

Gallup International Releases its 5TH ANNUAL DAVOS SURVEY

(Commissioned by the World Economic Forum)

GLOBAL SURVEY HIGHLIGHTS FEAR OF FUTURE AND LACK OF FAITH IN WORLD LEADERS

The latest findings of Gallup International “Voice of the People™” survey reveal a growing pessimism: the world is expected to be less safe and less prosperous in the year 2008. The survey, now in its fifth year, also found rising concern over increasing wars and conflicts, the global war on terrorism and protecting the environment. Gallup International questioned 61,600 people in over 60 countries between October and December 2007. The interviews represent the views of 1.5 billion global citizens on the future prospects of the world, issues of global significance and the empowerment of global leaders.

The survey results arrive ahead of the World Economic Forum Annual Meeting 2008 in Davos (23-27 January) where 2500 of the world’s leading businessmen, heads of state, representatives of prominent NGOs, Religious, Cultural and Media leaders will gather to discuss global economic and social concerns. This year’s theme is “The Power of Collaborative Innovation”. The five-day programme will follow a five-point agenda that includes ‘Economic Insecurity’, ‘Business Collaborations’, ‘Geopolitical Alignment’, ‘Nature and Technology’ and ‘Understanding Social Values’. In the opening session of the Annual Meeting, US secretary of State Condoleezza Rice will address two key issues: global climate change and terrorism. Among those in the crowds will be President of Pakistan Pervez Musharraf, who will be attending this year’s World Economic Forum in Davos as part of his nine-day trip to Europe.

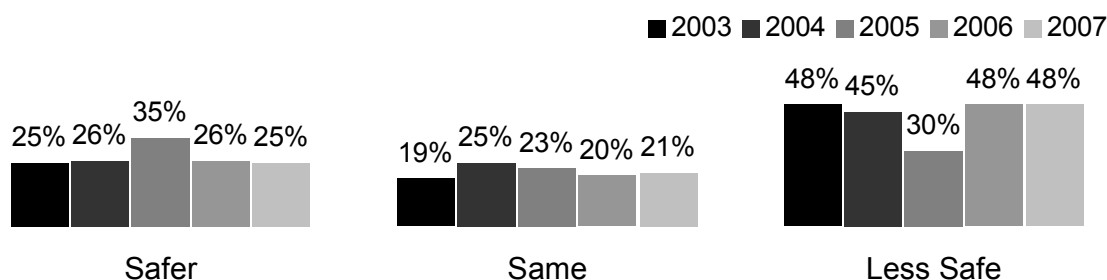
As the leaders of the world converge next week in Switzerland, the results of the Gallup International global survey reveal a growing mistrust in their abilities to improve the world. The responses of global citizens give a compelling contrast between what the people of the world want from their leaders and what they expect. The key findings of the survey are highlighted below.

FUTURE PROSPECTS OF THE WORLD:

WORLD EXPECTED TO BE LESS SAFE AND LESS PROSPEROUS

Nearly half of the global respondents (48 %) believe that the next generation will live in a little or a lot less safe world, while only one-quarter (25 %) have an optimistic view of the future. This is remarkably consistent with last year's results. Interestingly, Western Europeans were the most apprehensive about the future (69 %) closely followed by North Americans (62 %) who expect a less or lot less safe world for the next generation.

Will the generation live in a safer world? 2003-2007



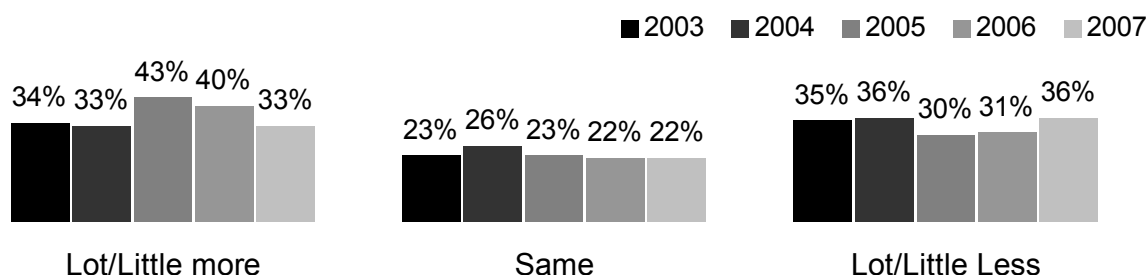
Source: Gallup International Voice of the People™, 2003-2007

Findings of Global Survey conducted each year in around 60 countries, among more than 60,000 men and women each year. Country Data for Pakistan is separately available from Gallup Pakistan (www.gallup.com.pk)

Global opinion is divided on whether the future generation will live in a world of greater or less economic prosperity. While 33 % of the respondents adopt an optimistic outlook, 36 % believe the next generation will live in a little or a lot less economic prosperity. Once again Western Europeans were the least optimistic with more than half (54 %) expecting little less or a lot less economic prosperity for the future generation. Conversely, from the five African countries included in the survey, 71 % respondents stated that the next generation will be a little or a lot more economically prosperous.

