

# Gallopedia

From **Gilani Research Foundation**

April 2018, Issue # **530\***

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 Fatima Aamir and Noor Un Nisa Shahid.

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.

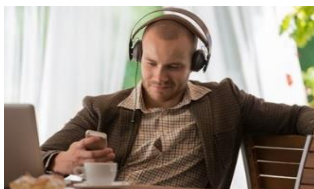
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[Topic of the week: \(Click for details\)](#)

## INSIDE THIS ISSUE

THIS WEEK'S REPORT CONSISTS OF **21**  
NATIONAL & MULTI COUNTRY SURVEYS. **8**  
POLLING ORGANIZATIONS HAVE BEEN  
REPRESENTED.

Pg **2** [Asia zone](#)  
this week- **02** national  
polls



Pg **3** [Africas zone](#)  
this week- **02** national  
poll



Pg **3** [Euro Americas zone](#)  
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polls



Pg **7** [TOPIC OF THE WEEK:  
Australians prefer  
radio for breakfast,  
TV after dinner](#)



**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

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## Asia Zone

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

### ► EAST ASIA

**530-1 [Fourth Quarter 2017 Social Weather Survey: Minorities of Filipino adults attend religious services weekly since 2013; 75% said religion is very important, 9% somewhat important](#) (click for details)**

(Philippines) Nearly half (46%) of adult Filipinos attend religious services *weekly*, 34% *monthly*, and 19% *occasionally*, according to the Fourth Quarter 2017 Social Weather Survey, done on December 8-16, 2017. The remaining 0.4% said they *never* attend religious services. The survey also found a majority 75% saying religion is *very important* and 9% *somewhat important*. The remaining 3% said it is *not very important*, and 13% *not at all important*. (SWS)

March 28, 2018

[4.1 Society » Religion](#)

**530-2 [Mercedes-Benz sees largest shift in positive brand health among KSA women since driving ban lifted](#) (click for details)**

(Saudi Arabia) Six months after the lift on the driving ban was announced, according to fresh data from YouGov BrandIndex - the daily brand perception tracker, Mercedes has increased its Index score by 4.6 points and now sits just one point behind Toyota, as one of the strongest car brands among women in Saudi Arabia. (YouGov)

March 28, 2018

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



## Africa Zone

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

### ► AFRICA

**530-3 [More than one-third of Nigerians experienced moderate or high lived poverty in previous year, survey shows](#) (click for details)**

(Nigeria) More than one-third of Nigerians repeatedly went without basic life necessities during the previous year, placing them in the category of “moderate lived poverty” or “high lived poverty,” a recent Afrobarometer survey indicates.

(Afrobarometer)

March 28, 2018

[3.5 Economy » Poverty](#)



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530-4 [Majority of Nigerians say country going in 'wrong direction'](#) (click for details)

(Nigeria) Almost two-thirds of Nigerians say the country is "going in the wrong direction," a recent Afrobarometer survey reveals. Though harsh, this assessment represents an improvement from 2015.

(Afrobarometer)

March 28, 2018

1.2 Domestic Politics » Performance Ratings

## Euro Americas Zone

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

### ▶ EAST EUROPE

530-5 [Most Poles accept Jews as fellow citizens and neighbors, but a minority do not](#) (click for details)

(Poland) Almost one-in-five Poles (18%) say they would *not* be willing to accept Jews as citizens of their country, and a similar share (20%) say they would not want Jewish neighbors. Nearly a third of Polish adults (30%) say they would not accept a Jewish person as a member of their family. (PEW Research Center)

March 28, 2018

4.3 Society » Ethnicity



### ▶ WEST EUROPE

530-6 [One year to go: Europeans would still prefer Britain to stay in the EU](#) (click for details)

(UK) With six European countries polled, there were clear majorities in four expressing a desire for the UK to stay in the EU: Denmark (63%), Finland (59%), Germany (58%) and Sweden (58%). (YouGov UK)

March 29, 2018

1.5 Domestic Politics » National Image/ Trust

530-7 [Half of the UK public believe that the gender pay gap will never close](#) (click for details)

(UK) Over half (52%) of all UK adults think that the gender pay gap will never completely close, our new research reveals. The data shows that while 46% of men believe it will never close, this figure rises to almost six in ten (59%) among women. Older people are also more pessimistic, with over six in ten (63%) people aged 65+ believing it won't ever disappear, compared to just under half (48%) of under-25s. (YouGov UK)

