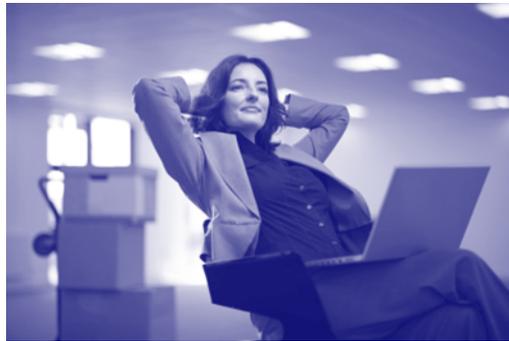




Global @dvisor

Employee Relocation

Employees in 24 Countries Assess **Relocation** for a Total Global Perspective





These are the findings of the *Global @dvisor* Wave 24 (G@24), an Ipsos survey conducted between August 5th and August 15th

SURVEY METHOD	COUNTRIES	SAMPLE	WEIGHTING
<ul style="list-style-type: none">The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system.	<ul style="list-style-type: none">The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.	<ul style="list-style-type: none">For the results of the survey presented herein, an international sample of 12,907 employees out of 18,746 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.	<ul style="list-style-type: none">Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 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 had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

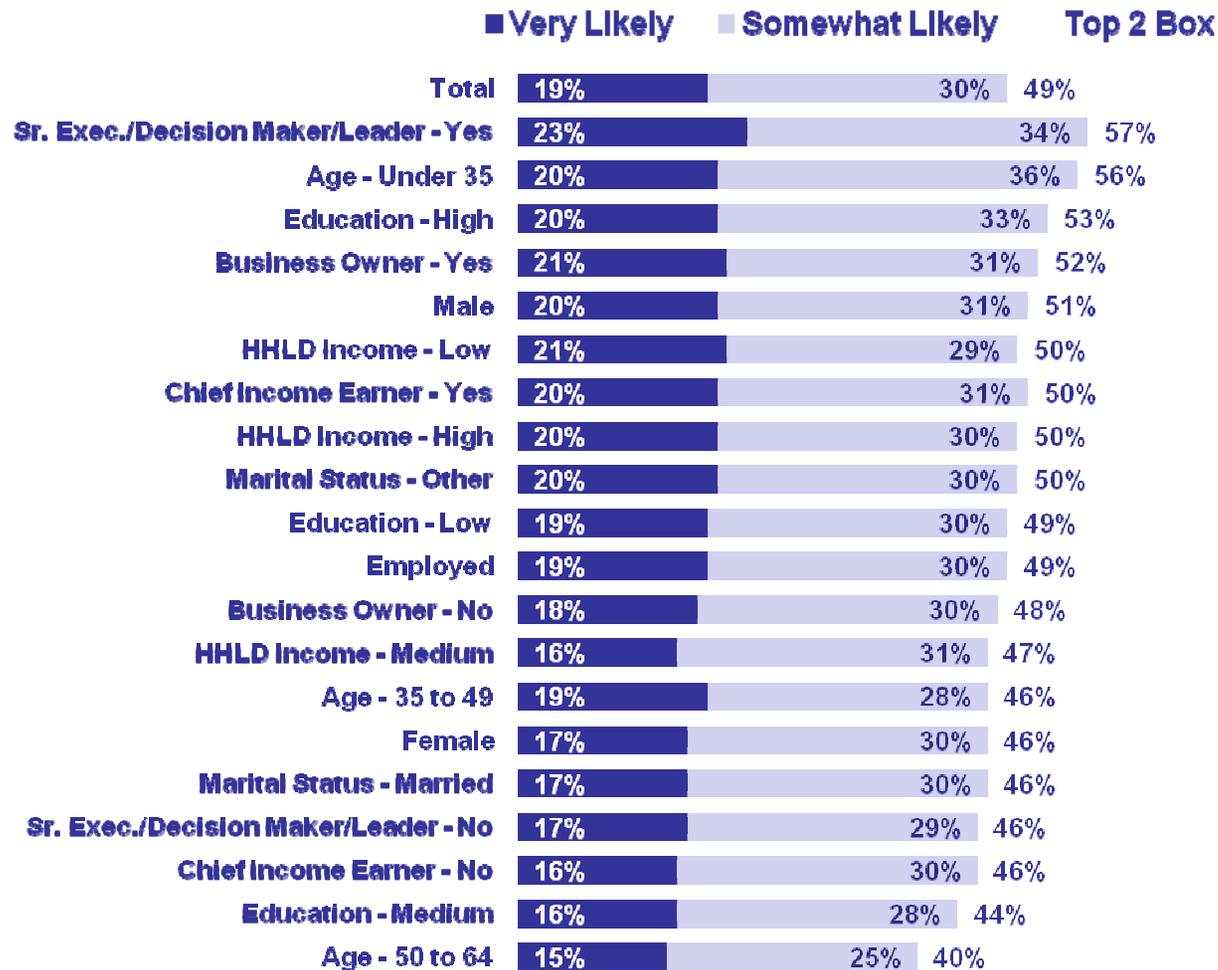


LIKELIHOOD OF TAKING A JOB IN ANOTHER COUNTRY



ANOTHER COUNTRY:

Now let's assume there was a full-time job available in another country **At Least Three To Five Hours Away By Plane For Anywhere Between Two Or Three Years With A Minimum 10% Increase In Your Pay**. How likely would you be to consider moving to this new job?



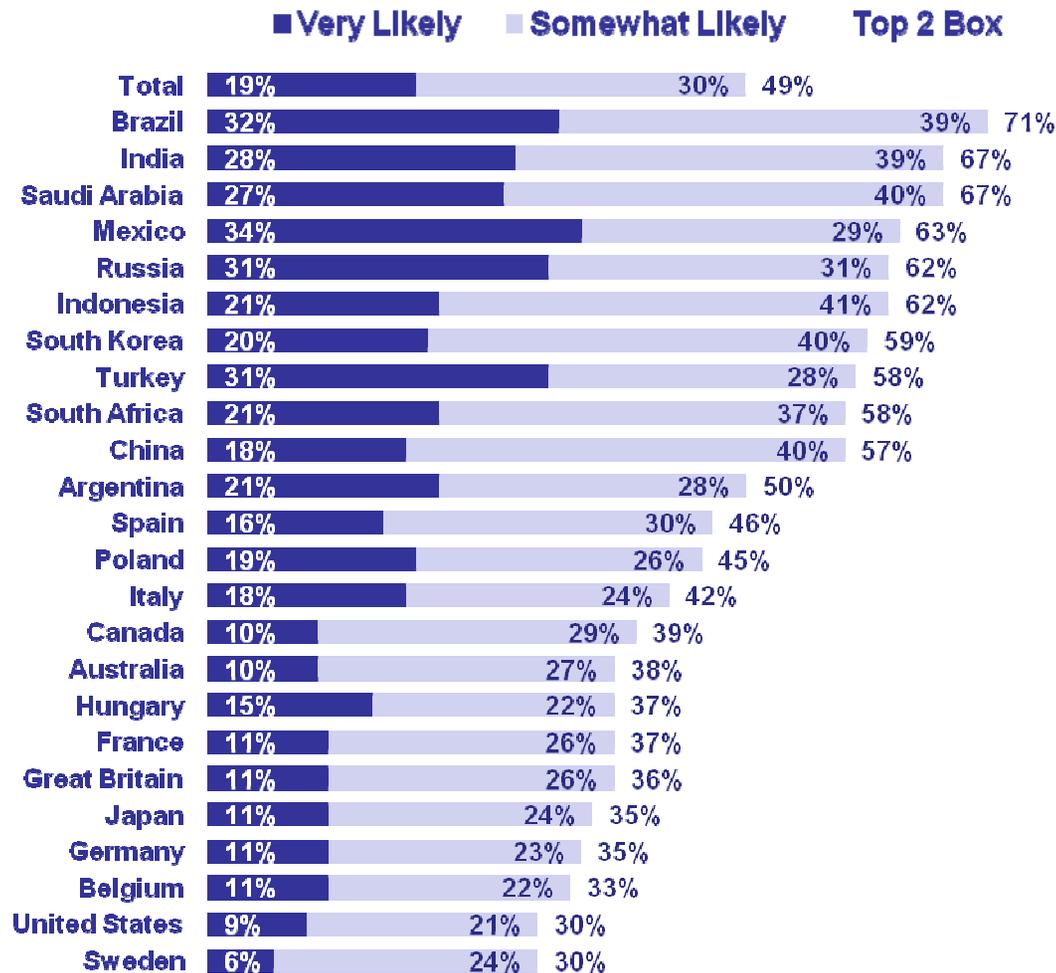
CZ3. Now let's assume there was a full-time job available in another country at least three to five hours away by plane for anywhere between two or three years with a minimum 10% increase in your pay. How likely would you be to consider moving to this new job?

Base: All Respondents: n= 12907



ANOTHER COUNTRY:

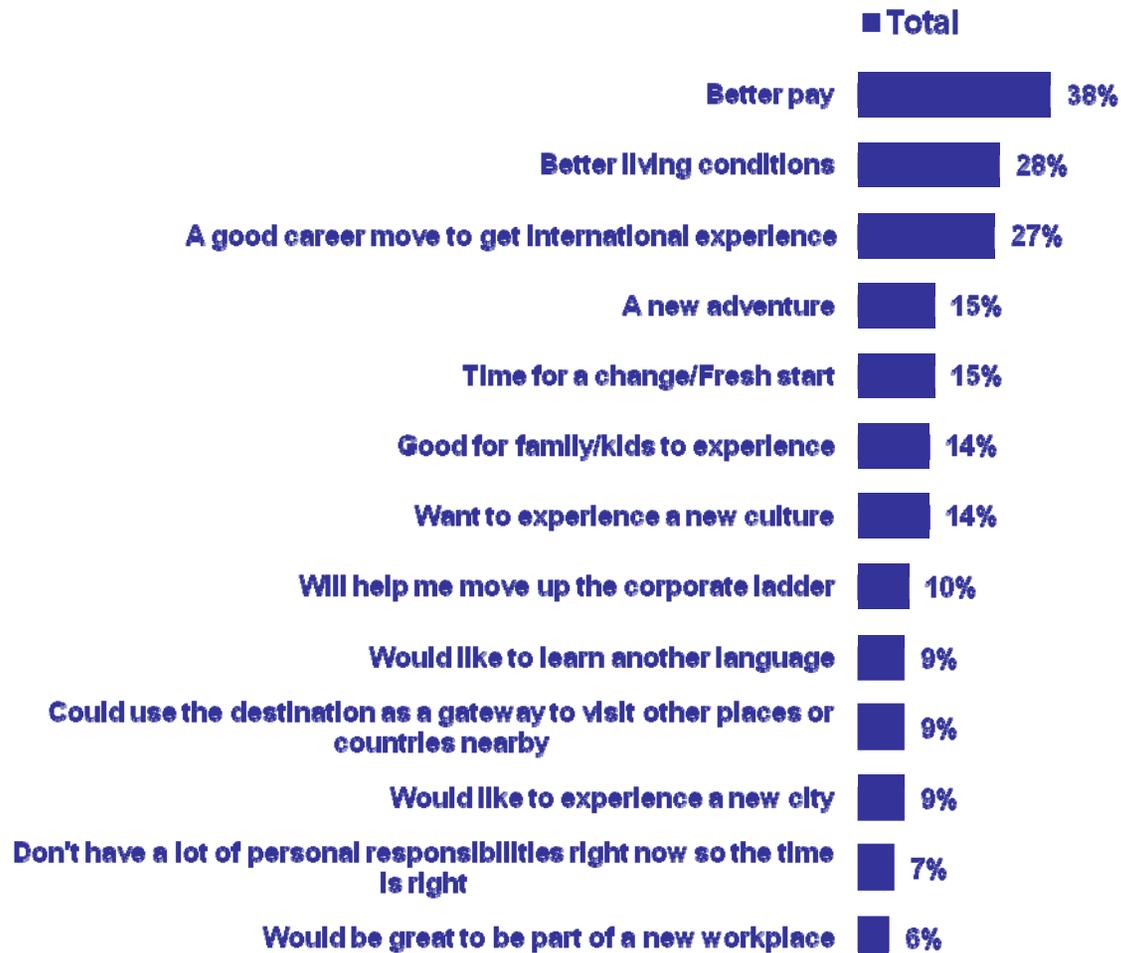
Now let's assume there was a full-time job available in another country **At Least Three To Five Hours Away By Plane For Anywhere Between Two Or Three Years With A Minimum 10% Increase In Your Pay**. How likely would you be to consider moving to this new job?



CZ3. Now let's assume there was a full-time job available in another country at least three to five hours away by plane for anywhere between two or three years with a minimum 10% increase in your pay. How likely would you be to consider moving to this new job?
Base: All Respondents: n= 12907



If Very Or Somewhat Likely, Please indicate from the following list the top two reasons why you would **RELOCATE TO ANOTHER COUNTRY:**



CZ4A. If very or somewhat Likely, Please indicate from the following list the top two reasons why you would relocate:

Base: Very/ Somewhat Likely to moving to this new job: n= 6259



IF NOT VERY OR NOT AT ALL LIKELY, Please indicate from the following list the top two reasons why you would NOT RELOCATE TO ANOTHER COUNTRY:



CZ4B. If Not very or not at all likely please indicate from the following list the top two reasons why you would not relocate:

Base: Not at all/ Not Very Likely to moving to this new job: n= 6648



LEVEL OF MOTIVATION TO MOVE TO ANOTHER COUNTRY BASED ON INCENTIVES

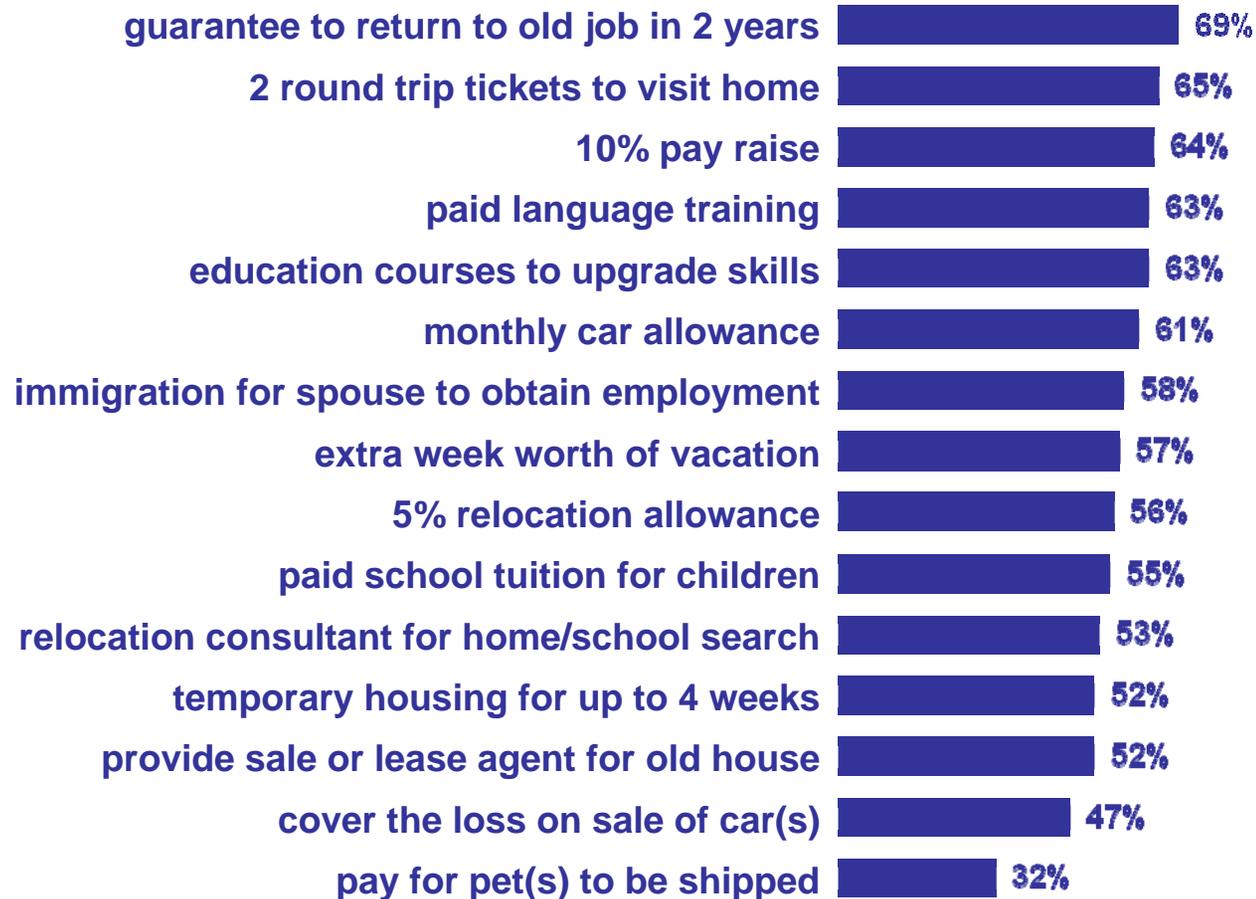


GLOBAL SUMMARY

Incentive that your employer could offer you to encourage a move to that NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?

(Response categories have been truncated, full text on following slides.)



