

# Gallopedia

From **Gilani Research Foundation**

**November** 2012, issue # **248\***

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. **09**  
POLLING ORGANIZATIONS HAVE BEEN  
REPRESENTED.

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



Pg **2** **Africa** zone  
this week- **01** national poll



Pg **3** **Euro Americas** zone  
this week- **20** national polls  
**Cyber World – 02** Polls



Pg **7** **Topic of the week-**  
**Most Nigerians Want  
Better Service Quality  
And Price Tariffs**



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

### ► WEST ASIA

#### 248-1 Majority of Pakistanis is Fearful and Apprehensive about Insurgency in Baluchistan (Click for Details)

(Pakistan) According to a recent survey a majority (65%) of Pakistanis is fearful and apprehensive about insurgency in Baluchistan. (Gallup Pakistan)

November 01, 2012

1.3 Domestic Politics » Governance

4.12 Society » Crime



### ► NORTHEAST ASIA



#### 248-2 China Outpaces India for Women in the Workforce (Multi-country surveys) (Click for Details)

(China) Chinese women are taking part in their country's labor force in vastly greater numbers than Indian women are, according to Gallup surveys between 2009 and 2012. Overall, 70% of Chinese women are either employed in some capacity or seeking employment, vs. 25% of Indian women. (Gallup USA)

November 2, 2012

3.3 Economy » Employment Issues

4.5 Society » Gender Issues



## Africa zone

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

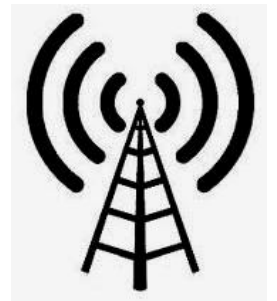
### ► SUB-SAHARAN AFRICA

#### 248-3 Most Nigerians Want Better Service Quality And Price Tariffs (Click for Details)

(Nigeria) In a recent snap poll conducted by NOI Polls on the perception of the Mobile Networks Operators' service across the country, results from the snap poll revealed that the majority of respondents (45%) use dual lines, while the minority (26%) either use a line or multiple lines (29%:more than 2 lines). (NOI)

November 2, 2012

3.12 Economy » IT & Telecom





## Euro Americas zone

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

### EUROPE

#### ► WEST EUROPE

248-4 **Few Britons Expect Coalition Governments to Become the Norm** (Click for Details)

(UK) As the current UK Government approaches the halfway point of its five-year term, many Britons believe that this type of arrangement will be uncommon in the future, a new Angus Reid Public Opinion poll has found.

(Angus Reid)

November 01, 2012

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



248-5 **Majority of Scots support lowering the drink drive limit** (Click for Details)

(Scotland) On the day that MSPs debate proposals to lower drink drive limits in Scotland, our poll reveals that a majority of the public support a reduction of those limits. (Ipsos Mori)

November 01, 2012

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

248-6 **Communications Data Bill** (Click for Details)

(UK) Half of the public think Communications Data Bill is poor value for money and a strong majority says they do not trust that the data about internet use will be kept secure, according to a YouGov survey commissioned by Big Brother Watch.

(YouGov)

October 31, 2012

[3.12 Economy](#) » [IT & Telecom](#)

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



248-7 **US Election Polls (Multi-country survey)** (Click for Details)

A YouGov survey of seven European countries showed that if the election was held here, Obama would receive over 90 per cent of the vote in each country, including 91 per cent in Britain. (YouGov)

November 1, 2012

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

[2.6 Foreign Affairs & Security](#) » [US image](#)

248-8 **Women in Boardrooms (Multi-country study)** (Click for Details)

(UK) YouGov's EuroTrack survey, a multi-country study tracking public opinion in the UK, Germany, France, Denmark, Finland, Sweden and Norway, reveals that a plurality of people in all the countries surveyed, except for France, are against a law being introduced in their country that would compel companies to have a minimum amount of women on their board of directors. (YouGov)

November 01, 2012

[4.5 Society](#) » [Gender Issues](#)

## AMERICAS

### ► NORTH AMERICA

248-9 **Obama Gains Edge in Campaign's Final Days** ([Click for Details](#))

(USA) Barack Obama has edged ahead of Mitt Romney in the final days of the presidential campaign. In the Pew Research Center's election weekend survey, Obama holds a 48% to 45% lead over Romney among likely voters. ([Gallup USA](#))

November 4, 2012

[1.2 Domestic Politics » Performance Ratings](#)

[1.4 Domestic Politics » Political Parties](#)

