

BUSINESS AND POLITICS IN THE MUSLIM WORLD

Global Opinion Report No. 194

Week: October 16-22, 2011

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M. Zubair

Introductory Note	02
Summary Of Polls	02
SOUTH ASIA	
• Nepalese See Pakistan as South Asia's Greatest Security Threat	06
SOUTH EAST ASIA	
• Net Satisfaction With National Administration Bounces To "Very Good" +56	08
NORTH EAST ASIA	
• Chinese Rate Their Job Market Better Than Americans	17
• Trends On Lifestyle, Spending, Digital & Media Consumption Of Elite Consumers	21
EAST EUROPE	
• U.S. – Russia Relations: Two Years And A Half After “Reload	23
WEST EUROPE	
• Europeans And The Crisis (EB: Multi-country survey)	25
• Social Climate (EB: Multi-country survey)	28
NORTH AMERICA	
• Obama Job Approval Average Slides to New Low in 11th Quarter	31
• Investors Feel Affected by Social Security, Medicare Changes	33
• The Media Primary	38
• A Third in GOP Have Seen a Presidential Debate	39
• Growing Attention to Wall Street Protests	41
• Americans Plan to Spend Same on Christmas 2011 as in 2010	45
• Americans Grow More Negative About Their Personal Finances	48
• Americans Blame Gov't More Than Wall Street for Economy	52
• Cain Maintains Positive Intensity as Recognition Grows	54
• Most Americans Uncertain About "Occupy Wall Street" Goals	57
• Record-High 50% of Americans Favor Legalizing Marijuana Use	60
• Republicans, Democrats Disagree on Gov't Role in Creating Jobs	62
• Americans Split on Whether Abortion Debate Should Be Reconsidered	66
• British Columbians Ponder Life Without the Harmonized Sales Tax	67
• Three-in-Five Canadians Satisfied with Country's Economic Conditions	68
• U.S. Unemployment Down Sharply in Early October	69
• Unhealthy U.S. Workers' Absenteeism Costs \$153 Billion	73
• Public Favor Split for Occupy Wall St. Movement, 60% Say Demonstrators Lack Clear Goals	75
• Cain Continues to Pull Away, Perry & Bachmann Fading	77
• Public Views Jobs as More Important Innovator Than Gates and on Par With Edison By a 2 to 1 Margin	79

- Gloom Persists, Though Not As Dark As Summer; Obama Not Inspiring Confidence 80
- AUSTRALASIA**
- L-NP Increases Lead Over ALP After Carbon Tax Passed In Parliament 83
- MULTI-COUNTRY SURVEYS**
- Public Respect for Banks Lower than Ever: New Poll 86

Introductory Note

This week report consists of 30 surveys. Three of these are multi-country surveys while the rest of 27 are national surveys from various countries.

SUMMARY OF POLLS

SOUTH ASIA

Nepalese See Pakistan as South Asia's Greatest Security Threat

Nepalese are roughly twice as likely to identify Pakistan as the greatest threat to South Asian security than Afghanistan or India. (Gallup USA)

October 17, 2011

SOUTH EAST ASIA

Net Satisfaction With National Administration Bounces To "Very Good" +56

Filipinos satisfaction with their national administration improved in the third quarter as recorded by SWS Third Quarter survey. Over half of Filipinos feels that performance of national administration is 'very good'. (SWS)

October 18, 2011

NORTH EAST ASIA

Chinese Rate Their Job Market Better Than Americans

Majorities of Chinese and Americans in 2011 agree now is a bad time to find a job in the city or area where they live -- but Americans are more negative. Seventy-two percent of Americans say it is a bad time to find a job, compared with 56% of Chinese. (Gallup USA)

October 21, 2011

Trends On Lifestyle, Spending, Digital & Media Consumption Of Elite Consumers

Over the last fifteen years during which PAX has studied the affluent groups across Asia Pacific, the elites' access to the internet has more than doubled (from 30% in 1997 to 82% in 2011). Their indulgence in the finer things has also grown, for example, consumption of quality wine has tripled from 1997 to 2011 (8% in 1997 to 24% in 2011). "Consumption across multiple product categories such as laptop, mobile, and champagne have also increased significantly, showing that these elites are drivers of market growth," (Synovate)

October 18, 2011

EAST EUROPE

U.S. – Russia Relations: Two Years And A Half After “Reload

Most of Russians assess the relations between the U.S. and Russia as normal. However, over the recent year the number of those who assess the relations as being chilly or even tense has increased. (Russian Center for Public Opinion Research)

September 13, 2011

WEST EUROPE

Europeans And The Crisis (EB: Multi-country survey)

A majority of Europeans are worried about the effects of the crisis on their personal situation. At the same time, the forecasts are pessimistic: more and more Europeans consider that the crisis is going to last for many years. These fears can be translated in a different way depending on the Member State, but respondents are still mainly in favour of the measures coordinated at the European level. (TNS Opinion)

October 21, 2011

Social Climate (EB: Multi-country survey)

This Eurobarometer survey, conducted for DG Employment for the third time, gives us an overview of the social climate in the European Union. It measures the nature of the current situation regarding key social concerns of European Union citizens, their evaluations of how things have changed over the past five years, and their expectations for the coming twelve months. (TNS Opinion)

October 2011

NORTH AMERICA

Obama Job Approval Average Slides to New Low in 11th Quarter

President Barack Obama's 11th quarter in office was the worst of his administration, based on his quarterly average job approval ratings. His 41% approval average is down six percentage points from his 10th quarter in office, and is nearly four points below his previous low of 45% during his seventh quarter. (Gallup USA)

October 21, 2011

Investors Feel Affected by Social Security, Medicare Changes

Fifty-seven percent of U.S. investors say changes to Social Security and Medicare in order to reduce the federal budget deficit would have a major impact on their personal economic condition and future financial situation, according to the Wells Fargo/Gallup Investor and Retirement Optimism Index poll. Social Security and Medicare changes tie gas prices as having the highest perceived personal impact among nine economic factors tested in the September poll. (Gallup USA)

October 20, 2011

The Media Primary

Rick Perry received the most favorable coverage of any candidate for president during the first five months of the race, but now Herman Cain is enjoying that distinction, according to a new survey which combines traditional research methods and computer algorithmic technology to code the level and tone of news coverage. (Pew Research Center)

October 17, 2011

A Third in GOP Have Seen a Presidential Debate

About a quarter of the public (27%) says they have watched one or more of the Republican presidential debates so far this year. Most debate watchers say the televised sessions have been helpful in learning about the candidates (61%) and a third (34%) say the debates have led them to change their minds about which candidate they might support. (Pew Research Center)

October 17, 2011

Growing Attention to Wall Street Protests

The public focused most closely last week on two interrelated news stories – the nation's struggling economy and the anti-Wall Street protests that have now spread far beyond their beginnings in New York City. (Pew Research Center)

October 19, 2011

Americans Plan to Spend Same on Christmas 2011 as in 2010

Americans forecast they will spend \$712 on Christmas gifts this year, nearly identical to the \$715 they estimated they would spend on Christmas at this time last year. (Gallup USA)

October 20, 2011

Americans Grow More Negative About Their Personal Finances

Nearly one in four U.S. adults (22%) now rate their personal financial situation as "poor." This is up slightly from the 16% to 19% range seen during and after the official U.S. recession, and is the highest percentage since Gallup began asking this question in 2001. (Gallup USA)

October 19, 2011

Americans Blame Gov't More Than Wall Street for Economy

Americans are more than twice as likely to blame the federal government in Washington (64%) for the economic problems facing the United States as they are the financial institutions on Wall Street (30%). (Gallup USA)

October 19, 2011

Cain Maintains Positive Intensity as Recognition Grows

Republicans' intensely positive views of Herman Cain remained high over the past week, even as the percentage of Republicans familiar with him rose from 61% to 69%. (Gallup USA)

October 18, 2011

Most Americans Uncertain About "Occupy Wall Street" Goals

Less than half of Americans express an opinion about either the Occupy Wall Street movement's goals or the way it has conducted its protests. Those with an opinion are more likely to approve than disapprove. (Gallup USA)

October 18, 2011

Record-High 50% of Americans Favor Legalizing Marijuana Use

A record-high 50% of Americans now say the use of marijuana should be made legal, up from 46% last year. Forty-six percent say marijuana use should remain illegal. (Gallup USA)

October 17, 2011

Republicans, Democrats Disagree on Gov't Role in Creating Jobs

Republicans and Democrats are sharply divided on the government's role in creating jobs in the United States. Republicans are more likely to say reduced government regulation and involvement will lead to more jobs, while Democrats focus more on government involvement such as funding infrastructure work. Similar percentages in both groups, however, say the best way to create more jobs is to stop sending work overseas. (Gallup USA)

October 21, 2011

Americans Split on Whether Abortion Debate Should Be Reconsidered

Democrats and Independents tend to side with the status quo, while Republicans voice support for greater restrictions. Adults in the United States are divided on whether the country should undertake a new discussion on abortion, a new Angus Reid Public Opinion poll has found. (Angus-Reid)

October 17, 2011

British Columbians Ponder Life Without the Harmonized Sales Tax

“Yes” voters are certain that their personal finances will be better off without the tax, while “No” voters foresee problems for the BC economy. Half of British Columbians believe the end of the harmonized sales tax (HST) will be beneficial for their financial status, but not as many are convinced that the domestic economy will thrive as a result, a new Angus Reid Public Opinion poll has found. (Angus-Reid)

October 20, 2011

Three-in-Five Canadians Satisfied with Country’s Economic Conditions

One-in-five respondents expect the Canadian economy to decline, while a majority believe it will remain stable. Most Canadians appear satisfied with the way the national economy is performing, and specific personal financial concerns have subsided over the course of the past year, a new Angus Reid Public Opinion poll has found. (Angus-Reid)

October 19, 2011

U.S. Unemployment Down Sharply in Early October

Unemployment, as measured by Gallup without seasonal adjustment, is 8.3% in mid-October -- down sharply from 8.7% at the end of September and 9.2% at the end of August. A year ago, Gallup's U.S. unemployment rate stood at 10.0%. While seasonal hiring patterns may explain some of this improvement, the drop suggests the government could report an October unemployment rate of less than 9.0%. (Gallup USA)

October 17, 2011

Unhealthy U.S. Workers' Absenteeism Costs \$153 Billion

Full-time workers in the U.S. who are overweight or obese and have other chronic health conditions miss an estimated 450 million additional days of work each year compared with healthy workers -- resulting in an estimated cost of more than \$153 billion in lost productivity annually. (Gallup USA)

October 17, 2011

Public Favor Split for Occupy Wall St. Movement, 60% Say Demonstrators Lack Clear Goals

U.S. adults are split on whether they view the Occupy Wall Street demonstrations favorably, and 60% say the movement’s goals are unclear. Opinion runs strongly against the targets of the demonstrators however, as 72% have an unfavorable opinion of Wall Street investors and big banks. (Zogby)

October 18, 2011

Cain Continues to Pull Away, Perry & Bachmann Fading

Herman Cain is now the runaway leader among Republican presidential primary voters with 45%, more than twice that of second-place Mitt Romney (21%). Rick Perry, who led with 41% in late August, has fallen to 7%, and Michele Bachmann, who led in June and July, now gets just 1%. (Zogby)

October 17, 2011

Public Views Jobs as More Important Innovator Than Gates and on Par With Edison By a 2 to 1 Margin

By a 52%-26% margin, U.S. adults believe the late Steve Jobs of Apple will be remembered as a more important technological innovator than Microsoft’s Bill Gates. Also, 64% agree that the innovations created by Jobs are as important to our times as those of Thomas Edison were to his era. (Zogby)

October 19, 2011

Gloom Persists, Though Not As Dark As Summer; Obama Not Inspiring Confidence

The extreme funk that settled over the country during the summer has eased slightly, but Americans remain gloomy about the economy and more than half say President Barack Obama does not inspire confidence about a recovery. (GFK-AP)

October 20, 2011

AUSTRALASIA

L-NP Increases Lead Over ALP After Carbon Tax Passed In Parliament

The latest face-to-face Morgan Poll Morgan Poll shows a small rise in support for the L-NP 53.5% (up 1%) compared to the ALP 46.5% (down 1%) on a Two-Party preferred basis. The L-NP primary vote is 44% (up 0.5%), still well ahead of the ALP 36.5% (down 2%). (Roy Morgan)

October 20, 2011

MULTI-COUNTRY SURVEYS

Public Respect for Banks Lower than Ever: New Poll

As the Occupy Wall Street protests continue, public respect for the banking sector has reached a new low in the US and UK, according to new polling research released by GlobeScan today. (Globescan)

October 14, 2011

SOUTH ASIA

194-43-1. Nepalese See Pakistan as South Asia's Greatest Security Threat

Among potential threats, respondents are most concerned about terrorism

October 17, 2011

BRUSSELS -- Nepalese are roughly twice as likely to identify Pakistan as the greatest threat to South Asian security than Afghanistan or India.

Which of the following South Asian countries poses the greatest security threat to the South Asian region?

Asked of Nepalese adults

	Total
Pakistan	28%
Afghanistan	12%
India	12%
Bhutan	10%
Nepal	2%
Bangladesh	2%
Sri Lanka	1%
Maldives	0%
None	0%
Don't know/Refused	34%

July 16-Aug. 7, 2011

GALLUP

The results, based on a survey that Gallup conducted in mid-July and early August for the South Asia Democratic Forum (SADF), appear to reflect Nepalese respondents' concern about terrorism. Four in 10 Nepalese choose terrorism as the No. 1 security threat to the region. Crime places a distant second, with 20% naming it as the top issue.

Which of the following issues poses the greatest security threat to the South Asian region?

Asked of Nepalese adults

	Total
Terrorism	40%
Crime	20%
Nuclear weapons	8%
Rivalry between India and Pakistan	8%
Religious fundamentalism	6%
Rivalry between India and China	4%
There is no major threat to the region's security	1%
Other	0%
Don't know/Refused	13%

July 16-Aug. 7, 2011

GALLUP

Fewer than 1 in 10 (8%) Nepalese say nuclear weapons constitute the greatest security threat and an equal percentage (8%) say the same about rivalry between India and Pakistan. Although Nepal is situated between two rising powers, India and China, their rivalry hardly registers as a security threat.

With concern about terrorism weighing heavily on their minds, Nepalese look with unease at Pakistan -- a country whose own president accuses past governments of having "deliberately created and nurtured" terrorist movements. However, some Nepalese respondents may have been thinking more locally than regionally when answering the question about the greatest security threat. More than five years after Nepal's decade-long civil war ended, local insurgent groups are still fighting for the independence of certain regions in the country.

Implications

Nepal's leaders and others worldwide should take Nepalese worries about Pakistan and terrorism seriously. On the one hand, policymakers need to step up efforts to advance the regional cooperation in South Asia sorely needed to boost regional security. On the other hand, Nepal's leaders must improve security within the country. The recent handover of weapons by former Maoist rebels appears to be a first step in the right direction.

The survey is part of the Insights South Asia project -- a cooperation between SADF and Gallup. Download the report on the entire Nepal survey.

Survey Methods

Results are based on face-to-face interviews with 1,000 adults, aged 15 and older, conducted July 16-Aug. 7, 2011, in Nepal. For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is ± 3.9 percentage points. The margin of error reflects the influence of data weighting. In addition to sampling error,

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

Source:http://www.gallup.com/poll/150143/Nepalese-Pakistan-South-Asia-Greatest-Security-Threat.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Asia

SOUTH EAST ASIA

194-43-2. Net Satisfaction With National Administration Bounces To "Very Good" +56

18 October 2011

Social Weather Stations

The Third Quarter 2011 Social Weather Survey report on public satisfaction with the National Administration in general and on specific issues is in the October 18, 2011 issue of *BusinessWorld*.

The survey background and supporting charts are posted below.

BusinessWorld (BW) is the media partner of SWS in polling, for exclusive first publication by BW, the *SWS Indicators of Governance and the Economy*. The original SWS report will be posted in the SWS website two days following the BW publication.

Survey Background

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

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

The Social Weather Survey items on public satisfaction with the general performance of the National Administration, and its performance on specific issues, are non-commissioned. These items were included on SWS's own initiative and released as a public service, with first printing rights assigned to *BusinessWorld*.

The satisfaction rating with the general performance of the National Administration is based on a single question, and is not an average of answers to separate questions on specific issues. The general rating is repeated in every quarterly survey, whereas only a core of the specific issue-ratings are repeated. Many issue-ratings are either included or excluded depending on their contemporary salience.

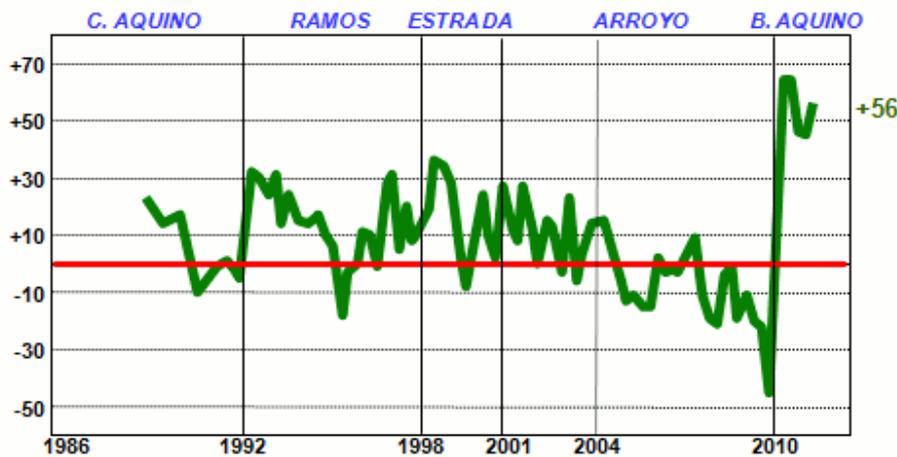
SWS employs its own staff for questionnaire design, sampling, fieldwork, data-processing, and analysis, and does not outsource any of its survey operations.

[SWS terminology for Net Satisfaction Ratings: +70 and above, "excellent"; +50 to +69, "very good"; +30 to +49, "good"; +10 to +29, "moderate", +9 to -9, "neutral"; -10 to -29, "poor"; -30 to -49, "bad"; -50 to -69, "very bad"; -70 and below, "execrable"]

#

Chart

NET* SATISFACTION WITH GENERAL PERFORMANCE OF THE NATIONAL ADMINISTRATION, 1989 – SEP 2011



* Net figures (% Satisfied minus % Dissatisfied) correctly rounded.



Third Quarter 2011 Social Weather Report
September 4-7, 2011 National Survey

Table

NET* SATISFACTION WITH THE NATIONAL ADMINISTRATION ON SPECIFIC ISSUES, NOV 2010 – SEP 2011

	Nov10	Mar11	Jun11	Sep11	
Overall performance rating	+64	+46	+45	+56	
Improving the quality of children's education	+14 (May 2005)			+56	Very good
Helping the poor	+47	+47	+44	+50	good
Foreign relations	+55	44	+43	+44	
Promoting welfare of overseas Filipino workers (OFWs)			+41	+41	
Telling the truth	-4 (Dec08)			+37	
Fighting terrorism	+32	+29	+30	+34	Good
Reconciliation with Muslim rebels	+29	+32	+25	+34	
Reconciliation with Communist rebels	+27	+31	+23	+33	
Ensuring an efficient transportation system				+33	
Eradicating graft and corruption	+22	+14	+16	+27	
Fighting crimes	+24	+20	+23	+26	Moderate
Deciding quickly on important problems		+23	+22	+25	
Ensuring that no family will be hungry	+11	+5	+4	+13	
Fighting inflation	+7	0	+4	+9	Neutral
Ensuring that oil firms don't take advantage of oil prices				+4	
Resolving the Maguindanao massacre case with justice	-5	-19	-16	-13	Poor

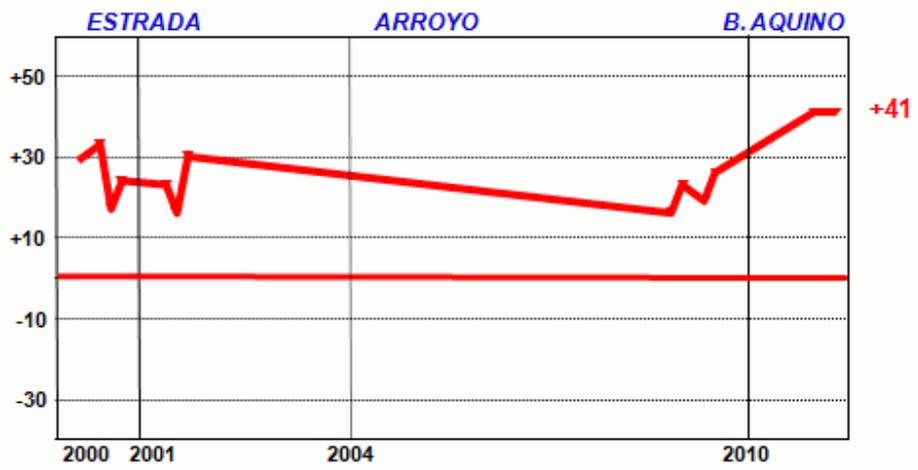
* Net figures (% Satisfied minus % Dissatisfied) correctly rounded.



Third Quarter 2011 Social Weather Report
September 4-7, 2011 National Survey

Chart

NET* SATISFACTION WITH THE NATIONAL ADMINISTRATION ON PROMOTING WELFARE OF OFW'S, 2000-2011

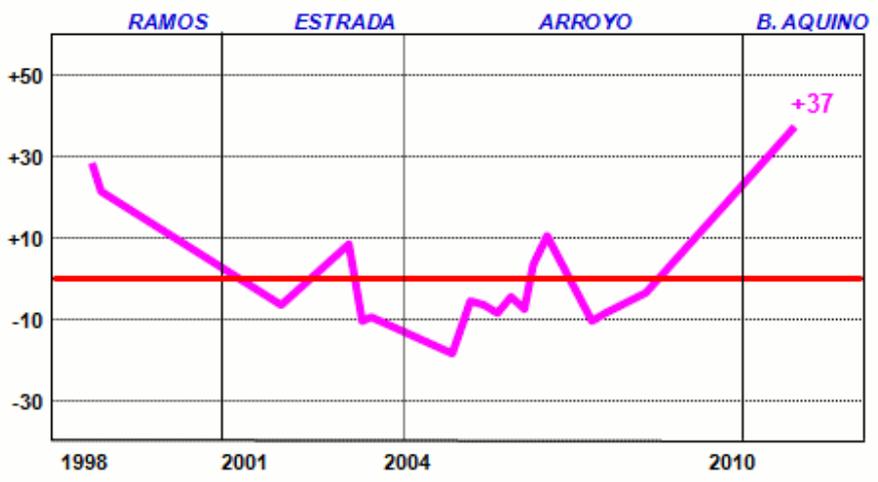


* Net figures (% Satisfied minus % Dissatisfied) correctly rounded.


