

# Gallopedia

From **Gilani Research Foundation**

July 2012, issue # **232\***

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*. ❖

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Topic of the week: (Click for details)

## INSIDE THIS ISSUE

THIS WEEK'S REPORT CONSISTS OF **23** NATIONAL & MULTI COUNTRY SURVEYS. **12** POLLING ORGANIZATIONS HAVE BEEN REPRESENTED.

Pg **2** **Asia** zone  
this week- **03** national polls



Pg **2** **Africa** zone  
this week- **02** national polls



Pg **3** **Euro Americas** zone  
this week- **12** national polls



**Cyber World** – **02** Polls

Pg **7** **Topic of the week-**  
**Global Internet Ad Spend Sees Double-Digit Growth, Outpaces Other**



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

#### 232-1 Fateh and Abbas Popularity Drops While of Hamas, Improves

(Click for Details)

([Hamas](#)) A recent survey of Palestinian shows that while the popularity of Fateh and President Abbas has dropped, and while Hamas' popularity improved, popular criticism of crackdown on freedoms has increased and opposition to a two-state solution rose. ([PCPSR](#))

July 10, 2012

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

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



### ► SOUTHEAST ASIA



#### 232-2 Adult Unemployment Falls to 26.6%; 11% Lost Their Jobs Involuntarily, 10% Resigned

(Click for Details)

([Philippines](#)) The Second Quarter 2012 Social Weather Survey, fielded over May 24-27, 2012, found adult unemployment at 26.6%, or an estimated 10.9 million. This is almost 8 points below the record-high 34.4% (est. 13.8 million) in March 2012 that had spiked by 10 points above the December 2011 level of 24.0%. ([SWS](#))

July 08, 2012

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

### ► NORTHEAST ASIA

#### 232-3 Noda Government Stuck in Low Popularity

(Click for Details)

([Japan](#)) A recent survey of Japanese public show that Prime Minister Noda and his cabinet continue to govern with low popularity, rather number of respondents who 'do not support' this government has hiked by five percentage points. ([Asahi Shimbun](#))

June 28, 2012

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

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



## Africa zone

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

### ► SUB-SAHARAN AFRICA

#### 232-4 Most Married Nigerians Claim to be 'Happily Married'

(Click for Details)



(Nigeria) In a recent snap poll conducted by NOI Polls on Marriage, results have revealed that more than 9 in 10 married Nigerians say they are "happily married" Specifically, 97% of the respondent chose yes to the question of whether they were happily married, while 1 % each said they were either not happily married or that it Varies from day to day. The survey also sought to establish why Nigerians get married, and it was found that 6 in 1 0 Nigerians (60% ) marry because of Love, while 16%, 9% and 6% of the respondents said they married for Social Reasons, Religious Reasons, and Economic Reasons, respectively. (NOI)

May 2012

4.2 Society » Family

232-5 **Reports of Pension's Fraud and Other Corruption Cases Makes Nigerians Sad and Angry** (Click for Details)

(Nigeria) The results of a recent snap poll have revealed that incessant reports of high profile cases of corruption, particularly the pensions' fraud scandal, make Nigerians really sad and angry. (NOI)

May 2012

4.4 Society » Civil Society

4.12 Society » Crime



## Euro Americas zone

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

### EUROPE

#### ► EAST EUROPE

232-6 **Church, Parties, Mass Media And Trade Unions: Role And Influence In Russian Society** (Click for Details)

(Russia) A recent survey shows that for Russians the most influential public institute at present is mass media (3.64 points out of 5). Political parties and Church have equal level of influence (3.10 points and 3.09 points, respectively). Russians say that the least important institute for them is trade unions (1.80 points). (Russian Public Opinion Research Center)

June 22, 2012

4.1 Society » Religion

4.4 Society » Civil Society

#### ► WEST EUROPE

232-7 **Female Bishops Debate** (Click for Details)

(UK) More than half of the British public are in support of the Church of England appointing women as bishops, while just over one in ten feel that legislation to allow women bishops should not be passed, our poll results show, coming at a time when the General Synod of the Church of England is still considering how to accommodate the controversial issue.

