

BUSINESS AND POLITICS IN THE MUSLIM WORLD

Global Opinion Report No. 195

Week: October 23-29, 2011

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Introductory Note

This week report consists of 36 surveys. One of these is a multi-country survey while the rest of thirty five are national surveys from various countries.

195-37 Commentary: More Egyptians Finding It Difficult to Make Ends Meet

Nearly half of Egyptians struggle to afford food

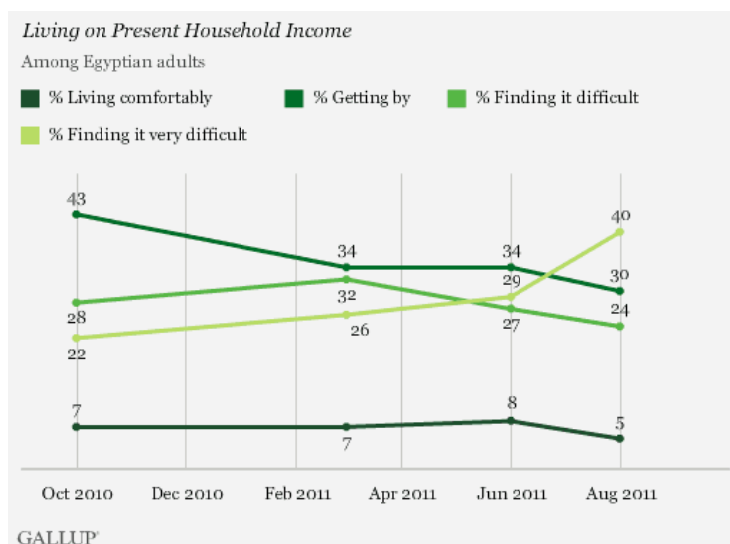
October 27, 2011



LOS ANGELES -- Forty percent of Egyptians say they are "finding it very difficult" to get by, the highest percentage to say so since the overthrow of President Hosni Mubarak. Fewer than one in three Egyptians say they are getting by on their present income, down from 43% in late September and early October 2010.



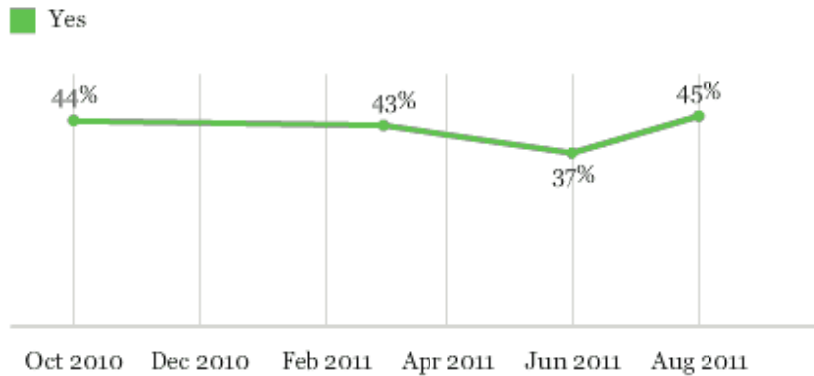
their present income, down from 43% in late September and early October 2010.



Egyptians are also having as much trouble affording food today as they were before the revolution. Nearly half of Egyptians (45%) surveyed in July and August say there have been times in the past 12 months when they did not have enough money to buy the food they or their families needed.

Have there been times in the last 12 months when you did not have enough money to buy food that you or your family needed?

Among Egyptian adults



GALLUP

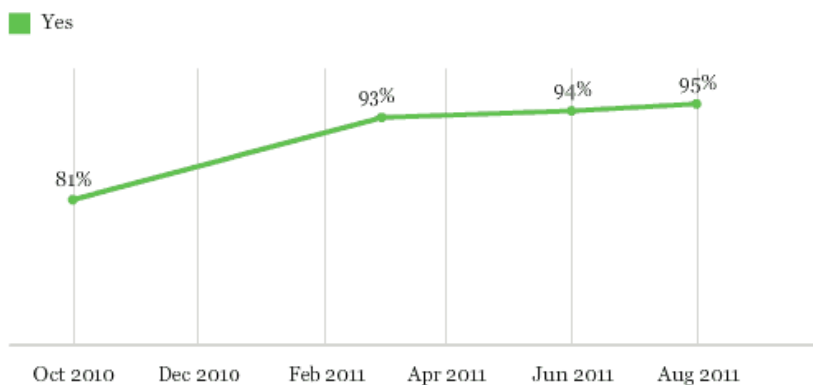
The lack of improvement in Egyptians' situations since **Mubarak's ouster** does not bode well for an interim government that is facing mounting criticism. The Supreme Council of the Armed Forces (SCAF) is under fire for its performance after clashes between military forces and protesters on Oct. 9 left 25 dead. A number of high-profile political players are calling for the SCAF to resign from the leading the country's daily affairs on all nonmilitary issues.



Despite these challenges, nearly all Egyptians (95%) say people can work hard and get ahead in their country. They are more likely to say this now than they were several years leading up to the revolution.

Can people in this country get ahead by working hard, or not?

Among Egyptian adults



GALLUP

Implications

The progress of a revolution can't be audited like the performance of a company. However, one way to assess the evolution of change in Egypt is to ask people whether they are more or less able to acquire the rudimentary necessities of life. Although not conclusive in scoring the gains made by Mubarak's expulsion, these types of assessments are a good

indicator of Egyptians' daily lives. Gallup surveys find many Egyptians struggling to afford food and more of them finding it difficult to get by. As such, many Egyptians may still be waiting to feel the positive effect of Mubarak's ouster on their daily lives. Gallup's data also show that

Egyptians do believe they have a role to play in building a positive future for their nation, and hope that their hard work will pay off.

Survey Methods

Results are based on face-to-face interviews with 1,121 adults, aged 15 and older, conducted July 25-Aug. 1, 2011, in Egypt. For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is ± 3.3 percentage points. Earlier surveys are based on face-to-face interviews with approximately 1,000 adults, aged 15 and older, in Egypt. For results based on the total sample of national adults in these surveys, one can say with 95% confidence that the maximum margin of sampling error ranges from ± 3.1 to ± 3.5 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/150356/Egyptians-Finding-Difficult-Ends-Meet.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Muslim%20World

195-38 Commentary:



EGYPT:

Population 80,471,869 (July 2010 est.)

GDP per Capita (PPP): \$5,900 (2009 est.)

The regularity and richness of the annual NileRiver flood, coupled with semi-isolation provided by deserts to the east and west, allowed for the development of one of the world's great civilizations. A unified kingdom arose circa 3200 B.C., and a series of dynasties ruled in Egypt for the next three millennia. The last native dynasty fell to the Persians in 341 B.C., who in turn were replaced by the Greeks, Romans, and Byzantines. It was the Arabs who introduced Islam and the Arabic language in the 7th century and who ruled for the next six centuries. A local military caste, the Mamluks took control about 1250 and continued to govern after the conquest of Egypt by the Ottoman Turks in 1517. Following the completion of the Suez Canal in 1869, Egypt became an important world transportation hub, but also fell heavily into debt. Ostensibly to protect its investments,

SUMMARY OF POLLS

MIDDLE EAST & NORTH AFRICA (MENA)

Poll Shows Nationalist / Religious Bloc with 70 Knesset Seats

Three polls in 24 hours show Likud has received a serious boost, most likely from the Shalit deal with Hamas. A poll carried out by the Smith Institute for Globes gives Likud 33, while Labor chalks up 20 and Kadima gets 17. According to the poll, the nationalist / religious bloc, including the haredi parties, has 70 seats, five more than at present. (Smith Institute UK)

October 27, 2011

More Egyptians Finding It Difficult to Make Ends Meet

Forty percent of Egyptians say they are "finding it very difficult" to get by, the highest percentage to say so since the overthrow of President Hosni Mubarak. Fewer than one in three Egyptians say they are getting by on their present income, down from 43% in late September and early October 2010. (Gallup USA)

October 27, 2011

NORTH EAST ASIA

Luxury Market in China-2011 10

China's appetite for luxury goods is growing faster than that of any other country in the world, and it is expected to surpass the United States as the largest luxury consumer in 2012. (Ipsos China)

October 01, 2011

SUB SAHARAN AFRICA

Fracking Is Not An Issue For Almost A Half Of Metro Adults

Whilst only 23% of metro adults in South Africa are in favour of Shell being allowed to conduct fracking in the Karoo, only 31% are against it: almost a half of people (46%) gave a don't know response. These are the findings of a recent TNS survey. (TNS South Africa)

October 18, 2011

In Sub-Saharan Africa, Income Key to Being Super-Connected

Fourteen percent of residents polled in 17 sub-Saharan African countries reported both owning a mobile phone and accessing the Internet in 2010. These "super-connected" Africans represent about 36 million adults in a region beset with information and communications technology (ICT) challenges. As such, the findings provide important information about the size and demographics of the ICT market in those countries. (Gallup USA)

October 25, 2011

EAST EUROPE

Internet Shopping in Ukraine

A recent survey shows that over eight in ten Ukrainians are internet shoppers. Internet shoppers' demands are quite diversified. Clothes, mobile phones, computers, small home appliances, perfumes, and books are the items that Ukrainians most frequently purchase through the Internet. Food, foodstuffs, alcohol, and soft drinks are not popular Internet shopping items at the moment. (UMG International Ukraine)

October 28, 2011

Results Of XII Congress Of United Russia Party

Most of Russians have heard about the 12th Congress of the United Russia party that took place in late September (73%); however the level of the awareness is superficial: 55% of respondents have heard something about it; only 18% are well aware. Twenty-four percent of Russians have heard about the Congress for the first time during the interview. (Russian Public Opinion Research Center)

October 6, 2011

Major Russia'S Problems: Inflation, Housing And Communal Services And Standard Of Living

Three major national problems still include inflation (53%), situation in housing and communal services sector (52%) and low living standards (51%). Other important problems that Russia is facing today are alcoholism and drug abuse (48%), corruption and bureaucracy (42%), and unemployment (40%). (Russian Public Opinion Research Center)

September 4, 2011

Russians Are Confident That Businessmen Have No Place In Politics

The major reason behind the desire of Russians to move abroad is the opportunities to improve the standard of living (42%). Rarer respondents mark their desire to live where there is more order (18%), more perspectives (15%), or to live in a particular country

(12%). Less important reasons are strive for safety (5%) or desire to be close to relatives (7%). (Russian Public Opinion Research Center)
September 28, 2011

WEST EUROPE

Consumers Tightening Their Belts This Christmas

As the weakening economy continues to dent consumer confidence, new research from the annual YouGov SixthSense Christmas Spending Intentions Survey suggests that consumers will be tightening their belts across all categories of expenditure this festive season. (Yougov)
October 17, 2011

Half of Germans Are Obese and Overweight

Half of German adults are obese (13.7%) and overweight (36.4%), similar to the 54.5% in the United Kingdom, but significantly less than the 62.1% in the United States. (Gallup USA)
October 27, 2011

Two-in-Five British Voters Are Currently Supporting Labour

The approval rating for David Cameron and Nick Clegg fall to the lowest level since the coalition was installed. The opposition Labour Party remains the most popular political organization in Britain, a new Angus Reid Public Opinion poll has found. (Angus Reid)
October 25, 2011

NORTH AMERICA

Obama Job Approval Showing Modest Improvement, Now 43%

President Barack Obama's job approval rating has shown modest improvement in the past week. His latest rating, based on Oct. 24-26 Gallup Daily tracking, is 43%, and his approval has been at or above 42% in each of the last seven days. In the prior two weeks, his averages were generally at or below 40%. (Gallup USA)
October 27, 2011

Tea Party Ideology More Popular for Americans Than Occupy Wall Street

Independents are more likely to say they are angrier over government spending and taxes than social inequality and corporate greed. Americans are more likely to express empathy for the main message of the Tea Party movement than for the grievances that have been outlined recently during the Occupy Wall Street demonstrations, a new Angus Reid Public Opinion poll has found. (Angus Reid)
October 27, 2011

No Approval Bounce for Obama and Congress in the United States

Only two-in-five Americans are satisfied with the way the President is handling his duties, and Independents become more critical. Public support for President Barack Obama remains low in the United States, a new Angus Reid Public Opinion poll has found. (Angus Reid)
October 24, 2011

In U.S., High Interest in National Politics for Non-Election Year

Americans' interest in national politics is holding at the elevated level seen in 2009 after record-high attention paid in 2008. More than one in three Americans (35%) say they are following news about national politics "very closely," a greater percentage than Gallup has found in non-election years prior to 2008. (Gallup USA)
October 28, 2011

Republicans Nationwide Are Similar in Composition to 2008

The Republican Party in 2011 looks similar, demographically and ideologically, to the Republican Party that nominated John McCain in 2008. As a group, Republicans continue to be more likely than average to be male, white, married, and religious, and to describe their political views as "conservative." (Gallup USA)

October 28, 2011

Majority of American Workers Not Engaged in Their Jobs

Seventy-one percent of American workers are "not engaged" or "actively disengaged" in their work, meaning they are emotionally disconnected from their workplaces and are less likely to be productive. That leaves nearly one-third of American workers who are "engaged," or involved in and enthusiastic about their work and contributing to their organizations in a positive manner. This trend remained relatively stable throughout 2011. (Gallup USA)

October 28, 2011

Cain Catching Up With GOP Rivals in Recognition

Herman Cain is now recognized by 78% of Republicans nationwide, marking a gain of 28 percentage points since September and 57 points since March. This is the largest gain in recognition for any GOP presidential candidate Gallup has tracked this year, and puts him roughly on par with the other major candidates. (Gallup USA)

October 25, 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 Would Swap Electoral College for Popular Vote

Nearly 11 years after the 2000 presidential election brought the idiosyncrasies of the United States' Electoral College into full view, 62% of Americans say they would amend the U.S. Constitution to replace that system for electing presidents with a popular vote system. Barely a third, 35%, say they would keep the Electoral College. (Gallup USA)

October 24, 2011

Gov't Regulations at Top of Small-Business Owners' Problem List

Small-business owners in the United States are most likely to say complying with government regulations (22%) is the most important problem facing them today, followed by consumer confidence in the economy (15%) and lack of consumer demand (12%). (Gallup USA)

October 24, 2011

Economic Confidence Marginally Better Than August Lows

Gallup's Economic Confidence Index rose to -46 last week, just above the -47 to -52 range seen since early September. More generally, Americans' confidence in the economy has been slightly better in September and October than in August after tumbling in July. (Gallup USA)

October 25, 2011

Modest Interest in Gadhafi Death, Iraq Withdrawal

Americans divided their attention last week among several breaking news stories – from the death of Moammar Gadhafi in Libya to the release of dozens of dangerous wild animals in Ohio to the announced withdrawal of U.S. troops from Iraq– while still keeping a close watch on news about the nation’s economy. (Pew Research Center)

October 26, 2011

Death Of A Dictator Leads The News

The capture and killing of former Libyan leader Col. Muammar Gaddafi dominated the news late last week. In what looked like another week in which the news media would be focused above all on the 2012 election, the narrative abruptly shifted to Libya when images of the bloodied dictator appeared online and on television early Thursday. (Pew Research Center)

October 27, 2011

Gallup Finds Significant Drop in Unemployment During October

Unemployment, as measured by Gallup without seasonal adjustment, was 8.3% for the 30 days ending Oct. 23 -- down sharply from 9.0% for the 30 days ending Sept. 4. Over the same period last year, Gallup's U.S. unemployment rate was steady or increasing, suggesting the lower unemployment Gallup has measured in recent weeks is not fully the result of seasonal hiring patterns. As a result, the government next week is likely to report a seasonally adjusted October unemployment rate of less than 9.0%. (Gallup USA)

October 27, 2011

Record-Low 26% in U.S. Favor Handgun Ban

A record-low 26% of Americans favor a legal ban on the possession of handguns in the United States other than by police and other authorized people. When Gallup first asked Americans this question in 1959, 60% favored banning handguns. But since 1975, the majority of Americans have opposed such a measure, with opposition around 70% in recent years. (Gallup USA)

October 26, 2011

Self-Reported Gun Ownership in U.S. Is Highest Since 1993

Forty-seven percent of American adults currently report that they have a gun in their home or elsewhere on their property. This is up from 41% a year ago and is the highest Gallup has recorded since 1993, albeit marginally above the 44% and 45% highs seen during that period. (Gallup USA)

October 26, 2011

Obama Approval (41%) and Re-Elect (37%) Drop Slightly

President Barack Obama's standing with likely voters remains stagnant, as both his job approval (41%) and the percentage saying he deserves re-election (37%) fell two percentage points from a week ago. (Zogby-Ibope)

October 26, 2011

51% Disapprove of Cain's 9-9-9 Tax Plan & 48% Believe It Would Raise Their Taxes

A small majority of likely voters disapproves of Republican presidential candidate Herman Cain's "9-9-9" tax reform plan, and 48% believe it would increase the total amount of taxes they pay. (Zogby-Ibope)

October 27, 2011

In U.S., 4% View Their Lives Poorly Enough to Be Suffering

Four percent of Americans rated their lives poorly enough to be considered suffering in September -- relatively little change from the past two and a half years. (Gallup USA)
October 26, 2011

AUSTRALASIA

New Zealand National-Led Government's Winning Lead Decreases

The latest New Zealand Roy Morgan Poll shows support for Prime Minister John Key's National-led Government has fallen to 57.5% (down 2%). Support for Key's National Party is 53.5% (down 2%), ACT NZ 1% (down 0.5%), the Maori Party 2% (unchanged), and United Future 1% (up 0.5%). (Roy Morgan)
October 31, 2011

L-NP Lead Increases Over ALP Clear Majority (57%) Of Australians Oppose Carbon Tax

The latest telephone Morgan Poll shows a rise in support for the L-NP 55.5% compared to the ALP 44.5% on a Two-Party preferred basis. The L-NP primary vote is 47% still well ahead of the ALP 31%. A separate face-to-face Morgan Poll conducted last weekend showed the L-NP 56.5% even further ahead of the ALP 43.5% on a Two-Party preferred basis. (Roy Morgan)
October 28, 2011

CYBER WORLD

The Tablet Revolution

Eighteen months after the introduction of the iPad, 11% of U.S. adults now own a tablet computer of some kind. About half (53%) get news on their tablet every day, and they read long articles as well as get headlines. But a majority says they would not be willing to pay for news content on these devices, according to the most detailed study to date of tablet users and how they interact with this new technology. (Pew Research Center)
October 25, 2011

Bloggers Back The Occupy Wall Street Protests

By a margin of more than 2 to 1, bloggers overwhelmingly expressed support for the Occupy Wall Street protests that began in Lower Manhattan on September 17 and spread around the country. Almost half (46%) of the conversation on blogs championed the movement compared with 18% which was opposed (35% was neutral or straight news). (Pew Research Center)
October 25, 2011

Consumers Turn Their Back On Blackberry

Following BlackBerry's recent blackout, YouGov conducted a survey amongst BlackBerry owners to understand how the outage affected them (if at all), changed their opinion of the brand, and future considerations on expecting to get a BlackBerry in future. Since the blackout happened, BlackBerry has taken a hit with a marked decline in overall quality and satisfaction rates. (Yougov)
October 20, 2011

MIDDLE EAST & NORTH AFRICA

195-43-1. Poll Shows Nationalist / Religious Bloc with 70 Knesset Seats

Three polls in 24 hours show that Netanyahu boosted Likud's standing with Shalit release.

Three polls in 24 hours show Likud has received a serious boost, most likely from the Shalit deal with Hamas.

A poll carried out by the Smith Institute for Globes gives Likud 33, while Labor chalks up 20 and Kadima gets 17. According to the poll, the nationalist / religious bloc, including the haredi parties, has 70 seats, five more than at present.

A Panels poll for the Knesset Channel also gave Likud 33 Knesset seats, with Labor in the number two spot garnering 25. Kadima and YisraelBeiteinu both received 14 seats and Shas got 7.

The Panels / Knesset Channel poll in September gave Likud 28, Labor 25, Kadima 16, YisraelBeiteinu 15 and Shas 9. Taken side by side, the two Knesset Channel polls show Likud jumped up by 5 seats in the course of a month, at the expense of all of the other top parties except Labor.

On Wednesday a *Channel 2* / Sarid Institute poll **showed Likud gaining 10 seats compared to its current 27** if elections were held today, and Kadima losing 11 seats. According to the poll, Likud would have 37 seats, and Kadima would have only 17, putting it in third place after Labor, which would receive 22 seats.

Foreign Minister Avigdor Lieberman's YisraelBeiteinu party was projected to receive 15 seats, the same number it currently holds.

Kadima appears to be losing steam as the leading opposition party and Labor appears to be taking its place, going back to the time when Likud and Labor were the largest parties. While Kadima refused to join the Netanyahu coalition, Labor's attitude may be different. Labor leader Shelly Yechimovich is seen by some as a centrist, while others suspect her of harboring far-left views that she conceals for political purposes.

Yechimovich grew up in a radical communist household, has admitted to knowing some of Karl Marx's writings by heart and to voting for the communist party in the general elections on at least one occasion.

Interestingly, Israel's three Jewish leftist parties will soon be headed by women. Meretz's Zehava Galon is expected to become its chairperson, joining Kadima's Tzipi Livni and Labor's Yechimovich as female party leaders.

Source: <http://www.israelnationalnews.com/News/News.aspx/149152#.Tq6NEsn8K0E>

195-43-2. More Egyptians Finding It Difficult to Make Ends Meet

Nearly half of Egyptians struggle to afford food

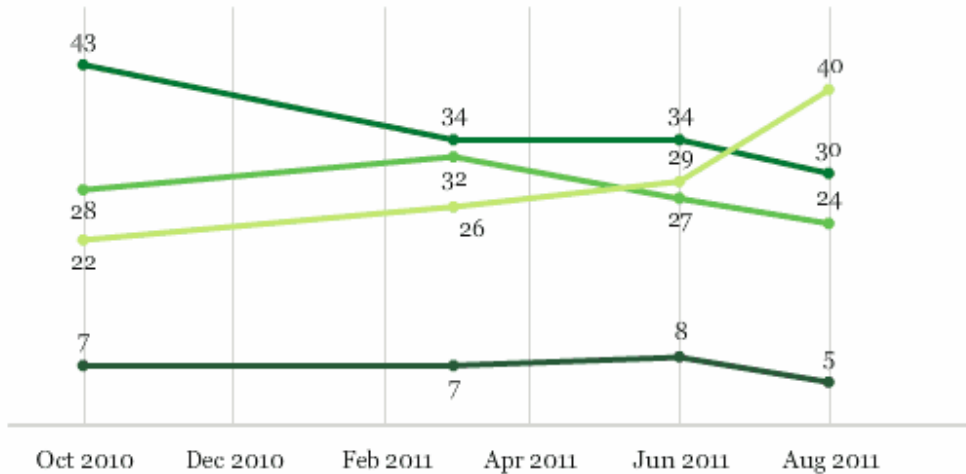
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LOS ANGELES -- Forty percent of Egyptians say they are "finding it very difficult" to get by, the highest percentage to say so since the overthrow of President Hosni Mubarak. Fewer than one in three Egyptians say they are getting by on their present income, down from 43% in late September and early October 2010.

Living on Present Household Income

Among Egyptian adults

■ % Living comfortably
 ■ % Getting by
 ■ % Finding it difficult
■ % Finding it very difficult



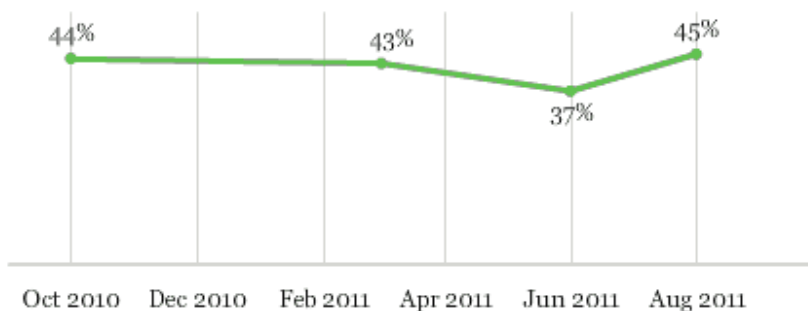
GALLUP®

Egyptians are also having as much trouble affording food today as they were before the revolution. Nearly half of Egyptians (45%) surveyed in July and August say there have been times in the past 12 months when they did not have enough money to buy the food they or their families needed.

Have there been times in the last 12 months when you did not have enough money to buy food that you or your family needed?

Among Egyptian adults

■ Yes



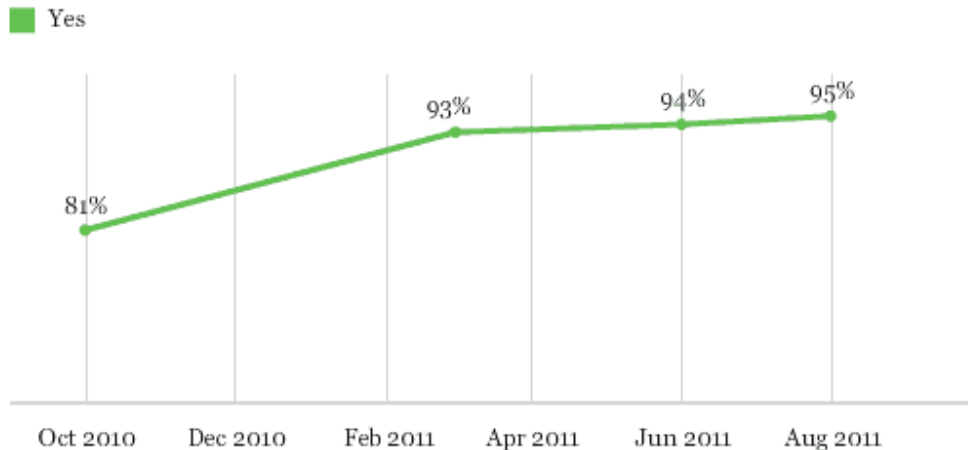
GALLUP®

The lack of improvement in Egyptians' situations since Mubarak's ouster does not bode well for an interim government that is facing mounting criticism. The Supreme Council of the Armed Forces (SCAF) is under fire for its performance after clashes between military forces and protesters on Oct. 9 left 25 dead. A number of high-profile political players are calling for the SCAF to resign from the leading the country's daily affairs on all nonmilitary issues.

Despite these challenges, nearly all Egyptians (95%) say people can work hard and get ahead in their country. They are more likely to say this now than they were several years leading up to the revolution.

Can people in this country get ahead by working hard, or not?

Among Egyptian adults



GALLUP

Implications

The progress of a revolution can't be audited like the performance of a company. However, one way to assess the evolution of change in Egypt is to ask people whether they are more or less able to acquire the rudimentary necessities of life. Although not conclusive in scoring the gains made by Mubarak's expulsion, these types of assessments are a good indicator of Egyptians' daily lives. Gallup surveys find many Egyptians struggling to afford food and more of them finding it difficult to get by. As such, many Egyptians may still be waiting to feel the positive effect of Mubarak's ouster on their daily lives. Gallup's data also show that Egyptians do believe they have a role to play in building a positive future for their nation, and hope that their hard work will pay off.

Survey Methods

Results are based on face-to-face interviews with 1,121 adults, aged 15 and older, conducted July 25-Aug. 1, 2011, in Egypt. For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is ± 3.3 percentage points. Earlier surveys are based on face-to-face interviews with approximately 1,000 adults, aged 15 and older, in Egypt. For results based on the total sample of national adults in these surveys, one can say with 95% confidence that the maximum margin of sampling error ranges from ± 3.1 to ± 3.5 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.

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NORTH EAST ASIA

195-43-3. 2011 Luxury Market in China-2011 10

10.01.2011

Background

The total consumption of the luxury market in mainland China has increased significantly during the past year. In 2009, luxury consumption levels in mainland China had a net worth of 9.4 billion U.S dollars whereas 2010 levels far exceeded these levels increasing by an outstanding 14% and reaching 10.7 billion U.S dollars.

China's appetite for luxury goods is growing faster than that of any other country in the world, and it is expected to surpass the United States as the largest luxury consumer in 2012. For luxury good manufacturers, the Chinese market represents a double-digit growth each year. With the rise of luxury goods consumption on Mainland China, marketers for both luxury and high end mainstream brands need to understand what drives China's affluent consumers to choose the brands that they do and furthermore they need to acknowledge that growth in the current luxury goods market is being driven by a new segment of luxury consumers. To address this new phenomenon, the world's leading research organization Ipsos and "Robb Report" have jointly launched a survey which provides an in depth analysis to China's luxury market and those who drive its growth.....

Research Method:

DC Method: Online, Telephone, F2F

Sample Size: N=328

Gender: Male=232; Female= 96

Age: 25-55

Respondents: Robb Report Readers

Area:

1st Tier Cities: n=98, Beijing, Shanghai, Guangzhou

2nd Tier Cities: n=230, Dalian, Shenyang, Guangzhou, Tangshan, Erdos, Taiyuan, Tianjin, Tsingtao, Hangzhou, Ningbo, Wenzhou, Xiamen, Sanya, Kunming, Chengdu, Nanjing, Suzhou.

Survey Period: June 1st to July 15th of 2011

Main Findings:

- Status Quo of Luxury Consumption and Where Consumers' Interests Lie
- Vehicles- Audi is the most popular car to be owned
- Real Estate - Chinese consumers own an average of 3.62 pieces of property
- Jewelry- Cartier and Bvlgari are the top 2 favorite brands
- Watches- Patek Philippe is the "must have" watch
- Alcohol- Red Wine is the most popular, which Chinese liquor ranking second,
- Clothing and Fashion- Female consumers prefer Chanel, while Male consumers prefer Armani
- Overall Summary...