Third Quarter 2011 Social Weather Report
September 4-7, 2011 National Survey

Chart

NET* SATISFACTION WITH THE NATIONAL ADMINISTRATION ON TELLING THE TRUTH TO THE PEOPLE, 1998 - 2011

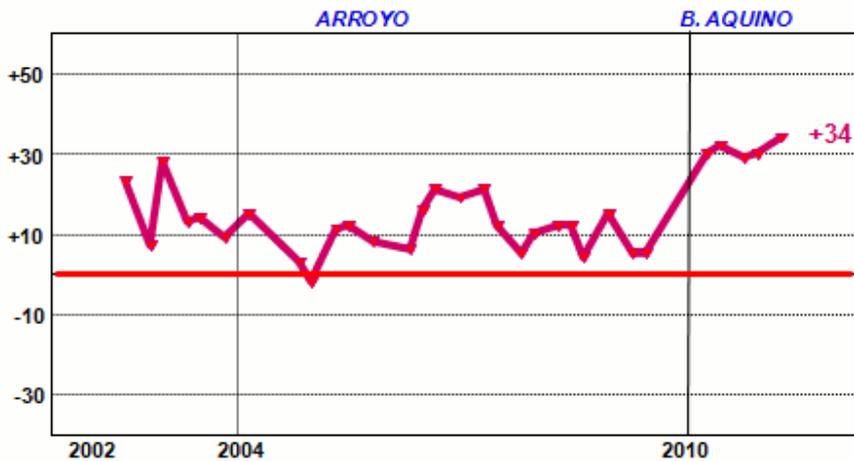


* Net figures (% Satisfied minus % Dissatisfied) correctly rounded.


Third Quarter 2011 Social Weather Report
September 4-7, 2011 National Survey

Chart

NET* SATISFACTION WITH THE NATIONAL ADMINISTRATION ON FIGHTING TERRORISM, 2002-2011



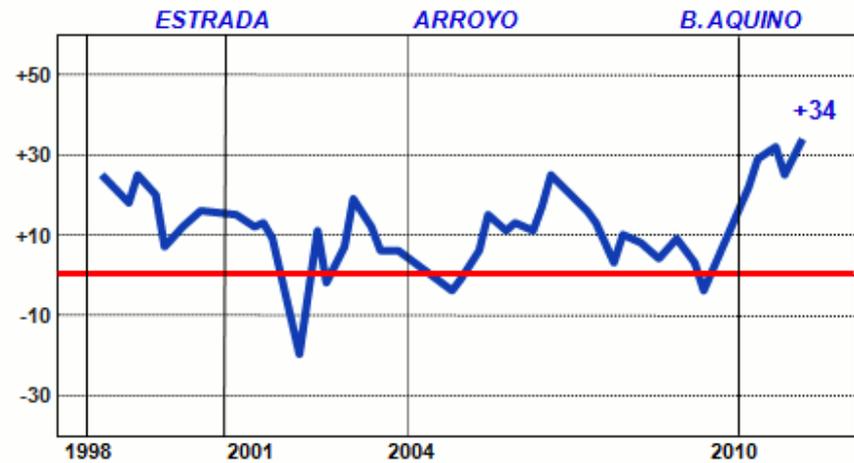
* Net figures (% Satisfied minus % Dissatisfied) correctly rounded.



Third Quarter 2011 Social Weather Report
September 4-7, 2011 National Survey

Chart

NET* SATISFACTION WITH THE NATIONAL ADMINISTRATION ON RECONCILIATION WITH MUSLIM REBELS, 1998-2011



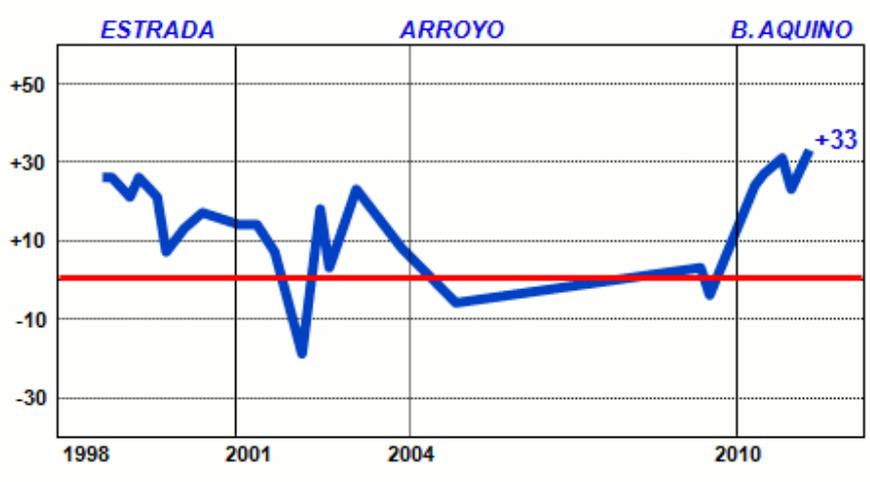
* Net figures (% Satisfied minus % Dissatisfied) correctly rounded.



Third Quarter 2011 Social Weather Report
September 4-7, 2011 National Survey

Chart

NET* SATISFACTION WITH THE NATIONAL ADMINISTRATION ON RECONCILIATION WITH COMMUNIST REBELS, 1998-2011



* Net figures (% Satisfied minus % Dissatisfied) correctly rounded.

SOCIAL WEATHER STATIONS Founded 1985 **Third Quarter 2011 Social Weather Report**
 Statistics for Advocacy September 4-7, 2011 National Survey

Chart

NET* SATISFACTION WITH THE NATIONAL ADMINISTRATION ON DECIDING QUICKLY ON IMPORTANT PROBLEMS OF THE COUNTRY, 2000-2011



* Net figures (% Satisfied minus % Dissatisfied) correctly rounded.

SOCIAL WEATHER STATIONS Founded 1985 **Third Quarter 2011 Social Weather Report**
 Statistics for Advocacy September 4-7, 2011 National Survey

Chart

NET* SATISFACTION WITH THE NATIONAL ADMINISTRATION ON HELPING THE POOR, 1993-2011



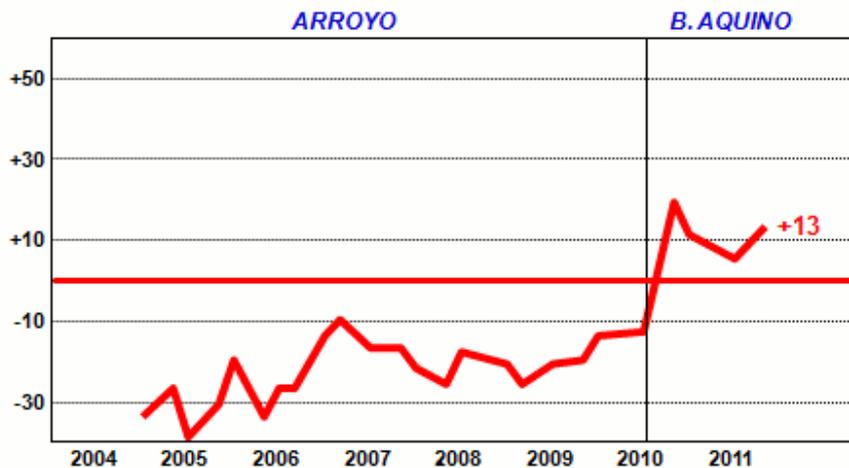
* Net figures (% Satisfied minus % Dissatisfied) correctly rounded.



Third Quarter 2011 Social Weather Report
September 4-7, 2011 National Survey

Chart

NET* SATISFACTION WITH THE NATIONAL ADMINISTRATION ON ENSURING THAT NO FAMILY WILL BE HUNGRY, 2004-2011



* Net figures (% Satisfied minus % Dissatisfied) correctly rounded.



Third Quarter 2011 Social Weather Report
September 4-7, 2011 National Survey

Chart

NET* SATISFACTION WITH THE NATIONAL ADMINISTRATION ON FOREIGN RELATIONS, 1992-2011



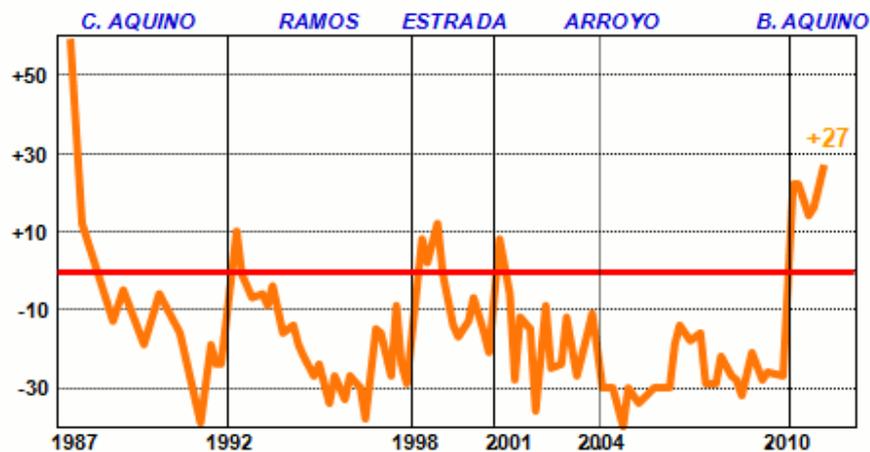
* Net figures (% Satisfied minus % Dissatisfied) correctly rounded.



Third Quarter 2011 Social Weather Report
September 4-7, 2011 National Survey

Chart

NET* SATISFACTION WITH THE NATIONAL ADMINISTRATION ON ERADICATING GRAFT AND CORRUPTION, 1987-2011



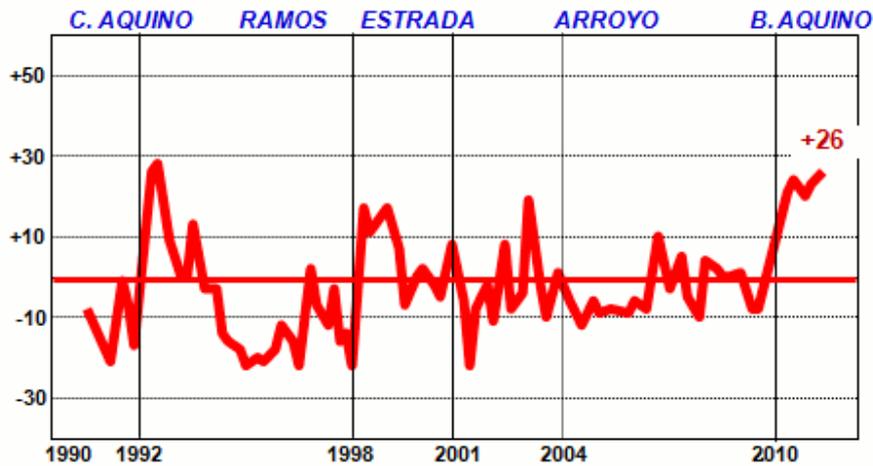
* Net figures (% Satisfied minus % Dissatisfied) correctly rounded.



Third Quarter 2011 Social Weather Report
September 4-7, 2011 National Survey

Chart

NET* SATISFACTION WITH THE NATIONAL ADMINISTRATION ON FIGHTING CRIMES, 1990-2011



* Net figures (% Satisfied minus % Dissatisfied) correctly rounded.



Third Quarter 2011 Social Weather Report
September 4-7, 2011 National Survey

Chart

NET* SATISFACTION WITH THE NATIONAL ADMINISTRATION ON FIGHTING INFLATION, 1991-2011



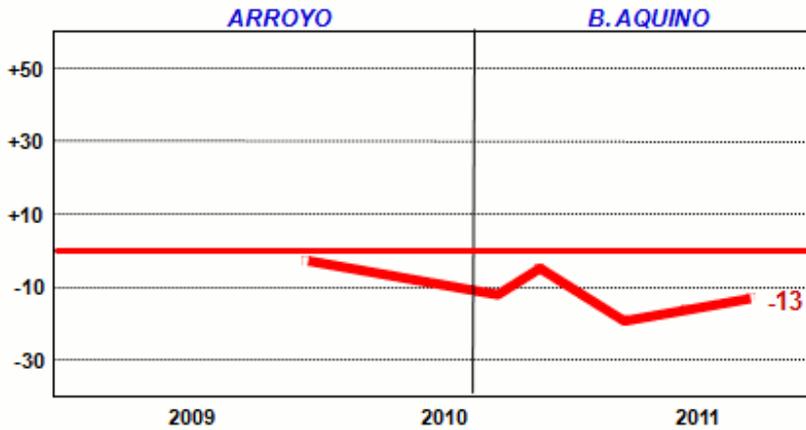
* Net figures (% Satisfied minus % Dissatisfied) correctly rounded.



Third Quarter 2011 Social Weather Report
September 4-7, 2011 National Survey

Chart

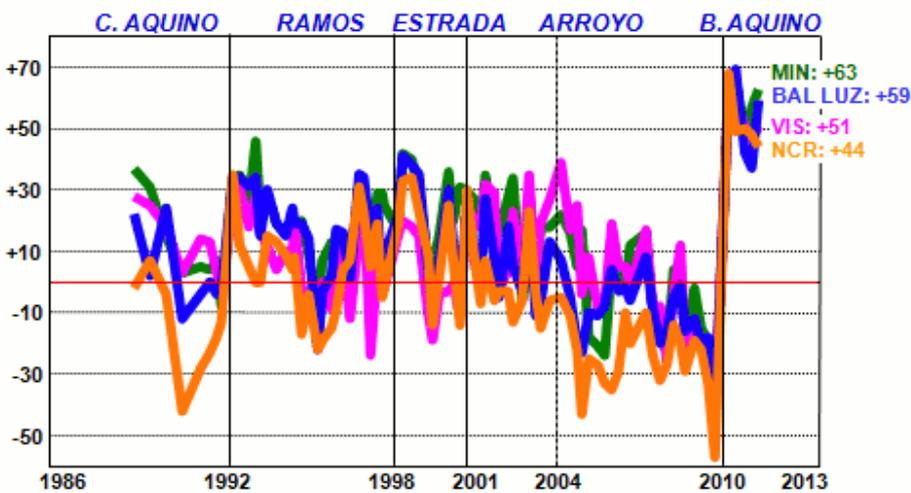
NET* SATISFACTION WITH THE NATIONAL ADMINISTRATION ON RESOLVING THE MAGUINDANAO MASSACRE WITH JUSTICE, 2009-2011



* Net figures (% Satisfied minus % Dissatisfied) correctly rounded.

Chart

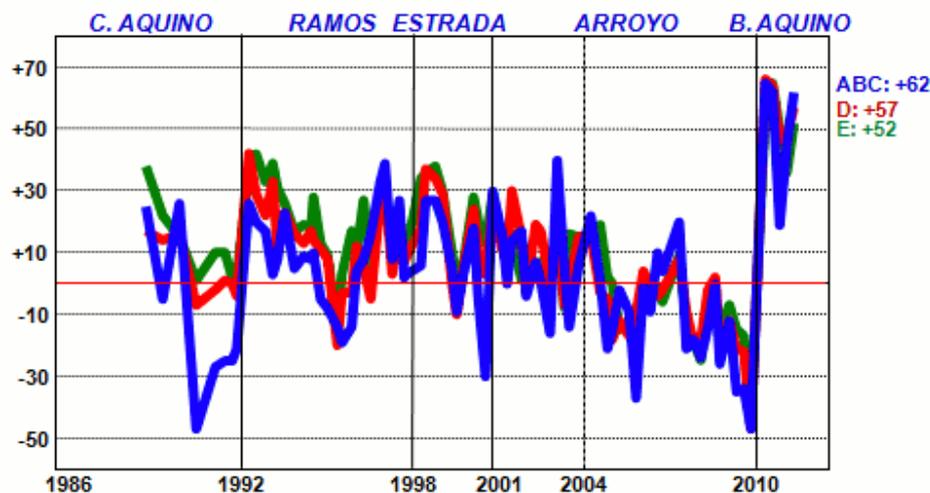
NET* SATISFACTION WITH GENERAL PERFORMANCE OF THE NATIONAL ADMINISTRATION, by LOCATION, FEB 1989 – SEP 2011



* Net figures (% Satisfied minus % Dissatisfied) correctly rounded.

Chart

NET* SATISFACTION WITH GENERAL PERFORMANCE OF THE NATIONAL ADMIN., by ECONOMIC CLASS, FEB 1989 – SEP 2011



* Net figures (% Satisfied minus % Dissatisfied) correctly rounded.



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

NORTH EAST ASIA

194-43-3. Chinese Rate Their Job Market Better Than Americans

But China trails U.S. in formal full-time employment

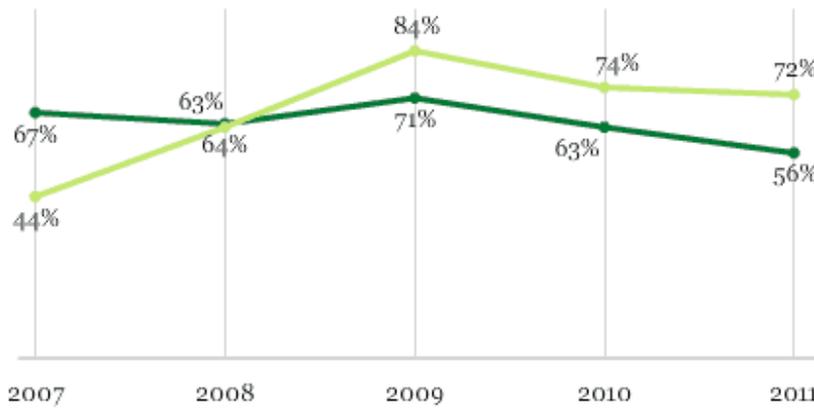
October 21, 2011

WASHINGTON, D.C. -- Majorities of Chinese and Americans in 2011 agree now is a bad time to find a job in the city or area where they live -- but Americans are more negative. Seventy-two percent of Americans say it is a bad time to find a job, compared with 56% of Chinese.

Thinking about the job situation in the city or area where you live today, would you say that it is now a good time or a bad time to find a job?

Percentage saying "bad time"

■ China ■ United States



Gallup collected 2011 survey data in China June 17-July 27, 2011

Gallup collected 2011 survey data in the U.S. June 17-30, 2011

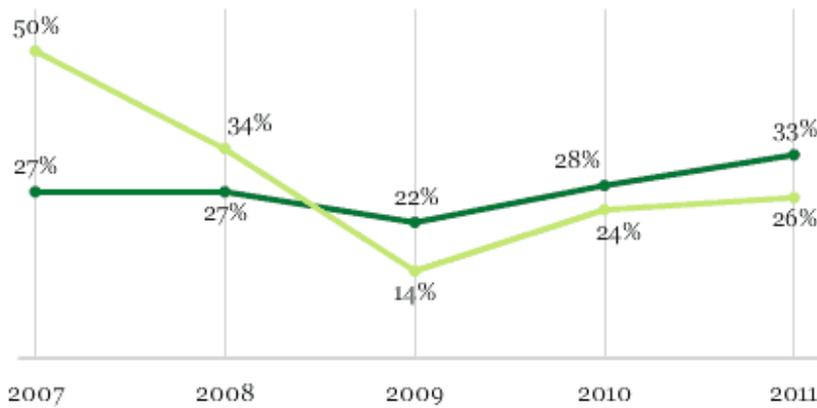
GALLUP

The findings are based on Gallup's global surveys conducted in each country each year since 2007. In 2011, Chinese are more likely (33%) than they have ever been to say it is a good time to find a job, though their views have been fairly consistent. Americans' outlooks have changed more dramatically. The 26% who say now is a good time to find a job locally is up from 14% in 2009, but this is still half of the 50% who shared this opinion in 2007.

Thinking about the job situation in the city or area where you live today, would you say that it is now a good time or a bad time to find a job?

Percentage saying "good time"

■ China ■ United States



Gallup collected 2011 survey data in China June 17-July 27, 2011

Gallup collected 2011 survey data in the U.S. June 17-30, 2011

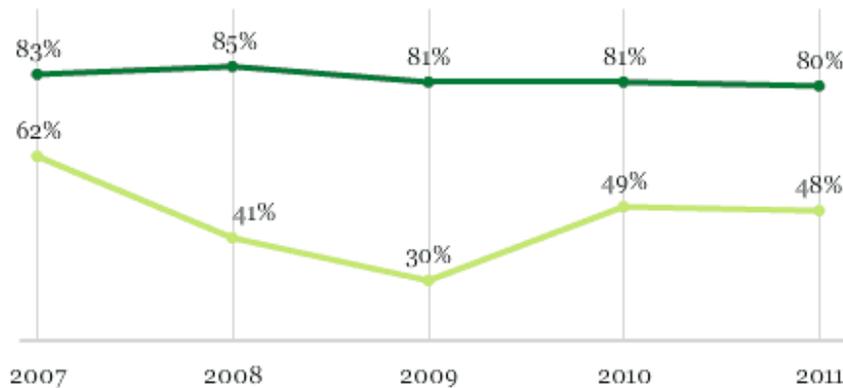
GALLUP

Chinese are also more positive about the general economic conditions where they live. Eighty percent of Chinese say the economic conditions in communities are getting better, while 5% say they are getting worse. This compares with the 48% of Americans who say their local economic conditions are getting better, while 43% say they are getting worse. Here again, Chinese attitudes have been fairly steady, while Americans' have been more volatile.

Right now, do you think that economic conditions in the city or area where you live, as a whole, are getting better or getting worse?

Percentage saying "getting better"

■ China ■ United States



Gallup collected 2011 survey data in China June 17-July 27, 2011

Gallup collected 2011 survey data in the U.S. June 17-30, 2011

GALLUP

The U.S. still outpaces China on the important measure of whether its residents have formal full-time jobs. In 2011, more than 50% of the U.S. workforce was employed full time by an employer, compared with between 30% and 39% of the Chinese workforce. Between 15% and 25% of the U.S. workforce was underemployed -- meaning adults were unemployed or employed part time but wanting full-time work -- compared with 15% or fewer in China.

Implications

Some macroeconomic forecasts indicate China will eventually overtake the U.S. as the world's largest economy, depending on fluctuating variables such as real GDP growth, inflation, and exchange rates. The majority of Americans already think China is the world's leading economic power.

Gallup's data reveal Chinese are more optimistic about their local economy than Americans are, likely reflecting China's ability to sustain strong GDP growth as the U.S. economy has collapsed and struggled to recover. Their relatively positive attitudes may also reflect the massive stimulus that China undertook in late 2008 and early 2009, which primarily focused on infrastructure and tightening regulations.

