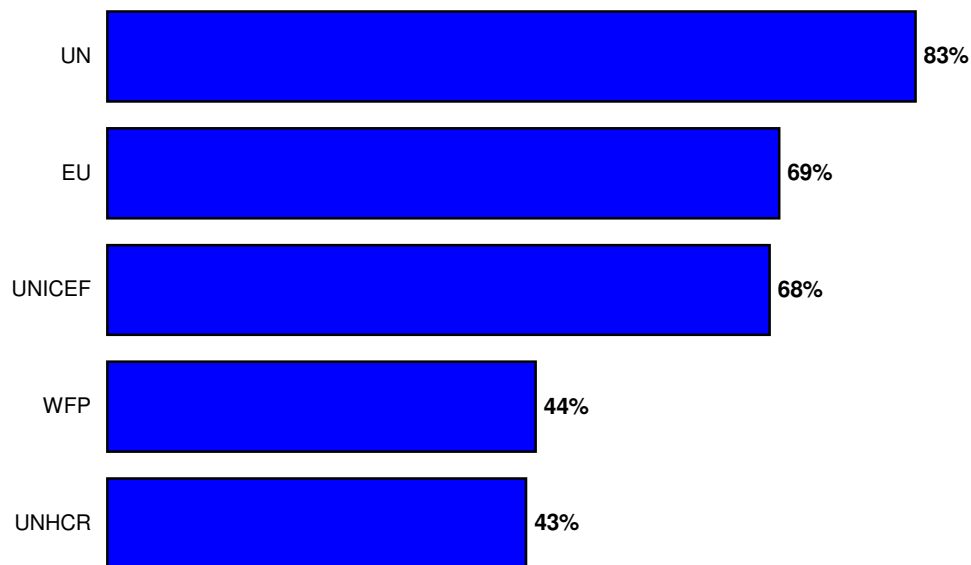


- ▶ **The United Nations is the global institution which is the most well known in the world. Generally, people hold a positive opinion of the institution, according to a new Voice of the People survey of more than 50,000 interviews in over 65 countries, released by Gallup International for United Nations Awareness Day, October 24<sup>th</sup>.**
- ▶ **But whilst the survey results bring some comfort, they also demonstrate that in some politically sensitive countries, significant proportions of the population say they have a negative opinion of the institution.**

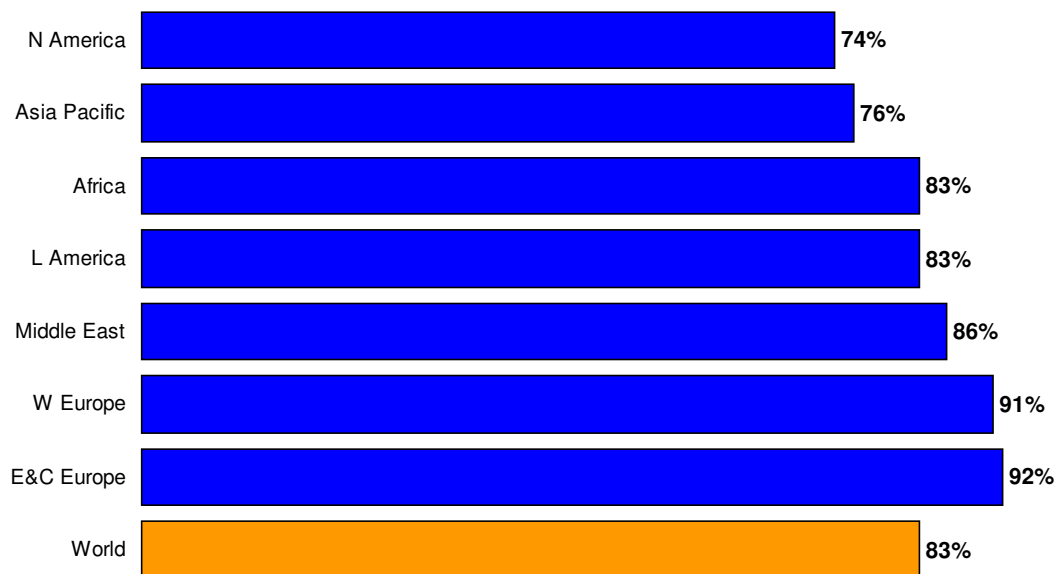
### Awareness of global institutions



Source: Gallup International Association – Voice of the People 2005

- As part of the unique **Voice of the People** survey, **Gallup International** measured the awareness of several global institutions in more than 65 countries. The United Nations is the institution people are most aware of (83% globally), followed by EU (69%) and UNICEF (68%). The World Food Programme (44%) and the United Nations High Commission for Refugees (UNHCR) come far behind.
  
