

Global Perceptions of Social Mobility

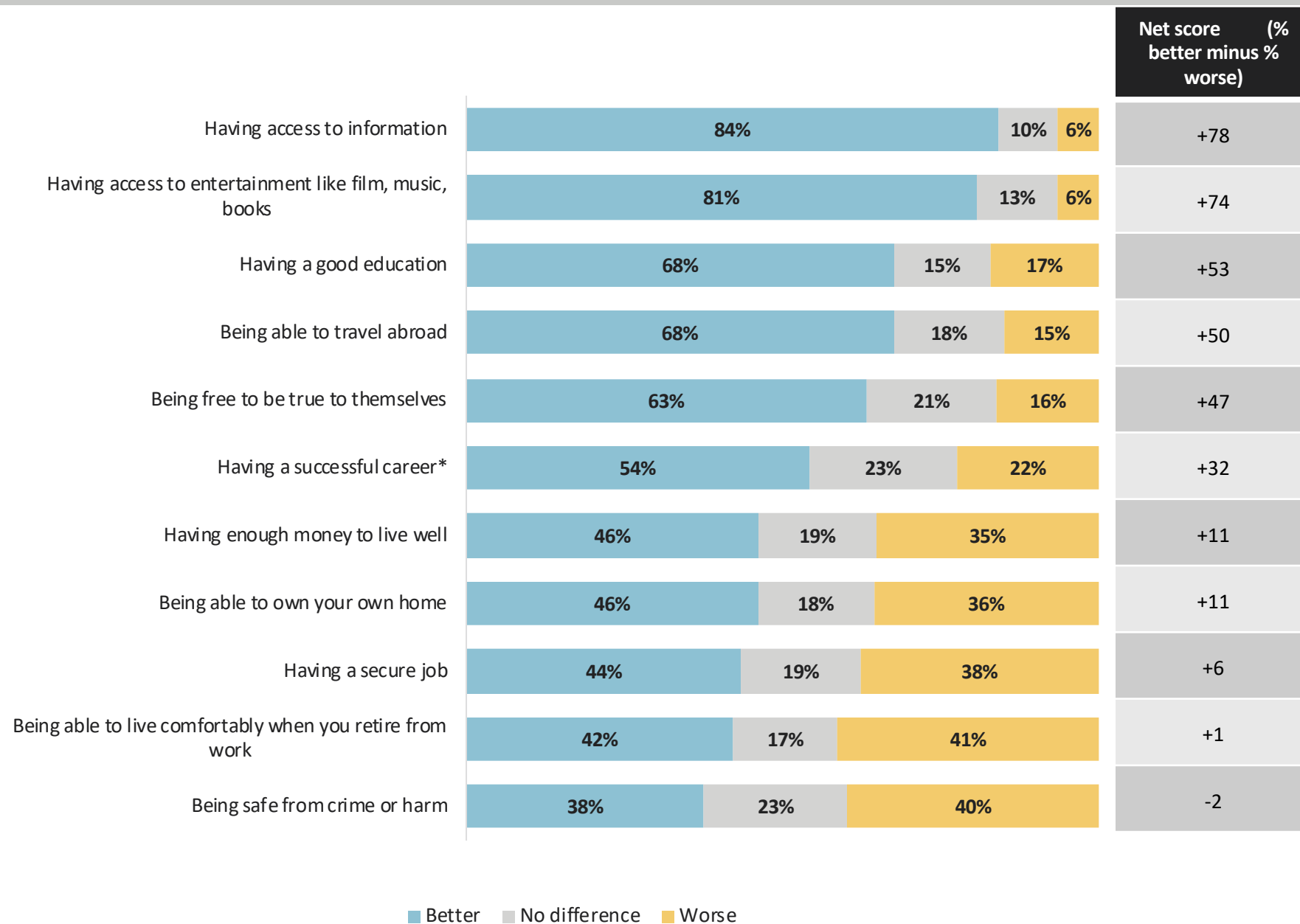
How People Around the World Compare Their and Young People's Quality of Life and Opportunities With Those of Previous Generations

An Ipsos Survey for the World Economic Forum, January 2020

Q1. Which of these do you think is or will be better or worse for you than for your parents' generation?

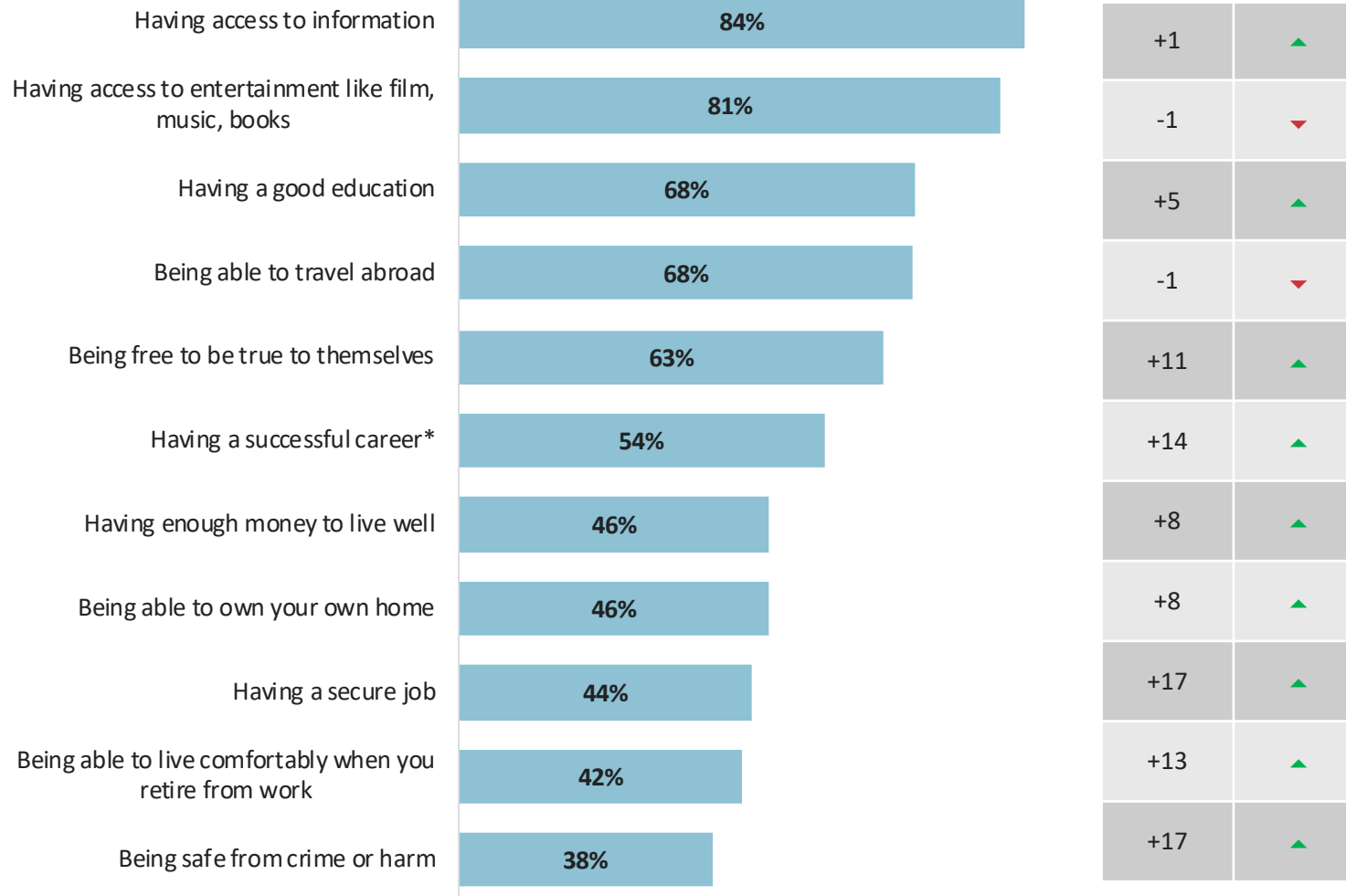
Globally, a large majority of adults surveyed believe their access to information (84%) and to entertainment (81%) is or will be better than it was or is for their parents' generation.

