

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: \(Click for details\)](#)

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THIS WEEK'S REPORT CONSISTS OF **23**
NATIONAL & MULTI COUNTRY SURVEYS. **11**
POLLING ORGANIZATIONS HAVE BEEN
REPRESENTED.

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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

► MENA

422-1 [Palestine: Teachers' Strike: A Survey](#) (Click for details)

(Palestine) Majority believes the strike is justified; and considers the government's handling of strike to be unreasonable. (AWRAD)

March 03, 2016

3.3 Economy » Employment Issues

4.10 Society » Education



422-2 [Lack of 'order confirmation' is biggest uncertainty surrounding online food order adoption in Saudi](#) (Click for details)

(Saudi Arabia) New research into online food ordering in Saudi Arabia has revealed that nearly half (49%) of consumers cite lack of confirmation that their order has been placed as the biggest uncertainty they face when looking to use an online portal or app to order food. The next most prevalent uncertainties include the status of an order (44%) and hygiene in the kitchen (39%) according to respondents across the country. (YouGov)

March 04, 2016

3.2 Economy » Consumer Confidence/Protection

3.13 Economy » Services

4.7 Society » Morality, Values & Customs / Lifestyle

► SOUTHEAST ASIA

422-3 [Philippines: 80% of Pinoy voters would "probably vote for" a candidate who will continue the Pantawid Pamilya program](#) (Click for details)

(Philippines) The SWS Pre-Election Survey of February 5-7, 2016 found 80% of Filipino voters saying they would probably vote for a candidate who will advocate the "Continuation of the Pantawid Pamilya or 4Ps Program", 9% saying they would probably not, and 12% saying they will not be affected. (SWS)

March 2016

1.1 Domestic Politics » Elections

422-4 [Philippines: Satisfaction with how democracy works at 76%](#) (Click for details)

(Philippines) The Fourth Quarter 2015 Social Weather Survey, done on December 5-8, 2015, found 76% of Filipino adults satisfied with the way democracy works, hardly moving from 77% in June 2015 when last fielded. (SWS)

March 01, 2016

.2 Domestic Politics » Performance Ratings

1.3 Domestic Politics » Governance



► **NORTHEAST ASIA**

422-5 [Chinese Satisfaction with Education Grows](#) (Click for details)

(China) China's heightened spending on education in the past decade may be paying off, at least in its residents' eyes. More Chinese today (61%) express satisfaction with their own education than they did in 2009, when satisfaction was well below 50%. (Gallup USA)

March 04, 2016

4.10 Society » Education



Africa Zone

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

► **SUB-SAHARAN AFRICA**

422-6 [Africans tolerant on religion, ethnicity, nationality, and HIV, but not on homosexuality, Afrobarometer survey finds](#) (Click for details)

Contrary to common portrayals, Africans express high degrees of tolerance for people from different ethnic groups, people of different religions, immigrants, and people living with HIV/AIDS (PLWHA), newly released Afrobarometer survey findings show. (Afrobarometer)

March 01, 2016

4.5 Society » Gender Issues

4.7 Society » Morality, Values & Customs / Lifestyle

4.11 Society » Health

Euro Americas Zone

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

► **EAST EUROPE**

422-7 [Ukraine: What do women want?](#) (Click for details)

(Ukraine) According to the results of the poll, top 6 presents women want to receive are flowers, care and attention, jewelry, romantic journey, money, toilet water or perfume, and cosmetics. (KIIS)

March 2016

4.5 Society » Gender Issues

4.7 Society » Morality, Values & Customs / Lifestyle



422-8 [Final opinion polls show Slovak PM's Smer party lead shrinking](#) (Click for details)

(Slovakia) Slovakia's ruling leftist party is on course to win March 5 parliamentary elections but will probably lose it outright majority and will need a partner to form a government, two final opinion polls showed on Thursday. (MVK)

February 18, 2016

1.1 Domestic Politics » Elections

1.4 Domestic Politics » Political Parties

► WEST EUROPE

422-9 [Economist/ Ipsos MORI February 2016 Issues index](#) (Click for details)

The Economist/ Ipsos MORI February 2016 Issues index – the highest concern about the EU in 13 years. (Ipsos Mori)

March 04, 2016

3.1 Economy » Perceptions on Performance/ Well-Being

3.2 Economy » Consumer Confidence/Protection

422-10 ['Remain' retakes the lead in referendum campaign](#) (Click for details)

YouGov has recorded four consecutive leads for Remain since the last published poll, suggesting a movement towards the Remain side in the first two weeks of campaigning.

