



Global @dvisor

Mayan Prophecy: The End of the World?

Citizens in 21 Countries Assess the Possibility of the End
of the World for a Total Global Perspective

A Global @dvisory – April 2012 – G@31
MAYAN END OF THE WORLD



These are the findings of the *Global @dvisor* Wave 31 (G@31),
an Ipsos survey conducted between March 6th and March 20th, 2012

SURVEY METHOD	COUNTRIES	SAMPLE	WEIGHTING
The survey instrument is conducted monthly in 21 countries around the world via the Ipsos Online Panel system. This month, fielding took place in 26 countries.	The countries reporting herein are Argentina, Australia, Belgium, Canada, China, France, Germany, Great Britain, Hungary, 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 16,262 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, Russia, 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.

DETAILED FINDINGS

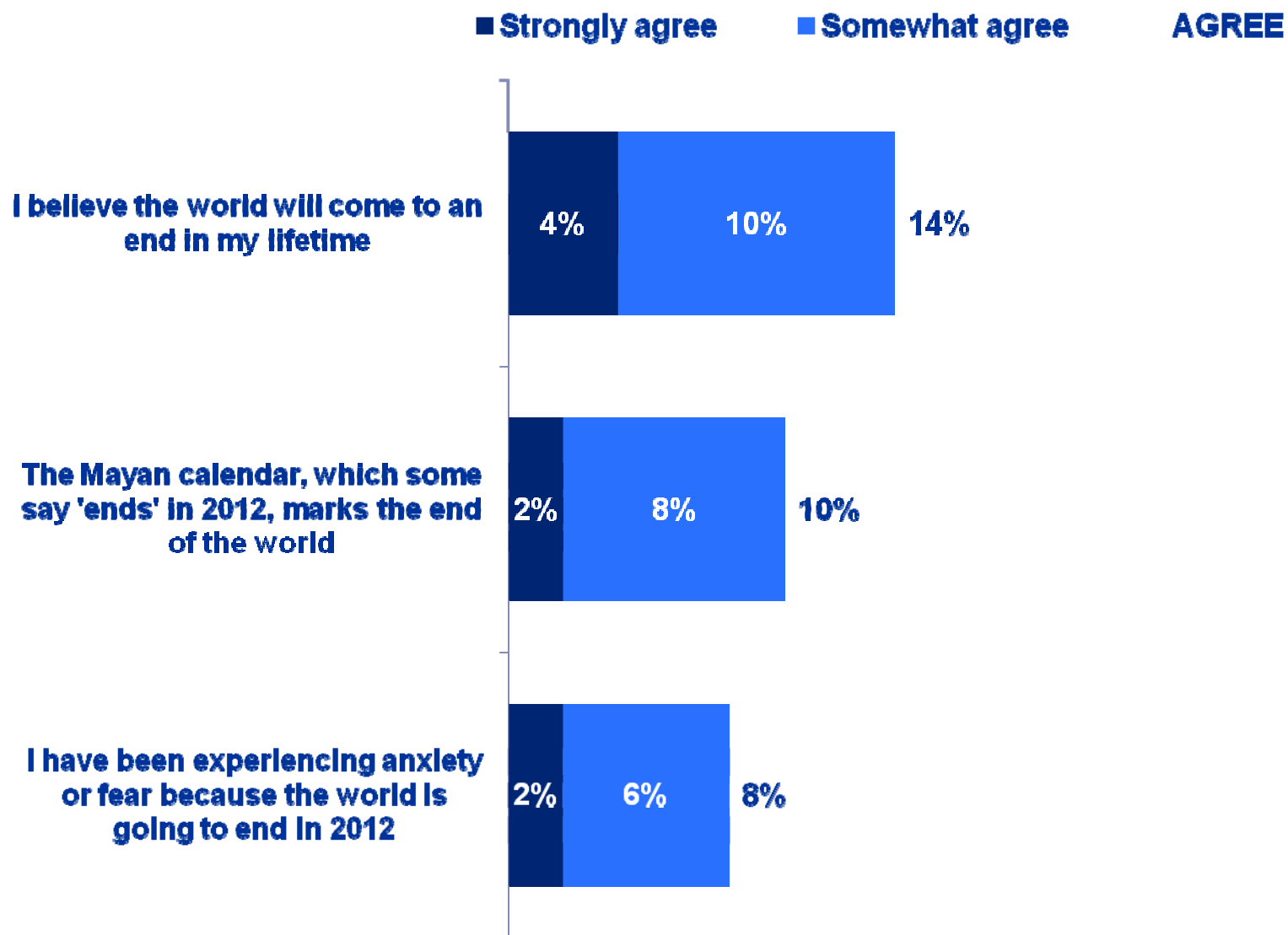
To what extent do you agree or disagree with the following statements?

