

Gallopedia

From **Gilani Research Foundation**

October 2017, Issue # **505***

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 **21**
NATIONAL & MULTI COUNTRY SURVEYS.
6 POLLING ORGANIZATIONS HAVE BEEN
REPRESENTED.

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[Asia zone](#)

this week- **02** national
polls **01** multi-country



Pg **2**

[Euro Americas zone](#)

this week- **15** national
polls **03** multi-country



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TOPIC OF THE WEEK:

[8 in 10 GCC media professionals believe data adds weight to a PR story](#)



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

505-1 [Major car brands may be in line for a boost from Saudi women](#) (click for details)

(KSA) Toyota is the strongest car brand among women in Saudi Arabia, however when comparing the perception of car brands by gender, Chevrolet stands apart as more positively perceived by women compared to men in the Kingdom. (YouGov)

OCTOBER 03, 2017

3.13 Economy » Services



505-2 [8 in 10 GCC media professionals believe data adds weight to a PR story](#) (click for details)

YouGov's latest research among media professionals across the GCC has found widespread consensus about the value and components of a compelling PR story and the positive impression of PR agencies in the region.

(YouGov)

OCTOBER 02, 2017

4.6 Society » Media/ New Media

505-3 [Palestinians worried about liberties](#) (click for details)

(Palestine) An overwhelming majority of Palestinians is worried about the future of liberties in Palestine, two-thirds demand the resignation of President Abbas, and half of the public views the Palestinian Authority as a burden on the Palestinian people; but the confrontations at the gates of al Haram al Sharif (Noble Sanctuary) increase confidence in popular non-violent resistance at a time when about three quarters believe that the Trump Administration is not serious about Palestinian-Israeli peace (PSR)

OCTOBER 02, 2017

1.3 Domestic Politics » Governance

4.7 Society » Morality, Values & Customs / Lifestyle



Euro Americas Zone

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

► WEST EUROPE

505-4 [Boris is the biggest Brexiteer according to Conservative party member](#) (click for details)

(UK) Following the Conservatives' performance at the recent general election Theresa May now lives under the shadow of a leadership challenge. With two thirds (66%) of Conservative party members voting to leave the European Union, any future leader's attitude towards Brexit is important. (YouGov)

OCTOBER 05, 2017

1.3 Domestic Politics » Governance

505-5 [One in nine young Brits don't know how to change a light bulb](#) (click for details)

(UK) Data suggests some household skills - such as bleeding a radiator - are dying out among younger generations (YouGov)

October 02, 2017

4.7 Society » Morality, Values & Customs / Lifestyle

4.16 Society » Entertainment



505-6 [Hot or not? How physically attractive Brits think they and their partners are](#) (click for details)

(UK) Brits tend to see themselves as average looking, and most of those with a partner believe they're punching above their weight (YouGov)

OCTOBER 06, 2017

4.7 Society » Morality, Values & Customs / Lifestyle

4.16 Society » Entertainment

► NORTH AMERICA

505-7 [The Partisan Divide on Political Values Grows Even Wider](#) (click for details)

(USA) The divisions between Republicans and Democrats on fundamental political values – on government, race, immigration, national security, environmental protection and other areas – reached record levels during Barack Obama's presidency. In Donald Trump's first year as president, these gaps have grown even larger. (Pew Research Center)

OCTOBER 5, 2017

1.4 Domestic Politics » Political Parties



505-8 [Covering President Trump in a Polarized Media Environment](#) (click for details)

(USA) During the early days of the administration, similar storylines covered across outlets, but types of sources heard from and the assessments of Trump's actions differed (Pew Research Center)

OCTOBER 2, 2017

1.3 Domestic Politics » Governance

505-9 [Automation in Everyday Life](#) (click for details)

(USA) Americans express more worry than enthusiasm about coming developments in automation – from driverless vehicles to a world in which machines perform many jobs currently done by humans (Pew Research Center)

OCTOBER 4, 2017

4.7 Society » Morality, Values & Customs / Lifestyle



505-10 [Approval of Parties in Congress Near Record Lows](#) (click for details)

