

Gallopedia

From **Gilani Research Foundation**

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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 Sara Salam.

Our name reflects the rapid pace at which global polls are brought to the community of pollsters and other interested readers. Gilani's Gallopedia is not related to any polling agency and makes its selection from any publically available poll based on its relevance to our reader's interests. Over the years it has reported polls conducted by over 350 agencies and institutions.

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Topic of the week: (Click for details)

INSIDE THIS ISSUE

THIS WEEK'S REPORT CONSISTS OF **28** NATIONAL & MULTI COUNTRY SURVEYS. **12** POLLING ORGANIZATIONS HAVE BEEN REPRESENTED.

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FEW CONSUMERS TRUST COMPANIES TO KEEP ONLINE INFO SAFE



Countries are represented in blue; Polling organizations are 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

► MIDDLE EAST & NORTH AFRICA (MENA)

331-1 **Five Years after the Cairo Speech: How Arabs View President Obama and America** (Click for Details)

(Egypt) Despite the persistence of negative attitudes toward several U.S. policies in the Arab World, there has been an uptick in U.S. favorable ratings in some Arab countries and an increase in Arab support for President Obama in all countries. (AAI)

June 2014

2.6 Foreign Affairs & Security » US image

331-2 **Etihad Airways Brand Awareness Soars** (Click for Details)

(UAE) Etihad Airways, the National Airline of the UAE, is considered to be one of the fastest growing airlines in the history of commercial aviation. Following a spate of new initiatives by Etihad recently, YouGov evaluated the perception of the brand for the month of May using BrandIndex, a daily measure of brand perception among the public, using the key brand health indicators: 'Buzz' and 'Attention'. (YouGov Siraj)

June 02, 2014

3.6 Economy » Economic Globalization



► WEST ASIA

331-3 **Happiness in Short Supply in Iran** (Click for Details)

(Iran) The media storm that erupted after police arrested six young Iranians for dancing to the Pharrell Williams song "Happy" in an online video prompted Iranian President Hassan Rouhani to tweet, "Happiness is our people's right. We shouldn't be too hard on behaviors caused by joy." Iran's leadership is right to be concerned about the country's happiness. Gallup's most recent rankings of positive emotions find Iran at 93 on a list of 138 countries. Iranians also reported the highest negative emotions in the world, second only to Iraq. (Gallup USA)

June 3, 2014

1.5 Domestic Politics » National Image/ Trust



331-4 **Pakistanis Say They Have Confidence in the Press; 56% Say the Opposite** (Click for Details)

(Pakistan) According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 41% Pakistanis say they have confidence in the press; 56% say the opposite. (Gallup Pakistan)

June 06, 2014

4.7 Society » Morality, Values & Customs / Lifestyle



Africa Zone

▶ WEST AFRICA; EAST AFRICA; CENTRAL AFRICA;
SOUTHERN AFRICA

▶ SUB-SAHARAN AFRICA

331-5 **Demand for Democracy Is Rising in Africa, but Most Political Leaders Fail to Deliver** (Click for Details)

A majority of Africans say they want democracy (71%) but, at the same time, only a minority (46%) also rejects all alternative forms of autocratic rule. ([Afrobarometer](#))

April 2014

[1.3 Domestic Politics](#) » [Governance](#)



Euro Americas Zone

▶ EAST EUROPE, WEST EUROPE; NORTH AMERICA; LATIN AMERICA
& AUSTRALASIA

▶ EAST EUROPE

331-6 **Revenues and Savings: What Russians Save Money For?** (Click for Details)

([Russia](#)) A relative majority of Russians (47%) spend money on everyday needs; over the recent ten years the share of such respondents has not changed (47% in 2004); they are mainly persons with income below average (57%), rather than those having high income (26%). One-third of respondents (36%) basically spends money on everyday needs and set aside the remaining part. ([VCIOM](#))

May 21, 2014

[4.7 Society](#) » [Morality, Values & Customs / Lifestyle](#)



331-7 **Ukrainian Presidential Elections: Expectations of Russians** (Click for Details)

([Ukraine](#)) Most of Russians do not believe that the situation in Ukraine will get better after the elections. Whether Russia should recognize the election results is controversial. ([VCIOM](#))

