Gilani's Gallopedia©

Gallopedia

From **Gilani Research Foundation** **July** 2013, issue # **285***

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.

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

Topic of the week: (Click for details)

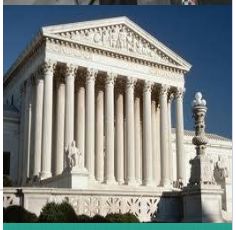
Inside This Issue

This week's report consists of **22** national & multi country surveys. **08** polling organizations have been represented.

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

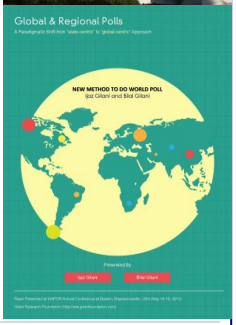
Pg **2** **Euro Americas** zone this *week*- **14** national polls

Cyber World – 04 Polls



Pg **7** **Topic of the week-**

NEW METHOD TO DO WORLD POLL, presented at WAPOR Annual Conference in Boston, May 2013 by Ijaz Gilani & Bilal Gilani



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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Africa zone

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

▶ SUB-SAHARAN AFRICA

285-1 **About 5 in 10 Nigerians bought petrol above N97 per litre in 2nd Quarter of 2013** (Click for Details)

(Nigeria) The second quarter results for the Petrol Pump Price Monitoring Polls conducted by NOI Polls Limited reveals that between April and June 2013 an average of 52 percent adult Nigerians (about 45.2 million Nigerian adults) are still buying petrol above the official pump price of N97 per litre. This marks a 5-point decline from an average of 57 percent in Q1 2013. (NOI)
July 16, 2013
3.4 Economy » Inflation

Euro Americas zone

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

▶ WEST EUROPE

285-2 **Royal Baby Poll** (Click for Details)

(UK) A new Ipsos MORI poll shows that most Britons think Prince William and Kate Middleton's child should have a normal job before taking on royal duties, however, most also think it is impossible for royal children to have a normal upbringing. Meanwhile support for Britain remaining a monarchy remains high and more people think Prince Charles should not give up his right to the throne in favour of Prince William than think he should. (Ipsos MORI)
July 18, 2013
4.4 Society » Family

285-3 **Trade Unions are important but should not be so closely involved in the Labour party** (Click for Details)
(UK) A new Ipsos MORI poll shows that most Britons believe trade unions are essential to protect workers' interests, although many have concerns about their links to the Labour Party. (Ipsos MORI)
July 19, 2013
1.4 Domestic Politics » Political Parties

285-4 **British pubs are changing** (Click for Details)
(UK) Almost everyone (95%) eats in pubs, if only occasionally, and a substantial 38% eat a main meal at a pub at least once a month or more often, finds a new report from YouGov SixthSense. (YouGov)
July 18, 2013

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4.7 Society » Morality, Values & Customs / Lifestyle

285-5 **Bad shopping habits in Northern Ireland risks food poisoning** (Click for Details)

(Ireland) Northern Ireland shoppers are risking their health when packing their food in reusable bags, a new survey by YouGov on behalf of the Food Standards Agency in Northern Ireland has shown. Of those asked, 65% admitted to not keeping a separate reusable shopping bag to use only for raw meat and fish, putting them at risk of food poisoning. (YouGov)
July 19, 2013
4.11 Society » Health

NORTH AMERICA

285-6 **Modest Public Interest in Close of Zimmerman Trial** (Click for Details)
(USA) The final days of the trial of George Zimmerman, which concluded July 13 with a verdict of not guilty, attracted relatively modest public interest overall. In a weekend survey, 26% say they were following news about the trial very closely. (Gallup USA)
July 15, 2013
4.6 Society » Media/ New Media

285-7 **Americans' Approval of Supreme Court near All-Time Low** (Click for Details)

After an important term in which the U.S. Supreme Court made landmark decisions on cases involving voting rights, gay rights, and affirmative action, the institution's approval rating has declined to its lowest level since June 2005. Forty-three percent of Americans now approve of the Supreme Court, down six percentage points from September of last year. Slightly more Americans disapprove of the court (46%) than approve, which has happened only one other time since Gallup first asked this question in 2000. (Gallup USA)
July 19, 2013
4.9 Society » Justice

