

Gallopedia

From **Gilani Research Foundation**

July 2012, issue # **230***

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.

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*. ❖

Contact Details:

Sara Salam
Assistant Manager
Gilani Research Foundation
Email: sara.salam@gilanifoundation.com

INSIDE THIS ISSUE

THIS WEEK'S REPORT CONSISTS OF **23**
NATIONAL & MULTI COUNTRY SURVEYS. **14**
POLLING ORGANIZATIONS HAVE BEEN
REPRESENTED.

Pg **2** **Asia** zone
this week- **04** national polls



Pg **3** **Africa** zone
this week- **02** national polls



Pg **3** **Euro Americas** zone
this week- **16** national polls



Cyber World – 01 Poll

Pg **7** **Topic of the week-**
90% of Russians
Use Perfume



Topic of the week: (Click for details)

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

► MIDDLE EAST & NORTH AFRICA

230-1 **Drop in Popularity of Fateh and a Little Hike for Hamas** (Click for Details)

([Hamas](#)) Popularity of Fateh and President Abbas drops in light of widespread popular opposition to the arrest of journalists and perceived restrictions on freedoms and in light of the failure to form a reconciliation government, but the popularity of Hamas and its Prime Minister Ismail Haniyeh rises in light of the results of the Egyptian elections and the decision to allow the Election Commission to begin voters' registration in the Gaza Strip. ([PCPSR](#))

June 25, 2012

1.1 Domestic Politics » Elections

2.5 Foreign Affairs & Security » Regional Conflicts/ Issues

2.7 Foreign Affairs & Security » Muslim World



230-2 **Palestinian Students Seem Political Motivated** (Click for Details)

([Palestine](#)) In a recent survey of universities, Palestinian students expressed the significance of political process. They showed negative perceptions about the governments of both Hamas and Fateh. ([AWRAD](#))

June 26, 2012

1.2 Domestic Politics » Performance Ratings

1.3 Domestic Politics » Governance



► WEST ASIA

230-3 **Pakistani Public Opinion Ever More Critical of U.S** (Click for Details)

([Pakistan](#)) Following a year of tensions between their country and the United States, Pakistanis continue to hold highly unfavorable views of the U.S. and offer bleak assessments of the relationship between the two nations. ([Pew Research Center](#))

June 27, 2012

2.6 Foreign Affairs & Security » US image

► SOUTHEAST ASIA

230-4 **72% Wanted a Guilty Verdict in the Impeachment Trial** (Click for Details)

([Philippines](#)) The Second Quarter 2012 Social Weather Survey, done on May 24-27, 2012, found that 72% of adult Filipinos personally preferred a Guilty verdict from the Senate in the impeachment trial of Chief Justice Renato Corona. Twenty-two percent preferred a Not Guilty verdict, and 6% have no answer. ([SWS](#))

June 25, 2012



4.4 Society » Civil Society

4.9 Society » Justice



Africa zone

▶ WEST AFRICA; EAST AFRICA; CENTRAL AFRICA; SOUTHERN AFRICA

▶ SUB-SAHARAN AFRICA

230-5 **Constitution Should Not Be Changed, Say South Africans** (Click for Details)

(South Africa) Almost half (46%) of South Africans believe that their constitution is the basic law of the land and should not be changed. This is according to results from Ipsos's "Pulse of the People" poll, conducted between April and May this year. (Ipsos South Africa)

July 02, 2012

1.3 Domestic Politics » Governance

4.9 Society » Justice

230-6 **Democracy Day Special** (Click for Details)

(Nigeria) This poll have shown that while President Jonathan's administration is mainly considered to have performed averagely, the President on his own still enjoys some level of positive approval from Nigerians (65%) in terms of his performance. (NOI)

June, 2012

1.2 Domestic Politics » Performance Ratings



Euro Americas zone

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

EUROPE

▶ EAST EUROPE

230-7 **Russians Rate Restaurant Chains** (Click for Details)

(Russia) Eight out of ten Russian urban dwellers visit cafes and restaurants including fast food chains, with varying frequency. When it comes to dining out, the most important criteria for Russians are quality of food and drink, affordable prices, as well as politeness and friendliness of restaurant staff. Over the course of the survey in question, respondents were asked to rate the restaurant chains they frequent the most for over 20 categories. (Romir)

June, 2012

4.7 Society » Morality, Values & Customs / Lifestyle

230-8 **90% of Russians Use Perfume** (Click for Details)

When it comes to using perfume, Russian men are about to catch up with their female compatriots – 96% of women and 84% of men residing in Russian cities say that they use perfume. Nevertheless, there are significant differences observed in male and female consumer and buyer behaviors related to fragrance.

