thriving" is slowly increasing every year. A relatively low 12% in 2010 evaluated their present and future lives well enough to be considered thriving, but this more than doubles the 5% who were thriving in 2008. The majority of Afghans, however, were "struggling," and more of them were "suffering" than thriving.

February 18, 2011

NORTH EAST ASIA

Despite Values of Humility, Chinese Flaunt Their New Wealth

While the sinking finances of Western consumers prompted them to temporarily halt their indulgences in 2009, the Chinese consumers continue to march ahead on the gilded road of luxury. (TNS Global)

February 14, 2010

WEST EUROPE

Half of Britons Wary About Paying With Their Mobile Phone

Consumers are distinctly uncomfortable with contactless payments made through their mobile device. In the survey, half of respondents (51%) report being fairly or very uncomfortable at the prospect. Women are particularly sceptical; but there is a niche of young men and current smartphone users who support the practice. (Vision Critical/Angus Reid)

Feb 15, 2011

(Scotland) Resurgent SNP Take Narrow Poll Lead As Holyrood Election Draws Closer

With the Holyrood election now under three months away, the latest poll from Ipsos MORI reveals a significant reversal in fortunes for the two main parties, with the SNP now holding a slight advantage, having been 10 points behind Labour in November 2010. (Ipsos Mori)

February 16, 2011

NORTH AMERICA

Americans Say Reagan Is the Greatest U.S. President

Ahead of Presidents Day 2011, Americans are most likely to say Ronald Reagan was the nation's greatest president -- slightly ahead of Abraham Lincoln and Bill Clinton. Reagan, Lincoln, or John F. Kennedy has been at the top of this "greatest president" list each time this question has been asked in eight surveys over the last 12 years. (Gallup USA)

February 18, 2011

Evaluating Barack Obama

Overall, the President’s approval rating in the Economist/YouGov Poll remains mired in the 40’s. This week, in fact, it has dropped to 43%. 49% disapprove. (Yougov)

February 15, 2011

Americans Remain Divided on Defense Spending

At a time when the Obama administration and Secretary of Defense Robert Gates have called for a $78 billion reduction in defense spending over the next five years, Americans lean toward the position that the government is spending too much on national defense rather than too little. Overall, 39% of Americans say the U.S. spends too much on defense, 22% say it spends too little, and 35% say defense spending is about right. (Gallup USA)

February 15, 2011

U.S.' Least, Most Educated Most Likely to Find Jobs in 2010

Unemployment improved the most between January 2010 and January 2011 among Americans with a high school education or less, declining to 13.6% from 15.4%, and among those with postgraduate work, declining to 3.8% from 5.0%. (Gallup USA)

February 14, 2011

China Surges in Americans' Views of Top World Economy

By 52% to 32%, Americans are more likely to name China than the United States as the leading economic power in the world today, with Japan a distant third at 7%. This is China's strongest lead on this Gallup measure, first asked in 2000, and is a major change from 2009, when China and the U.S. were nearly tied in Americans' perceptions about the leading power. (Gallup USA)

February 14, 2011

More Say Mubarak Ouster Positive Rather Than Negative for U.S.; 68% Concerned Fundamentalists Will Get Power

U.S. likely voters are more likely to say the ouster of Egyptian President Hosni Mubarak was positive rather than negative for the U.S., but 68% are either very or somewhat concerned that Islamic fundamentalists will have too much power in the new government. (Zogby)

February 16, 2011

Majority of Voters Approve Of 4 of 6 Major Obama Budget Proposals

Majorities of likely voters approve of all but two of six major proposals included in President Barack Obama's budget for the upcoming fiscal year, a new Zogby Interactive survey finds. Cuts to Low Income Home Energy Assistance and reduction of Community Block Grants for local activities such as affordable housing, anti-poverty and infrastructure both fall short of overall majority support, but both proposals are supported by Republicans. (Zogby)

February 17, 2011

Americans Continue to Rate Iran as Greatest U.S. Enemy

Americans are most likely to mention Iran when asked which country they consider to be the United States' greatest enemy. China and North Korea tie for second, with Afghanistan and Iraq rounding out the top five. (Gallup USA)

February 18, 2011

Majority of Americans Say World Leaders Respect Obama

Although a majority of Americans (52%) continue to say foreign leaders respect President Barack Obama, this is down from 2010 and 2009. However, Obama's current position on this measure is more positive than was the case during most of the terms of Presidents George W. Bush and Bill Clinton. (Gallup USA)

February 16, 2011

Americans Split on Whether Egypt Will Spur Democracy

Americans are about evenly divided, 47% to 44%, in their views of whether the recent events in Egypt will result in democracy taking hold in other Middle Eastern countries. (Gallup USA)

February 15, 2011

Nameless Republican Ties Obama in 2012 Election Preferences

U.S. registered voters are evenly split about whether they would back President Barack Obama for re-election in 2012 (45%) or "the Republican Party's candidate" (45%). This is similar to the results for the same question when it was asked a year ago. (Gallup USA)

February 16, 2011

Gallup Finds U.S. Unemployment Up to 10.0% in Mid-February

Unemployment, as measured by Gallup without seasonal adjustment, hit 10.0% in mid-February -- up from 9.8% at the end of January. (Gallup USA)

February 17, 2011

Public Remains Divided Over the Patriot Act

Public views of the Patriot Act, whose renewal is being debated by Congress, have changed little since the Bush administration. Currently, 42% say the Patriot Act is a necessary tool that helps the government find terrorists, while somewhat fewer (34%) say the Patriot Act goes too far and poses a threat to civil liberties. (Pew Research Center)

February 15, 2011

Labor Unions: Good for Workers, Not for U.S. Competitiveness

The favorability ratings for labor unions remain at nearly their lowest level in a quarter century with 45% expressing a positive view. Yet the public expresses similar opinions about business corporations -- 47% have a favorable impression -- and this rating is also near a historic low. (Pew Research Center)

February 17, 2011

Tea Party's Hard Line on Spending Divides GOP

The divisions among House Republicans over how deeply to cut federal spending reflect fundamental differences within the GOP base. Roughly half of Republicans and Republican-leaners agree with the Tea Party movement, and they take a much harder line on cutting federal spending than do Republicans who disagree with the Tea Party or have no opinion of the movement. (Pew Research Center)

February 11, 2011

The Public Renders a Split Verdict On Changes in Family Structure

The American public is sharply divided in its judgments about the sweeping changes in the structure of the American family that have unfolded over the past half century. About a third generally accepts the changes, a third is tolerant but skeptical and a third considers them bad for society. (Pew Research Center)

February 16, 2011

Egypt: After Mubarak's Fall

The resignation of Egypt President Hosni Mubarak after 18 days of protest has changed relatively little in Americans’ views of that country and its likely future. According to the latestEconomist/YouGov Poll, Americans still regard Egypt as a friendly country, but worry that establishing a stable democracy there could take a long time. (Yougov)

February 17, 2011

AUSTRALASIA

Internet most useful Media for Car Buyers

The internet is clearly considered to be the most useful media when purchasing a new car and is also the fastest growing according to the latest Roy Morgan Automotive Currency Report.

In addition, the internet has remained the fastest growing media for ten years, with 2010 maintaining the rate of growth. (Roy Morgan)
February 18, 2011

MULTI-COUNTRY SURVEYS

The Global Impact of An Aging World

A recent survey of Nielson shows that aging population is a permanent trend that has several significant implications. (Nielson)
February 2011

CYBER WORLD

Technology brands dominate in corporate reputation stakes

TNS assesses organizations on their business success, favorability, trustworthiness and product / service quality. The results of the study demonstrate that technology companies dominate the list of most reputable organizations in the UK. Among the 12 technology companies in the top 25 most reputable organizations, Apple and Sony were ranked in third and fourth place, pointing to consumers' high regard for technology brands. (TNS Global)
February 14, 2011

Google and Facebook Users Skew Young, Affluent, and Educated

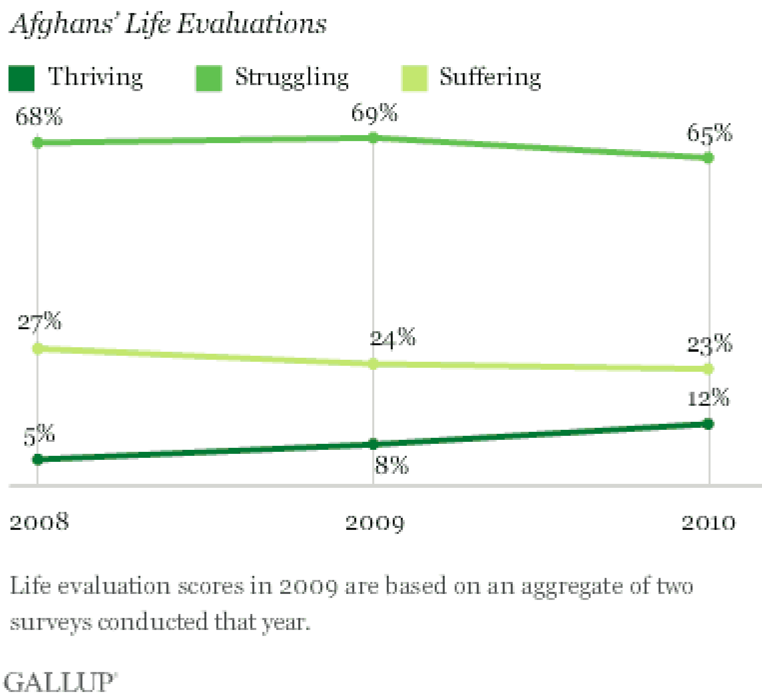
Sixty percent of Americans tell Gallup they visit Google in a given week, compared with 43% who say they have a Facebook page. Both sites attract young, affluent, and educated Americans in large numbers, each counting more than half of those under 50, those with college degrees, and those making more than $90,000 a year among their users. (Gallup USA)
February 17, 2011

WEST ASIA

159.1 Afghans Rate Their Lives a Little Better Each Year

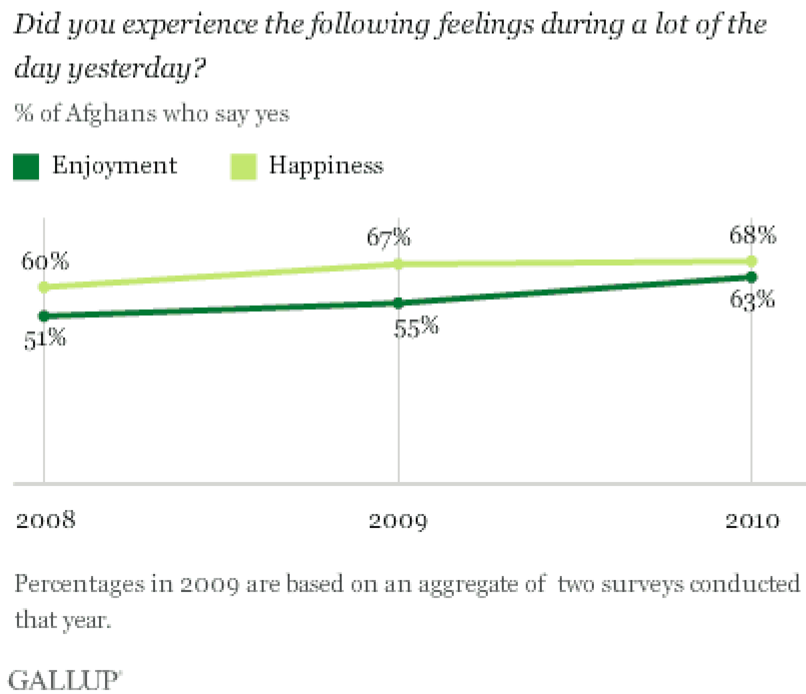
Percentage "thriving" has doubled since 2008
February 18, 2011

WASHINGTON, D.C. -- Despite the daily challenges Afghans face, Gallup finds the percentage who are "thriving" is slowly increasing every year. A relatively low 12% in 2010 evaluated their present and future lives well enough to be considered thriving, but this more than doubles the 5% who were thriving in 2008. The majority of Afghans, however, were "struggling," and more of them were "suffering" than thriving.



Gallup classifies respondents worldwide as "thriving," "suffering," or "struggling" according to how they rate their current and future lives on a ladder scale based on the Cantril Self-Anchoring Striving Scale -- a 0-to-10 scale where 10 represents the best possible life and 0 represents the worst possible life. The percentage of Afghans who were thriving increased consistently among even the poorest Afghans and those living in rural areas of the country.

Afghans' day-to-day emotional health provides additional evidence of optimism in a tough environment. About two in three Afghans in 2010 said they had experienced happiness and enjoyment the day prior to the survey, with each measure improving over time.



Implications
After 10 years of war, early signs indicate that Afghans are slowly seeing their lives improve, and a majority are finding happiness and enjoyment in life. But about one-quarter of the Afghan population remains extremely vulnerable at a critical time. With U.S. troops beginning to leave in a few months, the U.S. and other international partners have assured Afghans that their commitment to them will not end. They may want to help Afghans build on their gains in wellbeing in the challenging days ahead.

Survey Methods
Results are based on face-to-face interviews with 1,000 adults, aged 15 and older, conducted from April 13-22, 2010, in Afghanistan. Results in 2009 are based on the aggregate of two surveys conducted in June and October. The 2008 survey was conducted in December. For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is ±4.1 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.

Source:http://www.gallup.com/poll/146171/Afghans-Rate-Lives-Little-Better-Year.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Asia%20-%20Wellbeing

NORTH EAST ASIA

159-2 Despite Values Of Humility, Chinese Flaunt Their New Wealth

WHILE the sinking finances of Western consumers prompted them to temporarily halt their indulgences in 2009, the Chinese consumers continue to march ahead on the gilded

road of luxury.
While rapid economic growth and swelling ranks of the rich are fueling the market, there are clear cultural factors which make the Chinese more attracted to luxury products than some other markets.

The old Chinese saying yi jin huan xiang (return home in golden robes) expresses the phenomenon of using visible symbols to reflect your success. Having succeeded, it is important to make sure that your achievement is noticed and applauded.

Shoot the bird
But at the same time traditional Chinese values do not suggest sticking out or drawing undue attention on oneself through conspicuous behaviors or consumption (qiang da chu tou niao - the bird that sticks out its head gets shot!).

Why then are the Chinese consumers lapping the expensive symbols of luxury? Apart from economic and cultural factors, there are a few other elements serving as psychological fuel for the luxury market in China.

1. Universality of ambition and common standards of evaluation of success.
In China there is near universality of ambition - almost every person dreams of and strives for success.

As compared to other societies that are more class-based (social or economic), the relatively flat social structure and the fact that all money is "new money" puts everyone on a relatively equal footing in their endeavor for success. Luxury goods provide easily recognizable symbols or markers of having reached certain milestones.

2. The simple perception of money. In China the history of branding and availability of quality goods is rather short.

Over the last 20 years, Chinese consumers have discovered that money generally buys superior quality and hence expect the expensively priced luxury goods to deliver matching value. Chinese attraction to luxury products, therefore, is driven by an expectation of high quality.

3. Lack of inverted snobbery. In China, there is no inverted snobbery or "old money" looking down on the ostentatious behavior of the "new rich," which discourages the use of luxury products and in fact makes it fashionable to appear casual and use moderately priced products.

This sentiment restricts the market of luxury goods in developed markets, but because of the relative homogeneity of the Chinese society (eg. all money is new money), it does not appear to make a strong dent in China.

4. Absence of price anchors. Dan Ariely in his book "Predictably Irrational" talks about the

concept of arbitrary coherence. We tend to assess the value of goods and services in relation to certain anchor benchmarks or comparison standards.

In countries like India, where there has been a historic continuity of consumption, the consumers have grown up with products and services that were low priced but still delivered acceptable quality.

In relation to these historical anchors it is more difficult for Indian consumers to accept the high prices of luxury goods, But in China where there was a long discontinuity in consumption of quality products, many consumers have no anchor of what a good quality hand bag, watch or a car should cost - making it easier for them to accept the high prices of luxury goods.

These factors combined with China's rapid economic development and cultural factors provide a potent mix, resulting in a resplendent display of luxury and a great market for purveyors of these pleasures.

Source: http://www.tns-global.com.cn/news20110212_1.asp

WEST EUROPE

159-3 Half of Britons Wary About Paying With Their Mobile Phone

Published on Feb 15, 2011

Orange, BarclayCard and O2 have announced plans for it; the next iPhone is rumoured to support it; and Google's flagship Android phone already does—contactless payment with mobile phones using NFC technology.

But a new poll by global research and technology firm Vision Critical® shows that Britons are wary—with women voicing particular unease about the security implications.

Consumers are distinctly uncomfortable with contactless payments made through their mobile device. In the survey, half of respondents (51%) report being fairly or very uncomfortable at the prospect. Women are particularly sceptical; but there is a niche of young men and current smartphone users who support the practice.

More consumers trust banks to operate a mobile payment platform than card providers, mobile operators or handset manufacturers.

Two-in-five respondents (41%) favour debiting funds from a current bank account, while one-in-five (20%) would prefer a dedicated "mobile wallet" account for the purpose of making mobile payments. Mobile payments would decrease the use of cash and debit cards more than credit cards with one third of respondents (33%) saying they would spend a lot or a little less with cash and debit cards. One-in-five respondents (22%) would spend less on their credit cards with the advent of mobile payments.

