

# DREAMS AND ASPIRATIONS

///  
May 2024



**Lexia**

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# METHODOLOGY



**Fieldwork:** January 12<sup>th</sup> to March 6<sup>th</sup>, 2024



**Sample:** 8,619 total interviews in 17 countries in America, Europe, Africa, Asia and Oceania.



**Questionnaire:** 7 minutes long surveys conducted via Online Panel



**Target:** General Population 18+ years old with national scope in each country, using soft quotas  $\pm 15\%$  vs offline population.



**Weighting:** The weighting was done based on the size of the population of each country.

Country*	Non-Weighted	Weighted
Australia	510	212
Austria	478	88
Bulgaria	507	69
Canada	500	316
Colombia	500	388
Greece	500	100
Italy	500	483
Japan	500	1020
Korea	502	432
Lithuania	524	41
Malaysia	503	256
Mexico	500	872
Nigeria	527	1075
Peru	500	247
Romania	500	164
Turkey	501	609
USA	569	2247

\*Countries are listed in alphabetical order.

# DEMOGRAPHICS BY COUNTRY



**Australia**



Age	Survey %
18-24 y.o.	17
25-34 y.o.	17
35-44 y.o.	17
45-54 y.o.	15
55-64 y.o.	16
65 + y.o.	18



**Austria**



Age	Survey %
18-24 y.o.	10
25-34 y.o.	17
35-44 y.o.	16
45-54 y.o.	17
55-64 y.o.	19
65 + y.o.	21



**Bulgaria**



Age	Survey %
18-24 y.o.	6
25-34 y.o.	18
35-44 y.o.	16
45-54 y.o.	19
55-64 y.o.	20
65 + y.o.	21



**Canada**



Age	Survey %
18-24 y.o.	10
25-34 y.o.	20
35-44 y.o.	16
45-54 y.o.	15
55-64 y.o.	17
65 + y.o.	22



**Colombia**



Age	Survey %
18-24 y.o.	10
25-34 y.o.	34
35-44 y.o.	23
45-54 y.o.	10
55-64 y.o.	15
65 + y.o.	8



**Greece**



Age	Survey %
18-24 y.o.	10
25-34 y.o.	14
35-44 y.o.	17
45-54 y.o.	17
55-64 y.o.	32
65 + y.o.	10



**Italy**



Age	Survey %
18-24 y.o.	12
25-34 y.o.	12
35-44 y.o.	16
45-54 y.o.	16
55-64 y.o.	23
65 + y.o.	21



**Japan**



Age	Survey %
18-24 y.o.	10
25-34 y.o.	12
35-44 y.o.	14
45-54 y.o.	17
55-64 y.o.	22
65 + y.o.	25



**Korea**



Age	Survey %
18-24 y.o.	3
25-34 y.o.	24
35-44 y.o.	16
45-54 y.o.	20
55-64 y.o.	29
65 + y.o.	8



**Lithuania**



Age	Survey %
18-24 y.o.	7
25-34 y.o.	17
35-44 y.o.	18
45-54 y.o.	19
55-64 y.o.	24
65 + y.o.	15

\*Countries are listed in alphabetical order.

# DEMOGRAPHICS BY COUNTRY



Malaysia

51 49

Age	Survey %
18-24 y.o.	16
25-34 y.o.	28
35-44 y.o.	22
45-54 y.o.	13
55-64 y.o.	11
65 + y.o.	10



Mexico

49 51

Age	Survey %
18-24 y.o.	17
25-34 y.o.	26
35-44 y.o.	19
45-54 y.o.	15
55-64 y.o.	19
65 + y.o.	4



Nigeria

51 49

Age	Survey %
18-24 y.o.	20
25-34 y.o.	42
35-44 y.o.	22
45-54 y.o.	10
55-64 y.o.	6
65 + y.o.	-



Peru

50 50

Age	Survey %
18-24 y.o.	14
25-34 y.o.	30
35-44 y.o.	20
45-54 y.o.	15
55-64 y.o.	14
65 + y.o.	7



Romania

49 51

Age	Survey %
18-24 y.o.	8
25-34 y.o.	21
35-44 y.o.	20
45-54 y.o.	17
55-64 y.o.	34
65 + y.o.	-



Turkey

50 50

Age	Survey %
18-24 y.o.	16
25-34 y.o.	24
35-44 y.o.	20
45-54 y.o.	16
55-64 y.o.	12
65 + y.o.	12



United States

47 53

Age	Survey %
18-24 y.o.	10
25-34 y.o.	17
35-44 y.o.	18
45-54 y.o.	16
55-64 y.o.	17
65 + y.o.	22

\*Countries are listed in alphabetical order.

**INDIVIDUAL'S  
PERCEPTION OF  
THEIR REALITY**



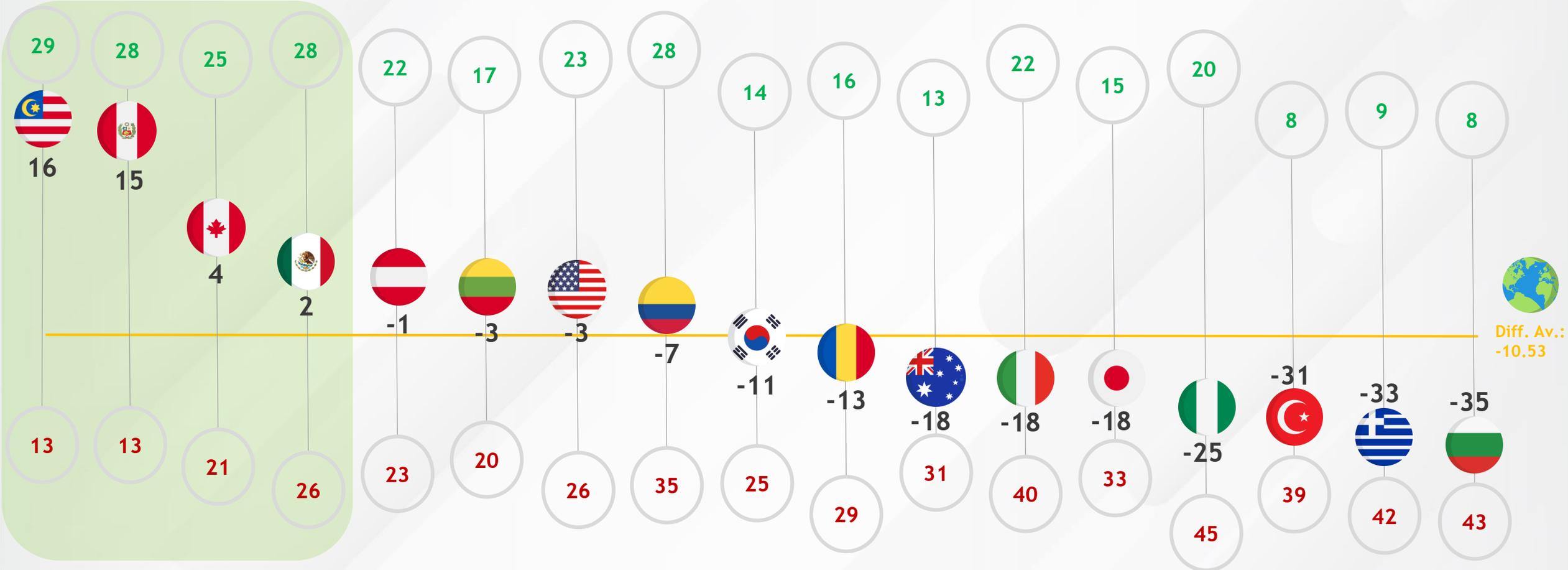
# INDIVIDUAL ASPIRATIONS ARE ELUSIVE IN THE FACE OF REALITY

%

Only in 4 of the 17 countries included in the study more people consider that their life is very close or close to their aspirations. However, there is no country included where a majority of people consider that they are far or very far from their aspirations.

