BUSINESS AND POLITICS IN THE MUSLIM WORLD

Global Opinion Report No. 162

Week: March 06-12, 2011

Presentation: March 16, 2011

M. Zubair

Introductory Note

This week report consists of 31 surveys. Three of these are multi-country surveys while the rest of 28 are national surveys.

Topic of the week:

162-32. Sports on the Social Media: India Leads Online Buzz

Team India Dominates the Global Social Media Sphere in the Run Up To the World Cup

Bangladesh Beats Stalwarts Sri Lanka & South Africa In Online Buzz

18 February 2011- Mumbai, India:
CGM Type: Global sources including twitter, blogs, forums (including Facebook pages)
Time Period: Jan 17-Feb 17, 2011

The **Indian** cricket team is miles ahead of its competitors ahead of the ICC Cricket World Cup 2011 in terms of buzz. As expected, the Men in Blue are the most discussed cricketing team amongst social media users. Surprisingly however, **Bangladesh** finds themselves ahead of the historically accomplished nations like **Sri Lanka** and **South Africa**.

According to analysis undertaken by NM Incite, a Nielsen/McKinsey company that helps organizations harness the power of social media intelligence, Twitter leads other forms of social media for consumer generated media, or 'buzz' related to the World Cup.

"With Twitter leading other social media for discussions related to the World Cup, social media's linkage to current events, especially sporting events has been cemented and will play an increasingly important role in harnessing continued public attention on them. The habit of looking for a television set to check the score may become a very rare thing for consumers who are on the move and digitally enabled," said Farshad Family, MD – Media, India, The Nielsen Company.

Amongst players and brand endorsers *Sachin Tendulkar* is quite naturally the most discussed player but **Pakistani** skipper *Shahid Afridi* finds himself higher up the batting order compared to *Ricky Ponting* and *Dhoni*. Surprisingly, *Yusuf Pathan* appears in the top-five list globally and in **India**, finds himself ahead of *Dhoni*, *Ponting* and *Afridi*.

Conversations about the World Cup are being driven mainly by predictions about which teams are most likely to win, as do discussion on squad selection, and which players are likely to be the ones to watch out for.

For Team **India**, squad selection leads the list of topics discussed and while most deem the squad to be balanced, many find *Rohit Sharma*'s exclusion surprising.

"It will be interesting to see how viewers relate to cricketers as celebrities and whether their performance has a desirable impact on the brands they endorse. It's clear from the pre-event buzz that social media will be the first place where consumers will unabashedly decide who the next big superstars will be and who brands can pick as suitable ambassadors for the future." said Family.

Chart 1: Top ten players in global online discussions

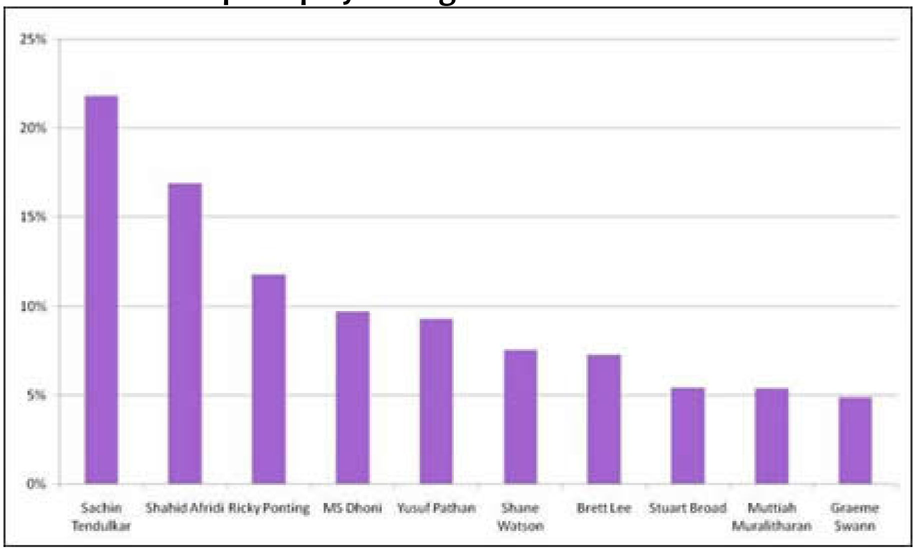

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Chart 2: Top ten players in Indian online discussions

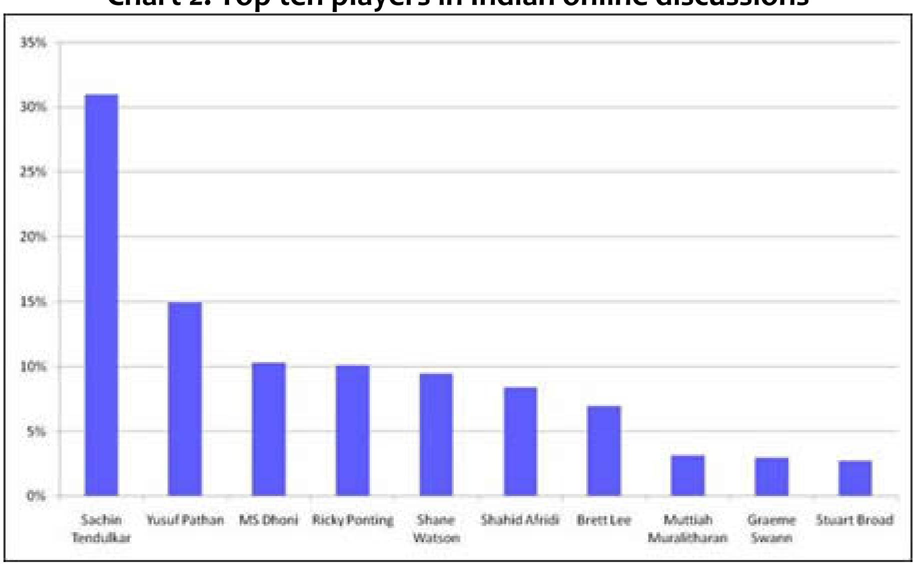

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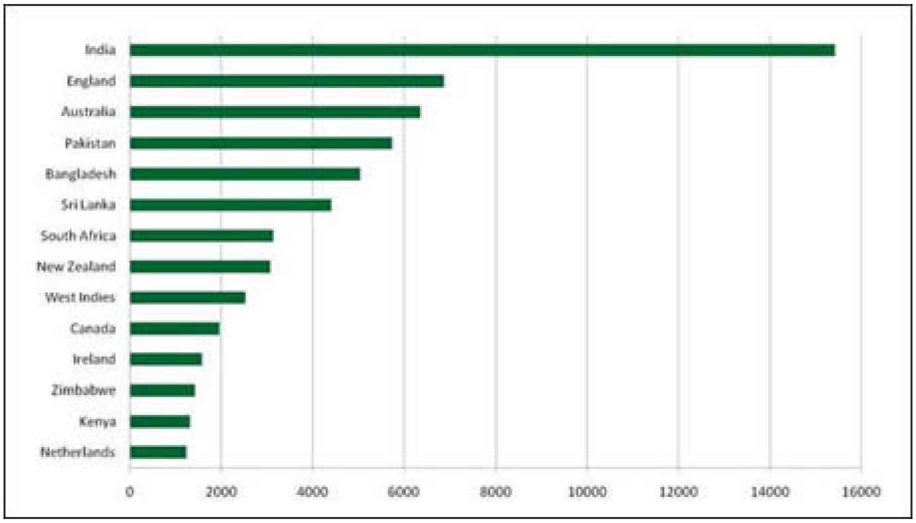
Chart 3: World Cup Teams in Order of Buzz Volume



Source: NM Incite a Nielsen McKinsey Company

Source: http://in.nielsen.com/news/20110218.shtml

162-33 INDIA

INDIA:

Population: 1,156,897,766 (July 2010 est.)

GDP per Capita: $3,100 (2009 est.)

The Indus Valley civilization, one of the world's oldest, flourished during the 3rd and 2nd millennia B.C. and extended into northwestern India. Aryan tribes from the northwest infiltrated onto the Indian subcontinent about 1500 B.C.; their merger with the earlier Dravidian inhabitants created the classical Indian culture. The Maurya Empire of the 4th and 3rd centuries B.C. - which reached its zenith under ASHOKA - united much of South Asia. The Golden Age ushered in by the Gupta dynasty (4th to 6th centuries A.D.) saw a flowering of Indian science, art, and culture. Islam spread across the subcontinent over a period of 700 years. In the 10th and 11th centuries, Turks and Afghans invaded India and established the Delhi Sultanate. In the early 16th century, the Emperor BABUR established the Mughal Dynasty which ruled India for more than three centuries. European explorers began establishing footholds in India during the 16th century. By the 19th century, Great Britain had become the dominant political power on the subcontinent. The British Indian Army played a vital role in both World Wars. Nonviolent resistance to British rule, led by Mohandas GANDHI and Jawaharlal NEHRU, eventually brought about independence in 1947. Communal violence led to the subcontinent's bloody partition, which resulted in the creation of two separate states, India and Pakistan. The two countries have fought three wars since independence, the last of which in 1971 resulted in East Pakistan becoming the separate nation of Bangladesh. India's nuclear weapons tests in 1998 caused Pakistan to conduct its own tests that same year. In November 2008, terrorists allegedly originating from Pakistan conducted a series of coordinated attacks in Mumbai, India's financial capital. Despite pressing problems such as significant overpopulation, environmental degradation, extensive poverty, and widespread corruption, rapid economic development is fueling India's rise on the world stage.

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

Summary of Polls

MIDDLE EAST

83% of Likud members oppose concessions

Poll finds 83% of Likud members oppose concessions to Palestinians. Only 5% of faction members in favor of creating Palestinian state in temporary borders, even though it could soon become PM's peace plan. (Likud National Task Force/ The Jerusalem Post)

March 12, 2011

SOUTH ASIA

Team India Dominates The Global Social Media Sphere In The Run Up To The World Cup

The Indian cricket team is miles ahead of its competitors ahead of the ICC Cricket World Cup 2011 in terms of buzz. As expected, the Men in Blue are the most discussed cricketing team amongst social media users. Surprisingly however, Bangladesh finds themselves ahead of the historically accomplished nations like Sri Lanka and South Africa. (Nielson India)

February 18, 2011

SUB-SAHARAN AFRICA

Pre-election Mood of Nigerians

Nigerians have High levels of interest in the forthcoming elections, but one in ten voters still needs to make up his/her mind about who to vote for. Goodluck is seen as doing a good job. (Ipsos Africa)

March 10, 2011

A Third Of Metro Adults Feel That The Tripartite Alliance Should Split For The Elections

A TNS survey revealed that 33% of metro adults feel that the ANC, the SA Communist Party and COSATU should fight the impending local government elections as separate bodies. TNS said that 29% disagreed and a considerable 38% gave a "don't know" response – perhaps indicative of voter apathy as this is a much higher "don't know" response than usual. (TNS South Africa)

March 04, 2011

Half Of SA's Metro Residents Are Not Satisfied With Service Delivery

over a half of residents - 51% - are still not happy with the service delivery they receive from their local authority or municipality. This is effectively no change compared with the figure of 52% recorded in February 2010 and means that local government has effectively achieved nothing during 2009 in terms of improving people's perceptions of their service delivery. (TNS South Africa)

March 04, 2011

EAST EUROPE

Politician Of The Year 2010 In Poland

Poles believe that Donald Tusk and Bronislaw Komorowski were Politicians of the year 2010 in Poland. Prime Minister Tusk received only slightly more votes (11%) than President Komorowski (10%). (CBOS)

January 2011

Psychological Well-Being Of Poles In 2010

In the previous year, positive feelings prevailed over negative ones among Poles. Over half of respondents admitted that they felt frequently or even very frequently satisfied because they achieved some success (56%) and they felt certain that things were going in the right direction (54%). (CBOS)

January 2011

WEST EUROPE

Monitoring The Social Impact Of The Crisis: Public Perceptions In The European Union

More than 7 in 10 (72%) EU citizens thought that poverty had increased in their country in the 12 months prior to the survey, but they were less likely to think that poverty in their local area had increased in that timeframe; this opinion was held by 55% of interviewees. (Gallup Hungary)

February 2011

Public Support For A Deposit Refund Scheme On Drinks Containers Is Strong

A survey by Ipsos MORI for the Campaign to Protect Rural England (CPRE) investigated the public's views towards a possible deposit refund system on drinks containers. The survey found that public support for a deposit refund scheme on drinks containers is strong, with more than half (53%) supportive of a 15p deposit on 500ml drinks containers (30% are opposed). This support rises to six in ten (60%) for a scheme with a 10p deposit (24% are opposed). (Ipsos Mori)

March 14, 2011

Gender Equality Poll for International Women's Day that gender stereotypes remain a strong force for both men and women in the workplace and in the home. Women are found to be shouldering a good deal of responsibility for managing the home and looking after the family but encouragingly, findings also reveal that a majority of UK adults – both men and women – aspire to greater equality by stating that many household tasks should be shared equally between men and women. (Ipsos Mori)

March 08, 2011

NORTH AMERICA

Consumer Confidence Declines as Worries Mount on Rising Fuel and Food Prices

One-in-three U.S. consumers (32 per cent) has already significantly reduced discretionary spending because of the increase of rising gas prices, according to the monthly RBC Consumer Outlook Index. (Ipsos U.S)

March 04, 2011

Congressional Approval Back Below 20%

Congress' approval rating is down to 18% after being in the 20% range the first two months of the year, and is essentially back to where it was just after last November's midterm elections. (Gallup USA)

March 11, 2011

Americans' Concern About Economy Rises to 12-Month High

Seventy-two percent of Americans cite some aspect of the U.S. economy as the "most important problem" facing the country today. This is the highest net mention of the economy since February 2010, although still below the 86% peak recorded in February 2009 as Washington was focused on passing an economic stimulus plan. (Gallup USA)

March 10, 2011

Republicans and Democrats Disagree on Muslim Hearings

Republicans and Democrats differ significantly in their views of the House Homeland Security Committee hearings to investigate terrorist recruitment efforts in the American Muslim community, scheduled to begin Thursday morning in Washington. While 52% of all Americans say these hearings are appropriate, Republicans, at 69%, are much more likely to say this than are Democrats, at 40%. Independents' views are similar to the national average, with 51% supporting the hearings. (Gallup USA)

March 9, 2011

Continuing Divide in Views of Islam and Violence

The public remains divided over whether Islam is more likely than other religions to encourage violence among its believers. Currently, 40% say the Islamic religion is more likely than others to encourage violence while 42% say it is not. (Pew Research Center)

March 9, 2011

For Millennials, Parenthood Trumps Marriage

Throughout history, marriage and parenthood have been linked milestones on the journey to adulthood. But for the young adults of the Millennial Generation, these social institutions are becoming delinked and differently valued. (Pew Research Center)

March 9, 2011

Whether consumers will stay away from electric powertrain vehicles

New research from global market research firm Synovate suggests that consumer knowledge about hybrid power trains is so low that it could prove a significant barrier to

sales. Even though electric powertrains, especially Hybrids, have been available for 10 years, new vehicle buyers remain woefully ignorant about even the basics. (Synovate)
March 09, 2011

Republicans Negative, Democrats Positive in Describing Unions

Americans are slightly more likely to say something negative rather than positive when asked what word or phrase comes to mind when they think of "labor unions." By about a 3-to-1 ratio, Republicans have negative rather than positive things to say about labor unions. By better than 2 to 1, Democrats' impressions of unions are more positive than negative. (Gallup USA)
March 11, 2011

Americans' Message to States: Cut, Don't Tax and Borrow

Of seven possible ways to balance their own state's budget, Americans are most likely to favor cutting back on state programs (65%) and reducing the number of state workers (62%). Floating more bonds (30%) and raising state income or sales taxes (33%) garner the least support, followed by raising business taxes (39%). (Gallup USA)
March 9, 2011

Obama's Weekly Job Approval Retreats to 46%

President Barack Obama averaged 46% job approval the week of Feb. 28-March 6, his lowest weekly average since mid-December. Obama's weekly approval rating had steadily improved from mid-December to late January, peaking at 50% during the final two weeks in January, before dropping below that mark in February. (Gallup USA)
March 8, 2011

U.S. Economic Optimism Declines in February

Gallup's Economic Confidence Index worsened to -24 in February from -21 the prior month as Americans' optimism about the U.S. economy receded from a three-year high reached in January. (Gallup USA)
March 8, 2011

Investors' Greatest Worries: Federal Deficit and Unemployment

When asked to evaluate the impact of 15 factors on the U.S. investment climate, investors are most likely to say the federal budget deficit (71%) and unemployment (71%) are "hurting it a lot." These are followed by energy prices (60%) and the financial condition of state and local governments (58%). (Gallup USA)
March 7, 2011

Lack of GOP Front-Runner for 2012 Is Atypical

The wide-open battle for the 2012 Republican presidential nomination -- with nearly a three-way tie among Mike Huckabee, Sarah Palin, and Mitt Romney -- is quite different from the typical pattern observed in past Republican nomination contests. In Gallup polling since 1952, Republican Party nomination races always featured a clear front-runner at this stage of the campaign, and in almost all cases, that front-runner ultimately won the nomination. (Gallup USA)
March 7, 2011

Voters Remain Pessimistic about Economy and Future

Less than 30% of voters with children believe their offspring will have a better life than them, and 25% do not feel secure in their jobs, a new Zogby Interactive Survey finds. The February 22-24 survey finds that more than half of likely voters give U.S. economic policy poor grades, and majorities say neither government nor businesses have done enough to create jobs. (Ibope-Zogby)

March 01, 2011

45% of Voters Say States Doing Poor Job Balancing Budgets

Nearly half of likely voters say their state government has done a poor job balancing their budgets, a new Zogby Interactive Survey finds. (Ibope-Zogby)

March 02, 2011

Obama & Congress Approvals Dip

President Barack Obama's job approval rating slipped to 44% in a new Zogby Interactive poll of likely voters, a two-point drop from Feb. 24. The poll was conducted from March 2-4 prior to the announcement of a decrease in the national rate of unemployment. (Ibope-Zogby)

March 07, 2011

AUSTRALASIA

Impact of flood hits home for tourism operators

One in four (24%) Australians claim to have cancelled or postponed trips as a result of the recent floods according to custom research agency TNS. (TNS Global)

March 10, 2011

Gillard’s Support Falls Slightly

Prime Minister Julia Gillard is still preferred as Prime Minister (48%, down 3% since February 21-23, 2011) over Opposition Leader Tony Abbott (39%, up 4%) according to a special telephone Morgan Poll conducted over the last three nights (March 8-10, 2011). (Roy Morgan)

March 11, 2011

MULTI-COUNTRY SURVEYS

Views of US Continue to Improve in 2011 BBC Country Rating Poll

Views of the US continued their overall improvement in 2011, according to the annual BBC World Service Country Rating Poll of 27 countries around the world. Of the countries surveyed, 18 hold predominantly positive views of the US, seven hold negative views and two are divided. On average , 49 per cent of people have positive views of US influence in the world--up four points from 2010--and 31 per cent hold negative views. (PIPA)

March 7, 2011

U.S. Leadership Approval Loses Some Momentum Worldwide

International approval of U.S. leadership lost some of its momentum in 2010 after soaring in 2009. Even so, U.S. leadership is still relatively better positioned worldwide than at any time during the last two years of the Bush administration. Across 116 countries, median approval of U.S. leadership in 2010 stood at 47% -- relatively unchanged from the 49% median across 111 countries in 2009. (Gallup USA)

March 11, 2011

CYBER WORLD

Playing Online Games Leads Internet Usage for Young Australians

In the year ending June 2010, 88% of Young Australians aged 6 to 13 used the internet. In the last 4 weeks playing online games was the number one Internet pastime for Young Australians, with 64% of boys and 54% of girls using the internet for this purpose. (Roy Morgan)

March 10, 2011

MIDDLE EAST

162-1. Poll finds 83% of Likud members oppose concessions

March 12, 2011

Poll finds 83% of Likud members oppose concessions

By GIL HOFFMAN The Jerusalem Post 03/10/2011 21:08

Only 5% of faction members in favor of creating Palestinian state in temporary borders, even though it could soon become PM's peace plan.

Prime Minister Binyamin Netanyahu may have a harder time advancing a new diplomatic initiative than he had previously thought, after an automated poll conducted by a body called the Likud National Task Force found that 83 percent of Likud members opposed making any concessions to the Palestinians.

The automated polling system, which settler leaders admit was unscientific, called 113,643 Likud Party members. Nearly 72,000 picked up the phone, of whom 26,959 participated and agreed to answer one question.

Participants were given three choices: The creation of a Palestinian state in temporary borders, an interim agreement with transferring some territory, or no concessions at all.

Only 5% were in favor of creating a Palestinian state in temporary borders, even though it could soon become Netanyahu's diplomatic plan, 12% said they backed an interim agreement, and 83% opposed any concessions and the creation of a Palestinian state.

Officials in the Council of Jewish Communities in Judea and Samaria called the poll a "slap in the face" to Netanyahu. They intend to intensify efforts to prevent him from advancing a diplomatic initiative next week.

Mayors from Judea and Samaria, nearly all of whom are Likud central committee members, intend to come to the Knesset on Monday to meet with the party's ministers and encourage them to confront Netanyahu on the diplomatic issue.

In addition, Likud MK Danny Danon drafted the support of 10 Likud branch heads calling upon the prime minister to not surrender territory to the Palestinian Authority. The list includes key political allies of Netanyahu.

Source: http://www.imra.org.il/story.php3?id=51350

SOUTH ASIA

162-2. Team India Dominates The Global Social Media Sphere In The Run Up To The World Cup

Bangladesh Beats Stalwarts Sri Lanka And South Africa In Online Buzz

18 February 2011

Mumbai, India

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Amongst players and brand endorsers Sachin Tendulkar is quite naturally the most discussed player but Paksitani skipper Shahid Afridi finds himself higher up the batting order compared to Ricky Ponting and Dhoni. Surprisingly, Yusuf Pathan appears in the top-five list globally and in India, finds himself ahead of Dhoni, Ponting and Afridi.

Conversations about the World Cup are being driven mainly by predictions about which teams are most likely to win, as do discussion on squad selection, and which players are likely to be the ones to watch out for.

For Team India, squad selection leads the list of topics discussed and while most deem the squad to be balanced, many find Rohit Sharma’s exclusion surprising.

“It will be interesting to see how viewers relate to cricketers as celebrities and whether their performance has a desirable impact on the brands they endorse. It’s clear from the pre-event buzz that social media will be the first place where consumers will unabashedly decide who the next big superstars will be and who brands can pick as suitable ambassadors for the future.” said Family.

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

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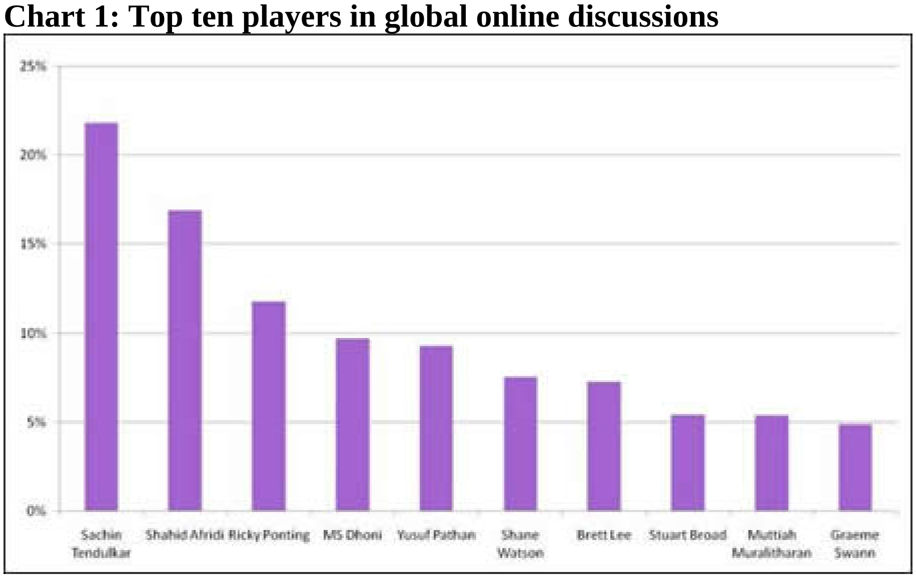

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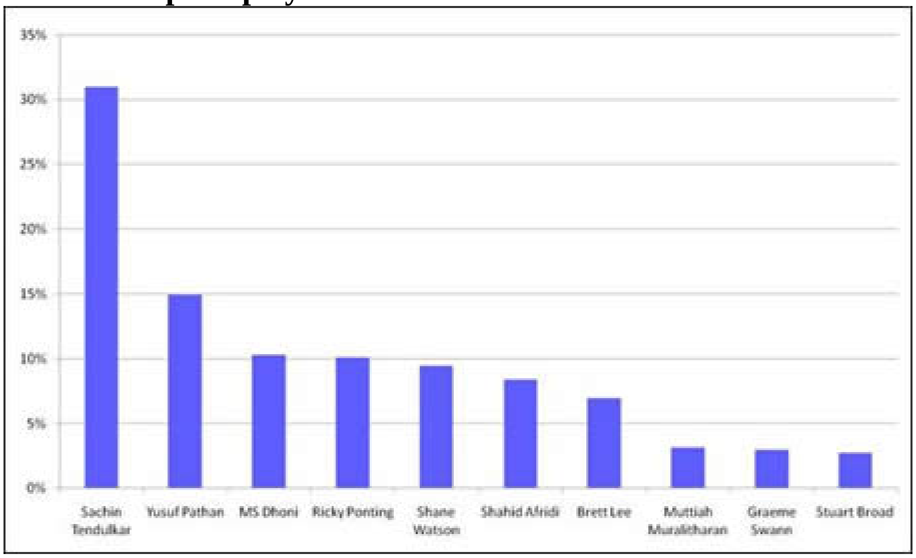

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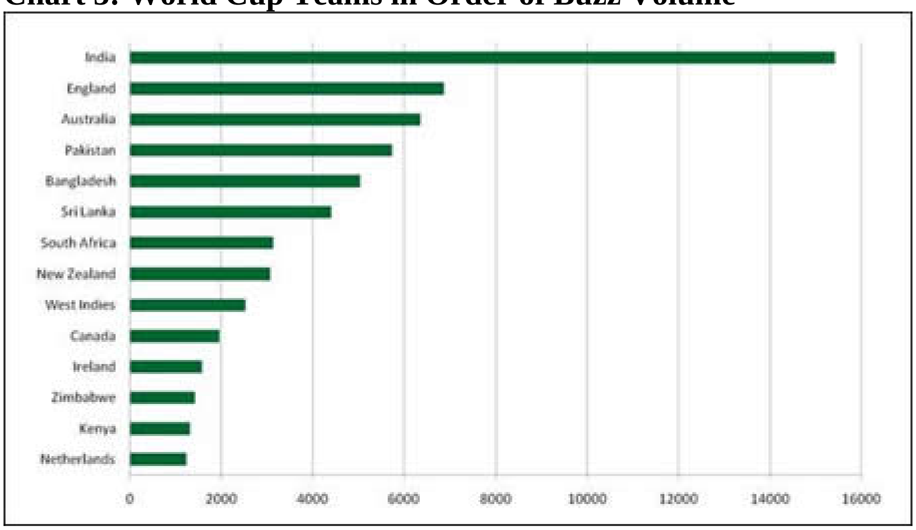

Source: NM Incite a Nielsen McKinsey Company
Source: http://in.nielsen.com/news/20110218.shtml

SUB-SAHARAN AFRICA

162-3. Pre-election Mood of Nigerians

Exclusive THISDAY/Ipsos Poll
10 March 2011

Highlights of this Poll

o High levels of interest in the forthcoming elections, but all still to play for as one in ten voters still needs to make up his/her mind about who to vote for

- The most important issues affecting the lives of Nigerians are lack of stable provision of electricity and poor standards of education
- Nigerians are split on whether the current system of governing the country works well
- President Goodluck Jonathan is widely thought of as doing a good job
- Majority of Nigerians think the country is going in the right direction and they have much hope for the future.

With the elections just 4 weeks away, it is no surprise to see that Nigerians express very high levels of interest in politics and the upcoming elections, i.e. seven in ten claiming to be interested in politics. It follows naturally that they also have strong opinions about which are the most important issues facing Nigeria and who is responsible for solving them.

Findings from the new THISDAY/Ipsos poll unequivocally highlights that power supply/provision of electricity is the most important issue which needs to be addressed in Nigerian society, with 83.9% of the public saying it is their biggest concern which the new government will have to make its top-priority to resolve.

Nigerians consider the issue of power supply to have such gravitas that it is the President himself who should be the one to resolve it and bear accountability for it.

The President is also seen as playing a critical role in addressing the top 4 other issues the country is facing such as unemployment, poverty, education & corruption. Other important issues such as lack of public transport and traffic congestion are seen by Nigerians to be more local matters; therefore tackling these issues is seen as falling under the responsibility of State Governors.

Most Important Issues Nigeria is Facing	% of Total Polled
Power supply/ provision of electricity	83
Unemployment/ job creation/ too few jobs	71
Poverty/Addressing Poverty	67
Education/ educational standards	62
Corruption/ government honesty	56
Infrastructural development (including bad roads)	55
Health care in general (excluding HIV/AIDS), hospitals, clinics	48
Increase in cost of living / high food prices	47
Crime/ criminal activity	38
Ethnic/Religious tensions	35
Inflation	24
HIV/AIDS, Malaria, Cancer	22
Lack of public transport	18
Government welfare	17
Housing	15
Traffic congestion	11
Pension provision	8
Pension collection process	6
Other	6

Very few people mention the local government chairman, senators, members of the Federal House of Representatives or the members of the State Assembly as having main responsibility for fixing the ills of society. Not surprisingly then are the intended levels of voting for the National Assembly elections on April 16th which are significantly lower (53%) than those for the gubernatorial (68%) & presidential (75%) elections.1

Surprisingly, „the people of Nigeria‟, seldom mention themselves as playing any role in solving issues which they are faced with on a daily basis, with two important exceptions, namely;

Ethnic/religious tension – a fifth (21%) of Nigerians agreed that they themselves had a responsibility in addressing this issue – expressed mainly in Borno, Abuja, Nasarawa, Ogun, Rivers and Taraba

A similar proportion (19%) said they had a role to play in resolving the issue of corruption and government honesty – expressed mainly in Niger, Abuja, Osun and Nasarawa Despite many of these issues having played a role throughout PDP‟s period in power since 1999, Nigerians largely share the opinion about the incumbent president: three-quarters of Nigerians who registered to vote indicated that they are happy with the Jonathan administration, and 73% "*somewhat*" or "*strongly agreed*" with the statement that "*President Goodluck Jonathan is doing a good job as president*".

