

# 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 Mohsina Ahmed.

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:

**Asra Malik**

Research Executive

Gallup Pakistan

Email: [asra@gallup.com.pk](mailto:asra@gallup.com.pk)



**Topic of the week:** (Click for details)

## INSIDE THIS ISSUE

THIS WEEKLY REPORT CONSISTS OF **22**  
NATIONAL & MULTI COUNTRY SURVEYS **6**  
POLLING ORGANIZATIONS HAVE BEEN  
REPRESENTED.

Pg 2	<a href="#">Asia zone</a> this week- 02 national polls	
Pg 2	<a href="#">Africa zone</a> this week- 01 national polls	
Pg 3	<a href="#">Euro Americas zone</a> this week- 17 national polls	
Pg 8	<a href="#">Multi-country Studies</a> this week- 02 national poll	
Pg 8	<a href="#">TOPIC OF THE WEEK:</a> <a href="#">Who do voters want to trade with after Brexit?</a>	

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

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## Asia Zone

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

### ► MENA:

613-01 [94% of UAE in-house marketers say engaging with social media influencers benefits their brand](#) [\(Click for Details\)](#)

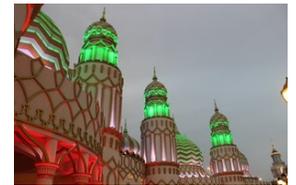
(UAE) Fresh research conducted by YouGov Omnibus for leading strategic public relations business BPG Cohn & Wolfe has revealed that 94% of in-house marketers in the UAE believe social media influencer marketing is now very significant for the success of their brands. The latest results show that almost half (49%) of respondents currently work with social media influencers in the region to market their brand – a significant shift from traditional advertising methods. The vast majority also believe that influencer marketing enables them to tap into the digital community and reach their target audience more effectively with a good marketing return on investment. (YouGov MENA)

November 13, 2019

3.2 Economy » Consumer Confidence/Protection

613-02 [Global Village's latest adverts achieve cut-through among UAE residents](#) [\(Click for Details\)](#)

(UAE) Global Village opened for the 24th season on 29th October 2019 and created an enormous amount of excitement in the market. BrandIndex data shows that sentiment towards Global Village has increased throughout the month, with the brand's Buzz score (measuring whether people have heard anything positive or negative about a brand during the previous two weeks) improving by over 10 points throughout October. Not only are UAE residents noticing Global Village's adverts and hearing positive Buzz about the park, but they are also talking about the brand with friends and family. The brand has seen a 6 point increase in its Word of Mouth score over the same time period. (YouGov MENA)



November 12, 2019

4.6 Society » Media/ New Media



## Africa Zone

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

### ► AFRICA

613-03 [SOCIAL MEDIA POLL RESULT RELEASE](#) [\(Click for Details\)](#)

(Nigeria) A new public opinion poll conducted by NOIPolls in the week commencing on October 14th, 2019 has revealed that 61 percent of Nigerians have access to the internet. When applied to Nigeria's estimated population of 198 million by the Nigeria Population Commission, this translates to about 120 million Nigerians having access to the internet. Interestingly, when looking at the demographics, 70 percent of young Nigerians aged between 18 – 35 years have access to the internet compared to the 56 percent for those aged

### Page 2 of 12

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between 36 and 60 years and 28 percent for those aged 61 years and above. Of the proportion of respondents that claimed to have access to the internet, an overwhelming majority (94 percent) indicated that they mostly access the internet through their mobile phones. (NOI Polls)

November 13, 2019

4.4 Society » Civil Society

## Euro Americas Zone

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

### ► WEST EUROPE

613-04 [Britons on top salaries likely to have grown up wealthy](#) (Click for Details)

(UK) Those who grew up in wealthy families are twice as likely to live in households making over £150K than other high-earning Brits who did not grow up rich. Politicians often talk about improving social mobility to allow those from modest backgrounds to rise up and take the best jobs through education, hard work and ability. Now YouGov research reveals whether it's working. YouGov's Affluent Perspective polling of wealthy UK adults shows that the majority of rich Brits say they didn't grow up wealthy, but are now. Nearly eight out of ten (79%) Britons whose household earns over £100,000 a year say they didn't grow up in affluent in wealthy families, compared to just 21% who say they did. However, looking at salary bands, those in households making over £150,000 a year are twice as likely to have come from wealthy families. (YouGov)



