

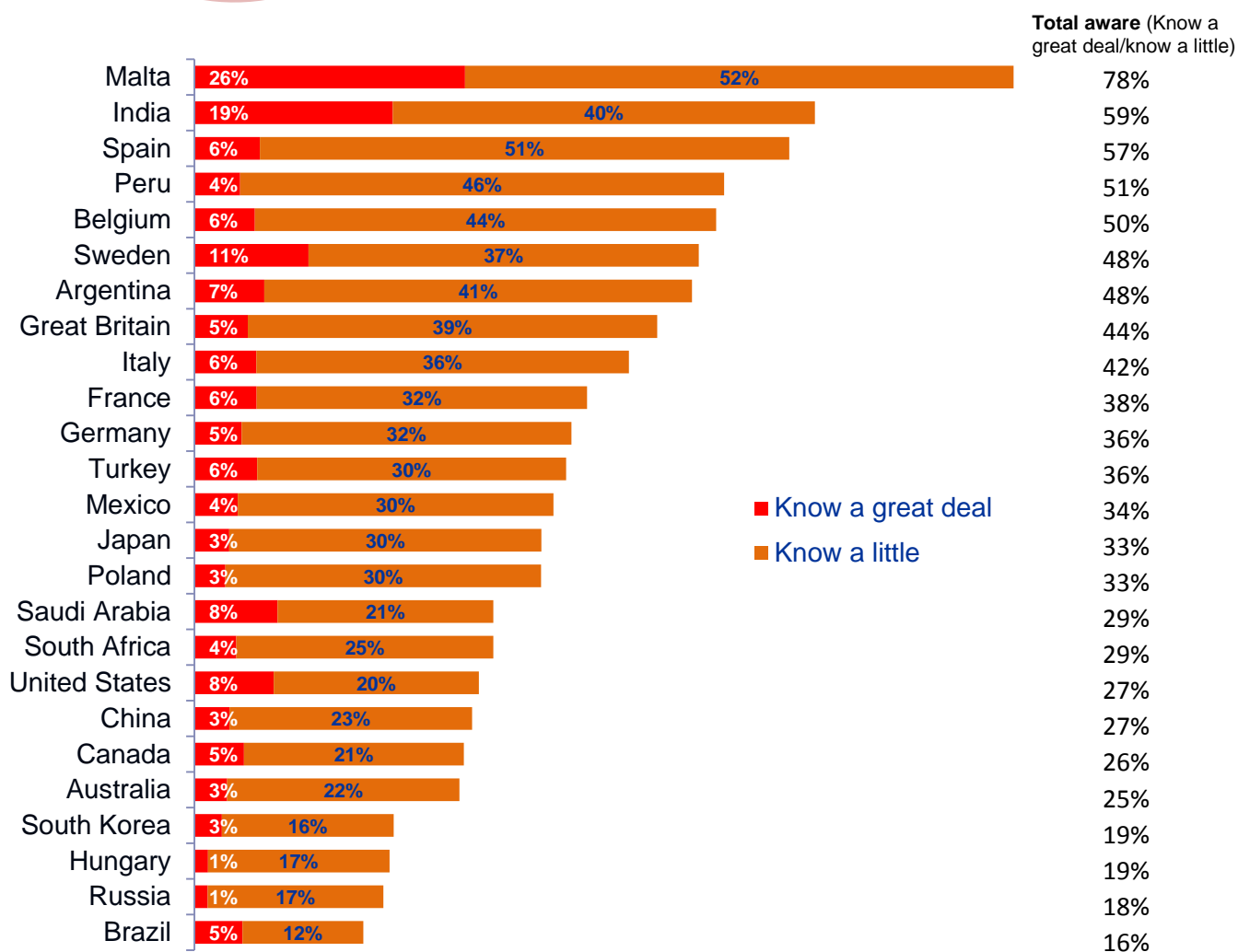
