



Barona Youth Pulse 11/2024

26.11.2024

BARONA YOUTH PULSE

Barona's Youth Pulse is a survey that explores the views and expectations of young people on working life.

The main themes of this survey were job career, career choice, well-being, salary expectations, diversity, internationality and technology.

In the survey 616 Finnish, Swedish and Norwegian young people aged 18 to 29 were interviewed. The survey was conducted and data was collected by Norstat in November 2024.



BACKGROUND OF THE RESPONDENTS

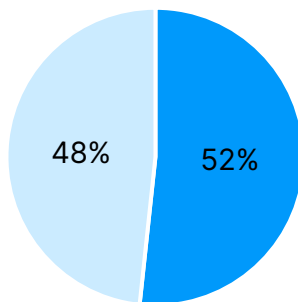
Respondents

Finland Sweden Norway

206 200 210

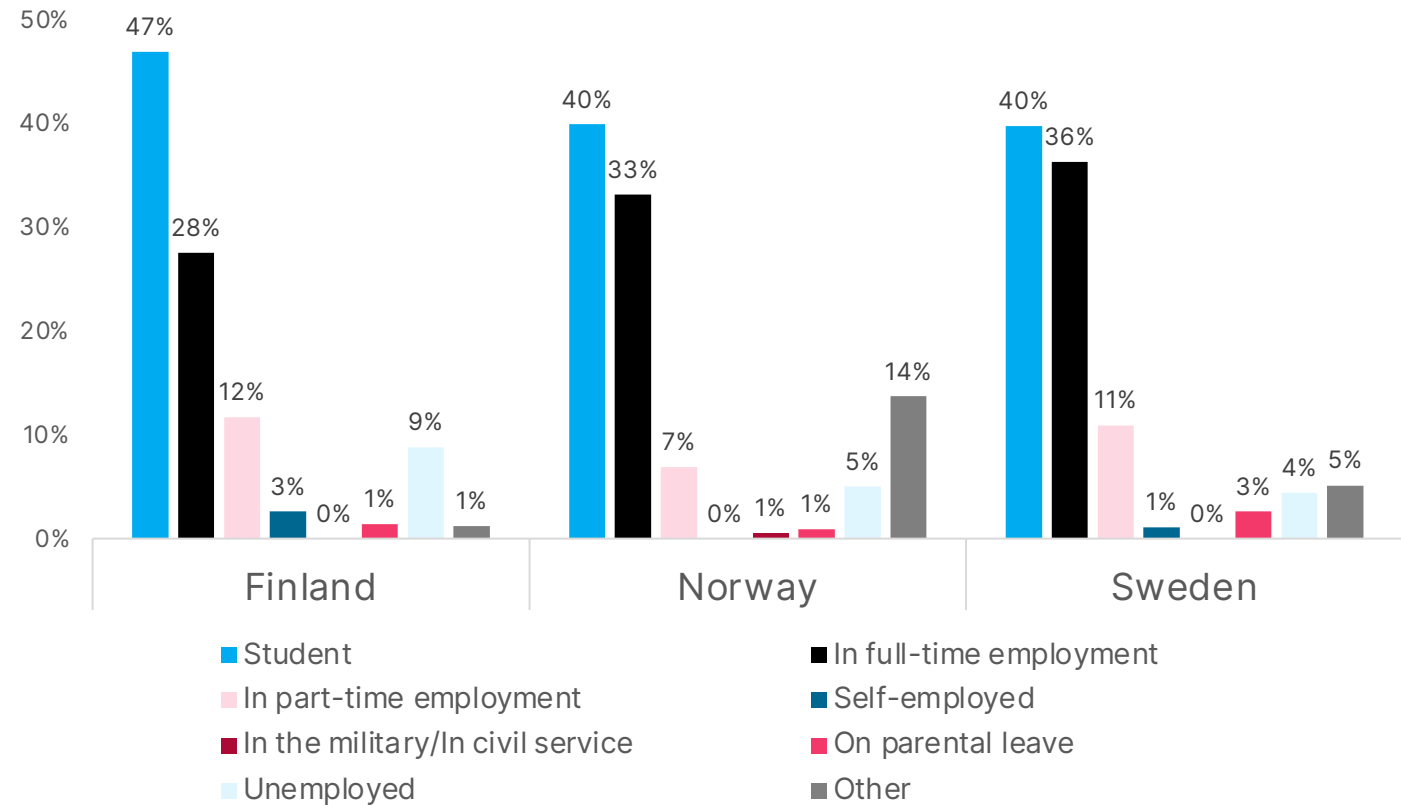


Gender



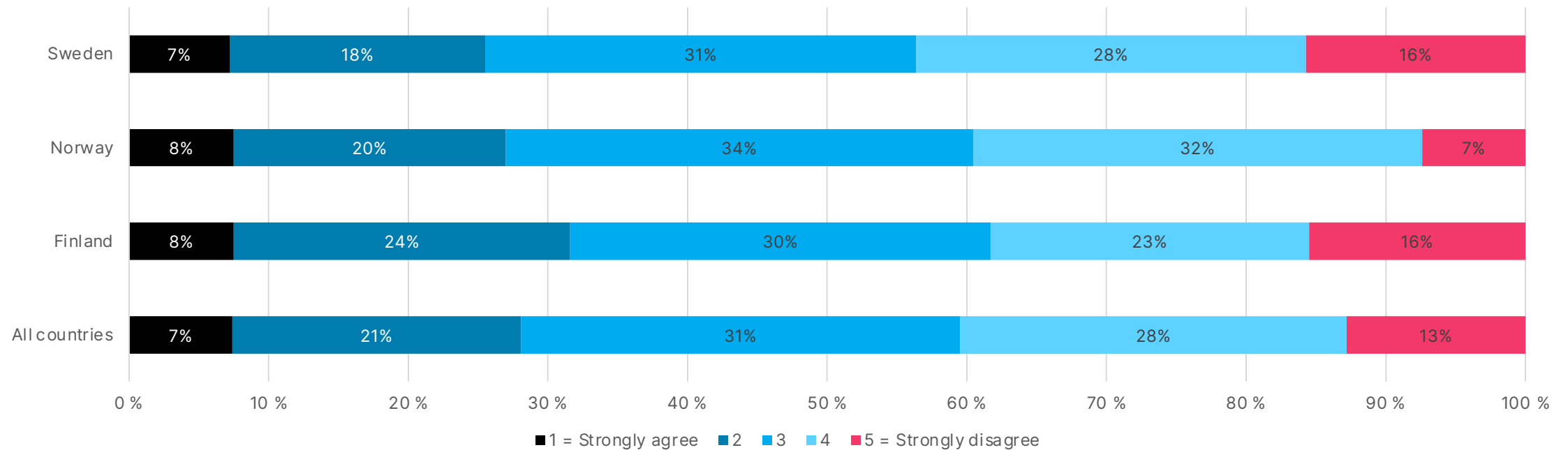
■ Male ■ Female

Occupational Status



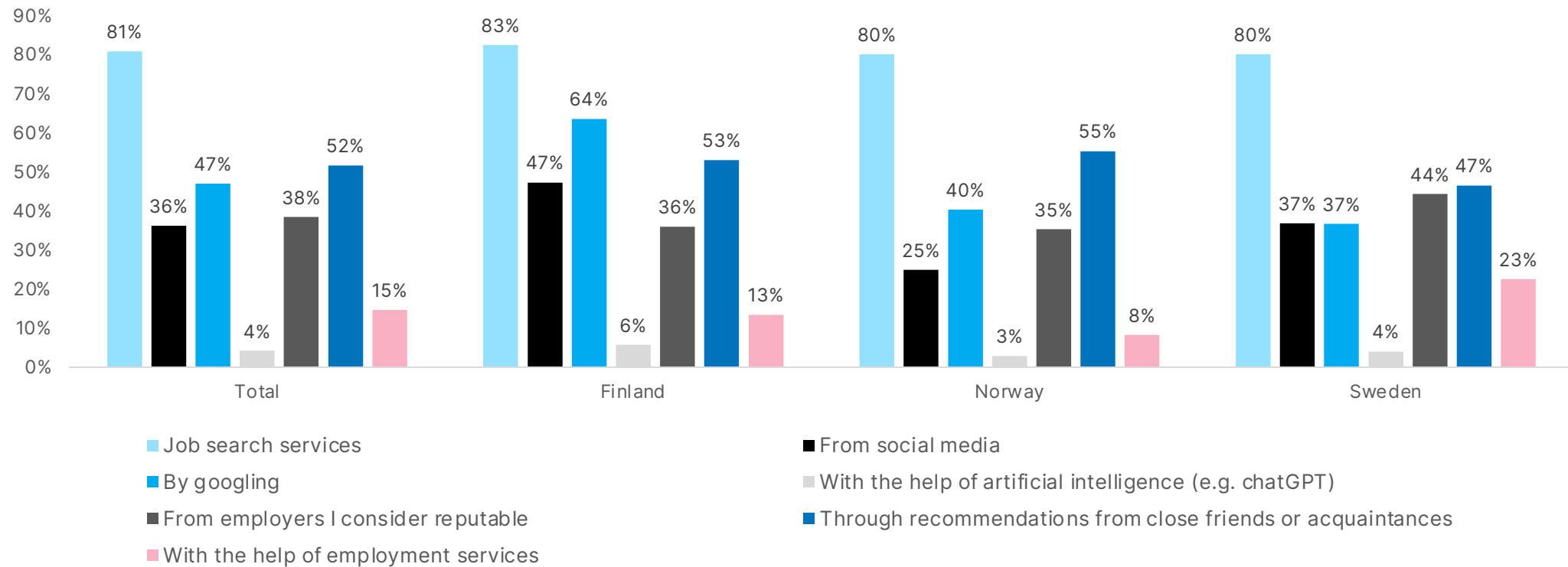
APPLYING FOR A JOB

Applying for a job is easy.



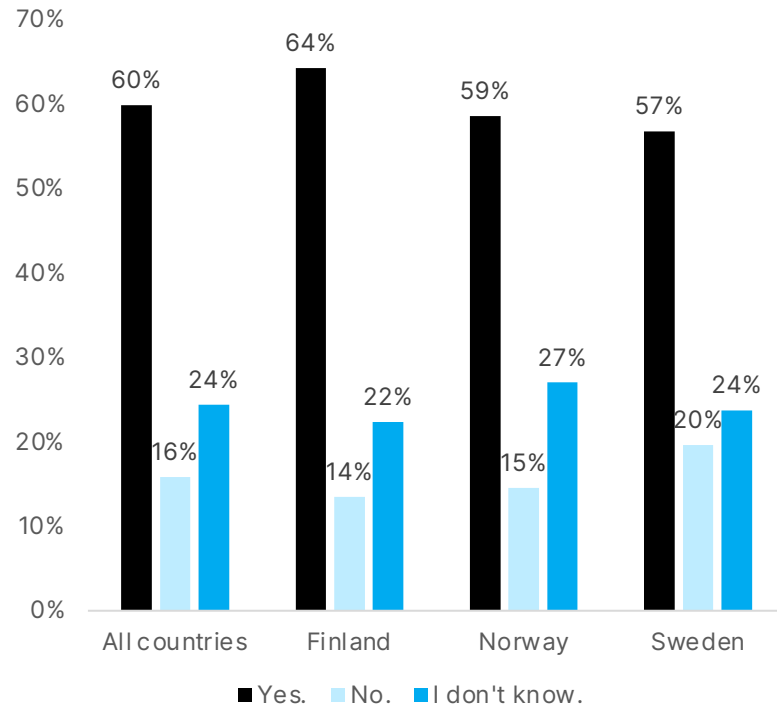
JOB-SEEKING

Where do you look for jobs that interest you?

