

## PRESS RELEASE

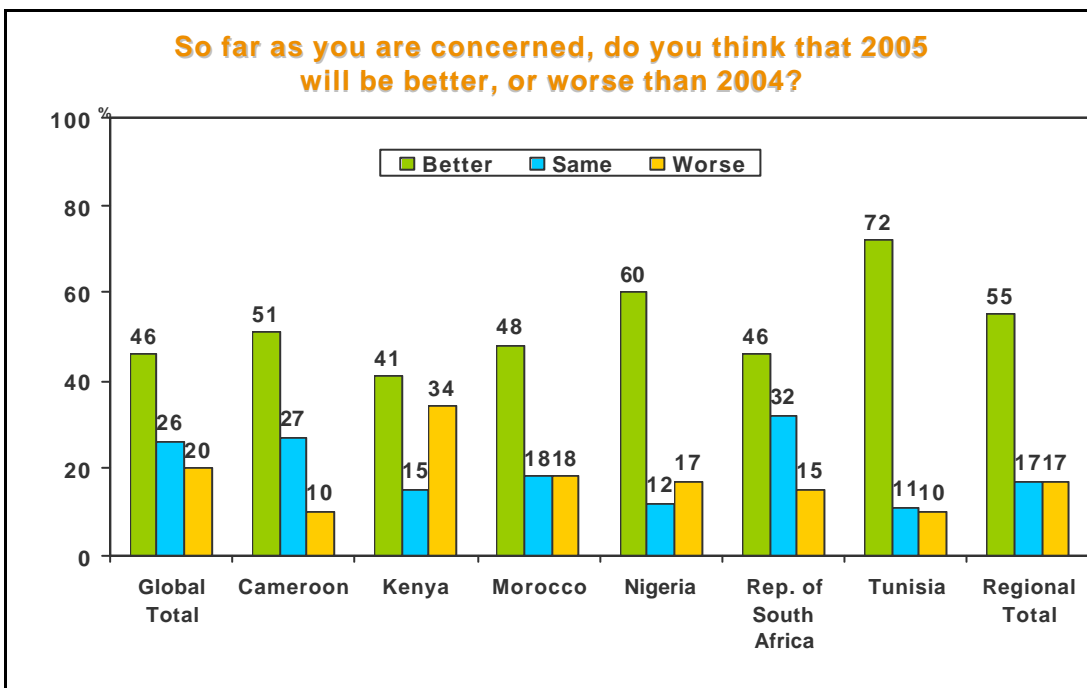
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## SURVEY SHOWS AFRICAN CITIZENS SEE 2005 AS A YEAR OF OPPORTUNITY

**Continent's people upbeat and ready to take advantage of opportunity, but demanding more from leaders**

**30 May 2005 – Cape Town, South Africa.** The World Economic Forum's Africa Economic Summit opens this week in Cape Town (1 – 3 June) with results from an extensive survey of the people of Africa. Compiled from the **Gallup International Voice of the People Survey**, carried out exclusively for the World Economic Forum, the results show that the people of Africa are more optimistic about the prospects for 2005 when compared with the previous year. Overall, more than half of those interviewed (55%) felt that 2005 would be a better year than 2004, compared with only 46% in the global sample taken across more than 60 countries. Tunisia and Nigeria are particularly optimistic about 2005 with 72% and 60% respectively predicting this year will be better than last.