Even so, China's economic growth might not be sustainable. China must become less dependent on exports and more on domestic consumption to maintain its economy. A vital requirement for that to happen is creating a vibrant labor market with plenty of good jobs. China currently trails the U.S. on the important metric of providing full-time formal employment for its workforce, but it may be making progress. An estimated 90% of new jobs in China come from the private sector.

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

Survey Methods

Results are based on telephone and face-to-face interviews with approximately 4,000 adults in China and approximately 1,000 adults in the U.S., aged 15 and older, conducted each year from 2007 to 2011. Results for perceptions of the world's leading economic power today are based on telephone interviews conducted Feb. 2-5, 2011, with a random sample of 1,015 adults, aged 18 and older, living in the continental U.S., selected using random-digit-dial sampling. For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error 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/150224/Chinese-Rate-Job-Market-Better-Americans.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas - Asia - Northern America - USA

194-43-4. Synovate PAX Study Celebrates 15th Anniversary, Revealing The Latest Trends On Lifestyle, Spending, Digital & Media Consumption Of Elite Consumers

18 October 2011

2011 findings show strength of spending by Hong Kong's elites in multiple product categories

HONG KONG — Global market research company Synovate today released the 2011 results of the Synovate PAX study, Asia Pacific's most comprehensive media survey on elites, business executives and top management covering 11 markets across the region. This year's findings highlighted the importance of Hong Kong's elites for many product categories: the affluent group in Hong Kong topped 10 other markets in owning different types of financial products and new technologies such as HDTVs. They are also the group showing one of the highest increases in owning high ticket items such as cars over the past year.

Steve Garton, Global Head of Media and Managing Director, Media - Greater China at Synovate, said: "2011 marks the 15th anniversary of Synovate PAX. Since its inception, we are proud that it has performed as one of the most trusted sources for up-to-date information on the lifestyles, habits, product ownership, digital and media consumption of close to 15 million affluent consumers across Asia Pacific. Understanding the elite market is important for marketers and media planners alike, as through the years, our findings have shown that this affluent group of consumers is a pillar in supporting many brands and product categories, who continues to spend despite boom or bust."

The 2011 PAX study surveyed the affluent groups in Hong Kong, Singapore, Korea, Taiwan, Thailand, Malaysia, India, Indonesia, the Philippines, Japan and Australia. The survey is conducted year-round, and Synovate spoke with 1,747 affluent Hong Kong residents to obtain the 2011 results.

Hong Kong's affluent over the last decade and a half

Over the last fifteen years during which PAX has studied the affluent groups across Asia Pacific, the elites' access to the internet has more than doubled (from 30% in 1997 to 82% in 2011). Their indulgence in the finer things has also grown, for example, consumption of quality wine has tripled from 1997 to 2011 (8% in 1997 to 24% in 2011). "Consumption across multiple product categories such as laptop, mobile, and champagne have also increased significantly, showing that these elites are drivers of market growth," said Garton.

In Hong Kong, the affluent group's increasingly sophisticated grasp of financial instruments is exemplified when comparing historical PAX results to today's findings.

Commented Clare Lui, Director of Synovate Hong Kong: "We witnessed a dramatic increase in the number of Hong Kong elites who own unit trusts and mutual funds - ownership has tripled over the past 15 years (from 6% in 1997 to 19% in 2011). Those in the stock and securities markets have doubled, from one in four holding stocks in 1997 (26%) to now half of the affluent group in Hong Kong (51%). This uptake in stock and securities ownership outpaced that of the region's growth (from 29% in 1997 to 33% currently). And contrasting to another regional hub, Singapore, ownership of stock stayed the same at 41% over the past 15 years."

2011: A year for indulgences with increases in consumption across multiple product categories

"A barometer of the health of the business environment is the number of people going on business trips, to capitalise on business opportunities available," commented Lui. "A quarter (24%) of Hong Kong's elites surveyed took one or more business trips in 2011, compared to 19% in 2010. Those choosing to fly first and business class also doubled from last year (1.6% in 2010 to 3.3% in 2011)."

Findings also show these busy elites try to live a balanced life. Those who have gone on one or more leisure trips have increased 11%, from 54% in 2010 to 65% in 2011.

SLR digital still cameras gained in popularity among affluent consumers in Hong Kong, with a 14% jump in ownership (27% in 2010 to 41% in 2011), the highest increase across Asia Pacific's affluent groups.

While regional car ownership has softened from 73% in 2010 to 71% in 2011, car ownership amongst Hong Kong's affluent increased by 6% (36% in 2010 to 42% in 2011).

Commented Garton: "Affluent consumers in Hong Kong are spending on high ticket items. Historically, the figures on car ownership have been quite low. Over recent years, we are seeing increasing car ownership. With 9% of elites saying they intend to purchase a car in the next 12 months, we expect spending in this category will continue to grow."

And along the theme of celebration for the 15th Anniversary of PAX, champagne consumption by the elites of Hong Kong rose above the regional average of 8%, from 4% in 2010 to 9% in 2011, the largest increase in Asia Pacific.

Hong Kong's affluent consumers also showed their love for luxury watches, being the top group around the region owning watches above US\$1000+. One in three (35%) elites in Hong Kong owns a luxury watch, compared to 16% regionally. The desire for a luxury watch will continue, with 11% indicating an intention to purchase one in the future.

Commented Lui: "Indulgences of the elites clearly translate into purchases. For example, Hong Kong has the highest average monthly spending on cosmetics, fragrances and cologne, at US\$143 compared to the regional average of US\$91. There is also a 10% jump in Hong Kong's elites stating they will buy a new product or service if it makes their lives more enjoyable (from 38% in 2010 to 49% in 2011). The PAX 2011 results show the power of the rich prevails."

Greater China shows abundance of financial products ownership

Elites living in the two Greater China markets of Hong Kong and Taiwan top others in the region in owning diverse financial products.

Forty percent of Hong Kong's affluent hold a privilege or priority banking account, compared to 21% regionally, the top among 10 markets across Asia Pacific.

Fifty-seven percent and over half (51%) of the elites in Taiwan and Hong Kong respectively hold stocks, securities and bonds, above the regional average of 33%.

Foreign currencies as investments are popular vehicles for the affluent in these Greater China markets as well, with close to one in three (30% and 28%) Taiwanese and Hong Kong elites indicating ownership, compared to the regional average of 11%.

Affluent consumers in Taiwan are the top group holding offshore accounts for investment purposes (17%), followed by Hong Kong (12%), whilst regionally only 7% indicated ownership.

Commented Garton: "The higher levels of financial sophistication displayed by elites in Greater China compared to their APAC counterparts indicate a strong desire to grow their assets, and to a large degree this is a hallmark of Chinese culture."

Hong Kong's elites showed a return of confidence in the financial market, with an increase of 6% compared to 2010 in owning one and more financial products (from 77% in 2010 to 83% in 2011). This also holds true for Hong Kong's property market, as findings show more elites acquired a private property in 2011 compared to last year, up from 44% in 2010 to 48% in 2011.

Embracing new technology

"Hong Kong's affluent consumers are early adopters of many high tech devices, being one of the highest groups in owning products such as smartphones and HDTVs in the region," said Lui.

Smartphone ownership among Hong Kong's affluent jumped by 26% from last year (22% in 2010 to 48% in 2011), compared to 17% regionally (16% to 33%).

Hong Kong is also the HDTV capital, with the highest ownership of HDTV in 65% of affluent households, even higher than in Seoul (62%).

Commented Garton: "Elites in Hong Kong show a strong appetite for new technology to access content, for communication and interaction. They are embracing media that is delivered through these platforms. From all we see of the habits of affluent consumers, they are a highly attractive and lucrative market. This is well understood by international media which has been fast to offer HDTV services, tailored content to tablets and smartphones to meet the needs of elites."

Source: <http://www.synovate.com/news/article/2011/10/synovate-pax-study-celebrates-15th-anniversary-revealing-the-latest-trends-on-lifestyle-spending-digital-38-media-consumption-of-elite-consumers.html>

EAST EUROPE

194-43-5. U.S. – Russia Relations: Two Years And A Half After “Reload

Most of Russians assess the relations between the U.S. and Russia as normal. However, over the recent year the number of those who assess the relations as being chilly or even tense has increased.

MOSCOW, September 13, 2011. Russian Public Opinion Research Center (VCIOM) presents the data concerning the attitudes of Russians towards the United States, as well as how they perceive U.S.-Russia relations.

The attitudes of Russians toward the U.S. have almost not changed over the recent year: 55% have positive attitudes (they were 59% in May of the previous year), 29% have negative attitudes. Those who perceive the U.S. positively are mainly Muscovites and St.Petersburgians (63%), supporters of the Fair Russia (65%), United Russia (63%) parties, middle-aged and young Russians (58-61%) and those with high level of education (59%). Those who have negative attitudes are basically residents of big cities (33%), CPRF supporters (42%), elderly respondents (34%) and those with low level of education (35%).

Today Russian-American relations are assessed positively by most of respondents (60%): 42% call them normal, 16% - good, 6% - friendly. **Thirty-six percent of respondents think that the cooperation between U.S. and Russia is negative:** 24% call the relations

between the two countries chilly, 10% - tense, 2% - hostile. **Compared to the previous year, the assessment of the relations between Russia and the United States has decreased:** the share of those who call the relations chilly has increased from 17 to 24%, those who call them tense - from 5 to 10%.

Those who assess the relations between Russia and the U.S. as being positive are adherents of the Fair Russia and United Russia parties (65 and 69% respectively). They are opposed by the adherents of CPRF (47%) and LDPR (44%) parties.

The initiative Russian opinion polls were conducted on September 3-4, 2011. 1600 respondents were interviewed at 138 sampling points in 46 regions of Russia. The margin of error does not exceed 3.4%.

What is your general attitude towards the United States? (close-ended question, one answer)									
	1991	1998	2003	June 2008	September 2008	2009	2010	2011	
Very good	29	14	5	2	1	3	5	3	
Generally good	54	61	34	74	21	34	54	52	
Generally bad	3	18	26	23	40	25	22	22	
Very bad	1	6	14	6	25	8	5	7	
Hard to tell	12	1	21	22	13	22	15	71	

How would you assess the relations between Russia and the United States of America today? (close-ended question, one answer)										
	2002	2003	2004	2005	February 2008	June 2008	September 2008	2009	2010	2011
Friendly relations	3	7	5	9	4	5	2	5	7	6
Good neighborly relations	21	10	7	21	7	8	2	9	16	12
Normal, calm relations	92	74	63	83	36	14	14	73	64	42
Chilly relations	13	22	42	22	26	72	29	62	71	42
Tense relations	71	7	31	8	12	21	37	31	5	10
Hostile relations	4	1	4	4	3	2	11	2	1	2
Hard to	5	6	4	6	12	6	5	8	9	4

tell									
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Note: Using materials from the site www.wciom.ru or [wciom.com](http://www.wciom.com), as well as distributed by VCIOM, the reference to the source (or hyperlink for the electronic media) is obligatory!

Source: <http://www.wciom.com/index.php?id=61&uid=598>

WEST EUROPE

194-43-6. Europeans And The Crisis

European Parliament Eurobarometer (EB Parlemeter 76.1)

Summary

Coverage: EU 27 (26 856 European citizens)

Population: Europeans aged 15 years or over

Methodology: Face-to-face (CAPI)

Fieldwork: 03 September - 18 September 2011, carried out by TNS opinion
21 October 2011

This Eurobarometer survey on "**Europeans and the crisis**" is the fourth such survey conducted by the European Parliament. The first one was carried out in January-February 2009, six months before the European elections, the second survey in September 2010, whereas the third one was conducted in April-May 2011. The fieldwork for the survey was carried out by TNS opinion (face to face interviews) in the period 3rd -18th of September, 2011 and was based on face-toface interviews with 26.856 European citizens aged 15 or over.

Five months separate both inquiries, during which the national, European and international economic and financial contexts have been marked by several major events. In the context of the sovereign debt crisis, three countries were downgraded by credit rating agencies.

Moreover, regarding the political developments, general elections have taken place in 4 EU Member States and two other elections will be held by the 20th of November, 2011. In addition to that, presidential, regional and local elections were held in 6 other countries.

Within the last survey, the Europeans were asked questions regarding the Tax on Financial Transactions (TFT). Most respondents were in favour of it (61%). This time, besides the questions regarding the European Parliament's position and the questions which had already been asked in the previous surveys, the respondents were questioned for the first time on credit rating agencies (CRA) and on eurobonds.

Before beginning the analysis, it should be noted that the European average is balanced and that the six most populous Member States account for approximately 70% of the EU average.

What major trends can be drawn from this survey?

- In five months, one can notice that the **European averages are relatively stable**.
- On the other hand, it is essential to mention that variations within different Member States might be highly relevant.
 - The trend of an increasing polarisation of the public opinion, already observed in the last surveys, is also confirmed in this one. Could it be one of the effects of the ongoing debate within the EU on how to deal with the global crisis and its effects within the EU, in particular in the euro zone?
 - A majority of Europeans are worried about the effects of the crisis on their personal situation.
 - At the same time, the foresights are pessimistic: more and more Europeans consider that the crisis is going to last for many years.
 - These fears can be translated in a different way depending on the Member State, but respondents are still mainly in favour of the measures coordinated at the European level.

- The number of Europeans who consider that overall the euro has mitigated the negative effects of the current crisis remains stable, whereas the number of those who disagree is slightly decreasing. Regarding this issue, the evolution of different Member States is highly significant.

- The wide media coverage of the debate on credit rating agencies (CRA) within the political, economic and financial world can explain why **a majority** of Europeans have already heard of CRA. Among these, a **majority** is in favour of the creation of a European credit rating agency.

- In the EU, the debate on eurobonds is more recent. However, two Europeans in five at EU level and 46% within the euro zone have already heard of them. Among them, a relative majority of respondents who have already heard of eurobonds are in favour.

Credit Rating Agencies "CRA"

It is probably after the downgrading of certain Member States by credit rating agencies that the citizens became more acquainted with the subject..

From then on, 50% of Europeans answered that they had already heard of credit rating agencies (27% *know what they are*, 23% *don't really know what they are*), whereas 49% have never heard of them.

The 50% of Europeans who have already heard of CRA have also been asked about three specific points:

- 65% of them consider that CRA *"have played a significant role in the development of the financial crisis"*, whereas 18% disagree with this statement.

- 65% are in favour of *"the creation of an independent European credit rating agency that would counterbalance the power of the existing agencies"*.

- 64% of the respondents agree that *"the information provided by credit rating agencies is useful to economic actors"* as support for their financial decision-making, while 21% are opposed to it.

The role of the Euro

Even though the debate on the future of the euro is particularly intense, noting that there is certain stability within the EU27, the perception of its role is strongly contrasted within the different Member States:

"Overall the euro has mitigated the negative effects of the crisis":

-the number of respondents that did NOT agree with this statement is 54% (-3).

It is decreasing in 14 countries, with strong changes in the United-Kingdom (-21), Bulgaria (-11), Spain (-10) and Romania (-9).

Conversely, this negative perception is increasing in 13 countries, notably in Sweden (+14), Finland (+12), the Netherlands (+11), Austria (+10) and Slovakia (+7).

-the number of respondents that are in favour of this statement is stable at EU27 level.

It is increasing in 7 countries. At present, 43% of British respondents (+17) declare themselves in favour. Can this phenomenon be explained by the intensification of the debate on financial and economic crisis in this country? UK is followed by Spain 32% (+5), Greece 40% (+4), and Cyprus 30% (+4).

Sharing together a part of the public debt of the EU Member States

o Regarding the question of setting aside a share of the public debt of all Member States to be held jointly, 61% of Europeans answered *"would be necessary in the name of solidarity"*, 57% mentioned it *"would improve the financial stability of the Member States"* and 50% thought it *"could help reduce the cost of the crisis"*.

o Which Member States would benefit and which would be penalised by the share of the public debt?

66% of respondents answered that it would mainly benefit those Member States which are struggling the most and 62% mentioned that it would mainly penalise those Member States which are not in difficulty.

The eurobonds

During the last months we have seen the rising of the debate on the eurobonds in the Euro zone.

Despite this topic is new, more than 2 in 5 Europeans in the EU27 know about the existence of the eurobonds and nearly 1 in 2 citizens of the euro zone:

o Knowledge of the eurobonds: As this concept has appeared very recently to the public, it was asked to all the respondents if they "*had already heard of eurobonds*": 57% answered "no", 42% "yes". These EU27 results must also be furthermore complemented with the results of the euro zone where 46% of the respondents said that they have heard of the eurobonds and 53% did not. On the contrary, outside the euro zone only 35% of the respondents know about the eurobonds.

o Opinion on the eurobonds: It was then asked to 46% of Europeans of the euro zone who "*had heard of eurobonds*", which was their position on the subject: 38 % are in favour, 33 % are against.

Budgetary policies convergence

Among the measures considered for ensuring better economic governance, the topic of budgetary policies convergence is amid the first on the list of priorities.

o When asked about whether including or not "*preliminary consultation between European institutions and national political institutions*" in the drafting process of national budgets, 67% are in favour, whereas 18% are opposed to it.

o If "*the jointly defined rules on public debt and deficit*" are not respected by certain Member States, 68% of Europeans are in favour of the "*automatic application of gradually increasing financial penalties*".

o The differences between the euro zone and non-euro zone are relevant:

- -Concerning the first question, there is a difference of 14 percentage points between the respondents of the euro zone (72%) and those of the non-euro zone (58%) who are in favour.

- -Regarding the second question, there are 11 points of difference between the euro zone (72%) and the non-euro zone (61%).

Financial solidarity in times of crisis

o The question has been asked for the first time in September 2010 following the establishment of the European Financial Stability Facility (EFSF, May 2010). At that time, 49% of Europeans esteemed "*desirable*" for their countries "*to give financial help to another EU Member States facing severe economic and financial difficulties*", whereas 39% disagreed.

o The current survey has been conducted at the same time as the debates on the ratification of the European Financial Stability Facility (EFSF). The number of favourable responses varies a little at the EU level: 50% (+1).

In contrast, 44% (+5) of respondents declare themselves against such solidarity, with significant variations across countries.

Reactions to the crisis

o To cope with the current crisis, the Europeans are still in favour of a coordinated action with the other Member States Amongst them, a majority (55%) consider that they "*would be*

better protected in the face of the current crisis" if their countries adopted measures in a coordinated way with the other EU countries, whereas 35% would feel *"better protected"* if their countries *"adopted measures individually"*.

o Concerning the perception of respondents on the actions taken by the EU Member States, we observe a sharp increase in the number of those who consider that the Member States have tended to act *"in a coordinated way with the other EU countries"* 48% (+10).

Source: <http://www.europarl.europa.eu/parliament/public/staticDisplay.do?language=EN&id=40>

194-43-7. Social Climate

Fieldwork: June 2011

Publication: October 2011

Introduction And Methodology

Europe is still in a state of flux. The impact of the 2008 financial and economic crisis is still being felt, with bouts of speculation in relation to various EU Member States – and predictions of further economic problems making the headlines for every piece of good news about recovery.

In addition to this, there has been a renewed focus on environmental problems, resource use and the associated impact upon utility costs and people's individual financial situations. Property prices continue to fluctuate, the employment situation remains unsteady and societal unrest continues.

However, compared to the situation of one year ago, the economic context of the EU has evolved: although the rate of growth fluctuates, on a regular basis and from Member State to Member State, EU27 Gross Domestic Product increased by 0.8 percentage points during the first quarter of 2011 and is up by as much as +2.5 points¹ on a year-on-year basis. Furthermore, unemployment fell from 9.7% in April 2010 to 9.4% in April 2011². While a return to the situation prior to the crisis of autumn 2008 has not yet occurred, some improvement has been observed.

However, instability continues to predominate, and the impact of the crisis is still felt in the European Union. Individual Member States, of course, are experiencing varying degrees of change themselves – both positive and negative.

This special Eurobarometer survey on the social climate gives answers to the following questions: how does this state of change affect the European public? How are European citizens responding to this changing economic situation? What is the impact on their daily lives?

This survey is the third of its kind to be conducted in the EU, following on from those conducted in 2009 and 2010. The Eurobarometer survey at hand intends to uncover these opinions and see whether or not there have been any changes since the last wave of analysis, in 2010. Around 1,000 people have been interviewed in each country³. This survey not only measures how Europeans perceive the current recession and its social impact, but also reveals interesting differences between countries which seem to reflect the strengths and weaknesses of national policies and institutions.

The European Commission, through the EU2020 strategy and various other initiatives, is taking steps towards improving the quality of life for citizens in its Member States – steps which have an immediate effect, as well as working towards long-term goals. Has this effort filtered through to the European population?

Furthermore, this survey focuses on the local as well as the trans-national. Respondents have been asked to judge their own feelings of quality of life relating to the area in which they live, as well as commenting on the general situation.

Healthcare, employment, housing, general social concerns and the economic situation have all been considered.

Levels of optimism and the perception of change are assessed, alongside the evolution of opinion from the last waves of research. The survey consists of groups of questions, which break down as follows:

1. The first group concerns the **personal situation of the respondents** including their satisfaction with life in general, with the area where they live, with their personal job situation and with the financial situation of their households.

2. The second set covers the **general situation of the country** and includes the cost of living, the affordability of energy and of housing, the quality of public administration, and the general employment and economic situation.

3. The third set focuses on **social protection and social inclusion in the country** and contains questions on health care provision, pensions, unemployment benefits, the way inequalities and poverty are addressed and relations between people from different cultural or religious backgrounds.

Some of the 15 items tested in this survey correspond to long-term trend questions of the Eurobarometer at personal level (life in general, financial situation of the household and personal job situation) and at country level (economic situation and employment situation). Only “current satisfaction with life in general” has been asked since 1973 in the context of Eurobarometer surveys (scale satisfied/not satisfied). The other items have been asked only since 1995 as expectations trends using another scale (better/worse).

First and foremost, in this report, we analyse a mean index score, measured from +10 to -10, compared to the analysis of mean index scores and percentage scores seen in last year’s report. This index score indicates the balance of opinion in each country, where +10 corresponds to the highest possible degree of satisfaction and -10 corresponds to the lowest. Scored in this manner, QB1 and QB2 represent the respondents’ level of satisfaction with the current situation.

This Eurobarometer survey, conducted for DG Employment for the third time, gives us an overview of the social climate in the European Union. It measures the nature of the **current situation** regarding key social concerns of European Union citizens, their evaluations of how things have changed over the **past five years**, and their expectations for the **coming twelve months**. In addition to analysing the levels of the various indicators, it is particularly interesting to compare the results of this year’s survey with those of the previous two years²⁴: analysing these evolutions is an effective indicator of the changing European public mood at a time of considerable change. If the findings of this report were to be condensed into one key point, it would be that opinion across the European Union varies greatly depending on the topic analysed and that the general feelings of pessimism, optimism, satisfaction or dissatisfaction at EU level often mask a number of strong differences between the opinion within an individual country or socio-demographic category.