Compared to previous years, there is a steady decline in the proportion of people believing that the new generation will live in a more economically prosperous world.

Will the next generation live in economic prosperity? 2003-2007



Source: Gallup International Voice of the People™, 2003-2007

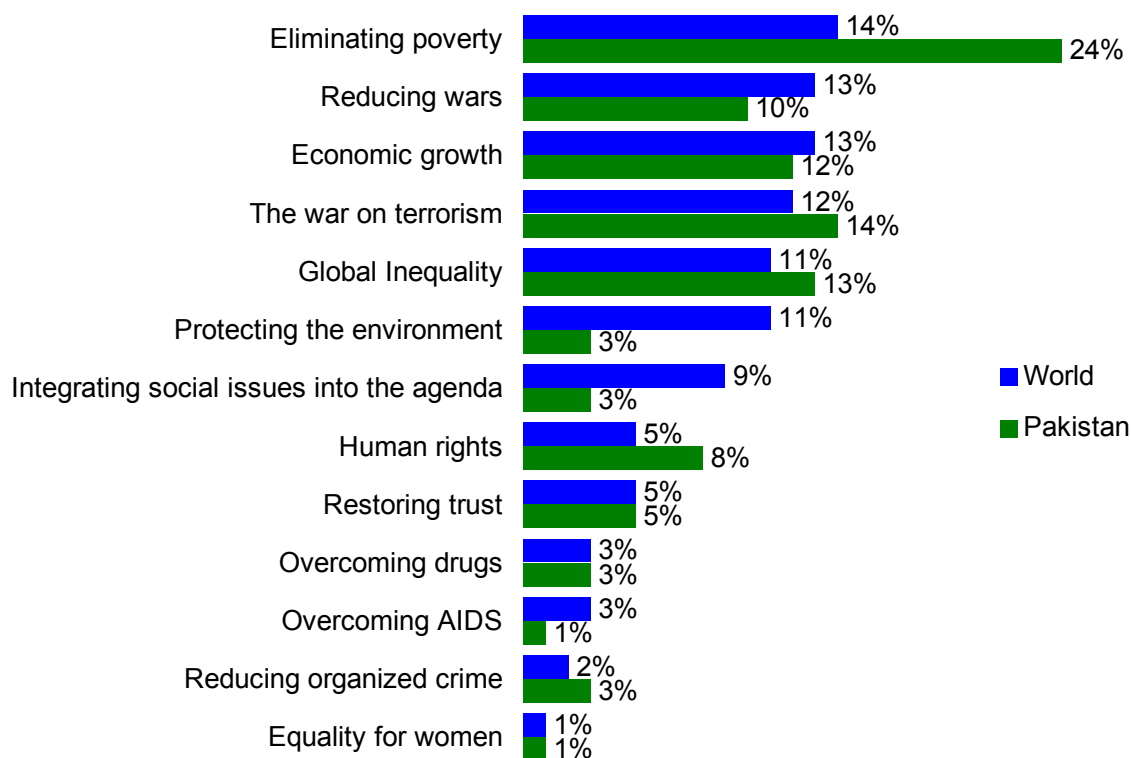
Findings of Global Survey conducted each year in around 60 countries, among more than 60,000 men and women each year. Country Data for Pakistan is separately available from Gallup Pakistan (www.gallup.com.pk)

ISSUES OF GLOBAL CONCERN:

WARS AND ENVIRONMENT NEED TO BE ADDRESSED

What should leaders focus on in the coming year was trend question continued from previous years surveys. While economic objectives (eliminating poverty and promoting economic growth) remained at the top of the list at 27 %, Global warfare (reducing wars and the war on terrorism) emerged as the most important priority for one in every four persons interviewed (25 %). This was followed 11 % who believe protecting the environment should be the priority for leaders. In Pakistan, the issues of concern remained more or less the same with increased focus on eliminating poverty (24 %).

Which of these do you think should be the most important priority for leaders of the world?



