BUSINESS AND POLITICS IN THE MUSLIM WORLD

Global Opinion Report No. 193

Week: October 09-15, 2011

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Introductory Note

This week report consists of 29 surveys. Five of these are multi-country surveys while the rest of 24 are national surveys from across the world.

SUMMARY OF POLLS

MIDDLE EAST

UN Initiative, Peace Process, Elections and Evaluation of Leaders

Approximately 65 percent of Palestinian respondents said they supported the leadership's bid for UN statehood. The level support did not increase since AWRAD's June 2011 poll, when 64 percent voiced support for the initiative. 37 percent believed that UN initiative advanced the Palestinian cause. Forty-four percent, however, did not see it changing the situation. (AWRAD)

October 13, 2011

WEST ASIA

Only 18% Of Pakistanis Think Their Country Is Headed In The Right Direction

The results of a Gilani Research Foundation Survey carried out by Gallup Pakistan revealed that only 18% of Pakistanis think their country is headed in the Right direction; ironically the figure is even lower in America where 13% believe their country is headed in the right direction. (Gallup Pakistan)

October 14, 2011

SOUTH ASIA

India's Affluent Consumers Prefer Larger Pack Sizes To Combat Inflation

During inflationary times, more affluent, Indian shoppers prefer larger packs for consumer products rather than seasonal sales in order to economize. These were the findings of a new study by Nielsen, a leading global provider of insights and analytics into what consumers watch and buy. (Nielsen India)

October 10, 2011

SUB-SAHARAN AFRICA

Two-Thirds Of Metro Dwellers Are Aware Of The Upcoming Census

Sixty-nine percent of metro adults are aware of the upcoming Census that begins next week. However, just over a quarter of metro adults – 28% - said that they are not aware of the census exercise. Only 3% gave a "don't know" response. (TNS South Africa)

October 03, 2011

Support For Julius Malema Continues To Fall

Seventeen percent of metro adults support what Julius Malema says and does. This is down from the 21% measured in mid-2010 and the 27% seen in at the end of 2009. These figures were released today by TNS South Africa, South Africa’s leading marketing and social insights company. (TNS South Africa)

September 27, 2011

President Zuma’s Approval Level In Metro Areas Shows A Slow Decline

In 2009, President Zuma’s approval levels were good, averaging in the mid-fifties. After a year of volatility during 2010, President Zuma’s approval level for September 2011 shows a slow decline – 45% of metro adults approve of the way the President is doing his job, compared with. (TNS South Africa)

September 27, 2011

EAST EUROPE

Economic Situation And Standard Of Living In Poland, Czech Republic, Slovakia and Hungary

In all countries belonging to the Visegrad Group, people who believe that their countries' economic situation is good belong to the minority. Poles most frequently claim that this situation is average, however nearly as many people think it is bad. (CBOS)

August 2011

NORTH AMERICA

U.S. Satisfaction Remains Low, Economic Concerns High

Americans' satisfaction with the way things are going in the United States remains low at 13% in October, similar to the 11% last month and still among the lowest on record. (Gallup USA)

October 12, 2011

Romney Competitive With Top GOP Rivals Among Conservatives

Gallup's most recent update of Republican preferences for the 2012 presidential nomination, conducted prior to this week's candidate debate in New Hampshire, finds that, among conservatives, Mitt Romney is tied with Rick Perry at 18%, though both candidates slightly trail Herman Cain, at 23%. Additionally, Romney enjoys a sizable lead over both of his chief rivals among the smaller bloc of moderate/liberal Republicans. (Gallup USA)

October 14, 2011

"Generic" Republican Continues to Lead Obama in 2012 Vote

U.S. registered voters, by 46% to 38%, continue to say they are more likely to vote for the Republican presidential candidate than for Barack Obama in the 2012 presidential election. The generic Republican led by the same eight-percentage-point margin in September, and also held a lead in July. The August update, conducted just after an agreement to raise the federal debt limit, had Obama with a slight edge. (Gallup USA)

October 14, 2011

Americans Say Government Was Right to Eliminate Islamist Militant

Almost half of respondents think this kind of action is warranted when there is strong evidence of a person’s involvement in terrorist activities. A large proportion of Americans believe the U.S. Government made the correct decision in killing a U.S. born Islamist militant in a drone strike last month, a new Angus Reid Public Opinion poll has found. (Angus-Reid)

October 14, 2011

Americans' Access to Basic Necessities at Recession Level

Fewer Americans had access to basic life necessities in September. The nation's Basic Access Index score fell to 81.4 last month -- on par with the 81.5 measured in February and March 2009 amid the recession. (Gallup USA)

October 13, 2011

In a Down Economy, Fewer Births

A sharp decline in fertility rates in the United States that started in 2008 is closely linked to the souring of the economy that began about the same time, according to a new analysis of multiple economic and demographic data sources by the Pew Research Center. (Pew Research Center)

October 12, 2011

Strong on Defense and Israel, Tough on China

The Tea Party has emerged as a political force on domestic issues, especially the national debt and the size and role of the federal government. Republican supporters of the Tea Party movement also have a distinct approach to national security and America’s role in the world. Tea Party Republicans favor an assertive foreign policy, are strong supporters of Israel and take a hard line against illegal immigration. (Pew Research Center)

October 7, 2011

Wall Street Protests Receive Limited Attention

Americans continued to closely track news about the nation’s struggling economy last week, and paid only modest attention to a fast- growing media story – the anti-Wall Street protests in New York and other cities. (Pew Research Center)

October 12, 2011

Occupy Wall Street Drives Economic Coverage

The economy reclaimed its perch at the top of the news agenda as the No. 1 story last week, largely driven by dramatically increasing media attention to the Occupy Wall Street demonstrations. (Pew Research Center)

October 05, 2011

In U.S., Support for Death Penalty Falls to 39-Year Low

Sixty-one percent of Americans approve of using the death penalty for persons convicted of murder, down from 64% last year. This is the lowest level of support since 1972, the year the Supreme Court voided all existing state death penalty laws in *Furman v. Georgia.* (Gallup USA)

October 13, 2011

U.S. Students' Entrepreneurial Energy Waiting to Be Tapped

Many students in the U.S. have entrepreneurial aspirations and energy that couldhelp drive future job creation in the country. Nearly 8 in 10 students (77%) in grades 5 through 12 say they want to be their own boss, 45% say they plan to start their own business, and 42% say they will invent something that changes the world. (Gallup USA)

October 13, 2011

At 13%, Congress' Approval Ties All-Time Low

The percentage of Americans who approve of the job Congress is doing returned to 13% in October, matching the all-time Gallup low on this measure, first recorded in December 2010 and repeated in August. (Gallup USA)

October 12, 2011

Cain's Momentum, Perry's Decline in Positive Intensity Continue

The upward trend continues in Republicans' ratings of presidential candidate Herman Cain, as does the downward trend in their ratings of Rick Perry. Cain's Positive Intensity Score has increased to 34 among Republicans familiar with him, while Perry's has dropped to 7 in Gallup's latest update. Cain's score is the best any candidate has registered during the campaign this year. (Gallup USA)

October 11, 2011

Economic Confidence Stabilizes at Low Levels

Gallup's Economic Confidence Index is at -49 for the week of Oct. 3-9. This is one percentage point better than the -50 for the previous week, but substantially lower than it was earlier in 2011, and 20 points lower than it was a year ago. (Gallup USA)

October 11, 2011

Cain Surges, Nearly Ties Romney for Lead in GOP Preferences

Republicans' support for Herman Cain has surged to 18%, their support for Rick Perry has sagged to 15%, and their support for Mitt Romney remains relatively stable at 20%. However, Romney's support is matched by the 20% of Republicans who are unsure which candidate they will back for the Republican nomination in 2012. (Gallup USA)

October 10, 2011

Seven in 10 College Grads Are Employed Full Time for Employer

While 64% of the U.S workforce is employed full time for an employer, as measured by Gallup from January to September 2011, this percentage ranges from a high of 73% among college graduates to a low of 29% among those aged 65 and older. An additional 7% work full time for themselves and 10% work part time and do not want full-time work, with those 65 and older by far the most likely to fit into these two categories. (Gallup USA)

October 10, 2011

9 of 10 Voters Concerned Nation Will Slip Into Another Recession & Foreclosures Will Increase

Economic pessimism is nearly universal among likely voters, as 95% say they are very or somewhat concerned the U.S. economy is slipping into another recession and 89% are similarly concerned there will be an increase in home foreclosures for the next two years, a new IBOPE Zogby interactive poll finds. (Zogby-Ibope)

October 11, 2011

Canadians' Consumer Confidence Ccontinues Slide: Survey

Canadians' confidence in the economy continued its downward slide from last month, and has now dropped for four consecutive months, from its recent high in June of 100.3, to 95.2 in October. The on-going stock market turmoil, bad economic news from the US, and the unresolved debt crisis in Europe are all combining to keep consumers jittery. (TNS Canada)

October 13, 2011

AUSTRALASIA

The Heated Carbon Debate Is Intensifying

The carbon tax dialogue has been heating up lately in Australia with tensions flaring, polling numbers falling, anti tax ad campaigns … and people are talking. With social media participation rates at an all time high, many Australians are turning to discussion boards, forums and chat rooms to voice their opinions on topical matters and listen to what others have to say. (Nielson)

October 11, 2011

MULTI-COUNTRY SURVEYS

Chinese Struggling Less Than Americans to Afford Basics

Gallup surveys in China and the U.S. reveal Chinese are struggling less than Americans to put food on their tables. Six percent of Chinese in 2011 say there have been times in the past 12 months when they did not have enough money to buy food that they or their family needed, down significantly from 16% in 2008. Over the same period, the percentage of Americans saying they did not have money for food in the previous 12 months more than doubled from 9% in 2008 to 19% in 2011. (Gallup USA)

October 12, 2011

Economic Optimism Varies Across Middle East and North Africa

About 9 in 10 residents of Qatar and Oman say their national economy is getting better, making them the most optimistic among the 16 countries Gallup surveyed in the Middle East and North Africa in early 2011. Residents of Lebanon, Iraq, Yemen, the Palestinian Territories, and Bahrain are among the least optimistic. (Gallup USA)

October 10, 2011

Shopping Choices Can Make A Positive Difference To Farmers And Workers In Developing Countries

Consumers across the world remain firm in their belief that their shopping choices can make a positive difference for farmers and workers in developing countries, according to a new global survey of 17 000 consumers in 24 countries. (GlobeScan)

11 October 2011

High Trust And Global Recognition Levels Make Fairtrade An Enabler Of Ethical Consumer Choice

Fairtrade is cementing its position as a market leader in ethical labels and a trusted brand across 24 countries, according to a comprehensive global study of 17,000 consumers carried out for Fairtrade International by international opinion research consultancy GlobeScan. (GlobeScan)

11 October 2011

MIDDLE EAST

193-43-1. UN Initiative, Peace Process, Elections and Evaluation of Leaders

Results of an Opinion Poll among Palestinians in the West Bank & Gaza Strip

Publication Date: 13 October 2011

Fieldwork: 2-3 October 2011

Sample size: 1200 Palestinians (West Bank and Gaza)

Margin of Error: 3 percent (plus or minus)

INTRODUCTION & METHODOLOGY

These are the results and analyses of the latest Arab World for Research & Development (AWRAD) public opinion poll, focusing on the Palestinian UN General Assembly bid for statehood. The poll gauged Palestinian opinions on the effectiveness of the initiative, its potential impact on the peace process, the role of international and local actors, and the implications on foreign assistance. The poll also took a closer look at how Palestinians view the peace process, negotiations and use of violence. In addition, the poll questioned Palestinians on their views on a number of internal issues and priorities including elections. The questionnaire was fielded October 2-4, 2011, eight days after the speech delivered by President M. Abbas before the UN General Assembly.

For this survey, 1200 Palestinians were interviewed in the West Bank and Gaza Strip. All socioeconomic groups were represented in the poll (for more details on the sample, please refer to www.awrad.org). The margin of error in this poll is plus or minus three percent. The survey was carried out by AWRAD researchers under the supervision of Dr. Nader Said-Foqahaa, President of AWRAD.

SURVEY FINDINGS

One: The UN Initiative

Majority Support for the Initiative

Approximately 65 percent of Palestinian respondents said they supported the leadership's bid for UN statehood. The level support did not increase since AWRAD's June 2011 poll, when 64 percent voiced support for the initiative. Sixteen percent said they opposed the effort, with 19 percent remaining neutral.

Advancement of Palestinian Cause is Uncertain

Palestinians were asked if the UN initiative advanced the Palestinian cause; 37 percent believed that it did. Forty-four percent, however, did not see it changing the situation. In contrast, 17 percent believed that the UN initiative was a setback for the Palestinian cause.

Nevertheless, the majority of respondents believe that the Palestinian leadership should continue to pursue recognition through the UN Security Council with just 12 percent preferring the granting of official observer status from the UN General Assembly. Thirteen percent said that the leadership should abandon the UN initiative and return to negotiations immediately.

With respect to negotiations, the majority (58 percent) believe that the UN initiative will lead to a stronger Palestinian position. Of the remainder, one third of the respondents did not believe that the UN initiative would strengthen the Palestinian negotiating position with four percent believing that the Palestinian negotiating position would actually be weakened as a result of the UN effort.

President Abbas's UN Speech

The majority of Palestinians said they listened to the President's speech before the UN General Assembly (40 percent in full and 39 percent in part). Twenty-one percent did not listen to the speech; the percentage in Gaza (29 percent) not listening more than in the West Bank (16 percent).

As to the performance of President Abbas at the UN, 71 percent perceived it positively (excellent at 40 percent and good at 31 percent). Fifteen percent were neutral on his performance. In contrast, seven percent perceived his performance negatively (five percent weak and two percent as very weak).

Hamas's Position on the Initiative

Only 12 percent viewed the position of Hamas on the UN initiative positively. In contrast, 45 percent viewed it negatively. Thirty-three percent viewed it as neutral. More Gazans (49 percent) than West Bank respondents (42 percent) viewed the position of Hamas negatively.

Views of International and Regional Actors

Amongst respondents, Turkey had the highest positive ratings when it came to assessing the position of various international actors in the context of the UN initiative. Approximately 68 percent said that their opinions of Turkey had improved as a result of the latter's position towards the UN effort. Egypt was the runner up with 51 percent claiming more positive views of their Arab neighbor. Positive evaluation of the Arab League stood at 43 percent; Jordan at 38 percent.

The UN General Assembly did not do as well with only 26 percent stating that their views were more positive. In contrast, one third said their views had become less positive. Thirty-seven percent had no change in their views.

The same trend applied to views of the EU with just 25 percent responding that their views had become more positive, while 31 percent were less positive. Roughly 40 percent said that their views of the EU had not changed.

With respect to the UN Security Council, 20 percent responded that their views of the UN Security Council had become more positive, while 37 percent were less positive. Thirty-eight percent said that their views of the Council had not changed.

The results for the US and Israel were less positive. Only six percent of the respondents viewed the US more positively as a result of its position on the initiative. Sixty-nine percent viewed the US less positively. Twenty-two percent said that their views had not changed. Similarly, two percent said that their views of Israel were more positive. Eighty percent had the opposite view. Sixteen percent reported no change.

Views of National Actors

President Abbas, the PLO, and the PA all received a boost from the UN initiative. Two-thirds of the respondents said that their views of President Abbas had become more positive. Approximately one-quarter said their views had not changed with eight percent stating theirs had become less positive. Similar trends applied to opinions of the PLO and the PA.

Fateh also gained from the UN initiative with 61 percent reporting that their views of Fateh had become more positive. Twenty-eight percent said their views had stayed the same with nine percent having less positive opinions of the movement.

Prime Minster Fayyad also gained a more positive evaluation from 49 percent of the respondents. About 37 percent said that their views had not changed. Eleven percent had less positive opinions.

Receiving the least positive opinions were Hamas and its leader Ismael Haniyeh. Forty-three percent said that their views of Hamas had become less positive. Thirty-eight percent had no change in the views, while 15 percent said that their views had become more positive. A similar trend applied to Haniyeh.

International Funding

The majority of respondents believed that Israel (71 percent) and the US (67 percent) were serious about their threats to suspend tax remittances/financial aid to the PA due to the leadership's UN bid. Twenty-seven percent did not believe that the US was serious, and 24 percent did not believe that Israel was serious.

Respondents, however, were divided about the capacity of Palestinians to survive a decrease in international funding, with 29 percent stating that Palestinians were capable and 26 percent that they might be capable. In contrast, 42 percent did not believe that Palestinians could survive a decrease in foreign assistance.

Nevertheless, the majority expressed willingness to make personal sacrifices in order to reduce dependency on foreign aid. Thirty-five percent said "yes" they were willing with 28 percent willing to "a certain extent." One-third said they unwilling to sacrifice. Of note, the willingness to make personal sacrifices (i.e. a decrease in income) was higher in Gaza than in the West Bank (72 versus 58 percent).

Two: Peace Process and negotiations

Majority of Palestinians Continue to Support a Two-State Solution

Sixty-one percent of the respondents continued to voice support for a two-state solution (Israel side-by-side with Palestine in the West Bank and Gaza including east Jerusalem). The level of support for a two-state solution was consistent with polling results going back two years, indicating that Palestinians did not view the UN bid to be in conflict with other ongoing efforts to end the struggle. Thirty-five percent said they opposed such a solution.

Palestinians feel closer to Establishing a State

Half of the respondents felt that Palestinians were now closer to achieving their goal of establishing a state than 20 years ago. This is compared with only 27 percent who felt the same way two years ago – an increase of 23 points (see AWRAD's December 2009 poll). However, 42 percent felt that Palestinians were now farther from establishing a state as compared with 20 years ago. This is a decrease from 51 percent in the December 2011 poll who shared a similar view.

Conditional Return to Negotiations

While the majority of respondents support negotiations (64 percent), 58 percent support a conditional return to the negotiating table (i.e., a halt to Israeli settlement expansion). Only five percent said they supported an unconditional return. Thirty percent oppose negotiations at this time.

Non-Violent Means to End the Occupation

To end the occupation, 60 percent of Palestinians prefer the use of non-violent means. When asked to choose from five means, 21 percent selected direct negotiations as their top choice; 21 percent chose an international conference that imposed a settlement; and 17 percent a non-violent uprising. Seventeen percent opted for armed/militant confrontation as their first choice, and 21 percent a combination of non-violent and militant means.

The Role of the American Government

Only eight percent of the respondents believed that the American government was a neutral party in negotiations between Palestinians and Israelis. Another 12 percent believed that it was neutral to some extent. In contrast, 78 percent said it was not neutral.

As to the perceived influence of the American President, Barack Obama, a majority (55 percent) did not view him as capable of assisting in the establishment of a Palestinian state. Forty-three percent believed that he was either capable or capable to some extent.

Three: Internal Issues and Priorities

Forming a Unity Government and Economy are Top Priorities

Overall, 43 percent of the respondents said the formation of a national unity government was their top priority for the leadership. The formation of a unity government was the number one choice amongst Gaza respondents (51 percent), but only garnered support of 38 percent of Palestinians in the West Bank, where formation of a unity government was the number two priority.

The second most important priority for Palestinians in the West Bank and Gaza (32 percent) was improving the Palestinian economy and creating jobs. Of note, in the West Bank 40 percent ranked this as their first choice, compared with only 19 percent of Gaza respondents for whom a unity government was viewed as more important.

The third priority was the conduct of elections, with 15 percent selecting this as their first choice. Elections were also more important in Gaza (19 percent selected it as the top priority) than in the West Bank (14 percent).

Building the institutions of the PA came in fourth place, selected by seven percent of the respondents.

Abbas's Approval Rating Continues to Rise

The majority of Palestinians (84 percent) gave President Abbas a positive rating. This is a 10-point increase form AWRAD's June 2011 poll and a 19-point increase since early 2011. For the first time in several years, the majority of Palestinians viewed the President's performance as "good." Additionally, his negative ratings have decreased this year from 35 percent in January to 14 percent in the present poll.

PM Haniyeh's Rating Continues to Decline

The overall positive rating of Ismael Haniyeh went from 63 percent in June 2011 down to 58 percent. Of particular note, the percentage of respondents describing his performance as "good" dropped by 10 points, from 30 percent in June to 20 percent in September. His negative evaluations increased from 30 percent in June to 35 percent in the present poll.

S. Fayyad Retains Support as PM

The overall positive rating of PM Salam Fayyad remained stable since AWRAD's last poll in June at 77 percent. His negative rating remained at 20 percent.

The rating for PM Fayyad is linked to how Palestinians view the performance of Palestinian institutions in general with respondents divided on the degree of improvement in Palestinian institutions. One-third of the respondents agree with the statement that "the performance of Palestinian institutions improved significantly over the last two years." Another third agreed with the statement to some extent with 28 percent disagreeing.

On the question of who should be the Prime Minister, Salam Fayyad continues to be the most popular candidate. Out of a list of six candidates, 32 percent said Fayyad was their choice for PM in a national unity government. He was followed by Mustafa Barghouthi at 16 percent and Ismael Haniyeh at 13 percent. Munib Masri garnered support from seven percent, followed by Nabil Sha'ath and Jamal Al Khudari at three points each.

Four: Elections

Election and Reconciliation

A majority of respondents (59 percent) held the opinion that elections should take place once Hamas and Fateh have reconciled. One third demands were of the view that elections should take place immediately or within six months. Five percent believe that elections should remain on hold.

The Largest Block are Undecided and/or Will Not Vote

If elections took place today, Fateh would receive 38 percent of the vote. The popularity of the movement is consistent between the West Bank and Gaza.

For the first time, AWRAD's polling showed support for Hamas dropping below 10 percent. Three months immediately after the 2006 elections, Hamas support was in the 50 percent range. Support for the party has dropped in polls over the past several years as Gazans, in particular, have indicated dissatisfaction with the state of affairs in the Strip. In the lead up to the current poll, the popularity of Hamas was negatively influenced by the conflicting, but generally negative, positions of its leaders towards Abbas' UN initiative.

The third most popular party was the PFLP attracting five percent of popular support, followed by Al Mubadara at three percent. The rest of the groups listed in the poll received less than two percent. Of note, approximately 40 percent of the respondents did not voice support for any of the current list of political groups. They said that they would either not vote (15 percent), or were still undecided (22 percent). Three percent said they would for other potential lists.

Five: Popularity of Leaders

Three lists of leaders were provided to the respondents; the first list was predominately comprised of Fateh leaders, the second of Hamas leaders and the third of independents. Respondents were asked to select from amongst the lists on the basis of trust.

Fateh List

Mahmoud Abbas continued to be the most trusted leader on the Fateh list (38 percent), followed by Marwan Barghouthi (23 percent). Salam Fayyad (independent) came in third place, garnering six percent, followed by Nabil Sha'ath at three percent, and Mohammed Dahlan at two percent. Naser Al Qudwi and Jibril Rojoub received one percent each.

Among Fateh supporters, 66 percent of them trusted Abbas the most and 18 percent trusted Marwan Barghouthi the most, followed by Fayyad at 5 percent and Dahlan at about 4 percent.

Among Hamas supporters, 48 percent said that they do not trust any of the Fateh leaders, while 30 percent said that they trusted Marwan Barghouthi the most. Only 9 percent reported that they trusted Abbas.

Hamas List

Ismael Haniyeh was the most trusted leader on the Hamas list (20 percent), followed by Naser Al-Din AlShaer at nine percent. Khaled Mashaal and Aziz Duwaik received five percent each. Jamal Khudari (independent) came in at number five with three percent, followed by Hasan Yusef and Mahmoud Zahhar. Ahamd Bahar received one percent. Of note, 39 percent of respondents chose "none of the above" and 13 percent said that they "do not know." This is compared with 20 percent and seven percent, respectively, in the case of the Fateh list of leaders.

Among Hamas supporters, 71 percent reported trusting Haniyeh the most, followed by Mashaal at 11 percent and Zahhar at 5 percent. Duwaik and Alshaer received 4 percent each.

Among Fateh supporters, 45 percent reported that they did not trust any of the Hamas leaders. Around 14 percent said that they trusted Haniyeh the most and 13 percent said that they trusted Alshaer the most.

List of Independents

Salam Fayyad was the most trusted non-Fateh, non-Hamas leader with 25 percent selecting him from a list of eight leaders. In second place was Mustafa Barghouthi at 23 percent, followed by Ahamd Saadat, of the PFLP, at 10 percent. Hanan Ashrawi came in fourth place with six percent of the vote. Bassam Salhi received two percent. All other listed leaders received less than one percent.

Among Fateh supporters, Fayyad received 50 percent trust level, followed by Mustafa Barghouthi at 20 percent and Hanan Ashrawi at 8 percent.

Among Hamas supporters, Mustafa Barghouthi received 30 percent, followed by Ahmad Saadat at 16 percent. Only 4 percent reported that they trusted Fayyad.

Among independents[1], Mustafa Barghouthi received 19 percent trust rate, followed by Fayyad at 9 percent, Saadat at 7 percent and Ashrawi at 4 percent. Most of the independents (40 percent) did not trust any of the independents listed in the poll.

Source: http://www.awrad.org/etemplate.php?id=253&x=4

WEST ASIA

193-43-2. Only 18% Of Pakistanis Think Their Country Is Headed In The Right Direction; **ironically the figure is even lower in America where 13% believe their country is headed in the right direction. GILANI POLL/GALLUP PAKISTAN**

Islamabad, October 14, 2011

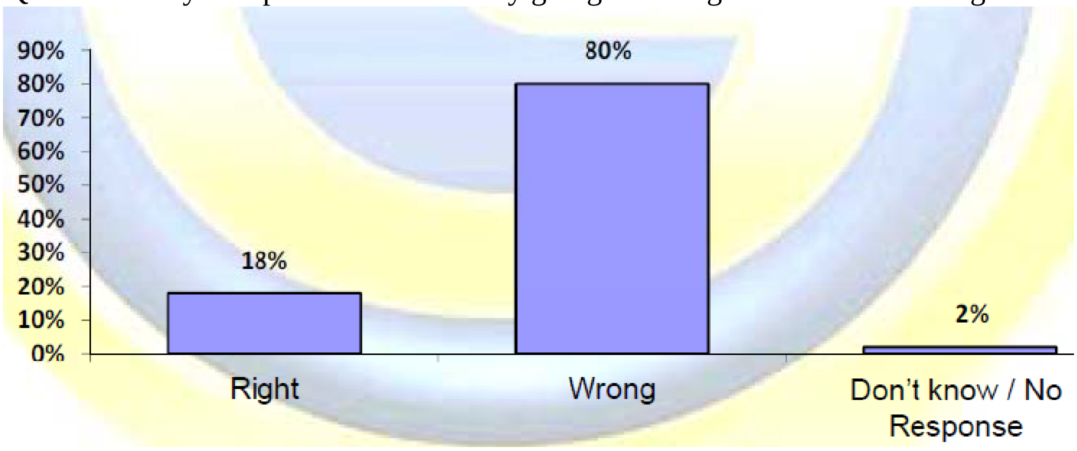
[1] (Independents) refer to those who answered (undecided) or (will not vote) to the question of election preferences.

The results of a Gilani Research Foundation Survey carried out by Gallup Pakistan revealed that only 18% of Pakistanis think their country is headed in the Right direction; ironically the figure is even lower in America where 13% believe their country is headed in the right direction.

In a survey a nationally representative sample of men and women from across the four provinces were asked the following question: "In your opinion is our country going in the right direction or wrong?" Responding to this, majority (80%) say that the country is headed in the wrong direction whereas only 18% believe that the country is headed in the right direction. However 2% did not give a view.

In a comparable survey released recently about the United States, only 13% of Americans believe their country is headed in the Right direction, whereas majority (85%) of the American believe that the country is headed in the Wrong direction. However 2% did not give a view. (Source:http://www.gallup.com/poll/150056/Satisfaction-Remains-Low-Economic-Concerns-High.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=All%20Gallup%20Headlines%20-%20Politics)

Question: "In your opinion is our country going in the right direction or wrong?"



Source: Gallup and Gilani Surveys

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 2666 men and women in rural and urban areas of all four provinces of the country, during September 02 - September 08, 2011. Error margin is estimated to be approximately + 2-3 per cent at 95% confidence level.

Source: http://gallup.com.pk/Polls/141011.pdf

SOUTH ASIA

193-43-3. India's Affluent Consumers Prefer Larger Pack Sizes To Combat Inflation

Shoppers eager to explore 'flexible-formats' with online grocery options

10 October 2011

Mumbai, India

During inflationary times, more affluent, Indian shoppers prefer larger packs for consumer products rather than seasonal sales in order to economize. These were the findings of a new study by Nielsen, a leading global provider of insights and analytics into what consumers watch and buy.

"Nielsen's 2011 Global Online Shopping and Saving Strategies Survey of more than 25,000 Internet respondents in 51 countries shows that 46 percent of India's online consumers prefer to purchase larger 'value' packs to save on household expenses.

Roosevelt D’Souza, Executive Director, Nielsen India says “Indian consumers have always been value conscious, and the inflationary environment has increased this tendency. At Nielsen we see more people actively seeking out deals, or even switching stores to avail of deals or better value. The emerging Modern Format encourages this practice, and the primary factor for choosing the modern trade format as a shopping destination is to look for options that offer better value”.

Saving strategies in India

Compared to those who preferred larger pack sizes for better value, less than a quarter (23%) of respondents think that purchasing smaller packs with lower unit price would help them save their household expenses. Indians also see an advantage in shopping at value retailers (41%), and at locations close to their homes and offices (40%).

Using coupons to aid in saving garners favour with 34 percent of Indians compared to Asia Pacific (55%). China (67%), Hong Kong (68%) and the United States (66%) are the leading markets for coupons . In contrast, Singapore (72%), Malaysia (78% , Australia (72%) made purchases during seasonal sales as a method of saving on household expenses

How are Indian Shoppers Choosing their Retailer

The primary reason for an Indian shopper to patronise a particular retailer is highly dependent on the value for money he or she perceives that the store offers .This factor influences almost three out five shoppers in their choice of store. Furthermore, 56 percent of shoppers rate the convenient location of the store as being the most influential factor in their choice of retailer. A similar proportion (55%) sees the availability of the items they want as influencing their choice.