Source: <http://www.ipsos-gc.com/sites/default/files/10EnPDF.pdf>

SUB SAHARAN AFRICA

195-43-4. Fracking Is Not An Issue For Almost A Half Of Metro Adults

Whilst only 23% of metro adults in South Africa are in favour of Shell being allowed to conduct fracking in the Karoo, only 31% are against it: almost a half of people (46%) gave a *don't know* response. These figures were released today by TNS South Africa, South Africa's leading marketing and social insights company. They arise a study of 2 000 adults in South Africa's seven major metropolitan areas conducted between 25 August and 12 September. The study has a margin of error of less than 2½% for the overall result.

Differences by race and gender are small in terms of those in favour:

- Shell should be allowed to conduct fracking operations in the Karoo – 23% (31% disagree and 46% don't know)

- o Blacks – 23% (26% disagree and 51% don't know)

- o Whites – 25% (41% disagree and 34% don't know)

- o Coloureds – 24% (35% disagree and 41% don't know)

- o Indians/Asians – 18% (40% disagree and 42% don't know)

- Males – 27%; females – 20%

The most supportive are white males at 29%. Whites are the least likely to give a *don't know* response whilst blacks are the most likely. Older people are more opposed (39% of those aged 60 and over compared with 25% of those aged 18 to 24 years). Wealthier people are also more opposed (45%) - they are also much less likely to give a *don't know* response (33% at the top end of the wealth spectrum).

Geographically, however, there are some larger differences; the table below shows the varying levels of support and knowledge:

| | | % | | |
|----------------|---------------------------|---------------------|----------------------------|---------------|
| | | Support fracking | Do not support fracking | Don't know |
| Gauteng | Johannesburg and environs | 26 | 30 | 44 |
| | Johannesburg excl Soweto | 27 | 30 | 43 |
| | East Rand | 24 | 32 | 44 |
| | West Rand | 25 | 29 | 46 |
| | Soweto | 30 | 25 | 45 |
| | Vaal Triangle/South Rand | 30 | 35 | 35 |
| | Pretoria | 34 | 26 | 40 |
| | | 22 | 29 | 49 |
| Cape Town | | 20 | 34 | 46 |
| Durban | | 21 | 28 | 51 |
| Eastern Cape | | 21 | 32 | 47 |
| Port Elizabeth | | 18 | 34 | 48 |
| East London | | 25 | 27 | 48 |
| Bloemfontein | | 3 | 35 | 62 |

Support levels are lowest in the coastal cities whilst Bloemfontein and Durban show the highest don't know response.

Our take out

The issue of fracking is not well known with around a half of people having no opinion on the subject. Whilst opinions do become stronger with increasing wealth (and, hence, access to information), even then, a third of people do not give an opinion. Opposition is stronger in coastal areas, especially the Eastern and Western Cape, possibly due to these areas being closer to the Karoo.

It is clear that this issue needs much more airing so that the matter can be fully understood as there are potentially major implications both for and against this practice. That so many people have no opinion on the issue is very concerning.

Technical note

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

Source: <http://www.tnsresearchsurveys.co.za/news-centre/pdf/2011/Fracking-18October2011.pdf>

195-43-5. In Sub-Saharan Africa, Income Key to Being Super-Connected

Those with Internet access and mobile phones range from few to none
October 25, 2011

This is the second of two articles that examine access to information and communications technology in sub-Saharan Africa.

WASHINGTON, D.C. -- Fourteen percent of residents polled in 17 sub-Saharan African countries reported both owning a mobile phone and accessing the Internet in 2010. These "super-connected" Africans represent about 36 million adults in a region beset with information and communications technology (ICT) challenges. As such, the findings provide important information about the size and demographics of the ICT market in those countries.

Information and Communications Technology

Ranges From Low to Virtually None

Among adults aged 15 and older

| Accessed the Internet in past 12 months and have a mobile phone | |
|--|-----|
| Botswana | 21% |
| Uganda | 21 |
| Kenya | 18 |
| Zimbabwe | 18 |
| Nigeria | 17 |
| South Africa | 16 |
| Tanzania | 10 |
| Cameroon | 9 |
| Ghana | 9 |
| Senegal | 9 |
| Chad | 8 |
| Sierra Leone | 7 |
| Liberia | 4 |
| Burkina Faso | 3 |
| Central African Republic | 3 |
| Mali | 3 |
| Niger | 1 |

2010

GALLUP

Connectivity ranges from some to virtually none across the region. More than one in five adults in Botswana and Uganda have mobile phones and Internet access, while only 1% in Niger say the same. This ICT gap is largely based on economics. Several of the countries that are the most connected are middle-income countries, with low-income Kenya, Uganda, and Zimbabwe

being notable exceptions. Most low-income countries surveyed have lower-than-average connectivity.

More Money Equals More ICT Access

Income is an indicator of mobile phone ownership in sub-Saharan Africa, but income is even more important when considering the combination of phone ownership and Internet access. Median incomes among those who have access to both are twice as high as they are among those who just have a mobile phone.

Plugged-In Africans' Median Income Is More Than Double the Income of Those With Mobile Phones Only

Among adults aged 15 and older

| | Accessed the Internet in past 12 months and have mobile phone | Have mobile phone only |
|--|--|-------------------------------|
| Median per person annual income (in international dollars) | 1157 | 501 |

Surveys conducted in 2010 in 17 sub-Saharan African countries

GALLUP

Education and Urban Location Related to Connectivity

Beyond income, education also determines connectivity. Overall, those with nine years or more of formal education are five times more likely than those with less education to say they have a mobile phone and have accessed the Internet in the past 12 months. However, in Uganda, education makes little difference.

Location is also important. Those living in urban areas are far more likely than those in rural communities to report having both a mobile phone and Internet access. At the same time, location makes less of a difference in Ghana, South Africa, Uganda, and Zimbabwe.

Overall, there are no gender differences *within* countries, except in Nigeria and Senegal, where men are more likely than women to report having a mobile phone and Internet access. In addition, age is not a factor within countries, but in Cameroon those aged 19 to 29 years are the most likely of all age groups to be super-connected.

*Super-Connected Africans Tend to Have More
Education and Live in Urban Areas*

Among adults aged 15 and older

| % Who accessed Internet in past 12 months and have mobile phone | |
|--|----|
| Up to 8 years of education | 5 |
| 9 years of education or more | 26 |
| Rural | 10 |
| Urban | 22 |
| Women | 10 |
| Men | 17 |
| 15 to 18 | 10 |
| 19 to 29 | 19 |
| 30 to 45 | 13 |
| 46 and older | 7 |

Surveys conducted in 2010 in 17 sub-Saharan African countries

GALLUP

Implications

While the data do not address the speed and reliability of the mobile phone and Internet services super-connected individuals have in the region, the results provide an important measure of the current size of the ICT market in 17 African countries. National governments, in partnership with telecommunications providers and other stakeholders, must first address challenges such as computer literacy, hardware and software costs, as well as technical issues to bring affordable broadband to more people in the region.

Just as mobile phone technology has enabled many Africans to jump over the dearth of landlines, developments in ICT offer residents the opportunity to leapfrog current inadequacies in education, health, and business. New applications in information technology, for example, can create virtual libraries and overcome the shortage of physical libraries. Further, information and communications technology holds the promise to connect sub-Saharan Africans not only to others around the world, but also to each other.

Survey Methods

Results are based on face-to-face interviews with 1,000 adults, aged 15 and older, conducted in 2010 in Botswana, Burkina Faso, Cameroon, Central African Republic, Chad, Ghana, Kenya, Liberia, Mali, Niger, Nigeria, Senegal, Sierra Leone, South Africa, Tanzania, Uganda, and Zimbabwe. For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error ranges from ± 3.4 percentage points to ± 4.1 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/150290/Sub-Saharan-Africa-Income-Key-Super-Connected.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=All%20Gallup%20Headlines%20-%20World

EAST EUROPE

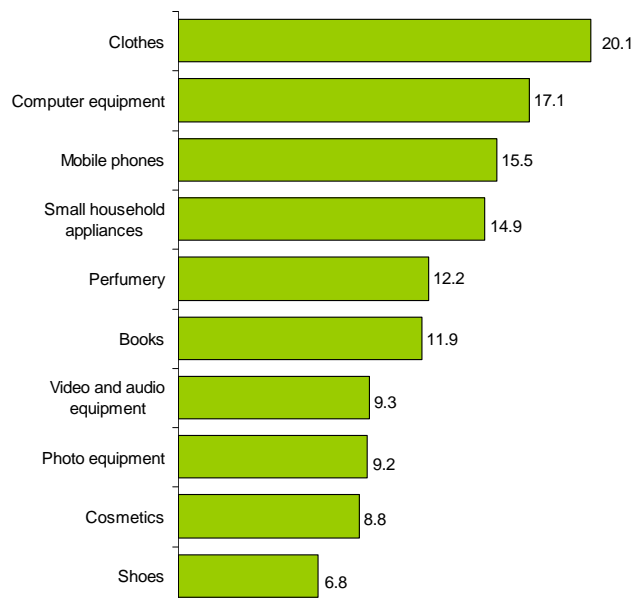
195-43-6. Internet Shopping in Ukraine

Kiev, Ukraine, 28.10.2011

For the last few years we've seen fast growth in the popularity of different Internet resources among Ukrainians. The Internet has become a powerful channel for accessing Ukrainian consumers, just as it has for accessing consumers all over the world. In developed markets Internet shopping has long been an integral part of daily life. In Ukraine, however, Internet shopping is now in the development stage. This is despite that more than 80% of Ukrainian Internet users already have Internet shopping experience, according to UMG International research.

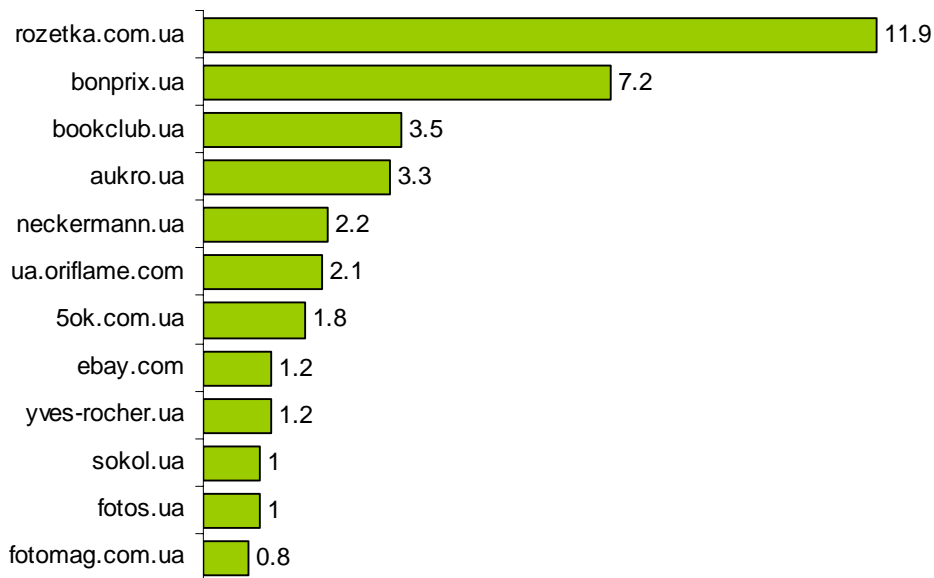
Some 3260 permanent Internet users aged 15 to 54 were surveyed. The research covered all five Ukrainian regions (Northern, Southern, Eastern, Western, and Central). Special attention was paid to Kiev.

Internet shoppers' demands are quite diversified. Clothes, mobile phones, computers, small home appliances, perfumes, and books are the items that Ukrainians most frequently purchase through the Internet. Food, foodstuffs, alcohol, and soft drinks are not popular Internet shopping items at the moment.



(Percentage of purchased items through the Internet)

The most popular Internet shops in general are as follows:



(Percentage of Internet users who purchased items via the above resources)

As for categories of goods, we should note that leading Internet shops are available for almost all of them. Among Internet shops dealing in **clothes**, for example, *bompix.ua* is the unprecedented leader. In **small household and audio/video appliances, mobile phones, computers, and photo equipment** the sole leader is *rozetka.com.ua*. Among Internet **book** stores *bookclub.ua* is the leader, followed by *petrovka.ua*. For **perfumery**, *ua.oriflame.com* ranks first. In **cosmetics** a distinct leader is lacking, with the breakdown between key market players not exceeding 3.5%.

| <i>Top 10 goods categories</i> | <i>Internet store</i> | <i>% of respondents within category who purchased items through shop</i> |
|--------------------------------|-----------------------|--|
| Clothes | bonprix.ua | 53.5 |
| Computers | rozetka.com.ua | 40.3 |
| Small household appliances | rozetka.com.ua | 22.1 |
| Audio/video appliances | rozetka.com.ua | 32.9 |
| Mobile phones | rozetka.com.ua | 41.2 |
| Photo equipment | rozetka.com.ua | 39.2 |
| Books | bookclub.ua | 53.9 |
| Perfumery | ua.oriflame.com | 12.6 |

| | | |
|-----------|-----------------|------|
| | aromat.kiev.ua | 7.7 |
| | yves-rocher.ua | 4.9 |
| | marykay.ua | 3.2 |
| | parfum.net.ua | 3 |
| Cosmetics | ua.oriflame.com | 19.4 |
| | yves-rocher.ua | 16 |
| | avon.ua | 14.8 |
| | marykay.ua | 7.6 |
| | makeup.com.ua | 5.8 |
| | greenmama.ua | 5.6 |

Internet shopping limiting factors

Among the main factors that limit Ukrainians from buying goods through Internet stores are:

- lack of possibility to check the quality of goods purchased (61.6%);
- lack of trust in Internet stores (34.2%)
- lack of possibility to see the goods purchased (30.6%);
- absence of goods warranties (24.5%);
- delivery problems (14.3%).

Delivery problems are more critical in the West (where they mostly have to do with duration of the delivery process) and the North of Ukraine (where many possible shoppers live outside of delivery zones).

Internet shopping geography.

Kiev and the Northern region are Ukraine's most active regions for Internet shopping. The Eastern and Western regions are the least active.

Gender categories and age profile.

Male and female category differences proved to be traditional. "Purely male" goods involve auto-related equipment and computer equipment; female consumers buy clothes, children's goods, cosmetics, and books through the Internet. Perfumery, mobile phones, small home appliances, and sporting goods are equally popular among both females and males.

In general, the most popular goods categories (clothes, mobile phones, computers, small home appliances, and books) are evenly popular in all age groups. Age differences revealed themselves in some other segments. Home appliances are most frequently purchased online by the 25-34 age group. The major customers for cameras and photo accessories are young consumers, while older consumers (35-54 years old) are much less interested in that category. The digital media segment evinces the opposite situation. The accessibility of interactive

resources with open access has kept young people away from buying CDs and DVDs, while middle-aged and older consumers remain active in this segment.

Additional Information

If You will decide to publish this information in any form, please do not forget to attach following reference:

2011 Country Profile of the American Chamber of Commerce in Ukraine.

UMG International

UMG International (UMG®) is one of the leaders in the marketing research sphere in Ukraine according to UAM in 2007 – 2010. It carries out projects in Ukraine and countries of CIS.

The head office of the UMG International is located in Kiev and counts more than 80 specialists. The number of interviewers throughout all regions of Ukraine is more that 1700 people. UMG International has own data processing center, CATI center and own FGI premises.

Membership in public organizations:

ESOMAR, AMA, UAM, ACC

Main directions of marketing research at UMG International

- Study of Brands strategies in dynamics
- Evaluation of creative ideas of a product, package, communication and positioning
- Estimation of advertising campaign effectiveness
- Study of consumers' values and needs
- Study of price elasticity and optimization of product portfolio

Calculation of ROI (return on investment), etc.

Source: www.umg.ua

195-43-7. Results Of XII Congress Of United Russia Party

Following the results of the United Russia party Congress, the adherents of Putin and Medvedev have strengthened their support for the top officials, whereas the opponents have strengthened their dislike for these leaders.

MOSCOW, October 6, 2011. Russian Public Opinion Research Center (VICOM) presents the data describing how many Russians are aware about the Congress that have recently taken place; how the decisions of the Congress have influenced public attitudes toward D.Medvedev and V.Putin. For the full press release please go to: <http://www.vybory.wciom.ru/>

Most of Russians have heard about the 12th Congress of the United Russia party that took place in late September (73%); however the level of the awareness is superficial:55% of respondents have heard something about it; only 18% are well aware. Twenty-four percent of Russians have heard about the Congress for the first time during the interview. Those who are well aware are Muscovites and St.Petersburgians (32%), Russians aged above 45 (22-24%). Remarkably, supporters of Fair Russia party are well informed about the Congress (28%), whereas the supporters of the United Russia party are less informed (20%). Those who did not know anything about the Congress are absentees (31%), young Russians (40%) and residents of big cities (29%).

Among Russians who approve of the performance of Vladimir Putin as prime-minister (62% of the total number of respondents) more than one-quarter report they have started to treat him better after the Congress (28%). Among those who negatively assess the performance of Putin thirty-one percent say now they perceive him more negatively. In general, both groups of

respondents did not substantially change their attitudes towards prime-minister after the Congress (62-63%).

The situation with D. Medvedev looks similar: those who approve of his performance (58% of total number of respondents) as well as those who assess his work negatively report that the results of the Congress did not influence their attitudes (66 and 64% respectively). At the same time, every fifth respondent who approves of the performance of the president has improved the vision of him (22%); whereas the attitudes of 27% of those who negatively assess his work have worsened.

The Congress's results have also had little impact on the public attitudes toward the United Russia party: 67% did not change their attitudes. They are basically supporters of the United Russia party (70%), non-parliament parties (74%) and absentees (72%). The remainder were divided equally into those who have started to treat this party better (12%) and those who did not (13%). Those who have improved their attitudes are supporters of the United Russia party (22%); whereas those who have started to treat the party negatively are CPRF party's adherents (32%).

The initiative Russian opinion polls were conducted October 1-2, 2011. 1600 respondents were interviewed at 138 sampling points in 46 regions of Russia. The margin of error does not exceed 3.4%.

| The United Russia party has held its 12th Congress last week. Have you heard about that? (close-ended question, one answer) | | | | | | | |
|--|-------------------|-----------------------|-------|-------------|----------------|------------------------|-----------------------------|
| | Total respondents | Supporters of parties | | | | | |
| | | C PRF | L DPR | Fair Russia | Uni ted Russia | Non-Parliament parties | I would take part elections |
| Yes, a lot | 18 | 2 | 1 | 28 | 20 | 18 | 8 |
| I heard something, but without any details | 55 | 9 | 5 | 53 | 54 | 65 | 58 |
| I hear for the first time | 24 | 8 | 2 | 19 | 23 | 18 | 31 |
| Hard to tell | 3 | 2 | 5 | 0 | 3 | 0 | 3 |

| Have you changed your attitude toward Vladimir Putin after the decisions taken during the Congress (close-ended question, one answer) | | |
|--|---|---|
| | Those who approve of the performance of president | Those who did not approve of performance of president |
| No, I did not change my attitude | 63 | 62 |
| Yes, I have improved my attitude | 28 | 2 |
| Yes, my attitude has changed for the worse | 4 | 31 |
| Hard to tell | 5 | 4 |

| Have you changed your attitude toward Dmitry Medvedev after the decisions taken during Congress? (close-ended question, one answer) | | |
|---|---|---|
| | Those who approve of the performance of president | Those who did not approve of the performance of president |
| No, I did not change my attitude | 66 | 64 |
| Yes, I have improved my attitude | 22 | 3 |
| Yes, my attitude has changed for the worse | 5 | 27 |
| Hard to tell | 6 | 5 |

| Have you changed your attitude toward United Russia party after the decisions taken during Congress? (close-ended question, one answer) | | | | | | | |
|---|-------------------|-------|-------|-------------|---------------|------------------------|-----------------------------|
| | Total respondents | C PRF | L DPR | Fair Russia | United Russia | Non-Parliament parties | I would take part elections |
| No, I did not change my attitude | 67 | 16 | 46 | 57 | 70 | 74 | 72 |
| Yes, my attitude has changed for the worse | 13 | 23 | 52 | 24 | 2 | 15 | 15 |
| Yes, I have improved my attitude | 12 | 2 | 5 | 14 | 22 | 6 | 2 |
| Hard to tell | 8 | 6 | 5 | 5 | 5 | 6 | 11 |

Source: <http://www.wciom.com/index.php?id=61&uid=606>

195-43-8. Major Russia'S Problems: Inflation, Housing And Communal Services And Standard Of Living

Today Russians are more worried about inflation, problems in housing and communal services sector and low living standards.

MOSCOW, September 4, 2011. Russian Public Opinion Research Center (VICOM) presents the data describing what problems Russians think are most important for Russia today.

Three major national problems still include inflation (53%), situation in housing and communal services sector (52%) and low living standards (51%). Other important problems that

Russia is facing today are alcoholism and drug abuse (48%), corruption and bureaucracy (42%), and unemployment (40%).

This is followed by health care issues (38%), pension provision, situation of youth (35% for each), problem of crime (27%), situation in education sphere, state of moral (24% for each).

Russians are least worried about issues referring to the influence of oligarchs on the life of the country (20%), situation in the army (19%), economy and ecology (18% for each), demography and terrorism (17% for each), delayed payment of salaries (13%). As before, least important issue for Russians is democracy and human rights (11%).

Over the recent month Russians have paid **more attention** to the situation in housing and communal services sector (from 46 to 52%). They have put less attention to alcohol abuse (from 55 to 48%), unemployment (from 45 to 40%), and crime (from 31 to 27%).

Supporters of the CPRF party are greatly concerned about pension provision (50%); supporters of the **LDPR party** are anxious about the problems of the housing and communal services sector (55%). This issue is also important for the electorate of the **Fair Russia party** (59%); they also mention inflation (59%) and corruption (56%). Supporters of the **United Russia party** are seriously concerned about alcoholism and drug abuse (53%). Non-parliament parties' adherents point out situation in housing and communal services sector among important ones (55%).

The initiative Russian opinion polls were conducted September 24-25, 2011. 1600 respondents were interviewed at 138 sampling points in 46 regions of Russia. The margin of error does not exceed 3.4%.

| Which of the following problems you think are the most important for Russia today? (close-ended question, up to 7 answers) | | | | | | | |
|--|------------|-------------|------------|-------------|--------------|---------------|---------|
| | I.20 11 | IV.2 011 | V.20 11 | VI.2 011 | VII. 2011 | VIII. 2011 | IX.2011 |
| Inflation | 59 | 60 | 60 | 47 | 48 | 56 | 53 |
| Situation in housing and communal services sector | 52 | 54 | 42 | 51 | 47 | 46 | 52 |
| Low living standards | 51 | 47 | 43 | 52 | 49 | 52 | 51 |
| Alcoholism and drug abuse | 47 | 56 | 60 | 56 | 50 | 55 | 48 |
| Corruption and bureaucracy | 48 | 47 | 43 | 41 | 43 | 43 | 42 |
| Unemployment | 39 | 45 | 43 | 47 | 45 | 45 | 40 |
| Situation in health care sector | 32 | 36 | 33 | 40 | 33 | 38 | 38 |
| Situation of youth | 32 | 32 | 31 | 34 | 34 | 37 | 35 |
| Pension provision | 40 | 31 | 36 | 32 | 34 | 37 | 35 |
| Crime | 30 | 31 | 32 | 36 | 31 | 31 | 27 |
| Situation in education | 14 | 19 | 26 | 20 | 19 | 21 | 24 |
| State of moral | 18 | 18 | 21 | 25 | 19 | 26 | 24 |
| Influence of oligarchs on political and economic life of the country | 18 | 20 | 20 | 19 | 23 | 23 | 20 |

| | | | | | | | |
|--|----|----|----|----|----|----|----|
| Situation in army | 11 | 12 | 15 | 14 | 18 | 21 | 19 |
| Ecology and environment | 20 | 17 | 16 | 22 | 19 | 19 | 18 |
| Economy (economic crisis) | 16 | 10 | 10 | 18 | 16 | 17 | 18 |
| Terrorism | 15 | 26 | 25 | 22 | 22 | 16 | 17 |
| Demographic situation (fertility, mortality) | 7 | 15 | 16 | 12 | 16 | 15 | 17 |
| Delayed payment of salaries | 17 | 12 | 13 | 10 | 16 | 12 | 13 |
| Democracy and human rights | 10 | 10 | 10 | 9 | 13 | 12 | 11 |
| National security | 8 | 8 | 9 | - | - | - | - |
| Extremism, fascism | 9 | 5 | 8 | - | - | - | - |
| Interethnic and interconfessional relations | 6 | 7 | 8 | - | - | - | - |
| Position of Russia in the world | 5 | 4 | 5 | - | - | - | - |
| Relations with the CIS countries | 4 | 4 | 5 | - | - | - | - |
| Hard to tell | 0 | 0 | 1 | 1 | 1 | 1 | 1 |

Source: <http://www.wciom.com/index.php?id=61&uid=605>

195-43-9. Russians Are Confident That Businessmen Have No Place In Politics.

Those Russians willing to leave their country are driven by the opportunities to increase their standard of living. However, potential emigrants are rarely active to achieve their goals.

MOSCOW, September 28, 2011. Russian Public Opinion Research Center (VCIOM) presents the data describing why Russians would like to leave Russia, and what they do for that.

The major reason behind the desire of Russians to move abroad is the opportunities to improve the standard of living (42%). Rarer respondents mark their desire to live where there is more order (18%), more perspectives (15%), or to live in a particular country (12%). Less important reasons are strive for safety (5%) or desire to be close to relatives (7%).

Those who would like to move abroad because they want to live in a particular country are Russians aged 18-24 (19%). Russians aged 45-59 point out the desire to be close to their relatives (12%).

Those Russians who are willing to leave the country limit themselves to collecting the information about the country they want to move to (20%) and getting advice from the emigrants they know (19%). Sixteen percent of respondents study foreign language; 11% search for a job; 9% save up money to move; 8% choose resettlement program. Those who search for education programs (4%), who would like to get additional education (2%), who try to find a job abroad or ways to get married to a foreigner (1% for each) are in the minority. Twenty percent do nothing.

Young Russians are most active in their desire to move abroad. Mainly young Russians aged 18-24 are those who collect information about the country they want to move (26%), get advice from their friends (29%), study foreign languages (29%), search for a job abroad (16%). On the

contrary, those who do nothing to move abroad are mainly respondents of pre-retirement or retirement age (28-29%).

The initiative Russian opinion polls were conducted September 10-11, 2011. 1600 respondents were interviewed at 138 sampling points in 46 regions of Russia. The margin of error does not exceed 3.4%.

| If you want to move to another country, why? (open-ended question, any number of answers, % of those who would like to move) | | | | | | |
|---|-------------------|------------|------------|------------|------------|----------------|
| | Total respondents | Aged 18-24 | Aged 25-34 | Aged 35-44 | Aged 45-59 | Aged and above |
| Improve standard of living | 42 | 41 | 41 | 40 | 44 | 43 |
| More order | 18 | 22 | 16 | 23 | 9 | 0 |
| More perspectives | 15 | 19 | 13 | 4 | 19 | 0 |
| I like the country | 12 | 19 | 9 | 9 | 7 | 14 |
| Move to friends/relatives | 7 | 3 | 7 | 6 | 21 | 7 |
| Safer/calm | 5 | 3 | 5 | 6 | 7 | 7 |
| Other | 2 | 2 | 4 | 3 | 0 | 0 |
| Hard to tell | 14 | 10 | 13 | 11 | 9 | 29 |

| Do you do anything to move abroad now or in the future? (close-ended question, any number of answers, % of those who want to move) | | | | | | |
|---|-------------------|------------|------------|------------|------------|-------------------|
| | Total respondents | Aged 18-24 | Aged 25-34 | Aged 35-44 | Aged 45-59 | Aged 60 and above |
| I collect information about the country I want to move to | 20 | 26 | 20 | 20 | 16 | 7 |
| I get advice from my friends to have already moved | 19 | 29 | 14 | 14 | 21 | 7 |
| I learn foreign language | 16 | 29 | 13 | 6 | 16 | 0 |
| I search for a job abroad | 11 | 16 | 11 | 11 | 7 | 0 |
| I save up money | 9 | 10 | 11 | 11 | 5 | 0 |
| I search for the information about the resettlement programs | 8 | 3 | 14 | 9 | 7 | 0 |
| I look for an educational program I need | 4 | 7 | 2 | 3 | 5 | 7 |

| | | | | | | |
|---|----|----|----|----|----|----|
| I get additional education, attend courses that will help me to find a job abroad | 2 | 5 | 0 | 3 | 2 | 0 |
| I search for easy ways to get married to a foreigner | 1 | 3 | 0 | 3 | 0 | |
| I search for (I have found) a job in international company with the perspectives to move abroad | 1 | 2 | 0 | 6 | 0 | 0 |
| I do nothing | 20 | 10 | 20 | 23 | 28 | 29 |
| Hard to tell | 30 | 18 | 40 | 26 | 30 | 57 |

Source: <http://www.wciom.com/index.php?id=61&uid=604>

WEST EUROPE

195-43-10. Consumers Tightening Their Belts This Christmas

October 17, 2011

As the weakening economy continues to dent consumer confidence, new research from the annual YouGov SixthSense Christmas Spending Intentions Survey suggests that consumers will be tightening their belts across all categories of expenditure this festive season.

