Global Shapers Survey

#shaperssurvey

Annual Survey 2017

With over 50% of the world's population under the age of 30, it is of concern that young people perceive decision-makers as not listening to them before decisions are made.

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Contents

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Foreword

1. Executive Summary
2. About the Report
3. Survey Methodology and Scope
4. Economy and Global Outlook
5. Governance and Civic Engagement
6. Technology and Innovation
7. Values and Society
8. Business and the Workplace
9. Acknowledgements and Gratitude

Appendix 1 – Regional Reports

Appendix 2 – Country Reports

Appendix 3 – Data Sample and Cleaning Strategy

1. Executive Summary

A world of imperfections and possibilities

This Global Shapers Annual Survey 2017 report highlights some of the overall findings in a document that is not intended to be exhaustive and does not include an analysis of a majority of the questions. Rather, it features key messages and insights in a manner that is both informative and encourages users to "listen more deeply" by applying the learnings to their contexts and by exploring the insights further. For a more detailed analysis, readers are encouraged to explore the visualization and analysis tool provided here, which allows the reader to focus on any specialized topic in greater detail.

The Shapers Survey is a combination of: 1) how young people see the world (perception); and 2) what they want to do about it (action). Selected key messages to take away include:

1: Listen to young people; here's how: With over 50% of the world's population under the age of 30, it is of concern that young people perceive decision-makers as not listening to them before decisions are made. By its sheer size, the current youth generation is already influential. And that influence is set to grow as they come to occupy a larger proportion of the workforce and voter base, as they become employers and as their consumer spending grows. Decision-makers who read the Shapers Survey and act on it are already taking a step in the right direction. In addition to indicating that their views are not being considered sufficiently before important decisions are taken, young people also suggest concrete ways to listen to youths, both in society – especially for government – and at work.

2: Take note that the environment is a top concern: Climate change and the environment remain the top global concerns revealed in this survey for the third year in a row. Young people weigh in on whether science has made the case for climate change and indicate their thoughts about the Sustainable Development Goals, also disclosing whether they know what the SDGs are. Young people state whether they are willing to change their lifestyles to protect the environment: to avoid any suspense, the answer is a resounding "yes" and is one of the strongest results in this year's survey. And what's more, this view also affects how young people assess, treat and relate to organizations. For organizations that already publish a report on sustainability, there is some good news in the findings.

3: Fight corruption and build trust: Of the challenges "closer to home", corruption is not only a top national issue on its own, but according to young people it is the top driver of inequality. It is also a priority issue at the workplace, both with colleagues and managers – with young people valuing integrity and honesty above all other characteristics from the leaders in their country, including employers. These results are particularly strong in some regions. Furthermore, young people provide action-oriented solutions for decision-makers to address this issue, including providing specific examples of the kinds of penalties that the public officials who are corrupt deserve. And for those who are curious, the annual trust barometer has some interesting insights, with three types of organizations standing out as "trusted" while, unfortunately, national governments continue to lead the list of the most distrusted organizations. Here again, young people provide recommendations on how to build trust, including online.

Beyond these selected messages, thematic areas allow the reader to uncover other insights related to technology, education, health, refugees, the gender gap, inequality and discrimination, as well as extensive insights for those interested in youth perspectives at the workplace.

The insights in the #ShapersSurvey aim to be informative and actionable. We hope you share them and act on them so the voices of young people everywhere are strengthened.

2. About the Report

2. About the Report

This report is structured around the five key themes explored in the survey: economy and global outlook, governance and civic engagement, technology and innovation, values and society, and business and the workplace. For each thematic chapter, an in-depth analysis of the corresponding core questions is provided, accompanied by summary charts or infographics of the most important results. For the focus of the discussion, not all answer choices are presented in the charts or discussed in the text.

For questions where the responses include a breakdown, values or percentages refer to the actual number of respondents per breakdown category. Information is often reviewed using one of the following classifications: 1) World Bank income levels based on estimates of gross national income (GNI) per capita; 2) the Human Development Index (HDI) composed of life expectancy, education and income per capita indicators and used to rank countries into four tiers of human development, published by the United Nations Development Programme; 3) countries and territories classified by the larger "regions" of the United Nations and smaller "subregions" of the World Economic Forum. Throughout this report, the focus is primarily on explorations based on the World Economic Forum classification.

Breakdowns of the data are often referred to by different variables, such as gender, age or regional category. The charts showing these results are not exhibited. In Appendices 1 and 2, the results per region (World Economic Forum classification of country and territorial economies) and per country are presented for a selection of six core survey questions.

At all times, the reader is invited to consult the Global Shapers survey website where a data visualization tool can produce most of the charts discussed in the report, with all answer choices. It is also possible to download the data set used for the analyses presented. It is available for anybody to use and allows personalized and rich inspection of the data (www.shaperssurvey.org).

"The Global Shapers Community annual survey is a fantastic tool to get a pulse on some of the challenges faced by the youths of today. It helps us activate our thoughts as well as efforts towards addressing them. As a Survey Affiliate, we've attempted to reach out to as many youth groups in Malaysia representing a diversity of interests from gender diversity to climate change. The feedback from the survey has been extremely positive, with many participants saying that the survey design provided freedom for expressing their many different views. We're really excited about the results of the survey and hope that it would inspire more youths to play a part in shaping a better future!"

Renard Siew, Curator of Kuala Lumpur Hub, Global Shaper

3. Survey Methodology and Scope

"The global shapers annual survey is a fantastic platform and opportunity for youths to voice their concerns and action steps to positively shape the world we live in today. They come across many questions that lead them to understand that they, too, have a role to play and can act on today's society. By asserting their thoughts, this also boosts their confidence that their voice does count and reinforces their drive that each of them can make a difference."

Tallulah D'Silva, Global Shaper, Panjim Hub

3. Survey Methodology and Scope

The Global Shapers Annual Survey is designed around two lead questions: **How do young people see the world? What do they want to do about it?**

Each year, the study explores young people's perceptions of key issues and trends in the global landscape. The target population is young people aged 18 to 35. The questions are designed to highlight both local and global perceptions, as well as to provide action-oriented recommendations in five areas:

1. **Economy and global outlook**: Youth perspectives on how major socio-economic trends are reshaping the future of the global economy
2. **Governance and civic engagement**: Governance, attitudes to governance and recommendations for related issues
3. **Technology and innovation**: How technology is transforming and redefining modern life
4. **Values and society**: How modern values are evolving or changing in the era of the Fourth Industrial Revolution
5. **Business and the workplace**: Youth perspectives on the role of business in society and thoughts on jobs, organizations and related issues

In the 2016 edition, over 26,000 young people participated in the survey (see the report here). This year, the **number of respondents reached 31,495**. The survey was open to participants from 31 March to 30 June 2017. It was anonymous and did not track answers by personal identity. Responses were collected in cities and predominantly online by Survey Affiliates, although they were also collected offline in some cities. Workshops were often set up to reach young people who lacked easy access, providing devices that respondents could use to complete the survey. Interviews were discouraged to avoid any interpretation bias or unintended influence. No respondent was paid to participate in the survey. The survey was available in 14 languages, including all official languages of the United Nations. After completing the first part of the survey, the respondent could follow five optional pathways to provide additional insights. The pathways were an opportunity to go deeper into the main areas.

The survey was designed by a core team at Shapers headquarters, working with a team of almost 100 Global Shapers from different countries and regions. In addition, various experts and stakeholders were consulted both within and outside World Economic Forum communities. The gathering of responses was completed in close collaboration with members of the Global Shapers Community as well as with the official Survey Affiliates.

For the final analyses presented in this report, a total of 24,766 surveys were selected (see Appendix 3 for details on the selection). Of this final sample, 2,092 surveys come from the Global Shapers Community itself. The next three slides present summary statistics regarding the final population sample on which the analyses are based.

Demographics

Over 31,000 individuals responded from 186 countries and territories around the world.[1] The final analyses presented in this report are based on the answers to 24,766 surveys.[2]

Number of respondents per country with the highest participation:

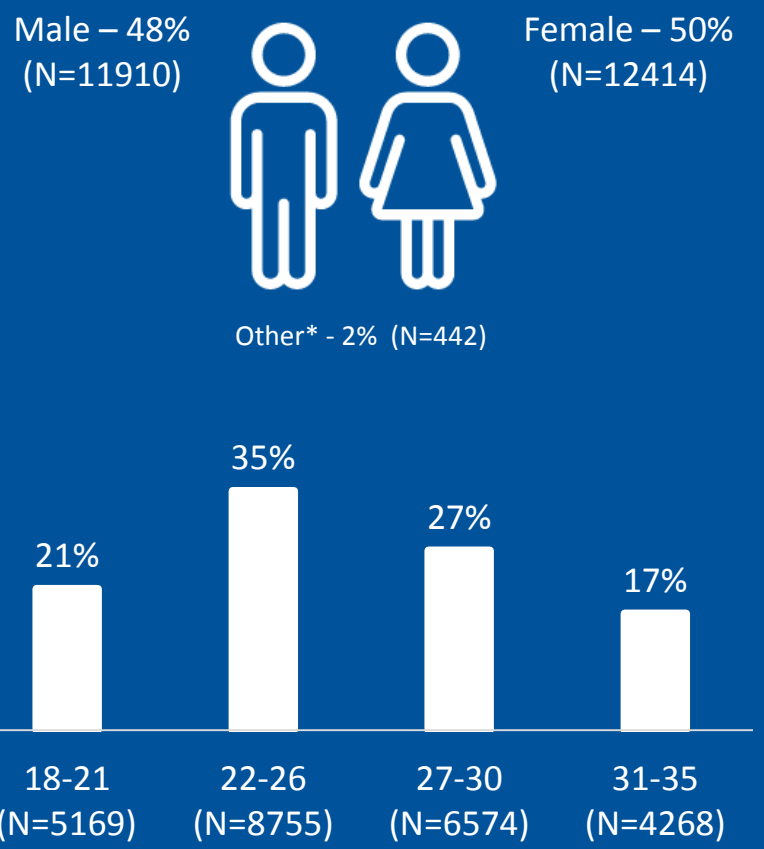
1. Germany: 3,641
2. Mexico: 1,661
3. USA: 1,651
4. El Salvador: 1,425
5. India: 912
6. Benin: 866
7. Palestinian Territories: 796
8. China: 739
9. Canada: 721
10. Malaysia: 627
11. Ukraine: 469
12. Spain: 464
13. Brazil: 448
14. Switzerland: 447
15. Chile: 420
16. Philippines: 393
17. Costa Rica: 374
18. Jordan: 357
19. Guatemala: 346
20. Panama: 335
21. Nicaragua: 309

and many others...

[1] Of these countries and territories, four had more than 1,000 survey respondents, 42 had more than 100, and 58 had more than 50.
[2] The selection criteria applied to define the final sample are described in Appendix 3.

Sample Composition

From a total sample of 24,766 participants

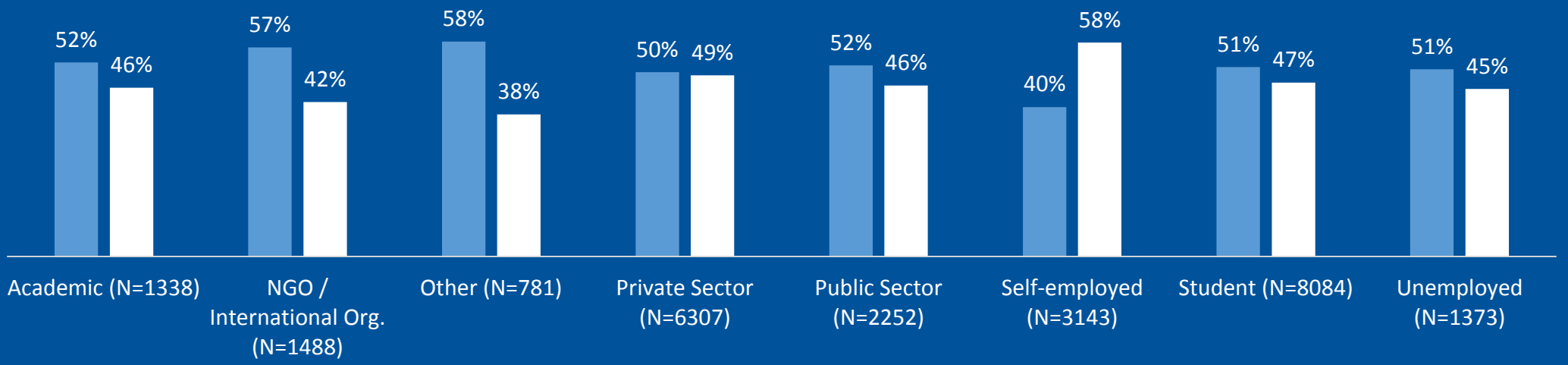


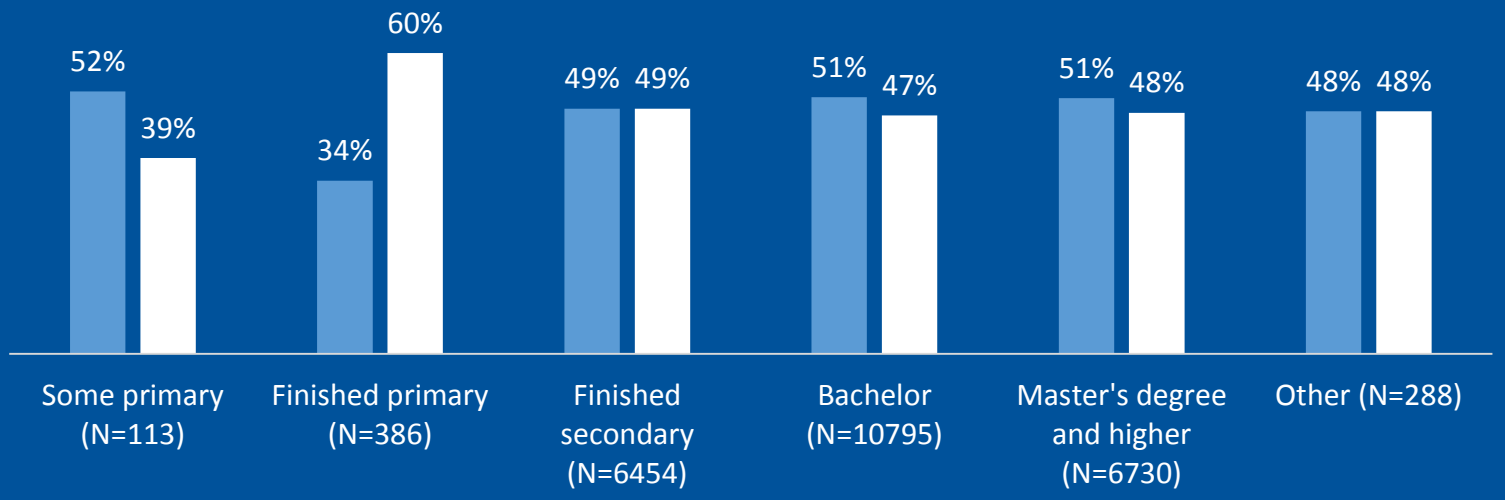
Gender distribution per region
(World Economic Forum classification)

	Female	Male	Other*	Total
East Asia & Pacific	56%	43%	1%	**2,433**
Eurasia	62%	36%	1%	**637**
Europe	47%	51%	2%	**6,516**
Latin America & Caribbean	55%	43%	2%	**6,699**
Middle East & North Africa	53%	46%	1%	**2,085**
North America	52%	45%	3%	**2,372**
South Asia	36%	62%	2%	**1,291**
Sub-Saharan Africa	39%	59%	2%	**2,732**

** The "other" category classifies participants who chose the "other" or the "prefer not to answer" choices.*

Employment and education-level categories by gender*





Female

Male

- "Other" answer choice not displayed and corresponds to the share of respondents missing in each group to reach 100%.

4. Economy Global Outlook

How major socio-economic trends are reshaping the future of the global economy

"Whenever I meet young people around the world, I'm always struck by their optimism, empathy and desire to make a real impact. The Global Shapers Community perfectly embodies this positive energy, providing a platform for our future leaders to speak out, connect and scale solutions for a more sustainable future. Young people are at the heart of the Sustainable Development Goals and in many ways are already leading the way. By giving them a louder voice and a helping hand, we can build the more sustainable, inclusive world we all want to see."

Paul Polman, Chief Executive Officer, Unilever

Economy and Global Outlook

Climate change and large-scale conflicts are real global concerns

For the third year in a row, “climate change/destruction of nature” is ranked as the most serious global issue with 48.8% of votes. “Large-scale conflict/wars” and “inequality (income, discrimination)” are ranked 2nd and 3rd with 38.9% and 30.8% of votes, respectively. This ranking holds regardless of gender or age differences. When looking at the data by region (based on the World Economic Forum classification), the Middle East and North Africa is the only region that ranks “large-scale conflict/wars” as the top issue (53.6% of votes), followed by “religious conflicts” (38.8%) and “poverty” (29.9%). Given the complicated situation in the Middle East and North Africa, this comes as no surprise. Another insight was revealed by looking at the same question by Human Development Index (HDI) grouping. Economies exhibiting “low human development” values ranked “poverty” much more closely to “climate change” than those in any other HDI group.

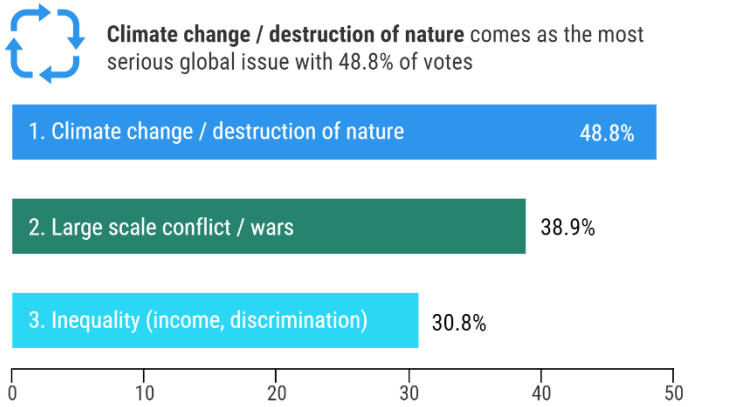
Issues that affect the world, and that worry global leaders, also affect young people. It will become evident throughout this report just how aware young people are of current affairs, which they translate into proposals for credible remedies; their legitimate concerns are worth taking into account as the future is theirs.

Climate change being the most serious global issue, over 91% of young people “agree” and “strongly agree” with the statement “science has proven that humans are responsible for climate change”. The lowest agreement level is from the Sub-Saharan African region, with only 50% of respondents who “strongly agree”. The difference is also striking between different income-level economies. In the low-income category, only 38% “strongly agree”, while across other income-level groups this number is not less than 71%.

Corruption remains a major local issue in 2017

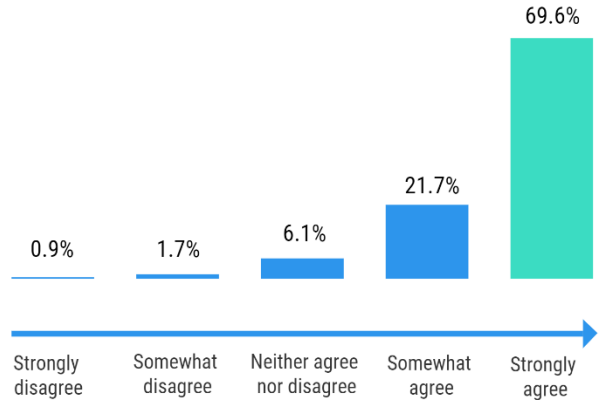
In the spirit of this first flagship question about global issues, young people were asked what they see as the three most pressing issues of concern in their **own country**. This year again, “government accountability and transparency/corruption” ranked 1st with 46.9% of votes globally. It is followed by “inequality” (38.1%) and “lack of economic opportunity/employment” (30.5%). Several interesting trends can be observed. The Oceania region is the only region where “climate change/destruction of nature” continues to be the top choice (63.3%) both globally and at the country level. For Australia and New Zealand (238 respondents), climate change is more than a global issue; it is something that affects young people in their everyday life and that is already affecting their future and immediate environment.

In your opinion, what are the most serious issues affecting the world today? (N=24270)



Percentage of unique votes. Respondents were allowed to select up to 3 answer choices. Next leading choices are "Poverty" (29.2%), "Religious conflicts" (23.9%) and "Government accountability and transparency / corruption" (22.7%).

Science has proven that humans are responsible for climate change. (N=23737)



Economy and Global Outlook

A surprising result is the answer from the Eurasia region (largely dominated by Ukraine with 469 responses out of 637 total respondents) where "large-scale conflict/wars" is ranked 2nd (47.1% of votes) after "government accountability and transparency/corruption" (71.5%) as a country issue. This points to how the impact of the Russo-Ukrainian conflict in the past years has weighed on the minds of young people. As a global issue, answer choice "government accountability and transparency/corruption" is also ranked 2nd with 51.6% of votes from youths in the Eurasia region.

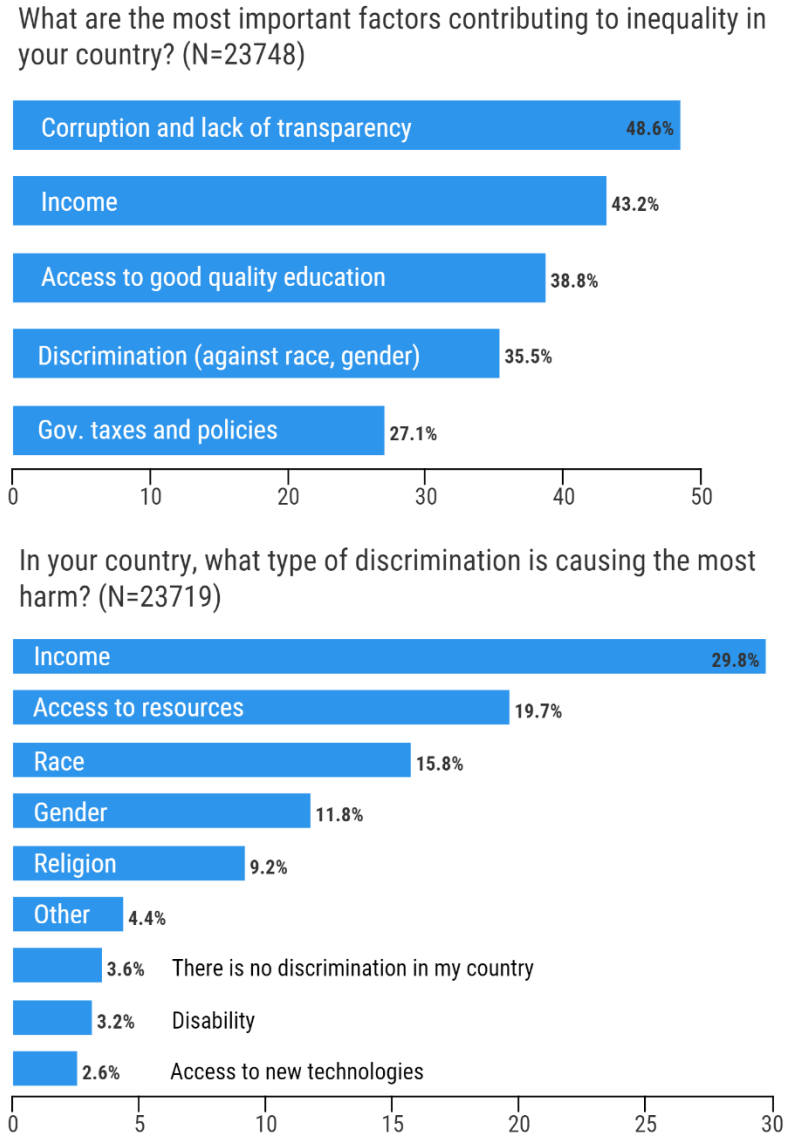
Such insights into anxiety-causing issues reveal the entrenched concern young people have over the environment, sustainable development and the well-being of others – a trend that emerges throughout the entire survey process – indicating a highly conscious youth population that is far from the selfish, short-term driven and lazy generation that is often represented in the media and other youth-oriented surveys.

