

Gallopedia

From **Gilani Research Foundation**

August 2012, issue # **237***

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



Topic of the week: (Click for details)

INSIDE THIS ISSUE

THIS WEEK'S REPORT CONSISTS OF **31**
NATIONAL & MULTI COUNTRY SURVEYS. **16**
POLLING ORGANIZATIONS HAVE BEEN
REPRESENTED.

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



Pg **3** **Africa** zone
this week- **01** national poll



Pg **3** **Euro Americas** zone
this week- **23** national polls



Cyber World – 01 Poll

Topic of the week-

Pg **9** **Environmentally Friendly Purchases Heat Up in Emerging Markets, Despite Discontent over High Prices**



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

237-1 **Opposition Favors Armed International Intervention, Rejects China, Russia and Iran** (Click for Details)

(Syria) Respondents exhibited support for a range of international armed intervention measures, with the most support going to actions that would not involve an international presence on the ground. Measures that would require only air power and air strike support scored the highest, including the imposition of a no-fly zone (average 6.35 on a scale of one to seven, seven being the strongest agreement), the establishment of humanitarian corridors (6.25 average) and armament training to the FSA (6.25 average). A small but not insignificant minority (15 percent) said they believed there should be no military intervention whatsoever. Given security considerations, the survey was conducted electronically using a referral, or “snowball” method, rather than through strictly random selection of respondents as would be done in a public opinion poll. To achieve broader representation, five different individuals were used to initiate the referral chain, ultimately reaching a sample of 1,168 opposition members, approximately 315 of whom were actually inside Syria. (IRI) August 17, 2012

2.5 Foreign Affairs & Security » Regional Conflicts/ Issues

2.7 Foreign Affairs & Security » Muslim World

237-2 **Opinion Briefing: Libyans Eye New Relations With the West** (Click for Details)

(Libya) As Libya faces enormous challenges in establishing security and laying the groundwork for a stable and prosperous state, Gallup surveys show Libyans are reaching out to the West for increased partnership. The U.S. in particular has an excellent opportunity to build a mutually beneficial, productive relationship with Libya for the first time in decades and could potentially find itself with a new, democratic ally in North Africa. A majority of Libyans (54%) surveyed in March and April 2012 approve of the leadership of the U.S. -- among the highest approval Gallup has ever recorded in the Middle East and North Africa region, outside of Israel. (Gallup USA)

August 13, 2012

2.6 Foreign Affairs & Security » US image

2.7 Foreign Affairs & Security » Muslim World



► WEST ASIA

237-3 **Pakistanis Perceptions on their Successes and Failures since independence 65 years ago** (Click for Details)

(Pakistan) According to a recent survey carried out by Gallup Pakistan, majority considers Pakistan's nuclear capability as the most important achievement while economic mismanagement is seen as key failure in 65 year history. (Gallup Pakistan)

August 13, 2012



1.2 Domestic Politics » Performance Ratings

237-4 **Threats faced by the Nation today** (Click for Details)

(Pakistan) According to a recent survey carried out by Gallup Pakistan, Pakistanis are divided on whether threat to nation comes principally from 'internal' or 'external' sources. 40% fear internal threats and a higher proportion at 51% fear external threats. (Gallup Pakistan)

August 16, 2012

1.5 Domestic Politics » National Image/ Trust



Africa zone

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

► **SUB-SAHARAN AFRICA**

237-5 **Most Nigerians not aware of the call for a Sovereign National Conference** (Click for Details)

(Nigeria) A recent snap poll conducted by NOI Polls Limited has revealed that most Nigerians are not aware of the call for the convocation of a Sovereign National Conference (SNC). Given the attention gathered by the issue in the media, and particularly in recent times, the poll sought the views of over 1000 Nigerians regarding the level of awareness and support for the issue of SNC. Surprising, it was found that nearly 9 in 10 (88%) respondents were not aware of the call to constitute a sovereign national conference. (NOI Polls)



May 2012

1.3 Domestic Politics » Governance



Euro Americas zone

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

EUROPE

► **EAST EUROPE**

237-6 **Russians are Tired of Being Scared of the Crisis** (Click for Details)

(Russia) Over half of Russians (56%) believe that the second wave of the crisis is bound to happen. Every eighth respondent (13%) holds an opposite opinion. Despite the fact that the public's pessimistic outlook is four times more common than the nation's optimistic views on the subject, Russians now feel generally more relaxed when it comes to possible consequences of the crisis. The share of those who expect mass layoffs, salary cuts or a dramatic jump in prices of essential commodities has decreased substantially. (ROMIR)

August 13, 2012

3.1 Economy » Perceptions on Performance/ Well-Being



237-7 **Russians and The Mass Media** (Click for Details)

