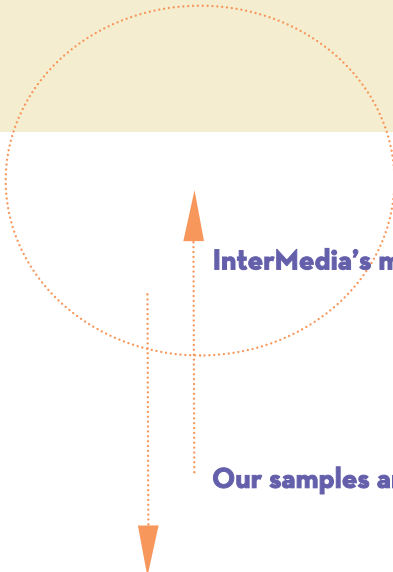


Media and Opinion Survey Data from Developing Countries



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.

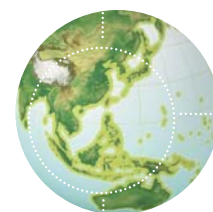
Surveys are carried out by joint teams of InterMedia and local research and area experts.

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	4	2002, 2007
Burkina Faso	1	2002
Burundi	2	2003, 2005
Cameroon	2	2002, 2004
Democratic Republic of Congo	3	2003, 2008
Ethiopia	4	2003, 2007
Ghana	4	2003, 2008
Guinea	1	2003
Kenya	4	2003, 2007
Mali	1	2004
Mozambique	2	2005
Niger	1	2008
Nigeria	7	2002, 2008
Rwanda	4	2002, 2008
Senegal	1	2006
Tanzania	4	2002, 2008
Togo	1	2005
Uganda	3	2003, 2006
Zambia	2	2002, 2004
Zimbabwe	3	2003, 2007

MIDDLE EAST & NORTH AFRICA

Afghanistan	8	1998, 2008
Algeria	2	2006, 2007
Bahrain	2	2005, 2006
Egypt	8	2002, 2007
Iran	8	1998, 2008
Iraq	4	2004, 2008
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	3	2005, 2008
Tunisia	2	2005, 2006
Turkey	6	2002, 2008
UAE	8	2001, 2007

LATIN AMERICA

Argentina	1	2007
Bolivia	2	2003, 2005
Colombia	3	2002, 2006
Cuba	4	2003, 2008
Ecuador	3	2003, 2007
Haiti	5	2003, 2008
Nicaragua	1	2007
Peru	1	2006
Venezuela	3	2004, 2008

Country/Region

ASIA

Country/Region	Number of surveys	Year of First & Most Recent Survey
Bangladesh	6	2002, 2008
Cambodia	7	1999, 2008
China	18	1998, 2008
India	7	2003, 2008
Indonesia	5	2002, 2008
Laos	1	2008
Pakistan	6	2002, 2008
Sri Lanka	1	2004
Thailand	4	2000, 2006

EUROPE & CENTRAL ASIA

Albania	8	1992, 2008
Armenia	17	1992, 2008
Azerbaijan	14	1995, 2008
Belarus	22	1992, 2008
Bosnia	12	1998, 2008
Bulgaria	22	1992, 2003
Czech Repub.	11	1992, 1999
Croatia	10	1993, 2005
Estonia	16	1992, 1999
Georgia	19	1992, 2008
Hungary	12	1992, 2002
Kazakhstan	13	1993, 2008
Kosovo	11	1999, 2008
Kyrgyzstan	13	1993, 2008
Latvia	17	1992, 2000
Lithuania	18	1992, 1999
Macedonia	8	1992, 2007
Moldova	13	1992, 2008
Poland	14	1992, 2002
Romania	18	1992, 2006
Russia	50	1992, 2008
Slovakia	15	1992, 2003
Serbia & Montenegro	16	1993, 2008
Tajikistan	11	2000, 2008
Tatarstan	5	2002, 2008
Turkmenistan	1	2002
Ukraine	24	1992, 2008
Uzbekistan	11	1992, 2008

For more information about purchasing data, contact
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