Several sources of inequality (still) exist

Corruption is not only a serious issue affecting countries, it is also identified as the overall major source of inequality, according to the answer to the question: "What are the most important factors contributing to inequality in your country?" It is ranked 1st with 48.6% of votes. "Income" is ranked 2nd (43.2%), followed by "access to good quality education" (38.8%) and "discrimination (against race, religion, gender, etc.)" (35.5%). The "flow of migrants" appears in 10th place with 9.5% of votes. These concerns reveal a desire for stability and security as well as a more equal society.

However, determinants of inequality by region varied greatly; "corruption" has the lowest scores in both Europe and North America. In fact, for Europe, "income" inequality ranks highest (55%), followed by "discrimination" (36.3%) and "government taxes and policies" (31.1%). For North America, "discrimination" is the number one source of inequality (64%), followed by "income" (46%) and "access to good quality education" (38.1%). These observations correlate well with the results by income level. That is, in all income-level categories except for high income, "corruption" is selected as the main source of inequality, followed by either "income" or "access to good quality education". In the high-income category, "income" is rated highest, followed by "discrimination" and "access to good quality education". "Corruption" only comes in 4th place.

With these differences in mind, the question as to what type of discrimination causes the most harm is interesting. Overall, "income" ranks 1st with 29.8% of answer choices, a rather small number indicating an important diversity of responses. "Access to resources" comes 2nd with 19.7% of votes followed by "race" (15.8% of votes). The structure of this troika is best explained in terms of regional differences. "Income" is in the top three answer choices in all regions (from 17.5% in North America to 43.8% in Eurasia).



Economy and Global Outlook

In North America, the leading choice is “race” with 43.6% of votes. “Race” also scores strongly in Europe (18%) and in East Asia and Pacific (21%) where it ranks 2nd. This is an important manifestation of a key feeling among North American and European youths – perhaps pointing to the effects of the rise of recent populist and extremist movements in those regions. The vote “access to resources” as the 3rd most harmful kind of discrimination at the global aggregation level is rather well distributed across all regions, with Latin America and Sub-Saharan Africa providing the highest number of votes (28.3% and 27.3%, respectively) but with values still high in Eurasia and South Asia (22% and 21%, respectively). Latin America and South Asia feel the strongest about “gender” inequality. Finally, South Asia ranks “religion” as the first choice with 26.7% of votes. “Religion” comes in 2nd in the Middle East and North Africa region (14.9%).

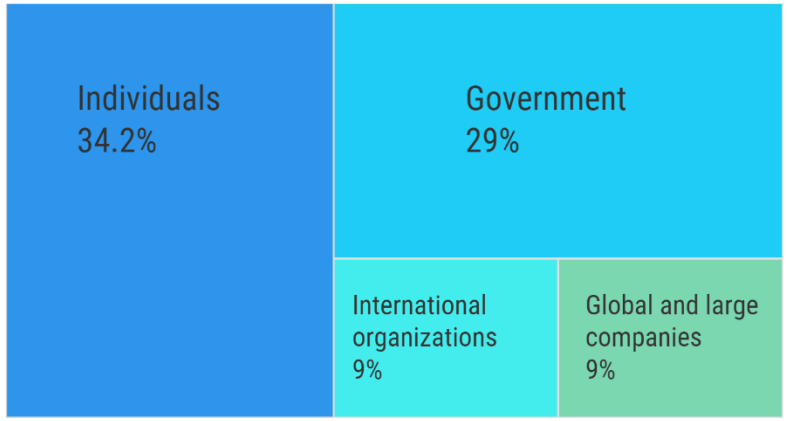
Inequality is based in economic inequality but also has social sources, highlighting the unequal distribution of rights, privileges and access to public goods, such as education and healthcare, and in terms of freedom of expression, including religious freedom. The findings reveal what sources of inequality matter most to young people, the ones they perceive as most damaging to their society and they consider urgent to address.

A sense of responsibility and responsiveness

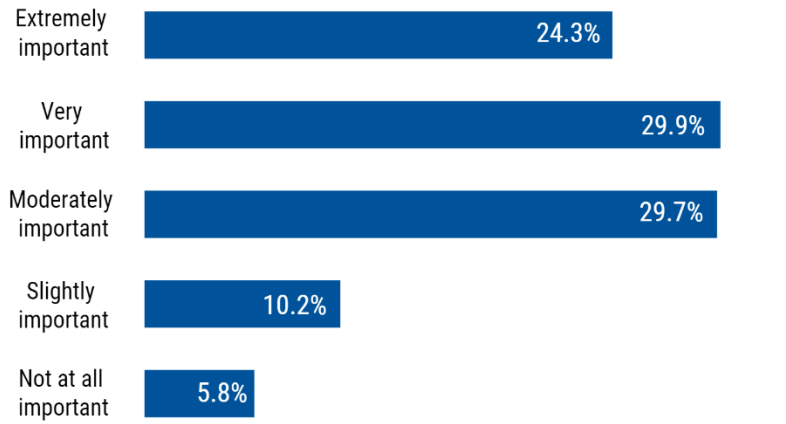
When asked who has the greatest responsibility in making the world a better place and thereby the power to address the most important global and local issues, the first choice is “individuals” (34.2%), followed closely by “government” (29%). The next leading choice, “international organizations” gathers only 9% of votes (tied with “global and large national companies”). The top two choices remain constant regardless of gender, age, regions, HDI, Corruption Perceptions Index or income level.

Regarding the government’s role, respondents were asked how important it is for them that their government takes part in addressing other countries’ issues. Only 5.8% find it “not important at all”, 10.2% find it “slightly important”, 29.7% “moderately important”, 29.9% “very important” and 24.3% “extremely important”. Although all respondents agree it is important to some extent, the “extremely important” choice ranks only 3rd: a country’s first responsibility is perhaps not to focus on solving other countries’ issues before its own. Interestingly, North America (dominated by US answers) is the only region that placed “extremely important” as the 1st choice (38.9%). Eurasia is the region that rates the importance lowest with 43.2% of votes going to the “moderately important”, only 13% to the “extremely important” and 25% to “very important”.

Who has the greatest role to play in making the world a better place? (N=24272)



How important is it for you taht your country's government takes part in addressing other countries issues? (N=24274)



Economy and Global Outlook

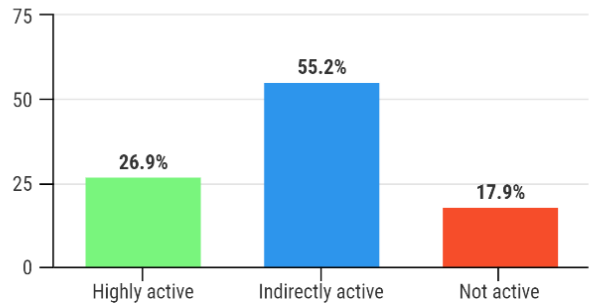
Does the feeling of responsibility translate into any concrete actions? Young people were asked whether they would be willing to change their lifestyle to protect nature and the environment, to which 78.1% responded “yes”, 20.1% “maybe” and only 2% “no”. Curiously, the youngest cohort, those aged 18-21, had slightly fewer “yes” votes with 72%, compared to at least 79% in the other age groups. Latin America and South Asia comprised the key “yes” voters, with 82.5% and 86.7% of votes, respectively.

In this context, examining the differences between the votes of young people from the Global Shapers Community and the others is interesting. The “yes” votes rise to 88% for the Global Shapers, against 77% for young people outside the Community. This is consistent with the profile of the Global Shapers and reinforces their mission of a Community of young people committed to improving the state of the world.

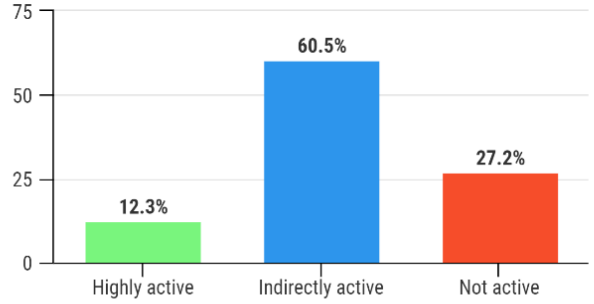
Whether directly or indirectly, in relation to the Sustainable Development Goals (SDGs), 82% of the young people surveyed claim to take a highly active (27%) or indirectly active (55%) role to achieve the SDGs. But not all respondents know what the SDGs are (45% say they are not sure or do not know about the SDGs). For them, the question was framed differently by asking whether they are taking an active role in improving the sustainability and state of the world. In all, 72.8% indicate they take a highly active or indirectly active role.

These findings support the view that young people are socially conscious and are not only concerned about the distribution of wealth and political tension but also about the future of the world at large. The sentiment of unity and shared destiny uncovered in the 2016 edition of the survey runs largely throughout the 2017 findings as well.

Are you currently taking an active role to achieve the sustainable development goals? (N=12920)



Are you currently taking an active role to improve the sustainability and state of the world? (N=10457)



5. Governance and Civic Engagement

How governance should be redefined as new international and internal issues surface

In this report, young people articulate a clear vision of the world they want to live in: a world where values of fairness, equality, integrity and accountability are at the basis of a universal social contract of inclusive development.
Cobus de Swardt. Managing Director, Transparency International.

Governance and Civic Engagement

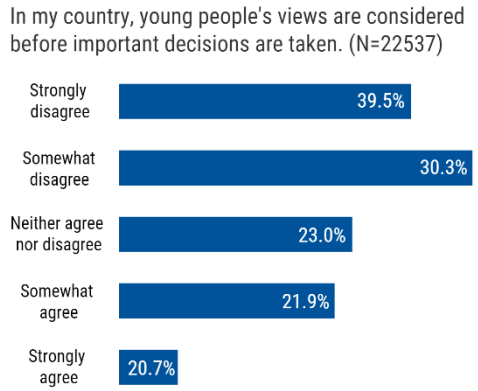
Young people feel their voice matters but not enough

Over half of the young people surveyed feel their views are not heard: 55.9% “somewhat disagree” or “strongly disagree” with the statement: “In my country, young people's views are considered before important decisions are taken”. The trend persists across all gender and age groups and remains strong across regions. Youths from Latin America and the Caribbean expressed the highest levels of disagreement, with 65.9% of young people who “strongly disagree” or “somewhat disagree”. Europe follows with 61.9%. At the opposite end, the Middle East and North Africa region expressed the highest agreement levels, with 41.5% who either “somewhat agree” or “strongly agree” (19.2% “strongly agree”). It is worth noting that despite the overall trend, a substantial number of young people “somewhat agree” that their views are taken into account (24.7% in East Asia and Pacific, 32.6% in Eurasia, 22.3% in the Middle East and North Africa, 29% in North America and 22.2% in South Asia). The exceptions remain in Europe, Latin America and Sub-Saharan Africa, where disagreement levels are overall higher.

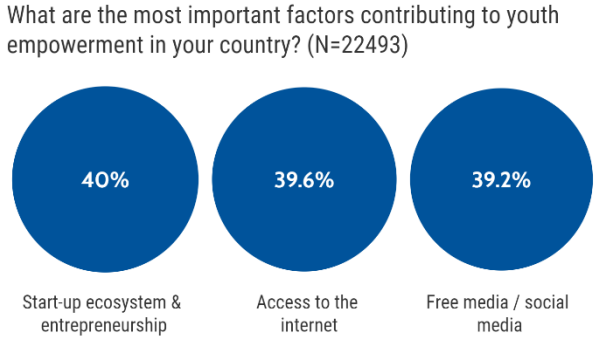
How to empower young people

What are the most important factors contributing to youth empowerment in a country? The top three leading answer choices from respondents are “start-up ecosystem and entrepreneurship” (40%), “access to the internet” (39.6%) and “free media/social media” (39.2%). The main regional deviation from these top three is from Europe where “fair and just system” is ranked 1st (28.2%).

In essence, young people are driven by social needs – the need to create impact and exercise their autonomy while staying connected to the world within the realm of both real or virtual communities. However, as previously mentioned, youths also seek a just and equal world – a recurring theme in this report. They seem to recognize that they cannot meet their potential without there being a fairer, more inclusive society, as further discussed in the Values and Society and Business and the Workplace chapters. In fact, meeting such needs is imperative for their overall satisfaction and the health of society at large.



When asked what characteristics they value most in their leaders, 47.1% of young people indicated “to demonstrate integrity, honesty and humility”. This is not surprising considering that corruption is a widespread concern. This is followed by “to be action-oriented and deliver results” (33.8%) and “to protect the future of my country and the world” (30.1%). “To be action-oriented” is ranked 1st in Eurasia, Europe and South Asia. Compared to all other subregions, the clear choice in North America is “to protect all citizens, especially minorities”. Considering that North America ranks “discrimination” as the main source of inequality (see the Economy and Global Outlook section), it is pertinent that the protection of citizens, particularly the most vulnerable, is strongly valued. Interestingly, the same answer choice ranks 1st (39.7% votes) for the gender group who selected “other” as a gender. Although this is a small group of people (361 respondents), it emphasizes the potential discrimination suffered by this group.



Percentage of unique votes. Respondents were allowed to select up to 3 answer choices. Next leading choices are "Fair and just system" (28.2%), "Transparency in governance" (21.8%) and "Opportunities in politics" (20.6%).

Governance and Civic Engagement

Trust levels in most institutions are worrying

Respondents were asked about their level of trust in a number of different organization types. "Academic institutions/schools", "your employer" and "international organizations" enjoy the most appreciation out of all other institutions, with 63.8%, 54.1% and 52.2% of participants, respectively, who selected "somewhat agree" or "strongly agree". Interestingly, "judiciary/courts" score decent levels of trust with 47.3%. All other institutions suffer larger levels of distrust. "National governments" for example, received 51.8% of votes for "somewhat disagree" and "strongly disagree". This appears to be pertinent, considering the recurring trend, both in 2016 and in this edition of the survey, to perceive corruption as a major issue in local governments. However, when looking at regional results, it is important to note that the bulk of distrust comes from the Latin America and Caribbean region (Eurasia also scores very high in distrust levels but weighs less in the global result). In fact, North America ranked "somewhat agree" as the first answer choice (35.1%) although, on average, overall distrust levels remain higher. In other regions, the sentiment appears more neutral.

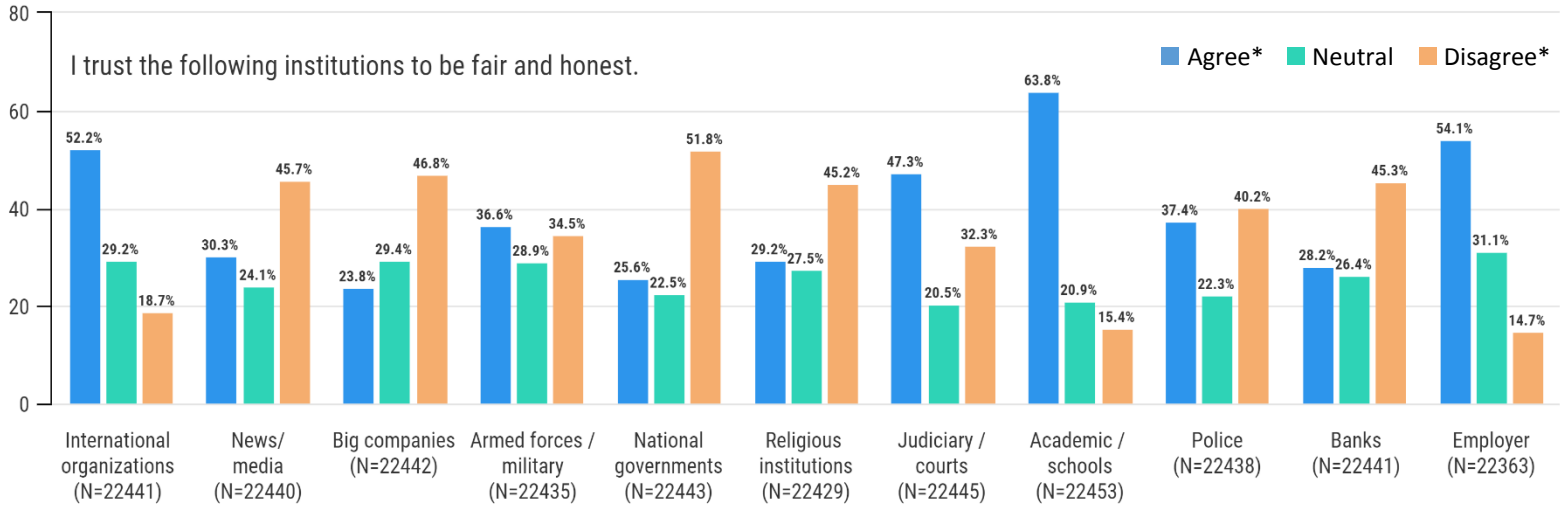
Other significant deviations from the global results are worth noting when looking at regional breakdowns. While the trust level for "judiciary/courts" is rather positive in all regions, in Eurasia, it receives some of the greatest distrust levels with 72.8% of respondents selecting "somewhat disagree" or "strongly disagree".

It serves to remember, however, that the results in that region are strongly dominated by Ukraine. Regarding trust towards "news/media", Europe and North America show the highest trust, albeit with some reservations, as the "strongly agree" answer scored very low (the "somewhat agree" answer choice builds all of the trust index).

National governments and corruption is a persistent theme

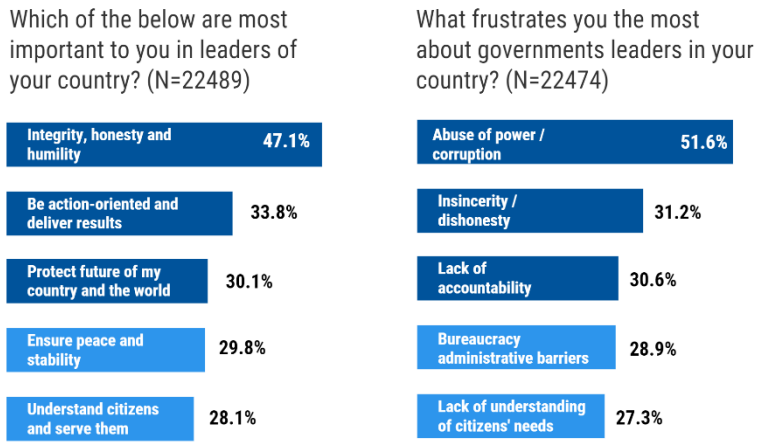
As expected, when asked "What frustrates you the most about government leaders in your country?", young people deem "abuse of power/corruption" as the most vexing, with this answer receiving 51.6% of votes globally. It holds even across regions (although with some differences in ranking). In Europe, for example, "abuse of power/corruption" ranks 6th while "lack of action" ranks 1st with 33.1% votes. Eurasia and Latin America and the Caribbean voted corruption as the most frustrating feature of government leaders with 78% and 74.8% of votes, respectively.

The subsequent most frustrating characteristics are "insincerity/dishonesty" (31.2%), "lack of accountability" (30.6%) and "bureaucracy/administrative barriers" (28.9%). Such choices are consistent with the value young people place on an individual's role, integrity, sense of responsibility and accountability for an individual's own actions.



*The "agree" result is constructed combining the number of votes for the "somewhat agree" and "strongly agree" answer choices while the "disagree" results is the combination of the "somewhat disagree" and "strongly disagree" answer choices.

Governance and Civic Engagement



Young people make recommendations

When public officials display corrupt behaviour, young people choose two leading penalties that should be applied: “imprisonment” (31.4%) and “ban from public office forever” (30.9%). The third choice is “removal from office”. Female and male respondents answered significantly differently for the choice of first penalty. The former chose banning (34.4%) while the latter chose imprisonment (35.8%). The same type of variation is observed across regions, with the exception of North America, where “removal from office” is ranked 2nd.

Regarding the most important ways that governments can demonstrate transparency and accountability, “fight corruption (dismiss officials guilty of abuse/corruption)” is by far the top choice (51.8%).

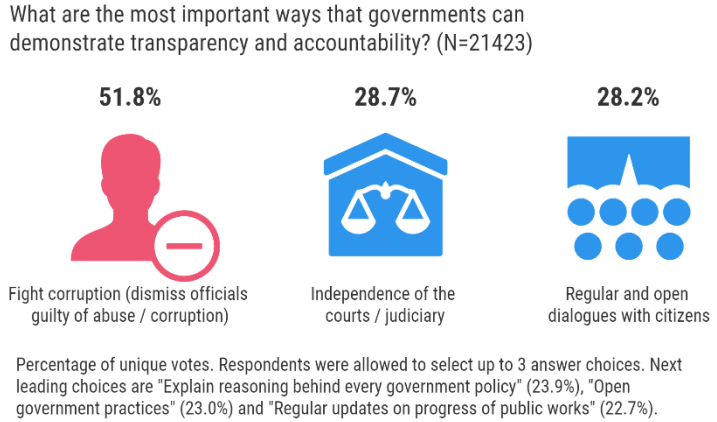
Comparatively, protecting the “independence of the courts/judiciary” (28.7%) and “regular and open dialogues with citizens” (28.2%) followed far behind. Yet these insights shed just the right amount of light on the key priorities local governments must address to improve the state of their society and gain the trust of their young citizens. Respondents from countries classified as “mostly corrupt” according to the Corruption Perceptions Index voted the corruption battle much more strongly (60.3%) than countries classified as less corrupt (36.5%).

These findings serve as a reminder that young people are not only acutely aware of current affairs but are also feeling aggrieved, seeing simple measures as effective solutions. What is most important is transparency, fairness and appropriate action to address social, economic and political issues.

