



SURVEY RESULTS 2015





BY THE NUMBERS

1,014

COMPLETED SURVEYS OF

1,407

PARTIAL RESPONSES OF

4,507

POPULATION SURVEYED



RESPONSES BY REGION



MOST: LATIN AMERICA



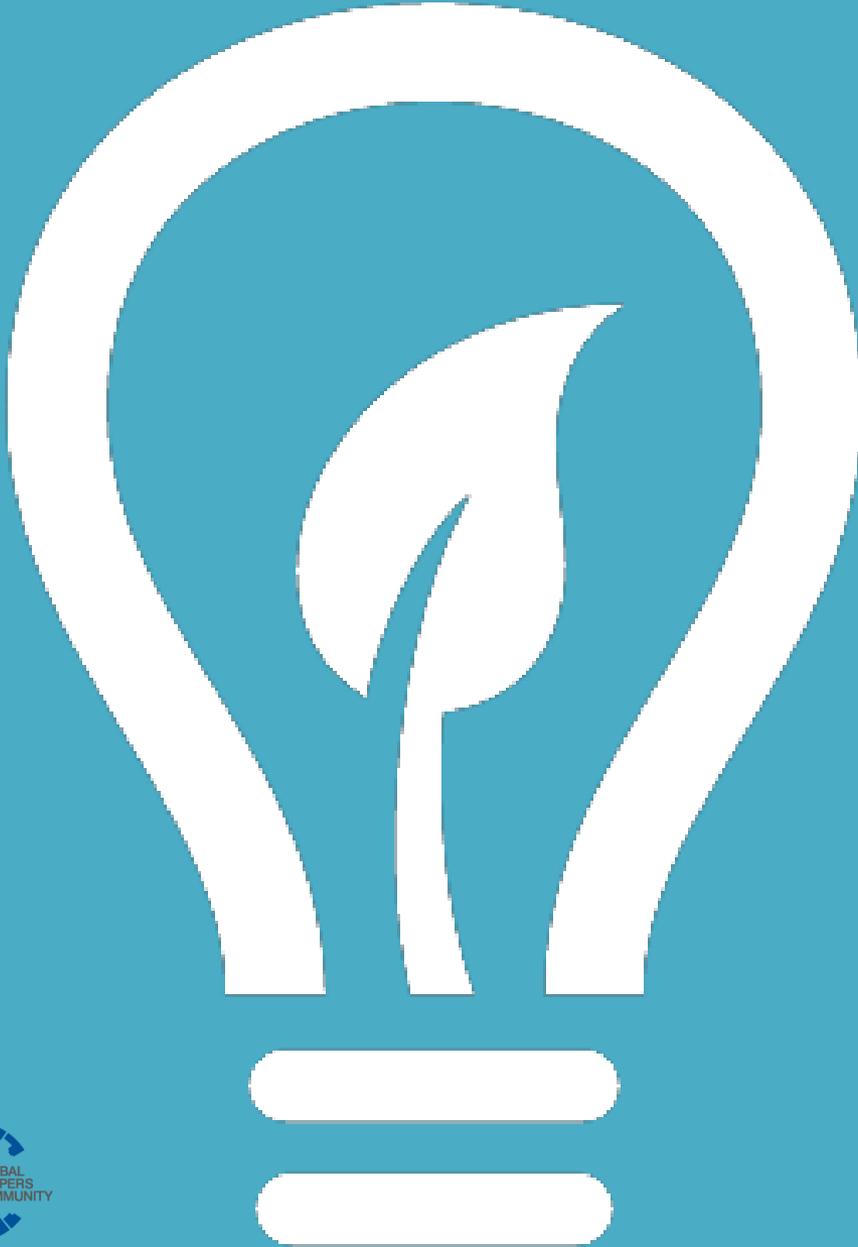
LEAST: CHINA

9 REGIONS REPRESENTED

285 HUBS
COUNTRIES: **125**

RESPONDENTS MEDIAN AGE **28.1**





ISSUES PERTAINING to YOUTH



YOUR CITY / THE WORLD

Q: In your view, what are the top three (3) issues affecting **your city** today?

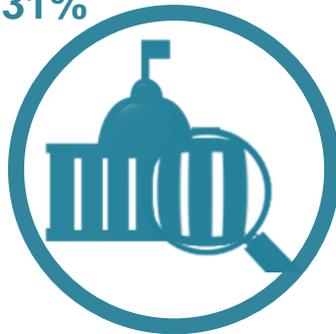
Social & Economic Inequality
43%



Youth Unemployment
31%



Lack of Government Transparency
26%



Q: In your view, what are the top three (3) issues affecting **the world** today?

Social & Economic Inequality
56%



Climate Change & Environment Preservation
42%



Access to Education
33.3%



Contrast the two views. Are the perception on issues the same? If not, why not (e.g. Climate change seems to be an issue that people are worried somewhere else BUT their own city).