Today's global citizens are split about whether their generation is or will be better off than their parents' when it comes to having a comfortable retirement (better for 42%, worse for 41%) and being safe from crime or harm (better for 38%, worse for 40%).



Q1. Which of these do you think is or will be better or worse for you than for your parents' generation? (% better)

Globally, optimism is more prevalent than it was in 2016 as the percentage of those saying their generation is/will be better off than their parents' in many areas is significantly higher now, especially on job security and on safety.



Base: Global Advisor 2019: 22,285 adults aged 16-74 from 33 markets interviewed November 22 – December 31, 2019
 Global Trends Survey 2016: 18,180 adults aged 16-64 from 23 markets interviewed September 12 - October 11, 2016
 * "satisfying career" in 2016

The world is clearly split in two when it comes to how citizens compare their personal situation and prospects with those of their parents' generation. On every area measured, enthusiasm prevails in emerging markets: throughout Asia (excluding Japan and South Korea), in Saudi Arabia, and, with the exception of personal safety, across Latin American and in South Africa. In sharp contrast, pessimism tends to dominate throughout Europe, North America and northeast Asia about financial, job and/or personal security. Perceptions are most negative in Hungary, France, South Korea, Canada, Great Britain and Belgium.

Q1. Which of these do you think is or will be better or worse for you than your parents' generation? Net % better minus % worse

	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hong Kong	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Philippines	Poland	Romania	Russia	Saudi Arabia	Singapore	South Africa	South Korea	Spain	Sweden	Turkey	US
Having a secure job	30%	-20%	-24%	40%	-27%	48%	53%	28%	-48%	-20%	-35%	31%	-36%	50%	-7%	-39%	-12%	53%	38%	-8%	62%	59%	6%	-18%	-10%	44%	22%	9%	-46%	-22%	-18%	6%	2%
Having a successful career	55%	27%	0%	51%	6%	64%	53%	63%	-16%	20%	8%	23%	13%	64%	41%	-4%	0%	58%	57%	26%	76%	67%	31%	32%	23%	63%	40%	44%	-4%	10%	17%	28%	13%
Having enough money to live well	34%	-6%	-21%	38%	-27%	44%	60%	30%	-37%	-8%	-15%	17%	-36%	61%	-4%	-24%	-23%	42%	27%	14%	65%	56%	23%	-2%	13%	47%	29%	21%	-38%	-6%	-1%	-6%	-7%
Having a good education	59%	59%	40%	54%	50%	67%	74%	65%	15%	49%	44%	66%	-25%	76%	4%	49%	42%	80%	68%	38%	77%	79%	56%	23%	7%	60%	80%	58%	58%	59%	54%	39%	41%
Being free to be true to yourself	67%	39%	20%	58%	43%	62%	64%	67%	21%	44%	43%	33%	41%	61%	42%	46%	23%	59%	62%	46%	75%	70%	59%	59%	31%	60%	45%	50%	15%	53%	37%	20%	40%
Having access to information	79%	81%	66%	77%	82%	80%	78%	85%	60%	73%	83%	71%	68%	76%	76%	70%	76%	81%	80%	81%	81%	94%	85%	78%	80%	67%	86%	86%	75%	77%	75%	76%	81%
Having access to entertainment like film, music, books	67%	80%	67%	71%	79%	68%	73%	77%	63%	74%	85%	72%	72%	77%	73%	69%	72%	77%	82%	79%	75%	86%	73%	74%	75%	58%	81%	77%	79%	68%	74%	73%	75%
Being able to travel abroad	45%	56%	33%	44%	29%	56%	71%	54%	34%	65%	60%	63%	39%	68%	64%	56%	39%	53%	32%	63%	62%	73%	68%	59%	51%	48%	74%	49%	68%	53%	47%	40%	15%
Being able to own your own home	28%	-31%	-23%	50%	-38%	48%	55%	36%	-17%	-11%	-30%	16%	-38%	59%	-49%	-2%	-6%	41%	45%	-4%	63%	56%	9%	9%	25%	46%	21%	21%	-25%	-4%	-6%	9%	-3%
Being safe from crime or harm	7%	-29%	-25%	14%	-32%	15%	49%	15%	-31%	-20%	-43%	24%	-46%	31%	-7%	-34%	-10%	34%	-8%	-31%	38%	27%	8%	-5%	-14%	52%	42%	-18%	-15%	2%	-28%	-10%	-27%
Being able to live comfortably when you retire from work	25%	-8%	-36%	23%	-30%	27%	55%	21%	-48%	-32%	-31%	24%	-60%	55%	-2%	-42%	-27%	46%	20%	-12%	62%	57%	-13%	-8%	-15%	51%	16%	14%	-23%	-23%	-33%	-3%	-16%

Overall, people's assessment of their own situation and prospects relative to their parents' generation has improved greatly in Poland, India, Japan, South Korea, Argentina and Mexico. On the other hand, it has gotten worse in Sweden, Canada and Great Britain— especially when it comes to financial wellbeing.