Three aspects of the social climate are explored in this report: **Europeans’ perceptions on different social aspects of their personal lives**, their opinions of **the general situation in their country**, and, finally, their view of **the state of social protection and inclusion**.

Respondents’ levels of satisfaction with their **personal situation** are relatively high across the European Union. As we have seen in the previous two waves, citizens in many Member States seem to be reasonably content with their personal situation, especially those from the Nordic countries, Benelux, Austria, Germany and the UK, in some cases.

The Member States which recorded low scores for the current situation this year are the same as those from the last two years: Eastern countries, (and especially Romania, Bulgaria and Hungary) two of the three Baltic states (Latvia and Lithuania), along with Greece and Portugal. **Generally speaking, this geographical pattern appears often throughout the whole survey.**

Analysing the evolutions from the previous survey reveals an important finding: 11 of the 12 indexes analysed in this first section have improved since the previous wave, revealing a real positive change in Europeans' perceptions of their personal situation. **Europeans seem to perceive the impact of an improvement of the situation on their lives since May 2010.**

Europeans perceptions about the **general situation** in their countries are, on the whole, much more pessimistic than about their personal situation. The same situation was seen in the analysis from the previous two reports.

Looking at the evolutions since May 2010, the six dimensions analysed in this section can be divided into three categories: in a first group, the economic and employment situations are seen in a less negative light than in May 2010, with positive evolutions for all indexes – regarding the current, past five years, and next twelve months situation –. Cost of living and the affordability of energy and of housing constitute a second group with important negative evolutions from May 2010. Finally, the way public administration is run is distinct from the others: this dimension has stayed quite stable since the previous survey, conducted last year.

Even if they are still negative when evaluating the general situation of their country, Europeans seem to feel that the economy is recovering, but that daily life is more expensive than it was last year.

The geographical patterns described for the personal situation are generally kept here, but with specificities, especially when it comes to the affordability of energy and housing: Estonia's scores, for example, are particularly high for these dimensions; Finland, Belgium and UK are below the EU average for the affordability of energy. This is also the case for the UK and Luxembourg in relation to the affordability of housing.

In terms of evolution since last year, the current situation is generally evaluated more negatively than in May 2010: only one topic, out of five analysed in this section, had a positive evolution this year (unemployment benefits).

The evaluation that Europeans make of the situation compared to that of five years ago has also declined – for four dimensions – or stayed stable – for the remaining one – since May 2010. However, optimism that things will improve in the next twelve months has progressed since the previous survey, with positive evolutions in the scores: even if the evolutions since last year's survey are moderate, the general trend is clearly towards one of an improvement regarding the situation of social protection and inclusion in the near future.

When clustering the countries at the top of the ranking for the current situation, in this chapter, the country groups differ slightly from those from the personal and general situation: The Nordic countries are surpassed by the Benelux countries and Austria, and are sometimes at the middle of the country scale, especially in regard to relations between people from different cultural and religious backgrounds or nationalities. The situation is more comparable to the other sections at the bottom of the scale, with Eastern countries (Romania, Bulgaria and Hungary), Latvia, Lithuania, Portugal and Greece, almost always at the bottom of the scale.

In relation to socio-demographic data, a number of striking patterns are found. Men are generally more satisfied with the current situation of all the topics analysed than women. However, variations are more pronounced according to financial situation and level of education, which almost invariably have an impact on citizens' outlook regarding the current situation, the

situation compared to that of five years ago and expectations for the coming twelve months: the fewer difficulties they have paying their bills and the more educated respondents are, the better are their scores.

Students are frequently reported as the most satisfied and optimistic – or the least dissatisfied and pessimistic – of all of the groups analysed. It is also encouraging to see a trend for optimism relating to important matters of social protection, like unemployment benefits, from those in more difficult financial situations and the unemployed.

In summary, citizens sense a general improvement in their own situation, although they are rarely as confident about the shape of the national situation. On this latter point, though, it is important to note that all scores related to the economic and employment situation of their country have progressed since May 2010, reflecting the feeling that the EU is emerging slowly from the crisis.

However, Europeans perceive their daily life to be more expensive than last year, with negative indexes related to cost of living and affordability of energy and housing which have decreased since May 2010.

Perceptions regarding social protection and inclusion are quite contrasted: almost always negatives, the indexes of the current situation and of the comparison with five years ago have decreased since the previous survey, whereas optimism that things will improve in the next twelve months have progressed. Europeans are still struggling with important difficulties, but their expectations for the near future are improving.

Source: http://ec.europa.eu/public_opinion/archives/ebs/ebs_370_en.pdf

NORTH AMERICA

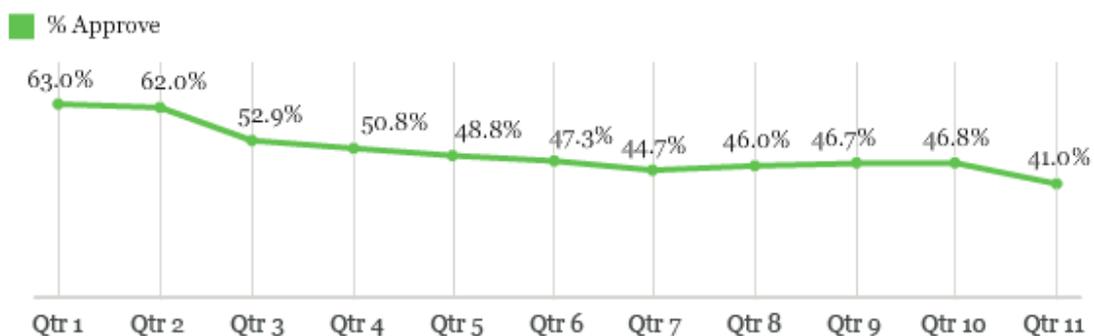
194-43-8. Obama Job Approval Average Slides to New Low in 11th Quarter

Prior low was 45% in his seventh quarter

October 21, 2011

PRINCETON, NJ -- President Barack Obama's 11th quarter in office was the worst of his administration, based on his quarterly average job approval ratings. His 41% approval average is down six percentage points from his 10th quarter in office, and is nearly four points below his previous low of 45% during his seventh quarter.

Barack Obama's Quarterly Job Approval Averages



Gallup Daily tracking

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These results are based on Gallup Daily tracking from July 20-Oct. 19, 2011. During this time, Obama's approval rating ranged narrowly between 38% and 43% for all but a few days of

the quarter. The 38% approval ratings, registered on several occasions, are the lowest of his presidency to date.

The most notable event in Obama's 11th quarter was probably the negotiations to raise the federal debt ceiling in late July and early August. Shortly after the agreement was reached, the stock market plummeted after Standard and Poor's downgraded the U.S. credit rating. Later, the government's jobs report showed no new net jobs were created in August, a sign the economy was still a long way from recovery. The president has been unsuccessful so far in getting Congress to pass the jobs bill he proposed in early September.

Obama's 11th Quarter Weak From Historical Perspective

Only one elected president since Dwight D. Eisenhower, Jimmy Carter, had a lower 11th quarter average than Obama. Carter averaged 31% during his 11th quarter, which was marked by a poor economy and high energy prices. Ronald Reagan and Bill Clinton were the only other post-World War II presidents whose job approval averages were below 50% in their 11th quarter in office.

Eleventh-Quarter Job Approval Averages of Elected Presidents, Eisenhower-Obama

President	Dates of 11th quarter	Approval average	Number of polls
Eisenhower	Jul 20-Oct 19, 1955	72.7%	3
Kennedy	Jul 20-Oct 19, 1963	58.7%	3
Nixon	Jul 20-Oct 19, 1971	50.5%	2
Carter	Jul 20-Oct 19, 1979	31.4%	7
Reagan	Jul 20-Oct 19, 1983	44.4%	8
G.H.W. Bush	Jul 20-Oct 19, 1991	68.6%	10
Clinton	Jul 20-Oct 19, 1995	46.4%	8
G.W. Bush	Jul 20-Oct 19, 2003	55.7%	7
Obama	Jul 20-Oct 19, 2011	41.0%	90

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Notably, Reagan's and Clinton's popular support recovered and both were elected to a second term. Carter's support also improved in the short term, thanks to a rally in approval after the Iranian hostage crisis began, but as that crisis dragged on and the economy remained weak, his approval rating eventually declined before he was defeated in the 1980 election.

Obama's re-election prospects should become clearer in the coming months, because Gallup analysis shows that an incumbent president's 12th- and 13th-quarter averages give a strong indication of whether he will win a second term.

From a broader historical perspective, Obama's 11th-quarter approval average of 41% ranks 220th out of the 262 presidential quarters for which Gallup has data since the Truman administration. That translates to the 16th percentile, placing it in the bottom fifth of presidential quarters. Thus, Obama's recent approval ratings are well below average.

Obama's approval rating for his entire term to date now averages 50%.

Implications

President Obama's most recent quarter in office was his worst to date, and these lower levels of public support could put his re-election chances in peril unless things start to improve in the next few months. Currently, voters say they are more likely to vote for "the Republican

candidate" than for Obama for president in 2012, though Obama has generally looked stronger when matched against actual Republican candidates like Mitt Romney or Rick Perry.

Americans' satisfaction with the direction of the country remains at historically low levels, and Americans clearly identify the economy and unemployment as the most important problems facing the United States. Thus, a second Obama term likely hinges on whether there are signs of economic progress in the coming months.

Survey Methods

Results are based on telephone interviews conducted as part of Gallup Daily tracking July 20-Oct. 19, 2011, with a random sample of 45,989 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia.

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

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 400 cell phone respondents and 600 landline respondents per 1,000 national adults, with additional minimum quotas among landline respondents 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.

The questions reported here were asked of a random half-sample of respondents each night 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/150230/Obama-Job-Approval-Average-Slides-New-Low-11th-](http://www.gallup.com/poll/150230/Obama-Job-Approval-Average-Slides-New-Low-11th-Quarter.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas-Northern-America-Politics-USA)

[Quarter.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas - Northern America - Politics - USA](http://www.gallup.com/poll/150230/Obama-Job-Approval-Average-Slides-New-Low-11th-Quarter.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas-Northern-America-Politics-USA)

194-43-9. Investors Feel Affected by Social Security, Medicare Changes

Wells Fargo/Gallup Investor and Retirement Optimism Index plunges to -60 among retirees
October 20, 2011

PRINCETON, NJ -- Fifty-seven percent of U.S. investors say changes to Social Security and Medicare in order to reduce the federal budget deficit would have a major impact on their personal economic condition and future financial situation, according the Wells Fargo/Gallup Investor and Retirement Optimism Index poll. Social Security and Medicare changes tie gas prices as having the highest perceived personal impact among nine economic factors tested in the September poll.

How much impact do you think each of the following is having on your personal economic condition and future financial situation?

Percentage of investors saying a "major impact"

	Retirees	Nonretirees	All investors
	%	%	%
Changes to Social Security and Medicare in order to reduce the deficit	61	56	57
Gas prices	56	57	57
Healthcare costs	61	51	54
State and federal government policies	46	51	50
Food prices	46	39	41
Your current employment	17	41	37
Your confidence that you will continue to have a job	16	38	34
Uncertainty on how to save for retirement	33	35	34
College tuition costs	21	32	29

Wells Fargo/Gallup Investor and Retirement Optimism Index, September 2011

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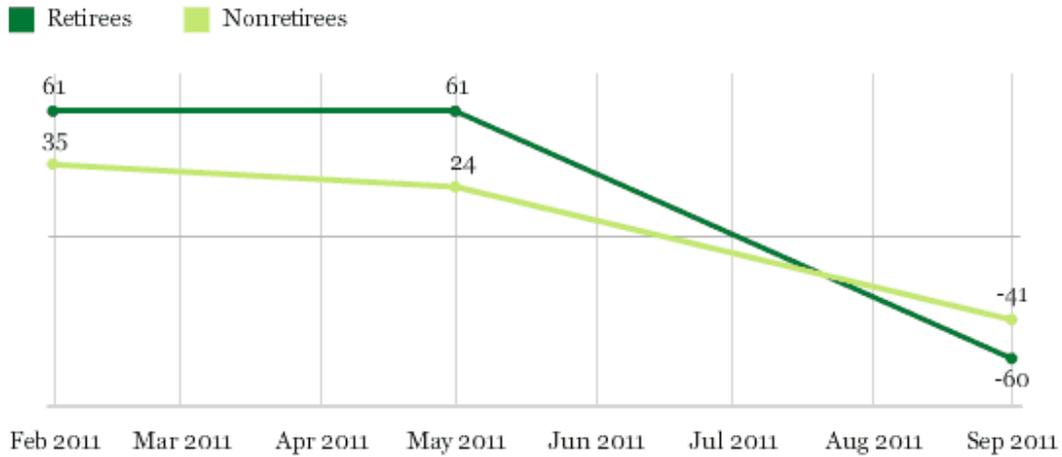
Slightly more retired (61%) than nonretired (56%) investors indicate that changes to Social Security and Medicare in order to reduce the deficit have a major impact on their personal economic condition and their future financial situation. Retirees are also more concerned than nonretirees about healthcare costs, by 61% to 51%, and about food prices, by 46% to 39%.

Understandably, nonretired investors are more concerned than retirees about their current employment (41% to 17%), confidence they will continue to have a job (38% to 16%), and college tuition costs (32% to 21%).

Investor Optimism Among Retirees Plunged More Than Among Nonretirees

Overall, investors became decidedly negative about the future direction of the U.S. economy, according to the [September poll](#). Retired investors were more optimistic than their nonretired counterparts in May, but less optimistic as summer ended. Investor optimism among retirees plunged 121 points, from +61 in May to -60 in September. Nonretiree investor optimism also saw a significant decline, from +24 to -41.

Wells Fargo/Gallup Investor and Retirement Optimism Index, Among Retirees and Nonretirees, February-September 2011



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The Wells Fargo/Gallup Investor and Retirement Optimism Index is a broad measure of investor perceptions that tends to be a precursor of future economic activity. The most recent index reading is consistent with a future decline in the overall U.S. economy. The index reached its record low of -64 in February 2009 -- just before the equity markets reached bottom in March 2009. It peaked at 178 in January 2000, just before the dot-com bubble burst. The index began monitoring retiree versus nonretiree optimism in February 2011.

Nonretirees Plan to Rely Less on Social Security

Nonretired investors intend to depend far more on their personal resources than do current retired investors. Sixty-four percent of investors yet to retire look to retirement accounts (401(k), IRA, Keogh) as major funding sources when they retire, followed by 34% who look to a work-sponsored pension plan, 32% who point to individual stock or stock mutual fund investments, and 26% who plan to rely on Social Security. In sharp contrast, 52% of current retirees say they depend on Social Security, followed by 44% for pension plans, 33% for retirement accounts, and 26% for stocks and stock mutual funds.

When you retire, how much do you expect to rely on each of the following sources of money -- will it be a major source of income, a minor source, or not a source at all?

Percentage of investors saying "a major source"

	Retirees %	Rank among major sources	Nonretirees %	Rank among major sources
Social Security	52	1	26	4
A work-sponsored pension plan	44	2	34	2
A 401(k), IRA, Keogh, or other retirement savings account	33	3	64	1
Individual stock or stock mutual fund investments	26	4	32	3

Wells Fargo/Gallup Investor and Retirement Optimism Index, September 2011

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Healthcare Costs and Social Security Play a Major Role in When Investors Retire

Two in three nonretired investors rank healthcare costs as a key determinant of their financial ability to retire. Six in 10 say investment market conditions are a major factor that will determine when they are financially able to retire -- probably reflecting nonretired investors' planned reliance on their own resources to fund their retirement. More than half of investors also point to inflation, the solvency of Social Security, and energy prices, including gas and oil.

Key Factors Influencing When Investors Are Financially Able to Retire

Please tell me whether you think _____ will have a major impact, a minor impact, or no impact at all on when you retire.

Asked of nonretirees

	% Major impact, February 2011	% Major impact, May 2011	% Major impact, September 2011
Cost of healthcare	67	72	68
Investment market conditions	N/A	60	60
Inflation	59	62	57
Solvency of Social Security	50	54	54
Price of energy, including gas and oil	48	60	53

Wells Fargo/Gallup Investor and Retirement Optimism Index

GALLUP

Medicare and Social Security Are Super Challenge for Supercommittee

During recent years, investors have faced increasing challenges as they attempt to build their retirement savings, or, if retired, to fund their retirement. Extremely low interest rates and the Fed's efforts to push investors into risk-taking by pushing Treasury interest rates lower across all maturities may be good for the overall economy, particularly as individuals and businesses

rebuild their balance sheets. But low rates do not help savers grow their investments or retirees maintain their retirement income.

Further, the new Wells Fargo/Gallup poll results show one in four American investors are currently providing support for their adult children, while 1 in 10 are doing so for their parents. Another 1 in 10 are supporting other friends or extended family members. Four in 10 investors acknowledge that providing this financial support worries them as far as saving for their own retirement is concerned.

This survey of investors -- who represent roughly the upper third of income earners in the U.S. -- also shows that not only retirees but also nonretirees may be worried that changes to Social Security and Medicare will have a major impact on their personal economic condition and future financial situation. While current nonretirees expect to rely less on Social Security during retirement, potential changes may not only affect when nonretirees are able to retire but also the support they must extend to their retired parents and other relatives.

During recent months, political battles have intensified over the need to restrain the growth of federal entitlement spending. In this regard, politicians in Washington often argue that any changes to Social Security and Medicare will be made only in future years, without harm to retirees and those near retirement age. However, these discussions may not recognize the major effect any such changes -- or even the high-profile discussion of such changes -- may have on investors and other Americans at a personal level.

The so-called supercommittee is scheduled to issue its report on spending reforms, including entitlement and potentially taxes, within the next month. Gallup's investor survey results reinforce the idea that this group faces super challenges. It also suggests that political battles over such changes may have a major impact on retiree and nonretiree investor optimism in the future, just as August's debt ceiling battles seem to have had this summer.

Survey Methods

The Wells Fargo-Gallup Investor and Retirement Optimism Index results are based on telephone interviews conducted as part of Gallup Daily tracking Sept. 1-11, 2011, with a random sample of 880 nonretired and 614 retired U.S. adults, aged 18 and older, who have investable assets of \$10,000 or more.

For results based on the total sample of nonretired investors, one can say with 95% confidence that the maximum margin of sampling error is ± 4 percentage points. For results based on the total sample of retired investors, one can say with 95% confidence that the maximum margin of sampling error is ± 5 percentage points.

For results based on the sample of 958 investors, the maximum margin of error is ± 3 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 400 cell phone respondents and 600 landline respondents per 1,000 national adults, with additional minimum quotas among landline respondents 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/150215/Investors-Feel-Affected-Social-Security-Medicare-Changes.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas - Business - Northern America – USA](http://www.gallup.com/poll/150215/Investors-Feel-Affected-Social-Security-Medicare-Changes.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA)

194-43-10. The Media Primary

How News Media and Blogs Have Eyed the Presidential Contenders During the First Phase of the 2012 Race

October 17, 2011

Rick Perry received the most favorable coverage of any candidate for president during the first five months of the race, but now Herman Cain is enjoying that distinction, according to a new survey which combines traditional research methods and computer algorithmic technology to code the level and tone of news coverage.

Perry lost the mantle of the candidate enjoying the most favorable treatment to Herman Cain two weeks ago, after the Florida straw poll in which Cain scored a surprise victory. Meanwhile, though he has often led in the polls, former Massachusetts governor Mitt Romney has received less coverage and less positive coverage than the shifting casts of frontrunners -- and that remains true even now. He ranks second in the amount of attention received, and the tone of that narrative has been unwaveringly mixed.

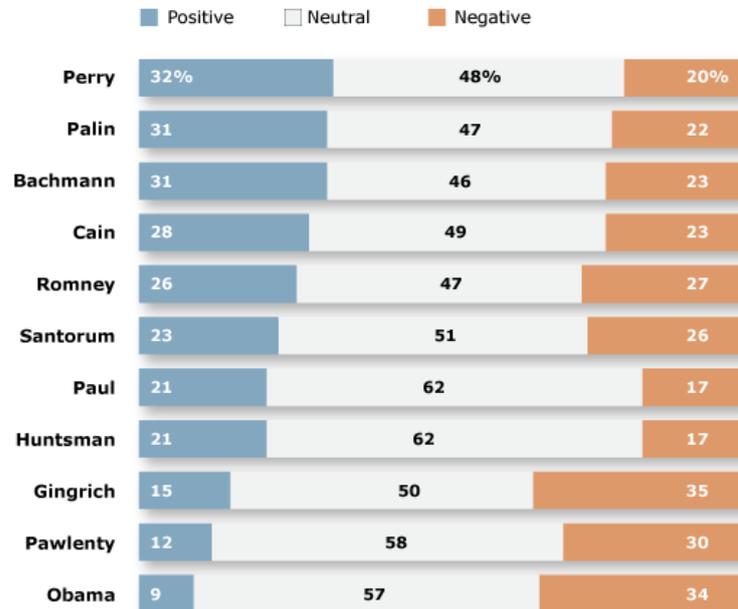
One man running for president has suffered the most unrelentingly negative treatment of all: Barack Obama. Though covered largely as president rather than a candidate, negative assessments of Obama have outweighed positive by a ratio of almost 4-to-1. The assessments of the president in the media were substantially more negative than positive in every one of the 23 weeks studied. In no week during these five months was more than 10% of the coverage about the President positive in tone.

These are some of the findings of the study, which combines PEJ's ongoing weekly content analysis with computer algorithmic technology developed by Crimson Hexagon. The report introduces a new research tool for the Pew Research Center, which will continue to track the level and tone of coverage of the candidates throughout the campaign.

The study includes sections on each of 10 GOP figures as well as the president. It also contains a separate analysis of blogs. In that sphere, Ron Paul, the least covered candidate in the news, is the most favored contender.

Tone of News Coverage of All Candidates

Percent of coverage



Date range: May 2–October 9, 2011 for all candidates but Tim Pawlenty. His data reflects May 2–August 14. Blogs are not included.

Based on analysis by PEJ using Crimson Hexagon technology

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

Source: <http://pewresearch.org/pubs/2116/media-primary-news-coverage-blogs-republican-presidential-race-barack-obama-rick--perry-herman-cain?src=prc-newsletter>

104-43-11. A Third in GOP Have Seen a Presidential Debate

Most See Debates as Helpful

October 17, 2011

About a quarter of the public (27%) says they have watched one or more of the Republican presidential debates so far this year. Most debate watchers say the televised sessions have been helpful in learning about the candidates (61%) and a third (34%) say the debates have led them to change their minds about which candidate they might support.

