

# Gallopedia

From **Gilani Research Foundation**

February 2014, issue # **314\***

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)

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NATIONAL & MULTI COUNTRY SURVEYS. **09**  
POLLING ORGANIZATIONS HAVE BEEN  
REPRESENTED.

Pg **2**

### Asia zone

this week- **01** national poll

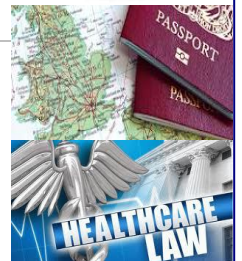


Pg **3**

### Euro Americas zone

this week- **20** national polls

Cyber World – **02** Polls



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Topic of the week-

**POLLS ON THE  
FACEBOOK AT AGE 10**



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

### ► SOUTHEAST ASIA

314-1 **Net satisfaction with National Administration at "very good" +51** (Click for Details) (Philippines) The Fourth Quarter 2013 Social Weather Survey, fielded from December 11-16, 2013, found 71% of adults satisfied, 10% neither satisfied nor dissatisfied, and 19% dissatisfied with the general performance of the National Administration, for a very good net satisfaction rating of +51 (% satisfied minus % dissatisfied). (SWS)

February 05 2014

1.2 Domestic Politics » Performance Ratings

1.3 Domestic Politics » Governance



## Euro Americas zone

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

### ► EAST EUROPE

314-2 **Russia's moral barometer: Homosexuality unacceptable, but drinking, less so** (Click for Details)

(Russia) The Olympic Winter Games in Sochi have shone a spotlight on the status of gays and lesbians in Russia. In particular, attention has focused on the anti-homosexual "propaganda" law, which was approved by the Russian parliament in a 436-0 vote last June. While President Vladimir Putin has defended the legislation as non-discriminatory, the measure has generated a significant backlash among Western countries and Olympic athletes. (Pew Research Center)

February 6, 2014

4.7 Society » Morality, Values & Customs / Lifestyle

314-3 **Many Russians say Sochi Games marred by corruption: poll** (Click for Details)

(Russia) Many Russians believe preparations for the Sochi Winter Olympics have been marred by corruption and do not want their country to bid to host a summer Games, according to an opinion poll published on Wednesday. (Levada)

February 05, 2014

4.7 Society » Morality, Values & Customs / Lifestyle

4.15 Society » Sports



314-4 **No reason for pessimism** (Click for Details)

(Russia) The consumer market figures are not that negative as they may seem at first glance. Slowdown in economic growth doesn't mean that there is a consumption crisis, it only shows the readiness of markets. Consumer sector remains the driving force of the general economic growth in 2014 and 2015 especially against the background of the extended energy and investment pause. However this growth won't be general but selective. But we still have to fight for it. (Romir)

February 02, 2014

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

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

## ► WEST EUROPE

314-5 **Most Britons are unhappy with the way the government is handling immigration and asylum** [\(Click for Details\)](#)

(UK) A new Ipsos MORI poll reveals that six in ten Britons (62%) are dissatisfied (including a third – 34% - who are very dissatisfied) with the way the government is dealing with immigration and asylum while just one in five (21%) are satisfied. Despite the overwhelming dissatisfaction felt by the public, this is the highest level of satisfaction Ipsos MORI has recorded since 2006. [\(Ipsos MORI\)](#)



February 07, 2014

[1.3 Domestic Politics » Governance](#)

[4.8 Society » Immigration/Refugees](#)

314-6 **Economic optimism at highest since 1997 as Cameron opens up lead over Miliband on dealing with the economy and unemployment** [\(Click for Details\)](#)

(UK) The February Ipsos MORI Political Monitor records the public's economic optimism at its highest since May 1997 when Tony Blair and New Labour had just moved into Downing Street. Half (50%) of Britons believe the state of the economy will improve in the next year. One in four (24%) think the economy will get worse, giving an Economic Optimism Index score (% satisfied minus % dissatisfied) of +26, the highest since 1997. [\(Ipsos MORI\)](#)

February 06, 2014

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

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

314-7 **Trade unions seen as essential, though not as powerful as in the 1970s and 80s** [\(Click for Details\)](#)

A new Ipsos MORI poll shows that most Britons believe trade unions are essential to protect workers' interests, although some have concerns about their links to the Labour Party. [\(Ipsos MORI\)](#)

