

Gallopedia

From **Gilani Research Foundation**

August 2015, Issue # **392***

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 **28** NATIONAL & MULTI COUNTRY SURVEYS. **9** POLLING ORGANIZATIONS HAVE BEEN REPRESENTED.

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



Pg **2** **Euro Americas zone**
this week- **24** national polls



Multi- Country Surveys- **01** poll
Cyber-world-**01** poll



Pg **8** **Topic of the week-**
Emirates comes back fighting as UAE's Best Brand in 2015.



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

▶ MENA

392-1 **Emirates comes back fighting as UAE's BestBrand in 2015** [\(Click for Details\)](#)

(UAE) Emirates has reclaimed its status as the UAE's BestBrand according to the YouGov Brand Index 2015 Mid-Year Best Brand Rankings. [\(YouGov\)](#)

August 10, 2015

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

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

▶ SOUTHEAST ASIA

392-2 **Philippines: Net Personal Optimism at Very high +36; Net Optimism about the Economy at Very high +15** [\(Click for Details\)](#)

(Philippines) The Second Quarter 2015 Social Weather Survey, fielded from June 5-8, 2015, found 42% of adults expecting their personal quality of life to improve in the next 12 months ("Optimists"), and 6% expecting it to get worse ("Pessimists"), for a Net Personal Optimism score of +36 (the difference of Optimists over Pessimists), classified by SWS as very high. [\(SWS\)](#)

August 03, 2015

[4.4 Society » Civil Society](#)

[4.13 Society » Social Problems](#)



Euro Americas Zone

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

▶ EAST EUROPE

392-3 **Between G7 And G20: Russians About Major International Organizations** [\(Click for Details\)](#)

(Russia) Russia should cooperate more closely with the members of the BRICS and the Eurasian Economic Union rather than with the NATO and PACE countries. [\(VCIOM\)](#)

June 21, 2015

[2.8 Foreign Affairs & Security » International / Regional Organizations](#)

[2.11 Foreign Affairs and Security >> Trade](#)

392-4 **Russia: Making Improvements To The Lubyanka Square** [\(Click for Details\)](#)

(Russia) Although Muscovites consider that Moscow needs more monuments, they prefer the pedestrian area arrangement rather than the construction of the monument to Dzerzhinsky. [\(VCIOM\)](#)



June 30, 2015

[3.7 Economy » Infrastructure](#)

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

392-5 **Russia: Watch Out! Religion?!** ([Click for Details](#))

(Russia) Generally, Russians perceive the emerging role of religion more negatively than it was twenty-five years ago; however, the majority says that religion helps them to deal with life problems. ([VCIOM](#))

June 27, 2015

[4.1 Society » Religion](#)

► WEST EUROPE

392-6 **Majority support for rail nationalization – but also policies from the 'radical' right** ([Click for Details](#))

(UK) A majority of people instinctively support policies from both the 'hard left' and 'hard right' of British politics. ([YouGov](#))

August 2015

[3.7 Economy » Infrastructure](#)

[3.13 Economy » Services](#)



392-7 **Germany's reputation hit by handling of Greek debt crisis** ([Click for Details](#))

Many across Europe disapprove of the way Germany has handled the Greek debt crisis – and Merkel's approval in Britain has fallen since last year. ([YouGov](#))

August 04, 2015

[2.11 Foreign Affairs and Security >> Trade](#)

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

392-8 **Growing gap between Americans and Europeans on Iran nuclear deal** ([Click for Details](#))

American public support has fallen, but the agreement remains uncontroversial across Europe. ([YouGov](#))

August 03, 2015

[2.5 Foreign Affairs & Security » Regional Conflicts/ Issues](#)

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

[2.7 Foreign Affairs & Security » Muslim World](#)

392-9 **Egypt and Tunisia seen as the most 'dangerous' holiday destinations (Multi-country survey)** ([Click for Details](#))

New YouGov research across seven European countries reveals the fears of travelling to Turkey and North Africa. ([YouGov](#))

August 01, 2015

[4.16 Society » Entertainment](#)



392-10 **Poll shows Spain set for unpredictable political autumn** ([Click for Details](#))

(Spain) Spanish Prime Minister Mariano Rajoy's ruling conservative Popular Party has taken a clear lead over rivals in a fragmented political landscape four months before a general election but looks set to fall far short of a majority to govern alone. ([Reuters](#))

August 05, 2015

[1.2 Domestic Politics » Performance Ratings](#)

► NORTH AMERICA

392-11 **Across Racial Lines, More Say Nation Needs to Make Changes to Achieve Racial Equality** (Click for Details)

