

# Gallopedia

From Gilani Research Foundation

October 2015, Issue # 401\*

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 **25**  
NATIONAL & MULTI COUNTRY SURVEYS. **13**  
POLLING ORGANIZATIONS HAVE BEEN  
REPRESENTED.

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**Asia zone**  
this week- **04** national polls



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this week- **01** national poll



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**Euro Americas zone**  
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Multi-country-**02** polls  
Cyberworld- **01** poll



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**Topic of the week-**  
**China: The new social frontier:**  
**Instant Messaging usage jumps**  
**12% as more people opt for**  
**closed platforms**



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

401-1 **Palestinians lose confidence in PLO, their parties & Arab countries** (Click for Details)

([Palestine](#)) A recent survey shows that 80% of the public believe that Palestine is no longer the Primary Arab cause, confidence in the PLO and its Executive Committee declines. Two thirds of the public believe that the PA is not doing all it can to protect Palestinians against settlers' terrorism and view it as a burden on the Palestinian people. (PSR)

October 06, 2015

2.3 Foreign Affairs & Security » Palestine/ Israel Conflict

2.5 Foreign Affairs & Security » Regional Conflicts/ Issues

2.7 Foreign Affairs & Security » Muslim World

401-2 **Saudi consumers 'unimpressed' with Volkswagen as brand Impression sinks by 50% taking Audi down too** (Click for Details)

([Saudi Arabia](#)) Surrounding recent reports of a fuel emission cover up, consumer Impression of the brand Volkswagen has sunk by 50% in Saudi Arabia with a subsequent negative impact on Audi according to YouGov's daily brand tracker BrandIndex. (YouGov Siraj)



October 06, 2015

3.2 Economy » Consumer Confidence/Protection

4.7 Society » Morality, Values & Customs / Lifestyle

### ► SOUTHEAST ASIA

401-3 **Philippines: Net satisfaction ratings at +33 for Vice-President Binay, +42 for Senate President Drilon** (Click for Details)

([Philippines](#)) The Third Quarter 2015 Social Weather Survey, conducted from September 2-5, 2015, found 58% satisfied and 25% dissatisfied with the performance of Vice-President Jejomar Binay, 61% satisfied and 18% dissatisfied with Senate President Franklin Drilon, 34% satisfied and 29% dissatisfied with Speaker Feliciano Belmonte, and 33% satisfied and 29% dissatisfied with Chief Justice Lourdes Sereno. (SWS)

October 06, 2015

1.2 Domestic Politics » Performance Ratings

### ► NORTHEAST ASIA

401-4 **China: The new social frontier: Instant messaging usage jumps 12% as more people opt for closed platforms** (Click for Details)

([China](#)) The popularity of instant messaging (IM) has soared over the past year, with a 12% uplift in daily usage as more people opt for closed messaging platforms such as Wechat, WhatsApp, Facebook Messenger and Viber. (TNS)

October 08, 2015

3.12 Economy » IT & Telecom

4.6 Society » Media/ New Media  
4.7 Society » Morality, Values & Customs / Lifestyle



## Africa Zone

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

### ▶ SUB-SAHARAN AFRICA

401-5 **Guineans confident in freedom to vote, but not in fairness of the count** (Click for Details)

(**Guinea**) Heading toward their second competitive presidential election, Guineans feel free to vote for the candidate of their choice but express concerns about the election environment and the reliability of the vote count, new Afrobarometer survey results indicate. (**Afrobarometer**)

October 05, 2015

1.1 Domestic Politics » Elections  
1.5 Domestic Politics » National Image/ Trust



## Euro Americas Zone

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

### ▶ EAST EUROPE

401-6 **Russia: Food Security** (Click for Details)

(**Russia**) National survey held by Romir in September revealed that almost half of the Russian population (49%) makes their stocks out of the home-grown crops. And more than one third of them (37%) provide 30% - 50% of their total household food basket. (**Romir**)

September 29, 2015

4.4 Society » Civil Society  
4.7 Society » Morality, Values & Customs / Lifestyle

### ▶ WEST EUROPE (Click for Details)

401-7 **House price confidence remains high alongside expectation of interest rate rises**

(**UK**) Confidence in rising property prices has rallied and remains high, moving from the June to the September 2015 waves of the Housing Market Confidence Tracker. At +63, house price optimism (HPO) – as measured by the proportion expecting the UK average property price to rise in the next 12 months, less the proportion expecting it to fall – has stayed stable since the June survey wave, where this figure stood at +64. The month prior to this, in May 2015, HPO had reached a 'survey high' on this measure, at +68. (**Ipsos Mori**)