The hardest hit category will be gifts for family and friends, with just under a quarter of the population (23%) saying that they plan on spending less than last year and only 12% saying that they will spend more. Furthermore, it appears to be low-cost items that dominate the consumer Christmas gift shopping list this year, with books registering as the most popular intended gift, followed by clothing and CDs/DVDs. More expensive items such as laptops, tablets and computer consoles are at the bottom of the shopping list.

“It isn’t a case of Christmas being cancelled this year,” says James McCoy, Research Director for YouGov SixthSense, “but simply downgraded slightly as consumers struggle to afford the luxuries of the festive season.”

Spend on Christmas cards and Christmas-related decorations will also be hit this year, with a fifth of consumers planning to cut back on the amount they spent last year in this category. Even food and drink for home consumption is likely to suffer, with 16% planning on cutting back – bad news for the UK’s largest grocery retailers, who have seen sales suffer as shoppers turn to discounters.

However, there is a glimmer of hope amongst the doom and gloom: while half the population sticks to a set budget for Christmas gift spending, the other half usually spends more than they intended. At the same time, a third of consumers admit that, although money is tight, they plan on ‘splashing out’.

And while the grocery retailers may be battling it out for their share of spend, there’s one area where consumers are flocking to in droves: the internet. 84% of consumers will be buying at least one gift online this year. Furthermore, approaching a third intends on buying all or most of their Christmas gifts via the internet.

“Consumers have become rather savvy in their bargain hunting, particularly at Christmas,” says James McCoy. “Internet deals and last minute bargains allow for significant saving, even if it means a bit of extra work.”

Notes to Editors

All figures, unless otherwise stated are from YouGov Plc. Total sample size was 1050 GB adults, aged 16+. The data has been weighted to be representative of the British adult population

as a whole. Fieldwork was undertaken between the 26th and 27th September 2011. The survey was carried out online.

Source: <http://www.yougov.co.uk/corporate/pdf/YG-press-ConTightenbeltsXmas.pdf>

195-43-11. Half of Germans Are Obese and Overweight

Obese Germans more than six times as likely as normal weight and underweight to have diabetes

October 27, 2011

BERLIN -- Half of German adults are obese (13.7%) and overweight (36.4%), similar to the 54.5% in the United Kingdom, but significantly less than the 62.1% in the United States.

Germans Less Likely Than Americans and Britons to Be Obese

Among adults aged 18 and older

| | Germany | United Kingdom | United States |
|-----------------|---------|----------------|---------------|
| % Obese | 13.7 | 21.3 | 26.1 |
| % Overweight | 36.4 | 33.2 | 36.0 |
| % Normal weight | 47.9 | 43.1 | 36.2 |
| % Underweight | 2.0 | 2.4 | 1.8 |

March-September 2011

Gallup-Healthways Well-Being Index

GALLUP

These data were collected as part of the Gallup-Healthways Well-Being Index from March to September 2011 in Germany, the U.K., and the U.S.

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

Low-Income and Older Germans Among Most Likely to Be Obese or Overweight

Low-income adults and those aged 45 and older are among the most likely in Germany to be overweight or obese, while high-income and younger Germans are the least likely. More than 1 in 5 Germans in the lowest income category (1,400 euros or less a month) are obese, compared with about 1 in 10 Germans who earn 5,451 or more euros a month. More than 50% of those aged 45 and older are overweight and obese, compared with 26.3% of those aged 18 to 29.

While German men and women are about equally as likely to be obese, men are significantly more likely than women are to be overweight -- 42.3% vs. 30.7%, respectively. These gender differences hold when controlling for age and income.

BMI Groups in Germany, by Monthly Household Income, Gender, and Age

Sorted by percentage obese

| | % Obese | % Overweight | % Normal weight and underweight |
|----------------------|----------------|---------------------|--|
| 0 to 1,400 euros | 21.4 | 36.0 | 42.6 |
| Aged 45 to 64 | 17.2 | 39.3 | 43.5 |
| Aged 65 and older | 16.5 | 42.5 | 41.0 |
| Men | 14.8 | 42.3 | 42.9 |
| 1,401 to 2,750 euros | 14.3 | 39.5 | 46.2 |
| Women | 12.7 | 30.7 | 56.6 |
| 2,751 to 5,450 euros | 12.0 | 38.6 | 49.3 |
| Aged 30 to 44 | 10.9 | 37.2 | 51.9 |
| 5,451 or more euros | 9.7 | 34.2 | 56.1 |
| Aged 18 to 29 | 6.4 | 19.9 | 73.7 |

March-September 2011

Gallup-Healthways Well-Being Index

GALLUP

Obese and Overweight Adults Much More Likely to Have Chronic Conditions

There is a clear link between obesity and poor health in Germany. Obese Germans are more than twice as likely as normal weight and underweight Germans to have high blood pressure, high cholesterol, and to have suffered a heart attack. Those who are obese are more than six times as likely as those who are normal weight and underweight to have diabetes.

Obese and Overweight Germans Much More Likely to Have Chronic Conditions

Have you ever been told by a physician or nurse that you have any of the following, or not?

Percentage who say yes

| | Obese | Overweight | Normal weight and underweight |
|---------------------|--------------|-------------------|--------------------------------------|
| High blood pressure | 50.8% | 33.7% | 16.4% |
| High cholesterol | 27.7% | 18.7% | 11.9% |
| Diabetes | 20.0% | 10.8% | 3.4% |
| Heart attack | 11.0% | 6.5% | 3.2% |

March-September 2011

Gallup-Healthways Well-Being Index

GALLUP

While the linkages between obesity and chronic conditions are well-documented, these data underscore the extent of the obesity problem in Germany. They also mirror what Gallup and Healthways have found in the United States.

Implications

More than half of the adult population in Germany is overweight and obese, making them more likely to suffer from chronic conditions such as high blood pressure, high cholesterol,

diabetes, or heart attacks. Low-income Germans and those aged 45 and older are among the most likely to be in this situation.

Obesity and associated chronic conditions are a major drain on individuals, workplaces, and societies. They increase healthcare costs and decrease productivity and overall wellbeing. Gallup and Healthways have also recently documented the significant costs of obesity and related diseases to workplaces in the U.S. -- more than \$153 billion per year -- and the U.K. -- more than 21 billion pounds per year.

German leaders are becoming increasingly aware of and committed to improving their nation's weight problems. For example, there was a recent public debate in Germany and Europe on how to better inform consumers with more appropriate nutritional labeling of food products. Denmark has gone a step further by being the first country to introduce a special tax on food with high saturated fat content. The behavioral data collected through the Gallup-Healthways Well-Being Index can inform this debate with detailed and timely information and thus help leaders in government, business, and civil society shape policies and outcomes that improve Germans' health.

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 from March 7-Sept. 30, 2011, with a random sample of 6,514 adults, aged 18 and older, living in Germany, 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 ± 1.62 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones. Samples are weighted by gender, age, education, region, adults in the household, and cell phone status. Demographic weighting targets are based on the most recently published population data from the German Statistics Office. All reported margins of sampling error include the computed design effects for weighting and sample design.

Results from the U.K. and the U.S. are based on telephone interviews conducted as part of the Gallup-Healthways Well-Being Index survey from March 1-Sept. 30, 2011, with a random sample of 6,295 adults in the U.K. and 200,294 adults in the U.S., aged 18 and older, 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 ± 1.45 percentage points in the U.K. and less than ± 1 percentage point in the U.S.

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/150359/Half-Germans-Obese-Overweight.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20USA%20-%20Wellbeing

195-43-12. Two-in-Five British Voters Are Currently Supporting Labour

(10/25/11) -

The approval rating for David Cameron and Nick Clegg fall to the lowest level since the coalition was installed.

The opposition Labour Party remains the most popular political organization in Britain, a new Angus Reid Public Opinion poll has found.

The online survey of a representative sample of 2,003 British adults also shows that the approval rating for both David Cameron and Nick Clegg has fallen to the lowest level since the coalition formed the government following the 2009 General Election.

Voting Intention

Across Britain, 41 per cent of decided voters and leaners (+2 since September) say they would support the Labour candidate in their constituency in the next General Election.

The Conservative Party is second with 33 per cent (=), followed by their coalition partners—the Liberal Democrats—with 10 per cent (-1).

The United Kingdom Independence Party (UKIP) is next with seven per cent, followed by the Scottish National Party (SNP) with four per cent, the Green Party with two per cent, the British National Party (BNP) also with two per cent, and Plaid Cymru with one per cent.

Labour is the undisputed first choice for voters in the North (51%). The opposition party also holds a 12-point lead over the Conservatives in London (43% to 31%) and an eight-point advantage in Midlands and Wales (42% to 34%). The Tories are holding on to the top spot in the South of England (40% to 33%). In Scotland, the SNP is first (49%) followed by Labour (34%).

Approval

For the first time since he took office, the approval rating for Prime Minister David Cameron has dropped below the 40 per cent mark (38%, -3) and a majority of Britons (54%, +3) disapprove of the way he is handling his duties.

Only one-in-four respondents (25%, -1) approve of the performance of Deputy Prime Minister Nick Clegg. While the approval rating for Labour leader Ed Miliband remained stable at 32 per cent, his disapproval numbers rose to 50 per cent (+4).

Methodology: From October 21 to October 23, 2011, Angus Reid Public Opinion conducted an online survey among 2,003 randomly selected British adults who are Springboard UK panelists. The margin of error—which measures sampling variability—is +/- 2.2%. The results have been statistically weighted according to the most current education, age, gender and region data to ensure samples representative of the entire adult population of Great Britain. Discrepancies in or between totals are due to rounding.

Source:<http://www.angus-reid.com/polls/44103/two-in-five-british-voters-are-currently-supporting-labour/>

NORTH AMERICA

195-43-13. Obama Job Approval Showing Modest Improvement, Now 43%

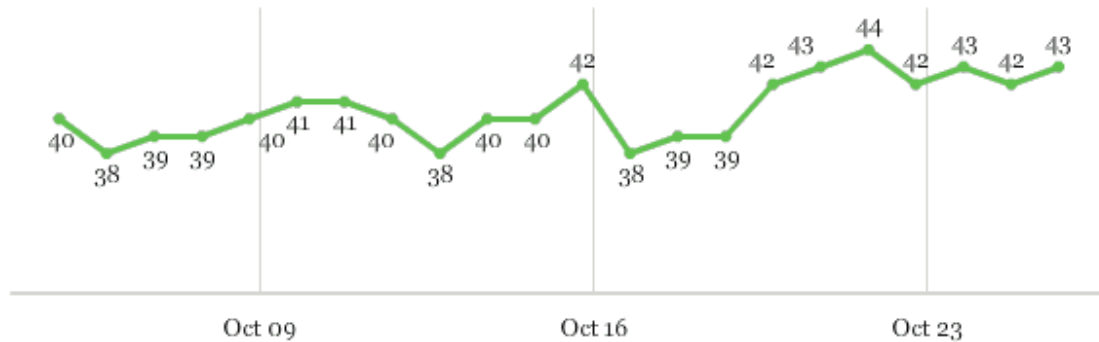
Rating is up from 40% in early October
October 27, 2011

PRINCETON, NJ -- President Barack Obama's job approval rating has shown modest improvement in the past week. His latest rating, based on Oct. 24-26 Gallup Daily tracking, is 43%, and his approval has been at or above 42% in each of the last seven days. In the prior two weeks, his averages were generally at or below 40%.

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

Gallup Daily tracking three day-rolling averages since Oct. 3-5

■ % Approve



GALLUP

More broadly, Obama's approval rating averaged 40% from Oct. 1-19, but 43% since Oct. 20.

The increase in Obama's approval rating could be tied to two recent major foreign policy events -- the death of Libyan President Moammar Gadhafi and Obama's announcement that virtually all U.S. troops would be withdrawn from Iraq by Dec. 31. Additionally, the U.S. stock market has shown gains this month, particularly in the past week.

The bit of positive momentum in Americans' evaluations of the president reverses the generally downward trend seen in recent months, including a personal low 41% quarterly approval average in his recently completed 11th quarter in office.

Obama also enjoyed a rally in approval earlier this year, after the United States' military found and killed Osama bin Laden. That rally persisted for several weeks before ultimately fading, with Obama's approval rating declining further in subsequent months.

Even with slightly greater approval in recent days, Obama remains below where most other elected first-term presidents were at similar points in their presidencies. Only Jimmy Carter, with a 31% approval average in October 1979, had a worse rating in October of his third year in office.

That means Obama remains in a danger zone as far as his re-election prospects are concerned. Presidents historically are re-elected when their approval ratings are at or above 50% on Election Day, though George W. Bush was re-elected with 48% approval in 2004.

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

Survey Methods

Results are based on telephone interviews conducted as part of Gallup Daily tracking Oct. 24-26, 2011, with a random sample of 1,565 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 ± 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.

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/150374/Obama-Job-Approval-Showing-Modest-Improvement.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

195-43-14. Tea Party Ideology More Popular for Americans Than Occupy Wall Street (10/27/11) -

Independents are more likely to say they are angrier over government spending and taxes than social inequality and corporate greed.

Americans are more likely to express empathy for the main message of the Tea Party movement than for the grievances that have been outlined recently during the Occupy Wall Street demonstrations, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,031 American adults, 51 per cent of respondents say they are angrier about the amount of money that the government spends, and how high taxes, the national debt and the federal budget deficit currently are.

Two-in-five Americans (40%) are angrier about social and economic inequality, corporate greed, and the influence of commercial interests and lobbyists on the U.S. government.

The notion that government is overspending and taxes are too high—which has been the main message of the Tea Party movement—resonated in all areas of the country, and is particularly popular among Republicans (79%). Conversely, the proportion of respondents who are angry about economic inequality—as expressed in several Occupy Wall Street rallies—is highest among Democrats (58%).

Views on Government

About half of Americans (49%) say there are some good things in the federal government, but many changes are required. However, while only six per cent of respondents believe the federal government works well, and only minor changes are needed to make it work better, two-in-five Americans (40%) think the federal government has so much wrong with it that it needs to be completely restructured.

Sizeable proportions of Republicans (45%) and Independents (43%) endorse the idea of restructuring the federal government, along with three-in-ten Democrats (31%).

Views on Capitalism

Two-in-five of Americans (41%) say there are some good things in American capitalism, but many changes are required. In addition, 21 per cent of respondents believe capitalism works well in America, and only minor changes are needed to make it work better, while a similar

proportion (22%) think capitalism in America has so much wrong with it that it needs to be completely restructured.

Republicans are the staunchest defenders of American capitalism in its current form (41% call for only minor changes), compared to Independents (21%) and Democrats (10%).

Analysis

As the United States heads to an election year, the effect of the two social movements that have spawned during the presidency of Barack Obama cannot be understated. Despite the recent protests related to corporate greed, most Americans continue to believe that the biggest problems in the country are government spending, taxes, debt and the deficit. At this point, the message of inequality and corporate greed is evidently not as predominant.

While four-in-five Republicans are aligning to the ideology of the Tea Party and expressing anger at the status quo, three-in-five Democrats share the concerns of the Occupy Wall Street demonstrators. Independents are definitely closer to the views of Republicans on the federal government, and certainly not as pessimistic as some Democrats in their assessment of capitalism.

Source: <http://www.angus-reid.com/polls/44108/tea-party-ideology-more-popular-for-americans-than-occupy-wall-street/>

195-43-15. No Approval Bounce for Obama and Congress in the United States

(10/24/11) -

Only two-in-five Americans are satisfied with the way the President is handling his duties, and Independents become more critical.

Public support for President Barack Obama remains low in the United States, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,031 American adults, 40 per cent of respondents (unchanged since September) approve of Obama's performance as president, while 52 per cent (-1) disapprove.

Obama is unable to reach the 50 per cent mark on approval in any of the country's four main regions, getting his best numbers in the West (47%). One third of Americans (34%) strongly disapprove of the president's performance, while 13 per cent strongly approve.

The approval rating for the U.S. Congress stands at 13 per cent (+1). Practically four-in-five Americans (78%, =) remain dissatisfied with its performance.

The level of strong approval for federal lawmakers in the U.S. remains at two per cent, while practically half of Americans (47%, -5) strongly disapprove of its actions.

The worst rating for Congress is in the Midwest, where only one-in-ten respondents (10%) approve of its performance.

Analysis

With an election year looming, the hostility towards Congress is widespread. While Democrats are slightly more likely to regard the work of federal lawmakers in a positive light (21%), fewer Republicans (12%) and Independents (7%) concur.

The situation is also complex for the incumbent president, who relied on the support of many Independents to win the 2008 election. As expected, many Democrats are still supportive of Obama (72%) and only 12 per cent of Republicans feel he is doing a good job. Among Independents, the level of strong disapproval for the American president outranks the level of strong approval by a 6-to-1 margin (42% to 7%).

Methodology: From October 19 to October 20, 2011, Angus Reid Public Opinion conducted an online survey among 1,031 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/44100/no-approval-bounce-for-obama-and-congress-in-the-united-states/>

195-43-16. In U.S., High Interest in National Politics for Non-Election Year

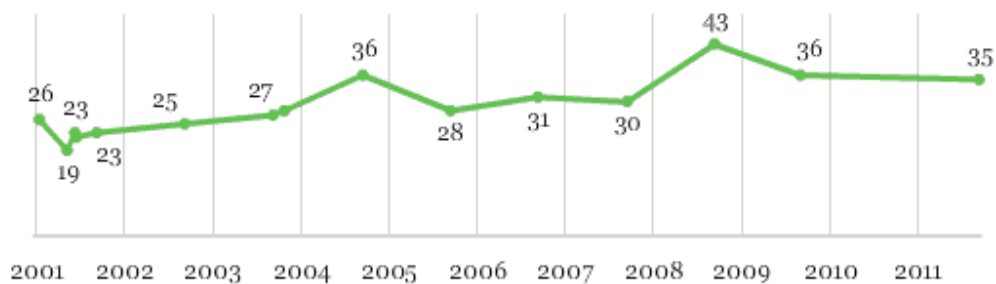
Conservatives' and seniors' interest is up the most compared with 2007
 October 28, 2011

WASHINGTON, D.C. -- Americans' interest in national politics is holding at the elevated level seen in 2009 after record-high attention paid in 2008. More than one in three Americans (35%) say they are following news about national politics "very closely," a greater percentage than Gallup has found in non-election years prior to 2008.

Overall, how closely do you follow news about national politics -- very closely, somewhat closely, not too closely, or not at all?

2001-2011 trend

■ % Very closely



GALLUP

The findings are from a Gallup poll conducted Sept. 8-11, 2011. The 35% of Americans who say they are following news about national politics "very closely" is up from 30% in September 2007 and 27% in September 2003, when the nation was also 14 months away from a presidential election.

In the current survey, 45% of Americans say they are following news about national politics "somewhat closely," leaving 15% who say they are following it "not too closely" and 5% who say they are not following it at all. The combined 80% following the news very or somewhat closely this year is similar to the levels Gallup has measured since 2004.

Conservatives', Seniors' Interest Surges Most Compared With 2007

Certain groups are significantly more likely to be paying close attention to national political news today than they were at a similar time leading up to the 2008 presidential election. Conservatives, those 65 and older, Republicans, and postgraduates have all registered double-digit increases compared with September 2007. Americans aged 18 to 29 remain the least likely to say they are following national political news very closely.

*Percentage "Very Closely" Following National Politics News
Among Key Subgroups, September 2007 vs. September 2011*

Sorted by change

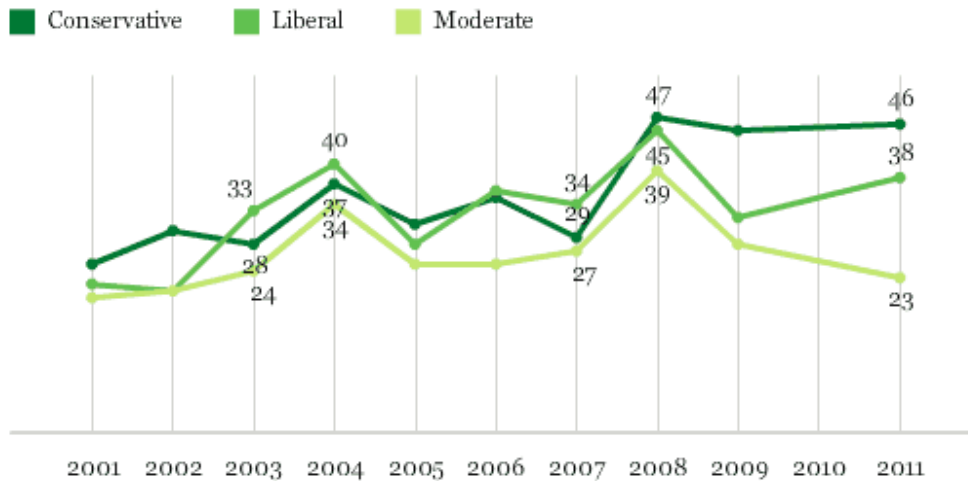
| | Sep 14-16, 2007 | Sep 8-11, 2011 | Change |
|----------------------|------------------------|-----------------------|--------------------|
| | % | % | (pct. pts.) |
| National adults | 30 | 35 | +5 |
| Conservatives | 29 | 46 | +17 |
| Aged 65 and older | 35 | 51 | +16 |
| Republicans | 31 | 43 | +12 |
| Postgraduates | 47 | 57 | +10 |
| High school or less | 20 | 28 | +8 |
| Some college | 30 | 37 | +7 |
| \$30,000 to \$74,999 | 29 | 36 | +7 |
| Democrats | 29 | 36 | +7 |
| Aged 50 to 64 | 40 | 46 | +6 |
| \$75,000 or more | 39 | 45 | +6 |
| Women | 26 | 32 | +6 |
| Men | 34 | 39 | +5 |
| Liberals | 34 | 38 | +4 |
| Aged 30 to 49 | 27 | 30 | +3 |
| Less than \$30,000 | 21 | 24 | +3 |
| Independents | 29 | 31 | +2 |
| College graduates | 34 | 34 | 0 |
| Aged 18 to 29 | 14 | 14 | 0 |
| Moderates | 27 | 23 | -4 |

GALLUP

Conservatives' current heightened interest in national politics essentially matches the record-high level of interest they showed in 2008, just before that year's presidential election. This is especially noteworthy, considering the 2008 survey was conducted just after the Republican National Convention that year. In contrast, liberals' and moderates' interest is down from September 2008.

Percentage "Very Closely" Following National Politics News, by Ideology

Trend since 2001



Implications

More Americans are following news about national politics very closely than is typical for a non-election year. The heightened level of interest likely results from a combination of factors, including the extreme dissatisfaction with the country's direction, a high level of worry about the economy, and historic dissatisfaction with how the nation is being governed.

Conservatives and seniors are among the key constituencies paying closer attention to news about national politics than is the norm for a non-election year. Conservatives' heightened level of interest could potentially be related to the Tea Party's rise as a political force. At the same time, it is noteworthy that liberals and moderates do not show a similar uptick in interest, given the prominent news coverage of the Occupy Wall Street movement at this time.

Seniors may be keeping close tabs on the fate of their retirement benefits. Postgraduates are the only ones among the most attentive groups who express majority approval of President Obama, suggesting they may be monitoring his chances for re-election.

Whatever the causes, the current elevated level of interest in national politics could point to record interest in next year's presidential election, because interest generally increases in presidential election years. Considering the likelihood that interest in national political news and enthusiasm about voting are related, the groups paying the most attention are likely to be significant voting blocs to be reckoned with come November 2012.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Sept. 8-11, 2011, on the Gallup Daily tracking survey, with a random sample of 1,017 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia.

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

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

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

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

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

Source: http://www.gallup.com/poll/150413/High-Interest-National-Politics-Non-Election-Year.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

195-43-17. Republicans Nationwide Are Similar in Composition to 2008

Remain more likely to be conservative, married, and religious
October 28, 2011

PRINCETON, NJ -- The Republican Party in 2011 looks similar, demographically and ideologically, to the Republican Party that nominated John McCain in 2008. As a group, Republicans continue to be more likely than average to be male, white, married, and religious, and to describe their political views as "conservative."

These results are based on a special Gallup analysis of the demographic and ideological composition of the U.S. population today (based on Gallup Daily tracking from June through August 2011) versus at the start of 2008 (from January through March, when the GOP presidential nomination was being decided).

For this analysis, the Republican population is defined as those who either identify as Republicans, or who identify as independents but say they lean toward the Republican Party. Thirty-seven percent of Americans identified as or leaned Republican from January-March 2008, and 40% identified as Republicans from June-August 2011.

Detailed below are the major differences between Republicans and the larger U.S. adult population, and changes since 2008.

1. Republicans are much more conservative than the national average, as they were in 2008. Yet despite the high profile of conservative Tea Party movement activists within the Republican Party over the past several years, Republicans as a whole are not substantially more conservative now. Over this period, conservative identification has grown by two percentage points among all Americans, and by three points among Republicans.

This doesn't mean, of course, that conservative Republicans are not more active now than they were in 2008. But the overall ideological composition of the GOP has not changed materially -- with roughly two in three Republicans and Republican leaners identifying as politically conservative.

Ideological Composition of National Adults and of Republicans in 2008 and 2011

| | January- March 2008 % | June- August 2011 % | Difference (pct. pts.) |
|----------------------------|-----------------------------|---------------------------|---------------------------|
| REPUBLICANS/LEANERS | | | |
| Conservatives | 65 | 68 | 3 |
| Moderates | 29 | 26 | -3 |
| Liberals | 6 | 6 | 0 |
| U.S. ADULTS | | | |
| Conservatives | 40 | 42 | 2 |
| Moderates | 38 | 37 | -1 |
| Liberals | 22 | 21 | -1 |

Gallup Daily tracking

GALLUP

2. The U.S. population as a whole is slightly more likely to be female than male, while **Republicans are slightly more likely to be male than female -- although slightly less so today than in 2008.** The Republican Party's gender skew largely explains the gender gaps seen in voting behavior and presidential job approval.

Gender Composition of National Adults and of Republicans in 2008 and 2011

| | January- March 2008 % | June- August 2011 % | Difference (pct. pts.) |
|----------------------------|-----------------------------|---------------------------|---------------------------|
| REPUBLICANS/LEANERS | | | |
| Male | 54 | 53 | -1 |
| Female | 46 | 47 | 1 |
| U.S. ADULTS | | | |
| Male | 48 | 49 | 1 |
| Female | 52 | 51 | -1 |

Gallup Daily tracking

GALLUP

3. **Republicans are significantly more likely than the overall population to be non-Hispanic whites -- 87% vs. 72%, respectively, in 2011 -- and this has not changed since 2008.** Most of the remaining Republicans (7%) are Hispanic, while 3% are black. The 12% of Republicans who are nonwhite contrasts with the 26% of all U.S. adults in this category.

Racial and Ethnic Composition of National Adults and of Republicans in 2008 and 2011

| | January- March 2008 % | June- August 2011 % | Difference (pct. pts.) |
|----------------------------|-----------------------------|---------------------------|---------------------------|
| REPUBLICANS/LEANERS | | | |
| Non-Hispanic white | 87 | 87 | 0 |
| Nonwhite | 12 | 12 | 0 |
| Black | 2 | 3 | 1 |
| Hispanic | 7 | 7 | 0 |
| U.S. ADULTS | | | |
| Non-Hispanic white | 74 | 72 | -2 |
| Nonwhite | 25 | 26 | 1 |
| Black | 10 | 11 | 1 |
| Hispanic | 11 | 13 | 2 |

Gallup Daily tracking

GALLUP

4. Republicans are more likely than the public at large to say they regularly attend their church or other place of worship; however, this distinction has diminished slightly since 2008. Forty percent of Republicans today say they attend church weekly, down from 43% in 2008. But there has also been a decline in weekly church attendance nationally since 2008, from 34% to 33%.

Frequency of Church Attendance Among National Adults and Among Republicans in 2008 and 2011

| | January- March 2008 % | June- August 2011 % | Difference (pct. pts.) |
|----------------------------|-----------------------------|---------------------------|---------------------------|
| REPUBLICANS/LEANERS | | | |
| Weekly | 43 | 40 | -3 |
| Nearly weekly/Monthly | 20 | 21 | 1 |
| Seldom/Never | 36 | 38 | 2 |
| U.S. ADULTS | | | |
| Weekly | 34 | 33 | -1 |
| Nearly weekly/Monthly | 20 | 20 | 0 |
| Seldom/Never | 45 | 46 | 1 |

Gallup Daily tracking

GALLUP

5. Republicans are more likely to identify as Protestants, and less likely to say they have no religious identity, than is the overall adult population, and these patterns are unchanged from 2008. The percentage of all Americans and of Republicans who say they are Catholic has decreased slightly over this time.

Religious Preference of National Adults and of Republicans in 2008 and 2011

| | January- March 2008 % | June- August 2011 % | Difference (pct. pts.) |
|----------------------------|-----------------------------|---------------------------|---------------------------|
| REPUBLICANS/LEANERS | | | |
| Protestant/Other Christian | 61 | 62 | 1 |
| Catholic | 23 | 22 | -1 |
| Other | 7 | 6 | -1 |
| None | 7 | 9 | 2 |
| U.S. ADULTS | | | |
| Protestant/Other Christian | 53 | 53 | 0 |
| Catholic | 25 | 23 | -2 |
| Other | 8 | 7 | -1 |
| None | 12 | 15 | 3 |

Gallup Daily tracking

GALLUP

6. Republicans are significantly more likely to be married than the U.S. population as a whole, as was true in 2008. The percentage of adults in the U.S. population who are married has dropped since 2008, as has the percentage of Republicans who are married, but each by a similar amount.

