

Gallopedia

From **Gilani Research Foundation**

November 2018, Issue # **563***

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.

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



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

INSIDE THIS ISSUE

THIS WEEKLY REPORT CONSISTS OF **22** NATIONAL & MULTI COUNTRY SURVEYS **8** POLLING ORGANIZATIONS HAVE BEEN REPRESENTED.

Pg 2	Asia zone this week- 02 national polls	
Pg 2	Africas zone this week- 01 national poll	
Pg 3	Euro Americas zone this week- 19 national polls	
Pg 7	TOPIC OF THE WEEK: Advertising Execs Rank below Politicians as Britain's Least-Trusted Profession	

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:

563-1 [Indonesian Consumer Confidence up to record high 163 in October](#) (Click for details)

(Indonesia) Roy Morgan Indonesian Consumer Confidence is up 2.6pts to a record high of 163.0 in October 2018. Consumer Confidence is now 9.2pts higher than a year ago in October 2017 (153.8) and 27.1pts above the long-run average (2005-2018) of 135.9. (Roy Morgan)

November 23, 2018

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



► MENA:

563-2 [Brands should be taking more action on social issues rather than just advocating a message](#) (Click for details)

(UAE) The modern day consumer cares about a brand's products often as much as they care about what a brand does and communicates. As mainstream brands progressively move towards communicating their position on social and sometimes political issues, both through messaging and sometimes influential celebrity endorsements, YouGov decided to look into the best ways brands can engage with their customers in this approach, whilst also highlighting what to avoid. (YouGov MENA)

November 19, 2018

[4.13 Society](#) » [Social Problems](#)



Africa Zone

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

► AFRICA:

563-3 [Commemoration of UN Universal Children's Day; Calls for Adoption and Enforcement of Child Rights Act](#) (Click for details)

(Nigeria) In commemorating the Universal Children's Day, NOI Polls presents a throwback from a previous public opinion poll conducted in 2017, in partnership with Child Protection Hub Nigeria (CPHub). The poll highlighted the perception of Nigerians on the prevalence and awareness of Nigerians to incidents of child abuse in the country. The poll revealed a high prevalence (92 percent) of child abuse in Nigeria, corroborating a report by UNICEF which also indicated a high prevalence rate of child abuse in Nigeria specifying that millions of children in Nigeria suffer some form of physical, emotional or sexual violence. (NOI Polls)

November 20, 2018

[4.13 Society](#) » [Social Problems](#)

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



Page 2 of 11

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.

Euro Americas Zone

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

▶ WEST EUROPE:

563-4 [Advertising execs rank below politicians as Britain's least-trusted profession](#) [\(Click for details\)](#)

(UK) The Ipsos MORI Veracity Index is the longest-running poll on trust in professions in Britain, having been asked consistently since 1983. The 2018 edition – the 21st wave of the survey series – records the latest movements in Britons' trust in the key professions we have tracked since the eighties and nineties. It also reveals the public stock of three new professions for this year: engineers, members of the Armed Forces and advertising executives. (Ipsos MORI)

November 19, 2018

1.5 Domestic Politics » National Image/ Trust

563-5 [The Future Of The Job Sector: Robots And Ai](#) [\(Click for details\)](#)

(UK) For 89% of companies, robots and artificial intelligence can never completely replace people's work. On the contrary, they will increasingly have a positive impact on the living conditions of many of us. However, manual work and low professional content will be at great risk. All data in the first Aidp-Lablow 2018 report elaborated by Doxa on robots, IA and work in Italy. (WINMR)

November 20, 2018

3.11 Economy » Science & Technology



563-6 [A Picture Paints A Thousand Words: Using Ai For Social Media Analysis](#) [\(Click for details\)](#)

(UK) Social media is a key part of daily life for Irish consumers – as intrinsically entwined with the day-to-day as the brands we market. With 65% being part of the Facebook community and 32% having an Instagram account, the Irish are using social media to connect with the world and this figure is growing. The reality is that the world of social media runs in parallel to the world in which consumers truly live. Identities, attitudes and behaviours are in flux and often not a reflection of the reality but rather the aspiration – and social media platforms further enable this. Personal content posted and shared is filtered through tools provided, enabling the presentation of an enhanced but desired self and they invest heavily in this projection; time is dedicated to this in while alone and in the company of others. (WINMR)

November 20, 2018

4.6 Society » Media/ New Media

563-7 [Would making cannabis lawful be a gateway legalisation?](#) [\(Click for details\)](#)

(UK) YouGov examines whether those who favour legalising cannabis feel the same way about other drug. Here in the UK taking a softer line on cannabis has widespread public support. Close to four in ten Brits (38%) think the sale and possession of the drug should be legalised entirely; a further 22% want to see it decriminalised. Only three in ten (30%) believe that it should remain a criminal offense to sell or possess cannabis. (YouGov UK)

November 21, 2018

4.13 Society » Social Problems



Page 3 of 11

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.