The only states where more than 50% of registered voters were not in agreement with the above mentioned statement were the North Western states of: Kebbi, Kaduna, Kano, and Sokoto and the North Central state of Niger.

Currently support for the incumbent president in his role as candidate for 2011 presidential office is strong and cuts across the majority of states, this clearly is raising the bar for the other presidential candidates and raises the question on how will they be able to sway the people towards voting for them in the 5 weeks that are left before the Presidential elections.

But whether these preferences hold over the next month, which is set to be filled with political rallies and activity, remains to be seen.

There are still a number of votes up for grabs, as one in ten (8%) of registered Nigerians do not yet know who to vote for. Political uncertainty is slightly more prevalent among female voters and those older than 45.

In 15 states and in the Federal Capital Abuja, political uncertainty is higher than the national average. It is especially in the Delta, Benue, Abia, Imo and Oyo that politicians have their work cut out for them as large proportions (from a fifth to a third of registered voters) have not yet decided who they will vote for. This means that active and targeted campaigning, addressing the biggest issues Nigerians in these states are facing, can still make a difference before next month‟s election.

State	% of Registered Voters Unsure Who to Vote for	Main Issues Playing in These States
Delta	17	Power supply (97%), Unemployment (87%)
Benue	18	Power supply (73%), Poverty (71%)
Abia	20	Power supply (93%)
Imo	25	Unemployment (86%), Power supply (73%)
Oyo	32	Power supply (98%), Education (84%)

The main issue in terms of swaying this group might very well be finding the right way in which to communicate with them and indeed the right issues which to communicate on – and it can be questioned whether political rallies such as recent ones held by Muhammadu Buhari in Kaduna, Goodluck Jonathans‟ campaign kick off in Lagos or last Thursday‟s PDP rally in Suleja East, Niger at which 14 were killed in a bomb blast, are the most effective methods.

Despite the issues which need to be dealt with, Nigerians are largely optimistic about the future with just over half (54%) saying that the country is going in the right direction, whereas only 15% feel that Nigeria is going in the wrong direction. The remainder (29%) stated that they do not feel that Nigeria is changing in any way - the country is not really going forward or backwards. On a similar point, 64% of Nigerians think that the economy will improve over the next 12 next months.

Most negativity about the future of Nigeria is seen in 12 states, all North Western states (Kebbi, Sokoto, Zamfara, Katsina, Jigawa, Kano & Kaduna) and a few other states where more than half of the registered voters feel that the country is moving in the wrong direction. (Benue, Niger, Plateau, Kogi & Delta.)

Opinions are split when it comes to the opinion of how the present system and structure of government in Nigeria works, with about half of Nigerians feeling that the system works well and the other half claiming that that improvements are needed:

Which of these statements best describes your opinion of the present governance system and structure in Nigeria?	%	
Works extremely well and could not be improved	17	49% positive
Could be improved in small ways but mainly works well	32	
Could be improved quite a lot	25	48% negative
Needs a great deal of improvement	23	
Don't know/ Refused	3	

These findings suggest a significant challenge for political parties and their candidates: they need to match the prevailing tone of public optimism about the general direction of the country, while also acknowledging the need to make changes to government. This is a delicate combination to balance, but those who are successful in doing it will be best positioned to win the up-coming elections.

Methodology and Technical note:

The poll was conducted from 25 January 2011 to 8 February 2011 by means of face-to-face in-home interviews by trained Ipsos interviewers. A representative sample of 11 100 Nigerian voters were asked to share their opinions on a variety of issues and this is the first press release in a series where their views will be shared with fellow Nigerians.

A stratified, multi-stage probability sampling technique was employed for this study. This technique applies random selection methods at every stage of sampling, all Nigerian adults (18+) – males, females, urban and rural dwellers – were given a calculable change of being selected to partake in the polling.

Interviews were conducted in all 36 states of the federation and the FCT (Abuja). The interviews were conducted in the language of choice of the respondents: English, Pidgin, Igbo, Yoruba or Hausa.

Data are weighted to match the profile of the population.

All sample surveys are subject to statistical error, depending on sample size, interviewing methodology and response rate. The margin of error for this poll is 0.93. This means that in 95 out of every 100 cases, the findings will fall within +/- 0.93% range when looking at the national results.

It was a requirement of the survey that only registered voters could participate in the poll and, therefore, respondents were asked at the beginning of the interview if they have registered to vote in the elections in April 2011 – more than 9 in every ten (92%) of the sample indicated that this was the case. The other 8% indicated that they were still planning to register; therefore, their opinions were also asked.

Source: http://ipsos-markinor.co.za/news/exclusive-thisday-ipsos-poll-captures-pre-election-mood-of-nigerians

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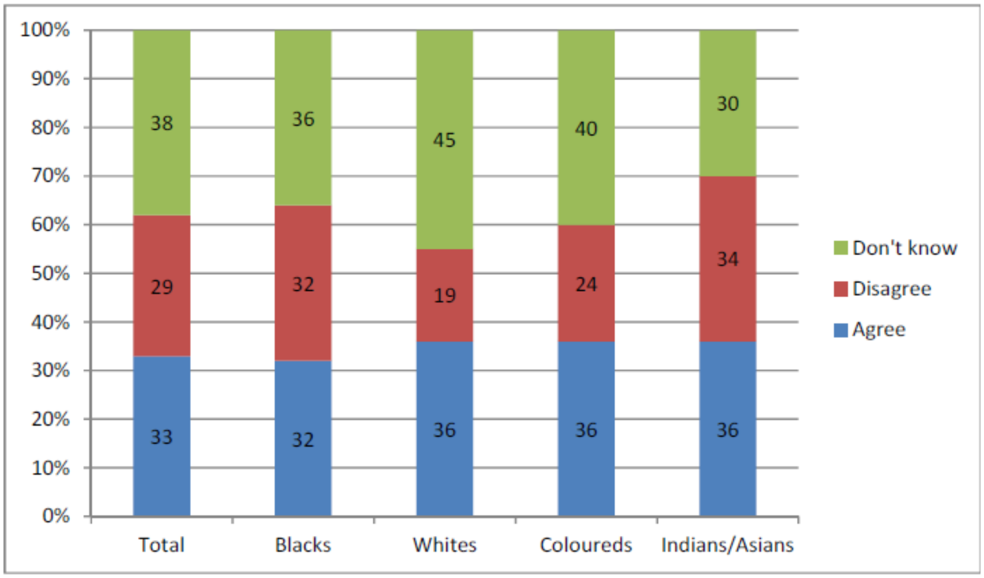
162-4. A Third Of Metro Adults Feel That The Tripartite Alliance Should Split For The Elections

March 04, 2011

In a survey of 2 000 residents of South Africa's metropolitan areas conducted in late 2010 and released today, TNS Research Surveys (Pty) Ltd, South Africa's leading marketing and social insights company, revealed that 33% of metro adults feel that the ANC, the SA Communist Party and COSATU should fight the impending local government elections as separate bodies. TNS said that 29% disagreed and a considerable 38% gave a "don't know" response – perhaps indicative of voter apathy as this is a much higher "don't know" response than usual.

The level of agreement did not differ by race – an unusual finding for South African political issues – but there were differing levels of disagreement and of those giving the "don't know" response:



Males tend to be more in agreement (36%) than females (30%) who also gave higher "don't know" responses (42% vs 34% for males). Levels of agreement rose somewhat for older people, from 27% for those aged under 24years to 40% for those aged 60 years and more.

It is interesting to note that 37% of people in employment agreed that the parties should split, compared with 29% of those not in employment.

TNS said that the results show quite strong differences by area:

			%s Agree that ANC, SACP and COSATU should fight the local government elections a separate bodies
Gauteng			33
	Johannesburg and environs		31
		Johannesburg excl Soweto	32
		East Rand	35
		West Rand	29
		Soweto	38
		Vaal Triangle/South Rand	16
		Pretoria	41
Cape Town			28
Durban			32
Eastern Cape			36
	Port Elizabeth		41
	East London		27
Bloemfontein			65

Agreement is highest in Pretoria, Port Elizabeth and Bloemfontein but is much lower in the Vaal Triangle/South Rand area.

Our take-out

There have been several instances of public policy differences between the members of the tripartite alliance in recent months – that more people in metro areas feel that they should split than not is revealing.

Technical note

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

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.

Source:http://www.tnsresearchsurveys.co.za/news-centre/pdf/2011/SeparateParties-4March2011.pdf

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162-5. Expect More Flash-Points - Half Of SA's Metro Residents Are Still Not Satisfied With Service Delivery A Year Later

March 04, 2011

In a survey of 2000 residents of South Africa's metropolitan areas conducted in November 2010 and released today, TNS Research Surveys (Pty) Ltd, South Africa's leading marketing and social insights company, announced that over a half of residents - 51% - are still not happy with the service delivery they receive from their local authority or municipality. This is effectively no change compared with the figure of 52% recorded in February 2010 and means that local government has effectively achieved nothing during 2009 in terms of improving people's perceptions of their service delivery.

This figure of 51% is very high and indicates that violence over a lack of service delivery is almost a certainty.

Strike negotiators say that, when 30% or more of a work force are unhappy, there will almost certainly be strike or protest action. With levels of unhappiness over service delivery exceeding half the population in metro areas, the likelihood of such protest action then becoming violent becomes highly probable.

In a study conducted in 2007, dissatisfaction levels were at an already high 27%, with Gauteng at 30% reaching the critical level. That the levels of unhappiness have risen to 51% and show no change over the past year shows that the problem of service delivery is now especially acute and that violence should not be a surprise.

On a more positive note, 41% are satisfied with the service delivery they receive whilst 7% gave a "don't know" response.

President Zuma's pledge

In his State of the nation address in 2010, the President said –"*The defining feature of this administration would be that it knows where people live, understands their concerns and respond faster to their needs.*"

At the recent launch of the ANC election manifesto in Rustenburg, he spoke of the need for informal settlements to be upgraded, more houses to be built and for the faster provision of water, sanitation and electricity, acknowledging that people have complained that their councillors were not delivering on ANC promises. He pledged that –

"The ANC will empower metros and large cities to play a direct role in the provision of housing, developing and managing the built environment and improving and expanding public transport networks."

Local government is where key aspects of service delivery happens

With local government elections due soon, service delivery, or the lack of it, will be a key election issue, especially in view of the President's pledge and manifesto promises. As Archbishop Desmond Tutu has said:

"…too many people are living in grueling, demeaning, dehumanising poverty…South Africans are sitting on a powder keg – we really must work like mad to eradicate poverty."

TNS said that the results show quite strong differences by area:

%s

			Unhappy with service delivery Feb 2010	Unhappy with service delivery Nov 2010
Gauteng			56	52
	Johannesburg and environs		56	53
		Johannesburg excl Soweto	47	51
		East Rand	***62***	48
		West Rand	***66***	***62***
		Soweto	49	49
		Vaal Triangle/South Rand	***64***	***67***
		Pretoria	57	50
Cape Town			42	39
Durban			52	57
Eastern Cape			52	***62***
	Port Elizabeth		42	***60***
	East London		***75***	***65***
Bloemfontein			40	48

From this, it is clear that all areas are well above the critical level of 30% unhappiness, with very serious flashpoints likely in the West Rand and the Vaal Triangle/South Rand in Gauteng, and in both metros of the Eastern Cape. However, TNS warned that no areas are immune as dissatisfaction is high everywhere.

Other aspects of the findings

Not surprisingly, blacks, in particular, were more dissatisfied with service delivery levels (54% unhappy – the same as in February). But, as TNS noted in February last year, this does mean that the ANC's main constituency is amongst most unhappy. Indians/Asians at 64% also expressed high levels of dissatisfaction. Amongst the unemployed, 54% are unhappy about service delivery (59% in February 2010). Amongst those in squatter camps and informal settlements, the unhappiness level rises to 77% - compared with 65% in February 2010.

Also, not surprisingly, it is the poorest of the poor who are the most unhappy, with as many as 78% of these people expressing unhappiness – a powder keg indeed.

But even the most wealthy are also unhappy (45%, compared with 49% in February).

Our take-out

It is clear that there is in-going extreme dissatisfaction with service delivery from local authorities in metro areas, despite the promises made in the President's 2010 State of the nation address. Protests can be expected almost anywhere, feelings are so strong. That this will spill over into violence in many instances should not be a surprise. It is clear that people can be expected to become restive if the process is not speeded up.

That people's feelings on service delivery have not changed in a year suggests that it is time to move beyond words to speedy and meaningful action on the ground.

Technical note

The studies were conducted amongst a sample of 2 000 adults (1260 blacks, 385 whites, 240 coloureds and 115 Indians/Asians) in the seven major metropolitan areas: they have a margin of error of under 2.5% for the results found for the total sample. The studies were conducted by TNS Research Surveys (Pty) Ltd as part of their ongoing research into current social and political issues and were funded by TNS Research Surveys.

Source:http://www.tnsresearchsurveys.co.za/news-entre/pdf/2011/ServiceDeliveryend2010-4March2011.pdf

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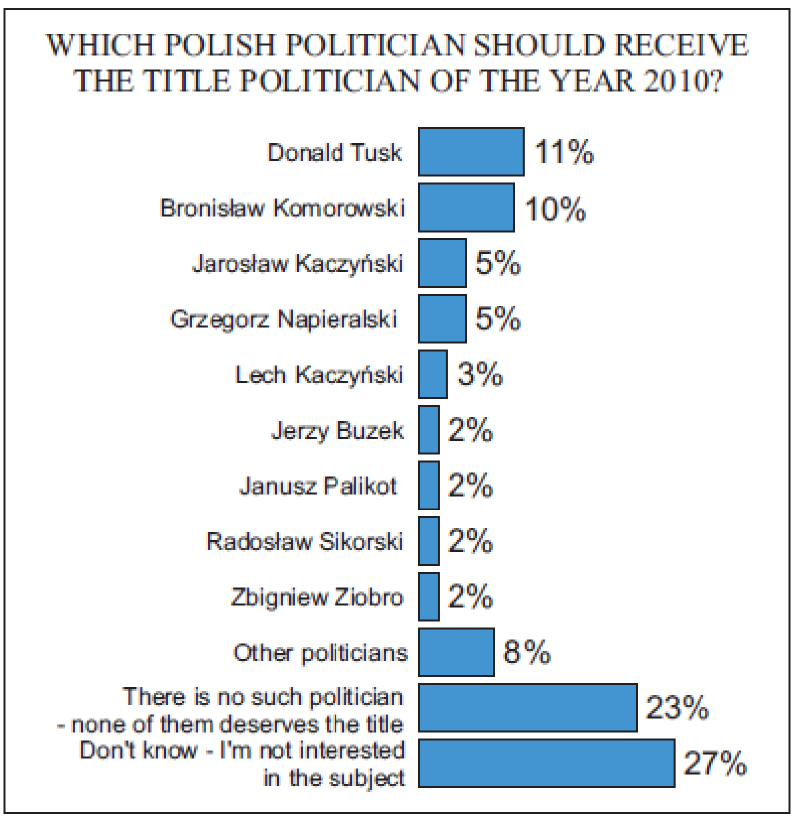
EAST EUROPE

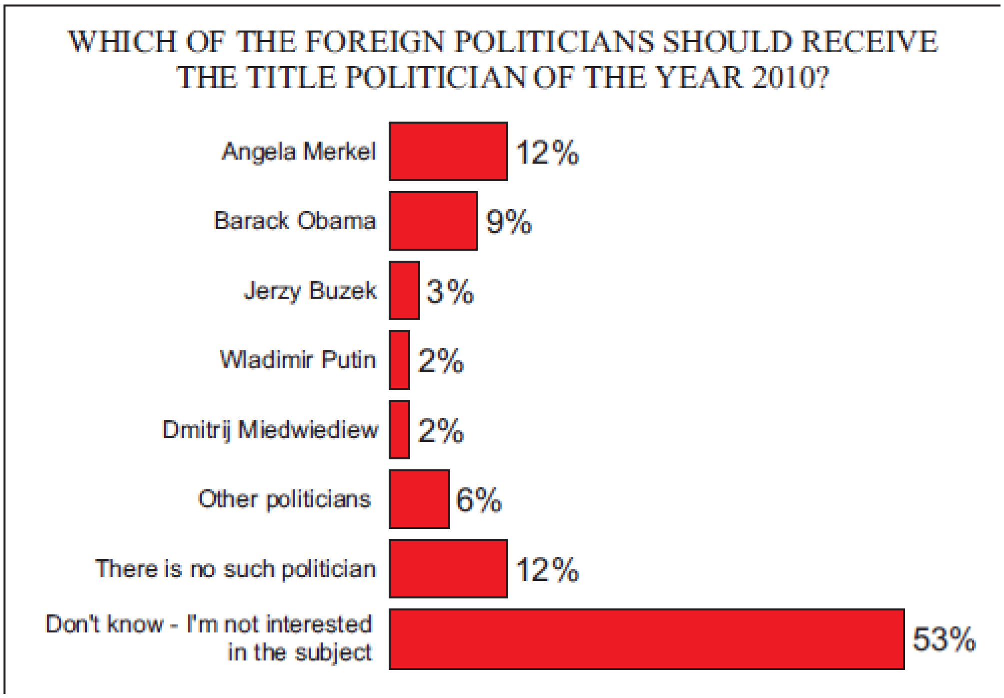
162-6. Politician Of The Year 2010 In Poland And In The World

Poles believe that Donald Tusk and Bronislaw Komorowski were Politicians of the year 2010 in Poland. Prime Minister Tusk received only slightly more votes (11%) than President Komorowski (10%). Leaders of other major parties: Jaroslaw Kaczynski (PIS) and Grzegorz Napieralski (SLD), came third - each of them receiving 5% of votes. The late President Kaczynski was fourth - 3% of Poles voted for him.



Half of the respondents did not name any politician. Slightly more people in this group claimed that no name came to their minds than said that none of the politicians they could remember deserved the title.

Poles believe that the title of the world's Politician of the year 2010 should go to the German Chancellor, Angela Merkel. The United States' President Barack Obama was mentioned by one in eleven respondents, which gave him a second place. These two politicians overwhelmingly won with other candidates. The President of the European Parliament, Jerzy Buzek, who figured also as a candidate for the title of Polish Politician of the year, was third. Succeeding places were taken by Russian Prime Minister Vladimir Putin and Russia's President Dmitrij Miedwiediew.



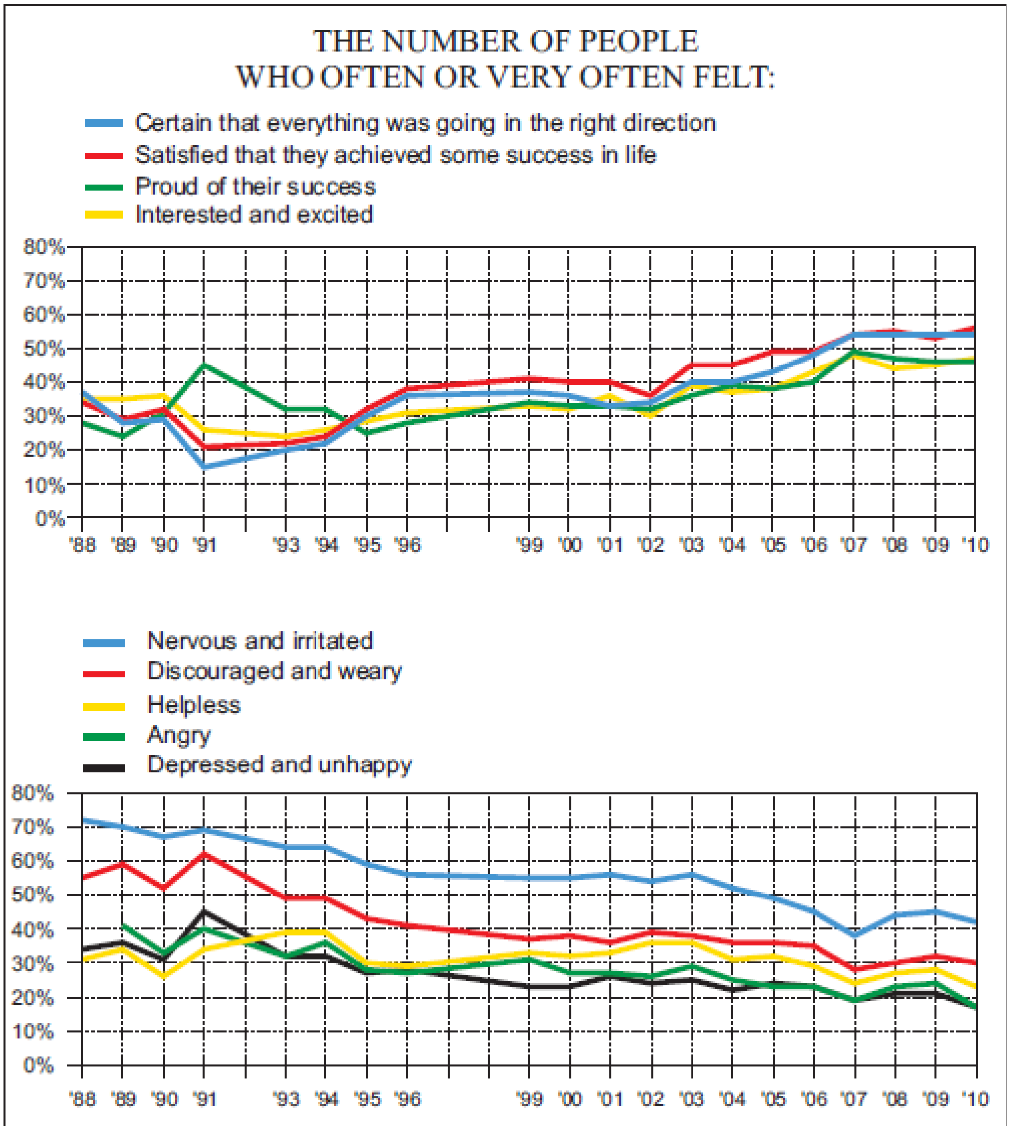
More than every second respondent (53%) was not able to name any foreign politician suitable for the title and 12% claimed that none of the politicians known to him/her played a sufficiently important role in the world's affairs to be called Politician of the year 2010.

Source: http://www.cbos.pl/PL/publikacje/public_opinion/2011/01_2011.pdf

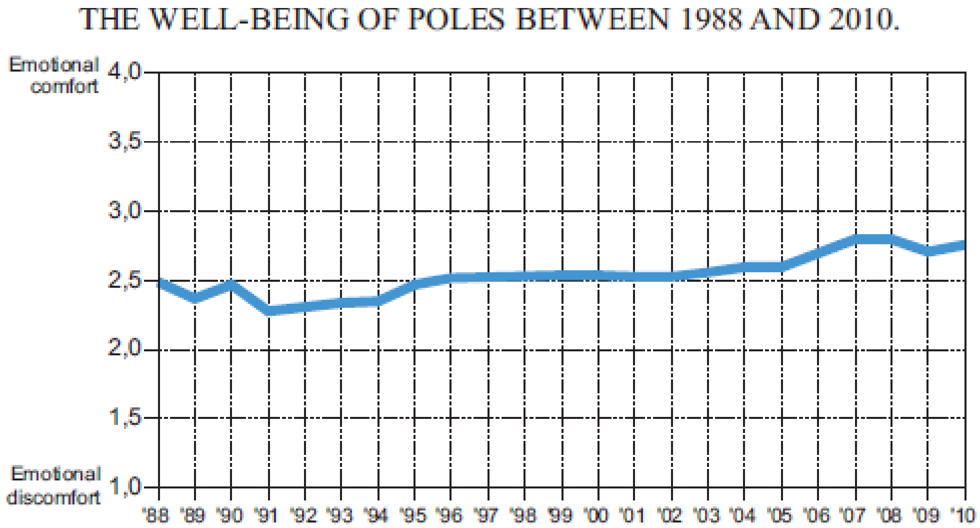
162-7. Psychological Well-Being Of Poles In 2010

In the previous year, positive feelings prevailed over negative ones among Poles. Over half of respondents admitted that they felt frequently or even very frequently satisfied because they achieved some success (56%) and they felt certain that things were going in the right direction (54%).

Nearly half of the surveyed people declared that they were often interested and excited by something (47%) or proud of their achievements (46%). The most frequently experienced negative feeling is nervousness, which 42% of Poles claimed to have felt frequently in the previous year. Fewer people admitted to have repeatedly experienced discouragement (30%) and helplessness (23%). Every sixth respondent said that he/she was often angry (17%) or in depression (17%) last year. Very few Poles (1%) claim they frequently had suicidal thoughts.



If we compare the current assessment of respondents' well-being with their opinions in the last two decades, we may notice a visible improvement. Since 2007, the majority of the questioned people have been satisfied with what they were able to achieve, certain that everything was going in the right direction and nearly half have been proud of their success and interested in events happening around them. In the early 1990s such feelings were definitely less frequent. The majority of respondents in 1991 claimed that they were often nervous and discouraged and, presently, a far smaller number of people admit such feelings.



The index was calculated on the basis of an average intensity of feelings on the 1-4 scale, where 1 means emotional discomfort (respondents frequently experience negative feelings) and 4 means emotional comfort (respondents frequently experience positive feelings).

The synthetic index of emotional well-being of Poles reflects the intensity of positive and negative feelings since 1988. It shows that the beginning of political and economic transformations in Poland involved a deterioration in the state of well-being.

Succeeding years brought an improvement and stability in how an average Pole felt. A significant change for the better came in 2007. Although there was a minimal fall in 2009, generally speaking the index has remained practically the same since 2007 (presently, it is 2,76).

Source: Source: http://www.cbos.pl/PL/publikacje/public_opinion/2011/01_2011.pdf

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WEST EUROPE

162-8. Monitoring The Social Impact Of The Crisis: Public Perceptions In The European Union

With the launch of the EU's growth and jobs strategy in March 2000, EU leaders pledged to make "a decisive impact on the eradication of poverty" by 2010. Many people, however, still live in destitution with no access to basic services such as healthcare. Furthermore, almost 80 million Europeans live below the poverty threshold. To focus attention on the situation, 2010 has been designated as the "European Year for combating poverty and social exclusion", in order to recognise that:

all people have a right to live in dignity and take part in society

the public and private sectors share the responsibility to combat poverty and social exclusion

eradicating poverty for a more cohesive society benefits all

a commitment from all levels of society is needed to achieve this goal1.

In response to the current global economic crisis, on 26 November 2008, the European Commission presented a comprehensive action plan to protect Europe's citizens from the worst effects of the financial crisis. It included extensive action at national and EU levels to help households and industry and concentrate support on the most vulnerable2.

It is in this context that the Directorate-General for Employment, Social Affairs and Equal Opportunities decided to regularly monitor public opinion about the social impact of the global economic crisis. The current report presents results of the fifth wave – Flash Eurobarometer survey No311 (conducted in October 2010). Earlier waves were conducted in July 2009 (Flash EB No 276), December 2009 (Flash EB No 286), March 2010 (Flash EB No 288) and May 2010 (Flash EB No 289).

The objectives of the Flash Eurobarometer survey – "FL311 *Monitoring the social impact of the crisis: public perceptions in the European Union (Wave 5)*" – were:

to investigate perceptions about the existence of poverty

to gain knowledge about the degree of financial difficulty of households – at present and in the 12 months leading up to the survey

to measure changes in healthcare and social-care affordability in the past six months

to understand how people feel about their future pension entitlements and their concerns about their financial situation in their old age.

In addition, the survey looked at the near-term perceptions of EU citizens, i.e. in the following 12 months. More precisely it covered the following issues:

General expectations about households' financial situation

Perceptions about the risk of falling behind with various payments

The ability of respondents to afford their current accommodation

The likelihood of respondents to keep their job.

The survey obtained interviews – fixed-line, mobile phone and face-to-face – with nationally representative samples of EU citizens (aged 15 and older) living in the 27 Member States. The target sample size in most countries was 1,000 interviews; in total, 25,776 interviews were conducted by Gallup's network of fieldwork organisations from October 6 to October 10, 2010. Statistical results were weighted to correct for known demographic discrepancies. Please note that due to rounding, the percentages shown in the charts and tables do not always exactly add up to the totals mentioned in the text

Perceptions about the existence of poverty

More than 7 in 10 (72%) EU citizens said that poverty had increased *in their country* in the 12 months prior to the survey, but they were less likely to think that poverty in their local area had increased in that timeframe; this opinion was held by 55% of interviewees.

A comparison, between the results of the fourth (May 2010) and fifth wave (October 2010), concerning EU citizens' perceptions about poverty trends in the year prior to the survey, showed that respondents in the current survey were somewhat less likely to think that poverty had *strongly increased* at each of the various levels (local, national and EU level).

Roughly 6 in 10 (61%) EU citizens estimated that *at least 20%* of their country's inhabitants lived in poverty. The countries where respondents were the most "pessimistic" about the poverty rate in their country – i.e. a large majority believed that *about one-third* of their fellow citizens lived in poverty – were Romania (68%), Hungary (62%) and Bulgaria (59%).

Respondents' views about their household's degree of financial difficulty

One in six EU citizens surveyed in October 2010 stated that, on at least one occasion in the past 12 months, their household had had insufficient money to pay ordinary bills, buy food or other daily consumer items. Furthermore, a fifth of EU citizens answered that their household was having difficulties in keeping up with household bills and credit commitments at the time of the survey.

