

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 **18**
NATIONAL & MULTI COUNTRY SURVEYS.
07 POLLING ORGANIZATIONS HAVE BEEN
REPRESENTED.

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Asia zone

this week- **01** national
poll **01** multi-country
study



Pg **2**

Euro Americas zone

this week- **14** national
polls **02** multi-country
study



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TOPIC OF THE WEEK:

**YouGov Affluent
Perspective: 77% of
consumers want a
personal connection to
stay brand loyal**



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

497-1 [YouGov Affluent Perspective: 77% of consumers want a personal connection to stay brand loyal \(click for details\)](#)

Every year, YouGov conducts the Global Affluent Perspective, a study which delves into the attitudes, lifestyles, values, and shopping behaviors of the world's most successful households. Respondents are interviewed across 14 countries about their opinions of and relationships with over 299 brands across 11 sectors. The latest findings from the Global Affluent Perspective study have revealed that 77% of consumers in the UAE, Saudi Arabia and Kuwait claim feeling like they have a personal relationship with a brand is a factor in their loyalty. (YouGov)

AUGUST 7, 2017

3.2 Economy » Consumer Confidence/Protection

► SOUTHEAST ASIA

497-2 [Philippines: Adult joblessness at 22.2%; 6.1% lost their jobs involuntarily \(click for details\)](#)

(Philippines) 12.1% resigned; Net optimism with job availability at Very High +31 The Second Quarter 2017 Social Weather Survey, done on June 23-26, 2017, found adult joblessness at 22.2% (est. 10.5 million adults). (SWS)

AUGUST 07, 2017

3.3 Economy » Employment Issues



Euro Americas Zone

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

► EAST EUROPE

497-3 [Russia: Jehovah's Witnesses: A Forever Ban? \(click for details\)](#)

(Russia) Russians generally treat Jehovah's Witnesses in a negative or neutral way; a decision to ban Jehovah's Witnesses is supported by Russians, according to the recent VCIOM-Sputnik survey data. (VCIOM)

JULY 25, 2017

1.3 Domestic Politics » Governance

497-4 [Russia: Climate Change: Is It Warm Or Cold...? \(click for details\)](#)

(Russia) An overwhelming majority of Russians think that the global climate is changing. At the same time, the VCIOM-Sputnik survey data suggest that more than half of respondents believe that this is caused by human activities. (VCIOM)

JULY 24, 2017



4.14 Society » Environment/ Disasters

497-5 [Russia-Donbass-Ukraine: In Opposite Courses \(click for details\)](#)

(Russia) Russians are still indifferent towards the situation in Donbass and support local residents, according to the Sputnik survey data.

JULY 21, 2017

2.5 Foreign Affairs & Security » Regional Conflicts/ Issues

497-6 [How evenly should income and wealth be spread in the UK? \(click for details\)](#)

(UK) YouGov-Cambridge research suggests a clear sense that Britain is unequal – but how would people change it? The Institute for Fiscal Studies recently announced that income inequality – the gap between how much the richest and poorest households earn – has fallen in the UK since the Great Recession. The body said that increasing levels of employment and falls in the income of Britain's top and middle earners were behind the change (YouGov).

AUGUST 10, 2017

3.4 Economy » Inflation

3.5 Economy » Poverty



497-7 [A quarter of Scots would stop buying Scottish if prices rose by 15% \(click for details\)](#)

(Scotland) Although they want to buy Scottish food and drink, one in four Scots would buy a non-Scottish alternative if it were 15% cheaper, new research from YouGov shows. (YouGov)

AUGUST 10, 2017

3.2 Economy » Consumer Confidence/Protection

497-8 [What Britain's ideal pub looks like \(click for details\)](#)

(Britain) Serving meals and having a beer garden top Britons' list of key pub features. (YouGov)

AUGUST 08, 2017

4.7 Society » Morality, Values & Customs / Lifestyle



► NORTH AMERICA

497-9 [U.S. Economic Confidence Index Improves to +7 \(click for details\)](#)