Marital Status of National Adults and of Republicans in 2008 and 2011

| | January- March 2008 % | June- August 2011 % | Difference (pct. pts.) |
|----------------------------|-----------------------------|---------------------------|---------------------------|
| REPUBLICANS/LEANERS | | | |
| Married | 67 | 62 | -5 |
| Not married | 32 | 37 | 5 |
| U.S. ADULTS | | | |
| Married | 57 | 53 | -4 |
| Not married | 42 | 47 | 5 |

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7. Republicans are more likely than the population as a whole to reside in higher-income households (those earning \$90,000 or more per year). Twenty-three percent of

Republicans who responded about their income are in upper-income households, compared with 18% of all Americans who responded. However, fewer Americans and Republicans fall into that high-income range than did so in 2008, perhaps an effect of the slow U.S. economy over the last three years.

*Household Income of National Adults and of Republicans in 2008 and 2011**

| | January- March 2008 % | June- August 2011 % | Difference (pct. pts.) |
|----------------------------|-----------------------------|---------------------------|---------------------------|
| REPUBLICANS/LEANERS | | | |
| Under \$90,000 | 74 | 77 | 3 |
| \$90,000+ | 26 | 23 | -3 |
| U.S. ADULTS | | | |
| Under \$90,000 | 79 | 82 | 3 |
| \$90,000+ | 21 | 18 | -3 |

*Don't know/Refused removed and percentages rebased

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Implications

The success of the Tea Party movement, essentially a subgroup of the larger Republican Party, in getting its preferred candidates nominated over establishment GOP choices in several elections in 2010 raised questions as to whether the Republican Party's direction was changing.

Gallup's analysis suggests the Republican rank-and-file, though slightly larger in number, is similar in demographic and ideological composition to what it was in 2008. From that perspective alone, it doesn't appear as if the GOP would necessarily reject a more moderate nominee (such as McCain in 2008) in favor of a more conservative one in 2012.

However, the selection of the Republican nominee for president will, as was the case in 2008, largely be determined by the candidates' strategies, whom they are running against, and how they fare in campaigning, debates, and early primaries and caucuses -- and not necessarily by who most closely matches the profile of Republicans nationally.

Survey Methods

Results are based on telephone interviews conducted as part of Gallup Daily tracking Jan. 2-March 31, 2008, and June 1-Aug. 31, 2011, with random samples of more than 88,000 adults each, aged 18 and older, living in all 50 U.S. states and the District of Columbia.

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

For results based on the total samples of 35,434 Republicans and Republican-leaning independents interviewed January-March 2008 and 39,095 Republicans and Republican-leaning independents interviewed June-August 2011, one can say with 95% confidence that the maximum margin of sampling error is ± 1 percentage point.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each daily 2011 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/150386/Republicans-Nationwide-Similar-Composition-2008.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

195-43-18. Majority of American Workers Not Engaged in Their Jobs

Highly educated and middle-aged employees among the least likely to be engaged
October 28, 2011

WASHINGTON, D.C. -- Seventy-one percent of American workers are "not engaged" or "actively disengaged" in their work, meaning they are emotionally disconnected from their workplaces and are less likely to be productive. That leaves nearly one-third of American workers who are "engaged," or involved in and enthusiastic about their work and contributing to their organizations in a positive manner. This trend remained relatively stable throughout 2011.

Gallup Employee Engagement Index

| | Quarter 4 2010 | Quarter 1 2011 | Quarter 2 2011 | Quarter 3 2011 |
|-----------------------|----------------|----------------|----------------|----------------|
| % Engaged | 28 | 30 | 30 | 29 |
| % Not engaged | 53 | 52 | 51 | 52 |
| % Actively disengaged | 19 | 18 | 19 | 19 |

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These findings are from a special Gallup Daily tracking series conducted on an ongoing basis since the fourth quarter of 2010 to explore American workers' engagement levels. Gallup's employee engagement index is based on worker responses to 12 actionable workplace elements with proven linkages to performance outcomes, including productivity, customer service, quality, retention, safety, and profit. Further research shows significant linkages between engagement at work and health and wellbeing outcomes.

Americans' levels of engagement at work are generally consistent with Gallup's trends on workplace engagement from various studies since 2000. The current percentage of engaged employees is similar to the historical high of 30% in 2001 to 2002 and 2006 to 2007. The percentage who are actively disengaged is near the high of 20% recorded in 2007 and 2008.

Highly Educated and Middle-Aged Workers Less Likely to Be Engaged

Americans who have at least some college education are significantly less likely to be engaged in their jobs than are those with a high school diploma or less. Additionally, workers

aged 30 to 64 are less likely to be engaged at work than are those who are younger or older. Workers aged 65 and older are the most likely to be engaged in their jobs.

Men are much less likely than women to be engaged at work. There are no significant differences in employee engagement by income level.

Percentage of Engaged Workers, by Demographics

| | % Engaged |
|-----------------------------------|-----------|
| AGE | |
| 18-29 | 32 |
| 30-44 | 28 |
| 45-64 | 28 |
| 65+ | 44 |
| EDUCATION | |
| High school or less | 34 |
| Technical/Vocational/Some college | 27 |
| College graduate | 28 |
| Postgraduate work or degree | 27 |
| GENDER | |
| Male | 27 |
| Female | 33 |
| ANNUAL INCOME | |
| Less than \$36,000 | 30 |
| \$36,000 to \$89,999 | 28 |
| \$90,000+ | 30 |

Quarter 1-Quarter 3 2011

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Implications for American Businesses and the U.S. Economy

Over the past several decades, business and psychological researchers -- including Gallup -- have identified a strong relationship between employees' workplace engagement and their respective company's overall performance. It is likely that organizations with engaged employees experience positive business performance, while workplaces with not engaged or actively disengaged employees are more likely to experience lower productivity.

Gallup has also found that engaged employees are twice as likely as those who are actively disengaged to say their employer is hiring. The national engagement data reveal that businesses in the U.S. -- and in turn, the U.S. economy as a whole -- might not be reaching maximum worker performance because of the high percentage of not engaged and actively disengaged employees. Increasing the percentage of engaged workers in the U.S. could spur a significant amount of job growth, as detailed in Gallup's latest book, *The Coming Jobs War*.

Because jobs are more complex and require employees to have higher levels of skills and knowledge, business should be concerned that the more highly educated workers are less engaged. The less engaged employees are with their work and their organization, the more likely they are to leave to an organization. Turnover can be costly, and turnover in professional roles, such as nurses or engineers, is more costly than turnover in entry-level or front-line roles.

Organizations can do several things to increase their employees' engagement. Gallup researchers found that identifying and hiring top management talent can influence workers' engagement and organizations' business performance.

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 Gallup Daily tracking July 1-Sept. 30, 2011, with a random sample of 2,341 adults who are employed by an employer, 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 employed adults, one can say with 95% confidence that the maximum margin of sampling error is ± 3 percentage points.

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

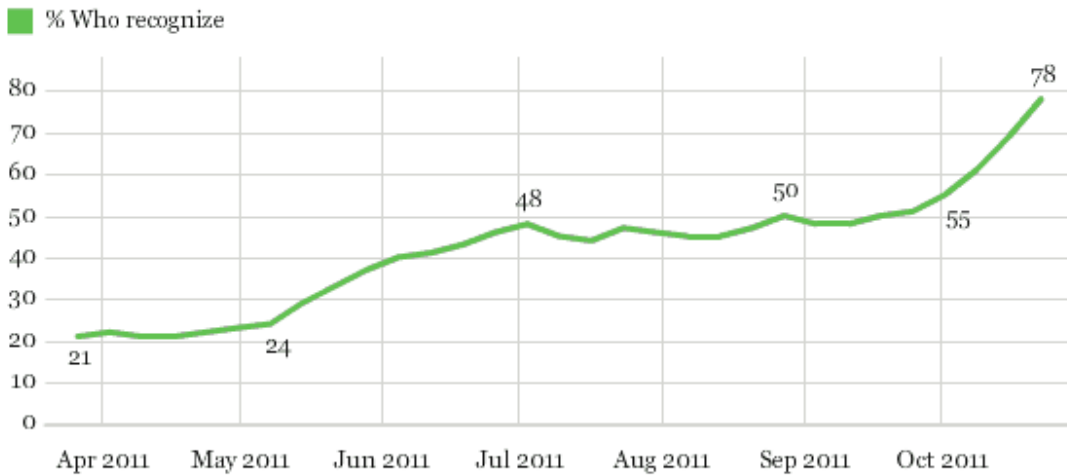
Source: http://www.gallup.com/poll/150383/Majority-American-Workers-Not-Engaged-Jobs.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20USA%20-%20Wellbeing

195-43-19. Cain Catching Up With GOP Rivals in Recognition

His 78% recognition is up from 21% in March
October 25, 2011

PRINCETON, NJ -- Herman Cain is now recognized by 78% of Republicans nationwide, marking a gain of 28 percentage points since September and 57 points since March. This is the largest gain in recognition for any GOP presidential candidate Gallup has tracked this year, and puts him roughly on par with the other major candidates.

Cain Recognition Among Republicans and Republican-Leaning Independents



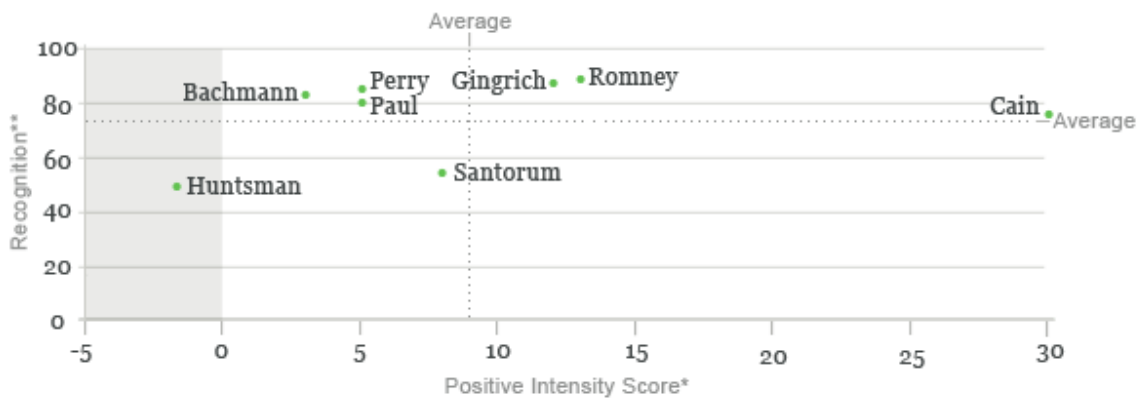
Gallup Daily tracking

GALLUP'

Regardless of whether **Cain** ends up winning the Republican presidential nomination, he has accomplished the remarkable feat of moving from being relatively unknown among members of his own party nationwide to being recognized by almost 8 in 10.

Republicans have been relatively enthusiastic in their evaluations of Cain all year, and his Positive Intensity Scores for five weeks straight have topped the list. Cain's score is down to 30 this week from 34 last week, but it remains more than twice as high as that of any other Republican tested.

GOP Candidate Images Among Republicans and Republican-Leaning Independents



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

** % who recognize candidate

Oct. 10-23, 2011

GALLUP'

Mitt Romney's positioning among Republicans remains fairly stable. His Positive Intensity Score of 13 is broadly similar to what it has been all year. Romney is generally well-liked by

Republicans -- his 66% total favorable rating is second only to Cain's. But Romney still does not receive *strongly* favorable opinions from large numbers of Republicans.

Texas Gov. **Rick Perry** and Minnesota Rep. **Michele Bachmann** have suffered the biggest drops in positive intensity of any candidates Gallup tracks. Perry's current Positive Intensity Score is 5, down from 25 in late August and early September. Similarly, Bachmann's current Positive Intensity Score is 3, down from 24 in June.

On the other hand, former Speaker of the House **Newt Gingrich** has made a comeback of sorts. He began the year with Positive Intensity Scores as high as 19, which plummeted to a low of 1 in July after reports about problems in his campaign. Now, Gingrich is back to 12, essentially tying Mitt Romney for second place behind Cain -- perhaps the result of Gingrich's strong performance in recent debates.

The other three candidates Gallup tracks all have Positive Intensity Scores below 10, including former Pennsylvania Sen. **Rick Santorum** at 8, Texas Rep. **Ron Paul** at 5, and former Utah Gov. **Jon Huntsman** at -2. Despite his participation in most of the GOP debates this year, Huntsman is still recognized by only half of Republicans and has the lowest overall favorable and highest overall unfavorable scores of the eight candidates tested.

About Three-Quarters of Republicans Who Know Cain View Him Favorably

Cain is in the enviable position of having the highest percentage of overall favorable opinions among Republicans and the lowest percentage of overall unfavorable opinions. Almost three-quarters have a broadly favorable view of Cain, and 16% have an unfavorable view. Romney, Gingrich, Santorum, and Perry are viewed unfavorably by 24% to 29% of Republicans who recognize them. Bachmann, Paul, and Huntsman are all viewed unfavorably by more than a third of Republicans who know them.

Favorability of Republican Candidates

| | Favorable | Unfavorable |
|------------------|------------------|--------------------|
| | % | % |
| Herman Cain | 74 | 16 |
| Mitt Romney | 66 | 24 |
| Newt Gingrich | 65 | 27 |
| Rick Perry | 60 | 29 |
| Rick Santorum | 58 | 26 |
| Michele Bachmann | 56 | 34 |
| Ron Paul | 54 | 34 |
| Jon Huntsman | 46 | 36 |

Oct. 10-23, 2011

Gallup Daily tracking

GALLUP

Bottom Line

As has been the case all year, Republicans remain fairly reticent to say they have strong opinions about any GOP candidate tested. Only Cain gets strongly favorable ratings from more than 30% of Republicans who recognize him, with all other candidates receiving less than 20% strongly favorable ratings. Because Gallup's Positive Intensity Scores measure is new this year,

there is no way of determining how Republicans' low enthusiasm this year compares with the past.

At the same time, fewer than 1 in 10 Republicans have a strongly unfavorable view of any candidate tested. Cain, along with Santorum, has the lowest percentage of strongly unfavorable opinions of any candidate (3%), while Bachmann has the highest (8%).

Now that Cain has become better known, and now that he is the target of more attacks from his opponents, it is possible that his intensely positive image may fade -- as it appears it has begun to do this week. It also remains to be seen whether Cain will be able to translate his popularity into votes as the January caucuses and primaries get underway.

Track every angle of the presidential race on [Gallup.com's Election 2012 page](#).

Survey Methods

Results are based on telephone interviews conducted as part of Gallup Daily tracking Oct. 10-23, 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.

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

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

Source:http://www.gallup.com/poll/150329/Cain-Catching-GOP-Rivals-Recognition.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

195-43-20. 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.

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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/150236/Republicans-Democrats-Disagree-Gov-Role-Creating->

[Jobs.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA](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%20-%20Business%20-%20Northern%20America%20-%20USA)

195-43-21. Americans Would Swap Electoral College for Popular Vote

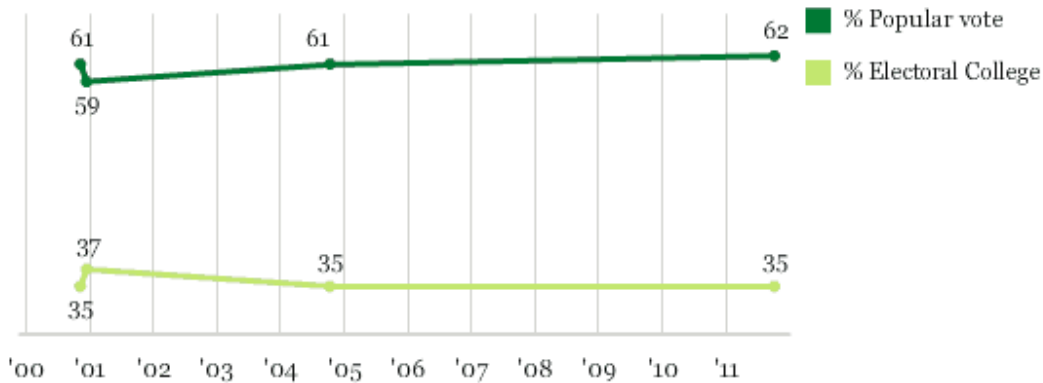
Majority of Republicans now agree with most Democrats that Constitution should be amended

October 24, 2011

PRINCETON, NJ -- Nearly 11 years after the 2000 presidential election brought the idiosyncrasies of the United States' Electoral College into full view, 62% of Americans say they would amend the U.S. Constitution to replace that system for electing presidents with a popular vote system. Barely a third, 35%, say they would keep the Electoral College.

Preferred System for Electing U.S. Presidents

Thinking for a moment about the way in which the president is elected in this country, which would you prefer -- [to amend the constitution so the candidate who receives the most total votes nationwide wins the election, (or) to keep the current system, in which the candidate who wins the most votes in the Electoral College wins the election]?



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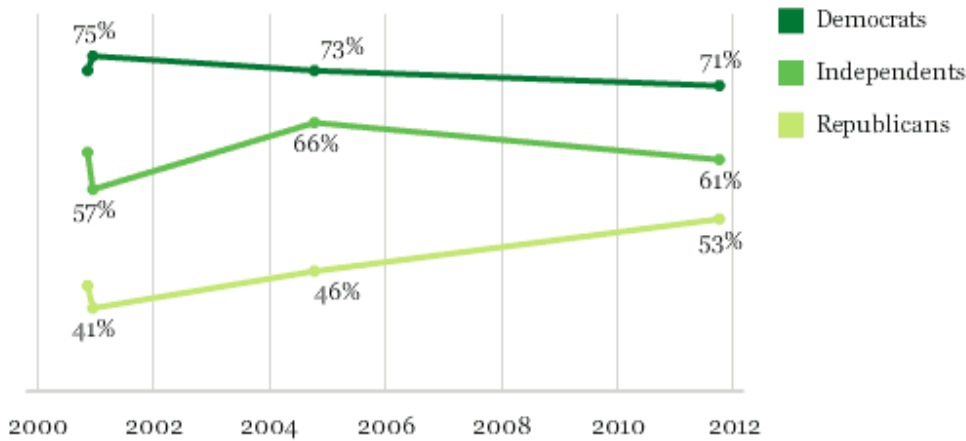
Gallup's initial measure of support for the Electoral College with this wording was conducted in the first few days after the 2000 presidential election in which the winner remained undeclared pending a recount in Florida. At that time, it was already clear that Democratic candidate Al Gore had won the national popular vote over Republican George W. Bush, but that the winner of the election would be the one who received Florida's 25 Electoral College votes.

During this period, Democrats were much more likely than Republicans to favor replacing the Electoral College system with a popular vote system. In a Gallup poll conducted Dec. 15-17 - shortly after the Dec. 12 Supreme Court decision that ended the Florida recount, thereby deciding the election in Bush's favor -- 75% of Democrats said they would amend the Constitution so that the candidate who receives the most votes nationwide wins. By contrast, 56% of Republicans favored keeping the Electoral College, while 41% favored replacing it with a popular vote system.

Republicans have grown somewhat more amenable to adopting a popular vote system over the past decade. Now, for the first time since 2000, the majority of Republicans favor it. Independents are not quite as supportive as Democrats of the popular vote system, but the majority of them have consistently favored it.

Preference for Using Popular Vote as Basis for Electing U.S. Presidents

By party ID



GALLUP

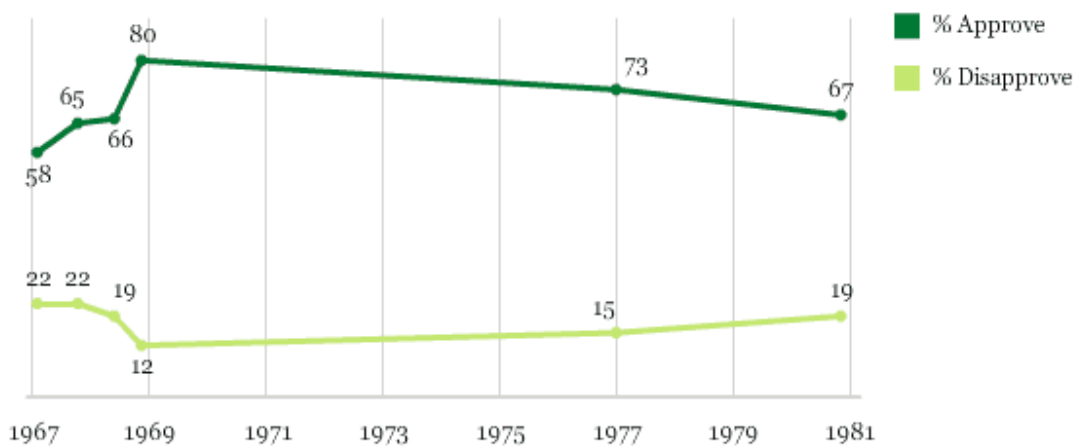
Additionally, Gallup finds little difference in the views of Americans of various age groups on changing how the country elects presidents. Support for amending the Constitution on this matter is 58% among 18- to 34-year-olds, 64% among 35-to 54-year-olds, and 62% among those 55 and older.

Americans' Support for Popular Vote System Predates 2000

From 1967 through 1980, Gallup periodically asked Americans about replacing the Electoral College with a popular vote system using different question wording, and each time, the majority favored it. The issue was particularly relevant during this period because the popular vote in the 1968 and 1976 presidential elections was so closely divided.

Gallup 1967-1980 Trend on Support for Electoral College

Would you approve or disapprove of an amendment to the Constitution which would do away with the Electoral College and base the election of a president on the total vote cast throughout the nation?



GALLUP

Notably, in November 1980, when 67% of Americans, overall, said they approved of an amendment that would change the electoral system, Gallup found little partisan disagreement. Support was 62% among Republicans, 66% among Democrats, and 73% among independents. This suggests that the partisan results seen more recently may result from the political dynamic of the 2000 election, in which the Republican candidate benefited from the Electoral College system at the Democrat's expense.

Bottom Line

With 62% of Americans today in favor of abolishing the Electoral College, Americans show relatively little attachment to this unique invention of the country's Founding Fathers. The system was devised as a compromise between those who wanted Congress to select the president and those who favored election by the people, and it has resulted in a highly state-based approach to presidential campaigning.

Those who advocate abolishing the Electoral College often do so on the basis that the system puts undue emphasis on a small number of swing states. Whether Americans as a whole are concerned about that byproduct is unclear. However, they broadly agree that the country should adopt a system in which the popular vote prevails. While Republicans are less supportive of this than Democrats, 11 years after the 2000 election politicized the issue, the majority of Republicans once again favor the change.

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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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/150245/Americans-Swap-Electoral-College-Popular-Vote.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

195-43-22. Gov't Regulations at Top of Small-Business Owners' Problem List

One in three small-business owners are worried about going out of business
October 24, 2011

PRINCETON, NJ -- Small-business owners in the United States are most likely to say complying with government regulations (22%) is the most important problem facing them today, followed by consumer confidence in the economy (15%) and lack of consumer demand (12%).

What do you think is the most important problem facing small-business owners like you today? [OPEN-ENDED]

| | % |
|--|----|
| Complying with government regulations | 22 |
| Consumer confidence | 15 |
| Lack of consumer demand | 12 |
| Lack of credit availability | 10 |
| Poor leadership/Government/President | 9 |
| Cash flow | 7 |
| New healthcare policy | 5 |
| Competition from big business and overseas | 4 |
| Lack of jobs | 4 |

Wells Fargo/Gallup Small Business Index, Oct. 3-6, 2011

GALLUP

Rounding out small-business owners' top five problems in the Oct. 3-6 Wells Fargo/Gallup Small Business Index poll is lack of credit at 10% and poor leadership by government and the president at 9%.

Looking ahead to 2012, approximately one in three small-business owners say they are very or moderately worried about going out of business. About the same number are worried about not being able to compete with large or global competitors, not being able to hire the number of employees they need, and not being able to pay their employees. Thirty percent worry they will have to reduce their number of employees.

Thinking ahead to 2012, please tell me if any of the following concerns you. Are you very worried, moderately worried, not too worried, or not worried at all about _____?

| | Very worried | Moderately worried | Total worried |
|---|-------------------------|-------------------------------|--------------------------|
| | % | % | % |
| Not being able to compete against large or global competitors | 21 | 16 | 37 |
| Going out of business | 15 | 21 | 36 |
| Not being able to hire the number of employees needed | 15 | 21 | 36 |
| Not being able to pay your employees | 14 | 18 | 32 |
| Having to reduce the number of employees | 14 | 16 | 30 |

Wells Fargo/Gallup Small Business Index, Oct. 3-6, 2011

GALLUP

On a personal basis, 67% of small-business owners are worried about not being able to put enough money away for retirement, and 49% are concerned about not being able to spend enough time with family or pursuing personal interests.

Better Economy Needed to Get Small Businesses to Thrive and Hire in 2012

When asked what they would need to see in order for their business to thrive in 2012, the nation's small-business owners are most likely to say growth in sales (15%), job creation (14%), and fewer government regulations (12%).

Thinking about your small business and the economy, what would you need to see in order to feel that your business will thrive in 2012?
[OPEN-ENDED]

| | % |
|------------------------------|----|
| Growth and sales increases | 15 |
| Job creation | 14 |
| Fewer government regulations | 12 |
| Improved economy | 8 |
| Cash flow | 7 |
| Change of president | 7 |
| Availability of credit | 6 |
| Better tax laws | 6 |
| Consumer confidence | 5 |
| Improved housing market | 4 |

Wells Fargo/Gallup Small Business Index, Oct. 3-6, 2011

GALLUP

Small-business owners point to increased revenues (27%), an improving economy (20%), and growth or expansion of their business (17%) as their top motivations for hiring new employees in 2012.

Thinking ahead to 2012, what would be a primary motivation or reason for hiring any new employees? How about _____? [ROTATE]

| | % |
|--|----|
| When revenues or sales have increased | 27 |
| When the economy improves | 20 |
| If you need to support growth or expansion plans | 17 |
| If you need to replace an employee who left | 10 |
| Having tax credits for hiring unemployed workers | 7 |
| Some other reason | 7 |

Wells Fargo/Gallup Small Business Index, Oct. 3-6, 2011

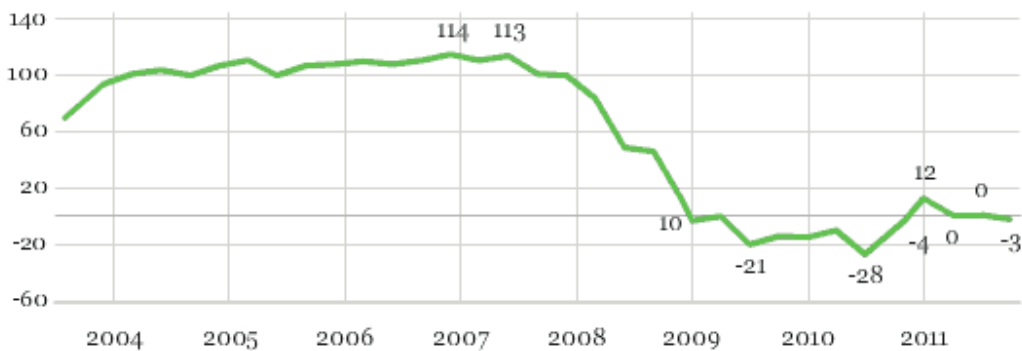
GALLUP

Small-Business Owners' Outlook Worsens; Future Expectations Lowest Since July 2010

The Wells Fargo/Gallup Small Business Index is -3 in October. This suggests that small-business owners continue to be essentially neutral -- neither positive nor negative -- on the U.S. economy, as they have been for the past two quarters.

Wells Fargo/Gallup Small Business Index

The Small Business Index consists of owners' ratings of their businesses' current situations and their expectations for the next 12 months, measured in terms of their overall financial situations, revenue, cash flow, capital spending, number of jobs, and ease of obtaining credit.



Index conducted since August 2003 and quarterly from December 2003-October 2011; results for October 2011 are based on 604 interviews conducted with small-business owners conducted Oct. 3-6, 2011.

GALLUP

The index consists of small-business owners' ratings of the present situation and their expectations for the future. Small-business owners' assessments of the present situation are essentially unchanged at -11 in October from -10 in July.

Small-business owners' future expectations are down slightly in October to +8 from +10 in July. This is the lowest level of future expectations for small-business owners since July 2010, when the expectations part of the index stood at -2.

The Small Business Index tends to be a precursor of future economy activity. It peaked at the end of 2006 and matched that peak in June 2007, prior to the beginning of the recession late that year. The index consistently declined from 2008 through mid-2009, even as economists declared the recession officially over. It improved modestly thereafter as the economy recovered more slowly than anticipated, before falling to a new low in July 2010. The Index recovered significantly, turning positive in January 2011, but has since deteriorated.

Implications

Small-business owners' assertion that government regulations are the most important problem facing them today is consistent with another recent Gallup poll (Oct. 6-9) in which 14% of Americans volunteered that reduced government regulation is the best way to create jobs in the U.S.

There is always a debate to be had and a balance to be struck between the public benefits associated with government regulations and the cost of those regulations on business. While regulatory change can have a big impact on individual companies and industries, most often it does not have a major impact on the overall U.S. economy. However, these are not normal

economic times, and small-business owners seem to feel government regulations are making their difficult operating environment even more challenging.

The magnitude of the challenges facing small-business owners is reflected by the one-third who are worried that they may go out of business or not have enough money to pay their employees in 2012. Small-business owners tend to be agile and demonstrate they can adjust to the business cycle as needed to survive. However, the current weak economy has persisted since 2008. Another economic downturn given the fragile nature of today's economy could have dire consequences for many of the nation's small businesses and those they employ.

