

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 Rushna Shahid.

Gilani's Gallopedia is in a way the 'wikipedia' for global polling. We plan to make it an interactive platform where you are both *reader* and *contributor*. ❖

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Topic of the week: (Click for details)

INSIDE THIS ISSUE

THIS WEEK'S REPORT CONSISTS OF **26** NATIONAL & MULTI COUNTRY SURVEYS. **10** POLLING ORGANIZATIONS HAVE BEEN REPRESENTED.

Pg 2	Asia zone this week- 1 National Poll
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Pg 7	Cyber Polls 1 Poll
Pg 8	Topic of the week- Biggest Ever Study Of Global Affluence Shows 80% Of World's Wealthy Are Still In The West Countries represented in blue Polling organizations 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

► SOUTH EAST ASIA

192-1 **Over Half of Filipinos Expect A Peace Agreement Between Government And MILF Before End Of Pnoy's Term** (Click for Details)

(Philippines) The Third Quarter 2011 Social Weather Survey, conducted from September 4-7, 2011, found that 52% expect the government and the Moro Islamic Liberation Front (MILF) to reach a peace agreement before the end of President Benigno "Noy" Aquino III's term in 2016. **(SWS)**

October 05, 2011

[1.3 Domestic Politics » Governance](#)

[1.4 Domestic Politics » Political Parties](#)



Africa zone

► WEST AFRICA; EAST AFRICA; CENTRAL AFRICA;
SOUTHERN AFRICA

► SUB SAHARAN AFRICA



192-2 **Fake Medicine Common in Many Sub-Saharan African Countries** (Multi-country surveys) (Click for Details)

Gallup surveys show counterfeit drugs are widespread in sub-Saharan Africa, where these drugs are often used to treat malaria, tuberculosis, and HIV/AIDS. Majorities in 15 of 17 countries Gallup polled in sub-Saharan Africa in 2010 say they are aware of fake medicines in their countries. **(Gallup USA)**

October 5, 2011

[4.11 Society » Health](#)



Euro Americas zone

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

EUROPE

► WEST EUROPE

192-3 **Conservatives Are Trusted On Their Traditional Strengths While The Public Prefer Labour On 'Softer' Issues** [\(Click for Details\)](#)

(UK) Newly released data from the Reuters/Ipsos MORI Political Monitor shows that the public prefer the Conservatives on 'hard issues' such as law and order and individual responsibility while Labour has a softer image – trusted to be fair to all sections of society and giving people a good start in life. [\(Ipsos Mori\)](#)

October 5, 2011

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



192-4 **Eurobarometer: The Common Agricultural Policy** [\(Click for Details\)](#)

(EU) Almost half of all EU citizens (47%) support an upper limit on subsidies, though over a quarter (28%) say an upper limit would be a bad thing. Similarly more people back a link between payments and environmental protection all across the EU than support environmental protection that relates to specific areas only. [\(TNS Opinion & Social\)](#)

September 2011

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

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

192-5 **Eurobarometer: Climate Change** [\(Click for Details\)](#)

(EU) Just over half (51%) of respondents consider climate change one of the world's most serious problems (and 20% feel it is the single most serious problem). Overall it is seen as the second most serious issue facing the world, after poverty, hunger and lack of drinking water, and a more serious problem than the economic situation. [\(TNS Opinion & Social\)](#)

October 2011

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



192-6 **Eurobarometer: Attitudes Towards Vocational Education And Training** [\(Click for Details\)](#)

(EU) European citizens overwhelmingly believe that VET is relevant: 82% say that people in vocational education and training acquire skills that are needed by employers. 47% of European respondents have taken VET in the past or are doing so currently. [\(TNS Opinion & Social\)](#)

September 2011

[4.10 Society](#) » [Education](#)

AMERICAS

► NORTH AMERICA

192-7 **U.S. Investor Optimism Plunges** ([Click for Details](#))

(USA) U.S. investor optimism declined in September, as the Wells Fargo/Gallup Investor and Retirement Optimism Index plunged to -45 from +33 in May after +42 in February. The index is now back at the financial crisis levels of late 2008. ([Gallup USA](#))

October 7, 2011

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

192-8 **More Americans Now Normal Weight Than Overweight** ([Click for Details](#))