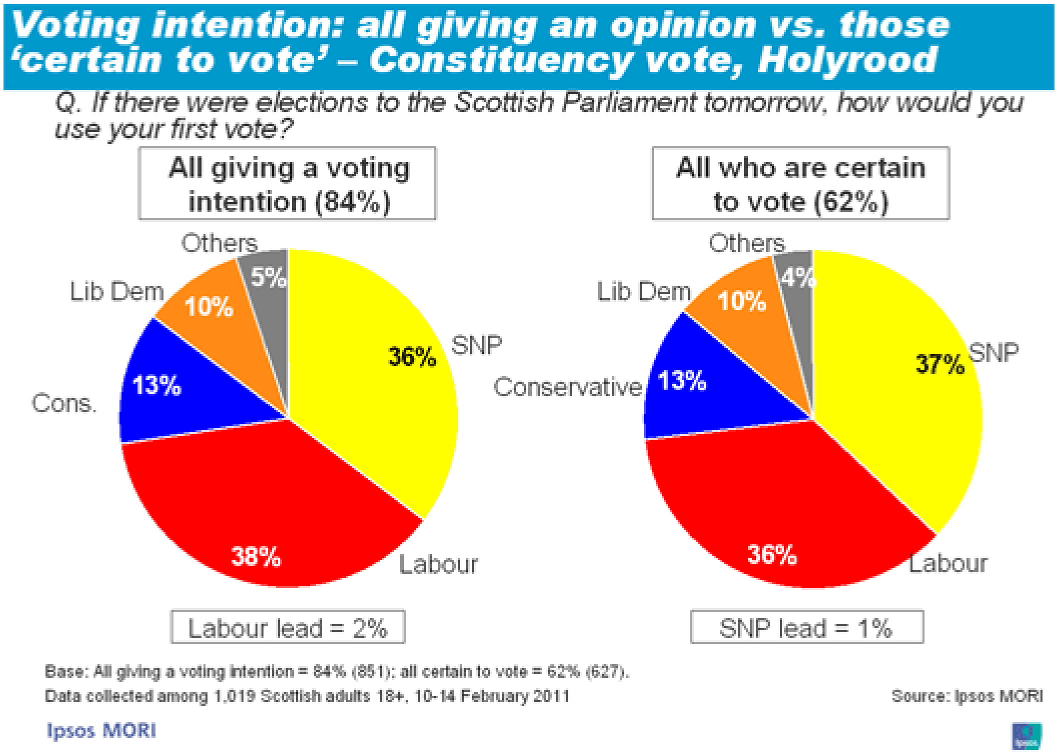
"Mobile payments have been talked about for years, and it looks like they're finally going to get off the ground," said Mike Stevens, Head of Research at Vision Critical's London office. "But a lot of people are clearly uncomfortable. There is a perceived security risk that will need to be addressed as services are rolled out. Banks could play a strong role here; they are generally more trusted by their customers than other players in the mobile payments game."

Methodology: On January 27, 2011, Vision Critical conducted an online survey among 2,500 randomly selected British adults who are Springboard UK panellists (www.springboarduk.com). The margin of error—which measures sampling variability—is +/- 2.2%. The results have been statistically weighted according to the most current age, gender, region data and newspaper readership data to ensure samples representative of the entire adult population of Great Britain. Discrepancies in or between totals are due to rounding.
Source: http://www.visioncritical.com/newsroom/half-of-britons-wary-about-paying-with-their-mobile-phone/

159-4 Resurgent SNP Take Narrow Poll Lead As Holyrood Election Draws Closer

Scottish Public Opinion Monitor February 2011
Published:16 February 2011
Fieldwork:10 - 14 February 2011
Theme:Scotland
Source:Ipsos MORI / The Times

With the Holyrood election now under three months away, the latest poll from Ipsos MORI reveals a significant reversal in fortunes for the two main parties, with the SNP now holding a slight advantage, having been 10 points behind Labour in November 2010. Among those certain to vote on May 5th, the SNP's share of the vote now stands at 37%, up by 6 percentage points since November 2010. In the same period, Labour's share of the vote has fallen by 5 percentage points and is currently at 36%, while the Scottish Conservatives and Scottish Liberal Democrats are largely unchanged at 13% and 10% respectively. This is first time since February 2010 that an Ipsos MORI poll has shown a lead for the governing SNP.



A similar pattern has emerged for the second 'regional list' vote in the Holyrood election, where the SNP has also overturned a Labour lead from November. On this part of the vote, the SNP share is now 35% (up 3 percentage points), with Labour on 33% (down 3 percentage points) and the Conservatives and Liberal Democrats largely unchanged on 13% and 10% respectively.

Part of the upturn in SNP support may be down to the continued popularity of their leader. Over half of Scots (51%) are satisfied with the way Alex Salmond is doing his job as First Minister, substantially higher than the ratings for the other three party leaders; Around a third are satisfied with the performance of Iain Gray (33%) and Annabel Goldie (32%) while just over a quarter are satisfied Tavish Scott. Just as worrying for these three party leaders is the significant numbers of Scots who cannot answer this question, indicating a lack of profile for these politicians.

A further positive finding for the SNP government comes in looking at the attitude of Scots to the issue of how income tax should be raised in the future. The UK government is currently proposing greater powers to Holyrood which would share powers for setting and collecting income tax with the UK Treasury. This position is supported by around a quarter of Scots (27%) while around a third support the status-quo position of income tax being wholly the responsibility of the UK government, but 37% would prefer all income tax to be collected by the Scottish government, a move supported by the SNP.

Mark Diffley, Research Director at Ipsos MORI said:

'Our latest poll shows a remarkable turnaround in the fortunes of the two main parties in the last three months. The SNP has gone from being 10 percentage points behind Labour in November to 1 point ahead now. Our projection of seats won on this result shows that the SNP would have 51 seats with Labour on 48 seats. There may be a number of reasons to explain the resurgence of the SNP. Firstly, they recently managed to pass the new budget through the Scottish Parliament, with Labour the only party to vote against the measures. Our poll in November 2010 illustrates that the majority of Scots supported the headline measures in the budget. There may also be a view among more Scots that they do not have to support Labour in order to register a protest against the policies of the UK government. The continued positive rating s for the First Minister, compared to the other party leaders, may also be important, as Scots think about who they would prefer as First Minister. Despite the surge in support for the SNP, however, the poll indicates that there is little to choose between the two main parties and that, with the campaign looming, it's still all to play for.'

Technical Note

Results are based on a survey of 1,019 respondents conducted by telephone between 10th February and 14th February 2011

Data are weighted by age, sex and working status using census data, and tenure using SHS 2007-2008 data

An asterisk (*) indicates a percentage of less than 0.5% but greater than 0.

Where results do not sum to 100, this may be due to multiple responses or computer rounding
Where the base size is less than 30 the number (N) rather than the percentage of respondents is given
Results are based on all respondents (1,019) unless otherwise stated.

Source:http://www.ipsos-mori.com/researchpublications/researcharchive/2721/Scottish-Public-Opinion-Monitor-February-2011.aspx

NORTH AMERICA

159-5 Americans Say Reagan Is the Greatest U.S. President

Lincoln and Clinton next on the list; Washington fifth
February 18, 2011

PRINCETON, NJ -- Ahead of Presidents Day 2011, Americans are most likely to say Ronald Reagan was the nation's greatest president -- slightly ahead of Abraham Lincoln and Bill Clinton. Reagan, Lincoln, or John F. Kennedy has been at the top of this "greatest president" list each time this question has been asked in eight surveys over the last 12 years.

Who do you regard as the greatest United States president?

President	%
Ronald Reagan	19
Abraham Lincoln	14
Bill Clinton	13
John Kennedy	11
George Washington	10
Franklin Roosevelt	8
Barack Obama	5
Theodore Roosevelt	3
Harry Truman	3
George W. Bush	2
Thomas Jefferson	2
Jimmy Carter	1
Dwight Eisenhower	1
George H.W. Bush	1
Andrew Jackson	*
Lyndon Johnson	*
Richard Nixon	*
Other	1
None	1
No opinion	5

* Less than 0.5%
Feb. 2-5, 2011

GALLUP

Presidents Day, celebrated on the third Monday of February each year, officially commemorates the Feb. 22 birthday of George Washington. The country's first president is not regarded by Americans as the nation's greatest president, however. Gallup's Feb. 2-5 update shows that Washington comes in fifth on the list, behind Reagan, Lincoln, Clinton, and Kennedy.

In the eight times Gallup has asked this same "greatest president" question over the last 12 years, one of three presidents -- Lincoln, Reagan, and Kennedy -- has topped the list each time. Reagan was the top vote getter in 2001, 2005, and now 2011. Lincoln won in 1999, in two 2003 surveys, and in 2007. Kennedy was on top in 2000, and tied with Lincoln in November 2003.

Americans as a group have a propensity to mention recent presidents, not surprising given that the average American constantly hears about and from presidents in office during their lifetime, and comparatively little about historical presidents long dead. Four of the five most recent presidents are in the top 10 greatest presidents list this year -- Obama, George W. Bush, Clinton, and Reagan.

Reagan Tops Among Republicans, Clinton Among Democrats

Americans clearly evaluate presidents through partisan lenses -- with Democrats and Republicans each most likely to choose a greatest president within their own party. Republicans name Reagan substantially more than anyone else, followed by Washington, Lincoln, Kennedy, and then George W. Bush. Democrats are most likely to say that Clinton was the greatest U.S. president, followed by Kennedy, Barack Obama, Franklin Roosevelt, and Lincoln. Independents name Lincoln and then Reagan as top choices.

Who do you regard as the greatest United States president?

By political party

Republicans	%	Independents	%	Democrats	%
Reagan	38	Lincoln	19	Clinton	22
Washington	14	Reagan	16	Kennedy	18
Lincoln	13	Clinton	11	Obama	11
Kennedy	7	Washington	10	F. Roosevelt	10
G.W. Bush	5	F. Roosevelt	9	Lincoln	10

Feb. 2-5, 2011

GALLUP

Roosevelt on Top 55 Years Ago

The results of a Gallup poll conducted some 55 years ago show how these rankings can change over time. In 1956, Gallup asked Americans to name the top three greatest presidents. The top vote getter at that time was Franklin Roosevelt, who had died only 11 years previously. Roosevelt was followed by Lincoln, Washington, and Dwight Eisenhower, the incumbent president at the time of that poll.

Implications

Americans' views on the topic of great presidents appear to have coalesced around three presidents: Lincoln, Reagan, and Kennedy. One of these three has been at the top of the list in each of eight surveys conducted since 1999.

This "greatest president" question is open-ended, meaning that respondents are asked to name a president off the top of their head. This type of measurement tends to increase the mention of recent presidents. Democrats, for example, are most likely to name Clinton -- the most recent Democratic president not currently in office -- as greatest. Republicans, in slightly different fashion, tend to skip over the two most recent Republican presidents, the two Bushes, and instead are most likely to choose Reagan.

Survey Methods

Results for this *USA Today*/Gallup poll are based on telephone interviews conducted Feb. 2-5, 2011, with a random sample of 1,015 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 200 cell phone-only respondents and 800 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 2010 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.

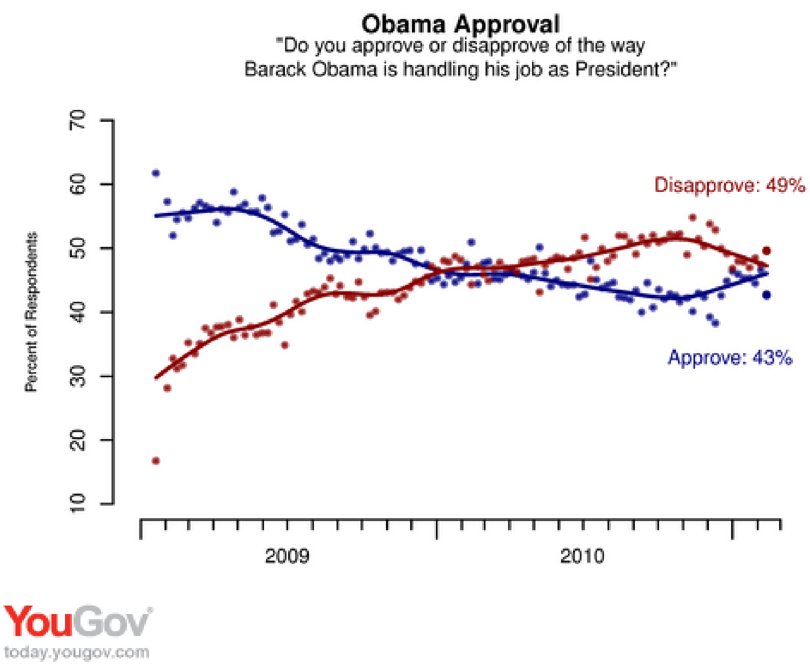
In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Source:http://www.gallup.com/poll/146183/Americans-Say-Reagan-Greatest-President.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

159-6 Evaluating Barack Obama

Tue February 15, 5:11 p.m. PST by YouGov Staff in *Economist Poll*

Overall, the President's approval rating in the *Economist*/YouGov Poll remains mired in the 40's. This week, in fact, it has dropped to 43%. 49% disapprove.



His ratings on economic issues, like the deficit, taxes and his handling of the economy overall, remain in the 30's. Majorities disapprove of his management of all of these.

	Approve	Disapprove	No Opinion
The economy	34%	57%	8%
The budget deficit	30%	60%	11%
Taxes	32%	55%	13%

Do you approve or disapprove of the way Barack Obama is handling the following issues?

Americans do want to see the budget cut. Nearly nine in ten say the size of the deficit is something that concerns them. 72% of adults (and even 55% of Democrats) want the government to decrease the amount of money it spends. 52% of adults support the goal of cutting $100 billion from the President's budget. 36% (including 46% of Republicans) want to balance the budget immediately. But where should the cuts come from? 38% of those who want to cut the budget want cuts to come more from the domestic side, while 29% would like to see more come from the defense side. Nearly two in three Republicans want to have most of the cuts be from domestic programs.

	Total	Democrats	Republicans	Independents
Entirely from defense spending	8%	13%	1%	10%
More from defense	21%	35%	10%	24%
About equally from both	33%	37%	26%	28%
More from domestic	26%	12%	41%	26%
Entirely from domestic spending	12%	2%	21%	11%

Would you rather cut more from defense spending or domestic spending?
(Asked if respondent favors cutting government spending)

As for where to cut, there is majority support among those who want to cut the budget for cuts to high-speed rail (53%), the National Endowment for the Arts (60%), the National Endowment for the Humanities (52%), public broadcasting (50%), and international food aid (50%). Republicans are more aggressive when it comes to cutting all programs asked about. More than four in ten Republicans favor cuts to NASA, and spending on renewable energy. But most Americans (and most Republicans, too) reject cuts to budget lines like community health centers, rebuilding highways and bridges, low-income housing assistance, and maternal and child nutrition programs.
As for raising taxes as a way of reducing the deficit, even most Democrats reject that option. Just 20% of adults (and 34% of Democrats) would increase taxes, while 38% overall would decrease them.

	Total	Democrats	Republicans	Independents
Increase	20%	34%	3%	24%
Keep the same	28%	31%	30%	26%
Decrease	38%	21%	58%	41%
Not sure	14%	13%	8%	10%

Do you think that the federal government should increase or decrease taxes?

Source: http://today.yougov.com/news/2011/02/15/evaluating-barack-obama/

159-7 Americans Remain Divided on Defense Spending

Political divide between Democrats and Republicans has implications for current budget debate
February 15, 2011

PRINCETON, NJ -- At a time when the Obama administration and Secretary of Defense Robert Gates have called for a $78 billion reduction in defense spending over the next five years, Americans lean toward the position that the government is spending too much on national defense rather than too little. Overall, 39% of Americans say the U.S. spends too much on defense, 22% say it spends too little, and 35% say defense spending is about right.

There is much discussion as to the amount of money the government in Washington should spend for national defense and military purposes. How do you feel about this? Do you think we are spending too little, about the right amount, or too much?

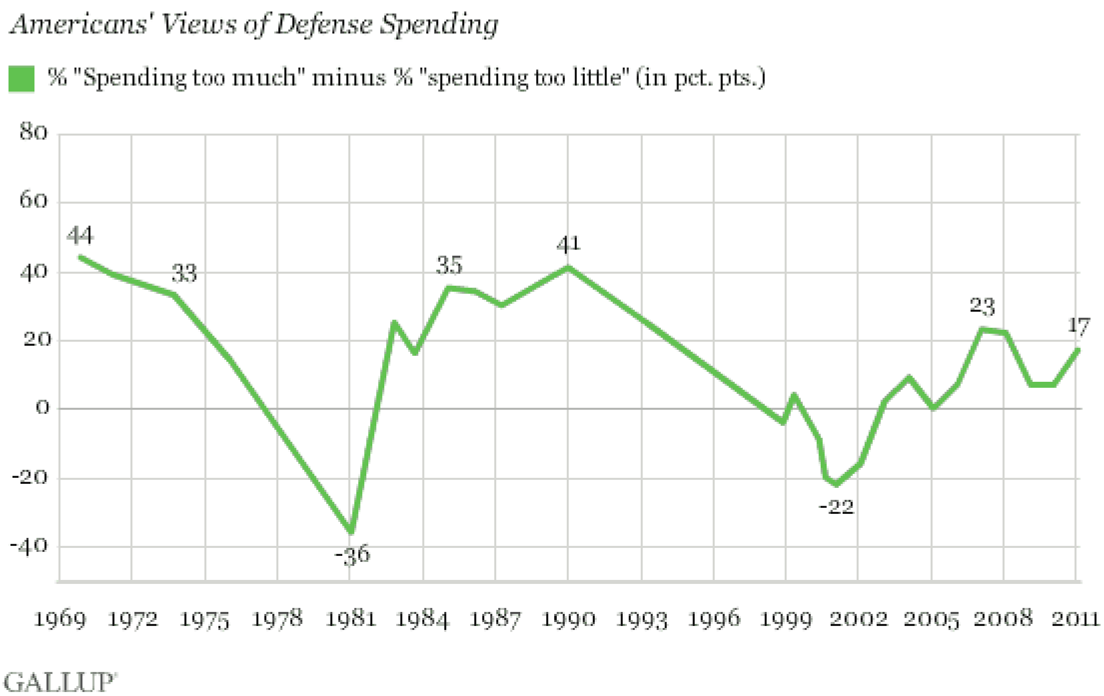
	Too little	About right	Too much	No opinion
2011 Feb 2-5	22%	35	39	3

GALLUP

These results are based on Gallup's annual World Affairs poll conducted Feb. 2-5, prior to Monday's release of the Obama administration's proposed 2012 budget.