The recent improvement in the job situation as measured by Gallup is a positive for small-business owners. On the other hand, Gallup data suggesting relatively flat holiday sales this year could mean another difficult Christmas holiday for many of the nation's small-business owners.

Survey Methods

Results for the total dataset are based on telephone interviews with 604 small-business owners, conducted Oct. 3-6, 2011. For results based on the total sample of small-business owners, one can say with 95% confidence that the maximum margin of sampling error is ± 4 percentage points.

Sampling is done on an RDD basis using Dun & Bradstreet sampling of small businesses having \$20 million or less of sales or revenues. The data is weighted to be representative of U.S. small businesses within this size range nationwide.

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/150287/Gov-Regulations-Top-Small-Business-Owners-Problem->

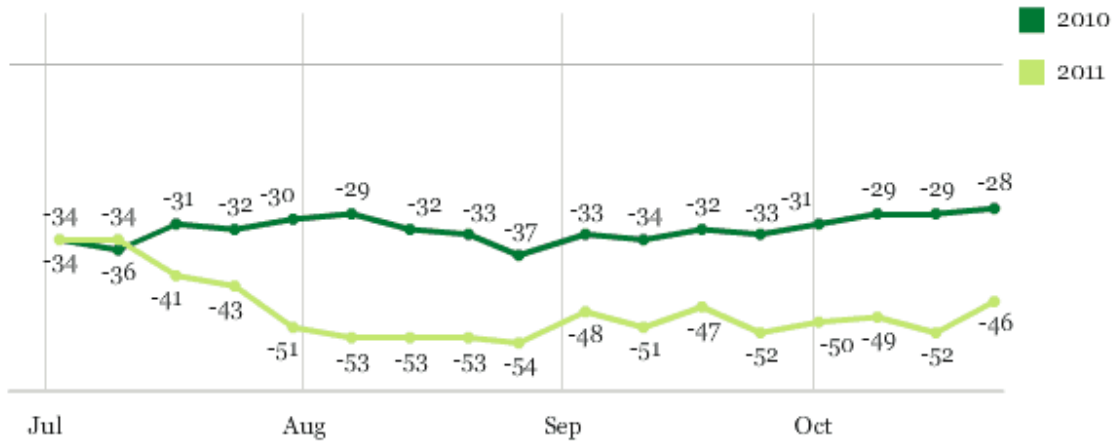
[List.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA](http://www.gallup.com/poll/150287/Gov-Regulations-Top-Small-Business-Owners-Problem-List.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA)

195-43-23. Economic Confidence Marginally Better Than August Lows

Americans' economic attitudes last week were the most positive since late July
October 25, 2011

PRINCETON, NJ -- Gallup's Economic Confidence Index rose to -46 last week, just above the -47 to -52 range seen since early September. More generally, Americans' confidence in the economy has been slightly better in September and October than in August after tumbling in July.

Gallup Economic Confidence Index by Week -- July-October, 2010 vs. 2011



Economic Confidence Index is computed by adding the percentage of Americans rating current economic conditions ((excellent + good) minus poor) to the percentage saying the economy is (getting better minus getting worse), and then dividing that sum by 2. Index has a theoretical maximum value of +100 and a theoretical minimum value of -100.

2010 and 2011 comparisons made on the basis of comparable seven-day Monday-to-Sunday periods.

GALLUP

The latest weekly average is based on interviews conducted Oct. 17-23. Gallup measures Americans' economic confidence nightly as part of Gallup Daily tracking, and reports three-day rolling averages daily, in addition to weekly and monthly averages in Gallup's ongoing reporting.

Americans' confidence in the economy continues to track well below the levels seen during the same weeks in 2010. However, at -46, the current level is about midway between the record lows Gallup recorded during the U.S. financial crisis in late 2008/early 2009 and the modest recovery seen from about May 2009 through May 2011.

Gallup Economic Confidence Index -- January 2008-October 2011

Weekly averages through Oct. 23, 2011



Gallup Daily tracking

GALLUP

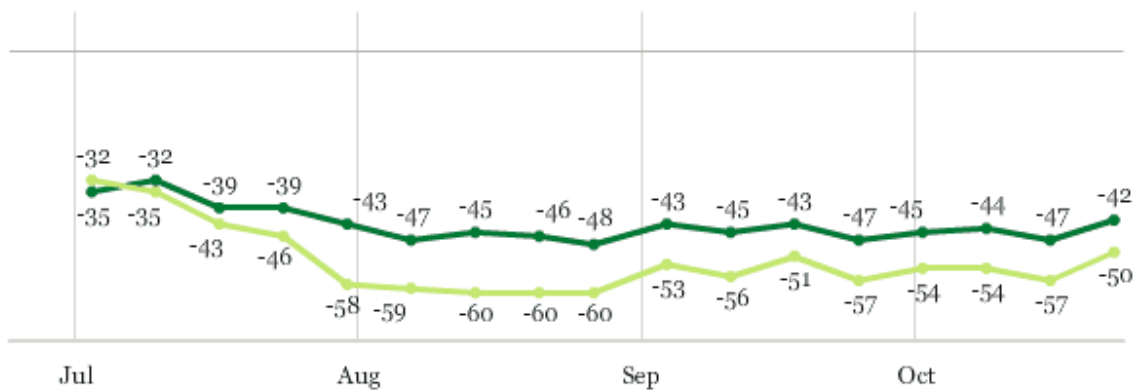
Current and Outlook Perceptions Re-Converge in Recent Weeks

Both components of the Gallup Economic Confidence Index -- Americans' ratings of current economic conditions and their perceptions of whether the economy is getting better or worse -- have been largely stable in October, but the values in the most recent week are the highest since late July.

Gallup Economic Confidence Index -- July-October 2011

Weekly averages ending Oct. 23, 2011

■ Ratings of current conditions ■ Economic outlook



Gallup Daily tracking

GALLUP

Gallup Tracking Points to Slight Uptick in Conference Board Index in October

Changes in Gallup's Economic Confidence Index are strongly correlated with the monthly consumer indexes produced by the Conference Board and Thomson Reuters/University of

Michigan. This is based on Gallup's analysis of its data from the first week of each month -- the period most comparable to the Conference Board's data-collection period and significantly overlapping the Thomson Reuters/University of Michigan field period.

Gallup's Economic Confidence Index for the first full week of each month rose from -53 in August to -51 in September and -49 October. On this basis, the Gallup trend points to a similarly slight increase in the Conference Board's October index, scheduled for release Tuesday morning. However, because the Conference Board is overdue for an increase from its August low, the increase could be on the order of three or more points.

The preliminary October Consumer Sentiment index issued a week and a half ago by Thomson Reuters/University of Michigan was 57.5 -- improved over its August 55.7 reading but below September's 59.4. If the preliminary reading is maintained in the final report, to be released Friday, the October decline may merely reflect a correction from the elevated September reading for that index.

Bottom Line

The Gallup Economic Confidence Index has shown some weekly variations in September and October, but at a consistently improved level over August. That trend was punctuated with a -46 reading in the past week, the most positive since late July. Still, the fundamental message from economic confidence data continues to be that consumers are weighed down by doubts about current economic conditions and the pace of recovery. While consumers are not nearly as positive (relatively speaking) as they were in the spring, they are perhaps recovering from the deep pessimism that set in two months ago.

Survey Methods

Results are based on telephone interviews conducted as part of Gallup Daily tracking Oct. 17-23, 2011, with a random sample of 3,462 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia.

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

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

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

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/150308/Economic-Confidence-Marginally-Better-August-Lows.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA

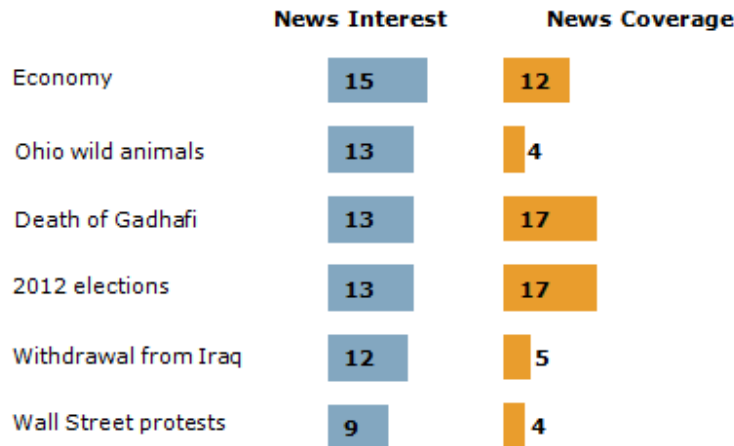
195-43-24. Modest Interest in Gadhafi Death, Iraq Withdrawal

Half See 2012 Campaign as 'Dull,' 'Too Long'

October 26, 2011

OVERVIEW

News Interest vs. News Coverage



News interest shows the percentage of people who say they followed this story most closely, Pew Research Center for the People & the Press, Oct. 20-23, 2011. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center's Project for Excellence in Journalism, Oct. 17-23, 2011.

Americans divided their attention last week among several breaking news stories – from the death of Moammar Gadhafi in Libya to the release of dozens of dangerous wild animals in Ohio to the announced withdrawal of U.S. troops from Iraq– while still keeping a close watch on news about the nation’s economy.

No single story stands out in the most recent weekly News Interest Index survey, conducted Oct. 20-23, 2011, among 1,009 adults by the Pew Research Center for the People & the Press. While 15% say the condition of the economy was their top story, about as many cite Gadhafi’s death (13%), the release of wild animals in Ohio (13%) or news about the 2012 presidential candidates (13%) as the news they followed most closely.

Another 12% say their top story was President Obama’s announcement that he will withdraw all U.S. forces from Iraq by the end of 2011; 9% say they followed news about the anti-Wall Street protests in New York and other cities most closely.

Though it came late in the week, Gadhafi’s violent death topped news coverage, along with news about the 2012 presidential election. Each made up 17% of the newshole, according to a separate analysis by the Pew Research Center’s Project for Excellence in Journalism (PEJ). News about the economy in general accounted for 12% of coverage, not including 4% devoted specifically to the Occupy Wall Street protests.

Early Views of Campaign 2012

Republicans Express More Positive Views of Early Campaign

| <i>Presidential campaign is...</i> | Total | Rep | Dem | Ind |
|------------------------------------|--------------|------------|------------|------------|
| | % | % | % | % |
| Interesting | 35 | 50 | 37 | 29 |
| Dull | 51 | 40 | 50 | 58 |
| Neither | 4 | 5 | 3 | 3 |
| Don't know | <u>10</u> | <u>5</u> | <u>10</u> | <u>10</u> |
| | 100 | 100 | 100 | 100 |
| Too long | 50 | 47 | 51 | 54 |
| Not too long | 39 | 47 | 40 | 36 |
| Neither | 2 | * | 1 | 2 |
| Don't know | <u>9</u> | <u>5</u> | <u>8</u> | <u>9</u> |
| | 100 | 100 | 100 | 100 |
| Too negative | 44 | 38 | 46 | 46 |
| Not too negative | 41 | 51 | 39 | 41 |
| Neither | 4 | 2 | 3 | 4 |
| Don't know | <u>11</u> | <u>10</u> | <u>12</u> | <u>9</u> |
| | 100 | 100 | 100 | 100 |
| Informative | 40 | 54 | 41 | 36 |
| Not informative | 49 | 41 | 49 | 55 |
| Neither | 2 | 2 | 2 | 1 |
| Don't know | <u>9</u> | <u>4</u> | <u>8</u> | <u>8</u> |
| | 100 | 100 | 100 | 100 |

PEW RESEARCH CENTER Oct. 20-23, 2011. Figures may not add to 100% because of rounding.

Americans are generally critical of the early stages of the 2012 presidential campaign. More say the campaign has been dull (51%) than interesting (35%). With more than a year to go before the election, 50% already say the campaign is too long. The public is evenly split over whether the campaign is too negative (44% too negative, 41% not). And while 40% say the campaign has been informative, 49% have found it not informative.

In October 2007, when both parties had contests for their nominations, far more people (66%) said the campaign was too long. About the same percentage as viewed the campaign as dull (55%) as do so today. However, as the primaries began in early 2008, fewer people said the campaign was dull. By February, just 25% said it was dull and 70% said it was interesting.

Currently, Republicans are more positive in their assessments than are Democrats or independents. For example, half of Republicans (50%) say the campaign has been interesting, compared with 37% of Democrats and 29% of independents. While 51% of Republicans say the campaign has not been too negative, nearly as many Democrats and independents (46% each) say it has been too negative. Republicans also are more likely to say the campaign has been informative: 54% say this, compared with 41% of Democrats and 36% of independents.

On the question of whether the campaign is too long, there is little disagreement: 47% of Republicans say this, as do 51% of Democrats and 54% of independents. Four years ago, three

quarters of Republicans (74%) said the campaign was too long at this point, compared with 61% of Democrats. About two-thirds of independents (68%) agreed.

The Week's News

Nearly four-in-ten (38%) say they very closely followed reports about the condition of the U.S. economy last week. The level of interest has changed little in recent months as the economy continues to struggle and unemployment remains high. In total, news about the economy made up 16% of coverage, with 12% devoted to general economic conditions and 4% devoted primarily to the Occupy Wall Street protests.

Three-in-ten (30%) say they very closely followed President Obama's announcement that the U.S. would withdraw all U.S. forces from Iraq by the end of 2011. Though Republican presidential candidates have hammered away at Obama's decision, Democrats say they followed this news more closely than Republicans (38% vs. 26%). Three-in-ten independents say they followed this news very closely. News about Iraq and Obama's announcement accounted for 5% of coverage, according to PEJ.

Americans in recent years have paid closer attention to news about plans for U.S. troops in Iraq than conditions on the ground there. Last December, just 19% said they were very

Interest in Iraq Troop Announcements

| <i>Following very closely ...</i> | % |
|--|-----------|
| Obama announces complete troop withdrawal by end of 2011 (Oct 2011) | 30 |
| Last combat forces withdrawn (Aug 2010) | 31 |
| Obama announces plan to withdraw U.S. troops by Aug 2010 (Mar 2009) | 40 |
| Bush announces plan for U.S. troop surge (Jan 2007) | 46 |

PEW RESEARCH CENTER Oct. 20-23, 2011.

closely _____ following news about the current situation and events in Iraq.

Still, Obama's announcement generated less interest than several other major policy announcements about Iraq. In March 2009, 40% said they very closely followed Obama's announcement that he planned to withdraw most combat troops by August 2010. And in January 2007, as President George W. Bush laid out plans for a surge in troop levels in Iraq, 46% said they were following news about the war very closely.

A quarter of the public (25%) says they followed news about Gadhafi's death very closely. After what has been a tumultuous year in the Middle East and North Africa – and with Gadhafi already out of power – this news attracted relatively modest interest. By comparison, 37% in early April said they very closely followed news about air strikes by the U.S. and allies in support of rebels fighting Gadhafi's forces. Looking elsewhere in the region, roughly four-in-ten (39%) in February said they were very closely following the anti-government protests in Egypt and the resignation of that nation's long-time ruler, Hosni Mubarak.

About a quarter (23%) say they very closely followed news about the release of lions, tigers and other animals from a private wild animal farm in Ohio. Police killed most of the animals, fearing they could hurt humans if not put down quickly. This news made up 4% of the coverage analyzed by PEJ.

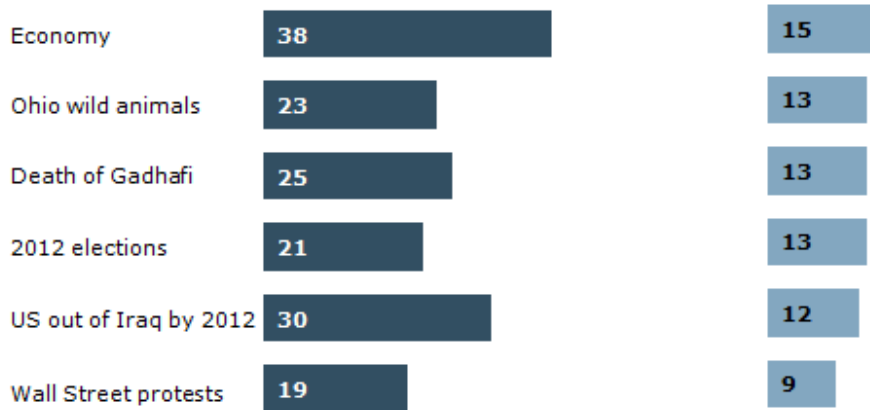
Overall, 13% say this was their top story of the week. Nearly two-in-ten women (18%) say they followed this news more closely than any other story, putting it at the top of their list along

with the economy (14% most closely). For men, this was a lower priority: 8% say this was the news they followed most closely, while 17% say the economy was their top story.

News Interest

% following each story very closely

Which one story did you follow most closely?



PEW RESEARCH CENTER Oct. 20-23, 2011.

About two-in-ten (21%) say they very closely followed news last week about the candidates for the 2012 presidential elections. As has been the case in recent weeks, Republicans tracked this news more closely than Democrats or independents. Nearly four-in-ten Republicans (37%) say they followed campaign news very closely, compared with 20% of Democrats and 16% of independents.

About two-in-ten (19%) say they very closely followed news about the anti-Wall Street protests in New York and other cities. This was the top story for 9%. Comparable numbers of Democrats, Republicans and independents say they followed this news very closely (23%, 19% and 17%, respectively). Coverage dropped from 10% two weeks ago to 4% this past week.

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. 17-23, and survey data measuring public interest in the top news stories of the week were collected Oct. 20-23 from a nationally representative sample of 1,009 adults.

Source: <http://www.people-press.org/2011/10/26/modest-interest-in-gadhafi-death-iraq-withdrawal/?src=prc-newsletter>

195-43-25. Death Of A Dictator Leads The News

OCT. 17-23, 2011

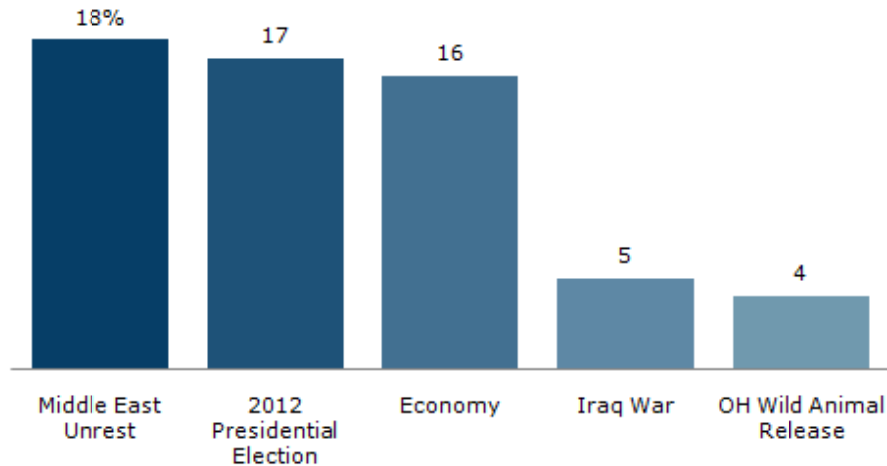
The capture and killing of former Libyan leader Col. Muammar Gaddafi dominated the news late last week.

In what looked like another week in which the news media would be focused above all on the 2012 election, the narrative abruptly shifted to Libya when images of the bloodied dictator appeared online and on television early Thursday. Overall attention to turmoil in the Middle

East, almost all of which was about Libya, accounted for 18% of the newshole during the week of October 17-23, according to the Pew Research Center's Project for Excellence in Journalism.

Libya Back in the Headlines

Percent of Weekly Newshole



News Coverage Index, October 17-23, 2011

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

It was the first time in nearly two months that the region got so much attention, according to PEJ's weekly News

Coverage Index (during the week of August 22-28, the end of Gaddafi's grip on power drove the subject to 26% of the newshole studied).

The chaotic nature of the scene and graphic nature of the photos of Gaddafi's demise at the hands of Libyan rebels both tested the media's traditional desire to play the role of gatekeeper. Major news organizations were reluctant to confirm that Gaddafi was dead for several hours after Libyan sources on the ground claimed he was. Outlets were also cautious about sharing shaky video and stills of Gaddafi at the mercy of the mob, even if the violent content was widely available to any who wished to see it on the web.

The race for president followed close behind in the news agenda. Much of that coverage was driven by another Republican candidates' debate, this time in Las Vegas. For the week, the 2012 presidential campaign filled 17% of the newshole studied. Campaign coverage was especially prominent on cable TV, where it accounted for 31% of the airtime studied, enough to make it the No. 1 topic. Much of the debate and overall campaign coverage focused on three leading candidates—Mitt Romney, Herman Cain and Rick Perry. Romney was the top newsmaker in campaign stories, though, a dominant newsmaker in 31% of stories studied. (To register as a dominant newsmaker, someone must be featured in at least 50% of a story.)

The No. 3 story last week, the U.S. economy, was led by reporting on Barack Obama's jobs bill and the Occupy Wall Street protests. Together, those two subjects made up about half of the 16% of the newshole focused on the economy. After peaking at 10% of the overall newshole two weeks ago, attention to the protests dropped last week, accounting for 4% of the overall newshole.

The conflict in Iraq also returned to the news. That nation drew more attention than it had in over a year after President Obama announced that all U.S. troops would be coming home from the country before the end of 2011. In all, Iraq was the No. 4 story of the week, at 5% of the newshole. The last time Iraq appeared as prominently in the news was the week of August 30-

September 5, 2010, when Obama announced the end of the U.S. combat mission there (it accounted for 8% of the newshole that week).

Finally, at No. 5, was the story out of Zanesville, Ohio, of the exotic animal collector who released dozens of lions, tigers, bears and other creatures into the wild and then committed suicide. The story accounted for 4% of the newshole studied. Forty-nine animals were euthanized by authorities in an attempt to contain the situation.

The Death of Gaddafi

In the hours after news broke that former Libyan leader Col. Muammar Gaddafi might have been captured and killed, American news organizations reported the news with caution.

Details were still sketchy on Thursday morning, October 20. NATO forces had fired on a convoy containing

Gaddafi as he tried to escape his hometown of Sirte, which had been under siege by rebels. Gaddafi escaped, and hid in a sewage drain. He was removed from the drain alive, but died on his way to the hospital, possibly from a gunshot wound to the head.

That afternoon, a CNN anchor described one of the many grainy, unsteady videos taken at the scene. The video “appears to show—look carefully—it appears to show Gaddafi in custody. He appears in this image, there, still alive. I know it’s jumpy, it’s hard to follow, but we do see a man, purportedly Muammar Gaddafi in a semi-upright position up against that truck, clearly under duress.”

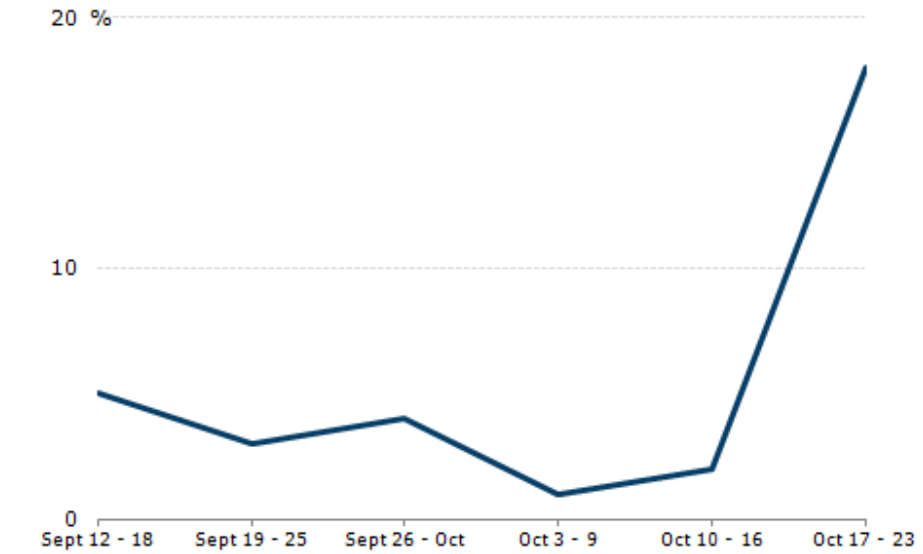
Later in the day, other news outlets would broadcast those same images, typically prefacing with a warning to viewers.

“For more than four decades he ruled Libya with flamboyance and fear. But tonight, after months on the run, Muammar Gaddafi is dead,” said George Stephanopoulos in an opening segment on Thursday’s ABC World News Tonight. “We should warn you, this video is gruesome,” he said before showing the evidence.

“The pictures showing his last moments alive—fair warning—are disturbing. There are also graphic pictures showing him after death,” said NBC’s Brian Williams, also on Thursday, over a widely circulated video clip of a wounded Gaddafi in the hands of his captors.

Middle East Unrest Over Time

Percent of Newshole



News Coverage Index, October 17-23, 2011

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

By the next day, news outlets were fully on to the task of digesting the implications of Gaddafi’s death for the people of Libya. A USA Today story from October 21 contained the headline “Gadhafi era ends: What’s next for Libya?” The article said that “Libya and its long-suffering tribal society, sitting atop vast oil riches, faces an uncertain future as it tries to establish a real government in place of the dead leader’s personal tyranny.”

By Sunday, some outlets had pieced together the details of Gaddafi’s final days in squalor. “After 42 years of absolute power in Libya, Col. Muammar el-Qaddafi spent his last days hovering between defiance and delusion, surviving on rice and pasta his guards scrounged from the emptied civilian houses he moved between every few days,” reported The New York Times on October 23.

Republicans Debate in Nevada

The 2012 presidential campaign, the No. 2 story last week, centered on the leading Republican candidates facing off in an October 18 debate in Las Vegas.

Of particular focus was Herman Cain, the former also-ran turned front-runner in some polls. Cain is undergoing a new moment of scrutiny.

Some of that scrutiny last week was purely political—whether he will sustain his surge. An Associated Press article from the 18th questioned whether he could sustain his recent bump in popularity and interest by the press. “Herman Cain has risen fast. Now the question is: Will he fall?”

“Herman Cain needs to prove that he is serious, and exactly where he stands on these issues,” said MSNBC daytime host Tamron Hall on October 18 after touching on the debate set off by Cain’s “999” tax code plan and his controversial statements about a U.S.-Mexico electrified border fence.

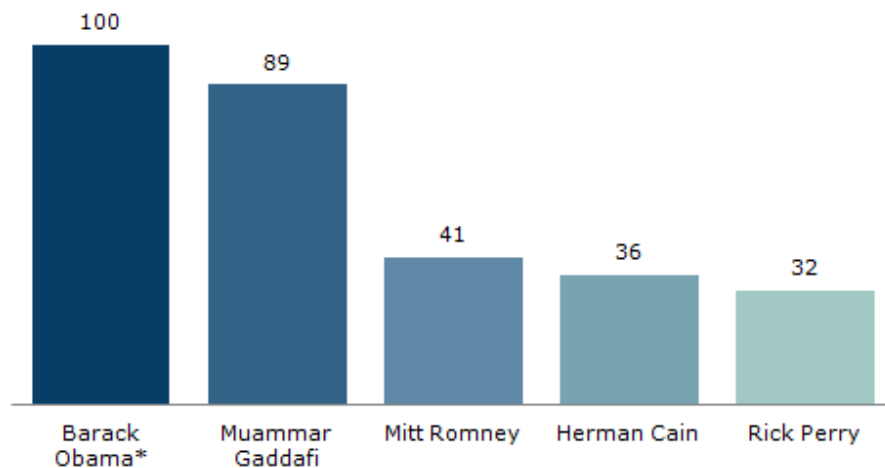
For all the pre-debate attention on Cain, much of the post-debate coverage focused on the sparks flying between former Massachusetts Governor Romney and Texas Governor Perry.

“Tensions run high between Mitt Romney and Rick Perry at Las Vegas Debate,” read an ABC News web headline from October 18. “In the midst of a particularly volatile period in the primary cycle, the candidates threw some of their sharpest elbows yet.”

The Washington Post suggested that the tensions on stage

Lead Newsmakers

Number of Stories



**Includes Barack Obama and Obama Administration as a lead newsmaker*

News Coverage Index, October 17-23, 2011

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

between Romney and Perry were the result of a larger issue at play in the Republican Party. “The normally orderly process by which Republicans select a presidential contender has this year turned into a frenzied and fickle courtship that has seen opinion polls swinging from one infatuation to the next.”

Newsmakers of the Week

Barack Obama was the top newsmaker last week, featuring prominently in a number of major stories (he spent the week lobbying for action on his jobs bill; he was the subject of a number of campaign stories; he gave a public speech following confirmation of the death of Muammar Gaddafi; and he ordered the exit of U.S. troops from Iraq). Obama was the lead newsmaker in 11% of stories studied, up from 7% the week before.

At No. 2 was Gaddafi. He was the focus of 10% of all stories studied.

The next three lead newsmakers were each prominent figures in coverage of the GOP race for president. At No. 3 was Mitt Romney at 5%; at No. 4 was Herman Cain at 4%; and at No. 5 was Rick Perry, also at 4%. It was the second week in a row that Cain led Perry in media exposure.

