



MEDIA RELEASE

For release
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Poverty and not terrorism is the most important problem facing the world

A new Gallup International survey, the Voice of the People, released today shows that the global citizens feel the gap between rich and poor is the most important problem facing the world today. When asked, more cite poverty as the most important problem than those who mention terrorism (10%) and other global issues such as environmental concerns, corruption or economic problems.

A majority of global citizens want rich countries to give more to poor ones and believe that ways should be found to ensure that financial help reaches people living in poverty regardless of whether their governments are corrupt or not.

The 46 - country results released today involved 35,000 interviews conducted during July and August 2002, representing the views of more than 1.4 billion people on all continents.

Results Highlights

- Almost one in five global citizens (18%) think poverty is the most important problem facing the world today. Globally, only one in ten (10%) think terrorism is the most important problem.
- In the USA, however, more people (21%) say that terrorism is the biggest problem, compared to the 6% of Americans who cite poverty.
- Globally just under two-thirds of citizens (64%) believe wealthy nations should give more to poorer nations. In poorer regions of the world, people are even more likely to want the rich world to make a contribution to the poor world (Latin America 80%, Africa 80%).
- But in the USA, half (49%) believe rich countries are already giving enough, a view shared by half of Japan (51%).
- A majority of global citizens (56%) also believe that ways should be found to ensure that financial help reaches people living in poverty regardless of whether their governments are corrupt.

In presenting the research findings, Meril James, Secretary General of Gallup International said, *"Gallup International believes that rigorously conducted public opinion surveys are an integral part of democracy. The Voice of the People survey gives the world a voice, helping ensure the accountability of national governments and global institutions."*

These would do well to pay attention to these results, showing they are not in line with public opinion when setting global priorities regarding poverty and aid. Aid to the developing world often has strings attached, requiring the recipient countries to install democracy, clean up corruption and improve human rights. However, at the top of the global citizens' agenda is the effective elimination of poverty and the belief that rich countries should give more to the developing world now rather than wait until corruption is cleared up in poor countries".

Poverty, the most important issue facing the world

The results of the **Voice of the People** show that people feel the gap between rich and poor is the most urgent problem the world is facing. Almost one in five (18%) global citizens spontaneously said that poverty was the world's top issue, placing it ahead of terrorism (10%) and environmental issues (10%), the next most frequently mentioned problems.

Global economic problems (8%) and other global issues which are often tied to aid programs by countries in the developed world, such as corruption (5%), human rights (2%) and the lack of democracy (1%) are seen as having less priority than poverty by global citizens.