(Yougov)

July 13, 2012



[4.1 Society » Religion](#)232-8 **Britons Dissatisfied with How Last Three PMs Dealt with the Press** [\(Click for Details\)](#)

(UK) Few people in Britain believe the relationship of the last three national governments with the press has been ideal, a new Angus Reid Public Opinion poll has found. Most believe Tony Blair and David Cameron traded government policy in return for favourable coverage from a specific media outlet. ([Angus Reid](#))

July 09, 2012

[1.3 Domestic Politics » Governance](#)

[4.6 Society » Media/ New Media](#)

**AMERICAS****► NORTH AMERICA**232-9 **Young U.S. Voters' Turnout Intentions Lagging** [\(Click for Details\)](#)

(USA) Fifty-eight percent of U.S. registered voters aged 18 to 29 say they will "definitely vote" this fall, well below the current national average of 78% and far below 18- to 29-year-olds' voting intentions in the fall of 2004 and 2008. The 20-percentage-point deficit for young voters versus the national average compares unfavorably with six- and seven-point deficits in the later stages of the 2004 and 2008 elections, respectively. ([Gallup USA](#))

July 13, 2012

[1.1 Domestic Politics » Elections](#)

232-10 **U.S. Confidence in Organized Religion at Low Point** [\(Click for Details\)](#)

(USA) Forty-four percent of Americans have a great deal or quite a lot of confidence in "the church or organized religion" today, just below the low points Gallup has found in recent years, including 45% in 2002 and 46% in 2007. This follows a long-term decline in Americans' confidence in religion since the 1970s. ([Gallup USA](#))

July 12, 2012

[4.1 Society » Religion](#)

232-11 **Americans' Life Ratings Level Off** [\(Click for Details\)](#)

Americans' life ratings leveled off in June, after inching up for three consecutive months. The U.S. Life Evaluation Index score edged down to 50.3 in June, similar to the 50.5 in May. ([Gallup USA](#))

July 11, 2012

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

[4.4 Society » Civil Society](#)

[4.13 Society » Social Problems](#)

232-12 **Americans' Confidence in Television News Drops to New Low**

[\(Click for Details\)](#)

Americans' confidence in television news is at a new low by one percentage point, with 21% of adults expressing a great deal or quite a lot of confidence in it. This marks a decline from 27% last year and from 46% when Gallup started tracking confidence in television news in 1993. ([Gallup USA](#))

July 10, 2012



[4.6 Society » Media/ New Media](#)

232-13 **Republicans Turn Against John Roberts, U.S. Supreme Court** (Click for Details)

Americans' opinions of U.S. Supreme Court Chief Justice John Roberts are now much more negative than they were seven years ago, with the most recent reading coming soon after he joined the four Democratic appointees on the court to uphold the U.S. healthcare law. Republicans' favorable rating of Roberts is down 40 percentage points from 2005, while Democrats' is up 19. (Gallup USA)

July 16, 2012

[1.2 Domestic Politics » Performance Ratings](#)

[4.9 Society » Justice](#)



232-14 **Obama Holds Lead; Romney Trails on Most Issues** (Click for Details)

Despite the stagnant economy and broad dissatisfaction with national conditions, Barack Obama holds a significant lead over Mitt Romney. Currently, Obama is favored by a 50% to 43% margin among registered voters nationwide. Obama has led by at least a slim margin in every poll this year, and there is no clear trend in either candidate's support since Romney wrapped up the GOP nomination. (Pew Research Center)

July 12, 2012

[1.4 Domestic Politics » Political Parties](#)

232-15 **Two-Thirds Say U.S. Shouldn't Request Google to Censor** (Click for Details)

US adults show ambivalence toward the federal government's requests of Google to censor some content, with two-thirds disagreeing that those requests should be made, but a majority believing the company should comply where appropriate, a new IBOPE Inteligência poll finds. (Ibope-Zogby)

July 04, 2012

[4.6 Society » Media/ New Media](#)



232-16 **Americans Support Allowing Sports Betting in All States** (Click for Details)

Many Americans believe it is time to revisit the 1992 federal law that limits sports betting to just four states, a new Angus Reid Public Opinion poll has found. Most respondents would also like to see people being able to gamble online across the country. (Angus Reid)

July 11, 2012

[4.15 Society » Sports](#)

232-17 **Coffee is an Essential Component of the Morning for Most Canadians** (Click for Details)

(Canada) Drinking coffee is the preferred morning ritual for Canadians across the country, a new Angus Reid Public Opinion poll has found. In the online survey of a representative national sample of 1,019 Canadian adults, three-in-five respondents (62%) say they personally need to have a cup of coffee after waking up. (Angus Reid)

July 05, 2012



## 4.7 Society » Morality, Values &amp; Customs / Lifestyle

► **MULTI-COUNTRY SURVEYS**232-18 **Faith in Hard Work, Capitalism Falter; But Emerging Markets Upbeat** (Click for Details)