CZ5_15. [A guarantee that you could move back to your current role after 2 years with further relocation assistance] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

Base: All Respondents: n= 12907

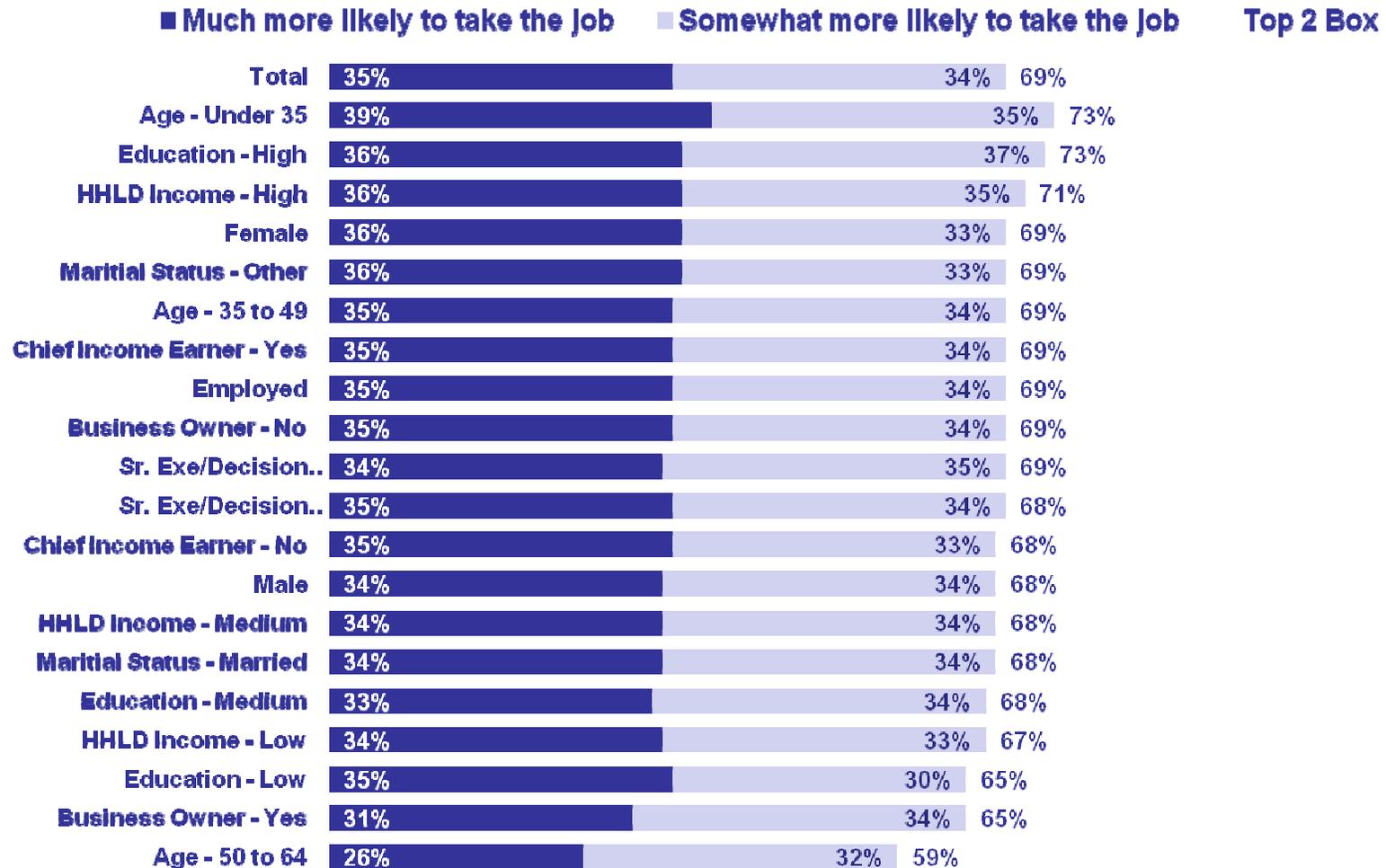
**A Global @dvisory – February 2012 – G@24
Employee Relocation**



A GUARANTEE THAT YOU COULD MOVE BACK TO YOUR CURRENT ROLE AFTER 2 YEARS WITH FURTHER RELOCATION ASSISTANCE

Incentive that your employer could offer you to encourage a move to that NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_15. [A guarantee that you could move back to your current role after 2 years with further relocation assistance] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

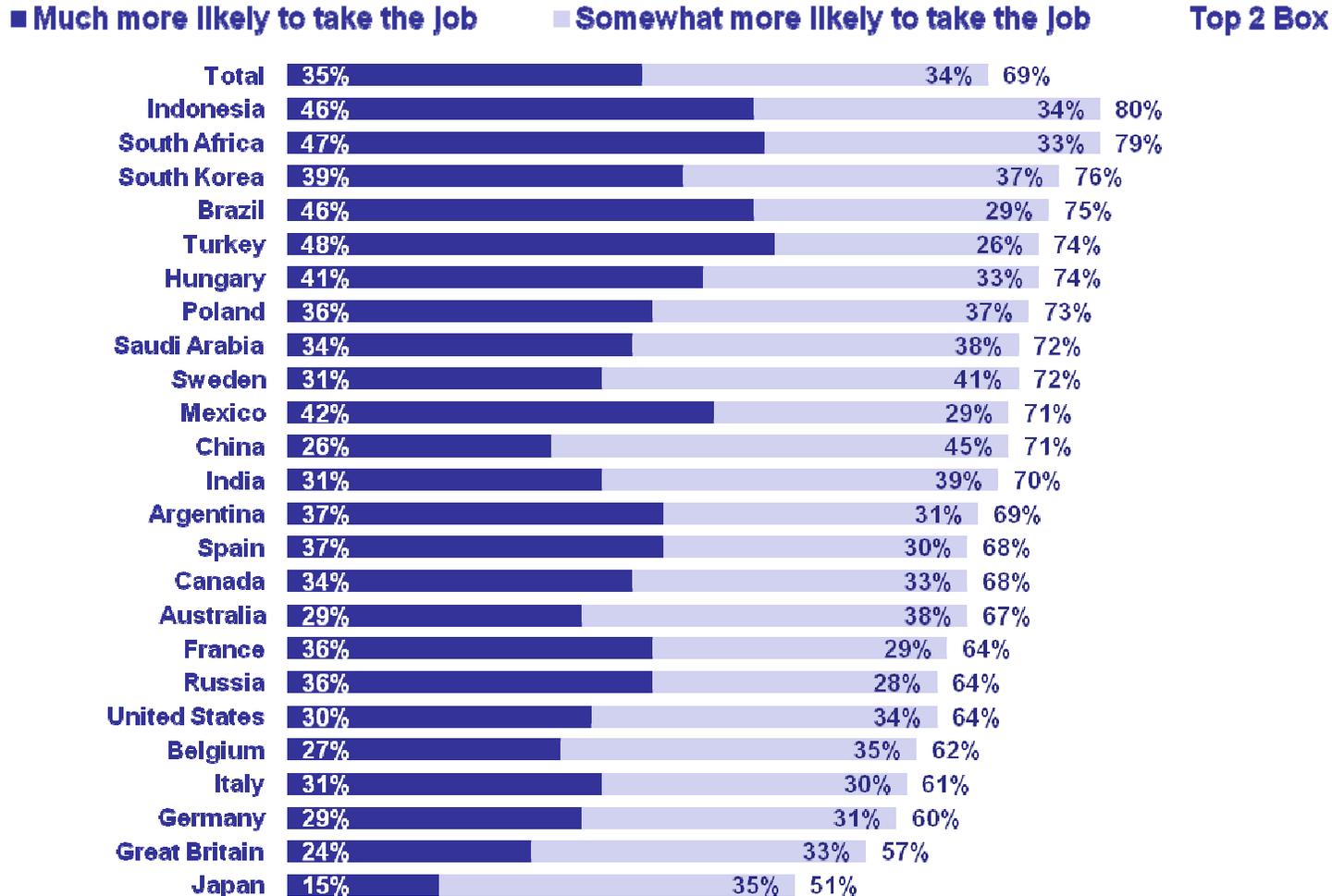
Base: All Respondents: n= 12907



A GUARANTEE THAT YOU COULD MOVE BACK TO YOUR CURRENT ROLE *Global @dvisor* AFTER 2 YEARS WITH FURTHER RELOCATION ASSISTANCE

Incentive that your employer could offer you to encourage a move to that
NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_15. [A guarantee that you could move back to your current role after 2 years with further relocation assistance] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

Base: All Respondents: n= 12907

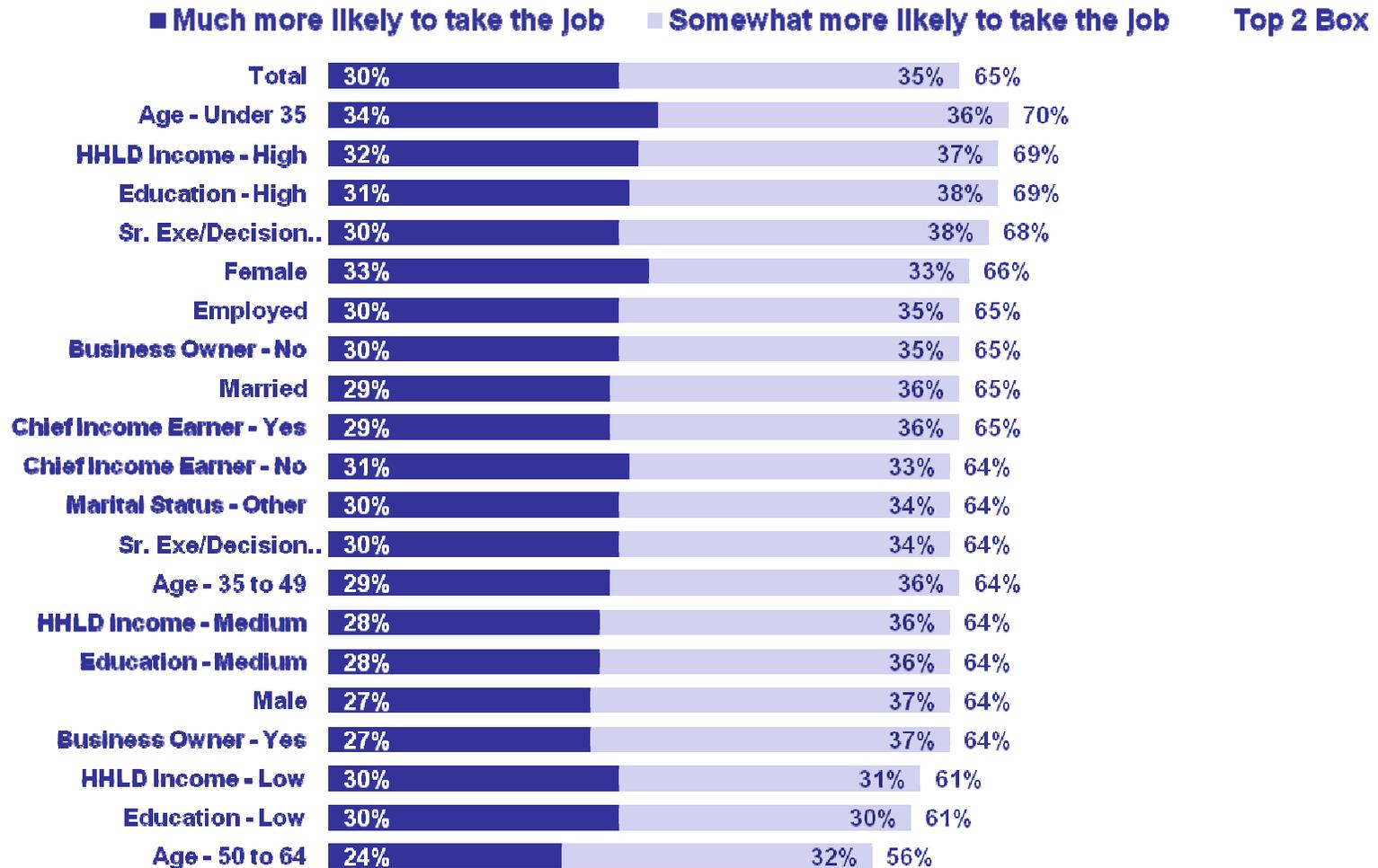
*A Global @dvisory – February 2012 – G@24
Employee Relocation*



YOU/ MEMBERS OF YOUR IMMEDIATE FAMILY WOULD EACH GET ONE ROUND TRIP AIRFARE PER PERSON TO TRAVEL BACK HOME OR HAVE TWO ROUND TRIP TICKETS... *Global @dvisor*

Incentive that your employer could offer you to encourage a move to that **NEW INTERNATIONAL JOB.**

How much would this incentive motivate you to take such a job?



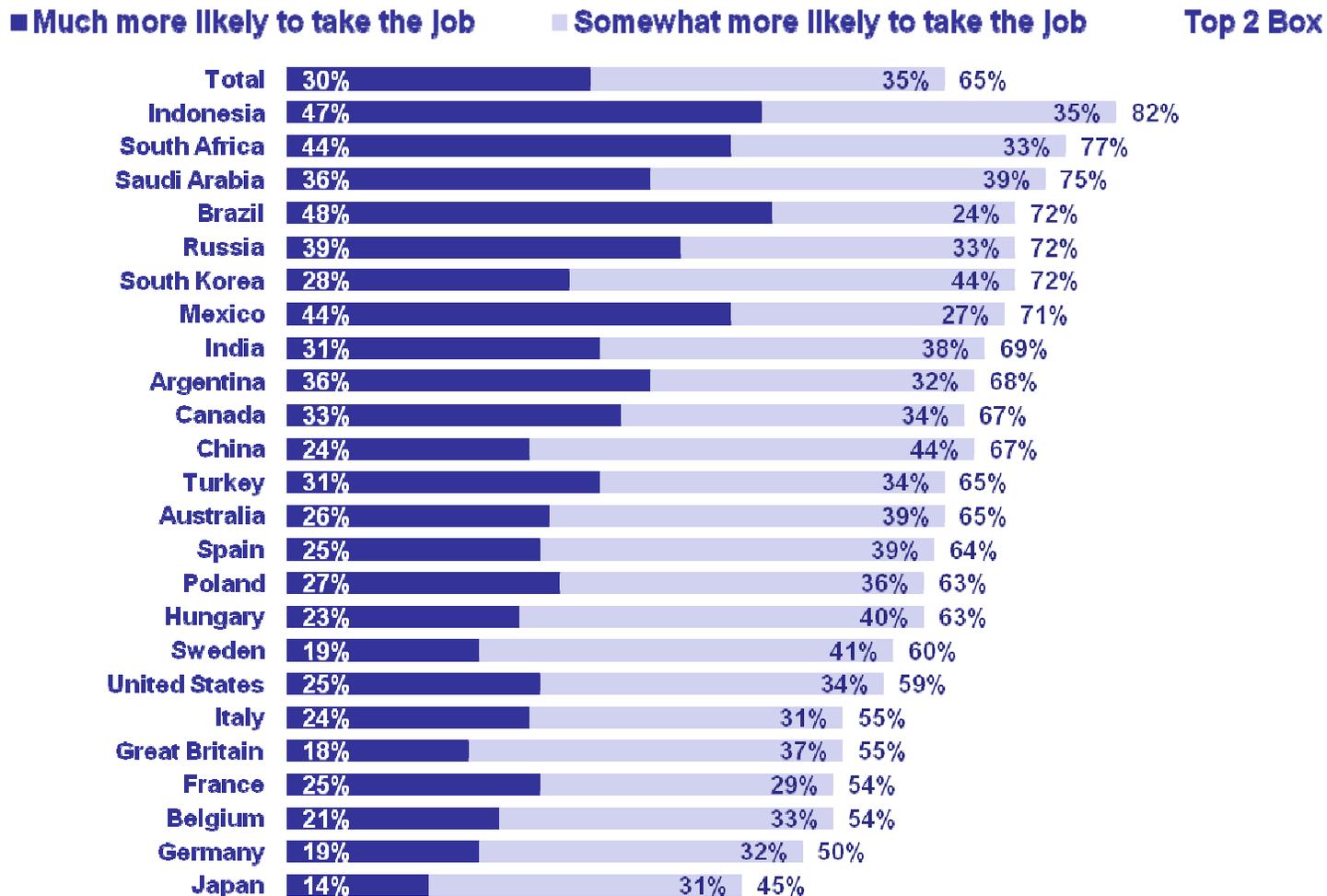
CZ5_4. [You/ members of your immediate family would each get one round trip airfare per person to travel back home or have two round trip tickets...] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job
Base: All Respondents: n= 12907



YOU/ MEMBERS OF YOUR IMMEDIATE FAMILY WOULD EACH GET ONE ROUND TRIP AIRFARE PER PERSON TO TRAVEL BACK HOME OR HAVE TWO ROUND TRIP TICKETS... *Global @dvisor*

Incentive that your employer could offer you to encourage a move to that **NEW INTERNATIONAL JOB.**

How much would this incentive motivate you to take such a job?



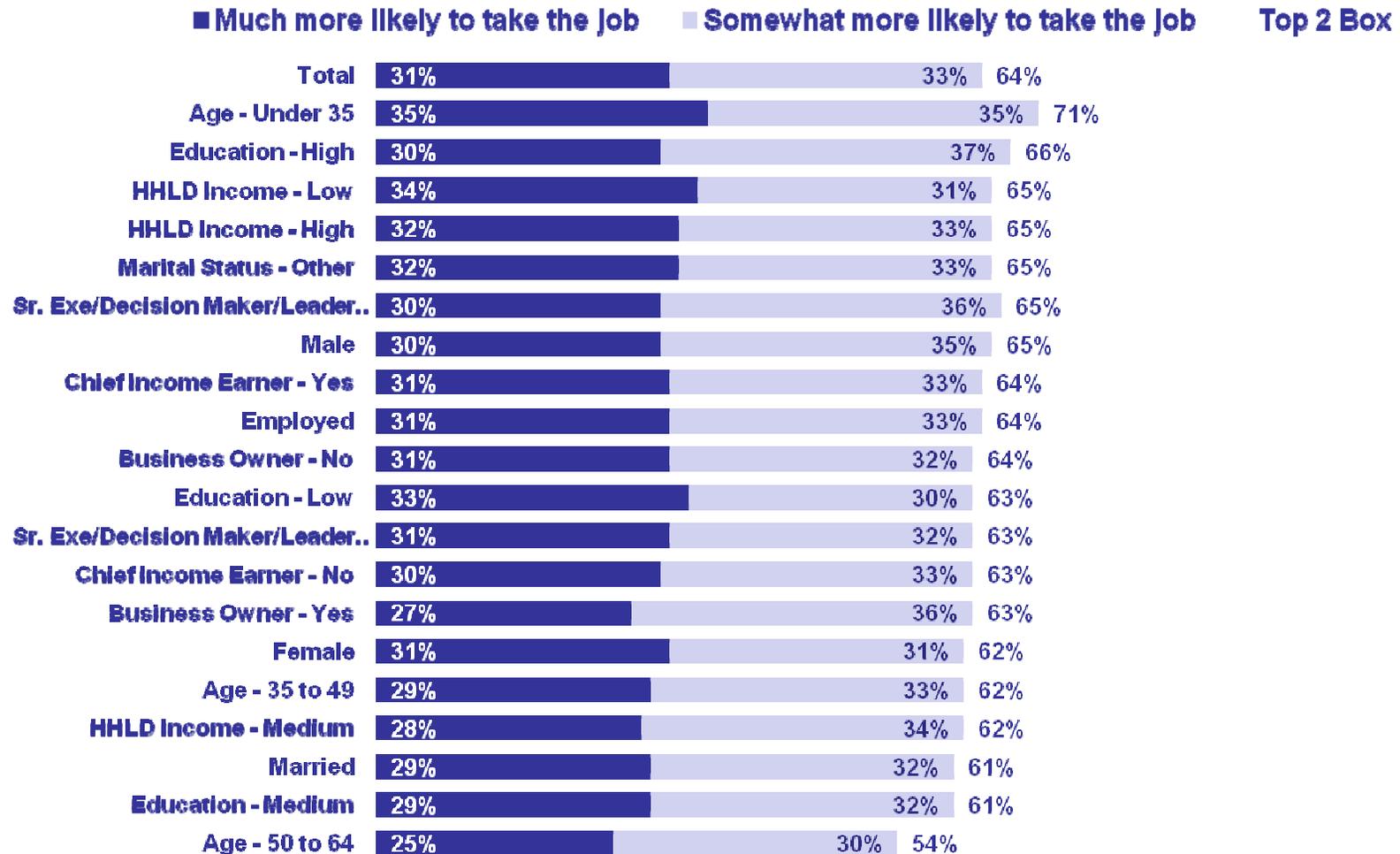
CZ5_4. [You/ members of your immediate family would each get one round trip airfare per person to travel back home or have two round trip tickets...] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job
 Base: All Respondents: n= 12907



A 10% PAY RAISE (as noted above)

Incentive that your employer could offer you to encourage a move to that NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_3. [A 10% pay raise (as noted above)] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

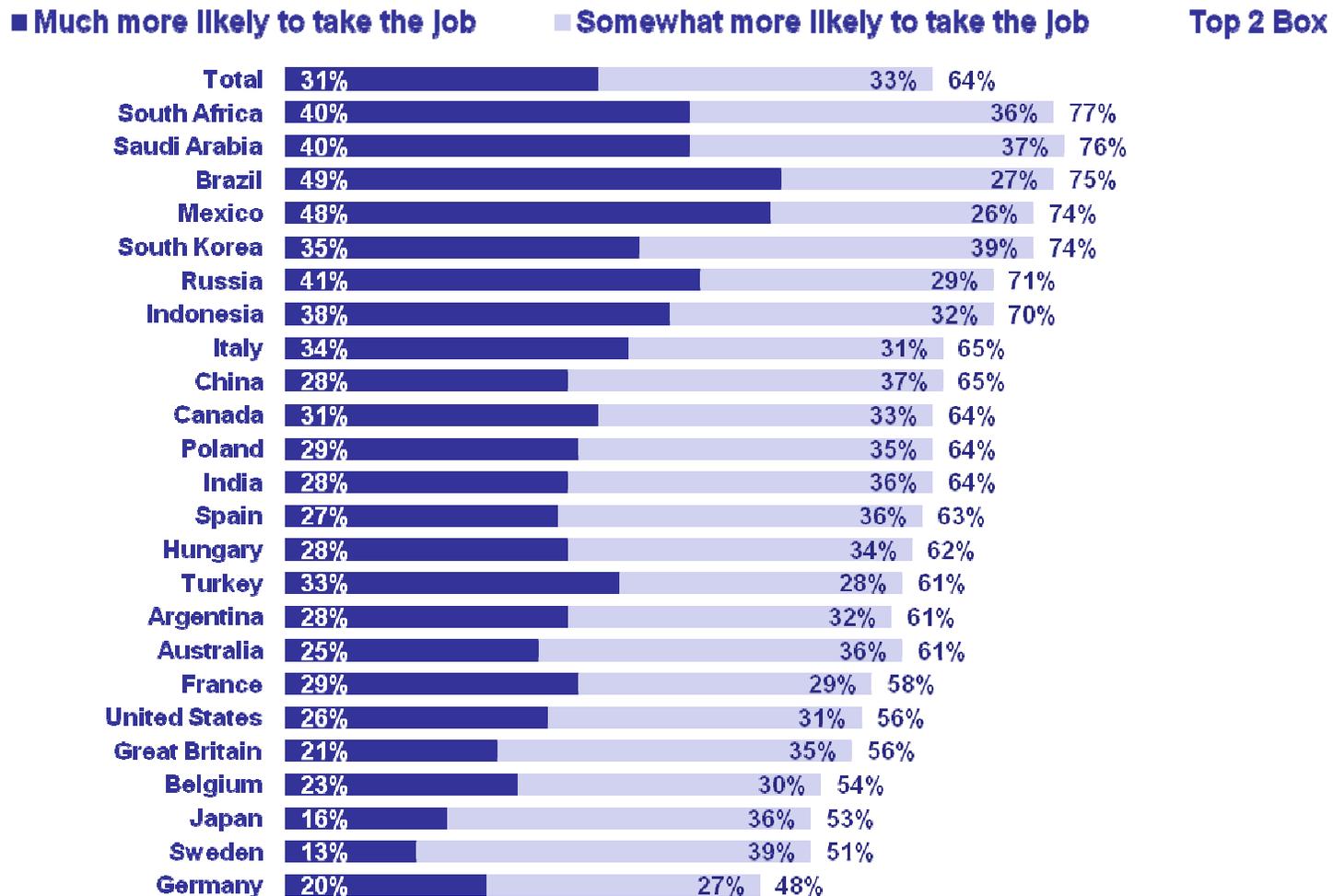
Base: All Respondents: n= 12907



A 10% PAY RAISE (as noted above)