- Large majorities are aware of the United Nations in all regions: 9 out of 10 are aware of the institution in Europe and the Middle East; 8 out of 10 in Latin America, Asia Pacific and Africa and 7 out of 10 in North America.
  
- In all regions of the world the UN is the most well known institution, sharing the first position with the EU in Western Europe and the Middle East.

**Awareness of UN by regions**



**Source: Gallup International Association – Voice of the People 2005**

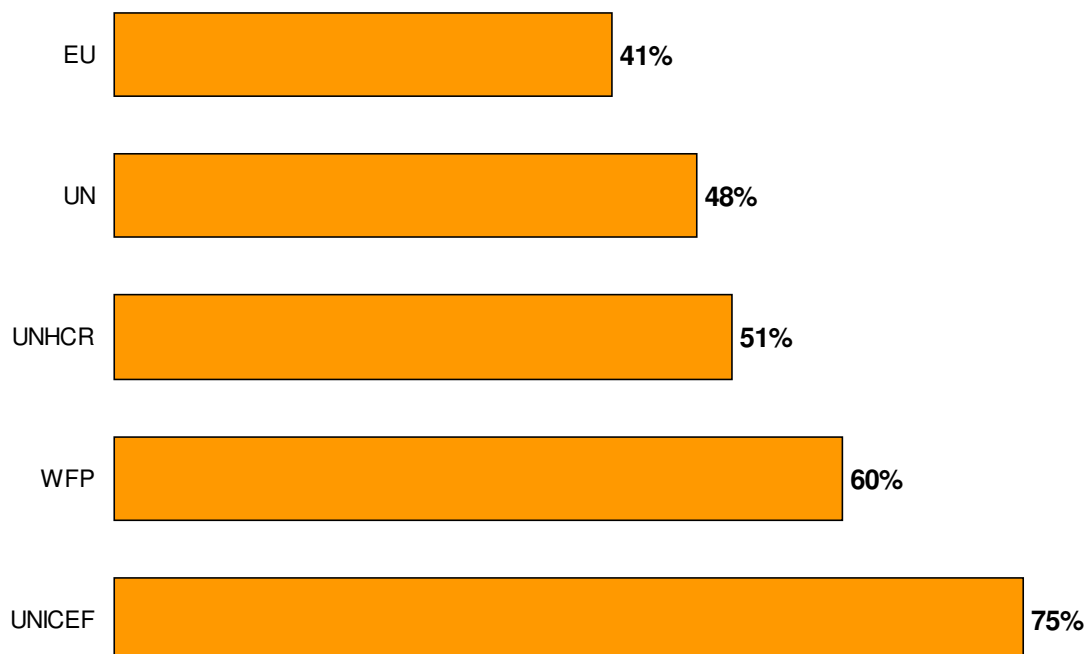
**Note: Middle East includes only Israel, Egypt and Turkey**

- In all countries that participated in this survey, at least half of the population mentioned they are aware of the UN. Bolivia shows the lowest awareness with 50%. By contrast, in several other countries awareness is of 95% or more (Denmark, France, Germany, Ireland, Switzerland, UK, Iceland, Bosnia, Croatia, Poland, Serbia, Israel, Canada, and Cameroon)

## Image of institutions

- All respondents who claimed awareness of these institutions were then asked to assess each of them, saying whether overall their image was positive or negative.
- The UN has a good image with nearly half of the global population who are aware of this institution claiming to have a positive opinion (48%), whilst a third (35%) hold a neutral one and only 1 out of 10 (13%) holding a negative view.
- Nevertheless, it should be noted that other organizations related to humanitarian aid have a better image: UNICEF leads, with 75% of those who are aware of this institution holding a positive image. Then, 60% of those who are aware of the WFP have a positive opinion of the institution, compared with slightly more than half of those who are aware of UNHCR. The EU is the worst assessed institution, with only 41% expressing a favorable opinion of this institution, although all institutions measured had more positive than negative mentions.

