



70 YEARS OF MARKETING & OPINION RESEARCH 1947-2017





PANEL # 1

INSPIRATION FROM RESEARCH

CO-CHAIRD BY

GLOBAL INDUSTRY HEADS REPRESENTING



SPEAKERS

Mr. Damianos Charampidis

Dr. Xinyuan Wang

Mr. Nick North

Dr. Kancho Stoychev

Dr. Ijaz Shafi Gilani (Moderator)



THE EMERGENCE OF A GLOBAL INDUSTRY

OPINION AND MARKETING RESEARCH



1947 - 2017

CELEBRATING 70 YEARS



GLOBAL VISION LONG BEFORE THE WORLD WAS GLOBALIZED

Marketing & Opinion Research Community

GALLUP
INTERNATIONAL



**GALLUP
INTERNATIONAL
ASSOCIATION (1947)**

ESOMAR
WORLD RESEARCH



WAPOR (1997)

WAPOR
WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH



ESOMAR (1948)



THE ANNUAL CONGREGATION BUILDS A GLOBAL FAMILY



(1947) UK



1968 (INDIA)



1983 (USA)



1987 (AUSTRALIA)



1990 (UK)



1995 (KOREA)



1997 (UK)



1998 (AUSTRALIA)



2004 (VIETNAM)



2005 (SERBIA)



2007 (LUXEMBOURG)



2008 (SPAIN)



2010 (AUSTRIA)



2011 (RUSSIA)



2013 (ITALY)



2014 (CANADA)



2015 (IRELAND)

GLOBAL COMMUNITY OF RESEARCHERS

GLOBAL TECHNICAL TEAMS JOIN HANDS (2010-2013)

WIN-GIA (Expert Group): Opinion Research Group



WIN-Gallup International Global Opinion Research Team



WIN-Gallup International: Global Opinion Research Team





GLOBAL COMMUNITY OF RESEARCHERS

GLOBAL TECHNICAL TEAMS JOIN HANDS (2010-2013)

GLOBAL OPINION RESEARCH TEAM



1- Panel of Experts



2- Research Team



3- Project Managers



4- Team Head



5- President WIN-GIA



GLOBAL RESEARCH PUBLICATIONS LAY A FOUNDATION FOR THE FUTURE

GLOBAL BAROMETER OF ECONOMIC PAIN

or the Net fear of labor unrest and industrial disputes



Press Release

Contact Details

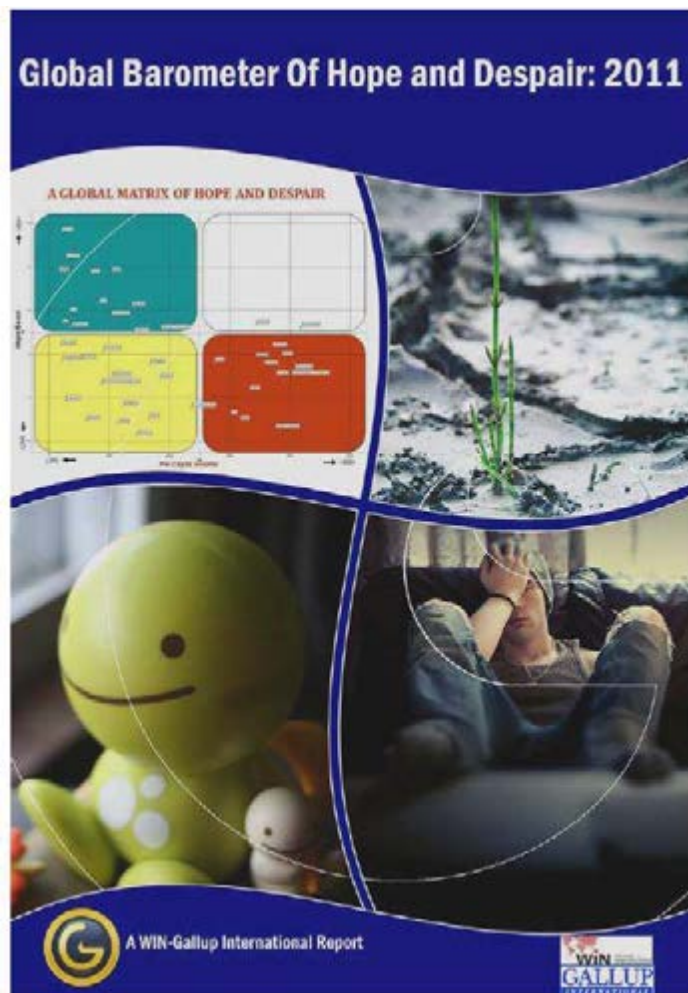
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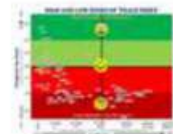


EOY: Annual
2011 **Global Barometer**
(1977-2011)
The World's First Global Barometer



GLOBAL BAROMETER OF PROSPECTS FOR PEACE

World Sees Hope for Peace in 2012



Press Release

Contact Details

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EOY: Annual
2011-12 **Global Barometer**
(1977-2012)
The World's First Global Barometer

GLOBAL RESEARCH PUBLICATIONS LAY A FOUNDATION FOR THE FUTURE



The survey from WIN shows that if a global referendum was to be held, the pro-sanctions vote would be 23% ahead of anti-sanctions. Among large nations, India leads the pro-sanctions group while China leads the anti-sanctions group.

Our survey shows that the world favours the imposed United Nations' sanctions. According to our study, which will be presented to the United Nations Secretary General on September 13th, out of the 52 countries surveyed, 49 are pro-sanctions, 12 are anti-sanctions and 1 is on the fence.