November 11, 2019

4.13 Society » Social Problems

613-05 [Labour economic policies are popular, so why aren't Labour?](#) (Click for Details)

(UK) Economic competence, Jeremy Corbyn and Brexit could all be bigger negatives for Labour than their policies are a positive. As the election campaign ramps up parties are sketching out their manifestos. As YouGov has previously shown, Labour policies are often very popular among the public, and the results of a new study on recent policy announcements confirms this. The most popular involve increasing tax on the highest earners. Close to two thirds (64%) would support raising the tax rate on earnings over £123,000 a year from 45% to 50%. Likewise, six in ten support increasing the tax rate on earnings over £80,000 a year from 40% to 45%. (YouGov)

November 12, 2019

1.4 Domestic Politics » Political Parties

613-06 [Why do people support Boris Johnson's Brexit deal?](#) (Click for Details)

(UK) Lots of exasperation, not that much enthusiasm and a big dollop of don't know: support for Boris Johnson's EU deal and implications for the election. Brexit is going to play a big part in determining who wins the general election, especially if the Conservative Party has any say in the matter. Boris Johnson's deal with the EU may not have majority support among the public but more people support it than don't. And when we look in more detail at why people support it, it's clear that



the Tory tagline, “get Brexit done” – or at least the sentiment it encapsulates – is resonating with voters. When YouGov interviewed a representative sample of 1,689 adults in Britain on 27<sup>th</sup> and 28<sup>th</sup> October, 39% said they supported Johnson’s deal, while some 32% opposed the deal, leaving 30% who didn’t know. (YouGov)  
November 12, 2019

[1.4 Domestic Politics » Political Parties](#)

613-07 [Latest polling reveals effect of Brexit Party strategy \(Click for Details\)](#)

(UK) As we learn more about which constituencies parties will target in the general election, we can adapt our polling to improve accuracy. Earlier this week Nigel Farage announced that the Brexit Party will not field candidates in Conservative-held seats, despite having previously suggested that it would have over 600 candidates standing. Obviously that poses a challenge when asking people about their voting intentions at the general election: people can only vote for parties which put up a candidate in their seat. To solve this we asked about the election in two different ways in our latest voting intention survey. First, we posed our traditional question, where we show people a list of all the parties and ask how they would vote in an election tomorrow. Secondly, we showed people a list of the parties and candidates who are likely to stand in their own seat, and asked which of them they would vote for. The candidates shown reflected both the seats where the Brexit Party would not stand, and the seats where the Liberal Democrats, Greens and Plaid Cymru have said they will not stand. (YouGov)



November 12, 2019

[1.4 Domestic Politics » Political Parties](#)

613-08 [Half of Britons support raising taxes to fund the NHS \(Click for Details\)](#)

(UK) A new YouGov survey shows that ordinary Britons are perfectly willing to stump up extra cash for the NHS themselves. Half (53%) of Britons say they would support increasing the basic rate of income tax from 20% to 21% and using the money raised to increase spending on the NHS. Fewer than a third of people (31%) are opposed. These figures are largely unchanged from the previous time we asked, in June 2018. The cash-raising proposal has support across all voters. Two thirds (66%) of those who intend to vote Labour and 62% of Lib Dem voters would back the measure, while 51% of Brexit Party voters and 50% of Tory voters likewise are in support. (YouGov)



November 13, 2019

[1.3 Domestic Politics » Governance](#)

613-09 [Brexit comes before party in this election \(Click for Details\)](#)