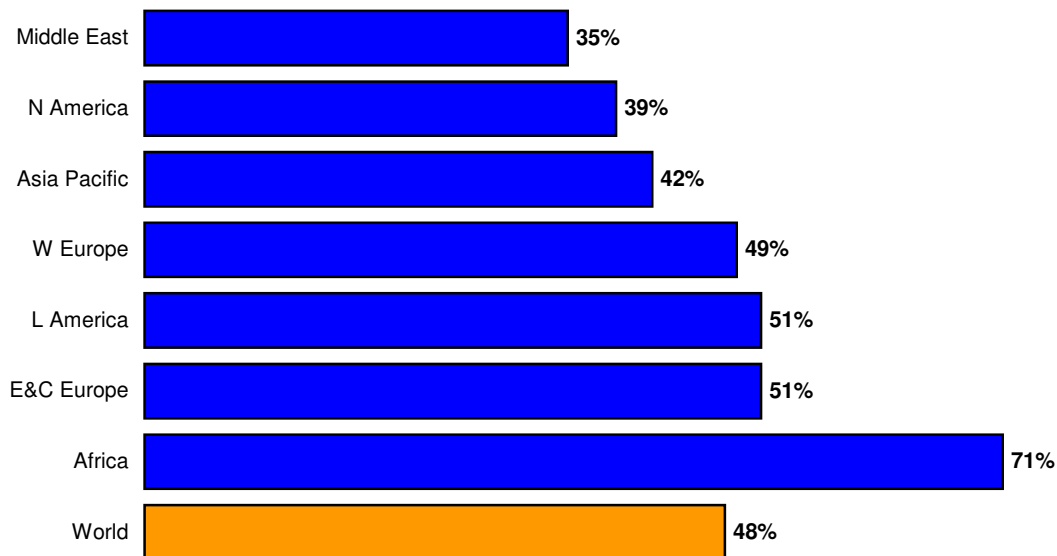
### Positive Image of global institutions



Source: Gallup International Association – Voice of the People 2005

**The United Nations: Some voices of dissent**

**Positive Opinions of the United Nations by region**



**Source: Gallup International Association – Voice of the People 2005**

**Note: Middle East includes only Israel, Egypt and Turkey**

- In all regions, the UN has far more positive than negative opinions. It is interesting to note the exception is Middle East, region where a third of positive opinions stands against a third of negative opinions. The UN enjoys a widely extended positive image in Africa (71%).
  
- Israel's case is worth mentioning given relations between Israel and the United Nations over issues regarding Palestine in recent years. In the **Voice of the People 2004**, Israel was the country with the worst opinion of the UN, with 48% of respondents rating the institution as having a negative image. In 2005, although Israel is still among those countries that give the UN its worst ratings, not only have negative opinions reduced from 48% in 2004 to 33% in 2005 but also now in Israel positive opinions slightly outweigh negative ones (39% positive compared with 33% negative). In Egypt the same pattern of results can be encountered. Elsewhere in the Middle East, in Turkey equal proportions (around 1 in 3) have a positive view of the United Nations and almost exactly the same proportion (again around 1 in 3) disagrees and holds a negative opinion.

- Opinions of the UN in the Balkans and specifically in countries that were part of the former Yugoslavia are interesting. Large majorities in Kosovo, Moldova and Macedonia have positive opinions about the UN but in Bosnia Herzegovina, Croatia and Serbia, opinions are less positive with around 1 in 5 holding a negative opinion (Bosnia Herzegovina 16%, Croatia 17% and Serbia 24%).
- The survey also confirms that a significant proportion of Americans may agree with politicians who claim that the United Nations is a weak institution - 1 in 4 (23%) of Americans saying their overall opinion of the United Nations is negative. This result is unchanged from last year.

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

Gallup International's unique survey Voice of the People interviews more than 50,000 people in more than 65 countries around the world, representing the views and attitudes of more than 1.3 billion global citizens. Fieldwork was conducted between May and July 2005.

### **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 65 countries across the world, conducting market and opinion research in more than 100 countries.

