



Concerned About Terrorism, Yet Optimistic About The Future_

Despite political unrest being a great concern, and the belief that their government does not fully represent their values and beliefs, Millennials in the Middle East & Africa highlight improving access to and the quality of education, and eliminating poverty as the most important ways to make a difference.

Positive About Technology's Ability to Affect Change_



The majority of Millennials in the Middle East & Africa own smartphones (72 percent) and prefer the Internet and social media (43 percent) to television (34 percent) and newspapers (18 percent) for credible coverage of the news.

Technology is viewed as a positive force for change:

- Eighty-six percent believe technology makes language barriers easier to overcome (vs. 87 percent worldwide).
- Eighty-four percent believe technology has made it easier to get a job (vs. 83 percent worldwide).
- Three-quarters (75 percent) believe technology creates more opportunities for all rather than a select few (vs. 69 percent worldwide).
 - This is believed most strongly by Millennials in Turkey (79 percent), Israel (75 percent) and Egypt (75 percent).
- Eighty-one percent believe they are on the cutting-edge of technology (vs. 75 percent worldwide).
- Eighty-five percent describe their personal knowledge and comfort level with technology as good or excellent (vs. 79 percent worldwide).

Technology is the New Gender Gap_

Millennial men and women value the role and impact of technology differently in their lives.

In the Middle East & Africa:		
"I am on the cutting-edge of technology."	83%	79%
"I think technology has been influential in shaping my outlook on life."	39%	34%
"I think technology is the field of study most important for ensuring personal future success."	35%	25%

Concerned About Terrorism in the Region_

- Terrorism is named as the most important issue facing the region (19 percent), followed by political unrest (13 percent).
- By comparison, worldwide only three percent name terrorism, and six percent name political unrest as the most important issues facing their region.
- Millennials in the Middle East & Africa are less concerned about the environment as their peers: 44 percent say climate change is very pressing compared to 53 percent worldwide.

Concerned About Progression to the Workplace_

- More than half (59 percent) believe it is difficult for their generation to make the progression from school to the workplace (vs. 63 percent worldwide).
- Thirty-nine percent expect to have to continue working indefinitely and will not have enough money to retire, same as the global average.



Introducing the Millennial Leaders_

The Millennial Leaders are a new subgroup of the Millennial generation identified through the survey, and defined by their **expertise with technology**, a **passion to participate** in solving challenges facing communities and the world, and a **drive to succeed**.

- Thirteen percent of Millennials in the Middle East & Africa are Millennial Leaders (vs. 11 percent worldwide).

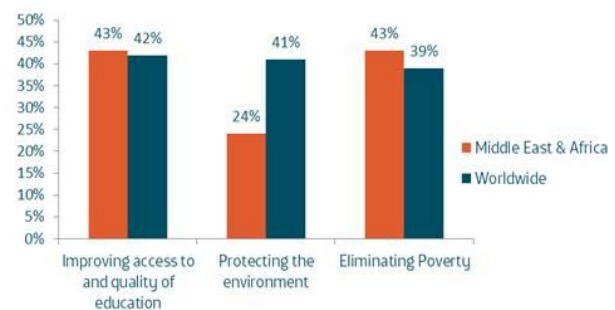
Split on the Global and Regional Economy but Optimistic About Their Country's Future_

- Millennials in the Middle East & Africa are split in their opinion of the economy. Forty-four percent believe the region's economy is on the right track (vs. 50 percent worldwide) and 48 percent believe the global economy is on the right track, (same as the worldwide average).
- Optimistic about the future of their region, 66 percent of Middle Eastern & African Millennials say their countries' best days are ahead (vs. 67 percent worldwide).
 - Ninety-one percent of Saudi Arabian Millennials agree.
- Sixty-eight percent of Millennials in the Middle East & Africa agree they have opportunities to become an entrepreneur in their country (vs. 68 percent worldwide).
 - Ninety-one percent of Millennials in Saudi Arabia agree, highest in the region.
 - Eighty-one percent of Millennials in South Africa agree.
- Sixty-seven percent of Millennials in the Middle East & Africa believe they can make a local difference (vs. 62 percent worldwide).

Equally or More Devout Than Their Parents, but Open to Others' Beliefs_

- Fifty-seven percent of Middle Eastern & African Millennials are equally or more religiously devout than their parents (vs. 49 percent worldwide).
- Seventy-seven percent are open toward other religions and beliefs outside their own (vs. 76 percent worldwide).
- However, just over half (56%) would consider marrying outside their religion compared to 80 percent of global Millennials.

Ways to Make a Difference in the World_



Survey Methodology

Telefónica in partnership with the Financial Times, commissioned 12,171 online quantitative interviews among Millennials, aged 18-30, across 27 countries in six regions including North America, Latin America, Western Europe, Central and Eastern Europe, Asia, and Middle East & Africa. Penn Schoen Berland conducted the survey from 11 January – 4 February 2013. Millennials from Argentina, Australia, Brazil, Canada, Chile, China, Colombia, Czech Republic, Egypt, France, Germany, India, Israel, Italy, Japan, Kingdom of Saudi Arabia, Korea, Mexico, Peru, Poland, Russia, South Africa, Spain, Turkey, United Kingdom, United States and Venezuela were surveyed. Country sample sizes represented in the global number are weighted by the percent of the population in each country with access to the Internet. The global margin of error is +/-9 percent. In the Middle East and Africa, 1,084 adult Millennials were surveyed, with a margin of error of 2.98 percent.