Incentive that your employer could offer you to encourage a move to that NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_3. [A 10% pay raise (as noted above)] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

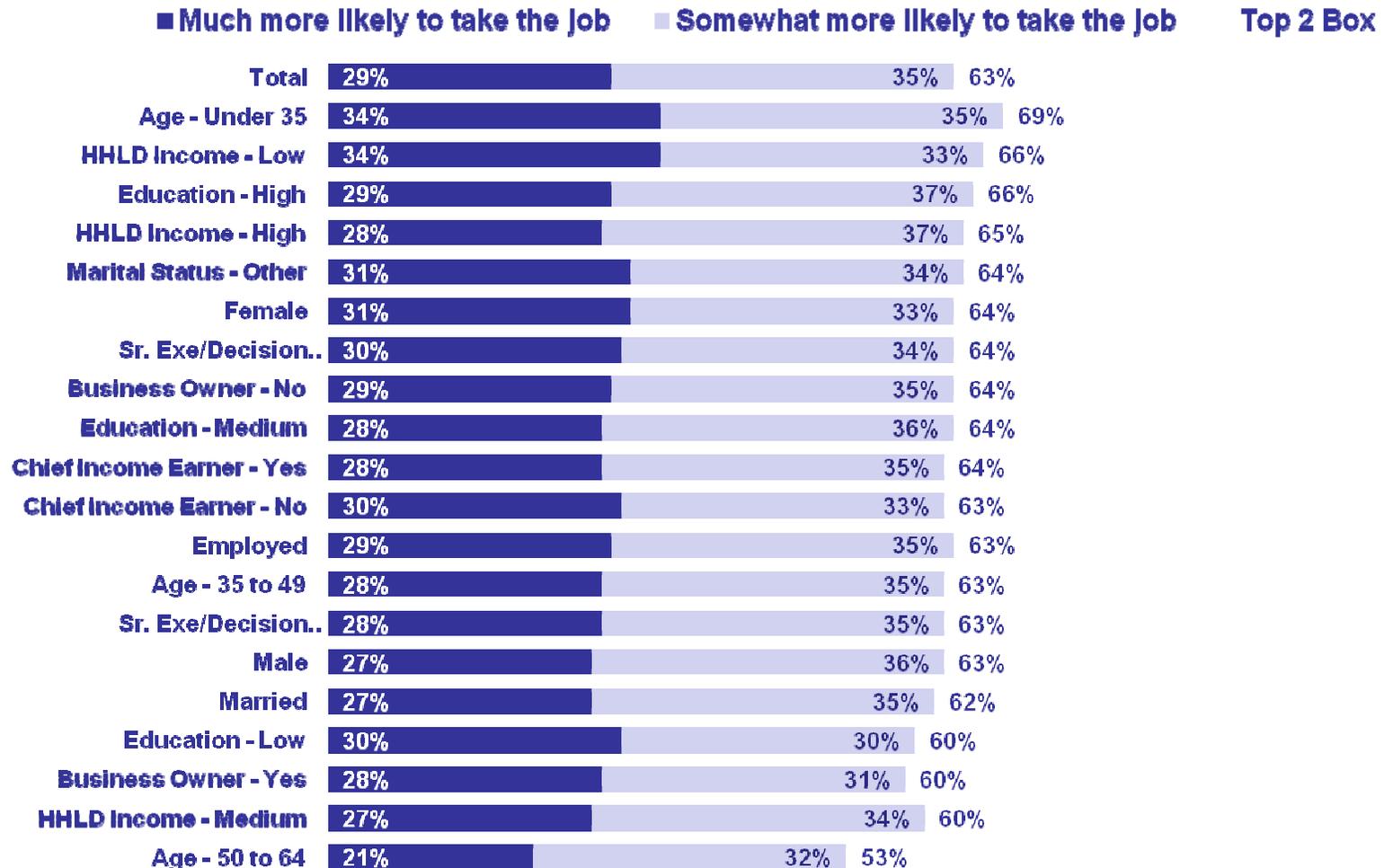
Base: All Respondents: n= 12907



PAID LANGUAGE TRAINING IF NECESSARY

Incentive that your employer could offer you to encourage a move to that NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_10. [Paid language training if necessary] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

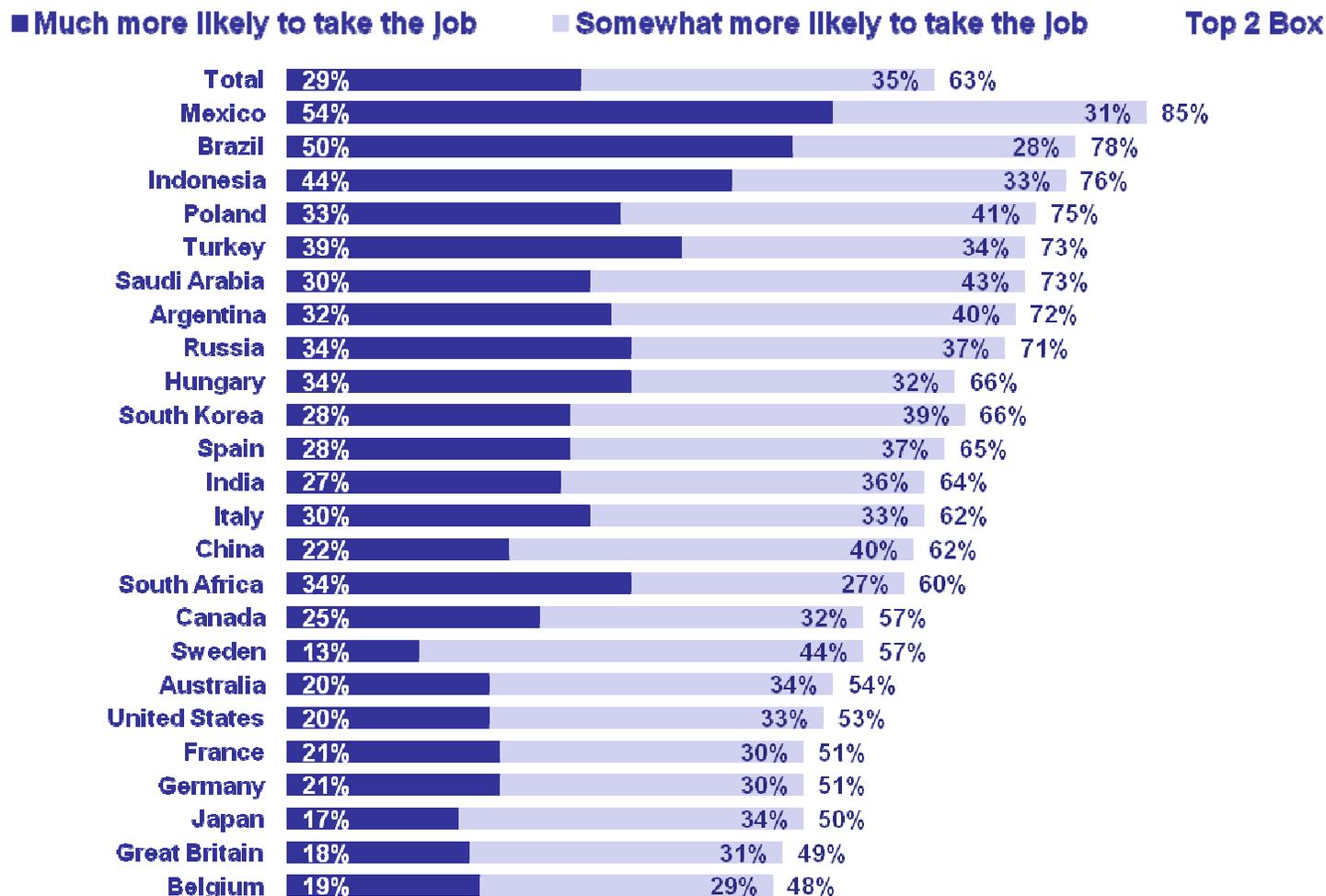
Base: All Respondents: n= 12907



PAID LANGUAGE TRAINING IF NECESSARY

Incentive that your employer could offer you to encourage a move to that NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_10. [Paid language training if necessary] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

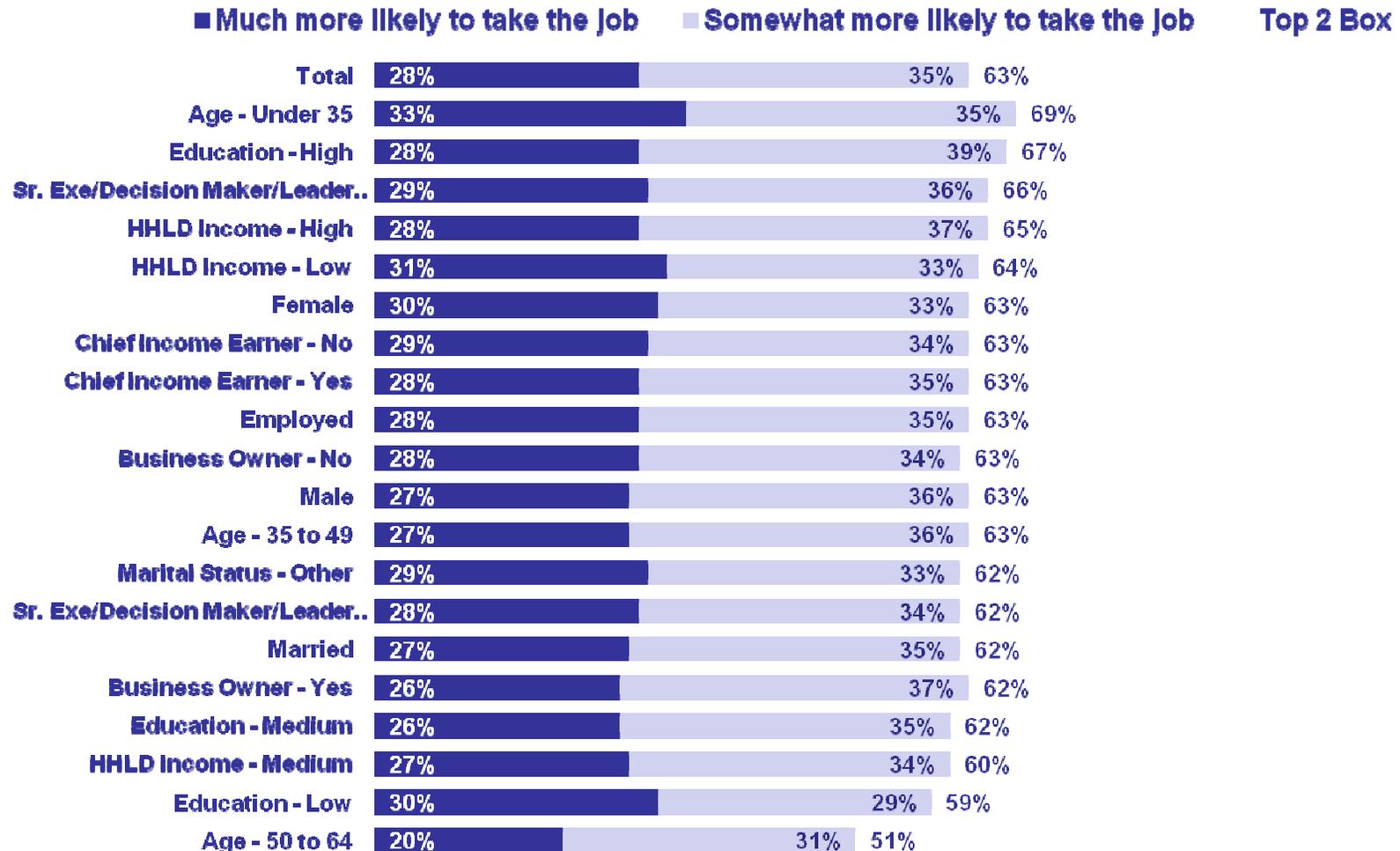
Base: All Respondents: n= 12907



PROVIDE YOU WITH EDUCATION COURSES TO UPGRADE YOUR SKILLS

Incentive that your employer could offer you to encourage a move to that
NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_6. [Provide you with education courses to upgrade your skills] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

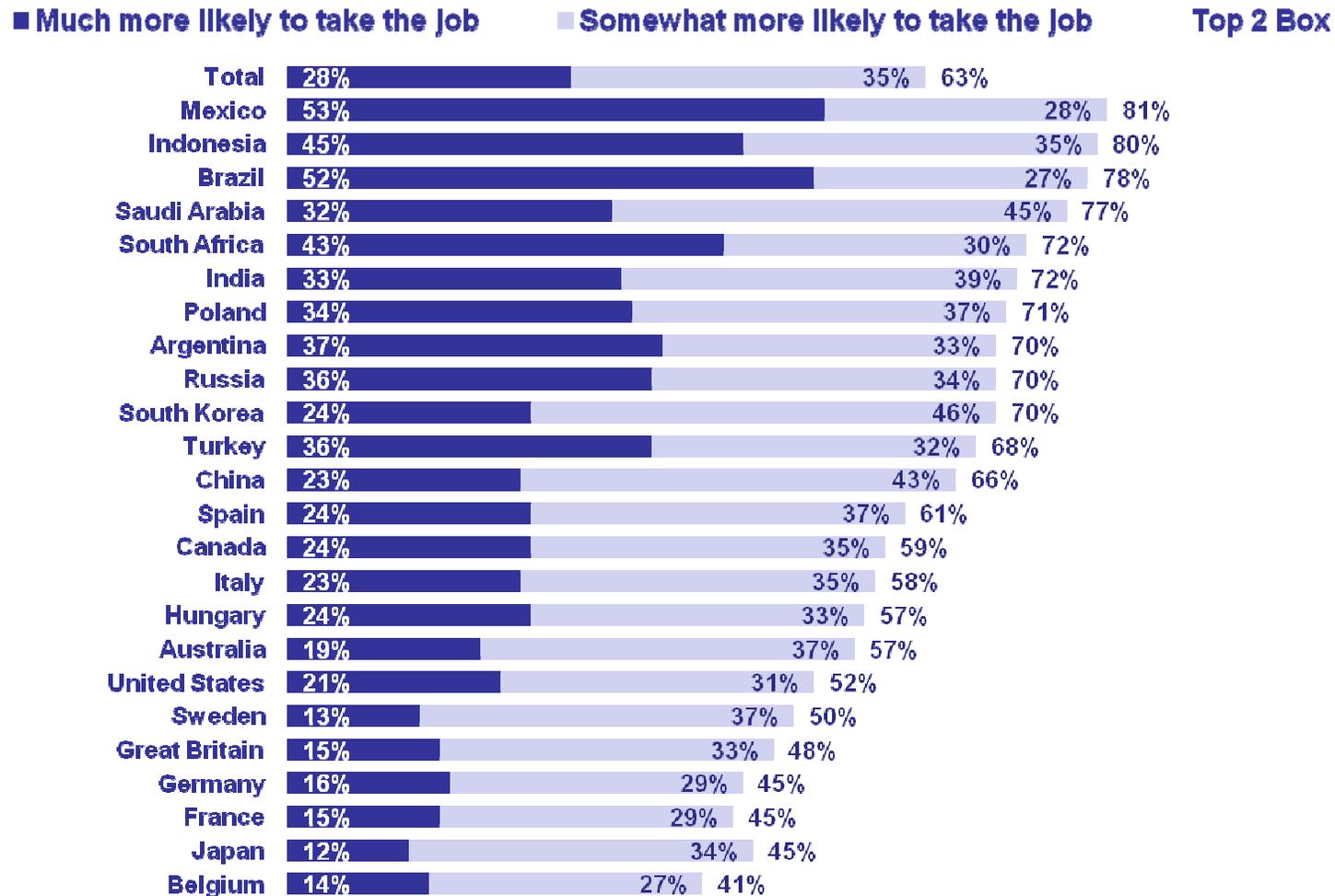
Base: All Respondents: n= 12907



PROVIDE YOU WITH EDUCATION COURSES TO UPGRADE YOUR SKILLS

Incentive that your employer could offer you to encourage a move to that
NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_6. [Provide you with education courses to upgrade your skills] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

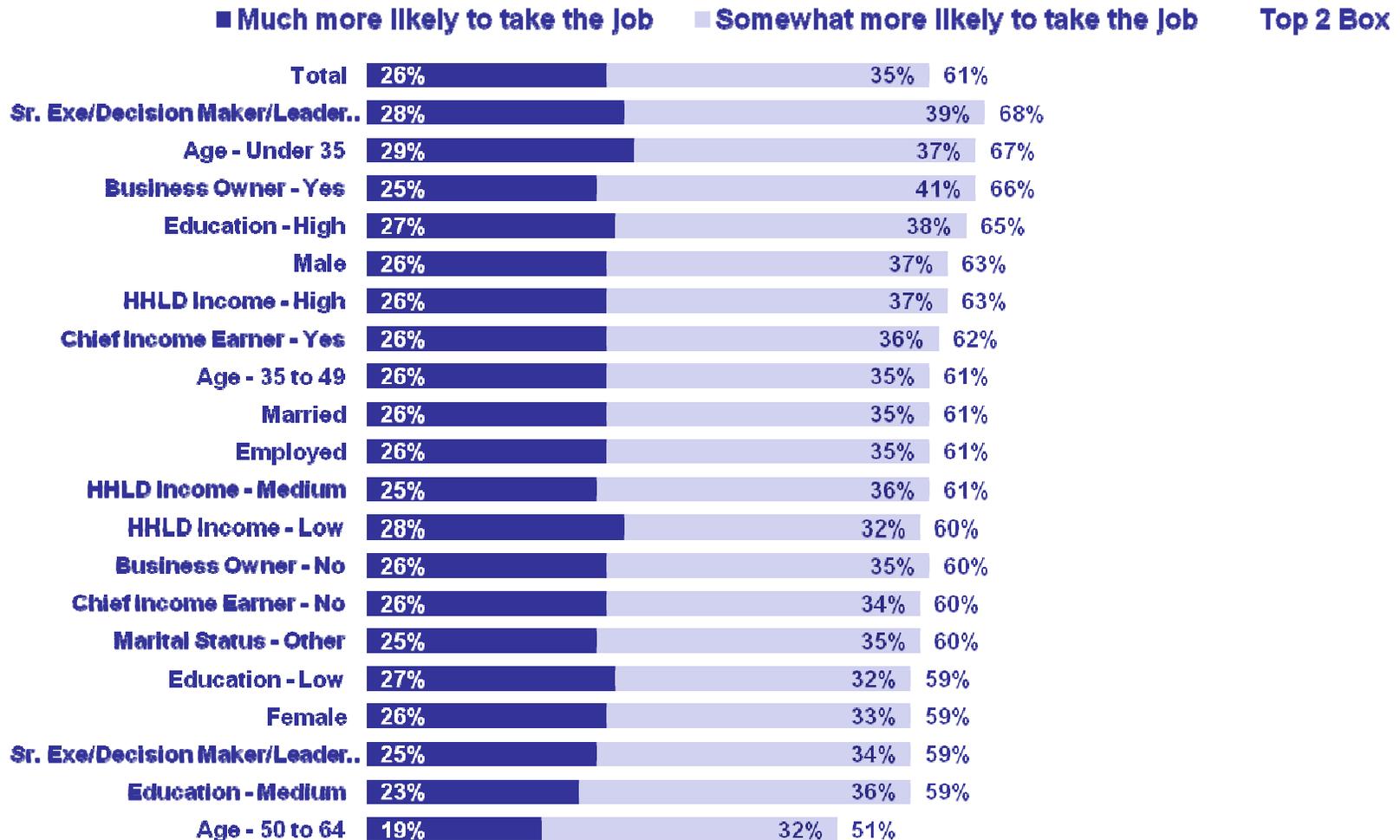
Base: All Respondents: n= 12907



A MONTHLY CAR ALLOWANCE

Incentive that your employer could offer you to encourage a move to that
NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