### **Contact:**

Meril James, Secretary General

Tel: +44 207 868 6674

Email: [GallupInternational@Btconnect.com](mailto:GallupInternational@Btconnect.com)

For further information on any individual country results, please see contact information overleaf:

| Country                   | Contact                             | E-mail   | Company                                   | Mode                          | Sample Type  | Size | Fieldwork Dates                |
|---------------------------|-------------------------------------|--|---|-------------------------------|--------------|------|--------------------------------|
| Argentina                 | Ricardo Hermelo<br>Constanza Cilley | <a href="mailto:ricardo.hermello@tns-gallup.com.ar">ricardo.hermello@tns-gallup.com.ar</a><br><a href="mailto:constanza.cilley@tns-gallup.com.ar">constanza.cilley@tns-gallup.com.ar</a> | TNS Gallup<br>Argentina                   | Face-to-face                  | National     | 1000 | 4 <sup>th</sup> week<br>of May |
| Austria                   | Ingrid Lusk                         | <a href="mailto:i.lusk@gallup.at">i.lusk@gallup.at</a>   | Gallup<br>Austria                         | Face-to-face                  | National     | 668  | May 31 –<br>June 16            |
| Bolivia                   | Luis<br>Alberto Quiroga             | <a href="mailto:Proyectos@encuestas-estudios.com">Proyectos@encuestas-estudios.com</a>   | Encuestas &<br>Estudios                   | Face-to-face                  | Urban        | 519  | June 10 –<br>June 25           |
| Bosnia and<br>Herzegovina | Aida Hadziavdic-<br>Begovic         | <a href="mailto:Aida.hadziavdic@mib.ba">Aida.hadziavdic@mib.ba</a>   | Mareco<br>Index Bosnia                    | Telephone                     | National     | 500  | June 6 –<br>June 10            |
| Bulgaria                  | Antón<br>Valkovski                  | <a href="mailto:A.valkovski@bbss-gallup.com">A.valkovski@bbss-gallup.com</a>   | TNS BBSS                                  | Face-to-face                  | National     | 1024 | July 5 –<br>July 12            |
| Cameroon                  | Simplice Ngampou                    | <a href="mailto:Sngampou@rms-africa.com">Sngampou@rms-africa.com</a>   | RMS<br>Cameroon                           | Face-to-face                  | Main cities  | 500  | June 4 –<br>June 6             |
| Canada                    | Anne-Marie Marois                   | <a href="mailto:Ammarois@legermarketing.com">Ammarois@legermarketing.com</a>   | Leger<br>Marketing                        | Telephone                     | National     | 1001 | June 6 –<br>June 15            |
| Colombia                  | Carlos Lemoine                      | <a href="mailto:Clemoire@cnccol.com">Clemoire@cnccol.com</a>   | Centro<br>Nacional de<br>Consultoria      | Face-to-face<br>and telephone | Urban        | 500  | July 8 –<br>July 13            |
| Costa Rica*               | Hugo<br>Mendieta                    | <a href="mailto:Hmendieta@apinvestigacion.com">Hmendieta@apinvestigacion.com</a>   | API Sigma<br>Dos                          | Telephone                     | Urban        | 500  | May 23 –<br>June 2             |
| Croatia                   | Dragan Bagic, Mirna<br>Cvitan       | <a href="mailto:Drgan.bagic@puls.hr">Drgan.bagic@puls.hr</a> ,<br><a href="mailto:mirna.cvitan@puls.hr">mirna.cvitan@puls.hr</a>   | Puls                                      | Telephone                     | National     | 600  | June 1 –<br>June 20            |
| Czech<br>Republic         | Jan<br>Trojacek                     | <a href="mailto:Trojacek@mareco.cz">Trojacek@mareco.cz</a>   | Mareco                                    | Face-to-face                  | National     | 500  | June 14 –<br>June 27           |
| Denmark                   | Claus Bo Hansen                     | <a href="mailto:Claus.Bo.Hansen@tns-gallup.dk">Claus.Bo.Hansen@tns-gallup.dk</a>   | TNS Gallup<br>Denmark                     | Telephone                     | National     | 500  | June 8 –<br>June 16            |
| Dominican<br>Republic*    | Leonard Kemp                        | <a href="mailto:Sigmados@verizon.net.do">Sigmados@verizon.net.do</a>   | Sigma Dos<br>Republica<br>Dominicana      | Face-to-face                  | Urban        | 806  | July 12 –<br>July 16           |
| Ecuador                   | Carlos A. Cordova,<br>Tatiana Salan | <a href="mailto:Carlos.cordova@cedatos.com">Carlos.cordova@cedatos.com</a> ,<br><a href="mailto:tatiana.salan@cedatos.com">tatiana.salan@cedatos.com</a>                                 | Cedatos                                   | Face-to-face                  | Main cities  | 500  | June 27 –<br>July 1            |
| Egypt                     | Laila Guindy                        | <a href="mailto:rrpr@link.net">rrpr@link.net</a>   | RADA<br>Research &<br>Public<br>Relations | Face-to-face                  | Urban        | 500  | July 7-15                      |
| Ethiopia*                 | Margit Cleveland                    | <a href="mailto:Mcleland@rms-africa.com">Mcleland@rms-africa.com</a>   | Research &<br>Marketing<br>Services       | Face-to-face                  | Capital City | 510  | June 15 –<br>June 21           |
| Finland                   | Mika Kiiski                         | <a href="mailto:Mika.kiiski@tns-gallup.fi">Mika.kiiski@tns-gallup.fi</a>   | TNS Gallup<br>Finland                     | Telephone<br>and Telepanel    | National     | 1289 | June 17 –<br>June 22           |
| France                    | Guillaume Rainsard                  | <a href="mailto:guillaume.rainsard@tns-sofres.com">guillaume.rainsard@tns-sofres.com</a>   | TNS France                                | Face-to-face                  | National     | 1003 | June 21 –<br>June 22           |
| Germany                   | Johannes Huxoll                     | <a href="mailto:Johannes.huxoll@tns-ernid.com">Johannes.huxoll@tns-ernid.com</a>   | TNS Emnid                                 | Telephone                     | National     | 500  | June 21 –<br>June 29           |
| Georgia                   | Merab Pachuia                       | <a href="mailto:mpachulia@gorbi.com">mpachulia@gorbi.com</a>   | GORBI                                     | Telephone                     | Main city    | 500  | Aug-20-30                      |
| Ghana*                    | Steve Ayo Amale                     | <a href="mailto:Aamale@rms-africa.com">Aamale@rms-africa.com</a>   | Research &<br>Marketing                   | Face-to-face                  | Urban        | 1005 | June 10 –<br>June 18           |

