



**VOICE OF THE PEOPLE 2004**  
**WORLD ECONOMIC FORUM EXCLUSIVE RESULTS**  
**POLITICAL AND BUSINESS LEADERS**  
**SECURITY AND PROSPERITY**

**Not to be published before November 18, 2004**

**POLITICAL AND BUSINESS LEADERS**

A global survey released by WEF and Gallup International in 2002<sup>1</sup> revealed a deep lack of trust in leaders – both political and business leaders, with honesty being a critical factor for gaining the public's trust.

Results from a new Voice of the People survey by Gallup International are exclusively released today with the World Economic Forum. The survey interviewed more than 50,000 people in over 60 countries across the world in June – August 2004, represents more than 1.2 billion citizens and shows:

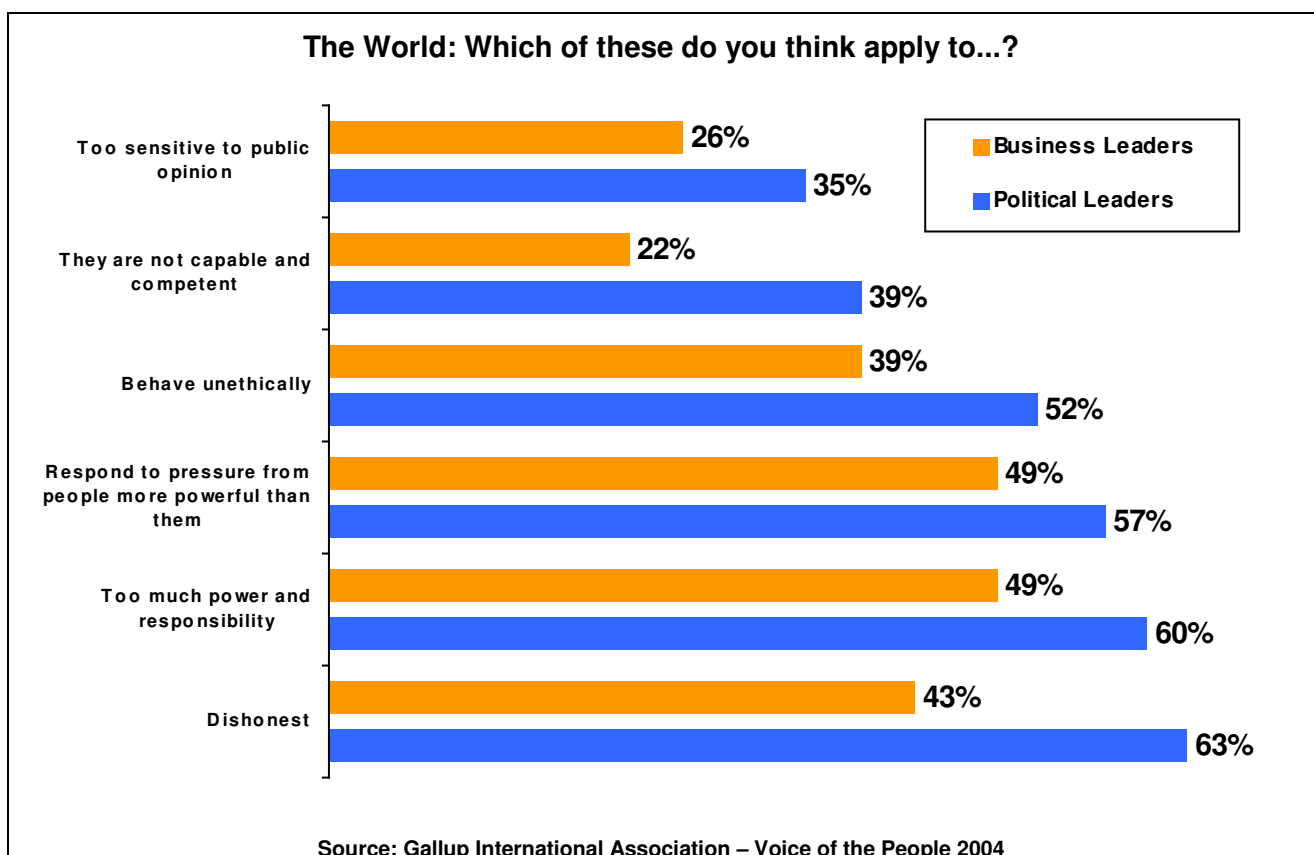
- **Business leaders are widely held in better esteem than their political counterparts whose credibility appears to have declined even further.**
- **But whilst business leaders consistently around the world have a better image than political leaders; significant proportions still criticize both sets of leaders on different criteria, with dishonesty being heavily associated with political leaders.**
- The difference between the global populations' assessment of these two groups of leaders favours the business leaders by a margin that goes from 8 percentage points on the dimension "*they respond to pressure from people more powerful than them*" to 20 percentage points for "*they are dishonest*".
- The main criticisms of **political leaders** are: **they are dishonest**; they **have too much power and responsibility**; and that they **respond to pressure from people**

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<sup>1</sup> Trust in Institutions from the 2002 **Voice of the People** Survey in 60 countries

**more powerful than them** (approximately 6 out of 10 citizens around the world associated these characteristics with politicians).

- Criticism of **business leaders** is mainly concentrated on two aspects: that they **respond to pressure from people more powerful than them** and that **they have too much power and responsibility** (5 out of 10 associate these two aspects to business leaders worldwide).
- The aspect least associated with **political leaders** is that they are too sensitive to public opinion.
- The least mentioned aspect regarding **business leaders** clearly demonstrates that they are considered capable and competent.



## POLITICAL LEADERS

Looking at the global results on a regional level shows quite a difference - some regions are more tolerant of politicians' failings - Europe (both West and East/Central) and North America, for example. But other regions are harshly critical, particularly Africa, Latin America, the Indian subcontinent and most of Asia Pacific although some countries in latter region have different views.

The idea that political leaders are too sensitive to public opinion was the least mentioned in almost all regions. For Western Europe, North America and Asia Pacific, the least mentioned was *"they are incompetent and incapable."*

The countries that most mention that politicians respond to pressure from people more powerful than themselves are Canada (85%), Ecuador (88%) and Peru (84%).

