

Pathways to Progress

Global Youth Survey 2017:
Economic Prospects & Expectations

Based on research and analysis by:



Citi Foundation



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Background

- Young people today make up the largest youth population in history (1.2B people and 16% of the world's population)
- Unfortunately this generation faces a common challenge: persistent youth unemployment (more than 13%).
- In conjunction with the expanded *Pathways to Progress* global investment, the Citi Foundation commissioned a survey with Ipsos to build on existing research and further gauge the economic prospects and pursuits of youth around the world. Specifically, the research looks at:
 - How do young people view their future career success?
 - What types of careers are young people interested in?
 - What resources do they have to help connect them to employment opportunities?
 - What barriers, in their minds, do they face when preparing for their future careers?

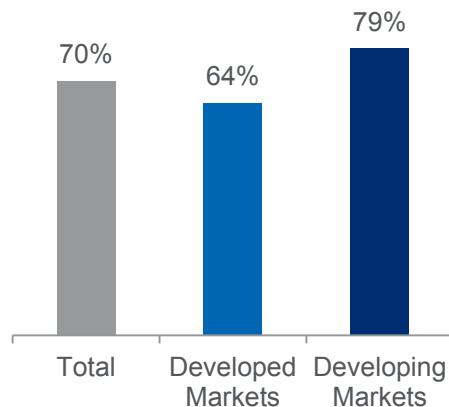
Methodology

- 20 minute online survey
- Target: 18-24 yr. olds
 - ~50% high income / 50% low income
- Total Sample size: N=7,000 (~N=150 per city)
- Geography: 45 global cities in 32 countries
 - APAC: Bangkok, Beijing, Delhi, Hong Kong, Jakarta, Kuala Lumpur, Manila, Seoul, Shanghai, Singapore, Sydney, Taipei, Ho Chi Minh, Mumbai, Tokyo
 - LATAM: Bogota, Buenos Aires, Lima, Mexico City, Panama City, Sao Paulo, Guadalajara
 - EMEA: Casablanca, Dubai, Istanbul, Johannesburg, Lagos, London, Madrid, Moscow, Tel Aviv, Warsaw, Nairobi
 - NAM: Chicago, Denver, Los Angeles, Miami, New York, Toronto, Washington D.C., San Francisco, Dallas, St. Louis, Jacksonville/Tampa, Cleveland
- Timing: November 2016 – January 2017

Young people are optimistic, despite uncertainty and change across the globe

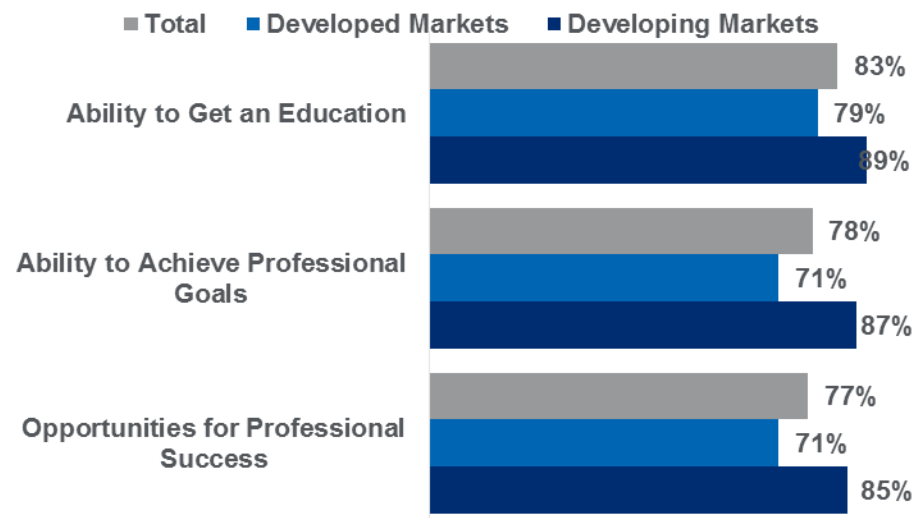
- Young people from large global cities are very optimistic about their future career opportunities, particularly true of those in developing markets.
- This optimism is grounded in the belief that, relative to their parents, they are much better off in their ability to get an education, achieve their professional goals and have opportunities for professional success.

% Believe they have many opportunities to succeed in their preferred career



Q When thinking about the economy in your city, do you agree or disagree with the following statements? I have many opportunities to succeed in my preferred career

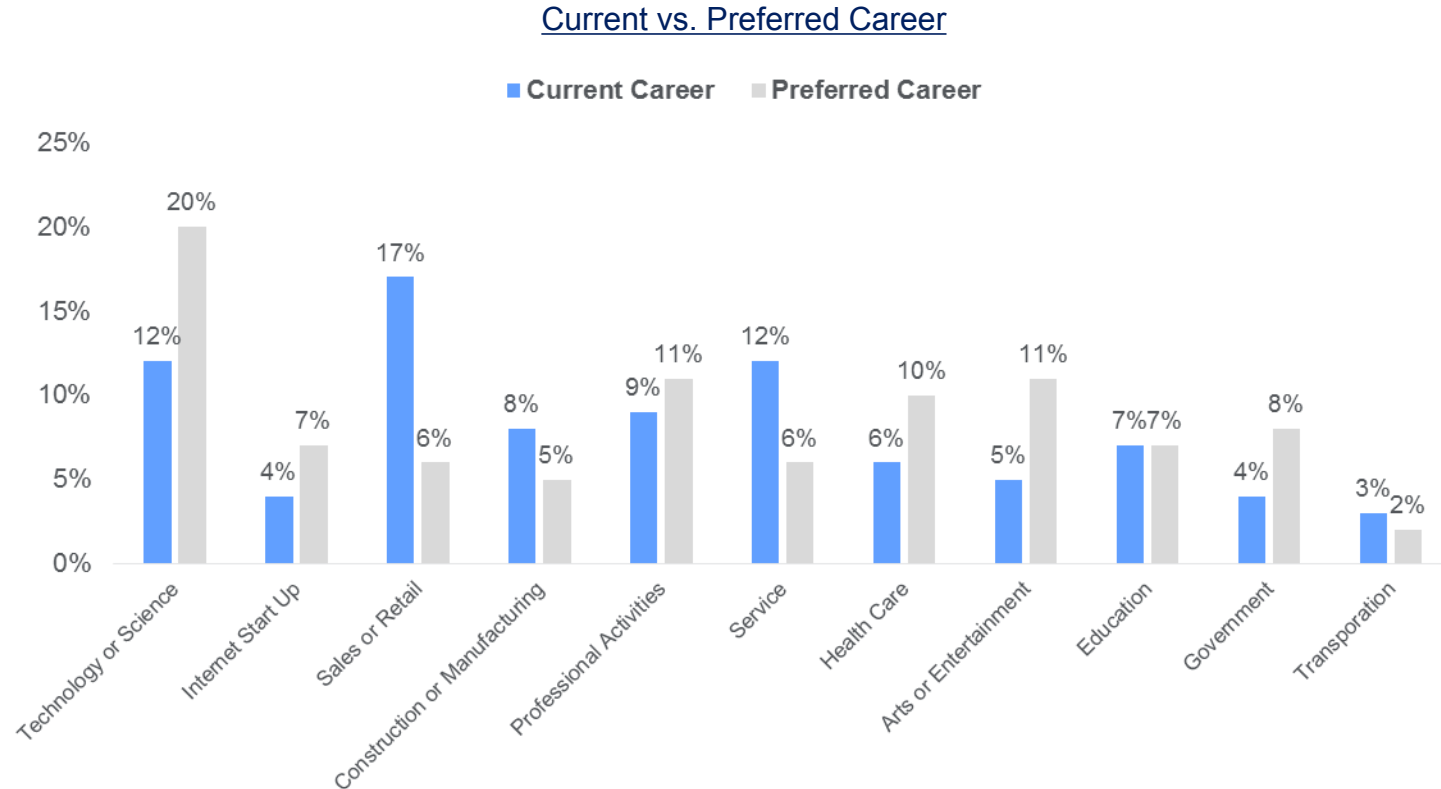
% Believe they are doing better relative to their parents when at the same age



Q. How would you rate how you are doing relative to your parents when they were your age on the following...?

For many youth, a mismatch exists between the jobs they have and their aspirations

- Globally, 55% of employed young people are currently working in an industry that they don't aspire to work in



Q. What type of work do you do? If you work for more than one organization, think of your main employer.
 Q. What field would you most like to have a career in?



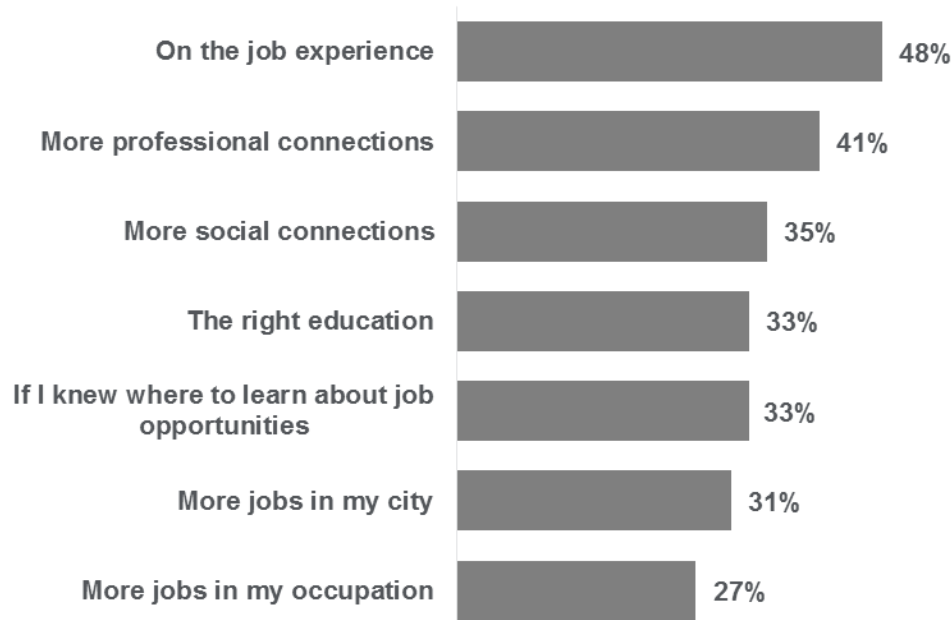
Source: Ipsos, Global Youth Survey 2017

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On the job experience and networking are seen to be critical factors that would make it easier to find a job

What would make it easier to find a new job?
(Among Total Sample)

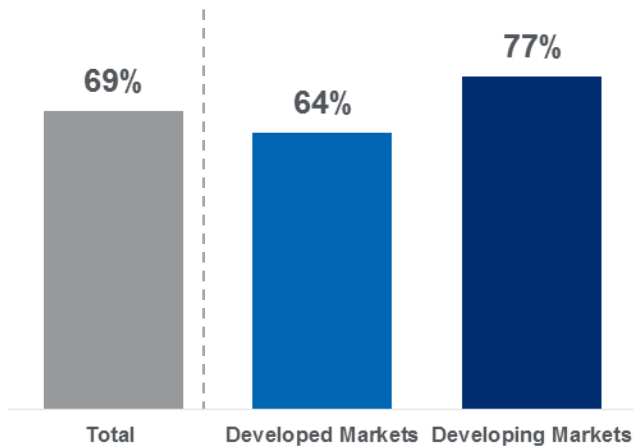


	Developed Markets	Developing Markets
On the job experience	47%	50%
More professional connections	42%	39%
More social connections	36%	35%
The right education	34%	32%
If I knew where to learn about job opportunities	35%	31%
More jobs in my city	32%	29%
More jobs in my occupation	30%	24%

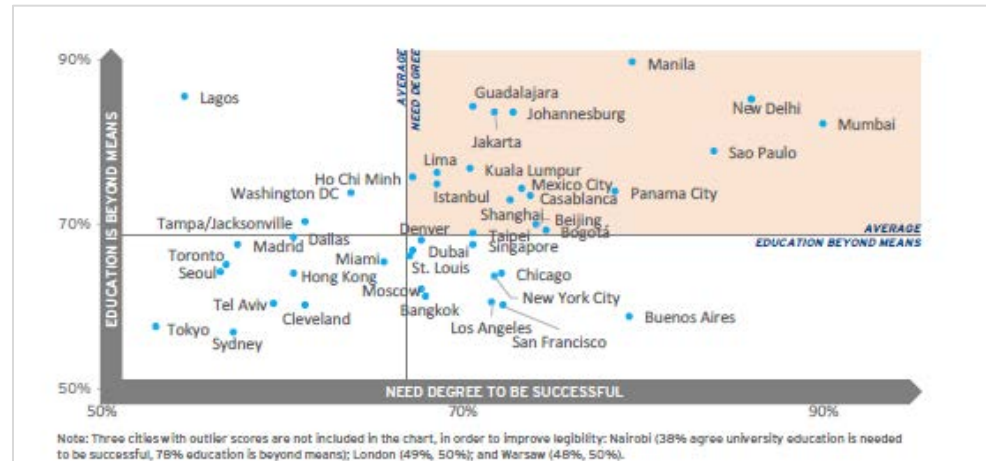
Higher Education is also seen to be an important key to success, but is out of reach for many

- Globally, 67% of young people believe that college is necessary to be successful.
- While seen as vital, 69% of young people believe higher education is beyond their financial means.
- The inequality of education opportunity is especially acute in cities in developing countries, like Sao Paulo, New Delhi, Mumbai and Manila.

The education I want to achieve is beyond my financial means
(% Strongly/Somewhat Agree)



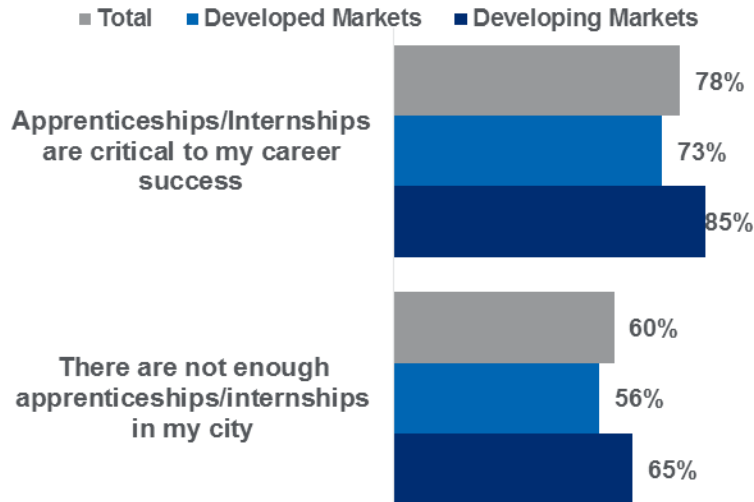
Perceived Necessity of University Education vs. Perception Education is Beyond Means



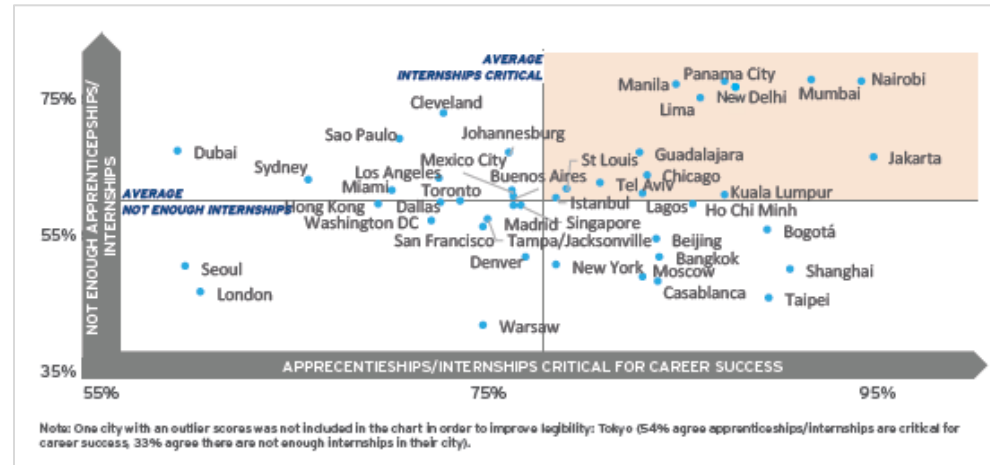
Apprenticeships/Internships believed to be critical for success; however, not enough exist

- 8 in 10 believe internships/apprenticeships are critical to career success, particularly pronounced in developing markets.
- However, the majority feel these opportunities do not exist in their city.
- Perceived access to apprenticeships and internships is not equally distributed, with cities in developing countries at a disadvantage—including Mumbai, Nairobi, Manila, Jakarta, Lima, Panama City and Delhi.