(Russia) A recent survey shows that the most popular source of information for Russians is still television: central television - 98% of Russians; regional television -- 88%. This is followed by print media (central - 70%, local - 68%). The third popular source of information is the Internet (59%), followed by radio (central - 53%, regional - 46%). Rarer Russians get information from foreign media (26%). (Russian Public Opinion Research Center)

August 02, 2012

[4.6 Society » Media/ New Media](#)

237-8 **Conflict In Syria: What Russia Should Do** (Click for Details)

(Russia) Forty-four percent of Russians follow the situation in Syria. Most of those who put attention to the conflict are elderly respondents (56%), supporters of A Just Russia (52%) and CPRF (54%) parties. Fifty-two percent of respondents are not interested to know what is happening in Syria; they are basically young respondents (62%). (Russian Public Opinion Research Center)

July 27, 2012

[2.5 Foreign Affairs & Security » Regional Conflicts/ Issues](#)

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

237-9 **Russian Opinion On Flooding In Krymsk** (Click for Details)

(Russia) The flood in Krasnodar region had a wide public response: 95% of Russians, to one degree or another, are informed about the tragedy including 62% of those who are well informed and 33% of those who are generally informed. Those who are best informed are Russians aged above 45 (66%), residents of million cities (69%) and middle cities (67%). Less informed are young Russians (44%). Only 5% of respondents have heard about the tragedy for the first time during the poll. (Russian Public Opinion Research Center)

July 19, 2012

[4.14 Society » Environment/ Disasters](#)

237-10 **Smolensk Crash And Belief In Assassination Theory** (Click for Details)

(Russia) In April, two years have passed since the Smolensk air crash in which president Lech Kaczyński and 95 other people died, among them many politicians. They were going to commemorate the 70th anniversary of the Katyń mass murder. In spite of the actions taken to investigate this incident (e.g. published findings of the government commission chaired by Jerzy Miller), there are still doubts and speculations about the causes of this crash. In public discourse there is an assassination theory, according to which the crash was caused by an explosion close to the ground. (CBOS)

June 2012

[1.5 Domestic Politics » National Image/ Trust](#)

[1.6 Domestic Politics » National History](#)

► WEST EUROPE

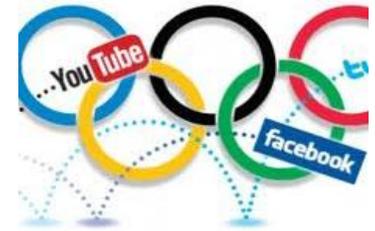
237-11 **The 'Socialympics' Ignites London** ([Click for Details](#))

(UK) Since the Opening Ceremony of London 2012, the world has embraced Olympic fever. Research revealed that there were more tweets about the Olympics on that single day than during the entire duration of Beijing 2008. The unprecedented social following of the Games is reflected in 67% of UK adults using Social Media to follow the Olympic Games live. (Nielson)

August 15, 2012

[4.15 Society » Sports](#)

[4.6 Society » Media/ New Media](#)



237-12 **Britons surprised by how Olympics brought country together** ([Click for Details](#))

(UK) Most Britons are surprised by how much the Olympic Games has brought the country together (67%), and 58% think it will have a lasting positive impact on British society, according to new research for thinktank British Future. (Ipsos Mori)

August 19, 2012

[4.15 Society » Sports](#)

237-13 **Job security continues to improve** ([Click for Details](#))

(UK) The latest YouGov UK Household Economic Activity Tracker (HEAT) has found that household activity has dropped back in August amid intensifying pessimism about household finances and the property market, while Britons' feelings on job security actually continue to improve. (YouGov)

August 16, 2012

[3.3 Economy » Employment Issues](#)

237-14 **MPs: not paid enough?** ([Click for Details](#))

(UK) The majority of the British public feel that MPs in this country are already paid too much, compared to just one in twenty who think MPs are paid too little, amid continuing discussion in light of the recent suggestion made by former Labour spin doctor Alastair Campbell that British Members of Parliament should be paid more for the work they do. (YouGov)

August 15, 2012

[4.4 Society » Civil Society](#)

237-15 **Animosity Towards European Union Continues in Britain** ([Click for Details](#))

(UK) People in Britain continue to believe that the European Union (EU) has been harmful for their country, and almost half would vote to take the United Kingdom out of the continental group, a new Angus Reid Public Opinion poll has found. (Angus Reid)

August 14, 2012

[2.8 Foreign Affairs & Security » International / Regional Organizations](#)

237-16 **Labour Still Ahead, No Olympic Bounce for Tories in Britain** ([Click for Details](#))

(UK) While public support for the Labour Party has dropped since June, the party still enjoys a comfortable lead in Britain, a new Angus Reid Public Opinion poll has found. The approval rating for Deputy Prime Minister Nick