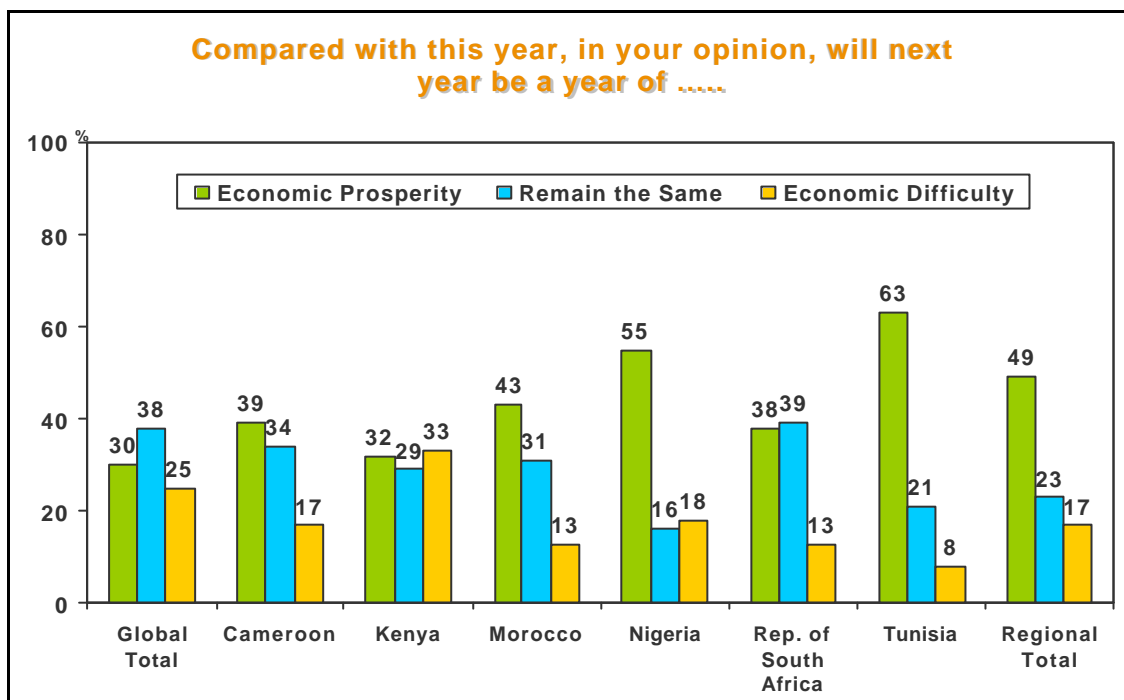


Perceptions of economic prospects also vary considerably across the countries but again when taken as a whole Africa is more upbeat than the global sample. Almost half (49%) interviewed in African countries felt that 2005 would be a year of economic prosperity, compared with only three out of every ten global citizens (30%). Those interviewed in Morocco (43%), Nigeria (55%) and Tunisia (63%) were particularly upbeat about economic prospects whilst South Africans were less optimistic (38%) and opinions in Kenya were equally divided with three out of ten thinking 2005 would be a year of economic prosperity (32%) and the same proportion (33%) claiming the year

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would be one of economic difficulty. In these last two countries, there are fears over unemployment prospects with six out of ten Kenyans (60%) and half of all South Africans (50%) interviewed saying they thought unemployment would increase in 2005. Overall in Africa, almost half (48%) thought unemployment would rise and just over one in four (28%) thought it would fall in 2005.

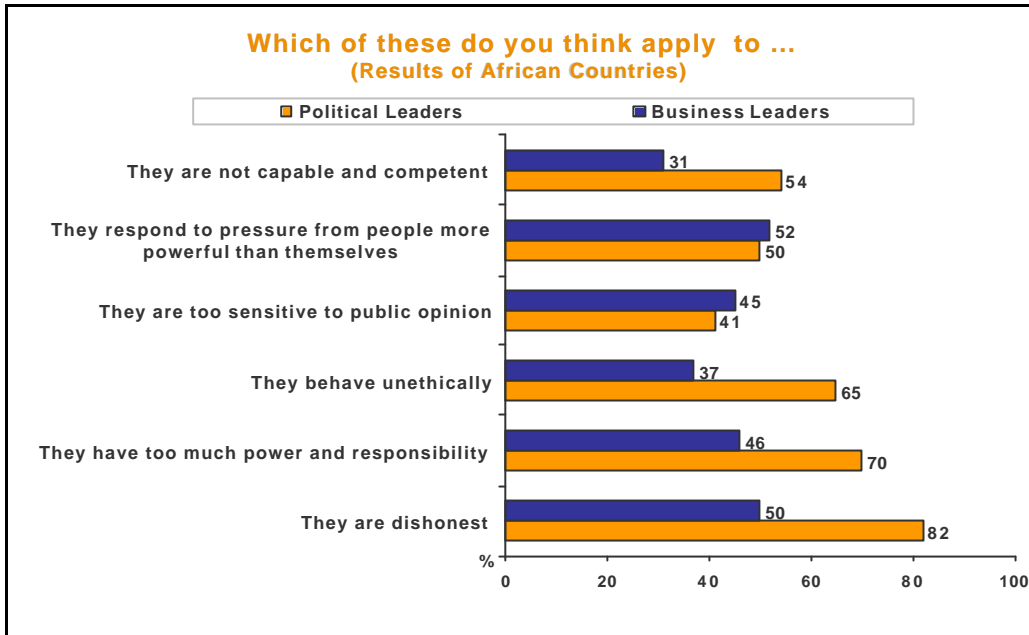
Commenting on the findings, Haiko Alfeld, Director Africa for the World Economic Forum said, "This year could well be the Year of Africa: The convergence of interest in the continent, boosted by positive developments, strong growth in some countries, and the opportunity presented by the UK leadership of both the G-8 and European Union, have focused the world's attention squarely on mobilizing the necessary partnerships and resources for Africa. And these survey shows - if proof were needed - that the people of Africa are ready to take advantage of this unparalleled window of opportunity"