Perceptions of Apprenticeships / Internships
(Strongly/Somewhat Agree)



Importance of Apprenticeships / Internships vs. Perceived Availability



Q. When thinking about the economy in your city, do you agree or disagree with the following statements? Apprenticeships or internships are critical for career success

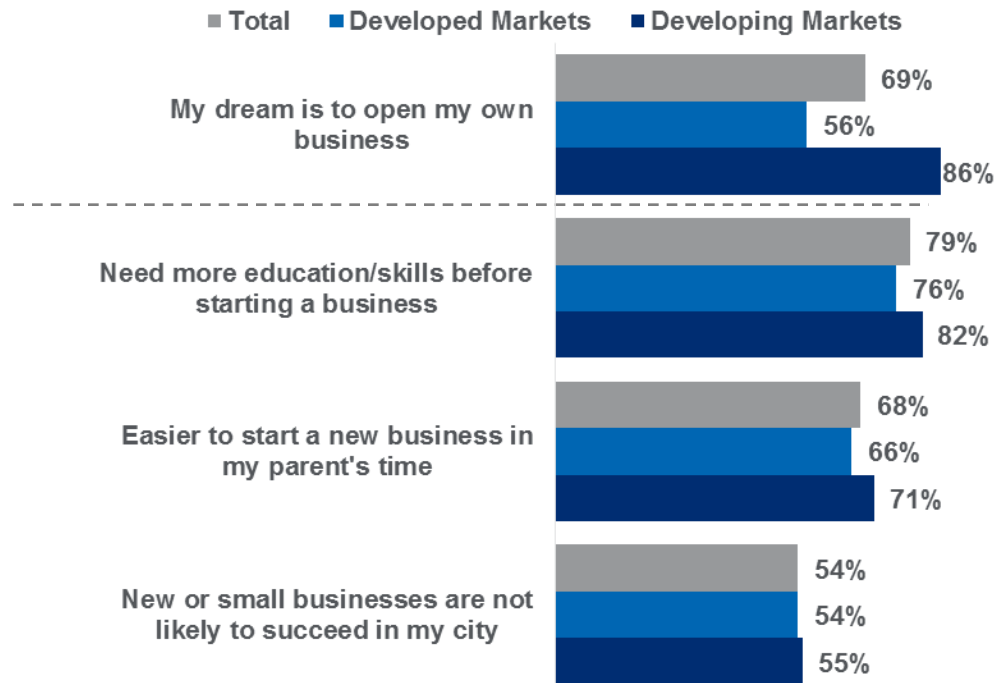
Q. When thinking about your education and work opportunities, do you agree or disagree with the following statements? There are not enough apprenticeships or internships in my city

Source: Ipsos, Global Youth Survey 2017

The entrepreneurial spirit is strong among young people, but many cite barriers and challenges to achieving this dream

- 69% of young people dream of starting their own business, but lack of education and skills is a key barrier to achieving their dream—particularly in cities in developing markets.

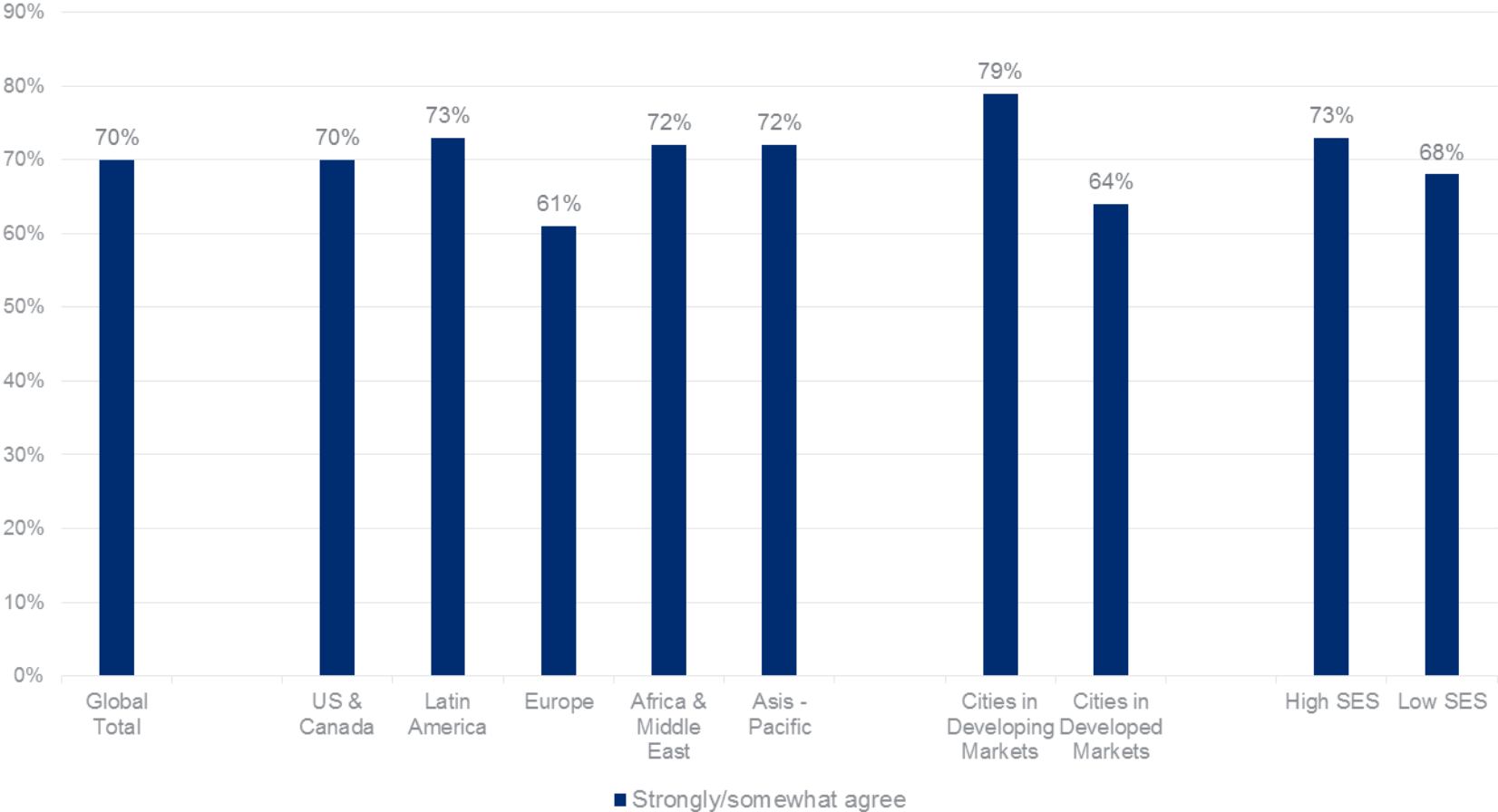
Entrepreneurial Aspirations & Challenges:
(% Strongly/Somewhat Agree)



Detailed Data Tables

The Optimism Gap

Opportunity to Succeed in Preferred Career



Q. When thinking about the economy in your city, do you agree or disagree with the following statements? I have many opportunities to succeed in my preferred career

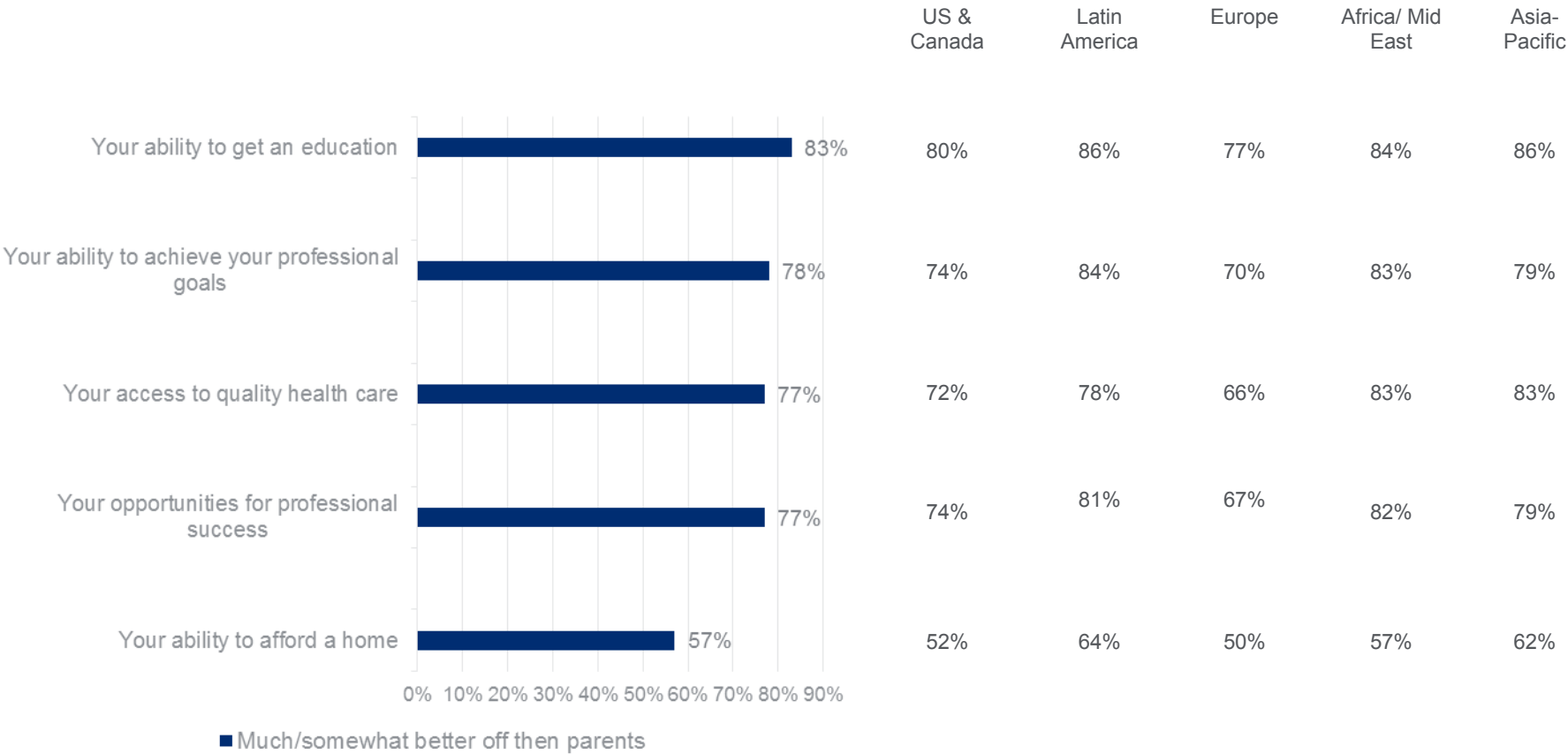
Opportunity to Succeed in Preferred Career – City Level

Developed Cities	Strongly/ Somewhat Agree
Los Angeles	74%
St Louis	73%
San Francisco	73%
Cleveland	72%
Washington DC	72%
Denver	71%
Tampa/Jacksonville	71%
Chicago	70%
Miami	70%
New York	70%
Taipei	70%
Moscow	69%
Istanbul	67%
Dallas	66%
Sydney	63%
Tel Aviv	63%
Warsaw	63%
Dubai	60%
Toronto	59%
Singapore	56%
London	54%
Madrid	52%
Hong Kong	48%
Tokyo	44%
Seoul	38%

Developing Cities	Strongly/ Somewhat Agree
Jakarta	93%
Mumbai	92%
Manila	91%
Delhi	87%
Lagos	83%
Beijing	82%
Panama City	82%
Ho Chi Minh	81%
Shanghai	81%
Lima	79%
Johannesburg	78%
Kuala Lumpur	78%
Nairobi	78%
Bangkok	77%
Bogota	74%
Guadalajara	74%
Casablanca	73%
Buenos Aires	67%
Mexico City	66%
Sao Paulo	66%

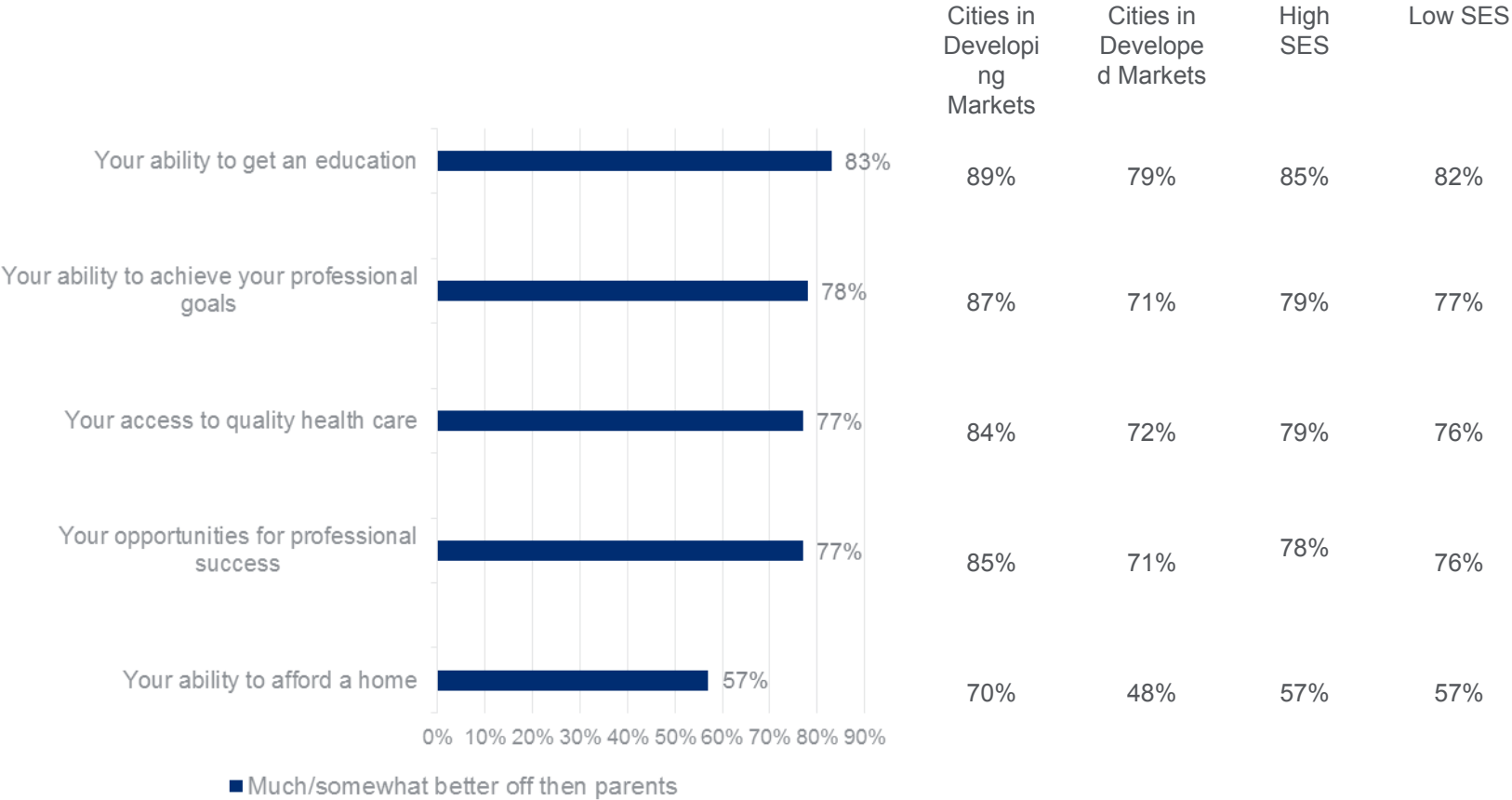
Q. When thinking about the economy in your city, do you agree or disagree with the following statements? I have many opportunities to succeed in my preferred career

Life Relative to Parents – Total and Region



Q. How would you rate how you are doing relative to your parents when they were your age on the following?

Life Relative to Parents – Total, Levels of Development and SES



Q. How would you rate how you are doing relative to your parents when they were your age on the following?

Ability to Get An Education – City Level

Developed Cities	Much/ Somewhat Better Off
<i>Hong Kong</i>	91%
<i>San Francisco</i>	86%
<i>Tampa/Jacksonville</i>	85%
<i>Singapore</i>	84%
<i>St. Louis</i>	82%
<i>New York</i>	81%
<i>Cleveland</i>	80%
<i>Los Angeles</i>	80%
<i>Taipei</i>	80%
<i>Chicago</i>	79%
<i>Moscow</i>	79%
<i>Sydney</i>	79%
<i>Warsaw</i>	79%
<i>Washington DC</i>	79%
<i>Istanbul</i>	78%
<i>Madrid</i>	78%
<i>Seoul</i>	78%
<i>Tel Aviv</i>	78%
<i>Toronto</i>	78%
<i>Dallas</i>	77%
<i>Denver</i>	77%
<i>Miami</i>	77%
<i>London</i>	71%
<i>Dubai</i>	70%
<i>Tokyo</i>	57%

Developing Cities	Much/ Somewhat Better Off
<i>Nairobi</i>	97%
<i>Jakarta</i>	96%
<i>Mumbai</i>	95%
<i>Bangkok</i>	94%
<i>Delhi</i>	94%
<i>Manila</i>	94%
<i>Guadalajara</i>	91%
<i>Ho Chi Minh</i>	90%
<i>Panama City</i>	90%
<i>Lagos</i>	89%
<i>Shanghai</i>	89%
<i>Beijing</i>	88%
<i>Johannesburg</i>	88%
<i>Kuala Lumpur</i>	87%
<i>Bogota</i>	86%
<i>Sao Paulo</i>	85%
<i>Lima</i>	84%
<i>Buenos Aires</i>	83%
<i>Mexico City</i>	83%
<i>Casablanca</i>	82%

