

# Gallopedia

From Gilani Research Foundation

July 2014, issue # 336\*

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. **11**  
POLLING ORGANIZATIONS HAVE BEEN  
REPRESENTED.

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**Asia zone**  
this week- **05** national polls



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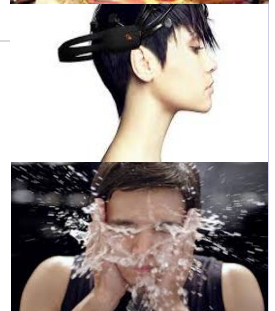
**Euro Americas zone**  
this week- **19** national polls



**Multi-Country Surveys** – 01 Polls  
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**Topic of the week-**  
**MEN MORE ATTENTIVE  
TO PERSONAL CARE**



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

336-1 **Islamic State appeals to only four percent of Syrians: poll** ([Click for Details](#))

([Syria](#)) Only four percent of Syrians believe Islamic State insurgents, who have captured large swathes of Syria and Iraq, represent their interests, according to research conducted by a British polling group published on Wednesday. ([ORB](#))

July 08, 2014

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

[2.7 Foreign Affairs & Security » Muslim World](#)

### ► WEST ASIA

336-2 **67% Pakistanis believe it is important to incorporate changes in the way Election Commission of Pakistan functions** ([Click for Details](#))

([Pakistan](#)) According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 67% Pakistanis believe it is important to incorporate changes in the way Election Commission of Pakistan functions. ([Gallup Pak](#))

July 09, 2014

[1.1 Domestic Politics » Elections](#)

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

336-3 **96% Pakistani households using mobile money services say their main financial activity is making non-remittance payments** ([Click for Details](#))

([Pakistan](#)) According to a research study released by Intermedia USA for which Gallup Pakistan conducted fieldwork, 96% Pakistani households using mobile money services say their main financial activity is making non-remittance payments. ([Gallup Pak](#))

July 07, 2014

[3.12 Economy » IT & Telecom](#)



### ► SOUTHEAST ASIA

336-4 **Improvements expected after reforms** ([Click for Details](#))

([Thailand](#)) A majority of Thais believe the political situation will improve after reforms, according to an opinion poll conducted by the National Institute of Development Administration ([NIDA](#)).

July 2014

[1.3 Domestic Politics » Governance](#)

[1.5 Domestic Politics » National Image/ Trust](#)

336-5 **Men more attentive to personal care – study (Multi-country study)** ([Click for Details](#))

([Philippines](#)) Kantar Worldpanel, a global provider of consumer knowledge and insights based on continuous consumer panels, reveals that grooming brands for men are growing at a faster pace than the female beauty

sector across eight Asian markets, namely China, Korea, Vietnam, Taiwan, Indonesia, Malaysia, Thailand and the Philippines. And it is not because men just want to please women. (Kantar)

July 2014

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

[4.5 Society » Gender Issues](#)



## Euro Americas zone

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

### ▶ EAST EUROPE

336-6 **Russians About The Political Perspectives Of Putin** ([Click for Details](#))

(Russia) Half of Russians are confident that there is no politician capable of competing Vladimir Putin during the presidential elections; and such a politician will not appear in the short run. (VCIOM)

June 20, 2014

[1.1 Domestic Politics » Elections](#)



336-7 **2014 FIFA World Cup: Forecasts And Expectation** ([Click for Details](#))

(Russia) One-quarter of Russians believe that Russia will play in the final game of the Football Championship this year. (VCIOM)

June 17, 2014

[4.15 Society » Sports](#)

336-8 **Russia: Trust Ratings Of Political Opposition** ([Click for Details](#))

(Russia) The “old opposition” ratings are decreasing; the “new opposition” ratings are close to zero. (VCIOM)

June 11, 2014

[1.2 Domestic Politics » Performance Ratings](#)

### ▶ WEST EUROPE

336-9 **UK: Grandparents and their grandchildren** ([Click for Details](#))

(UK) A new poll from Ipsos MORI, carried out on behalf of the charities Grandparents Plus, Save the Children and the Family and Childcare Trust, reveals people's attitudes and behaviours around the role of grandparents caring for their grandchildren. (Ipsos Mori)

July 11, 2014

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

336-10 **UK: A third of parents take their kids out of school to save on holiday costs** ([Click for Details](#))

(UK) A new YouGov research carried out on behalf of Nationwide Building Society shows that over a third of parents take their children out of school during term time to get a good deal on a holiday. (YouGov)

July 09, 2014

[4.2 Society » Family](#)

[3.4 Economy » Inflation](#)



336-11 **Takeaways and alcohol brands are World Cup winners too** [\(Click for Details\)](#)

**(UK)** With the World Cup almost at an end, we highlight a consumer research study conducted at the beginning of the tournament, which revealed fans' planned eating and drinking habits that coincided with the games. [\(YouGov\)](#)

July 08, 2014

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

[4.15 Society » Sports](#)

## ► NORTH AMERICA

336-12 **U.S. Muslims Most Approving of Obama, Mormons Least** [\(Click for Details\)](#)