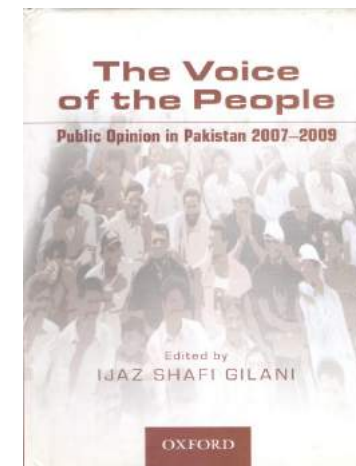
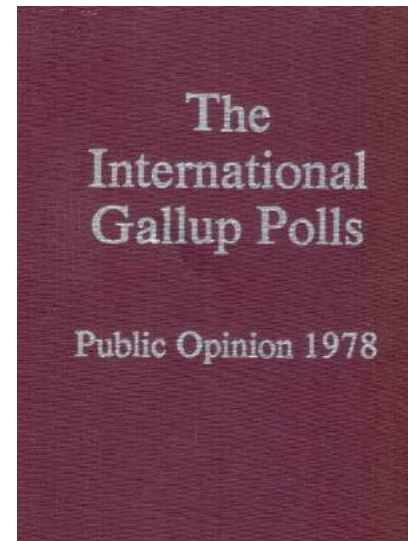
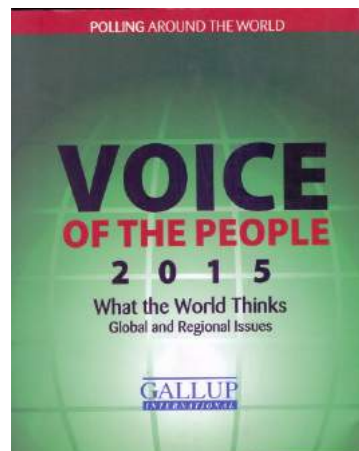
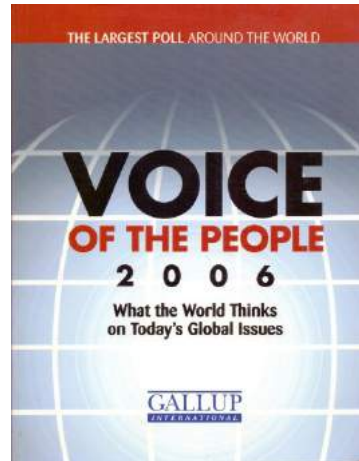


WIN/Gallup International's

Global Poll on the
American Election



GLOBAL RESEARCH PUBLICATIONS LAY A FOUNDATION FOR THE FUTURE



UNIQUE RAPID RESPONSE GLOBAL POLLING

Global Views on

**AFGHAN
CRISIS**

*After 9/11
2001*

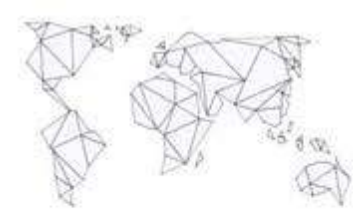


Global Views on
IRAQ CRISIS

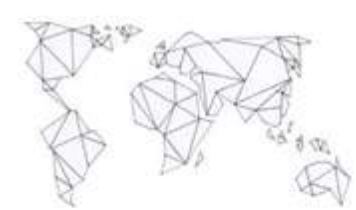
*After US Military
Action
2003
45 Countries
All Continents*



NO OTHER GLOBAL POLL CAPTURED THESE GLOBAL EVENTS



THREE PHASES OF 70 YEARS OF GLOBAL SURVEYS



PHASE #1

1947-1980



PHASE #1

(1947-1980) - GLOBAL VISION BUT NATIONAL SURVEYS

INSPIRED AND SUSTAINED BY 3 GLOBAL PLATFORMS



1947

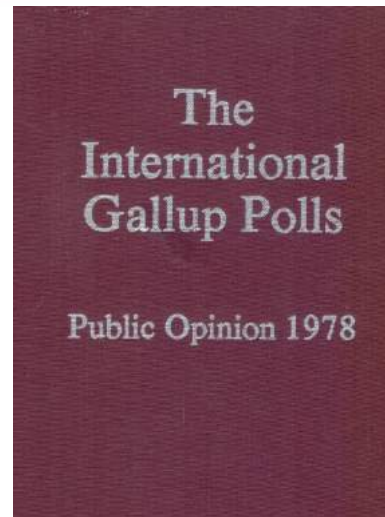


1997



1948

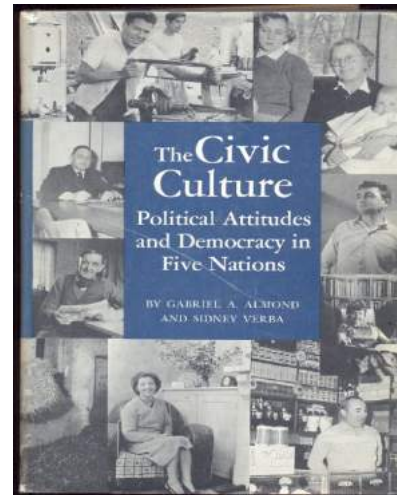
AN EARLIEST COMPILATION



THE PATTERN OF HUMAN CONCERNS

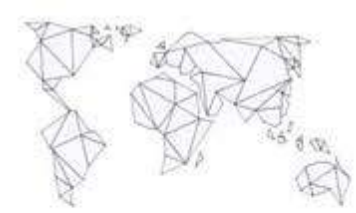
Cantril, H
1965

New Brunswick
Rutgers University
Press



HUMAN NEEDS SURVEY

Kettering
Foundation



PHASE #2

1980

PHASE #2

1980

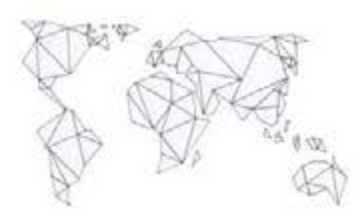


WORLD VALUES SURVEY (WVS)
Originated at Gallup International
Annual Conference, Selsdon Hotel,
London, UK



Beginning with European Values Survey and rapidly growing to become the World Values Survey, led by Professor Ronald Inglehart of the University of Michigan. The WVS is now in its 7th Wave.