(USA) Over the past year, there has been a substantial rise in the share of Americans — across racial and ethnic groups — who say the country needs to continue making changes to give blacks equal rights with whites, and a growing number of Americans view racism as a big problem in society. (Pew Research Center)
August 5, 2015

[4.3 Society » Ethnicity](#)

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

[4.13 Society » Social Problems](#)

392-12 **U.S. Payroll to Population Rate Unchanged at 45.5% in July** (Click for Details)

(USA) The U.S. Payroll to Population employment rate (P2P), as measured by Gallup, was 45.5% in July. This is unchanged from the previous month, and the highest rate Gallup has measured for any July since tracking began in 2010. The P2P measurements for the past two months tie for the second-highest recorded by Gallup after October 2012, when P2P hit 45.7%. (Gallup USA)

August 6, 2015

[3.3 Economy » Employment](#)

392-13 **Republicans View Rubio, Walker Most Positively on Debate Eve** (Click for Details)

(USA) Just ahead of the first official Republican debate of the 2016 presidential campaign, Republicans give Marco Rubio and Scott Walker the highest net favorable ratings among any of the major 16 candidates running for their party's nomination, followed by Ben Carson, Mike Huckabee and Rick Perry. At the other end of the spectrum, George Pataki, Lindsey Graham and Chris Christie have the lowest net favorable ratings. (Gallup USA)

August 6, 2015

[1.2 Domestic Politics » Performance Ratings](#)

[1.4 Domestic Politics » Political Parties](#)



392-14 **Job Creation Index Maintains Record High, at +32** (Click for Details)

(USA) Gallup's U.S. Job Creation Index maintained its record high of +32 in July for the third month in a row. This score is based on 43% of workers saying their employer is hiring workers and expanding the size of its workforce. It also includes 11% who say their employer is letting workers go and reducing the size of its workforce. Both of these are the same as in June. (Gallup USA)

August 5, 2015

[3.3 Economy » Employment Issues](#)

392-15 **U.S. Economic Confidence Index Drops to -12 in July** (Click for Details)

(USA) Gallup's Economic Confidence Index declined to an average of -12 in July from -8 in June. This is the lowest monthly average since last October, and is a noticeable departure from the +3 average in January.

(Gallup USA)

August 4, 2015

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

[3.2 Economy » Consumer Confidence/Protection](#)**392-16 Clinton's Status With Independents, GOP Comes Full Circle** [\(Click for Details\)](#)

(USA) As Gallup's Lydia Saad recently reported, Hillary Clinton's favorable rating, a measure of her overall popularity with the public, continues to fall, coming in at 44% over the time period July 8-Aug. 2. The decline has been anything but gradual -- over the course of 2015 alone, her favorable rating has fallen seven percentage points; over the past 18 months (since January 2014), Clinton's favorability tumbled 15 points. Her current rating is about a third lower than her all-time high of 66%, achieved in her final year as secretary of state in 2012. This is roughly in line with where it was in the summer of 2007 when, as is the case now, she was gearing up to run for the Democratic presidential nomination. ([Gallup USA](#))

August 4, 2015

[1.2 Domestic Politics » Performance Ratings](#)

[1.5 Domestic Politics » National Image/ Trust](#)

392-17 Majority of Americans Say They Try to Avoid Drinking Soda [\(Click for Details\)](#)

(USA) Americans are more likely to say they actively try to avoid including soda or pop in their diet than 14 other foods, including sugar and fat. At least six in 10 U.S. adults say they are trying to steer clear of these drinks -- regardless of whether they are diet or regular. ([Gallup USA](#))

August 3, 2015

[4.11 Society » Health](#)

**392-18 Despite Unrest, Blacks Do Not Feel More Mistreated by Police** [\(Click for Details\)](#)

(USA) Despite the significant public attention on confrontations between black citizens and police in Missouri, Maryland and New York over the past year, blacks in 2015 express virtually the same opinions about being mistreated by police as they did in 2013. This year, 18% of adult blacks say there has been an occasion the last 30 days when they personally felt they were treated unfairly in dealings with police, which is virtually the same as the 17% recorded in 2013. This is down from as high as 25% in 2004. ([Gallup USA](#))

August 3, 2015

[4.3 Society » Ethnicity](#)

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

[4.13 Society » Social Problems](#)

392-19 Americans' Satisfaction With Way Blacks Treated Tumbles [\(Click for Details\)](#)

(USA) Americans' satisfaction with the way blacks are treated has declined to a new low in Gallup's 15-year trend, now at 49%. This is a sharp drop from two years ago, when 62% were satisfied. Blacks, whites and Hispanics all show significant declines since 2013 in their satisfaction with the treatment of blacks in the U.S.

