

## The Gallup Poll of the Muslim World

First conducted by The Gallup Organization in the winter of 2001, Gallup's Poll of the Islamic World focused on gathering the views of the people in nine predominantly Muslim countries, including Indonesia, Iran, Jordan, Kuwait, Lebanon, Morocco, Saudi Arabia, Turkey, and Pakistan.

A second wave followed in 2005, and by the end of 2007, the Gallup Poll of the Muslim World will cover:

- **Middle East/North Africa:** Egypt, Saudi Arabia, Kuwait, Tunisia, Algeria, United Arab Emirates, Iraq, Jordan, Palestine, Iran, Lebanon, Morocco, Mauritania, Sudan\*, Yemen
- **Asia:** Afghanistan, Malaysia, India, Indonesia, Bangladesh, Pakistan
- **Europe:** Kosovo, Bosnia, Herzegovina, Albania, Azerbaijan
- **Sub-Saharan Africa:** Burkina Faso, Ethiopia, Nigeria, Senegal, Sierra Leone, Niger, Tanzania, Mali, Chad
- **Central Asia:** Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan

\* = Pending

## The Gallup World Poll

The Gallup Poll of the Muslim World is part of a larger endeavor undertaken by The Gallup Organization — the Gallup World Poll. In the largest undertaking of its kind, Gallup will measure the well-being of the world's citizens for the next 100 years, continually polling a sample representing 95% of the Earth's adult population. The Gallup World Poll is the largest available source of key world data, providing access to the voices, hearts, and minds of citizens in more than 130 countries and areas.

Gallup's rigorous measurement methodology makes it possible to gain an accurate and detailed understanding of the views of people around the world. The data are nationally representative, and include both urban and rural areas, with samples of at least 1,000 adults in each surveyed country. Interviews are one hour in length and conducted in the privacy of the respondent's home or via telephone. The same core questions are asked across nations, over time, which enables comparisons and trending.

The World Poll measures key indicators such as Leadership, Law and Order, Food and Shelter, Work, Economics, Health, Well-Being, and Engaged Citizens. The resulting insights are vital to understanding the fragile, ever-changing global landscape.

In developing and analyzing data from the World Poll, The Gallup Organization relies on a panel of world-renowned scientists for their expertise. Gallup's senior scientists are experts who lend depth and experience in their field to the interpretation of data. Gallup Senior Scientists include John L. Esposito, an expert on Islam and Muslim politics, Daniel Kahneman, economics Nobel laureate, Deepak Chopra, bestselling author, and Richard Florida, a leading expert on the creative class.



# WHAT MUSLIMS THINK

New Insights From the Gallup World Poll

An innovative course designed by  
The Gallup Organization

### THE GALLUP ORGANIZATION

The Gallup Organization has studied human nature and behavior for more than 70 years. Gallup employs many of the world's leading scientists in management, economics, psychology, and sociology.

GALLUP  
WORLD Poll

[www.gallupworldpoll.com](http://www.gallupworldpoll.com)

# PARTICIPANT OUTCOMES

At the completion of this course, participants will be able to:

- understand the context for analyzing and interpreting the data gathered through the Gallup Poll of the Muslim World
- draw their own conclusions from the poll data and apply them to their own work
- critique, with new data, assumptions about the Muslim world
- increase their aptitude in reading and interpreting data in various formats
- feel comfortable discussing the findings with other professionals

This groundbreaking course is designed to help government, non-government, business, and academic leaders better understand the Muslim world so they can make informed decisions and communicate effectively about the people.

## Course Description

This certification course examines the Muslim world through the voice of its people, the thoughts and views of citizens in predominantly Muslim countries. Access to these opinions is provided through the largest, most in-depth study of Muslim opinion ever done, the Gallup Poll of the Muslim World, which is representative of more than 90% of the world's Muslim population. Through data-driven discussions, participants are encouraged to talk, analyze, and draw conclusions about the findings and the potential implications for their own work, and journey down a path of discovery about Muslims that is expected to continue beyond the classroom.