Across all countries surveyed, political leaders as behaving unethically registered the highest percentages in Latin American countries of Brazil, Ecuador, and Mexico, and in India and Poland. **Germany** is the most critical in Western Europe.

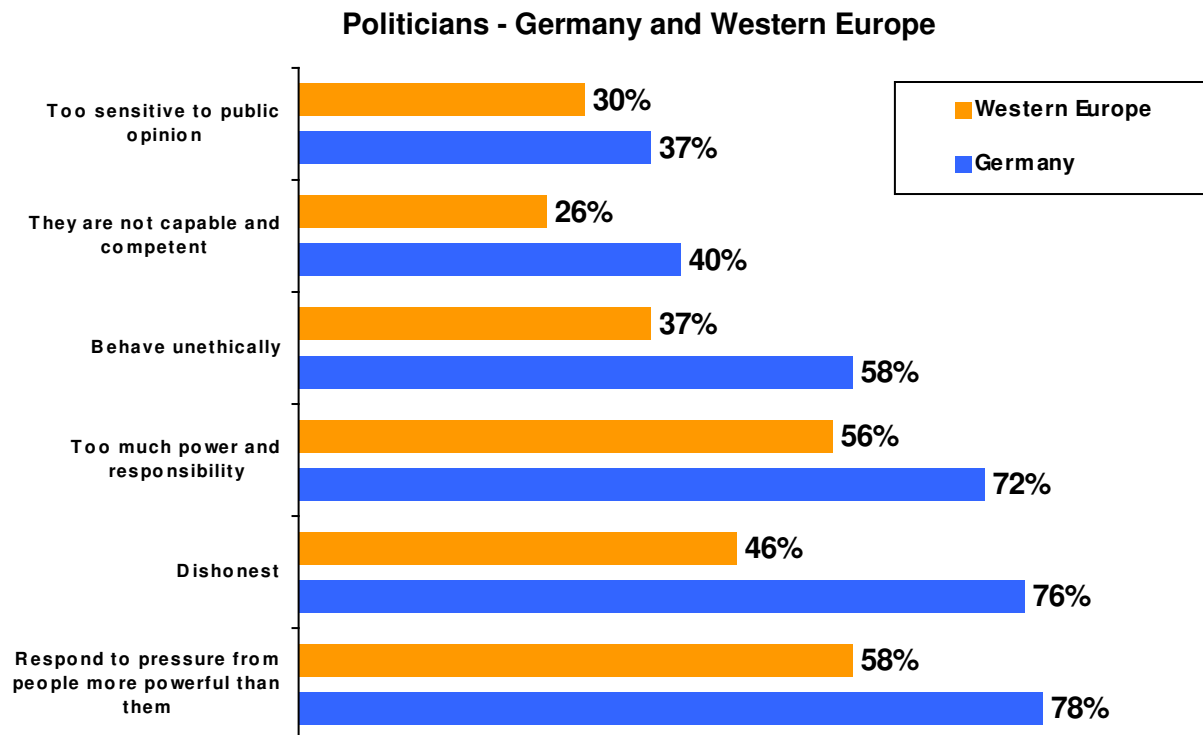
Although the survey took place before the recent Presidential Elections which confirmed a second term for President Bush, in the USA the highest criticism of political leaders is that they respond to pressure from people more powerful than them (68%) while the aspect least criticized is their capability and competence (27%).

### **Germany is the most critical country in Western Europe**

Overall, Western Europe is more tolerant of their politicians than some other regions – only on the dimensions *" they have too much power and responsibility"* (56%) and *"they respond to pressure from people more powerful than themselves"* (58%) do a majority agree these apply to politicians. In the world, majorities are critical of their politicians on all dimensions except two – responding to public opinion and their competence and capabilities.

But, not all countries within Western Europe are so tolerant. In particular, **Germany** is highly critical of both sets of leaders, political and business, but especially harsh on politicians regarding honesty – over three quarters of those surveyed (76%) said politicians are dishonest, compared with 46% overall in the region and 63% globally. There are only two dimensions where a majority

of German citizens are less critical of their politicians – around 4 out of 10 agree that they are “*too sensitive to public opinion*” (37%) and a similar proportion (40%) agree “*they are not competent and capable*” i.e. by implication, 60% of Germans think politicians **are** capable and competent.



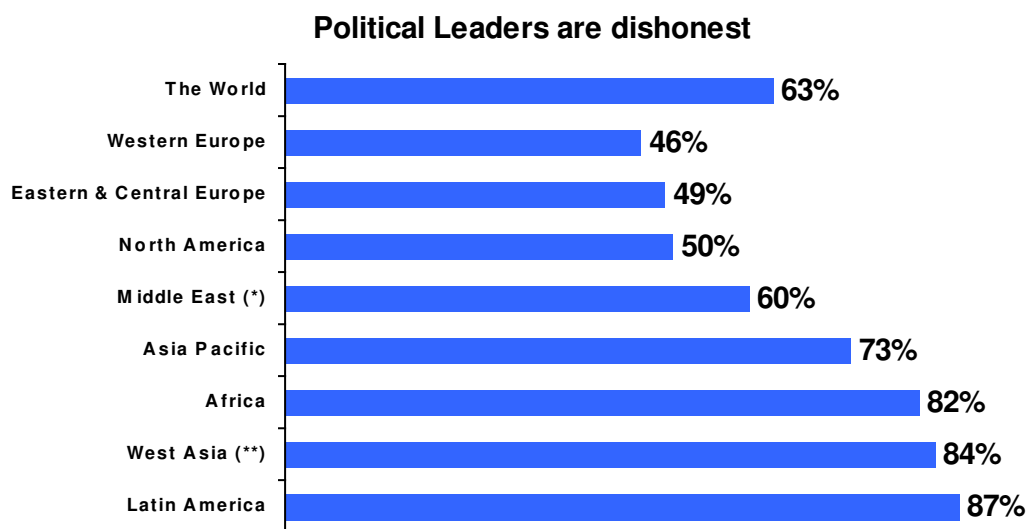
It is interesting that the United Kingdom is consistently more critical of politicians than the West European average. The biggest difference can be found on the dimension “*they respond to pressure from people more powerful than themselves*” where 72% of UK citizens agree compared with 58% in Western Europe overall and 57% globally; perhaps thinking of Mr Blair’s alliance with President Bush over the war in Iraq, although Ireland’s results are very close (in almost all cases even more critical) to those of the UK regarding politicians.

