



WORLD
OF OPINIONS



World of Opinions for Polls (WoO)



JORDAN



KUWAIT



UNITED STATES
OF AMERICA

**We Monitor
Opinions,
Convey them
Professionally**





World of Opinions for Polls (WoO)

In light of rapid and numerous changes, and the occasional scarcity—or overwhelming and conflicting—nature of data and information, which often creates confusion for decision-makers, our story began. We believe in the vital role played by research and polling centers as *'houses of expertise'* and *'think tanks'* that contribute to enhancing the decision-making environment.

Founded at

Jordan	169437	2011
USA	W17607094	2016
Kuwait	9038/2020	2020

In 2011, we sought to scientifically and professionally monitor public opinion in Jordan by establishing an independent research and polling firm aligned with global best practices in the field of public opinion surveys. This initiative aimed to meet the needs of both the local and Arab markets. Accordingly, the center's branch was established in the Hashemite Kingdom of Jordan. As our work expanded to include international projects, we obtained a license for a branch in the United States, in the state of Maryland, in 2016. Later, in 2020, a branch was established in the State of Kuwait.

We have an advisory board comprising a group of experts and practicing academics from various countries around the world, in addition to a specialized team working under the supervision of polling expert *Dr. Samir Abu Rumman*. The center also maintains strategic partnerships with several Arab and international entities.

Under the name of the center and through its general supervisor, we have conducted dozens of surveys and research studies with high levels of professionalism and rigor, serving a wide range of local and international clients—governmental and private,

for-profit and non-profit—in Jordan, Saudi Arabia, Egypt, Bahrain, Kuwait, and Qatar, as well as for global international organizations.



Vision

To achieve leadership at the local and Arab levels in the field of public opinion measurement and survey research.

Mission

To promote and institutionalize a culture that strengthens the foundations of decision-making by utilizing opinion polls based on scientific methodologies, methods, and practices—through a professional team—thereby contributing to the advancement of systematic thinking in decision-making across the Arab world.

STRATEGIC GOALS



- Strengthening the voice of citizens by accurately, objectively, and impartially measuring public opinion and audience attitudes on local, regional, and international issues.
- Assessing and analyzing public opinion to support sound decision-making through surveys conducted in accordance with scientific principles and methodologies.
- Promoting and deepening a culture of opinion polling and its role in decision-making.
- Providing access to data, information, and survey results to serve researchers and decision-makers.
- Delivering deeper and more precise insights into survey findings.
- Producing reliable scientific results and reports on various societal issues.
- Contributing to the development and improvement of programs and services in public and private institutions.
- Building and strengthening networks with research centers and public opinion polling institutions at the Arab and international levels.

Our Services

1

Designing and Conducting Public Opinion Polls with high professionalism and expertise across various topics and fields.

2

Monitoring, Archiving, and Following up on polls conducted by various regional and international entities, covering diverse affairs and subjects, while evaluating them and analyzing expert opinions.

3

Knowledge Transfer and Providing Consultancy for establishing public opinion polling centers across different sectors.

4

Implementing Field Programs to explore the experiences and best practices of developed countries in the field of public opinion polling and research.

5

Organizing Workshops, Training Courses, and specialized field programs in the field of public opinion polling.

6

Preparing Scientific Studies and Reports and providing expert consultations.

Our training programs

Designed and delivered a wide range of specialized training programs for academic, humanitarian, and governmental institutions, focusing on the following areas:

Opinion Survey Methodology & Management

Professional Conduct of Public Opinion Surveys
Survey-Based Project Management
Advanced Management of Electronic & Online Surveys.
Training Field Researchers
The Art of Interviewing
Database Management

Strategic Application of Data & Surveys

Data-Driven Decision Making
Institutional Development
Survey Studies in Specialized Sectors
Surveys in Times of Crisis
Opinion Surveys for Peacebuilding and Stabilization.

Non-Profit, Philanthropy & International Relations

Strategic Philanthropic Leadership
Field Studies in the Non-Profit Sector
Advocacy & Collective Action of NGOs.
Strategic Partnerships
Utilizing Global Philanthropic Indicators