248-10 **Obama Ahead in 10-Point Favorability Measure, 62% to 55%** ([Click for Details](#))

Majorities of Americans hold generally favorable views of President Barack Obama and Republican presidential nominee Mitt Romney, using Gallup's historical 10-point "scalometer" question. In the poll, conducted Oct. 27-28 -- before Hurricane Sandy struck the Eastern seaboard -- 62% of national adults rated Obama positively and 55% rated Romney that way. Among registered voters, it was slightly closer: 60% for Obama and 56% for Romney. ([Gallup USA](#))

November 1, 2012

[1.2 Domestic Politics » Performance Ratings](#)

[1.4 Domestic Politics » Political Parties](#)



248-11 **U.S. Voter Turnout Will Likely Fall Short of 2004, 2008** ([Click for Details](#))

(USA) Key Gallup indicators of voter turnout, collected prior to superstorm Sandy, suggest voter turnout will fall short of what it was in 2004 and 2008. U.S. registered voters report giving less thought to the election, and are less likely to rate their chance of voting as a "10" on a 10-point scale, than in 2004 and 2008, two higher-turnout elections. However, the 2012 figures are higher than in 1996 and 2000, two lower-turnout elections. ([Gallup USA](#))

October 30, 2012

[1.1 Domestic Politics » Elections](#)

248-12 **Economy Is Dominant Issue for Americans as Election Nears** ([Click for Details](#))

The "economy in general" ranks No. 1 on Gallup's Most Important Problem list in October, with 37% of Americans saying it is the top issue facing the country. This is up from 29% in September and exceeds unemployment, in second place at 26%. Mentions of unemployment are down this month from 32% in September, likely reflecting the recent decline in the government's jobless rate to 7.8%. ([Gallup USA](#))

October 22, 2012

[1.1 Domestic Politics » Elections](#)

[3.7 Economy » Infrastructure](#)



248-13 **Winning The Media Campaign 2012** ([Click for Details](#))

From the conventions to the eve of the final presidential debate, Barack Obama and Mitt Romney have both received more negative than positive coverage from the news media, though overall Obama has had an edge, according to a new study. ([Pew Research Center](#))

November 2, 2012

[1.1 Domestic Politics » Elections](#)

[1.4 Domestic Politics » Political Parties](#)

[4.6 Society » Media/ New Media](#)

248-14 **Half of Voters Say Obama or Romney Embodies Their Views** ([Click for Details](#))

Slightly over half of U.S. voters have the same ideological views as either Democratic President Barack Obama or Republican challenger Mitt Romney (50%), or both (4%), while 17% perceive both Obama and Romney as more liberal than they are, and 11% perceive both candidates as more conservative than they are. ([Gallup USA](#))



November 2, 2012

[1.1 Domestic Politics » Elections](#)

[1.4 Domestic Politics » Political Parties](#)

248-15 **Nonvoters: Who They Are, What They Think** ([Click for Details](#))

In the final days before Tuesday's election, most of the focus will be on those likely to cast votes. But a sizable minority of adults choose not to vote or are unable to vote. By their absence, they also will affect the outcome. Nonvoters are numerous; in 2008, they constituted about 43% of the voting age population. ([Pew Research Center](#))

November 1, 2012

[1.1 Domestic Politics » Elections](#)

248-16 **U.S. Upper-Income Spending Slips in October** ([Click for Details](#))

([USA](#)) Upper-income consumers in the U.S. held back on spending in October, reporting a daily spending average of \$116, down from \$126 in September, and the lowest monthly average since June. The decline came despite the typical bump in spending for Halloween and preparations for superstorm Sandy in the Northeast. The monthly average for October excludes Oct. 29 and Oct. 30 -- two days during which business came to a standstill in many communities in the Northeast as the storm arrived. ([Gallup USA](#))

November 2, 2012

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

248-17 **Latinos Express Growing Confidence In Personal Finances, Nation's Direction** ([Click for Details](#))

Hispanics have grown more satisfied with the nation's direction and more confident in their finances since 2011, according to a new survey from the Pew Hispanic Center, a project of the Pew Research Center. ([Pew Research Center](#))

November 2, 2012

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

248-18 **U.S. Payroll to Population Rate at 45.7% in October** ([Click for Details](#))

The U.S. Payroll to Population employment rate (P2P), as measured by Gallup, was 45.7% for the month of October, up from 45.1% in September, and reflecting the highest percentage of Americans with good jobs since Gallup began Daily tracking of U.S. employment in 2010. ([Gallup USA](#))