About the NCI

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

Source:

http://www.journalism.org/index_report/pej_news_coverage_index_october_1723_2011?src=prc-newsletter

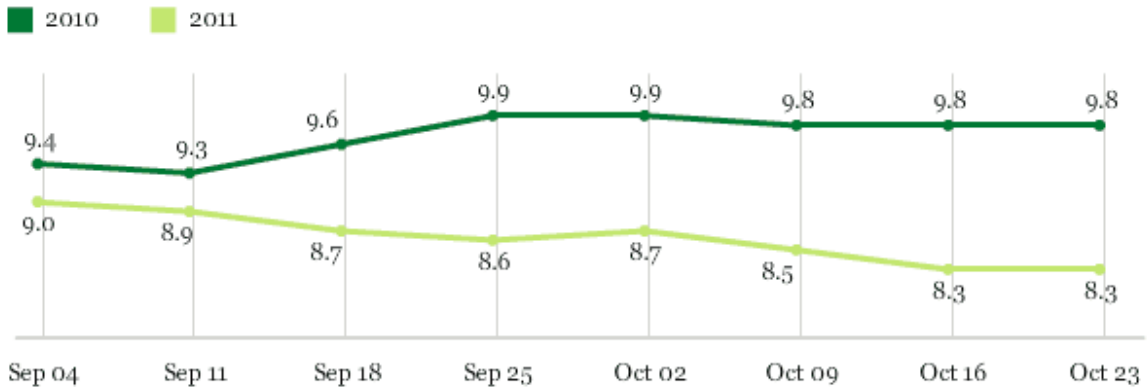
195-43-26. Gallup Finds Significant Drop in Unemployment During October

Unemployment, without seasonal adjustment, fell to 8.3% in the 30 days ending Oct. 23 October 27, 2011

PRINCETON, NJ -- Unemployment, as measured by Gallup without seasonal adjustment, was 8.3% for the 30 days ending Oct. 23 -- down sharply from 9.0% for the 30 days ending Sept. 4. Over the same period last year, Gallup's U.S. unemployment rate was steady or increasing, suggesting the lower unemployment Gallup has measured in recent weeks is not fully the result of seasonal hiring patterns. As a result, the government next week is likely to report a seasonally adjusted 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 in comparable weeks

Gallup Daily tracking

GALLUP

Gallup also finds a decline in the percentage of part-time workers who want full-time work, to 9.2% in the 30 days ending Oct. 23 from 9.6% for the period ending Sept. 4.

Percentage of Workers Working Part-Time Wanting Full-Time, 2010-2011

30-day averages[^]; not seasonally adjusted



[^]Numbers reflect rolling averages for the 30-day periods ending weekly

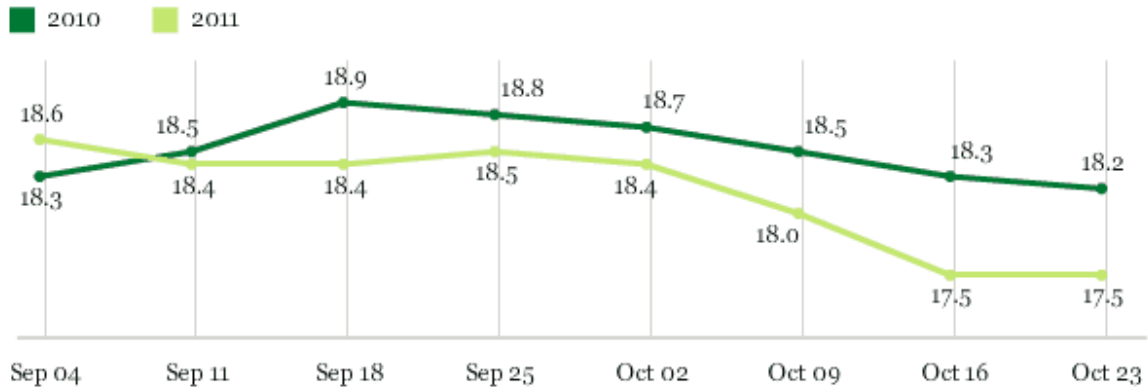
Gallup Daily tracking

GALLUP

Underemployment, a measure that combines the percentage of workers who are unemployed with the percentage working part time but wanting full-time work, stands at 17.5% in the 30 days ending Oct. 23, down sharply from 18.6% for the 30 days ending Sept. 4 and the 18.2% of the comparable week a year ago. Underemployment based on 30-day rolling averages remains at its lowest measurement of the yearover each of the past two weeks.

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

30-day averages[^]; not seasonally adjusted



[^]Numbers reflect rolling averages for the 30-day periods ending weekly

Gallup Daily tracking

GALLUP

The Government's Next Unemployment Report

Gallup is documenting a clear decline in unemployment and underemployment during October. Modeling based on statistical comparisons of Gallup's unemployment 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% on the first Friday in November.

The improvement in Gallup's measures may partly reflect seasonal factors, because Gallup's data are not seasonally adjusted. However, Gallup did not see a similar decline in unemployment at this time last year, suggesting seasonal impacts are not the only factors in play.

Recently, some major retailers announced that they are adding thousands of new temporary employees for the holidays. This may help explain the October increase in hiring. It may also reflect how minimally these companies were staffed during the year.

On the other hand, the counterintuitive nature of this sharp improvement in the U.S. employment situation, as measured by Gallup during October, could also reflect earlier planning by companies for expected growth in the fourth quarter. If those expectations are not met, this October momentum could wane during the weeks ahead. Gallup's holiday sales expectations suggest sales similar to those of a year ago.

Regardless, this improvement in the U.S. employment situation appears real right now -- and, in turn, this suggests that those on Wall Street might find themselves rethinking their expectations about the economy and jobs as the year comes to a close.

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 charts:

*Daily: Employment, Economic Confidence and Job Creation, Consumer Spending
Weekly: Employment, Economic Confidence, Job Creation, Consumer Spending*

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. 24-Oct. 23, 2011, with a random sample of approximately 18,000 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia, selected using random-digit-dial sampling.

For results based on 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.

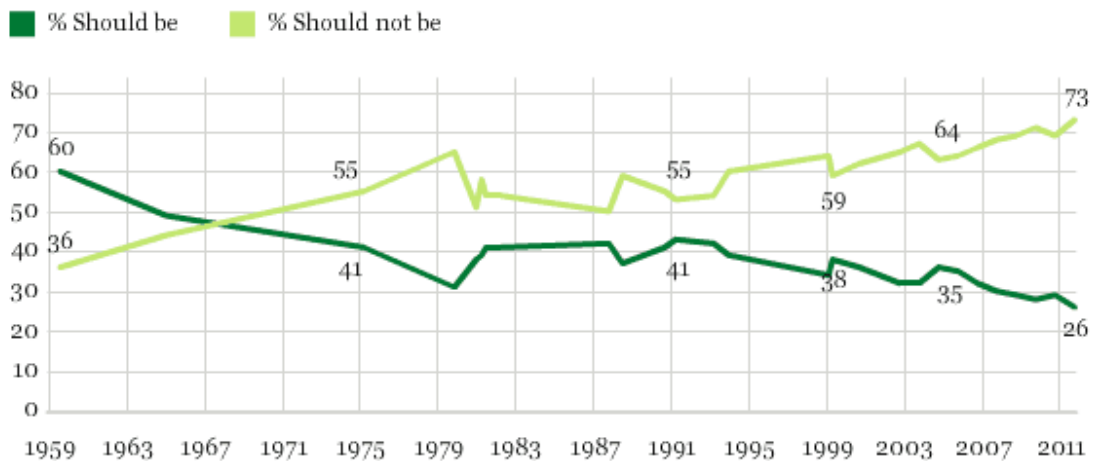
Source: http://www.gallup.com/poll/150365/Gallup-Finds-Significant-Drop-Unemployment-During-October.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Northern%20America%20-%20USA

195-43-27. Record-Low 26% in U.S. Favor Handgun Ban

Support for stricter gun laws in general is lowest Gallup has measured October 26, 2011

PRINCETON, NJ -- A record-low 26% of Americans favor a legal ban on the possession of handguns in the United States other than by police and other authorized people. When Gallup first asked Americans this question in 1959, 60% favored banning handguns. But since 1975, the majority of Americans have opposed such a measure, with opposition around 70% in recent years.

Do you think there should or should not be a law that would ban the possession of handguns, except by the police and other authorized persons?

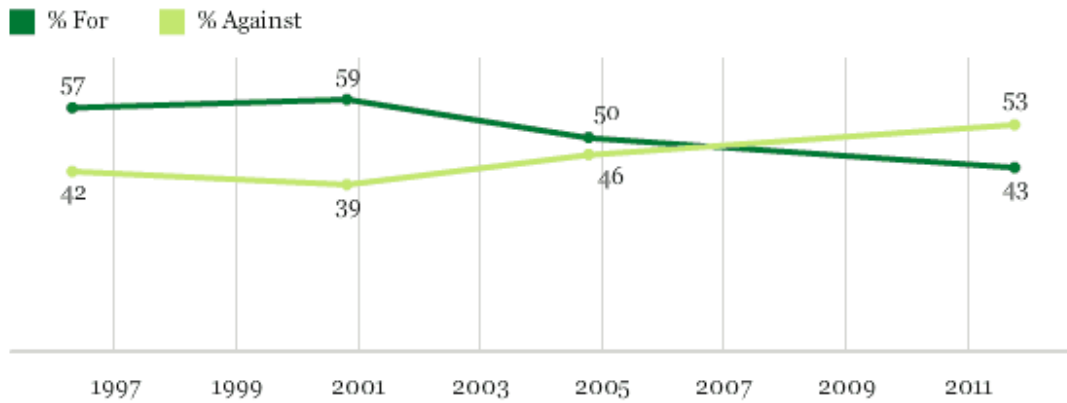


GALLUP

The results are based on Gallup's annual Crime poll, conducted Oct. 6-9. This year's poll finds support for a variety of gun-control measures at historical lows, including the ban on handguns, which is Gallup's longest continuing gun-control trend.

For the first time, Gallup finds greater opposition to than support for a ban on semiautomatic guns or assault rifles, 53% to 43%. In the initial asking of this question in 1996, the numbers were nearly reversed, with 57% for and 42% against an assault rifle ban. Congress passed such a ban in 1994, but the law expired when Congress did not act to renew it in 2004. Around the time the law expired, Americans were about evenly divided in their views.

Are you for or against a law which would make it illegal to manufacture, sell, or possess semiautomatic guns known as assault rifles?

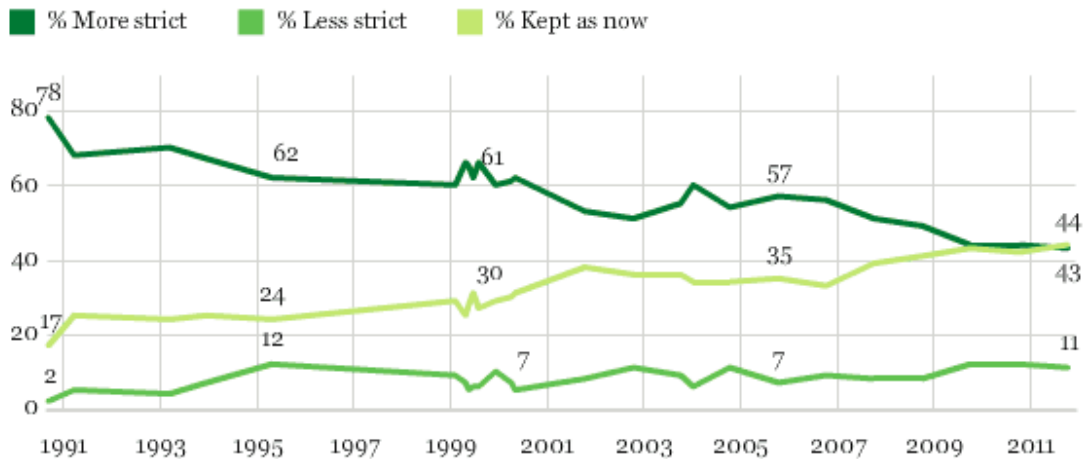


GALLUP

Additionally, support for the broader concept of making gun laws "more strict" is at its lowest by one percentage point (43%). Forty-four percent prefer that gun laws be kept as they are now, while 11% favor less strict laws.

As recently as 2007, a majority of Americans still favored stricter laws, which had been the dominant view since Gallup first asked the question in 1990.

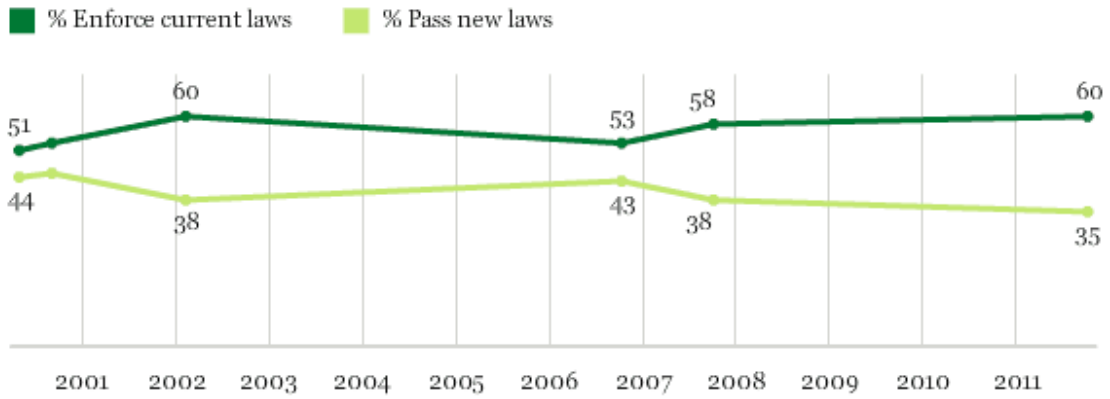
In general, do you feel that the laws covering the sale of firearms should be made more strict, less strict, or kept as they are now?



GALLUP

Americans' preference regarding gun laws is generally that the government enforce existing laws more strictly and not pass new laws (60%) rather than pass new gun laws in addition to stricter enforcement of existing laws (35%). That has been the public's view since Gallup first asked the question in 2000; the 60% this year who want stricter enforcement but no new laws is tied for the high in the trend.

In terms of gun laws in the United States, which of the following would you prefer to see happen -- [ROTATE: enforce the current gun laws more strictly and NOT pass new gun laws (or) pass new gun laws in addition to enforcing the current laws more strictly]?



GALLUP

Support for Stricter Gun Laws Down Among Key Subgroups

All key subgroups show less support for stricter gun laws, and for a ban on handguns, than they did 20 years ago. In 1991, 68% of Americans favored stricter gun laws and 43% favored a ban on handguns. Those percentages are 43% and 26%, respectively, today.

Relatively few key subgroups favor stricter gun-control laws today, whereas in 1991, all did. Since then, Democrats' views have shown less change, with a 10-point decline in the percentage favoring stricter laws. Republicans show a much larger decline of 35 points. In addition to Democrats, majorities of Eastern residents and those without guns in their household still favor stricter gun laws.

Percentage Favoring Stricter Laws Covering the Sale of Firearms, by Subgroup, 1991 and 2011 Gallup Polls

| | 1991 | 2011 | Change |
|---------------------|-------------|-------------|--------------------|
| | % | % | (pct. pts.) |
| Men | 59 | 37 | -22 |
| Women | 76 | 50 | -26 |
| <hr/> | | | |
| 18 to 29 years | 62 | 39 | -23 |
| 30 to 49 years | 69 | 43 | -26 |
| 50+ years | 71 | 45 | -26 |
| <hr/> | | | |
| College | 72 | 43 | -29 |
| No college | 65 | 44 | -21 |
| <hr/> | | | |
| East | 77 | 54 | -23 |
| Midwest | 72 | 37 | -35 |
| South | 61 | 40 | -21 |
| West | 63 | 44 | -19 |
| <hr/> | | | |
| Democrat | 74 | 64 | -10 |
| Independent | 65 | 37 | -28 |
| Republican | 66 | 31 | -35 |
| <hr/> | | | |
| Gun in household | 56 | 29 | -27 |
| No gun in household | 78 | 57 | -21 |

GALLUP

Democrats, Eastern residents, members of gun non-owning households, and women were among the few subgroups to favor a ban on handguns in 1991, but now no key subgroup has a majority in favor. Those with guns in their household are least likely to favor a handgun ban.

*Percentage Favoring a Ban on Handguns, by Subgroup,
1991 and 2011 Gallup Polls*

| | 1991 % | 2011 % | Change (pct. pts.) |
|---------------------|------------------|------------------|------------------------------|
| Men | 34 | 20 | -14 |
| Women | 51 | 31 | -20 |
| | | | |
| 18 to 29 years | 39 | 32 | -7 |
| 30 to 49 years | 39 | 23 | -16 |
| 50+ years | 50 | 25 | -25 |
| | | | |
| College | 44 | 24 | -20 |
| No college | 42 | 28 | -14 |
| | | | |
| East | 55 | 36 | -19 |
| Midwest | 49 | 25 | -24 |
| South | 34 | 21 | -13 |
| West | 35 | 24 | -11 |
| | | | |
| Democrat | 54 | 37 | -17 |
| Independent | 40 | 23 | -17 |
| Republican | 35 | 16 | -19 |
| | | | |
| Gun in household | 24 | 12 | -12 |
| No gun in household | 59 | 39 | -20 |

GALLUP

Implications

Americans have shifted to a more pro-gun view on gun laws, particularly in recent years, with record-low support for a ban on handguns, an assault rifle ban, and stricter gun laws in general. This is the case even as high-profile incidents of gun violence continue in the United States, such as the January shootings at a meeting for U.S. Rep. Gabrielle Giffords in Arizona.

The reasons for the shift do not appear related to reactions to the crime situation, as Gallup's Crime poll shows no major shifts in the trends in Americans' perceptions of crime, fear of crime, or reports of being victimized by crime in recent years. Nor does it appear to be tied to an increase in gun ownership, which has been around 40% since 2000, though it is a slightly higher 45% in this year's update. The 2011 updates on these trends will appear on Gallup.com in the coming days.

Perhaps the trends are a reflection of the American public's acceptance of guns. In 2008, Gallup found widespread agreement with the idea that the Second Amendment of the U.S. Constitution guarantees the right of Americans to own guns. Americans may also be moving toward more libertarian views in some areas, one example of which is greater support for

legalizing marijuana use. Diminished support for gun-control laws may also be tied to the lack of major gun-control legislation efforts in Congress in recent years.

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/150341/Record-Low-Favor-Handgun-Ban.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

195-43-28. Self-Reported Gun Ownership in U.S. Is Highest Since 1993

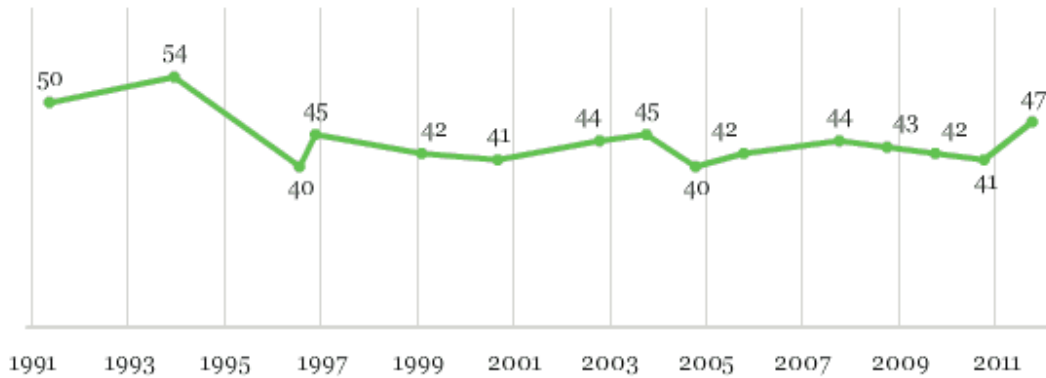
Majority of men, Republicans, and Southerners report having a gun in their households
October 26, 2011

PRINCETON, NJ -- Forty-seven percent of American adults currently report that they have a gun in their home or elsewhere on their property. This is up from 41% a year ago and is the highest Gallup has recorded since 1993, albeit marginally above the 44% and 45% highs seen during that period.

U.S. Gun Households, 1991-2011

Do you have a gun in your home? (If no: Do you have a gun anywhere else on your property such as in your garage, barn, shed, or in your car or truck?)

■ Gun in home/elsewhere on property



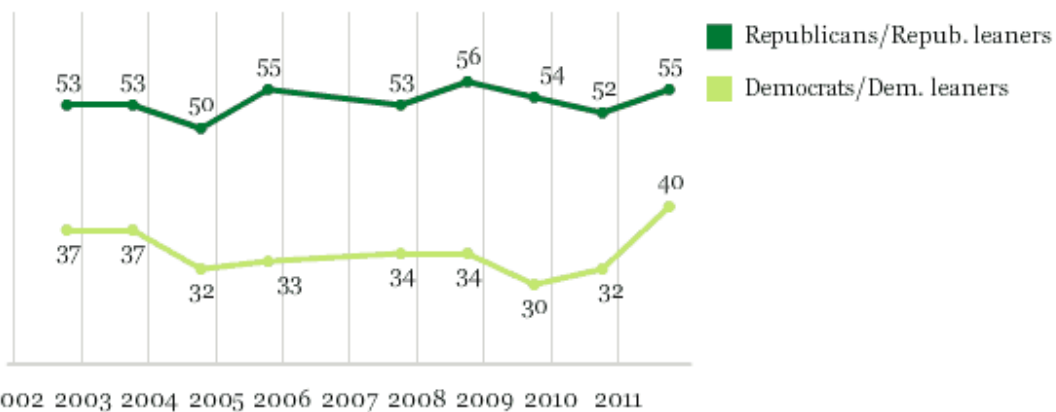
GALLUP

The new result comes from Gallup's Oct. 6-9 Crime poll, which also finds public support for personal gun rights at a high-water mark. Given this, the latest increase in self-reported gun ownership could reflect a change in Americans' comfort with publicly stating that they have a gun as much as it reflects a real uptick in gun ownership.

Republicans (including independents who lean Republican) are more likely than Democrats (including Democratic leaners) to say they have a gun in their household: 55% to 40%. While sizable, this partisan gap is narrower than that seen in recent years, as Democrats' self-reported gun ownership spiked to 40% this year.

Gun in Household, by Party ID

% Saying there is a gun in their home/on their property



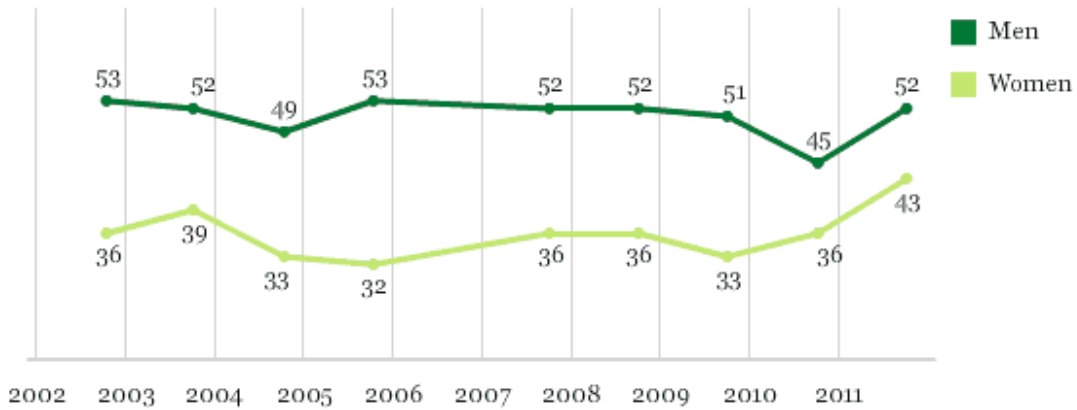
Trend from annual Gallup Crime survey, conducted in October

GALLUP

The percentage of women who report household gun ownership is also at a new high, now registering 43%.

Gun in Household, by Gender

% Saying there is a gun in their home/on their property



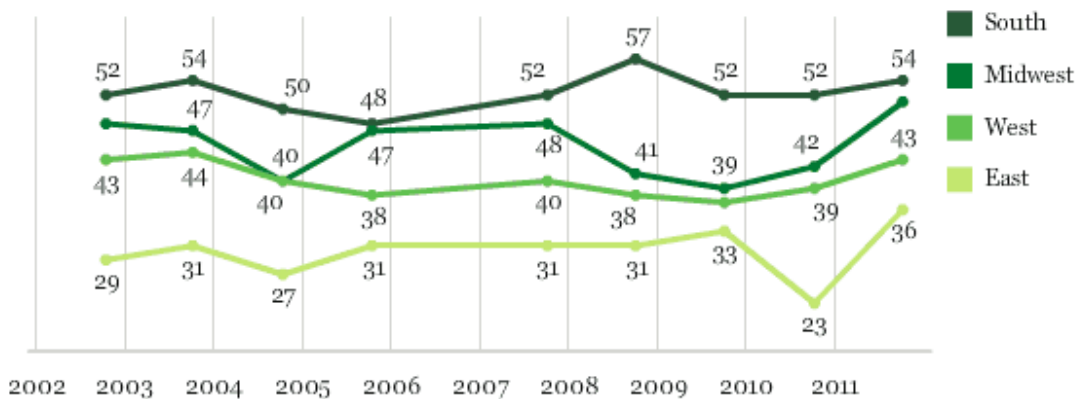
Trend from annual Gallup Crime survey, conducted in October

GALLUP

Gun ownership is more common in the South (54%) and Midwest (51%) than in the East (36%) or West (43%) -- a finding typical of Gallup's trends in gun ownership by region.

Gun in Household, by Region

% Saying there is a gun in their home/on their property



Trend from annual Gallup Crime survey, conducted in October

GALLUP

One in Three Americans Personally Own a Gun

Since 2000, Gallup has asked respondents with guns in their households a follow-up question to determine if the gun belongs to the respondent or to someone else. On this basis, Gallup finds that 34% of all Americans personally own a gun.

The gender gap in personal gun ownership is wider than that seen for household ownership, as 46% of all adult men vs. 23% of all women say they personally own a gun.

Middle-aged adults -- those 35 to 54 years of age -- and adults with no college education are more likely than their counterparts to be gun owners.

Summary of Gun Ownership

| | Personally owns gun | Other household member owns gun | No gun in household |
|----------------------------|--------------------------------|--|--------------------------------|
| | % | % | % |
| National adults | 34 | 13 | 51 |
| Men | 46 | 6 | 48 |
| Women | 23 | 20 | 55 |
| 18 to 34 | 23 | 13 | 63 |
| 35 to 54 | 38 | 14 | 46 |
| 55 and older | 24 | 9 | 66 |
| College graduate | 29 | 13 | 56 |
| Some college | 30 | 16 | 51 |
| No college | 40 | 11 | 48 |
| East | 29 | 7 | 63 |
| Midwest | 36 | 15 | 46 |
| South | 38 | 16 | 45 |
| West | 31 | 13 | 55 |
| Republican/Lean Republican | 41 | 14 | 43 |
| Democrat/Lean Democratic | 28 | 13 | 60 |

Oct. 6-9, 2011

GALLUP

Bottom Line

A clear societal change took place regarding gun ownership in the early 1990s, when the percentage of Americans saying there was a gun in their home or on their property dropped from the low to mid-50s into the low to mid-40s and remained at that level for the next 15 years. Whether this reflected a true decline in gun ownership or a cultural shift in Americans' willingness to say they had guns is unclear. However, the new data suggest that attitudes may again be changing. At 47%, reported gun ownership is the highest it has been in nearly two decades -- a finding that may be related to Americans' dampened support for gun-control laws. However, to ensure that this year's increase reflects a meaningful rebound in reported gun ownership, it will be important to see whether the uptick continues in future polling.

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.

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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/150353/Self-Reported-Gun-Ownership-Highest-1993.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20Politics%20-%20USA

195-43-29. Obama Approval (41%) and Re-Elect (37%) Drop Slightly

Still Better Than That of Congress

October 26, 2011

UTICA, NY--President Barack Obama's standing with likely voters remains stagnant, as both his job approval (41%) and the percentage saying he deserves re-election (37%) fell two percentage points from a week ago.

These results are from an IBOPE Zogby interactive poll conducted from Oct. 18-21.

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

| Obama Job Performance | Oct 21 | Oct 14 | Oct 5 | Sept 26 | Sept 12 | Sept 5 | Aug 29 | Aug 14 | July 25 | July 18 | July 12 | July 5 |
|-----------------------|--------|--------|-------|---------|---------|--------|--------|--------|---------|---------|---------|--------|
| Disapprove | 59% | 57% | 59% | 57% | 58% | 51% | 60% | 68% | 54% | 55% | 58% | 58% |
| Approve | 41% | 43% | 41% | 42% | 42% | 49% | 40% | 31% | 45% | 43% | 42% | 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 21 | Oct 14 | Oct 5 | Sept 26 | Sept 12 | Sept 5 | Aug 29 | Aug 14 | July 25 | July 18 |
|----------------------|--------|--------|-------|---------|---------|--------|--------|--------|---------|---------|
| Time for someone new | 55 | 55 | 55 | 53 | 53 | 55 | 55 | 55 | 51 | 53 |

| | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|
| | 5% | 3% | 4% | % | % | 7% | % | 4% | % | % |
| Obama deserves to be re-elected | 3 | 3 | 3 | 37 | 39 | 3 | 35 | 3 | 40 | 38 |
| | 7% | 9% | 8% | % | % | 3% | % | 6% | % | % |
| Not sure | 8 | 8 | 8 | 10 | 8 | 1 | 9 | 9 | 9 | 9 |
| | % | % | % | % | % | 0% | % | % | % | % |

Totals may not add up to 100% due to rounding

Other results show little change from Oct. 14 on opinion toward the nation's direction and approval of Congress.

