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The 2012 Asian Development Bank (ADB) Perceptions Survey gauges and tracks stakeholders' perceptions of ADB's mission to help reduce poverty and contribute to development in Asia and the Pacific. The survey, the third of its kind since 2006, was carried out among 900 opinion leaders in 31 member countries, drawn from a broad cross section of stakeholders in government, media, civil society, academia, the private sector, and development partners. Key findings of the survey reveal that stakeholders continue to strongly acknowledge ADB's impact on development. Majority of

stakeholders also view ADB as a trusted, reliable, and competent organization with excellent knowledge of the region.