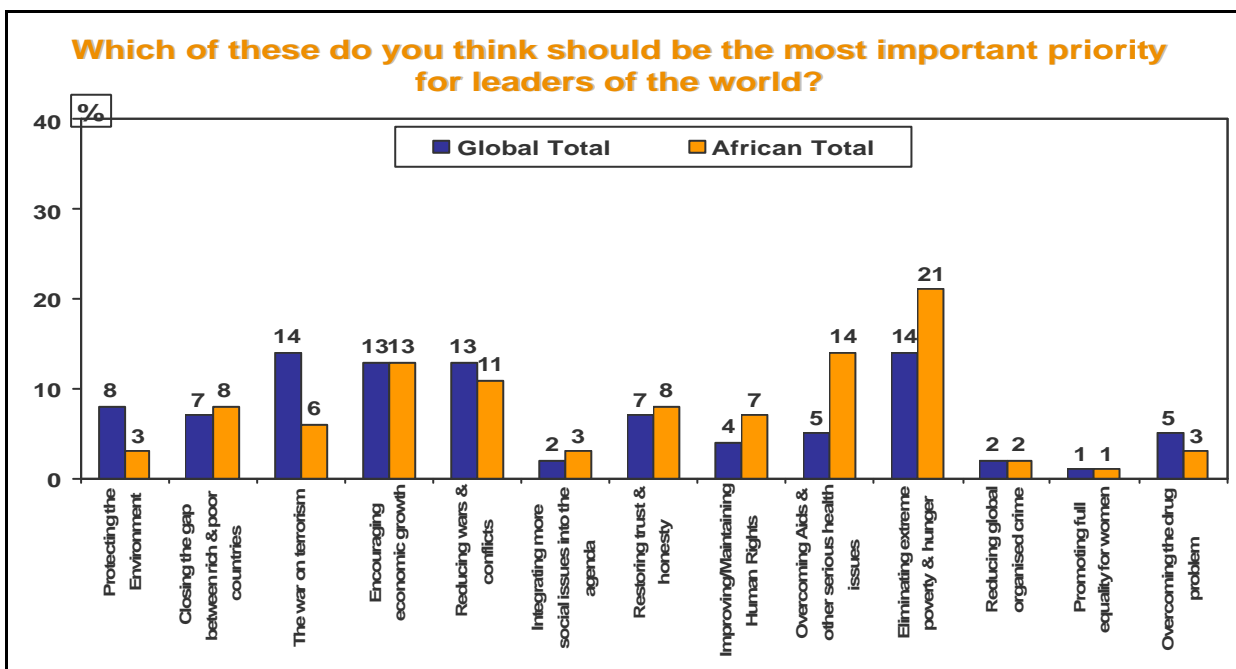
This analysis of findings from the Gallup International Voice of the People Survey for Africa is based on responses from more than 10,500 interviews in 6 countries in the continent and represents the views of more than 12.5 million citizens. Overall the Voice of the People interviewed more than 50,000 people in over 60 countries across the world, representing more than 1.2 billion of the global population. These results come from two waves was conducted in two waves – with interviewing in July/August and November/December 2004.

The poll also found that those questioned has more confidence in their business leaders compared to their political ones. Less than one third (31%) responded that their business leaders were not capable and competent, but when it came to political leader's opinion was more or less equally divided. And whilst 63 percent thought that their business leaders behaved ethically, when the same question was asked of political leaders the figure dropped to 35 percent.

Nigerian and Kenyan political leaders fared particularly badly with their citizens, with approximately nine out of ten citizens interviewed in Nigeria (92%) and Kenya (87%) saying they thought political leaders were dishonest. Overall in the countries surveyed in Africa, more than eight out of ten agreed with this view (82%), compared with only six out of ten (63%) globally. Indeed, Nigerians are amongst the most critical in the world when asked to look at the characteristics of their political leaders. South Africans generally speaking were less harsh about their politicians - only four out of ten (43%) here agreed they were dishonest. The continent as a whole is far more damning about political leaders than the global population as the chart shows.