(Romir)

June 06, 2012

4.7 Society » Morality, Values & Customs / Lifestyle

► WEST EUROPE

230-9 **iPhone Still Leads the way as Smartphone ownership continues to grow** (Click for Details)

New research from Ipsos MediaCT's Tech Tracker shows that overall Smartphone ownership has risen to 45% among GB adults. In terms of overall ownership, the iPhone (on the 5th anniversary of its launch) is the most popular choice, with 19% owning an iPhone, 15% owning an Android smartphone and 11% owning a BlackBerry. (Ipsos Mori)

June 29, 2012

3.12 Economy » IT & Telecom

4.6 Society » Media/ New Media



230-10 **Religious education 'beneficial'** (Click for Details)

(UK) Just over half of all adults in England and Wales who gave an opinion say religious education (RE) should remain a compulsory school subject up to age 16, and a similar percentage feel that it is beneficial for all pupils to participate in RE lessons, our poll of 1,825 English and Welsh adults has found. Just under a third disagrees that the subject should be compulsory. (YouGov)

June 27, 2012

4.1 Society » Religion

4.7 Society » Morality, Values & Customs / Lifestyle

4.10 Society » Education



230-11 **e-Communications Household Survey** (Click for Details)

There has been no shift in the types of telephone access across the EU since spring 2011 or winter 2009. Most households have both fixed and mobile access (62%) and this EU average has remained stable. One in four households has mobile access only (27%). Two third (64%) of the household have access to the Internet as well. (TNS Opinion & Social)

June 2012

3.12 Economy » IT & Telecom

4.7 Society » Morality, Values & Customs / Lifestyle

AMERICAS

► NORTH AMERICA

230-12 **Confidence in U.S. Medical System up Since Health Law Passed** (Click for Details)

(USA) Forty-one percent of Americans tell Gallup they have a great deal or quite a lot of confidence in the U.S. medical system. Americans' confidence has been a bit higher since the Patient Protection and Affordable Care Act passed in 2010, and is much higher than



the 2007 low point. ([Gallup USA](#))

June 28, 2012

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

[4.11 Society](#) » [Health](#)

230-13 **In U.S., Jobs are More Glaring Issue for Some Groups than Others** ([Click for Details](#))

Blacks focus more than either whites or Hispanics on unemployment as the nation's top problem. However, whites worry more than blacks or Hispanics about the federal budget deficit, and Hispanics give more weight than the others to immigration. ([Gallup USA](#))

June 27, 2012

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

[4.3 Society](#) » [Ethnicity](#)

[4.8 Society](#) » [Immigration/Refugees](#)

[4.13 Society](#) » [Social Problems](#)

230-14 **Learning, Workplaces, Health Habits Set "Best Regions" Apart** ([Click for Details](#))

Residents in the Pacific, Mountain, and West North Central regions of the U.S. are the most likely to say they learned something new yesterday and that their supervisor, if they work, treats them like a partner and not a boss. Their strong performance in these areas helps these regions rise to the top of a special Gallup analysis produced for Business Insider, which examined 13 forward-looking metrics that might determine which regions are poised for the brightest future. ([Gallup USA](#))

June 27, 2012

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

230-15 **Likability Top Characteristic for Both Romney and Obama** ([Click for Details](#))

Although Barack Obama has a clear advantage over Mitt Romney in terms of perceived likability, it is the characteristic Americans most associate with both candidates among eight tested in a recent Gallup poll. ([Gallup USA](#))

June 26, 2012

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

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

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



230-16 **Hispanic Voters Favor Gov't Involvement to Solve Problems** ([Click for Details](#))

The majority (56%) of Hispanic registered voters in the U.S. believe the government should "do more to solve our country's problems." This is more than the 37% of all American registered voters who say the same. Hispanic voters born outside the U.S. are even more likely to favor government intervention than those born in the U.S. ([Gallup USA](#))

June 25, 2012

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

[4.3 Society](#) » [Ethnicity](#)

[4.4 Society](#) » [Civil Society](#)

230-17 **Hispanic Voters Put Other Issues before Immigration** ([Click for Details](#))