May 23, 2014

[2.5 Foreign Affairs & Security](#) » [Regional Conflicts/ Issues](#)

331-8 **New State Duma Initiatives and Public Attitudes** (Click for Details)

([Russia](#)) 59% of Russians support the idea to introduce obligatory notification for persons holding dual nationality; 66% support designing national payment system; 57% support the idea to sell gas and oil for rubles. ([VCIOM](#))

May 22, 2014

[1.3 Domestic Politics](#) » [Governance](#)

▶ WEST EUROPE

331-9 **Support for Scottish Lib Dems Falls to Lowest Level** (Click for Details)

([UK](#)) In the aftermath of the European Elections, our latest poll for STV News shows that support for the Scottish Liberal Democrats has fallen to the lowest level we have recorded. Among those certain to vote in a Scottish Parliament election, just 5% would vote Scottish Liberal Democrat, down 4 points since February.

The party is now level with the Scottish Greens on 5% (up 3 points) and a point ahead of UKIP on 4% (up a point). (Ipsos Mori)

June 05, 2014

[1.1 Domestic Politics » Elections](#)

[1.4 Domestic Politics » Political Parties](#)

331-10 **Scottish Public Opinion Monitor June 2014** [\(Click for Details\)](#)

(UK) With the official campaigns for the independence referendum now underway, our latest poll for STV News shows that 'Yes' has gained ground since our last poll in February 2014. Among those certain to vote in the referendum 36% would vote Yes (up by 4 percentage points) while 54% would vote No (down by 3 points) and 10% are undecided (down by 1 point). (Ipsos Mori)

June 02, 2014

[1.1 Domestic Politics » Elections](#)



331-11 **Most Mortgage Applicants Dissatisfied With the Experience** [\(Click for Details\)](#)

(UK) The "Mortgages: The Customer Experience" report shows that only around one-third (34%) of mortgage holders express satisfaction with the application stage, with two-thirds (66%) rating it poorly. Even fewer are satisfied with the financial stage (under one in five applicants; 18%) with 51% are less than satisfied (they do not rate most aspects of the financial stage as good or very good). (YouGov)

June 05, 2014

[3.8 Economy » Enterprise/ Investments](#)

331-12 **UK's Jobs Recovery Boosts Sentiment on the High Street** [\(Click for Details\)](#)

(UK) It often takes time for economic recovery to translate into a tangible feel-good factor. Yet, with green shoots well and truly springing forth for the UK economy, people's morale seems to be getting a real boost. (YouGov)

June 04, 2014

[3.3 Economy » Employment Issues](#)



331-13 **High Prices and Low Quality Food Mean Train Catering Is Off the Rails** [\(Click for Details\)](#)

(UK) A recent YouGov report shows that lower prices would be the key motivator in persuading more people to buy food and drink at railway stations or on trains, while healthy options and increased quality are also desired. (YouGov)

June 02, 2014

[4.7 Society » Morality, Values & Customs / Lifestyle](#)

► NORTH AMERICA

331-14 **Few Consumers Trust Companies to Keep Online Info Safe** [\(Click for Details\)](#)

(USA) Recent incidents such as Target's security breach, the Heartbleed bug, and eBay's systems hack have called attention to how much consumers trust the businesses they patronize to keep their personal information safe. That trust currently appears to be hard to come by. Just 21% of Americans have "a lot of trust" in the businesses or companies they regularly interact with to keep their personal information secure. (Gallup USA)

June 6, 2014

[3.11 Economy » Science & Technology](#)331-15 **Smaller Majorities in U.S. Favor Gov't Pollution Controls** [\(Click for Details\)](#)

(USA) More than six in 10 Americans favor setting higher emissions and pollution standards for business and industry, and imposing mandatory controls on carbon dioxide emissions and other greenhouse gases. The percentages favoring these actions, however, are lower than in 2007 and prior years. [\(Gallup USA\)](#)

June 4, 2014

[4.14 Society » Environment/ Disasters](#)331-16 **U.S. Uninsured Rate Holds Steady at 13.4%** [\(Click for Details\)](#)