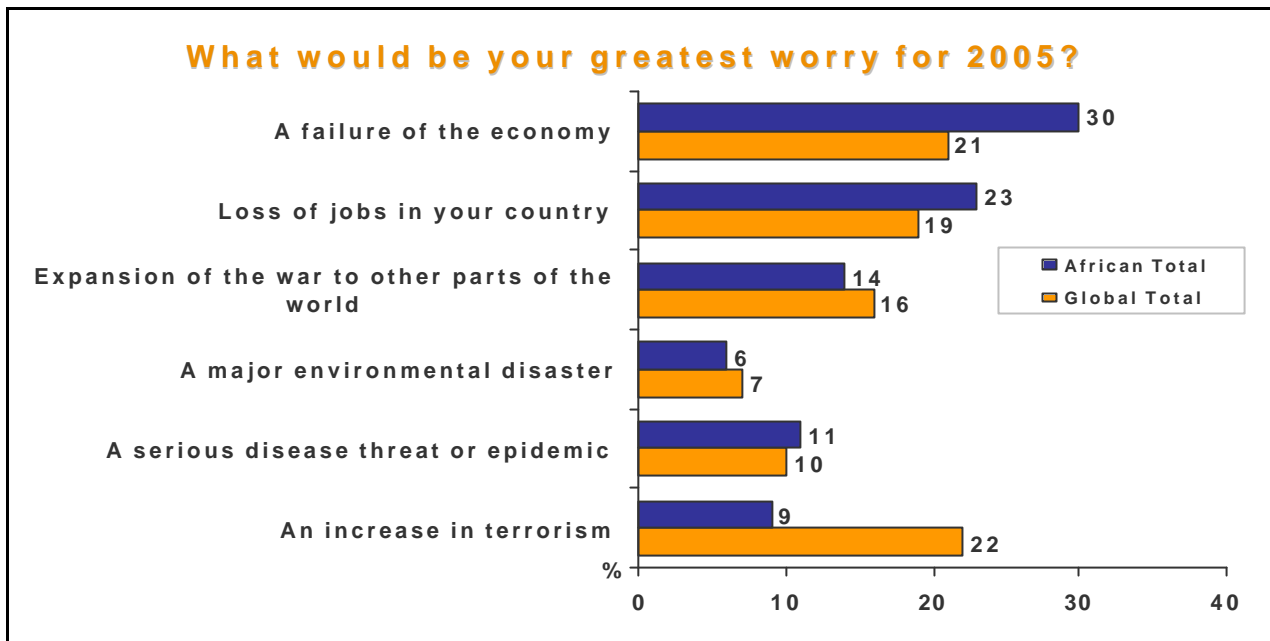
Of particular interest for the Africa Economic Summit and also for the leaders of the G8 as they prepare to meet later this month, and in the wake of the findings of the Commission for Africa: What are the pressing issues that global leaders should focus on in 2005, according to African respondents? The Millennium Goal set by the United Nations of eliminating extreme poverty and hunger in the world is given a greater emphasis in this part of the world, Africa, than in any other, with one in five Africans interviewed (21%) setting this as the priority, compared with only 14% who mentioned this globally. Nigerians give this an even higher priority – one in four here (24%) think eliminating poverty and hunger should be the leaders’ priority – more than twice the proportion mentioning any other issue in the country.



Overcoming AIDS and other serious health issues is also a far greater priority in this region – mentioned by 14% overall on the continent, compared with only 5% in the global sample. In the continent devastated by AIDS, the disease is an urgent concern of urban Cameroonians where one in three (34%) set this as the priority for leaders and also in South Africa (28%). In the Arab

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countries of Tunisia and Morocco, urban citizens feel that leaders should focus on the war on terrorism and generally reducing wars and conflicts. For Kenyans, the focus is clearly an economic one with one in five urban citizens interviewed saying leaders should set the priority on encouraging economic growth and improving the global economy.



When asked what their worst fears were for 2005, those in Africa focus more heavily on economic issues than do citizens in other parts of the world. On the African continent, one in three fears a failure of the economy – for the world as a whole this proportion is only one in five (21%). Taking all global citizens, the greatest fear, expressed by one in five (22%) was for an increase in terrorism but in the African countries, this anxiety is shared by less than one in ten (9%), although almost one in three (29%) of the urban Moroccans who were interviewed feared an expansion of the war to other parts of the world and more than three out of ten Tunisians interviewed agreed (35%).

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## Editors' notes:

### **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.

### **Africa sample details:**

Country	Company conducting survey	Type of interview	Type of sample	Sample size
Ghana	RMS Ghana	Face to Face	Urban	1003
Kenya	Steadman Research Services	Face to Face	Urban	509
Cameroon	RMS Cameroon	Face to Face	Urban	500
Nigeria	RMS Nigeria	Face to Face	National	5012
Morocco	TNS Morocco	Face to Face	Urban	600
South Africa	Markinor	Face to face	National	3500

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Tunisia	TNS Morocco	Face to Face	Urban	500
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## **Gallup International**

Registered in Zurich as a verein (Association), Gallup International was established in 1947 by George H Gallup and his European colleagues. It currently has member agencies in 60 countries across the world, conducting market and opinion research in more than 100 countries.

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