Are Indian Shoppers Stocking Up or Making Quick Trips?

Respondents report they stock up on groceries and other consumer packaged goods as a way to save money, yet stocking up as a primary reason for making a trip to the store is not widespread across the globe. In India, only a quarter make a trip to the grocery store to stock up on goods and staples; more shoppers (30%) make a trip to the store to pick up a few essential items.

Overall, stocking up for groceries is less common in Asia Pacific, Latin America and Middle East where approximately one in five online consumers surveyed say that is the primary reason for visiting the store.

The Future: Flexible Formats

When considering new and flexible retail formats for grocery shopping, there are distinct consumer preferences for online delivery options.

IIn India, 31 percent of respondents indicate they are highly likely to exercise the option of ordering groceries online and getting them delivered if this were available to them. While over a fifth (22%) prefer the option of ordering online and picking up their groceries from inside the store, the concept of ordering online and picking up via a drive-thru or from outside the store is less preferred.

“Time saving tactics are critical for today’s time-starved shoppers, and e-tail grocery stores are slated to emerge as a viable channel for shopping as well as an important way for retailers to differentiate themselves while reducing costs,” observed D”Souza. “This will be accelerated by increased Internet penetration and the emergence of mobile technology as shoppers get savvier and the need to save both time and money,without sacrificing quality - remains paramount. ” observed D’Souza.

IIn Asia Pacific, more than three-quarters (77%) of respondents say they are likely to take advantage of the online shopping/home delivery option, contrasted with one-fifth of North Americans (20%) and one-third of Europeans (35%). About half of consumers in Middle East/Africa (48%) and Latin America (51%) indicated they are likely to shop for groceries online for home delivery.

About the Nielsen Global Online Survey

The Nielsen Global Online Shopping and Savings Strategies Survey was conducted between March 23 and April 12, 2011 and polled more than 25,000 consumers in 51 countries throughout Asia Pacific, Europe, Latin America, the Middle East, Africa and North America. The sample has quotas based on age and sex for each country based on their Internet users, and is weighted to be representative of Internet consumers and has a maximum margin of error of ±0.6%.This Nielsen survey is based on the behavior of respondents with online access only.Internet penetration rates vary by country.Nielsen uses a minimum reporting standard of 60 percent Internet penetration or 10M online population for survey inclusion. The Nielsen Global Online Survey, which includes the Global Online Consumer Confidence Survey, was established in 2005.

About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information,please visit www.nielsen.com

Chart 1: Source Nielsen, October 2011

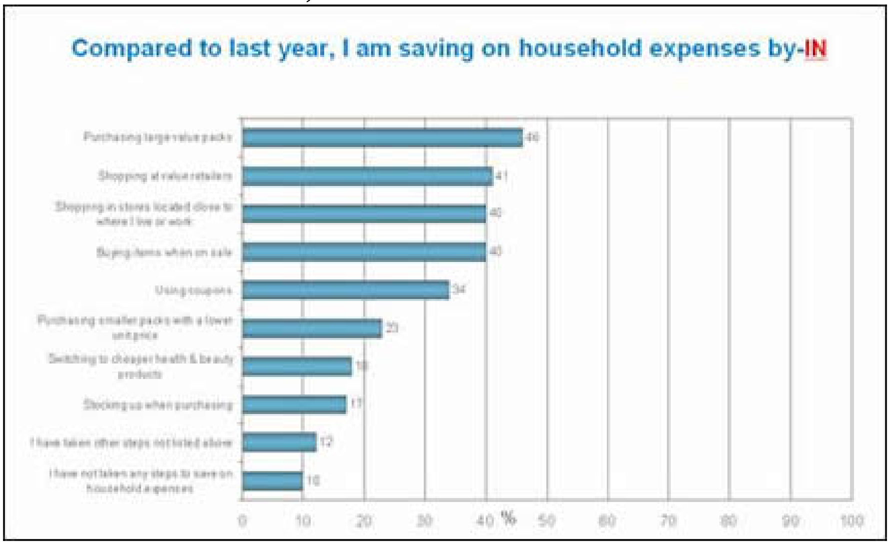
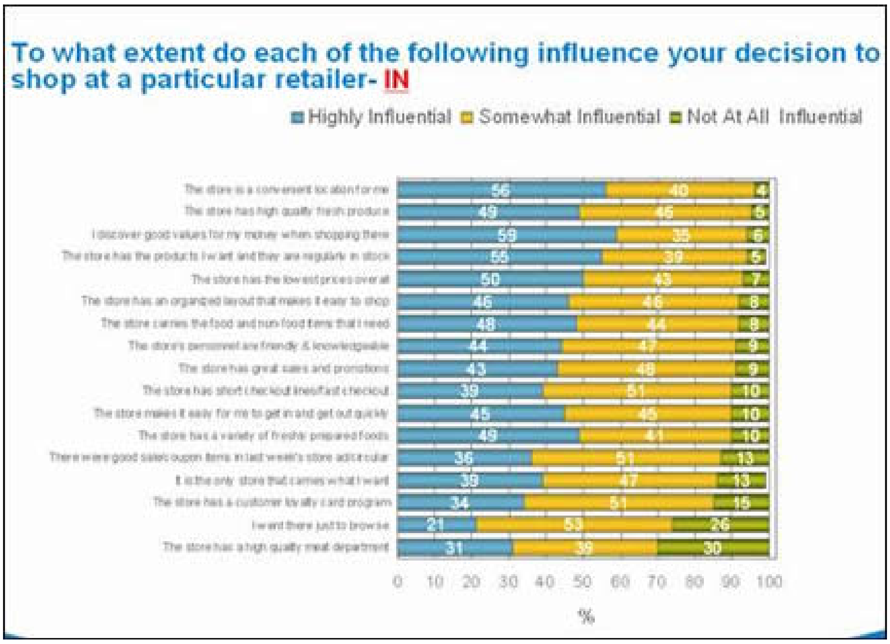


Chart 2: Source Nielsen, October 2011



Source: http://in.nielsen.com/news/20111010.shtml

SUB-SAHARAN AFRICA

193-43-4. Two-Thirds Of Metro Dwellers Are Aware Of The Upcoming Census

Sixty-nine percent of metro adults are aware of the upcoming Census that begins next week. However, just over a quarter of metro adults – 28% - said that they are not aware of the census exercise. Only 3% gave a “don’t know” response.

These figures were released today by TNS South Africa, South Africa’s leading marketing and social insights company.

They arise a study of 2 000 adults in South Africa’s seven major metropolitan areas conducted between 25 August and 12 September. The study has a margin of error of less than 2½% for the overall result.

Differences by race and gender are small:

· I have heard about the census that is happening this year – 69%

o Blacks – 68%

o Whites – 75%

o Coloureds – 68%

o Indians/Asians – 61%

· Males – 71%; females – 67%

The least aware are Indian females, where 39% are not aware of the Census. There are no differences in response by age Geographically, however, there are some larger differences; the table below shows the varying levels of awareness of the Census:

			% Early Sept 2011
Gauteng			73
	Johannesburg and environs		72
		Johannesburg excl Soweto	73
		East Rand	72
		West Rand	72
		Soweto	78
		Vaal Triangle/South Rand	62
		Pretoria	79
Cape Town			63
Durban			64
Eastern Cape			61
	Port Elizabeth		52
	East London		80
Bloemfontein			75

Gauteng as a whole (except for the Vaal Triangle/South Rand area) shows the best levels of awareness along with Bloemfontein and East London whilst Cape Town, Durban and, particularly, Port Elizabeth, show lower levels of awareness.

Of concern, too, is that people living in cluster houses show lower levels of awareness (55%) – these housing types are traditionally more difficult to access - as do the unemployed (63%).

Our take out

Whilst just over two-thirds of people n early September were aware of Census 2011, there were over a quarter of people in metro areas still unaware of this very important exercise. StatsSA has undertaken an awareness campaign in recent weeks to address the awareness issue as it is vital that everyone participate in order to establish where services, infrastructure and job creation opportunities are needed the most. The Census also enables us to measure our progress towards various important goals and is used not only by Government but by many organisations in civil society as well as in business, commerce and investment.

Technical note

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

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.

Source: http://www.tnsresearchsurveys.co.za/news-centre/pdf/2011/Census-03Oct2011.pdf

193-43-5. Support For Julius Malema Continues To Fall

Seventeen percent of metro adults support what Julius Malema says and does. This is down from the 21% measured in mid-2010 and the 27% seen in at the end of 2009. These figures were released today by TNS South Africa, South Africa's leading marketing and social insights company. They arise from three studies, each of 2 000 adults in South Africa's seven major metropolitan areas, the latest being conducted between 25 August and 12 September – at the start of the current ANC disciplinary hearing that he is undergoing. The studies have a margin of error of less than 2½% for the overall result.

In more detail, the results show that a lack of support for what he says and does is evinced by 71% (the same as last year but well up from the 56% seen in 2009). In addition, 11% gave a "don't know" response (up from 8% last year).

Not surprisingly, there are large differences between the different race groups although the fall is almost universal:

· I support what Julius Malema says and does – 17% (21% last year)

o Blacks – 26% (down from 30% last year)

o Whites – 2% (5%)

o Coloureds – 4% (4%)

o Indians/Asians – none (7%)

There are significant gender differences with 20% of males supporting Mr Malema compared with 15% of females. The gender difference is particularly marked for blacks at 31% for males and 22% for females.

Geographically, there are also notable differences, driven largely by the differing racial profiles of the different areas.

			%		
			End 2009	Mid 2010	Sept 2011
Gauteng			32	23	20
	Johannesburg and environs		32	23	20
		Johannesburg excl Soweto	33	24	18
		East Rand	39	19	16
		West Rand	15	26	24
		Soweto	31	34	23
		Vaal Triangle/South Rand	30	16	31
		Pretoria	31	11	19
Cape Town			11	11	11
Durban			32	24	12
Eastern Cape			19	14	18
	Port Elizabeth		17	8	22
	East London		24	25	9
Bloemfontein			40	33	43

This shows a consistent decline in most areas except Pretoria and the Vaal Triangle/South Rand, Port Elizabeth and Bloemfontein. Support levels are very low in East London, Durban and Cape Town.

Amongst black language speakers, support levels are highest amongst those whose home language is Sotho (Sepedi and Sesotho) (32%) and lowest amongst those whose home language is isiZulu (23%), the other major groups coming in at 26% (isiXhosa, Setswana).

Interestingly, his support levels reach 23% amongst the unemployed, compared with 16% amongst those working.

Support shows a strong negative correlation with age:

· 18 to 24 year-olds – 26% (25% in 2010 and 33% in 2009))
· 25 to 34 year-olds – 22%
· 35 to 49 year olds – 13%
· 50 to 59 year-olds – 7%
· 60 years old and over – 5% (10% in 2010)

Amongst the black youth, those showing support for Mr Malema are still a minority:

· Blacks aged 18 to 24: support – 35%; do not support – 56%
· Blacks aged 25 to 29: support – 31%; do not support – 56%
· Blacks aged 30 to 34: support – 27%; do not support – 54%
· Blacks aged 35 to 39: support – 22%; do not support – 69%
· Older blacks: support - 14%; do not support – 75%

Our take out

Support for Julius Malema shows a consistent decline over the last 18 months, though less so in the last year amongst

those aged under 24. There are significant gender differences especially amongst blacks, with females showing much

lower levels of support. The unemployed show higher signs of support, as do younger blacks – but they are still a

minority.

Technical note

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

About TNS

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Source:http://www.tnsresearchsurveys.co.za/news-centre/pdf/2011/JuliusMalema-27Sept2011.pdf

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193-43-6. President Zuma's Approval Level In Metro Areas Shows A Slow Decline

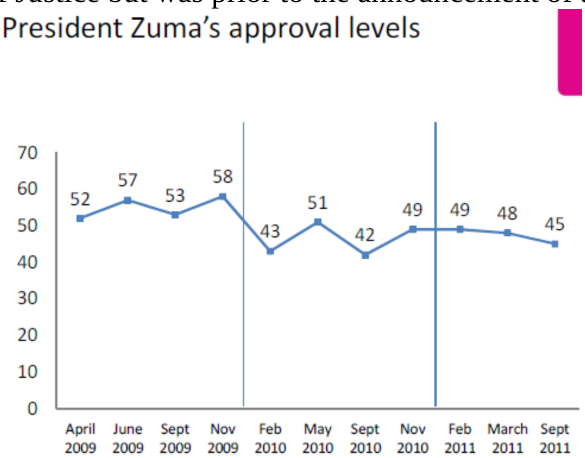
In 2009, President Zuma's approval levels were good, averaging in the mid-fifties. After a year of volatility during 2010, President Zuma's approval level for September 2011 shows a slow decline – 45% of metro adults approve of the way the President is doing his job, compared with. This is according to a survey released today by TNS, South Africa's leading marketing and social insights company, which has been tracking approval levels of the incumbent President for many years. The studies are each conducted amongst a sample of 2 000 SA adults from the seven major metropolitan areas of South Africa, interviewing them face-to-face in their homes, with a margin of error of under 2.5%.

The President's approval levels showed considerable volatility during 2010, dropping to 43% in February of that year from an end-2009 high of 58% - the best reading of his tenure so far. May showed a partial recovery but the September figures showed a sharp decline with some recovery in November to 49%, a figure maintained in the first reading for 2011 and staying essentially the same at 48% for March 2011. However, the September figure shows a drop to 45% with the net positive reading dropping to just 4%.

%	April 2009	June 2009	Sept 2009	Nov 2009	Feb 2010	May 2010	Sept 2010	Nov 2010	Feb 2011	Mar 2011	Sept 2011
Approve	52	57	53	58	43	51	42	49	49	48	45
Disapprove	29	13	19	23	41	33	44	34	35	38	41
Don't know	19	31	28	19	17	16	15	17	16	14	14
Net positives*	+23	+44	+34	35	+2	+18	-2	+15	+14	+10	+4

* Net positives are given by subtracting those who feel he is NOT doing a good job from those who feel he IS doing a good job.

The March study was conducted in the first two weeks of March 2011, at the start of the local government elections campaigning. The latest reading was conducted between 25 August and 12 September. This time period coincides with the early stages of Julius Malema's disciplinary hearing, the announcement of Justice Moegeng Moegeng as Mr Zuma's nominee for Chief Justice but was prior to the announcement of an enquiry into the arms deal.



Who is more or less positive?

Unfortunately, political views in South Africa tend to have a strong correlation with race. This is best illustrated in the following table:

%	Blacks 2009				Blacks 2010				Blacks 2011			Whites 2009				Whites 2010				Whites 2011		
	Apr	Jun	Sept	Nov	Feb	May	Sep	Nov	Feb	Mar	Sept	Apr	Jun	Sept	Nov	Feb	May	Sept	Nov	Feb	Mar	Sept
Approve	73	75	67	75	58	67	54	62	63	62	52	16	24	29	22	17	19	17	25	22	20	21
Dis-approve	9	4	9	11	27	18	33	22	22	24	26	64	36	43	45	64	60	60	54	60	62	64
Don't know	17	21	24	14	15	15	13	16	15	13	12	21	40	28	32	19	21	23	21	18	18	15
Net positives*	+64	+71	+58	+64	+29	+49	+19	+40	+38	+38	+36	-48	-12	-14	-23	-47	-41	-43	-29	-38	-42	-43

%	Coloureds 2009				Coloureds 2010				Coloureds 2011			Indians/Asians 2009				Indians/Asians 2010				Indians/Asians 2011		
	Apr	Jun	Sept	Nov	Feb	May	Sept	Nov	Feb	Mar	Sept	Apr	Jun	Sep	Nov	Feb	May	Sep	Nov	Feb	Mar	Sept
Approve	11	23	31	38	15	23	27	26	25	25	15	25	35	38	29	18	43	17	26	36	27	10
Dis-approve	68	19	26	35	66	59	60	55	59	63	69	49	23	35	50	65	48	69	62	45	60	75
Don't know	21	58	43	27	18	19	13	19	17	13	16	26	43	27	21	17	9	14	12	19	13	16
Net positives*	-57	+4	+5	+3	-51	-36	-33	-29	-34	-38	-54	-24	+12	+3	-21	-47	-5	-52	-36	-9	-33	-65

* Net positives are given by subtracting those who feel he is NOT doing a good job from those who feel he IS doing a good job.

· The September 2011 reading for blacks is effectively unchanged.

· The figures for whites are also unchanged.

· For coloureds, sentiment has shifted strongly more negatively.

· For Indians/Asians, there is more volatility but the latest reading is by far the poorest recorded during Mr Zuma's tenure.

Differences by area

There are usually strong regional differences in such ratings. These are outlined below for 2010 and for 2011:

%

			2010				2011		
			Feb	May	Sept	Nov	Feb	Mar	Sept
Gauteng			47	57	49	56	56	55	51
	Johannesburg and environs		50	60	50	59	58	58	52
		Johannesburg excl Soweto	48	54	53	57	58	57	45
		East Rand	54	64	53	68	57	59	57
		West Rand	47	62	55	47	47	61	53
		Soweto	50	70	59	56	71	66	64
		Vaal Triangle/South Rand	49	47	40	48	57	48	42
		Pretoria	35	45	37	45	49	45	46
Cape Town			23	24	23	27	22	18	22
Durban			49	60	41	52	55	55	48
Eastern Cape			39	51	34	40	43	40	48
	Port Elizabeth		36	42	39	43	44	38	45
	East London		47	71	24	35	40	45	53
Bloemfontein			48	65	40	60	59	73	48

Over the year, the drop in Gauteng occurs in most areas. Durban shows a notable drop, linked to the very poor Indian/Asian results, whilst the Eastern cape shows some improvement. Bloemfontein shows a drop. Overall, Gauteng, along with Durban, Bloemfontein and the Eastern Cape have the highest approval levels. Cape Town has by far the poorest figures.

Other notable differences

In terms of age group, people aged 18 to 34 years are the most positive at 52% (51% in March) whilst those aged 60 years and more are the least positive at 30% (well down from the 40% of March). In terms of language group, the most positive are those whose home language is isiZulu at 66% (69%in March) and Tswana speakers (65%). Of the black language groups, those whose home language is Sotho have the lowest approval level at 53%.

Our take out

President Zuma's approval levels in metro areas, as measured in September, show a long slow decline overall since the highs of November 2009. The declines in recent months have been more marked amongst coloureds and Indians/Asians.

Technical note

All the studies were conducted amongst 2 000 adults (1260 blacks, 385 whites, 240 coloureds and 115 Indians/Asians) in the seven major metropolitan areas: it has a margin of error of under 2.5% for the results found for the total sample. The studies use probability sampling techniques and are fully representative of the major metropolitan areas. The studies were conducted by TNS

South Africans part of their ongoing research into current social and political issues and were funded by TNS. For more details, please contact Neil Higgs on 011-778-7500 or 082-376-6312. www.tnsresearchsurveys.co.za

Source:http://www.tnsresearchsurveys.co.za/news-centre/pdf/2011/PresZumaQ3-27Sept2011.pdf

EAST EUROPE

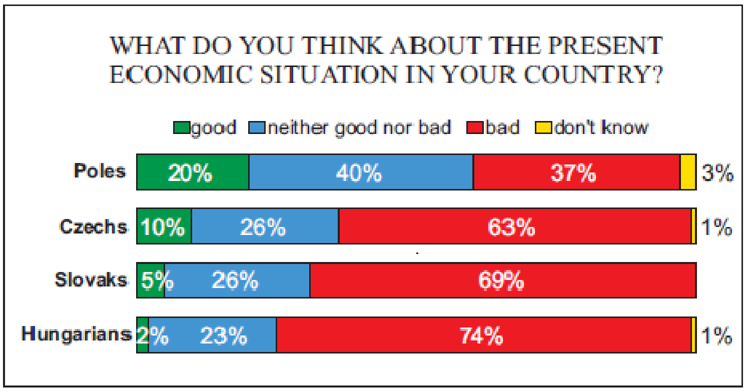
193-43-7. Economic Situation And Standard Of Living In Poland, Czech Republic, Slovakia and Hungary

In all countries belonging to the Visegrad Group, people who believe that their countries' economic situation is good belong to the minority. Poles most frequently claim that this situation is average, however nearly as many people think it is bad.

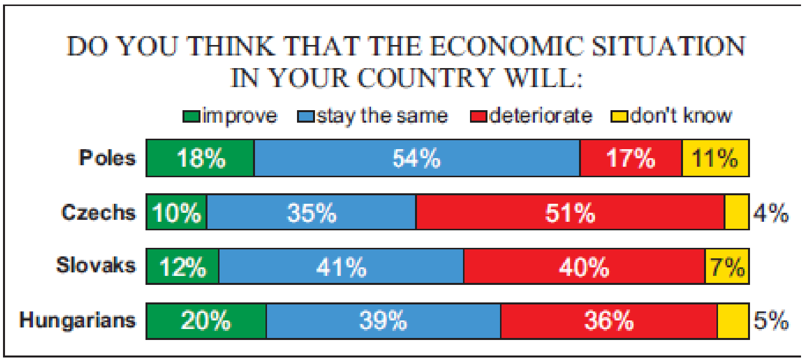
Meanwhile, in the remaining countries, particularly in Hungary, the negative view is clearly prevalent.

Over half of Poles predict that nothing will change in Poland's economic situation in the next year.

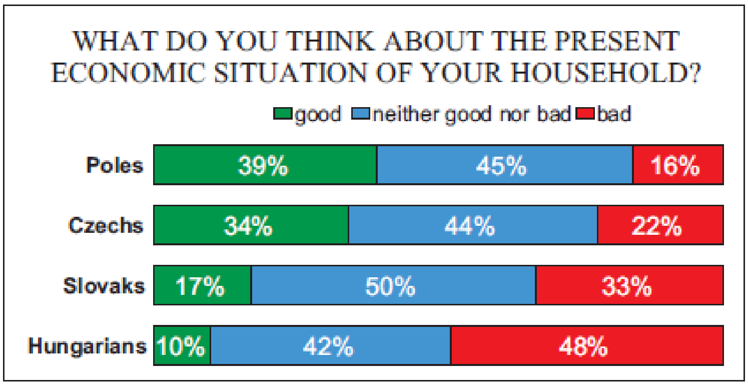
Still, compared to other nationalities, Poles are optimists. The number of Slovaks and Hungarians who claim the situation will stay the same is nearly as high as the number of those who are afraid of the deterioration. Slightly more than half of the Czechs believe that the negative scenario is most likely to happen.



Poles, Czechs and Slovaks typically assess their personal economic situation as average. In Poland and in the Czech Republic, people also relatively frequently say that their situation is good.



In Slovakia, on the other hand, it is the negative view that appears relatively often. In Hungary, the pessimistic view is the strongest - nearly half of adult Hungarians are unhappy about their economic situation.



The majority of Poles assume that in the next year there will be no changes in their economic situation.

This view is shared by slightly more than half of Slovaks and nearly half of Hungarians and Czechs. Yet, Czechs as well as Hungarians, fear relatively frequently that their situation might worsen in the next year.
Source: http://www.cbos.pl/PL/publikacje/public_opinion/2011/08_2011.pdf

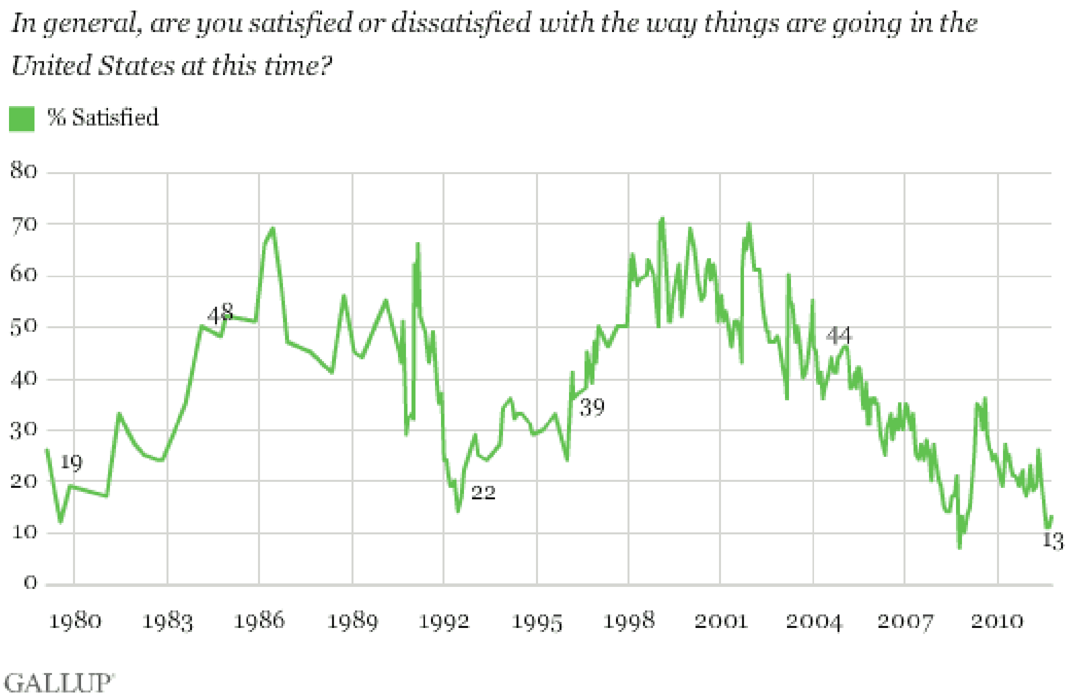
NORTH AMERICA

193-43-8. U.S. Satisfaction Remains Low, Economic Concerns High

Could present challenge to President Obama's re-election

October 12, 2011

WASHINGTON, D.C. -- Americans' satisfaction with the way things are going in the United States remains low at 13% in October, similar to the 11% last month and still among the lowest on record.



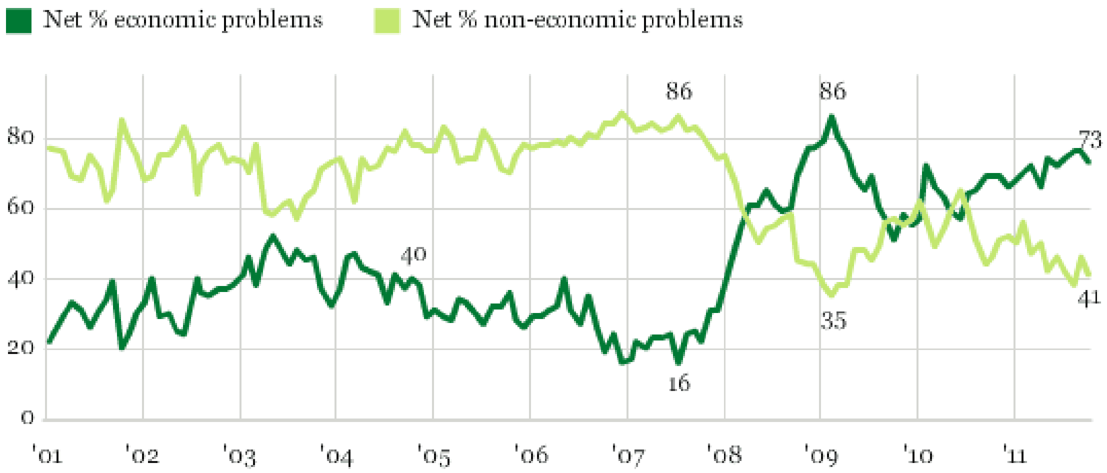
Americans' low satisfaction level does not bode well for an incumbent president's re-election. U.S. satisfaction was also low before two recent incumbent presidents were defeated for re-election. In November 1979, 19% of Americans were satisfied with the way things were going in the United States, the last Gallup reading before Jimmy Carter's defeat in 1980. Also, in August 1992, 22% were satisfied prior to George H.W. Bush's unsuccessful re-election bid.

Satisfaction levels were higher when Ronald Reagan (48% in September/October 1984), Bill Clinton (39% in October 1996), and George W. Bush (44% in October 2004) all won re-election.

The current low satisfaction level likely is tied at least partly to Americans' continuing high levels of concern about economic issues, measured in the same Oct. 6-9 Gallup poll. More than 7 in 10 Americans continue to name some economic issue as the most important problem facing the United States, which has been the case for six straight months.

Perceived Most Important Problem Facing the United States

Monthly results, January 2001-October 2011



Note: Numbers add to more than 100% because of multiple mentions

GALLUP

Specifically, Americans continue to be most concerned about unemployment (32%) and the economy in general (31%). The top non-economic problem remains dissatisfaction with government.

What do you think is the most important problem facing this country today?

	% Mentioning
Unemployment/Jobs	32
Economy in general	31
Dissatisfaction with government	13
Federal budget deficit	9
Healthcare	5
Lack of money	5
Immigration	3
Education	3
Ethical/Moral decline	3
Wars/Fear of war	2
Terrorism	2
Race relations	2
Corporate corruption	2

Gallup, Oct. 6-9, 2011

GALLUP

Americans' concerns about the economy are another potential challenge for Barack Obama's re-election. Just before George W. Bush was re-elected in 2004, 40% of Americans mentioned an economic problem as the most important. The same percentage picked an economic issue as the top problem in July 1996 (Gallup's reading that was closest to the 1996 election) before Bill Clinton was re-elected. However, a significantly higher 69% named an economic issue as the most important problem in August 1992 (Gallup's reading that was closest to the 1992 election) and George H.W. Bush lost his re-election bid.

Implications

In some ways, the political environment in the United States for the 2012 election could shape up to be the worst in any recent presidential election year, with the exception of 2008, which did not have an incumbent running. However, Americans' mood could change, given that the election is still more than a year away.

Historically, satisfaction levels have not increased dramatically in the year leading up to a presidential election, and Americans' low satisfaction has persisted for years. Many factors continue to keep Americans dissatisfied, including their negativity toward Washington and stubbornly high unemployment and underemployment.

Americans also have long-standing concerns about the economy: the economy in general or unemployment has been named the top problem in every month since February 2008.

