

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 **23**
NATIONAL & MULTI COUNTRY SURVEYS. **10**
POLLING ORGANIZATIONS HAVE BEEN
REPRESENTED.

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this week- **01** national polls



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02 multi-country
study



Pg **6** **TOPIC OF THE WEEK:**
[Germans spend more on vacations](#)
[than cars](#)



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

475-1 [Emirates is the top brand among Women in the UAE](#) (Click for details)

(UAE) YouGov's Brandindex yearly rankings of the best perceived brands by women in the UAE has been topped by Emirates Airline. (YouGov)

March 07, 2017

4.7 Society » Morality, Values & Customs / Lifestyle



▶ SOUTHEAST ASIA

475-2 [Philippines: Net trust rating of countries: "Very Good" +59 for United States; "Good" +37 for Australia and Japan; "Neutral" +9 for China and Russia](#) (Click for details)

(Philippines) Of the five countries tested for public trust, the Fourth Quarter 2016 Social Weather Survey, done on December 3-6, 2016, found net trust ratings (% much trust minus % little trust) at "very good" +59 for United States, "good" +37 for Australia, "good" +37 for Japan, "neutral" +9 for China, and a record-high "neutral" +9 for Russia. (SWS)

March 06, 2017

1.5 Domestic Politics » National Image/ Trust

2.12 Foreign Affairs and Security >> Bi/Tri-lateral Relations



Africa Zone

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

▶ SUB-SAHARAN AFRICA

475-3 [Kenyans see gains in gender equality, but support for women's empowerment still uneven](#) (Click for details)

(Kenya) A majority of Kenyans say the country has made progress toward gender equality, but below-average support among men and lagging political engagement among women point toward remaining challenges, according to new Afrobarometer findings released on International Women's Day. (Afrobarometer)

March 08, 2017

4.5 Society » Gender Issues



Euro Americas Zone

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

▶ EAST EUROPE

475-4 [Russia and Ukraine: strong ties and undying interest](#) (Click for details)

Survey results showed that Russians and Ukrainians didn't forget about historical, cultural and sibling connections. Moreover, judging by intensity of Ukrainian respondents' answers, these connections for Ukraine are more important. (ROMIR)

March 02, 2017

2.12 Foreign Affairs and Security >> Bi/Tri-lateral Relations

475-5 [Russia: Who Is The Prettiest?](#) (Click for details)

(Russia) VCIOM-SPUTNIK daily omnibus survey data suggest that the most beautiful women are close women (mothers, sisters, wives, and girlfriends). To bring joy to them on the Women's Day men will give them flowers, cosmetics and jewelry first. (VCIOM)

March 7, 2017

4.2 Society » Family

4.7 Society » Morality, Values & Customs / Lifestyle

475-6 [Russia: Belarusian Products: Price And Quality](#) (Click for details)

(Russia) As Sputnik daily omnibus survey suggests, many Russians like and buy Belarusian products, however attempts to import banned items from Belarus into Russia are largely disapproved by respondents. (VCIOM)

March 3, 2017

3.1 Economy » Perceptions on Performance/ Well-Being

3.2 Economy » Consumer Confidence/Protection

475-7 [Russia: Perceptions Of The Russian Army](#) (Click for details)

(Russia) A record number of Russians want their relatives to serve in the army. (VCIOM)

February 21, 2017

2.10 Foreign Affairs & Security » Military Issues/ Defence

► WEST EUROPE

475-8 [Support for independence rises as referendum speculation grows](#) (Click for details)

(UK) As the UK government prepares to begin formal negotiations to leave the European Union and the SNP prepares for its forthcoming spring conference, our new poll for STV News shows voters split down the middle in their constitutional preference. (Ipsos Mori)

March 09, 2017

2.8 Foreign Affairs & Security » International / Regional Organizations

475-9 [Majority say the NHS' ability to deliver care is getting worse, and expect decline to continue](#) (Click for details)

(UK) Britons are the "worried well" internationally – they rate current health services highly BUT are the most pessimistic about the future of their local healthcare. (Ipsos Mori)

March 05, 2017

4.11 Society » Health

475-10 [Cut portion size by the ounce, lose customers by the pound](#) (Click for details)

(UK) New data from YouGov suggests that were food brands to cut their portion sizes by 15%, they could risk losing up to 35% of their customers. (YouGov)



March 09, 2017

3.13 Economy » Services

475-11 [One in three would be more likely to donate to charity if they could use contactless payment](#) (Click for details)

(UK) The lack of contactless options for charitable donors is hampering giving, a new YouGov study suggests. (YouGov)

March 07, 2017

4.7 Society » Morality, Values & Customs / Lifestyle



475-12 [Germans spend more on vacations than cars](#) (Click for details)