(USA) WASHINGTON, D.C. -- Americans' confidence in the economy jumped five points last week, with Gallup's U.S. Economic Confidence Index averaging +7 for the week ending Aug. 6. The latest weekly index score is the highest since mid-April. This bump in economic confidence, recorded mostly before Friday's positive jobs report, comes as the Dow Jones industrial average surpassed the 22,000 milestone. (Gallup USA)

AUGUST 8, 2017

3.1 Economy » Perceptions on Performance/ Well-Being

497-10 [In U.S., Young Adults Report Spending Less Than in the Past \(click for details\)](#)

(USA) WASHINGTON, D.C. -- Young adults seem more hesitant to spend than did people of the same age group nine years ago. Among 18- to 29-year-olds, daily spending self-reports averaged \$74 in 2016, down sharply from an average of \$93 in 2008. Spending reports of other age groups were similar in 2008 and 2016. (Gallup)



USA)

AUGUST 8, 2017

3.1 Economy » Perceptions on Performance/ Well-Being

497-11 [Republicans' Approval of Congress Drops to New 2017 Low](#) (click for details)

(USA) WASHINGTON, D.C. -- Despite their party controlling both chambers of Congress, only one in six Republicans (16%) approve of the job Congress is doing, the lowest yet in 2017. GOP approval has sharply declined this legislative session as congressional Republicans have struggled to repeal and replace the Affordable Care Act. (Gallup USA)

AUGUST 9, 2017

1.4 Domestic Politics » Political Parties

1.5 Domestic Politics » National Image/ Trust

497-12 [1 in 4 Americans Say Trump Acted Illegally With Russia](#) (click for details)

(USA) WASHINGTON, D.C. -- Twenty-five percent of U.S. adults believe Donald Trump acted illegally in his campaign's alleged involvement with Russian officials during the 2016 presidential election, while 37% say he acted unethically but not illegally and 35% say he did nothing wrong. From a historical perspective, Americans' belief that Trump is culpable is on the high end of reactions to several past presidential controversies. However, it is on par with two matters involving former President Bill Clinton. (Gallup USA)

AUGUST 9, 2017

1.5 Domestic Politics » National Image/ Trust

497-13 [Government, Healthcare Most Important Problems in U.S.](#) (click for details)

(USA) WASHINGTON, D.C. -- Americans cited the U.S. government itself as the most important problem facing the U.S. this month (20%). This is down five percentage points from June, but still elevated amid the tension between the Trump White House and Congress. (Gallup USA)

AUGUST 10, 2017

4.11 Society » Health

497-14 [Mitch McConnell's Favorables Down Among Republicans](#) (click for details)

(USA) WASHINGTON, D.C. -- As Senate Majority Leader Mitch McConnell's unsuccessful attempts to repeal and replace the Affordable Care Act have provoked the ire of many in the GOP, Republicans' views of McConnell have become less positive. Currently, Republicans and independents who lean Republican are only slightly more likely to have a favorable (40%) than unfavorable view (33%) of McConnell. His favorable rating is down nine percentage points from April's 49%.

(Gallup USA)

AUGUST 11, 2017

1.4 Domestic Politics » Political Parties

497-15 [Democrats Growing More Economically Liberal](#) (click for details)

(USA) WASHINGTON, D.C. -- Americans' economic ideology has tilted conservative over the past two decades, with only modest variation in conservatives' lead over liberals. However, changes have been

happening beneath the surface, with slightly more Republicans identifying as economically conservative than did so during the George W. Bush years and Democrats tugging the national needle a bit left as they have grown more economically liberal. (Gallup USA)

AUGUST 11, 2017

1.4 Domestic Politics » Political Parties

► AUSTRALASIA

497-16 [It's Official: NZ Herald is New Zealand's most widely read publication – print & online](#)

[Roy Morgan Readership results for New Zealand's print Newspapers and Magazines in 2017](#) (click for details)

(Australia) The New Zealand Herald is once again New Zealand's most widely read publication in the lead-up to this year's New Zealand Election – far ahead of rival newspapers and also any local magazine title according to today's Roy Morgan New Zealand Readership results for Newspapers and Magazines in the 12 months to June 2017. (Roy Morgan)