March 29, 2018

4.5 Society » Gender Issues



530-8 [Where Britain stands on Brexit one year out](#) (click for details)

(UK) The UK will leave the European Union on 29 March 2019. With one year to go, where does public opinion stand on Brexit? In the latest poll 45% think Britain is wrong to leave, 42% right to Leave. Over four in ten (43%) think they should continue on their current terms, 9% think they should proceed with a "softer"

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Brexit instead, 20% would like a fresh referendum and 13% would like the government to just stop Brexit completely. (YouGov UK)

March 29, 2018

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

**530-9 [Attitudes to immigration have softened since referendum but most still want to see it reduced](#)** ([click for details](#))

(UK) Just under half (44%) say that migration has had a positive impact on Britain according to a new Ipsos MORI survey among British adults aged 18-75. A majority are dissatisfied with the Government's handling of immigration among both Leave and Remain voters – though views are not as negative as under Cameron's government but seven in ten lack confidence the government will hit its “tens of thousands” immigration target by leaving the EU. (Ipsos MORI)

March 26, 2018

[4.8 Society » Immigration/Refugees](#)

**530-10 [Public concern about plastic and packaging waste is not backed up by willingness to act](#)** ([click for details](#))

(UK) An Ipsos MORI / King's College Polling Club survey finds public concerned about plastic waste but that consumers should not take most responsibility for a solution. The research, conducted online in February with 1,681 adults aged 16-75 across the United Kingdom, found that seven in eight adults claim to be at least “fairly concerned” about the issue, which the BBC documentary series Blue Planet II helped bring to the fore. (Ipsos MORI)



March 29, 2018

[4.14 Society » Environment/ Disasters](#)

**530-11 [Trust: a crucial line of code when applying Artificial Intelligence to Healthcare](#)** ([click for details](#))

(UK) When we look at the current levels of trust among those actively involved in applying AI to healthcare (public sector providers, global pharmaceutical, and telecommunication companies) we find that, globally two in five (39%) distrust public sector healthcare providers to use the information they have about them. This goes up to almost half (46%) distrusting pharmaceutical companies, and half (50%) for telecommunication companies. (Ipsos MORI)

March 27, 2018

[3.11 Economy » Science & Technology](#)

## ► NORTH AMERICA

**530-12 [Room for Improvement in Investor Confidence about Retirement](#)** ([click for details](#))

(USA) U.S. investors' confidence about funding their retirement hasn't changed much over the past year, despite broad stock market gains. A third of investors, 34%, similar to 31% a year ago, say they are "highly confident" they will have enough money to maintain their preferred lifestyle throughout retirement. Still, this is better than four years ago -- in 2014, barely a quarter were highly confident. (Gallup USA)

March 29, 2018

[3.3 Economy » Employment Issues](#)

530-13 [Americans Want Government to Do More on Environment](#) (click for details)

(USA) The majority of Americans say protection of the environment should be a priority, even at the risk of curbing economic growth, and believe the U.S. government is not doing enough to protect the environment. About three-quarters support spending more government money on solar and wind power, and support higher emissions and pollution standards for industry. (Gallup USA)

March 29, 2018

4.14 Society » Environment/ Disasters

530-14 [Polarized Americans Rate Environment Worst Since 2009](#) (click for details)

(USA) Forty percent of Americans rate the overall quality of the environment as "excellent" or "good." Although not dramatically lower than in prior years, it is the least positive assessment of the environment since 2009. (Gallup USA)

March 29, 2018

4.14 Society » Environment/ Disasters

530-15 [Global Warming Concern Steady Despite Some Partisan Shifts](#) (click for details)

(USA) Americans' concerns about global warming are not much different from the record-high levels they were at a year ago. However, the views of some partisans have shifted, creating larger gaps than what Gallup saw last year across all questions about global warming. (Gallup USA)

March 28, 2018

4.14 Society » Environment/ Disasters

530-16 [Some U.S. Teachers Consider Career Change Over Safety Fears](#) (click for details)

(USA) As the nation debates how to address the problem of gun violence in U.S. schools, more than one in five U.S. teachers (22%) say they have considered leaving their profession because of issues related to school safety. Still, most teachers remain satisfied with their profession and would make the same career choice again. (Gallup USA)

March 28, 2018

4.12 Society » Crime

530-17 [U.S. Concerns About Healthcare High; Energy, Unemployment Low](#) (click for details)

(USA) Fifty-five percent of Americans worry "a great deal" about the availability and affordability of healthcare, topping concerns about 14 other issues Gallup tested. Slim majorities also worry about crime and violence, federal spending and the budget deficit, and the availability of guns. Unemployment and affordable energy rank last. (Gallup USA)

