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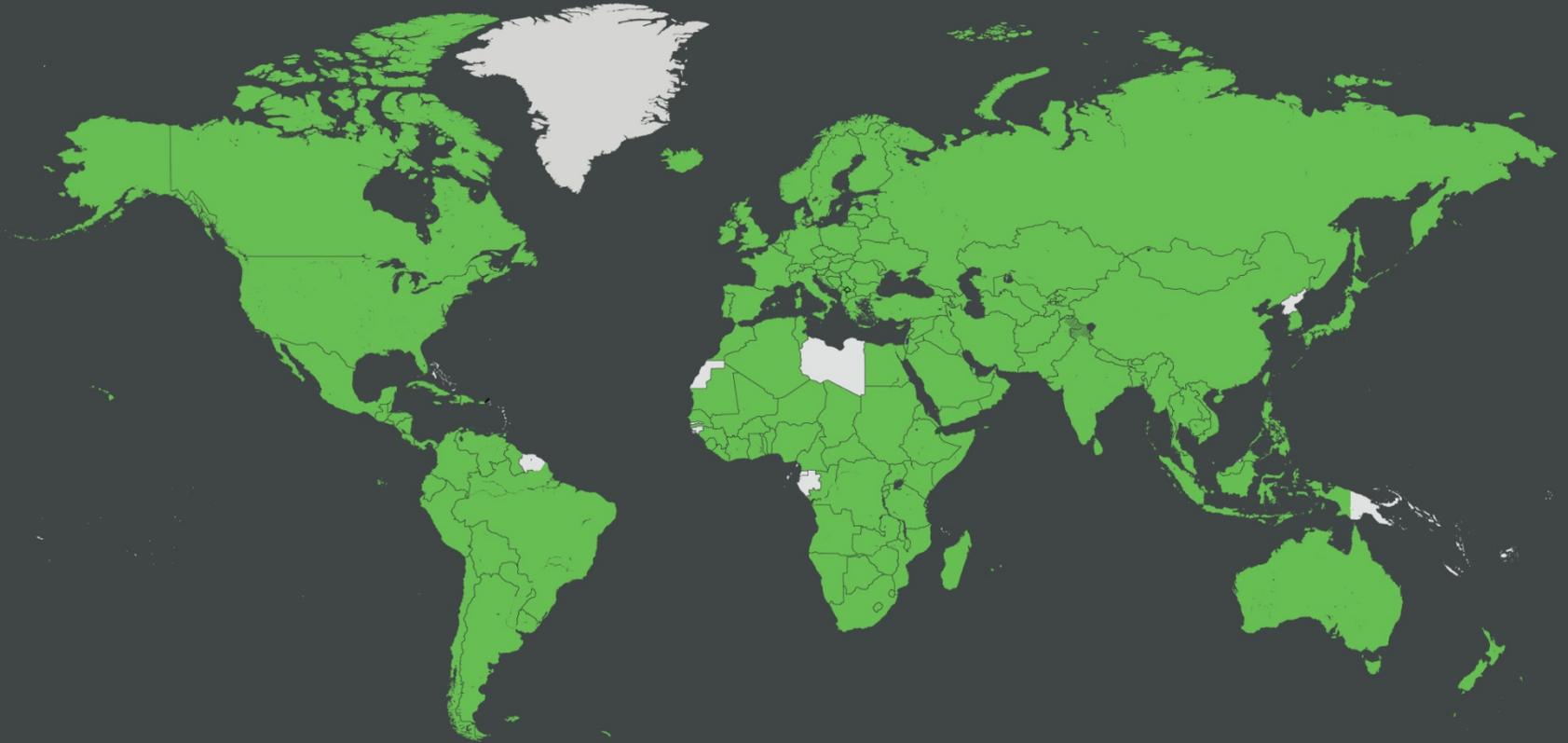
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# What the World Really Thinks

- Gallup domestic polling
  - Platform: Gallup nightly survey of 1,000 Americans
  - Impact: Consistent, comparable data gathered continuously over time
    - Year-end review provides insights on presidential approval rating, consumer and economic confidence, attitudes toward government's influence in society
- Gallup global polling
  - Platform: Gallup's annual World Poll surveys
  - Impact: Consistent, comparable results across countries that represent over 95% of the world's population
    - Data used for political and social stability modeling, economic modeling, regional attitudes toward job creation and youth development