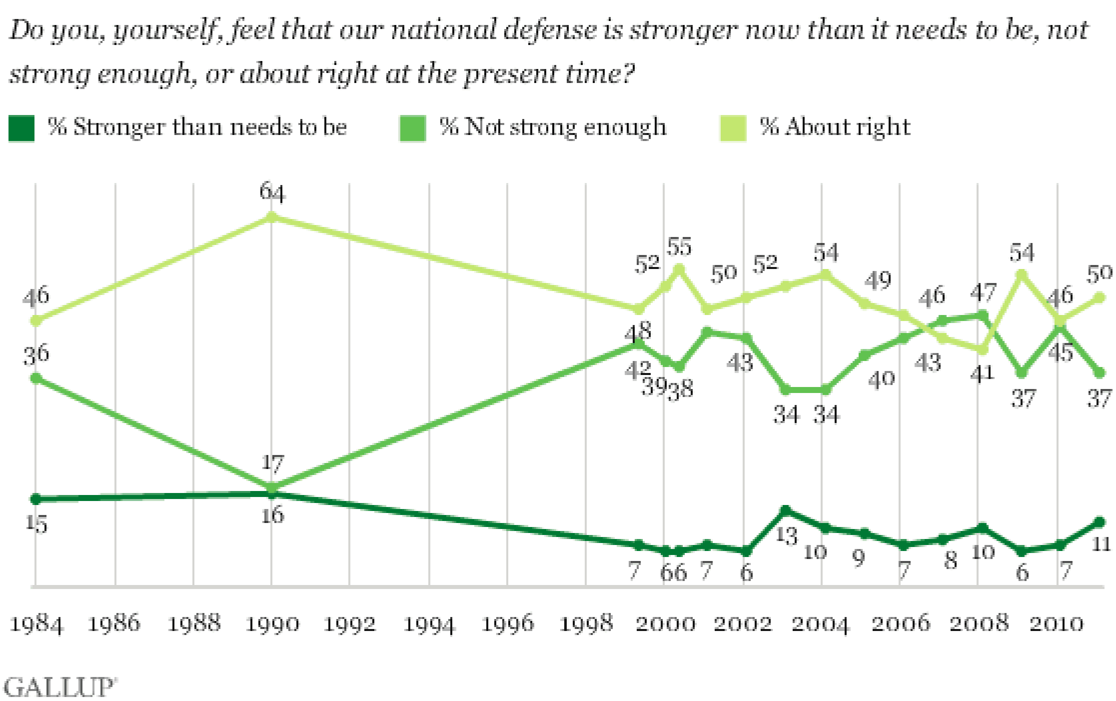
Given that Americans' opinions on defense spending are divided, there is no strong mandate to either cut or increase spending. With 57% of Americans saying defense spending currently is either about right or too little, the proposed long-term cuts in defense spending could be met with more opposition than support.

The current tilt toward the perception of too much defense spending, rather than too little, has generally been the norm over the 42-year Gallup history of asking this question. Notable exceptions occurred at the beginning of the Reagan administration in 1981, and in the early 2000s, both before and after the Sept. 11, 2001, terrorist attacks. (Full trends on this question are on page 2.)



Most Americans Believe National Defense Is About Right or Not Strong Enough

Despite the plurality of Americans' perception that the U.S. spends too much on national defense, an even larger 50% say the strength of U.S. national defense is about right at present, and another 37% say it is not strong enough. Relatively few Americans believe the nation's defense is stronger than it needs to be.



Few Americans have said national defense is stronger than it needs to be at any point since Gallup first asked this question in 1984, perhaps explaining the persistent political resistance in Washington to cutting defense spending.

Republicans Most in Favor of More Defense

Gates, having served as secretary of defense in the Republican administration of George W. Bush as well as the current Obama administration, has bipartisan credibility as he makes recommendations on defense cutbacks. Among all Americans, however, Republicans are most likely to say the government spends too little on national defense and to say the current national defense is not strong enough. Democrats, on the other hand, think the U.S. spends too much on the military and that the nation's defense is about right, with independents' attitudes somewhere in the middle.

There is much discussion as to the amount of money the government in Washington should spend for national defense and military purposes. How do you feel about this? Do you think we are spending too little, about the right amount, or too much?

By party ID

	Too little	About right	Too much
	%	%	%
Republicans	40	39	18
Independents	21	35	42
Democrats	9	33	53

Feb. 2-5, 2011

GALLUP

Do you, yourself, feel that our national defense is stronger now than it needs to be, not strong enough, or about right at the present time?

By party ID

	Stronger than needs to be	Not strong enough	About right
	%	%	%
Republicans	3	55	41
Independents	15	35	48
Democrats	12	23	63

Feb. 2-5, 2011

GALLUP

These views are reflected to a large degree in Democratic and Republican leaders' proposals for reining in federal government spending. Republicans' plans generally spare the military and defense from any cutbacks, while Democratic proposals seek to make cuts in the defense budget.

Implications

Leaders of both political parties in Washington currently agree on the need for significant cutbacks in government spending. Defense spending is one of the logical focal points for these efforts, since, along with entitlement programs and servicing the national debt, defense is one of the largest categories of federal spending.

The Obama administration has included $78 billion in defense cuts over time in its proposed defense budget released on Monday, although these cuts are not as large on a percentage basis as those proposed for other departments and agencies of the government.

The future of these proposed cuts is likely to be a major topic of debate in Washington in the weeks and months to come.

Americans do not provide government leaders with clear-cut direction on making defense cuts. They currently tilt toward the view that there is too much spending on defense, and that figure has increased slightly, from 31% to 39%, since 2009. However, almost as many Americans say current defense spending is about right, and combined with the 22% saying it is too little, the majority of Americans would theoretically oppose defense cuts.

Additionally, there are marked partisan divides on this issue, with rank-and-file Republicans across the country less in favor of cutting back defense spending than are Democrats. This puts the Republican leadership in Washington in what could be a difficult position. These GOP leaders have been most vocal in calling for severe cuts in government spending. Yet they represent a constituency that is less in favor of cutting back one of the largest categories of spending than are either independents or Democrats. Some Republican leaders have so far reflected the views of their base and backed off from calling for deep defense cuts, while others have suggested that defense cuts may be necessary.

Survey Methods
Results for this Gallup poll are based on telephone interviews conducted Feb. 2-5, 2011, with a random sample of 1,015 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 2010 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.

Source:http://www.gallup.com/poll/146114/Americans-Remain-Divided-Defense-Spending.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

159-8 U.S.' Least, Most Educated Most Likely to Find Jobs in 2010

Those with some college fared worst

February 14, 2011

PRINCETON, NJ -- Unemployment improved the most between January 2010 and January 2011 among Americans with a high school education or less, declining to 13.6% from 15.4%, and among those with postgraduate work, declining to 3.8% from 5.0%.

U.S. Unemployment by Education, January 2010 vs. January 2011

30-day averages for period ending Jan. 31 in 2010 and 2011

	January 2010	January 2011	Change, 2010 to 2011 (in pct. pts.)
High school or less	15.4%	13.6%	-1.8
Some college	10.9%	10.9%	0.0
College graduate	6.4%	5.8%	-0.6
Postgraduate	5.0%	3.8%	-1.2
All	10.9%	9.8%	-1.1

Gallup Daily tracking

GALLUP

The data also suggest there are benefits associated with completing college. The unemployment rate of 5.8% among college grads is much lower than the 10.9% among those with some college. And unemployment among college grads improved slightly over the past year, while staying flat among those with some college.

Year-over-year unemployment, as measured by Gallup without seasonal adjustment, improved to 9.8% in January 2011 from 10.9% in January 2010.

Underemployment Worsens for Americans With "Some College"

Underemployment -- a broader jobs measure that combines the percentage of part-time workers wanting full-time work and Gallup's U.S. unemployment rate -- shows a pattern by education similar to that of the unemployment rate. Those with a high school education or less and those with postgraduate work saw their underemployment rates decline the most. On the other hand, underemployment increased for those with some college, to 21.9% in 2011 from 20.9% in 2010.

U.S. Underemployment by Education, January 2010 vs. January 2011

30-day averages for period ending Jan. 31 in 2010 and 2011

	January 2010	January 2011	Change, 2010 to 2011 (in pct. pts.)
High school or less	26.7%	24.7%	-2.0
Some college	20.9%	21.9%	1.0
College graduate	12.2%	11.5%	-0.7
Postgraduate	10.2%	8.8%	-1.4
All	19.8%	18.9%	-0.9

Gallup Daily tracking

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Education Key to Addressing Unemployment Challenges

Gallup's underemployment data illustrate the importance of education to the job market, and, simultaneously, some of the challenges associated with moving toward full employment of the current U.S. workforce. For example, Americans who have done postgraduate work have significantly lower unemployment, at 3.8%, and underemployment, at 8.8%, than their less-educated counterparts. The unemployment rate among this group has improved by 1.2 percentage points from January 2010 to January 2011 -- smaller in absolute terms than improvement among some other groups. However, when adjusted for the lower 2010 base of 5.0%, the rate of improvement for the most-educated group exceeds that of all other groups.

This aligns with another recent Gallup finding: more than 60% of small-business owners who hired fewer workers than they needed in 2010 say one reason they did so is an inability to find qualified employees. It also supports the idea that increased education is key to U.S. job growth -- particularly quality job creation -- in the future.

The 1.8-point improvement in unemployment and 2-point decline in underemployment among those with a high school education or less may indicate that current efforts to increase exports and manufacturing jobs are having some success. However, the January 2011 unemployment rate of 13.6% and underemployment rate of 24.7% among these workers suggests much more needs to be done to provide jobs and added education for today's less-educated workers if the U.S. is going to achieve a more normal unemployment rate.

The deterioration in the jobs situation facing Americans with some college leaves them with an underemployment rate of 21.9%, and suggests a need for added emphasis on finishing college. In turn, this implies a careful look at financial aid programs -- particularly given the financial challenges facing state budgets and state college programs.

Overall, today's roughly one-point year-over-year improvement in the real U.S. unemployment and underemployment rates is, at best, anemic. Even after this modest improvement, one in four

Americans with a high school education or less and one in five with some college remain underemployed. Gallup's data suggest education is one of the essential levers that needs to be moved if this situation is going to change and quality job creation is going to accelerate going forward.

Survey Methods

Gallup's U.S. employment measures report the percentage of U.S. adults in the workforce, aged 18 and older, who are underemployed and unemployed, without seasonal adjustment. "Underemployed" respondents are employed part time, but want to work full time, or they are unemployed. Results for each 30-day rolling average are based on telephone interviews with approximately 30,000 adults. Because results are not seasonally adjusted, they are not directly comparable to numbers reported by the U.S. Bureau of Labor Statistics, which are based on workers aged 16 and older.

Results are based on telephone interviews conducted as part of Gallup Daily tracking Jan. 2 to 31, 2011, with a random sample of 18,778 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia, selected using random-digit-dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is ±0.7 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 200 cell phone respondents and 800 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 2010 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.

Source:http://www.gallup.com/poll/146108/Least-Educated-Likely-Find-Jobs-2010.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA

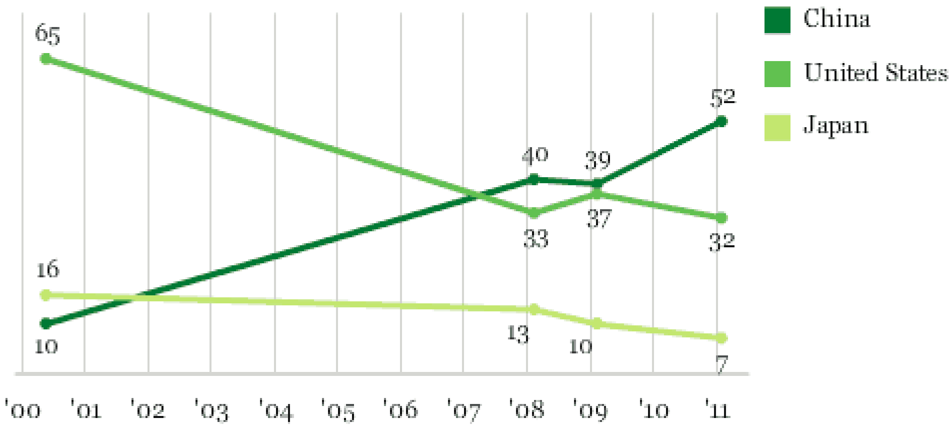
159-9 China Surges in Americans' Views of Top World Economy

Leads the U.S. by smaller margin in predictions for global economic leader in 20 years
February 14, 2011

PRINCETON, NJ - By 52% to 32%, Americans are more likely to name China than the United States as the leading economic power in the world today, with Japan a distant third at 7%. This is China's strongest lead on this Gallup measure, first asked in 2000, and is a major change from 2009, when China and the U.S. were nearly tied in Americans' perceptions about the leading power.

Perceptions of World's Leading Economic Power Today

Which one of the following do you think is the leading economic power in the world today -- [the United States, the European Union, Russia, China, Japan, India]?

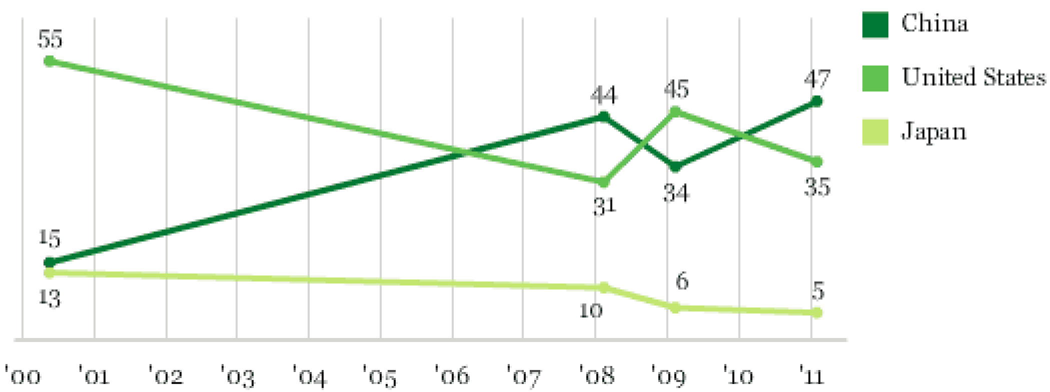


GALLUP

The latest update is part of Gallup's annual World Affairs survey, conducted Feb. 2-5.
The poll also finds a 13-point surge since 2009 in the percentage of Americans who believe China will be the world economic leader in 20 years. The 47% now saying this eclipses the 35% choosing the U.S. as the leader; however, China's lead over the U.S. on this measure is smaller than it is for perceptions about who leads today, and is not appreciably different from what it was in 2008.

Predictions of Country That Will Be World's Leading Economic Power in 20 Years

Looking ahead 20 years, which one of the following countries do you expect to be the world's leading economic power at that time -- [the United States, the European Union, Russia, China, Japan, India]?



GALLUP

No other country figures very largely in Americans' perceptions of the world's top economic powerhouse, with respect to either the present or the future. Fewer than 5% of Americans cite the European Union, Russia, or India as the leading power in either context.

World's Leading Economic Power -- Today vs. in 20 Years

Feb. 2-5, 2011

	Leading power today	Leading power in 20 years	Difference
	%	%	
China	52	47	-5
United States	32	35	+3
Japan	7	5	-2
European Union	3	4	+1
Russia	2	1	-1
India	1	4	+3
Other/No opinion	3	4	+1
	100	100	

GALLUP

Consumer Attitudes About U.S. Economy Do Not Align With Rate of China's Surge

China is enjoying explosive economic growth and, as a result, has made impressive gains in the rank-order of national economies in the past decade. However, the Gallup data suggest Americans may not be aware that, on the basis of GDP, China's economy still trails the United States'. Alternatively, Americans' conception of the "leading economic power" may take into account more than nations' relative economic output, and could reflect awareness that China enjoys economic momentum at the same time that U.S. jobs are being outsourced to China, and that China is a substantial holder of U.S. debt.

Consumer attitudes about the U.S. economy, by themselves, fail to explain Americans' outsized views of China's economic position. Americans were mostly positive about U.S. economic conditions a decade ago -- in May 2000, the Gallup Economic Confidence Index registered a fairly robust +36 -- and at that time, Americans believed the U.S. was dominant economically. While Americans have been more negative about the economy in recent years, they are far less negative in 2011 than they were in 2008 and 2009. Nevertheless, perceptions that China is the dominant economic power have continued to rise, suggesting that declining consumer attitudes about the U.S. economy are not the sole cause.

Bottom Line

Few would argue that China's rocketing economic growth looms as a formidable challenge to the United States' global economic leadership. However, the majority of Americans believe the U.S. has already lost the challenge, and relatively few are confident that the situation will be reversed in 20 years. A strong economic recovery in the U.S. may improve how Americans feel about the United States' economic competitiveness, but whether it would wholly alter their perceptions that the U.S. now trails China in global economic power is unclear.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Feb. 2-5, 2011, with a random sample of 1,015 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 2010 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.

Source:http://www.gallup.com/poll/146099/China-Surges-Americans-Views-Top-World-Economy.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

159-10 More Say Mubarak Ouster Positive Rather Than Negative for U.S.; 68% Concerned Fundamentalists Will Get Power

(2/16/2011)

(Zogby Interactive)

Percentage Who Say Obama Response Was Correct Exceeds Totals Of Those Who Wanted More Support for Mubarak or Protestors

UTICA, NY - U.S. likely voters are more likely to say the ouster of Egyptian President Hosni Mubarak was positive rather than negative for the U.S., but 68% are either very or somewhat concerned that Islamic fundamentalists will have too much power in the new government.

The Feb. 14-16 Zogby Interactive poll also finds that 45% believe President Barack Obama's response to the situation in Egypt was "what it should have been." However, 21% say Obama should have been more supportive of "our ally" Mubarak and 15% say Obama should have been more supportive of the protestors.

In addition to asking if Mubarak's ouster was positive or negative for the U.S., the poll also asks about its impact on people in the Middle East and in Israel.

Would you say the street demonstrations in Egypt and ouster of Egyptian President Hosni Mubarak was positive or negative for:

	Positive	Negative	Not Sure
U.S.	49%	32%	19%
People in Middle East	57%	27%	16%
Israel	28%	49%	23%

Differences by Political Party

Republicans (42%) are more likely to say President Obama should have been more supportive of Mubarak. However, 17% say Obama's response was correct, and another 17% say he should have shown more support for the protestors. Three-fourths of Democrats and 41% of independents say Obama's response was correct.

