BUSINESS AND POLITICS IN THE MUSLIM WORLD

Global Opinion Report No. 192

Week: October 02-08, 2011

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Introductory Note

This week report consists of twenty six surveys. Seven of these are multi-country surveys while the rest of nineteen are national surveys from various countries.

SUMMARY OF POLLS

SOUTH EAST ASIA

Over Half of Filipinos Expect A Peace Agreement Between Government And MILF Before End Of Pnoy's Term

The Third Quarter 2011 Social Weather Survey, conducted from September 4-7, 2011, found that 52% expect the government and the Moro Islamic Liberation Front (MILF) to reach a peace agreement before the end of President Benigno "Noynoy" Aquino III's term in 2016. (SWS)

October 05, 2011

SUB-SAHARAN AFRICA

Fake Medicine Common in Many Sub-Saharan African Countries (Multi-country surveys)

Gallup surveys show counterfeit drugs are widespread in sub-Saharan Africa, where these drugs are often used to treat malaria, tuberculosis, and HIV/AIDS. Majorities in 15 of 17 countries Gallup polled in sub-Saharan Africa in 2010 say they are aware of fake medicines in their countries. (Gallup USA)

October 5, 2011

WEST EUROPE

Conservatives Are Trusted On Their Traditional Strengths While The Public Prefer Labour On 'Softer' Issues

Newly released data from the Reuters/Ipsos MORI Political Monitor shows that the public prefer the Conservatives on 'hard issues' such as law and order and individual responsibility while Labour has a softer image – trusted to be fair to all sections of society and giving people a good start in life. (Ipsos Mori)

October 5, 2011

Eurobarometer: The Common Agricultural Policy

Almost half of all EU citizens (47%) support an upper limit on subsidies, though over a quarter (28%) say an upper limit would be a bad thing. Similarly more people back a link between payments and environmental protection all across the EU than support environmental protection that relates to specific areas only. (TNS Opinion & Social)

September 2011

Eurobarometer: Climate Change

Just over half (51%) of respondents consider climate change one of the world's most serious problems (and 20% feel it is the single most serious problem). Overall it is seen as the second most serious issue facing the world, after poverty, hunger and lack of drinking water, and a more serious problem than the economic situation. (TNS Opinion & Social)

October 2011

Eurobarometer: Attitudes Towards Vocational Education And Training

European citizens overwhelmingly believe that VET is relevant: 82% say that people in vocational education and training acquire skills that are needed by employers. 47% of European respondents have taken VET in the past or are doing so currently. (TNS Opinion & Social)

September 2011

NORTH AMERICA

U.S. Investor Optimism Plunges

U.S. investor optimism declined in September, as the Wells Fargo/Gallup Investor and Retirement Optimism Index plunged to -45 from +33 in May after +42 in February. The index is now back at the financial crisis levels of late 2008. (Gallup USA)

October 7, 2011

More Americans Now Normal Weight Than Overweight

The percentage of Americans who are overweight or obese declined slightly in the third quarter of 2011, while the percentage who are a normal weight increased. For the first time in more than three years, more Americans are a normal weight (36.6%) than are overweight (35.8%). (Gallup USA)

October 7, 2011

War and Sacrifice in the Post-9/11 Era

Veterans who served on active duty in the post-9/11 era are proud of their service (96%), and most (74%) say their military experience has helped them get ahead in life. At the same time, however, 44% of post-9/11 veterans say their readjustment to civilian life was difficult. By contrast, just 25% of veterans who served in earlier eras say the same. (Pew Research Center)

October 5, 2011

Obama's September Approval Rating Remains at Term-Low 41%

President Barack Obama's job approval rating averaged 41% in September, tied with August for the lowest monthly approval average of his administration. (Gallup USA)

October 7, 2011

Fighting Poverty in a Bad Economy, Americans Move in with Relatives

Without public debate or fanfare, large numbers of Americans enacted their own anti-poverty program in the depths of the Great Recession: They moved in with relatives. This helped fuel the largest increase in the number of Americans living in multi-generational households in modern history. From 2007 to 2009, the total spiked from 46.5 million to 51.4 million. (Pew Research Center)

October 3, 2011

Obama Motivates Supporters, Opponents in Early 2012 Matchups

Barack Obama is a leading driver of voter preferences in possible 2012 matchups, among both his supporters and opponents. Currently, Obama is running a close race in hypothetical matchups against Mitt Romney and Rick Perry. Against both GOP candidates, most of Obama’s supporters view their vote as a vote for the president, while most of those who plan to vote for Romney or Perry see their vote as a vote against Obama. (Pew Research Center)

October 6, 2011

U.S. Underemployment Declines Slightly in September

U.S. underemployment, as measured by Gallup without seasonal adjustment, improved to 18.3% at the end of September from 18.5% at the end of August, as a decline in unemployment more than offset a slight increase in part-time workers seeking full-time employment. At the same time, the percentage of workers working full time for an employer decreased slightly to 64.9% from 65.3% at the end of August. (Gallup USA)

October 6, 2011

Americans Divided on Gov't Role in Promoting Values

Americans' once-prevailing view that government should do what it can to promote traditional values in society has weakened in the past decade. Today 48% hold that view, while nearly as many, 46%, say government should not favor any particular set of values. (Gallup USA)

October 5, 2011

Americans' Spending Declines Again in September

Overall self-reported daily U.S. consumer spending in stores, restaurants, gas stations, and online averaged $65 per day in September, down from $68 in August and from the 2011 high of $74 in July. After two months of declines, spending has now returned to March and April levels, which are some of the lowest of the year. (Gallup USA)

October 5, 2011

Perry Plummets, Cain Surges in Positive Intensity

Rick Perry's image is suffering, with his Positive Intensity Score among Republicans familiar with him down to 15, and below 20 for the first time. Meanwhile, Herman Cain's score is now 30, the highest for any candidate this year. (Gallup USA)

October 4, 2011

U.S. Job Creation Falls Back Further in September

U.S. job creation continues to steadily abate, reversing the upward trend seen since the start of 2010. The nation's Job Creation Index score slid to +12 in September, marking the third straight month of decline, but remains up slightly from +9 a year ago. (Gallup USA)

October 4, 2011

Supreme Court Approval Rating Dips to 46%

As the U.S. Supreme Court begins its 2011-2012 term, Americans' approval of the institution is now 46%, a drop of 5 percentage points in the last year and 15 points in the last two years. Since 2000, Gallup has recorded only one approval rating of the high court that is lower than today's: 42% in June 2005. (Gallup USA)

October 3, 2011

In U.S., Local and State Governments Retain Positive Ratings

Two-thirds of Americans have a great deal or fair amount of confidence in their local governments to handle local problems, and a solid majority feel the same way about their state government. (Gallup USA)

October 3, 2011

Most Americans Prefer the Death Penalty for Convicted Murderers

A large proportion of Americans believe it is a good idea to allow prosecutors to seek the death penalty in murder cases, and a majority prefer capital punishment over life imprisonment for convicted murderers, a new Angus Reid Public Opinion poll has found. (Angus-Reid)

October 4, 2011

Half Of Canadians Always Check Grocery Flyers Before Shopping

Synovate study shows that 47% of Canadian households always check grocery flyers before shopping. A further 24% said that they review grocery flyers quite often, indicating that each week approximately 7-in-10 Canadian homes check grocery flyers either quite often or always. (Synovate)

October 6, 2011

AUSTRALASIA

"Australia's Constitutional Future: Opinion Polling"

If a Referendum were held today, the result would be the same as the 1999 Republic Referendum that we did have, Australia would remain a constitutional monarchy – and by a clear margin. (Roy Morgan)

October 8, 2011

MULTI-COUNTRY SURVEYS

Britons and Canadians More Open to Palestinian State than Americans

The call issued by Palestinian leaders last month to request full status as a state in the United Nations (UN) has been heeded differently by people in Britain, Canada and the United States, a new three-country Angus Reid Public Opinion poll has found. However, practically half of respondents in the three countries believe that a solution to the conflict will never be reached. (Angus-Reid)

October 6, 2011

Worldwide, Residents Stay Where the "Good Jobs" Are

Gallup's worldwide research documents a clear relationship between "good jobs" and community attachment. In countries where more people in the workforce are employed full time for employers, residents are more likely to be satisfied with the communities they live in, more likely to recommend them to others, and considerably *less* likely to say they will probably leave them in the next year. (Gallup USA)

October 3, 2011

Biggest Ever Study Of Global Affluence Shows 80% Of World's Wealthy Are Still In The West

World-leading research company TNS has today unveiled the results of the biggest global study into the attitudes and investment priorities of the affluent - painting a timely picture of wealth, post global recession. While the United States still ranks as the world's most prosperous country, with 31m affluent households, the study reveals that the emerging economies of India and China have overtaken many European countries in this measure of consumer wealth.(TNS Global)

October 6, 2011

CYBER WORLD

Amazon Lights A Fire Under The Tablet Market

YouGov believes that £250 is the price point where the tablet market will take off*. Tablets will fail to be a mass market product until the price comes down to this price point. But given Amazon's US launch price for its Kindle Fire at $199 versus the iPad2 at $499, we can only expect the same pricing differential in the UK and other global markets. (Yougov)

October 4, 2011

SOUTH EAST ASIA

192-43-1. Over Half of Filipinos Expect A Peace Agreement Between Government And MILF Before End Of Pnoy's Term

First reported in BusinessWorld, 3 October 2011

5 October 2011

Third Quarter 2011 Social Weather Survey:

The Third Quarter 2011 Social Weather Survey, conducted from September 4-7, 2011, found that 52% expect the government and the Moro Islamic Liberation Front (MILF) to reach a peace agreement before the end of President Benigno "Noynoy" Aquino III's term in 2016.

To the question, *"In your opinion, when will there be a peace agreement between the Moro Islamic Liberation Front or MILF and the government?" ["Sa inyong palagay, kailan kaya magkakaroon ng kasunduang pangkapayapaan ang Moro Islamic Liberation Front o MILF at ang gobyerno?"]*, 13% say *in 2011-2013,* 39% say*in 2014-2016, within the presidency of Pres. Noynoy Aquino* (*sa 2011-2016 habang pangulo pa si Pang. Noynoy Aquino*), 20% *in 2016-2022, in the next administration* (*sa 2016-2022, sa panahon ng susunod na administrasyon*), and 24% answered *not ever* (*hindi kailanman*).

The survey also found 71% hopeful of a peace agreement between the government and the MILF, and 56% believing that Pres. Noynoy Aquino's meeting with MILF leader Murad Ebrahim will help forge a peace agreement between the government and the MILF.

Mindanao most eager for a peace agreement

The September 2011 found public eagerness for a peace agreement between the government and the MILF to be strongest in Mindanao, with 24% expecting a peace agreement to happen in *2011-2013*, compared to 12% in Metro Manila, 10% in Balance Luzon, and 6% in the Visayas.

Combining this with those who expect a peace agreement to happen in 2014-2016, the proportion of those eager for a peace agreement to happen within Pres. Aquino's administration is still highest in Mindanao at 55%, followed by Visayas at 51%, Balance Luzon at 50%, and Metro Manila at 50%.

On the other hand, 23% in Metro Manila, 21% in both Balance Luzon and Mindanao, and 15% in the Visayas expect a peace agreement to happen in the next administration, in 2016-2022.

Those who think that a peace agreement between the government and the MILF will never happen are highest in the Visayas (30%), followed by Balance Luzon (24%), Metro Manila (22%), and Mindanao (20%).

Mindanao is also most hopeful for a peace agreement

A majority 85% in Mindanao say they are hopeful, consisting of 44% *very hopeful (talagang umaasa)* and 41%*somewhat hopeful (medyo umaasa), "that there will still be a peace agreement between the government and the MILF" ("… na magkakaroon pa ng kasunduang kapayapaan sa pagitan ng pamahalaan at ng mga rebeldeng MILF").*

Majorities in other areas are also hopeful: 72% in Metro Manila (20% *very hopeful*, 52% *somewhat hopeful*), 67% in Balance Luzon (20% *very hopeful*, 47% *somewhat hopeful*), and 64% in the Visayas (25% *very hopeful*, 39% *somewhat hopeful*).

The remaining 36% in the Visayas, 33% in Balance Luzon, 28% in Metro Manila, and 15% in Mindanao are either *somewhat not hopeful* or *not hopeful at all*.

Majority support meeting between PNoy and Murad Ebrahim

Majorities across the board agree with the test statement, *"The meeting of Pres. Noynoy Aquino and Moro Islamic Liberation Front (MILF) leader Murad Ebrahim will forge a peace agreement between the government and MILF." ["Ang pagkikita nina Pang. Noynoy Aquino at ng lider ng Moro Islamic Liberation Front (MILF) na si Murad Ebrahim ay makatutulong na magkaroon ng kasunduang pangkapayapaan ang gobyerno at ang MILF."]* - 61% Metro Manila, 56% in Balance Luzon, 56% in the Visayas, and 51% in Mindanao.

The proportion of those who neither agree nor disagree about the meeting is highest in Mindanao (35%), followed by Visayas (26%), Balance Luzon (25%), and Metro Manila (20%).

Those who disagree that the meeting will be productive are 18% in the Visayas, 17% in Metro Manila, 16% in Balance Luzon, and 13% in Mindanao.

Survey Background

The September 2011 Social Weather Survey was conducted from September 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 Social Weather Survey items on the hope of a peace agreement between the government and the MILF are non-commissioned, and were included on SWS's own initiative and released as a public service, with first printing rights assigned to ***BusinessWorld***.

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

Chart 1

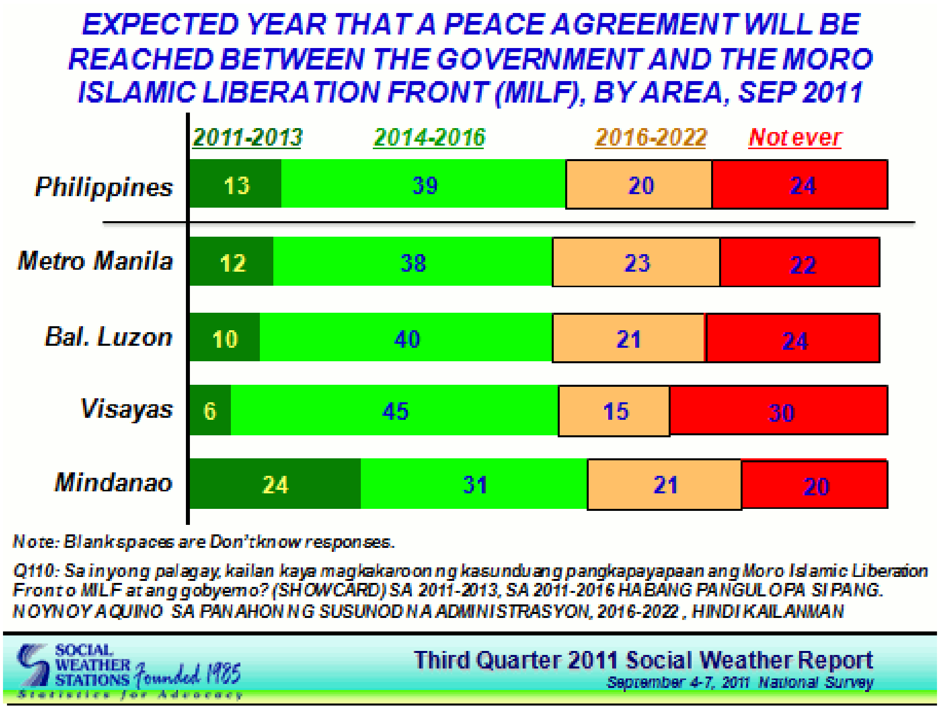


Chart 2

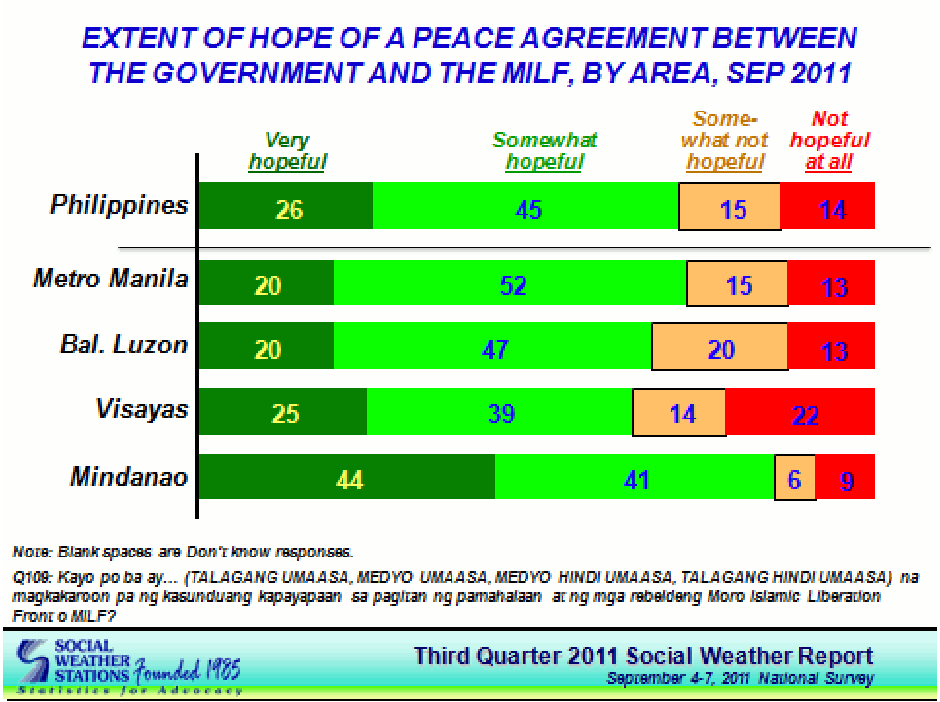
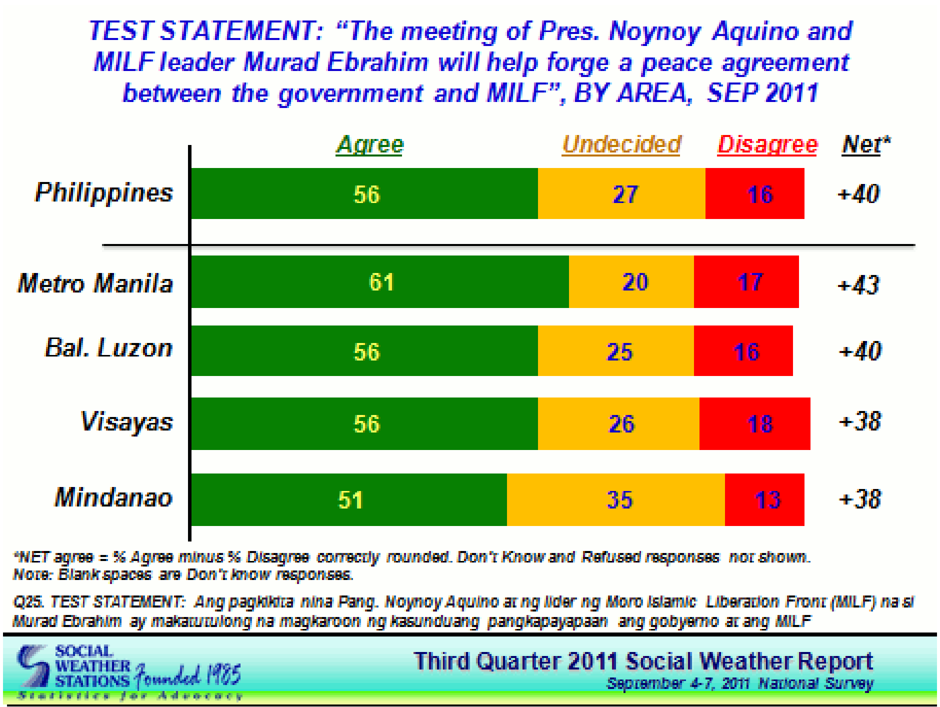


Chart 3



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

SUB-SAHARAN AFRICA

192-43-2. Fake Medicine Common in Many Sub-Saharan African Countries

A median of 20% across 17 countries surveyed say they or household members have been victims

October 5, 2011

WASHINGTON, D.C. -- Gallup surveys show counterfeit drugs are widespread in sub-Saharan Africa, where these drugs are often used to treat malaria, tuberculosis, and HIV/AIDS. Majorities in 15 of 17 countries Gallup polled in sub-Saharan Africa in 2010 say they are aware of fake medicines in their countries.

Are you aware of the presence of fake medicine in this country?

By fake medicine, we mean a product that looks like the real one but doesn't provide the same effect and could even have bad side effects.

	% Yes	% No
Cameroon	91	9
Sierra Leone	83	15
Nigeria	83	17
Liberia	79	20
Ghana	74	25
Mali	74	25
Central African Republic	72	26
Burkina Faso	71	28
Uganda	70	29
Zimbabwe	69	30
Tanzania	66	34
Senegal	65	35
Kenya	63	36
Niger	62	38
Chad	58	42
Botswana	32	67
South Africa	25	75

Data collected in 2010.

GALLUP

The World Health Organization (WHO) defines counterfeit medicine as medicines that are "deliberately and fraudulently mislabeled with respect to identity or source." In developing countries, the most prevalent counterfeit drugs are those that treat life-threatening illnesses such as malaria, tuberculosis, and HIV/AIDS. The WHO estimates fake anti-malaria drugs alone kill 100,000 in Africa a year, and the black market deprives governments of 2.5% to 5% of their revenue.

A median of 70% of adults across the 17 countries surveyed say they are aware of the presence of such drugs, the use of which can result in treatment failure or even death. Awareness varies from a high of 91% in Cameroon to a low of 25% in South Africa.

Median of 20% Report Being a Victim of Fake Medicine

Reported victimization by fake drugs is lower than awareness, but still relatively high in some countries. About one in five adults across the 17 countries surveyed report that they or members of their household have been victims of fake drugs. Percentages vary from high of 43% in Sierra Leone to a low of 3% in South Africa.

Have you yourself or a member of your household been victim of fake medicine?

	% Yes	% No
Sierra Leone	43	52
Liberia	42	57
Chad	33	67
Cameroon	29	71
Central African Republic	29	70
Kenya	25	72
Tanzania	24	75
Burkina Faso	21	79
Zimbabwe	20	79
Nigeria	20	80
Uganda	18	79
Senegal	16	83
Mali	16	84
Ghana	14	84
Niger	12	87
Botswana	8	92
South Africa	3	97

Data collected in 2010.

GALLUP

Implications

Fake medicine presents a major obstacle to the treatment of deadly diseases, including malaria, tuberculosis, and HIV/AIDS in sub-Saharan Africa. The widespread awareness of these drugs and troubling victimization rates especially in poor countries add to a long list of health and wellbeing challenges in the region. That two of sub-Saharan Africa's wealthier countries -- South Africa and Botswana -- fare much better supports the idea that better healthcare infrastructure and better regulation and enforcement can help to address the problem. Leaders who make improvements in these areas may be able to help prevent the access and use of counterfeit medicine in their countries.

Survey Methods

Results are based on face-to-face interviews with approximately 1,000 adults, aged 15 and older, conducted in 2010 in Botswana, Burkina Faso, Cameroon, Central African Republic, Chad, Ghana, Kenya, Liberia, Mali, Niger, Nigeria, Senegal, Sierra Leone, South Africa, Tanzania, Uganda, and Zimbabwe. For results based upon the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error ranges from a low of ± 3.4 percentage points to a high of ±4 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 in the findings of public opinion polls.

Source:http://www.gallup.com/poll/149942/Fake-Medicine-Common-Sub-Saharan-African-Countries.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Wellbeing

WEST EUROPE

192-43-3. Conservatives Are Trusted On Their Traditional Strengths While The Public Prefer Labour On 'Softer' Issues

Published:5 October 2011

Fieldwork:10 - 12 September 2011

Conservatives are trusted on their traditional strengths while the public prefer Labour on 'softer' issues

The Conservative Party is most trusted by the public to preserve law and order, encourage individuals to take responsibility for themselves and promote family values.

