

# 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 **29**  
NATIONAL & MULTI COUNTRY SURVEYS. **8**  
POLLING ORGANIZATIONS HAVE BEEN  
REPRESENTED.

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Pg 8 **Topic of the week-**  
**Shopping Without**  
**Borders: E-Commerce**  
**Around The Globe**



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

346-1 [Palestinians Fear Attacks in Near Future](#) (Click for Details)

(Palestine) A recent survey of Palestinians shows that Palestinians apprehend Israeli attack in near future. They also deem Israel responsible for the recent war in Gaza.

(An-Najah University)

September 2014

[2.3 Foreign Affairs & Security](#) » Palestine/ Israel Conflict



### ► SOUTH EAST ASIA

346-2 [Philippines: Net Personal Optimism at very high +31; Net Optimism about the Economy at high +2](#)

(Click for Details)

(Philippines) The Second Quarter 2014 Social Weather Survey, conducted from June 27-30, 2014, found 39% of adults expecting their personal quality of life to improve in the next 12 months ("Optimists"), and 8% expecting it to get worse ("Pessimists"), for a very high Net Personal Optimism score of +31 (the difference of Optimists over Pessimists), up by one grade from the high net +29 (38% Optimists minus 9% Pessimists) in March 2014. (SWS)

September 09, 2014

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



## Euro Americas zone

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

### ► WEST EUROPE

346-3 [Most renters are satisfied with their tenure \(and are online\)](#) (Click for Details)

(UK) New research by Ipsos MORI for Affinity Sutton – one of the biggest providers of affordable housing in England – finds most private and social renters satisfied with their tenure but also that significant “digital divides” exist within and between the two tenures. (Ipsos Mori)

September 18, 2014

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



346-4 [Show me the E-money: Technology makes controlling money a pleasure not a chore](#) (Click for Details)

(UK) The rise of Bank of Me: Ipsos MORI pan-European research for MasterCard reveals that, far from being a chore, people like monitoring their money – and women have the power over the purse strings. (Ipsos Mori)

September 17, 2014

[3.11 Economy » Science & Technology](#)[346-5 \*\*Labour are the most popular party, but their leader lags behind\*\*](#) (Click for Details)

(UK) New polling from Ipsos MORI shows Ed Miliband is still to convince the public of his own qualities, despite presiding over the most popular party. Just three in ten (31%) of Britons say they like Mr Miliband - effectively level with Nick Clegg on 33% and Nigel Farage on 32% - but 63% say they dislike him. David Cameron stands out as the most popular of the leaders, with just under half (48%) liking him. (Ipsos Mori)  
September 17, 2014

[1.4 Domestic Politics » Political Parties](#)[346-6 \*\*Small lead for No, but referendum result still looks extremely close\*\*](#) (Click for Details)

(UK) Ipsos MORI's final Scottish referendum poll shows the No campaign with a very narrow lead, in line with other polls in recent days. Among those certain to vote, 50% say they will vote No, with 45% saying they will vote Yes and 4% still undecided. Excluding those undecided, 53% of certain voters say they intend to vote No, with 47% to vote Yes. (Ipsos Mori)

September 18, 2014

[1.1 Domestic Politics » Elections](#)[346-7 \*\*Referendum looks too close to call\*\*](#) (Click for Details)

(UK) On the eve of the independence referendum Ipsos MORI's new poll for STV News has shown significant gains for the Yes campaign, putting the outcome of the vote in the balance. Among those who said that they are 'absolutely certain' to vote tomorrow, 49% say they intend to vote No (down five percentage points from August), 47% say they will vote Yes (up by seven points), while 5% remain undecided. (Ipsos Mori)

September 17, 2014

[1.1 Domestic Politics » Elections](#)[346-8 \*\*Foreign cash remains the preferred payment method abroad\*\*](#) (Click for Details)

(UK) New research from a YouGov Reports publication shows that the majority of UK holiday makers used foreign cash to purchase their goods whilst abroad. (YouGov)

September 19, 2014

[3.6 Economy » Economic Globalization](#)[4.7 Society » Morality, Values & Customs / Lifestyle](#)[346-9 \*\*Opinion Formers Poll: Views on Trident highly Politicised as Scotland vote Approaches\*\*](#) (Click for Details)

(UK) With the UK's nuclear weapons system approaching the end of its half-life, the government has already begun planning for its replacement at a cost estimated by Ministers to be around £20bn. A YouGov poll however reveals that support among Opinion Formers for such a costly undertaking is far from unanimous. (YouGov)

September 17, 2014

[3.10 Economy » Energy/Nuclear Issues](#)[346-10 \*\*Students are more likely to attempt to cook than eat take-away and convenience food\*\*](#) (Click for Details)