- **I believe the world will come to an end during my lifetime**
 - **The Mayan calendar, which some say ‘ends’ in 2012, marks the end of the world**
 - **I have been experiencing anxiety or fear because the world is going to end in 2012**
 - **I believe the world will come to an end during the calendar year of 2012**
-
- Strongly agree
 - Somewhat agree
 - Somewhat disagree
 - Strongly disagree





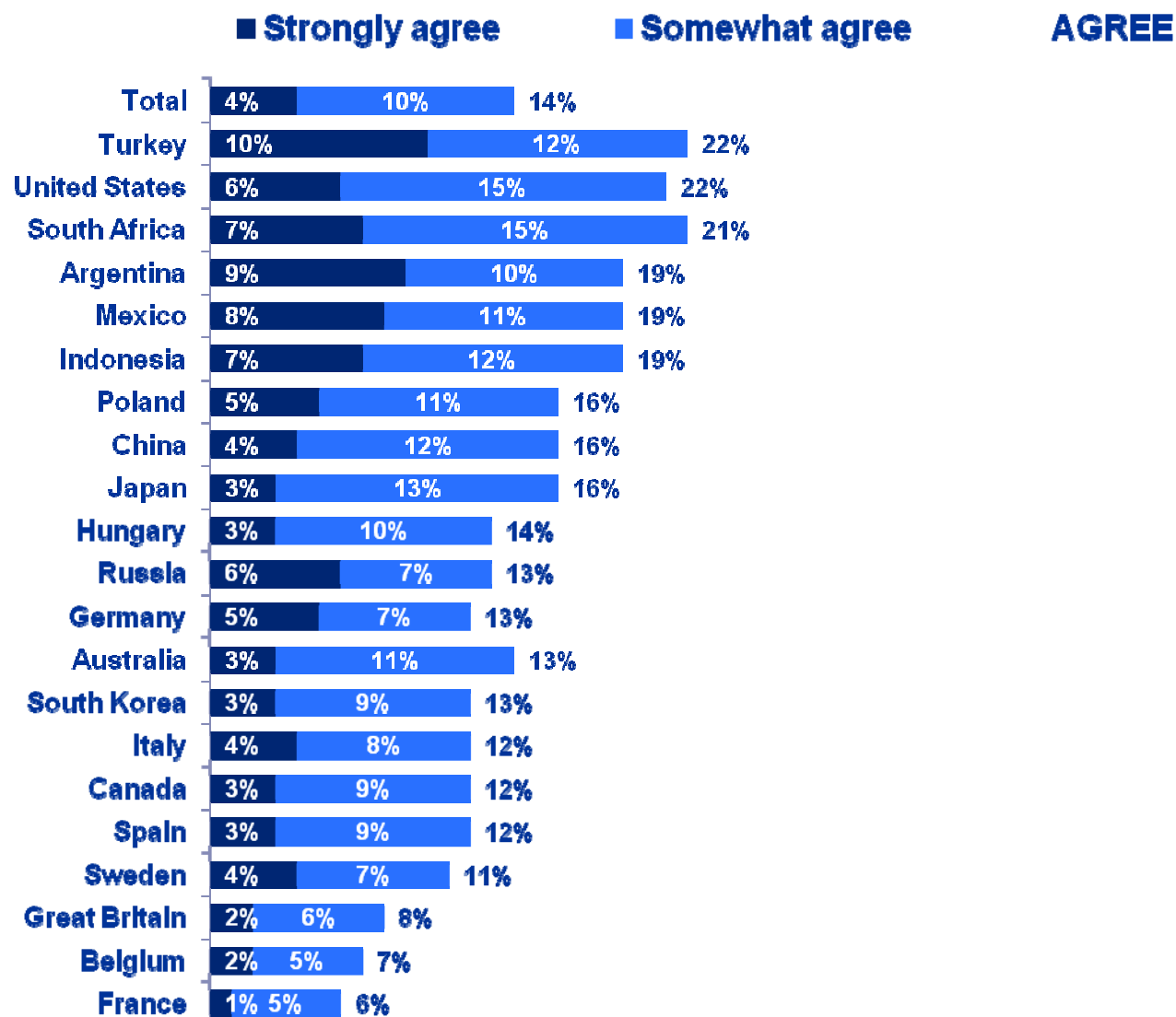
Global Summary



To what extent do you agree or disagree with the following statements?
Base: All respondents n=16,262