CITY GROWTH / MILLENNIALS

Q: Which sectors will drive your city's growth in the next two years? Choose up to three.

GOVERNMENT
54%



33%
INFORMATION
TECH



EDUCATION
42%



27%
TOURISM



AGRICULTURE
24%



GOVERNMENT
23%

Q: Which sectors in your country will require the most change to adapt to Millennials. Choose up to three.





CITY GROWTH / MILLENNIALS

Opportunity to make
a difference in
society/
my city/country

65%

Opportunities to

Learn **51%**

Career Advancement

40%

What are the top three
things you look for in job?

What are the top three
attributes you look for
in an employer?

Career Advancement

48%

Company Culture

38%

Training/Development

32%

Willing to Relocate

91%

Top 3 Locations

**U.S., U.K.,
GERMANY**

Top 3 Emerging Markets

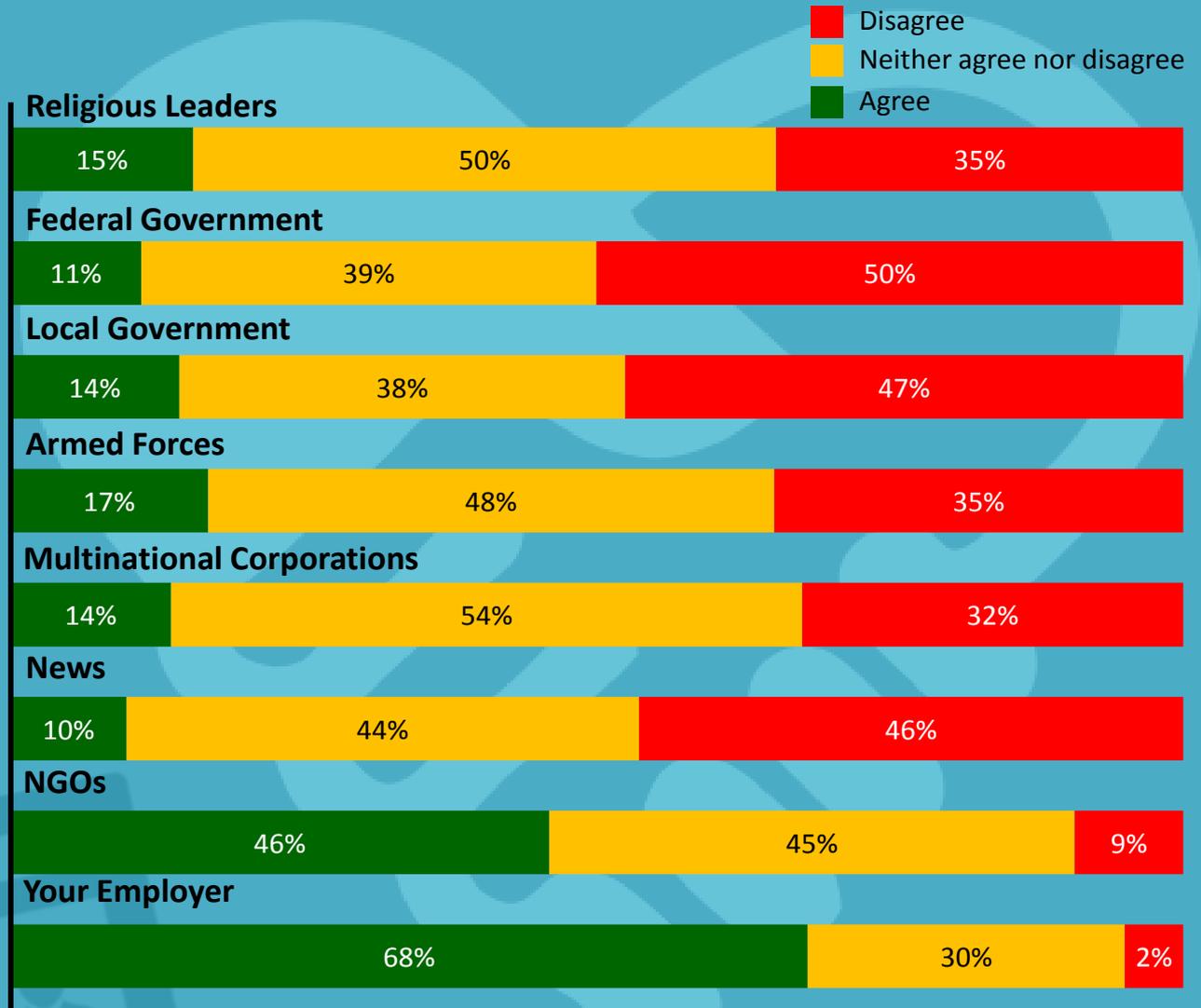
**U.A.E., China,
Brazil**

Would you be willing to
live outside your country to
advance your career? If so,
list your top three choices



INSTITUTIONS & TRUST

I TRUST THE FOLLOWING INSTITUTIONS TO BE HONEST AND FAIR
TOTAL RESPONSES: 1,265





LEADERSHIP & TRUST



WHICH LEADER DO YOU ADMIRE MOST?