Q. How would you rate how you are doing relative to your parents when they were your age on the following?

Ability to Achieve Your Professional Goals – City Level

Developed Cities	Much/ Somewhat Better Off
Cleveland	84%
St. Louis	81%
Los Angeles	80%
Hong Kong	79%
Tampa/Jacksonville	77%
Tel Aviv	77%
Hong Kong	75%
Moscow	75%
Warsaw	75%
Chicago	74%
Miami	74%
New York	74%
Singapore	74%
Sydney	73%
Dubai	71%
San Francisco	71%
Washington DC	71%
Denver	70%
Dallas	68%
Toronto	66%
London	61%
Seoul	60%
Madrid	59%
Taipei	58%
Tokyo	52%

Developing Cities	Much/ Somewhat Better Off
Mumbai	94%
Jakarta	93%
Manila	93%
Panama City	93%
Delhi	92%
Johannesburg	91%
Nairobi	91%
Lagos	90%
Beijing	89%
Guadalajara	88%
Bogota	87%
Lima	87%
Shanghai	86%
Kuala Lumpur	84%
Bangkok	82%
Ho Chi Minh	82%
Sao Paulo	81%
Mexico City	78%
Casablanca	76%
Buenos Aires	75%

Q. How would you rate how you are doing relative to your parents when they were your age on the following?

Access to Quality Health Care – City Level

Developed Cities	Much/ Somewhat Better Off
<i>Singapore</i>	85%
<i>Tel Aviv</i>	83%
<i>Hong Kong</i>	82%
<i>Toronto</i>	82%
<i>Los Angeles</i>	79%
<i>Istanbul</i>	78%
<i>San Francisco</i>	76%
<i>Sydney</i>	76%
<i>Taipei</i>	76%
<i>New York</i>	75%
<i>Seoul</i>	74%
<i>Chicago</i>	73%
<i>Dubai</i>	73%
<i>Washington DC</i>	73%
<i>Cleveland</i>	72%
<i>St. Louis</i>	71%
<i>Tampa/Jacksonville</i>	70%
<i>Miami</i>	68%
<i>Denver</i>	67%
<i>Madrid</i>	66%
<i>Warsaw</i>	65%
<i>Dallas</i>	63%
<i>Moscow</i>	62%
<i>Tokyo</i>	62%
<i>London</i>	60%

Developing Cities	Much/ Somewhat Better Off
<i>Manila</i>	92%
<i>Nairobi</i>	92%
<i>Beijing</i>	89%
<i>Jakarta</i>	89%
<i>Mumbai</i>	89%
<i>Delhi</i>	86%
<i>Bangkok</i>	87%
<i>Casablanca</i>	86%
<i>Ho Chi Minh</i>	86%
<i>Johannesburg</i>	86%
<i>Panama City</i>	86%
<i>Shanghai</i>	86%
<i>Guadalajara</i>	81%
<i>Sao Paulo</i>	81%
<i>Buenos Aires</i>	80%
<i>Lagos</i>	80%
<i>Kuala Lumpur</i>	78%
<i>Mexico City</i>	75%
<i>Bogota</i>	73%
<i>Lima</i>	71%

Q. How would you rate how you are doing relative to your parents when they were your age on the following?

Opportunities for Professional Success – City Level

Developed Cities	Much/ Somewhat Better Off
Moscow	82%
Tel Aviv	80%
Cleveland	79%
Chicago	78%
Los Angeles	77%
New York	77%
Tampa/Jacksonville	77%
Dubai	76%
Istanbul	76%
Miami	76%
Singapore	76%
St Louis	76%
Dallas	73%
Denver	73%
Hong Kong	73%
San Francisco	73%
Sydney	73%
Warsaw	72%
Washington DC	68%
Toronto	67%
London	58%
Taipei	57%
Tokyo	54%
Seoul	51%
Madrid	48%

Developing Cities	Much/ Somewhat Better Off
Mumbai	95%
Delhi	93%
Jakarta	92%
Manila	92%
Panama City	91%
Johannesburg	89%
Beijing	87%
Guadalajara	87%
Shanghai	87%
Lagos	86%
Lima	85%
Bogota	84%
Ho Chi Minh	84%
Nairobi	83%
Bangkok	82%
Kuala Lumpur	82%
Sao Paulo	77%
Casablanca	76%
Mexico City	73%
Buenos Aires	71%

Q. How would you rate how you are doing relative to your parents when they were your age on the following?

Ability to Afford a Home – City Level

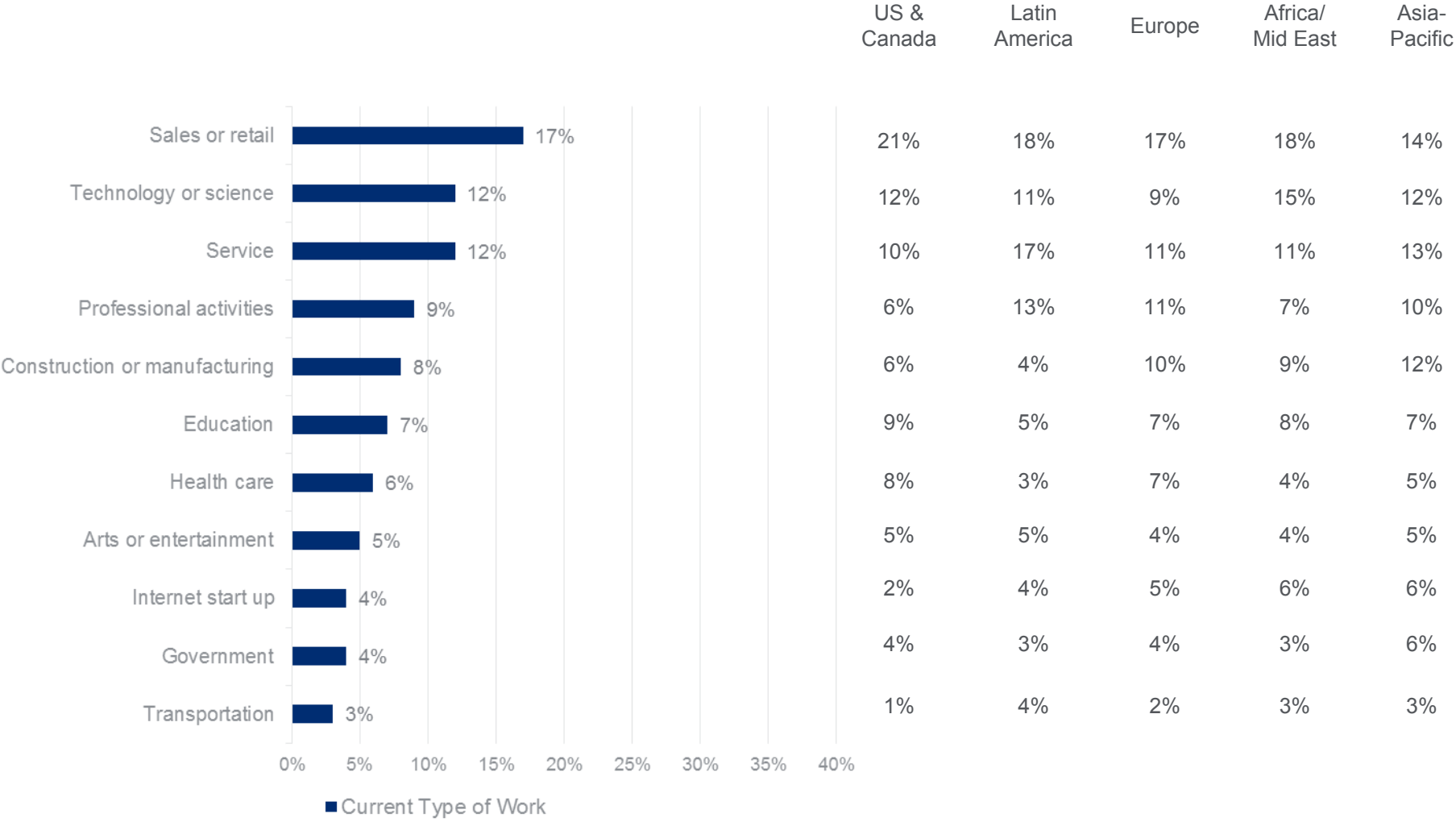
Developed Cities	Much/ Somewhat Better Off
<i>Istanbul</i>	67%
<i>Moscow</i>	67%
<i>Miami</i>	60%
<i>New York</i>	60%
<i>St Louis</i>	60%
<i>Tampa/Jacksonville</i>	60%
<i>Dubai</i>	58%
<i>Chicago</i>	57%
<i>Los Angeles</i>	52%
<i>Warsaw</i>	52%
<i>Dallas</i>	51%
<i>Cleveland</i>	50%
<i>Washington DC</i>	50%
<i>Singapore</i>	44%
<i>Hong Kong</i>	43%
<i>Sydney</i>	43%
<i>Denver</i>	42%
<i>San Francisco</i>	41%
<i>Taipei</i>	36%
<i>Toronto</i>	34%
<i>Madrid</i>	33%
<i>Seoul</i>	33%
<i>Tokyo</i>	33%
<i>London</i>	31%
<i>Tel Aviv</i>	31%

Developing Cities	Much/ Somewhat Better Off
<i>Manila</i>	89%
<i>Delhi</i>	85%
<i>Jakarta</i>	84%
<i>Mumbai</i>	82%
<i>Shanghai</i>	79%
<i>Ho Chi Minh</i>	77%
<i>Lima</i>	73%
<i>Johannesburg</i>	72%
<i>Lagos</i>	70%
<i>Beijing</i>	69%
<i>Guadalajara</i>	67%
<i>Panama City</i>	67%
<i>Bogota</i>	66%
<i>Kuala Lumpur</i>	65%
<i>Nairobi</i>	64%
<i>Bangkok</i>	62%
<i>Sao Paulo</i>	61%
<i>Mexico City</i>	59%
<i>Buenos Aires</i>	54%
<i>Casablanca</i>	51%

Q. How would you rate how you are doing relative to your parents when they were your age on the following?

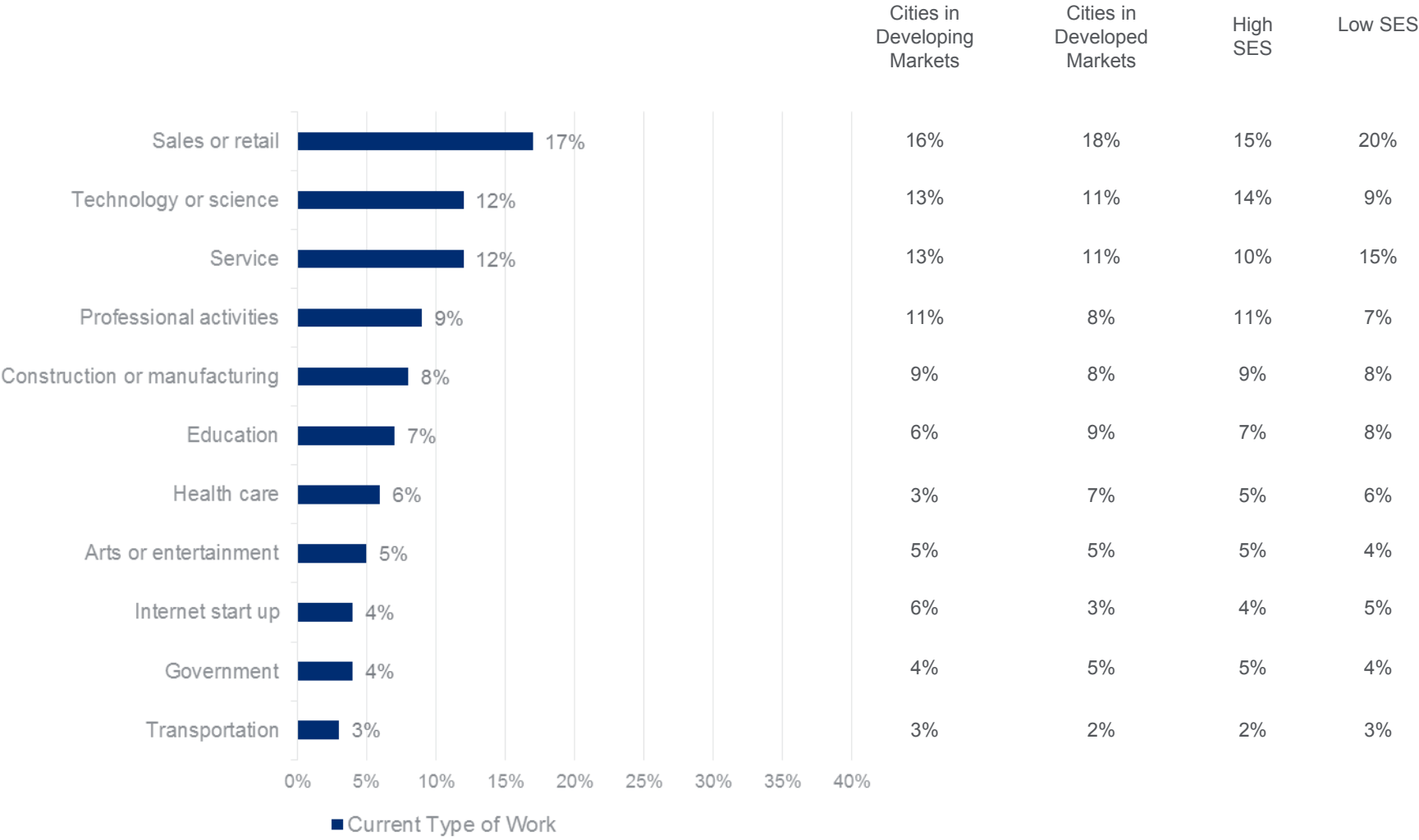
The Opportunity Gap

Current Career – Total and Regions



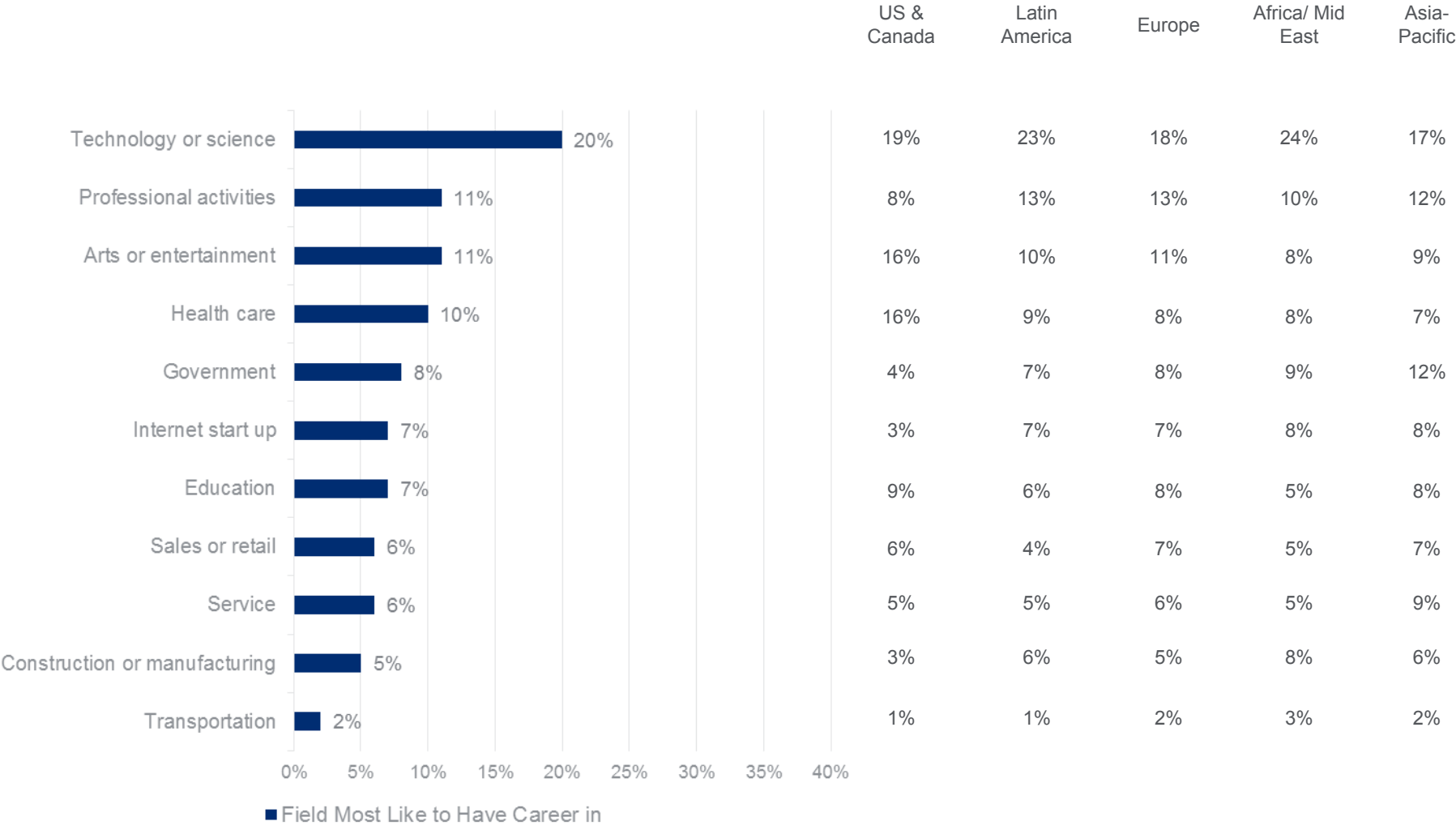
Q. What type of work do you do? If you work for more than one organization, think of your main employer.