(Germany) Germans spend almost five percent of their purchasing power on holiday travel. At €1,020 per person, Germans' expenditures on holiday travel exceed even what they spend on automobile purchases. Sea cruises are especially popular in northern Germany, while sport, activity and wellness-related travel is a favorite in southern Germany. These insights are from GfK's first-ever study on regional purchasing power for holiday travel and are being presented at the 2017 ITB tourism trade fair in Berlin. (GfK)

March 03, 2017

4.16 Society » Entertainment

► NORTH AMERICA

475-13 [Majority in US Optimistic Trump Will Make Country Prosperous](#) (Click for details)

(USA) A majority of Americans are optimistic that President Donald Trump can do a good job of making the country prosperous, but they are divided on whether he can improve energy policies, and most think he will do a poor job of protecting the environment. On all three issues, Americans are less optimistic about Trump than they were about George W. Bush or Barack Obama in the early days of their presidencies. (Gallup USA)

MARCH 10, 2017

1.3 Domestic Politics » Governance

475-14 [Americans' Satisfaction With Direction of US Remains Low](#) (Click for details)

(USA) Less than a third (29%) of Americans are satisfied with the way things are going in the U.S. in March, essentially unchanged from February. Satisfaction has exceeded 30% once since March 2015, just prior to the November 2016 election. (Gallup USA)

MARCH 9, 2017

1.2 Domestic Politics » Performance Ratings

475-15 [Mentions of Economy as Top US Problem Lowest Since 2007](#) (Click for details)

(USA) Americans are now less likely than at any point since 2007 to name the economy in general (8%) as the most important problem facing the nation. The percentage of Americans naming the economy as the nation's top problem has gradually declined since 2009, and more recently has dropped slightly each month since October 2016. (Gallup USA)

MARCH 8, 2017

1.3 Domestic Politics » Governance



475-16 [US Energy Concerns Continue to Diminish; Near Record Lows](#) (Click for details)

(USA) Americans' belief that the U.S. energy situation is very serious has dropped to within one point of its all-time low. Currently, 23% say the nation's energy situation is "very serious," down from 28% last year. With the exception of one 22% reading in 2002, this is the lowest percentage since Gallup began asking the question in 1977. (Gallup USA)

MARCH 10, 2017

3.10 Economy » Energy/Nuclear Issues

475-17 [Congress Approval Levels Off at 24%, Still Higher Than 2016](#) (Click for details)

(USA) Congressional job approval declined slightly from 28% in February to 24% in March. The March rating is still higher than in any month from June 2011 through January 2017. (Gallup USA)

MARCH 8, 2017

1.2 Domestic Politics » Performance Ratings



475-18 [US Economic Confidence Index at Record High of +16](#) (Click for details)

(USA) Many Americans either gained or regained economic optimism last week, as Gallup's U.S. Economic Confidence Index soared seven points to hit +16. This marks the highest weekly average in Gallup's nine-year trend. The index has recovered the ground it lost over the week of Jan. 30-Feb. 5, when it fell from the previous record high of +14 to +8 and languished at that lower level for the next three weeks. (Gallup USA)

MARCH 7, 2017

3.2 Economy » Consumer Confidence/Protection

475-19 [Americans Still Support Major Role for US in Global Affairs](#) (Click for details)

(USA) At the outset of the Trump administration, Americans' desire for a strong U.S. role in solving international problems is about the same as when President Barack Obama first took office. Nearly one in four Americans (23%) currently think the U.S. should play the leading role in world affairs, while 49% believe the country should play a major role. Support for the U.S. playing the leading role was slightly lower at the beginning of the George W. Bush administration, but support for a major role was higher. (Gallup USA)

MARCH 6, 2017

2.6 Foreign Affairs & Security » US image

475-20 [Millions of Women Worldwide Would Like to Join the Workforce](#) (Click for details)

(USA) Although women make up half of the world's population, barely half of them today are participating in the workforce. A new report released Wednesday by Gallup and the International Labour Organization shows this is not what most of the world's women -- or men -- want. Seventy percent of women worldwide, and a similar 66% of men, say they would prefer women to work at paid jobs (combining those who prefer women only work at paid jobs and those who prefer they work at paid jobs and care for their homes and families). These figures are more than double the percentages of those who would prefer that women just stay home. (Gallup USA)

MARCH 8, 2017

3.3 Economy » Employment Issues

4.5 Society » Gender Issues



► AUSTRALASIA

475-21 [Increased satisfaction among big four banks' mortgage customers in January lifts overall satisfaction](#) (Click for details)

(Australia) The satisfaction level of the big four banks' personal customers in the six months to January 2017 was 80.1%, up fractionally on 79.9% in December, the latest Roy Morgan data reveals. This increase was due to an improvement in satisfaction among their mortgage customers of 1.4% points (to 77.4%), while satisfaction among non-mortgage customers remained unchanged (80.7%). However, advocacy levels among mortgage customers, as measured by 'Net Promoter Score' (NPS®), remained negative for each of the big four banks. (Roy Morgan)
March 2017



