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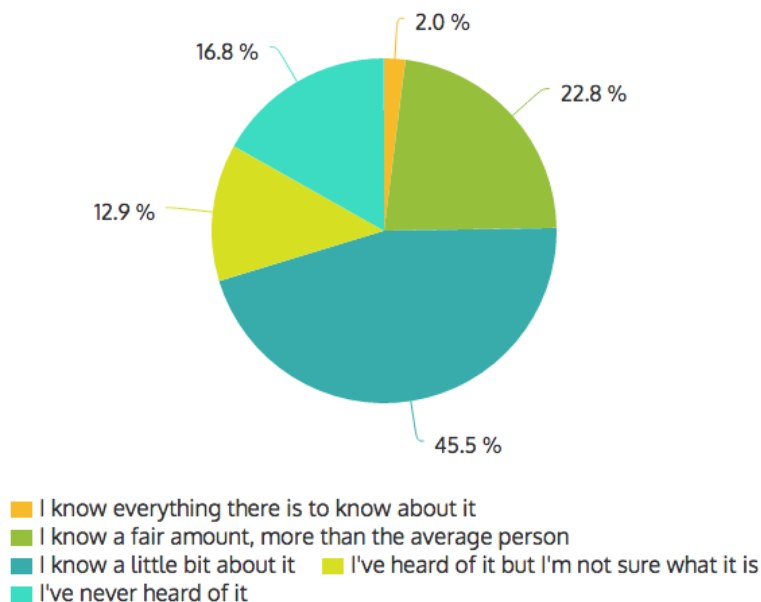
Brexit Poll: Study Finds Uncertainty but Not Negativity
20|20 Research Releases the Results of Flash Poll Gauging U.S. Citizens' Reaction to Brexit

NASHVILLE, Tennessee (July 5, 2016) – In light of recent events in the United Kingdom, global research technology and service company [20|20 Research](http://2020research.com) conducted a flash survey to gauge how the news has been perceived by citizens in the United States.

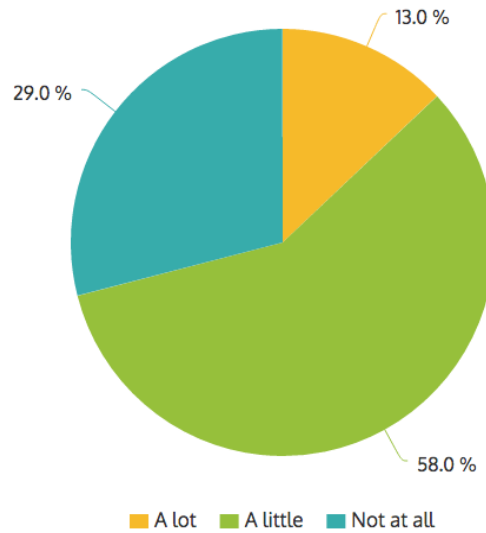
Drawing from its proprietary panel of respondents, 20|20 asked a variety of questions regarding the referendum on the vote for the U.K. to remain or leave the European Union, more commonly known as Brexit. The company surveyed 1,000 individuals from a representative sample of U.S. residents within just three hours on June 28, capturing top-of-mind reactions four days after the vote took place.

Panelists shared their thoughts on the potential effects of Brexit, with topics ranging from individual perceptions to the overall impact on the U.S. economy, the British economy, international travel and more. A summary of key questions and responses are detailed below.

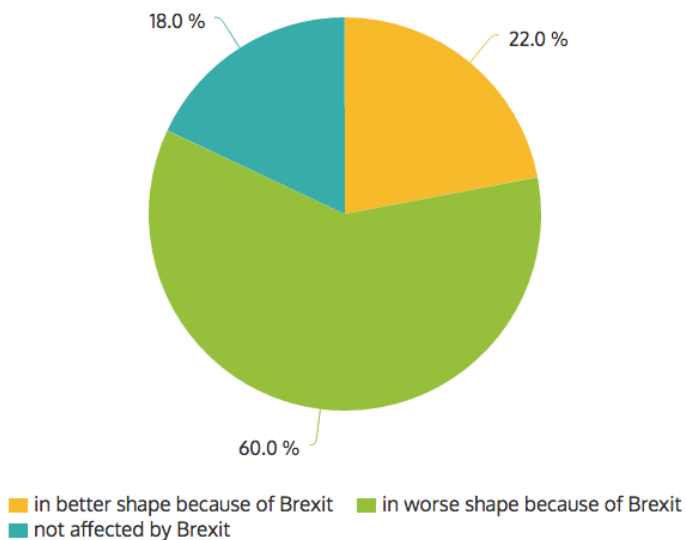
Q: How much do you know about Brexit?