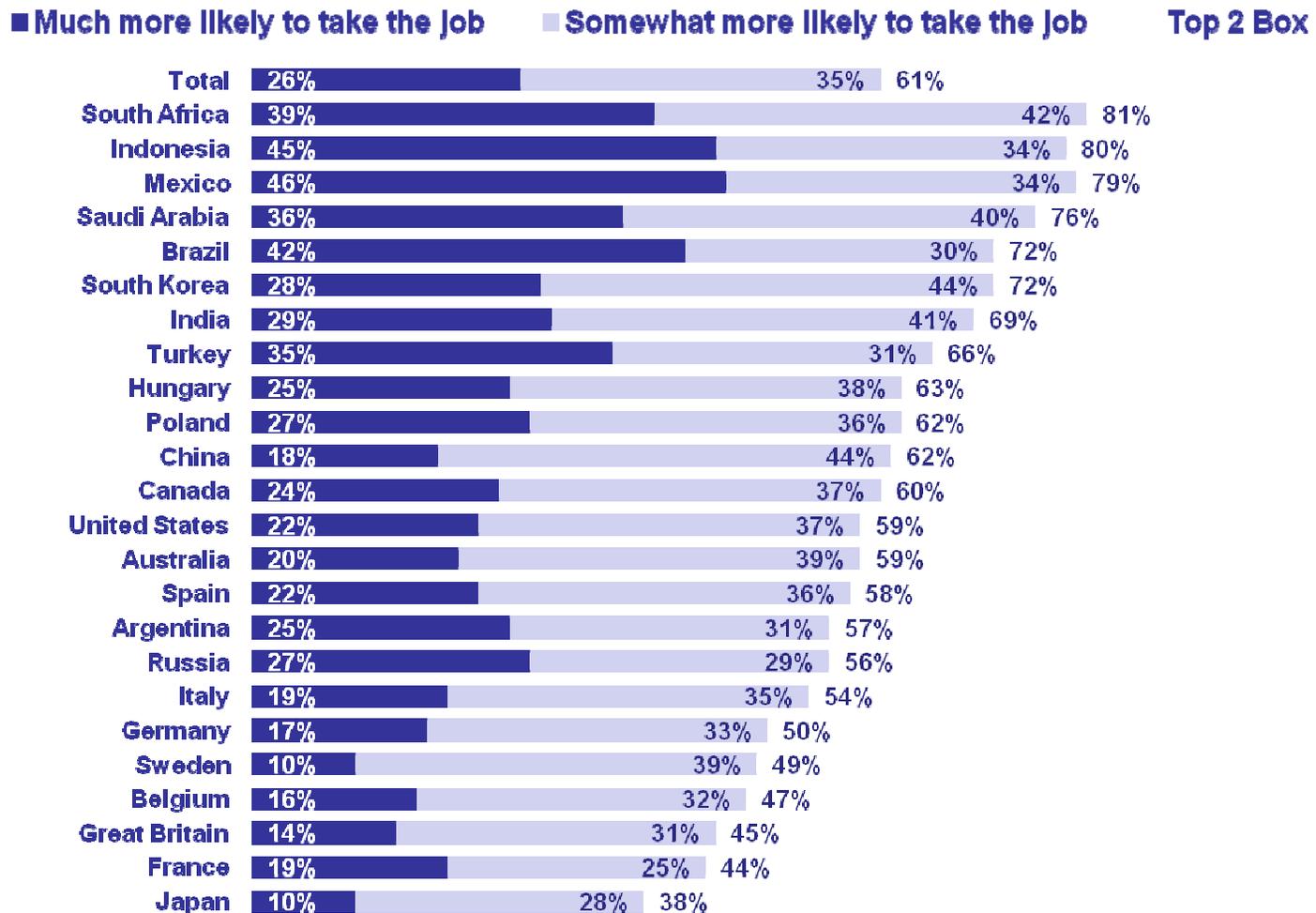
CZ5_1. [A monthly car allowance] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

Base: All Respondents: n= 12907

A MONTHLY CAR ALLOWANCE

Incentive that your employer could offer you to encourage a move to that
NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



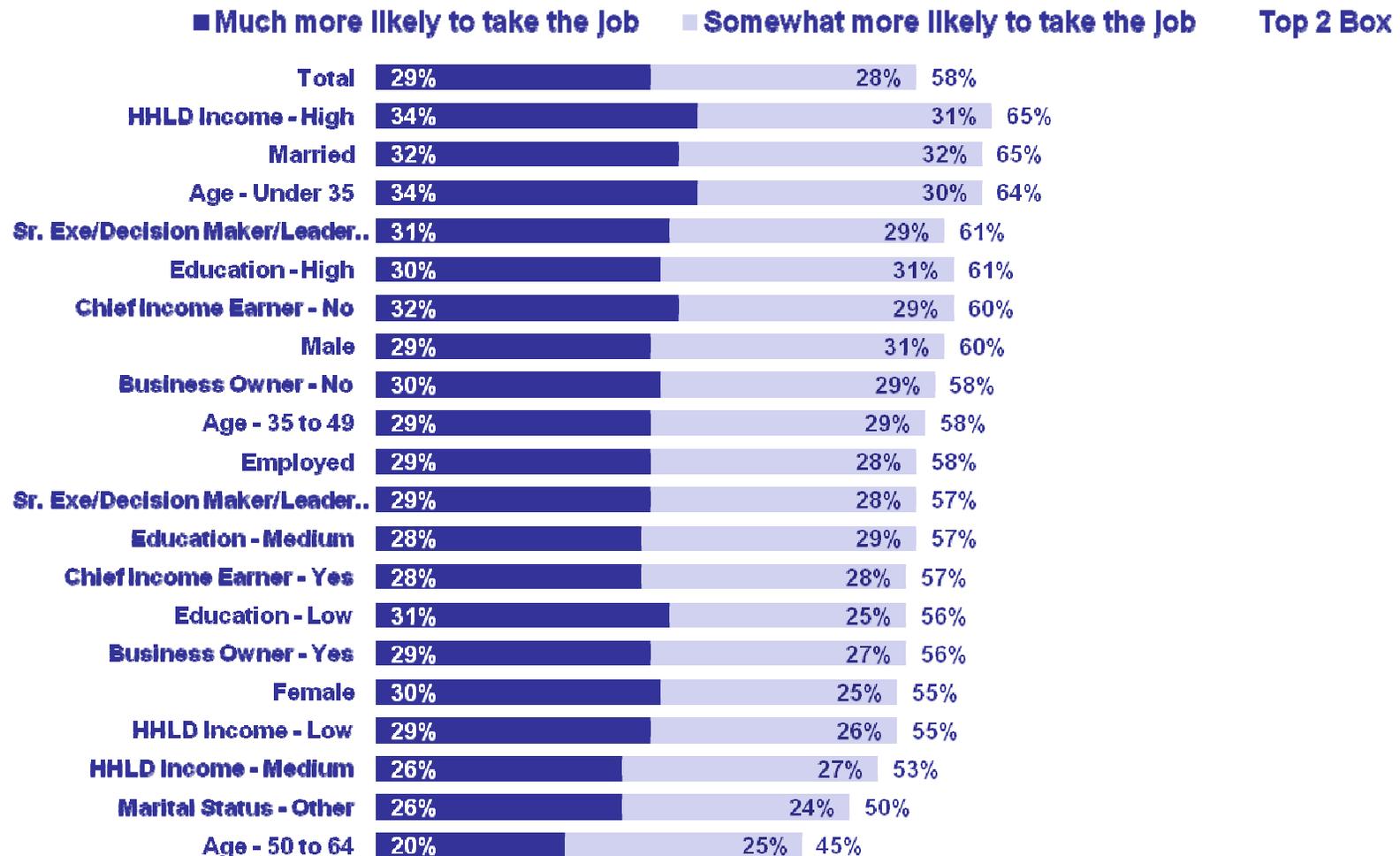
CZ5_1. [A monthly car allowance] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

Base: All Respondents: n= 12907



PROVIDE IMMIGRATION FOR YOUR SPOUSE IN ORDER THAT THEY COULD OBTAIN EMPLOYMENT
 Incentive that your employer could offer you to encourage a move to that
NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_8. [Provide immigration for your spouse in order that they could obtain employment] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

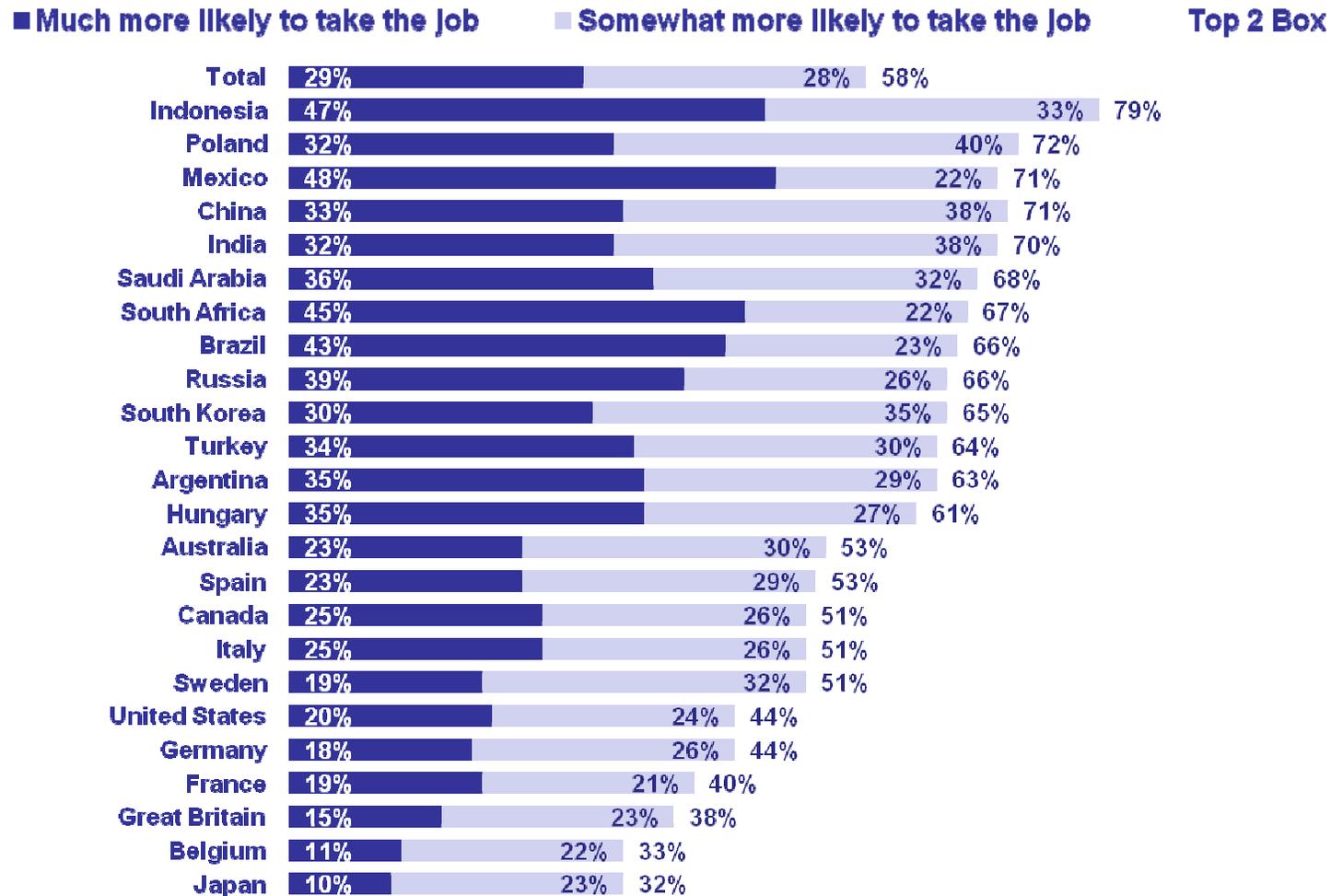
Base: All Respondents: n= 12907



PROVIDE IMMIGRATION FOR YOUR SPOUSE IN ORDER THAT THEY COULD OBTAIN EMPLOYMENT

Incentive that your employer could offer you to encourage a move to that
NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_8. [Provide immigration for your spouse in order that they could obtain employment] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

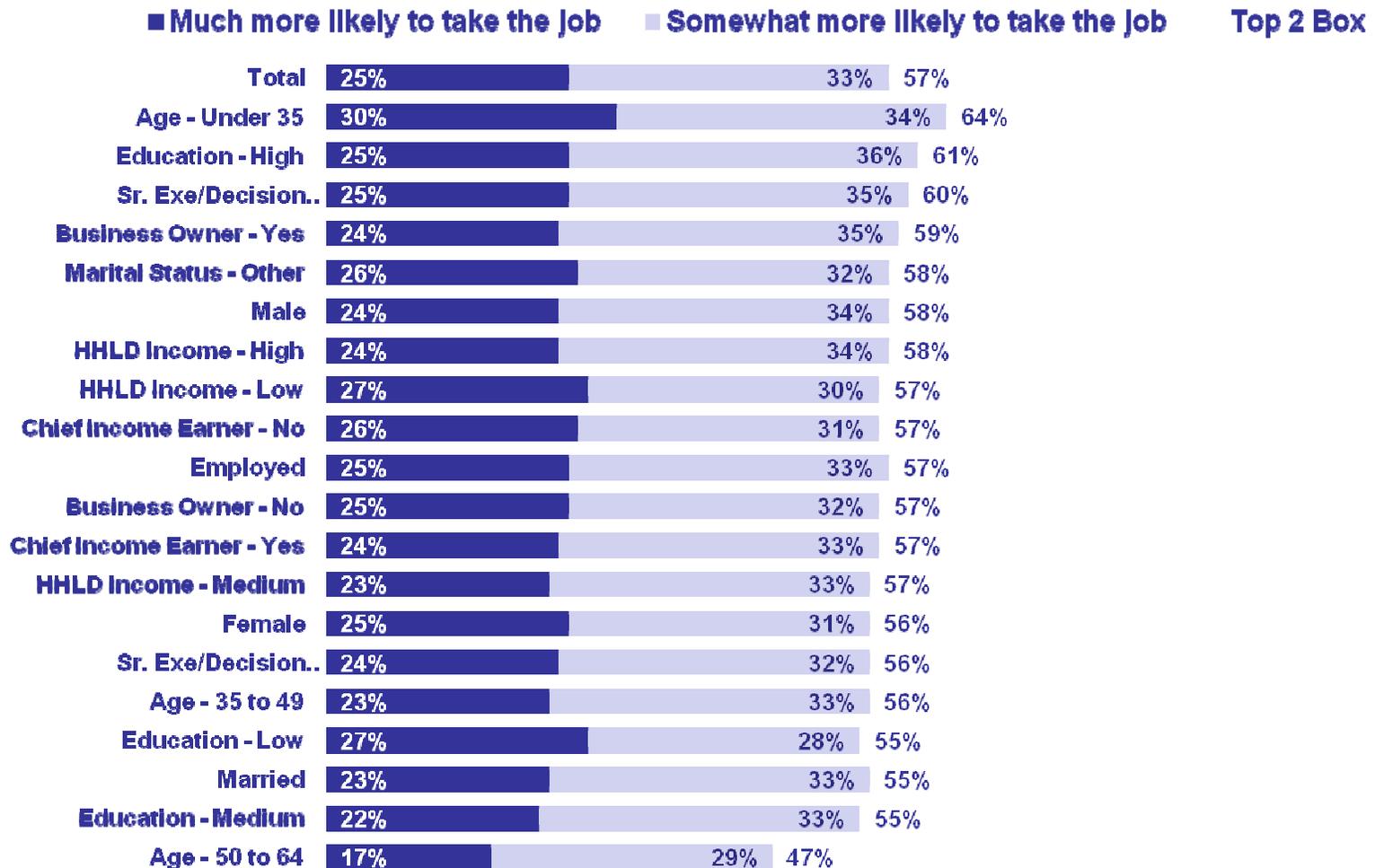
Base: All Respondents: n= 12907



GIVE YOU ANOTHER WEEK WORTH OF VACATION TO USE HOWEVER YOU WISH

Incentive that your employer could offer you to encourage a move to that
NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_7. [Give you another week worth of vacation to use however you wish] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

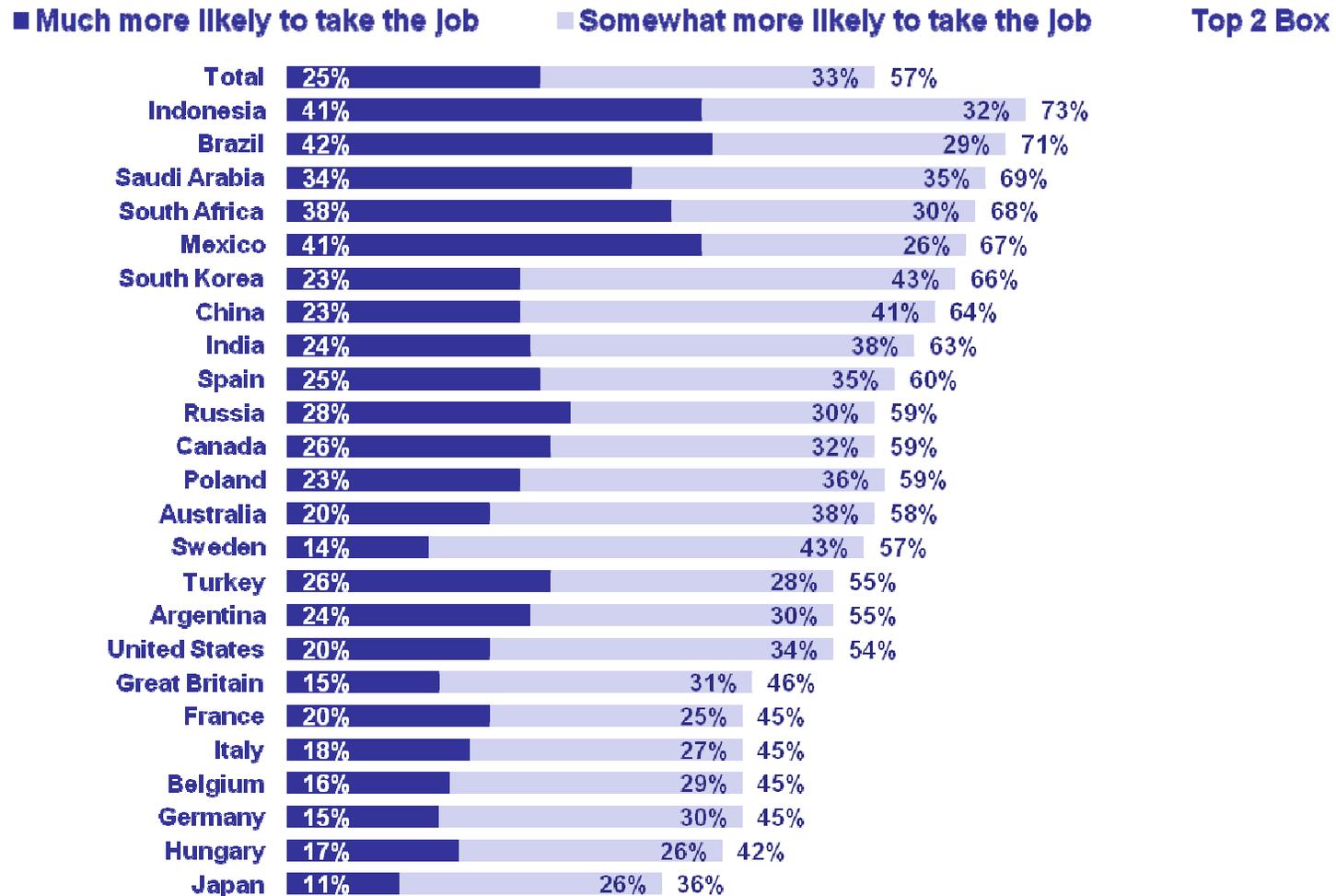
Base: All Respondents: n= 12907



GIVE YOU ANOTHER WEEK WORTH OF VACATION TO USE HOWEVER YOU WISH

Incentive that your employer could offer you to encourage a move to that
NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_7. [Give you another week worth of vacation to use however you wish] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