- 72% say the nation is on the wrong track and 17% say the U.S. is headed in the right direction.
- Overall approval of Congress is 13%, while approval for Congressional Republicans is 30% and for Congressional Democrats 28%.

IBOPE Zogby International conducted an online survey of 2,067 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 +/- 2.2 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/2011/10/26/ibope-zogby-poll-obama-approval-41-and-re-elect-37-drop-slightly/>

195-43-30. 51% Disapprove of Cain's 9-9-9 Tax Plan & 48% Believe It Would Raise Their Taxes

63% of Republicans Approve, but are Split on Personal Tax Impact

October 27, 2011

UTICA, NY--A small majority of likely voters disapproves of Republican presidential candidate Herman Cain's "9-9-9" tax reform plan, and 48% believe it would increase the total amount of taxes they pay.

The IBOPE Zogby interactive poll conducted from Oct. 18-21 shows Cain's plan to be much more popular with Republican voters, with 63% approving of Cain's proposal to set both personal and business tax rates at 9% and to add a 9% national sales tax. However, Republicans are split as to how the plan would impact them, with 34% believing it would reduce their total taxes and 32% thinking their taxes would increase.

Independent voters are more likely to disapprove of the "9-9-9" plan, than approve (49%-43%), but believe it would raise their total taxes by a significant margin (49%-20%). Democrats both overwhelmingly disapprove of the proposal (73%) and believe they would pay more in taxes (76%).

Republican Presidential candidate Herman Cain is proposing a change in the federal tax code to replace current personal income and business tax rates with a flat 9% rate on both, and to also have a 9% national sales tax. Do you approve or disapprove of this plan Cain calls "9-9-9"?

| Response | All voters | Republicans | Democrats | Independents |
|-------------------|-------------------|--------------------|------------------|---------------------|
| Approve | 39% | 63% | 14% | 43% |
| Disapprove | 51% | 30% | 73% | 49% |
| Not sure | 10% | 7% | 14% | 7% |

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

Do you believe the total amount you pay in taxes would increase, decrease or remain the same under Cain's "9-9-9" plan?

| Response | All voters | Republicans | Democrats | Independents |
|------------------------|-------------------|--------------------|------------------|---------------------|
| Increase | 48% | 32% | 63% | 49% |
| Decrease | 20% | 34% | 8% | 20% |
| Remain the same | 15% | 19% | 10% | 16% |
| Not sure | 17% | 14% | 19% | 15% |

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

IBOPE Zogby International conducted an online survey of 2,067 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 +/- 2.2 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.

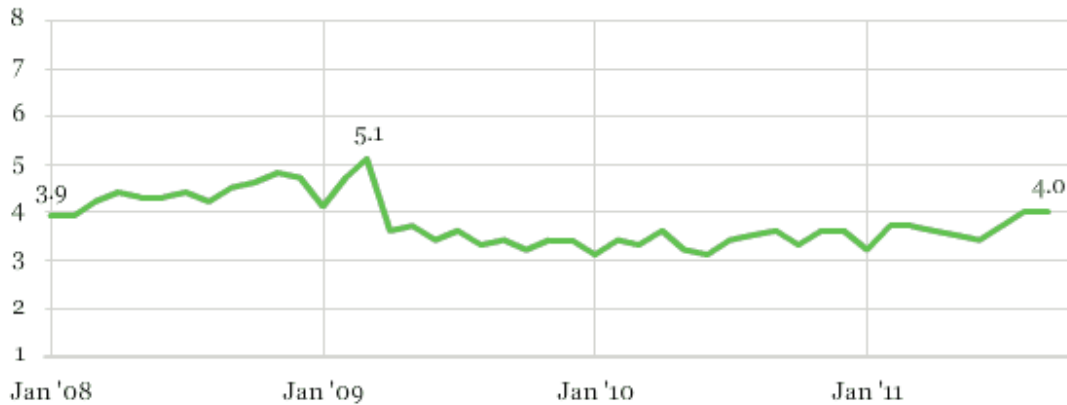
Source: <http://www.zogby.com/news/2011/10/27/ibope-zogby-poll-51-disapprove-cains-9-9-9-tax-plan-48-believe-it-would-raise-their-taxes/>

195-43-31. In U.S., 4% View Their Lives Poorly Enough to Be Suffering

Those with low incomes six times more likely than those with high incomes to be suffering
October 26, 2011

WASHINGTON, D.C. -- Four percent of Americans rated their lives poorly enough to be considered suffering in September -- relatively little change from the past two and a half years.

Percentage of Americans Who Are Suffering



January 2008-September 2011
Gallup-Healthways Well-Being Index

GALLUP

While the 4% of Americans who are suffering is technically the highest since March 2009, it is not statistically higher than readings found since that time. This relative stability contrasts with the sharp spikes in suffering that Gallup has found in other nations embroiled in economic and political turmoil, including Greece.

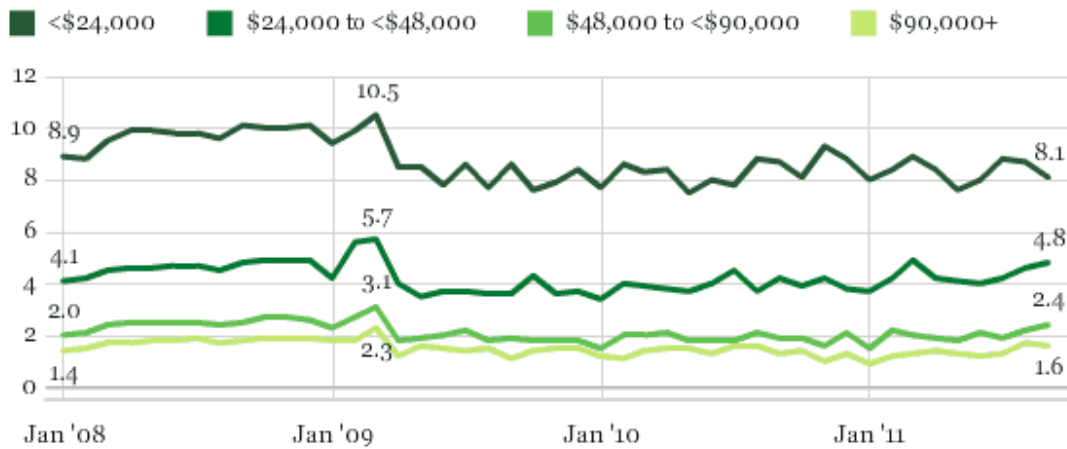
Gallup classifies respondents as "thriving," "struggling," or "suffering," according to how they rate their current and future lives on a ladder scale with steps numbered from 0 to 10 based on the Cantril Self-Anchoring Striving Scale. People who rate their current life situation and their life in five years a 4 or less are considered suffering.

The percentage of Americans who are suffering is among the lowest in the world and is on par with other developed nations. Even low-income Americans are significantly less likely to be suffering than are entire populations in many parts of the globe, reflecting the higher standard of living U.S. citizens enjoy compared with those in other nations.

Greater Suffering at Lower Incomes

Suffering in the United States is now lower across all income groups compared with levels found in early 2009. However, low-income Americans are more than six times as likely as those with high incomes to be suffering -- 8.1% versus 1.6% in September. In general, suffering decreases as income increases.

Percentage of Americans Who Are Suffering, by Annual Income



January 2008-September 2011
Gallup-Healthways Well-Being Index

GALLUP

High-income Americans also appear to be more insulated from severe economic downturns. While suffering increased across all income groups during the 2008 to 2009 financial crisis, it increased the most among low-income Americans.

The percentage of low-income Americans who were suffering rose to a high of 10.5% in March 2009, from a pre-financial crisis low of 8.8% in February 2008 -- an increase of 1.7 percentage points. Over the same time period, suffering increased to a lesser degree at each step up in income. It rose 1.6 percentage points among Americans with an income of \$24,000 to less than \$48,000 per year, 1.1 points for those with annual incomes of \$48,000 to less than \$90,000, and 0.9 points among those earning \$90,000 or more per year.

Suffering by Annual Income: Pre-Financial Crisis Low Point vs. Financial Crisis High Point

| | Pre-Financial Crisis Low Point | Financial Crisis High Point | Difference |
|-----------------------|--------------------------------|-----------------------------|------------|
| <\$24,000 | 8.8% (February 2008) | 10.5% (March 09) | 1.7 |
| \$24,000 to <\$48,000 | 4.1% (January 2008) | 5.7% (March 09) | 1.6 |
| \$48,000 to <\$90,000 | 2.0% (January 2008) | 3.1% (March 09) | 1.1 |
| \$90,000+ | 1.4% (January 2008) | 2.3% (March 09) | 0.9 |

GALLUP

Bottom Line

The life evaluation data provide a broad view of how Americans view their lives today and where they see their lives headed. The percentage of "suffering" Americans has been quite stable even as Americans' confidence in the economy has worsened, with increased percentages rating their financial situations as "poor" and saying their situations are getting worse.

Suffering could rise in the months ahead as Americans continue to hold such negative economic perceptions. But, based on the historical trend, it may take a financial crisis at least as bad as what happened in late 2008/early 2009 for suffering to rise significantly.

About the Gallup-Healthways Well-Being Index

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

Survey Methods

Results are based on telephone interviews conducted as part of the Gallup-Healthways Well-Being Index survey Sept. 1-30, 2011, with a random sample of 29,313 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia, selected using random-digit-dial sampling.

Life evaluation Index figures from January 2008 to April 2009 reflect re-estimates calculated to address context effects that Gallup discovered after the data were originally published.

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 Life Evaluation Index is based on the Cantril Self-Anchoring Striving Scale, which asks respondents to evaluate their present and future lives on a scale with steps numbered from 0 to 10, where "0" is the worst possible life and "10" is the best possible life. Those who rate today a "7" or higher and the future an "8" or higher are considered to be "thriving." Those who rate today and the future a "4" or lower on the scale are considered to be "suffering." The overall Life Evaluation Index score is calculated as the percentage of thriving Americans minus the percentage of suffering Americans.

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/150332/View-Lives-Poorly-Enough-Suffering.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Northern%20America%20-%20USA%20-%20Wellbeing

AUSTRALASIA

195-43-32. New Zealand National-Led Government's Winning Lead Decreases – 57.5% (Down 2%) Cf. Opposition Parties 42.5% (Up 2%)

Finding No. 4711 - This latest New Zealand Roy Morgan Poll on voting intention was conducted by telephone with a NZ wide cross-section of 933 electors from October 10-23, 2011. Of all electors surveyed 6.5% (down 0.5%) didn't name a party.: October 31, 2011

The latest New Zealand Roy Morgan Poll shows support for Prime Minister John Key's National-led Government has fallen to 57.5% (down 2%). Support for Key's National Party is 53.5% (down 2%), ACT NZ 1% (down 0.5%), the Maori Party 2% (unchanged), and United Future 1% (up 0.5%).

Support for Opposition Parties is at 42.5% (up 2%) — Labour Party 29.5% (up 1.5%), Greens 9.5% (unchanged), New Zealand First 2.5% (up 0.5%), Mana Party 0.5% (unchanged) and Others 0.5% (unchanged).

If a National Election were held today the **National Party would easily be returned to Government.**

The latest New Zealand Roy Morgan Government Confidence Rating has fallen 1 point to 136.5 — with 61% (down 1%) of New Zealanders saying New Zealand is 'heading in the right direction' compared to 24.5% (unchanged) that say New Zealand is 'heading in the wrong direction.'

Gary Morgan says:

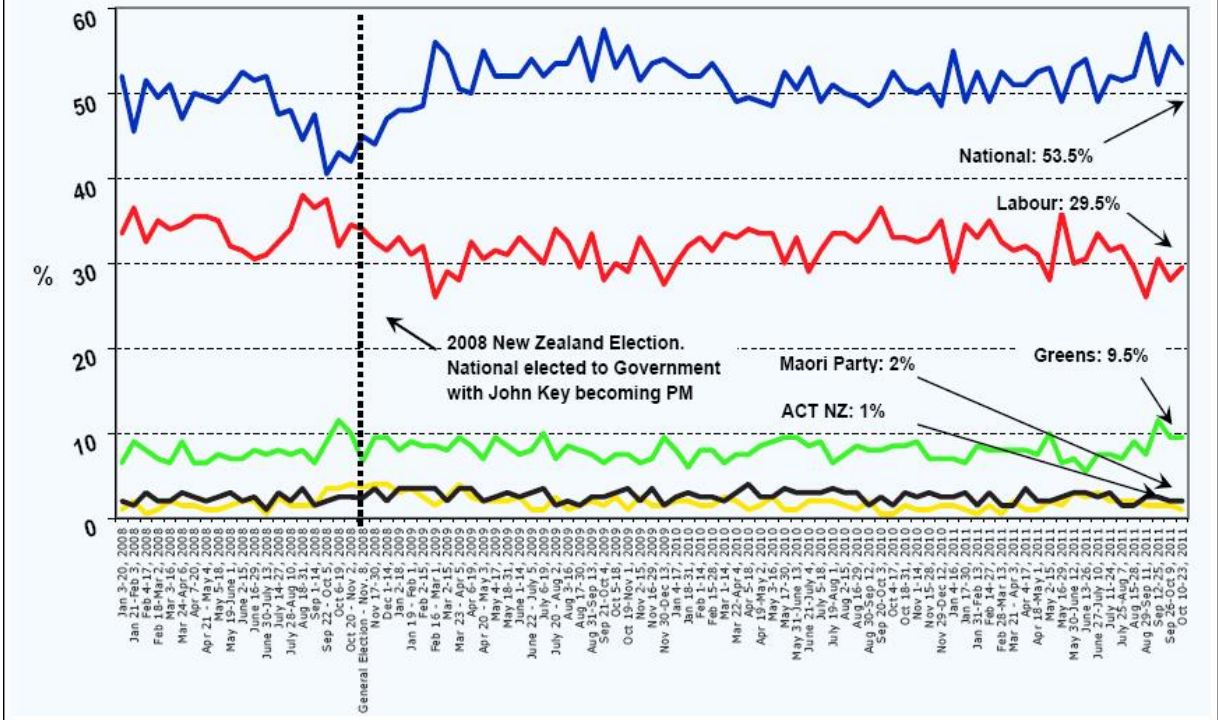
"Today's New Zealand Roy Morgan Poll shows a slight drop in support for the National-led Government of John Key (57.5%, down 2%) but with the Government still holding a significant election winning lead over the Opposition Parties (42.5%, up 2%)."

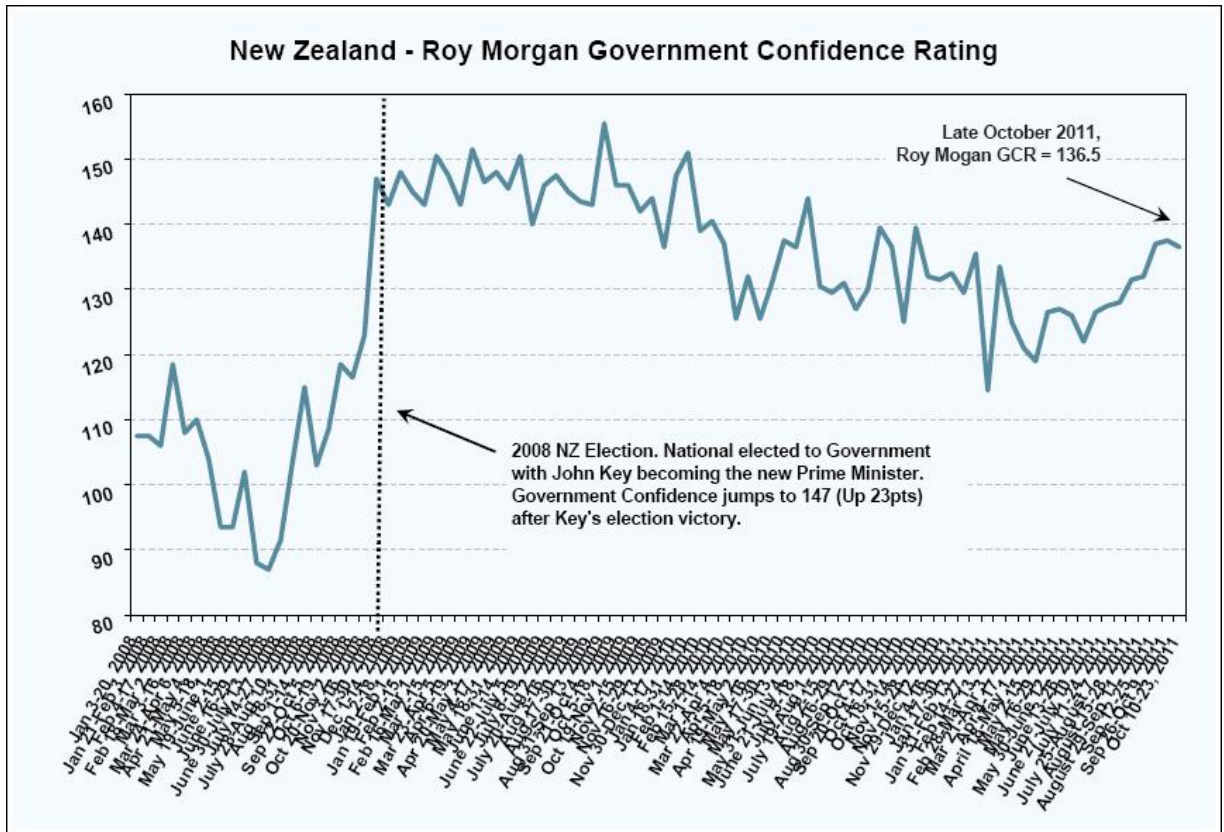
"Today's Morgan Poll was taken as New Zealand geared up to contest the Rugby World Cup Final on Sunday October 23, 2011. New Zealand was ultimately successful in the World Cup Final with a hard-fought win over France (8-7). The successful hosting of New Zealand's largest ever sporting event and the eventual victory for New Zealand can only be a positive for Key as he seeks re-election during November."

Electors were asked: *"If a New Zealand Election were held today which party would receive your party vote?"*

This latest New Zealand Roy Morgan Poll on voting intention was conducted by telephone with a NZ wide cross-section of 933 electors from October 10-23, 2011. Of all electors surveyed 6.5% (down 0.5%) didn't name a party.

New Zealand Primary Vote





Margin of Error

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

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

Source: <http://www.roymorgan.com/news/polls/2011/4711/>

195-43-33. L-NP (55.5%) Lead Increases Over ALP (44.5%) Clear Majority (57%) Of Australians Oppose Carbon Tax

Finding No. 4710 - This face-to-face Morgan Poll on Federal voting intention was conducted over last weekend – October 22/23, 2011 with an Australia-wide cross-section of Australians aged 14+ including 961 electors, of all electors surveyed, 5% did not name a party. This telephone Morgan Poll on Federal voting intention was conducted over the last two nights, October 25/26, 2011 with an Australia-wide cross-section of 538 electors.: October 28, 2011

The latest telephone Morgan Poll shows a rise in support for the L-NP 55.5% compared to the ALP 44.5% on a Two-Party preferred basis. The L-NP primary vote is 47% still well ahead of the ALP 31%. A separate face-to-face Morgan Poll conducted last weekend showed the L-NP 56.5% even further ahead of the ALP 43.5% on a Two-Party preferred basis.

Support for the minor parties shows the Greens 12.5% (up 2.5%) and Others/ Independents 9.5% (unchanged) according to the latest telephone Morgan Poll conducted over two nights, October 25/26, 2011.

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

The Roy Morgan Government Confidence Rating has risen to 102 (up 5pts) with 45% (up 5.5%) — saying Australia is 'heading in the right direction,' while 43% (up 0.5%) say Australia is 'heading in the wrong direction.'

Carbon Tax

A clear majority of electors (57%, up 1% since August 2011) oppose the Gillard Government's Carbon Tax — despite the legislation passing Federal Parliament in recent weeks compared to only 37% (down 1%) that support it.

Meanwhile, electors are still evenly split on whether Tony Abbott should overturn the Carbon Tax legislation if elected with 48% (unchanged) opposed to Abbott overturning the Carbon Tax compared to 45% (unchanged) that support Abbott overturning the Carbon Tax.

When asked "*Which of the following is closest to your view about Global Warming?*" 34% of electors said '*Concerns are exaggerated,*' 43% said '*If we don't act now it will be too late*' and a further 20% said '*It is already too late*' while 3% can't say.

The latest **weekly Roy Morgan Consumer Confidence Rating** conducted over last weekend, October 22/23, 2011, was at 114.7 (up 2.9pts from October 15/16, 2011).

Gary Morgan says:

"Today's Morgan Poll shows the L-NP (55.5%) with a strengthening lead over the ALP (44.5%) on a Two-Party preferred basis according to a telephone Morgan Poll conducted on the nights of October 25/26, 2011. Last weekend's face-to-face Morgan Poll showed the L-NP (56.5%) even further ahead of the ALP (43.5%) — a clear improvement for the L-NP from the previous week's face-to-face Morgan Poll which showed the L-NP (53.5%) cf. ALP (46.5%)."

"The increasing lead for the L-NP comes as a clear majority of Australians (57%, up 1% since August 2011) still oppose the Gillard Government's Carbon Tax — despite the Carbon Tax legislation now passing through Federal Parliament. However, despite the clear opposition to the Carbon Tax — opinion is divided on whether Opposition Leader Tony Abbott should overturn the Carbon Tax if elected Prime Minister with 48% (unchanged) opposed to Abbott overturning the Carbon Tax compared to 45% (unchanged) who support Abbott overturning the Carbon Tax."

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 22/23, 2011 with an Australia-wide cross-section of Australians aged 14+ including 961 electors, of all electors surveyed, 5% did not name a party.

This telephone Morgan Poll on Federal voting intention was conducted over the last two nights, October 25/26, 2011 with an Australia-wide cross-section of 538 electors.

*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.

Global Warming & Carbon Tax

Fewer 32% (down 5%) Australians say about Global Warming that 'Concerns are exaggerated' compared to 44% (unchanged) that say 'If we don't act now it will be too late' and a further 20% (up 3%) that say 'It is already too late', 4% can't say.

Only 37% (down 1%) of Australian electors support the Gillard Government's Carbon Tax while a clear majority (57%, up 1%) opposes the Carbon Tax and 6% (unchanged) can't say.

However, when asked whether Opposition Leader Tony Abbott should overturn the Carbon Tax if elected, Australian electors remain evenly split, now 48% (unchanged) **oppose** Abbott overturning the Carbon Tax compared to 45% (unchanged) who **support** Abbott overturning the Carbon Tax and 7% (unchanged) can't say.

Question 1:

Electors were asked: "Which of the following is closest to your view about Global Warming?" Do you think: Concerns are exaggerated; if we don't act now it will be too late; it is already too late?"

Of Australians (44%, unchanged since August 2011) say 'If we don't act now it will be too late' while slightly less than a third (32%, down 5%) say 'Concerns are exaggerated' and a further 20% (up 3%) say 'It is already too late.'

However, there is a clear division along party lines with clear majorities of ALP supporters (60%) and Greens supporters (56%) saying 'If we don't act now it will be too late' compared to 32% of L-NP supporters while a slight majority of L-NP supporters (51%) say 'Concerns are exaggerated' compared to only 15% of ALP supporters and just 11% of Greens supporters.

| <u>About Global Warming</u> | <u>Total all people aged 14+</u> | | | | | | | | | | | |
|---|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|
| | A | N | M | A | N | D | J | J | J | A | Oct | |
| | pril | ov | ay | ug | ov | ec | an | une | uly | ug | 25/26, | |
| | <u>20</u> | <u>2</u> | <u>2</u> | <u>2</u> | <u>2</u> | <u>2</u> | <u>2</u> | <u>2</u> | <u>2</u> | <u>2</u> | <u>2</u> | <u>201</u> |
| | <u>06</u> | <u>008</u> | <u>009</u> | <u>009</u> | <u>009</u> | <u>009</u> | <u>010</u> | <u>011</u> | <u>011</u> | <u>011</u> | <u>1</u> | |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| Concerns are exaggerated | 13 | 9 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| If we don't act now it will be too late | 67 | 4 | 6 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 44 |
| It is already too late | 15 | 4 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 20 |
| Can't say | 5 | 3 | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 2 | 4 |
| TOTAL | 0 | 00 | 00 | 00 | 00 | 00 | 00 | 00 | 00 | 00 | 00 | 100 |

Electo Federal Voting Intention

| | rs Oct 25/26, 2011 | A LP | L- NP | Gre ens | Oth ers | n't Ca say |
|---|---|-----------------------|------------------------|--------------------------|--------------------------|---------------------------------------|
| Concerns are exaggerated | 34 | 15 | 51 | 11 | 35 | 15 |
| If we don't act now it will be too late | 43 | 60 | 32 | 56 | 33 | 48 |
| It is already too late | 20 | 24 | 12 | 30 | 28 | 35 |
| Can't say | 3 | 1 | 5 | 3 | 4 | 2 |
| TOTAL | 100 | 0 | 10 0 | 10 | 100 | 100 0 |

Question 2:

“The Gillard Government's Carbon Tax policy has recently been passed by Federal Parliament. The Carbon Tax policy will charge \$23 per tonne of carbon with 500 companies paying the Carbon Tax. Do you support or oppose the Gillard Government's Carbon Tax legislation?”

A majority of Australians (57% up 1%) oppose the Gillard Government's proposed legislation to ‘place a price on carbon’ — including a clear majority of L-NP supporters (86%), however only 27% of ALP supporters and just 22% of Greens supporters oppose the proposed legislation.

Although only 37% (down 1%) of electors support the proposed legislation, a majority of ALP supporters (64%) and Greens supporters (73%) agree with the proposal but only 10% of L-NP supporters want this legislation.

| | Electors | | | | | | Federal Voting Intention | | | | | |
|---------------------|---|--|--|--|---|---|---------------------------------|------------------------|--------------------------|--------------------------|---|-----------------------|
| | Ma rch 8- 10, 2011 | Ma rch 16- 17, 2011 | J une 2 011 | J uly 2 011 | A ug 2 011 | A t 2 25/26, 20 11 | Oc LP | A -NP | I reens | Gr hers | Ot an't sa y | C sa |
| Support legislation | 33 | 38 | 7 | 3 | 3 | 3 | 37 | 4 | 0 | 73 | 36 | 27 |
| Oppose legislation | 57 | 54 | 3 | 5 | 5 | 5 | 57 | 7 | 6 | 22 | 57 | 46 |
| Can't say | 10 | 8 | 0 | 1 | 5 | 6 | 6 | 9 | 4 | 5 | 7 | 27 |
| TOTAL | 100 | 100 | 00 | 00 | 00 | 0 | 10 00 | 00 | 1 00 | 1 00 | 100 0 | 10 0 |

Question 3:

“Do you support or oppose Opposition Leader Tony Abbott's promise to overturn the Government's proposed Carbon Tax legislation if elected?”

This question related to Opposition Leader Tony Abbott’s promise to overturn the Gillard Government’s legislation if elected. Electors were fairly evenly split with 48% (unchanged) of electors opposing Tony Abbott’s promise to overturn the Gillard Government’s proposed Carbon Tax legislation if elected and 45% (unchanged) supporting Abbott’s promise to overturn the legislation.

However, a large majority of L-NP supporters (76%) support Abbott’s promise compared to only 18% of ALP supporters and 15% of Greens supporters. A clear majority of ALP supporters (76%) and Greens supporters (81%) do not want Abbott to rescind the ‘Carbon Tax’ if elected compared to only 16% of L-NP supporters.

| | Electors | | | | | | Federal Voting Intention | | | | | |
|--------------------------------|------------|------------|------------|------------|------------|-----------------|--------------------------|------------|------------|------------|------------|--|
| | March 2011 | March 2011 | June 2011 | July 2011 | Aug 2011 | Oct 25/26, 2011 | ALP | L-NP | Greens | Others | Can't say | |
| Support Abbott overturning tax | 44 | 44 | 45 | 48 | 45 | 45 | 16 | 77 | 15 | 36 | 31 | |
| Oppose Abbott overturning tax | 45 | 46 | 45 | 45 | 48 | 48 | 76 | 1 | 81 | 58 | 41 | |
| Can't say | 11 | 10 | 10 | 7 | 7 | 7 | 6 | 8 | 4 | 6 | 28 | |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |

| | Electors | Support or Oppose Carbon Tax | | | |
|--------------------------------|----------|------------------------------|------------|------------|------------|
| | | Oct 25/26, 2011 | Support | Oppose | Can't say |
| Support Abbott overturning tax | Abbott | 45 | 77 | 12 | |
| Oppose Abbott overturning tax | Abbott | 48 | 93 | 16 | 38 |
| Can't say | | 7 | 2 | 7 | 50 |
| TOTAL | | 100 | 100 | 100 | 100 |

During the period:

- **Sydney protesters vow to hold firm**
“Occupy Sydney” protesters have vowed to stay put in Sydney's financial district as the remarkable Occupy Wall Street movement reaches 951 cities in 82 countries.

- **Queen to wow Canberra on first full day of tour**
A cruise on Lake Burley-Griffin and a visit to Floriade will be among the highlights for the Queen on the first full day of her Australian tour. The Queen then has visits to Brisbane and Melbourne, including a tram ride to the Governor's residence, before heading to Perth for the 2011 Commonwealth Heads of Government Meeting (CHOGM).

- **Travel agents say it's time for Qantas intervention**
Travel firm Flight Centre says the ongoing Qantas dispute is starting to hurt the industry and it is time for the Federal Government to intervene to prevent the rolling strikes causing more chaos in the travel industry.