Q1. Which of these do you think is or will be better or worse for you than your parents' generation? Change in Net score (% better minus % worse) since 2016

	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	India	Italy	Japan	Mexico	Peru	Poland	Russia	South Africa	South Korea	Spain	Sweden	Turkey	US
Having a secure job	41%	16%	31%	32%	10%	19%	19%	31%	16%	38%	23%	21%	42%	21%	66%	42%	22%	25%	33%	4%	25%	14%
Having a successful career	16%	16%	19%	14%	1%	16%	16%	26%	0%	32%	33%	23%	37%	23%	44%	33%	7%	61%	2%	0%	23%	3%
Having enough money to live well	26%	-1%	12%	5%	-14%	13%	4%	4%	-21%	26%	6%	13%	27%	8%	52%	31%	9%	12%	1%	-22%	14%	-8%
Having a good education	15%	5%	14%	6%	-7%	6%	21%	0%	-9%	12%	-4%	32%	9%	2%	3%	24%	4%	19%	-14%	-11%	11%	-1%
Being free to be true to yourself	22%	6%	6%	8%	-1%	23%	7%	15%	10%	17%	5%	18%	19%	11%	77%	3%	-6%	15%	11%	-3%	-1%	0%
Having access to information	-1%	-3%	-6%	-1%	-5%	5%	-12%	-7%	-8%	7%	0%	28%	8%	-4%	8%	-9%	-4%	4%	-12%	-11%	11%	-2%
Having access to entertainment like film, music, books	-5%	1%	1%	-4%	-2%	5%	-11%	-6%	-5%	15%	-3%	33%	3%	-2%	6%	-8%	-8%	7%	-14%	-10%	11%	2%
Being able to travel abroad	-2%	-3%	-17%	-11%	-19%	8%	-9%	-6%	-22%	11%	-3%	29%	4%	1%	-1%	-10%	-9%	3%	-21%	-28%	-9%	-11%
Being able to own your own home	34%	5%	11%	6%	-17%	3%	-6%	-7%	-13%	21%	8%	11%	15%	6%	11%	30%	3%	31%	9%	-17%	7%	-9%
Being safe from crime or harm	50%	25%	32%	37%	6%	25%	37%	45%	8%	50%	14%	26%	23%	25%	26%	18%	37%	40%	31%	-3%	32%	15%
Being able to live comfortably when you retire from work	37%	15%	20%	20%	-6%	12%	9%	37%	9%	25%	18%	12%	22%	16%	41%	28%	25%	22%	25%	-1%	13%	2%



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Q1. Which of these do you think is or will be better or worse for you than your parents' generation? % better

	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hong Kong	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Philippines	Poland	Romania	Russia	Saudi Arabia	Singapore	South Africa	South Korea	Spain	Sweden	Turkey	US
Having a secure job	55%	29%	28%	64%	24%	64%	68%	58%	16%	28%	21%	54%	25%	70%	36%	23%	31%	67%	60%	32%	75%	71%	45%	31%	36%	65%	50%	49%	19%	32%	27%	46%	38%
Having a successful career	66%	49%	35%	68%	38%	72%	66%	75%	29%	45%	39%	48%	45%	76%	58%	34%	29%	70%	69%	43%	82%	76%	54%	56%	47%	75%	58%	66%	38%	45%	41%	58%	41%
Having enough money to live well	56%	37%	32%	64%	27%	61%	73%	57%	21%	34%	34%	46%	24%	75%	38%	29%	25%	64%	53%	44%	76%	70%	52%	38%	46%	66%	55%	55%	23%	39%	37%	39%	35%
Having a good education	72%	71%	60%	73%	66%	76%	82%	78%	46%	64%	62%	77%	29%	85%	43%	68%	58%	85%	78%	59%	82%	85%	69%	55%	43%	73%	86%	75%	73%	72%	66%	65%	59%
Being free to be true to yourself	75%	56%	44%	71%	59%	73%	75%	76%	44%	61%	59%	56%	60%	76%	60%	64%	45%	69%	74%	62%	82%	78%	71%	73%	46%	72%	61%	66%	49%	66%	58%	49%	58%
Having access to information	83%	86%	76%	84%	87%	84%	85%	89%	71%	80%	88%	82%	79%	85%	84%	80%	83%	86%	85%	85%	84%	95%	89%	85%	84%	78%	90%	90%	84%	84%	83%	83%	86%
Having access to entertainment like film, music, books	72%	84%	75%	80%	83%	74%	82%	81%	72%	80%	88%	81%	81%	84%	82%	77%	78%	82%	86%	83%	78%	89%	81%	82%	78%	69%	85%	84%	86%	77%	82%	83%	80%
Being able to travel abroad	61%	70%	56%	60%	53%	65%	78%	68%	55%	75%	74%	75%	64%	78%	76%	70%	57%	65%	52%	72%	68%	79%	80%	75%	66%	65%	81%	68%	79%	68%	65%	64%	44%
Being able to own your own home	55%	26%	29%	70%	22%	65%	71%	61%	29%	31%	27%	45%	25%	75%	19%	39%	29%	62%	65%	35%	73%	70%	44%	47%	50%	67%	52%	54%	30%	40%	33%	49%	36%
Being safe from crime or harm	43%	24%	26%	51%	21%	44%	64%	46%	20%	22%	16%	47%	16%	60%	32%	21%	29%	57%	39%	21%	62%	55%	43%	37%	28%	70%	61%	35%	31%	36%	24%	37%	24%
Being able to live comfortably when you retire from work	53%	37%	26%	56%	26%	54%	70%	55%	18%	25%	26%	50%	15%	72%	40%	22%	25%	63%	51%	33%	73%	70%	35%	39%	32%	69%	50%	51%	30%	32%	25%	40%	32%

Q1. Which of these do you think is or will be better or worse for you than your parents' generation? Change in % better since 2016

	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	India	Italy	Japan	Mexico	Peru	Poland	Russia	South Africa	South Korea	Spain	Sweden	Turkey	US
Having a secure job	25%	5%	11%	16%	3%	10%	5%	11%	6%	20%	7%	15%	23%	16%	38%	21%	11%	11%	9%	-3%	10%	1%
Having a successful career*	10%	4%	4%	8%	-1%	11%	6%	15%	-3%	17%	13%	14%	22%	19%	29%	17%	4%	29%	-4%	-1%	12%	-3%
Having enough money to live well	16%	-3%	2%	3%	-7%	11%	0%	-1%	-15%	14%	-1%	11%	10%	7%	33%	14%	3%	7%	-5%	-11%	9%	-10%
Having a good education	8%	-1%	6%	3%	-5%	6%	9%	-5%	-8%	7%	-7%	23%	7%	1%	3%	11%	0%	12%	-14%	-12%	7%	-4%
Being free to be true to yourself	17%	5%	6%	4%	0%	15%	11%	10%	7%	9%	-1%	14%	17%	9%	45%	-5%	-4%	12%	2%	3%	-1%	-3%
Having access to information	-2%	-4%	-5%	-1%	-5%	6%	-12%	-8%	-7%	3%	-3%	23%	6%	-5%	4%	-8%	-6%	5%	-9%	-10%	4%	-5%
Having access to entertainment like film, music, books	-5%	-1%	-2%	-3%	-3%	6%	-10%	-5%	-5%	8%	-4%	25%	1%	-3%	6%	-9%	-7%	4%	-11%	-7%	7%	-2%
Being able to travel abroad	-4%	-4%	-14%	-7%	-15%	6%	-9%	-6%	-16%	5%	-3%	22%	9%	-3%	2%	-8%	-4%	2%	-14%	-21%	0%	-11%
Being able to own your own home	15%	-3%	2%	4%	-9%	8%	-9%	-6%	-13%	12%	-1%	11%	6%	2%	8%	5%	-2%	15%	-2%	-13%	3%	-10%
Being safe from crime or harm	22%	12%	11%	21%	2%	14%	11%	17%	5%	26%	4%	18%	14%	13%	13%	12%	17%	19%	10%	-4%	17%	1%
Being able to live comfortably when you retire from work	21%	3%	6%	13%	-4%	9%	0%	11%	0%	12%	4%	11%	14%	8%	19%	16%	11%	9%	8%	-1%	8%	-3%