October 05, 2015

3.1 Economy » Perceptions on Performance/ Well-Being  
3.4 Economy » Inflation  
3.9 Economy » Financial systems & Institutions



#### 401-8 **EU Referendum: Controls on movement of EU citizens key issue for majority of Britons** [\(Click for Details\)](#)

(UK) Two in three Britons have little confidence in Cameron getting a good deal for Britain from European leaders. Restrictions on free movement of EU citizens could be key to referendum outcome. Pressure on public services, housing and benefits most cited reasons to implement restrictions on free movement of EU citizens. [\(Ipsos Mori\)](#)

October 08, 2015

1.5 Domestic Politics » National Image/ Trust  
2.5 Foreign Affairs & Security » Regional Conflicts/ Issues  
2.8 Foreign Affairs & Security » International / Regional Organizations



#### 401-9 **One in six over-50s have taken advantage of new annuity rules** [\(Click for Details\)](#)

(UK) Around one in six (16%) pension-holding over-50s have withdrawn part of their annuity since the new regulations came into force, new YouGov research finds. [\(YouGov\)](#)

October 08, 2015

3.3 Economy » Employment Issues  
3.8 Economy » Enterprise/ Investments/ Business  
3.9 Economy » Financial systems & Institutions

### ► NORTH AMERICA

#### 401-10 **Public Remains Wary of Federal Government's Power** [\(Click for Details\)](#)

(USA) Six in 10 Americans think the government has too much power, marking the third year in a row that at least 59% of the public has voiced this view. The 60% recorded in this survey ties the previous high from 2013 for the question, which Gallup has asked annually since 2002. [\(Gallup USA\)](#)

October 09, 2015

1.3 Domestic Politics » Governance  
1.5 Domestic Politics » National Image/ Trust

#### 401-11 **Children a Key Factor in Women's Desire to Work Outside the Home** [\(Click for Details\)](#)

(USA) Having young children at home greatly influences whether women in the U.S. prefer to stay at home or work outside of it. More than half of women, 56%, who have a child younger than 18 would ideally like to stay home and care for their house and family, while 58% of those without young children would rather work outside the home. Having young children makes little difference in men's preferences, with close to three-quarters preferring to work regardless of their parenting status. [\(Gallup USA\)](#)

October 07, 2015

3.3 Economy » Employment Issues  
4.2 Society » Family  
4.7 Society » Morality, Values & Customs / Lifestyle



#### 401-12 **U.S. Job Creation Index Steady at Seven-Year High** [\(Click for Details\)](#)

(USA) Gallup's U.S. Job Creation Index registered +32 in September for the fifth consecutive month. This is the highest score Gallup has recorded since it began measuring employees' perceptions of job creation at their workplaces in early 2008. [\(Gallup USA\)](#)

October 07, 2015

3.3 Economy » Employment Issues

401-13 **Role of U.S. Gov't Remains Key Source of Party Differences** [\(Click for Details\)](#)

(USA) Democrats and Republicans have almost precisely opposite views of the purpose of government in today's society. Fifty-seven percent of Democrats tend to believe the government should take active steps to try to improve the lives of its citizens. The same percentage of Republicans tilt toward the belief that the government should provide only the most basic functions. Independents are evenly divided between the two approaches.



(Gallup USA)

October 06, 2015

[1.3 Domestic Politics » Governance](#)[1.4 Domestic Politics » Political Parties](#)401-14 **U.S. Economic Confidence Index Flat in September** [\(Click for Details\)](#)

(USA) Gallup's U.S. Economic Confidence Index averaged -14 for September, essentially the same as the -13 in August. From a broader perspective, the index has declined steadily since peaking at +3 in January. (Gallup USA)

October 06, 2015

[3.1 Economy » Perceptions on Performance/ Well-Being](#)[3.2 Economy » Consumer Confidence/Protection](#)401-15 **Informed Americans Rate Both Parties in Congress Worse** [\(Click for Details\)](#)

(USA) Americans who are knowledgeable about Congress -- based on a five-question quiz -- have more negative views of the Republicans and Democrats in Congress compared with those who are less knowledgeable. About half of Americans who answer at least two of the five quiz questions correctly say Republicans and Democrats are doing a "poor" or "bad" job. Fewer than three in 10 Americans who answer none of the questions correctly rate these groups this negatively. (Gallup USA)

October 05, 2015

[1.2 Domestic Politics » Performance Ratings](#)[1.3 Domestic Politics » Governance](#)401-16 **U.S. Consumer Spending Remains on a Plateau** [\(Click for Details\)](#)

