





## Asia zone

► MIDDLE EAST & NORTH AFRICA; WEST ASIA; SOUTH ASIA;  
NORTH ASIA; EAST ASIA

### ► SOUTH EAST ASIA

186-1 **PM's approval rating declines to 59%** (Click for Details)

(**Malaysia**) The prime minister's approval rating has taken a dip as found in the opinion poll released by Merdeka Center for Opinion Research today. 59% of the Malaysians polled said that they were satisfied with Prime Minister Najib Tun Razak's performance in this survey which is 6% lower compared to 65% recorded in May 2011. (**Merdeka Center**)

August 29, 2011

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



## Euro Americas zone

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



### EUROPE

### ► WEST EUROPE

186-2 **Consumer Climate Only Recording Moderate Decline** (Click for Details)

(**Germany**) A varied picture emerges in the development of consumer sentiment in Germany this August. While willingness to buy once again improved from an already high level, the declines in economic expectations and income expectations have been significant and moderate respectively. The overall indicator is forecasting a value of 5.2 points for September, following a revised value of 5.3 points in August. (**GfK**)

August 08, 2011

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

186-3 **Most believe that British society is 'broken'** (Click for Details)

(**UK**) A recent survey shows that most people in Britain believe that British society is 'broken' – but despite the riots this has fallen slightly since 2008. Even more people agree with David Cameron's assertion that "pockets of Britain are not only broken, but frankly sick". (**Ipsos Mori**)

August 25, 2011

[4.4 Society](#) » [Civil Society](#)

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



186-4 **Two Thirds Of Women Prefer A Man Without A Beard; But Only A Third Of Men Have Facial Hair** (Click for Details)

(UK) Latest YouGov research reveals that two thirds of British women prefer the appearance of a man without a beard, compared to less than one in ten who favour the more hirsute type. (Yougov)

August 24, 2011

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

### 186-5 **Privacy A Sticking Point For Those Choosing Private Over Public Healthcare** [\(Click for Details\)](#)

(UK) A recent YouGov report on private and public healthcare reveals that privacy during hospitalisation is one of the most important advantages of private healthcare - 39% of UK respondents associated 'adequate privacy' with private healthcare, second only to 'good facilities' (41%). Conversely, over half of UK respondents identified 'lack of privacy' as a drawback of public healthcare (52%). (Yougov)

August 23, 2011

[4.11 Society » Health](#)



### 186-6 **Most Britons Support Reinstating the Death Penalty for Murder** [\(Click for Details\)](#)

(UK) A majority of people in Great Britain would welcome the reinstatement of the death penalty, and more than half regard it as a more suitable punishment for murderers than life imprisonment, a new Angus Reid Public Opinion poll has found. (Angus Reid)

August 23, 2011

[4.9 Society » Justice](#)

## AMERICAS

### ► NORTH AMERICA

#### 186-7 **Obama Leadership Image Takes a Hit, GOP Ratings Decline** [\(Click for Details\)](#)

(USA) The public is profoundly discontented with conditions in the country, its government, political leadership and several of its major institutions. Fully 79% are dissatisfied with the way things are going in the country. Even more (86%) say they are frustrated or angry with the federal government. Favorable ratings for both political parties are in negative territory and have declined since the beginning of the year. (Pew Research Center)

August 25, 2011

[1.2 Domestic Politics » Performance Ratings](#)

[1.3 Domestic Politics » Governance](#)



#### 186-8 **24% Growth in Hispanic College Enrollment from 2009 to 2010** [\(Click for Details\)](#)

Driven by a single-year surge of 24% in Hispanic enrollment, the number of 18- to 24-year-olds attending college in the United States hit an all-time high of 12.2 million in October 2010, according to a Pew Hispanic Center analysis of newly available Census Bureau data. (Pew Research Center)

August 25, 2011

[4.10 Society » Education](#)

#### 186-9 **Americans Irritated as Rating for Obama and Congress Plummet** [\(Click for Details\)](#)

The approval rating for U.S. President Barack Obama has fallen to the lowest level of his tenure, a new Angus Reid Public Opinion poll has found. Only two-in-five respondents are satisfied with the President, and one-in-eight endorse the way Congress is handling its duties. ([Angus Reid](#))

August 22, 2011

[1.2 Domestic Politics » Performance Ratings](#)

[1.3 Domestic Politics » Governance](#)