November 2, 2012

[3.3 Economy » Employment Issues](#)

► **AUSTRALASIA**

248-19 **Australians Divided On Reducing Blood Alcohol Limit** (Click for Details)

(Australia) New research shows Australians are evenly divided on whether reducing the legal blood alcohol limit to 0.02% (from the current 0.05%) would save more lives on Australian roads. 48% of Australians say “Yes, more lives would be saved on Australian roads” compared to 49% that say “No, more lives will not be saved” according to a special Roy Morgan telephone poll conducted in late September. (Roy Morgan)

November 2, 2012

4.7 Society » Morality, Values & Customs / Lifestyle

4.11 Society » Health



► **MULTI-COUNTRY SURVEYS**

248-20 **Many Worldwide See Communities as Good for Immigrants** (Click for Details)

Nearly half of adults worldwide (47%) see their communities as good places for immigrants to live, but this belief varies widely across the 146 countries Gallup surveyed in 2011. Residents of countries in Europe, the Americas, and sub-Saharan Africa tend to view their communities as good locales for immigrants, while residents of countries in Asia and the Middle East and North Africa are more likely to view their communities as bad places. (Gallup USA)

October 30, 2012

4.8 Society » Immigration/Refugees



248-21 **Global Consumer Confidence Increases One Point to 92** (Click for Details)

Global consumer confidence increased one index point to 92 in Q3 2012, and is up four index points from the same period the previous year (Q3 2011), according to global consumer confidence findings from Nielsen, a leading global provider of information and insights into what consumers watch and buy. (Nielsen)

October 30, 2012

3.2 Economy » Consumer Confidence/Protection

► **CYBER WORLD**

248-22 **Online Political Videos and Campaign 2012** (Click for Details)

(USA) 55% of registered voters have watched political videos online this election season. The Pew Research Center asked about six different types of political videos and found that, among registered voters who use the internet. (Pew Research Center)

November 02, 2012

1.1 Domestic Politics » Elections

4.6 Society » Media/ New Media

248-23 **How Teens Do Research in the Digital World** (Click for Details)

The teachers who instruct the most advanced American secondary school students render mixed verdicts about students’ research habits and the impact of technology



on their studies. Some 77% of advanced placement (AP) and National Writing Project (NWP) teachers surveyed say that the internet and digital search tools have had a “mostly positive” impact on their students’ research work. (Pew Research Center)

November 01, 2012

4.6 Society » Media/ New Media

4.10 Society » Education

## Topic of the week:

### **Most Nigerians Want Better Service Quality And Price Tariffs**

► 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.

2 November 2012

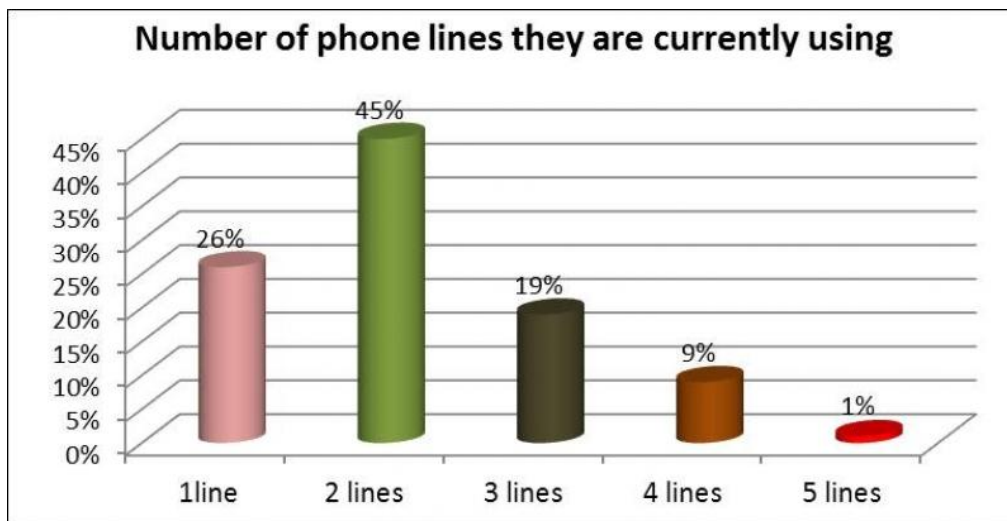


In a recent snap poll conducted by NOI Polls on the perception of the Mobile Networks Operators’ service across the country, results from the snap poll revealed that the majority of respondents (45%) use dual lines, while the minority (26%) either use a line or multiple lines (29%:more than 2 lines). Probing further, the need for dual or multiple lines was essential for the following key