T2B= (6: My daily life is very close to my aspirations + 5)

Difference: T2B-BTb



\*Countries highlighted in green show positive differences

B2B= (1: My daily life is very far away from my aspirations + 2)

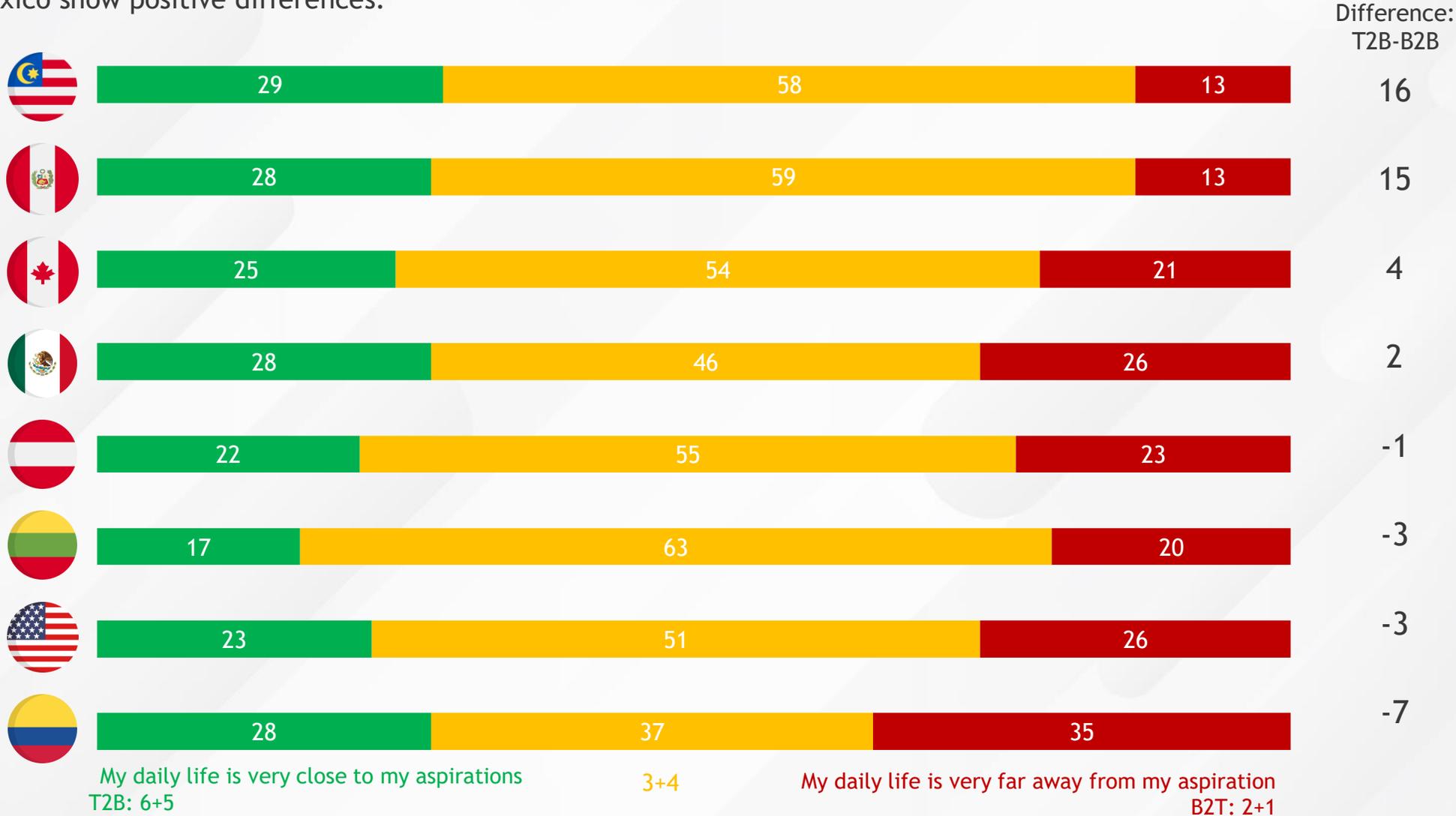
Q2. On the following scale, how distant does your current daily life feel from your aspirations, from very far away to very close to achieving them?

# INDIVIDUAL ASPIRATIONS - Countries above average

%

There is a general perception among the population that they are far from achieving their aspirations. Only countries such as Malaysia, Peru, Canada and Mexico show positive differences.

Countries above average



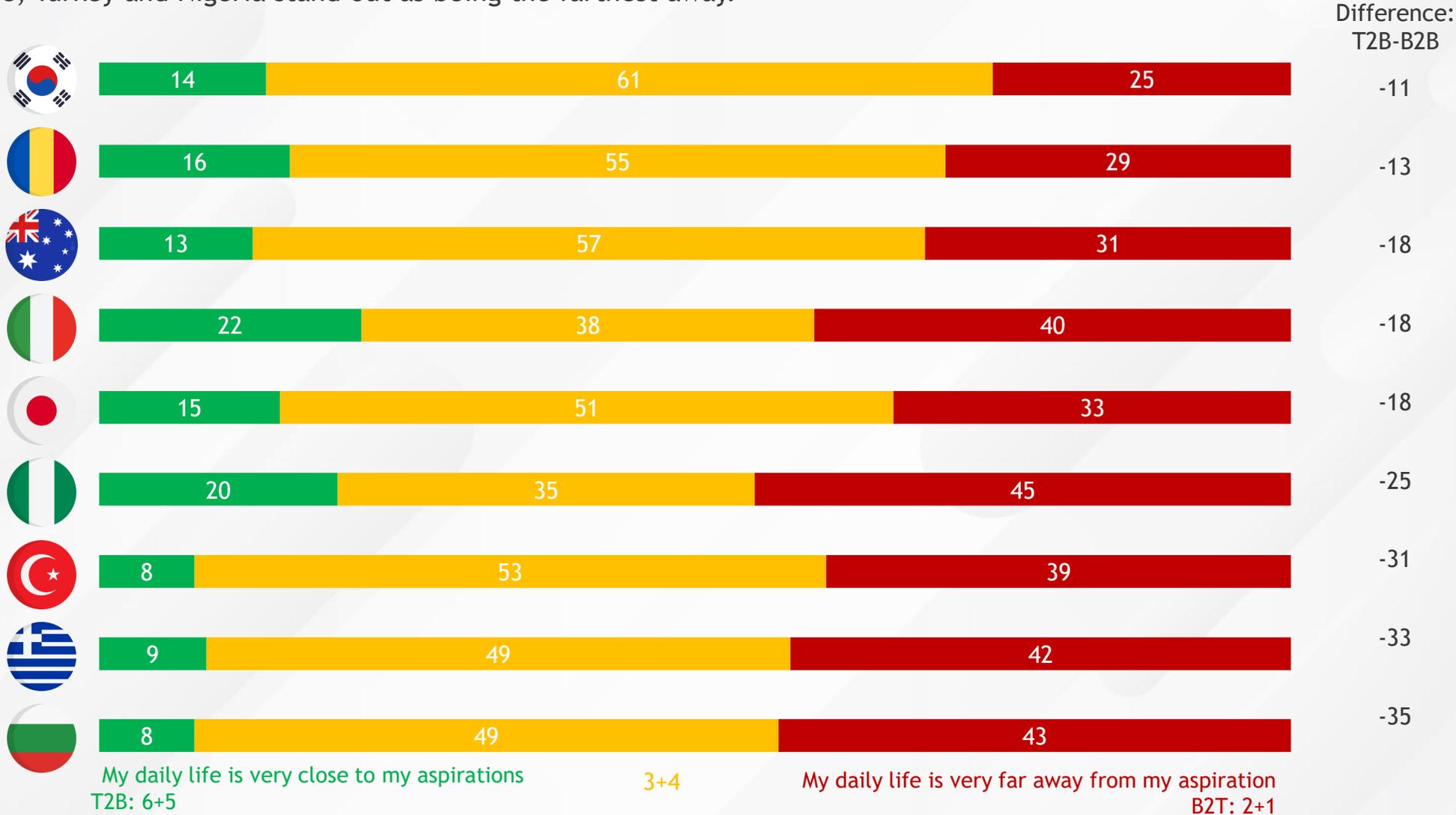
Diff. Av.: -10.53

# INDIVIDUAL ASPIRATIONS - Countries below average

%

Although the population in most of the surveyed countries considers that they are far from fulfilling their aspirations, countries such as Bulgaria, Greece, Turkey and Nigeria stand out as being the farthest away.

Countries below average



Diff. Av.: -10.53

# MAIN ASPIRATIONS

## Financial Stability & Economic Well-being

In its most basic and common form, it refers to **having enough earnings to have a dignified life** with good life quality standards in the short term. In some cases, it is also desired in terms of saving for in the long run to **achieve financial security and life milestones** such as owning a home.

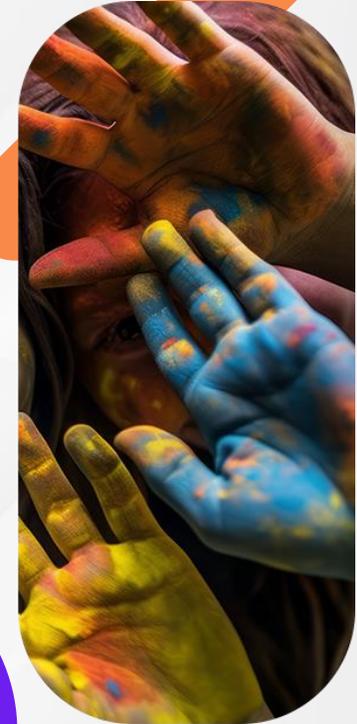
## Health & Wellbeing

Health is understood as **basic precondition for a good life**. It is sought through **personal behavior** and habits and the demand for access to **better quality healthcare systems**.

