

# Gallopedia

From **Gilani Research Foundation**

June 2014, Issue # **330\***

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



Topic of the week: (Click for details)

## INSIDE THIS ISSUE

THIS WEEK'S REPORT CONSISTS OF **30** NATIONAL & MULTI COUNTRY SURVEYS. **11** POLLING ORGANIZATIONS HAVE BEEN REPRESENTED.

Pg **2**

**Asia zone**  
this week- **05** national polls



Pg **3**

**Euro Americas zone**  
this week- **23** national polls  
**Multi-Country Surveys-01 poll**  
**Cyber World-01 poll**



Pg **8**

**Topic of the week-**  
**WOMEN IN THE GULF CHOOSE**  
**L'OREAL AND MAX FACTOR**



Countries are represented in blue; Polling organizations are represented in pink. For reference to source of each poll clicks to detail are provided in the text



## Asia zone

► MIDDLE EAST & NORTH AFRICA; WEST ASIA; SOUTH ASIA; NORTH ASIA; EAST ASIA

### ► MIDDLE EAST & NORTH AFRICA (MENA)

330-1 **El-Sisi Likely To Win Egypt Election, But Questions about Mandate Remain** (Click for Details)

(Egypt) As the polls close in an unexpected third day of voting in the Egyptian presidential elections, there are concerns among Egypt-watchers that a low turnout victory for former general Abdel Fattah El-Sisi would leave the government without a sufficient mandate to deal with the unrest that has rattled the country since the initial 2011 revolution and last year's military ouster of Mohamed Morsi. And there are signs in our pre-election April survey that the Egyptian public has become wary of politics and is showing a decline in enthusiasm for democracy and democratic values. (Pew Research Center)

May 28, 2014

[1.1 Domestic Politics » Elections](#)

330-2 **L'Oreal and Max Factor Top Makeup Brands amongst Women in UAE and KSA** (Click for Details)

(UAE) Ahead of Beautyworld, the largest international trade fair for beauty products, hair, fragrances and wellbeing in the Middle East, YouGov evaluated consumer perception of the top makeup, fragrance and skincare brands in the UAE and Saudi Arabia using BrandIndex, the only brand tracking tool in MENA that measures and tracks brand perceptions amongst consumers on a daily basis. (YouGov Siraj)

May 29, 2014

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

### ► WEST ASIA

330-3 **USA, Australia and Canada Are Top Countries of Choice for Relocation across the Globe** (Click for Details)

(Pakistan) According to a survey carried out by Gallup International, USA, Australia and Canada are top countries of choice for relocation across the globe. (Gallup Pak)

May 19, 2014

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



### ► SOUTHEAST ASIA

330-4 **Net Personal Optimism at high +29; Net Optimism about the Economy at high +9** (Click for Details)

(Philippines) The First Quarter 2014 Social Weather Survey, conducted from March 27-30, 2014, found 38% of adults expecting their personal quality of life to improve in the next 12 months ("Optimists"), and 9% expecting it to get worse ("Pessimists"), for a high Net Personal Optimism score of +29 (the difference of Optimists over Pessimists), a slight downgrade from the very high net +33 (41% Optimists minus 8% Pessimists) in December 2013. (SWS)

May 26, 2014

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

► **NORTHEAST ASIA**

330-5 **More Than Two In Five Singaporean Shoppers Have Purchased Shoes and Clothing Online** (Click for Details)

(Singapore) According to the latest Shopper study by GfK, fashion and shoes are the most frequently purchased items over the Internet, with the average Singaporean shopper spending over SGD 250 and SGD 180 on these two categories respectively in the last three months. (GfK)

May 22, 2014

4.7 Society » Morality, Values & Customs / Lifestyle



**Euro Americas zone**

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

► **EAST EUROPE**

330-6 **Russia: Power of Habit** (Click for Details)

(Russia) Since the Act on 'Abolition of Mobile Slavery' came into force 260 ths. of subscribers have changed their providers according to official figures and this figure is growing every day by approximately 2.5 ths. More than 186 ths. are waiting for their request to be processed. If it remains growing the total number of 'switchers' may reach 800 ths. people. (Romir)

