

Global @dvisor

Osama bin Laden

These are the findings of the *Global @dvisor* Wave 21 (G@21), an Ipsos survey conducted between May 9th and May 20th, 2011









A Global @dvisory G@21 Osama bin Laden

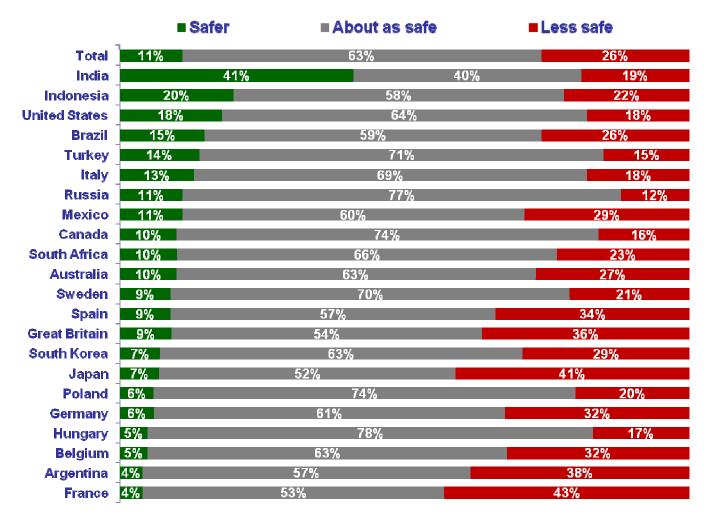


Methodology

- These are the findings of the Global @dvisor Wave 21 (G@21), an Ipsos survey conducted between May 9th and May 20th, 2011.
- The survey instrument is conducted monthly in 22 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, France, Great Britain, Germany, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, 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 17,119 adults age 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, Indonesia, Mexico, Poland, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.
- Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/-4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



As you probably know, Osama bin Laden was recently killed by US forces. As a result of the death of Osama bin Laden, do you personally feel safer, less safe, or about as safe as before?

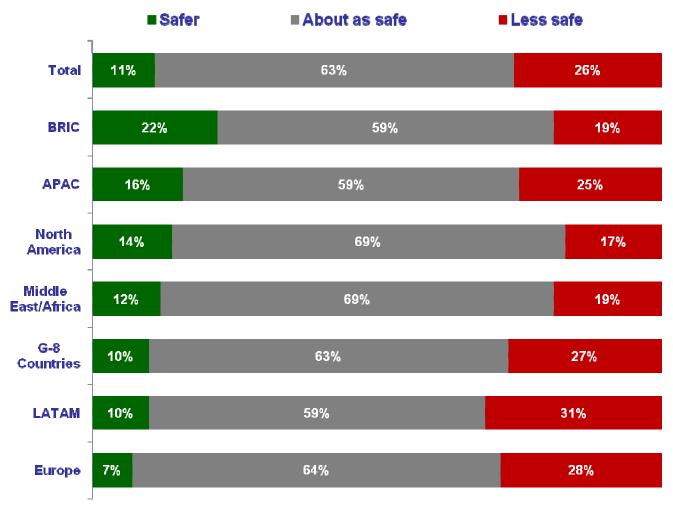


CP1. As you probably know, Osama bin Laden was recently killed by US forces. As a result of the death of Osama bin Laden, do you personally feel safer, less safe, or about as safe as before?

Base: All Respondents n = 17119



As you probably know, Osama bin Laden was recently killed by US forces. As a result of the death of Osama bin Laden, do you personally feel safer, less safe, or about as safe as before?

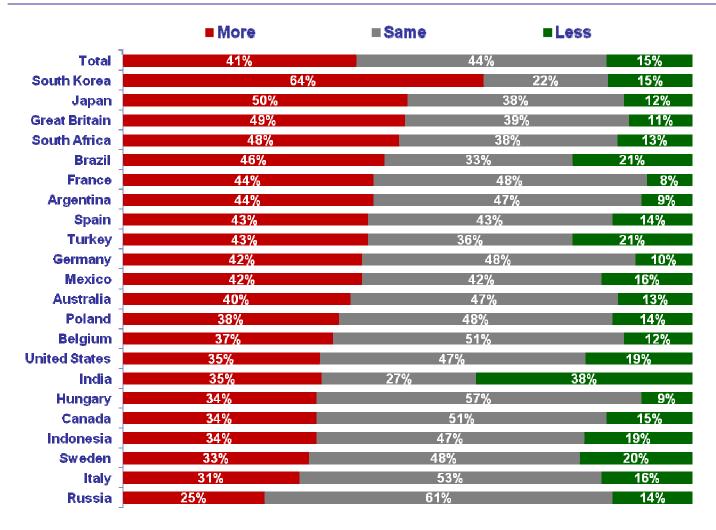


CP1. As you probably know, Osama bin Laden was recently killed by US forces. As a result of the death of Osama bin Laden, do you personally feel safer, less safe, or about as safe as before?

