

Pathways to Progress

Global Youth Survey 2017: Economic Prospects & Expectations

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Global Pathways to Progress Commitment

Citi Foundation's flagship initiative focused on advancing youth economic opportunities was launched in 2014 with a three-year, \$50MM commitment focused on 10 U.S. cities. The effort went global in November 2015 with the release of Accelerating Pathways, research conducted by The Economist Intelligence Unit.

On February 22nd, we announced the Foundation's largest philanthropic effort in its history and expanded our global commitment to youth employment and job readiness over the next 3 years

Foundation Investment



\$100MM to support 500,000 youth

Citi Foundation to invest in leading community organizations globally and partner with mayors to prepare urban youth and connect them to jobs

Employee Volunteers

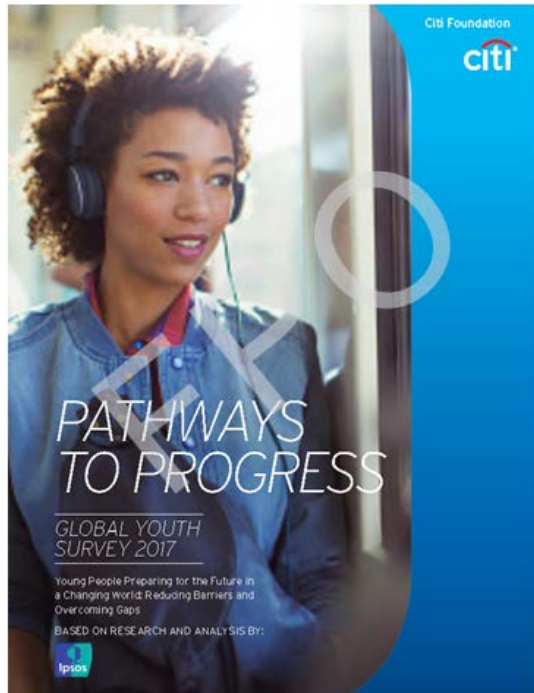


10,000 Citi employee volunteers

Citi employees to volunteer their time and talent in projects that help young people build their employability skills

Global Youth Survey 2017

In conjunction with the expanded *Pathways to Progress* global investment, the Citi Foundation commissioned a survey with Ipsos to build on existing research and further gauge the economic prospects and pursuits of youth around the world.



- Survey covers the economic aspirations and perspectives of more than 7,000 youth across 45 cities and 32 countries
- Specifically, the research looks at:
 - How do young people view their future career success?
 - What types of careers are young people interested in?
 - What resources do they have to help connect them to employment opportunities?
 - What barriers, in their minds, do they face when preparing for their future careers?

Young people today make up the largest youth population in history

- 1.2B people and 16% of the world's population (ages 15-24)

This generation faces a common challenge: persistent youth unemployment

- 71 million young people are currently looking for a job (ages 15-29)

Global Youth Survey Methodology

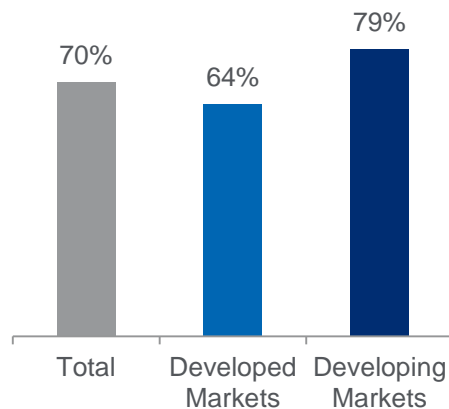
- 20 minute online survey
- Target: 18-24 yr. olds
 - ~50% high income / 50% low income
 - Gender: Male: 51% / Female: 49%
- Total Sample size: N=7,000 (~N=150 per city)
- Geography: 45 global cities in 32 countries (markets: 56% developed / 44% developing)
 - APAC: Bangkok, Beijing, Delhi, Hong Kong, Jakarta, Kuala Lumpur, Manila, Seoul, Shanghai, Singapore, Sydney, Taipei, Ho Chi Minh, Mumbai, Tokyo
 - LATAM: Bogota, Buenos Aires, Lima, Mexico City, Panama City, Sao Paulo, Santo Domingo, San Salvador, Guadalajara
 - EMEA: Casablanca, Dubai, Istanbul, Johannesburg, Lagos, London, Madrid, Moscow, Tel Aviv, Warsaw, Nairobi
 - NAM: Chicago, Los Angeles, Miami, New York, Toronto, Washington D.C., San Francisco, Dallas, St. Louis, Jacksonville/Tampa, Cleveland
- Income: 52% earn more than median income / 48% earn less than median income
- Timing: November 2016 – January 2017