Still, there are many other factors, including who the eventual Republican nominee will be and the trajectory of the economy over the next 12 months, that will play a significant role in whether Obama wins a second term.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Oct. 6-9, 2011, with a random sample of 1,005 adults, aged 18 and older, living in the continental U.S., selected using random-digit-dial sampling.

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

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 400 cell phone respondents and 600 landline respondents per 1,000 national adults, with additional minimum quotas among landline respondents 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/150056/Satisfaction-Remains-Low-Economic-Concerns-High.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

193-43-9. Romney Competitive With Top GOP Rivals Among Conservatives

Enjoys clear lead in the East and West and slight edge among older Republicans
October 14, 2011

PRINCETON, NJ -- Gallup's most recent update of Republican preferences for the 2012 presidential nomination, conducted prior to this week's candidate debate in New Hampshire, finds that, among conservatives, Mitt Romney is tied with Rick Perry at 18%, though both candidates slightly trail Herman Cain, at 23%. Additionally, Romney enjoys a sizable lead over both of his chief rivals among the smaller bloc of moderate/liberal Republicans.

2012 GOP Presidential Nomination Preferences, by Ideology

Based on Republicans and independents who lean Republican

	All Republicans/ Republican leaners	Conservative Republicans	Moderate/Liberal Republicans
	%	%	%
Mitt Romney	20	18	25
Herman Cain	18	23	9
Rick Perry	15	18	12
Ron Paul	8	8	10
Newt Gingrich	7	8	5
Michele Bachmann	5	4	7
Rick Santorum	3	3	2
Jon Huntsman	2	1	3
Other	1	1	1
No opinion	20	18	25

Gallup Daily tracking, Oct. 3-7, 2011

GALLUP

The picture is similar on the basis of Republicans' association with the Tea Party movement, although Cain's edge with Tea Party supporters is greater than his edge with conservatives. Cain leads the race among Republicans who describe themselves as supporters of the Tea Party movement, favored by 27%, while Romney (with 17%) is nearly tied among Tea Party Republicans with Perry (18%) for second. Romney is the clear front-runner among Republicans who are not supporters of the Tea Party (either calling themselves opponents or neutral), earning 26% of the vote to Perry's 13% and Cain's 8%.

These findings, from Gallup Daily tracking of Republicans' presidential preferences from Oct. 3-7, represent a marked change from mid-September when Perry led Romney among conservatives, 38% to 21%, though Romney still led among moderate/liberal Republicans with 30% to Perry's 18%. That was at a time when Perry led Romney among all Republicans by 31% to 24%, and before Cain surged in the polls.

Overall, the latest polling shows Romney roughly tied with Cain for front-runner status among all Republicans and those who lean Republican, with Perry coming in third.

Romney Leads on the Coasts and Among Older Republicans and Republican Leaners

With four GOP debates currently scheduled between now and December, more shuffling of the candidates' standings could still occur. Looking ahead to the primary elections, which start in January, Romney may benefit from his relatively strong support in the East and West, as these are home to some of the most delegate-rich states, including New York, Pennsylvania, and California. Three other big delegate states -- Texas, Florida, and Georgia -- are in the South, but no single candidate has a strong lead there, even though both Perry and Cain hail from Southern states. That is a shift from recent months when Perry was the strongest candidate in the South.

Romney is favored by 32% of Republicans in the East, more than twice the percentage supporting his next closest competitor in this region -- Cain at 15%. Romney has a somewhat less pronounced advantage over Cain in the West, 22% vs. 16%. Cain and Perry roughly tie for the lead in the South with Romney not far behind, while Romney is about equally matched with the two men in the Midwest.

2012 GOP Presidential Nomination Preferences, by Region

Based on Republicans and independents who lean Republican

	East	Midwest	South	West
	%	%	%	%
Mitt Romney	32	17	15	22
Herman Cain	15	18	21	16
Rick Perry	12	15	19	13
Ron Paul	5	10	9	9
Newt Gingrich	4	9	8	8
Michele Bachmann	5	8	4	5
Rick Santorum	6	1	2	2
Jon Huntsman	1	3	1	2
Other	1	1	1	0
No opinion	20	18	20	24

Gallup Daily tracking, Oct. 3-7, 2011

GALLUP

Romney enjoys slightly higher support among older Republicans than among younger and middle-aged Republicans, a pattern that could benefit him in the primaries next year if it holds, given older Americans' greater propensity to vote. Notably, Ron Paul's strength is with younger Republicans and Republican leaners, even though Paul himself, at age 76, is the oldest candidate in the GOP race.

2012 GOP Presidential Nomination Preferences, by Age

Based on Republicans and independents who lean Republican

	18 to 34 years	35 to 54 years	55 years and older
	%	%	%
Mitt Romney	10	21	26
Herman Cain	13	18	21
Rick Perry	16	13	17
Ron Paul	14	10	3
Newt Gingrich	2	8	10
Michele Bachmann	7	5	5
Rick Santorum	3	3	2
Jon Huntsman	4	1	1
Other	2	0	1
Any	0	0	1
None	12	9	4
No opinion	18	12	9

Gallup Daily tracking, Oct. 3-7, 2011

GALLUP

Romney Leads With the Business-Minded, Cain With the Government-Minded

The Oct. 3-7 poll also updated a question asking respondents to say which of four sets of issues is most important to them in politics: social issues and moral values, government spending and power, business and the economy, or national security and foreign policy. As has been the case all year, most Republicans choose one of the two economic-oriented issues, while 16% name social/moral issues and 11% national security/foreign policy.

There is some differentiation in nomination preferences according to Republicans' issue-orientation. Republicans who are most concerned about business and the economy favor Romney by a 12-percentage-point lead over Cain, 28% vs. 16%. Those focused on government spending and power lean nearly as strongly in favor of Cain over Romney, 24% vs. 16%. Those citing social issues and moral values split about equally for Perry (19%) vs. Cain (15%), Paul (14%), and Romney (15%). And those who select national security and foreign policy are closely divided between Romney (18%) and Perry (17%).

2012 GOP Presidential Nomination Preferences, by Issue of Top Importance

Based on Republicans and independents who lean Republican

	Business and the economy (37%)	Government spending and power (34%)	Social issues and moral values (16%)	National security and foreign policy (11%)
	%	%	%	%
Mitt Romney	28	16	13	18
Herman Cain	16	24	15	11
Rick Perry	15	15	19	17
Ron Paul	7	8	14	6
Newt Gingrich	8	10	6	3
Michele Bachmann	4	5	9	5
Rick Santorum	1	2	6	5
Jon Huntsman	1	1	0	6
Other	1	1	0	4
Any	1	0	1	1
None	9	5	4	14
No opinion	10	13	13	10

Gallup Daily tracking, Oct. 3-7, 2011

GALLUP

Bottom Line

Gallup polling suggests that, among the three leading Republican candidates for the Republican nomination, Romney has the biggest crossover appeal between the right- and left-leaning wings of the party. Romney's 18% support from conservatives matches Perry's and comes close to Cain's 23%. At the same time, his 25% support from moderate/liberal Republicans far outpaces Perry's 12% and Cain's 9%.

Romney's current tie for front-runner status may stem, in part, from the fact that so many candidates in the field brand themselves as solid conservatives, thus splintering the conservative vote. If more of the bottom-tier conservative candidates drop out, or otherwise wash out of the race, it will be interesting -- and crucial to Romney's chances of winning the nomination -- to see if their votes go disproportionately to Romney or to his remaining competitors.

Survey Methods

Results are based on telephone interviews conducted as part of Gallup Daily tracking Oct. 3-7, 2011, with a random sample of 1,064 Republicans and independents who lean Republican, aged 18 and older, living in all 50 U.S. states and the District of Columbia.

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

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 400 cell phone respondents and 600 landline respondents per 1,000 national adults, with additional minimum quotas among landline respondents for gender within region. Landline telephone numbers are chosen at random among listed telephone numbers. Cell phones numbers are selected using random digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, Hispanic ethnicity, education, region, adults in the household, and phone status (cell phone-only/landline only/both, cell phone mostly, and having an unlisted landline number). Demographic weighting targets are based on the March 2010 Current Population Survey figures for the aged 18 and older non-institutionalized population living in U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

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

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

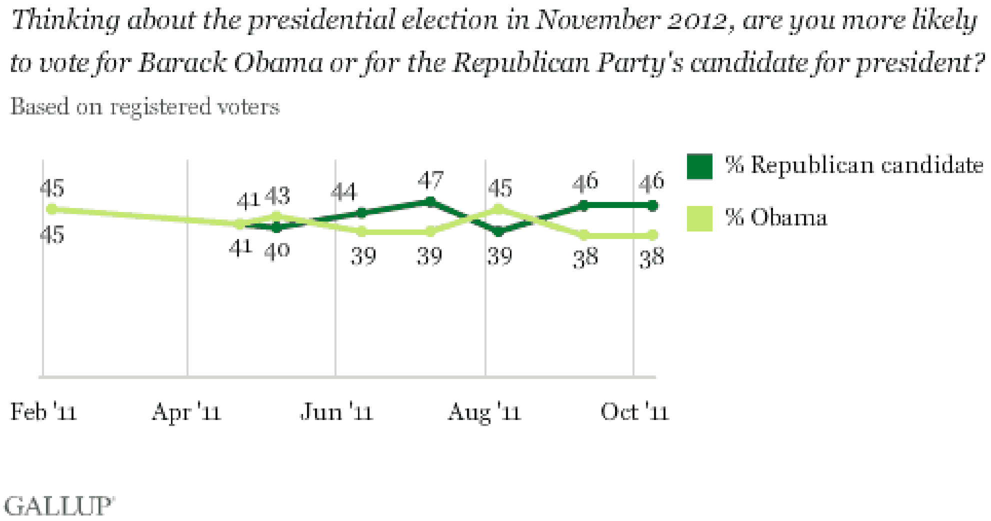
Source:http://www.gallup.com/poll/150134/Romney-Competitive-Top-GOP-Rivals-Among-Conservatives.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

193-43-10. "Generic" Republican Continues to Lead Obama in 2012 Vote

Lead is 46% to 38% among registered voters

October 14, 2011

PRINCETON, NJ -- U.S. registered voters, by 46% to 38%, continue to say they are more likely to vote for the Republican presidential candidate than for Barack Obama in the 2012 presidential election. The generic Republican led by the same eight-percentage-point margin in September, and also held a lead in July. The August update, conducted just after an agreement to raise the federal debt limit, had Obama with a slight edge.



The current results are based on a Gallup poll conducted Oct. 6-9. The eight-point lead for the Republican candidate persists, 50% to 42%, when taking into account the leanings of undecided voters.

Vote Preferences in 2012 Election, With and Without Undecided Voters' Leanings

Based on registered voters

	% Republican candidate	% Obama	% Other	% No opinion
Without leaners	46	38	5	12
With leaners	50	42	2	6

Gallup, Oct. 6-9, 2011

GALLUP

Gallup has used the generic ballot in years prior to a presidential election when an incumbent was running for re-election and the opposition did not have an obvious front-runner for its presidential candidate, including 1991 and 2003. In October 1991, George H.W. Bush was leading a generic Democratic candidate by 17 points (49% to 32%), though his lead would shrink in subsequent polls and he ultimately lost to Bill Clinton in the 1992 election. In October 2003, George W. Bush had a slight edge over a generic Democratic candidate, 46% to 43%. He won re-election narrowly over John Kerry in 2004.

Obama looks a bit stronger than he does on the generic ballot when he is matched against actual Republican presidential candidates. Gallup found the president essentially tied with Mitt Romney and with Rick Perry in its most recent update, from mid-September. In mid-August, Obama was also competitive with the leading Republican contenders at that time.

Obama's stronger performance versus actual Republican candidates than on the generic ballot indicates the Republican candidates are perhaps underperforming, which may show a general lack of enthusiasm for the party's leading presidential contenders among the electorate.

On the generic ballot, Republicans overwhelmingly say they will vote for the Republican candidate in 2012. Democrats favor Obama by a wide margin, but they support their party's candidate to a lesser degree than Republicans support theirs. Independents currently favor the Republican candidate by 43% to 30%.

Vote Preferences in 2012 Election, by Political Party

Based on registered voters

	% Republican candidate	% Obama
Republicans	92	2
Independents	43	30
Democrats	9	78

Gallup, Oct. 6-9, 2011

Note: Results without undecided leanings

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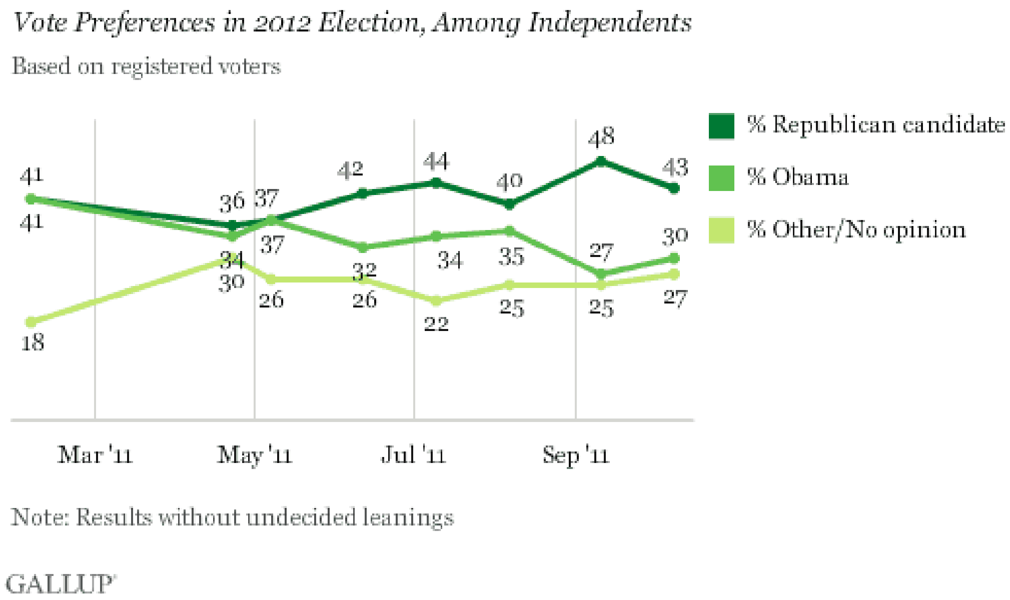
Independents have generally shown greater support for the generic Republican than for Obama. One hopeful sign for Obama is that a significant proportion of independents are undecided.



The pattern of greater independent voter support for the Republican is consistent with what Gallup has found in trial-heat matchups of Obama versus Romney and most other Republican candidates. For example, in the mid-September poll, independent registered voters preferred Romney to Obama by 55% to 37%.

Implications

The Republican lead on the generic presidential ballot is an indication that the current political environment -- including historically low levels of satisfaction with national conditions and below-average approval ratings for President Obama -- favors the Republican Party. However, the fact that Obama remains competitive with the leading Republican contenders in head-to-head matchups is a positive sign for the Democratic Party, and perhaps some evidence that the Republican field of candidates is not generating a lot of voter excitement.

But voters' minds are far from settled, and the ultimate choice of the Republican nominee, the health of the economy, and the months of campaigning between now and November 2012 will help shape the election outcome.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Oct. 6-9, 2011, with a random sample of 876 registered voters, aged 18 and older, living in all 50 U.S. states and the District of Columbia.

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

Interviews are conducted with respondents on landline telephones 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/150116/Generic-Republican-Continues-Lead-Obama-Vote.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

193-43-11. Americans Say Government Was Right to Eliminate Islamist Militant

(10/11/11) -

Almost half of respondents think this kind of action is warranted when there is strong evidence of a person's involvement in terrorist activities.

A large proportion of Americans believe the U.S. Government made the correct decision in killing a U.S. born Islamist militant in a drone strike last month, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,002 American adults, 69 per cent of respondents think the action taken by the U.S. Government to kill Anwar al-Awlaki was justified.

Respondents in the South (71%) are slightly more likely to endorse this decision than those in the West (69%), the Midwest (68%) and the Northeast (69%).

Three-in-five Republicans (77%) think the killing of al-Awlaki was justified, compared to 73 per cent of Democrats and 66 per cent of Independents.

Across the country, almost half of Americans (48%) believe the U.S. Government should be able to kill U.S. citizens outside the country if there is strong evidence of their involvement in terrorist activities. At least half of respondents in the South (52%) and the Midwest (50%) agree with this statement.

Conversely, 28 per cent of Americans think the U.S. Government should be able to kill U.S. citizens outside the country only if their threat to life is concrete, specific and imminent, while less than one-in-ten (9%) say the U.S. Government should never be able to kill U.S. citizens outside the country.

The views of supporters of the two main parties are very similar on this issue, with 50 per cent of Democrats and 54 per cent of Republicans supporting the notion that the U.S. Government should be able to kill U.S. citizens outside the country if there is strong evidence of their involvement in terrorist activities. Only 42 per cent of Independents concur.

Methodology: From October 4 to October 5, 2011, Angus Reid Public Opinion conducted an online survey among 1,002 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.

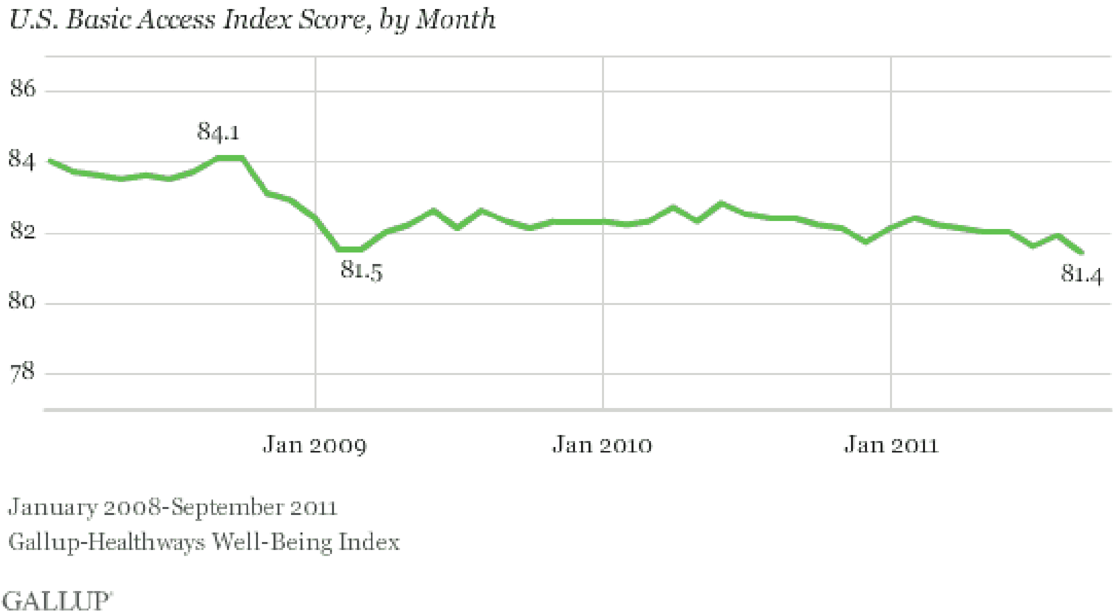
Source:http://www.angus-reid.com/polls/44084/americans-say-government-was-right-to-eliminate-islamist-militant/

193-43-12. Americans' Access to Basic Necessities at Recession Level

More Americans struggling to access healthcare, food, and shelter

October 13, 2011

WASHINGTON, D.C. -- Fewer Americans had access to basic life necessities in September. The nation's Basic Access Index score fell to 81.4 last month -- on par with the 81.5 measured in February and March 2009 amid the recession.



Americans' access to basic necessities has never fully recovered after declining amid the 2008 to 2009 financial crisis and has declined further since February of this year.

Still, the current 81.4 Basic Access Index score means that the majority of Americans do have access to basic life necessities.

These findings are based on more than 29,000 interviews conducted each month from January 2008 through September 2011 with American adults as a part of the Gallup-Healthways Well-Being Index. The Basic Access Index includes 13 questions that measure Americans' access to basic necessities, ranging from food and shelter to clean water and healthcare.

More Americans Struggling With Access to Healthcare, Food, and Shelter

Americans' access to healthcare, food, and shelter worsened the most in September compared with when the Basic Access Index was at its high point in September 2008. Fewer Americans now have a personal doctor and health insurance. And more Americans are having trouble paying for food and shelter.

Basic Access Index Items: September 2008 vs. September 2011

	September 2008	September 2011	Difference
	%	%	pct. pts.
Have a personal doctor	82.5	78.3	-4.2
Have health insurance coverage	85.9	82.3	-3.6
Have visited a dentist in the past 12 months	66.6	64	-2.6
Have enough money buy food for you and your family	81.1	80.1	-1
Have enough money to provide adequate shelter or housing for you and your family	90.8	89.8	-1
City or area where you live getting better	55.5	54.9	-0.6
Feel safe walking alone at night in the city or area where you live	70.8	70.2	-0.6
Satisfied with the city or area where you live	85.1	84.8	-0.3
Easy to get medicine in the city or area where you live	90.9	91.1	+0.2
Easy to get clean and safe water in the city or area where you live	94.6	94.8	+0.2
Easy to get a safe place to exercise in the city or area where you live	90.5	90.7	+0.2
Easy to get affordable fresh fruits and vegetables in the city or area where you live	90	90.6	+0.6
Have enough money to pay for healthcare and/or medicines that you or your family need	79.7	80.4	+0.7

Gallup-Healthways Well-Being Index

GALLUP

The majority of Americans, however, still have access to all 13 basic necessities the index measures.

Bottom Line

While the recession officially ended more than two years ago, the effects on Americans continue to linger. Unemployment remains high and more Americans than ever are living in poverty, which may lead to more people struggling to access basic life necessities such as healthcare, food, and shelter.

Although the vast majority of Americans still report that they are not having trouble accessing basic necessities, the trend is currently going in the wrong direction. Additionally Gallup's global research findsAmericans are now struggling more than Chinese to afford food, a reversal from 2008. If the worries about a double-dip recession come to fruition, even more Americans may start having problems meeting their basic needs.

Additionally, having basic needs met is a precursor to good health, high wellbeing, and ultimately positive economic outcomes. The three Basic Access Index items that have declined the most -- having a personal doctor, having health insurance, and visiting a dentist -- are all vital components of good preventative care, which ultimately helps to reduce costly and debilitating health problems.

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 Sept. 1-30, 2011, with a random sample of 29,313 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia, selected using random-digit-dial sampling.

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

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each 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/150122/Americans-Access-Basic-Necessities-Recession-Level.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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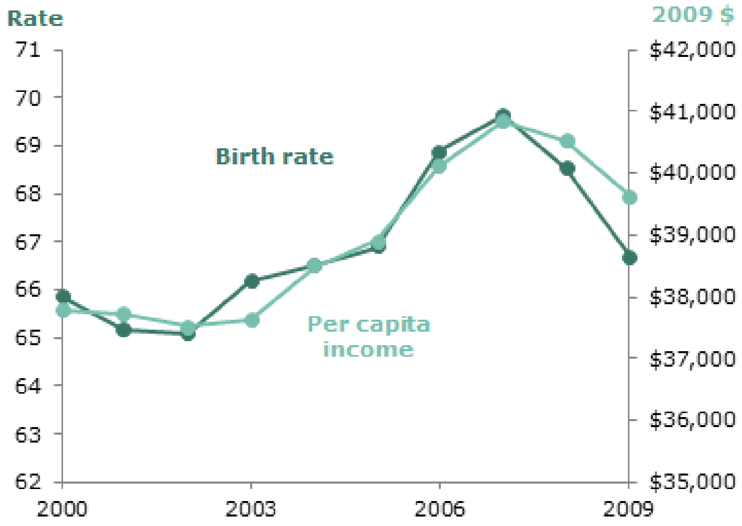
193-43-13. In a Down Economy, Fewer Births

October 12, 2011

U.S. Birth Rate and Per Capita Income Decline Since Recession Onset



Notes: Birth rate (general fertility rate) is the number of births per thousand women ages 15-44. Birth rate data for 2009 are preliminary.

Source: Statistics calculated using data from National Center for Health Statistics, U.S. Census Bureau and Bureau of Economic Analysis

PEW RESEARCH CENTER

A sharp decline in fertility rates in the United States that started in 2008 is closely linked to the souring of the economy that began about the same time, according to a new analysis of multiple economic and demographic data sources by the Pew Research Center.

The year 2007 marked a record high number of births in the U.S.—4,316,233. Since that time, births have been declining, even as the U.S. population continues to grow. Preliminary data for 2009 indicate that the number of births dropped to 4,131,018—the lowest number since 2004. Provisional data show that in 2010 births numbered just over 4 million (4,007,000).1

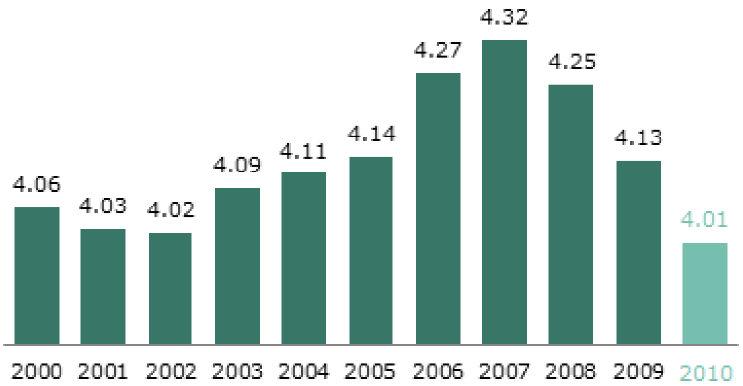
A state-level look at fertility illustrates the strength of the correlation between lower birth rates and economic distress. States experiencing the largest economic declines in 2007 and 2008 were most likely to experience relatively large fertility declines from 2008 to 2009, the analysis finds. States with relatively minor economic declines were likely to experience relatively small declines.

For example, North Dakota, which experienced one of the nation's lowest unemployment rates (3.1%) in 2008, was the only state to show even a slight increase (0.7%) in births from 2008 to 2009. All other states and the District of Columbia experienced either no change, or declines, in births during that period.

These correlations are based on fertility trends calculated using data from the National Center for Health Statistics and the U.S. Census Bureau and economic trend data from six familiar indicators (per capita income, per capita gross domestic product, employment rate, unemployment rate, initial unemployment claims, and foreclosure rates) tracked by the U.S. Bureau of Labor Statistics and RealtyTrac.2

Since 2007, Total U.S. Births Have Declined Sharply

in millions



Note: Birth data for 2009 are preliminary, and birth data for 2010 are provisional.

Source: National Center for Health Statistics

PEW RESEARCH CENTER

Since 2007, the U.S. fertility rate—which controls for variations in the size of the female population of childbearing age—has dropped markedly from 69.6 births per thousand women ages 15-44 to 66.7 births per thousand women ages 15-44 in 2009. Provisional data for 2010 indicate a further drop to 64.7 births per thousand women ages 15-44.

The Pew Research Center analysis also finds evidence of an association between economic hard times and fertility declines by race and ethnicity. Hispanics, whose employment levels and household wealth were particularly hard hit by the Great Recession, have experienced the largest fertility declines of the nation's three major racial and ethnic groups. Conversely, whites have experienced smaller economic hardships, and smaller declines in fertility. From 2008 to 2009, birth rates dropped by 5.9% among Hispanic women, while birth rates dropped 2.4% among black women and 1.6% among white women.

Fertility and the Recession

The official start of the U.S. economic recession was in December 2007, according to the National Bureau of Economic Research. However, the timing and magnitude of economic declines associated with the recession have varied markedly from state to state. For instance, per capita income in Nevada declined by 4.6% from 2007 to 2008, while in West Virginia, per capita income increased by 1.6%. And in states such as Arizona, per capita income began declining by 2007, while in states such as Alaska and Montana declines did not appear until 2009.

Since 2007, U.S. Birth Rates Have Declined Dramatically

Note: Birth rate (general fertility rate) is the number of births per thousand women ages 15-44. Birth rate data for 2009 are preliminary, and birth rate data for 2010 are provisional.

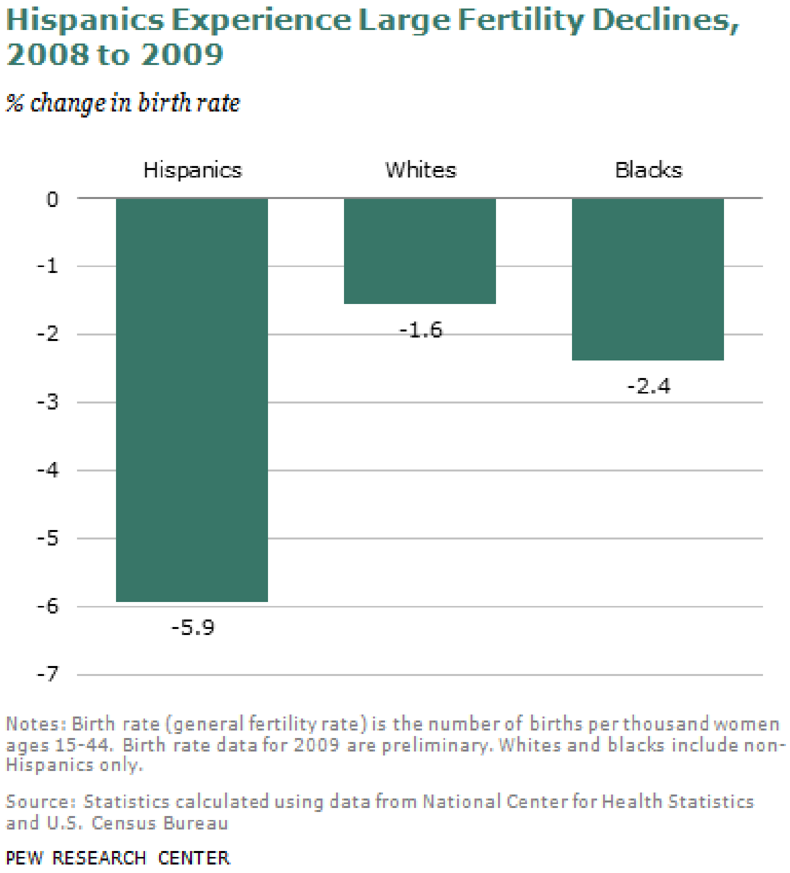
Source: Statistics calculated using data from National Center for Health Statistics and U.S. Census Bureau

PEW RESEARCH CENTER

This research capitalizes on such across-state differences to examine whether the economic downturn is associated with the sharp fertility declines that the U.S. has experienced since 2007. Six of the seven economic indicators that the Pew Research Center analyzed were strongly linked to subsequent changes in fertility at the state level. In particular, changes in per capita personal income, per capita GDP, employment rate, unemployment rate and initial unemployment claims from 2007 to 2008 were closely related to changes in fertility rates occurring from 2008 to 2009, as were 2008 state-level foreclosure rates.[3] The change from 2007 to 2008 in the Home Price Index, an indicator of housing value, was not linked to subsequent fertility.