(UK) With Britons heading to the polls after Parliament failed to break the Brexit deadlock, we find that the public are far more likely to identify with Leave or Remain than a political party. When asked whether they see themselves as a Leaver or a Remainer, 86% choose one of the two options (41% Leave, 45% Remain). In contrast, just two thirds (68%) of the public choose a party. When we look at the strength of these identities the difference between party and Brexit becomes ever starker. Three quarters (76%) of Brits identify either very strongly (51%) or fairly strongly (25%) with their chosen Brexit preference. Conversely, the majority of Brits either don’t strongly identify with a political party or don’t identify with a party at all. Just 15% say they identify with a party very strongly, and 33% do so fairly strongly. (YouGov)

November 14, 2019

## 1.1 Domestic Politics » Elections

613-10 [Who do voters want to trade with after Brexit?](#) [\(Click for Details\)](#)

(UK) New YouGov data reveals which countries Britons would be keen to focus on. Britons overall placed Canada top of the wish list, with 83% backing a trade deal. Fellow Commonwealth nation Australia was tied with the EU for second place, with 81% support for each. Despite concerns over differing food safety standards and NHS privatisation, two thirds of Britons (69%) would welcome a trade deal between the United States and post-Brexit Britain. The least popular choices were Israel, supported by less than half (47%) of Brits, followed by Russia on 41%. A potential Russian trade deal not only garnered the least support, but also the highest opposition, with a third of Britons (33%) against the idea. [\(YouGov\)](#)



November 15, 2019

## 2.11 Foreign Affairs and Security » Trade

613-11 [Half of Brits say nobody should be a billionaire](#) [\(Click for Details\)](#)

(UK) YouGov polling reveals that anti-billionaire sentiment is broadly popular among Brits: although 35% say it's possible to truly deserve entry into the UK's Three Comma Club, half (51%) believe that nobody should have a billion pounds under any circumstances. Over a third (37%) also consider an increase in the number of billionaires to be a sign that society is getting worse, versus 14% who consider it a sign that society is improving. Most Brits support a billionaire tax hike. It's no surprise that this is a more widely-held attitude among Labour supporters: over two-thirds (67%) claim billionaires shouldn't exist, compared to 39% of Conservatives, 52% of Lib Dems and half (50%) of those who intend to vote for the Brexit Party. In fact, supporters of all parties other than the Tories are more anti-billionaire than pro. [\(YouGov\)](#)

November 16, 2019

## 3.5 Economy » Poverty

613-12 [Men less likely than women to need intelligence and hard work to get ahead, public say](#) [\(Click for Details\)](#)

(UK) 26% think intelligence is one of the most important factors helping women get ahead, compared with 17% who say the same for men. 37% say working hard is key for women's success, compared with 29% for men. 29% say having connections is important in men succeeding, almost twice as many as the 15% who say the same for women. One in 10 (11%) Britons say a woman's looks are a key factor in helping them get ahead, while just 4% say the same for men. Employers get most of the blame for preventing equality between women and men. [\(YouGov\)](#)



November 13, 2019

## 3.3 Economy » Employment Issues

613-13 [Majority of public believe the NHS is understaffed and it's likely to get worse](#) [\(Click for Details\)](#)

(UK) A recent Omnibus survey by Ipsos MORI shows that four in five (79%) believe that the NHS does not have enough staff to provide a good service, only 7% believe that it has the right amount, while 6% think it has too many. Therefore, pessimism about the future of staff shortages comes as no great surprise. Overall, 56% believe that staff shortages will get worse over the next few years and this rises to 64% among those who think there are currently not enough staff. Just over four in five (83%) also believe that NHS staff are currently overworked. The pre-war generation are less likely to believe this than younger generations, with only 69% agreeing compared with 84% to 85% across younger generations. [\(Ipsos MORI\)](#)

November 16, 2019

## 1.3 Domestic Politics » Governance

## Page 5 of 12

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## ► NORTH AMERICA

### 613-14 [Presidential Qualities Seen Lacking Among Leading Contenders \(Click for Details\)](#)

(USA) Fewer than half of Americans agree that President Donald Trump or any of the current top three Democratic presidential contenders have the personality and leadership qualities that a president should possess. Of the four politicians, Joe Biden (49%) and Bernie Sanders (44%) hold an edge over Elizabeth Warren (39%) and Trump (38%) when it comes to possessing presidential personality and leadership traits. These findings mark a departure from comparable past data when candidates' personalities and leadership qualities were largely viewed in a more positive light. For example, when Gallup asked the same question of six leading presidential contenders in November 2007, majorities of Americans thought that four of them -- Hillary Clinton (60%), Rudy Giuliani (59%), Barack Obama (56%) and John Edwards (51%) -- had the personality and leadership qualities a president should have. (Gallup USA)



