

Gallopedia

From **Gilani Research Foundation**

October 2018, Issue # **556***

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 Mishal Javed and Umamah Ashraf.

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 WEEKLY REPORT CONSISTS OF **21**
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POLLING ORGANIZATIONS HAVE BEEN
REPRESENTED.

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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:

556-1 [Third Quarter 2018 Social Weather Survey: 45% of Pinoys believe that PRRD has health problems](#)(Click for details)

(Philippines) The Third Quarter 2018 Social Weather Survey, conducted from September 15-23, 2018, found that 45% of adult Filipinos believe (17% strongly believe and 28% somewhat believe), and 26% do not believe (10% somewhat not believe and 16% strongly not believe), that Pres. Rodrigo Duterte has health problems. Twenty-nine percent are undecided about the matter. (SWS)

October 7, 2018

1.5 Domestic Politics » National Image/ Trust

► MENA:

556-2 [1 out of 5 people purchase fast food every week after watching a related advert](#) (Click for details)

Close to half of GCC respondents (45%) mention being exposed to fast food advertisements every day, which makes it harder and harder for the consumer to not sway towards these less healthy options. This number is highest in Kuwait (67%), a country that currently charts at highest incidence of obesity in the Middle East. (YouGov MENA)

October 1, 2018

4.11 Society » Health

4.7 Society » Morality, Values & Customs / Lifestyle



556-3 [Huawei is the brand that has achieved the greatest uplift in its Ad Awareness in Egypt in September](#) (Click for details)

(Egypt) Huawei have released a number of adverts to promote the launch, which includes a video advertisement starring Egyptian actress and model Sarah Elshamy. A key focus of the campaign is the phone's AI feature, with messaging highlighting the camera's capabilities. People are certainly noticing the ads. In Egypt, Huawei's Ad Awareness score has risen by 10 points, from +26 in mid-August to +36 on the 11th September (YouGov MENA)

October 7, 2018

3.12 Economy » IT & Telecom



Africa Zone

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

► AFRICA

556-4 [Reporting corruption: Six in 10 Tunisians say they risk retaliation](#) (Click for details)

(Tunisia) Six in 10 Tunisians say they risk retaliation if they report incidents of corruption, although the same proportion think ordinary citizens can make a difference in fighting



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corruption, a recent Afrobarometer survey reveals. Citizens are divided as to whether authorities will take action when they report such incidents. ([AfroBarometer](#))

October 1, 2018

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

[4.13 Society » Social Problems](#)

556-5 [Nigeria At 58; A Call for Strengthened Democracy And Inclusive Governance](#) ([Click for details](#))

([Nigeria](#)) An excerpt from NOIPolls' National Survey conducted in 2017 revealed that Nigerians take pride in being citizens of Nigeria as 88 percent of the respondents surveyed declared that they were proud to be Nigerians. This is gratifying, especially in the face of ongoing agitation for secession and other critical challenges to the corporate existence of the country. Interestingly, further findings indicated that democracy and telecommunications were considered the greatest achievement Nigeria has made in its 57 years of existence. ([NOI Polls](#))

October 2nd, 2018

[1.3 Domestic Politics » Governance](#)

Euro Americas Zone

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

▶ WEST EUOROPE

556-6 [Pret has work to do to win back public trust](#) ([Click for details](#))

([UK](#)) YouGov brand tracking data suggests that public perception of Pret has worsened in the aftermath of the case. Its Buzz score (whether someone has heard something about the brand, and if so, if that was positive or negative) declined sharply from +2 to -11 over the past week or so. ([YouGov UK](#))

October 3, 2018

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



556-7 [This month, John Lewis is that brand which has achieved the highest uplift in its Ad Awareness in the UK](#) ([Click for details](#))

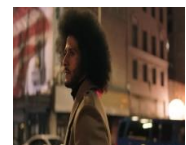
([UK](#)) YouGov BrandIndex data shows that John Lewis' new ad campaign is certainly having the desired effect in terms of cut-through. The brand's Ad Awareness (whether someone has seen an advert for the brand in the past few weeks) has risen from +7 to +23 among the general public since its release. Not only that, but it appears to be achieving significant impact among those who would already consider shopping there, with Ad Awareness among this group rising from +11 to +35. ([YouGov UK](#))

October 1, 2018

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

556-8 [Nike's controversial campaign plays well with key target demographic](#) ([Click for details](#))

([UK](#)) YouGov BrandIndex data indicates that in the US, among the general public Nike's Ad Awareness score has grown from 33% to 46% since the Kaepernick advert was revealed. Here in the UK, there's been a healthy level of uplift, with Nike's score growing from 15% to 22%. While the campaign has is undoubtedly divisive, it is one that has