(USA) The percentage of Americans who are overweight or obese declined slightly in the third quarter of 2011, while the percentage who are a normal weight increased. For the first time in more than three years, more Americans are a normal weight (36.6%) than are overweight (35.8%). ([Gallup USA](#))

October 7, 2011

[4.11 Society](#) » [Health](#)



192-9 **War and Sacrifice in the Post-9/11 Era** ([Click for Details](#))

Veterans who served on active duty in the post-9/11 era are proud of their service (96%), and most (74%) say their military experience has helped them get ahead in life. At the same time, however, 44% of post-9/11 veterans say their readjustment to civilian life was difficult. By contrast, just 25% of veterans who served in earlier eras say the same. ([Pew Research Center](#))

October 5, 2011

[2.4 Foreign Affairs & Security](#) » [Terrorism](#)



192-10 **Obama's September Approval Rating Remains at Term-Low 41%** ([Click for Details](#))

(USA) President Barack Obama's job approval rating averaged 41% in September, tied with August for the lowest monthly approval average of his administration. ([Gallup USA](#))

October 7, 2011

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

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

192-11 **Fighting Poverty in a Bad Economy, Americans Move in with Relatives** ([Click for Details](#))

Without public debate or fanfare, large numbers of Americans enacted their own anti-poverty program in the depths of the Great Recession: They moved in with relatives. This helped fuel the largest increase in the number of Americans living in multi-generational households in modern history. From 2007 to 2009, the total spiked from 46.5 million to 51.4 million. ([Pew Research Center](#))

October 3, 2011

[3.5 Economy](#) » [Poverty](#)

[4.2 Society](#) » [Family](#)

192-12 **Obama Motivates Supporters, Opponents in Early 2012 Matchups** ([Click for Details](#))

(USA) Barack Obama is a leading driver of voter preferences in possible 2012 matchups, among both his supporters and opponents. Currently, Obama is running a close race in hypothetical matchups against Mitt

Romney and Rick Perry. Against both GOP candidates, most of Obama's supporters view their vote as a vote for the president, while most of those who plan to vote for Romney or Perry see their vote as a vote against Obama. ([Pew Research Center](#))

October 6, 2011

[1.1 Domestic Politics » Elections](#)

[1.4 Domestic Politics » Political Parties](#)

192-13 **U.S. Underemployment Declines Slightly in September** ([Click for Details](#))

U.S. underemployment, as measured by Gallup without seasonal adjustment, improved to 18.3% at the end of September from 18.5% at the end of August, as a decline in unemployment more than offset a slight increase in part-time workers seeking full-time employment. At the same time, the percentage of workers working full time for an employer decreased slightly to 64.9% from 65.3% at the end of August. ([Gallup USA](#))

October 6, 2011

[3.3 Economy » Employment Issues](#)



192-14 **Americans Divided on Govt. Role in Promoting Values** ([Click for Details](#))

Americans' once-prevailing view that government should do what it can to promote traditional values in society has weakened in the past decade. Today 48% hold that view, while nearly as many, 46%, say government should not favor any particular set of values. ([Gallup USA](#))

October 5, 2011

[1.2 Domestic Politics » Performance Ratings](#)

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

192-15 **Americans' Spending Declines Again in September** ([Click for Details](#))

Overall self-reported daily U.S. consumer spending in stores, restaurants, gas stations, and online averaged \$65 per day in September, down from \$68 in August and from the 2011 high of \$74 in July. After two months of declines, spending has now returned to March and April levels, which are some of the lowest of the year.

([Gallup USA](#))

October 5, 2011

[1.2 Domestic Politics » Performance Ratings](#)

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



192-16 **Perry Plummetts, Cain Surges in Positive Intensity** ([Click for Details](#))

([USA](#)) Rick Perry's image is suffering, with his Positive Intensity Score among Republicans familiar with him down to 15, and below 20 for the first time. Meanwhile, Herman Cain's score is now 30, the highest for any candidate this year. ([Gallup USA](#))

October 4, 2011

[1.1 Domestic Politics » Elections](#)

[1.4 Domestic Politics » Political Parties](#)

192-17 **U.S. Job Creation Falls Back Further in September** ([Click for Details](#))