(YouGov)

March 05, 2016

1.1 Domestic Politics » Elections

1.2 Domestic Politics » Performance Ratings



422-11 [Young people are the most pessimistic about human nature](#) (Click for details)

In both Britain and America older people are more likely to say humans are essentially cooperative rather than self-serving. (YouGov)

March 02, 2016

4.7 Society » Morality, Values & Customs / Lifestyle

4.13 Society » Social Problems

422-12 [Polls paint mixed picture for Irish PM ahead of election](#) (Click for details)

(Ireland) Irish Prime Minister Enda Kenny's conservative party halted a recent slide in popularity according to one opinion poll on Saturday, but fell sharply in another, maintaining the potential for an inconclusive outcome at upcoming elections. (Red C Poll)

February 06, 2016

1.1 Domestic Politics » Elections

1.2 Domestic Politics » Performance Ratings

► NORTH AMERICA

422-13 [Americans' Views Toward Israel Remain Firmly Positive](#) (Click for details)

(USA) Americans' views about the Israeli-Palestinian conflict remained steady over the past year, with 62% of Americans saying their sympathies lie more with the Israelis and 15% favoring the Palestinians. About one in four continue to be neutral, including 9% who sympathize with neither side, 3% who sympathize with both, and 11% expressing no opinion. (Gallup USA)

February 29, 2016



[2.3 Foreign Affairs & Security » Palestine/ Israel Conflict](#)[422-14 **Images of Cruz and Trump Fall as GOP Campaign Heats Up** \(Click for details\)](#)

(USA) Ted Cruz's and Donald Trump's images among Republicans have dropped to all-time lows in recent days as exchanges between the Republican presidential candidates have turned highly negative and personal. Cruz's net favorable rating among Republicans is now +14, his lowest to date and essentially the same as Trump's +15. Marco Rubio's image is less positive than it has been at previous points in the campaign, but at +34, it is the same as in early January. Rubio's net favorable score is now twice as high as the scores of either of his major two competitors. (Gallup USA)



February 29, 2016

[1.1 Domestic Politics » Elections](#)

[1.2 Domestic Politics » Performance Ratings](#)

[422-15 **UN Job Rating Among Americans Higher, but Still Low** \(Click for details\)](#)

(USA) Americans are slightly more likely than they were a year ago to think the United Nations is doing a good job of trying to solve the problems it faces. The small gain -- from 35% in 2015 to 38% now -- pushes the U.N.'s job rating to its highest level since before it balked at supporting the Iraq War in 2003. (Gallup USA)

March 01, 2016

[2.8 Foreign Affairs & Security » International / Regional Organizations](#)

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

[422-16 **Americans say E-Cig should be regulated like tobacco Cigs** \(Click for details\)](#)

(USA) Most U.S. adults favor some type of regulation for e-cigarettes. A majority, 60%, say e-cigarettes should be regulated as much as tobacco cigarettes. An additional 19% say e-cigarettes should be regulated, but not as much as regular cigarettes. Seventeen percent say they should not be regulated at all. (Gallup USA)

March 02, 2016

[3.11 Economy » Science & Technology](#)

[4.11 Society » Health](#)

[422-17 **Americans Are Buried Under a Mountain of Debt** \(Click for details\)](#)

(USA) A prior article explored the kinds and amounts of consumer debt that Americans carry, other than mortgages. Gallup found that only a subset of Americans carries the bulk of consumer debt. This article examines how consumer debt affects different groups of Americans, especially millennials. (Gallup USA)

March 03, 2016

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

[3.9 Economy » Financial systems & Institutions](#)

[422-18 **Trump Support Built on Outsider Status, Business Experience** \(Click for details\)](#)

(USA) Republicans who want to see Donald Trump win their party's nomination are most likely to say it is Trump's status as a nonpolitician and an outsider that drives their support, followed by his experience as a businessman. A number of Trump supporters also prefer him because he is outspoken. (Gallup USA)



March 04, 2016

1.1 Domestic Politics » Elections

1.5 Domestic Politics » National Image/ Trust

422-19 [Women relatively rare in top positions of religious leadership](#) (Click for details)

(USA) While many large religious organizations in the United States allow women to be ordained – and to hold leadership positions within the organization – few women have actually served at the very top. (Pew Research Center)



March 02, 2016

4.1 Society » Religion

4.5 Society » Gender Issues

422-20 [Most say governments will agree to new emissions targets, less convinced Canada will meet them](#) (Click for details)

(Canada) Canadians are broadly supportive of the international agreement on climate change reached in Paris last December, but less certainty exists over the ability of federal and provincial leaders to set new emissions targets aimed at honouring Canada's Paris-related commitments. (Angus Reid)

March 3, 2016

2.8 Foreign Affairs & Security » International / Regional Organizations

4.14 Society » Environment/ Disasters

► AUSTRALASIA

422-21 [New car market starts 2016 with intention uptick](#) (Click for details)

(Australia) 2,210,000 Australians intend to buy a new car sometime before 2020—including 585,000 hoping to be huffing that new car smell by the end of 2016, the latest automotive currency data from Roy Morgan Research shows. (Roy Morgan)