On the other hand, several countries in Western Europe seem much more tolerant of their politicians, including **France** where the only attribute which a majority agree is also about responding to pressure from more powerful people (56%), in line with the West European average. On all other dimensions, French people are far less likely to criticise their politicians, with French results approximately 10 percentage points behind the average for Western Europe.

The **Dutch** live up to their reputation for tolerance and are consistently less critical of their politicians than other Western European countries on all dimensions although 4 out of 10 (37%) agree that politicians “*are too sensitive to public opinion*” whilst the figure is lower (30%) for West Europe as a whole. Other Western European countries that are consistently less critical of politicians are Finland, where ethical characteristics have always been given emphasis, and Portugal.

## Political Leaders and Honesty – a critical dimension

Across all countries surveyed, criticism about dishonesty of political leaders registered the highest percentages in Ecuador (96%), Poland (90%), Nigeria (92%), Bolivia (91%), Mexico (93%), Peru (91%) and India (91%), and the lowest in Singapore (3%), Netherlands (12%) and Malaysia (13%). **Germany** is the most critical country of this aspect of all West European countries.



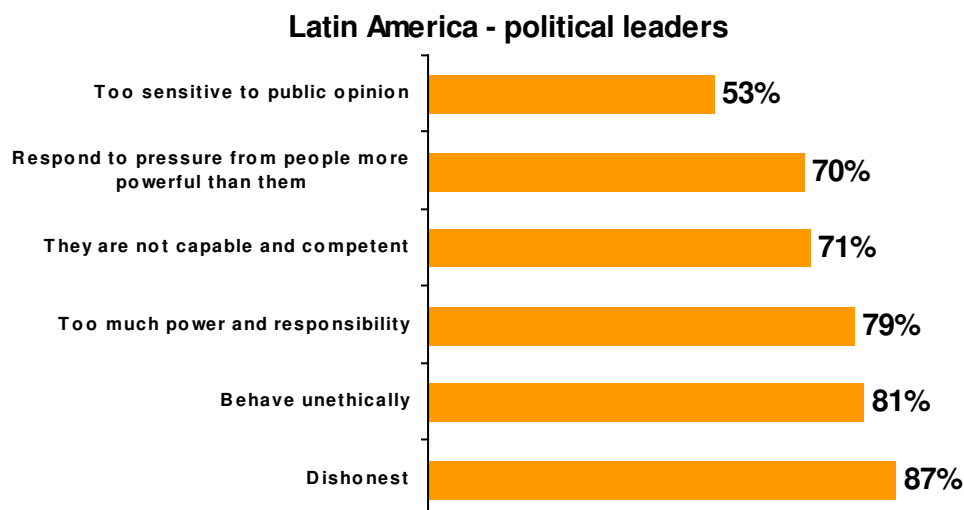
Source: Gallup International Association – Voice of the People 2004

Extreme care: (\*) Turkey and Israel only

(\*\*) India and Pakistan

## Latin America's Political Leaders – a region of particularly severe criticism

It is significant to find that the most critical region was Latin America, where all categories applied in percentages between 53% and 87%. Ecuador (82%) and Mexico (86%) are the countries that most criticize their political leaders as incapable and incompetent.

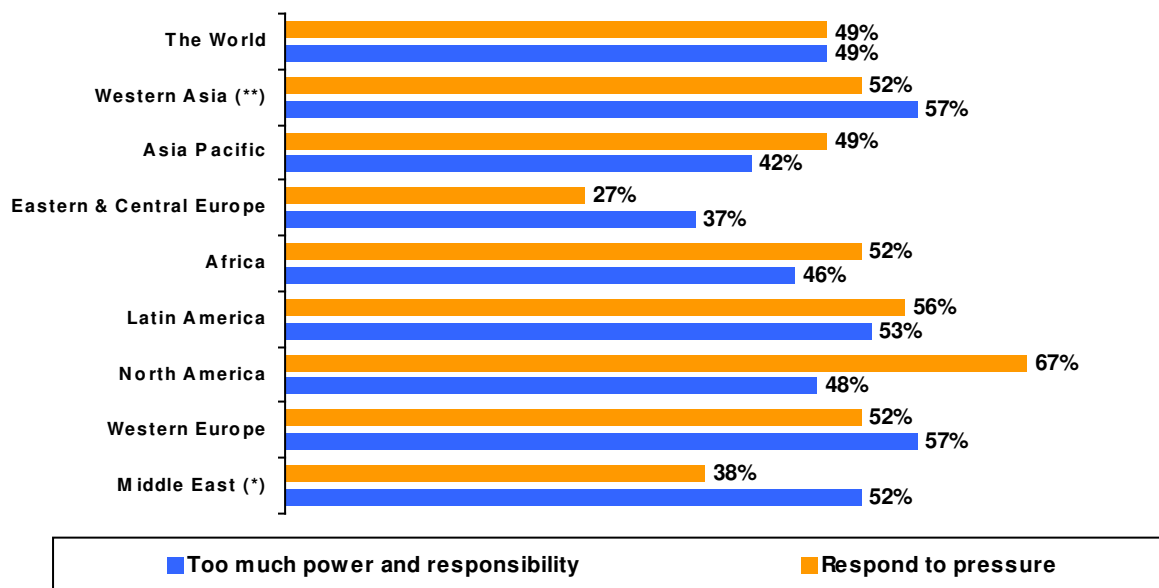


Source: Gallup International Association – Voice of the People 2004

## BUSINESS LEADERS

- Consistently, business leaders enjoy much better public perceptions than political leaders. Across the world, they score lower on all the negative dimensions measured in the survey than do political leaders.
- Nonetheless, significant proportions of the population still criticize some aspects of business leaders in all regions.
- In Western Europe, Middle East and West Asia, the biggest criticism was levied at *“they have too much power and responsibility”* whereas in Latin America, Africa and North America, the fiercest criticism was that business leaders *“respond to pressure from people more powerful than themselves.”* In Asia Pacific, this aspect shares first place in criticism with dishonesty, while in Eastern and Central Europe, dishonesty is the most mentioned aspect.
- Overall, business leaders are also considered fit for the job by global citizens – *“they are not capable and competent”* was the least mentioned characteristic across all regions with only just over one in five (22%) mentioning this.