Global Youth Survey – Key Trends

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

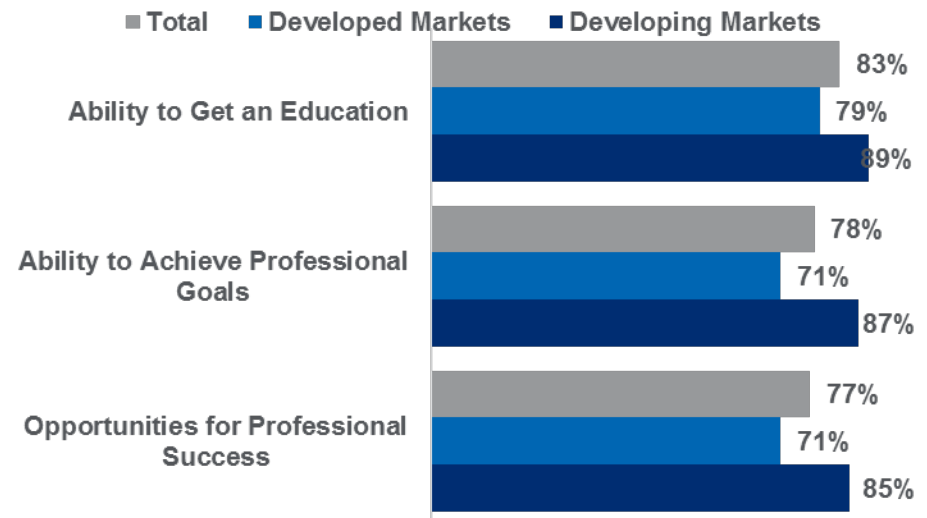
- Young people from large global cities are very optimistic about their future career opportunities, particularly true of those in developing markets.
- This optimism is grounded in the belief that, relative to their parents, they are much better off in their ability to get an education, achieve their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