#### 186-10 **Tea Party Supporters Backing Perry for GOP Nomination** ([Click for Details](#))

Rick Perry's candidacy has attracted strong initial support from Republicans who identify themselves as supporters of the Tea Party movement. Perry leads by 21 percentage points over the closest contenders among this group, Mitt Romney and Michele Bachmann. Among Republicans who say they do not support the Tea Party movement, Romney and Perry are essentially tied. ([Gallup USA](#))

August 26, 2011

[1.1 Domestic Politics » Elections](#)

[1.4 Domestic Politics » Political Parties](#)



#### 186-11 **Americans Show Rising Support for Abortion Rights: Poll** ([Click for Details](#))

Despite recent moves by some states to restrict access to abortion, more Americans now support a woman's right to choose than they did two years ago, a new Harris Interactive/Health Day poll finds. ([Harris Interactive](#))

July 25, 2011

[4.2 Society » Family](#)

[4.11 Society » Health](#)

#### 186-12 **Most Parents Loosen Rules for Children's Media Consumption During the Summer** ([Click for Details](#))

Ah, summer; a time when kids spend their days playing sports and games outside and visiting local pools and beaches. But, with all the various forms of media now available, are these quintessential summer images still accurate? Many parents of those 17 or younger and living at home say their children consume various types of media more, including watching television and playing video games, during the summer months. ([Harris Interactive](#))

August 24, 2011

[4.2 Society » Family](#)

[4.6 Society » Media/ New Media](#)



#### 186-13 **President and Congress at Lowest Approval Ratings Ever** ([Click for Details](#))

This month, just one-third of Americans (32%) give the president positive ratings on the overall job he is doing while two-thirds (68%) give him negative ratings. Last month, almost two in five (38%) gave the president positive marks while 62% gave him negative ones. ([Harris Interactive](#))

August 18, 2011

[1.2 Domestic Politics » Performance Ratings](#)

[1.3 Domestic Politics » Governance](#)

#### 186-14 **Americans Divided on Whether King's Dream Has Been Realized** ([Click for Details](#))

Americans are about equally divided on whether Dr. Martin Luther King Jr.'s dream of U.S. racial equality has been realized, with 51% saying it has and 49% saying it has not. Blacks (54%) are slightly more optimistic than whites (49%) that the dream has been realized. ([Gallup USA](#))

August 26, 2011

[4.3 Society](#) » [Ethnicity](#)

186-15 **Americans Choose Gold as the Best Long-Term Investment** ([Click for Details](#))

Thirty-four percent of Americans say gold is the best long-term investment, more than say so about four other types of investments. Real estate (19%) and stocks (17%) are distant second choices. ([Gallup USA](#))

August 25, 2011

[3.8 Economy](#) » [Enterprise/ Investments](#)

186-16 **Troubled Economy Top Story for Public and Media** ([Click for Details](#))

Americans focused most closely last week on news about the nation's troubled economy amid concerns about the stalled recovery and fears of a possible new recession. ([Pew Research Center](#))

August 23, 2011

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

186-17 **In U.S., Obesity Rates Remain Higher Than 20% in All States** ([Click for Details](#))

Colorado continues to be the state with the lowest obesity rate in the country, at 20.1% in the first half of 2011. Fewer than one in four residents are obese in the 10 states with the lowest obesity rates. In the 10 states with the highest levels of obesity, rates are 29% or higher. West Virginia has the highest obesity rate in January through June 2011, at 34.3%, which is also the highest Gallup has measured for any state since it began tracking obesity rates in 2008. ([Gallup USA](#))

August 25, 2011

[4.11 Society](#) » [Health](#)



186-18 **Perry Zooms to Front of Pack for 2012 GOP Nomination** ([Click for Details](#))

Shortly after announcing his official candidacy, Texas Gov. Rick Perry has emerged as rank-and-file Republicans' current favorite for their party's 2012 presidential nomination. Twenty-nine percent of Republicans and Republican-leaning independents nationwide say they are most likely to support Perry, with Mitt Romney next, at 17%. ([Gallup USA](#))

August 24, 2011

[1.1 Domestic Politics](#) » [Elections](#)

[1.4 Domestic Politics](#) » [Political Parties](#)

186-19 **Perry Rises in Recognition and Maintains Positive Image** ([Click for Details](#))

