

Dear **Tim**,

Nielsen Australia has conducted an independent study as follows:

Project name: Omnibus week 11, 2014  
 Areas covered: Australia  
 Population covered: All national aged 18+  
 Sample size: Total sample size=1501  
 Sampling method: Panel quota sampling with nationally representative quotas for region, gender and age  
 Interview technique: Online interview.  
 Questions asked:

Q1	<b><u>ASK ALL NATIONAL 18+</u></b>	Code	Route
	Should the Australian government support or oppose the current efforts for a global treaty banning nuclear weapons? [Single Answer] <i>PROBE Please select one option.</i>	(128)	
		1	
		2	
		3	
		4	
		5	

Date of fieldwork: 28<sup>th</sup> March – 2<sup>nd</sup> April, 2014  
 Margin of error: 1.9% at 95% confidence level for n=1501  
 Language of questionnaire/survey: English

The fieldwork is done in an unbiased manner without intervention from ICAN and quality control procedures were followed strictly.

Our research yielded the following finding:

- (i) Of the 1501 surveyed Australians aged 18+, 84% claimed that the Australian government should strongly support/support the current efforts for a global treaty banning nuclear weapons.”
- (ii) Of the 1501 surveyed Australians aged 18+, 3% claimed that the Australian government should strongly oppose/oppose the current efforts for a global treaty banning nuclear weapons.”

Please note:

- While we have provided the above written confirmation of our research findings, Nielsen does not endorse any client claim.
- ICAN may only make use of our name in association with the results it may reference in its claim. ICAN may not state or imply that Nielsen is the source of the claim itself.
- Any citation to research conducted by Nielsen must include the following: "ICAN claim based on research conducted by Nielsen, from 28<sup>th</sup> February to 2<sup>nd</sup> April, 2014, among 1501 surveyed Australians aged 18+."
- Information provided by Nielsen is primarily designed for ICAN internal use. We consent the use of the results referenced in this letter in an advertisement or public communication on the condition that ICAN indemnifies and holds harmless Nielsen, its officers and directors against all claims, damages, loss or expenses (including attorneys fees) arising from ICAN disclosure of information related to the survey.

Sincerely,

A handwritten signature in black ink, appearing to read 'Chris Percy', with a stylized, cursive script.

Chris Percy  
Managing Director  
Consumer Group, Pacific