In 48 of 51 states (a number that includes the District of Columbia), fertility declines occurred within one to two years of the start of economic declines (as indicated by the percent change in personal income per capita, and the percent change in the employment rate). This does not conclusively prove that the economic changes led to fertility changes. However, the timing is consistent with the time it might take people to act upon fertility decisions.

Hispanics Hardest Hit by Recession, Show Biggest Fertility Declines

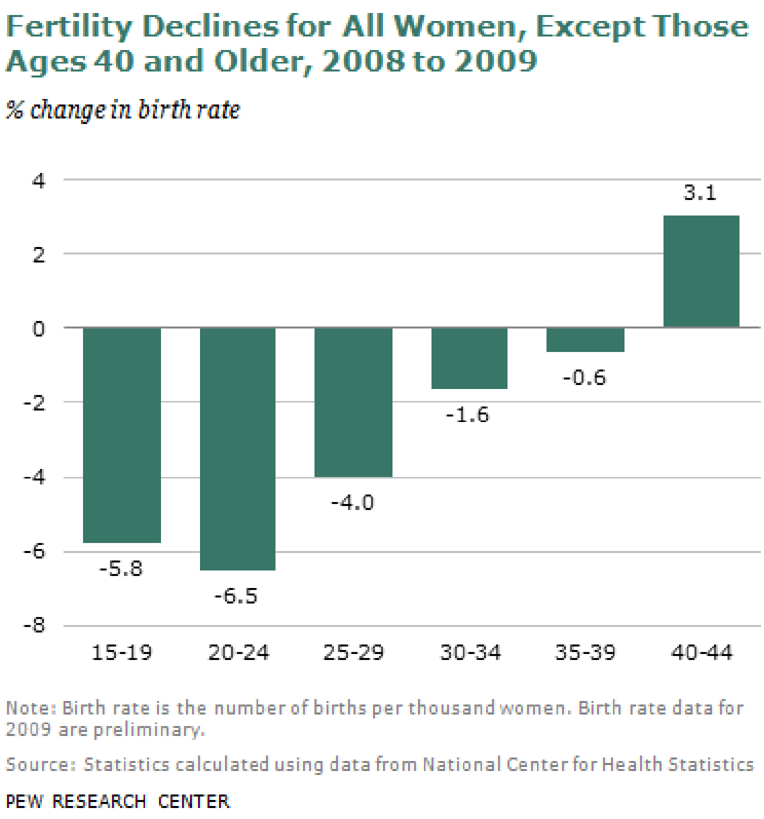


It is difficult to obtain reliable annual indicators of fertility and the economy at the state level by separate racial and ethnic groups. But an examination of national-level data shows that Hispanics, who have been hit the hardest in terms of employment and wealth, have also experienced the largest fertility declines since the onset of the recession. Conversely, the smaller birth rate declines among whites could reflect the fact that they were less hard hit by the recession than were Hispanics or blacks.

From 2008 to 2009, the birth rate among Hispanics dropped almost 6%. In comparison, blacks experienced a 2.4% decline, and whites experienced a 1.6% decline. While Hispanics continue to have birth rates that are much higher than their non-Hispanic counterparts, the 2009 Hispanic birth rate of 93.3 births per 1000 women of childbearing age is the lowest rate since 1999.

The relatively large birth rate declines among Hispanics mirror their relatively large economic declines, in terms of jobs and wealth. From 2007 to 2008, the employment rate among Hispanics declined by 1.6 percentage points, compared with declines of 1.0 percentage points for blacks and 0.7 points for whites. The unemployment rate shows a similar pattern—unemployment among Hispanics increased 2.0 percentage points from 2007 to 2008, while for blacks it increased 1.8 percentage points, and for whites the increase was 0.9 percentage points.4 A recent report from the Pew Hispanic Center revealed that Hispanics have also been the biggest losers in terms of wealth since the beginning of the recession, with Hispanic households losing 66% of their median wealth from 2005 to 2009. In comparison, black households lost 53% of their median wealth and white households lost only 16%. From 2007 to 2008, there were no statistically significant differences by race and ethnicity in per capita income.

Fertility Delayed or Fertility Foregone?



It's typically quite difficult to determine if economic changes are causing fertility changes, since other social and cultural factors may also be at play, such as changes in women's labor force participation, contraceptive technology, and public policy (Pison 2009). However, there is historical evidence of a link between economic cycles and fertility in the U.S.—Carl Haub of the Population Reference Bureau points to both the Great Depression and the oil bust of the early 1970s as examples. Research examining fertility across multiple industrialized countries has also shown a link between economic declines and fertility declines (Sobotka et al. 2011;Goldstein et al. 2009).

Experts suggest that much of the fertility decline that occurs during an economic decline is postponement of childbearing and does not represent a decision to have fewer children (Sobotka et al. 2011; Goldstein et al. 2009). In other words, people put off having children during the economic downturn, and then catch up on fertility once economic conditions improve.

It's too early to know if fertility will bounce back as the U.S. economy recovers,5 but preliminary evidence suggests that the fertility decline may indeed be driven by postponement. Survey findings from the Pew Research Center and vital statistics data have shown that the recession is more strongly associated with fertility declines among younger women, who presumably have the luxury of postponing fertility until better economic times prevail. Conversely, older women are less likely to say that they have postponed fertility due to economic declines. They are the only age group that has shown consistent, if not rising, fertility in recent years.

1. In recent years provisional and preliminary birth data have come close to the final birth counts. For 2008 data, theprovisional estimates equaled 99.98% of the final estimates, and the preliminary estimates equaled 100.08% of the final estimates. ↩

2. An earlier Pew Social & Demographic Trends report analyzed the association of fertility and the economy for 25 states using 2008 fertility data. ↩

3. The correlation coefficients for the significant relationships between the 2008-2009 percent GFR change and six economic indicators were as follows: 2007-2008 percent change in per capita income (0.49); 2007-2008 percent change in per capita gross domestic product (0.31); 2007-2008 percent change in employment rate (0.33); 2007-2008 percent change in unemployment rate (-0.72); 2007-2008 percent change in first unemployment claims; and (-0.33); 2008 foreclosure rate (-0.51). Correlations for the change in per capita income; change in unemployment; and foreclosures were significant at the 0.01 level. All other correlations were significant at the 0.05 level. ↩

4. Employment and unemployment statistics by race and ethnicity calculated using data from the Current Population Survey. ↩

5. See Philip Cohen's analysis of internet search trends for an interesting interpretation of what may lie ahead for U.S. fertility in the near future. ↩

Source: http://www.pewsocialtrends.org/2011/10/12/in-a-down-economy-fewer-births/?src=prc-headline

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193-43-14. Strong on Defense and Israel, Tough on China

Tea Party and Foreign Policy

October 7, 2011

The Tea Party has emerged as a political force on domestic issues, especially the national debt and the size and role of the federal government. Republican supporters of the Tea Party movement also have a distinct approach to national security and America's role in the world. Tea Party Republicans favor an assertive foreign policy, are strong supporters of Israel and take a hard line against illegal immigration, according to surveys conducted this year by the Pew Research Center for the People & the Press:

Peace Through Strength

Tea Party Republicans: Maintain Military Strength, Reduce Military Commitments

		Republican/Lean Rep			
	Total	All	Tea Party	Non-Tea Party	Dem/Lean Dem
Best way to ensure peace is through ...	%	%	%	%	%
Military strength	31	47	60	38	20
Good diplomacy	58	41	26	50	72
Other/DK	11	13	14	12	8
	100	100	100	100	100
Spending on national defense ...					
Increase	13	19	21	17	9
Cut back	30	19	18	20	41
Keep the same	53	61	60	62	46
Don't know	4	1	2	1	5
	100	100	100	100	100
To reduce the national debt ...					
Reduce military commitments overseas					
Approve	66	56	55	58	74
Disapprove	30	40	44	38	23
Don't know	4	3	1	4	3
	100	100	100	100	100

PEW RESEARCH CENTER. Figures may not add to 100% because of rounding.

Among all Republicans and Republican-leaning independents, 40% agree with the Tea Party movement. For more on the demographics of GOP Tea Party supporters see"Obama Loses Ground in 2012 Reelection Bid," July 28, 2011.

Republicans and Republican-leaning independents who agree with the Tea Party are far more likely than other Republicans or Democrats to support the Reagan-era principle of "peace through strength." And there is broad support among Tea Party Republicans, as well as non-Tea Party Republicans, for maintaining defense spending at current levels. By contrast, far more Democrats and Democratic-leaning independents want to cut back defense spending.

Yet a majority of Tea Party Republicans and Republican leaners (55%) also approve of reducing military commitments overseas to reduce the budget deficit and the size of the nation's debt. On this issue, their opinions differ little from Republicans and leaners who do not agree with the Tea Party movement (58%). Among Democrats and Democratic leaning independents, 74% approve of cutting back on military commitments to reduce the national debt.

Middle East: Strong Support for Israel, Criticism of Obama

Most Tea Party Republicans Say Obama Favors Palestinians Too Much

		Republican/Lean Rep			Dem/
			Tea	Non-	Lean
In Middle East dispute, sympathize more with ...	Total	All	Party	Tea Party	Dem
	%	%	%	%	%
Israel	48	63	79	54	41
Palestinians	11	8	7	9	15
Neither (vol.)	15	12	6	16	16
Both/DK	25	16	8	22	28
	100	100	100	100	100
Barack Obama ...					
Favors Israel too much	6	5	3	6	6
Favors Palestinians too much	21	40	68	23	8
Strikes right balance	50	33	17	42	68
Don't know	24	22	13	29	18
	100	100	100	100	100
Thinking about recent events in the Middle East, which is more important?					
Stable governments, even if there is less democracy	52	59	56	61	46
Democratic governments, even if there is less stability	37	32	37	29	45
Don't know	11	9	6	9	9
	100	100	100	100	100

PEW RESEARCH CENTER. Figures may not add to 100% because of rounding.

U.S. policy in the Middle East recently emerged as a campaign issue, with Texas Gov. Rick Perry criticizing Barack Obama's handling of the Israel-Palestinian dispute.

In late May, Republicans and GOP leaners who agree with the Tea Party movement overwhelmingly sympathized more with Israel than the Palestinians. Fully 79% sympathized more with Israel, compared with 54% of non-Tea Party Republicans and 41% of Democrats and Democratic leaners.

The differences were even starker in views of Obama's handling of this issue: 68% of Tea Party Republicans said Obama favors the Palestinians too much, compared with just 23% of non-Tea Party Republicans and 8% of Democrats.

There has been greater partisan agreement in opinions about the political changes that are affecting many countries in the Middle East. In early March, amid pro-democracy protests in several Middle Eastern countries and shortly after Hosni Mubarak stepped down as Egypt's president, 52% of the public said it was more important to have stable governments in the Middle East, even if there were less democracy; 37% said democratic governments are more important even if there were less stability.

Majorities of Tea Party Republicans (56%) and non-Tea Party Republicans (61%) said stable governments were more important, even if it meant less stability. Democrats and Democratic leaners were more divided: 46% said stable governments were more important, even if it meant less democracy, while 45% said democracy was more important, even it meant less stability.

Free Trade Agreements, China

Tea Party Republicans Support Getting Tougher with China on Economic Issues

		Republican/Lean Rep			Dem/
Free-trade agreements have been ___ for the U.S. ...	Total	All	Tea Party	Non-Tea Party	Lean Dem
	%	%	%	%	%
Good thing	48	44	43	45	53
Bad thing	41	45	44	46	38
Don't know	12	11	12	9	10
	100	100	100	100	100
In economic and trade policy toward China, which is more important?					
Getting tougher w/ China	40	51	66	42	32
Building a stronger relationship w/ China	53	44	30	52	61
Don't know	7	6	5	6	6
	100	100	100	100	100

PEW RESEARCH CENTER. Figures may not add to 100% because of rounding

Like the general public, Republican and Republican-leaning supporters of the Tea Party movement are divided over the impact of free trade agreements: 43% say free trade agreements have been a good thing for the U.S. while 44% see them as a bad thing. Republicans who do not agree with the Tea Party also are divided; a narrow majority of Democrats and Democratic-leaning independents (53%) say trade agreements have had a positive impact.

Tea Party Republicans are much more supportive of taking a harder line with China in economic policy than are other Republicans or Democrats. Two-thirds (66%) say it is more important to get tougher with China on economic issues; just 30% say it is more important to build a stronger relationship with China on these issues. About four-in-ten non-Tea Party Republicans (42%) and 32% of Democrats and Democratic leaners prioritize getting tougher with China.

Illegal Immigration

Nearly All Tea Party Republicans Back Arizona Law; Most Favor Ending Birthright Citizenship

		Republican/Lean Rep			
	Total	All	Tea Party	Non-Tea Party	Dem/ Lean Dem
Stronger enforcement of immigration laws and border security …	%	%	%	%	%
Favor	78	89	98	83	71
Oppose	19	10	2	15	27
Don't know	3	1	0	2	2
	100	100	100	100	100
Arizona's immigration law …					
Approve	61	84	94	76	43
Disapprove	34	12	3	19	54
Don't know	5	4	2	5	3
	100	100	100	100	100
Change constitution to bar citizenship for children of illegal immigrants?					
Favor changing constitution	39	48	58	41	31
Leave constitution as is	57	47	36	55	67
Don't know	4	5	6	4	3
	100	100	100	100	100
Priority in dealing with illegal immigration …					
Better border security, stronger enforcement of laws	35	50	67	38	23
Creating a way for illegal immigrants already here to become citizens	21	11	7	14	26
Both should be given equal priority	42	36	23	46	48
None/Don't know	3	2	2	2	2
	100	100	100	100	100

PEW RESEARCH CENTER. Figures may not add to 100% because of rounding

Most Americans support stricter enforcement of immigration laws and tighter border security. But among Tea Party Republicans support for tougher immigration measures is virtually universal – 98% favor stronger enforcement of immigration laws.

Nearly as many (94%) favor Arizona's tough immigration law, which is tied up in court. The law requires police to verify the legal status of someone they have already stopped or arrested if they suspect that the person is in the country illegally. Nearly six-in-ten Tea Party Republicans (58%) favor changing the constitution to bar citizenship for children born in the United States to illegal immigrants. Majorities of Democrats (67%) and non-Tea Party Republicans (55%) oppose changing the constitution for this purpose.

The public generally supports a two-fold approach to illegal immigration: a 42% plurality says the priority should be both better border security and stronger enforcement of immigration laws and creating a way for illegal immigrants who are already here to become citizens if they meet certain requirements. Nearly half of Democrats (48%) and non-Tea Party Republicans

(46%) say that better border security and finding a way for people here illegally should be given equal priority.

But a substantial majority of Tea Party Republicans (67%) say better border security and stronger enforcement of existing laws should be the primary priority; just 23% favor a dual focus, with equal priority given to tougher security measures and a path to citizenship.

Afghanistan: Support for Troop Presence, Doubts about the Future

In June, shortly before President Obama announced his timetable for withdrawing U.S. troops from Afghanistan, a majority of Tea Party Republicans (55%) favored maintaining U.S. troops in the country until the situation has stabilized.

Broad Skepticism that Afghanistan Can Remain Stable After U.S. Exit

		Republican/Lean Rep			Dem/
	Total	All	Tea Party	Non-Tea Party	Lean Dem
Decision to use military force in Afghanistan ...	%	%	%	%	%
Right decision	57	68	74	64	52
Wrong decision	35	26	22	28	41
Don't know	8	7	5	8	7
	100	100	100	100	100
U.S. should ...					
Keep troops there until situation has stabilized	39	52	55	49	30
Remove troops as soon as possible	56	44	42	47	66
Don't know	4	4	3	5	4
	100	100	100	100	100
Likely that Aghanistan can maintain stable gov't after most US troops leave ...					
Very/ Somewhat likely	38	38	30	44	39
Not too/ Not at all likely	57	59	66	53	56
Don't know	5	3	3	3	5
	100	100	100	100	100

PEW RESEARCH CENTER. . Figures may not add to 100% because of rounding.

Still, 42% supported withdrawing U.S. forces as soon as possible – double the percentage that did so just a year earlier (21%). For more, see "Record Number Favors Removing U.S. Troops from Afghanistan," June, 21, 2011.

Across the political spectrum, there was little optimism that Afghanistan can maintain a stable government after most U.S. troops leave the country.

Just 30% of Tea Party Republicans said it is likely that Afghanistan can maintain a stable government after most U.S. forces exit, as did 39% of Democrats and 44% of non-Tea Party Republicans.

After Obama's announcement, the Pew Research Center and The Washington Post conducted a survey about the pace of troop withdrawal from Afghanistan. A plurality of Americans (44%) said Obama was handling the withdrawal of combat troops from Afghanistan about right, while 29% said he was not removing them quickly enough, and 14% thought he was removing them too quickly.

The survey had no measure of Tea Party support, but Republicans generally were divided over Obama's plan for drawing down U.S. forces: 32% said Obama was not removing the troops quickly enough, 28% said he was removing them too quickly, and 25% said he was handling this about right.

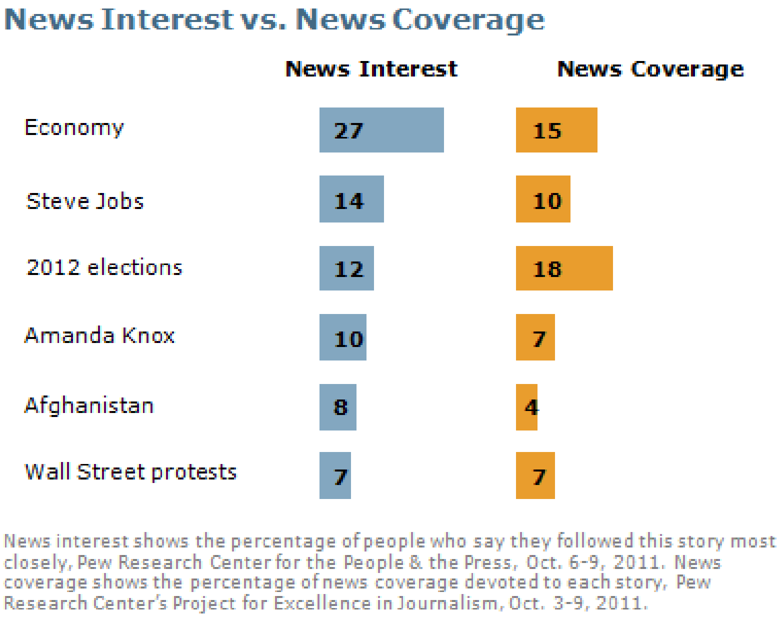
Source:http://www.people-press.org/2011/10/07/strong-on-defense-and-israel-tough-on-china/?src=prc-headline

193-43-15. Wall Street Protests Receive Limited Attention

Public Remains Focused on Economic Conditions

October 12, 2011

OVERVIEW



Americans continued to closely track news about the nation's struggling economy last week, and paid only modest attention to a fast- growing media story – the anti-Wall Street protests in New York and other cities.

About a quarter (27%) say news about the condition of the U.S. economy was their top story, while just 7% cite the Occupy Wall Street protests as their top story. Looking at a separate measure, 43% say they followed economic news very closely, compared with 17% for the protests, according to the latest weekly News Interest Index survey, conducted Oct. 6-9 among 1,000 adults by the Pew Research Center for the People & the Press.

News about the spreading anti-Wall Street protests accounted for 7% of coverage, nearly four times the level of coverage one week earlier, according to an analysis by the Pew Research Center's Project for Excellence in Journalism (PEJ). But there is significantly less public interest in the current Occupy Wall Street protests than there was in the Tea Party protests in early 2009, when they were receiving comparable levels of media coverage. And notably, partisans are about equally likely to say they are tracking the current protests very closely, a sharp contrast with the intense Republican interest in early Tea Party protests in 2009.

Meanwhile, perceptions of the tone of economic news have changed little since early September, though they have improved since the start of August. Currently, 58% say they are hearing mostly bad news about the economy, 39% say they are hearing a mix of good and bad news and just 1% say they are hearing mostly good economic news. This is a modest improvement from August, when two-thirds said the economic news was mostly bad.

Fewer Tracking Wall Street Protests than Early Tea Party Protests

In mid-April 2009, news about early Tea Party protests made up 7% of news coverage, identical to the amount of coverage devoted to the anti-Wall Street protests over the past week.

Comparing Wall Street Protests with Early Tea Party Movement

	% of news coverage	% following 'Very closely' Total	Rep	Dem	Ind
Oct 2011: **Wall Street Protests**	7	17	12	17	19
Apr 2009: **Tea Party Protests**	7	27	43	18	26

PEW RESEARCH CENTER Oct. 6-9, 2011 and April 17-20, 2009.

But public interest today is significantly lower than it was in 2009 – just 17% say they are following the current protests very closely, compared with 27% who followed early Tea Party protests very closely.

The attention to the early Tea Party protests came largely from Republicans, fully 43% of whom tracked the story very closely in April 2009. Fewer than half as many Democrats (18%) were equally engaged with the story. Today, however, there is no such disparity, with limited interest in the Occupy Wall Street protests from Republicans (12%), Democrats (17%) and independents (19%) alike. However, when asked what one story they followed most closely, Democrats are more likely than Republicans to cite the protest news (11% vs. 3%).

Steve Jobs' Death Big News for Those Under 30

Age Differences in Naming Top Stories

Which one story did you follow most closely?	Total	18-29	30-49	50-64	65+
	%	%	%	%	%
U.S. economy	27	19	31	28	30
Death of Steve Jobs	14	21	15	12	6
2012 election	12	9	13	10	16
Amanda Knox	10	11	10	13	8
Afghanistan	8	9	6	9	7
Anti-Wall Street protests	7	11	8	8	3
Other	5	4	3	5	7
Don't know	17	18	14	15	22
	100	100	100	100	100

PEW RESEARCH CENTER Oct. 6-9, 2011.

The death of Apple co-founder Steve Jobs was the top story for 14% of the public. For those under age 30, however, about as many say Jobs' death was the news they followed most closely (21%) as cite the economy (19%). Jobs' death – along with assessments of the impact of his life, his company and its products – accounted for 10% of coverage, according to PEJ.

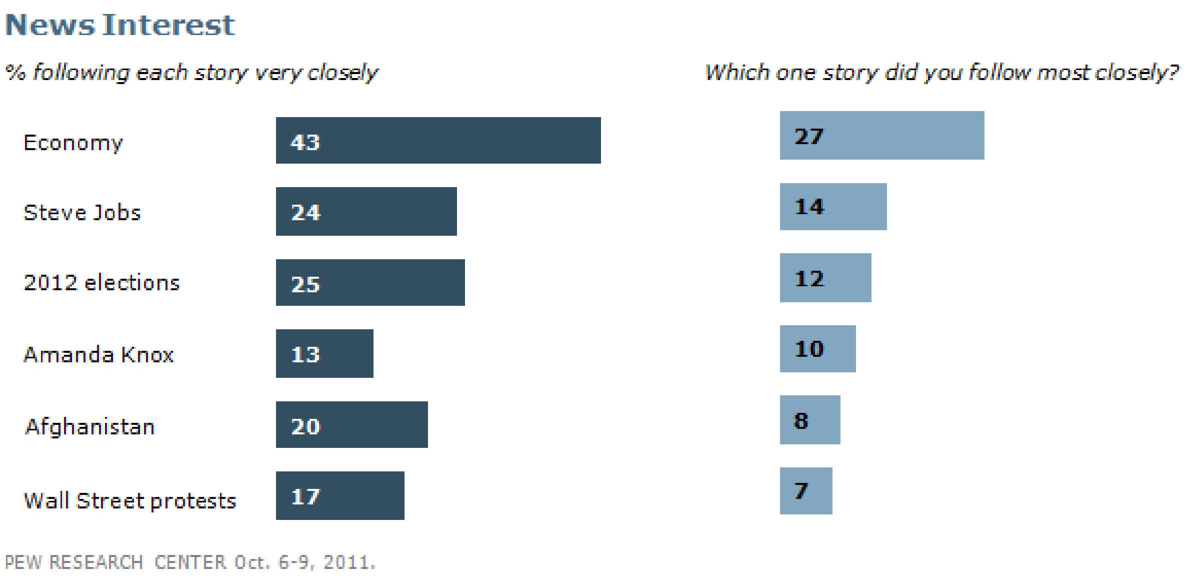
Jobs' death also registered with users of Apple products – who tend to skew young – more than the public as a whole. About four-in-ten Americans (42%) say they own an Apple device, such as an iPod, iPhone or iPad. Of that group, 21% say they followed news about Jobs' death more closely than any other story. That is comparable to the 26% naming the economy as their top story.

Among those who do not own an Apple product, Jobs' death garnered less interest. About one-in-ten (9%) say this was their top story, well behind the economy (27%).

More people under age 30 also named the anti-Wall Street protests as their top story than those 65 and older (11% vs. 3%). The protests were the top story for 8% of those between 30 and 64.

Looking at the week's other news, 13% say they very closely followed news about an Italian court reversing the murder conviction of Amanda Knox and her return to the United States; 10% say this is the story they followed most closely. Women paid greater attention to this story than men; 14% of women say this was the news they followed most closely last week, compared with 7% of men. News about Knox accounted for 7% of coverage.

And, as the U.S. marked 10 years of fighting in Afghanistan, the situation there garnered no spike in interest. Two-in-ten (20%) say they followed this news very closely, comparable to interest in early September; 8% say this was the news they followed most closely. News about Afghanistan accounted for 4% of coverage, according to PEJ.



Most Heard About Christie, Palin Announcements

A quarter of the public (25%) says they followed election news very closely last week, a level of interest little changed since late summer. Boosted by heavy coverage of the announcement by New Jersey Gov. Chris Christie that he would not jump into the race, the campaign made up 18% of the newshole measured by PEJ.

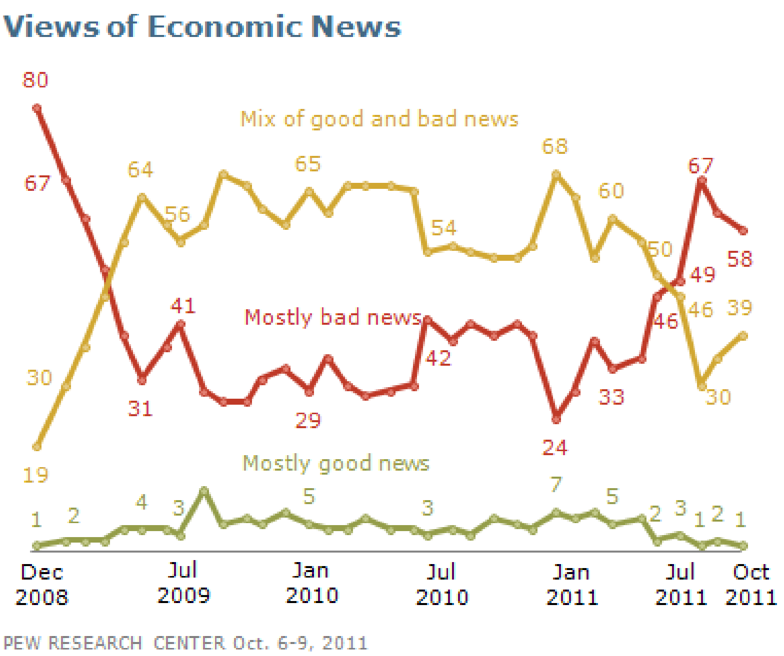
About a quarter of the public (26%) say they heard a lot last week about Christie's announcement that he would not run for president in 2012. Another 37% say they heard a little about this news. About as many heard about Sarah Palin's announcement later in the week that she too would not run; 21% say they heard a lot about this, while 49% say they heard a little.

In both cases, Republicans, Democrats and independents are about equally likely to have heard a lot about the announcements.

Similar numbers say they heard a lot about a proposal from Senate Democrats to add a 5% surtax on incomes over $1 million to help fund President Obama's jobs bill. Nearly three-in-ten (28%) say they heard a lot about this, while 36% say they heard a little.

Fewer (17%) say they heard a lot about reports that Texas Gov. Rick Perry's family had once leased a hunting camp with a racially insensitive name. Nearly six-in-ten (56%) say they heard nothing at all about this story. Again, the differences among partisans are narrow.

Perceptions of Economic News Less Negative



Despite the economy's continuing troubles, more people now say they are hearing a mix of good and bad news about the economy than said so in August when negative impressions soared.

In the latest survey, 58% say they are hearing mostly bad economic news while 39% say they are hearing a mix of good and bad news. In August, more than twice as many said economic news was mostly bad than said it was mixed (67% vs. 30%).

Democrats offer a somewhat more upbeat assessment of economic news than they did in August and September. In August, a solid majority of Democrats (62%) said that economic news

Dems See Economic News as Less Bleak

% hearing mostly bad news about economy	Aug 4-7	Sep 1-4	Oct 6-9
	%	%	%
Total	67	61	58
Republican	71	66	70
Democrat	62	58	47
Independent	69	65	60
Following news about econ:			
Very closely	72	65	63
Less closely	63	58	54

PEW RESEARCH CENTER Oct. 6-9, 2011.

was mostly bad, while 47% say this today. Half of Democrats (50%) now say that the news is mixed, up from 36% in August.

