

Voice of the People™
INTERNATIONAL EARTH DAY

Not to be published before April 22nd, International Earth Day

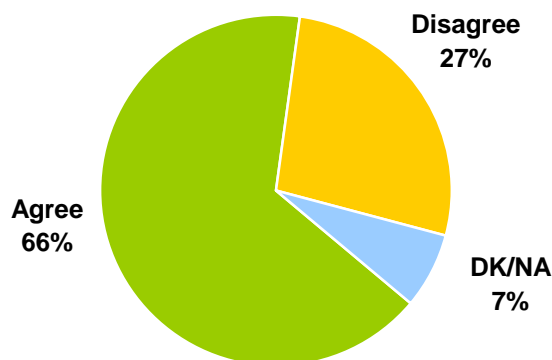
KEY FINDINGS

Global warming is recognized as a serious threat by a large majority of world citizens. Two thirds in the world perceive its impact in the area where they live (66%), according to a new Voice of the People™ survey, released by Gallup International for the International Earth Day, April 22nd. Moreover, the survey, which interviewed over 60,000 people in 57 countries last Summer, also shows that 85% of surveyed people in the world declare they are taking measures to protect the environment.

Commenting on the results of the study, Meril James, Secretary General of Gallup International said: *“Whereas scientists and global organizations repeatedly alert about the risks of global warming and images like the large-scale melting of Antarctica’s ice are seen more frequently, our Voice of the People™ survey suggests that the message has been understood. World citizens perceive the global warming as a real threat to their day-to-day lives and are reacting to it. It is encouraging to find out that an overwhelming majority is taking measures to help protect the environment”.*

Two thirds of world citizens are worried about the impact of global warming.

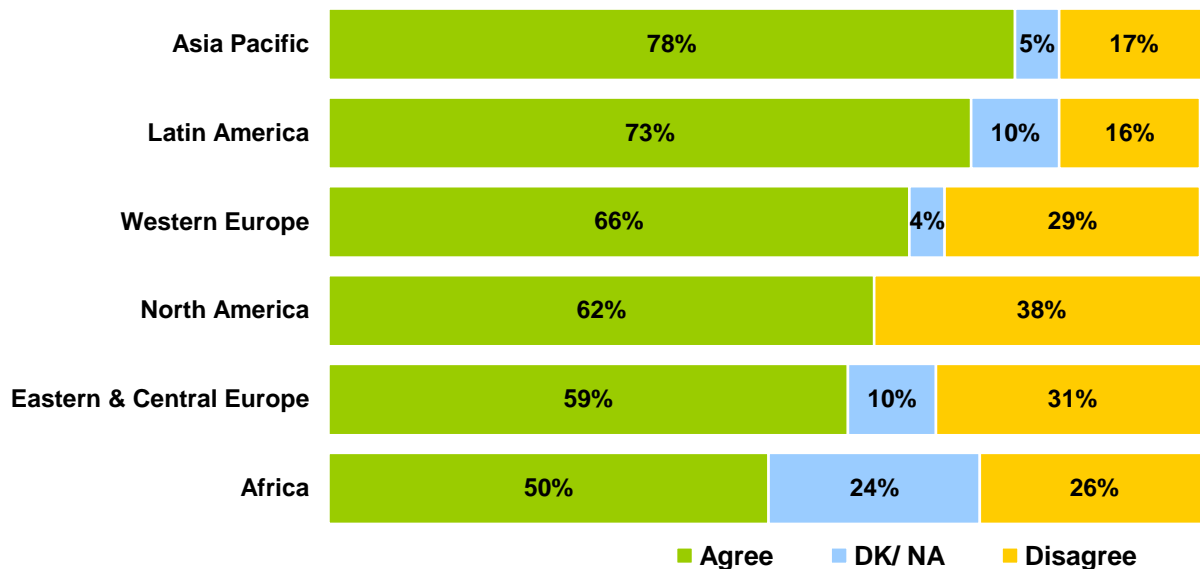
*“Global warming is having a serious impact now in the area where I live”
Agree vs. Disagree*



Source: Gallup International Association – Voice of the People™ 2007

The survey conducted by Gallup International asked world citizens whether they thought that global warming is having a serious impact now in the area where they live. Seven out of ten agreed (66%), whilst three in ten (27%) felt the opposite way.