Labour are most trusted to give children and young people a good start in life and be fair to all sections of society

Liberal Democrats struggle to gain traction on many issues – although their best score is on protecting the environment

Newly released data from the Reuters/Ipsos MORI Political Monitor shows that the public prefer the Conservatives on 'hard issues' such as law and order and individual responsibility while Labour has a softer image – trusted to be fair to all sections of society and giving people a good start in life.

Conservatives are most trusted to 'encourage individuals to take responsibility for themselves – 46% trust the Conservatives most on this compared to 22% who say Labour and 7% the Liberal Democrats. Similarly four in ten (42%) people trust the Conservative Party most to preserve law and order while only a quarter (25%) prefer Labour. This is an area the Conservatives are traditionally strong in, and they remain more trusted than Labour despite the recent rioting in England.

Another traditional Conservative strength is being seen as the party of family values, indeed almost four in ten (37%) trust the Conservatives most to promote family values compared to around three in ten (28%) that trust Labour. Men trust the Conservatives on this more than women (42% vs. 33%).

Labour, however, hold a lead over the Conservatives on some of the more 'caring' issues. Four in ten (39%) people trust Labour most to give children and young people a good start in life compared to around a quarter (23%) who trust the Conservatives and one in nine (11%) the Liberal Democrats. Labour also have a fourteen point lead over the Conservatives on being trusted to be fair to all sections of society (34% and 20% respectively). Healing the divisions in British society – something perhaps particularly important since the riots – is also an area where Labour are more trusted than the other parties (28% compared with 22% for Conservatives and 13% Liberal Democrats).

Just one in ten (10%) people trust the Liberal Democrats most to restore faith in the political system, far less than the 27% and 22% that trust the Conservatives and Labour respectively. On protecting the environment all three parties rate similarly– one in five (19%) trust the Liberal Democrats most, while 17% trust Labour and 16% trust Conservatives, compared with 27% who choose other parties.

Ipsos MORI's Head of Political Research Gideon Skinner said:

"This latest poll suggests that regardless of the different parties' attempts to update their image, the public still associates Labour and the Conservatives with many of their traditional

values. Labour are seen by the public as the nice party – most trusted on the caring issues. The Conservatives meanwhile maintain a public image of law and order and individual responsibility – as well as holding the lead on the number one issue of the economy. The Liberal Democrats on the other hand – despite being a party in government – are struggling to have an issue they can call their own"

Technical details:

Ipsos MORI interviewed a representative sample of 1,008 adults aged 18+ across Great Britain. Interviews were conducted by telephone 10-12 September 2011. Data are weighted to match the profile of the population. Details of our previous release can be found here.

Source:http://www.ipsos-mori.com/researchpublications/researcharchive/2868/Conservatives-are-trusted-on-their-traditional-strengths-while-the-public-prefer-Labour-on-softer-issues.aspx

192-43-4. The Common Agricultural Policy

INTRODUCTION

The Common Agricultural Policy (CAP)1 has been a cornerstone of EU policy relating to farming and the rural areas. It aimed to provide a harmonised framework to maintain adequate supplies, increase productivity and ensure that both consumers and producers receive a fair deal in the market .The CAP as gradually moved from a production based structure of subsidies to a market oriented system, integrating standards for food safety, environment and biodiversity, just to mention a few.

Today, the CAP accounts for around €55 billion per year – approximately 40% of the total EU budget – 70% of which is distributed to farmers in the form of direct payment. However, recent reforms have updated the CAP in order to encourage and require farmers to take environmental protection, food safety and sustainability into account, rather than simply paying them according to how much food they produce.

The Eurobarometer survey addressed a limited number of elements in the context of the forthcoming CAP reform package:

1. The level of direct payments to EU farmers and specifically the idea of setting an upper limit to them;

2. The link between farming practices and protection of the environment can be further reflected in the structure of direct payments;

3. The simplification of CAP rules for small farms so as to receive extra help in accessing direct payments, to enhance competitiveness and cut red tape;

4. Ensuring availability of local and directly marketed foodstuffs and of agricultural products from mountain areas;

5. Transparency concerning the beneficiaries of CAP payments

1. The first of these points concern direct payments, which is an important EU priority. Farm incomes are lower than that of the rest of the economy. In 2008, the entrepreneurial income per worker employed in agriculture in the EU27 was estimated to be around 58% of the average wage in the EU. Many small farms operate subsistence or semi-subsistence farming, with more than one third of EU farmers (36.4%) doing another job (apart from farm work). Many such small farming areas suffer from a significant development gap when compared to urban areas, in terms of access to jobs, education and amenities. The questions arise therefore as to whether there should be a cap on direct payments, thus introducing a limit on the amount of subsidy that very large farms are able to claim.

2. Another area of priority for the EU is environmental protection. Environmental concerns have also become increasingly important in European agriculture. On the one hand, there are

increasing competitive pressures and a trend towards intensification in many fertile areas. On the other hand, there is a threat of land abandonment in more marginal areas. At the same time, certain farming systems and practices are particularly favourable for the environment. It is useful therefore to study citizens' attitudes to the idea of improving the system of incentives for farmers to assume their role in the sustainable management of natural resources, and the preservation of ecosystems and environmentally valuable landscapes throughout the EU territory. In fact the question addresses the environmental considerations that should be attached to subsidies, asking whether environmental conditions should be set on a case-by-case basis or set according to overarching EU environmental objectives.

3. The simplification of CAP rules for small farms is also another priority under discussion in the context of the CAP reform. It is seen as a mean to improve the social cohesion of small-farming areas and their attractiveness as places to live.

Also on this aspect the opinion of the European citizens has been sought by asking the question of whether small farms should receive extra help in accessing direct payments, and if so on what grounds.

4. Ensuring that agricultural products are of good quality, healthy and safe and available to consumers at reasonable prices is considered by EU citizens to be the top priority for the Common Agricultural Policy. Ensuring availability of local and directly marketed foodstuffs, for example through farmers' markets, is an opportunity for both farmers and consumers. At the same time, mountain regions in Europe, with their beautiful landscapes and healthy environment, produce many agricultural products and foodstuffs. This distinctive type of production is important for local jobs, and maintaining the population in these often fragile areas. Therefore the survey addressed citizens' attitudes to local agricultural products and foodstuffs, and whether the EU should take action to encourage local markets and distribution channels so these products are more readily available; consumers were asked also whether they found it easy to identify if such products come directly from a farm near where they live; and if it would be useful to have a label identifying such products. As regards the products from mountain areas, the survey looked into the benefits of buying these products and asked consumers whether they identify mountain products easily.

5. At present, the services of the European Commission are reflecting on different options concerning the publication of data of natural persons benefiting from EU agricultural funds and analysing them against the principle of proportionality in order to ensure the appropriate balance between on the one hand the need to inform the general public on the use of the European Agricultural Guarantee Fund (EAGF) and the European Agricultural Fund for Rural Development (EAFRD) and on the other hand, the right of beneficiaries to privacy and to protection of personal data. The Commission is undertaking this work as part of the preparation of its response to the judgment of the Court of Justice (ECJ) issued on November 9, 2010 in the joined Cases C-92/09 and C-93/09 *Volker und Markus Schecke.* The aim is to continue to ensure transparency by taking into account the judgement of the Court of Justice. Member States were obliged to publish all subsidies to beneficiaries of payments under the CAP and rural development policy on account of the transparency legislation. However, the Court in its judgment partially invalidates the legal basis in relation to the publication obligations as regards natural persons. To contribute to the reflections of the Commission’s services on this issue, it was felt useful to survey public opinion on the attitude to the question of whether the names of beneficiaries and the exact amount they receive from the EU should be publicly available.

In the course of this Eurobarometer survey, **26,713 European citizens** aged 15 and above were interviewed about CAP by the TNS Opinion & Social network **between 6 and 26 May 2011** in all 27 European Union Member States2. The methodology used is that of surveys as carried out by the Directorate General for Communication ("Research and Political Analysis" Unit)3. A technical note on the methodology for interviews conducted by the institutes within the TNS Opinion & Social network is annexed to this report. This note indicates the interview methods and the confidence intervals4. As well as assessing opinion at EU and individual country level, the survey also provides demographic analysis to help understand how some sections of European society view the CAP differently from others. The statistical breakdowns include: male/female; age range; the impact of education levels; the difference between rural and urban respondents; and a range of other socio-economic factors.

KEY FINDINGS

Almost half of all EU citizens (47%) support an upper limit on subsidies, though over a quarter (28%) say an upper limit would be a bad thing.

More people back a link between payments and environmental protection all across the EU than support environmental protection that relates to specific areas only

The contribution that small farms make to the social life of rural areas, their importance to the rural economy, and their need to modernise are all seen as valid reasons for giving further assistance to small farms.

However, the contribution that small farms make to the beauty of the countryside is not seen by many people as a reason to help them to access subsidies more easily.

The difference between the responses of rural and urban citizens is much narrower than might have been expected. Rural respondents, for example, are only marginally more likely than urban respondents to stress the social importance of small farms to rural communities.

Nine out of ten people agree that buying local products is beneficial and that the EU should help to promote their availability. Almost half of all respondents say they find local products hard to identify.

65% of respondents agree that there are benefits in buying mountain products. Fewer people (37%) agree that mountain products are easy to identify.

A clear majority of EU respondents (62%) believe that the names of the beneficiaries and the amounts they receive should be matters of public record. Only one individual in five (22%) argues that this information should remain private.

Source: http://ec.europa.eu/public_opinion/archives/ebs/ebs_368_en.pdf

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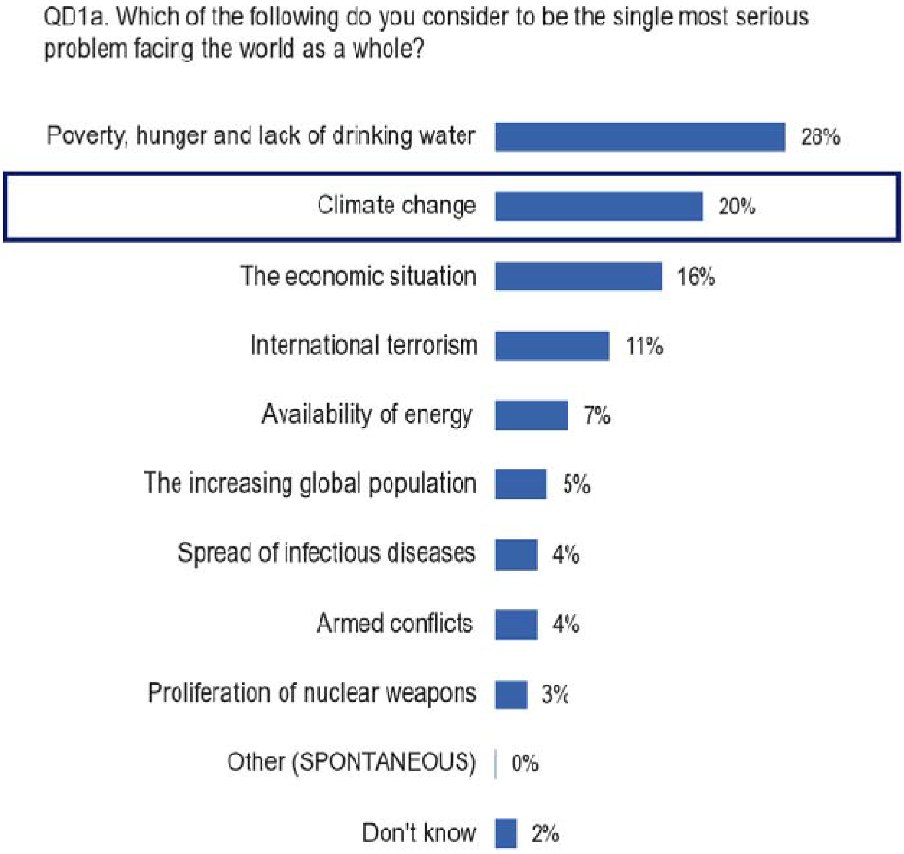
192-43-5. Eurobarometer: Climate Change

INTRODUCTION

Climate change is one of the greatest challenges of the modern age. The European Commission established its Directorate-General for Climate Action in February 2010 to strengthen Europe's response to this issue (previously climate change was under the overall remit of DG Environment).

The fight against climate change, focused on the EU's target of reducing greenhouse gas emissions to 20% below 1990 levels by 2020, is at the heart of the Europe 2020 strategy for sustainable growth.

For the longer term, the European Council has endorsed the objective of cutting EU emissions by 80-95% below 1990 levels by 2050 as part of the climate action that the developed world as a whole needs to take. In March 2011 the European Commission set out a cost-effective pathway to achieving this goal with its *Roadmap for moving to a competitive low carbon economy in 2050*.



As Europe takes action to meet these objectives, it is important to understand the attitudes and behaviour of EU citizens towards climate change and their expectations for the future. This Eurobarometer survey measures these and compares them with the last poll on this issue carried out in 2009.

EXECUTIVE SUMMARY

Climate change remains a key concern for the European public, and a greater one than when the last special climate survey was conducted in 2009.

Just over half (51%) of respondents consider climate change one of the world's most serious problems (and 20% feel it is the single most serious problem). Overall it is seen as the second most serious issue facing the world, after poverty, hunger and lack of drinking water, and a more serious problem than the economic situation.

Altogether 89% see climate change as a serious problem, with 68% considering it a very serious problem (up from 64% in 2009). On a scale of 1 (least) to 10 (most), Europeans rank the seriousness of climate change at 7.4 (against 7.1 in 2009).

There is also a positive view of the economic benefits of tackling climate change – almost eight in ten (78%) respondents agree that it can boost the economy and create jobs, a big increase since 2009 (when 63% agreed). At least two-thirds of respondents in each Member State share this view.

Just over two-thirds (68%) support basing taxation to a greater extent on energy use, with a majority in favour of this in every Member State.

There is a widespread expectation that Europe will become a climate-friendly, low carbon economy by 2050:

o 88% believe Europe will be using more renewable energy

o 87% expect we will be more energy-efficient

o 73% believe that cars will be powered more efficiently.

Tackling climate change is seen as the responsibility mainly of national governments, the EU and business. While only one in five respondents (21%) specifically state it is their own responsibility to tackle climate change, a further 23% say everyone (governments, industry and individuals) needs to share responsibility.

Just over half (53%) of EU citizens say they took some kind of action to combat climate change over the last six months; when prompted with specific actions, however, a higher proportion appear to be actively engaged.

Separating and recycling waste separation is the most common action undertaken, with 66% having done this. Buying fewer disposable items and purchasing local and seasonal produce come next.

Source: http://ec.europa.eu/public_opinion/archives/ebs/ebs_372_en.pdf

192-43-6. Eurobarometer: Attitudes Towards Vocational Education And Training

Introduction

The European Union has identified Vocational Education and Training (VET) as an essential tool in its attempts to prepare young people for work in the modern economy and also in its bid to ensure that Europe remains competitive and innovative in the face of increasing global competition and shifting demographics.

Building on the ‘Copenhagen Process’1, which set out in 2002 to develop new European policies to improve the quality of VET in EU, as well as some non-EU countries, the European Commission launched a ten-year plan in 2010 with the aims of encouraging more people into VET and of raising the standard of vocational training still further. This action falls within the wider ‘Europe 2020’ initiative2, which is designed to ensure Europe’s healthy development in a range of policy areas over the next decade. It also ties in with the Europe 2020 Flagship initiatives ‘Youth on the Move’3 which aims to improve education and training systems, youth employment and mobility, as well as 'An Agenda for New Skills and Jobs’4, which aims to improve the relevance of education and training systems to labour market needs.

Announcing the initiative in June 2010, Androulla Vassiliou, the European Commissioner for Education, Culture, Multilingualism and Youth, said the plan was intended “to transform the image of vocational education and training across Europe and make it more relevant to today’s realties”5. Specifically, this means: ensuring that access to training and qualifications is flexible and open to people of all ages; promoting mobility to make it easier for individuals to gain experience abroad or in different sectors of the economy; ensuring the highest possible quality of education and training; providing more opportunities for disadvantaged groups, such as the low-skilled and migrant workers; and nurturing creative, innovative and entrepreneurial thinking in students.

The details of the ten-year plan were finalised by European ministers in December 2010 and published in the Bruges Communiqué6. This communiqué discussed some specific initiatives through which “by 2020, European VET systems should be more attractive, relevant, career-oriented, innovative, accessible and flexible than [they were] in 2010”.

It also outlined a timetable for the individual projects that fall within the overall VET strategy.

Within this context, this Eurobarometer survey sets out to gauge the opinion of European citizens about vocational education and training in 2011 to help inform the work of the European Commission and Member States as they begin to implement the new VET strategy. It sets out to assess the image of vocational education and training, and people's impression of VET's potential benefits within the EU. It evaluates the impact of VET on society and on the economy, and looks at the factors that influence young people as they choose between VET and other forms of education.

In the course of this survey, 26,840 European citizens aged 15 and above were interviewed about VET by the TNS Opinion & Social network between the 4th and the 19th June 2011 in all 27 European Union Member States7, as requested by the European Commission's Directorate-General for Education and Culture. The methodology used is that of surveys as carried out by the Directorate General for Communication ("Research and Speechwriting" Unit)8. A technical note on the methodology for interviews conducted by the institutes within the TNS Opinion & Social network is annexed to this report. This note indicates the interview methods and the confidence intervals9.

The study provides detailed analysis of the way in which VET and issues relating to it are perceived both at EU level and within individual Member States. It also provides sociodemographic analysis to help understand how some sections of European society tend to regard vocational training and education differently from others. The statistical breakdowns include: male/female; age range; the impact of education; social and financial status; and a range of other socio-economic factors.

EXECUTIVE SUMMARY

The key findings of this Eurobarometer survey include:

47% of European respondents have taken VET in the past or are doing so currently.

71% of the Europeans think that VET has a positive image in their country.

European citizens overwhelmingly believe that VET is relevant: 82% say that people in vocational education and training acquire skills that are needed by employers.

VET is also widely understood to offer high-quality learning, with 75% of respondents believing this to be the case.

Over half (55%) of all respondents believe that VET leads to jobs which are well paid, with 72% of respondents thinking that VET offers good career opportunities.

The economic benefits of VET are accepted by most of European society, with 83% of people saying that VET contributes positively to the economy of their country.

Approximately half of EU citizens (52%) think that young people receive enough advice concerning their learning and career opportunities from schools and employment services.

While family and schools remain the most used sources of guidance when choosing an educational path, the internet and social online networks are increasingly influential.

In spite of the perceived benefits of VET, a relative majority of respondents say that they would recommend general secondary or higher education to a young person who is finishing compulsory education rather than VET, by a margin of 34% to 32%.

A strong majority of European citizens think that vocational education and training has a positive image, though it is clear that impressions of VET are not uniform across the European Union. Nor are Member States in which large numbers of people take VET necessarily the countries where it has the most positive image. In Malta, for example, where 92% of people say that VET has a positive image, only 27% of people have actually taken VET; while in Finland, where a very similar number of people (90%) say VET has a positive image, a much higher 65%

of people have taken it themselves. In the Netherlands, where 76% of respondents have a vocational background, only 50% think VET has a positive image.

While most Europeans accept that people in VET acquire skills that are needed by employers, many respondents are unconvinced that VET prepares people to set up their own business. However, a narrow majority think that VET teaches such skills as communication and teamwork, and an even clearer majority believe that VET offers high quality learning.

Source: http://ec.europa.eu/public_opinion/archives/ebs/ebs_369_en.pdf

NORTH AMERICA

192-43-7. U.S. Investor Optimism Plunges

Investors feel little or no control in their efforts to build and maintain retirement savings

October 7, 2011

PRINCETON, NJ -- U.S. investor optimism declined in September, as the Wells Fargo/Gallup Investor and Retirement Optimism Index plunged to -45 from +33 in May after +42 in February. The index is now back at the financial crisis levels of late 2008.

The Wells Fargo/Gallup Investor and Retirement Optimism Index is a broad measure of investor perceptions that tends to be a precursor of future economic activity and is consistent with a future decline in the overall U.S. economy. It reached its record low of -64 in February 2009 -- just before the equity markets reached bottom in March 2009. The Index peaked at +178 in January 2000, just before the dot-com bubble burst.

Investors Feel "Loss of Control"

Two in three investors (65%) say they feel little or no control in their efforts to build and maintain their retirement savings in the current environment while 22% say they have quite a lot of control and only 12% say they have a great deal of control. Forty-four percent say their control has decreased over the past six months.

Unemployment and a weak economy are most commonly cited as being a major factor in causing them to feel a loss of control over their investments, followed by extreme volatility on Wall Street. About three-quarters point to political factors including the "confrontational political stalemate in the nation's capital" and "a lack of national leadership." Fewer say Federal Reserve policies and the financial crisis in Europe made them feel a loss of control.

Factors Creating a Feeling of Lack of Control Over Investments

How much control -- your ability to influence or impact -- do you feel you have over your efforts to build and maintain your retirement savings in the current environment?

	% Major factor, Nonretirees
Unemployment and a weak economy	85
Extreme volatility on Wall Street	80
Confrontational political stalemate in the nation's capital	74
Lack of national leadership	71
Federal Reserve policies	51
Financial crisis in Europe	50

Wells Fargo/Gallup Investor and Retirement Optimism Index, Sept. 1-11, 2011

GALLUP

Jobs Hurting the Investment Climate

The poll also asked investors to evaluate factors hurting the investing climate, with the unemployment rate, the job growth rate, the federal budget deficit, and the politically divided federal government most often seen as hurting the investment climate "a lot."

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

% Hurting it a lot

	Feb 2011 %	**May 2011** %	**Sep 2011** %
The unemployment rate	71	67	83
The federal budget deficit	71	75	79
The job growth rate	57	54	75
A politically divided federal government	51	54	74
Congress' debate over the amount of U.S. debt	NA	NA	70
Declining U.S. competitiveness	NA	NA	68
Price of energy, including gas and oil	60	79	62
The financial condition of state and local governments	58	58	58
Home prices or values	46	48	56
Inflation	43	44	48
New healthcare regulations	45	44	45
The availability of credit	38	34	42
New financial regulations	25	24	36
The current level of interest rates	21	21	23

Wells Fargo/Gallup Investor and Retirement Optimism Index

GALLUP

Best Places to Put Your Money Include Gold and "Under the Mattress"

The plunge in optimism seems to have had an impact on investor perceptions. When asked what they think the best place is to keep their money right now, 26% of investors say stocks/mutual funds and 21% say savings accounts/CDs. However, another 20% point to gold and precious metals while 14% suggest the best place is to put your money "under the mattress" or hold it in cash. Another 8% point to real estate, while 7% indicate bonds.

Best Place to Put Your Money

	Investors %
Stocks or mutual funds	26
Savings accounts or CDs	21
Gold or other precious metals	20
Under the mattress or somewhere else in cash	14
Real estate	8
Bonds	7

Wells Fargo/Gallup Investor and Retirement Optimism Index, Sept. 1-11, 2011

GALLUP'

Loss of Control Hurting the Economy

Ask money managers on Wall Street and most would probably say the European financial crisis is the thing that makes them feel a loss of control as they invest. Still, they would probably add that you can always make money in the markets if you know what you are doing.

For the average American investor, the situation is much different. It is difficult today for long-term investors to feel comfortable that their investments will grow in this investment environment. In this regard, it is not surprising that more than half of investors name something other than the stock market as the best place to put your money right now -- in savings accounts, CDs, gold/precious metals, or even "under the mattress." Maybe this also explains why only 35% of investors say now is a good time to invest in the financial markets compared with 53% in May.

While some of these feelings of a loss of control result from today's high unemployment and the volatility on Wall Street, investors tell us that the current political situation has exacerbated things. They point to the confrontational political stalemate in the nation's capital and to a lack of national leadership.

Survey Methods

The Wells Fargo/Gallup Investor and Retirement Optimism Index results are based on questions asked on the Gallup Daily tracking survey of a random sample of 958 U.S. adults having investable assets of $10,000 or more from Sept. 1-11, 2011.

For results based on the total sample of investors, one can say with 95% confidence that the maximum margin of sampling error is ±3 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each 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.