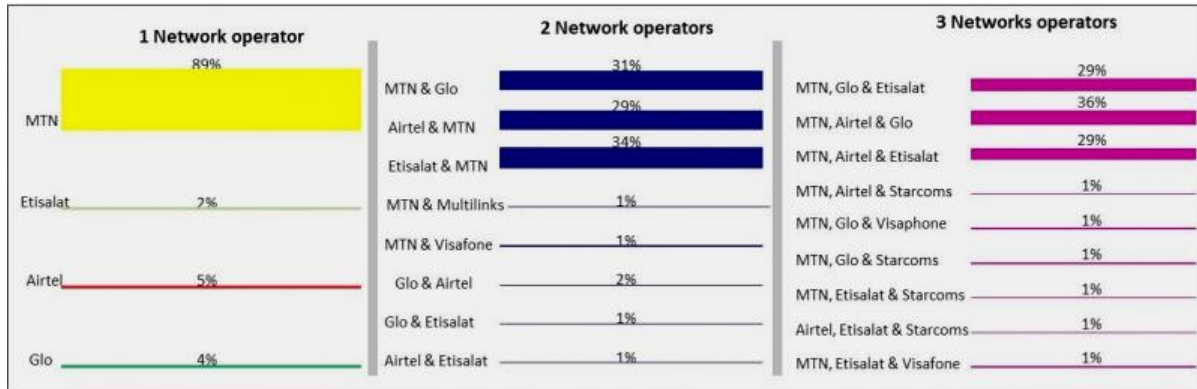
reasons:

- (i) The lack of network reliability on all networks tied to the ease of switching to another line in the event of a network failure
- (ii) Affordable tariffs on competing networks that allow for longer talk time

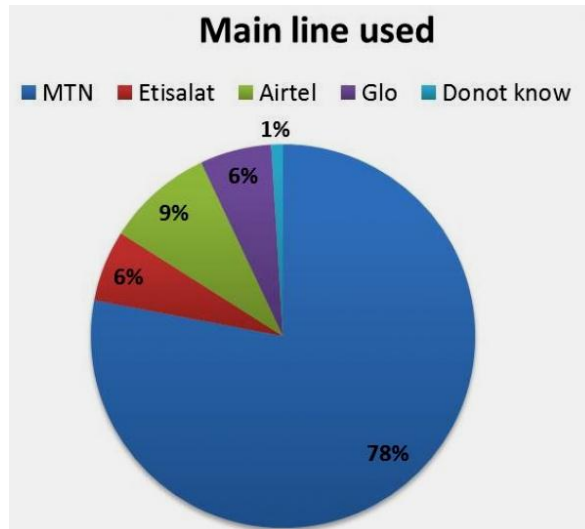


For the respondents that use only one line (26% of the total); MTN clearly leads the market with 89% subscribers and is followed by Airtel 5%, Glo 4% and Etisalat 2%. For majority that use dual lines, majority of this group (34%) use a combination of MTN and Etisalat Lines whilst 31% use MTN and Glo and 29% use

MTN and Airtel Lines. A common thread observed is that most dual and multiple line users always have an MTN line in addition to others. See figure below for results:



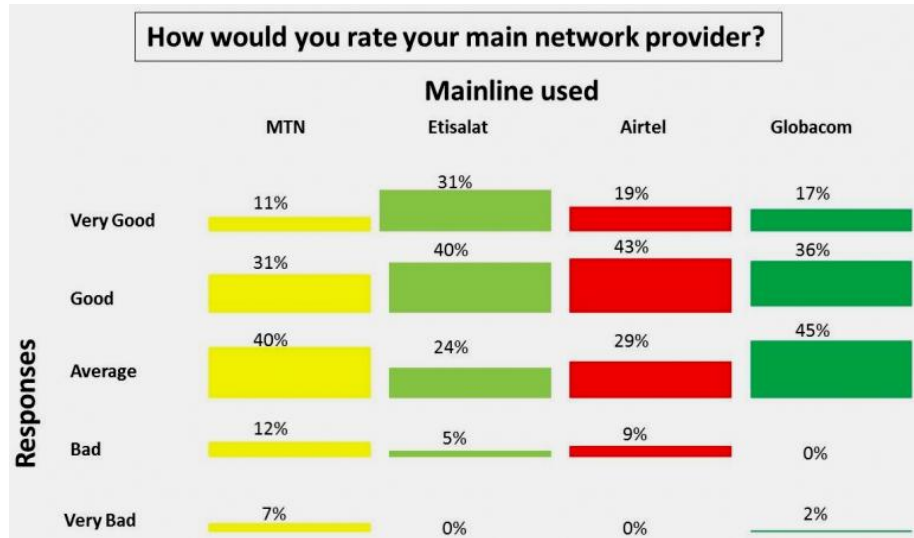
### MOBILE NETWORK OPERATOR FREQUENTLY USED



