

Report about



Attitudes of pre-university students

PORTUGAL

January 2017



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1. Introduction

Young Business Talents (YBT) is a business simulation experience that allows participants to make all kinds of decisions within a virtual company. YBT lets participants experience the process of managing a firm in order to develop and put into practice their skills and knowledge. In order to obtain complete information about YBT please visit <http://www.youngbusinesstalents.com>

The Young Business Talents Report (YBTR) is a social research based on data from YBT that is developed to identify the attitudes and tendencies of young **Portuguese** pre-university students as well as the most relevant issues that may impact their future and that of the whole society.

YBTR is promoted and carried out by NIVEA and Praxis MMT as a part of its business social responsibility and with the objective to help young people including families, to enhance their perspectives about their professional future. The presented results have a transcendence in the short and long term that may imply the need for changes in the way to address educational and social needs.

YBTR presents the results that are understood as most significant and relevant for the youth and for the society. In some of these results, comparisons with other countries are presented, to provide a broader view that allows the company for a more concrete and deeper evaluation.

The studied universe of teenagers between 15 and 21 years old is crucial. Since it is at this age when they settle the criteria and attitudes that will prevail and affect much of their adult life.

2. Objectives

To get to know reliably:

- The reality of young people's perceptions to transcendental issues regarding their attitudes and aptitudes towards future employment.
- Their interests about future professional careers.
- Their preferences in the development of their future professions.
- Whether the application of new educational technologies and techniques increases the chances for academic and professional success.

3. Data Sheet

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Social research of young pre-university students between the ages of 15 and 21, Studies of 1º, 2º and 3º year of High School and Professional training.

Universe studied: 197.125 young people.

Universe considered: Infinite.

Information collection instrument: Structured questionnaire of 10 questions, 8 closed and 2 open questions. The questionnaire is answered by the individuals in the sample online at the time of the enrolment in Young Business Talents.

Sample: 2.053 individuals.

Sampling method: Random clustering

Data were collected between October and November 2016 with a degree of confidence of 95%; P=Q=0,50; Error: +/- 1,10%

4. Relevant Conclusions

– The majority of young Portuguese pre-university students (46,47%) consider that funding an own company is the best option for their future career path (See Graphic 1). Data from last year report (see YBT report 2015) showed that 67,29% opted for entrepreneurship which counts for a difference of 20,82% between both samples. However, 44,96% of these students would like to work for a company in the near future and 8,57% of them prefer working as a civil servant.

– 69,75% of the sample have a clear idea about what profession and activities they would like to do in the future. According to the question which university they prefer at most the sample shows the most desired universities in the following priority order:

- Faculdade de Engenharia do Porto
- Instituto Universitário de Lisboa
- Universidade Nova de Lisboa
- Universidade de Coimbra
- Universidade do Porto
- Faculdade de Economia do Porto

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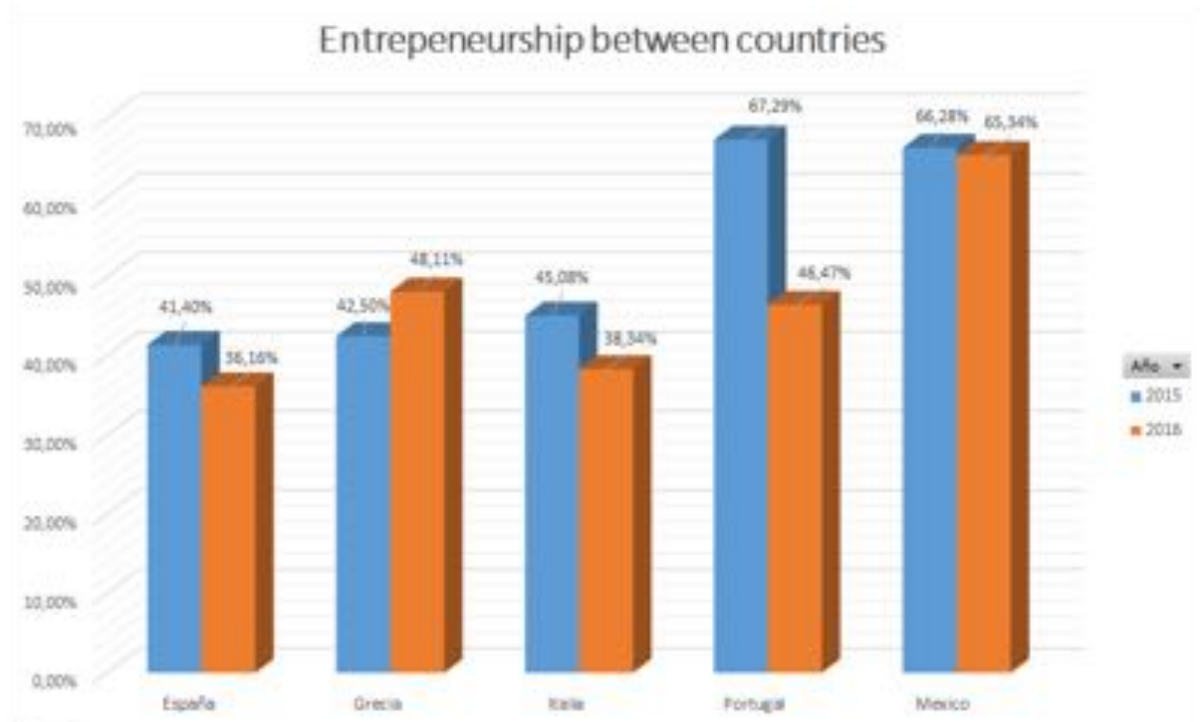


Graphic 1: What do you want to do in the future?

– The interest of participant to become entrepreneurs is significantly different according to different regions. The regions with the highest predisposition to create a company are the provinces Lisboa (54,49%), Castelo Branco, Coimbra, Leiria (49,52%), Porto (48,04%) and Aveiro, Vila Real, Viseu (47,17%). The area where the young people are less willing to found a company is formed by Portalegre, Santarém (37,63%), Azores, Madeira (41,67%) and Beja, Faro, Setúbal (41,80%).