(USA) The uninsured rate for U.S. adults appears to be leveling off since the open enrollment period for buying health insurance coverage through the marketplace ended in mid-April. The uninsured rate so far in the second quarter of 2014 is 13.4%, with the rate in April and May as individual months also averaging 13.4%, respectively. [\(Gallup USA\)](#)

June 5, 2014

[4.11 Society » Health](#)331-17 **Three in Four in U.S. Still See the Bible as Word of God** [\(Click for Details\)](#)

(USA) Twenty-eight percent of Americans believe the Bible is the actual word of God and that it should be taken literally. This is somewhat below the 38% to 40% seen in the late 1970s, and near the all-time low of 27% reached in 2001 and 2009. But about half of Americans continue to say the Bible is the inspired word of God, not to be taken literally -- meaning a combined 75% believe the Bible is in some way connected to God. About one in five Americans view the Bible in purely secular terms -- as ancient fables, legends, history, and precepts written by man -- which is up from 13% in 1976. [\(Gallup USA\)](#)

June 4, 2014

[4.1 Society » Religion](#)[4.7 Society » Morality, Values & Customs / Lifestyle](#)331-18 **Growing Number of Dads Home with the Kids** [\(Click for Details\)](#)

(USA) The number of fathers who do not work outside the home has risen markedly in recent years, up to 2 million in 2012. High unemployment rates around the time of the Great Recession contributed to the recent increases, but the biggest contributor to long-term growth in these "stay-at-home fathers" is the rising number of fathers who are at home primarily to care for their family. [\(Pew Research Center\)](#)

June 5, 2014

[4.7 Society » Morality, Values & Customs / Lifestyle](#)

331-19 In U.S., Standard of Living Index Climbs to Six-Year High [\(Click for Details\)](#)

(USA) Gallup's U.S. Standard of Living Index climbed to 47 in May, the highest score recorded since Gallup began tracking this measure in 2008. This index score is up slightly from 44 in April. [\(Gallup USA\)](#)

June 6, 2014

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

**331-20 U.S. Consumer Spending Hits Six-Year High** [\(Click for Details\)](#)

(USA) Americans' reports of daily spending spiked in May, averaging a six-year high of \$98 -- \$10 higher than the April average. This is also up from May 2013 (\$90), and is the best figure for the month of May since 2008.

[\(Gallup USA\)](#)

June 2, 2014

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

331-21 In U.S., 42% Believe Creationist View of Human Origins [\(Click for Details\)](#)

(USA) More than four in 10 Americans continue to believe that God created humans in their present form 10,000 years ago, a view that has changed little over the past three decades. Half of Americans believe humans evolved, with the majority of these saying God guided the evolutionary process. However, the percentage who say God was not involved is rising. [\(Gallup USA\)](#)

June 2, 2014

[4.1 Society](#) » [Religion](#)

[4.7 Society](#) » [Morality, Values & Customs / Lifestyle](#)

► LATIN America

331-22 Brazilian Discontent Ahead of World Cup [\(Click for Details\)](#)

(USA) The national mood in Brazil is grim, following a year in which more than a million people have taken to the streets of major cities across the country to protest corruption, rising inflation and a lack of government investment in public services such as education, health care and public transportation, among other things. A new survey by the Pew Research Center finds that 72% of Brazilians are dissatisfied with the way things are going in their country, up from 55% just weeks before the demonstrations began in June 2013. [\(Pew Research Center\)](#)

June 3, 2014

[4.15 Society](#) » [Sports](#)



► AUSTRALASIA

331-23 Prime Minister Tony Abbott Trails Far Behind Former Liberal Leader Malcolm Turnbull as Preferred Liberal Leader [\(Click for Details\)](#)

(Australia) Communications Minister Malcolm Turnbull (44%, down 7% since July 16-17, 2013) is still clearly the preferred L-NP Leader over Prime Minister Tony Abbott (15%, down 1%). Treasurer Joe Hockey is next with 11% (down 3%) ahead of Deputy Leader Julie Bishop at 7% (unchanged). [\(Roy Morgan\)](#)

June 06 2014

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

331-24 **Australian Business Confidence falls in May following the National Commission of Audit Report and the Federal Budget** [\(Click for Details\)](#)