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



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

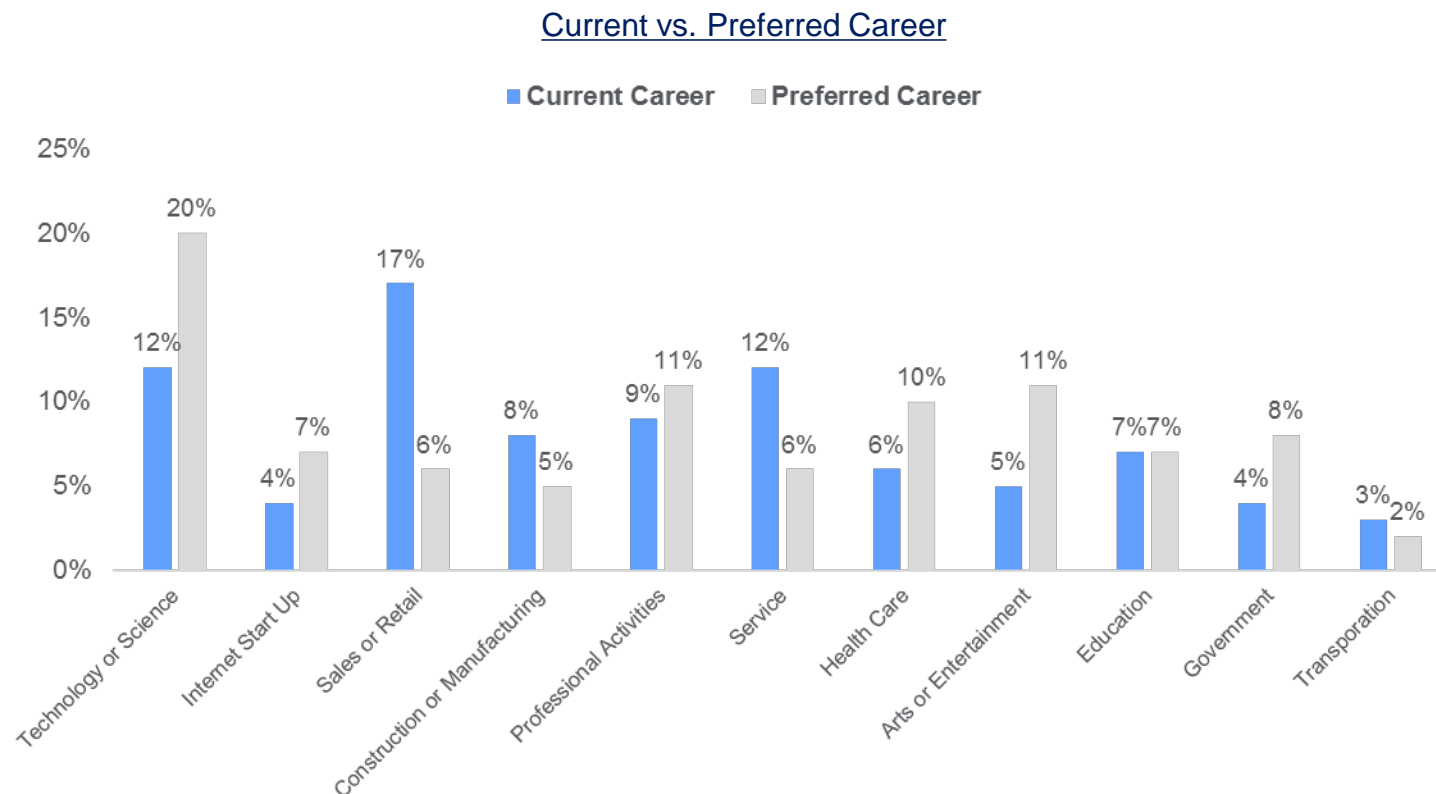
% Believe they are doing better relative to their parents when at the same age



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

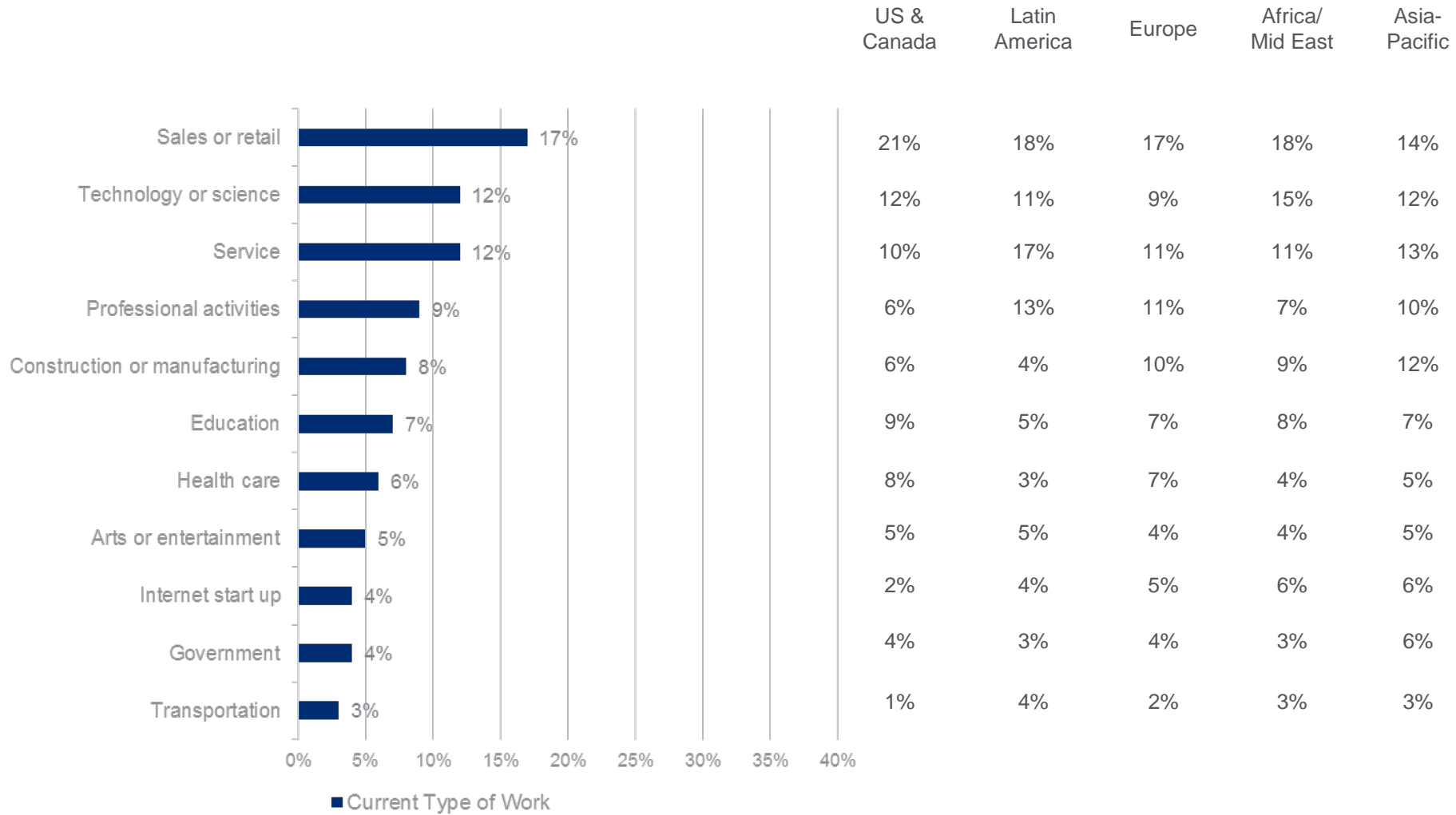
2. For many youth, a mismatch exists between the jobs they have and their aspirations