– If we compare the degree of interest for entrepreneurship with other Southern European countries like Spain, Italy and Greece the distances are very large among the young people of the sample. With 48,11% the Greeks have the highest will to undertake a company followed by Portugal with 46,47% and the lowest will being civil servant (8,57%). In comparison, Spaniards have the lowest will of being entrepreneurs (36,16%) and also have the highest will being civil servant (25,84%). According to the chart, Italy remains with 38,34% a slightly higher percentage than Spain. Comparing with Mexico the difference is even larger. With 65,35% Mexico is the country with the highest degree of entrepreneurship (See Graphic 2).

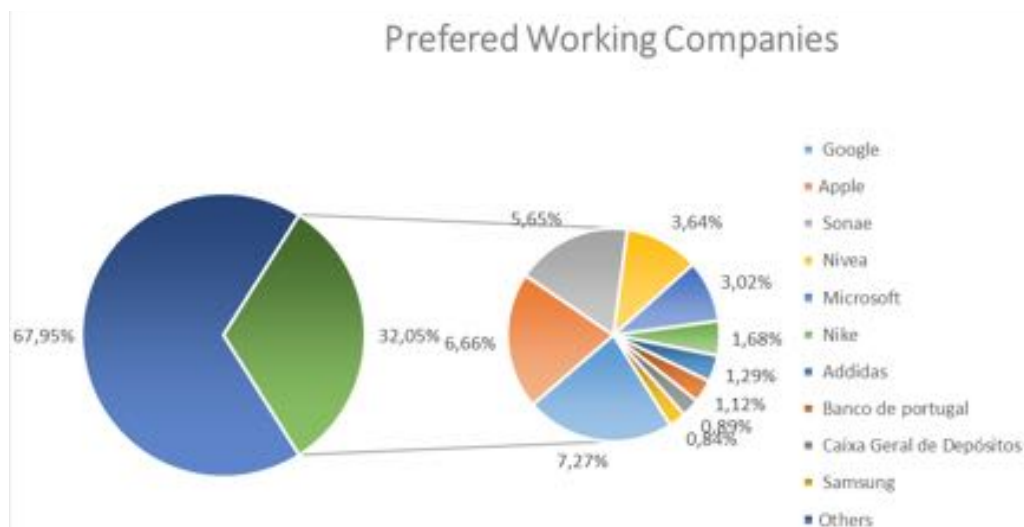
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Graphic 2: Preference for entrepreneurship by country

– Only 8,57% of the young Portuguese students are considering working as civil servants as the best option for the future. (See Graphic 1).

– 44,96% of the Portuguese pre-university students who want to work in the private sector prefer to work for the following companies and sectors in the following priority order: Google (7,27%), Apple (6,66%), Sonae (5,65%), Nivea (3,64%), Microsoft (3,02%), Nike (1,68%), Adidas (1,29%) and Banco de Portugal (1,12%) (see Graphic 2b).



Graphic 2b: Preferred working companies

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– There is also a great willingness for Portuguese to change the place of residence for work. 90,45% of the students would change the province for their profession. There is a decrease of 3,19% compared to 2015 (93,64%) and 83,88% would even change to another country for their future profession. In 2015, it was 87,56%.

– The most attractive cities for working are, in order of preference: Lisbon, Porto, Faro, Coimbra, Braga and Aveiro. The most attractive countries according to preferences are the United States, the United Kingdom, Switzerland, France, Germany, Canada and Australia.

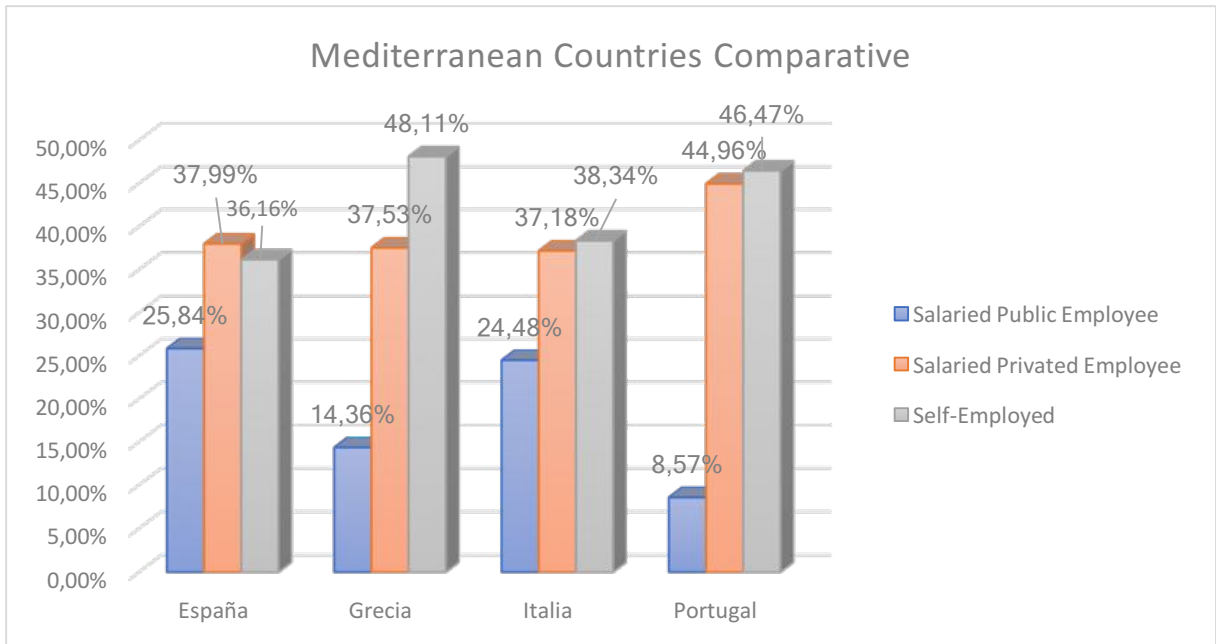
5. The different type of future career path

In this part of this report we intend to figure out whether there is a substantial difference in young students according to their preference of working as a wage earners in the private sector, in the public sector or becoming entrepreneurs.

