

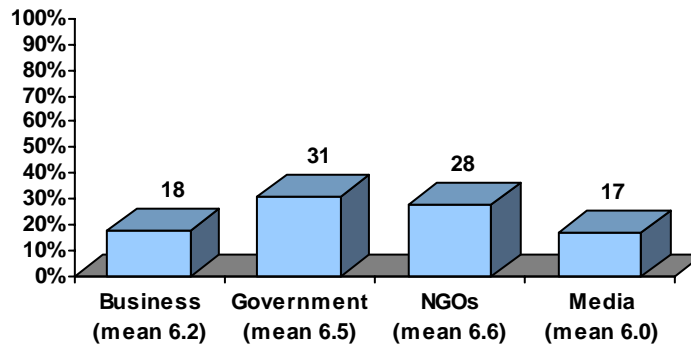


## 2005 Asia Pacific Stakeholder Research

### Key Findings:

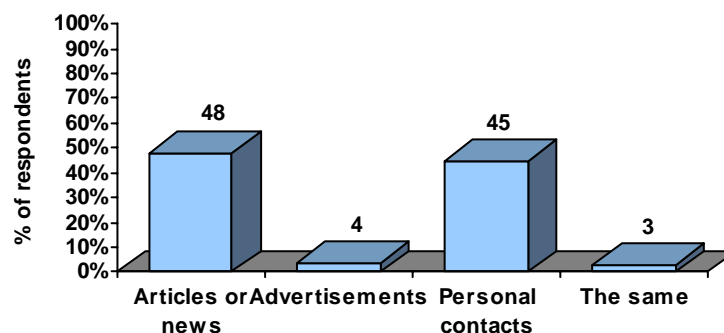
#### Trust in Institutions

- Across the region, government is seen as the 'most trusted' institution, with a 72 percent higher trust rating than business. Of the four institutions measured, government is the most trusted with a top rating of 31 percent, followed in order by non-governmental organizations (NGOs) at 28 percent, business at 18 percent and media at 17 percent.



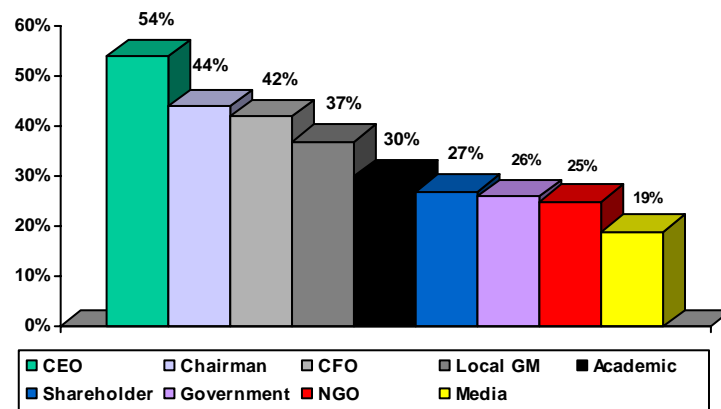
#### Trusted Communication Sources

- News/articles rate first with 48 percent of opinion leaders rating it as most believable source of information about corporations. However, personal contacts come in a close second with 45 percent of opinion leaders rating those highest.
- Forty-four percent of respondents turn to newspapers first as a trustworthy information source, followed by the Internet at 31 percent, television at 23 percent and radio at only three percent.



### Spokespeople: Degree of trust and believability

- Regionally, stakeholders find those closest to the operation of a corporation to be the most trusted and believable sources of information about that particular corporation.
- A CEO is seen by stakeholders across the region as the most trusted and believable spokesperson to provide information about a corporation, with 54 percent of the sample rating a CEO as ‘eight or higher’ on a ten-point trust scale; This is followed by a Chairman at 44 percent and a CFO at 42 percent.
- Across the region, the least trusted and believable source of information about a corporation is the media with only 19 percent of stakeholders rating them ‘eight or higher’, preceded by NGOs at 25 percent and government at 26 percent.



### Communications vehicles: Trust and believability

- Analyst reports are seen by stakeholders across the region as the most likely source of information about a corporation, with 34 percent of the sample rating them ‘eight or higher’ on a scale of ten. Further, 38 percent of regional stakeholders rate analyst reports with the highest credibility for information about corporations.
- Following analyst reports, 31 percent of respondents rate the daily newspaper as their most likely source for information about a corporation. However, only 25 percent of the sample find the daily newspaper to be the most ‘believable’.
- Twenty-nine percent of regional respondents cite local television as their most likely source of information about a corporation, however, only 24 percent of the respondents cite the television as a ‘believable’ source.

### Characteristics of a responsible organization

- Throughout the region, tangible business factors are still considered the most essential for a ‘good and responsible’ corporation.
- Stakeholders rate the following characteristics most highly when asked if they are essential drivers of good and responsible behavior (the percentages refer to a rating of ‘8 or higher’):
  - 81 percent give ‘eight or higher’ for the statement ‘offers top quality products and services’

- 78 percent give 'eight or higher' for the statement 'stands behind its products and services'
- 70 percent give 'eight or higher' for the statement 'provides senior leadership that can be trusted', significantly up from the 55 percent rating in 2003.

-ENDS-

### **About the Survey**

This was Edelman's third annual Asia Pacific Stakeholder Research study conducted in partnership with Harris Interactive Inc., one of the world's leading research houses. The research objective was to understand which factors are most important to stakeholders when corporations build relationships with them. Within this, the research examined:

- Trust in Asia Pacific institutions and information sources
- The drivers of stakeholder opinions
- The drivers of responsible corporate behavior / Corporate Social Responsibility

The regional respondents represented seven different stakeholder groups, including:

- Senior business executives: C-Suite executive decision makers
- Institutional investors
- Government officials: Mid-range officials or above, such as senior officers and senior executive officers
- Media representatives: Senior Business Editors/Reporters/Journalists and Producers
- NGOs/trade associations: Managers or above working in institutions, charity organizations, industry associations and/or trade associations
- Up-scale consumers: Middle to upper class consumers with buying power; work in multi-national corporations and large corporations
- Employees

### **About Edelman**

Edelman is the world's largest independent public relations firm, with 1,800 employees in 43 offices worldwide. In 2004, The Holmes Group named Edelman "International Agency of the Year," and PRWeek voted its work for CIT "Best Campaign of the Year," the industry's most prestigious award for client programming. Edelman's network includes four specialty firms - Blue (advertising), First&42nd (management consulting), StrategyOne (research) and BioScience Communications (medical education and publishing) - making it possible to offer clients a comprehensive spectrum of communications services. Visit [www.edelman.com](http://www.edelman.com) or [www.edelmanapac.com](http://www.edelmanapac.com) for more information.