(Australia) Roy Morgan Research's latest Business Confidence survey in May 2014 fell 5.5% from April (to 114.3) following the release of the National Commission of Audit Report and the Federal Budget. Business confidence is now 16.1% below the peak of 136.3 in October 2013 following the new government and 7.4% below the average over the last 12 months. These May figures are the results of 1,372 interviews with all types of businesses across Australia. (Roy Morgan)

June 05 2014

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

► **MULTI-COUNTRY SURVEYS**

331-25 **Negative Views of Russia on the Rise** [\(Click for Details\)](#)

Views of Russia have strongly deteriorated since last year, as shown in the latest 24-country poll for BBC World Service conducted mostly before the events in Crimea. Feelings have become more negative in 13 countries polled, and are the most negative since the poll began in 2005. (GlobeScan)

June 03, 2014

[4.7 Society » Morality, Values & Customs / Lifestyle](#)

331-26 **Coca-Cola, Microsoft, Samsung, Tata, Unilever and Nestlé Top List of World's Most Responsible Companies** [\(Click for Details\)](#)

Coca-Cola, Microsoft, Samsung, Tata, Unilever and Nestlé top the list of the world's most responsible companies based on a new global survey of Aspirational consumers by BBMG and GlobeScan released today at the Sustainable Brands Conference. (GlobeScan)

June 02, 2014

[4.7 Society » Morality, Values & Customs / Lifestyle](#)



331-27 **Customers Defect To Competition Even When Companies Perform Well** [\(Click for Details\)](#)

More than half of customers are likely to defect to a competitor brand when a product needs updating or their contract expires, according to a new study from global research consultancy TNS. Almost two thirds (60%) of customers are likely to defect to another brand when buying new electronic products; 57% would replace their car with a different brand; and 64% would opt for another manufacturer when selecting white goods like a washing machine. (TNS Global)

June 04, 2014

[4.7 Society » Morality, Values & Customs / Lifestyle](#)



► **CYBER WORLD**

331-28 **Facebook and Twitter Experience Year of Declining Popularity** [\(Click for Details\)](#)

(UK) The popularity of Facebook and Twitter is continuing to decline among social media users, new YouGov research suggests. (YouGov)

June 05, 2014

[4.7 Society » Morality, Values & Customs / Lifestyle](#)

Topic of the week:

FEW CONSUMERS TRUST COMPANIES TO KEEP ONLINE INFO SAFE

► 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.

June 6, 2014

One In Five Have "A Lot of Trust" That Companies Safeguard Personal Data



WASHINGTON, D.C. -- Recent incidents such as Target's security breach, the Heartbleed bug, and eBay's systems hack have called attention to how much consumers trust the businesses they patronize to keep their personal information safe. That trust currently appears to be hard to come by. Just 21% of Americans have "a lot of trust" in the businesses or companies they regularly interact with to keep their personal information secure.



Overall, how much trust would you say you have in the businesses or companies that you regularly do business with to keep your personal information secure? Would you say you have...?

47% some trust

- 22% little trust
- 21% a lot of trust
- 8% no trust at all
- 1% don't know/refused

How has the amount of trust you have in the businesses or companies that you regularly do business with changed in the past year? Would you say your trust has...?

52% remained the same

- 24% decreased a little
- 13% decreased a lot
- 7% increased a little
- 3% increased a lot
- 1% don't know/refused

GALLUP

In addition to low trust in companies' abilities to keep their data secure, Americans report decreasing trust in companies in general. Thirty-seven percent say their general level of trust in the businesses and companies they regularly do business with has declined either a little or a lot over the past year.



Banks, Credit Card Companies Top List of Institutions Consumers Trust

Consumers have more trust in the security of their information with some businesses or institutions than others. When asked how much they trust a list of nine institutions to keep their personal information secure, banks and credit card companies are the highest on the list, with 39% of consumers having a "lot of trust" in them. Following banks at a considerably lower level are health insurance companies (26%) and cellphone providers (19%). Given the rigorous data privacy provisions of HIPAA, Americans' level of trust in insurance companies is surprising. Bringing up the rear are online retailers (6%) and social networking websites or applications (2%).