46,47% of young students intend to become entrepreneurs while 44,96% of them prefer to work for the private sector. In 2015, these figures were 67,29% and 23,87% respectively and a decrease of 20,82% and an increase of 21,09% can be recognized. The rest of them (8,57%) intend to become civil servants. Compared to 2015 with 8,84% this involves only a slight decrease (see Graphic 3 in comparison with other Mediterranean countries).

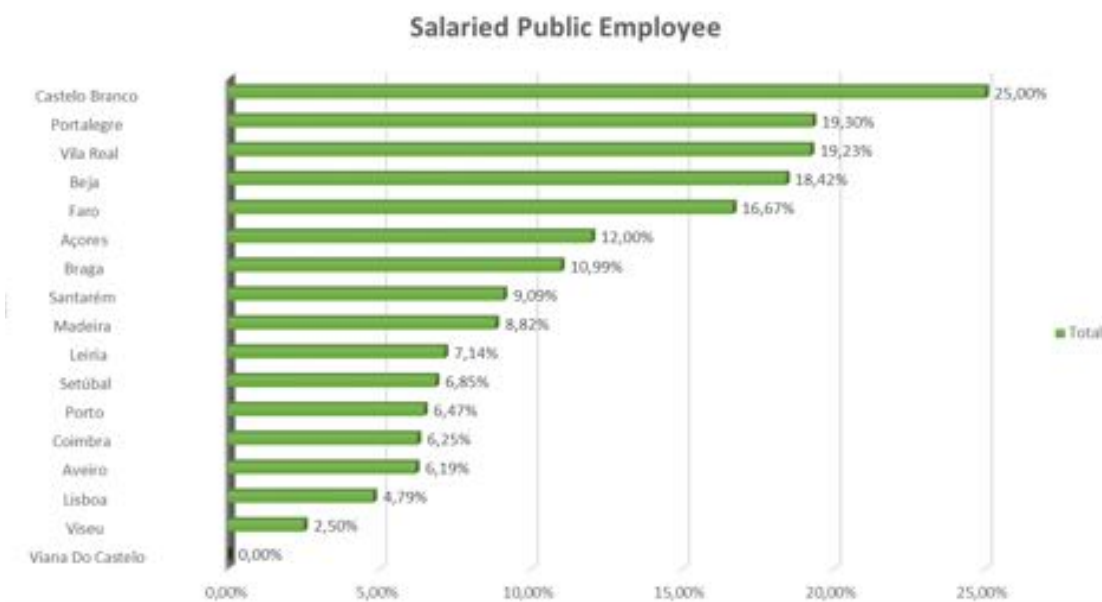


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Graphic 3: Preferences of pre-university students about their professional future

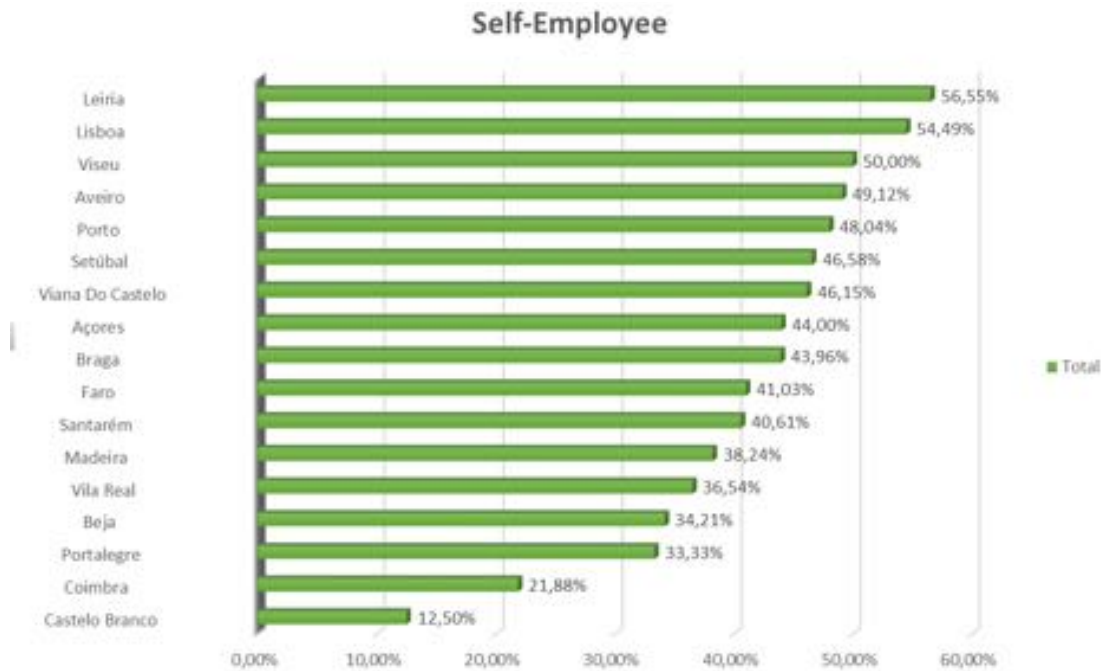
The importance of this information acquires relevance when studying the different zones. We could recognize that the work preferences are different compared to each region. Hence, 8,57% of the pre-university students considered to be civil servants as the best option for the future. The differences between the different zones of the country are significant. Young people from Portalegre, Santarém (13,26%), Beja, Faro, Setúbal (13,23%) and Azores, Madeira (10,71%) are those who prefer to be civil servants. The provinces with the biggest rejection to be civil servant formed by Lisboa (4,79%), Porto (6,47%) and Castelo Branco, Coimbra, Leiria (7,69%) (see Graphic 4).