([USA](#)) U.S. Hispanics prioritize immigration, healthcare, and unemployment to equal degrees, according to a new USA Today/Gallup poll asking about the



importance of six national policy issues. Twenty percent of Hispanics each mention one of the top three issues as mattering most to them, while 17% name economic growth, 11% name the gap between the rich and poor, and 7% name the federal budget deficit. Hispanic registered voters, however, put healthcare and all economic issues before immigration, which 12% name as their most important issue. ([Gallup USA](#))

June 25, 2012

[4.3 Society » Ethnicity](#)

[4.8 Society » Immigration/Refugees](#)

[4.11 Society » Health](#)

230-18 **Americans Issue Split Decision on Healthcare Ruling** ([Click for Details](#))

Americans are sharply divided over Thursday's Supreme Court decision on the 2010 healthcare law, with 46% agreeing and 46% disagreeing with the high court's ruling that the law is constitutional. Democrats widely hail the ruling, most Republicans pan it, and independents are closely divided. ([Gallup USA](#))

June 29, 2012

[4.11 Society » Health](#)

230-19 **Rubio Top Choice for VP among All Voters & Republicans** ([Click for Details](#))

Marco Rubio is the favorite choice to be Mitt Romney's Republican vice-presidential nominee among voters overall and even more so among Republicans, a new IBOPE Inteligência poll finds. ([Ibope-Zogby](#))

June 26, 2012

[1.1 Domestic Politics » Elections](#)

[1.4 Domestic Politics » Political Parties](#)



► LATIN AMERICA

230-20 **Mexican Drug, Gang Activity Down Ahead of Election** ([Click for Details](#))

([Mexico](#)) Ahead of Mexico's presidential election this weekend, Gallup surveys suggest Mexicans are seeing some progress on one of the top issues on the campaign trail -- the country's ongoing drug war. Far fewer Mexicans surveyed in late March and early April of this year report gang activity (36%) and drug trafficking (26%) in their neighborhoods than did so when outgoing President Felipe Calderon launched his battle against the drug cartels six years ago. ([Pew Research Center](#))

June 29, 2012

[1.1 Domestic Politics » Elections](#)

[4.12 Society » Crime](#)

► MULTI-COUNTRY SURVEYS

230-21 **Global Warming Skepticism Higher in U.S. and Britain than Canada** ([Click for Details](#))

While a majority of Canadians say that climate change is a fact and is caused by emissions, only two-in-five Americans and Britons concur. The views of Canadians on the issue of climate change continue to differ greatly from those of Americans and Britons, a new three-country Angus Reid Public Opinion poll has found. ([Angus Reid](#))

June 27, 2012

[4.14 Society » Environment/ Disasters](#)



230-22 **Arab Women and Men See Eye to Eye on Religion's Role in Law** (Click for Details)

Many observers of the Arab uprisings are growing concerned about women's rights as Islamist parties that generally favor a more assertive role for religion in public life gain influence across North Africa. Gallup surveys in five Arab countries found Arab women are as likely as Arab men in their countries to favor Sharia as a source of legislation. ([Gallup USA](#))

June 25, 2012

[2.7 Foreign Affairs & Security](#) » [Muslim World](#)

[4.5 Society](#) » [Gender Issues](#)

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

► CYBER WORLD

230-23 **Technology 'Early Adopters' react positively to Microsoft Surface**

(Click for Details)

(USA) The latest television commercial from Microsoft, launching its new 'Surface' tablet, has drawn the most positive response from 'Technology Early Adopters' and 'Digitalized Students', two of Roy Morgan's new 'Technology Adoption Segments'. ([Roy Morgan](#))

June 29, 2012

[3.12 Economy](#) » [IT & Telecom](#)

[4.6 Society](#) » [Media/ New Media](#)



Topic of the week:

90% of Russians Use Perfume

- 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.

June 06, 2012



most.

When it comes to using perfume, Russian men are about to catch up with their female compatriots – 96% of women and 84% of men residing in Russian cities say that they use perfume. Nevertheless, there are significant differences observed in male and female consumer and buyer behaviors related to fragrance. The most proactive fragrance product users are middle-aged respondents, i.e. people from 25 to 45 years of age. At present, on average, Russians use about 4 bottles of different fragrances per person. Fresh scents continue to be leaders in popularity – almost 60% of respondents named them as the type of fragrance they enjoy the

This year's survey was conducted among 1000 respondents aged 16 to 50 residing in cities with a population of 100 thousand plus, from 8 federal districts. The sample represents adult urban population of Russia.