(UK) A new YouGov Reports publication has suggested that the traditional image of students being unable to fend for themselves when living away from home may be out of date, with increasing numbers ditching the fast-food lifestyle for food cooked by themselves. (YouGov)

September 15, 2014

4.7 Society » Morality, Values & Customs / Lifestyle

## ► NORTH AMERICA

346-11 [In U.S., More Hispanics Name Immigration as Top Problem](#) (Click for Details)

(USA) Over the summer, the percentage of U.S. Hispanics naming immigration as the most important issue facing the U.S. nearly doubled from the first half of the year, as the issue received heavy media attention related to the surge of unaccompanied migrant children from Central America. Concern among the general public about the issue intensified as well, rising over threefold, but Hispanics remained more likely to name this issue as one the country's top problems. (Gallup USA)

September 19, 2014

4.8 Society » Immigration/Refugees



346-12 [Teaching the Children: Sharp Ideological Differences, Some Common Ground](#) (Click for Details)

(USA) As the public grows more politically polarized, differences between conservatives and liberals extend their long reach even to opinions about which qualities are important to teach children, according to a survey by the Pew Research Center. (Pew Research Center)

September 18, 2014

4.7 Society » Morality, Values & Customs / Lifestyle

346-13 [Bipartisan Support for Obama's Military Campaign Against ISIS](#) (Click for Details)

(USA) President Obama's plan for a military campaign against Islamic militants in Iraq and Syria is drawing public support. And, in a rare display of bipartisanship, majorities of both Republicans (64%) and Democrats (60%) approve of the president's plan. (Pew Research Center)

September 15, 2014

2.4 Foreign Affairs & Security » Terrorism/Extremism



346-14 [Wide Partisan Differences Over the Issues That Matter in 2014](#) (Click for Details)

(USA) Heading into the final weeks before the midterm elections, Republican and Democratic voters are split not only over their candidate preferences, but also about the importance of key issues in the election. (Pew Research Center)

September 12, 2014

1.4 Domestic Politics » Political Parties

1.1 Domestic Politics » Elections

4.7 Society » Morality, Values & Customs / Lifestyle

346-15 [Democratic, Republican Party Favorable Ratings Now Similar](#) (Click for Details)

(USA) Americans' views of the Democratic and Republican parties are now similar, mainly because of their more positive ratings of the GOP. Since bottoming out at 28% last fall during the government shutdown, Americans' opinions of the Republican Party have grown more positive and are nearly back to pre-shutdown levels. Over the same time period, ratings of the Democratic Party have generally held steady. (Gallup USA)

September 18, 2014

[1.2 Domestic Politics » Performance Ratings](#)

[1.4 Domestic Politics » Political Parties](#)

346-16 [Black College Grads More Likely to Graduate With Debt](#) (Click for Details)

(USA) Half of 2000-2014 black college graduates in the U.S. report graduating with more than \$25,000 in undergraduate student loan debt. By comparison, 34% of recent white graduates report similar levels of debt, revealing a large borrowing gap between the races. (Gallup USA)

September 18, 2014

[4.3 Society » Ethnicity](#)

[4.10 Society » Education](#)



346-17 [Americans Say Federal Gov't Wastes 51 Cents on the Dollar](#) (Click for Details)

(USA) Americans estimate that the federal government wastes 51 cents of each tax dollar. This matches their prior estimate in 2011, which was the highest Gallup had measured since 1979. Americans are less harsh about their state and local governments, viewing them as wasting 42 cents and 37 cents, respectively. (Gallup USA)

September 17, 2014

[3.7 Economy » Infrastructure](#)

346-18 [Trust in Mass Media Returns to All-Time Low](#) (Click for Details)

(USA) After registering slightly higher trust last year, Americans' confidence in the media's ability to report "the news fully, accurately, and fairly" has returned to its previous all-time low of 40%. Americans' trust in mass media has generally been edging downward from higher levels in the late 1990s and the early 2000s. (Gallup USA)

September 17, 2014

[4.6 Society » Media/ New Media](#)

346-19 [U.S. Economic Confidence Index Remains on Plateau](#) (Click for Details)

(USA) Gallup's U.S. Economic Confidence Index measured -16 for the week ending Sept. 14, 2014. The index has stayed within one point of -16 for the past seven weeks. (Gallup USA)

September 16, 2014

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

346-20 [Though Insured, Many U.S. Asians Lack a Personal Doctor](#) (Click for Details)

