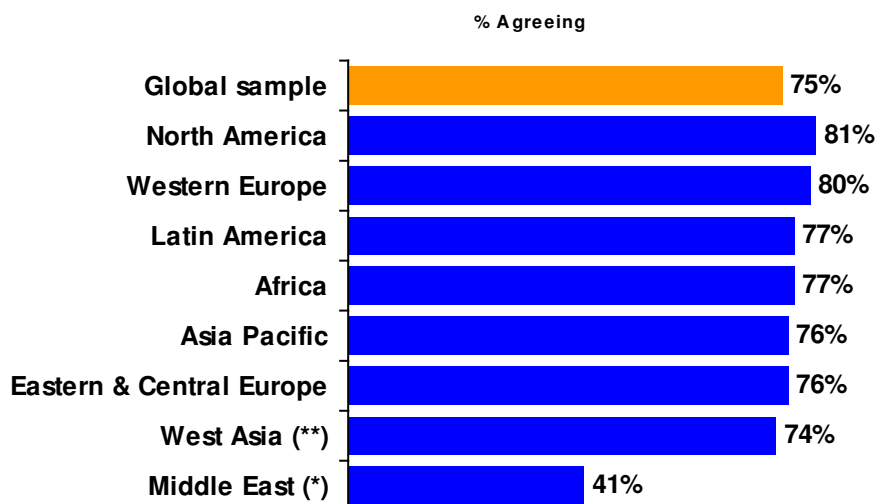


NOT TO BE PUBLISHED BEFORE 24TH JANUARY 2005

COMPANIES SHOULD DO MORE FOR THE COMMUNITY, SAYS NEW SURVEY

- **Three quarters of the world's population (75%) agree that companies should do more for society than simply what is required by law. The majority states this in all regions of the world and in every single country surveyed but one.**
- **The results come from the Voice of the People survey by Gallup International. More than 50,000 people in over 60 countries across the world were interviewed from June to August 2004, representing more than 1.2 billion citizens.**
- **The survey also shows that both the private and public sector are criticised and are not considered to be making a significant contribution to improvements in the wider community on issues such as health, energy, employment, education and water.**

Companies should do more for society than just what is required by law



Source: Voice of the People 2004
Extreme care (*) Israel, Turkey and Egypt only
(**) India and Pakistan only

People from all over the world are demanding that companies, many of which are multi-national these days, do more for society than simply what is requested of them by law. Agreement with the statement is made by a clear majority in all regions except the Middle East where opinions are more divided.

In the most highly developed regions of the world, West Europe and North America, pressure that the corporate sector does more for society is the strongest with more than eight out of ten citizens in these regions agreeing with the statement.

Despite such broad agreement across the world, there are still some minor variations in individual countries which are worth noting.

For example, a third of Norwegians (34%) disagree that companies should do more for society than merely comply with legal requirements, and so do more than one in five in Austria, Denmark (22%) and Iceland (21%). In Eastern and Central Europe, more than a quarter of the population of Czech Republic (25%) and also of Moldova (26%) disagree, as do one in five in Poland (20%). Asia Pacific is an interesting region as well, given the local development of many global

corporations in this area of the world. Here, one in three Taiwanese interviewed disagreed (34%) as did a quarter of the Philippines (25%) and 21% of Malaysians.