March 26, 2018

4.13 Society » Social Problems

530-18 [Putin remains overwhelmingly unpopular in the United States](#) (click for details)

(USA) A majority of Americans (68%) have an unfavorable opinion of Russian President Vladimir Putin. Just 16% see Putin favorably, with more Republicans than Democrats holding that view. (PEW Research Center)

March 26, 2018

2.5 Foreign Affairs & Security » Regional Conflicts/ Issues

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530-19 [Why do people belong to a party? Negative views of the opposing party are a major factor](#) [\(click for details\)](#)

(USA) About three-quarters of Republicans (76%) and 72% of Democrats say a major reason for belonging to their party is that its policies are good for the country, according to the survey of 4,656 U.S. adults conducted Jan. 29-Feb. 13. Republicans (71%) are more likely than Democrats (63%) to cite the harm from the opposing party's policies as a major reason to affiliate with their party. (PEW Research Center) March 29, 2018

1.4 Domestic Politics » Political Parties



## ► AUSTRALASIA

530-20 [Federal Election too close to call as L-NP holds big lead in Queensland](#) [\(click for details\)](#)

(Australia) The latest Morgan Poll shows the Federal support for the L-NP up 3% to 49% in a fortnight narrowly behind the ALP down 3% to 51% on a two-party preferred basis. The Morgan Poll follows the SA Election won by the Liberal Party and controversial comments by Opposition Leader Bill Shorten regarding the proposed Adani coalmine in Queensland and was conducted over the last two weekends of March 17/18 & 24/25, 2018 with 1,417 electors. (Roy Morgan)

March 27, 2018

1.1 Domestic Politics » Elections

530-21 [Australians prefer radio for breakfast, TV after dinner](#) [\(click for details\)](#)

(Australia) Most of us watch, read, listen to and communicate differently at the start of the day versus the end of the day, and today there are so many choices, including social media and games. Overall media consumption is higher after dinner compared to breakfast time with 88% of Australians consuming media after dinner compared to 75% at breakfast time. (Roy Morgan)

March 29, 2018

4.16 Society » Entertainment

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## Topic of the week:

### **Australians prefer radio for breakfast, TV after dinner**

► 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.

#### Australians prefer radio for breakfast, TV after dinner



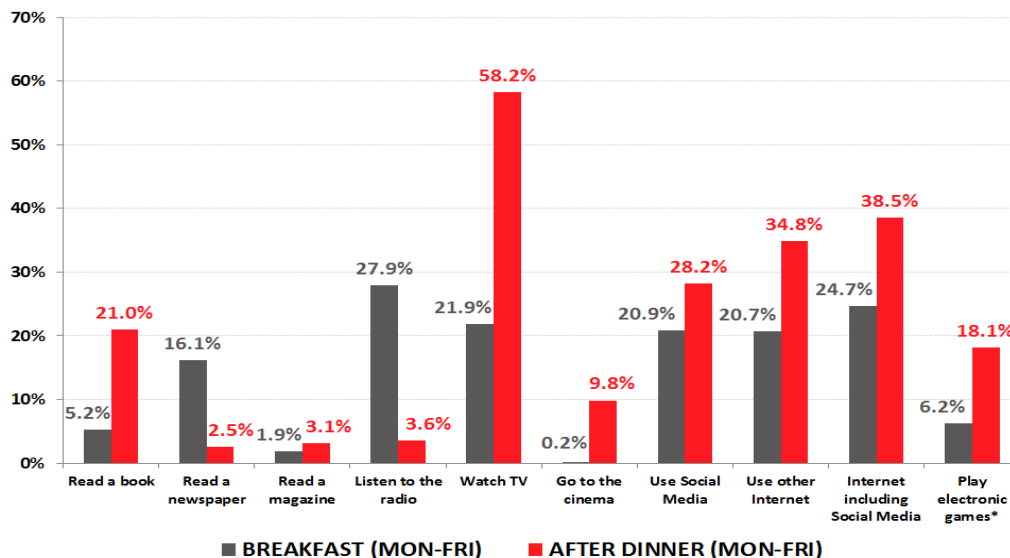
Most of us watch, read, listen to and communicate differently at the start of the day versus the end of the day, and today there are so many choices, including social media and games. Overall media consumption is higher after dinner compared to breakfast time with 88% of Australians consuming media after dinner compared to 75% at breakfast time. New research investigating the media consumption preferences of Australians highlights some significant differences between which media we choose at breakfast time compared with our preferences after dinner.