“Global warming is having a serious impact now in the area where I live”
Agree vs. Disagree (by region)

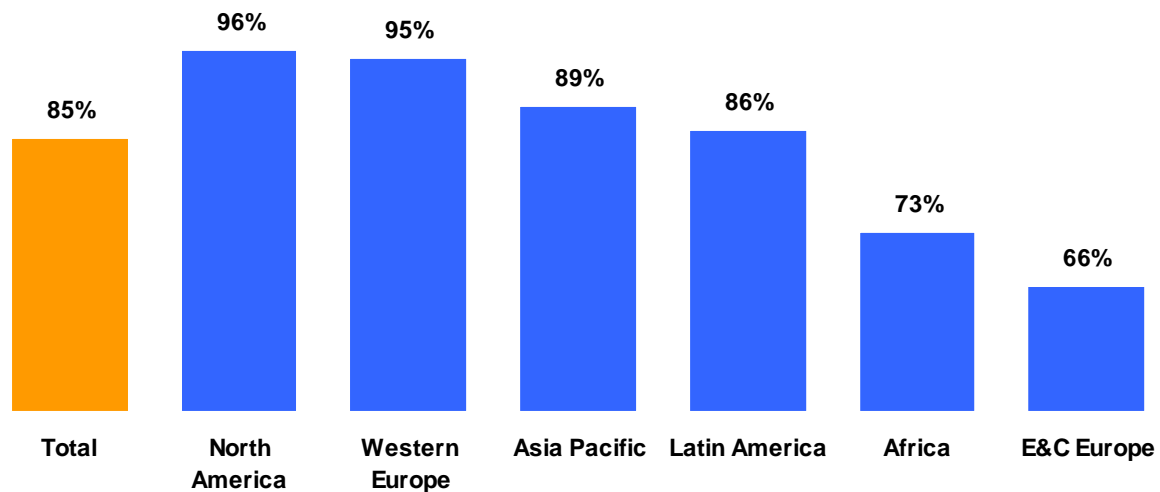


Source: Gallup International Association – Voice of the People™ 2007

Looking at results by region, respondents in Asia Pacific (78%) and Latin America (73%) show the highest levels of concern about the impact of global warming, followed by Western Europe (66%), Six out of 10 respondents in North America (62%) and Eastern and Central Europe (59%) are concerned about global warming. Nevertheless, in North America four out of 10 respondents do not perceive a serious impact in the area where they live (38%).

In all countries surveyed, the majority of respondents declared that the global warming is having a serious impact in the area where they live, the exception is Iceland where those that disagree with this statement double the ones that agree (59% disagree vs. 29% agree).). This could be explained because of the emphasis on the country ‘s sustainable energy resources and clean air and water in public discourse. When it comes to agreement, the highest percentages are found in Albania (97%), Hong Kong (93%) and Rumania (91%). Contrarily, the largest proportions of citizens that do not perceive a serious impact of this phenomenon are located in Iceland (59%), Germany (51%), Russia (47%), Norway (43%), UK (41%) and United States (40%). Lacks of answers are more frequent in Senegal (25%), Nigeria (25%), Ghana (20%) and Poland (20%).

A large majority of respondents declare they are taking measures to protect the environment.



Source: Gallup International Association – Voice of the People™ 2007

Respondents were asked whether their household takes any of six different possible actions aimed at protecting the environment: 85% of surveyed citizens declared they implement at least one of them. The most frequent actions are using less energy in the house (62%), recycling or creating less waste (61%), and using less water (54%). Four in ten respondents use less spray products or use spray products that don't affect the ozone (40%), whilst three in ten surveyed citizens use less batteries or replace common batteries with rechargeable batteries (33%) and use a car less or take more public transport (32%).

While the overall frequency of positive answers grows with the level of education (90% amongst those who attended university against 79% of those with basic education), the survey also shows that, when it comes to specific actions: reduction of energy and water consumption are more extended among women (65% vs. men: 60% for energy and 57% vs. 52% for water) and senior respondents (energy: seven in ten for those above 51 years old vs. 55% of the youngest; water: 59% vs. 49%).