563-8 [Social media is important ... but many marketers don't have time for it](#) [\(Click for details\)](#)

(UK) New research from YouGov's *Social media: bringing people together?* report indicates that while marketers regard social media as important, a sizable percentage do not have enough time to dedicate to it. Among those who work for companies that do not have an employee dedicated to social media, over half (53%) spend an hour or less per week on their business's social media presence. (YouGov UK)



November 21, 2018

4.6 Society » Media/ New Media

563-9 [Where does morality stop and opinion begin?](#) [\(Click for details\)](#)

(UK) Only two of the scenarios we put to the public were considered to be moral issues by the majority of Britons: whether or not torture should be allowed on terrorism suspects (59%) and capital punishment (52%). (YouGov UK)

November 23, 2018

4.7 Society » Morality, Values & Customs / Lifestyle

563-10 [Are young people abandoning Labour?](#) [\(Click for details\)](#)

(UK) Voting intention for Labour has fallen five percentage points among all Britons since January, from 34% to 29% (although we should note that these figures, taken from the whole population, include those who tell us that they don't intend to vote, or are unlikely to – hence why the figures are lower than our normal headline figures). (YouGov UK)

November 23, 2018

1.4 Domestic Politics » Political Parties

563-11 [A quarter of Brits are planning to shop during Black Friday sales](#) [\(Click for details\)](#)

(UK) New research from YouGov indicates that a quarter (26%) of Brits are planning to shop during the Black Friday sales period this year. For 18%, they will be repeat Black Friday shoppers, while 8% plan to take advantage of the deals for the first time. Six in ten (61%) say they will avoid them completely. That means that a third of new sales period shoppers will be doing so for the first time. (YouGov UK)



November 22, 2018

3.2 Economy » Consumer Confidence/Protection

► **NORTH AMERICA:**563-12 [Americans are narrowly divided over health effects of genetically modified foods](#) [\(Click for details\)](#)

(USA) About half of U.S. adults (49%) say foods containing genetically modified (GM) ingredients are worse for one's health than foods containing no GM ingredients, while a slightly smaller share (44%) thinks foods with GM ingredients are neither better nor worse for one's health. Only 5% say GM foods are *better* for one's health. (PEW Research)

November 19, 2018

4.11 Society » Health

563-13 [Americans who find meaning in these four areas have higher life satisfaction](#) [\(Click for details\)](#)

(USA) Regardless of age, income, religion and other demographic factors, Americans who mentioned these parts of their lives as meaningful were more likely to rate their lives as

**Page 4 of 11**

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.

satisfying than those who did not, according to a new Pew Research Center analysis of responses from 4,492 adults surveyed in September 2017. ([PEW Research](#))

November 20, 2018

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

563-14 [Most say their family is OK with discussing politics – but it helps if the family agrees](#) ([Click for details](#))

(USA) As Americans prepare for Thanksgiving, most U.S. adults (59%) say their family is OK with talking about politics, while 40% say they try to avoid the subject. But the willingness of families to engage in political talk is tied to their level of political agreement, according to a Pew Research Center survey conducted Nov. 7-13, 2018. ([PEW Research](#))

November 20, 2018

[4.2 Society » Family](#)

563-15 [When it comes to food ingredients, health-oriented eaters have a list they avoid](#) ([Click for details](#))

(USA) The United States is a nation divided when it comes to food. About half of U.S. adults (49%) are “health-oriented eaters” who say that they choose foods all or more than half the time because they are healthy and nutritious. The other half (51%) are less focused on healthy foods, saying they select foods because of their health and nutritional value about half the time or less, according to a recent Pew Research Center survey. ([PEW Research](#))

November 21, 2018

[4.11 Society » Health](#)

563-16 [Millennials, Gen X increase their ranks in the House, especially among Democrats](#) ([Click for details](#))

(USA) The 2018 midterm elections not only sent a record number of women to the House of Representatives – at least 102 in total, including 36 newly elected members, with a handful of races still to be called – but also significantly boosted the number of Millennials and Generation Xers in the lower chamber, according to a Pew Research Center analysis. ([PEW Research](#))