May 29, 2014

4.7 Society » Morality, Values & Customs / Lifestyle

330-7 **Russia: Save and Increase** (Click for Details)

(Russia) Regardless of negative economic news flow city dwellers hope that their income will grow and they will continue to save up. (Romir)

May 20, 2014

4.7 Society » Morality, Values & Customs / Lifestyle



330-8 **Can We Trust the Russian Mass Media?** (Click for Details)

(Ukraine) Most of Russians follow the developments in Ukraine; they mainly watch Russian news and TV channels and believe that the information provided by this media is objective. (VCIOM)

May 14, 2014

4.6 Society » Media/ New Media

330-9 **Past and Putin: Past and Present Resent** (Click for Details)

(Russia) According to Russians, Putin is smart and competent (21%), determined and goal-seeking (20%). A year ago the distribution of answers was 10% and 14%, respectively. Putin is authoritative for 12% of Russians. Eleven percent of Russians think he is kind; 9% - honest and responsible; 8% - far-sighted politician. He is balanced and reserved (5%), confident (5%), and entrepreneurial (5%). (VCIOM)

May 07, 2014

1.2 Domestic Politics » Performance Ratings

## ► WEST EUROPE

330-10 **Poll on Privacy and Data Sharing For the Joseph Rowntree Reform Trust** [\(Click for Details\)](#)

(UK) A new Ipsos MORI poll for The Joseph Rowntree Reform Trust finds that Britons support the police and intelligence agencies accessing data about personal electronic communications in certain circumstances (when that person is a suspect), but that a senior judge and not politicians or parliament should decide when surveillance is appropriate. [\(Ipsos Mori\)](#)

May 30, 2014

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

330-11 **Economist/Ipsos MORI May 2014 Issues Index** [\(Click for Details\)](#)

(UK) The May Economist/Ipsos MORI issues index shows that, with little change since last month, the economy remains the most important issue facing Britain, as it has been since September 2008. It retains a small two point lead over the issue in second place, race relations/immigration. Unemployment is in third place, mentioned by 32% of the public, and followed by the NHS, mentioned by 27%. These have been the top four issues facing Britain for 17 consecutive months. [\(Ipsos Mori\)](#)

May 30, 2014

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

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



330-12 **Workplace Optimism Grows As Consumer Confidence Improves**

[\(Click for Details\)](#)

(UK) Consumer confidence has reached its highest level in almost seven years as economic optimism among British workers increases, new figures from YouGov and the Centre for Economics and Business Research suggest. [\(Ipsos Mori\)](#)

May 30, 2014

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

330-13 **Media Brands Increase Reach By 66 Percent via Mobile Devices** [\(Click for Details\)](#)

(Netherlands) Results published today of the latest DDMM survey show that the major media brands are substantially increasing their monthly reach via smartphones and tablet computers that have now been added to the DDMM survey. On average, the 50 leading media brands have increased their reach by 66 percent. [\(GfK\)](#)

May 21, 2014

[3.11 Economy » Science & Technology](#)

[3.12 Economy » IT & Telecom](#)

## ► NORTH AMERICA

330-14 **Most Americans Say Same-Sex Couples Entitled to Adopt** [\(Click for Details\)](#)

(USA) A clear majority of Americans (63%) say same-sex couples should have the legal right to adopt a child, the most to say so since Gallup began tracking opinions on the matter more than 20 years ago. This is higher than Americans' support for same-sex marriage (55%). [\(Gallup USA\)](#)

May 30, 2014

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



330-15 **New Record Highs in Moral Acceptability** [\(Click for Details\)](#)

(USA) The American public has become more tolerant on a number of moral issues, including premarital sex, embryonic stem cell research, and euthanasia. On a list of 19 major moral issues of the day, Americans express levels of moral acceptance that are as high or higher than in the past on 12 of them, a group that also encompasses social mores such as polygamy, having a child out of wedlock, and divorce. **(Gallup USA)**