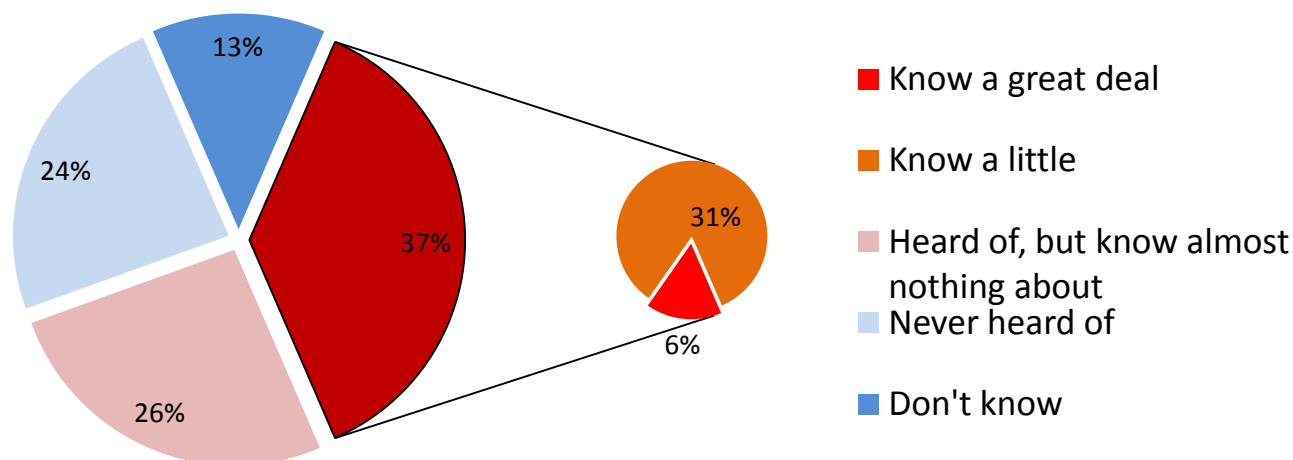
Panama Papers