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



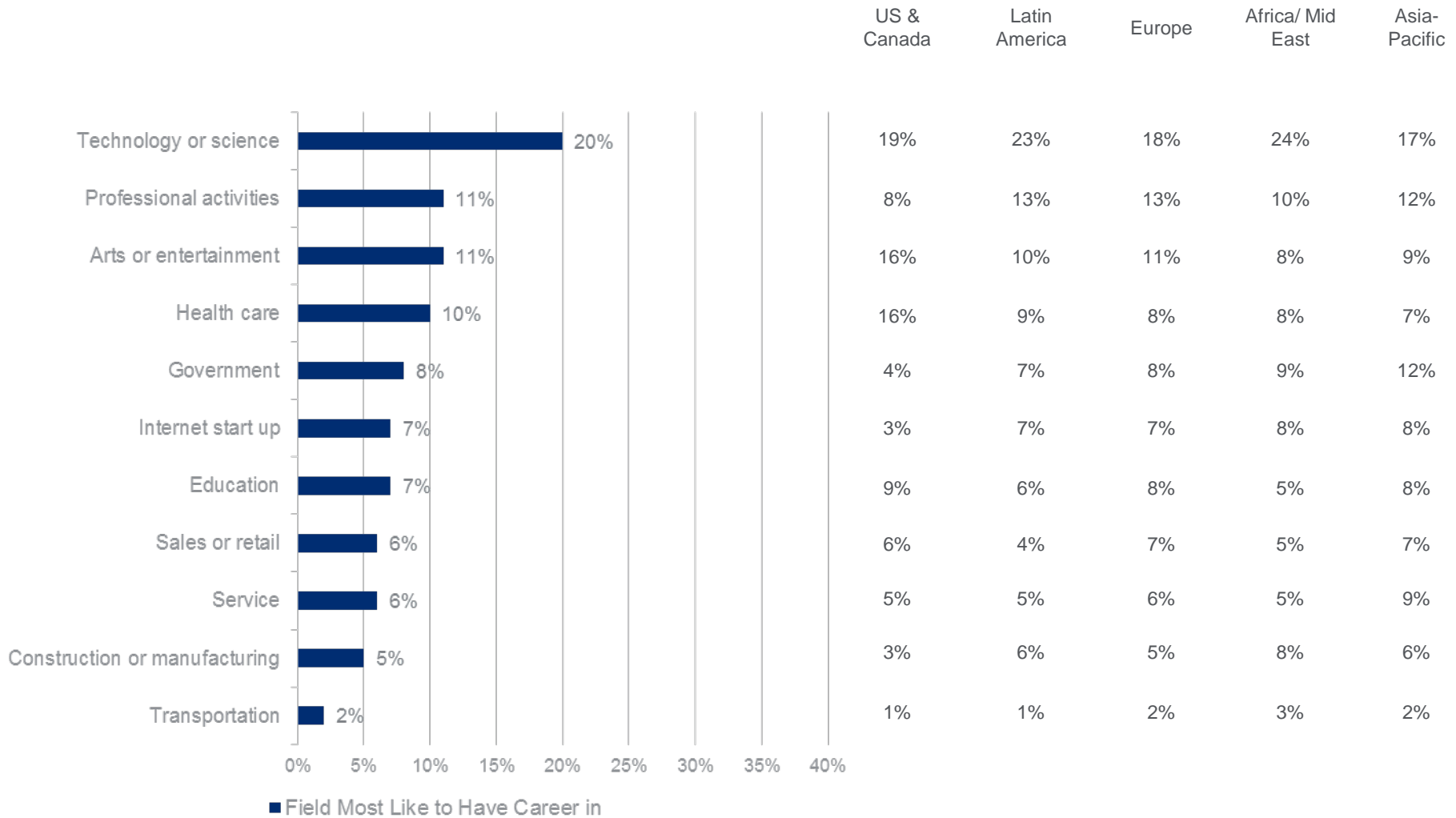
Q. What type of work do you do? If you work for more than one organization, think of your main employer.
Q. What field would you most like to have a career in?

