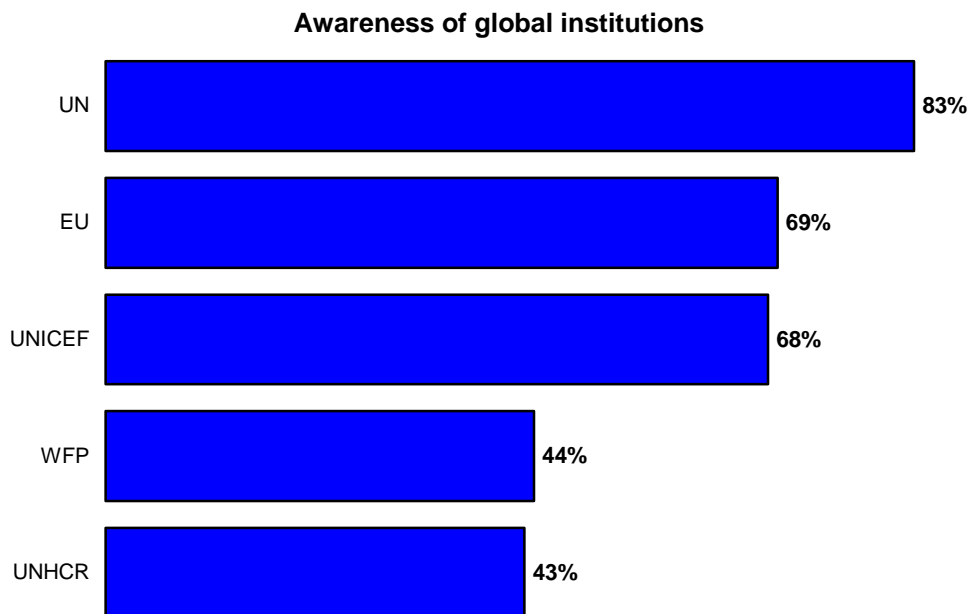


Voice of the People 2005
THE IMAGE OF THE UNITED NATIONS

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, conducted between May and June 2005, released by Gallup International for United Nations Awareness Day, October 24th. The survey in Kosova was conducted by Index Kosova, joint venture with BBSS Gallup International, in May 2005, with 1,023 respondents (Albanian and minorities without Serbs), aged 18+ years.

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.



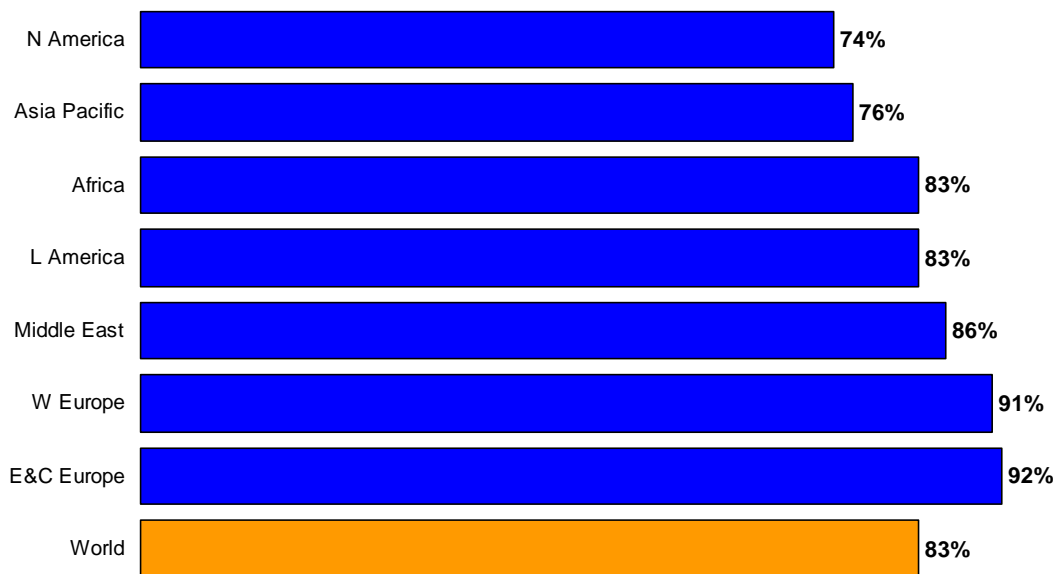
Source: Gallup International Association – Voice of the People 2005

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.

In Kosova too, people mostly recognize the UN (89%), followed by EU (83%), UNHCR (82%), UNICEF (80%) and very little WFP (43%).

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)