February 05, 2014

[3.7 Economy » Infrastructure](#)



314-8 **A third of mobile-owning teens also 'own' a tablet** [\(Click for Details\)](#)

The "Kids Smartphone, Mobile Internet, eXperience" (SMIX Kids) report shows that in addition to tablet-owning teens, over a quarter (27%) of those surveyed have access to a tablet in their household. [\(YouGov\)](#)

February 04, 2014

[4.6 Society » Media/ New Media](#)

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

## ► NORTH AMERICA

314-9 **U.S. Economic Confidence Continued to Improve in January** [\(Click for Details\)](#)

(USA) Gallup's Economic Confidence Index improved slightly for the month of January, climbing to -16 from -19 in December. Although a disheartening jobs report and steep stock market losses negatively affected

Americans' confidence in the short term, Americans' economic confidence improved for the third month in a row after dipping to -35 during the federal government shutdown in October. ([Gallup USA](#))

February 4, 2014

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

#### 314-10 **Majority of Americans Still Disapprove of Healthcare Law** ([Click for Details](#))

President Barack Obama defended his signature legislative achievement, the Affordable Care Act, before Congress and the nation last week in his State of the Union address, but public opinion toward the law is little changed since November. Americans are still more likely to disapprove (51%) than approve (41%) of the law. ([Gallup USA](#))

February 4, 2014

[4.11 Society](#) » [Health](#)



#### 314-11 **U.S. Payroll to Population Rate Falls to 42.0% in January** ([Click for Details](#))

([USA](#)) The U.S. Payroll to Population employment rate (P2P), as measured by Gallup, continued its recent decline in January, dropping to 42.0% from 42.9% in December. This is the lowest level for P2P since March 2011, when it was 41.9%. ([Gallup USA](#))

February 6, 2014

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

#### 314-12 **Americans' Familiarity with Healthcare Law Unchanged** ([Click for Details](#))

Americans' familiarity with the Affordable Care Act has remained static since last August, even after new provisions of the law have taken effect and the Obama administration has tried to promote understanding of it. A majority of Americans (68%) are very or somewhat familiar with the law, while a third of the country is not too or not at all familiar with it. Gallup found nearly identical familiarity numbers last August. ([Gallup USA](#))

February 6, 2014

[4.11 Society](#) » [Health](#)

#### 314-13 **Highest Uninsured States Less Likely to Embrace Health Law** ([Click for Details](#))

Texas, Arkansas, Mississippi, Florida, and Louisiana are the states with the highest percentage of uninsured adult residents, but Arkansas is the only one of the five that has chosen to expand Medicaid and to set up its own state exchange in the health insurance marketplace. Of the 12 states with the highest uninsured rates, eight have thus far decided not to expand Medicaid or establish state-based exchanges. ([Gallup USA](#))

February 6, 2014

[4.11 Society](#) » [Health](#)

#### 314-14 **Texan Hispanics Tilt Democratic, but State Likely to Stay Red** ([Click for Details](#))



Texas Hispanics are decidedly Democratic in their political party preferences, 46% to 27%, but that 19-percentage-point Democratic advantage is much smaller in Texas than the average 30-point gap Democrats enjoy among the Hispanic population in the other 49 states. And white Texas residents are decidedly more Republican (61%) than the average among whites residing in other states (48%), complicating whether Texas will turn into a "blue"

Democratic state in future elections. ([Gallup USA](#))

February 7, 2014

[1.4 Domestic Politics » Political Parties](#)

[1.3 Domestic Politics » Governance](#)

314-15 **Mississippi Most Religious State, Vermont Least Religious** ([Click for Details](#))

Religiousness across the U.S. in 2013 remained similar to previous years. With 61% of its residents classified as very religious, Mississippi held on to its position as the most religious state, while Vermont, with 22% very religious residents, remained the least religious. The most religious states were in the South, except for Utah, while the least religious states were clustered in New England and the West. ([Gallup USA](#))

February 3, 2014

[4.1 Society » Religion](#)



314-16 **Mississippi and Alabama Most Protestant States in U.S.** ([Click for Details](#))