2011 Debates Draw Attention of Tea Party Supporters

	Jan 2004	Jul 2007	Oct 2011
<i>% who have watched candidate debates</i>	%	%	%
Total	20	40	27
Republican	18	38	36
Democrat	24	45	25
Independent	18	38	24
All Republican/lean Rep	18	39	34
Agree with Tea Party	--	--	53
Disagree/ No opinion	--	--	21

PEW RESEARCH CENTER Oct. 13-16, 2011. 2004 asked about Democratic candidate debates, 2011 about Republican debates and 2007 about debates involving either party's candidates.

Four years ago, in July 2007, 40% said they had watched any presidential debate – whether Democratic or Republican – at that early point in the campaign. In that cycle both parties had wide open races and a number of debates took place early on. Looking back to 2004, when only the Democrats had a primary contest, only 20% said they had watched any of the Democratic debates as of January 2004.

According to the latest survey by the Pew Research Center for the People & the Press, conducted Oct. 13-16 among 1,007 adults, about a third (36%) of Republicans say they have watched a debate this year, which is comparable to the number that said this in July 2007 (38%). Interest among Democrats and independents is understandably much lower, with only a quarter of Democrats (25%) and independents (24%) reporting that they have watched any of the debates. This compares to significantly broader viewership in 2007 (45% of Democrats and 38% of independents) in July 2007, when there were contested primaries in both parties.

And, in a sign of their engagement this election cycle, about half of Republicans and Republican-leaning independents who say they agree with the Tea Party say they have watched any of the GOP debates (53%). This compares with only 21% among Republicans and Republican-leaners who do not identify with the Tea Party movement.

Debates Helpful, Somewhat Influential

About six-in-ten debate watchers (61%) say the televised events have been helpful in learning about the candidates, not much different from the 66% of debate watchers who said this four years ago.

Debates More Helpful, Influential, to Tea Party Republicans

	All debate watchers	Rep/lean R	
		All	Tea Party
<i>Helpful in learning about candidates?</i>	%	%	%
Yes	61	75	83
No	38	24	16
Don't know	<u>1</u>	*	<u>1</u>
	100	100	100
 <i>Led you to change mind about who to support?</i>			
Yes	34	43	51
No	64	56	48
Don't know	<u>2</u>	<u>2</u>	<u>1</u>
	100	100	100
N	306	162	109

PEW RESEARCH CENTER Oct. 13-16, 2011. Figures may not add to 100% because of rounding.

Three quarters of Republicans and Republican-leaning viewers say they have found the debates to be helpful in learning about the candidates (75%). Among those who say they agree with the Tea Party, 83% say the debates have been helpful.

While helpful to most, only about a third (34%) of debate watchers say what they've seen in the debates has led them to reassess their choices among the GOP candidates; most (64%) say the debates have not made them rethink initial choices. The influence of the debates is broader among Republicans and GOP-leaning independents; about four-in-ten (43%) who watched say the events have led them to change their minds about which of the candidates they might support. Fully half (51%) of Tea Party Republicans and Republican-leaning viewers say the debates have led them to reassess which candidate they might support.

Source: <http://www.people-press.org/2011/10/17/a-third-in-gop-have-seen-a-presidential-debate/?src=prc-newsletter>

194-43-12. Growing Attention to Wall Street Protests

October 19, 2011

Cain's Visibility Surges Overview

News Interest vs. News Coverage

	News Interest	News Coverage
Economy	20	8
Wall Street protests	18	10
2012 elections	15	19
Jobs, deficit debate	11	6
Plot to kill diplomat	4	13
Trade agreements	1	N/A*

News interest shows the percentage of people who say they followed this story most closely, Pew Research Center for the People & the Press, Oct. 13-16, 2011. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center's Project for Excellence in Journalism, Oct. 10-16, 2011.
*News coverage of the latest U.S. trade agreements was not measured as a discrete story last week.

The public focused most closely last week on two interrelated news stories – the nation’s struggling economy and the anti-Wall Street protests that have now spread far beyond their beginnings in New York City.

Two-in-ten (20%) say their top story was reports about the condition of the U.S. economy. That’s about the same as the 18% that say their top story was the Occupy Wall Street protests in New York and other cities, according to the latest weekly News Interest Index survey, conducted Oct. 13-16 among 1,007 adults by the Pew Research Center for the People & the Press. One week earlier, the protests did not rank high among the public’s top stories, but as the movement has spread – and coverage has ramped up – so has public interest.

Altogether, the various economic news threads also topped coverage, accounting for about a quarter of the newshole, according to a separate analysis by the Pew Research Center’s Project for Excellence in Journalism (PEJ). More than a third of that (10% of all coverage) focused on the anti-Wall Street protests. That’s up from 7% the previous week and just 2% the week before that. News about the debate in Washington over jobs and deficit legislation accounted for 6% of coverage and more general economic news accounted for another 8%.

Public interest also was relatively high in news about the candidates for the 2012 presidential election; 15% say the presidential race was their top story. News about the campaign – focused mostly on the top Republican candidates – accounted for 19% of coverage.

Among the GOP candidates, businessman Herman Cain’s visibility has surged over the past month, as he has shown increasing strength in national polls and attracted more news coverage. Nearly a quarter of the public (23%) names Cain as the candidate they have heard the most about recently in the news; in mid-September fewer than 1% named Cain as the candidate they had heard the most about.

Mitt Romney’s visibility also has increased, though more modestly, over the past month. But far fewer name Rick Perry as the Republican candidate they have heard most about recently. (The survey was conducted before the Oct. 18 GOP candidate debate.)

Building Attention to “Occupy Wall Street” Protests

Interest in Wall Street Protests

	Oct 6-9	Oct 13-16
<i>% following anti-Wall Street protests very closely</i>	%	%
Total	17	22
18-49	16	17
50+	18	27
Republican	12	21
Democrat	17	27
Independent	19	20

PEW RESEARCH CENTER Oct. 13-16, 2011

About two-in-ten (22%) say they followed news about the anti-Wall Street protests very closely last week. That’s up from 17% one week earlier, but still less than interest in several of the week’s other top stories. Most notably, 39% say they very closely followed news about the U.S. economy and 29% say they very closely followed the debate in Washington over jobs and the deficit.

Currently, 27% of those 50 and older say they followed news about the Occupy Wall Street protests very closely last week. That’s up from 18% one week earlier. Interest among those younger than 50 is essentially unchanged (17% this week, 16% the week before).

Interest among both Democrats and Republicans is higher than one week earlier. Currently, 21% of Republicans say they followed news about the protests very closely, up from 12% the previous week. Among Democrats, 27% say they followed this news very closely, up 10 points from 17%. Interest among independents is essentially unchanged (20% this week, 19% last week).

Democrats are twice as likely as Republicans to say they followed news about the protests more closely than any other story (24% vs. 12%). Two-in-ten independents (20%) say this was their top story. On the other hand, partisans are equally likely to have named the economy as their top story (21% of Republicans, 20% each of Democrats and independents).

Cain Most Heard About Republican Candidate

Cain Leaps to Top of GOP Field in Visibility

GOP candidate heard most about?	General Public			Republicans and Republican-leaners		
	Aug 18-21	Sep 8-11	Oct 13-16	Aug 18-21	Sep 8-11	Oct 13-16
	%	%	%	%	%	%
Herman Cain	1	*	23	2	1	32
Mitt Romney	7	12	18	12	11	20
Rick Perry	22	31	12	30	44	11
Sarah Palin	4	5	2	3	5	2
Ron Paul	3	2	1	2	3	1
Michele Bachmann	23	7	1	23	7	1
Other	--	--	5	--	--	4
Don't know	<u>35</u>	<u>37</u>	<u>39</u>	<u>23</u>	<u>26</u>	<u>29</u>
	100	100	100	100	100	100
N	1,007	1,010	1,007	365	408	429

PEW RESEARCH CENTER Oct. 13-16, 2011. Other category from previous surveys not shown because of changes in candidates mentioned. Figures may not add to 100% because of rounding and changes in "other" category.

In a sign of Cain's recent surge, about a third (32%) of Republicans and Republican-leaning independents say he is the GOP candidate they have heard most about in the news recently; 20% name Romney.

The most heard about candidate in the Republican field has changed repeatedly. In mid-September, Perry was easily the most heard about GOP contender, mentioned by 31% of the public and 44% of Republicans and GOP-leaners. In mid-August, he shared that designation with Michele Bachmann (23% said they had heard most about Bachmann, 22% said Perry). One month before that, Bachmann was by far the most heard about candidate (23% compared to 13% for the next contender, Romney).

In April, businessman Donald Trump enjoyed a flurry of publicity as he flirted with the idea of entering the race. That month, 26% said that he was the possible candidate they had heard the most about. Romney was next, mentioned by 9%. In June, speculation built about a possible run by former Alaska Gov. Sarah Palin. While 22% that month said they had heard the most about Romney, a comparable 20% said they had heard the most about Palin.

The Week's News

Economic news continued to dominate the public's interest last week. About four-in-ten (39%) say they followed news about the condition of the economy very closely. Three-in-ten (29%) very closely followed news about the debate in Washington over jobs and deficit legislation intended to boost the economy and 22% say they very closely followed news about the anti-Wall Street protests.

About a quarter of the public (26%) followed news about the 2012 elections very closely; 15% say this was the news they followed most closely. Not surprisingly, Republicans continue to show more interest than Democrats or independents. Nearly four-in-ten Republicans (38%) say they followed this news very closely, compared with 23% of Democrats and 22% of independents.

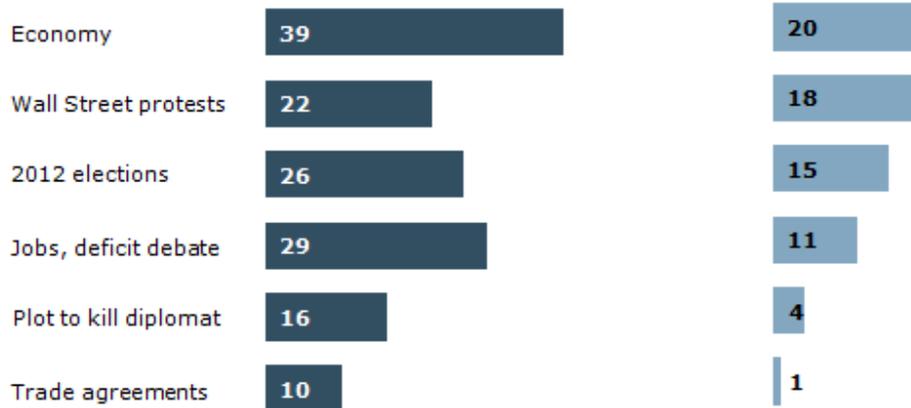
Other stories attracted less attention. Fewer than two-in-ten (16%) say they followed news about a plot allegedly orchestrated by Iran to assassinate the Saudi ambassador in Washington;

4% say this was the news they followed most closely. News about Iran, focused mostly on the allegations by the U.S. government about the assassination plot, accounted for 13% of coverage.

News Interest

% following each story very closely

Which one story did you follow most closely?



PEW RESEARCH CENTER. Oct. 13-16, 2011.

The passage of three, long-stalled free trade agreements in Congress – with Colombia, South Korea and Panama – attracted little attention from the public. One-in-ten (10%) say they followed this news very closely. Just 1% say this was the news they followed most closely. PEJ did not have a separate measure on the trade agreements. News about the pacts is included in economic news as measured by PEJ.

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. 10-16, and survey data measuring public interest in the top news stories of the week were collected Oct. 13-16 from a nationally representative sample of 1,007 adults.

Source: <http://www.people-press.org/2011/10/19/growing-attention-to-wall-street-protests/?src=prc-newsletter>

194-43-13. Americans Plan to Spend Same on Christmas 2011 as in 2010

Spending estimate remains significantly lower than pre-financial crisis levels

October 20, 2011

PRINCETON, NJ -- Americans forecast they will spend \$712 on Christmas gifts this year, nearly identical to the \$715 they estimated they would spend on Christmas at this time last year.

Recent Trend in Expected Christmas Spending -- October Forecasts[^]

Roughly how much money do you think you personally will spend on Christmas gifts this year?

■ Average spending forecast, including zero



[^] Figures not adjusted for inflation

GALLUP

More specifically, about one-quarter of Americans plan to spend at least \$1,000 on gifts, another quarter say they will spend between \$500 and \$999, and about one-third will spend between \$100 and \$499. Very few plan to spend less than \$100 while 14% are unsure.

Recent Trend in Americans' Christmas Spending Forecast

Estimated amount Americans said they plan to spend on Christmas gifts in each year

	\$1,000 or more	\$500-\$999	\$100-\$499	Under \$100	No opinion
	%	%		%	%
Oct 6-9, 2011	26	25	33	2	14
Oct 7-10, 2010	25	28	31	3	13

GALLUP

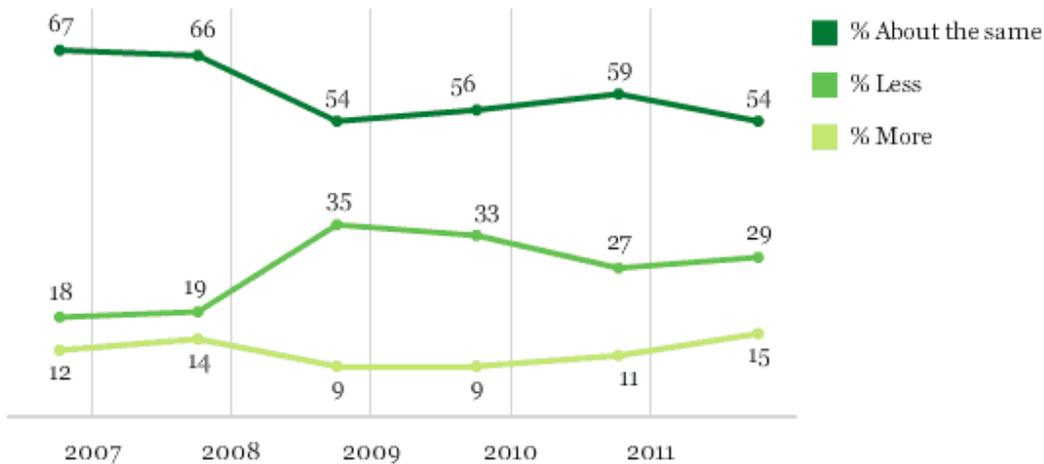
Americans' Spending Intentions Unchanged From 2010

The poll, conducted Oct. 6-9, also shows little change compared with October 2010 in Americans' estimates of whether they will spend more or less on Christmas gifts than the year before. Roughly twice as many Americans say they will spend less rather than more on gifts this year (29% vs. 15%), while 54% say they will spend about the same.

Today's "spend less" figure is a bit lower than the 35% and 33% recorded in 2008 and 2009, respectively -- years in which there were actual declines in holiday retail spending, according to National Retail Federation data.

Is that more, less, or about the same amount as you spent last Christmas?

October measures from 2006-2011



GALLUP

As can be seen in Gallup's full trend for the comparative spending question (see pdf at the end of this report), Americans almost always answer this question conservatively. The only exceptions have come in particularly robust economic years (such as 1998 through 2000), when the "spend more" and "spend less" percentages were about equal. In most measures, historically, the majority of Americans have said they will spend about the same on gifts as they did the year before.

Bottom Line

U.S. holiday retail spending rebounded somewhat in 2010 after three years of highly anemic sales. Thus, if consumers' 2011 Christmas spending intentions remain at 2010 levels, 2011 holiday retail spending could be flat, although at a modestly improved level over 2008 to 2009.

Consumer spending showed significant year-to-year growth in June and July, according to government retail sales data. However, Americans' economic confidence has since slumped to nearly match the extreme lows seen after the Wall Street financial crisis in 2008. Whether that will translate into restrained holiday spending remains to be seen, but Gallup Daily tracking already detects some belt-tightening in Americans' routine discretionary spending. Gallup will measure Americans' Christmas spending intentions again in November.

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/150203/Americans-Plan-Spend-Christmas-2011-2010.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas - Business - Northern America - USA

194-43-14. Americans Grow More Negative About Their Personal Finances

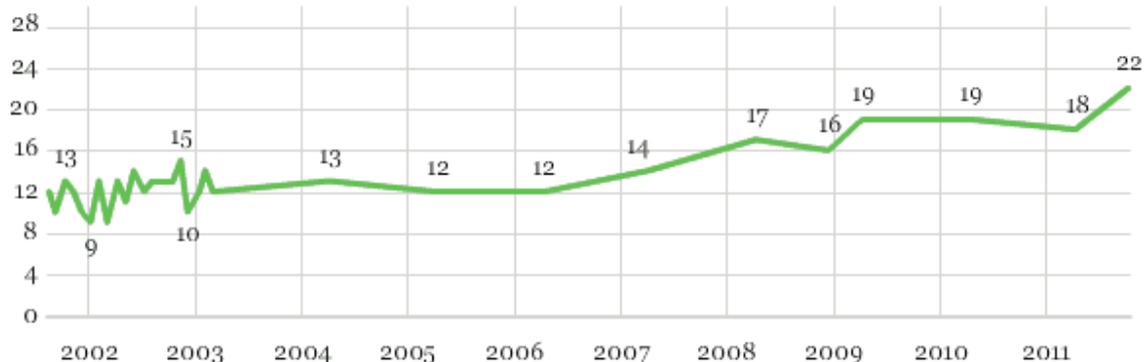
Nearly half say their financial situation is "getting worse," similar to early 2008

October 19, 2011

WASHINGTON, D.C. -- Nearly one in four U.S. adults (22%) now rate their personal financial situation as "poor." This is up slightly from the 16% to 19% range seen during and after the official U.S. recession, and is the highest percentage since Gallup began asking this question in 2001.

How would you rate your financial situation today -- as excellent, good, only fair, or poor?

% "Poor"



Complete Gallup trend

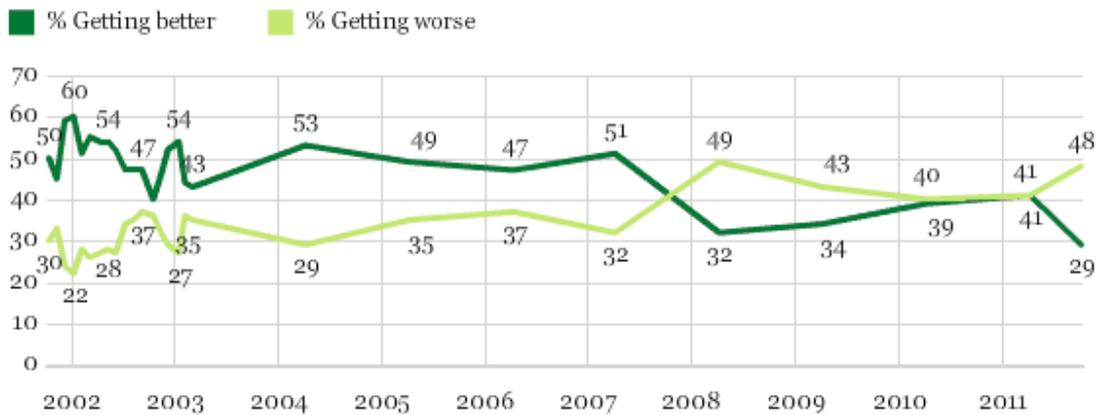
GALLUP

Twice as many say their financial situation is either excellent (7%) or good (37%), but that is on the low end of what Gallup has measured. This question is asked each April as part of Gallup's Economy and Personal Finance survey, and has been asked periodically at other times since August 2001. The current results are based on an Oct. 6-9 Gallup poll.

Americans are also less hopeful about their future personal financial situations. Nearly half (48%) say their personal financial situation is "getting worse," up from 41% in April and nearly tying the record-high 49% who said so in April 2008. A new low of 29% say their personal financial situation is getting better.

Right now, do you think that your financial situation as a whole is getting better or getting worse?

Complete Gallup trend



GALLUP

Currently, 78% of those making \$75,000 or more per year rate their situation as excellent or good, compared with 14% of those making less than \$30,000 per year. This is a wider gap than was seen in April, when those percentages were 67% and 20%, respectively. At the same time, all income groups have become less likely to say their financial situation is getting better, and now 60% of the lowest income group says their personal financial situation is getting worse.

Ratings of Personal Finances, by Household Income Level

	Less than \$30,000	\$30,000 to <\$75,000	\$75,000 or more
Excellent/Good	14%	42%	78%
Poor	47%	16%	3%
Getting better	26%	33%	31%
Getting worse	60%	47%	39%

Oct. 6-9, 2011

GALLUP

Variety of Financial Problems Trouble U.S. Families

When asked about the most important financial problem facing their family, similarly high numbers name lack of money/low wages (14%), too much debt (13%), high cost of living/inflation (13%), healthcare costs (12%), and unemployment/loss of job (10%). Lack of money/Low wages was the clear leader in July, and it has been either first or tied for first in every measurement since February 2009.

What is the most important financial problem facing your family today?
[OPEN-ENDED]

	Oct 6-9, 2011
	%
Lack of money/Low wages	14
Too much debt/Not enough money to pay debts	13
High cost of living/Inflation	13
Healthcare costs	12
Unemployment/Loss of job	10
Cost of owning/renting a home	7
College expenses	7
Retirement savings	5
Energy costs/Oil and gas prices	4
Taxes	3
Lack of savings	3
Stock market/Investments	2
State of the economy	2
Social Security	2
Interest rates	1
Transportation/Commuting costs	*
Other	2
None	11

GALLUP

The percentage this month mentioning the cost of living or inflation is now 13%, the highest since a record-high of 18% mentioned it in July 2008, when gas prices were surging. Indeed, the U.S. Labor Department Wednesday reported the sharpest increase in consumer prices it has seen in three years.

What is the most important financial problem facing your family today?

[OPEN-ENDED]

% Mentioning "high cost of living/inflation"



GALLUP

Implications

Similar to their lower ratings of U.S. economic conditions more broadly, Americans have grown more negative in recent months about their personal economic situations. The fact that they are now even more likely than they were during the recession to rate their economic situation as poor helps explain why 80% of Americans maintain that the U.S. economy remains in recession. Further, the 48% who say their situation is getting worse is now similar to the percentage who said so in the months just prior to the U.S. economic collapse, perhaps giving fodder to those who predict a double-dip recession. Higher levels of worry about inflation, and confirmation of such from the U.S. government, likely will only add to their concerns.

Americans are not nearly as negative about their personal financial situations as they are about the economy in general. The 22% who rate their personal financial situation as poor compares with 53% who said the same about the national economy in Gallup Daily tracking conducted during the same week. The 48% who said their personal financial situation is getting worse compares with 75% who said so about the national economy. This divide is fairly typical, as Gallup generally finds that Americans rate their own congressional representative better than Congress as a whole, local schools better than national schools, and so on.