Q1. Which of these do you think is or will be better or worse for you than your parents' generation? % worse

	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hong Kong	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Philippines	Poland	Romania	Russia	Saudi Arabia	Singapore	South Africa	South Korea	Spain	Sweden	Turkey	US
Having a secure job	25%	49%	52%	24%	51%	16%	15%	30%	64%	48%	56%	23%	61%	20%	43%	62%	43%	14%	22%	40%	13%	12%	39%	49%	46%	21%	28%	40%	65%	54%	45%	40%	36%
Having a successful career	11%	22%	35%	17%	32%	8%	13%	12%	45%	25%	31%	25%	32%	12%	17%	38%	29%	12%	12%	17%	6%	9%	23%	24%	24%	12%	18%	22%	42%	35%	24%	30%	28%
Having enough money to live well	22%	43%	53%	26%	54%	17%	13%	27%	58%	42%	49%	29%	60%	14%	42%	53%	48%	22%	26%	30%	11%	14%	29%	40%	33%	19%	26%	34%	61%	45%	38%	45%	42%
Having a good education	13%	12%	20%	19%	16%	9%	8%	13%	31%	15%	18%	11%	54%	9%	39%	19%	16%	5%	10%	21%	5%	6%	13%	32%	36%	13%	6%	17%	15%	13%	12%	26%	18%
Being free to be true to yourself	8%	17%	24%	13%	16%	11%	11%	9%	23%	17%	16%	23%	19%	15%	18%	18%	22%	10%	12%	16%	7%	8%	12%	14%	15%	12%	16%	16%	34%	13%	21%	29%	18%
Having access to information	4%	5%	10%	7%	5%	4%	7%	4%	11%	7%	5%	11%	11%	9%	8%	10%	7%	5%	5%	4%	3%	1%	4%	7%	4%	11%	4%	4%	9%	7%	8%	7%	5%
Having access to entertainment like film, music, books	5%	4%	8%	9%	4%	6%	9%	4%	9%	6%	3%	9%	9%	7%	9%	8%	6%	5%	4%	4%	3%	3%	8%	8%	3%	11%	4%	7%	7%	9%	8%	10%	5%
Being able to travel abroad	16%	14%	23%	16%	24%	9%	7%	14%	21%	10%	14%	12%	25%	10%	12%	14%	18%	12%	20%	9%	6%	6%	12%	16%	15%	17%	7%	19%	11%	15%	18%	24%	29%
Being able to own your own home	27%	57%	52%	20%	60%	17%	16%	25%	46%	42%	57%	29%	63%	16%	68%	41%	35%	21%	20%	39%	10%	14%	35%	38%	25%	21%	31%	33%	55%	44%	39%	40%	39%
Being safe from crime or harm	36%	53%	51%	37%	53%	29%	15%	31%	51%	42%	59%	23%	62%	29%	39%	55%	39%	23%	47%	52%	24%	28%	35%	42%	42%	18%	19%	53%	46%	34%	52%	47%	51%
Being able to live comfortably when you retire from work	28%	45%	62%	33%	56%	27%	15%	34%	66%	57%	57%	26%	75%	17%	42%	64%	52%	17%	31%	45%	11%	13%	48%	47%	47%	18%	34%	37%	53%	55%	58%	43%	48%

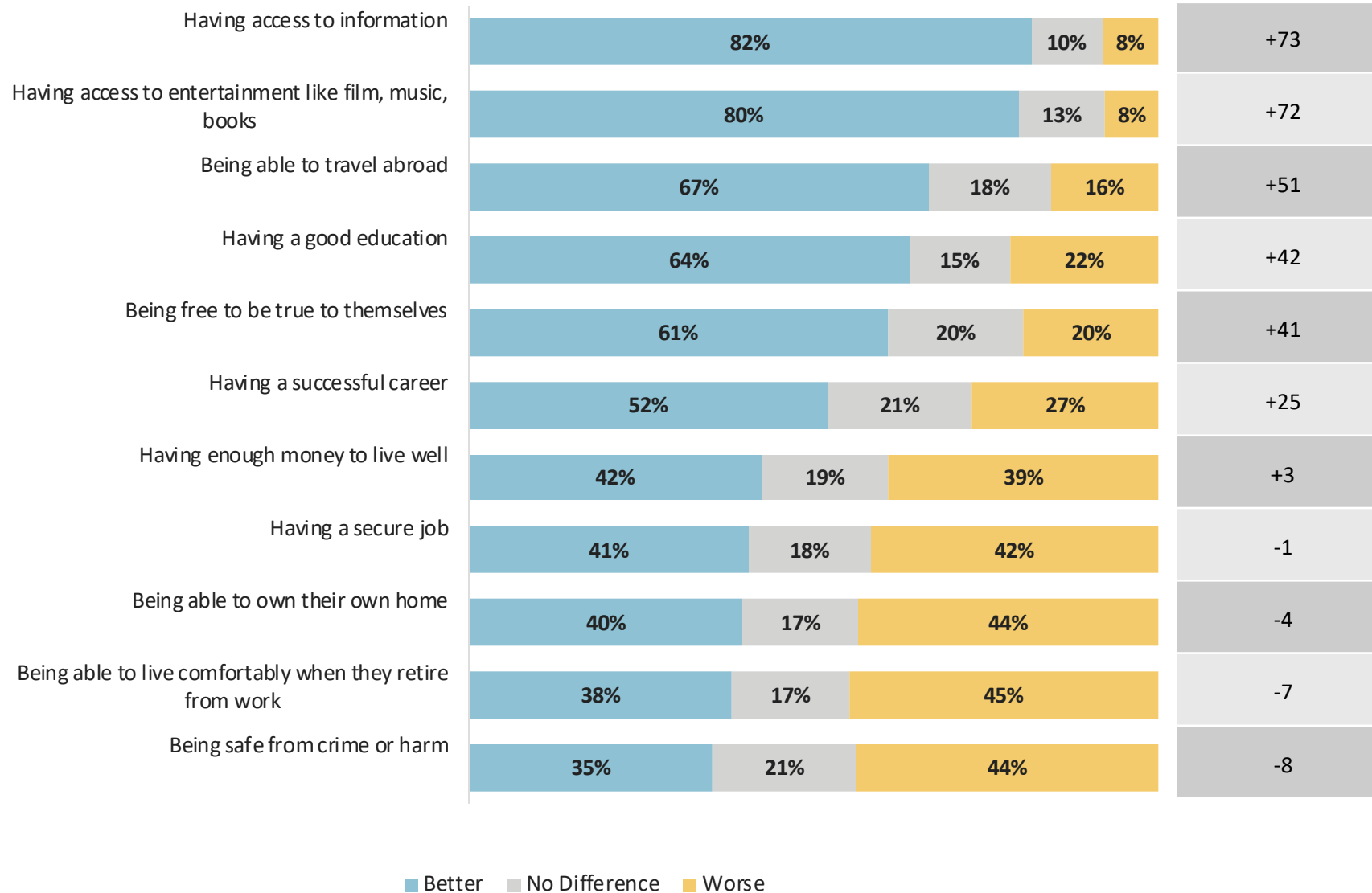
Q1. Which of these do you think is or will be better or worse for you than your parents' generation? Change in % worse since 2016