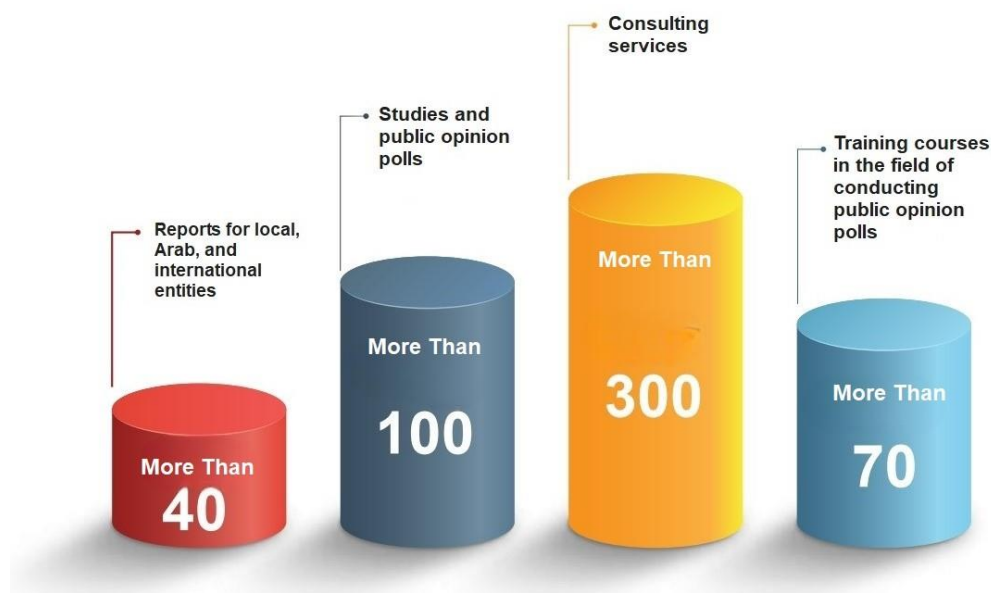
UN Engagement & Global Humanitarianism

NGOs and the UN System with ECOSOC.
International Humanitarian Partnerships

Knowledge Management & Media

Knowledge Services & Information Centers
Media & Public Opinion

WoO in Numbers



Field Programs

A comprehensive record of professional field Programs and global engagements focused on public opinion research, philanthropy, and institutional governance.

Asia & North America | Global Summits & Advanced Research

- **Tokyo, Japan | Public Opinion Research & Measurement** (Nov 19–29, 2025)

- *Conducted a specialized field study to explore Japan's advanced methodologies in public opinion research and attended the **8th Annual Conference of WAPOR Asia-Pacific**.*

- **Ottawa, Canada | Philanthropy & Social Development** (Aug 24 – Sept 4, 2025)

- *Engaged in an immersive field program on Canadian philanthropy and attended the **NGO Pre-Summit for the UN Second World Summit for Social Development**.*

- **United States | Public Opinion & Survey Methodology** (Multiple Missions: May 2013, 2015, 2016, 2017)

- *A series of professional missions to leading U.S. research centers to study advanced methodologies in opinion polling and data-driven public policy.*

- **United States | Non-Profit & Third Sector Research** (Nov 2012 & Nov 2013)

- *Evaluated the research frameworks and operational strategies of major American philanthropic and third-sector research institutions.*

- **United States | Youth Sector Research & Development** (Nov 11–24, 2014)

- *Investigated best practices in youth-focused research and field-work experience within the U.S. social sector.*

Middle East | Governance & Political Affairs

- **Jordan | Municipal Affairs & Local Governance** (April 5–11, 2008)

- *Studied the Jordanian model of municipal administration and local governance structures.*

- **Jordan | Parliamentary Elections & Democratic Processes** (Nov 14–22, 2007)

- *Conducted a field evaluation of the Jordanian parliamentary election environment and legislative frameworks.*

Our Partners in Success

We have partnerships with organizations specializing in public opinion, training, and consulting, including:

WORLD VALUES SURVEY ASSOCIATION



D3 Systems



Our clients

We have provided our services to many distinguished clients from local, Arab, and international institutions, including:



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE



International
Labour
Organization



INDIANA UNIVERSITY



WORLD BANK GROUP



KISR
معهد الكويت للأبحاث العلمية
KUWAIT INSTITUTE FOR SCIENTIFIC RESEARCH

نماء الخيرية
NAMAA CHARITY



Our Achievements
We are Proud of





2025

- A study on "Climate Change and Economic Transformation in the State of Kuwait", in collaboration with the University of Pennsylvania, the University of California Berkeley, and the Center for Gulf and Arabian Peninsula Studies at the University of Kuwait. The study included a public opinion survey and focus group sessions.
- A survey of food companies in Kuwait.



2024

- A survey on understanding behaviors and opportunities in healthy food in Kuwait.
- A survey on the Jordanian parliamentary elections.
- A survey on global giving in Muslim-majority countries, in both Jordan and Kuwait, in collaboration with the Islamic Philanthropy Initiative — Indiana University.
- The Global Philanthropy Environment Index (GPEI) 2025, country report for Kuwait, Jordan, and Bahrain.