Texas Gov. Rick Perry is now recognized by 67% of Republicans and Republican leaners nationwide, an increase of 13 percentage points from two weeks ago. Still, six of the other nine candidates or potential candidates are better known than Perry, led by Sarah Palin (97%) and Rudy Giuliani (91%). Of the announced candidates, Mitt Romney, Newt Gingrich, and Michele Bachmann are best known. ([Gallup USA](#))

August 23, 2011

[1.1 Domestic Politics](#) » [Elections](#)

[1.4 Domestic Politics](#) » [Political Parties](#)

186-20 **Americans' Economic Confidence Weak, but Has Stabilized** (Click for Details)

Americans' confidence in the economy is weak but stable after ratcheting sharply downward in July. The Gallup Economic Confidence Index registered -53 for the week of Aug. 15-21, identical to the first two weeks of August but well below the -34 of July 4-10 and 20 percentage points below where it stood a year ago. (Gallup USA)

August 23, 2011

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

186-21 **Obama in Close Race Against Romney, Perry, Bachmann, Paul** (Click for Details)

President Barack Obama is closely matched against each of four possible Republican opponents when registered voters are asked whom they would support if the 2012 presidential election were held today. Mitt Romney leads Obama by two percentage points, 48% to 46%, Rick Perry and Obama are tied at 47%, and Obama edges out Ron Paul and Michele Bachmann by two and four points, respectively. (Gallup USA)

August 22, 2011

[1.1 Domestic Politics](#) » [Elections](#)

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

[1.4 Domestic Politics](#) » [Political Parties](#)

186-22 **Hawaii Continues to Lead in Wellbeing; North Dakota Second** (Click for Details)

Americans in Hawaii continued to set the national standard in wellbeing in the first half of 2011, followed closely by North Dakota. West Virginia and Kentucky maintained their status as the states with the lowest wellbeing. Nebraska, which showed the biggest gains in wellbeing rank from 2009 (25th) to 2010 (10th), continued to move up, landing in the top five. (Gallup USA)

August 22, 2011

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

► **AUSTRALASIA**186-23 **L-NP (58.5%) Increases Winning Lead Over ALP (41.5%)** (Click for Details)

(Australia) Today's Morgan Poll shows strong support for the L-NP 58.5% (up 1.5% since the telephone Morgan Poll of August 9/10, 2011) compared to the ALP 41.5% (down 1.5%) on a Two-Party preferred basis. (Roy Morgan)

August 26, 2011

[1.1 Domestic Politics](#) » [Elections](#)

[1.4 Domestic Politics](#) » [Political Parties](#)

► **MULTI-COUNTRY SURVEYS**186-24 **Global consumers increasingly polarized by economic conditions** (Click for Details)

British consumers are facing the double whammy of still feeling the effects of recession even as rising costs fuel inflationary worries. They are not alone in the world, though, according to GfK Roper Consulting's 2011 Mood of the World® Report, which is based on a global survey of more than 32,000 consumers ages 15 and older in 25 countries. (GfK)

August 23, 2011

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

## 3.4 Economy » Inflation

186-25 **World's Top-Emitters No More Aware of Climate Change in 2010** (Click for Details)

Residents in the top five greenhouse gas-emitting countries are no more aware of global warming or climate change than they were a few years ago. Majorities in all five countries Gallup surveyed in 2010 -- except India -- continue to say they know at least something about the issue. (Gallup USA)

August 26, 2011

4.14 Society » Environment/ Disasters

186-26 **The Parenting Gap: U.S. Versus China** (Click for Details)

With U.S. students underperforming in international tests, it may not be surprising that more than six-in-ten (64%) Americans say that parents do not put enough pressure on their children to do well in school; only 11% currently say parents put too much pressure on students, while 21% say parents are exerting the right amount of pressure. In sharp contrast, about two-thirds (68%) of the Chinese public take just the opposite position. (Pew Research Center)

August 23, 2011

4.2 Society » Family

► **CYBER WORLD**186-27 **Increased Concern About Health Risks Of Mobile Phones** (Click for Details)

(Australia) With mobile phone penetration (87%) now higher than fixed line penetration (82%), concerns are increasing about health risks associated with mobile phones, according to the latest Roy Morgan Research Mobile Phone Monitor. (Roy Morgan)

August 26, 2011

4.11 Society » Health



## Topic of the week:

***Global consumers increasingly polarized by economic conditions***

- 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.