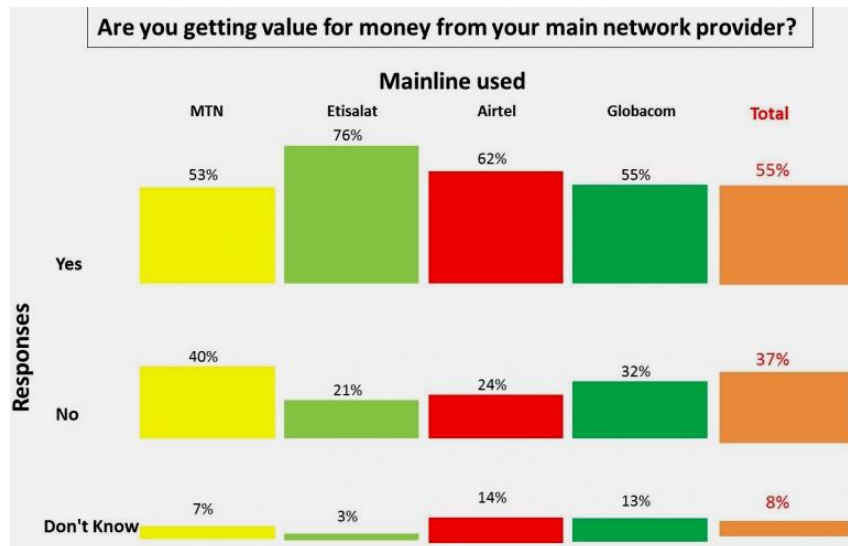
Based on the respondents sampled in this snap poll, a look at the main line used showed MTN as the clear leader with 78% of respondents using the network, 9% use Airtel whilst Glo and Etisalat tie at 6%

### MOBILE NETWORK OPERATORS' RATINGS

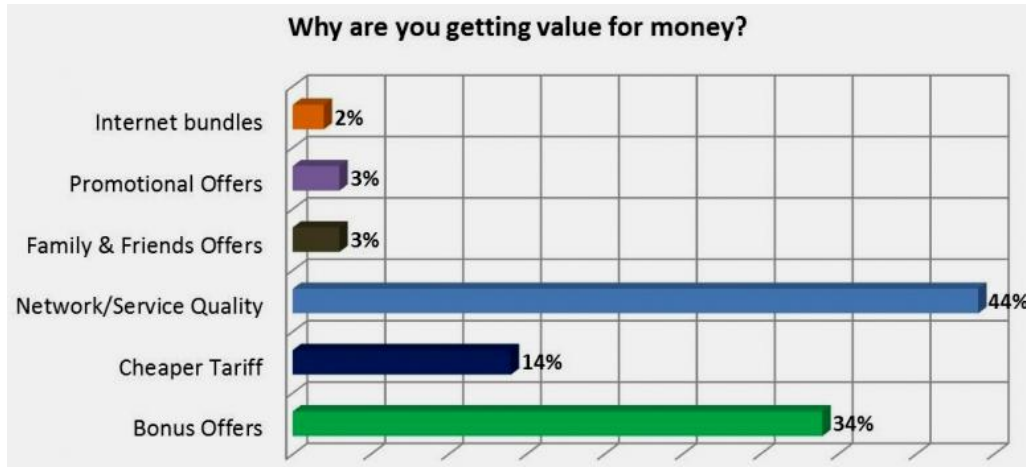
A look at the ratings of the Mobile Network Operators (MNOs) along main lines used shows a majority of subscribers (31%) to the Etisalat Network rating their Network very good versus a majority of MTN subscribers (40%) rating their Network average on performance. Airtel came second with 43% of their subscribers rating their performance as Good whilst a majority of Glo subscribers (45%) rate their Network operator as Average. Results indicate that Etisalat subscribers rate their MNO higher than other subscribers of other MNOs. Again this was tied to perceived value received from the MNOs.