Current Career – Total and Regions



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

Preferred Career – Total and Regions



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

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

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

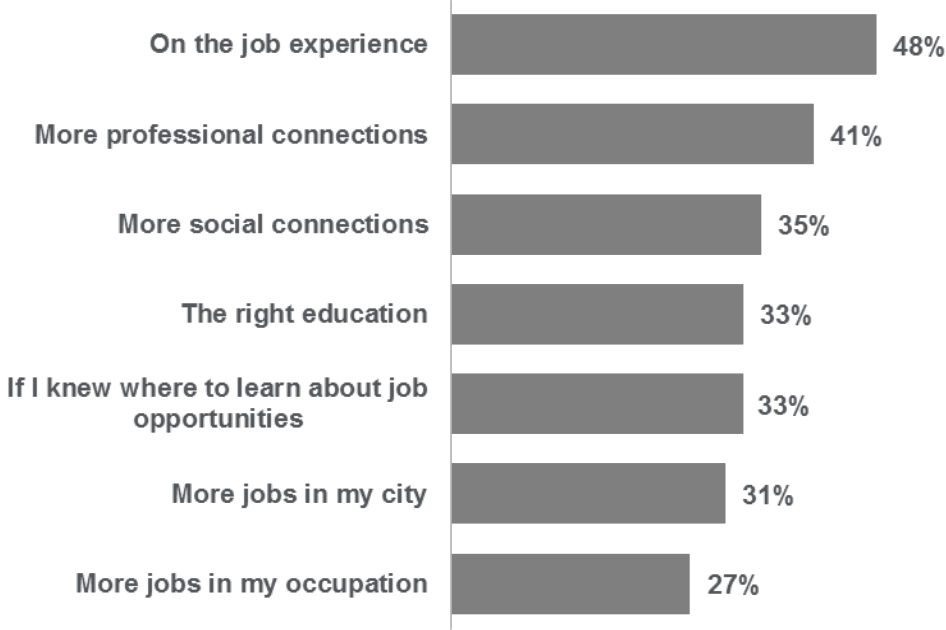
| Developing Cities | Mismatch |
|--------------------------|-----------------|
| Buenos Aires | 69% |
| Guadalajara | 68% |
| Bogota | 68% |
| Shanghai | 65% |
| Mexico City | 63% |
| Ho Chi Minh | 62% |
| Sao Paulo | 61% |
| Kuala Lumpur | 59% |
| Panama City | 58% |
| Beijing | 54% |
| Lagos | 54%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

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

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

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

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



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

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

On-the-Job Experience (% Agree)

