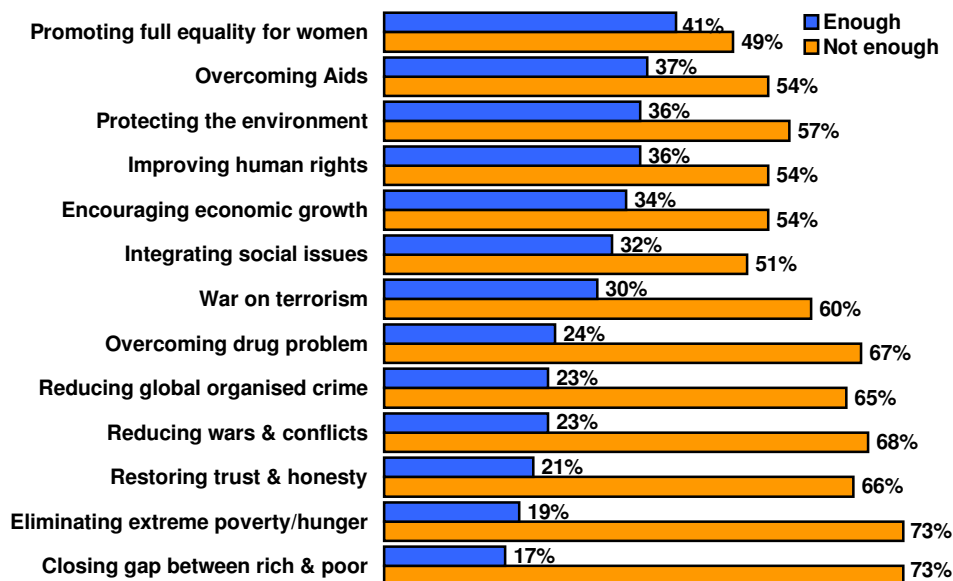


VOICE OF THE PEOPLE PROGRESS AND PRIORITIES FOR 2005

Not to be published before January 12th

- Results from a new Voice of the People show that three quarters of the world's population feel there is not sufficient progress on the crucial global issues of *closing the gap between rich and poor countries* and *eliminating extreme poverty and hunger*.
- The survey conducted exclusively for World Economic Forum by Gallup International, interviewed more than 60,000 citizens in over 60 countries representing over 1.3 billion of the world's population at the end of last year but before the Asian Tsunami Disaster.
- The declared Millennium Goal of *eliminating extreme poverty and hunger in the world* is seen as the most important global priority, but is only marginally ahead of *reducing wars and conflicts*, including *the war on terrorism* and *encouraging economic growth and improving the global economy*.
- Around two thirds of global citizens (66%) feel there has not been enough progress made in *restoring trust and honesty in government, business and international institutions*; *reducing wars and conflicts*; *reducing global organised crime*; *overcoming the drug problem and drug trafficking*.
- Slightly fewer – six out of ten (60%) feel not enough progress is being achieved in the *war on terrorism*.
- On other social issues, particularly *promoting full equality for women*, global citizens think the world has made more progress, and although this is still not considered enough, neither is it considered an important priority when measured against others.
- The call for further progress on these global agenda items comes most strongly from the developed world with significantly higher proportions of West Europeans saying not enough progress is being made in resolving any of these key issues although on several issues, Americans are less dissatisfied with progress levels achieved to date.

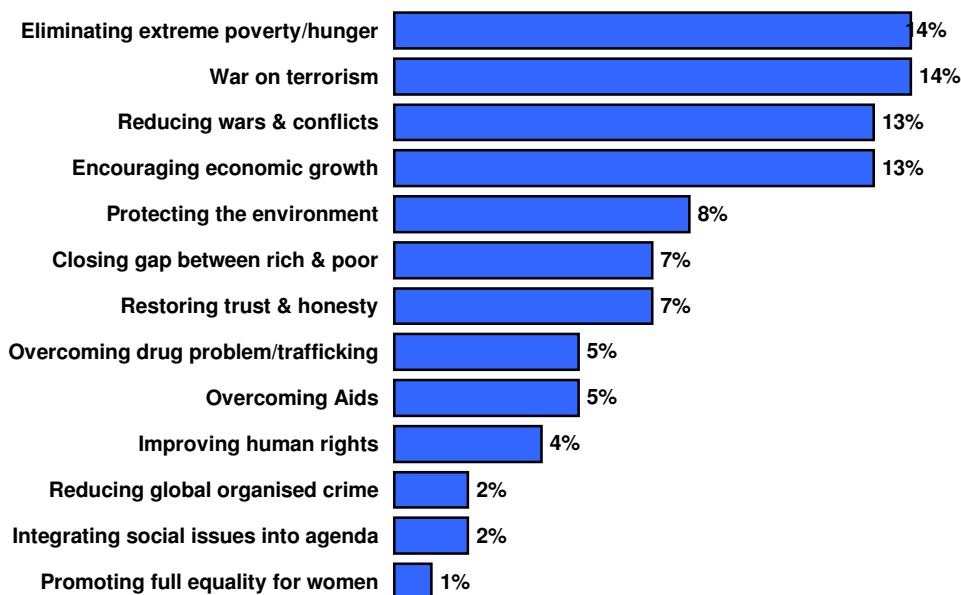
Is the world making enough progress in resolving these issues?