| Country             | Contact                          | E-mail   | Company                                  | Mode                             | Sample Type                  | Size | Fieldwork Dates    |
|---------------------|----------------------------------|--|--|----------------------------------|------------------------------|------|--------------------|
| Greece              | Ero Papadopoulou                 | ero.papadopoulou@tnsicap.gr  | TNS ICAP                                 | Telephone                        | National                     | 500  | June 2 – June 15   |
| Guatemala*          | Jorge Fernández                  | Multivexsa@intelnett.com   | Multivex Sigma Dos Guatemala             | Face-to-face                     | Urban                        | 500  | June 18 – June 20  |
| Hong Kong           | Ellen Tops                       | Ellen.tops@tns-global.com  | TNS Hong Kong                            | Telephone                        | National                     | 500  | June 10 – June 19  |
| Iceland             | Ásdís G. Ragnarsdóttir           | Asdisg@gallup.is   | IMG Gallup                               | Telephone                        | National                     | 1200 | June 29 – July 26  |
| India               | Sharmistha Das                   | Sharmistha.das@tns-global.com  | TNS India                                | Face-to-face                     | Main cities                  | 1063 | June 1 – June 9    |
| Indonesia           | Pipit Andriany                   | Pipit.Andriany@tns-global.com  | TNS Indonesia                            | Face-to-face                     | Main city                    | 500  | July 21 – July 27  |
| Republic of Ireland | Patricia Kelly                   | Patricia.Kelly@imsl.ie   | Millward Brown IMS                       | Telephone                        | National                     | 500  | May 18 – June 2    |
| Israel              | Tamar Fuchs                      | Tamar.fuchs@tns-teleseker.com  | TNS Teleseker                            | Telephone                        | National                     | 501  | June 29 – June 30  |
| Italy               | Paolo Colombo                    | paolo.colombo@doxa.it  | Doxa Italy                               | Telephone                        | National                     | 502  | July 28 – August 1 |
| Japan               | Kiyoshi Nishimura                | Nisimura@nrc.co.jp   | Nippon Research Center                   | Self-administered questionnaires | National                     | 1212 | June 2 – June 13   |
| Kenya               | Maggie Ireri                     | maggie@steadman-group.com  | Steadman Research Services International | Face-to-face                     | National                     | 2219 | July 1 – July 9    |
| Korea               | Hwanhee Lee                      | Hhlee@gallup.co.kr   | Gallup Korea                             | Face-to-face                     | National                     | 1515 | May 20 – June 3    |
| Kosovo*             | Assen Blagoev                    | A.Blagoev@gallup-bbss.com  | BBSS Index Kosovo                        | Face-to-face                     | Albanian plus sub-population | 1023 | May 26 – June 1    |
| Lithuania*          | Dainius Derkintis                | Mindaugas.Degutis@tns-global.com<br><a href="mailto:Dainius.Derkintis@tns-global.com">Dainius.Derkintis@tns-global.com</a>                                 | TNS Gallup                               | Face-to-face                     | National                     | 511  | June 21 – June 30  |
| Luxembourg          | Marc Thiltgen                    | Marc.thiltgen@ilres.com  | Ilres                                    | Telephone                        | National                     | 582  | June 24 – July 3   |
| Macedonia           | Elida Medarovska                 | E.medarovska@brima-gallup.com.mk   | Brima                                    | Face-to-face                     | National                     | 1008 | June 17 – June 24  |
| Malaysia            | Hafeez Amin                      | Hafeez.amin@tns-global.com   | TNS Malaysia                             | Face-to-face and telephone       | Urban                        | 1250 | May 30 – June 26   |
| Mexico              | Ramón Chaidez                    | <a href="mailto:Ramon.chaidez@tns-gallup.com.mx">Ramon.chaidez@tns-gallup.com.mx</a>   | TNS Gallup Mexico                        | Face-to-face                     | Urban                        | 700  | June 24 – June 29  |
| Moldova             | Igor Munteanu Ion Jigau          | cbs_axa@yahoo.com  | CBS Axa                                  | Face-to-face                     | National                     | 509  | June 24 – June 28  |
| Netherlands         | Hanneke Sjerps and Wiene Klasema | <a href="mailto:Hanneke.sjerps@tns-nipo.com">Hanneke.sjerps@tns-nipo.com</a><br><a href="mailto:Wiene.Klasema@tns-nipo.com">Wiene.Klasema@tns-nipo.com</a> | TNS NIPO                                 | Face-to-face                     | National                     | 549  | June 9 – June 21   |