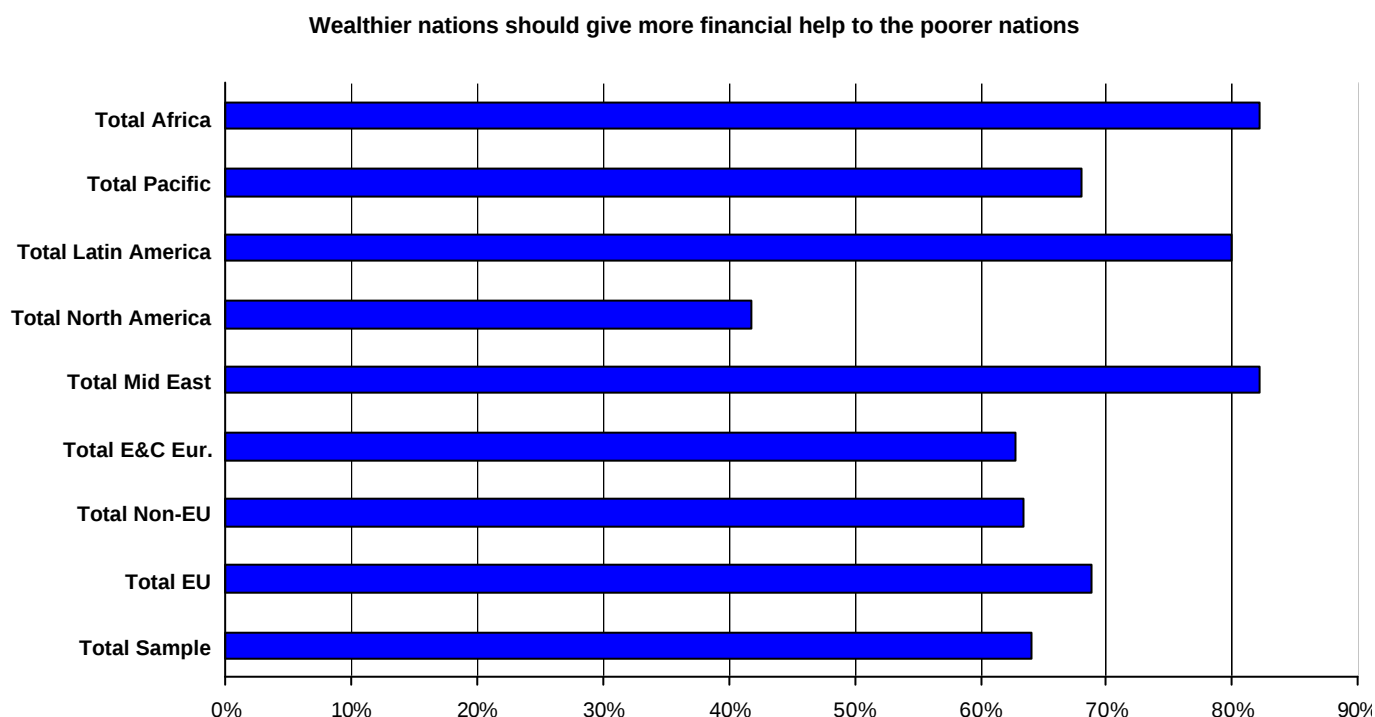
In regions of the world experiencing poverty, such as Latin America and Africa, this issue is considered even more of a priority with a quarter of citizens in Latin America (25%) and slightly more in Africa (27%) saying this is the most important problem facing the world today.

However, poverty is only mentioned by 6% of US citizens, whilst terrorism is seen as the priority by 21%. Other countries with recent experience of terrorism also rank terrorism higher than poverty; notably Spain (32%), Israel (25%), Colombia (26%) and India (20%).

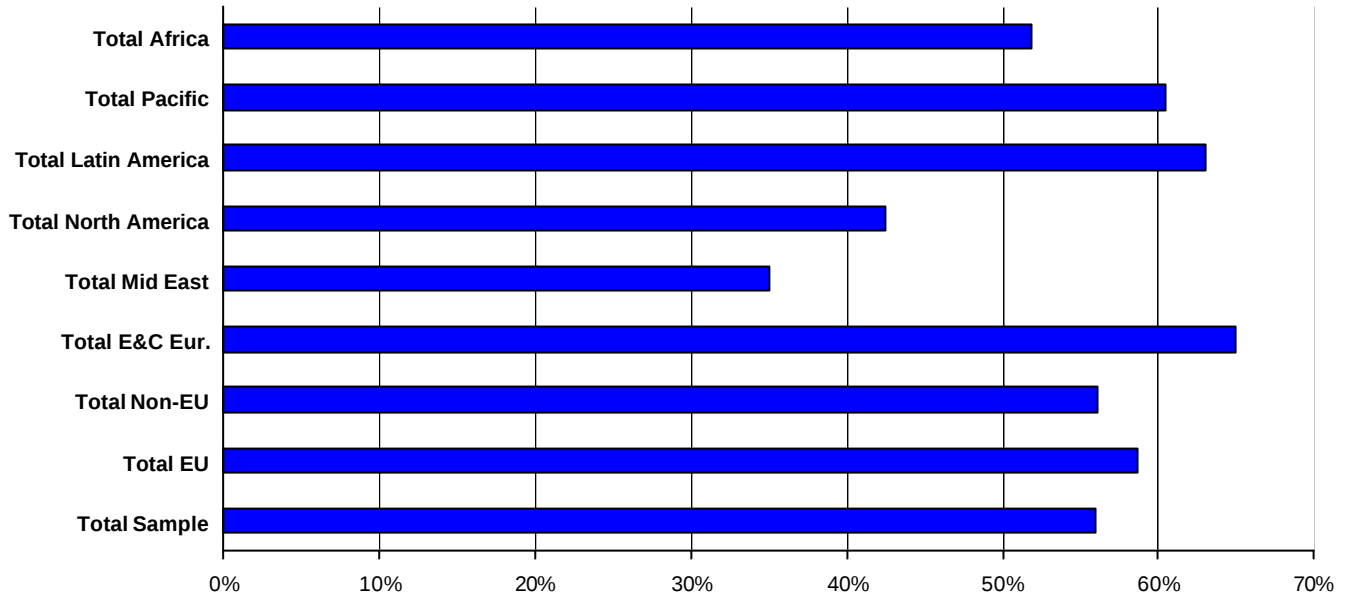
Rich countries should give more to the poor countries