(USA) In the U.S., Hispanic and Asian adults are significantly less likely than white and black adults to report having a personal doctor. While Hispanics' lower rates of having health insurance can partially explain their lower rates of having a personal doctor, Asians are among the groups most likely to have health insurance. (Gallup USA)



September 16, 2014

[4.3 Society » Ethnicity](#)[4.11 Society » Health](#)346-21 [Few Americans Want More Gov't Regulation of Business](#) (Click for Details)

(USA) Less than one quarter of Americans (22%) say there is too little government regulation of business and industry, while about half (49%) say there is too much regulation. An additional 27% say the level of regulation is about right. These attitudes have been consistent over the past five years. Prior to that, the percentage who said there was too much regulation rose between 2008 and 2010. (Gallup USA)  
September 15, 2014

[3.8 Economy » Enterprise/ Investments](#)346-22 [Americans' Trust in Executive, Legislative Branches Down](#) (Click for Details)

(USA) Americans' trust in each of the three branches of the federal government is at or near the lows in Gallup's trends, dating back to the early 1970s. Americans' trust in the legislative branch fell six percentage points this year to a new low of 28%. Trust in the executive branch dropped eight points, to 43%, and trust in the judicial branch, at 61%, is also the lowest measured to date. (Gallup USA)  
September 15, 2014

[1.5 Domestic Politics » National Image/ Trust](#)346-23 [No Change in U.S. Mood: 23% Satisfied, 76% Not](#) (Click for Details)

(USA) It is not the worst of times, but it is far from the best of times when it comes to Americans' perceptions on how things are going in the country. Just shy of one in four Americans, 23%, are currently satisfied with the direction of the country, while 76% are dissatisfied. This marks the 10th consecutive month that satisfaction has fallen between 23% and 25% -- a remarkably narrow range in a measure that has reached as high as 70% and as low as 7% since 2000. (Gallup USA)  
September 12, 2014

[3.1 Economy » Perceptions on Performance/ Well-Being](#)346-24 [Since 9/11, Fewer Americans Say Terrorism Top Problem](#) (Click for Details)

(USA) Four percent of Americans currently mention terrorism as the most important problem facing the U.S. Although low on an absolute basis, it is the highest percentage naming this issue since May 2010. Mentions of terrorism have been near 1% for the past four years. (Gallup USA)  
September 10, 2014

[2.4 Foreign Affairs & Security » Terrorism/Extremism](#)**► AUSTRALASIA**346-25 ["Hi, it's me, just checking what time you'll be home."](#) (Click for Details)

(Australia) The latest data from Roy Morgan Research shows that partnered people are 56% more likely than singles to say they don't enjoy being contacted on their mobile phone. (Roy Morgan)  
September 19 2014

[4.7 Society » Morality, Values & Customs / Lifestyle](#)346-26 [On air vs online: YouTube takes on the Tube](#) (Click for Details)

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(Australia) With YouTube reportedly asking media buyers to think outside the box when it comes to airing TV commercials, the latest data from Roy Morgan Research shows that over half (52%) of YouTube visitors watch little or no commercial TV. (Roy Morgan)

September 18 2014

[4.6 Society » Media/ New Media](#)

## ► MULTI-COUNTRY SURVEYS

346-27 [Faith and Skepticism about Trade, Foreign Investment](#) (Click for Details)

Trade and foreign investment engender both faith and skepticism around the world, according to a new Pew Research Center survey of 44 nations. Global publics generally agree that international commercial activity is a good thing, particularly people in developing and emerging economies. (Pew Research Center)

September 16, 2014

[2.11 Foreign Affairs and Security >> Trade](#)



346-28 [Shopping Without Borders: E-Commerce Around The Globe](#) (Click for Details)

As Internet penetration continues to expand around the world, emerging markets are winning the race to embrace e-commerce. A Nielsen global e-commerce online survey found that the appetite for online shopping is strongest in the largely developing regions of Latin America and Asia-Pacific, with both areas eclipsing the global average for 22 product categories measured in the study. But the similarities between the two regions stop there. (Nielsen)

September 08, 2014

[3.6 Economy » Economic Globalization](#)

[3.11 Economy » Science & Technology](#)

346-29 [Country Well-Being Varies Greatly Worldwide](#) (Click for Details)

One in six adults worldwide are considered thriving -- or strong and consistent -- in at least three of the five elements of well-being, as measured by the inaugural Gallup-Healthways Global Well-Being Index in 2013. Residents of the Americas region are the most likely to be thriving in three or more elements (33%), while those in sub-Saharan Africa are the least likely (9%). (Gallup USA)

September 16, 2014

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



## Topic of the week:

### Shopping Without Borders: E-Commerce Around The Globe

► 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.

