Gallup World Poll

- **Coverage**
  - The Gallup World Poll, by the end of this year, will have covered over 140 countries (including Syria, Myanmar and Cuba)

- **Question items**
  - Gallup asks 100 of the same questions in all countries and 200-300 additional questions in each country which have a regional focus

- **Methodology**
  - Gallup conducts nationally representative samples in each country with a minimum sample of 1,000
Approval of China Leadership

GALLUP POLL
World Poll
Gallup US Daily

- **Sample Size**
  - Gallup surveys 1,000 Americans every night
  - Since January 1, 2008, Gallup has collected over 200,000 interviews

- **Question Items**
  - Health (mental and physical), Economics, and the Election

- **Coverage**
  - Many of the questions will be aggregated throughout the year and by December 31, 2008 – Gallup will have random samples of each Congressional District
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Law and Order
This index represents the security level that citizens observe for themselves and their families.

Work
Items in this index focus on the degree of personal engagement at work.

Food and Shelter
This series of items assesses the capabilities people have to meet their everyday, basic needs of food and shelter.

Economics
The key issues included in this index focus on people's evaluations and outlook for their standards of living and the national economic situation.

Health
Personal perceptions of one's own health and incidence of pain, sadness, and worry are measured as a part of this index.

Well-Being
Respondents are asked to rate their quality of life now and in the past, and whether they are happy and are learning.

Environment
Satisfaction with air and water quality is measured along with satisfaction with efforts to deal with environmental issues, and knowledge of global warming.

Youth Development
General measures of development of and respect for youth are included in this index along with satisfaction with the education system.

Religiosity Index
This index is a measure of the importance of religion for respondents and their self-reported attendance at religious services.

Entrepreneurship
This index focuses on the intent of the respondents to start a business for themselves.

Corruption
Two items define this index: respondents' perceptions of corruption in business and perceptions of corruption in government.

Community Tolerance
This index measures overall perceived openness to diversity in respondents' communities.
World Poll Indices

**Communication**
These items measure communications technology available to a respondent

**Jobs Creation**
The focus of this index is the creation of quality jobs

**National Leadership**
This index is an evaluation of the national leadership as defined by the confidence people have in key institutions

**Personal Expression Index**
This index measures the perceived freedom of expression

**Community Basics Index**
This index is a combination of many sub-indexes covering all aspects of community life

**Engaged Citizen**
There are two key aspects to this index: community involvement and community loyalty

**Violence**
This Index measures the citizens’ attitudes about violence

**Migration**
The likelihood for the residents of a country to migrate to another country in the future and their incidence of migration in the past are measured in the index

**Other Measures that are included are:**
- Economic confidence
- Household income and disposable income
- Unemployment
- Population increase estimates
- Influence of China
- National leaderships job performance

**Topics Under Review**
- Job creation
- National Branding
- Key local (national) issues for government
- Attitudes about integration
- Country resilience (hope and optimism)
- Political openness
- Religion and government
- Desire for self-determination
Index Building

- Gallup and Fortune 500 Companies
  - “Employee Engagement” (Q^{12})
  - “Customer Engagement” (CE^{11})

- Gallup World Poll
  - 20 Indices like Law and Order, Leadership, Well-Being, Job Creation, etc.