AUGUST 11, 2017

4.6 Society » Media/ New Media



497-17 [Millennials driving growth in private health insurance with over one million increase since 2008](#)

(click for details)

(Australia) New research from Roy Morgan shows that since 2008, there has been an increase of 1.1 million millennials with private health insurance, which accounts for nearly half (49.6%) of the overall market growth. (Roy Morgan)

AUGUST 09, 2017

4.11 Society » Health

► CYBER WORLD

497-18 [The Fate of Online Trust in the Next Decade](#) (click for details)

Many experts say lack of trust will not be a barrier to increased public reliance on the internet. Those who are hopeful that trust will grow expect technical and regulatory change will combat users' concerns about security and privacy. Those who have doubts about progress say people are inured to risk, addicted to convenience and will not be offered alternatives to online interaction. Some expect the very nature of trust will change. (Pew Research Center)

AUGUST 10, 2017

4.6 Society » Media/ New Media

4.12 Society » Crime



Topic of the week:

YouGov Affluent Perspective: 77% of consumers want a personal connection to stay brand loyal

► 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.

YouGov Affluent Perspective: 77% of consumers want a personal connection to stay brand loyal

Every year, YouGov conducts the Global Affluent Perspective, a study which delves into the attitudes, lifestyles, values, and shopping behaviors of the world's most successful households. Respondents are interviewed across 14 countries about their opinions of and relationships with over 299 brands across 11 sectors.



The latest findings from the Global Affluent Perspective study have revealed that 77% of consumers in the UAE, Saudi Arabia and Kuwait claim feeling like they have a personal relationship with a brand is a factor in their loyalty. (YouGov) AUGUST 7, 2017

The research reveals currently brand loyalty is waning in the Middle East countries. 65% of consumers in the UAE, Saudi Arabia and Kuwait claim they find themselves less loyal to brands than in the past. 79% claim they don't stay loyal to a brand as there is always something better coming out.

Interestingly, 81% of the wealthiest consumers from all three countries agreed that many non-luxury brands now offer a level of quality comparable to luxury brands. To that end, 71% believe quality has become a standard, and they tend to look at 'other' criteria when considering brands.

When it comes to distinguishing luxury, a brand with artistry (46%) and rich history (44%) stand as the most appealing factors according to the UAE, Saudi Arabia and Kuwait's most affluent. Exclusiveness is also high on their agenda with 36% favouring limited availability.

The study found that affluent consumers in the Middle East countries are more enthusiastic about buying luxury products than their global counterparts. Three quarters of the affluent from the Middle East said they desire to buy more luxury products in the future, compared to 42% across the 12 other countries surveyed.

The results also reveal that for the majority of affluent consumers in the Middle East countries, luxury is an expression of success and that is why they buy. 82% agree luxury brands reflect a certain level of achievement, while 75% agree luxury brands communicate things about people that other brands don't.

Commenting on the findings, YouGov's Head of Custom Research in MENA, Nehal Jibouri said, "It's evident from the findings how unique affluent consumers are in the Middle East compared to the rest of the world. Their relationship with luxury goes beyond their ability to just afford it, they clearly view it as a projection of their own success, privilege and exclusivity. With a fierce competitive landscape and the rise of high quality

standards being increasingly offered by non-luxury brands, the pressure for luxury brands to differentiate themselves is ever more prevalent. In effect, the study emphasizes the need for brands to distinguish themselves with clear-cut innovation, rarity, artistry and history to sustain consumer loyalty. With clear intentions from the Middle East's affluent spenders to buy substantially more luxury products than their global counterparts in the next year, the onus for brands to build close, personal and trusted relationships with their consumers is crucial".

Data captured by the YouGov Global Affluent Perspective among 606 affluent consumers in the UAE, Saudi Arabia and Kuwait between 21 March to 14 April 2017. Data is broadly representative of the top 10% of each country's most affluent consumers.

Source: <https://mena.yougov.com/en/news/2017/08/07/yougov-affluent-perspective-77-consumers-want-pers/>

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

