

Gallopedia

From Gilani Research Foundation

November 2011, issue # 197*

Compiled on a weekly basis since January 2007

Gilani's Gallopedia is a weekly Digest of Opinions in a globalized world - one window on global opinion polling compiled by Gilani Research Foundation

Who are we?

Gilani's Gallopedia is a weekly digest of opinions in a globalized world. It provides a one window access to Global Opinion Polls on a weekly basis. It is produced by a team of researchers led by Dr. Ijaz Shafi Gilani, and is a not for profit public service. It is co-edited by Mohammad Zubair and Rushna Shahid.

Gilani's Gallopedia is in a way the 'wikipedia' for global polling. We plan to make it an interactive platform where you are both *reader* and *contributor*. ❖

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Topic of the week: (Click for details)

INSIDE THIS ISSUE

THIS WEEK'S REPORT CONSISTS OF **25**
NATIONAL & MULTI COUNTRY SURVEYS. **8**
POLLING ORGANIZATIONS HAVE BEEN
REPRESENTED.

Pg 2 **Asia** zone this week-
2 National Polls



Pg 2 **Africa** zone this week-
1 National Poll



Pg 3 **Euro Americas** zone
this week- 20 national polls

Cyber World- 2 Polls



Pg 10 Topic of the week-
**Internet Becomes The
Most Engaging Media
In China**



Countries represented in blue
Polling organizations represented
in pink

For reference to source of each poll clicks
to detail are provided in the text



Asia zone

► MIDDLE EAST & NORTH AFRICA; WEST ASIA; SOUTH ASIA;
NORTH ASIA; EAST ASIA

► WEST ASIA

197-1 **"Suffering" Increases in Afghanistan** ([Click for Details](#))

([Afghanistan](#)) "Suffering" in Afghanistan increased to 30% in 2011, up from 23% in 2010. The percentage of Afghans who rate the quality of their lives well enough to be considered "thriving" fell to 4% from a high of 12% in 2010. This decline erased steady gains made since 2008. ([Gallup USA](#))
November 11, 2011

[3.1 Economy](#) » [Perceptions on Performance/ Well-Being](#)



► NORTH EAST ASIA

197-2 **Internet Becomes The Most Engaging Media In China** (*Cyber World*) ([Click for Details](#))

([China](#)) A latest synovate study shows over half of mainland China's urban population (56.4%) aged 15 to 64 now has access to the internet, becoming one of the most powerful online consumer groups in the world. Internet access in tier 5 cities now stands at 53%, not far behind the 61% figure in tier 1 cities. A quarter of the population has gone online using their mobile in the past month. ([Synovate](#))

November 08, 2011

[4.6 Society](#) » [Media/ New Media](#)



Africa zone

► WEST AFRICA; EAST AFRICA; CENTRAL AFRICA;
SOUTHERN AFRICA

► MIDDLE EAST AND NORTH AFRICA

197-3 **Yemenis Hopeless About Economy as Revolt Continues** ([Click for Details](#))

([Yemen](#)) Yemenis see their economy at a near standstill after months of violence and political instability. Fewer than 1 in 10 Yemenis described local economic conditions as good in late July and 3% saw the situation getting better. In addition, 5% said it was a good time to find a job locally. ([Gallup USA](#))

November 8, 2011

[3.1 Economy](#) » [Perceptions on Performance/ Well-Being](#)

[3.2 Economy](#) » [Consumer Confidence/Protection](#)





Euro Americas zone

► EAST EUROPE; WEST EUROPE; NORTH AMERICA;
LATIN AMERICA & AUSTRALASIA

EUROPE

► WEST EUROPE

197-4 **Doubts In Europe Over Spending Money To Save The Euro** (*Multi-country survey*) (Click for Details)

A YouGov poll conducted across France, Germany, Britain and Denmark shows that while people think it is important the crisis is solved and that a collapse of the single currency would be damaging, it finds doubts over whether it is right to spend money on saving the Euro. (Yougov)

November 09, 2011

3.6 Economy » Economic Globalization



197-5 **Dark Times Ahead For Household Finances As Despair Continues Nationwide** (Click for Details)