The number of Republicans who say they are hearing mostly bad economic news is unchanged from August (71% then vs. 70% now). About a quarter (26%) say they are hearing a mix of good and bad news. Among independents, 60% say they hearing mostly bad economic news, down from 69% in August. Nearly four-in-ten (37%) say they are hearing a mix of economic news.

These findings are based on the most recent installment of the weekly News Interest Index, an ongoing project of the Pew Research Center for the People & the Press. The index, building on the Center's longstanding research into public attentiveness to major news stories, examines news interest as it relates to the news media's coverage. The weekly survey is conducted in conjunction with The Project for Excellence in Journalism's News Coverage Index, which monitors the news reported by major newspaper, television, radio and online news outlets on an ongoing basis. In the most recent week, data relating to news coverage were collected Oct. 3-9, and survey data measuring public interest in the top news stories of the week were collected Oct. 6-9 from a nationally representative sample of 1,000 adults.

Source:http://www.people-press.org/2011/10/12/wall-street-protests-receive-limited-attention/?src=prc-newsletter

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193-43-16. Occupy Wall Street Drives Economic Coverage

Pew News Coverage Index: October 3-9, 2011

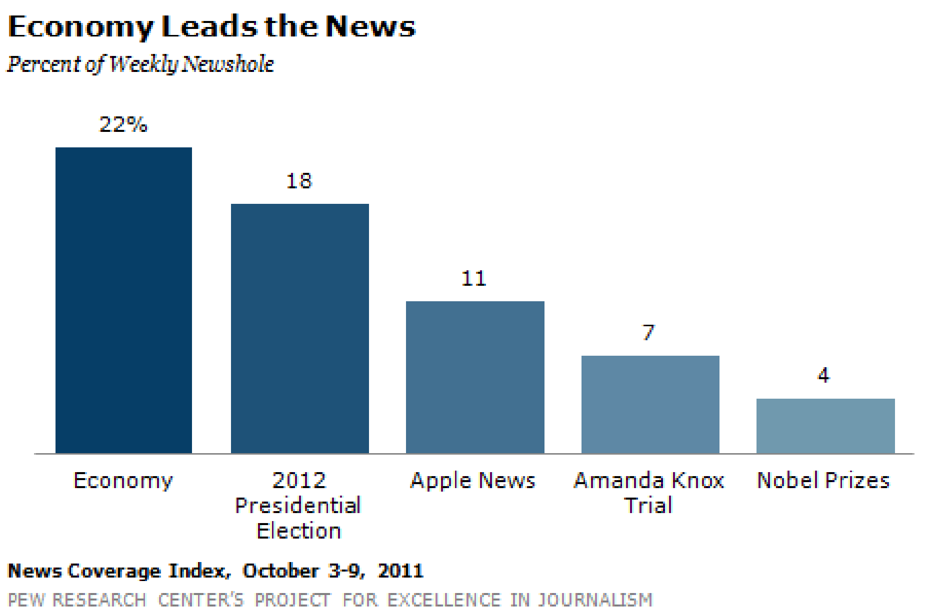
The economy reclaimed its perch at the top of the news agenda as the No. 1 story last week, largely driven by dramatically increasing media attention to the Occupy Wall Street demonstrations.

Overall economic coverage accounted for 22% of the newshole from October 3-9, up from 14% the week before (when it was No. 2), according to the Pew Research Center's Project for Excellence in Journalism. The protests largely aimed at Wall Street constituted the largest single thread in that coverage, making up about one-third of the economic storyline. That amounted to roughly 7% of the overall newshole, or nearly four times the amount of protest coverage from the week before.

The debate over President Obama's jobs bill was largely responsible for the second biggest theme of economic coverage last week, the employment situation, which accounted for an additional one-third of economic coverage.

Last week was also the biggest yet for 2012 campaign coverage, at 18% of the newshole. That subject generated the most attention on cable TV, accounting for 34% of the airtime studied. For the past month, the campaign, at 14% of the newshole, has been the No. 2 story behind the economy—suggesting the media have entered a new phase of the election cycle in which the presidential race is a weekly priority.

Much of the coverage last week hung on the buildup to a big announcement by New Jersey Governor Chris Christie, who—despite a growing clamor for his candidacy—announced on October 4 that he would not run. Former Alaska Gov. Sarah Palin also announced last week that she would not run for president. But the timing of that announcement—the same evening the world learned of Apple CEO Steve Jobs' death—may have tamped down media attention to her.



Among the other top stories last week was the October 5 death of Jobs, a man who for years had struggled publicly with pancreatic cancer. The next morning, Jobs' image was emblazoned on major newspapers from The New York Times to The Wall Street Journal. Fueled largely by his death, news involving Apple—which included the release of the latest iPhone version—was the No. 3 story, at 11% of the newshole.

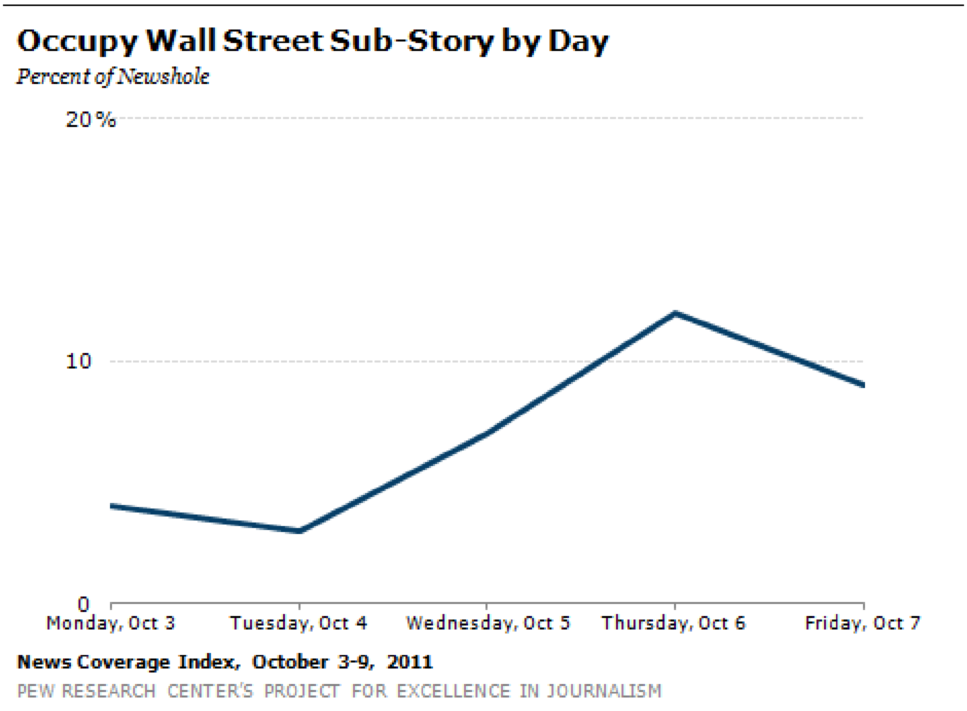
At No. 4 last week was the dramatic acquittal of an American woman, Amanda Knox, in an Italian court on murder charges. The story was No. 1 on network television at 14% of the airtime studied, and accounted for 7% of the overall coverage.

News about the winners of this year's Nobel Peace Prize represented the No. 5 story last week, at 4% of the newshole. Among the winners featured in news reports were three women from Libya and Liberia who have advocated peace and women's rights in war zones.

Occupy Wall Street Occupies the Media

Media attention to the Occupy Wall Street protests has increased as the protests have gained momentum.

On September 17, demonstrators first set up camp in Zuccotti Park in lower Manhattan, positioning themselves in the city's financial district. The leaderless group of activists, standing against "corporate greed and social inequality," generated negligible media coverage during that first week.



But as the protests grew in size and intensity, as on September 24 when many marched toward Union Square, the press began to take more notice. On October 1, more than 700 demonstrators were arrested as they marched across Brooklyn Bridge. During the week of September 26-October 2, the protests got a little more media traction, accounting for 2% of the overall newshole.

Last week, similar protests emerged in major cities around the country, including Los Angeles, Chicago, Boston and elsewhere. It was at this point that coverage began to spike, with the volume of coverage increasing each day. On Monday, October 3, the protests amounted to 4% of the newshole, and by Thursday, October 6, they accounted for 12%. By this time, labor unions and Hollywood celebrities had joined forces with the crowds.

Early in the week, media outlets were still trying to grasp what the protests were about. ABC's Dan Harris took a tour of the temporary village set up at the heart of the protests in New York, pointing out an information booth, a media center, and food stands with free, donated goods. "The one thing they don't have—a clear focus," he said during a World News Tonight segment on October 3.

The Washington Post on October 4 described the protesters as "having no single leader and no organized agenda."

Among cable and radio talk programs, where attention to the demonstrations was heavy, the tone of analysis depended on the politics of the outlet or host.

Conservatives jeered the Occupy Wall Street protesters. Bill O'Reilly during his October 3 program described their agenda in his own words: "This is 'I hate capitalism, I want this socialist nirvana, and I'm going to disrupt everybody's life to make my point.' That's wrong."

Liberal MSNBC host Ed Schultz defended the protestors in a live broadcast from Wall Street on October 5. "This just might be the movement that starts a major change in this country," he said.

Campaign: Christie Bows Out Before He Was Ever In

Last week, presidential campaign coverage focused on a handful of developments, including Chris Christie's and Sarah Palin's decisions not to run, the problems afflicting Rick Perry's campaign, and Herman Cain's moment in the spotlight.

Christie's October 4 press conference from the New Jersey State House in Trenton was the culmination of weeks of anticipation, and was carried live on all the major cable news channels. It was, in the words of a Wall Street Journal story, a decision that "will dash the hopes of the many donors, operatives and leading figures in the Republican Party who have clamored for him to run." Christie stated his wishes to finish his work in New Jersey as a major reason for his decision.

Meanwhile, Texas Governor Rick Perry found himself on the defensive after an October 2 Washington Post story reported that a hunting camp he had once leased had a racial slur painted on a rock. It was the latest in a series of setbacks for the Perry campaign. According to CBS political analyst John Dickerson the following day, "If the Perry campaign was running along smoothly and always going well, this might've been the kind of thing he could weather. But he's been having a very rough spot dealing with a number of difficult troubled issues."

Line of the Week

"Let the speculation commence: Christie 2016, anyone?" - John Dickerson, Slate, Oct. 4

Christie and Perry were the leading figures in campaign coverage last week, each registering as a dominant newsmaker in about one-fifth of all the election stories. (To be considered a dominant newsmaker, a person must be featured in at least 50% of a story.)

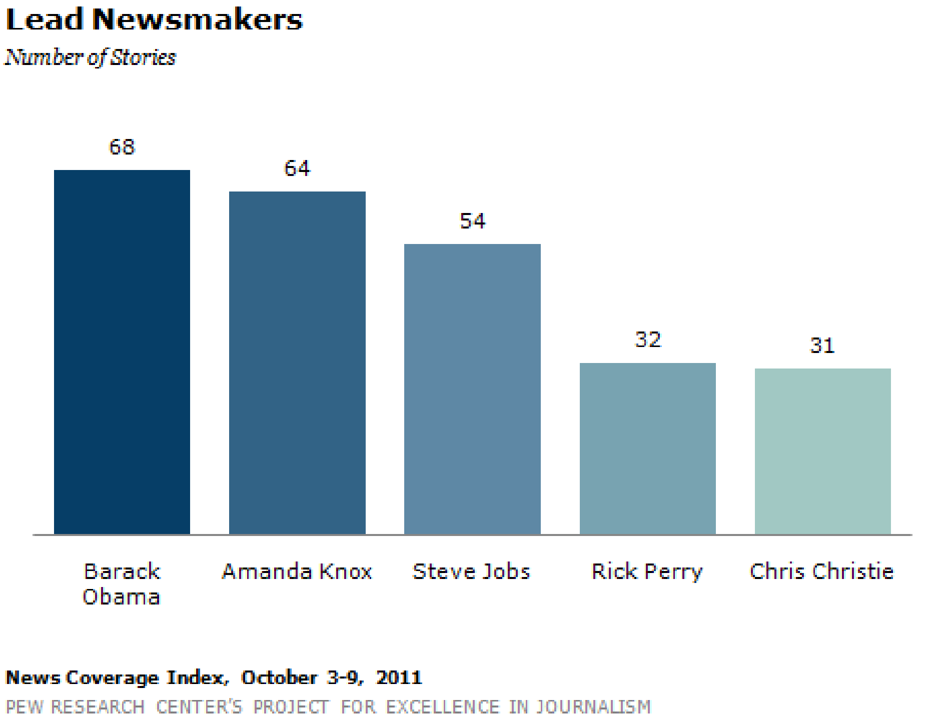
One candidate enjoying a boost in the polls and some positive coverage in the news media was Herman Cain. An Oct. 6 New York Times profile suggested that "this could be Mr. Cain's moment. With Gov. Chris Christie of New Jersey taking a pass and Gov. Rick Perry of Texas struggling, the yearning for a candidate who can combine fiery conservative populism with concrete policy proposals has led a growing section of Republican voters to embrace, or at least take a hard look at, Mr. Cain."

The Rest of the Week's News

Apple CEO Steve Jobs' death at age 56 elicited wall-to-wall news coverage on Thursday and Friday last week, including lengthy obituaries chronicling his impact on the world of technology and consumer behavior. And fittingly, his death generated the most attention, 21% of the newshole, in the online news sector.

A 2005 Stanford commencement address by Jobs in which he meditated on mortality circulated online and on television. Mostly, the "visionary in the black turtleneck," as an October 5 CNN story put it, was revered in the press for his looming influence and his big ideas. But some reports described his intensity and his demanding nature.

After four years in prison, Amanda Knox was acquitted of murder charges in Italy last week. The onetime American student living abroad in Italy had been convicted and imprisoned on charges of participating in the murder of her roommate. American television networks, especially broadcast, covered the acquittal news, and played and replayed Knox's emotional speech thanking her family and supporters in the United States. The subject generated its second highest level of coverage (10%) on cable news.



Finally, the Nobel Peace Prize awardees accounted for the No. 5 story last week, generating the most attention in the online and broadcast news sectors (7%). A number of news reports paid special attention to three women who shared the prize for their work on women's rights: Ellen Johnson-Sirleaf and Leymah Gbowee of Liberia and Tawakul Karman of Yemen.

Newsmakers of the Week

From October 3-9, Barack Obama topped the list of newsmakers, appearing prominently in 7% of stories studied last week, the same as the week before.

At No. 2 was Amanda Knox, the 24-year-old American acquitted of murder charges in Italy at 6%. The No. 3 newsmaker last week was Steve Jobs, at 5%.

The No. 4 and No. 5 top newsmakers last week were two key Republican presidential figures, both at 3%. One of them, Chris Christie, announced that he would not enter the race. The other, Rick Perry, was the subject of more controversial stories last week as the press continued to vet the Texas governor and then chronicle his campaign's stumbles.

About the NCI

PEJ's weekly News Coverage Index examines the news agenda of 52 different outlets from five sectors of the media: print, online, network TV, cable and radio. (See **List of Outlets**.) The weekly study, which includes some 1,000 stories, is designed to provide news consumers, journalists and researchers with hard data about what stories and topics the media are covering, the trajectories of that media narrative and differences among news platforms. The percentages are based on "newshole," or the space devoted to each subject in print and online and time on radio and TV. (See **Our Methodology**.) In addition, these reports also include a rundown of the week's leading newsmakers, a designation given to people who account for at least 50% of a given story.

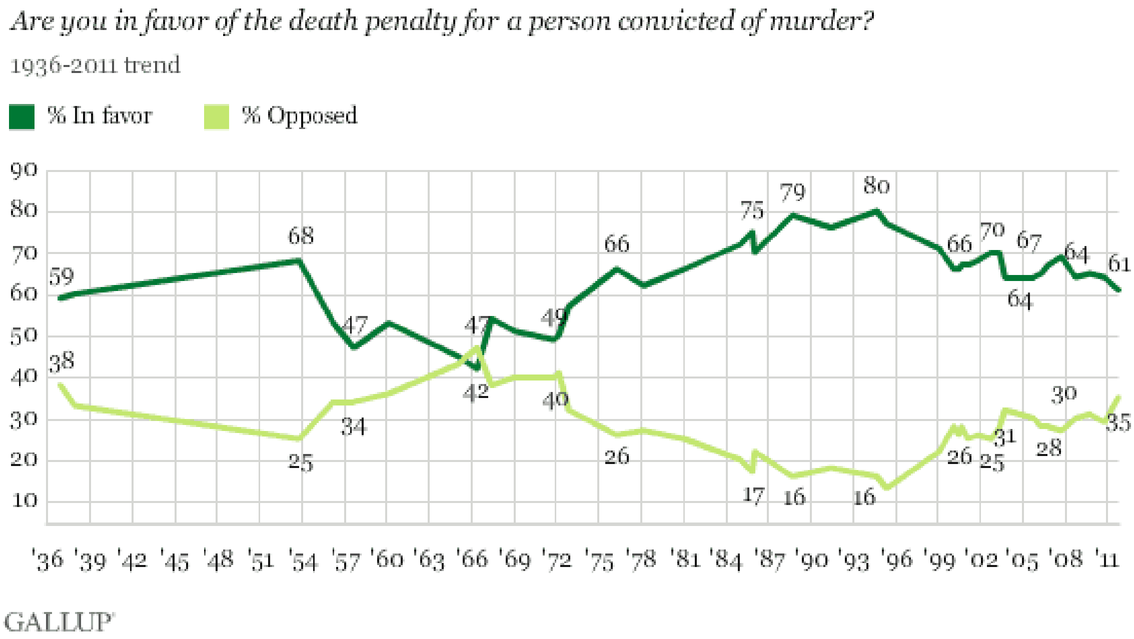
Source:
http://www.journalism.org/index_report/pej_news_coverage_index_october_39_2011?src=prc-newsletter

193-43-17. In U.S., Support for Death Penalty Falls to 39-Year Low

Fifty-two percent say the death penalty is applied fairly

October 13, 2011

PRINCETON, NJ -- Sixty-one percent of Americans approve of using the death penalty for persons convicted of murder, down from 64% last year. This is the lowest level of support since 1972, the year the Supreme Court voided all existing state death penalty laws in *Furman v. Georgia*.



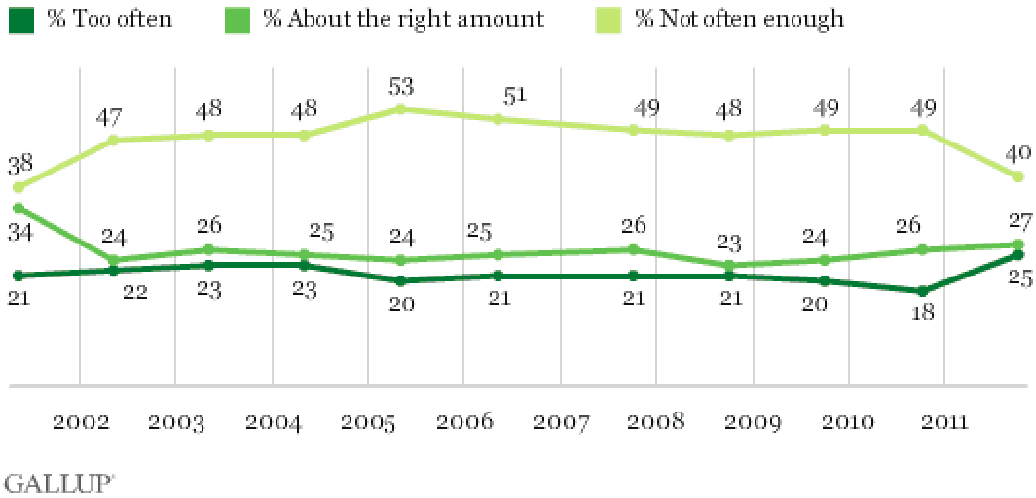
Gallup first asked about use of the death penalty in murder cases in 1936. At that time, 59% of Americans supported it and 38% opposed it. Americans' views on the death penalty have varied significantly over the 75 years since, including a period from the late 1950s to the early 1970s when less than a majority of Americans favored it. Support climbed to its highest levels from the mid-1980s through the mid-1990s, including the all-time high of 80% who favored the death penalty in 1994. Since then, support has gradually declined; this year's measure of 61% marks a 19-percentage-point drop over the past 17 years, and a 3-point drop from last year's measure.

The Oct. 6-9 poll was conducted shortly after the execution of Troy Davis in Georgia, which generated widespread protests and extensive news coverage. This could help explain the slight drop in support for the death penalty this year. However, there have been high-profile executions in the news in previous years without concomitant drops in death penalty support, making it less clear that such events have a direct impact on attitudes.

Less Than Half Say Death Penalty Not Imposed Often Enough

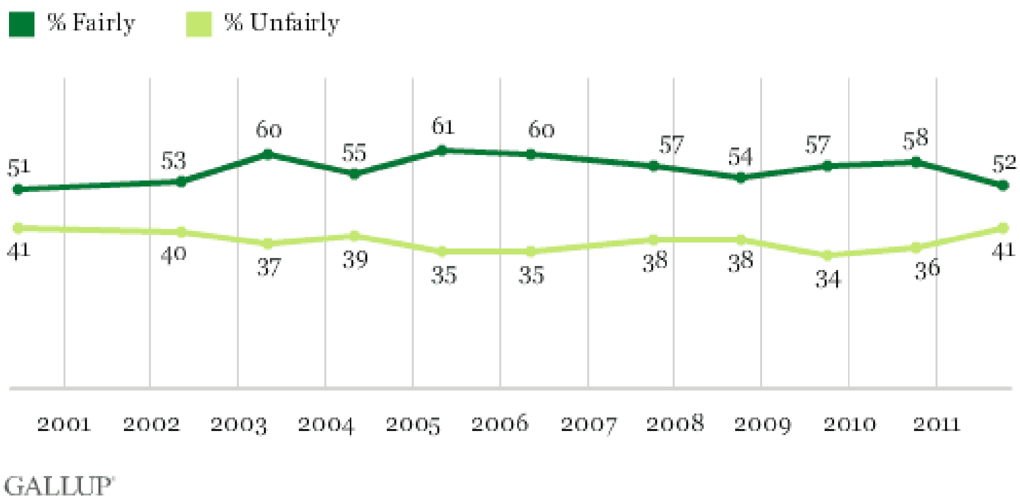
This year, 40% of Americans say the death penalty is not imposed often enough, the lowest such percentage since May 2001, when Gallup first asked this question. Twenty-five percent say the death penalty is used too often, the highest such percentage yet that Gallup has measured. The rest (27%) say the death penalty is imposed about the right amount.

In your opinion, is the death penalty imposed -- [too often, about the right amount, or not often enough]?



Similarly, attitudes about how fairly the death penalty is applied in the U.S. have become less positive this year. Fifty-two percent of Americans say the death penalty is applied fairly in this country, down from 58% last year, but similar to the 51% who felt this way in June 2000.

Generally speaking, do you believe the death penalty is applied fairly or unfairly in this country today?



Republicans, Those in Midwest and South Most Likely to Express Support for Death Penalty

Support for the death penalty is highly partisan in nature. Almost three-quarters of Republicans and independents who lean Republican approve, compared with 46% of Democrats and independents who lean Democratic. Additionally, men, whites, and those living in the South and Midwest are among those most likely to support the death penalty. Americans younger than age 30 are less likely to support the death penalty than are those who are 30 and older.

Are you in favor of the death penalty for a person convicted of murder?

	% Approve	% Disapprove	% No opinion
National adults	61	35	4
Men	64	32	4
Women	57	38	5
White	68	28	5
Nonwhite	41	56	3
Republicans/Leaners	73	22	5
Democrats/Leaners	46	51	3
East	57	40	3
Midwest	66	28	5
South	61	35	4
West	58	37	5
18 to 29 years old	52	45	3
30 to 49 years old	62	35	3
50 to 64 years old	64	32	4
65+ years old	65	29	6

Oct. 6-9, 2011

GALLUP

Bottom Line

Support for the death penalty in cases of murder has varied substantially over the past 75 years. A majority of Americans supported the death penalty when Gallup first asked about it in 1936, and less than a majority supported it in various Gallup polls between 1957 and 1971, but support has returned to a majority level since. Support peaked in the 1990s as concerns about crime rose, but since that point it has declined, although a clear majority of Americans still favor its use in cases of murder.

Recent years have seen renewed controversy over the death penalty's use, including the 2010 execution of Teresa Lewis in Virginia, the first woman to be executed in that state in almost 100 years, and the execution of Davis in September of this year. It is not clear whether the death penalty will be an issue in next year's presidential race, although Texas Gov. Rick Perry was asked in a recent Republican debate about his state's status as the most frequent in carrying out the death penalty.

A separate Gallup trend question, not asked this year, explicitly offers respondents the opportunity to choose between the death penalty and life imprisonment with no possibility of parole, and last year's update found about half of Americans preferring the latter option. On the other hand, Gallup has found support for the use of the death penalty rising when Americans are asked about specific cases involving high-profile mass killings, such as the Oklahoma City bomber, Timothy McVeigh.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Oct. 6-9, 2011, with a random sample of 1,005 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/150089/Support-Death-Penalty-Falls-Year-Low.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

193-43-18. U.S. Students' Entrepreneurial Energy Waiting to Be Tapped

Aspirations are high, but experience and education are lacking

October 13, 2011

WASHINGTON, D.C. -- Many students in the U.S. have entrepreneurial aspirations and energy that couldhelp drive future job creation in the country. Nearly 8 in 10 students (77%) in grades 5 through 12 say they want to be their own boss, 45% say they plan to start their own business, and 42% say they will invent something that changes the world.

U.S. Students' Entrepreneurial Aspirations

Students in grades 5-12

	% Agree	% Disagree
I want to be my own boss	77	23
I plan to start my own business	45	55
I will invent something that changes the world	42	58

Gallup-HOPE Index 2011

The findings are from a nationally representative Gallup Student Poll conducted May 17-June 4, 2011, with 1,721 students in grades 5 through 12, and are released in partnership with Operation HOPE. The entrepreneurship and financial literacy items discussed in this article make up the Gallup-HOPE Index.

The majority of students also demonstrate persistence and are willing to assume risk -- both of which are qualities typically characteristic of entrepreneurs. Most students say they are not afraid to take risks, even if failure is a possibility (91%), that their mind never stops (91%), and that they never give up (85%).

U.S. Students' Entrepreneurial Mindset

Students in grades 5-12

	% Agree	% Disagree
I am not afraid to take risks even if I might fail	91	9
My mind never stops	91	9
I never give up	85	15

Gallup-HOPE Index 2011

Business and Finance Education Lacking

Despite their energy and ambitions, the Gallup-HOPE Index findings suggest many students are not getting the education and work experience they need to help achieve their goals. While 87% agree that the more education they get, the more money they will make, far fewer report getting the type of practical knowledge and experiences that will be useful once they are in the workforce.

Less than 6 in 10 students (58%) say they have a bank or credit union account with money in it, and just over half (54%) agree their school teaches them about money and banking. Half of students (50%) say their school offers classes in how to start and run a business.

U.S. Students' Access to Business and Finance Education

Students in grades 5-12

	% Agree	% Disagree
Have bank or credit union account with money in it	58	42
My school teaches me about money and banking	54	46
My school offers classes in how to start and run a business	50	50

Gallup-HOPE Index 2011

Students in grades five through eight (89%) are more likely than high school students (84%) to agree that the more education they get, the more money they will make.

Older Students Have Greater Access to Business and Finance Education

Students in grades 9 through 12 (64%) were more likely than students in grades 5 through 8 (37%) to agree that their school offers classes in how to start and run a business. High school students (60%) were also more likely than fifth- through eighth-graders (54%) to say they have a bank account with money in it. High school students were somewhat more likely (56%) than younger students (51%) to say their school teaches them about money and banking.

U.S. Students' Access to Business and Finance Education, by Grade

% Agree

	Grades 5-8	Grades 9-12
Have bank or credit union account with money in it	54	60
My school teaches me about money and banking	51	56
My school offers classes in how to start and run a business	37	64

Gallup-HOPE Index 2011

Few Students Getting Practical Experience

Additionally, very few students are getting any practical work experience. While 33% say their parents or guardians have started a business, 5% say they are currently interning with a local business, and 4% say they run their own business now. The percentage of high school students engaging in these activities was not significantly higher than younger students.

U.S. Students' Entrepreneurial Experience

Students in grades 5-12

	% Yes	% No
Have either of your parents or guardians ever started a business?	33	67
Are you currently interning with a local business?	5	95
Do you run your own business now?	4	96

Gallup-HOPE Index 2011

About one in five students in grades 5 through 12 said they worked for one hour or more at a paying job in the last week. High school students were slightly more likely than younger students to say they worked for one hour or more at a paying job.

U.S. Students' Work Experience

How many hours did you work at any paying job last week?

	One hour or more	Less than one hour
Grades 5-12	19	81
Grades 9-12	23	76
Grades 5-8	16	84

Gallup-HOPE Index 2011

Implications

Like U.S. adults, the Gallup-HOPE Index data suggest an important segment of the American student population demonstrates attitudes often ascribed to entrepreneurs. Previous Gallup research documentsthe notion that students may possess good ideas about the future. At the same time, focused efforts to transform these aspirations into reality are not as strong as they could be.

Given the slow pace of the U.S. economic recovery and persistent unemployment and underemployment rates, developing the entrepreneurial attitudes and experience of young people is critical to helping them grow up to be productive workers who ultimately help to create jobs. Continued measurement and understanding of these attitudes can also help to inform strategies for building a pipeline of business builders who will help their local communities thrive in the future.

Survey Methods

Results for this student poll are based on telephone interviews with 1,721 students nationally in grades 5 through 12. Interviews were conducted after 4:00 p.m. Tuesday through Saturday from May 17 through June 4, 2011.

The Gallup-Healthways Well-Being Index (GHWI) is a national telephone survey conducted nightly with 1,000 randomly sampled adults. It uses a dual-frame design to include both landline and cellular telephones. Respondents are asked permission to be re-contacted. The GHWI 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.