U.S. job creation continues to steadily abate, reversing the upward trend seen since the start of 2010. The nation's Job Creation Index score slid to +12 in September, marking the third straight month of decline, but remains up slightly from +9 a year ago. ([Gallup USA](#))

October 4, 2011

[3.3 Economy](#) » [Employment Issues](#)

192-18 **Supreme Court Approval Rating Dips to 46%** ([Click for Details](#))

([USA](#)) As the U.S. Supreme Court begins its 2011-2012 term, Americans' approval of the institution is now 46%, a drop of 5 percentage points in the last year and 15 points in the last two years. Since 2000, Gallup has recorded only one approval rating of the high court that is lower than today's: 42% in June 2005. ([Gallup USA](#))

October 3, 2011

[4.9 Society](#) » [Justice](#)



192-19 **In U.S., Local and State Governments Retain Positive Ratings** ([Click for Details](#))

Two-thirds of Americans have a great deal or fair amount of confidence in their local governments to handle local problems, and a solid majority feel the same way about their state government. ([Gallup USA](#))

October 3, 2011

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



192-20 **Most Americans Prefer the Death Penalty for Convicted Murderers** ([Click for Details](#))

A large proportion of Americans believe it is a good idea to allow prosecutors to seek the death penalty in murder cases, and a majority prefer capital punishment over life imprisonment for convicted murderers, a new Angus Reid Public Opinion poll has found. ([Angus-Reid](#))

October 4, 2011

[4.9 Society](#) » [Justice](#)

[4.12 Society](#) » [Crime](#)

192-21 **Half Of Canadians Always Check Grocery Flyers Before Shopping** ([Click for Details](#))

([Canada](#)) Synovate study shows that 47% of Canadian households always check grocery flyers before shopping. A further 24% said that they review grocery flyers quite often, indicating that each week approximately 7-in-10 Canadian homes check grocery flyers either quite often or always. ([Synovate](#))

October 6, 2011

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

► AUSTRAL ASIA

192-22 **“Australia’s Constitutional Future: Opinion Polling”** ([Click for Details](#))

([Australia](#)) If a Referendum were held today, the result would be the same as the 1999 Republic Referendum that we did have, Australia would remain a constitutional monarchy – and by a clear margin. ([Roy Morgan](#))

October 8, 2011

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



► MULTI-COUNTRY SURVEYS

192-23 **Britons and Canadians More Open to Palestinian State than Americans** (Click for Details)

The call issued by Palestinian leaders last month to request full status as a state in the United Nations (UN) has been heeded differently by people in Britain, Canada and the United States, a new three-country Angus Reid Public Opinion poll has found. However, practically half of respondents in the three countries believe that a solution to the conflict will never be reached. ([Angus-Reid](#))

October 6, 2011

[2.3 Foreign Affairs & Security](#) » [Palestine/ Israel Conflict](#)

192-24 **Worldwide, Residents Stay Where the "Good Jobs" Are** (Click for Details)

Gallup's worldwide research documents a clear relationship between "good jobs" and community attachment. In countries where more people in the workforce are employed full time for employers, residents are more likely to be satisfied with the communities they live in, more likely to recommend them to others, and considerably *less* likely to say they will probably leave them in the next year.

([Gallup USA](#))

October 3, 2011

[3.3 Economy](#) » [Employment Issues](#)



192-25 **Biggest Ever Study Of Global Affluence Shows 80% Of World's Wealthy Are Still In The West** (Click for Details)

World-leading research company TNS has today unveiled the results of the biggest global study into the attitudes and investment priorities of the affluent - painting a timely picture of wealth, post global recession. While the United States still ranks as the world's most prosperous country, with 31m affluent households, the study reveals that the emerging economies of India and China have overtaken many European countries in this measure of consumer wealth. ([TNS Global](#))

October 6, 2011

[3.6 Economy](#) » [Economic Globalization](#)

[3.7 Economy](#) » [Infrastructure](#)

► CYBER WORLD

192-26 **Amazon Lights A Fire Under The Tablet Market** (Click for Details)

(USA) YouGov believes that £250 is the price point where the tablet market will take off*. Tablets will fail to be a mass market product until the price comes down to this price point. But given Amazon's US launch price for its Kindle Fire at \$199 versus the iPad2 at \$499, we can only expect the same pricing differential in the UK and other global markets. ([Yougov](#))

October 4, 2011

[3.12 Economy](#) » [IT & Telecom](#)



Topic of the week:

Biggest Ever Study Of Global Affluence Shows 80% Of World's Wealthy Are Still In The West

- ▶ 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.