(EU) Latest research from YouGov's monthly Household Economic Activity Tracker (HEAT) reveals that overall confidence about the household financial situation continues to decline among Britons - 46% expect their household financial situation to be worse 12 months from now compared to 15% expecting an improved economic situation. (Yougov)

November 09, 2011

3.8 Economy » Enterprise/ Investments

AMERICAS

► NORTH AMERICA

197-6 **Obama Back to Even With "Generic" Republican Candidate** (Click for Details)

(USA) President Obama now essentially ties, 43% to 42%, a "generic" Republican candidate when U.S. registered voters are asked whom they are more likely to vote for in the presidential election next year. This marks a change from October and September, when the Republican candidate was ahead, and underscores the potential for a close presidential race in the year ahead. (Gallup USA)

November 10, 2011

1.1 Domestic Politics » Elections

1.2 Domestic Politics » Performance Ratings



197-7 **Republicans Believe Romney Most Likely to Win Nomination** (Click for Details)

Republicans are most likely to predict that Mitt Romney will be their party's 2012 presidential nominee. The 45% who believe Romney will win the nomination exceeds the combined 35% who think any other candidate will win, including 13% who say Herman Cain and 9% who say Rick Perry. (Gallup USA)

November 9, 2011

1.1 Domestic Politics » Elections

[1.4 Domestic Politics » Political Parties](#)**197-8 Obama Improves on Foreign Affairs, Struggles on Fiscal Matters** [\(Click for Details\)](#)

There is a clear division in the way Americans today perceive the job President Barack Obama is doing on issues. He gets largely positive reviews for matters related to foreign affairs, particularly terrorism and the situation in Iraq. At the same time, majorities disapprove of his handling of several fiscal-related matters, including the federal budget deficit, the economy, creating jobs, and healthcare. ([Gallup USA](#))

November 9, 2011

[1.3 Domestic Politics » Governance](#)**197-9 Cain's Image Showing Signs of Decline Amid Allegations** [\(Click for Details\)](#)

(USA) Herman Cain's image among Republicans is starting to get worse amid claims that he sexually harassed several women in the 1990s. His latest Positive Intensity Score, based on Oct. 24-Nov. 6 Gallup Daily tracking, is 25. However, across the two weeks that make up that average, his score was 29 in interviewing conducted Oct. 24-30, before the news broke, and 20 in the days since. ([Gallup USA](#))

November 8, 2011

[1.1 Domestic Politics » Elections](#)[1.2 Domestic Politics » Performance Ratings](#)[1.4 Domestic Politics » Political Parties](#)**197-10 U.S. Economic Confidence Weak, but Steady Above Recent Lows** [\(Click for Details\)](#)

The Gallup Economic Confidence Index registered -47 for the week ending Nov. 6, down slightly from the -44 and -46 readings seen in the last two weeks of October. Still, confidence is running slightly higher than the exceptionally weak readings of -50 and worse that dominated the economic confidence picture from late July through early October. ([Gallup USA](#))

November 8, 2011

[3.2 Economy » Consumer Confidence/Protection](#)**197-11 Campaign News Draws More Coverage than Interest** [\(Click for Details\)](#)

Public interest in the presidential campaign showed no increase this week, despite the news media's increasing coverage of sexual harassment allegations against Herman Cain. About one-in-five Americans (22%) say they followed news about the 2012 candidates very closely, little changed from a week earlier (21%), according to the latest weekly News Interest Index survey, conducted Nov. 3-6 among 1,005 adults by the Pew Research Center for the People & the Press. ([Pew Research Center](#))

November 9, 2011

[1.1 Domestic Politics » Elections](#)[1.4 Domestic Politics » Political Parties](#)**197-12 For Many Injured Veterans, A Lifetime of Consequences** [\(Click for Details\)](#)

One out of every ten veterans alive today was seriously injured at some point while serving in the military, and three-quarters of those injuries occurred in combat. For many of these 2.2 million wounded warriors, the physical and emotional consequences of their wounds have endured long after they left the military, according

to a Pew Research Center survey of a nationally representative sample of 1,853 veterans conducted from July 18 to Sept. 4, 2011. ([Pew Research Center](#))

November 8, 2011

[2.10 Foreign Affairs & Security](#) » [Military Issues/ Defence](#)