The economic mood is exceedingly glum all around the world. A median of just 27 percent think their national economy is doing well, according to a survey in 21 countries by the Pew Research Center's Global Attitudes Project. Only in China (83%), Germany (73%), Brazil (65%) and Turkey (57%) do most people report that current national economic conditions are good. (Pew Research Center)

July 12, 2012

3.1 Economy » Perceptions on Performance/ Well-Being

232-19 **Few Believe U.S. Backs Democracy** (Click for Details)

More than a year after the first stirrings of the Arab Spring, there continues to be a strong desire for democracy in Arab and other predominantly Muslim nations. Solid majorities in Lebanon, Turkey, Egypt, Tunisia and Jordan believe democracy is the best form of government, as do a plurality of Pakistanis. (Pew Research Center)

July 10, 2012

2.6 Foreign Affairs &amp; Security » US image

2.7 Foreign Affairs &amp; Security » Muslim World

232-20 **National Geographic Explores the World of Green Consumers** (Click for Details)

A new global analysis released today by the National Geographic Society finds that U.S. consumers rank last of 17 countries surveyed in sustainable behavior, with a score of 44.7 on the 2012 Greendex. U.S. consumers are among the least likely to feel "guilty about the impact" they have on the environment (21%), yet they are near the top in believing their individual choices could make a difference (47%). (GlobeScan)

July 13, 2012

4.14 Society » Environment/ Disasters

232-21 **Decoding Global Investment Attitudes** (Click for Details)

Nielson released the study, *Decoding Global Investment Attitudes*, which gathered information from online consumers in 56 countries around the world who indicated that they had currently used investment products such as stocks, mutual funds, bonds, certificates of deposit, derivative tools and foreign currency for investment purposes. (Nielson)

July 11, 2012

3.8 Economy » Enterprise/ Investments

► **CYBER WORLD**232-22 **Two Thirds of New Mobile Buyers Now Opting For Smartphones** (Click for Details)

Smartphone penetration continues to grow, with 54.9 percent of U.S. mobile subscribers owning smartphones as of June 2012. This growth is driven by increasing smartphone purchases: 2 out of 3 Americans who acquired a new mobile phone in the last three months chose a smartphone instead of a feature phone. (Nielson)

July 12, 2012



232-23 **Global Internet Ad Spend Sees Double-Digit Growth, Outpaces Other Media** (Click for Details)

With consumer confidence up and brands looking to reconnect, spending on advertising is on the rise—around the globe and across media types. TV, newspapers, radio, outdoor, Internet, and cinema all saw an increase in ad spend in the beginning of 2012 compared to last year, according to Nielsen's quarterly Global AdView Pulse report. (Nielsen)

July 10, 2012

**Topic of the week:**

**Global Internet Ad Spend Sees Double-Digit Growth, Outpaces Other**

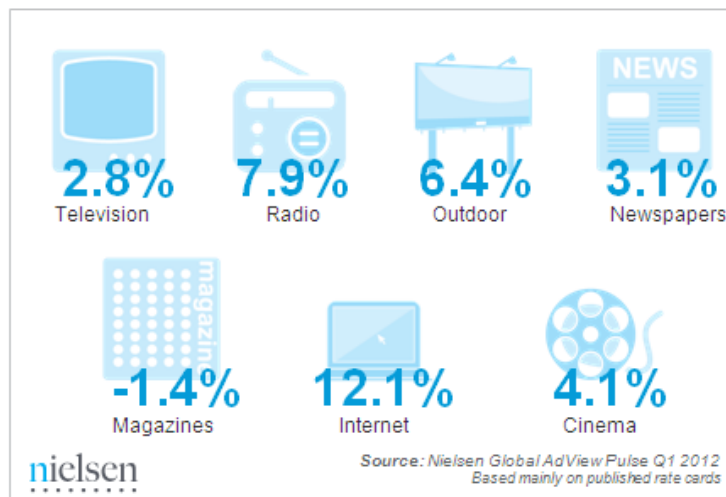
- ▶ This page is devoted to opinions of countries whose polling activity is generally not known very widely or where a recent topical issue requires special attention.

July 10, 2012

With consumer confidence up and brands looking to reconnect, spending on advertising is on the rise—around the globe and across media types. TV, newspapers, radio, outdoor, Internet, and cinema all saw an increase in ad spend in the beginning of 2012 compared to last year, according to Nielsen's quarterly Global AdView Pulse report. Though TV continues to attract the majority of advertising dollars, Internet advertising saw the biggest increases, with advertisers spending 12.1 percent more in Q1 2012 than one year prior. During that time, ad spend overall increased 3.1 percent globally.