Public provision of social services is preferred – but not in all regions

According to young people, the public sector should take a lead on running social services, including healthcare, education and social security, rather than having them provided by the private sector. This is a rather strong sentiment, with 60.1% of respondents choosing “somewhat disagree” or “strongly disagree” that it should be otherwise. The strongest opposition comes from respondents in Europe and North America.

In Eurasia, by contrast, young people predominantly agree that the private sector should provide these services (46.5% agreement versus 30.6% disagreement). The Sub-Saharan African region is rather neutral on the question. Also, examining the responses based on income-level classification reveals that high-income countries tend to strongly disagree with having the private sector provide such services (49.5% disagree), whereas low-income countries have a large number of respondents who “neither agree nor disagree” (43%). Perhaps this reveals that where weaker public services and systems exist, young people are less concerned with who provides them than with their efficiency and quality.



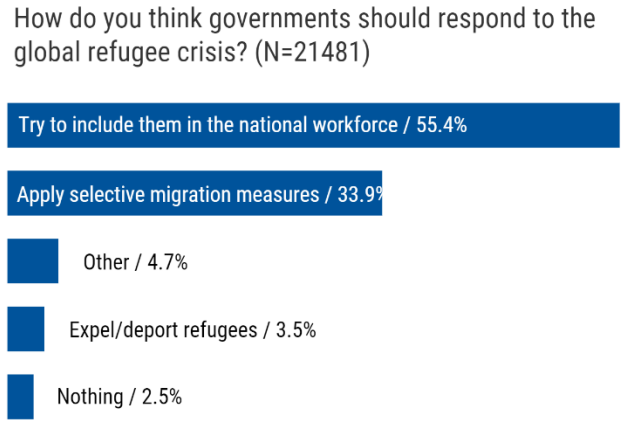
Governance and Civic Engagement

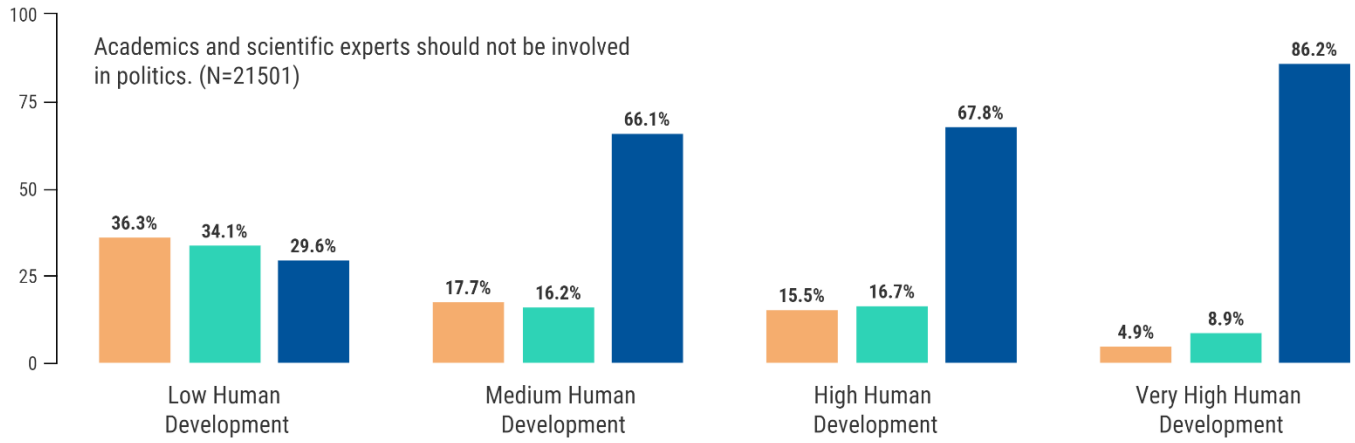
Refugees are well received, as are academics and scientists in politics

When asked how governments should respond to the global refugee crisis, more than half of the young people surveyed indicated governments should "try to include [refugees] in the national workforce" (55.4%), a reminder to leaders that refugees can be a gift to a nation. The sentiment was strong across all subregions. In Europe, North America, Latin America and the Middle East and North Africa, this is the leading choice with, in average, 61% of votes. While in East Asia and Pacific, "apply selective migration measures" to refugees ranked 1st (47%), this answer choice comes in a strong 2nd in Eurasia, South Asia and Sub-Saharan Africa. The very positive acceptance of refugees expressed by respondents in most regions is consistent with the results to the question regarding welcoming refugees to one's country discussed in the Values and Society chapter of this report. It also highlights the respondents' empathetic attitude towards others.

Presented with the statement "Academics and scientific experts should not be involved in politics", a large majority of young people "strongly disagree" (50.7%) or "somewhat disagree" (21.6%) with it. Young people across all subregions followed this pattern, except in Sub-Saharan Africa where the most popular answer is "neither agree nor disagree" selected by 29% of respondents, followed by "strongly disagree" selected by 24.4%. Young people from low HDI-ranked countries display little confidence in academics' involvement in politics, with 34.1% indicating they "neither agree nor disagree". Many young people want social and political progress, and it appears that a majority believe academia and science could have a powerful role to play in such a change for the better.

When examining these results per HDI classification, the pattern is striking. The levels of disagreement with the statement are very strong for the group of countries and territories classified as having "very high human development" (86.2%). However, the sentiment weakens for the "high human development" and "medium human development" groups (67.8% and 66.1%, respectively) and becomes an even less likely choice for the "low human development" group, with a low percentage of respondents who tend to disagree (29.6%) or are neutral (34.1%) regarding that statement.





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6. Technology and Innovation

How technology is transforming and redefining modern life

Technology and Innovation

Tech trends and their effects

An overwhelming number of young people think technology is "creating jobs" (78.6%) as opposed to "destroying jobs" (21.4%). This is consistent with the results of the 2016 survey for the same question. When analysing the results by group, "low-income countries and territories" give the least votes to "creating jobs", with only 61.7% of votes versus proportions closer to 80% in other groups. The observation is the same when breaking down the results by Human Development Index groupings, with the responses from the "low human development" group showing "creating jobs" as the leading choice but with the least percentage of votes (66.7%) compared to the other HDI categories. Regionally, Sub-Saharan Africa and Europe have the lowest share of votes for "creating jobs" (70% and 71.6%, respectively) compared to other regions where the value is closer to 80% of votes.

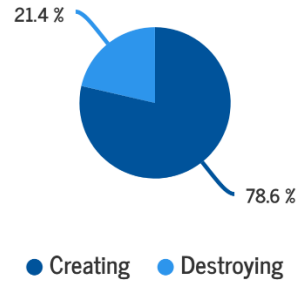
Young people suspect that the next big technology trend will come from "artificial intelligence" (AI), the most popular option chosen with 28% of votes, followed by "biotechnology" and "robotics" (both 11.5%). As AI is arguably interconnected with developments in robotics and perhaps biotechnologies, as well as with many of the other technologies presented in the answer choices for this question, such as machine learning and autonomous cars, it is no wonder that it is the top choice overall. It is also the leading choice among respondents regardless of age and gender, as well as for almost all subregions. In the Middle East and North Africa region, however, "internet of things" holds a strong 2nd position, with 18.2% of votes, far ahead of "robotics" and "biotechnology" (8.6% and 7.2%, respectively).

An unexpected insight is derived from looking across income levels. For young people from low-income countries, robotics surpass AI (with 22.6% of votes compared to 14.3%, respectively) as the next big tech trend.

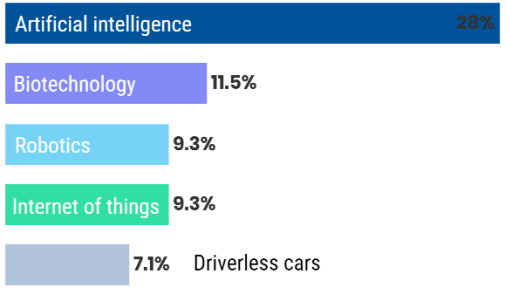
In line with last year's results, the three areas of their existence that young people think will significantly be impacted due to technological advancements in the next decade are "job/career" (63.3%), "studying/learning" (45%) and "travelling and mobility" (37.5%). "Shopping/lifestyle" follows closely with 31.8% of votes. Despite small differences in the results, these are the four leading choices across all gender groups and subregions.

The results emphasize a highly idiosyncratic feature of the millennial era: it is characterized by technology, the internet and digital communications. Young people are not only living in an age in which several aspects and applications of technology are becoming increasingly mainstream and integrated in all parts of life, namely jobs, but these tech-savvy individuals are also simultaneously determining their own future job prospects. It could also be argued that they are liable for the shift in the career landscape, even if at least serendipitously.

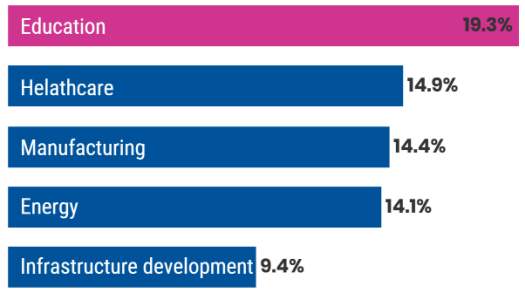
In your opinion, technology is... (N=21059)



According to you, what is the next big technology trend? (n=21115)



In your country, which sector do you think would benefit the most from the adoption of the latest technologies? (N=21078)



Percentage of unique votes. Respondents were allowed to select up to 3 answer choices. Next leading choices are "Agriculture" (7.4%), "Government" (6.8%), "Finance" (5.2%).

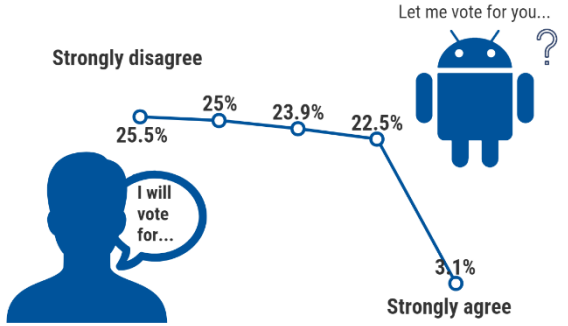
Technology and Innovation

Tech's great potential to improve people's lives

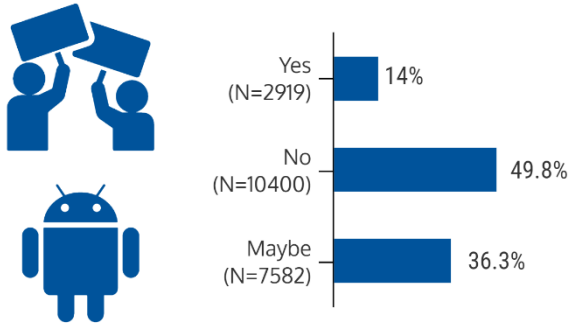
Young people seem optimistic about technology and the benefits it may bring not only to their personal lives but also to society at large. They believe various sectors would benefit greatly from the adoption of new technologies, with "education" receiving the most votes (19.3%). It is followed by "healthcare" (14.9%) and "manufacturing" (14.4%). Across regions, local youths' opinions about which sectors would gain the most vary greatly. "Education" and "healthcare" are the leading choices in East Asia and Pacific, Eurasia, Latin America, South Asia and Sub-Saharan Africa. "Agriculture" ranks 2nd to benefit from the adoption of new technologies in South Asia and Sub-Saharan Africa. In Europe, "manufacturing" is 1st (27% of votes), followed by "energy" (18.7%). In North America, "energy" comes 1st (23.%), followed by "healthcare" (18.3%).

A study of the results based on HDI groupings highlights a shift from basic social or livelihood sectors (education, healthcare, agriculture) from low-ranking countries towards more industry-driven sectors from high or very highly ranked countries, where the "energy" and "manufacturing" sectors are the top choices of having the most to gain (19.6% and 19.4%, respectively). In any case, technology is seen consistently as having great potential to improve education and healthcare.

I would trust decisions made by a robot on my behalf. (N=20962)



I would support rights to humanoid robots. (N=20901)



Human Nature and the Achilles heel of technology

When faced with the possibility of embedding an implant under their skin or in their brain to increase their capabilities, 44.3% of young people reject the idea. Although the most popular vote when looking across gender categories is also "no", far more males than females are open to an implant: 30% of males answered "yes", compared to only 17.3% of females, where the difference correlates directly to the results for the "no" answer choice (50.6% for females and 38% for males).

Looking at results based on income level, responses from youths from upper-middle income countries show no predominant attitude, with participants fairly split between "yes" (32.3%), "no" (34.8%) and "maybe" (32.9%). This contrasts with the responses of young people in low- and lower-middle income countries, where over half of respondents answered "no" (52.7%). Respondents in high-income countries also reject the idea with 42.8% indicating "no".

Although young people embrace technology and believe it improves their lives in general, they do not readily support particular applications, for example a robot acting as a proxy for them. Over half of the young people surveyed indicated they would not trust decisions made by a robot on their behalf, with a split between "strongly disagree" (25.5%) and "somewhat disagree" (25%). This reinforces the message that young people are independent and autonomous.

Technology and Innovation

Across gender categories, the leading answer choice related to trusting robots among men is “somewhat agree” (28.7%), whereas the response with the most votes among women is “strongly disagree” (30.5%).

Asked if they would support rights to humanoid robots, almost half of the survey respondents answered “no” (49.8%). Only 14% answered “yes” while 36.3% of young people chose “maybe”. Examining the survey results across subregions, respondents still oppose the idea, except in North America where 44% chose “maybe”, just ahead of “no” (41.2%).

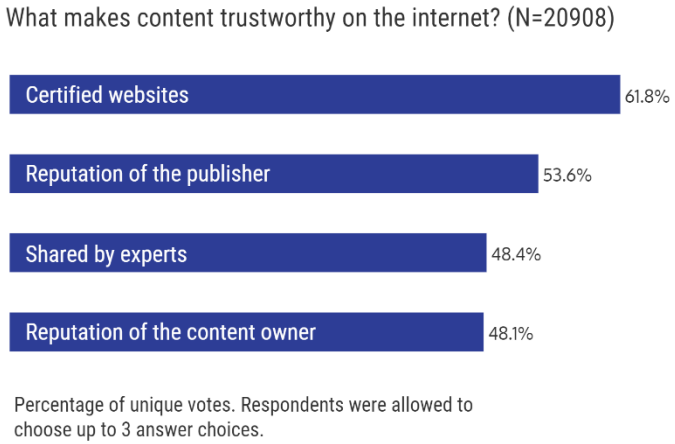
Regionally, the strongest opposition comes from Sub-Saharan Africa with 59% answering a clear “no”. In 2016, the results from respondents in China, who predominantly voted “yes”, were surprising. This year, the top choice among Chinese youths is “no”. That the participation sample from China is far smaller this year (with only 739 respondents compared to over 3,000 in 2016) helps to explain this difference.

Young people are careful with information shared on the internet and act as messengers of reliable information

Regarding the internet and media, young people voted that content is considered trustworthy on the internet if it is on “certified websites” (61.8%), it depends on the “reputation of the publisher” (53.6%) or it is “shared by experts” (48.4%). These answers are very closely followed by “reputation of the content owner” (48.1%). This shows a generation that cares about what they read and that the information they consume be credible and trustworthy. This message is reinforced by 49.5% of young people who answered “no” to the question: “Have you ever shared a news article or a news item on the internet or social media that you later learned was fake news?” The second most popular answer is “likely, without knowing about it” (21.9%). The survey respondents in Asia chose the most “yes” answers (25.5%), although “no” continued to be the leading answer choice with 44.1% of votes.

Although for young people the internet and free media are essential to feeling empowered, they value it to the extent that the content and information they are exposed to is factual and trustworthy. In times when fake news lends itself to being shared on social media, it is reassuring that youths feel responsible for changing such practices and ensuring factual information is circulated.

An important message for leaders appears in these results. Young people are cautious with the information they share, but they must nevertheless judge the quality of sources of information, which they sometimes assume are trustworthy and reliable. Website certification authorities, important publishers and experts have the great responsibility to make sure the trust put in them is deserved and preserved in order to continue earning young people’s trust.



7. Values and Society

How modern generational characteristics are evolving or changing in the era of digitization

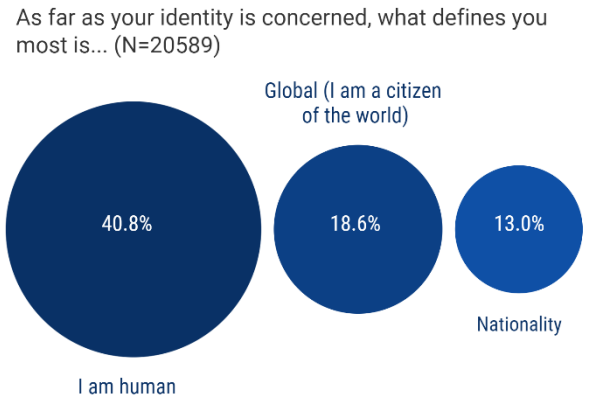
Like most respondents, I feel a great deal of empathy towards refugees. My family were once political refugees who managed to escape Ghana during one of the darkest chapters in the country's history. Every time I turn on the news and hear about the refugee crises around the world, I realize how incredibly lucky my family and I were to be received by the United States. I wish more countries will do for others what they'd want done to them if the tables were turned.

Yawa Hansen-Quao.Founder, Leading Ladies' Network. Global Shaper, Accra Hub

Values and Society

We are only human

For a large majority of young people, identity is not about region, geography, religion or ethnicity; they simply see themselves as "human" (86.5%). This is also the most popular answer choice across regions. Young people feel they are united simply because they exist in the same world together. Both as individuals and as a collective, they share similar concerns and desires. For them, their race is the human race. In the 2016 edition of the survey, in which the "human" answer choice was not provided, the "global (I am a citizen of the world)" answer was voted as the top choice, with a similar percentage of votes. The "nationality" answer ranked 2nd.



Freedom and opportunities are essential

The idea that young people are all equal and face similar struggles also resonates with the theme of a shared destiny that emerged in the 2016 survey and continues this year.

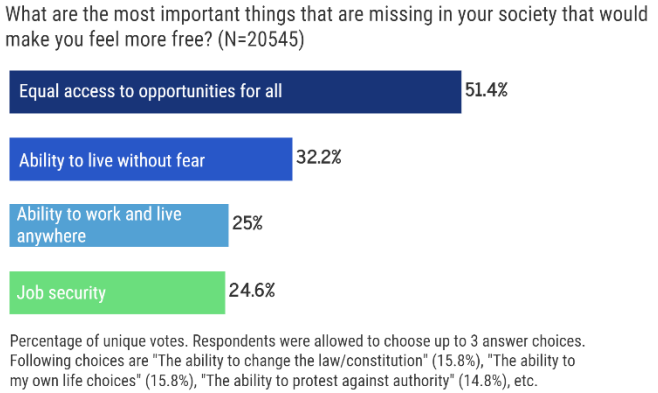
When asked what would make them feel freer in their society, 51.4% of young people answered "equal access to opportunities for all". This demonstrates they are a socially conscious group concerned about the well-being and future of others. Young people identified two other conditions that would contribute to making them feel freer: the "ability to live without fear" (32.2%) and the "ability to work and live anywhere" (25%). "Job security" is also a popular choice (24.6%).

Respondents felt similarly in most regions, with "equal access to opportunities" ranked 1st everywhere. Certain features, however, are worthy of note. In South Asia, the "ability to make my own life choices" is ranked 3rd (25.3%). In Eurasia, 4th ranked is the "ability to change the law/constitution" (18.5%), followed by the "ability to choose my leaders" (15.6%). In (Western) Europe, 3rd place is striking: "nothing is missing in my society that would make me feel more free" (18.9%). As the European sample was dominated by respondents from Germany, the young people from that region seem to realize the chance they have to live in such an open society.

Young people are confident the gender gap can be reduced during their professional lifetime

Young people overall are confident that the gender gap will be reduced during their professional lifetime: 64% "somewhat agree" (38.9%) or "strongly agree" (15.1%) with that statement. The percentage of women that "somewhat agree" (41.6%) is higher than of men (36.5%) but more men answered "strongly agree" (32.4%) than women (18.3%). Ultimately, the fact that both male and female respondents share the same sentiment is what matters, considering ending gender inequality and discrimination must be a joint effort. This insight also reveals how unified young people are in their vision of a better future; a strong sense of equality characterizes the youths of today and their desire for a future that is fair and inclusive.

Overall, young people feel "extremely comfortable" with having either a woman or a man in the leadership positions of manager, CEO and president. However, more survey respondents chose "extremely comfortable" with a woman than with a man occupying each of these roles: in a management position, 61.6% of young people answered "extremely comfortable" with a woman compared to 49.3% for a man.



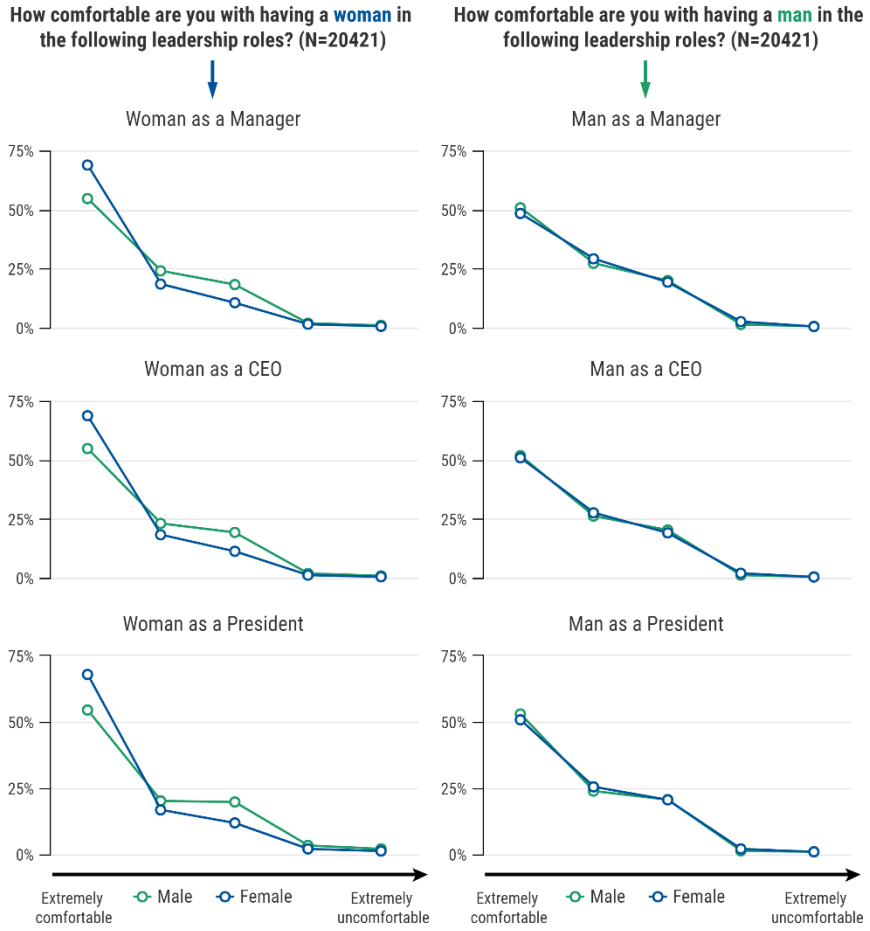
Values and Society

Similarly, a woman as CEO received 61.5% of votes compared to 51% of votes for a man in that role, and a woman as president received 61% of votes compared to 51.5% for a man in that position.