**SUBSCRIBERS' PERCEPTION OF VALUE**



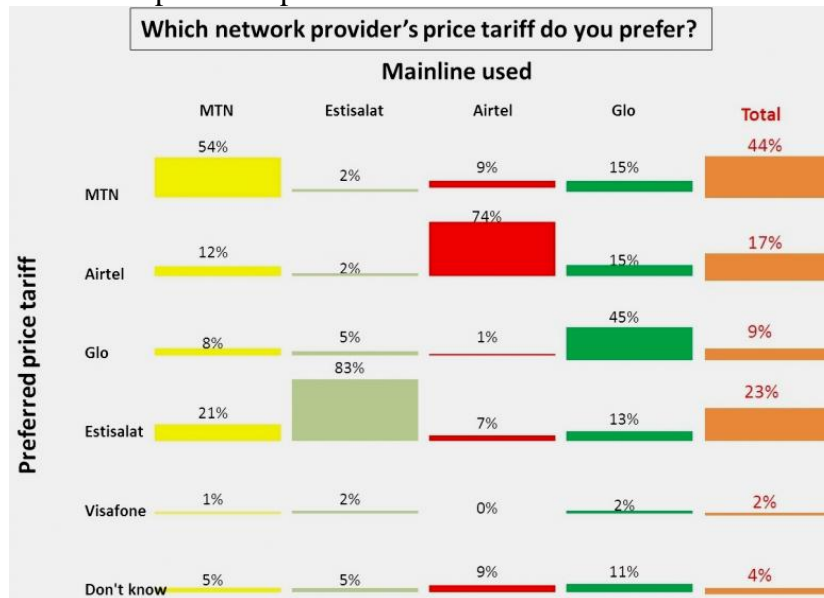
When respondents were asked if they felt they were getting value for money from their main network provider, the majority (55%) expressed satisfaction. Interestingly though, from the respondents that use MTN as their main lines, only 53% affirmed that they were getting for money, while those using Etisalat 76%, Airtel 62% and Glo 55% also answered yes. These results indicate that across the four major GSM network providers, subscribers of Etisalat and Airtel are more of the opinion that they are getting value for their money with Etisalat getting majority nods.



When probed further on what the perception of value represented, subscribers tied value perception to three key indicators: Network/service quality (44%), Bonus Credit tariff offers (34%) and Cheaper tariffs (14%). A key point to note here is that little value is ascribed to promotional offers, internet bundles or family/friends bundles.

### SUBSCRIBERS' PREFERENCE OF MNOS' PRICE TARRIFFS

Respondents were asked about their preferences of price tariffs across the major MNOs; two results were obtained here: first; MTN tariffs are seen as most preferred (44%) with Etisalat coming second (23%) and Airtel third (17%). Second; a cross tabulation methodology was used by comparing the Main lines against other MNOs and their subscribers preferred price tariff.



Results show that 54% of MTN subscribers prefer their network's tariff, however a percentage of their subscribers showed a preference for Etisalat rates (21%), Airtel (12%) and Glo (8%). 13% of Glo subscribers

and 7% of Airtel Subscribers also prefer Etisalat price tariffs. Amazingly 83% of respondents that had Etisalat as their main lines preferred the network's tariff. Airtel also had a large majority of their subscribers preferring their price tariffs and 12% of MTN subscribers preferring their price tariffs. The results from this question buttresses the fact stated earlier in dual line usage that most combinations are the MTN & Etisalat lines.

