

Gallopedia

From Gilani Research Foundation

March 2016, Issue # 424*

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.

Contact Details:

Sara Salam

Assistant Manager
Gilani Research Foundation
Email: sara.salam@gilanifoundation.com



[Topic of the week: \(Click for details\)](#)

INSIDE THIS ISSUE

THIS WEEK'S REPORT CONSISTS OF **24**
NATIONAL & MULTI COUNTRY SURVEYS. **12**
POLLING ORGANIZATIONS HAVE BEEN
REPRESENTED.

Pg 2	Asia zone this week- 05 national polls	
Pg 2	Africa zone this week- 01 national poll	
Pg 3	Euro Americas zone this week- 16 national polls 01 Multi-country poll	
Pg 7	TOPIC OF THE WEEK: China's most valuable brands: Tencent, China Mobile & Alibaba dominate	

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

424-1 [Intifada, the PA and ISIS](#) (Click for details)

(Palestine) The latest public opinion poll conducted by the Jerusalem Media and Communication Centre showed that a majority of (55.9%) of Palestinians support the continuation of the current uprising in contrast with 41% who oppose it. (JMCC)

March 14, 2016

2.3 Foreign Affairs & Security » Palestine/ Israel Conflict
2.5 Foreign Affairs & Security » Regional Conflicts/ Issues
2.7 Foreign Affairs & Security » Muslim World



► SOUTHEAST ASIA

424-2 [Net +30 of voters saw improvement in quality of life under PNoy's term](#) (Click for details)

(Philippines) The Bilang Pilipino SWS Mobile Survey of March 16, 2016 found 36% of voters saying their quality of life during Pres. Noynoy Aquino's term became better ("gainers") compared to Pres. Gloria Arroyo's term, and 6% saying it became worse ("losers"), or a net improvement of +30 (the difference of gainers over losers). (SWS)

March 16, 2016

3.1 Economy » Perceptions on Performance/ Well-Being
4.7 Society » Morality, Values & Customs / Lifestyle

► NORTHEAST ASIA

424-3 [China's Top 100 Brands: Slower Growth, Tech Wins](#) (Click for details)

(China) Chinese brands are gaining on their international rivals, but their growth is tapering off, reflecting China's economic slowdown. (Millward Brown)

March 21, 2016

3.6 Economy » Economic Globalization
3.8 Economy » Enterprise/ Investments/ Business

424-4 [China's most valuable brands: Tencent, China Mobile and Alibaba dominate](#) (Click for details)

(China) A challenger to Alibaba, a brand marketed by Danone, and an airline feature among ten brands that have broken into Millward Brown's annual BrandZ ranking of the 100 most valuable Chinese brands. (Millward Brown)

March 21, 2016

3.13 Economy » Services





Africa Zone

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

▶ SUB-SAHARAN AFRICA

424-5 [Powerless: Lack of grid access, unreliable electricity supply still plague majority of Africans](#) (Click for details)

(Africa) While more Africans live within reach of an electric grid than a decade ago, only four in 10 enjoy a reliable power supply, according to new survey findings from Afrobarometer. In some countries, that proportion is four in 100. (Afrobarometer)
March 11, 2016

3.10 Economy » Energy/Nuclear Issues

3.13 Economy » Services



Euro Americas Zone

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

▶ EAST EUROPE

424-6 [Vladimir Putin: Two Years Before Presidential Elections](#) (Click for details)

(Russia) The public support for Putin in the 2018 presidential elections has reached a four-year maximum. (VCIOM)

1.2 Domestic Politics » Performance Ratings

1.1 Domestic Politics » Elections



424-7 [Mikhail Gorbachev: Criminal Or Victim?](#) (Click for details)

(Russia) Most of Russians consider Mikhail Gorbachev as a leader guided by the interests of the citizens. Forty-six percent of respondents are confident that he took care of the country but he made a miscount. Every tenth (12%) is confident that he was a brave person, he was not afraid of taking responsibility and conducting essential reforms, and he did his best. (VCIOM)

March 03, 2016

1.2 Domestic Politics » Performance Ratings

▶ WEST EUROPE

424-8 [UK: Generation Y are less likely to be homeowners than Generation X at an equivalent age](#) (Click for details)

(UK) New Ipsos MORI analysis of the British Social Attitudes survey, produced on behalf of the Guardian, has shown that the proportion of Generation Y (adults born since 1980) who own their own home is

significantly smaller than the proportion of Generation X (those born 1966-1979) homeowners when that generation was of a similar age. (Ipsos Mori)

March 16, 2016

[4.2 Society » Family](#)

[4.13 Society » Social Problems](#)

424-9 [UK: Fewer than 1 in 5 teachers think academies improve education age](#) (Click for details)

(UK) British teachers tend to say turning schools into academies will make standards worse – and public support for academies has slipped consistently over the years.