Republicans (88%) are most likely to be concerned about Islamic fundamentalist power in a new Egypt, followed by independents (70%) and Democrats (48%).

A small majority of Republicans (53%) say Mubarak's ouster was negative for the U.S. and a plurality (44%) say it was negative for people in the Middle East. Republicans are also more likely to say this was a negative for Israel (71%).

Democrats are most likely to say Mubarak's ouster was positive for all three places, including a plurality of 46% who see it as positive for Israel. Seventy percent of Democrats feel it was positive for the U.S., and 72% see it as positive for people in the Middle East.

About half (46%) of independents say Mubarak's ouster was positive for the U.S., while 60% say it was positive for the Middle East. A fifth (22%) see it as positive for Israel.

The interactive poll of 1,823 likely voters has a margin of error of +/-2.3%. A sampling of Zogby International's online panel, which is representative of the adult population of the U.S., was invited to participate. Slight weights were added to region, party, age, race, religion, gender, and education to more accurately reflect the population.

Source: http://www.zogby.com/news/ReadNews.cfm?ID=1947

159-11 Majority of Voters Approve Of 4 of 6 Major Obama Budget Proposals

(2/17/2011)

(Zogby Interactive)

Sharp Partisan Differences Linger

UTICA, NY - Majorities of likely voters approve of all but two of six major proposals included in President Barack Obama's budget for the upcoming fiscal year, a new Zogby Interactive survey finds.

Cuts to Low Income Home Energy Assistance and reduction of Community Block Grants for local activities such as affordable housing, anti-poverty and infrastructure both fall short of overall majority support, but both proposals are supported by Republicans.

The poll, conducted from February 14-16, outlined major Obama budget proposals and asked voters if they strongly approve, somewhat approve, somewhat disapprove, strongly disapprove or are not sure. The combined percentages of those who strongly or somewhat approve of each proposal are shown in the table below.

Approve of.	All Voters	Democrats	Republicans	Independents
5-year overall freeze on total discretionary spending outside of security	65%	71%	62%	61%
Reduce Defense Dept. funding by $78 billion to achieve zero real growth	58%	88%	28%	56%
Eliminate a dozen tax breaks for oil, gas & coal companies to offset costs of clean-energy initiatives	55%	83%	27%	53%
Expiration of 2001 & 2003 tax cuts for families making more than $250,00 per year	53%	85%	17%	55%
Reduce by one-half funding Community Block Grants for local activities such as affordable housing, anti-poverty and infrastructure development	49%	25%	74%	48%
Reduce by one-half funding the Low Income Home Energy Assistance program	43%	23%	65%	42%

Pollster John Zogby: "President Obama's budget proposals poll well with voters overall, but the sharp partisan differences found in our survey show how difficult it will be to find agreement with the Republican majority in the House. Independent voters are mostly positive toward Obama's proposals, which should give him some political leverage. The only proposals not getting majority support from independents deal with cuts impacting the poor, raising the question of what Obama gained politically by including them. "

The interactive poll of 1,823 likely voters has a margin of error of +/-2.3%. A sampling of Zogby International's online panel, which is representative of the adult population of the U.S., was invited to participate. Slight weights were added to region, party, age, race, religion, gender, and education to more accurately reflect the population.

Source: http://www.zogby.com/news/ReadNews.cfm?ID=1948

159-12 Americans Continue to Rate Iran as Greatest U.S. Enemy

North Korea, China tie for second; mentions of Iraq down significantly

February 18, 2011

PRINCETON, NJ -- Americans are most likely to mention Iran when asked which country they consider to be the United States' greatest enemy. China and North Korea tie for second, with Afghanistan and Iraq rounding out the top five.

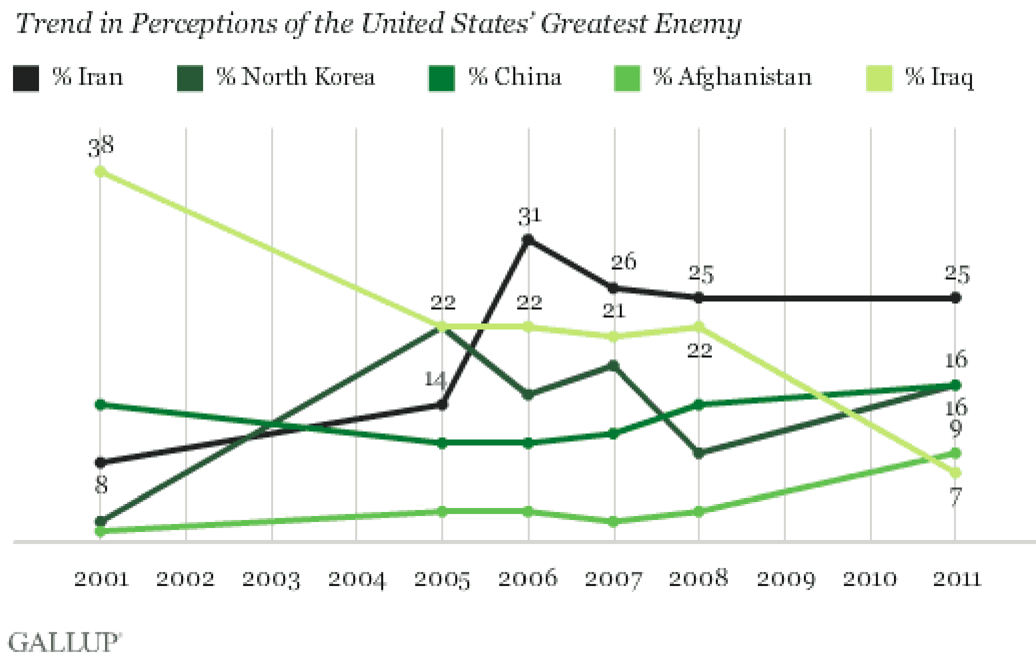
What one country anywhere in the world do you consider to be the United States' greatest enemy today? [OPEN-ENDED]

	% Mentioning
Iran	25
North Korea/Korea (nonspecific)	16
China	16
Afghanistan	9
Iraq	7
Russia	3
United States itself	2
Pakistan	2
Saudi Arabia	1
Egypt	1
Yemen	1
Mexico	1
Other	8
None/No opinion	10

Gallup, Feb. 2-5, 2011

GALLUP

The results are based on Gallup's annual World Affairs poll, conducted Feb. 2-5. Gallup has asked the greatest enemy question six times since 2001. Iran has been the most frequently mentioned country in 2011, 2008 (essentially tied with Iraq), 2007, and 2006. In 2005, North Korea and Iraq tied for first place, and in 2001, Iraq was Americans' choice.



Americans' perceptions of the United States' greatest enemy are generally responsive to international events. For example, this year marks a sharp decline to 7% in the percentage of Americans who believe Iraq is the greatest U.S. enemy, down from at least 21% in each measurement from 2005-2008, and 38% in 2001 before the Iraq war began. The decline this year likely coincides with the reduction of U.S. military forces in Iraq.

As Americans became less likely to view Iraq as the United States' greatest enemy after the beginning of the Iraq war, they became more likely to see Iran and North Korea that way.

Now, with military operations in Afghanistan the largest U.S. engagement, the percentage of Americans naming that country as the United States' greatest enemy has reached a new high of 9%.
Perceptions of Greatest Enemy Vary by Age, Ideology

Americans of most key demographic groups rate Iran as the United States' greatest enemy, though there are notable exceptions among certain age and ideological groups.
Younger Americans are much less likely than older Americans to regard Iran as the United States' greatest enemy and more likely to view North Korea this way.

Perceptions of the United States' Greatest Enemy, by Age

	18 to 29 yrs.	30 to 49 yrs.	50 to 64 yrs.	65+ yrs.
	%	%	%	%
Iran	14	18	31	36
North Korea	22	17	15	10
China	6	19	20	16
Afghanistan	14	13	5	4
Iraq	11	7	7	5

Gallup, Feb. 2-5, 2011

GALLUP

As a result, North Korea leads Iran as the greatest enemy in the 18- to 29-year-old age group. Americans aged 30 to 49 are about equally likely to mention North Korea, Iran, and China as the greatest U.S. enemy. China generally rates behind Iran and ahead of North Korea as the greatest enemy in the eyes of Americans aged 50 and older.

Political conservatives are twice as likely to name Iran as any other country as the greatest enemy of the United States. Liberals are about evenly divided as to whether Iran or North Korea is the greatest U.S. enemy. And moderates are equally likely to assign China, Iran, and North Korea this status.

Perceptions of the United States' Greatest Enemy, by Self-Identified Ideology

	Liberal	Moderate	Conservative
	%	%	%
Iran	22	20	32
North Korea	20	20	10
China	11	21	15
Afghanistan	10	8	9
Iraq	6	7	9

Gallup, Feb. 2-5, 2011

GALLUP

These differences are not apparent by political party, though, as Iran is perceived to be the top U.S. enemy by Republicans, Democrats, and independents.

Enemies, Least Favorite Countries Not Always the Same

In addition to naming Iran as the greatest U.S. enemy, Americans also rate it last in Gallup's country favorability data. North Korea gets low favorable ratings similar to Iran's, but Americans are less likely to regard that country as the United States' greatest enemy, perhaps because they view Iran as more threatening now or because Americans remember the Iranian hostage crisis from 1979-1981.

Americans' favorability ratings of China are much more positive than those for Iran and North Korea, but a significant proportion of Americans regard China as the United States' greatest enemy. That likely is a result of the economic threat China poses to the United States, as evidenced by Americans' perceptions that China is now the leading economic power in the world.

Implications

Americans have become consistent in naming Iran as the greatest U.S. enemy since the Iraq war began. The trend in Americans' perceptions of the greatest U.S. enemy has been responsive to international events, and given this history, these perceptions are likely to change in the future. This is particularly true as the focus of U.S. foreign and military policy changes over time, as old regimes around the world are replaced with new ones (as in Iraq), and as international threats such as terrorism and nuclear power rise and recede in importance.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Feb. 2-5, 2011, with a random sample of 1,015 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 2010 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.

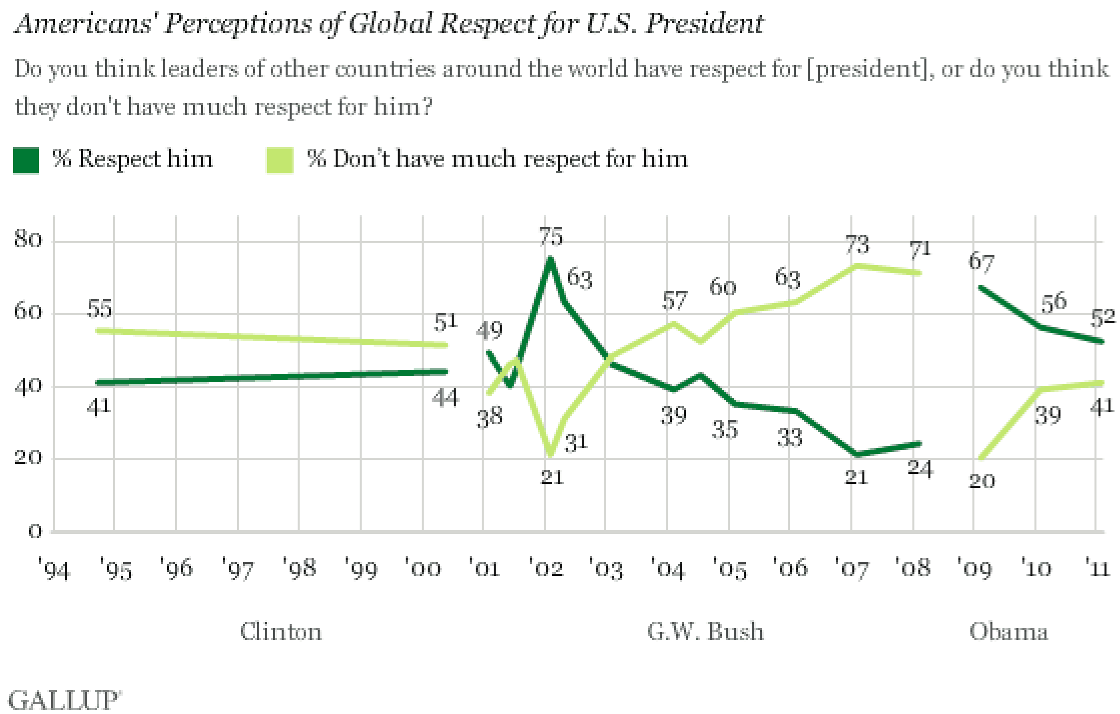
Source:http://www.gallup.com/poll/146165/Americans-Continue-Rate-Iran-Greatest-Enemy.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

159-13 Majority of Americans Say World Leaders Respect Obama

Republicans about half as likely now as they were in 2009 to say leaders respect Obama

February 16, 2011

PRINCETON, NJ -- Although a majority of Americans (52%) continue to say foreign leaders respect President Barack Obama, this is down from 2010 and 2009. However, Obama's current position on this measure is more positive than was the case during most of the terms of Presidents George W. Bush and Bill Clinton.



In February 2009, shortly after Obama's presidential inauguration, a soaring 67% of Americans perceived that the world's leaders respected him. That dropped to 56% last February, and is slightly lower (52%) in this year's Feb. 2-5 Gallup World Affairs survey.

Still, Obama's readings on this measure remain historically high.
A few months after 9/11, Bush received 75% and 63% readings on this respect question -- but all other readings during the Bush administration were below 50%. That includes the low point in February 2007, when 21% of Americans said world leaders respected Bush. Americans' views of world leaders' respect for Obama are also higher than two Gallup measures for Clinton, in 1994 (41%) and 2000 (44%).

Republicans Less Positive Than in 2009 About World Leaders' Respect for Obama
Predictably, Democrats (76%) are far more likely than Republicans (24%) to say world leaders respect Obama. The decline in Obama's overall ratings on this measure in the last three years is mainly the result of Republicans' changing views, which are about half as positive now as they were in 2009.

Perceptions of Global Respect for U.S. President -- by Party ID

% Respected by world leaders

	Republicans	Independents	Democrats
	%	%	%
Feb 2-5, 2011	24	53	76
Feb 1-3, 2010	35	51	78
Feb 9-12, 2009	49	65	85

GALLUP

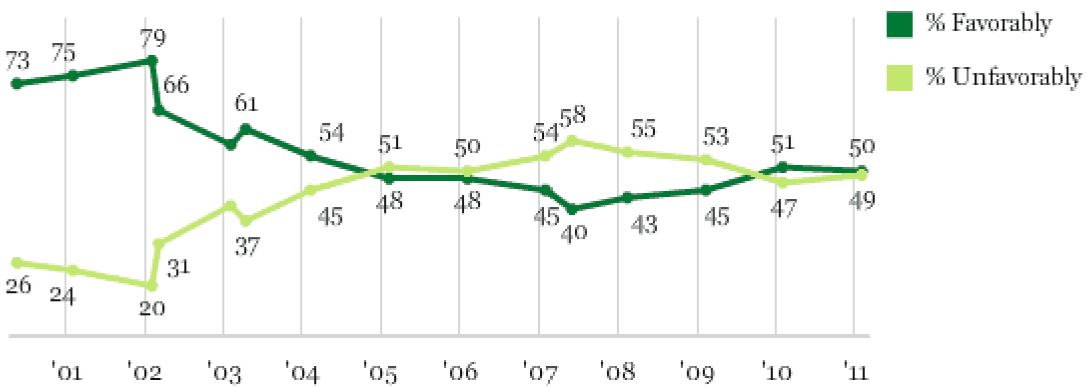
Half of Americans Say the World Views the U.S. Favorably

Americans remain slightly more positive than negative when asked their views of the image of the U.S. in the eyes of the world, with 50% holding the belief that the U.S. is seen favorably and 49% unfavorably. This is similar to last year, but more positive than in 2005-2009, when less than half of Americans thought the U.S. was seen favorably.

Prior to 2005, Americans were more positive. Almost three-quarters said the world viewed the U.S. favorably in 2000, and 79% said the same in February 2002. Positive views of the United States' image drifted downward from that point. Much of the decline in Americans' views of the U.S. image around the world coincided with international controversy over the Iraq war.

Americans' Perceptions of U.S. Global Position

In general, how do you think the United States rates in the eyes of the world -- very favorably, somewhat favorably, somewhat unfavorably, or very unfavorably?



GALLUP

Sixty percent of Democrats say the U.S. is viewed favorably around the world, compared with 45% of Republicans and 46% of independents.

Bottom Line

Americans' perceptions of how world leaders view President Obama remain in positive territory, but have grown somewhat less so in the two years since he took office. This tracks with Obama's approval rating, which has gone from the mid-60% range in February 2009 to the high 40% range today.

This year's measure is from Gallup's Feb. 2-5 World Affairs survey, conducted shortly after the turmoil in Egypt began to dominate international news. Mid-February Gallup polling shows that Americans highly approve of Obama's handling of the Egyptian situation, so views of his standing in the eyes of world leaders could have changed since the early February survey.

Regardless, more Americans now say world leaders respect President Obama than said that about Bush at most points in his administration, or about Clinton.

Americans are also more positive about the world's image of the United States than they were in the last years of the Bush administration. They are, however, less positive than they were in 2000 -- Bill Clinton's last year in office -- through 2004. The decline in Americans' perceptions of the U.S. image beginning in the middle of the last decade was arguably due to the impact of U.S. involvement in Iraq. It remains to be seen what influence the current Egyptian crisis -- and the U.S. response thereto -- may have on these perceptions going forward.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Feb. 2-5, 2011, with a random sample of 1,015 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 2010 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.

Source:http://www.gallup.com/poll/146129/Majority-Americans-Say-World-Leaders-Respect-Obama.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

159-14 Americans Split on Whether Egypt Will Spur Democracy

No consensus on whether events will help promote peace, aid U.S. anti-terror efforts

February 15, 2011

PRINCETON, NJ -- Americans are about evenly divided, 47% to 44%, in their views of whether the recent events in Egypt will result in democracy taking hold in other Middle Eastern countries.

Just your best guess, do you think the recent events in Egypt will or will not result in democracy taking hold in other countries in the Middle East?