MEDIA -- % CHANGE YEAR ON YEAR



Across the regions, the findings are markedly different as each media has taken root and evolved uniquely.

**Television**

Dollars devoted to TV advertising grew 4 percent in North America, second only to outdoor, and 7.5 percent in Latin America. In the Middle East and Africa, TV ad spend grew a whopping 33.8 percent.

**Internet**

Online ad spend was a bright spot for the industry, with growth around the globe. Growth was particularly notable in Europe (12.1%), Latin America (31.8%) and the Middle East & Africa (35.2%).

**Print (Magazines and Newspapers)**

Magazines saw a minor decline compared to last year, but newspapers grew 3.1 percent. In Latin America and Asia Pacific, both media grew—7.6 percent and 10.3 percent, respectively in Latin America, and 3.6 percent and 5.4 percent, respectively in Asia Pacific. North America saw nominal declines in print ad spend.

**Radio**

Radio saw increases in every region around the globe, including a 2.6 percent increase in North America and 2.8 percent in Europe. In emerging markets in Latin America and Middle East and Africa, those increases were much higher. Radio grew 18 percent in Latin America and 21.1 percent in the Middle East and Africa.

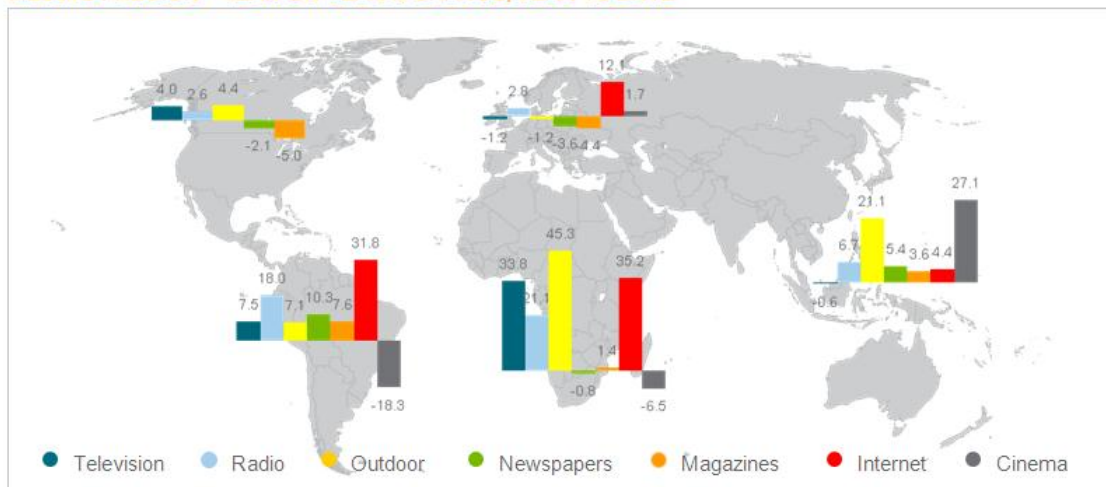
**Cinema**

In Asia Pacific, cinema grew 27.1 percent, offsetting the declines seen in Latin America and the Middle East and Africa.

**Outdoor**

Still a nascent industry, outdoor is growing rapidly. In the past quarter, outdoor ad spend increased 6.4 percent globally. This included gains of 4.4 percent in North America, 45.3 percent in the Middle East and Africa and 21.1 percent in Asia Pacific. Only Europe experienced a decline (1.2%).

**MEDIA BY REGION – YEAR-ON-YEAR % CHANGE, YEAR TO DATE**



## Methodology

The external data sources for the other countries included in the report are:

- Argentina: IBOPE
- Brazil: IBOPE
- Croatia: Nielsen in association with Ipsos
- Egypt: PARC (Pan Arab Research Centre)
- France: Yacast
- Greece: Media Services
- Hong Kong: admanGo
- Japan: Nihon Daily Tsushinsha
- Kuwait: PARC (Pan Arab Research Centre)
- Lebanon: PARC (Pan Arab Research Centre)
- Mexico: IBOPE
- Pan-Arab Media: PARC (Pan Arab Research Centre)
- Portugal: Mediamonitor
- Saudi Arabia: PARC (Pan Arab Research Centre)
- Spain: Arce Media
- Switzerland: Nielsen in association with Media Focus
- UAE: PARC (Pan Arab Research Centre)

**Source:** <http://blog.nielsen.com/nielsenwire/global/global-internet-ad-spend-sees-double-digit-growth-outpaces-other-media/>

## 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