March 07 2016

3.1 Economy » Perceptions on Performance/ Well-Being

3.8 Economy » Enterprise/ Investments

422-22 [Pester power and household purchasing decisions](#) (Click for details)

(Australia) We've all heard of 'pester power', but how much input do children really have into household buying decisions? According to the latest Roy Morgan Research Young Australians Survey, this depends on their age and what is being purchased. (Roy Morgan)



March 01, 2016

4.2 Society » Family

4.7 Society » Morality, Values & Customs / Lifestyle

► MULTI-COUNTRY SURVEY

422-23 [Global smartphone sales hit a quarterly high in Q4 2015](#) (Click for details)

Global smartphone demand hit 368m units in Q4 2015, up 14 percent quarter-on-quarter and up six percent year-on-year. However, revenues plateaued year-on-year at US\$115bn due to average selling price (ASP) declines of six percent year-on-year for Q4 2015. In the full year 2015, 1.3bn smartphone units were sold, an increase of seven percent year-on-year. However, this unit growth was partially offset by a decline in global

average selling price (ASP) of two percent year-on-year, which caused revenues to increase on a slightly lower level of only five percent year-on-year to US\$399bn. (GFK)

March 03, 2016

[3.12 Economy » IT & Telecom](#)

[3.13 Economy » Services](#)

Topic of the week:

Global smartphone sales hit a quarterly high in Q4 2015

► 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.

Global smartphone sales hit a quarterly high in Q4 2015

March 03, 2016

Global smartphone demand hit 368m units in Q4 2015, up 14 percent quarter-on-quarter and up six percent year-on-year. However, revenues plateaued year-on-year at US\$115bn due to average selling price (ASP) declines of six percent year-on-year for Q4 2015. In the full year 2015, 1.3bn smartphone units were sold, an increase of seven percent year-on-year. However, this unit growth was partially offset by a decline in global average selling price (ASP) of two percent year-on-year, which caused revenues to increase on a slightly lower level of only five percent year-on-year to US\$399bn.



Smartphone sales Q4 2014 vs Q4 2015

	Units sold (mil.)				Sales value (bn. USD)			
	Q4/14	Q4/15	Y/Y change	%	Q4/14	Q4/15	Y/Y change	%
Latin America	36.1	31.5	-12.7%		9.6	7.4	-23.3%	
Central & Eastern Europe	21.4	22.2	3.6%		5.1	4.5	-10.8%	
North America	57.0	56.4	-1.1%		25.6	23.9	-6.5%	

	Units sold (mil.)			Sales value (bn. USD)		
Emerging APAC	41.5	50.0	20.5%	7.5	8.1	8.0%
Middle East & Africa	37.7	42.1	11.7%	10.8	10.2	-4.8%
Western Europe	40.0	42.1	5.2%	17.2	17.0	-0.9%
China	95.1	106.6	12.0%	28.8	33.5	16.3%
Developed APAC	17.3	17.4	0.3%	11.0	10.6	-3.8%
GLOBAL	346.1	368.1	6.4%	115.5	115.2	-0.2%

Source: GfK Point of Sales (POS) Measurement data in 90+ markets, Jan. 2016

Kevin Walsh, director of trends and forecasting at GfK comments, “Despite a record fourth quarter – and a strong performance in 2015 in general – there are mixed results across countries. Local factors, rather than regional and industry trends, are increasingly driving markets. Diverging economic trends, device saturation, mass market adoption, politics, social change and even sport have an impact on smartphone demand and prices at country level.”

Emerging APAC*: a growth powerhouse

Emerging APAC remains the primary growth driver in the global smartphone market, with 21 percent year-on-year unit growth in Q4 2015.

On a country level, **India** is a key driver with unit growth of 34 percent year-on-year, driven by its dominant low-end (sub-US\$100) price band segment, which saw unit growth accelerate to 76 percent year-on-year. There is still plenty of room for smartphone demand from first time buyers, since penetration of the sub-US\$100 segment stood at only 24 percent in the last quarter of the year.

China: growth accelerated in Q4 2015

After a return to a moderate growth in 3Q 2015 (following a series of four negative quarterly year-on-year developments that started in 3Q 2014), China saw smartphone growth accelerate to 12 percent year-on-year in 4Q 2015. In this period a record high of 106.6m units was reached. With a volume growth of 11m units, China contributed half of the global growth in the last quarter.

There were year-on-year improvements in demand across all price band segments, with a noticeable shift to high-end (US\$500+) devices. This segment saw market share increase to 18 percent, up from just below 15 percent in the prior quarter. The result was an increase in ASP of four percent year-on-year to US\$314, and a 16 percent increase in year-on-year revenue to US\$33bn.