May 30, 2014

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

330-16 **From Germany to Mexico: How America's Source of Immigrants Has Changed over a Century**

[\(Click for Details\)](#)

(USA) With more than 40 million immigrants, the United States is the top destination in the world for those moving from one country to another. Mexico, which shares a nearly 2,000-mile border with the U.S., is the source of the largest wave of immigration in history from a single country to the United States. **(Gallup USA)**

May 27, 2014

[4.8 Society » Immigration/Refugees](#)

330-17 **Obama Charts a New Foreign Policy Course for a Public That Wants the Focus to Be At Home** [\(Click for Details\)](#)

(USA) President Obama is expected today to lay out his vision for navigating the many foreign challenges now facing the nation at a West Point commencement address. Republican leaders have criticized the administration for failing to exert American leadership abroad, but the speech also comes at a time when the American public has less of an appetite for foreign involvement and believes American clout is not what it used to be. **(Pew Research Center)**

May 28, 2014

[1.3 Domestic Politics » Governance](#)

330-18 **Few Americans Say Healthcare Law Has Helped Them** [\(Click for Details\)](#)

(USA) About one month after the new healthcare exchanges closed with over 8 million new enrollees, there has been little substantial change in Americans' perception that the healthcare law has helped them. Most Americans say the law has had no impact on their healthcare situation, while those who do perceive an effect are more likely to say it has hurt them rather than helped them. **(Gallup USA)**

May 29, 2014

[4.11 Society » Health](#)

330-19 **Despite Enrollment Success, Healthcare Law Still Unpopular** [\(Click for Details\)](#)

(USA) Although the Obama administration is boasting higher-than-expected enrollment for the Affordable Care Act, Americans' attitudes toward the healthcare law have changed only marginally since the open enrollment period ended for 2014. A steady 43% of Americans approve of the 2010 Affordable Care Act, also known as "Obamacare," while a majority continues to disapprove of it, roughly where sentiment was before the enrollment window officially closed on March 31. **(Gallup USA)**

May 29, 2014

[4.11 Society » Health](#)

330-20 **Americans' Views on Origins of Homosexuality Remain Split** (Click for Details)

(USA) In a year when the movement for same-sex marriages continues to make strides across the U.S., Americans remain divided on how people come to be gay or lesbian. More than a third of Americans (37%) believe people become gay as a result of factors such as their upbringing and environment, while 42% say people are born gay. This latter belief is down slightly from 2013, when nearly half (47%) believed people were gay at birth. (Gallup USA)

May 28, 2014

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



330-21 **Conservative Lead on Social and Economic Ideology Shrinking** (Click for Details)

(USA) More Americans continue to identify themselves as conservatives than as liberals on economic and social matters. However, the conservative advantage on each dimension is shrinking from higher points in recent years, down to 21 points on economic policy and four points on social policy. (Gallup USA)

May 28, 2014

[1.4 Domestic Politics » Political Parties](#)

330-22 **U.S. Economic Confidence Flat, Still Below Last May's Levels** (Click for Details)

(USA) Gallup's U.S. Economic Confidence Index was -15 for the week ending May 25, its ninth consecutive week at or near this level. The index slumped a bit in early March, ranging from -18 to -20, but has fluctuated narrowly between -14 and -17 since. (Gallup USA)

May 27, 2014

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

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



330-23 **Americans Say Big Business Helps Overseas, Less So at Home** (Click for Details)

(USA) Americans see large U.S. companies as having a more positive effect overseas than they do domestically. While 66% of Americans believe that large U.S. companies do a good job creating good jobs for citizens in other countries where they do business, far fewer, 43%, say the companies do a good job of creating jobs for Americans. (Gallup USA)

May 27, 2014

[3.6 Economy » Economic Globalization](#)

330-24 **Temporary Foreign Worker Program: Fine for Older Canadians, Bigger Problem for Young & Unemployed** (Click for Details)

(Canada) A new survey from Angus Reid Global shows slightly more Canadians oppose than support Canada's Temporary Foreign Worker program (TFWP), but opinion on the subject is essentially split. (Angus Reid)