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

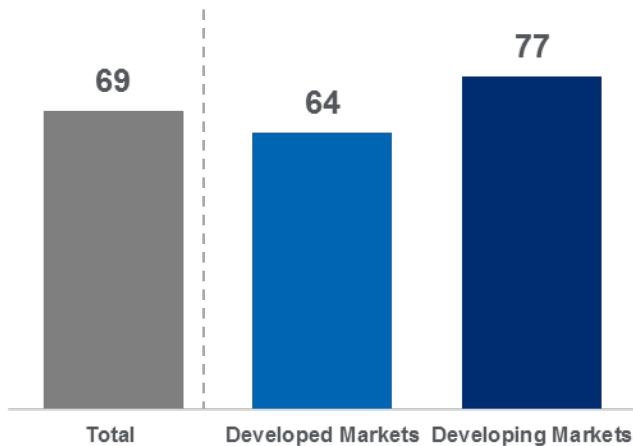
| Developing Cities | Agree |
|--------------------------|--------------|
| Kuala Lumpur | 71% |
| Ho Chi Minh | 70% |
| Beijing | 63% |
| Bogota | 60% |
| Buenos Aires | 59% |
| Mexico City | 56% |
| Panama City | 55% |
| Shanghai | 55% |
| Lima | 51% |
| Guadalajara | 47% |
| Manila | 47% |
| Casablanca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

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

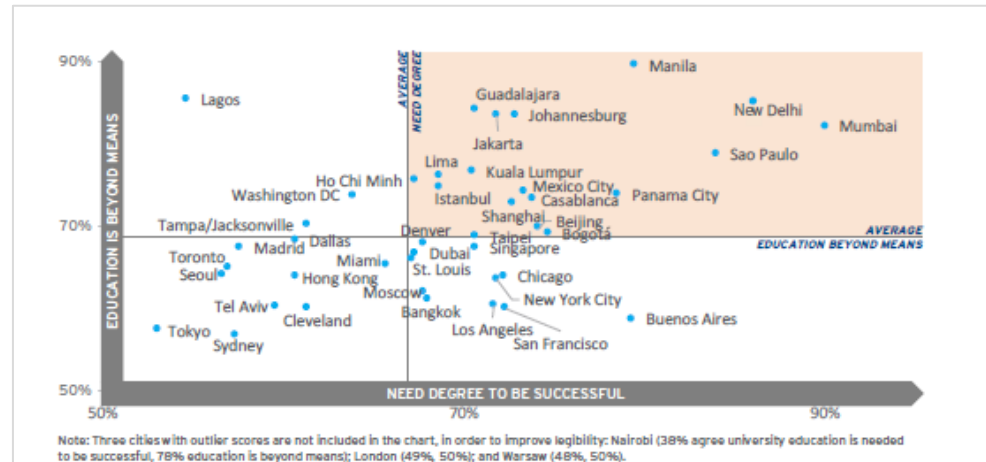
4. Higher Education is also seen to be an important key to success, but is out of reach for many

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

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



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



Q. When thinking about the economy in your city, do you agree or disagree with the following statements? You need a university education to be successful
 Q. When thinking about your education and work opportunities, do you agree or disagree with the following statements? The education I want to achieve is beyond my financial means

Source: Ipsos, Global Youth Survey 2017



Education Beyond Financial Means – City Level

Education is Beyond means (% Strongly/Somewhat Agree)

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

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

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

Need a University Education – City Level

Need a University Education (% Strongly/Somewhat Agree)

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

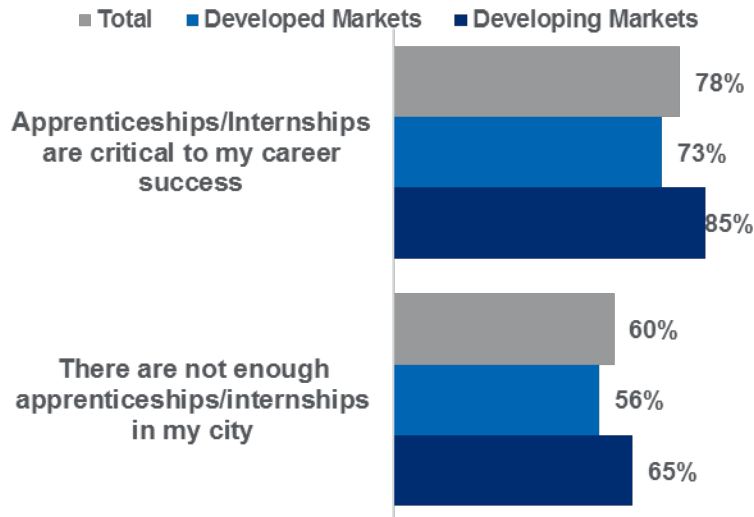
| Developing Cities | Agree |
|--------------------------|--------------|
| Mumbai | 90% |
| Delhi | 86% |
| Sao Paulo | 84% |
| Manila | 80% |
| Buenos Aires | 79% |
| Panama City | 78% |
| Beijing | 74% |
| Casablanca | 74% |
| Bogota | 74% |
| Johannesburg | 73% |
| Mexico City | 73% |
| Shanghai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