Base: All Respondents: n= 12907

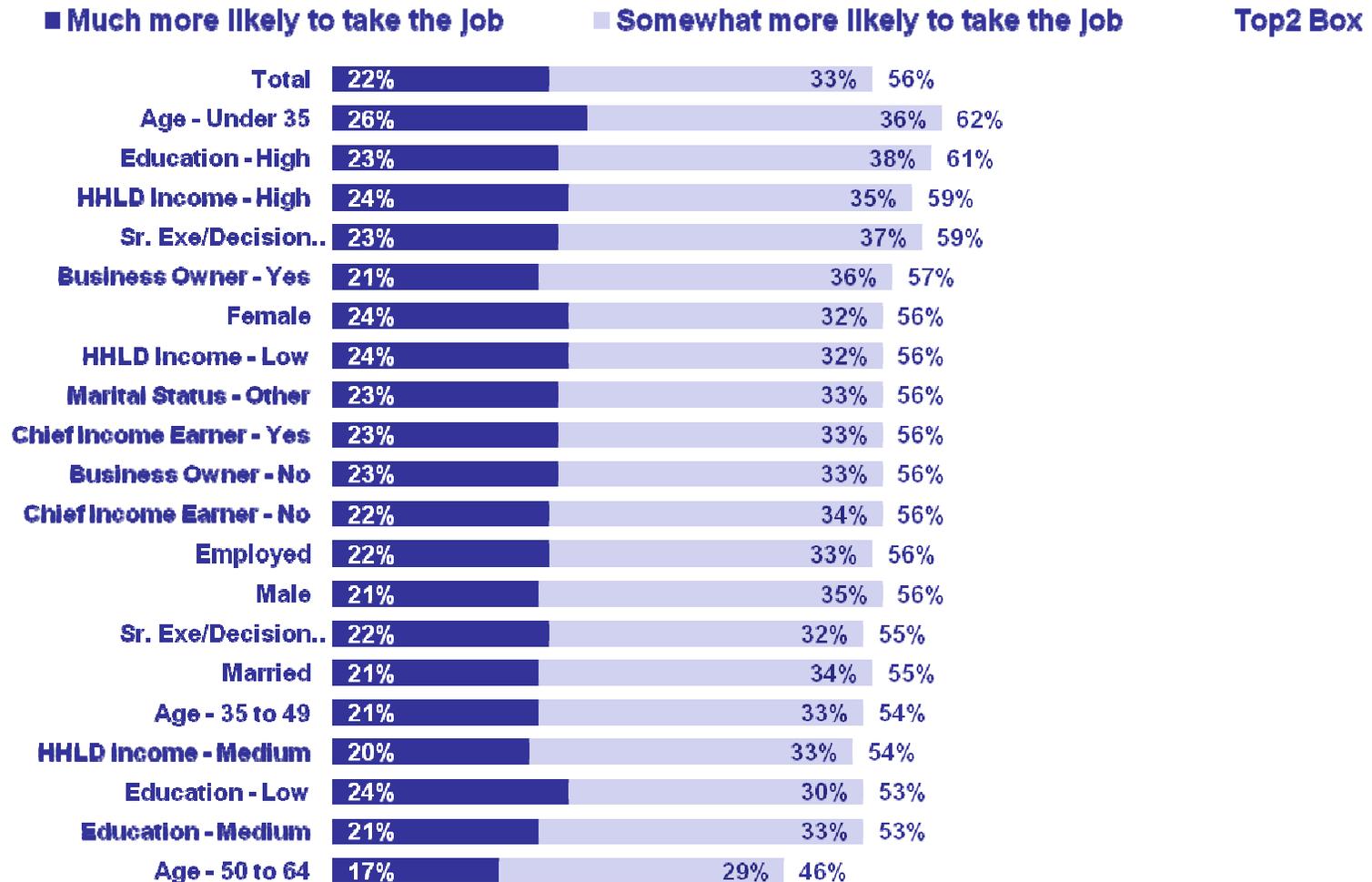


A ONE TIME RELOCATION ALLOWANCE EQUIVALENT TO 5% OF YOUR GROSS SALARY TO COVER INCIDENTAL HOUSEHOLD EXPENSES

Global@advisor

Incentive that your employer could offer you to encourage a move to that NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_2. [A onetime relocation allowance equivalent to 5% of your gross salary to cover incidental household expenses] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

Base: All Respondents: n= 12907

A Global@advisor – February 2012 – G@24 Employee Relocation

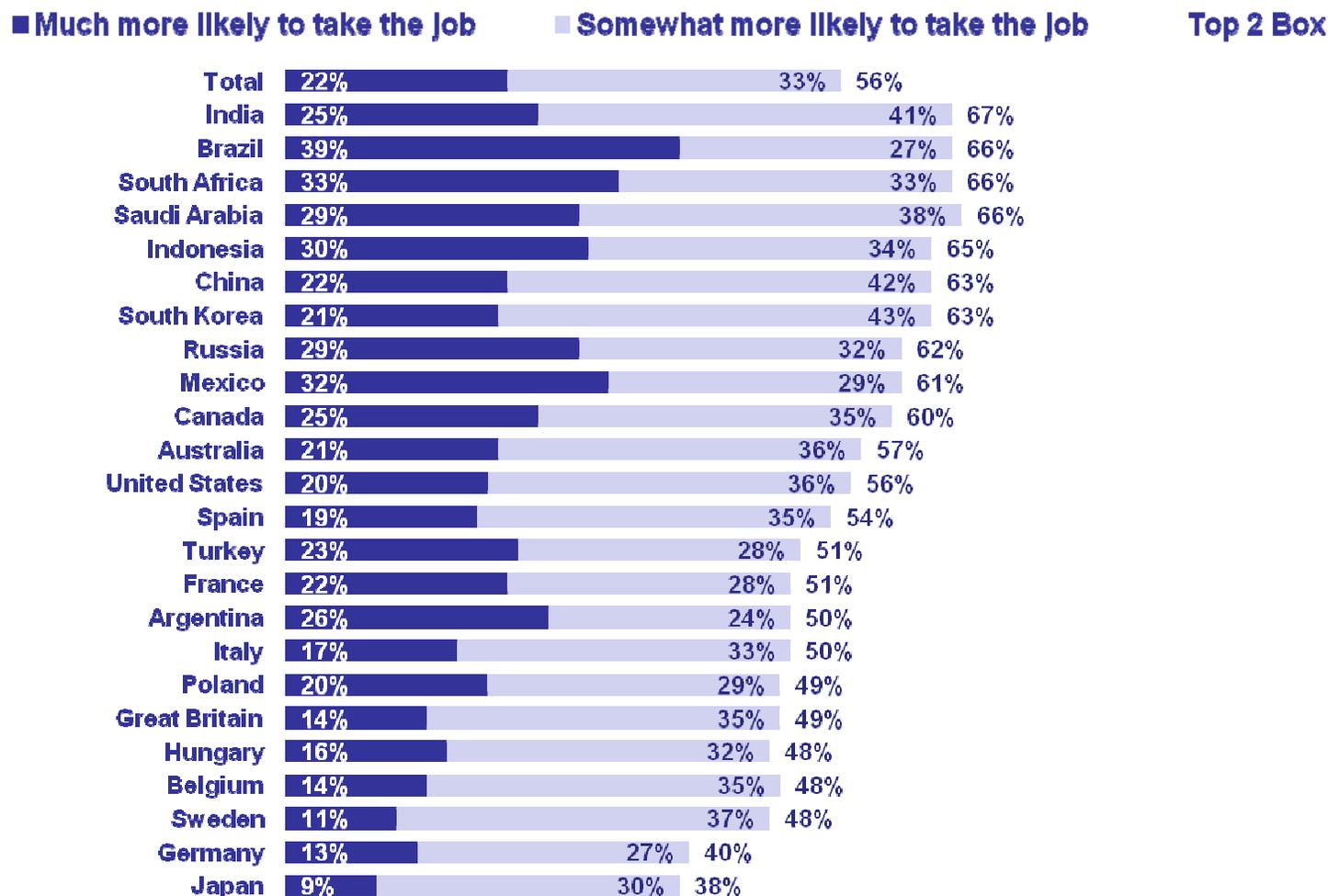


A ONE TIME RELOCATION ALLOWANCE EQUIVALENT TO 5% OF YOUR GROSS SALARY TO COVER INCIDENTAL HOUSEHOLD EXPENSES

Global@advisor

Incentive that your employer could offer you to encourage a move to that NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_2. [A onetime relocation allowance equivalent to 5% of your gross salary to cover incidental household expenses] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:
 Base: All Respondents: n= 12907

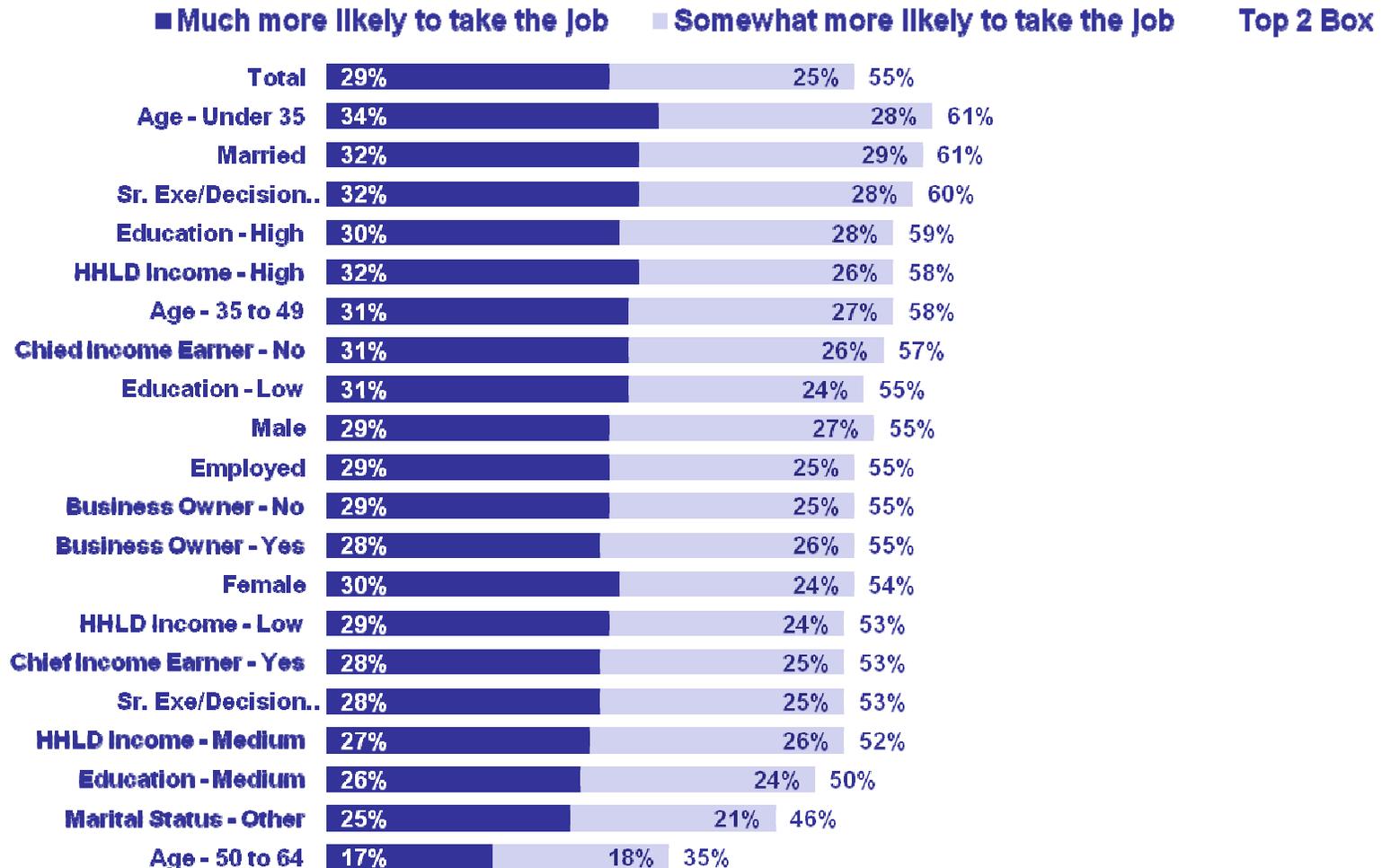
A Global @advisor – February 2012 – G@24 Employee Relocation



PROVIDE PAID SCHOOL TUITION FOR YOUR CHILDREN

Incentive that your employer could offer you to encourage a move to that NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_5. [Provide paid school tuition for your children] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

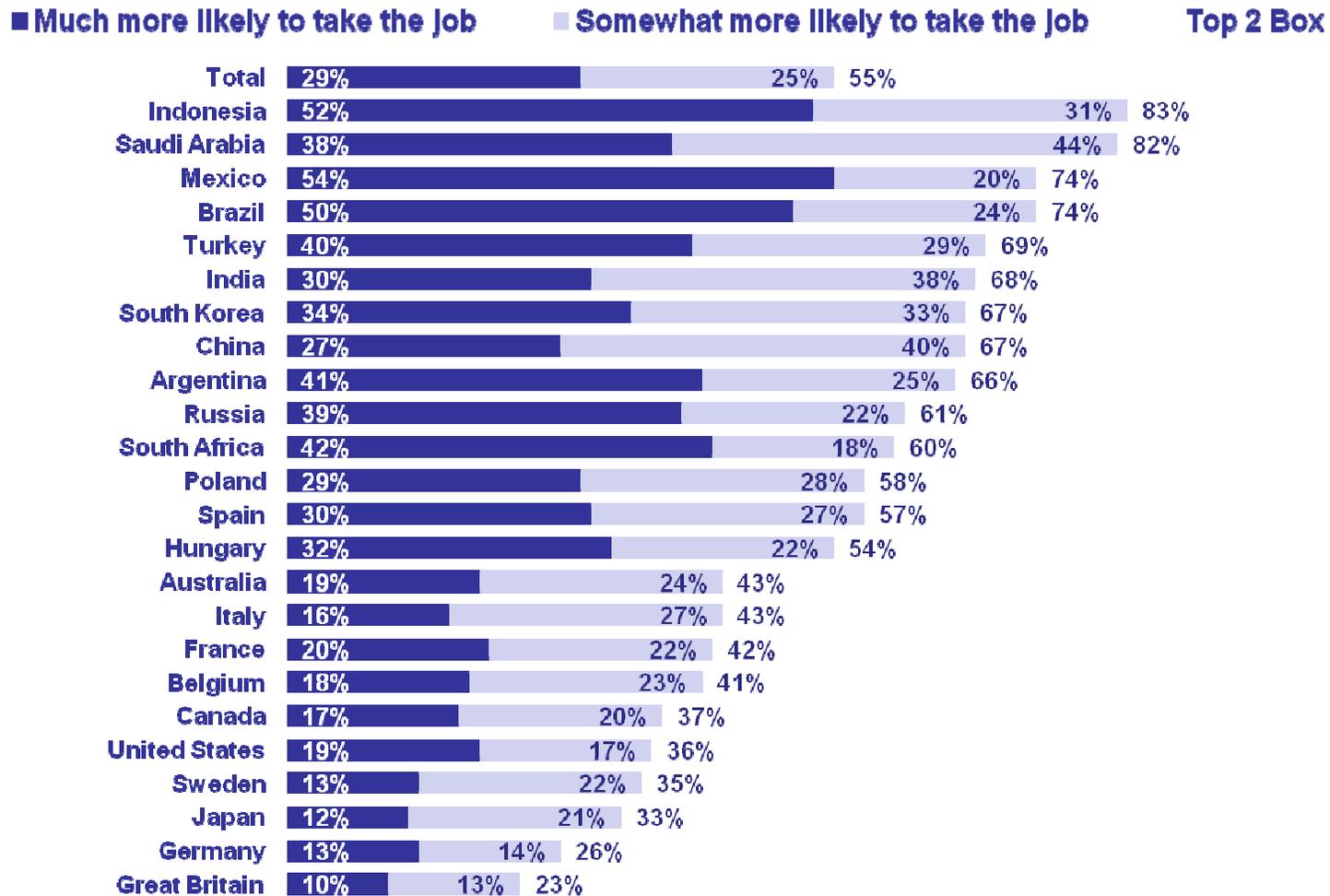
Base: All Respondents: n= 12907



PROVIDE PAID SCHOOL TUITION FOR YOUR CHILDREN

Incentive that your employer could offer you to encourage a move to that
NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



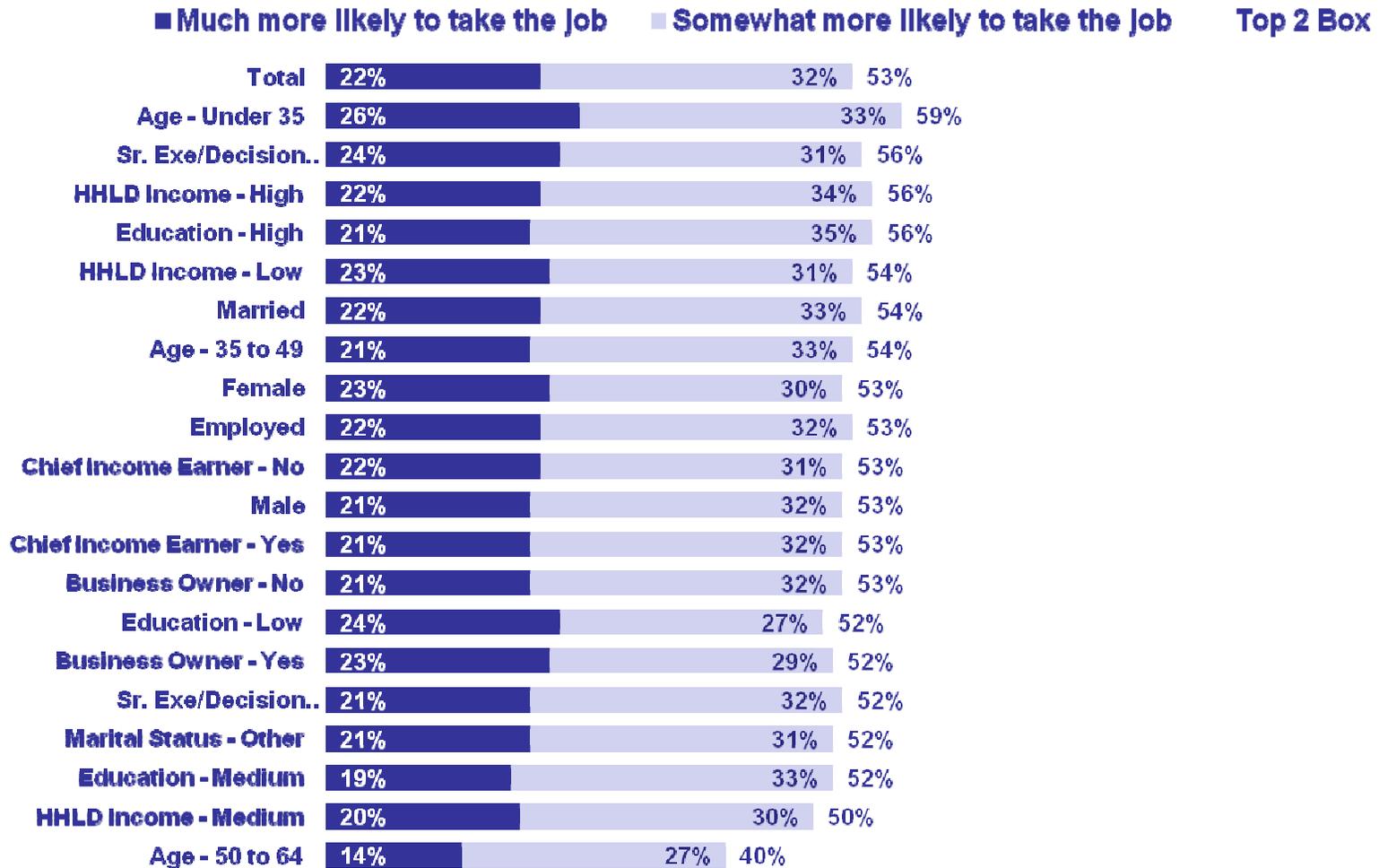
CZ5_5. [Provide paid school tuition for your children] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:
Base: All Respondents: n= 12907



