

Ipsos *Global @dvisory*



REUTERS

**WORKERS IN 24
COUNTRIES
ANSWER THE
QUESTION:**

**IS GOLF A
STEPPING STONE
TO A
MANAGEMENT
HOLE-IN-ONE?**



SUMMARY OF FINDINGS

Almost one quarter (22%) of employees surveyed in 24 countries around the world indicate that being able to golf is a stepping stone to get ahead in management and one in seven (15%) say they use golfing as a means to mingle with senior people and get ahead in their career.

CORPORATE SWINGERS: GOLF AS A STEPPING STONE TO UPPER MANAGEMENT

Those employees most likely to indicate that being able to golf is a stepping stone to get ahead in management are from China (47%) and India (46%) followed by South Korea (37%), South Africa (35%), Saudi Arabia (30%), Hungary (29%), Indonesia (28%), with Canada, Great Britain and the United States all holding out at 22%.

Ironical that in Great Britain where golf was mastered, it ranks right down at the bottom of the list of workplaces where the sport is used as a management socializing element...

Those employees least likely to believe that the ability to golf is a stepping stone to get ahead in management are from France (9%), Russia (10%), Brazil (10%) and Belgium (10%) as well as Poland (11%), Sweden (13%), followed by Spain, Mexico and Japan at 14%.

and China - and Asia-Pacific countries (APAC) surveyed which have the highest level of agreement that being able to golf is important to one's career in order to get ahead in management (both at 29%) while Latin American countries (13%) are at the bottom of the leader board.

From a regional perspective, it's the BRIC - Brazil, India

It's Asia where golf is par for the office course more than other places...

As for demographics, there are a few differences in attitudes among different types of workers: business owners (31%) and senior executives (29%) are most likely to agree that golfing is a stepping stone to get ahead in management—quite higher than the average of 22%. Also, those with a high household income (25%) and higher education (25%) are more likely to believe that being able to golf is a method to get ahead in upper management than those with a lower household income (19%) and education (18%).

Mixing it up on the Management Fairway

One in seven (15%) workers say they use golfing as a means to mingle with senior people and get ahead in their career. These employees are most likely to be found in India (37%) followed by China, Indonesia, and Saudi Arabia—each at 33%—followed by those in Turkey (25%), Argentina (23%), Poland (19%), Mexico (17%), South Korea (16%) and South Africa (15%).

Those workers who are least likely to use golf as a way to mingle with senior people and get ahead in their career are from Sweden (3%) followed by Japan, Great Britain, France and Belgium (each at 5%), as well as Hungary and Germany at 6% each.

