

THOMSON REUTERS IPSOS PRIMARY CONSUMER SENTIMENT INDEX

INTEGRATE CONSUMER SENTIMENT DATA INTO YOUR INVESTMENT PROCESS

KEY BENEFITS:

- Comprehensive data set on current, future country and personal economic conditions, intentions, plus expectations
- 24 Country Sentiment Indices available to all users
- History for United States back to 2002 and other markets to 2010
- 11 standard measures available with monthly history
- Deep demographic breakdown of Consumer Sentiment
- Highly correlated with other consumer confidence indices
- Exclusively available to financial service customers via Thomson Reuters Eikon™ and other Thomson Reuters products

Released the 2nd Wednesday of every month, the Thomson Reuters Ipsos Global Primary Consumer Sentiment Index (PCSI) measures eleven key conditions as perceived by primary consumers in 24 countries and 7 regions to deliver the most comprehensive data set available on current and future economic conditions, intentions and expectations.

Available exclusively from Thomson Reuters, the Primary Consumer Sentiment Index provides monthly, global data back to 2002 in the United States, 2005 in Brazil and 2010 in other markets. Ipsos reaches out to citizens in 24 countries to gain insight into the current state of their country's economy for a total global perspective.

THE DATA

The Thomson Reuters Ipsos Monthly Global Primary Consumer Sentiment Index is a composite index of 11 questions that run monthly via online polls in the countries surveyed. The data output is based on the views of a fresh, randomly selected representative sample each month of primary consumers aged 18-64 in the US and Canada and aged 16-62 in other countries. Primary consumers are a comparable, standardized and weighted group in each country based on a minimum level of education and income.

THE SERIES

Users are able to gain access to the underlying questions and responses in more than 700 times series for an additional fee.

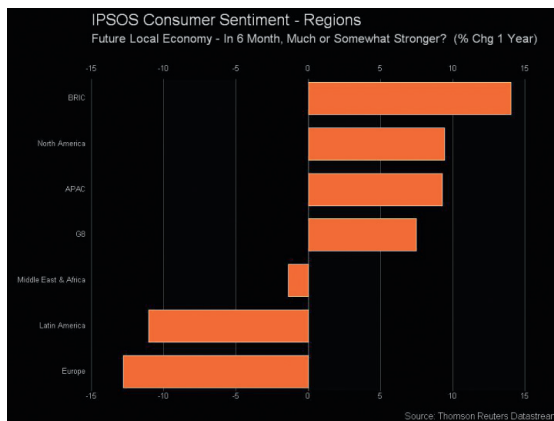
The eleven questions capture consumer views on:

1. Current overall economic situation in country
2. Current state of economy in local area
3. Expectations of local economy in six months
4. Current personal financial situation rating
5. Expectations of personal financial situation in six months
6. Comfort in making major purchases
7. Comfort in making other household purchases
8. Confidence about job security
9. Confidence in ability to invest in the future
10. Experience with job loss as a result of economic conditions
11. Expectations of job loss as a result of economic conditions

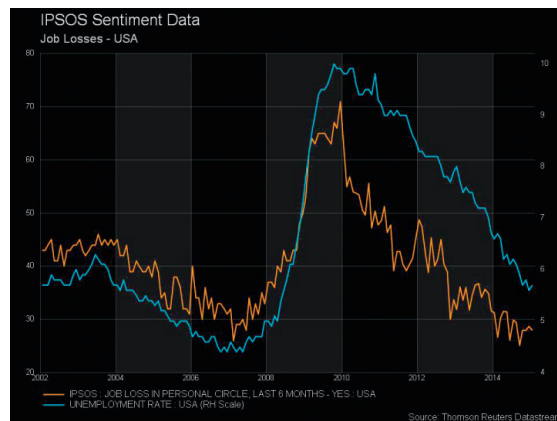
ADDITIONAL IN-DEPTH ANALYSIS OF CONSUMER SENTIMENT IN ALL 24 COUNTRIES

Users can access over 20,000 powerful, detailed demographic series about the respondents, covering gender, age ranges, employment status, education, marital status, household income, and if the respondent is the chief income earner. This detailed analysis allows users to understand consumer opinions in differing demographics.





IPSOS Regional Consumer Sentiment



IPSOS Sentiment Data – USA Job Losses

COVERAGE

The countries surveyed each month include:

- Argentina
- United States
- Turkey
- United Kingdom
- Canada
- Australia
- Belgium
- Brazil
- Hungary
- China
- France
- Germany
- Japan
- India
- Israel
- Italy
- Saudi Arabia
- Mexico
- Poland
- Russia
- Sweden
- South Africa
- South Korea
- Spain

Data for above countries is aggregated into the following regions:

- Africa & Middle East
- Asia Pacific
- Central & South America
- BRIC
- Europe
- G8 Countries
- North America

ABOUT IPSOS

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown to a worldwide research group with a strong presence in all key markets and is the world’s third largest market research company. With offices in 84 countries and over 16,000 employees, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,363 billion (1.897 billion USD) in 2011.

ABOUT THOMSON REUTERS ECONOMICS

Thomson Reuters Economics contains over 3.6 million economic time series covering 190+ countries and over 100 regional areas from national sources and international agencies, as well as private forecast providers. Histories can extend back to 1950’s for G7, 1970 for major markets, and 1980’s for emerging markets.

CONTACT US

For more information, contact your representative or visit financial.thomsonreuters.com.