### Mood of the World report shows most of world focuses on inflation

International, August 23, 2011 – British consumers are facing the double whammy of still feeling the effects of recession even as rising costs fuel inflationary worries. They are not alone in the world, though, according to GfK Roper Consulting's 2011 Mood of the World® Report, which is based on a global survey of more than 32,000 consumers ages 15 and older in 25 countries.

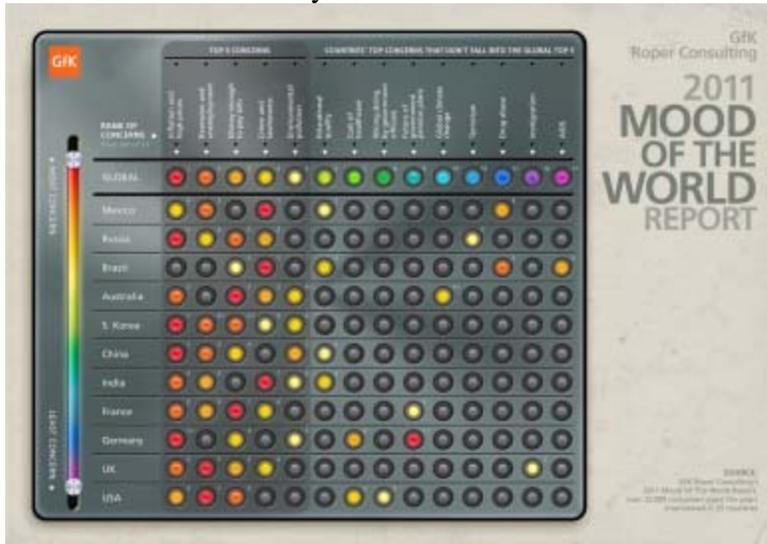
Consumers' top concerns, globally, are economic ones, followed by key social and other issues:

1. Inflation and high prices
2. Recession and unemployment
3. Having enough money to pay the bills
4. Crime and lawlessness
5. Environmental pollution



"The net result of these shifts is increasing polarization in the global consumer mindset," said Jarrell. "In some countries, like Brazil and Korea, there is a notable spender mentality, often fueled by a productive workforce and access to resources, not to mention high expectations on consumers' part, all of which serve to drive economic growth. In other countries, economies still falter and consumers remain skittish."

The Mood of the World Report also suggests that optimism is still tempered and closely tied to the lingering effects of the global financial crisis. Consumer sentiment and attitudes are constantly evolving and, until financial stability is perceived by consumers, the financial pressures they face will have a direct correlation to the actions they take.



### About Mood of the World

Mood of the World® is part of the GfK Roper Reports® Worldwide consumer trends service. Conducted annually by GfK Roper Consulting since 1997, GfK Roper Reports Worldwide offers subscribers a globally comparable view of consumer attitudes, values, behaviors, and cultural influences. Interviews were conducted among more than 32,000 consumers ages 15 and older in 25 countries from January to April, 2011 using a mixed-mode interviewing methodology. Data from each country were weighted to match key demographic norms (e.g., age, sex).

### About GfK Roper Consulting

With offices in the US and the UK, GfK Roper Consulting is comprised of GfK's syndicated consumer trend services – GfK Roper Reports® US, GfK Roper Reports® Worldwide, GfK Roper Green Gauge® and the GfK Roper Youth Report – which monitor consumer values, beliefs, attitudes and behaviors in the US and more than 25 other countries. GfK Roper Consulting's mission is to help clients turn insights into inspiration and foresight into advantage worldwide.

### The GfK Group

The GfK Group offers the fundamental knowledge that industry, retailers, services companies and the media need to make market decisions. It delivers a comprehensive range of information and consultancy services in the three business sectors Custom Research, Retail and Technology and Media. The No. 4 market research organization worldwide operates in more than 100 countries and employs over 11,000 staff. In 2010, the GfK Group's sales amounted to EUR 1.29 billion. For further information, visit our website: [www.gfk.com](http://www.gfk.com). Follow us on Twitter: [www.twitter.com/gfk\\_group](http://www.twitter.com/gfk_group).

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## Gilani's Gallopedia (2007-2011)

### A Quantitative Analysis

A quantitative analysis of global polls monitored during the 4 year period January 2007 –August 2011

#### KEY STATISTICS

- 1- Number of Surveys (*a selection on key political and social issues*):  $\approx$  3,861 polls during the period 2007-2011
- 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 2007-2011
- 4- Number **polling organizations** whose polls have been cited:  $\approx$  160 during the period 2007-2011