November 21, 2018

[1.1 Domestic Politics » Elections](#)

563-17 [Security Issues Continue to Plague Central America](#) ([Click for details](#))

(Nicaragua) Although Nicaraguans make up a small part of the main caravan, their willingness to make the trip draws attention to the increasing feelings of insecurity back home. Nicaragua stands out as the only country among four in Central America where confidence in police and feelings of safety when walking alone are currently below 50%. ([Gallup USA](#))



([Gallup USA](#))

November 19, 2018

[4.12 Society » Crime](#)

563-18 [Low Incomes Tied to High Weight for Women, Not for Men](#) ([Click for details](#))

(USA) American men in the past decade have weighed, on average, 10 pounds more in households with earnings of \$75,000 or more (200 pounds) than in households with earnings of less than \$30,000 (190 pounds). Women in the high-income bracket weigh, on average, 12 pounds less than those in low-income households -- 152 pounds versus 164 pounds, respectively. ([Gallup USA](#))

November 21, 2018

[4.5 Society » Gender Issues](#)

Page 5 of 11

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.

563-19 [Four in 10 Foresee Progress With Democrats Leading Congress](#) [\(Click for details\)](#)

(USA) Americans' expectations about the effect that Democrats' newly won control of the U.S. House will have on the country are mixed, similar to their outlook after Republicans retook control of the House in 2010. More think the country will be better off as a result of Democrats' taking control (39%) than say the country will be worse off (24%), while a sizable segment, 34%, are expecting no change. [\(Gallup USA\)](#)



November 20, 2018

[1.4 Domestic Politics](#) » [Political Parties](#)

563-20 [Immigration Up Sharply As Most Important U.S. Problem](#) [\(Click for details\)](#)

(USA) Americans' perceptions of the biggest problem facing the U.S. shifted a bit over the past month, with increased percentages mentioning immigration and healthcare, and fewer citing government leaders or poor government, generally. [\(Gallup USA\)](#)

November 20, 2018

[4.8 Society](#) » [Immigration/Refugees](#)

563-21 [Slight Majority Approve of Trump's Handling of Economy](#) [\(Click for details\)](#)

(USA) President Donald Trump continues to receive positive marks for his handling of the economy, with a 53% approval rating in early November. His ratings for handling foreign affairs, immigration and healthcare are significantly lower, with a majority of Americans saying they disapprove of his performance on each. [\(Gallup USA\)](#)

November 19, 2018

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

► AUSTRALASIA:**563-22 [Industry Superannuation Funds increase satisfaction lead](#) [\(Click for details\)](#)**

(Australia) New results from Roy Morgan show that in the six months to October 2018, the satisfaction with the financial performance of industry funds was 61.8%, compared to retail funds with 58.2%. This 3.6% point satisfaction lead to industry funds is an increase from 2.2% at the same time last year and is a result of industry funds improving satisfaction by 2.7% points compared to a gain of only 1.3% points for retail funds. [\(Roy Morgan\)](#)



November 23, 2018

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

Topic of the week:

Advertising Execs Rank below Politicians as Britain's Least-Trusted Profession

► 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.