The GHWI includes a question asking whether the respondent has children and if so, the year in school of the child. The weighted subset of households with parents of school-aged children in grades 5 through 12 who granted permission to be re-contacted served as the sampling frame for this study. These respondents were then called by telephone to ask permission to interview their children.

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

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.

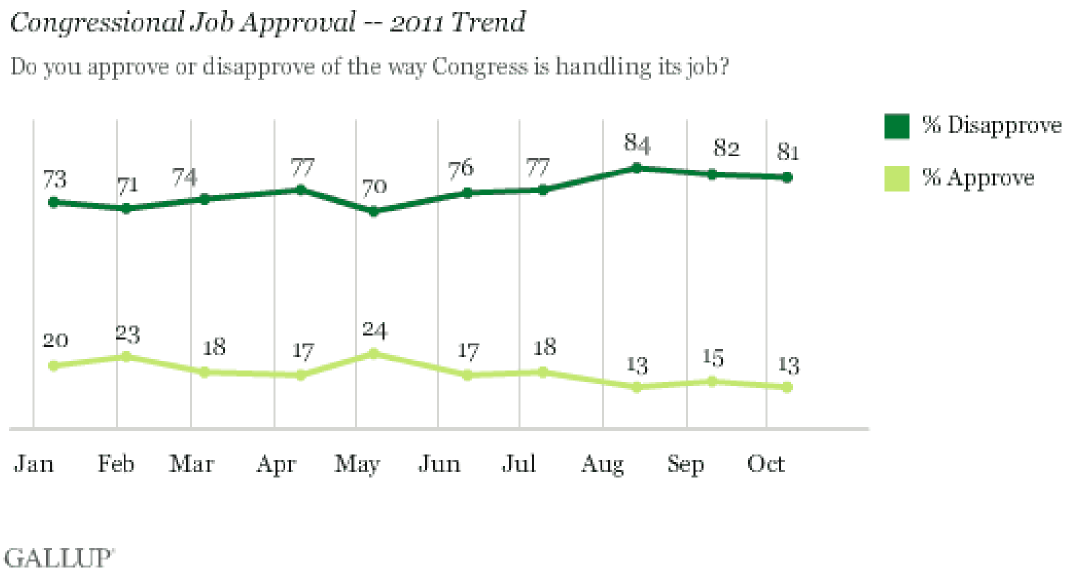
Source:http://www.gallup.com/poll/150077/Students-Entrepreneurial-Energy-Waiting-Tapped.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20USA%20-%20Wellbeing

193-43-19. At 13%, Congress' Approval Ties All-Time Low

Republicans and Democrats give identical ratings to the divided Congress

October 12, 2011

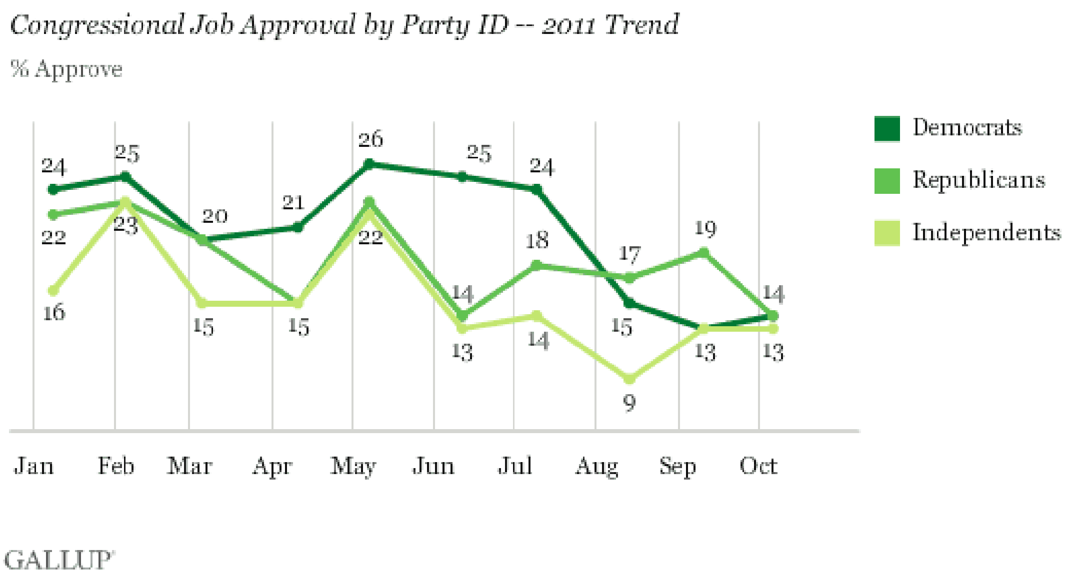
PRINCETON, NJ -- The percentage of Americans who approve of the job Congress is doing returned to 13% in October, matching the all-time Gallup low on this measure, first recorded in December 2010 and repeated in August.



Congress' approval has been low all year, registering below 20% each month since June. The latest results are based on a Gallup poll conducted Oct. 6-9.

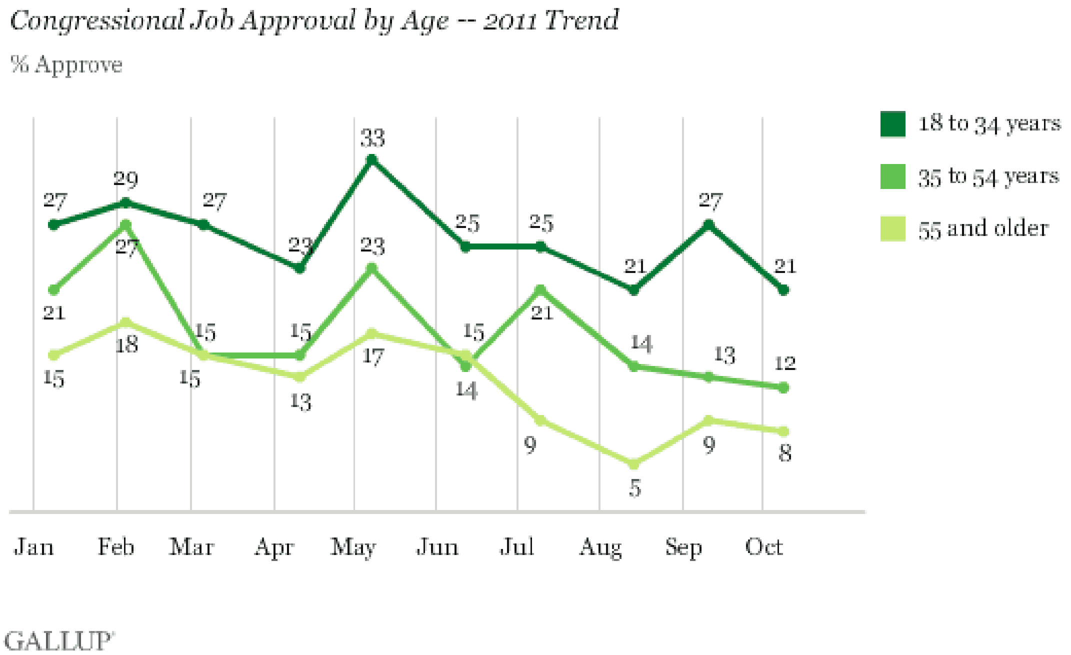
Behind the recent rock-bottom ratings is subpar approval from all three party groups. Republicans' and independents' approval of Congress in 2011 has consistently been below 25%, and more often below 20%. After averaging 24% from January through July, Democrats' approval fell sharply in August, to 15%, and has remained lower than that since.

Currently, Republicans' and Democrats' approval of Congress is identical, at 14%, similar to the 13% among independents.



Older Americans are even less favorable toward Congress than the public at large. Eight percent of those 55 and older approved of Congress in October, similar to their single-digit ratings of Congress since July. Approval is not much higher among middle-aged adults, but rises to 21% among those 18 to 34. Young adults have been more supportive of Congress this year than older age groups, similar to their relatively high approval of President Barack Obama. This is consistent with previous Gallup research showing a long-term inverse relationship between congressional approval and age.

These age patterns may be even more pronounced today than historically, and could be relevant to congressional race outcomes if they hold through next year's elections, because older Americans are typically more likely to vote.



Implications

Thus far in 2011, Congress is on track to register its lowest annual average approval rating for any year since Gallup began measuring congressional approval in 1974. The existing lows are 18% recorded in 1992 (based on one measure that year) and 19% recorded in each of three years: 1979 (based on one measure), 2008 (based on monthly ratings), and 2010 (based on monthly ratings).

Congress has received plenty of criticism these days from the political left and right for its performance, and this may be exacerbated by the divided political control in Washington. Given the Republican majority in the U.S. House of Representatives and the Democratic majority in the U.S. Senate, partisans from both major parties may feel at liberty to blame Congress for the nation's problems.

Congress may also be the victim of economic circumstances. As Gallup has demonstrated in previous analysis, congressional approval generally is closely linked with changes in the nation's economy. In periods when GDP was growing at a robust clip, such as in the mid- to late 1990s, congressional approval was relatively high. Since 2006, with GDP growing by less than 3% annually or even decreasing, approval of Congress has been notably meager.

Most recently, at the same time that political friction in Washington, D.C., has seemed to be building, the nation's economy has been slowing. Quarterly GDP growth fell from 3.1% in the fourth quarter of 2010 to 1.9% in the first quarter of 2011 and 1.3% in the second quarter. The result is an undeniably toxic climate for elected officeholders -- and one that is likely to continue to be reflected in low approval of Congress for some time.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Oct. 6-9, 2011, with a random sample of 1,005 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/150038/Congress-Approval-Ties-Time-Low.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

193-43-20. Cain's Momentum, Perry's Decline in Positive Intensity Continue

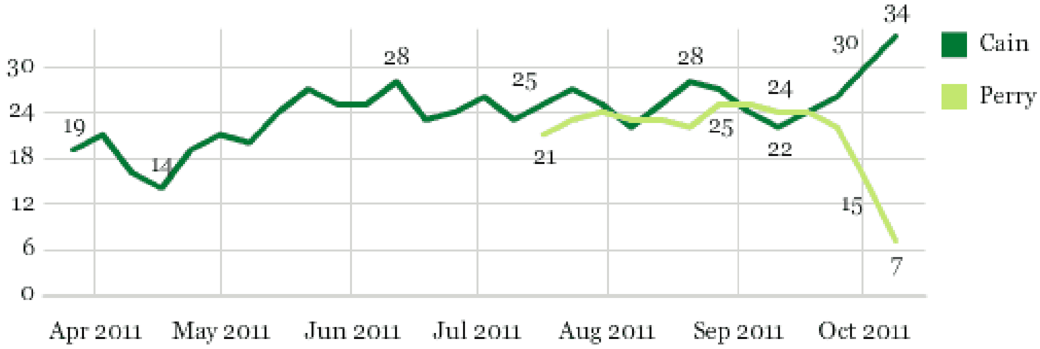
Cain's Positive Intensity Score of 34 best yet in campaign

October 11, 2011

PRINCETON, NJ -- The upward trend continues in Republicans' ratings of presidential candidate Herman Cain, as does the downward trend in their ratings of Rick Perry. Cain's Positive Intensity Score has increased to 34 among Republicans familiar with him, while Perry's has dropped to 7 in Gallup's latest update. Cain's score is the best any candidate has registered during the campaign 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

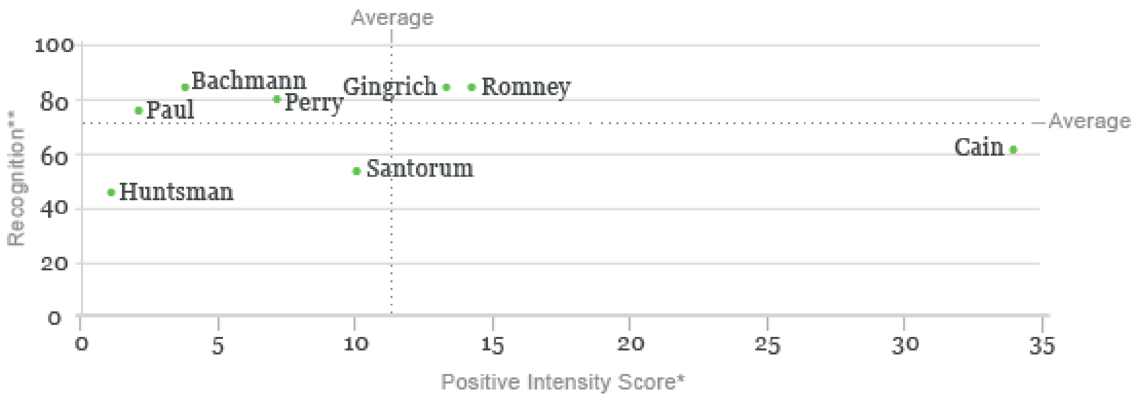
The results are based on Gallup Daily tracking from Sept. 26 through Oct. 9. Cain and Perry have typically been among the leaders in positive intensity since Gallup began tracking their images, but their scores have diverged dramatically in recent weeks. The movement occurred after Cain's win in the recent Florida straw poll and a series of shaky debate performances by Perry. Perry's policies on illegal immigration may also have contributed to his decline.

The changes in Cain's and Perry's images have left Cain as the dominant leader in positive intensity -- the difference between strongly favorable and strongly unfavorable opinions of each candidate among Republicans familiar with the candidate.

Mitt Romney (14) and Newt Gingrich (13) now come closest to Cain in positive intensity; Rick Santorum (10) is the only other candidate Gallup tracks who is in double figures.

Cain still is not as well-known as his rivals for the nomination, though his 61% name recognition among Republicans and Republican-leaning independents is up from 51% two weeks ago. Most other candidates are known by at least three in four Republicans.

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. 26-Oct. 9, 2011

GALLUP

Romney Well-Liked, but Not as Intensely as Cain

The Positive Intensity Score measures the strength of Republicans' liking of the various presidential candidates. But from a broader perspective, Republicans have a more positive than negative view of all candidates.

When intensity is not taken into account, Cain has the highest net favorable rating of the candidates at 64, with Romney in second at 54, among those familiar with each -- a much smaller gap between the two than the 20-percentage-point gap in their Positive Intensity Scores.

Total Favorable Ratings, Republican Presidential Candidates

Based on Republicans and Republican-leaning independents familiar with each candidate

	% Strongly Favorable/ Favorable	% Unfavorable/ Strongly unfavorable	Net Favorable (pct. pts.)
Herman Cain	77	13	64
Mitt Romney	72	18	54
Newt Gingrich	66	27	39
Rick Perry	63	26	37
Rick Santorum	62	24	38
Michele Bachmann	59	32	27
Jon Huntsman	54	31	23
Ron Paul	53	35	18

Gallup Daily tracking, Sept. 26-Oct. 9, 2011

GALLUP

Cain's total favorable rating of 77% is five points higher than Romney's 72%, suggesting the two are about equally well-liked among Republicans familiar with them. What separates the two, as evidenced by their Positive Intensity Scores, is the intensity those who like Cain feel toward him. Thirty-five percent of Republicans familiar with Cain have a strongly favorable opinion of him, compared with 18% for Romney.

When Gallup last looked at total favorable ratings, in late August/early September tracking, Perry (73%), Cain (73%), and Romney (71%) essentially tied for the top. Republicans now view Perry less favorably and Cain slightly more favorably, though the intense positivity toward Cain has picked up.

Implications

Cain's recent surge in positive intensity has been matched by a rise in his standing in Republican nomination preference polls, in which he now essentially ties Romney for the lead. Cain's new status as a leading contender for the nomination could lead to increased attacks on his record by his GOP rivals. Perry and Michele Bachmann saw their formerly strong positive images decline after coming under increased scrutiny by the media and their rivals in debates.

If Cain is unable to sustain his strong positive image over the next several months, it could leave Romney in an advantageous position for the nomination as the most well-liked, even if not the most loved, Republican presidential candidate.

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. 26-Oct. 9, 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 eight 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/150020/Cain-Momentum-Perry-Decline-Positive-Intensity-Continue.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

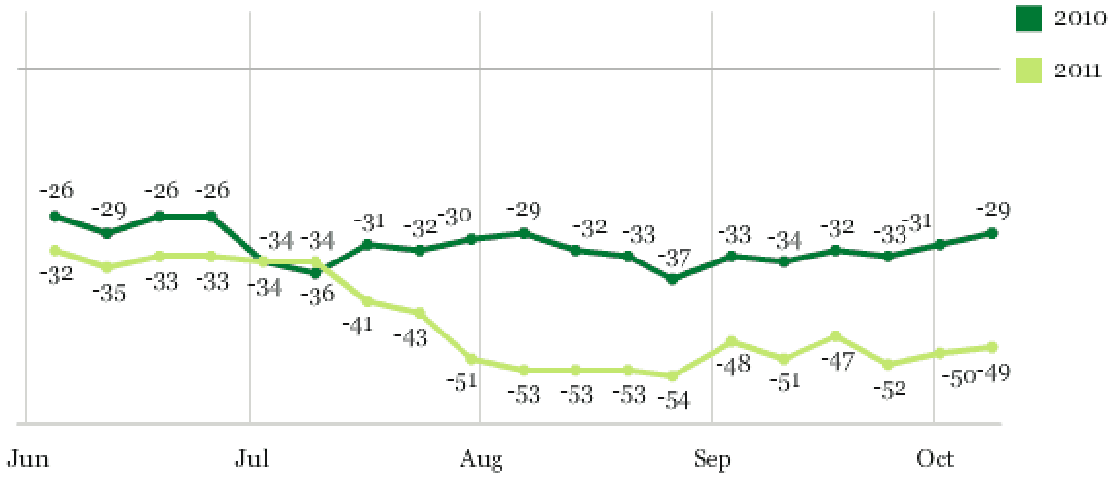
193-43-21. Economic Confidence Stabilizes at Low Levels

Three-quarters of Americans continue to say U.S. economy is getting worse

October 11, 2011

PRINCETON, NJ -- Gallup's Economic Confidence Index is at -49 for the week of Oct. 3-9. This is one percentage point better than the -50 for the previous week, but substantially lower than it was earlier in 2011, and 20 points lower than it was a year ago.

Gallup Economic Confidence Index by Week^ -- June to October 2010 and 2011



^ 2011 data are for weeks ending June 5, 12, 19, and 26; July 3, 10, 17, 24, and 31; Aug. 7, 14, 21, and 28; Sept. 4, 11, 18, and 25, and Oct. 2 and 9. Parallel weeks in 2010 ended June 6, 13, 20, and 27; July 4, 11, 18, and 25; Aug. 1, 8, 15, 22, and 29; Sept. 5, 12, 19, and 26, and Oct. 3 and 10.

Gallup Daily tracking

GALLUP

Gallup's economic trends are based on nightly interviews with approximately 500 national adults, totaling approximately 3,500 interviews each week. Gallup's Economic Confidence Index combines two measures: one assessing Americans' views about whether the U.S. economy is "getting better" or "getting worse," and the second involving Americans' ratings of current economic conditions as "excellent," "good," "only fair," or "poor." Gallup began tracking the Economic Confidence Index in January 2008.

Percentage "Getting Worse" Up, "Poor" Little Changed

Seventy-five percent of Americans said the U.S. economy is getting worse in the week ending Oct. 9, while 21% said it is getting better. These numbers are roughly the same as they have been in recent weeks.

Fifty-three percent of Americans rated current economic conditions as "poor" last week, while 9% rated conditions as excellent or good -- again, little changed from previous weeks.

September Monthly Average Not as Negative as in 2008

The long-term trend in the Index approximates an inverted-U shaped pattern. Confidence plunged to its lowest point in 2008, only to recover in 2009, 2010, and the first part of this year before plunging again this summer -- albeit to levels not quite as negative as those measured in 2008. The July drop in economic confidence was coincident with the highly rancorous negotiations in Washington over the issue of raising the debt ceiling. If there is any good news in this trend, it is that the Index has leveled off, at least for the time being, and the September monthly average of -50 is slightly lower than the August low point of -52.

Gallup Economic Confidence Index -- January 2008-October 2011

Monthly averages

Gallup Daily tracking

GALLUP

Gallup's Economic Confidence Index hit its recession-era monthly low of -60 in October 2008. The highest point it has reached since 2008 is -21, measured in January of this year. The 29-point drop in economic confidence over the last eight months underscores just how negative the average American's mindset has turned in a short time.

Implications

The president, other presidential candidates, pundits, journalists, and almost anybody else who comments on the current mood of America come back again and again to the economy as by far the public's greatest concern and worry. This latest update on Americans' views of the U.S. economy confirms the reality of these worries. Although the substantial drop in economic confidence that began in July has stabilized in recent weeks, a situation in which three out of four Americans continue to say the economy is getting worse rather than better signifies deep-seated economic concerns that if sustained will have serious economic, social, and political consequences.

Survey Methods

Results are based on telephone interviews conducted as part of Gallup Daily tracking Oct. 3-9, 2011, with a random sample of 3,444 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 ±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.

Source:http://www.gallup.com/poll/149999/Economic-Confidence-Stabilizes-Low-Levels.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA

193-43-22. Cain Surges, Nearly Ties Romney for Lead in GOP Preferences

Romney and Cain closely matched near 20%, with Perry at 15%

October 10, 2011

PRINCETON, NJ -- Republicans' support for Herman Cain has surged to 18%, their support for Rick Perry has sagged to 15%, and their support for Mitt Romney remains relatively stable at 20%. However, Romney's support is matched by the 20% of Republicans who are unsure which candidate they will back for the Republican nomination in 2012.

Preferences for 2012 Republican Presidential Nomination

Based on Republicans and Republican-leaning independents

	May 20-24, 2011	Jun 8-11, 2011	Jul 20-24, 2011	Aug 17-21, 2011	Sep 15-18, 2011	Oct 3-7, 2011
Romney	19	27	23	17	24	20
Cain	8	10	4	4	5	18
Perry	n/a	n/a	18	29	31	15
Paul	12	8	10	13	13	8
Gingrich	12	9	6	4	5	7
Bachmann	7	7	13	10	5	5
Santorum	2	6	2	3	2	3
Huntsman	3	2	2	1	1	2
Pawlenty	7	6	3	n/a	n/a	n/a
Other	6	5	2	2	4	1
Undecided	25	21	18	17	10	20

Trends based on announced candidates; support for candidates who dropped out of contention given to their supporters' second choice

GALLUP

Gallup's Oct. 3-7 update of Republicans' preferences for their party's 2012 presidential nominee shows that Romney since mid-September has regained a numerical lead over the rest of the field, mainly because Perry's support has dropped by half over the same period. At the same time, support for Cain has more than tripled, from 5% to 18%, creating a competitive three-way race for the nomination between Romney, Cain, and Perry -- all within five percentage points of each other. Prior to now, Gallup has had Romney out front, Perry out front, or a two-way battle between them.

Also of note in the new results are Ron Paul's return to single-digit support levels, and the failure of Michele Bachmann, Newt Gingrich, Rick Santorum, and Jon Huntsman to make significant gains.

Republicans Have Historically Nominated Early Front-Runners

Republicans' current lack of consensus about who should face President Barack Obama next fall is in stark contrast to Republican primary contests over the past half century in which, in all but one case, the eventual nominee was the runaway leader by this point in the campaign.

For instance, in early October 1999, George W. Bush led the Republican field, with 60% of Republicans preferring him for the 2000 nomination. Bob Dole led at a comparable point in 1995 with 46%, George H.W. Bush in 1987 with 41%, Ronald Reagan in 1979 with 41% (in a trial heat that did not include former President Gerald Ford), and so on back to Richard Nixon in 1959, when he led with 67%.

The exception occurred in 2007, when the eventual Republican nominee, John McCain, was drawing just 16% support in early October, putting him in third place behind Rudy Giuliani (32%) and Fred Thompson (20%) for the 2008 nomination.

Candidate Performance in Competitive Republican Presidential Primaries

Republican trial-heat poll closest to October of year prior to election

Date	First place for nomination	Second place for nomination or nominee^
October 2007	Rudy Giuliani (32%)	John McCain* (16%)
October 1999	George W. Bush* (60%)	Elizabeth Dole (11%)
September 1995	Bob Dole* (46%)	Phil Gramm (10%)
October 1987	George Bush* (41%)	Bob Dole (24%)
November 1979	Ronald Reagan* (41%)	Howard Baker (18%)
October 1975	Gerald Ford* (48%)	Ronald Reagan (25%)
October 1967	Richard Nixon* (42%)	Nelson Rockefeller (15%)
October 1963	Barry Goldwater* (45%)	Nelson Rockefeller (23%)
October 1959	Richard Nixon* (67%)	Nelson Rockefeller (19%)

^ If nominee was not in first place

* Denotes Republican nominee for each year

GALLUP

Republicans in 2011 Are Following Democrats' Primary Pattern

Republican trial-heat trends show that there has been a strong front-runner by this point in the campaign -- three to four months before the first primaries are held. In contrast, the Democratic fields in past elections tended to be more competitive, and thus may provide a better point of comparison for interpreting today's fractured Republican field.

In the 10 presidential elections since 1960 that involved a competitive Democratic primary campaign, the Democrat with a significant lead in October of the year before the election won the nomination in only 2 cases: sitting Vice President Al Gore in 1999, with a 12-point lead over Bill Bradley, and former Vice President Walter Mondale in 1983, with a 19-point lead over John Glenn.

In the remaining eight elections, the eventual front-runner's position at this point was tied for first (John F. Kennedy in 1959), second (Barack Obama in 2007 and Michael Dukakis in 1987), third (Hubert Humphrey in 1967), fourth (John Kerry in 2003 and George McGovern in 1971), sixth (Bill Clinton in 1991), or ninth (Jimmy Carter in 1975).

In several cases (1991, 1971, and 1967), the Democrat leading at this point was someone who ultimately did not seek the nomination; however, in many cases (2007, 2003, 1991, 1987, 1975, 1971, and 1967), the eventual nominee still trailed one or more active candidates.

Candidate Performance in Competitive Democratic Presidential Primaries

Democratic trial-heat poll closest to October of year prior to election

Date	First place for nomination	Second place for nomination or nominee^
October 2007	Hillary Clinton (47%)	Barack Obama* (26%)
October 2003	Wesley Clark (20%)	John Kerry* (12%)
October 1999	Al Gore* (51%)	Bill Bradley (39%)
October 1991	Mario Cuomo (33%)	Bill Clinton* (6%)
October 1987	Jesse Jackson (22%)	Michael Dukakis* (14%)
October 1983	Walter Mondale* (40%)	John Glenn (21%)
October 1975	Hubert Humphrey (23%)	Jimmy Carter* (1%)
November 1971	Edward Kennedy (28%)	George McGovern* (6%)
November 1967	Lyndon Johnson (40%)	Hubert Humphrey* (5%)
October 1959	John F. Kennedy* (27%)	Adlai Stevenson (26%)

^ If nominee was not in first place

* Denotes Democratic nominee for each year

GALLUP

Bottom Line

Romney and Cain currently lead in Republicans' preferences nationally for the 2012 GOP presidential nomination. However, their 20% and 18% support levels, respectively, are well below where most previous Republican nominees stood in October of the year prior to the election.

Today's Republican lineup is more akin to the history of Democratic primary campaigns than Republican campaigns. And it may be instructive to note that the Democrats' eventual nominees often ranked second or lower at this stage leading up to the election year. Of course, the media, political climate, and political system are quite different today from decades past, so the opportunity for candidates with lower support to surge into the lead as a result of early primary (or state party convention or caucus) wins may not be as great as it once was.

In the meantime, Gallup is seeing plenty of surging and plunging of candidates as a result of the media exposure they are receiving from the Republican straw polls and debates. Given that, and the still-sizable percentage of Republicans who are undecided, history suggests the race may remain fluid for some time.

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 the Gallup Daily tracking survey Oct. 3-7, 2011, with a random sample of 1,064 Republicans and Republican-leaning independents, 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 Republicans and Republican-leaning independents, 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/149990/Cain-Surges-Nearly-Ties-Romney-Lead-GOP-Preferences.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

193-43-23. Seven in 10 College Grads Are Employed Full Time for Employer

Americans aged 18 to 29 most likely to be underemployed

October 10, 2011

WASHINGTON, D.C. -- While 64% of the U.S workforce is employed full time for an employer, as measured by Gallup from January to September 2011, this percentage ranges from a high of 73% among college graduates to a low of 29% among those aged 65 and older. An additional 7% work full time for themselves and 10% work part time and do not want full-time work, with those 65 and older by far the most likely to fit into these two categories.

Type of Employment, by Demographics

Among those in the U.S. workforce who are fully employed

	% Employed full time for an employer	% Employed full time for self	% Employed part time, do not want full time
College graduate	73	7	9
Postgraduate	73	7	11
30 to 49	72	7	5
Men	68	9	6
50 to 64	67	9	9
Technical/Vocational school	67	8	7
Non-Hispanic whites	66	8	11
Hispanics	63	6	6
Blacks	61	5	6
Some college	61	7	11
Women	60	5	14
High school or less	58	8	9
18 to 29	57	3	9
65+	29	14	41

Gallup Daily tracking, Jan. 2-Sept. 30, 2011

GALLUP

Those employed full time for an employer, employed full time for themselves, or working part time by choice are considered fully employed. Men are more likely than women to be working full time for an employer, while women are more likely than men to be working part time with no desire for full-time work. Relatively few workers aged 65 and older are working full time, but 41% are satisfied with a part-time job. Americans with no college education are significantly less likely than their more educated counterparts to be working full time for an employer.

Those in the U.S. workforce who do not fit into the three categories above are considered underemployed. Young adults aged 18 to 29, minorities, women, and those with lower levels of education are significantly more likely than other groups to be underemployed. They are also the most likely to be unemployed, but the range for unemployment across demographics is much smaller overall.