06.10.2011

TNS's Global Affluent Investor reveals chequered picture of world affluence

London, 6th October, 2011: World-leading research company TNS has today unveiled the results of the biggest global study into the attitudes and investment priorities of the affluent - painting a timely picture of wealth, post global recession.

While the United States still ranks as the world's most prosperous country, with 31m affluent households, the study reveals that the emerging economies of India and China have overtaken many European countries in this measure of consumer wealth.

Based on interviews with 12,000 people across 24 markets including China, Brazil and India, TNS's Global Affluent Investor study shows that the growth of developing economic powerhouses is already starting to impact personal fortunes, among households with more than \$100,000 investable assets.

It also shows that emerging markets now rival their developed counterparts in terms of the amount that people have to invest. UAE and India appear in the top five countries where the affluent have more than \$1m investable assets on average, alongside Singapore and Hong Kong. The only Europeans to feature in this top five are the Swedish, whilst the UK and France are the least likely in Europe to have these levels of investable assets.

While incidence of affluence would naturally be higher in small, wealthy countries like Luxemburg (29%) and Singapore (20%), there are huge contrasts in markets with large populations; while 27% of the US are affluent this falls to around 1% in India and China. This demonstrates a great contrast in wealth distribution within emerging markets, even where the actual number of affluent households is high and highlights a need for very precise marketing strategies to reach the right audience.



Reg van Steen, Director Business and Finance, TNS, comments: "When examining global incidence of affluence, it's not only size that matters. We wanted to identify the growth potential of each market – and our research confirms that emerging markets will become new centres of affluence in coming years. India and China have already surpassed major European markets like Germany and France. It's interesting to see that the entrepreneurial spirit of people in these markets is already paying off in terms of personal wealth."

Fundamental social shifts are unearthed when examining the demographics of the world's affluent. While they average 57 years old in North America and Northern Europe, this falls to the early 40s in Australia,



Singapore and Hong Kong. While men are the primary decision makers among affluent households in India (80% men) and Central Europe (79%), the balance is spread far more evenly in North America (45% men).

TNS's findings also demonstrate regional contrasts in terms of what the affluent actually invest in. While the Chinese, Indian and German affluent are keen investors in precious metals (cited by 35%, 33% and 23% of respondents respectively), this falls to just 3% in Sweden, Norway and the Netherlands, and 2% in Denmark and Israel.



Reg van Steen continues: "Despite today's pan-global financial trends, it's important to recognise the diversity in local preferences when it comes to asset allocation. We detected big differences between markets, even when they border each other geographically: only 5% of Norwegians invest in bonds, compared to 31% of the Swedes. And while the popularity of commodities fluctuates at a global level, they are very popular among India's affluent. These are the insights that make all the difference when trying to engage the wealthy with a specific product or service."

About TNS's Global Affluent Investor

The Global Affluent Investor is a unique programme that delivers valuable insights into the investment behaviour of affluent households worldwide.

The Global Affluent Investor covers 24 markets worldwide: US, Canada, Brazil, Netherlands, Belgium, Luxemburg, France, Germany, UK, Sweden, Finland, Norway, Denmark, Italy, Portugal, Spain, Czech Republic, UAE, Israel, Hong Kong, China, India, Singapore, Australia.

Fieldwork for this study was conducted online in the period May-August 2011. In total 12,092 decision makers of affluent households were interviewed for the Global Affluent Investor.



About TNS

TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and stakeholder management, based on long-established expertise and market-leading solutions. With a presence in over 80 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviours and attitudes across every cultural, economic and political region of the world.

TNS is part of Kantar, one of the world's largest insight, information and consultancy groups.

Source: <http://www.tnsglobal.com/news/news-E3D2655B5DD64D8A8E04BBD057060B66.aspx>

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*): \simeq 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: \simeq 178 during the period 2007-2011
- 4- Number **polling organizations** whose polls have been cited: \simeq 160 during the period 2007-2011