Source: Gallup International Voice of the People™, 2003-2007

Findings of Global Survey conducted each year in around 60 countries, among more than 60,000 men and women each year. Country Data for Pakistan is separately available from Gallup Pakistan (www.gallup.com.pk)

PERCEPTIONS ON GLOBAL LEADERS:

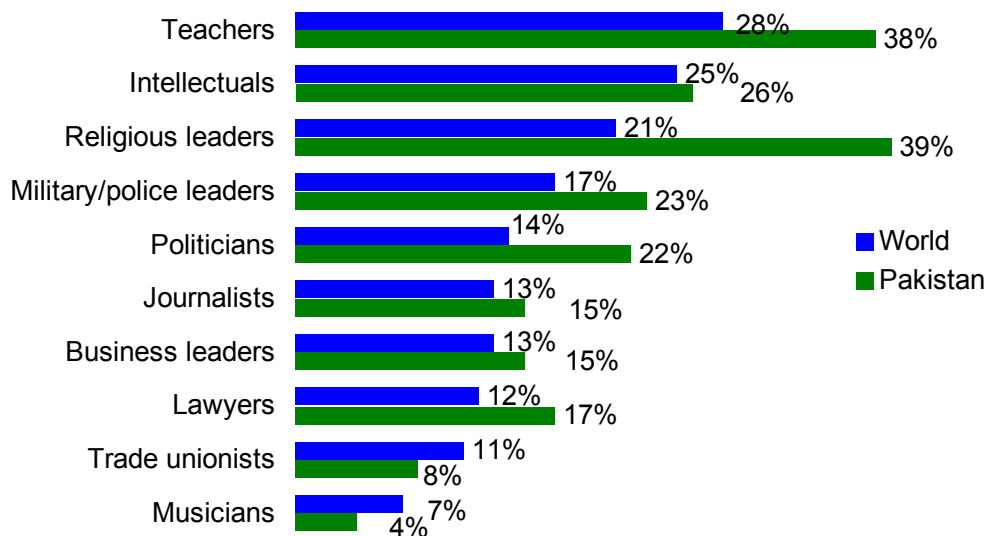
GLOBAL DISTRUST OF POLITICIANS, GLOBAL URGE TO EMPOWER TEACHERS AND RELIGIOUS LEADERS

Globally, Political Leaders are seen as less competent (-18 %) and less honest (-17 %) than Business Leaders. When asked to compare particular traits of political and business leaders, the former were believed to have relatively more power (+10 %), more amenable to pressure from powerful interests (+9 %) as well as public opinion (+9 %). On the whole, political leaders were seen in a grim light, as less ethical (-9 %) than business leaders.

Lack of faith in politicians was accompanied by lack of trust. When respondents were asked the question, “which types of people do you trust”?, only 8 % selected politicians. Teachers (34 %) and Religious leaders (27 %) emerged as the most trusted types of people.

On the issue of empowerment, when asked whom they would like to give more power, teachers were again selected by more than a quarter of the global respondents (28 %). Another 25 % wanted to empower intellectuals, closely followed by religious leaders (21 %). In Pakistan, the figures remained similar with Religious leaders and Teachers leading the types of people chosen for more empowerment (39 % and 38 %, respectively).

Which of the following types of person would you like to give more power to in your country? *(Top ten reported here)*



Source: Gallup International Voice of the People™, 2003-2007

Findings of Global Survey conducted each year in around 60 countries, among more than 60,000 men and women each year. Country Data for Pakistan is separately available from Gallup Pakistan (www.gallup.com.pk)

Note:

For the complete findings of the report, country by country, please visit:

www.weforum.org/pdf/gallup/vopsta

For the methodology sheet, please visit:

www.weforum.org/pdf/gallup/methodology_form.pdf

Contact Details

Gallup International Association is registered in Zurich, Switzerland, as a not-for-profit association. George H. Gallup and his European Colleagues established it in 1947. Gallup International has member agencies in more than 65 countries across the world, conducting opinion and market research in over 100 countries. For more information on Gallup International Association, please visit www.gallup-international.com

Headed by Dr. Ijaz Shafi Gilani, Gallup Pakistan has been operating in Pakistan since 1980. It is the Pakistani affiliate of Gallup International Association. Gallup Pakistan has 18 field offices conducting nationwide public opinion and market research. For more information on Gallup Pakistan, please visit www.gallup.com.pk, or contact Gallup Pakistan, Program Manager, Fatima Idrees isb@gallup.com.pk; +92-51-2825745.