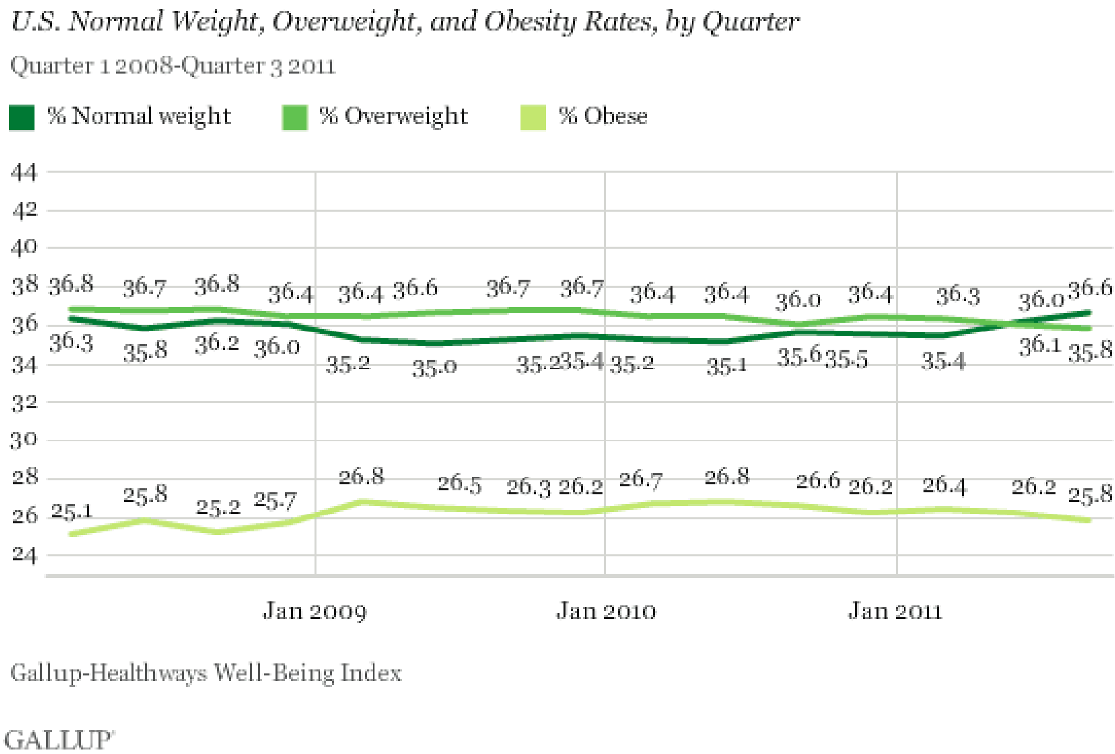
Source:http://www.gallup.com/poll/149984/Investor-Optimism-Plunges.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA

192-43-8. More Americans Now Normal Weight Than Overweight

However, the majority of Americans are still either overweight or obese

October 7, 2011

WASHINGTON, D.C. -- The percentage of Americans who are overweight or obese declined slightly in the third quarter of 2011, while the percentage who are a normal weight increased. For the first time in more than three years, more Americans are a normal weight (36.6%) than are overweight (35.8%).



The overweight and normal weight trend lines have tracked closely together since Gallup and Healthways started monitoring Americans' weight situation daily in January 2008. Though it is noteworthy that more adults are now a normal weight than overweight, it is too early to tell if this shift is temporary or permanent.

The recent slight decline in the nation's obesity rate is a positive contrast to the rising levels found in 2009 and throughout most of 2010. However, the majority of Americans are still at an unhealthy weight -- either overweight or obese (61.6%).

The Gallup-Healthways Well-Being Index uses respondents' self-reports of their height and weight to calculate body mass index (BMI) scores. Individual BMI values of 30 or higher are classified as "obese," 25.0 to 29.9 are "overweight," 18.5 to 24.9 are "normal weight," and 18.4 or less are "underweight."

Obesity Rates Down Across Demographic Groups

Black Americans, the middle-aged, and those with low incomes remain the most likely to be obese across major demographic subgroups in an aggregate of the data collected in all three quarters of 2011 -- as generally has been the case historically.

However, obesity rates for each of those groups and all others included in this analysis are either trending down or are statistically unchanged so far in 2011.

Percentage Obese in U.S. Among Various Demographic Groups

Sorted by most to least obese in 2011

Among adults aged 18 and older

	2008	2009	2010	2011 Jan-Sep	Change, 2011 vs. 2010
Blacks	35.1	36.2	36.0	35.4	-0.6
Aged 45-64	29.5	30.6	30.9	30.7	-0.2
Annual income less than $36,000	30.0	30.9	31.1	30.3	-0.8
Aged 30-44	27.0	27.7	28.1	27.9	-0.2
Men	27.0	27.8	28.1	27.7	-0.4
Hispanics	27.4	28.3	28.2	27.4	-0.8
Annual income $36,000-$89,999	25.8	26.9	26.8	25.8	-1.0
Whites	24.2	25.2	25.4	24.8	-0.6
Aged 65+	23.4	24.2	24.6	24.6	0.0
Women	23.9	25.2	25.1	24.6	-0.5
Annual income $90,000+	21.1	21.4	21.6	21.0	-0.6
Aged 18-29	17.4	18.3	18.0	17.5	-0.5
Asians	8.6	9.6	8.2	11.5	+3.3

Gallup-Healthways Well-Being Index

GALLUP

Bottom Line

Although the majority of Americans are still overweight or obese, it is an encouraging sign that obesity rates are trending downward in the U.S. and among demographic subgroups. Still, future monitoring is needed to determine whether this is a temporary trend.

Although causes for the recent decline in the percentages of Americans who are overweight and obese are unclear at this point, several possibilities exist: Public awareness and government and business investment in changing Americans' health habits may be playing some role. As obesity and the chronic diseases and healthcare costs that come with it have ballooned, the media, the government, and many businesses have given the issue more attention. During the past year and a half, two major initiatives relating to Americans' health habits have come from Washington. First Lady Michelle Obama launched her anti-obesity Let's Move! campaign in early 2010 -- pushing a message about eating better and exercising more and initiating programs to help reach those goals. Separately, the U.S. Department of Agriculture in June 2011 put out a new nutrition icon shaped like a dinner plate emphasizing fruits and vegetables and eating less in general. However, these programs have not been in place for a long time, so it is not possible to determine their effect. At the same time, more businesses are investing in wellness programs for their employees -- encouraging good health habits -- to reduce healthcare costs.

Economic conditions could also be related to the decrease in unhealthy weight. Americans continue tospend far less than before the financial crisis and so may be eating at home more and dining out on high-calorie foods less.

Regardless of the exact cause, if this downward trend continues, it could significantly reduce healthcare costs in the United States, a major portion of which are currently the result of obesity and related preventable chronic conditions.

About the Gallup-Healthways Well-Being Index

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

Survey Methods

Results are based on telephone interviews conducted as part of the Gallup-Healthways Well-Being Index survey July 1-Sept. 30, 2011, with a random sample of 90,070 adults -- and a similar number in previous quarters -- aged 18 and older, living in all 50 U.S. states and the District of Columbia, selected using random-digit-dial sampling.

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

Subgroups have a maximum margin of sampling error of ±3.5 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 by region. Landline telephone 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, 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/149975/Americans-Normal-Weight-Overweight.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20USA%20-%20Wellbeing

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192-43-9. War and Sacrifice in the Post-9/11 Era

The Military-Civilian Gap

October 5, 2011

EXECUTIVE SUMMARY

The report is based on two surveys conducted by the Pew Research Center: one of the nation’s military veterans and one of the general public. A total of 1,853 veterans were surveyed, including 712 who served in the military after the attacks of Sept. 11, 2001. The general public survey was conducted among 2,003 adult respondents. (For a detailed description of the survey methodologies, see Appendix 1.)

Here is a summary of key findings:

The Rewards and Burdens of Military Service

- Veterans who served on active duty in the post-9/11 era are proud of their service (96%), and most (74%) say their military experience has helped them get ahead in life. The vast majority say their time in the military has helped them mature (93%), taught them how to work with others (90%) and helped to build self-confidence (90%). More than eight-in-ten (82%) say they would advise a young person close to them to join the military.
- At the same time, however, 44% of post-9/11 veterans say their readjustment to civilian life was difficult. By contrast, just 25% of veterans who served in earlier eras say the same. About half (48%) of all post-9/11 veterans say they have experienced strains in family relations since leaving the military, and 47% say they have had frequent outbursts of anger. One-third (32%) say there have been times where they felt they didn’t care about anything.
- Nearly four-in-ten (37%) post-9/11 veterans say that, whether or not they were formally diagnosed, they believe they have suffered from post-traumatic stress (PTS). Among veterans who served prior to 9/11, just 16% say the same.
- These psychological and emotional problems are most prevalent among post-9/11 veterans who were in combat. About half of this group (49%) say they have suffered from PTS. And about half (52%) also say they had emotionally traumatic or distressing experiences while in the military. Of those who had these types of experiences, three-in-four say they are still reliving them in the form of flashbacks or nightmares.
- Overall, about one-in-six post-9/11 veterans (16%) report they were seriously injured while serving in the military, and most of these injuries were combat-related. And about half (47%) say they know and served with someone who was killed while in the military, not significantly different from the share of pre-9/11 veterans (43%) who say the same. The survey finds that post-9/11 veterans who either experienced or were exposed to casualties are more supportive than other post-9/11 veterans of the wars in Iraq and Afghanistan. However, they also report having more difficulty re-entering civilian life.

The Military-Civilian Gap

- Only about one half of one percent of the U.S. population has been on active military duty at any given time during the past decade of sustained warfare. Some 84% of post-9/11 veterans say the public does not understand the problems faced by those in the military or their families. The public agrees, though by a less lopsided majority—71%.
- Some 83% of all adults say that military personnel and their families have had to make a lot of sacrifices since the Sept. 11, 2001, attacks; 43% say the same about the American people. However, even among those who acknowledge this gap in burden-sharing, only 26% describe it as unfair. Seven-in-ten (70%) consider it “just part of being in the military.”
- The public makes a sharp distinction in its view of military service members and the wars they have been fighting. More than nine-in-ten express pride in the troops and three-quarters say they thanked someone in the military. But a 45% plurality say neither of the post-9/11 wars has

been worth the cost and only a quarter say they are following news of the wars closely. And half of the public say the wars have made little difference in their lives.

- At a time when the public's confidence in most key national institutions has sagged, confidence in the military is at or near its highest level in many decades. However, just 58% believe the military operates efficiently. Among veterans of all eras, 66% say the military runs efficiently.

Post-9/11 Veterans and Their Wars

- Veterans are more supportive than the general public of U.S. military efforts in Afghanistan and Iraq. Even so, they are ambivalent. Just half of all post-9/11 veterans say that, given the costs and benefits to the U.S., the war in Afghanistan has been worth fighting. A smaller share (44%) says the war in Iraq has been worth it. Only one-third (34%) say both wars have been worth fighting, and a nearly identical share (33%) say neither has been worth the costs.
- About half of post-9/11 veterans (51%) say relying too much on military force creates hatred that leads to more terrorism, while four-in-ten endorse the opposite view: that overwhelming force is the best way to defeat terrorism. The views of the public are nearly identical: 52% say too much force leads to more terrorism, while 38% say using military force is the best approach.
- About six-in-ten post-9/11 veterans (59%) support the noncombat "nation-building" role the military has taken on in Iraq and Afghanistan. The public and pre-9/11 veterans are less enthused. Just 45% of both groups say they think this is an appropriate role for the military.
- While nation building gets mixed reviews, large majorities of veterans and the public support the use of unmanned "drone" aircraft for aerial attacks in Iraq, Afghanistan and elsewhere. Nearly nine-in-ten (86%) veterans of all eras say this is a good thing; 68% of the public agrees.
- Both the public and veterans oppose bringing back the military draft. More than eight-in-ten post-9/11 veterans and 74% of the public say the U.S. should not return to the draft at this time.

A Profile of Post-9/11 Veterans

- Politically, post-9/11 veterans are more likely than adults overall to identify with the Republican Party—36% are Republicans, compared with 23% of the general public. Equal shares of these veterans and the public call themselves independents (35%), while 21% of post-9/11 veterans and 34% of the public describe themselves as Democrats.
- In their religious affiliation, veterans are roughly comparable to the general population. Post-9/11 veterans are mostly young adults, and like younger Americans overall, they are more likely than the general public to say they have no particular religious affiliation (30% vs. 18%).
- Patriotic sentiment runs high among post-9/11 veterans. Six-in-ten (61%) consider themselves more patriotic than most other people in the country. Just 37% of Americans overall say the same.
- Post-9/11 veterans are happy with their lives overall, and they express high levels of satisfaction with their family life in particular. On these two measures they do not differ significantly from the public.
- When it comes to their financial well-being, post-9/11 veterans are somewhat less satisfied than the public overall—only 20% say they are very satisfied with their personal financial situation, compared with 25% of the public. Their dissatisfaction may be linked in part to high unemployment rates (11.5% of post-9/11 veterans were unemployed at the end of 2010).

A Profile of Today's Active-duty Force1

- The military in the post-9/11 era is older than the force that served a generation ago. While about two-thirds of active-duty military personnel are ages 30 or younger, the average age of enlisted personnel and officers has increased significantly since the draft ended in 1973.
- The percentage of minorities in the ranks of enlisted personnel and officers has increased significantly since 1990. In 2009, more than one-third of all active-duty personnel were minorities (36.2%), an increase from 25.4% about two decades ago. Women also comprise an increasing share of all active-duty officers and enlisted personnel.
- Today's enlisted personnel are better educated than those who served before them. Fewer are high school dropouts and more are college graduates. In 2009, 92.5% of recruits were at least high school graduates, compared with 82.8% of comparably aged civilians.
- At a time when marriage rates are declining in the broader population, the share of active-duty military personnel who are married has increased dramatically in recent decades. Today, a majority of all enlisted personnel are married (53.1%), up from 40.1% in 1973. Overall, those in the military are significantly more likely to be married than are civilians of a comparable age.

About the Data

This report draws on data collected from multiple sources by the Pew Research Center. Findings on the attitudes and experiences of veterans are based on a Pew Research survey of military veterans that used standard sampling and telephone interviewing techniques and online interviewing with a nationally representative sample of post-9/11 veterans. Attitudes of the public are based on a nationally representative survey of the general population that asked many of the same questions that were posed to veterans. These surveys were supplemented by data from the Department of Defense.

The Veterans Survey (V)

The attitudes of veterans reported in this study are based on a nationally representative sample of 1,853 men and women who served in the military and are no longer on active duty. The sample included 1,134 who were discharged from the military prior to Sept. 11, 2001, and 712 veterans who served after 9/11. (Seven veterans declined to answer when they served.)

The margin of sampling error for results based on the entire sample of veterans is plus or minus 3.5 percentage points; the margin of sampling error for the pre-9/11 sample is plus or minus 3.9 percentage points; and the margin of sampling error for those who served after 9/11 is plus or minus 5.7 percentage points.

Veterans were interviewed by telephone or via the internet. A total of 1,639 interviews were conducted over the telephone under the direction of Social Science Research Solutions (SSRS). Respondents had been identified as veterans in earlier surveys conducted by SSRS and the Pew Research Center and were re-contacted for the veterans survey. Of the total sample, 1,307 telephone interviews were conducted on landline telephones and 332 on cell phones. Interviewing for the telephone survey was conducted from July 28 to Sept. 4, 2011. These interviews were supplemented by 214 interviews with veterans who served after 9/11 and are part of random sample panel of households maintained by the research firm Knowledge Networks. These online interviews were collected Aug. 18-31, 2011.

The two data sets were combined and the entire sample weighted by SSRS to match known demographic characteristics of the veterans population as reported by the U.S. Census Bureau. In addition, the post-9/11 oversample was weighted back to reflect its correct proportion of the overall veterans population. A detailed explanation of the survey methodologies and weighting strategy employed in this study is in Appendix 1.

The General Population Survey (GP)

Results reported for the general population are based on telephone interviews conducted with a nationally representative sample of 2,003 adults ages 18 or older living in the continental United States. A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the continental United States who have access to either a landline or cellular telephone. A total of 1,203 interviews were conducted via landline and 800 on a cell phone. The interviews were conducted in English and Spanish by Princeton Data Source on Sept. 1-15, 2011. The margin of sampling error for the overall sample is plus or minus 2.5 percentage points.

Demographic Data

The demographic profile of the active-duty military presented in Chapter 6 is primarily based on the latest available data published by the Department of Defense. Data on the characteristics of the Active Duty and Selected Reserve forces came from Demographics 2009: Profile of the Military Community. These data were supplemented by information from Population Representation in the Military Services 2009, also published by the Defense Department. Casualty data and statistics on participation in wars came from the Department of Defense web page Defense Personnel and Procurement Statistics Principal Wars in which the United States Participated-U.S. Military Personnel Serving and Casualties http://siadapp.dmdc.osd.mil/personnel/CASUALTY/castop.htm.

Source:http://www.pewsocialtrends.org/2011/10/05/war-and-sacrifice-in-the-post-911-era/?src=prc-headline

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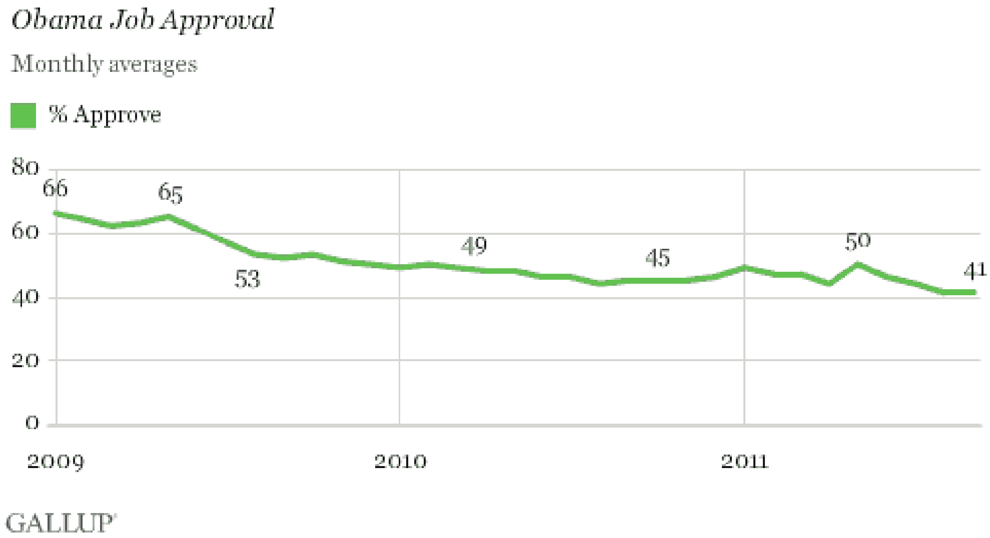
192-43-10. Obama's September Approval Rating Remains at Term-Low 41%

Obama loses disproportionate support among high-income Americans and Hispanics

October 7, 2011

PRINCETON, NJ -- President Barack Obama's job approval rating averaged 41% in September, tied with August for the lowest monthly approval average of his administration.



Obama began his term with average approval ratings of 66% in January 2009 and 64% in February 2009. His ratings gradually drifted downward from that point, with a slight uptick in January of this year and again in May, after the killing of Osama bin Laden.

Too Early to Predict Re-Election Chances Based on Approval Ratings

Thirteen months from now, Americans will vote on whether to give Obama a second term in office. While Obama's September job approval average may not appear to bode well for him, history shows that approval ratings at this juncture are not strongly predictive of an incumbent president's re-election chances. Jimmy Carter in 1979 had lower monthly average approval ratings in September of the year before his election than Obama has now. Carter went on to lose his re-election bid. George H.W. Bush's approval rating in September of 1991 was 68%, second only to Dwight Eisenhower's 71% in September 1955. Bush went on to lose the 1992 election to Bill Clinton.

Incumbent Presidents' Job Approval Averages in September Before Election Year

President	Month	Approval monthly average	Election result
Eisenhower	September 1955	71%	Won
Nixon	October 1971^	51%	Won
Carter	September 1979	32%	Lost
Reagan	September 1983	47%	Won
G.H.W. Bush	September 1991	68%	Lost
Clinton	September 1995	46%	Won
G.W. Bush	September 2003	51%	Won
Obama	September 2011	41%	?

^ No September job approval polling conducted in 1971

GALLUP

A 72-Point Gap in Obama's Approval Between Liberal Dems and Conservative Republicans

President Obama's approval ratings predictably differ by party identification and ideology, ranging from a 79% approval rating among liberal Democrats to a 7% rating among conservative Republicans.

Obama Job Approval Among Political Subgroups

	September 2011 approval
	%
Liberal Democrats	79
Moderate Democrats	70
Conservative Democrats	64
Pure independents	30
Liberal/Moderate Republicans	22
Conservative Republicans	7

GALLUP

His current ratings among all these groups are lower now than earlier in his presidency, but he has lost proportionately more support among Republicans and less among Democrats.

As a result, the approval spread among these political groups has widened during Obama's term. The accompanying chart displays these groups' average yearly approval ratings of Obama, indexed to his national average for each year. Index values above 100 indicate that the group in question gave Obama a higher rating than the national average for that year; values below 100 show that the group gave him a lower rating than the national average for that year.

Obama's indexed ratings among liberal, moderate, and conservative Democrats are proportionately higher now than in 2009, meaning these groups' ratings of the president have stayed relatively high compared with other groups over time.

Moderate and conservative Republicans' indexed ratings of Obama are lower now than in 2009, meaning his ratings among these groups have declined disproportionately compared with other groups. The spread in Obama's ratings between Democrats and Republicans has thus expanded over time; therefore, political polarization has increased over the course of Obama's term so far.

Barack Obama's Yearly Job Approval Average Among Party and Ideological Groups, Indexed to 100 as the National Average for Each Year

	2009 indexed average	2010 indexed average	2011 indexed average	Change, 2009 to 2011
Liberal Democrats	160	185	186	26
Moderate Democrats	149	169	168	19
Conservative Democrats	138	150	146	8
Pure independents	80	79	76	-5
Liberal/Moderate Republicans	69	55	57	-12
Conservative Republicans	18	9	10	-8

Note: Because of rounding, "Change" column may not always equal the difference between 2011 and 2009 averages

GALLUP

Blacks Give Obama His Highest Ratings; Whites, His Lowest

Obama's approval ratings vary widely across demographic groups, reflecting the general structure of partisanship in the U.S. population today. Blacks, nonwhites, those with postgraduate educations, Hispanics, young and unmarried Americans, and those living in the East were among the most approving of Obama in September.

Obama's approval ratings are below average among whites, married Americans, those aged 65 and older, and Southerners.

Obama Job Approval Among Demographic and Regional Subgroups, September 2011

Sorted by approval

	Approve
	%
Blacks	85
Nonwhites	64
Postgraduates	50
Hispanics	49
18 to 29	48
East	47
Not married	47
Under $2,000 monthly income	46
Females	44
Midwest	43
West	42
College graduates only	42
30 to 49	41
$2,000 to $4,999 monthly income	41
$7,500 or more monthly income	41
50 to 64	40
High school diploma or less	39
Some college	39
$5,000 to $7,499 monthly income	39
Males	38
65+	36
South	36
Married	36
Whites	33

GALLUP

Blacks' indexed approval ratings of Obama have risen substantially over the last 2 ½ years, mainly because they have stayed relatively constant in the 80% range while other groups' ratings have declined. Americans with postgraduate education and nonwhites also are proportionately more positive about Obama now than in 2009.

On the other hand, Obama has lost the most ground on a relative basis among Americans making at least $7,500 a month, Hispanics, and those with a high school education or less.

