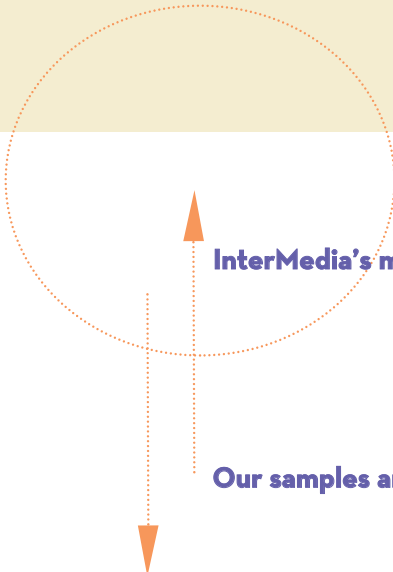


Media and Opinion Survey Data from Developing Countries



InterMedia's media and opinion surveys in developing and emerging markets span more than 80 countries. Our archive of more than 600 surveys from the last 15 years is continually expanded with approximately 60 new surveys each year.

Our samples are typically based on the adult population 15+ and sample sizes usually range from 1,000 for urban surveys to 2,000-8,000 for national surveys. We have conducted surveys with more than 1 million people.



InterMedia tracks subjects like preferred media outlets, popularity of satellite television, trust in the media, most popular websites, opinion of foreign countries, degree of religiosity, economic circumstances, cellphone use, outlook on the future, and many more.

Our surveys provide single source measurement of multiple media—television, radio, press, internet and new technologies.

Our surveys link media preferences and behavior to public opinion questions.

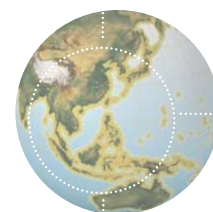
Surveys are carried out by joint teams of InterMedia and local research and area experts.

InterMedia offers data and insight from our surveys in a variety of formats: full or partial datasets, custom crosstabs, custom analytical reports and presentations.

We guarantee a quick turnaround, and offer volume discounts.

InterMedia's Global Reach

Countries we've surveyed since 1992



Country/Region

AFRICA

Country/Region	Number of surveys	Year of First & Most Recent Survey
Angola	3	2002, 2006
Burkina Faso	1	2002
Burundi	2	2003, 2005
Cameroon	2	2002, 2004
Democratic Republic of Congo	1	2003
Ethiopia	3	2003, 2006
Ghana	3	2003, 2006
Guinea	1	2003
Kenya	4	2003, 2007
Mali	1	2004
Mozambique	2	2005
Nigeria	5	2002, 2006
Rwanda	3	2002, 2006
Senegal	1	2006
Tanzania	3	2002, 2006
Togo	1	2005
Uganda	3	2003, 2006
Zambia	2	2002, 2004
Zimbabwe	2	2003, 2005

MIDDLE EAST & NORTH AFRICA

Afghanistan	7	1998, 2007
Algeria	2	2006, 2007
Bahrain	2	2005, 2006
Egypt	8	2002, 2007
Iran	7	1998, 2006
Iraq	4	2004, 2007
Jordan	8	2003, 2007
Kurds	2	1997
Kuwait	7	2003, 2007
Lebanon	6	2000, 2007
Morocco	7	2003, 2007
Qatar	3	2003, 2006
Saudi Arabia	6	2001, 2007
Syria	2	2005
Tunisia	2	2005, 2006
Turkey	5	2002, 2006
UAE	8	2001, 2007

LATIN AMERICA

Argentina	1	2007
Bolivia	2	2003, 2005
Colombia	3	2002, 2006
Cuba	3	2003, 2006
Ecuador	2	2003, 2004
Haiti	4	2003, 2006
Nicaragua	1	2007
Peru	1	2006
Venezuela	2	2004, 2005

Country/Region

ASIA

Country/Region	Number of surveys	Year of First & Most Recent Survey
Bangladesh	5	2002, 2007
Cambodia	6	1999, 2007
China	17	1998, 2007
India	6	2003, 2007
Indonesia	4	2002, 2006
Pakistan	5	2002, 2007
Sri Lanka	1	2004
Thailand	4	2000, 2006

EUROPE & CENTRAL ASIA

Albania	7	1992, 2007
Armenia	16	1992, 2007
Azerbaijan	13	1995, 2007
Belarus	21	1992, 2007
Bosnia	11	1998, 2007
Bulgaria	22	1992, 2003
Czech Repub.	11	1992, 1999
Croatia	10	1993, 2005
Estonia	16	1992, 1999
Georgia	18	1992, 2007
Hungary	12	1992, 2002
Kazakhstan	11	1993, 2006
Kosovo	10	1999, 2007
Kyrgyzstan	12	1993, 2007
Latvia	17	1992, 2000
Lithuania	18	1992, 1999
Macedonia	7	1992, 2005
Moldova	11	1992, 2006
Poland	14	1992, 2002
Romania	17	1992, 2005
Russia	49	1992, 2007
Slovakia	15	1992, 2003
Serbia & Montenegro	13	1993, 2005
Tajikistan	10	2000, 2007
Tatarstan	4	2002, 2007
Turkmenistan	1	2002
Ukraine	23	1992, 2007
Uzbekistan	10	1992, 2007

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