As in previous waves of the survey, respondents in Romania (42%), followed by those in Bulgaria (35%), Latvia (34%) and Hungary (32%) were the most likely to state that their household had had no money to pay ordinary bills, buy food or other daily consumer items, on at least one occasion, in the 12 months prior to the survey.

Until the previous wave, Lithuania had had very similar results to Bulgaria and Hungary; however, in the current wave, this country saw a decrease in the proportion of respondents stating that their household had had a similar experience (from 33% in May 2010 to 27% in October 2010).

Coping with the costs of various types of healthcare in the past six months

More than a quarter (27%) of EU citizens reported that it had become more difficult to cope with the costs of general healthcare for themselves or their relatives in the past six months: 11% felt that it had become "much more difficult" and 16% thought it had become "somewhat more difficult".

Roughly a third (34%) of respondents – who considered this question applicable to their personal situation – thought that it had become *somewhat* or *much more difficult* to afford long-term care for themselves or their relatives in the six months prior to the survey and 27% said the same about the affordability of childcare.

Respondents in Romania were the most likely to note that it had become *somewhat* or *much more difficult* to bear the costs of general healthcare in the past six months (63%). Respondents in Greece, on the other hand, were the most likely say that things had changed for the worse in terms of affordability of childcare and long-term care for themselves or their family members (69% and 74%, respectively, of those who answered the question on this subject).

Approximately half of respondents (45%-52%) who had had difficulties in paying day-to-day bills in the past year now found it *somewhat* or *much more difficult* to afford various healthcare services – that were applicable to them – than six months ago. In comparison, in the group of respondents who had had no such difficulties in paying bills, roughly half as many interviewees said things had changed for the worse (23%-31%).

Expectations about the financial situation of respondents' households in the next 12 months

Looking ahead, a sixth (17%) of EU citizens anticipated that their household's financial situation would *improve* in the 12 months following the survey, and a slim majority (53%) thought their financial situation would be *stable*. Roughly a quarter (26%) of EU citizens said they expected their household's financial situation to *deteriorate* during the next 12 months.

Although Romania and Greece remained outliers with a majority of interviewees who expected their household's financial situation to be *worse* in the next 12 months, both countries have seen a decrease in the proportion of respondents who expected this result compared to May 2010. The proportion of Romanians who expected their household's financial situation to deteriorate in the coming year has decreased from 73% in May 2010 to 56% in October 2010 (-17 percentage points); this proportion decreased by seven percentage points in Greece (from 69% to 62%).

A negative trend was most noticeable in Poland, Ireland and Slovakia. The proportion of respondents in Poland who expected their household's financial situation to *deteriorate* in the coming year has increased from 25% in May 2010 to 35% in October 2010 (+10 percentage points); this proportion increased by seven percentage points in Ireland (from 25% to 32%) and by eight percentage points in Slovakia (from 21% to 29%).

Respondents' views as to whether they could cope financially in the next 12 months

Of the four types of payments under review, the largest proportion of EU citizens were worried about an unexpected expense of €1,000 (or its equivalent in national currency): 60% of respondents said there was *at least a low risk* of not being able to cope with such an unexpected expense in the year to come. Day-to-day expenditures (paying bills, buying food or other daily consumer items) were reasons for anxiety for 42% of EU citizens.

About 3 in 10 (29%) respondents felt that the question about paying rent or mortgage was not relevant to their personal situation and 38% said the same for the question about repaying consumer loans. Among those who did reply, 42% said there was *at least a low risk* that they would not be able to pay the rent or mortgage on time in the year to come and 46% expressed such pessimism about their ability to repay consumer loans on time.

Respondents in Denmark, Sweden, the Netherlands and Austria were consistently among the least likely to feel that they would be at risk of falling behind with various payments in the next 12 months, those in Romania, Latvia and Greece were consistently seen to be the most likely to feel they were at risk of falling behind with such payments.

The current survey results represented an improvement in perceptions about the risk of falling behind with various payments for Portugal, the Czech Republic and Italy. In Bulgaria, on the other hand, the proportion of interviewees who thought there would be *at least a low risk* that they would not be able to cope financially increased significantly for the four types of payments

Respondents" ability to afford their current accommodation in the next 12 months

As in May 2010, 2% of EU citizens said that it was *very likely* that they would be forced by financial circumstances to leave their accommodation within the next 12 months; 3% saw this as being *fairly likely*. Respondents in Spain (12%), Greece and Latvia (both 13%) were the most likely to say that it was *very* or *fairly likely* that they would have problems meeting the costs of their accommodation.

The proportions of *very unlikely* responses showed the largest variation between individual countries: 89% of Austrian respondents thought that it would be *very unlikely* that they would not be able to afford their accommodation during the 12 months following the survey, compared to 54% of respondents in Lithuania.

Views on the employment situation

As in May 2010, a sixth of respondents actually in employment were *not very* or *not at all confident* that they would be able to keep their current job in the next 12 months and roughly half (49%) thought it would be *fairly unlikely* or *not at all likely* that they would be able to find a new position within six months, in the event that they were laid off.

The proportion of respondents in employment who were *not confident* that they would be able to keep their current job in the 12 months following the survey remained below 10% in Luxembourg, the Netherlands, Austria, Finland, Germany, Malta, Belgium, Sweden and Denmark (6%-9%). In Latvia, Bulgaria, Lithuania and Estonia, on the other hand, between 36% and 38% of respondents were concerned about keeping their job.

The highest proportions of pessimistic respondents – i.e. those saying that it would *not be at all likely* or *fairly unlikely* that they would find a new job within six months of a potential lay-off – were found in Greece (71%), Spain (68%), Cyprus (64%) and Ireland (61%). Moreover, in Greece, 4 in 10 respondents were extremely pessimistic about their chances of finding a new job.

The current survey confirmed that respondents who stated that their household had insufficient money to pay ordinary bills, buy food or other daily consumer items, on at least one occasion, in the 12 months prior to the survey were also the ones who were the most pessimistic about their ability to keep their current job and about their likelihood of finding a new position in case they were laid off.

The impact of the crisis on future pension entitlements

Turning to EU citizens' views about how their pension entitlements might change in the future, 7 in 10 respondents either explicitly anticipated lower pension benefits or thought that they would have to postpone their retirement or save more money for when they reached old age. Furthermore, one-fifth of EU citizens were *very worried* that their income in old age would not be adequate enough to enable them to live a dignified life, and one-third were *fairly worried* by such an outlook.

In Denmark and Finland, more than a quarter of respondents thought that their pension would not be affected by economic and financial events (31% and 26%, respectively). Luxembourg followed with 19% of respondents who anticipated an "economic crisis-safe" pension.

In 15 Member States, more than half of respondents were *very* or *fairly worried* that their income in old age would not be adequate to enable them to live in dignity (between "6" and "10" on the scale); respondents in Greece (70%) and Romania (69%) were the most likely to have such negative expectations regarding their income in old age.

Source: http://ec.europa.eu/public_opinion/flash/fl_311_en.pdf

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162-9. Public Support For A Deposit Refund Scheme On Drinks Containers Is Strong

Published:14 March 2011

Fieldwork:4 - 6 March 2011

Theme: Environment / Climate

Source: Ipsos MORI / CPRE

A survey by Ipsos MORI for the Campaign to Protect Rural England (CPRE) investigated the public's views towards a possible deposit refund system on drinks containers. The scheme was introduced in the following way:

"A deposit refund system could be one way of reducing the amount of bottles and cans left as litter and increase recycling of glass, plastic and aluminium.. When you buy a drink in a bottle or can you would pay a deposit on the container at the same time. When you return the container, you would get your deposit back. You would not need to return your container to the place where you bought it. It would be possible to return your container at local convenience stores, supermarkets and service stations. The costs of this system would be paid for by the money left in the system when people don't return their container to claim their deposit, and by the drinks industry".

The survey found that public support for a deposit refund scheme on drinks containers is strong, with more than half (53%) supportive of a 15p deposit on 500ml drinks containers (30% are opposed). This support rises to six in ten (60%) for a scheme with a 10p deposit (24% are opposed).

Q.	To what extent would you support or oppose such a system based on the following deposit amounts? Firstly ...						
	Base: All (1,008)	Strongly support	Tend to support	Neither support nor oppose	Tend to oppose	Strongly oppose	Don't know
		(%)	(%)	(%)	(%)	(%)	(%)
	A 15p deposit on a 500ml drink container	35	18	15	9	21	2
	A 10p deposit on a 500ml drink container	40	20	14	6	18	2
	A 30p deposit on a container larger than 500ml	31	18	15	9	24	2

The research also found that 12% of British adults say they would always donate recovered deposits to a local charity, when given the option to do so. A further two-thirds (66%) say they would donate their deposit most or some of the time.

Q.	If you had the option, how often, if at all, would you donate your deposit to a local charity?
	All (1,008)
	%
All of the time	12
Most of the time	18
Some of the time	48
Never	19
Don't know	2
Oppose system	2

Technical details

Ipsos MORI conducted the survey, on behalf of CPRE, between 4th-6th March 2011. A representative total sample of 1,008 interviews adults in Great Britain aged 18+ were interviewed by telephone on the Ipsos MORI Telephone Omnibus. Results are weighted to the population profile of Great Britain.

Source:http://www.ipsos-mori.com/researchpublications/researcharchive/2734/Public-support-for-a-deposit-refund-scheme-on-drinks-containers-is-strong.aspx

162-10. Gender Equality Poll for International Women's Day

Published:8 March 2011

Fieldwork:11 - 17 February 2011

Theme: Gender

Source: Ipsos MORI / ActionAid

This survey of UK adults, conducted by Ipsos MORI on behalf of EQUALS – a coalition of agencies including ActionAid, Amnesty International, the Fawcett Society and Women's Aid – reveals significant levels of inequality that still exist between men and women in the UK. The survey results are released on the 100th anniversary of International Women's Day.

The survey sought to establish attitudes towards men and women in the public and private arena; determining whether gender stereotypes are still present today in the workplace and the home. It also sought to establish the biggest challenges facing women in Britain today, find out whether women are thought to be treated equally in our society and measure personal experiences of sexist remarks or behaviour.

Results show that gender stereotypes remain a strong force for both men and women in the workplace and in the home. Women are found to be shouldering a good deal of responsibility for managing the home and looking after the family but encouragingly, findings also reveal that a majority of UK adults – both men and women – aspire to greater equality by stating that many household tasks should be shared equally between men and women.

When asked what are the two biggest challenges facing women in Britain today, 'balancing family and work' was cited by almost six in ten people (58%). This was the most frequent answer given by men and women. From a female perspective, the second biggest challenge facing women is thought to be 'the gap in pay between men and women' (cited by 23% of females). From a male perspective, the second biggest challenge facing women is thought to be 'being judged on their appearance rather than what they do' (cited by 22% of males).

Almost half (47%) of women in in the UK do not believe they are treated equally to men with only around a third (34%) believing they are treated equally. On this measure, men and women have almost reversed views. Only around a third (35%) of men do not believe that women are treated equally with just over half (52%) believing women are treated equally.

The survey also measured personal experiences of sexist remarks or sexist behaviour. Sixty per cent of young women (aged 15-30) surveyed have experienced sexist remarks and other forms of sexist behaviour whilst going about their daily lives, including being whistled at, having sexist comments directed at them, being touched inappropriately or being discriminated against because of their gender. The survey revealed that British women experienced this across a variety of places with the most likely being at work, in a pub, bar or club, at school, college or university and in the street. Fewer young men have experienced such comments or behaviour (20%) and their reaction to it is quite different. Whilst these young men are more likely to have felt amused the last time this happened to them, the young women are more likely to have felt angry.

Technical note

Ipsos MORI interviewed a representative sample of 1,028 adults aged 15+ across the UK. Interviews were conducted face-to-face over the period 11-17 February 2011. Data are weighted to match the profile of the population.

Source:http://www.ipsos-mori.com/researchpublications/researcharchive/2732/Gender-Equality-Poll-for-International-Womens-Day.aspx

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NORTH AMERICA

162-11. Consumer Confidence Declines as Worries Mount on Rising Fuel and Food Prices, Mideast Instability

Friday, March 04, 2011

New York, NY - One-in-three U.S. consumers (32 per cent) has already significantly reduced discretionary spending because of the increase of rising gas prices, according to the monthly RBC Consumer Outlook Index. With the national average price at approximately $3.20 per gallon at the time this survey was conducted (February 25-28, 2011) another one-in-five (18 per cent) say they would reduce spending if gas prices climb to $3.75 per gallon. Four-in-10 (41 per cent) place their pain threshold at $4.00 per gallon or more.

"There has been quite a lot of debate about the impact of rising gasoline prices on consumption in general," said RBC Capital Markets chief U.S. economist Tom Porcelli. "Specifically, the conversation focuses on what particular price level of gasoline would lead to a shift away from discretionary spending. The RBC survey finds that this level has already been breached for 32 per cent of consumers, and is within range for another 18 per cent. Somewhat encouragingly, however, is that 40 per cent of Americans place their threshold at or north of $4 per gallon."

Consumer confidence for March sank for a third straight month, with the RBC Consumer Outlook Index sliding to 42.5, down 2 points from February's 44.5. The March decline followed smaller decreases the two preceding months, as consumers were further affected by climbing fuel and food prices, instability in the Middle East and budget battles in Washington, D.C. "What really stands out to us is worry about the future," said Porcelli. "The geopolitical issues of recent weeks are seeping into expectations about markets and respondents' financial position. The number of people who expect the value of their investments to 'get worse' rose to the highest level in four months. The erosion in personal finances has translated into people thinking they will have less to spend on discretionary items, and that number rose to the highest level in at least a year."

The survey found growing concern about inflation, with consumers expecting that higher raw material costs will drive even greater price increases in the sectors already giving them the most trouble. Nine-in-10 consumers (93 per cent) expect to see higher oil and gasoline prices and 90 per cent expect to see higher food and grocery costs. Consumers had lower inflation expectations for durable goods, with 66 per cent expecting higher prices for clothing, 56 per cent for automobiles and 52 per cent for appliances.

"Aside from geopolitical fears, we believe these results also reflect increased concern about rising prices," said Porcelli. "While the overwhelming majority expects prices will rise for energy and food, these are not the only areas of concern. Our survey suggests significant worry about prices exists in clothing, autos and appliances. This phenomenon is not limited to the here-and-now, either. Indeed, those expecting prices will go up over the next five years also jumped significantly."

This month's decline in the RBC Consumer Outlook Index was reflected in weakening across all five of the sub-indexes. The deteriorating sentiment is driven primarily by the **Current Conditions Sub-Index**, which dropped to 32.4 in March from 34.4 last month. Nearly half (47 per cent) of Americans think their current financial situation is weak, the highest level since July 2010.

In line with the Current Conditions Sub-Index, the **Expectations Sub-Index** showed the biggest drop, falling to 53.6 in March from 56.8 in February, after having actually improved in January, and the **Investment Confidence Sub-Index**, which had held steady the past couple of months, declined to 36.3 from 39.0 last month. Nearly two-in-five Americans (39 per cent) think the next month will be a bad time to invest in the stock market, up sharply from 29 per cent last month, and half of Americans (51 per cent) are now less confident of their ability to invest in the future.

Although the official unemployment numbers have declined recently, consumers continue to be concerned about the job market. The **Jobs Sub-Index** edged down this month to 50.1 from February's 50.9.

The decline in consumer confidence was mirrored by broader worries, with two-thirds of Americans (67 per cent) saying the country is on the wrong track, up from 60 per cent last month, the 11th-consecutive month at or above the 60 per cent mark. Underscoring consumer anxiety about the future, nearly one in three Americans (31 per cent) think that the U.S. economy and their own financial situation will get worse in the next year or so, the highest negative sentiment expressed by consumers in more than a year.

The RBC U.S. Consumer Outlook Index provides the most up-to-date and comprehensive outlook of U.S. consumers based on data collected from interviews with a nationally representative sample of more than 1,000 U.S. adults conducted over a multi-day polling period each month by Ipsos, the world's second-largest market and opinion research firm. The results in this news release reflect some of the findings of the Ipsos poll of 1,004 U.S. adults conducted February 25-28, 2011. The RBC Consumer Outlook Index is released within 36 hours after the U.S. online panel members are interviewed. Weighting is employed to balance demographics and ensure that the survey sample's composition reflects that of the U.S. adult population according to Census data and to provide results intended to approximate the sample universe.

The entire RBC Consumer Outlook Index report can be viewed at:www.rbc.com/newsroom/rbc-consumer-outlook-index-releases.html.

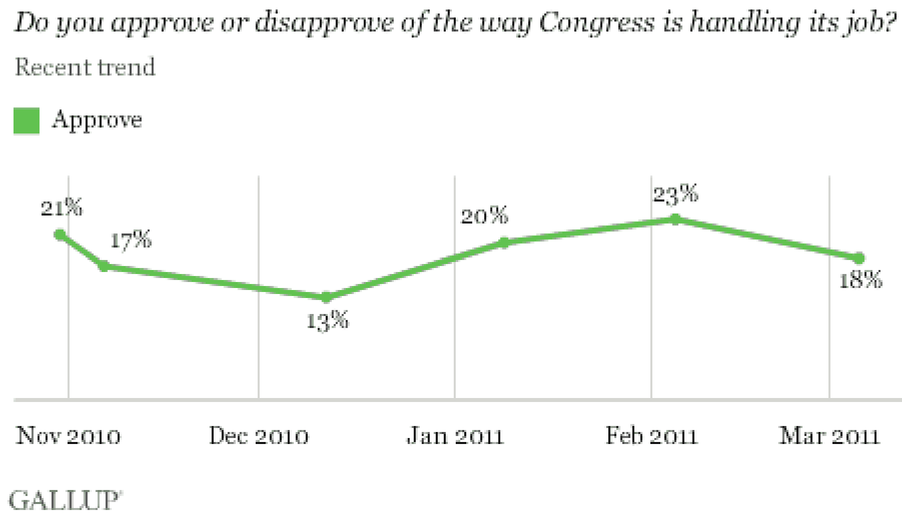
Source: http://www.ipsos-na.com/news-polls/pressrelease.aspx?id=5150

162-12. Congressional Approval Back Below 20%

Decline in approval rating in third month of new Congress similar to 1995, 2007

March 11, 2011

PRINCETON, NJ -- Congress' approval rating is down to 18% after being in the 20% range the first two months of the year, and is essentially back to where it was just after last November's midterm elections.

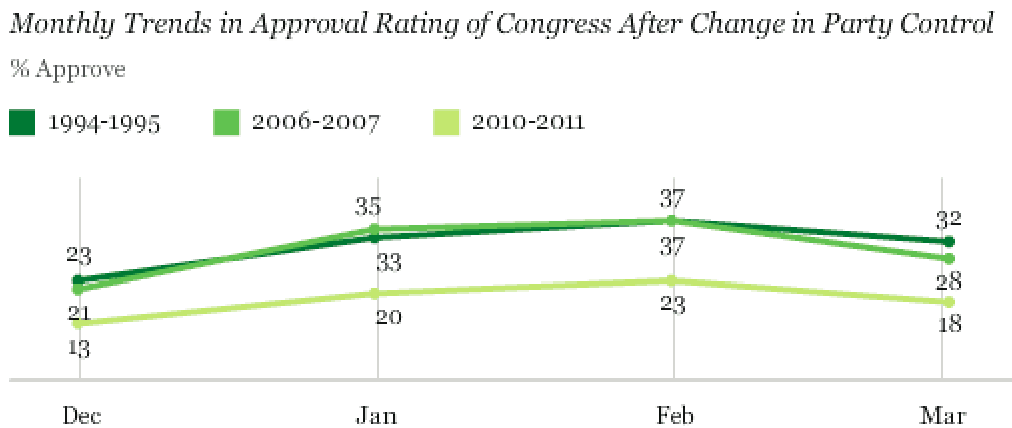


Americans' opinions of Congress have not been very positive historically, with an average 34% approval rating since Gallup began tracking this measure in 1974. But the recent approval ratings for Congress have been among the lowest in Gallup's 37-year trend. Since 2008, Congress' approval rating has been below 20% in 15 of 39 months, including a record-low 13% last December.

The election of the new Congress in November brought about an opportunity for Congress' ratings to improve, as they did the last two times a change in party control occurred, in 1995 and 2007.

Between December 2010 and February 2011, Congress' approval rating increased a total of 10 points, slightly less than the increases from December 1994 to February 1995 (14 points) and December 2006 to February 2007 (16 points).

In all three instances, though, Congress' approval rating receded by the third month of the new Congress.



Note: February 1995 approval figure is an average of two ratings from that month.

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Independents Are Least Approving of Congress

The current split control of Congress, with Republicans the majority party in the House of Representatives and Democrats the majority party in the Senate, may be behind the unusual pattern of similar approval ratings by party that Gallup has observed so far this year. Now, 20% of both Republicans and Democrats approve of the job Congress is doing. Independents' ratings are slightly lower, at 15%.

Approval of Congress, by Political Party

Recent trend

	Democrats	Independents	Republicans
Mar 3-6, 2011	20%	15%	20%
Feb 2-5, 2011	25%	23%	23%
Jan 7-9, 2011	24%	16%	22%

GALLUP

Since February, ratings among all three party groups are down, with the drop greatest among independents.

Implications

Though Congress' ratings remain depressed, they did improve when the 112th Congress took office in January. However, as has been the case in prior congressional power shifts, those more positive feelings toward the institution were fairly brief, with approval ratings declining in the third month.

Congress faces much difficult work in the coming months, most notably agreeing on budgets for the 2011 and 2012 fiscal years. Both parties have expressed a desire to rein in federal spending, but they disagree on how much to cut and which programs to target. If Congress remains at an impasse on the budgets, its already-low rating could threaten the all-time low from December.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted March 3-6, 2011, with a random sample of 1,021 adults, aged 18 and older, living in the continental U.S., selected using random-digit-dial sampling.

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

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

Samples are weighted by gender, age, race, education, region, and phone lines. Demographic weighting targets are based on the March 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.

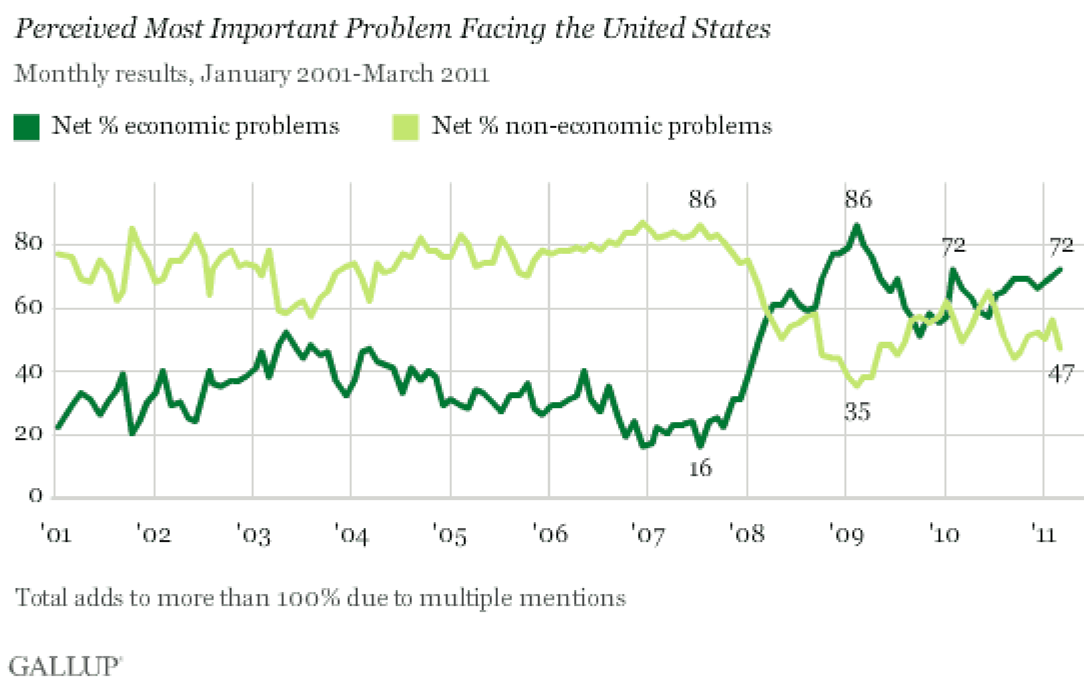
Source:*http://www.gallup.com/poll/146567/Congressional-Approval-Back-Below.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA*

162-13. Americans' Concern About Economy Rises to 12-Month High

Mentions of federal budget deficit and gas prices edge higher in March

March 10, 2011

PRINCETON, NJ -- Seventy-two percent of Americans cite some aspect of the U.S. economy as the "most important problem" facing the country today. This is the highest net mention of the economy since February 2010, although still below the 86% peak recorded in February 2009 as Washington was focused on passing an economic stimulus plan.



Gallup began asking the "most important problem" question in 1939 and established monthly updates in 2001. Economic concerns became dominant for Americans in April 2008 and have since tied or outpaced non-economic concerns in all but four months.

The latest update is from a March 3-6 Gallup poll. The top five economic problems named this month are the economy in general (28%), unemployment (26%), the federal deficit or debt (13%), gas prices (6%), and lack of money (4%). The top non-economic problems are dissatisfaction with the nation's government or leaders (11%), healthcare (9%), wars (5%), education (4%), and ethical/moral decline (3%).

Despite the political turmoil in the Middle East, including uprisings in Egypt and Libya, no more than 1% of Americans mention any of these issues as the country's most important problem.

Top Five Economic and Non-Economic Problems Named as "Most Important Problem" Facing U.S.

	March 3-6, 2011
	%
ECONOMIC PROBLEMS (NET)	72
Economy in general	28
Unemployment/Jobs	26
Federal budget deficit/Federal debt	13
Gas/Fuel prices	6
Lack of money	4
NON-ECONOMIC PROBLEMS (NET)	47
Dissatisfaction with government/Congress/politicians; poor leadership; corruption; abuse of power	11
Poor healthcare/hospitals; high cost of healthcare	9
Wars/War (nonspecific)/Fear of war	5
Education/Poor education/Access to education	4
Ethics/Moral/Religious/Family decline; dishonesty	3

GALLUP

Complete results can be found in the Survey Methods section at the end of this story.

Unemployment Mentions Down; Deficit Up

The current percentage specifically mentioning unemployment and jobs is down to 26% from 35% in February -- which was the highest percentage naming that issue since 1983 -- and now roughly matches December and January levels. This month's decline could reflect the government's positive February jobs report, which came out while the survey was in the field. However, mentions of unemployment as the most important problem have fluctuated over the past year and could easily rise again in future reports.

The 28% who currently mention the economy in general is down from 35% in October, but similar to most monthly readings since late 2009. Prior to that, Gallup documented a roughly two-year stretch from late 2007 through 2009 when the economy in general was Americans' paramount economic concern.

Mentions of the federal deficit/federal debt have inched up since October, and at 13% are the highest Gallup has recorded in over a decade, no doubt reflecting the debate on Capitol Hill over the size of the federal debt and whether various budget proposals are doing enough to cut deficit spending.

Most Important Problem Facing the United States

Trends in top three economic issues

Monthly results, January 2001-March 2011

GALLUP'

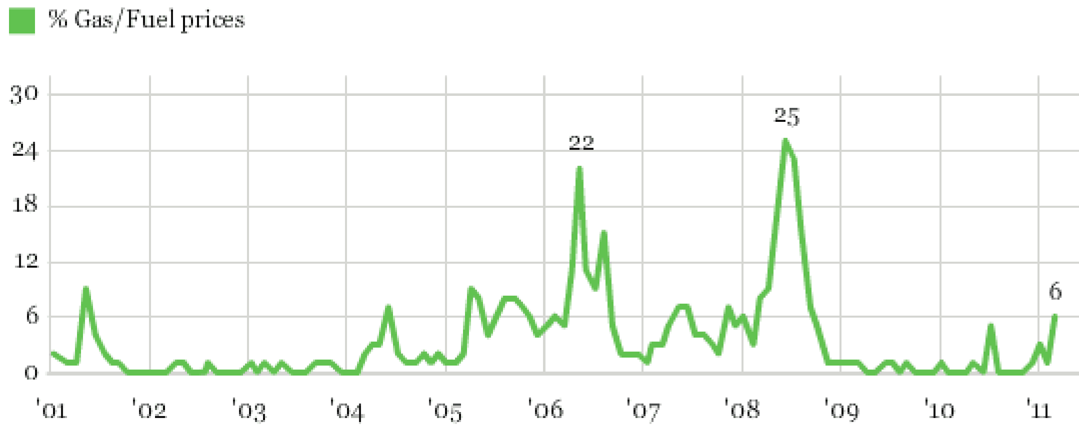
Americans Slow to React to Rising Gas Prices

The increase in mentions of gas prices over the past month, from 1% to 6%, corresponds with surging gas pump prices over the same period, now averaging $3.52 nationally. Still, this five-point gain is a rather subdued reaction relative to the last time the average gas price was in this range.

Three weeks after gas prices exceeded the $3.50 mark in April 2008 -- at that time a record high -- Gallup found 17% of Americans citing gas/fuel prices as the nation's top problem. Concern rose to 25% as pump prices first topped $4 in June of that year. However, as prices descended from August through October, public concern quickly dissipated. Only 7% mentioned the issue in September 2008, when prices were back to $3.69. Gallup saw a similar pattern as gas flirted with the $3 threshold in 2006.

In other words, certain price points at the pump appear to be alarming to consumers only when they're a novelty, and when prices are on the way up, not when they're coming down.

Most Important Problem Facing the United States



Monthly results, January 2001-March 2011

GALLUP

Bottom Line

Economic concerns continue to weigh heavily on Americans' minds, as evidenced by the issues Americans consider to be the nation's most important problem. The economy in general and unemployment dominate their economically oriented responses, but mentions of the federal budget deficit and gas prices are up.

Gallup's "most important problem" trends suggest that Americans' top-of-mind concern about gas prices will continue to mount as prices edge higher, but isn't likely to surge above 20% until prices set a new record, which would be something over $4.11.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted March 3-6, 2011, with a random sample of 1,021 adults, aged 18 and older, living in the continental U.S., selected using random-digit-dial sampling.