Website : <http://www.worldvaluessurvey.org/>





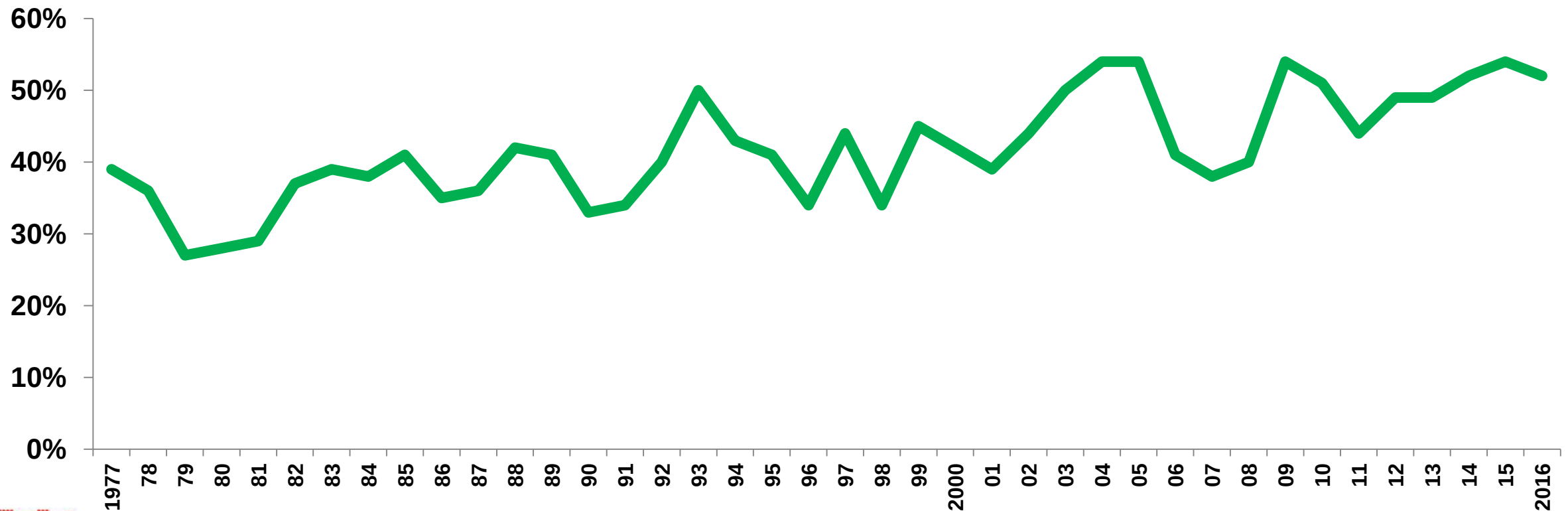
1977 FIRST WORLD-WIDE GLOBAL SURVEY

EOY 1977 -2016

JUST COMPLETED ITS 40TH WAVE

A FEW EXAMPLES FROM EOY TREND DATA

HOPE & DESPAIR - *The Rise & Fall of 'Hope'*



≈ 5 Week Waves

INTERVIEWED 123 COUNTRIES DURING 40 YEARS OF EOY



WIN

Worldwide
Independent Network
Of Market Research



GALLUP
INTERNATIONAL

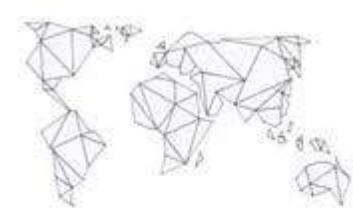


WIN

Worldwide
Independent Network
Of Market Research

Countries	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	Total
Afghanistan																																									10
Albania																																									8
Algeria																																									3
Argentina																																									34
Armenia																																									8
Australia																																									38
Austria																																									40
Azerbaijan																																									14
Bahrain																																									2
Bangladesh																																									5
Belarus																																									4
Belgium																																									36
Bolivia																																									12
Bosnia and Herzegovina																																									21
Brazil																																									27
Bulgaria																																									26
Cameroon																																									10
Canada																																									33
Chile																																									20
China																																									13
Colombia																																									23
Congo																																									3
Costa Rica																																									13
Croatia																																									11
Czech Republic																																									24
Czechoslovakia																																									2
Denmark																																									35
Dominica Republic																																									6
Ecuador																																									18
Egypt																																									14
El Salvador																																									1
Estonia																																									13
Ethiopia																																									1
Fiji																																									5
Finland																																									38
France																																									33
Gabon																																									1
Georgia																																									18
Germany																																									40
Ghana																																									6
Greece																																									33
Guatemala																																									4
Guinea																																									1
Gulf states																																									5
Honduras																																									1
Hong Kong																																									26
Hungary																																									13
Iceland																																									30
India																																									33
Indonesia																																									12
Iran																																									2
Iraq																																									11
Ireland																																									35
Israel																																									21
Italy																																									40
Ivory Coast -Cote d Ivoire																																									1
Japan																																									38
Jordan																																									2
Kazakhstan																																									2
Kenya																																									10
Korea, Rep (South)																																									34
Kosovo																																									14
KUWAIT																																									4
Kyrgyzstan																																									1
Latvia																																									18





