



Global @dvisor

Property Prospects in 26 Countries

Global Respondents Assess if the Next 30 Days is a Good Time to Buy Property



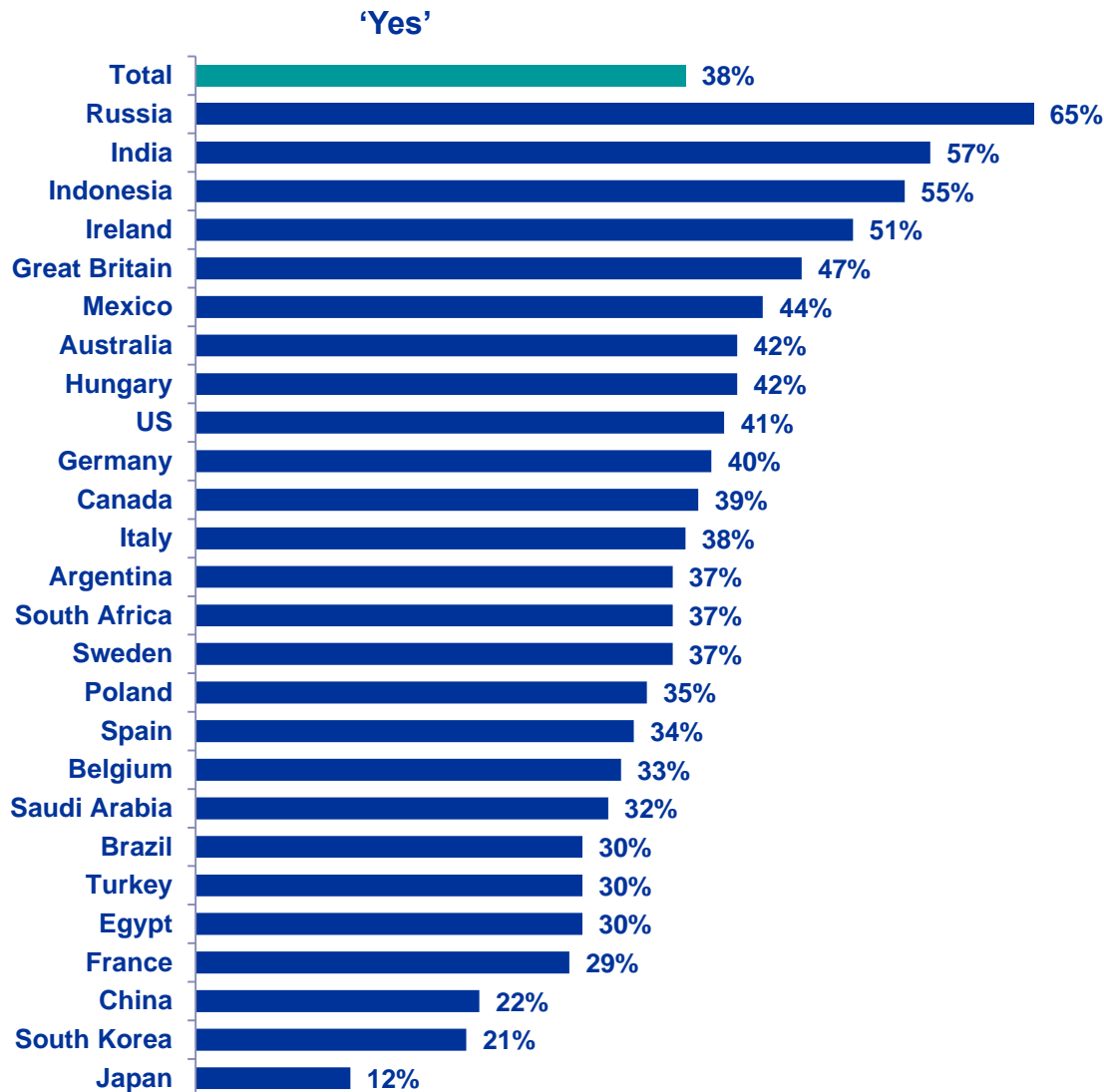
*Property Prospects
Global @dvisor – May 2014*



These are the findings of the *Global @dvisor* Wave 56 (G@56), an Ipsos survey conducted between April 1st to April 15th , 2014.