(USA) WASHINGTON, D.C. -- Americans think both parties in Congress are performing poorly. Just 20% approve of the job Republicans in Congress are doing, the lowest to date in Gallup's 18-year trend. Congressional Democrats' 31% approval rating is better than the GOP's, but also near the low point for the party. (Gallup USA)

OCTOBER 5, 2017

1.4 Domestic Politics » Political Parties

505-11 [Majority in U.S. Say Federal Government Has Too Much Power](#) (click for details)

(USA) WASHINGTON, D.C. -- In the first year of Donald Trump's presidency, a majority (55%) of Americans believe the federal government has too much power, down slightly from the last several years of the Obama presidency, when it hovered near 60%. Roughly a third of Americans think the government has the right amount of power, while just 7% think it has too little. (Gallup USA)

OCTOBER 5, 2017

[1.3 Domestic Politics](#) » [Governance](#)

**505-12 [Slim Majority Against Government Pushing Traditional Values](#) (click for details)**

(USA) WASHINGTON, D.C. -- Given a choice, more Americans prefer that the government not advance any values (51%) than say it should "promote traditional values" (45%). This marks the third consecutive year that the public has favored government neutrality on advancing values. Before 2008, Americans consistently favored government promotion of traditional values. (Gallup USA)

OCTOBER 6, 2017

[1.3 Domestic Politics](#) » [Governance](#)

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

505-13 [Second Thoughts on College Major Linked to Source of Advice](#) (click for details)

(USA) WASHINGTON, D.C. -- About three in 10 college attendees (31%) who informally received advice about their major from employers, coworkers or experts in the field say they would choose another area of study if they could start over. By comparison, college attendees whose advice came from formal sources -- such as college and high school counselors and advice publications or websites -- are modestly more likely, at 40%, to say they would choose a different field of study.

(Gallup USA)

OCTOBER 4, 2017

[4.10 Society](#) » [Education](#)

**505-14 [Confidence in U.S. Economy Dips to +4 in September](#) (click for details)**

(USA) WASHINGTON, D.C. -- Americans' confidence in the economy declined slightly in September, with Gallup's U.S. Economic Confidence Index slipping to +4 from August's reading of +6. (Gallup USA)

OCTOBER 3, 2017

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

505-15 [Support for Active Government Up in U.S.](#) (click for details)

(USA) WASHINGTON, D.C. -- Half of Americans believe the government is doing too much that should be left to individuals and businesses in the U.S. Meanwhile, 45% -- up from 41% in 2016 and an average of 39% during the eight years of Barack Obama's presidency -- want government to take a greater role in solving the country's problems. (Gallup USA)

OCTOBER 2, 2017

[1.3 Domestic Politics](#) » [Governance](#)



► AUSTRALASIA

505-16 [ANZ-Roy Morgan Australian Consumer Confidence picks up modestly, up 0.4% to 113.8](#) (click for details)

(Australia) ANZ-Roy Morgan Australian Consumer Confidence recovered some of the previous week's losses, rising 0.4% to 113.8 this week. Sentiment towards economic conditions fell slightly, but views on financial conditions improved. (Roy Morgan)

OCTOBER 10, 2017

3.1 Economy » Perceptions on Performance/ Well-Being

505-17 [Business Confidence down again in September to 113.2](#) (click for details)

(Australia) In Australia Business Confidence fell 1.2pts (-1.0%) to 113.2 in September, as discussion continued about the mounting cost of energy heading towards the peak Summer season. (Roy Morgan)

OCTOBER 06, 2017

3.1 Economy » Perceptions on Performance/ Well-Being

505-18 [Mazda drivers most satisfied](#) (click for details)

New research from Roy Morgan shows that Mazda driver satisfaction in the twelve months to July 2017 was 95.3%, making it narrowly the top performer among the 24 major car brands in Australia. Not only was Mazda the satisfaction leader this year but it improved it's rating by 0.2% points from last year, when it was ranked fourth behind Lexus, Skoda and Isuzu UTE. (Roy Morgan)

OCTOBER 05, 2017

3.2 Economy » Consumer Confidence/Protection

4.7 Society » Morality, Values & Customs / Lifestyle



► MULTI-COUNTRY STUDY

505-19 [What worries the world? September 2017](#) (click for details)

Unemployment remains the top issue around the world — but in Britain, healthcare and terrorism lead as biggest worries. Seven in ten Britons think the county is on the wrong track – the worst it has been since 2013.

