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 For more information on this press release please see our contact information at: www.GlobeScan.com

EXECUTIVE SUMMARY

Trust in Companies

November 2002



COMMITTED TO IMPROVING THE STATE OF THE WORLD

Overview

The World Economic Forum has just unveiled a major global public opinion survey that asked 34,000 people across 46 countries to assess the trustworthiness of a number of institutions, including global companies and large domestic companies, "to operate in the best interests of our society." The results confirm the concerns of many corporate executives in this post-Enron period.

Not only are companies among the least trusted of any of the 17 institutions tested, but the trust ratings of large domestic companies have fallen since December 2000 in 13 of the 17 countries for which tracking is available. Only national legislative bodies (e.g., parliament, congress) are seen as less trustworthy by citizens.

The World Economic Forum had already chosen "trust" as the theme of its upcoming Annual Meeting in Davos, Switzerland (23-28 January 2003). The survey findings underscore the importance of addressing declining trust levels by corporate executives as well as government leaders.

Declining Trust

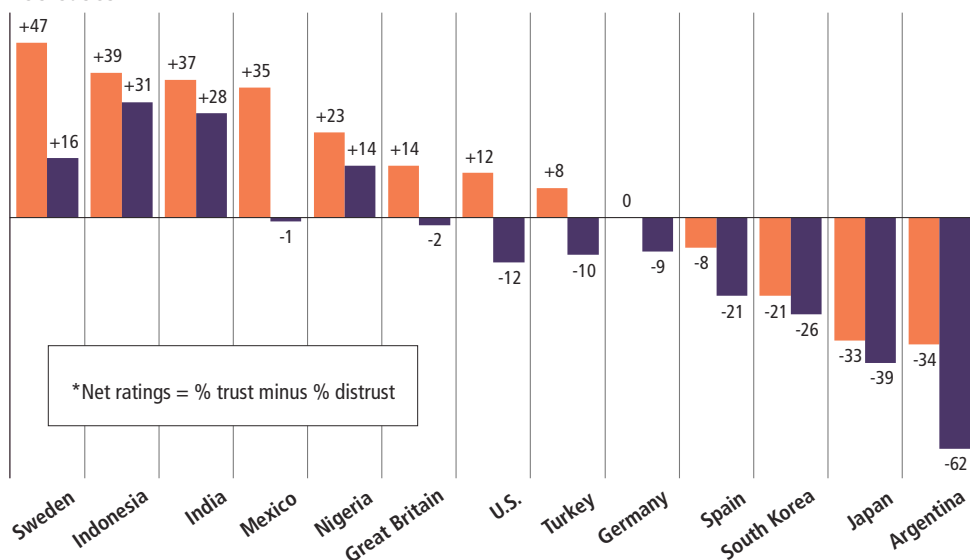
When the latest results are compared to net ratings from the identical question asked by Environics International in December 2000, the pattern reveals a significant and widespread decline in trust over the last two years. These and other metrics from the survey help identify the countries in which companies may come under increasing regulatory pressures.

Trust in Large Domestic Companies

Shifts in Net Ratings* in Tracking Countries

December 2000 (orange bar) August 2002 (dark blue bar)

Decreases



The “Voice of the People” survey was conducted by Gallup International in collaboration with Environics International between July and September 2002. The survey involved in-home or telephone interviews with 34,000 respondents across 46 countries on six continents. With this sample, results are statistically representative of the views of 1.4 billion individuals.

Among the other findings of this independent, non-commissioned research are:

- The armed forces are the most trusted institution of those tested, perhaps because of the security / anti-terrorism role they are currently playing.
- Non-governmental organizations (NGOs) including environmental and social advocacy groups enjoy the second highest trust ratings in the survey.
- Citizens also express relatively high levels of trust in the United Nations, even in America, putting the UN at the same high level as religious groups and churches.
- The World Trade Organization (WTO), World Bank and International Monetary Fund (IMF) have almost as many people distrusting them as trusting them to operate in society’s best interests. Of these three, the WTO is slightly more trusted.
- Citizens have as much trust in the media and in trade unions as they have in their national (mostly elected) governments.

The press release of the survey (including graphs of key findings) can be downloaded from the World Economic Forum’s website at <http://www.weforum.org/trustsurvey>. Contact our media department for more information at public.affairs@weforum.org

More in-depth analysis of these and other related polling results, including changes from December 2000, will be presented in Environics International’s 2003 *Global Issues Monitor* report available from <http://www.EnvionicsInternational.com/sp-gim.asp>.

In addition to exploring trust issues, the Global Issues Monitor includes public opinion across the “Group of 20” countries (representing the world’s largest economies) on globalization, privatization and global governance.

For more information, please contact:

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