November 15, 2019

1.2 Domestic Politics » Performance Ratings

### 613-15 [52% Describe Problem of Crime in the U.S. as Serious \(Click for Details\)](#)

(USA) A slim majority of Americans describe the problem of U.S. crime as "extremely" or "very serious." The latest 52% is up slightly from [48% in 2018](#) -- when this measure hit a low not seen since 2005 -- but remains down from 2015-2017, when figures of seriousness ranged between 59% and 60%. Nearly two in three Americans say there is "more" crime in the U.S. compared with one year ago, while 24% say there is "less" crime and 9% say the level of crime has remained the same. The percentage saying there is more crime is consistent with the historical average of 67% since 1989. In all but two polls over the past three decades, majorities of Americans have said there was more crime compared with the prior year. (Gallup USA)

November 13, 2019

4.12 Society » Crime

### 613-16 [Millions in U.S. Lost Someone Who Couldn't Afford Treatment \(Click for Details\)](#)

(USA) More than 13% of American adults -- or about 34 million people -- report knowing of at least one friend or family member in the past five years who died after not receiving needed medical treatment because they were unable to pay for it, based on a new study by Gallup and West Health. Nonwhites, those in lower-income households, those younger than 45, and political independents and Democrats are all more likely to know someone who has died under these circumstances. . Close to nine in 10 U.S. adults report that the costs of prescription drugs are "usually much higher" (69%) or "tend to be somewhat higher" (20%) than what consumers should be paying for them, compared with only 1% who believe them to be much or somewhat lower. These perceptions are shared by political and demographic subgroups, with only modest differences between groups in the percentage viewing drug prices as too high. (Gallup USA)



November 12, 2019

4.11 Society » Health

### 613-17 [More in U.S. See Progress in Addressing Illegal Drug Problem \(Click for Details\)](#)

(USA) In the midst of the continuing opioid crisis, Americans have become increasingly likely since 2017 to say the U.S. has made progress in addressing the problem of illegal drugs more broadly. Currently, 41% of

Americans believe "much" or "some" progress has been made "over the last year or two," up modestly from 32% in 2017. Three in 10 Americans, 30%, say the country has lost "some" or "much" ground in the struggle, down from 37% two years ago. The increase in optimism over addressing the problem of illegal drugs has come primarily from Republicans. The percentage of Republicans saying there has been "much" or "some" progress in addressing illegal drugs has risen to 58%, up from 41% in 2017. (Gallup USA)

November 11, 2019

4.11 Society » Health

613-18 [Key takeaways on Americans' views about privacy, surveillance and data-sharing \(Click for Details\)](#)

(USA) Americans are concerned about how much data is being collected about them, and many feel their information is less secure than it used to be. A majority of the public believes much of their online activities are being tracked. Large shares of Americans do not think it is possible to go about daily life without corporate and government entities collecting data about them. A majority of U.S. adults have heard at least a little about how companies and other organizations use their data to target them with ads. Very few Americans believe they understand what is being done with the data collected about them. Almost all Americans have been asked to agree to privacy policies, but fewer actually read them.