North America and Western Europe (96% and 95%, respectively) are the regions where most people declare they take actions to protect the environment. They are followed by Asia Pacific (89%), Latin America (86%) and Africa (73%). Eastern and Central Europe stays behind, with just 66% of positive answers. In fact, this region shows a significant number of respondents (26%) declaring that in their households none of these actions are implemented. In most regions saving energy is the most common action to protect the environment. This is the case in North America

(87%), Latin America (64%) and Eastern & Central Europe (37%). In Western Europe, however, the most mentioned action to prevent environmental damage is recycling/creating less waste (82%) and in Asia Pacific and Africa, the same proportions are obtained for energy and water saving and recycling (65% & 45% respectively in each region).

Using less energy, recycling/creating less waste and using less water are the most common actions to protect the environment.

Does your household take any of the following actions to try to help protect the environment?

| | Total Sample | North America | Western Europe | Asia Pacific | Latin America | Africa | E&C Europe |
|---|--------------|---------------|----------------|--------------|---------------|--------------|--------------|
| Using less energy (gas, electricity) in the house | 62% * | 87% * | 74% | 65% | 64% * | 44% | 37% * |
| Recycling/creating less waste | 61% | 85% | 82% * | 66%* | 56% | 45% * | 22% |
| Using less water | 54% | 73% | 66% | 52% | 60% | 44% | 33% |
| Using less spray products/ Using spray products that don't affect the ozone | 40% | 72% | 57% | 25% | 40% | 39% | 14% |
| Using less batteries/ replace common batteries with rechargeable batteries | 33% | 52% | 51% | 20% | 31% | 39% | 10% |
| Using a car less/take more public transport | 32% | 35% | 45% | 28% | 36% | 44% | 14% |
| Other | 11% | 39% | 5% | 1% | 2% | 6% | 7% |
| None | 8% | - | 3% | 7% | 12% | 2% | 26% |
| DK/ NA | 7% | 4% | 2% | 4% | 2% | 25% | 8% |

* highest value per column

Source: Gallup International Association – Voice of the People™ 2007

Virtually all people declared they take at least one action to protect the environment in UK, Philippines, Ireland, Singapore and Colombia. Conversely, the highest proportions of respondents that declare they don't implement any of the mentioned measures are Russia (none: 40%), Bulgaria (36%), Argentina (25%), Cameroon (25%), Romania (22%) and Turkey (22%). As to specific actions, the saving of energy at home is more frequent in Philippines (95%), UK (91%), Ireland (90%), Ecuador (88%), Singapore (88%), US (88%) and Spain (86%). Ninety percent or more of respondents declare they recycle or create less waste in Ireland (98%), UK (96%), Spain (93%), Canada (93%), Singapore (91%), Luxembourg (91%), Switzerland (91%), Sweden (91%) and Philippines (90%). And eight in ten say they use less water in Singapore (86%), Ecuador (86%), UK (82%), Spain (81%), Philippines (80%), Colombia (79%), Dominican Republic (79%) and Ghana (78%).

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EDITOR'S NOTES

The Voice of the People™ Survey

Gallup International's unique survey **Voice of the People™** interviews more than 60,000 people in 57 countries around the world, representing the views and attitudes of more than 1.3 billion global citizens. Fieldwork was conducted in 2007.

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.

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Email: gallupinternational@btconnect.com