#### Australians at breakfast

The clear breakfast favourite is radio 27.9% of Australians prefer to listen to radio at breakfast cf. 3.6% after dinner. The other media preferred at breakfast time is reading a print or online newspaper – 16.1% of Australians read a newspaper at breakfast cf. 2.5% after dinner. Importantly 13.8% of Australians read print newspapers which are preferred to online newspapers read by 9.4% of Australians (some read both print and online).

#### Australian Weekday Media Preferences – Breakfast v After Dinner



**Source:** Roy Morgan Single Source: Interviews with 15,220 Australians aged 14+ (Jan. Dec. 2017). \*Playing electronic games could be by console, computer, mobile phone or tablet.

### Australians after dinner

For all other media types, a higher proportion of people prefer to consume after dinner, but relativities vary depending on the medium consumed:

- *TV viewing is preferred by 58.2% of Australians at dinner time compared to 21.9% of Australians at breakfast time;*
- *Online activity is preferred by 38.5% of Australians after dinner compared to 24.7% of Australians who like to go online at breakfast. The relativities are somewhat closer if we consider social media consumption – 28.2% after dinner cf. 20.9% at breakfast; but about the same difference for all other internet use – 34.8% after dinner cf. 20.7% at breakfast;*
- *21% of Australians like to read a book after dinner but only 5.2% do so at breakfast;*
- *Playing games on a console, computer, mobile phone or tablet is much more strongly preferred after dinner with 18.1% of Australians compared to 6.2% at breakfast time.*

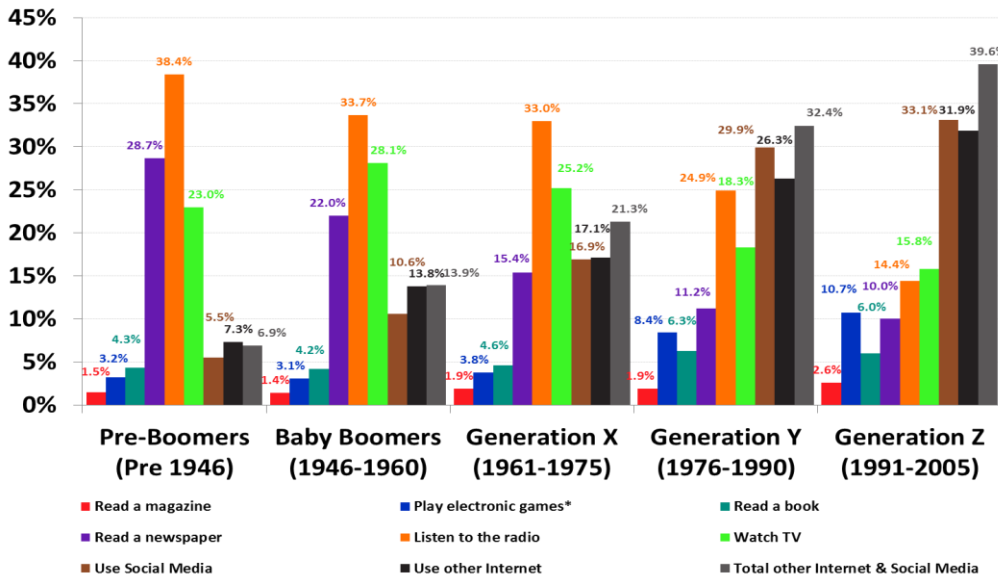
### Older generations love breakfast radio, younger generations prefer the Internet

The new research on media preferences by time of day also provides deep insights with how different demographic groups are similar or different in what media they prefer to consume and when they prefer to consume it. It shows clear momentum of the internet with the younger generation.

The chart below illustrates how the different generations – from Pre-Boomers to Generation Z – prefer the same or different media at breakfast time. We can also observe how similar or different generation media preferences are at other times of the day including after dinner.

Overall consumption of media at breakfast time declines in younger generations born after 1960. Over 80% of Pre-Boomers and Baby Boomers consume media at breakfast time compared to 77% of Generation X, 72% of Generation Y and just under 70% of Generation Z.