TOTAL RESPONSES: 1,084

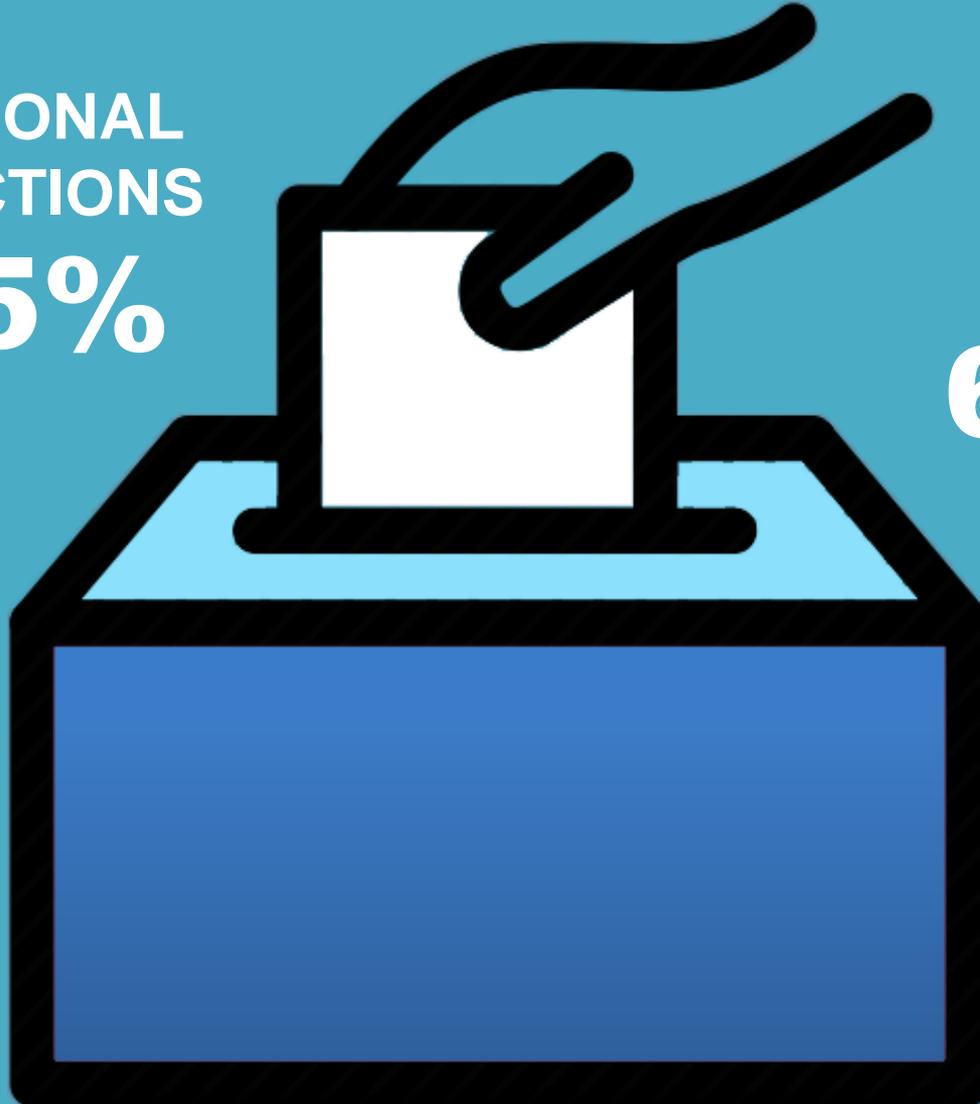
Nelson Mandela
Pope Francis
Elon Musk
Mahatma Gandhi
Bill Gates
Barack Obama
Richard Branson
Steve Jobs
Mohammad Yunus
Narendra Modi
Warren Buffett

Nelson Mandela #1
– 7% of preference



DO YOU VOTE FOR NATIONAL / REGIONAL / CITY AUTHORITIES?

NATIONAL
ELECTIONS
85%



REGIONAL
VOTING
68.9%

CITY
AUTHORITIES
71.2%



SHOPPING HABITS

Are you more likely to support local / national manufacturers and service providers compared to acquiring imported goods and services?

YES
75%

Why do you support local / national manufacturers and service providers?

67.3%

“It is better for the local economy and for job creation”

41%

“I am proud of consuming or using local products and services”



DEVICE USAGE

All things being equal, which is the device you use the most to navigate the internet?

PC/LAPTOP

48%

Most Effective

SMARTPHONE

46%

TABLET

6%