

Gallopedia

From **Gilani Research Foundation**

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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.

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Topic of the week: (Click for details)

INSIDE THIS ISSUE

THIS WEEK'S REPORT CONSISTS OF **22**
NATIONAL & MULTI COUNTRY SURVEYS. **07**
POLLING ORGANIZATIONS HAVE BEEN
REPRESENTED.

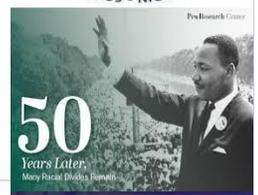
Pg **2** **Asia** zone
this week- **02** national polls



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



Pg **3** **Euro Americas** zone
this week- **18** national polls



Cyber World – **01** Poll

Pg **7** **Topic of the week-**
Television is still
'The First Screen in UK'



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

290-1 **Suffering Increases in Turkey: Major factors likely economic rather than political** (Click for Details)

(Turkey) More than one in three Turks (35%) rate their lives poorly enough to be considered "suffering," according to Gallup surveys conducted amid the recent protests in the country this year, nearly double the 18% suffering found in 2012. (Gallup USA)

August 21, 2013

1.3 Domestic Politics » Governance

3.1 Economy » Perceptions on Performance/ Well-Being



► SOUTHEAST ASIA



290-2 **Hunger at 23% of families; Moderate Hunger 17%, Severe Hunger 5%** (Click for Details)

(Philippines) The Second Quarter 2013 Social Weather Survey, fielded over June 28-30, 2013, found 22.7% or an estimated 4.9 million families experiencing involuntary hunger at least once in the past three months. This is 3.5 points above the 19.2% (est. 3.9 million families) in March 2013, and almost 3 points above the 19.9% four-quarter average of 2012. (SWS)

August 20, 2013

3.5 Economy » Poverty



Africa zone

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

► SUB-SAHARAN AFRICA

290-3 **Chelsea FC is Nigerians' Choice to win the 2013/2014 English Premier League Title** (Click for Details)

(Nigeria) Latest weekly poll results released by NOI Polls reveal that 89% of football-loving Nigerians follow the English Premier Football League, while 51% follow the Nigerian Premier League. This is an 8-point increase from the 81% followership recording in 2012 of the English Premier League, and a 3-point increase from 48% recording of the followership of the Nigerian Premier league in 2012 when NOI Polls conducted its first Football Snap Poll. (NOI)

August 20, 2013

4.15 Society » Sports





Euro Americas zone

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

► WEST EUROPE

290-4 **Economist/Ipsos MORI August 2013 Issues Index** (Click for Details)

(UK) The August Economist/Ipsos MORI Issues Index shows that, though it remains the most important issue facing Britain today, mentioned by 43% of the public, concern about the economy has fallen by eight percentage points since last month, and is at the lowest level of concern since August 2008.

(Ipsos Mori)

August 22, 2013

3.1 Economy » Perceptions on Performance/ Well-Being



290-5 **Television is still 'The First Screen in UK'** (Click for Details)

(UK) Consumption of news in the digital age is often talked about in terms of the rapid increase in adoption and use of mobile devices such as tablets and mobile phones. However, it is easy to forget that televisions are still the only ubiquitous device in UK households and that TV is still the primary channel (the 'first' screen) many people use to access news. (YouGov)

August 22, 2013

4.7 Society » Morality, Values & Customs / Lifestyle



290-6 **Only 29% of injured make Personal injury claims** (Click for Details)

(UK) A new YouGov report reveals that less than one in five (18%) UK adults have suffered some form of personal injury or accident in the last five years. However, less than one in three (29%) of those suffering a personal injury or an accident made a claim. (YouGov)

August 19, 2013

4.11 Society » Health

► NORTH AMERICA

290-7 **King's American Dream Remains an Elusive Goal; Many See Racial Disparities** (Click for Details)

(USA) Five decades after Martin Luther King's historic "I Have a Dream" speech in Washington, D.C., a new survey by the Pew Research Center finds that fewer than half (45%) of all Americans say the country has made substantial progress toward racial equality and about the same share (49%) say that "a lot more" remains to be done. (Pew Research Center)

August 22, 2013

4.3 Society » Ethnicity



290-8 **Public Backs Cutoff of Military Aid to Egypt** (Click for Details)



With violence continuing to rage in Egypt, 51% of Americans say it is better for the United States to cut off military aid to Egypt to put pressure on the government. This is nearly double the percentage (26%) saying it is better to continue military aid to the government in order to maintain influence in Egypt. (Gallup USA)

August 19, 2013

[2.10 Foreign Affairs & Security » Military Issues/ Defence](#)

290-9 **Black unemployment rate is consistently twice that of whites** (Click for Details)

Much has changed for African-Americans since the 1963 March on Washington (which, recall, was a march for “Jobs and Freedom”), but one thing hasn’t: The unemployment rate among blacks is about double that among whites, as it has been for most of the past six decades. (Pew Research Center)

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[3.3 Economy » Employment Issues](#)