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

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

Samples are weighted by gender, age, race, education, region, and phone lines. Demographic weighting targets are based on the March 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/146558/Americans-Concern-Economy-Rises-Month-High.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA*

162-14. Republicans and Democrats Disagree on Muslim Hearings

Overall, 52% of Americans say congressional hearings scheduled for Thursday are appropriate

March 9, 2011

PRINCETON, NJ -- Republicans and Democrats differ significantly in their views of the House Homeland Security Committee hearings to investigate terrorist recruitment efforts in the American Muslim community, scheduled to begin Thursday morning in Washington. While 52% of all Americans say these hearings are appropriate, Republicans, at 69%, are much more likely to say this than are Democrats, at 40%. Independents' views are similar to the national average, with 51% supporting the hearings.

As you may know, Congress is scheduled to begin hearings this week to explore al Qaeda's efforts to recruit terrorists in the U.S., as well as whether the Muslim-American community is doing enough to stop those efforts. Do you think it is appropriate or not appropriate to hold these hearings focused just on U.S. Muslims?

	% Appropriate	% Not appropriate	% No opinion
All Americans	52	38	10
Democrats	40	49	11
Independents	51	42	7
Republicans	69	23	8

March 8, 2011

GALLUP'

Republican Rep. Peter King of New York will chair the scheduled hearings, which are officially called "The Extent of Radicalization in the American Muslim Community and That Community's Response." The hearings have become controversial, with various individuals and groups arguing that they should be expanded to other groups involved in domestic terrorism rather than singling out just U.S. Muslims. The March 8 *USA Today*/Gallup poll underscores the polarizing nature of the hearings, with King's fellow Republicans strongly supporting them, while Democrats tilt in the opposite direction.

The survey also included a set of questions asking Americans whether four specific characteristics apply to Muslims living in the U.S. These characteristics are similar to a longer series measured in a *USA Today*/Gallup poll conducted in July 2006.

As was the case in 2006, Americans overwhelmingly agree that Muslims in America are committed to their religious beliefs and about half (53%) also agree that Muslims are supportive of the United States. Thirty-six percent say Muslims living in the U.S. are too extreme in their religious beliefs. Americans are least likely to agree that U.S. Muslims are sympathetic to the al Qaeda terrorist organization (28%), similar to what Gallup found in 2006.

Now, thinking specifically about Muslims, do you think each of the following applies -- or does not apply -- to Muslims living in the U.S.?

Among national adults and by party ID

	Applies, national adults	Does not apply, national adults	Applies, Republicans	Applies, Independents	Applies, Democrats
	%	%	%	%	%
Committed to their religious beliefs	82	8	84	84	79
Supportive of the United States	53	32	43	56	59
Too extreme in their religious beliefs	36	50	50	37	25
Sympathetic to the al Qaeda terrorist organization	28	54	38	26	24

March 8, 2011

GALLUP'

There are significant partisan differences in these views:

- Forty-three percent of Republicans say Muslims are "supportive of the United States," while a majority of independents and Democrats agree.
- Half of Republicans say Muslims are too extreme in their religious beliefs, while well less than half of independents (37%) and Democrats (25%) agree.

A minority of all groups -- regardless of party orientation -- say Muslims in America are sympathetic to the al Qaeda terrorist organization, although Republicans are somewhat more likely to believe this.

Implications

The controversy over the King hearings in the House Homeland Security Committee has arisen in large part because some individuals and groups feel that Muslim Americans are unduly targeted in a way that may be harmful to the image of Muslims in this country. Rep. King has said Muslims shouldn't be threatened or intimidated by his hearings, and that "it makes no sense to talk about other types of extremism, when the main threat to the United States today is talking about al Qaeda."

The current data suggest that Americans overall are more likely than not to agree with King that his hearings are appropriate, at least in their reactions to the description of those hearings included in this survey. The majority of Americans, however, do not believe that Muslims in this country are sympathetic to al Qaeda.

The large partisan gulf in some of these attitudes, however, underscores the sharply polarized way in which Republicans and Democrats view the world today -- even in their subjective characterizations of religious groups. Less than half of Republicans believe that Muslims in the U.S. are supportive of the United States, while a clear majority of Democrats do. And, most relevant to the current debate, while Republicans strongly support the appropriateness of the King hearings, less than half of Democrats agree.

Survey Methods

Results for this *USA Today*/Gallup poll are based on telephone interviews conducted March 8, 2011, on the Gallup Daily tracking survey, with a random sample of 1,006 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/146540/Republicans-Democrats-Disagree-Muslim-Hearings.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

162-15. Continuing Divide in Views of Islam and Violence

March 9, 2011

The public remains divided over whether Islam is more likely than other religions to encourage violence among its believers. Currently, 40% say the Islamic religion is more likely than others to encourage violence while 42% say it is not.

Public Remains Split Over Whether Islam Is More Likely to Encourage Violence

	Mar 2002	July 2003	Aug 2007	Aug 2009	Aug 2010	Mar 2011
Islamic religion ...	%	%	%	%	%	%
Is more likely than others to encourage violence	25	44	45	38	35	40
Doesn't encourage violence more than others	51	41	39	45	42	42
Other/Don't know	24	15	16	16	24	18
	100	100	100	100	100	100

PEW RESEARCH CENTER Feb. 22-Mar. 1, 2011. Figures may not add to 100% because of rounding.

These opinions have changed little in recent years. But in March 2002, just 25% saw Islam as more likely to encourage violence while twice as many (51%) disagreed.

The national survey by the Pew Research Center for the People & the Press, conducted Feb. 22-March 1 among 1,504 adults, finds that most young people reject the idea that Islam is more likely than other religions to promote violence. Nearly six-in-ten (58%) of those younger than age 30 say Islam does not encourage violence more than other religions; 31% say it does. By contrast, a plurality of those ages 50 and older (45%) say Islam is more likely to encourage violence.

Most Conservatives, Tea Party Supporters Link Islam to Violence

Is Islam more likely than other religions to encourage violence?	More likely %	Not more likely %
Total	40	42
White	44	41
Black	24	53
Hispanic	36	38
18-29	31	58
30-49	41	43
50-64	46	34
65+	42	35
Conservative Republican	66	21
Mod/Lib Republican	46	47
Independent	38	44
Cons/Mod Democrat	31	48
Liberal Democrat	29	61
Protestant	46	37
White evangelical	60	24
White mainline	42	42
Catholic	35	45
White Catholic	39	46
Unaffiliated	30	56
Tea Party movement		
Agree (20%)	67	24
Disagree (25%)	24	62
No opinion (52%)	38	41

PEW RESEARCH CENTER Feb. 22-Mar. 1, 2011. Whites and blacks include only those who are not Hispanic; Hispanics are of any race.

Political and ideological divisions are even wider: By roughly three-to-one (66% to 21%), conservative Republicans say Islam encourages violence more than other religions. Moderate and liberal Republicans are divided -- 46% say Islam is more likely to encourage violence, 47% say it is not.

By more than two-to-one (61% to 29%), liberal Democrats say that Islam is not more likely than other religions to promote violence. Conservative and moderate Democrats, by a smaller margin (48% to 31%), agree.

Fully 67% of those who agree with the Tea Party movement say Islam is more associated with violence than other religions. Among those who disagree with the Tea Party, the balance of opinion is nearly reversed -- 62% say Islam is no more likely than other religions to promote violence while 24% say it is. Among the large share of the public that offers no opinion of the Tea Party, 38% say Islam is more likely to promote violence while about the same number (41%) disagrees.

A clear majority of white evangelical Protestants (60%) say that Islam is more likely to encourage violence than are other religions. Far fewer white mainline Protestants (42%) and white Catholics (39%) express this view. And by nearly two-to-one (56% to 30%), the religiously unaffiliated say that the Islamic religion does not encourage violence more than others.

Source:http://pewresearch.org/pubs/1921/poll-islam-violence-more-likely-other-religions-peter-king-congressional-hearings

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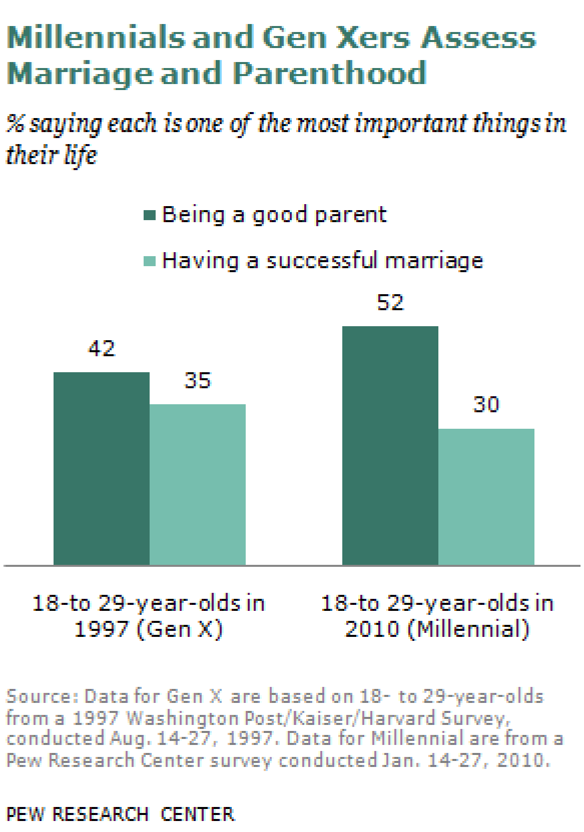
162-16. For Millennials, Parenthood Trumps Marriage

March 9, 2011

Throughout history, marriage and parenthood have been linked milestones on the journey to adulthood. But for the young adults of the Millennial Generation, these social institutions are becoming delinked and differently valued.



Today's 18- to 29-year-olds value parenthood far more than marriage, according to a new Pew Research Center analysis of attitudinal surveys.

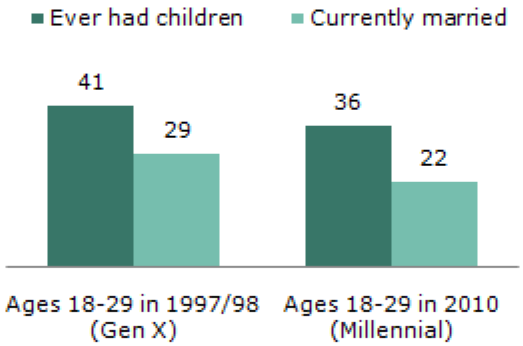
A 2010 Pew Research survey found that 52% of Millennials say being a good parent is "one of the most important things" in life. Just 30% say the same about having a successful marriage -- meaning there is a 22-percentage-point gap in the way Millennials value parenthood over marriage.

When this same question was posed to 18- to 29-year-olds in 1997, the gap was just seven percentage points. Back then, 42% of the members of what is known as Generation X said being a good parent was one of the most important things in life, while 35% said the same about having a successful marriage.

Pew Research surveys also find that Millennials are less likely than adults ages 30 and older to say that a child needs a home with both a father and mother to grow up happily and that single parenthood and unmarried couple parenthood are bad for society.

Millennials and Gen Xers: Marital and Parenthood Status

% among 18- to 29-year-olds



Note: % of ever had children is based on women.

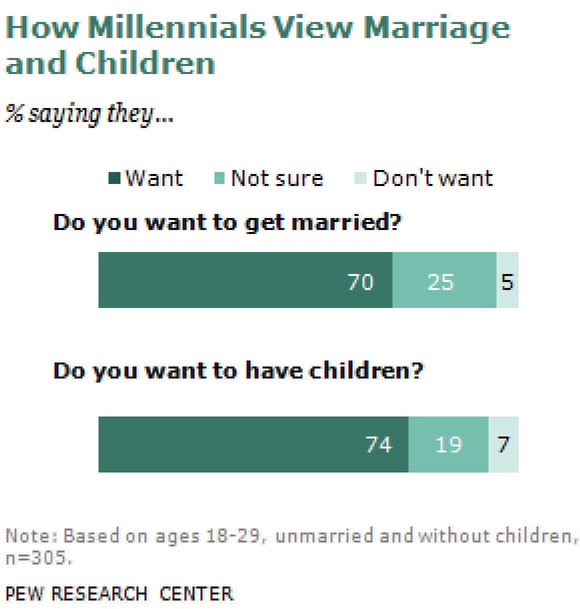
Source: Pew Research Center calculations of Current Population Surveys March 2010 and 1997, and June Supplement of CPS, 2010 and 1998, IPUMS.

PEW RESEARCH CENTER

In many -- but not all -- respects, these attitudinal changes mirror behavioral changes. Young adults today are slower to marry than were their counterparts in older generations. Just 22% of Millennials are currently married. Back when Gen Xers were the same age that Millennials are now, some three-in-ten of them were married, as were more than four-in-ten Baby Boomers and more than half of the members of the Silent Generation (adults now ages 65 and older).

The delay in marriage among today's young adults has been accompanied by a corresponding increase in the rate of out-of-wedlock births. Just over half (51%) of all births among Millennials in 2008 were to unwed mothers, compared with just under four-in-ten (39%) among Gen Xers in 1997, when they were the same age that Millennials are now.

However, the overall incidence of parenthood among young adults has declined. In 2010, 36% of women ages 18 to 29 had ever had children; in 1998, that figure was 41%.

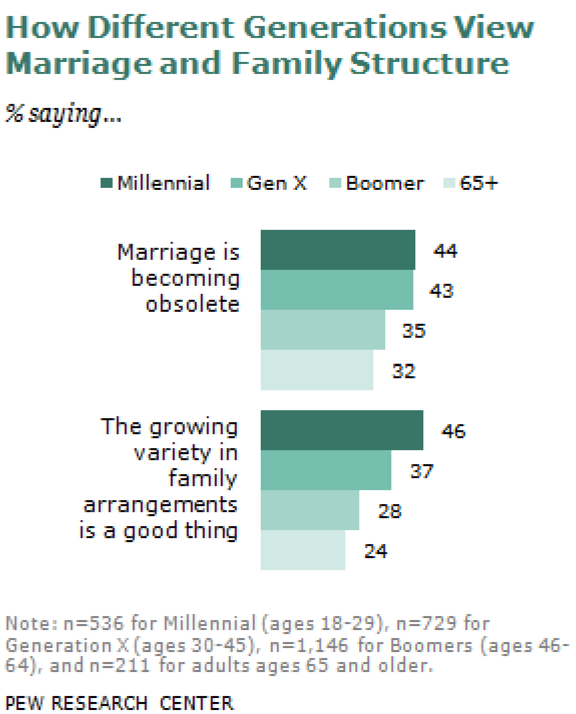


Most Millennials Want Both

Even though their generation has been slow to marry and have children, most Millennials look forward to doing both. Among 18- to 29-year-olds who are not currently married and have no children, 70% say they want to marry and 74% say they want to have children.

Among those who have never married and have no children, 66% want to marry and 73% want to have children.

However, a significant minority of Millennials aren't sure they want marriage (25%) or parenthood (19%). And a small minority say they do not want to marry (5%) or have children (7%).



Millennials are less likely than older generations to link marriage with parenthood. About a third of Millennials (34%) think that more unmarried couples raising children is a bad thing for society, compared with 45% of those ages 30 and older.

Likewise, about six-in-ten (63%) Millennials think that single motherhood is bad for society, compared with seven-in-ten (71%) adults ages 30 and older. More than four-in-ten (44%) Millennials say that the institution of marriage is becoming obsolete, compared with 37% of those ages 30 and older.

In addition, Millennials and Gen Xers are less likely than older generations to say that a child needs a home with both a father and a mother present to grow up happily. Only a slim majority of Millennials (53%) and Gen Xers (57%) say this, compared with three-quarters of adults who are ages 65 years or older.

Source: http://pewresearch.org/pubs/1920/millennials-value-parenthood-over-marriage

162-17. Whether consumers will stay away from electric powertrain vehicles

Because they don't understand how they work

Synovate survey

9 March 2011

DETROIT — New research from global market research firm Synovate suggests that consumer knowledge about hybrid power trains is so low that it could prove a significant barrier to sales. Even though electric powertrains, especially Hybrids, have been available for 10 years, new vehicle buyers remain woefully ignorant about even the basics.

Few among those surveyed know that Hybrid Electric Vehicles (HEVs) contain electric batteries, and only two-thirds know that HEVs use both gasoline and batteries. Many think that HEVs need to be plugged in. Only one-third of people surveyed know that HEVs can run on the electric motor only. Naturally, then, when the industry asserts that emissions are lower with hybrid vehicles, the claim is difficult for many people to understand.

Statements	BEV	PHEV	HEV
Contains electric batteries	77%	59%	50%
Has zero tailpipe emissions	66%	40%	28%
Needs to be plugged in to charge the batteries	67%	65%	28%
Needs a special cord that goes from the vehicle to the electrical socket	56%	69%	29%
Takes more than 15 minutes to re-fuel	49%	51%	28%
Should be plugged into a 220 volt charging outlet	58%	62%	26%
Can run on the electric motor only	65%	42%	35%
Has a maximum range of around 150 miles	59%	44%	27%
Can use an extension cord of no more than 20 feet in length with the plug	52%	64%	25%
Uses both gasoline to power an internal-combustion engine and batteries to power an electric motor	15%	39%	64%
Uses gasoline as a fuel source	11%	33%	58%
Uses hydrogen as a fuel source	13%	16%	23%
Grade %	68%	55%	65%

When it comes to Plug-in Hybrid Electric Vehicles (PHEVs) the situation is even worse. While many know that PHEVs have a plug and need to be plugged in, most survey respondents did not think that PHEVs used gasoline, either as a source or in conjunction with an electric motor. Equally concerning is the fact that less than half of all new vehicle buyers know that PHEVs can run in all electric mode.

Knowledge of how Battery Electric Vehicles (BEVs) work is somewhat higher, but there is still widespread confusion about charge times, operation and emissions.

As Stephen Popiel, senior vice president of Synovate Motoresearch, says, "This low level of understanding about the way in which electric powertrain vehicles work will have profound consequences for vehicle sales. In the short term, dealers will have to spend an inordinate amount of time explaining the workings of PHEVs and BEVs to interested buyers. We have to wonder if consumers will become disillusioned when they understand the actual requirements of electric vehicles. Will the person who goes to their Chevy dealer to buy a Volt, or their Nissan dealer to buy a Leaf, still buy the vehicle once they discover the need for plugs and 220 volt outlets? And, if they become discouraged with the electric option, will they stay and buy a different Chevy or Nissan vehicle? Or simply leave in confusion?"

The bigger question, according to Popiel, is, "Whose job is it to educate consumers about these powertrains?" First mover advantage can bring glory but also the need to educate consumers. Is it in the best interest of Nissan to educate the market about electric vehicles?

The answer, according to Popiel is both yes and no. "Yes, they must to help build their sales. But also no, as they will simply gives other OEMs a long set of coat-tails to ride on."

Clearly, there is a role for government to play, beyond just legislating quotas. "There needs to be a significant consumer education process to explain why we must move from a petroleum-based powertrain to an electric based powertrain," said Popiel. "The awareness campaign would have to address questions of environmental protection and national security, i.e. dependence on foreign oil leaves our society vulnerable to outside disruptions."

And, of course, consumers need to understand what the new powertrain vehicles will mean to their driving behaviors and vehicle maintenance habits. Long-term success of the electrification of the fleet will only come about with a better-educated consumer. According to Popiel, "The C and D grades consumers earned in our research simply aren't good enough to support the profound societal shift the industry will need to deliver federally-mandated quotas."

About the Synovate 'Alternative Fuels' survey

This automotive survey was conducted between October 22 and November 2, 2010 in the United States with 1898 new vehicle buyers and intenders by Synovate eNation. Respondents for this survey were selected via a systematic random sample from among those who have agreed to participate in Synovate Panel surveys. The Synovate online panel is composed of almost one million U.S. adults who have been recruited to regularly participate in Synovate's online surveys. Data were weighted by vehicle ownership to reflect the new vehicle market. The respondents were asked the following questions:

Q6. Below are some statements that may or may not apply to different vehicles technologies. Please select all the attributes that you feel describe each of these technologies

[PROG: RANDOMIZE STATEMENT S]	Battery-electric (BEV)	Plug-in hybrid electric (PHEV)	Hybrid-electric (HEV)	Fuel cell-powered (FCV)
Contains electric batteries				
Needs to be plugged in to charge the batteries				
Should be plugged into a 220 volt charging outlet				
Can run on the electric motor only				
Has zero tailpipe emissions				
Uses gasoline as a fuel source				
Uses hydrogen as a fuel source				
Uses both gasoline to power an internal-combustion engine and batteries to power an electric motor				
Has a maximum range of around 150 miles				
Takes more than 15 minutes to re-fuel				
Can use an extension cord of no more than 20 feet in length with the plug				
Needs a special cord that goes from the vehicle to the electrical socket				

Source: http://www.synovate.com/news/article/2011/03/synovate-survey-reveals-whether-consumers-will-stay-away-from-electric-powertrain-vehicles-because-they-don-t-understand-how-they-work.html

162-18. Republicans Negative, Democrats Positive in Describing Unions

Among all Americans, 38% have a negative image, 34% positive, and 17% neutral

March 11, 2011

PRINCETON, NJ -- Americans are slightly more likely to say something negative rather than positive when asked what word or phrase comes to mind when they think of "labor unions." By about a 3-to-1 ratio, Republicans have negative rather than positive things to say about labor unions. By better than 2 to 1, Democrats' impressions of unions are more positive than negative.

What word or phrase comes to mind when you think of labor unions?

	National adults	Republicans/ Republican-leaning independents	Democrats/ Democratic-leaning independents
	%	%	%
Positive	34	18	49
Neutral	17	16	19
Negative	38	58	19
Don't know	12	9	13

March 3-6, 2011

GALLUP

Americans' responses to the question reveal a less positive picture of labor unions' image than Gallup found last summer on the standard labor union approval question asked since the 1930s. In August 2010, 52% of Americans said they approved of unions, while 41% said they disapproved. Although more positive than negative, this was the second-lowest union approval rating in Gallup's history, behind only the 48% in 2009.

Unions have been in the news in recent weeks, mostly as a result of the controversial efforts by the governors of Wisconsin and other states to close state budget deficits by severely limiting collective bargaining for state employee unions as well as reducing union members' pay and benefits.

These battles over state employee unions have been highly partisan, with Republican governors typically pitted against Democratic legislators. In Wisconsin, Democratic state senators went so far as to leave the state in an effort to prevent a vote on a proposed law limiting state union bargaining power.

This same type of partisan rift in views of unions is evident in average Americans' word associations. A majority of Republicans and Republican-leaning independents (58%) use a word or phrase that Gallup coders classified as negative when they think of labor unions, while 18% said something positive. On the other hand, 49% of Democrats and Democratic-leaning independents have positive reactions when they think of labor unions; 19% have negative ones.

Word Cloud Reveals Terms Americans Use Most to Describe Unions

The specific words and phrases respondents use when asked about labor unions are detailed in the accompanying word cloud, which arrays verbatim responses based on their frequency of occurrence, and are outlined by category in the accompanying table. Although negative comments outnumber positive ones, overall, the words "good" and "necessary" make up a relatively high percentage of the positive responses, while negative responses are more varied.

Americans' associations of words or phrases with labor unions are understandably diverse. No single image comes to the minds of more than 10% of Americans. The most frequently used category of phrases is "good/great," followed in order by "unnecessary/no longer needed," "for them/approve/in favor," "necessary/needed," and "dislike."

What word or phrase comes to mind when you think of labor unions? [Open-ended]

	National adults	Republicans/ Republican-leaning independents	Democrats/ Democratic-leaning independents
	%	%	%
Good/Great	10	6	13
Unnecessary/No longer needed	6	9	4
For them/Approve/In favor	6	2	9
Necessary/Needed	6	2	10
Dislike	4	6	2
Against/Oppose/Not for	4	5	3
Bad/Unfair	4	6	1
Powerful	3	5	2
Workers' rights	3	1	4
Crooks/Thieves	3	4	1
Corrupt	2	5	*
Protection	2	2	3
OK/Fair	2	1	1
Greedy	2	3	*
Outdated	1	2	1
Strikes	1	1	2
Collective bargaining	1	1	2
Helpful	1	1	2
Positive	1	1	1
Negative	1	1	*
Controlling	1	1	1
Evil	1	1	*
Get rid of/Disband	1	1	0
Disgusting	0	1	0
Beneficial	0	*	1
Monopoly	0	*	*
Excellent	0	0	*
Other	23	22	22
Don't know	12	10	13

* Less than 0.5%
March 3-6, 2011

GALLUP

For Democrats, the top 10 responses to "labor union" are mostly positive (such as "good" and "needed") or neutrally descriptive (such as "collective bargaining" and "strikes"):

1. Good/Great
2. Necessary/Needed
3. For them/Approve
4. Workers' rights
5. Unnecessary/No longer needed
6. Protection
7. Against/Oppose/Not for
8. Collective bargaining
9. Powerful
10. (tie) Strikes

(tie) Dislike

Republicans' top 10 thoughts about unions are mostly negative, although the second-most-common response is "good" or "great:

1. Unnecessary/No longer needed
2. Good/Great
3. Dislike
4. Bad/Unfair
5. Against/Oppose
6. Powerful
7. Corrupt
8. Crooks/Thieves
9. Greed
10. Necessary/Needed

Implications

More than anything else, this word association procedure highlights the fundamentally partisan difference in views of labor unions in America today. Unions have generally supported Democratic candidates in elections and have been viewed as a major ally of the Democratic Party in general. These data confirm that rank-and-file Democrats and Democratic-leaning independents share a generally positive view of unions, with less than 20% having a negative image of them. Republicans across the country, however, are much more negative; more than half associate a negative word or phrase with labor unions.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted March 3-6, 2011, with a random sample of 1,021 adults, aged 18 and older, living in the continental U.S., selected using random-digit-dial sampling.

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

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

Samples are weighted by gender, age, race, education, region, and phone lines. Demographic weighting targets are based on the March 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/146588/Republicans-Negative-Democrats-Positive-Describing-Unions.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

162-19. Americans' Message to States: Cut, Don't Tax and Borrow

Sharpest partisan disagreement is over collective bargaining

March 9, 2011

PRINCETON, NJ -- Of seven possible ways to balance their own state's budget, Americans are most likely to favor cutting back on state programs (65%) and reducing the number of state workers (62%). Floating more bonds (30%) and raising state income or sales taxes (33%) garner the least support, followed by raising business taxes (39%).

Support for Proposals to Balance Budget in Your State

Thinking now about state government efforts to balance their budgets, please say whether you would favor or oppose taking each of the following steps to help balance your state's budget. How about____?

	Favor	Oppose	No opinion
	%	%	%
Reducing or eliminating certain state programs	65	32	3
Reducing the number of workers on the state payroll	62	35	3
Changing state laws to limit the bargaining power of state employee unions	49	45	6
Reducing state worker pay and benefits	43	54	4
Raising state taxes on businesses	39	58	2
Raising state income or sales taxes	33	66	1
Borrowing more money by issuing bonds	30	66	3

March 3-6, 2011

GALLUP

In the nation's most high-profile budget battle, Wisconsin Gov. Scott Walker has portrayed state worker layoffs as the more draconian option he is trying to avoid by proposing cuts to state employees' pay, benefits, and collective bargaining. Nevertheless, more Americans favor layoffs than favor pay and benefit cuts, perhaps because the Gallup question doesn't specify the magnitude of each. While 62% of Americans favor layoffs, fewer than half, 43%, favor cutting state workers' pay and benefits and 54% are opposed.

Additionally, the March 3-6 poll finds Americans closely divided on the primary issue in the Wisconsin budget battle -- whether to "[change] state laws to limit the bargaining power of state employee unions." About half of Americans polled, 49%, say they would favor this in their own state; 45% are opposed.

A late February Gallup poll found 33% of Americans in favor of and 61% opposed to changes to collective bargaining laws when the issue was described as passing a law "that would take away some of the collective bargaining rights of most public unions, including the state teachers' union." Although the timing of the surveys could be a factor, the differing results likely reflect Americans' sensitivity to nuances in how the debate can be framed. They may also indicate the high and low boundaries of support for setting new limits on collective bargaining.

Partisans Agree More Than They Disagree

There is broad partisan agreement on four of the seven proposals tested. Majorities of Republicans and Democrats favor cutting back on state programs and reducing the number of state employees (although support for these is greater among Republicans than among Democrats). Majorities of Republicans and Democrats also oppose raising their state's sales and income taxes and oppose more borrowing as a means to balance the budget -- with Republicans more sharply opposed to both.

By contrast, Republicans and Democrats substantively disagree on the three other proposals. Majorities of Republicans favor limiting the collective bargaining power of state employees and cutting state workers' pay and benefits, while a majority of Democrats are opposed to these measures. Conversely, the majority of Democrats favor raising business taxes, while most Republicans are opposed.

The views of political independents fall closer to Democrats' views on the two tax proposals, but are closer to the Republicans' in terms of cutting state programs, increasing state borrowing, and changing collective bargaining laws.

Support for Proposals to Balance Budget in Your State, by Party ID

% Favor

	National adults	Repub- licans	Indepen- dents	Demo- crats
	%	%	%	%
Reduce/Eliminate certain programs	65	75	70	52
Reduce number of state workers	62	73	62	51
Limit bargaining power of state unions	49	66	51	31
Reduce state worker pay/benefits	43	51	42	36
Raise state business taxes	39	26	42	51
Raise state income/sales taxes	33	22	38	36
Borrow more by issuing bonds	30	23	29	40

March 3-6, 2011

GALLUP

Shift in Support for Program Cuts Since February

Two of the items contained in the survey -- reducing or eliminating certain state programs and reducing the pay and benefits for state employees -- were measured using a four-point "strongly favor" to "strongly oppose" scale in a separate Feb. 21 Gallup survey. While the overall percentage favoring cuts to worker pay/benefits was fairly constant in both surveys, the total percentage in favor of cutting state programs increased from 47% in February to 65% today. Whether this reflects a real change in Americans' views, or is a result of differences in the scale or number of budget proposals tested in each survey, is unclear. In any case, of the various options tested in both surveys, cutting state programs yielded the least opposition.