(PEW)

November 15, 2019

4.7 Society » Morality, Values & Customs / Lifestyle

► **AUSTRALASIA**

613-19 [Bunnings, ALDI and Woolworths on top in Net Trust Scores \(Click for Details\)](#)

(Australia) The latest research from the Roy Morgan Risk Monitor shows Retail, Supermarkets and Consumer Products are Australia's most trusted industries: those with the highest NTS – Net Trust Score. At the other end of the scale industries in the unenviable position of scoring highest for distrust, with a negative NTS, include Mining & Petroleum, Telecommunications and Utilities. Hardware retailer Bunnings is the nation's most trusted brand, edging out supermarket rivals ALDI and Woolworths for top spot. Supermarket Coles and discount department store retailer Kmart also ranked in the top 10, with high Net Trust Scores. (Roy Morgan)

November 12, 2019

3.2 Economy » Consumer Confidence/Protection

613-20 [Michel's knows what its customers want, serving up record highs in coffee shop satisfaction \(Click for Details\)](#)

(Australia) New Roy Morgan customer satisfaction ratings show Michel's as the winner of the Coffee Shop of the Month Award for September 2019, with an impressive customer satisfaction rating of 91%. Over the past two months, Michel's has recorded its two highest satisfaction ratings, and is now in a strong position to win the annual satisfaction award for the first time since 2014. The Roy Morgan Coffee Shop Customer Satisfaction Report puts Michel's (formerly Michel's Patisserie) leading customer satisfaction rating of 91% well ahead of Donut King (86%), The Coffee Club (85%) and Gloria Jean's and Muffin Break, both on 83 %. ( Roy Morgan)



November 11, 2019

3.2 Economy » Consumer Confidence/Protection

**► MULTICOUNTRY STUDIES****613-21 [5 facts about unauthorized immigration in Europe](#) (Click for Details)**

In 2017, unauthorized immigrants accounted for nearly one-in-five people living in Europe without EU or EFTA citizenship. Asylum seekers waiting for a decision on their application accounted for nearly one-quarter of Europe's unauthorized immigrant population in 2017. Four countries – Germany, the UK, Italy and France – account for 70% of Europe's unauthorized immigrants. Unauthorized immigrants in Europe are from all over the globe. About half of Europe's unauthorized immigrants have arrived in the region recently, and most are young. (PEW)

November 14, 2019

[4.8 Society » Immigration/Refugees](#)

**613-22 [How European and U.S. unauthorized immigrant populations compare](#) (Click for Details)**

The different unauthorized immigrant population sizes reflect the broader migration trends of each place. Europe's unauthorized immigrant population has grown, largely due to a surge of asylum seekers in 2015. While the U.S. has a larger number of unauthorized immigrants, it is shrinking and consists mostly of people from Latin America, in particular Mexico, who entered the country illegally more than a decade ago. Unauthorized immigrants represent a relatively small part of the population in both places, though the share is smaller in Europe. Less than 1% of Europe's 500 million people were unauthorized immigrants in 2017, compared with 3% of 325 million in the United States. (PEW)

November 13, 2019

[4.8 Society » Immigration/Refugees](#)



## Topic of the week:

# Who do voters want to trade with after Brexit?

► 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.

### Who do voters want to trade with after Brexit?



#### Who do voters want to trade with after Brexit?

**Labour voters are split over whether they would want a trade deal with Israel if Brexit goes ahead, but Tory voters want to sign deals with everyone**

The general election campaign rumbles on with Brexit at its core, but the shape of any trade deals signed once we

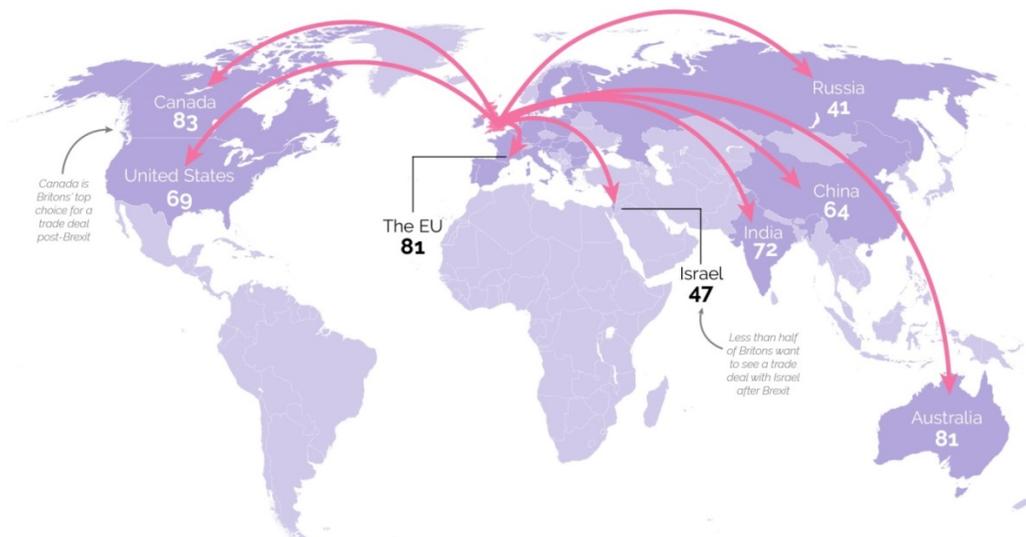
leave the EU is unclear. Now new YouGov data reveals which countries Britons would be keen to focus on.