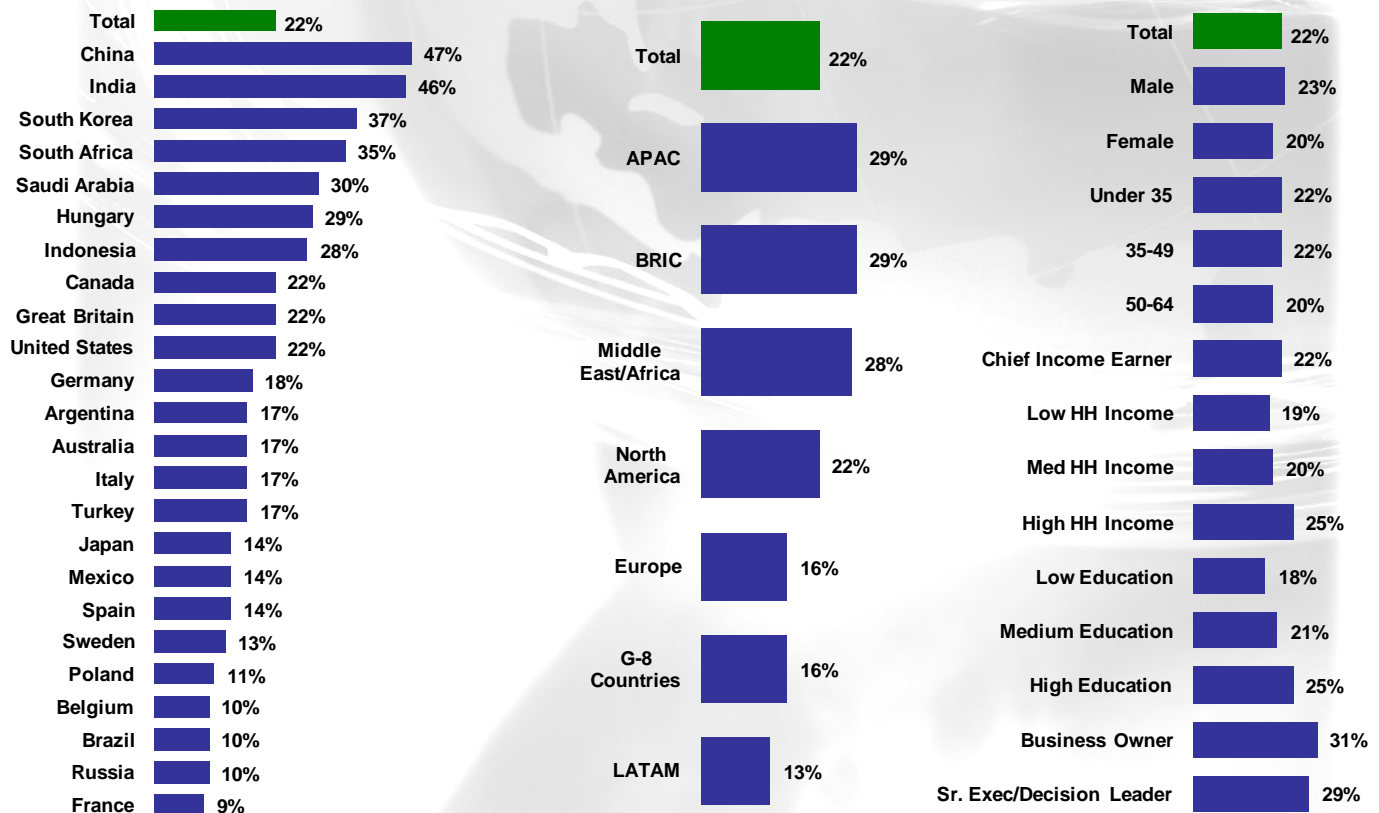
From a regional perspective, those workers in the BRIC (23%) and Middle East/Africa (22%) countries have a greater incidence of using golf as a chance to mingle with senior executives for advancement while G-8 countries and European Countries are least likely - each at 8%.

As for demographics, those workers who golf as a chance to socialize with upper management are more likely male (18%) compared to female (13%), under the age of 35 (18%), have a higher education (18%) and household income (17%), be a business owner (26%) and a senior executive/decision leader (25%).

BEING ABLE TO GOLF: A STEPPING STONE TO GET AHEAD IN MANAGEMENT?

Almost One Quarter (22%) of Workers Say So...