(Ipsos Global)

OCTOBER 04, 2017

4.7 Society » Morality, Values & Customs / Lifestyle

505-20 [Many in Asia See Better Living Standards for Next Generation](#) (click for details)

WASHINGTON, D.C. -- Majorities in most Asian economies surveyed in 2016, including some of the region's least-developed countries, expect that children today will have better living standards when they grow up than their parents did. This includes more than 90% of residents in poor countries such as Bangladesh and Myanmar. (Gallup USA)

OCTOBER 5, 2017

4.7 Society » Morality, Values & Customs / Lifestyle



505-21 [Taking a stand: how do companies get it right?](#) ([click for details](#))

New research from the Ipsos Global Reputation Centre asked business leaders, consumers, Members of Parliament, and journalists for their views on corporate activism – examining the potential risks and benefits of taking a corporate stance, how organisations can determine which issues they speak on, and how to communicate their views when they do. ([Ipsos Global](#))

OCTOBER 02, 2017

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

Topic of the week:

8 in 10 GCC media professionals believe data adds weight to a PR story

► This issue provides 2 interesting poll findings and buzz monitoring on this subject

[8 in 10 GCC media professionals believe data adds weight to a PR story](#)

YouGov's latest research among media professionals across the GCC has found widespread consensus about the value and components of a compelling PR story and the positive impression of PR agencies in the region. (YouGov)
October 02, 2017



The findings indicate there is clear value in adding research to a press release with eight in ten (79%) media professionals across the region believing that data adds weight to a story. Journalists also see market research as impactful, with nearly three-quarters (73%) agreeing that market research sways public opinion.

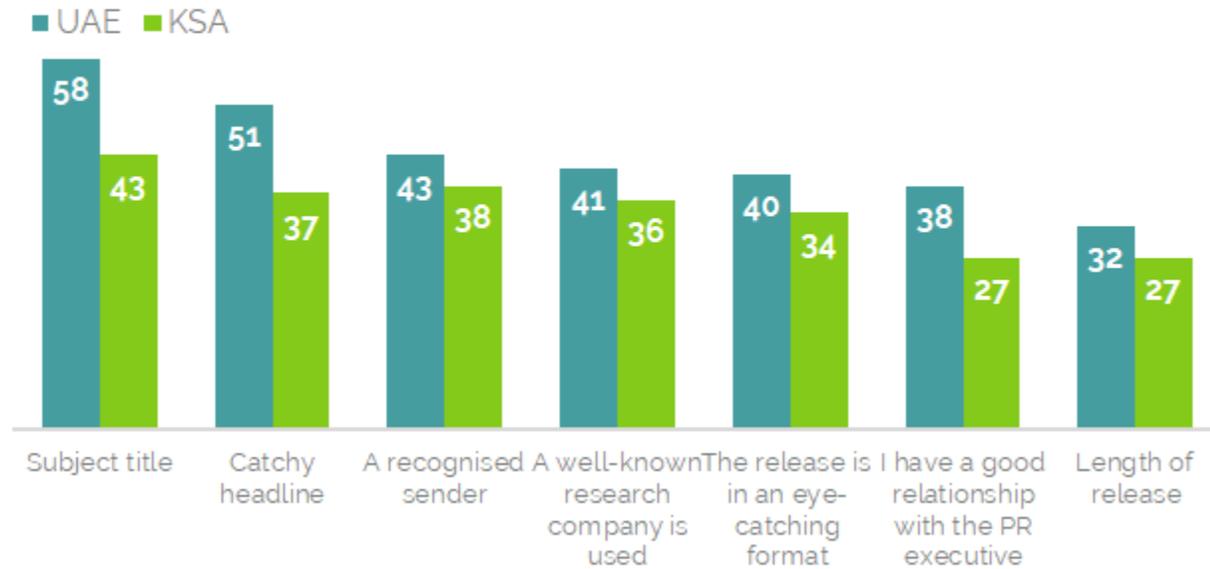
As many as three-quarters of those surveyed (76%) say a story with research is more likely to be picked up if it has interesting demographic statistics. Respondents also highlight there are important factors they consider when deciding whether or not to run a story, such as sample size, which is cited as important by 91% of respondents.