Clegg hit an all-time low of 19 per cent. ([Angus Reid](#))

August 17, 2012

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

237-17 **Dutch split on EU budget goal before vote** ([Click for Details](#))

(EU) Dutch voters are split over whether the government should stick to its EU budget target as the country heads for an election on September 12 dominated by the euro sovereign debt crisis and austerity measures, an opinion poll published on Sunday showed. ([Maurice de Hond](#))

August 19, 2012

[2.8 Foreign Affairs & Security](#) » [International / Regional Organizations](#)



AMERICAS

► NORTH AMERICA

237-18 **Voter Engagement Down Slightly From Last Two Elections** ([Click for Details](#))

(USA) Sixty-four percent of Americans say they have given quite a lot of thought to the 2012 presidential election, a slightly lower percentage than Gallup measured in July of 2004 and 2008. But Americans are much more engaged in the current election than in the 2000 election. ([Gallup USA](#))

August 13, 2012

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

237-19 **How The Presidential Candidates Use The Web And Social Media** ([Click for Details](#))

A new study of how the campaigns are using digital tools to talk directly with voters-bypassing the filter of traditional media-finds that the Obama campaign posted nearly four times as much content as the Romney campaign and was active on nearly twice as many platforms. ([Pew Research Center](#))

August 15, 2012

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

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

237-20 **Americans Continue to Give Obama Low Marks on the Economy**

([Click for Details](#))

Three months before the election, President Barack Obama gets good marks from Americans for his handling of terrorism, fair marks for education and foreign affairs, but poor marks on immigration and three big economic issues: the federal budget deficit, creating jobs, and the economy generally.

([Gallup USA](#))

August 16, 2012

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



237-21 **U.S. Satisfaction Levels Remain Depressed** ([Click for Details](#))

(USA) Twenty-three percent of Americans say they are satisfied with the way things are going in the United States, with 75% dissatisfied. That is the same as the average for 2012 to date, and indicates that last month's slightly higher 28% satisfaction rating was not the beginning of sustained improvement. ([Gallup USA](#))

August 15, 2012

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

237-22 Congress Approval Ties All-Time Low at 10% (Click for Details)

Ten percent of Americans in August approve of the job Congress is doing, tying last February's reading as the lowest in Gallup's 38-year history of this measure. Eighty-three percent disapprove of the way Congress is doing its job. (Gallup USA)

August 14, 2012

[1.2 Domestic Politics » Performance Ratings](#)

[1.3 Domestic Politics » Governance](#)

237-23 U.S. Economic Confidence Remains Lower (Click for Details)

Gallup's Economic Confidence Index was -27 for the week ending Aug. 12, similar to the -26 the week prior and little changed from the previous eight weeks, during which it has hovered within a narrow range of -29 to -23. (Gallup USA)

August 14, 2012

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

237-24 Further Decline in Credibility Ratings for Most News Organizations (Click for Details)

For the second time in a decade, the believability ratings for major news organizations have suffered broad-based declines. In the new survey, positive believability ratings have fallen significantly for nine of 13 news organizations tested. This follows a similar downturn in positive believability ratings that occurred between 2002 and 2004. (Pew Research Center)

August 16, 2012

[4.6 Society » Media/ New Media](#)

237-25 Americans Rate Computer Industry Best, Oil and Gas Worst

(Click for Details)

Americans continue to give the computer industry the most positive ratings out of 25 business and industry sectors tested, with the restaurant industry in second place. The oil and gas industry and the federal government have the least positive images, as they did last year. (Gallup USA)

August 16, 2012

[3.8 Economy » Enterprise/ Investments](#)

**237-26 Majority in U.S. Drink Alcohol, Averaging Four Drinks a Week** (Click for Details)

Americans' drinking habits held steady in the past year, with 66% saying they consume alcohol and drinkers consuming just over four alcoholic drinks per week, on average. Beer continues to be Americans' preferred drink, although wine remains a close second, with liquor favored by 22%. (Gallup USA)

August 17, 2012

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

237-27 Romney Gains, Obama Drops in United States Presidential Race (Click for Details)

(USA) Republican challenger Mitt Romney is now ahead of Democratic incumbent Barack Obama in the United States presidential race, a new Angus Reid Public Opinion poll has found. This month, the president is not the top choice for independent voters and his lead among women has dwindled. (Angus Reid)

August 16, 2012

[1.2 Domestic Politics » Performance Ratings](#)

[1.4 Domestic Politics » Political Parties](#)

► AUSTRALASIA

237-28 **Consumer Satisfaction with Banks well ahead of Business Customers** [\(Click for Details\)](#)

