BY THE NUMBERS

1,014 COMPLETED SURVEYS OF 1,407 PARTIAL RESPONSES OF 4,507 POPULATION SURVEYED

MALE 60.4% FEMALE 39.6%

RESPONSES BY REGION

MOST: LATIN AMERICA 240
LEAST: CHINA 30

9 REGIONS REPRESENTED
285 HUBS
125 COUNTRIES:

RESPONDENTS MEDIAN AGE 28.1
ISSUES PERTAINING to YOUTH
In your view, what are the top three 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 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).
Which sectors will drive your city’s growth in the next two years? Choose up to three.

- **Government**: 54%
- **Education**: 42%
- **Agriculture**: 24%
- **Information Technology**: 33%
- **Tourism**: 27%

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

- **Government**: 23%
- **Education**: 42%
- **Agriculture**: 24%
What are the top three things you look for in a job?

- Opportunity to make a difference in society/my city/country: 65%
- Opportunities to Learn: 51%
- Career Advancement: 40%

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

- Career Advancement: 48%
- Company Culture: 38%
- Training/Development: 32%

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

- 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
I TRUST THE FOLLOWING INSTITUTIONS TO BE HONEST AND FAIR

TOTAL RESPONSES: 1,265

<table>
<thead>
<tr>
<th>Institution</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religious Leaders</td>
<td>15%</td>
<td>50%</td>
<td>35%</td>
</tr>
<tr>
<td>Federal Government</td>
<td>11%</td>
<td>39%</td>
<td>50%</td>
</tr>
<tr>
<td>Local Government</td>
<td>14%</td>
<td>38%</td>
<td>47%</td>
</tr>
<tr>
<td>Armed Forces</td>
<td>17%</td>
<td>48%</td>
<td>35%</td>
</tr>
<tr>
<td>Multinational Corporations</td>
<td>14%</td>
<td>54%</td>
<td>32%</td>
</tr>
<tr>
<td>News</td>
<td>10%</td>
<td>44%</td>
<td>46%</td>
</tr>
<tr>
<td>NGOs</td>
<td>46%</td>
<td>45%</td>
<td>9%</td>
</tr>
<tr>
<td>Your Employer</td>
<td>68%</td>
<td>30%</td>
<td>2%</td>
</tr>
</tbody>
</table>
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”
All things being equal, which is the device you use the most to navigate the internet?

- **PC/LAPTOP**: 48%
  - Most Effective
- **TABLET**: 6%
- **SMARTPHONE**: 46%