Current Career – Total, Levels of Development and SES



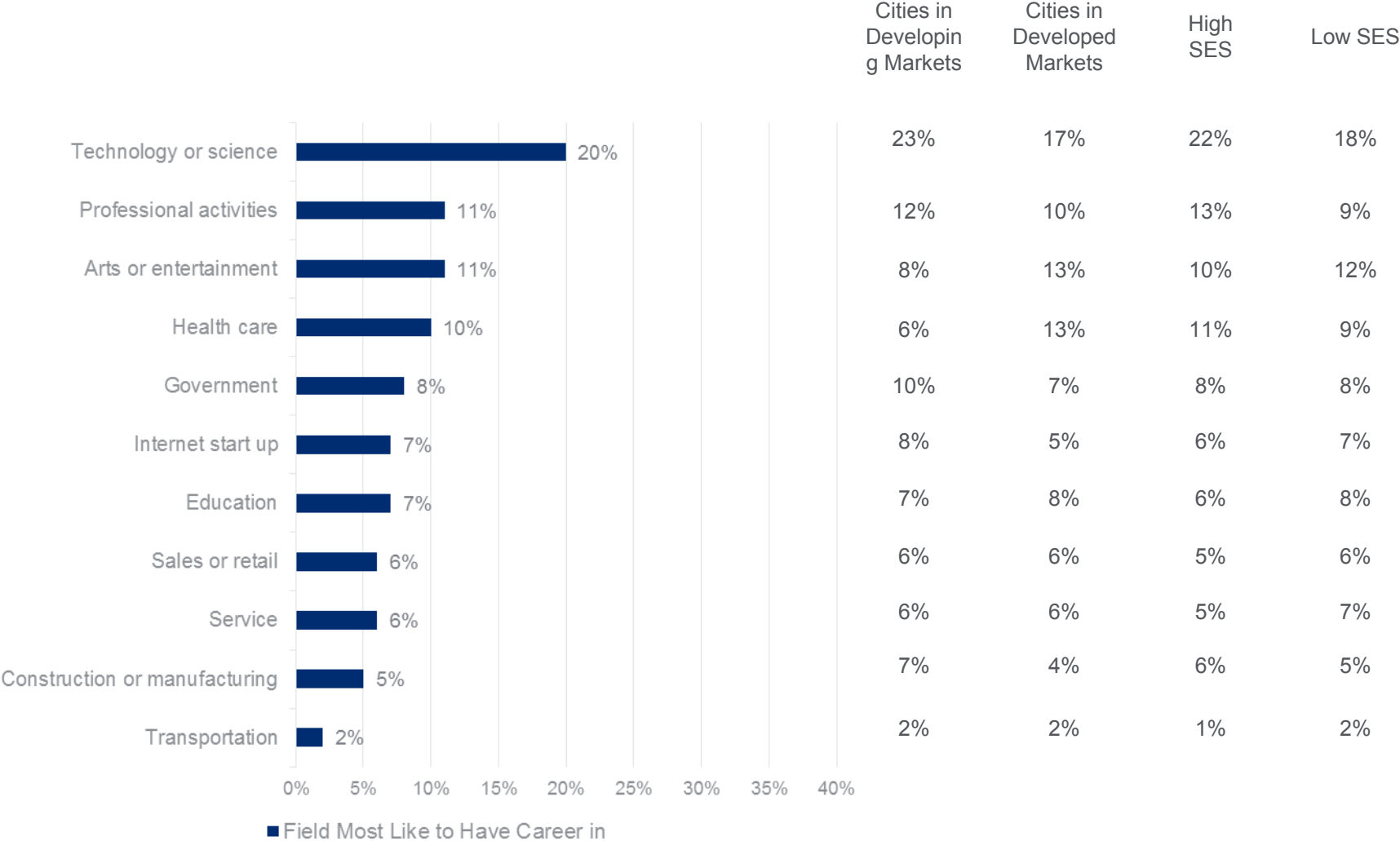
Q. What type of work do you do? If you work for more than one organization, think of your main employer.

Preferred Career – Total and Regions



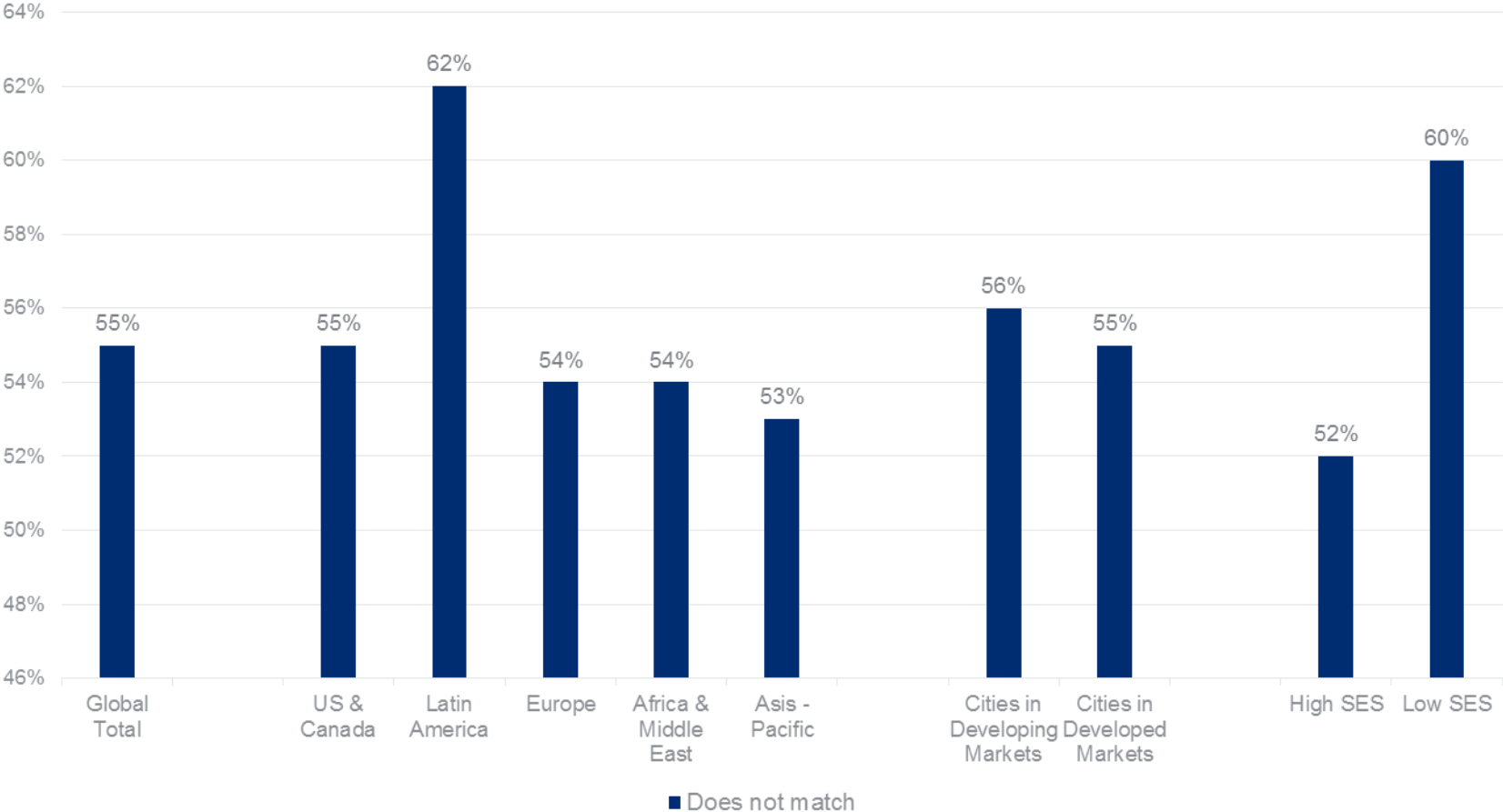
Q. What field would you most like to have a career in?

Preferred Career – Total, Levels of Development and SES



Q. What field would you most like to have a career in?

Not Currently Working in the Industry They Aspire To



Q. What type of work do you do? If you work for more than one organization, think of your main employer.
 Q. What field would you most like to have a career in?

Not Currently Working in the Industry They Aspire To – City Level

Developed Cities	Mismatch
Moscow	68%
Tel Aviv	68%
Sydney	65%
Seoul	64%
Chicago	63%
Cleveland	63%
Toronto	61%
Washington DC	59%
Singapore	57%
Istanbul	56%
St Louis	56%
Tampa/Jacksonville	56%
San Francisco	55%
Los Angeles	53%
Dallas	52%
Warsaw	51%
Madrid	51%
Miami	51%
Tokyo	50%
Denver	49%
Hong Kong	49%
London	48%
New York	48%
Dubai	45%
Taipei	39%

Developing Cities	Mismatch
Buenos Aires	69%
Guadalajara	68%
Bogota	68%
Shanghai	65%
Mexico City	63%
Ho Chi Minh	62%
Sao Paulo	61%
Kuala Lumpur	59%
Panama City	58%
Beijing	54%
Lagos	54%
Nairobi	52%
Johannesburg	52%
Casablanca	51%
Jakarta	49%
Bangkok	48%
Manila	47%
Lima	47%
Mumbai	45%
Delhi	43%

Q. What type of work do you do? If you work for more than one organization, think of your main employer.

Q. What field would you most like to have a career in?

Current: Tech and Science Career – City Level

Developed Cities	Working in Tech or Science
<i>San Francisco</i>	23%
<i>Istanbul</i>	19%
<i>Madrid</i>	19%
<i>London</i>	18%
<i>Taipei</i>	18%
<i>Miami</i>	17%
<i>Denver</i>	16%
<i>New York</i>	16%
<i>Toronto</i>	16%
<i>Chicago</i>	15%
<i>Seoul</i>	15%
<i>Hong Kong</i>	14%
<i>Los Angeles</i>	14%
<i>Tampa/Jacksonville</i>	14%
<i>Washington DC</i>	14%
<i>Dallas</i>	13%
<i>Dubai</i>	13%
<i>Sydney</i>	13%
<i>Moscow</i>	12%
<i>Tel Aviv</i>	12%
<i>Tokyo</i>	12%
<i>Singapore</i>	10%
<i>Warsaw</i>	9%
<i>Cleveland</i>	8%
<i>St Louis</i>	5%

Developing Cities	Working in Tech or Science
<i>Lagos</i>	35%
<i>Beijing</i>	34%
<i>Manila</i>	25%
<i>Mumbai</i>	25%
<i>Lima</i>	24%
<i>Nairobi</i>	23%
<i>Shanghai</i>	23%
<i>Casablanca</i>	22%
<i>Delhi</i>	20%
<i>Johannesburg</i>	19%
<i>Guadalajara</i>	18%
<i>Kuala Lumpur</i>	18%
<i>Bogota</i>	16%
<i>Buenos Aires</i>	16%
<i>Ho Chi Minh</i>	14%
<i>Mexico City</i>	14%
<i>Sao Paulo</i>	14%
<i>Jakarta</i>	12%
<i>Bangkok</i>	9%
<i>Panama City</i>	6%

Q. What type of work do you do? If you work for more than one organization, think of your main employer.. [Technology or science & Internet start up]

Desired: Tech/Science Career – City Level

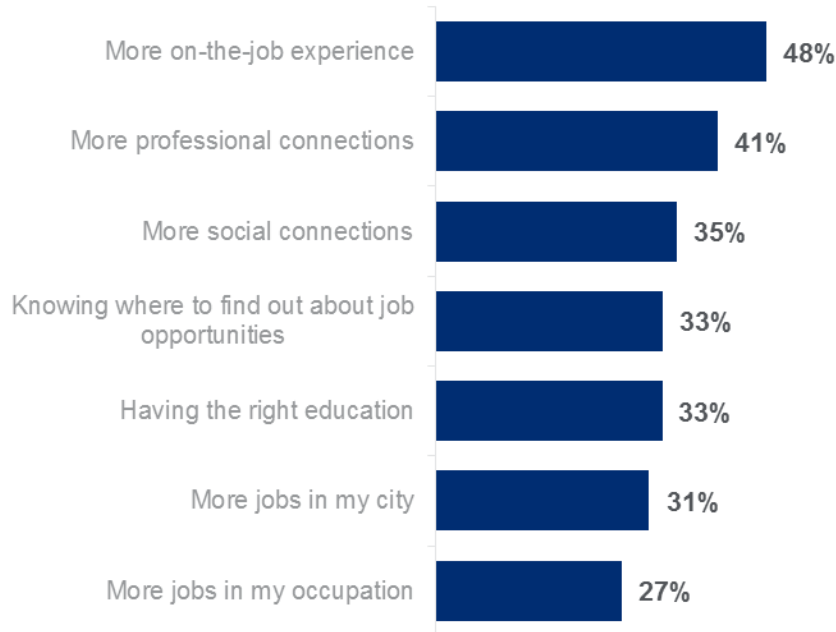
Developed Cities	Desire to Work in Tech or Science
<i>Tel Aviv</i>	39%
<i>San Francisco</i>	32%
<i>Istanbul</i>	30%
<i>Los Angeles</i>	27%
<i>Madrid</i>	27%
<i>Taipei</i>	26%
<i>Washington DC</i>	26%
<i>Denver</i>	24%
<i>London</i>	24%
<i>Miami</i>	24%
<i>Moscow</i>	24%
<i>Tampa/Jacksonville</i>	24%
<i>Toronto</i>	22%
<i>New York</i>	21%
<i>Singapore</i>	21%
<i>Dubai</i>	20%
<i>Tokyo</i>	20%
<i>Warsaw</i>	20%
<i>Dallas</i>	19%
<i>Sydney</i>	19%
<i>Cleveland</i>	18%
<i>St Louis</i>	17%
<i>Hong Kong</i>	16%
<i>Chicago</i>	15%
<i>Seoul</i>	13%

Developing Cities	Desire to Work in Tech or Science
<i>Shanghai</i>	43%
<i>Lima</i>	38%
<i>Nairobi</i>	38%
<i>Beijing</i>	37%
<i>Casablanca</i>	37%
<i>Buenos Aires</i>	36%
<i>Mumbai</i>	35%
<i>Guadalajara</i>	33%
<i>Lagos</i>	32%
<i>Bogota</i>	31%
<i>Manila</i>	31%
<i>Johannesburg</i>	29%
<i>Ho Chi Minh</i>	27%
<i>Mexico City</i>	27%
<i>Kuala Lumpur</i>	26%
<i>Sao Paulo</i>	26%
<i>Delhi</i>	25%
<i>Panama City</i>	23%
<i>Jakarta</i>	22%
<i>Bangkok</i>	21%

Q. What field would you most like to have a career in? [Technology or science & Internet start up]

Assistance in Finding Careers – Total and Regions

What Would Make It Easier to Find
A New Job
(% Agree)

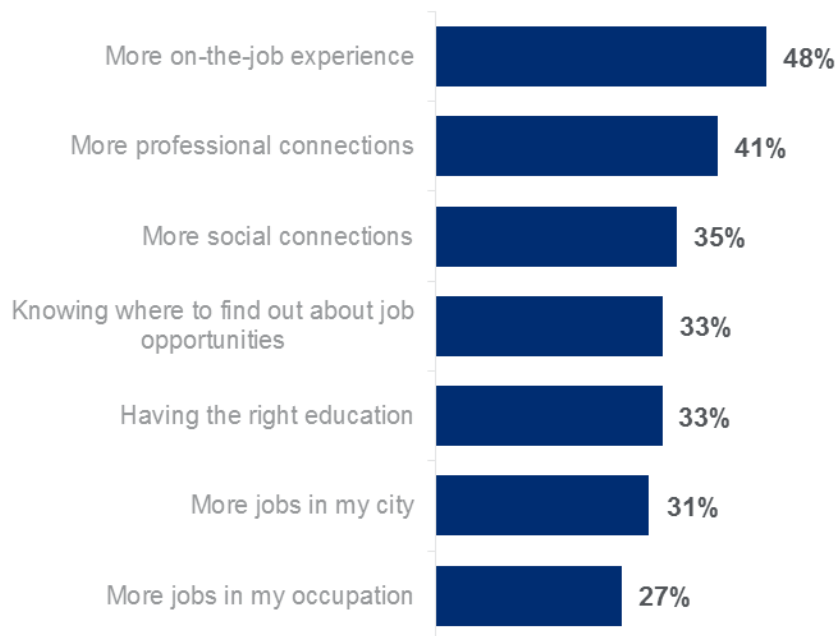


	North America	Latin America	Europe	EMEA	Asia-Pacific
More on-the-job experience	45%	53%	46%	44%	51%
More professional connections	46%	39%	36%	40%	39%
More social connections	37%	30%	28%	34%	40%
Knowing where to find out about job opportunities	33%	32%	30%	30%	36%
Having the right education	32%	21%	29%	31%	41%
More jobs in my city	31%	31%	28%	27%	33%
More jobs in my occupation	27%	17%	30%	24%	33%