Barack Obama's Yearly Job Approval Average Among Demographic and Regional Groups, Indexed to 100 as the National Average for Each Year

Sorted by change (2009-2011)

	2009 indexed average	2010 indexed average	2011 indexed average	Change, 2009 to 2011
Blacks	160	193	191	31
Postgraduates	110	119	122	12
Nonwhites	134	146	145	11
East	109	110	115	5
College graduates only	96	100	101	5
$5,000 to $7,499 monthly income	93	97	97	4
Some college	96	96	97	1
18 to 29	116	122	117	1
Not married	113	117	114	0
$2,000 to $4,999 monthly income	100	99	100	0
Females	105	106	105	0
Midwest	101	100	101	0
30 to 49	101	100	101	0
50 to 64	97	96	97	0
West	101	103	101	0
Males	94	94	94	0
Married	89	86	88	-1
65+	89	87	87	-2
South	92	91	89	-3
Whites	87	82	83	-4
Under $2,000 monthly income	115	115	111	-5
High school diploma or less	101	97	95	-7
Hispanics	127	127	117	-10
$7,500 or more monthly income	58	48	48	-10

Note: Because of rounding, "Change" column may not always equal the difference between 2011 and 2009 averages

GALLUP

Implications

President Obama's monthly job approval rating remains at 41% in September, tied for the lowest monthly average of his administration. His job rating will become an increasingly important predictor of his re-election chances as each month goes by, although history shows that candidates' ratings in September of the year before an election can still change significantly in the 13 months leading up to that election. At this point Obama's ratings are well below the 48% to 50% approval threshold that a president generally needs to be re-elected.

Americans' views of Obama have become somewhat more polarized over the course of his administration to date. Democrats' ratings are now higher relative to other groups than they were in 2009, while Republicans' ratings are lower compared with other groups. Obama's support among blacks and those with postgraduate education remains high compared with the national average, while his support among high-income Americans and Hispanics has weakened.

Survey Methods

Results are based on telephone interviews conducted as part of Gallup Daily tracking from January 2009 through September 2011 with monthly random samples of approximately 15,000 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia.

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

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each 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 by region. Landline telephone 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.

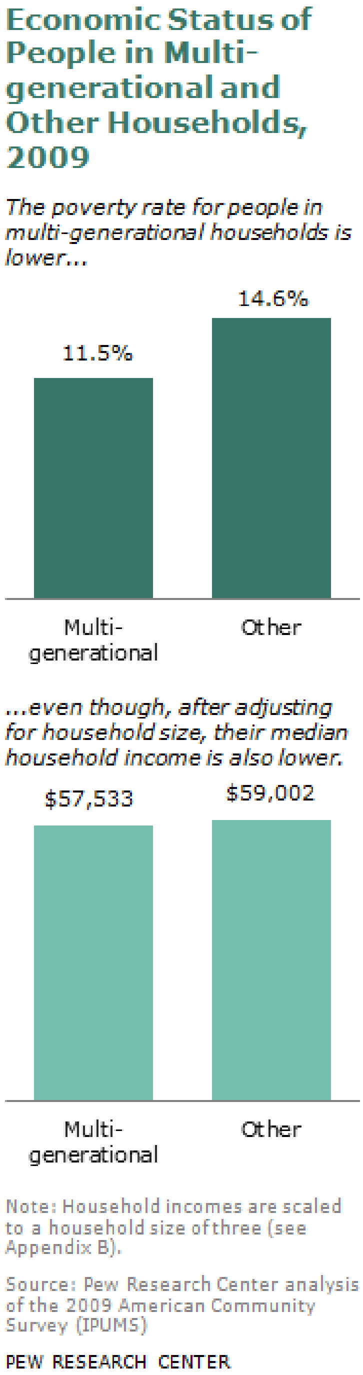
Samples are weighted by gender, age, race, Hispanic ethnicity, education, region, adults in the household, and phone status (cell phone only/landline only/both, cell phone mostly, and having an unlisted landline number). Demographic weighting targets are based on the March 2010 Current Population Survey 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.

Source:http://www.gallup.com/poll/149966/Obama-September-Approval-Rating-Remains-Term-Low.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

192-43-11. Fighting Poverty in a Bad Economy, Americans Move in with Relatives

October 3, 2011

EXECUTIVE SUMMARY



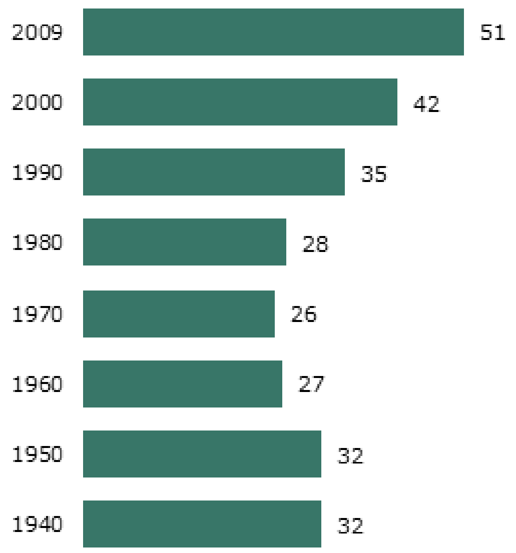
Without public debate or fanfare, large numbers of Americans enacted their own anti-poverty program in the depths of the Great Recession: They moved in with relatives. This helped fuel the largest increase in the number of Americans living in multi-generational households in modern history. From 2007 to 2009, the total spiked from 46.5 million to 51.4 million.

Living in a multi-generational household appears to be a financial lifeline for many. Although their adjusted incomes overall are lower, the poverty rate among people in multi-generational households is substantially smaller than for those in other households—11.5% vs. 14.6% in 2009, according to a new Pew Research Center analysis of Census Bureau data.

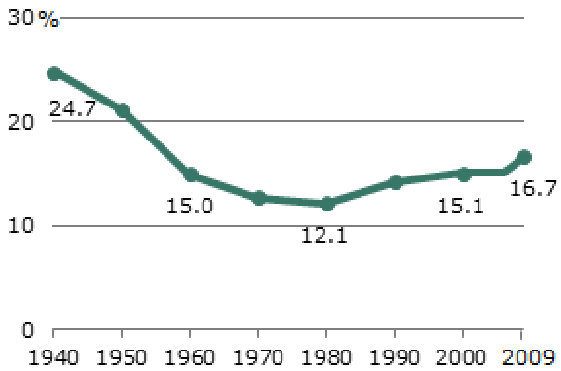
Moreover, the potential benefits of living in multi-generational households are greatest for the groups that have been most affected by the Great Recession. Among the unemployed, the poverty rate in 2009 was 17.5% for those living in multi-generational households, compared with 30.3% for those living in other households. Members of other economically vulnerable groups—young adults, Hispanics and blacks—who live in multi-generational households also experience sharply lower poverty rates than those in other households.[1]

In 2009, 11.9 million of 113.6 million households in the U.S. were multi-generational. The majority (6.9 million) consisted of two adult generations, for example, a household head with an adult child or with a parent. Slightly more than a third of multi-generational households (4.2 million) encompassed three or more generations, for example, a householder, adult child and grandchild. The remaining multi-generational households, about 857,000, consist of two skipped generations—a grandparent and a grandchild.

U.S. Population Living in Multi-generational Households, 1940-2009
in millions



Share of U.S. Population Living in Multi-generational Households, 1940-2009



Source: Pew Research Center analysis of U.S. Decennial Census data, 1940-2000, and 2006, 2007, 2008, 2009 American Community Surveys (IPUMS)

PEW RESEARCH CENTER

The number of Americans living in multi-generational households has been increasing since 1980, a process documented in a 2010 Pew Research report.2 Demographic forces—delayed marriages and a wave of immigration—have played a role in a steady rise, about 2% annually from 1980 to 2006.

However, in the years of the Great Recession, the multi-generational household population shot up, increasing by 4.9 million, or 10.5%, from 2007 to 2009. During this time, the overall population grew only 1.8%. As a result, the share of the population living in multi-generational households increased to 16.7% in 2009, up from 15.4% in 2007.

The current surge in multi-generational households is linked to the economy. The unemployed, whose numbers are growing, are much more likely to live in multi-generational households—25.4% did in 2009, compared with 15.7% of those with jobs. The ranks of the unemployed swelled by 7.2 million from 2007 to 2009, and the typical spell of unemployment in the Great Recession was the longest in four decades,3adding to the financial strain on those without jobs.

A 2010 Pew Research survey also found that, during the recession, many young adults moved back in with their parents after living on their own. One-in-four of those ages 18 to 24 said they did so, and one-in-five of those ages 25 to 34 reported doing the same.4

Lack of work is a likely motive in pushing up the number of young adults living with their parents. Among young adults ages 18 to 29, the share unemployed or out of the workforce in 2010—38%—was the highest in nearly four decades.5

The recession's impact on household finances is another factor likely to have driven the surge in multi-generational households. A recent report from the Census Bureau shows that, in 2010, the median income for U.S. households was below its 1997 level and the poverty rate—15.1%, up from 14.3% in 2009—had climbed to levels last seen in 1993.6Under these circumstances, it is perhaps natural that more people would reach out to family for financial support.

The ability to pool financial resources is an advantage of multi-generational living, but it comes with a trade-off. Multi-generational households are relatively large—an average of 4.3 residents, compared with 2.4 in other households. After adjusting for differences in household size, incomes in multi-generational households, overall, are slightly lower than in other households.

However, there are notable exceptions where multi-generational households provide a financial advantage for some groups. Among households with one or more unemployed residents, multi-generational households had much higher median incomes in 2009 than did other households—$48,542 vs. $41,115 (incomes adjusted for differences in household size and scaled to a household of three). Similarly, size-adjusted household incomes are higher in multi-generational households headed by Hispanics, blacks and immigrants.

This report examines the growth in multi-generational households from 2007 to 2009 and the economic characteristics of those households compared with other households. The period of analysis overlaps with the Great Recession, which officially took place from December 2007 to June 2009. The research findings are based on the Pew Research Center's analysis of microdata from the American Community Surveys (ACS) for 2007, 2008 and 2009. The ACS is conducted by the Census Bureau, and the microdata released for public use include records for about 1 million households, or about 3 million people.7

The economic analysis focuses on income and poverty. Unless otherwise mentioned, estimates of household income are adjusted for differences in the size of multi-generational and other households and are scaled to a uniform household size of three. Poverty rates are computed for people, not just heads of households. Generally speaking, most members of a household are assigned the same poverty status.8

The report also provides estimates of a generation's and a person's share of household income. Do young adults living with their parents or older parents living with their middle-age children account for a significant share of household income? What are the financial burdens on unemployed workers who live in multi-generational households compared with other households? In general, the report finds that the heads of multi-generational households account for a lower share of household income than do heads of other households, suggesting there is less of a burden on them to support the entire household. However, the report does not attempt to identify whether individual members of multi-generational households would be better or worse off living apart.

Other key findings of the report include:

Demographics of multi-generational households

- The number of Americans living in multi-generational households increased 4.9 million from 2007 to 2009. By contrast, the number of people in other households rose by only 333,000.
- The number of young adults (ages 25 to 34) in multi-generational households increased to 8.7 million in 2009 from 7.4 million in 2007. Both the numerical growth (1.3 million people) and the percentage increase it represents (16.8%) were larger than for any other age group.
- More than one-in-five (21.1%) young adults (ages 25 to 34) lived in multi-generational households in 2009.
- Among the major racial and ethnic groups, the sharpest growth in the multi-generational household population from 2007 to 2009 was among Hispanics (17.6%). The black population in these households grew by 8.7%, the white population by 8.5% and the Asian population by 7.3%.
- The most likely groups to live in multi-generational households are Asians (25.8% in 2009), blacks (23.7%) and Hispanics (23.4%). The share among whites was much lower (13.1%).
- In 2009, 16.2% of foreign-born heads of household and 9.6% of native-born heads of household lived in multi-generational households.

Household income and poverty rates

- After adjusting to a household size of three, the median income for multi-generational households was $57,533 in 2009, or 2% less than the $59,002 median income for other households.
- Among Hispanics, the adjusted median income of multi-generational households was $46,049 in 2009, compared with $38,710 for other households. Black multi-generational households also had higher incomes—$43,677 vs. $39,484. For Asian households the income difference is modest, and for whites it is nonexistent.
- In 2009, the median income of multi-generational households with foreign-born heads was 20% higher than for other households with foreign-born heads, $55,045 vs. $45,782.
- The poverty rate among young adults (ages 25 to 34) who lived in multi-generational households in 2009 was 8.7%, compared with 15.8% for these young adults in other households.
- In 2009, the poverty rate for Hispanics was 16.0% in multi-generational households and 25.5% otherwise. Among blacks, the poverty rate was 19.2% for those in multi-generational households and 27.3% elsewhere. For other groups, the differences in poverty across household types were more modest.

Income sharing in multi-generational households

- A household head typically accounts for about half (48.8% in 2009) of income in a multi-generational household. Heads of other households typically account for 85.7% of household income.
- In 2009, the median share of household income from a child 25 or older living with a parent head of household (with no other generation present) was 24.7%. Older parents, when they lived with their child who is the householder, accounted for virtually the same amount, 24.8%.
- In 2009, employed heads of multi-generational households typically accounted for 54.1% of household income. The share drops by a third among unemployed householders, to 35.3%. In other households, household heads account for about the same share of household income regardless of employment status—83.2% if employed and 80.8% if unemployed.

About the Data

Data used in the report principally come from the U.S. Census Bureau's American Community Surveys (ACS) in 2007, 2008 and 2009, provided by the Integrated Public-Use Microdata Series (IPUMS). The trends on Americans' living arrangements come from Decennial Census data from 1900 to 2000 also provided by IPUMS. See Appendix A for more detailed information.

Terminology

The racial and ethnic identity of a household is determined on the basis of the racial and ethnic identity of the head of the household.

References to whites, blacks and Asians are to the non-Hispanic components of those populations.

"Asian" refers to persons reporting their racial origin as Asian alone as well as native Hawaiians and other Pacific Islanders. "Black" refers to black alone, and "white" refers to white alone.

"Foreign born" refers to persons born outside of the United States, Puerto Rico or other U.S. territories to parents neither of whom was a U.S. citizen.

"Native born" or "U.S. born" refers to persons who are U.S. citizens at birth, including those born in the United States, Puerto Rico or other U.S. territories and those born abroad to parents at least one of whom was a U.S. citizen.

Unless otherwise stated, all income estimates in this report are standardized to a household size of three and expressed in 2009 dollars.

About the Report

This report was researched and written by Rakesh Kochhar, senior researcher, and D'Vera Cohn, senior writer, of the Social and Demographic Trends project of the Pew Research Center. The datasets for the analysis were prepared by Jeffrey S. Passel, senior demographer at the Center. The report was edited by Paul Taylor, executive vice president of the Pew Research Center and director of the Social and Demographic Trends project. Research assistants Seth Motel and Eileen Patten and Gabriel Velasco, research analyst, assisted with charts and numbers-checking. The report was copy-edited by Marcia Kramer.

1. Several reports by the Pew Research Center's Social and Demographic Trends project have documented the varying impact of the Great Recession on different social and demographic groups (Pew Social and Demographic Trends, April 2008, June 2010, July 2010 and July 2011). ↩

2. Pew Social and Demographic Trends, "The Return of the Multi-Generational Family Household," Pew Research Center, Washington, D.C. (March 18, 2010).

(http://pewsocialtrends.org/2010/03/18/the-return-of-the-multi-generational-family-household/) ↩

3. Bureau of Labor Statistics. Data on duration of unemployment are available for 1967 and later years. ↩

4. These are unpublished findings from a Pew Research Center survey. See Pew Social and Demographic Trends, “How the Great Recession Has Changed Life in America,” Pew Research Center, Washington, D.C. (June 30, 2010). (http://pewsocialtrends.org/2010/06/30/how-the-great-recession-has-changed-life-in-america/) ↩

5. These estimates are from the Bureau of Labor Statistics (BLS). ↩

6. Median household income in the U.S. dropped from $50,599 in 2009 to $49,445 in 2010 (figures in 2010 dollars). See DeNavas-Walt, Proctor and Smith (2011) for the latest data on income and poverty published by the Census Bureau. ↩

7. ACS microdata for 2010 were not available when this report was written. The specific data sources for this report are the 1% samples of the ACS Integrated Public Use Microdata Series (IPUMS) provided by the University of Minnesota. The IPUMS assigns uniform codes, to the extent possible, to data collected by the ACS in different years. More information about the IPUMS, including variable definition and sampling error, is available at http://usa.ipums.org/usa/design.shtml. Also, see Ruggles, Alexander, Genadek, Goeken, Schroeder and Sobek (2010). ↩

8. There are exceptions to this rule. Details on the assignment of poverty status are available at http://usa.ipums.org/usa-action/variables/POVERTY#description_tab. ↩

Source: http://www.pewsocialtrends.org/2011/10/03/fighting-poverty-in-a-bad-economy-americans-move-in-with-relatives/?src-prc-headline

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192-43-12. Obama Motivates Supporters, Opponents in Early 2012 Matchups

Cain Gaining Ground in GOP Primary

October 6, 2011

Barack Obama is a leading driver of voter preferences in possible 2012 matchups, among both his supporters and opponents. Currently, Obama is running a close race in hypothetical matchups against Mitt Romney and Rick Perry. Against both GOP candidates, most of Obama’s supporters view their vote as a vote for the president, while most of those who plan to vote for Romney or Perry see their vote as a vote against Obama.

Most See 2012 Vote as Either For or Against Obama

Hypothetical 2012 Matchups

	%		%
Obama	**48**	**Obama**	**50**
For Obama	33	For Obama	34
Against Romney	11	Against Perry	15
Romney	**48**	**Perry**	**46**
For Romney	15	For Perry	12
Against Obama	33	Against Obama	31
Other/DK	5	Other/DK	5
	100		100

PEW RESEARCH CENTER Sept. 22-Oct. 4, 2011.
Based on registered voters. Figures may not add to 100% because of rounding.

Given a choice between Obama and Romney, 48% of registered voters say they would vote for Romney or lean toward Romney, while an identical percentage supports Obama or leans toward Obama. Most Obama supporters – 33% of all voters – say they consider their vote as a vote for the president, rather than as a vote against Romney. Conversely, far more Romney supporters say they view their vote as a vote against Obama rather than a vote for Romney. The pattern is similar in a possible Obama-Perry matchup.

The latest national survey by the Pew Research Center for the People & the Press, conducted Sept. 22-Oct. 4 among 2,410 adults, including 1,901 registered voters, finds that Romney holds a sizable advantage over Obama among political independents. Fully 54% of independent voters say that in an Obama-Romney matchup they would vote for Romney or lean toward Romney. Fewer independents (41%) say they would vote for Obama. Democrats overwhelmingly support Obama while Republicans favor Romney by as large a margin. However, as has been the case in recent years, Democrats hold a wide lead in party affiliation: In the current survey, 35% of registered voters affiliate with the Democratic Party while 27% affiliate with the GOP and 34% are independents. As a result, despite Romney's lead among independents, overall voter preferences are even (48% Romney vs. 48% Obama). *(For a comprehensive breakdown of voter preferences in these matchups, see detailed tables.)*

Obama Trails Romney among Independents

	Obama	Romney	Other/ DK	Obama	Perry	Other/ DK
	%	%	%	%	%	%
All voters	48	48	5=100	50	46	5=100
Republican	7	91	2=100	9	88	2=100
Democrat	88	10	2=100	88	10	2=100
Independent	41	54	4=100	45	48	5=100

PEW RESEARCH CENTER Sept. 22-Oct. 4, 2011. Q35/35a, Q36/36a.
Based on registered voters. Figures may not add to 100% because of rounding.

It is not unusual in the early stages of a presidential reelection campaign for the focus to be on the incumbent. In February 2004, most of George W. Bush's supporters (39% of all voters) said they considered their vote as a vote for Bush, while most supporters of John Kerry (30% of all voters) said they viewed their vote as a vote against Bush. There was a similar pattern in early matchups involving Bill Clinton in his reelection bid in 1996 and George H. W. Bush in 1992.

Incumbents Typically Are Focal Point for Support, Opposition

March, 1992		March, 1996		Feb, 2004		Sept, 2011	
H. W. Bush	**50**	**Clinton**	**53**	**W. Bush**	**47**	**Obama**	**48**
For Bush	33	For Clinton	30	For Bush	39	For Obama	33
Against Clinton	15	Against Dole	20	Against Kerry	6	Against Romney	11
Clinton	**43**	**Dole**	**41**	**Kerry**	**47**	**Romney**	**48**
For Clinton	13	For Dole	15	For Kerry	15	For Romney	15
Against Bush	28	Against Clinton	25	Against Bush	30	Against Obama	33
Don't know	7	Don't know	6	Don't know	6	Don't know	5
	100		100		100		100
NET: Voting for/against incumbent	*61*		*55*		*69*		*66*

PEW RESEARCH CENTER Sept. 22-Oct. 4, 2011. Q35-Q38. Based on registered voters. Figures may not add to 100% because of rounding.

Shifting GOP Primary Preferences

Cain's Support Grows, Perry's Falls, Romney's Remains Steady

Based on Rep and Rep-leaning RVs	Total Sept 22-Oct 4	Sept 22-25	Sept 26-30	Oct 1-4
	%	%	%	%
Mitt Romney	22	25	20	22
Rick Perry	**17**	**23**	**14**	**15**
Herman Cain	**13**	**8**	**14**	**18**
Ron Paul	12	13	10	13
Newt Gingrich	8	7	9	7
Michele Bachmann	6	6	7	5
Rick Santorum	2	2	2	2
Jon Huntsman	1	1	2	1
Other	1	*	2	1
None/DK	17	14	20	15
	100	100	100	100
N	876	295	337	244

PEW RESEARCH CENTER Sept. 22-Oct. 4, 2011. Q27 & Q28. Based on Republican and Republican-leaning registered voters. Figures may not add to 100% because of rounding.

Romney continues to hold a slim lead for the Republican Party's presidential nomination, with the backing of 22% of Republican and Republican-leaning registered voters. But three other candidates are in double digits – Perry at 17%, Herman Cain at 13%, and Ron Paul at 12%. Among the most attentive Republican voters – those who have given "a lot of thought" to the election – the current race is virtually a dead heat between Romney (23%), Perry (19%) and Cain (20%).

With interviewing conducted continually from Sept. 22 to Oct. 4, the survey provides a track of Perry's declining support, and Cain's growing support. In interviews conducted Sept. 22-25, Perry led Cain by a 23% to 8% margin. In later interviews conducted Oct. 1-4, Perry's support had fallen eight points, while Cain's support was up ten points.

Meanwhile, there were no significant shifts in support for any of the other announced candidates. Republican voters who agree with the

Cain Appeals to GOP Tea Party Supporters

Who would you most like to see nominated as GOP candidate?	**All Rep/ Lean R**	*Tea Party* **Yes**	*Tea Party* **No**	*Thought given* **A lot**	*Thought given* **Less**
	%	%	%	%	%
Mitt Romney	22	17	25	23	22
Rick Perry	17	18	17	19	15
Herman Cain	13	23	6	20	9
Ron Paul	12	13	11	11	13
Newt Gingrich	8	9	7	8	7
Michele Bachmann	6	7	6	3	8
Rick Santorum	2	3	2	2	2
Jon Huntsman	1	1	2	2	1
Other	1	1	1	1	1
None/DK	17	9	23	11	21
	100	100	100	100	100
N	876	408	455	380	489

PEW RESEARCH CENTER Sept. 22-Oct. 4, 2011. Q27 & Q28. Based on Republican and Republican-leaning registered voters. Figures may not add to 100% because of rounding.

Tea Party are particularly supportive of Cain's candidacy – 23% back him compared with just 6% of Republicans who do not identify with the Tea Party. By contrast, Romney receives more backing from non-Tea Party Republicans (25%) than Tea Party Republicans (17%).

There are substantial regional differences in support levels for the GOP candidates. Perry retains significant support in the Midwest, South and West, but has very little backing from Republican and Republican-leaning voters in the Northeast, where Romney performs well. Cain has broader appeal in the South than in other regions.

Paul's overall standing in the nomination contest is boosted by his broad appeal among younger GOP voters and men. He has the support of 18% of Republican and Republican-leaning voters under 40, compared with 11% among those 40 to 64 and just 5% among those age 65 and older. He also garners twice as much support among men (16%) as among women (7%).