| Country      | Contact                       | E-mail   | Company                               | Mode         | Sample Type | Size | Fieldwork Dates    |
|--------------|-------------------------------|--|---------------------------------------|--------------|-------------|------|--------------------|
| Nigeria      | Pradiptira Mitra              | Pkmitra@rms-africa.com   | Research & Marketing Services Limited | Face-to-face | Main cities | 500  | June 11 – June 20  |
| Norway       | Ole Fredrik Ugland            | Olefredrik.ugland@tns-gallup.no  | TNS Gallup Norway                     | Web-survey   | National    | 510  | June 1 – June 16   |
| Nicaragua*   | Hugo Mendieta                 | Hmendieta@apinvestigacion.com  | API Sigma Dos                         | Face-to-face | Urban       | 500  | May 23 – June 2    |
| Pakistan     | Ijaz Shafi Gillani            | <a href="mailto:isb@gallup.com.pk">isb@gallup.com.pk</a>   | Gallup Pakistan                       | Face-to-face | Urban       | 843  | June 1 – June 20   |
| Panama*      | Humberto Gonzalez Max del Cid | <a href="mailto:psicomer@pty.com">psicomer@pty.com</a><br><a href="mailto:psmcorreo@cwpanama.net">psmcorreo@cwpanama.net</a> | PSM Sigma Dos Panama                  | Telephone    | Main city   | 500  | June 6 – June 14   |
| Paraguay*    | Marlene Heinrich.             | Cam@pla.net.py   | CAM Research                          | Face-to-face | Main city   | 500  | June 1 – June 25   |
| Perú         | Gustavo Yrala                 | Gyrala@datum.com.pe  | Datum Internacional                   | Face-to-face | National    | 1112 | June 11 – June 20  |
| Philippines  | Angel Almojuela               | Angel.almojuela@asiaresearch.com.ph  | Asia Research Organization            | Telephone    | National    | 1000 | May 30 – June 19   |
| Poland       | Marek Fudala                  | Marek.fudala@mareco.pl   | Mareco Polska                         | Face-to-face | National    | 908  | June 14 – June 24  |
| Portugal     | Ana Firmino                   | Ana.firmino@tns-global.com   | TNS Euroteste                         | Telephone    | National    | 520  | June 22 – June 28  |
| Romania      | Andrei Musetescu              | Andrei.musetescu@tns-global.com  | Csop                                  | Face-to-face | National    | 1058 | May 27 – June 5    |
| Russia       | Victor Pratusевич             | Pratusевич.V@rmh.ru  | ROMIR                                 | Face-to-face | National    | 1006 | May 18 – May 24    |
| Senegal*     | Erckman Togna                 | Etogna@rms-africa.com.   | RMS-Senegal                           | Face-to-face | Urban       | 508  | June 20 – June 23  |
| Serbia       | Sladjana Brakus               | sladjja@mediumindex.co.yu  | TNS Medium Gallup                     | Face-to-face | National    | 1004 | May 26 – June 1    |
| Singapore    | Petra Curbach                 | Petra.Curbach@tns-global.com   | TNS Singapore                         | Telephone    | National    | 502  | July 4 – July 17   |
| Spain        | Rosa Doncel                   | <a href="mailto:rosad@sigmados.com">rosad@sigmados.com</a>   | Sigma Dos International               | Face-to-face | National    | 500  | July 25 – August 2 |
| South Africa | Mari Harris                   | marih@markinor.co.za   | Markinor                              | Face-to-face | Urban       | 2000 | June 9 – July 4    |
| Switzerland  | Barbara Spillmann             | Barbara.spillmann@isopublic.ch   | ISOPUBLIC                             | Telephone    | National    | 500  | June 1 – June 4    |
| Taiwan       | Kevin Meyer                   | Kevinmeyer@ort.com.tw  | Opinion Research Taiwan               | Telephone    | National    | 500  | June 16 – June 20  |
| Thailand     | Kulchat Wuttigate             | kulchat.wuttigate@tns-global.com   | TNS Thailand                          | Telephone    | Urban       | 1000 | July 19 – July 31  |
| Togo*        | Steve Ayo Amale               | Aamale@rms-africa.com  | Research & Marketing                  | Face-to-face | Main cities | 488  | June 28 – June 29  |