Following the contentious investigation by the International Consortium of Investigative Journalists, Ipsos Global @dvisor conducted a poll to gauge public opinion on the offshore money laundering scandal.



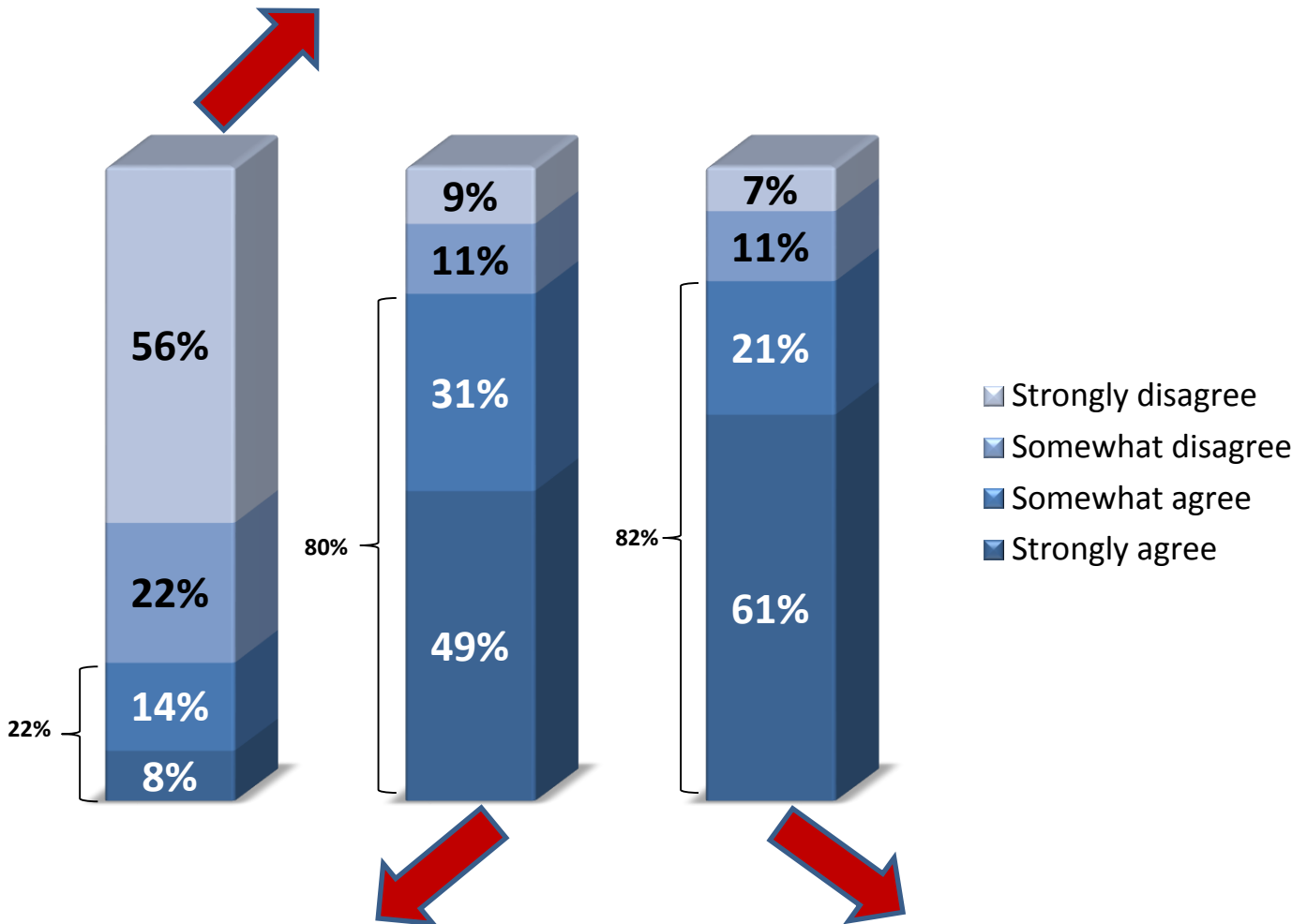
Awareness of Panama Papers scandal

Four in 10 (37%) global respondents know about the Panama papers scandal. Countries with the greatest level of awareness are Malta (78%), India (59%), Spain (57%) and Peru (51%). Only small minorities are aware of the scandal in Brazil (16%), Russia (18%), Hungary (19%) and South Korea (19%).



Is it reasonable to avoid taxes?

One in five (22%) agree that it is completely reasonable to avoid taxes however you can, including putting money in shell companies and offshore accounts



Are there double standards?

Four in five (80%) agree this story shows that there's two sets of rules in the world - one for rich people, and one for everybody else

Should politicians resign if involvement is proven?

An overwhelming majority (82%) agree that if a politician is proven to have done what is alleged in the Panama Papers, he or she should immediately resign his or her position

- The survey instrument is conducted monthly in 25 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Italy, Japan, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.
- For the results of the survey presented herein, an international sample of 18,058 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, India, Malta, Mexico, Peru, Poland, Russia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.
- In countries where internet penetration is approximately 60% or higher the data output is comparable the general population. Of the 24 countries surveyed online, 15 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and United States. The eight remaining countries surveyed –Brazil (53% Internet penetration among the citizenry), China (46%), India (19%), Mexico (41%), Peru (40%), Russia (59%), South Africa (47%) and Turkey (47%)—have lower levels of connectivity therefore are not reflective of the general population; however, the online sample in these countries are particularly valuable in their own right as they are more urban/educated/income than their fellow citizens and are often referred to as “Upper Deck Consumer Citizens”.

ABOUT IPSOS

- Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry.
- With offices in 87 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media, customer loyalty, marketing, public affairs research, and survey management.
- Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.
- Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues €1,669.5 (\$2,218.4 million) in 2014.
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