

Collecting Views Throughout the World



The Gallup World Poll

In the largest undertaking of its kind, Gallup will measure the well-being of the world for the next 100 years, annually polling 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 territories.

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 crucial indexes such as Leadership, Law and Order, Food/Shelter, Work, Economics, Health, Well-Being, Engaged Citizens, Brain Gain, and GDP. 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.



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.

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CAN YOU HEAR ME?

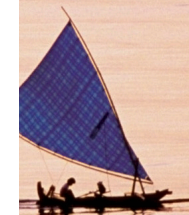
Listening to the Voices of a Billion Muslims

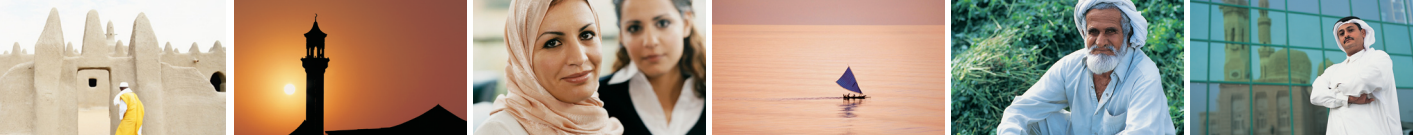
An overview of

The Gallup Organization's

Poll of the

Muslim World





Gathering the Muslim Perspective

The Gallup Poll of the Muslim World

Gallup is producing the largest, most in-depth study of Muslim opinion ever done, covering more than 90% of the world's Muslim population. The unprecedented survey of the Muslim community reflects the views and aspirations of more than 1 billion Muslims in nearly 40 countries around the globe.

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 2006, the Gallup Poll of the Muslim World will cover:

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

*Pending

Informing the Conversation

Findings from the Gallup Poll of the Muslim World challenge common perceptions, offering crucial information on key issues of policy, security, and global co-existence. Topics include:

Islam and Government

- Is Islam compatible with democracy?
- What role do Muslims believe Islamic law and religious leaders should play in Muslim nation-states?

Islam and Women

- What are Muslims' views of basic women's rights?
- How do Muslim women view the implementation of Sharia?

Extremism

- Do Muslims believe the 9/11 attacks were justified?
- What are the primary drivers of "extremism"?

Islam and the West

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

Muslims on Themselves

- What do Muslims believe is important to their own progress?

Providing Forums for Deeper Understanding

The Gallup World Poll

Access the voice of the people through membership to a state-of-the-art, Web-based portal. This key to the world allows members to perform detailed searches, track key indexes, compare World Poll data, and always have the latest available information on what a billion Muslims are thinking and feeling.

Gallup University Course

This new and groundbreaking course will help political and business leaders better understand the Muslim world. The three-day course examines the numerous research questions and applications arising from the Gallup Poll of the Muslim World, presenting a historical and current-day view of the Muslim world. *The first session will be offered in fall 2006 in Washington, D.C.*

Consulting

Gallup consultants are trusted advisers to many of the world's leading organizations. Our unique research-based approach enables us to identify, develop, and implement solutions that align with our clients' visions and strategies. Dedicated consultants and regional experts are available to answer client questions and provide customized, actionable strategies from the World Poll data.

Gallup Press

In early 2007, look for Gallup Press' release: *Can You Hear Me? Listening to the Voices of a Billion Muslims*, coauthored by John L. Esposito, University Professor of Religion and International Affairs and of Islamic Studies at Georgetown University, and Dalia Mogahed, Gallup Strategic Analyst and Executive Director of Gallup Muslim Studies. *Can You Hear Me?* is a research-based exploration of the views and opinions of a billion Muslims, coauthored by Esposito, the author of more than 35 books on Islam, Muslim politics, and society.