	Yes, will	No, will not	No opinion
2011 Feb 14	47%	44%	9%

USA Today/Gallup

GALLUP

These results are based on a *USA Today/*Gallup poll conducted Feb. 14, just days after Egyptian President Hosni Mubarak resigned in response to weeks of anti-government protests in that country. Egypt is now under temporary military rule while its constitution is being revised, with democratic elections expected later this year.

Protests have spread across other Middle Eastern and North African countries after the protests in Egypt and Tunisia that succeeded in toppling those countries' governments. Whether the protests in other countries will achieve results as dramatic or will ultimately lead to democracy in those nations -- including Egypt and Tunisia -- remains to be seen. But Americans are about as likely to say democracy will take in hold in some countries in the region as to say it will not.

Democrats (53%) are more likely than independents (46%) or Republicans (39%) to believe democracy will take root in other Middle Eastern countries after the events in Egypt.

The poll also finds Americans more likely to believe the changes in Egypt will increase (37%) rather than decrease (22%) the chances for enduring peace in the broader Middle East region. But 28% do not believe the events in Egypt will make a difference; the remaining 14% have no opinion. Democrats are also more optimistic in this regard than are independents or Republicans.

Do you think the changes taking place in Egypt will -- [ROTATED: increase the chances for enduring peace in the Middle East, not make any difference, (or will) decrease the chances for enduring peace in the Middle East]?

	Increase chances	Not make a difference	Decrease chances	No opinion
All Americans	37%	28%	22%	14%
Democrats	44%	29%	17%	11%
Independents	34%	29%	20%	17%
Republicans	32%	27%	31%	10%

USA Today/Gallup, Feb. 14, 2011

GALLUP

Although Mubarak's regime was autocratic, under his rule the country was an ally of the United States and generally cooperated with U.S. anti-terrorism efforts. Now, with the future governance of Egypt uncertain, it is unclear what impact the changes will have on the war on terror, particularly given fears that terrorist groups may try to seize on the instability in the country to expand their strength and influence.

Americans' views on the implications of the situation in Egypt for the war on terror are decidedly mixed. Twenty-eight percent say the changes in Egypt will help U.S. anti-terrorism efforts, while 21% believe the changes will hurt these efforts; 41% expect them not to make a difference.

Do you think the changes in Egypt will -- [ROTATED: help the United States' efforts to fight terrorism, not make any difference, (or will) hurt the United States' efforts to fight terrorism]?

	Help efforts	Not make a difference	Hurt efforts	No opinion
All Americans	28%	41%	21%	9%
Democrats	30%	45%	17%	8%
Independents	26%	43%	19%	13%
Republicans	27%	38%	31%	5%

USA Today/Gallup, Feb. 14, 2011

GALLUP

Although the plurality of all three party groups believe the changes in Egypt will not make a difference in U.S. anti-terror efforts, Democrats are most inclined to believe they will help rather than hurt.

Americans rate the job President Barack Obama is doing of handling the situation much more positively than negatively -- 66% say he is doing a good job, including 16% who say very good. Twenty-eight percent say the president is doing a poor job, including 8% who say very poor.

Implications

The recent events in Egypt and Tunisia show that popular uprisings against a government can be effective, at least in terms of toppling an existing regime. Still, it is unclear how democratic the new regimes in Egypt and Tunisia will ultimately be. Although most Americans are probably not highly knowledgeable about the intricacies of Middle Eastern politics, they appear ready to hazard a guess about the implications of the changes taking place in the region.

Americans are about as likely to expect democracy to spread to additional countries in the Middle East as not to spread. They say the recent events in Egypt are more likely to increase rather than decrease the odds of enduring peace in the Middle East, although those who are optimistic remain a minority, given that more say the changes will either decrease the odds of peace or make no difference.

Survey Methods

Results for this *USA Today*/Gallup poll are based on telephone interviews conducted Feb. 14, 2011, on the Gallup Daily tracking survey, with a random sample of 1,004 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 (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 2010 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.

Polls conducted entirely in one day, such as this one, are subject to additional error or bias not found in polls conducted over several days.

Source:http://www.gallup.com/poll/146126/Americans-Divided-Whether-Egypt-Spur-Democracy.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

159-15 Nameless Republican Ties Obama in 2012 Election Preferences

Young voters less supportive of his re-election than of his election in 2008

February 16, 2011

PRINCETON, NJ -- U.S. registered voters are evenly split about whether they would back President Barack Obama for re-election in 2012 (45%) or "the Republican Party's candidate" (45%). This is similar to the results for the same question when it was asked a year ago.

President Obama Generic Re-Elect

If Barack Obama runs for re-election in 2012, are you more likely to vote for Obama or for the Republican Party's candidate for president?

	Barack Obama	Republican candidate	Other (vol.)	No opinion
	%	%	%	%
Feb 2-5, 2011	45	45	4	6
Feb 1-3, 2010	44	42	3	11

Based on registered voters
(vol.) = volunteered response

GALLUP

Results from a parallel question Gallup asked during the presidencies of George W. Bush and George H.W. Bush show both of those presidents performing better on this re-elect measure at comparable points in their third years in office than Obama does today.

In polling from October 2001 through January 2004, George W. Bush consistently led an unnamed Democratic opponent, although by a shrinking margin as his job approval rating descended from a post-9/11 reading of 87% to the 50s and 60s. In February 2003, the point in Bush's presidency comparable to Obama's presidency today, Bush beat a generic Democrat among registered voters by 47% to 39%.

Gallup trends during George H.W. Bush's tenure were asked mostly during his third year in office, and show a similar descent in the elder Bush's standing vis-à-vis an unnamed Democrat. However, Bush's position switched from a strong lead -- 54% to 33% -- in February 1991, during the Persian Gulf War, to a slight deficit (39% to 43%) in early January 1992.

Most 2008 Demographic Support Patterns Carry Over to 2012

Women and nonwhites were important elements of Obama's winning 2008 coalition. Today, a wide gulf in political preferences remains between whites and nonwhites, with the majority of the former favoring the Republican candidate and a larger majority of the latter favoring Obama. Women are five percentage points more likely to say they would vote for Obama than are men (47% vs. 42%), similar to the seven-point gender gap in support for Obama in Gallup's final pre-election poll in 2008. Younger voters are one element of Obama's original coalition that may not be intact heading into 2012. Gallup's 2008 pre-election poll found 63% of registered voters aged 18 to 34 choosing Obama, while 33% backed his Republican rival, John McCain. In addition, 53% of 35- to 54-year-old voters and 48% of those 55 and older supported Obama in that same poll. By contrast, today a bare majority of the 18- to 34-year-old group, 51%, and 43% of those 35 to 54 say they would vote to re-elect Obama.

Naturally, a large proportion of Democrats, 84%, support Obama for re-election, similar to the 88% of Republicans backing the Republican candidate.

President Obama Generic Re-Elect -- by Major Subgroups

Based on registered voters

	Obama	Republican candidate	Other/ Not sure
	%	%	%
Men	42	45	13
Women	47	44	9
White	39	51	11
Nonwhite	63	26	10
18 to 34	51	44	5
35 to 54	43	44	13
55 and older	43	45	12
Republican	7	88	5
Independent	41	41	18
Democrat	84	10	6

Feb. 2-5, 2011

GALLUP

Bottom Line

It's a political maxim that in elections with a sitting president running for re-election, voters are not so much choosing between two candidates as voting for or against the incumbent. That is not to say it won't matter whom the Republicans choose as their standard-bearer, but perhaps it matters slightly less than it would in an open election.

At this stage, as numerous Republican contenders begin the long process of wooing Republican delegates and voters, or consider jumping into the race, Gallup's generic re-elect measure indicates that their efforts would not be in vain, as fewer than half of registered voters are prepared to vote for Obama in 2012. Both George W. Bush and George H.W. Bush were better positioned for re-election at this point in their presidencies. However, given that one ultimately won and the other lost his re-election bid, it is clear that much can still change.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Feb. 2-5, 2011, with a random sample of 1,015 adults, aged 18 and older, living in the continental U.S., selected using random-digit-dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is ±4 percentage points.

For results based on the total sample of registered voters, 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 2010 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.

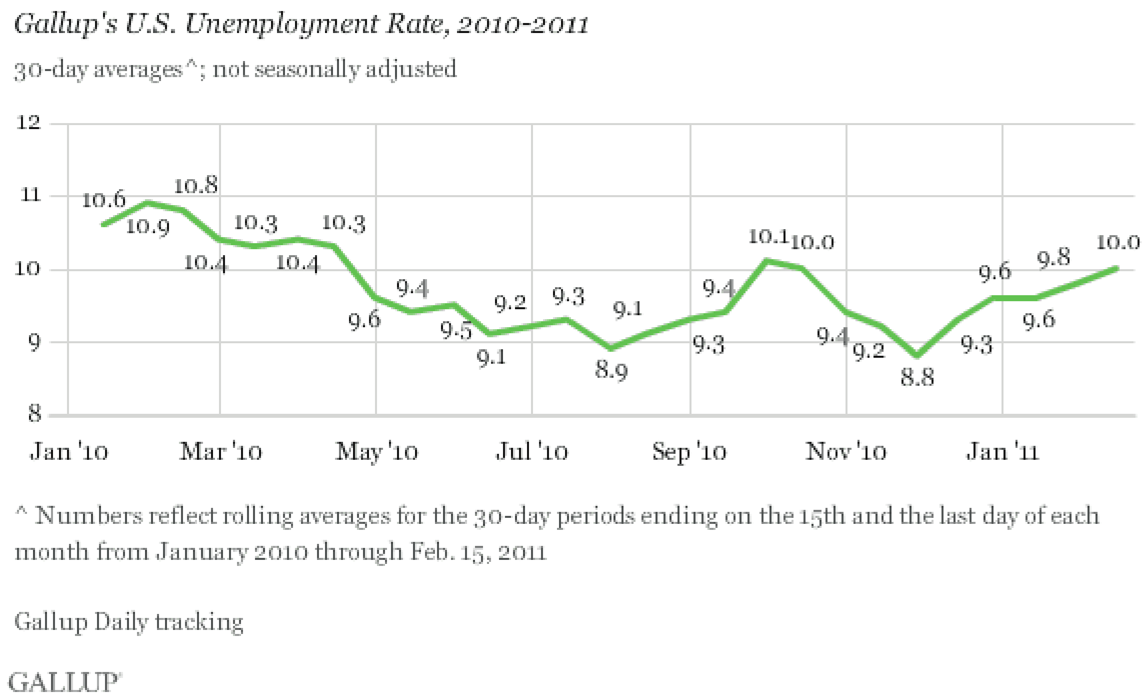
In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Source:http://www.gallup.com/poll/146138/Nameless-Republican-Ties-Obama-2012-Election-Preferences.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

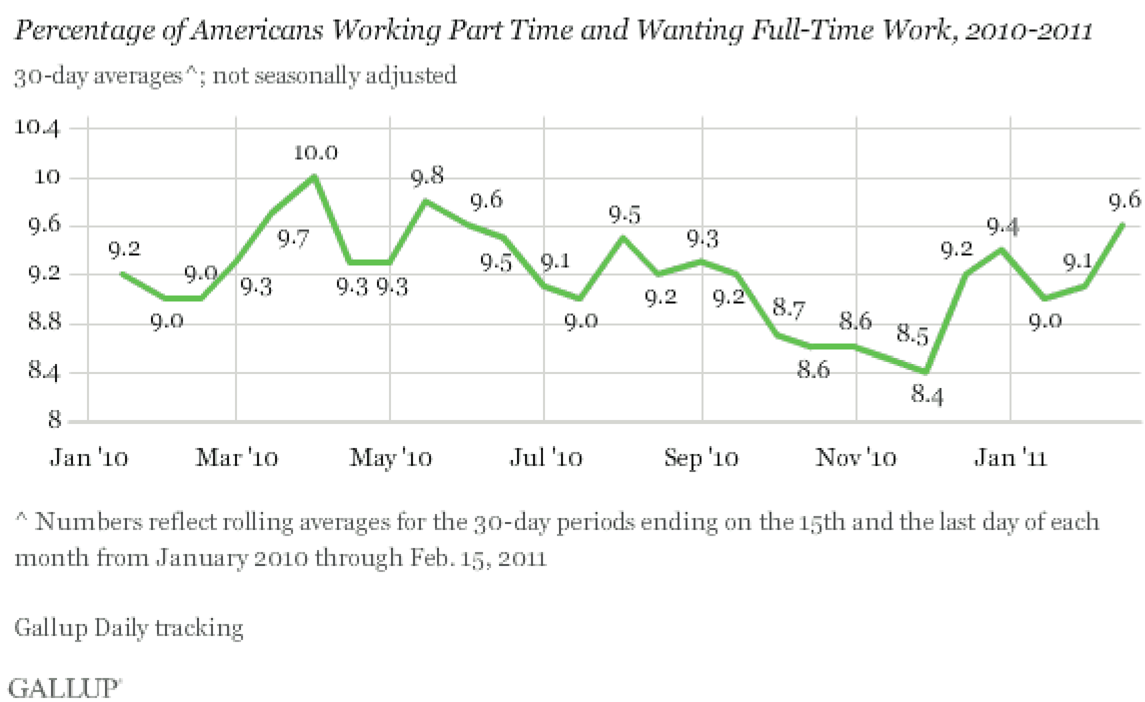
159-16 Gallup Finds U.S. Unemployment Up to 10.0% in Mid-February

Underemployment surged to 19.6% in mid-February from 18.9% at the end of January
February 17, 2011

PRINCETON, NJ -- Unemployment, as measured by Gallup without seasonal adjustment, hit 10.0% in mid-February -- up from 9.8% at the end of January.



The percentage of part-time workers who want full-time work worsened considerably in mid-February, increasing to 9.6% of the workforce from 9.1% in January.

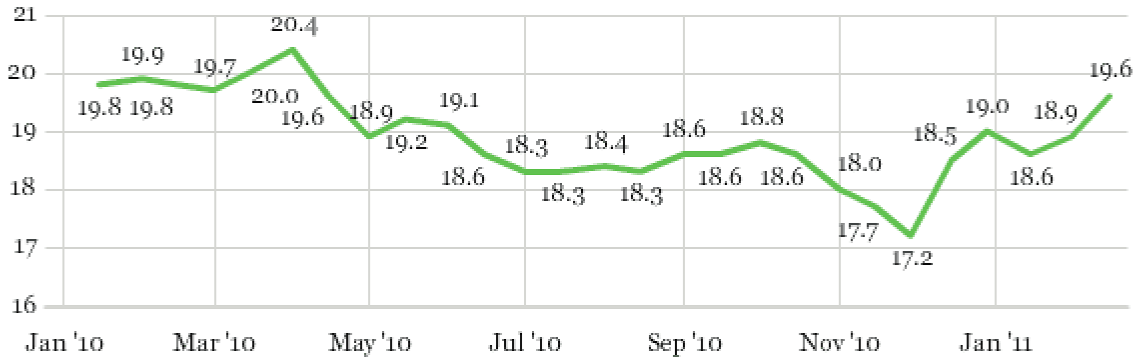


Underemployment Surges in Mid-February

Underemployment, in which Gallup combines part-time workers wanting full-time work with the U.S. unemployment rate, surged in mid-February to 19.6% -- mostly as a result of the sharp increase in those working part time but wanting full-time work. Underemployment now stands at basically the same place as it did a year ago (19.8%).

U.S. Underemployment, 2010-2011

30-day averages^; not seasonally adjusted



^ Numbers reflect rolling averages for the 30-day periods ending on the 15th and the last day of each month from January 2010 through Feb. 15, 2011

Gallup Daily tracking

GALLUP

The Jobs Situation Now Versus a Year Ago

The unemployment rate in mid-February is 0.8 percentage points lower than it was at this time a year ago, compared with a 1.1-point improvement at the end of January. This suggests that jobs are less available now than they were in January.

More troubling, however, is the surge in underemployment. On this broader basis, current job conditions are barely improved from what they were at this time last year. Essentially, what has happened over the past year is that some people who were unemployed got part-time jobs but are still looking for full-time work. This is not much to show for a year in which many macro-economic indicators showed improvement.

This is likely why Gallup's self-reported spending remains stuck in "new normal" even as consumer optimism continues to hit new highs. Jobs remain the key to getting the U.S. economy moving, and mid-February underemployment results suggest little or no progress is being made in that regard.

Survey Methods

Gallup classifies American workers as underemployed if they are either unemployed or working part time but wanting full-time work. The findings reflect more than 18,000 phone interviews with U.S. adults aged 18 and older in the workforce, collected over a 30-day period. Gallup's results are not seasonally adjusted and tend to be a precursor of government reports by approximately two weeks.
Results are based on telephone interviews conducted as part of Gallup Daily tracking from Jan. 16-Feb. 15, 2011, with a random sample of 18,082 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia, selected using random-digit-dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is ±1 percentage point.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each daily sample includes a minimum quota of 200 cell phone respondents and 800 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 2010 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.

Source:http://www.gallup.com/poll/146147/Gallup-Finds-Unemployment-Mid-February.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA

159-17 Public Remains Divided Over the Patriot Act
February 15, 2011

Public views of the Patriot Act, whose renewal is being debated by Congress, have changed little since the Bush administration. Currently, 42% say the Patriot Act is a necessary tool that helps the government find terrorists, while somewhat fewer (34%) say the Patriot Act goes too far and poses a threat to civil liberties.

Opinions of the Patriot Act

Which comes closer to your view of the Patriot Act…	Dec 2004 %	Jan 2006 %	Feb 2011 %
A necessary tool that helps gov't find terrorists	33	39	42
It goes too far and poses threat to civil liberties	39	38	34
Don't know	28	23	23
	100	100	100

PEW RESEARCH CENTER Feb. 10-13, 2011.

In 2006, the public divided evenly over the Patriot Act, with 39% saying it is a necessary tool and 38% saying it goes too far. In 2004, a slight plurality (39%) said it goes too far and threatens civil liberties.

The survey by the Pew Research Center for the People & the Press, conducted Feb. 10-13, 2011 among 1,000 adults, finds that while overall opinions about the Patriot Act have changed modestly since 2006, Democrats express more positive views of the law than they did five years ago.