[4.11 Society](#) » [Health](#)

197-13 **Employer-Based Health Insurance Continues to Trend Down** ([Click for Details](#))

(USA) The percentage of American adults who get their health insurance from an employer continues to decline, falling to 44.5% in the third quarter of this year. This percentage has been steadily declining since Gallup and Healthways started tracking Americans' health insurance sources in 2008. ([Gallup USA](#))

November 11, 2011

[4.11 Society](#) » [Health](#)



197-14 **Americans' Ability to Afford Food Nears Three-Year Low** ([Click for Details](#))

The percentage of Americans reporting that they had enough money to buy the food they or their families needed continued to decline in October, nearing the record low seen in November 2008. The percentage who did not lack money for food in 2011 fell to 79.8% from 80.1% in September, continuing a decline that began in April. ([Gallup USA](#))

November 10, 2011

[3.1 Economy](#) » [Perceptions on Performance/ Well-Being](#)

[3.5 Economy](#) » [Poverty](#)

197-15 **Americans' Perceptions of Job Market Worst in a Decade** ([Click for Details](#))

Americans' assessments of the job market worsened in November and are now the most pessimistic they have been in the past decade. Nine in 10 Americans say it is a "bad time" to find a quality job, while 8% think it is a "good time." ([Gallup USA](#))

November 11, 2011

[3.3 Economy](#) » [Employment Issues](#)

197-16 **Cain and Gingrich Gain as Republicans Review Choices for 2012 Election** ([Click for Details](#))

(USA) The proportion of GOP voters who think Rick Perry and Michele Bachmann would be "good presidents" has dropped markedly since September. The race for the Republican Party's presidential nomination in 2012 has shifted, as two contenders have significantly improved their standing in the past few weeks, while two others appear to have floundered, a new Angus Reid Public Opinion poll has found. (Angus-Reid)

November 8, 2011

[1.1 Domestic Politics](#) » [Elections](#)

[1.2 Domestic Politics](#) » [Performance Ratings](#)

[1.4 Domestic Politics](#) » [Political Parties](#)



197-17 **Cain Ties Romney Atop GOP Field** ([Click for Details](#))

(USA) Herman Cain now ties Mitt Romney as the leader for the GOP presidential nomination in USA Today/Gallup polling on Republican preferences conducted Nov. 2-6. Each receives 21% support from Republicans nationwide. Newt Gingrich and Rick Perry follow, with 12% and 11% support, respectively.

(Gallup USA)

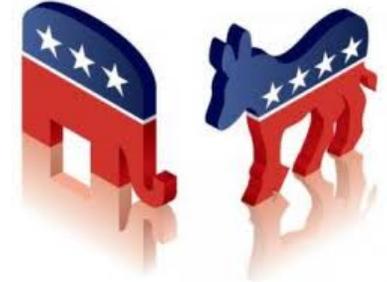
November 7, 2011

[1.1 Domestic Politics » Elections](#)

[1.2 Domestic Politics » Performance Ratings](#)

197-18 **Democrats More Liberal, Less White Than in 2008** (Click for Details)

In many respects, the demographic profile of Democrats nationwide is similar to what it was in 2008, although Democrats have become somewhat less white and more liberal than the party that nominated Barack Obama as its presidential candidate that year. As a group, Democrats are more likely than average to be women and nonwhite, less likely to be religious or married, much less likely to be conservative, and much more likely to be liberal than the U.S. population as a whole. (Gallup USA)



November 7, 2011

[1.4 Domestic Politics » Political Parties](#)

197-19 **Cain's Bad Stretch--A Campaign Coverage Update** (Click for Details)

While his support continued to hold in the polls, businessman and GOP presidential candidate Herman Cain was the focus of a much tougher narrative in the news media last week. The week, October 31 through November 6, was also the third consecutive one in which negative assertions of Cain in the press outnumbered positive, a turn in his narrative that predated allegations of sexual harassment. (Pew Research Center)

November 9, 2011

[1.1 Domestic Politics » Elections](#)

[1.2 Domestic Politics » Performance Ratings](#)

197-20 **The Rising Age Gap in Economic Well-Being** (Click for Details)