September 08, 2014

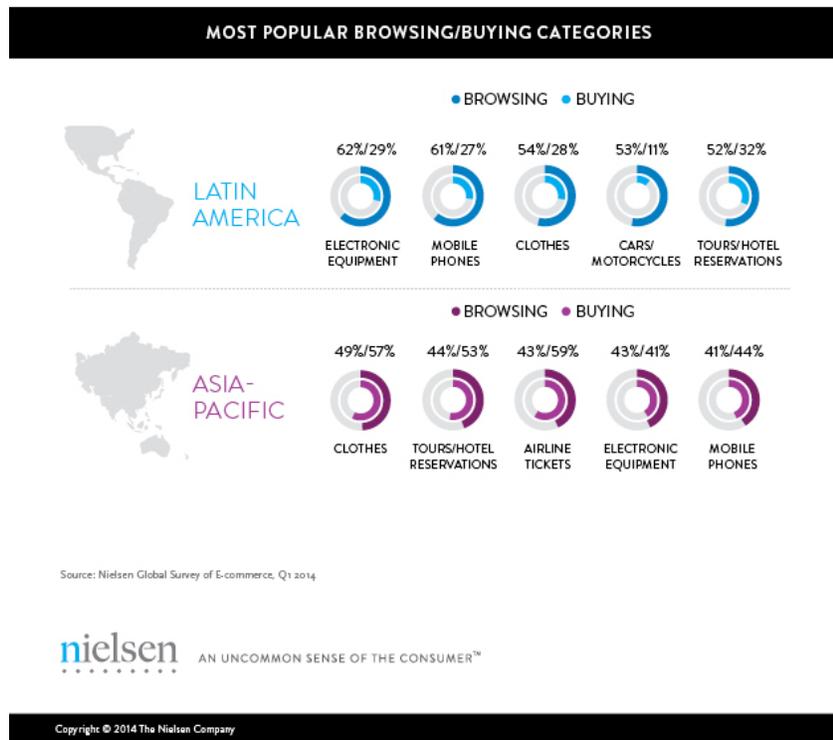
#### Shopping Without Borders: E-Commerce Around The Globe

As Internet penetration continues to expand around the world, emerging markets are winning the race to embrace e-commerce. A [Nielsen global e-commerce online survey](#) found that the appetite for online shopping is strongest in the largely developing regions of Latin America and Asia-Pacific, with both areas eclipsing the global average for 22 product categories measured in the study. But the similarities between the two regions stop there.



The biggest difference? Latin Americans browse and Asia-Pacific respondents buy.

In fact, while online browsing rates are highest in Latin America, online buying rates for the region are the lowest for just about every category in the study. Conversely, online buying rates in Asia-Pacific are the highest of any region—so high that buying rates exceed browsing rates for more than half (14) of the categories.



“Latin Americans are enthusiastic online shoppers, but the online retail infrastructure has not yet caught up with offering conversion opportunities,” said John Burbank, president of Strategic Initiatives, Nielsen. “Other barriers to e-commerce success include Internet access, shipping costs, high taxes and problematic delivery logistics. Asia is the farthest down the e-commerce maturity curve. In Asia-Pacific, tech-savvy consumers have already embraced the convenience of online shopping. Attracting new buyers using mobile could be an accelerator in the developing markets, as it provides greater access to more people faster.”

Online browsing and buying percentages are similar in Europe, North America and the Middle East/Africa, with a few exceptions, but for different reasons than those affecting Latin America and Asia-Pacific. In these regions, online shopping propensity largely comes down to availability and opportunity.

In North America and the largely-developed region of Europe, there are no shortages of product availability. Both areas boast abundant shopping outlets, and online retailing represents another channel competing for market share. “Western Europe is leading the way on consumer-packaged goods category adoption for e-commerce,” said Burbank. “In the U.K. and France, the traditional hypermarkets and grocery retailers have gone ‘all in’ and are driving real change with consumers on their buying habits.” Online trips for fast-moving consumer goods in Great Britain have increased from 70 million in the year ending first-quarter 2013 to 91 million in the year ending first-quarter 2014, and in France, have risen from 32 million trips to 42 million.

In the Middle East/Africa region, lower-than-average online percentages can largely be attributed to opportunity—or lack thereof. In a region where disposable income is low and shopping for daily needs is the norm, online shopping is not a priority. But that will almost certainly change as more consumers continue to move up the socio-economic ladder.