Still, financial wellbeing is a critical component of overall wellbeing, and Americans' increased negativity about their finances may be leading some to cut back on basic necessities critical to a healthy and productive life. Additionally, these attitudes present a major hurdle to consumer spending, job creation, and the broader U.S. economic recovery.

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.

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region. Landline telephone numbers are chosen at random among listed telephone numbers. Cell phone numbers are selected using random-digit-dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

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

Source:[http://www.gallup.com/poll/150197/Americans-Grow-Negative-Personal-Finances.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas - Northern America - USA - Wellbeing](http://www.gallup.com/poll/150197/Americans-Grow-Negative-Personal-Finances.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20USA%20-%20Wellbeing)

194-43-15. Americans Blame Gov't More Than Wall Street for Economy

Republicans largely blame government, Democrats split blame between the two

October 19, 2011

PRINCETON, NJ -- Americans are more than twice as likely to blame the federal government in Washington (64%) for the economic problems facing the United States as they are the financial institutions on Wall Street (30%).

If you had to choose, who do you blame more for the economic problems facing the United States -- [ROTATED: financial institutions on Wall Street (or) the federal government in Washington]?

	Financial institutions	Federal government	No opinion
Oct 15-16, 2011	30%	64%	5%

USA Today/Gallup

GALLUP

Both of these large entities have been the target of protest groups this year. The Occupy Wall Street movement has focused on large financial institutions on Wall Street, while the Tea Party movement continues to focus mainly on the federal government.

There appears to be no shortage of blame for either of these entities. The Oct. 15-16 USA Today/Gallup poll asked Americans how much they blame the federal government for the economy and, separately, how much they blame financial institutions on Wall Street. More than three-quarters of Americans, in *both* cases, say these entities deserve a great deal or a fair amount of blame for the economic problems facing the U.S. Still, reflecting the results of the forced-choice question, the percentage saying the federal government deserves a great deal of blame is 11 points higher than the percentage for financial institutions on Wall Street.

Thinking about the economic problems currently facing the United States, how much do you blame -- [RANDOM ORDER] -- for these -- a great deal, a moderate amount, not much, or not at all?

	A great deal	A fair amount	Not much	Not at all	No opinion
	%	%	%	%	%
Financial institutions on Wall Street	45	33	13	6	3
The federal government in Washington	56	31	9	2	2

USA Today/Gallup, Oct. 15-16, 2011

GALLUP

Not surprisingly, Americans who consider themselves supporters of the Occupy Wall Street movement (26% of all Americans) are more likely to blame Wall Street than the federal government for the nation's economic problems. Supporters of the Tea Party movement (22% of Americans) are overwhelmingly likely to blame the government. Republicans and independents blame the federal government more; Democrats are split essentially in half, with about as many blaming Wall Street as blame the federal government.

If you had to choose, who do you blame more for the economic problems facing the United States -- [ROTATED: financial institutions on Wall Street (or) the federal government in Washington]?

By support for the Occupy Wall Street and Tea Party movements, and by party ID

	Blame Wall Street more	Blame federal government more
	%	%
Supporter of Occupy Wall Street	54	44
Supporter of Tea Party	17	82
Republicans	16	82
Independents	28	65
Democrats	46	49

USA Today/Gallup, Oct. 15-16, 2011

GALLUP

Implications

Americans are more likely to blame the federal government for the nation's economic woes than to blame Wall Street -- although Americans say both entities are to blame. These attitudes have significant political implications. Both the Tea Party movement, which has targeted the federal government, and the Occupy Wall Street movement, which has targeted big financial institutions, are in sync with significant segments of the U.S. population.

At the same time, it would appear that neither of these movements can afford to dismiss or ignore dissatisfaction with the "other" entity they are not explicitly targeting. This would seem to be particularly relevant to Democratic candidates for office, including Barack Obama, whose possible efforts to adopt the "blame Wall Street" positioning as a major part of their campaigns could risk failing to acknowledge the even larger enmity the public holds for the federal government itself.

Survey Methods

Results for this *USA Today*/Gallup poll are based on telephone interviews conducted Oct. 15-16, 2011, on the Gallup Daily tracking survey, with a random sample of 1,026 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia.

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

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

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

Source:[http://www.gallup.com/poll/150191/Americans-Blame-Gov-Wall-Street-Economy.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas - Business - Northern America - Politics - USA](http://www.gallup.com/poll/150191/Americans-Blame-Gov-Wall-Street-Economy.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20Politics%20-%20USA)

194-43-16. Cain Maintains Positive Intensity as Recognition Grows

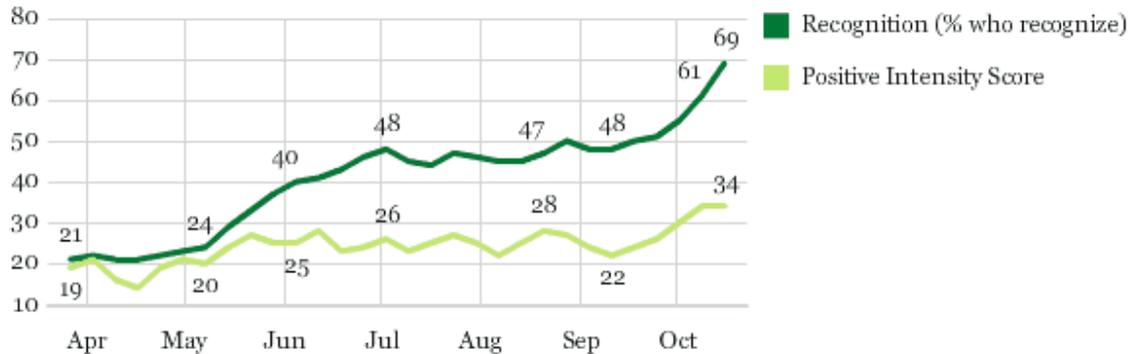
Ratings of Perry and Bachmann still deflated

October 18, 2011

PRINCETON, NJ -- Republicans' intensely positive views of Herman Cain remained high over the past week, even as the percentage of Republicans familiar with him rose from 61% to 69%.

Trends in Recognition and Positive Intensity for Herman Cain

Based on Republicans/Republican leaners



Positive intensity is computed as the percentage of Republicans/Republican leaners with a strongly favorable opinion of a candidate minus the percentage with a strongly unfavorable opinion, based on those who are familiar with the candidate.

Gallup Daily tracking

GALLUP

Cain's 34 Positive Intensity Score in Gallup Daily tracking conducted Oct. 3-16 is identical to results from Gallup's prior two-week rolling average, conducted Sept. 26-Oct. 9. His score is also more than twice as high as the next-most-favorably reviewed Republican, Mitt Romney, who is at 15. Newt Gingrich earns 13, followed by Rick Santorum with 10.

Positive Intensity and Recognition for GOP Presidential Candidates, Oct. 3-16, 2011

Based on Republicans/Republican leaners

	Positive Intensity Score	Recognition %
Herman Cain	34	69
Mitt Romney	15	88
Newt Gingrich	13	86
Rick Santorum	10	55
Rick Perry	4	82
Michele Bachmann	4	85
Ron Paul	2	80
Jon Huntsman	1	49

Positive intensity is computed as the percentage of Republicans/Republican leaners with a strongly favorable opinion of a candidate minus the percentage with a strongly unfavorable opinion, based on those who are familiar with the candidate.

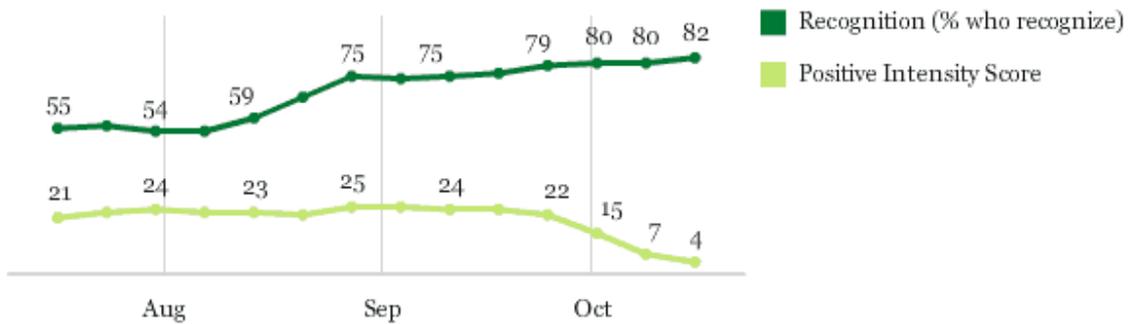
Gallup Daily tracking

GALLUP

Of the eight Republican presidential hopefuls Gallup now tracks, Michele Bachmann, Rick Perry, Ron Paul, and Jon Huntsman have the lowest Positive Intensity Scores, all in the low single digits. The reversal for Perry is particularly striking: a month ago, he tied Cain for the lead on this dimension with 24.

Trends in Recognition and Positive Intensity for Rick Perry

Based on Republicans/Republican leaners



Positive intensity is computed as the percentage of Republicans/Republican leaners with a strongly favorable opinion of a candidate minus the percentage with a strongly unfavorable opinion, based on those who are familiar with the candidate.

Gallup Daily tracking

GALLUP

Bottom Line

Since mid-September, Cain has seen substantial increases in three key areas of his image and support among Republicans nationwide. Recognition of him has risen from 50% to 69%; his Positive Intensity Score has gone from 24 (among the highest in the GOP field) to 34 (the highest); and his share of the Republican vote for the nomination has risen from 5% to 18%.

Cain now leads all other Republicans by a significant margin in positive intensity, is nearly tied with Romney for the lead in the vote, and has room to grow in recognition. The obvious risk is that any major stumbles in the upcoming debates could send Cain's vital signs in the other direction, mirroring the declines in support seen to date for Perry and, previously, for Bachmann and Gingrich. Gingrich has recently recovered slightly in positive intensity from the very low readings he had during the summer, but he has yet to return to double digits in Republican vote preferences. Through it all, Romney's positive intensity and support for the nomination have been remarkably stable, albeit modest.

Survey Methods

Results are based on telephone interviews conducted as part of Gallup Daily tracking Oct. 3-16, 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 1,500 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/150185/Cain-Maintains-Positive-Intensity-Recognition-Grows.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas - Northern America - Politics – USA](http://www.gallup.com/poll/150185/Cain-Maintains-Positive-Intensity-Recognition-Grows.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA)

194-43-17. Most Americans Uncertain About "Occupy Wall Street" Goals

Majority also lack an opinion about the way the protests are being conducted

October 18, 2011

PRINCETON, NJ -- Less than half of Americans express an opinion about either the Occupy Wall Street movement's goals or the way it has conducted its protests. Those with an opinion are more likely to approve than disapprove.

Do you approve or disapprove of the goals of the Occupy Wall Street movement, or don't you know enough to say?

Do you approve or disapprove of the way the Occupy Wall Street movement protests are being conducted, or don't you know enough to say?

	% Approve	% Disapprove	% Don't know enough to say
Movement's goals	22	15	63
Way protests are being conducted	25	20	55

USA Today/Gallup, Oct. 15-16, 2011

GALLUP

The results are based on an Oct. 15-16 *USA Today*/Gallup poll. The Occupy Wall Street movement has attracted significant media attention for its nearly month-long protest of major U.S. financial institutions in New York, with similar demonstrations taking place in numerous other cities in the United States in recent weeks.

But the American public does not seem to be very familiar with the movement or its goals. Part of that may stem from the below-average level of attention Americans are paying to the

news story. Fifty-six percent say they are following the story closely, including 18% who say very closely. The averages for more than 200 news events Gallup has tracked since the 1990s are 61% closely and 22% very closely.

Additionally, the lack of knowledge about the movement's goals may be because the movement has not had clearly defined leaders or goals. Rather, it appears to be united by grievances against the wealthiest Americans -- in particular, those who run major Wall Street financial institutions.

Republicans (57%), Democrats (57%), and independents (55%) are about equally likely to say they are following news about Occupy Wall Street closely.

Those who are closely following the news about Occupy Wall Street are more likely to approve than disapprove of the movement's goals, but even among this more attentive group there is a substantial degree of uncertainty, 44%. That drops to 27% among the most highly attentive group, those who are following the story "very closely." Among this group, 45% approve and 29% disapprove of the Occupy Wall Street movement's goals.

Americans paying attention to the news about the Occupy Wall Street movement are more inclined to have an opinion about the way the protests are being conducted, and are somewhat more likely to approve than disapprove of those methods.

Opinions of Occupy Wall Street Movement's Goals and Conduct, by Attention Paid to News About Occupy Wall Street Movement

	% Approve	% Disapprove	% Don't know enough to say
FOLLOWING VERY/SOMEWHAT CLOSELY			
Movement's goals	35	22	44
Way protests are being conducted	38	28	34
FOLLOWING VERY CLOSELY			
Movement's goals	45	29	27
Way protests are being conducted	44	37	19

USA Today/Gallup, Oct. 15-16, 2011

GALLUP

Republicans are generally more likely to disapprove than approve of the movement's goals and methods, with the opposite true for Democrats. But half or more of Americans regardless of party affiliation do not have an opinion on either Occupy Wall Street's goals or its actions.

Public Largely Neutral Toward the Movement

Given Americans' apparent lack of knowledge about the Occupy Wall Street movement, it is not surprising to find a minority of Americans describing themselves as supporters (26%) or opponents (19%) of the movement. A majority, 52%, say they are neither supporters nor opponents, with another 4% not having an opinion.

Those closely following the news about the movement are more likely to describe themselves as supporters (38%) than opponents (24%). The percentage of supporters increases to 52% among those following the news "very closely."

Do you consider yourself to be -- [ROTATED: a supporter of the Occupy Wall Street movement, an opponent of the Occupy Wall Street movement], or neither?

	% Supporter	% Opponent	% Neither
All Americans	26	19	52
Following story very/somewhat closely	38	24	36
Following story very closely	52	29	19

USA Today/Gallup, Oct. 15-16, 2011

GALLUP

Democrats are much more likely to say they are supporters (42%) than opponents (8%) of the Occupy Wall Street movement, with the remainder neutral (47%) or not having an opinion. Most Republicans, 55%, are neither supporters nor opponents, though Republicans are much more likely to oppose the movement (34%) than support it (9%).

The poll sought to contrast support for Occupy Wall Street with another prominent American movement, the Tea Party. In the poll, 22% describe themselves as Tea Party movement supporters, 27% as opponents, and 47% as neither. Gallup has typically found that about equal percentages of Americans are Tea Party supporters or opponents, with the greatest percentage neutral. Thus, the current level of public support for Occupy Wall Street is similar to that for the Tea Party movement.

Implications

Protesters have demonstrated in and around Wall Street for nearly a month, with the movement spreading and appearing to gain momentum around the U.S. At the same time, Americans are not highly familiar with the movement's activities or its goals. Those who are familiar with the movement tend to be more approving than disapproving of Occupy Wall Street, though with limited public knowledge about it, its supporters represent roughly a quarter of Americans.

It is unclear what the future course of Occupy Wall Street will be, and to what extent it will try to influence the outcomes of the 2012 elections or try to force changes in U.S. policies more generally.

Survey Methods

Results for this *USA Today*/Gallup poll are based on telephone interviews conducted Oct. 15-16, 2011, on the Gallup Daily tracking survey, with a random sample of 1,026 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia.

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

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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/150164/Americans-Uncertain-Occupy-Wall-Street-Goals.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas - Northern America - Politics - USA](http://www.gallup.com/poll/150164/Americans-Uncertain-Occupy-Wall-Street-Goals.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA)

194-43-18. Record-High 50% of Americans Favor Legalizing Marijuana Use

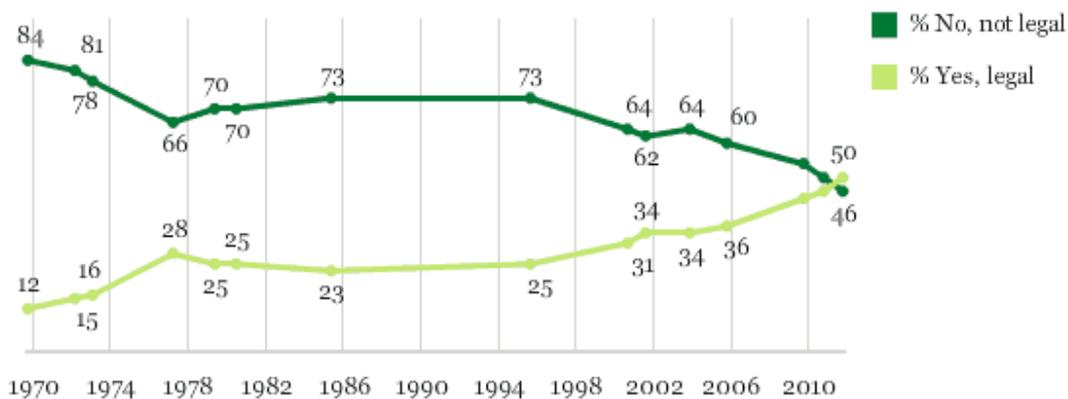
Liberals and those 18 to 29 most in favor; Americans 65 and older most opposed

October 17, 2011

PRINCETON, NJ -- A record-high 50% of Americans now say the use of marijuana should be made legal, up from 46% last year. Forty-six percent say marijuana use should remain illegal.

Support for Making Use of Marijuana Legal

Do you think the use of marijuana should be made legal, or not?



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When Gallup first asked about legalizing marijuana, in 1969, 12% of Americans favored it, while 84% were opposed. Support remained in the mid-20s in Gallup measures from the late 1970s to the mid-1990s, but has crept up since, passing 30% in 2000 and 40% in 2009 before reaching the 50% level in this year's Oct. 6-9 annual Crime survey.

According to the National Institute on Drug Abuse, "Marijuana is the most commonly abused illicit drug in the United States." The National Survey on Drug Use and Health in 2009 found that "16.7 million Americans aged 12 or older used marijuana at least once in the month prior to being surveyed, an increase over the rates reported in all years between 2002 and 2008."

The advocacy group National Organization for the Reform of Marijuana Laws claims that marijuana is the third-most-popular recreational drug in America, behind only alcohol and tobacco. Some states have decriminalized marijuana's use, some have made it legal for medicinal use, and some officials, including former U.S. Surgeon General Joycelyn Elders, have called for legalizing its use.

A Gallup survey last year found that 70% favored making it legal for doctors to prescribe marijuana in order to reduce pain and suffering. Americans have consistently been more likely to favor the use of marijuana for medicinal purposes than to favor its legalization generally.

Younger Americans Most in Favor of Legalizing Marijuana

Support for legalizing marijuana is directly and inversely proportional to age, ranging from 62% approval among those 18 to 29 down to 31% among those 65 and older. Liberals are twice as likely as conservatives to favor legalizing marijuana. And Democrats and independents are more likely to be in favor than are Republicans.

More men than women support legalizing the drug. Those in the West and Midwest are more likely to favor it than those in the South.

*Support for Legalizing Use of Marijuana,
by Subgroup*

	% Yes, legal
Liberals	69
18 to 29	62
Moderates	57
Independents	57
Democrats	57
30 to 49	56
West	55
Men	55
Midwest	54
East	51
50 to 64	49
Women	46
South	44
Republicans	35
Conservatives	34
65+	31

Oct. 6-9, 2011

GALLUP

Bottom Line

Support for legalizing marijuana has been increasing over the past several years, rising to 50% today -- the highest on record. If this current trend on legalizing marijuana continues, pressure may build to bring the nation's laws into compliance with the people's wishes.

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/150149/Record-High-Americans-Favor-Legalizing-Marijuana.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas - Northern America - Politics - USA](http://www.gallup.com/poll/150149/Record-High-Americans-Favor-Legalizing-Marijuana.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA)

194-43-19. Republicans, Democrats Disagree on Gov't Role in Creating Jobs

Americans' top job-creation recommendation is to keep manufacturing jobs in U.S.

October 21, 2011

PRINCETON, NJ -- Republicans and Democrats are sharply divided on the government's role in creating jobs in the United States. Republicans are more likely to say reduced government regulation and involvement will lead to more jobs, while Democrats focus more on government involvement such as funding infrastructure work. Similar percentages in both groups, however, say the best way to create more jobs is to stop sending work overseas.

In your opinion, what would be the best way to create more jobs in the United States?

[OPEN-ENDED]

	Republicans/ Republican leaners	Democrats/ Democratic leaners
	%	%
KEEP JOBS IN U.S.		
Keep manufacturing jobs here/ Stop sending overseas	21	18
Higher taxes on imports/Buy American	5	9
MORE LIMITED GOVERNMENT		
Reduce gov't regulation/involvement	20	8
Lower taxes	14	7
Cut gov't spending/Reduce deficit	4	2
MORE ACTIVE GOVERNMENT		
Create more infrastructure work	9	21
More stimulus money	2	4
FOCUS ON SMALL BUSINESS		
Do more to help small businesses	7	7
Make more credit available/ Make it easier to get loans	1	3
OTHER		
Improve education	3	5
Hire more U.S. citizens/Stop hiring illegal aliens	3	4
Improve the economy overall	2	4
Create more "green" jobs	3	1

Oct. 6-9, 2011

GALLUP

These results are based on responses to an open-ended question asking Americans to give their thoughts on "the best way to create more jobs in the United States." Gallup has asked this question three times over the last two years, most recently in an Oct. 6-9 survey.

The top recommendation among Republicans and Republican-leaning independents is keeping manufacturing jobs in the U.S., followed by less government involvement and lower taxes. Democrats and Democratic-leaning independents' top recommendation is spending more on infrastructure jobs, and then keeping manufacturing jobs in the U.S.

Republicans and Democrats in roughly equal numbers mention doing more to help small businesses, raising taxes on imports, improving education, and hiring Americans rather than illegal immigrants as ways to create more jobs.

These views on creating more jobs offer solutions that address what Americans perceive to be the most important problem facing the nation at this point and a problem that is at the top of the list of priorities for most politicians.

President Obama is pressing Congress to take action on his proposed comprehensive jobs bill, and is touring the country touting its benefits. Republican leaders and GOP candidates for president also agree that something should be done about jobs, with Senate Republican Leader

Mitch McConnell saying on Thursday, "The American people want us to do something about the jobs crisis." The difficulty lies in the lack of consensus as to exactly what that "something" is.

The Senate on Thursday defeated a bill introduced by Democratic leaders that would have sent federal money to state governments in an effort to save state jobs. At the same time, the Senate also defeated a bill proposed by Republican leaders that would have scuttled a pending 3% withholding tax on payments to federal contractors.

Americans' Top Recommendation Is Still Bringing Jobs Back Home

Americans' most frequently offered recommendation on how to create more jobs -- as it has been each of the three times Gallup has asked this question -- is to focus on keeping manufacturing jobs in the U.S. rather than exporting them overseas.