Households headed by older adults have made dramatic gains relative to those headed by younger adults in their economic well-being over the past quarter of a century, according to a new Pew Research Center analysis of a wide array of government data. (Pew Research Center)

November 7, 2011

[3.7 Economy » Infrastructure](#)

197-21 **Digest of Polls Shows Modest American Support For New Free Trade Agreements in Pacific** (Click for Details)

Despite the economic downturn, American public support for international trade and globalization remains fairly strong. Nevertheless, American support for free trade agreements with Pacific nations, after rising before the economic crisis, has since softened. (worldpublicopinion.org)

November 10, 2011

[3.6 Economy » Economic Globalization](#)



▶ AUSTRAL ASIA

197-22 **A Year Of Decline: Australian Consumer Confidence Falls For Fourth Successive Quarter** (Click for Details)

(Australia) According to third quarter global online consumer confidence findings from Nielsen, a leading global provider of insights and analytics into what consumers watch and buy, Australian consumer confidence slipped a further six points on the previous quarter's (July) score of 103, to reach an index of 97, dropping below the neutral 100 mark for the first-time since early 2009. Australia's index, however, remains nine points above the global average index of 88. (Nielsen)

November 10, 2011

[3.2 Economy](#) » [Consumer Confidence/Protection](#)



197-23 **Digital TV Channels Embraced By Australians Young And Old** (Click for Details)

(Australia) According to the latest Roy Morgan Single Source data (July 2010 — June 2011), 58% of the Australian population aged 14+ years report watching digital television channels. The older generations — Pre-Boomers and Baby Boomers — are just ahead of Generations X, Y and Z, in that a slightly higher proportion of the older groups are watching these digital TV channels. (Roy Morgan)

November 11, 2011

[4.6 Society](#) » [Media/ New Media](#)

▶ CYBER WORLD

197-24 **Teens, Kindness and Cruelty on Social Network Sites** (Click for Details)

(USA) Social media use has become so pervasive in the lives of American teens that having a presence on a social network site is almost synonymous with being online. Fully 95% of all teens ages 12-17 are now online and 80% of those online teens are users of social media sites. Many log on daily to their social network pages and these have become spaces where much of the social activity of teen life is echoed and amplified—in both good and bad ways. (Pew Research Center)

November 09, 2011

[4.6 Society](#) » [Media/ New Media](#)

197-25 **'Digital Waste' Pollutes The Online World As Brands Fail To Listen To What People Want** (Click for Details)

Businesses are wasting time and money trying to reach people online without realizing many resent big brands invading their social networks – according to findings from a global study launched by today by TNS. It found that 57 per cent of people in developed markets do not want to engage with brands via social media – rising to 60 per cent in the US and 61 per cent in the UK while the figure here in China is 52%, a bit lower than that of developed markets and just one percent lower than the global average (53%). Instead, misguided digital strategies are generating. (TNS Global)

November 10, 2011

[4.6 Society](#) » [Media/ New Media](#)



Topic of the week:***Internet Becomes The Most Engaging Media In China***

- This page is devoted to opinions of countries whose polling activity is generally not known very widely or where a recent topical issue requires special attention.

Vast Regional Difference Seen With Some Tier 5 Cities Overtaking Those Of Tier 1 In Internet Consumption

November 08, 2011

***Synovate Media Atlas China reveals the industry's most comprehensive insights on digital habits and everyday lives of mainland Chinese consumers***

GREATER CHINA — Leading global market research firm Synovate today released the latest findings from Media Atlas China, the most extensive syndicated cross-media study conducted in China to date surveying 66,000 consumers across 88 tier 1 to tier 5 cities and rural areas across mainland China. The latest results show over half of mainland China's urban population (56.4%) aged 15 to 64 now has access to the internet, becoming one of the most powerful online consumer groups in the world. Internet access in tier 5 cities now stands at 53%, not far behind the 61% figure in tier 1 cities. A quarter of the population has gone online using their mobile in the past month.



