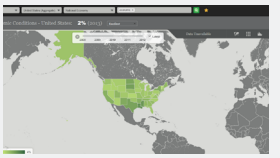
GALLUP® Analytics

INTERACT WITH, EXPLORE, AND ANALYZE GALLUP DATA FROM MILLIONS OF INTERVIEWS IN THE U.S., AND MORE THAN 160 COUNTRIES WORLDWIDE, THROUGH ONE ONLINE PORTAL — GALLUP ANALYTICS.

GALLUP ANALYTICS THREE DATA SOURCES, ONE PORTAL

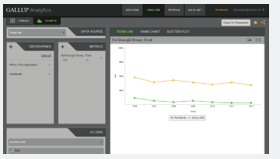
Daily U.S. Data

- Economic, well-being, and political data collected daily since 2008
- 1,000+ interviews nightly
- National, state, and Metropolitan Statistical Area-level data



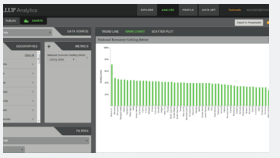
World Poll Data

- Economic, social, and well-being data collected annually since 2005 in 160+ countries
- 1.5 million+ interviews worldwide
- Nationally representative



Gallup Brain

- Historical Gallup trends on thousands topics from the U.S. and world dating back to the 1930s



ADDITIONAL INFORMATION

Contact Joy Murphy at 202.715.3131
or joy_murphy@gallup.com.

SOLVE THE WORLD'S GREATEST PROBLEMS

Gallup Analytics puts the best of Gallup's global intelligence in users' hands to help them better understand the challenges and strengths of the world around them, and discover data-driven answers to their biggest questions.

This Web-based tool offers timely, global economic and well-being data that are unavailable anywhere else, in an environment that encourages knowledge sharing, and one that helps businesses, governments, world leaders, and academics use data to reach the outcomes they need.

GALLUP ANALYTICS USERS CAN:

- Perform detailed searches on hundreds of U.S. and global metrics
- Cut data by many demographic and socioeconomic groups including income, education, age, and gender
- Create and export custom data tables, trends, charts, and scatterplots for collaboration and further analysis

TRUE GLOBAL COVERAGE

The data in Gallup Analytics come from Gallup's surveys in the U.S. and 160+ countries that are home to more than 98% of the world's population. These data are nationally representative, covering urban and rural areas in each country. In the U.S., Gallup interviews 1,000 Americans each night and uploads new data daily, giving users the ability to monitor topics such as Americans' health and well-being almost in real time.

INTEGRITY OF GALLUP'S METHODOLOGY

Gallup's reputation for statistical rigor dates back to the 1930s. Gallup employs the same high standards globally, with population-based sampling, random respondent selection, and in-language interviewing.

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