Employment and Underemployment, by Demographics

Among those in the U.S. workforce

	% Underemployed	% Unemployed
18 to 29	30	14
Blacks	27	14
Hispanics	26	13
High school or less	25	13
Some college	22	10
Women	22	11
Technical/Vocational school	18	9
Men	17	8
65+	16	7
Non-Hispanic whites	16	8
30 to 49	15	8
50 to 64	15	7
College graduate	12	6
Postgraduate	9	4

Gallup Daily tracking, Jan. 2-Sept. 30, 2011

GALLUP

Implications

Gallup finds that full-time employment, or "good jobs," with employers worldwide is linked to higher GDP and improved wellbeing. At the same time, globally, self-employment is not associated with these benefits because self-employed workers in developing countries typically work in subsistence jobs. In contrast, in the United States, most of the self-employed are business owners, professional workers, or skilled trade workers. An additional group of workers is working part time but does not want full-time work. These three groups are fully employed.

In the U.S., the highly educated are most likely to be working full time for an employer, highlighting the benefits of a good education during these difficult economic times. It is not surprising that women and older workers are the most likely to be working part time with no desire to work full time. Many may be supplementing child rearing or retirement with additional income and likely improving their overall wellbeing. Younger workers may also lag behind in good jobs because they lack the experience to beat out more tenured workers for the best jobs. Unemployment remains at historically high levels, and economists warn of a possible double dip. Despite this, the majority of U.S. workers are working full-time in formal jobs.

Survey Methods

Results are based on telephone interviews conducted as part of Gallup Daily tracking from Jan. 2-Sept. 30, 2011, with a random sample of approximately 160,000 adults who are part of the workforce, 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 a typical monthly sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is less than ±1 percentage point. For each demographic group, one can say with 95% confidence that the maximum margin of error ranges from less than ±1 percentage point to no more than ±3.5 percentage points for any group.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each 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/149981/Seven-College-Grads-Employed-Full-Time-Employer.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA

193-43-24. 9 of 10 Voters Concerned Nation Will Slip Into Another Recession & Foreclosures Will Increase

Concerns Cross Party Lines

October 11, 2011

UTICA, NY--Economic pessimism is nearly universal among likely voters, as 95% say they are very or somewhat concerned the U.S. economy is slipping into another recession and 89% are similarly concerned there will be an increase in home foreclosures for the next two years, a new IBOPE Zogby interactive poll finds.

The October 2-5 survey also finds very high totals expressing concern cross party lines, but Democrats are less likely than Republicans or independents to be very concerned about both.

How concerned are you that the U.S. economy will slip into another recession?

Response	
Very concerned	5
Somewhat concerned	0
Total	**5**
Not very concerned	
Not at all concerned	
Total	
Not sure	

**Totals may differ due to rounding*

How concerned are you that there will be a continued increase in foreclosures for the next two years?

Response	
Very concerned	5
Somewhat concerned	5
Total	**0**
Not very concerned	
Not at all concerned	
Total	
Not sure	

**Totals may differ due to rounding*

IBOPE Zogby International conducted an online survey of 1,582 voters. A sampling of IBOPE Zogby International's online panel, which is representative of the adult population of the U.S., was invited to participate. Slight weights were added to region, party, age, race, religion, gender and education to more accurately reflect the population. The margin of error is +/- 2.5 percentage points. Margins of error are higher in sub-groups. The MOE calculation is for sampling error only.

For more information, contact the Communications Dept 202-429-0022

ABOUT IBOPE Zogby International

IBOPE Zogby International is a non-partisan, premier global public opinion polling and market research firm that offers timely, accurate results and in-depth analysis and insights. IBOPE Zogby International works with issue experts in a vast array of fields including healthcare, technology, finance, insurance, energy, agriculture, public affairs, and media who offer insightful data analysis and exceptional service to clients in countries throughout the world. IBOPE Zogby International experts analyze data and work with clients to develop and implement new strategies, and offer customized and attractive solutions to challenges our clients face. IBOPE Zogby International was formed in January 2010 following the acquisition of Zogby International by IBOPE Inteligencia of Brazil, a subsidiary of IBOPE Group.

Source:http://www.zogby.com/news/2011/10/11/ibope-zogby-poll-9-of-10-Voters-Concerned-Nation-Will-Slip-Into-Another-Recession-Foreclosures-Will/

193-43-24. Canadians' Consumer Confidence Ccontinues Slide: Survey

14.10.2011 Canada

Canadians' confidence in the economy continued its downward slide from last month

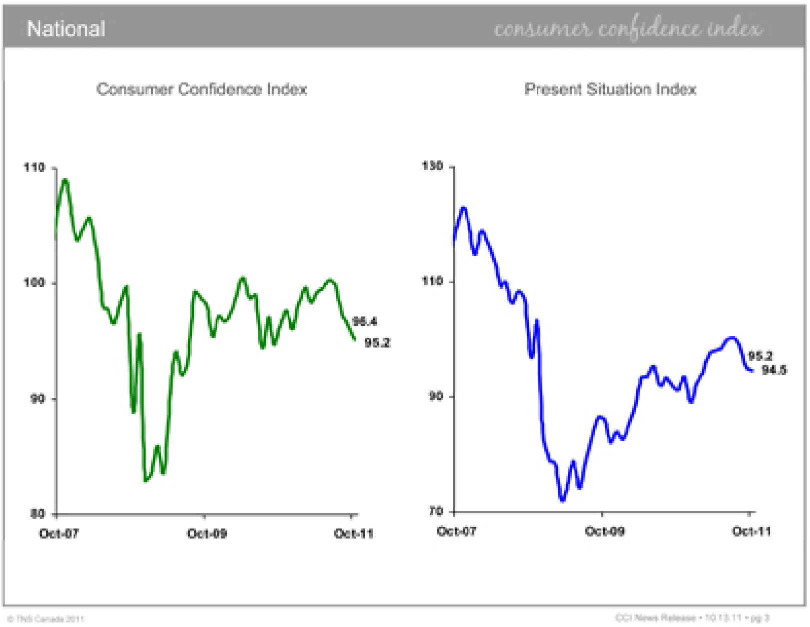
TORONTO, October 13, 2011 – Canadians' confidence in the economy continued its downward slide from last month, and has now dropped for four consecutive months, from its recent high in June of 100.3, to 95.2 in October. The on-going stock market turmoil, bad economic news from the US, and the unresolved debt crisis in Europe are all combining to keep consumers jittery.

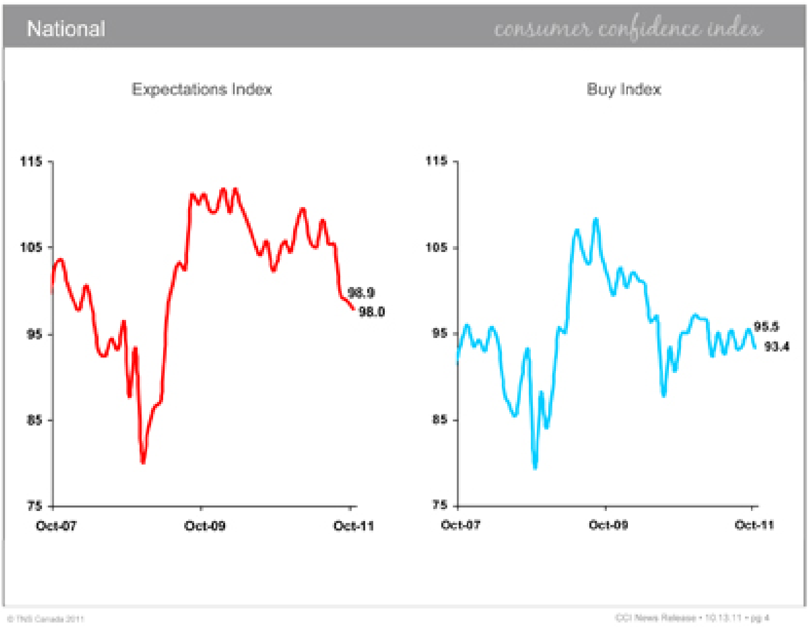
"The global economy has had nothing good to offer Canadian consumers in terms of news, and the result is that our confidence continues to suffer." said Norman Baillie-David, Vice President of TNS Canada and director of the marketing and social research firm's monthly tracking study. “Canadians certainly don’t see the end of these problems any time soon, and the fear now is that the downward slide in confidence will cause Canadians to tighten their holiday spending plans, which will serve to bring the world’s problems home to the Canadian economy.”

The Present Situation Index, which was resilient for several months, has now gone down two months in a row, dropping again from 96.4 in September, to 95.2 (and from 99.0 in August). The Present Situation Index measures how people feel about the economy right now, meaning Canadians are becoming increasingly gloomy about their own situation. The Expectations Index, which measures people’s outlook for the economy six months from now, is the Index which shows the greatest impact of the fear caused by the economic uncertainty. g p y y This Index dropped almost another full point from 98.9 in September to 98.0. “Canadians certainly aren’t seeing any light at the end of the tunnel. Right now, it’s just looks like a longer tunnel” added Mr. Baillie-David.

The Buy Index, which measures the extent to which Canadians’ feel that now is a good time to purchase a “big ticket item”, such as a car or a major household appliance dropped more than two full points, from 95.5 to 93.4. This up and down pattern from month to month shows that Canadians’ collectively remain undecided about whether now is a good time to purchase – it’s a good time for some, not good for others, in roughly equal proportions.

Consumer Confidence Index tracks Canadians’ attitudes about the economy each month and is part of a global study conducted by TNS in 18 countries. Three indices are produced each month to show how confidence in the economy is changing: Present Situation Index; an Expectations Index; and a Buy Index. The Canadian fieldwork is conducted using the firm’s national bi-weekly telephone omnibus service, TNS Express Telephone. A total of 1,015 nationally representative Canadian adults were interviewed between October 3 and October 7, 2011. For a survey sample of this size, the margin of sampling error is plus or minus 3.1 percentage points, 19 times out of 20.





About the CCI study

Seven questions make up the core survey of Consumer Confidence. While the overall CCI index uses all 7 questions to produce an index score, there are three sub-indices that rely on some of the questions.

CCI Index: Includes all 7 variables

Present Situation Index:

- How would you describe your country's current economic situation?
- How would you describe your country's current employment situation?

Expectations Index:

- What do you think will be your country's economic situation in the next 6 months?
- What do you think will be your country's employment situation in the next 6 months?
- What do you think your income will be in 6 months time?

Buy Index:

Taking into consideration the cost of things today and the financial situation in general, to what extent would you say that now is a good or bad time to buy products such as: a house or apartment, a car, household appliances such as a washing machine, a refrigerator, a TV set etc.?

About Norman Baillie-David:

Norman ("Norm") Baillie-David is Vice President and Director of Public Opinion Research , and Head of Qualitative Research and Strategy for TNS Canada. He also leads the TNS office in the National Capital Region, as well as sitting on the TNS Global Steering Committee for Political and Social Research.

Norm is a seasoned market researcher and bilingual focus group moderator, with g g p more than twenty five years of experience in market and social research and strategy development. As a bilingual and bicultural Montrealer originally, Norman is one of those rare researchers who conducts research in a seamless and transparent manner among both English and French Canadians, with each group believing that he is "one of their own". The result is a keen insider's perspective on sentiments across the country among both English and French. Having conducted more than 1,000 surveys and many more focus groups, Norm is constantly abreast of what Canadian consumers across the country are thinking and feeling about their prospects.

Norm has designed and managed more than 1,000 surveys in a wide-variety of areas, ranging from high-technology to consumer products, and Norman is a recognized “expert” in complex survey methodology design and multivariate statistical analysis. He is in frequent demand by the media and market research industry in Canada to speak on the comparisons and contrasts of public opinion in Quebec and the rest of Canada, and has published widely. In addition, Norm has conducted assignments in more than 40 different countries around the world, and has a keen interest in cross-cultural issues, especially related to public opinion and the use of technology.

Before joining TNS Canada, Norm was Managing Partner of an Ottawa-based public opinion research and management consulting firm (2001-2009). He spent most of his preceding career at a major management consulting firm, as well as three years with a wellknown Quebec market research firm. He is a Certified Marketing Research Professional (CMRP), member of the Market Research Intelligence Association (MRIA), and he served as a President of the Ottawa Chapter from 2002 to 2004. If you would like to add proprietary questions to the CCI study, obtain full tabular results, receive a historical time series for all the index scores, or if you have other inquiries about CCI, please contact:

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About TNS

TNS Canada (formerly known as TNS Canadian Facts) is the Canadian arm of 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-8AAE3604561D4771AE8CEDAC9FFFC69E.aspx

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AUSTRALASIA

193-43-25. The Heated Carbon Debate Is Intensifying

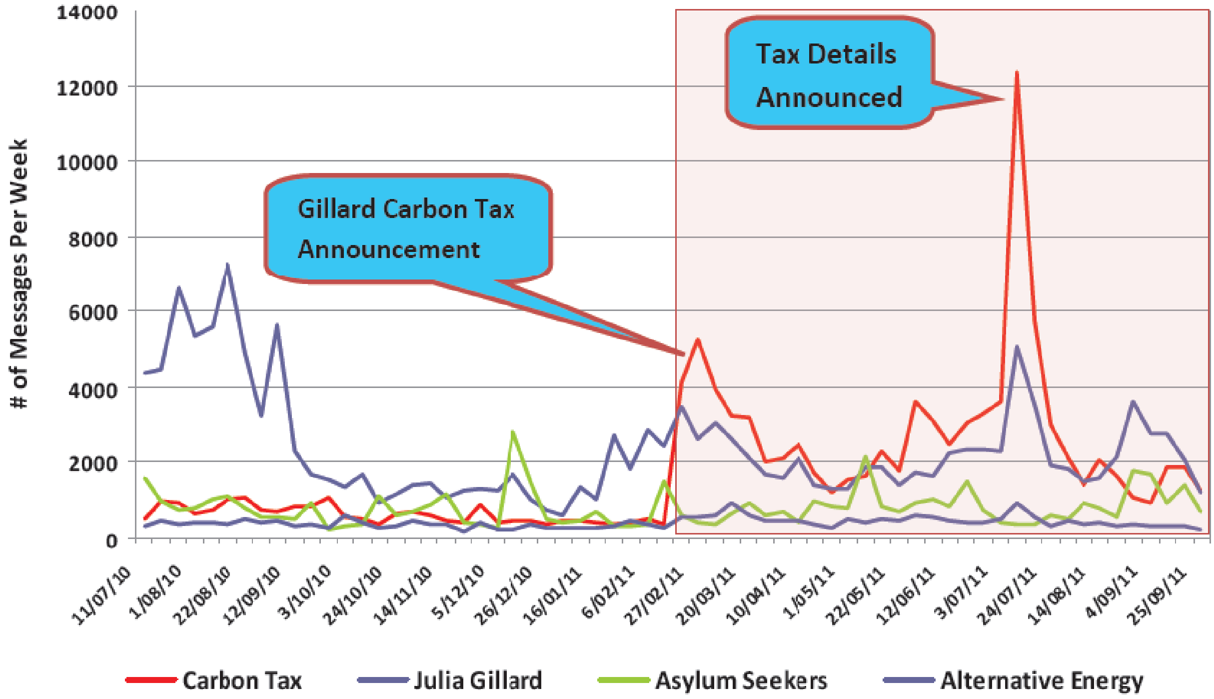
by Brad Buzzard, Senior NMIncite Analyst – Sydney

The carbon tax dialogue has been heating up lately in Australia with tensions flaring, polling numbers falling, anti tax ad campaigns … and people are talking. With social media participation rates at an all-time-high, many Australians are turning to discussion boards, forums and chat rooms to voice their opinions on topical matters and listen to what others have to say.

A quick review of social media buzz around what is becoming a highly contentious issue exposes some interesting insights that can provide an important lesson to any Australian marketer.

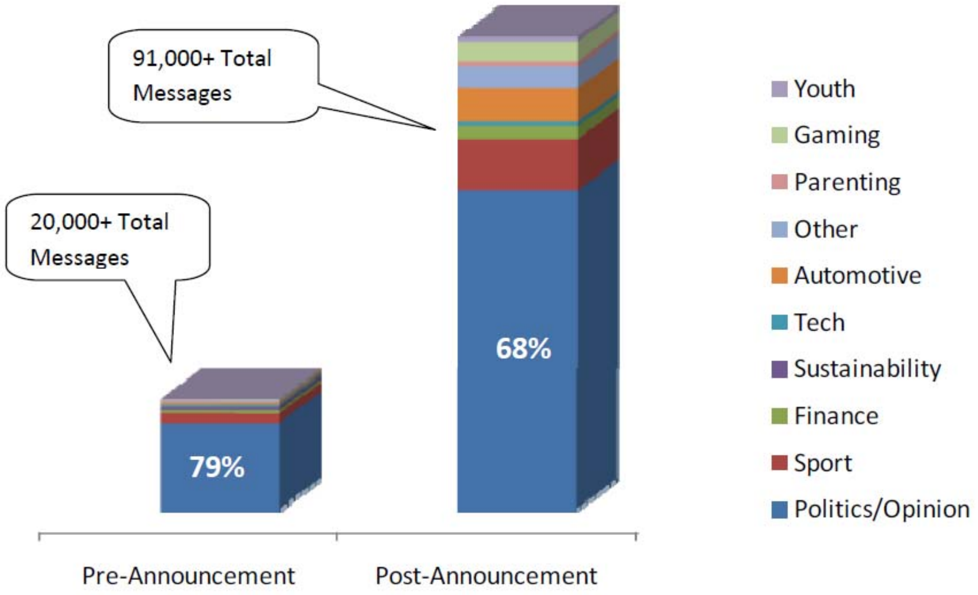
Discussion Levels Staggering

Before Julia Gillard's February 24 announcement of an imminent carbon tax for Australia, compared to what was to follow, online discussion levels about a potential carbon tax were relatively low and stable. In the 32 weeks since the February announcement, online discussion on boards, blogs and groups has grown as much as five times the levels of previous weeks. In total, there have been over 90,000 posts conversations mentioning the Carbon Tax since the Prime Minister’s first announcement on February 24. Other political topics such as Asylum Seekers (27,000+ posts), Alternative Energy (15,000+ posts), and Julia Gillard (71,000+ posts) which would include Carbon tax related comments.



The Field of Discussion Participants has Changed

If the buzz volume hasn’t piqued your interest yet, the buzz dispersion might. Before the February announcement, 79 percent of discussion appeared on politically focused boards and groups. After the announcement, the concentration of carbon tax discussion on politically focused sites decreased by 14 percent and began to take place on a much broader array of blogs, through sites dedicated to sports, gaming, and cars started gaining a share of the conversation.



**Source: NM Incite collection of top 25 sites Boards, Groups, Blogs, Blog Comments for Pre-Announcement posts (11/7/2010-19/2/2011) and Post-Announcement posts (20/2/2011-01/10/2011)*

Source: http://au.nielsen.com/site/documents/CarbonTaxWrite-UpNMInciteAus.pdf

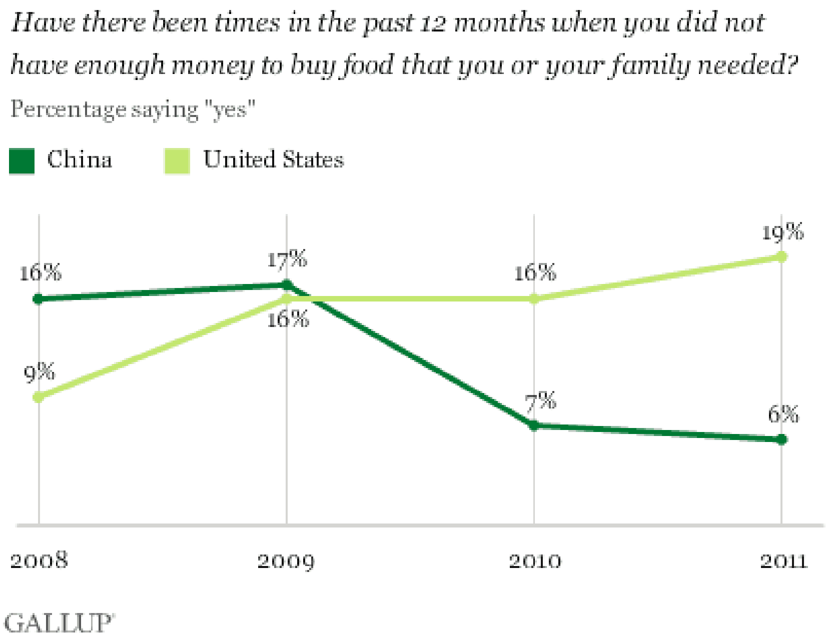
MULTI-COUNTRY SURVEYS

193-43-26. Chinese Struggling Less Than Americans to Afford Basics

Almost one in five Americans say they did not have enough money for food in the past year

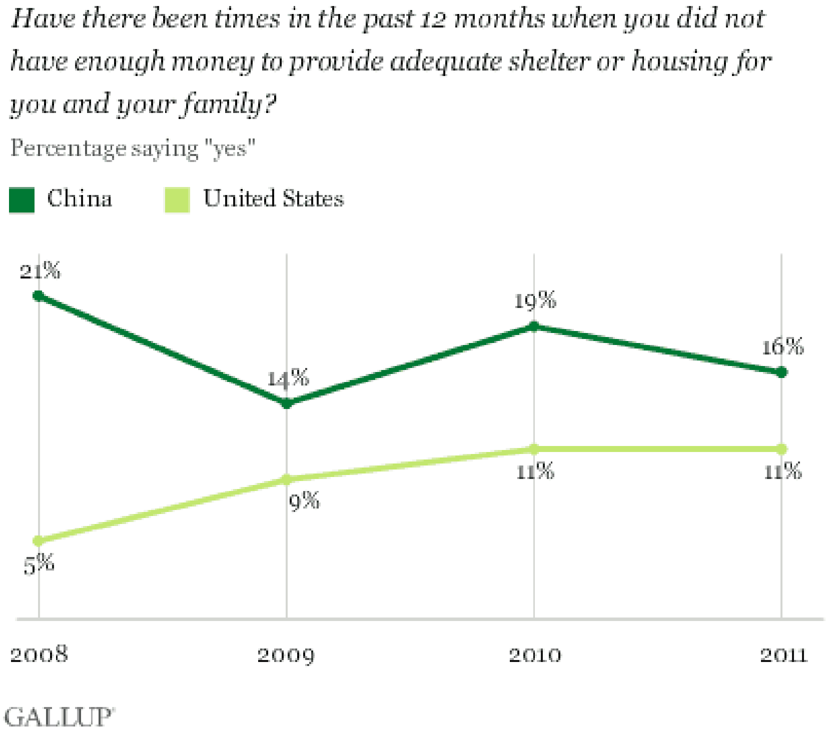
October 12, 2011

WASHINGTON, D.C.-- Gallup surveys in China and the U.S. reveal Chinese are struggling less than Americans to put food on their tables. Six percent of Chinese in 2011 say there have been times in the past 12 months when they did not have enough money to buy food that they or their family needed, down significantly from 16% in 2008. Over the same period, the percentage of Americans saying they did not have money for food in the previous 12 months more than doubled from 9% in 2008 to 19% in 2011.



Chinese are also struggling less to afford adequate shelter. Sixteen percent of Chinese say in 2011 there have been times in the past 12 months when they did not have enough money to provide adequate shelter or housing for themselves and their families. This marks considerable progress since 2008, when 21% of Chinese had trouble providing shelter.

Fewer Americans are struggling with housing costs than Chinese, but the number of Americans who are struggling is increasing. Eleven percent of Americans say there have been times in the past 12 months when they could not afford adequate housing, up from 5% in 2008.



Bottom Line

Since the financial crisis began in 2008, more Americans have struggled to buy the food and shelter they and their families need. In China, on the other hand, fewer are struggling despite a slight slowdown in the country's economic growth.

Key behavioral metrics such as having enough food and adequate shelter are important for leaders to track, Gallup Chairman Jim Clifton writes in his new book, *The Coming Jobs War*, "not only because they occur before job and GDP growth … but also because without these basic requirements, the populace doesn't have the energy to solve its everyday problems."

Survey Methods

Results are based on telephone and face-to-face interviews with approximately 4,100 adults in China and approximately 1,000 adults in the U.S., aged 15 and older, conducted each year from 2007 to 2011. 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 ±2.1 to ±4.1 percentage points. 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/150068/Chinese-Struggling-Less-Americans-Afford-Basics.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Asia%20-%20Northern%20America%20-%20USA

193-43-27. Economic Optimism Varies Across Middle East and North Africa

Lebanese among the least optimistic

October 10, 2011

WASHINGTON, D.C. -- About 9 in 10 residents of Qatar and Oman say their national economy is getting better, making them the most optimistic among the 16 countries Gallup surveyed in the Middle East and North Africa in early 2011. Residents of Lebanon, Iraq, Yemen, the Palestinian Territories, and Bahrain are among the least optimistic.

Economic Outlook in the Middle East and North Africa

Sorted by percentage who say the economic conditions in their country are "getting better"

	Getting better	Getting worse	Staying the same*
Qatar	92%	5%	1%
Oman	89%	6%	3%
Morocco	68%	4%	24%
Saudi Arabia	59%	24%	13%
Kuwait	56%	2%	41%
United Arab Emirates	53%	12%	32%
Algeria	52%	12%	36%
Tunisia	50%	20%	27%
Egypt	42%	37%	17%
Jordan	35%	47%	14%
Syria	32%	34%	29%
Bahrain	20%	24%	43%
Palestinian Territories	19%	62%	19%
Yemen	19%	63%	13%
Iraq	16%	37%	40%
Lebanon	13%	65%	20%

Countries surveyed in 2011

*Volunteered response

GALLUP

The 92% of Qatar respondents who believe their national economy is getting better likely reflects years of strong economic growth in the country that accelerated in 2011. Oman respondents' relatively high optimism -- 89% -- is more surprising given the country's heavy dependency on diminishing oil resources and decreasing reserves. Some of this optimism may reflect the highly educated makeup of the survey sample in Oman.

Lebanese are among the least optimistic in the region, with 13% saying their economy is getting better, and among the most pessimistic, with 65% saying their economy is getting worse. Although optimism in Lebanon is low, the 13% who say the economy is getting better represents an increase from late 2010 when 7% said their economy was getting better. This suggests that even though Lebanon essentially avoided the global financial crisis, political instability continues to cloud its residents' economic outlook.

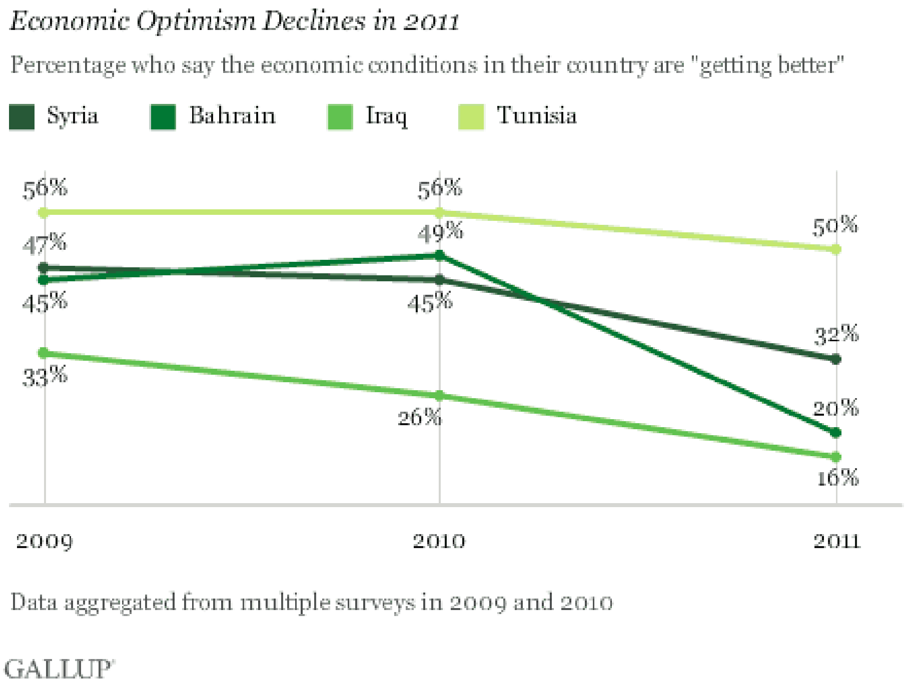
One in five or fewer residents of Iraq, the Palestinian Territories, Yemen, and Bahrain say their national economy is getting better.

Economic Optimism Declines in Key Countries

While economic optimism in the Palestinian Territories and Yemen has not topped 20% for several years, 2011 marks the first time the percentage of those who say their national economy is getting better has dipped this low in Iraq and Bahrain.

It is interesting to note that Syria, where protests were intensifying at the time of the survey, is the only country where residents' outlook for their economy was evenly split: 32% say their economy is getting better, 34% say it is getting worse, and 29% say it will stay the same. Before

2011, Syrians were comparatively less pessimistic about economic conditions and never this divided.



Of the North African countries surveyed, residents of Morocco are the most optimistic, with 68% saying their economy is getting better and 4% believing it is getting worse. Tunisians and Algerians are considerably less optimistic, but at least half of the residents in each country think the economic situation is getting better.

Implication

Gallup's surveys illustrate the lack of optimism that many in the Middle East and North Africa have in their economic conditions getting better -- particularly those in countries that are experiencing a great deal of political conflicts and civil unrest. This pessimism is likely contributing to the instability, but it also may be a byproduct.

Survey Methods

Results are based on telephone and face-to-face interviews with approximately 1,000 adults in each country included in this analysis, aged 15 and older, conducted between February and June 2011. Surveys were conducted via telephone only in Qatar and Oman. For results based on the total samples, one can say with 95% confidence that the maximum margin of sampling error ranged from a low of ±3.3 percentage points to a high of ±3.8 percentage points. Special survey notes: Surveys in Arab Gulf countries were conducted with nationals and Arab expatriates; non-Arabs were excluded. In Algeria, the sparsely populated Deep South and governorates that represent security risks within Algiers were excluded. Oman's sample skewed higher in education.