In May 2012 Romir research holding conducted a nationwide survey devoted to the way Russians use perfume. According to the research



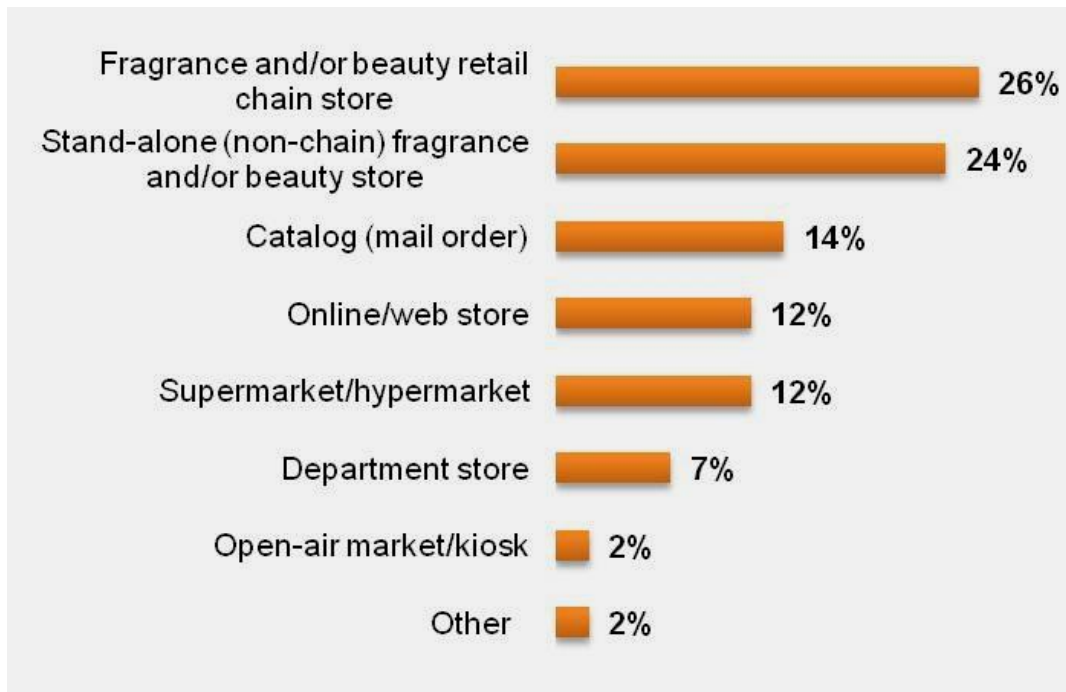
Page 7 of 11

Disclaimer: Gilani's Gallopedia is a not for profit activity and every effort has been made to give attribution to respective polling organizations. All material presented here is available elsewhere as public information. Readers may please visit the original source for further details. Gilani Research foundation does not bear any responsibility for accuracy of data or the methods and does not claim any proprietary rights benefits or responsibilities thereof.

results, 90 % of Russian urban dwellers say that they use perfume (96% of women and 84% of men). The most proactive fragrance product users are middle-aged respondents, i.e. people from 25 to 45 years of age.

The most popular place to purchase perfume/fragrance products are chain and non-chain specialty beauty and fragrance stores: over half of all respondents who use perfume (or other products from the category such as eau de toilette, etc.) prefer to make their purchases there. 14% of the surveyed respondents admitted that they prefer to buy perfume by mail order (using a catalog). Another 12% tend to buy fragrance online (at web stores). Interestingly, women order fragrance via catalog 4 times more often than men whereas the latter shop supermarkets for fragrance 4 times more often than the fairer sex. Men also purchase fragrance at department stores, open-air markets and kiosks several times more often than women.

Diagram1. Where do you usually buy perfume/fragrance products?



Source: Romir holding, May 2012

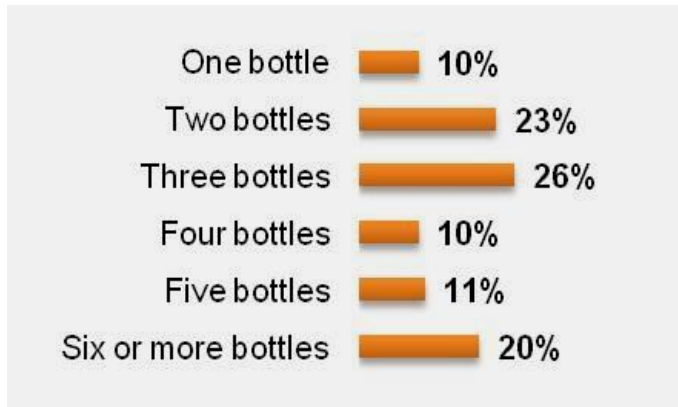
At present, on average, Russians use about 4 bottles of different fragrances per person. That said, about a third of all respondents surveyed replied that they currently own/use one or two bottles of perfume. The majority of the respondents, i.e. 66% (61% of men and 71% of women), replied that they personally own/use from three to six or more varieties of perfume at the moment.