Americans also prioritize creating more infrastructure work, reducing government involvement in the business world (including less regulation), lowering taxes, helping small businesses, and putting higher taxes on imported goods. Over the last two years, Americans have become somewhat more likely to mention reduced government regulation in response to the "create more jobs" question, and slightly less likely to mention helping small businesses.

*In your opinion, what would be the best way to create more jobs in the United States?
[OPEN-ENDED]*

	Nov 20-22, 2009	Mar 25-27, 2011	Oct 6-9, 2011
	%	%	%
KEEP JOBS IN U.S.			
Keep manufacturing jobs here/Stop sending overseas	18	25	19
Higher taxes on imports/Buy American	4	6	7
MORE LIMITED GOVERNMENT			
Reduce government regulation/involvement	7	10	14
Lower taxes	14	12	10
Cut government spending/Reduce the deficit	3	5	3
MORE ACTIVE GOVERNMENT			
Create more infrastructure work	10	13	14
More stimulus money	4	2	3
FOCUS ON SMALL BUSINESS			
Do more to help small businesses	12	11	7
Make more credit available/Make it easier to get loans	2	2	2
OTHER			
Improve education	3	4	4
Hire more U.S. citizens/Stop hiring illegal aliens	3	5	4
Improve the economy overall	1	2	3
Create more "green" jobs	6	3	2
Other	9	9	4
No reason in particular (vol.)			
	4	3	4
No opinion			
	16	14	18

(vol.) = Volunteered response

Note: Percentages add to more than 100% because of multiple responses.

GALLUP

Bottom Line

It appears that elected representatives in Washington will please Americans of all political persuasions if they develop ways of keeping manufacturing jobs in the U.S. so they are not exported overseas. Beyond that, actions to create jobs that involve using the power of the federal government are likely to run into political trouble from one side or the other. While Republicans

want government to do less, including lowering taxes, Democrats want it to do more, including spending on infrastructure. These differing views on how best to create jobs underscore how difficult it is for Washington to take action on the jobs front without suffering political consequences from a divided citizenry.

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/150236/Republicans-Democrats-Disagree-Gov-Role-Creating-](http://www.gallup.com/poll/150236/Republicans-Democrats-Disagree-Gov-Role-Creating-Jobs.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas - Business - Northern America - USA)

[Jobs.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas - Business - Northern America - USA](http://www.gallup.com/poll/150236/Republicans-Democrats-Disagree-Gov-Role-Creating-Jobs.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas - Business - Northern America - USA)

194-43-20. Americans Split on Whether Abortion Debate Should Be Reconsidered

(10/17/11) -

Democrats and Independents tend to side with the status quo, while Republicans voice support for greater restrictions.

Adults in the United States are divided on whether the country should undertake a new discussion on abortion, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,005 Americans, 42 per cent of respondents believe there is no point in re-opening a debate about abortion in the U.S. right now, while 37 per cent think a debate about abortion is long overdue in the U.S., and the discussion should be re-opened.

Personal Feeling

Americans hold a wide range of feelings on abortion, with one-in-five respondents (21%) saying that the procedure should be permitted in all cases.

However, a sizeable proportion of Americans (27%) would only allow abortion in cases such as rape, incest and to save the woman's life, while 13 per cent would consent to the procedure only if it is performed to save the woman's life.

In addition, eight per cent of respondents would subject abortion to greater restrictions, while 18 per cent believe the same restrictions that are currently in place are sufficient.

Legality

Half of Americans (49%) believe abortion should be legal under certain circumstances, while three-in-ten (29%) would only allow it under certain circumstances, and 14 per cent would make the procedure illegal. Women (32%) are more likely than men (25%) to call for legal abortion under any circumstances.

Information and Consent

Three-in-five Americans (74%) think women under the age of 18 should have the consent of their parents or legal guardians in order to have an abortion, and more than half (55%) say that pregnant women in the United States have access to enough information about alternatives to abortion, such as adoption or counseling.

Analysis

Republicans and Democrats are at odds on this issue, with almost half of respondents from each political stripe advocating for a different course of action. Many Republicans want to re-open the abortion debate, and are more likely to call for changes and allow the procedure only in cases of rape, incest and danger to the mother. Democrats tend to side more with the argument of either permitting abortion in all cases—or keeping the status quo—and believe the time is not right for a debate on abortion.

Independents are closer to the views of Democrats in the questions of personal feeling and parental consent, but are not as certain about the idea of re-opening the abortion debate at this time.

Our previous polls on abortion in the United States can be accessed here: January 2010 / July 2010

Methodology: From September 30 to October 2, 2011, Angus Reid Public Opinion conducted an online survey among 1,005 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/44086/americans-split-on-whether-abortion-debate-should-be-reconsidered/>

194-43-21. British Columbians Ponder Life Without the Harmonized Sales Tax

(10/20/11) -

“Yes” voters are certain that their personal finances will be better off without the tax, while “No” voters foresee problems for the BC economy.

Half of British Columbians believe the end of the harmonized sales tax (HST) will be beneficial for their financial status, but not as many are convinced that the domestic economy will thrive as a result, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative provincial sample of 803 British Columbian adults, 37 per cent of respondents believe scrapping the HST will hurt the provincial economy, while 28 per cent think it will help, and 23 per cent say it will have no effect.

Half of respondents who voted “Yes” in this year’s mail-in referendum claim that the HST will be beneficial for the provincial economy (51%), while four-in-five “No” voters (82%) think the outcome will have a negative effect.

When asked about their financial situation, half of British Columbians (50%) believe scrapping the HST will help their financial situation, while 27 per cent think it will have no effect and only 13 per cent expect to be worse off as a result.

Four-in-five “Yes” voters (80%) say the end of the HST will help their financial situation, but only 17 per cent of “No” voters concur. In fact, 44 per cent of “No” voters think the end of the HST will have no effect on their personal finances.

Across the province, half of respondents (51%) say they are satisfied with the outcome of the HST referendum, while 42 per cent claim to be dissatisfied. While three-in-four respondents who voted for the NDP in the 2009 provincial election (76%) cast a ballot for the “Yes” side in the HST referendum, the proportion of 2009 BC Liberal voters who backed the “No” side is smaller (67%). In fact, one third of BC Liberal voters in 2009 voted “Yes” in the HST referendum.

Analysis

As expected, an overwhelming proportion of British Columbians who voted “Yes” on the HST referendum believe the end of the tax will provide tangible benefits for their households. However, these same “Yes” voters are not as confident about the effect the end of the HST will have on the domestic economy. Conversely, “No” voters are certain that the end of the HST will bring problems for the provincial economy, and only 27 per cent of these British Columbians feel their personal finances will be better off.

Methodology: From October 4 to October 6, 2011, Angus Reid Public Opinion conducted an online survey among 803 British Columbia adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.5%. 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 British Columbia. Discrepancies in or between totals are due to rounding.

Source:<http://www.angus-reid.com/polls/44095/british-columbians-ponder-life-without-the-harmonized-sales-tax/>

194-43-22. Three-in-Five Canadians Satisfied with Country’s Economic Conditions

(10/19/11) -

One-in-five respondents expect the Canadian economy to decline, while a majority believe it will remain stable.

Most Canadians appear satisfied with the way the national economy is performing, and specific personal financial concerns have subsided over the course of the past year, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,003 Canadian adults, 63 per cent of respondents say the national economy is in good or very good shape, while 33 per cent say it is in poor or very poor shape.

Across the country, the highest level of economic confidence is in Alberta (76%) and the lowest in Atlantic Canada (56%). Since a similar survey conducted in October 2010, the proportion of Canadians who feel the national economy is in good or very good shape has increased by 15 points.

More than half of Canadians (53%) rate their own personal financial situation as good or very good, while 45 per cent deem it bad or very bad. Also, while most Canadians (60%) expect the national economy to remain the same over the next six months, 22 per cent of respondents foresee a decline, and 12 per cent expect an improvement.

Personal Financial Concerns

The biggest financial issue for Canadians right now is the value of their investments, with 36 per cent of respondents saying they have worried occasionally or frequently about it over the past couple of months. One third of Canadians (32% have worried about the safety of their savings, and three-in-ten (29%) have worried about unemployment affecting the household, while only one-in-five have been concerned about being able to pay the mortgage or rent (20%, down 11 points since October 2010) or their employer running into serious financial trouble (19%).

Inflation and Debt

Despite the confidence expressed in the domestic economy, Canadians are still expecting to pay higher prices over the next six months, particularly for groceries (81%) and gasoline (80%). Two-in-five (40%) also think real estate will be more expensive, while one third (34%) expect to pay more for a new car, and one-in-five (20%) believe a new television to be more expensive.

If Canadians had an extra \$1,000 they could use for anything, they would allocate the largest proportion (\$360) to paying down debt. The rest of the money would be allocated to savings (\$167), covering day-to-day expenses (\$160), a holiday (\$82), a big purchase such as a car or a home renovation (\$81), buying personal gifts or treats (\$78), investing in mutual funds (\$37), and investing in individual stocks (\$35).

Analysis

Confidence in the Canadian economy has definitely improved over the past two years, when respondents were evenly divided in their assessment. Now, those who think the economy is doing well outnumber the ones who think it is doing badly practically by a 2-to-1 margin. Albertans remain particularly buoyant, but no region is providing a negative assessment of the country's current economic standing. There is also a slight uptick in the proportion of respondents who feel their personal financial situation is good.

The other aspect that shows a shift since October 2010 is the way Canadians feel about specific financial concerns. The proportion of respondents who have worried occasionally or frequently about most of the five issues tested has fallen over the past 12 months, with a double-digit drop on the number of Canadians who are concerned about being able to pay their mortgage or rent.

However, while most Canadians expect the economy to remain the same, about one-in-five believe that it will decline—a proportion that is highest in Quebec (27%) and lowest in Alberta (13%).

Methodology: From October 12 to October 13, 2011, Angus Reid Public Opinion conducted an online survey among 1,003 randomly selected Canadian adults who are Angus Reid Forum 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 samples representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

Source: <http://www.angus-reid.com/polls/44091/three-in-five-canadians-satisfied-with-countrys-economic-conditions/>

194-43-23. U.S. Unemployment Down Sharply in Early October

Not seasonally adjusted, unemployment falls from 8.7% at the end of Sept. to 8.3% in mid-Oct.

October 17, 2011

PRINCETON, NJ -- Unemployment, as measured by Gallup without seasonal adjustment, is 8.3% in mid-October -- down sharply from 8.7% at the end of September and 9.2% at the end of August. A year ago, Gallup's U.S. unemployment rate stood at 10.0%. While seasonal hiring

patterns may explain some of this improvement, the drop suggests the government could report an October unemployment rate of less than 9.0%.

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

30-day averages[^]; not seasonally adjusted



[^]Numbers reflect rolling averages for the 30-day periods ending on the 15th and the last day of each month
 Note: Previous releases may have included slightly different 30-day periods

Gallup Daily tracking

GALLUP

In addition to the drop in unemployment, Gallup also found a decline in the percentage of part-time workers who want full-time work, to 9.2% in mid-October from 9.6% at the end of September.

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

30-day averages[^]; not seasonally adjusted



[^] Numbers reflect rolling averages for the 30-day periods ending on the 15th and the last day of each month
 Note: Previous releases may have included slightly different 30-day periods

Gallup Daily tracking

GALLUP

Underemployment, a measure that combines the percentage of workers who are unemployed with the percentage working part time but wanting full-time work, is thus at 17.5% in mid-

October, down sharply from 18.3% at the end of September -- and its lowest measurement of the year.

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

30-day averages[^]; not seasonally adjusted



[^]Numbers reflect rolling averages for the 30-day periods ending on the 15th and the last day of each month
 Note: Previous releases may have included slightly different 30-day periods

Gallup Daily tracking

GALLUP

Looking Ahead to the Government's Next Unemployment Report

Gallup's mid-month U.S. unemployment report covers the same period the government uses to collect data for its October unemployment report, which will be released on the first Friday in November. As a result, Gallup's data lead the government's report by several weeks. Modeling based on statistical comparisons of Gallup's unemployment and job creation data to the government's seasonally adjusted data over time suggests that the Bureau of Labor Statistics could report an October unemployment rate of less than 9.0%.

The sharp drop in Gallup's unemployment and underemployment rates may partly result from seasonal factors. Halloween has become the third-largest sales season for many retailers, who are likely increasing their staffing accordingly. In addition, some stores may have been minimally staffed and are beginning early to add employees for the holidays. The surge on Wall Street during early October may also have provided some relief for business owners as they evaluate the prospects of the U.S. economy and their potential sales. Whatever the reasons, Gallup's Job Creation Index tends to confirm this improvement in the job market because it has been near its highs for the year in early October.

Of course, the precipitous and counterintuitive nature of this sharp improvement in the U.S. job market, as measured by Gallup over the past couple of weeks, means it could be something of an aberration that will dissipate during the weeks ahead. It might even have been missed if not for Gallup's Daily tracking. But for now, this job market improvement appears real -- and, in turn, that implies the Main Street economy may be somewhat stronger than Wall Street generally perceives.

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

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

GALLUP

Gallup.com reports results from these indexes in daily, weekly, and monthly averages and in Gallup.com stories. Complete trend data are always available to view and export in the following chart.

Survey Methods

Gallup classifies American workers as underemployed if they are either unemployed or working part time but wanting full-time work. The findings reflect more than 18,000 phone interviews with U.S. adults aged 18 and older in the workforce, collected over a 30-day period. Gallup's results are not seasonally adjusted and are ahead of government reports by approximately two weeks.

Results are based on telephone interviews conducted as part of Gallup Daily tracking from Sept. 16-Oct. 15, 2011, with a random sample of 18,578 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/150137/Unemployment-Down-Sharply-Early-October.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas - Business - Northern America - USA

194-43-24. Unhealthy U.S. Workers' Absenteeism Costs \$153 Billion

About 86% of full-time workers are above normal weight or have at least one chronic condition

October 17, 2011

WASHINGTON, D.C. -- Full-time workers in the U.S. who are overweight or obese and have other chronic health conditions miss an estimated 450 million additional days of work each year compared with healthy workers -- resulting in an estimated cost of more than \$153 billion in lost productivity annually.

Mean Unhealthy Days per Month and Estimated Annual Loss as a Result of Absenteeism, by Health Group Among U.S. Full-Time Workers

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

Group	Share of full-time U.S. working population	Mean unhealthy days per month	Estimated incremental missed work days for full-time workers*	Estimated annual cost of lost productivity as a result of absenteeism**
Normal weight and no chronic conditions	13.9%	.34	BASELINE	BASELINE
Overweight or obese and no chronic conditions	17.9%	.36	1,505,995	\$513,544,375
Overweight or obese and one to two chronic conditions	30.2%	1.08	94,301,528	\$32,156,821,142
Overweight or obese and three or more chronic conditions	17.8%	3.51	238,457,008	\$81,313,839,758
Normal weight and one to two chronic conditions	14.8%	1.07	45,639,781	\$15,563,165,458
Normal weight and three or more chronic conditions	5.3%	3.48	69,943,339	\$23,850,678,489
TOTAL			449,847,652	\$153,398,049,221

Gallup-Healthways Well-Being Index

Jan. 2-Oct. 2, 2011

*Assumes 111,840,000 full-time workers; conversion from unhealthy days to missed work days is 0.312

**\$341 per missed work day is based on (inflation-adjusted) research published in Goetzel, et al. (2003).

The health and productivity cost burden of the "top 10" physical and mental health conditions affecting six large U.S. employers in 1999. The Journal of Occupational and Environmental Medicine, 45(1), 5-14.

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These findings are based on Gallup-Healthways Well-Being Index data collected between Jan. 2 and Oct. 2, 2011. Gallup surveyed 109,875 full-time employees -- those who work at least 30 hours per week -- during this time period.

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

Chronic health conditions in this analysis include being overweight or obese; having ever been diagnosed with a heart attack, high blood pressure, high cholesterol, cancer, diabetes, asthma, or depression; and recurring physical pain in the neck or back or knee or leg in the last 12 months. Gallup calculated unhealthy days using respondents' answers to the question, "During the past 30 days, for about how many days did poor health keep you from doing your usual activities?"

Full-time workers who are of normal weight and do not suffer from chronic health conditions make up 13.9% of the U.S. workforce and average .34 unhealthy days each month -- or about 4 days per year. The average number of unhealthy days per month is slightly higher at .36 among those who are overweight or obese and do not have additional chronic health conditions.

Unhealthy days per month increase further to 1.08 for workers who are overweight or obese and have one to two additional chronic health conditions. Workers who are of an above-normal weight and have *three or more chronic health conditions* report a significantly higher average of 3.51 unhealthy days per month -- that is about 42 days per year.

To estimate how unhealthy days per month translate into missed work days, Gallup asked workers this question: "Earlier, you indicated that you had xx days in the last month where poor health prevented you from doing your usual activities. How many actual work days in the last month did you not work due to poor health?" The results indicated that one unhealthy day per month for full-time workers is equivalent to about 0.31 actual missed days of work.

See page 2 for a full description for estimating the economic cost of unhealthy days.

Implications

The \$153 billion in annual lost productivity costs linked to unhealthy workers in the United States is more than four times the cost found in the United Kingdom. The striking difference is the result of fewer unhealthy workers in the U.K. About 14% of full-time U.S. workers are of a normal weight and have no chronic illness, compared with 20% in the U.K.

The high percentages of full-time U.S. workers who have less than ideal health are a significant drain on productivity for U.S. businesses. However, employees and employers have the opportunity to potentially increase productivity if they address the health issues that are currently plaguing the workplace.

The \$153 billion in lost productivity estimated in this analysis would increase if it included presenteeism, which is when employees go to work but are less productive in their jobs because of poor health or wellbeing. Including part-time employees would also add to the estimate of costs in lost productivity. Other research that has examined a broader array of factors using a somewhat different list of chronic conditions places the economic effect of lost productivity at \$1.1 trillion per year.

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 Jan. 2-Oct. 2, 2011, with a random sample of 270,695 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia, selected using random-digit-dial sampling. Of these, 109,875 were employed full time at the time of the interview and they provided height and weight data to calculate body mass index scores.

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. For the worker health groups, the maximum margin of sampling error is between ± 1.7 and ± 0.6 percentage points.

Sample Sizes for Reported Groups

Group	Sample size
Normal weight and no chronic conditions (baseline)	15,323
Overweight or obese and no chronic conditions	19,627
Overweight or obese and one to two chronic conditions	33,216
Overweight or obese and three or more chronic conditions	19,607
Normal weight and one to two chronic conditions	16,296
Normal weight and three or more chronic conditions	5,806

Gallup-Healthways Well-Being Index
Jan. 2-Oct. 2, 2011

GALLUP

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/150026/Unhealthy-Workers-Absenteeism-Costs-153-Billion.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas - Northern America - USA - Wellbeing

194-43-25. Public Favor Split for Occupy Wall St. Movement, 60% Say Demonstrators Lack Clear Goals

72% Negative Toward Big Banks & Investors
October 18, 2011

UTICA, NY--U.S. adults are split on whether they view the Occupy Wall Street demonstrations favorably, and 60% say the movement's goals are unclear. Opinion runs strongly against the targets of the demonstrators however, as 72% have an unfavorable opinion of Wall Street investors and big banks.

Also, 65% agree that persistent organized protest can bring about systemic economic and political change.

These results are from an Oct. 11-14 IBOPE Zogby interactive poll.

Is your overall opinion of the Occupy Wall Street demonstrations favorable or unfavorable?

Response	
Favorable	5%
Favorable	9%
Not sure	%

Is your overall opinion of the Wall Street investors and big banks favorable or unfavorable?

Response	
Favorable	4%
Unfavorable	2%
Not sure	%

Would you say that the goals of the Occupy Wall Street demonstrations are clear or unclear?

Response	
Clear	6%
Unclear	0%
Not sure	%

Do you agree or disagree that changes can come to the U.S. economic and political systems through persistent organized protests?

Response	
Agree	5%
Disagree	1%
Not sure	%

Partisan Differences

Only 9% of Republicans have a favorable opinion of Occupy Wall Street. Over eight in ten Democrats (84%) view the movement favorably, while a minority 38% of independents is positive toward the movement.

Nearly one-half (45%) of Republicans are favorable toward Wall Street investors and big banks, compared to only 8% of Democrats and 22% of independents.

Two-thirds of Democrats (64%) say Occupy Wall Streets goals are clear, compared to 8% among Republicans and 31% among independents.

More than eight in ten Democrats (85%) agree that persistent protest can bring change, compared to 48% of Republicans and 60% of independents.

IBOPE Zogby International conducted an online survey of 2,349 U.S. adults. 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 +/- 2.1 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/2011/10/18/ibope-zogby-poll-public-favor-split-occupy-wall-st-movement-60-say-demonstrators-lack-clear-goals/>

194-43-26. Cain Continues to Pull Away, Perry & Bachmann Fading

Obama Approval 43% & 39% Say He Deserves 2nd Term
October 17, 2011

UTICA, NY--Herman Cain is now the runaway leader among Republican presidential primary voters with 45%, more than twice that of second-place Mitt Romney (21%). Rick Perry, who led with 41% in late August, has fallen to 7%, and Michele Bachmann, who led in June and July, now gets just 1%.

President Barack Obama's approval rating among all voters is 43%, and the percentage saying he deserves re-election is 39%.

These results are from an IBOPE Zogby interactive poll conducted from Oct. 11-14.

Cain appears to have won support of voters who previously supported Perry or Bachmann. Romney's 21% is the highest we have shown for him in match-ups with the current field of announced candidates.

Republican Candidates (asked only of the party's primary voters)

If the Republican primary for president were held today, for whom would you vote?

Candidate	Oct 14	Oct 5	Sept 26	Sept 12	Aug 29	July 25	July 11	June 30
Herman Cain	45%	38%	28%	12%	8%	18%	16%	15%
Mitt Romney	21%	18%	17%	14%	12%	17%	15%	14%

Ron Paul	8%	12%	11%	11%	11%	11%	13%	11%
Rick Perry	7%	12%	18%	37%	41%	-	-	-
Newt Gingrich	6%	4%	6%	2%	3%	1%	4%	2%
Jon Huntsman, Jr.	3%	4%	5%	3%	3%	3%	4%	4%
Rick Santorum	3%	1%	2%	3%	3%	5%	3%	7%
Michele Bachmann	1%	3%	4%	7%	9%	25%	28%	34%
Gary Johnson	<1%	<1%	1%	1%	<1%	<1%	1%	<1%
Other	<1%	<1%	2%	2%	8%	3%	4%	1%
Not sure	5%	7%	6%	8%	2%	9%	10%	8%

Totals may not add up to 100% due to rounding

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

Obama Job Performance	Oct 14	Oct 5	Sept 26	Sept 12	Sept 5	Aug 29	Aug 4	July 25	July 18	July 12	July 5	June 21
Disapprove	57%	59%	57%	58%	51%	60%	68%	54%	57%	58%	58%	56%
Approve	43%	41%	44%	44%	53%	43%	44%	44%	44%	44%	44%	44%
Not sure	1%	<1%	1%	1%	<1%	1%	1%	1%	1%	1%	1%	1%

Totals may not add up to 100% due to rounding

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

Response	Oct 14	Oct 5	Sept 26	Sept 12	Sept 5	Aug 29	Aug 4	July 25	July 18	July 11
Time for someone new	53%	54%	53%	53%	57%	55%	54%	51%	53%	54%
Obama deserves to be re-elected	39%	38%	37%	39%	33%	35%	36%	40%	38%	36%
Not sure	8%	8%	10%	8%	10%	9%	9%	9%	9%	10%

Totals may not add up to 100% due to rounding

Other results show little change from Oct. 5 on opinion toward the nation's direction and approval of congress.