May 30, 2014

[3.3 Economy » Employment Issues](#)

### 330-25 **Federal Party Standings Virtually Unchanged In May: Conservatives Hold Slight Lead among Likely Voters** (Click for Details)

(Canada) A late spring has brought virtually no change to Canada's federal political landscape. While the Conservative Party of Canada (CPC) maintains its lead in support among likely voters over the federal New Democrats and Liberals, the gap has narrowed slightly, according to the latest poll from Angus Reid Global (ARG). (Angus Reid)

May 28, 2014

[1.1 Domestic Politics » Elections](#)

[1.4 Domestic Politics » Political Parties](#)

### 330-26 **BC Teachers Strike: Parents Support Teachers over Government As Job Action Begins** (Click for Details)

(Canada) A survey of British Columbia adults reveals public support is tipping towards teachers as rotating strikes begin in a labor dispute between the BC Teachers' Federation and the BC Government. (Angus Reid)

May 26, 2014

[3.3 Economy » Employment Issues](#)



## ► AUSTRALASIA



### 330-27 **Admiration Nation: Aussies Name Their Most Admired Public Figures** (Click for Details)

(Australia) In 2013, the US President was named by 12.7% of Australians aged 14+ as one of the public figures they most admire. In fact, of the five people whose names came up most often, only two were Australian: former Prime Ministers Julia Gillard (12.3%) and John Howard (7.7%). Nelson Mandela and the Queen also made the top five. (Roy Morgan)

May 28, 2014

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

### 330-28 **Consumer Satisfaction With Banks At Record High, But Why Are Business Customers Lagging So Far Behind?** (Click for Details)

(Australia) The satisfaction level of the personal customers of banks reached 82.0% in April, a marginal increase from 81.8% in March, but enough to achieve its highest level in the 18 years since this survey began. The Big Four banks' personal customers scored 80.7% satisfaction, well above the satisfaction level of their business customers (65.8%). These are the latest findings from the Roy Morgan Research Consumer Single Source survey of over 50,000 people per annum and Business Single Source survey of more than 13,000 business finance decision makers per annum. (Roy Morgan)

May 28, 2014

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

## ► MULTI-COUNTRY SURVEYS

### 330-29 **Britons among the Most Likely To Support Equal Opportunities** (Click for Details)

Global survey finds Britons among the most likely to support equal opportunities for men and women. A new Ipsos global survey finds the British (94%) and Spanish (93%) the most likely to believe in equal

opportunities for men and women. There is less of a consensus in Japan, where rather fewer - 71% - believe in equal opportunities, behind South Korea (72%), Poland (78%) and Hungary (82%). (Ipsos Mori)

May 27, 2014

[3.3 Economy » Employment Issues](#)

[4.5 Society » Gender Issues](#)



#### ► CYBER WORLD

330-30 **TRUSTe Internet of Things Privacy Index** ([Click for Details](#))

(UK) It is predicted that there will be 26 billion connected devices worldwide by 2020, however only half (47%) of British internet users know that smart devices such as smart TVs, fitness devices and in-car navigation systems can collect data about their personal activities according to an Ipsos MORI survey for TRUSTe. (Ipsos Mori)

May 30, 2014

[3.11 Economy » Science & Technology](#)

## Topic of the week:

### **WOMEN IN THE GULF CHOOSE L'OREAL AND MAX FACTOR**

► 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.

May 29, 2014

### **L'Oreal and Max Factor Top Makeup Brands amongst Women in UAE and KSA**

The cosmetic and fragrance markets in the Middle East are rapidly developing due to economic and population growth and rising disposable incomes.

As a result, international skincare product manufacturers and suppliers consider Saudi Arabia and the UAE as having immense potential for growth. With new brands entering the region each year, competition for share of wallet is rising and brand perception and loyalty are key to success.



Ahead of Beautyworld, the largest international trade fair for beauty products, hair, fragrances and wellbeing in the Middle East, YouGov evaluated consumer perception of the top makeup, fragrance and skincare brands in the UAE and Saudi Arabia using BrandIndex, the only brand tracking tool in MENA that measures and tracks brand perceptions amongst consumers on a daily basis.