[4.3 Society » Ethnicity](#)

290-10 **Americans Sour Slightly on Quality Jobs Market** (Click for Details)

The market for quality jobs may be cooling. The 21% of Americans who say now is a good time to find a quality job is down from 25% in July -- and the most negative reading this year. Now, 76% say it is a bad time to find a quality job, up from 70% in July. (Gallup USA)

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[3.3 Economy » Employment Issues](#)

290-11 **Americans Still Wary of, not too familiar with, Health Law** (Click for Details)

Less than two months before the health insurance exchanges open nationwide, more Americans disapprove (49%) than approve (41%) of the Affordable Care Act. An additional 11% have no opinion. As this landmark legislation enters the next phase in its implementation process, it remains divisive. With the exception of a bounce likely caused by President Barack Obama's re-election in November 2012, Americans have been more disapproving than approving of the healthcare law.

(Gallup USA)

August 22, 2013

[4.11 Society » Health](#)



290-12 **U.S. Small-Business Owners Most Optimistic Since 2008** (Click for Details)

U.S. small-business owners are more optimistic now than at any time since late 2008. The Wells Fargo/Gallup Small Business Index improved to +25 in July, from +16 in the second quarter. The latest result, while not as high as pre-recession levels, is the highest index score since the third quarter of 2008. (Gallup USA)

August 21, 2013

[3.8 Economy » Enterprise/ Investments](#)

290-13 **Besides Pay, Women as Satisfied as Men with Job Aspects** (Click for Details)

Women are as likely as men to be highly satisfied with various aspects of their jobs, with pay the lone exception. Of the 13 job characteristics measured, pay is the only one associated with a significant gender gap:

32% of men and 24% of women say they are completely satisfied with their pay. However, neither group is particularly enthused on this dimension. ([Gallup USA](#))

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

290-14 **Americans say U.S. Schools should teach "Soft" Skills**

([Click for Details](#))

([USA](#)) Most Americans believe that today's schools should teach "soft skills." More than three in four adults "strongly agree" that K-12 schools should teach critical thinking and communication to children. And 64% of respondents strongly agree that goal setting should be taught, while 61% strongly agree schools should know how to motivate students. A majority also strongly agree that things like creativity and collaboration are also meaningful teacher targets. ([Gallup USA](#))

August 21, 2013

[4.10 Society](#) » [Education](#)



290-15 **Economy Easily Most Important Driver of Obama Approval** ([Click for Details](#))

The economy carries the greatest weight of nine key issues in determining how Americans rate President Barack Obama overall. Americans who approve of the job Obama is doing on the economy are six times more likely to approve of Obama's overall performance than those who disapprove of Obama's handling of the economy. That is nearly double the impact of any other issue. The next-most-influential issues are healthcare, terrorism, and the federal budget deficit. ([Gallup USA](#))

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

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

290-16 **Young Men, Women Value Career Similarly, Unlike Elders** ([Click for Details](#))

In the U.S., young men and women in the workforce attach similar importance to career advancement, while older men are significantly more likely than older women to say advancement is important. Overall, slightly more than half of all American workers say it is extremely or very important that they advance in their careers over time, with young workers much more likely to say so than those who are older. ([Gallup USA](#))

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



290-17 **Democrats, Republicans See Many U.S. Industries Differently** ([Click for Details](#))

Democrats and those who lean toward the Democratic Party are significantly more positive than Republicans and those who lean Republican about a number of U.S. business and industry sectors, including the federal government, the movie industry, education, publishing, the legal field, healthcare, and the automobile industry. ([Gallup USA](#))

August 23, 2013

[1.4 Domestic Politics » Political Parties](#)

[3.7 Economy » Infrastructure](#)

290-18 **U.S. Images of Banking, Real Estate Making Comeback** [\(Click for Details\)](#)

Americans' views of seven industries are substantially improved this year, based on increases of 10 points or more in the industries' net positive ratings. The banking, travel, and real estate industries show the greatest improvements. Healthcare is the only industry to see a decline of at least 10 points, although the retail, computer, and pharmaceutical industries were close to that threshold.

[\(Gallup USA\)](#)

August 23, 2013

[3.9 Economy » Financial systems & Institutions](#)



290-19 **In U.S., Employment Most Linked to Being Depression-Free** [\(Click for Details\)](#)

For Americans, being unemployed, being out of the workforce, or working part time -- but wanting full-time work -- are the strongest predictor of having depression. Unemployed adults and those not working as much as they would like are about twice as likely as Americans who are employed full time to be depressed. [\(Gallup USA\)](#)

August 23, 2013

[3.3 Economy » Employment Issues](#)

[4.11 Society » Health](#)

► **AUSTRALASIA**

290-20 **New car buying intentions slow in July – coinciding with changes to the FBT policy...** [\(Click for Details\)](#)

[\(Australia\)](#) Long-term new car buying intentions have softened in July, with an estimated 2,310,000 Australians intending to buy a new car in the next four years, a decrease of 16,000 since June. It seems the government's recent changes to the Fringe Benefit Tax policy are already causing ripples. [\(Roy Morgan\)](#)