### Regional Assessment of Business Leaders



Source: Gallup International Association – Voice of the People 2004

Extreme care: (\*) Egypt, Turkey and Israel only

(\*\*) India and Pakistan

**Germany**, together with Albania and Costa Rica, is the country in the world that condemns business leaders the most for behaving unethically (69% compared to only 39% globally). The condemnation of business leaders by German citizens continues with 7 out of every 10 Germans (70%) thinking that business leaders are dishonest. But Germans reserve their highest criticism of business leaders for *“they have too much power and responsibility”* - a view supported by eight out of ten of the German population. Switzerland (66%) and the United Kingdom (60%) also registered high figures on this option in Western Europe. Germans (71%), along with Irish (72%), Britons (70%) and Swiss (61%), to a lesser extent also regard business leaders as responding to pressure from people more powerful than them.

Again, in a pattern that echoes their views of political leaders, the French are far less critical of business leaders, along with the Dutch, the Portuguese and the Finns.

In the United States and North America generally (when Canada is included) citizens opinions are in line with the world regarding their business leaders, with the exception of two dimensions where they rate higher percentages than the global average – almost half of Americans (47%) feel business leaders behave unethically (39% globally) and two thirds (65%) think business leaders “respond to pressure from people more powerful than themselves” (49% globally).

East Europeans are generally speaking more tolerant of their business leaders than are several other regions, although some countries have high levels of don't know, suggesting that people are not familiar with the characteristics of business leaders.

Broadly, Russians, together with their Baltic neighbours in Estonia and Lithuania (but not Latvia) consistently give lower ratings to these negative attributes of business leaders, as do Georgians, Ukrainians and Czechs, albeit less so. The smaller economies and those in the Balkan region are generally more harshly critical of business leaders, notably Bosnia, Croatia, Kosovo, Macedonia, Moldova, Poland and Albania.

Africa shows a similar polarisation with views of business leaders generally less critical in the South (Kenya and South Africa).

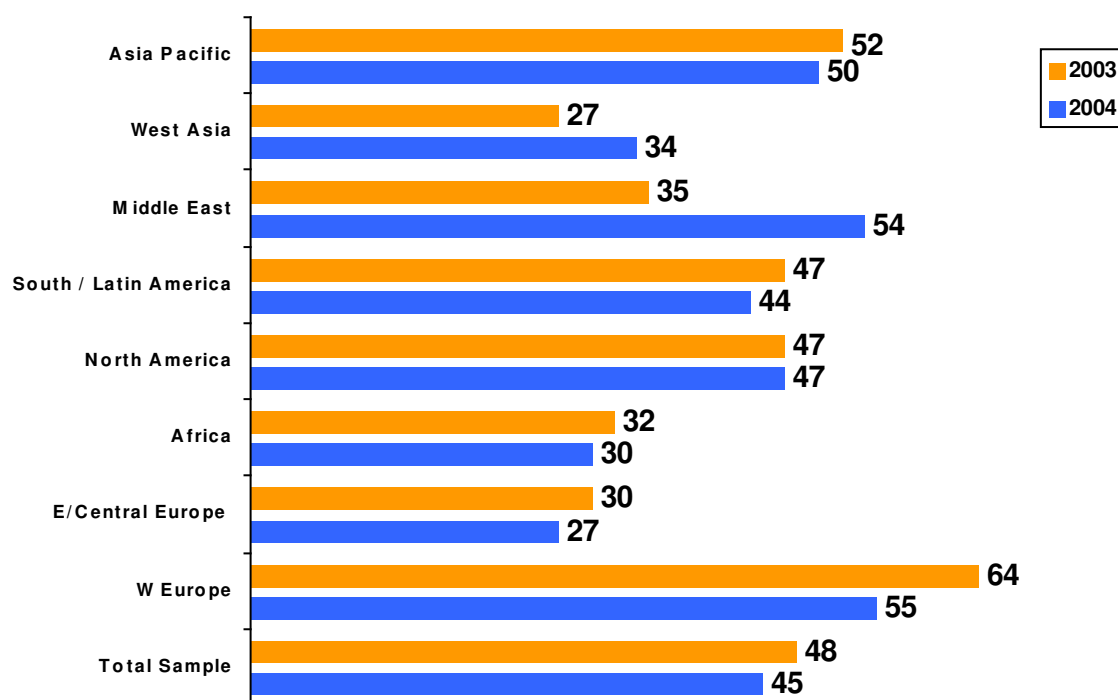
Views are also mixed in the Latin American region where respondents are less critical of business leaders than of politicians. But on the dimension “they respond to pressure from people more powerful than them”, business leaders are particularly harshly rated with large majorities in Peru (81%) and Brazil (75%) agreeing on this. Only Argentina (37%) and Bolivia (41%) are the exceptions.

Interestingly, in the Asia Pacific region the economies that many would deem the most successful such as Japan, Malaysia and Singapore are generally more tolerant of business leaders and are joined by the thriving new economy of Vietnam in this. But majorities in several powerhouse economies of the region are harsh regarding the honesty of their business leaders - notably Hong Kong (63% say they are dishonest), Indonesia (61%), the Philippines (53%), Taiwan (57%) and South Korea (55%).

## **PREDICTIONS OF A LESS SAFE WORLD FOR FUTURE GENERATIONS**

- Last year, the Voice of the People on behalf of World Economic Forum investigated how people rated the current level of security and prosperity in the world. They were particularly asked to rate whether the future generation would live in a world that was better, i.e. safer and more prosperous than the world is today. In this year's survey, these questions were repeated.
- It is perhaps disappointing to the worlds' leaders that no significant changes are seen since the question was asked last year, despite the ongoing war in Iraq, the capture and imprisonment of Saddam Hussein, and Libya's agreement to get rid of WMD.