www.gallup-international.com

www.voice-of-the-people.net

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 | Maria Dede | maridede@albnet.net | TNS Index Albania GIA | Face-to-face | National | 1000 | August 8 – August 17 |
| Argentina | Constanza Cilley | constanza.cilley@tns-gallup.com.ar | TNS Gallup Argentina | Face-to-face | National | 1010 | August 18– August 22 |
| Austria | Ingrid Lusk | i.lusk@gallup.at | Karmasin Marktforschung Gallup Österreich | Face-to-face | National | 804 | July 12 – August 13 |
| Bolivia | Luis Alberto Quiroga Arce | proyectos@encuestas-estudios.com | Encuestas & Estudios | Face-to-face | Urban | 1364 | June 26 – July 31 |
| Bosnia and Herzegovina | Aida Hadziavdic-Begovic | aida.hadziavdic@mib.ba | Mareco Index Bosnia | Telephone | National | 500 | June 7 – June 15 |
| Bulgaria | Marin Stoychev | m.stoychev@gallup-bbss.com | TNS BBSS Gallup International | Face-to-face | National | 1016 | June 25 – July 7 |
| Cameroon | Placide Yaptie | pyaptie@rms-international.net | RMS Cameroon | Face-to-face | Douala & Yaoundé | 519 | August 15 – August 20 |
| Canada | Diane Rousseau | drousseau@legermarketing.com | Leger Marketing | Telephone | National | 1007 | July 4 – July 20 |
| Colombia | Cristina Querubin | cquerubin@cnccol.com | Centro Nacional de Consultoría | Telephone | Urban | 600 | July 9 - July 16 |
| Croatia | Mirna Cvitan | Mirna.cvitan@puls.hr | PULS d.o.o. | Face-to-face | National | 1000 | August 2– August 19 |
| Czech Republic | Jan Trojacek | trojacek@mareco.cz | Mareco s.r.o. | Face-to-face | National | 1000 | June 6 – June 16 |
| Denmark | Jens Daugaard | Jens.Daugaard@tns-gallup.dk | TNS Gallup | CAWI | National | 1118 | June 20 – June 26 |
| Dominican* Republic | Leonard Kemp | l.kemp@sigmados-international.com | SIGMA DOS | Face-to-face | Urban | 471 | August 8 - August 14 |
| Ecuador | Carlos Cordoba | carlos.cordova@cedatos.com | Cedatos | Face-to-face | Main cities | 600 | October 1- October 12 |
| Finland | Mirva Väyrynen | mirva.vayrynen@tns-gallup.fi | TNS Gallup | Online panel | National | 1154 | June 8 – June 13 |
| France | Marc-André Allard | marc-andre.allard@tns-sofres.com | TNS Sofres | Face-to-face | National | 1000 | July 25- July 28 |
| Germany | Johannes Huxoll | johannes.huxoll@tns-ernid.com | TNS Emnid | Telephone | National | 500 | August 24 – August 25 |
| Ghana | Dinesh Kithany | dkithany@rms-africa.com | RMSI Ghana | Face-to-face | National | 2003 | July 11 – July 23 |
| Greece | Ero Papadopoulou | ero.papadopoulou@tnsicap.gr | TNS ICAP | Telephone | Urban | 1000 | July 12 – August 6 |
| Guatemala | Edgar Estrada | edgarest@gmail.com | Multivex-Sigma Dos | Face-to-face | Urban | 500 | September 14 – September 17 |
| Hong Kong | Winnie Yiu | winnie.yiu@tns-global.com | TNS | Online panel | National | 1006 | August 2 – August 14 |
| Iceland | Gudbjorg Andrea Jonsdottir | gudbjorg.andrea.jonsdottir@capacent.is | Capacent Gallup | Net panel | National | 1081 | July 3 – July 25 |
| India | Suvigya Rathi | suvigya.rathi@tns-global.com | TNS India | Face-to-face | Urban | 1069 | July 16 – July 27 |
| Indonesia | Widya Ria Kencana | Widya.Kencana@tns-global.com | TNS Indonesia | Face-to-face | Urban | 1010 | August 4– August 21 |
| Ireland | Jon Coll | jon.coll@tns-global.com | TNS mrbi | Telephone | National | 1020 | June 10 – June 19 |
| Italy | Paolo Colombo | paolo.colombo@doxa.it | Doxa s.p.a | Telephone | National | 1000 | July 12 – July 16 |
| Japan | Kiyoshi Nishimura | nisimura@nrc.co.jp | Nippon Research Center, Ltd. | Combination of “face-to-face” and “self-administered questionnaire” | National | 1200 | August 1– August 13 |
| Kosovo* (UN Administration) | Assen Blagoev | a.blagoev@gallup-bbss.com | BBSS-Index Kosovo | Face-to-face | Albanian plus population | 504 | August 11– August 16 |