Examining the results by gender, the differences and similarities are even more striking. The initial observations still hold but, in addition, as regards men in the various leadership roles, the answers from both genders are identical, while for the equivalent question concerning women, more variations are observed. Results are consistent across the different leadership roles but men express less comfort overall with women in leadership roles. However, very few male or female respondents selected the "extremely uncomfortable" or "mostly uncomfortable" answer, which is a positive note overall.

Young people are still divided over marriage equality

When surveyed on gender regarding marriage and equality, the data reveals a more nuanced picture of young people's attitudes on the matter. Conservative views emerge in some regions that contrast sharply with more liberal views in others, highlighting both the sensitive nature of certain gender-related topics



among young people around the world and how the sense of unity can become fragmented in the face of cultural values regarding kinship and the family unit.

Overall, 53.9% of young people surveyed "strongly agree" couples of the same sex should be able to marry legally. This strong sentiment remains the most popular choice across most regions, except in the Middle East and North Africa and in Sub-Saharan Africa, where the leading choice is "strongly disagree" (49.5% and 38.7%, respectively). Interestingly, ranked 2nd is "neither agree nor disagree" followed by "strongly agree" in both regions.

When looking at responses based on HDI groupings, young people's attitudes also vary greatly. In countries with low HDI values, 39.3% do not believe couples of the same sex should be able to marry legally, while 77% from very high HDI-ranked countries strongly believe they should. The 2016 survey suggested that as a country's level of human development values increases or the more affluent a country is, the more open it is to social inclusion and support. However, upon looking at the data more closely, the idea that the degree of social inclusion could have an impact on the economic development of a society is not far-fetched.

Values and Society

Refugees

One question that drew young people together on a common sentiment concerns refugees. When proposed the statement "I would welcome refugees in…", most respondents answered "my country", "my neighbourhood" and "my city", and over one-fourth indicated "my home". Young people's empathy and strong propensity for social inclusion is humbling, reminding us that refugees are humans in need. In light of the results described in the Governance section of this report (Governance and Civic Engagement), young people see refugees as a potential gift to a nation and empathy is only a natural extension of that positive and constructive attitude. Only 7.4% of respondents would not welcome refugees in their country.

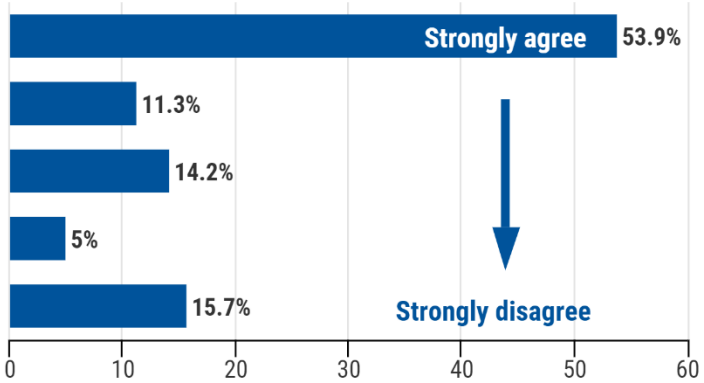
Regionally, North America exhibits a spectacular propensity for openness. Over 80% of young people surveyed are comfortable welcoming refugees in their own neighborhood, showing a readiness to embrace different cultures in their everyday life. This message contrast, though, with the recent political developments in the United States. The takeaway is that young people's opinions need to be heard!

Phones, messages and social media

In an era of increasing digitization and communication networks, it is not surprising that, when asked how they communicate most frequently with their closest friends, 38.8% of the young people surveyed overall, including all the age groups, indicated "texting or messaging". This makes the mobile phone an indispensable tool of communication and highlights the "get-right-to-the-point" attitude that is frequently associated with youths for getting information across efficiently. However, "in person" communication and through "social networks" appear in 2nd and 3rd places (23.5% and 23.4%, respectively). This underpins the message that young people seek continuous connection, encouraging personal bonds and a sense of community.

Regionally, "calling" is the most frequent form of communication for youths in Sub-Saharan Africa (29.6%) and in South Asia (30.2%). In the Middle East and North Africa, young people prefer to communicate through social networks (32.5%) and, in Eurasia, "in person" communication appears as the most popular habit (37.1%). "Texting or messaging" is the top choice in East Asia and Pacific, Europe, Latin America and the Caribbean, as well as in North America. Looking across age categories, it is interesting to note that as age increases, so does the preference for texting or messaging above all other forms of communication. This is perhaps a symptom of people having less and less

Couples of the same sex should be able to marry legally. (N=20541)



I would welcome refugees in... (N=20497)

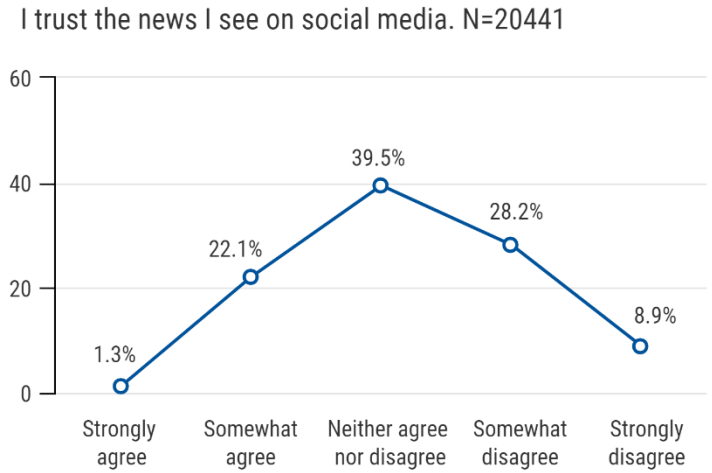
Percentage of unique votes. Respondents were asked to select all answer choices that apply.

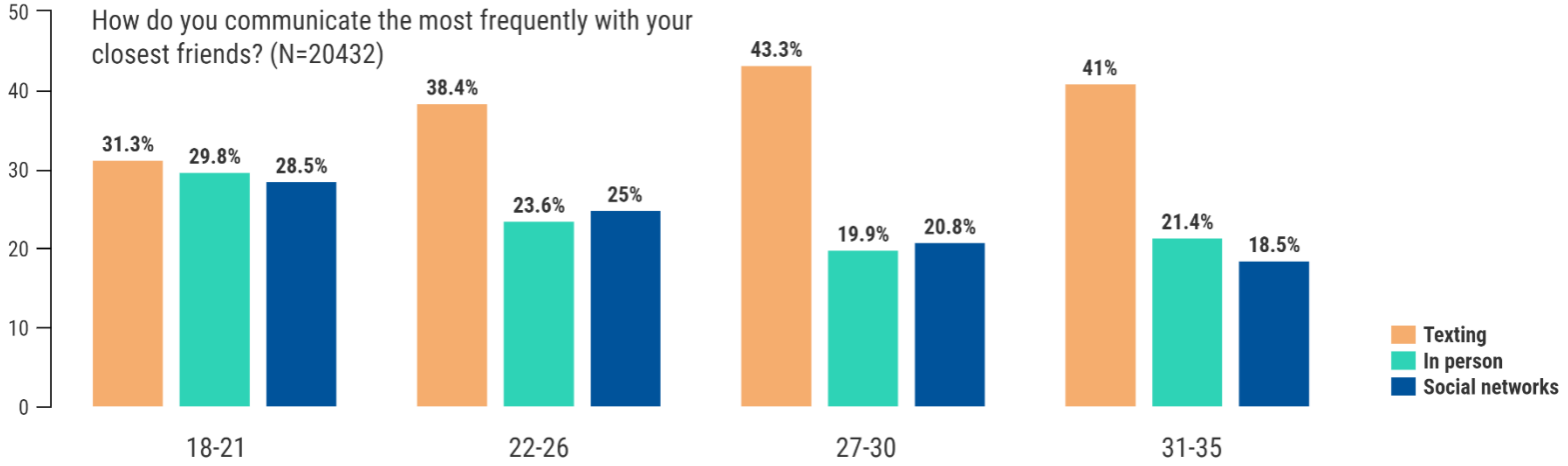
Values and Society

time to engage in other forms of communication as getting older implies greater constraints at work and due to family priorities. A similar pattern emerges when looking across HDI and income levels. Indeed, the preference to call or text increases with an increase in HDI ranking as well as with the growing wealth of a country. That there is no overall dominant trend in any particular direction suggests young people are dynamic and prefer to stay connected in as many ways as possible and as is available to them.

The availability and accessibility to a range of communication tools is typical of the Generation Y era, and both shapes and impacts the way they not only relate with each other but also with society at large. The preference for interaction online seems to be at the forefront of convenience and representative of the consequences of the Fourth Industrial Revolution – the digital era. Yet face-to-face connection remains a crucial and important form of communication, which serves as another reminder that, despite the technological proliferation, humans are still social beings that need a physical presence for social engagement.

With a great number of people spending a large amount of time online, it is little surprise that this era is also characterized by an explosion of online information consumption. To understand how young people perceive such information, they were asked whether they think social media news is trustworthy. Most participants demonstrated a cautious attitude, with an astonishingly small percentage (1.3%) who "strongly agree" with the statement "I trust the news I see on social media". As many as 39.5% indicated they "neither agree nor disagree", followed by 22.1% who "somewhat agree". As highlighted in the chapter on Technology and Innovation, the requirements for information to be thought of as trustworthy on the internet are certified content and the reputation of publishers. It is therefore no surprise that they treat social media information with caution.





8. Business and the Workplace

The role of business and the place of today's youth

A priceless guide for anyone who wants to get a glimpse into what young people around the world care about. The findings on technology, business, governance and more are rich with insights for leaders who want to understand what their customers, employees and future leaders and competitors value
Murat Sönmez. Chief Business Officer, Member of the Managing Board. World Economic Forum.

Business and the Workplace

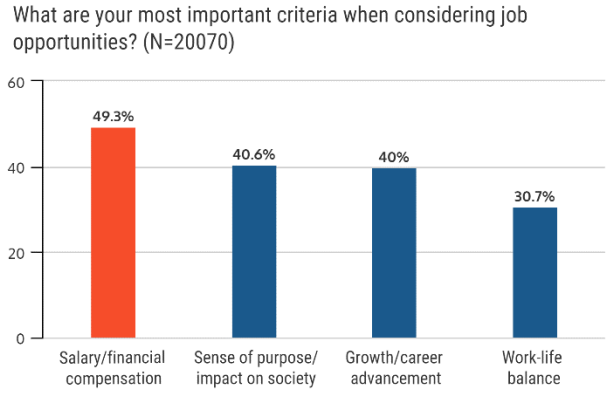
The search for reward, purpose and growth

Young people feel that they are perceived as lazy, impatient and entitled and, as they are known as the "job-hopping generation", are perceived as caring little for work. Our data, however, has so far drawn quite a different picture of who this young generation is. This chapter reveals what they want when it comes to work.

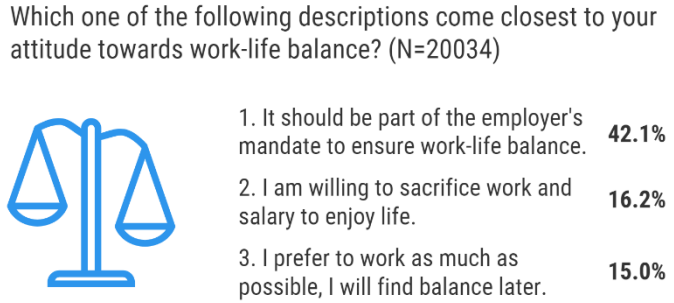
The top three most important criteria for young people when considering job opportunities are "salary/financial compensation" (49.3%), "sense of purpose/impact on society" (40.6%) and "growth/career advancement" (40%). Regionally, the only difference in the results comes from the responses of youths in (Western) Europe, where the top three most popular answers are "sense of purpose/impact on society", "work-life balance" and "salary/financial compensation". That sense of purpose is a key factor in their job satisfaction reiterates the message that young people care for others and their environment – they care about impact – and they want work to afford them the opportunity to learn and grow both professionally and personally. In all, it reinforces the idea that they have a strong social consciousness and are perhaps the most socially conscious generation to date.

Work is a key part in life – not separate from it

When it comes to attitudes towards work-life balance, the analysis led to an interesting insight. While some young people responded they are "willing to sacrifice work and salary to enjoy life" (16.2%), 42.1% of respondents answered that "it should be part of the employer's mandate to ensure work-like balance". While at first it appears as an entitled request, a deeper understanding reveals that young people view work as a key part of life – that is, they view work as an integral function and not as a binary opposite to "life". Thus they place strong emphasis on seeking meaningful and personally fulfilling work. In fact, 18.5% of the oldest age group (31-35 years of age) chose "I am willing to sacrifice work and salary to enjoy life", while only 13.4% of the youngest age group (18-21 years of age) selected that choice. It is also the youngest cohort of respondents who most voted for "I prefer to work as much as possible, I will find balance later" (17.5%) compared to 12.7% from the oldest respondents.



Percentage of unique votes. Respondents were allowed to choose up to 3 answer choices. Next leading choices are "Flexibility/autonomy" (28.1%), "Company culture / quality of colleagues" (26.8%).

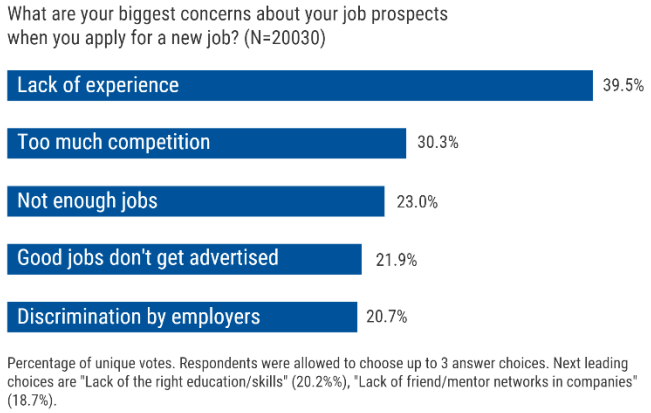


Lack of experience, high competition and job scarcity are what they fear the most

Young people feel they are disadvantaged on three levels when applying for a job and considering their future job prospects: "lack of experience" (39.5%), "too much competition" (30.3%) and "not enough jobs" (23%). While these are also the main concerns among the female respondents, males are slightly more preoccupied with the possibility that "good jobs don't get advertised" than with "not enough jobs". Also, the concerns about future job prospects vary according to age. For the youngest cohort (aged 18-21), "lack of experience" is the biggest concern with 50.4% of votes, while the oldest group (aged 31-35) is most worried by both "too much competition" (26.3%) and "good jobs don't get advertised" (25.5%).

Business and the Workplace

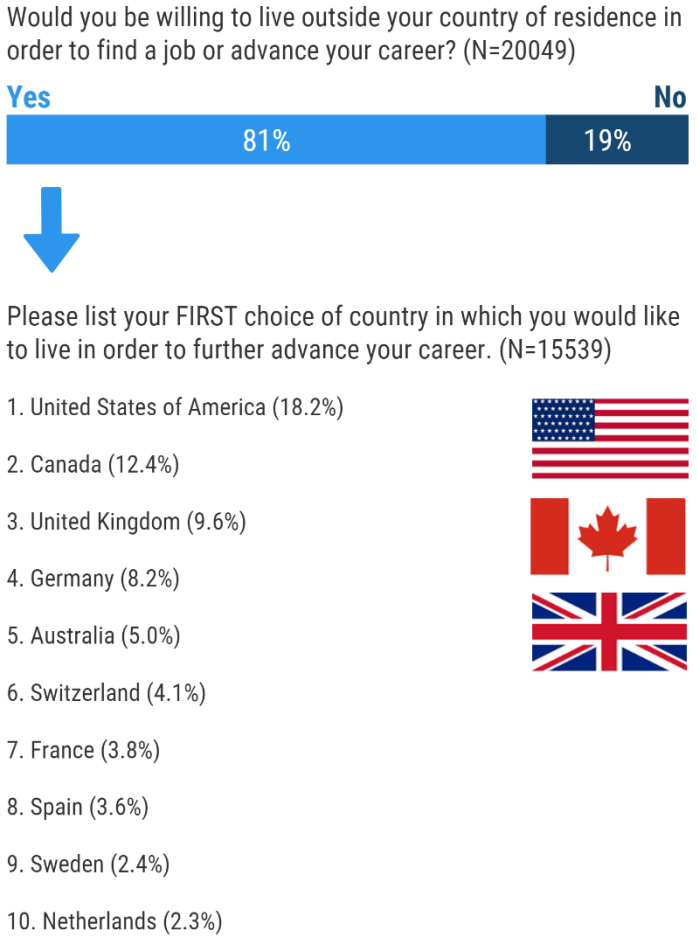
Concern is widespread over the “lack of experience”; it is the most popular response across almost all regions, except the Middle East and North Africa, where it takes 3rd place (28.3%) after “discrimination by employers” (36.2%) and “not enough jobs” (34%). Similarly, in South Asia, it falls between “too much competition” (31.4%) and “good jobs don’t get advertised” (25.6%) with 28.9% of votes. In Sub-Saharan Africa, “lack of experience” is equally chosen with “discrimination by employers” (29.3%), followed by “good jobs don’t get advertised” (23.8%) and “not enough jobs” (23%).



As mentioned, in all other regions “lack of experience” is what this generation fears the most. Young people from East Asia and Pacific, North America, and Latin America and the Caribbean indicated “too much competition” as their second most pressing concern (38.5%, 39.1% and 30.1%, respectively). The third biggest worry among young people varies greatly among these regions. While in East Asia and Pacific, “discrimination by employers” is of concern (26.9%), in North America, “lack of friend/mentor networks in companies” (32.5%) is a big issue for youths. In Latin America and the Caribbean, young people are anxious about “not enough jobs” (27.5%).

In Europe, the answers are different, marking a sharp contrast not only between other young people around the world with regard to concerns about job prospects but also between eastern and western Europeans. In Eurasia, young people feel most disadvantaged by a “lack of the right education skills” (33.5%) and “lack of language skills” (23.7%), whereas in Western Europe, the concern is for “too much competition” (29.7%). In Europe as a whole, the response that ranked 3rd is the belief that “luck plays a big role” (24.4%).

It is evident that while young people may search for meaning and purpose in their jobs, getting to that point is riddled with deeper concerns, predominantly the fear of rejection for not being equipped with the desired experience, or because of discrimination or competition, and not even being aware of the available jobs to apply for. The fact that many respondents are also anxious about their language abilities or education level highlights the various gaps that exist between young people and the job market. Adequate and relevant preparation are key to ensuring young people are fit to enter and contribute to their country’s economy and the ever more dynamic global job market.



Business and the Workplace

Travelling and moving for their career

With technological advances and opportunities for global mobility becoming more accessible, it is not surprising that a large majority of young people are willing to live outside their country of residence in order to find a job or advance their career (81.1%). However, not all young people feel the same. While the leading response is “yes” across all regions, more than one-third of respondents from Sub-Saharan Africa are not willing to move (36.7%), far more than in any other region. Eurasia also has a large number of respondents who answered “no” (25.3%). It is worthwhile to note that just over one-fifth of respondents from North America also said they would not be willing to live outside their country to find a job or advance their career.

That many young people show a disposition to move for work-related purposes debunks the myth that they are lazy about working. In fact, they are indeed job-hoppers, but the analysis indicates it is for pragmatic reasons, such as to create better chances to find work or to further their professional development.

The data reveals other interesting trends. An important number of respondents from low-income countries are far less likely to be willing to move, with 57.1% of respondents answering “no”, compared to 19.8% from high-income countries. When looking at responses based on the HDI groupings, many more respondents from countries with low HDI values would not be willing to live elsewhere (44.8%) than from countries with very high rankings (19.8%). Medium-ranked countries have the lowest percentage of young people who would not be willing to move (11.7%) and the highest percentage who would (88.3%). These countries are from what is generally known as the Global South, or developing countries, particularly in South Asia, Latin America and the Caribbean, and the Middle East and North Africa, which perhaps explains why their need to move is for better economic opportunities.

The observation from Sub-Saharan Africa is surprising: respondents from that region expressed the lowest willingness level to move abroad for career advancement, with 63.3% of young people answering “yes”. It is important to note that the Sub-Saharan African responses are dominated by answers from Benin, where in fact the respondents answered the same question with a strong “no”, with only 28.3% of young people willing to migrate. An outlier, the reason for this result requires further research. Could it be that they, like the youths in Germany, feel strongly about their country and are dedicated to staying there to help improve the state of the employment sector? Considering the economic landscape of Benin (with low HDI and income levels, and perceived as highly corrupt based on the Corruption Perceptions Index), perhaps the young Beninese have a rather realistic outlook and are aware of the difficulty to obtain a plane ticket to Europe or the United States. This is, however, a perplexing point since migration from Africa usually takes place because of economic opportunity, and “job security” was voted by the Beninese as the most important thing missing from their society that would make them feel more free, with 27.3% of votes.

North America remains the golden El Dorado for a majority of young people

While overall, 81.1% of young people responded they would be willing to leave their country to advance their career, where exactly they would go reveals some interesting trends, with preferences going to countries belonging to the Organisation for Economic Co-operation and Development (OECD). Their first choice of a country to live in is the United States (18.2%), followed by Canada (12.4%), the United Kingdom (9.6%), Germany (8.2%) and Australia (5%). For the third year in a row, the United States is the top choice for all young people willing to advance their career abroad. It will be interesting to continue measuring this trend as a new phase of American politics develops with a new president. The same considerations apply to the United Kingdom, which places 3rd in the overall ranking.

Regionally, the top five countries chosen to migrate to are essentially the ones mentioned above. However, there are a few exceptions. Respondents in Latin America rank Spain 3rd with 7.9% of votes, just after the United States (18%) and Canada (17%). In the Middle East and North Africa, the UAE ranks 2nd with 12% of votes, just after the United States (19%) and before Canada (11%). The reasons for these answers are perhaps due to geographical factors of proximity but could also be due to cultural and linguistic similarities. All regional results (and some country-specific results) for this question are presented in Appendices 1 and 2.