Steve Garton, Global Head of Media and Managing Director, Media - Greater China at Synovate, said: "*Media Atlas China is designed to the highest international standards, revealing in-depth insights on the lifestyles, habits, product ownership, digital and media consumption of mainland Chinese consumers. Since the launch of the study in April 2010, it has been quickly adopted by many major marketers and media agencies as one of the most accurate sources for up-to-date information on the China market.*"

"The latest findings from Media Atlas China show the strength in number and the sophistication of mainland Chinese consumers in their digital habits, a nation of increasingly online and on-the-go people."

Vast regional difference in internet consumption, with some tier 5 cities overtaking those of tier 1

The Synovate Media Engagement Index measures the level of attitudinal engagement or desire to use different media by consumers. It is an index score that statistically combines various elements of a media's **emotional equity**, such as personal meaning, integration into lifestyle, advocacy, and other related aspects. The latest index shows internet overtook all other media as the most engaging. It has the highest engagement score of 77, followed by television with an index score of 73, and mobile with the score of 68.

Jessica Liu, Media Research Director of Synovate in China, commented: "We see that the internet is a highly engaging medium in terms of time spent and interactivity. However, psychological engagement, turning a potential customer on to a brand idea, and the surrounding context fitting the ads and brand

information are all important. This is what the Synovate Media Engagement Index can answer in combination with behavioural information. When we analyze the findings by city tiers, the engagement index of tier 1 consumers is 82 for internet versus 77 for TV, while tier 5 consumers indicated index scores of 76 for internet and 73 for TV."

The average time spent on the internet is close to 3 hours a day (163 minutes). Respondents in tier 1 cities spend 2.6 hours a day browsing online, with 44% doing so daily. In tier 5 cities, 27% go online daily, spending around 1.4 hours.

Said Liu: "Internet consumption figures for lower tier cities seem to be lower than those seen in tier 1 cities on average, however the true picture is there are vast regional differences by tiers and cities. For example, Puning, a tier 5 city in Guangdong province, is very strong in online mobile (51%) and internet consumption (61%), even higher than that of tier 1 cities (25% and 51% respectively). Mianyang, a tier 4 city in Sichuan province, is also very strong in internet consumption (50%) with the reach above that of Chengdu (48%), the capital city of Sichuan."

Continued Garton: "This demonstrates a research study needs to be able to go deep into each city, surveying each demographic segment with a large enough sample collected through rigorous methods, in order to paint an accurate picture of the lifestyle and consumption of consumers in China. This is imperative information which marketers and media owners rely on to help them make multi-million dollar investments on business development and expansion strategies."

On the go on Weibo

One in four Chinese urbanites aged 15 to 64 are now on Weibo.

Particularly, the younger generation of 15 to 24-years-old show rapid adoption of new technology and media applications, embracing them with open arms.

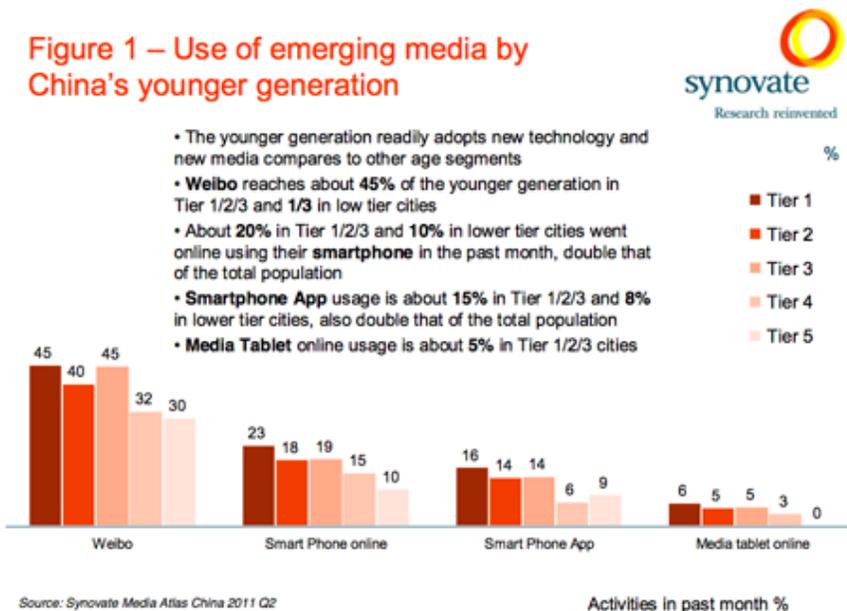


Said Liu: "Almost half (45%) of the younger generation in tier 1, 2 and 3 cities use Weibo, while one in three youngsters in lower tier cities are already there. About 20% in tier 1, 2, and 3 cities and 10% in lower tiers go online using their smartphones, which is double that of the total population."

