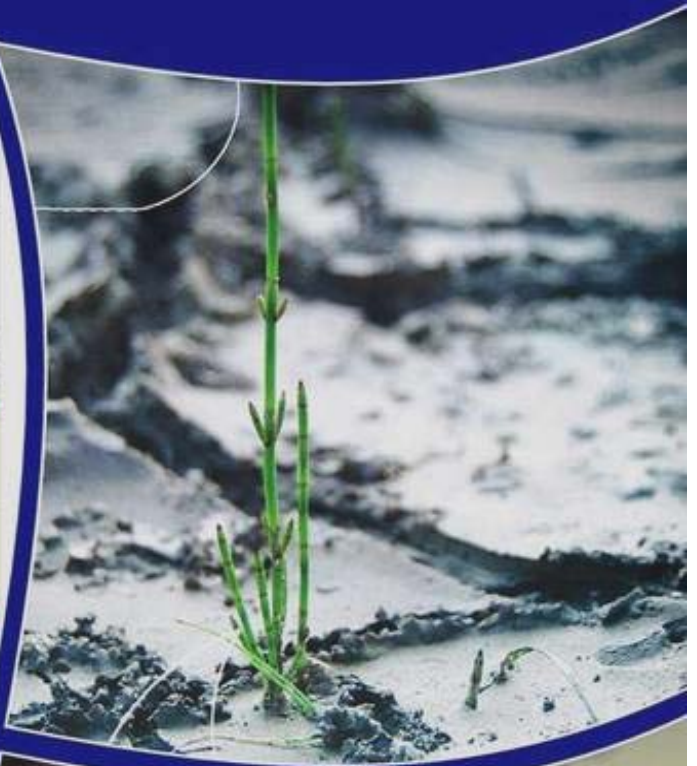
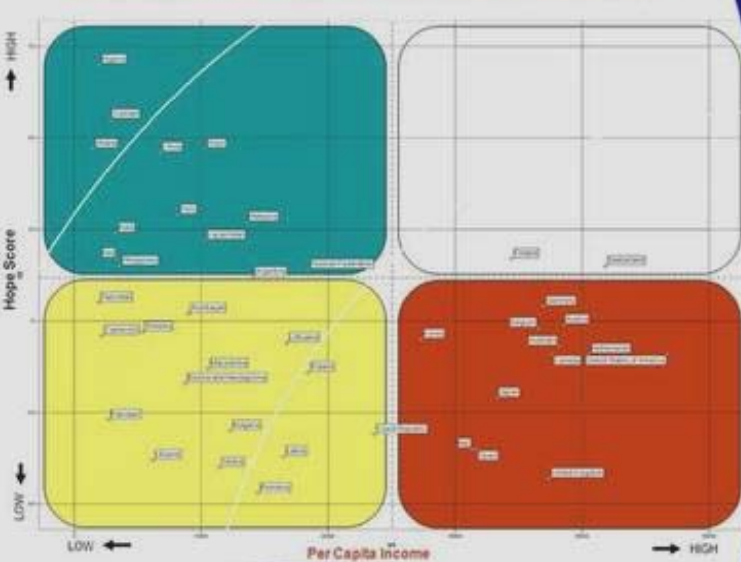