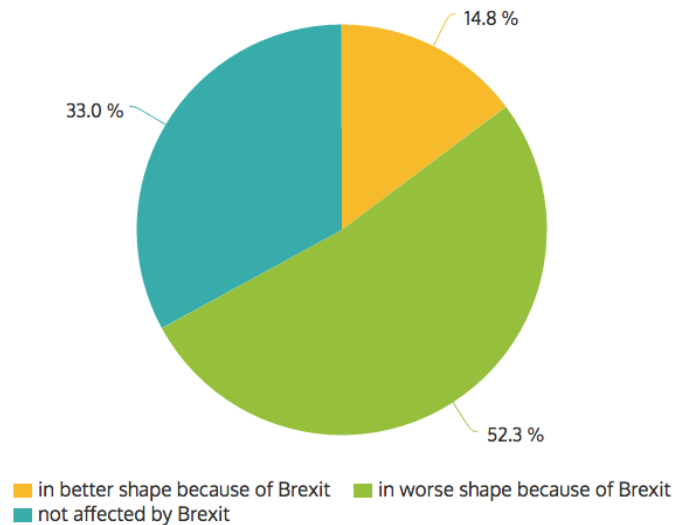
Q: How much do you think Brexit will impact you?



Q: Do you think the United Kingdom economy will be...



Q: Do you think the United States economy will be...



Within these results, the company discovered a surprising consistency across demographics. Regardless of respondents' age, education level, political affiliation and other standard attributes, the chief theme that emerged was one of uncertainty.

"In today's hyper-charged political environment, our hypothesis going into this study was that we would see clear patterns of responses based on political affiliation and other demographics,"

said Isaac Rogers, chief executive officer of 20|20 Technology, the company's tech subsidiary. However, no patterns emerged, except the near universal uncertainty about the entire situation. "That leaves us with an unexpected takeaway - that regardless of age, politics, income, geography and more, we all feel largely the same about this issue. Despite the level of news and coverage on the topic, it seems Brexit is not really a polarizing concern," said Rogers.

The survey results further indicate that, although uncertainty exists, respondents don't have a clear reason for this feeling and are not overly fearful. Based on the study data, including a sentiment analysis of open-ended responses, most of the population cannot pinpoint a major source concern and are therefore taking a wait-and-see approach to the implications and impact from the Brexit vote.

"When asked about Brexit in general terms, more than three-quarters of the panelists surveyed responded that they anticipate the vote will have little to no impact on them personally," said Emily James, innovations lead for 20|20 who spearheaded the research effort. "More negative impact was cited as we dug into specific implications around things like the economy, with more than half of respondents citing that they believe both the U.S. and U.K. economies will be worse off because of Brexit. But while uncertainty exists, our respondents demonstrated they are not fearful. They feel largely insulated from the events on a personal level and expect no significant individual effect."

As Brexit and other major events unfold, 20|20 expects to continue tracking perceptions from its panelists. "Our respondents are engaged in the research process and like to have their voices heard on topics both large and small," said Rogers. "It will be interesting as time passes to see if feelings and attitudes change."

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About 20|20 Research

20|20 Research is a global leader in the development, support and service of online marketing research... and the software and technology that sustains it. Leveraging more than 30 years of experience, the company works with researchers around the world to provide faster, easier, and more cost-effective research solutions, with projects in more than 122 countries and 30+ languages. The company has consistently been recognized as one of the most innovative research firms in the world by GreenBook Research Industry Trends, a top arbiter of the marketing research industry. The firm's operations are headquartered in Nashville, and the company additionally maintains focus group facilities in Nashville, Charlotte and Miami. www.2020research.com