285-8 **Fewer Blacks in U.S. See Bias in Jobs, Income, and Housing** (Click for Details)
Black Americans are significantly less likely now than they were 20 years ago to cite discrimination as the main reason blacks on average have worse jobs, income, and housing than whites. Today, 37% of blacks say these differences are due to discrimination and 60% say they are caused by something else. In 1993, 44% said such differences were due to discrimination and 48% something else. (Gallup USA)
July 19, 2013
4.13 Society » Social Problems

285-9 **U.S. Satisfaction Inching Back Up** (Click for Details)

Americans' satisfaction with the way things are going in the United States is at 28% in July, similar to the 27% in June, but up from 24% in May. (Gallup USA)
July 18, 2013
3.1 Economy » Perceptions on Performance/ Well-Being
3.2 Economy » Consumer Confidence/Protection

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285-10 **In U.S., 52% of Blacks Unhappy With Societal Treatment** (Click for Details)
(USA) Just prior to the announcement of the verdict in the George Zimmerman trial, Gallup found about half of blacks, 52%, feeling dissatisfied with the way blacks are treated in the U.S. Slightly less, 47%, were satisfied. While tilting negative, these views are significantly better than what Gallup found from 2001 through 2008, before Barack Obama became the first black U.S. president. (Gallup USA)
July 18, 2013
4.13 Society » Social Problems

285-11 **College-Educated Americans Less Engaged in Jobs** (Click for Details)
In the U.S., higher educational attainment is not related to workplace engagement. In fact, American workers with a college or postgraduate degree are slightly less likely than those with a high school diploma or less to be engaged at work. (Gallup USA)
July 18, 2013
3.3 Economy » Employment Issues

285-12 **In U.S., 24% of Young Black Men say Police Dealings Unfair** (Click for Details)
Almost one in four black men under age 35, 24%, say the police have treated them unfairly during the last 30 days. Among blacks, this percentage drops to as low as 10% among women 55 and older. (Gallup USA)
July 16, 2013
4.13 Society » Social Problems

▶ LATIN AMERICA

285-13 **Brazil's Changing Religious Landscape** (Click for Details)

(Brazil) Since the Portuguese colonized Brazil in the 16th century, it has been overwhelmingly Catholic. And today Brazil has more Roman Catholics than any other country in the world – an estimated 123 million. But the share of Brazil's overall population that identifies as Catholic has been dropping steadily in recent decades, while the percentage of Brazilians who belong to Protestant churches has been rising. Smaller but steadily increasing shares of Brazilians also identify with other religions or with no religion at all, according to a Pew Research Center analysis of Brazilian census data. (Pew Research Center)
July 18, 2013
4.1 Society » Religion

▶ AUSTRALASIA

285-14 **Roy Morgan Reactor shows negative politics turn viewers off** (Click for Details)
(Australia) This week, the exclusive Roy Morgan Reactor tested Australians' responses to the appearance on ABC's Q&A on Monday night of Minister for Defence Stephen Smith, Deputy Leader of the Opposition Julie Bishop, and Greens Senator Scott Ludlum. As we have seen with previous Reactor tests, direct attacks on opposing parties generated less favourable reactions, whereas clear statements of policy and position tended to have more appeal. (Roy Morgan)

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July 19, 2013
1.2 Domestic Politics » Performance Ratings
1.4 Domestic Politics » Political Parties

285-15 **Ecotourism remains a dream for too many** (Click for Details)
(Australia) One in five Australians would like a total ecotourism experience on their next holiday, but only one in a hundred get to take one, according to the latest findings from Roy Morgan Research. (Roy Morgan)
July 19, 2013
4.7 Society » Morality, Values & Customs / Lifestyle

▶ MULTI-COUNTRY SURVEYS

285-16 **Almost four in ten (37%) employees rate corporate social responsibility as 'very important' when it comes to their employer** (Click for Details)
Almost four in ten (37%) employees in 24 countries indicate it is 'very important' for their own employers to be 'responsible to society and the environment'. The emphasis on its importance rises to 80% when it is combined with those employees who believe it is somewhat important (37% very / 43% somewhat) that their employer is responsible. Three in ten (29%) report 'a high degree of social responsibility' is very important when forming a purchase decision while about half (45%) view it as fairly important for a total of 74% who say it is important. (Ipsos Global)
July 17, 2013
4.7 Society » Morality, Values & Customs / Lifestyle

