because the momentum transfer (squared) Q^2 carried by the W is very small. Thus the decay rate will be proportional to

$$\left(\frac{\sqrt{\alpha_{\rm W}}\sqrt{\alpha_{\rm W}}}{M_W^2}\right)^2 = \frac{\alpha_{\rm W}^2}{M_W^4}.$$

In the case of the neutral pion, there are two vertices of strength $\sqrt{\alpha_{\rm em}}$, but no propagator. Thus the decay rate will be proportional to $\alpha_{\rm em}^2$ and since $\alpha_{\rm em} \approx \alpha_{\rm W}$, the decay rate for the charged pion will be much smaller than that for the neutral decay, i.e. the lifetime of the π^0 will be much shorter.