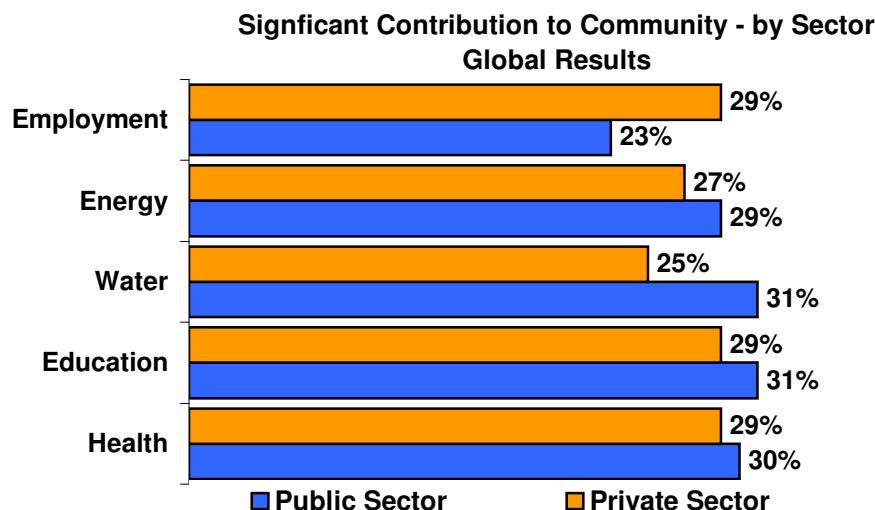
But in the small regions of the Middle East (Egypt, Turkey and Israel) and West Asia (India and Pakistan) we see some of the most interesting findings on this issue of whether there should be a greater corporate contribution to the community than simply what is required by law. In Egypt, the opposite point of view is very strongly held and 70% of those interviewed disagreed. So did a quarter of the Israelis interviewed (25%) and even slightly more in Pakistan (28%).

Contributions to the community by the Public and Private Sector

Following this general question about corporate responsibility to the community, the issue was explored in more detail. Respondents were asked to what extent they thought the public and the private sector had contributed to improvements in various elements of the community – employment, energy, water, education and health – using a scale from 1 to 5 where 1 means very insignificant and 5 means very significant.

Results show that the only areas where the **private** sector is considered to be making a more significant contribution to the community is in employment, where almost one in three of the global population (29%) feel the corporate contribution is significant, compared to less than a quarter (23%) who feel this is the case but for the public sector.

In all other areas of community issues, slightly more people consider that the public sector is making a more significant contribution to improvements.

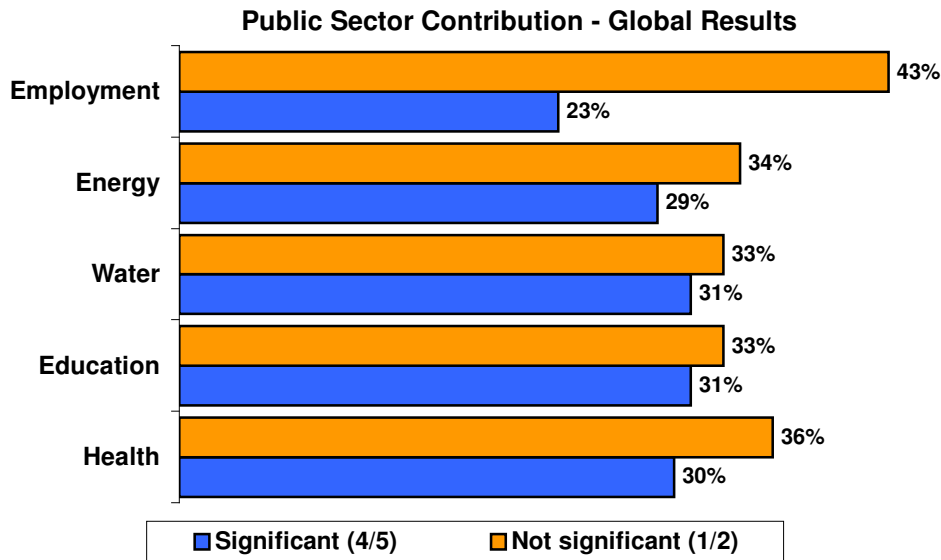


The Public Sector

However a deeper look at the global results reveals that, on all dimensions, more people believe the public sectors' contribution is insignificant than believe the opposite – i.e. that it is significant. The table below shows that the issue in the community that was most disappointing was **employment**. Here, less than a quarter across the world (23%) felt that the contribution made by the public sector was significant, whilst more than 4 out of 10 (43%) felt it was insignificant.

Results indicate that the public sector contribution to Health issues in the community is similarly one where the global public is disappointed – more than one in three (36%) felt this to be insignificant, although almost a similar proportion (30%) disagreed and felt the public sector contribution to Health was significant.