Business and the Workplace

Another observation is that German respondents exhibit the strongest nationalist spirit: 78.8% indicated they would be willing to live outside their country of residence to find a job or advance their career, but when asked what their first choice of country is, the young people still rank Germany as their first choice, with 13% of votes, followed by the United States (11%) and the United Kingdom (7.9%). So although young people from Germany are open to moving for career-related purposes, when faced with a choice, they would rather stay at home than go elsewhere.

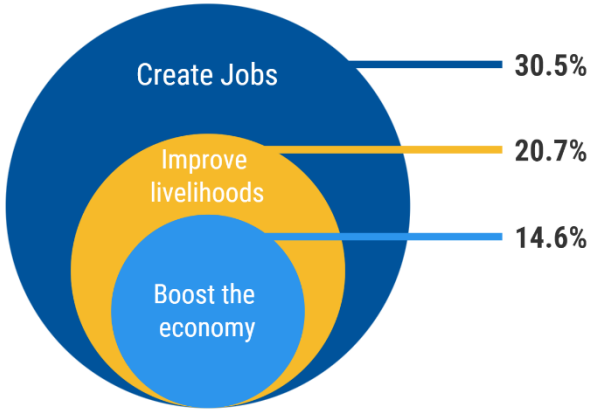
Businesses create opportunities for others and for improving the state of the world

According to young people, the most important contribution that businesses make to society is to "create jobs" (30.5%). This view persists across regions, except in Eurasia where the top choice is to "boost the economy/attract foreign investment" (27.2%). In North America the most important contribution from the point of view of youths is to "improve livelihoods" (31.1%).

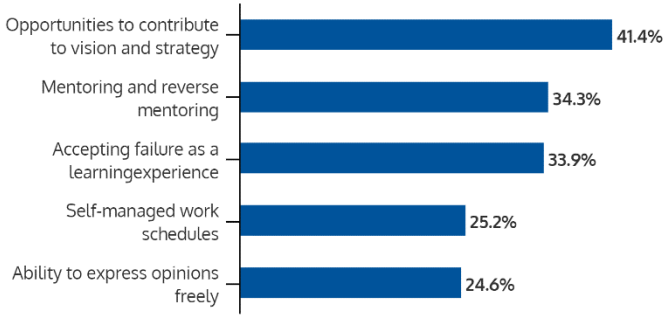
In a similar vein, young people do not think the contribution of a business or company stops at creating jobs. They have a conscience for social issues and expect companies to get involved and address social and environmental problems as well, even if those challenges are not related to their business activities. That most disagree (either "somewhat strongly" or "strongly") with the statement "Companies should not be involved in addressing social problems that are not related to their business activities" reinforces the idea that young people are committed to making a positive social and environmental impact and expect the companies and businesses in their societies to do the same. This ties in with the earlier insight that young people search for meaning and purpose in the work that they do (see pages 34 and 35), and also resonates with the finding that they believe that individuals have a large role to play in the sustainability and state of the world. They have a rather large sense of personal obligation regarding their local and global footprint, and are aware of the implications of their actions.

Concerning young people's own experience, business can do three things to create a youth-friendly culture in the workplace: provide "opportunities to contribute to vision and strategy" (41.4%), offer "mentoring and reverse mentoring" (34.3%) and ensure there is a culture that "accepts failure as a learning experience" (33.9%). The next most popular choice is to allow "self-managed work schedules" (25.2%). The emphasis young people place on these values demonstrates a level of vision and maturity that complements the strong social consciousness youths exhibit through this survey.

What do you consider to be the most important contribution that businesses make to society? (N=19857)



What can businesses do to create a youth friendly culture at the workplace? (Top 4)



Percentage of unique responses. Respondents were allowed to choose up to 3 answers. Following answer choices are "Engage young board members" (22.5%), "Allotting time for personal projects" (17.7%).

Business and the Workplace

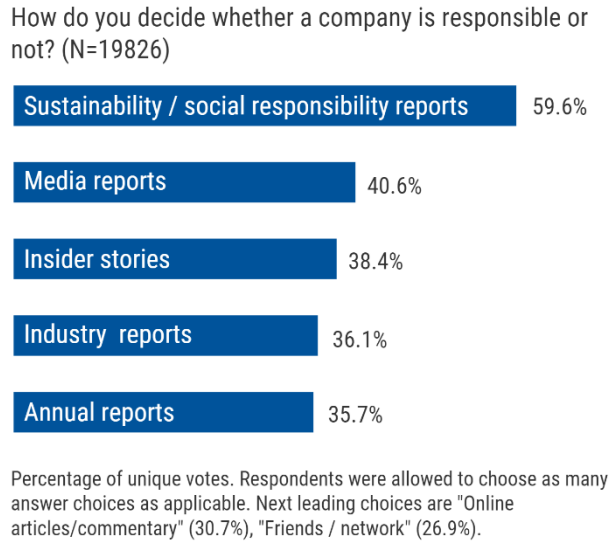
Not only are young people soliciting a chance to contribute, but they also care about the work they do, emphasizing the priority they place on integrating their work as a key part of life.

Youths' desires to contribute to a vision and to demonstrate their commitment over the long term and their need to make a difference represent a kind of loyalty to their work. Their openness to mentoring and reverse mentoring suggests several key insights. First, this young generation has no issue with assuming responsibility, an effective way for junior employees to gain insights into higher levels of decision-making. Second, it reveals a concern for understanding businesses further and engaging deeply with what they do. Third, it points towards the shifting landscape of employer-employee relations.

Accepting failure as a learning experience shows their propensity for innovation, risk-taking and exploring the unknown. Such qualities enhance and add value to businesses and allow young people to develop their own skills and professional potential at the same time.

Young people care about corporate responsibility

Young people are becoming increasingly conscious about what they consume and where it comes from. They are also careful about where their loyalty lies. Their checklist for deciding whether a company is responsible includes "sustainability/social responsibility reports" (59.6%), "media reports" (40.6%), "insider stories" (38.4%), "industry reports" (36.1%) and "annual reports" (35.7%). Overall, "sustainability/social responsibility reports" is the top choice but, regionally, media reports are also cited as a go-to resource to learn about a company's corporate responsibility.



9. Acknowledgements and Gratitude

Our Core Team, Our Survey Affiliates and Our Media Partners

This effort was possible thanks to the insistence of Klaus Schwab, Founder and Executive Chairman of the World Economic Forum.

We would like to thank all Members and friends of the Global Shapers Community for the extraordinary support they gave to the Global Shapers Annual Survey 2017. In particular, we would like to thank the Global Shapers who volunteered as members of the GSC Survey Team and brought their expertise to design and translate the survey and organize its distribution across all regions. Their names appear on the next page.

We are greatly indebted to the Survey Affiliates, whose disciplined outreach ensured that this effort reached the targeted demographic in an efficient way. Thanks also go to them because they won the trust of the young people in their communities who lent their voices to this global effort.

We thank all those whose contributions strengthened the survey at various stages, especially several colleagues at the World Economic Forum. In particular Adrian Monck, John Dutton, Katherine Milligan, Saadia Zahidi, Stephan Mergenthaler, Margareta Drzeniek, Thierry Geiger, Ciara Browne, Alexandre Raffoul, Till Leopold, Vesselina S. Ratcheva, Michèle Mischler, Micol Lucchi, Terri Toyota, Isabella Ries-Bouwman, Ushang Damachi, Daniel Gomez Gaviria and Aengus Collins.

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Media Partners

A number of media partners helped us mobilize respondents in their countries with unprecedented success. For that we thank Zeit Online (Germany), El País (Spain), Radio Télévision Suisse (Switzerland) and The Straits Times (Singapore). Many more can also be thanked warmly for their contribution and support.

Our Survey Affiliates

The top 5 survey affiliates:

San Salvador Hub (Salvador)
Gaza Hub (Palestinian Territories)
Centre of Action for Food Security and Sustainable Development – CASAD (Benin)
Leon Hub (Mexico)
Sacramento Hub (USA)

Other Survey Affiliates:*

ABUYA PRO-E (Cameroon)
Amman Hub (Jordan)
Belo Horizonte Hub (Brazil)
Brisbane Hub (Australia)
Edmonton Hub (Canada)
Greater China Team (China)
Guadalajara Hub (Mexico)
Guatemala City Hub (Guatemala)
Iloilo Hub (Philippines)
Istanbul Hub (Turkey)
Kiev Hub (Ukraine)
Kuala Lumpur Hub (Malaysia)
Managua Hub (Nicaragua)
Manama Hub (Bahrain)
Maputo Hub (Mozambique)
Monterrey Hub (Mexico)
Munich Hub (Germany)
Norfolk Hub (USA)
Panama City Hub (Panama)
San Jose Hub (Costa Rica)
Santiago Hub (Chile)

* Many more Survey Affiliates have provided assistance. Thanks go to all of them.

Survey Affiliates are either Hubs of the Global Shapers Community or external organizations that joined the project. Survey Affiliates represent extraordinary team work. Where an Affiliate is a Hub of the Global Shapers Community, more information about the members of that team is available at www.globalshapers.org

Global Shapers Survey Team

Survey Design

A group of Global Shapers helped create and design the concept for the 2017 edition of the Global Shapers Annual Survey. This effort included reviewing the survey questions, creating and reviewing the answer choices and extensively testing the product before the launch. These individuals were selected to participate in this working group because of their keen interest and expertise or experience with the Global Shapers survey. One key element in the survey design was to focus on avoiding any kind of educational or geographical bias when framing the questions and their answer choices. This group of regionally diverse people helped us achieve this objective.

Thank you,

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Survey Translation

Inclusivity is a key objective of the survey, which cannot be achieved without making the survey available in multiple languages. The survey was accessible this year in 14 languages, including all six official UN languages. Some talented and dedicated Shapers helped us make this possible.

Thank you,

Hadi Fathallah, Ahmed Abdelsattar, Aiman Yedigeyeva, Aisuluu Zhamangulova, Alex Xuming Zhao, Anastasiia Konstantynova, Avdyl Gashi, Daisy Guo, Eder Semedo, Egoitz Etxeandia, Elyas khan, Enoch Wong, Fatima Atima Zahra Mechyakha, Guillaume Dussollier, Helton Luís Baiá, Inna Filipovich, Irina Pesterean, Jana Zilkova, Jannick Malling, Javier Aguera, Javier Bilbao de Mendizabal, Kasper Worm-Petersen, Laura Zermin, Lim May-Ann, Lorea Argarate Zubia, Maja Isakiewicz, Maor Dahan, Mohamed Elhafedh Abdellah, Nanda Asridinan Noor, Nazia Vasi, Onur Turk, Orlando Osorio, Ostap Lutsyshyn, Rodolfo Dias, Rodrigo Nunes, Simbarashe Moyo, Stephany Xu, Uzma Gul, Valéria Horváth, Vanessa Graf, Vasileios Tsianos, Viet Dung Bruce Le and Xiaoqi Wang.

Survey Mobilization

With over 150 Survey Affiliates helping to disseminate the survey across all territories, it was important to organize teams of facilitators for each region in order to guide the Survey Affiliates in their work.

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Appendix 1

Regional Reports

Regional Explorations

The regional reports provide the charts and an in-depth analysis of some of the core insights discussed in the main thematic chapters of this report. Regional definition is based on the World Economic Forum classification. The table shows the eight regions ordered by their respective number of total respondents.

Many significant differences are observed between the regions. This section provides the charts supporting the statements made in the core chapters. For presentation purposes, the full list of answer choices is not always presented. The user can refer to the next slide to see all answer choices and the exact terminology used in the survey or visit our online Visualisation tool available at www.shaperssurvey.org

Region (Forum classification)	Total respondents
Latin America and the Caribbean	6,699
Europe	6,516
Sub-Saharan Africa	2,732
East Asia and Pacific	2,434
North America	2,372
Middle East and North Africa	2,085
South Asia	1,291
Eurasia	637

Regional Explorations

Question selection: Full list of answer choices for each question selected for the regional explorations

1. “In your opinion, what are the most serious issues affecting your country today? (Choose up to 3)”
Lack of economic opportunity and employment, large-scale conflict/wars, religious conflicts, ageing population, loss of privacy/security due to technology (online privacy/cybercrime/social media trolling), lack of political freedom/ political instability, lack of healthcare services, safety/security/well-being, climate change/destruction of nature, lack of infrastructure, lack of education, poverty, government accountability and transparency/corruption, food and water security, inequality (income, discrimination), other.

2. “How important is it for you that your country's government takes part in addressing other countries issues?”
Extremely important, moderately important, not at all important, slightly important, very important

3. “What are the most important factors contributing to youth empowerment in your country? (Choose up to 3)“
Access to the internet, fair and just system, free media/social media, opportunities in politics, senior role models in society, transparency in governance, engagement with the government (direct or online), flatter hierarchies, start-up ecosystem & entrepreneurship, globalization/free markets, I don't know, other

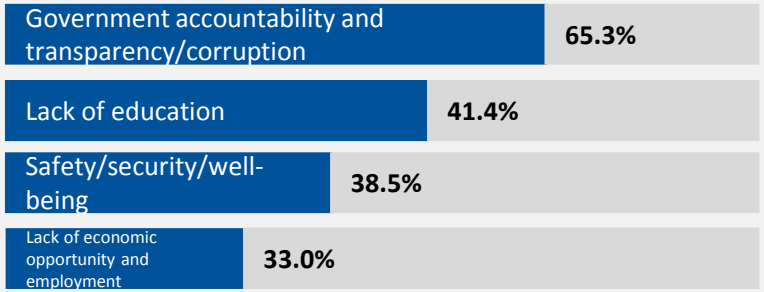
4. “In your country, which sector do you think would benefit the most from the adoption of the latest technologies? (Choose 1)”
Agriculture, basic industries (mining, chemicals, etc.), education, energy, finance, government, healthcare, infrastructure development, manufacturing, retailing

5. “What are the most important things that are missing in your society that would make you feel more free? (Choose up to 3)“
The ability to live without fear, the ability to write anything, the ability to follow any faith or religion including no religion, the ability to change the law/constitution, the ability to live and work anywhere, the ability to choose my leaders, equal access to opportunities for all, the ability to say what I think, the ability to meet with anyone, the ability to wear what I want, the ability to read anything, the ability to make my own life choices, job security, nothing is missing in my society that would make me feel more free, the ability to protest against authority, other

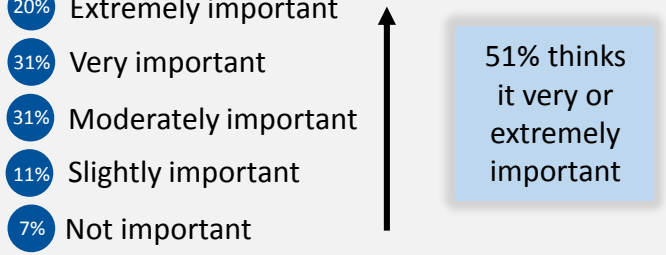
6. “Would you be willing to live outside your country of residence to advance your career?”
Yes, No

If yes:
6.1 “Please list your FIRST choice of country you would like to live in.”
Full list of countries and territories
6.2 “Please list your SECOND choice of country you would like to live in.”
Full list of countries and territories

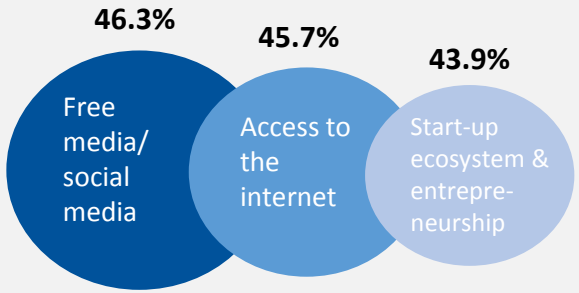
In your opinion, what are the most serious issues affecting your country today? (N=6570)



How important is it for you that your country's government takes part in addressing other countries issues? (N=6571)



What are the most important factors contributing to youth empowerment in your country? (N=6078)



In your country, which sector do you think would benefit the most from the adoption of the latest technologies? (N=5684)

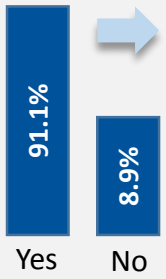
1. Education	27.0%
2. Healthcare	14.8%
3. Energy	11.4%
4. Manufacturing	11.4%
5. Infrastructure development	9.5%

What are the most important things that are missing in your society that would make you feel more free? (N=5507)

1. Equal access to opportunities for all	60.1%
2. The ability to live without fear	54.4%
3. The ability to live and work anywhere	31.0%
4. Job security	26.7%
5. The ability to change the law/ constitution	18.4%

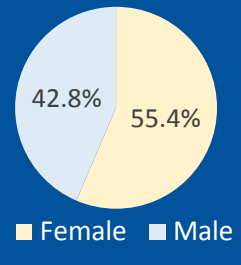
Would you be willing to live outside your country of residence in order to find a job or advance your career?

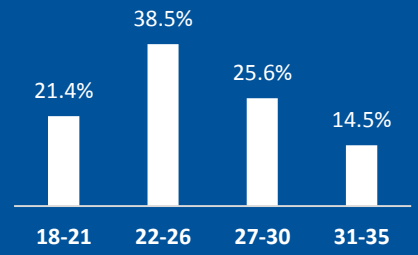
(N=5371)



1st choice	2nd choice
USA (18%)	USA (12%)
Canada (17%)	Canada (11%)
Spain (7.9%)	Spain (8.2%)
Germany (7.4%)	UK (7.8%)
UK (6.3%)	Germany (7.4%)
France (4.6%)	Australia (5.3%)

Latin America and the Caribbean

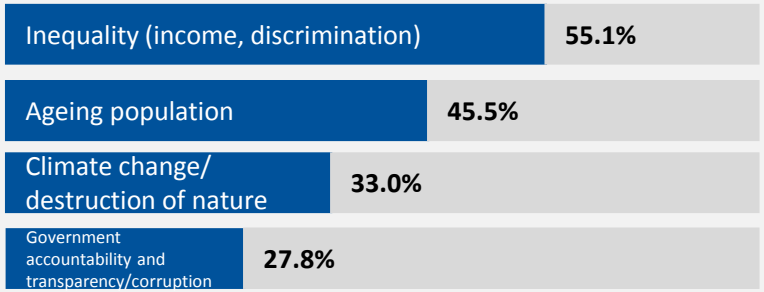




Country	Respondents	%
Mexico	1,661	24.8
El Salvador	1,425	21.3
Brazil	448	6.7
Chile	420	6.3
Costa Rica	374	5.6
Guatemala	346	5.2
Panama	335	5.0
Nicaragua	309	4.6
Colombia	296	4.4
Argentina	263	3.9
Trinidad and Tobago	183	2.7
Paraguay	131	2.0

Education Level	Respondents	%
Private Sector	1,947	29.1
Student	1,777	26.5
Self-employed	980	14.6
Public Sector	584	8.7
Unemployed	464	6.9
Academic	375	5.6
NGO/International Org.	369	5.5
Other	203	3.0

In your opinion, what are the most serious issues affecting your country today? (N=6388)

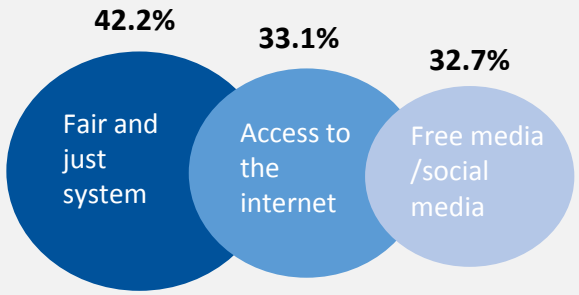


How important is it for you that your country's government takes part in addressing other countries issues? (N=6386)

- 23% Extremely important
- 34% Very important
- 29% Moderately important
- 9% Slightly important
- 4% Not important

57% thinks it very or extremely important

What are the most important factors contributing to youth empowerment in your country? (N=5925)



In your country, which sector do you think would benefit the most from the adoption of the latest technologies? (N=5521)

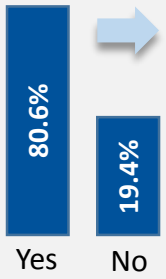
1. Manufacturing	27.0%
2. Energy	18.7%
3. Healthcare	15.9%
4. Education	9.7%
5. Infrastructure development	9.2%

What are the most important things that are missing in your society that would make you feel more free? (N=5402)

1. Equal access to opportunities for all	47.8%
2. Job security	26.2%
3. Nothing is missing from my society	18.9%
4. The ability to live and work anywhere	17.4%
5. The ability to live without fear	16.5%

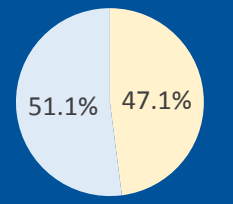
Would you be willing to live outside your country of residence in order to find a job or advance your career?

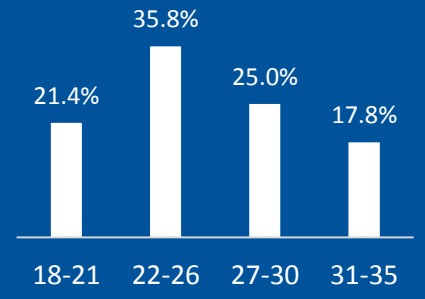
(N=5282)



1st choice	2nd choice
USA (16%)	USA (12%)
Germany (12%)	UK (9.9%)
UK (9.9%)	Canada (7.9%)
Canada (7.3%)	Sweden (6.1%)
Switzerland (6.3%)	Switzerland (5.9%)
Sweden (5.2%)	Germany (5.3%)

Europe

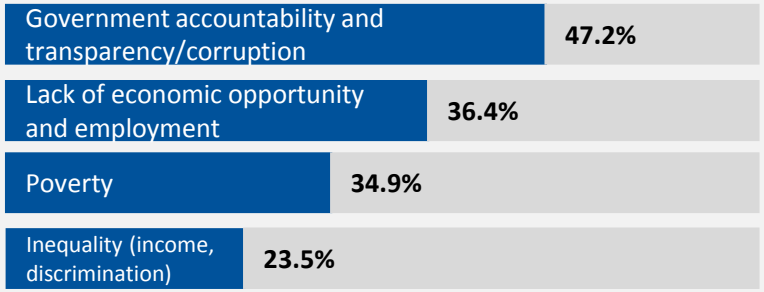




Country	Respondents	%
Germany	3,641	55.9
Spain	464	7.1
Switzerland	447	6.9
Turkey	284	4.4
United Kingdom	246	3.8
Denmark	193	3.0
France	170	2.6
Italy	167	2.6
Austria	116	1.8
Cyprus	110	1.7
Netherlands	87	1.3

Education Level	Respondents	%
Private Sector	1,521	23.3
Student	2,827	43.4
Self-employed	406	6.2
Public Sector	560	8.6
Unemployed	183	2.8
Academic	487	7.5
NGO/International Org.	254	4.0
Other	278	4.3

In your opinion, what are the most serious issues affecting your country today? (N=2673)

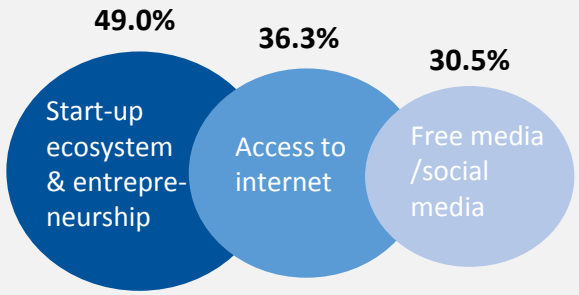


How important is it for you that your country's government takes part in addressing other countries issues? (N=2666)

- 22% Extremely important
- 21% Very important
- 31% Moderately important
- 17% Slightly important
- 9% Not important

43% thinks it very or extremely important

What are the most important factors contributing to youth empowerment in your country? (N=2459)



In your country, which sector do you think would benefit the most from the adoption of the latest technologies? (N=2354)

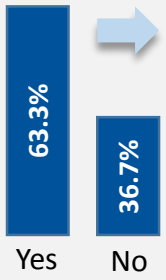
1. Education	24.4%
2. Agriculture	20.0%
3. Healthcare	11.4%
4. Infrastructure development	8.5%
5. Manufacturing	7.1%

What are the most important things that are missing in your society that would make you feel more free? (N=2305)

1. Equal access to opportunities for all	44.7%
2. Job security	28.7%
3. The ability to live without fear	24.9%
4. The ability to live and work anywhere	23.9%
5. The ability to protest against authority	18.1%

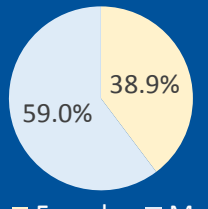
Would you be willing to live outside your country of residence in order to find a job or advance your career?