## Family Development

The necessary component of this aspirations is for family members to be well and be able to **enjoy a good life where they can achieve their goals**. It also often refers to building a family as a life plan.

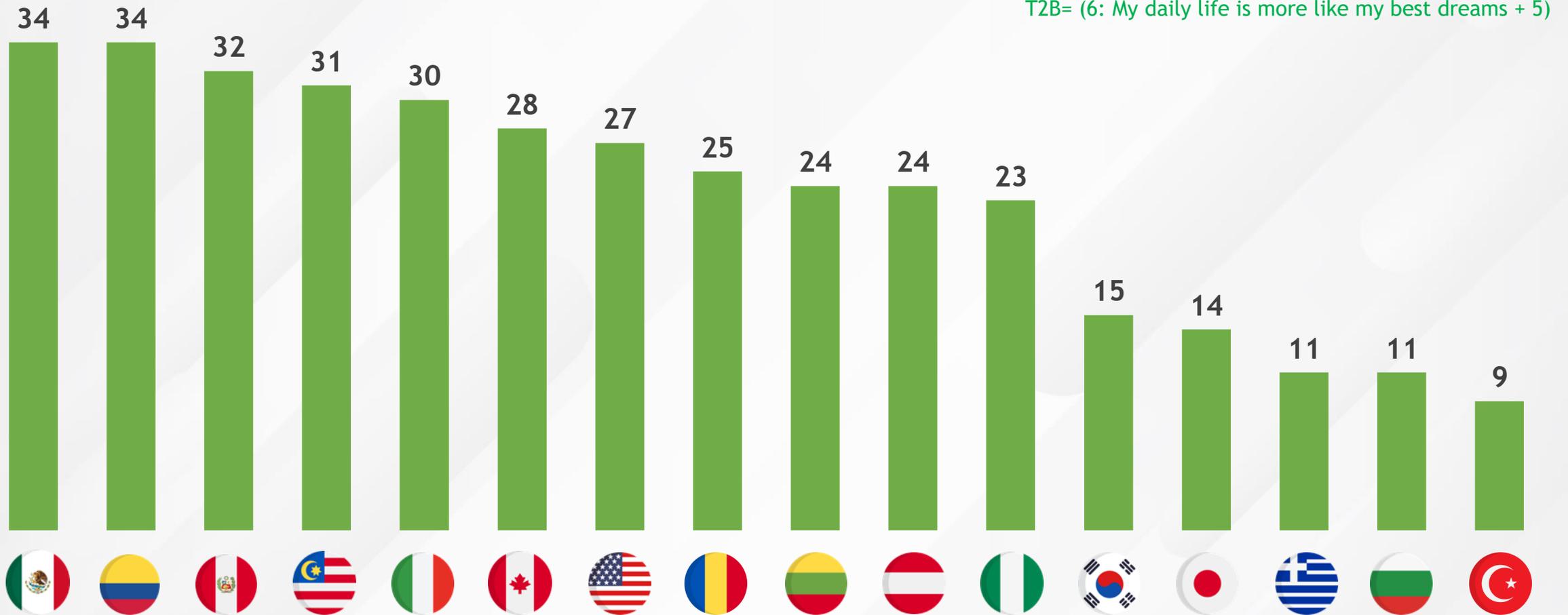
Secondary aspirations that were less prominent include **social justice and equality** in their country and having **access to quality education** among the youth.



# THE WEIGHT OF REALITY: LIFE IS NOT A DREAM

%

At best, only 1 in 3 people declare their life to be more or somewhat like their best dreams.



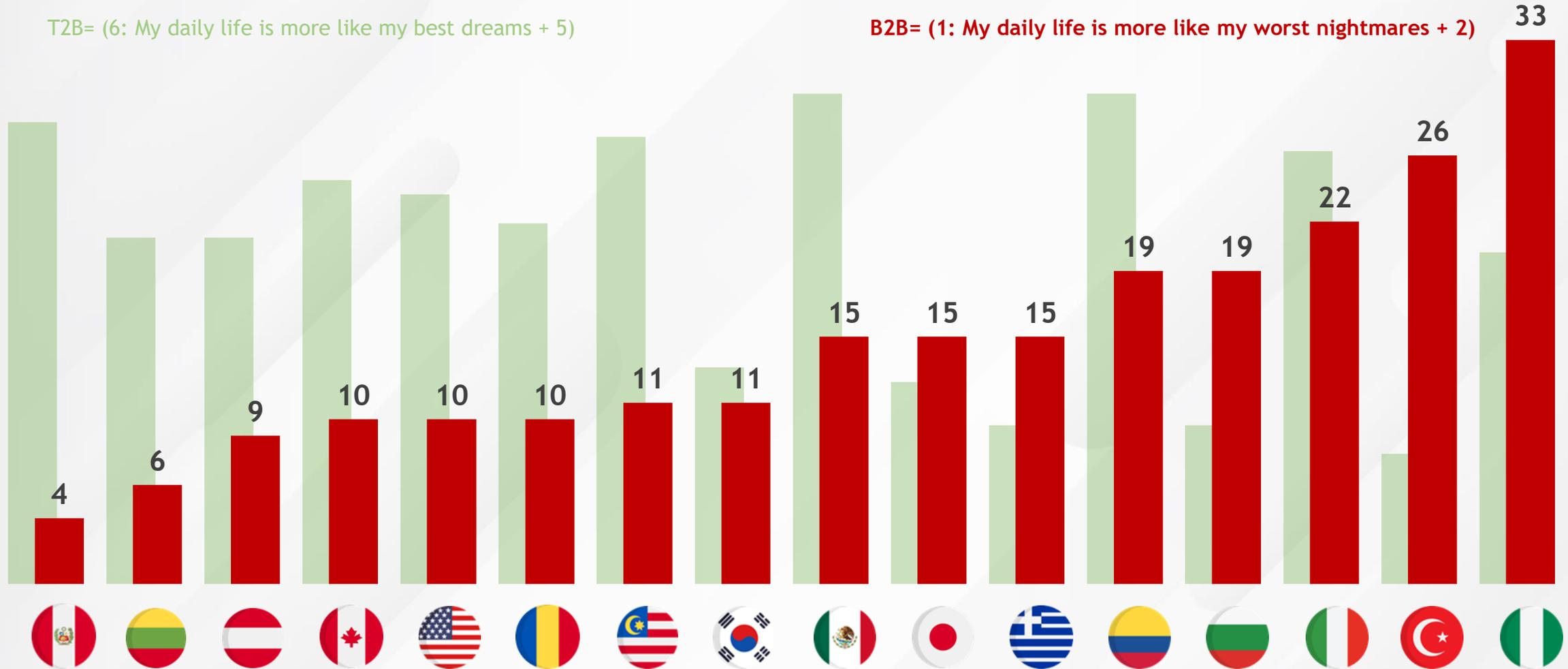
# EVEN IF NOT PERFECT, LIFE IS FAR FROM A NIGHTMARE

%

Despite the perception that their aspirations are not being met, people do not define their lives as a nightmare. However, Nigeria and Turkey have significantly higher rates of people declaring their lives as closer to their worst nightmare.

T2B= (6: My daily life is more like my best dreams + 5)

B2B= (1: My daily life is more like my worst nightmares + 2)