Global Barometer Of Hope and Despair: 2011



A WIN-Gallup International Report





MESSAGE FROM THE PRESIDENT	FOREWORD
It is my pleasure to present the findings of “Global Barometer of Hope and Despair: 2001”. This is one of the largest Global Polls of our industry and also one of the oldest. Our Association has been conducting it every year for the last 33 years. In 2010, the End of Year Survey was conducted in 53 countries across all continents by leading Polling Companies associated with WIN-Gallup International. Over 64,000 adult men and women representing various sections of society were interviewed across the globe. Like each year, the findings are enlightening and a valuable resource for Pollsters, the World leaders in Politics, Social Scientists, Academics and general public. As we welcome the year 2011, the Global Opinion shows that the world is hopeful on the whole, though there are differences across geographic and population groups. This opens new debates on prospects of economic prosperity ad depression in the coming year. At WIN-Gallup International we are always interested in striking partnerships with think tanks as well as universities and look forward to such opportunities expanding due to this endeavor. We would welcome any feedback and comments on this survey.  Jean-Marc Leger, President, WIN-Gallup International/ Leger Marketing, Canada	It is a matter of great pleasure for me and the Research Team at Gallup Pakistan to have assisted WIN-Gallup International Association and its Expert Group on Opinion Research in this Endeavour. Our Team has had the honour of retrieving the survey findings since the inception of the Global Barometer, and compile Trend Reports for all participating countries. The Trend Report (Volume 2) are available separately. While launching the Trend Data Reports (1977-2010) we are happy to celebrate 33 years of this global survey. Special effort has been made to widely disseminate the results of this Global Barometer. A Statistical Report (Volume 1) has been released apart from this Volume. We also plan to place the findings on Social Media, such as facebook, blogs, twitter and Pod casts. Your support and participation will be greatly appreciated. In the end I would like to thank all our member countries for their valuable input and efforts without which this would not have been possible at all. Special thanks to Jean-Marc Leger for his continued support and energetic leadership. Also many thanks to the colleagues in WIN-GIA Expert Group on Social and Opinion Research, whose continued involvement has been a source of inspiration. Dr. Ijaz Shafi Gilani Chairman Gallup Pakistan, Board Member WIN-Gallup International and Chair Global Opinion Research Team Email: gilani@gallup.com.pk Phone : +92-51-2655630

Gallup Pakistan Research team



Rushna Shahid



Manzer Ehsan



Hammad Irshad



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WIN-GIA (Expert Group) Opinion Research Group



Christian Bourque



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Inahiro Suzuki



Aggrey Maposa



Martin Boon



Laure Castelnaud



Helio Gastaldi



Peter Kenny



Joan Young



Carlos Clavero



Luciano Miguel



Ijaz Glani
(Chairperson
of the Group)



WIN-Gallup International Global Opinion Research Team



* **Photographs not available for:** Afghanistan, Azerbaijan, Denmark, Sweden, Ecuador, Germany, Ghana, India, Japan, Peru, Philippines, Poland & USA. Special thanks to Afghanistan and Bangladesh for participating as non-member friendly companies.

Comments from Colleagues in Opinion Research and Academics across the Globe

"The Global Barometer highlights crisply and visually the emerging trend of the tectonic shift of the world economy from G7 to G20. One can say that once carried out more frequently, more systematically, in more financially self-sustained format and in more consultative spirit, it may start to constitute a flagship of an invisible global parliament in the fledgling stage."

Professor Takashi Inoguchi, Director, the Asia Barometer Survey Project

President, the University of Niigata Prefecture Professor Emeritus, University of Tokyo

'Longitudinal studies that chart changing perceptions over time are very rare. This study represents two rare achievements at the same time--it offers longitudinal data across a global range of countries. The team responsible for this study, led by Dr. Ijaz Shafi Gilani, should be commended for their wide-ranging ambition, the commitment over the years, and their success in bringing out this report.'

Professor Matthew J. Nelson

Department of Politics, School of Oriental and African Studies (SOAS) University of London

Courtesy: The preparation of this Report and compilation of the trend data (1977-2010) has been done by Gallup Pakistan as a public service to members of WIN-Gallup International



GLOBAL BAROMETER OF HOPE AND DESPAIR: 2011

The End of Year Survey (EOY) also called as “Global Barometer of Hope and Despair” was initialed by Gallup International Association (GIA) in 1977. The initial survey was carried out by 20 countries and was led by Dr. George Gallup. Since then, the survey has been conducted every year across the globe. The survey explores Public “Hope and Despair” about the coming year. In 2010 over 64,000 men and women statistically selected in 53 countries from across all countries were asked their perceptions about 2011.

This Report is based on the survey carried out in October-December 2010 by leading pollsters associated with WIN-Gallup International.