I believe the world will come to an end during my lifetime



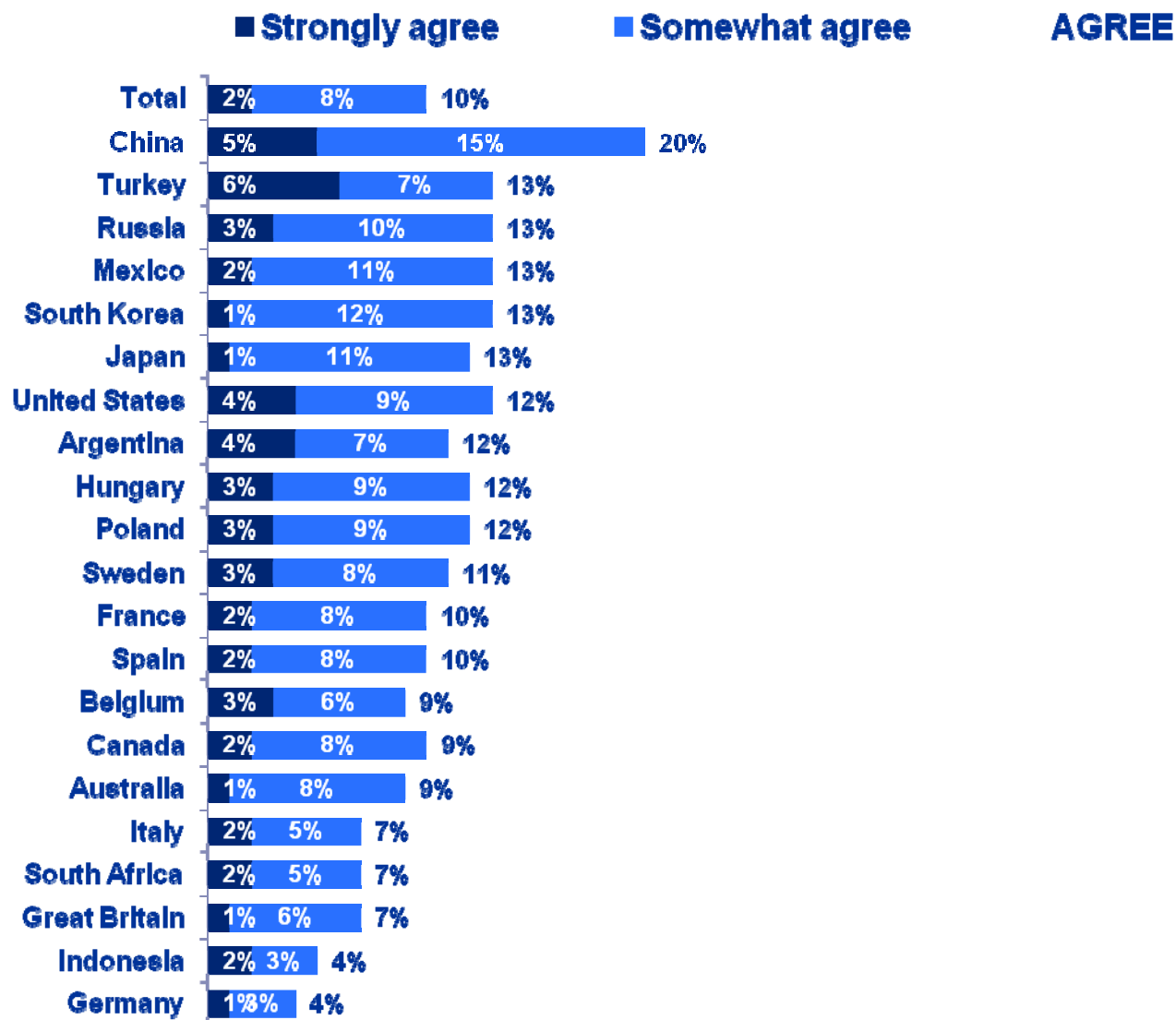
EM1_2. [I believe the world will come to an end during my lifetime] To what extent do you agree or disagree with the following statements?