As the table below shows, more than six out of ten global citizens feel that wealthy nations should give more financial assistance to the poorer nations of the world. In Africa, more than eight out of ten citizens agreed with this (82%).

However, in the USA, 49% of those questioned believe they are already giving enough, compared to the 41% who want wealthy nations to give more to the poorer countries. The view that they are already giving enough is shared by 51% of Japanese citizens.



Ways should be found to ensure that financial help reaches people living in poverty regardless of whether their governments are corrupt



The above table illustrates just how urgent people feel the issue of global poverty is, as it shows a majority (56%) feel that ways should be found to ensure that financial help reaches people living in poverty regardless of whether their governments are corrupt or not. A majority of citizens in all regions feel this, except in the Middle East where although only Turkey and Israel are included in the survey, only a third (35%) of citizens in this region agree that financial help should be given in spite of corruption.

Another major exception to this is the USA, where almost half of citizens (48%) feel that rich countries should only give financial help to poor countries that have first cleaned up government corruption, compared with an almost similar proportion (42%) who feel money needs to be given in spite of corruption.

METHODOLOGY NOTES

Each national public opinion survey is based on a minimum sample of about 500 adults and was conducted during July and August 2002 as part of the first annual ***Voice of the People***. National findings are accurate to within plus or minus 4 percent.

Survey results have been weighted twice: first, where necessary to correspond to national demographics; secondly, to reflect the total population represented by each sample. Collectively, the 35,433 interviews from 46 countries reporting is representative of a total population “universe” of just over 1.4 billion citizens across the world.

Full methodological details are available from Gallup International and its member institutes in each country.

Detailed country-by-country findings from the **2002 *Voice of the People*** survey are available for sale from Gallup International at the beginning of October 2002. (www.voice-of-the-people.net www.gallup-international.com)

For further information on **the Voice of the People or Gallup International**

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Editors note:

The Gallup International Association, registered in Zurich was established in 1947 by George H Gallup and his European colleagues. It now has member agencies in 60 countries across the world, conducting research in up to 100 countries.

Websites: www.gallup-international.com or www.voice-of-the-people.net

Voice of the People Methodology Summary August 2002

Data from each country has been weighted to correct any sample imbalances.

All countries have then been reweighted, proportionate to their populations, to give a global total.

Details for each country including sample details and fieldwork dates etc are given below.