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garnered attention that few brands are able to compete with. In the US, Nike's attention score has rocketed from 28% to 52%, while its Word of Mouth Exposure score (whether you have talked about a brand with friends, family, etc.) has also risen significantly, up from 22% to 41%. (YouGov UK)

October 1, 2018

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

556-9 [Ipsos MORI Issues Index September 2018: Half see Brexit as the single biggest issue for Britain](#) (Click for details)

(UK) As Britain's political parties hold their annual conferences, this month's Issues Index shows heightened public concern about Brexit for the third consecutive month. Fifty-nine per cent mention it as a major issue for Britain, a similar level to the past two months (August: 57%, July: 58%) but also a new highest score for this concern since the survey series began in September 1974. (Ipsos MORI)

October 3, 2018

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

► NORTH AMERICA

556-10 [Snapshot: GOP Drives Satisfaction With Governance to 38%](#) (Click for details)

(USA) While U.S. adults remain largely dissatisfied with the way the nation is being governed, their satisfaction is up 10 percentage points since last year, to 38%. This increase is exclusively attributable to further heightened positivity among Republicans and Republican-leaning independents, whose satisfaction rose from 47% last year to 72% now. At the same time, Democrats and Democratic-leaning independents' satisfaction is static at 10%. (Gallup USA)

October 8, 2018

[1.3 Domestic Politics](#) » [Governance](#)

556-11 [Americans Maintain a Positive View of Bernie Sanders](#) (Click for details)

(USA) Sen. Bernie Sanders is still viewed favorably by a small majority of Americans (53%) as he continues to be arguably the most prominent advocate for progressive policies in the U.S. (Gallup USA)

October 5, 2018

[1.2 Domestic Politics](#) » [Performance Ratings](#)



556-12 [Americans' Trust in Politicians Hits 10-Year High](#) (Click for details)

(USA) Fifty-five percent of Americans said in early September that they have a "great deal" or "fair amount" of confidence in politicians -- a 10-year high that is up seven percentage points from a year ago and 13 points from the record low of 42% in September 2016. (Gallup USA)

October 4, 2018

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

556-13 [Trust in U.S. Legislative Branch 40%, Highest in Nine Years](#) (Click for details)

(USA) Americans' trust and confidence in the legislative branch of the U.S. federal government is at its highest point in nine years, with 40% saying they have "a great deal" or "a fair amount" of trust in it. This latest confidence reading marks a slight, five-percentage-point uptick for the legislative branch since last year and brings it in line with the executive branch's 42% confidence rating for the first time in a decade. The judicial branch continues to inspire the most trust with a 68% confidence rating. (Gallup USA)

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October 1, 2018

[1.2 Domestic Politics » Performance Ratings](#)556-14 [Medical Doctors, Chiropractors Top Choices for Spine Care](#) [\(Click for details\)](#)

(USA) Neck and back pain sufferers in the U.S. who saw healthcare professionals in the past 12 months for this type of pain were most likely to seek care from a medical doctor (62%) or a chiropractor (53%). About a third visited a massage therapist or a physical therapist for their neck or back pain (34% for each). [\(Gallup USA\)](#)



October 3, 2018

[4.11 Society » Health](#)556-15 [2018 Midterm Voters: Issues and Political Values](#) [\(Click for details\)](#)

(USA) An overwhelming majority of registered voters who support Democratic candidates for Congress this November (85%) say that it is the responsibility of the federal government to make sure all Americans have health care coverage. In contrast, only a quarter of Republican voters (24%) say this is the government's responsibility, while nearly three times as many (73%) say it is not. (For more on Americans' views of the government's role in providing health care, see "Most continue to say health care coverage is government's responsibility". [\(PEW research\)](#))

October 4, 2018

[1.1 Domestic Politics » Elections](#)556-16 [Confidence in Pope Francis down Sharply in U.S.](#) [\(Click for details\)](#)

(USA) As allegations and investigations of sex abuse in the Catholic Church become more widespread, a new Pew Research Center survey finds that confidence in the way Pope Francis is handling the crisis has plummeted among U.S. Catholics. Just three-in-ten Catholic adults say Francis is doing an "excellent" or a "good" job addressing the issue, which is down 24 points since 2015 and 14 points from when Pew Research Center last asked the question in January of this year. [\(PEW Research Center\)](#)