| Country | Contact | E-mail | Company | Mode | Sample Type | Size | Fieldwork Dates |
|--------------|---------------------|---|---------------------------------|-------------------|--|------|--------------------------|
| Luxembourg | Louis Mevis | Louis.mevis@tns-ilres.com | TNS ILRES | Online Panel | National | 504 | August 2 – August 7 |
| Macedonia | Ivana Ivanovic | office@brima-gallup.com.mk | BRIMA | Face-to-face | National | 1141 | July 2 – July 11 |
| Malaysia | Bee Yoke Yang | BeeYoke.Yang@tns-global.com | TNS Malaysia | Face-to-face | Peninsula Malaysia Urban | 1250 | July 2 – August 5 |
| Moldova* | Jigau Ion | office@cbs-axa.org cbs_axa@yahoo.com | Joint venture “CBS AXA” Ltd | Face-to-face | National | 1237 | August 1 – August 15 |
| Netherlands | Dagmar Strikwerda | Dagmar.strikwerda@tns-nipo.com | TNS Nipo | CASI | National | 1009 | August 11 – August 23 |
| Nigeria | Femi Laoye | olaoye@rms-africa.com | RMS | Face-to-face | National | 5017 | July 12 – July 25 |
| Norway | Elise Wedde | elise.wedde@tns-gallup.no | TNS Gallup Norway | Web Interviews | Nationally representative of Internet-population | 1006 | August 17- August 29 |
| Pakistan | Fatima, Idrees | fatima.idrees@gallup.com.pk | Gallup Pakistan | Face-to-face | National | 1013 | June 25- July 5 |
| Panama* | Max Del Cid | psmcorreo@cwpanama.net | PSM SIGMA DOS PANAMA | Telephone | Urban | 685 | July 25 – August 18 |
| Peru | Gustavo Yrala | gyrala@datum.com.pe | DATUM Internacional S.A. | Face-to-face | National | 1133 | August 3 – August 7 |
| Philippines | Raymund Pascua | raymund.pascua@asiaresearch.com.ph | Asia Research Organization Inc. | Face-to-face | National | 1000 | July 17 – August 12 |
| Poland | Marek Fudala | marek.fudala@mareco.pl | Mareco Polska | Face-to-face | Urban | 1048 | August 27 – August 31 |
| Portugal | Ana Paraiba | ana.paraiba@tns-global.com | TNS Euroteste | Telephone | National | 1000 | July 4 - July 17 |
| Romania | Janina Stancicu | janina.stancicu@csop.ro | TNS - CSOP | Face-to-face | National | 1054 | June 25 – July 2 |
| Russia | Victor Pratushevich | Pratushevich.V@rmh.ru | Romir Monitoring | Face-to-face | National | 1573 | June 15 – June 21 |
| Senegal* | Erckman TOGNA | etogna@rms-international.net | RMS-Senegal | Face-to-face | Urban | 507 | June 22 – June 25 |
| Serbia | Sladjana Brakus | sladjja@tnsmediumgallup.coyu | TNS Medium Gallup | Face-to-face | National | 1003 | June 13 - June 19 |
| Singapore | Jasmine Yang | Jasmine.Yang@tns-global.com | TNS Singapore Pte.Ltd. | Telephone | National | 1020 | July 18 – August 21 |
| South Africa | Mari Harris | marih@markinor.co.za | Markinor | Telephone | National | 1496 | August 2– August 7 |
| South Korea | Hwanhee Lee | hhlee@gallup.co.kr | Gallup Korea | Face-to-face | National | 1001 | June 5- June 19 |
| Spain | Josefina Fernández | josefinaf@sigmados.com | Sigma Dos | Telephone | National | 1000 | June 1 – August 10 |
| Sweden | Matz Johansson | matz.Johansson@tns-gallup.se | TNS Gallup AB | Online interviews | National | 1000 | August 14 – August 20 |
| Switzerland | Nadja Mueller | nadja.mueller@isopublic.ch | ISOPUBLIC AG | Face-to-face | National | 1037 | July/– August |
| Turkey | Bengi Ozboyaci | bengi.ozboyaci@tns-global.com | TNS Piar | Face-to-face | National | 2015 | June 7– July 4 |
| UK | Emma Dolby | emma.dolby@tns-global.com | TNS | Telephone | National | 1000 | August 24 – August 26 |
| Ukraine | Alla Vlasyuk | Alla.vlasyuk@tnsofres.com.ua | TNS Ukraine | Face-to-face | National | 1200 | May 31 – June 7 |
| USA | Joe Vogt | Joe.vogt @tns-global.com | TNS | Online | National | 1019 | August 2 – August 16 |
| Venezuela | Romel Romero | romel@sigmados-international.com | Sigma Dos Venezuela | Face-to-face | Urban | 1058 | August 18 – September 11 |
| Vietnam | Khoa Nguyen | Khoa.Nguyen@tns-global.com | TNS | Face-to-face | Urban | 600 | August 2 – August 18 |

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