Graphic 4: Being a civil servant

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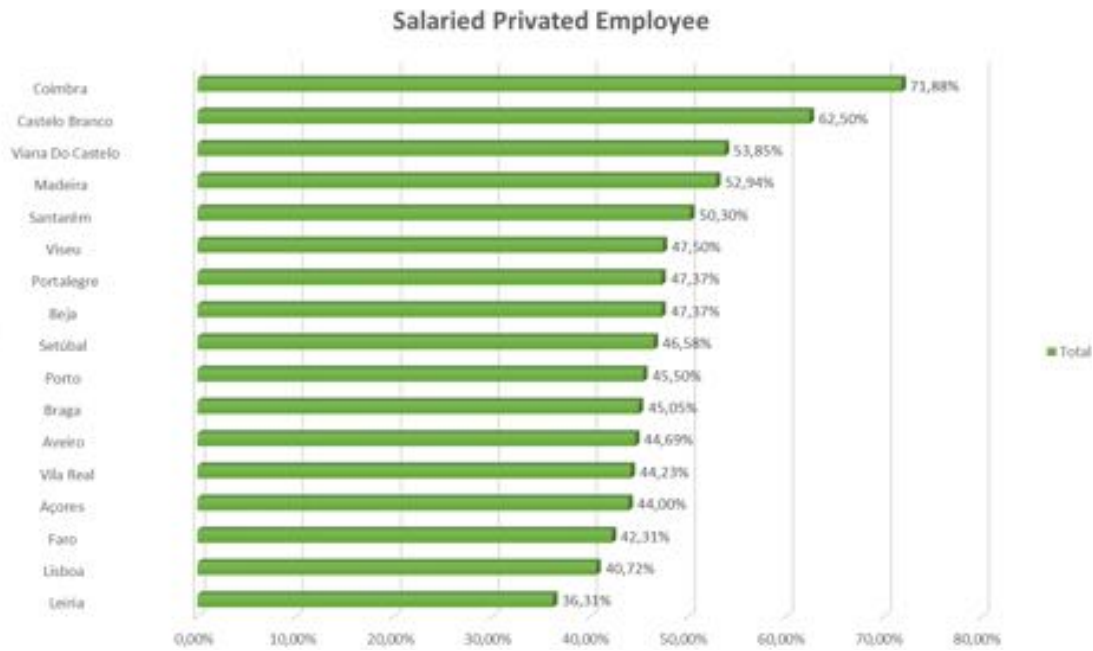
The young people with the most entrepreneurial spirit in Portugal are those in the provinces formed by Lisboa (54,49%), Castelo Branco, Coimbra, Leiria (49,52%) and Porto (48,04%). The lowest results are formed by (Portalegre, Santarém), (Azores, Madeira) and (Beja, Faro, Setúbal) with 37,63%, 41,67% and 41,80% respectively. The difference between the more entrepreneurial states and the less entrepreneurial provinces are up to 17% (see Graphic 5).



Graphic 5: Being an entrepreneur

Compared to the students who want to work for a private company, the areas Emilia Portalegre, Santarém (49,10%), Azores, Madeira (47,62%) and Braga, Viana do Castelo (46,15%) show the highest results respectively. The lowest results are formed by Lisboa, (Castelo Branco, Coimbra, Leiria) and (Aveiro, Vila Real, Viseu) with 40,72%, 42,79% and 44,97% (see Graphic 6).

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Graphic 6: Being a wage earner

Compared to Spain, Italy and Greece the young Portuguese pre-university students are with a score of 46,47% the second highest in this ranking after Greece in South Europe who are intending to start a company. Portugal also have lowest willingness to be wage earners in the public sectors (8,57%). The remain 44,96% of them prefer to work for a private company (see Table 1).

2015

Country	Working for a company	Working as a civil servant	Become an entrepreneur	Total
Spain	32,51%	26,07%	41,42%	100%
Italy	38,43%	16,49%	45,08%	100%
Portugal	23,87%	8,84%	67,29%	100%
Greece	42,24%	15,26%	42,50%	100%
Mexico	19,86%	13,87%	66,28%	100%

2016

Country	Working for a company	Working as a civil servant	Become an entrepreneur	Total
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Spain	37,99%	25,84%	36,16%	100%
Italy	37,18%	24,48%	38,34%	100%
Portugal	44,96%	8,57%	46,47%	100%
Greece	37,53%	14,36%	48,11%	100%
Mexico	29,40%	5,25%	65,35%	100%

Table 1: Preferences by type of work compared to countries

Considering the choice of the type of work by gender, we can observe that there is a slight difference between female and male students. In general, it can be recognized that males prefer to fund a company in the future (48,25%) and females prefer working as a civil servant (9,56%). The difference between male and female is about 3,57% and 1,97% respectively (see Table 2).

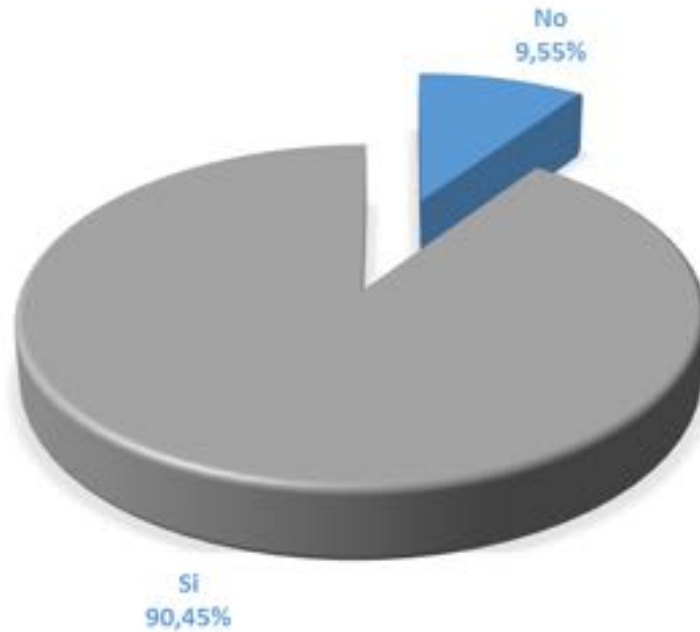
Gender	Working for a company	Working as a civil servant	Become an entrepreneur	Total
Female	45,76%	9,56%	44,68%	100,00%
Male	44,16%	7,59%	48,25%	100,00%
Total	44,96%	8,57%	46,47%	100,00%

Table 2: Type of work by gender

6. Geographic mobility

Regarding the issue of mobility, we find out that young people between the ages of 15 and 21 are willing to change their place of residence to improve their professionally job chance. 90,45% of the young Portuguese pre-university students would change the Province. Compared to 93,64% in 2015 it is a decrease of 3,19% (see Graphic 7).