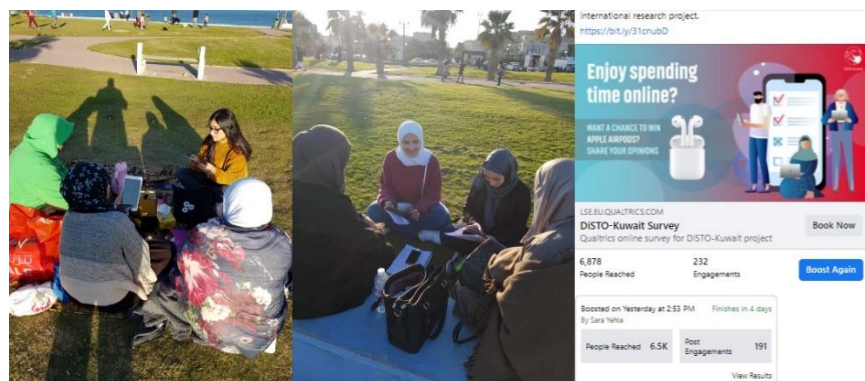
2022

- The indicators and questionnaires project for Kuwait's strategy to promote integrity and combat corruption, in collaboration with the Kuwait Institute for Scientific Research (KISR) and the General Authority for Anti-Corruption (Nazaha).
- The Arab Barometer — Seventh Wave in Kuwait, in collaboration with Princeton University.
- Jordanian public opinion trends toward the Muslim Brotherhood in Jordan, as part of a study project on the public image of Jordanian movements, parties, and political Islam.
- The Global Philanthropy Environment Index (GPEI), country report for both Kuwait and Jordan.



2021

- A survey of employers and business owners on the role of the import and export sector in diversifying income sources and achieving sustainable development, in collaboration with the Kuwait Institute for Scientific Research (KISR) and the London School of Economics (LSE), and funded by the Kuwait Foundation for the Advancement of Sciences.
- A survey of food delivery companies in Kuwait.
- A survey on pizza and shawarma in Kuwait.
- A survey measuring the public image of Nama Charitable Society in Kuwait.
- A survey on social relations in Kuwait after COVID-19 (2021), in collaboration with Lancaster University.



2020

- Global Philanthropy Tracker — Indiana University, United States of America.
- A survey of Jordanian orientations regarding political participation and parliamentary elections.
- A survey of Jordanian orientations during the COVID-19 pandemic crisis (1).
- A survey of Jordanian orientations during the COVID-19 pandemic crisis (2).
- A survey on the impact of the COVID-19 pandemic on Jordanian expatriates.
- From Digital Skills to Tangible Outcomes (DiSTO) — Gulf University in Kuwait.
- Selecting alternative policies to support small and medium enterprises in facing the economic effects of the COVID-19 virus.
- A survey of water companies in Kuwait.
- A survey of perfume companies in Kuwait.



2019

- A public opinion survey of Jordanians regarding the crisis between the government and the Teachers' Syndicate.
- A survey of public attitudes toward expatriate labor in Kuwait.

2018

- A study on the investment environment in Kuwait, on behalf of the Kuwait Institute for Scientific Research.
- A study on bribery crimes and their prevalence in Kuwait, on behalf of the Kuwait Institute for Scientific Research.
- A public opinion survey of pilgrims regarding the Hajj services provided to them — Jordanian pilgrims as a case study.
- Measuring and analyzing opinions on social media regarding ministerial reshuffles in Jordan and Kuwait.

2017

- The International Social Survey Programme (ISSP) on behalf of NORC at the University of Chicago.
- The Business Environment Confidence Index in Kuwait, on behalf of the World Bank.
- Cultural and media orientations among Jordanian youth.
- The strength of Kuwaiti newspapers (Information report).
- A field study on "Enhancing Media Influence Capabilities" on behalf of the Kuwaiti Ministry of Information.
- A public opinion survey on general trends in the State of Kuwait (MASK).
- A survey of Jordanian youth opinions toward political participation.


2016

- Polling Kuwaiti voters in the National Assembly elections and their demands from the upcoming government.

2014

- Polling Kuwaiti voters in the National Assembly elections and their demands from the upcoming government.
- Polling employees and clients at Kuwaiti public institutions (Reform Perception Index) on behalf of the Kuwaiti Transparency Association.

2013

- Polling Kuwaiti voters in the National Assembly elections and their demands from the upcoming government.
- Polling employees and clients at Kuwaiti public institutions (Reform Perception Index) on behalf of the Kuwaiti Transparency Association.



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