(USA) Americans' daily self-reports of spending averaged \$88 in September, essentially the same as the \$89 found in August. Spending has been fairly consistent since April, hovering around \$90. (Gallup USA)

October 05, 2015

[3.1 Economy » Perceptions on Performance/ Well-Being](#)[3.2 Economy » Consumer Confidence/Protection](#)[4.7 Society » Morality, Values & Customs / Lifestyle](#)401-17 **On Immigration Policy, Wider Partisan Divide over Border Fence than the Path to Legal Status** [\(Click for Details\)](#)

(USA) As immigration emerges as a key issue in the presidential campaign, there is little common ground between Republicans and Democrats in views of several immigration policy proposals. But partisan disagreements are much more pronounced on some issues than others. (Pew Research Center)



October 08, 2015

[1.4 Domestic Politics » Political Parties](#)[4.8 Society » Immigration/Refugees](#)



#### 401-18 **Positive Impact of Pope Francis on Views of the Church, Especially Among Democrats and Liberal** (Click for Details)

(USA) In the wake of Pope Francis' visit to the United States, a new Pew Research Center survey finds that the pope has generated goodwill toward the Roman Catholic Church among many people across the political spectrum. Ideological liberals and moderates, along with Democrats, are especially likely to say Francis has given them a more positive view of the Catholic Church. **(Pew Research Center)**



October 07, 2015

[1.4 Domestic Politics » Political Parties](#)  
[4.1 Society » Religion](#)

#### 401-19 **Canadians and their Communities: A National Survey on Citizen Engagement and Attitudes** (Click for Details)

(Canada) Canadians tie more of their identity to their country than their own communities, but are more bullish about the futures of their neighborhoods than the nation. This, according to an Angus Reid Institute public opinion survey conducted in partnership with Community Foundations Canada. **(Angus Reid)**

October 6, 2015

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

### ► AUSTRALASIA

#### 401-20 **Turning hot and cold: how the weather changes Australians' food likes and consumption** (Click for Details)

(Australia) When it comes to the food Aussies like eating, it seems we have a case of seasonal affective disorder... and short memories, new food preference and consumption data from Roy Morgan Research shows. **(Roy Morgan)**



October 08, 2015

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

#### 401-21 **Prepaid mobile users still prefer to recharge at a store** (Click for Details)

(Australia) 6.2 million Australians 14+ (32%) have a prepaid service on their main mobile phone: supermarkets are still their number one channel for recharging, ahead of going online or making a call, the latest telecommunications data from Roy Morgan Research shows. **(Roy Morgan)**

October 07, 2015

[3.12 Economy » IT & Telecom](#)  
[3.13 Economy » Services](#)

#### 401-22 **ANZ-Roy Morgan Australian Consumer Confidence faces uphill battle - now at 110.0** (Click for Details)

(Australia) ANZ-Roy Morgan Australian Consumer Confidence declined 0.5% to 110.0 this week. This takes the cumulative fall over the last fortnight to 3.9%, which retraces almost half of the record bounce in response to the appointment of Malcolm Turnbull as Prime Minister. **(Roy Morgan)**

October 06, 2015

[3.1 Economy » Perceptions on Performance/ Well-Being](#)  
[3.2 Economy » Consumer Confidence/Protection](#)

### ► MULTI-COUNTRY SURVEYS

#### 401-23 **Despite Global Challenges, Aspirational Consumers See Brands, Capitalism as a Force for Positive Change** [\(Click for Details\)](#)

Despite profound economic, political and social challenges around the world, a rising generation of Aspirational consumers is optimistic about the future and sees brands and free market capitalism as a force for positive change, finds a new global study by BBMG and GlobeScan. ([Globescan](#))

October 06, 2015

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

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



#### 401-24 **More than any other foreign language, European youths learn English** [\(Click for Details\)](#)

The European Union is awash with languages. There are 24 official languages in the EU and more than 60 indigenous regional or minority languages. Despite this linguistic diversity, European students study one foreign language far more than any other: English. ([Pew Research Center](#))

October 8, 2015

[4.10 Society » Education](#)

### ► **CYBER WORLD**

#### 401-25 **Social Media Usage: 2005-2015** [\(Click for Details\)](#)

(USA) Nearly two-thirds of American adults (65%) use social networking sites, up from 7% when Pew Research Center began systematically tracking social media usage in 2005. Pew Research reports have documented in great detail how the rise of social media has affected such things as work, politics and political deliberation, communications patterns around the globe, as well as the way people get and share information about health, civic life, news consumption, communities, teenage life, parenting, dating and even people's level of stress. ([Pew Research Center](#))