Base: All respondents n=16,262

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The Mayan calendar, which some say 'ends' in 2012, marks the end of the world



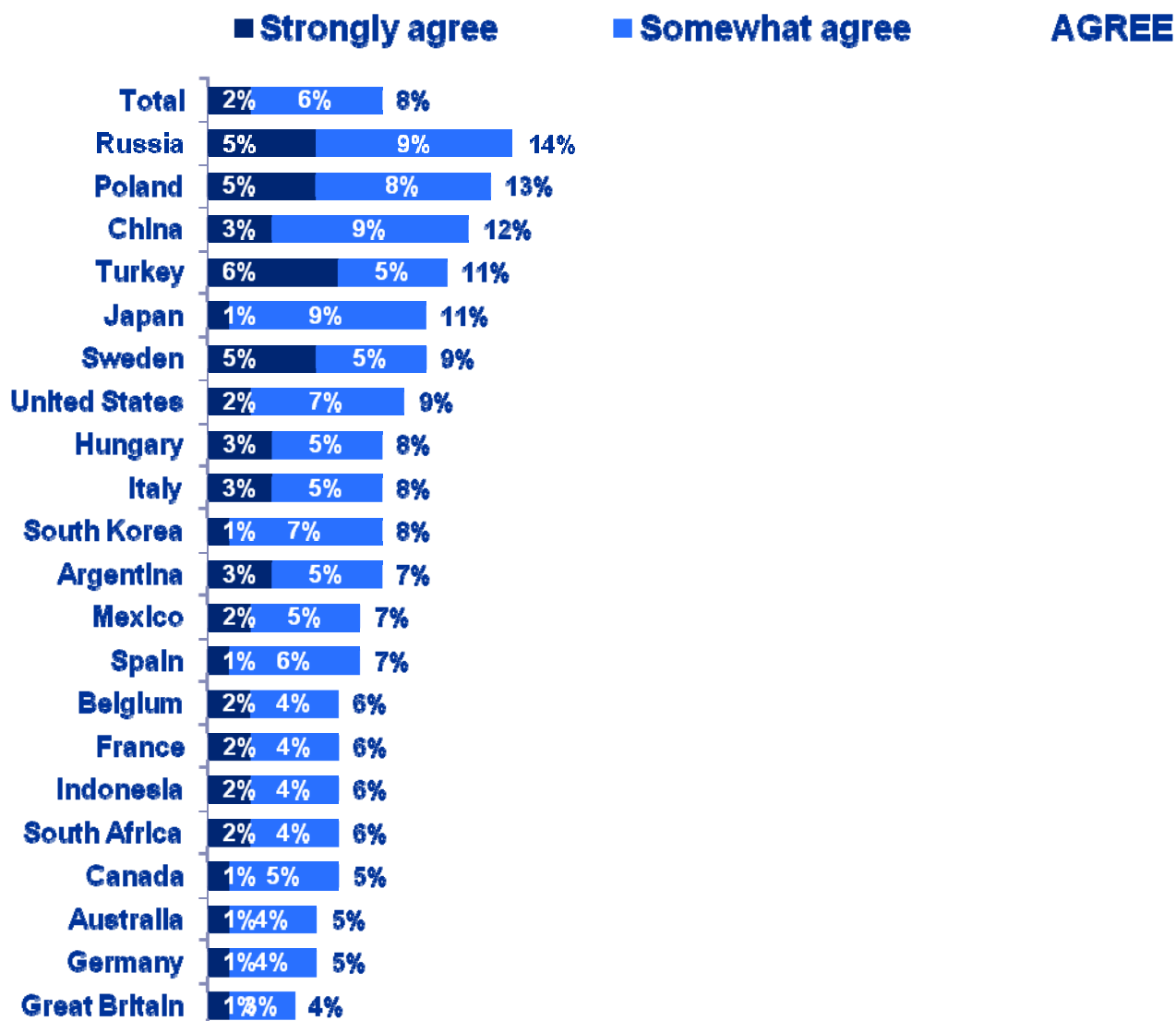
EM1_3. [The Mayan calendar, which some say 'ends' in 2012, marks the end of the world] To what extent do you agree or disagree with the following statements?

Base: All respondents n=16,262

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I have been experiencing anxiety or fear because the world is going to end in 2012



EM1_4. [I have been experiencing anxiety or fear because the world is going to end in 2012] To what extent do you agree or disagree with the following statements?

Base: All respondents n=16,262

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- 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. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.
- With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, 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. They measure public opinion around the globe.
- Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1.14 billion (\$1.6 billion U.S.) in 2010.
- Visit www.ipsos-na.com to learn more about Ipsos' offerings and capabilities.



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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:

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