Fifty-one percent of Americans identified as Protestant or other non-Catholic Christian in 2013, making this by far the largest major religious grouping in the country. All 10 of the most Protestant states are located in the South. Nine of these states are at least 70% Protestant, including the two most highly Protestant states, Mississippi and Alabama, each with a 77% Protestant population. ([Gallup USA](#))

February 5, 2014

[4.1 Society » Religion](#)

314-17 **Public Skeptical of Decision to Hold Olympic Games in Russia** ([Click for Details](#))

([USA](#)) With the 2014 Winter Olympics approaching, more say it was a bad decision (44%) than a good decision (32%) to hold the games in Russia. About one-in-four (24%) say they don't know. Concerns about terrorism and safety are foremost among those who think it was a bad decision to hold the Olympics in Russia. In an open-ended question, 62% of those who say it was a bad decision to hold the Winter Olympics in Russia mention terrorism or general security in Sochi as a reason they feel this way. ([Pew Research Center](#))

February 4, 2014

[4.15 Society » Sports](#)

314-18 **Large Majorities of Republicans and Democrats Agree on How to Reform Social Security** ([Click for Details](#))

When a representative sample of Americans were given information about the projected insolvency of Social Security and presented options for dealing with it, overwhelming majorities—including three in four Republicans and Democrats—favored taking steps that would eliminate most of the Social Security shortfall and a modest majority favored steps that would eliminate it entirely, through a combination of raising revenues and trimming benefits. ([worldpublicopinion.org](#))

February 7, 2014

[1.4 Domestic Politics » Political Parties](#)



## ▶ LATIN AMERICA

314-19 **Facebook craze in Brazil shows it has further to grow** (Click for Details)

(Brazil) Brazil is Facebook's second biggest market after the US. Globally, the average time spent on Facebook dropped two per cent to 361 average minutes per month in the year to September 2012, while in Brazil it grew by 208 per cent to 535 minutes. What's more, spending on online ads in Brazil is projected to double to £2.4bn over the next four years. (YouGov)

February 2014

[4.6 Society » Media/ New Media](#)

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



## ▶ AUSTRALASIA

314-20 **Domestic destinations decline again but overall holiday intention steady** (Click for Details)

(Australia) Overall, 69% of Australians (13.4 million) intend to take a holiday in the next 12 months, unchanged from December 2012 but still 3% points off the December 2011 peak. 55% nominate an Australian destination as their next holiday target, down 1% point a year since 2011. 10% say their next getaway will be international, up slightly from last year (9%). (Roy Morgan)

February 07, 2014

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

[4.16 Society » Entertainment](#)

314-21 **New Zealand real unemployment steady at 8.5% and a further 11.3% (up 2.7%) of workforce are under-employed** (Click for Details)

(New Zealand) New Zealand unemployment was 8.5% (unchanged since the September Quarter 2013) of the 2,614,000 in the NZ workforce – an estimated 223,000 (unchanged) were unemployed and looking for work. (Roy Morgan)

February 04, 2014

[3.3 Economy » Employment Issues](#)



## ▶ CYBER WORLD

314-22 **6 new facts about Facebook** (Click for Details)

Facebook turns 10 tomorrow and reaches that milestone as the dominant social networking platform, used by 57% of all American adults and 73% of all those ages 12-17. Adult Facebook use is intensifying: 64% of Facebook users visit the site on a daily basis, up from 51% of users who were daily users in 2010. Among teens, the total number of users remains high, according to Pew Research Center surveys, and they are not abandoning the site. But focus group interviews suggest that teens' relationship with Facebook is complicated and may be evolving. (Pew Research Center)

February 03, 2014

[4.6 Society » Media/ New Media](#)

314-23 **Overseas users power Facebook's growth; more going mobile-only** (Click for Details)

**757million** - The number of Facebook users who log into the social-networking service or share content through it on any given day. Ten years ago today, a little website called thefacebook.com was launched. Initially restricted to Harvard undergraduates, the site had 1 million users by the end of 2004. Today, Facebook ("the"

was dropped in 2005) has more than 1.2 billion “monthly active users” around the world. As of December, the company says 757 million people used the social-networking service on any given day. (Pew Research Center)

February 4, 2014

4.6 Society » Media/ New Media

## Topic of the week:

### **POLLS ON THE FACEBOOK AT AGE 10**

► This issue provides three interesting poll findings and buzz monitoring on this subject.