## The next generation will live in a less safe world



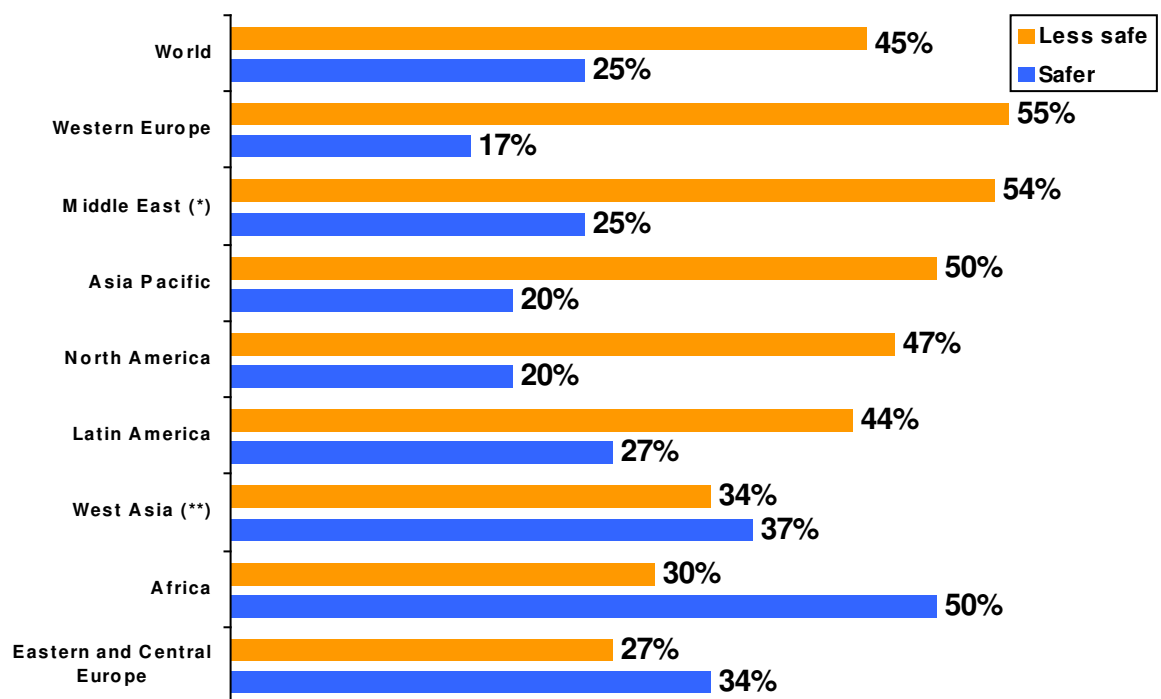
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- Almost half (45%) of the world's population represented in the survey predict a less safe world for future generations - 28% around the world believe in **a little less safe world** and 17% in **a lot less safe world** for next generation.
- In contrast, one quarter of the global population surveyed (25%) show optimism regarding this issue and consider our children will enjoy a safer world; a further quarter (25%) do not predict any changes in the future.
- **Western Europe and North America are the only regions where in every single country sampled, more people believe in a less safe world than in a safer one.** In the former, pessimism is lead by Germany (63% believing in an less safe world), followed by Finland (61%) and Greece (60%), but they are by no means alone, majorities in most countries in this region (UK included) feel the world will be a more dangerous place. In North America, 51% in Canada and 46% in USA predict a less safe world.
- Looking regionally, almost all regions believe it will be a less safe world for future generations. The most concern about the world's future security is shown by Western Europeans although there is a significant decrease from last year's results when almost two thirds (64%) believed the next generation would live in a less safe world compared to only just over half (55%) in the region who feel this is the case now.

- Looking regionally, almost all regions believe it will be a less safe world for future generations. The most concern about the world's future security is shown by Western Europeans although there is a significant decrease from last year's results when almost two thirds (64%) believed the next generation would live in a less safe world compared to only just over half (55%) in the region who feel this is the case now.
- Within Western Europe it is significant that Germany, where leaders were critical of the Iraq War, are the most pessimistic in the region – 63% think the next generation will live in a less safe world, but they are by no means alone, majorities in most countries in this region (UK included) feel the world will be a more dangerous place.
- On the other hand, Africa (50% predicting a safer world in the future) is the most optimistic region and with the exception of South Africa, all countries surveyed are optimistic.

**Will the next generation live in a world that is safer or less safe?**



Source: Gallup International Association – Voice of the People 2004

Extreme Care: (\*) Egypt, Turkey and Israel only

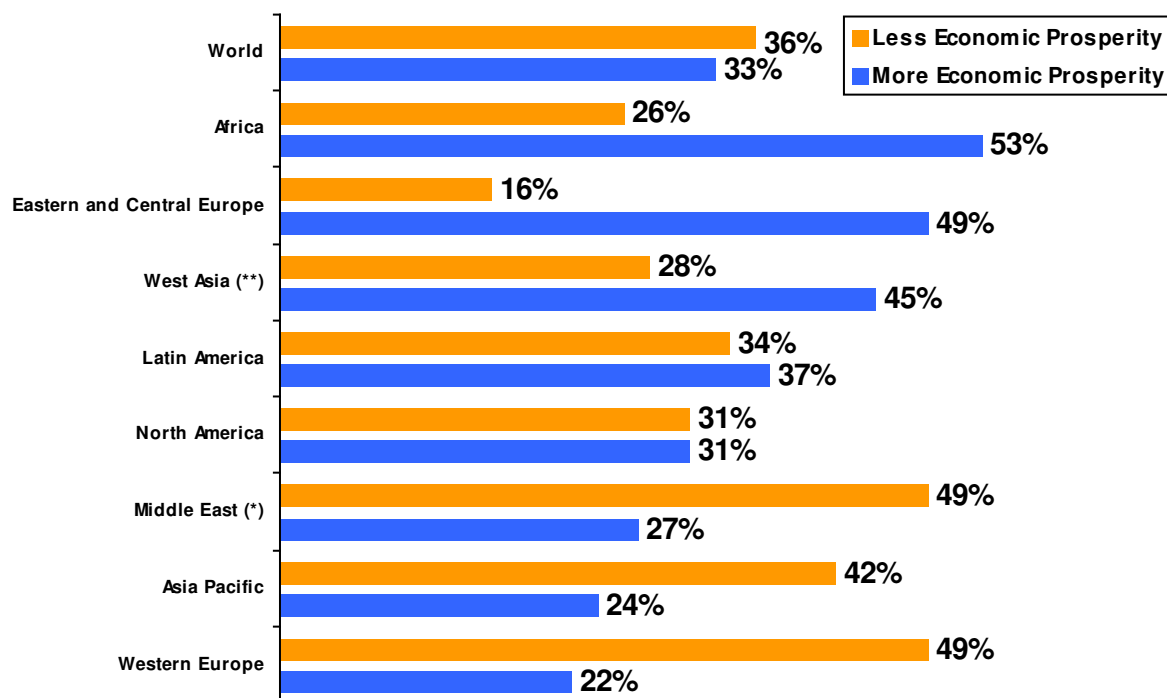
(\*\*) India, Pakistan and Afghanistan only