*How much trust do you have in each of the following to keep your personal information secure? How about _____?
Would you say you have a lot of trust in...?*

39%	banks and credit card companies
26%	health insurance companies
19%	your cellphone carrier
16%	your email provider
14%	state government
14%	retail stores
12%	the federal government
6%	online retailers
2%	social networking websites or applications

GALLUP®

U.S. consumers lost a great deal of confidence in banks and other financial institutions after the Great Recession. Consumer confidence hit a low point in June 2012, with 21% of Americans saying they had "a great deal" or "quite a lot" of confidence in U.S. banks. Five years earlier, however, before the financial crisis, confidence in banks stood at 41%. Today, 22% of Americans have a great deal or quite a lot of confidence in U.S. financial institutions or banks, according to a Gallup poll conducted March 7-9, 2014. While still not stellar, this improvement has been steady and substantial.

Nonetheless, consumers trust banks to protect their personal data at levels considerably higher than their overall confidence in the institutions themselves. The key differentiator here may be the protection of personal information. While, in general, the industry has suffered a negative reputation since the 2008 financial crisis, banks and credit card companies are potentially held to specific legal parameters regarding the protection of personal information. This higher standard could influence the amount of trust consumers say they have in the security of their sensitive data with financial institutions compared with other industries.

Implications

The results of this poll speak strongly to the opportunity available to the banking industry. Even in the face of an uphill battle to regain public confidence, the industry leads many other businesses that collect personal information by 13 percentage points in establishing trust with customers that their personal information will be protected. Although this represents one facet of confidence, it is potentially one that is becoming more important as consumer trust as a whole declines and threats to the security of personal information become increasingly common.



Gallup's research on customer engagement underscores the importance of confidence in building an emotional tie with consumers. But companies don't gain this emotional bond with their consumers overnight. Banks must focus on providing consistent service to meet basic customer expectations, while at the same time establishing the trust that they will always deliver on what they promise -- in a market where promises are often attached to dollar amounts. Developing an emotionally engaged relationship with a customer is no doubt hard work, but it is not without reward. Trust breeds engagement, and engaged customers not only generate more revenue for banks, but they also have a higher number of investments and deposits with their primary bank, according to a 2013 Gallup study of the industry.

Banks can potentially capitalize on this opportunity by showing that their protection of personal information isn't just about legal ramifications. Instead, showing patrons that promises are kept because they care about their customers' financial well-being as a whole creates an opening for an emotional connection. Personal finance is *personal*, and there isn't a way around it. Banks need to assure customers that they are on their side, looking out for the security of consumers' sensitive information and keeping their best interests top of mind. In an increasingly insecure world, consumers need all the data security friends they can get.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted April 23-29, 2014, with a random sample of 1,011 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, the margin of sampling error is ± 4 percentage points at the 95% confidence level.

Interviews are conducted with respondents on landline telephones and cellular phones. All interviews were conducted in English. Each sample of national adults includes a minimum quota of 50% cellphone respondents and 50% landline respondents, with additional minimum quotas by time zone within region. Landline and cellular telephone 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 to correct for unequal selection probability, nonresponse, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cellphone only/landline only/both, and cellphone mostly). Demographic weighting targets are based on the

most recent Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the most recent National Health Interview Survey. Population density targets are based on the most recent U.S. census. All reported margins of sampling error include the computed design effects for 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/171029/few-consumers-trust-companies-keep-online-info-safe.aspx?utm_source=alert&utm_medium=email&utm_campaign=syndication&utm_content=morelink&utm_term=Americas%20-%20Business%20-%20Customer%20Engagement%20-%20Northern%20America%20-%20USA

Gilani's Gallopedia (2007-2014)

A Quantitative Analysis

A quantitative analysis of global polls monitored during the 5 year period January 2007 – January 2014

KEY STATISTICS

- 1- Number of Surveys (*a selection on key political and social issues*): \approx 6,805 polls during the period 2007-2014
- 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: \approx 178 during the period 2007-2014
- 4- Number **polling organizations** whose polls have been cited: \approx 358 during the period 2007-2014