GEOGRAPHICAL MOBILITY RELATED TO PROVINCE



Graphic 7: Geographical mobility related to provinces

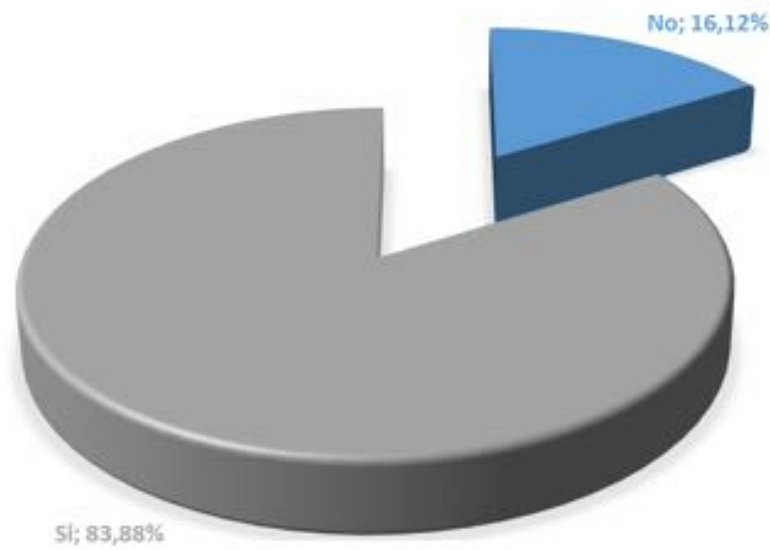
Comparing to the willingness of Portuguese pre-university students to change the province by gender, there are no significant differences between female or male students. Females are more willing to change to another province for work (See Table 3).

Gender	Yes	No	Total
Female	91,71%	8,29%	100,00%
Male	89,20%	10,80%	100,00%
Total	90,45%	9,55%	100,00%

Table 3: Geographical mobility relating to provinces by gender

83,88% of the young Portuguese pre-university students would even change the country. Compared to 87,56% in 2015 it shows a decrease of 3,68% (see Graphic 8).

GEOGRAPHICAL MOBILITY RELATED TO COUNTRIES



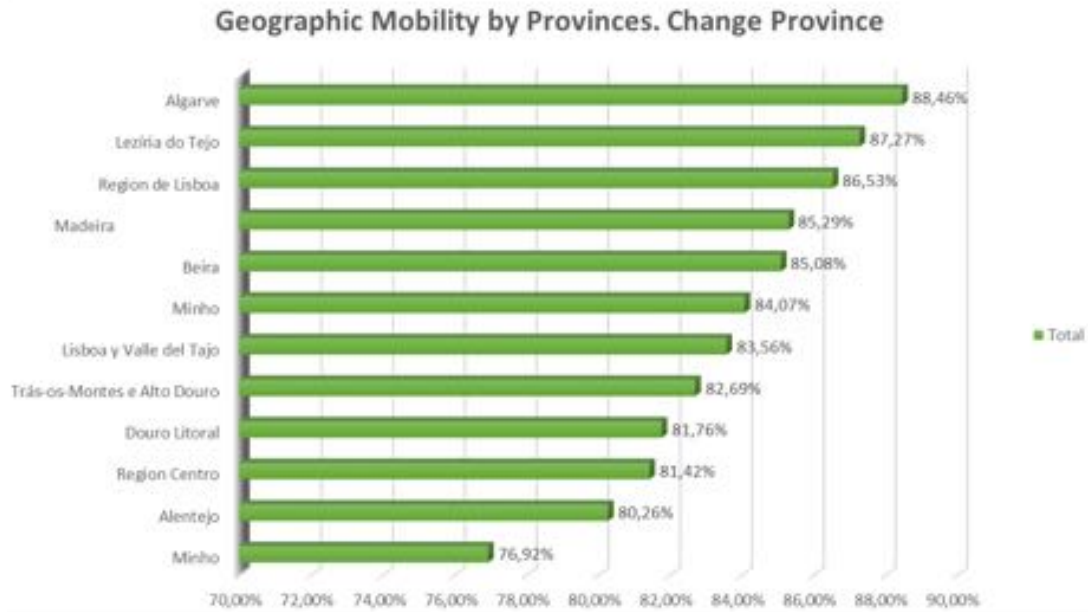
Graphic 8: Geographical mobility relating to countries

Comparing the willingness of young Portuguese pre-university students to change the country by gender, we could not recognize a significant difference between female and male students. The difference between Females and Males is only 0,44% (See Table 4). Graphics 9 and 10 show differences in geographic willingness of mobility for regions and foreign countries.

