

FOR IMMEDIATE RELEASE

Thursday, August 5, 2010,

Ipsos Global @dvisory: Is Golf a Stepping Stone to a Management Hole in One?

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

Washington, DC- A major analysis of world public opinion was released today by Ipsos—one of the world’s largest market and opinion research companies. The report, titled “Ipsos Global @dvisory: Is Golf a Stepping Stone to a Management Hole in One”, is based on 12,691 recent interviews in 24 countries comprising 75% of the world’s GDP, and breaks down whether being able to golf will help you advance in your career, and how much stock is placed in mingling with senior management on the golf course. The full report is free of charge and may be downloaded by clicking here

<http://www.ipsos-na.com/download/pr.aspx?id=9846>

*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

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Ipsos is the second largest global survey-based market research company, owned and managed by research professionals that assess market potential and interpret market trends for over 5,000 worldwide clients to develop and test emergent or existing products or services, build brands, test advertising and study audience responses to various media, and, measure public opinion on issues and reputation. With over 9,100 employees working in wholly owned operations in 64 countries, Ipsos conducts advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting and a full line of custom, syndicated, omnibus, panel, and online research products and services in over 100 countries. Founded in 1975 by Jean-Marc Lech and Didier Truchot, Ipsos has been publicly traded since 1999. In 2008, Ipsos' revenues totaled €979.3 million. Listed on Eurolist by NYSE - Euronext Paris, Ipsos is part of the SBF 120 and the Mid-100 Index and is eligible to the Deferred Settlement System. Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.

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