**(USA)** Seventy-two percent of U.S. Muslims approved of the job President Barack Obama was doing as president during the first six months of 2014, higher than any other U.S. religious group Gallup tracks. Mormons were least approving, at 18%. In general, majorities of those in non-Christian religions -- including those who do not affiliate with any religion -- approved of Obama, while less than a majority of those in the three major Christian religious groups did. [\(Gallup USA\)](#)

July 11, 2014

[1.2 Domestic Politics » Performance Ratings](#)

[4.1 Society » Religion](#)



336-13 **Consumers Spending More, Just Not on Things They Want** [\(Click for Details\)](#)

**(USA)** Slightly less than half of all Americans (45%) report spending more than they did a year ago, while 18% report spending less. A closer look at these numbers reveals Americans' increased spending is on household essentials, such as groceries, gasoline, utilities, and healthcare, rather than on discretionary purchases. [\(Gallup USA\)](#)

July 11, 2014

[3.4 Economy » Inflation](#)

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

336-14 **Party Identification Varies Widely Across the Age Spectrum** [\(Click for Details\)](#)

**(USA)** Young Americans in their 20s and 30s today share two important political characteristics -- they are the most likely of any age group to eschew identification with either party, and, among those who do have a political identity, they are the most likely, along with older baby boomers, to tilt toward the Democratic Party. [\(Gallup USA\)](#)

July 10, 2014

[1.4 Domestic Politics » Political Parties](#)

336-15 **America's Shifting Statehouse Press** [\(Click for Details\)](#)

**(USA)** Within America's 50 state capitol buildings, 1,592 journalists inform the public about the actions and issues of state government, according to new data from the Pew Research Center. [\(Pew Research Center\)](#)

July 10, 2014

[4.6 Society » Media/ New Media](#)

[1.3 Domestic Politics » Governance](#)



336-16 **The Politics of American Generations: How Age Affects Attitudes and Voting Behavior** (Click for Details)



(USA) The notion that age and political ideology are related goes back at least to French monarchist statesman François Guizot, who originated the oft-mangled quotation, "Not to be a republican at 20 is proof of want of heart; to be one at 30 is proof of want of head." But data from the Pew Research Center's new political typology report indicate that, while different age cohorts do have markedly different profiles, the relationship is considerably more complex than young=liberal and old=conservative. (Pew Research Center)

July 09, 2014

[1.1 Domestic Politics » Elections](#)

336-17 **Americans, Especially Young Adults, Back Strong Economic Ties with China** (Click for Details)

(USA) As leaders from the U.S. and China meet this week in Beijing to discuss a range of economic and political issues, Americans are more likely to support stronger economic ties with China than a tougher approach. (Pew Research Center)

July 9, 2014

[2.11 Foreign Affairs and Security >> Bi/Tri-lateral Relations](#)

[3.6 Economy » Economic Globalization](#)

336-18 **Older Americans Feel Best About Their Physical Appearance** (Click for Details)

(USA) Though many may pine for the physical appearance they had in their younger years, America's seniors are the most confident in their looks. Two-thirds (66%) of Americans aged 65 and older "agreed" or "strongly agreed" that they always feel good about their physical appearance, compared with 61% of 18- to 34-year-olds. Middle-aged Americans (54%) are the least likely to report feeling good about their appearance. (Gallup USA)

July 10, 2014

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

336-19 **Consumer Spending in U.S. Dips in June** (Click for Details)

(USA) Americans' self-reports of daily spending fell back slightly in June, averaging \$91 for the month. This is down slightly from a six-year high of \$98 in May, but is similar to the \$90 average found in June 2013. (Gallup USA)

July 7, 2014

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



336-20 **Americans' Financial Well-Being Is Lowest, Social Highest** (Click for Details)

(USA) WASHINGTON, D.C. -- Americans are most likely to be considered thriving in their social well-being and suffering in their financial well-being across five elements of well-being measured by the newly updated Gallup-Healthways Well-Being Index. In general, more Americans are suffering or struggling than are thriving across all five elements. (Gallup USA)

July 7, 2014

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

336-21 **U.S. Economic Confidence Index Stuck at -16** (Click for Details)

(USA) Gallup's U.S. Economic Confidence Index remained at -16 last week, its third straight week at that level. After reaching -13 at the start of June, the index dipped to -16 mid-month, and has not moved since. (Gallup USA)

July 8, 2014

3.1 Economy » Perceptions on Performance/ Well-Being

3.2 Economy » Consumer Confidence/Protection

336-22 **Obesity Linked to Lower Social Well-Being** (Click for Details)

(USA) Obese and underweight adults in the U.S. are somewhat less likely to be "thriving" socially and are more likely to be "suffering" than those who are normal weight or are overweight, but not obese. (Gallup USA)

July 9, 2014

4.11 Society » Health

336-23 **One in Four Vets Know a Military Sexual Trauma Victim** (Click for Details)

(USA) One in four U.S. veterans (24%) say they know a service member or veteran who was a victim of sexual harassment, sexual assault, or rape that occurred in the military. Female veterans (60%) are three times more likely than male veterans (20%) to say they know someone who has been victimized under these circumstances. (Gallup USA)