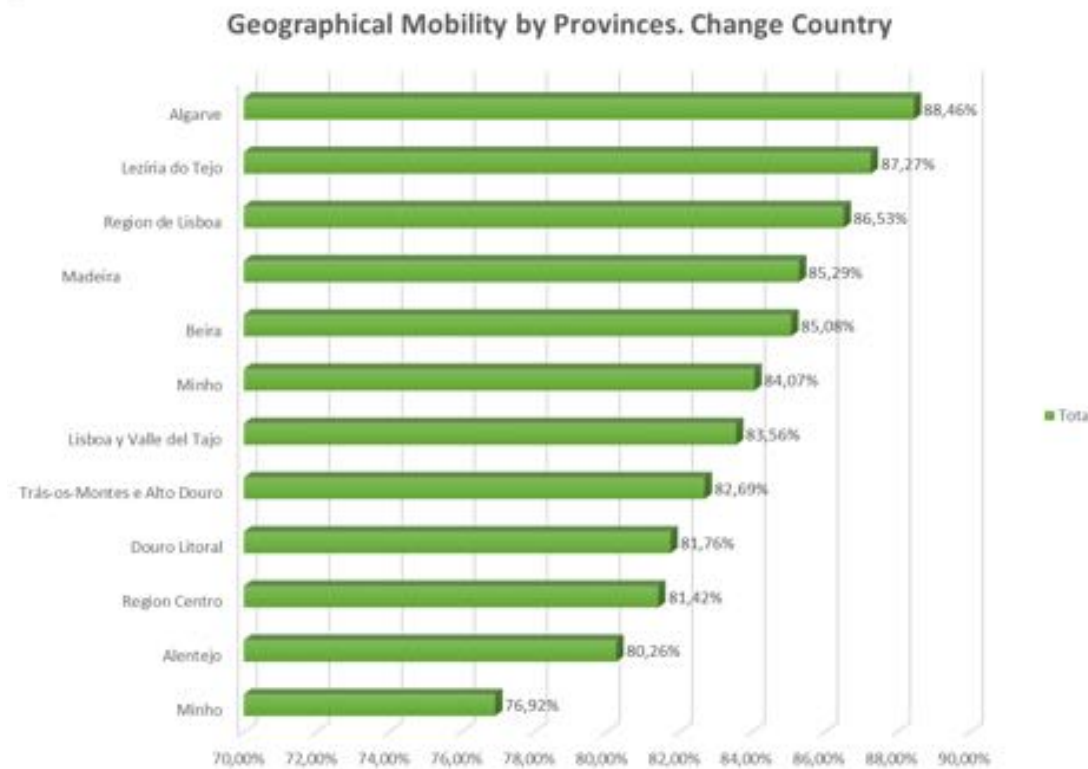
Gender	Yes	No	Total
Female	84,10%	15,90%	100,00%
Male	83,66%	16,34%	100,00%
Total	83,88%	16,12%	100,00%

Table 4: Geographical mobility relating to countries by gender

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Graphic 9: Geographic mobility by zones. Change province



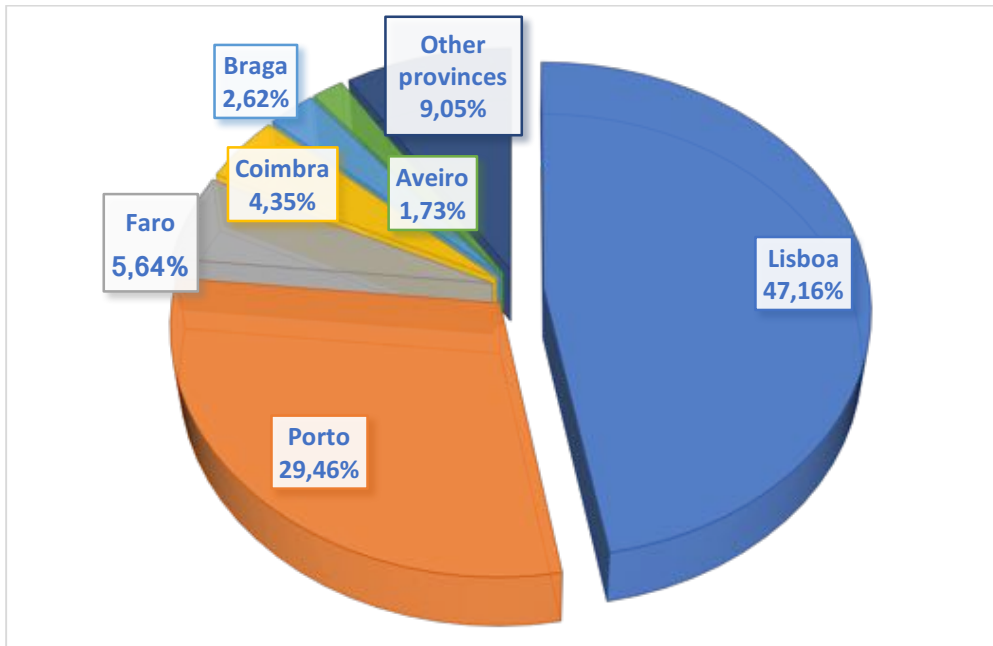
Graphic 10: Geographic mobility by zones. Change country

7. Most preferred provinces and countries for work

Regarding to the question which provinces young Portuguese pre-university students prefer at most, the graphic highlights that Lisbon has with 47,16% the largest number of

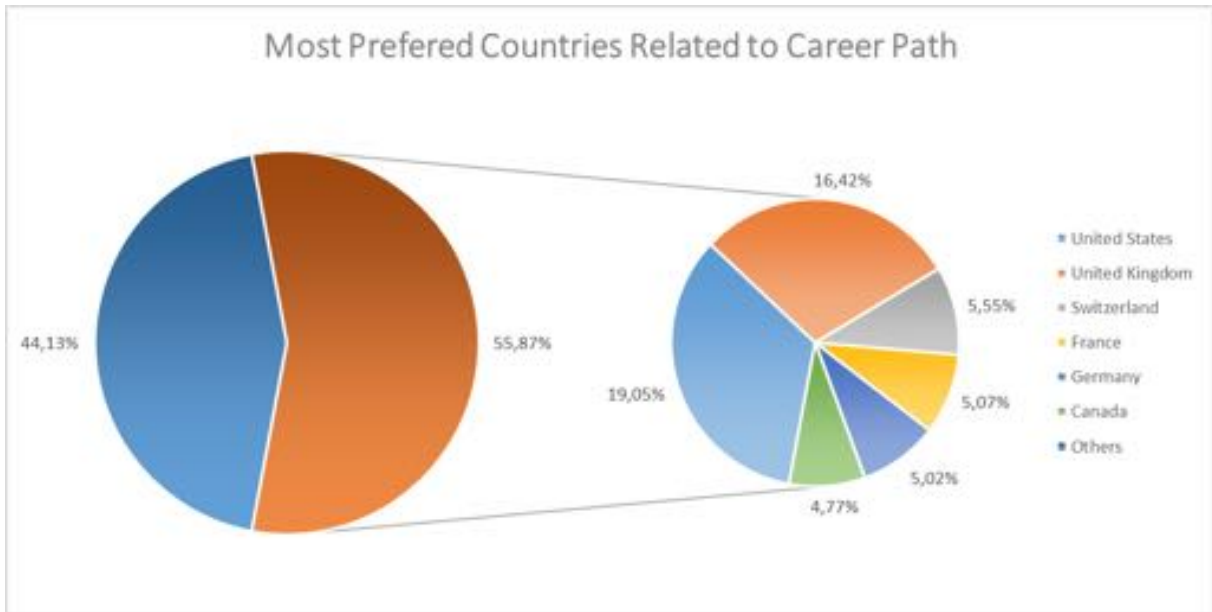
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preferences followed by Porto (29,46%), Faro (5,64%), Coimbra (4,35%), Braga (2,62%) and Aveiro (1,73%) (see Graphic 11).