COUNTRY	COMPANY	METHODOLOGY	SAMPLE TYPE			UNIVERSE millions	FIELDWORK
			National	Other	Size		
ARGENTINA	Gallup De La Argentina	Face to face	Y		1107	24.12	15-19 Aug
AUSTRIA	Österreichisches Gallup	Face to face	Y		387	6.64	19 Jul - 6 Aug
BOLIVIA	Encuestas & Estudios	Face to face		Urban	1300	4.17	15-30 July
BOSNIA	Mareco Index Bosnia	Telephone		Urban	300	0.50	11-15 Jul
BRAZIL	Indicator Gfk	Face to face		Urban	1002	36.0	17 –29 Aug
BULGARIA	BBSS	Face to face	Y		1100	6.50	25 Jul-1 Aug
CAMEROON	RMS Cameroon	Face to face	Y		1925	8.00	27 Jul-6 Aug
CANADA	Leger Marketing	Telephone	Y		1000	23.00	21-25 Aug
CHINA	Beijing Broadcasting	Face to face		Urban	1845	240	27-28 July
COLOMBIA	CNC	Telephone		Urban	300	6.00	18-21 Jul
CROATIA	Puls	Telephone	Y		500	3.40	19-22 Jul
DENMARK	TNS Gallup A/S	Telephone	Y		500	4.20	6-8 Aug
FINLAND	Suomen Gallup Oy	Telephone	Y		800	4.00	9-12 Aug
GERMANY	TNS EMNID	Telephone	Y		500	60.00	01-Aug
GEORGIA	GORBI	Face to face	Y		1000	4.00	25 Jun-3 Jul
HONG KONG	TNS Hong Kong	Telephone	Y		500	4.85	2-9 Aug
INDIA	TNS Mode	Face to face		Urban	1019	19.93	20 Jul-1 Aug
INDONESIA	TNS Indonesia	Face to face		7 regions	1015	89.25	21 Jul - 10 Aug
IRELAND	IMS	Telephone	Y		500	3.07	23-31 Jul
ISRAEL	TNS Teleseker	Telephone	Y		500	3.54	23-24 Jul
ITALY	DOXA	Telephone	Y		502	49.2	5 – 8 Sept
JAPAN	NRC	Self-Administered	Y		1250	125.00	7-20 Aug
KOREA	Gallup Korea	Face to face	Y		1500	36.00	18-31 Jul
LUXEMBOURG	TNS ILReS.	Telephone	Y		480	0.36	1-10 Aug
MACEDONIA	BRIMA	Face to face			1106	1.67	13-18 Jul
MALAYSIA	TNS Malaysia	Telephone		Pen'sular	1011	7.27	5 Aug-1 Sept
NETHERLANDS	NIPO BV	Internet panel	Y		531	12.30	1-9 Aug
NIGERIA	RMS	Face to face	Y		1401	61.30	13-26 Jul
NORWAY	TNS Norsk Gallup	Telephone	Y		500	3.60	1-4 Aug
PAKISTAN	Gallup Pakistan	Face to face		Urban	1000	22.00	4-17 Aug
PERU	DATUM Internacional	Face to face		Capital	405	4.32	7-8 Aug
POLAND	MARECO Polska	Face to face		Urban	1038	5.00	26-31 Aug
PORTUGAL	TNS Euroteste	Telephone	Y		500	8.00	8-11 Jul
ROMANIA	CSOP	Face to face	Y		552	16.80	30 Jul-5 Aug
RUSSIA	ROMIR	Face to face	Y		500	109.37	10-30 Jul
SOUTH AFRICA	MARKINOR	Telephone	Y		500	8.30	31 Jul-5 Aug
SPAIN	Sigma Dos Internacional	Telephone	Y		503	32.1	2-5 Sept
SWEDEN	Gallup Sweden	Telephone	Y		500	8.50	15-19 Jul
SWITZERLAND	ISOPUBLIC	Telephone	Y		500	5.40	11-25 Jul
TURKEY	TNS PIAR	Face to face	Y		2016	39.8	13 –29 Aug
UK	Taylor Nelson Sofres	Telephone	Y		500	47.00	7-11 Aug
USA	Leger Marketing	Telephone	Y		1000	281.00	27Aug-1 Sept

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k not currently a Member of Gallup International but a partner with whom we work closely.