285-17 **Greeks Still Most Pessimistic Globally** (Click for Details)
Greeks in 2012 remained the most pessimistic in the world about the direction of their lives. Nearly four in 10 Greeks expect their lives in five years to be worse than their present lives. At least three in 10 adults expect their lives to get worse in three other European countries: the Czech Republic (33%), Slovenia (32%), and Hungary (29%). (Gallup USA)
July 18, 2013
3.1 Economy » Perceptions on Performance/ Well-Being

285-18 **America's Global image remains more positive than China's** (Click for Details)
Publics around the world believe the global balance of power is shifting. China's economic power is on the rise, and many think it will eventually supplant the United States as the world's dominant superpower. However, China's increasing power has not led to more positive ratings for the People's Republic. Overall, the U.S. enjoys a stronger global image than China. Across the nations surveyed, a median of 63% express a favorable opinion of the U.S., compared with 50% for China. (Pew Research Center)
July 18, 2013
2.6 Foreign Affairs & Security » US image

▶ CYBER WORLD

285-19 **Digital radio on the up but analogue still top** (Click for Details)
(UK) Digital devices are gaining a foothold in the UK radio market, but the UK is still largely analogue, new research from YouGov SixthSense suggests. (YouGov)

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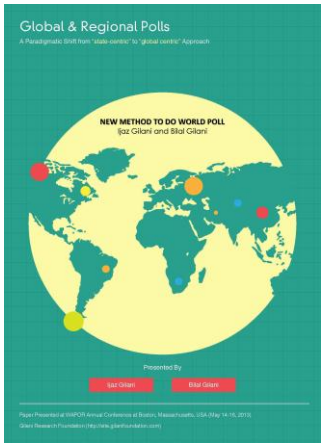
July 19, 2103
3.11 Economy » Science & Technology

285-20 **Most tablets in UK owned by women** (Click for Details)
(UK) For the first time, the majority of tablet owners in the UK are women, with the share of female owners increasing by 9 percentage points in the past year, YouGov's latest Tablet Tracker reports. (YouGov)
July 18, 2013
4.6 Society » Media/ New Media
4.7 Society » Morality, Values & Customs / Lifestyle

285-21 **The Impact of Digital Tools on Student Writing and How Writing is taught in Schools** (Click for Details)
(USA) A survey of teachers who instruct American middle and high school students finds that digital technologies are impacting student writing in myriad ways and there are significant advantages from tech-based learning. (Pew Research Center)
July 16, 2013
4.6 Society » Media/ New Media
4.10 Society » Education

285-22 **NEW METHOD TO DO WORLD POLL** (Click for Details)



Ijaz Gilani and Bilal Gilani of Gilani Research Foundation argue that a sample of 10,000 men and women from any replicate of 1000 sampling blocks chosen by their software generates a truly global sample, which can produce global polls for trend data as well as cross-sectional analysis of key regions of the world. In their view their global-centric method can be done at affordable cost and rapid pace. They argue that their Method adopts a 'global-centric' approach instead of the conventional 'state-centric approach' to choose a sample of the world. The paper presents a list of 1000 Sampling Blocks from across the world. These Blocks were chosen randomly (PPS) by the authors from a larger list of 350,000 sampling blocks, which constitute their Global Census data. The authors have developed a Global Sampling Software which generates different types of samples to do global or world polls and regional polls. They argue that a global sample of 20,000 men and women can provide a truly representative poll of the world which can be replicated and used for trend data and cross-sectional analysis of key regions of the world. The authors believe that their global-centric method to do world polls can produce truly representative world polls at affordable cost and rapidly, possibly within a week's timeframe. The paper was presented at the WAPOR Annual Conference held in Boston in May 2013. (Gilani Research Foundation)
July 16, 2013

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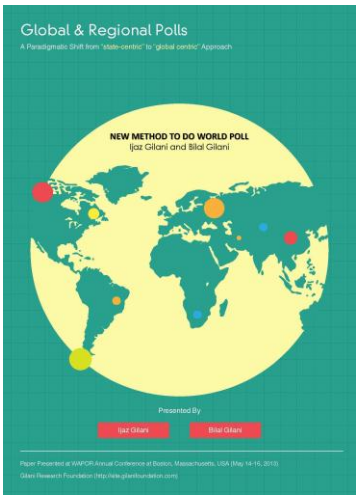
Topic of the week:

NEW METHOD TO DO WORLD POLL

▶ 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.