This Report is the third in the series of Reports based on this Global Survey. The other two are as follows:

Volume 1: Global Barometer of Hope and Despair: 2011 (*Statistical Report*)

Volume 2: Global Barometer of Hope and Despair: 2011 (*Country Trends*)

The Volume 1 and Volume 2 can be downloaded from Gallup Pakistan website: www.gallup.com.pk

REGIONAL CLASSIFICATION

The following are the regional classifications used in the “Global Barometer of Hope and Despair: 2011”

G7 Countries	BRIC	Western Europe (other than G20)	Eastern Europe (other than Russia)	AFRICA
USA	Brazil	Belgium	Bulgaria	Cameroon
United Kingdom	Russian Federation	Austria	Bosnia and Herzegovina	Ghana
France	India	Finland	Czech Republic	Nigeria
Germany	China	Iceland	Macedonia	Egypt
Italy		Spain	Poland	
Canada		Netherlands	Romania	
Japan		Switzerland	Serbia	
		Sweden	Kosovo	
		Denmark		

Other G20	Emerging and other Nations in Asia and Latin America	Global Flash-points	CIS/Former Soviet Union
Argentina	Malaysia	Iraq	Ukraine
Korea	Vietnam	Afghanistan	Latvia
Turkey	Philippines	Pakistan	Lithuania
Australia	Bangladesh		Armenia
	Peru		Kazakhstan
	Ecuador		Azerbaijan
	Colombia		Tajikistan

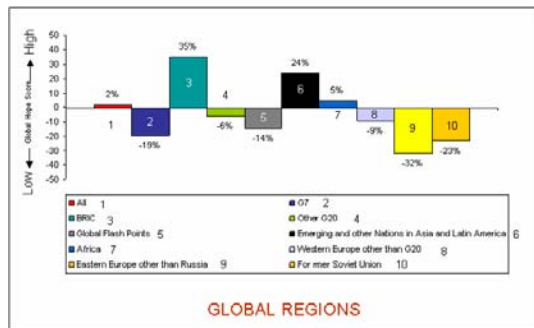
1. GLOBAL VIEWS ON ECONOMIC PROSPERITY: HOPE AND DESPAIR FOR 2011

Overall, the world is hopeful about economic prosperity in 2011. At a global level 30% of the world expects that 2011 will be a year of Economic Prosperity and 28% expect it to be a year of Economic Difficulty, while 42% think the economic situation will remain unchanged*. The hopeful outscore the pessimists by 2% that is the net **Global Hope Score**. But there are disparities between Regions of the World.

The data show that global hope is highly concentrated among the rising economic powers, the so called BRIC-Brazil, Russia, India and China. The Hope Score for this Group is 35%. In sharp contrast the Hope Score for the Rich countries of the world, known as the G7 (USA, Canada, Germany, France, UK, Italy and Japan) is in the negative: -19%. Among them, the Pessimists (36% outscore the Hopefuls (17%) by 19 percentage points. The results of this Hope Score across our Regional Classification are shown below:



Figure 1
HOPE SCORE COMPARISON ACROSS GLOBAL REGIONS



Source: WIN-Gallup International Association Global Barometer of Hope and Despair: 2011. Percentages are weighted by population of the participating countries. For details consult Methodology section.

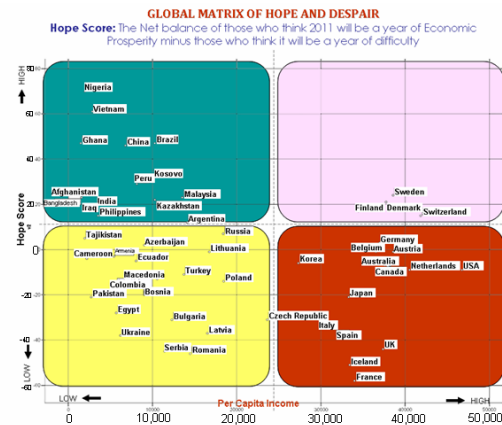
Hope Score: The net balance of those who think 2011 will be a year of Economic Prosperity minus those who think it will be year of Economic difficulty.