October 2, 2018

[1.2 Domestic Politics » Performance Ratings](#)556-17 [Trump Gets Negative Ratings for Many Personal Traits, but Most Say He Stands Up for His Beliefs](#) [\(Click for details\)](#)

(USA) Donald Trump receives generally negative ratings from the public across a range of personal traits and characteristics. Just 24% of Americans say Trump is even-tempered, while nearly three times as many (70%) say that description does not apply to him. Fewer than half say that Trump is a strong leader (43%), well-informed (38%), empathetic (36%) or trustworthy (34%). [\(PEW Research Center\)](#)

October 1, 2018

[1.2 Domestic Politics » Performance Ratings](#)

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► AUSTRALASIA

556-18 [Satisfaction with banks declines during Finance Royal Commission but remains positive](#) (Click for details)

(Australia) New results from Roy Morgan shows that bank customer satisfaction has declined from 81.2% in the six months to January 2018, prior to the Finance Royal Commission, down to 78.9% in the six months to August 2018, which was unchanged from July. The decline of 2.3% points since January has resulted in the lowest satisfaction rating since June 2012 but it remains above the long term average of 74.2% calculated since 2001 and well up on the 58.7% in January 2001. The clear majority are still satisfied with their bank. (Roy Morgan)

October 1, 2018

3.2 Economy » Consumer Confidence/Protection

556-19 [Digital inclusion improving across Australia, but digital divide continues to widen](#) (Click for details)

(Australia) The release of the third Australian Digital Inclusion Index (ADII) shows, with the exception of the Northern Territory, that digital inclusion is improving in all states and territories, with Australians also spending more time online than ever before. However, the gap between included and excluded Australians is substantial and continues to widen for some groups, particularly those with low levels of income and employment. (Roy Morgan)



October 1, 2018

3.12 Economy » IT & Telecom

556-20 [Indonesian Consumer Confidence highest since November 2014](#) (Click for details)

(Indonesia) Roy Morgan Indonesian Consumer Confidence is up 0.9pts to 158.2 in August 2018 and now at its highest since November 2014 (161.4). Consumer Confidence is also 6.5pts higher than a year ago in August 2017 (151.7) and 22.6pts above the long-run average (2005-2018) of 135.6. The year-on-year increase in Indonesian Consumer Confidence has been driven by more highly educated Indonesians with the largest increase in Consumer Confidence for Indonesians who have a Tertiary Diploma/ Now at University/ University Degree – up by more than 10% on a year ago. (Roy Morgan)

October 1, 2018

3.2 Economy » Consumer Confidence/Protection

► MULTICOUNTRY STUDIES

556-21 [Trump's International Ratings Remain Low, Especially Among Key Allies](#) (Click for details)

America's global image plummeted following the election of President Donald Trump, amid widespread opposition to his administration's policies and a widely shared lack of confidence in his leadership. Now, as the second anniversary of Trump's election approaches, a new 25-nation Pew Research Center survey finds that Trump's international image remains poor, while ratings for the United States are much lower than during Barack Obama's presidency. (PEW Research Center)

October 1, 2018

1.2 Domestic Politics » Performance Ratings

Topic of the week:

Nigeria at 58; a Call for Strengthened Democracy and Inclusive Governance

► 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

[Nigeria at 58; A Call for Strengthened Democracy and Inclusive Governance](#)



An excerpt from NOIPolls' National Survey conducted in 2017 revealed that Nigerians take pride in being citizens of Nigeria as 88 percent of the respondents surveyed declared that they were proud to be Nigerians. This is gratifying, especially in the face of ongoing agitation for secession and other critical challenges to the corporate existence of the country. Interestingly, further findings indicated that democracy and telecommunications were considered the greatest achievement Nigeria has made in its 57 years of existence.



Given that nationalism is an essential component of statehood, it generally represents the deep feelings of attachment and belonging in citizens that inspire supportive attitudes and behaviours towards nationalistic symbols. One way of expressing this is the pride of being a citizen of a country. Thus, these findings call for strengthening of democracy through inclusive governance; which allows participation of Nigerians to foster unity and development in Nigeria.

Nigeria's Independence Day is celebrated annually on October 1st since 1960 and the 58th Independence Day was celebrated on October 1st 2018. Nigeria's independence echoes the pride of citizenship which embodies the rights and duties of Nigerians or the essential for cultivating civic virtues and democratic values.[1] The nationalists who fought colonialism, nurtured expectations of political independence that would offer a sustainable path to redemption. But as it has turned out, the initial hope of independence has been squandered through bad governance. While Nigerians take in being citizens, the denial of full basic privileges of citizenship to individuals or groups for whatever reasons is usually accompanied by a drastic fall in citizens' level of nationalism, participation, and trust in political institutions.