PHASE #3

2000 - TO DATE



PHASE # 3

2000 - TO DATE

THE NEW MILLENIUM

COMMUNITY OF GLOBAL SURVEY BEGINS TO GROW & DEEPEN



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YouGov

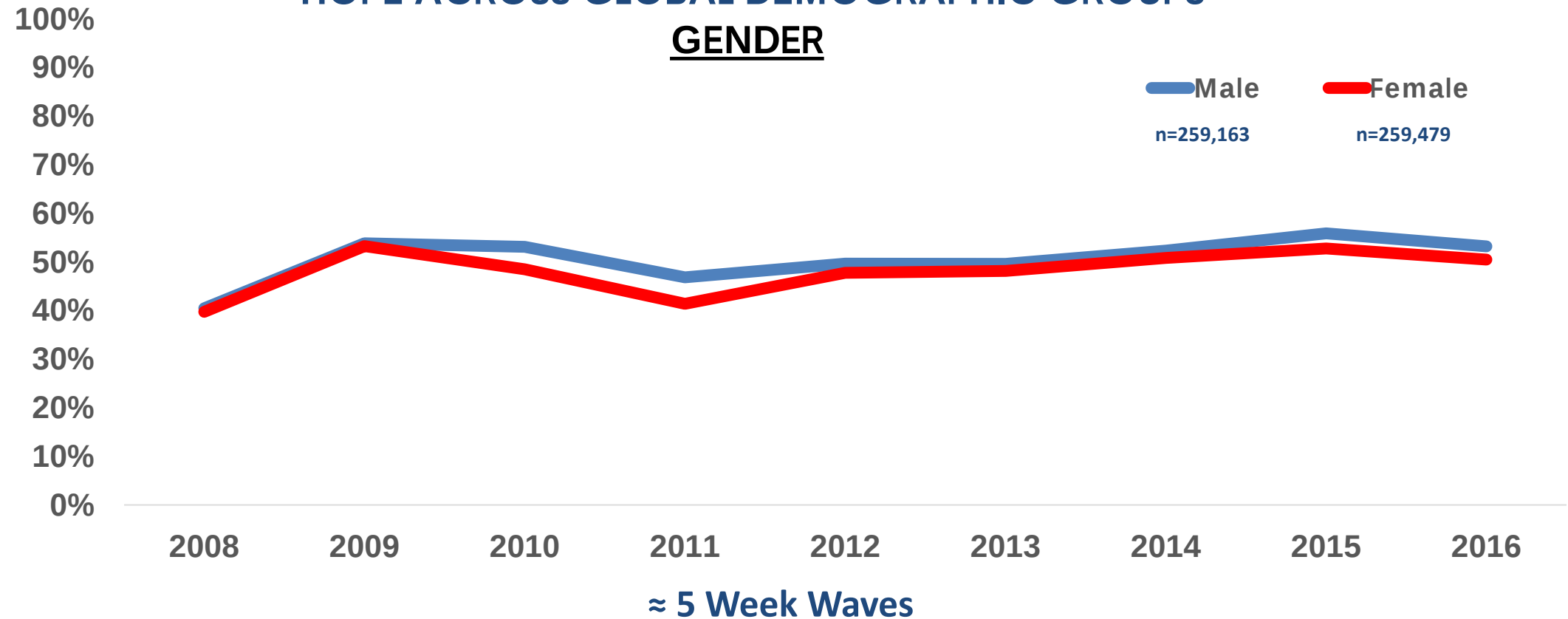


GLOBAL DEMOGRAPHIC INSIGHTS

BEYOND GEOGRAPHY

HOPE ACROSS GLOBAL DEMOGRAPHIC GROUPS

GENDER



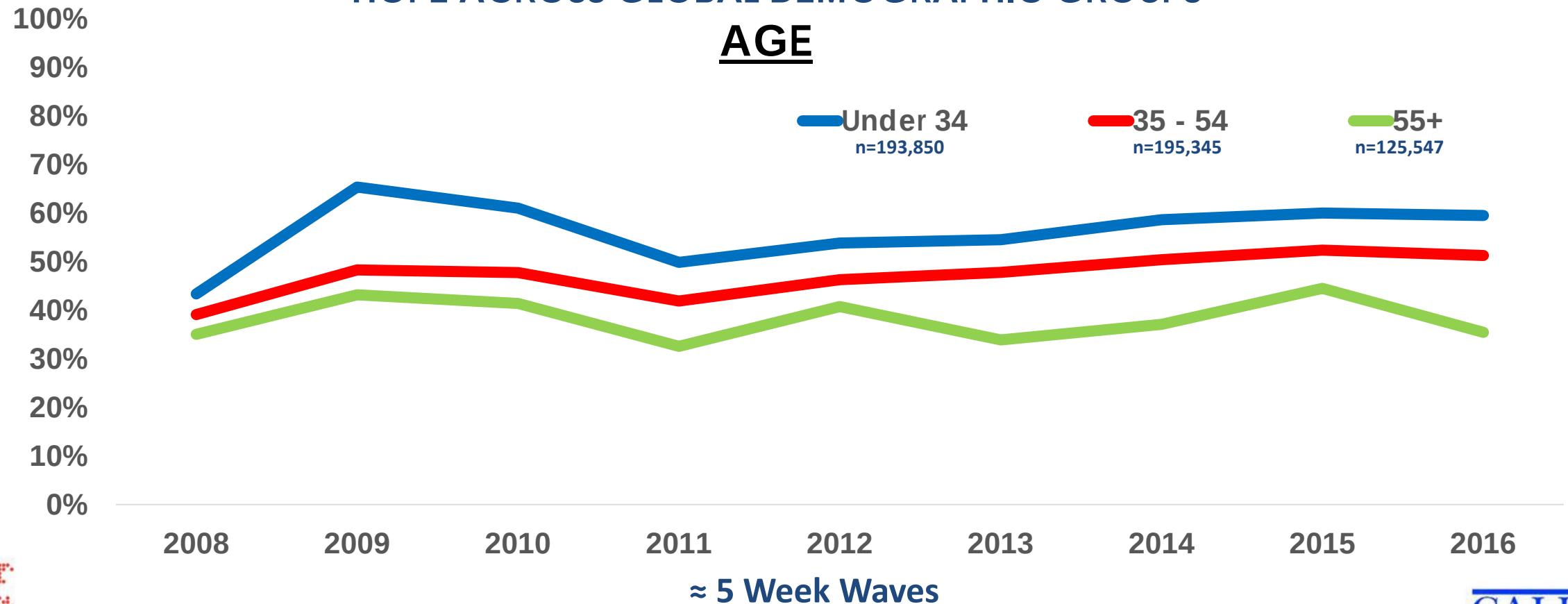


GLOBAL DEMOGRAPHIC INSIGHTS