Democrats Now More Supportive of Patriot Act

	Jan 2006		Feb 2011	
Views of Patriot Act	Necessary tool	Goes too far	Necessary tool	Goes too far
	%	%	%	%
Total	39	38	42	34
Republican	65	16	57	22
Democrat	25	53	35	40
Independent	33	44	37	42

PEW RESEARCH CENTER Feb. 10-13, 2011.

Currently, about as many Democrats say the law is a necessary tool as say it goes too far (35% vs. 40%). In January 2006, 25% said it was a necessary tool while about twice as many (53%) said it goes too far.

Over the same period, the proportion of Republicans who view the Patriot Act as a necessary tool that helps the government find terrorists has declined slightly, from 65% to 57%.

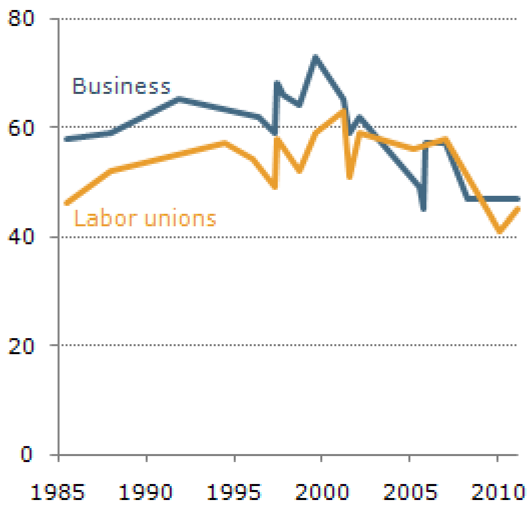
There is less public awareness of the debate over the Patriot Act than there was in 2006 or 2004. Today, just 32% say they have heard a lot (12%) or some (20%) about the issue. In January 2006, 51% heard at least some about the Patriot Act; 44% heard at least some about it in December 2004. Among those who heard at least a lot or some about the Patriot Act, 49% see it as a necessary tool while 41% say it goes too far. In 2006, opinion was more evenly divided among those who had heard at least some about the Patriot Act (48% necessary tool, 46% goes too far).

Source: http://pewresearch.org/pubs/1893/poll-patriot-act-renewal

159-18 Labor Unions: Good for Workers, Not for U.S. Competitiveness

Business Ratings Also Near Historic Low
February 17, 2011

Declining Favorability for Both Business and Labor



PEW RESEARCH CENTER Feb. 2-7, 2011.

The favorability ratings for labor unions remain at nearly their lowest level in a quarter century with 45% expressing a positive view. Yet the public expresses similar opinions about business corporations -- 47% have a favorable impression -- and this rating is also near a historic low.

Americans express mixed views of the impact of labor unions on salaries and working conditions, international competitiveness, job availability and productivity.

About half (53%) say unions have had a positive effect on the salaries and benefits of union workers, while just 17% say they have had a negative effect. Views are similar about the impact of unions on working conditions for all workers (51% positive, 17% negative).

Labor Unions Seen as Benefiting Workers, Not American Competitiveness

Effect of labor unions on...	Pos-itive	Neg-ative	Not much effect	Other/ DK
	%	%	%	%
Salary and benefits of union workers	53	17	22	9=100
Working conditions for all American workers	51	17	25	7=100
Workplace productivity	34	30	26	9=100
Availability of good jobs in America	32	33	28	7=100
Ability of American companies to compete globally	24	36	30	11=100

PEW RESEARCH CENTER Feb 2-7, 2011. Q57a-e. Figures may not add to 100% because of rounding.

But as many say unions have a negative effect as a positive effect on workplace productivity and on the availability of good jobs in America. And more say that unions have a negative (36%) rather than positive (24%) impact on the ability of U.S. companies to compete internationally.

The latest national survey by the Pew Research Center for the People & the Press, conducted Feb. 2-7 among 1,385 adults, finds virtually no differences in opinions about private and public sector unions.

No Differences in Views of Private, Public Sector Unions

Views of labor unions that represent...	Favor-able	Unfav-orable	Other/ DK
	%	%	%
Workers for private companies	48	37	15=100
Workers for state/local governments	48	40	12=100

PEW RESEARCH CENTER Feb 2-7, 2011. Q10. Figures may not add to 100% because of rounding.

About half (48%) say they have a favorable opinion of unions that represent workers at private companies, while 37% have an unfavorable view. The figures are nearly identical for unions that represent people who work for state or local governments -- 48% have a favorable impression of these unions while 40% have an unfavorable opinion.

A previous Pew Research survey on proposals for balancing state budgets found more support for decreasing the pension plans of state government employees than for cutting programs or raising taxes. Even so, only about half (47%) favored decreasing government employee pensions to balance their state's budget; an identical percentage said their state should not do this. (See "Fewer Want Spending to Grow, But Most Cuts Remain Unpopular," Feb. 10, 2011.)

The new survey finds there has been little change since the mid-1990s in public support for labor unions in disputes with businesses. Currently, 43% say that when they hear of such a disagreement, their first reaction is to side with businesses; about the same number (40%) say their first reaction is to side with the unions. In 1995, the balance of opinion was similar (43% side with businesses, 36% side with unions).

Continuing Divide in Views of Labor-Business Disputes

Your first reaction to disagreement between... **Labor unions and businesses**	Feb 1995* %	Feb 2011 %
Side with the unions	36	40
Side with the businesses	43	43
Both/Neither/Depends	12	9
Don't know	9	8
	100	100
Labor unions and state or local governments		
Side with the unions	--	44
Side with the governments	--	38
Both/Neither/Depends	--	8
Don't know	--	10
		100

PEW RESEARCH CENTER February 2-7, 2011. Q55-56.
Figures may not add to 100% because of rounding.
* From CBS/New York Times.

Opinions also are divided when people are asked for initial reaction to a disagreement between unions and state and local governments: 44% say that when they hear of such a dispute they side with unions, compared with 38% who say they side with governments.

In general, Americans do not believe that union agreements give union workers unfair advantages over other workers. Slightly more than half (55%) say that labor agreements ensure that union workers are treated fairly, while only about a third (34%) say the agreements give union workers unfair advantages.

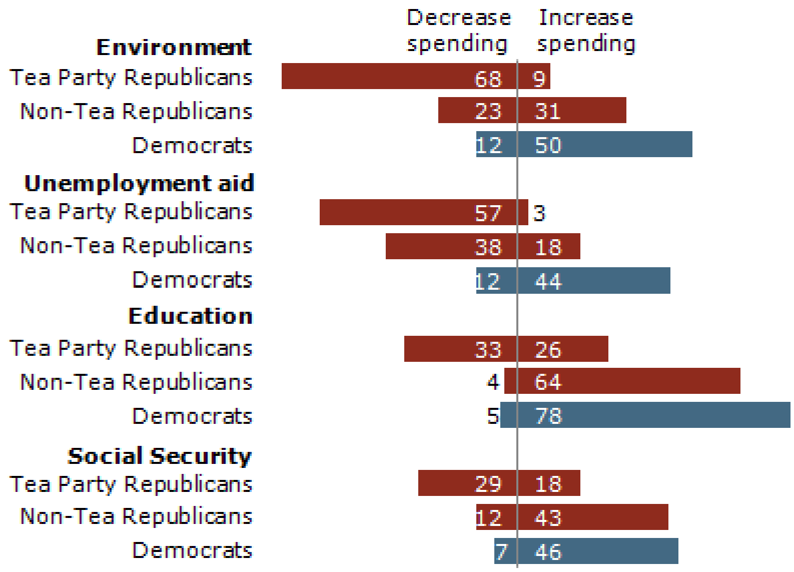
Government data show that labor unions have become less of a factor in the overall U.S. economy in recent decades -- most notably in the private sector. According to the U.S. Bureau of Labor Statistics (BLS), 11.9% of wage and salary workers in the United States belonged to unions in 2010. That is down slightly from the 12.3% in 2009, but much lower than the 20.1% that belonged to unions in 1983, the first year when comparable data are available. BLS also reports that now more public sector workers belong to a union than do private sector workers.

Source:http://pewresearch.org/pubs/1897/favorability-labor-unions-salary-american-worker-productivity-public-sector

159-19 Tea Party's Hard Line on Spending Divides GOP
February 11, 2011

The divisions among House Republicans over how deeply to cut federal spending reflect fundamental differences within the GOP base. Roughly half of Republicans and Republican-leaners agree with the Tea Party movement, and they take a much harder line on cutting federal spending than do Republicans who disagree with the Tea Party or have no opinion of the movement.

GOP Fissures Over Funding



PEW RESEARCH CENTER Feb 2-7, 2011. Republicans include Republican-leaners; Democrats include Democratic leaners.

In fact, across a wide range of issues -- including federal spending on entitlements, education, agriculture and energy -- the spending preferences of Republicans and GOP leaners who do not agree with the Tea Party are far more in sync with Democrats than with Republican supporters of the Tea Party. In each of these areas, both Democrats and non-Tea Party Republicans would rather see spending increased than decreased; by contrast, Tea Party Republicans favor spending cuts over spending increases.

Non-Tea Party Republicans Closer to Democrats on Most Issues

Would you increase, decrease or keep spending the same for...		Rep/lean R: Tea Party	Rep/lean R: Non-Tea	Dem/lean Dem	Gap w/in GOP
		%	%	%	
Education	Increase	26	**64**	**78**	+38
	Decrease	33	4	5	-29
Public school systems	Increase	22	**59**	**66**	+37
	Decrease	**40**	13	5	-27
College financial aid	Increase	18	**46**	**52**	+28
	Decrease	**41**	19	8	-22
Agriculture	Increase	19	**42**	**36**	+23
	Decrease	**46**	13	20	-33
Medicare	Increase	12	**42**	**50**	+30
	Decrease	**25**	16	5	-9
Social Security	Increase	18	**43**	**46**	+25
	Decrease	29	12	7	-17
Energy	Increase	21	**33**	**42**	+12
	Decrease	**38**	18	18	-20
Combating crime	Increase	27	**46**	**42**	+19
	Decrease	31	17	13	-14
Health care	Increase	7	27	**54**	+20
	Decrease	**66**	34	10	-32
Environmental protection	Increase	9	31	**50**	+22
	Decrease	**68**	23	12	-45
Aid to needy in the U.S.	Increase	12	33	**54**	+21
	Decrease	**45**	25	12	-20
Scientific research	Increase	20	34	**44**	+14
	Decrease	**41**	25	14	-16
Aid to world's needy	Increase	5	17	29	+12
	Decrease	**75**	**56**	28	-19
Unemployment aid	Increase	3	18	**44**	+15
	Decrease	**57**	**38**	12	-19
Roads and transportation	Increase	27	32	**45**	+5
	Decrease	29	27	17	-2
Military defense	Increase	30	**40**	28	+10
	Decrease	25	22	37	-3
Terrorism defenses	Increase	**36**	**34**	31	-2
	Decrease	15	20	22	+5
Veterans' benefits	Increase	**49**	**48**	**54**	-1
	Decrease	9	5	6	-4

PEW RESEARCH CENTER Feb. 2-7, 2011. Q17a-s. Percent saying "keep spending the same" not shown. **Bolded** figures show significant support for increasing/decreasing funding.

Republican intra-party divisions are particularly sharp over funding for education, Social Security and environmental protection. A third (33%) of Republicans and GOP leaners who agree with the Tea Party favor decreasing federal education spending, compared with just 4% of non-Tea Party

Republicans. Instead, 64% of non-Tea Party Republicans want increased education spending, as do 78% of Democrats and Democratic leaners.

GOP divisions are at least as wide on specific education spending lines; Tea Party Republicans favor decreasing spending on college loans and K-12 public schools by roughly two-to-one, yet non-Tea Party Republicans want to see such spending increased by at least as wide a margin.

Social Security and Medicare also divide the Republican base. On both issues, at least a quarter of Tea Party Republicans are prepared to make cuts, while non-Tea Party Republicans side with Democrats in favoring increases over decreases.

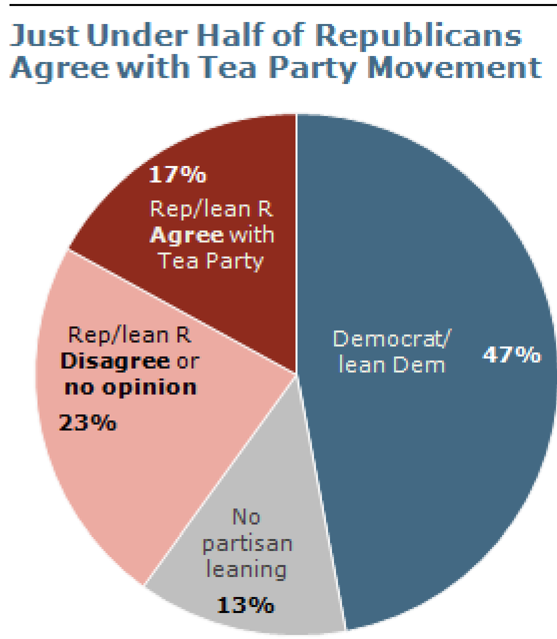
And while 68% of Tea Party Republicans favor cuts in funding for environmental protection, just 23% of non-Tea Party Republicans agree (and 31% want to increase spending).

These intra-party divisions do not span all issues. For example, about half of both Tea Party and non-Tea Party Republicans favor increased spending for veterans' benefits and services (as do about half of Democrats and Democratic-leaners).

Majorities of Republicans and Republican leaners, regardless of whether they agree with the Tea Party, favor reductions in foreign aid spending, though there is more support for this among Tea Party supporters (75% vs. 56% of non-Tea Party Republicans).

Among Democrats and Democratic leaners, as many support increasing (29%) as decreasing (28%) aid to the world's needy.

Similarly, both Tea Party and non-Tea Party Republicans tend to favor decreasing federal assistance to the unemployed, though again, this is the majority view (57%) among Tea Partiers, compared with 38% of non-Tea Party Republicans.



PEW RESEARCH CENTER Feb 2-7, 2011.

Just under half of Republicans and Republican-leaning independents say they agree with the Tea Party -- representing 17% of Americans overall. The remaining Republicans make up 23% of the public, and either disagree with (3%) or have no opinion of the Tea Party (20%).

Republican opinions of the Tea Party have been relatively stable over the course of the past year, though support may have slipped slightly since the election. In the Pew Research Center's survey conducted the week after GOP victories in November, 51% of Republicans and Republican leaners said they agreed with the Tea Party. Today, this figure stands at 43%, while 57% either disagree or have no opinion.

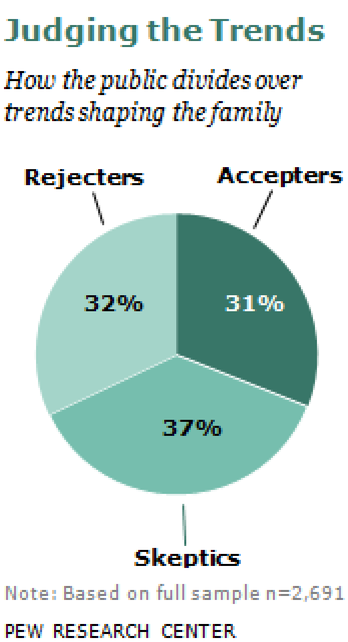
For more on public opinon and the budget see, "Fewer Want Spending to Grow, But Most Cuts Remain Unpopular" at people-press.org.

Source: http://pewresearch.org/pubs/1892/tea-party-republicans-divide-cuts-federal-spending

159-20 The Public Renders a Split Verdict On Changes in Family Structure

February 16, 2011

The American public is sharply divided in its judgments about the sweeping changes in the structure of the American family that have unfolded over the past half century. About a third generally accepts the changes, a third is tolerant but skeptical and a third considers them bad for society.



This finding emerges from an analysis that the Pew Research Center conducted of responses to a survey in which a nationally representative sample of 2,691 adults were asked whether they considered the following seven trends to be good, bad or of no consequence to society: more unmarried couples raising children; more gay and lesbian couples raising children; more single women having children without a male partner to help raise them; more people living together without getting married; more mothers of young children working outside the home; more people of different races marrying each other; and more women not ever having children.

About a third (31%) of survey respondents are **Accepters**. Anywhere from half to two-thirds of this group say these trends make no difference to society. But of the remainder who express an opinion, more say that most of the trends are good than say they are bad. Women, Hispanics, East Coast residents and adults who seldom or never attend religious services are more likely than others to be represented in this group.

A similar share of the public (32%) rejects virtually every trend that the Accepters tolerate or endorse. A majority say five of the seven changes are bad for society; the only trends they generally accept are interracial marriage and fewer women having children. They are the only group in which a majority (61%) says it is harmful for mothers of small children to work outside the home. Whites, older adults, Republicans, the religiously observant and married adults are overrepresented in this group. They are the **Rejecters**.

The third and somewhat larger group (37%) are the **Skeptics**.[1] While they generally share most of the tolerant views of the Accepters, they also express concern about the impact of these trends on society. On one of the trends -- single motherhood -- they and the Accepters have stark differences. Virtually all Skeptics say mothers having children without male partners to help raise them is bad for society. Among Accepters, just 2% say this. When asked about the six other trends examined in the survey, a majority of Skeptics say each makes no difference or is good for society. Young people, Democrats and political independents, and minorities are disproportionately more likely to be in this group.

The remainder of this report explores these three groups in more detail. The next section examines how the three groups differ from each other on the seven demographic trends included in the survey. The section that follows looks at the demographics of each group, and a final section examines the views of the three groups on other issues.

But first, a note about the limitations of this analysis. Not everyone in each cluster evaluates each of the trends in exactly the same way. Overall, however, members of each group are more similar to one another in terms of their responses to the questions than they are to those in the other two groups. Also, while the three clusters described in this report do a good job of summarizing the pattern of responses to these seven questions, our analysis might have produced different results had we used different questions or measured people's judgments in different ways.

1. Labeling this group "Skeptics" does not mean its members disapprove of these trends. In fact, majorities or large pluralities say six of the seven trends have made no difference. But they are less likely than Accepters to express this tolerant view and more likely to judge these trends as bad rather than good. They also overwhelmingly say that single motherhood has hurt society.