When asked whether they were proud to be Nigerians or not, it is gratifying to note that an overwhelming majority answered in the affirmative. Overall, 88 percent of the respondents said they were proud to be Nigerians, while 12 percent felt otherwise as shown in the chart below. There were no gender and age group differentiation in this respect as the least score across social categories was 87 percent.

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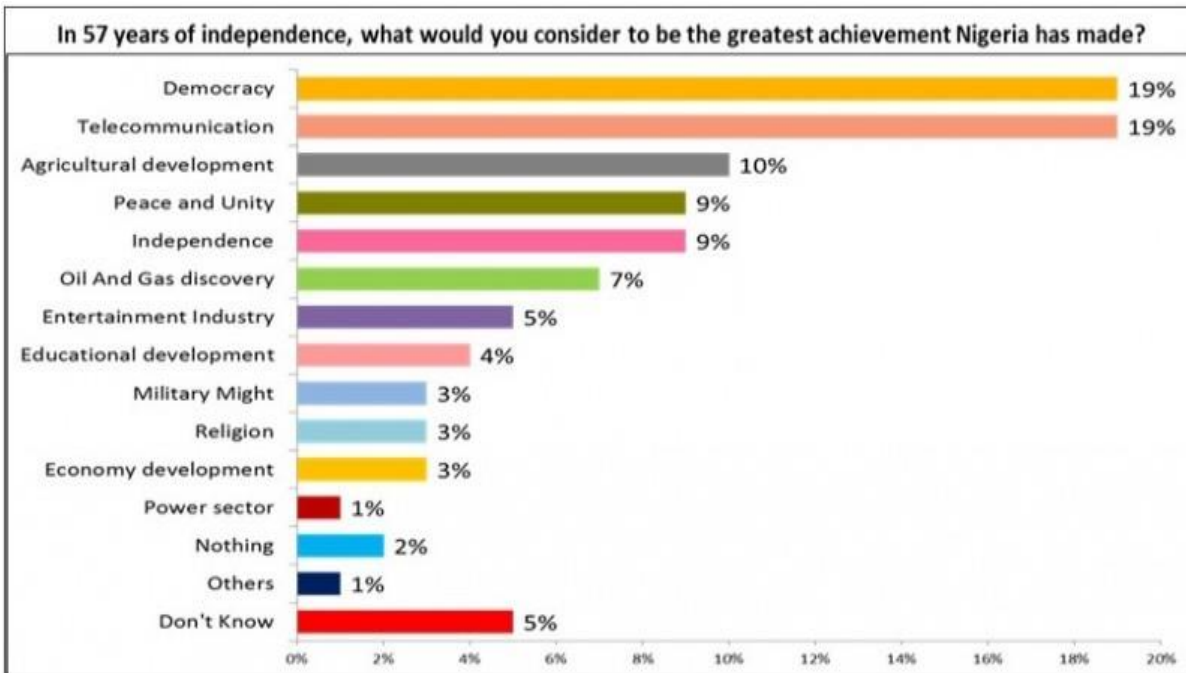
| Are you proud to be a Nigerian? (Disaggregated by Gender and Age-Group) | | | | | | |
|---|------------|--------|--------|-----------|-------|-----|
| Response | Nationwide | Gender | | Age Group | | |
| | | Male | Female | 18-35 | 36-60 | 61+ |
| Yes – I'm proud | 88% | 89% | 88% | 89% | 87% | 89% |
| No – I'm not proud | 12% | 11% | 12% | 11% | 13% | 11% |

The geo-political distributions of the responses make it all the more interesting. Across the six geopolitical zones, the least expression of pride in being a Nigerian was expressed in the South-South, where 74 percent of respondents still expressed pride in being Nigerian. This was followed by the South-East at 81 percent, North-Central and South-West at 89 percent respectively, and North-East and North-West at 96 percent apiece. One would have expected a totally different pattern of responses from the South-East and South-South given recent increase in the pace and tone of agitations and counter agitations in these regions.

| Are you proud to be a Nigerian? (Disaggregated by Geo-political Zone and Urbanization) | | | | | | | | | |
|--|------------|--------------------|------------|------------|------------|-------------|------------|--------------|-------|
| Response | Nationwide | Geo-Political Zone | | | | | | Urbanization | |
| | | North Central | North East | North West | South East | South South | South West | Urban | Rural |
| Yes – I'm proud | 88% | 89% | 96% | 96% | 81% | 74% | 89% | 88% | 89% |
| No – I'm not proud | 12% | 11% | 4% | 4% | 19% | 26% | 11% | 12% | 11% |

The survey also gauged the perception of Nigerians regarding the greatest achievement of Nigeria since independence. In the assessment of respondents, the greatest achievements of Nigeria in its 58 years of political independence since 1960 included; democracy (19 percent), telecommunications (19 percent), agricultural development (10 percent), peace and unity (9 percent), and independence (7 percent) amongst

others. It is reflective to note that 2 percent of respondents actually felt Nigeria has achieved nothing in 57 years of its independence, while another 5 percent claimed not to know Nigeria's achievement during the same period.