(YouGov)

March 17, 2016

[4.10 Society » Education](#)

[4.13 Society » Social Problems](#)



424-10 [UK: Approval of government cuts at lowest level for years](#) (Click for details)

(UK) On three measures approval of government cuts has taken a significant hit – and confidence in Britain's economy has lost a year's worth of ground. (YouGov)

March 16, 2016

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

424-11 [UK: A warning for radio as younger listeners turn to streaming services](#) (Click for details)

(UK) A new report from YouGov entitled New Generations and the Future of Radio 2016 indicates that there is a generational gap emerging in terms of attitudes towards radio, while the listening habits of younger age groups are a warning to the industry in general. (YouGov)

March 17, 2016

[4.6 Society » Media/ New Media](#)

[4.13 Society » Social Problems](#)

► NORTH AMERICA

424-12 [For First Time, Majority in U.S. Oppose Nuclear Energy](#) (Click for details)

(US) For the first time since Gallup first asked the question in 1994, a majority of Americans say they oppose nuclear energy. The 54% opposing it is up significantly from 43% a year ago, while the 44% who favor using nuclear energy is down from 51%. (Gallup USA)

March 18, 2016

[3.10 Economy » Energy/Nuclear Issues](#)



424-13 [Americans React to Presidential Candidates' Tax Proposals](#) (Click for details)

(US) Tax reform is a central issue in this year's GOP presidential nomination race, with Republican candidates proposing a number of ways to simplify and reduce taxes. When asked to react to six of these tax-related proposals, Americans generally are more positive than negative about all, although by widely varying margins. Americans are most in favor of eliminating tax deductions and loopholes available to the very rich, followed by eliminating the estate tax -- the only two proposals to get majority support. They are less likely to favor sweeping proposals to cut income taxes for everyone or to install a 10% flat tax plan. A significant

segment of Americans say they don't know enough about these tax proposals to have an opinion. ([Gallup USA](#))

March 17, 2016

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

424-14 [Americans' Concerns About Water Pollution Edge Up](#) ([Click for details](#))

(US) After declining last year, Americans' worries about several environmental issues ticked upward in 2016, and are now mostly back to 2014 levels. A majority express "a great deal" of concern about polluted drinking water (61%) and the pollution of rivers, lakes and reservoirs (56%). These increases come as details surrounding the water crisis in Flint, Michigan, continue to emerge. ([Gallup USA](#))



March 17, 2016

[4.14 Society](#) » [Environment/ Disasters](#)

424-15 [U.S. Concern About Global Warming at Eight-Year High](#) ([Click for details](#))

(US) Americans are taking global warming more seriously than at any time in the past eight years, according to several measures in Gallup's annual environment poll. Most emblematic is the rise in their stated concern about the issue. Sixty-four percent of U.S. adults say they are worried a "great deal" or "fair amount" about global warming, up from 55% at this time last year and the highest reading since 2008. ([Gallup USA](#))

March 16, 2016

[4.14 Society](#) » [Environment/ Disasters](#)

424-16 [In U.S., Percentage Predicting Energy Shortage at New Low](#) ([Click for details](#))

(US) As Americans continue to pay relatively low prices for gas, they are now less likely than at any point in Gallup's trend to predict a critical energy shortage in the country in the next five years. Currently, 31% of Americans believe this will happen, down sharply from 50% when the question was last asked in 2012, and 14 percentage points below the previous low. ([Gallup USA](#))

March 15, 2016

[3.10 Economy](#) » [Energy/Nuclear Issues](#)

424-17 [U.S. Economic Confidence Index Steady at -10](#) ([Click for details](#))

(US) Gallup's U.S. Economic Confidence Index was -10 for the week ending March 13. This score is similar to the -11 recorded during the first week of the month, and is generally similar to most weekly confidence levels so far this year. ([Gallup USA](#))

March 15, 2016

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

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

424-18 [More Americans View Obama Positively on Key Issues](#) ([Click for details](#))

(US) More Americans say President Barack Obama is doing a good job of improving the nation's energy policy (48%) and making America prosperous (45%) than at most points in his presidency. On another key measure of his presidency, 54% say Obama is doing a good job of protecting the nation's environment, a slight boost from last year but mostly in line with his recent readings. ([Gallup USA](#))



March 15, 2016

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

1.5 Domestic Politics » National Image/ Trust

424-19 [U.S. Flu Season Winding Down, but Cold Season Still Strong](#) (Click for details)

(US) The worst of the 2015-2016 flu season appears to be over. On average, 3.0% of U.S. adults reported having the flu the day before they were interviewed throughout February, a noticeable drop from 3.9% in January. Considering the typical seasonal pattern, the incidence of flu will likely decline in March and remain lower throughout the spring and summer. (Gallup USA)

March 14, 2016

4.11 Society » Health



424-20 [Americans Attribute Warm Winter Weather to Climate Change](#) (Click for details)

(US) A majority of Americans, 63%, say the weather in their local area this winter was warmer than usual. When asked what they think caused these abnormal temperatures, more Americans say the shift was the result of human-caused climate change rather than normal variations. Just 10% of Americans say it was a colder winter than usual, and 26% say the weather was about the same. (Gallup USA)

March 14, 2016

4.14 Society » Environment/ Disasters

424-21 [Will US Cuba Thaw Give Canadians a Chill?](#) (Click for details)