Most important Priority for Leaders

- But what are the pressing issues that global leaders should focus on in 2005?
- Again, the survey results show that people think the leaders of the World should focus on the Millennium Goal of *eliminating extreme poverty and hunger* as the most important global priority for 2005, but just as many people feel *the war on terrorism* is the global priority.
- *Reducing wars and conflicts, encouraging economic growth and improving the global economy* in the world are also identified as important global priorities for world leaders, which echo the findings on issues where the public feels not enough progress is being made.
- Other social issues, such as *promoting full equality for women, improving human rights and overcoming Aids and other serious health issues* are deemed to be far less important and are mentioned by fewer than one in twenty respondents (5%).
- Interestingly, regions show emphasis on different priorities. West Europeans are more concerned to *reduce wars and conflicts* (17%), whilst in Latin America the focus is clearly on *eliminating extreme poverty and hunger* (30%). For Americans, *the war on terrorism* takes central stage (26%) while in Asia Pacific, people feel the priority should be on *encouraging economic growth* in the global economy (21%).

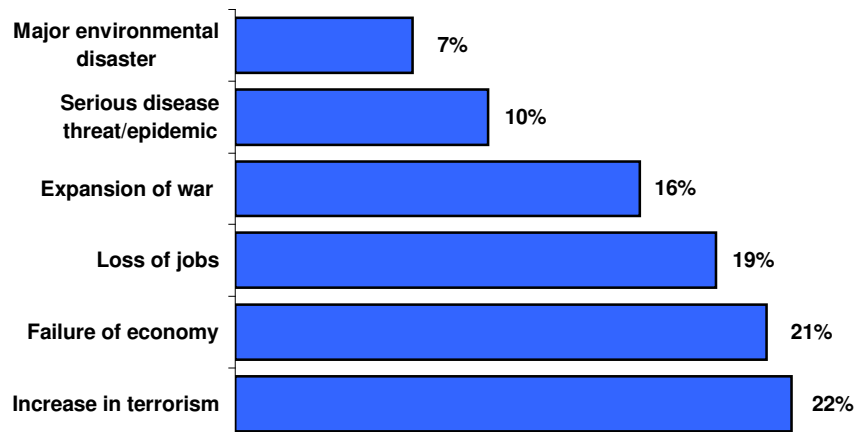
Global Priorities for Leaders



Greatest worry for 2005

- People were also asked what their greatest fear was for 2005, selected from a list which included *a major environmental disaster; a serious disease threat of epidemic; expansion of the war into other parts of the world; a failure of the economy; an increase in terrorism and a loss of jobs in their country.*
- Conducted in advance of the recent tsunami in South East Asia and its devastating consequences, it is worth noting that *a major environmental disaster* was the least mentioned global concern, cited by less than one in ten (7%) globally. *An increase in terrorism, a failure of the economy, and the potential loss of jobs* were all mentioned by more than three times as many people around the world (22%, 21% and 19% respectively).
- Although global issues such as an increase in terrorism are of concern to global citizens, it is the domestic impact of a failure of the economy or the loss of jobs in their own country that people fear just as much.

Which of these would be your greatest worry for 2005?



The Voice of the People Survey

Gallup International's unique survey **Voice of the People** interviews more than 60,000 people in 60+ countries around the world, representing the views and attitudes of almost 1.5 billion global citizens. Fieldwork was conducted between October and December 2004 and data have been weighted to the appropriate population sizes and profiles for each country.

—Ends—

For further information on Gallup International:

Meril James, Secretary General,

Tel: +44 208 983 4509, mobile: +44 (0) 7710 124 650

Mail: Gallup.International@BTInternet.com

Editors note:

Gallup International Association, now registered in Zurich, was established in 1947 by George H Gallup and his European colleagues. It now has member agencies in 60 countries across the world, conducting market and opinion research in more than 100 countries.