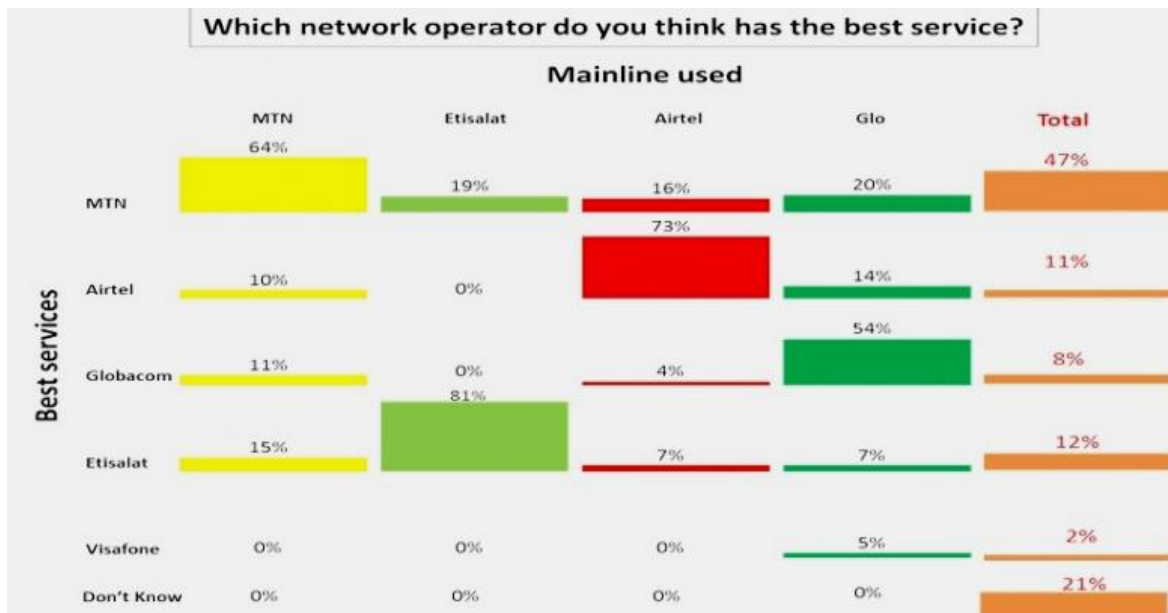
**SUBSCRIBERS' PERCEPTION OF MNOS' QUALITY OF NETWORK SERVICE**

Respondents were asked about their perception of the quality of service (best and worst) across the major networks: two results were obtained here:

For the best service first results; MTN's network service was perceived to be the best with 47% of respondents with Etisalat coming second (12%) and Airtel third (11%). A slight majority (21%) were of the opinion none was. Second; a cross tabulation methodology was used by comparing the Main lines against other MNOs and their subscribers' perceived notion of quality network service.

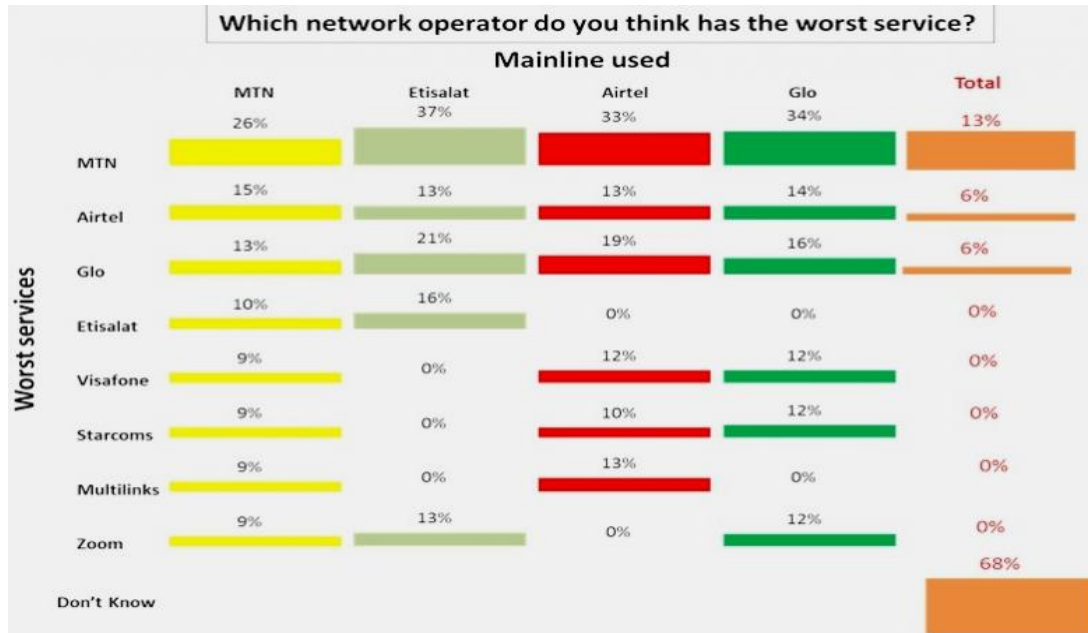
Again a common thread observed shows majority of subscribers (81%) to the Etisalat Network rating their MNO as best service provider and a number of other network subscribers rating Etisalat as the best service provider ; MTN (15%), Airtel (7%) and Glo (7%). Airtel also had a large majority of their subscribers (73%) rating the MNO as the best service provider across the four major networks whilst 10% of MTN , 14% of Glo and 0% of Etisalat rate them as the best service provider.