Bottom Line

At a time when Americans' confidence in the economy remains depressed, their personal spending remains cautious, and underemployment remains high, they are looking to state governments to dial back spending rather than tax or borrow their way to a balanced budget. However, they have mixed views on the extent to which state workers should be asked to sacrifice. While 62% of Americans are in favor of reducing the number of workers on their state's payroll, far fewer, 43%, favor reducing state workers' pay and benefits.

The good news for lawmakers seeking consensus is that Republicans and Democrats are broadly united in support of cutting programs and reducing state work rolls, and both groups generally oppose raising income and sales taxes as well as borrowing. At the same time, the greatest disagreement is over curtailing collective bargaining, underscoring the difficult nature of the budget impasses in Wisconsin and other states.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted March 3-6, 2011, with a random sample of 1,021 adults, aged 18 and older, living in the continental U.S., selected using random-digit-dial sampling.

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

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

Samples are weighted by gender, age, race, education, region, and phone lines. Demographic weighting targets are based on the March 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/146525/Americans-Message-States-Cut-Dont-Tax-Borrow.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

162-20. Obama's Weekly Job Approval Retreats to 46%

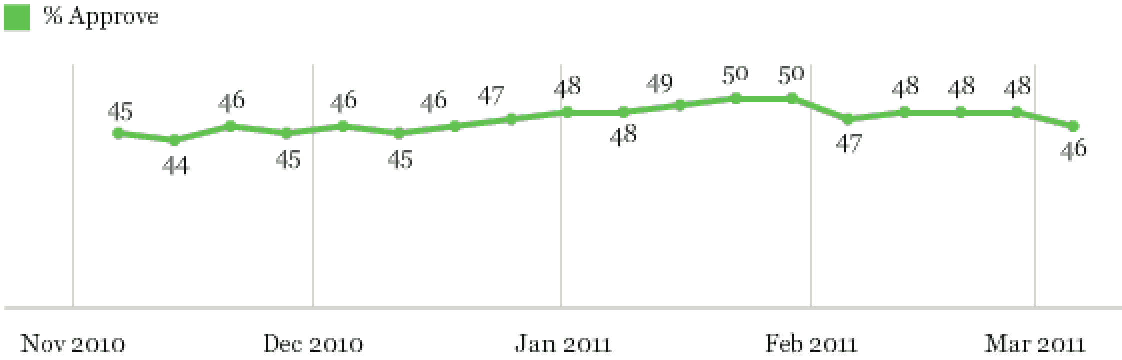
Lowest weekly average since mid-December

March 8, 2011

PRINCETON, NJ -- President Barack Obama averaged 46% job approval the week of Feb. 28-March 6, his lowest weekly average since mid-December. Obama's weekly approval rating had steadily improved from mid-December to late January, peaking at 50% during the final two weeks in January, before dropping below that mark in February.

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

Trend since November 2010



Gallup Daily tracking

GALLUP

Obama is now essentially back to where he was in the immediate post-election phase of 2010. The decline could be due to a number of issues the administration is dealing with, including the popular uprisings in the Middle East, the resulting higher gas prices, and disagreements with the Republicans in Congress about the best way to rein in federal spending.

The seven-week period from mid-December through the end of January was the longest stretch Obama has had of stable or improving ratings. Prior to that, there were several periods when his ratings either held steady or improved four weeks in a row, including a stretch from April to May 2009 that saw his approval ratings improve by a total of five percentage points.

Compared with the final two weeks of January, when Obama averaged 50% overall approval, his recent drop in support has come mainly from Democrats and independents. Last week, an average of 79% of Democrats approved of Obama, down from 84% in late January. The president's 43% approval rating among independents is down from 47% in late January, while his approval rating among Republicans is essentially the same (15% in late January and 14% now).

President Obama's Job Approval Rating by Political Party

	% Approve, Jan 17-30, 2011	**% Approve, Feb 28-Mar 6, 2011**	**Change (pct. pts.)**
All Americans	50	46	-4
Democrats	84	79	-5
Independents	47	43	-4
Republicans	15	14	-1

Gallup Daily tracking

Note: Obama averaged 50% approval both Jan. 17-23 and Jan. 24-30, 2011. The two weeks are combined for this analysis.

GALLUP

The 79% approval rating for Obama among Democrats is his first below 80% in any week since mid-December.

Implications

The end of 2010 and beginning of 2011 brought about a rebound in support for President Obama, to the extent that his average weekly approval ratings returned to the 50% level for the first time since May. That period of improved support appears to be over, now that his ratings have returned to the mid-40% range.

The continued rise in gas prices could pose a real threat to Obama's public support. Gallup has notedthat high gas prices typically bring down a president's approval rating, and indeed some of the lowest approval ratings in Gallup history have come during times of high gas prices.

Obama's re-election prospects will probably hinge to a great deal on whether the public perceives the economy to be improving. If high gas prices or other factors stall that recovery, and his approval rating remains below 50%, a second Obama term could be in jeopardy.

Explore President Obama's approval ratings in depth and compare them with those of past presidents in the Gallup Presidential Job Approval Center.

Survey Methods

Results are based on telephone interviews conducted as part of Gallup Daily tracking Feb. 28-March 6, 2011, with a random sample of 3,521 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia, selected using random-digit-dial sampling.

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

The questions reported here are asked of a random half-sample of respondents each day on the Gallup Daily tracking survey.

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/146522/Obama-Weekly-Job-Approval-Retreats.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

162-21. U.S. Economic Optimism Declines in February

Confidence drops the most among older and upper-income Americans

March 8, 2011

PRINCETON, NJ -- Gallup's Economic Confidence Index worsened to -24 in February from -21 the prior month as Americans' optimism about the U.S. economy receded from a three-year high reached in January.

Economic Confidence Index, Monthly Averages

Combination of current economic conditions and economic outlook measures

Gallup Daily tracking

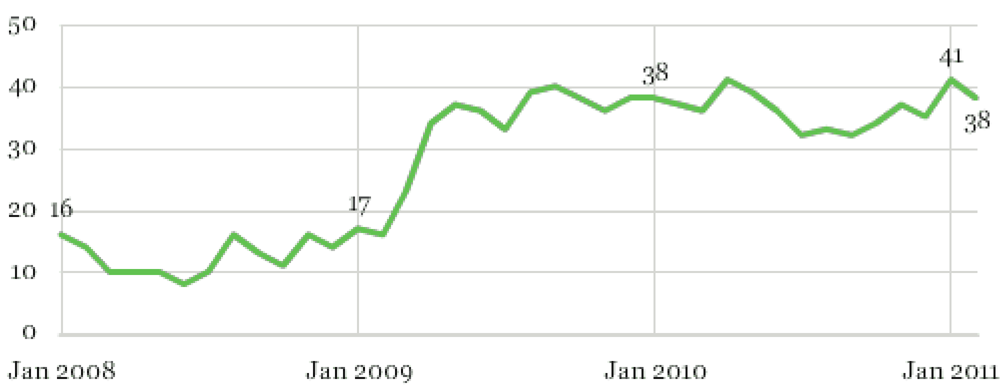
GALLUP

Gallup's Economic Confidence Index is based on two questions. One measures consumers' perceptions of current economic conditions and shows them to be the same in February as in January, with 42% of Americans rating current economic conditions "poor."

The second Index component asks Americans to rate the outlook for the U.S. economy. In February, 38% said economic conditions are "getting better," down from 41% a month earlier. However, this decline follows a January optimism level that tied for the highest since Gallup Daily tracking began in January 2008.

Percentage of All Americans Saying Economy Is "Getting Better"

Monthly averages



Gallup Daily tracking

GALLUP

Optimism Declines Across Demographic Groups

More than half of Americans aged 18 to 29 and of Democrats say economic conditions are getting better. This makes them the most optimistic among key demographic groups. At the other end of the spectrum are Republicans, with 27% saying things are getting better, and older Americans, with 33% of those 55 to 64 and 30% of those 65 or older saying this.

The largest drops in optimism in February were among those 65 or older (down five points) and among upper-income Americans and those aged 50 to 64 (down four points each). Only younger Americans saw no drop in optimism between January and February.

Percentage of Americans Saying the Economy Is "Getting Better" by Demographics, January and February 2011

Monthly averages

	Getting better, January 2011	Getting better, February 2011	Change, January to February 2011
	%	%	Pct. pts.
All	41	38	-3
Men	43	40	-3
Women	39	36	-3
18 to 29 years	52	52	0
30 to 49 years	42	40	-2
50 to 64 years	37	33	-4
65 years and older	35	30	-5
East	42	41	-1
Midwest	42	39	-3
South	39	36	-3
West	42	39	-3
Upper income	50	46	-4
Middle and lower income	40	37	-3
Democrat	55	53	-2
Independent	38	36	-2
Republican	30	27	-3

Gallup Daily tracking

GALLUP

Monthly Results Understate the Decline in Confidence

Gallup's weekly economic confidence data show that consumer optimism hit a new weekly high in mid-February but <u>fell sharply during the second two weeks of the month</u>. As a result, the decline in optimism reported for the month is an average bolstered by relatively high confidence early in February.

Recent events are not encouraging as far as the economy is concerned. Soaring gas prices, budget battles in Washington, D.C., as well as in many states, and recent declines on Wall Street suggest that Gallup's most recent weekly measure of -29 for the week ending March 6 may more accurately reflect current consumer confidence than February's monthly average.

Survey Methods

Results are based on telephone interviews conducted with 13,349 respondents as part of Gallup Daily tracking during the month of February 2011, 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 weekly sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is ±2 percentage points. For results based on the total monthly 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/146516/Economic-Optimism-Declines-February.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA

162-22. Investors' Greatest Worries: Federal Deficit and Unemployment

Wells Fargo-Gallup Investor and Retirement Optimism Index up sharply from 2009 low

March 7, 2011

PRINCETON, NJ -- When asked to evaluate the impact of 15 factors on the U.S. investment climate, investors are most likely to say the federal budget deficit (71%) and unemployment (71%) are "hurting it a lot." These are followed by energy prices (60%) and the financial condition of state and local governments (58%).

Now I am going to read you some possible situations that could affect the investment climate in the United States. For each one, please tell me whether you think that situation is hurting the investment climate in the United States a lot, hurting it a little, having no effect on it, helping it a little, or helping the investment climate a lot?

	% Hurting it a lot
The federal budget deficit	71
The unemployment rate	71
Price of energy, including gas and oil	60
The financial condition of state/local governments	58
The job growth rate	57
A politically divided federal government	51
Home prices/values	46
New healthcare regulations	45
Congress' debate over increasing the debt ceiling	45
Inflation	43
The value of the dollar against other currencies	41
The availability of credit	38
Financial conditions in Europe	28
New financial regulations	25
The current level of interest rates	21

Feb. 1-8, 2011

GALLUP

In the Feb. 1-8 Wells Fargo-Gallup Investor and Retirement Optimism Index survey, investors -- defined as those having $10,000 or more of investable assets -- represent the top third of Americans in terms of investable assets and include many retirees. Their placement of the federal budget deficit on par with unemployment on a list of economic concerns reveals that these two issues are of equal importance to them.

Energy prices rank third among investor worries, while concerns about the fragile financial condition of many state and local governments rank fourth. Both of these seem prescient, given the most recent spike in gas prices and the intensity of recent state budget battles.

It is also important to note that investors' concerns regarding "a politically divided federal government" came in sixth place, ahead of such factors as home values and new healthcare regulations. In the past, many on Wall Street have suggested that divided government is good for the markets. This finding, however, seems to suggest that the intense federal policy battles associated with today's divided government may be having a more negative than positive influence on investor psychology.

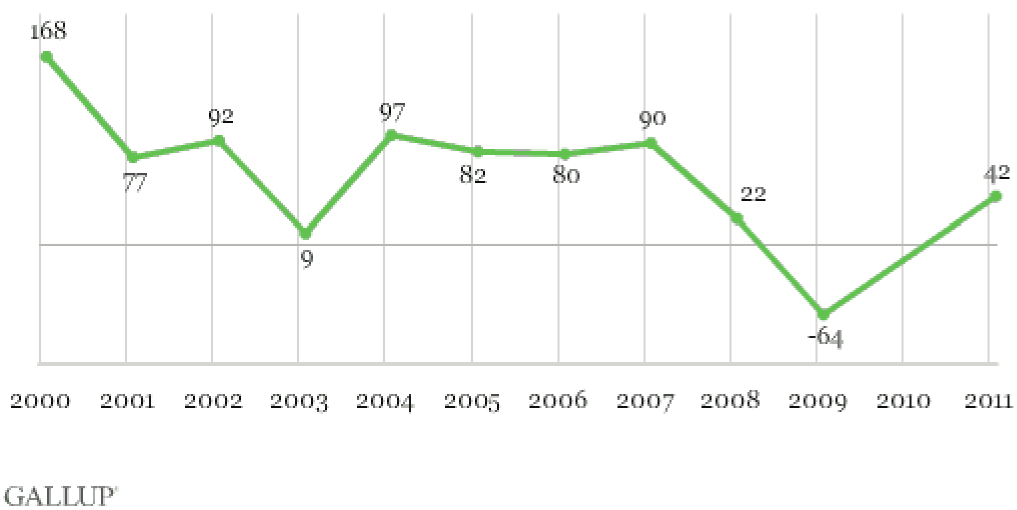
The comparatively low level of investor concern about inflation and the value of the dollar -- in 10th and 11th spots, respectively -- seems consistent with current Federal Reserve Board attitudes.

The relatively smaller percentage of investors (25%) who say new financial regulations are hurting the investment climate a lot implies that many investors may be less concerned about the fallout of the 2008 financial crisis. This -- in contrast with the level of inflation and dollar concerns -- doesn't seem consistent with banking regulators' sentiments or the feelings of many in Congress.

Investor Optimism Up in February

The Wells Fargo-Gallup Investor and Retirement Optimism Index -- a broad measure of investor perceptions -- rose to 42 in February. This is up sharply from the -64 of two years ago, just before the stock market bottomed out in March 2009.

Wells Fargo-Gallup Index of Investor Optimism in February, 2000-2011

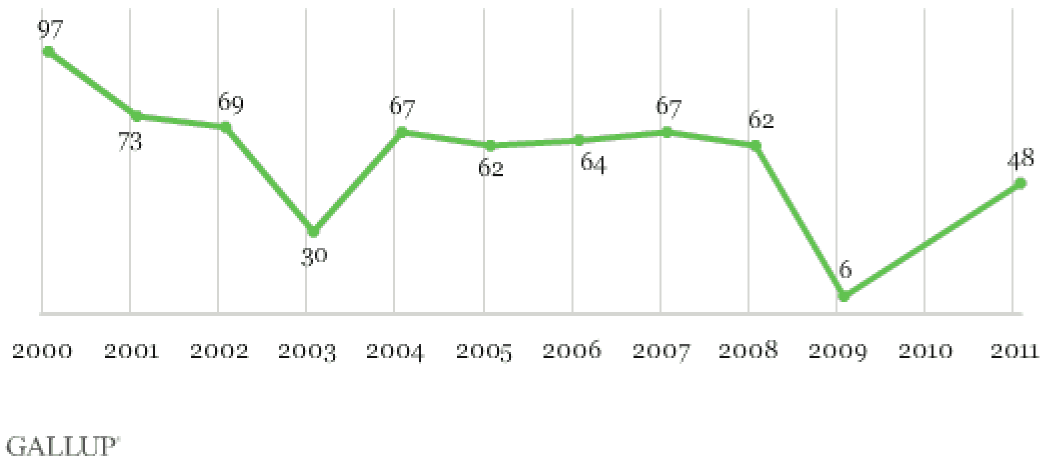


The Index suggests a moderate degree of optimism among investors -- better than the 22 of February 2008, when the recession was just getting underway, but far below the 90 in February 2007, before the recession officially began. The Index, which Gallup began tracking in October 1996, peaked at 178 in January 2000 -- shortly before the dot-com bubble burst.

Investors' Portfolio Optimism Increases

American investors are optimistic about the prospects for their personal investment portfolios. February's 48 reading on the Personal Dimension of the Index is up sharply from a February 2009 low of 6, but still below the level seen through most of the decade, including the 62 of February 2008. Despite their concerns about the future course of the U.S. economy, investors have become more positive about the prospects for their personal investment portfolios.

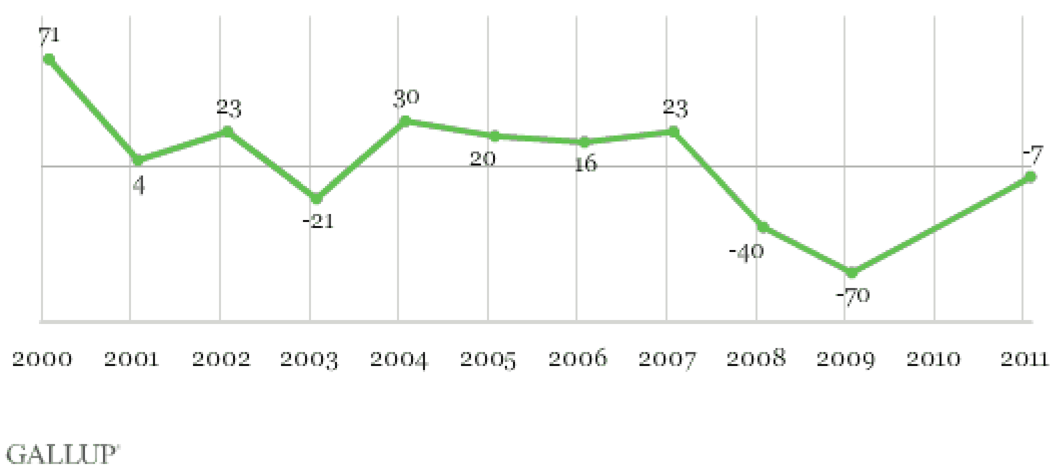
Personal Dimension, Wells Fargo-Gallup Index of Investor Optimism in February, 2000-2011



Investors Remain Slightly Pessimistic About the Economic Outlook

Investors remain slightly pessimistic about the direction of the U.S. economy, as the Economic Dimension of the Index registered -7 in February (a negative score means investors as a whole remain pessimistic along this dimension). They are, however, far less pessimistic than they were in February 2009, when this dimension of the Index was at its low of -70. Investors have not been net positive about the economy's direction at any time measured since October 2007.

Economic Dimension, Wells Fargo-Gallup Index of Investor Optimism in February, 2000-2011



Investors' Top Concerns Reflect Realities of Current Political, Economic Environment

Investors' equating of the federal budget deficit and unemployment as the top challenges facing the U.S. economy may explain, at least in part, the intensity of the spending confrontation taking place in the nation's capital. Spending cuts, although necessary to start the process of addressing the federal budget deficit, may also involve job losses in the immediate term. On the other hand, continuing to spend freely, while possibly helpful to the unemployment situation, may make the federal budget deficit worse in the immediate term. As a result, any budgetary effort to aggressively address one of these two concerns not only lowers the relative priority of the other but actually makes things worse for the other.

A similar set of trade-offs exists at state and local governments in their battles over spending and future obligations. However, they do not have the option of printing money and running huge deficits as does the federal government.

Surging gas prices are likely to only intensify these political battles at the federal, state, and local government levels. The economic impact of higher gas prices is the same as a government tax increase -- and a regressive one at that. However, higher pump prices threaten not only to slow the economy but to simultaneously reduce federal, state, and local government revenues.

The seeming inability of those in the nation's capital to find a cooperative way to address any of these major investor worries may explain to a substantial degree why investors rank "a divided federal government" so high on their list of factors hurting the current investment environment.

Survey Methods

Gallup Daily tracking interviewing includes no fewer than 1,000 U.S. adults nationwide each day during 2008. The Investor and Retirement Optimism results are based on questions asked of 1,000 or more investors Feb. 1-8, 2011. Between January 2008 and February 2011, interviews were conducted Oct. 23-25, Sept. 28-30, Aug. 18-21, July 24-26, June 25-27, May 26-28, April 21-23, March 16-18, Feb. 17-19, and Jan. 16-18, 2009; and Dec. 16-18, Nov. 24-26, June 3-6, April 25-28, March 28-31, and Feb. 28-March 2, 2008. For results based on these samples, one can say with 95% confidence that the maximum margin of sampling error is ±3 percentage points.

Results for May 2008 are based on the Gallup Panel study and are based on telephone interviews with 576 national adults, aged 18 and older, conducted May 19-21, 2008. Gallup Panel members are recruited through random selection methods. The panel is weighted so that it is demographically representative of the U.S. adult population. For results based on this sample, one can say with 95% confidence that the maximum margin of sampling error is ±5 percentage points.

For investor results prior to 2008, telephone interviews were conducted with at least 800 investors, aged 18 and older, and having at least $10,000 of investable assets. For the total sample of investors in these surveys, one can say with 95% confidence that the maximum margin of sampling error is ±4 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones.

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/146504/Investors-Greatest-Worries-Federal-Deficit-Unemployment.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA

162-23. Lack of GOP Front-Runner for 2012 Is Atypical

John McCain and Barry Goldwater the only GOP presidential nominees to emerge late

March 7, 2011

PRINCETON, NJ -- The wide-open battle for the 2012 Republican presidential nomination -- with nearly a three-way tie among Mike Huckabee, Sarah Palin, and Mitt Romney -- is quite different from the typical pattern observed in past Republican nomination contests. In Gallup polling since 1952, Republican Party nomination races always featured a clear front-runner at this stage of the campaign, and in almost all cases, that front-runner ultimately won the nomination.

Gallup Republican Primary Nomination Polls: Competitive Races, 1952-2008

Data are based on poll conducted closest to February of year prior to each presidential election

Election year: GOP nominee/chief rival	GOP nominee	Chief rival in Gallup polling^	Front-runner lead
	%	%	
1952: D. Eisenhower vs. R. Taft	38	18	+20
1960: R. Nixon vs. N. Rockefeller	56	23	+33
1964: B. Goldwater vs. N. Rockefeller	19	45	+26
1968: R. Nixon vs. G. Romney	41	31	+10
1976: G. Ford vs. R. Reagan	34	22	+12
1980: R. Reagan vs. G. Ford	31	26	+5
1988: G.H.W. Bush vs. R. Dole	33	14	+19
1996: R. Dole vs. D. Quayle	38	17	+21
2000: G.W. Bush vs. E. Dole	52	20	+32
2008: J. McCain vs. R. Giuliani	25	42	+17

Based on Republicans and independents who lean Republican, among registered voters.

^Chief rival defined as person running closest to eventual GOP nominee at the time of the poll, regardless of whether he/she became an announced candidate. Ford did not run in 1979/1980, nor did Quayle in 1995/1996.

GALLUP

Between 1952 and 2008, there were nine open races for the Republican presidential nomination -- that is, years when a sitting Republican president was not seeking re-election. Additionally, in 1976, incumbent President Gerald Ford faced a strong challenge from Ronald Reagan. Thus, since 1952, the Republicans have had 10 competitive races for the presidential nomination.

Across these 10 elections, 2008 is the only year in which the eventual nominee, John McCain, achieved front-runner status relatively late in the campaign cycle. In the other nine, the nominee rose to the top of the pack in the year prior to the election, and in eight of those elections, the nominee was the front-runner by March.

Few Late Bloomers in GOP Primary History

2008: Eventual GOP nominee McCain ran a distant second to Rudy Giuliani in Gallup's early 2007 Republican preference tests, including by 25% to 42% in February. Giuliani maintained an impressive lead through the summer and fall. However, the former New York mayor's strategy of essentially ceding the early primary states, particularly New Hampshire and Iowa, to focus on Florida and the big Super Tuesday states cost him media attention -- and potentially, credibility with voters -- at a crucial time. By mid-January 2008, both McCain and Mike Huckabee were beating him. McCain rapidly gained momentum after winning the New Hampshire primary, moving ahead of Huckabee by mid-January, after which he quickly gathered the momentum needed to solidify his victory.

2000: George W. Bush dominated the potential Republican presidential field throughout 1999, leading Elizabeth Dole 42% to 22% in a January party preference test, by 52% to 20% in March, and by even wider margins later in the year until Dole dropped out in the fall. McCain ran second to Bush for the remainder of 1999, but continuously trailed by more than 3 to 1.

1996: Bob Dole led former Vice President Dan Quayle 38% to 17% in February 1995. Then in April, after Quayle had removed himself from consideration, Gallup showed Dole leading second-place contender Phil Gramm 46% to 13%. And although Gallup's Republican test elections expanded to contain up to nine candidates, Dole faced no significant competition throughout 1995.

1988: Vice President George H.W. Bush enjoyed strong front-runner status for his party's nomination throughout 1987. In January 1987, Bush led his most serious competitor, Dole, by 33% to 14%, and maintained a roughly 2-to-1 lead over Dole the rest of the year.

1980: Reagan's bid for the Republican nomination in 1976 paid off in 1979, when he emerged as the front-runner for the 1980 Republican nomination. Although George H.W. Bush came the closest to actually toppling Reagan in the early primaries, Reagan's closest competition in 1979 Gallup polls for support among Republicans nationwide came from Gerald Ford, who never formally entered the race. In January 1979, Reagan led Ford by 31% to 26%. Republicans' preferences for the two were about tied from May through July, but by August, Reagan was up, 36% to 22%, and he maintained a strong lead through the end of the year. When the 1979 trend is re-configured by substituting Ford supporters' second choice, Reagan's position looks even stronger -- he beat John Connally and Howard Baker by more than 20 points in each poll.

1976: Although Ford ran in 1976 as the sitting president, the unique circumstances that put him in the Oval Office and the serious challenge he faced from Reagan made this presidential incumbent year a truly competitive one. Nevertheless, Ford was the odds-on favorite from the earliest Gallup GOP primary polls, leading Reagan 34% to 22% in March 1975, and in every Gallup Republican trial heat thereafter, except November 1975.

1968: Richard Nixon was a strong front-runner for the 1968 Republican presidential nomination from Gallup's first primary preference survey on the race in January 1967. In February, Nixon led George Romney, 41% to 31%. He continued to lead by about 10 to 15 percentage points through the spring, and by even greater margins later in the year after Romney blamed his one-time support for the Vietnam War on "brainwashing."

1964: Barry Goldwater did not lead his rivals for the 1964 Republican nod in Gallup's earliest 1963 polls. Rather, Nelson Rockefeller was the dominant Republican front-runner, as he was in a February poll, when he led Goldwater 45% to 19%. By mid-May, however, Goldwater established a slim lead, 35% to 30%, and continued to outpace Rockefeller into October. In November, Henry Cabot Lodge Jr. was added to Gallup's Republican trial heat polls, further splitting the race. This was followed by a bruising primary season that left Goldwater statistically tied with three other candidates in Gallup's final preference poll before the convention.

1960: When Nixon ran for the Republican nomination in 1960, he did so as the sitting vice president. Rockefeller and Lodge (the latter never announced his candidacy) proved weak potential rivals, and Nixon maintained a double-digit lead throughout Gallup's frequent tracking of the race. Nixon led Rockefeller by 56% to 23% in March 1959, and his lead only expanded during the year.

1952: Dwight D. Eisenhower was a strong contender for the Republican Party nomination (as well as for the Democratic nomination) as soon as his name appeared on Gallup's Republican preference ballots in March 1951. Eisenhower's strongest opponent for the Republican nomination was Robert Taft, but he led Taft 38% to 18% in early March 1951 and by 30% to 22% in May.

Bottom Line

Winning a presidential nomination is never assured, and every eventual nominee encounters competition and threats of varying degrees on his or her way to the convention. However, looking retrospectively at the 10 open or competitive Republican races since 1952, early Republican front-runners have had very good odds, prevailing in 8 of these. Additionally, although Goldwater did not lead the earliest Gallup Republican preference polls in 1963, he was leading by the spring of that year and thus comes close to fitting the pattern. The only nominee to truly break the mold was McCain, running a distant second to Giuliani throughout 2007. However, by virtue of his strong second-place ranking by the time Giuliani dropped out of the race in late January, McCain was able to capitalize on Giuliani's departure (and endorsement), springing ahead of his remaining rivals.

History thus provides no guidelines for how today's highly fragmented Republican race might play out, or for when a strong front-runner is likely to emerge, or who it will be. If the race remains close throughout 2011, it may also create unfamiliar political and fundraising dynamics for the national party. As of today, Huckabee is supported by 18% of Republicans and Republican leaners, while Palin and Romney are each favored by 16%. However, it is quite possible one of the three, or perhaps a different candidate, will break out from the pack before too long, particularly given that some of these candidates may decide not to run. And as the field is clarified, certain candidates may benefit more than others.

Source:http://www.gallup.com/poll/146489/Lack-GOP-Front-Runner-2012-Atypical.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

162-24. Voters Remain Pessimistic about Economy and Future

March 01, 2011

Ibope-Zogby Interactive

Fault government and business job creation efforts

UTICA, NY--Less than 30% of voters with children believe their offspring will have a better life than them, and 25% do not feel secure in their jobs, a new Zogby Interactive Survey finds.

The February 22-24 survey finds that more than half of likely voters give U.S. economic policy poor grades, and majorities say neither government nor businesses have done enough to create jobs.

Compared to a poll done in October, 2009 there is only one indicator of small improvement, as the percentage of voters saying their personal financial situations is fair increased and those describing it as poor decreased.

Here are comparisons of four economic questions asked last week and in Oct. 2009.

How would you rate U.S. economic policy?

U.S. economic policy	**Feb. 24, 2011**	**Oct. 26, 2009**
Excellent	<1%	3%
Good	9%	19%
Fair	32%	23%
Poor	56%	54%
Not Sure	3%	2%

Totals may not add up to 100% due to rounding.

How would you rate your personal financial situation?

Personal finances	**Feb. 24, 2011**	**Oct. 26, 2009**
Excellent	6%	6%
Good	32%	30%
Fair	45%	40%
Poor	16%	24%
Not Sure	1%	1%

Totals may not add up to 100% due to rounding.

How secure do you feel in your current job?

Job security	**Feb. 24, 2011**	**Oct. 26, 2009**
Very secure	27%	27%
Fairly secure	33%	31%
Not very secure	14%	14%
Not secure at all	11%	14%
Not Sure	16%	15%

Totals may not add up to 100% due to rounding

How confident are you that your children will have a better life than you?