3.9 Economy » Financial systems & Institutions

475-22 [Drop in both Consumer Confidence and Business Confidence could be a concern](#) (Click for details)

(Australia) This week's drop in the ANZ-Roy Morgan Consumer Confidence Rating – down 5.2pts to 113.9 – has been driven by falls in confidence about personal financial situations and also whether now is a 'good/bad time to buy major household items' – the three categories related most strongly to household confidence. (Roy Morgan)

March 07, 2017

3.2 Economy » Consumer Confidence/Protection

► **MULTI-COUNTRY STUDIES**

475-23 [Three in four women around the world believe there are unequal rights in their country](#) (Click for details)

On the eve of International Women's Day, new data from Ipsos Global Advisor shows that although the vast majority in 24 countries around the world say they believe men and women should be treated equally (88% on average), most still think the current situation is one of inequality in terms of social, political and/or economic rights (72% on average). (Ipsos Global)



March 07, 2017

4.5 Society » Gender Issues

Topic of the week:

Germans spend more on vacations than cars

► 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.

[Germans spend more on vacations than cars](#)

March 03, 2017

GfK study on regional purchasing power for holiday travel



Germans spend almost five percent of their purchasing power on holiday travel. At €1,020 per person, Germans' expenditures on holiday travel exceed even what they spend on automobile purchases. Sea cruises are especially popular in northern Germany, while sport, activity and wellness-related travel is a favorite in southern Germany. These insights are from



GfK's first-ever study on regional purchasing power for holiday travel and are being presented at the 2017 ITB tourism trade fair in Berlin.

Germans have on average €1,020 per person available for holiday travel in 2017. This equates to almost five percent of Germans' total 2017 purchasing power of €22,239 per person. As such, Germans' average annual expenditures for holiday travel significantly surpass spending on automobile purchases (€835 per person in 2016).

Of the five types of holiday travel considered by the study, Mediterranean beach holidays represent the highest per-capita potential at €161 per person, followed by sea cruises (€60), city trips (€57), long-haul beach holidays (€40) and sport, wellness and activity-related travel (€34). The remaining purchasing power for holiday travel is spent on other types of vacations such as tours, camping trips, countryside vacations and holiday home vacations.

Per-capita purchasing power reflects the average available spending potential at consumers' places of residence and applies to all inhabitants of a given region. As such, the average per-capita value for the various types of holiday travel is modest compared to the total travel price, such as for a sea cruise. Even so, the per-capita values make it possible to directly compare the purchasing power potential for each travel type and region.

The GfK study reveals a very uneven distribution of potential for the various types of travel at the level of Germany's municipalities and postcodes. There are also many unexpected findings at the level of Germany's 402 districts. "The new study demonstrates clear differences in potential based on region type, which really caught our attention," explains Dörte Nordbeck, head of travel & logistics at GfK in Germany. "For most types of holiday travel, the potential in cities is completely different from that in more rural regions. The contrasts between southern and northern Germany as well as eastern and western Germany show that travel providers can tap significant potential if they take a more region-sensitive approach to their marketing."

Holiday travel potential highest in cities

The total potential for holiday travel is relatively evenly distributed from the standpoint of values per inhabitant. But cities are indisputable hot spots: Germany's top 30 districts in terms of per-capita purchasing power for holiday travel are exclusively urban districts.

Top three districts for per-capita purchasing power for holiday travel

urban/rural district	habitants	2017 purchasing power for holiday travel per inhabitant in €	purchasing power index* for holiday travel
Regensburg UI	142,292	1,285	126.0
Berlin UD	3,469,841	1,219	119.5
Munich UD	1,429,584	1,208	118.5

source: GfK Purchasing Power for Holiday Travel, Germany 2017

*index: 100 = national average

The study shows that while regional potential for holiday travel is connected to demographic factors and general purchasing power levels, the relationship between these elements is not linear. For example, despite having below-average general purchasing power, inhabitants of Berlin have a travel-related purchasing power approximately 20 percent above the national average. This puts them in second place behind inhabitants of Regensburg and ahead of Munich inhabitants, who have substantially higher incomes. Both Regensburg and Berlin have young populations with many single-person households.

The rural district of Cloppenburg has significantly below-average travel-related purchasing power along with one of Germany's highest shares of families with children. This demonstrates a clear association between larger household size and lower purchasing power for holiday travel.

Rhineland beach fanatics and Nordic sea cruise lovers

Düsseldorf is Germany's mecca for Mediterranean beach lovers according to the GfK study. Inhabitants of this city spend 28 percent more than the national average on this type of travel.