- In Eastern and Central Europe, the recently politically perturbed countries of Kosovo (the most optimistic regarding world's safety in the future all over the world) and Georgia are the most optimistic regarding this issue. The same happens in West Asia, where in Afghanistan, almost 8 out of 10 are optimistic regarding future world's safety.
- In Latin America, pessimism is lead by Costa Rica (58% predicting a less safe world) and optimism by Venezuela (44% having the opposite view).
- In the Middle East, one of the most pessimistic regions, the most pessimistic country of the world is found: In Egypt, more than 7 out of 10 believe in a less safe world for future generations. Note that Egypt was not included in last year's survey and is almost solely responsible for the apparent decline in optimism in the region (also note this region is highly disparate, composed as it is of only three countries: Turkey, Egypt and Israel)
- Globally, women are slightly more pessimistic than men – a pattern that has been seen before with 46% of women saying the world will be a less safe place for future generations compared with 43% of men.
- Young people themselves are more likely to be optimistic – 28% of those under 30 in the world think the world will be a safer place (a lot + a little) compared with only 22% of those over 51 who feel this.

## **WORLD DIVIDED REGARDING FUTURE ECONOMIC PROSPERITY**

- Opinions are divided in the world regarding future economic prosperity. One third of the population (33%) believes in a more economically prosperous world and a similar figure (36%) in a less economically prosperous world for future generations.
- Analyzing these results by region, a common pattern emerges. In general, pessimistic regions regarding security of the world for future generations are also pessimistic regarding economic prosperity. Consequently, Western Europe and the Middle East are the most pessimistic on this issue, as in both regions half of the population (49% in both) predicts economic problems for the future.
- On the other hand, Africa and Eastern and Central Europe are the most optimistic regions. In this case, half of the population (again 49%) believes in more economic prosperity for future generations.

### Opinions regarding World's economic prosperity in the future



**Extreme Care: (\*) Egypt, Turkey and Israel only**

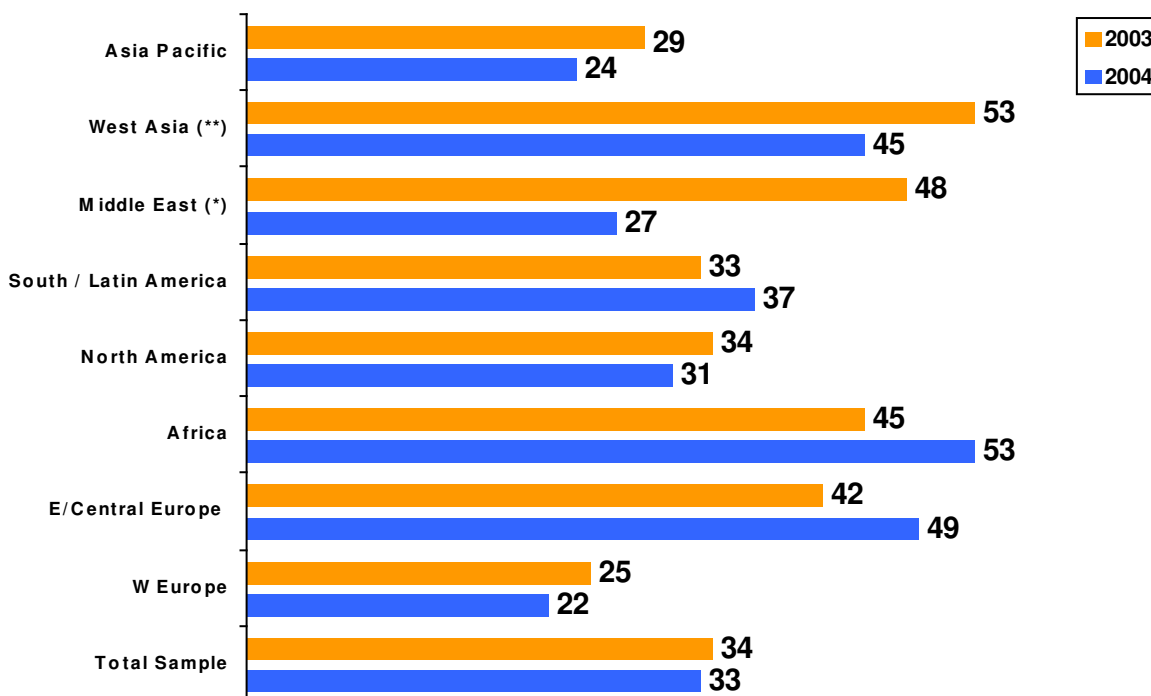
**(\*\*) India, Pakistan and Afghanistan only**

- In Africa and also in Eastern and Central Europe, every sampled country believes in a more economically prosperous world for future generations. The only exception in Eastern and Central Europe is Poland, where opinions are divided regarding this issue. Again in this region, in the politically perturbed countries of Kosovo and Georgia almost 8 out of 10 are optimistic regarding the economy in the future.
- In Western Europe, almost all countries have negative predictions. The pessimism is lead by Germany, where 74% believes future inhabitants will suffer greater economic problems than nowadays. This represents a growth in pessimism in Germany as in 2003 the figure was 69%. Indeed, this country is the most pessimistic in the world. Other pessimistic countries in this region are Switzerland (64%) and Austria (60%). Ireland, Denmark and Spain are the only optimistic countries in this region, as 45%, 43% and 39% respectively believe in a more economically prosperous world in the future.
- North America is completely divided on this issue with almost equal proportions feeling the future will be more or less economically prosperous or that things will stay the same as now. On the whole, however, Canadians are a little more pessimistic than Americans.

