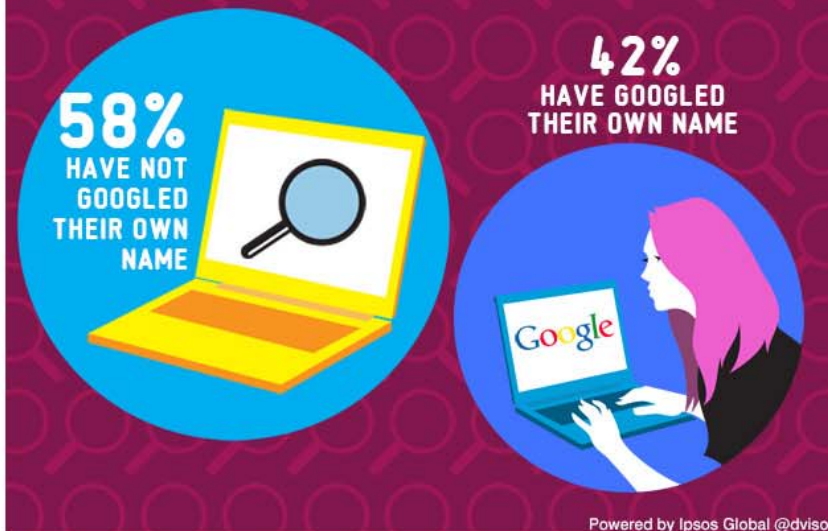


WHAT'S IN A NAME? ...ESPECIALLY WHEN IT'S YOURS



Employers Google job candidates. Men and women Google potential dates to see what they can learn. People Google doctors' names to check on their reputations. But, when it comes to seeing what the search engines bring forth about their own names, only 42% say they have Googled themselves, a figure that rises to 50% in North America. Check yourself out. It is amazing what you may learn about your online self!

About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Socialogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.

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Ipsos is the world's third largest market research company. With offices in 84 countries, Ipsos offers a complete line of custom, syndicated, omnibus, panel and online research products and services. Ipsos Global @dvisor is a 24-country online monthly syndicated research service used to generate information for media and clients. Each month, 500-1,000 interviews are completed per country among 18-64 year old males and females.