Q. What would make it easier to find a job/employment?

Assistance in Finding Careers – Total and Levels of Development

What Would Make It Easier to Find
A New Job
(% Agree)



Cities in Developed Markets	Cities in Developing Markets	High SES	Low SES
47%	50%	50%	46%
42%	39%	43%	38%
36%	35%	36%	35%
35%	31%	32%	34%
34%	32%	33%	33%
32%	29%	31%	31%
30%	24%	29%	25%

Q. What would make it easier to find a job/employment?

Assistance Finding Careers – More Jobs in My Field – City Level

More Jobs in My Field (% Agree)

Developed Cities	Agree
Seoul	56%
New York	49%
Chicago	43%
Dubai	41%
Taipei	41%
Sydney	37%
Toronto	36%
Singapore	33%
San Francisco	32%
Hong Kong	31%
Istanbul	31%
Los Angeles	31%
Miami	31%
Cleveland	30%
Madrid	30%
Tampa/Jacksonville	30%
Moscow	28%
Tel Aviv	28%
Denver	27%
London	27%
Warsaw	25%
Dallas	21%
St Louis	21%
Washington DC	19%
Tokyo	16%

Developing Cities	Agree
Sao Paulo	45%
Mumbai	41%
Delhi	39%
Manila	33%
Beijing	32%
Guadalajara	32%
Mexico City	32%
Shanghai	31%
Lagos	31%
Buenos Aires	30%
Kuala Lumpur	28%
Bangkok	28%
Panama City	27%
Bogota	26%
Ho Chi Minh	26%
Lima	25%
Johannesburg	25%
Nairobi	25%
Jakarta	19%
Casablanca	15%

Q. What would make it easier to find a new job/employment?

Assistance Finding Careers – More Jobs in My City – City Level

More Jobs in My City (% Agree)

Developed Cities	Agree
Seoul	46%
Singapore	43%
Dubai	41%
Hong Kong	36%
New York	36%
Istanbul	35%
San Francisco	34%
Toronto	33%
Madrid	32%
Sydney	31%
London	30%
Chicago	29%
Moscow	29%
Tokyo	29%
Washington DC	28%
Los Angeles	27%
Denver	26%
Taipei	25%
Dallas	24%
Miami	22%
St Louis	22%
Cleveland	21%
Warsaw	21%
Tampa/Jacksonville	20%
Tel Aviv	18%

Developing Cities	Agree
Kuala Lumpur	40%
Delhi	39%
Jakarta	38%
Mumbai	35%
Bangkok	35%
Johannesburg	30%
Manila	29%
Sao Paulo	27%
Ho Chi Minh	23%
Nairobi	23%
Beijing	23%
Shanghai	22%
Lima	20%
Lagos	18%
Casablanca	14%
Bogota	14%
Guadalajara	14%
Mexico City	14%
Panama City	14%
Buenos Aires	13%

Q. What would make it easier to find a new job/employment?

Assistance Finding Careers – On-the-Job Experience – City Level

On-the-Job Experience (% Agree)

Developed Cities	Agree
Taipei	63%
Singapore	61%
Hong Kong	59%
San Francisco	53%
Warsaw	53%
Chicago	52%
Madrid	52%
Toronto	50%
Washington DC	50%
New York	48%
Tel Aviv	48%
Dubai	47%
Denver	46%
Istanbul	46%
Los Angeles	46%
Dallas	44%
London	44%
Tampa/Jacksonville	44%
St Louis	42%
Cleveland	41%
Seoul	41%
Sydney	41%
Moscow	33%
Tokyo	33%
Miami	30%

Developing Cities	Agree
Kuala Lumpur	71%
Ho Chi Minh	70%
Beijing	63%
Bogota	60%
Buenos Aires	59%
Mexico City	56%
Panama City	55%
Shanghai	55%
Lima	51%
Guadalajara	47%
Manila	47%
Casablanca	46%
Sao Paulo	46%
Bangkok	45%
Lagos	44%
Delhi	42%
Jakarta	38%
Johannesburg	38%
Nairobi	38%
Mumbai	37%

Q. What would make it easier to find a new job/employment?

Assistance Finding Careers – The Right Education – City Level

The Right Education (% Agree)

Developed Cities	Agree
Hong Kong	57%
Taipei	51%
Tokyo	46%
Istanbul	45%
San Francisco	39%
Singapore	39%
Denver	36%
Cleveland	35%
Tel Aviv	35%
St Louis	34%
Dubai	33%
Los Angeles	32%
New York	32%
Tampa/Jacksonville	32%
Dallas	31%
Warsaw	31%
Chicago	29%
Washington DC	28%
Miami	27%
Sydney	27%
Moscow	26%
Seoul	25%
Toronto	25%
London	23%
Madrid	22%

Developing Cities	Agree
Ho Chi Minh	50%
Kuala Lumpur	49%
Beijing	44%
Shanghai	44%
Delhi	43%
Casablanca	42%
Bangkok	39%
Manila	37%
Lagos	36%
Mumbai	36%
Jakarta	30%
Sao Paulo	26%
Mexico City	26%
Guadalajara	23%
Johannesburg	23%
Buenos Aires	19%
Panama City	19%
Bogota	17%
Nairobi	17%
Lima	15%

Q. What would make it easier to find a new job/employment?

Assistance Finding Careers – Find Out About Jobs – City Level

Find Out About Jobs (% Agree)

Developed Cities	Agree
Singapore	59%
Dubai	50%
Hong Kong	48%
Seoul	43%
Toronto	42%
San Francisco	41%
New York	39%
Taipei	38%
Madrid	37%
Tokyo	33%
Washington DC	33%
Chicago	32%
Cleveland	32%
St Louis	32%
Tampa/Jacksonville	32%
Sydney	31%
Warsaw	31%
Istanbul	30%
Denver	29%
Los Angeles	29%
Moscow	29%
Dallas	27%
Miami	27%
London	25%
Tel Aviv	20%

Developing Cities	Agree
Lagos	46%
Ho Chi Minh	45%
Manila	41%
Mumbai	39%
Buenos Aires	38%
Kuala Lumpur	37%
Mexico City	34%
Bogota	33%
Guadalajara	32%
Nairobi	32%
Delhi	31%
Sao Paulo	30%
Beijing	28%
Lima	28%
Panama City	28%
Jakarta	27%
Bangkok	25%
Shanghai	23%
Johannesburg	21%
Casablanca	13%

Q. What would make it easier to find a new job/employment?

Assistance Finding Careers – More Social Network – City Level

More Social Connections (% Agree)

Developed Cities	Agree
Singapore	47%
Dubai	43%
Seoul	43%
Toronto	43%
Hong Kong	41%
San Francisco	41%
Tokyo	40%
Dallas	39%
Denver	38%
Los Angeles	38%
Washington DC	38%
New York	37%
Taipei	37%
Tampa/Jacksonville	36%
Istanbul	35%
Chicago	34%
Miami	34%
Cleveland	33%
St Louis	33%
Sydney	33%
Warsaw	32%
Moscow	29%
Tel Aviv	25%
London	23%
Madrid	19%

Developing Cities	Agree
Ho Chi Minh	61%
Beijing	52%
Jakarta	42%
Casablanca	39%
Kuala Lumpur	39%
Bogota	37%
Mumbai	37%
Nairobi	37%
Shanghai	37%
Delhi	35%
Lagos	35%
Buenos Aires	32%
Manila	31%
Sao Paulo	31%
Mexico City	30%
Guadalajara	29%
Lima	27%
Panama City	26%
Bangkok	23%
Johannesburg	23%

Q. What would make it easier to find a new job/employment?

Assistance Finding Careers – More Professional Connections – City Level

More Professional Connections (% Agree)

Developed Cities	Agree
Singapore	59%
San Francisco	55%
Taipei	54%
Toronto	52%
Washington DC	52%
Dallas	50%
Los Angeles	49%
Denver	48%
Dubai	47%
Chicago	43%
Istanbul	42%
New York	42%
Cleveland	41%
St Louis	40%
Sydney	39%
Miami	38%
Tampa/Jacksonville	38%
Hong Kong	36%
London	36%
Moscow	35%
Madrid	34%
Tel Aviv	33%
Warsaw	32%
Seoul	27%
Tokyo	13%

Developing Cities	Agree
Ho Chi Minh	54%
Lagos	51%
Bogota	49%
Kuala Lumpur	49%
Nairobi	49%
Mumbai	45%
Jakarta	44%
Buenos Aires	43%
Panama City	40%
Delhi	39%
Guadalajara	36%
Mexico City	36%
Beijing	35%
Manila	35%
Sao Paulo	34%
Lima	33%
Casablanca	32%
Johannesburg	29%
Shanghai	27%
Bangkok	25%

Q. What would make it easier to find a new job/employment?

The Education Gap

Education Perspectives – Total and Regions

Views On Education
(% Strongly/Somewhat Agree)



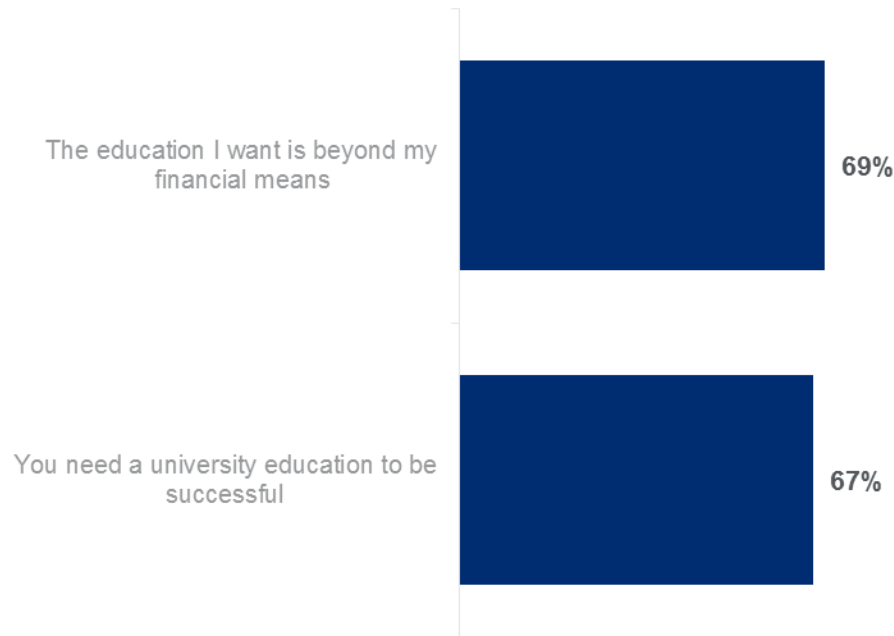
	<u>North America</u>	<u>Latin America</u>	<u>Europe</u>	<u>EMEA</u>	<u>Asia-Pacific</u>
The education I want is beyond my financial means	65%	74%	61%	74%	72%
You need a university education to be successful	66%	75%	58%	61%	70%

Q. When thinking about the economy in your city, do you agree or disagree with the following statements? You need a university education to be successful

Q. When thinking about your education and work opportunities, do you agree or disagree with the following statements? The education I want to achieve is beyond my financial means

Education Perspectives – Total and Levels of Development

Views On Education
(% Strongly/Somewhat Agree)



Cities in Developed Markets	Cities in Developing Markets	High SES	Low SES
64%	77%	64%	74%
63%	72%	69%	65%

Q. When thinking about the economy in your city, do you agree or disagree with the following statements? You need a university education to be successful

Q. When thinking about your education and work opportunities, do you agree or disagree with the following statements? The education I want to achieve is beyond my financial means

Education Beyond Financial Means – City Level

Education is Beyond means (% Strongly/Somewhat Agree)

Developed Cities	Agree
<i>Istanbul</i>	75%
<i>Washington DC</i>	74%
<i>Tampa/Jacksonville</i>	71%
<i>Madrid</i>	68%
<i>Denver</i>	68%
<i>Taipei</i>	68%
<i>Dallas</i>	68%
<i>Singapore</i>	67%
<i>Dubai</i>	67%
<i>St Louis</i>	66%
<i>Toronto</i>	65%
<i>Miami</i>	65%
<i>Seoul</i>	64%
<i>New York</i>	64%
<i>Chicago</i>	64%
<i>Hong Kong</i>	63%
<i>Moscow</i>	62%
<i>Los Angeles</i>	61%
<i>San Francisco</i>	60%
<i>Cleveland</i>	60%
<i>Tel Aviv</i>	60%
<i>Sydney</i>	57%
<i>Tokyo</i>	57%
<i>London</i>	50%
<i>Warsaw</i>	50%

Developing Cities	Agree
<i>Manila</i>	90%
<i>Lagos</i>	85%
<i>Delhi</i>	84%
<i>Guadalajara</i>	84%
<i>Jakarta</i>	83%
<i>Johannesburg</i>	83%
<i>Mumbai</i>	82%
<i>Sao Paulo</i>	79%
<i>Nairobi</i>	79%
<i>Kuala Lumpur</i>	76%
<i>Ho Chi Minh</i>	76%
<i>Lima</i>	76%
<i>Mexico City</i>	75%
<i>Panama City</i>	74%
<i>Shanghai</i>	73%
<i>Casablanca</i>	73%
<i>Beijing</i>	70%
<i>Bogota</i>	69%
<i>Bangkok</i>	61%
<i>Buenos Aires</i>	58%

Q. When thinking about your education and work opportunities, do you agree or disagree with the following statements? The education I want to achieve is beyond my financial means

Need a University Education – City Level

Need a University Education (% Strongly/Somewhat Agree)

Developed Cities	Agree
New York	72%
San Francisco	72%
Chicago	72%
Los Angeles	72%
Singapore	71%
Taipei	70%
Istanbul	69%
Dubai	68%
Moscow	68%
Denver	68%
St Louis	67%
Miami	66%
Washington DC	64%
Hong Kong	61%
Cleveland	61%
Tampa/Jacksonville	61%
Dallas	60%
Tel Aviv	60%
Madrid	58%
Toronto	57%
Sydney	57%
Seoul	56%
Tokyo	53%
London	49%
Warsaw	48%

Developing Cities	Agree
Mumbai	90%
Delhi	86%
Sao Paulo	84%
Manila	80%
Buenos Aires	79%
Panama City	78%
Beijing	74%
Casablanca	74%
Bogota	74%
Johannesburg	73%
Mexico City	73%
Shanghai	72%
Jakarta	71%
Kuala Lumpur	70%
Guadalajara	70%
Lima	69%
Bangkok	68%
Ho Chi Minh	67%
Lagos	54%
Nairobi	38%

Q. When thinking about the economy in your city, do you agree or disagree with the following statements? You need a university education to be successful

The Experience Gap

Necessity of Experience – Total and Regions

Mentorship Requirements of Success
(% Strongly/Somewhat Agree)



	North America	Latin America	Europe	EMEA	Asia-Pacific
Apprenticeships are critical for success	75%	81%	75%	80%	80%
There are not enough apprenticeships here	59%	67%	51%	64%	59%
I have a strong mentor to help shape my career	51%	55%	48%	56%	63%

Q. When thinking about the economy in your city, do you agree or disagree with the following statements? Apprenticeships or internships are critical for career success; I have a strong mentor helping me shape my career

Q. When thinking about your education and work opportunities, do you agree or disagree with the following statements? There are not enough apprenticeships or internships in my city

Necessity of Experience – Total and Levels of Development

Mentorship Requirements of Success
(% Strongly/Somewhat Agree)



Cities in Developed Markets	Cities in Developing Markets	High SES	Low SES
73%	85%	80%	77%
56%	65%	58%	62%
48%	65%	57%	54%

Q. When thinking about the economy in your city, do you agree or disagree with the following statements? Apprenticeships or internships are critical for career success; I have a strong mentor helping me shape my career

Q. When thinking about your education and work opportunities, do you agree or disagree with the following statements? There are not enough apprenticeships or internships in my city

Need for Internships – City Level

Apprenticeships or Internships are
Critical for Career Success
 (% Strongly/Somewhat Agree)

Developed Cities	Strongly/Somewhat Agree
Taipei	89%
Chicago	83%
Moscow	83%
Tel Aviv	81%
Istanbul	79%
New York	79%
St Louis	79%
Denver	77%
Singapore	77%
Madrid	76%
San Francisco	75%
Tampa/Jacksonville	75%
Warsaw	75%
Toronto	74%
Cleveland	73%
Dallas	73%
Los Angeles	73%
Washington DC	72%
Hong Kong	70%
Miami	70%
Sydney	66%
London	60%
Dubai	59%
Seoul	59%
Tokyo	54%

Developing Cities	Strongly/Somewhat Agree
Jakarta	95%
Nairobi	95%
Mumbai	92%
Shanghai	91%
Bogota	89%
Delhi	88%
Kuala Lumpur	87%
Panama City	87%
Ho Chi Minh	86%
Lima	86%
Casablanca	85%
Manila	85%
Bangkok	84%
Beijing	84%
Guadalajara	83%
Lagos	83%
Buenos Aires	77%
Johannesburg	76%
Mexico City	76%
Sao Paulo	70%

Q. When thinking about the economy in your city, do you agree or disagree with the following statements? Apprenticeships or internships are critical for career success

Lack of Internships – City Level

There are Not Enough Apprenticeships
or Internships in My City
(% Strongly/Somewhat Agree)