In conclusion, the survey is reflective of the level of optimism amongst Nigerians despite years of bad governance which has affected sustainable development. Therefore, to sustain this embedded pride, there is need for synergy in creating and nurturing a culture of inclusive governance and protection of human rights. This will significantly raise eagerness and participation towards governance, while enhancing the common pursuit for national development.

For Nigeria to be really independent, she also needs to experience economic prosperity and commonwealth where the human capital indices are not on the negative. An average Nigerian should be able to pride in the Nigerian state due to continuous growth and prosperity. The country which the founding fathers fought for is a nation void of corruption, nepotism, ethno-religious and cultural divide, sentiments, crimes, militancy and insurgency. Therefore, any independent movement should be mainly concerned with the pressure of good governance, one that can deliver the dividends of democracy to its citizens. It is only within such a democratic order, predicated upon popular legitimacy, transparency, accountability and effective service delivery that the notions of citizenship and independence assume any useful meaning. Though Nigeria is faced with various socio-economic and political challenges, it is important to emphasize the need for nationalism and true federalism especially as the election year is fast approaching and the vast majority of the adult population are expected to exercise their civic responsibilities, patriotism and national unity during the general election.

Disclaimer

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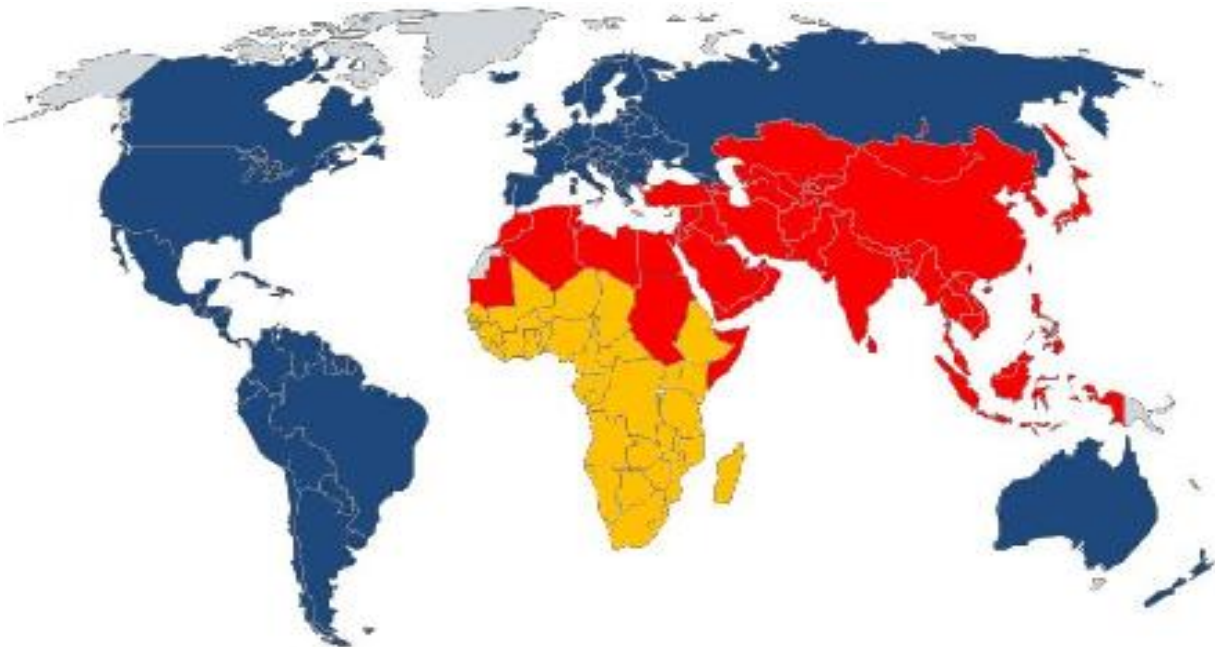
Gilani's Gallopedia (2007-2018)

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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