July 9, 2014

2.9 Foreign Affairs & Security » International Human Rights

## ► AUSTRALASIA

336-24 **Majority of Retired Australians Receive Some Government Benefits** (Click for Details)

(Australia) With the introduction of compulsory superannuation for employees in place since the early 1990s, there is an ongoing shift from the reliance on government benefits to self-funded retirement; however government benefits continue to be the leading source of income for the majority of retirees. For Australians aged 55+ who have already retired, 78.6% currently receive some form of government benefits. The proportion of retirees receiving government benefits has decreased compared to four years ago (82.9%) according to the April 2014 Roy Morgan Research Single Source survey. (Roy Morgan)

July 11 2014

4.7 Society » Morality, Values & Customs / Lifestyle



## ► MULTI-COUNTRY SURVEYS

336-25 **Russia's Global Image Negative amid Crisis in Ukraine** (Click for Details)

(Russia) As the European Union considers further sanctions on Russia for its role in the standoff in Ukraine, Russia is broadly unpopular in many countries around the globe and increasingly disliked in Europe and the United States. (Pew Research Center)

July 09, 2014

2.5 Foreign Affairs & Security » Regional Conflicts/ Issues

## ► CYBER WORLD



### 336-26 **Wearable Technology Market set to Grow Greatly in the Next 18 Months**

(Click for Details)

(UK) The wearable technology market is set to expand markedly over the next 18 months, new figures from YouGov suggest. (YouGov)

July 09, 2014

[3.11 Economy](#) » [Science & Technology](#)

### 336-27 **TV Strikes Back: Rise of Digital Devices Drives New Viewing Habits (Multi-country study)**

(Click for Details) Adults around the world remain hooked on TV but the consumption habits of content-hungry viewers are changing rapidly, according to global research consultancy TNS. While our love affair with television endures, TV sets alone are no longer enough to satisfy our appetite for content, driving the growth of online media and 'screen-stacking' as a result. (TNS Global)

July 10, 2014

[3.11 Economy](#) » [Science & Technology](#)

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

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

## ► ANALYSIS TANK

### 336-28 **Scottish Independence, Quebec Sovereignty, Similar or Not?** (Click for Details)

[1.6 Domestic Politics](#) » [National History](#)

## Topic of the week:

### ***Men More Attentive To Personal Care***

► 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.

July 10 , 2014

### **Men More Attentive to Personal Care**

Kantar Worldpanel, a global provider of consumer knowledge and insights based on continuous consumer panels, reveals that grooming brands for men are growing at a faster pace than the female beauty sector across eight Asian markets, namely China, Korea, Vietnam, Taiwan, Indonesia, Malaysia, Thailand and the Philippines. And it is not because men just want to please women.

The "Men Revolution 2013 Study," which aims to provide brands with a rich, deep and robust understanding of male grooming trends, shows that 84-percent of 5,300 men surveyed from across Asia are using grooming products simply because it makes them feel better about themselves.

Only 64 percent of the respondents admit to using grooming products because of what women will think. A close 62 percent also disagree with the notion that grooming is only "a women's thing."



As revealed by Luz Barra, Kantar Worldpanel commercial director, "Based on our study, for men grooming brands posted a nine-percent growth, leaving behind the female beauty sector with only six-percent in growth in Asia.

Findings also state that, 72 percent of total respondents agree that grooming is important in their job and 67 percent believe that it is an indication of their social status. Meanwhile, 85 percent of Metro Manila residents who took part in the research strongly agree that grooming is important in their jobs.

#### Importance of grooming

According to the study, eight out of 10 Asian men admitted to being conscious about their appearance regardless of their age and income level. In fact, more than half of the Asian respondents say they use five specific five grooming items.

Across Asia, men find shampoo, bar soap, blades/razors, skincare products and shower gel as grooming essentials. While Filipinos agree with the first three items, colognes and deodorants also make it to their top five products in their grooming routine.

Of the eight countries included in the survey, the Philippines registered the highest penetration of bar soap, deodorant and fragrance/colognes.

Further, almost all (93 percent) Asian men complain about at least one thing regarding their appearance. For Filipino men, in particular, 38 percent complain about bad breath and 46 percent suffer from acne.

"What we found in the study is that anti-acne products are not yet part of Filipino men's grooming essentials. This is a big opportunity for brands to take advantage of in the local market," explains Barra.

#### Purchase habits

Kantar also looked at the purchasing habits of Asian men. The study notes that over 50 percent of Asian men consider imported brands for grooming products as high quality. About 77 percent share that they are attentive to practical messaging in stores. However, 60 percent of them are in a rush when they visit the stores. More so, five out of 10 Asian men expect results and are willing to wait and see if the products work.

"The results of the 'Men Revolution' study aim to provide brands with relevant information to be able to explore, penetrate and grow their market. In this case, personal care brands are given the opportunity to craft and reinvent their strategies to tap not only women but also men, who have become more particular with the products they use and are now, more than ever, aware and conscious of their grooming habits," ends Barra.

[http://www.manilatimes.net/men-more-attentive-to-personal-care-study/110469/?](http://www.manilatimes.net/men-more-attentive-to-personal-care-study/110469/)



# 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