Base: All Respondents n = 17119



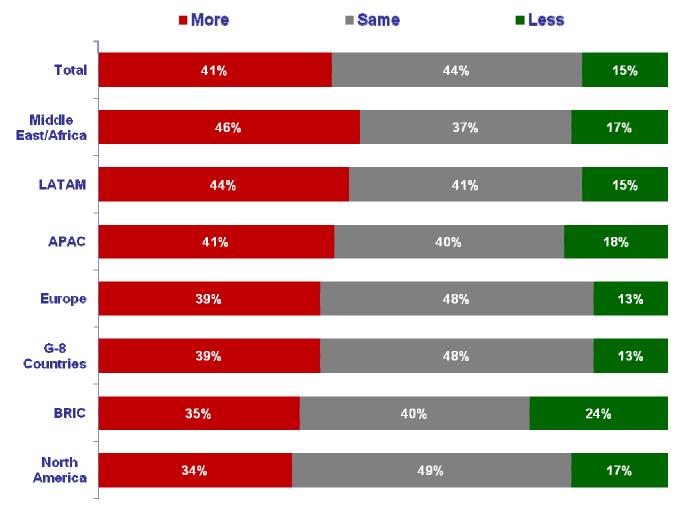
With his death do you think there will be more/less/same number of attacks undertaken by al-Qaida in the future?



CP2. With his death do you think there will be more/less/same number of attacks undertaken by al-Qaida in the future? Base: All Respondents n = 17119



With his death do you think there will be more/less/same number of attacks undertaken by al-Qaida in the future?

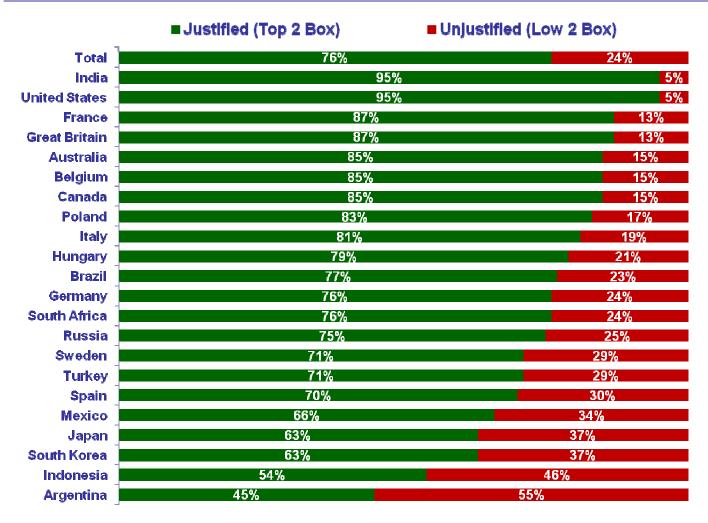


CP2. With his death do you think there will be more/less/same number of attacks undertaken by al-Qaida in the future? Base: All Respondents n = 17119





As you may know, Osama bin Laden took personal responsibility for the attacks of 9/11 which destroyed the World Trade Center towers in New York City, USA. To what extent to do you think the US was justified in seeking out and killing Mr. Bin laden who was residing in Pakistan?



CP3. As you may know, Osama bin Laden took personal responsibility for the attacks of 9/11 which destroyed the World Trade Center towers in New York City, USA. To what extent to do you think the US was justified in seeking out and killing Mr. Bin laden who was residing in Pakistan?