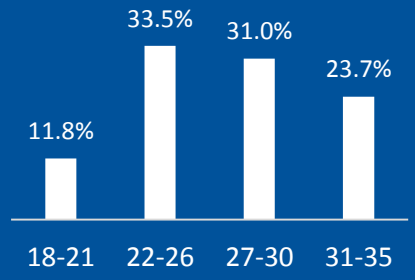
(N=2247)



1st choice	2nd choice
Canada (19%)	USA (13%)
USA (14%)	Canada (11%)
UK (11%)	UK (8.7%)
Australia (5.1%)	Australia (5.3%)
Switzerland (4.5%)	Germany (5.2%)
Belgium (4.4%)	France (4.6%)

Sub-Saharan Africa

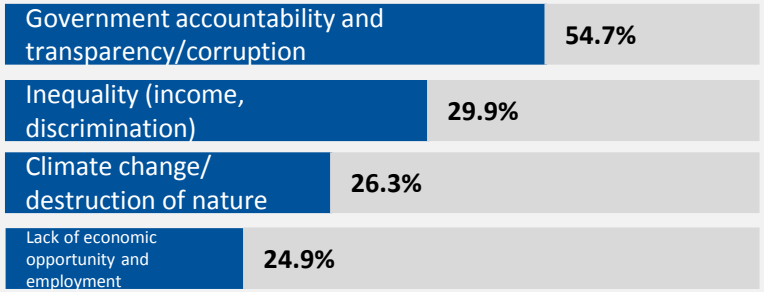




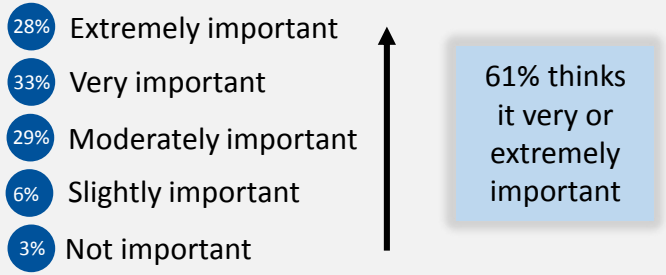
Country	Respondents	%
Benin	866	31.7
Cameroon	289	10.6
Ghana	279	10.2
South Africa	245	9.0
Nigeria	230	8.4
Mozambique	229	8.4
Kenya	82	3.0
Tanzania	68	2.5
Zimbabwe	58	2.1
Lesotho	42	1.5
Cote d'Ivoire	35	1.3

Education Level	Respondents	%
Private Sector	556	20.4
Student	739	27.0
Self-employed	601	22.0
Public Sector	188	6.9
Unemployed	260	9.5
Academic	108	4.0
NGO/International Org.	240	8.8
Other	40	1.5

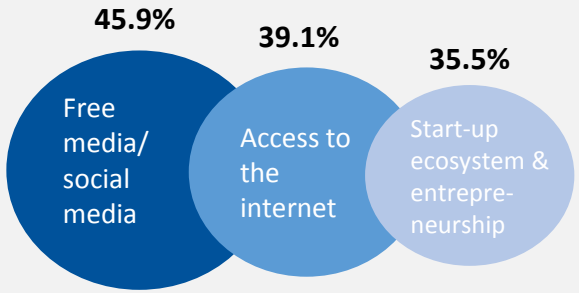
In your opinion, what are the most serious issues affecting your country today? (N=2408)



How important is it for you that your country's government takes part in addressing other countries issues? (N=2407)



What are the most important factors contributing to youth empowerment in your country? (N=2257)



In your country, which sector do you think would benefit the most from the adoption of the latest technologies? (N=2121)

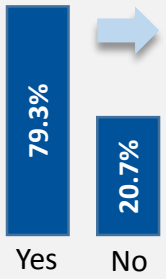
1. Education	17.4%
2. Healthcare	17.4%
3. Manufacturing	13.7%
4. Energy	12.1%
5. Infrastructure development	9.9%

What are the most important things that are missing in your society that would make you feel more free? (N=2075)

1. Equal access to opportunities for all	46.8%
2. The ability to live without fear	28.1%
3. The ability to live and work anywhere	23.3%
4. The ability to make my own life choices	22.7%
5. The ability to protest against authority	22.5%

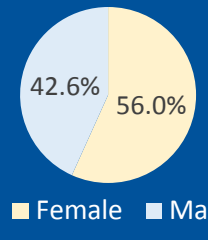
Would you be willing to live outside your country of residence in order to find a job or advance your career?

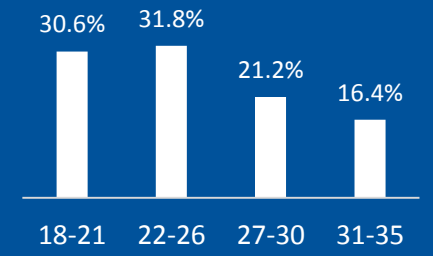
(N=2030)



1st choice	2nd choice
USA (23%)	UK (15%)
UK (12%)	USA (13%)
Australia (11%)	Australia (9.5%)
Canada (8.9%)	Canada (7.9%)
Singapore (6.0%)	Singapore (6.2%)
Japan (5.5%)	Japan (6.1%)

East Asia & Pacific

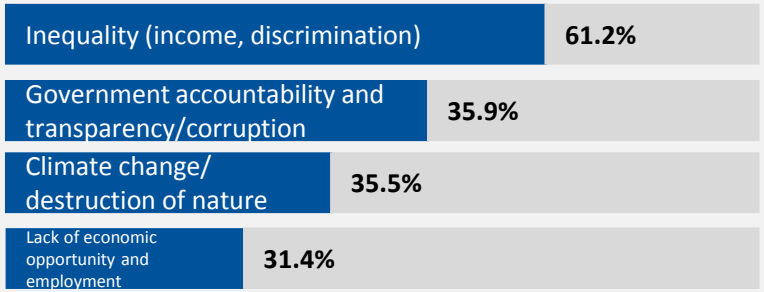




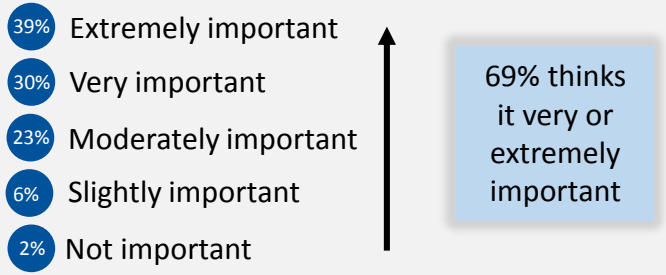
Country	Respondents	%
China	739	30.4
Malaysia	627	25.8
Philippines	393	16.1
Australia	218	9.0
Singapore	162	6.7
Indonesia	94	3.9
Japan	30	1.2
Mongolia	26	1.1

Education Level	Respondents	%
Private Sector	555	22.8
Student	1,032	42.4
Self-employed	296	12.2
Public Sector	204	8.4
Unemployed	69	2.8
Academic	103	4.2
NGO/International Org.	91	3.7
Other	84	3.5

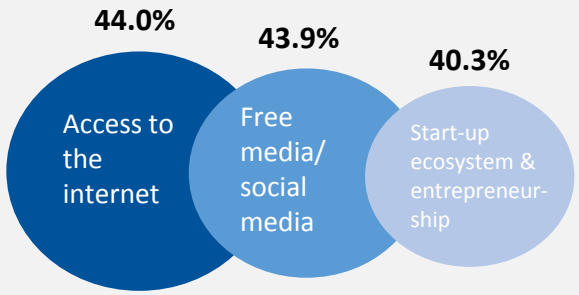
In your opinion, what are the most serious issues affecting your country today? (N=2339)



How important is it for you that your country's government takes part in addressing other countries issues? (N=2340)



What are the most important factors contributing to youth empowerment in your country? (N=2254)



In your country, which sector do you think would benefit the most from the adoption of the latest technologies? (N=2171)

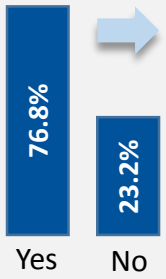
1. Energy	23.4%
2. Healthcare	18.3%
3. Education	14.6%
4. Government	12.8%
5. Infrastructure development	8.9%

What are the most important things that are missing in your society that would make you feel more free? (N=2147)

1. Equal access to opportunities for all	57.7%
2. Job security	30.0%
3. The ability to live and work anywhere	26.8%
4. The ability to live without fear	25.0%
5. The ability to make my own life choices	22.2%

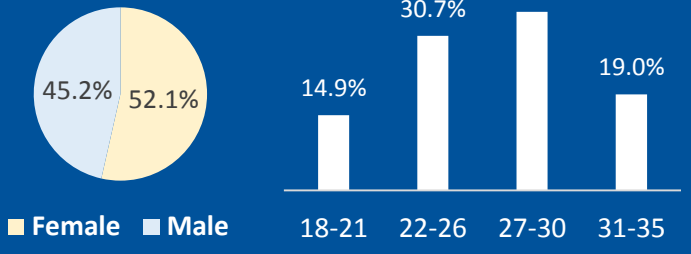
Would you be willing to live outside your country of residence in order to find a job or advance your career?

(N=2113)



1st choice	2nd choice
USA (19%)	UK (12%)
UK (15%)	Canada (8.0%)
Canada (11%)	France (6.8%)
Germany (7.0%)	Germany (6.2%)
France (4.5%)	Australia (5.2%)
China (4.3%)	USA (5.1%)

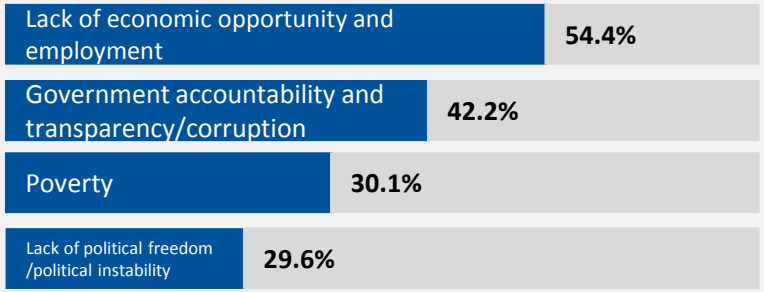
North America



Country	Respondents	%
USA	1,651	69.6
Canada	721	30.4

Education Level	Respondents	%
Private Sector	739	31.2
Student	494	20.8
Self-employed	301	12.7
Public Sector	422	17.8
Unemployed	132	5.6
Academic	89	3.8
NGO/International Org.	140	5.9
Other	55	2.3

In your opinion, what are the most serious issues affecting your country today? (N=2031)

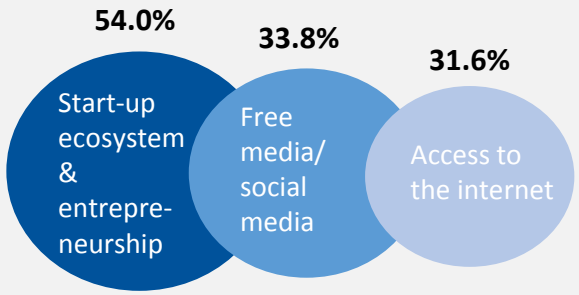


How important is it for you that your country's government takes part in addressing other countries issues? (N=2032)

- 25% Extremely important
- 24% Very important
- 30% Moderately important
- 10% Slightly important
- 11% Not important

49% thinks it very or extremely important

What are the most important factors contributing to youth empowerment in your country? (N=1779)



In your country, which sector do you think would benefit the most from the adoption of the latest technologies? (N=1618)

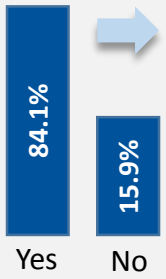
1. Education	26.8%
2. Healthcare	12.5%
3. Energy	12.5%
4. Government	11.4%
5. Infrastructure development	9.6%

What are the most important things that are missing in your society that would make you feel more free? (N=1541)

1. Equal access to opportunities for all	43.7%
2. The ability to live without fear	34.0%
3. The ability to live and work anywhere	31.7%
4. The ability to choose my leaders	25.6%
5. The ability to protest against authority	22.5%

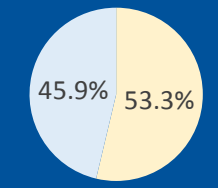
Would you be willing to live outside your country of residence in order to find a job or advance your career?

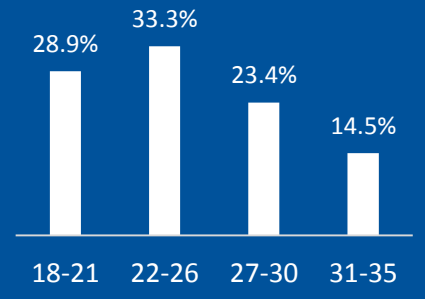
(N=1482)



1st choice	2nd choice
USA (19%)	USA (13%)
UAE (12%)	UK (12)
Canada (11%)	UAE (9.7%)
UK (10%)	Canada (8.5%)
Germany (9.2%)	Germany (8.4%)
Turkey (5.5%)	Turkey (4.7%)

Middle East and North Africa

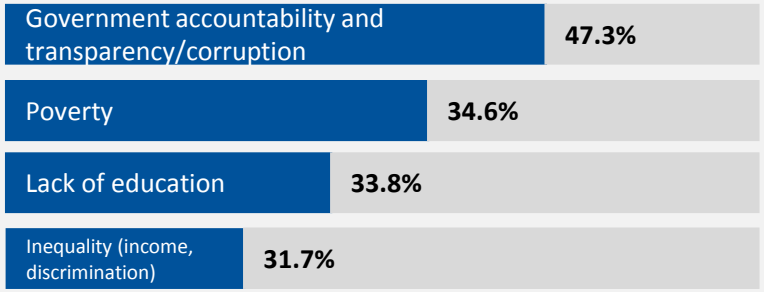




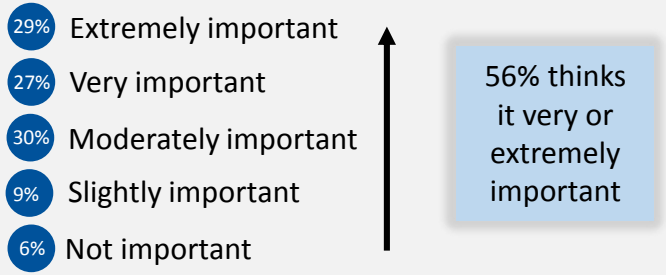
Country	Respondents	%
Palestinian Ter.	796	38.2
Jordan	357	17.1
Bahrain	287	13.8
Egypt	146	7.0
Morocco	79	3.8
Saudi Arabia	76	3.6
Yemen	50	2.4
Lebanon	45	2.2
Israel	43	2.1
UAE	42	2.0
Syria	38	1.8
Iraq	22	1.1

Education Level	Respondents	%
Private Sector	504	24.2
Student	717	34.4
Self-employed	195	9.4
Public Sector	170	8.2
Unemployed	176	8.4
Academic	78	3.7
NGO/International Org.	195	9.4
Other	50	2.4

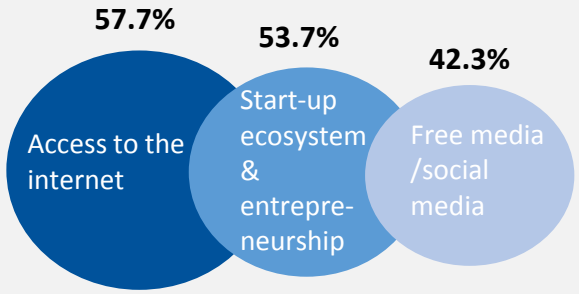
In your opinion, what are the most serious issues affecting your country today? (N=1254)



How important is it for you that your country's government takes part in addressing other countries issues? (N=1254)



What are the most important factors contributing to youth empowerment in your country? (N=1160)



In your country, which sector do you think would benefit the most from the adoption of the latest technologies? (N=1066)

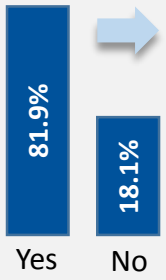
1. Education	19.9%
2. Agriculture	16.8%
3. Government	12.0%
4. Infrastructure development	11.8%
5. Energy	11.3%

What are the most important things that are missing in your society that would make you feel more free? (N=1037)

1. Equal access to opportunities for all	49.9%
2. The ability to live without fear	35.3%
3. The ability to make my own life choices	25.3%
4. The ability to live and work anywhere	21.4%
5. The ability to protest against authority	20.9%

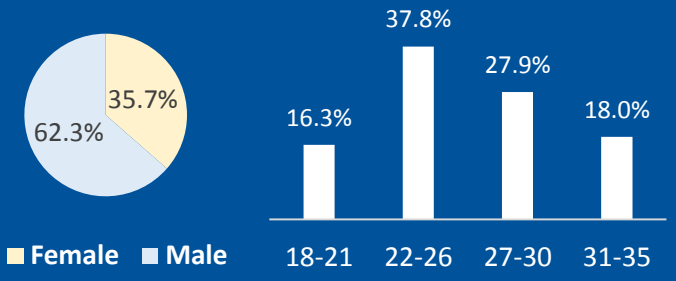
Would you be willing to live outside your country of residence in order to find a job or advance your career?

(N=1006)



1st choice	2nd choice
USA (24%)	UK (14%)
Canada (11%)	USA (12%)
UK (11)	Canada (9.4%)
Germany (9.9%)	Australia (9.2%)
Australia (7.4%)	Germany (8.1%)
Switzerland (4.7%)	UAE (4.9%)

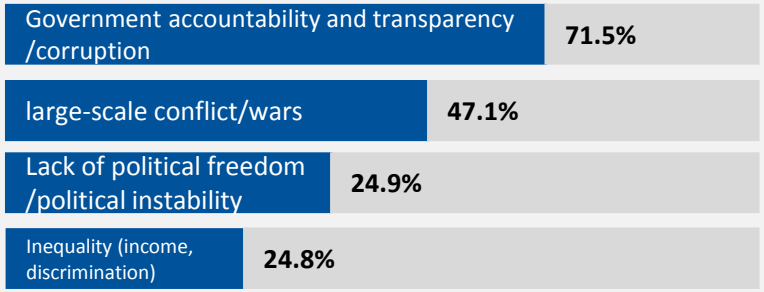
South Asia



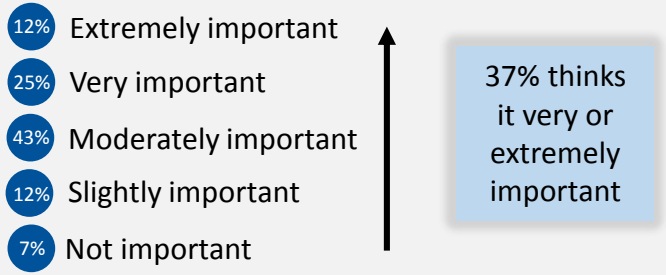
Country	Respondents	%
India	912	70.6
Pakistan	287	22.2
Bangladesh	23	1.8
Afghanistan	22	1.7
Nepal	21	1.6
Sri Lanka	19	1.5

Education Level	Respondents	%
Private Sector	339	26.3
Student	372	28.8
Self-employed	243	18.8
Public Sector	69	5.3
Unemployed	71	5.5
Academic	68	5.3
NGO/International Org.	97	7.5
Other	32	2.5

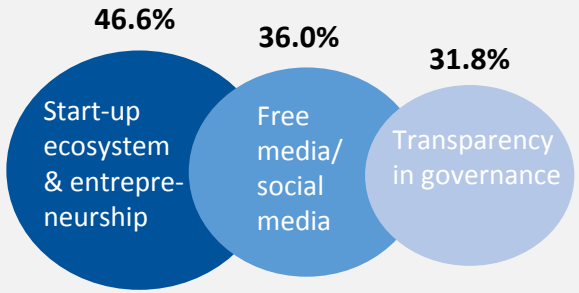
In your opinion, what are the most serious issues affecting your country today? (N=618)



How important is it for you that your country's government takes part in addressing other countries issues? (N=618)



What are the most important factors contributing to youth empowerment in your country? (N=581)



In your country, which sector do you think would benefit the most from the adoption of the latest technologies? (N=543)

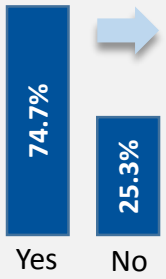
1. Education	17.5%
2. Healthcare	14.0%
3. Basic industries (mining, chemicals, etc.)	12.5%
4. Manufacturing	11.6%
5. Infrastructure development	10.7%

What are the most important things that are missing in your society that would make you feel more free? (N=531)

1. Equal access to opportunities for all	44.4%
2. The ability to live without fear	30.5%
3. The ability to live and work anywhere	30.5%
4. The ability to change the law/constitution	18.5%
5. The ability to choose my leaders	15.6%

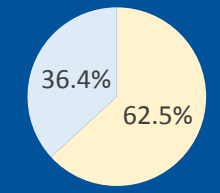
Would you be willing to live outside your country of residence in order to find a job or advance your career?