October 2015

[3.12 Economy » IT & Telecom](#)

[4.6 Society » Media/ New Media](#)

## Topic of the week:

### ***China: The new social frontier: Instant messaging usage jumps 12 % as more people opt for closed platforms***

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

## **China: The new social frontier: Instant messaging usage jumps 12% as more people opt for closed platforms**

October 08, 2015

- New report shows 55% of global internet users are on instant messaging (IM) every day
- While Facebook remains the firm favourite across digital platforms, WeChat and WhatsApp are rising up the ranks
- IM offers significant opportunities for brands that successfully move to a content model

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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)



**China** - The popularity of instant messaging (IM) has soared over the past year, with a 12% uplift in daily usage as more people opt for closed messaging platforms such as Wechat, WhatsApp, Facebook Messenger and Viber.



Over half of internet users worldwide (55%) are now using instant messaging every day, while 76% are using it on a weekly basis, according to Connected Life, a study of over 60,000 internet users worldwide from global research consultancy TNS. Despite this, social platforms are still rising in popularity with a 6% uplift in daily usage.

Instant Messaging is particularly dominant in emerging 'mobile-first' markets, with daily usage rising even higher in China (69%), Brazil (73%), Malaysia (77%) and South Africa (64%). By contrast, some Western markets are lagging behind, including the UK (39%) and the US (35%).

Facebook has maintained its position as the world's favourite social platform; almost one third of global internet users (30%) say they use it every day. WeChat and QQ Space are the most popular social networks in China, with 69% and 37% respectively using them daily.

This data shows that consumers are even more connected to each other, and across multiple platforms. While IM popularity is rising, traditional social media platforms are still holding strong, allowing content to go viral more quickly. The challenge for brands is to create content that consumers actually want to share.

Whilst these newer platforms still attract a smaller audience overall, they are often far more active; 40% of Vine users and 44% of Snapchat users say they watch branded content on those platforms every week, while 43% of WeChat's user base use it to access information and services about a company.

**Tiger Shang**, General Manager of TNS Beijing office, said:

"Apps like Snapchat, Line and WhatsApp are sweeping up new users every day, particularly younger consumers who want to share experiences with a smaller, specific group, rather than using public, mainstream platforms like Wechat, Facebook or Twitter. As people's online habits become ever more fragmented, brands need to tap into the growing popularity of IM and other emerging platforms. The need for a content-driven approach across IM, social and traditional channels has never been clearer.

"Yet at the same time brands need to be very careful. Instant messaging is a more closed medium, meaning it is essential to share limited content that is genuinely relevant and valuable. Starbucks recently ran a breakfast promotion campaign via WeChat, which triggered a morning alarm and rewarded customers with a half-price breakfast if they arrived at the store within the hour. This is a brilliant example of using IM to create positive word-of-mouth and build up customer loyalty."

Further research from TNS showed that although IM users are wary of brands interrupting them, they are more concerned with how content they share impacts their own image.

**Tiger Shang** said:

"The challenge of how to get the most out of TV used to be the biggest challenge for advertisers. Now it's about moving from a broadcast to a content creation model that gets people talking and sharing across different platforms."



- ENDS -

### **About Connected Life**

Connected Life is a leading global study of the digital attitudes and behaviours of 60,500 internet users across 50 countries, exploring how technology is transforming the lives of consumers across the world. It offers essential insight into the impact of the growing digital ecosystem on the media landscape.

Connected Life also uncovers new and exciting opportunities for marketers to connect with their consumers in this increasingly complex environment; it is a powerful tool that helps brands make better digital decisions.

The fieldwork was undertaken in all markets between May and August 2015.

### **About TNS**

TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and customer strategies, based on long-established expertise and market-leading solutions. With a presence in over 80 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviours and attitudes across every cultural, economic and political region of the world.

TNS is part of Kantar, the data investment management division of WPP and one of the world's largest insight, information and consultancy groups. Please visit [www.tnsglobal.com](http://www.tnsglobal.com) for more information.

### **About Kantar**

Kantar is the data investment management arm of WPP and one of the world's largest insight, information and consultancy groups. By uniting the diverse talents of its 12 specialist companies, the group is the pre-eminent provider of compelling data and inspirational insights for the global business community. Its 30,000 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.

Source: <http://www.tnsglobal.com/node/104666>

# Gilani's Gallopedia (2007-2015)

## A Quantitative Analysis

A quantitative analysis of global polls monitored during the 8 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