#### *1. Facebook craze in Brazil shows it has further to grow*

##### **YouGov CEO Stephan Shakespeare on why Brazil is Facebook's next big opportunity.**

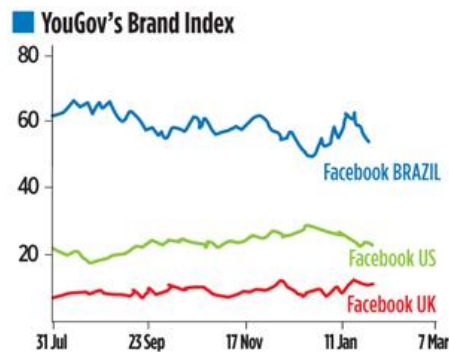
Facebook turns 10 years old this week, and much of the conversation around its decadal anniversary has centred on whether its extraordinary rise will continue, or if the social networking behemoth is already on the wane.

The most oft-cited argument of the Facebook naysayers is that it is becoming passé among teenagers, who some say are increasingly turning to upstart competitors Snapchat and WhatsApp.

However, the company recently posted annual revenues up 55 per cent to £4.8bn, a large portion of which came from its increasingly profitable use of mobile advertising. In order to maintain and accelerate this pace of growth, Facebook would do well to focus on new emerging markets, rather than fickle Western teenagers.

This brings us to Brazil, which has embraced social media and is now Facebook's second biggest market after the US. Globally, the average time spent on Facebook dropped two per cent to 361 average minutes per month in the year to September 2012, while in Brazil it grew by 208 per cent to 535 minutes. What's more, spending on online ads in Brazil is projected to double to £2.4bn over the next four years.

Turning to YouGov BrandIndex, which is now active in Brazil, we see that Facebook has an overall Index score of 54, which is more than twice as good as its consumer perception score in America (24) and four times better than in Britain (13).



BrandIndex also shows that Facebook is benefitting from huge word of mouth exposure in Brazil, where 73 per cent of people say they've spoken about the brand with friends and family over the past two weeks, compared to 46 per cent in the US and 26 per cent in the UK.

These numbers help illuminate the scale of the opportunity for Facebook – and indeed, its competitors – in Brazil. Despite the naysayers, ten years on Facebook's star is far from fading.

**Source:** <http://research.yougov.co.uk/news/2014/02/05/facebook-craze-brazil-shows-it-has-further-grow/>

## *2. 6 new facts about Facebook*

**February 03, 2014**

Facebook turns 10 tomorrow and reaches that milestone as the dominant social networking platform, used by 57% of all American adults and 73% of all those ages 12-17. Adult Facebook use is intensifying: 64% of Facebook users visit the site on a daily basis, up from 51% of users who were daily users in 2010. Among teens, the total number of users remains high, according to Pew Research Center surveys, and they are not abandoning the site. But focus group interviews suggest that teens' relationship with Facebook is complicated and may be evolving.

New Pew Research Center survey findings show how people are using Facebook and what they like and dislike about the site.

**1Some users dislike certain aspects of Facebook, but fear of missing out on social activities (or "FOMO") isn't one of them.**

### **Facebook User Dislikes**

*% of Facebook users who "strongly dislike"...*

|  |     |
|--|-----|
| People sharing too much information about themselves                         | 36% |
| Others posting things about you or pictures of you without asking permission | 36  |
| Other people seeing posts or comments you didn't mean for them to see        | 27  |
| Temptation or pressure to share too much info about yourself                 | 24  |
| Pressure to post content that will be popular and get lots of comments/likes | 12  |
| Pressure to comment on content posted by others in your network              | 12  |
| Seeing posts about social activities you were not included in                | 5   |

Pew Research Center's Internet Project survey, August 7-September 16, 2013.

**PEW RESEARCH CENTER**

Their dislikes start with oversharing by friends and people posting one's personal information (such as photos) without first asking permission are among the most common. Parents are especially protective of images of their children, as 57% of Facebook users with children under the age of 18 say that people posting pictures of their children without asking permission first is something they strongly dislike about using Facebook.

On the other hand, the “fear of missing out” phenomenon resonates with only a small proportion of the Facebook population. Just 5% of Facebook users strongly dislike the fact that Facebook allows them to see others taking part in social activities that they themselves were not included in—and 84% of users say that this aspect of Facebook life doesn’t bother them at all.