Top three districts for per-capita purchasing power for Mediterranean beach holidays

urban/rural district	inhabitants	purchasing power for Mediterranean beach holidays per inhabitant in €	purchasing power index* for Mediterranean beach holidays	purchasing power index* for total holiday-related travel
Düsseldorf U	604,527	206	128.2	115.5
Dortmund UD	580,511	205	127.2	106.8
Essen UD	573,784	203	126.2	107.6

source: GfK Purchasing Power for Holiday Travel, Germany 2017
 *index: 100 = national average

The study confirms what many German travel agencies already suspected: Inhabitants of Rhineland are Germany's true beach fanatics. Among the nation's top 30 districts for per-capita purchasing power for Mediterranean beach holidays are 21 districts from the federal state of North Rhine-Westphalia. Also among the top 30 list are the cities of Braunschweig, Bremerhaven, Kiel, Hamburg, Berlin and Leipzig. Mid-level income groups and families with children prefer this type of holiday travel because it offers a favorable mix of familiarity, variety and affordability. Regions with high shares of these consumer groups consequently feature high potential for Mediterranean beach holidays.

In addition to family type and income situation, age breakdown also plays an important role in terms of the regional potential for specific types of holiday travel. The potential for sea cruises is significantly above the average in northern and eastern Germany, which on the whole are also lower income areas. These regions have a higher share of older inhabitants, which is a group particularly drawn to this type of holiday travel. Higher income groups in these areas boost the potential for sea cruises substantially above the national average.

Top five districts for per-capita purchasing power for sea cruises

urban/rural district	inhabitants	2017 purchasing power for sea cruises per inhabitant in €	purchasing power index* for sea cruises	purchasing power index* for sea travel
Cottbus UD	99,491	99	166.1	110.0
Oldenburg UD	160,907	96	161.4	112.9
Potsdam UD	164,042	93	155.3	108.6
Braunschweig UD	248,502	93	155.1	114.9
Rostock UD	204,167	91	151.8	107.8

source: GfK Purchasing Power for Holiday Travel, Germany 2017
 *index: 100 = national average

"In recent years, sea cruises have also been growing in popularity among younger consumer groups," explains Nordbeck. "But this alone doesn't offer a guaranty of future growth, at least not at present and anywhere."

Purchasing power for sea cruises among Berlin inhabitants is 46 percent above the national average, while much wealthier Munich is at just five percent for this travel type. In equally affluent Baden-Baden, purchasing power for sea cruises is even ten percent below the national average.

Proximity an important factor in choice of travel type

GfK's study also underscores the importance of proximity and accessibility when it comes to the favored travel types among the population: Germany's northeastern regions have high purchasing power for sea cruises not just for the already stated reasons, but also because key ports of departure are located nearby, such as Hamburg, Kiel and Rostock. By the same token, the popularity of sport, wellness and activity-related travel in southern Germany is a product of the close proximity of the Alps, which offer a large variety of winter sports and hiking opportunities.

About the study

The study "GfK Purchasing Power for Holiday Travel, Germany 2017" is based on a representative sample ("GfK Mobility Monitor") of around 19,000 households in Germany and the associated (anonymized) travel-related expenditures. The sample takes into account private, pre-booked travel that includes at least one overnight stay. On the basis of this consumer information, GfK's Geomarketing solution area calculates the regional purchasing power for various types of holiday travel using geostatistical modeling. In addition to general purchasing power for holiday travel, the new study quantifies the potential for Mediterranean beach holidays, long-haul beach holidays, sea cruises, city trips as well as sport, wellness and activity-related travel.

GfK's data provides comprehensive coverage of Germany's administrative and postal levels, from the country's federal states and municipalities to five-digit postcodes and street segments.

Purchasing power is provided in the form of forecasted nominal values, meaning that they have not been adjusted for inflation. The values are based on consumers' places of residence and comprise averages for all inhabitants or households of a given region.

Applications

The data offers an objective basis for the estimation of potential among travel companies and agencies. Both large and small travel agencies can use these insights to determine where they should distribute travel brochures and carry out other marketing activities as well as the particular types of holiday travel preferred by inhabitants of a given area. The data also makes it possible to assess which local travel agencies are the most attractive partners. The purchasing power data allows travel companies to directly compare the performance of their client-facing locations based on the available market potential. GfK's data also plays an important role in outside sales force optimization by providing an objective basis for creating well-balanced, high-potential sales rep. regions.

The purchasing power data forms a component of GfK's consultancy services for the tourism industry, which include branch network optimization, target group communications and retailer evaluation.

Source: <http://www.gfk.com/insights/press-release/germans-spend-more-on-vacations-than-cars/>

Gilani's Gallopedia (2007-2017)

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*): \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