Beauty brands were rated using YouGov's flagship Index score, which measures brand health by averaging consumers' sub-scores on quality, satisfaction, impression, value, reputation and willingness to recommend. YouGov BrandIndex assessed the top brands in the makeup, fragrance and skincare sectors amongst adult women in the UAE and Saudi Arabia over the last 3 months.

#### Page 8 of 12

**Disclaimer:** Gilani's Gallopedia is a not for profit activity and every effort has been made to give attribution to respective polling organizations. All material presented here is available elsewhere as public information. Readers may please visit the original source for further details. Gilani Research foundation does not bear any responsibility for accuracy of data or the methods and does not claim any proprietary rights benefits or responsibilities thereof.

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

According to research from YouGov's FMCG Oracle\*, more than 4 out of 5 women in the UAE use perfumes at least once a week, while 65% use makeup/cosmetics on a regular basis. Interestingly, Westerners are more likely to wear makeup regularly with 81% claiming to use it at least once a week (vs. 65% Emiratis, 65% Arab Expats and 61% Expat Asians). According to BrandIndex's overall Index score, the top ranking makeup brand amongst women in the UAE is L'Oreal, whilst Gucci comes first for fragrance and Olay tops the list for skincare.

In Saudi Arabia where women spend up to \$2 billion on cosmetics, Max Factor is the top ranked makeup brand amongst women, while Chanel dominates brand health in the fragrance sector and L'Oreal is the highest ranked brand for skincare.

#### Index Scores UAE: Fragrance brands, women

Rank	Brand	Score
1	Gucci	30.6
2	Chanel	29.6
3	Calvin Klein	28.4
4	Christian Dior	26.3
5	Boss	22.8
6	Burberry	21.4
7	Lacoste	19.2
8	Givenchy	18.9
9	Armani	16.9
10	Davidoff	16.8

#### Index Scores UAE: Makeup brands, women

Rank	Brand	Score
1	L'Oreal	38.9
2	Maybelline	32.2
3	Max Factor	22.5
4	M.A.C	22.1
5	Christian Dior	20.0
6	Chanel	19.8
7	Clinique	17.5
8	Lancôme	15.1
9	Givenchy	13.8
10	Armani	13.0

## Index Scores UAE: Skincare brands, women

Rank	Brand	Score
1	Olay	35.3
2	L' Oreal	33.5
3	Nivea	33.0
4	Ponds	23.1
5	Neutrogena	20.2
6	Clinique	17.5
7	Garnier	16.4
8	Chanel	14.6
9	Lancôme	14.6
10	Christian Dior	13.9

## Index Scores KSA: Fragrance brands, women

Rank	Brand	Score
1	Chanel	32.3
2	Gucci	30.5
3	Arabian Oud	24.5
4	Christian Dior	15.2
5	Burberry	15.1
6	Armani	14.9
7	Lacoste	13.8
8	Calvin Klein	13.4
9	Lancôme	12.9
10	YSL (Yves Saint Laurent)	10.6

## Index Scores KSA: Makeup brands, women

Rank	Brand	Score
1	Max Factor	34.9
2	M.A.C	24.8
3	Chanel	24.4
4	L'Oreal	22.3
5	Givenchy	16.6
6	Lancôme	15.9
7	Maybelline	14.8
8	Christian Dior	13.7
9	Make Up Forever	13.4
10	Clinique	9.9

## Index Scores KSA: Skincare brands, women

Rank	Brand	Score
1	L' Oreal	24.4
2	Olay	21.0
3	Nivea	20.3
4	Lancôme	18.3
5	Neutrogena	17.7
6	Givenchy	17.4
7	Chanel	16.8
8	Garnier	16.0
9	Christian Dior	14.9
10	Clinique	12.9

Index Scores are based on a 6 week rolling average.

Source: <http://research.mena.yougov.com/en/news/2014/05/29/loreal-and-max-factor-top-makeup-brands-amongst-wo/>

## Gilani's Gallopedia (2007-2014)

### 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