Developed Cities	Strongly/Somewhat Agree
<i>Cleveland</i>	73%
<i>Dubai</i>	67%
<i>Chicago</i>	64%
<i>Los Angeles</i>	63%
<i>Sydney</i>	63%
<i>St Louis</i>	62%
<i>Tel Aviv</i>	62%
<i>Miami</i>	61%
<i>Dallas</i>	60%
<i>Istanbul</i>	60%
<i>Toronto</i>	60%
<i>Hong Kong</i>	59%
<i>Madrid</i>	59%
<i>Singapore</i>	59%
<i>Tampa/Jacksonville</i>	57%
<i>Washington DC</i>	57%
<i>San Francisco</i>	56%
<i>Denver</i>	52%
<i>New York</i>	50%
<i>Seoul</i>	50%
<i>Moscow</i>	49%
<i>London</i>	46%
<i>Taipei</i>	46%
<i>Warsaw</i>	42%
<i>Tokyo</i>	33%

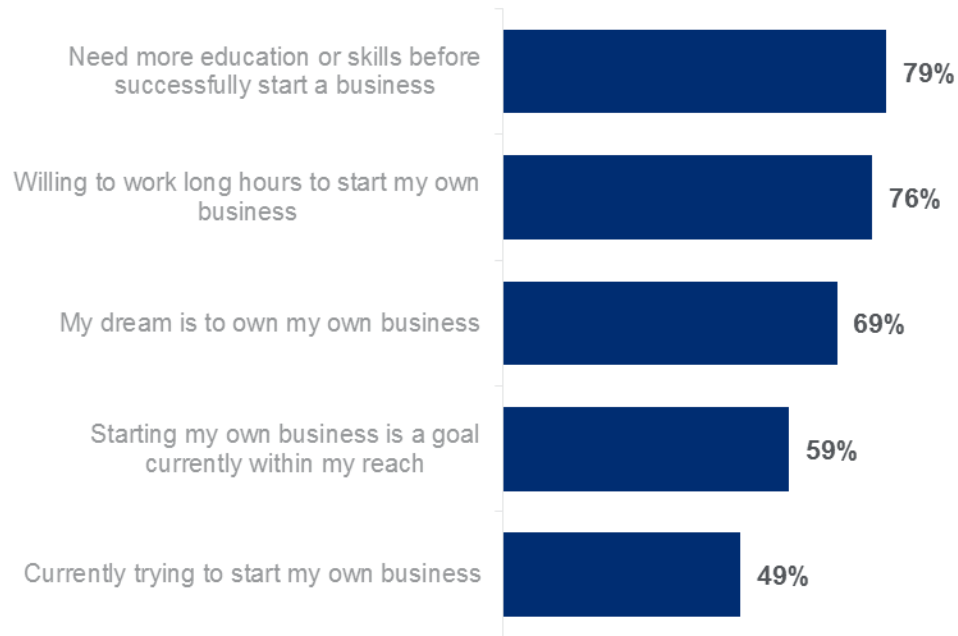
Developing Cities	Strongly/Somewhat Agree
<i>Mumbai</i>	78%
<i>Nairobi</i>	78%
<i>Manila</i>	77%
<i>Panama City</i>	77%
<i>Delhi</i>	76%
<i>Lima</i>	75%
<i>Sao Paulo</i>	69%
<i>Guadalajara</i>	67%
<i>Johannesburg</i>	67%
<i>Jakarta</i>	66%
<i>Buenos Aires</i>	61%
<i>Kuala Lumpur</i>	61%
<i>Lagos</i>	61%
<i>Mexico City</i>	61%
<i>Ho Chi Minh</i>	59%
<i>Bogota</i>	56%
<i>Beijing</i>	54%
<i>Bangkok</i>	52%
<i>Shanghai</i>	50%
<i>Casablanca</i>	48%

Q. When thinking about the economy in your city, do you agree or disagree with the following statements? There are not enough apprenticeships or internships in my city

The Small Business Gap

Small Business Attitudes – Total and Regions

Attitudes Regarding Small Business
(% Strongly/Somewhat Agree)

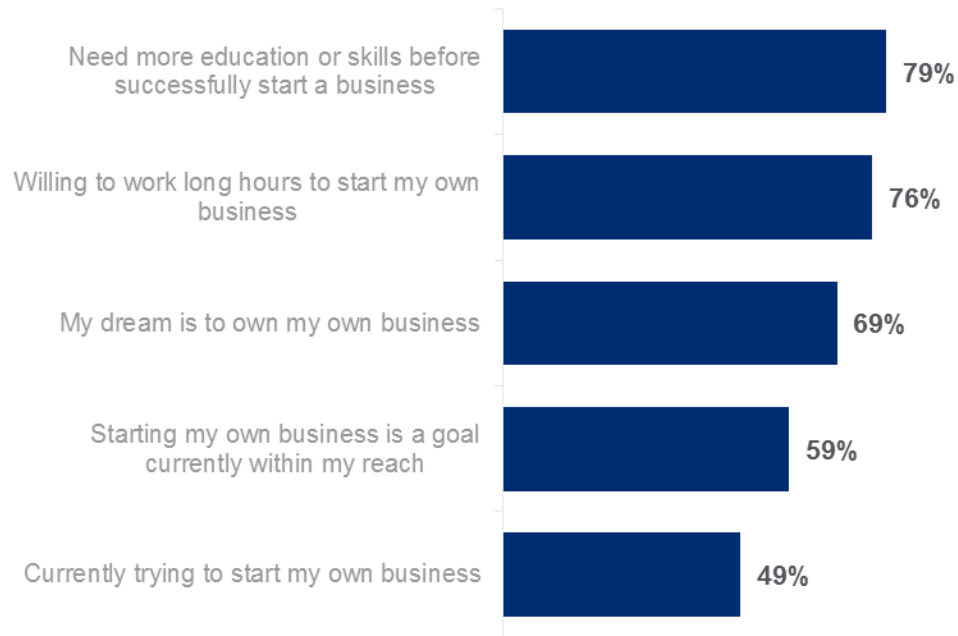


	<u>North America</u>	<u>Latin America</u>	<u>Europe</u>	<u>EMEA</u>	<u>Asia-Pacific</u>
Need more education or skills before successfully start a business	78%	82%	74%	72%	83%
Willing to work long hours to start my own business	72%	85%	69%	82%	75%
My dream is to own my own business	57%	84%	61%	81%	70%
Starting my own business is a goal currently within my reach	49%	66%	46%	67%	65%
Currently trying to start my own business	37%	57%	38%	58%	56%

Q. Do you agree or disagree with the following statements?

Small Business Attitudes – Total and Levels of Development

Attitudes Regarding Small Business
(% Strongly/Somewhat Agree)



	<u>Cities in Developed Markets</u>	<u>Cities in Developing Markets</u>	<u>High SES</u>	<u>Low SES</u>
Need more education or skills before successfully start a business	76%	82%	79%	78%
Willing to work long hours to start my own business	67%	87%	77%	75%
My dream is to own my own business	56%	86%	68%	70%
Starting my own business is a goal currently within my reach	47%	74%	60%	58%
Currently trying to start my own business	36%	66%	48%	51%

Q. Do you agree or disagree with the following statements?

Dream of Owning Business – City Level

Dream is to Own
My Own Business
(% Strongly/Somewhat Agree)

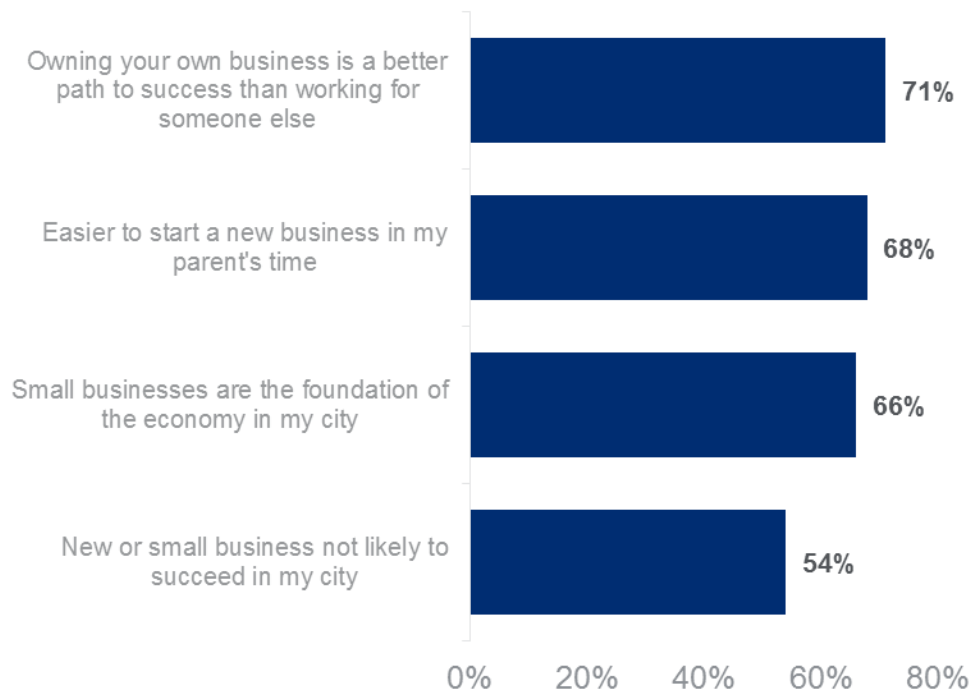
Developed Cities	Strongly/Somewhat Agree
<i>Istanbul</i>	75%
<i>Dubai</i>	66%
<i>Miami</i>	66%
<i>Tampa/Jacksonville</i>	64%
<i>Moscow</i>	63%
<i>Toronto</i>	63%
<i>Warsaw</i>	61%
<i>Los Angeles</i>	58%
<i>Tel Aviv</i>	58%
<i>Chicago</i>	57%
<i>New York</i>	57%
<i>Washington DC</i>	57%
<i>Dallas</i>	56%
<i>Denver</i>	54%
<i>Madrid</i>	52%
<i>St Louis</i>	52%
<i>Sydney</i>	52%
<i>London</i>	51%
<i>San Francisco</i>	51%
<i>Singapore</i>	51%
<i>Taipei</i>	51%
<i>Cleveland</i>	48%
<i>Seoul</i>	48%
<i>Hong Kong</i>	47%
<i>Tokyo</i>	32%

Developing Cities	Strongly/Somewhat Agree
<i>Jakarta</i>	97%
<i>Nairobi</i>	96%
<i>Lagos</i>	95%
<i>Lima</i>	95%
<i>Panama City</i>	95%
<i>Bangkok</i>	92%
<i>Mumbai</i>	91%
<i>Bogota</i>	90%
<i>Johannesburg</i>	89%
<i>Manila</i>	89%
<i>Guadalajara</i>	88%
<i>Delhi</i>	85%
<i>Casablanca</i>	84%
<i>Beijing</i>	82%
<i>Mexico City</i>	82%
<i>Shanghai</i>	82%
<i>Kuala Lumpur</i>	77%
<i>Ho Chi Minh</i>	76%
<i>Sao Paulo</i>	71%
<i>Buenos Aires</i>	70%

Q. Do you agree or disagree with the following statements? My dream is to own my own business

Perspectives on New Business – Total and Regions

Barriers to Entrepreneurships
(% Strongly/Somewhat Agree)

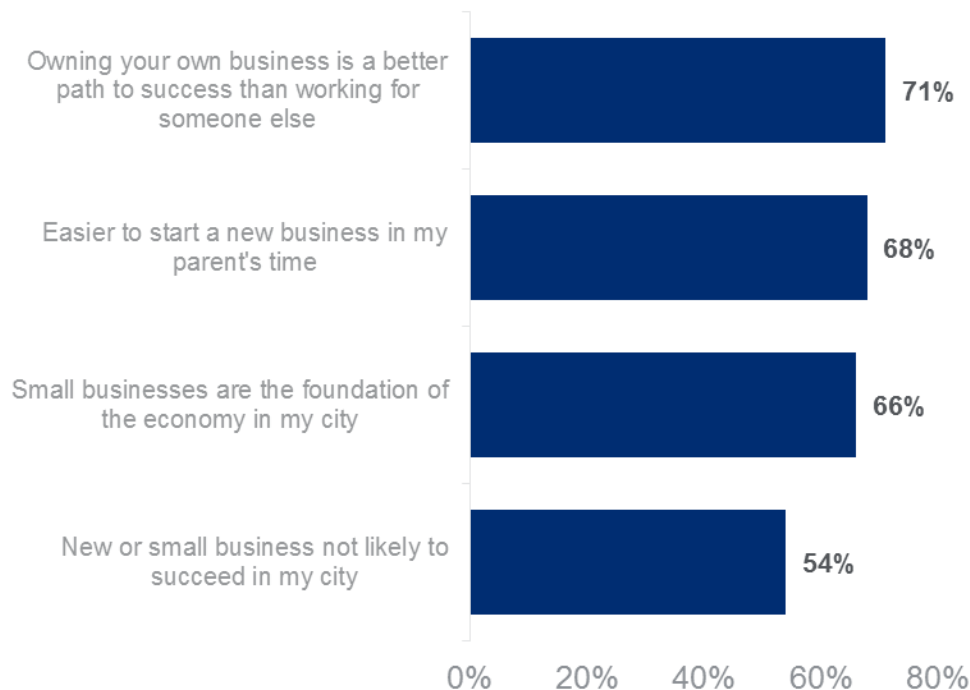


	North America	Latin America	Europe	EMEA	Asia-Pacific
Owning your own business is a better path to success than working for someone else	60%	84%	69%	79%	71%
Easier to start a new business in my parent's time	68%	70%	59%	72%	69%
Small businesses are the foundation of the economy in my city	59%	68%	54%	77%	71%
New or small business not likely to succeed in my city	53%	53%	58%	47%	58%

Q. Do you agree or disagree with the following statements?

Perspectives on New Business – Total and Levels of Development

Barriers to Entrepreneurships
(% Strongly/Somewhat Agree)



Cities in Developed Markets	Cities Developing Markets	High SES	Low SES
58%	87%	69%	72%
66%	71%	68%	68%
57%	78%	64%	67%
54%	55%	53%	56%

Q. Do you agree or disagree with the following statements?

Small Business Barriers – City Level

New or Small Business Not Likely
To Succeed in My City
(% Strongly/Somewhat Agree)

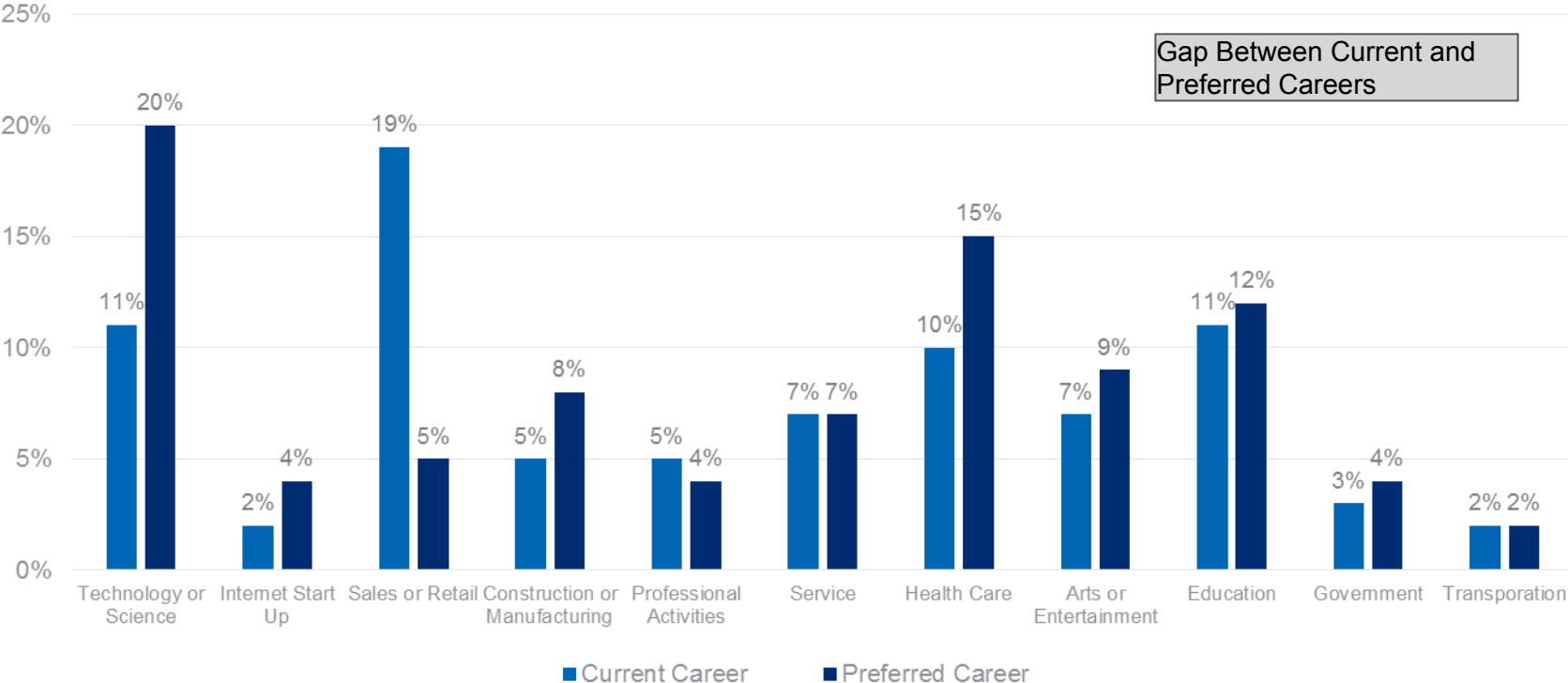
Developed Cities	Strongly/Somewhat Agree
Seoul	74%
Chicago	69%
Istanbul	67%
Hong Kong	66%
New York	64%
Dubai	63%
Miami	62%
Moscow	59%
Warsaw	59%
Madrid	58%
Sydney	58%
Washington DC	57%
Los Angeles	53%
London	49%
San Francisco	49%
Tampa/Jacksonville	49%
Tel Aviv	49%
Toronto	49%
Cleveland	48%
Taipei	47%
Dallas	43%
Denver	42%
Singapore	41%
St Louis	41%
Tokyo	30%