Advertising Execs Rank below Politicians as Britain's Least-Trusted Profession

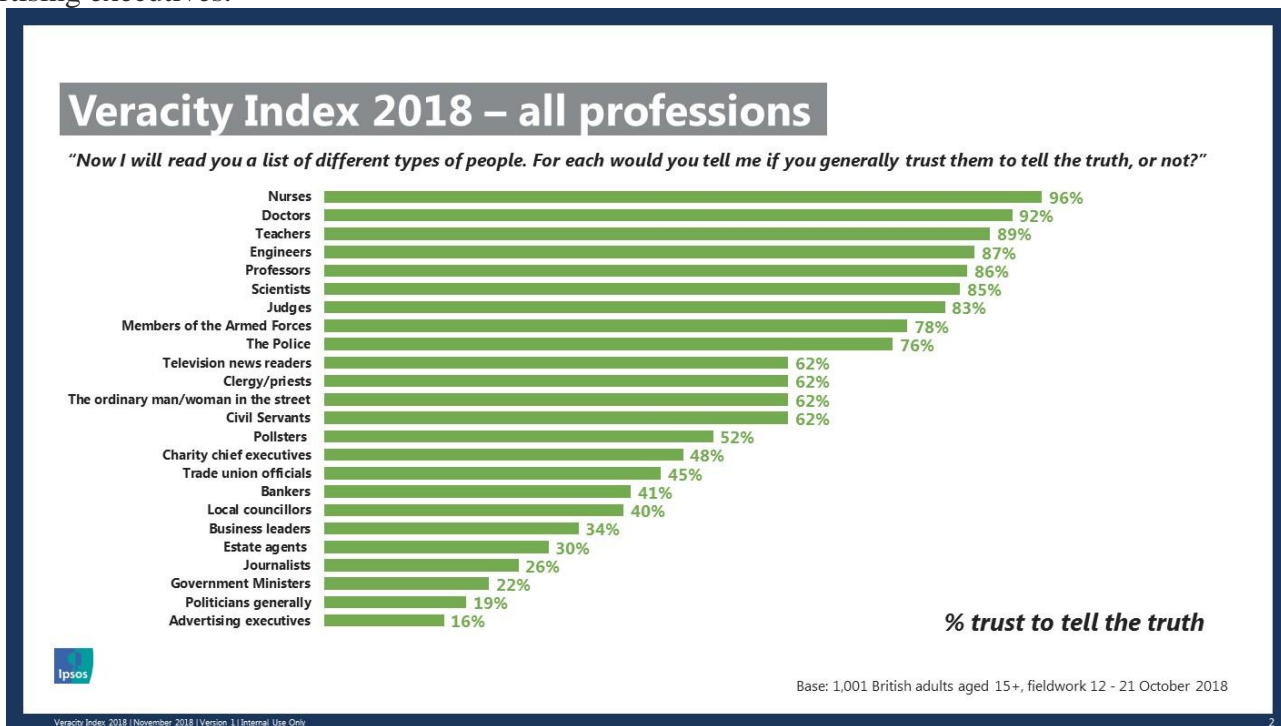


According to the Ipsos MORI Veracity Index 2018, advertising executives rank below politicians as Britain's least-trusted profession.

18 November 2018



The Ipsos MORI Veracity Index is the longest-running poll on trust in professions in Britain, having been asked consistently since 1983. The 2018 edition – the 21st wave of the survey series – records the latest movements in Britons' trust in the key professions we have tracked since the eighties and nineties. It also reveals the public stock of three new professions for this year: engineers, members of the Armed Forces and advertising executives.



Key headlines include:

Nurses remain the most trusted profession in Britain. This year 96 per cent say they trust nurses to tell the truth, following on from their already high 2017 score (94%) and four percentage points higher than doctors (92%).

Page 7 of 11

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.

Advertising executives – a new profession for this year's list – are the least trusted. Sixteen per cent of the public say they trust ad executives to tell the truth, making them less trusted than politicians (19%) and Government Ministers (22%). Journalists (26%) and Estate Agents (30%) complete the bottom five.

Engineers rank among Britain's top five most-trusted professions. Eighty-seven per cent of the British public say they would trust engineers to tell the truth, making them the fourth-most trust profession in the country.

Seventy-eight per cent of the public would trust a member of the Armed Forces to tell the truth. This makes them the eighth-most trusted profession, placed similarly to the Police, another long-term riser who are on 76% this year (up from 60% in 2009).

Trust in Civil Servants has risen six percentage points since 2016. This year 62% trust them to tell the truth, up from 56% in 2016 and 59% in 2017. Civil Servants have been the strongest risers across the life of the Veracity Index: since the poll was first asked in 1983, public trust in this profession has risen by 37 percentage points. Other big rises include scientists (up 22 points since 1997) and Trade Union officials (up 27 points since 1983).

There has been a significant increase in trust in bankers. Trust in bankers has risen ten points over the last five years, from 31% in 2013 to 41% now.

Trust in priests is the only measure in clear decline over the course of the Veracity Index, falling from 85% in 1983 and continuing to fall from 69% to 62% over the last two years.

TV news readers see the biggest fall this year, with trust declining five percentage points from 67% in 2017 to 62% now.

Three new professions have been added to the roster for this year of the Index:

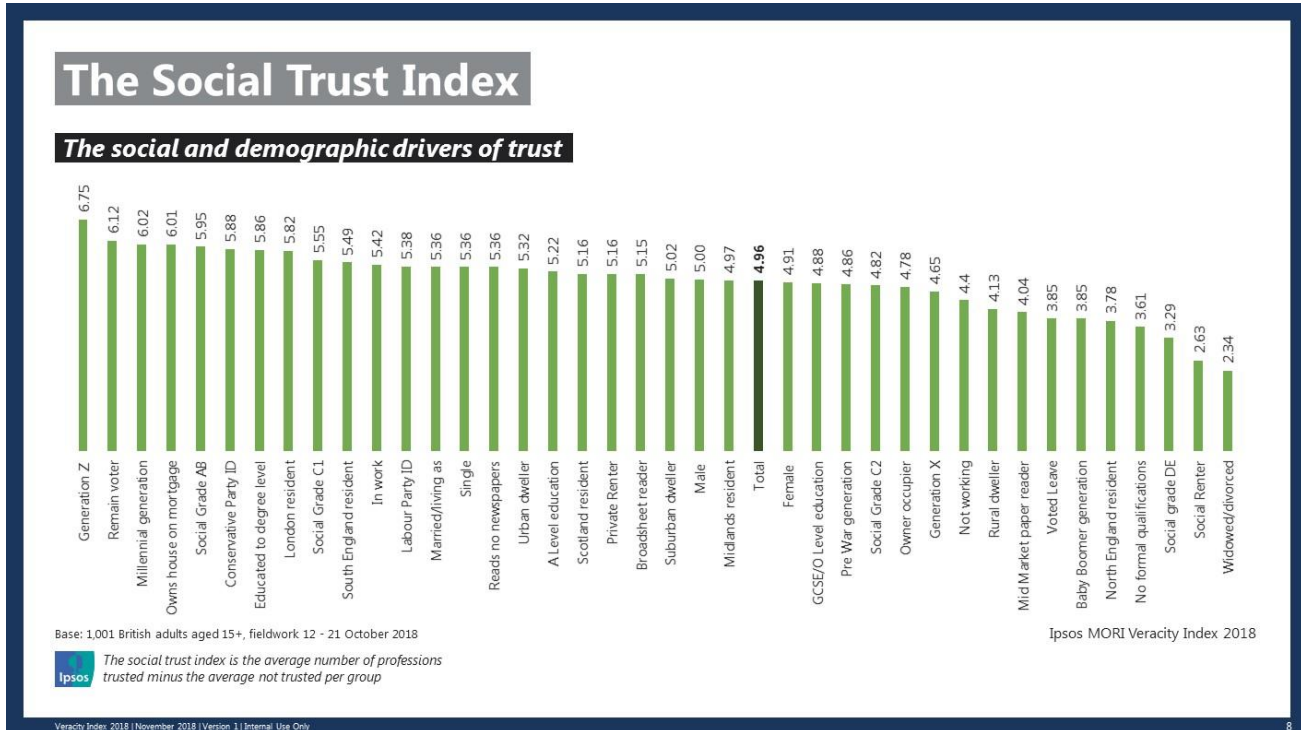
Engineers are one of the most trusted professions in Britain, with 87% saying they trust them to tell the truth. Trust in this profession is especially high among those with degree-level qualifications (91%) and those in social grades AB.

Trust in **members of the Armed Forces** is high among men and women and among all age groups. Trust is higher than average among those educated to GCSE level (83%) and is also higher among Conservative Party supporters than Labour party supporters (85% versus 73%).

Advertising executives are near-uniformly distrusted with just 16% of the public saying they trust them to tell the truth. Trust is slightly higher among the young – Millennials are the most trusting (albeit at only 23%). Rural dwellers are the least trusting: just nine per cent of those living in rural areas of Britain trust ad executives

The Social Trust Index

Subtracting the average number of professions distrusted from the average number trusted gives us a new measure of aggregate trust – the Social Trust Index. This reveals the influence of socio-demographic factors on trust in professions.



The top-level story is good news – on average Britons trust 14 of the listed professions and distrust eight. Yet this gap varies by age, life stage and political outlook, among other factors:

- Generation Z members tend to trust the most professions on average, while Millennials are also relatively trusting. Remain supporters, Conservative Party voters, the middle classes and graduates are also more trusting of professions
- Low scoring groups include people who are widowed, divorced or separated, those who rent their home from a local authority, people with no formal educational qualifications and those in social grades DE.

Political affiliation also affects trust, indeed having a political party affiliation is associated with higher levels of trust: Conservative and Labour supporters both score above the national average on the index, although with differences on specific professions, e.g. the Armed forces and Trade Union officials. The impact is different when EU referendum vote is considered: Remain voters are among the highest-scoring groups, while Leave voters score below average.

Source: <https://www.ipsos.com/ipsos-mori/en-uk/advertising-execs-rank-below-politicians-britains-least-trusted-profession>

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*): \simeq 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: \simeq 178 during the period 2007-2014
- 4- Number **polling organizations** whose polls have been cited: \simeq 358 during the period 2007-2014

Disclaimer
material pr
foundation

ns. All
research
sibilities



Page 11 of 11

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