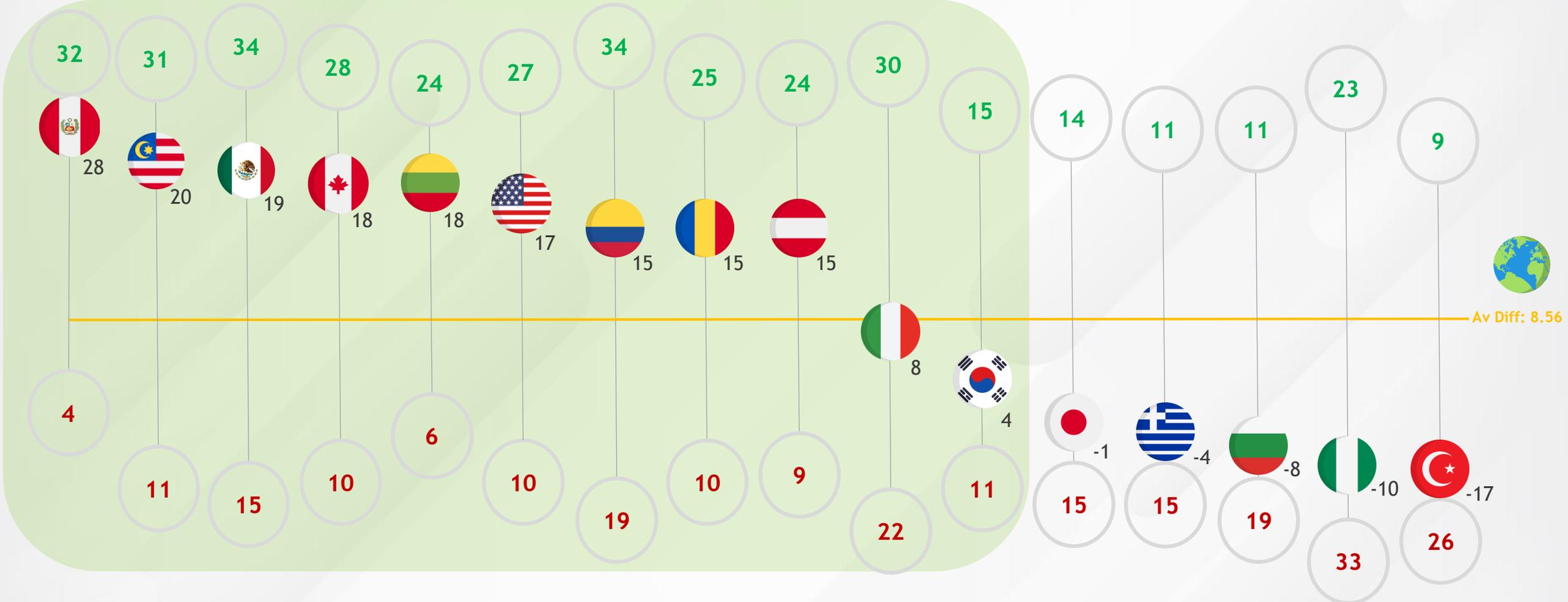
# MY LIFE: DREAMS OR NIGHTMARES

%

Despite the perception that their aspirations are not being met, people do not define their lives as a nightmare. However, it is again Turkey, Nigeria, Bulgaria and Greece that continue on a negative trend and state that their lives are more like their worst nightmares.

T2B= (6: My daily life is more like my best dreams + 5)

Difference: T2B-BTB



\*Countries highlighted in green show positive differences

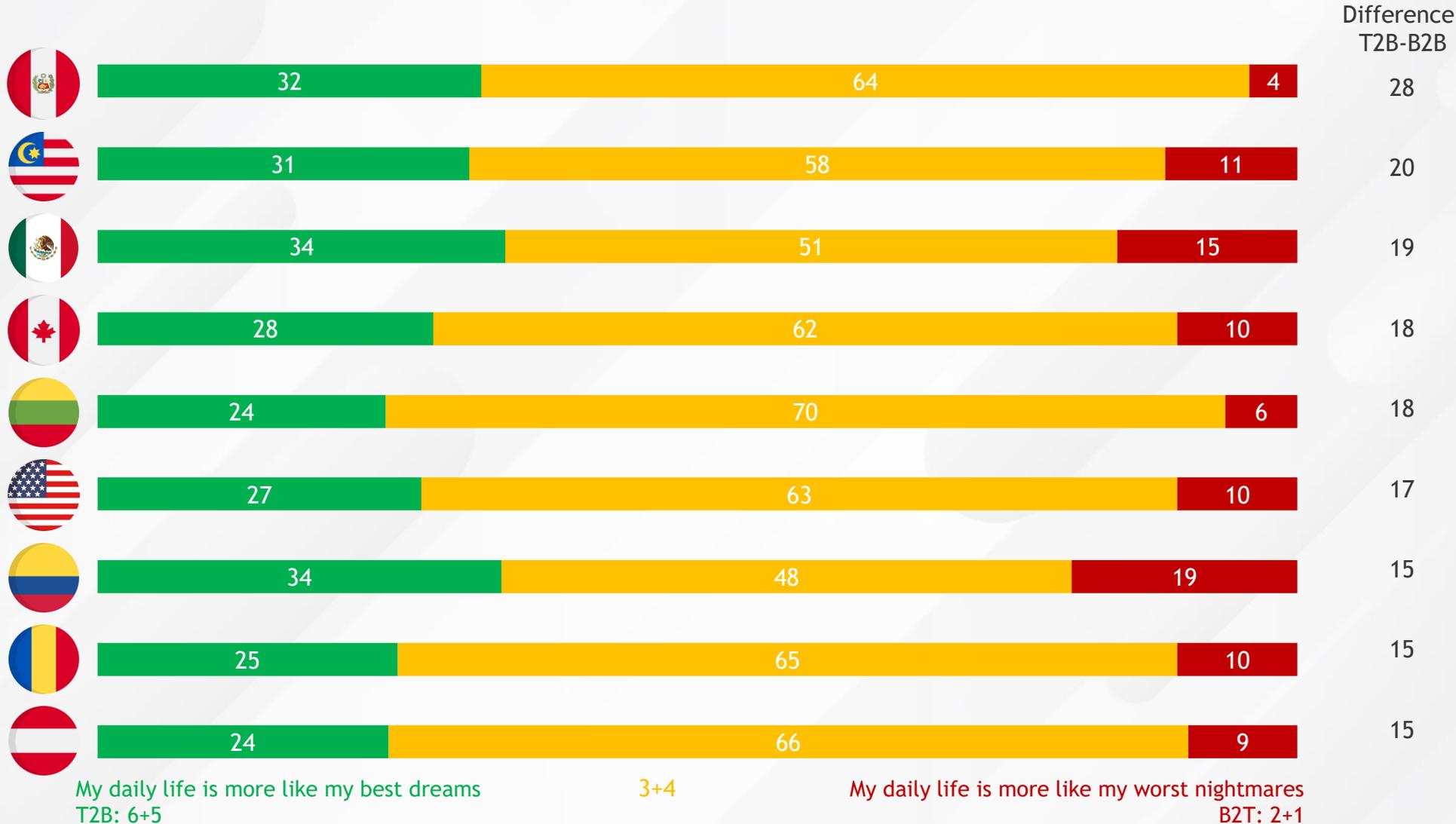
B2B= (1: My daily life is more like my worst nightmares + 2)

# MY LIFE: DREAMS OR NIGHTMARES - Countries above average

%

Despite the perception that their aspirations are not being met, people do not define their lives as a nightmare.

Countries above average



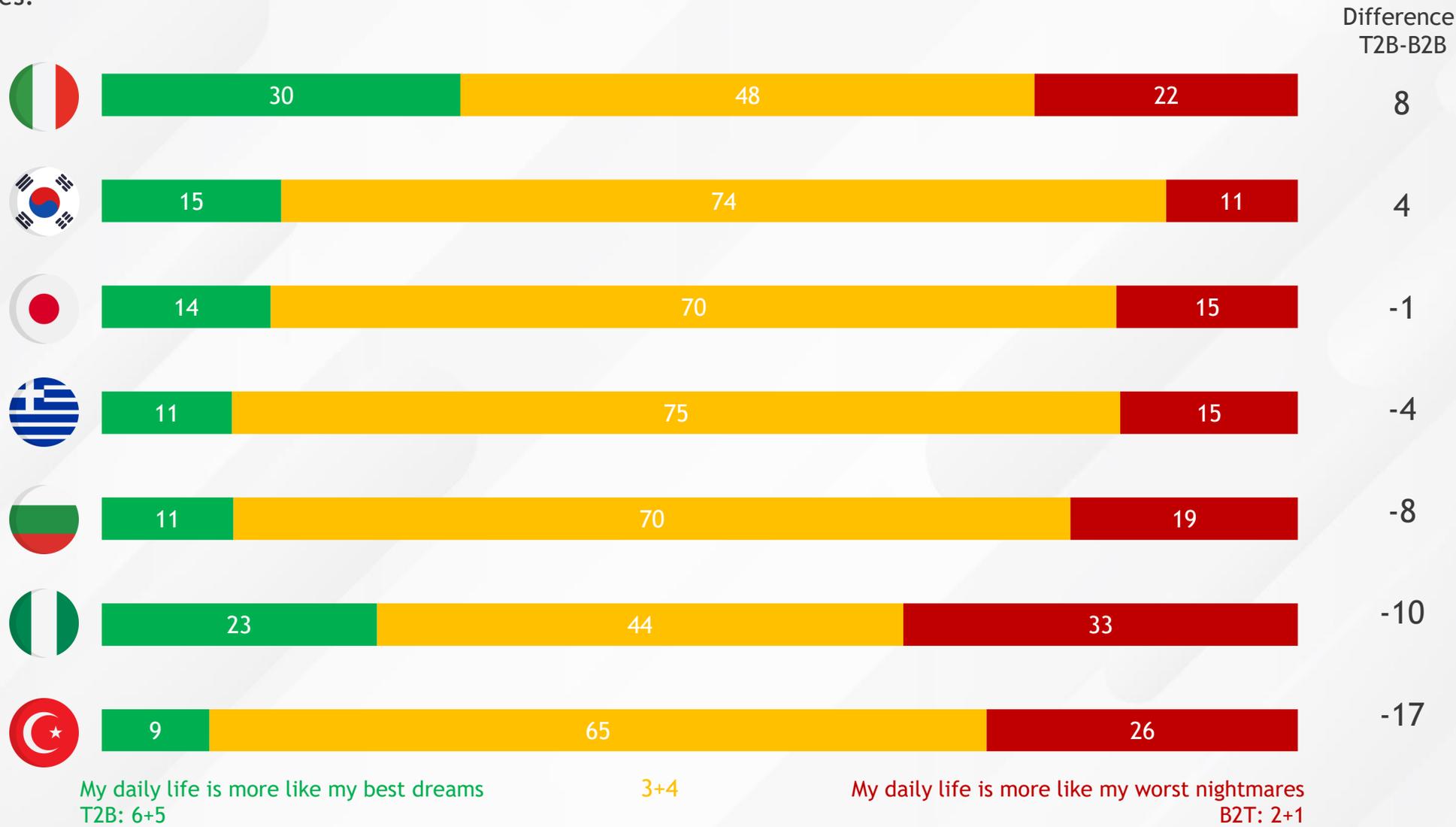
Diff. Av.: 8.56

# MY LIFE: DREAMS OR NIGHTMARES - Countries below average

%

However, it is again Turkey, Nigeria, Bulgaria and Greece that continue on a negative trend and state that their lives are more like their worst nightmares.