BEYOND GEOGRAPHY

HOPE ACROSS GLOBAL DEMOGRAPHIC GROUPS

AGE



≈ 5 Week Waves

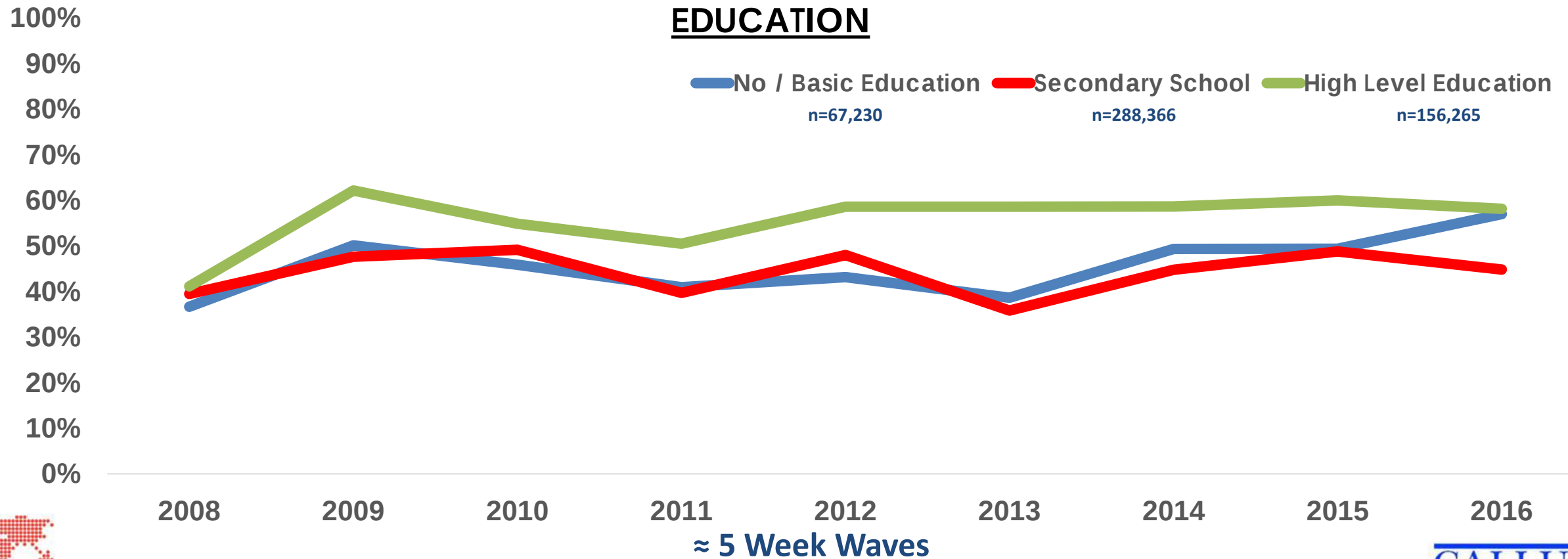


GLOBAL DEMOGRAPHIC INSIGHTS

BEYOND GEOGRAPHY

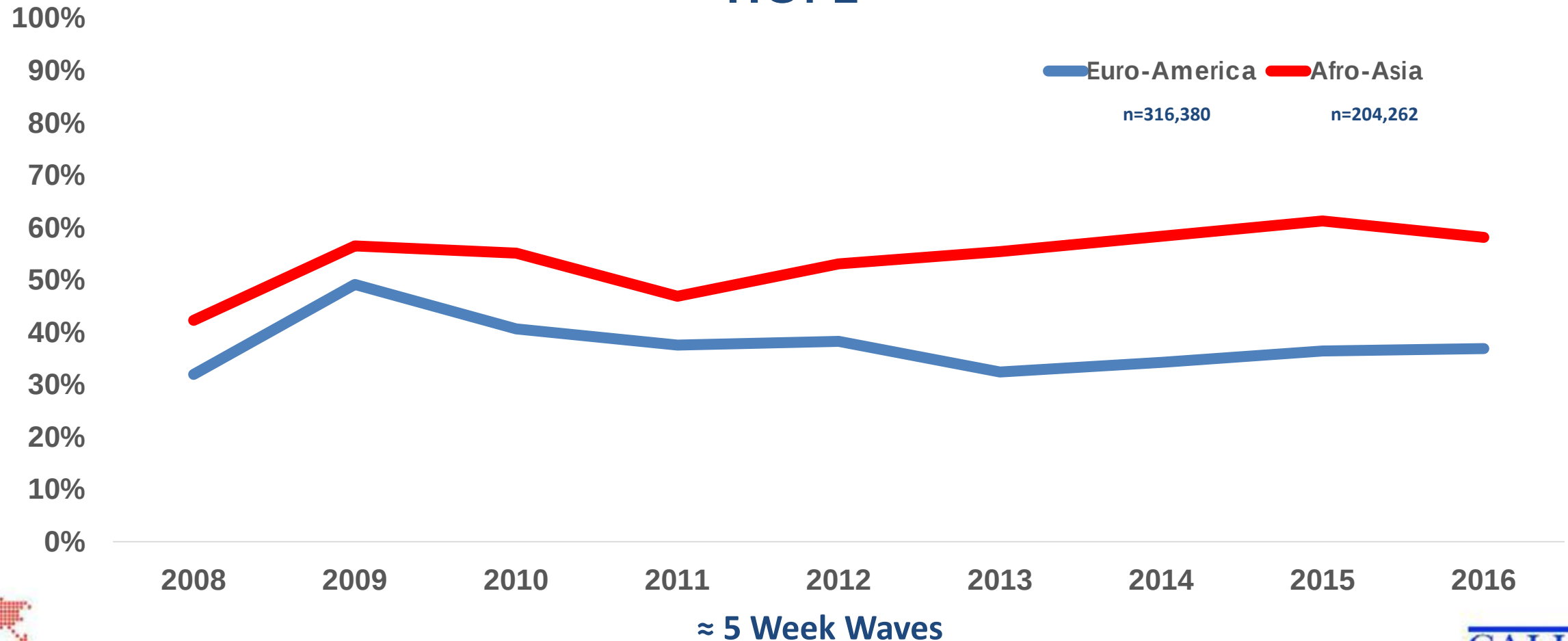
HOPE ACROSS GLOBAL DEMOGRAPHIC GROUPS

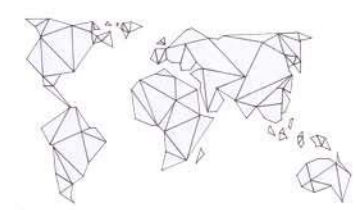
EDUCATION



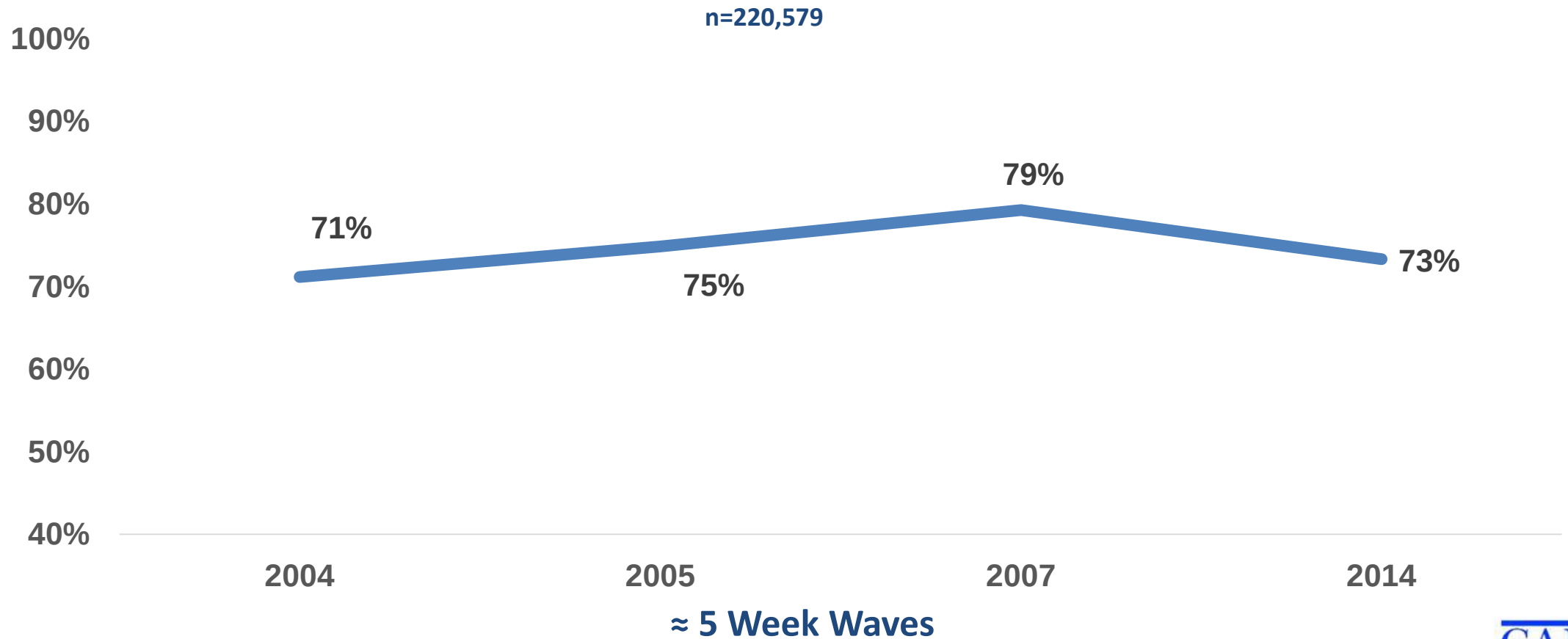
INTERESTING INSIGHTS ON INTER-CONTINENTAL TRENDS:

“HOPE”



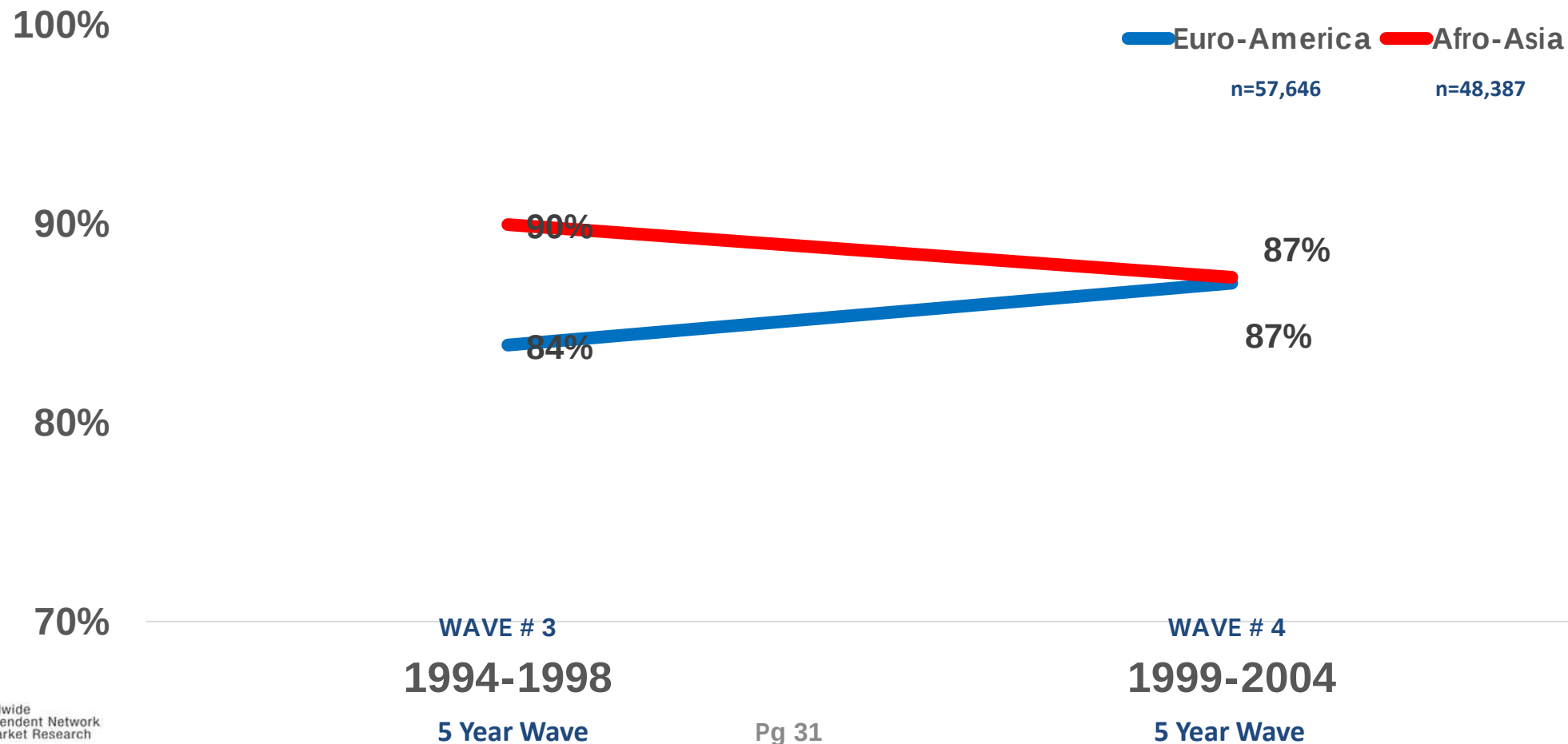


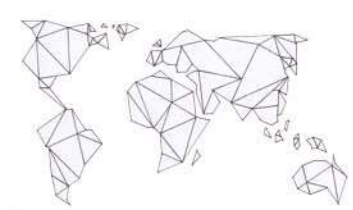
POSITIVE VIEWS ON DEMOCRACY





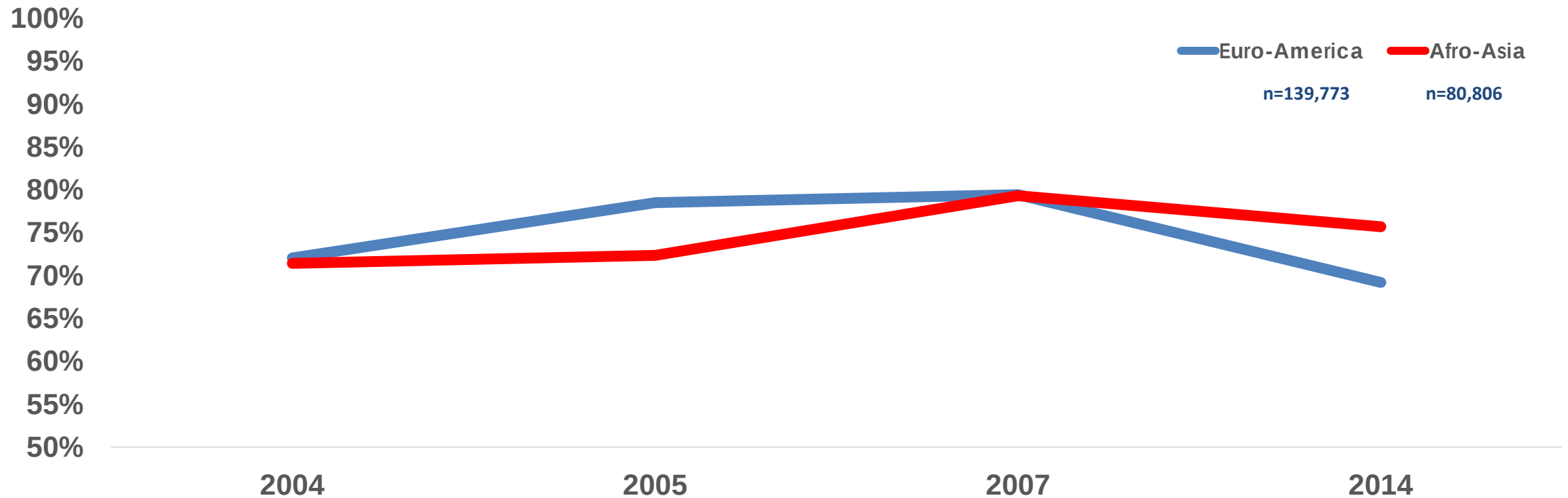
POSITIVE VIEWS ON DEMOCRACY





INTERESTING INSIGHTS ON INTER-CONTINENTAL TRENDS: VIEWS ON DEMOCRACY

POSITIVE VIEWS