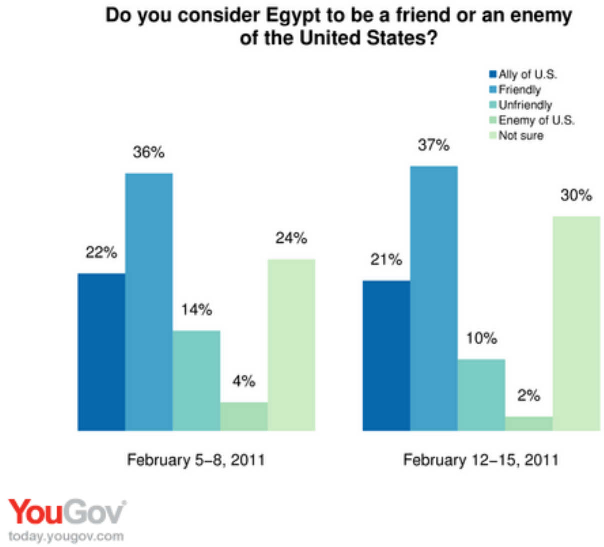
Source:http://pewresearch.org/pubs/1895/public-division-over-trends-shaping-the-family-structure

159-21 Egypt: After Mubarak's Fall

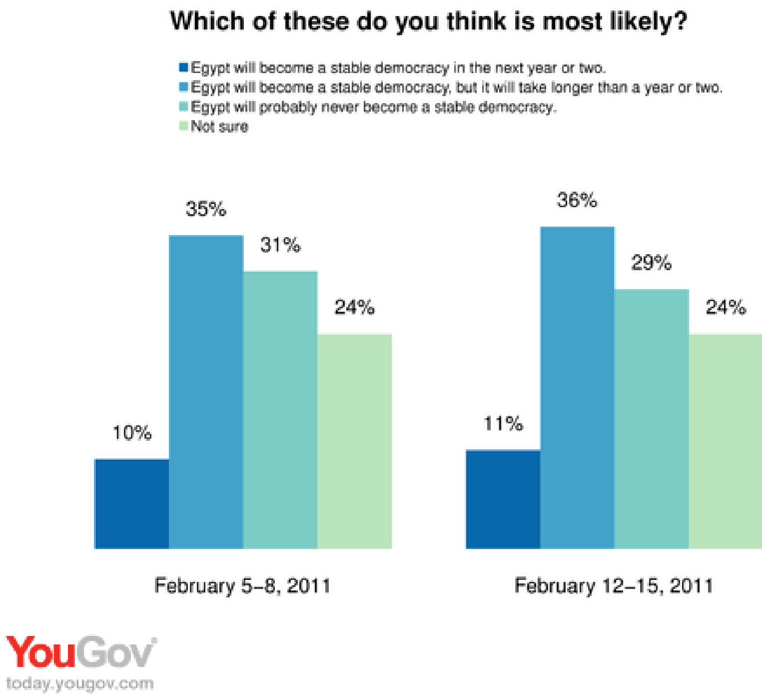
Thu February 17, 4:20 p.m. PST by YouGov Staff in *Economist Poll*

The resignation of Egypt President Hosni Mubarak after 18 days of protest has changed relatively little in Americans' views of that country and its likely future. According to the latest*Economist*/YouGov Poll, Americans still regard Egypt as a friendly country, but worry that establishing a stable democracy there could take a long time.

58% of Americans in the latest poll regard Egypt as a friendly country or as an ally, the same percentage as in last week's poll. Just 1% say it is unfriendly or an enemy, down a bit from last week's 18%.

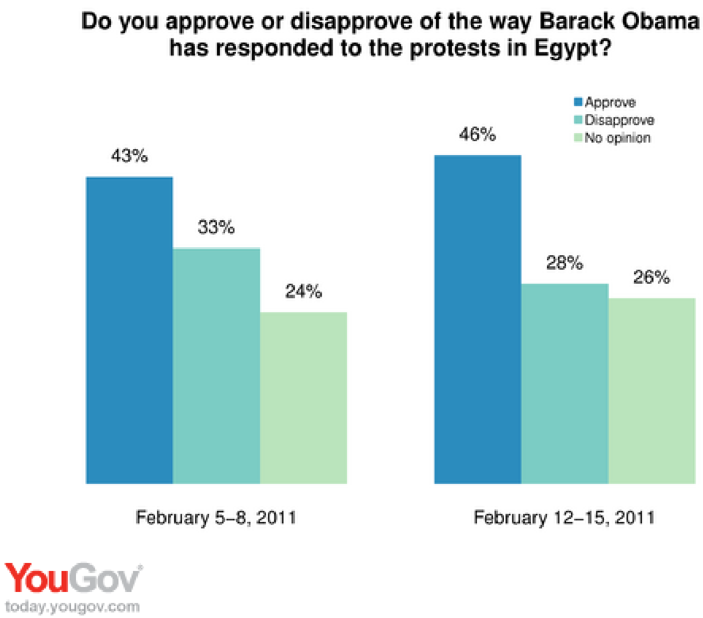


There is hope for the future, but just one in ten Americans believes that Egypt will be able to establish a stable democracy within a year—even though the ruling military has promised free elections in six months. But 36% think Egypt will eventually become a stable democracy, up six points from last week.



However, 29% are dubious that democracy will ever come to Egypt, including a plurality of Republicans. 47% of Republicans (compared with 18% of Democrats) doubt that Egypt will ever become a stable democracy.

Views of President Obama's handling of the situation remain positive: 46% approve, 28% disapprove, a slight improvement in opinion from last week.



Source: http://today.yougov.com/news/2011/02/17/egypt-after-mubaraks-fall/

AUSTRALASIA

159-22 Internet most useful Media for Car Buyers

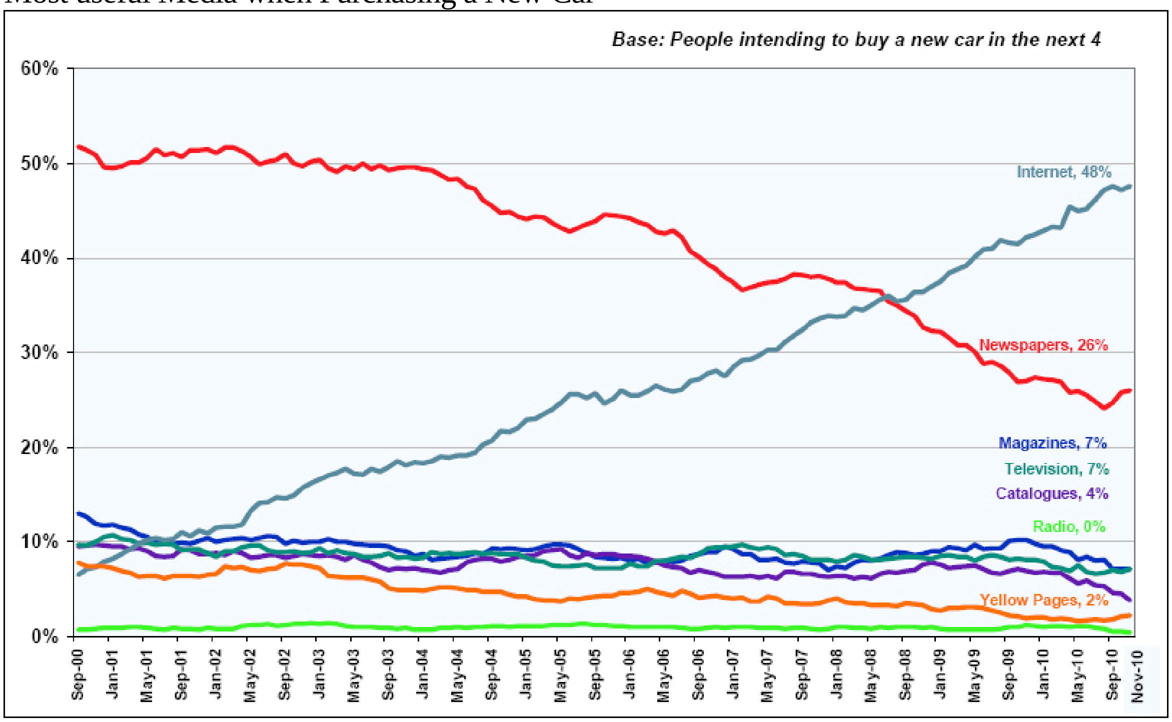
Article No. 1279 - Source: Roy Morgan Single Source (Australia) October 1999 – November 2010. Base: New Car Intender (next 4 years) n=64,853 (12 monthly moving average n=6,327).: February 18, 2011

The internet is clearly considered to be the most useful media when purchasing a new car and is also the fastest growing according to the latest Roy Morgan Automotive Currency Report. In addition, the internet has remained the fastest growing media for ten years, with 2010 maintaining the rate of growth.

In the 12 months to November 2010, 48% of the 2.12 million long term new car intenders rate the internet as the most useful for providing information when purchasing a new motor vehicle compared to only 26% for newspapers.

Of those intending to purchase a car from one of the top ten manufacturers, Subaru (61%) and Volkswagen (60%) had the highest proportion who regarded the internet as the most useful media to help with their purchase.

Most useful Media when Purchasing a New Car



Source: Roy Morgan Single Source (Australia) October 1999 — November 2010.
Base: New Car Intender (next 4 years) n=64,853 (12 monthly moving average n=6,327)

*Respondents are able to choose multiple responses.

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

“The internet’s penetration and growth as a media for those intending to purchase a new car can have different implications for different automotive manufacturers. While the internet is the most useful media for intenders of all brands, Subaru and Volkswagen intenders have the highest preference for the internet as an information source.

“Those who use the internet for information when purchasing a new car vary greatly by age. Intending buyers aged 25-34 are the most likely group to use the internet, but for those aged 50 or more, only 33% see the internet as most useful. An important consideration when this age group represents 38% of new car intenders. At the same time, this group prefer newspapers, 34% citing them as the most useful media.”

To learn more about automotive intentions for the different vehicle types, view our Automotive Currency report, which covers intentions to purchase new vehicles, future intentions and recent sales, loyalty and satisfaction, brand health, automotive attitudes, car servicing and use of the internet for vehicle related content.

This report looks at the Australian automotive industry, providing vital trended information on key market metrics, delivering a cost effective tool for measurement and evaluation of marketing effectiveness, brand performance and competitor performance.

About Roy Morgan Research:
Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States, United Kingdom, New Zealand and Indonesia. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has more than 65 years experience in collecting objective, independent information on consumers.
In Australia, Roy Morgan Research is considered to be the authoritative source of information on print media measurement, financial behaviour, voting intention and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

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

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
6,000	±1.2	±1.1	±0.8	±0.6
10,000	±1.0	±0.9	±0.6	±0.4
25,000	±0.6	±0.5	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2
65,000	±0.4	±0.3	±0.2	±0.2

Source: http://www.roymorgan.com/news/press-releases/2011/1279/

MULTI-COUNTRY SURVEYS

159-23 The Global Impact of An Aging World

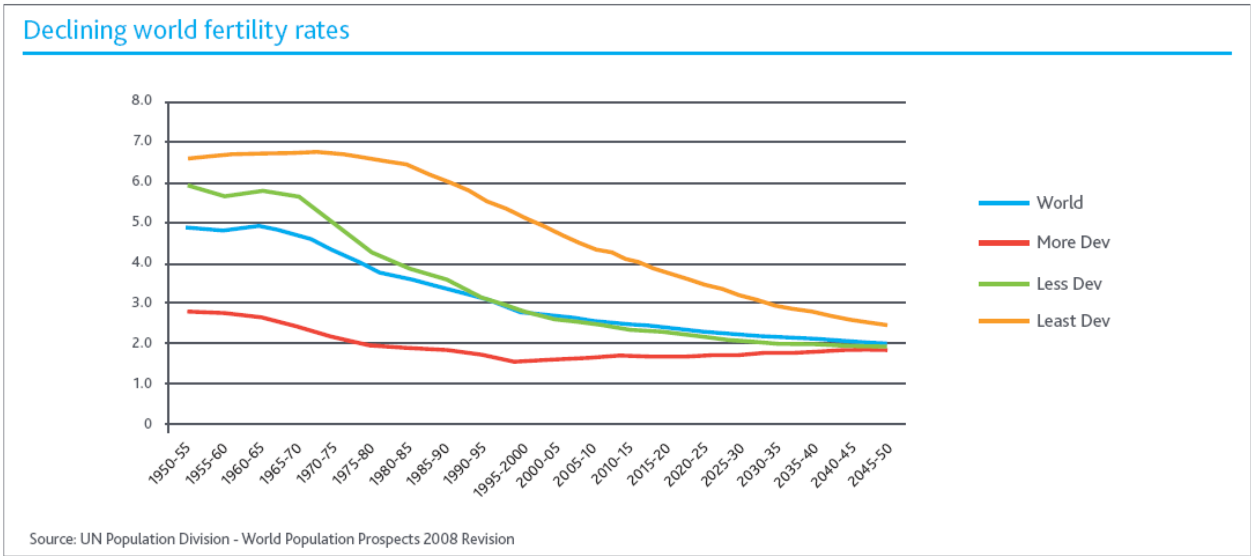
Population aging is not a short-term trend or even a medium-term one…it is a permanent trend

At 12:01 AM on January 1, 2011 the Baby Boom generation, those aged 47–65 in 2011, started turning 65 around the world. Between then and December 31st, 2029, about 10,000 people will reach age 65 every day in the United States alone. But aging is not the sole province of the U.S., or even the more developed world. Of all the countries in the world, only Niger in Saharan Africa will not see an increase in its median age over the next ten years - it will start to rise after 2020, according to the UN Population Division World Population Prospects. Population aging is not a short-term trend or even a medium-term one. As most countries will continue to age well into the second half of the 21st century, population aging is a permanent trend and marketers will need new models to reach aging consumers.

Why Age Matters
As populations age, the significance of consumers over the age of 50 will grow in importance. Already in the U.S., the Baby Boom generation accounts for the largest share of sales of any generation across most product categories. Understanding this new marketplace will be essential for brands that will grow in the 21st century. A 2010 Nielsen global online survey conducted in 53 countries about retirement and other sentiments around aging brings much to light. The one thing marketers must accept for certain about Baby Boomers is that they will redefine what it means to be old in exactly the same manner as they redefined what it meant to be young and middle aged. And they will not allow themselves to be ignored.

Why Are We Getting Older?
According to the U N Population Division, fertility rates have been declining for as long as demographers have been measuring them. The global fertility rate fell by nearly 48% from the early 1950s to now and is expected to continue to drop by another 18% over the next four decades as seen in the chart below. The causes for drops in fertility are many—the transition from agrarian to industrial societies, urbanization, affluence, and rising levels of education (particularly the education of women). Simply put, modern life is not conducive to large families.

Modern life has also led to increases in life expectancy. Smaller family sizes and longer life expectancies combined with the large Baby Boom generation (in the more developed world) means that the share of the global population in the older age ranges is growing much more rapidly than in the younger ranges.



How Old is Old?

How old must one be to be considered old? The answers in Nielsen's survey reflect the strong variation across countries and regions in the age of populations. In the 14 oldest countries surveyed (median age of 42), 70% think old is over the age of 70, with nearly one in three thinking old is over age 80. In the 14 youngest countries surveyed (median age of 27), 27% say being in your 60s is old and an equal percentage believe that 70s is old. Less than 1% in the youngest countries surveyed say you're not old until your 80s.

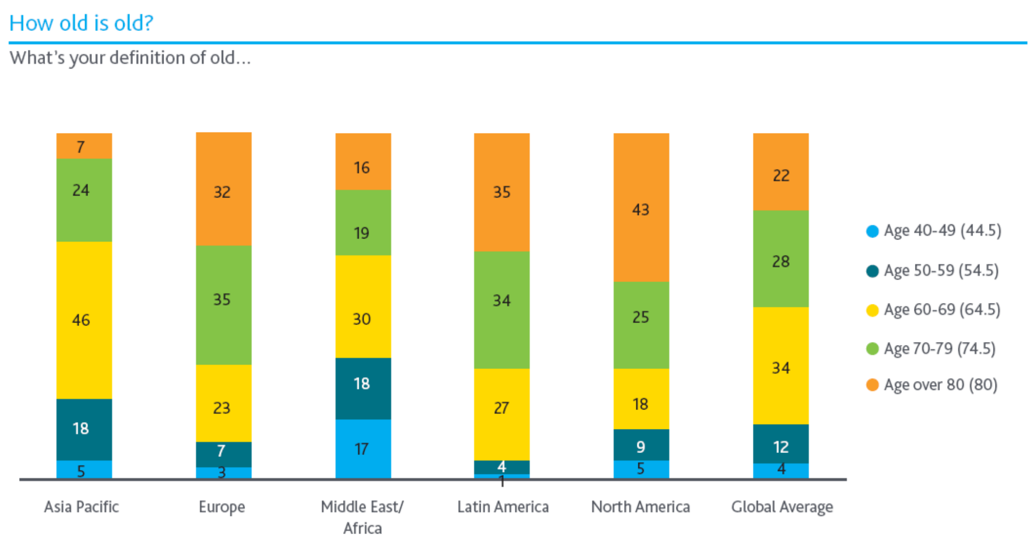
A person's own age is also a strong predictor of what age is considered old. Globally, nearly half of those over the age of 60 think that being old means over the age of 80. Of those under the age of 60, there is an interesting three-way divide.

Fully one-third think old is being in your 70s, 26% believe old is in your 60s and 27% consider old as over 80. As age rises, so too does the perception of how old is old.

When Can I Retire?