Please see Figure 1, Use of emerging media by China's younger generation, for further details.

In terms of overall online social networking activities, one in three consumers (30%) from tier 1 cities has visited a social

Figure 1 – Use of emerging media by China's younger generation



Source: Synovate Media Atlas China 2011 Q2
Target: People aged 15 - 24 in all 88 cities

© Synovate 2011

networking site (SNS) in the past month, while 18% and 10% have done so in tier 5 cities and rural areas of China.

Garton commented: "Tier 1 figures might be above those of tier 5, but when looking at the overall numbers of users participating in social networking sites, 48% of those are in fact from tier 5 cities, 12% from tier 4, 17% from tier 3, 15% from tier 2, and 8% from tier 1. There are 494 tier 5 cities, representing 56% of mainland China's urban population. As these cities continue to develop, the opportunities for marketers are tremendous."

Having on the go accessibility to Weibo and other online social networking sites (SNS) further advances the popularity of these platforms.

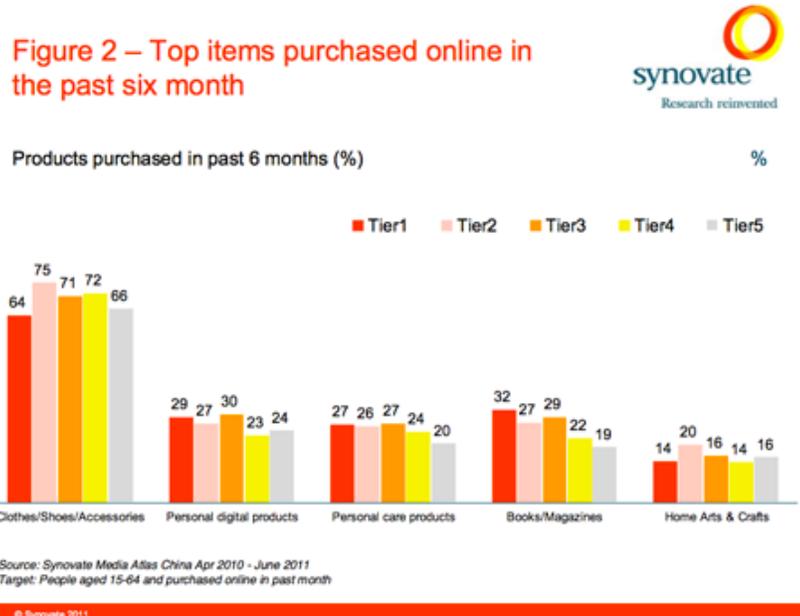
Close to one in three (28%) respondents in tier 5 cities accessed the internet with their mobiles in the past month, which is even higher than those in tier 1 cities (24%). The highest is in tier 3 with 38% having gone online using their mobile phones.

Window shopping and buying - Online style

Overall, one in seven (14%) Chinese urbanites has shopped online in the past month, while 11% in tier 5 cities have done so. Given the vast number of tier 5 cities and their population, this translated to a 49% market share of online shopping by consumers in tier 5 cities alone.

Top items purchased online in the past six months:

1. Clothes/ fashion products/ shoes/ accessories - 69%: Highest purchase in tier 2 cities (75%); and 64% in tier 1 and 66% in tier 5 cities
2. Personal digital products - 26%: Highest in tier 3 (30%); 29% in tier 1 and 24% in tier 5
3. Personal care products - 23%: Highest in tier 1 and 3 (both 27%), 20% in tier 5
4. Books/ newspapers/ magazines - 22.4%: Highest in tier 1 (32%), 19% in tier 5
5. Home arts & crafts - 15.8%: Highest in tier 2 (20%); 14% in tier 1, 16% in tier 5



Please see Figure 2, Top items purchased online in the past six months, for further details.