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/149978/Economic-Optimism-Varies-Across-Middle-East-North-

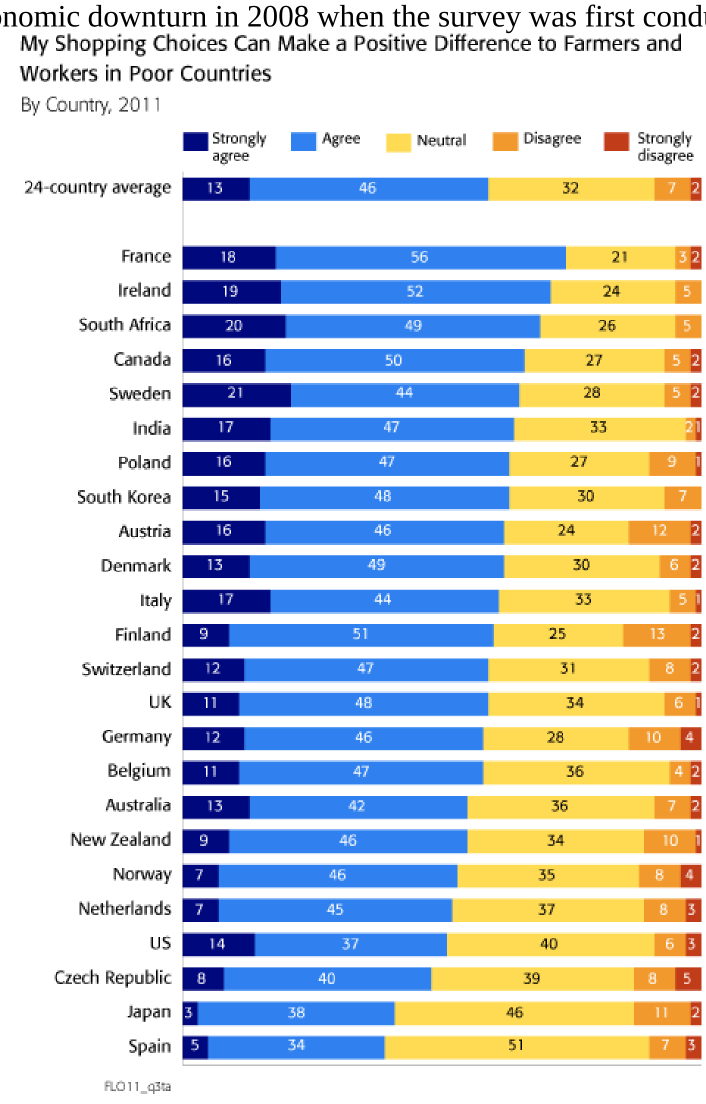
Africa.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Asia%20-%20Muslim%20World

193-43-28. Shopping Choices Can Make A Positive Difference To Farmers And Workers In Developing Countries: Global Poll

11 October 2011

Bonn, 11 October 2011 — Consumers across the world remain firm in their belief that their shopping choices can make a positive difference for farmers and workers in developing countries, according to a new global survey of 17 000 consumers in 24 countries conducted for Fairtrade International by international research consultancy GlobeScan.

Six out of ten consumers (59%) feel empowered to make a difference through their shopping choices. This conviction remains as strong as or stronger than at the outset of the global economic downturn in 2008 when the survey was first conducted.

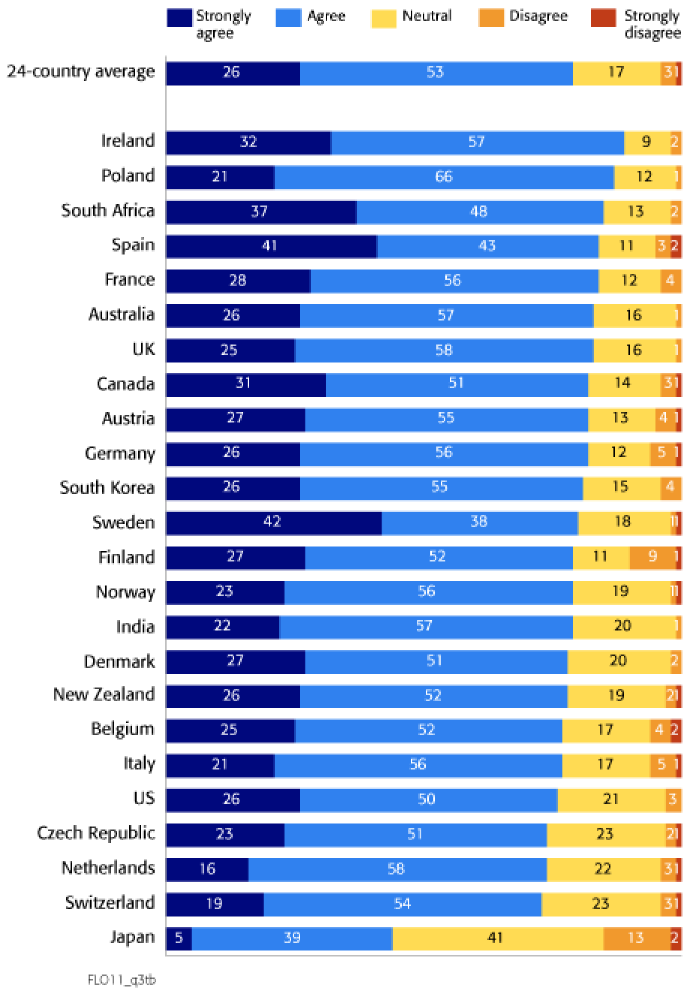


Source: Fairtrade International and GlobeScan.

Consumers have high expectations of companies in combating poverty — 79 percent worldwide say companies can play an important role in reducing poverty through the way they do business. Their top concerns are fair pay for farmers and workers and product safety: a full 85 percent of consumers say these issues are important for companies and their suppliers in their dealings with poor countries.

Companies Can Play an Important Role in Reducing Poverty through the Way They Do Their Business

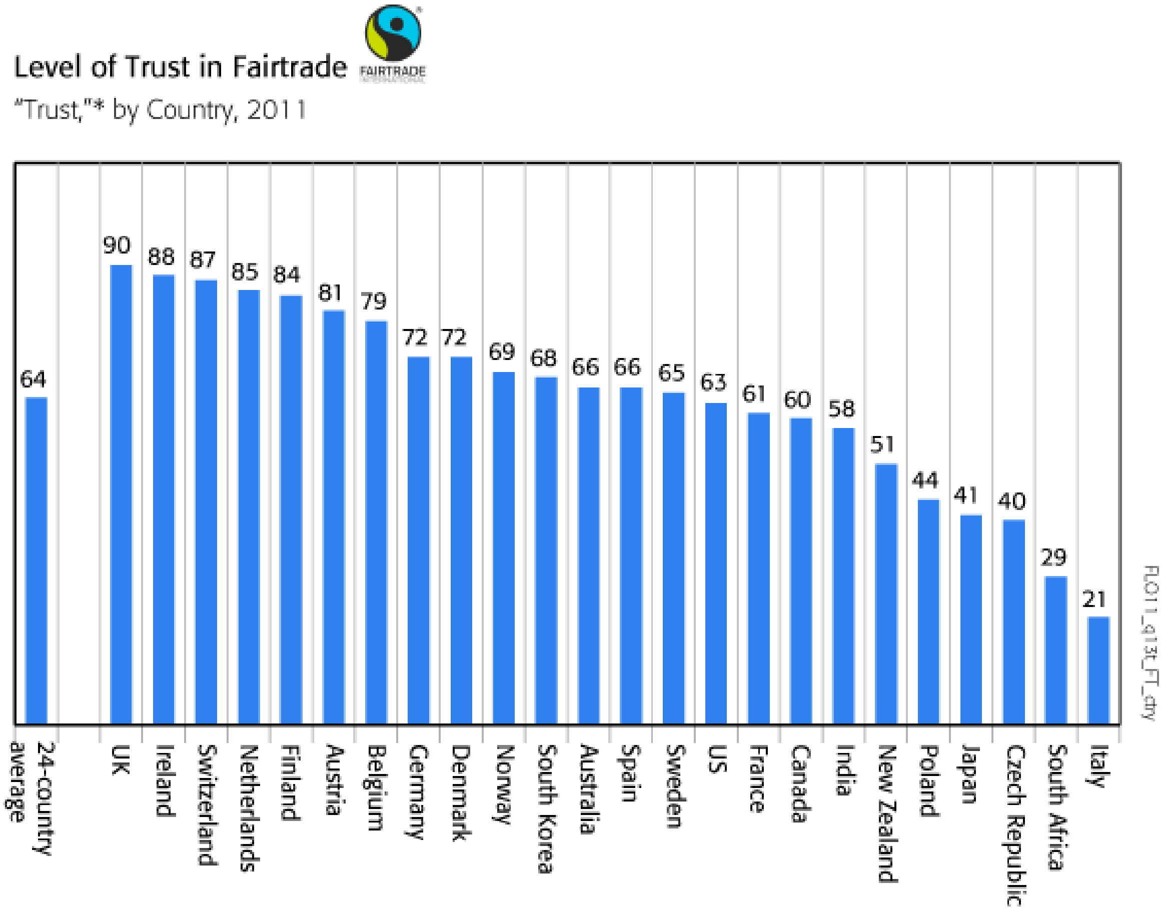
By Country, 2011



Source: Fairtrade International and GlobeScan.

Shoppers recognize Fairtrade's role in enabling them to make a difference — Six in ten (58%) of those familiar with it say that the FAIRTRADE Certification Mark makes it easier for them to decide if products are ethically produced. More than six in ten consumers (64%) globally say they trust the FAIRTRADE Mark. Among consumers who recognize the FAIRTRADE Mark, nine in ten regard it as a trusted label.

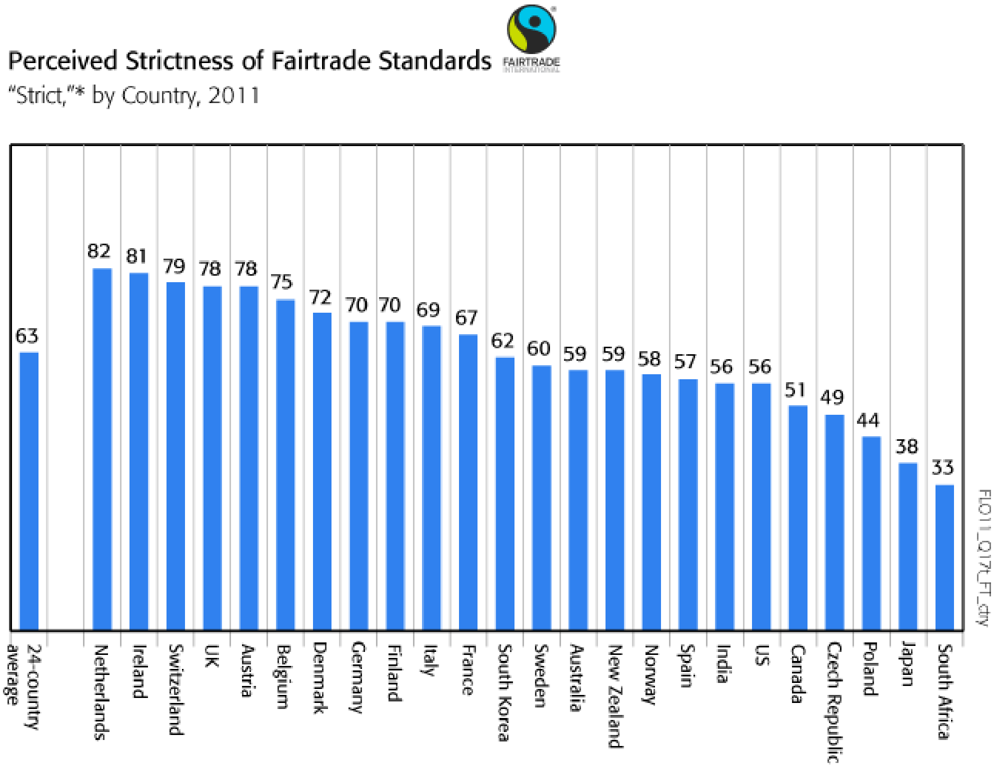
Consumers understand Fairtrade's role in providing clear benefits to farmers and workers. Sixty-four percent of those familiar with the FAIRTRADE Mark strongly associate it with helping farmers and workers in poor countries escape poverty.



*"Trust" includes 3+4 on a scale of 1 to 4, where 4 is "A lot of trust" and 1 is "Not trust at all."

Source: Fairtrade International and GlobeScan.

"This survey proves consumers do care about the people and the communities at the other end of the supply chain," says Rob Cameron, Chief Executive of Fairtrade International. "They want to be sure that their everyday purchases reflect their values and they expect companies to reflect this need. We are taking up the challenge to grow Fairtrade still further so that even more farmers and workers can have better opportunities and more consumers can make the choices they believe in."

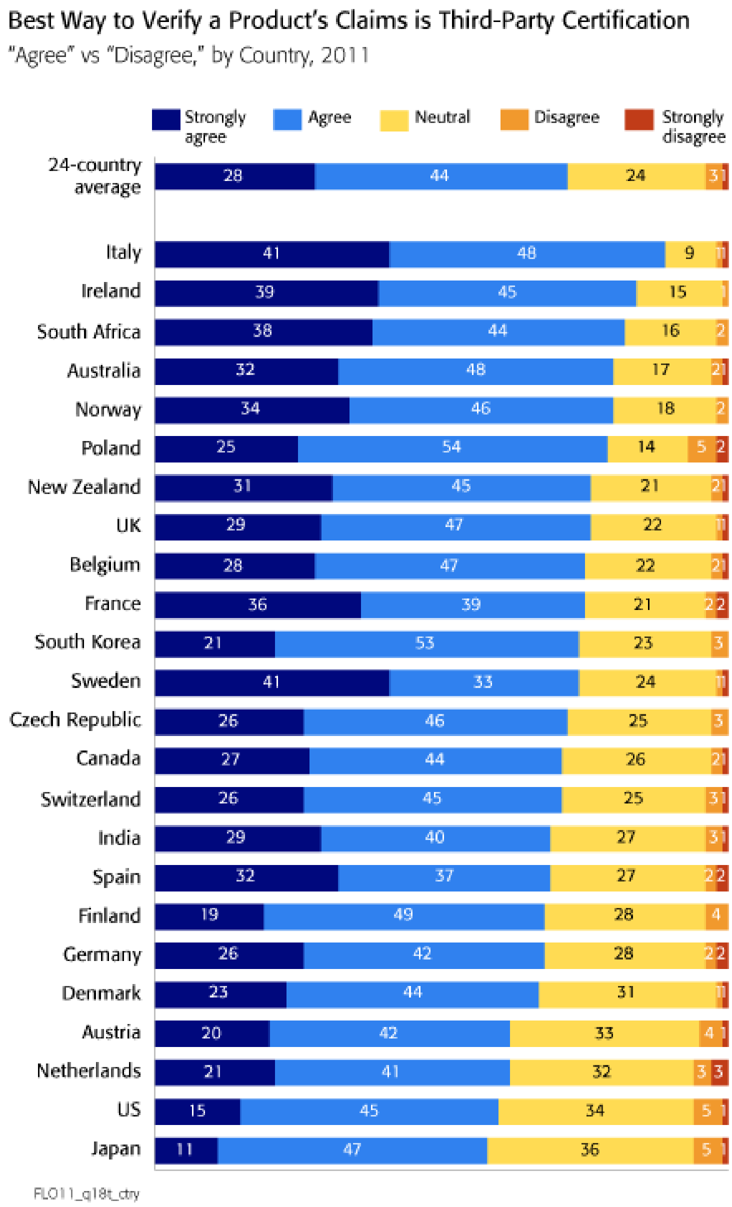


*"Strict" includes 3+4 on a scale of 1 to 4, where 4 is "Very strict" and 1 is "Not at all strict."

Source: Fairtrade International and GlobeScan.

The study of more than 17,000 consumers was carried out in Australia, Austria, Belgium, Canada, the Czech Republic, Denmark, Finland, France, Germany, India, Ireland, Italy, Japan, Netherlands, New Zealand, Norway, Poland, South Africa, South Korea, Spain, Sweden, Switzerland, the UK, and the USA.

French, Irish, and South African shoppers feel the most empowered among all consumers, with around 70 percent believing that their shopping choices make a difference. The Irish also have the highest expectations of companies, as 89 percent emphasize the role of business in reducing poverty. More than 8 in 10 shoppers in the UK, Ireland, Switzerland, Finland, and Austria report that they have seen the FAIRTRADE Mark.



Source: Fairtrade International and GlobeScan.

"The survey shows that consumers are concerned about the well-being of farmers and workers abroad and want to make the right shopping choices. They see the FAIRTRADE Mark as a facilitator—a trusted brand that bridges the gap between consumers and producers," says Caroline Holme, Research Director at GlobeScan.

People are backing their beliefs with concrete action – shoppers spent €4.36 billion on Fairtrade products in 2010, an increase of 28 percent. Consumers tripled their Fairtrade purchases in Czech Republic (386%), South Africa (315%) and Australia and New Zealand (258%). Shoppers bought an impressive 47 percent more in Fairtrade's largest market, the United Kingdom (UK).

"We are very happy to hear about the incredible support from consumers found in these survey results. We deeply appreciate the commitment from consumers around the world who care about our well-being and our lives. I offer thanks on behalf of the Fairtrade small-scale farmers of Latin America who I represent," says Merling Preza, President of the Latin American and Caribbean Network for Small Fair Trade Producers (CLAC) and General Manager of the coffee cooperative PRODECOOP.

About the Survey:

The study was based on a quantitative survey delivered to a random sample of adult consumers using available online panels in each country. The survey countries included: Australia, Austria, Belgium, Canada, Czech Republic, Denmark, Finland, France, Germany, India, Ireland, Italy, Japan, Netherlands, New Zealand, Norway, Poland, South Africa, South Korea, Spain, Sweden, Switzerland, the UK, and the US. Fieldwork was conducted between 23 February 2011 and 24 June 2011. The total number of interviews per country ranged from 500 to 1,500. Tracking countries from the 2008 survey included: Australia, Austria, Canada, Denmark, Finland, France, Germany, Italy, Netherlands, New Zealand, Norway, Sweden, Switzerland, the UK, and the US. The international FAIRTRADE Certification Mark was tested in all countries except for the USA, where the local label was tested.

About Fairtrade Labelling Organizations International (FLO):

Fairtrade is a global movement and product certification with a people first approach to trade. Fairtrade offers farmers and workers a better deal and an opportunity to improve their lives and invest in their future. Over 6 million people (farmers, workers and their family members) in 60 countries directly benefit from the international Fairtrade system. National Fairtrade organizations promote Fairtrade to consumers in 25 countries across Europe, North America, Asia, Africa and Australia/New Zealand.

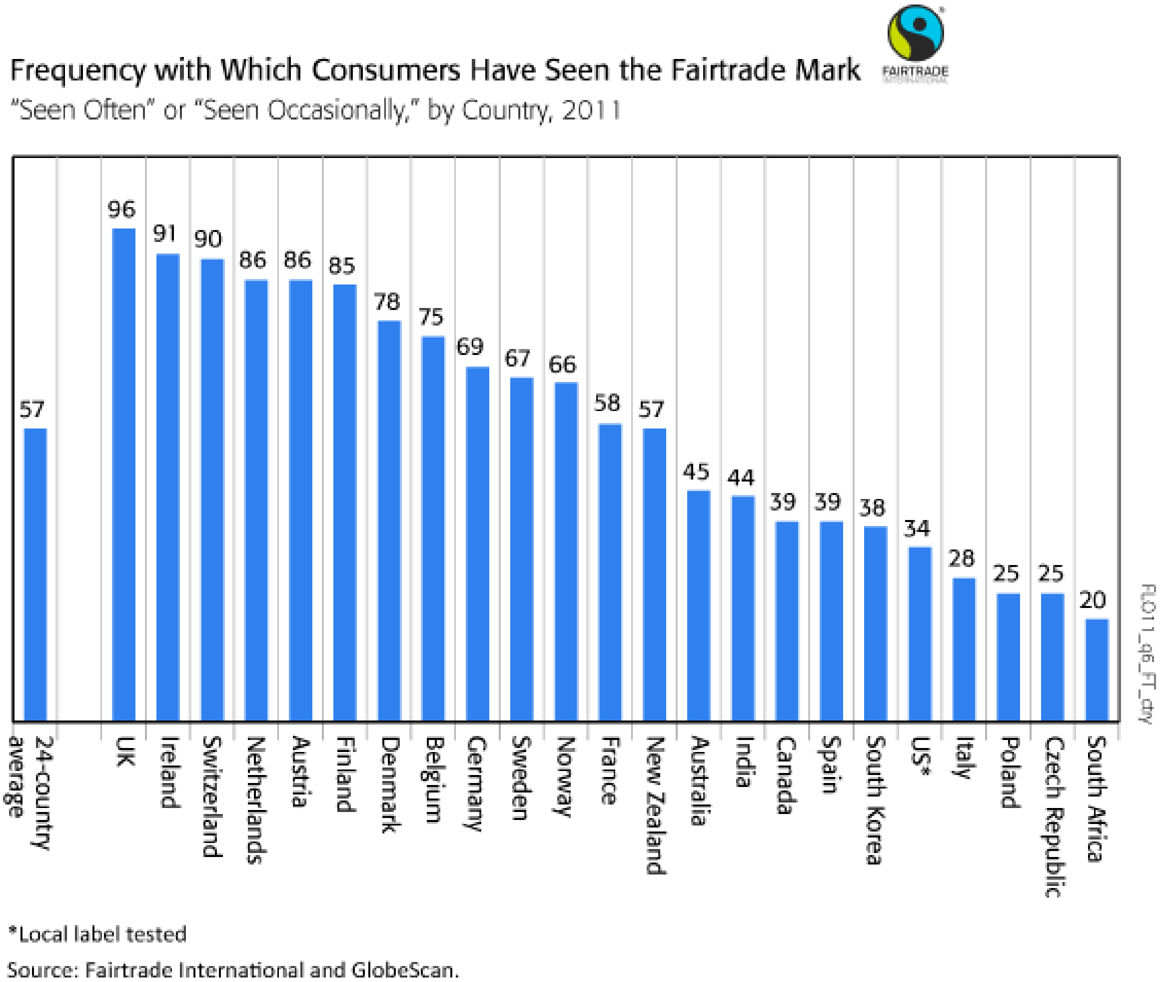
Fairtrade International is a global non-profit organization that works with farmers and workers to improve lives through fairer trade. We lead the Fairtrade system, develop the Fairtrade Standards and support producers. Fairtrade International owns the FAIRTRADE Certification Mark, a registered trademark recognized around the world.

Source: http://www.globescan.com/news_archives/flo_consumer/

193-43-29. High Trust And Global Recognition Levels Make Fairtrade An Enabler Of Ethical Consumer Choice: Global Poll

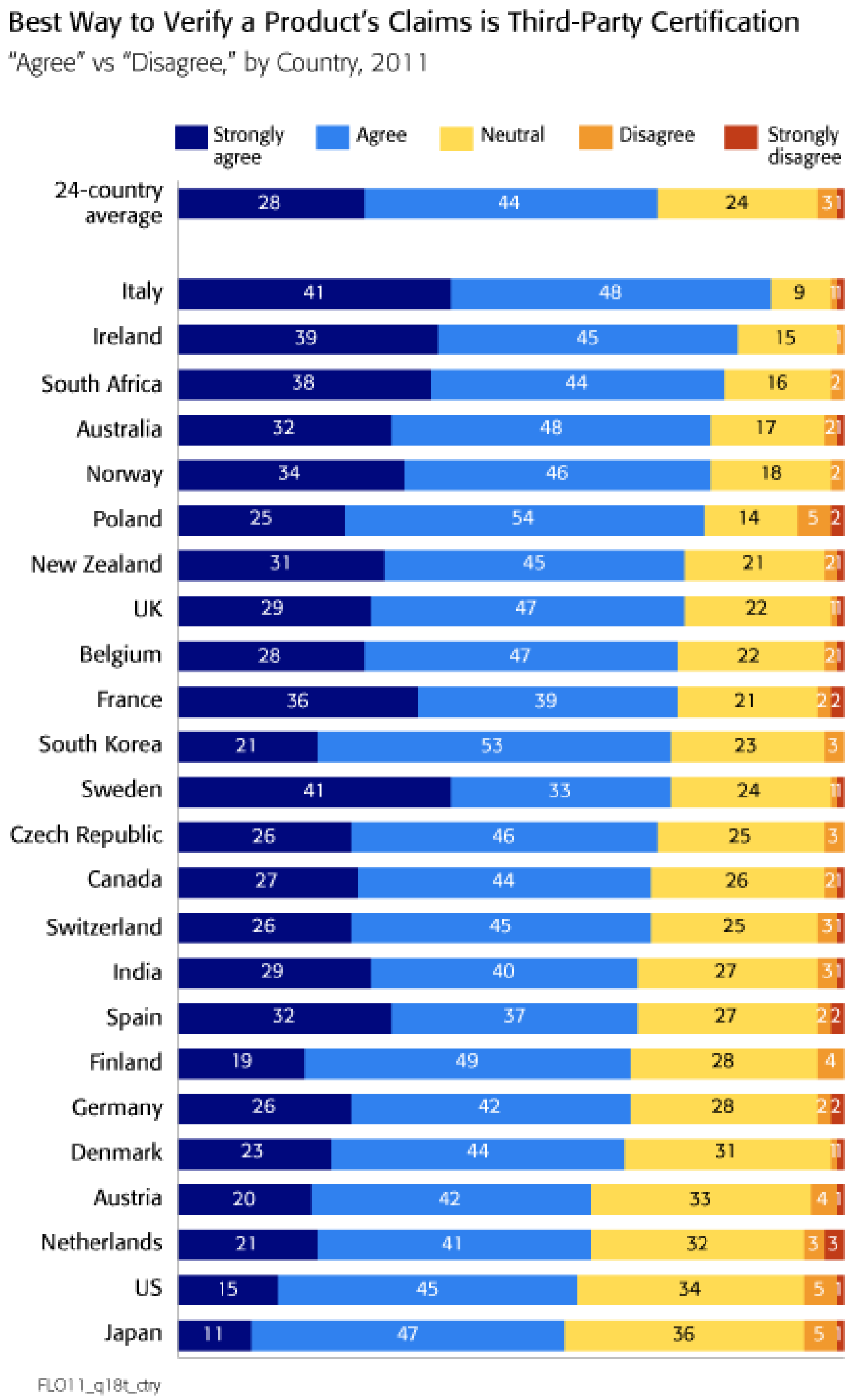
11 October 2011

Bonn, 11 October 2011 — Fairtrade is cementing its position as a market leader in ethical labels and a trusted brand across 24 countries, according to a comprehensive global study of 17,000 consumers carried out for Fairtrade International by international opinion research consultancy GlobeScan.



The study showed that Fairtrade is the most widely recognized ethical label globally. Nearly six in ten consumers (57%) across the 24 surveyed countries have seen the FAIRTRADE Certification Mark. Recognition has increased by six points to 65 percent in the 15 main tracking countries since the study was first conducted in 2008. More than 80 percent of consumers recognize the Mark in the UK, Ireland, Switzerland, Netherlands, Austria and Finland.

This visibility together with a high level of trust enables consumers to have confidence in the choices they make: more than six in ten consumers (64%) globally say they trust the FAIRTRADE Mark. The more familiar people are with Fairtrade, the more they trust it. Nine in ten consumers who recognize the FAIRTRADE Certification Mark regard it as a trusted label.



Source: Fairtrade International and GlobeScan.

When asked if a branded product that they normally buy began carrying the FAIRTRADE Mark, eight in ten consumers (79%) say it would have a positive impact on their impression of the brand. Half of consumers (48% - asked in five countries) say they are more likely to buy specific brands carrying the FAIRTRADE Mark.

Six out of ten consumers (59%) feel empowered to make a difference through their shopping choices. But they also have high expectations of companies in combating poverty — 79 percent worldwide say companies can play an important role in reducing poverty through the way they do business. Consumers' top concerns are fair pay for farmers and workers and product safety: a full 85 percent of consumers say these issues are important for companies and their suppliers in their dealings with poor countries.

At the same time, consumers connect Fairtrade with a consistent message of clear benefits to farmers and workers. Sixty-four percent of those familiar with the FAIRTRADE Mark associate it with helping farmers and workers in poor countries escape poverty. Sixty-one percent who are familiar associate Fairtrade with "a fair price paid to producers" and "helping producers in poor countries access global markets".

Consumers' confidence in Fairtrade is translated into their purchases – shoppers spent €4.36 billion on Fairtrade products in 2010, up by 28 percent. Consumers tripled their Fairtrade purchases in Czech Republic (386%), South Africa (315%) and Australia and New Zealand (258%). Shoppers bought an impressive 47 percent more in Fairtrade's largest market, the United Kingdom (UK).

"This survey proves consumers do care about the people and the communities at the other end of the supply chain," says Rob Cameron, Chief Executive of Fairtrade International. "They want to be sure that their everyday purchases reflect their values and they expect companies to reflect this need. We are taking up the challenge to grow Fairtrade still further so that even more farmers and workers can have better opportunities and more consumers can make the choices they believe in."

The study of more than 17,000 consumers was carried out in Australia, Austria, Belgium, Canada, Czech Republic, Denmark, Finland, France, Germany, India, Ireland, Italy, Japan, Netherlands, New Zealand, Norway, Poland, South Africa, South Korea, Spain, Sweden, Switzerland, the UK, and the USA.

In more general terms, the study confirmed that consumers across the world believe independent, third-party certification is the best way to verify a product's social and environmental claims. More than seven in ten consumers (72%) and a majority in the 24 countries surveyed support independent, third-party certification of products, defined as certification of product claims by an independent third-party organization. Italians (89%), Irish (84%), and South Africans (82%) express the highest support for third-party certification.

"Consumers clearly want business to back up social and environmental claims through independent certification. Fairtrade's ever-increasing recognition power and unique trust levels provide a strong vehicle for individuals to make this point through their day-to-day purchases," says Caroline Holme, Research Director at GlobeScan.

Source: http://www.globescan.com/news_archives/flo_business/