([Gallup USA](#))

August 4, 2015

[4.3 Society » Ethnicity](#)

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

[4.13 Society » Social Problems](#)

**392-20 Americans Less Positive About Black Civil Rights Progress** [\(Click for Details\)](#)

(USA) Americans still widely believe that civil rights for blacks have improved during their lifetime, but the 76% who say this is down from 87% in 2013. Meanwhile, the percentage of Americans who say the situation stayed the same or has worsened (23%) is the highest Gallup has ever found. (Gallup USA)

August 7, 2015

4.3 Society » Ethnicity

4.7 Society » Morality, Values & Customs / Lifestyle

4.13 Society » Social Problems

392-21 **Blacks Divided on Whether Police Treat Minorities Fairly** (Click for Details)

(USA) Black Americans are divided over whether their local police treat racial minorities, including blacks, fairly or unfairly. Fifty-two percent of blacks say local police treat these minorities "very fairly" or "fairly," while 48% say the police act "unfairly" or "very unfairly." In contrast, 73% of national adults, 71% of Hispanics and 78% of whites say the police treat racial minorities fairly. (Gallup USA)

August 6, 2015

4.3 Society » Ethnicity

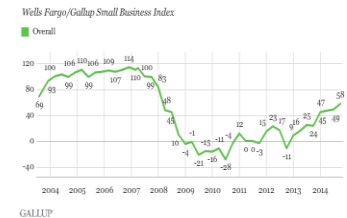
4.7 Society » Morality, Values & Customs / Lifestyle

4.13 Society » Social Problems

392-22 **Many Small Businesses Unaware of Pending EMV Liability Shift** (Click for Details)

(USA) Despite the serious consequences for small-business owners if they don't follow new rules that take effect this fall for credit cards, the latest Wells Fargo/Gallup Small Business Index survey finds that only 32% of owners are aware of the pending changes. (Gallup USA)

August 7, 2015



392-23 **Americans' Views of Black-White Relations Deteriorate** (Click for Details)

(USA) Americans rate black-white relations much more negatively today than they have at any point in the past 15 years. Currently, 47% say relations between blacks and whites are "very good" or "somewhat good," a steep decline from 70% in 2013. Whites' positive ratings of black-white relations since 2013 have nose-dived by 27 percentage points, from 72% to 45%, while blacks show a smaller but still sizable drop of 15 points, from 66% to 51%. (Gallup USA)

August 6, 2015

4.3 Society » Ethnicity

4.7 Society » Morality, Values & Customs / Lifestyle

4.13 Society » Social Problems

392-24 **When discussing politics, family plays larger role for women than for men** (Click for Details)

(USA) One important way many Americans stay informed about politics, including the 2016 elections, is through conversations with others. About seven-in-ten U.S. adults talk with others about politics at least a few times a month, according to a 2014 survey by the Pew Research Center. But a new analysis of survey data finds that *whom* they talk with most often about the subject varies a great deal between men and women. (Pew

Research Center)

August 5, 2015



4.2 Society » Family

4.7 Society » Morality, Values & Customs / Lifestyle

► LATIN AMERICA

392-25 **77% of Brazilians say that excessive red tape hampers economic growth** (Click for Details)

(Brazil) Brazilians believe that excessive bureaucracy increases public spending, encourages corruption and informality, and is a major constraint to economic growth. Therefore, cutting red tape should be a government priority. The findings of the research are portraits of the Brazilian Society - Bureaucracy, conducted by IBOPE intelligence for the National Confederation of Industry (CNI). (Ibope)

July 31, 2015

3.1 Economy » Perceptions on Performance/ Well-Being

3.9 Economy » Financial systems & Institutions

► AUSTRALASIA

392-26 **State of the Nation: The Australian tourism industry enters a new era** (Click for Details)

(Australia) Roy Morgan Research CEO Michele Levine today presented the latest State of the Nation Report in Melbourne, with a special Spotlight on Tourism – an industry that has well and truly entered, and adapted to, this new era of globalisation and digital technology. (Roy Morgan)

August 05, 2015

4.16 Society » Entertainment

► MULTI-COUNTRY SURVEY

392-27 **Russia, Putin Held in Low Regard around the World** (Click for Details)

Outside its own borders, neither Russia nor its president, Vladimir Putin, receives much respect or support, according to a new Pew Research Center survey. A median of only 30% see Russia favorably in the nations outside of Russia. (Pew Research Center)