Developing Cities	Strongly/Somewhat Agree
Jakarta	76%
Delhi	71%
Mumbai	71%
Mexico City	65%
Beijing	64%
Shanghai	62%
Sao Paulo	59%
Johannesburg	56%
Manila	56%
Bangkok	55%
Ho Chi Minh	53%
Bogota	52%
Casablanca	52%
Kuala Lumpur	52%
Lima	52%
Guadalajara	51%
Panama City	47%
Buenos Aires	45%
Lagos	32%
Nairobi	31%

Q. Do you agree or disagree with the following statements? New or small businesses are not likely to succeed in my city

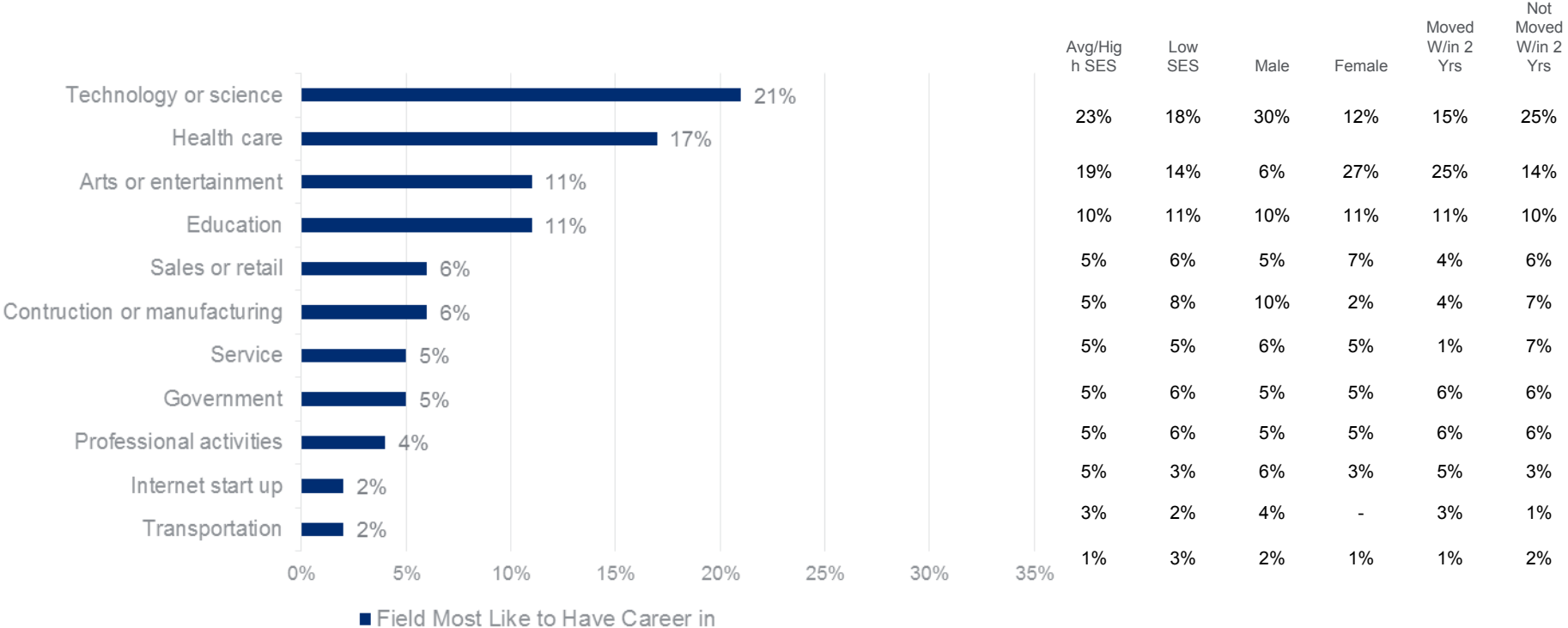
U.S. General Population Data

Current and Preferred Careers (US Gen Pop)



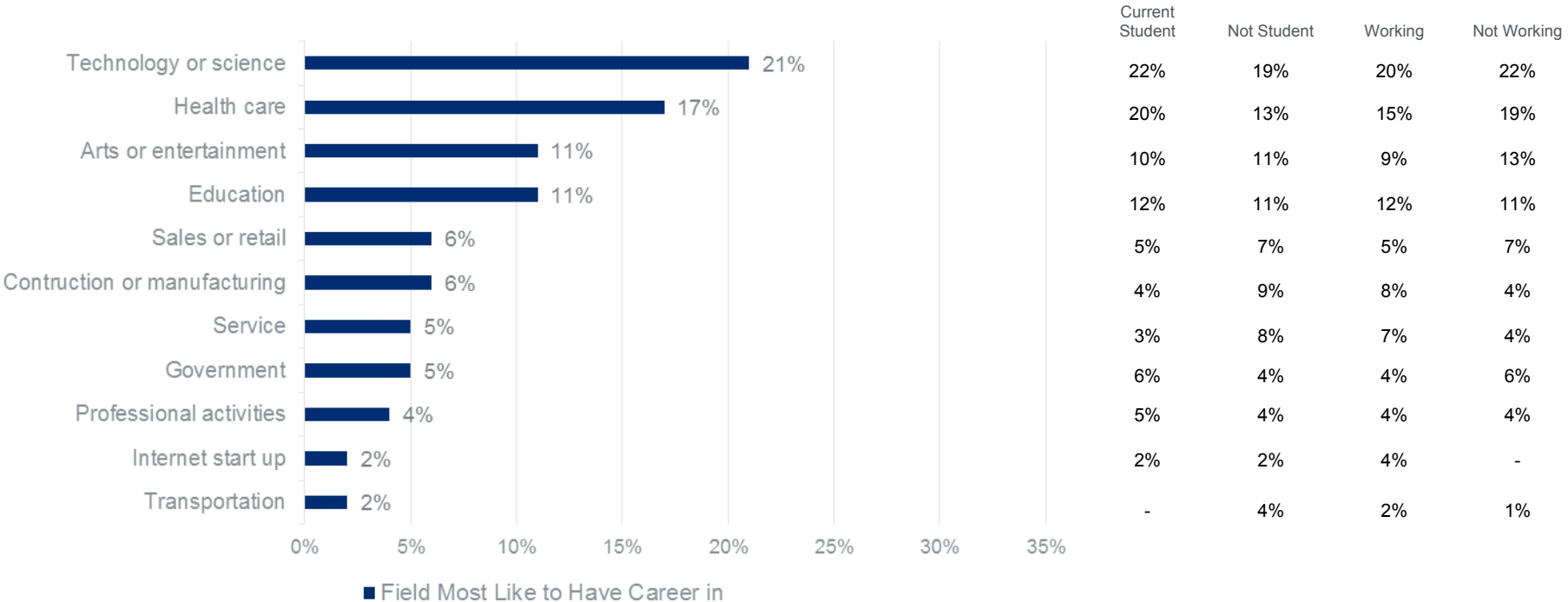
Base: US Gen Pop Currently Employed or Running own Business
 Q. What type of work do you do? If you work for more than one organization, think of your main employer.
 Q. What field would you most like to have a career in?

Preferred Careers – By Subgroups (US Gen Pop)



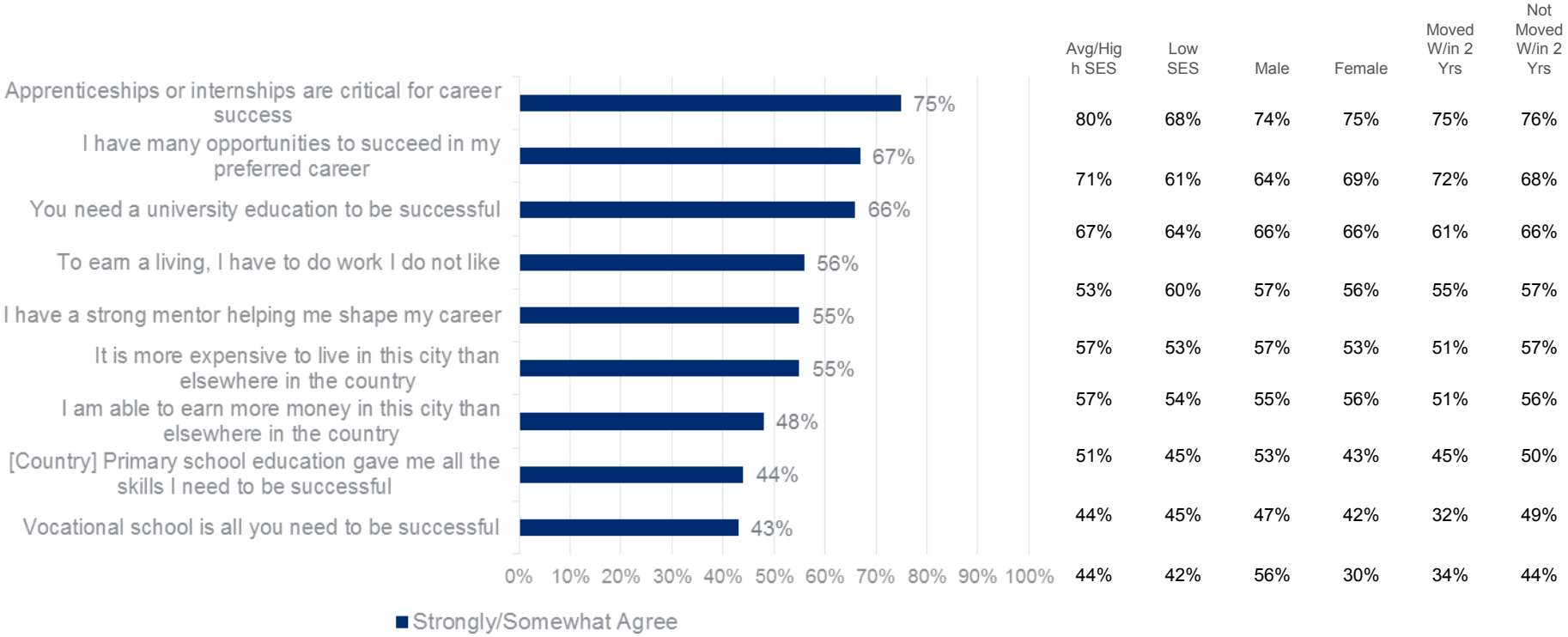
Base: US Gen Pop
 Q. What field would you most like to have a career in?

Preferred Careers – By Subgroups Cont (US Gen Pop)



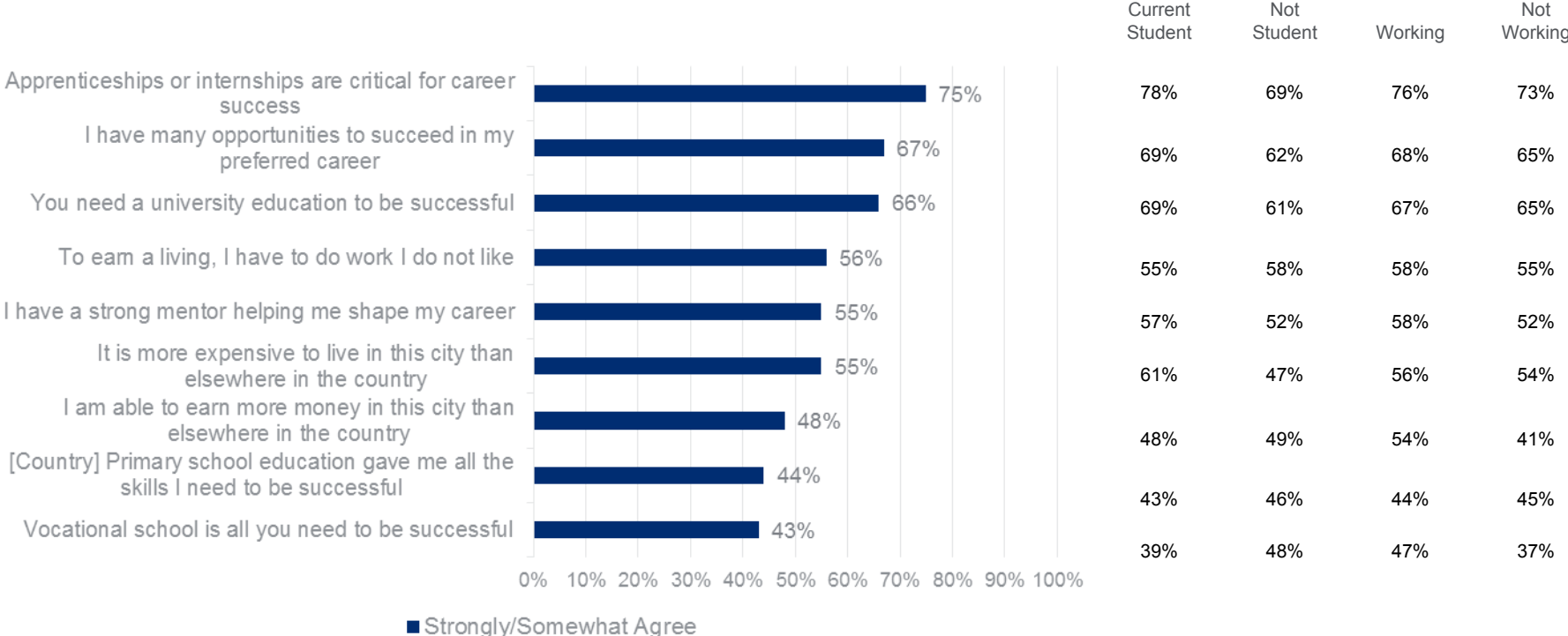
Base: US Gen Pop
 Q. What field would you most like to have a career in?

Experience is Necessary – By Subgroups (US Gen Pop)



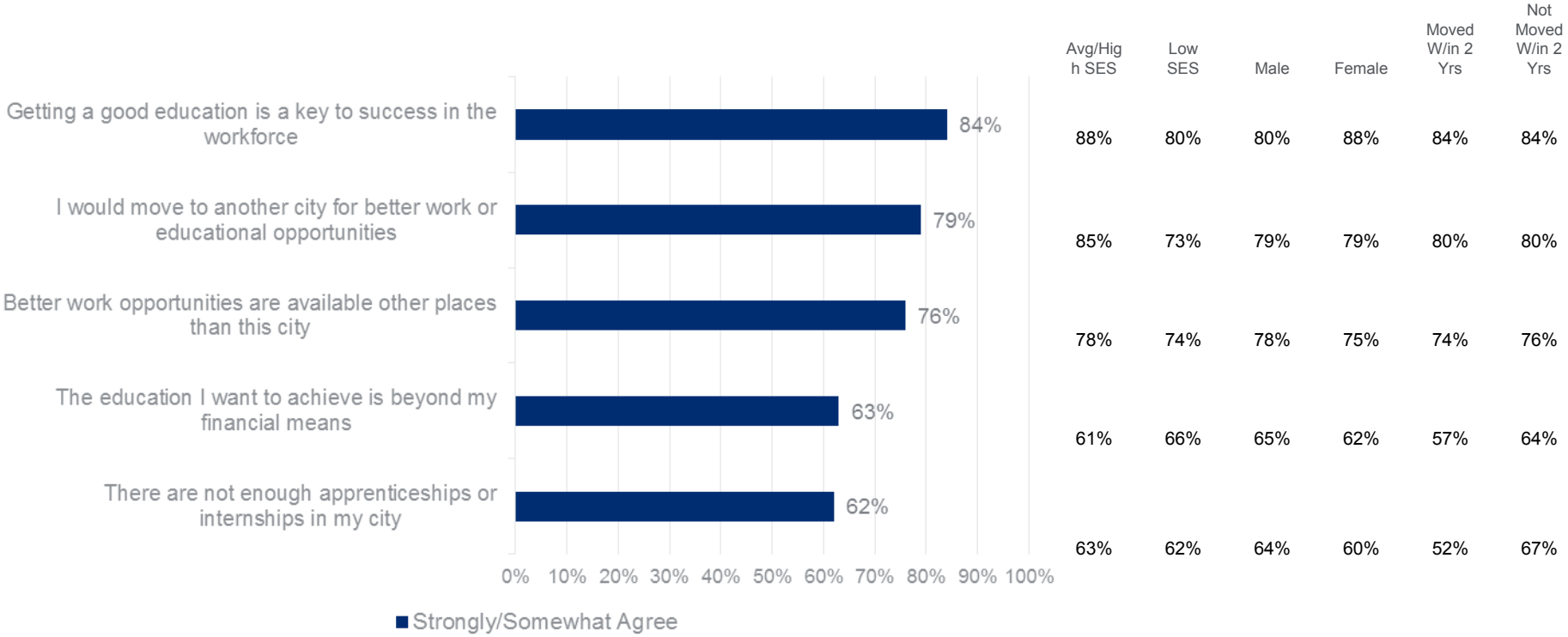
Base: US Gen Pop
 Q. When thinking about the economy in your city, do you agree or disagree with the following statements?