It is possible, however, that when it comes to men, the latter refer to their stockpiled array of fragrances that had been given to them as gifts by their friends or relatives. Even if one considers the advance of the so-called metrosexual culture, it's hard to



imagine that the majority of men would use more than three kinds of fragrance at the same time (which is entirely realistic in the case of women).

Diagram2. How many bottles of fragrance do you personally use at the moment?



Source: Romir holding, May 2012

Fresh fragrances continue their reign when it comes to popularity – almost 60% of respondents named them as the type of fragrance they enjoy the most. Citrus, floral, fruity and woody fragrance types also made it in the Top 5 most popular scent types.

Overall, men’s and women’s popularity rankings of fragrance types are very much the same, but there are some exceptions. For instance, woody (namely, coniferous) scents are 2.5 times more popular among men (24%) than among women (10%), taking 2nd place in men’s top fragrance type list. Minty is another fragrance type that is 1.5 more in demand among male respondents than among the female audience. .

Diagram3. Which fragrance types do you like the most? (Multiple answers possible)



Source: Romir Holding, May 2012

Floral, fruity, exotic and airy/ozone scents are twice as popular with women than they are with the male audience. Woody and “perfumey” fragrances, on the other hand, are nearly equally enjoyed by both men and

women. According to the survey, 52% of women and 33% of men said that they change their fragrance depending on the season.



23% of respondents tend to trust perfume/fragrance products that they had seen advertised on TV or in the press more than any other kind. Men are more likely to base their purchase preferences on advertising than women (26% vs. 21%, respectively).

Men and women alike enjoy consulting with a sales associate when it comes to choosing a fragrance. Over a half of all the survey participants mentioned that they tend to search for information on the fragrance products they are interested in online more and more.

Another interesting factoid - men are more likely to go by their friends and relatives' advice when purchasing and using fragrance. Moreover, when it comes to perfume, young consumers, i.e. people under 35, tend to consider other people's opinion more than the other respondent age groups.

About 60% of the respondents admitted that they try to get some sort of discount when shopping for fragrance. Three fourths of all the respondents revealed that a fragrance product's price is an important factor they consider when purchasing perfume. That is why the majority of Russians prefer to be holders of discount or bonus program cards offered at specialty beauty and fragrance stores, where they also get extra complimentary products, samples and gifts for their fragrance purchases.

And, finally, the survey contained a set of questions that was devoted to the reasons behind one's use of perfume and the status that wearing fragrance gives to the wearer. Apparently, only one quarter of all the survey respondents replied that they wear perfume in order to follow fashion trends. That said, the percentage of people who had picked out that response option was slightly higher among the young (35%) and the higher income respondent groups (33%).

Respondents mostly see buying perfume as a way of treating themselves – that was the answer given by more than half of all the respondents (54%). That said, women picked that response option more often than men (65% vs. 43%, respectively), and so did higher income earners (62%).

Fragrance as a way to attract attention of others is used by 45% of Russians. That figure is also higher among the female (50%) and young audiences (68%). Over the course of the study, it was revealed that a large group of respondents (49%) likes to experiment with their fragrance products in order to achieve an original and highly individual result. Higher income respondents are especially prone to such experimenting.

Romir is the largest independent research holding that specializes in marketing, media and socio-economic research. The holding is the exclusive representative of the renowned global association of independent researchers and opinion pollsters WIN/Gallup International, which allows the company to conduct research in over 70 countries of the world. Romir has a unique regional network comprising over 30 branch companies in all of the key regions of the country and the former republics of the USSR.

Source: http://www.romir.ru/studies/354_1339012800/

Gilani's Gallopedia (2007-2012)

A Quantitative Analysis

A quantitative analysis of global polls monitored during the 4 year period January 2007 – May 2012

KEY STATISTICS

- 1- Number of Surveys (*a selection on key political and social issues*): \approx 6,535 polls during the period 2007-2012
- 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 2007-2012
- 4- Number **polling organizations** whose polls have been cited: \approx 347 during the period 2007-2012