	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	India	Italy	Japan	Mexico	Peru	Poland	Russia	South Africa	South Korea	Spain	Sweden	Turkey	US
Having a secure job	-16%	-11%	-20%	-16%	-7%	-9%	-14%	-20%	-10%	-18%	-16%	-6%	-19%	-5%	-28%	-21%	-11%	-14%	-24%	-7%	-15%	-13%
Having a successful career	*-6%	-12%	-15%	-6%	-2%	-5%	-10%	-11%	-3%	-15%	-20%	-9%	-15%	-4%	-15%	-16%	-3%	-32%	-6%	-1%	-11%	-6%
Having enough money to live well	-10%	-2%	-10%	-2%	7%	-2%	-4%	-5%	6%	-12%	-7%	-2%	-17%	-1%	-19%	-17%	-6%	-5%	-6%	11%	-5%	-2%
Having a good education	-7%	-6%	-8%	-3%	2%	0%	-12%	-5%	1%	-5%	-3%	-9%	-2%	-1%	0%	-13%	-4%	-7%	0%	-1%	-4%	-3%
Being free to be true to yourself	-5%	-1%	0%	-4%	1%	-8%	4%	-5%	-3%	-8%	-6%	-4%	-2%	-2%	-32%	-8%	2%	-3%	-9%	6%	0%	-3%
Having access to information	-1%	-1%	1%	0%	0%	1%	0%	-1%	1%	-4%	-3%	-5%	-2%	-1%	-4%	1%	-2%	1%	3%	1%	-7%	-3%
Having access to entertainment like film, music, books	0%	-2%	-3%	1%	-1%	1%	1%	1%	0%	-7%	-1%	-8%	-2%	-1%	0%	-1%	1%	-3%	3%	3%	-4%	-4%
Being able to travel abroad	-2%	-1%	3%	4%	4%	-2%	0%	0%	6%	-6%	0%	-7%	5%	-4%	3%	2%	5%	-1%	7%	7%	9%	0%
Being able to own your own home	-19%	-8%	-9%	-2%	8%	5%	-3%	1%	0%	-9%	-9%	0%	-9%	-4%	-3%	-25%	-5%	-16%	-11%	4%	-4%	-1%
Being safe from crime or harm	-28%	-13%	-21%	-16%	-4%	-11%	-26%	-28%	-3%	-24%	-10%	-8%	-9%	-12%	-13%	-6%	-20%	-21%	-21%	-1%	-15%	-14%
Being able to live comfortably when you retire from work	-16%	-12%	-14%	-7%	2%	-3%	-9%	-26%	-9%	-13%	-14%	-1%	-8%	-8%	-22%	-12%	-14%	-13%	-17%	0%	-5%	-5%

Q2. And which of these do you think is or will be better or worse for today's youth than for their parents?

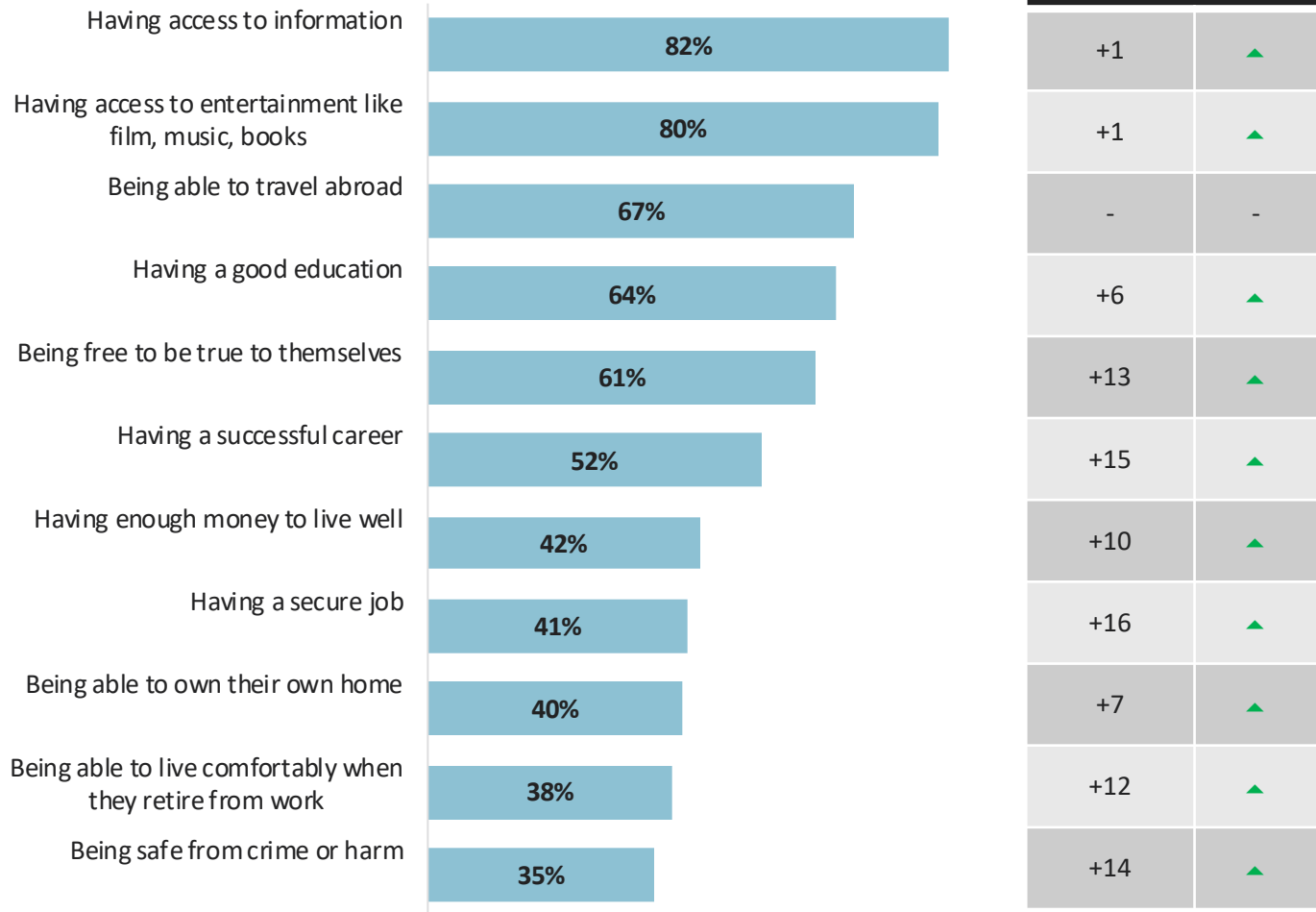
Four in five adults surveyed globally think today's youth is or will be better off than their parents when it comes to having access to information (82%) and entertainment (80%). About two in three feel the same about young people's ability to travel abroad (67%) and to have a good education (64%).