**LATIN AMERICA HAS HIGHEST ONLINE BROWSE RATES:  
ASIA-PACIFIC HAS HIGHEST ONLINE BUY RATES**

**ONLINE BROWSING AND BUYING INTENTIONS IN THE NEXT 6 MONTHS**

	ASIA-PACIFIC	EUROPE	MIDDLE EAST/AFRICA	LATIN AMERICA	NORTH AMERICA
<b>BROWSERS</b>					
CLOTHING, ACCESSORIES AND SHOES	49%	37%	32%	54%	50%
ELECTRONIC EQUIPMENT	43%	36%	37%	62%	42%
TOURS AND HOTEL RESERVATIONS	44%	33%	34%	52%	44%
AIRLINE TICKETS AND RESERVATIONS	43%	31%	35%	49%	44%
MOBILE PHONE	41%	33%	40%	61%	33%
EVENT TICKETS	39%	31%	31%	48%	38%
COMPUTER HARDWARE	39%	32%	35%	51%	37%
HARDCOPY BOOKS	40%	29%	30%	48%	34%
COMPUTER SOFTWARE	36%	26%	35%	50%	34%
E-BOOKS	39%	23%	35%	45%	33%
SPORTING GOODS	39%	25%	27%	47%	29%
MUSIC (NOT DOWNLOADED)	36%	25%	30%	47%	30%
VIDEOS, DVDS AND GAMES	35%	25%	30%	47%	34%
COSMETICS	39%	24%	26%	42%	24%
PERSONAL CARE	38%	20%	26%	40%	19%
GROCERIES	37%	19%	22%	37%	19%
TOYS AND DOLLS	33%	18%	24%	35%	25%
CAR, MOTORCYCLE AND ACCESSORIES	26%	24%	27%	53%	25%
PET-RELATED PRODUCTS	25%	17%	20%	36%	23%
BABY SUPPLIES	28%	13%	23%	32%	13%
FLOWERS	22%	11%	20%	26%	23%
ALCOHOLIC DRINKS	26%	10%	12%	27%	10%
<b>BUYERS</b>					
CLOTHING, ACCESSORIES AND SHOES	57%	34%	26%	28%	42%
ELECTRONIC EQUIPMENT	41%	25%	26%	29%	30%
TOURS AND HOTEL RESERVATIONS	53%	33%	35%	32%	43%
AIRLINE TICKETS AND RESERVATIONS	59%	34%	39%	36%	43%
MOBILE PHONE	44%	22%	28%	27%	22%
EVENT TICKETS	50%	33%	28%	31%	35%
COMPUTER HARDWARE	36%	23%	25%	20%	29%
HARDCOPY BOOKS	50%	30%	22%	24%	31%
COMPUTER SOFTWARE	33%	19%	27%	18%	27%
E-BOOKS	43%	22%	29%	23%	35%
SPORTING GOODS	42%	19%	20%	19%	21%
MUSIC (NOT DOWNLOADED)	33%	19%	21%	19%	30%
VIDEOS, DVDS AND GAMES	32%	21%	23%	21%	33%
COSMETICS	43%	21%	19%	20%	21%
PERSONAL CARE	43%	17%	18%	14%	16%
GROCERIES	41%	14%	15%	11%	14%
TOYS AND DOLLS	40%	16%	18%	17%	24%
CAR, MOTORCYCLE AND ACCESSORIES	20%	13%	16%	11%	15%
PET-RELATED PRODUCTS	26%	15%	14%	11%	19%
BABY SUPPLIES	29%	12%	16%	11%	12%
FLOWERS	21%	11%	16%	10%	21%
ALCOHOLIC DRINKS	25%	9%	11%	8%	10%

Source: Nielsen Global Survey of E-commerce, Q1 2014



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\*Archives: Gilani's Gallopedia has been compiled on a weekly basis since January 2007. Previous material is available upon request. Please contact sara.salam@gilanifoundation.com

The report also discusses:

- The correlation between online browsing and buying intentions.
- A look at which product categories are growing in online purchase intent.
- A classification of online consumers and how to effectively reach them.

#### ABOUT THE NIELSEN GLOBAL SURVEY

The findings in this survey are based on respondents with online access across 60 countries. While an online survey methodology allows for tremendous scale and global reach, it provides a perspective only on the habits of existing Internet users, not total populations. In developing markets where online penetration has not reached majority potential, audiences may be younger and more affluent than the general population of that country. Additionally, survey responses are based on claimed behavior, rather than actual metered data.

Source: <http://www.nielsen.com/us/en/insights/news/2014/shopping-without-borders-e-commerce-around-the-globe.html>

## 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*):  $\simeq$  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:  $\simeq$  178 during the period 2007-2014
- 4- Number **polling organizations** whose polls have been cited:  $\simeq$  358 during the period 2007-2014