Countries below average



Diff. Av.: 8.56

My daily life is more like my best dreams T2B: 6+5 3+4 My daily life is more like my worst nightmares B2T: 2+1

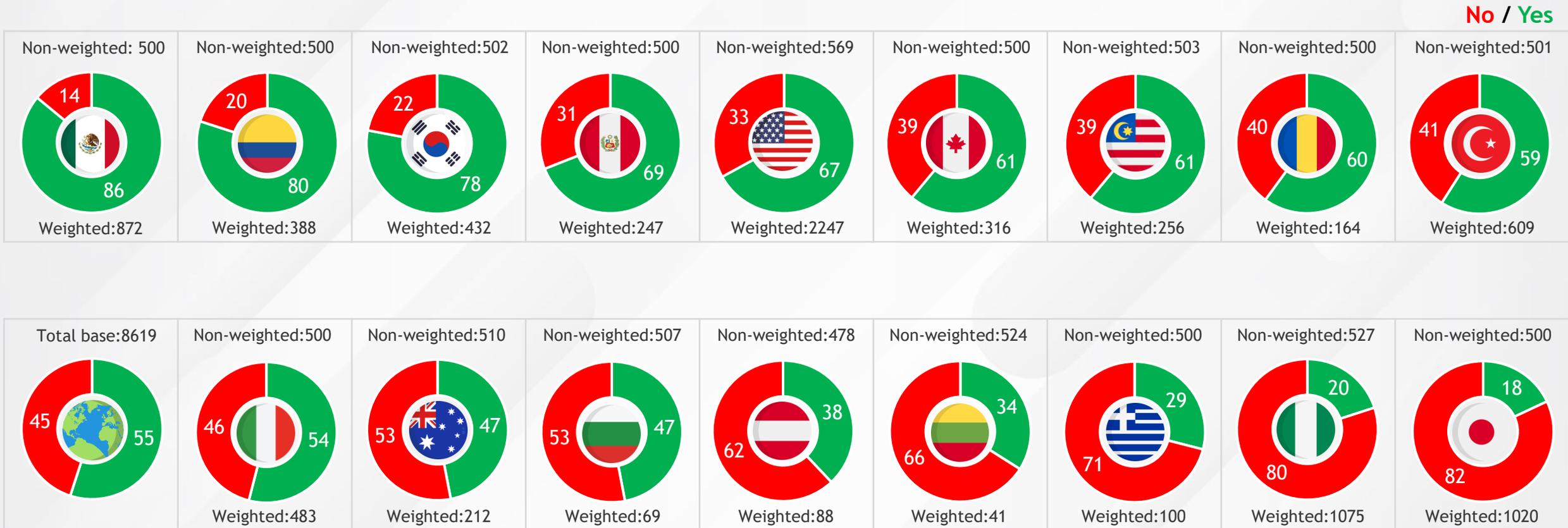
A close-up photograph of two hands shaking in a firm grip. The hands are positioned in the center of the frame. The background is a vibrant, abstract composition of colors, including deep reds, purples, blues, and greens, with a fine, grainy texture that resembles dust or paint particles. The lighting is dramatic, highlighting the contours of the hands and the texture of the skin. The overall mood is one of unity and shared purpose.

**IS THERE A  
COMMON DREAM?**

# COMMON DREAM

%

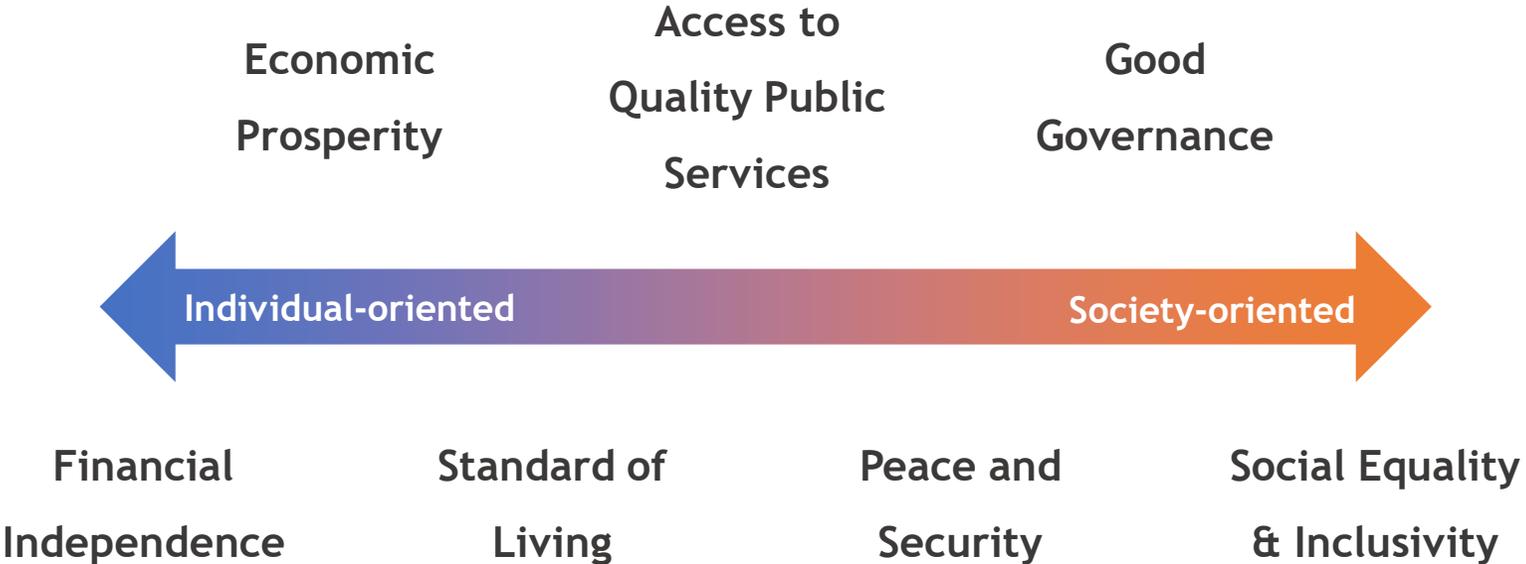
The population in most of the surveyed countries perceives the existence of a common dream, however, in countries such as Japan, Nigeria and Greece, less than a third of the population believe there is a collective dream.



Average Yes: 55

# DREAMS AROUND THE WORLD: A BETTER LIFE FOR ALL

The common dream of the countries included in the study all refer to achieving the conditions so that individuals can have a better life. This goal of a better life is built on 7 common principles:





**A WORLD IN MOVEMENT:  
CHANGING LANDSCAPE  
OF COUNTRY PERCEPTION**

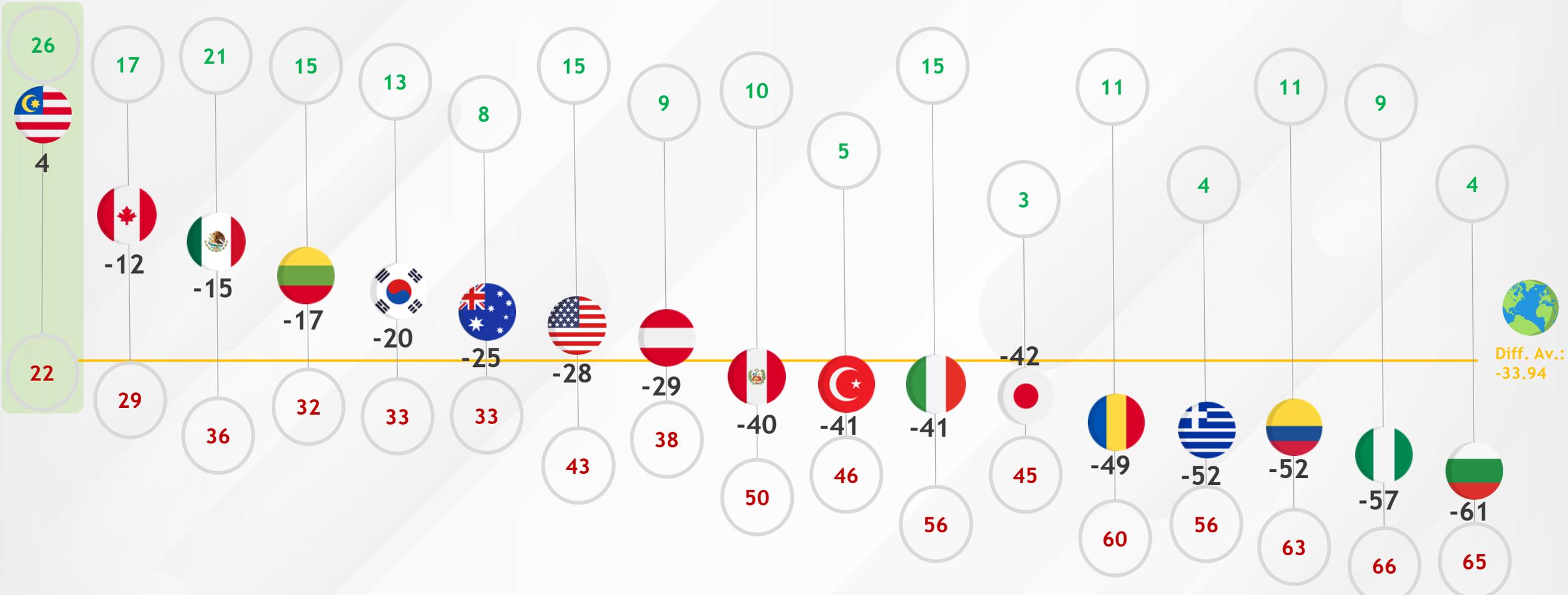
# RISING POLARIZATION? PEOPLE SEE THEIR COUNTRIES FAR FROM THE IDEAL

%

From a personal standpoint, people in almost all countries feel that their countries are currently far away from being the place of their dreams. Only Malaysia maintains a positive view, albeit very low

T2B= (6: My daily life is very close to my aspirations + 5)

Difference: T2B-BTB



\*Countries highlighted in green show positive differences

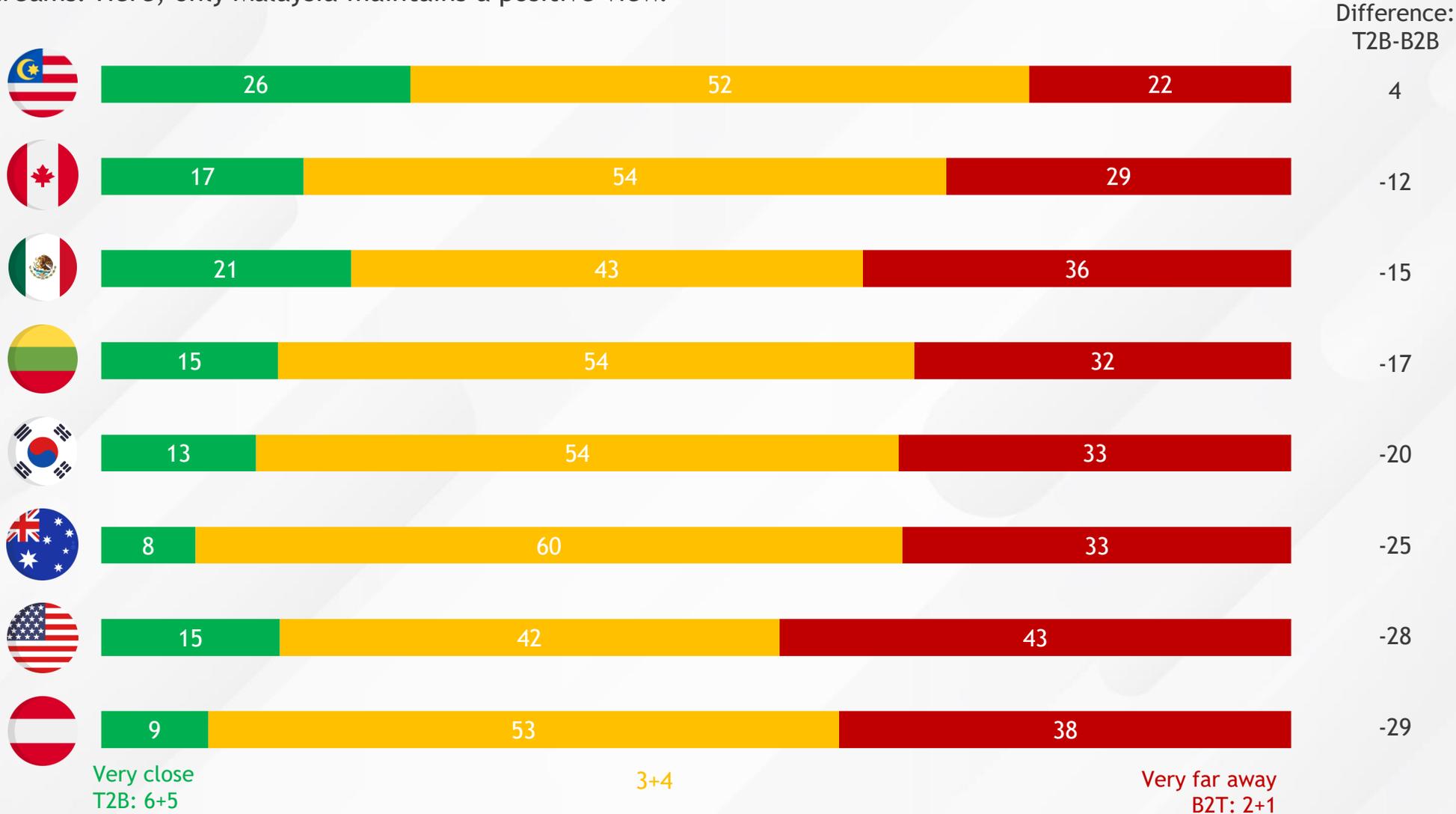
B2B= (1: My daily life is very far away from my aspirations + 2)

# COUNTRY OF YOUR DREAMS - Countries above average

%

From a personal (and subjective) standpoint, people in almost all countries feel that their countries are currently far away from being the place of their dreams. Here, only Malaysia maintains a positive view.