### Reasons for Facebook use, men vs. women

*% of male/female Facebook users who cite the following as “major reasons” why they use Facebook*

|   | Men | Women |
|---|-----|-------|
| <b>Women are <u>more likely</u> than men to cite these as major reasons for using Facebook:</b>   |     |       |
| Seeing photos or videos   | 39  | 54    |
| Sharing with many people at once  | 42  | 50    |
| Seeing entertaining or funny posts  | 35  | 43    |
| Learning about ways to help others  | 25  | 35    |
| Receiving support from people in your network   | 16  | 29    |
| <b>Men and women are <u>equally likely</u> to cite these as major reasons for using Facebook:</b> |     |       |
| Receiving updates or comments   | 39  | 39    |
| Keeping up with news and current events   | 31  | 31    |
| Getting feedback on content you have posted   | 16  | 17    |

Pew Research Center's Internet Project survey, August 7-September 16, 2013.

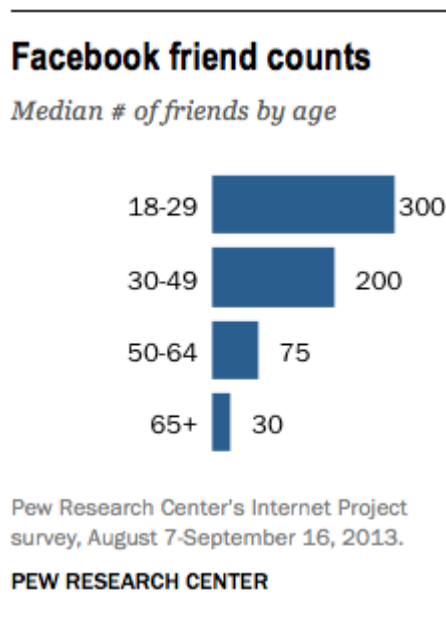
PEW RESEARCH CENTER

### 2Women and men often have varying reasons for why they use Facebook – but everything starts with sharing and laughs.

Users say they especially appreciate photos and videos from friends (47% say that’s a major reason they use the site), the ability to share with many people at once (46% cite that as a major reason), updates from others (39% cite that), and humorous content (39%). Other aspects of Facebook—such as keeping up with news, or receiving support from the people in one’s network—appeal to a more modest audience of users. Men and women sometimes vary in their reasons for using the site.



### 3Half of all adult Facebook users have more than 200 friends in their network.



Facebook users differ greatly when it comes to the number of friends in their networks:

- 39% of adult Facebook users have between 1 and 100 Facebook friends
- 23% have 101-250 friends
- 20% have 251-500 friends
- 15% have more than 500 friends

Among adult Facebook users, the average (mean) number of friends is 338, and the median (midpoint) number of friends is 200. In other words, half of all Facebook users have more than 200 friends, and half have less than 200.

Younger users tend to have significantly larger friend networks than older users: 27% of 18-29 year old Facebook users have more than 500 friends in their network, while 72% of users age 65+ have 100 friends or fewer.

#### **412% of Facebook users say that someone has asked them to “unfriend” a person in their network.**

Younger users are more likely to have experienced this than older users: 19% of 18-29 year old Facebook users have had someone ask them to remove a friend from their network (compared with 10% of 30-49 year olds, 7% of 50-64 year olds, and 5% of those 65 and older).

These “friend removal” requests tend to come primarily from other friends (35%), or from current (23%) or former (12%) spouses or romantic partners. Some 38% of those who received this type of request say that they

were asked to remove a friend from their Facebook network, while 22% were asked to unfriend a former romantic partner.

### **5 Facebook users “like” their friends’ content and comment on photos relatively frequently, but most don’t change their own status that often.**

When asked about the frequency with which they engage in certain behaviors on the site, Facebook users tend to point towards “liking” content that others have posted and commenting on photos as the activities they engage in most often. On the other hand, most users change or update their own status only occasionally:

- 44% of Facebook users “like” content posted by their friends at least once a day, with 29% doing so several times per day.
- 31% comment on other people’s photos on a daily basis, with 15% doing so several times per day.
- 19% send private Facebook messages to their friends on a daily basis, with 10% sending these messages multiple times per day.
- 10% change or update their own status on Facebook on a daily basis, with 4% updating their status several times per day. Some 25% of Facebook users say that they never change or update their own Facebook status.