Graphic 11: Most preferred provinces related to career path

Regarding to the question which country young Portuguese pre-university students prefer at most, the graphic highlights that the United States has with 19,05% the largest number of preferences followed by the United Kingdom with 16,42%, Switzerland with 5,55%, France with 5,07%, Germany with 5,02% and Canada with 4,77% (see Graphic 12).



Graphic 12: Most preferred countries related to career path

8. Future career path

The young students were asked if they know what professional activity they want to pursue in the future. 69,75% of them knew exactly what they would like to do and 30,25% did not.

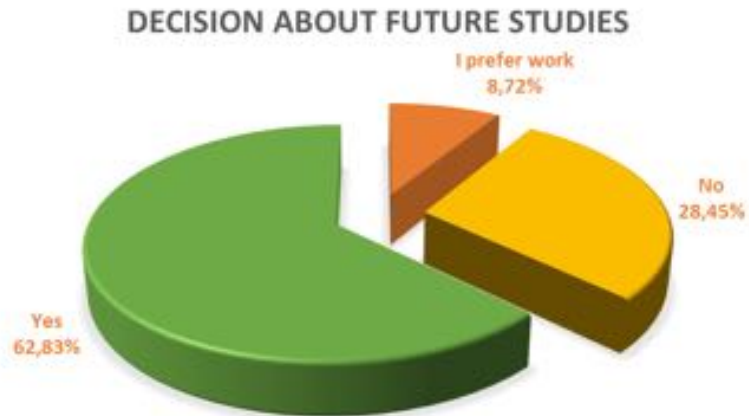
They were also asked if they had decided yet what they want to study. The results show that 62,83% of the students were clear about their career path and 28,45% have not decided yet. The rest with 8,72% prefer go working instead of studying. Compared to 2015 the number was 53,78% (Yes) and 46,22% (No) respectively (see Graphics 13 and 14).

DECISION ABOUT FUTURE CAREER PATH



Graphic 13: Decision about future career path

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Graphic 14: Decision about future studies

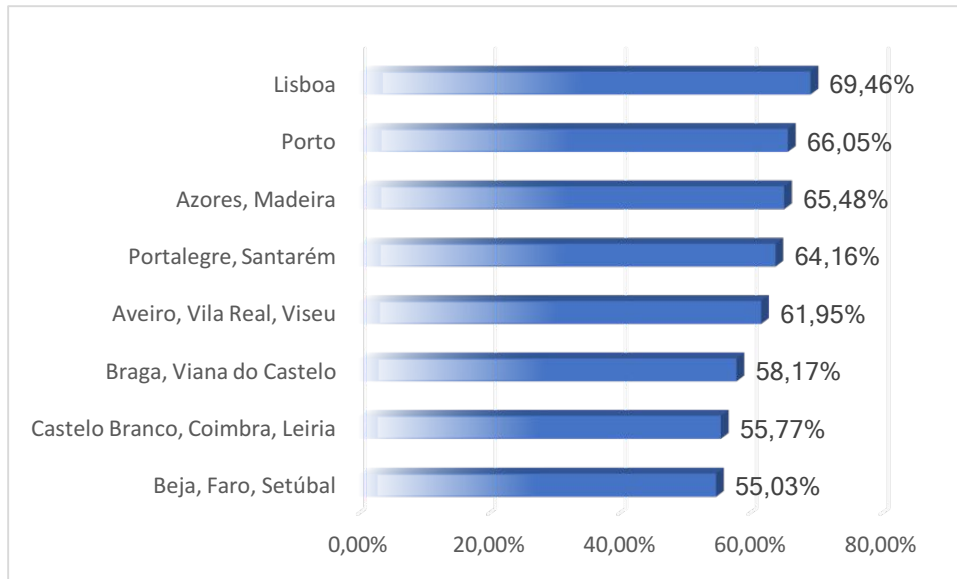
Comparing the future career path of young Portuguese pre-university students by gender, there is only a slight difference between female and male students. Male students seem to know better what they want to study than female students (0,79% higher). Male students also prefer to go working instead of studying (1,83% higher) (see Table 5).

Gender	Yes	No	Prefer Working	Total
Female	62,44%	29,76%	7,80%	100,00%
Male	63,23%	27,14%	9,63%	100,00%
Total	62,83%	28,45%	8,72%	100,00%

Table 5: Decision about future studies by gender

Considering Portugal by provinces we can observe that young people from Lisbon, Porto and Azores – Madeira lead the regions with a clearer decision on their future studies with percentages higher than 65% while Beja, Fato, Setubal score lower than 55% (see Graphic 15).

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Graphic 15: Decision about future studies by provinces

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Discussion

There are definitely clear differences between perceptions on professional careers for Portuguese students compared to other countries. Still Portuguese students are keener to become entrepreneurs which clearly shows that the expectations of creating a firm is a crucial issue for Portuguese students. There are clear differences between Regions.

