



The World's Most Engaged Consumer Citizens Embrace Global Trade And Corporate Investments, But Want Their Governments To Crack Down On Companies

Movers And Shakers Of Public Opinion Shows Acute Risk To Companies' Reputations And Operations

Washington, D.C., July 12, 2007—The world's most engaged citizens say that while they personally embrace global trade and corporate investment in their homeland, they want their governments to more aggressively crack down on the activities and influence of national and multinational corporations, a new survey reports today.

The poll, covering 20 of the world's leading and burgeoning powerhouse economies, indicates the environment of public opinion puts global and national corporations at risk for potential government interventions and tighter regulatory incursions because its most engaged citizens will back such moves.

Encompassing 20,000 interviews, the survey shows a full majority (71%) of this key audience—specifically defined because of their marked involvement and societal impact within their country—indicate that foreign companies have too much influence over the economy in their country, and even more (75%) believe their government should be more aggressive in regulating corporations.

"What makes these findings vital for corporations to heed is that the population surveyed represents the movers and shakers of public opinion in these countries. For international business players seeking "permission" to operate, these are the opinion gate-keepers, and the reputation of a company, a sector, or even a nation can predispose them to a particular position of either granting permission or tightening it" said Darrell Bricker, Ph.D., and Co-Director, Global Public Affairs for Ipsos.

"These active, Internet savvy social networking citizen-consumers are the most engaged and involved people you will find in these societies—they are the public opinion vanguard that shapes the environment within which other citizen-consumers participate and are influenced. As such, we call them the *Intelligaged*TM, public opinion shapers that must be anticipated and measured on the dimensions of risk associated to an organization's reputation and its operations," he said.

But, despite their current views on having their governments step up the controls on companies within their countries, these engaged individuals are actually global trade and corporate investor supporters, not the expected stereotype.

In fact, among other findings, 91% believe that expanding global trade is a "good" thing, another 81% advocate that investment by global companies in their country is essential for their growth and expansion, and two-thirds (63%) agree that overall, globalization is a good thing for the world.

"These people are not talking out of both sides of their mouth," Dr. Bricker concludes, "Most are real or potential kindred allies for organizations at the macro level, but they're deeply concerned right now with what's happening in their own backyards and want their governments to use their powers to rein some things in."

The survey audience was identified by way of their engagement in various pursuits that suggest an *Intelligaged* global population—100% are online, 68% voted in the last election they were eligible to do so, half have instigated political, economic and social discussions with others, and 37% have signed a petition within the past year. On the consumer behavior side, half (47%) chose to buy a product or service because of a company's ethical, social or environmental reputation. Alternately, one third (33%) advised others against using a specific company or service for the same reason.

The exhaustive bi-annual survey assesses the public opinion and reputation risk environment and covers areas and topics including Social & Political, Corporate & Business, Industrial Sector or Segment, Corporate Issues and Ranking (Rank &



Radar), Benchmarking for 60+ global brands, Activist & Activism Profiles, Media & Internet Profiles and Corporate & Competitor Brand profiles.

Methodology

Ipsos' Global@dvisor-Reputation Risk Identifier—specifically constructed to understand the reputation risk environment critical to protecting the goodwill and equity (both financial and public) of corporate brands—was conducted in April of 2007, and will field again in October of 2007. It surveys 20,000 “broad elites, Internet Intelligaged, and digital information opinion leaders about corporate, social & political, foreign investment, expansion, the environment, and other critical business risk affecting your business landscape,” via 1,000 interviews each in 20 countries across the Ipsos global online panel access network, with results made available through the Global@dvisor research service digital platform within 20 days of initiating the global survey.

Clients can also add their own proprietary questions, and add countries beyond the 20 included in the study.

Simply stated:

20,000 interviews, across 20 countries, twice per year, in 20 days.

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Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2006, Ipsos generated global revenues of €857.3 million (\$1,076.3 million U.S.).

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