% Total Agree Being Able To Golf Is A Stepping Stone To Get Ahead In Management

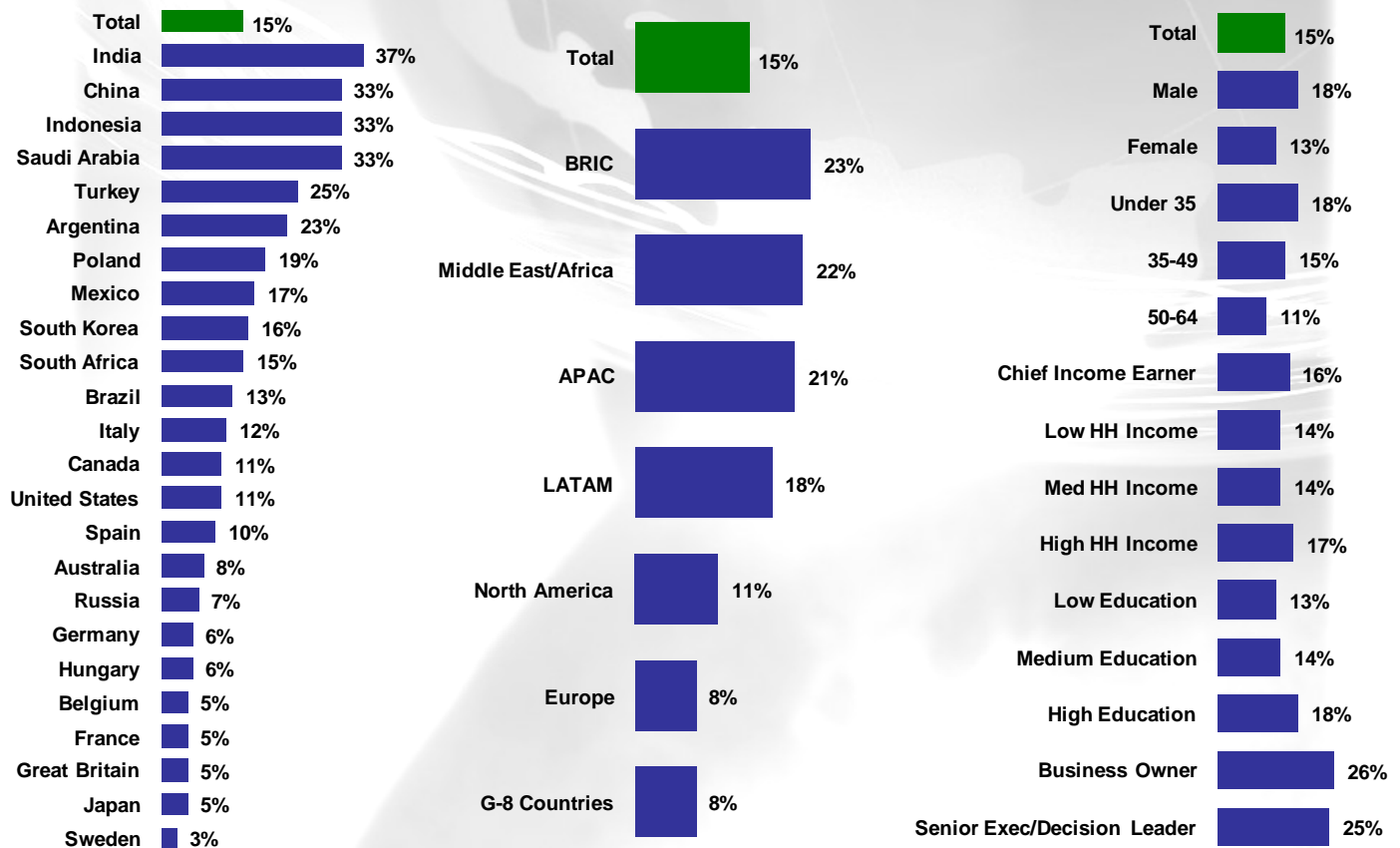


Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements: Being able to golf is a stepping stone to get ahead in management...

USING GOLF AS A SOCIAL WAY TO GET AHEAD IN THEIR CAREER

One in Seven (15%) Workers Use Golfing as a Means to Climb the Corporate Ladder...

% Total Agree I Use Golfing As A Way To Mingle With Senior People And Get Ahead In My Career



Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements: I use golfing as a way to mingle with senior people and get ahead in my career...

METHODOLOGY

This @dvisory report contains data from the tenth wave of the **Ipsos Global @dvisor Omnibus**, an online survey of citizen-consumers across 24 countries. For this survey, an international sample of employed adults aged 18-64 in the U.S. and Canada, and aged 16-64 in all other countries, were interviewed. Unweighted base of **employed adults 12,691**: Argentina 327, Australia 576, Belgium 285, Brazil 676, Canada 699, China 860, France 602, Germany, 718, Great Britain 658, Hungary 487, India 904, Indonesia 416, Italy 622, Japan 643, Mexico 382, Poland 333, Russia 451, Saudi Arabia 304, South Africa 446, South Korea 358, Spain 608, Sweden 340, Turkey 335, United States 661. Weighted base of employed adults 8,090: Argentina 302, Australia 304, Belgium 291, Brazil 338, Canada 344, China 406, France 314, Germany 359, Great Britain 333, Hungary 238, India 422, Indonesia 421, Italy 317, Japan 318, Mexico 327, Poland 326, Russia 443, Saudi Arabia 229, South Africa 395, South Korea 351, Spain 306, Sweden 343, Turkey 333, United States 331. A survey with an unweighted probability sample of 1000 and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country been polled.

FURTHER INFORMATION

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The **Ipsos Global @dvisor Omnibus** is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. For more information about this please contact:

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