Britons overall placed Canada top of the wish list, with 83% backing a trade deal. Fellow Commonwealth nation Australia was tied with the EU for second place, with 81% support for each.



#### Where do Britons want to trade with post-Brexit?

If Brexit goes ahead, do you think Britain should or should not seek to do trade deals with the following...? (%)



6th - 7th November 2019

### Page 9 of 12

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[Click to enlarge](#)

Despite concerns over differing food safety standards and NHS privatisation, two thirds of Britons (69%) would welcome a trade deal between the United States and post-Brexit Britain.

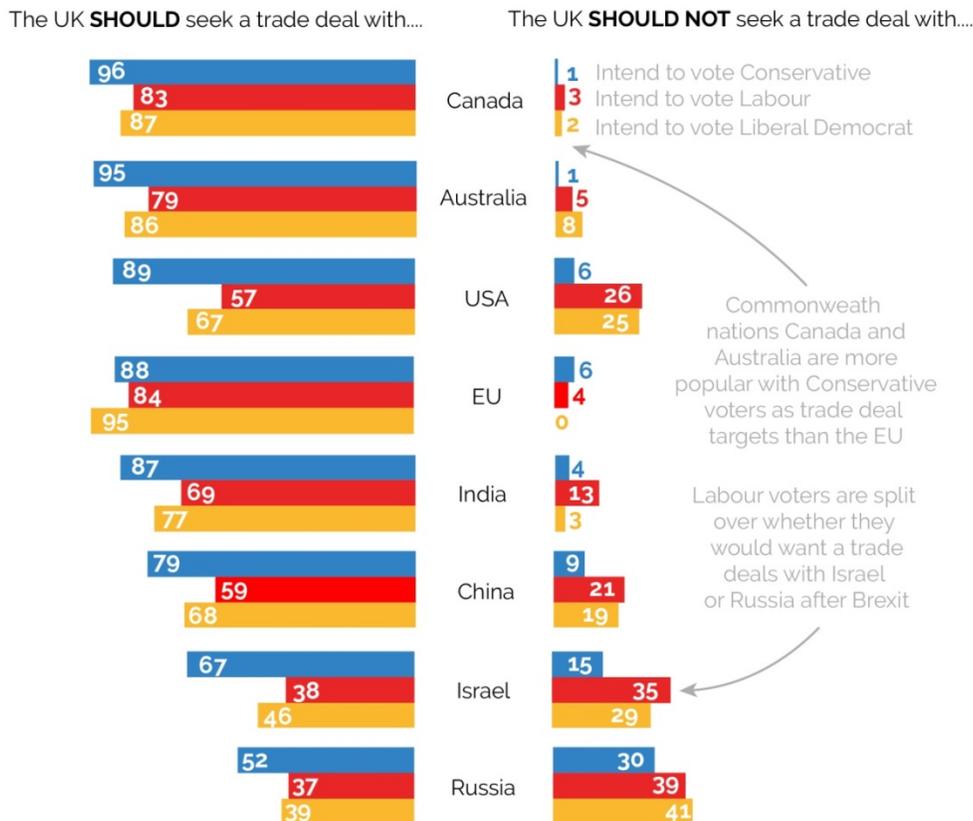
The least popular choices were Israel, supported by less than half (47%) of Brits, followed by Russia on 41%. A potential Russian trade deal not only garnered the least support, but also the highest opposition, with a third of Britons (33%) against the idea.