- 70% say the nation is on the wrong track and 19% say the U.S. is headed in the right direction.

- Overall approval of congress is 15%, while approval for Congressional Republicans is 29% and for Congressional Democrats 27%.

IBOPE Zogby International conducted an online survey of 2,318 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 +/- 2.1 percentage points. Margins of error are higher in sub-groups. The MOE calculation is for sampling error only.

IBOPE Zogby International also conducted an online survey of 1,214 likely Republican primary voters. The margin of error is +/- 2.9 percentage points.

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

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Source:<http://www.zogby.com/news/2011/10/17/ibope-zogby-poll-cain-continues-pull-away-perry-bachmann-fading/>

194-43-27. Public Views Jobs as More Important Innovator Than Gates and on Par With Edison By a 2 to 1 Margin

One-Half Say Apple Will Match Profits & Innovations Without Jobs

October 19, 2011

UTICA, NY--By a 52%-26% margin, U.S. adults believe the late Steve Jobs of Apple will be remembered as a more important technological innovator than Microsoft's Bill Gates. Also, 64% agree that the innovations created by Jobs are as important to our times as those of Thomas Edison were to his era.

But even with Apples loss of Jobs, a plurality of 49% thinks Apple will continue to be as innovative and profitable without him.

These results are from an Oct. 11-14 IBOPE Zogby interactive poll.

Who do you believe has been the more important technological innovator, Bill Gates or Steve Jobs?

<i>Response</i>	
Steve Jobs	2%
Bill Gates	6%
Not sure	2%

Do you agree or disagree the innovations created by Steve Jobs are as important to our times as Thomas Edison's were to his?

<i>Response</i>	

Agree	4%
Disagree	2%
Not sure	%

Do you believe Apple will continue to be just as innovative and profitable after the death of founder Steve Jobs?

Response	
Yes	9%
No	0%
Not sure	2%

Totals may not add up to 100% due to rounding

IBOPE Zogby International conducted an online survey of 2,349 U.S. adults. 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 +/- 2.1 percentage points. Margins of error are higher in sub-groups. The MOE calculation is for sampling error only.

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Source: <http://www.zogby.com/news/2011/10/19/ibope-zogby-poll-public-views-jobs-more-important-innovator-gates-and-par-edison-2-1-margin/>

194-43-28. AP-GfK Poll: Gloom Persists, Though Not As Dark As Summer; Obama Not Inspiring Confidence

October 20, 2011

WASHINGTON (AP) — The extreme funk that settled over the country during the summer has eased slightly, but Americans remain gloomy about the economy and more than half say President Barack Obama does not inspire confidence about a recovery.

A sizable majority — more than 7 in 10 — believe the country is headed in the wrong direction and, in a new high, 43 percent describe the nation's economy as "very poor," according to a new Associated Press-GfK poll. Among those surveyed, less than 40 percent say Obama's proposed remedies for high unemployment would increase jobs significantly.

The pessimism is not a good sign for the nation's recovery hopes and presents a more urgent challenge for Obama as he mounts his re-election bid.

About 4 in 10 think unemployment will rise in the coming year; just 23 percent expect it to decrease. And few expect the government to be able to help. Only 41 percent say the government can do much to create jobs, and less than 40 percent say the main elements of Obama's jobs proposal would increase employment significantly.

What's more, expectations for the coming year have not improved, with 41 percent believing the economy will remain the same, 27 percent saying it will get worse and 30 percent saying it will improve.

In a glimmer of a bright spot, less than a quarter of those surveyed say they think the economy worsened in the past month, compared with nearly half who felt that way in August. And Obama could find some solace in the poll's finding that 44 percent place heavy blame for the economy's state on President George W. Bush, while 27 percent put the blame on him.

Still, the public's mood is decidedly downbeat, creating yet another obstacle to economic growth, which relies in part on public optimism to spur demand.

Illustrating Obama's precarious perch, 9 percent of survey respondents who said he deserves to be re-elected said they could vote for one of the three leading Republicans seeking the presidential nomination.

"If Romney and Obama were going head to head at this point in time I would probably move to Romney," said Dale Bartholomew, 58, a manufacturing equipment salesman from Marengo, Ill. Bartholomew said he agrees with Obama's proposed economic remedies and said partisan divisions have blocked the president's initiatives.

But, he added: "His inability to rally the political forces, if you will, to accomplish his goal is what disappoints me."

Despite the high number of people who believe the country is headed in the wrong direction, Obama himself gets some benefit of the doubt. His approval ratings are holding steady, with 46 percent approving of his job as president and 52 percent disapproving. Obama's standing with the public is weakest on the economy and in his efforts to tackle unemployment, with about 6 in 10 disapproving of his handling of both.

Obama's standing still vastly exceeds that of Congress. In a slight improvement, Congress' approval ratings rose from its August low of 12 percent to 16 percent. Still, 82 percent disapprove of Congress, including 56 percent who say they "strongly disapprove."

Little illustrates the decline in the public's faith in Obama more than the sharp dip in confidence he has experienced since the highs he enjoyed immediately after his election. Specifically, only 43 percent of the respondents say they are confident that Obama "will be successful in bringing about the changes needed to improve the economy," compared with 72 percent who said they were confident of his abilities in November 2008.

I believe he is doing all he knows how, but it's just not working," said Ann Anderson, 49, a college administrator from Homer Glen, Ill.

Democrats tend to stick by the president, expressing much more confidence in his ability to turn the economy around. More than 7 in 10 say they are at least somewhat confident of his abilities to improve the economy. Among independents, 37 percent are that confident and only 11 percent of Republicans share that view.

Still, the disappointment in Obama extends to some Democrats who believe he should stand his ground.

"When Obama got elected I was real hopeful for a lot of changes," said Dave Buerger, 60, a part-time registered nurse from New Salisbury, Ind. "Overall I would say that I'm real disappointed in his concessions to the banks and Wall Street and the Republicans. I think he needs to be more liberal and stand his ground more. I think he's given in too much."

Even as the public expresses disappointment in Obama and disapproval of Congress, only 41 percent of respondents say the government can do quite a bit or a great deal to create jobs. Three out of 10 believe government's impact on jobs is moderate and 29 percent say it can help create little or no jobs at all.

Similarly, a majority of the public does not hold much hope for the job creation prospects of either Obama's \$447 billion jobs proposal or for measures proposed by congressional Republicans.

Obama's plan to create jobs by increasing spending on public works projects such as schools, roads and bridges finds only 37 percent of respondents believing it will create a significant number of jobs. Tax credits to companies that hire those who have unemployed for six months or more elicits a similar response.

Only 27 percent of the respondents said the Republican plan to reduce the number of regulations on businesses would create a significant number of jobs; 45 percent say it would create few or no jobs.

The poll, however, found substantial support — 62 percent — for a proposal by Senate Democrats to pay for Obama's jobs proposal with a surtax on incomes over \$1 million. One quarter of the respondents opposed the idea and 10 percent said they were neutral. Though the surtax has little or no chance of passing, the poll results underscore the view of Democrats that the proposal has political appeal.

Anderson, the college administrator from Illinois, voiced cautious support for the tax on millionaires.

"That's a tough call. Yes, I do, but that's only because I'm not one of them," she said. "Should they pay their fair share? Absolutely. Should they pay a certain percentage? I don't know how to answer that."

But Teresa Rowe, 53, a dance team consultant from Richland, Wash., said she preferred an overhaul of the entire tax system.

"They'll go after the millionaires first and then those slightly below millionaires. It's a slippery slope," she said. "They need to look at the entire tax system and revise the whole system."

The Associated Press-GfK Poll was conducted Oct. 13-17 by GfK Roper Public Affairs and Corporate Communications. It involved landline and cellphone interviews with 1,000 adults nationwide, and had a margin of sampling error of plus or minus 4 percentage points.

Online: <http://www.ap-gfkipoll.com>

Associated Press writers Nancy Benac and Stacy A. Anderson and News Survey Specialist Dennis Junius contributed to this report.

How the poll on President Barack Obama and the economy was conducted

The Associated Press-GfK Poll on President Barack Obama and the economy was conducted by GfK Roper Public Affairs & Corporate Communications Oct. 13-17. It is based on landline and cellphone telephone interviews with a nationally representative random sample of 1,000 adults. Interviews were conducted with 700 respondents on landline telephones and 300 on cellular phones.

Digits in the phone numbers dialed were generated randomly to reach households with unlisted and listed landline and cellphone numbers.

Interviews were conducted in both English and Spanish.

As is done routinely in surveys, results were weighted, or adjusted, to ensure that responses accurately reflect the population's makeup by factors such as age, sex, education and race. In addition, the weighting took into account patterns of phone use — landline only, cell only and both types — by region.

No more than one time in 20 should chance variations in the sample cause the results to vary by more than plus or minus 4 percentage points from the answers that would be obtained if all adults in the U.S. were polled.

There are other sources of potential error in polls, including the wording and order of questions.

Source: <http://ap-gfkipoll.com/uncategorized/latest-ap-gfk-poll-findings>

AUSTRALASIA

**194-43-29. L-NP (53.5%) Increases Lead Over ALP (46.5%)
After Carbon Tax Passed In Parliament**

Finding No. 4707 - This face-to-face Morgan Poll on Federal voting intention was conducted over last weekend – October 15/16, 2011 with an Australia-wide cross-section of Australians aged 14+ including 815 electors, of all electors surveyed, 4.5% did not name a party.: October 20, 2011

The latest face-to-face Morgan Poll Morgan Poll shows a small rise in support for the L-NP 53.5% (up 1%) compared to the ALP 46.5% (down 1%) on a Two-Party preferred basis. The L-NP primary vote is 44% (up 0.5%), still well ahead of the ALP 36.5% (down 2%).

Support for the minor parties shows the Greens 10% (down 1%) and Others/ Independents 9.5% (up 2.5%) according to the latest face-to-face Morgan Poll conducted over last weekend, October 15/16, 2011.

If a Federal election were held today the L-NP would still win according to today's Morgan Poll.

The Roy Morgan Government Confidence Rating has fallen to 97 (down 4.5pts) with 39.5% (down 2.5%) — saying Australia is 'heading in the right direction,' while 42.5% (up 2%) say Australia is 'heading in the wrong direction.'

The latest **weekly Roy Morgan Consumer Confidence Rating** conducted over last weekend, October 15/16, 2011, was at 111.8 (up 1.5pts from October 8/9, 2011).

Gary Morgan says:

"Today's Morgan Poll shows that although the Tax Forum provided a boost for the Gillard Government, the failure of the Government to pass its Asylum seeker Bill, often referred to as the 'Malaysian Solution' and the passage of last week's Carbon Tax through Parliament has dropped the Government's support with the L-NP (53.5%, up 1%) increasing its Two-Party preferred lead over the ALP (46.5%, down 1%)."

"The Roy Morgan Government Confidence Rating also fell — down 4.5pts to 97, as a falling number of Australians (39.5%, down 2.5%) now say Australia is 'heading in the right direction.' This is despite Consumer Confidence increasing for the second straight week — up 1.5pts to 111.8."

"The visit of the Queen over the next 10 days for the Commonwealth Heads of Government Meeting (CHOGM) in Perth provides a unique opportunity for Prime Minister Julia Gillard to

boost her profile — despite the fact Gillard is on the record as a supporter of an Australian Republic!”

Electors were asked: “*If a Federal Election for the House of Representatives were held today — which party would receive your first preference?*”

This face-to-face Morgan Poll on Federal voting intention was conducted over last weekend — October 15/16, 2011 with an Australia-wide cross-section of Australians aged 14+ including 815 electors, of all electors surveyed, 4.5% did not name a party.

*Telephone Morgan Polls are conducted using the same methodologies used by other major telephone polls — Nielsen, Newspoll, Galaxy. In analysing telephone Morgan Poll results, it is worth noting that telephone polls are good at capturing the response to current events and have typically been biased towards the L-NP, obtain a higher figure for Minor parties and Independents and more ‘responsive’ to current events.

During the period:

- Carbon price pulls through anti-climate change furor. The Gillard Government has finally passed through the lower-house of Parliament its controversial Carbon Tax legislation — after months of wrangling and argument with Opposition Leader Tony Abbott.

- Asylum seeker — “Malaysian Solution” fails to pass Parliament. Meanwhile, another piece of contentious legislation from the Gillard Government, the much discussed “Malaysian Solution” legislation — has failed to pass Parliament after WA Nationals MP Tony Crook decided against supporting the Bill, which will lead to an increase in on-shore processing.

- Stricken ship seeping oil into pristine Bay of Plenty. An Australian oil recovery team has arrived in New Zealand to help authorities deal with a cargo ship that has been spilling fuel into the pristine Bay of Plenty.

- Volunteer army cleans oil-soaked NZ coast

- Iran accused over Washington terror plot. The US says it has broken up a major terrorist plot in which agents linked to Iran sought to assassinate the Saudi ambassador to the US and bomb the Saudi and Israeli embassies in Washington.

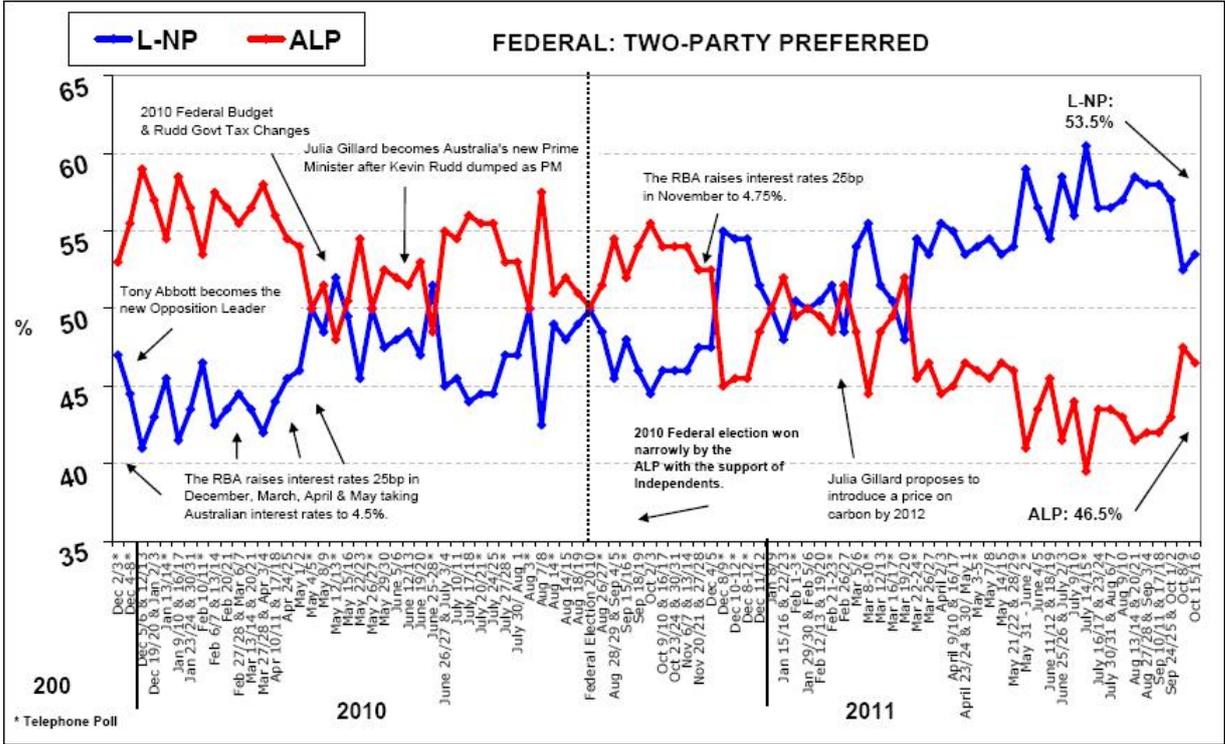
- Business to continue Carbon Tax fight. Business groups have vowed to keep fighting the newly passed Carbon Tax, saying it will create more uncertainty and hit profits.

- Qantas grounds planes as strike action bites. Day of chaos as multiple strikes hit airports. Qantas cancels 400 flights.

- **TWO-PARTY PREFERRED VOTE (%)**

	<u>ALP</u>	<u>L-NP</u>
	%	%
Election, March 2, 1996	46.4	53.6
Election, October 3 [^] , 1998	51	49
Election, November 10, 2001	49	51

Election, October 9, 2004	47.3	52.7
Election, November 24, 2007	52.7	47.3
Election, August 21, 2010	50.1	49.9



Margin of Error

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

Sample Size	Percentage Estimate					
	40%- 60%	25% 75%	or	10% 90%	or	5% 95%
500	±4.5	±3.9		±2.7		±1.9
1,000	±3.2	±2.7		±1.9		±1.4
1,500	±2.6	±2.2		±1.5		±1.1
2,000	±2.2	±1.9		±1.3		±1

The **Morgan Poll** was the most accurate of all polling companies at the 2007 Federal Election for both primary vote and two-party preferred predictions (sample 2,115 electors).

The **Morgan Poll** accurately predicted that the ALP would win the 2006 Queensland Election with a reduced majority (sample 604 electors).

The **Morgan Poll** accurately predicted that the ALP would win the 2006 Victorian Election with a reduced majority (sample 956 electors). The **Morgan Poll** was also the most accurate on the primary vote of the major parties for the Victorian election.

Note: The recent discussion on Possum Pollytics regarding Morgan and Newspoll is well worth reading.

The following included comment says it all: “I find it interesting that for the only poll in the last five years for which there is any ‘real’ figure with which to compare, i.e. the polls immediately before the 2004 election, Morgan (45.5%) was closer to the actual Coalition Primary (46.7%) than Newspoll (45%) or Nielsen (49%), and Morgan (38.5%) was also closer to the ALP actual primary (37.6%) than Newspoll (39%), and only marginally further away than Nielsen (37%). Since we have no idea of how far away the ongoing polls are from ‘reality’ (whatever that means), surely we should just go with what we know, that in the most recent testable case, Morgan was better at forecasting the actual primary vote than Newspoll. On what possible basis should we decide that the Newspoll or Nielsen primary vote estimate is ‘better’ than Morgan’s.”

Source: <http://www.roymorgan.com/news/polls/2011/4707/>

MULTI-COUNTRY SURVEYS

194-43-30. Public Respect for Banks Lower than Ever: New Poll

October 14, 2011

London — As the Occupy Wall Street protests continue, public respect for the banking sector has reached a new low in the US and UK, according to new polling research released by GlobeScan today.

GlobeScan polled 500 adults each in the UK and US as part of the annual GlobeScan Radar 24-country global public opinion study on business and its role in society.

The findings show that a majority of Americans (55%) now say they have “little” or “no” respect for the banking sector. Banks are even more poorly viewed in the UK, where 63% say they have little or no respect for them.

This represents a steep decline in public respect for the banks since 2005, when just 25% of Americans and 36% of Britons said they had no respect for them, and 38% of Americans and 31% of Britons said they had “a great deal” or “some” respect for them. The consequences of the banking crisis of 2008, which are only now becoming fully apparent, seem to have accelerated this loss of public esteem over the past year.

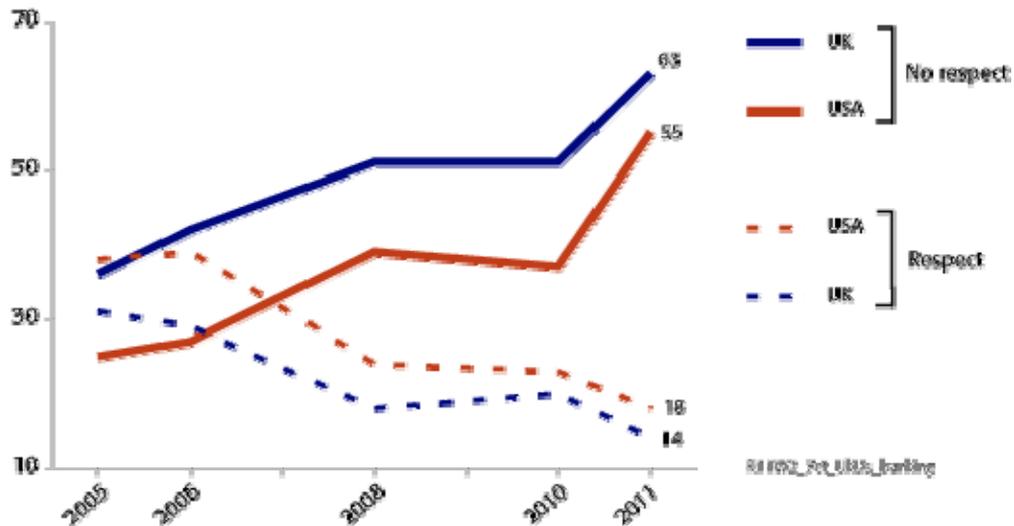
In contrast to the sector’s declining reputation in the UK and US, respect for the banking industry remains strong in India and China.

As the financial sector’s reputation among the public worsens, there appear to be increasing calls for governments to step in and regulate it more closely. GlobeScan found in 2010 that two-thirds of Britons (66%) felt that there was insufficient government regulation of the banking sector—higher than in any other country polled. But nearly half of Americans (48%) also felt that banks needed to be more tightly regulated.

GlobeScan surveyed 23,566 adults in 24 countries by telephone between July 3 and September 10. Findings are subject to a within-country sample error of +/-3.1%, 19 times out of 20.

Respect for Banks

"Respect (4+5)" vs "No Respect (1+2)," UK and USA, 2005–2011



GlobeScan Senior Vice-President Chris Coulter commented: “It’s clear that a major societal backlash against the banks is underway, and that the Occupy Wall Street protestors have tapped into it. The public is really starting to wonder whose side the banks are on.

“But this crisis is also an opportunity for banks to redefine a new social purpose for themselves—one where everyone benefits. Only time will tell whether they can rise to the occasion.”

Source: http://www.globescan.com/news_archives/radar2011_banks/