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

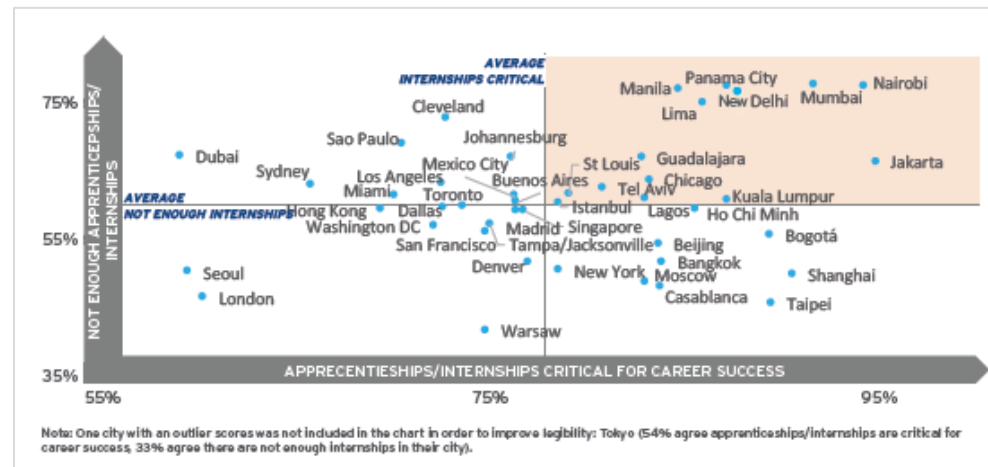
5. Apprenticeships/Internships believed to be critical for success; however, not enough exist

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

Perceptions of Apprenticeships / Internships
(Strongly/Somewhat Agree)



Importance of Apprenticeships / Internships
vs. Perceived Availability



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

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

Necessity of Experience – Total and Regions

Mentorship Requirements of Success
(% Strongly/Somewhat Agree)



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

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

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

Lack of Internships – City Level

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

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

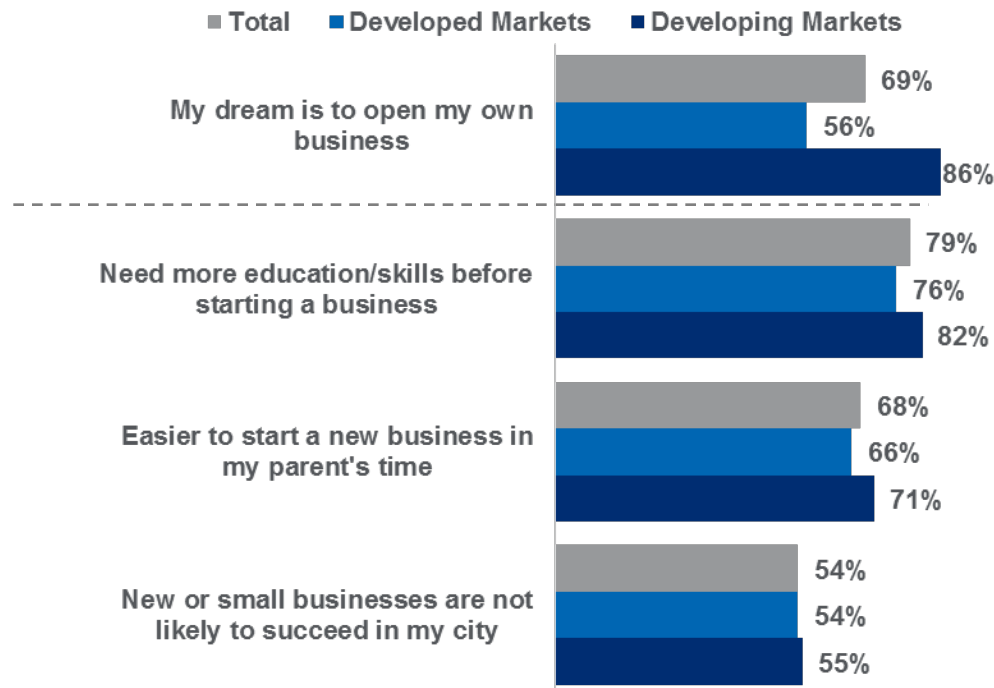
| Developing Cities | Strongly/Somewhat Agree |
|--------------------------|--------------------------------|
| Mumbai | 78% |
| Nairobi | 78% |
| Manila | 77% |
| Panama City | 77% |
| Delhi | 76% |
| Lima | 75% |
| Sao Paulo | 69% |
| Guadalajara | 67% |
| Johannesburg | 67% |
| Jakarta | 66% |
| Buenos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