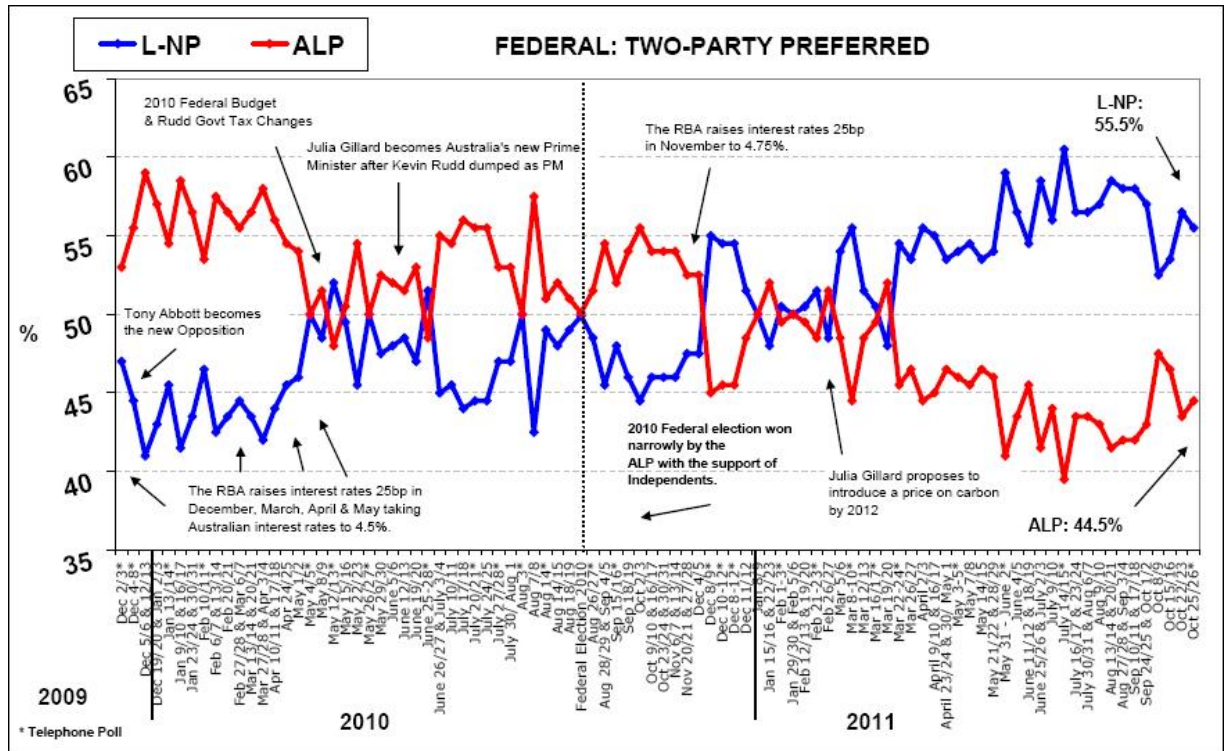
- **Ombudsman resigns after questions row**
Commonwealth ombudsman Allan Asher has resigned after a row over scripted question he provided to Greens senator Sarah Hanson-Young concerning an increase in funding for his department.

- **Muammar Gaddafi is dead**
Libya's former dictator Muammar Gaddafi has been killed by fighters who overran his hometown of Sirte, Libya's new leaders have confirmed. Also killed in the confrontation was his son Mutassim.

- **US President Barack Obama announces Iraq troop pullout**
United States president Barack Obama has announced that all American troops will be out of Iraq by the end of the year.

- **Black Caviar makes it 15 wins on the trot**
Black Caviar has won its 15th consecutive start with an effortless win in the Schweppes Stakes.

- **Southern Speed wins Caulfield Cup**
Southern Speed has experienced a flood of late money to storm home and win the Caulfield Cup — often a great indicator for success on the biggest stage of all — the Melbourne Cup. Pre-race favourite December Draw pulled up sore and finished last in a disappointing result for trainer Mark Kavanagh.



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

Source: <http://www.roymorgan.com/news/polls/2011/4710/>

CYBER WORLD

195-43-34. The Tablet Revolution

October 25, 2011

How People Use Tablets And What It Means For The Future Of News

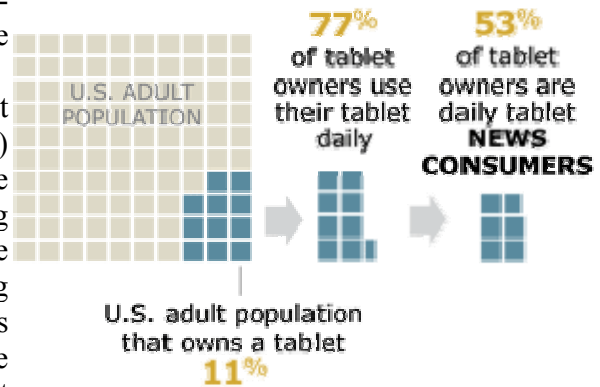
Eighteen months after the introduction of the iPad, 11% of U.S. adults now own a tablet computer of some kind. About half (53%) get news on their tablet every day, and they read long articles as well as get headlines. But a majority says they would not be willing to pay for news

content on these devices, according to the most detailed study to date of tablet users and how they interact with this new technology.

The study, conducted by the Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group, finds that the vast majority of tablet owners—fully 77%—use their tablet every day. They spend an average of about 90 minutes on them.

Consuming news (everything from the latest headlines to in-depth articles and commentary) ranks as one of the most popular activities on the tablet, about as popular as sending and receiving email (54% email daily on their tablet), and more popular than social networking (39%), gaming (30%), reading books (17%) or watching movies and videos (13%). The only activity that people said they were more likely to do on their tablet computer daily is browse the web generally (67%).

Half of Tablet Owners Consume News On Their Tablets Daily



N = 1159 tablet users

Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group

The survey also finds that three-in-ten tablet news users (defined for this study as the 77% of all tablet users who get news at least weekly) say they now spend more time getting news than they did before they had their tablet. Just 4% say they spend less time while two-thirds (65%) spend about the same amount of time.

A third (33%) of tablet news users say they are turning to new sources for news on their tablet, sources they had not turned to on other platforms such as television or their desktop computer. And, more than four in ten (42%) say they regularly read in-depth news articles and analysis on their tablet.

Tablet news users also say they now prefer their new devices over traditional computers, print publications or television as a way both to get quick news headlines and to read long-form pieces.

Whether people will pay for content, though, still appears to be a challenge, even on the tablet. Just 14% of these tablet news users have paid directly for news content on their tablets. Another 23%, though, have a subscription to a print newspaper or magazine that they say includes digital access. Thus, the percent of these early tablet news users who have paid either directly or indirectly for news on their tablet may be closer to a third. That is a much higher number than previous research has found more broadly of people paying for digital content.

Still, a large majority of those who have not paid directly for news on their tablet remains reluctant to do so, even if that was the only way to get news from their favorite sources.

Tablet News Habits

| | |
|-----|--|
| 53% | Consume news daily |
| 30% | Spend more time getting news than before owning a tablet |
| 33% | Turn to new sources on their tablet |
| 42% | Read in-depth articles regularly on their tablet |

N=1159 tablet users; 894 tablet news users

Pew Research Center's Project For Excellence In Journalism
in collaboration with The Economist Group

These are some of the findings of the study, which probed at three different levels the behavior of 1,159 tablet users and 894 who consume news on their tablet weekly. The study, conducted in the summer and early fall of 2011, assessed the penetration of tablets and the general activities people use their tablets for across a representative sample of the U.S. population. The study also probed deeply into how tablet users get different kinds of news and information on these devices and asked them to evaluate their experience using the device, including how that experience relates to other platforms.

One reason early tablet adopters may have integrated the devices so significantly into their daily lives is tied to the demographic profile of the tablet-owning population. In general, they are middle-age, higher-income working individuals who follow the news more closely and more frequently than the population overall.

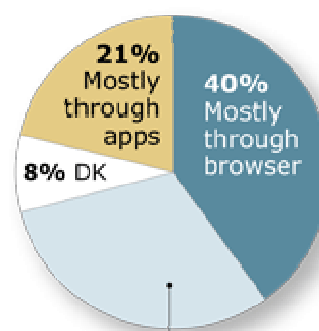
The study also finds that these early users turn to the internet as their main source for news much more frequently than the public overall, and they have a strong preference for reading and listening to news rather than watching it—again much more than the population overall. Fully 71% of tablet users prefer reading and listening versus 45% of all U.S. adults.

The way these tablet users consume news, though, may surprise some. When it was launched, many observers believed that the tablet might help change the experience of news consumers and the economic ground rules of digital news consumption. That belief was based on the sense that people would consume information on tablets largely through special applications or apps that provide content from a favorite news organization like the New York Times or one's local newspaper. Users would download the apps, which news organizations might be able to charge for, and which could make advertising more appealing.

The study reveals that, so far, while about two-thirds of tablet news users have a news app on their tablet, the browser, carried over from the desktop experience, is still the more popular means of consuming news. A plurality of tablet news users (40%) say they get their news mainly through a web browser. Another 31%

Apps have not taken over as the primary way to get news on the tablet

Tablet news users who consume news...



31% Through both equally

N=894 tablet users who get news at least weekly

Pew Research Center's Project For Excellence In Journalism in collaboration with The Economist Group

use news apps and the browser equally, while fewer, 21%, get their news primarily through apps.

There may be reason for news organizations to continue to develop and promote their news apps, however. Those tablet news users who primarily use apps for news are the most avid consumers of news on tablets. They consume news more heavily, and in more different ways. They also report higher levels of enjoyment and learning from their news experience.

The study, executed by Princeton Survey Research Associates International, involved a survey of the general public and three separate surveys. The first was a general population survey. The next two surveys were conducted with a Pew Research Center panel of more than a thousand tablet users. The panel was developed through interviews with 40,000 U.S. adults. A telephone survey was conducted with 1,159 tablet users and 894 tablet news users, and a web-based survey was conducted among a select group of those news users about their news habits over the past seven days. (For more information, please see the About the Survey box below.)

Among the other major findings:

- **The revenue potential for news on the tablet may be limited.** At this point just 14% of tablet news users have paid directly to access news on their tablet. Another 23% get digital access of some kind through a print newspaper or magazine subscription. Still, cost is a factor, even among this heavy news consuming population. Of those who haven't paid directly, just 21% say they would be willing to spend \$5 per month if that were the only way to access their favorite source on the tablet. And of those who have news apps, fully 83% say that being free or low cost was a major factor in their decision about what to download.

- **Brand is important on the tablet.** Whether an app comes from "a news organization I like" is as prevalent a factor in the decision to download an app as is low cost. Liking the news organization is a major factor for 84% of those who have apps. In addition, among both app and browser respondents surveyed about their behavior over the last seven days, the most common way by far to get news headlines was by going directly to a news organization's content. Fully 90% of app users went directly to the app of a specific news organization, compared with 36% that went to some sort of aggregator app like Pulse. And, 81% of those who went through their browser accessed news headlines via a direct news website, compared with 68% who went through a search engine and about a third (35%) that went through a social network.

- **Substitution is already occurring to large degrees.** Fully 90% of tablet news users now consume news on the tablet that they used to get access in other ways. The greatest substitution is occurring with news that people used to get from their desktop computer. Eight-in-ten tablet news users say they now get news on their tablet that they used to get online from their laptop or desktop computer. Fewer respondents, although still a majority, say the tablet takes the place of what they used to get from a print newspaper or magazine (59%) or as a substitute for television news (57%).

- **Incidental news reading is prevalent on the tablet.** Nearly nine-in-ten (88%) of those who read long articles in the last seven days ended up reading articles they were not initially seeking out. In addition, 41% went back and read past articles or saved articles for future reading.

- **Those who rely mainly on apps for news, 21% of all tablet news users, represent a kind of power news consumer.** Close to half of this group say they now spend *more time* getting news than they did before they had their tablet (43%). That

is more than twice the rate of those who mainly go through a browser (19%). App users are also more than three times as likely as browser news users to regularly get news from new sources they did not turn to before they had their tablet (58% versus 16% for browser users).

- **Word of mouth is a key component of tablet news sharing.** Fully 85% of those who get news on their tablets said they had talked with someone about a long article they had read there. This is more than twice the percentage who say they had shared articles electronically. Some 41% of tablet news users say they share news through email or social networking at least sometimes. And when a select group was asked specifically about their behavior in the last seven days, again about four in ten say they had shared news content through social networking sites or email.

- **When it comes to ownership, many see the tablet computer as more of a household device to share than as a strictly personal one.** Half of those with a tablet share it with other members of the household. And the iPad still dominates the market- 81% of tablet owners in this survey own the Apple product.

Source: http://www.journalism.org/analysis_report/tablet?src=prc-headline

195-43-35. Bloggers Back The Occupy Wall Street Protests

October 17-21, 2011

By a margin of more than 2 to 1, bloggers overwhelmingly expressed support for the Occupy Wall Street protests that began in Lower Manhattan on September 17 and spread around the country. Almost half (46%) of the conversation on blogs championed the movement compared with 18% which was opposed (35% was neutral or straight news). **Polls** show the general public is more evenly divided over the goals of the movement, but in the blogosphere the message was clearly one of encouragement - though with little added clarity as to what specific actions the movement is calling for.

Last week, October 17-21, also marked one month since the protests began. And while coverage devoted to the movement declined in the mainstream press **last week**, it gained attention among bloggers, ranking third overall-the first time that the subject ranked among the most discussed in the blogosphere, according to the **New Media Index** from the Pew Research Center's Project for Excellence in Journalism.

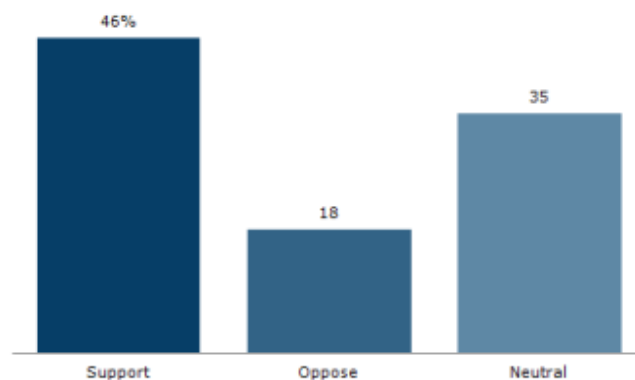
This edition of the NMI includes a special analysis of the blogosphere utilizing computer technology from the media monitoring firm **Crimson**

Hexagon to examine the tone of conversation about the protests from their origination on September 17 all the way through October 25.

Expressions of support took several forms. Some bloggers backed the movement by helping to organize and dispense information pertaining to specific rallies. Others shared the reasons why they backed the protests and what they hoped the outcomes might be.

Tone on Blogs about Occupy Wall Street

Percent of Conversation, September 17-October 25, 2011



Based on Crimson Hexagon Software

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

Those in opposition, a smaller cohort overall, declared the protests to be misguided and derided the character of those involved.

The two sides came together, though, in complaining that the traditional press was being unfair in its coverage.

Support for the Movement

The blogosphere was an important space for those participating in the protests, both as a way of organizing specific occupations and of informing outsiders about what was going on.

"#OCCUPYWALLSTREET is happening right now at Liberty Plaza!" announced the **Adbusters blog** two days after the first rallies in New York. "Now, it is crucial for everyone from all over the world to flock to the encampment. Call in to work sick, invite your friends and hop on a bus or plane to New York City."

"We're still here," posted the **Occupy Wall Street** blog the next day. "Today, we occupied Wall Street from the heart of the Financial District. Starting at 8:00 AM, we began a march through the Wall Street area, rolling through the blocks around the New York Stock Exchange...We are building the world that we want to see, based on human need and sustainability, not corporate greed."

Others, not necessarily directly involved, talked about the goals of the movement.

"Since the Occupy Wall Street movement began, the talk about inequality has been greater than I can remember it being for a very long time," shared Jim Wallis of **Sojourners**. "Don't worry about endorsing the Occupy Wall Street movement (all the diverse elements involved wouldn't even endorse each other!), but rather engage it."

"But, now, finally, the people hurt by the current system are making their voices heard. They are asking to be treated by the government and corporate America as though their lives were worth a damn," pronounced Pat Greene at **The Wild Winds of Fortune**. "When some people in the the 99% call for tax increases for millionaires and corporations, or question bonuses and bailouts, we stand accused of 'inciting class warfare.' Bring it on: those who defend the status quo started it first."*

Many complained about how the mainstream press was covering the protests.

"It is a shame that so many are unaware of this [movement] because sponsored news organizations have no desire to cover this story due to political allegations," charged Amanda at **Stupid My Cupid**. "News is supposed to be unbiased. Not covering this shows EXACTLY how biased the mainstream news organizations are. It is obvious that they are merely trying to protect their own self-interests."

"CBS has been the only media outlet actually offering any coverage of the 'Occupy Wall Street' demonstrations that are on-going," wrote Bryan at **Why Now** a week after the protests began. "The only reference I could locate on CNN was a Tech article on the 16th about the use of social media, and even that only shows up on the International edition. The corporate media doesn't seem interested in thousands of people holding a week-long demonstration."

More than anything, however, blogs were used to share the same types of opinions expressed by those in the movement itself. But, as has been **said** of the movement overall, the comments rarely included specific actions or outcomes being sought.

"When I hear people say that the unemployed are lazy, I get angry," admitted **Dr. Benton Quest**. "When I hear about rich people getting breaks because they are rich (i.e. capital gains tax rates) I get angry. If the rich were actually making jobs, I would not get angry. But when I hear about oil companies making record profits while taking tax breaks, I get angry. And if you look at the crowds in Occupy Wall Street, I am not the only one who is angry."

Opposition to the Protests

While those who disagreed with Occupy Wall Street were not as prevalent online, there were a number that were not shy about their opposition.

"My guess is that most of the protesters are against 'profit' and fail to realize that profit is the fuel that keeps an economy growing," argued Robert Wenzel at [Economic Policy Journal](#). "Unfortunately, the protesters are unlikely to understand this and are thus likely to call for more government regulation, which will mean that the banksters most cozy with government will gain an even greater edge."

"Sadly this is a group of mixed agendas, most of them having nothing to do with a real cause, but simply an opportunity to display antics, and the baser side of the humanity," declared Sheryl Devereaux at [The Moral Liberal](#). "But to the slender remainder of those protesting, the invisible minority who are there beyond antics-at least as the media is portraying them-their participation is simply evidence of the lack of understanding to the way our system was designed to work and how to fix problems in our society."

Others focused on the character of the people involved.

"They moan in blogs written on their \$1,600 Macbooks about their student loan debt, cry from the comfort of their living rooms about being expected to pay for the mortgages they signed up for, scream out with their \$4.50 Starbucks lemongrass frappalattecininos in hand about how life isn't 'fair' and that there's so much 'inequality' in the world," criticized [Rants of the Anti-Sheep](#).

Some critics pointed to a New York Post [article](#) about complaints from some protestors that their items were stolen.

"It couldn't happen to a nicer bunch of moochers, socialists, communists and general riffraff," wrote [Bluegrass Pundit](#).

This group also criticized the press, though in this case arguing that the coverage of the protests was too favorable.

"There has been no mainstream media investigation of who these people are," charged Derek Hunter at [Townhall](#). "Instead of the truth, instead of questions, we get cheerleading and cherry-picked camera angles showing perfectly lit, perfectly well behaved, smiling people."

"The Mainstream Media (MSM) has drooled over, cooed about, and coddled OWS, providing it with free publicity it could never afford to pay for itself and implicitly approving of its multitudinous aims," determined Edward Cline at [The Rule of Reason](#).

The Rest of the Week's News

Elsewhere on blogs last week, tech stories and a provocative interview mentioning Occupy Wall Street led the conversation.

The top subject involved developments with several of Google's products.

A number of bloggers linked to [news](#) that Google was going to close down several projects including Google Buzz and instead focus more attention on Google+. Some labeled this as a failure of Google's early attempts at engaging social media.

Top Stories on Blogs

- 1 Google
- 2 Zachary Quinto Interview
- 3 Occupy Wall Street
- 4 Samsung Galaxy Nexus
- 5 iPhone

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Other blogs highlighted a **post** about the company's efforts to make searching more secure with improved encryption. Commenters noted how this change would make work for online marketers more difficult. And a number of blogs linked to **reports** that Google is in negotiations with major record labels to set up an MP3 music store to compete with iTunes and Amazon. Bloggers were most interested in the notion that the new site might let users "share" music with their friends.

A New York Magazine **interview** with actor Zachary Quinto, which also touched on the Occupy Wall Street movement, was the No. 2 story. Quinto, who starred in the most recent Star Trek movie and the play Angels in America, talked about his sexual orientation and his conflicted feelings about the Occupy Wall Street movement. While he felt "resonance" with the position of the protests, Quinto also said that he was "deeply unsettled that people are rising up in movements against each other."

The fourth and fifth subjects both involved popular smartphones.

News about the unveiling of the Samsung Galaxy Nexus phone running on Android software was No. 4. While the Samsung phone has not received quite as much attention as the Apple iPhone in recent months, it has been among the most popular subjects on blogs in four of the five previous weeks.

The Samsung phone was also the top subject on Twitter last week as many users linked to an **animated video** introducing the device and its capabilities.

The iPhone itself was the fifth largest subject on blogs. Bloggers showed their interest in the new Apple 4S by linking to **reviews** and **stories** about the Siri voice command function.

On Twitter, the site itself was the second-largest subject. The most popular link was a Mashable **article** citing stats from Twitter's CEO Dick Costolo that the social networking site has more than 100 million active users and that more than 50% of them log in every day.

A **story** about an elderly couple in Iowa married for 72 years was the third most linked-to subject. The two died one hour apart holding hands.

Word of the death of former Libyan leader Col. Muammar Gaddafi-the subject that led **mainstream coverage** last week-was the fourth subject. In an example of the reflective nature of social media, many Tweets linked to a **Mashable page** featuring 25 reactions to the news on Twitter itself.

The fifth most popular link was to a music video by singer Chris Brown that featured rapper T-Pain. (Warning, the video contains adult language.)

YouTube

A dramatic sporting event was the most viewed news-related video on YouTube last week. On October 16, a horrific 15-car crash at Las Vegas Motor Speedway claimed the life of two-time Indianapolis 500 winner Dan Wheldon.

A video replay showed Wheldon's car, unable to avoid the massive wreck, slamming into another car in front of his, going airborne and spinning before hitting the catch fence. Two hours later, the 33-year-old Englishman was pronounced dead.

Top Stories on Twitter

- 1** Samsung Galaxy Nexus
- 2** Twitter
- 3** Iowa Couple
- 4** Gaddafi's Death
- 5** Chris Brown Music Video

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Source:

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

195-43-36. Consumers Turn Their Back On Blackberry

October 20, 2011

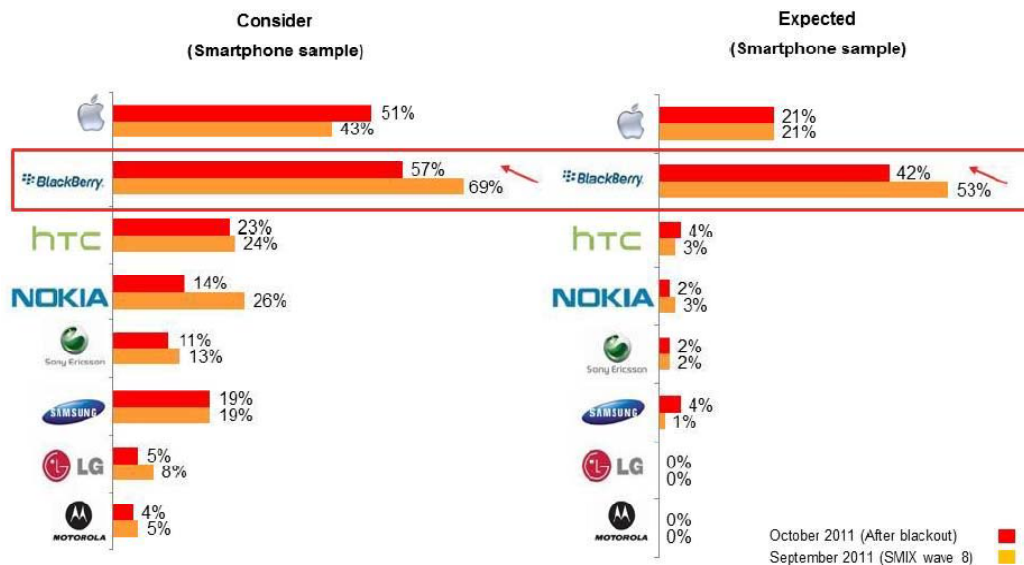
Following BlackBerry's recent blackout, YouGov conducted a survey amongst BlackBerry owners to understand how the outage affected them (if at all), changed their opinion of the brand, and future considerations on expecting to get a BlackBerry in future.

Since the blackout happened, BlackBerry has taken a hit with a marked decline in overall quality and satisfaction rates. Findings from SMIX (YouGov's Smartphone, Mobile Internet eXperience study) wave 8, conducted in September, reveal that two thirds of BlackBerry users rated BlackBerry 8, 9 or 10 for overall quality on a ten point scale. However, results from our most recent study reveals that quality rates have declined by 9 percentage points. Similarly for overall satisfaction, the brand saw an 8 point reduction.

Recommendation in the form of the Net Promoter Score (NPS) further demonstrates BlackBerry's decline with scores dropping from +15 (wave 8) to -6.

Consideration and expectation rates further highlight the damage caused by the blackout - only 57% of BlackBerry users would consider getting a BlackBerry again, compared to 69% from the SMIX study wave 8 (conducted in September). And perhaps more worrying is the number of consumers expecting to get a BlackBerry again – down 11 percentage points to 42%.

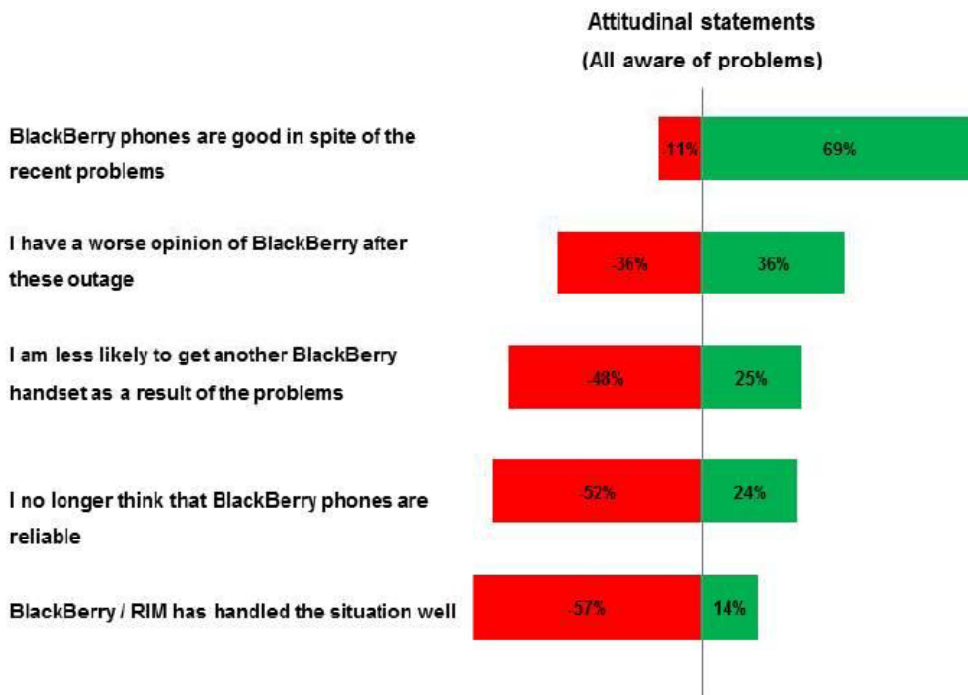
Considered and expected brand of future handset



Base: All qualified respondents that own a BlackBerry (SMIX Wave 8 291; October 11 1136)
Thinking about when you may replace your current BlackBerry handset... which, if any, of the following mobile handset brands will you consider? Please tick all that apply. And which ONE of these mobile handset brands do you expect your next phone to be?
N.B. 15% said they did not know what brand they would get in future.

However, there may still be some light at the end of the tunnel as the brand has a large number of loyal, forgiving followers - 69% of BlackBerry users think the handsets are “good” and over half (52%) disagree that “BlackBerry phones are no longer reliable”, findings taken from the October study.

Attitudinal statements regarding the problems – balance sheet



All aware of problems (1096)

Thinking about how BlackBerry / Research in Motion (RIM) handled the problems / service outage in the past week, to what extent do you agree or disagree with the following statements?

Russell Feldman, the consultant that led the research said “Whilst BlackBerry may have a loyal following, their handling of the blackout has severely undermined confidence amongst consumers and while they may be forgiving once, if it happens again the brand could find itself in serious trouble.”

Feldman continued, “The emergence and popularity of Android devices is seriously starting to challenge BlackBerry’s share of the market, and with the iPhone starting to focus in on the business market, BlackBerry could soon lose out. One only has to look at Nokia’s case study to see what happens when a company fails to invest and gets left behind the technology curve.”

Notes to editors

All figures, unless otherwise stated are from YouGov Plc. Total sample size was 1,136 BlackBerry owners. Fieldwork was undertaken between the 13th and 16th October 2011. The survey was carried out online.

Source: <http://www.yougov.co.uk/corporate/pdf/YG-press-ConTurnBackBlackberry.pdf>