August 5, 2015

1.5 Domestic Politics » National Image/ Trust

1.2 Domestic Politics » Performance Ratings

► CYBER WORLD

392-28 **Teens, Technology and Friendships** (Click for Details)

Video games, social media and mobile phones play an integral role in how teens meet and interact with friends. (Pew Research Center)

August 6, 2015

3.11 Economy » Science & Technology

4.7 Society » Morality, Values & Customs / Lifestyle



Topic of the week:

Emirates comes back fighting as UAE's Best Brand in 2015

► This page is devoted to the opinions of those countries whose polling activity is generally not known very widely or where a recent topical issue requires special attention.

Emirates comes back fighting as UAE's Best Brand in 2015

August 10, 2015



Emirates has reclaimed its status as the UAE's BestBrand according to the YouGov BrandIndex 2015 Mid-Year BestBrand Rankings.

The home-grown mega brand beats global electronics heavyweight Samsung, and mobile messaging service Whatsapp to dominate the rankings once again as the most positively perceived brand amongst residents, having been in third position for the past two years.



[YouGov BrandIndex](#) tracks over 400 brands in the UAE, and is the only daily measure of brand perception among the public. Rankings are created using BrandIndex's Buzz score, which is calculated by asking respondents if they have 'heard anything positive or negative about a brand in the last two weeks, through advertising, news or word-of-mouth'

UAE Top 10 Buzz Rankings 2015

Rank	Brand	Score
1	Emirates	56.7
2	Whatsapp	51.3
3	Samsung	44.1
4	Apple	41.1
5	Google	40.1
6	Facebook	38.0
7	Etihad Airways	36.0
7	YouTube	36.0
8	Apple iPhone	34.9
9	Emaar	34.2
10	Dubai Mall	31.9

Emirates has maintained a prominent sponsorship strategy this year, continuing to build relationships with its passengers by supporting a range of high profile sporting and musical events. The abundance of positive noise also makes it the third highest Buzz score improver for 2015, increasing its score by 4.5 points since this time last year (score: 56.7).

Overall, the top 10 rankings are still dominated by digital-based brands which have gradually been pushing out FMCG favourites who've scored highly in previous years. Whatsapp (score: 51.3) and video-sharing platform YouTube (36.0) debut for the first time flying into second and seventh place respectively, squeezing out household names, Almarai and Carrefour after a two year stint in the top 10.

There is an unexpected slip for Samsung losing its Buzz crown since this time last year, now in third (score: 44.1). Whilst Apple gains a place just behind in fourth (score: 41.1). It's a surprising turn of events for Google who falls to the middle of the leaderboard in fifth (score: 40.1) for the first half of the year. However, Facebook and Apple iPhone are holding their ground as non-movers in sixth (score: 38.0) and eighth place (score: 34.9) respectively.

The national airline of the UAE, Etihad Airways (score: 36.0) sails into the top 10 making its debut appearance in seventh equal position with YouTube. The launch of a revolutionary new airline class "The Residence" and advertising campaign, "Flying Reimagined" starring Australian actress Nicole Kidman, sees Etihad step up a gear in 2015, also gaining the highest Buzz score improvement in the Emirates (score increase: 6.7).

Real estate brands round up the top 10, with mega property developer Emaar dropping two places from seventh to ninth (score: 34.2) , while Dubai Mall holds steady as a non-mover in tenth place (score: 31.9).

"It's clear digital-based brands are currently riding high amongst the public's opinion, taking up seven of the UAE's top 10 most positively perceived brands", says YouGov's Managing Director, Kailash Nagdev. "However, a strong marketing push from Emirates and Etihad Airways is clearly paying off, giving the technology power-houses a run for their money. It will be interesting to see how the next six months unfolds as regional competition between the carriers heats up."

Want to know how your brand is performing in 2015?

YouGov BrandIndex tracks over 400 brands in the UAE. We could be tracking your brand already with over five years of historical data on most brands.

Source: <http://research.mena.yougov.com/en/news/2015/08/10/emirates-comes-back-fighting-uaes-bestbrand-2015/>

Gilani's Gallopedia (2007-2015)

A Quantitative Analysis

A quantitative analysis of global polls monitored during the 5 year period January 2007 – January 2015

KEY STATISTICS

- 1- Number of Surveys (*a selection on key political and social issues*): \approx 6,805 polls during the period 2007-2015
- 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 2007-2015
- 4- Number **polling organizations** whose polls have been cited: \approx 358 during the period 2007-2015