Gender, Age and Regional Differences in Early GOP Preferences

Who would you most like to see nominated as GOP candidate?	All Rep/ Lean R	Men	Women	18-39	40-64	65+	North-east	Mid-west	South	West
	%	%	%	%	%	%	%	%	%	%
Mitt Romney	22	19	25	21	22	25	25	25	16	28
Rick Perry	17	18	16	16	19	15	8	22	18	18
Herman Cain	13	15	11	9	14	15	11	8	19	10
Ron Paul	12	16	7	18	11	5	13	6	13	16
Newt Gingrich	8	9	6	7	7	11	6	7	11	4
Michele Bachmann	6	3	10	8	6	3	6	10	5	5
Rick Santorum	2	2	3	0	4	1	8	2	1	1
Jon Huntsman	1	2	1	1	1	3	3	*	1	2
Other	1	1	1	1	1	2	2	1	1	0
None/DK	17	14	20	20	14	20	19	19	15	16
	100	100	100	100	100	100	100	100	100	100
N	876	438	438	159	434	271	141	210	345	180

PEW RESEARCH CENTER Sept. 22-Oct. 4, 2011. Q27/27a. Based on Republican and Republican-leaning registered voters. Sarah Palin supporters' second choice shown. Figures may not add to 100% because of rounding.

2012 Electoral Landscape Less Favorable for Obama

Obama Losing Ground among Independents, Whites

	2008 Exit Polls Obama	McCain	diff	*Oct 2011 regist. voters* Obama	Romney	diff
	%	%		%	%	
Total	53	46	D+7	48	48	even
Republican	9	90	R+81	7	91	R+84
Democrat	89	10	D+79	88	10	D+78
Independent	52	44	D+8	41	54	R+13
White	43	55	R+12	38	58	R+20
Black	95	4	D+91	95	3	D+92
Hispanic	67	31	D+36	60	37	D+23
Men	49	48	D+1	42	54	R+12
Women	56	43	D+13	53	43	D+10
Among whites						
Men	41	57	R+16	34	63	R+29
Women	46	53	R+7	43	53	R+10
College grad	47	51	R+4	45	52	R+7
Not college grad	40	58	R+18	35	61	R+26

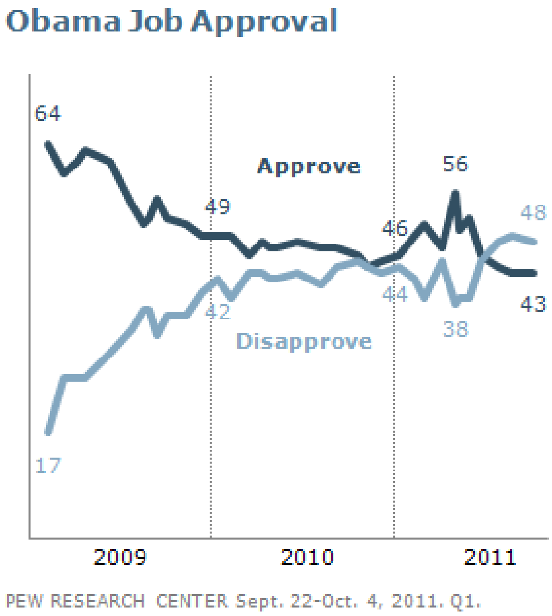
PEW RESEARCH CENTER Sept. 22-Oct. 4, 2011. Q35/Q35a. Based on registered voters. 2008 exit poll conducted by National Election Pool.

In 2008, Obama won a narrow majority of independents' votes: 52% voted for him while 44% supported McCain, according to national exit polls conducted by the National Election Pool. But in a hypothetical race against Romney, independent voters favor the Republican by 13 points (54% to 41%).

Obama also is faring worse among white voters, particularly white men, than he did three years ago. Obama trailed McCain by 12 points among all white voters in 2008 (43%to 55%). But against Romney, Obama is losing the white vote by 20 points (38% to 58%).

Obama's deficit among white men also has increased from 16 points in 2008 to 29 points in an early matchup with Romney. *(For a comprehensive breakdown of voter preferences in the Obama-Romney and Obama-Perry matchups, see detailed tables.)*

Obama Job Approval Steady



The survey finds that Obama's job approval rating among the general public is little changed from August: 43% say they approve of the way Obama is handling his job as president, while 48% disapprove. In August, 43% approved and 49% disapproved. Obama's current job rating is down from May, when 52% approved of the way he was handling his job.

As was the case in August, significantly more strongly disapprove of Obama's job performance (34%) than strongly approve (26%). Earlier this year, the balance of strong approval to strong disapproval was about even (in March, 32% strong approval vs. 29% strong disapproval). *(For a breakdown of Obama job approval ratings, seedetailed tables.)*

Source: http://people-press.org/2011/10/06/obama-motivates-supporters-opponents-in-early-2012-matchups/?src=prc-headline

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192-43-13. U.S. Underemployment Declines Slightly in September

But fewer are working full time for employers and more part-timers are seeking full-time work

October 6, 2011

WASHINGTON, D.C. -- U.S. underemployment, as measured by Gallup without seasonal adjustment, improved to 18.3% at the end of September from 18.5% at the end of August, as a decline in unemployment more than offset a slight increase in part-time workers seeking full-time employment. At the same time, the percentage of workers working full time for an employer decreased slightly to 64.9% from 65.3% at the end of August.

Gallup Employment Measures

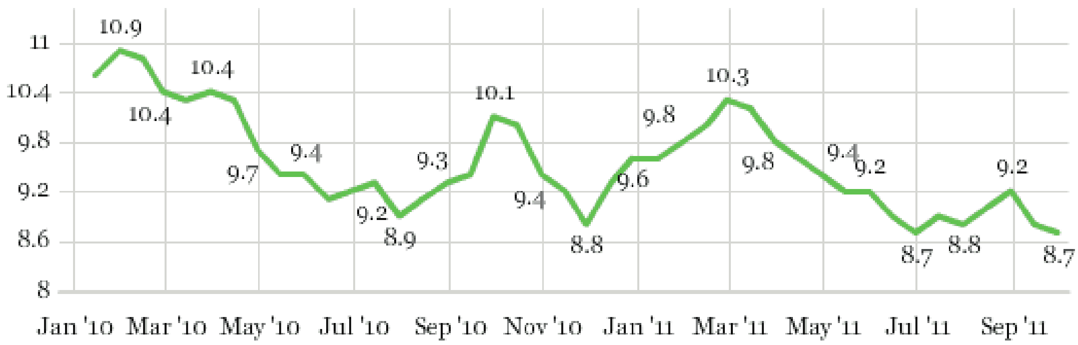
	End of September 2011	End of August 2011	End of September 2010
Underemployed	18.3%	18.5%	18.8%
--Unemployed	8.7%	9.2%	10.1%
--Part time and seeking full time	9.6%	9.3%	8.7%
Employed full time for an employer	64.9%	65.3%	64.3%

GALLUP

U.S. unemployment, as measured by Gallup without seasonal adjustment, fell to 8.7% at the end of September, significantly improved from 9.2% at the end of August. Unemployment is also significantly lower than the 10.1% rate recorded at the end of September of last year, and among the lowest 30-day averages Gallup has measured since January 2010.

Gallup's U.S. Unemployment Rate, 2010-2011

30-day averages^; not seasonally adjusted



^ Numbers reflect rolling averages for the 30-day periods ending on the 15th and the last day of each month

Note: Previous releases may have included slightly different 30-day periods

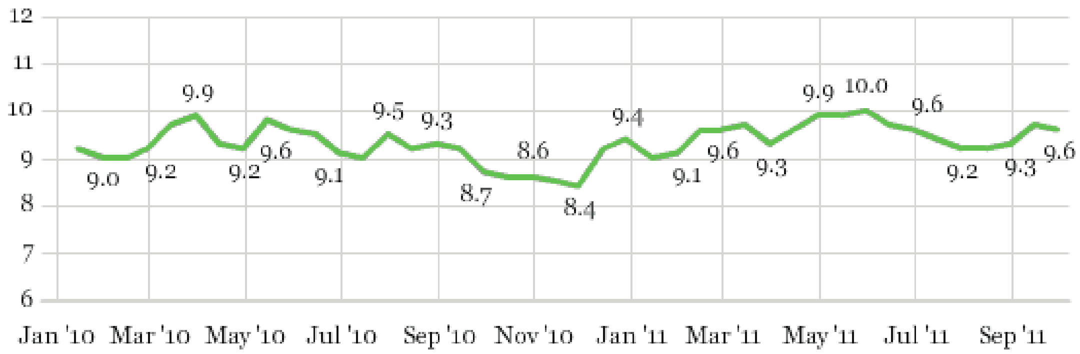
Gallup Daily tracking

GALLUP

The improvement in unemployment more than offset an increase in the percentage of part-time workers seeking full-time work. This percentage was 9.6% at the end of September, up from 9.3% at the end of August and significantly higher than the 8.7% recorded at the end of September last year.

Percentage of U.S. Workers Working Part Time and Wanting Full-Time Work

30-day averages^; not seasonally adjusted



^ Numbers reflect rolling averages for the 30-day periods ending on the 15th and the last day of each month

Note: Previous releases may have included slightly different 30-day periods

Gallup Daily tracking

GALLUP

The resulting September estimate of 18.3% of U.S. workers seeking more work than they have -- 8.7% unemployed plus 9.6% employed part time but seeking full-time work -- is one of the better readings of the year and improved from 18.8% a year ago.

Gallup's U.S. Underemployment Rate, 2010-2011

30-day averages ^; not seasonally adjusted

^ Numbers reflect rolling averages for the 30-day periods ending on the 15th and the last day of each month

Note: Previous releases may have included slightly different 30-day periods

Gallup Daily tracking

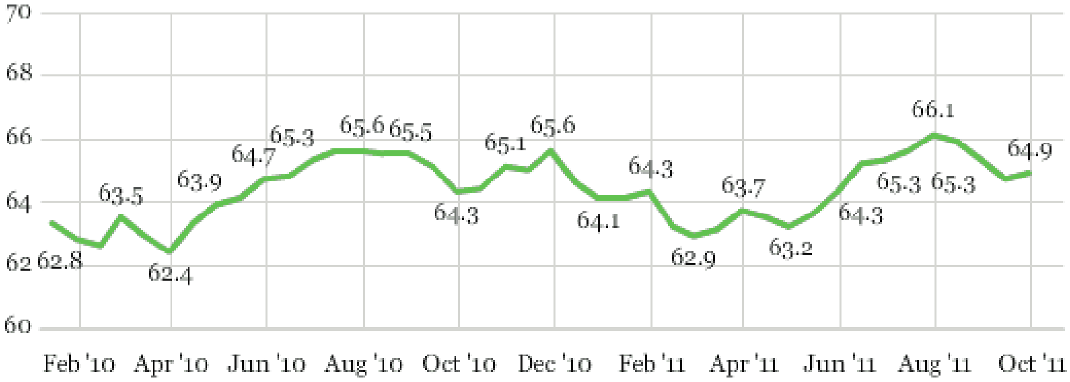
GALLUP

Fewer Are Employed Full Time for Employers

While fewer U.S. workers were underemployed and unemployed at the end of September compared with the end of August, fewer also had full-time jobs with employers. The 64.9% who reported having full-time jobs with employers is down from 65.3% at the end of August. This percentage is up slightly from 64.3% a year ago, but that was one of the lowest percentages of 2010.

Percentage of Americans Employed Full Time for an Employer, 2010-2011

30-day averages^; not seasonally adjusted



^ Numbers reflect rolling averages for the 30-day periods ending on the 15th and the last day of each month

Gallup Daily tracking

GALLUP

Implications

Gallup's employment measures show some improvement in the U.S. employment situation in September, with a decrease in unemployment helping to lower the overall underemployment rate. The official U.S. unemployment rate reported by the government is based on a one-week reference period in the middle of the month, and is also seasonally adjusted. Taking these and other factors into account, Gallup's modeling suggests the government will report little change in its unemployment rate on Friday, with any change likely to be slightly lower rather than higher.

Even so, there are negative rumblings under the surface. Gallup now finds more part-time workers seeking full-time work, suggesting that some workers are finding jobs but not the full-time positions they seek. Gallup also finds fewer workers employed full-time for employers at the end of September than was true a month ago. Combined with declining job creation in recent months, the U.S. employment situation remains challenging for job seekers and for the economy in general.

**Editor's note: Figures for August included in this article reflect data through Aug. 31, and thus differ slightly from data through Aug. 30 reported in Gallup's Sept. 1 employment release.*

How Gallup's Unemployment Measure Differs From the U.S. Government's Measure

	GALLUP	U.S. Bureau of Labor Statistics
Population	18 and older	16 and older
Adjustments	Not seasonally adjusted	Seasonally adjusted
Sample size	30,000 individuals per month	60,000 households per month
Mode of interview	RDD telephone, including cell phones	Rotating panel with face-to-face and telephone interviewing
Data collection period	Continuous	One-week reference period during mid-month
Reporting frequency	Daily, weekly, and monthly, based on 30-day rolling averages	Monthly, based on one-week reference period

GALLUP

Survey Methods

Gallup classifies U.S. workers as underemployed if they are either unemployed or working part time but wanting full-time work. Findings are reported in 30-day rolling averages reflecting about 14,000 phone interviews with U.S. adults aged 18 and older in the workforce. Gallup's results are not seasonally adjusted and are ahead of government reports by approximately two weeks.

Results for September are based on telephone interviews conducted as part of Gallup Daily tracking from Sept. 1-30, 2011, with a random sample of approximately 14,000 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia, selected using random-digit-dial sampling.

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

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each 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 by region. Landline telephone 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, 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.

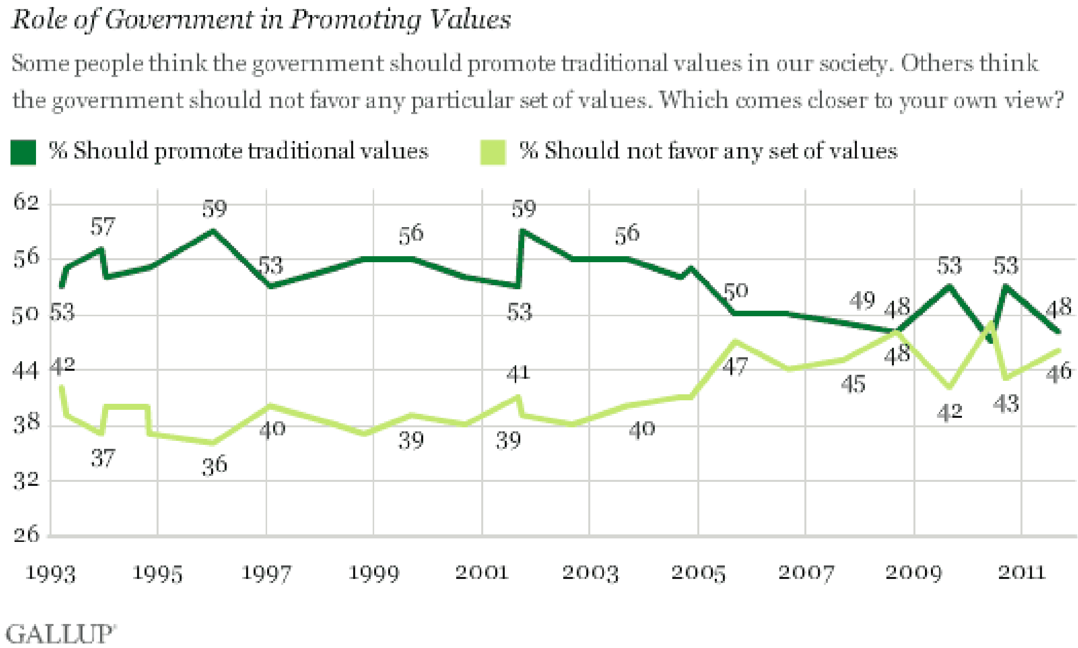
Source:http://www.gallup.com/poll/149957/Underemployment-Declines-Slightly-September.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA

192-43-14. Americans Divided on Gov't Role in Promoting Values

Support for government's promoting traditional values slips among Republicans

October 5, 2011

PRINCETON, NJ -- Americans' once-prevailing view that government should do what it can to promote traditional values in society has weakened in the past decade. Today 48% hold that view, while nearly as many, 46%, say government should not favor any particular set of values.

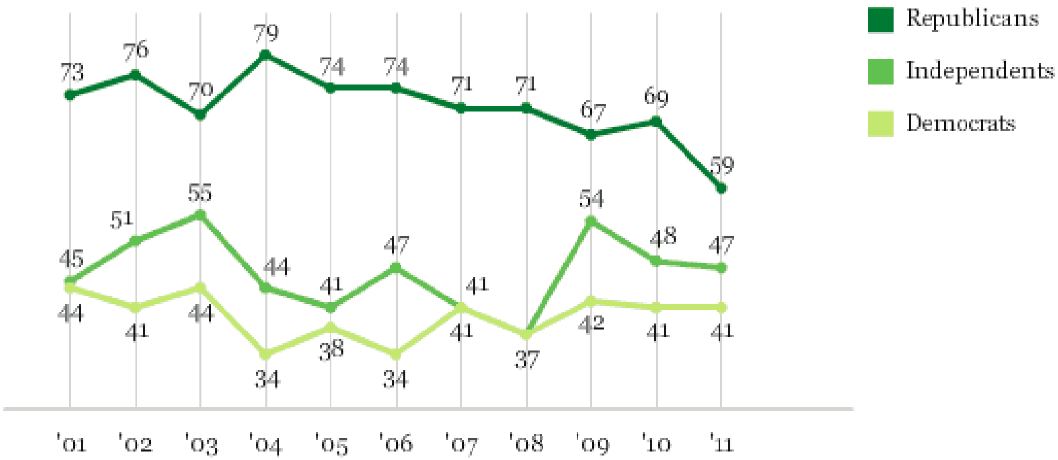


The latest result is from Gallup's 2011 Governance survey, conducted Sept. 8-11. This is only the 4th time in 26 Gallup measurements of the question since 1993 that support for government's promoting of traditional values has fallen below 50%. All of these instances occurred in the past five years and came after a steady decline in public support since October 2001 for government's playing this role.

Republicans' Support for Government Promotion of Traditional Values Declines

The recent decline in support for government advancement of traditional values in society comes primarily from Republicans. While Republicans remain more supportive of this policy position than are independents and Democrats, their support has dropped by more than 10 percentage points since 2008, from 71% to 59%. By contrast, Democrats' support for it has held steady at about 40%, while independents' has been more variable.

Preference for Government's Promoting of Traditional Values -- by Party ID



Selected trend based on September Governance surveys

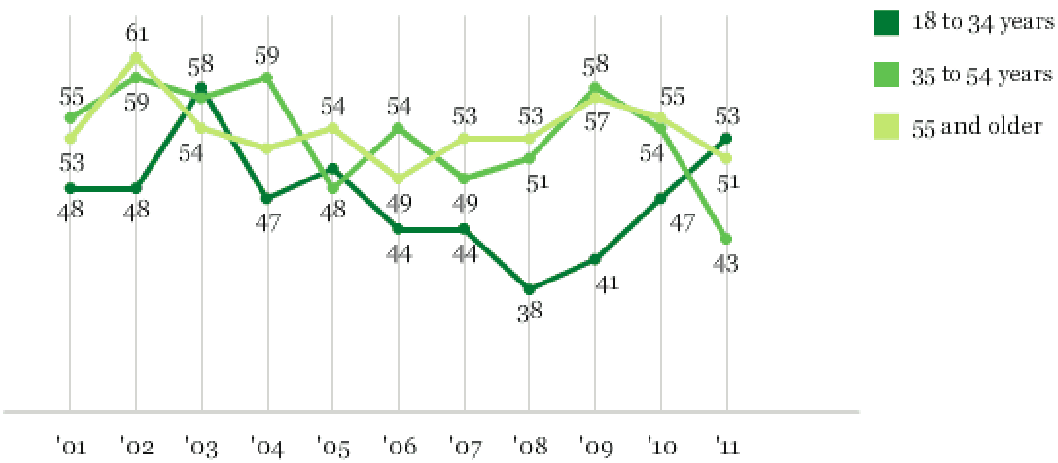
GALLUP

Young Adults Now Most Likely to Favor Gov't Role in Promoting Values

In most of Gallup's Governance surveys from 2001 through 2010, older generations of Americans were more likely than those in Generations X or Y to say they want government to sanction and protect traditional values. However, the percentage of young adults -- aged 18 to 34 -- who want government to promote traditional values has been steadily increasing in recent years, rising from 38% in 2008 to 53% today.

As a result -- and owing to declines in older adults' support for government's promoting traditional values -- young adults are now the most likely to favor it.

Preference for Government's Promoting of Traditional Values -- by Age



Selected trend based on September Governance surveys

GALLUP

The reason for these shifts in views by age is unclear. They neither track with changes in respondents' overall political ideology -- the percentages of each group labeling themselves "conservative" have held fairly steady over the same period -- nor do they parallel approval of the president. Presidential job approval rose sharply in 2009 among all groups when President Barack Obama replaced George W. Bush, and that might have been responsible for the increased support for government action with respect to traditional values the same year. However, approval of Obama has since declined among young adults as well as among older age groups, while young adults' support for government's promoting of traditional values has continued to rise.

Bottom Line

In contrast to a few years ago, when Americans firmly favored government's advancing of traditional values, Americans today are divided over whether government should actively promote traditional values or not favor any set of values. Recent support for the government's promoting traditional values has proved a bit volatile, twice spiking to 53%, but the broader trend clearly shows a change to a more even split in the public's views.

The trends by age raise questions about how permanent the shift in the overall trend is, with younger adults showing a recent surge in preference for advancing traditional values. Normally the views of young people are on the leading edge of social change. The finding that their views are now trending against the broader public shift toward the "government should stay neutral" position could make it harder for that position to further expand, or could eventually cause it to contract. Additionally, the recent decrease in Republicans' support for government's actively promoting traditional values could be tenuous and subject to reversal, depending on the issues debated in the upcoming presidential campaign.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Sept. 8-11, 2011, with a random sample of 1,017 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.

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 by region. Landline telephone 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, 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.

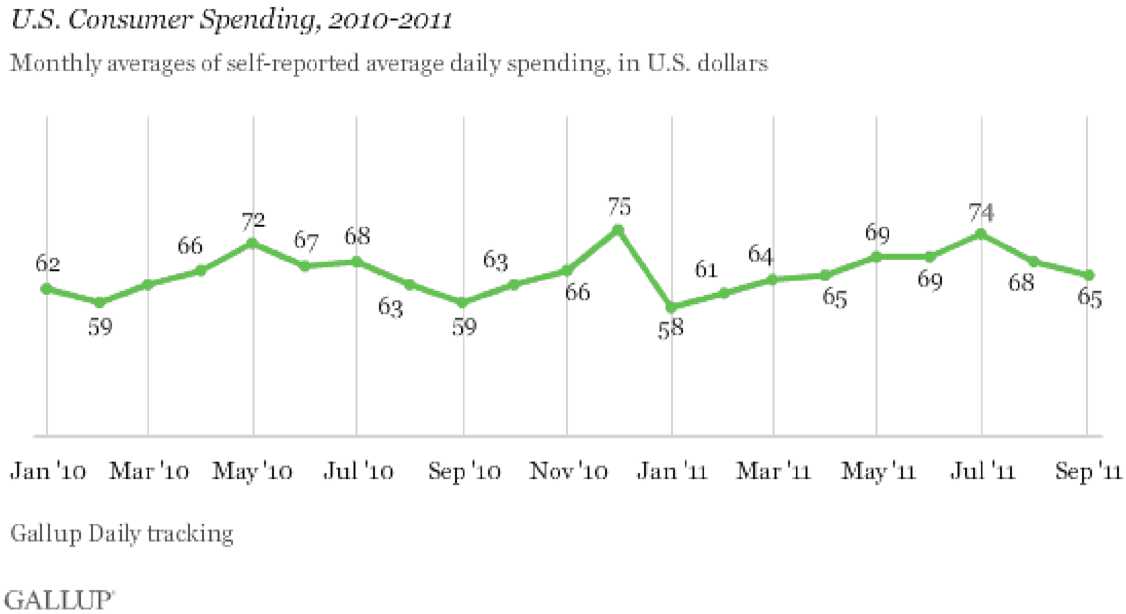
Source:http://www.gallup.com/poll/149951/Americans-Divided-Gov-Role-Promoting-Values.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content

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

192-43-15. Americans' Spending Declines Again in September

Self-reported spending averaged $65 per day in September, down from $68 in August
October 5, 2011

PRINCETON, NJ -- Overall self-reported daily U.S. consumer spending in stores, restaurants, gas stations, and online averaged $65 per day in September, down from $68 in August and from the 2011 high of $74 in July. After two months of declines, spending has now returned to March and April levels, which are some of the lowest of the year.