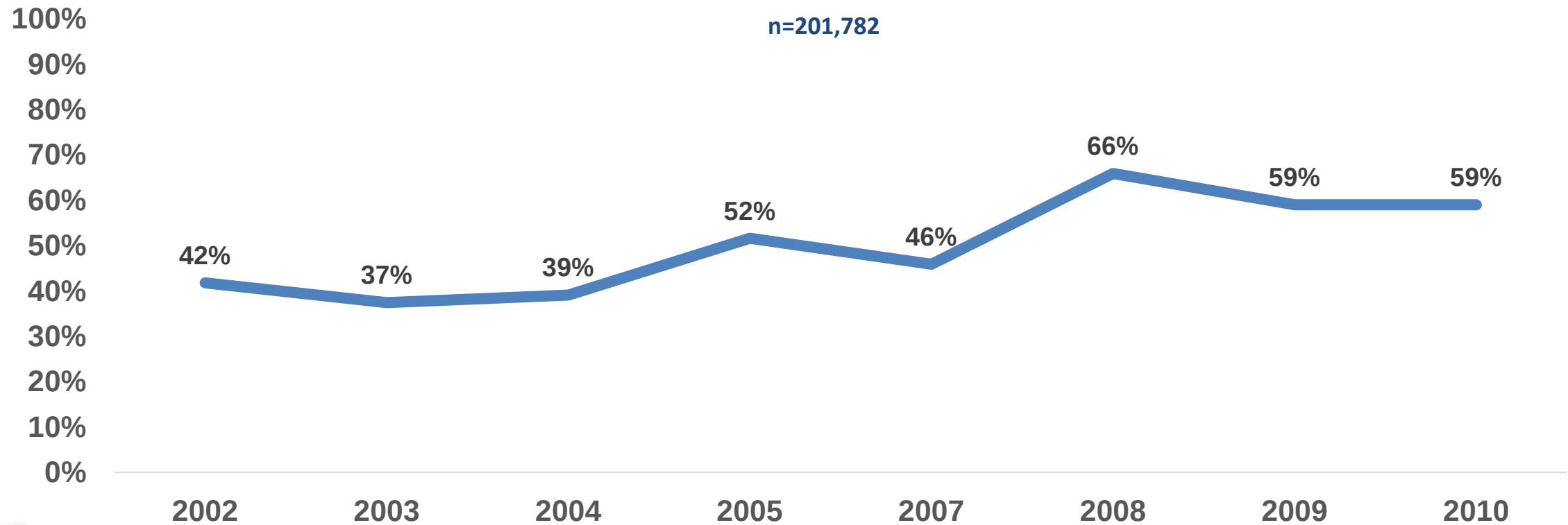


≈ 5 Week Waves

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GLOBAL POLLING ON U.S. FOREIGN POLICY

POSITIVE VIEWS

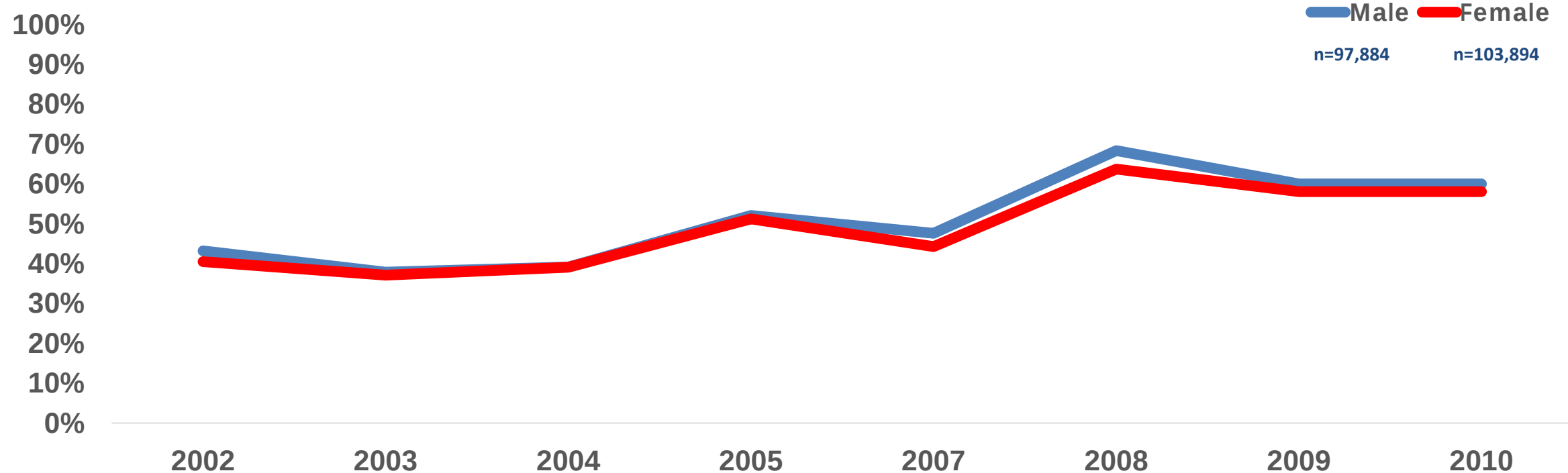


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GLOBAL POLLING ON U.S. FOREIGN POLICY