### **6 Half of internet users who do not use Facebook themselves live with someone who does.**

Many non-Facebook users still have some familiarity with the site through family members. Among internet users who do not use Facebook themselves, 52% say that someone else in their household has a Facebook account. In many instances, these may be parents who do not use Facebook but live with a child who does. Fully 66% of parents with a child living at home who do not use Facebook themselves say that someone in their household has a Facebook account.

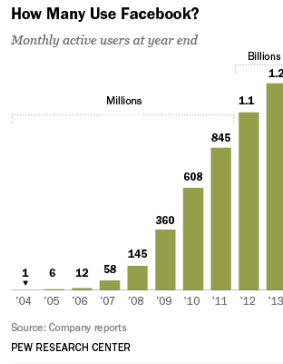
In addition, some 24% of Facebook non-adopters who live with an account holder say that they look at photos or posts on that person’s account.

**Source:** <http://www.pewresearch.org/fact-tank/2014/02/03/6-new-facts-about-facebook/>

### ***3. Overseas users power Facebook’s growth; more going mobile-only***

**February 4, 2014**

The number of Facebook users who log into the social-networking service or share content through it on any given day.

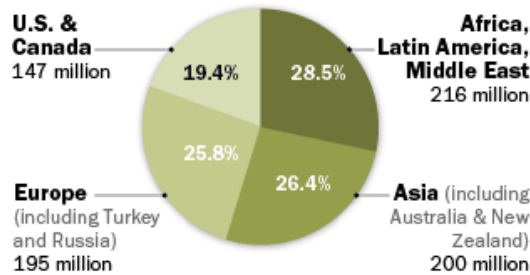


Ten years ago today, a little website called thefacebook.com was launched. Initially restricted to Harvard undergraduates, the site had 1 million users by the end of 2004. Today, Facebook (“the” was dropped in 2005) has more than 1.2 billion “monthly active users” around the world. As of December, the company says 757 million people used the social-networking service on any given day.

These days, Facebook’s strongest growth is coming from overseas. The monthly user base (defined as those who accessed the site at least once in the previous 30 days) grew just 4.1% in the U.S. and Canada last year, according to the company’s annual 10-K report. In Europe, it grew by 8%; in Asia, 23.5% (including Australia and New Zealand); and in the rest of the world, it grew by 23.7%. American and Canadian users, in fact, now make up less than a sixth of Facebook’s total user base.

**Where are Facebook Users?**

Daily active users as of year-end 2013



Source: Company reports  
PEW RESEARCH CENTER

However, Americans and Canadians are the [service’s most active users](#). According to company data, on any given day in December, 73% of Facebook’s U.S. and Canadian users visited the site, used its Messenger app or or shared content with Facebook friends via an affiliated third party. That compares with 69% of European users, 54% of Asian users and 57% of users elsewhere in the world. Engagement levels have risen steadily over time, and making sure they continue to do so is key to Facebook’s future. As the company said in its report, “To the extent our active user growth rate slows, we will become increasingly dependent on our ability to maintain or increase levels of user engagement and monetization in order to drive revenue growth.”

The rapid rise in users engaging with Facebook via smartphones, tablets and other mobile devices poses another challenge. In December, the company reported, 945 million monthly active users worldwide accessed Facebook via a mobile application or a mobile version of the site, up 39% from December 2012. Of those 945 million, nearly a third (296 million) were mobile-only users.

**Source:** <http://www.pewresearch.org/fact-tank/2014/02/04/overseas-users-power-facebooks-growth-more-going-mobile-only/>

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## **Gilani's Gallopedia (2007-2014)**

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**\*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](mailto:sara.salam@gilanifoundation.com)

## A Quantitative Analysis

## A quantitative analysis of global polls monitored during the 5 year period January 2007 – January 2014

**KEY STATISTICS**

- 1- Number of Surveys (*a selection on key political and social issues*):  $\approx$  6,805 polls during the period 2007-2014
- 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 2007-2014
- 4- Number **polling organizations** whose polls have been cited:  $\approx$  358 during the period 2007-2014