Confidence	**Feb. 24, 2011**	**Oct. 26, 2009**
Very	7%	12%
Fairly	21%	23%
Not very	35%	30%
Not at all	16%	17%
Not Sure or Have no children	21%	18%

The table below shows how many voters say business, the U.S. government and their state government have done enough to create jobs.

Done enough to create jobs	**Yes**	**No**	**Not sure**
Business	22%	65%	13%
U.S. government	17%	74%	9%
My state government	16%	71%	13%

Pollster John Zogby: "While some economists are saying the economy has improved, voters don't seem to be feeling it. Most disturbing is that half of voters have lost faith that their children will have a better life than they have had. It certainly implies an acceptance of a new norm of high unemployment and limited economic mobility."

The interactive poll of 1,981 likely voters has a margin of error of +/-2.2%. A sampling of Zogby International's online panel, which is representative of the adult population of the U.S., was invited to participate. Slight weights were added to region, party, age, race, religion, gender, and education to more accurately reflect the population.

Source:http://www.zogby.com/news/2011/03/01/zogby-interactive-voters-remain-pessimistic-about-economy-and-future/

162-25. 45% of Voters Say States Doing Poor Job Balancing Budgets

March 02, 2011

Negative Job Performance Marks for State Legislatures & Governors

Ibope- Zogby Interactive

UTICA, NY - Nearly half of likely voters say their state government has done a poor job balancing their budgets, a new Zogby Interactive Survey finds.

Democrats give more negative grades than either Republicans or independents. The survey, conducted from Feb. 22-24, also finds voters are more likely to agree that state employees need to sacrifice than are to agree that they were being used to balance budgets at the same time that businesses are getting tax breaks.

How would you rate the job performance of your state government when it comes to balancing your state's budget?

Rating	**All voters**	**Democrats**	**Republicans**	**Independents**
Positive (Excellent + Good)	22%	17%	31%	18%
Negative (Fair + Poor)	70%	75%	64%	72%
Not sure/State budget in balance	8%	9%	6%	10%

Totals may not equal 100% due to rounding.

How would you rate the job performance of your state's governor?

Rating	**All voters**	**Democrats**	**Republicans**	**Independents**
Positive (Excellent + Good)	42%	32%	48%	29%
Negative (Fair + Poor)	57%	57%	47%	63%
Not sure	8%	11%	5%	8%

Totals may not equal 100% due to rounding

How would you rate the job performance of your state's legislature?

Rating	**All voters**	**Democrats**	**Republicans**	**Independents**
Positive (Excellent + Good)	23%	18%	35%	15%
Negative (Fair + Poor)	73%	76%	62%	79%
Not sure	5%	5%	3%	6%

Totals may not equal 100% due to rounding

Which statement comes closest to your point of view?

Statement	**All voters**	**Democrats**	**Republicans**	**Independents**
In these tough times, everyone has to sacrifice, including cutting pay and benefits for state employees.	50%	19%	81%	52%
Some governors and legislatures are trying to balance the budget on the backs of state employees, while at the same time giving tax breaks to businesses and multinational corporations.	38%	68%	9%	35%

Neither	4%	2%	5%	4%
Both	7%	10%	4%	9%
Not sure	1%	1%	1%	0%

Totals may not equal 100% due to rounding

Pollster John Zogby: "In the 2010 elections, Republicans made significant gains by winning governor and legislative races. So we are now seeing Democrats rather than Republicans more unhappy about the course of state governments, especially in how they are cutting state spending and jobs. However, among all voters, there is more sentiment about needing to cut back on state employee compensation than there is sympathy for those employees."

The interactive poll of 1,981 likely voters has a margin of error of +/-2.2%. A sampling of Zogby International's online panel, which is representative of the adult population of the U.S., was invited to participate. Slight weights were added to region, party, age, race, religion, gender and education to more accurately reflect the population.

Source:http://www.zogby.com/news/2011/03/02/zogby-interactive-45-voters-say-states-doing-poor-job-balancing-budgets/

162-26. Obama & Congress Approvals Dip

29% Say Nation Headed in Right Direction

Ibope-Zogby Interactive

UTICA, NY - President Barack Obama's job approval rating slipped to 44% in a new Zogby Interactive poll of likely voters, a two-point drop from Feb. 24. The poll was conducted from March 2-4 prior to the announcement of a decrease in the national rate of unemployment.

Approval of Congress as a whole also fell slightly, and is now at 29%, a three-point drop sinceFeb. 24. Congressional Republicans continue to receive a higher approval rating than Congressional Democrats, 42% to 33%. Those totals are a drop of one-point for Republicans and two for Democrats.

The percentage saying the nation is headed in the right direction skipped up two points to 29%.

Overall, do you approve or disapprove of Barack Obama's job as president?

Obama Job Performance	**Mar. 4**	**Feb. 24**	**Feb. 21**	**Feb. 8**	**Jan. 31**	**Jan. 4**	**Dec. 10**	**Dec. 1**	**Nov. 22**	**Nov. 15**	**10**
Approve	44%	46%	45%	46%	44%	43%	39%	42%	39%	42%	
Disapprove	55%	53%	55%	53%	56%	56%	61%	58%	60%	58%	
Not sure	1%	<1%	1%	<1%	<1%	1%	<1%	<1%	1%	<1%	

Totals may not add up to 100% due to rounding.

The interactive poll of 2,061 likely voters has a margin of error of +/-2.2%. A sampling of Zogby International's online panel, which is representative of the adult population of the U.S., was invited to participate. Slight weights were added to region, party, age, race, religion, gender, and education to more accurately reflect the population.

Source:http://www.zogby.com/news/2011/03/07/zogby-interactive-obama-congress-approval-dips/

AUSTRALASIA

162-27. Impact of flood hits home for tourism operators

10.03.2011 Australia

Public gripped by Qld floods, less aware of NSW & Vic

One in four (24%) Australians claim to have cancelled or postponed trips as a result of the recent floods according to custom research agency TNS.

The Flood Relief Report, which is being donated to tourism operators in affected areas along with proceeds from its sale, found that Queensland dominated national awareness of the 2011 flooding events, while awareness of New South Wales and Victorian floods was far lower.

According to director of travel research at TNS, Jo Farquhar, almost all Australians were aware of flooding in Queensland, with 87% correctly identifying Brisbane as an affected area and around one in two identifying Central Queensland and rural SE Queensland as affected.

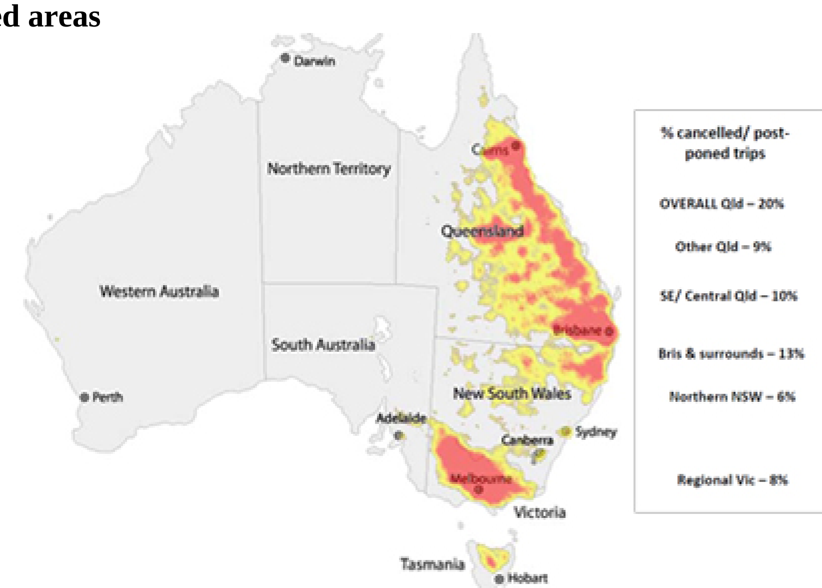
"It's a different story when we look at New South Wales and Victoria however, with 35% and 22% of Australians unaware that <u>any</u> flooding hit those states respectively," said Farquhar.

"Areas such as Northern NSW, which were quite hard hit by flooding, have fallen under the radar, while the largely unaffected Tropical North Queensland was identified as affected by 60% of Australians.

"Similarly the Gold and Sunshine Coasts have suffered from being incorrectly associated with the flooding."

The perception versus reality battle for operators has been felt most heavily in Queensland, with 20% of Australians claiming to have cancelled or postponed trips to Queensland, compared to 8% for regional Victoria and 6% for Northern NSW.

Perceived Flood Impact Map: ClickSpot heat map of public perception of flood affected areas



TNS' Flood Relief Study was conducted online in February 2011 with a nationally representative sample of 1,000 Australians. The heat map was generated from respondents selecting areas on the map shown using their mouse during the online survey.

"Media concentration on Queensland during the floods appears to have overshadowed other states in the minds of the Australian public," said Farquhar.

"The findings from our Flood Relief Study point to the knock on effect also being more severe for Queensland – more Australians state that they've cancelled or postponed trips to Queensland than to other affected areas.

"Many operators have done an excellent job at providing the information consumers want in the wake of the floods and Cyclone Yasi, by communicating that they're open for business.

Information desired by Australians for planning travel to affected areas

"To reach Australians still uncertain about travelling to affected areas, operators need to roll out the welcome mat and tell travellers they want them back.

"Personal stories and pictures or other vivid examples of 'fun in the sun' are the best way for operators to get the more rational message of being open for business across."

TNS' Flood Impact Report is available free for operators and tourism organisations in flood affected areas, and at a cost of $50 (soft copy) or $100 (hard copy) to others. All proceeds from its sale will go to the Disaster Relief Appeal.

Other noteworthy findings

- Impact on intention to travel flood affected areas in the future is limited
- The majority of Australians correctly identified the areas affected by Cyclone Yasi, apart from 7% who identified Brisbane as affected
- 61% of Australians made a donation towards helping the flood affected areas in Australia
- 19% of Australians have been involved in any fund-raising activities to help flood affected areas

ENDS

About TNS

As a global custom research agency with over 40 years in the Australian market, TNS delivers customised research and consultancy with deep understanding of local markets. The company is divided into specialist teams, focusing on consumer, technology, finance and business, social research (government and NGOS), and travel and leisure industry sectors. TNS is the largest custom research agency globally and in Australia, and a WPP group company.

Media enquiries: Contact Chris Byrne (02) 9563 4232 orchris.byrne@tns-global.com

TNS' Flood Relief Study was conducted online in February 2011 with a nationally representative sample of 1,000 Australians. The heat map was generated from respondents selecting areas on the map shown using their mouse during the online survey.

Source:http://www.tnsglobal.com/news/news-3C1CE55CB1794C9DADB49E194B5499E9.aspx

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162-28. Gillard's Support Falls Slightly

Gillard's support as 'Better Prime Minister' falls 3% to 48% compared to Abbott 39% (up 4%). PM Gillard's job disapproval soars to 52% (up 12%)

Finding No. 4641 - This special telephone Morgan Poll was conducted over the last three nights of March 8-10, 2011, with an Australia-wide cross section of 524 electors.: March 11, 2011

Prime Minister Julia Gillard is still preferred as Prime Minister (48%, down 3% since February 21-23, 2011) over Opposition Leader Tony Abbott (39%, up 4%) according to a special telephone Morgan Poll conducted over the last three nights (March 8-10, 2011). However, despite Gillard's lead today's Morgan Poll shows the L-NP (55.5%) now have a clear election-winning lead over the ALP (44.5%) on a Two-Party preferred basis.

For the first time fewer electors approve of the way Julia Gillard is handling her job as Prime Minister (38%, down 8% since February 21-23, 2011) than approve of the way Opposition Leader Tony Abbott is handling his job (42%, up 6%).

For the first time fewer women (42%, down 5%) approve than disapprove (45%, up 7%) of Gillard's handling of the job. Only 33% (down 12%) of men approve of Gillard's handling of the job compared to 59% (up 17%) that disapprove.

There is another 'gender gap' in relation to Opposition Leader Tony Abbott with a majority of women (53%, down 6%) disapproving of Tony Abbott's handling of the job compared to only 35% (up 4%) that approve while more men (49%, up 8%) approve of Abbott's handling of the job compared to 44% (down 10%) that disapprove.

Analysis by State — Better Prime Minister and Approve/Disapprove

Analysis by State reveals Gillard is preferred as 'Better Prime Minister' by a larger number of electors in all States except South Australia.

Across the board a majority of electors in all States **disapprove** of both Gillard's handling of the job as Prime Minister and Abbott's handling of the job as Opposition Leader — although Abbott fares best in his home State of New South Wales with 45% approving of his handling of the job and 46% disapproving.

Gary Morgan says:

"This special telephone Morgan Poll shows Prime Minister Julia Gillard (48%, down 3% since February 21-23, 2011) still ahead of Opposition Leader Tony Abbott (39%, up 4%) as 'Better Prime Minister' — but only because of a strong lead among women: Gillard (54%, down 2%) cf. Abbott (30%, up 2%). A larger number of men now see Abbott as the 'Better Prime Minister' — Abbott (49%, up 7%) cf. Gillard (42%, down 5%).

"There is a similar 'gender gap' opening up for how electors perceive each leader's handling of their jobs with only 33% (down 12%) of men approving of Gillard's handling of her job as Prime Minister compared to 59% (up 17%) that disapprove while women are nearly evenly split with 42% (down 5%) approving compared to 45% (up 7%) that disapprove.

"Similarly, more men (49%, up 8%) approve of Abbott's handling of his job than disapprove (44%, down 10%) while a clear majority of women disapprove (53%, down 6%) rather than approve of Abbott's handling of his job (35%, up 4%)."

This special telephone Morgan Poll was conducted over the last three nights of March 8-10, 2011, with an Australia-wide cross section of 524 electors.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. The following table gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. The figures are approximate and for general guidance only, and assume a simple random sample.

Sample Size	**Percentage Estimate**			
	40%-	***25% or***	***10% or***	***5% or***

	60%	75%	90%	95%
500	±4.5	±3.9	±2.7	±1.9
1,000	±3.2	±2.7	±1.9	±1.4

Julia Gillard vs. Tony Abbott — By Gender

Better Prime Minister: Gillard vs. Abbott

Electors were asked: *"Thinking of Ms. Gillard and Mr. Abbott. In your opinion, who would make the better Prime Minister — Ms. Gillard or Mr. Abbott?"*

Approval of Leaders — Julia Gillard vs. Tony Abbott

Prime Minister: Julia Gillard

Electors were asked: *"Do you APPROVE or DISAPPROVE of the way Ms. Gillard is handling her job as Prime Minister?"*

Analysis by Sex (Approve/ Disapprove — Julia Gillard)

	Electors 18+			Men			Women		
	Feb 1-3, 2011	Feb 21-23, 2011	Mar 8-10, 2011	Feb 1-3, 2011	Feb 21-23, 2011	Mar 8-10, 2011	Feb 1-3, 2011	Feb 21-23, 2011	Mar 8-10, 2011
	%	%	%	%	%	%	%	%	%
Approve	46	46	38	43	45	33	48	47	42
Disapprove	42	40	51	46	42	59	38	38	45
Approve — Disapprove	4	6	(13)	(3)	3	(26)	10	9	(3)
Can't say	12	14	11	11	13	8	14	15	13
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Opposition Leader: Tony Abbott

Electors were asked: *"Do you APPROVE or DISAPPROVE of the way Mr. Abbott is handling his job as Leader of the Opposition?"*

Analysis by Sex (Approve/ Disapprove — Tony Abbott)

	Electors 18+			Men			Women		
	Feb 1-3, 2011	Feb 21-23, 2011	Mar 8-10, 2011	Feb 1-3, 2011	Feb 21-23, 2011	Mar 8-10, 2011	Feb 1-3, 2011	Feb 21-23, 2011	Mar 8-10, 2011
	%	%	%	%	%	%	%	%	%
Approve	39	36	42	40	41	49	39	31	35
Disapprove	46	56	48	47	54	44	45	59	53
Approve	(7)	(20	(6)	(7)	(13	5	(6)	(28	(18

— Disapprove	**)**			**)**			**)**	**)**	
Can’t say	15	8	10	13	5	7	16	10	12
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Better Prime Minister: Gillard v Abbott

	Gillard v Abbott								
	June 25-28, 2010	**July 20/21, 2010**	**July 27/28, 2010**	**Aug 3, 2010**	**Aug 25/26, 2010**	**Dec 8-12, 2010**	**Feb 1-3, 2011**	**Feb 21-23, 2011**	**Mar 8-10, 2011**
	%	%	%	%	%	%	%	%	%
Gillard	49	58	48	48	44	46	49	51	48
Abbott	34	29	33	37	36	39	36	35	39
Gillard lead	**15**	**29**	**15**	**11**	**8**	**7**	**13**	**16**	**9**
Other / Can’t say	17	13	19	15	20	15	15	14	13
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Electors were asked: *“Thinking of Ms. Gillard and Mr. Abbott. In your opinion, who would make the better Prime Minister — Ms. Gillard or Mr. Abbott?”*

	Electors 18+	**Analysis by State**					
	Mar 8-10, 2011	**NSW**	**VIC**	**QLD**	**WA**	**SA#**	**TAS#**
	%	%	%	%	%	%	%
Gillard	48	47	48	45	54	36	61
Abbott	39	41	40	41	33	39	39
Gillard lead	**9**	**6**	**8**	**4**	**21**	**(3)**	**22**
Other / Neither	13	12	12	14	13	25	-
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**

 # Sample sizes less than 50 should be treated with caution.

	Electors 18+	**Analysis by Sex & Age**					
	Mar 8-10, 2011	**Men**	**Women**	**18-24**	**25-34**	**35-49**	**50+**

	%	%	%	%	%	%	%
Gillard	48	42	54	63	41	44	50
Abbott	39	49	30	18	46	41	41
Gillard lead	**9**	**(7)**	**24**	**45**	**(5)**	**3**	**9**
Other / Neither	13	9	16	19	13	15	9
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**

	Electors 18+	**Analysis by Federal Voting Intention**				
	Mar 8-10, 2011	**ALP**	**L-NP**	**Greens**	**Others**	**Can't say**
	%	%	%	%	%	%
Gillard	48	90	15	87	52	21
Abbott	39	6	72	6	23	5
Gillard lead	**9**	**84**	**(57)**	**81**	**29**	**16**
Other / Neither	13	4	13	7	25	74
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**

Approval of Leaders — Julia Gillard v Tony Abbott

Prime Minister: Julia Gillard

Electors were asked: *"Do you APPROVE or DISAPPROVE of the way Ms. Gillard is handling her job as Prime Minister?"*

	Prime Minister Gillard							
	July 20/21, 2010	**July 27/28, 2010**	**Aug 3, 2010**	**Aug 25/26, 2010**	**Dec 8-12, 2010**	**Feb 1-3, 2011**	**Feb 21-23, 2011**	**Mar 8-10, 2011**
	%	%	%	%	%	%	%	%
Approve	58	46	46	49	49	46	46	38
Disapprove	26	37	39	37	38	42	40	51
Approve - Disapprove	**32**	**9**	**7**	**12**	**11**	**4**	**6**	**(13)**
Can't say	16	17	15	14	13	12	14	11
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

	Electors 18+	**Analysis by State**					
	Mar 8-10,	**NSW**	**VIC**	**QLD**	**WA**	**SA#**	**TAS#**

	2011						
	%	%	%	%	%	%	%
Approve	38	38	37	43	33	28	30
Disapprove	51	51	56	50	53	53	60
Approve - Disapprove	**(13)**	**(13)**	**(19)**	**(7)**	**(20)**	**(25)**	**(30)**
Can't say	11	11	7	7	14	19	10
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**

 # Sample sizes less than 50 should be treated with caution.

	Electors 18+	**Analysis by Sex & Age**					
	Mar 8-10, 2011	**Men**	**Women**	**18-24**	**25-34**	**35-49**	**50+**
	%	%	%	%	%	%	%
Approve	38	33	42	50	33	39	35
Disapprove	51	59	45	31	53	49	57
Approve - Disapprove	**(13)**	**(26)**	**(3)**	**19**	**(20)**	**(10)**	**(22)**
Can't say	11	8	13	19	14	12	8
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**

	Electors 18+	**Analysis by Federal Voting Intention**				
	Mar 8-10, 2011	**ALP**	**L-NP**	**Greens**	**Others**	**Can't say**
	%	%	%	%	%	%
Approve	38	69	13	71	30	32
Disapprove	51	18	79	25	62	23
Approve - Disapprove	**(13)**	**51**	**(66)**	**46**	**(32)**	**9**
Can't say	11	13	8	4	8	45
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**

Opposition Leader: Tony Abbott

Electors were asked: "*Do you APPROVE or DISAPPROVE of the way Mr. Abbott is handling his job as Leader of the Opposition?*"

	Tony Abbott as Opposition Leader							
	July 20/21, 2010	**July 27/28, 2010**	**Aug 3, 2010**	**Aug 25/26, 2010**	**Dec 8-12, 2010**	**Feb 1-3, 2011**	**Feb 21-23, 2011**	**Mar 8-10, 2011**
	%	%	%	%	%	%	%	%
Approve	42	46	52	53	50	39	36	42
Disapprov	48	40	38	38	39	46	56	48

e								
Approve - Disapprove	**(6)**	**6**	**14**	**15**	**11**	**(7)**	**(20)**	**(6)**
Can't say	10	14	10	9	11	15	8	10
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

	Electors 18+ Mar 8-10, 2011	**Analysis by State**					
		NSW	**VIC**	**QLD**	**WA**	**SA#**	**TAS#**
	%	%	%	%	%	%	%
Approve	42	45	40	39	39	41	39
Disapprove	48	46	51	49	49	51	61
Approve - Disapprove	**(6)**	**(1)**	**(11)**	**(10)**	**(10)**	**(10)**	**(22)**
Can't say	10	9	9	12	12	8	-
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**

 # Sample sizes less than 50 should be treated with caution.

Source: http://www.roymorgan.com/news/polls/2011/4641/

MULTI-COUNTRY SURVEYS

162-29. Views of US Continue to Improve in 2011 BBC Country Rating Poll

March 7, 2011

Views of the US continued their overall improvement in 2011, according to the annual BBC World Service Country Rating Poll of 27 countries around the world.

Of the countries surveyed, 18 hold predominantly positive views of the US, seven hold negative views and two are divided. On average , 49 per cent of people have positive views of US influence in the world--up four points from 2010--and 31 per cent hold negative views. The poll, conducted by GlobeScan/PIPA, asked a total of 28,619 people to rate the influence in the world of 16 major nations, plus the European Union.

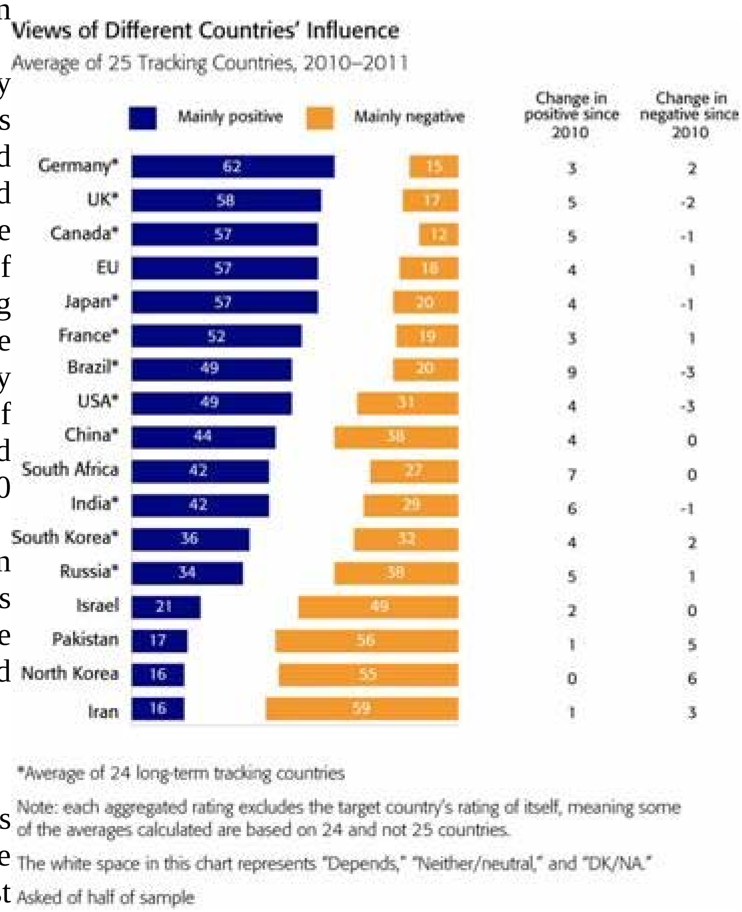
In 2007 a slight majority (54%) had a negative view of the United States and only close to three in ten (28%) had a positive view; America was among the countries with the lowest ratings. Views began to rise in 2008, with positive views rising to 32% on average, and now the USA is in a middle tier position, ranking substantially higher than China.

A country that showed even greater improvement this year was Brazil. Positive views of Brazil's influence jumped from 40 to 49 per cent on average over the previous year, with negative views dropping to just 20 per cent. Views of Brazil are now predominantly positive in all but two of the countries polled (Germany and China).

In the year when South Africa hosted the World Cup, the proportion positively rating its influence in the world rose significantly, from 35 to 42 per cent. Germany was again the most positively viewed nation, with 62 per cent rating its influence as positive (up 3 points).

Overall, positive ratings increased of 13 of the 16 nations rated. These also included the United Kingdom, whose positive ratings rose five points to 58 per cent, making it, for the first time, the second most positively rated country. This upwards movement for many countries counters a downward movement found in 2010, but also, in most cases, surpasses the levels found in earlier years.

In marked contrast, the three most negatively viewed countries saw their average ratings go from bad to worse, including Iran (59% negative, up 3 points since 2010), North Korea (55%, up 6 points), and Pakistan (56%, up 5 points). There was a significant increase in negative views of Iran in key Western countries including the United Kingdom (up 20 points), Canada (up 19 points), the USA (up 18 points), and Australia (up 15 points). However, Israel, for many years among the least positively viewed nations, bucked this trend, keeping its negative ratings at 49 per cent and showing a slight lift in positive ratings from 19 to 21 per cent.



The BBC World Service Country Rating Poll has been tracking opinions about country influence in the world since 2005. The latest results are based on 28,619 in-home or telephone interviews conducted across a total of 27 countries by the international polling firm GlobeScan, together with the Program on International Policy Attitudes (PIPA) at the University of Maryland. GlobeScan coordinated fieldwork between December 2, 2010 and February 4, 2011.

"There seems to be a consolidation of the 'Obama effect' here," notes Steven Kull, Director of PIPA at the University of Maryland, which worked on the poll together with GlobeScan.

Participating Countries

Detailed Findings

The survey also finds that there has been a significant worsening of Chinese attitudes towards Russia during the past year. Positive views of Russia dropped eight points in China to 47 per cent, while negative views surged by 21 points to 40 per cent. Views of Russia improved this year in most other countries.

It also suggests that views of France in the USA are at last starting to improve. They rose 14 points to 56 per cent over the last year, and are now higher than at any stage since the first year of the poll in 2005. They reached a low point in 2006, when only around a third of Americans had a positive view of French influence in the world (34%) while nearly half (48%) considered that France's influence in the world was negative.

As views of the USA continue to improve globally, the upwards trend is also apparent in Muslim countries. For the first time, a majority of Indonesians are now positive about the USA's role in the world (58%, a rise of 22 points over the last year). Negative views of the USA in Turkey have dropped sharply from 70 per cent to 49 per cent, while negative views in Pakistan of the USA have also fallen slightly, from 52 per cent to 46 per cent. Conversely, Egypt, after a lift in 2009 and 2010, has reverted to a predominantly negative view of the USA, with 50 per cent of Egyptians considering that the USA's role in the world is mostly negative.

As is the case with Iran, the worsening in views of Pakistan is particularly apparent in some key Western countries. Negative views of Pakistan jumped from 44 to 68 per cent in the United Kingdom, 58 to 75 per cent in the USA, 54 to 74 per cent in Australia, and 49 to 67 per cent in Canada.

While overall views of Israel have not moved substantially over the past year, there have been significant increases in negative views of the country among Americans (negatives rising from 31% to 41%) and Britons (from 50% to 66%).

In total 28,619 citizens in 27 countries, were interviewed face-to-face, or by telephone December 2, 2010 and February 4, 2011. Countries were rated by half samples in all countries polled. Polling was conducted for BBC World Service by the international polling firm GlobeScan and its research partners in each country, together with the Program on International Policy Attitudes (PIPA) at the University of Maryland. In eight of the 27 countries, the sample was limited to major urban areas. The margin of error per country ranges from +/- 2.8 to 4.9 per cent, 19 times out of 20.

The United States

Views of the US continued their overall improvement in 2011, confirming the trend seen in 2010. Of the 27 countries surveyed, 18 hold positive views, seven hold negative views, and two are divided. In the 24 tracking countries surveyed both in 2010 and 2011, an average of 49 per cent of people have positive views of US influence in the world, and 31 per cent hold negative views. This represents a substantial improvement since 2010, as positive views increased by four per cent and negative views dropped three points.

The most favourable views are found in the Philippines (90%, up 8 points), Ghana (84%, up 12 points), and Nigeria (76%, up 12 points). South Korean views on US influence markedly improved as positive ratings rose to 74 per cent (up 17 points), while negative ratings dropped from 38 per cent to 19 per cent.

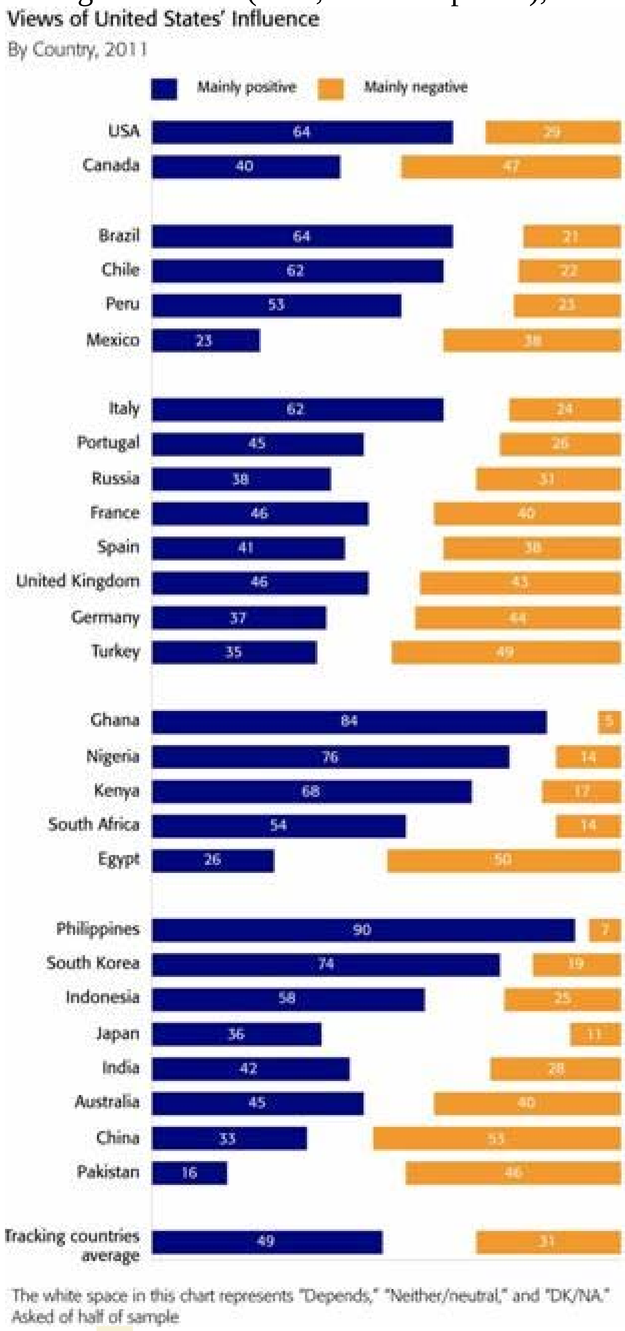
Elsewhere, a marked improvement in perceptions of the US is seen in Brazil, where positive views are up nine points (64%) and negative views declined significantly (21%, down 14 points). In Indonesia, opinion shifted from being divided to being positive. Fifty-eight per cent of Indonesians have positive views in 2011, compared to 36 per cent in 2010, and negative views decreased by 14 points (25%). In Russia, opinion also shifted: while 50 per cent had a negative view of US influence in 2010, Russians now lean favourable; a plurality of 38 per cent (up 13 points) now has a positive view, while negative views dropped 19 points (31%). In another country at the edge of Europe, Turkey, perceptions remained negative overall, but there was nevertheless a 22-point increase in positive views (35%) and a strong drop in negative ratings (49%, down 21 points).

In Western Europe, views have cooled somewhat, and the improvement that was seen in most countries in 2010 has not continued. Leaning favourable in 2010, opinions in Spain and the United Kingdom are now divided, as negative views have increased in both countries (up 5 points and 8 points, respectively). German views remain stable and still lean negative (37% vs 44%).

A major shift in perceptions of the US has taken place in Egypt, where a majority of 50 per cent now has negative views of the US. This represents a 21-point increase since 2010, while positive views decreased by 19 points to 26 per cent. Canada offers a similar picture: after becoming more positive than negative in 2010, Canadians reversed the trend in 2011, and a plurality of 47% (up 9 points) is now leaning negative.

In Asia, a majority of Chinese is now holding negative views (53%, up 9 points), and although views improved a bit in Pakistan, they are still largely negative overall (16% vs 46%).

In Mexico, views softened a bit, with a ten-point increase in positive views (23%) and a drop in negative views (38%, down 11 points), but the overall picture remains largely negative.



China

Global views of China improved in 2011 from 2010. Among the countries surveyed both in 2010 and 2011, an average of 44 per cent say that China has a positive influence in the world, compared to 40 per cent in 2010. The proportion of people holding the opposite view remained steady (38%).

Despite this overall improvement, the spread by country is split (as was the case in 2010): 13 countries hold positive views, 13 hold negative views, and one is divided.

The most favourable views towards China are found in Nigeria (85%, up 12 points), Ghana (72%, up 9 points), and Kenya (73%). In Latin America, views of China are also generally very positive, with majorities in Chile (61%), Peru (57%), and Brazil (55%) having positive views of China's influence. However, opinion has shifted to negative in Mexico. While a small plurality of Mexicans leaned positive in 2010 (32%), the percentage fell to 23 per cent this year, and perceptions have been aggravated by the 16-point rise in negative ratings (42%).

In Asia, significant improvements in perceptions of China are seen in Indonesia (63%, up 20%) and Pakistan (66%, up 10 points). Filipino views also got warmer (62%, up 7 points), confirming the firm improvement of views towards China noticed in 2010.

Views of China also markedly improved in Russia, as a majority of 52 per cent is now rating Chinese influence positively (up 10 points), while negative views (18%) dropped 13 points.

In Australia, opinion shifted a bit: only 36 per cent took a positive view in 2010, but this has gone up to 43 per cent in 2011. Australia is now divided on its views towards China, whereas a plurality of Australians was negative in 2010.

However, the picture is less favourable in the other Anglo-Saxon countries polled, where views have cooled. Negative views are up eight points in Canada (49%). In the United Kingdom, negative ratings rose to 48 per cent (up 10 points), making the country's opinion negative instead of divided, as it was in 2010. In the US, a majority of Americans lean negative (51%), but positive views have increased by seven points, to 36 per cent.

Opinions of China's influence are negative everywhere in Europe, with the exception of Russia. France (64%), Germany (62%), Spain (57%), and Italy (56%) hold the most negative views among all surveyed countries. But ratings in Italy are less negative than in 2010: positive views more than doubled (30%, up 16 points), and negative views dropped 16 points.

In Asia, negative views are found in South Korea, Japan, and India. The Japanese public has become more unfavourable, with a majority of 52 per cent saying that Chinese influence is negative, compared to just 38 per cent in 2010. Positive ratings have dropped six points to just 12 per cent. Negative views increased in India (52%, up 14 points). South Koreans still lean negative as well, but not so much as in 2010 (53% negative, down 8 points).

Japan

Japan continues to have very favourable ratings globally in 2011, and those have improved since 2010. On average, among the 24 tracking countries surveyed in both 2010 and 2011, 57 per cent of people have a positive opinion of Japan's influence in the world, which represents a four per cent increase over 2010. Only one in five holds a negative view (21% in 2010). Twenty-five countries lean positive, and two negative.

China and Mexico are the two countries with a balance of negative views. Chinese views have worsened particularly, as more than seven in ten Chinese (71%) rate Japan negatively, a 24-point increase since 2010. At the same time, positive ratings (18%) have fallen 11 points. In Mexico, opinion shifted from positive to negative. Positive views declined (24%, down 7 points) and negative views rose (34%, up 9 points).

In the US and the United Kingdom negative views increased by seven and ten per cent, respectively, but strong majorities remain positive in both countries (69% of Americans and 58% of British).

In Kenya, perceptions cooled slightly as positive views decreased to 61 per cent (down 7 points) while negative ratings increased (20%, up 5 points). Views in the other African countries surveyed in 2010 remained steady.

Positive views towards Japan have increased significantly in various countries around the world. The most favourable publics are Indonesians and Filipinos, with very high majorities leaning positive (85% and 84%, respectively). Latin American countries--except Mexico--have very similar opinions of Japan's influence, with almost two thirds giving positive ratings in Brazil, Chile, and Peru.

In Europe, already positive perceptions have further improved in Italy, France, Germany, Spain, and Russia. Sharp increases in positive ratings have been combined with significant decreases in negative views in all of these countries. The same pattern is seen in Turkey: Turkish opinion shifted from being divided to being strongly positive in 2011 (64% positive vs 21% negative).

Pakistani and Indian perceptions of Japan's influence both improved, but the proportions of positive views (34% in Pakistan, 39% in India) remain low compared to other countries reporting positive views of Japan.

North Korea

Views of North Korea, already among the world's least favourable in 2010, have grown slightly more negative since. In the 25 tracking countries, an average of 55 per cent rate North Korea's influence negatively, and 16 per cent rate it positively. Compared to 2010, negative views are up six points globally. Of the 27 countries polled in 2011, 25 lean negative, while only one leans positive (Ghana), and one is divided.

2010 was marked by two serious military confrontations between North and South Korea. In South Korea, views of its neighbour have grown more negative by five points (95%), while positive views have remained about the same (3%).

In Nigeria, views have shifted from leaning positive to leaning negative. Favourable opinions dropped six points down to 29 per cent, and negative views are up by the same margin (35%, up from 29%).

Numerous countries with previously negative views have hardened their positions. In the UK, negative views have increased by 28 points (81%). Among Canadians, negative views have risen by 26 points (81%). Unfavourable ratings have also increased significantly in Australia (81%, up 16 points), the US (86%, up 16 points), Canada (81%, up 26 points), Portugal (64%, up 14 points), and Spain (69%, up 12 points).

Countries with less negative past views of North Korea's influence in the world have become more negative. Among Brazilians, positive views have fallen 16 points (15%) and negative views are up eight points (55%). In Indonesia, negative views rose ten points to 38 per cent, and in the Philippines they increased by seven points (57%). Mexican views also cooled, as negative ratings have doubled since 2010 (28%). However, neutral views or non-responses on this question are still very frequent in Mexico.

In China, non-responses decreased while both positive and negative evaluations increased: the former by ten points (34%) and the latter by 11 points (51%).

Two countries softened their views on North Korea while continuing to offer unfavourable views overall. In Turkey, positive views have risen by 17 points (28%) while negative views have dropped seven points (38%). Among Italians, positive views doubled from seven per cent to 14 per cent, but this percentage remains very low compared to the negative rating (62%).

Chilean attitudes towards North Korea remained divided in 2011 (30% vs 33%). Ghana's exceptionally positive views represent a shift from last year, as positive views increased by 12 points (37%), and negative views decreased by 11 points (21%).

United Kingdom

Globally, views of the United Kingdom have improved markedly since 2010: 58 per cent say that British influence in the world is positive. This is notably more positive than in 2010 when 53 per cent held this opinion in the 24 tracking countries. Over the same period, negative views decreased by two per cent, down to 17 per cent. At a country level, views are positive in almost all countries. Of the 27 countries polled, 24 lean positive, two lean negative, and one is divided.

Significant increases in positive views are observed in 13 countries, while a drop is seen in only one. In Kenya, favourable views dropped 12 points, but still remain at very high levels (67%). Views went from very warm to even warmer in fellow Anglo-Saxon countries: up 11 points in the US (80%), 17 points in Australia (79%), and seven points in Canada (69%).

Ratings of the United Kingdom from European countries are also very good overall. Strong majorities with favourable views are observed in all countries except Russia and Portugal, where substantial pluralities still lean positive (both 48%). In Germany particularly, perceptions of British influence have improved greatly since 2010: positive views (67%) increased by 14 points, while negative ratings (10%) dropped 17 points. At the periphery of Europe, Turkish views have also become much more favourable. Positive views rose to 41 per cent (up 23 points), while negative opinions fell 13 points (40%), shifting Turkey from a negative to a divided view of the UK's influence.

As in Europe, views in Africa are very positive, with solid majorities leaning positive in Kenya, Ghana, Nigeria, and South Africa. In Egypt, just over half have favourable impressions of British influence (52%), and negative views are very low (10%). In Asia, South Korea, the Philippines, and Indonesia also lean positive. In China, a plurality still leans positive (48%), but negative views increased by 16 points to 37 per cent. India is the other country where negative views increased (28%, up 10 points), but positive views also increased over the same time (40%, up 7 points), leaving Indian views on the United Kingdom little changed overall.

In Mexico, while opinion leans negative, views softened a bit as positive ratings increased by ten points to 26 per cent, and negative ratings dropped seven points to 33 per cent. Other Latin American countries have pluralities--or a majority in the case of Chile--with positive views. Along with Mexico, Pakistan is the other country with negative views. Perceptions among Pakistanis have somewhat improved since 2010, but attitudes remain very negative overall (14% for positive, up 5 points; 33% for negative, down 5 points).

Pakistan

Views of Pakistan, already negative in 2010, have grown more so over the past year. On average, 56 per cent in the 24 tracking countries surveyed both in 2010 and 2011 offer an unfavourable view of Pakistan's influence, and 17 per cent offer a favourable view. This represents a five-point rise in negative views since 2010. Of the 27 countries polled in 2011, 23 lean negative, three lean positive, and one is divided.

In China, with more respondents offering an evaluation than in 2010, the country moved from being divided to leaning negative. While there was an increase in favourable ratings of seven points (37%), negative ratings grew by 13 points (47%). In Mexico, opinion also shifted following a ten-point rise in negative views (30%), as Mexicans went from positive to being divided in their views of Pakistan.

A number of countries with clearly unfavourable leanings have become even more negative, including the US (75%, up from 58%), Australia (74%, up from 54%), the Philippines (79%, up from 61%), and Portugal (63%, up from 57%).

Some countries with more moderate views have hardened them. Negative views in the United Kingdom jumped 24 points to 68 per cent, and in Canada they increased by 18 points (67%). In Nigeria, favourable views have fallen 16 points (16%), while unfavourable views have risen ten points (50%). In Ghana, unfavourable views grew by 13 points (49%), while favourable ratings diminished (9%, down 6 points). Positive attitudes in Kenya have dropped six points (33%) while negative views increased (42%). As a result, Kenyan opinion shifted from being divided to leaning negative. Among Mexicans, negative views are up by ten points (30%), constituting a shift in overall opinion from positive to divided.

Views in several countries have bucked the general trend and have warmed. This change is most significant in Turkey, which leaned negative in 2010 and now leans positive. Favourable ratings are up by a remarkable 41 points (56%), and unfavourable ratings are down 18 points (28%). Negative evaluations have become slightly milder in three countries: Egypt (28%, down from 36%), Japan (37%, down from 45%), and Russia (38%, down from 46%). A seven-point change has also occurred in Germany (76%, down from 83%).

India

Globally, views of India have improved significantly since the past year. Forty-two per cent of people among the 24 tracking countries surveyed both in 2010 and 2011 have favourable views of Indian influence, while 29 per cent give negative ratings. This represents a six-point increase in positive views, while negative views remained stable (30% in 2010). Of 27 countries polled, 17 lean positive, four lean negative, and six are divided.

Under this generally positive picture, however, views have shifted positively or negatively in several countries. Although Americans and British still lean largely positive (56% and 50%, respectively), their views of India's influence in world affairs have deteriorated over the past year, with negative ratings increasing sharply in both countries (29%, up 11 points in the US, 35%, up 19 points in the UK). The same trend is observed in Australia, where negative views are up 18 points compared to 2010, and Australian opinion shifted from being positive in 2010 to divided in 2011 (44% vs 45%).

In Europe, France's views of India worsened. Somewhat negative in 2010 (38% vs 43%), a solid plurality is now leaning negative (49%, up 6 points). Spain is the other European country with a plurality of negative views towards India (41%), although positive ratings have increased by eight points (29%). Unfavourable in 2010, German and Portuguese views became warmer this year as negative perceptions decreased by 13 and ten points respectively: as a result, opinion in these countries is now divided. Positive views also increased by six points in Portugal. Italy is the most favourable country towards India in Europe--and second among all countries surveyed. More than six in ten (61%) lean positive, a 19-point rise since 2010, while negative views dropped ten points in the same time (24%). Another striking improvement of views of India's influence is found in Turkey, where opinion shifted from negative to positive, following an overwhelming increase of 34 per cent in positive views and an eight-point decline in negative views.

Other countries where positive views have significantly increased are South Korea (66%, up 10 points--the most favourable country towards India in the survey), and Nigeria (57%, up 15 points). In China, too, positive views went up from 29 per cent in 2010 to 40 per cent this year, and Chinese opinion is now divided after leaning negative in 2010. An improvement is also seen in Egypt, where views went from somewhat negative in 2010 to positive in 2011. This remains a thin plurality (27%), and more than half of Egyptians (55%) have no strong opinion about India's influence.

In Latin America, views of India are mixed. Pluralities in Chile and Mexico have positive and quite stable views of India. Asked to evaluate India for the first time, Peruvians are divided (21% vs 24%). Brazilians perception cooled a little, with a six-point decrease in positive views, making them shift from positive to divided. A similar drop in positive views happened in Indonesia, but a plurality of Indonesians still leans positive (42% vs 26%). In the Philippines, a majority is now leaning negative (53%, up 8 points). Pakistan remains the least positive country towards India: only 16 per cent have favourable views, but this percentage is up eight points this year, while negative views have declined nine per cent (39%).

France

Views of France remained positive in almost all countries surveyed in 2011, as was the case in 2010. Of 27 countries polled, 25 countries gave French influence in the world positive ratings, and two countries were divided (Turkey and Pakistan). Among countries tracked in 2010 and 2011, an average of 52 per cent say they have positive views of France, a three-point increase, while the proportion holding negative views has remained stable (19%).

Positive ratings of France increased in all Anglo-Saxon countries. The most notable improvement is seen in the US, where 56 per cent consider France's influence to be positive (up 14 points since 2010). This is the first time a solid majority has reported this since polling started in the US in 2005. Percentages of favourable opinion are very similar in Australia (54%, up 7 points), Canada (56%, up 5 points), and the United Kingdom (54%, up 6 points). In the last case, however, the increase is largely balanced by a significant rise in negative views (29%, up 11 points).

All European countries except Turkey lean positive, but analysis shows that perceptions are less favourable than they were. Italy and Germany have the most positive views of France (68% and 62%, respectively), but negative ratings increased by six points in Italy since 2010. Interestingly, Portugal and Spain's views both became significantly cooler. Half of Spaniards have positive views of France in 2011, an 11-point decrease since 2010, and negative views have doubled (24%). In Portugal, positive ratings have fallen 22 points, by far the lowest score since tracking in this country began in 2006, and negative ratings have risen nine points (17%). In Russia, positive views somewhat decreased (58%, down 5 points).

Ratings of France's influence are positive in all surveyed African countries, and highest in Nigeria (68%) and Ghana (62%), where proportions rating French influence positively increased markedly since 2010 (up 16 points in both countries). The opposite trend is seen in Kenya, where positive views dropped 19 points, although a strong plurality still holds positive views (46% positive vs 23% negative).

As in Portugal, a dramatic drop in positive ratings took place in Brazil. Almost seven Brazilians in ten (69%) viewed France's influence as positive in 2010, but this fell 21 points to 48 per cent in 2011, while negative ratings increased by nine points, from 14 per cent to 23 per cent.

South Korea is the country with the most favourable views towards France (82%, up 13 points). In the other Asian countries, Indonesians are also favourable about France, with a strong majority of 60 per cent rating it positively (up 11 points). In China, people are more likely to state an opinion on this question in 2011 than in 2010 (5% did not answer, as opposed to 24%), and this has translated in higher proportions rating France both positively (46%, up 8 points) and negatively (38%, up 14 points). Indian views became slightly more positive (37%, up 6 points). In Japan, positive views have fallen six points, down to 31 per cent.

Two countries with negative views in 2010 are now split in their opinions towards France. In Turkey, positive views more than doubled (36%, up from 17%), while negative perceptions dropped 14 points (39%). In Pakistan, views also shifted from negative to divided, but the proportion giving positive ratings to France's influence remains very low (21%, up 9 points).

South Africa

Views of South Africa improved sharply in 2011, continuing the positive trend observed since tracking in this country began in 2009. Of 27 countries, 17 have positive views, two lean negative, and eight are divided. When looking at the average of 25 tracking countries, this improvement of perceptions of South Africa's influence is seen clearly. Forty-two per cent of people globally have positive views. This represents a seven-point increase since 2010, and is the second highest improvement in positive views among all countries rated, after Brazil. Negative views remained steady at 27 per cent.

Confirming last year's observation, South Africa is particularly popular among its African counterparts. Positive views are the highest in Kenya (73%), Nigeria (67%), and Ghana (57%). In Egypt, a dramatic change of perceptions occurred, as positive views rose 26 points (40%) while negative ratings fell 14 points to 13 per cent, making the overall view shift from negative to positive.

In Brazil, views shifted from being divided in 2010 to leaning positive in 2011 (42% vs 36%), thanks to a seven-point drop in negative views. Other Latin American countries show strong pluralities with positive views (48% in Mexico and 43% in Chile), except in Peru where opinion is divided (23% vs 24%).

Views are getting warmer in North America, with significant improvements observed in South Africa's positive influence ratings in Canada (45%, up 9 points) and the US (50%, up 13 points).

South Korea's view improved and went from being divided to positive, with a majority of 54 per cent (up 14 points) saying they see South Africa's influence positively. Favourable opinions tripled in Turkey (43%, up 30 points), making Turkish views shift from negative to positive. European opinions towards South Africa are quite diverse: Spain went from being negative to divided, thanks to a 15-point increase in positive views (35%), but the United Kingdom went from leaning positive to being divided as a 17-point increase in negative views (42%) outweighed a seven-point rise in positive views (43%). While Italians were divided in 2010, a majority of 54 per cent is now leaning favourable (up 14 points), and negative ratings have dropped nine points over the same time (28%). Germany is the only country in Europe with negative views towards South Africa.

Australia's opinion remained divided in 2011, as people without a stated opinion in 2010 split equally between giving positive and negative ratings (both up 13 points to 43%). In the Philippines, positive views have increased by 11 points, but opinion remains negative overall (35% positive vs 52% negative). In China, views have shifted since 2010 following a 22-point rise in negative ratings (41% in 2011), and the Chinese public is now divided. In Indonesia, close to four in ten rate South Africa positively (38%, up 7 points), and opinion has shifted from being divided to leaning positive.

The least favourable countries towards South Africa are Japan, Pakistan, and Russia (16%, 17%, and 19% positive views, respectively). Publics in these countries are divided, and all three have high proportions of people who did not state an opinion on this question.

Israel

Evaluations of Israel's influence in the world are still broadly unfavourable. However, unlike countries that have seen their negative views worsen, Israel has seen a very slight improvement. On average among the 25 tracking countries, positive views are up by two per cent, while negative views remain the same as in 2010. Forty-nine per cent give Israel an unfavourable evaluation, and 21 per cent give it a favourable one. Out of 27 countries polled in 2011, 22 lean negative, two lean positive, and three are divided.

Despite the static nature of the overall trend, views of individual countries have shifted in both directions. Perhaps the most interesting shift is the change in American opinion, as the US public is now divided rather than favourable in its rating. While positive ratings have remained quite stable since 2010 (43%), negative ratings are up by ten points (41%).

Two nations moved from leaning negative or being divided to leaning positive. Among Ghanaians, favourable evaluations are up 11 points (32%) and unfavourable evaluations are down nine points (27%). Among Russians, favourable evaluations rose six points (35%), while unfavourable evaluations have fallen 13 points (17%, down from 30%).

Others who have moderated their negative views include Indians, who have shifted from a negative position to being divided as their negative rating dropped by 11 points (18%). Chilean views have warmed significantly, with positive ratings up six points to 25 per cent and negative ratings (38%) down by the same margin, yet a plurality of the opinion remains negative. In the Philippines, positive views are up 13 points (31%). Negative views are down in Egypt by 14 points (78%). In China, positive views increased by ten points (32%), but this has been balanced by an eight-point increase in negative ratings (48%).

On the other hand, several countries other than the US have become more negative in their views of Israel's influence. Kenya, which leaned somewhat favourable in 2010, is now unfavourable in its opinion, with positive ratings down by ten points (29%) and negative ratings up by seven (41%). Negative perceptions grew sharper in the United Kingdom (66%, up 16 points), Canada (52%, up 14 points), Indonesia (68%, up 12 points), Australia (58%, up 11 points), Portugal (52%, up 6 points), and Spain (66%, up 6 points). Favourable ratings among Brazilians dropped eight points (13%).

Canada

After a decline in last year's poll, favourable views of Canada are again on the rise. On average, across the 24 tracking countries, 57 per cent gave Canada a favourable evaluation, and 12 per cent an unfavourable evaluation. The overall positive rating is up five points from 2010, while the negative rating has remained mostly stable. Of the 27 countries surveyed this year, all lean positive except Pakistan, where opinion is divided.

Some of the biggest positive shifts have been in countries with which Canada has a close relationship. Positive views are up 16 points in the United Kingdom (78%), 15 points in the United States (82%), and 13 points in Mexico (50%). Negative views also decreased by seven points in Mexico (14%).

Other publics that have become more favourable towards Canada are found in Italy (74%, up 9 points), Indonesia (45%, up 8 points), the Philippines (83%, up 8 points), Australia (79%, up 8 points), Russia (51%, up 7 points), and South Korea (84%, up 7 points).

Shifts in views of Canada's influence have occurred in three majority-Muslim countries. The most dramatic change is Turkey, which went from leaning negative to leaning positive, with favourable views up 19 points (35%) and negative views down nine points (26%). Egypt, divided in 2010, now leans positive as well, favourable views having risen by 14 points (32%). In

Pakistan, evaluations have shifted from leaning negative to being divided as favourable views have increased by six points (17%). However, a strong majority in Pakistan still states no strong opinion about Canada.

In two countries, negative ratings have decreased significantly. Among Nigerians, negative evaluations are down 18 points to 8 per cent, while positive evaluations are up 12 points to 55 per cent. Views in India have grown less negative by seven points (13%), while positive ratings are up five points (29%). Indian opinion is now leaning positive after being divided in 2010.

Two countries were exceptions to the general trend, as their positive views of Canada weakened. In Kenya, favourable attitudes are down 16 points (39%) and unfavourable attitudes are up seven points (24%). Positive perceptions in Brazil have dropped 12 points (48%, down from 60%). In China, negative views have risen by 17 points (29%), but there is still a strong majority of 56 per cent of Chinese who say Canada has a positive influence in the world.

The European Union

The European Union's global influence rating improved in 2011. On average, 57 per cent of people in the 25 tracking countries give positive views. This went up four points since 2010, while proportions of negative views continued to be low and stable at 18 per cent. Among the 27 countries surveyed in 2011, 26 lean positive and only one leans negative (Pakistan).

All EU members have majorities with positive views of the EU: Italy is the most favourable country within the Union (73%), closely followed by France and Germany (70% and 69%, respectively). However, views have cooled significantly in Portugal: positive ratings decreased 11 points to 57 per cent, and negative ratings are up seven points, although they remain at very low levels (14%). In the United Kingdom, just one in two has a favourable view towards the EU, and negative views have increased very markedly (37%, up 15 points). Outside the EU, peripheral countries also show positive views of the Union. In Turkey, views went from being negative in 2010 to being positive in 2011, with a 17-point increase in positive views (46%) combined with a 16-point drop in negative ratings (29%). In Russia, views became warmer, as negative views dropped seven points (10%) and positive views increased slightly (55%, up 5 points).

In North America, the EU enjoys very favourable ratings. Positive ratings increased significantly in both Canada (70%, up 13 points) and the US (61%, up 11 points), regaining their 2009 levels and reversing the marked dips of 2010. In Latin America, all countries lean positive, but a cooling in Brazilian perceptions of the EU's influence is observed, with positive views down six points to 47 per cent and negative ratings up six points to 27 per cent. Mexicans are more inclined to rate the EU positively than in 2010 (51%, up 8 points).

Views of the EU in Africa remain also very positive overall. Opinion improved in Ghana (74%, up 10 points), and in Nigeria (63%, up 5 points only, but with negative views falling 13 points). A majority of South Africans (51%) rate the EU positively, and a plurality of Egyptians (40%) does the same. An eight-point decline in favourable views is observed in Kenya, but overall perception remains largely positive (61% vs 15%).

In Asia, positive views are the highest, and have strengthened in South Korea (84%, up 9 points). Increases are also seen in the Philippines (65%, up 11 points) and Indonesia (54%, up 10 points). In China, a majority hold favourable views towards the EU (51%, up 10 points) despite an 11-point increase in negative ratings (33%). Positive views have also risen in India (34%, up 11 points), and opinion there has shifted from divided in 2010 to positive in 2011. Pakistan is the only country showing negative views towards the EU overall (17% vs 29%), although positive views rose seven points since 2010.

Russia

Views on Russia's influence remain negative globally, although attitudes have improved significantly since 2010. Thirty-four per cent of people among the 24 tracking countries say Russian influence is positive, a five per cent increase since 2010. Negative ratings are stable at 38 per cent. Out of 27 countries, only nine lean positive, 11 have negative views, and seven are divided.

US perceptions of Russia have improved and shifted from being negative to divided. Thirty-eight per cent of Americans now have positive views of Russia's influence, up 14 points since 2010, and more than twice the 2009 proportion (18%). In the other Anglo-Saxon countries polled, Canadians remained divided (37% vs 38%), while Australians continue to lean negative, as an eight-point rise in positive views (37%) was counterbalanced by a nine-point increase in negative views (43%). In the United Kingdom, views have cooled very significantly: negative views jumped to 55 per cent (up 22 points), and opinion shifted from being divided to strongly negative in 2011 (29% vs 55%).

In continental Europe, all countries except Italy have negative perceptions of Russia's influence in the world, but a number of those have moderated notably. Positive views increased by seven points in Portugal (28%) and Spain (30%), and by 21 points in Turkey (37%). In Italy, the proportion of people who say they see Russia positively increased by 12 points (41%), and the overall opinion shifted from being negative to divided (41% vs 45%). However, views have deteriorated in Germany, with positive ratings falling ten points to 20 per cent.

Slightly more positive evaluations of Russia's influence are found in Latin America, where substantial pluralities with positive views continue to be seen in Brazil and Chile (both 40%). Opinions are divided in Mexico--where it shifted up from negative in 2010--and in Peru.

In Africa, pluralities have positive views in three countries: Nigeria (38%), Egypt (37%), and Ghana (32%). While Egyptian and Ghanaian opinions remained stable compared to 2010, opinion shifted from negative to positive in Nigeria (38% vs 30% in 2011, compared to 31% vs 42% in 2010). People in Kenya and South Africa are divided on Russia's influence.