INSIGHTS BEYOND GEOGRAPHY

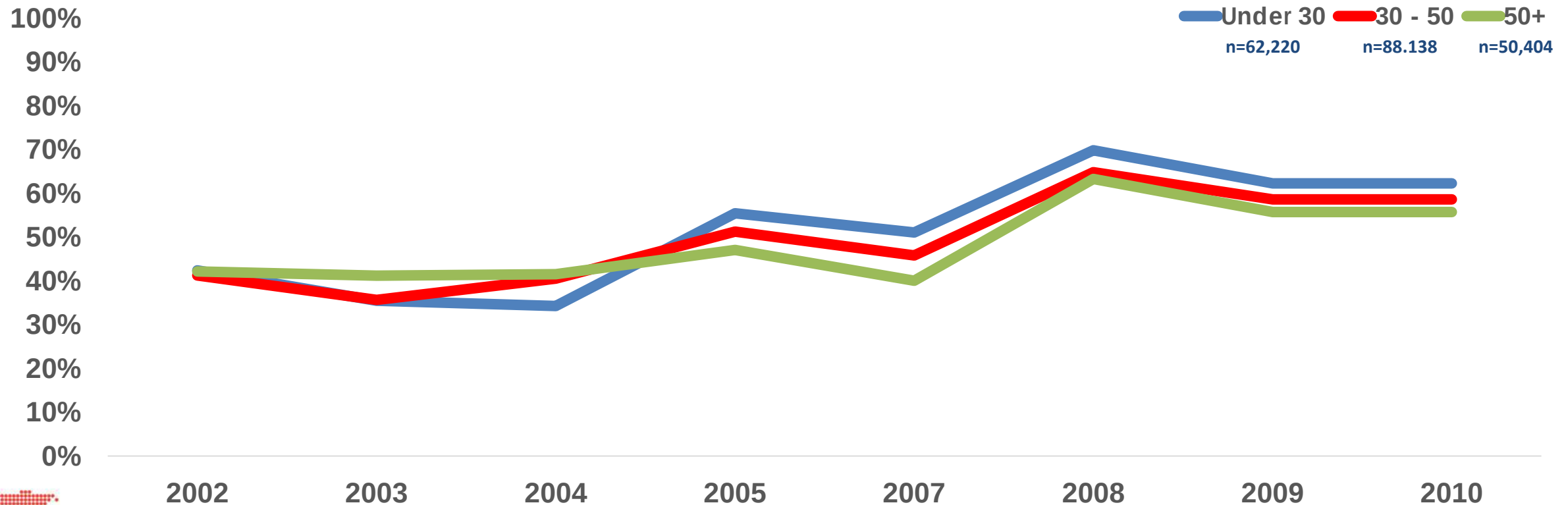
GENDER



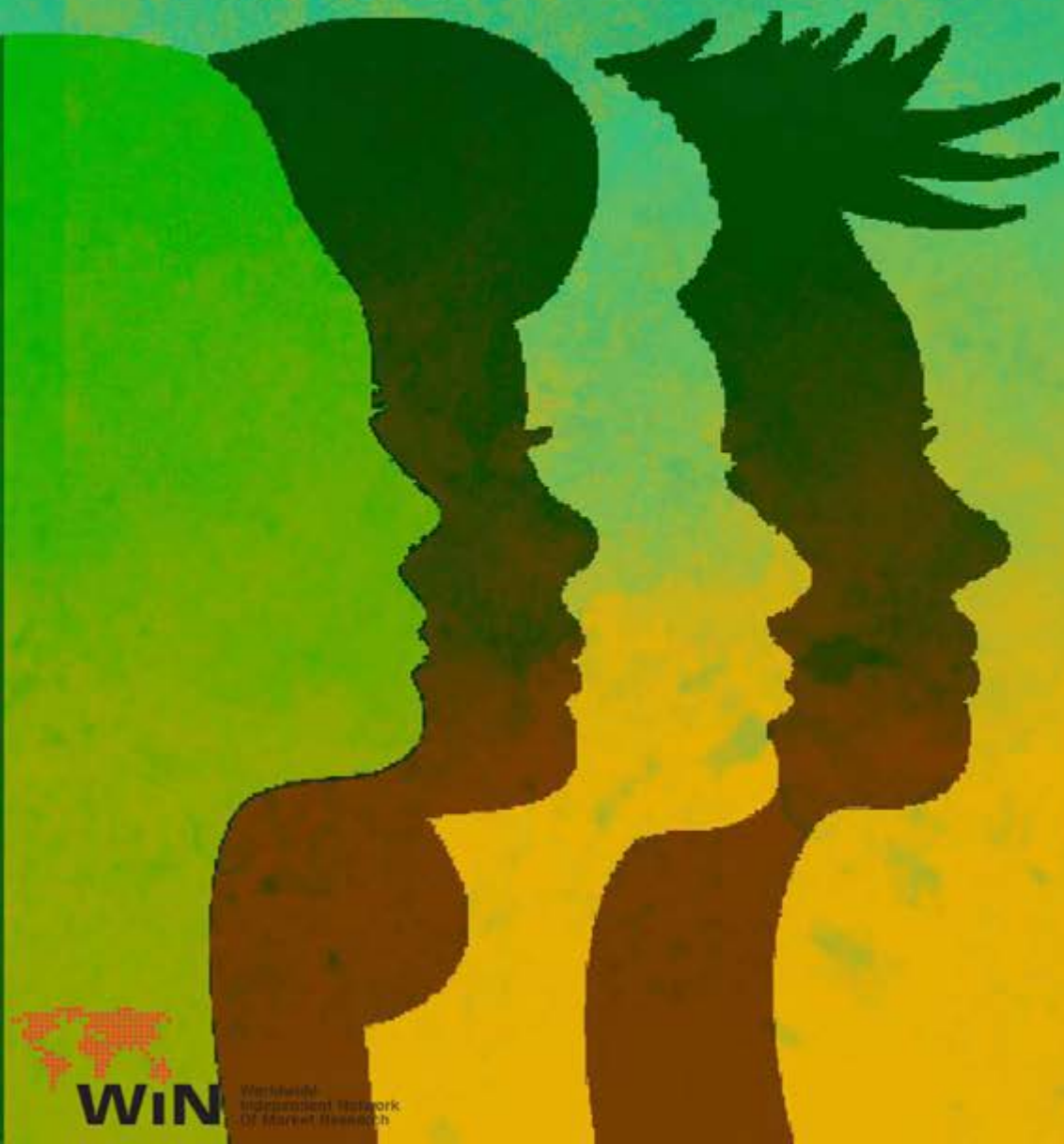
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GLOBAL POLLING ON U.S. FOREIGN POLICY

INSIGHTS BEYOND GEOGRAPHY

AGE

LOOKING AHEAD 2017



THANK YOU