### Breakfast media preferences by generation



*Source: Roy Morgan Single Source: Interviews with 15,220 Australians aged 14+ (Jan. Dec. 2017). \*Playing electronic games could be by console, computer, mobile phone or tablet.*

Breakfast media preferences across the generations:

**Decreasing preference across generations for:**

Newspaper readership – 28.7% of Pre-Boomers to 10% of Generation Z;

Listening to the radio – 38.4% of Pre-Boomers to 14.4% of Generation Z;

Watching TV – Pre-Boomers are slightly down on 23% relative to Baby Boomers on 28.1% and Generation X on 25.2% which declines further amongst the younger Generation Y on 18.3% and Generation Z on 15.8%;

**Increasing preference across generations for:**

Using Social Media – 5.5% of Pre-Boomers to 33.1% of Generation Z;

Using the internet other than Social Media – 7.3% of Pre-Boomers to 31.9% of Generation Z;

Playing games on a console, computer, mobile phone or tablet – 3.2% of Pre-Boomers to 10.7% of Generation Z.

**Michele Levine, CEO, Roy Morgan, says understanding how diverse consumer groups engage with media at different times of the day is vital to properly targeting advertising to reach consumers in a cost-effective way:**

*“Combined with the richness of other Roy Morgan Single Source data the media preferences information can be used to create an in-depth understanding of which media resonate most favourably among your intended communication targets.*

*“These sorts of analyses give valuable insights into media receptivity similarities and differences both within and between selected target markets.*

*“Exploring media preferences in detail is an essential input for developing effective media strategies to reach existing and potential customers.*

*“It’s so easy to assume the ‘traditional media’ belong in the past. This new research, that specifically focuses on social media and new digital media within the total media context shows clearly that TV is still the preferred media after dinner; radio rules at breakfast. However the overall trends are all foreshadowing a move to a more digital media world.”*

**Source:** <http://www.roymorgan.com/findings/7555-media-preferences-breakfast-dinner-generations-december-2017-201803290909>

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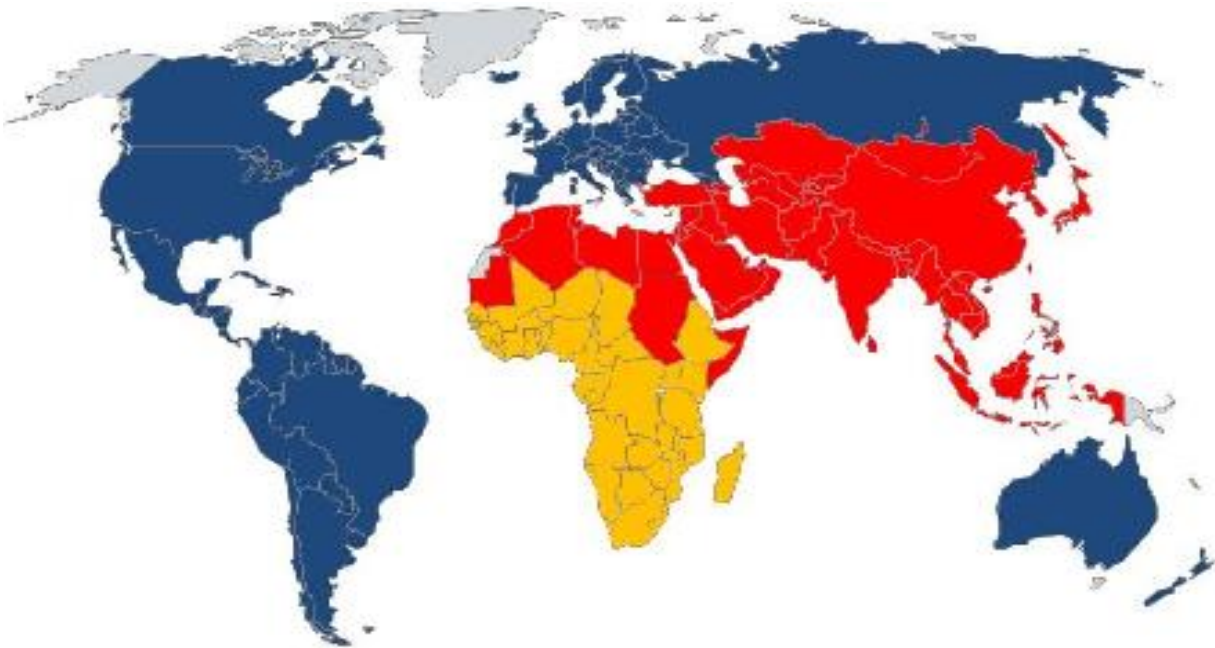
## Gilani's Gallopedia (2007-2018)

### A Quantitative Analysis

A quantitative analysis of global polls monitored during the 8 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



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