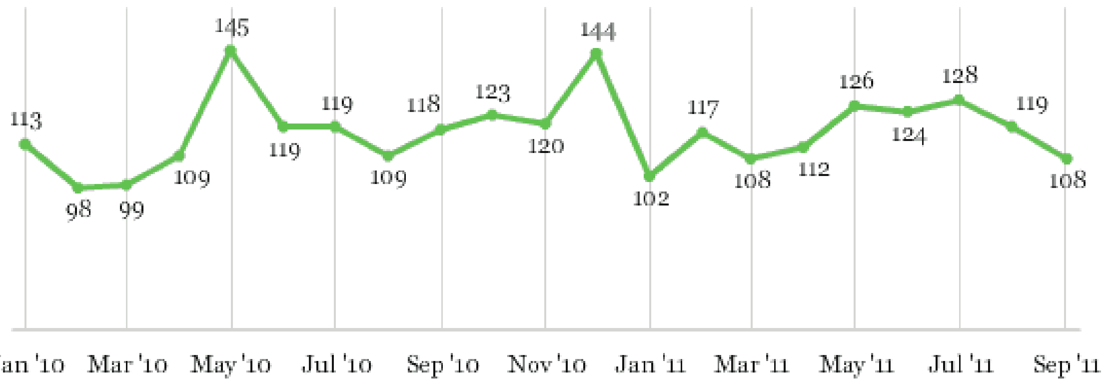


Upper-Income Spending Falls for Second Month

Spending among Americans making at least $90,000 annually averaged $108 per day in September, down from $119 in August and $128 in July. This is the lowest spending level among upper-income consumers since March of this year, and just above the 2011 low of $102 in January. Upper-income Americans spent less on average last month than the $118 they spent in September 2010.

Upper-Income Consumer Spending, 2010-2011

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



Gallup Daily tracking

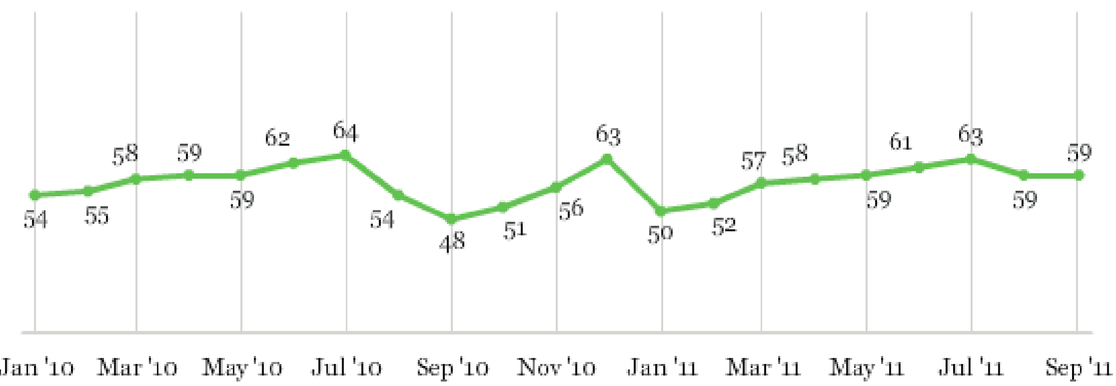
GALLUP

Lower- and Middle-Income Americans' Spending Flat

Americans who make less than $90,000 per year reported spending an average of $59 per day during September -- the same as they spent in August, but down from $63 in July. Lower- and middle-income spending has been nearly flat since March.

Lower- and Middle-Income Consumer Spending, 2010-2011

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



Gallup Daily tracking

GALLUP

Implications

Federal Reserve Board Chairman Ben Bernanke noted in his testimony before Congress on Tuesday that "Consumer behavior has both reflected and contributed to the slow pace of recovery." Gallup Daily tracking results suggest that is indeed the case. The pullback in consumer spending over the past two months coincides with an economic slowdown and a sharp decline in economic confidence. In turn, the decline in consumer spending does not bode well for the U.S. economy or the nation's retailers during the important holiday season.

Gallup analysis suggests there may be additional bad news for holiday sales, based on recent job market conditions. Gallup's Job Creation Index fell for the third month in a row in September. Consumer spending generally declines within four to six weeks of such a drop in job creation. The declines in spending during August and September followed a deterioration of job conditions during July and August. Therefore, September's further decline in job creation may imply a further decline in consumer spending during October.

In this regard, the job declines in the Midwest are particularly noteworthy. The early impact of a generally expected global economic slowdown may already be having an effect on job conditions in that part of the country. In turn, this deterioration of the jobs situation could lead consumers to cut back even more on spending.

Jobs tend to have relatively greater impact on lower- and middle-income consumer spending, while wealth effects such as those related to the declines on Wall Street and the continued drop in housing prices tend to have a greater impact on upper-income spending. Add in the growing lack of confidence among upper-income consumers, and the likely result is further spending declines among these Americans who have the most disposable income.

It may thus be a good thing that Bernanke also noted that the Fed is watching the current economic situation and is ready to act to promote economic growth if needed. With 8 in 10 Americans alreadythinking the country is in a recession, a further weakening of the economy as the holidays approach may well qualify for additional Fed action, whatever that might be.

Survey Methods

For Gallup Daily tracking, Gallup interviews approximately 1,000 national adults, aged 18 and older, each day. The consumer spending results are based on a random sample of approximately 500 current full- and part-time employees each day.

National results for August are based on Gallup Daily tracking interviews with 14,487 national adults conducted Sept. 1-30, 2011. For this sample, one can say with 95% confidence that the maximum margin of sampling error is ±1 percentage point.

Upper-income results are based on Gallup Daily tracking interviews with 2,530 national adults conducted Sept. 1-30, 2011. For this sample, one can say with 95% confidence that the maximum margin of sampling error is ±3 percentage points.

Middle- and lower-income results are based on Gallup Daily tracking interviews with 9,668 national adults conducted Sept. 1-30, 2011. For this sample, 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 by region. Landline telephone 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, 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/149930/Americans-Spending-Declines-Again-September.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA

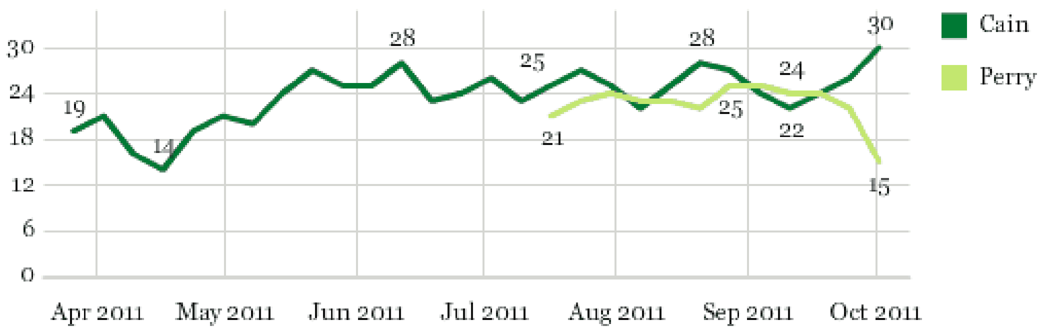
192-43-16. Perry Plummets, Cain Surges in Positive Intensity

Perry's score is down nine percentage points from two weeks ago
October 4, 2011

PRINCETON, NJ -- Rick Perry's image is suffering, with his Positive Intensity Score among Republicans familiar with him down to 15, and below 20 for the first time. Meanwhile, Herman Cain's score is now 30, the highest for any candidate this year.

Trends in Positive Intensity Scores -- Herman Cain and Rick Perry

Based on Republicans and Republican-leaning independents



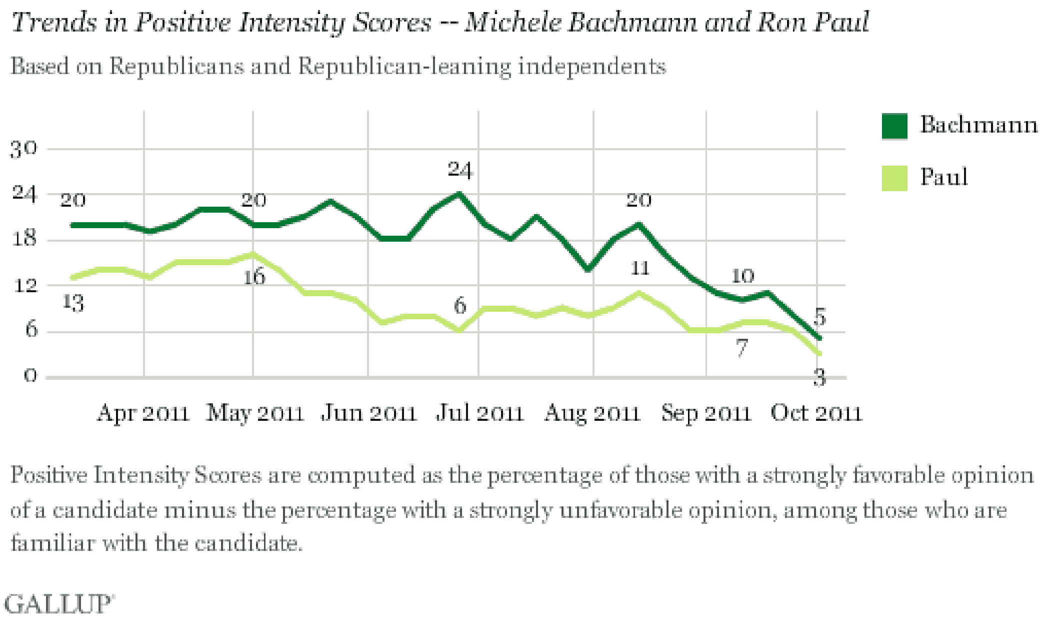
Positive Intensity Scores are computed as the percentage of those with a strongly favorable opinion of a candidate minus the percentage with a strongly unfavorable opinion, among those who are familiar with the candidate.

GALLUP

The results are based on Gallup Daily tracking from Sept. 19-Oct. 2. Gallup calculates candidate Positive Intensity Scores as the percentage of strongly favorable opinions minus the percentage of strongly unfavorable opinions of each candidate among Republicans and Republican leaners familiar with the candidate.

The movement in Perry's and Cain's scores follows recent campaign developments, including poor reviews of Perry's performance in the September debates and Cain's surprising win in the Sept. 24 Florida straw poll.

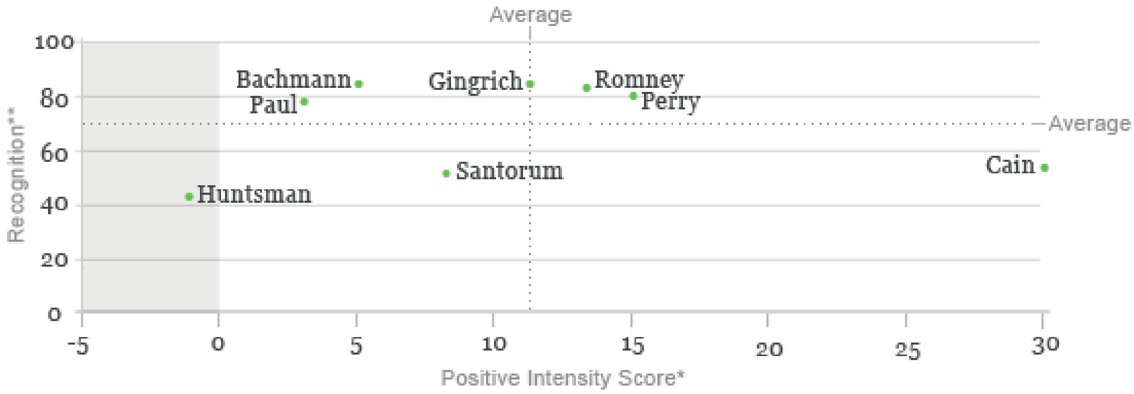
In addition to Perry, Michele Bachmann and Ron Paul established new low Positive Intensity Scores this week, at 5 and 3, respectively. Bachmann was among the highest-rated candidates in June, peaking at 24, but has seen a steady decline since she posted a score of 20 in Aug. 1-14 tracking. Paul has not been rated as positively, with a high of 16 in May, and has registered in the single digits in all but one update since late May.



The net result of the changes is that Cain has established a wide advantage over any other Republican candidate in Positive Intensity Scores, with Perry (15), Mitt Romney (13), and Newt Gingrich (11) well behind Cain's 30. Rudy Giuliani (19) and Sarah Palin (13), whom Gallup tracks but who have not made decisions regarding entering the race, would also trail Cain by a considerable margin. The remaining announced candidates -- Rick Santorum (8), Bachmann (5), Paul (3), and Jon Huntsman (-1) -- have much less positive images among Republicans familiar with them.

Cain's very positive image is offset by his lower name recognition, though he has become better known in recent weeks, with 55% of Republicans now familiar with him. He still trails the five best-known candidates -- Bachmann, Gingrich, Perry, Romney, and Paul, all near 80% recognition. Santorum (54%) and Huntsman (43%) are less well-known.

GOP Candidate Images Among Republicans and Republican-Leaning Independents



* % with strongly favorable opinion minus % with strongly unfavorable opinion, based only on those who recognize candidate

** % who recognize candidate

Sept. 19-Oct. 2, 2011

GALLUP

Implications

Cain's straw poll win, and his resulting gains in recognition and positive intensity, may have made him a legitimate contender for the Republican nomination in Republicans' eyes. Despite his positive image throughout the campaign, Cain typically fared poorly in Republican nomination preference polls, but recent polls by other polling organizations suggest he is now more competitive with front-runners Romney and Perry. Gallup will report an update on nomination preferences early next week.

A candidate needs high name recognition in order to be a factor in the nomination contests. Along with increased familiarity comes increased scrutiny of the candidate and his or her record. Also, when candidates appear to be legitimate contenders, their opponents begin to attack their records on the campaign trail and in the debates. These dynamics appear to have played out for Bachmann and Perry, who saw their healthy Positive Intensity Scores decline as they became better known, though Perry remains among the front-runners.

Thus, Cain will have to weather the next few debates and the next few weeks of campaigning if he is to solidify a position as a leading contender for the nomination.

Track every angle of the presidential race on Gallup.com's Election 2012 page.

Survey Methods

Results are based on telephone interviews conducted as part of Gallup Daily tracking Sept. 19-Oct. 2, 2011, with random samples of Republicans and Republican-leaning independents, aged 18 and older, living in all 50 U.S. states and the District of Columbia. Questions asking about the 10 potential candidates measured in this research were rotated among randomly selected samples of Republicans each night; over the 14-day period, each candidate was rated by approximately 1,400 Republicans and Republican-leaning independents.

For the overall ratings of each potential candidate among Republicans and Republican-leaning independents, including recognition scores, one can say with 95% confidence that the maximum margin of sampling error is ±3 percentage points. For the Positive Intensity Score for each candidate, the maximum margin of sampling error varies depending on the size of the group recognizing the candidate.

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 by region. Landline telephone 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, 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.

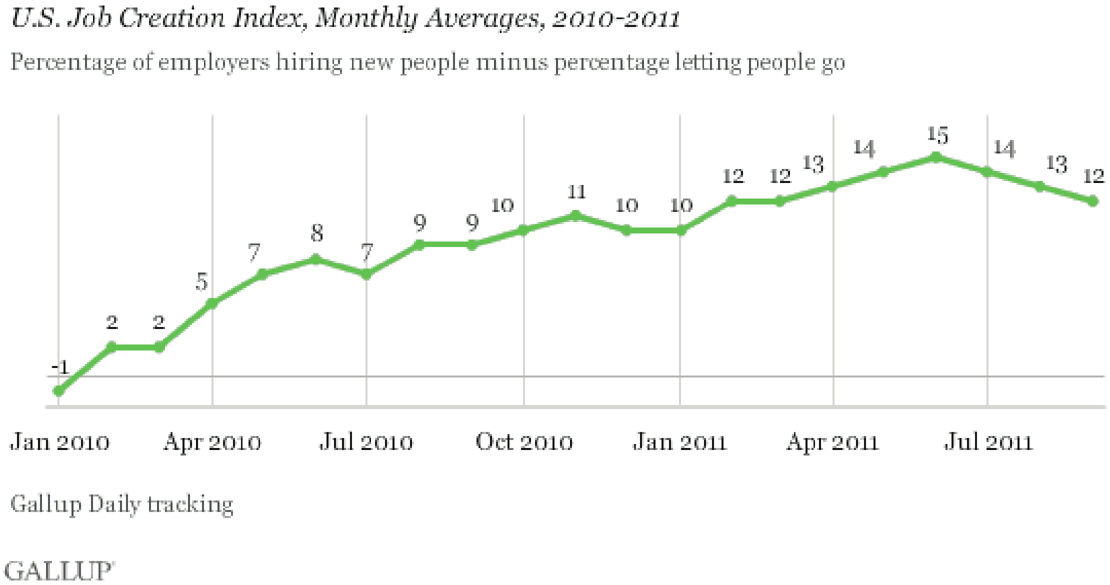
Source:http://www.gallup.com/poll/149924/Perry-Plummets-Cain-Surges-Positive-Intensity.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

192-43-17. U.S. Job Creation Falls Back Further in September

Midwest sees the largest decline since August

October 4, 2011

WASHINGTON, D.C. -- U.S. job creation continues to steadily abate, reversing the upward trend seen since the start of 2010. The nation's Job Creation Index score slid to +12 in September, marking the third straight month of decline, but remains up slightly from +9 a year ago.

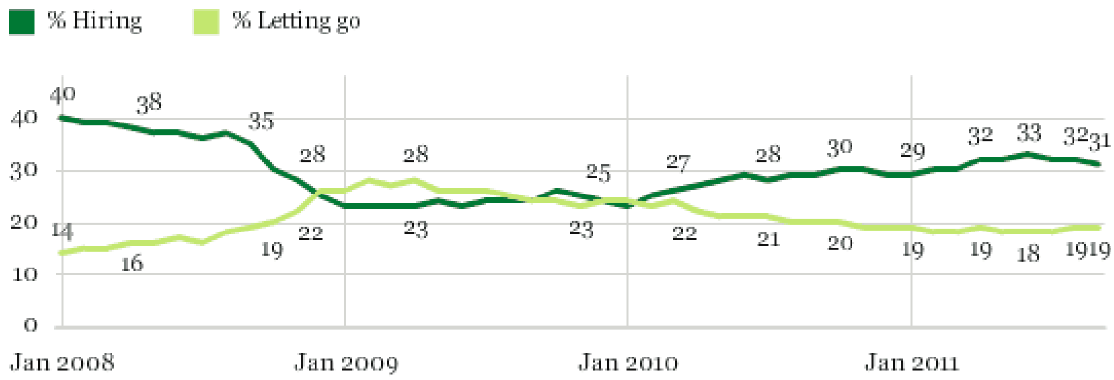


Gallup's September Job Creation Index score of +12 reflects the 31% of employed Americans nationwide who say their employer is hiring new workers and expanding the size of its workforce minus the 19% who say their employer is letting workers go and reducing the size of its workforce.

Hiring has exceeded firing every month since February 2010, reflecting significant improvement compared with late 2008 through the start of 2010, when job contraction exceeded or rivaled job creation. Still, the nation's current Job Creation Index score is again less than half of what it was (+26) when Gallup began tracking job creation daily in January 2008.

Hiring and Firing Nationwide, Monthly Averages, January 2008-September 2011

Based on what you know or have seen, would you say that, in general, your company or employer is -- 1) hiring new people and expanding the size of its workforce, 2) not changing the size of its workforce, or 3) letting people go and reducing the size of its workforce?



Gallup Daily tracking

GALLUP

Midwest Leads Decline

The Midwest saw the biggest decline from August to September, down five percentage points to +14. It now ties the South for the best job creation conditions in the nation. Conversely, the West improved its overall index score to +12. The East still lags behind the nation with an overall score of +9.

U.S. Job Creation Index, by Region

September 2011 vs. previous month and September of previous years

	September 2011	Last month	A year ago	Two years ago	Three years ago
East	9	10	11	-1	14
Midwest	14	19	10	1	13
South	14	14	11	1	19
West	12	10	2	-2	14

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Implications

While Gallup's monthly trend shows a clear downward pattern, reports do vary slightly from week to week. The U.S. Department of Labor last week reported a decline in new jobless claims for the week ending Sept. 24, and Gallup's Job Creation Index also found its comparable week to be the best week of the month. Similarly, the government and the Gallup measure found the comparable week ending Sept. 10-11 to be the worst week of the month, with the most new jobless claims and the lowest weekly Job Creation Index score.

An important distinction is that the government's measure is seasonally adjusted, and the Labor Department has acknowledged challenges with its adjustments this year. Gallup's real-time measure based on employee reports without seasonal adjustment does suggest different seasonal dynamics this year. The U.S. job creation situation appears to be weakening during the transition from summer into fall, whereas during the past two years, it was steady or improving. In 2008, however, the situation was getting worse at this time of year, and much more rapidly so, as the nation experienced recession.

Employers may be holding back on hiring partly because of the growing economic pessimism and recent declines on Wall Street and the ongoing financial challenges facing the eurozone. A sustained reversal of the job creation gains seen earlier in the year would of course be a troubling setback for the U.S. economy's recovery -- and for the millions of Americans still seeking the full-time "good jobs" that only sustained job creation can provide.

Survey Methods

For Gallup Daily tracking, Gallup interviews approximately 1,000 national adults, aged 18 and older, each day. The Gallup Job Creation Index results are based on a random sample of approximately 500 current full- and part-time employees each day.

National results for September are based on Gallup Daily tracking interviews with 16,604 employees conducted Sept. 1-30, 2011. For this sample, one can say with 95% confidence that the maximum margin of sampling error is ±1 percentage point. Regional results for September are based on interviews totaling more than 3,000 in each region. For each total regional sample, the maximum margin of sampling error is ±2 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each 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 by region. Landline telephone 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, 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.