The shift towards LTE-enabled, larger-screen devices continues. 5”+ handsets accounted for 71 percent of smartphones sold in the quarter, up from 53 percent in the same period of 2014. LTE-enabled smartphone share has almost reached saturation levels. GfK forecasts unit growth will slow to 17 percent in 2016, considerably down from 248 percent in 2015. Competitively priced local brands continue to gain share in the country, accounting for 75 percent of smartphone demand in Q4 2015, up from 69 percent in Q4 2014.

GfK forecasts a return to moderate growth of three percent in China in 2016 – following the two percent year-on-year decline seen in 2015. This is likely to be helped by an expected increase in operator subsidies.

MEA: Egypt is the star performer

Despite a slight slow-down in growth, smartphone unit demand in the MEA grew 12 percent year-on-year in the quarter. Most countries in the region saw increases, but **Egypt** stood out with demand growing 27 percent year-on-year.

Latin America: Consumers move towards low-end devices

Smartphone demand in Latin America continued to decline in Q4 2015, dropping 13 percent year-on-year. This was dragged down by macroeconomic weakness in **Brazil**, which caused demand to decline 26 percent year-on-year in the country. ASP in the region declined 12 percent year-on-year as a result of a shift in consumer preference towards low-end devices. This fall in demand, combined with the lower ASP, resulted in a revenue drop of 23 percent year-on-year to US\$7bn.

Developed APAC*: overall demand is stable

Unit demand in Developed APAC remained stable in Q4 2015 following a three percent year-on-year decline in the previous quarter. Smartphone demand in **South Korea** returned to growth (up eight percent year-on-year) for the first time since Q4 2013. This was helped by easy comparisons with the weak performance in Q4 2014. However, regional growth was offset by a six percent decline in year-on-year demand in **Japan**.

Western Europe: growth in France, Germany and Great Britain

Smartphone unit growth in the region stood at five percent year-on-year in Q4 2015, helped by 61 percent year-on-year growth in the ultra-low-end (sub-US\$100) segment. Overall growth accelerated in its three largest markets: **France, Germany and Great Britain**.

Central Europe: mild growth driven by Poland

Smartphone unit growth in Central Europe remained limited at four percent year-on-year, but was helped by strong growth of 36 percent year-on-year in **Poland**. Due to political and economic issues, year-on-year demand in **Russia** and **Ukraine** dropped seven percent and 14 percent respectively.

Smartphones: 2015 sales vs 2016 forecast

	Units sold (mil.)			Sales value (bn. USD)		
	2015 sales	2016 forecast	Y/Y % change	2015 sales	2016 forecast	Y/Y % change
Latin America	109.7	108.8	-0.8%	27.0	25.5	-5.7%
Central & Eastern Europe	73.2	77.9	6.5%	14.8	14.5	-1.5%
North America	190.7	193.7	1.6%	77.9	77.2	-0.9%
Emerging APAC	185.2	227.0	22.6%	30.7	33.1	7.9%
Middle East & Africa	162.4	187.7	15.6%	42.0	43.3	3.0%
Western Europe	137.1	142.3	3.8%	53.6	52.7	-1.6%
China	385.3	397.2	3.1%	115.8	117.8	1.7%
Developed APAC	64.8	65.5	1.1%	37.5	37.2	-0.7%
GLOBAL	1,308.5	1,400.2	7.0%	399.2	401.3	0.5%

Source: GfK Point of Sales (POS) Measurement data in 90+ markets for calendar year 2015 and GfK forecasts for calendar year 2016, as at Jan. 2016.

Download (PDF)**Notes to editors**

GfK forecasts end-demand consumer purchases rather than manufacturer shipments. Market sizes are built up by point-of-sale (POS) tracking in 90+ markets with updates on a weekly and monthly basis. For the US, GfK employs proprietary market modeling and consumer research rather than POS to produce its market forecasts. Values are based on unsubsidized retail pricing. Data is available quarterly and the next data set is due in May 2016.

GfK continually works to ensure its panel data is as accurate a reflection of the end market as possible. When a change is made to the number of participants in our panel, GfK will amend historical data to better reflect the impacted end market. For example, when a new retailer joins, the addition of their historic sales may lead to slight adjustments to actual data.

***Countries included in Developed / Emerging APAC in this release:**

Developed APAC:	Emerging APAC:
Australia	India
Hong Kong	Indonesia
Japan	Kampuchea (Cambodia)
New Zealand	Malaysia
Singapore	Philippines
South Korea	Thailand
Taiwan	Vietnam

Source: <http://www.gfk.com/insights/press-release/global-smartphone-sales-hit-a-quarterly-high-in-q4-2015/>

Gilani's Gallopedia (2007-2015)

A Quantitative Analysis

A quantitative analysis of global polls monitored during the 8 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