PROVIDE RELOCATION CONSULTANT FOR HOME AND SCHOOL SEARCH

Incentive that your employer could offer you to encourage a move to that
NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_9. [Provide relocation consultant for home and school search] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

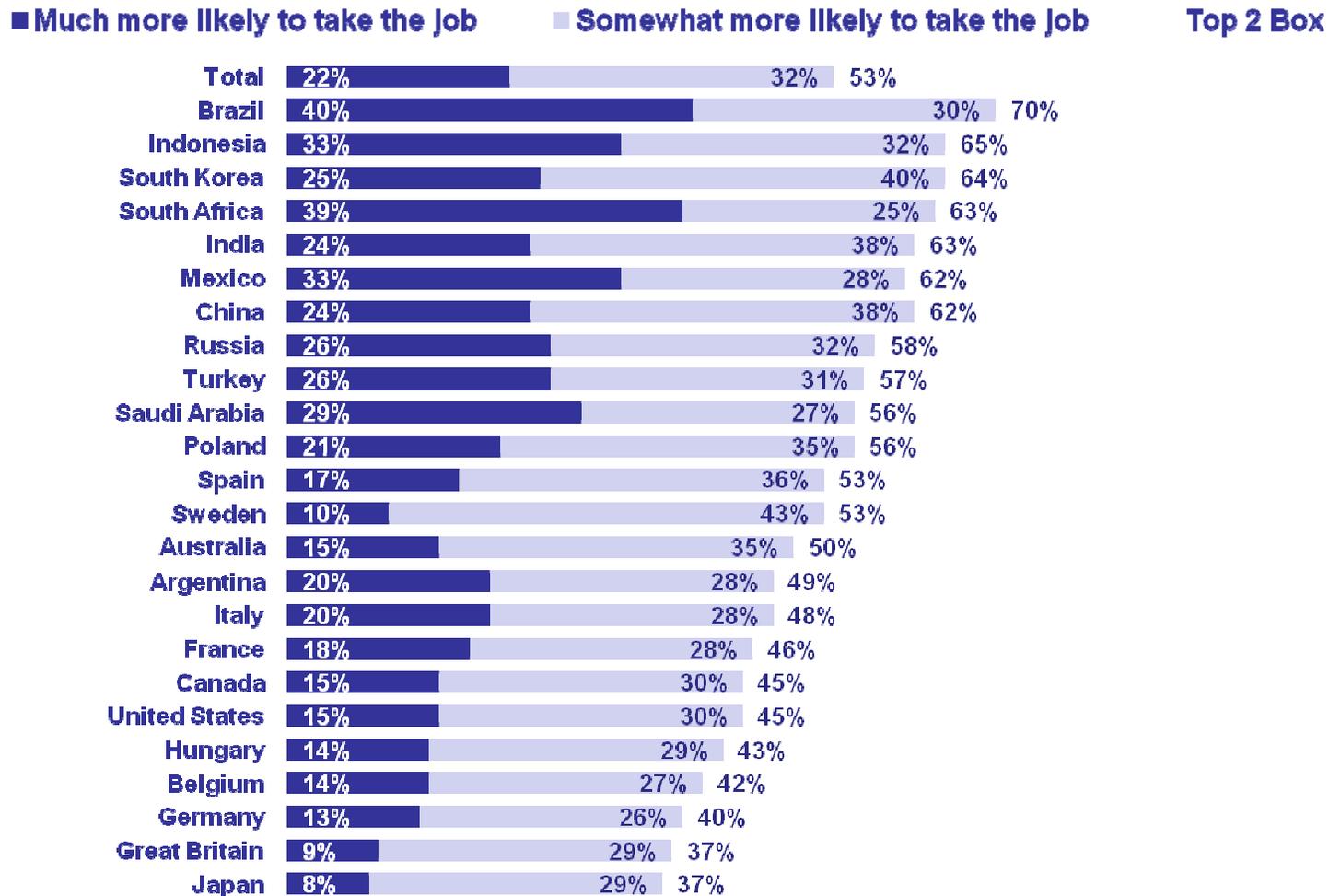
Base: All Respondents: n= 12907



PROVIDE RELOCATION CONSULTANT FOR HOME AND SCHOOL SEARCH

Incentive that your employer could offer you to encourage a move to that
NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_9. [Provide relocation consultant for home and school search] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

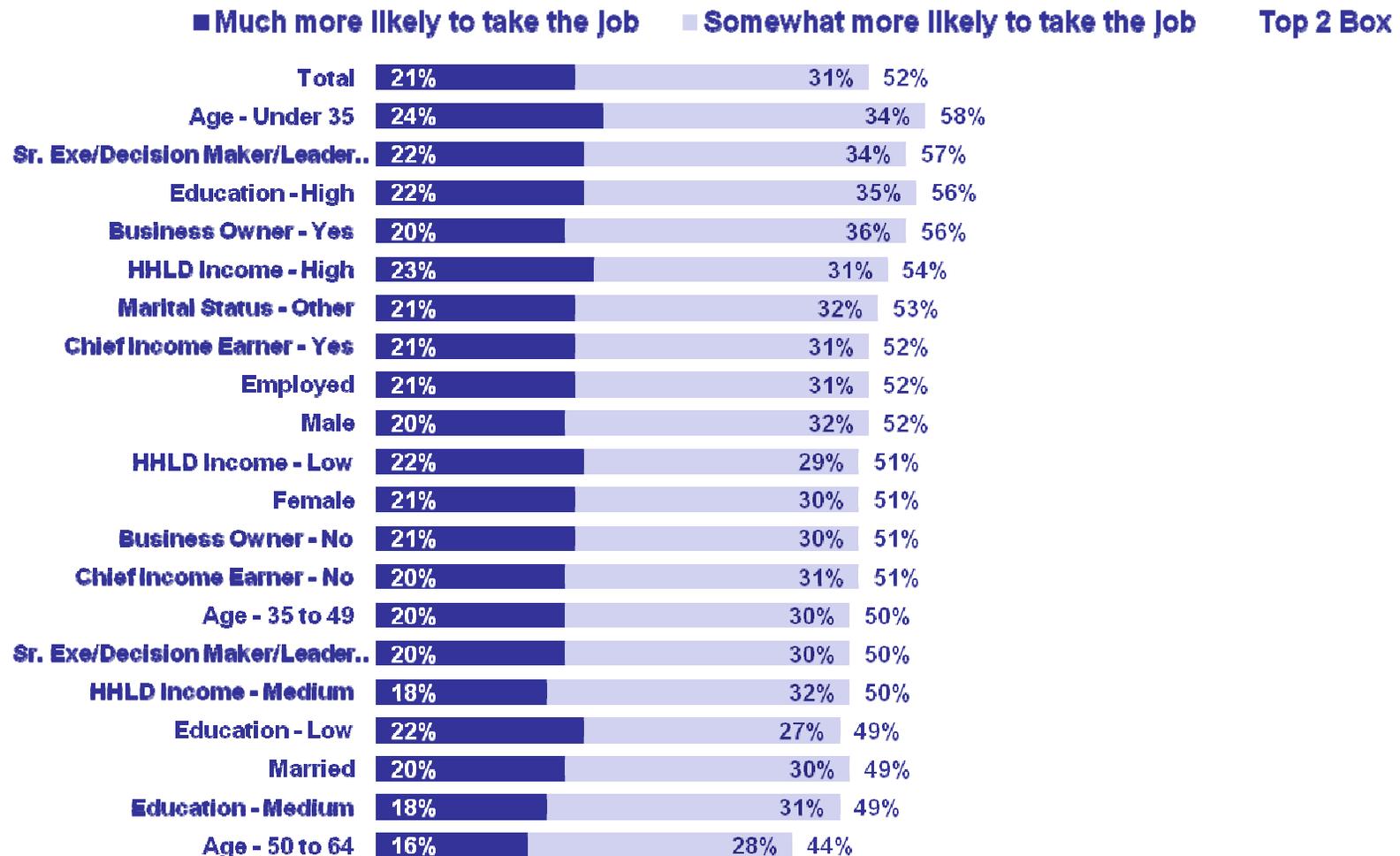
Base: All Respondents: n= 12907



PROVIDE TEMPORARY HOUSING FOR UP TO FOUR (4) WEEKS

Incentive that your employer could offer you to encourage a move to that
NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_12. [Provide temporary housing for up to four (4) weeks] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

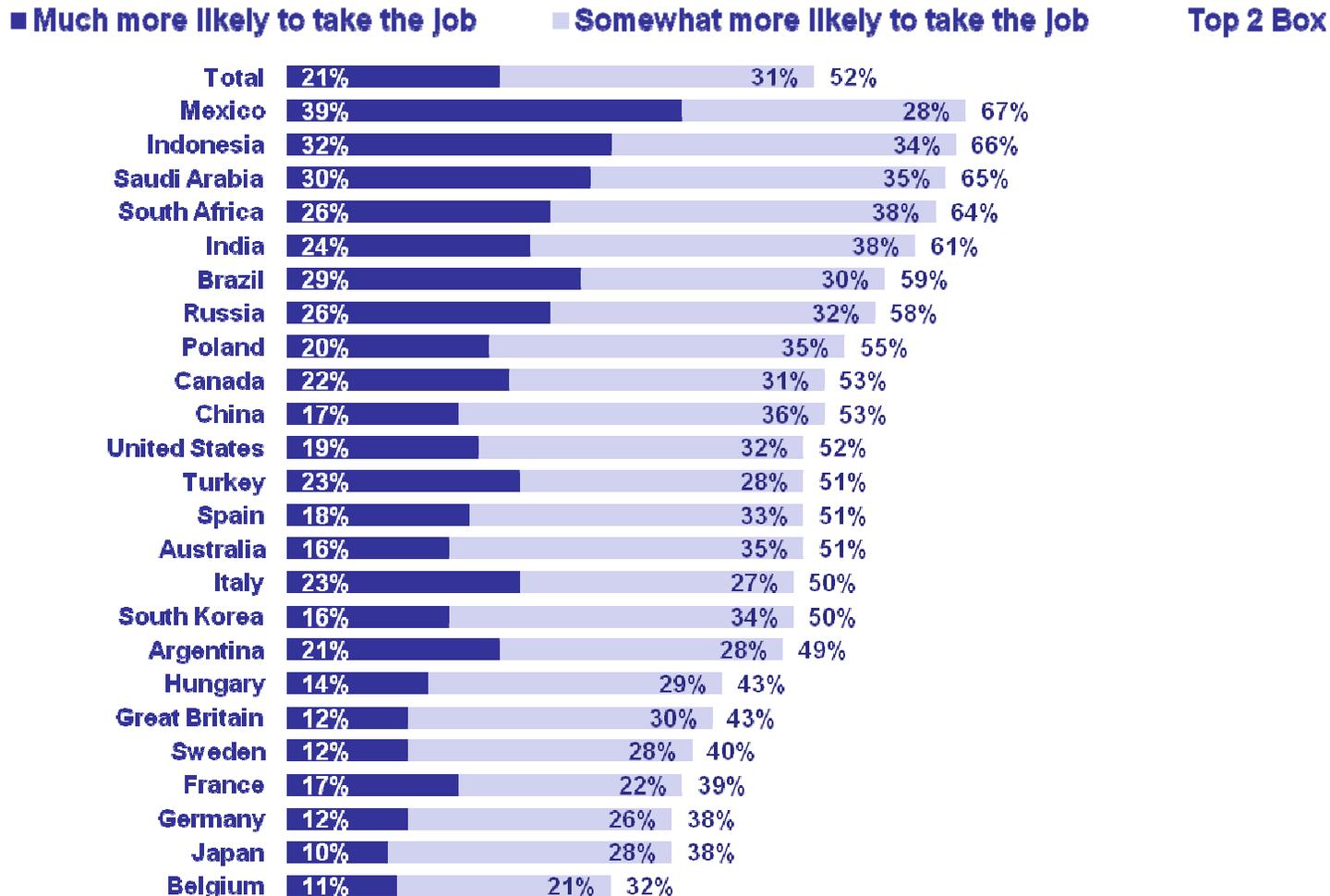
Base: All Respondents: n= 12907



PROVIDE TEMPORARY HOUSING FOR UP TO FOUR (4) WEEKS

Incentive that your employer could offer you to encourage a move to that
NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_12. [Provide temporary housing for up to four (4) weeks] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:
Base: All Respondents: n= 12907

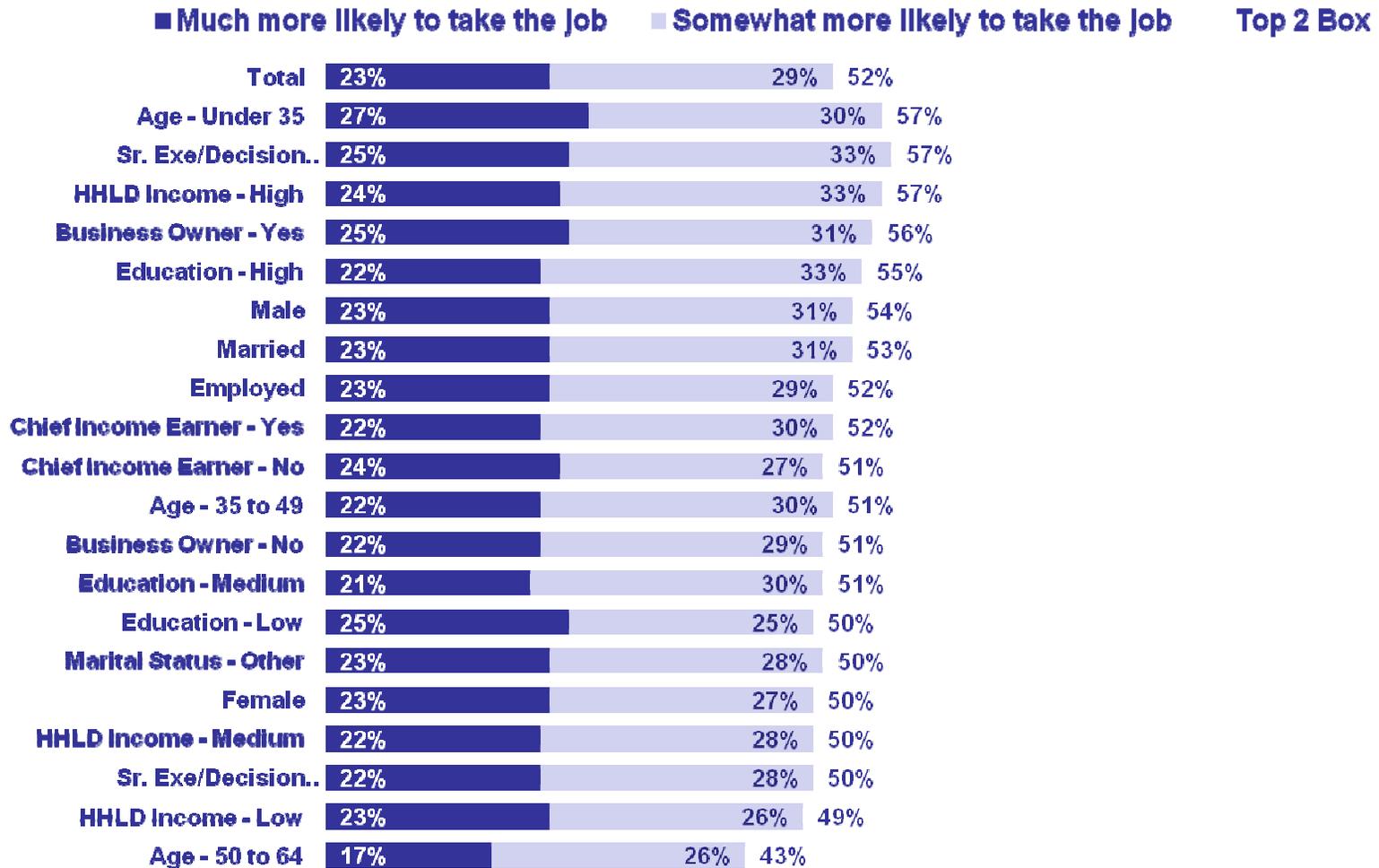


IF YOU OWN A HOUSE/CONDO, WOULD PROVIDE A SALE OR LEASE AGENT AND WOULD PAY THE DIFFERENCE IN MARKET VALUE IF SOLD AT A LOSS

Global @dvisor

Incentive that your employer could offer you to encourage a move to that NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_14. [If you own a house/condo, would provide a sale or lease agent and would pay the difference in market value if sold at a loss] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