Experience is Necessary – By Subgroups Cont (US Gen Pop)



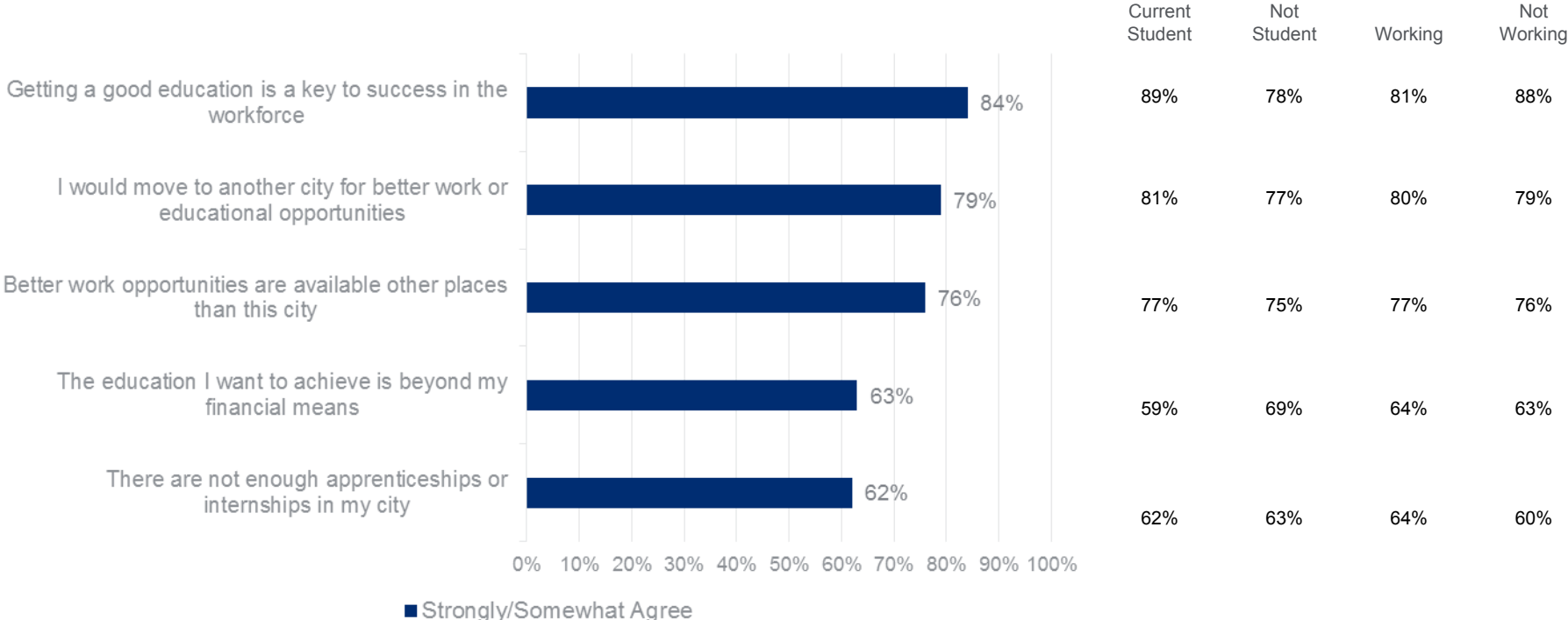
Base: US Gen Pop
 Q. When thinking about the economy in your city, do you agree or disagree with the following statements?

Lack of Internships – By Subgroups (US Gen Pop)



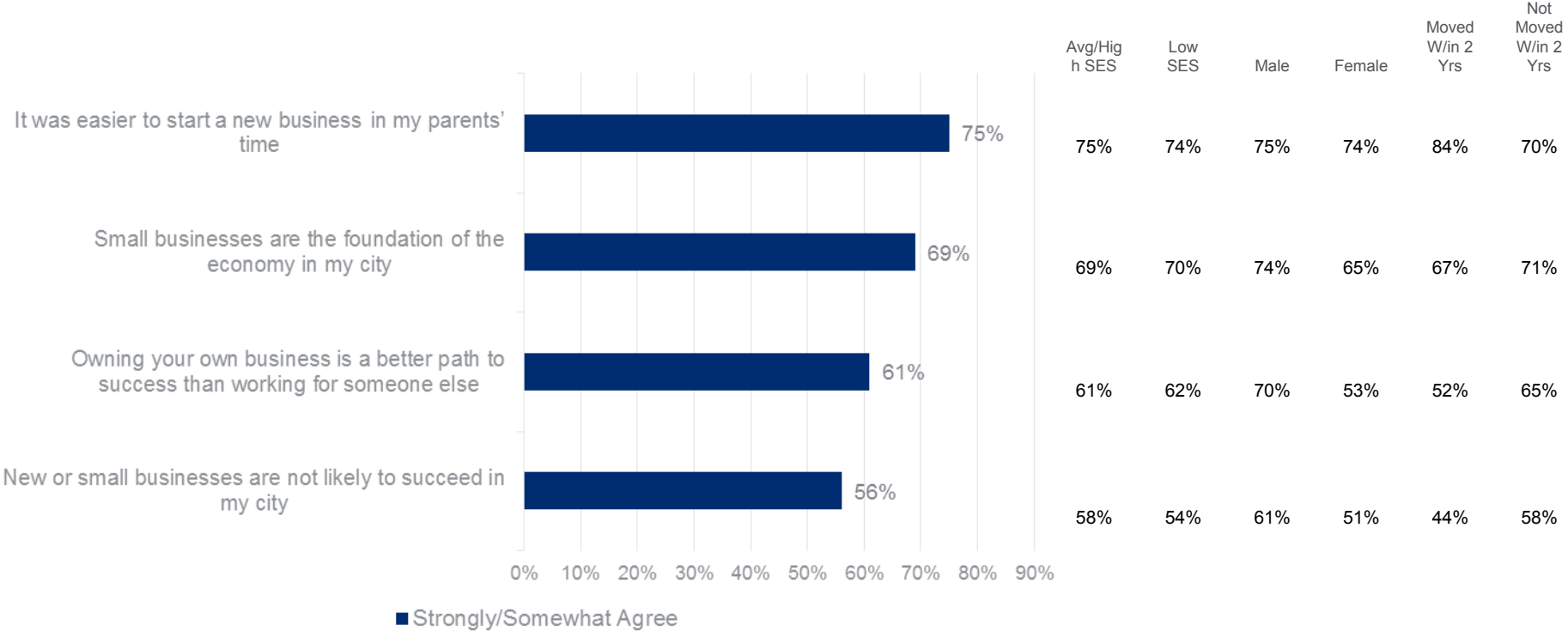
Base: US Gen Pop
 Q . When thinking about your education and work opportunities, do you agree or disagree with the following statements?

Lack of Internships – By Subgroups Cont (US Gen Pop)



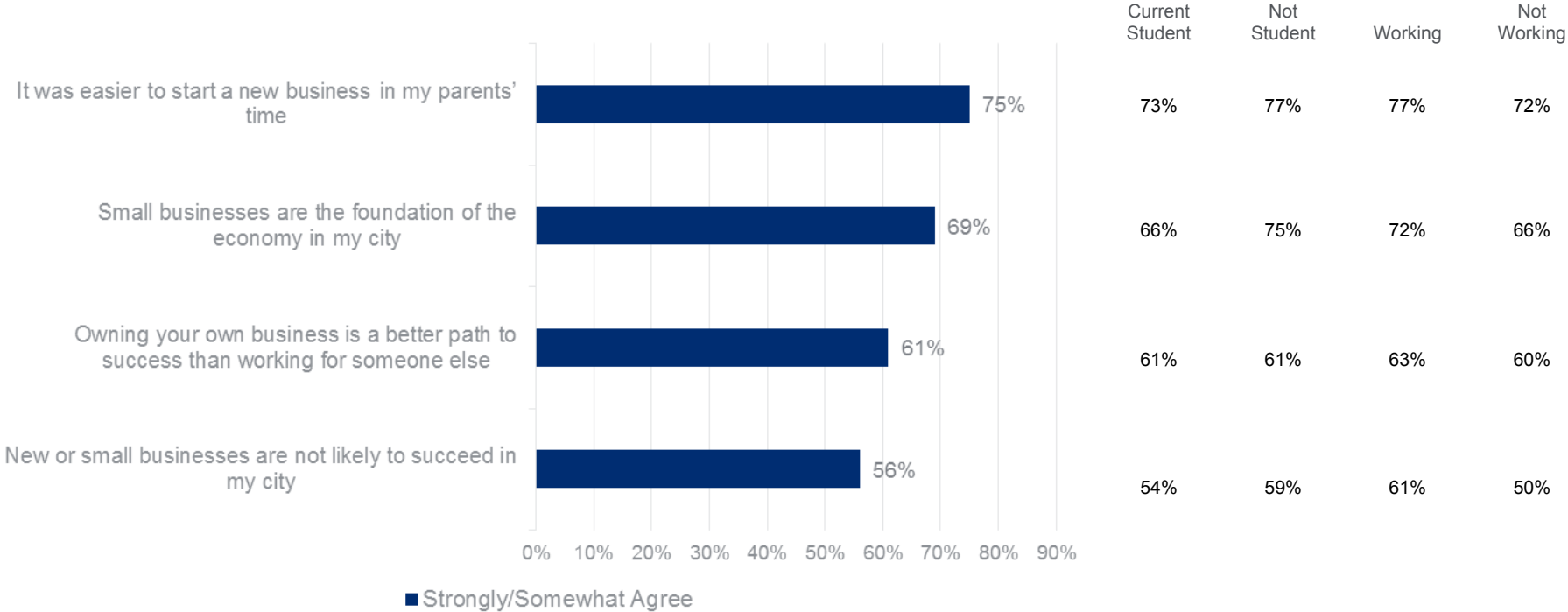
Base: US Gen Pop
 Q . When thinking about your education and work opportunities, do you agree or disagree with the following statements?

Small Business Attitudes – By Subgroups (US Gen Pop)



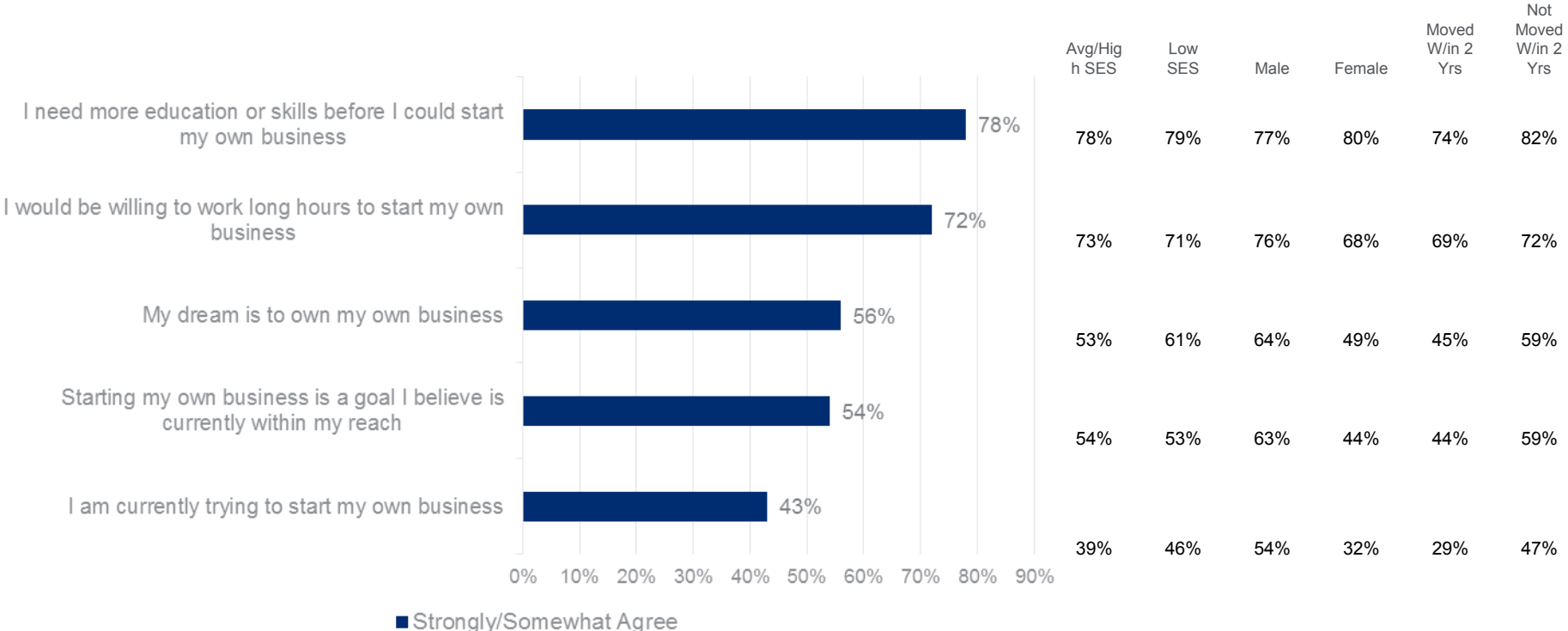
Base: US Gen Pop
 Q. Do you agree or disagree with the following statements?

Small Business Attitudes – By Subgroups Cont (US Gen Pop)



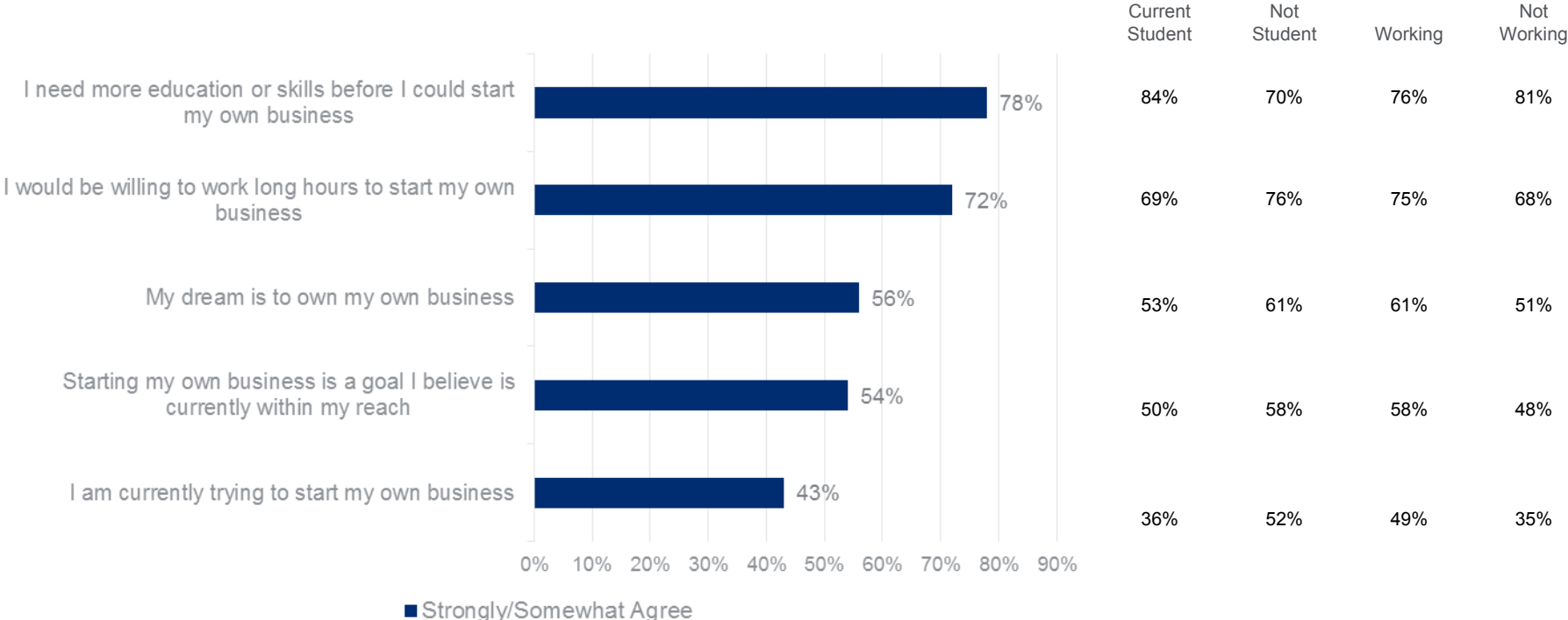
Base: US Gen Pop
 Q. Do you agree or disagree with the following statements?

Entrepreneurial Attitudes – By Subgroups (US Gen Pop)



Base: US Gen Pop
 Q. Do you agree or disagree with the following statements?

Entrepreneurial Attitudes – By Subgroups (US Gen Pop)



Base: US Gen Pop
 Q. Do you agree or disagree with the following statements?