

FOR IMMEDIATE RELEASE

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**Majority (65%) of Global Citizens Agree Money Is
More Important To Them Nowadays Than
Previously**

***But Six in 10 (57%) Disagree That Money
Is the Best Sign of a Person's Success***

NEW YORK – A new Reuters News poll conducted by Ipsos and released today indicates that two thirds (65%) of adults surveyed in 23 countries (representing 75% of the worlds GDP) agree that money is more important to them nowadays than previously. However, six in 10 (57%) disagree that money is the best sign of a person's success.

Comparably, the survey of over 24,000 adults – 1000+ respondents per country – shows that 35% of adults surveyed in the 23 countries don't agree that money is more important to them nowadays than previously and 43% believe that money is the best sign of a person's success.

“Perhaps not surprisingly, those nations with the highest levels accorded the importance of money more now than previously directly correlate with those who put the greatest weight in money as a determinant of success” said John Wright, Senior Vice President of Market and opinion research firm Ipsos --noting that South Korea, Japan, China, India, Russia and Turkey top both lists, with Canada, Belgium, Great Britain, Sweden, Germany and Mexico at the bottom of both.

“With only a few exceptions, we can clearly see the subtle but incredible gulf between the two groups: the value *of* money and success compared to the values *because of* money and success.” he said.

Where Money Is More Important Nowadays...and Not...

Those countries where citizens are *most likely to say that money is more important* to them nowadays than previously are from South Korea (84%), Japan (84%), China (84%) and India (78%).

Those countries where citizens are *least likely to say that money is more important* to them nowadays than previously are from the Netherlands (50%), Mexico (52%), Germany (54%), Great Britain (56%), Belgium (57%) and Canada (57%).

The following list of findings **begins with** the countries where citizens are *most likely to agree* that "**money is more important to me nowadays than previously**" and ascends to those countries where citizens are *least likely to agree* with the proposition:

South Korea	84% agree /16% disagree
Japan	84% agree/16% disagree
China	84% agree/16% disagree
India	78% agree/22% disagree
Russia	72% agree/28% disagree
Turkey	71% agree/29% disagree
Brazil	70% agree/30% disagree
Australia	68% agree/32% disagree
Argentina	67% agree/33% disagree
Spain	65% agree/35% disagree

Czech Republic	64% agree/36% disagree
Poland	63% agree/37% disagree
United States	62% agree/38% disagree
Italy	60% agree/40% disagree
France	60% agree/40% disagree
Hungary	58% agree/42% disagree
Belgium	57% agree/43% disagree
Canada	57% agree/43% disagree
Great Britain	56% agree/44% disagree
Sweden	55% agree/45% disagree
Germany	54% agree/46% disagree
Mexico	52% agree/48% disagree
Netherlands	50% agree/50% disagree

With respect to demographic findings for the total sample, it would appear that those *most likely to agree* that "money is more important to me nowadays than previously" (65%) are equally men (65%) and women (64%), those under the age of 35 (71%) compared with those

aged 35-54 (61%) and aged 55+ (52%), and equally all income earners: lower income (64%), middle income (65%) and higher income (66%).

In the alternate, those *most likely to disagree* that "money is more important to me nowadays than previously" (35%) are most likely to be equally men (35%) and women (36%), older (55+ -- 48%) as opposed to middle aged (35-54 -- 39%) and younger (under 35 -- 29%), and equally among income earners: lower income 36%, middle income 35% and higher income 34%.

Where Money is Viewed as the Best Sign of A Person's Success...And Not...

A majority (57%) of global citizens *don't agree* that "*money is the best sign of a person's success*" with those in Canada (73%), Sweden (72%), Mexico (72%), the Netherlands (71%) and Argentina (70%) leading the way.

However, a *significant minority* (43%) of global citizens believe that "money is the best sign of a person's success." Where citizens are

most likely to agree with this perspective are in China (69%), South Korea (69%), India (67%) and Japan (63%).

The following list of findings **begins with** the countries where citizens are *most likely to agree* that "money is the best sign of a person's success" and ascends to those countries where citizens are *most likely to disagree* with the proposition:

China	69% agree /31% disagree
South Korea	69% agree/31% disagree
India	67% agree/33% disagree
Japan	63% agree/37% disagree
Turkey	61% agree/39% disagree
Russia	55% agree/45% disagree
Italy	51% agree/49% disagree
Brazil	48% agree/52% disagree
Hungary	47% agree/53% disagree
Poland	44% agree/66% disagree
Spain	43% agree/67% disagree

Czech Republic	36% agree/64% disagree
Australia	34% agree/66% disagree
Belgium	34% agree/66% disagree
Great Britain	33% agree/67% disagree
United States	33% agree/67% disagree
Germany	33% agree/67% disagree
France	32% agree/68% disagree
Argentina	30% agree/70% disagree
Netherlands	29% agree/71% disagree
Sweden	28% agree/72% disagree
México	28% agree/72% disagree
Canada	27% agree/73% disagree

With respect to demographic findings for the total sample, those *most likely to disagree* that "*money is the best sign of a person's success*" (56%) are most likely to be women (60%) compared to men (53%), those aged 55+ (65%) compared to those aged 35-54 (60%) and

those under the age of 35 (52%), and equally among income earners: lower income (57%), middle income (56%) and higher income (55%).

In the alternate, those *most likely to agree* that "*money is the best sign of a person's success*" (44%) are more likely to be men (47%) compared to women (40%), younger (under age 35 -- 48%) compared to middle (35-54 -- 40%) and older (55+ -- 35%) aged, and equally among income earners: higher income (45%), middle income (44%) and lower income (43%).

These are the findings of an Ipsos poll conducted between November 4th, 2009 and January 13th, 2010, on behalf of Thompson Reuters News Service. For this survey an international sample of 24,077 adults aged 18+ were interviewed in a total of 23 countries representing 75% of the world's GDP. The countries included Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Hungary, India, Italy, Japan, Mexico, Poland, Russia, and South Korea, Spain, Sweden, the Czech Republic, the Netherlands, Great Britain, the United States and Turkey. Approximately 1000+ individuals participated on a country by country basis via the Ipsos online panel. 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 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.

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