* Included in this are the 5% who did not give a specific response

1.1 HIGH INCOME COUNTRIES MOST FEARFUL OF ECONOMIC DEPRESSION IN 2011

The Global Barometer of Hope and Despair: 2011 shows that of the 53 countries polled 19 can be classified as **Hopeful** while 34 would be seen as **Pessimists**. But it is somewhat shocking that most of the wealthy nations of the world fall in the **Red Group**, High on Per Capita Income Low on Hope for 2011, while the **Green Group** of Hopefuls is mostly comprised by low per Capita Income countries. The Greens are, in comparison to the Reds, Low on Per Capita Income but High on Hope. There is also a third group of countries which are unfortunately low on both per Capita Income and Hope for 2011. The survey analysis has turned them as the **Yellow Group**. On the whole, of the 53 polled countries, 15 are in the Green Box, 14 in the Red Box and 20 in the Yellow Box. Fortunately there are a small number of countries that qualify to be classified as the **Purple Group**. They are High on both Hope Score and per Capita Income. There are 4 altogether including 3 Scandinavian nations (Sweden, Finland, Denmark) and Switzerland. (SEE MATRIX AHEAD) in Figure 2:

Figure 2
GLOBAL MATRIX OF HOPE AND DESPAIR



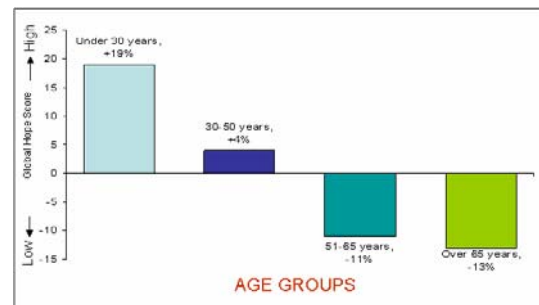
Source: WIN-Gallup International Association Global Barometer of Hope and Despair: 2011. Percentages are weighted by population of the participating countries. For details consult Methodology section.

Note: Per Capita Income is based on World Bank Estimates for 2009, with only one exception i.e. Switzerland for which data is from 2008.

1.2 YOUNG ARE HOPEFUL ABOUT ECONOMIC PROSPERITY IN 2011 WHEREAS OLD ARE GLOOMY

The views about economic prosperity vary with the age of respondents globally. On the whole those under 50 years of age are hopeful about economic prosperity whereas those in age group 51 and above are pessimistic about economy in 2011

Figure 3
GLOBAL HOPE SCORE ACROSS AGE GROUPS





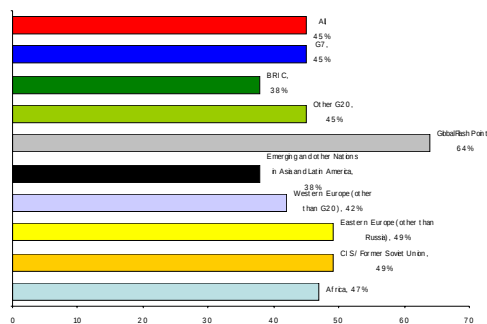
2. MAJORITY FEARS UNEMPLOYMENT WILL INCREASE IN 2011: Global Flashpoints most fearful of unemployment for 2011

The 2010-11 Barometer also records People's fear that whether the unemployment in their respective countries will increase, decrease or remain the same in 2011.

Unfortunately, majority of the world fears the unemployment will increase a lot or to some extent (45%). 23% say it will remain the same where as 27% say it will fall. 5% gave no answer to the question.

The fear of unemployment varies across regions as shown below:

Figure 4
FEAR OF UNEMPLOYMENT ACROSS REGIONS



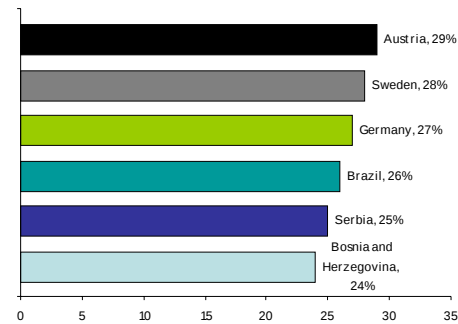
Source: WIN-Gallup International Association Global Barometer of Hope and Despair: 2011. Percentages are weighted by population of the participating countries. For details consult Methodology section.