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

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

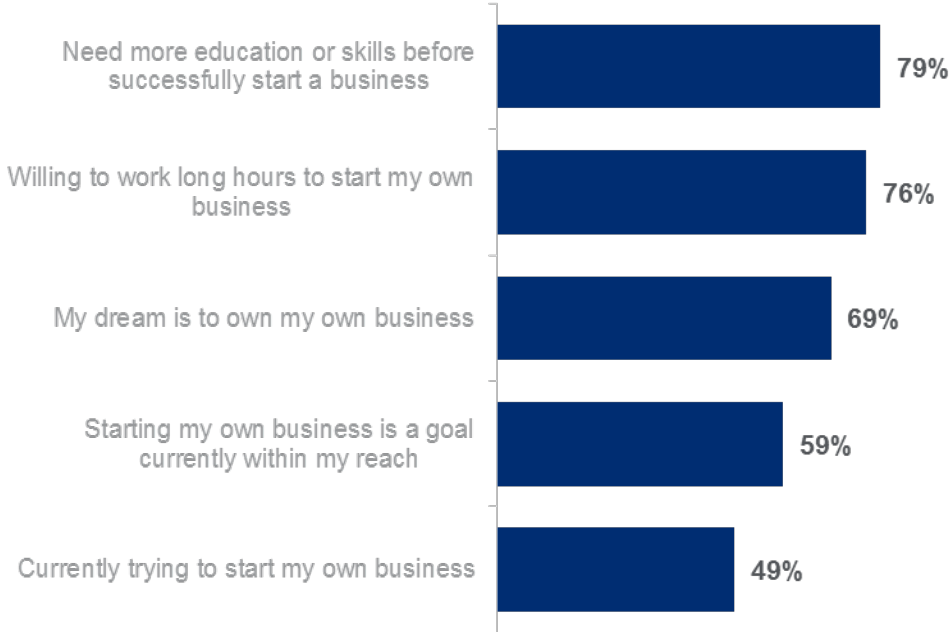
- 69% of young people dream of starting their own business, but lack of education and skills is a key barrier to achieving their dream – particularly in cities in developing markets.

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



Small Business Attitudes – Total and Regions

Attitudes Regarding Small Business
(% Strongly/Somewhat Agree)



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

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

Small Business Barriers – City Level

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

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

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

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

Conclusion

Global Youth Survey: Reflections

How do we mobilize and channel the energies and talents of young people to productive use? How can we best invest in youth and address the concerns they have identified as critical to securing employment and economic prosperity?

Global Youth Survey Summary:

- Optimistic
- Jobs mismatch
- On the job experience/networking important
- Higher education valued
- Not enough internships/apprenticeships
- Small business barriers exist

Citi Foundation – Our Approach to *Pathways to Progress*:

- Work together toward shared goals:
 - Multi-sector collaborative approaches
 - Role of private sector
- Apprenticeships, internships and experiential learning
- Inspirational networks, mentorships and leadership skills
- Youth participation

Young people are not a homogenous, monolithic group. Multifaceted, scalable interventions are therefore needed to help set them on a path to economic success.

Questions?