# Gallup Coverage – Over 95% of the World's Population



# Other Relevant Gallup Practice Areas

- Gallup Education
  - Platform: Gallup Student Poll
  - Impact: New metrics to assess academic achievement, teacher selection, and strengths-based development
  
- Gallup Enterprise Consulting
  - Platform: Employee engagement
  - Impact: Increased productivity and revenue through better employee engagement, already seen by numerous Fortune 500 clients

# What Can Gallup Science Tell Us About Cities?

- Behavioral psychology
  - Emotional and physical well-being, and how that impacts labor force productivity
- Behavioral economics
  - Attachment to place, economic confidence, and potential for innovation and entrepreneurship
- Positive metrics
  - Strengths-based leadership and citizen-led policy/development agendas

# Gallup Institute for Global Cities

- Positive metrics in four distinct measurement domains
  - WELL-BEING
    - State-level well-being results correlate strongly with common health indicators such as life expectancy and infant mortality rates, as well as with household income and poverty rates
  - COMMUNITY ATTACHMENT
    - High attachment levels correlate strongly with optimism about the future, overall satisfaction with basic services, and GDP growth
  - ECONOMIC COMPETITIVENESS
    - Includes optimism about employment conditions, household spending habits, and youth development
  - TALENT AND INNOVATION
    - New Gallup metric for studying talent attraction and job creation

# Gallup Science in the Field – Well-being

- In 2009, Gallup conducted over 350,000 interviews with Americans, which included several items on well-being
  - The Gallup-Healthways Well-Being index is a comprehensive measure of what people believe constitutes a good life
  - Consists of roughly 70 questions including demographics
- Well-being research focuses on how work impacts health and overall quality of life--and conversely, how lifestyle affects health and productivity
- Recent findings have shown, for example, links between socializing and emotional well-being, between regular exercise and depression, and between choice of profession and overall well-being
  - For more: <http://www.gallup.com/poll/wellbeing.aspx>

# Attachment and Loyalty to Place

- Research and surveys on Community Attachment (CA)
  - How Gallup measures an individual's passion for and loyalty to the place where they live
    - CA is a construct consisting of items addressing the likelihood that individuals will recommend their city as a place to live, residents' outlook for the future of the community, the extent to which the community meets individuals' material and emotional needs, and residents' overall satisfaction and pride in the community
  - CA is highly correlated with measures of openness, social offerings, and community aesthetics
  - A finding that might surprise Robert Putnam...
    - Gallup found no relationship between civic involvement and community attachment as measured across 26 cities

# Positive Metrics in Action

- The Center for the Future of Arizona and Gallup
  - Determining *The Arizona We Want*
- Surveying Arizonans on community attachment and policy trade-offs
  - Used random-digit-dial telephone and web-based surveys
  - Conjoint analysis to show policy preferences and their relationships to attachment and loyalty
- Identifying a citizen-led agenda for Arizona's leadership
  - <http://www.thearizonawewant.org/index.php>
  - <http://www.gallup.com/poll/123449/Better-Healthcare-One-Key-Improving-Basic-Access.aspx>

# Early Research Proposals for IGC

- FORUM FOR YOUTH INVESTMENT, Washington, DC
  - Measuring readiness of youth for college, work and life, as well as the community attributes that support youth readiness
- OPERATION HOPE, Los Angeles, CA
  - Measuring the efficacy of financial literacy programming on young's people's financial awareness, hope and overall well-being
- INTER-AMERICAN DEVELOPMENT BANK surveys of South American cities
  - Comprehensive review of resident attitudes toward social and economic conditions across the region's largest cities

# Beyond Smart Cities to Smart Leaders

*The argument over whether public-opinion polls are good or bad for a democracy has become somewhat academic—they are obviously here to stay. They can find out what the people, who rule a democracy, think and want.*

*But a democracy also needs leadership by men who must frequently tell the people why a popular notion—no matter how widely held—can be wrong.*

- Time Magazine on George Gallup, May 1948