The figure below displays the results obtained for best service provider;



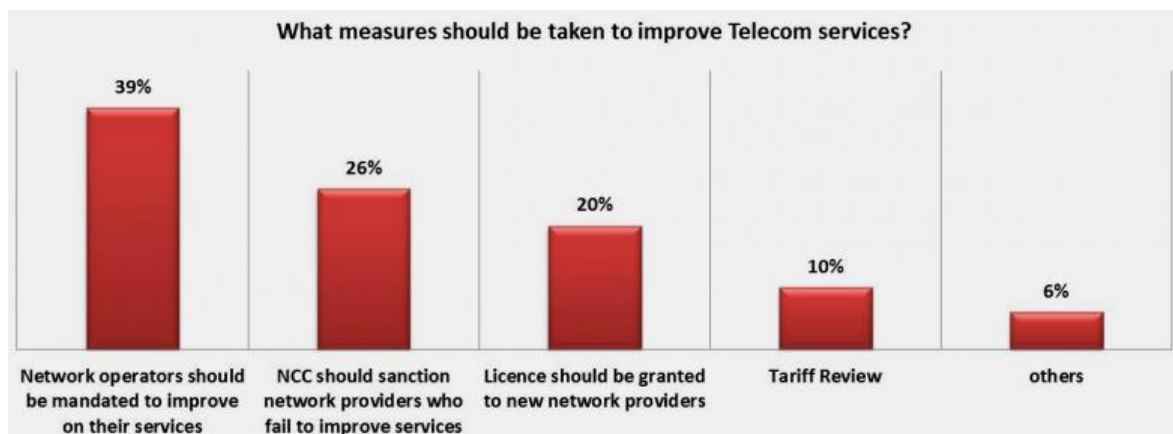
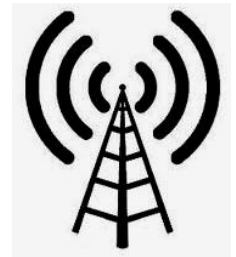
**For the worse service; first results;** MTN's network service was perceived to be the worst with 13% of respondents with Glo and Airtel coming second at (6%). A key point to note is that no respondent noted Etisalat as having the worst service. The majority of respondents (68%) were of were on the fence. **Second;** a cross tabulation methodology was used by comparing the Main lines against other MNOs and their subscribers' perceived notion of quality network service. Most subscribers from other MNOs rated MTN higher as the worst service provider versus their own MNOs. Glo and Airtel subscribers do not think Etisalat

is a bad service provider.  
The figure below displays the results obtained for worst service provider:



### MEASURES TO BE TAKEN

Respondents were asked to suggest different measures to be taken to deter MNOs from rendering poor network service quality; 39% suggested that the MNOs should be mandated to improve and 26% suggested that NCC should sanction those that fail to improve their services. 20% of respondents were of the opinion that introduction of competition may keep the exiting MNOs on their toes. The figure below shows the results:



## CONCLUSION

In conclusion, it is important to reiterate that while the calls were made to conduct the interviews, most of the respondents that either answered their phones or were willing to participate in the poll were MTN subscribers, resulting to a slight skew of the data. Nonetheless, the poll has been able to establish two basic truths that need to be communicated to the mobile telecoms operators and the regulators.

**First, consumers of telecomm services in Nigeria measure value for money and preference for networks by service quality and affordable tariff rates.** Therefore to win the hearts of subscribers, telecoms operators should concentrate their efforts on improving the quality of their service and consider a downward review of the present tariff rates. **Secondly, respondents will like to see telecom regulators showing more firmness in mandating the telecoms operators to improve on the quality of their services, and also move further to sanction operators that are not adhering to service quality standards.**

To obtain the full report of this survey please contact us on [editor@noi-polls.com](mailto:editor@noi-polls.com)

Results are based on a nationwide telephone survey of 758 randomly selected phone-owning adults, aged 18 and older, and conducted from October 19th – 22nd 2012. For results based on this sample size, we can say with 95% confidence that the margin of error is plus or minus 5 percentage points of what they would have been if the entire population had been surveyed.. The margin of error reflects the influencing of data weighting, while question wording and practical difficulties in conducting surveys may introduce error or bias into the findings of public opinion polls.

Source: <http://www.noi-polls.net/>

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## Gilani's Gallopedia (2007-2012)

### A Quantitative Analysis

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

#### KEY STATISTICS

- 1- Number of Surveys (*a selection on key political and social issues*):  $\approx$  6,805 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:  $\approx$  358 during the period 2007-2012