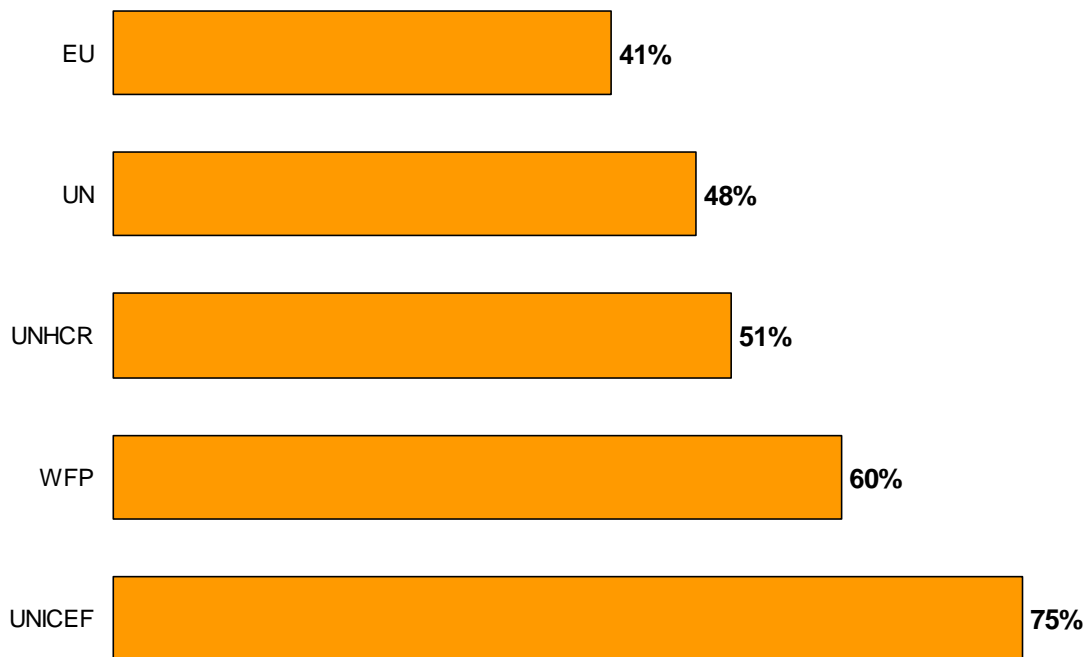
Image of institutions

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.

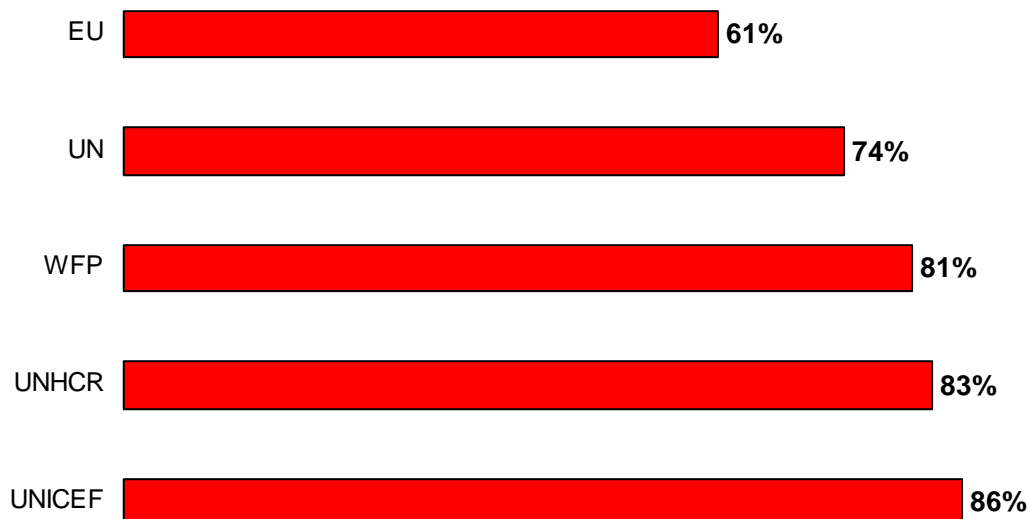
Positive Image of global institutions



Source: Gallup International Association – Voice of the People 2005

The positive image of global institutions in Kosova looks more or less the same as throughout the world, with the main difference that this estimate in Kosova is above the world average for all institutions. UNICEF enjoys the most positive image in Kosovo (86%), followed by UNHCR (83%), WFP (81%), UN (74%), whereas EU remains at the bottom of the list with 61%.

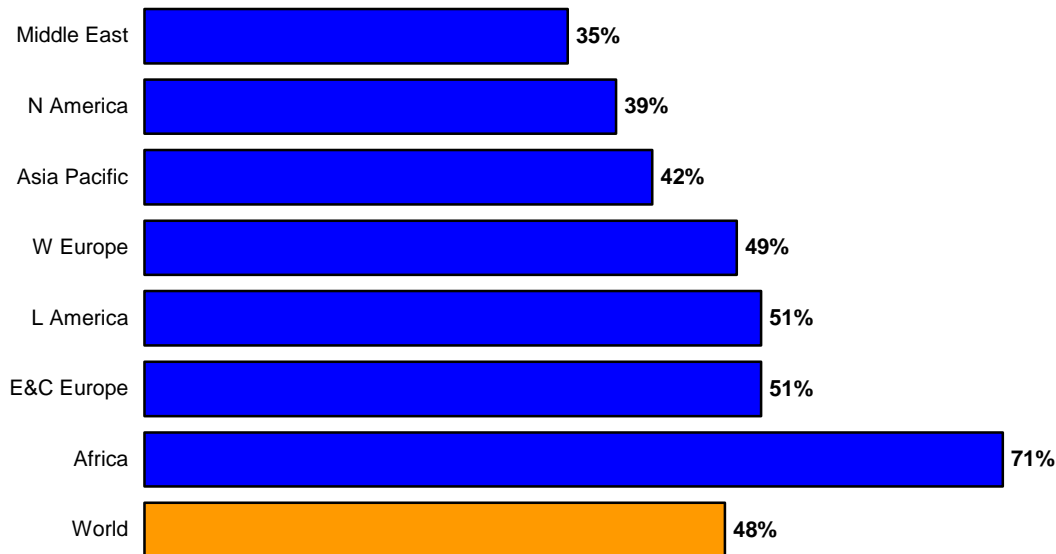
Positive Image of global institutions in Kosova



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%).

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.