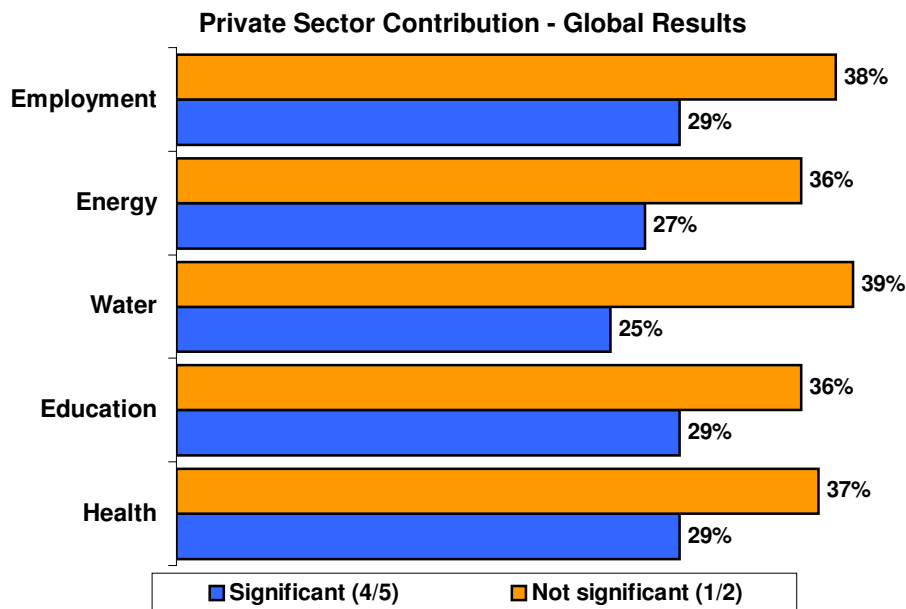
The gap is also narrower when the public sector contributions to education and to water are considered. Here, almost equal proportions of the global population rated the contribution as significant or insignificant, as the table shows.



The Private Sector

The same question was also posed in relation to the private sector. Here, the level of disappointment with the contribution of the private sector to improvements in the community is slightly greater on all dimensions although the contribution of the public sector to employment is considered more significant as we have seen previously.

Although the results show that the private sector contribution to community affairs is not highly regarded on any of the issues posed, it is the sector's contribution to the global issue of water that comes in for slightly more criticism. Only a quarter of those interviewed (25%) feel the private sector contribution in this area is significant and almost four out of every ten people (39%) globally feel it is insignificant.



Editors notes:

The Voice of the People Survey

Gallup International's unique survey **Voice of the People** interviews more than 50,000 people in more than 60 countries around the world, representing the views and attitudes of more than 1.25 billion global citizens. Fieldwork was conducted between June and August 2004.

Gallup International

Registered in Zurich as a verein (Association), Gallup International was established in 1947 by George H Gallup and his European colleagues. It currently has member agencies in 60 countries across the world, conducting market and opinion research in more than 100 countries.

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Email: Gallup.International@Btinternet.com

For further information on any individual country results, please see contact information below.

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	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- 20
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- 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- 16
Cameroon	Tosin Ogunkunle	togunkunle@rms-africa.com	RMS Cameroon	Face to Face	Douala & Yaounde	500	June 19- 20
Canada	Anne-Marie Marois	ammarois@legermarketing.com	Leger Marketing	Telephone	National	1000	July 12- 22
Costa Rica*	Hugo Mendieta	fmasis@apinvestigacion.com hmendieta@apinvestigacion.com	AP	Face to Face	Urban	300	July 4-10
Croatia	Mirna Cvitan	mirna.cvitan@puls.hr	Puls d.o.o.	Telephone	National	600	July 11 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- 25
Ecuador	Carlos Córdova; Tatiana Salán	Carlos.cordova@cedatos.com tatiana.salan@cedatos.com	CEDATOS	Face to Face	National / Urban	261	July 15- 23
Egypt	Fadia Gad Diaa Saleeb	rrpr@link.net	RadaResearch	Face to Face	Urban	506	July 7-21
Estonia	Jaanika Hämmal	jaanika.hammal@emor.ee	TNS Emor	Telephone	National	500	July 20- 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- 9
Georgia	Katie Kiknadze	kkiknadze@gorbi.com	GORBI	Face to Face	National	1000	June 23- 30
Germany	Johannes Huxoll	Johannes.huxoll@tns-ernid.com	TNS Emnid	Telephone	National	500	August 2-7
Ghana*	S.Ayo Amale	aamale@rms-africa.com	RMS	Face to Face	Urban	1003	July 21- 26
Great Britain	Chris Laws	Chris.laws@tns-global.com	TNS UK	Telephone	National	1007	July 9- 11