As is so often the case, party allegiance changes the picture dramatically.

Britons who said they plan to vote Conservative are more likely to support trade deals overall, with the vast majority backing all the options on the table, with the exception of Russia. Just over half (52%) of Conservative voters believe the UK should seek a deal with Russia, compared to 96% that want to see a deal with Canada.

**Where do voters want to see trade deals post-Brexit?**

If Brexit goes ahead, do you think Britain should or should not seek to do trade deals with the following...? (%)



6th - 7th November 2019

[Click to enlarge](#)

The most popular option for a trade deal among both Labour and Liberal Democrat voters is the EU (84% and 95% respectively), closely followed by Canada (83% and 87%).

However, Labour and Liberal Democrat supporters are more likely to oppose trade deals across the board than Conservatives. A quarter of both (26% of Labour and 25% of Lib Dems) oppose a deal with the United States, compared to just 6% of Conservatives.

Supporters of the Labour Party are also split over whether they would want to see trade deals with Israel and Russia. Approaching two in five (38%) Labour voters said the UK should seek an Israeli trade deal, compared to a third (35%) who say the country should avoid it.

(YouGov)

November 15, 2019

**Source:** <https://yougov.co.uk/topics/politics/articles-reports/2019/11/15/who-do-voters-want-trade-after-brexid>

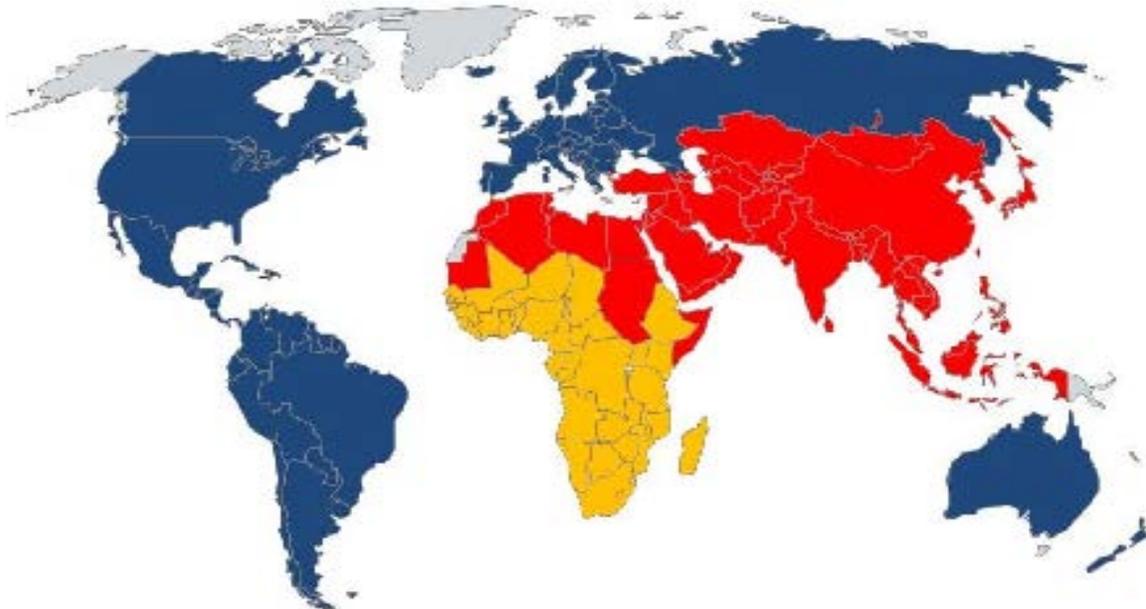
## Gilani's Gallopedia (2007-2019)

### 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*):  $\approx$  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:  $\approx$  178 during the period 2007-2014
- 4- Number **polling organizations** whose polls have been cited:  $\approx$  358 during the period 2007-2014



#### Page 12 of 12

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