- In Latin America, pessimism is lead by Costa Rica and Ecuador whilst Venezuela - recently troubled by political turmoil - is the only country in the region where a majority (54%) feel the future will be economically brighter for future generations.
- Egypt, as in the previous aspect, predicts less economic prosperity for the future generations (69%), and is the most pessimistic country in Middle East.
- In West Asia, it is extremely interesting to see that Afghans are optimistic - 74% believe future generations will live in an economically prosperous world.
- But the most optimistic country in the world regarding this issue is found in Asia Pacific: In Vietnam, more than 9 out of 10 believe next generations will be more economically prosperous.
- Again, women marginally more pessimistic about future generations' prosperity than are men.

**Comparison between 2003 and 2004 results**

**The next generation will be more economically prosperous**



**Extreme Care: (\*) Egypt, Turkey and Israel only**

**(\*\*) India, Pakistan and Afghanistan only**

- The growth of optimism at its highest in the poor regions of East and Central Europe and Africa where approximately half the population (even more people than last year) feel that the next generation will live in a more economically prosperous world.
  
- Elsewhere, almost all other regions show a decrease in the proportion predicting a more prosperous future, with the troubled regions of the Middle East and West Asia showing the largest drop.

### **The Voice of the People Survey**

Gallup International's unique annual survey **Voice of the People** interviews more than 50,000 people in more than 60 countries around the world and represents the views and attitudes of more than 1.2 billion global citizens. Fieldwork was conducted in June - August 2004.

#### **Editors note:**

The Gallup International Association - now registered in Zurich, Switzerland - was established in 1947 by George H Gallup and his European colleagues. It now has member agencies in 60 countries across the world, conducting market and opinion research in more than 100 countries.

—Ends—

#### **For further information on Gallup International:**

**Meril James, Secretary General, Gallup International Association,  
Gallup.International@BTInternet.com or fax +44 20 8983 4105**

**For further information on any individual country results, please see attached contact list.**

## COUNTRY INFORMATION

Country	Contact	E-mail	Company	Mode	Sample Type	Size	Fieldwork Dates
Albania*	Julia Ivanova	J.Ivanova@gallup-bbss.com	BBSS – Index Albania	Face to Face	Tirana conurbation	500	June 26-July 12
Argentina	Ricardo Hermelo Constanza Cilley	ricardo.hermelo@tns-gallup.com.ar constanza.cilley@tns-gallup.com.ar	TNS Gallup Argentina	Face to Face	National	1005	June 18-June 20
Afghanistan*	Dr. Ijaz Shafi Gilani	isb@gallup.com.pk	ACSOR/Gallup Pakistan	Face to face	National	2153	August 9-August 15
Austria	Ingrid Lusk	i.lusk@gallup.at	Gallup Austria	Face to Face	National	1000	Jul-04
Bolivia	Luis Quiroga	proyectos@encuestas-estudios.com	Encuestas & Estudios	Face to Face	Urban	1300	July 1- July 25
Bosnia & Herzegovina	Aida Hadziavdic	aida.hadziavdic@mib.ba	Mareco Index Bosnia	Telephone	National	500	June 29- July 5
Brazil*	Paulo Secches/ Naira Maneo	secches@interscience.com.br naira@interscience.com.br	InterScience	Telephone	Urban	1400	July 18-August 2
Bulgaria	Julia Ivanova	j.ivanova@gallup-bbss.com	TNS BBSS	Face to Face	National	1006	July 7- July 16
Cameroon	Tosin Ogunkunle	togunkunle@rms-africa.com	RMS Cameroon	Face to Face	Douala & Yaounde	500	June 19-June 20
Canada	Anne-Marie Marois	ammarois@legermarketing.com	Leger Marketing	Telephone	National	1000	July 12- July 22
Costa Rica*	Hugo Mendieta	fmasis@apinvestigacion.com hmendieta@apinvestigacion.com	AP	Face to Face	Urban	300	July 4th until July 10th
Croatia	Mirna Cvitan	mirna.cvitan@puls.hr	Puls d.o.o.	Telephone	National	600	July 11-July 15
Czech Republic	Jan Trojacek	trojacek@mareco.cz	Mareco	Face to face	National	1000	20 August-3 September
Denmark	Thomas Yung Andersen	Thomas.yung.andersen@tns-gallup.dk	TNS Gallup	Telephone	National	502	July 12-July 25
Ecuador	Carlos Córdova; Tatiana Salán	Carlos.cordova@cedatos.com tatiana.salan@cedatos.com	CEDATOS	Face to Face	National / Urban	261	July 15- July 23
Egypt	Fadia Gad Elkarim Habashi Diaa Saleeb	rrpr@link.net	Rada Research & Public Relations Co.	Face to Face	Urban	506	July 7- July 21
Estonia	Jaanika Hämmal	jaanika.hammal@emor.ee	TNS Emor	Telephone	National	500	July 20-July 28
Finland	Mika Kiiski	mika.kiiski@tns-gallup.fi	TNS Gallup Oy	telepanel	National	624	September 17-19
France	Julien Zalc	julien.zalc@tns-sofres.com	TNS Sofres	Face to Face	National	1000	July 8- July 9
Georgia	Katie Kiknadze	kkiknadze@gorbi.com	GORBI	Face to Face	National	1000	June 23- June 30
Germany	Johannes Huxoll	Johannes.huxoll@tns-emnid.com	TNS Emnid	Telephone	National	500	August 2– August 7
Ghana*	S.Ayo Amale	aamale@rms-africa.com	RMS	Face to Face	Urban	1003	July 21-July 26
Great Britain	Chris Laws	Chris.laws@tns-global.com	TNS UK	Telephone	National	1007	July 9-July 11
Greece	Lela Charavgi	Lela.charavgi@tnsicap.gr	TNS ICAP	Telephone	National	500	June21-July 6
Guatemala*	Alfredo Polo	multivexsa@intelnett.com	Multivex Sigma Dos	Face to Face	Guatemala City	300	August 6
Hong Kong	Ellen Tops	ellen.tops@tns-global.com	TNS Hong Kong	Telephone	National	1000	July 12- July 23
Iceland	Póra Ásgeirsdóttir	thora@gallup.is	IMG Gallup	Telephone	National	1200	July 20- August 7
India	Deepak Garkhel	Deepak.g@tns-global.com	TND INDI	Face to Face	Urban (4 cities)	1000	September 23 - October 4
Indonesia	Daniel Lindgren	Daniel.Lindgren@tns-global.com	TNS	Face to Face	Jakarta, Surabaya, Medan	1234	July 19- August 16
Ireland	David McCarthy	david.mccarthy@imsl.ie	Millward Brown IMS	Telephone	National	500	July 19-August 3
Italy	Paolo Colombo, Paola Baldassare, Chiara Bacchiddu	Paolo.Colombo@doxa.it Paola.Baldassare@doxa.it Chiara.Bacchiddu@doxa.it	Doxa	Telephone	Nacional	508	July 22- July 27
Israel	Tamar Fuchs	tamar.fuchs@tns-teleseker.com	TNS Teleseker	Telephone	National	500	July 18- July 22
Japan	Hideo Nakamura	nakamuhr@nrc.co.jp	Nippon Research Center, Ltd	self-administered questionnaires	National	1322	July 7- July 16
Kenya	George Waititu	george@steadman-group.com	Steadman Research Services International Ltd	Face to Face	Urban	509	July 28- August 3
Korea	Sung Min Park	smpark@gallup.co.kr	Gallup Korea	Face to Face	National	1516	July 15 – July 29
Kosovo*	Julia Ivanova	J.Ivanova@gallup-bbss.com	BBSS – Index Kosovo	Face to Face	National	1087	July 20-July 25
Latvia	Ilva Pudule	ilva.pudule@tns.lv	TNS Baltic Data House	Face to face	National	502	July 14-July 20
Lithuania	Dainius Derkintis	Dainius.derkintis@tns-gallup.lt	TNS Gallup	Face to Face	National	504	July 12- July 18
Luxembourg	Wiebke Gümbel	Wiebke.guembel@ilres.com	ILReS	Telephone	National	500	July 7-July 15