Percent of respondents who say that unemployment will increase "A Lot" or "To some Extent" in their respective countries in 2011

2.1 COUNTRIES LEAST FEARFUL THAT UNEMPLOYMENT WILL RISE IN 2011:

Least Fearful Countries

(Countries where less than 30% are fearful of rising unemployment)



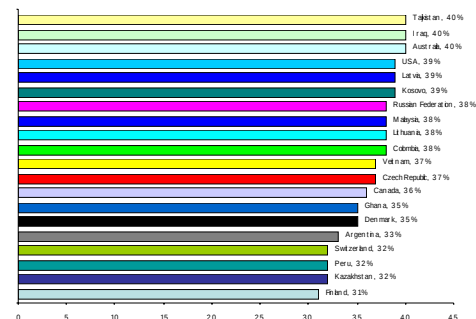
Source: WIN-Gallup International Association Global Barometer of Hope and Despair: 2011. Percentages are weighted by population of the participating countries. For details consult Methodology section.

Percent of respondents who say that unemployment will increase "A Lot" or "To some Extent" in their respective countries in 2011

2.2 COUNTRIES MODERATELY FEARFUL THAT UNEMPLOYMENT WILL RISE IN 2011:

Moderately Fearful Countries

(Countries where 30-40% are fearful of rising unemployment)



Source: WIN-Gallup International Association Global Barometer of Hope and Despair: 2011. Percentages are weighted by population of the participating countries. For details consult Methodology section.

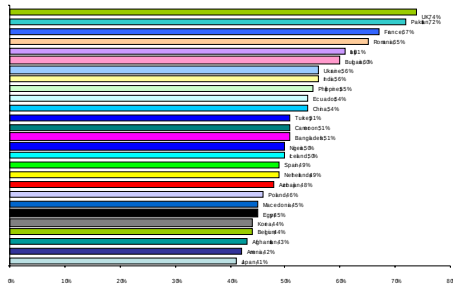
Percent of respondents who say that unemployment will increase "A Lot" or "To some Extent" in their respective countries in 2011



2.3 COUNTRIES MOST FEARFUL THAT UNEMPLOYMENT WILL RISE IN 2011:

Most Fearful Countries

Countries where more than 40% are fearful of



rising unemployment in 2011.

Source: WIN-Gallup International Association Global Barometer of Hope and Despair: 2011. Percentages are weighted by population of the participating countries. For details consult Methodology section.

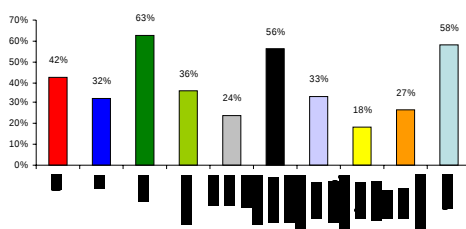
Percent of respondents who say that unemployment will increase “A Lot” or “To some Extent” in their respective countries in 2011

3. PERCEPTIONS ON OVERALL WELLBEING IN 2011: Majority is Hopeful with variations across Regions

The 2010-11 Barometer explores people’s overall view of 2011. When asked “In your opinion will the coming year (2011) be better, worse or same as 2010?” 42% say 2011 will be better, 32% say it will remain the same, 19% think 2011 will be worse than 2010 and 6% gave no response to this question,

The percentage of Hopeful people (those who think 2011 will be better) varies across regions as given below:

Figure 5
OVERALL HOPE ABOUT 2011 ACROSS REGIONS



Source: WIN-Gallup International Association Global Barometer of Hope and Despair: 2011. Percentages are weighted by population of the participating countries. For details consult Methodology section.