Countries above average



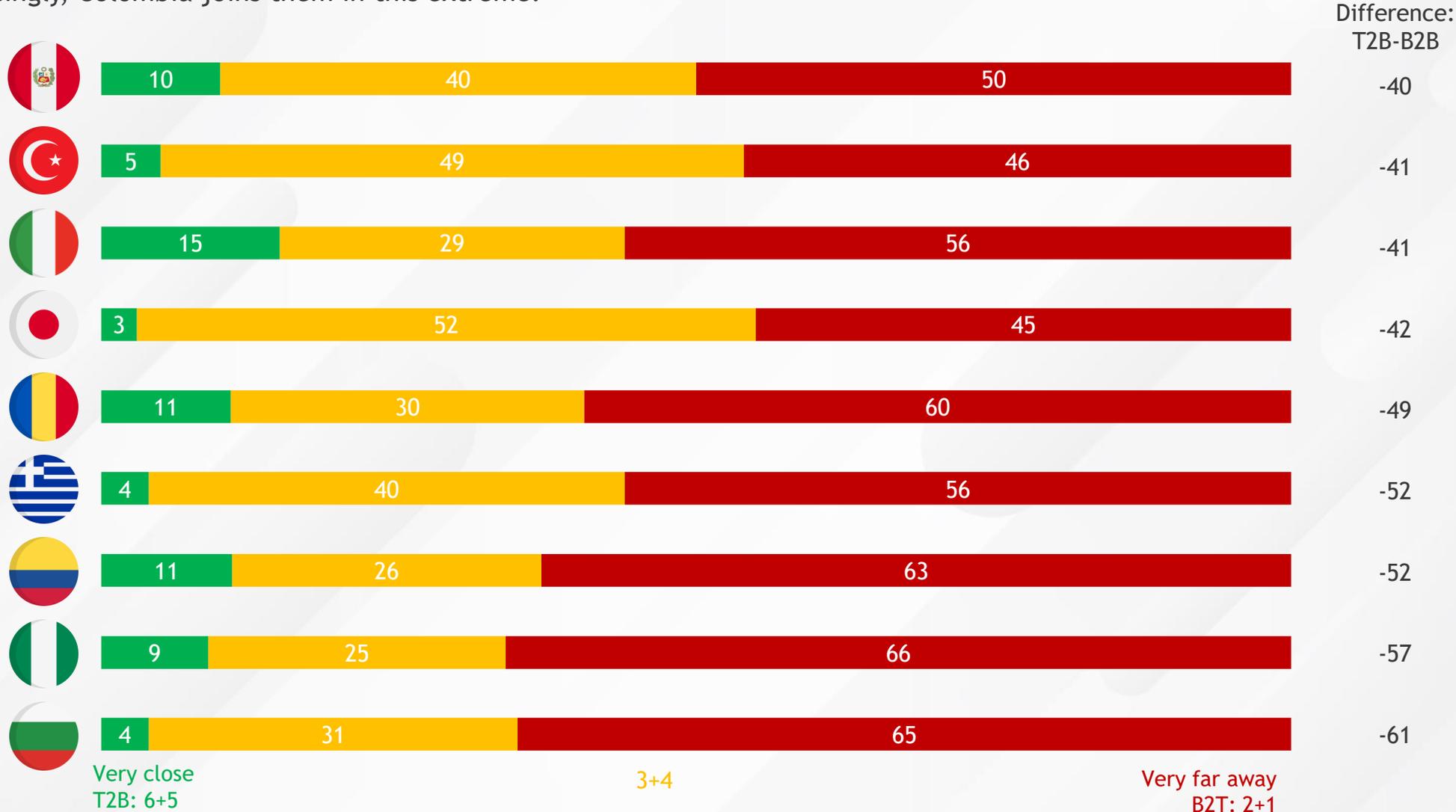
Diff. Av.: -33.94

# COUNTRY OF YOUR DREAMS - Countries below average

%

Bulgaria, Nigeria and Greece maintain a negative view at a collective level, declaring that their country is far from being the place of their dreams. Surprisingly, Colombia joins them in this extreme.

Countries below average



Diff. Av.:  
-33.94

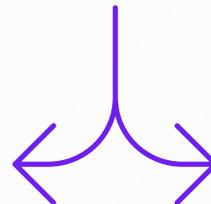
# CORRELATION TECHNICAL SHEET

Correlation analysis, also known as bivariate, is primarily concerned with discovering whether a relationship exists between variables and then determining the magnitude and action of that relationship.

For this analysis we intend to find the relationship between the perception of individual aspirations achieved and the perception of living in the country of one's dreams from the point of view of the inhabitants of each country.



ASPIRATIONS

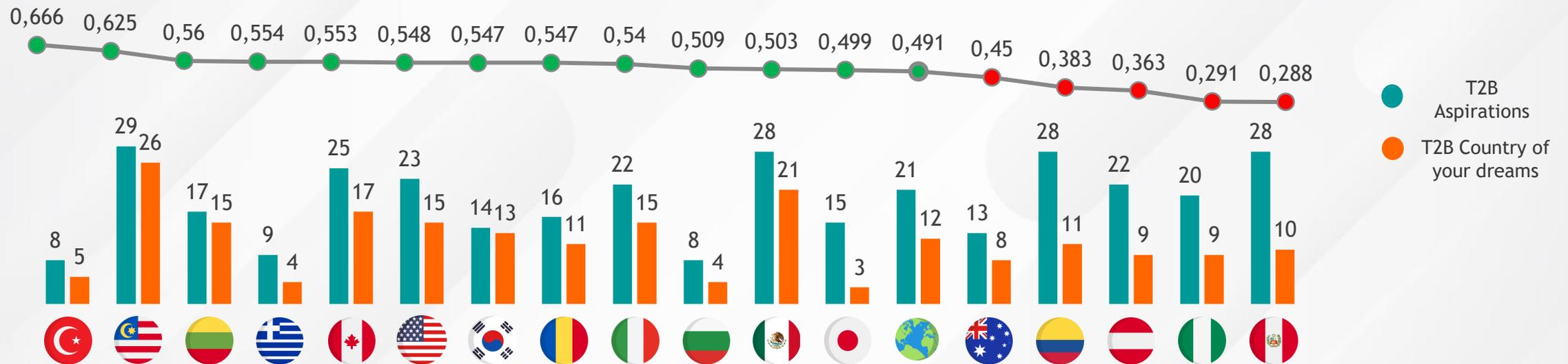


COUNTRY OF YOUR DREAMS

# INDIVIDUAL ASPIRATIONS VS LIVING IN THE COUNTRY OF ONE'S DREAMS

%

These two variables show a good explicative level. In most cases, the population that tells us that they are closer to achieving their personal aspirations are the same ones who find that their countries are less distant from being the place of their dreams; on the contrary, the people who declare that they are far from achieving their aspirations also mention that their countries are farther away from being the place of their dreams.

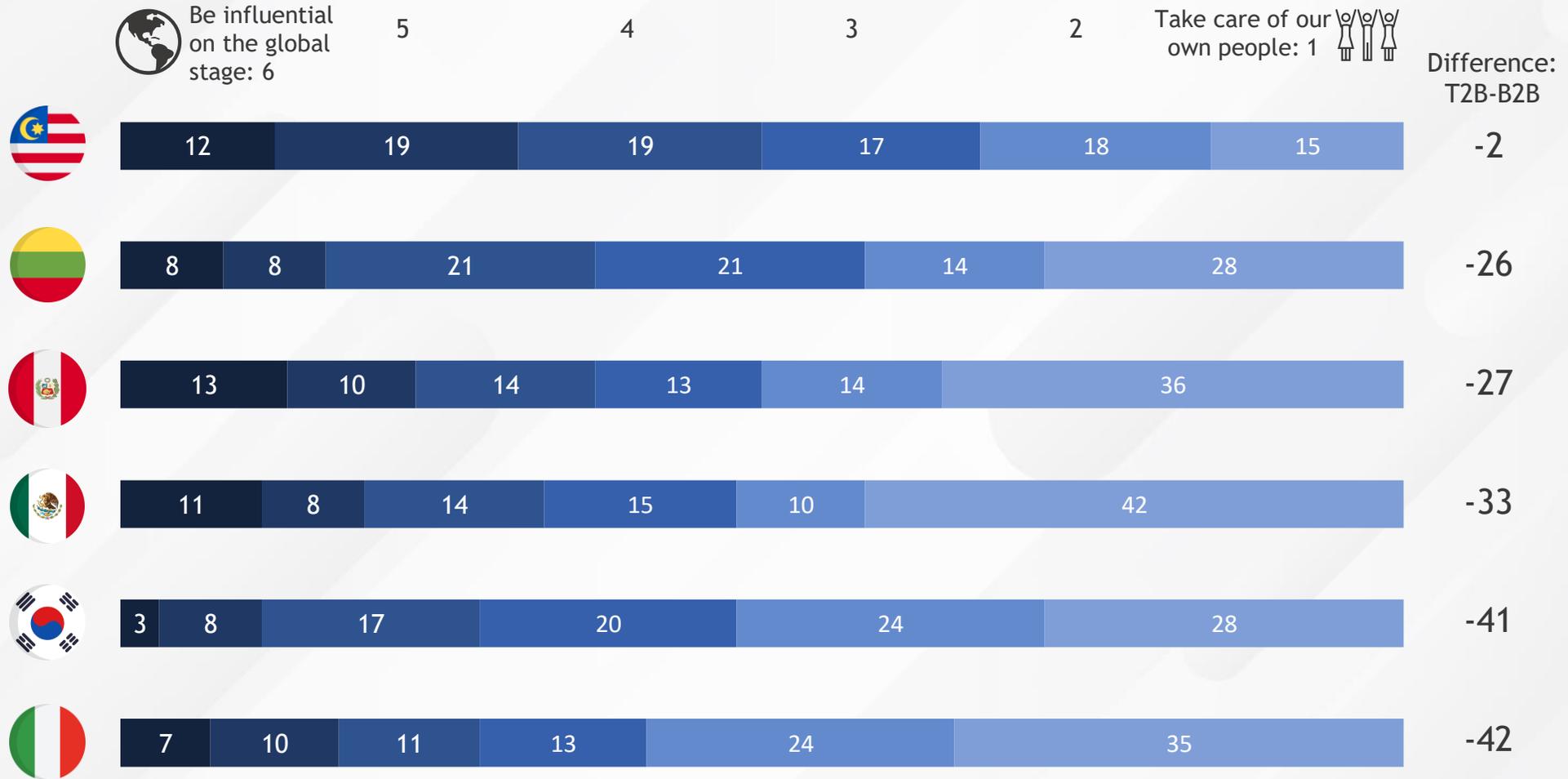


Green point - Countries that show a higher correlation.

Red point - Countries that show a lower correlation.