Macedonia	Elida Medarovska	brimask@unet.com.mk	BRIMA	Face to Face	National/ Urban	510	July 7- July 12
Malaysia	Ms. Yang Bee Yoke Mr. Hafeez Amin	BeeYoke.Yang@tns-global.com; Hafeez.Amin@tns-global.com	TNS Malaysia	Telephone	Urban	1000	July 5- August 1
México	Carmen Lara	Carmen.lara@tns-gallup.com.mx	TNS Gallup	Face to Face	National	1600	August 2- August 13
Moldova *	Catalina Amarculesei	catalina.amarculesei@csop.ro	TNS-CSOP	Face to Face	Urban	537	August 4- August 7
Netherlands	Roe Kerssies	Roe.kerssies@tns-nipo.com	TNS NIPO	capi@home	National	988	July 29– August 10
Nigeria	Mariam Fagbemi	mfagbemi@rms-africa.com	RMS	Face to Face	Urban	1000	June 16-June 23
Norway	Ole Fredrik Ugland	Olefredrik.ugland@tns-gallup.no	TNS Gallup	Web-interview	National	500	Week 27, 2004
Pakistan	Dr. Ijaz Shafi Gilani	isb@gallup.com.pk	Gallup Pakistan	Face to Face	Urban	951	August 2-August 3
Peru	Urpi Torrado/ Gustavo Yrala	urpi@datum.com.pe gyrala@datum.com.pe	DATUM Internacional	Face to Face	Lima and Callao	416	July 17-July 20
Philippines	Angel A. Almojuela	Angel.almojuela@asiaresearch.com.ph	Asia Research Organization	Face to Face	National	1000	July 10- July 31
Poland	Marek Fudala	Marek.fudala@mareco.pl	Mareco Polska	Face to Face	Urban	1000	July 27- July 31
Portugal	Isabel Oliveira / Sónia Antunes	isabel.oliveira@tns-global.com sonia.antunes@tns-global.com	TNS Euroteste	Telephone	National	500	July 19-July28
Romania	Amarculesei Catalina	catalina.amarculesei@csop.ro	TNS -CSOP	Face to Face	National	1039	June 26- July 4
Russia	Elena Bashkirova	romir@romir.ru	ROMIR	Face to Face	National	1562	August 12-August 17
Singapore	Petra Curbach	petra.curbach@tns-global.com	TNS Singapore	Telephone	National	501	August 12-August 27
South Africa	Mari Harris	marih@markinor.co.za	Markinor	Telephone	National	1506	July 17- July 22
Spain	Rosa Doncel	rosad@sigmados.com	Sigma Dos Internacional	Telephone	National	460	July 2004
Switzerland	Matthias Kappeler / Claudia Gross- Wandl	Matthias.kappeler@isopublic.ch claudia.gross@isopublic.ch	Isopublic	Telephone	National	500	June 15- June 23
Taiwan	Penny Wu	pennywu@ort.com.tw	Opinion Research Taiwan	Telephone	National	500	July 14- July 20
Turkey	Bengi Özboyacı	Bengi.ozboyaci@tns-global.com	TNS PIAR	Face to Face	National	2024	July 3- July 26
Ukraine	Alla Vlasjuk	Alla.vlasjuk@tnsofres.com.ua	TNS Ukraine	Face to Face	National	1200	July 1-July 8
Uruguay	José Luis Soto	sigmados@adinet.com.uy	Sigma Dos Uruguay	Telephone	Montevideo only	200	July 1– July 24
USA	Cindy Kaminski	Cindy.Kaminski@tns-global.com	TNS Intersearch	Telephone	National	502	June 23-June 27
Venezuela	Romel Romero	romel@sigmados-international.com	Sigma Dos Venezuela	Face to Face	Caracas Only	500	July 21 - July 27
Vietnam	Nguyet Pham	Nguyet.pham@tns-global.com	TNS Vietnam	Face to Face	Hanoi/HCM C	300	July 15- July 25

\*These are not Members of Gallup International Association but reliable companies that we have worked with in these countries.