(US) Overwhelmingly, America's neighbours to the north profess strong support for both the reestablishment of U.S. diplomatic ties with Cuba, and the lifting of the U.S. trade embargo against the island nation: our Angus Reid Institute survey of Canadians late last year on this very subject found nearly 90 per cent approved of both measures. This is higher than support among Americans on both questions, according to the Pew Research Center, which studied the issue last July. (Angus Reid)

March 2016

2.5 Foreign Affairs & Security » Regional Conflicts/ Issues

2.6 Foreign Affairs & Security » US image



► AUSTRALASIA

424-22 [1 in 8 Aussies could own a fitness band by end of 2016 as take-up snowballs among some sports participants](#) (Click for details)

(Australians) 1.54 million Australians aged 14+ (8%) already own a personal fitness band or fitness tracker, and another 785,000 (4%) intend to buy themselves one in the next 12 months (plus another 50,000 or so buyers who already have one). If all these intenders do go out and get one, there'll be around 2.3 million Australians (12%) sporting fitness bands by the end 2016. (Roy Morgan)

March 17, 2016

4.11 Society » Health

► MULTI-COUNTRY STUDIES

424-23 [New research reveals levels of consumer trust in seafood labeling](#) (Click for details)

Early results from the MSC's latest survey of more than 16,000 seafood consumers show that more than half (55%) doubt that the seafood they consume is what it says on the packet. Across the 21 countries surveyed, 65% of those purchasing seafood say they want to know that their fish can be traced back to a known and

trusted source, with six in ten (63%) saying they look to ecolabels as a trusted source of information. (Globescan)

March 2016

3.2 Economy » Consumer Confidence/Protection

424-24 [Top 3 most important corporate responsibilities, according to consumers](#) (Click for details)

Consumers say companies should focus on providing good jobs, good quality products and being environmental. (GFK)

March 17, 2016

3.2 Economy » Consumer Confidence/Protection

3.13 Economy » Services

4.14 Society » Environment/ Disasters

Topic of the week:

China's most valuable brands: Tencent, China Mobile and Alibaba dominate

► 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.

[China's most valuable brands: Tencent, China Mobile and Alibaba dominate](#)

March 21, 2016



A challenger to Alibaba, a brand marketed by Danone, and an airline feature among ten brands that have broken into Millward Brown's annual BrandZ ranking of the 100 most valuable Chinese brands.

The ranking was topped for the second year running by technology company Tencent, which increased its brand value by 24% to \$82.1bn.



The BrandZ ranking is based on financial data from Bloomberg and Kantar Worldpanel combined with consumer opinions gathered from interviews with over 400,000 Chinese consumers since the ranking first launched in 2008.

Most brands saw their value increase, but Alibaba, the online retailer which floated on the New York Stock Exchange in 2014, dropped by 20% to \$47.6bn after China's regulators levelled charges of counterfeit merchandise on Alibaba's Taobao marketplace.

Alibaba is also being challenged by a rival online retailer, JD.com, which entered the ranking at number 15

after a strong year when annual active customer accounts increased 59%.

According to Millward Brown, JD.com grew sales at a faster rate than Alibaba, in part because of its partnership with Tencent, which enables users of Tencent's WeChat messaging service to seamlessly move between social networking and ecommerce.

The highest new entrant to the ranking, placing seventh, was telecoms company Huawei, which is well-known as a business-to-business brand but was included this year due to its growing consumer division.

Other new entrants included Mizone, a bottled water brand with functional benefits, marketed by Danone, the French food and dairy giant. It placed at number 81 with a brand value of \$398m. With bottled water able to command a price premium, according to Millward Brown, Mizone has effectively reached its target audience of young people with social media and online gaming.

Herborist, a personal care brand, debuted at number 69 with a brand value of \$591m. The report describes it as having successfully marketed the combined appeal of natural ingredients and traditional Chinese medicine. The brand reaches international consumers through e-commerce and a physical presence in Europe in the French-owned Sephora stores and in Germany's Douglas chain.

Anerle is a homegrown brand in the fairly new disposable nappy category, dominated by international brands. It placed at number 76 with a brand value of \$460m.

Other new brands included Spring Airlines, car manufacturer Changan, CHJ Jewellery, online video entertainment site Youku Tudou and real estate company Wanda.

Overall, the report found that Chinese brands have narrowed the gap with their multinational competitors in their home market, at least in terms of what Millward Brown calls 'Salience' – the quality of consumers thinking of the brand quickly when a purchase opportunity arises.

However, they remain at a disadvantage when trying to distinguish themselves, either functionally or emotionally, especially from multinationals.

Here are BrandZ's top ten most valuable Chinese brands:

1. Tencent
2. China Mobile
3. Alibaba
4. ICBC
5. Baidu
6. China Construction Bank
7. Huawei

8. Agricultural Bank of China
9. Ping An
10. China Life

Source: <http://www.marketingmagazine.co.uk/article/1388251/chinas-valuable-brands-tencent-china-mobile-alibaba-dominate>

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