# FIXING OUR PROBLEMS FIRST: TRENDING NATIONALISM Countries above average %

People from all countries included in the study consider that their country's focus should be on their own people instead of thinking about being influential on the global stage



Diff. Av.:  
-44.38

# FIXING OUR PROBLEMS FIRST: TRENDING NATIONALISM Countries below average %

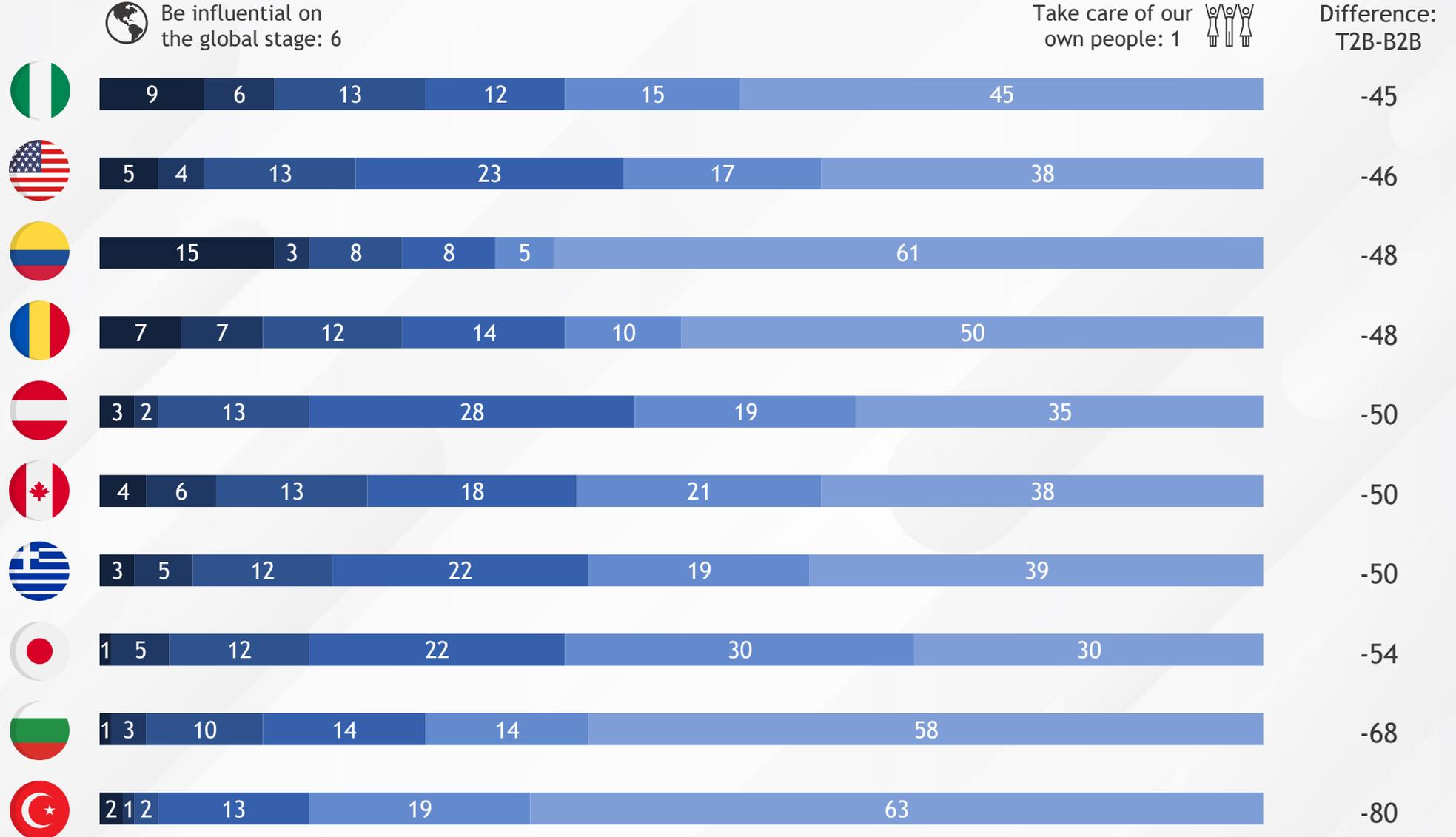
Be influential on the global stage: 6

Take care of our own people: 1 

Difference: T2B-B2B



Diff. Av.: -44.38



# A WORLD IN MOVEMENT

In all countries included, at least 1 in 5 people would move to another country if given the opportunity.

On average, almost half of all people surveyed would move to another country.



Average  
Yes: 45



# COUNTRIES THEY WOULD MOVE TO...

%

Overall, people in Latin American countries stated that they would move primarily to the United States, but Canada is emerging as an important destination.

## AMERICA



### USA

Canada	18
Japan	7
Italy	7
United Kindom	5



### Peru

United States	24
Canada	17
Spain	11
Germany	6
Italy	6
Australia	5



### Colombia

United States	20
Canada	19
Spain	16
Germany	7
Italy	6
Switzerland	5



### Mexico

United States	19
Canada	14
Spain	7



### Canada

United States	14
---------------	----

# COUNTRIES THEY WOULD MOVE TO...

%

Among the population of European countries, the movement would be mainly within the same continent, while Nigerians would consider North America (US and Canada).

## EUROPE & AFRICA



### Bulgaria

Germany	27
Spain	8
United States	7
Switzerland	6
Australia	5
Austria	5



### Nigeria

Canada	23
United States	22
United Kingdom	16
Saudi Arabia	12
United Arab Emirates	6



### Turkey

Germany	22
France	12
United States	9
United Kingdom	7
Canada	7
Switzerland	7
Netherlands	6



### Lithuania

Spain	20
Italy	9
Germany	7
Switzerland	5



### Romania

Spain	15
Germany	10
United Kingdom	8
Italy	7
United States	7
Switzerland	5
France	5



### Italy

Spain	14
Switzerland	10
United States	10
Germany	6
United Kingdom	5



### Austria

Switzerland	11
United States	9
Germany	8
Canada	8
New Zealand	7
Sweden	6



### Greece

Switzerland	10
United States	8
Italy	7
Germany	6
United Kingdom	6
Netherlands	6
Sweden	5
Australia	5

# COUNTRIES THEY WOULD MOVE TO...

%

The surveyed population in Korea and Japan would move primarily to the United States, while if we look at the three Asian countries, a clear second choice is Australia. Australians, meanwhile, would move to the United Kingdom.

## ASIA & OCEANIA



### South Korea

United States	20
Australia	17
Canada	16
Japan	7
New Zealand	7
Switzerland	7



### Malaysia

Japan	19
Australia	17
Singapore	11
New Zealand	10
South Korea	6
United Kingdom	5



### Australia

United Kingdom	17
United States	14
Japan	11
New Zealand	9
Canada	7



### Japan

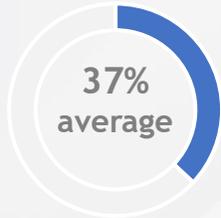
United States	17
Australia	13
Singapore	10
Canada	10
France	5

# LOOKING FOR A BETTER QUALITY OF LIFE

%

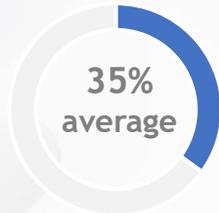
The most important reason for deciding to move to another country has to do with economic development, i.e. the search for better job opportunities and higher salaries, followed by lifestyle.

## Economic Opportunities



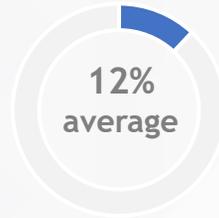
Higher in....	
Mexico	54
Nigeria	54
Peru	54
Bulgaria	49
Colombia	47
Rumania	38
Lowest in....	
Malaysia	36
Italy	34
Greece	33
Lithuania	26
Japan	18
Canada	17
Korea	16
USA	15
Australia	13
Austria	13

## Lifestyle



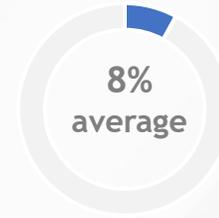
Higher in....	
Korea	57
USA	52
Greece	51
Japan	49
Canada	47
Austria	43
Italy	42
Malaysia	39
Rumania	37
Australia	35
Lowest in....	
Lithuania	33
Colombia	29
Mexico	25
Bulgaria	20
Peru	20
Nigeria	16

## Social Values



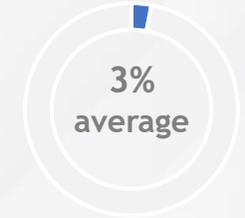
Higher in....	
Korea	21
Australia	19
Austria	19
Bulgaria	19
Malaysia	16
Japan	15
Nigeria	15
USA	14
Canada	13
Italy	12
Lowest in....	
Lithuania	11
Colombia	7
Greece	7
Rumania	7
Peru	6
Mexico	5

## Safety



Higher in....	
Lithuania	12
Colombia	11
Rumania	11
USA	11
Australia	9
Austria	9
Mexico	9
Bulgaria	8
Italy	8
Japan	8
Lowest in....	
Nigeria	7
Greece	5
Canada	4
Peru	4
Korea	3
Malaysia	2

## Family Reunification



Higher in....	
Australia	17
Rumania	6
Austria	5
Mexico	5
Bulgaria	4
Canada	4
Japan	4
Colombia	3
Nigeria	3
Lowest in....	
Greece	2
Lithuania	2
USA	2
Malaysia	1
Korea	1
Peru	1
Italy	0

**THANK YOU**

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**Lexia**