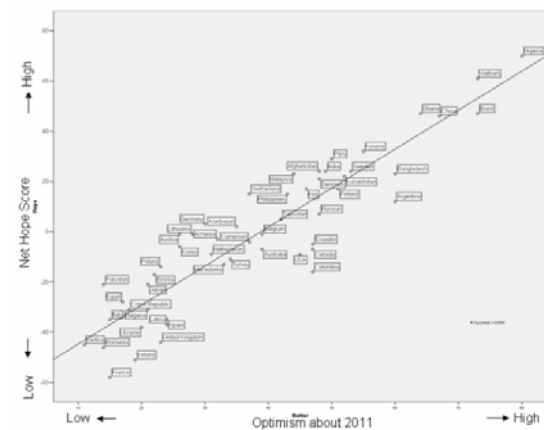
Percent of respondents who say 2011 will be better than 2010

3.1 HOPE SCORE ON ECONOMIC PROSPERITY Shapes Overall Hope and Despair About 2011

The 2010-11 Barometer found out that the regions which are pessimistic about economic prosperity in 2011 have low hopes about overall wellbeing in 2011. Whereas the emerging economies which have high hopes about economic prosperity in the coming year score high on overall hope for 2011.

The figure below shows this relation in a scatter plot:

Figure 6
Relationship between Hope Score and Optimism about 2011



% of respondents who say 2011 will be better overall than 2010

Source: WIN-Gallup International Association Global Barometer of Hope and Despair: 2011. Percentages are weighted by population of the participating countries. For details consult Methodology section.

ABOUT THE SURVEY

The Global Barometer of Hope and Despair: 2011 is a Public Opinion Survey that explores the general public’s perceptions and hopes about 2011. This year the Barometer covered 53 countries across all continents. Overall, there



were over 64,000 interviews with adult men and women selected in a scientific manner across the globe.

SURVEY METHOD

UNIVERSE

The Universe is Global population. The survey was carried out in 53 countries. **The population of these 53 countries comprise 76% of global population.**

For the purposes of this survey the standard/conventional approach was followed: each country has been treated as an independent universe. The sample selected to be interviewed in each country are representative of the adult population of the country. In a few countries interviews were limited to the major cities (notably China and India). In such cases the limitation has been indicated in the section below which provides details on country level sample size.

SAMPLING METHODS

Probability sampling methods have been used in all the polled countries. Further details can be provided upon request. In general multi-stage stratified sampling methods have been employed. The error margins are in the range of $\pm 3-5\%$ at 95% confidence level.

INTERVIEWING METHODS

The Interviewing Methods are specific to each country. Details are provided below in the country level sampling and interviewing details. The Methods can generally be described as Multi-Mode. They include Face to Face, Telephone and Online interviews depending on the country.

WEIGHTING SCHEME:

- 1- For Global Averages only that population has been treated as the polled universe where the survey was conducted. This means that if (such as in China and India) only major urban centers were interviewed, only those populations are treated as the

relevant population for developing the weights. Details are available at the end of this Report. Further details can be available upon request. The issue of weighting in determining global averages is under deliberation in our team and we will be happy to share our thoughts with the interested scientific and professional community.

- 2- A number of countries have used weights for their national level data. Details can be available upon request.
- 3- The country level averages which appear in this Report are weighted averages.

For Details on Methodology for each country, please see ahead:



Methods Statement & Country Specific Contact Details

Country	Contact	E-mail	Company	Mode	Sample Type	Data weighted?	Size	Fieldwork Dates
Afghanistan	Assen Blagoev	a.blagoev@gallup-bbss.com	ACSOR	Face to face	National	Yes	1107	Nov19 – Nov 27
Argentina	Gerardo Tuñón Corti	g.tunon@iboointeligencia.com.ar	IBOPE Inteligencia S.A.	Telephone	Other	Yes	800	Nov10 – Nov19
Armenia	Aram Navasardyan	ama@netsys.am	Armenian Marketing Association	Face to face	National	No	1067	Oct 29 – Nov 07
Australia	Bianca Mazzaferro	bianca.mazzaferro@yrsources.com	Your Source/ Colmar Brunton	Online	National	Yes	1000	Nov29 – Dec06
Austria	Ingrid Lusk	i.lusk@gallup.at	Österreichisches Gallup-Institut	-	-	-	814	-
Azerbaijan	Ashraf Hajiyev	Ashraf.Hajiyev@siar.az	SIAR Research and Consulting Group	Face to face	Urban	No	1000	Nov15 – Dec01
Bangladesh	Rahid Ahmed	rahid@orquest-bangladesh.com	ORG Quest Research Ltd.	Face to face	National	No	3000	Nov27 – Dec12
Belgium	Sterckmans William	wsterckmans@dedicated.be	Dedicated Research	Telephone	National	Yes	1000	Nov 02 – Nov 17
Bosnia And Herzegovina	Aida Hadziavdic-Begovic	Aida.Hadziavdic@Mib.Ba	MARECO INDEC BOSNIA	Face to face	National	No	2500	Nov 18– Nov 30.
Brazil	Laure Castelnau and Hélio Gastaldi	laure.castelnau@ibopecom.br , helio.gastaldi@ibopecom.br	IBOPE Inteliência	Face to face	National	No	2.002	Nov11 – Nov 16
Bulgaria	Mila Grigorova	m.grigorova@gallup-bbss.com	BBSS Gallup International	Face-to-face	National	Yes	1009	Oct 28 – Nov 4
Cameroon	Yapti Placide	pyaptie@rms-africa.com	Research & Marketing Company	Face to face	Two main towns	Yes	517	Nov 20 – Nov 25
Canada	Diane Rousseau	drousseau@legermarketing.com	Leger Marketing	Web	National	Yes	1517	Oct 25 – Oct 27
China	Zhou Xin	zhouxin@comrc.com.cn	CRC-Research Center	Online survey (Random interview)	5 major cities in China	Yes	1000	Oct 22 – Dec 03
Colombia	Cristina Querubin	cquerubin@cncol.com	Centro Nacional de Consultoria	-	-	-	501	-
Czech Republic	Jan Trojacek	trojacek@mareco.cz	Mareco s.r.o.	Face to face	National	Yes	1000	Nov12 – Nov 23
Denmark	Roger Elsted	roger.elsted@dma-research.com	DMA/Research	Online	National	Yes	500	Nov01 – Nov 10
Ecuador	Carlos A. Cordova	carlos.cordova@cedatos.com	CEDATOS	-	-	-	1000	-
Egypt	Laila Guindy	laila.guindy@rada-rrpr.com	RADA Research & Public Relations	Face to face	Urban	Yes	1000	Nov – Dec 2010
Finland	MrJari Pajunen	jari.pajunen@taloustutkimus.fi	Taloustutkimus Oy	Face to face	National	Yes	1028	Oct 15 – Nov 01
France	Céline Bracq	celine.bracq@bva.fr	BVA	Internet	National	Yes	979	Nov30 – Dec 01
Germany	Johannes Huxoll	johannes.huxoll@tns-emnid.com	TNS Emnid	Telephone	National	Yes	501	3-Dec
Ghana	Sam Addy	saddy@rms-africa.com.	RESEARCH & MARKETING SERVICES	Face to face	National	No	915	Oct 15 – Oct 21
Iceland	Vilborg Helga Hardardottir	vilborg.hardardottir@capacent.is	Capacent Gallup	Online	National	Yes	1208	Nov10 – Nov 19
India	Arunthathi Char	arundhati@marspvt.net	MaRS Monitoring and Research Systems	Face to face	National	No	1002	Nov09 – Nov 16
Iraq	Dr.Ali Abdal Razak	abdrazak_ali@iiacss.org	IIACSS	-	-	-	1000	-
Italy	Colombo Paolo	paolo.colombo@doxa.it	DOXA S.P.A	Face to face	National	Yes	1027	Nov13 – Nov 25
Japan	Hisako Kumada	kumada@nrc.co.jp	Nippon Research Center, Ltd.	Self-administered	National	No	1200	Nov 04 – Nov 16
Kazakhstan	Timur Aisautov	info@drg.kz	DAMU Research group	Telephone	Urban	No	500	Dec 01 – Dec 07
Kosovo	Kaltrina Kuci	k.kuci@indexkosova.com	Index Kosova	Face to face	National	Yes	998	First half of November 2010
Latvia	Aigars Freimanis	latfacts@latfacts.lv	Latvian Facts	Face to face	National	Yes	1007	Dec 06 – Dec 22



