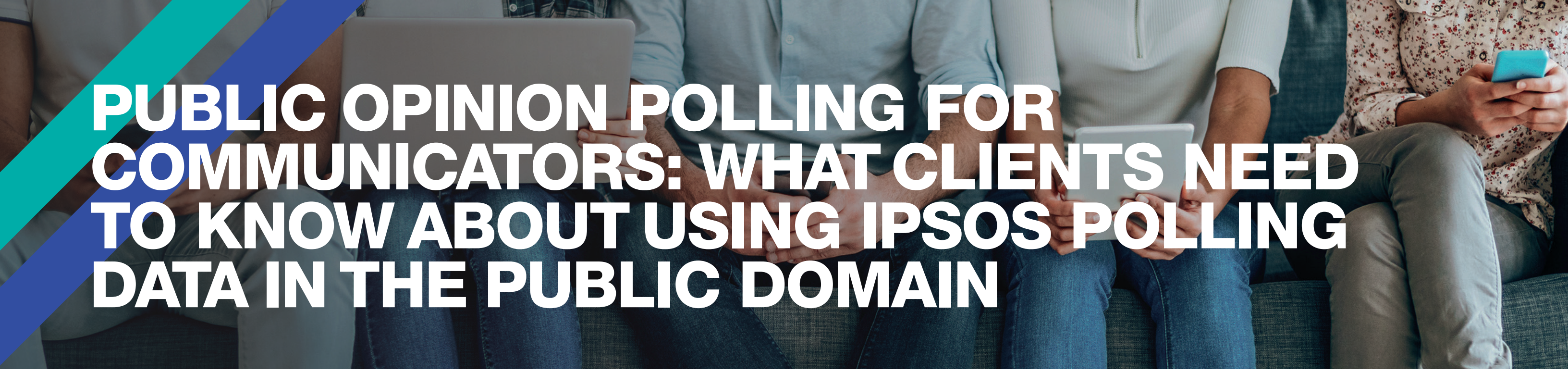

PUBLIC OPINION POLLING FOR COMMUNICATORS: WHAT CLIENTS NEED TO KNOW ABOUT USING IPSOS POLLING DATA IN THE PUBLIC DOMAIN

To protect both our own and our clients' reputation, Ipsos has a rigorous protocol that applies to any survey whose results are intended for release to the media or used in any publicly facing materials such as websites, sales materials, or advertising.

Our public release policy stipulates that:

- Ipsos must review and approve all questions, sample frame and proposed methodology *prior* to data collection to make sure there is no bias or any current potential client conflict. If this consultation does not occur, data may not be publicly released after it's been collected, except in very special circumstances.
- Ipsos must review and approve all client materials that reference the research and Ipsos' name before they're made public. This would include media releases, ads, blog posts, website copy, etc. This helps ensure that the factual elements of the materials are accurate, the context is not misleading, and the data released is not selective such that the overall findings of the study are misrepresented.
- After the data is collected, Ipsos will produce a summary of the findings in what we call a "factum," which is a clear and accurate description of the findings. This factum, containing only the data being released, will be posted to Ipsos' website as the public record of the research, in coordination with the client issuing their own media release, or marketing materials.
- Ipsos clients may not release or use the results of any custom, syndicated or other polling/research undertaking that refers to any brand or corporate trademark other than their own, such as making comparative claims versus named or unnamed competitors (individual or aggregate) unless this has been approved in writing by Ipsos in advance of the research being conducted. This type of work, if approved, will require clients to sign off a statement of work with legal conditions.

What does this service cost?

We charge a variable fee for this service which depends on the size and complexity of the survey. Please contact us for more information.

How long does it take?

The timing for client releases is coordinated between Ipsos and the client. The typical timeframe for an omnibus study of this nature is typically two weeks from start to finish. Custom studies add a week or two.

Once the data is out of field, we'll review it and write the factum—a process that usually takes about two business days.

We require up to two days lead time to review any client material that references the data before it's made public.

Once collected, data should be released within three months of fielding, to ensure its relevancy.

What information is included in Ipsos' factum?

- The name of the sponsoring client
- The name of the designated spokesperson for Ipsos
- Information about the sample size and margin of error/credibility interval
- The dates that the study was conducted
- The exact question wording
- Detailed data tables

What information should the client media release include?

- The dates the poll was conducted
- The sample size and description of respondents
- The margin of error
- The methodology used to collect the data
- A link to the Ipsos website where the factum and detailed tables are located

The use of Ipsos' name in a public release of data by clients is not permitted without the prior agreement of Ipsos and could result in legal action. The results from syndicated studies may not be released by clients, as the data is proprietary to Ipsos.

For more information please contact:

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GAME CHANGERS

Ipsos