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The paper was presented earlier this year (May 2013) at the WAPOR Annual Conference in Boston, USA. Its synopsis is reproduced below:

GLOBAL AND REGIONAL POLLS: A Paradigmatic Shift from "State-centric" to "global-centric" Approach, by Ijaz Gilani and Bilal Gilani, Paper presented at WAPOR Annual Conference, Boston, May 2013.

Background

In our view, the subject of global opinion polling is highly policy relevant. We feel that if we are able to standardize its methodology and apply it on a suitable range of subjects, it will greatly facilitate meaningful discourse among important segments of the global community and its increasingly globalized institutions and stakeholders.

Concept

In that background we have tried to standardize the methodology summarized as 'Global-centric method of sampling and surveys'. After considerable experimentation since the year 2000, we have arrived at a simple, but meaningful, conclusion: "As a principle, a global survey should treat the world (globe) as a unit and proceed to execute the standard principles observed in the conventional state-centric method. A number of adaptations are required. But in our view those do not alter the basic principles of sampling which are applicable to any group irrespective of its size."

Application

In its very essence the global-centric method treats the globe as one population entity and slices (stratifies) it rather than conceiving of the globe as a static mosaic of some 200 units (countries) from whom a selection is made (without disturbing the structure of units in the mosaic) to compile a multi-country survey. We argue that there is a paradigmatic difference between top-down approaches (SLICING), designed to start from the whole and choose a sample, and bottom up approach ('MOSAICING'), designed to choose from a mosaic and reconfigure it. We treat the former as global-centric and the latter as state-centric approach to measuring global opinion.

Tool Kit

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We have developed a suitable tool-kit for the application of our 'Global-centric method'. It includes the following three tools:

Global Census Data Base:

We have pooled primary census data at block, or suitably available level, from 177 countries, constituting 99.5% of global population. Currently the pool has over 350,000 census blocks. Each block has identified its population size and its share in the total global population. The global census database provides the 'universe' from which we choose designated number of census blocks (for example 1000) to conduct a global poll.

Global Demographic Database

All sample surveys require a strong demographic information about the population of their universe. Hence we require a globally accumulated demographic data base. We have compiled a working demographic data base by drawing upon the existing sources. The raw information comes from national sources but the compilation and easy retrieval/reconfiguration makes it suitable a tool-kit require for global-centric surveys.

Global-centric Sample selection software

We have developed a modest but easy to use software which facilitates the selection of a global sample from the global census data base.

SAMPLING PROCEDURE:

In principle the procedure is fairly identical to the conventional state-centric method. We choose a random number from the global population organized in a series. This provides the starting point. We choose the remaining census blocks through a sampling interval, choosing the block where the interval falls. The required number of blocks is determined by the Research Design, which in turn is guided by the unit of segmentation at which statistically reliable analysis is required. The entire global population is included in the series. The required number of sampling blocks gets chosen through the method of PPS (population proportionate to size). A designated number of interviews (say 10) can then be conducted in the statistically chosen census blocks across the world (say 1000). It provides a sample of 10,000 which should be a statistically reliable estimate of the global opinion. The opinions of its sub-units would be statistically reliable depending on the unit (or segment) of analysis. Our Global Census data base proposes a 3 tiered structure of segmenting the world into 3 Zones, 10 Regions and 40 sub-Regions. The 40 sub-Regions comprise 19 single-country sub-regions (all the G-20 countries, with approx. 62 percent of global population) and 21 multi-country sub-Regions (together containing the remaining 38 percent of global population). Statistically reliable opinions can be available for any of the 40 units. The level of reliability can be raised by raising the total sample size or boosting a unit which needs special inquiry. Again, the segmentation scheme can be altered to suit research needs and orientation as long as the basic principles are not violated.

Conceptual Somersault

All of this is standard practice; and that is the key lesson. Our Global-centric method simply extends the standard/conventional sampling methodology by turning it upside-down at the starting point. It starts with the world and ends at a country (or equivalent sub-regional unit) rather than beginning with the country and

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adding up country data to compute global opinion. This conceptual somersault however requires a new tool-kit for translating Theory into Practice. The Global-centric method provides a 3 part tool-kit, constituting:

1. Global Census data
2. Global Demographic data
3. Global Sampling software

The need for such global tools has been explained earlier.

Conclusion

Our view is that a global sample of 10-20,000 men and women would provide a sound sample at global level and a fairly sound segment analysis separately for each one of the G-20 countries (19+ other EU) as well as the rest of the world clubbed into 20 sub-regional groups. Thus, global opinion for the world as a whole and its 40 constituent units can be measured through a relatively small sample (say 10- 20,000), at an affordable cost and fairly rapidly, within a week, if need be.