However, global opinion is split on whether young people are better or worse off than their parents in terms of personal finances and job security. Furthermore, pessimists outnumber optimists on young people's personal safety, living conditions in retirement and home ownership.



Q2. And which of these do you think is or will be better or worse for today's youth than for their parents? (% better)

Globally, in many areas, the percentage of people surveyed saying the situation of today's youth is or will be better than their parents is notably higher than it was in 2016.



Base: Global Advisor 2019: 22,285 adults aged 16-74 from 33 markets interviewed November 22 – December 31, 2019
 Global Trends Survey 2016: 18,180 adults aged 16-64 from 23 markets interviewed September 12 - October 11, 2016

Everywhere without exception, people tend to think young people have or will have better access to information and to entertainment than is or was the case for their parents. In nearly all countries, optimists generally outnumber pessimists about young people's freedom to be themselves, ability to travel abroad, and get a good education, but proportions vary widely from one place to another. While optimism prevails on nearly all other issues across most emerging countries (safety from crime is a frequent exception), the reverse is true in most advanced economies. Pessimism about young people's physical safety, financial wellbeing and job security is the norm in all of Western Europe, North America, Australia, Japan, South Korea and Israel.

Q2. And which of these do you think is or will be better or worse for today's youth than for their parents? Net % better minus % worse

	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hong Kong	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Philippines	Poland	Romania	Russia	Saudi Arabia	Singapore	South Africa	South Korea	Spain	Sweden	Turkey	US
Having a secure job	24%	-23%	-40%	31%	-32%	35%	46%	15%	-50%	-27%	-39%	3%	-35%	45%	-11%	-50%	-19%	43%	29%	-31%	61%	58%	22%	-16%	-8%	40%	14%	6%	-41%	-47%	-29%	-3%	-11%
Having a successful career	48%	8%	-17%	46%	-7%	60%	56%	52%	-27%	18%	-6%	0%	18%	61%	32%	-7%	-5%	48%	54%	10%	78%	61%	52%	36%	24%	46%	31%	36%	-1%	-18%	15%	19%	4%
Having enough money to live well	25%	-15%	-39%	33%	-34%	43%	61%	18%	-44%	-13%	-36%	-7%	-31%	59%	-14%	-34%	-27%	38%	16%	-11%	58%	48%	33%	0%	12%	39%	8%	14%	-38%	-35%	-5%	3%	-17%
Having a good education	48%	48%	29%	49%	40%	55%	78%	53%	0%	36%	30%	49%	-24%	73%	-5%	38%	32%	73%	57%	9%	75%	71%	63%	20%	4%	59%	80%	51%	58%	33%	41%	41%	32%
Being free to be true to yourself	61%	39%	12%	52%	38%	61%	63%	55%	13%	38%	44%	30%	40%	51%	48%	35%	18%	45%	56%	30%	65%	68%	57%	55%	20%	49%	44%	50%	20%	30%	25%	14%	33%
Having access to information	78%	77%	67%	75%	75%	75%	80%	75%	51%	69%	76%	70%	68%	74%	80%	64%	70%	74%	77%	74%	77%	87%	81%	81%	71%	67%	81%	79%	76%	68%	65%	67%	75%
Having access to entertainment like film, music, books	73%	76%	65%	69%	73%	69%	79%	71%	58%	73%	80%	66%	68%	77%	74%	69%	64%	71%	76%	73%	72%	82%	80%	78%	72%	61%	78%	75%	73%	63%	74%	74%	71%
Being able to travel abroad	42%	53%	28%	46%	19%	60%	74%	48%	29%	62%	42%	56%	42%	67%	64%	53%	35%	52%	39%	54%	67%	71%	77%	67%	53%	46%	73%	56%	68%	48%	34%	50%	11%
Being able to own your own home	18%	-47%	-42%	39%	-51%	41%	52%	23%	-35%	-18%	-59%	-12%	-41%	52%	-54%	-32%	-14%	22%	26%	-41%	57%	52%	13%	-14%	14%	35%	1%	10%	-31%	-44%	-27%	0%	-20%
Being safe from crime or harm	-1%	-29%	-35%	13%	-35%	11%	45%	7%	-37%	-21%	-44%	-3%	-52%	23%	-15%	-42%	-15%	28%	-18%	-34%	31%	21%	-4%	-9%	-9%	42%	29%	-19%	-10%	-19%	-32%	-12%	-35%
Being able to live comfortably when you retire from work	25%	-18%	-47%	21%	-39%	30%	55%	6%	-59%	-42%	-46%	-4%	-58%	49%	-7%	-54%	-30%	39%	12%	-35%	52%	52%	-21%	-15%	-11%	43%	5%	15%	-31%	-46%	-37%	-4%	-23%

Since 2016, net optimism about young people's situation and prospects relative to their parents has increased by significant margins in nearly all domains in Poland, South Korea, Argentina, Japan, Mexico, Brazil and India, and in many areas in Germany, Belgium, France, Peru, Australia, South Africa, Italy and Turkey. All areas combined, the two countries showing the fewest gains are Canada and the United States.

Q2. And which of these do you think is or will be better or worse for today's youth than for their parents? Change in Net score (% better minus % worse) since 2016

	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	India	Italy	Japan	Mexico	Peru	Poland	Russia	South Africa	South Korea	Spain	Sweden	Turkey	US
Having a secure job	39%	23%	28%	37%	17%	15%	25%	34%	22%	33%	19%	28%	40%	26%	60%	30%	25%	32%	31%	13%	17%	7%
Having a successful career	18%	22%	29%	22%	8%	6%	27%	38%	18%	21%	45%	28%	45%	25%	49%	11%	20%	72%	15%	20%	23%	8%
Having enough money to live well	23%	14%	19%	16%	-1%	12%	15%	20%	5%	20%	26%	15%	11%	17%	55%	17%	17%	26%	18%	-4%	12%	-2%
Having a good education	24%	8%	24%	20%	1%	5%	30%	6%	11%	13%	-1%	27%	23%	18%	11%	12%	21%	17%	-5%	8%	12%	3%
Being free to be true to yourself	28%	14%	20%	24%	6%	10%	27%	23%	21%	22%	4%	13%	33%	20%	81%	-3%	8%	14%	15%	14%	5%	5%
Having access to information	4%	0%	3%	8%	-4%	2%	-10%	-5%	-2%	6%	-1%	20%	14%	-2%	10%	-8%	-5%	9%	-8%	-6%	7%	2%
Having access to entertainment like film, music, books	-5%	1%	3%	2%	-2%	8%	-9%	-2%	1%	13%	-1%	20%	6%	0%	5%	-8%	-6%	4%	-8%	7%	16%	3%
Being able to travel abroad	-1%	2%	-10%	-2%	-12%	0%	-4%	2%	-11%	6%	-7%	17%	2%	-1%	7%	-12%	-6%	5%	-13%	-9%	-1%	-2%
Being able to own your own home	38%	12%	13%	14%	-5%	3%	9%	2%	7%	9%	19%	16%	24%	14%	16%	12%	12%	33%	16%	3%	1%	-5%
Being safe from crime or harm	40%	23%	29%	38%	10%	26%	34%	43%	7%	43%	14%	31%	17%	22%	18%	19%	37%	42%	27%	-2%	29%	11%
Being able to live comfortably when you retire from work	36%	25%	28%	26%	7%	7%	16%	34%	14%	24%	17%	21%	17%	17%	28%	16%	29%	27%	23%	11%	11%	7%