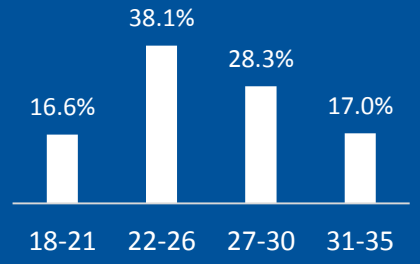
(N=518)



1st choice	2nd choice
USA (26%)	USA (16%)
Germany (13%)	Germany (9.7%)
Canada (9.6%)	UK (9.7)
UK (6.6)	Netherlands (5.2%)
Switzerland (5.8%)	Switzerland (5.2%)
Belgium (4.7%)	Canada (5.0%)

Eurasia





Country	Respondents	%
Ukraine	469	73.6
Russia	69	10.8
Kazakhstan	46	7.2
Armenia	25	3.9
Azerbaijan	12	1.9
Belarus	7	1.1

Education Level	Respondents	%
Private Sector	146	22.9
Student	126	19.8
Self-employed	121	19.0
Public Sector	55	8.6
Unemployed	18	2.8
Academic	30	4.7
NGO/International Org.	102	16.0
Other	39	6.1

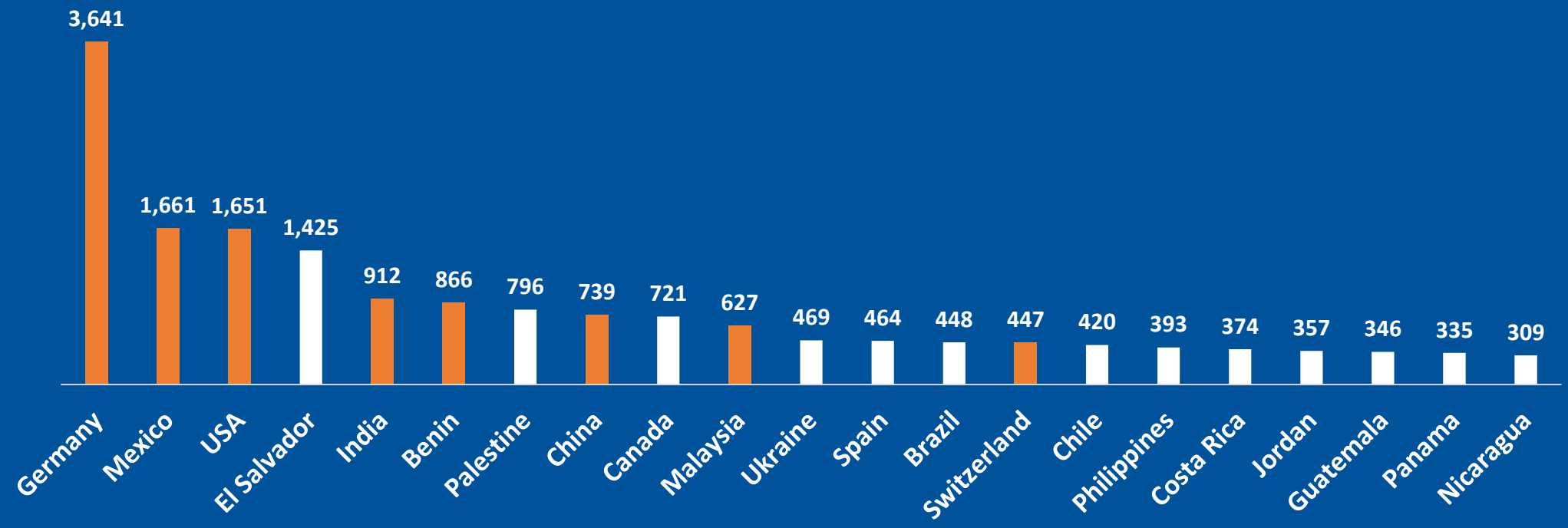
Appendix 2

Country Reports

Country Reports

The country reports provide the charts and an in-depth analysis of some of the core insights discussed in the survey. These reports are provided for a number of selected countries (in orange in the chart).

The country reports provide the country-level results of a selected number of core survey questions. For presentation purposes, the full list of answer choices is not always presented. The user can refer to the next slide to see all answer choices and the exact terminology used in the survey or visit our online Visualisation tool available at www.shaperssurvey.org



Country Explorations

Question selection: Full list of answer choices for each question selected for the country explorations

1.“In your opinion, what are the most serious issues affecting your country today? (Choose up to 3)“

Lack of economic opportunity and employment, large-scale conflict/wars, religious conflicts, ageing population, loss of privacy/security due to technology (online privacy/cybercrime/social media trolling), lack of political freedom/ political instability, lack of healthcare services, safety/security/well-being, climate change/destruction of nature, lack of infrastructure, lack of education, poverty, government accountability and transparency/corruption, food and water security, inequality (income, discrimination), other

2. “How important is it for you that your country's government takes part in addressing other countries issues?”

Extremely important, moderately important, not at all important, slightly important, very important

3. “What are the most important factors contributing to youth empowerment in your country? (Choose up to 3)”

Access to the internet, fair and just system, free media/social media, opportunities in politics, senior role models in society, transparency in governance, engagement with the government (direct or online), flatter hierarchies, start-up ecosystem & entrepreneurship, globalization/free markets, I don't know, other

4. "In your country, which sector do you think would benefit the most from the adoption of the latest technologies? (Choose 1)”

Agriculture, basic industries (mining, chemicals, etc.), education, energy, finance, government, healthcare, infrastructure development, manufacturing, retailing

5. “What are the most important things that are missing in your society that would make you feel more free? (Choose up to 3)“

The ability to live without fear, the ability to write anything, the ability to follow any faith or religion including no religion, the ability to change the law/constitution, the ability to live and work anywhere, the ability to choose my leaders, equal access to opportunities for all, the ability to say what I think, the ability to meet with anyone, the ability to wear what I want, the ability to read anything, the ability to make my own life choices, job security, nothing is missing in my society that would make me feel more free, the ability to protest against authority, other

6. “Would you be willing to live outside your country of residence to advance your career?”

Yes, No

If yes:

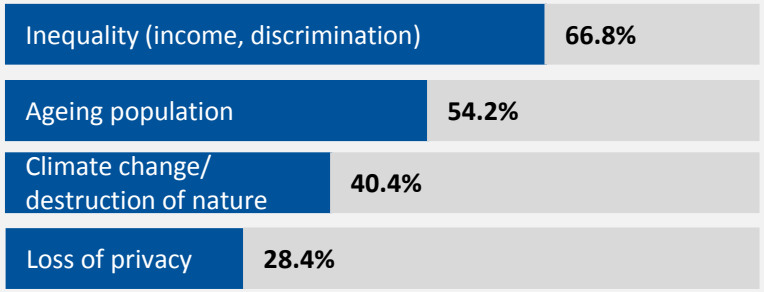
6.1 “Please list your FIRST choice of country you would like to live in.”

Full list of countries and territories

6.2 “Please list your SECOND choice of country you would like to live in.”

Full list of countries and territories

In your opinion, what are the most serious issues affecting your country today? (N=3569)

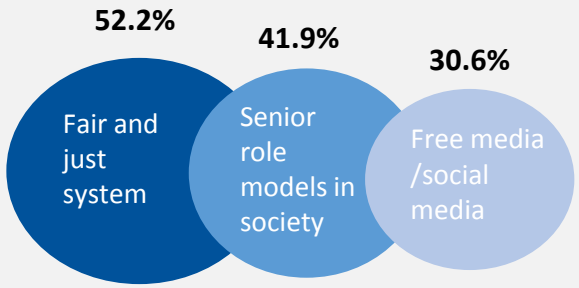


How important is it for you that your country's government takes part in addressing other countries issues? (N=3564)

- 23% Extremely important
- 43% Very important
- 37% Moderately important
- 12% Slightly important
- 8% Not important

66% thinks it very or extremely important

What are the most important factors contributing to youth empowerment in your country? (N=3296)



In your country, which sector do you think would benefit the most from the adoption of the latest technologies? (N=3061)

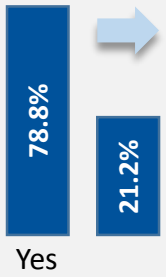
1. Manufacturing	37.2%
2. Energy	18.2%
3. Healthcare	13.5%
4. Infrastructure development	10.3%
5. Education	6.9%

What are the most important things that are missing in your society that would make you feel more free? (N=3003)

1. Equal access to opportunities for all	49.2%
2. Job security	25.3%
3. Nothing is missing from my society	21.6%
4. The ability to live without fear	13.6%
5. The ability to live and work anywhere	11.9%

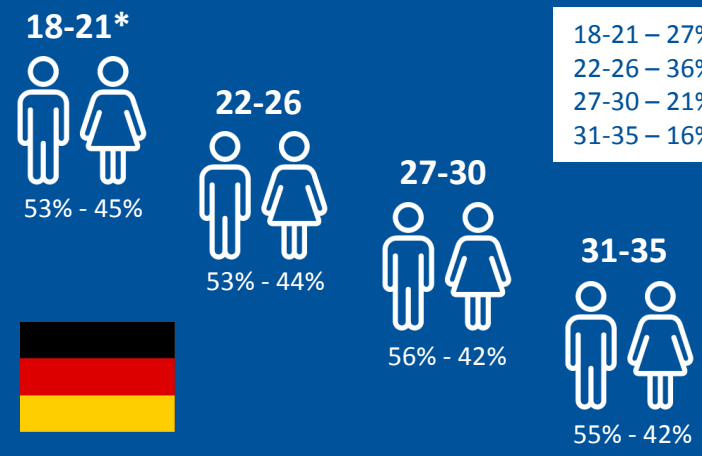
Would you be willing to live outside your country of residence in order to find a job or advance your career?

(N=2924)



1st choice	2nd choice
Germany (13%)	USA (9.9%)
USA (11%)	Sweden (8.9%)
UK (7.9%)	UK (8.1%)
Canada (7.8%)	Canada (8.1%)
Sweden (7.0%)	Switzerland (6.9%)
Switzerland (6.3%)	France (5.5%)

Germany – 3,641 Respondents

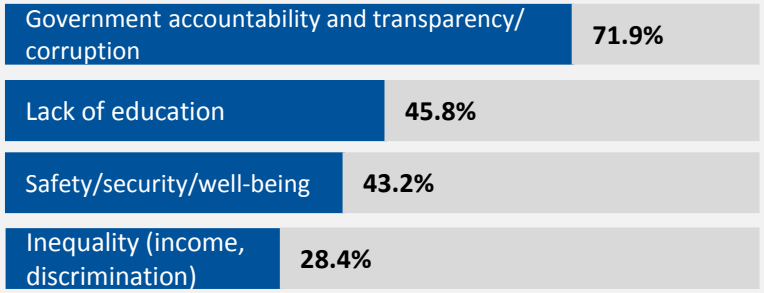


* "Other" or "prefer not to answer" as gender choice are not shown.

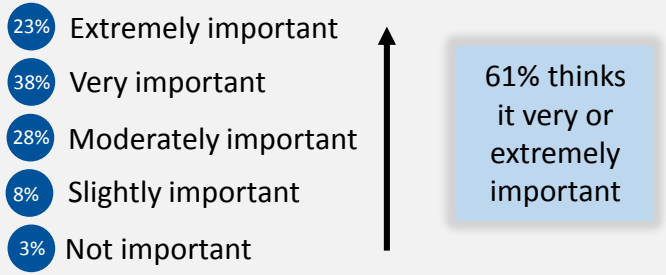
Employment	Respondents	%
Academic	339	9.3%
NGO/International Org.	91	2.5%
Other	202	5.5%
Private Sector	589	16.2%
Public Sector	311	8.5%
Self-employed	137	3.8%
Student	1897	52.1%
Unemployed	75	2.1%

Education Level	Respondents	%
Bachelor's degree	944	25.9%
Finished primary	45	1.2%
Finished secondary	1628	44.7%
None of above options	76	2.1%
Postgraduate/Master's or higher	948	26.0%
Some primary	0	0.0%

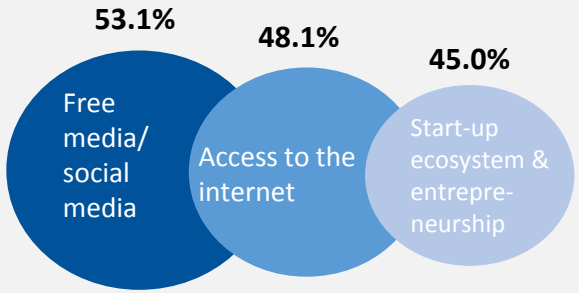
In your opinion, what are the most serious issues affecting your country today? (N=1627)



How important is it for you that your country's government takes part in addressing other countries issues? (N=1629)



What are the most important factors contributing to youth empowerment in your country? (N=1499)



In your country, which sector do you think would benefit the most from the adoption of the latest technologies? (N=1404)

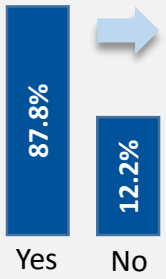
1. Education	23.1%
2. Healthcare	16.3%
3. Energy	14.3%
4. Manufacturing	12.8%
5. Infrastructure development	11.2%

What are the most important things that are missing in your society that would make you feel more free? (N=1349)

1. Equal access to opportunities for all	49.2%
2. Job security	25.3%
3. Nothing is missing from my society	21.6%
4. The ability to live without fear	13.6%
5. The ability to live and work anywhere	11.9%

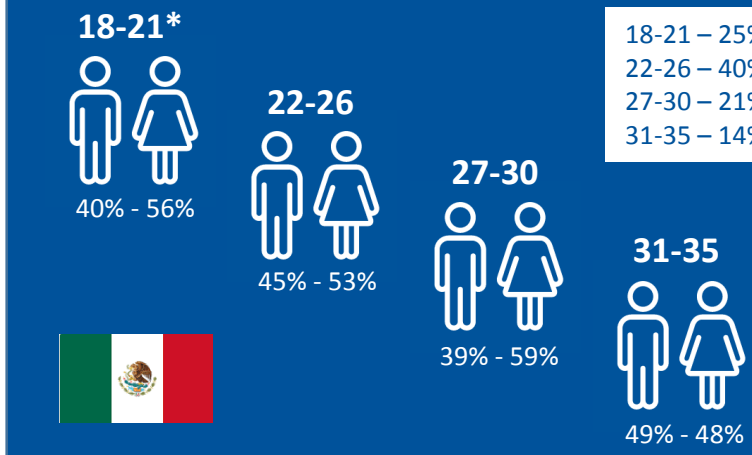
Would you be willing to live outside your country of residence in order to find a job or advance your career?

(N=1323)



1st choice	2nd choice
Canada (21%)	Canada (15%)
USA (14%)	USA (9.8%)
Germany (7.7%)	Germany (9.0%)
France (6.8%)	UK (7.0%)
Spain (6.8%)	Spain (6.5%)
UK (5.7%)	France (6.2%)

Mexico – 1,661 Respondents

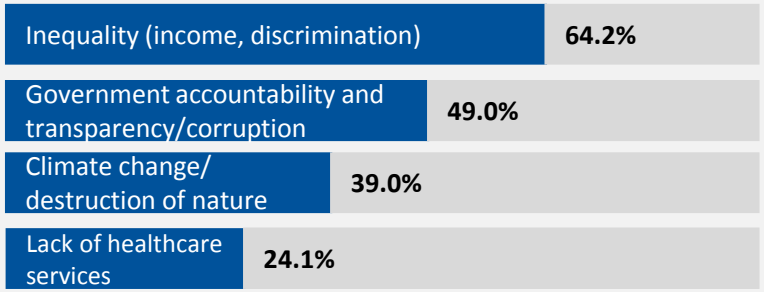


* "Other" or "prefer not to answer" as gender choice are not shown.

Employment	Respondents	%
Academic	106	6.4%
NGO/International Org.	62	3.7%
Other	36	2.2%
Private Sector	437	26.3%
Public Sector	175	10.5%
Self-employed	294	17.7%
Student	489	29.4%
Unemployed	62	3.7%

Education Level	Respondents	%
Bachelor's degree	1040	62.6%
Finished primary	3	0.2%
Finished secondary	317	19.1%
None of above options	11	0.7%
Postgraduate/Master's or higher	290	17.5%
Some primary	0	0.0%

In your opinion, what are the most serious issues affecting your country today? (N=1621)

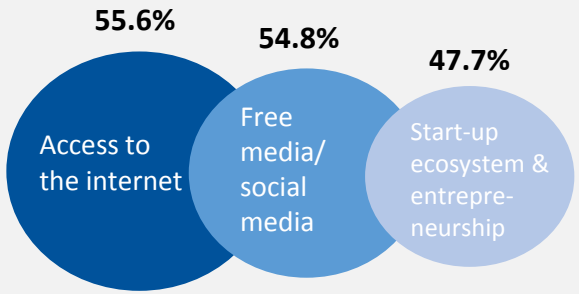


How important is it for you that your country's government takes part in addressing other countries issues? (N=1621)

- 32% Extremely important
- 30% Very important
- 27% Moderately important
- 8% Slightly important
- 3% Not important

62% thinks it very or extremely important

What are the most important factors contributing to youth empowerment in your country? (N=1546)



In your country, which sector do you think would benefit the most from the adoption of the latest technologies? (N=1477)

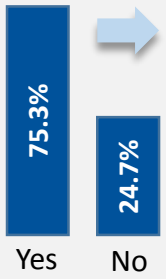
1. Energy	25.9%
2. Healthcare	18.8%
3. Government	13.3%
4. Education	13.1%
5. Infrastructure development	8.9%

What are the most important things that are missing in your society that would make you feel more free? (N=1457)

1. Equal access to opportunities for all	56.9%
2. The ability to live without fear	25.3%
3. The ability to live and work anywhere	23.9%
4. Job security	19.3%
5. The ability to change the law/ constitution	14.7%

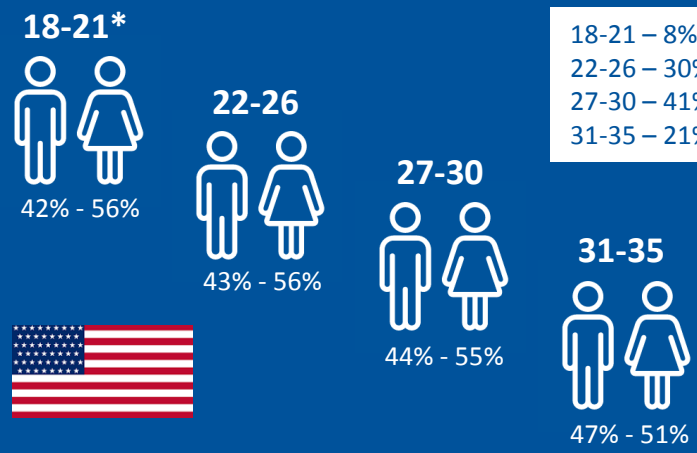
Would you be willing to live outside your country of residence in order to find a job or advance your career?

(N=1431)



1st choice	2nd choice
UK (19%)	UK (12%)
Canada (9.6%)	Canada (9.4%)
Germany (9.4%)	France (8.4%)
USA (8.7%)	Germany (7.7%)
France (5.3%)	Australia (5.0%)
Spain (3.6%)	Switzerland (4.3%)

USA – 1,651 Respondents



* "Other" or "prefer not to answer" as gender choice are not shown.

Employment	Respondents	%
Academic	67	4.1%
NGO/International Org.	112	6.8%
Other	42	2.5%
Private Sector	608	36.8%
Public Sector	333	20.2%
Self-employed	198	12.0%
Student	237	14.4%
Unemployed	54	3.3%

Education Level	Respondents	%
Bachelor's degree	898	54.4%
Finished primary	36	2.2%
Finished secondary	210	12.7%
None of above options	0	0.0%
Postgraduate/Master's or higher	499	30.2%
Some primary	8	0.5%

In your opinion, what are the most serious issues affecting your country today? (N=888)

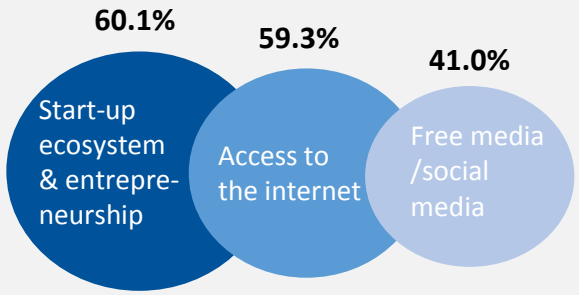
Government accountability and transparency/corruption	40.4%
Poverty	40.0%
Inequality (income, discrimination)	35.9%
Religious conflicts	30.1%

How important is it for you that your country's government takes part in addressing other countries issues? (N=888)

- 32% Extremely important
- 30% Very important
- 30% Moderately important
- 6% Slightly important
- 2% Not important

62% thinks it very or extremely important

What are the most important factors contributing to youth empowerment in your country? (N=827)



In your country, which sector do you think would benefit the most from the adoption of the latest technologies? (N=760)

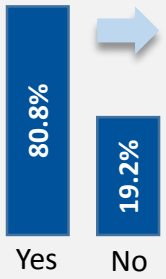
1. Education	18.8%
2. Agriculture	17.2%
3. Government	12.9%
4. Infrastructure development	12.5%
5. Healthcare	11.7%

What are the most important things that are missing in your society that would make you feel more free? (N=743)

1. Equal access to opportunities for all	49.3%
2. The ability to live without fear	35.0%
3. The ability to make my own life choices	25.4%
4. The ability to protest against authority	23.7%
5. The ability to change the law/ constitution	20.5%

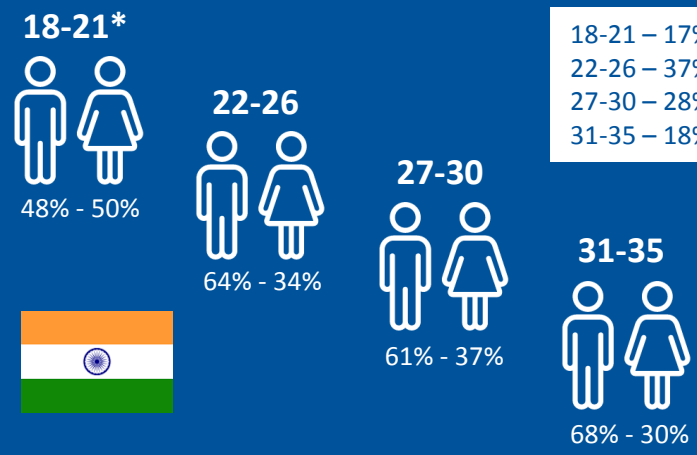
Would you be willing to live outside your country of residence in order to find a job or advance your career?