This report intends to serve as a general view of perceptions among young students. However, deeper research is needed to analyze every dimension. Only descriptive data is shown without further statistical analysis which will be object of future studies.

Questionnaire

1- ¿Sabes qué actividad profesional quieres ejercer en el futuro?

- a) Sí
- b) No

2- ¿Qué te gustaría hacer en el futuro?

- a) Trabajar para una empresa
- b) Ser Funcionario/empleo público
- c) Ser Emprendedor creando mi propia empresa

3- ¿En qué empresa o institución te gustaría trabajar si te dieran a elegir?

4- ¿Vivirías en otra provincia por el trabajo?

- a) Sí
- b) No

5- Si cambiaras de provincia elige la que preferirías para trabajar?

6- ¿Cambiarías de país por el trabajo?

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- a) Sí
- b) No

7- Si cambiaras de país elige el que preferirías para trabajar?

8- ¿Tienes decidida la titulación que vas a estudiar?

- a) Sí
- b) No

9- ¿En qué universidad, centro de FP u otro te gustaría estudiar?

Annex - Raw Data tables

1. Type of job

	Type of job			Total
	Public Employee	Private Employee	Self-Employed	
Madeira-Azores	8,82%	52,94%	38,24%	100,00%
Minho	10,99%	45,05%	43,96%	100,00%
Alentejo	19,08%	47,37%	33,55%	100,00%
Algarve	16,67%	42,31%	41,03%	100,00%
Beira	6,85%	43,55%	49,60%	100,00%
Douro Litoral	6,47%	45,50%	48,04%	100,00%
Lezíria do Tejo	9,09%	50,30%	40,61%	100,00%
Lisboa y Valle del Tajo	6,85%	46,58%	46,58%	100,00%
Minho	0,00%	53,85%	46,15%	100,00%
Region Centro	6,19%	44,69%	49,12%	100,00%
Region de Lisboa	4,79%	40,72%	54,49%	100,00%
Trás-os-Montes e Alto Douro	19,23%	44,23%	36,54%	100,00%
Total	8,49%	44,98%	46,53%	100,00%

2. Possibility to change the area in order to have professional improvement.

	Possibility to change the area		Total	
	No	Yes		
Madeira-Azores		2,94%	97,06%	100,00%
Minho		7,14%	92,86%	100,00%
Alentejo		4,61%	95,39%	100,00%
Algarve		12,82%	87,18%	100,00%
Beira		9,27%	90,73%	100,00%

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Douro Litoral	11,78%	88,22%	100,00%
Lezíria do Tejo	6,67%	93,33%	100,00%
Lisboa y Valle del Tajo	6,85%	93,15%	100,00%
Minho	3,85%	96,15%	100,00%
Region Centro	7,52%	92,48%	100,00%
Region de Lisboa	15,27%	84,73%	100,00%
Trás-os-Montes e Alto Douro	1,92%	98,08%	100,00%
Total	9,54%	90,46%	100,00%

3. Possibility to go to foreign.

Possibility to go to foreign				
	No	Yes	Total	
Madeira-Azores		14,71%	85,29%	100,00%
Minho		15,93%	84,07%	100,00%
Alentejo		19,74%	80,26%	100,00%
Algarve		11,54%	88,46%	100,00%
Beira		14,92%	85,08%	100,00%
Douro Litoral		18,24%	81,76%	100,00%
Lezíria do Tejo		12,73%	87,27%	100,00%
Lisboa y Valle del Tajo		16,44%	83,56%	100,00%
Minho		23,08%	76,92%	100,00%
Region Centro		18,58%	81,42%	100,00%
Region de Lisboa		13,47%	86,53%	100,00%
Trás-os-Montes e Alto Douro		17,31%	82,69%	100,00%
Total		16,18%	83,82%	100,00%

4. Country 's preferences to work.

Preferences place to work by country												
	United States	United Kingdom	Switzerland	France	Germany	Australia	Canada	Spain	Arab Emirates	Italy	Total	
Madeira		22,73%	18,18%	4,55%	0,00%	4,55%	18,18%	4,55%	9,09%	9,09%	9,09%	100,00%
Minho		25,00%	22,14%	7,14%	7,86%	10,00%	7,14%	7,86%	5,00%	2,86%	5,00%	100,00%
Alentejo		21,78%	20,79%	10,89%	6,93%	5,94%	5,94%	5,94%	8,91%	6,93%	5,94%	100,00%
Algarve		44,44%	13,33%	6,67%	8,89%	4,44%	0,00%	6,67%	11,11%	4,44%	0,00%	100,00%
Beira		26,29%	20,57%	8,57%	9,14%	5,14%	6,29%	11,43%	4,57%	5,71%	2,29%	100,00%
Douro Litoral		27,71%	27,71%	6,37%	5,10%	7,32%	5,10%	3,82%	6,05%	7,01%	3,82%	100,00%
Lezíria do Tejo		30,70%	21,05%	9,65%	5,26%	5,26%	7,02%	7,02%	4,39%	6,14%	3,51%	100,00%
Lisboa y Valle del Tajo		30,00%	26,67%	1,67%	8,33%	10,00%	8,33%	5,00%	3,33%	3,33%	3,33%	100,00%
Minho		16,67%	22,22%	0,00%	11,11%	0,00%	0,00%	16,67%	5,56%	27,78%	0,00%	100,00%
Region Centro		19,15%	21,99%	12,06%	12,77%	9,93%	5,67%	3,55%	7,09%	4,26%	3,55%	100,00%
Region de Lisboa		32,16%	23,14%	8,24%	3,53%	7,06%	9,02%	6,27%	4,71%	3,14%	2,75%	100,00%
Trás-os-Montes e Alto Douro		10,81%	29,73%	10,81%	21,62%	2,70%	5,41%	2,70%	2,70%	2,70%	10,81%	100,00%
Total		27,00%	23,21%	8,02%	7,17%	7,03%	6,54%	6,26%	5,70%	5,34%	3,73%	100,00%