Q2. And which of these do you think is or will be better or worse for today's youth than for their parents? % better

	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hong Kong	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Philippines	Poland	Romania	Russia	Saudi Arabia	Singapore	South Africa	South Korea	Spain	Sweden	Turkey	US
Having a secure job	55%	28%	23%	60%	23%	58%	66%	52%	16%	25%	20%	41%	22%	68%	35%	19%	26%	63%	56%	22%	75%	73%	52%	34%	35%	64%	47%	48%	21%	22%	22%	40%	31%
Having a successful career	66%	41%	28%	67%	33%	72%	69%	69%	25%	45%	33%	36%	49%	76%	55%	36%	27%	65%	69%	36%	84%	74%	67%	59%	50%	67%	55%	63%	40%	33%	40%	52%	37%
Having enough money to live well	54%	32%	24%	60%	23%	62%	74%	51%	18%	29%	22%	37%	26%	75%	32%	25%	22%	60%	48%	30%	71%	66%	59%	43%	44%	62%	45%	51%	23%	26%	32%	45%	28%
Having a good education	68%	65%	55%	70%	61%	71%	85%	72%	39%	57%	55%	70%	31%	84%	40%	61%	51%	81%	72%	42%	82%	81%	74%	54%	42%	74%	85%	72%	74%	60%	57%	66%	55%
Being free to be true to yourself	73%	59%	43%	69%	57%	72%	76%	70%	42%	59%	61%	57%	59%	71%	65%	59%	41%	62%	71%	51%	73%	79%	71%	72%	40%	67%	63%	68%	53%	53%	49%	48%	53%
Having access to information	84%	84%	77%	84%	82%	81%	86%	84%	66%	78%	83%	82%	79%	83%	87%	76%	78%	82%	84%	80%	81%	90%	87%	86%	77%	78%	86%	86%	84%	78%	78%	81%	81%
Having access to entertainment like film, music, books	78%	82%	76%	79%	80%	76%	85%	79%	70%	80%	85%	78%	78%	86%	83%	78%	73%	80%	83%	78%	76%	88%	86%	85%	77%	73%	83%	82%	83%	75%	78%	83%	79%
Being able to travel abroad	59%	68%	54%	63%	47%	69%	81%	66%	53%	71%	62%	69%	64%	79%	76%	69%	53%	67%	58%	66%	72%	79%	84%	79%	66%	65%	80%	72%	79%	67%	54%	71%	41%
Being able to own your own home	51%	19%	23%	64%	17%	63%	70%	55%	20%	28%	14%	34%	24%	72%	18%	26%	26%	53%	54%	20%	70%	69%	48%	37%	43%	61%	43%	49%	28%	22%	24%	42%	28%
Being safe from crime or harm	41%	25%	22%	51%	20%	44%	60%	45%	18%	25%	18%	35%	15%	57%	31%	18%	27%	53%	35%	19%	57%	53%	39%	37%	30%	64%	54%	35%	35%	28%	22%	38%	19%
Being able to live comfortably when you retire from work	54%	31%	20%	55%	21%	56%	70%	47%	13%	20%	19%	37%	16%	69%	37%	17%	22%	60%	48%	20%	66%	68%	31%	34%	33%	64%	44%	52%	25%	23%	21%	41%	27%

Q2. And which of these do you think is or will be better or worse for today's youth than for their parents? Change in % better since 2016

	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	India	Italy	Japan	Mexico	Peru	Poland	Russia	South Africa	South Korea	Spain	Sweden	Turkey	US
Having a secure job	25%	11%	14%	20%	8%	10%	9%	15%	10%	19%	8%	17%	24%	20%	32%	15%	13%	13%	16%	5%	6%	1%
Having a successful career	13%	12%	11%	13%	4%	5%	13%	19%	10%	12%	19%	18%	31%	17%	29%	6%	11%	32%	10%	10%	10%	0%
Having enough money to live well	19%	6%	10%	11%	1%	10%	7%	5%	4%	12%	11%	14%	10%	13%	33%	7%	10%	12%	12%	0%	7%	-6%
Having a good education	14%	4%	13%	12%	0%	4%	17%	1%	7%	8%	-3%	19%	14%	12%	7%	4%	10%	10%	-2%	2%	7%	-1%
Being free to be true to yourself	20%	10%	14%	14%	4%	8%	20%	17%	13%	13%	1%	10%	25%	13%	46%	-8%	3%	10%	8%	12%	3%	0%
Having access to information	2%	0%	0%	5%	-3%	3%	-8%	-4%	-1%	3%	-3%	17%	10%	-4%	7%	-6%	-4%	6%	-5%	-2%	5%	-1%
Having access to entertainment like film, music, books	-6%	0%	1%	0%	-1%	6%	-8%	-3%	1%	8%	-3%	17%	4%	-3%	5%	-7%	-6%	4%	-5%	1%	9%	1%
Being able to travel abroad	-2%	1%	-6%	-4%	-8%	1%	-5%	0%	-5%	3%	-5%	13%	-2%	-3%	6%	-8%	-5%	3%	-7%	-8%	1%	-4%
Being able to own your own home	21%	4%	7%	10%	-1%	8%	2%	0%	3%	7%	9%	13%	15%	9%	12%	1%	5%	17%	9%	0%	1%	-4%
Being safe from crime or harm	18%	12%	12%	19%	4%	12%	11%	17%	6%	23%	5%	19%	12%	12%	15%	10%	17%	19%	14%	-1%	17%	0%
Being able to live comfortably when you retire from work	22%	11%	12%	15%	5%	6%	6%	12%	7%	13%	7%	15%	12%	11%	16%	9%	15%	12%	13%	5%	8%	1%

Global Trends Survey 2019

Q2. And which of these do you think is or will be better or worse for today's youth than for their parents? % worse