Following the same logic, Regional polls can be organized by selecting regional samples through global-centric method. We are currently working on a proposal with Asia Barometer to conduct an Asia Poll through the global-centric method.

CONTENT LIST

This paper is about the theory and practice of global surveys. It focuses on proposing a paradigmatic shift in multi country studies from a state-centric to a global-centric approach.

The paper has four sections which together explain the proposed approach.

SECTION 1 & 2

The **first two sections** deal with the **'Theory of global sampling'** which explains the difference between state-centric and global-centric sampling method. It also explains how we have developed a new geographical segmentation of the world and the justification for this new stratification. Moreover, it explains the procedures used to translate this theory into practice.

SECTION 3

The **third section** deals with the **'Practice of global-centric surveys'**. It provides a tool-kit which is required to translate the above mentioned theory into practice. This chapter explains the three tools: Global Census Data Base, Global Demographic Database and Global Sampling each of which forms a section in this chapter.

SECTION 4

The **fourth section** deals with the **'Tests of global sampling'** which provide evidence for the validity of the theory of global sampling. It makes a case for global-centric sampling by applying a series of tests on Asia Barometer as a case study.

Source: http://site.gilanifoundation.com/?p=2071

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Gilani's Gallopedia (2007-2013)

A Quantitative Analysis

A quantitative analysis of global polls monitored during the 4 year period January 2007 – January 2013

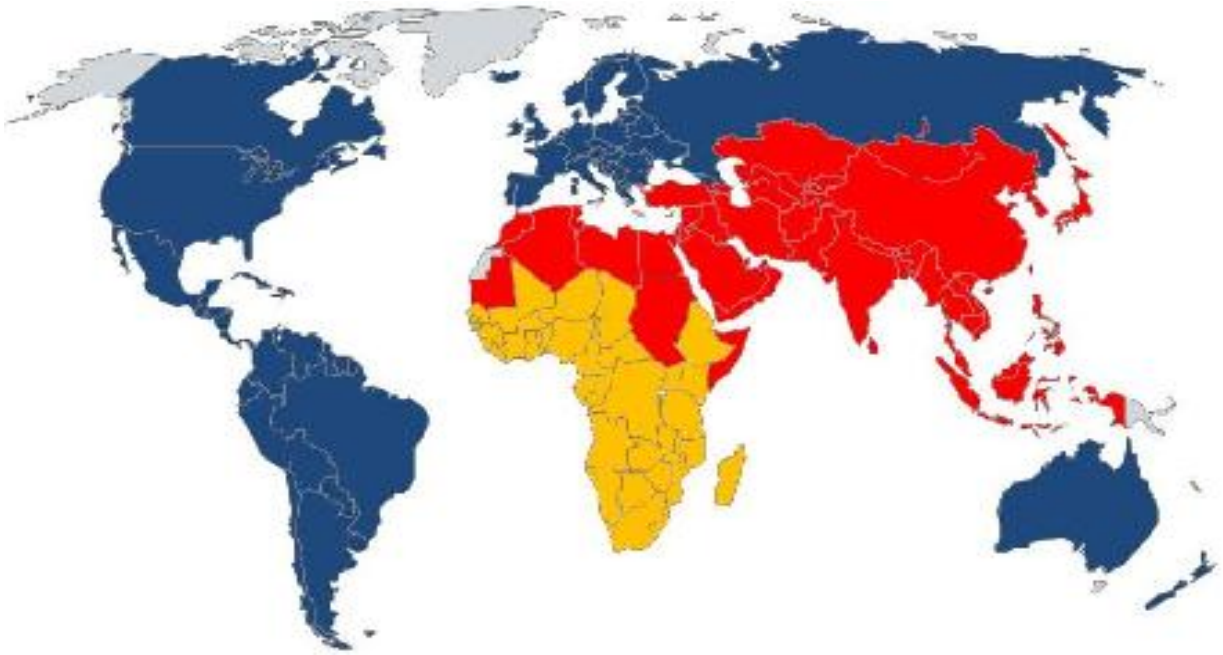
KEY STATISTICS

1- Number of Surveys *(a selection on key political and social issues):* ~ 6,805 polls during the period 2007-2013

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: ~ 178 during the period 2007-2013

4- Number polling organizations whose polls have been citied: ~ 358 during the period 2007-2013



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