| Country   | Contact        | E-mail                           | Company             | Mode         | Sample Type | Size | Fieldwork Dates  |
|-----------|----------------|----------------------------------|---------------------|--------------|-------------|------|------------------|
| UK        | Emma Phillips  | Emma.phillips@tns-global.com     | TNS UK              | Telephone    | National    | 1031 | June 3 – June 5  |
| Turkey    | Bengi Özboyacı | Bengi.ozboyaci@tns-global.com    | TNS Piar            | Face-to-face | National    | 2036 | June 9 – July 1  |
| Ukraine   | Alla Vlasyuk   | Alla.vlasyuk@tns-global.com.ua.  | TNS Ukraine         | Face-to-face | National    | 1200 | June 1 – June 7  |
| Uruguay   | José Luis Soto | marketing@adinet.com.uy          | Sigma Dos Uruguay   | Telephone    | Main city   | 537  | May 30 – June 24 |
| USA       | Jane Cutler    | Jane.cutler@tns-global.com       | TNS Intersearch     | Telephone    | National    | 504  | June 29 – July 3 |
| Venezuela | Romel Romero   | Romel@sigmados-international.com | Sigma Dos Venezuela | Face-to-face | Main city   | 500  | June 9 – June 24 |
| Vietnam   | Nguyet Pham    | nguyet.pham@tns-global.com       | TNS Vietnam         | Face-to-face | Urban       | 1290 | June 15-25       |

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