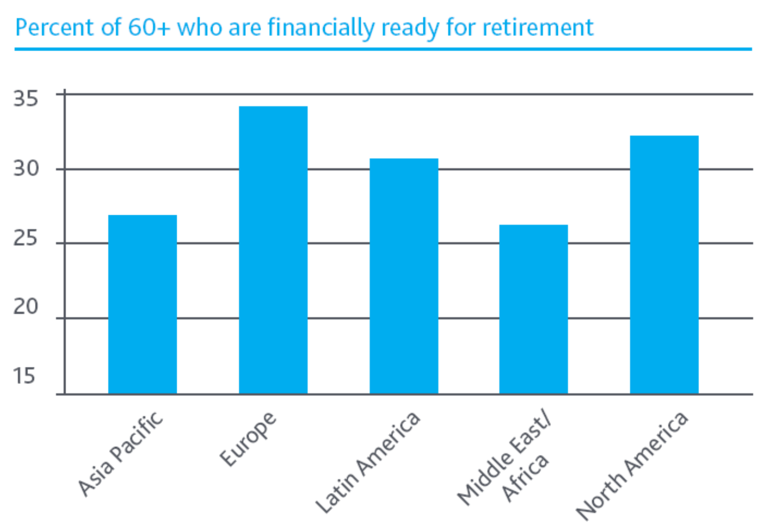
Perhaps, Rich Morin from the Pew Research Center said it best when he quipped, "Nothing like hard times in late middle age to focus the mind…". For Baby Boomers sitting on the cusp of retirement, the Great Recession and the U.S. housing market collapse came at the worst possible time. Having the largest investment portfolios and large shares of net worth tied up in real estate, many Baby Boomers planning to retire in their late 50s and 60s are forced to reconsider. And while the stock market has rebounded to a large extent, the current U.S. real estate market hasn't.

The impact of the recession in the U.S. can be clearly seen in a study of middle aged adults conducted by the Pew Research Center in mid 2009. Across income strata, 52% of adults aged 50–64 are thinking they may have to delay retirement, 68% of those aged 57–64. Sixteen percent of those surveyed think they may never be able to retire. Nielsen's 2010 survey reports that only one in four U.S. adults aged 60+ agree that they are financially set for retirement, while nearly one-third say they were not financially ready, and 43% are unsure. While the stock market rebound of 2010 is necessary to speed the Baby Boom into retirement, it may not be sufficient without the return of real estate market.



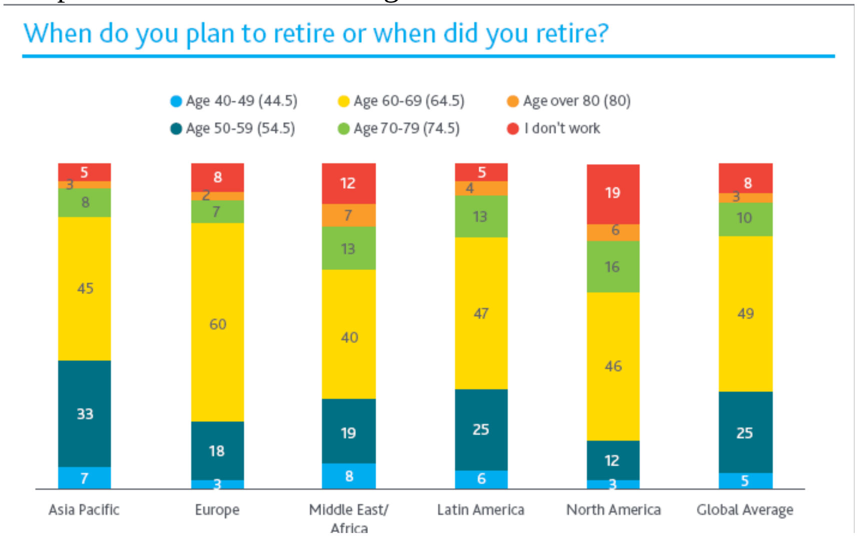
Despite the recession, across broad global regions, those aged 60+ facing retirement in the more developed regions are more positive about their prospects as shown in the chart to the right. Despite the European debt crisis and the continuing rework of pension plans, over one-third of persons aged 60+ feel financially ready for retirement. North America, led by bullish Canadians (38% ready financially to retire) is a close second, while countries surveyed in the Middle East and Africa anchor the distribution. Those in the Middle East and Africa substantially led the ranking for persons over the age of 60 who say they were definitely not ready to retire (42%).

Despite growing uncertainty about whether there are sufficient financial resources to retire, the traditional age range for retirement is still widely accepted. Across Asia and the Pacific, Europe, and the Americas, the majority of persons aged 60+ expect to retire between the ages of 60 and 69. Only 38% of those aged 60+ in the Middle East and Africa were targeting the 60s as their retirement age, with 32%, expecting to work into their 70s.



Source: The Nielsen Company

Across most countries, those under the age of 60 were less sanguine about their chances to retire in their 60s. In fact, across global respondents of all age ranges, 41% of North Americans say they plan to retire when they are aged 70+, and one-fifth say they plan to retire at 80+, which is the oldest by far compared to the other world regions.



How Will I Fund Retirement?

When to retire, is closely tied with having the financial resources to retire. Company sponsored pensions, government plans, and private savings are the most commonly tapped sources of retirement funding. Government-run plans and corporate pensions are more often listed as source of retirement funding in the more developed regions, while personal savings hold sway in other areas.

Across all areas, there are sharp differences in planning for retirement between those over the age of 60 and everyone else. The table to the right shows the percent of persons describing which funding sources will be primary. Across all regions, reliance on government programs like Social Security in the U.S. is much lower for younger persons than older ones, while those under age 60 are much more likely to say they will fund their retirements primarily through personal savings.

How Will I Spend My Time?

Once people have worked out when to retire and how to fund it, the question for many becomes: What will I do with the time? For the majority of global respondents (62%), travel is the favored option. Other preferences include caring for grandchildren, taking part in clubs and activities, gardening and volunteering, which round out the top five leisure-time activities. Results were reasonably consistent across regions, with a few exceptions:

Those in Latin America and the Middle East/Africa were nearly three times as likely to be interested in a second career as those in North America and Europe Those in Asia/Pacific and the Middle East/Africa were much more likely to think about moving to a senior center for a better social life

By age, across all countries, there were some differences in leisure-time retirement plans. The financial realities facing today's generation of those aged 60+ are not quite as salient to those who are a little further from retirement.

Persons under age 60 were 47% les• s likely to think they might start a second career. A new job may be a financial necessity for some of today's 60+.
• Those under age 60 were 21% more likely to imagine spending time with grandchildren.
• Those under age 60 were 20% more likely to think that travel will be a large part of their post-retirement years.

Again, the financial reality of living in retirement may have to be experienced rather than imagined.

How Will I Spend My Money

A U.S. study on the spending habits of grandparents reveals that this lucrative group of households should not be ignored. Grandparents in the U.S. spend 4.4% more annually compared to all other households, amounting to an extra spend of $314 a year. Interestingly, having multiple grandchildren does not translate to more spending. In fact, grandparents in the survey with only one grandchild actually spend two times more than grandparents with 2–10 grandkids. The exception is grandparents with more than 10 grandkids – they actually spend $79 less per year than non-grandparent households. Grandparents with one grandchild are likely younger and still working. Similarly, grandparents with a lot of grandchildren likely have more kids of their own and those bigger families tend to be more downscale to begin with.

In Latin America, Nielsen analyzed the demographics of Brazil, Chile, Colombia, Mexico and Puerto Rico, and estimates that people age 50+ currently make up 19% of the population. And that number will rise to 26% by 2025 and 38% by 2050. These households – while being 13% smaller – have higher levels of per capita spending than other age groups:
• Chile: 17% higher
• Brazil: 15%
• Mexico: 15%
• Colombia:13%
• Puerto Rico: 12%

Categories that currently attract a greater preference among more mature Latin Americans include hot and cold beverages, sweeteners/sugar, pet food and hair dyes/coloring, and retailers and manufacturers can expect increased popularity in years to come. But other categories that could benefit – if manufacturers innovate and appeal specifically to this demographic – include a number of health & beauty segments such as shampoo, conditioners and deodorants.

Connected Consumers

If you think that older consumers aged 50+ are not digitally savvy, you are mistaken. In fact, in six of the nine countries measured by Nielsen in December 2010, consumers aged 50+ comprised roughly one-third of the active Internet audience on average taking into account usage at both home and work locations. The U.S. leads the way with older consumers representing 32% of the active Internet audience, the U.K. (31%) and Germany (30%) round out the top three. However, by time spent online, older Australians and French are the most active users spending just over 69 hours and 66 hours per month respectively. Older consumers in the U.S. spent almost 62 hours in December.

The New/Old Face of Opportunity

Whether you are a manufacturer who makes the products consumers use, a retailer who sells the products to the consumers, or the media who provide the means for both manufacturers and retailers to talk to consumers, you are impacted by the aging profile of consumers. The senior market is affluent and a force for decades to come. And while this segment represents a disproportionate share of marketplace consumption (in the more developed world), they are often overlooked in marketing plans.

The degree and extent of aging taking place across the globe today is unprecedented. Demographers, sociologists, and marketers will need to develop new models and new ways of thinking to understand the shifts we see today and will continue to see for decades to come. Aging is here to stay.

About the Nielsen Global Online Survey
The Nielsen Global Online Survey was conducted between September 3 and September 21, 2010 and polled over 26,000 consumers in 53 countries throughout Asia Pacific, Europe, Latin America, the Middle East and North America. The sample has quotas based on age and sex for each country based on their Internet users, and is weighted to be representative of Internet consumers and has a maximum margin of error of ±0.6%.

About The Nielsen Company
The Nielsen Company (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related assets. The company has a presence in approximately 100 countries, with headquarters in New York, USA. For more information on The Nielsen Company, visit www.nielsen.com.

Source:http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2011-Reports/nielsen-global-aging-report-feb-2011.pdf

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CYBER WORLD
159-24 Technology brands dominate in corporate reputation stakes

17.02.2011 United Kingdom
Google has beaten Apple and Sony to take the top position in the TNS Corporate Reputation

1	Google	11	Microsoft	21	Dell
2	Kellogg’s	12	innocent	22	Asda
3	Apple	13	Morrisons	23	Nokia
4	Sony	14	Samsung	24/25	Visa/Hewlett-Packard
5	John Lewis	15	Sony Ericsson		
6	Nintendo	16	Kuoni		
7	Marks &	17	Tesco		

	Spencer				
8	Tetley	18	The Body Shop		
9	Coca-Cola	19	BlackBerry		
10	Sainsbury's	20	Virgin Holidays		

14 February 2011- London. Google has beaten Apple and Sony to take the top position in the TNS Corporate Reputation Index 2010.

The study, by the world's largest custom research company, TNS, assesses organisations on their business success, favourability, trustworthiness and product / service quality. The results demonstrate that technology companies dominate the list of most reputable organisations in the UK. Among the 12 technology companies in the top 25 most reputable organisations, Apple and Sony were ranked in third and fourth place, pointing to consumers' high regard for technology brands.

However, retail and FMCG brands are also prevalent on the list, taking 11 of the top 25 spots. Brands such as John Lewis, Marks & Spencer, Tetley, Kellogg's and innocent ranking highly alongside the big four supermarkets. Just behind Google, Kellogg's leads the FMCG category in second place, indicating that brands that remain faithful to core values will withstand the test of time. The research found that even those who do not purchase Kellogg's products strongly admire the brand, demonstrating its well-established reputation in the marketplace.

Gemma Hicks, Head of Stakeholder Management at TNS, comments: "In this post-recession, yet still potentially volatile market it is interesting to note the brands (outside of the technology industry) that remain reputable in consumers' minds. We would not assume nostalgia, quality and supremacy to be priorities for consumers during an economic downturn but if a brand has built its heritage on these values, remaining true to them will pay dividends.

"We are seeing high reputation scores being driven mostly by a strong reaction to company success, proving that people are a lot more rational in their assessment of reputation. We also found that consumer trust in brands has dropped across most companies we indexed. This less emotional, more rational view of brands means that companies need to demonstrate that they are a provider of quality goods and services to be considered a highly reputable brand in a recessionary environment."

Virgin Holidays, Kuoni and Visa are the only travel and finance brands in the top 25, perhaps signifying that these sectors are still suffering from the repercussions of the recession.

Other findings:

Trust
Of the companies included in the study retailers are generally still considered to be the most trusted: 63% of Britons believe they can trust Marks & Spencer, with John Lewis, Sainsbury's and Morrisons following closely behind, at 59%, 55% and 55% respectively.

FMCG brands Kellogg's, innocent and Tetley are considered to be three of the most trustworthy UK brands with 64%, 56% and 55% respectively of those questioned saying they trust them.

Success Microsoft is considered to be the most successful brand in the UK with a massive 81% of people considering them to have either excellent or very good success. Apple and Google also rank highly, with 80% and 79% respectively.

Kellogg's, Coca-Cola and Tesco are the only non-technology brands who are considered to be highly successful by more than 70% of people (with 72%, 79% and 75% respectively).

Quality Google ranks top in its quality of service offering, with 70% of Brits ranking the company's service as 'excellent' or 'very good'.

Technology brands Samsung, Sony, Apple, Nintendo and Microsoft are also in the top ten of the most highly rated in terms of quality.

62% and 61% of people identified Marks and Spencer and John Lewis as quality brands, indicating that they are delivering on their promise to offer quality.

Notes to editor:

*The corporate reputation of each company was determined by measuring people's views on five different dimensions of reputation - trust, favourability, business success, product / service quality and overall reputation. When the TNS Corporate Reputation Index was the same for different brands, ranking was based on scores for overall reputation. The research was conducted in September 2010 using TNS Omnibus online omnibus comprising 3197 nationally representative interviews among GB adults (aged 16 to 64). The study was developed by the Stakeholder Management department of TNS UK to rank the corporate reputation of 75 household brands.

To get more information on the brands included in this stud, the methodoly or details of the rankings please contact **Laura.chatterton@tns-ri.co.uk**.
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About TNS
TNS is the global leader in custom market research delivering actionable insights and research-based business advice to clients around the globe so they can make more effective business decisions. TNS offers comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive and Political & Social sectors, supported by a unique product offering that stretches across the entire range of marketing and business issues, specializing in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research. Delivering best-in-class service across more than 80 countries, TNS is dedicated to discovering growth opportunities for its clients in an ever-changing world. Through its pioneering and innovative culture, TNS understands the latest marketing challenges and research techniques, being the first to discover and solve new marketing issues for clients.

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Kantar is one of the world's largest insight, information and consultancy networks. By uniting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 26,500 employees work across 95 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.
Source: http://www.tnsglobal.com/news/news-042A11A0C79A401A92DF906AC15789B8.aspx

159-25 Google and Facebook Users Skew Young, Affluent, and Educated

A majority of each site's users are concerned about invasion of privacy
February 17, 2011

WASHINGTON, D.C. -- Sixty percent of Americans tell Gallup they visit Google in a given week, compared with 43% who say they have a Facebook page. Both sites attract young, affluent, and educated Americans in large numbers, each counting more than half of those under 50, those with college degrees, and those making more than $90,000 a year among their users. Men are about as likely as women to have a Facebook page, while men are more likely than women to say they visit Google in a given week.

Self-Reported Usage of Google and Facebook

By demographic group

	Yes, use Google in a typical week	Yes, have a Facebook page
	%	%
National adults	60	43
Aged 18 to 29	83	73
Aged 30 to 49	69	55
Aged 50 to 64	54	33
Aged 65+	34	17
$90,000+ annual income	85	55
Less than $90,000 annual income	56	41
Postgraduates	87	53
College grads	85	58
Some college	66	51
High school or less	35	28
Men	63	42
Women	56	45

USA Today/Gallup poll, Jan. 28-30, 2011

GALLUP

The findings are from a *USA Today*/Gallup poll conducted Jan. 28-30, 2011, with 1,487 U.S. adults. The questions did not ask users how many times a week they visit the sites or how much time they spend on the sites, meaning this analysis gauges raw audience reach rather than engagement. According to Compete.com, Google averaged approximately 145 million unique visitors in January, compared with Facebook's roughly 128 million, with the gap between them much smaller now compared with a year ago.

While the search engine Google and the social networking site Facebook did not begin as direct competitors, they are both powerhouses on the Web and key avenues companies use to reach their target audiences. They have been increasingly moving into each other's territory. Google announced on Thursday that it will more prominently display "social search" results akin to Facebook's "like" and "share" features, and it also has its own social networking feature, Buzz. At the same time, Facebook's inclusion of in-site chat and e-mail compete with Google's similar offerings.

Currently, U.S. adults in all key demographic groups are more likely to visit Google in a given week than to say they have a Facebook page. At 73%, Americans aged 18 to 29 are by far the most likely to say they have a Facebook page, but this is still fewer than the 83% in that age group who say they

visit Google in a given week. Google attracts a significantly larger share of college graduates, postgraduates, and those making at least $90,000 per year. Both sites have yet to reach a majority of those with a high school education or less, or those who are at least 65 years old.
Majority of Users of Both Sites Concerned About Privacy

The same *USA Today*/Gallup poll asked Facebook and Google users about their level of concern when using these sites. The majority of users of both sites say they are very or somewhat concerned about invasion of privacy and Internet viruses, and about half are concerned about spam e-mail. Facebook users are slightly more likely than Google users to say they are concerned about all three.

Google and Facebook Users' Concerns

% Very or somewhat concerned

	Google users	Facebook users
Invasion of privacy	52	65
Internet viruses	54	65
Spam e-mail	45	50

USA Today/Gallup poll, Jan. 28-30, 2011

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Older and less affluent users of these sites are in some cases more concerned about these issues than other groups, but the patterns are not uniform and because of small sample sizes, the results by group are too small to report.

Bottom Line
Google and Facebook are reaching a large share of the key demographic groups advertisers seek: the young, the affluent, and the educated. With the two sites increasingly competing for advertising dollars and audience influence, these self-reported data suggest Google likely has a larger reach than Facebook at this time. A key question in the coming years is whether Facebook will expand its reach to the majority of U.S. adults, and even eclipse Google's reach among key demographic groups.

Survey Methods
Results for this *USA Today*/Gallup poll are based on telephone interviews conducted Jan. 28-30, 2011, on the Gallup Daily tracking survey, with a random sample of 1,487 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.

For results based on the total sample of 559 Facebook users, one can say with 95% confidence that the maximum margin of sampling error is ±5 percentage points.

For results based on the total sample of 904 Google users, one can say with 95% confidence that the maximum margin of sampling error is ±4 percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone-only). Each sample includes a minimum quota of 150 cell phone-only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.
Samples are weighted by gender, age, race, education, region, and phone lines. Demographic weighting targets are based on the March 2010 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.

Source:http://www.gallup.com/poll/146159/Facebook-Google-Users-Skew-Young-Affluent-Educated.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA