BUSINESS AND POLITICS IN THE MUSLIM WORLD

Global Opinion Report No. 168

Week: April 17-23, 2011

Presentation: April 27, 2011

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Introductory Note

This week report consists of 27 surveys. Five of these are multi-country surveys while the rest of 22 are national surveys from various countries.

168-28 **Topic of the week:**

JAPAN EARTHQUAKE JOLTS GLOBAL VIEWS ON NUCLEAR ENERGY: Net favor globally falls from 25% to a mere 6%. However supporters continue to outnumber opponents by 49%: 43%

April 19, 2011

A global survey conducted by WIN-Gallup International in 47 countries across the globe shows that several hundred million supporters of nuclear energy have switched sides to become its opponents as a result of Japan earthquake and fears of nuclear leakage at its nuclear power plants in Fukushima. Among a sample of more 34,000 thousand men and women world-wide, 8% of former supporters said they have switched to the opposite side. Another 3% said they were unsure but are now opposed to the use of nuclear technology as a source of energy or electricity.

The survey shows that supporters of nuclear energy who are 49% of the polled world still outnumber its opponents, who constitute 43%. But the gap between the two positions was much larger prior to Japan earthquake: Supporters were 57% while 32% opposed. In a nutshell, the gap between supporters and opponents suddenly fell from 25% to a mere 6%.

According to an expert at WIN-Gallup International, the worlds largest and the oldest network of opinion pollsters, operating since 1947, the new balance of opinions is likely to generate active lobbying on both sides. They point out that as the proponents and opponents of nuclear energy stand neck and neck at 49%:43%, the debate is likely to be fuelled by strong competitors on both sides.

The findings of this global survey titled Snap Poll by its organizers to highlight its release within 5 weeks from the earthquake show that nuclear energy has lost supporters both among countries which possess power plants and those which do not. In fact the fall in support among nuclear states is sharper at 9% compared to the non nuclear states of the sample where it is 5%. Among the countries polled in this survey 19 are nuclear states using this technology to produce electricity, while the remaining are non-nuclear states.

Further analysis of the survey shows that the sharpest fall in support for nuclear energy comes from Japan itself where Net Favor fell by 41%: from 34% prior to the Earthquake to minus 7% in the aftermath of the earthquake and Tsunami which damaged Japanese nuclear power plants at Fukushima.

Global Knowledge About Earthquake, Nuclear Leakage and role of Internet

Not surprisingly 91%, world-wide, were aware of the Earthquake in Japan and 81% had also heard about the issue of Nuclear Leakages from the power plants at Fukushima. While the principal source of information happened to be the traditional media of Television, Radio and Newspapers, as many as 18% world-wide said they were keeping themselves updated on this historic disaster through the new media of Internet. The sample comprised a cross-section of people belonging to low, medium and high educational and income groups representative of their countries and belonged to urban as well as rural settings. The survey was one of the most representative of global population in the world.

Global Views About the Resilience of Japan:

As Japan struggles with massive relief efforts to cope with one of the worst natural disasters in its history, that killed nearly thirty thousand of its citizens and displaced ten times as many more, the world asks the question: How will this disaster affect the Japanese? Will it succeed or fail in rebouncing to pre Earthquake levels soon. Expert opinions apart, the global popular opinion is on the whole optimistic of Japan's resilience to face this crisis. As many as 48% of those polled globally expect Japan to restore to pre-earthquake levels (30%) or even higher (18%). In comparison, 38% are pessimistic and say Japan might find it hard to regain its former economic conditions. Notably the conservative or pessimistic view on resilience of the economy comes from within Japan itself where 55% are somewhat skeptical and its close neighbors, South Korea, where 47% hold this view and China where 67% are pessimistic. These views may reflect a modesty in the Japanese and East Asian cultures about what they can achieve. §

MATRIX OF OPINION CHANGE

on Nuclear Energy

Type A: MAJORITIES TURNED MINORITIES

(8 countries)

Japan (62:39)

Canada (51:43)

Netherlands (51:44)

Romania (51:41)

Saudi Arabia (52:43)

Tunisia (44:39)

Hong Kong (48:40)

Cameroon (48:44)

Type B: MAJORITIES SEVERELY THINNED

By 10% points or more

(6 countries)

China (83:70)

India (58:49)

Russia (63:52)

Egypt (65:52)

Iraq (62:49)

Bangladesh (64:51)

Type C: MAJORITIES AFFECTED MODERATELY

Drop in support less than 10% points

(10 countries)

USA (53:47)

France (66:58)

Korea (65:64)

Pakistan (55:53)

Finland (58:52)

Czech (63:61)

Bulgaria (43:34)

Nigeria (65:63)

Vietnam (62:57)

Latvia (54:53)

Type D: MINORITIES FURTHER THINNED

(18 countries)

Germany (34:26)

Belgium (43:34)

Switzerland (40:34)

Poland (36:30)

Iceland (38:32)

Georgia (25:16)

Kenya (32:21)

Palestine (39:30)

Brazil (34:32)

Italy (28:24)

Austria (13: 9)

Greece (12:10)

Ireland (34:30)

Turkey (45:41)

Serbia (21:17)

Bosnia (20:17)

Macedonia (21:19)

Colombia (24:23)

Counter Trend cases (5)

Spain (39:41)

Azerbaijan (17:20)

Fiji (28:29)

**South Africa* (45:49)

**Morocco (16:35)

Notes: * In 4 countries support rose by a few % points: Spain (+4%), South Africa (+4%) Azerbaijan (+3%), Fiji (+1%)

** The case of Morocco is exceptional as an outlying case and a separate Note on that is in the text

168-29 JAPAN

0 200 400 km
0 200 400 mi
RUS.
CHINA
La Perouse Strait
Hokkaido
Sapporo
Occupied by the Soviet Union in 1945 administered by RUSSIA, claimed by JAPAN.
Tsugaru-kaikyō
NORTH KOREA
Sea of Japan
Hachiro-gata
Akita
Sendai
Liancourt Rocks
SOUTH KOREA
Yellow Sea
TOKYO
Honshu
Fujiyama
Yokohama
Hiroshima
Kobe
Nagoya
Osaka
Korea Strait
Kitakyushu
Fukuoka
Shikoku
NORTH PACIFIC OCEAN
NAMPŌ-SHOTŌ
Kyushu
Kiire
Ōsumi-kaikyō
East China Sea
Philippine Sea
BONIN ISLANDS
SENKAKU-SHOTŌ
Okinawa
RYUKYU ISLANDS
DAITŌ-SHOTŌ
VOLCANO ISLANDS

Japan

Population: 127,078,679 (July 2010 est.)

GDP per Capita**(PPP)** $32,700 (2009 est.)

In 1603, after decades of civil warfare, the Tokugawa shogunate (a military-led, dynastic government) ushered in a long period of relative political stability and isolation from foreign influence. For more than two centuries this policy enabled Japan to enjoy a flowering of its indigenous culture. Japan opened its ports after signing the Treaty of Kanagawa with the US in 1854 and began to intensively modernize and industrialize. During the late 19th and early 20th centuries, Japan became a regional power that was able to defeat the forces of both China and Russia. It occupied Korea, Formosa (Taiwan), and southern Sakhalin Island. In 1931-32 Japan occupied Manchuria, and in 1937 it launched a full-scale invasion of China. Japan attacked US forces in 1941 - triggering America's entry into World War II - and soon occupied much of East and Southeast Asia. After its defeat in World War II, Japan recovered to become an economic power and an ally of the US. While the emperor retains his throne as a symbol of national unity, elected politicians hold actual decision-making power. Following three decades of unprecedented growth, Japan's economy experienced a major slowdown starting in the 1990s, but the country remains a major economic power. In January 2009, Japan assumed a nonpermanent seat on the UN Security Council for the 2009-10 term.

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

Summary of Polls

SOUTH EAST ASIA

Filipinos Consider Christmas A More Important Day Than Easter Sunday

The First Quarter 2011 Social Weather Survey, fielded on March 4-7, 2011, found that 57% of adult Filipinos consider Christmas as a more important day than Easter Sunday. (SWS)

20 April 2011

Net Personal & Economic Optimism drops by 24 & 4 Points in Philippines

The First Quarter 2011 Social Weather Survey, conducted from March 4-7, found 35% of adults expecting their personal quality of life to improve in the next 12 months ("Optimists"), and only 11% expecting it to get worse ("Pessimists"), for a Net Personal Optimism (the difference of Optimists over Pessimists) score of +24, 11 points down from +35 in November 2010. (SWS)

18 April 2011

NORTH EAST ASIA

Consumer Product Experience Critical To Market Success For Battery Electric Vehicle Technology In China

While consumer awareness towards Battery Electric vehicle technology is improving in Mainland China, new green energy vehicles continue to fight an uphill battle in consumer perception against the conventional internal combustion engine (ICE) technology, and accessibility is becoming a critical factor for market success. (Synovate)

18 April 2011

EAST EUROPE

Poles And Other Nations

Among nations most liked by the Poles are Czechs and Slovaks. About half declare they like these nationalities. Slightly fewer people say they like the Spanish, Italians, Hungarians, the French and the Dutch. In all these cases positive opinions are several times more frequent than negative ones. (CBOS)

February 2011

Poles Don Not Like Advertising

A vast majority of Poles dislike advertising and only one eighth (13%) feel positive about it. Respondents most frequently mentioned (48%) that they feel forced to watch advertisements even though they do not like them. (CBOS)

February 2011

Poles Remained Socially AND Culturally More Activate In 2010

The year 2010 turned out to be exceptional in terms of Poles' commitment, both financial and material, to help the victims of serious floods that occurred in the country. It may be stated, on the basis of the declarations, that last year the majority of respondents tried to help in some way people in need. Nearly two thirds of the surveyed people (62% - an increase of 13 points in comparison to 2009) gave money to charity at least once. (CBOS)

February 2011

WEST EUROPE

Yougov Quantifies How Tablets Are Cannibalising Laptop Sales

New research released from YouGov’s latest TabletTrack study reveals that approximately one in twelve Tablet owners (8%) purchased a tablet instead of, or to replace a desktop computer, laptop or other computer, with 11% of Samsung Galaxy Tab and 7% of iPad owners doing so. (Yougov)

April 19, 2011

UK: Increase in Economic Optimism and Government Approval

The Reuters/Ipsos MORI April Political Monitor shows an increase in economic optimism in the wake of official figures showing surprise drops in both unemployment and inflation. (Ipsos-Mori)

April 20, 2011

Scotland: Salmond Remains Most Popular Party Leader With Record Rating

Alex Salmond has received record satisfaction ratings, and has a substantial lead over Iain Gray in terms of who would make the more capable First Minister, according to a latest poll. (Ipsos-Mori)

April 2011

NORTH AMERICA

Most Previous Obama Voters likely to Vote for Him in 2012

A poll of voters who chose Barack Obama in 2008 finds 17% are unlikely to vote for him in 2012 and 48% are less enthusiastic about his candidacy than they were in 2008. Most (57%) say fear of a Republican in the White House would be a greater motivator to vote for Obama again than the president’s job performance. (Zogy-Ibope)

April 19, 2011

Approval of Republicans in Congress Drops Back to 31%; One-Point Higher Than That of Democrats

A bounce in approval of Republicans in Congress recorded on April 7 has dropped back to previous levels, and is now 31%, one percentage point greater than approval for Congressional Democrats. (Zogy-Ibope)

April 18, 2011

73% Agree Issues Relating to Civil War Still Divide Nation

Three-quarters of U.S. adults agree that "there are issues that divided the nation during the Civil War that still divide us today." Other questions relating to the Civil War show that current differences are sharper among people with differing ideologies than they are between Southerners and the rest of the nation. (Zogy-Ibope)

April 20, 2011

Huckabee, Trump, Romney Set Pace for 2012 GOP Field

Donald Trump debuts in a first-place tie in Gallup's latest update of Republicans' preferences for the party's 2012 presidential nomination among potential contenders. Trump ties Mike Huckabee at 16%, with Mitt Romney close behind at 13%. Sarah Palin is the only other potential Republican candidate to earn double-digit support. (Gallup USA)

April 22, 2011

Americans' Views of Job Market Improve; Still Mostly Negative

Americans' views of the job market improved slightly in April to the most upbeat assessment since before the global economic collapse. While views are still negative, 17% of Americans say it is a good time to find a quality job, up from 13% in March, and the most since 20% said this in early September 2008. (Gallup USA)

April 18, 2011

Americans Still Split About Whether Their Taxes Are Too High

Half of Americans believe the amount they pay in federal income taxes is too high, while 43% consider it about right and 4% too low. The 50% now calling their taxes "too high" is within the 46% to 53% range found each year since 2003. It is significantly lower than the 65% recorded in 2001, prior to implementation of former President George W. Bush's first round of federal tax cuts. (Gallup USA)

April 18, 2011

Obama Averages 46.7% Job Approval in Ninth Quarter

Barack Obama averaged 46.7% job approval in his ninth quarter in office, slightly above his seventh- and eighth-quarter averages but still the third lowest of his presidency. (Gallup USA)

April 21, 2011

In U.S., 54% Have Stock Market Investments, Lowest Since 1999

Even as stocks have returned to lofty heights from their March 2009 lows, the percentage of Americans saying they hold individual stocks, stock mutual funds, or stocks in their 401(k) or IRA fell to 54% in April -- the lowest level since Gallup began monitoring stock ownership annually in 1999. (Gallup USA)

April 20, 2011

Congressional Job Approval at 17%

Congress' approval is at 17%, essentially unchanged from last month's 18%, and identical to where it was just after last November's midterm congressional elections. The current rating is just four percentage points above the all-time low of 13% from December. (Gallup USA)

April 21, 2011

In U.S., Majority Still Say Now Is a Good Time to Buy a Home

Americans continue to see a buyer's market in housing. Sixty-nine percent say now is a good time to buy a house -- essentially unchanged since 2009. (Gallup USA)

April 22, 2011

Canadians In Wait And See Mood On The Economy: Survey

With an election campaign under way, and the Middle East and Afghanistan now on the backburner in terms of news coverage offered to Canadians, it’s not surprising to see TNS Canada’s Monthly Consumer Confidence Index rebounding ever so slightly, with a minimal 0.9 point increase since March.

April 21, 2011

AUSTRALASIA

Image Of Professions Survey 2011: Police Now At Highest Ever Rating For Ethics & Honesty

In the annual Roy Morgan Image of Professions survey Australian Police (69%, up 7%) are at their highest rating in over 35 years of the survey. A large majority, 90% (up 1% in a year) of Australians aged 14 and over rate Nurses as the most ethical and honest profession — the 17th year in a row since Nurses were first included on the survey in 1994. (Roy Morgan)

April 22, 2011

Big Business Maintains Faith In Traditional Media

According to the latest Roy Morgan Research Business Survey results, the outlook for major media as a reliable source of business news for Australian businesses remains strong. In the same survey businesses also share their thoughts on the importance of each media in the marketing mix for the next 12 months. (Roy Morgan)

April 20, 2011

MULTI-COUNTRY SURVEYS

Worldwide, Blame for Climate Change Falls on Humans

World residents are more likely to blame human activities than nature for the rise in temperatures associated with climate change. Thirty-five percent of adults in 111 countries in 2010 say global warming results from human activities, while less than half as many (14%) blame nature. Thirteen percent fault both. (Gallup USA)

April 22, 2011

Actively Disengaged Workers and Jobless in Equally Poor Health

American workers who are emotionally disconnected from their work and workplace are about as likely as the unemployed -- but far less likely than those who are engaged in their jobs -- to report they are in excellent health. Nearly 2 in 10 of these "actively disengaged" workers rate their overall health as "excellent," similar to the 22% of the unemployed, but significantly fewer than the 31% of engaged workers. (Gallup USA)

April 20, 2011

Fewer Americans, Europeans View Global Warming as a Threat

Gallup surveys in 111 countries in 2010 find Americans and Europeans feeling substantially less threatened by climate change than they did a few years ago, while more Latin Americans and sub-Saharan Africans see themselves at risk. (Gallup USA)

April 20, 2011

Japan Earthquake Jolts Global Views On Nuclear Energy

WIN Gallup International surveys shows that net favor for nuclear energy falls from 25% to a mere 6%, as hundreds of millions worldwide become concerned about Nuclear Leakages and switch sides from favoring to opposing Nuclear Power. However supporters continue to outnumber opponents by 49%: 43%. (Gallup International)

April 19, 2011

High Wellbeing Eludes the Masses in Most Countries Worldwide

Gallup's global wellbeing surveys in 2010 reveal that a median of 21% across 124 countries were "thriving" last year, based on how people rated their lives at the current time and their expectations for the next five years. This is unchanged from a median of 21% in 2009. The percentage rating their lives well enough to be considered thriving ranged from a high of 72% in Denmark to a low of 1% in Chad. (Gallup USA)

April 19, 2011

SOUTH EAST ASIA

168-1. 57% of Pinoys consider Christmas a more important day than Easter Sunday

20 April 2011

First Quarter 2011 Social Weather Survey:

The First Quarter 2011 Social Weather Survey, fielded on March 4-7, 2011, found that 57% of adult Filipinos consider *Christmas* as a more important day than *Easter Sunday*.

To the question, *"Sa inyong palagay, alin po sa dalawang ito ang mas importanteng araw para sa inyo? (Pasko o Christmas, Pasko ng Pagkabuhay o Easter Sunday)" [In your opinion,* *which between the two is the more important day for you? (Christmas, or Easter Sunday)]*, 57% chose Christmas, 36% chose Easter Sunday, 4% did not choose any, and 2% had no answer [*Chart 1*].

Christmas preferred over Easter Sunday in all areas

The March 2011 survey found that majorities of 65% in the Visayas, 60% in Mindanao, 55% in Balance Luzon, and 52% in Metro Manila chose Christmas as a more important day than Easter Sunday [*Chart 2*].

Preference for Christmas over Easter Sunday also tends to be higher among the lower classes: it is 61% in class E and 57% in class D or the *masa*, compared to 51% in classes ABC.

By age group, majorities of 67% among 18-24, 64% among 25-34, 57% among 45-54, and 51% among 35-44 chose Christmas over Easter Sunday [*Chart 3*].

However, opinion is split among 55 years old and above where 50% chose Christmas and 46% chose Easter Sunday.

Majorities of 58% among women and 57% among men chose Christmas as a more important day than Easter Sunday.

Opinions by religion

The March 2011 survey sample had 94% Christians (consisting of 82% Roman Catholic, 3% Iglesia ni Cristo, 1% Protestant, 0.4% Aglipayan, and 8% other Christian religions) and 5% non-Christians (consisting of 5% Islam and 0.4% other non-Christian religions).

Among Christian religions, majorities of 61% among Roman Catholics, 61% among Aglipayans, and 57% among other Christians chose Christmas as a more important day than Easter Sunday [*Chart 4*].

Opinion is mixed among Iglesia ni Cristo members where 37% chose Easter Sunday, 34% chose neither of the two, and 24% chose Christmas.

A majority 60% of Muslims did not choose any of the two, 19% chose Christmas, and 5% chose Easter Sunday.

Among other non-Christians, a majority 79% chose Christmas and the remaining 21% chose Easter Sunday.

Survey Background

The March 2011 Social Weather Survey was conducted from March 4-7, 2011 using face-to-face interviews of 1,200 adults in Metro Manila, the Balance of Luzon, Visayas, and Mindanao (sampling error margins of ±3% for national percentages, ±6% for area percentages).

The area estimates were weighted by National Statistics Office medium-population projections for 2011 to obtain the national estimates.

The survey item on the importance of Christmas and Easter Sunday was not commissioned, but were included on SWS's own initiative and released as a public service.

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

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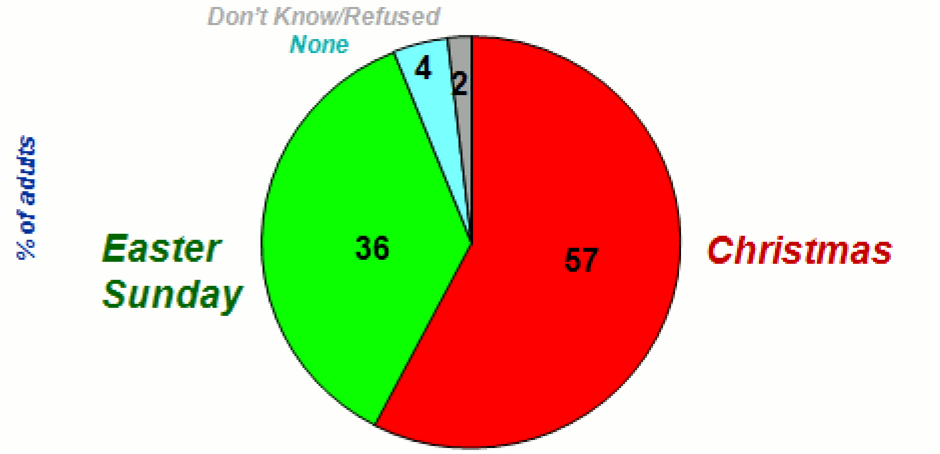
Chart 1

CHOOSING BETWEEN CHRISTMAS OR EASTER SUNDAY, PHILIPPINES, MAR 2011

Question: In your opinion, which between the two is the more important day for you?



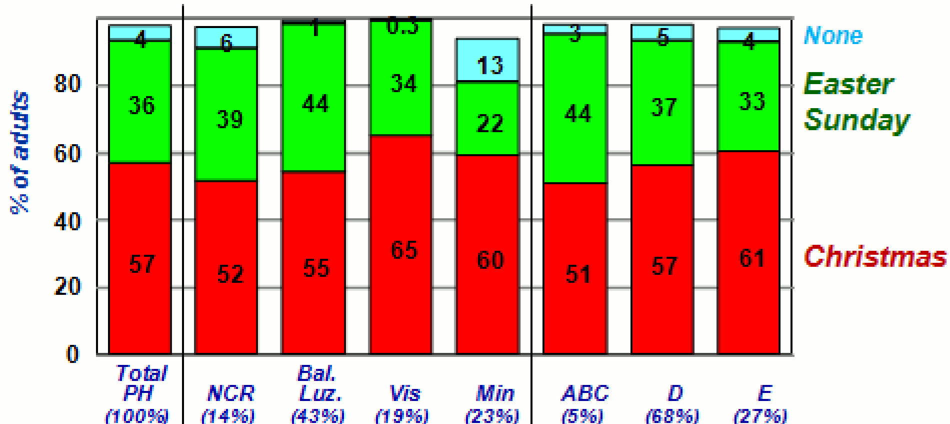
Q: Sa inyong palagay, alin po sa dalawang ito ang mas importanteng araw para sa inyo? [Pasko o Christmas, Pasko ng Pagkabuhay o Easter Sunday]

SOCIAL WEATHER STATIONS — Silver Jubilee 1985-2010 — 25 years of Statistics for Advocacy

First Quarter 2011 Social Weather Report
March 4-7, 2011 National Survey

Chart 2

CHOOSING BETWEEN CHRISTMAS OR EASTER SUNDAY, BY AREA AND CLASS, MAR 2011



Note: Blank spaces are Don't Know and Refused responses.
Q: Sa inyong palagay, alin po sa dalawang ito ang mas importanteng araw para sa inyo? [Pasko o Christmas, Pasko ng Pagkabuhay o Easter Sunday]

SOCIAL WEATHER STATIONS — Silver Jubilee 1985-2010 — 25 years of Statistics for Advocacy

First Quarter 2011 Social Weather Report
March 4-7, 2011 National Survey

Chart 3

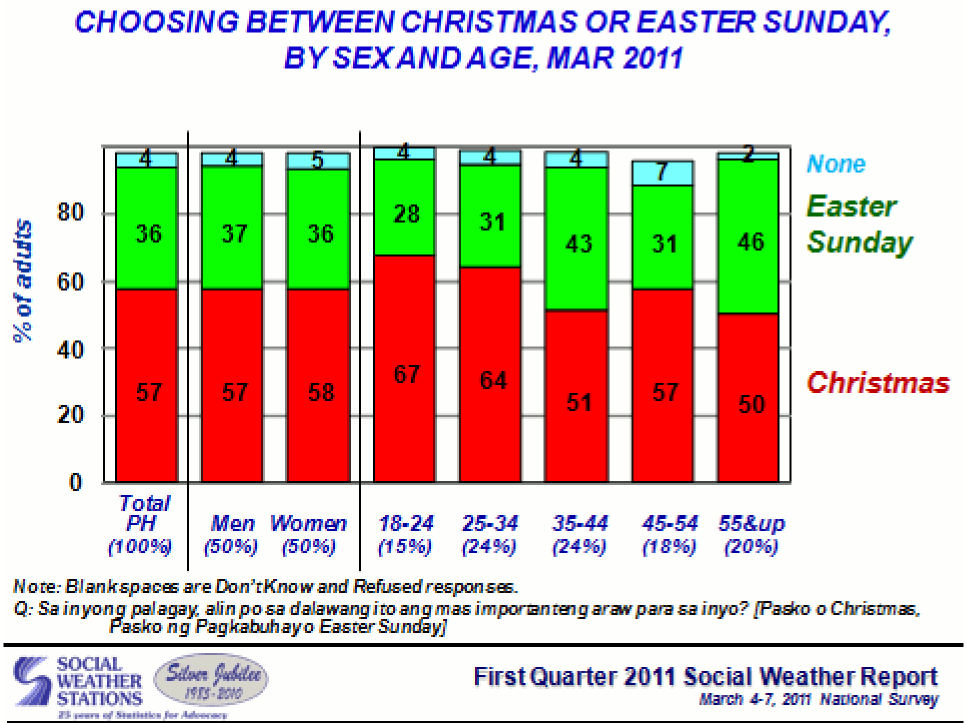
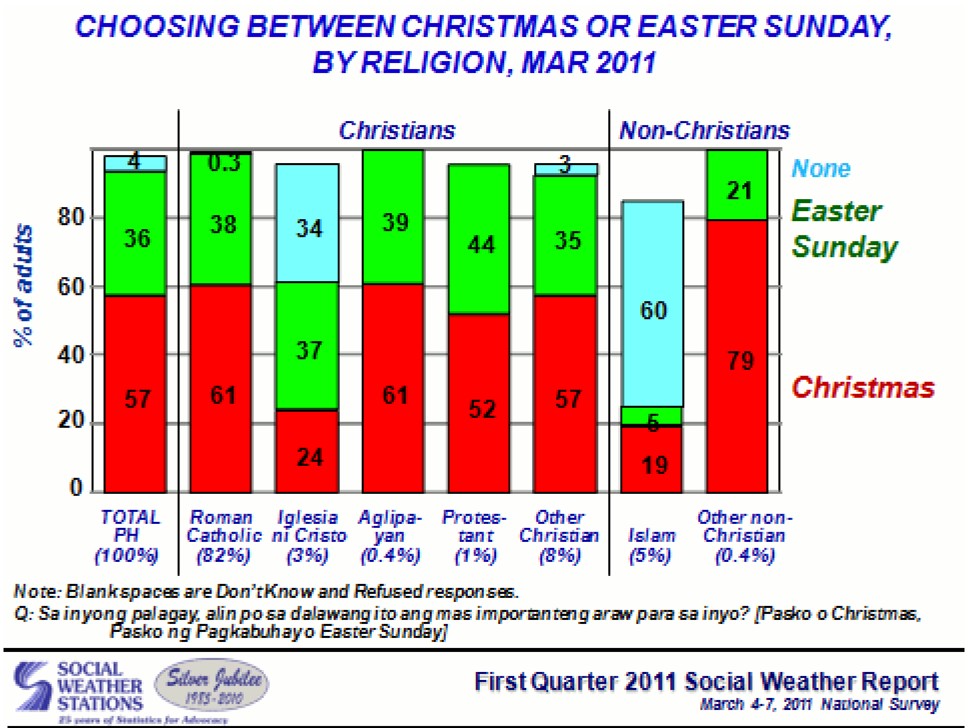


Chart 4



Source: http://www.sws.org.ph/

168-2. Net Personal & Economic Optimism drops by 24 & 4 Points in Philippines

First Quarter 2011 Social Weather Survey:

18 April 2011

The First Quarter 2011 Social Weather Survey, conducted from March 4-7, found 35% of adults expecting their personal quality of life to improve in the next 12 months ("Optimists"), and only 11% expecting it to get worse ("Pessimists"), for a Net Personal Optimism (the difference of Optimists over Pessimists) score of +24, 11 points down from +35 in November 2010 [*Chart 1, Table 1*].

Net Personal Optimism has been over 20% since September 2009.

Regarding the general Philippine economy next year, 27% were optimistic that it would get better, and 24% were pessimistic it would get worse, for a Net Economic Optimism score of +4 (correctly rounded), 26 points down from +30 in the previous quarter [*Chart 2, Table 2*].

The new Net Economic Optimism is a decline from the double-digit positives of June to November 2010, and similar to the level of September 2009.

On the matter of change in Personal Quality of Life compared to twelve months ago, 36% said their lives worsened ("Losers"), and 23% said they improved ("Gainers"), for a net Gainers-Losers score of -13, down by 8 points from -5 in November 2010 [*Chart 3, Table 3*].

The SWS indicators of future economic trends are the people's perceived directions of forthcoming change in (a) their Personal Quality of Life, and (b) the economy as a whole. The indicator of the past economic trend is the people's perceived direction of change in their Personal Quality of Life from twelve months ago to the present.

Personal Optimism declined everywhere except in Visayas

Net Personal Optimism fell in all areas except in the Visayas, where it rose by 3 points from +30 in November 2010 to +33 in March 2011.

However, it fell by 21 points in Balance Luzon, from +38 to +17, by 11 points in Metro Manila, from +41 to +30, and by 7 points in Mindanao, from +32 to +25 [*Chart 4, Table 4*].

Net Personal Optimism also declined in all classes.

Compared to the previous quarter, it fell by 31 points in class ABC, from +52 to +21, by 15 points in class E, from +32 to +17, and by 8 points in class D or masa, from +35 to +27 [*Chart 5, Table 5*].

Economic Optimism fell across the board

Net Economic Optimism declined sharply in all areas and classes.

It fell by 34 points in Balance Luzon, from +31 in November 2010 to -3 in March 2011, by 27 points in Metro Manila, from +41 to +14, by 21 points in Mindanao, from +30 to +9, and by 18 points in the Visayas, from +23 to +5 [*Chart 6, Table 6*].

By class, Net Economic Optimism fell by 44 points in class ABC, from +47 to +3, by 27 points in class D, from +28 to +1, and by 21 points in class E, from +32 to +11 [*Chart 7, Table 7*].

Net Gainers declined in Balance Luzon and Mindanao

Net Gainers, or the percent of Gainers over Losers, became less negative in the Visayas and remained steady in Metro Manila, but worsened in Balance Luzon and Mindanao.

It rose by 6 points in the Visayas, from -14 in November 2010 to -8 in March 2011, and stayed at -7 in Metro Manila.

However, it fell by 14 points in Balance Luzon, from -5 to -19, and another 14 points in Mindanao, from +4 to -10 [*Chart 8, Table 8*].

Net Gainers fell back to double-digit negatives in all classes.

It fell by 26 points in class ABC, from +10 to -16, by 14 points in class E, from -3 to -17, and by 4 points in class D, from -7 to -11 [*Chart 9, Table 9*].

Survey Background

The March 2011 Social Weather Survey was conducted from March 4-7, 2011 using face-to-face interviews of 1,200 adults in Metro Manila, the Balance of Luzon, Visayas, and Mindanao (sampling error margins of ±3% for national percentages, ±6% for area percentages).

The area estimates were weighted by National Statistics Office medium-population projections for 2011 to obtain the national estimates.

The SWS survey questions about trends in personal quality of life and optimism with the Philippine economy are directed to an adult respondent. Such items are non-commissioned, and are always included on SWS's own initiative and released as a public service, with first printing rights assigned to BusinessWorld.

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

In Net Personal Optimism, scores ranging from +30 and above are termed "very high" and +20 to +29 as "high" since they are higher than what is normally expected, or are above the category containing the median and mode (termed as "fair", ranging from +10 to +19) [*Table 10*].

In the case of Net Economic Optimism and Net Gainers-Losers, the most common answers, the median and modal, are in the "low" and "very low" categories. The term "fair" is assigned to the negative category (-9 to zero) since it is above what is normally expected. The term "mediocre" is then assigned to the category between "fair" and "low".

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Chart 1

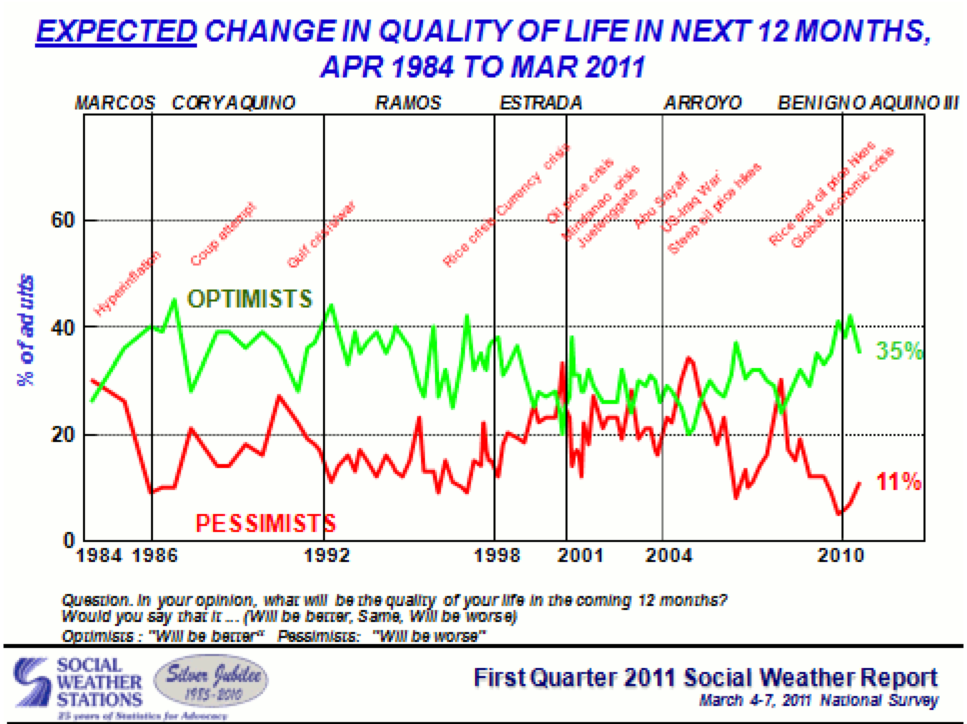


Table **1**

EXPECTED CHANGE IN QUALITY OF LIFE IN NEXT 12 MONTHS

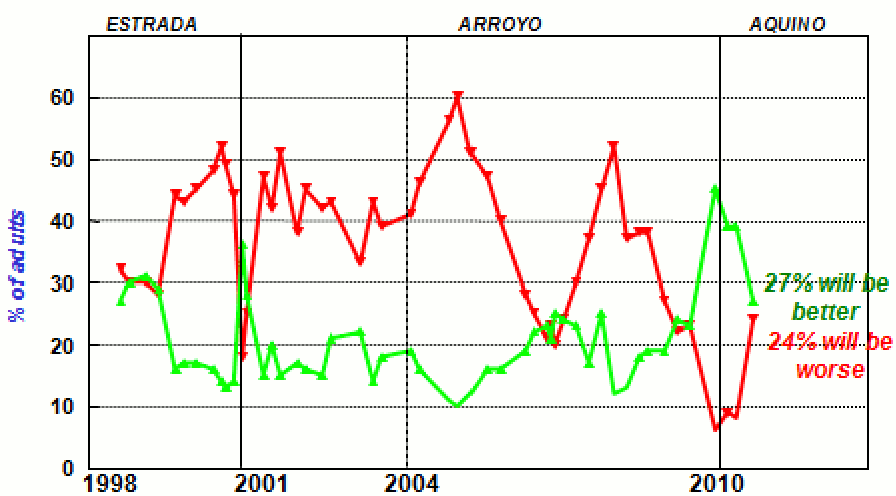
		OPTI-MISTS	PESSI-MISTS	NET OPT.*
MARCOS				
JUL	85	36%	26%	+10
CORY AQUINO				
MAY	86	40	9	+31
OCT	86	39	10	+29
MAR	87	45	10	+35
OCT	87	28	21	+ 7
SEP	88	39	14	+25
FEB	89	39	14	+25
SEP	89	36	18	+18
APR	90	39	16	+23
NOV	90	36	27	+ 9
JUL	91	28	22	+ 6
NOV	91	36	19	+17
FEB	92	37	18	+19
APR	92	39	17	+22
RAMOS				
SEP	92	44	11	+33
DEC	92	39	14	+25
APR	93	33	16	+17
JUL	93	39	13	+26
SEP	93	35	17	+18
DEC	93	37	15	+22
APR	94	39	12	+27
AUG	94	35	16	+19
NOV	94	38	14	+24
DEC	94	40	13	+27
MAR	95	38	12	+26
JUN	95	36	15	+21
OCT	95	29	23	+ 6
DEC	95	27	13	+15
APR	96	40	13	+27
JUN	96	27	9	+18
SEP	96	32	15	+17
DEC	96	25	11	+14
RAMOS (cont.)				
APR	97	34%	10%	+24
JUN	97	42	9	+33
SEP	97	32	15	+17
DEC	97	35	14	+22
JAN	98	33	22	+11
FEB	98	32	17	+15
MAR	98	36	15	+21
APR	98	37	15	+23
ESTRADA				
JUL	98	38	12	+26
SEP	98	31	18	+13
NOV	98	33	20	+12
MAR	99	36	19	+17
JUN	99	31	18	+13
OCT	99	25	25	0
DEC	99	28	22	+ 6
MAR	00	27	23	+ 4
JUL	00	28	23	+ 5
SEP	00	24	28	- 5
OCT	00	20	33	-13
DEC	00	25	25	0
ARROYO				
JAN	01	27	23	+ 4
FEB	01	38	14	+24
MAR	01	31	16	+15
JUL	01	28	22	+ 6
SEP	01	32	18	+13
NOV	01	29	27	+ 2
MAR	02	26	21	+ 5
MAY	02	26	23	+ 3
SEP	02	26	23	+ 3
NOV	02	32	19	+14
MAR	03	24	28	- 5
JUN	03	30	19	+12
ARROYO (cont.)				
SEP	03	29%	21%	+ 8
NOV	03	31	21	+10
JAN	04	30	17	+14
MAR	04	26	18	+ 8
JUN	04	29	23	+ 6
AUG	04	28	22	+ 6
DEC	04	25	30	- 5
MAR	05	20	34	-13
MAY	05	21	33	-12
AUG	05	26	27	0
DEC	05	30	23	+ 6
MAR	06	28	18	+10
JUN	06	27	23	+ 3
SEP	06	32	14	+17
NOV	06	37	8	+29
FEB	07	32	12	+20
MAR	07	30	13	+17
APR	07	31	10	+20
JUN	07	32	11	+22
SEP	07	32	14	+18
DEC	07	30	16	+14
MAR	08	29	23	+ 6
JUN	08	24	30	-6
SEP	08	26	17	+9
DEC	08	30	15	+16
FEB	09	32	19	+14
JUN	09	29	12	+17
SEP	09	35	12	+24
DEC	09	33	12	+21
MAR	10	35	9	+26
JUN	10	41	5	+36
BENIGNO AQUINO III				
SEP	10	38	6	+32
NOV	10	42	7	+35
MAR	11	35	11	+24

* % OPTIMISTS MINUS % PESSIMISTS

Sources: Social Weather Stations (1986-), DAP (1984), and BBC (1985).

Chart **2**

EXPECTED CHANGE IN THE PHILIPPINE ECONOMY, SEP 1998 TO MAR 2011



Question. Sa darating na 12 buwan, ano sa palagay ninyo ang mangyayari sa ekonomiya ng Pilipinas? Masasabi ba ninyo na ito ay... [BUBUTI; KAPAREHO LANG; SASAMA; HINDI ALAM]?

Table 2

EXPECTED CHANGE IN THE PHILIPPINE ECONOMY

		Will be better	Will be worse	Net opt.*
ESTRADA				
SEP	98	27%	32%	- 5
NOV	98	30	30	0
MAR	99	31	30	+ 1
JUN	99	29	28	+ 1
OCT	99	16	44	-29
DEC	99	17	43	-26
MAR	00	17	45	-28
JUL	00	16	48	-32
SEP	00	14	52	-38
OCT	00	13	49	-36
DEC	00	14	44	-30
ARROYO				
FEB	01	36	18	+18
MAR	01	28	25	+ 3
JUL	01	15	47	-32
SEP	01	20	42	-22
NOV	01	15	51	-35
MAR	02	17	38	-21
MAY	02	16	45	-29
SEP	02	15	42	-26
NOV	02	21	43	-22
JUN	03	22	33	-11
SEP	03	14	43	-30
NOV	03	18	39	-21
JUN	04	19	41	-22
AUG	04	16	46	-30

		Will be better	Will be worse	Net opt.*
ARROYO (cont.)				
MAR	05	11%	56%	-45
MAY	05	10	60	-50
AUG	05	12	51	-39
DEC	05	16	47	-31
MAR	06	16	40	-23
SEP	06	19	28	- 9
NOV	06	22	25	- 2
FEB	07	23	21	+ 1
MAR	07	21	23	- 2
APR	07	25	20	+ 6
JUN	07	24	24	0
SEP	07	23	30	- 7
DEC	07	17	37	-20
MAR	08	15	45	-29
JUN	08	12	52	-39
SEP	08	13	37	-24
DEC	08	18	38	-20
FEB	09	19	38	-19
JUN	09	19	27	- 8
SEP	09	24	22	+ 2
DEC	09	23	23	0
JUN	10	45	6	+39
AQUINO				
SEP	10	39	9	+29
NOV	10	39	8	+30
MAR	11	27	24	+ 4

* % Will be better minus % Will be worse.
Note: Same and Don't Know figures are not shown.

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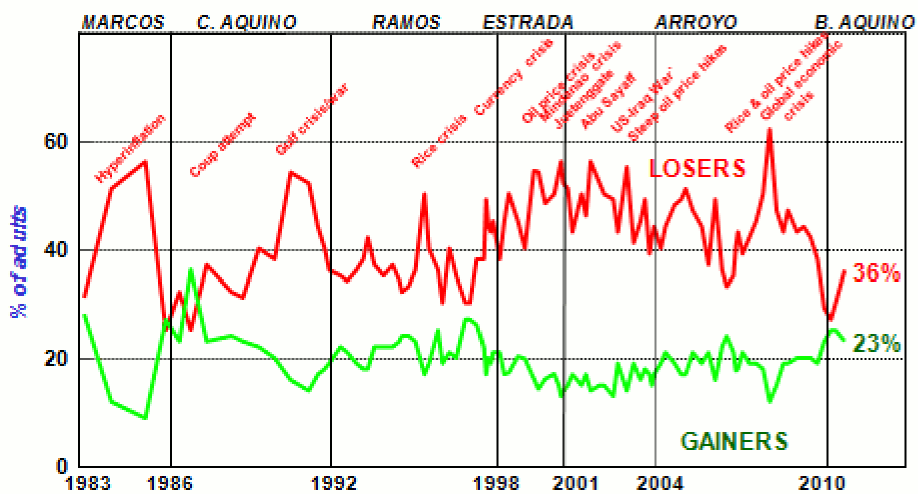
Chart 3

CHANGE IN QUALITY OF LIFE OVER PAST 12 MONTHS, APR 1983 TO MAR 2011



Question : Comparing your quality of life these days to how it was 12 months ago, would you say that your quality of life is ... (Better now, Same as before, Worse now)
Gainers : "Better now" Losers: "Worse now"

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Table **3**

CHANGE IN QUALITY OF LIFE OVER PAST 12 MONTHS

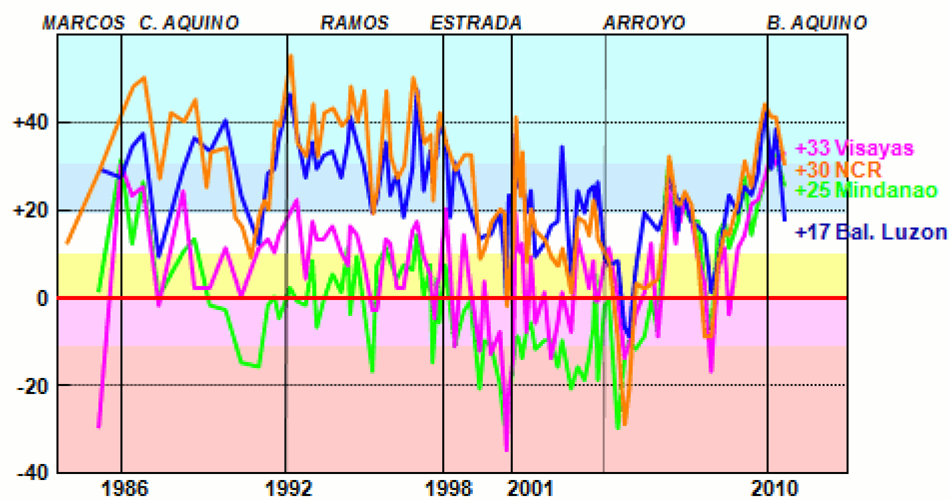
		GAINERS	LOSERS	NET GAINERS*
MARCOS				
APR	84	12%	51%	-39
JUL	85	9	56	-47
C. AQUINO				
MAY	86	27	25	+2
OCT	86	23	32	- 9
MAR	87	36	25	+11
OCT	87	23	37	-14
SEP	88	24	32	- 8
FEB	89	23	31	- 8
SEP	89	22	40	-18
APR	90	20	38	-18
NOV	90	16	54	-38
JUL	91	14	52	-38
NOV	91	17	44	-27
FEB	92	18	40	-22
APR	92	19	36	-17
RAMOS				
SEP	92	22	35	-13
DEC	92	21	34	-13
APR	93	19	36	-17
JUL	93	18	38	-20
SEP	93	18	42	-24
DEC	93	22	37	-15
APR	94	22	35	-13
AUG	94	22	37	-15
NOV	94	23	34	-11
DEC	94	24	32	- 8
MAR	95	24	33	- 9
JUN	95	23	36	-13
OCT	95	17	50	-33
DEC	95	19	40	-21
APR	96	25	36	-11
JUN	96	19	30	-11
SEP	96	21	40	-19
DEC	96	20	35	-15
APR	97	27	30	- 3
RAMOS (cont.)				
JUN	97	27	30	- 2
SEP	97	26	38	-12
DEC	97	22	38	-16
JAN	98	17	49	-32
FEB	98	20	44	-23
MAR	98	19	43	-23
APR	98	21	45	-24
ESTRADA				
JUL	98	21	38	-17
SEP	98	17	45	-29
NOV	98	17	50	-33
MAR	99	20	45	-25
JUN	99	20	40	-20
OCT	99	16	54	-38
DEC	99	14	54	-40
MAR	00	16	48	-32
JUL	00	17	50	-33
SEP	00	15	54	-39
OCT	00	13	56	-44
DEC	00	14	52	-39
ARROYO				
JAN	01	15	51	-36
MAR	01	17	43	-26
JUL	01	15	50	-35
SEP	01	17	46	-30
NOV	01	14	56	-43
MAR	02	15	52	-36
MAY	02	15	50	-35
SEP	02	13	49	-36
NOV	02	19	43	-24
MAR	03	14	55	-41
JUN	03	19	41	-22
SEP	03	16	45	-29
NOV	03	18	49	-31
ARROYO (cont)				
JAN	04	17	39	-22
MAR	04	17	44	-27
JUN	04	19	40	-21
AUG	04	21	44	-23
DEC	04	19	48	-29
MAR	05	17	49	-32
MAY	05	17	51	-34
AUG	05	21	47	-26
DEC	05	19	44	-25
MAR	06	21	37	-16
JUN	06	16	49	-33
SEP	06	22	36	-14
NOV	06	24	33	- 9
FEB	07	21	35	-14
MAR	07	18	40	-23
APR	07	18	43	-25
JUN	07	21	39	-18
SEP	07	19	42	-23
DEC	07	19	45	-26
MAR	08	18	50	-31
JUN	08	12	62	-50
SEP	08	15	47	-32
DEC	08	19	43	-24
FEB	09	19	47	-28
JUN	09	20	43	-23
SEP	09	20	44	-24
DEC	09	20	42	-22
MAR	10	19	38	-19
JUN	10	23	29	- 6
B. AQUINO				
SEP	10	25	27	-2
NOV	10	25	30	-5
MAR	11	23	36	-13

* % GAINERS MINUS % LOSERS

Sources: Social Weather Stations (1986 –), DAP (1983-1984) and BBC (1985).

Chart **4**

NET PERSONAL OPTIMISTS* BY LOCATION, APR 1984 TO MAR 2011



* % OPTIMISTS MINUS % PESSIMISTS

Sources: Social Weather Stations (1986-, DAP (1984) and BBC (1985).

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Table **4**

NET PERSONAL OPTIMISTS* BY LOCATION

		NCR	BAL LUZ	VIS	MIN
MARCOS					
JUL	85	+29	+29	-30	+1
C. AQUINO					
MAY	86	+42	+27	+30	+31
OCT	86	+43	+34	+23	+12
MAR	87	+50	+37	+25	+26
OCT	87	+27	+9	-2	0
MAR	88	+42			
SEP	88	+40	+29	+24	+10
FEB	89	+45	+38	+2	+13
JUL	89	+25			
SEP	89	+33	+33	+2	-2
APR	90	+34	+40	+11	-3
AUG	90	+13			
NOV	90	+18	+23	0	-15
MAR	91	+9			
JUL	91	+19	+12	+11	-18
SEP	91	+22			
NOV	91	+20	+28	+13	-2
FEB	92	+40	+29	+10	0
APR	92	+39	+38	+14	-5
RAMOS					
SEP	92	+55	+48	+19	+2
DEC	92	+35	+37	+22	-1
APR	93	+32	+27	+4	-2
JUL	93	+44	+35	+17	+8
SEP	93	+32	+29	+13	-7
DEC	93	+42	+32	+13	-1
APR	94	+43	+33	+18	+5
AUG	94	+39	+27	+10	+1
NOV	94	+41	+35	+8	+11
DEC	94	+43	+41	+18	-4
MAR	95	+40	+35	+14	+9
JUN	95	+47	+30	+3	-2
OCT	95	+19	+19	-3	-17
DEC	95	+25	+22	-3	+7
APR	96	+47	+35	+13	+11
JUN	96	+32	+23	+12	+8
RAMOS (cont.)					
SEP	96	+27	+28	+2	+4
DEC	96	+30	+18	+2	+7
APR	97	+50	+29	+15	+8
JUN	97	+48	+47	+17	+14
SEP	97	+35	+24	+9	0
DEC	97	+37	+33	+5	+7
JAN	98	+22	+28	-1	-15
FEB	98	+30	+31	-5	-3
MAR	98	+38	+32	+3	+4
APR	98	+42	+40	+4	-8
ESTRADA					
JUL	98	+35	+35	+20	+7
SEP	98	+32	+18	+8	-3
NOV	98	+29	+30	-11	-11
MAR	99	+32	+24	+14	-3
JUN	99	+32	+19	+2	-1
OCT	99	+9	+13	-12	-21
DEC	99	+11	+14	+3	-10
MAR	00	+17	+14	-13	-11
JUL	00	+20	+19	-8	-20
SEP	00	+19	+9	-22	-29
OCT	00	-2	-1	-35	-25
DEC	00	+4	+23	-22	-24
ARROYO					
JAN	01	+12	+20	-14	-15
FEB	01	+41	+37	+19	-10
MAR	01	+31	+25	+12	-9
JUL	01	+8	+19	-8	-8
MAR	01	+31	+25	+12	-9
JUL	01	+8	+19	-8	-8
SEP	01	+20	+24	+9	-8
NOV	01	+15	+9	-8	-12
MAR	02	+13	+12	+1	-10
MAY	02	+9	+18	-14	-10
SEP	02	+7	+17	-8	-18
NOV	02	+11	+34	+1	-10
MAR	03	+1	+4	-8	-21
ARROYO (cont.)					
JUN	03	+18	+24	+13	-18
SEP	03	+17	+19	+7	-19
NOV	03	+14	+24	+2	-14
JAN	04	+22	+25	+8	-7
MAR	04	+13	+28	-1	-19
JUN	04	+10	+9	+8	-2
AUG	04	+8	+7	+11	-1
DEC	04	-10	+8	0	-30
MAR	05	-29	-7	-14	-14
MAY	05	-21	-9	-11	-10
AUG	05	+3	+8	-4	-12
DEC	05	+2	+19	+1	-9
MAR	06	+3	+17	+12	-1
JUN	06	+4	+15	-9	-8
SEP	06	+17	+19	+8	+21
NOV	06	+32	+28	+28	+31
FEB	07	+22	+23	+12	+19
MAR	07	+21	+15	+17	+19
APR	07	+21	+22	+17	+19
JUN	07	+24	+22	+22	+20
SEP	07	+21	+17	+18	+17
DEC	07	+9	+18	+9	+17
MAR	08	-9	+14	+3	+2
JUN	08	-9	+1	-17	-9
SEP	08	+8	+8	+8	+14
DEC	08	+15	+17	+11	+17
FEB	09	+14	+23	-4	+11
JUN	09	+22	+19	+11	+17
SEP	09	+31	+25	+14	+27
DEC	09	+25	+23	+21	+14
MAR	10	+38	+28	+22	+21
JUN	10	+44	+43	+27	+28
B. AQUINO					
SEP	10	+41	+29	+33	+32
NOV	10	+41	+38	+30	+32
MAR	11	+30	+17	+33	+25

* % OPTIMISTS MINUS % PESSIMISTS
Sources: Social Weather Stations (1986-), DAP (1984), and BBC (1985).

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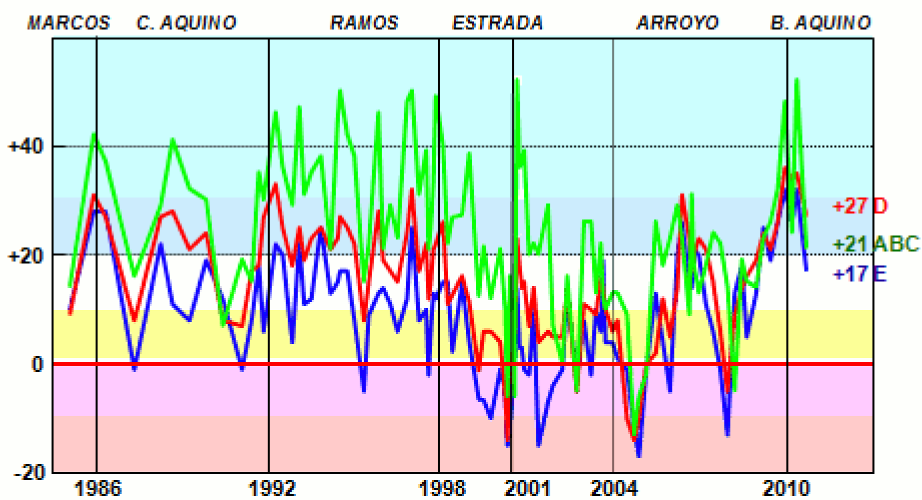
Chart **5**

NET OPTIMISTS* BY CLASS, APR 1984 TO MAR 2011



* % OPTIMISTS MINUS % PESSIMISTS
Sources: Social Weather Stations (1986-, DAP (1984) and BBC (1985).

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Table **5**

NET PERSONAL OPTIMISTS* BY CLASS

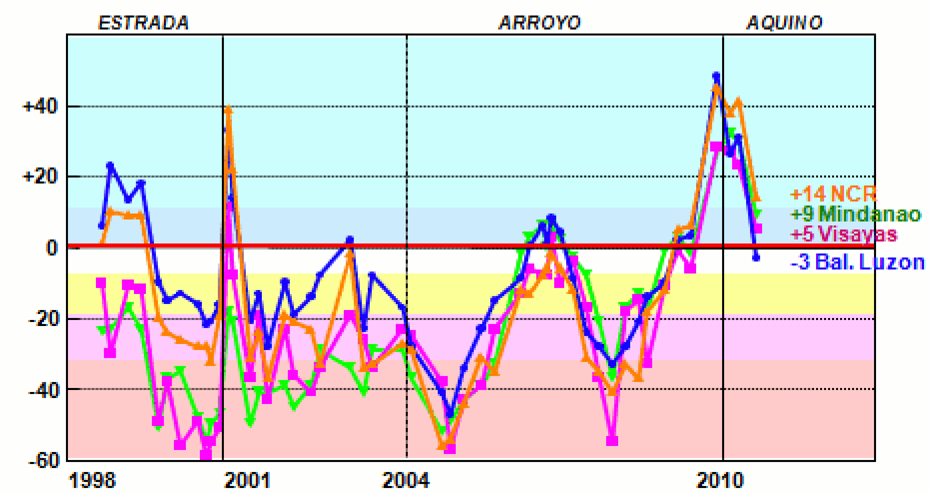
	ABC	D	E
MARCOS			
JUL 86	+14	+ 9	+10
C. AQUINO			
MAY 86	+42	+31	+28
OCT 86	+37	+27	+28
OCT 87	+18	+ 8	- 1
SEP 88	+29	+27	+22
FEB 89	+41	+28	+11
SEP 89	+32	+21	+ 8
APR 90	+30	+24	+19
NOV 90	+ 7	+ 8	+12
JUL 91	+19	+ 7	- 1
NOV 91	+15	+17	+ 8
FEB 92	+35	+18	+18
APR 92	+30	+27	+ 6
RAMOS			
SEP 92	+48	+33	+22
DEC 92	+38	+25	+20
APR 93	+29	+18	+ 4
JUL 93	+47	+25	+22
SEP 93	+31	+19	+11
DEC 93	+35	+23	+12
APR 94	+38	+25	+25
AUG 94	+21	+21	+13
NOV 94	+45	+24	+15
DEC 94	+60	+27	+17
MAR 95	+42	+25	+17
JUN 95	+38	+22	+ 8
OCT 95	+15	+ 8	- 5
DEC 95	+22	+15	+ 9
APR 96	+48	+28	+13
JUN 96	+21	+19	+14
SEP 96	+29	+17	+11
DEC 96	+23	+15	+ 6
APR 97	+48	+24	+12
RAMOS (cont.)			
JUN 97	+50	+32	+25
SEP 97	+31	+17	+ 8
DEC 97	+39	+22	+10
JAN 98	+21	+12	- 2
FEB 98	+25	+15	+ 8
MAR 98	+33	+21	+13
APR 98	+49	+22	+12
ESTRADA			
JUL 98	+40	+28	+15
SEP 98	+22	+11	+15
NOV 98	+27	+13	+ 2
MAR 99	+27	+18	+15
JUN 99	+38	+11	+ 4
OCT 99	+12	- 1	- 8
DEC 99	+21	+ 8	- 7
MAR 00	+12	+ 8	-10
JUL 00	+21	+ 4	- 1
SEP 00	+10	- 8	- 5
OCT 00	- 8	-14	-15
DEC 00	+18	+ 1	-12
ARROYO			
JAN 01	- 8	+ 8	+ 1
FEB 01	+52	+23	+14
MAR 01	+38	+18	+ 3
JUL 01	+20	+ 7	- 2
SEP 01	+22	+14	+10
NOV 01	+20	+ 4	-15
MAR 02	+29	+ 8	- 7
MAY 02	+ 7	+ 5	- 4
SEP 02	0	+ 5	- 1
NOV 02	+18	+14	+13
MAR 03	- 5	- 5	- 3
JUN 03	+28	+11	+ 8
SEP 03	+28	+10	- 2
ARROYO (cont.)			
NOV 03	+13	+ 9	+10
JAN 04	+22	+18	+ 8
MAR 04	+10	+10	+ 4
JUN 04	+13	+ 8	+ 4
AUG 04	+13	+ 8	+ 1
DEC 04	+ 9	-10	- 1
MAR 05	-13	-14	-12
MAY 05	- 8	-10	-17
AUG 05	- 2	0	- 1
DEC 05	+28	+2	+13
MAR 06	+18	+12	+ 4
JUN 06	+23	+ 5	- 5
SEP 06	+29	+14	+20
NOV 06	+23	+31	+28
FEB 07	+ 9	+23	+15
MAR 07	+31	+17	+14
APR 07	+18	+20	+21
JUN 07	+13	+23	+20
SEP 07	+18	+21	+11
DEC 07	+24	+15	+ 8
MAR 08	+22	+ 8	- 1
JUN 08	+14	-5	-13
SEP 08	-5	+9	+13
DEC 08	+19	+14	+18
FEB 09	+15	+18	+5
JUN 09	+14	+19	+13
SEP 09	+23	+24	+25
DEC 09	+28	+21	+19
MAR 10	+32	+28	+28
JUN 10	+48	+38	+32
B. AQUINO			
SEP 10	+24	+34	+28
NOV 10	+52	+35	+32
MAR 11	+21	+27	+17

* % OPTIMISTS MINUS % PESSIMISTS

Sources: Social Weather Stations (1986-), DAP (1984), and BBC (1985).

Chart **6**

NET OPTIMISM* ON THE ECONOMY, BY LOCATION, SEP 1998 TO MAR 2011



Question. Sa darating na 12 buwan, ano sa palagay ninyo ang mangyayari sa ekonomiya ng Pilipinas? Masasabi ba ninyo na ito ay...[BUBUTI; KAPAREHO LANG; SASAMA; HINDI ALAM]

SOCIAL WEATHER STATIONS · Silver Jubilee 1985-2010 · 25 years of Statistics for Advocacy

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Table **6**

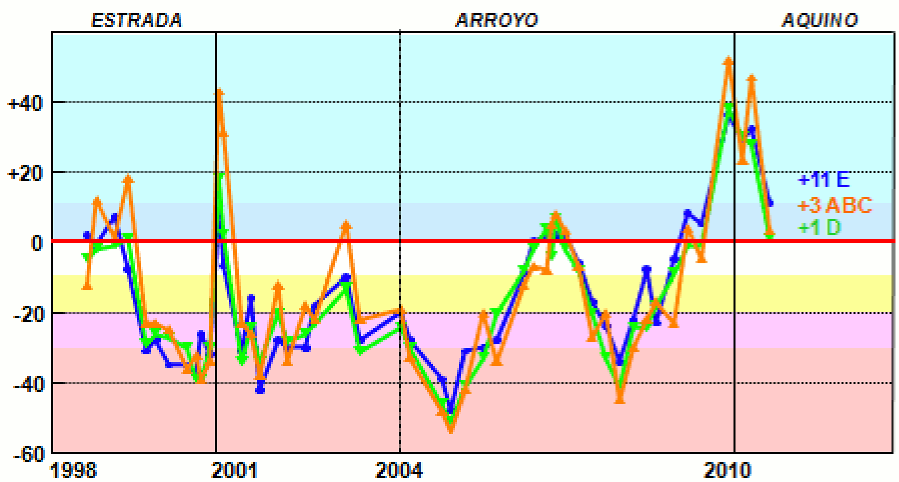
NET OPTIMISM* ON THE ECONOMY, BY LOCATION

		NCR	BAL LUZ	VIS	MIN
ESTRADA					
SEP	98	+ 1	+ 6	-10	-24
NOV	98	+10	+23	-30	-23
MAR	99	+ 9	+13	-11	-17
JUN	99	+ 9	+18	-12	-23
OCT	99	-20	-10	-49	-51
DEC	99	-24	-15	-38	-37
MAR	00	-26	-13	-56	-35
JUL	00	-28	-16	-49	-48
SEP	00	-28	-22	-59	-55
OCT	00	-32	-21	-55	-50
DEC	00	-19	-16	-51	-47
ARROYO					
FEB	01	+39	+33	+11	-18
MAR	01	+22	+14	- 8	-21
JUL	01	-31	-21	-37	-50
SEP	01	-24	-13	-19	-41
NOV	01	-37	-28	-43	-41
MAR	02	-19	-10	-23	-39
MAY	02	-21	-19	-36	-45
SEP	02	-23	-14	-41	-39
NOV	02	-33	- 8	-34	-29
JUN	03	- 2	+ 2	-19	-34
SEP	03	-34	-23	-26	-41
NOV	03	-33	- 8	-34	-29
JUN	04	-27	-17	-23	-29
AUG	04	-29	-28	-25	-37
MAR	05	-56	-41	-38	-52
ARROYO (cont.)					
MAY	05	-54	-47	-57	-49
AUG	05	-44	-34	-43	-43
DEC	05	-31	-23	-39	-39
MAR	06	-35	-15	-23	-32
SEP	06	-12	- 9	-13	- 2
NOV	06	-13	0	- 6	+ 3
FEB	07	- 8	+ 6	- 8	+ 6
MAR	07	- 6	+ 1	- 8	0
APR	07	- 2	+ 8	+ 3	+ 6
JUN	07	- 6	+ 4	-10	+ 2
SEP	07	-12	- 9	- 4	- 3
DEC	07	-31	-24	-17	- 8
MAR	08	-35	-28	-37	-21
JUN	08	-41	-33	-55	-37
SEP	08	-33	-28	-18	-17
DEC	08	-37	-21	-15	-13
FEB	09	-18	-14	-33	-18
JUN	09	-12	-10	-11	-1
SEP	09	+ 5	+ 2	-1	+ 3
DEC	09	+ 6	+ 3	-6	-2
JUN	10	+45	+48	+28	+27
AQUINO					
SEP	10	+38	+26	+27	+32
NOV	10	+41	+31	+23	+30
MAR	11	+14	- 3	+ 5	+ 9

* % Will be better minus % Will be worse.
Note: Same and Don't Know figures are not shown.

Chart **7**

NET OPTIMISM* ON THE ECONOMY, BY CLASS, SEP 1998 TO MAR 2011



* % Will be better minus % Will be worse.

Question: Sa darating na 12 buwan, ano sa palagay ninyo ang mangyayari sa ekonomiya ng Pilipinas? Masasabi b a ninyo n'a ito ay...[BUBUTI; KAPAREHO LANG; SASAMA; HINDI ALAM] (eco-optich)

Table 7

NET OPTIMISM* ON THE ECONOMY, BY CLASS

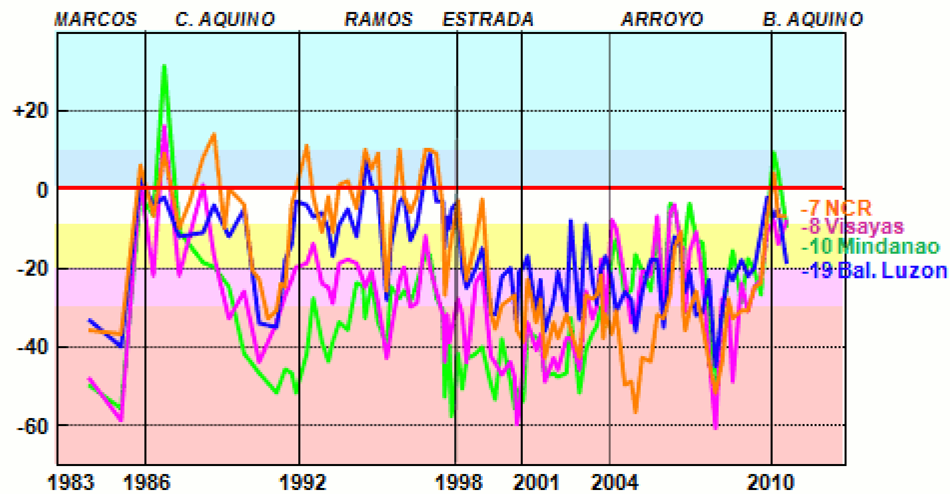
		ABC	D	E
ESTRADA				
SEP	98	-12	- 5	+ 2
NOV	98	+12	- 2	- 1
MAR	99	+ 1	- 1	+ 7
JUN	99	+18	+ 1	- 8
OCT	99	-23	-29	-31
DEC	99	-23	-26	-28
MAR	00	-25	-27	-35
JUL	00	-36	-30	-35
SEP	00	-32	-39	-37
OCT	00	-39	-39	-26
DEC	00	-34	-30	-32
ARROYO				
FEB	01	+43	+18	+ 9
MAR	01	+31	+ 2	- 7
JUL	01	-23	-34	-31
SEP	01	-26	-24	-16
NOV	01	-38	-34	-42
MAR	02	-12	-20	-28
MAY	02	-34	-28	-30
SEP	02	-18	-26	-30
NOV	02	-22	-23	-18
JUN	03	+ 5	-13	-10
SEP	03	-22	-31	-28
NOV	03	-22	-23	-18
JUN	04	-19	-24	-20
AUG	04	-33	-30	-28
MAR	05	-48	-46	-39

		ABC	D	E
ARROYO (cont.)				
MAY	05	-54	-51	-48
AUG	05	-42	-41	-31
DEC	05	-20	-33	-30
MAR	06	-34	-20	-28
SEP	06	-12	- 8	- 9
NOV	06	- 7	- 2	0
FEB	07	- 8	+ 4	- 1
MAR	07	+ 5	- 4	+ 2
APR	07	+ 8	+ 7	+ 2
JUN	07	+ 3	- 2	+ 2
SEP	07	- 7	- 8	- 6
DEC	07	-27	-20	-17
MAR	08	-20	-33	-24
JUN	08	-45	-41	-34
SEP	08	-30	-24	-22
DEC	08	-22	-24	- 8
FEB	09	-17	-18	-23
JUN	09	-23	-9	-5
SEP	09	+ 4	-1	+ 8
DEC	09	-5	-1	+ 5
JUN	10	+52	+38	+36
AQUINO				
SEP	10	+23	+30	+29
NOV	10	+47	+28	+32
MAR	11	+ 3	+ 1	+11

* % Will be better minus % Will be worse.
Note: Same and Don't Know figures are not shown.

Chart 8

NET GAINERS* BY LOCATION, APR 1984 TO MAR 2011



* % GAINERS MINUS % LOSERS
Sources: Social Weather Stations (1986 –), DAP (1983-1984) and BBC (1985)

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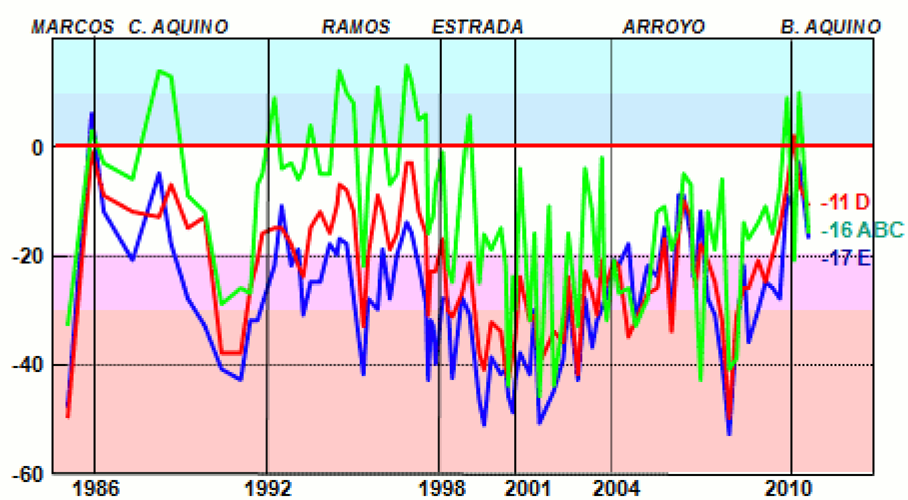
NET GAINERS* BY LOCATION

		NCR	BAL LUZ	VIS	MIN
MARCOS					
APR	84	-38	-33	-48	-50
JUL	85	-37	-40	-58	-58
C. AQUINO					
MAY	86	+8	+3	+2	-2
OCT	86	-7	-4	-22	-7
MAR	87	+9	-2	+18	+31
OCT	87	-10	-12	-22	-11
MAR	88	-3			
SEP	88	+3	-11	+1	-19
FEB	89	+14	-4	-17	-20
JUL	89	-10			
SEP	89	0	-12	-33	-25
APR	90	-4	-5	-28	-42
AUG	90	-21			
NOV	90	-23	-34	-44	-47
MAR	91	-33			
JUL	91	-31	-35	-34	-52
SEP	91	-24			
NOV	91	-25	-18a	-27	-48
FEB	92	-4	-14	-23	-47
APR	92	0	-3	-20	-52
RAMOS					
SEP	92	+11	-4	-19	-42
DEC	92	-2	-7	-14	-28
APR	93	-11	-8	-24	-39
JUL	93	-2	-10	-25	-44
SEP	93	-11	-17	-29	-39
DEC	93	+1	-9	-19	-34
APR	94	+2	-5	-18	-38
AUG	94	-5	-12	-19	-24
NOV	94	+8	-1	-23	-25
DEC	94	+10	+8	-25	-33
MAR	95	+5	+1	-21	-24
JUN	95	+9	-1	-29	-34
OCT	95	-28	-28	-43	-40
DEC	95	-10	-14	-38	-25
RAMOS (cont.)					
APR	96	+10	-3	-23	-28
JUN	96	-2	-2	-20	-28
SEP	96	-8	-13	-30	-29
DEC	96	-2	-8	-29	-24
APR	97	+10	+4	-12	-17
JUN	97	+10	+9	-20	-17
SEP	97	+9	-3	-29	-28
DEC	97	-5	-3	-32	-31
JAN	98	-27	-15	-44	-53
FEB	98	-22	-7	-32	-45
MAR	98	-18	-10	-39	-40
APR	98	-13	-5	-38	-53
ESTRADA					
JUL	98	-3	-3	-28	-42
SEP	98	-14	-20	-32	-51
NOV	98	-23	-25	-44	-44
MAR	99	-13	-20	-24	-42
JUN	99	-3	-15	-21	-40
OCT	99	-32	-32	-43	-50
DEC	99	-38	-32	-44	-54
MAR	00	-30	-22	-47	-33
JUL	00	-28	-20	-44	-49
SEP	00	-27	-30	-43	-58
OCT	00	-38	-34	-60	-51
DEC	00	-37	-21	-57	-55
ARROYO					
JAN	01	-39	-20	-45	-54
MAR	01	-23	-17	-34	-38
JUL	01	-34	-31	-41	-38
SEP	01	-28	-23	-37	-38
NOV	01	-43	-38	-49	-48
MAR	02	-34	-28	-43	-47
MAY	02	-38	-21	-48	-48
SEP	02	-32	-31	-38	-47
NOV	02	-38	-8	-38	-33
MAR	03	-43	-33	-48	-52
ARROYO (cont.)					
JUN	03	-27	-9	-28	-41
SEP	03	-28	-23	-33	-37
NOV	03	-27	-29	-30	-35
JAN	04	-22	-20	-18	-30
MAR	04	-32	-17	-34	-35
JUN	04	-37	-23	-8	-17
AUG	04	-31	-31	-10	-13
DEC	04	-50	-28	-23	-27
MAR	05	-49	-23	-34	-28
MAY	05	-57	-38	-33	-17
AUG	05	-43	-28	-21	-21
DEC	05	-44	-18	-22	-28
MAR	06	-32	-18	-7	-10
JUN	06	-33	-35	-31	-29
SEP	06	-27	-18	-8	-4
NOV	06	-15	-12	-4	-5
FEB	07	-11	-15	-15	-14
MAR	07	-31	-28	-15	-18
APR	07	-38	-28	-31	-12
JUN	07	-31	-21	-18	-4
SEP	07	-28	-32	-11	-13
DEC	07	-35	-31	-23	-14
MAR	08	-44	-23	-42	-32
JUN	08	-52	-45	-61	-50
SEP	08	-44	-31	-28	-32
DEC	08	-28	-21	-30	-22
FEB	09	-33	-23	-49	-18
JUN	09	-31	-18	-24	-29
SEP	09	-31	-22	-31	-18
DEC	09	-25	-20	-25	-21
MAR	10	-24	-11	-23	-27
JUN	10	-7	-2	-11	-8
B. AQUINO					
SEP	10	+4	-7	-8	+9
NOV	10	-7	-5	-14	+4
MAR	11	-7	-19	-8	-10

* % GAINERS MINUS % LOSERS
Sources: Social Weather Stations (1986-), DAP (1983-1984) and BBC (1985).

NET GAINERS* BY CLASS, APR 1984 TO MAR 2011



* % GAINERS MINUS % LOSERS
Sources: Social Weather Stations (1986 -), DAP (1983-1984) and BBC (1985)

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Table 9

NET GAINERS* BY CLASS

	ABC	D	E
MARCOS			
JUL 85	-33	-50	-43
C. AQUINO			
MAY 86	+3	-1	+8
OCT 86	-3	-9	-12
OCT 87	-8	-12	-21
SEP 88	+14	-13	-5
FEB 89	+13	-7	-18
SEP 89	-9	-15	-28
APR 90	-12	-13	-33
NOV 90	-29	-38	-41
JUL 91	-28	-38	-43
NOV 91	-27	-28	-32
FEB 92	-7	-21	-32
APR 92	-5	-18	-29
RAMOS			
SEP 92	+9	-15	-22
DEC 92	-4	-15	-11
APR 93	-3	-18	-22
JUL 93	-8	-22	-19
SEP 93	-4	-24	-31
DEC 93	+4	-15	-25
APR 94	-5	-12	-25
AUG 94	-5	-18	-13
NOV 94	+10	-11	-20
DEC 94	+14	-7	-17
MAR 95	+10	-8	-18
JUN 95	+8	-12	-23
OCT 95	-22	-33	-42
DEC 95	-7	-20	-23
APR 96	+11	-9	-30
JUN 96	+4	-12	-19
SEP 96	-7	-19	-23
DEC 96	-5	-18	-20
APR 97	+15	-3	-14

	ABC	D	E
RAMOS (cont.)			
JUN 97	+12	-3	-18
SEP 97	+5	-12	-22
DEC 97	+8	-18	-29
JAN 98	-18	-31	-43
FEB 98	-14	-23	-32
MAR 98	-13	-23	-33
APR 98	-7	-23	-40
ESTRADA			
JUL 98	-1	-17	-28
SEP 98	-22	-30	-28
NOV 98	-25	-31	-43
MAR 99	-8	-27	-28
JUN 99	+8	-21	-31
OCT 99	-25	-38	-47
DEC 99	-18	-41	-51
MAR 00	-19	-32	-39
JUL 00	-15	-34	-42
SEP 00	-22	-41	-41
OCT 00	-44	-43	-48
DEC 00	-24	-38	-49
ARROYO			
JAN 01	-30	-35	-43
MAR 01	-4	-24	-38
JUL 01	-32	-32	-42
SEP 01	-18	-31	-30
NOV 01	-48	-40	-51
MAR 02	-11	-38	-47
MAY 02	-44	-34	-35
SEP 02	-31	-38	-39
NOV 02	-18	-24	-28
MAR 03	-33	-42	-43
JUN 03	-3	-23	-28
SEP 03	-12	-27	-38
NOV 03	-24	-31	-32

	ABC	D	E
ARROYO (cont.)			
JAN 04	-2	-21	-30
MAR 04	-32	-25	-28
JUN 04	-21	-21	-21
AUG 04	-27	-22	-22
DEC 04	-28	-35	-18
MAR 05	-33	-32	-32
MAY 05	-37	-32	-39
AUG 05	-28	-27	-22
DEC 05	-12	-28	-24
MAR 06	-11	-17	-15
JUN 06	-19	-34	-32
SEP 06	-15	-18	-9
NOV 06	-5	-10	-9
FEB 07	-7	-13	-17
MAR 07	-23	-22	-24
APR 07	-25	-28	-22
JUN 07	-43	-18	-12
SEP 07	-12	-21	-28
DEC 07	-19	-25	-31
MAR 08	-8	-32	-40
JUN 08	-41	-50	-53
SEP 08	-39	-31	-34
DEC 08	-14	-28	-22
FEB 09	-17	-28	-38
JUN 09	-14	-21	-30
SEP 09	-11	-25	-25
DEC 09	-18	-20	-28
MAR 10	-3	-15	-28
JUN 10	+9	-7	-9
B. AQUINO			
SEP 10	-21	+2	-12
NOV 10	+10	-7	-3
MAR 11	-16	-11	-17

* % GAINERS MINUS % LOSERS

Sources: Social Weather Stations (1986-), DAP (1983-1984) and BBC (1985).

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Table 10

STANDARD TERMS FOR VALUES OF SWS ECONOMIC TREND INDICATORS

Personal Optimism (Net)	Economic Optimism (Net)	Gainers-Losers (Net)	
+30 up	+10 up	+10 up	*Very high*
+20 to +29	+ 1 to + 9	+ 1 to + 9	*High*
+10 to +19	– 9 to zero	– 9 to zero	*Fair*
+ 1 to + 9	–19 to –10	–19 to –10	*Mediocre*
– 9 to zero	–29 to –20	–29 to –20	*Low*
–10 down	–30 down	–30 down	*Very Low*

Comment: In the case of Personal Optimism, the term "fair" is assigned to the category containing the median and the mode. The term "mediocre" is used for the positive category (+1, +9) since it is below the median or less than what is normally expected.

Comment: In the case of Economic Optimism and Gainers-Losers (past trend in personal Quality of Life), the median are in the category "low" and the modal responses are in the category "very low," i.e., "low" and "very low" are the most common answers. The term "fair" is assigned to the negative category (-9, 0) since it is much above the median, or much more than what is normally expected. The term "mediocre" is then assigned to the category between "fair" and "low".

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Source: http://www.sws.org.ph/

NORTH EAST ASIA

168-3. Consumer Product Experience Critical To Market Success For Battery Electric Vehicle Technology In Mainland China, Reveals New Study By Synovate

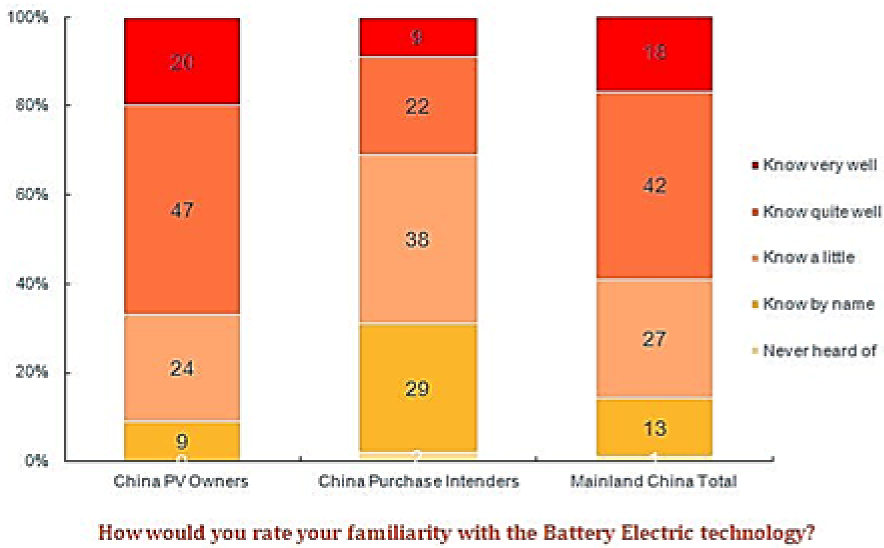
18 April 2011

SHANGHAI — While consumer awareness towards Battery Electric vehicle technology is improving in Mainland China, new green energy vehicles continue to fight an uphill battle in consumer perception against the conventional internal combustion engine (ICE) technology, and accessibility is becoming a critical factor for market success. Top four global custom market research company Synovate today released a study investigating the perception of hybrid vehicles by Mainland Chinese passenger vehicle owners and purchase intenders.

The study, conducted by the company's automotive specialist unit Synovate Motoresearch, shows that two out of three car owners surveyed in Mainland China (67%) claim to be well informed about Battery Electric technology, while another 27% know the new energy technology "a little." Purchase intenders, on the other hand, have significantly less knowledge about Battery Electric, with only three out of ten future car buyers (31%) know this technology "very or quite well."

Please see Figure 1 for consumers' awareness of Battery Electric technology.

Figure 1: Consumer awareness of Battery Electric technology (in %)

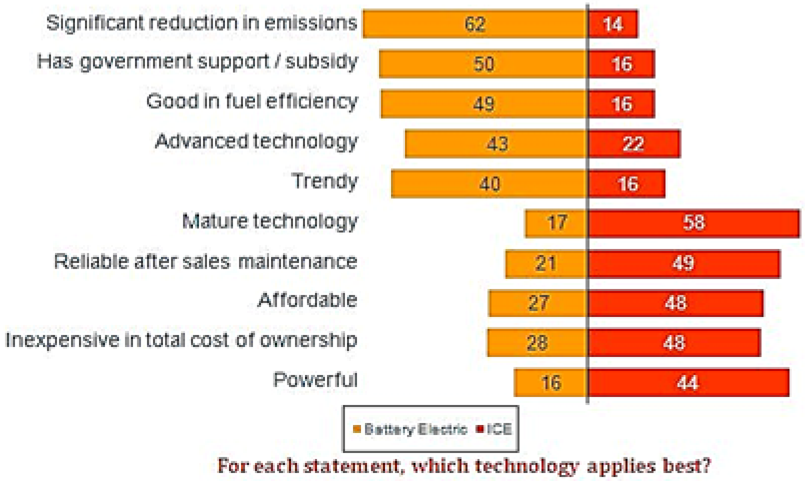


Not surprisingly, Battery Electric (together with Plug-in Hybrid) technology owns the 'green' space in consumers' minds against the conventional ICE technology in "significant emission reduction" and "good fuel efficiency" (62% and 49% for hybrid technology vs. 14% and 16% for conventional technology). These greener vehicles are also seen as more advanced and trendy (43% and 40% vs. 22% and 16%).

Battery Electric scores low on being "powerful" (16% vs. 44%), "reliable" (21% vs. 49%) and "affordable" (27% vs. 48%).

Please see Figure 2 for consumers' perception on Battery Electric technology

Figure 2: Battery Electric technology image perception (in %)



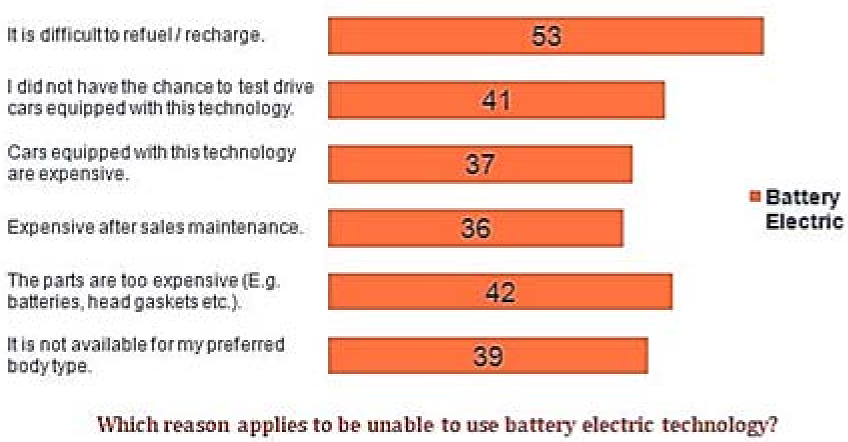
Besides the overall weak image of Battery Electric technology, the major barriers that prevent Chinese car consumers from opting for this new energy proposition refer to concerns regarding the battery (53% indicating concerns for "difficult to recharge"), costs (42% "parts are too expensive"; 37% "cars are expensive"), and product experience (41% "no chance to test drive").

Klaus Paur, Managing Director of Synovate Motoresearch for Greater China and Korea, said: "After having heard about Battery Electric vehicle technology for several years now, there is undeniably a great deal of interest in the market, but consumers still lack concrete product experience.

"To obtain a more favourable perception from prospective buyers, it is necessary to let them get behind the wheel and offer a personal electric driving experience. This is important to address doubts about usage and functional quality of new energy vehicles, which have accumulated over time mostly on a hearsay basis."

Please see Figure 3 for consumers' perception on barriers to use Battery Electric vehicle technology.

Figure 3: Barriers to use Battery Electric vehicle technology (in %)



Survey results also suggest that there is only room for charging a small price premium on Battery Electric vehicles.

Overall, car owners in China would accept a 4% price increase in direct comparison with their current car.

"The vehicle purchase price is one major reason against possible usage, but the cost concerns extend to maintenance costs and service parts as well. The challenge is on for Government to sufficiently subsidize the purchase of Battery Electric vehicles, and for car makers to transparently demonstrate low maintenance costs along the entire vehicle ownership," Paur added.

Please see Figure 4, on acceptable pricing for Battery Electric vehicles.

Figure 4: Acceptable price for Battery Electric vehicles (Index vs. ICE = 100)

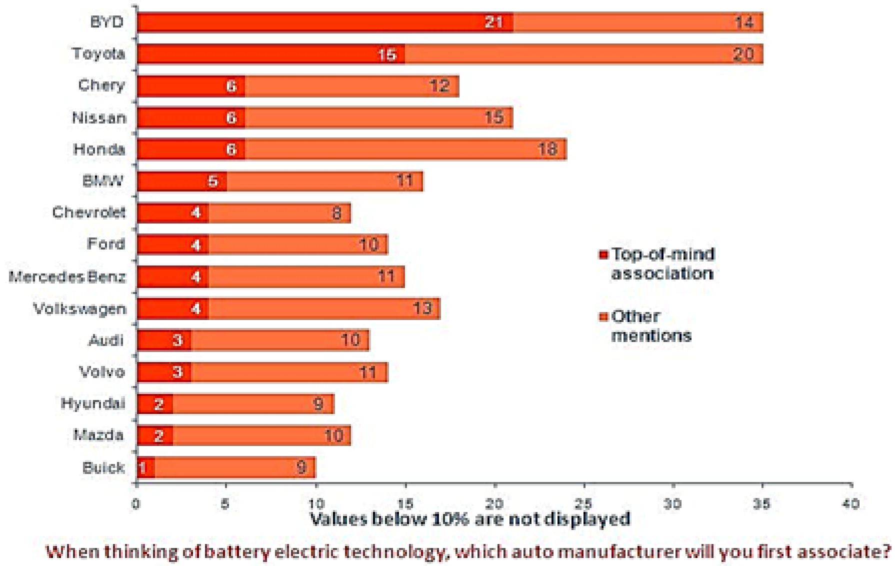
Research findings show that among car consumers in China, BYD displays the strongest top-of-mind association with Battery Electric vehicle technology (21%), but Toyota is on par when all associations — top-of-mind and other mentions — are counted (35% each).

Honda and Nissan (24% and 21% respectively) complete the list of strongly associated car makes with Battery Electric technology. Other than BYD, Chery obtains a sizeable number of consumer associations, comparable with the level of Volkswagen (18% and 17% respectively).

"The results of our survey show that, with the exception of BYD and maybe Chery, Chinese car manufacturers overall do not play a significant role in the eyes of consumers when it comes to Battery Electric technology," concluded Paur. "Even BYD is at risk of losing the benefits of its marketing efforts if it cannot deliver on the promises made and roll out new energy vehicles soon, while foreign competitors, such as Nissan with its Leaf, are taking a more active role."

Please see Figure 5, consumers' associations of car markers with Battery Electric technology.

Figure 5: Associations of car makers with Battery Electric technology (in %)



Source: http://www.synovate.com/news/article/2011/04/consumer-product-experience-critical-to-market-success-for-battery-electric-vehicle-technology-in-mainland-china-reveals-new-study-by-synovate.html

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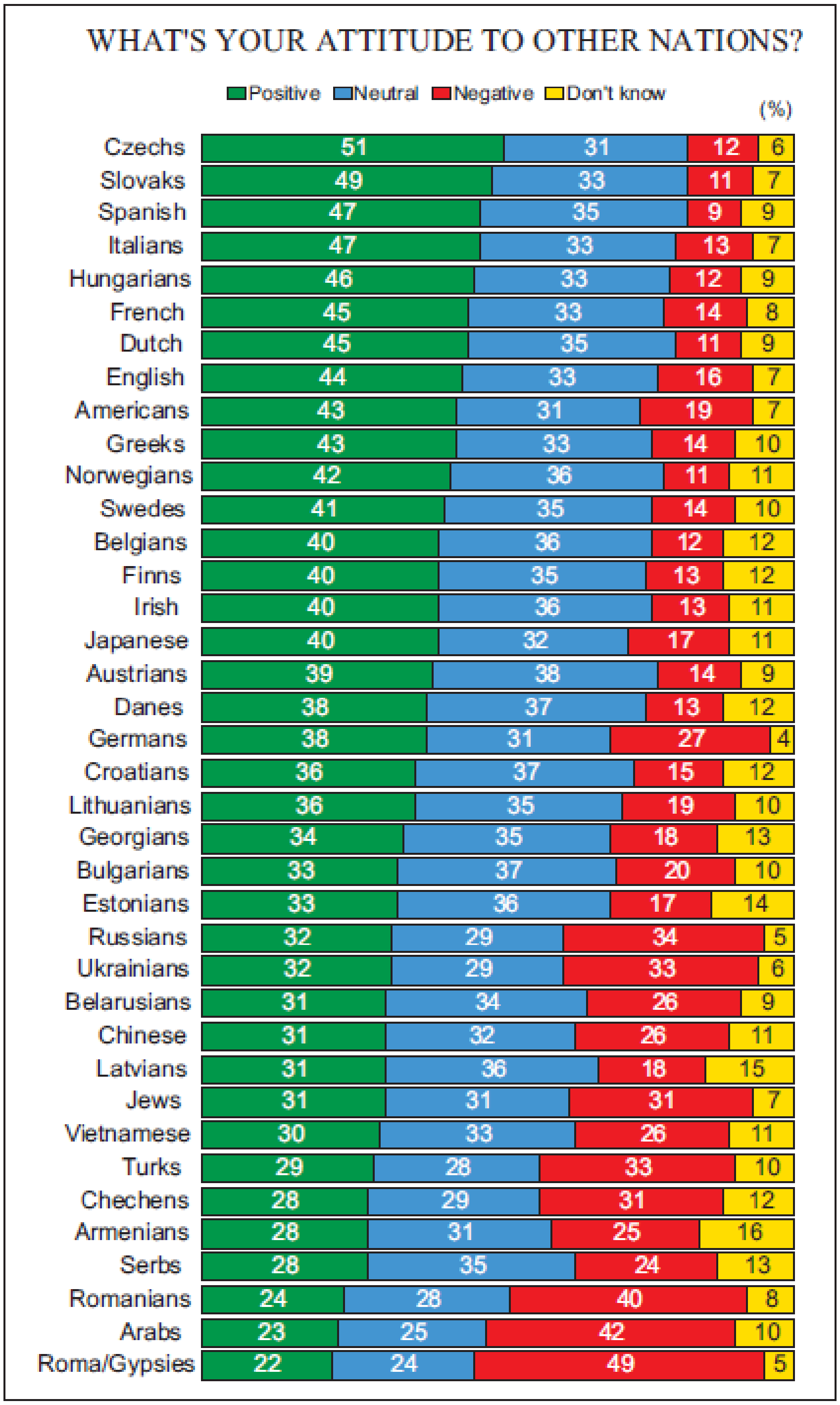
EAST EUROPE

168-4. Poles And Other Nations

Among nations most liked by the Poles are Czechs and Slovaks. About half declare they like these nationalities. Slightly fewer people say they like the Spanish, Italians, Hungarians, the French and the Dutch. In all these cases positive opinions are several times more frequent than negative ones.

At least two fifths of adult Poles have positive opinions about the English, Americans, Greeks, Norwegians, Swedes, Belgians, Finns, the Irish and the Japanese. The number of positive opinions about Austrians, Danes, Croatians, Lithuanians, Georgians, Bulgarians, Estonians and Latvians is still higher than negative views but there are almost as many people who admit they have a neutral attitude to these nations.



With regard to the Germans, there are more people who like this nationality than do not like it, but positive opinions outnumber the negative ones only by 11 percentage points.

Neutrality is the most frequently expressed feeling towards Belarusians, the Chinese, the Vietnamese, Armenians and Serbs and positive opinions are only slightly more frequent than the negative attitude. In case of Russians, Ukrainians, Turks and Chechens, respondents are divided into three, comparably large, groups (negative feelings are expressed only slightly more often than positive or neutral feelings). However, with regard to Jews the division of opinions is perfectly even.

The Roma, Arabs and Romanians are the least liked nations of all the nationalities included in the survey.

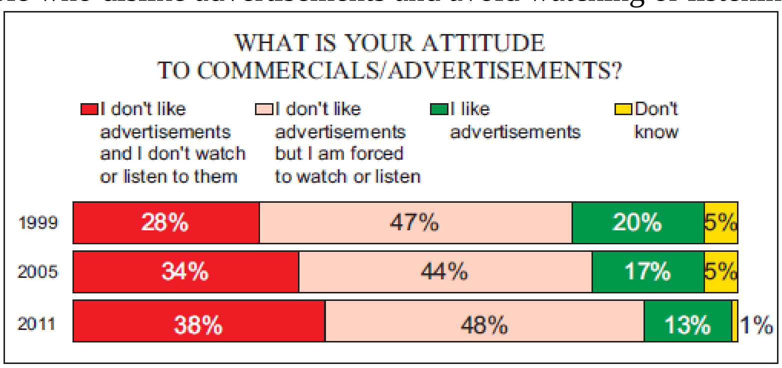
If we compare this year's opinions to last year's ones we may notice that in case of thirty two of all thirty eight nationalities included in the survey there is a slight decline in the number of positive views.Asmall improvement of feelings can be noted with regard to the Chinese, Georgians, Turks and the Vietnamese but attitude to Jews and Chechens remains the same. On the other hand, however, the majority of this year's differences might be the result of a measurement error. Only in case of the English, the French, the Irish and Lithuanians may it be said that positive opinions evidently fell (by 6 percentage points).

Poles' opinions about different nationalities are shaped to a great extent by a generally held view that western countries are rich and civilized and eastern countries are poor and backward. The western countries serve as a positive point of reference with which Poles like to compare themselves and to which they would like to belong. The East is a negative point of reference - Poles prefer to distance themselves from the eastern countries and not to be associated with them. Economic development of some of the Central and Eastern European countries allows Poles to feel they belong to the West and makes them value western countries more than in the past.

Source: http://www.cbos.pl/PL/publikacje/public_opinion/2011/02_2011.pdf

168-5. Poles Do Not Like Advertising

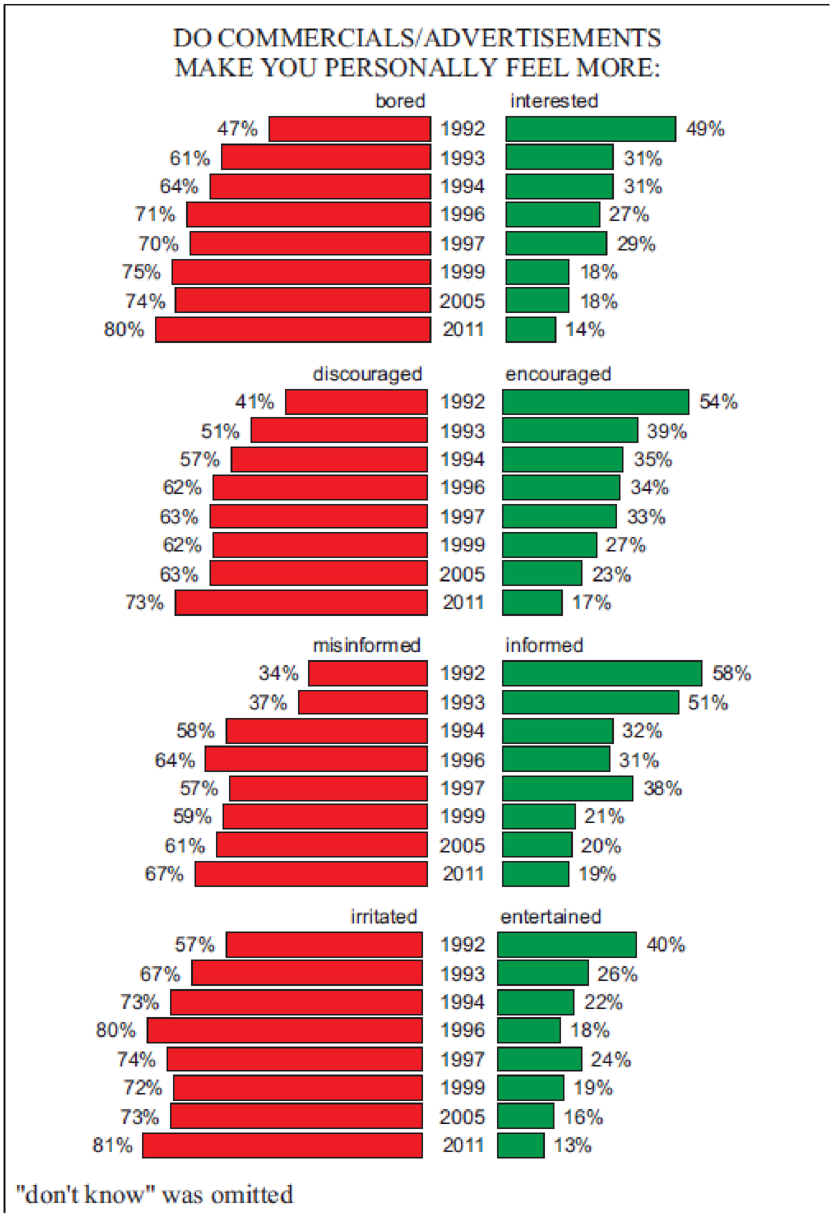
A vast majority of Poles dislike advertising and only one eighth (13%) feel positive about it. Respondents most frequently mentioned (48%) that they feel forced to watch advertisements even though they do not like them. Nearly two fifths (38%) avoid watching or listening to advertisements because they dislike them. If we compare the results of this year's survey with the results from six and twelve years ago, we may notice a visible increase in the percentage of people who dislike advertisements and avoid watching or listening to them.



Simultaneously, there are significantly fewer respondents who claim they like advertisements. The majority of respondents (80%) claim that advertisements bore them and only one in seven (14%) say they are interesting. Advertisements are believed not to be particularly successful. Nearly three quarters of the surveyed people (73%) say they are discouraged by advertisements and only one in six (17%) admit they are encouraged by them to buy. The informative value of commercials is also assessed negatively. Two thirds of respondents think that they misinform rather than inform.

A vast majority of respondents (81%) believe that they do not provide good entertainment. On the contrary, they rather irritate. Only one in eight (13%) say that watching commercials relaxes or entertains them. In the last nineteen years opinions about commercials have deteriorated in all aspects.

Even though a negative attitude towards commercials is widespread, they still manage to fulfil their task: they draw people's attention to some specific products which might be otherwise overlooked during shopping. Nearly a third of respondents (31%) admit that if they are to chose from similar products, they buy the one they know from advertisements.Afifth (20%) admit they sometimes regret being influenced by advertising in choosing products because their expectations were not fulfilled. Nearly one in seven claim (15%) that they might decide to buy some products for the first time on the spur of the moment because they are influenced by advertising.



Source: http://www.cbos.pl/PL/publikacje/public_opinion/2011/02_2011.pdf

168-6. Poles Remained Socially AND Culturally More Activate In 2010

The year 2010 turned out to be exceptional in terms of Poles' commitment, both financial and material, to help the victims of serious floods that occurred in the country. It may be stated, on the basis of the declarations, that last year the majority of respondents tried to help in some way people in need. Nearly two thirds of the surveyed people (62% - an increase of 13 points in comparison to 2009) gave money to charity at least once.

Nearly half (46% - an increase of 9 points) helped materially by giving, e.g. clothes or books. One in six (16% - a 4 point increase) offered somebody their work or service for free.Work as volunteer is far less popular (6% - the figure remained at the same level).

Different forms of family and social interaction were more popular in 2010 compared with the previous year. In the previous year a vast majority of respondents held a party for their friends at least once (71%, a 6-point increase). Nearly half of Poles (48%, a 9-point increase) went with their family to a restaurant one time or more.

Over a third (35%, a 4-point increase) went with their family on holidays at least once. Almost two fifths of respondents (38%, a 6-point increase) were present at some sports event. The changes in cultural activity are less pronounced. Over half of the surveyed people (58%, a 4 point increase) read a book for pleasure at least once last year. Similarly to previous year, four out of ten respondents went to the cinema (39%).

Going to the theatre is less popular. As in the previous year, 15% of adult Poles admitted they watched some theatrical performance.

The percentage of Poles using the Internet is gradually growing. Last year, more than half of respondents used it for purposes not connected with work (54%, an increase of 2 points).

The number of people who went abroad has changed insignificantly. On the whole, a quarter of respondents (25%) have gone abroad and 4% worked outside Poland.

Source: http://www.cbos.pl/PL/publikacje/public_opinion/2011/02_2011.pdf

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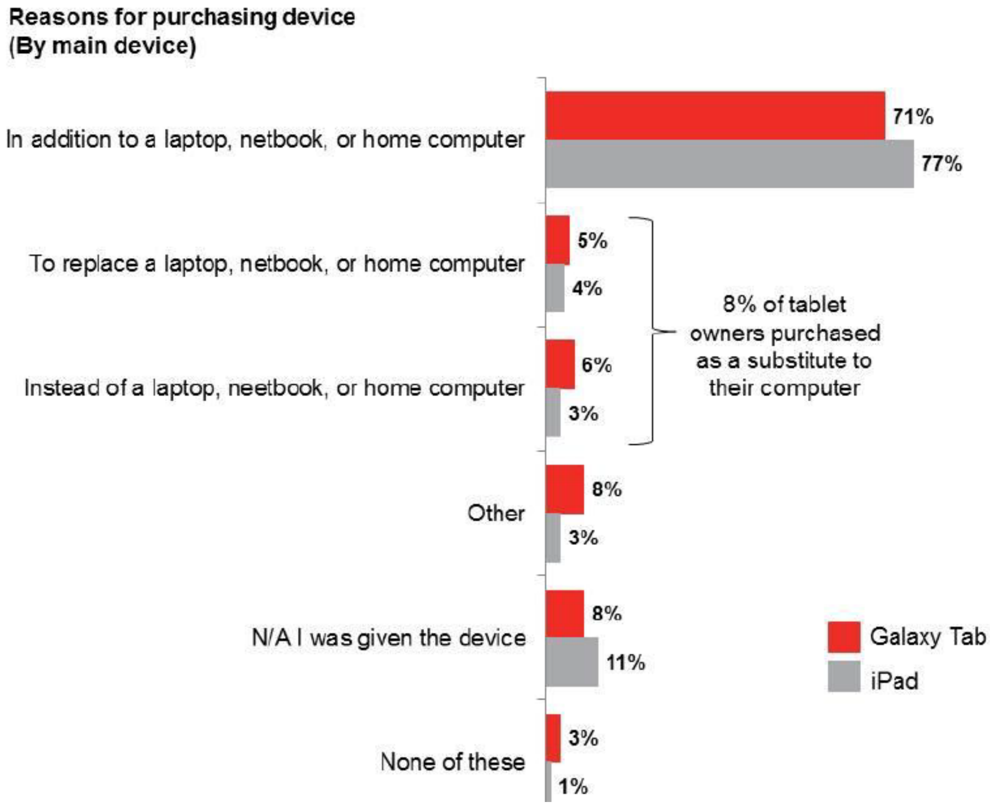
WEST EUROPE

168-7. Yougov Quantifies How Tablets Are Cannibalising Laptop Sales

19 April 2011

New research released from YouGov's latest TabletTrack study reveals that approximately one in twelve Tablet owners (8%) purchased a tablet instead of, or to replace a desktop computer, laptop or other computer, with 11% of Samsung Galaxy Tab and 7% of iPad owners doing so.

Though over three quarters of tablet owners (76%) purchased a tablet in addition to a computer, YouGov believes the proportion of consumers choosing to purchase tablets substituting for laptops, desktop computers and netbooks is expected. The launch of newer, cheaper tablets throughout 2011 will further boost this increase.



More than one in eight UK adults (13%) are seriously considering buying a tablet, with over two thirds of these (67%) already knowing which they will get, indicating that these prospects are serious in their intentions.

Of those looking to purchase tablets in future, 16% want one as a substitute to a laptop and 9% as a substitute to a netbook. YouGov believes that £250 is the price point where the tablet market truly takes off and becomes more than a niche product.

Using price modelling analysis amongst 2000 nationally representative adults who do not own a tablet, YouGov found that the optimal price point for tablets is £250 amongst hot prospects. Lukewarm prospects and current rejectors of tablets will require prices in the £150 to £200 price range before they become more interested in purchase.

The methodology used for this analysis was exactly the same that two years ago predicted e-reader sales taking off at the £100 price point. The Amazon Kindle currently retails at a base price of £111.

Russell Feldman, Associate Director for Technology and Telecoms Consulting at YouGov

commented on the findings: “At the consumer electronics show in Las Vegas, earlier this year, over 80 tablets were announced for launch later in 2011. YouGov expects most of these tablets to fail to achieve widespread distribution. However, our analysis clearly demonstrates that if the pricing is right and the device is marketed at the correct audience, then there is significant latent demand.”

YouGov’s TabletTrack study surveys tablet usage, attitudes and satisfaction, quarterly. The next wave of the tracker begins in May with a report due in June 2011.

Source: http://www.yougov.co.uk/corporate/pdf/YG-press-TabletsCannibaliseLaptopSales.pdf

168-8. UK: Increase in Economic Optimism and Government Approval

Reuters/Ipsos MORI April 2011 Political Monitor

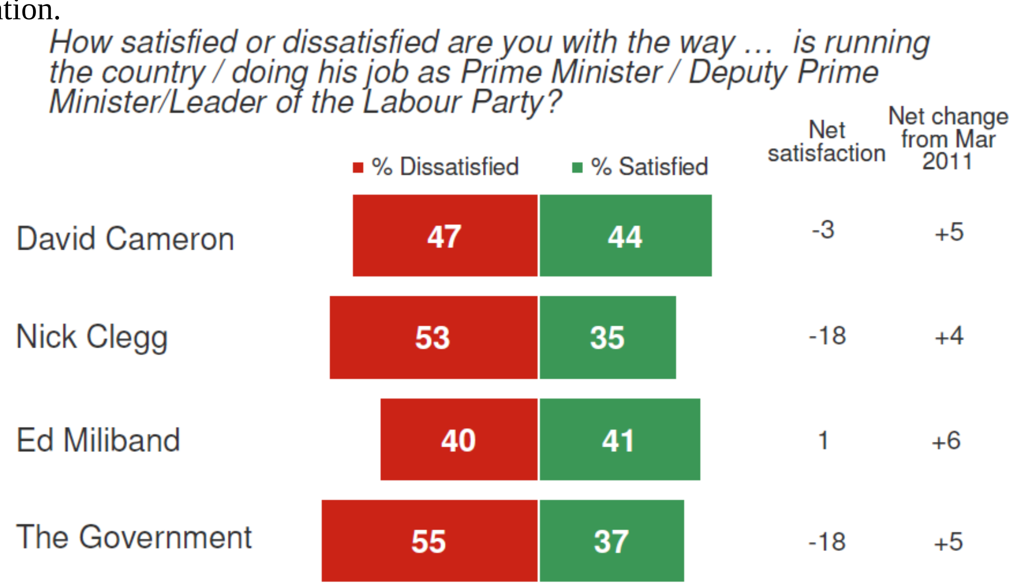
Published:20 April 2011

Fieldwork:15-17 April 2011

Measured increases in economic optimism and government approval, although there are concerns about the Coalition's unity

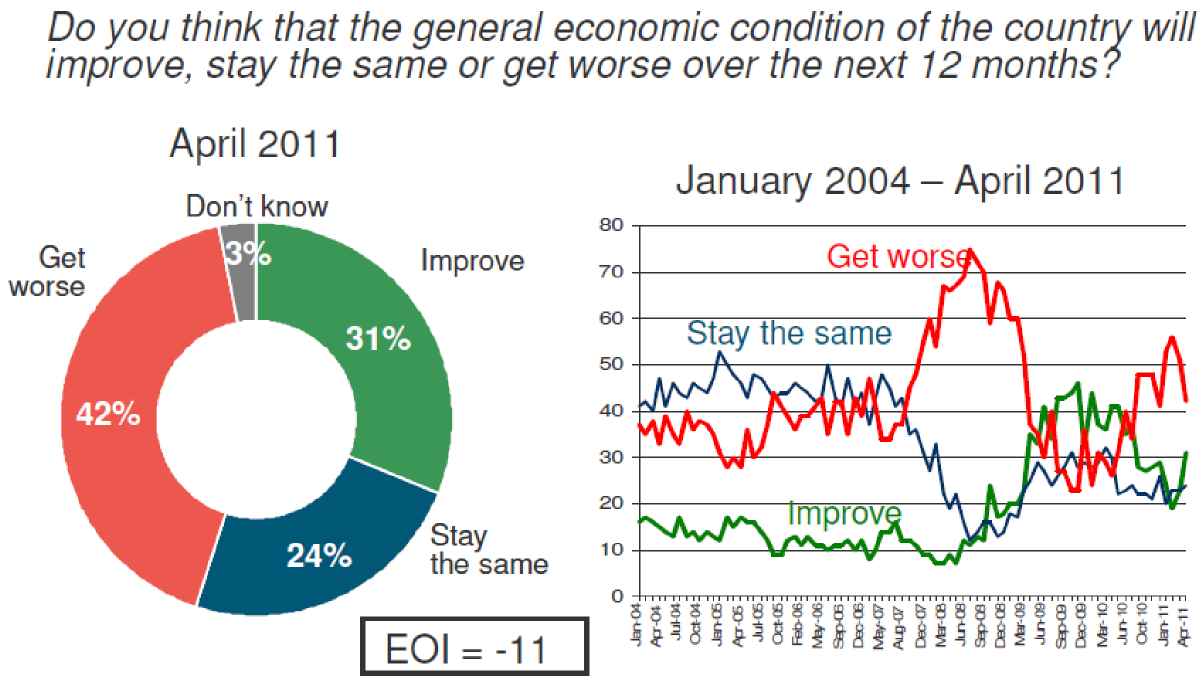
CON 40(+3); LAB 40(-1); LIB DEM 9(-1)

The Reuters/Ipsos MORI April Political Monitor shows an increase in economic optimism in the wake of official figures showing surprise drops in both unemployment and inflation.



Three in ten (31%) think that the economy will improve over the next 12 months, the highest percentage since last July to be optimistic about Britain's short term economic future. Two-fifths (42%) think that the situation will get worse over the next 12 months, although this is the first month of 2011 in which less than half have been pessimistic about our economic situation.

Satisfaction with the performance of the government has also increased slightly and is also at the highest level so far this year, although more people remain dissatisfied (55%) than satisfied (37%). In another poll, we found that 43% of the public are satisfied with the way the government is handling the crisis in Libya.



Over half of the public think that the Coalition is providing stable government and is able to react quickly to a crisis (both 53%). However, fewer think it is dealing with the economic crisiseffectively (42% agree, a fall from 59% in May 2010) or that it is working as united team (43%, compared to 63% last May). Indeed, the government's ratings on all these measures have fallen since last May, when the government was enjoying its 'honeymoon bounce'. Two-thirds think thatmost of the decisions in the Coalition government are being made by the Conservatives(63%), compared to only a quarter who think that decisions are made jointly between the Conservatives and the Liberal Democrats (25%).

The public remain sceptical that coalition government is good for Britain. Most people think that it is a bad thing for the country that no party achieved an overall majority at last year's general election (58%), an increase since last May (52%).

Our voting intention figures show the Conservatives on a parity with Labour – both parties are on 40% and the Liberal Democrats on 9%, amongst all those absolutely certain to vote.

There is little to separate Cameron and Miliband in terms of their personal ratings; around two-fifths are satisfied with each (44% and 41% respectively). Around a third (35%) are satisfied with Nick Clegg, although half are dissatisfied (53%).

Cameron maintains his lead as the most capable Prime Minister by half of the public (45%), compared with a quarter who say Miliband (25%) and fewer than one in ten who say Clegg (7%).

Ipsos MORI interviewed a representative sample of 1,000 adults aged 18+ across Great Britain. Interviews were conducted by *telephone* 15-17th April 2011. Data are weighted to match the profile of the population.

Source:http://www.ipsos-mori.com/researchpublications/researcharchive/2773/ReutersIpsos-MORI-April-2011-Political-Monitor.aspx

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168-9. Salmond Remains Most Popular Party Leader With Record Rating

Scottish Public Opinion Monitor 2011 - Perceptions of party leaders
Published: April 2011
Fieldwork:14-17 April 2011

Alex Salmond has received record satisfaction ratings, and has a substantial lead over Iain Gray in terms of who would make the more capable First Minister, according to our latest poll.

Six-in-ten Scots are satisfied with the way in which the First Minister is doing his job, compared to around a quarter (27%) who are dissatisfied, giving him a net satisfaction rating of +33%, some 17 points higher than the net rating in our February poll. Despite her party polling in third place, Conservative leader Annabel Goldie is the second most popular leader with a net rating of +10% (40% satisfied vs. 30% dissatisfied). For Labour’s Iain Gray, Scots are equally split on his performance with 36% satisfied and 35% dissatisfied while Liberal Democrat leader Tavish Scott has a net rating -4%, with 30% of Scots satisfied and 30% dissatisfied.

As expected, support for each leader is strongest among those who intend to vote for their party. However, Alex Salmond also enjoys relatively high ratings even among those who support other parties. Indeed, his satisfaction ratings among Labour, Conservative and Liberal Democrat supporters (48%, 46% and 48%) are higher than support for the leaders of those parties among Scots as a whole.

When asked who would make the more capable First Minister, over half of Scots (53%) chose Alex Salmond over Iain Gray who was supported by around a quarter (23%). Again, Alex Salmond draws wider support from across the parties than Iain Gray, including over a quarter (28%) of Labour supporters who think Salmond would make the more capable First Minister.

Mark Diffley, Research Director at Ipsos MORI said:

‘This poll confirms all our recent surveys that Alex Salmond remains the most popular party leader in Scotland, substantially out-performing the other three main party leaders. His approval rating of 60% among Scots is higher than we have recorded in the past, beating the pervious high of 55% in August 2009. This rating is 20% higher than Annabel Goldie in second place and double the rating of Tavish Scott in fourth place. Our poll also indicates that the current First Minister has a significant lead over Labour’s Iain Gray in terms of who would make the more capable FM in the new parliament. Significantly, Conservative and Liberal Democrat supporters are more likely to back Alex Salmond on this question while over a quarter of Labour supporters also think the current First Minister is the more capable of the two candidates.’

Technical note:

- Results are based on a survey of 1,002 respondents conducted by telephone between 14th April and 17th April 2011
- Data are weighted by age, sex, working status using census data, tenure using SHS 2007-2008 data and public-private sector employment by Scottish Government Quarterly Public Sector Employment series data.
- An asterisk (*) indicates a percentage of less than 0.5% but greater than 0.
- Where results do not sum to 100, this may be due to multiple responses or computer rounding
- Where the base size is less than 30 the number (N) rather than the percentage of respondents is given
- Results are based on all respondents (1,002) unless otherwise stated.

Source:http://www.ipsos-mori.com/researchpublications/researcharchive/2777/Scottish-Public-Opinion-Monitor-2011-Perceptions-of-party-leaders.aspx

NORTH AMERICA

168-10. Most Previous Obama Voters likely to Vote for Him in 2012

One in Six Unlikely to Cast Another Vote for Obama

April 19, 2011

UTICA, NY - A poll of voters who chose Barack Obama in 2008 finds 17% are unlikely to vote for him in 2012 and 48% are less enthusiastic about his candidacy than they were in 2008.

Most (57%) say fear of a Republican in the White House would be a greater motivator to vote for Obama again than the president's job performance.

The IBOPE Zogby Interactive poll of 1,085 likely voters who said they voted for Obama in 2008 was conducted from April 13-15.

How likely are you to again vote for Barack Obama in 2012?

Response	**Total**
Very + somewhat likely	65% + 14% = 79%
Not very + not likely at all	4% + 13% = 17%
Not sure	4%

How would you compare your enthusiasm about Barack Obama's candidacy in 2012 with your enthusiasm for him in 2008?

Response	**Total**
More enthusiastic	13%
No change	38%
Less enthusiastic	48%
Not sure	1%

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

Which of these factors would be the most important motivation for you to vote for Barack Obama in 2012?

Response	**Total**
Happiness with the job he has done as President	28%
Fear about the policies and actions that might take place if a Republican were elected	57%
Neither	13%
Not sure	2%

The interactive poll of 1,085 likely voters has a margin of error of +/-3.0%. A sampling of IBOPE 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/2011/04/19/most-previous-obama-voters-likely-vote-him-2012-/

168-11. Approval of Republicans in Congress Drops Back to 31%; One-Point Higher Than That of Democrats

April 18, 2011

Obama Steady at 43% Approval & 38% Deserves Re-Election

UTICA, NY - A bounce in approval of Republicans in Congress recorded on April 7 has dropped back to previous levels, and is now 31%, one percentage point greater than approval for Congressional Democrats.

President Barack Obama's approval rating among likely voters is 43% and the percentage that believes he deserves to be re-elected is 38%, leaving both measures of Obama’s standing with voters unchanged from earlier this month.

These results are from an IBOPE Zogby interactive poll of 2,132 voters conducted from April 13-15.

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

Obama Job Performance	**Apr. 15**	**Apr. 7**	**Apr. 4**	**Mar. 28**	**Mar. 21**	**Mar. 8**	**Mar. 4**	**Feb. 24**	**Feb. 21**	**Feb. 8**
Approve	43%	42%	43%	46%	45%	47%	44%	46%	45%	46%
Disapprove	57%	57%	56%	54%	55%	52%	55%	53%	55%	53%
Not sure	1%	1%	1%	<1%	1%	1%	1%	<1%	1%	<1%

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

Do you think President Obama deserves to be re-elected or do you think it is time for someone new?

Response	**All voters**	**Democrats**	**Republicans**	**Independents**
Obama deserves to be re-elected	38%	73%	7%	31%
It's time for someone new	54%	17%	90%	57%
Not sure	7%	10%	3%	13%

Totals may not add up to 100% due to rounding

On April 7, approval of Congressional Republicans was 41%. The table below charts approval of Congressional Republicans at various points in recent months.

Republicans in Congress Approval	**Apr. 15**	**Apr. 7**	**Mar. 16**	**Feb. 22**	**Jan. 27**
Approve	31%	41%	33%	41%	33%
Disapprove	66%	57%	66%	57%	64%
Not sure	3%	1%	1%	2%	1%

Approval of Congress as a whole is 22%, two points less than on April 7. Approval of all of Congress and Congressional Democrats has been more steady over recent months that that of Congressional Republicans.

The percentage saying the nation is headed in the right direction is 25%, one point less than on April 7.

The interactive poll of 2,132 likely voters has a margin of error of +/-2.2%. A sampling of IBOPE 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/2011/04/18/ibope-zogby-interactive-approval-republicans-congress-drops-back-31-one-point-higher-democrats-/

168-12. 73% Agree Issues Relating to Civil War Still Divide Nation

April 20, 2011

Other questions find differences are based more on political beliefs than region

UTICA, NY - Three-quarters of U.S. adults agree that "there are issues that divided the nation during the Civil War that still divide us today."

Other questions relating to the Civil War show that current differences are sharper among people with differing ideologies than they are between Southerners and the rest of the nation.

These results are from an IBOPE Zogby Interactive poll of 2,169 adults that was conducted from April 13-15. The survey asks six questions about the Civil War.

Questions which most closely divided our entire sample are: whether the primary reason for the Civil War was states' rights (24%) or slavery (22%) and whether secession could be justified now (agreement 43% and disagreement 50%.) Also relatively close is the question asking if Civil War history as taught in schools is biased to the South, where 50% agree and 38% disagree.

More adults say the Confederate Flag should be seen today as symbol of Southern heritage (40%), than a symbol of bigotry (23%).

About three-quarters agree that there are issues from the Civil War still dividing us (73%) and that the Civil War made the U.S. a better nation (72%).

In most categories, the responses of adults who live in Southern states are closer to those of all adults than they are to those of both self-identified conservatives and liberals. Responses of Southerners and liberals are the most dissimilar. Responses of conservatives across all regions (East, South, Central/Great Lakes and West) are consistently similar. However, Southern conservatives are somewhat less likely than conservatives in other regions to agree the Civil War made the U.S. a better nation, and somewhat more likely to say Civil War history has a bias against the South.

We define Southern states as Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Texas, Virginia and West Virginia.

Do you agree or disagree with the following statement? "There are issues that divided the nation during the Civil War that still divide us today."

Response	All adults	Southerners	Conservatives	Moderates	Liberals
Agree	73%	75%	64%	79%	84%
Disagree	23%	22%	31%	18%	15%
Not sure	4%	3%	5%	3%	2%

Totals may not add up to 100% due to rounding

Which of these do you believe was the primary reason the U.S. Civil War was fought?

Response	All adults	Southerners	Conservatives	Moderates	Liberals
Slavery	22%	16%	11%	22%	40%
States' rights	24%	28%	36%	15%	14%
Both	49%	52%	49%	58%	43%
Neither	2%	2%	3%	3%	1%
Not sure	2%	2%	2%	3%	2%

Totals may not add up to 100% due to rounding

Do you believe the Confederate Flag should be seen today as a symbol of Southern heritage or a symbol of bigotry?

Response	All adults	Southerners	Conservatives	Moderates	Liberals
Symbol of	40%	47%	65%	30%	7%

heritage					
Bigotry	23%	22%	5%	28%	54%
Both	21%	17%	16%	25%	24%
Neither	10%	12%	7%	14%	10%
Not sure	6%	3%	7%	4%	5%

Totals may not add up to 100% due to rounding

Do you agree or disagree with the following statement? "The History of the Civil War as taught in our schools has a bias against the South."

Response	**All adults**	**Southerners**	**Conservatives**	**Moderates**	**Liberals**
Agree	50%	61%	70%	40%	26%
Disagree	38%	28%	19%	44%	65%
Not sure	12%	10%	11%	16%	9%

Totals may not add up to 100% due to rounding

Do you agree or disagree with the following statement? "We have issues today that could justify some states seceding from the U.S.?"

Response	**All adults**	**Southerners**	**Conservatives**	**Moderates**	**Liberals**
Agree	43%	47%	65%	30%	16%
Disagree	50%	47%	28%	63%	78%
Not sure	8%	6%	8%	6%	6%

Totals may not add up to 100% due to rounding

Do you agree or disagree with the following statement? "The Civil War helped the U.S. become a better nation?"

Response	**All adults**	**Southerners**	**Conservatives**	**Moderates**	**Liberals**
Agree	72%	66%	69%	73%	79%
Disagree	18%	22%	21%	16%	15%
Not sure	10%	13%	10%	11%	6%

Totals may not add up to 100% due to rounding

The interactive poll of 2,169 adults has a margin of error of +/-2.2%. A sampling of IBOPE 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/2011/04/20/ibope-zogby-interactive-73-agree-issues-relating-civil-war-still-divide-nation-/

168-13. Huckabee, Trump, Romney Set Pace for 2012 GOP Field

Trump leads among liberal and moderate Republicans

April 22, 2011

PRINCETON, NJ -- Donald Trump debuts in a first-place tie in Gallup's latest update of Republicans' preferences for the party's 2012 presidential nomination among potential contenders. Trump ties Mike Huckabee at 16%, with Mitt Romney close behind at 13%. Sarah Palin is the only other potential Republican candidate to earn double-digit support.

Next, I'm going to read a list of people who may be running in the Republican primaries for president in the 2012 election. After I read all the names, please tell me which of those candidates you would be most likely to support for the Republican nomination for president in 2012, or if you would support someone else.

Based on Republicans and Republican-leaning independents

	%
Mike Huckabee	16
Donald Trump	16
Mitt Romney	13
Sarah Palin	10
Ron Paul	6
Newt Gingrich	6
Michele Bachmann	4
Mitch Daniels	3
Tim Pawlenty	3
Rick Santorum	2
Haley Barbour	2
Jon Huntsman	1
Gary Johnson	*
Chris Christie (vol.)	*
Herman Cain (vol.)	*
Other	1
None/No opinion	14

Gallup, April 15-20, 2011

GALLUP

The April 15-20 Gallup poll finds Trump leading the field among moderate and liberal Republicans, with 21% supporting him. Huckabee is the leader among conservative Republicans. Huckabee's support and Trump's support differ between ideological groups, while Romney and Palin get similar support from both ideological wings of the party.

Among the lower-ranked candidates, Newt Gingrich's support and Michele Bachmann's support tilt decidedly conservative. Trump is the only potential candidate who shows notably stronger appeal to liberals and moderates than to conservatives within the GOP.

Republican Nomination Support, by Ideology

Based on Republicans and Republican-leaning independents

	Moderate/Liberal	Conservative
Mike Huckabee	13%	18%
Donald Trump	21%	13%
Mitt Romney	14%	13%
Sarah Palin	11%	10%
Newt Gingrich	3%	8%
Ron Paul	6%	7%
Michelle Bachmann	2%	6%
Mitch Daniels	2%	4%
Tim Pawlenty	3%	3%
Haley Barbour	2%	3%
Rick Santorum	2%	3%
Jon Huntsman	1%	1%
Gary Johnson	1%	<0.5%
Other	2%	2%
No opinion	19%	10%

Gallup, April 15-20, 2011

GALLUP

To stay competitive, Trump would need to maintain a decent level of support among conservatives, since they outnumber moderates and liberals by about 2 to 1 among rank-and-file Republicans and Republican leaners. For the same reason, Huckabee's smaller support among moderates and liberals is less of an issue if he maintains his top standing among conservatives.

Trump's Support Would Generally Go to Other Leaders if He Does Not Run

Gallup included Trump as an explicit choice in its monitoring of GOP preferences for the first time in April 15-20 polling. In recent months, Gallup surveys in which Trump was not offered as an explicit choice found 1% or less of Republicans volunteering his name as the potential candidate they are most likely to support for the GOP presidential nomination.

The likelihood of Trump's officially entering the race is still unclear, with many continuing to wonder whether his public discussion about running for president is serious or designed to attract publicity to himself and his reality television show.

The poll asked for Republicans' second choice for the nomination, allowing for an analysis of what preferences would look like without Trump in the field. Under that scenario, most of Trump's support is spread among the other leading candidates, with Huckabee's support climbing to 19%, followed by Romney at 16% and Palin at 13%.

Those numbers are similar to what Gallup has found in recent months, before Trump's inclusion. The most notable change since March is the dip in support for Newt Gingrich, from 10% to 7%, a new low for the former House speaker.

Trend in Republican Nomination Preferences, Excluding Trump

Based on Republicans and Republican-leaning independents

	2010 Sep 25-26	2010 Nov 13-14	2011 Feb 18-20	2011 Mar 18-22	2011 Apr 15-20
	%	%	%	%	%
Mike Huckabee	12	16	18	19	19
Mitt Romney	19	19	16	15	16
Sarah Palin	16	16	16	12	13
Newt Gingrich	9	13	9	10	7
Ron Paul	7	6	5	6	7
Michele Bachmann	--	--	4	5	5
Mitch Daniels	2	1	3	4	4
Tim Pawlenty	3	4	3	3	3
Haley Barbour	3	4	3	2	3
Jon Huntsman	--	--	1	2	1
Rick Santorum	2	1	2	2	2
Gary Johnson	1	1	1	2	1
Other	8	6	6	3	2
No opinion	19	14	14	16	17

April 2011 ballot computed by substituting Trump voters' second choice

GALLUP

Implications

Trump's strong showing in Republican nomination preferences is partly a function of his high profile. Currently, the top vote-getters are generally the best-known Republicans. Lesser-known potential candidates such as Tim Pawlenty, Mitch Daniels, and Rick Santorum have more limited support on the nomination ballot at this point.

That is a typical pattern in early nomination preference polls. Once campaigning gets underway in earnest later this year, and after the initial primaries and caucuses next year, some of the currently lesser-known candidates may emerge as stronger candidates, and some of the better-known candidates may fade.

In fact, the leaders in early nomination polls for the last two presidential election cycles -- Joe Lieberman in 2003 and Hillary Clinton in 2007 on the Democratic side and Rudy Giuliani in 2007 on the Republican side -- did not eventually win their party's nomination, with Lieberman and Giuliani having poor showings in the early primaries.

Giuliani's performance aside, the early leader in GOP primaries has usually gone on to win the nomination. The lack of a clear front-runner in this year's field is a distinct departure from prior Republican contests. That situation could still change in the current campaign, since Romney is the only one of the four leading contenders who has taken any formal steps toward running for president.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted April 15-20, 2011, on the Gallup Daily tracking survey, with a random sample of 1,047 Republicans and Republican-leaning independents, aged 18 and older, living in all 50 U.S. states and the District of Columbia.

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

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 400 cell phone respondents and 600 landline respondents per 1,000 national adults, with additional minimum quotas among landline respondents for gender within region. Landline telephone numbers are chosen at random among listed telephone numbers. Cell phones numbers are selected using random digit dial methods. 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, and phone status (cell phone-only/landline only/both, cell phone mostly, and having an unlisted landline number). 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/147233/Huckabee-Trump-Romney-Pace-GOP-Field-2012.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

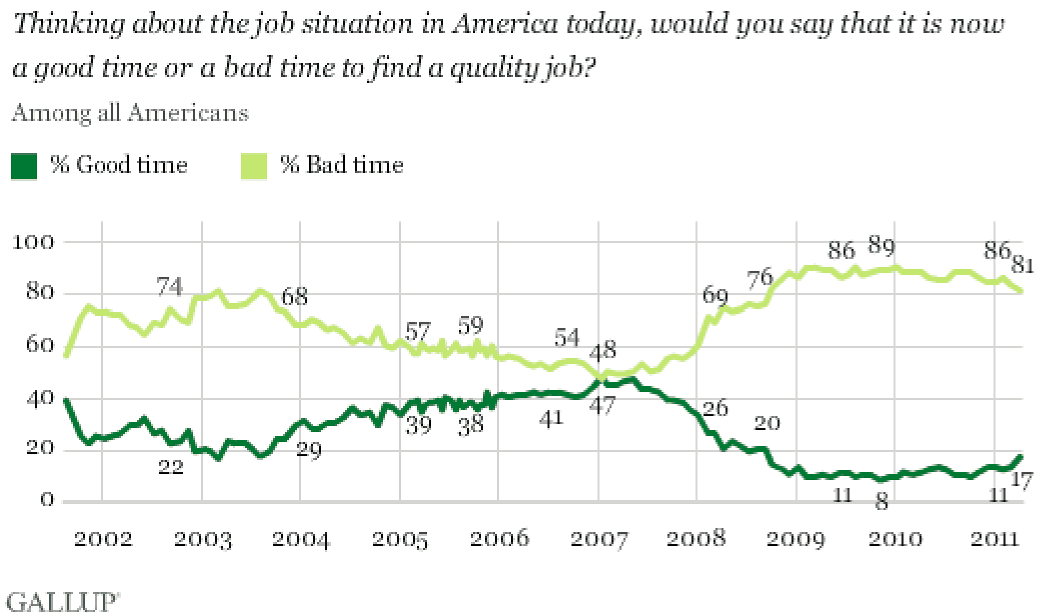
168-14. Americans' Views of Job Market Improve; Still Mostly Negative

More say now is a good time to find a quality job than at any time since early September 2008

April 18, 2011

by Frank Newport

PRINCETON, NJ -- Americans' views of the job market improved slightly in April to the most upbeat assessment since before the global economic collapse. While views are still negative, 17% of Americans say it is a good time to find a quality job, up from 13% in March, and the most since 20% said this in early September 2008.



Gallup has asked Americans monthly since 2001 whether it is a good time or a bad time to find a quality job. The current perceptions are the most positive since the 20% seen in a Sept. 8-11, 2008, Gallup poll. That September 2008 figure itself, however, was down markedly from views just a year and a half earlier. In January 2007, 48% of Americans said it was a good time to find a quality job -- the highest point since Gallup began tracking the measure in 2001.

Men, Younger Americans Most Positive

Views of the job market differ somewhat across demographic subgroups of the American population. Men are more positive than women; younger Americans are more positive than older Americans; Democrats and independents are more positive than Republicans; and those with lower levels of education are more positive than those with a college degree or postgraduate education.

The finding that young people are more optimistic about jobs reflects similar patterns found in previous years. Gallup unemployment data from last fall also indicate that young people and the less well-educated showed greater gains in employment than other groups.

Is Now a Good Time or a Bad Time to Find a Quality Job?

	% Good time	% Bad time
National adults	17	81
Men	22	76
Women	11	87
18 to 29	26	73
30 to 49	16	83
50 to 64	16	83
65+	9	88
Republicans	11	89
Independents	18	79
Democrats	20	79
High school or less	19	80
Some college	19	79
College graduate	12	85
Postgraduate	10	88

April 7-11, 2011

GALLUP

Implications

A situation in which 17% of Americans say it is a good time to find a quality job is not optimal, even though it marks perceptions of the job market that are the most positive they have been in 2 1/2 years.

Gallup did not ask this question in the economic boom years of the late 1990s. However, the University of Connecticut and Rutgers University researchers who originated the question found in 1998, 1999, and 2000 that more than two-thirds of those in the workforce said it was a good time to find a quality job. This compares with 19% today among those Gallup classifies as in the workforce. This dramatic decline demonstrates just how bad Americans think the current jobs situation is.

This month's relatively positive attitudes about jobs parallel a slightly more positive trend in Gallup's non-seasonally adjusted unemployment rate for the first half of April.

Similarly, Gallup's Job Creation Index, based on workers' perceptions of hiring and firing at their own workplaces, remains higher so far in April than it has been -- including a three-day reading April 14-16 that is as high as Gallup has measured since September 2008.

Americans say unemployment is one of the two most important problems facing the country (the other being the economy in general). This "quality job" measure thus is an important indicator of the health of the U.S. economy, at least as the average American perceives it.

Whether this month's improvement is the beginning of a sustained upward trend or is a short-term fluctuation is a key question going forward.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted April 7-11, 2011, with a random sample of 1,077 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 and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 400 cell phone respondents and 600 landline respondents per 1,000 national adults, with additional minimum quotas among landline respondents for gender within region. Landline telephone numbers are chosen at random among listed telephone numbers. Cell phones numbers are selected using random digit dial methods. 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, and phone status (cell phone-only/landline only/both, cell phone mostly, and having an unlisted landline number). 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/147170/Americans-Views-Job-Market-Improve-Mostly-Negative.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA

168-15. Americans Still Split About Whether Their Taxes Are Too High

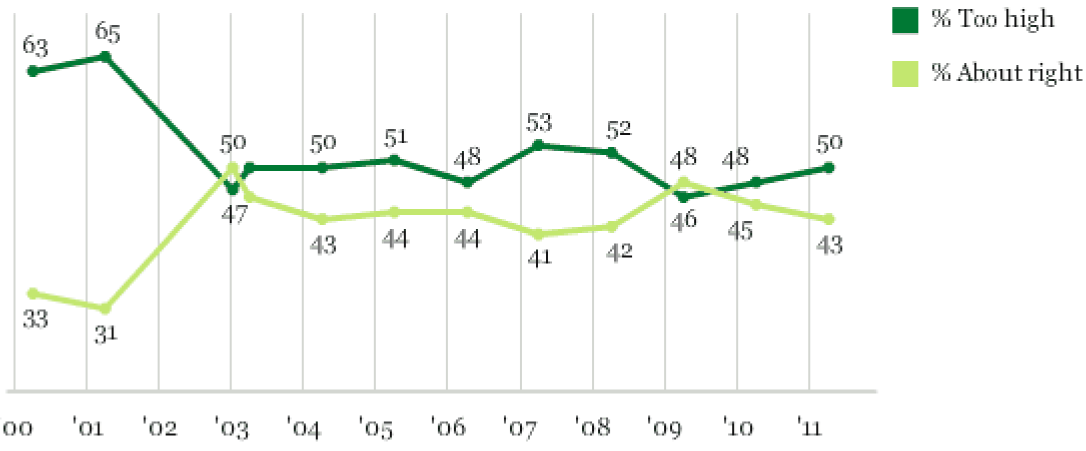
Majority of wealthy Americans think their taxes are too high and unfair

April 18, 2011

PRINCETON, NJ -- Half of Americans believe the amount they pay in federal income taxes is too high, while 43% consider it about right and 4% too low. The 50% now calling their taxes "too high" is within the 46% to 53% range found each year since 2003. It is significantly lower than the 65% recorded in 2001, prior to implementation of former President George W. Bush's first round of federal tax cuts.

Views of Federal Income Taxes

Do you consider the amount of federal income tax you have to pay as too high, about right, or too low?



1956-1999 trends and % "too low" not shown

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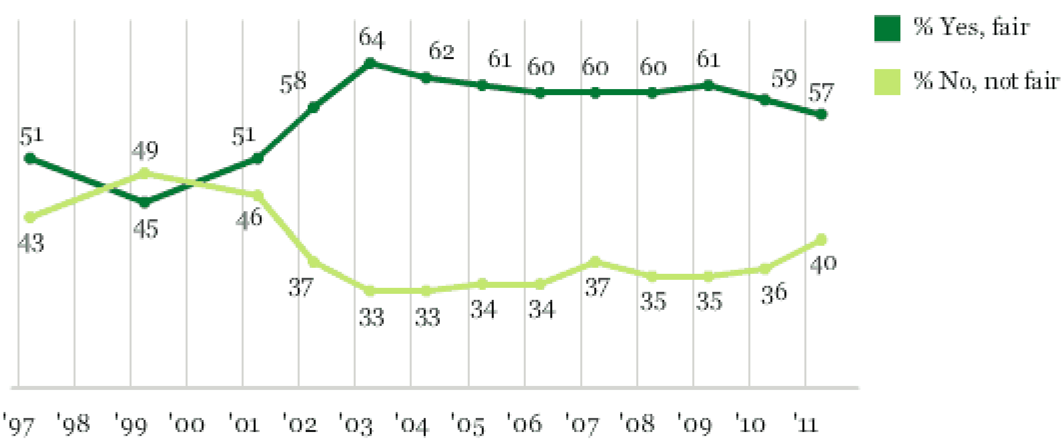
The new findings are from Gallup's annual Economy and Personal Finance poll, conducted April 7-11.

The same poll finds 57% of Americans characterizing what they pay in income taxes as "fair" and 40% as not fair. Notably, more Americans consider their taxes fair than say they pay the right amount in taxes (57% vs. 43%), suggesting more people dislike what they pay than feel it is unjust.

While the majority remain positive about the fairness of their own taxes, the margin has narrowed slightly over the past three years.

Fairness of One's Taxes

Do you regard the income tax which you will have to pay this year as fair?



1943-1946 trends not shown

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Few Sympathize With Upper-Income Americans, Corporations on Taxes

Americans have very different views about the fairness of taxes paid by three broad income categories of Americans, plus corporations, with results virtually unchanged from 2010.

Middle-income earners are perceived as the most aggrieved taxpayers: 44% of Americans say they pay too much, while only 5% say they pay too little and 50% say they pay "their fair share." By contrast, 13% of Americans say upper-income people pay too much and 59% believe they pay too little. Views about lower-income people are the most mixed, with 40% saying they pay too much vs. 21% too little and 37% their fair share. On the subject of taxes, Americans are the least sympathetic to corporations, with 67% saying they pay too little and only 9% too much.

Perceptions of Taxes Paid by Income Groups, Corporations

As I read off some different groups, please tell me if you think they are paying their fair share in federal taxes, paying too much, or paying too little.

	Too much	Fair share	Too little	Net "too much"^
	%	%	%	
Middle-income people	44	50	5	+39
Lower-income people	40	37	21	+19
Upper-income people	13	25	59	-46
Corporations	9	20	67	-58

April 7-11, 2011

^Net "too much" = % too much minus % too little

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Wealthy Americans Feel the Most Burdened by Taxes

In a recent speech outlining his vision for reducing the national debt, President Barack Obama repeated his call for repealing the Bush-era tax breaks on couples earning at least $250,000 a year. In doing so, he stated that the majority of wealthy Americans would agree that they should pay more.

Not so, according to a compilation of Gallup data from the last several years.

Adults in households earning $250,000 or more typically make up less than 3% of respondents in Gallup national surveys, too few for a single poll to report on. However, across the seven annual Gallup Economy & Personal Finance surveys since 2005, all of which were conducted after President Bush's 2003 tax cuts took effect, Gallup interviewed 170 adults living in households earning $250,000 or more.

According to the combined 2005-2011 data, Americans earning at least a quarter of a million dollars are the most likely of five income groups to believe their federal income taxes are too high (67%) and the least likely to say they are fair. In fact, they are the only income group more likely to say their taxes are not fair than fair, 55% vs. 44%.

Views About Own Income Taxes -- by Annual Household Income

Based on 2005-2011 combined data

	Less than $30,000	$30,000-$49,999	$50,000-$99,999	$100,000-$249,999	$250,000 or more
	%	%	%	%	%
Too high	45	49	51	54	67
About right	43	47	47	43	26
Too low	4	2	2	3	6
Yes, fair	60	63	60	59	44
No, not fair	31	34	38	40	55

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Additionally, 68% of high-income Americans believe "upper-income people" pay either their fair share or too much in federal taxes (30% and 38%, respectively), while 30% say they pay too little. This is starkly different from the views of all groups making less than $250,000, the majority of whom say upper-income people pay too little.

Views about the taxes middle-income Americans pay are relatively similar across income groups: most groups are evenly divided between saying middle-income Americans pay too much and saying they pay their fair share.

All groups think lower-income Americans pay either too much or the right amount in taxes. However, the percentage specifically saying they pay too much declines from 56% of low-income Americans to 25% of high-income Americans.

Perceptions of Taxes Paid by Various Income Groups -- by Annual Household Income

Based on 2005-2011 combined data

	Less than $30,000	$30,000-$49,999	$50,000-$99,999	$100,000-$249,999	$250,000 or more
	%	%	%	%	%
Upper-income people					
Fair share	19	21	25	29	30
Too much	8	9	10	15	38
Too little	67	67	64	55	30
Middle-income people					
Fair share	48	50	50	51	48
Too much	39	43	46	46	45
Too little	10	5	2	2	7
Lower-income people					
Fair share	28	35	42	43	46
Too much	56	48	39	36	25
Too little	13	14	17	18	26

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Bottom Line

Despite much recent debate in Washington, D.C., about taxes and whether they should be cut or raised to help address the nation's deficit and sluggish economy, Americans' views about federal income taxes today are similar to their views a year ago, perhaps reflecting stability in the tax code over that time. About half of Americans continue to believe their own taxes are too high, while the slight majority consider their tax bill fair.

Of all major income groups, those making upward of a quarter million per year feel the most burdened by federal income taxes. One possible cause is that, depending on their deductions, those meeting this income threshold could fall into either the 33% or 35% federal income tax bracket, compared with the 15% tax bracket associated with the median U.S. household income of roughly $50,000.

Nevertheless, given Americans' broad perception that the wealthy pay too little, it is not surprising that a recent Gallup poll found 59% in favor of higher taxes on those making $250,000 or above, in line with President Obama's proposal. Raising taxes on the middle class would be far riskier politically, as large majorities of all income groups agree that middle-income earners already pay their fair share or pay too much.

Survey Methods

Results for the latest Gallup poll are based on telephone interviews conducted April 7-11, 2011, with a random sample of 1,077 adults, aged 18 and older, living in the continental U.S., selected using random-selection methods.

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.

Aggregated data are based on Gallup's 2005 through 2011 Economy and Personal Finances survey, conducted each April. Sample sizes and associated margins of sampling error for each household income category are as follows:

Aggregated Household Income Groups -- Sample Specifications

Based on 2005-2011 combined data

	Number of interviews	Maximum margin of sampling error (in pct. pts.)
$250,000 or more	170	±10
$100,000-$249,000	1,068	±4
$50,000-$99,999	2,042	±3
$30,000-$49,999	1,586	±3
Less than $30,000	1,627	±3

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2011 Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 400 cell phone respondents and 600 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline numbers are chosen at random among listed telephone numbers, cell phone numbers are selected using random-digit dial methods. 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, and phone status (cell phone only/landline only/both, having an unlisted landline number, and being cell phone mostly). Demographic weighting targets are based on the March 2010 Current Population Survey figures for the age 18+ 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/147152/Americans-Split-Whether-Taxes-High.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA*

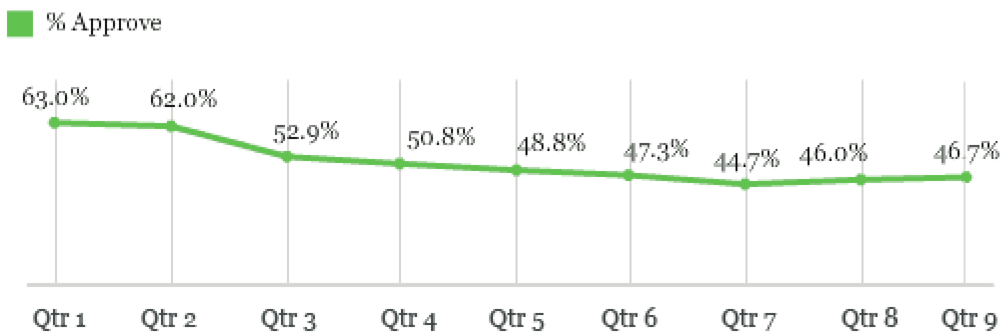
168-16. Obama Averages 46.7% Job Approval in Ninth Quarter

Improved from last two quarters, but still third lowest for Obama

April 21, 2011

PRINCETON, NJ -- Barack Obama averaged 46.7% job approval in his ninth quarter in office, slightly above his seventh- and eighth-quarter averages but still the third lowest of his presidency.

Barack Obama's Quarterly Job Approval Averages



Gallup Daily Tracking

GALLUP

Obama's ninth full quarter in office began Jan. 20 and ended April 19. The quarter finished on a down note for Obama, as he registered his lowest weekly average (43% for April 11-17) and lowest daily three-day rolling average (41% for April 12-14 and April 13-15) in Gallup Daily tracking for his presidency. But the quarter began rather positively for him, including two weeks in late January in which Obama averaged 50% approval.

Comparatively, Obama's ninth-quarter average ranks in the lower range for elected presidents, better than the averages for Ronald Reagan (38.8%) and Jimmy Carter (41.2%) and about the same as Bill Clinton's (45.7%). Richard Nixon is the other elected president with a ninth-quarter average below 50%. The other presidents were all above 60%, including the elder George Bush, who averaged 82.7% approval in the quarter that included the United States' victory in the 1991 Persian Gulf War against Iraq.

Ninth-Quarter Job Approval Averages of Elected Presidents, Gallup Polls

President	Dates of ninth quarter in office	Approval average (%)	No. of polls
Eisenhower	Jan 20-Apr 19, 1955	70.0	5
Kennedy	Jan 20-Apr 19, 1963	67.7	3
Nixon	Jan 20-Apr 19, 1971	49.3	3
Carter	Jan 20-Apr 19, 1979	41.2	6
Reagan	Jan 20-Apr 19, 1983	38.8	5
G.H.W. Bush	Jan 20-Apr 19, 1991	82.7	12
Clinton	Jan 20-Apr 19, 1995	45.7	6
G.W. Bush	Jan 20-Apr 19, 2003	63.3	15
Obama	Jan 20-Apr 19, 2011	46.7	89

GALLUP

From a broader historical perspective, Obama's 46.7% quarterly average ranks in the 30th percentile for all presidential quarters Gallup has measured back to Harry Truman's presidency.

Tenth Quarter Could Shed Light on Obama's Re-Election Chances

Whether Obama's approval goes up or down in the 10th quarter could be a telling sign for his re-election chances. Most presidents' approval ratings went down or were flat between their 9th and 10th quarters in office.

Reagan and Clinton, both of whom had ninth-quarter averages similar to or lower than Obama's, showed significant improvement in their 10th quarter and were re-elected the following year. Carter, meanwhile, saw a sharp drop of roughly 10 points in his average approval rating during the 1979 energy crisis, and was defeated for a second term in 1980.

Changes in Job Approval Averages of Elected Presidents Between 9th and 10th Quarters, Gallup Polls

President	9th-quarter average (%)	10th-quarter average (%)	Change (pct. pts.)
Eisenhower	70.0	69.3	-0.7
Kennedy	67.7	63.0	-4.7
Nixon	49.3	49.2	-0.1
Carter	41.2	30.7	-10.5
Reagan	38.8	44.4	+5.6
G.H.W. Bush	82.7	73.6	-9.1
Clinton	45.7	49.3	+3.6
G.W. Bush	63.3	64.0	+0.7

GALLUP'

Carter's approval did spike during the Iranian hostage crisis in late 1979 and early 1980, but that positive momentum was not sustained and his approval rating fell in the year he ran for re-election.

Implications

Obama's ninth quarter started out with some of his best approval ratings of the past year but ended well below that, including a pair of 41% approval ratings in recent days. He currently stands at 42% in Gallup's latest three-day rolling average.

His 10th quarter in office may be defined by his ability to reach agreement with Republicans on raising the federal debt ceiling and agreeing on a federal budget for fiscal year 2012, as well as the price of gas, which, if it continues to rise, could lead to further erosion in his popularity.

Survey Methods

Results are based on telephone interviews conducted as part of Gallup Daily tracking Jan. 20-April 19, 2011, with a random sample of 89,803 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia.

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

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 400 cell phone respondents and 600 landline respondents per 1,000 national adults, with additional minimum quotas among landline respondents for gender within region. Landline telephone numbers are chosen at random among listed telephone numbers. Cell phones numbers are selected using random digit dial methods. 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, and phone status (cell phone-only/landline only/both, cell phone mostly, and having an unlisted landline number). 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/147218/Obama-Averages-Job-Approval-Ninth-Quarter.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

168-17. In U.S., 54% Have Stock Market Investments, Lowest Since 1999

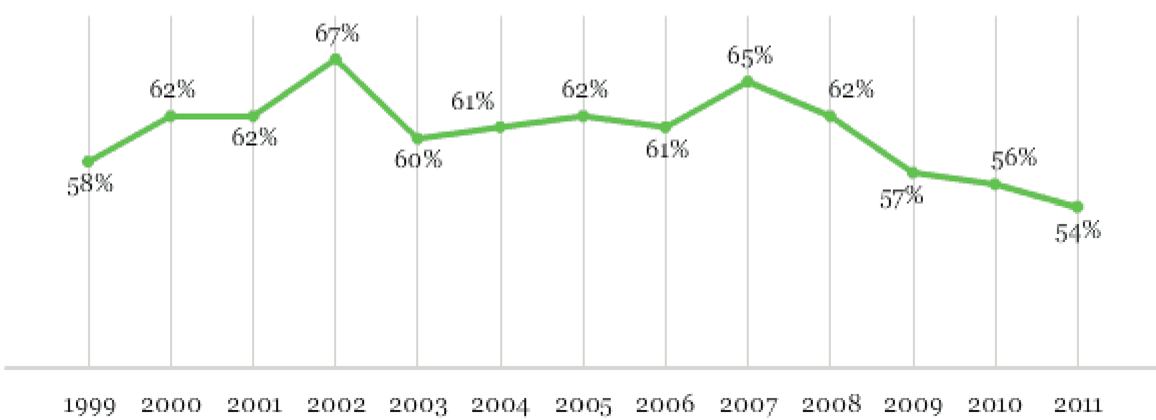
Americans point to real estate as the best long-term investment

April 20, 2011

PRINCETON, NJ -- Even as stocks have returned to lofty heights from their March 2009 lows, the percentage of Americans saying they hold individual stocks, stock mutual funds, or stocks in their 401(k) or IRA fell to 54% in April -- the lowest level since Gallup began monitoring stock ownership annually in 1999. Self-reported stock ownership has trended downward since 2007 -- before the recession and financial crisis began -- when 65% of Americans owned stocks.

Percentage of Americans Investing in Stocks, April of Each Year, 1999-2011

Do you, personally, or jointly with a spouse, have any money invested in the stock market right now -- either in an individual stock, a stock mutual fund, or in a self-directed 401(k) or IRA?



^ 2002 numbers are from June 28-30 polling; % investing in stocks was also at the 54% low in May 2000

GALLUP

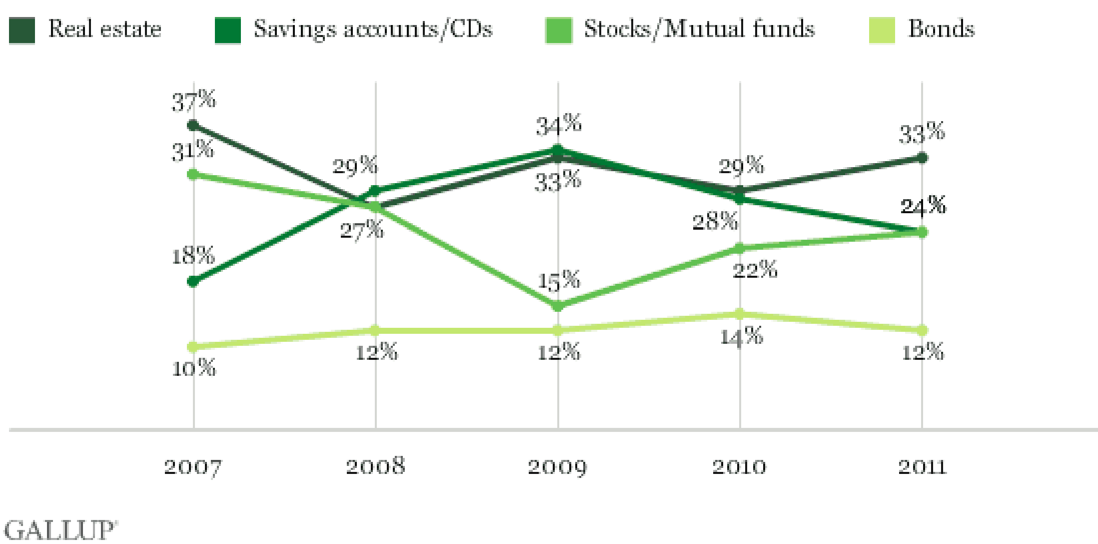
Eighty-seven percent of upper-income Americans -- those making $75,000 or more annually -- own stocks, as do 83% of postgraduates and 73% of college graduates. Sixty-four percent of Republicans hold stocks, compared with half of Democrats and independents. Men are more likely than women to be stock owners. Those aged 50 to 64 are the most likely of any age group to say they have money invested in the stock market.

Real Estate Viewed as the Best Long-Term Investment

Although home prices are declining, foreclosures continue unabated, and residential real estate remains in a virtual depression, 33% of Americans say real estate is the best long-term investment out of the four choices offered. This is up from 29% a year ago, but below the pre-recession 37% in 2007.

Americans' Ratings of Best Long-Term Investment, April of Each Year, 2007-2011

Which of the following do you think is the best long-term invesment?

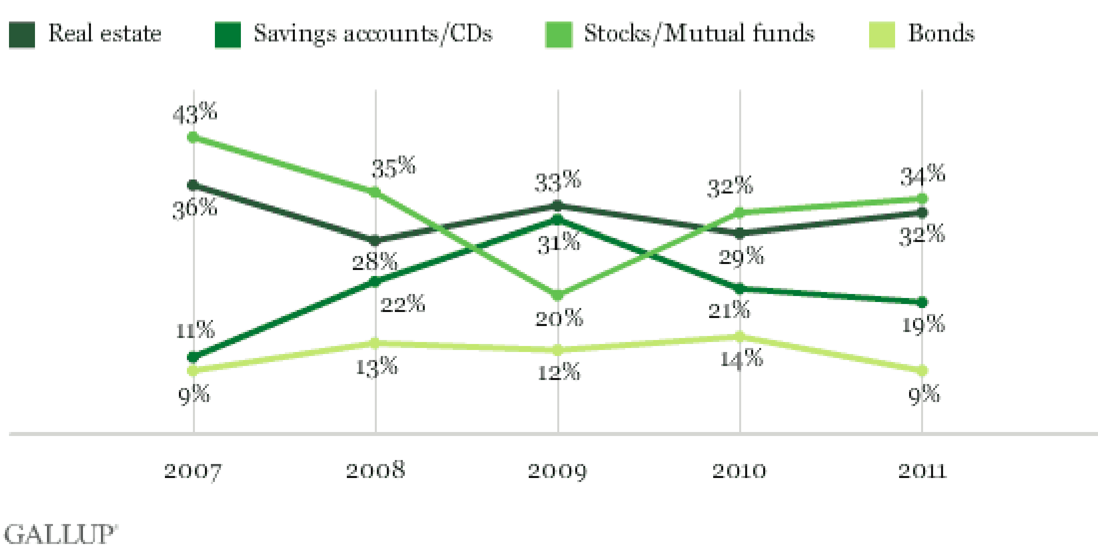


Fewer Americans, one in four, point to stocks as the best long-term investment. Just as many say this about savings accounts and CDs, while 12% say bonds are the best investment. Prior to the recession and financial crisis, real estate and stocks were favored much more than savings accounts and bonds.

Although one in three stock owners see stocks as the best long-term investment -- a higher percentage than is the case for Americans overall -- essentially the same number think real estate fits this description, similar to opinions among all Americans.

Stock Owners' Ratings of Best Long-Term Investment, April of Each Year, 2007-2011

Which of the following do you think is the best long-term invesment?



Men are most likely to choose real estate over the other three as the best long-term investment, while women are evenly split between savings accounts and real estate. Younger people, college graduates and those with some college education, and upper-income Americans are more likely than their demographic counterparts to view real estate as the best long-term investment option. Those living in the West, where prices have been most depressed are more likely than those in the South and especially the Midwest to point to real estate as best. Republicans and independents tend to favor real estate more than Democrats do.

Implications

The financial crisis and the losses it produced for many investors have combined with government bailouts and Wall Street scandals to turn many Americans away from investing in stocks. Even as stocks have surged over the past couple of years, it has been hard for most Americans to understand what is happening on Wall Street and why, leaving them hesitant to invest in the stock market.

On the other hand, housing and real estate have also experienced sharp losses in recent years and show no signs of significant recovery; still, many Americans see real estate as the best investment for the long term. In part, this may be because depressed prices in the real estate sector make it a relatively attractive investment when investors hold it for the long term. It could also be that Americans feel more comfortable with and better understand real estate as an investment compared with stocks and Wall Street.

Wall Street has a long way to go to earn back the trust of the average American. Still, half of Americans continue to invest in stocks. Real estate and housing also face major trust issues. However, Americans' choice of real estate as the best long-term investment they can make today is good news for housing, homeowners, and all those associated with real estate.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted April 7-11, 2011, with a random sample of 1,077 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia.

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

For results based on the sample of 656 stock owners, the maximum margin of sampling error is ±5 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 400 cell phone respondents and 600 landline respondents per 1,000 national adults, with additional minimum quotas among landline respondents for gender within region. Landline telephone numbers are chosen at random among listed telephone numbers. Cell phones numbers are selected using random digit dial methods. 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, and phone status (cell phone-only/landline only/both, cell phone mostly, and having an unlisted landline number). 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.

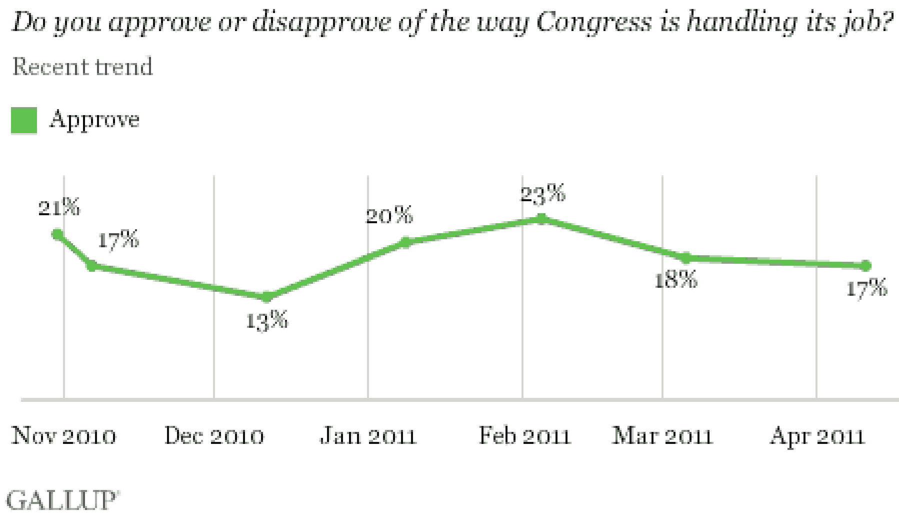
Source:*http://www.gallup.com/poll/147206/Stock-Market-Investments-Lowest-1999.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA*

168-18. Congressional Job Approval at 17%

Approval is now the same as in November, after the midterm elections

April 21, 2011

PRINCETON, NJ -- Congress' approval is at 17%, essentially unchanged from last month's 18%, and identical to where it was just after last November's midterm congressional elections. The current rating is just four percentage points above the all-time low of 13% from December.

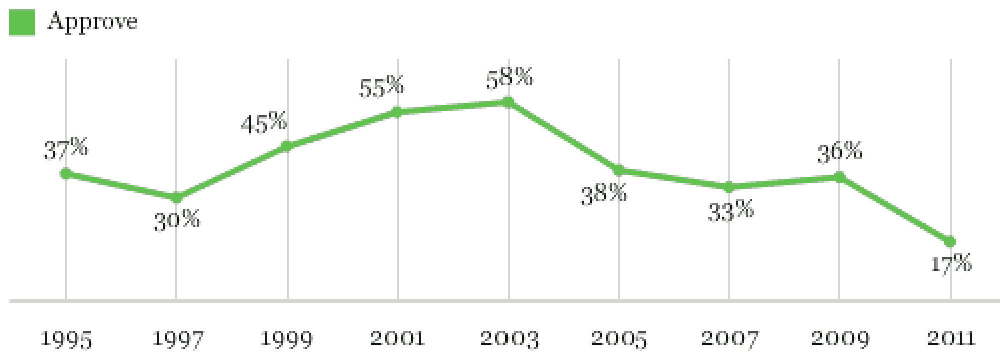


Congress' approval rose slightly in January and February as the new 112th Congress took office, before dropping back in March. This is a typical pattern, which was also evident after a new party took control of the House in 1995 and 2007. In both of those years, congressional approval rose in the initial months of the new Congress, and then settled back down, as it has this year.

Americans perceive the current Congress much more negatively than they have perceived any other Congress in the April after a House election since 1995 (Gallup did not have complete April trends in years before that). The next-lowest rating was 30% in April 1997.

Do you approve or disapprove of the way Congress is handling its job?

Trend from April after House elections



GALLUP

Americans' views of Congress have generally been low in recent years, averaging 20% this year and 19% last year, compared with the historical average of 34%. The highest congressional approval rating since Gallup began measuring approval systematically in 1974 was 84% in October 2001, shortly after the Sept. 11 terrorist attacks. Congressional approval has been below the 50% level since July 2003.

Democrats Slightly More Positive

Republicans now control the House, while Democrats control the Senate. This division of party control may be one explanation for the lack of differentiation in congressional approval across party lines. Both Republicans and independents give Congress a 15% approval rating, while Democrats give Congress a slightly higher 21% rating.

Republicans' views of Congress, while down from January, February, and March, are still higher than they were in all of 2010. Prior to that, they were at 15% in December 2009, near the end of Barack Obama's first year as president. Just before the Republicans lost control of the House in the November 2006 elections, rank-and-file Republicans gave Congress a 50% job approval rating.

Approval of Congress, by Political Party

Recent trend

	Democrats	Independents	Republicans
Apr 7-11, 2011	21%	15%	15%
Mar 3-6, 2011	20%	15%	20%
Feb 2-5, 2011	25%	23%	23%
Jan 7-9, 2011	24%	16%	22%

GALLUP

Implications

Congress' approval rating in Gallup's April 7-11 survey is just four points above its all-time low. The probability of a significant improvement in congressional approval in the months ahead is not high. Congress is now engaged in a highly contentious battle over the federal budget, with a controversial vote on the federal debt ceiling forthcoming in the next several months. The Republican-controlled House often appears to be battling with itself, as conservative newly elected House members hold out for substantial cuts in government spending.

Additionally, Americans' economic confidence is as low as it has been since last summer, and satisfaction with the way things are going in the U.S. is at 19%.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted April 7-11, 2011, with a random sample of 1,077 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 and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 400 cell phone respondents and 600 landline respondents per 1,000 national adults, with additional minimum quotas among landline respondents for gender within region. Landline telephone numbers are chosen at random among listed telephone numbers. Cell phones numbers are selected using random digit dial methods. 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, and phone status (cell phone-only/landline only/both, cell phone mostly, and having an unlisted landline number). 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.

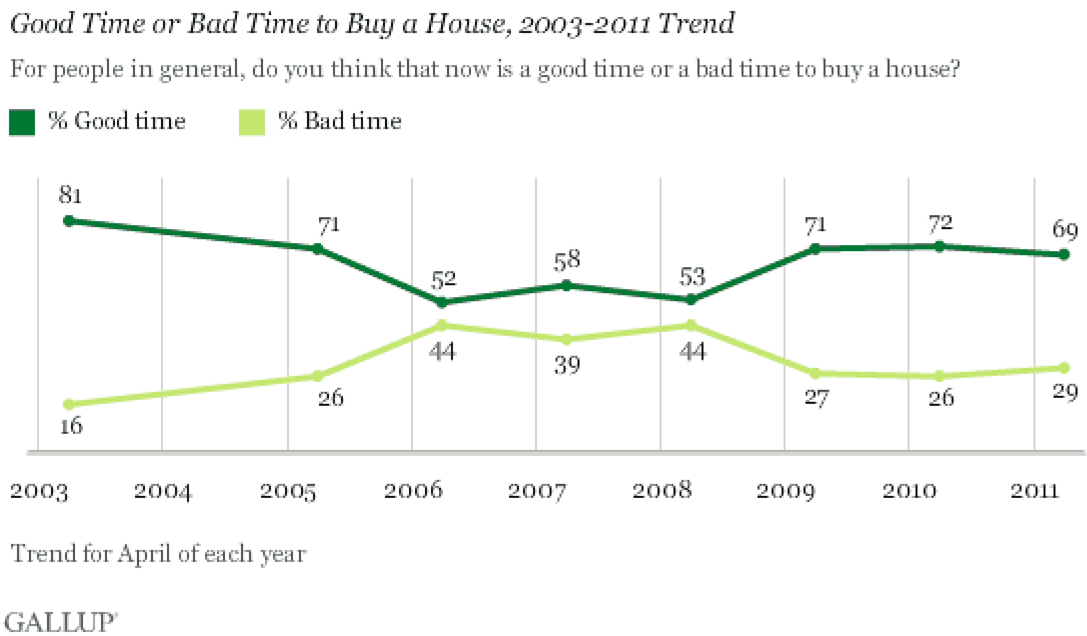
Source:http://www.gallup.com/poll/147227/Congressional-Job-Approval.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

168-19. In U.S., Majority Still Say Now Is a Good Time to Buy a Home

However, just as many expect home prices in their area to decrease (30%) as to increase (28%)

April 22, 2011

PRINCETON, NJ -- Americans continue to see a buyer's market in housing. Sixty-nine percent say now is a good time to buy a house -- essentially unchanged since 2009.



Many Americans also thought it was a good time to buy between 2003 and 2005, when housing prices were increasing and getting financing was relatively easy. Those attitudes began to change in 2006 as some homebuyers began to realize a housing bubble was taking shape in local markets across the country.

Those in the West and Upper-Income Americans Most Likely to Say Now Is a Good Time to Buy

Men are more likely to see now as a good time to buy than are women. Those living in the West are also more likely to hold this view than those in the South. Americans making $75,000 or more a year are more likely to see 2011 as a good time to buy than are those making less than $75,000.

Is Now a Good Time or a Bad Time to Buy a House?

% "Good time," by demographic group

	%
Men	74
Women	64
East	67
Midwest	72
South	64
West	75
Less than $30,000 annual income	50
$30,000-<$75,000 annual income	73
$75,000+ annual income	86

April 7-11, 2011

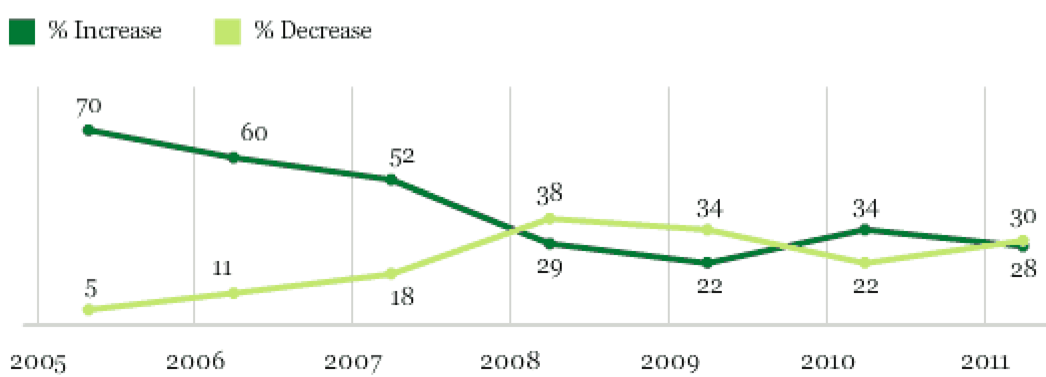
GALLUP

About as Many Americans Expect Home Prices to Increase as Decrease

Americans' expectations for home prices in their local markets are slightly better now than they were in January; currently, just as many Americans say home prices will increase as say they will decrease over the next year. This is also better than the situation in 2008 and 2009, but a far cry from housing price expectations in prior years, when the majority expected prices to rise.

Expectations for Average House Prices

Over the next year, do you think that the average price of houses in your area will increase, stay the same, or decrease?



Trend for April or May of each year

GALLUP

Essentially the same percentage of Americans expect house prices to increase as to decrease across most demographic groups, with the exception of the Midwest, where more feel home prices will decrease than increase.

Implications

There appears to be good reason for more than two in three Americans to think now is a good time to buy a house. Home prices have plunged in many markets across the country in recent years. The combination of today's low mortgage rates and low housing prices make affordability as good as it has been for a long time.

Of course, a big part of the problem for housing is that mortgage finance is dominated by the federal government in the form of Fannie Mae, Freddie Mac, and Ginnie Mae. Mortgage loans are hard to get for anyone who doesn't have nearly perfect credit and fit the current government loan profile. Prospective homebuyers who buy a home now in one of many local markets face the risk that it could decrease in value in the short term; indeed, 3 in 10 Americans believe housing prices will go down in their communities over the next year.

Further, today's high unemployment rates and plunging consumer optimism are not encouraging for the potential homebuyer. As a result, even though it is a good time to buy, many Americans do not feel secure enough with home prices or the economy to do so, and among those who do feel secure enough, even fewer can get the mortgage financing they need.

Many economists seem to hope that housing will stabilize and no longer be a negative influence on the U.S. economy. An improving housing market is essential both socially and economically. Homeownership is a key element in creating strong local communities as well as a strong U.S. middle class. Housing is also an important sector in the U.S. economy that not only serves a vital need and provides jobs, but also creates demand for all kinds of products and services tangentially. The U.S. economy will have trouble recovering fully from the recession without a growing housing market.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted April 7-11, 2011, with a random sample of 1,077 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 and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 400 cell phone respondents and 600 landline respondents per 1,000 national adults, with additional minimum quotas among landline respondents for gender within region. Landline telephone numbers are chosen at random among listed telephone numbers. Cell phones numbers are selected using random digit dial methods. 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, and phone status (cell phone-only/landline only/both, cell phone mostly, and having an unlisted landline number). 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/147248/Majority-Say-Good-Time-Buy-Home.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content

=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA

168-20. Canadians In Wait And See Mood On The Economy: Survey

TORONTO, April 21, 2011

With an election campaign under way, and the Middle East and Afghanistan now on the backburner in terms of news coverage offered to Canadians, it's not surprising to see TNS Canada's Monthly *Consumer Confidence Index* rebounding ever so slightly, with a minimal 0.9 point increase since March. The Index rose from 98.4 to 99.3, gaining the ground it lost mainly as a result of the unrest in Egypt, Tunisia, and Libya, with the subsequent rise in oil and prices at the gas pumps. The slight rebound is once again due to continued confidence Canadians' economic situation right now, as the *Present Situation Index* rose just over half a point, from 97.4 to 98.0.

Once again, the *Expectations Index*, which measures how Canadians' believe their economic prospects will be six months from now, lost almost another full point, dropping from 105.8 to 105.0, meaning high gas prices are some cause for future concern.

Finally, there is a piece of good news for those who make and sell big ticket items, as the *Buy Index* rose for the first time since October of last year. The *Buy Index*, which gauges the degree to which people think the current period is a good time to make major purchases, rose almost three full points, from 92.4 to 95.2.

"Canadians are essentially standing pat on their view of the economy right now." Said Norman Baillie-David, Vice President of TNS Canada and Director of the Marketing and Social Research firm's monthly tracking study. "We're seeing a combination of very small movements in both directions, which basically tells me that we're in a wait and see mode.

Let's wait and see what happens in the election. Let's wait and see if gas prices keep going up or come down. The one piece of good news is that Canadians appear ready to start buying those big ticket items again – after six months of holding off."

Consumer Confidence Index tracks Canadians' attitudes about the economy each month and is part of a global study conducted by TNS in 18 countries. Three indices are produced each month to show how confidence in the economy is changing: *Present Situation Index*; an *Expectations Index*; and a *Buy Index*. The Canadian fieldwork is conducted using the firm's national bi-weekly telephone omnibus service, TNS Express Telephone. A total of 1,015 nationally representative Canadian adults were interviewed between April 4 and 8, 2011. For a survey sample of this size, the margin of sampling error is plus or minus 3.1 percentage points, 19 times out of 20.

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

Source: http://www.tns-cf.com/news/11.4.20-CCI-News-Release-FINAL.pdf

AUSTRALASIA

168-21. Image Of Professions Survey 2011: Police Now At Highest Ever Rating For Ethics & Honesty

Finding No. 4655 - These are the main findings of a Roy Morgan telephone survey conducted in late March on the nights of March 22-24, 2011, with 638 Australian men and women aged 14 and over.: April 22, 2011

In the annual Roy Morgan Image of Professions survey Australian Police (69%, up 7%) are at their highest rating in over 35 years of the survey.

A large majority, 90% (up 1% in a year) of Australians aged 14 and over rate Nurses as the most ethical and honest profession — the 17th year in a row since Nurses were first included on the survey in 1994.

Car Salesmen (3%, down 2%) were once again rated the least ethical and honest Profession — a position they have held for over 30 years.

Several other professions also gained record high ratings for ethics and honesty in 2011, including Doctors (87%, up 8%), Dentists (76%, up 8%), High Court Judges (75%, up 12%) and State Supreme Court Judges (75%, up 11%).

Other professions to rate highly include Pharmacists (87%, up 2%), School teachers (76%, up 3%), Engineers (71%, up 2%) and University lecturers (61%, up 1%).

Professions to record strong rises included Public opinion pollsters (34%, up 7%), Ministers of religion (51%, up 7%), Bank Managers (40%, up 7%), Lawyers (38%, up 6%) and Directors of Public Companies (24%, up 5%).

Car Salesmen (3%, down 2%), Advertising people (5%, down 3%) and Real Estate Agents (7%, down 3%) are once again the lowliest ranked of Professions.

Interestingly, Federal MPs (14%, down 2%) and State MPs (12%, down 4%) both recorded their lowest ratings for ethics and honesty since October 2000 — only months after the introduction of the GST.

Of all 30 professions surveyed in 2010 & 2011 the majority, 21 professions, rose over the year, eight saw decline while only one profession, Newspaper Journalists (11%) was unchanged.

Michele Levine says:

“Roy Morgan’s annual Image of Professions survey for 2011 shows most professions improved their standing in the community for ethics and honesty over the past year as Australia emerged from the uncertainties provided by the worst part of the Global Financial Crisis.

“The sharp rise in the image of Police may be in part explained by the number of law-enforcement observational series on our television screens which clearly resonate with viewers. And on Tuesday (April 26, 2011) we see Channel Nine launch the latest in this genre. ‘AFP’ will provide viewers with a look at the work of the Australian Federal Police.

“Nurses (90%, up 1%) were once again rated the most ethical and honest profession — the 17th year in a row. Also rating strongly and scoring new highs were the closely related medical professions ofDoctors (87%, up 8%) and Dentists (76%, up 8%).

“Also rising strongly this year to new highs were both High Court Judges (75%, up 12%) and State Supreme Court Judges (75%, up 11%) and also Police (69%, up 7%).

“At the other end of the scale Real Estate Agents (7%, down 3%) and Advertising people (5%, down 3%) both recorded new lows and only finished above the perennially lowest ranked profession —Car Salesman (3%, down 2%). Car Salesman have now ranked as the least ethical and honest profession for the past 30 years.”

These are the main findings of a Roy Morgan telephone survey conducted in late March on the nights of March 22-24, 2011, with 638 Australian men and women aged 14 and over.

Respondents were asked: “As I say different occupations, could you please say — from what you know or have heard - which rating best describes how you, yourself, would rate or score people in various occupations for honesty and ethical standards (Very High, High, Average, Low, Very Low)?”

These are the main findings of a Roy Morgan telephone survey conducted in late March on the nights of March 22-24, 2011, with 638 Australian men and women aged 14 and over.

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. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

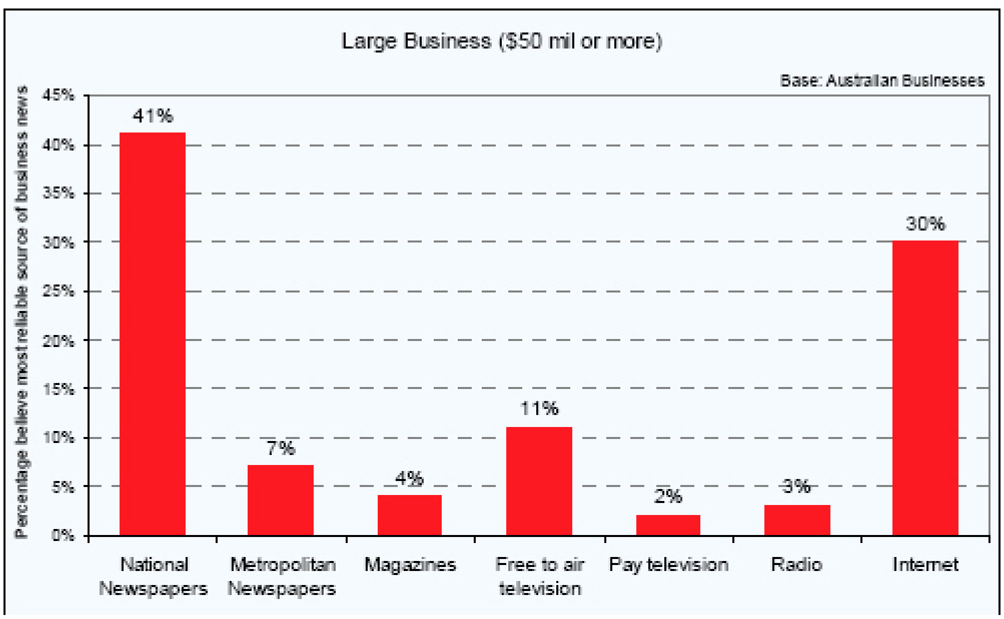
Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
500	±4.5	±3.9	±2.7	±1.9
1,000	±3.2	±2.7	±1.9	±1.4

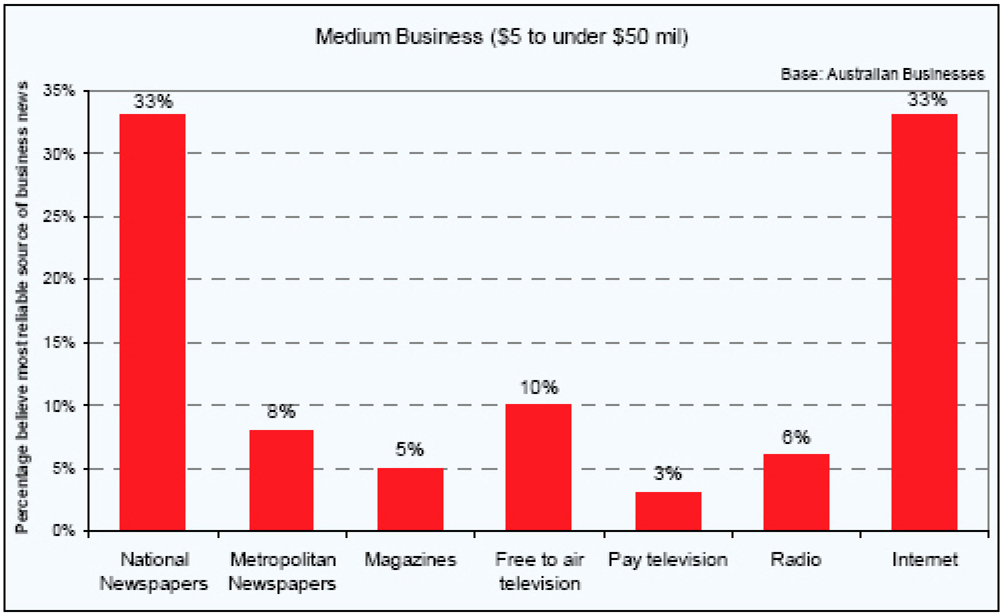
Source: http://www.roymorgan.com/news/polls/2011/4655/

168-22. Big Business Maintains Faith In Traditional Media

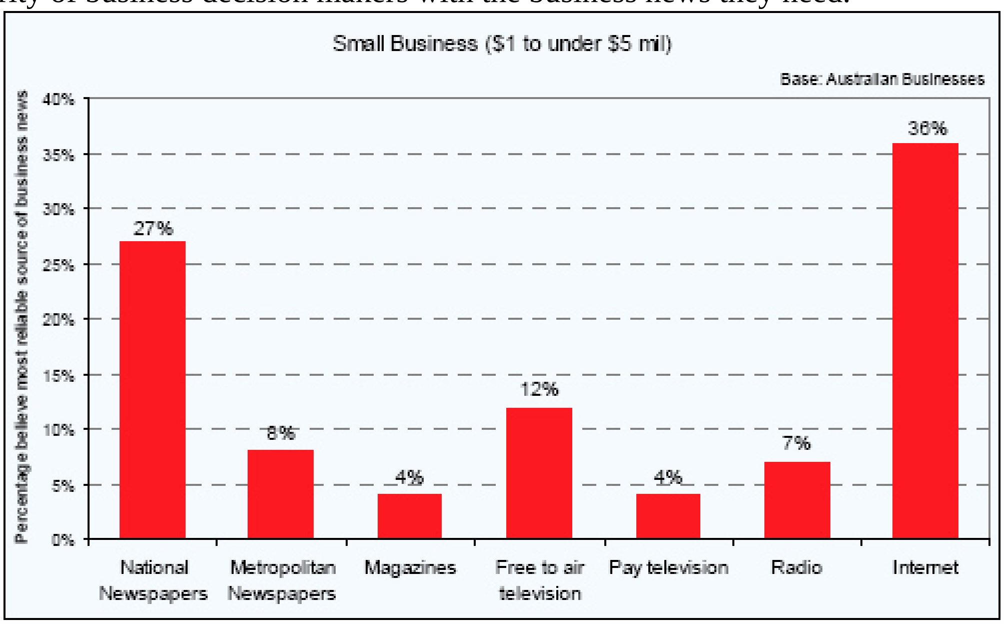
Article No. 1327 - Source: Roy Morgan Research, Business Survey, 10 months to February 2011, n=11,266.: April 20, 2011

According to the latest Roy Morgan Research Business Survey results, the outlook for major media as a reliable source of business news for Australian businesses remains strong. In the same survey businesses also share their thoughts on the importance of each media in the marketing mix for the next 12 months.

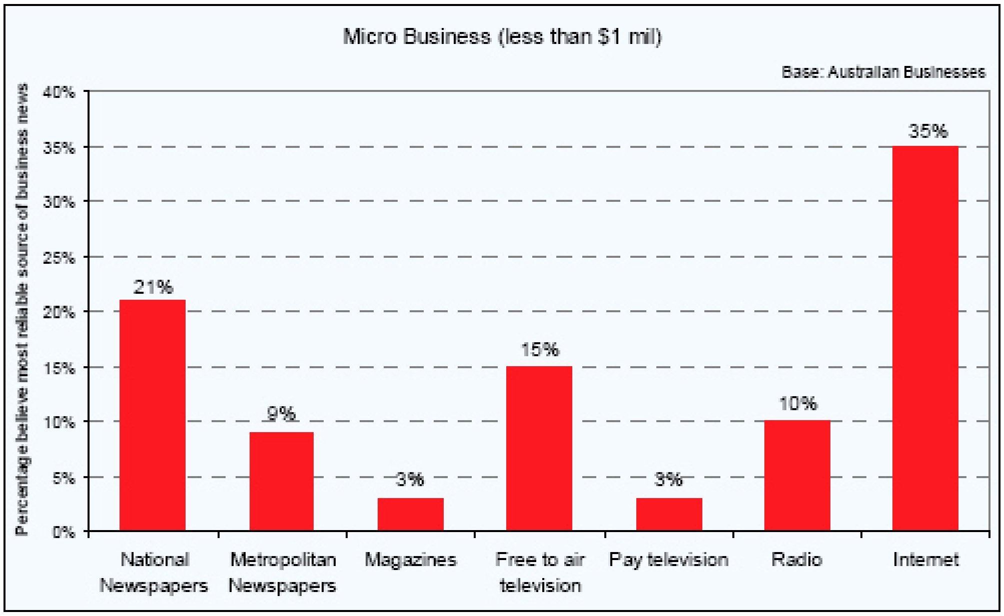




The number one source of reliable business information is now the internet although this is skewed by Micro businesses (less than $1m turnover) that represent 89% of all businesses in Australia. The story is similar for Small business ($1m<$5m turnover) however Medium ($5m<$50m) to Large businesses ($50m+) still believe newspapers (combining metropolitan and national) — and in particular, national newspapers — are the number one source by some margin. There is no question that the two media, newspapers and internet, are providing the majority of business decision makers with the business news they need.



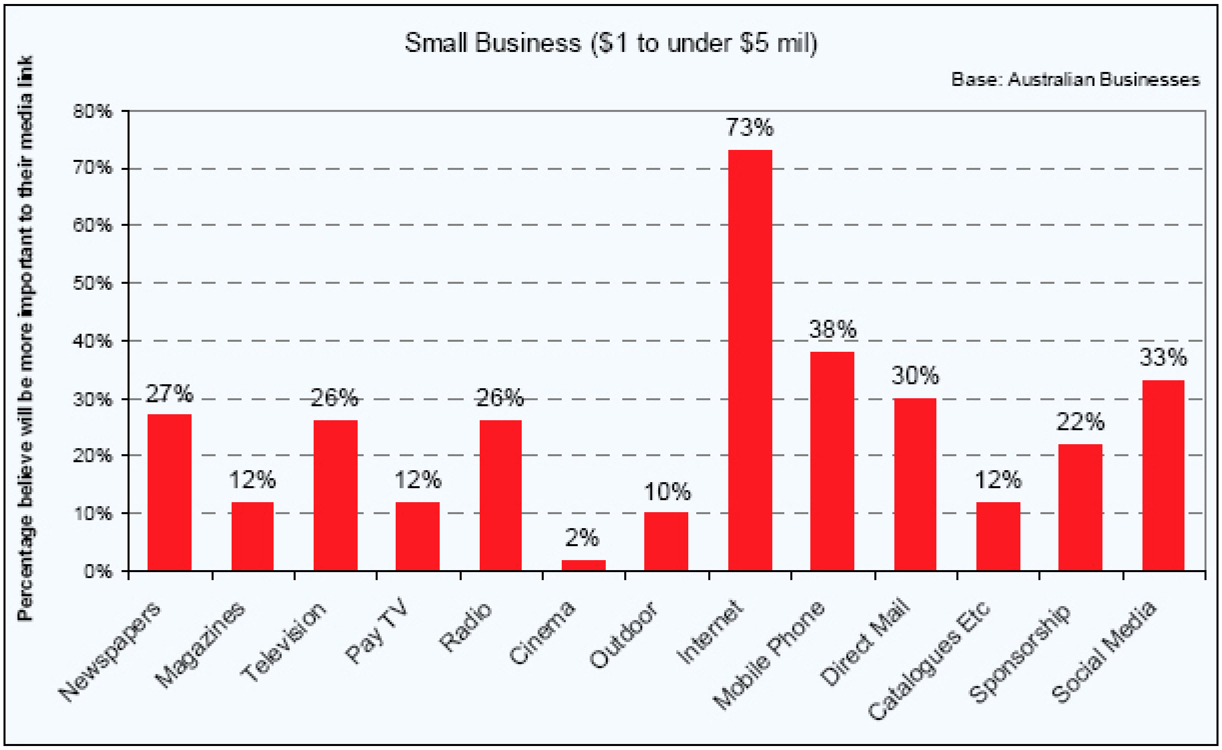
<u>Most Reliable Source For Business News</u>

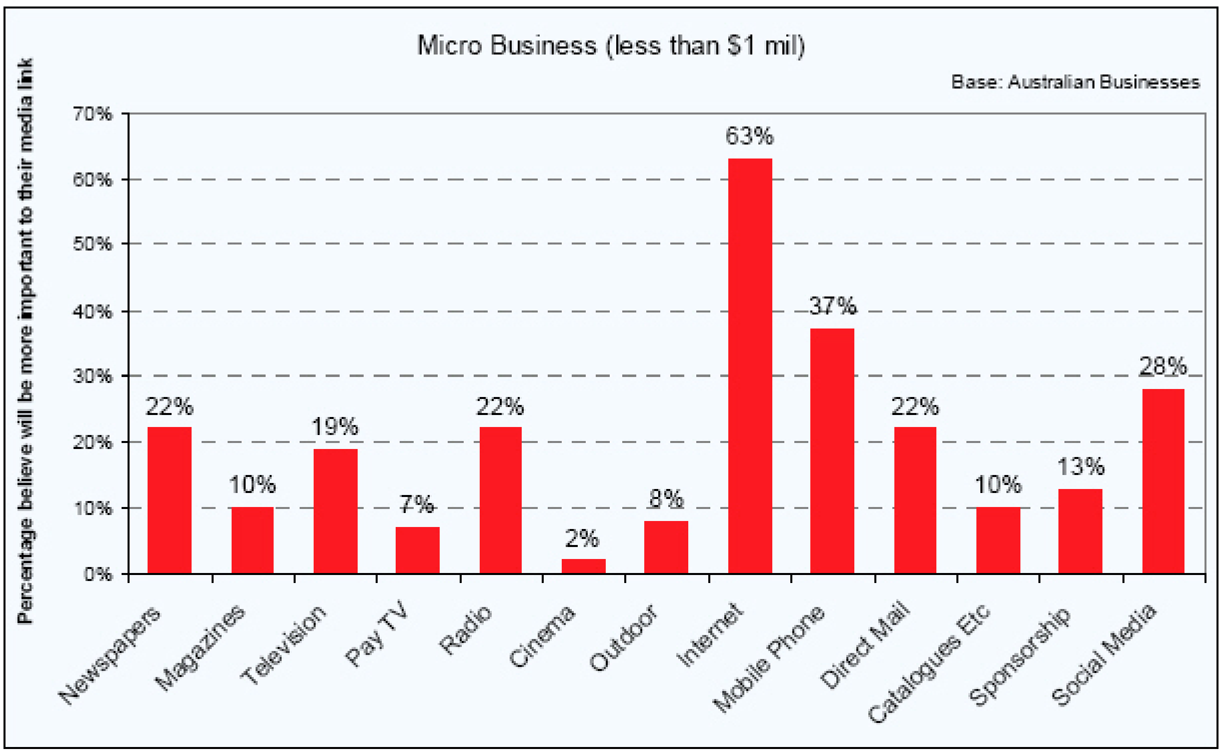


Source*: Roy Morgan Research, Business Survey, 10 months to February 2011, n=11,266.*

In addition to subscription and circulation revenue in print and online, the media relies heavily on advertising from Australia's businesses as a major source of revenue. Almost three quarters (72%) of Small to Large businesses in Australia believe the internet will play a more important role in their own marketing mix over the next 12 months and around two thirds (62%) of all micro businesses have the same view.

Will Be More Important To Marketing Mix





***Source**: Roy Morgan Research, Business Survey, 10 months to February 2011, n=11,266.*

Interestingly, Micro businesses (which naturally have smaller and less complex marketing strategies) believe they have enough knowledge of the use of the internet to be able to suggest it will play a more important role for them in the marketing of their business. On the other hand, they are less confident in their knowledge of the mass traditional mediums of newspapers and

TV where the proportion of respondents to answer that they “don’t know or not applicable” reached 52% and 63% respectively. In the case of newspapers this result is 18 percentage points higher than respondents from large business and 20 percentage points more in the case of TV suggesting the larger businesses have broader media experience and knowledge.

Furthermore, for large business in Australia, 50% believe Social Media will be more important to their marketing. Both newspapers and free to air television are also expected to increase in importance for 38% of these businesses.

George Pesutto, Industry Director — Media, Roy Morgan Research, says:

“The survey demonstrates that despite the hype surrounding the rise of the Internet to target customers, traditional mass media will continue to play an important role in the marketing plans of medium to large business according to Australia’s C suite (CEO’s, Chief Marketing Officers, Chief Financial Officers and Chief Operating Officers). In fact, a large number believe the role of newspapers in particular will increase in importance to their marketing.

“However, there is no denying that the majority of businesses across most categories believe online will be of increasing importance to them, as they all strive to understand how consumers are using a variety of media platforms to satisfy their growing thirst for news, information and service.

“Our information, and especially the Business Survey, suggests opportunity exists to educate and assist businesses on the benefits of any particular media and that successful marketing and communication in the future does not lie solely with the new platforms. One wonders if the majority of Micro and Small businesses in Australia have an antipathy to traditional media or simply find that without the services of expert media agencies it is too difficult to access particularly when the perception of cost gets in the way. Surely, this presents an opportunity for the likes of TV and newspapers.”

Source: http://www.roymorgan.com/news/press-releases/2011/1327/

MULTI-COUNTRY SURVEYS

168-23. Worldwide, Blame for Climate Change Falls on Humans

Americans among least likely to attribute to human causes

April 22, 2011

WASHINGTON, D.C. -- World residents are more likely to blame human activities than nature for the rise in temperatures associated with climate change. Thirty-five percent of adults in 111 countries in 2010 say global warming results from human activities, while less than half as many (14%) blame nature. Thirteen percent fault both.

Temperature rise is a part of global warming or climate change. Do you think rising temperatures are ... ?

Sorted by "a result of human activities"

	A result of human activities	A result of natural causes	Both*	Don't know/ Refused	Not aware of global warming
World	35%	14%	13%	2%	36%
Developed Asia	76%	12%	7%	1%	4%
Latin America	56%	10%	8%	2%	23%
Canada	54%	24%	18%	1%	4%
Western Europe	49%	23%	20%	2%	6%
Eastern and Southern Europe	46%	12%	22%	3%	17%
Commonwealth of Independent States	36%	22%	15%	4%	23%
United States	34%	47%	14%	1%	4%
Developing Asia	27%	11%	12%	2%	48%
Middle East and North Africa	25%	13%	12%	1%	49%
Sub-Saharan Africa	22%	14%	10%	0%	54%

*Volunteered response

2010

GALLUP

People nearly everywhere, including majorities in developed Asia and Latin America, are more likely to attribute global warming to human activities rather than natural causes. The U.S. is the exception, with nearly half (47%) -- and the largest percentage in the world -- attributing global warming to natural causes.

Americans are also among the least likely to link global warming to human causes, setting them apart from the rest of the developed world. Americans' attitudes in 2010 mark a sharp departure from 2007 and 2008, when they were more likely to blame human causes.

The world has not reached consensus as to whether it acknowledges at least some human contribution to climate change. Nearly half of adults worldwide (48%) say climate change results from human activities or volunteer that both natural and human activities cause climate change. In Europe and the United States, belief in human contribution to global warming has declined since 2007 and 2008.

Human Contribution to Global Warming Worldwide

2007-2008 vs. 2010

	A result of human activities + both in 2007-2008	A result of human activities + both in 2010	Difference (percentage points)
World	43%	48%	+5
Canada	72%	72%	0
Developed Asia	88%	83%	-5
Western Europe	76%	69%	-7
Eastern and Southern Europe	74%	68%	-6
Latin America	59%	65%	+6
Commonwealth of Independent States	51%	51%	0
United States	60%	48%	-12
Developing Asia	34%	39%	+5
Middle East and North Africa	40%	37%	-3
Sub-Saharan Africa	24%	32%	+8

GALLUP

Implications

People nearly everywhere are more likely to believe humans cause global warming. In the United States, where residents are less likely to blame humans for global warming and to see it as a threat, residents could potentially feel less empowered to act as stewards of the environment in the future.

Survey Methods

Results are based on face-to-face and telephone interviews conducted in 2010 with approximately 1,000 adults, aged 15 and older, in 111 countries. For results based on the total sample in each country, one can say with 95% confidence that the maximum margin of sampling error ranges from ±1.7 percentage points to ±5.7 percentage points. The margin of error reflects the influence of data weighting. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Source:http://www.gallup.com/poll/147242/Worldwide-Blame-Climate-Change-Falls-Humans.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#1

168-24. Actively Disengaged Workers and Jobless in Equally Poor Health

Engaged employees report the best health

April 20, 2011

WASHINGTON, D.C. -- American workers who are emotionally disconnected from their work and workplace are about as likely as the unemployed -- but far less likely than those who are engaged in their jobs -- to report they are in excellent health. Nearly 2 in 10 of these "actively disengaged" workers rate their overall health as "excellent," similar to the 22% of the unemployed, but significantly fewer than the 31% of engaged workers.

Self-Reported Health Status, by Unemployed vs. Employed Job Engagement Status

Controlling for gender, age, race, income, education, and marital status

	Unemployed	Actively disengaged	Not engaged	Engaged
% Who say their health is "excellent"	22	19	23	31

Nov. 16-Dec. 15, 2010
Gallup Daily tracking

GALLUP

These findings are from a special Gallup Daily tracking series conducted in November and December 2010 to explore in greater depth American workers' engagement levels. Gallup's employee engagement index is based on worker responses to 12 workplace elements with proven linkages to performance outcomes, including productivity, customer service, quality, retention, safety, and profit.

Engaged employees are involved in and enthusiastic about their work. Those who are not engaged are satisfied with but are not emotionally connected to their workplaces and are less likely to put in discretionary effort. The actively disengaged workers are emotionally disconnected from their work and workplace and jeopardize the performance of their teams.

Actively Disengaged and Unemployed Report More Unhealthy Days Than Engaged Workers

At least one in in five unemployed respondents and actively disengaged workers report that poor health kept them from their usual activities on 3 or more days out of the past 30. Engaged workers are less than half as likely to report having 3 or more unhealthy days in the past 30.

Days of Usual Activities Missed as a Result of Poor Health, by Unemployed vs. Employed Job Engagement Status

Controlling for gender, age, race, income, education, and marital status

	Unemployed	Actively disengaged	Not engaged	Engaged
% 3 or more unhealthy days in the past 30 days	19	20	13	9

Nov. 16-Dec. 15, 2010
Gallup Daily tracking

GALLUP

Obesity and Chronic Disease Rates High Among Actively Disengaged and Unemployed

Actively disengaged and unemployed Americans' higher percentages of unhealthy days are likely tied to their higher rates of chronic disease and obesity. The Gallup-Healthways Wellbeing Index calculates obesity levels based on respondents' self-reported height and weight. Body Mass Index scores of 30 or higher are considered obese.

Of those Gallup surveyed, 30% of actively disengaged workers and 28% of unemployed Americans are obese. This is higher than the national average and much higher than the 23% of engaged workers who are obese.

Actively disengaged employees are also as likely as the jobless to report having been diagnosed with several chronic illnesses over the course of their lifetimes. High blood pressure, high cholesterol, and diabetes are all about as prevalent among the actively disengaged workforce as they are among the unemployed. Slightly more than 2 in 10 in both groups also report having been diagnosed with depression.

Engaged workers are in the best health, reporting rates of chronic illnesses that are much lower than the actively disengaged and unemployed populations.

Chronic Conditions, by Unemployed vs. Employed Job Engagement Status

Controlling for gender, age, race, income, education, and marital status

	Unemployed	Actively disengaged	Not engaged	Engaged
% Obese	28	30	23	23
% High blood pressure	28	25	21	18
% High cholesterol	23	21	22	17
% Diabetes	10	9	5	7
% Diagnosed with depression	24	22	16	12
% Heart attack	2	2	2	1

Nov. 16-Dec. 15, 2010
Gallup Daily tracking

GALLUP

Implications

Gallup research has found that how employees are managed can significantly influence employee engagement and disengagement, which in turn influences an organization's bottom line. This analysis suggests there also could be health implications related to workplace engagement. Workplaces that create environments that disengage employees might be creating health risks that are as troubling as those the unemployed face.

This analysis, however, cannot definitively determine the direction of the causal relationship between engagement and health. It is possible that workers who are unhealthy become disengaged or unemployed, or that there are additional variables that could explain these relationships. Nevertheless, the results do control for gender, age, income, education, race, and marital status differences. Additionally, prior longitudinal research published in *JAMA* and the *Archives of Internal Medicine*suggests that perceptions of working conditions explain risk in future coronary heart disease among employees.

Regardless, actively disengaged workers and the unemployed are in significantly worse health than Americans who are engaged in their jobs, according to Gallup data. The high rates of obesity and chronic illnesses these groups report could have a major effect on their long-term health and on U.S. healthcare costs. While addressing the health problems of the unemployed may be difficult, business leaders could play a major role in improving the workplace environment and potentially the health and wellbeing of actively disengaged workers.

About the Gallup-Healthways Well-Being Index

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

About Gallup's Employee Engagement Index

Gallup's employee engagement index is based on decades of research studying which workplace elements matter most in driving performance outcomes across organizations throughout the world. Gallup researchers identified 12 elements that are summarized into 12 survey items. A composite of employee responses to the 12 items is used to formulate the engagement index groupings: engaged, not engaged, and actively disengaged.

About Gallup's Unemployment Index

Gallup's unemployment index categorizes respondents as "unemployed" if they are not employed, even for one hour a week, but are available and looking for work.

Survey Methods

Results are based on telephone interviews conducted as part of the Gallup Daily tracking survey Nov. 16-Dec. 15, 2010, with a random sample of 3,421 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia, selected using random-digit-dial sampling. The survey includes 1,266 unemployed, 400 actively disengaged, 1,116 not engaged, and 594 engaged respondents.

Maximum expected error ranges for subgroups vary according to size, ranging from ±2.8 percentage points for the largest group to ±4.9 percentage points for the smallest group.

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/147191/Actively-Disengaged-Workers-Jobless-Equally-Poor-Health.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA%20-%20Wellbeing*

168-25. Fewer Americans, Europeans View Global Warming as a Threat

Worldwide, 42% see serious risk, similar to 2007-2008

April 20, 2011

WASHINGTON, D.C. -- Gallup surveys in 111 countries in 2010 find Americans and Europeans feeling substantially less threatened by climate change than they did a few years ago, while more Latin Americans and sub-Saharan Africans see themselves at risk.

How serious of a threat is global warming to you and your family?

% saying "very" or "somewhat" serious threat

	2007-2008	2010	Change (pct. pts.)
World	41%	42%	+1
Western Europe	66%	56%	-10
Eastern/Southern Europe	67%	60%	-7
Commonwealth of Independent States	42%	44%	+2
Latin America	67%	73%	+6
United States	63%	53%	-10
Canada	74%	71%	-3
Developing Asia	31%	31%	--
Developed Asia	79%	74%	-5
Sub-Saharan Africa	29%	34%	+5
Middle East and North Africa	42%	37%	-5

Figures projected to the entire adult population.

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The 42% of adults worldwide who see global warming as a threat to themselves and their families in 2010 hasn't budged in the last few years, but increases and declines evident in some regions reflect the divisions on climate change between the developed and developing world.

Majorities in developed countries that are key participants in the global climate debate continue to view global warming as a serious threat, but their concern is more subdued than it was in 2007-2008. In the U.S., a slim majority (53%) currently see it as a serious personal threat, down from 63% in previous years.

Concern about global warming has also declined across western, southern, and eastern Europe, and in several cases, even more precipitously than in the U.S. In France, for example, the percentage saying global warming is a serious threat fell from 75% in 2007-2008 to 59% in 2010. In the United Kingdom, ground zero for the climate data-fixing scandal known as Climategate in 2009, the percentage dropped from 69% to 57% in the same period.

World residents' declining concern about climate change may reflect increasing skepticism about global warming after Climategate and the lack of progress toward global climate policy. The drops also may reflect the poor economic times, during which Gallup research generally finds environmental issues become less important.

More Latin Americans, Sub-Saharan Africans See Danger

Latin Americans, who already were among the most aware of climate change and the most likely to view global warming as a personal threat, became even more aware and more concerned in 2010. Seventy-seven percent of Latin Americans claim to know at least something about climate change, and nearly as many see it as a personal threat (73%).

These relatively high figures among Latin Americans may be partly attributable to the bad rainy seasons and flooding that leaders in the region such as Venezuelan President Hugo Chavez have linked to global warming. Countries that were hit particularly hard by floods, such as

Ecuador and Venezuela, saw residents' likelihood to view global warming as a threat surge in 2010.

Threat From Global Warming in Latin America

% who view global warming as serious threat

	2007-2008	2010	Change (pct. pts.)
Ecuador	69%	85%	+16
Venezuela	62%	80%	+18
Brazil	76%	78%	+2
Chile	69%	75%	+6
Colombia	65%	75%	+10
Peru	58%	75%	+17
Mexico	63%	73%	+10
Argentina	71%	70%	-1
Costa Rica	72%	69%	-3
Uruguay	68%	68%	0
Panama	61%	66%	+5
Bolivia	51%	63%	+12
Guatemala	51%	61%	+10
El Salvador	51%	61%	+10
Paraguay	54%	61%	+7
Honduras	57%	51%	-6
Dominican Republic	46%	51%	+5
Haiti	35%	18%	-17

GALLUP

In sub-Saharan Africa, where populations are likely to be vulnerable to the effects of climate change, awareness is still among the lowest in the world, but was up in 2010. Nearly half of the adult population in the region (46%) say they are aware of climate change, up from 38% in 2007-2008. Correspondingly, the percentage who perceive climate change as a serious threat increased slightly.

Implications

The feuding between rich and poor nations at climate talks in Bangkok in April demonstrates the obstacles that remain before the world can agree on a climate policy. Gallup's data show that fewer Americans and Europeans, whose nations are central players in these talks, feel threatened by global warming today than they did in recent years. However, majorities in many of these countries still see climate change as a serious threat, which means the issue remains personally important to them.

For full country results, see page 2.

Visit Real Clear World's Top 5s feature to learn more about the countries concerned about global warming.

Survey Methods

Results are based on face-to-face and telephone interviews conducted in 2010 with approximately 1,000 adults, aged 15 and older, in 111 countries. For results based on the total sample in each country, one can say with 95% confidence that the maximum margin of sampling error ranges from ±1.7 percentage points to ±5.7 percentage points. The margin of error reflects the influence of data weighting. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Source:http://www.gallup.com/poll/147203/Fewer-Americans-Europeans-View-Global-Warming-Threat.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Asia%20-%20Latin%20America%20-%20Muslim%20World

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168-26. Japan Earthquake Jolts Global Views On Nuclear Energy

Net favor globally falls from 25% to a mere 6%. However supporters continue to outnumber opponents by 49% : 43%

Zurich / ______, April 19, 2011

JAPAN EARTHQUAKE JOLTS GLOBAL SUPPORT FOR NUCLEAR ENERGY: Net Favor falls from 25% to a mere 6%, as hundreds of millions worldwide become concerned about Nuclear Leakages and switch sides from favoring to opposing Nuclear Power. However supporters continue to outnumber opponents by 49% : 43%.

The sharpest fall in support comes from Japan itself where Net Favor fell by 41%: from 34% prior to the Earthquake to minus 7% in the aftermath of the earthquake and Tsunami which damaged Japanese nuclear power plants at Fukushima.

The survey was carried out by WIN-Gallup International, the world's largest and the oldest network of independent opinion pollsters.

Global Shift in Opinion Caused by Japan Earthquake:

A sample of more than 34,000 statistically selected men and women across 47 countries all over the world were asked their views about Nuclear Energy as of today and the view they held prior to the Earthquake in Japan. As of the current survey (March 21-April 10), 49% globally say they hold favorable views about Nuclear Energy, however these supporters are pitted against 43% who say they hold unfavorable views, thus netting a NET FAVOR (favorable minus Un-favorable) of 6%. When the same group was asked: What was your view prior to Japan Earthquake, their responses added up to 57% favorable; 32% unfavorable netting to a NET FAVOR of 25%.

Commentary:

Commenting on this, an expert at WIN-Gallup International says: Nuclear Power had gained steady public opinion support during the last ten years and enjoyed a comfortably favorable majority of 57% in its support, while its opponents were far behind at 32%. Now that the gap has closed and they have become neck and neck at 49% (favor) and 43% (opposed) the nuclear debate is likely to heat up. The Fukushima Tsunami happened less than five weeks ago and the leakage question is still simmering. It is likely that as things cool down the Pros of Nuclear Energy will feel compelled to promote their case in order to mitigate the damage in public opinion support. It is a resourceful industry, besides the fact that it can make a strong case for being more environmentally friendly and less of a threat to climate change compared to competing fossil fuel energy sources. On the other hand the opponents of nuclear energy will increasingly focus on the Fukushima like security hazards, thus fuelling the debate.

It would be interesting, says the expert, to see how global public opinion shifts about Nuclear Energy (like the one pointed by this poll) would end up affecting not only international fuel prices but also market for renewable energy and world's Energy landscape in near future.

Knowledge Abut Earthquake and Leakage

Not surprisingly 91% were aware of the Earthquake in Japan and 81% had also heard about the issue of Nuclear Leakages from the power plants at Fukushima. While the principal source of information happened to be the traditional media of Television, Radio and Newspapers, as many as 18% world-wide said they were keeping themselves updated on this historic disaster through the new media of Internet. The sample comprised a cross-section of people belonging to low, medium and high educational and income groups representative of their countries and belonged to urban as well as rural settings. The survey was one of the most representative of global population in the world.

As Japan struggles with massive relief efforts to cope with one of the worst natural disasters in its history, that killed nearly thirty thousand of its citizens and displaced ten times as many more, the world asks the question: How will this disaster affect the Japanese? Will it succeed or fail in rebouncing to pre Earthquake levels soon. Expert opinions apart, the global popular opinion is on the whole optimistic of Japan's resilience to face this crisis. As many as 48% of those polled globally expect Japan to restore to pre-earthquake levels (30%) or even higher (18%). In comparison, 38% are pessimistic and say Japan might find it hard to regain its former economic conditions. Notably the conservative or pessimistic view on resilience of the economy comes from within Japan itself where 55% are somewhat skeptical and its close neighbors, South Korea, where 47% hold this view and China where 67% are pessimistic. These views may reflect a modesty in the Japanese and East Asian cultures about what they can achieve.

Five Types of Impacts on Various Countries:

A Matrix showing all 47 countries shows groups of countries where majority view in favor of nuclear energy turned into minority (Type A); majority view was severely thinned (Type B); majority view was moderately impacted (Type C) and countries where support for nuclear energy was already a minority, it was further thinned (Type D). Four countries with a counter-trend. In them the survey finds that support for nuclear energy rose modestly by 1-4% nuclear energy rose modestly (1-4% points). The case of public opinion in Morocco is a strong exception where the support rose considerably. We will treat it as an outlying case and wait to re-check the data before treating it as a valid finding. The Morocco data may please be read with that caution in mind.

The list of countries in each type is reproduced below for ease of communication.

MATRIX OF OPINION CHANGE
On Nuclear Energy

Type A: MAJORITIES TURNED MINORITIES

(8 countries)

Japan *(62:39)* ↓	Saudi Arabia (52:43) ↓
Canada *(51:43)* ↓	Tunisia (44:39) ↓
Netherlands *(51:44)* ↓	Hong Kong (48:40) ↓
Romania *(51:41)* ↓	Cameroon (48:44) ↓

Type B: MAJORITIES SEVERELY THINNED

By 10% points or more

(6 countries)

China *(83:70)* ↓	Egypt (65:52) ↓
India *(58:49)* ↓	Iraq (62:49) ↓
Russia *(63:52)* ↓	Bangladesh (64:51) ↓

Type C: MAJORITIES AFFECTED MODERATELY

Drop in support less than 10% points

(10 countries)

USA *(53:47)*	*Finland* *(58:52)*	Nigeria (65:63)
France *(66:58)*	*Czech* *(63:61)*	Vietnam (62:57)
Korea *(65:64)*	*Bulgaria* *(43:34)*	Latvia (54:53)
Pakistan *(55:53)*		

Type D: MINORITIES FURTHER THINNED

(18 countries)

Germany *(34:26)*	Poland (36:30)	Kenya (32:21)
Belgium *(43:34)*	Iceland (38:32)	Palestine (39:30)
Switzerland *(40:34)*	Georgia (25:16)	

Brazil *(34:32)*	Italy (28:24)	Serbia (21:17)	Colombia (24:23)
	Austria (13: 9)	Bosnia (20:17)	
	Greece (12:10)	Macedonia (21:19)	
	Ireland (34:30)		
	Turkey (45:41)		

Counter Trend cases (5)

Spain (39:41)	Azerbaijan (17:20)	Fiji (28:29)
**South Africa* *(45:49)*	**Morocco (16:35)	

Analysis of Views in Countries with Nuclear Facilities for Electricity Generation:

(Shows in Red in the Matrix above)

According to International Atomic Energy Association (IAEA) sources there are 31 countries in the world which have nuclear facilities for electricity generation. Of them 19 happen to be in our sample. Their analysis shows the following:

1-In 4 of them majority view in favor of nuclear energy declined to become a minority view. These are **Japan, Canada, Netherlands** and **Romania**.

2-In 3 of them majority view favoring nuclear energy was severely thinned, by a drop of 10% points or more. These are: **China, India** and **Russia**.

3-In 8 of them, majority view favoring nuclear energy declined but moderately, that is, less than 10% points. These are **USA, France, Korea, Pakistan, Bulgaria, Czech, Finland.**

4-In 4 of them views on nuclear energy were already held by a minority. These minorities shrank further. These include **Belgium**, **Germany**, **Switzerland** and **Brazil**. There is one country in this Group Spain in which support actually increased by 4%.

5-In one case, **South Africa,** support rose by 4%.

Survey findings show that Japan earthquake and the resulting fears of nuclear leakage caused decline in support for nuclear energy across board in counties where nuclear energy contributes to their economy and those where it does not.

SUMMARY FINDINGS

1- **Knowledge About Japan Earthquake and Source of Information:**

Globally 91% said they were aware of the recent Earthquake in Japan. 81% had heard about the issue of Nuclear Leakage. A majority was informed of the Earthquake and Nuclear Leakage through the Traditional media of TV, Radio and Newspapers. However for a notable 18% world-wide the principal source of information on this issue was the new media of Internet.

2- **Impact of Japan Earthquake on Views About Nuclear Energy:**

Views on Nuclear Energy were seriously jolted by the Earthquake in Japan. Hundreds of millions of men and women world-wide say they have switched their views about the desirability of Nuclear Energy. Its Net Favor fell from 25% as reported to be held prior to the Earthquake to a mere 6% in its aftermath. The sharpest fall comes from Japan itself where net favor fell by 41% from a respectable 34% prior to the Earthquake to a negative -7% since then.

- Change in Global Views About Nuclear Energy:

When asked what was your view about Nuclear Energy prior to Japan Earthquake, 57% said they were very favorable or favorable, while 32% said they held unfavorable or very unfavorable views. Thus Net favor (Favorable minus unfavorable) was 25%. This figure dropped to 6% after the Earthquake and fears of Nuclear leakage at Fukushima.

- Global Views about Nuclear Energy before the Japan Earthquake:

	Globally	Japan
Favorable:	57%	62%
Unfavorable	32%	28%
Net Favor	(25%)	(34%)
No Response	11%	10%

- Global Views about Nuclear Energy after the Japan Earthquake:

	Globally	Japan
Favorable	49%	39%
Unfavorable	43%	47%
Net Favor	(6%)	(-7%)
No Response	8%	14%

3- **Views on Resilience of Japanese Economy:**

Optimists	(those who believe Japan will rebound to pre-Earthquake Level or even higher	48%
Pessimists	(those who believe Japan may not be able to restore to pre-Earthquake level)	38%
	(the balance 13% were unable to give a specific answer)	

Source: http://www.gallup.com.pk/JapanSurvey2011/PressReleaseJapan.pdf

168-27. High Wellbeing Eludes the Masses in Most Countries Worldwide

Majorities in 19 out of 124 countries "thriving," mostly in Europe and the Americas

April 19, 2011

WASHINGTON, D.C. -- Gallup's global wellbeing surveys in 2010 reveal that a median of 21% across 124 countries were "thriving" last year, based on how people rated their lives at the current time and their expectations for the next five years. This is unchanged from a median of 21% in 2009. The percentage rating their lives well enough to be considered thriving ranged from a high of 72% in Denmark to a low of 1% in Chad.

Gallup classifies respondents' wellbeing as "thriving," "struggling," or "suffering," according to how they rate their current and future lives on a ladder scale with steps numbered from 0 to 10 based on the Cantril Self-Anchoring Striving Scale. People are considered thriving if they rate their current lives a 7 or higher and their lives in five years an 8 or higher.

Majorities of residents in 19 countries -- mostly in Europe and the Americas -- rated their lives well enough to be classified this way. Denmark, along with Sweden (69%) and Canada (69%), led the list, which is largely dominated by more developed and wealthier nations, as expected given the links between wellbeing and GDP. The U.S. falls somewhat near the middle of the pack, with 59% of Americans thriving.

Countries Where Majorities Are Thriving in 2010

	Thriving
Denmark	72%
Sweden	69%
Canada	69%
Australia	65%
Finland	64%
Venezuela	64%
Israel	63%
New Zealand	63%
Netherlands	62%
Ireland	62%
Panama	61%
United States	59%
Austria	58%
Costa Rica	58%
Brazil	57%
United Arab Emirates*	55%
United Kingdom	54%
Qatar*	53%
Mexico	52%

Surveys conducted between February and December 2010
*Data aggregated from multiple surveys in 2010.

GALLUP

Outside of this group, much of the world was not doing nearly as well. In 67 countries, less than 25% of people were thriving. Countries on this list hailed from all regions, but thriving was generally lowest in sub-Saharan Africa. The median thriving percentage in this region was 8%. No country in sub-Saharan Africa had a thriving percentage higher than 19%, underscoring the entire region's development challenges.

Countries Where Less Than 25% Are Thriving in 2010

	Thriving		Thriving
Croatia	24%	China	12%
Ecuador	24%	Afghanistan	12%
Russia*	24%	Armenia	12%
Lebanon*	21%	Egypt*	12%
Greece	21%	Serbia	11%
Hong Kong	21%	Mongolia	11%
Kosovo	20%	Bosnia and Herzegovina	10%
Algeria*	20%	Ghana	10%
Lithuania	20%	Macedonia	10%
Albania	20%	Georgia	10%
Indonesia	19%	Azerbaijan	10%
Djibouti	19%	Nepal	9%
Philippines	18%	Zimbabwe	9%
India	17%	Cameroon	9%
Malaysia	17%	Bulgaria	9%
Vietnam	16%	Sudan*	9%
Ukraine	16%	Morocco*	9%
Turkey	16%	Uganda	8%
Romania	16%	Liberia	8%
South Africa	15%	Senegal	6%
Uzbekistan	14%	Kenya	6%
Libya*	14%	Botswana	5%
Palestinian Territories*	14%	Sri Lanka	5%
Portugal	14%	Comoros*	4%
Kyrgyzstan	14%	Mali	4%
Sierra Leone	14%	Tanzania	4%
Tunisia*	14%	Tajikistan	3%
Hungary	14%	Niger	3%
Somaliland region*	13%	Cambodia	3%
Nigeria	13%	Burkina Faso	3%
Mauritania*	13%	Haiti	2%
Iraq*	13%	Central African Republic	2%
Bangladesh	13%	Chad	1%
Yemen*	12%		

Surveys conducted between February and December 2010
*Data aggregated from multiple surveys in 2010.

GALLUP

In other regions, the divides remained great in how people evaluated their lives. In the Americas, where the median thriving percentage is the highest in the world at 39%, thriving ranged from a high of 69% in Canada to a low of 2% in earthquake-ravaged Haiti. In Europe, where the median thriving percentage was lower, but still higher than average at 28%, thriving ranged from a high of 72% in Denmark to a low of 9% in Bulgaria.

A median of 20% in the Middle East and North Africa region were thriving. Nearly two in three (63%) were thriving in Israel -- the highest score in the region -- as were more than half of respondents in the relatively wealthy United Arab Emirates and Qatar. Small minorities -- one in seven or fewer -- were thriving in Tunisia, Yemen, Egypt, and Morocco, which provides some evidence of the underlying discontent that bubbled over in late 2010 and early 2011.

In Asia, where a median of 17% were thriving, there were large gaps between developed and developing Asian countries. Thriving was higher than 60% in Australia (65%) and New Zealand (63%) and as low as 3% in Tajikistan and Cambodia.

Little Progress in 2010

Global wellbeing improved little between 2009 and 2010, remaining relatively steady when Gallup groups all these countries into four major global regions: Asia, Africa, the Americas, and Europe. In Europe, the median percentage thriving in 2009 was 25%, remaining essentially unchanged in 2010 at 28%. Ten percent in Africa were thriving in 2009, compared with 9% in 2010. In Asia, the median remained flat at 18% each year. In the Americas, the 42% thriving in 2009 wasn't significantly different from the 39% thriving in 2010.

Implications

Gallup's global wellbeing data underscore the diversity of development challenges worldwide. As theuprisings in Tunisia and Egypt showed earlier this year, leaders should not rely on GDP alone as an indicator of how well their countries and their citizens are doing. Monitoring and improving behavioral economic measures of wellbeing are important to helping leaders better the lives of all their residents.

Survey Methods

Results are based on face-to-face and telephone interviews with approximately 1,000 adults, aged 15 and older, conducted in 2010 in 124 countries. Results in Russia, Tunisia, Egypt, the United Arab Emirates, Libya, Saudi Arabia, Qatar, Djibouti, Sudan, Lebanon, Morocco, Jordan, the Palestinian Territories, Bahrain, Yemen, Comoros, Somaliland region, and Iraq are based on data aggregated from multiple surveys. 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 to ±5.7 percentage points. The margin of error reflects the influence of data weighting. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Source:http://www.gallup.com/poll/147167/High-Wellbeing-Eludes-Masses-Countries-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%20-%20Wellbeing