	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hong Kong	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Philippines	Poland	Romania	Russia	Saudi Arabia	Singapore	South Africa	South Korea	Spain	Sweden	Turkey	US
Having a secure job	31%	51%	63%	29%	55%	23%	20%	37%	66%	52%	59%	38%	57%	23%	46%	69%	45%	20%	27%	53%	14%	15%	30%	50%	43%	24%	33%	42%	62%	69%	51%	43%	42%
Having a successful career	18%	33%	45%	21%	40%	12%	13%	17%	52%	27%	39%	36%	31%	15%	23%	43%	32%	17%	15%	26%	6%	13%	15%	23%	26%	21%	24%	27%	41%	51%	25%	33%	33%
Having enough money to live well	29%	47%	63%	27%	57%	19%	13%	33%	62%	42%	58%	44%	57%	16%	46%	59%	49%	22%	32%	41%	13%	18%	26%	43%	32%	23%	37%	37%	61%	61%	37%	42%	45%
Having a good education	20%	17%	26%	21%	21%	16%	7%	19%	39%	21%	25%	21%	55%	11%	45%	23%	19%	8%	15%	33%	7%	10%	11%	34%	38%	15%	5%	21%	16%	27%	16%	25%	23%
Being free to be true to yourself	12%	20%	31%	17%	19%	11%	13%	15%	29%	21%	17%	27%	19%	20%	17%	24%	23%	17%	15%	21%	8%	11%	14%	17%	20%	18%	19%	18%	33%	23%	24%	34%	20%
Having access to information	6%	7%	10%	9%	7%	6%	6%	9%	15%	9%	7%	12%	11%	9%	7%	12%	8%	8%	7%	6%	4%	3%	6%	5%	6%	11%	5%	7%	8%	10%	13%	14%	6%
Having access to entertainment like film, music, books	5%	6%	11%	10%	7%	7%	6%	8%	12%	7%	5%	12%	10%	9%	9%	9%	9%	9%	7%	5%	4%	6%	6%	7%	5%	12%	5%	7%	10%	12%	4%	9%	8%
Being able to travel abroad	17%	15%	26%	17%	28%	9%	7%	18%	24%	9%	20%	13%	22%	12%	12%	16%	18%	15%	19%	12%	5%	8%	7%	12%	13%	19%	7%	16%	11%	19%	20%	21%	30%
Being able to own your own home	33%	66%	65%	25%	68%	22%	18%	32%	55%	46%	73%	46%	65%	20%	72%	58%	40%	31%	28%	61%	13%	17%	35%	51%	29%	26%	42%	39%	59%	66%	51%	42%	48%
Being safe from crime or harm	42%	54%	57%	38%	55%	33%	15%	38%	55%	46%	62%	38%	67%	34%	46%	60%	42%	25%	53%	53%	26%	32%	43%	46%	39%	22%	25%	54%	45%	47%	54%	50%	54%
Being able to live comfortably when you retire from work	29%	49%	67%	34%	60%	26%	15%	41%	72%	62%	65%	41%	74%	20%	44%	71%	52%	21%	36%	55%	14%	16%	52%	49%	44%	21%	39%	37%	56%	69%	58%	45%	50%



Base: Global Advisor 2019: 22,285 adults aged 16-74 from 33 markets interviewed November 22 – December 31, 2019

Q2. And which of these do you think is or will be better or worse for today's youth than for their parents? Change in % "worse" since 2016

	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	India	Italy	Japan	Mexico	Peru	Poland	Russia	South Africa	South Korea	Spain	Sweden	Turkey	US
Having a secure job	-14%	-12%	-14%	-17%	-9%	-5%	-16%	-19%	-12%	-14%	-11%	-11%	-16%	-6%	-28%	-15%	-12%	-19%	-15%	-8%	-11%	-6%
Having a successful career	-5%	-10%	-18%	-9%	-4%	-1%	-14%	-19%	-8%	-9%	-26%	-10%	-14%	-8%	-20%	-5%	-9%	-40%	-5%	-10%	-13%	-8%
Having enough money to live well	-4%	-8%	-9%	-5%	2%	-2%	-8%	-15%	-1%	-8%	-15%	-1%	-1%	-4%	-22%	-10%	-7%	-14%	-6%	4%	-5%	-4%
Having a good education	-10%	-4%	-11%	-8%	-1%	-1%	-13%	-5%	-4%	-5%	-2%	-8%	-9%	-6%	-4%	-8%	-11%	-7%	3%	-6%	-5%	-4%
Being free to be true to yourself	-8%	-4%	-6%	-10%	-2%	-2%	-7%	-6%	-8%	-9%	-3%	-3%	-8%	-7%	-35%	-5%	-5%	-4%	-7%	-2%	-2%	-5%
Having access to information	-2%	0%	-3%	-3%	1%	1%	2%	1%	1%	-3%	-2%	-3%	-4%	-2%	-3%	2%	1%	-3%	3%	4%	-2%	-3%
Having access to entertainment like film, music, books	-1%	-1%	-2%	-2%	1%	-2%	1%	-1%	0%	-5%	-2%	-3%	-2%	-3%	0%	1%	0%	0%	3%	-6%	-7%	-2%
Being able to travel abroad	-1%	-1%	4%	-2%	4%	1%	-1%	-2%	6%	-3%	2%	-4%	-4%	-2%	-1%	4%	1%	-2%	6%	1%	2%	-2%
Being able to own your own home	-17%	-8%	-6%	-4%	4%	5%	-7%	-2%	-4%	-2%	-10%	-3%	-9%	-5%	-4%	-11%	-7%	-16%	-7%	-3%	0%	1%
Being safe from crime or harm	-22%	-11%	-17%	-19%	-6%	-14%	-23%	-26%	-1%	-20%	-9%	-12%	-5%	-10%	-3%	-9%	-20%	-23%	-13%	1%	-12%	-11%
Being able to live comfortably when you retire from work	-14%	-14%	-16%	-11%	-2%	-1%	-10%	-22%	-7%	-11%	-10%	-6%	-5%	-6%	-12%	-7%	-14%	-15%	-10%	-6%	-3%	-6%

- The 2019 findings in this report come from a Global Advisor survey conducted by Ipsos among 22,285 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, Singapore, Israel, Hong Kong, and Turkey and 16-74 in 25 other markets, November 22 - December 31, 2019.
- It was carried out via the Ipsos Online Panel System in 33 markets.
- Approximately 1000+ individuals were surveyed in Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Mexico, Spain, and the U.S.
- Approximately 500+ individuals were surveyed in Argentina, Belgium, Chile, Colombia, Hong Kong, Hungary, India, Israel, Malaysia, the Netherlands, Peru, the Philippines, Poland Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Sweden and Turkey.
- The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, Singapore, South Korea, Spain, Sweden, and the U.S. can be taken as representative of these countries' general adult population under the age of 75.

Kong, India, Israel, Malaysia, Mexico, the Philippines, Peru, Romania, Russia, Saudi Arabia, South Africa and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more “connected” segment of these population.

- The data is weighted so that each market's sample composition best reflects the demographic profile of the adult population according to the most recent census data.
- Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.
- The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

- The 2016 findings in this report come from the Global Trends Survey, conducted by Ipsos among 18,180 adults aged 16-64 (in the US and Canada 18-64) September 12 - October 11, 2016.
- It was carried out via the Ipsos Online Panel System in 23 markets.
- Approximately 1000+ individuals were surveyed in Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, India, Indonesia, Italy, Japan, Spain, and the U.S.
- Approximately 500+ individuals were surveyed in Argentina, Belgium, Poland, Mexico, Peru, Russia, Saudi Arabia, South Korea, Sweden and Turkey.
- The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Italy, Japan, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of these countries' general adult population under the age of 65.

- The samples in Brazil, China (mainland), India, Indonesia, Mexico,

GAME CHANGERS



Peru, Russia, South Africa and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more “connected” segment of these population.

- The data is weighted so that each market's sample composition best reflects the demographic profile of the adult population according to the most recent census data.
- Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.
- The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

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