Subject title is the most important factor in grabbing journalists' attention

Of media professionals who have PR responsibility, subject title is the factor taken into account by the highest proportion of journalists (51%), making it the most important factor in grabbing their attention. When asked which emailed press releases they choose to read, other important factors include a catchy headline (selected by 50% of respondents) and a familiar sender (chosen by 41%).

How to attract journalists' attention

How do you choose which emailed press releases to open/ read? Please select all that apply (%)



YouGov | yougov.com

September 11-17, 2017

However, priorities differ across the region. For example, media professionals in the UAE are 15% more likely to take into account the press release’s subject title and 11% are more likely to value the relationship they have with a PR executive than those in the Kingdom of Saudi Arabia.

Across the region, factors that media professionals say are less important when deciding which press releases take priority include the length of the press release, which just three in ten (29%) say is important, and whether the press release is in an eye-catching format (27%).

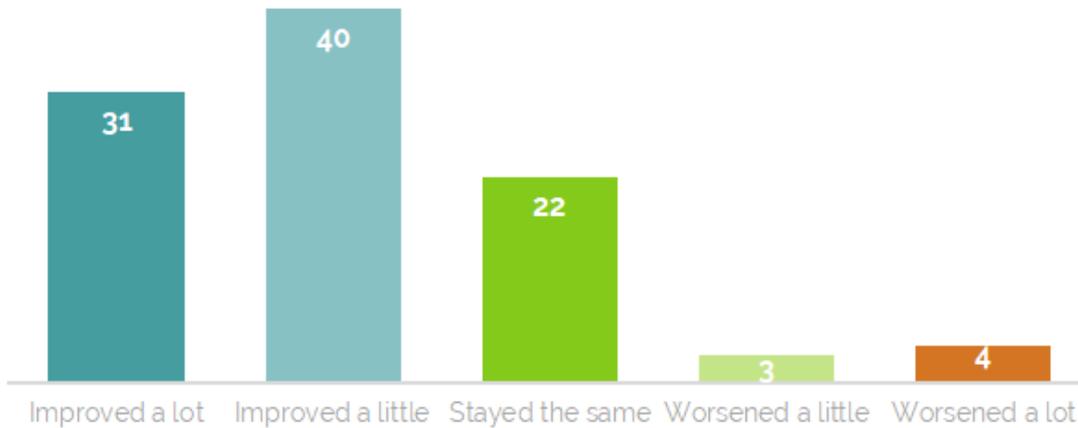
Seven in ten say their impression of PR and communications agencies has improved over the past 18 months

The majority of media professionals hold a positive opinion of PR and communications agencies in the region and welcome their contribution to content creation. Overall, 78% of respondents say they are confident PR and communications agencies are truthful and 69% would describe their relationship with them as either “good” or “very good”. Furthermore, a third of respondents say that PR and communications agencies are knowledgeable (35%) and/or have a role to play (33%).

As many as seven in ten of those surveyed (71%) say that their impression of PR and communications agencies has improved over the past 18 months. The top reasons include: because they are seen to have a better understanding of the business they are promoting (cited by 37%); their communication has improved (cited by 36%); and that they are more creative (cited by 35%).

Good impressions

Compared to this time 18 months ago (i.e. July 2015)... Would you say your impression of PR and communications agencies has improved, worsened or stayed the same? (%)



YouGov | yougov.com

September 11-17, 2017

Data collected online between 11 and 17 September 2017 using [YouGov's online Omnibus service](#) among 505 media professionals in the GCC.

Source: <https://mena.yougov.com/en/news/2017/10/02/8-10-gcc-media-professionals-believe-data-adds-wei/505-43-3/POLL>

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

Number of Surveys (*a selection on key political and social issues*): \approx 6,805 polls during the period 2007-2014

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*

Number of **countries** covered by one or more surveys: \approx 178 during the period 2007-2014

Number **polling organizations** whose polls have been cited: \approx 358 during the period 2007-2014