Base: All Respondents: n= 12907

A Global @dvisory – February 2012 – G@24 Employee Relocation

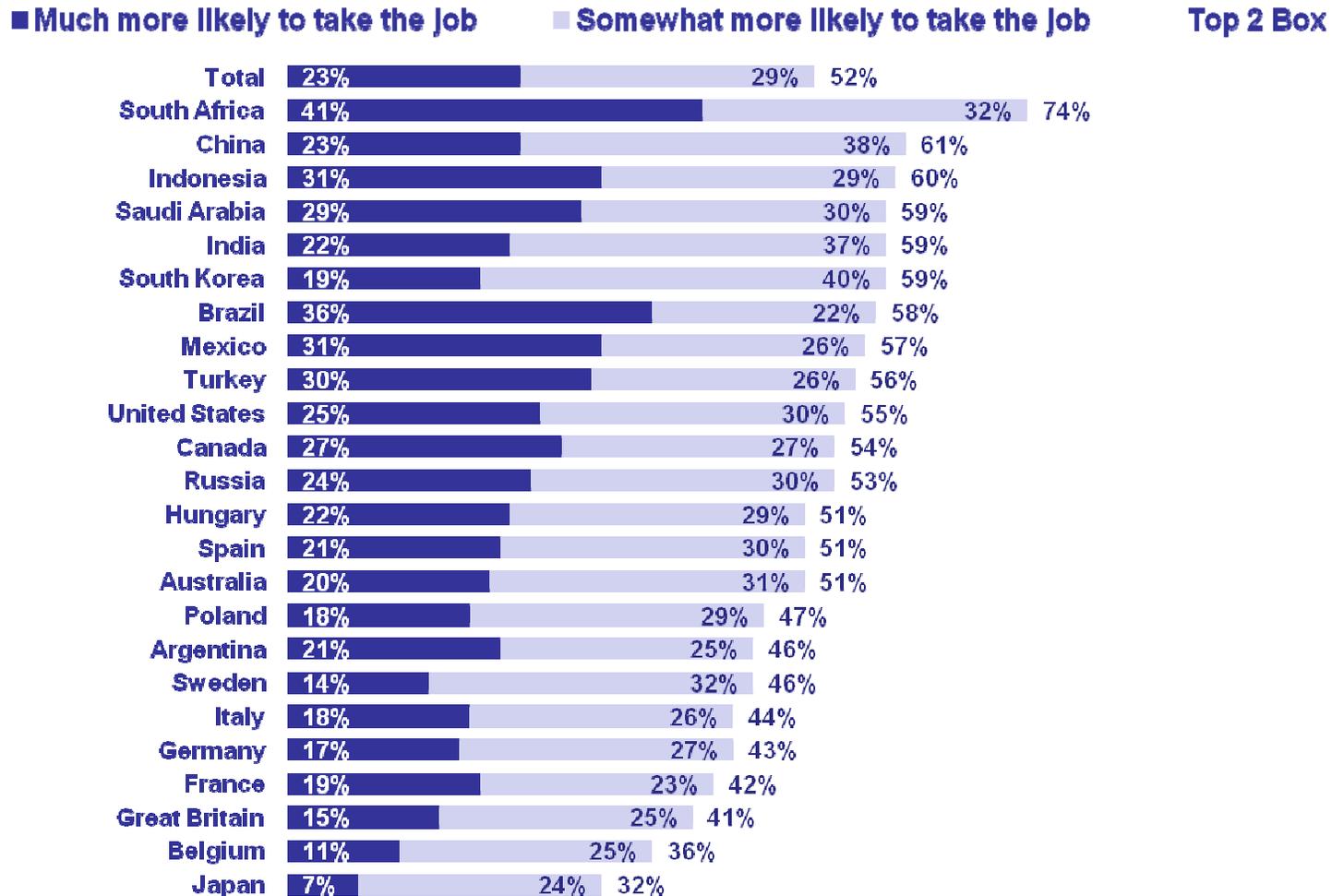


IF YOU OWN A HOUSE/CONDO, WOULD PROVIDE A SALE OR LEASE AGENT AND WOULD PAY THE DIFFERENCE IN MARKET VALUE IF SOLD AT A LOSS

Global @dvisor

Incentive that your employer could offer you to encourage a move to that NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_14. [If you own a house/condo, would provide a sale or lease agent and would pay the difference in market value if sold at a loss] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

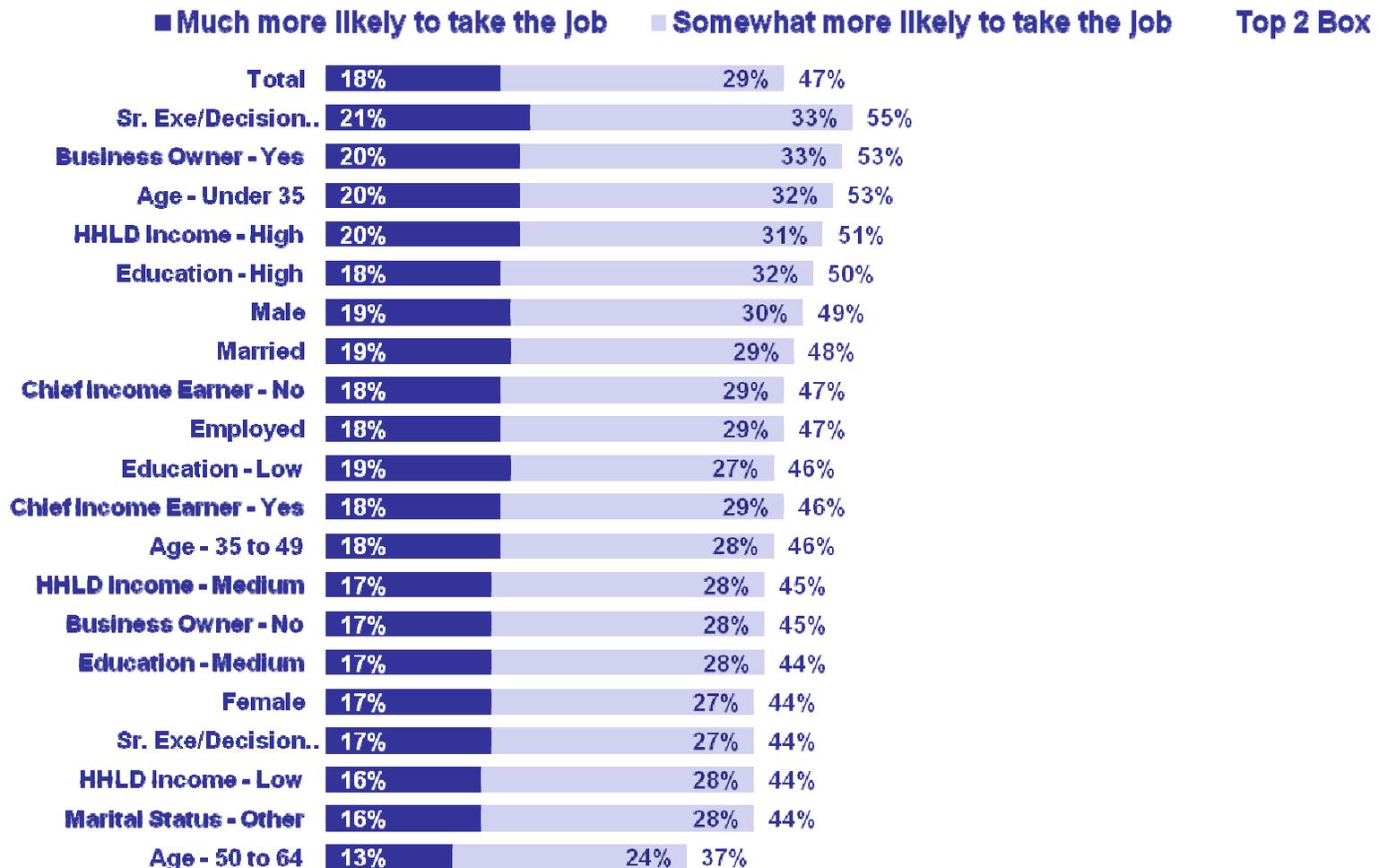
Base: All Respondents: n= 12907



WOULD COVER FOR LOSS ON SALE OF AUTO'S (UP TO A MAXIMUM TWO AUTO'S)

Incentive that your employer could offer you to encourage a move to that
NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_13. [Would cover for loss on sale of auto's (up to a maximum two auto's)] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

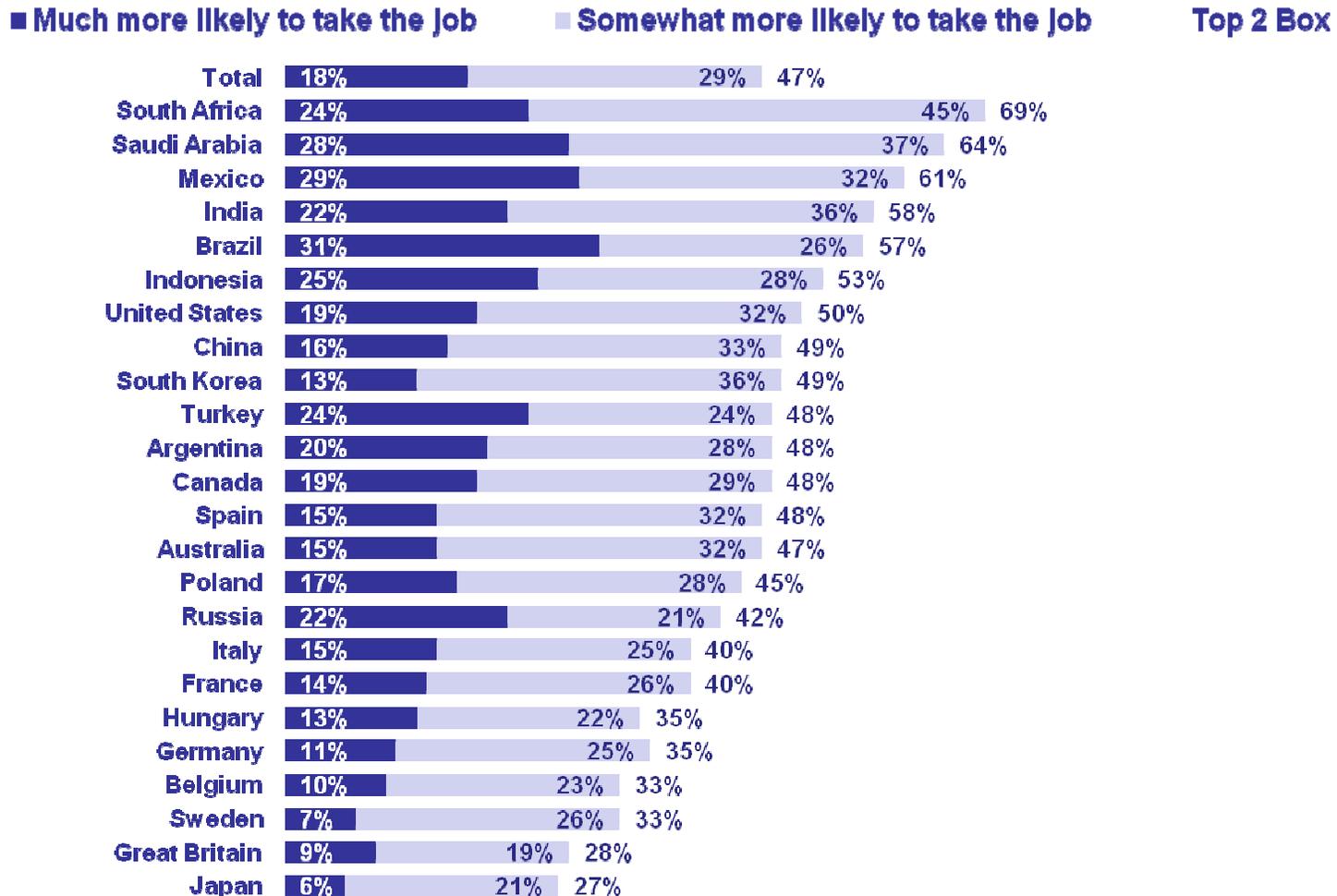
Base: All Respondents: n= 12907



WOULD COVER FOR LOSS ON SALE OF AUTO'S (UP TO A MAXIMUM TWO AUTO'S)

Incentive that your employer could offer you to encourage a move to that
NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_13. [Would cover for loss on sale of auto's (up to a maximum two auto's)] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

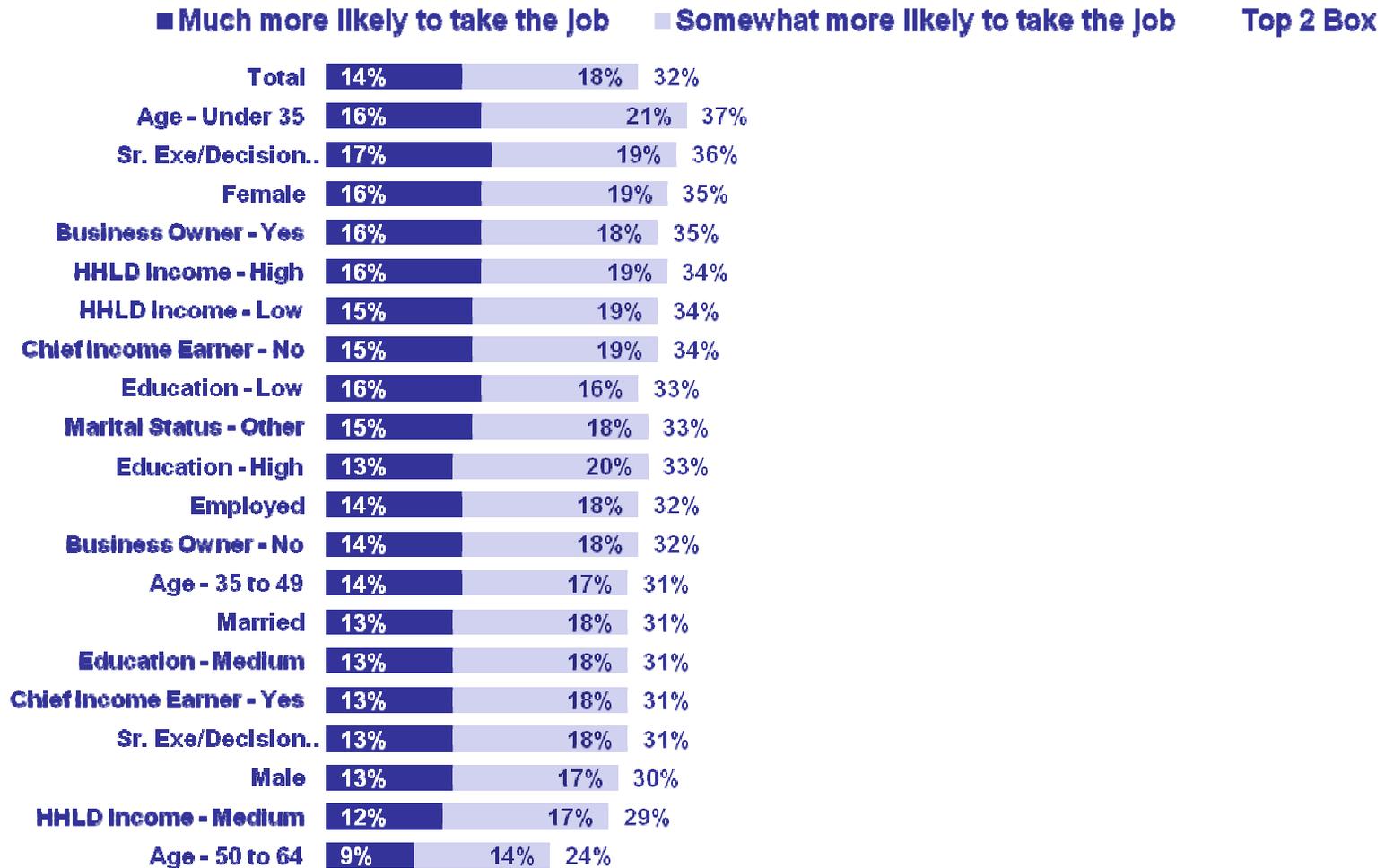
Base: All Respondents: n= 12907



WOULD PAY FOR PET(S) TO BE SHIPPED TO NEW ADDRESS

Incentive that your employer could offer you to encourage a move to that NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



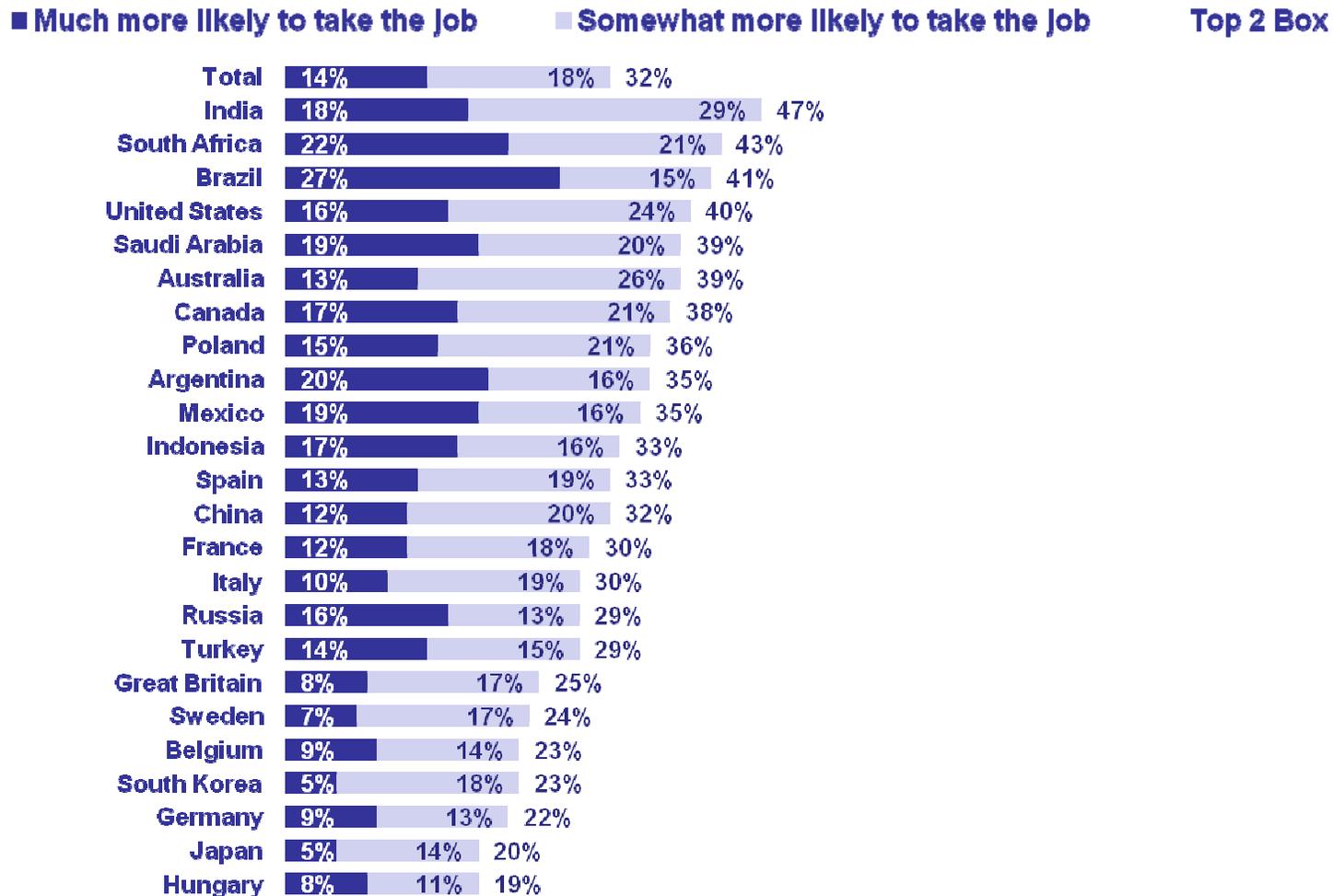
CZ5_11. [Would pay for pet(s) to be shipped to new address] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:
 Base: All Respondents: n= 12907



WOULD PAY FOR PET(S) TO BE SHIPPED TO NEW ADDRESS

Incentive that your employer could offer you to encourage a move to that NEW INTERNATIONAL JOB.

How much would this incentive motivate you to take such a job?