The course provides cultural and historical context to the current thoughts and opinions of Muslims worldwide. The active-learning course enables participants to gain insights and understanding and to make solid decisions, grounded in sound, objective data. Participants will receive a course manual and workbook.

## The Faculty

- Dalia Mogahed, Gallup Senior Analyst and Executive Director of the Gallup Center for Muslim Studies and coauthor of *Who Speaks for Islam? Listening to the Voices of a Billion Muslims*
- John L. Esposito, Gallup Senior Scientist and University Professor of Religion and International Affairs and of Islamic Studies at Georgetown University and the author of *Unholy War: Terror in the Name of Islam* and *The Islamic Threat: Myth or Reality?*
- Geneive Abdo, Senior Analyst, the Gallup Center for Muslim Studies and author of *No God But God, Egypt and the Triumph of Islam* and *Mecca and Main Street: Muslim Life in America After 9/11*
- Richard Burkholder, Director of International Polling, The Gallup Organization

## Who Should Attend?

This course is designed for mid- to senior-level corporate executives, government agency officials and staff, representatives of non-governmental organizations, writers, educators, and anyone planning to work closely with or spend a significant amount of time in any predominantly Muslim country or area. The course is also appropriate for anyone interested in key issues of policy, security, and global coexistence in the Muslim world.

## Framework for Learning

### Day 1 9 a.m. to 5:30 p.m.

**Introduction to the Course**  
Discussion about the Gallup Poll of the Muslim World

Overview of the Muslim world

The role of religion in the Muslim world — an overview of Islam

*Findings from the poll will be used to challenge common perceptions and encourage dialogue, offering crucial information on the following topics:*

#### Muslims on Themselves: Values and Culture

What do Muslims believe is important to their own progress?

What do Muslims say about their own hopes and dreams?

#### What Women Want: Faith and Freedom

What are Muslims' views of women's basic rights?

How do Muslim women view the implementation of Sharia and its impact on their rights and lives?

Is Islam compatible with basic women's rights to education, employment, voting, and election to office?

### Day 2 9 a.m. to 5:30 p.m.

**What Women Want: Religious Symbols**  
Is the burqa a "symbol of oppression?"

Is this portrayal in line with the thoughts and opinions of Muslim women about themselves and about Sharia?

*Findings from the poll will be used to challenge common perceptions and encourage dialogue, offering crucial information on the following topics:*

#### Islam and Government

What attributes do Muslims associate with the West and with their own societies?

Is Islam compatible with democracy? With coexistence?

What role do Muslims believe Islamic laws and religious leaders should play in Muslim nation-states?

Do Muslims believe constitutions for Muslim countries should incorporate basic human freedoms such as religion, speech, and assembly?

Do Muslims believe the West is really committed to democratization in the Muslim world?

### Day 3 9 a.m. to 2 p.m.

*Findings from the poll will be used to challenge common perceptions and encourage dialogue, offering crucial information on the following topics:*

#### Extremism

Do Muslims believe the 9/11 attacks were justified?

What are the primary drivers of extremism?

#### The Muslim World and the West: Moving Forward

What can the West do to improve relations with the Muslim world?

What can Muslims/the Muslim world do to improve relations with the West?

What do Muslims admire/resent about the West and themselves?

How does understanding the thoughts and opinions of the Muslim world challenge common misperceptions?

How will it change your future decisions/strategy moving forward in your own profession?

What role should the voice of the people in the Muslim world have in informing your decisions, and how will access to the information drive political and business outcomes?

## COMMUNITY OF LEARNING

Beyond the course, participants will be encouraged to continue the dialogue as part of a community of learning on the Muslim world. Participants will be invited to take part in private briefings, expert luncheons, and other events that take place throughout the year to further explore findings and analysis from the Gallup Poll of the Muslim World.