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

290-21 **Regional Australia losing its holiday appeal** [\(Click for Details\)](#)

[\(Australia\)](#) A declining percentage of Australians would like to take a holiday in regional Australia in the next two years, the latest Roy Morgan Holiday Tracking Survey shows. [\(Roy Morgan\)](#)

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

[4.16 Society » Entertainment](#)

► **CYBER WORLD**

290-22 **Teens and Mobile Apps Privacy** [\(Click for Details\)](#)

[\(USA\)](#) As teens gain access to mobile devices, they have embraced app downloading. But many teen apps users have taken steps to uninstall or avoid apps over concern about their privacy. Location information is considered especially sensitive to teen girls, as a majority of them have disabled location tracking features on cell phones and in apps because they are worried about others' access to that information. [\(Pew Research Center\)](#)



August 22, 2013

4.6 Society » Media/ New Media

4.7 Society » Morality, Values & Customs / Lifestyle

Topic of the week:

Television is still 'The First Screen in UK'

- 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 22, 2013

For all the talk of mobiles and tablets, Smart TV seems to be a natural fit for the delivery of news content.



Consumption of news in the digital age is often talked about in terms of the rapid increase in adoption and use of mobile devices such as tablets and mobile phones. However, it is easy to forget that televisions are still the only ubiquitous device in UK households and that TV is still the primary channel (the 'first' screen) many people use to access news.

Yet, this is changing. As younger audiences gravitate towards digital mediums to get their news 'on-demand' they are relying less on on linear models of consumption via traditional media. As smart and connected TVs increase in number, it creates an opportunity for consumers to access news content through their televisions in new ways.

Internet-connected sets offer consumers the opportunity to personalise the news coverage they get from their TVs, giving them what they want when they want it and allowing them to delve deeper into the stories that interest them.



The present

As part for the work conducted for this year's Digital News Report (published by the *Reuters Institute for the Study of Journalism*, University of Oxford) we asked Smart TV owners about their news consumption. We found that they look to their devices to access news content. Currently, 13% of UK consumers own a Smart TV and for owners news is the third most common application (behind linear broadcast and catch-up TV), with well over a third (38%) accessing online news services on a weekly basis.



Apps have changed the way people treat their televisions for news. Throughout last year, we saw significant increases in Smart TV owners' use of them and global current affairs brands such as Yahoo!, USA Today, and CNBC are gaining traction in UK living rooms on the big screen. While part of this is because these apps come pre-loaded with some TVs, the increase in usage is also down to consumer appetite

for the content that they provide.

The openness of the Smart TV platform and the ease with which apps can be created also presents opportunities for news brands to go into new areas. Last year, the Guardian launched a smart TV app in the US alongside its web and mobile portals that was aimed at American audiences. Previously, getting carriage via the US cable networks would have been an expensive and tortuous process.

Passive and active

While at first it may appear counter-intuitive to have text-based content on a big screen, successful precedents exist. The BBC's 'Ceefax' service was available on televisions from 1974 to 2012, delivering time-sensitive text-based information, such as breaking news, financial stock prices, weather, TV listings, and sport.

The rise of text news on TV is despite the fact that the device and the content represent a curious marriage. Television is often seen as a 'lean back' (passive) medium, where content is simply consumed. However, the internet is a 'lean forward' (active) medium, where consumers have an opportunity to either choose what they receive or contribute towards content.

However, the web has also enabled people to experience bespoke content that fits their needs and interests. It is in this area that it is clear to see why the marriage of television and text news has the opportunity to work so well with almost half (46%) of UK consumers wanting to be in control of their news experience. This indicates viewers' desire to move from a top-down model of news consumption to one where they can curate their television-based news services.

The future

As well as apps, there is also a demand for consumers getting text news on televisions. The BBC red button service provides not only visual but text-based information, with 45% of the UK population using the service on a monthly basis. Although news providers may still be uncertain whether internet-style content will work on a shared 'lean back' device, our research found a demand for this type of content.



Just over half (56%) of the UK population want a breaking news alert that is pushed to the corner of their screen for a short time (they want this for weather forecasts, too). Sports news is popular with men but is of very little interest to women. News lovers (20% of the sample) were more likely to show interest in all these categories.

For all the talk of mobiles and tablets, Smart TV seems to be a natural fit for the delivery of news content. This is particularly true for breaking news and also in-depth reporting on topics where consumers don't feel they get enough information from their standard bulletin. This feeds into a basic desire to always be kept up to date and the ability to dig deep into a story beyond the headlines. As our homes (and lives) become increasingly connected this could be the time that we see interactive news pass ever more fluidly from the small to the big screen.

Source: <http://research.yougov.co.uk/news/2013/08/22/ceefax-20-next-generation/>

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*): \approx 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: \approx 178 during the period 2007-2013
- 4- Number **polling organizations** whose polls have been cited: \approx 358 during the period 2007-2013

