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Press Release

'I Want To Be A Soccer Player!'

New Findings From The Annual Adecco Survey Of Children Living In Singapore

Survey reveals that being a Soccer Player is the most popular career choice, followed closely by becoming a Doctor or Police Officer

Singapore, 11th January 2011: The 5th annual 'Adecco Children's Career Survey' of children living in Singapore has revealed that for the first time becoming a soccer player is the top career choice amongst the children surveyed – replacing becoming a lawyer which was came out tops in the same survey conducted twelve months ago. The survey also reveals that a record 96% of the children surveyed believe that it is more important to spend time with family than to make lots of money – showing that our children are indeed a caring lot.

The survey, conducted by Adecco Singapore, a subsidiary of the world's leading staffing and human resources firm, asks children aged between 7-14 years, five simple questions:

1. What do you want to be when you grow up? Why have you chosen this and how much do you expect to earn?
2. What is the best/coolest job that you can think of?
3. If you became Prime Minister of Singapore, what are the first three things you would do?
4. What is more important: to make lots of money or to spend time with you family?
5. What are you looking forward to doing in 2011?

In the 2009 version of the survey, 88% of the children surveyed stated that they would choose to spend more time with family than in making money. In the 2010 survey, that percentage increased to 93%. However, this most recent survey reveals that 96%

would rather spend time with family than in making money – proving beyond any doubt that our children have their hearts in the ‘right place’.

10% of the children surveyed stated that they want to become a soccer player when they grow up. This choice may be due to the interest generated from the FIFA World Cup held in South Africa last year and the success of the Singapore Cubs during the Youth Olympic Games, as well as the growing interest amongst Singapore youths in international soccer leagues such as the English Premier League. The children wanting to become soccer players had monthly salary expectations ranging from S\$1500 right up to S\$3 million!

With each previous edition of this survey, becoming a doctor has always been a top career choice – and was again popular with 7% of those surveyed wanting to pursue a career in medicine. The survey shows that other children aspire to be Vets, Pet Shop Owners and Scientists – with one young boy simply wanting to be the ‘Boss’ when he grows-up and to earn S\$100,000 to go with that title.

The Top Five “What Do You Want To Be When You Grow Up” Jobs, as identified in the survey, are:

1. Soccer Player
2. Doctor
3. Police Officer
4. Lawyer
5. Scientist

Although often humorous in some of its findings, the most recent edition of this annual survey shows a more serious side than in previous years, with more children wanting to support fellow citizens most in need. 2010 was a year in which many parts of Asia were inflicted by natural disasters and this likely influenced the children surveyed and their thoughts about the support that they could offer and the difference that they could make to others.

The survey also asks the children what they think is the “best/coolest job” that they can imagine - with becoming a Soccer Player also coming out on top of this category for the first time. Other ‘cool’ jobs are being a ‘Repairman (quote: ‘that can make everything work’), ‘A Theme Park Employee’, ‘Being A Mother’, ‘A Dinosaur Hunter’ and ‘A Creator of Chocolate’. By far one of the most well thought through ‘coolest jobs’ is the one described by a young girl as *‘A job where there are no limits to what you are capable of and where you have fun, enjoy your working environment and are able to be yourself’.*

Becoming The Prime Minister of Singapore may be a daunting task for many adults – but clearly not for many of the children responding to this survey. When asked what the first “three things they would do” if they were fortunate enough to become the Prime Minister of Singapore – the answers were both poignant...as well as amusing. Some of the responses being:

- Walk into my office!

- Ensure that everyone in Singapore has an education

- Make the island bigger

- Change the law to allow 12 year-olds to drive

- Make charitable donations compulsory

- Import more Korean K-pop music for Singaporeans to enjoy

- Ensure that we are a nation of kind people

- Air condition the entire nation

- Push for more electric cars and buses

- Ensure that young people fully understand important global issues

- Sit on my new chair and relax!

Responses to this year’s survey also included several comments around sustainable energy with observations about energy efficient transport and cheaper fuel.

An important part of the survey is the question “What is more important – to make lots of money or to spend time with your family?” An astounding 96% responded by saying that they would rather spend time with their families than in making money. Some of the reasons including:

- In times of trouble your family is there for you

- I'm alive with my family
- Because my mother takes care of me and I want to take care of her too
- Money can buy you a cool car...but without family there is no one to sit with you in the cool car

For the second year running the survey also asked the question "What are you looking forward to doing in 2011?" This 'big' question for the 'young' respondents generated some interesting answers:

- Making a difference to other people's lives
- Getting a Girlfriend!
- Receiving enough Ang Pow to buy an iPhone
- Going to Universal Studios again and again

Many responses to this question focused on school and education – with 36% of the children surveyed stating that that they were most looking forward to excelling at school and passing exams. A large number are also looking forward to their next birthday.

This is the fifth year that Adecco has conducted this survey which gives an insight into what Singapore's workforce of tomorrow thinks about the world that they live in and what they aspire to do and become in the future.

Lynne Ng, Regional Director for Adecco South East Asia, commented *"The results of this survey are always eagerly anticipated by our clients and our team and it's fascinating to see what is going on in the minds of our future business leaders. In previous years, the survey has shown the children surveyed to be family oriented and very ambitious. The findings this year also show the children to be more caring about the environment that they live in and wanting to help others that may be less fortunate than themselves"*.

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About Adecco

Adecco S.A. is a Fortune Global 500 company and the global leader in HR services. Established in Singapore in 1985, Adecco Singapore offers a comprehensive range of services that includes temporary & contract staffing, permanent recruitment, outsourcing, executive search, leadership development, career management and outplacement. Services are delivered through a network of 20 offices and specialist divisions.

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