

Voice of the People™ INTERNATIONAL EARTH DAY

Not to be published before April 22nd, International Earth Day

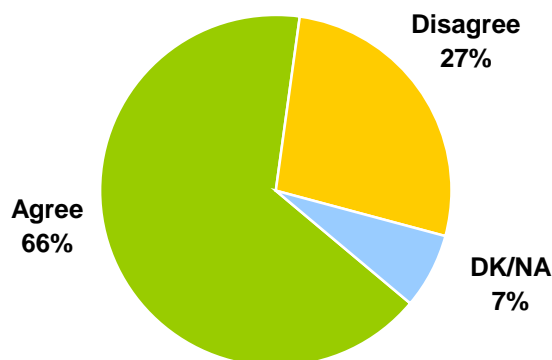
KEY FINDINGS

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.

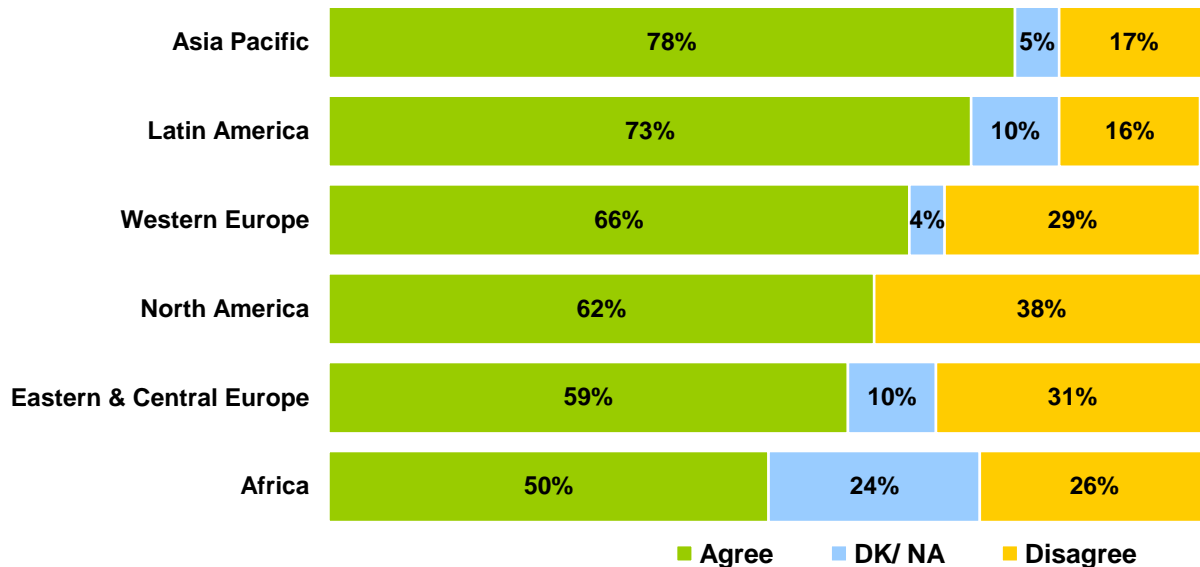
*“Global warming is having a serious impact now in the area where I live”
Agree vs. Disagree*



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)

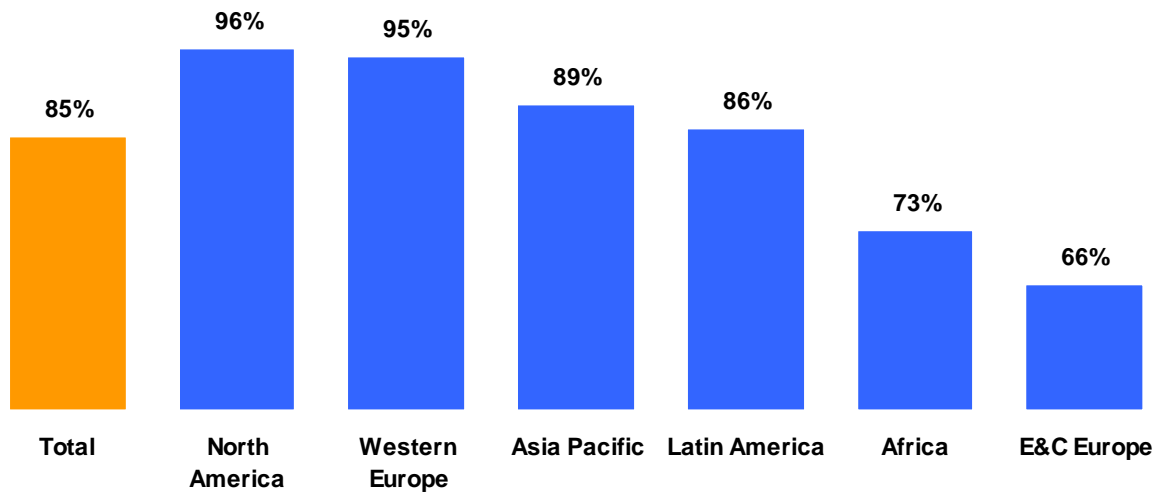


Source: Gallup International Association – Voice of the People™ 2007

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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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@cncol.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	psmcorre@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 Paraíba	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	sladja@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.**