Commented Liu: "Our latest findings show the internet is in fact the overall number one media in calling

people to action. After seeing something on the internet, 37% would search for more information through search engines, 25% would visit the website and 8% would write an email to the address provided, all prompt to actions were above other media. Not too far behind television, 29% would talk with others once seeing a product or service online, compared to 31% after seeing something on TV; and 15% would purchase a product after seeing it on the internet, close behind TV's 17%."

Media Atlas China: Beyond Digital

"It is well known how rapidly China's middle classes are emerging as the economy continues a strong growth path. But you can't just knock on their doors to interview them anymore, because they have security measures such as gates or keypads which stop people - including market researchers. We can and do reach them via phone interviews, together with face-to-face methods to cover the balance of Chinese society. This uniquely sets apart the Media Atlas China study. Not conducting phone interviews, it can be said, would be to exclude large segments of China's middle class. We let the results speak for themselves and encourage all marketers to see just how much larger their audiences and opportunities in China really are," said Garton.



About the Synovate Media Atlas China Study

Synovate Media Atlas China is a continuous syndicated study sampling 66,000 individuals aged 15 to 64 across 88 cities and rural areas in China, revealing the lifestyles, spending, digital & media habits and demographics of today's mainland Chinese.

This comprehensive study provides insights on:

- Media information (exposure, engagement)
- Digital habits
- Product consumption (usage, ownership, frequency)
- Brand data (aware, consider, occasional, prefer)
- Lifestyle attitudes and leisure activities
- Demographics

The 6th wave study included 66,000 samples surveyed from July 2010 to June 2011, from 88 cities across Tier 1, 2, 3, 4, 5 cities and rural areas in China. 15 to 64 years old respondents were interviewed by Computer Assisted Telephone Interviews (CATI) and door to door methods. CATI interviews are considered essential to reach the middle classes and above who often have security barriers between their front door and the street which prevent door to door interviews from being conducted.

Definition of Tiers

	Number of cities	Median population (000 & %)	GDP (000 & %)
Tier 1	4		
Megacities		8,890	8,004,586
		5	22
Tier 2	17		
Developed provincial capital cities		4,190	1,756,654
		13	21
Tier 3	40		
Developed medium-sized cities & developing provincial capitals		1,690	896,750
		13	29
Tier 4	90		
Developing small cities		866	186,174
		13	12
Tier 5	494		
Undeveloped small cities		609	1,674
		56	16
Totals	645	611,392	158,076,763

Source: 2008 CHINA CITY STATISTICAL YEARBOOK

Synovate runs Media Atlas in China, Hong Kong, Malaysia, the Philippines and Thailand, and works closely with major media specialists, media owners and advertisers in each country to develop surveys relevant to local conditions. For more information please visit <http://www.synovate.com/research-services/media/media-atlas.aspx>.

About Synovate

Synovate generates insights to help clients drive competitive brand, product and customer experience strategies. Now part of Ipsos, with [offices in over 80 countries](#), our approach combines best in class global research capabilities with personalised service, local knowledge and the flexibility to create teams and processes that meet clients' specific requirements. At Synovate, our clients sit at the top of our organisational chart, driving us to continually develop more innovative research solutions that predict actual business outcomes.

Source: <http://www.synovate.com/news/article/2011/11/internet-becomes-the-most-engaging-media-in-china-vast-regional-difference-seen-with-some-tier-5-cities-overtaking-those-of-tier-1-in-internet-consumption.html>

Gilani's Gallopedia (2007-2011)

A Quantitative Analysis

A quantitative analysis of global polls monitored during the 4 year period January 2007 –August 2011

KEY STATISTICS

- 1- Number of Surveys (*a selection on key political and social issues*): \simeq 3,861 polls during the period 2007-2011
- 2- Subjects of Interest (*we have made a list of 125 subjects, further grouped into 9 broad categories, namely: **Governance**, **Globalization** (inclusive of global economic issues) **Global Conflicts** (conflict zones), **Global leaders** (USA and Emerging powers), **Global Environment**, **Family**, **Religion**, and other miscellaneous*)
- 3- Number of **countries** covered by one or more surveys: \simeq 178 during the period 2007-2011
- 4- Number **polling organizations** whose polls have been cited: \simeq 160 during the period 2007-2011