(Australia) Consumers' satisfaction with the big four banks increased in July by a very marginal 0.1% points to 76.1%. The significance of this was that it was the first positive movement since January 2012 and is still well ahead of the 63.8% satisfaction level of Business customers. These are the latest findings of the July 2012 Roy Morgan Research 'Customer Satisfaction — Consumer Banking in Australia' and 'Business Banking Satisfaction' reports. (Roy Morgan)

August 21, 2012

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



► MULTI-COUNTRY SURVEYS

237-29 **Glittering future for Champagne and sparkling wines** [\(Click for Details\)](#)

Despite the challenging economic environment, consumers are still keen to indulge their taste for the finer things in life, according to new research released today by TNS. The Commitment Economy, an independent global survey of over 39,000 people in 17 markets, reveals that a combination of increased spending among current sparkling wine drinkers and new drinkers in the developing world is presenting manufacturers with an opportunity to entice consumers away from traditional alcohol favorites. (TNS)

August 15, 2012

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

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

237-30 **Environmentally Friendly Purchases Heat Up in Emerging Markets, Despite Discontent over High Prices** [\(Click for Details\)](#)

Purchases of environmentally protective products have grown significantly in two of the world's leading markets – China and Brazil; but the widespread perception that these products are too expensive may be blocking deeper adoption. These are just two key findings from new Green Gauge® Global research just released by GfK. (GfK)

August 15, 2012

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

► CYBER WORLD

237-31 **Internet Use in Poland** [\(Click for Details\)](#)

In the previous decade, internet use increased very fast. At present, the majority of adult Poles (56%) use the internet regularly, i.e. at least once a week. The proportion is the same as a year ago. It is to be expected that the increase in the number of internet users will now be gradual, rather than tidal, as was the case in the previous decade. Internet use is strongly determined by age and education. (CBOS)

June 2012

[3.12 Economy » IT & Telecom](#)



Topic of the week:

Environmentally Friendly Purchases Heat Up in Emerging Markets, Despite Discontent over High Prices

- 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.

August 15, 2012

New Green Gauge® Global research from GfK captures environmental attitudes and behaviors in 25 key markets

New York, NY— Purchases of environmentally protective products have grown significantly in two of the world's leading markets – China and Brazil; but the widespread perception that these products are too expensive may be blocking deeper adoption.



These are just two key findings from new Green Gauge® Global research just released by GfK. Now in its third year, the study incorporates interviews with over 35,000 consumers in 25 key markets about their environmental attitudes and behaviors.

According to the new research, the proportions of consumers who factor environmental protection into their purchase decisions grew 6 percentage points in China and 5 points in Brazil, compared to 2011. Mexico and South Africa also recorded significant increases in the past year.

Yet 6 in 10 consumers globally feel that environmentally friendly product alternatives are too expensive – roughly the same proportion found in 2011. In fact, this sentiment is on the rise in some of the same nations where green buying increased – such as China (up 5 percentage points) and South Africa (up 7 points).



"On a global basis, it seems as if buying green leads naturally to concerns that one is paying too much," said Timothy Kenyon, director of the GfK Green Gauge Global study at GfK. "Knowing this, green-friendly companies entering new markets should be attuned to price concerns from the start – pricing products competitively to win loyal customers. Our research suggests that, with careful marketing, growth in the green market will sustain in key countries for years to come."

Green Gauge Global also tracks consumer segments defined by environment-related beliefs and behaviors. Glamour Greens, who have an average level of environmental concern but see a green lifestyle as a status indicator, now amount to 30% of consumers globally. The Jaded segment – skeptics who feel green issues are less important – grew by 2 points globally since last year, now representing 23% of all consumers.

Page 9 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.

***Archives:** Gilani's Gallopedia has been compiled on a weekly basis since January 2007. Previous material is available upon request. Please contact sara.salam@gilanifoundation.com

Other key segments tracked in GGG research include Green inDeeds – people who show the highest concern for the environment and are the most likely to take the environment into account when buying products – and Carbon Cultured, who have higher environmental awareness but can lag in their behaviors. Lastly are the Green in Need – people have the desire, but lack the tools and know-how, to be more green.

For each of the 25 markets, GGG studies cover such essential topics as:

- concerns over pollution and global warming
- attitudes towards companies and governments on the topic of environmental protection
- barriers to green living, such as knowledge and time
- attitudes toward green products, including perceptions of quality, costliness, and social acceptability
- green behaviors, including how often consumers recycle, conserve resources, and talk to others about environmental issues



The markets covered by Green Gauge Global are Argentina, Australia, Brazil, Canada, China, Czech Republic, Egypt, France, Germany, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, South Africa, South Korea, Spain, Sweden, Taiwan, Thailand, Turkey, UK, and the USA.

Source: http://www.gfk.com/group/press_information/press_releases/010176/index.en.html

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