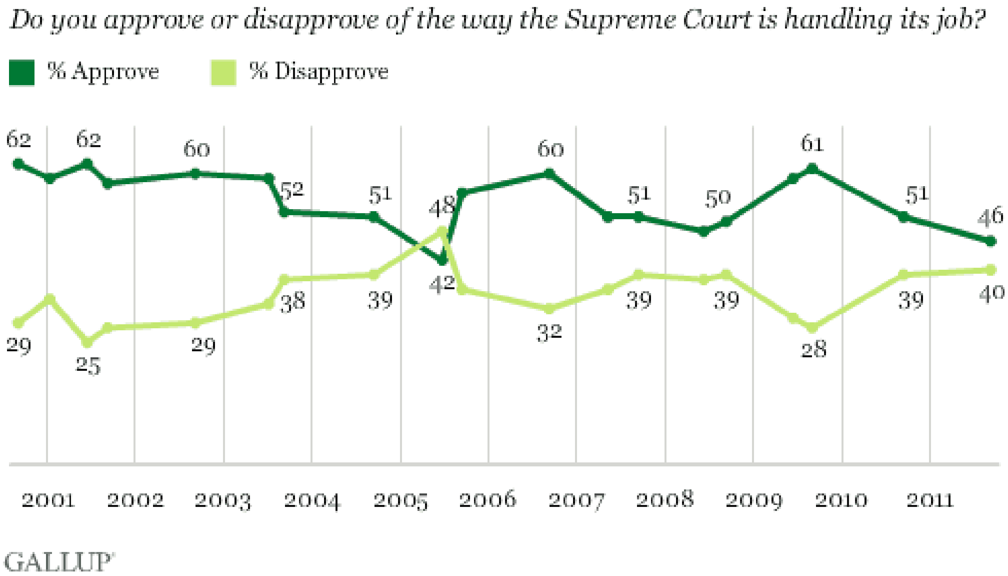
Source:http://www.gallup.com/poll/149921/Job-Creation-Falls-Back-Further-September.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA

192-43-18. Supreme Court Approval Rating Dips to 46%

Down 15 percentage points from 2009

October 3, 2011

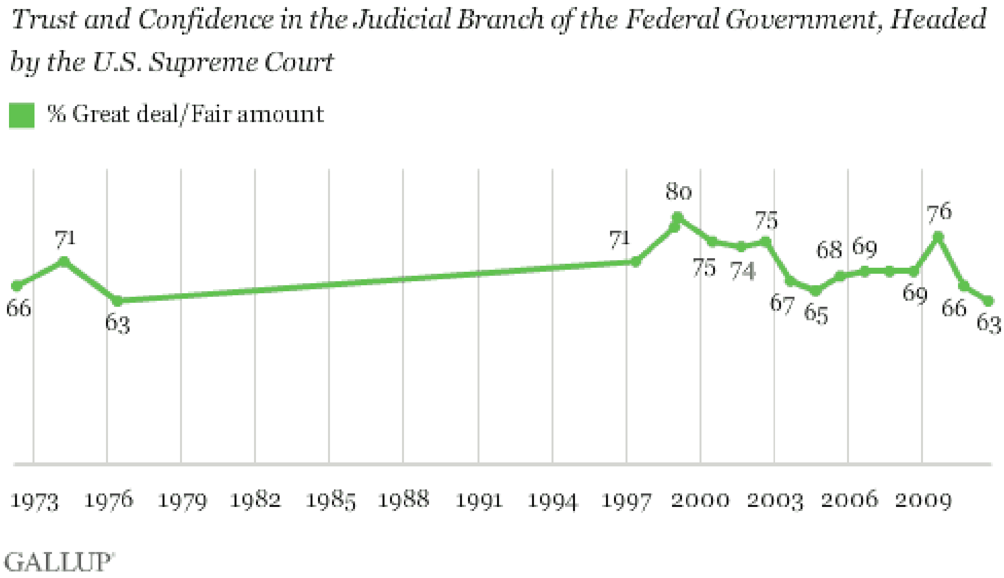
PRINCETON, NJ -- As the U.S. Supreme Court begins its 2011-2012 term, Americans' approval of the institution is now 46%, a drop of 5 percentage points in the last year and 15 points in the last two years. Since 2000, Gallup has recorded only one approval rating of the high court that is lower than today's: 42% in June 2005.



The new rating comes from Gallup's annual Governance poll, conducted Sept. 8-11. Americans have generally rated the Supreme Court positively; only once since 2000 have more disapproved than approved.

The drop in Supreme Court approval in the latest poll could be a result of the broader decline in Americans' trust in government in general, rather than a response to anything the court has done recently, because the court has been out of session since early summer.

Indeed, 63% of Americans in the same poll say they trust the judicial branch of the federal government, tying the low Gallup measured in 1976. However, Americans still have significantly more trust in the judicial branch than in either the executive or the legislative branch.

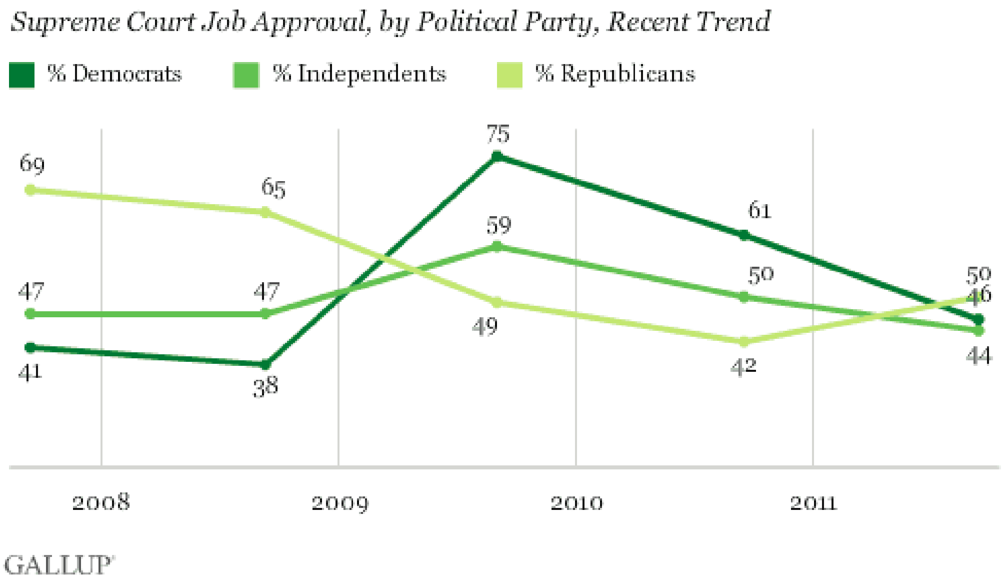


Declining trust in government institutions, including the Supreme Court, could be an outcome ofAmericans' broader dissatisfaction with the state of the nation in general and with the economy in particular.

Approval of Supreme Court Similar by Party

Republicans (50%), Democrats (46%), and independents (44%) have similar approval ratings of the Supreme Court, a departure from recent years.

The trend in approval by party shows Democrats' views becoming increasingly less positive, dropping from 75% approval in 2009 to 46% currently. Independents' ratings have also been trending downward the last two years, while Republicans are a bit more positive this year than last.



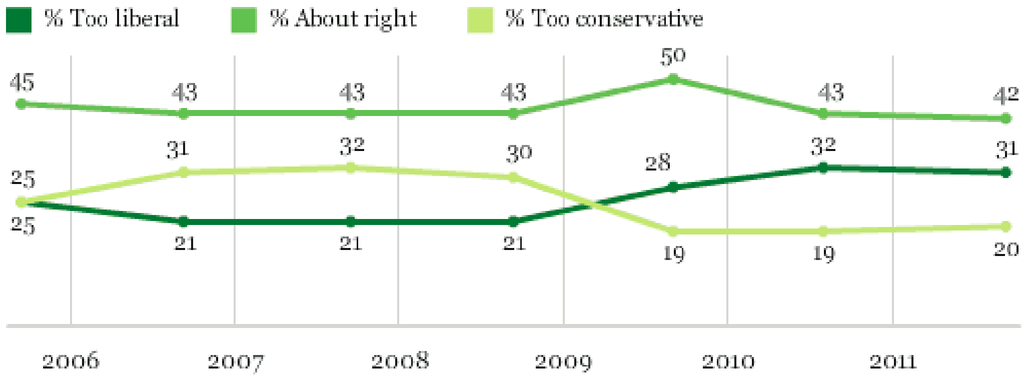
The rise in Democratic approval, and the fall in Republican approval, from 2008-2009 likely reflects the change in presidential administrations from George W. Bush to Barack Obama.

Obama has made two appointments to the court since he took office, with Sonia Sotomayor replacing David Souter in 2009 and Elena Kagan replacing John Paul Stevens in 2010.

Those replacements did not dramatically alter the ideological composition of the Supreme Court, with two left-leaning justices replacing two left-leaning justices, but Americans' perceptions of the court's ideology have changed in recent years. A plurality of Americans, 42%, believe the Supreme Court's ideology is "about right," but more believe it is "too liberal" than "too conservative." That has been the case in each of the last three years -- the first three years of the Obama administration. During the latter part of the Bush administration, 2006-2008, the public was more inclined to believe the court was too conservative.

In general, do you think the current Supreme Court is too liberal, too conservative, or just about right?

Recent trend



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Half of Republicans believe the Supreme Court is too liberal, with most of the rest saying it is about right. Democrats are about equally likely to say the court is too conservative as to say it is about right, with a much smaller percentage saying it is too liberal. A plurality of independents believe it is about right, though more say it is too liberal than too conservative.

Views of Supreme Court Ideology, by Political Party

	% Too liberal	% About right	% Too conservative
Democrats	15	40	37
Independents	30	44	19
Republicans	50	42	3

Gallup, Sept. 8-11, 2011

GALLUP

Implications

The Supreme Court is in theory a nonpartisan institution, one that is above politics. But the same forces that have caused Americans to lose trust in the presidency and Congress appear to be affecting the way Americans view the Supreme Court. In addition to the public's lower level of trust in the judicial branch of the federal government today than in recent years, the Supreme Court's approval ratings -- like those of Congress and the president -- are in the lower range historically.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Sept. 8-11, 2011, with a random sample of 1,017 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.

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 by region. Landline telephone 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.

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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.

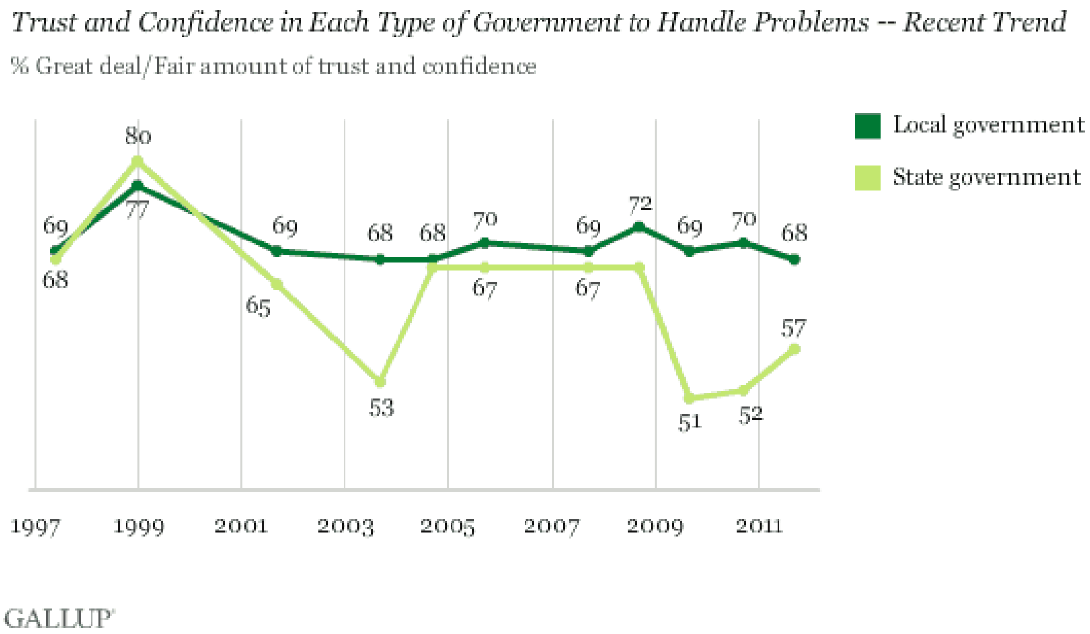
Source:http://www.gallup.com/poll/149906/Supreme-Court-Approval-Rating-Dips.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

192-43-19. In U.S., Local and State Governments Retain Positive Ratings

In contrast to low trust in Washington, majorities trust state and local governments

October 3, 2011

PRINCETON, NJ -- Two-thirds of Americans have a great deal or fair amount of confidence in their local governments to handle local problems, and a solid majority feel the same way about their state government.



Confidence in state government matched confidence in local government as recently as 2008; however, the former fell sharply in 2009 as statehouses across the country began to grapple with major budgetary problems, and it has yet to fully recover.

Still, Americans remain more confident in state and local government than in the two policymaking branches of the federal government, according to findings from the Sept. 8-11 update of Gallup's annual Governance poll.

Currently, less than a third of Americans have solid confidence in the legislative branch, with just 5% saying they have a great deal of confidence in it. Overall confidence in the executive branch is also muted, at 47%.

Trust and Confidence in Government Entities to Handle Problems

Sept. 8-11, 2011

	Local governments	State government	Executive branch	Legislative branch
	%	%	%	%
Great deal	19	15	17	5
Fair amount	49	42	30	26
Not very much	21	28	29	50
None at all	11	14	23	19
No opinion	1	1	*	*
	100%	100%	100%	100%
	%	%	%	%
Great deal/Fair amount	68	57	47	31
Not much/None	32	42	52	69

* Less than 0.5%

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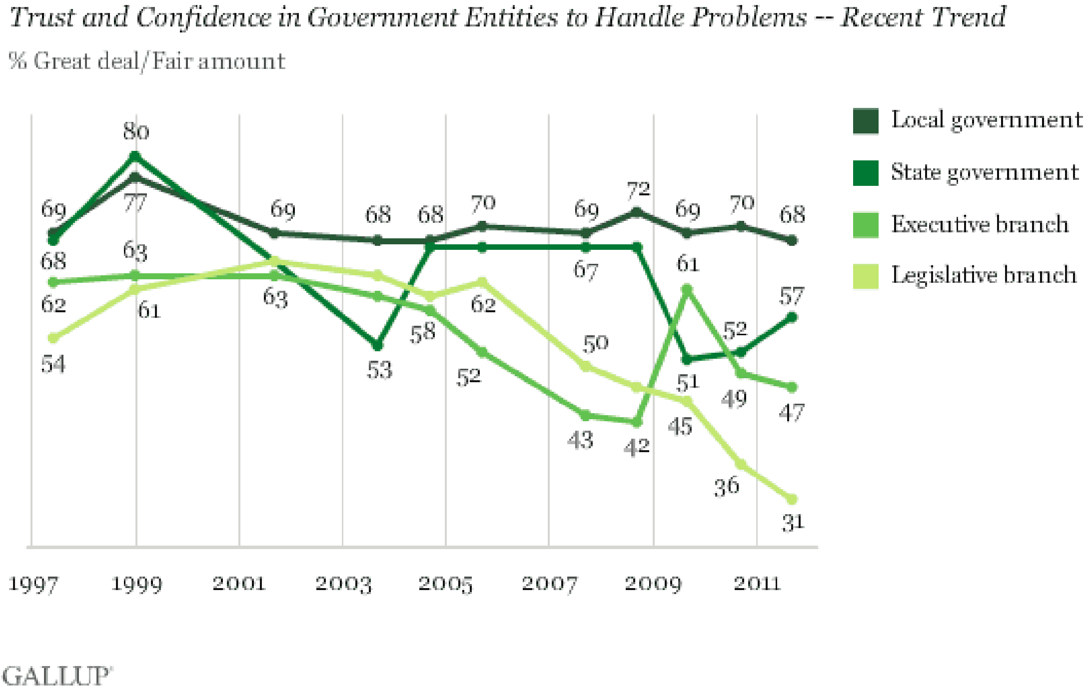
Americans' persistent high confidence in local government contrasts with their generally diminishing confidence in the legislative and executive branches over the past five or so years.

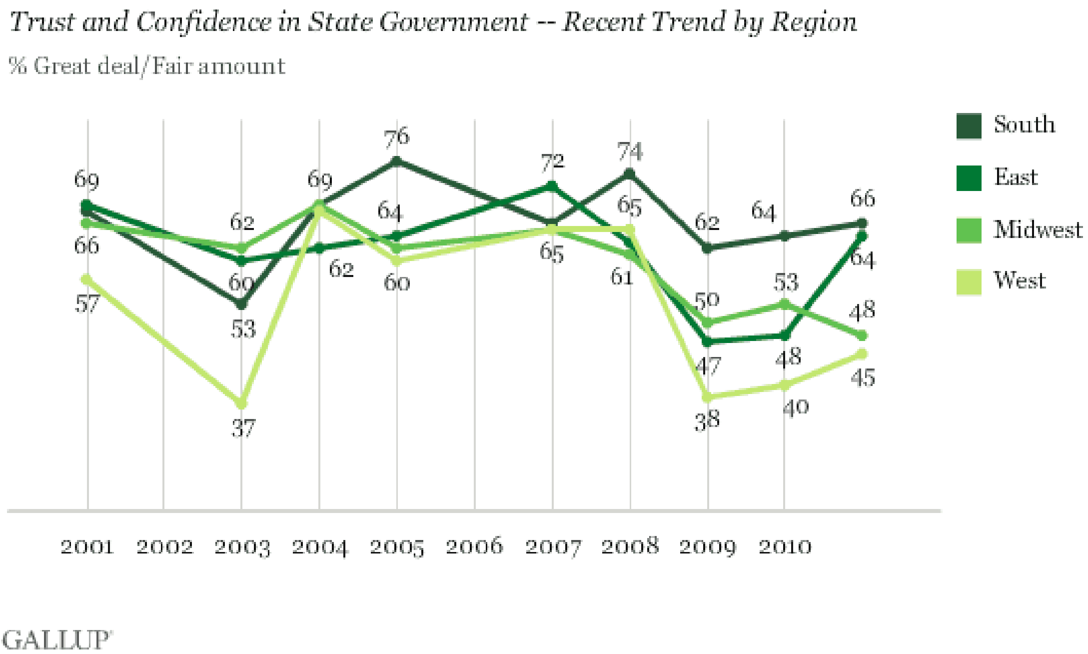
Confidence in the executive branch fell annually during George W. Bush's presidency from 2002 through 2008; it then surged in 2009 after President Barack Obama took office, but has since declined.

Juxtaposing all four trend lines makes it clear that local government has fared particularly well over time, being the only governmental entity not to have lost any of Americans' trust since 1997. Trust in state government is now 11 percentage points lower than in 1997, while trust in the executive and legislative branches is down by 15 points or more.



Southerners and Easterners Give States Highest Ratings

Residents of the South and East currently express the most confidence in their state governments and those in the Midwest and West, the least. Over the past decade, Gallup has generally found Southern residents on the upper end of trust in state government and Western residents on the lower end.



With the two major political parties broadly sharing control of the nation's statehouses and governors' mansions, national ratings of state government are far less partisan than are ratings of the legislative and executive branches of the federal government. Majorities of Republicans

(60%), independents (59%), and Democrats (52%) say they have a great deal or fair amount of confidence in their state government.

Bottom Line

Americans' confidence in local government remains high, as it has for more than a decade, amid plummeting ratings for the presidency and Congress, and occasional downturns in ratings of state governments. Currently, both local and state governments receive more public trust than does either the executive or the legislative branch. More broadly, recent Gallup polling shows Americans' faith in several aspects of the federal government at historical lows.

State and local governments cannot perform many of the policy roles for which the federal government is responsible. Yet state and local officials could find that the public trust they enjoy would provide them strong public support for taking more control from Washington of the areas they are already involved in, such as education, health and human services, transportation, environmental regulations, and crime control.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Sept. 8-11, 2011, with a random sample of 1,017 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.

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Source:http://www.gallup.com/poll/149888/Local-State-Governments-Retain-Positive-Ratings.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

192-43-20. Most Americans Prefer the Death Penalty for Convicted Murderers

(10/04/11) -

Only 12 per cent of respondents in the country think capital punishment is never appropriate.

A large proportion of Americans believe it is a good idea to allow prosecutors to seek the death penalty in murder cases, and a majority prefer capital punishment over life imprisonment for convicted murderers, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,020 American adults, 63 per cent of respondents think the death penalty is sometimes appropriate, while 17 per cent deem it always appropriate, and just 12 per cent believe it is never appropriate.

Across the country, seven-in-ten Americans (70%) support the possibility of prosecutors relying on the death penalty for murder cases in, while only one-in-five (20%) are opposed to this course of action.

Supporters of the death penalty believe that the punishment fits the crime (70%), and say that it saves taxpayers money and the costs associated with having murderers in prison (53%) serves as a deterrent for potential murderers (52%), and provides closure to the families of murder victims. One-in-four death penalty supporters (26%) think that murderers cannot be rehabilitated.

Opponents of the death penalty are concerned about a person being wrongly convicted and then executed (76%), believe that it does not serve as a deterrent for potential murderers (52%), and think it is wrong to take the murderer's own life as punishment (42%). Fewer respondents state that murderers should do their time in prison as indicated by a judge (36%) and 13 per cent believe that murderers can be rehabilitated.

When asked to select the appropriate punishment for convicted murderers in the United States, 56 per cent of respondents pick the death penalty, while 27 per cent choose life imprisonment.

Analysis

The regional fluctuations on these questions are not dramatic, although respondents in the Midwest are the least likely to deem capital punishment as inappropriate, and also the least likely to oppose the possibility of prosecutors relying on the death penalty for murder cases in the United States.

On the political front, Independents (76%) are closer to Republicans (83%) in their level of support for the death penalty. Democrats are lower (62%), but not truly opposed to capital punishment. However, while Republicans and Independents select the death penalty over life imprisonment by sizeable margins, Democrats are almost evenly split.

Americans who support the death penalty firmly believe that the punishment is adequate, and more than half also see it as a practice that saves taxpayers money and acts as a deterrent. Conversely, three-in-four opponents of capital punishment are worried about wrongful convictions.

Methodology: From September 21 to September 22, 2011, Angus Reid Public Opinion conducted an online survey among 1,020 American adults who are Springboard America panelists. The margin of error—which measures sampling variability—is +/- 3.1%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of the United States. Discrepancies in or between totals are due to rounding.

Source: http://www.angus-reid.com/polls/44070/most-americans-prefer-the-death-penalty-for-convicted-murderers/

192-43-21. Half Of Canadians Always Check Grocery Flyers Before Shopping

6 October 2011

TORONTO — Leading global market research firm Synovate today released a new study showing that 47% of Canadian households always check grocery flyers before shopping. A further 24% said that they review grocery flyers quite often, indicating that each week approximately 7-in-10 Canadian homes check grocery flyers either quite often or always.

Checking grocery flyers before shopping is most prevalent in the Atlantic region (where 56% of households always do so) and lowest in Alberta (33%). Interestingly 75% of households nationally with children aged 18 and under sometimes or always check grocery flyers each week, compared with 70% of homes without kids - indicating that the effect of the recent recession has made the majority of Canadians highly budget conscious when it comes to grocery shopping, regardless of whether they have children at home or not.

Flyers are one of the most visible and widespread marketing tools used by grocery stores to connect with and lure customers, but how effective are flyers at engaging consumers? Are most merely flipping quickly through the flyer or are they actually reading it in detail?

According to Synovate's Grocery Tracker, an ongoing quarterly syndicated survey, the average time spent checking a grocery flyer each week nationally is just over 20 minutes. Households in Atlantic Canada spend the most time reviewing a grocery flyer (just over 21 minutes); while those in Ontario and BC invest the least amount of time reading flyers (a little under 18 minutes per week). A core group of grocery shoppers are highly committed to spending time perusing flyers, with nearly 1-in-3 grocery shoppers nationally stating that they spend 30 minutes or more checking flyers every week.

When asked if something that they saw in a flyer prompted them to shop at the store, the response varies somewhat by retailer, but is high across the country. So 91% of Maxi shoppers in Quebec say they visit the store as a result of its flyer. As do 84% of No Frills shoppers, 64% of Longo's shoppers in Ontario, as well as 70% of Save-On shoppers and Safeway shoppers in BC. All of which suggests that the most price conscious grocery shoppers are motivated to use flyers to compare prices across different chains and will visit those stores in their area which offer the most attractive prices.

"Today's grocery sector is extremely competitive and the battle to attract shoppers is intense. The majority of Canadian consumers are very price conscious when it comes to grocery shopping. Flyers are one of the most established and simplest ways to reach out to and communicate with grocery shoppers. It's clear that checking flyers every week is the norm for many grocery shoppers, who are using them as a time saving means to comparison shop different retailers from the comfort of their home" said Adrian Murphy, Vice President of Syndicated Research North America for Synovate.

About the survey

Over 36,000 Canadian adults aged 18+ were surveyed in the four quarters ended June 2011 through Synovate's ongoing syndicated grocery customer experience survey. Respondents for this survey were selected via a systematic random sample from among those who have agreed to participate in Synovate Panel surveys. The Synovate online panel is composed of around 115,000 Canadian households who have been recruited to regularly participate in Synovate's online surveys. Data was projected to represent the entire Canadian household population based on census data from Statistics Canada, using various weighting factors including income, region and population density.

Source:http://www.synovate.com/news/article/2011/10/synovate-survey-reveals-that-half-of-canadians-always-check-grocery-flyers-before-shopping.html

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AUSTRALASIA

192-43-22. "Australia's Constitutional Future: Opinion Polling"

Presented to

Australians for Constitutional Monarchy

October 8, 2011

Presented by

Gary Morgan, Michele Levine & Julian McCrann

Roy Morgan Research Pty. Ltd.