Global Barometer of Hope and Despair: 2011

Lithuania	Jolanta Vorseviciute	jolanta@rait.lt	Rait, Ltd.	Face to face	National	Yes	1013	Nov 05 – Nov 15
Macedonia	Ivana Todevska	office@brima-gallup.com.mk	BRIMA	Face-to-face	National	Yes	1213	Oct 22 – Oct 29
Malaysia	Krishna.Veni /kara Cheong	Chui Teong@tnsglobal.com, Krishna.Veni@tns-global.com	TNS-R1 Malaysia	Face to face	Urban Peninsular Malaysia	Yes	800	Oct 29 – Dec05
Netherlands	Imre van Rooijen	i.van.rooijen@marketresponse.nl	MarketResponse	Telephone	National	Yes	1000	Nov 01 – Nov 22
Nigeria	Josiah Kimanzi	jkimanzi@rms-africa.com	RMS Nigeria	Face to face	National	Yes	5002	Oct 08 – Oct 27
Pakistan*	Fatima Idrees	fatima.idrees@gallupcom.pk	Gallup Pakistan	Face to face	National	Yes	2703	Oct 24 – Oct 30
Peru	Gustavo Yrala	gyrala@datum.com.pe	Datum Internacional S.A.	Face to face	National	No	1204	Nov26 – Dec 01
Country	Contact	E-mail	Company	Mode	Sample Type	Data weighted?	Size	Fieldwork Dates
Philippines	Lawrence a. Dugan	lawrence.dugan@asiaresearch.com.ph	Asia Research Organization, Inc...	Face to face	National	No	1000	Oct 18 – Oct 30
Poland	Grzegorz Dąbrowski	grzegorz.dabrowski@mareco.pl	Mareco Polska	Face to face	Urban	Yes	1049	Nov02 – Dec 11
Romania	Delia Bebi	delia.bebi@csop.ro	TNS CSOP	Face to face	National	Yes	1109	Nov 23 – Nov 31
Russia	Ivanisheva Natalya...	Ivanisheva.N@romir.ru...	Romir.....	online-omnibus	Urban	Yes	1000	Oct 25 – Oct 26
Serbia	Jelena Končarević	jelena.koncarevic@tnsmediumgallup.co.rs	TNS Medium Gallup	Face-to-face	National	Yes	1023	Oct 11– Oct 17
South Korea	Hyunjeong Jung	hjujung@gallup.co.kr...	Gallup Korea	Face to face	National	Yes	1501	Nov17 – Dec 07
Spain	Luciano Miguel	luciano.miguel@institutodym.es	Instituto DYM	Face to face	National	Yes	1243	Nov 08 – Nov 29
Sweden	Roger Elsted	roger.elsted@dma-research.com	DMA/Research	Online	National	Yes	500	Dec 01 – Dec 10
Switzerland	Karin Mändli Lerch	karin.maendli@isopublic.ch	Isopublic	Face to face	National	Yes	1000	17-Nov
Tajikistan	Olimov M.A.	sharq@tajik.net	Research Centre SHARQ	Face to face	National	Yes	1000	Nov08 – Dec 05
Turkey	Arda ÖZKAN , Onur NAR	a.ozkan@barem.com.tr , o.nar@barem.com.tr	Barem Research	Telephone	National	Yes	1027	Dec 08 – Dec 13
UK	Sabrina Mohit	Sabrina.Mohit@ICMResearch.co.uk	ICM Research...	Telephone	National	Yes	2011	Nov 10 – Nov 12
Ukraine	Eduard Zolotukhin	zolotukhin@rb.com.ua	Research & Branding Group	Face to face	National	Yes	2076	Nov22 – Dec 07
USA	Cindy Kaminski	ckaminski@trig-us.com	TRIG	online	National	No	1000	-
Vietnam	Beth Owen	beth@irl-hcm.com.vn	Indochina Research Limited	Face-to-face	National	Yes	1000	Oct 20 –Oct 27

* Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com



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Presidents of WIN-Gallup International (1947 - todate)

Gallup International was founded in 1947 at Loxwood, UK



George Gallup
(1947-1984)



Jan Stapel
(1984-1990)



Helene Riffault
(1990-1993)



Leila Lotti
(1993-1999)



Theo Hess
(1999-2002)



Tony Cowling
(2002-2009)



Jean-Marc Leger
(2009-todate)

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