Greece	Lela Charavgi	Lela.charavgi@tnsicap.gr	TNS ICAP	Telephone	National	500	June21- 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- 23
Iceland	Póra Ásgeirsdóttir	thora@gallup.is	IMG Gallup	Telephone	National	1200	July 20- Aug 7
India	Deepak Garkhel	Deepak.g@tns-global.com	TND INDI	Face to Face	Urban (4 cities)	1000	Sept 23 - Oct 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
Israel	Tamar Fuchs	tamar.fuchs@tns-teleseker.com	TNS Teleseker	Telephone	National	500	July 18- 22
Italy	Paolo Colombo, Paola Baldassare, Chiara Bacchiddu	Paolo.Colombo@doxa.it Paola.Baldassare@doxa.it Chiara.Bacchiddu@doxa.it	Doxa	Telephone	National	508	July 22- July 27
Japan	Hideo Nakamura	nakamuhr@nrc.co.jp	Nippon Research Center	self-admin	National	1322	July 7- 16
Kenya	George Waititu	george@steadman-group.com	Steadman Research Services	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 -29
Kosovo*	Julia Ivanova	J.Ivanova@gallup-bbss.com	BBSS – Index Kosovo	Face to Face	National	1087	July 20- 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- 15
Macedonia	Elida Medarovska	brimask@unet.com.mk	BRIMA	Face to Face	National/ Urban	510	July 7- 12
Malaysia	Yang Bee Yoke/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	June 28-July 2
Pakistan	Dr. Ijaz Shafi Gilani	isb@gallup.com.pk	Gallup Pakistan	Face to Face	Urban	951	August 2- 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- 20
Philippines	Angel A. Almojuela	Angel.almojuela@asiaresearch.com.ph	ARO	Face to Face	National	1000	July 10- 31
Poland	Marek Fudala	Marek.fudala@mareco.pl	Mareco Polska	Face to Face	Urban	1000	July 27- 31
Portugal	Isabel Oliveira /Sónia Antunes	isabel.oliveira@tns-global.com sonia.antunes@tns-global.com	TNS Euroteste	Telephone	National	500	July 19-28

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- 17
Singapore	Petra Curbach	petra.curbach@tns-global.com	TNS Singapore	Telephone	National	501	August 12- 27
South Africa	Mari Harris	marih@markinor.co.za	Markinor	Telephone	National	1506	July 17- 22
Spain	Rosa Doncel	rosad@sigmados.com	Sigma Dos Internacional	Telephone	National	460	July 2004
Switzerland	Matthi Kappeler. Claudia Gross	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 14-20
Turkey	Bengi Özboyaci	Bengi.ozboyaci@tns-global.com	TNS PIAR	Face to Face	National	2024	July 3- 26
Ukraine	Alla. Vlasyuk	Alla.vlasyuk@tnsofres.com.ua	TNS Ukraine	Face to Face	National	1200	July 1- 8
Uruguay	José Luis Soto	sigmados@adinet.com.uy	Sigma Dos Uruguay	Telephone	Montevideo only	200	July 1–24
USA	Cindy Kaminski	Cindy.Kaminski@tns-global.com	TNS Intersearch	Telephone	National	502	June 23- 27
Venezuela	Romel Romero	romel@sigmados-international.com	Sigma Dos Venezuela	Face to Face	Caracas Only	500	July 21 - 27
Vietnam	Nguyet Pham	Nguyet.pham@tns-global.com	TNS Vietnam	Face to Face	Hanoi/HCMC	300	July 15- 25

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