If a Referendum were held today, the result would be the same as the 1999 Republic Referendum that we did have, **Australia would remain a constitutional monarchy – and by a clear margin**.

At the time of the 1999 Referendum, a majority of Australians (54%) did profess to support a Republic in preference to the Monarchy (38%); however divisions on what type of Republic meant a majority of Australians preferred to stay with a working system of Government rather than vote for an uncertain and ill-defined Republican model. Since the Referendum, Australians have grown increasingly supportive of the Monarchy.

The most recent polling done in May 2011 by the Morgan Poll shows support for the Monarchy is now 55% (up 17% since 1999) compared to support for a Republic at (34%, down 20%) the lowest support for a Republic since the bicentennial in 1988 (29%).

	Total Respondents															
	Jun 1953*	Oct 1969*	Dec 1975	Apr 1977	Aug 1981	Jan 1983	Jan 1984	Jul 1988	Jul 1991	Mar 1992	Apr 1993	Dec 1993	Nov 1994	Jul 1995	Jun 1996	Sep 1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Monarchy	77	64	61	62	59	60	62	64	56	49	38	48	40	39	42	37
Republic	15	24	28	26	28	28	30	29	36	44	52	44	50	49	47	53
Undecided	8	12	11	12	13	12	8	7	8	7	10	8	10	12	11	10
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

**Electors 18+*

	Total Respondents								Aged 18+			
	Dec 1997	Feb 1998	Nov 1999	Mar/Apr 2000	Feb 2005	May 2008	Nov 2010	May 3/4 2011	Total 18+	Electors	Non-electors	Aged 14-17
	%	%	%	%	%	%	%	%	%	%	%	%
Monarchy	38	37	38	39	40	42	48	55	55	55	54	55
Republic	51	52	54	49	51	45	42	34	34	35	28	31
Undecided	11	11	8	12	9	13	10	11	11	10	18	14
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

In the present day the Monarchy Republic debate is **provocative** but **irrelevant**. Note it is the **debate** I refer to, not the real issue of whether the Governor-General of Australia should be able to force an election by sacking the Government.

Provocative, stirring, news-grabbing, because it draws on issues of the Queen, England, our history, our roots, etc. - all good stirring stuff.

But **irrelevant**.

Nearly sixty years ago my father, Roy Morgan, first polled the Monarchy Republic issue (In 1953). Given the lessons of recent history, no doubt we will still be polling in another 60 years the issue with the same question:

*"In your opinion, should Australia remain a **monarchy** - or become a **republic** with an elected President?"*

On numerous occasions before my father died in 1985 I asked him why he added the words "*with an elected President*". His reply was always the same: "*because for a republic you must have an elected President and it is an issue on which Australians will never reach agreement*".

This is a point my father was proved 100% correct on at the time of the 1999 Republic Referendum.

My father also had strong views on any number of issues. I remember well as a young boy being told by him that:

All Upper Houses (State and Federal) should be abolished; (Which has only been carried out in Queensland – in 1922!)

Minor parties (The Greens, Democrats, DLP) and Independents (One only need look at the current Government to see this) are the curse of Australian politics;

The "pound" should be known as a "dollar"; and definitely not a "crown" or "royal"; (and certainly never part of a so-called 'multi-national currency' like the euro!)

In Australia British titles were outdated and should be replaced by Australian honors;

Hereditary titles perpetuated mediocrity;

And it was ridiculous for the British titled to be given positions of authority in Australian business due to their inherited title (rather than any business acumen);

Inherited wealth should be eliminated over 3 generations through death duties; and

Australia should be a Republic based on a Federal System, i.e. maintaining (or even increasing) the power of the States.

I now agree with my father that Australia will never be a Republic until politicians agree that the people must elect the President. As we all know, one thing politicians hate doing is giving up any power they have to the people!

In our most recent Morgan Poll on the issue of Monarchy v Republic, we asked how Australians viewed the succession – and who should be the next Monarch after the Queen passes.

If Prince Charles were to be crowned King, slightly more Australians (47%) would prefer Australian remain a Monarchy rather than become a Republic (45%).

However, if his son Prince William were to be crowned King, a clear majority of Australians (55%) would prefer Australia remain a Monarchy rather than become a Republic (35%).

Clearly Prince William is preferred to his father, although it must be taken into account this Morgan Poll was conducted in the week after Prince William married Catherine Middleton at Westminster Abbey on April 29, 2011.

Should Australia remain a Monarchy if Prince Charles were crowned King?

Respondents who answered 'Monarchy' or 'Undecided' in Question 1 were then asked: *"If Prince Charles were to be crowned King, in your opinion, should Australia remain a MONARCHY - or become a REPUBLIC with an elected President?"*

	Total Respondents				Electors by Party Vote						
	Feb 16/17 2005	May 3/4 2008	Nov 2010	May 3/4 2011	Electors	ALP	L-NP	Greens	Family First	Others	Can't say
	%	%	%	%	%	%	%	%	%	%	%
Monarchy	30	33	41	47	47	39	58	33	38	34	48
Republic	61	56	51	45	46	55	35	58	62	52	36
Undecided	9	11	8	8	7	6	7	9	-	14	16
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Should Australia remain a Monarchy if Prince William were crowned King?

Respondents were then asked: *"If Prince William were to be crowned King, in your opinion, should Australia remain a MONARCHY - or become a REPUBLIC with an elected President?"*

	Total Respondents			Electors by Party Vote					
	Nov 2010	May 3/4 2011	Electors	ALP	L-NP	Greens	Family First	Others	Can't say
	%	%	%	%	%	%	%	%	%
Monarchy	48	55	55	43	71	39	38	42	48
Republic	43	35	36	49	22	51	62	43	24
Undecided	9	10	9	8	7	10	-	15	28
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

The problem with the type of Republic Australia should become was clearly put to me by Barry Jones (**A noted supporter of an Australian Republic**) in his letter to me in early 1992, when he stated:

"I have been meaning to write to you for some time now to suggest changing the wording in future Morgan Polls on whether Australia should become a republic.

"I don't have the precise wording of your question in front of me but it can be inferred from press reports. For example, **TIME** (April 6, 1992) says: 'Republicanism is surging towards majority support in Australia, the Morgan Poll has found, with 44% of people favouring a republic **headed by an elected President'** (my emphasis).

"I think your question is inappropriate.

"I know of no republican advocates, certainly not spokesmen for the Australian Republican Movement, who advocate a republic with an elected President."

He then went on to say:

"The form of the question has probably led to a serious understatement of republican sentiment in the past. (It would have been even lower if you had offered the choice of a 'republic headed by a child molester'!)

"I detect no enthusiasm for an **elected** President because such an office would be incompatible with the existing Parliamentary system, with a Prime Minister and Cabinet answerable to the Lower House. An elected President would be an alternative focus of political power and continual tension between a directly elected President and an indirectly elected Prime Minister would be intolerable."

What then are the alternatives? Barry Jones suggested:

(1) "An Australian Republic in which the Governor-General is replaced by a non-controversial appointed President, but remaining with the Commonwealth;

(2) A Republic with direct election of a President, as in the U.S. or France, replacing the existing system of Prime Minister and Cabinet;

(3) A Republic with direct election of a President in which a President and Prime Minister share power; or

(4) The status quo with an appointed Governor-General representing the Queen and the existing system of Prime Minister and Cabinet, within the Commonwealth."

Barry Jones' guess support for each was as follows:

Ref: [c:(1)	45 %	(2)	10 %	(3)	5%	(4)	30 %	and undecided 10%

He then went on to say:
"The Republican Movement argues that in an Australian republic the President would be chosen by the Parliament. If there was a joint sitting for the present elections requiring a qualified majority, say 75%, this would present a partisan figure being chosen (unless, like Bill Hayden, he undertook to act in a non-partisan way). It would be far more likely that figures like former Governors-General Cowen and Stephen would get up.
"The prospect of 'an elected President' is simply not on the political agenda.
"It is a 'ghost that walks' only in Morgan Polls. Nobody else is suggesting it."
In my reply I stated:
"We repeated my father's (ghost) 1953 question to see the trend. Many would argue that a joint sitting of Parliament requiring 75% majority would create an 'Italian style' (not U.S. or French) Parliament with some interesting alliances.
"With your suggestion (1) I assume the 'Governor-General' would be appointed as now by the Prime Minister. I'm not sure how a person gets a 'non-controversial' classification - I've been trying for the last few years but never seem to get the gong!
"If a 75% majority were required to elect the President, what would be required for his removal?"
Unfortunately the Republican Movement are unresponsive to the issue that **the people of Australia do not trust nor want politicians to obtain more power** (only 14% of Australians rate Federal Members of Parliament **highly** for ethics and honesty in the latest Roy Morgan Image of Professions survey conducted in March 2011).

In February 1998, during the Constitutional Convention on whether Australia should become a Republic, the Morgan Poll showed that if Australia became a Republic, 68% of Australians wanted the President of Australia elected by the people and only 25% by politicians. A very different result than Barry Jones' guess of 15%!

This was also a result that meant the chances of an Australian Republic being supported at the following year's 1999 Republic Referendum by the Australian people was already zero.
This fact was borne out by the clear defeat of the Republic. The Republic was voted down in every Australian State and the Northern Territory, **only the public servants in Canberra** supported the Republic.
Source: http://www.roymorgan.com/resources/pdf/papers/20111001.pdf

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MULTI-COUNTRY SURVEYS

192-43-23 Britons and Canadians More Open to Palestinian State than Americans

(10/06/11) -

However, practically half of respondents in the three countries believe that a solution to the conflict will never be reached.

The call issued by Palestinian leaders last month to request full status as a state in the United Nations (UN) has been heeded differently by people in Britain, Canada and the United States, a new three-country Angus Reid Public Opinion poll has found.

In the online survey of representative national samples, 49 per cent of Britons say they would want their government to recognize a Palestinian state, while 18 per cent disagree. In Canada, 43 per cent of respondents also want their own government to recognize a Palestinian state, while 31 per cent disagree. Americans are evenly divided on this issue (Agree 34%, Disagree 34%).

The results are almost identical on the question of what the UN should do with this request from the Palestinian Authority, with half of Britons (50%), a slightly smaller proportion of Canadians (45%) and a third of Americans (34%) calling for the world body to support the bid for full statehood.

Britons are more likely to say they sympathize with the Palestinians (20%) than with the Israelis (10%) when thinking about the Middle East. Conversely, Canadians tend to side with Israel (17% to 12%), while Americans choose Israel over the Palestinians by a 6-to-1 margin (30% to 5%).

More than half of Canadians (53%), half of Americans (49%) and a slightly smaller proportion of Britons (45%) believe that a solution to the conflict between Israel and the Palestinians will never be reached.

Methodology: From September 28 to September 30, 2011 Angus Reid Public Opinion conducted an online survey among 1,003 Canadian adults who are Angus Reid Forum panellists, 1,007 American adults who are Springboard America panellists, and 2,115 British adults who are Springboard UK panellists. The margin of error—which measures sampling variability—is +/-3.1% for Canada and the United States, and 2.2 per cent for Great Britain. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of Canada, the US and Great Britain. Discrepancies in or between totals are due to rounding.

Source:http://www.angus-reid.com/polls/44079/britons-and-canadians-more-open-to-palestinian-state-than-americans/

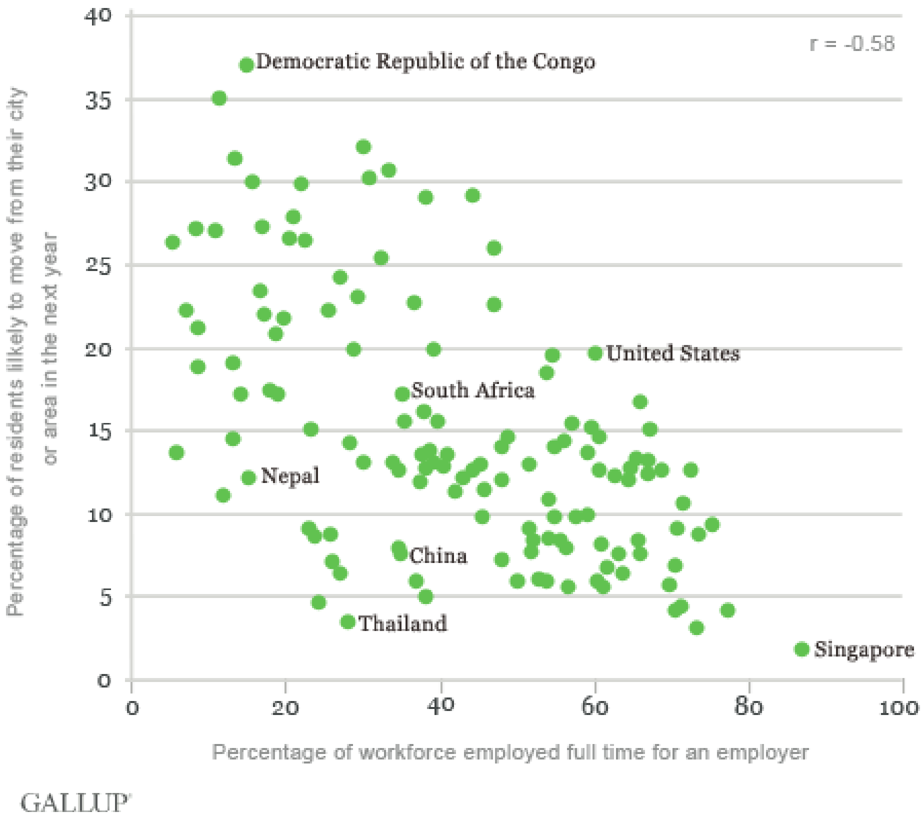
192-43-24. Worldwide, Residents Stay Where the "Good Jobs" Are

They are also likely to recommend their communities to others

October 3, 2011

WASHINGTON, D.C. -- Gallup's worldwide research documents a clear relationship between "good jobs" and community attachment. In countries where more people in the workforce are employed full time for employers, residents are more likely to be satisfied with the communities they live in, more likely to recommend them to others, and considerably *less* likely to say they will probably leave them in the next year.

Intent to relocate higher in countries where fewer people have "good jobs"



Each point in the scatterplot graph represents one of 134 countries where Gallup asked residents about their employment status, as well as a series of questions that gauge their level of attachment to the place they live. The downward-sloping pattern indicates that as the percentage of those in the workforce who say they are employed full time for an employer increases, the proportion of all residents who say they're likely to move away from their city or area tends to decrease. Simply put, where more full-time employment exists, people are more rooted to their communities.

Gallup has found worldwide that people who work full time for an employer -- have good jobs -- rate their overall lives better than any others in the workforce. In *no* country where a relatively high proportion of people have good jobs is there also a high proportion who say they are likely to leave their communities.

However, there are some countries where few workers are employed full time for employers, and where residents are unlikely to leave their communities. Several of these have isolated populations, including the African island nation of Madagascar and Nepal in the Himalayas. In such places, residents may be unable to relocate even if they'd like to.

Good Jobs, Stable Communities

Among the indexes Gallup tracks worldwide, community attachment is the most strongly related to good jobs -- but both are vital to building a society that fosters wellbeing and productivity. Still, the relationship between them doesn't necessarily mean that one variable *causes* another. Other factors may affect each of them. For example, chronic conflict like that in the Democratic Republic of the Congo affects employment opportunities and the quality of community life. And in all countries, per-capita GDP and other traditional economic indicators influence employment and community attachment. However, the relationship between the prevalence of full-time jobs and residents' intent to leave their communities remains strong even after taking per-capita GDP into account.

Even among countries where residents have similar living standards, the ones with more good jobs also tend to have greater community attachment. Among countries where more than 40% of the workforce is employed full time for an employer, a median of 11% of residents say they're likely to leave their communities in the next year, versus 17% in countries where fewer workers have this employment status. The median percentages of residents who are satisfied with their communities and who would recommend them to others are also higher in countries where more workers have these good jobs.

Community Attachment Higher in Countries With More "Good Jobs"

Median values among countries in each category

	Countries where more than 40% of workforce is employed full time for an employer	Countries where 40% or less of workforce is employed full time for an employer
Residents satisfied with their city or area	83%	73%
Residents likely to recommend their city or area to others	72%	66%
Residents likely to move from their city or area in the next 12 months	11%	17%

All data collected 2009-2011

GALLUP

Implications

The strength of the link between good jobs and community attachment highlights how important job creation is to the future of communities and entire societies. Worldwide, cities where full-time employment for employers is stagnant or declining risk being hollowed out as they fail to provide residents with the hope and purpose that comes with a good job.

Cities that have figured out how to establish favorable conditions for job creation, on the other hand, are likely to reap the benefits. Gallup's data suggest they are more likely to retain the talents and energy of their existing populations as well as attract talented workers and entrepreneurs who have left other communities with fewer jobs. These cities are most likely to thrive as the global economy regains its footing and to serve as growth engines for their countries.

For complete data sets or custom research from the more than 150 countries Gallup continually surveys, please contact SocialandEconomicAnalysis@gallup.com or call 202.715.3030.

Survey Methods

Results are based the most recent data available from 134 countries from telephone and face-to-face interviews with approximately 1,000 adults, aged 15 and older, conducted in 2009, 2010, and 2011. Data were collected in 85 countries in 2011, 40 countries in 2010, and 9 countries in 2009. For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error ranged from a low of ±1.4 to a high of ±4.7. 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/149894/Worldwide-Residents-Stay-Where-the-Good-Jobs-Are.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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192-43-25. Biggest Ever Study Of Global Affluence Shows 80% Of World's Wealthy Are Still In The West

Email this to a friend

06.10.2011 United Kingdom

TNS's Global Affluent Investor reveals chequered picture of world affluence

London, 6th October, 2011: World-leading research company TNS has today unveiled the results of the biggest global study into the attitudes and investment priorities of the affluent - painting a timely picture of wealth, post global recession.

While the United States still ranks as the world's most prosperous country, with 31m affluent households, the study reveals that the emerging economies of India and China have overtaken many European countries in this measure of consumer wealth.

Based on interviews with 12,000 people across 24 markets including China, Brazil and India, TNS's Global Affluent Investor study shows that the growth of developing economic powerhouses is already starting to impact personal fortunes, among households with more than $100,000 investable assets**[1]**.

It also shows that emerging markets now rival their developed counterparts in terms of the amount that people have to invest. UAE and India appear in the top five countries where the affluent have more than $1m investable assets on average, alongside Singapore and Hong Kong. The only Europeans to feature in this top five are the Swedish, whilst the UK and France are the least likely in Europe to have these levels of investable assets.

While incidence of affluence would naturally be higher in small, wealthy countries like Luxemburg (29%) and Singapore (20%), there are huge contrasts in markets with large populations; while 27% of the US are affluent this falls to around 1% in India and China. This demonstrates a great contrast in wealth distribution within emerging markets, even where the actual number of affluent households is high and highlights a need for very precise marketing strategies to reach the right audience.

Reg van Steen, Director Business and Finance, TNS, comments: "When examining global incidence of affluence, it's not only size that matters. We wanted to identify the growth potential of each market – and our research confirms that emerging markets will become new centres of affluence in coming years. India and China have already surpassed major European markets like Germany and France. It's interesting to see that the entrepreneurial spirit of people in these markets is already paying off in terms of personal wealth."

Fundamental social shifts are unearthed when examining the demographics of the world's affluent. While they average 57 years old in North America and Northern Europe, this falls to the early 40s in Australia, Singapore and Hong Kong. While men are the primary decision makers among affluent households in India (80% men) and Central Europe (79%), the balance is spread far more evenly in North America (45% men).

TNS's findings also demonstrate regional contrasts in terms of what the affluent actually invest in. While the Chinese, Indian and German affluent are keen investors in precious metals (cited by 35%, 33% and 23% of respondents respectively), this falls to just 3% in Sweden, Norway and the Netherlands, and 2% in Denmark and Israel.

Reg van Steen continues: "Despite today's pan-global financial trends, it's important to recognise the diversity in local preferences when it comes to asset allocation. We detected big differences between markets, even when they border each other geographically: only 5% of Norwegians invest in bonds, compared to 31% of the Swedes. And while the popularity of commodities fluctuates at a global level, they are very popular among India's affluent. These are the insights that make all the difference when trying to engage the wealthy with a specific product or service."

~ ends ~

About TNS's Global Affluent Investor

The Global Affluent Investor is a unique programme that delivers valuable insights into the investment behaviour of affluent households worldwide.

The Global Affluent Investor covers 24 markets worldwide: US, Canada, Brazil, Netherlands, Belgium, Luxemburg, France, Germany, UK, Sweden, Finland, Norway, Denmark, Italy, Portugal, Spain, Czech Republic, UAE, Israel, Hong Kong, China, India, Singapore, Australia.

Fieldwork for this study was conducted online in the period May-August 2011. In total 12,092 decision makers of affluent households were interviewed for the Global Affluent Investor.

About TNS

TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and stakeholder management, based on long-established expertise and market-leading solutions. With a presence in over 80 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviours and attitudes across every cultural, economic and political region of the world.

TNS is part of Kantar, one of the world's largest insight, information and consultancy groups.

Source:http://www.tnsglobal.com/news/news-E3D2655B5DD64D8A8E04BBD057060B66.aspx

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CYBER WORLD

192-43-26. Amazon Lights A Fire Under The Tablet Market

London, 4th October 2011: The launch last week of the Kindle Fire is set to reignite the already fierce tablet war – and, with this audacious and incendiary move, potentially eliminate all comers to create a two-horse race between Amazon and Apple.

YouGov believes that £250 is the price point where the tablet market will take off*. Tablets will fail to be a mass market product until the price comes down to this price point. But given Amazon's US launch price for its Kindle Fire at $199 versus the iPad2 at $499, we can only expect the same pricing differential in the UK and other global markets.

"Apple is far and away the current UK market leader in terms of brand awareness, preference and price," says Russell Feldman, Associate Director for Technology and Telecoms Consulting at YouGov. "But the introduction of the Kindle Fire, with its compelling features and even more attractive price, will make it very hard indeed for other players to compete. The Kindle Fire benefits not only on price and specifications, but also in the value and trust consumers have in the Amazon brand. What's more it has the potential to be a major gamechanger given the depth of Amazon's downloadable content as well as its burgeoning application store – something that has underpinned consumers' loyalty to Apple over other tablets running an Android OS."

Research from YouGov's TabletTrack confirms Apple's superiority in the tablet market as it stands. Already trailing the iPad2 on brand preference among UK consumers, tablets from manufacturers like Acer, HTC, Motorola, LG and Samsung now face almost impossible competition as the Kindle Fire joins the fray. These competitors are already trailing below the iPad2 which scores significantly higher in consumer awareness, consideration and expectation levels than its rivals.

The research reveals low consumer consideration and expectation levels for a non-Apple brand. 72% of "hot prospects" (respondents who are keen to get a tablet) will consider purchasing an iPad2 with a further 61% expecting to get one. However, the next most popular tablets are the out of date iPad1 at 14% followed by the original Samsung Galaxy Tab at 7%. Other competitors fared even worse, with just 3% of "hot prospects" expecting to get a HTC, 3% a BlackBerry and just 1% favouring an Acer.

Feldman added "This is the mountain Android-based tablets need to climb, but by launching a rival ecosystem at an extremely competitive price, Amazon is likely to make a rapid approach to the summit, at the expense not necessarily of Apple, but of its rival Android stable mates."

YouGov's TabletTrack study surveys quarterly tablet usage, attitudes and satisfaction.. The next wave of TabletTrack is due in November 2011.

Notes to editors

All figures, unless otherwise stated are from YouGov Plc. Total sample size was 3,481 respondents, of which 1,462 were tablet owners and 2,074 nationally representative respondents. Fieldwork was undertaken between 29th July - 5th August 2011. The survey was carried out online.

*Pricing analysis taken from Tablet Track wave 3. Total sample size was 4,271 respondents, of which a nationally representative sample of 2,115 participated in the pricing research. Fieldwork was undertaken between 8th-14th February 2011. The survey was carried out online.

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