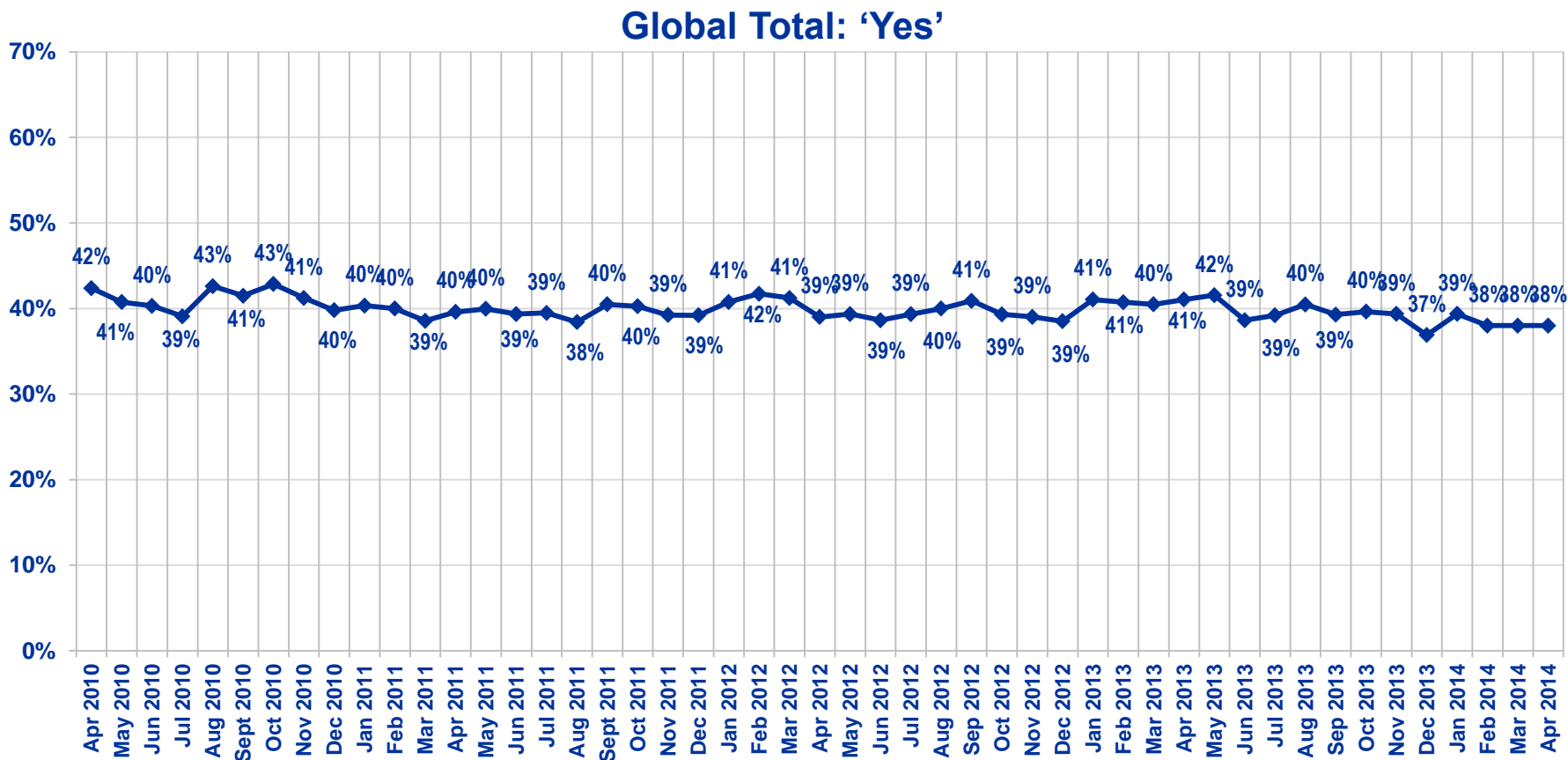
- The survey instrument Global @dvisor is conducted monthly in 24 countries via the Ipsos Online Panel system. This month, 26 countries participated.
- For the results of the survey herein, an total sample of 20,144 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, was interviewed between April 1st to April 15th 2014. Approximately 1000+ individuals were surveyed in Australia, Brazil, Canada, China, France, Germany, Great Britain, India, Italy, Japan, Spain, and the United States of America. Approximately 500+ individuals were surveyed in Argentina, Belgium, Hungary, Indonesia, Ireland, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey.
- The results reported include n=560 in Egypt, a 25th country included in the Global Economic Pulse, conducted April 20th-27th. The sample in Egypt was conducted via CATI (telephone) methodology and has a margin of error of +/- 4.1% points, 19 times out of 20.
- 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 nine remaining countries surveyed –Brazil (45.6% Internet penetration among the citizenry), China (41%), India (11.4%), Indonesia (22.1%), Mexico (36.5%), Russia (47.7%), Saudi Arabia (49%), South Africa (17.4%) and Turkey (45.7%)—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”.
- 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.

Thinking of the next 30 days, do you think it will be a good time to buy real estate, such as a house, vacation property or investment property?



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Base = 20,144

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*This question was asked among 24 countries on a tracking basis until February when Egypt was added as a result country. The results on this slide only reflect the aggregate in 24 countries, until February, with Egypt starting February on, and only April including Ireland.



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. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.
- With offices in 85 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 and they measure public opinion around the globe.
- Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,789 billion (2.300 billion USD) in 2012.
- Visit www.ipsos.com to learn more about Ipsos' offerings and capabilities.



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- The Ipsos *Global @dvisor* Syndicate Study 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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