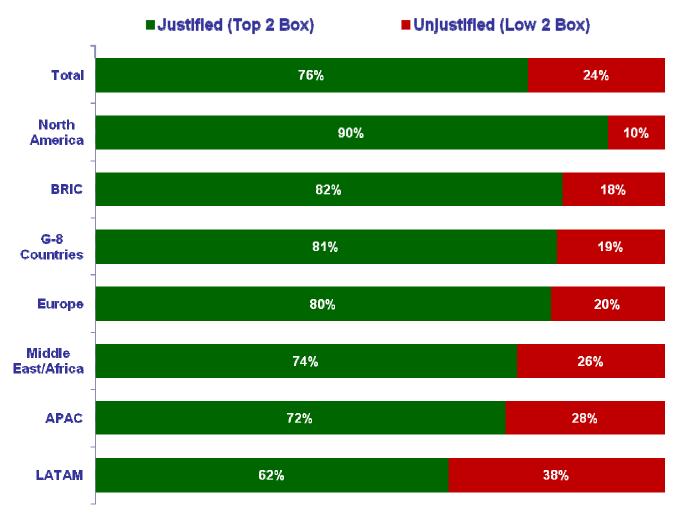
Base: All Respondents n = 17119

A Global @dvisory G@21





As you may know, Osama bin Laden took personal responsibility for the attacks of 9/11 which destroyed the World Trade Center towers in New York City, USA. To what extent to do you think the US was justified in seeking out and killing Mr. Bin laden who was residing in Pakistan?



CP3. As you may know, Osama bin Laden took personal responsibility for the attacks of 9/11 which destroyed the World Trade Center towers in New York City, USA. To what extent to do you think the US was justified in seeking out and killing Mr. Bin laden who was residing in Pakistan?

A Global @dvisory G@21

A Global @dvisory G@21

A Global @dvisory G@21

**The provided HT and Trade Center towers in New York City, USA. To what extent to do you think the US was justified in seeking out and killing Mr. Bin laden who was residing in Pakistan?

A Global @dvisory G@21

**The provided HT and Trade Center towers in New York City, USA. To what extent to do you think the US was justified in seeking out and killing Mr. Bin laden who was residing in Pakistan?

A Global @dvisory G@21

**The provided HT and Trade Center towers in New York City, USA. To what extent to do you think the US was justified in seeking out and killing Mr. Bin laden who was residing in Pakistan?

A Global @dvisory G@21

**The provided HT and Trade Center towers in New York City, USA. To what extent to do you think the US was justified in seeking out and killing Mr. Bin laden who was residing in Pakistan?

A Global @dvisory G@21

**The provided HT and Trade Center towers in New York City, USA. To what extent to do you think the US was justified in seeking out and killing Mr. Bin laden who was residing in Pakistan.

**The provided HT and Trade Center towers in New York City, USA. To what extent to do you think the US was justified in seeking out and killing Mr. Bin laden who was residing in Pakistan.

**The provided HT and Trade Center towers in New York City, USA. To what extent to do you think the US was justified in Seeking to the USA. To what extent to do you think the USA. To what extent to the USA. To whole the USA. To what extent to the USA. To whole the USA. To whole

A Global @dvisory G@21 Osama bin Laden



About Ipsos

- Ipsos is the second largest global survey-based market research company, owned and managed by research professionals that assess market potential and interpret market trends for over 5,000 worldwide clients to develop and test emergent or existing products or services, build brands, test advertising and study audience responses to various media, and, measure public opinion on issues and reputation.
- With over 9,100 employees working in wholly owned operations in 64 countries, Ipsos conducts advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting and a full line of custom, syndicated, omnibus, panel, and online research products and services in over 100 countries.
- Founded in 1975 by Jean-Marc Lech and Didier Truchot, Ipsos has been publicly traded since 1999. In 2008, Ipsos' revenues totaled €979.3 million. Listed on Eurolist by NYSE - Euronext Paris, Ipsos is part of the SBF 120 and the Mid-100 Index and is eligible to the Deferred Settlement System.

Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.



For information about this and other *Global @dvisory* products contact:

John Wright

Senior Vice President and Managing Director, Public Opinion Polling Ipsos Public Affairs +1 (416) 324-2002 john.wright@ipsos.com

Keren Gottfried

Research Associate, Public Opinion Polling Ipsos Public Affairs +1 (416) 572-4481 keren.gottfried@ipsos.com

■ The Ipsos *Global @dvisor* **Omnibus** is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. For information contact:

Chris Deeney

Senior Vice President and Managing Director, Omnibus Division Ipsos Public Affairs +1 (312) 665-0551 chris.deeny@ipsos.com

Visit www.ipsos.com for information about all of our products and services.

Copyright Ipsos 2010. All rights reserved. The contents of this publication constitute the sole and exclusive property of Ipsos.