CZ5_11. [Would pay for pet(s) to be shipped to new address] Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:
 Base: All Respondents: n= 12907



LIKELIHOOD OF TAKING A JOB IN ANOTHER CITY

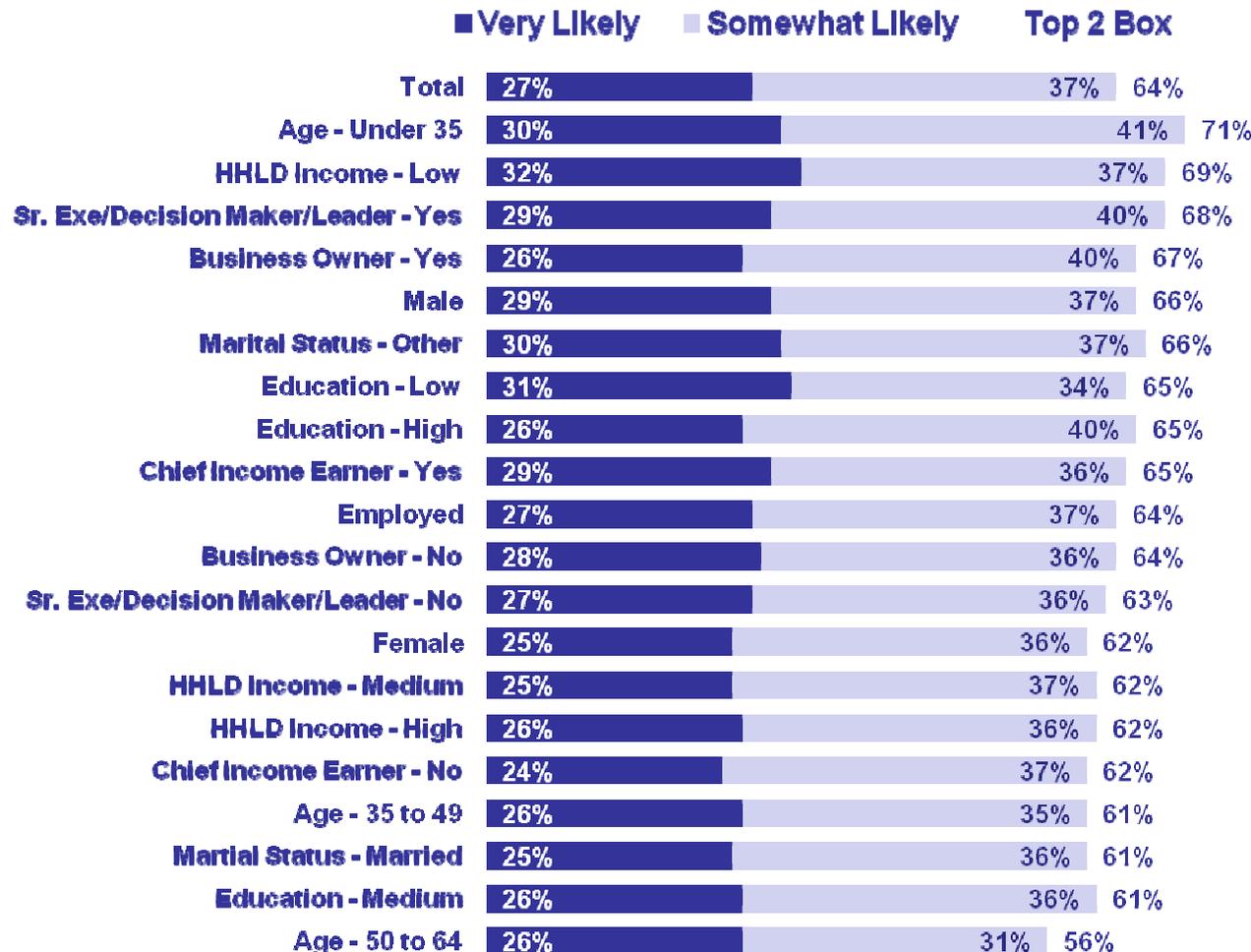


RELOCATING TO ANOTHER CITY:

Imagine if you had a full-time job opportunity in the near future that would mean relocating to another city in...

For A Minimum Of Two Years With At Least A 10% Pay Raise And All Of Your Moving

Expenses Covered. How likely would you be to take the job?



CZ1. Imagine if you had a full-time job opportunity in the near future that would mean relocating to another city in ... for a minimum of two years with at least a 10% pay raise and all of your moving expenses covered. How likely would you be to take the job?

Base: All Respondents: n= 12907

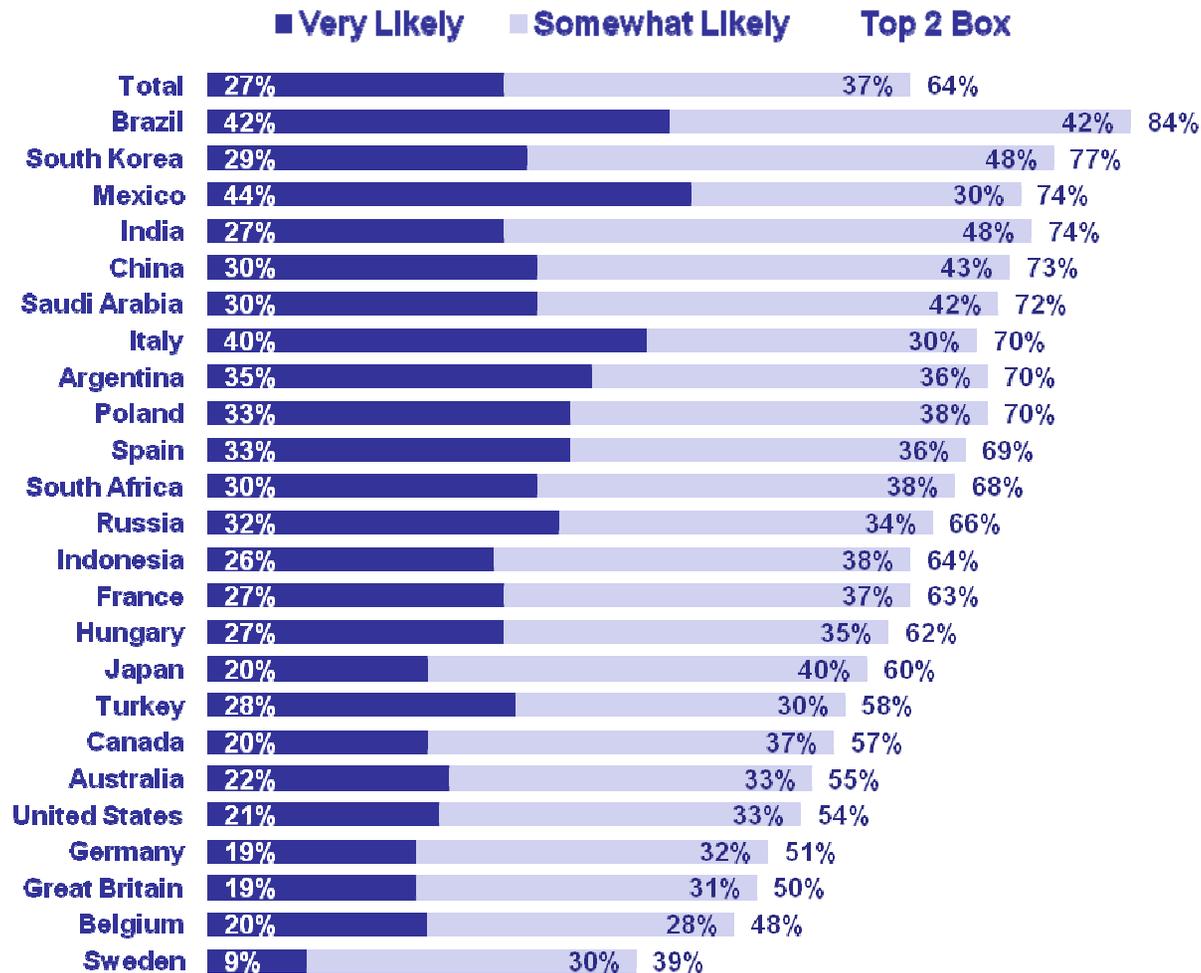


RELOCATING TO ANOTHER CITY:

Imagine if you had a full-time job opportunity in the near future that would mean relocating to another city in...

For A Minimum Of Two Years With At Least A 10% Pay Raise And All Of Your Moving

Expenses Covered. *How likely would you be to take the job?*

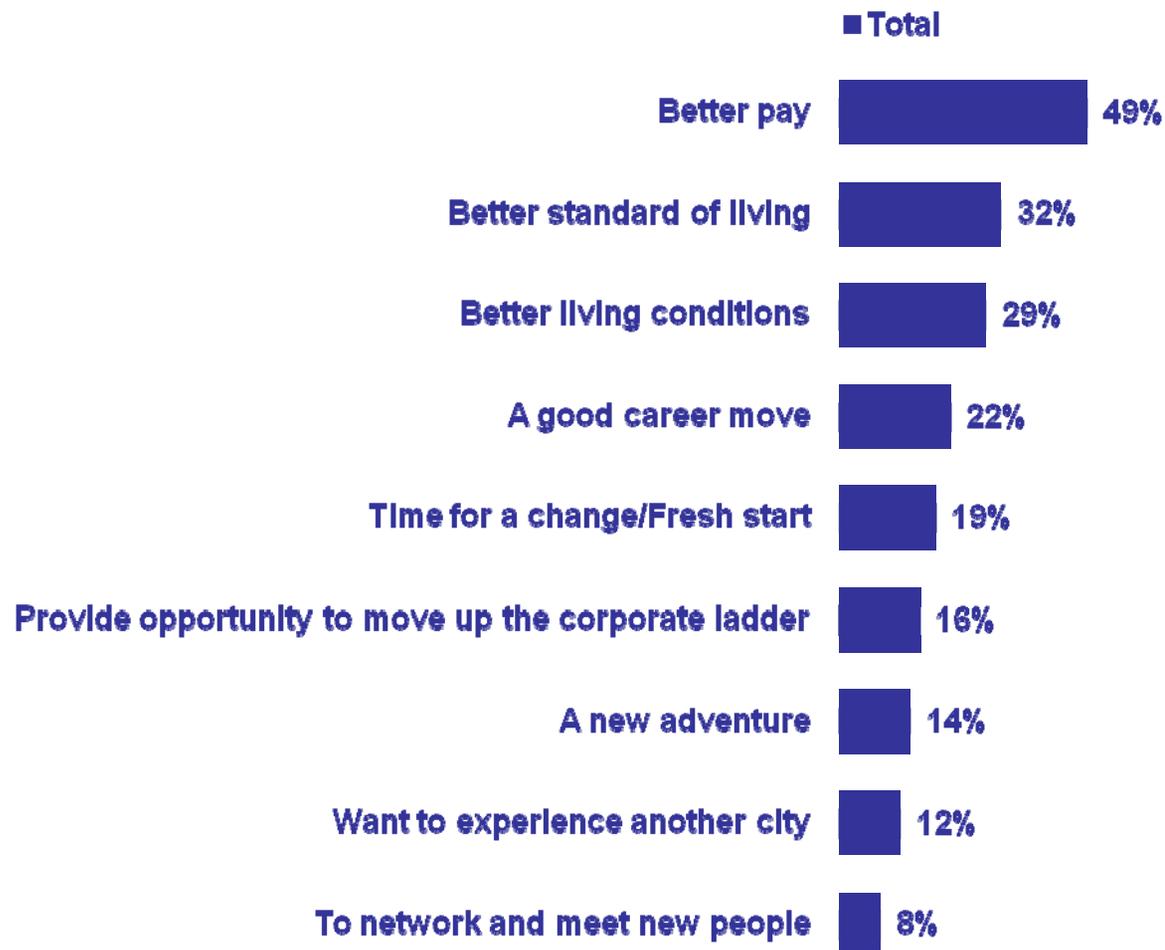


CZ1. Imagine if you had a full-time job opportunity in the near future that would mean relocating to another city in ... for a minimum of two years with at least a 10% pay raise and all of your moving expenses covered. How likely would you be to take the job?

Base: All Respondents: n= 12907



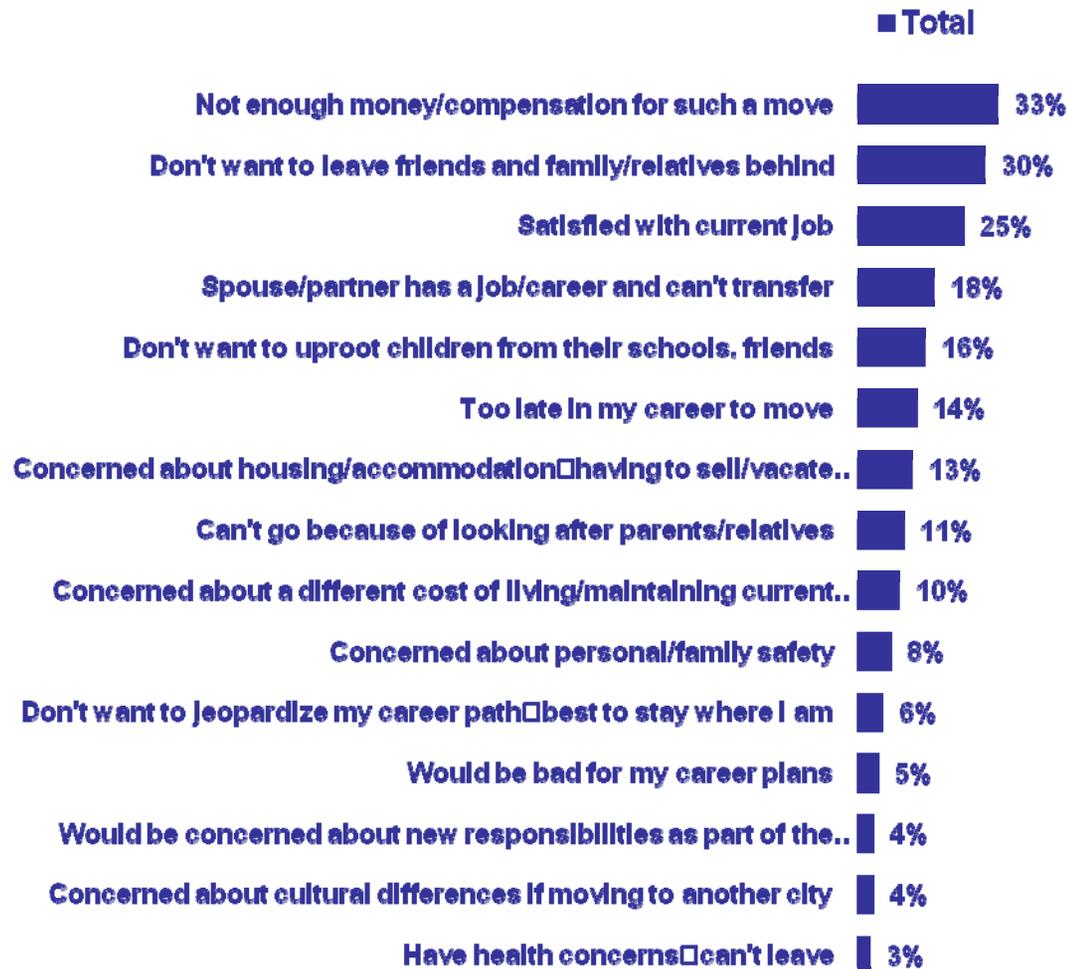
Top Two Reasons Why You Would Consider RELOCATING TO ANOTHER CITY:



CZ2A. Please choose from the following list the top two reasons why you would consider relocating:
Base: Very/ Somewhat Likely to take the job: n=8300



Top Two Reasons Why You Would **NOT** Consider **RELOCATING TO ANOTHER CITY:**



CZ2B. Please indicate from the following list the top two reasons why you would not relocate:

Base: Not at all/ Not Very Likely to take the job : n= 4607



APPENDIX: Questionnaire Text



Analytic Components

1) Imagine if you had a full-time job opportunity in the near future that would mean relocating to another city in [insert country] for a minimum of two years with at least a 10% pay raise and all of your moving expenses covered. How likely would you be to take the job?

Very Likely
Somewhat Likely
Not Very Likely
Not at all Likely

[IF 'VERY LIKELY' OR 'SOMEWHAT LIKELY' IN FIRST QUESTION:]

2) Please choose from the following list the top two reasons why you would consider relocating:

[RANDOMIZE]

A new adventure
Want to experience another city
To network and meet new people
A good career move
Better pay
Better living conditions
Better standard of living
Time for a change/Fresh start
Provide opportunity to move up the corporate ladder



Analytic Components

[IF 'NOT VERY LIKELY' OR 'NOT LIKELY AT ALL' IN FIRST QUESTION:]

3) Please indicate from the following list the top two reasons why you would not relocate:

[RANDOMIZE]

Spouse/partner has a job/career and can't transfer

Satisfied with current job

Too late in my career to move

Not enough money/compensation for such a move

Can't go because of looking after parents/relatives

Don't want to uproot children from their schools, friends

Don't want to leave friends and family/relatives behind

Don't want to jeopardize my career path—best to stay where I am

Concerned about housing/accommodation—having to sell/vacate and then find another

Concerned about cultural differences if moving to another city

Concerned about personal/family safety

Have health concerns—can't leave

Would be concerned about new responsibilities as part of the new position—would prefer to stay where comfortable with current job responsibilities

Concerned about a different cost of living/maintaining current lifestyle

Would be bad for my career plans



Analytic Components

4) Now let's assume there was a full-time job available in another country at least three to five hours away by plane for anywhere between two or three years with a minimum 10% increase in your pay. How likely would you be to consider moving to this new job?

Very likely
Somewhat likely
Not very likely
Not at all likely

[IF 'VERY LIKELY' OR 'SOMEWHAT LIKELY' IN PREVIOUS QUESTION:]

5) Please indicate from the following list the top two reasons why you would relocate:

[RANDOMIZE]

A new adventure
A good career move to get international experience
Better pay
Better living conditions
Time for a change/Fresh start
Will help me move up the corporate ladder
Want to experience a new culture
Would like to learn another language
Don't have a lot of personal responsibilities right now so the time is right
Would like to experience a new city
Would be great to be part of a new workplace
Could use the destination as a gateway to visit other places or countries nearby
Good for family/kids to experience



Analytic Components

[IF 'NOT VERY LIKELY' OR 'NOT LIKELY AT ALL']

6) Please indicate from the following list the top two reasons why you would not relocate:

[RANDOMIZE]

Spouse/partner has a job/career and can't transfer

Too late in my career—just want to stay put

Not enough money/compensation for such a move

Can't go because of looking after parents/relatives

Don't want to uproot children from their schools, friends

Don't want to leave friends and family/relatives behind

Don't want to jeopardize my career path—best to stay where I am

Too far/remote to take the other position

Concerned about housing/accommodation—having to sell/vacate and then find another

Concerned about cultural differences if moving to another city/country

Concerned about personal/family safety

Have health concerns—can't leave

Would be concerned about new responsibilities as part of the new position—would prefer to stay where comfortable with current job responsibilities

Concerned about a different cost of living/maintaining current lifestyle

Would be bad for my career plans



Analytic Components

7) Now, there are some incentives that your employer could offer you to encourage a move to that new international job. For each of the following please indicate how much the incentive would motivate you to take such a job:

Much more likely to take the job
Somewhat more likely to take the job
Have no impact on my likelihood of taking the job
Not applicable to my situation

[RANDOMIZE]

A monthly car allowance

A onetime relocation allowance equivalent to 5% of your gross salary to cover incidental household expenses

A 10% pay raise (as noted above)

You /members of your immediate family would each get one round trip airfare per person to either travel back home; or have two round trip tickets for people to come and visit you once a year; or, use the equivalent value tickets for a destination of your choice

Provide paid school tuition for your children

Provide you with education courses to upgrade your skills

Give you another week worth of vacation to use however you wish

Provide immigration for your spouse in order that they could obtain employment

Provide relocation consultant for home and school search

Paid language training if necessary

Would pay for pet(s) to be shipped to new address

Provide temporary housing for up to four (4) weeks

Would cover for loss on sale of auto's (up to a maximum two auto's)

If you own a house/condo, would provide a sale or lease agent and would pay the difference in market value if sold at a loss

A guarantee that you could move back to your current role after 2 years with further relocation assistance



About Ipsos...

- We are an independent company among the large global research companies, and are owned and managed by research professionals.
- Our ambition: to make survey-based research one of the primary means to understand contemporary society and economy. And to make Ipsos a strategic partner for those who wish to better understand the world and play an active part in it, with lasting success.
- Our experts are specialised in five areas of activity: we assess market potential and interpret market trends, develop and test emergent or existing products or services and build brands, test advertising, study audience responses to various media, and measure public opinion on issues and reputation.
- We have 10,000 employees working in wholly owned operations in 66 countries, and regularly conduct research in over 100 countries.
- Founded in 1975 by Jean-Marc Lech and Didier Truchot, Ipsos has been publicly traded since 1999. In 2010, Ipsos' revenues exceeded 1B Euros.

Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.



For information about this and other *Global @dvisory* products contact:

■ **John Wright**

Senior Vice President and Managing Director, Public Opinion Polling
Ipsos Public Affairs +1 (416) 324-2002
john.wright@ipsos.com

■ **Keren Gottfried**

Research Manager, Public Opinion Polling
Ipsos Public Affairs +1 (416) 572-4481
keren.gottfried@ipsos.com

- 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 information contact:

Chris Deeney

Senior Vice President and Managing Director, Omnibus Division
Ipsos Public Affairs +1 (312) 665-0551
chris.deeney@ipsos.com

Visit www.ipsos.com for information about all of our products and services.

Copyright Ipsos 2010. All rights reserved. The contents of this publication constitute the sole and exclusive property of Ipsos.