(N=723)



1st choice	2nd choice
USA (26%)	UK (15%)
UK (10%)	USA (13%)
Germany (9.8%)	Germany (8.7%)
Canada (8.4%)	Canada (8.3%)
Australia (6.5%)	Australia (7.3%)
Singapore (5.6%)	Singapore (5.7%)

India - 912 Respondents

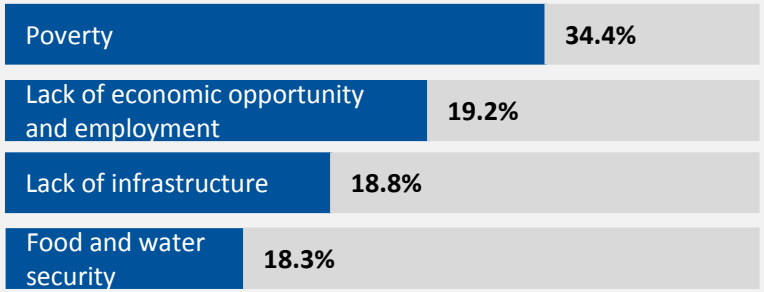


* "Other" or "prefer not to answer" as gender choice are not shown.

Employment	Respondents	%
Academic	45	4.9%
NGO/International Org.	70	7.7%
Other	19	2.1%
Private Sector	255	28.0%
Public Sector	34	3.7%
Self-employed	179	19.6%
Student	267	29.3%
Unemployed	43	4.7%

Education Level	Respondents	%
Bachelor's degree	391	42.9%
Finished primary	3	0.3%
Finished secondary	116	12.7%
None of above options	1	0.1%
Postgraduate/Master's or higher	401	44.0%
Some primary	0	0.0%

In your opinion, what are the most serious issues affecting your country today? (N=848)

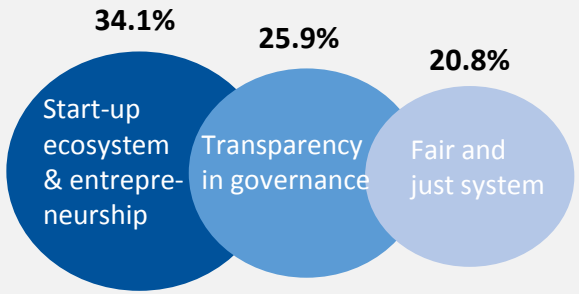


How important is it for you that your country's government takes part in addressing other countries issues? (N=842)

- 36% Extremely important
- 14% Very important
- 36% Moderately important
- 32% Slightly important
- 15% Not important

50% thinks it very or extremely important

What are the most important factors contributing to youth empowerment in your country? (N=769)



In your country, which sector do you think would benefit the most from the adoption of the latest technologies? (N=747)

1. Agriculture	29.3%
2. Education	28.1%
3. Infrastructure development	8.3%
4. Healthcare	8.2%
5. Manufacturing	5.9%

What are the most important things that are missing in your society that would make you feel more free? (N=738)

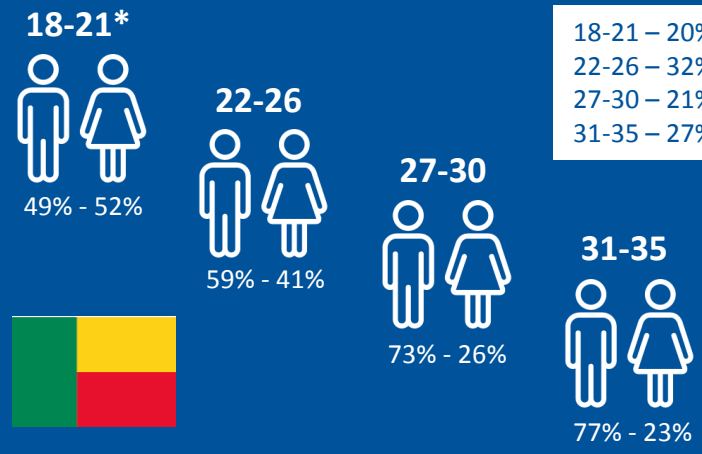
1. Job security	27.3%
2. Equal access to opportunities for all	20.7%
3. The ability to live without fear	15.2%
4. The ability to say what I think	13.1%
5. The ability to live and work anywhere	12.9%

Would you be willing to live outside your country of residence in order to find a job or advance your career?

(N=724)

1st choice	2nd choice
Canada (20%)	Belgium (12%)
Belgium (19%)	Canada (12%)
China (7.2%)	USA (7.7%)
France (7.2%)	France (6.6%)
USA (5.1%)	China (5.5%)
Benin (3.6%)	Brazil (4.9%)

Benin - 866 Respondents

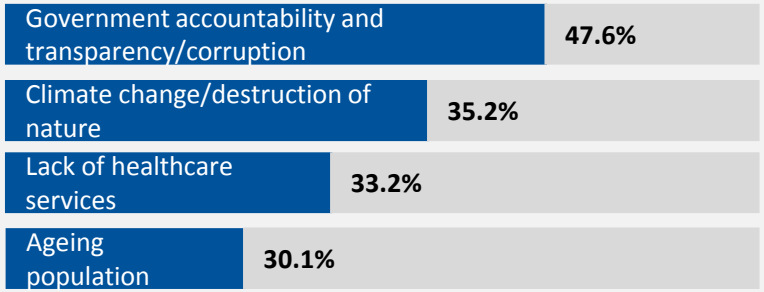


* "Other" or "prefer not to answer" as gender choice are not shown.

Employment	Respondents	%
Academic	24	2.8%
NGO/International Org.	39	4.5%
Other	0	0.0%
Private Sector	37	4.3%
Public Sector	32	3.7%
Self-employed	260	30.0%
Student	399	46.1%
Unemployed	75	8.7%

Education Level	Respondents	%
Bachelor's degree	428	49.4%
Finished primary	118	13.6%
Finished secondary	75	8.7%
None of above options	28	3.2%
Postgraduate/Master's or higher	175	20.2%
Some primary	42	4.8%

In your opinion, what are the most serious issues affecting your country today? (N=731)

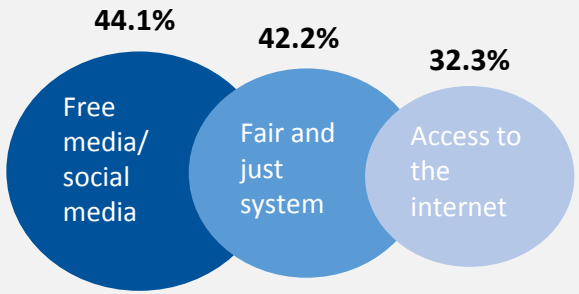


How important is it for you that your country's government takes part in addressing other countries issues? (N=731)

- 28% Extremely important
- 38% Very important
- 26% Moderately important
- 6% Slightly important
- 2% Not important

66% thinks it very or extremely important

What are the most important factors contributing to youth empowerment in your country? (N=678)



In your country, which sector do you think would benefit the most from the adoption of the latest technologies? (N=629)

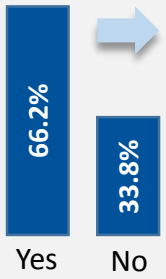
1. Healthcare	18.3%
2. Manufacturing	17.0%
3. Energy	14.5%
4. Education	9.6%
5. Finance	9.4%

What are the most important things that are missing in your society that would make you feel more free? (N=610)

1. Equal access to opportunities for all	35.1%
2. The ability to protest against authority	25.1%
3. The ability to make my own life choices	23.3%
4. The ability to change the law/ constitution	22.5%
5. The ability to say what I think	20.5%

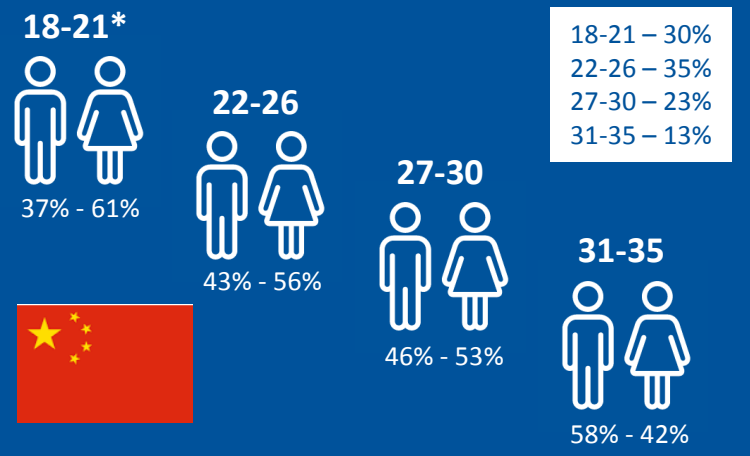
Would you be willing to live outside your country of residence in order to find a job or advance your career?

(N=591)



1st choice	2nd choice
USA (31%)	USA (16%)
Australia (7.4%)	UK (11%)
China (7.1%)	Australia (8.0%)
Germany (5.7%)	Canada (7.4%)
UK (5.5%)	Japan (6.8%)
Japan (4.9%)	Germany (6.6%)

China - 739 Respondents

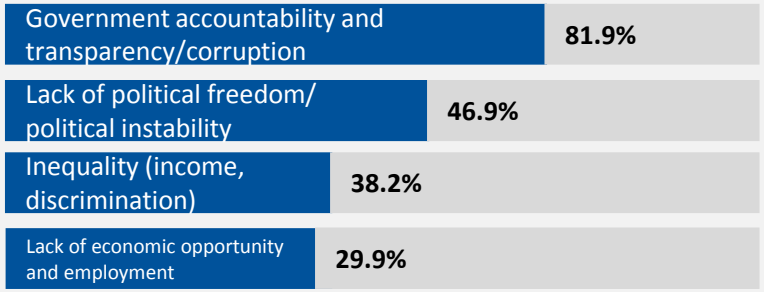


* "Other" or "prefer not to answer" as gender choice are not shown.

Employment	Respondents	%
Academic	30	4.1%
NGO/International Org.	22	3.0%
Other	15	2.0%
Private Sector	131	17.7%
Public Sector	61	8.3%
Self-employed	117	15.8%
Student	348	47.1%
Unemployed	15	2.0%

Education Level	Respondents	%
Bachelor's degree	382	51.7%
Finished primary	1	0.1%
Finished secondary	84	11.4%
None of above options	39	5.3%
Postgraduate/Master's or higher	232	31.4%
Some primary	1	0.1%

In your opinion, what are the most serious issues affecting your country today? (N=623)

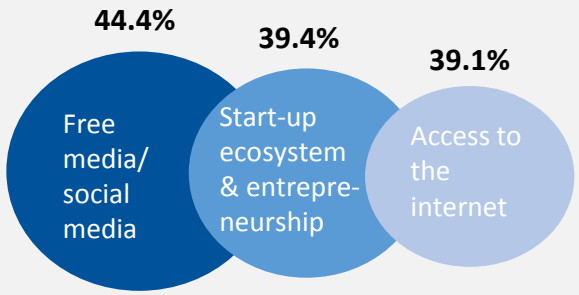


How important is it for you that your country's government takes part in addressing other countries issues? (N=623)

- 29% Extremely important
- 29% Very important
- 33% Moderately important
- 6% Slightly important
- 3% Not important

58% thinks it very or extremely important

What are the most important factors contributing to youth empowerment in your country? (N=576)



In your country, which sector do you think would benefit the most from the adoption of the latest technologies? (N=531)

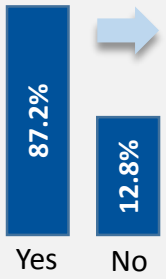
1. Education	19.2%
2. Healthcare	15.4%
3. Manufacturing	15.4%
4. Infrastructure development	13.0%
5. Energy	9.0%

What are the most important things that are missing in your society that would make you feel more free? (N=518)

1. Equal access to opportunities for all	50.0%
2. The ability to live without fear	35.1%
3. The ability to protest against authority	27.8%
4. The ability to choose my leaders	25.5%
5. The ability to say what I think	25.1%

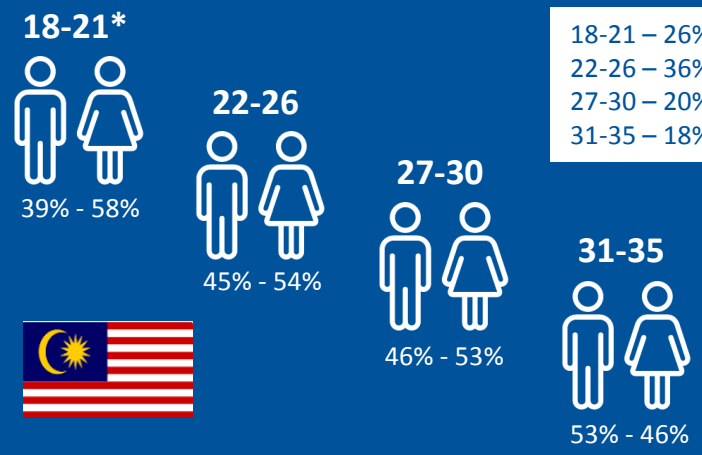
Would you be willing to live outside your country of residence in order to find a job or advance your career?

(N=507)



1st choice	2nd choice
Australia (15%)	UK (16%)
UK (14%)	Australia (13%)
USA (14%)	Singapore (11%)
Canada (9.3%)	USA (7.5%)
Singapore (9.1%)	New Zealand (6.3%)
Japan (5.4%)	Japan (5.8%)

Malaysia - 627 Respondents

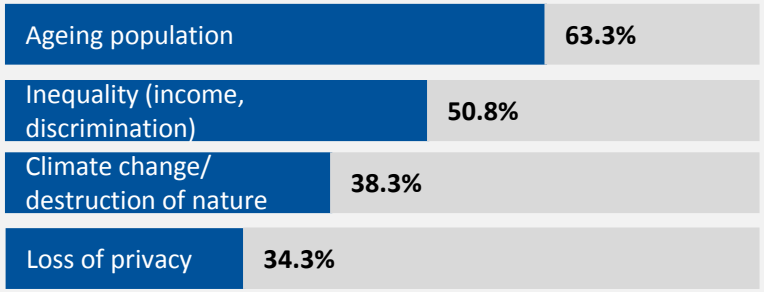


* "Other" or "prefer not to answer" as gender choice are not shown.

Employment	Respondents	%
Academic	34	5.4%
NGO/International Org.	12	1.9%
Other	7	1.1%
Private Sector	187	29.8%
Public Sector	38	6.1%
Self-employed	49	7.8%
Student	277	44.2%
Unemployed	23	3.7%

Education Level	Respondents	%
Bachelor's degree	323	51.5%
Finished primary	1	0.2%
Finished secondary	206	32.9%
None of above options	2	0.3%
Postgraduate/Master's or higher	94	15.0%
Some primary	1	0.2%

In your opinion, what are the most serious issues affecting your country today? (N=431)

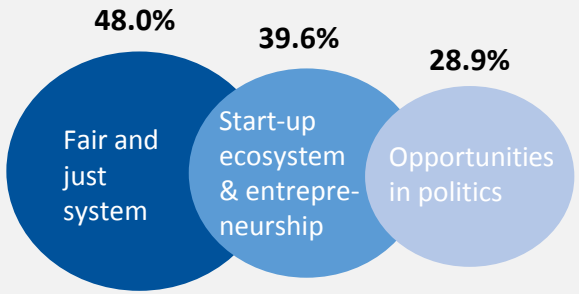


How important is it for you that your country's government takes part in addressing other countries issues? (N=434)

- 25% Extremely important
- 34% Very important
- 28% Moderately important
- 10% Slightly important
- 3% Not important

59% thinks it very or extremely important

What are the most important factors contributing to youth empowerment in your country? (N=394)



In your country, which sector do you think would benefit the most from the adoption of the latest technologies? (N=359)

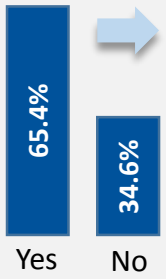
1. Energy	27.0%
2. Healthcare	20.1%
3. Manufacturing	14.2%
4. Finance	10.9%
5. Education	7.0%

What are the most important things that are missing in your society that would make you feel more free? (N=353)

1. Nothing is missing from my society	32.9%
2. Equal access to opportunities for all	30.3%
3. Job security	22.9%
4. The ability to live and work anywhere	20.1%
5. The ability to live without fear	15.6%

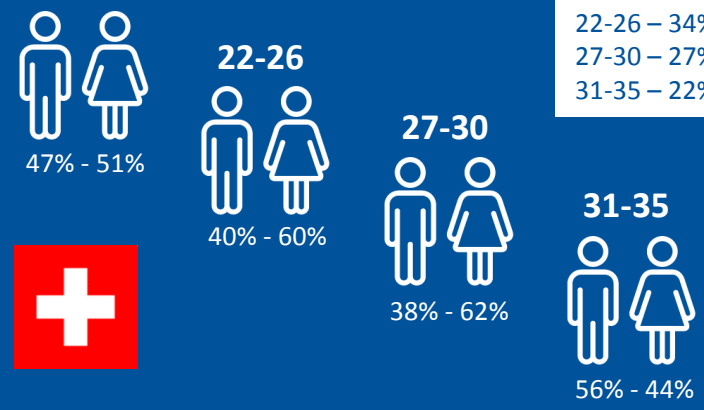
Would you be willing to live outside your country of residence in order to find a job or advance your career?

(N=344)



1st choice	2nd choice
USA (19%)	UK (15%)
Canada (13%)	USA (14%)
Germany (9.5%)	Canada (12%)
UK (9.5%)	Germany (7.5%)
Switzerland (6.6%)	Australia (6.0%)
France (5.7%)	Japan (4.0%)

Switzerland - 447 Respondents



* "Other" or "prefer not to answer" as gender choice are not shown.

Employment	Respondents	%
Academic	24	5.4%
NGO/International Org.	31	6.9%
Other	11	2.5%
Private Sector	121	27.1%
Public Sector	66	14.8%
Self-employed	22	4.9%
Student	161	36.0%
Unemployed	11	2.5%

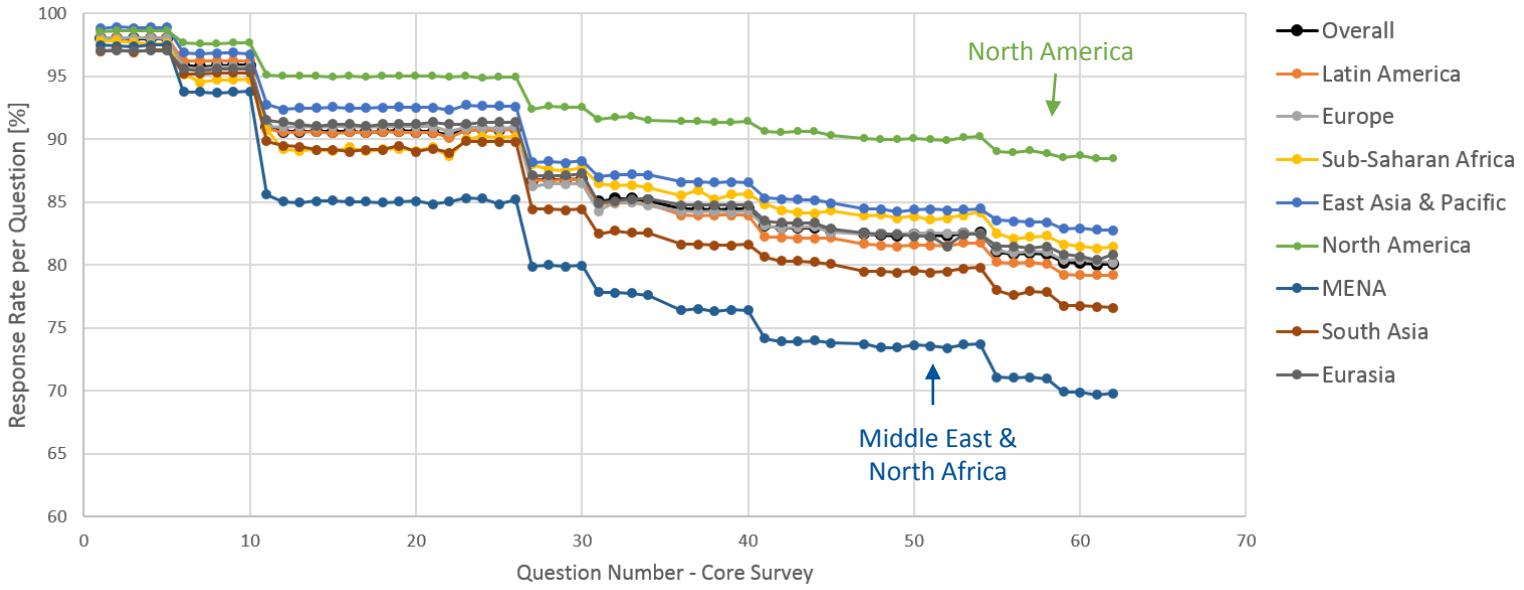
Education Level	Respondents	%
Bachelor's degree	174	38.9%
Finished primary	6	1.3%
Finished secondary	105	23.5%
None of above options	15	3.4%
Postgraduate/Master's or higher	147	32.9%
Some primary	0	0.0%

Appendix 3

Data Sample and Cleaning Strategy

Data Sample and Cleaning Strategy

A total of 31,495 individuals participated in the 2017 edition of the Global Shapers Annual Survey, whether through an online or paper version. For the final analyses presented in this report, a number of quality checks were applied to the raw data sample. Surveys with incomplete answers to the mandatory background questions were eliminated. The answers of individuals falling outside of the target age range of 18 to 35 were also disqualified. Finally, surveys taken online that were completed in less than five minutes were rejected, as such low completion times indicate poor concentration and mostly unreliable answers. These cuts brought the final sample to 24,766 surveys, of which 19,994 are fully completed and 4,772 are partially completed. The sample of partial surveys were included as no strong biases were observed when comparing the results of the two samples (completed versus partial). Moreover, the survey was structured without any dependency between the first and last questions. Respondents were encouraged to answer a question left unanswered by a prompt presented before moving to the next question, but they were not forced to answer, such that even for the complete data set some participants left questions deliberately blank. Of the final sample, 2,092 surveys were completed by members of the Global Shapers Community itself.



The chart shows the response rate (normalized to the starting sample of 24,766 surveys) per question in the core survey. It shows that from the first question to the last, the dropout rate is about 20% overall, with all sub regions close to that average value. The two noticeable exceptions are North America, for which the dropout rate is only 12%, and the Middle East and North Africa region, with a dropout rate is over 30%. These differences in the sample make-up for different survey questions must be kept in mind when interpreting the results.

Since many survey questions ask about young people's perceptions of their country, any potential bias in the aggregation of the responses by country was eliminated by asking the respondents to state whether they wished to comment about their country of residence or their country of nationality if they differed. 93% of survey respondents commented about their country of nationality while 7% commented about a country of residence different than their country of nationality.

Over 4,200 respondents of the 2017 survey indicated they had also completed the 2016 survey.