The most positive views of Russia are found in India, where positive ratings jumped to 58 per cent (up 26 points). In China, the proportion giving negative ratings has doubled since 2010 (40%, up 21 points), and positive views have also declined eight points, but overall opinion still leans positive. South Koreans went from being negative to being positive regarding Russia's influence rating: in 2011, 47 per cent view it positively (up 11 points), and 41 per cent negatively (down nine points). In Indonesia, public opinion leans negative, but positive views rose eight points (33%). Negative views strongly increased in Japan (38%, up 16 points) and in the Philippines (52%, up 10 points).

Iran

Iran continues to be the most negatively viewed of all countries rated. An average of 59 per cent in the 25 tracking countries have an unfavourable opinion of Iran's influence, while just 16 per cent have a favourable opinion. Compared to 2010, this represents a three-point increase in negative ratings, while positive views remained largely unchanged. In 2011, respondents in 25 countries lean negative, while only one leans positive (Pakistan), and one is divided (India).

Unfavourable ratings increased in the following countries: the United Kingdom (79%, up 20 points), Canada (79%, up 19 points), the US (87%, up 18 points and the highest percentage in the survey), Australia (77%, up 15 points), the Philippines (79%, up 15 points), and Portugal (73%, up 6 points). In Nigeria, positive views have fallen six points (22%), and negative views have risen by the same margin (48%). In Europe, Germany, Italy (both 85%) and France (82%) have the most negative perceptions towards Iran.

However, negative views have softened considerably among survey countries bordering Iran. Turkey saw the most dramatic change: while views remained negative overall, favourable attitudes have increased by 23 points (36%), and unfavourable attitudes have decreased by nine points (45%, down from 54%). India shifted from leaning negative to being divided, as favourable attitudes rose eight points (27%) and negative views somewhat decreased (28%, down five points). Pakistan's positive leaning has been reinforced as favourable attitudes have increased by eight points (41%).

Brazil and Chile have remained consistently negative in their perceptions of Iran. In Mexico, opinion shifted slightly from being divided in 2010 (24% positive vs 23% negative) to leaning somewhat negative this year (20% positive vs 25% negative).

Negative views softened a little in Japan, as the percentage giving an unfavourable evaluation dropped by six points (51%, down from 57%). Positive views stayed stable, but only four per cent of Japanese view Iran's influence positively. Chinese ratings of Iran remained negative overall, with positive views were up eight points (38%), and negative views down by the same amount (48%).

Brazil

Global attitudes towards Brazil became sharply more positive over the past year. On average, in the 24 countries surveyed in 2010 and 2011, positive ratings surged from 40 to 49 per cent, making Brazil the nation whose reputation has enjoyed the most improvement this year. Just one in five (20%) sees Brazil as having a negative influence (down three points). Of the 27 countries surveyed in 2011, 25 lean positive and two are divided--Germany and China. Brazil's image also seems to have gained greater clarity in the mind of people around the world. The number of respondents not providing an answer either way declined six points from last year among the tracking countries.

Positive views have increased by remarkably large numbers in several countries. Among Nigerians, favourable ratings have risen by 22 points (60%). Among Turks, favourable ratings are up 29 points (48%). Among South Koreans, they have increased by 17 points (68%) and by 19 points among Egyptians (37%) where the opinion has gone from negative to positive since 2010.

In Europe, views became warmer within almost every EU country. In Portugal and Italy, positive ratings have increased by 15 points (76% and 55%, respectively). In Spain, positive ratings are up eight points (47%). In France, six in ten now rate Brazil's influence in the world favourably, compared to five in ten in 2010. However, the public in the United Kingdom is more mixed in its views, as both positive and negative opinions increased (47%, up 12 points for positive; 33%, up 13 points for negative). Germany also bucked the trend, continuing to be divided in its opinion, with a significant increase in the number not providing an answer either way.

In Mexico, positive ratings have risen by six points (65%, up from 59%). Other Latin American countries show very favourable views towards Brazil overall, with 63 per cent of Peruvians and 70 per cent of Chileans giving positive ratings. However, favourable perceptions have softened a little in Chile following a seven-point decrease in positive views combined with a six-point rise in negative views.

Views have shifted positively in South Asia, though large numbers still do not have a clear opinion about Brazil. Favourable views increased nine points in India (29%), where opinion shifted from being divided to leaning positive. Positive ratings in Pakistan are up by eight points (21%), moving from somewhat negative to leaning positive.

Other countries where favourable opinion has grown stronger are Australia (50%, up from 32%), the US (60%, up from 42%), Canada (53%, up from 38%), and Indonesia (50%, up from 42%). In the Philippines, positive views increased by 13 points (60%) but negative views also rose at the same time (32%, up 7 points).

The major outlier in the positive trend is China, where a previously positive leaning shifted to being divided. Positive views are down ten points (45%), while negative views are up a remarkable 29 points (41%).

Germany

Germany is seen as having the most positive influence in the world among all countries evaluated. This has been the case since tracking began in Germany in 2008. Globally and in the 24 countries surveyed both in 2010 and 2011, 62 per cent of people rated Germany positively, which represents a three-point increase since last year. However, negative views--while still at very low levels--rose two points (15%). Out of 27 countries polled in 2011, 26 lean positive and one is divided (Pakistan).

Positive views have strengthened across various regions. Notable increases are found in the Anglo-Saxon countries, where ratings were already largely favourable. In the United Kingdom, positive views rose 14 points to 77 per cent. In Australia, 77 per cent say Germany has a positive influence in the world (up 12 points). In the US, 76 per cent (up 11 points) say this, while 69 per cent (up 5 points) say this in Canada.

In Europe, Italian and French views are even warmer than British ones. Almost nine in ten Italians (89%) give Germany positive ratings (up 12 points, the highest percentage among all countries surveyed). Positive ratings are 84 per cent in France. Russian views have improved, and close to seven in ten rate Germany positively (68%, up seven points). Nearby, Turkish opinion shifted favourably to lean positive in 2011 (53%, up 23 points) after being divided in 2010 (30% vs 33%).

All African countries surveyed lean positive towards Germany, with particularly strong majorities in Nigeria (73%, up 12 points) and Ghana (70, up 5 points). A near majority of South Africans hold positive views of Germany's influence (49%). However, Kenyan views cooled slightly since 2010, with a 17-point drop in positive ratings, leaving a comfortable but reduced majority of 58 per cent with positive views. Positive ratings increased in India (37%, up 15 points), Indonesia (65%, up 10 points), and Pakistan (22%, up 9 points), where overall views shifted from somewhat negative to divided.

Views have cooled down in a few other countries. In Latin America, positive views declined in Brazil--although there remains strong majority of Brazilians favourable to Germany's influence (64%, down 6 points). The cooling in Chile's perceptions is more significant, with a 12-point decline in positive views (54%) combined with an eight-point increase in negative ratings (19%). Negative ratings also increased in Mexico (27%, up 10 points), while positive views remained stable at 45 per cent. Largely favourable to Germany in 2010, Chinese views deteriorated sharply this year, with a 12-point decline in positive views (50%) and a 24-point rise of negative ratings (39%).

South Korea

In the second year it was measured, world opinion about South Korea improved a little. In the 24-country tracking average, the proportion of people having favourable views of South Korea's influence went up four points to 36 per cent, while the proportion rating it negatively remained stable at 32 per cent. Twelve countries hold positive views, seven hold negative views, and eight are divided.

Views in North America are positive and improving. A majority of Americans now sees South Korea's influence favourably (53%, up 7 points), and a plurality of Canadians thinks the same way (46%, up 9 points).

In the Asian-Pacific region, perceptions of South Korea improved in Australia (50%, up 15 points) and Indonesia (51%, up 8 points). A majority of Filipinos leans positive as well (56%), but negative ratings increased more than did positive: 15 per cent and six per cent, respectively. In China, dramatic shifts in positive (36%, down 21 points) and negative views (50%, up 30 points) made the country lean negative after being positive in 2010. Pakistan and India are divided in their opinions, and both countries have less than one in five people favourable to South Korea (19%).

Views in Africa are improving, but different countries offer differing views. In Nigeria, opinion shifted from negative in 2010 (31% vs 37%) to positive in 2011 (42% vs 27%). Ghana's views became warmer as the proportion of Ghanaians rating South Korea negatively declined eight points (11%) and positive ratings remained stable near 43 per cent. Strongly negative in 2010, Egyptian ratings improved this year, with the proportion offering negative views dropping nine points while positive views climbed ten, leaving Egypt leaning only slightly negative (23% vs 28%). The South African public is divided on this question (24% vs 27%).

In the European area, Turkey is the only country with a plurality of positive views. Turkish opinion has shifted from negative to positive since 2010, with a 29-point increase in positive ratings. Spain, Italy, and France remain negative, although positive views have increased in each of these countries. Russia, Portugal, and the United Kingdom offer divided views. Germany is strongly negative (19% vs 51%), with positive views declining since 2010 (down nine points).

In Latin America, Chile and Peru have positive views of South Korea, although a significant drop was observed in Chile's positive ratings (37%, down 8 points). In Mexico, opinion has shifted since 2010, and more Mexicans lean negative (37%, up 14 points) than positive (24%, down 16 points). Brazilians shifted this year from leaning somewhat negative to being divided (39% vs 38%).

Source:http://www.worldpublicopinion.org/pipa/articles/views_on_countriesregions_bt/680.php?nid=&id=&pnt=680&lb=

162-30. U.S. Leadership Approval Loses Some Momentum Worldwide

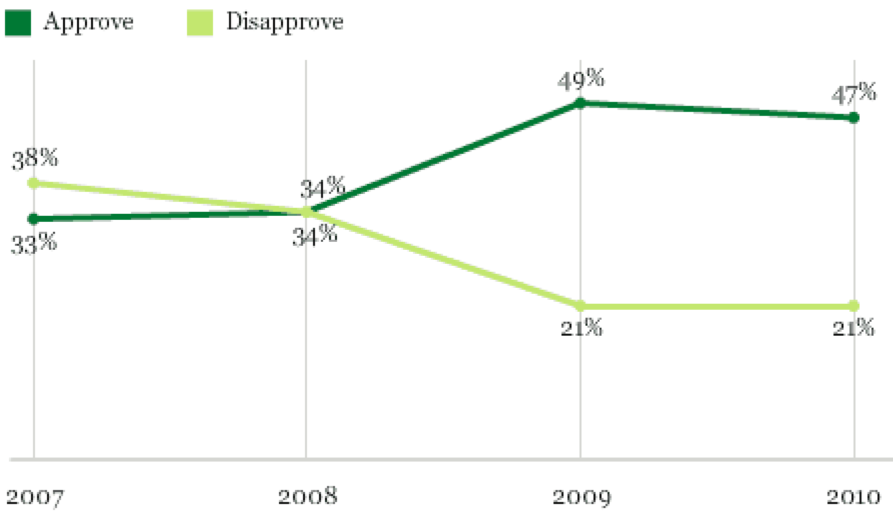
Image takes a hit in the Americas

March 11, 2011

WASHINGTON, D. C. -- International approval of U.S. leadership lost some of its momentum in 2010 after soaring in 2009. Even so, U.S. leadership is still relatively better positioned worldwide than at any time during the last two years of the Bush administration. Across 116 countries, median approval of U.S. leadership in 2010 stood at 47% -- relatively unchanged from the 49% median across 111 countries in 2009.

Do you approve or disapprove of the job performance of the leadership of the United States?

Global medians



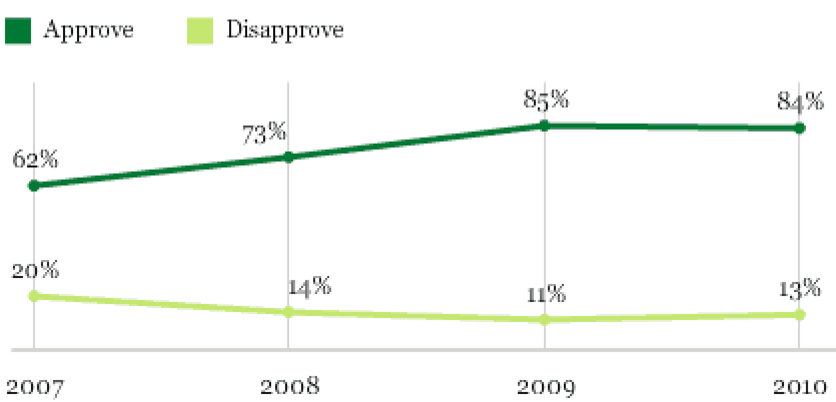
Medians in 2008, 2009, and 2010 are based on data that include aggregated data in countries where Gallup surveys more than once each year.

GALLUP

A closer look at where U.S. leadership stands at the regional and country levels reveals specific areas of growth and opportunity. The image of U.S. leadership continued to fare better in Africa in 2010 than anywhere else in the world, with an 84% median approval rating that was largely thanks to strong majority approval in sub-Saharan Africa.

Do you approve or disapprove of the job performance of the leadership of the United States?

Africa medians



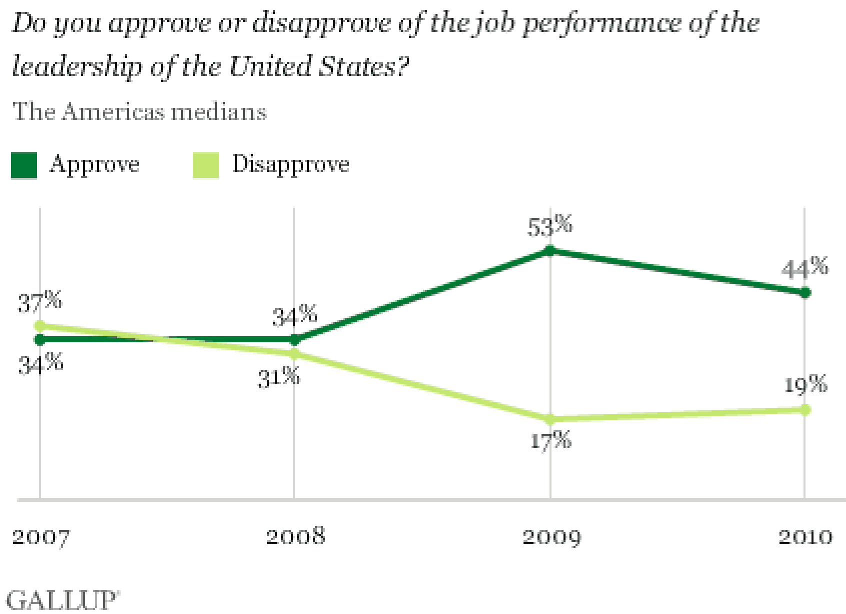
Medians in 2009 and 2010 are based on data that include aggregated data in countries where Gallup surveys more than once each year.

GALLUP

However, U.S. leadership approval fell significantly in several African countries between 2009 and 2010, including drops of at least 10 percentage points in Algeria and Egypt. Approval in the region was lowest in Tunisia and Egypt, where 19% said they approved, but the declines in each country did not offsetgains evident in 2009 on the heels of Obama's speech to the Muslim global community from Cairo.

Perceived Letdown in the Americas

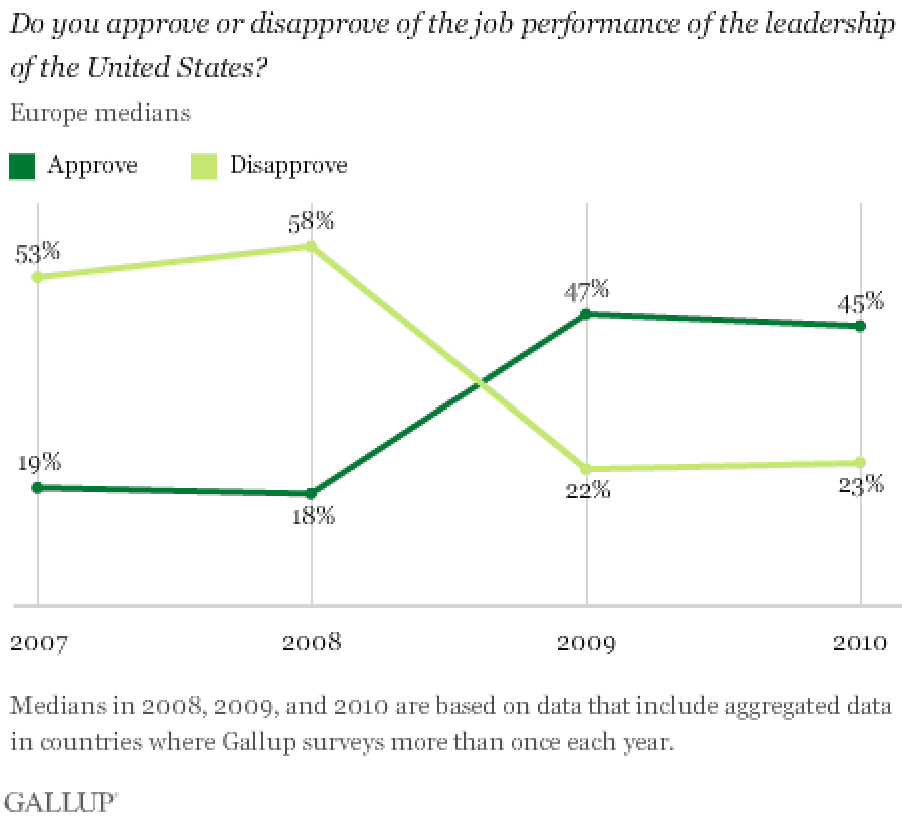
The only place in the world where U.S. approval ratings suffered on a large scale in 2010 was in the United States' own hemisphere. After an initial surge when Obama took office, median approval in the Americas dropped from 53% to 44%.



Approval fell significantly in half of the Latin American and Caribbean countries surveyed, taking the largest hits in Mexico, Argentina, Venezuela, and Honduras. Ratings did not change significantly in the other half of the countries in the region.

Europe Stable After Big Increase

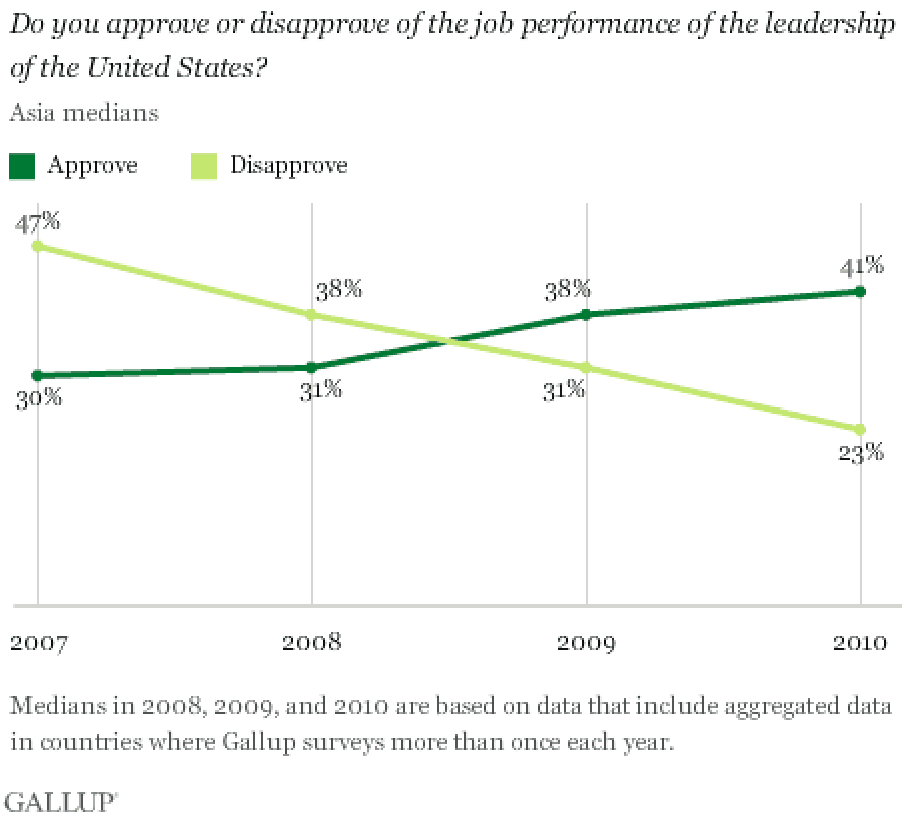
Median approval in Europe remained stable at 45% in 2010, after registering some of the sharpest increases in approval of U.S. leadership worldwide between 2008 and 2009. Europeans' median approval is still more than twice as high as it was during the last years of the Bush administration.



Although approval remained steady across Europe in 2010, it did drop by more than 10 points in countries where the effects of the global financial and economic crisis remain severe, including Greece, Ireland, and Portugal. There were double-digit drops in approval in six countries between 2009 and 2010: Slovenia, Greece, Croatia, United Kingdom, Ireland, and Portugal. There were double-digit increases in two: Ukraine and Hungary.

Approval Steady in Much of Asia

Views of U.S. leadership vary considerably across Asia, but approval was generally stable between 2009 and 2010 and still on a positive trajectory with a median approval rating of 41%. Ratings in most of the region tended to be on the plus side, except for the Middle East and parts of South Asia, where residents were still more likely to disapprove than approve.



The United States' image suffered among some key regional allies in the region. Ratings declined 19 points in the United Arab Emirates between 2009 and 2010, and 15 points in Japan over the same period. Ratings continued to decline in Israel and India, but not nearly to the same degree.

Big Losses in Every Region

The list of countries where approval of U.S. leadership dropped substantially in 2010 is nearly four times longer than the list of countries with sizable gains. It also represents every major global region and includes major nations. Notably, U.S. leadership lost significant ground in three Arab countries -- United Arab Emirates, Egypt, and Algeria -- but the relatively low approval ratings are still higher in Egypt and Algeria than during the Bush administration.

Do you approve or disapprove of the job performance of the leadership of the United States?

Countries where approval declined 10 or more percentage points between 2009 and 2010

	Approve 2008	Approve 2009	Approve 2010	Approval difference from 2008 to 2009	Approval difference from 2009 to 2010
Slovenia	--	58%	34%	--	-24
United Arab Emirates	--	34%	15%	--	-19
Ireland	23%	80%	63%	57	-17
Japan*	28%	66%	51%	38	-15
Croatia	--	56%	42%	--	-14
Mexico	24%	53%	40%	29	-13
Greece	--	41%	28%	--	-13
Egypt*	6%	31%	19%	25	-12
Argentina	11%	42%	31%	31	-11
Portugal	10%	51%	40%	41	-11
Algeria*	25%	45%	35%	20	-10
Honduras	47%	54%	44%	7	-10
Venezuela	35%	50%	40%	15	-10
United Kingdom	23%	64%	54%	41	-10

-- No 2008 data available.

*Data in 2009 and 2010 in Egypt and Algeria based on aggregated data from two surveys conducted in each of those years. Data in Japan in 2008 based on aggregated data from multiple surveys.

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Big Gains in a Few Countries

U.S. leadership approval made substantial gains in an eclectic collection of four countries: Hungary, Ukraine, Iraq, and Ghana. In Hungary and Ukraine, approval increased, reaching a majority in Hungary. U.S. approval continued to build in Ghana, with back-to-back increases of 11 points each year. Iraq's approval ratings, however, returned to where they were in 2008 after slipping 11 points in 2009.

Do you approve or disapprove of the job performance of the leadership of the United States?

Countries where approval increased 10 or more percentage points between 2009 and 2010

	Approve 2008	Approve 2009	Approve 2010	Approval difference from 2008 to 2009	Approval difference from 2009 to 2010
Hungary	--	39%	54%	--	15
Ukraine	26%	24%	38%	-2	14
Iraq*	35%	24%	36%	-11	12
Ghana	69%	80%	91%	11	11

-- No 2008 data available.

*Data in 2009 and 2010 in Iraq based on aggregated data from two surveys conducted in each of those years.

GALLUP'

Implications

Worldwide, views of U.S. leadership are better than they were in 2008, but the 2010 data suggest that the honeymoon is likely over and now the hard work begins. The U.S. is well-poised to increase its engagement with Africa, which the White House has said it will seek to do in 2011. At the same time, the perceived letdown among key partners in Latin America, particularly neighboring Mexico, underscores a need for policymakers to re-engage with the region as a whole.

Survey Methods

Results are based on face-to-face and telephone interviews with approximately 1,000 adults, aged 15 and older, conducted throughout 2009 in 111 countries and 2010 in 116 countries. In Algeria, Comoros, Egypt, Iraq, Lebanon, Mauritania, Morocco, Palestinian Territories, Somaliland region, Tunisia, and Yemen, measures are aggregated based on two surveys conducted in 2009 and 2010. Data from Austria, Bulgaria, Czech Republic, Libya, and Russia in 2010 are based on aggregated data from two surveys that year. Results in Bahrain, Djibouti, Kuwait, Poland, Qatar, and Saudi Arabia in 2009 are based on aggregated data from two surveys that year. Results in Pakistan are based on aggregated data in 2008 and 2009. Results in Germany and Japan in 2008 are based on aggregated data for multiple surveys that year. For results based on the total samples, one can say with 95% confidence that the maximum margin of sampling error ranges from ±1.7 percentage points in India to ±5.7 percentage points in Slovenia. 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/146555/Leadership-Approval-Loses-Momentum-Worldwide.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Asia%20-%20Latin%20America%20-%20Muslim%20World%20-%20USA

CYBER WORLD

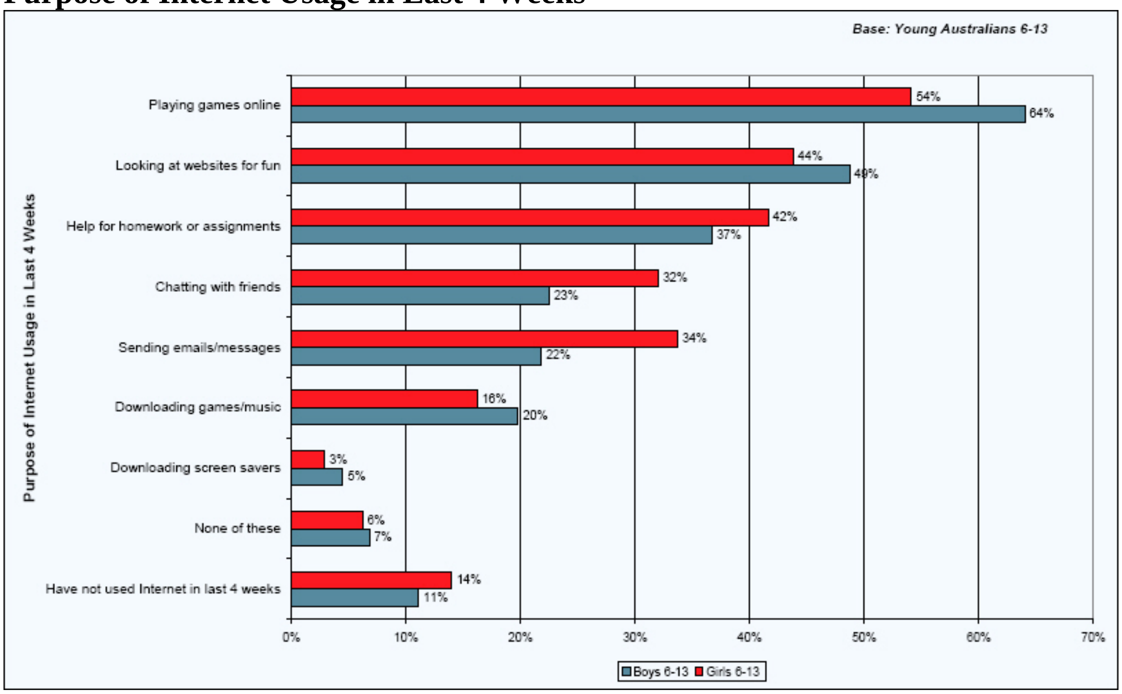
162-31. Playing Online Games Leads Internet Usage for Young Australians

Article No. 1290 - Source: Roy Morgan Research Young Australians Survey, July 2009 – June 2010, n=2,983.: March 10, 2011

In the year ending June 2010, 88% of Young Australians aged 6 to 13 used the internet. In the last 4 weeks playing online games was the number one Internet pastime for Young Australians, with 64% of boys and 54% of girls using the internet for this purpose.

With boys showing greater interest in playing games online than girls, it is the girls who show greater interest in outwardly social activities such as chatting with friends (32%) and sending emails/messages (34%). Girls (42%) are also more likely than boys (37%) to use the internet for help with homework or assignments, a difference of 5% points. 46% of all Young Australians, use the Internet to look at websites for fun and 18% use the Internet to download games/music while in both these categories, boys are more active than girls.

Purpose of Internet Usage in Last 4 Weeks



***Source**: Roy Morgan Research Young Australians Survey, July 2009 — June 2010, n=2,983.*

Michael Duncan, Industry Director — Agencies, Roy Morgan Research, says:

"This new generation of Young Australians' have grown up with the Internet being a part of virtually every activity they do from playing games to homework, music or social interaction."

"Playing games online is the leading use of the internet for both boys and girls. Although this does have a male bias, more than 50% of girls have also used the internet to play games online in the past 4 weeks."

For more information or to purchase the complete Young Australian Survey report, visit the Roy Morgan Online Store. More than any other study, this report will help you understand Young Australians. This report provides insight into Young Australians (6 - 13) comparing what they think, their activities, media consumption, financial status, retail activity and mobile phone uptake and use in 2008 to 2010.

About Roy Morgan Research

These findings are derived from Roy Morgan Research Single Source data. Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has more than 65 years' experiences in collecting objective, independent information on consumers.

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

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	**Percentage Estimate**			
	40%-60%	***25% or 75%***	***10% or 90%***	***5% or 95%***
1,000	±3.0	±2.7	±1.9	±1.4
2,000	±2.2	±1.9	±1.3	±1.0
2,500	±1.9	±1.7	±1.2	±0.9
3,000	±1.8	±1.6	±1.1	±0.8
5,000	±1.4	±1.2	±0.8	±0.6

Source: http://www.roymorgan.com/news/press-releases/2011/1290/