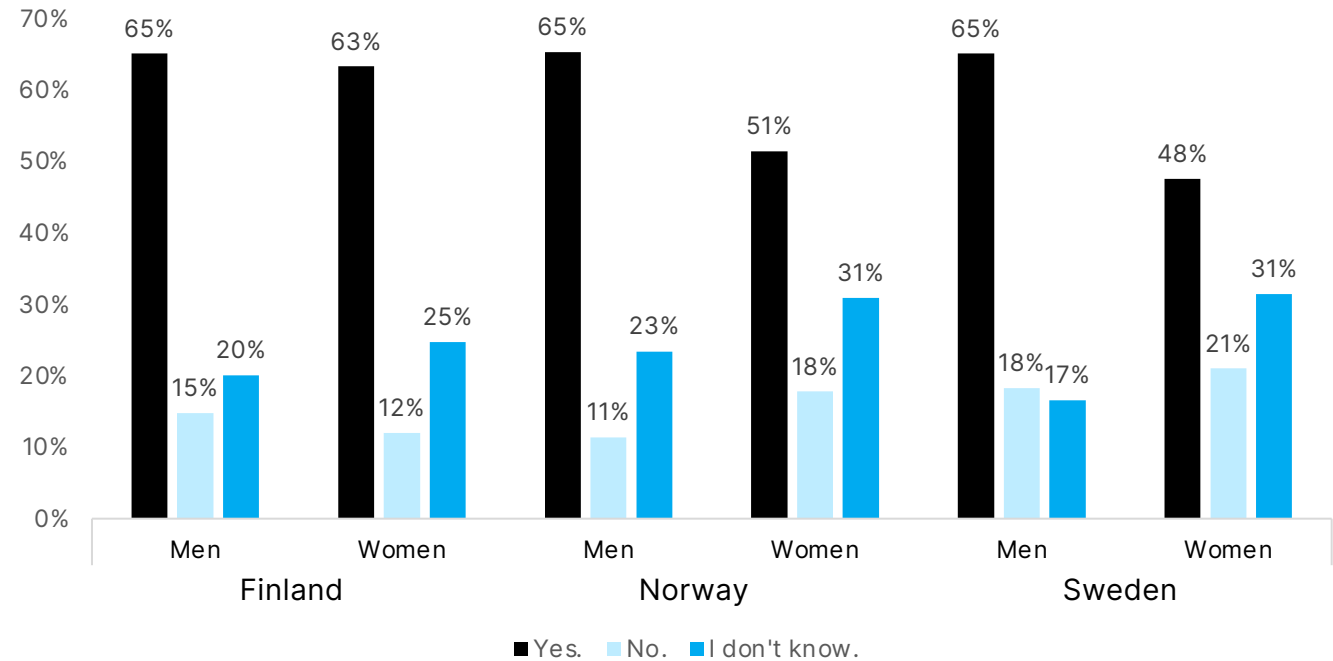


CAREER CHOICE

Do you feel that you are (working or studying) in the right field?

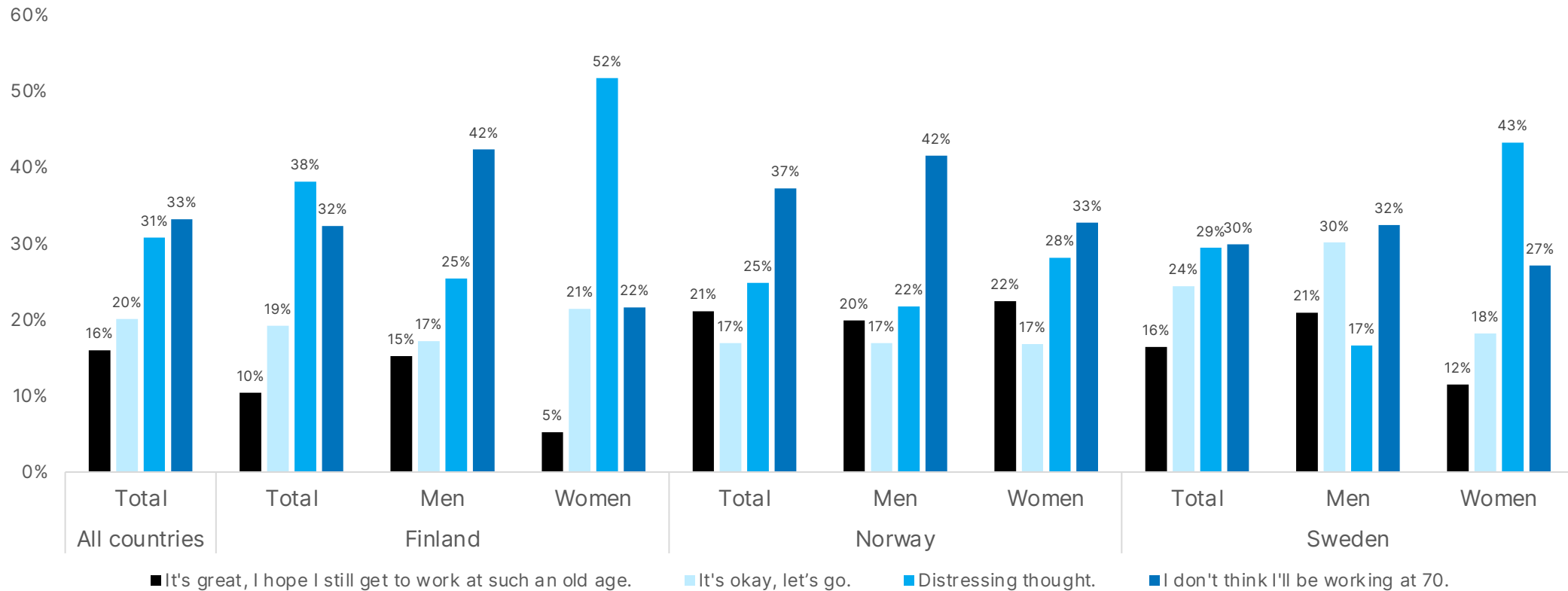


Do you feel that you are (working or studying) in the right field – gender split



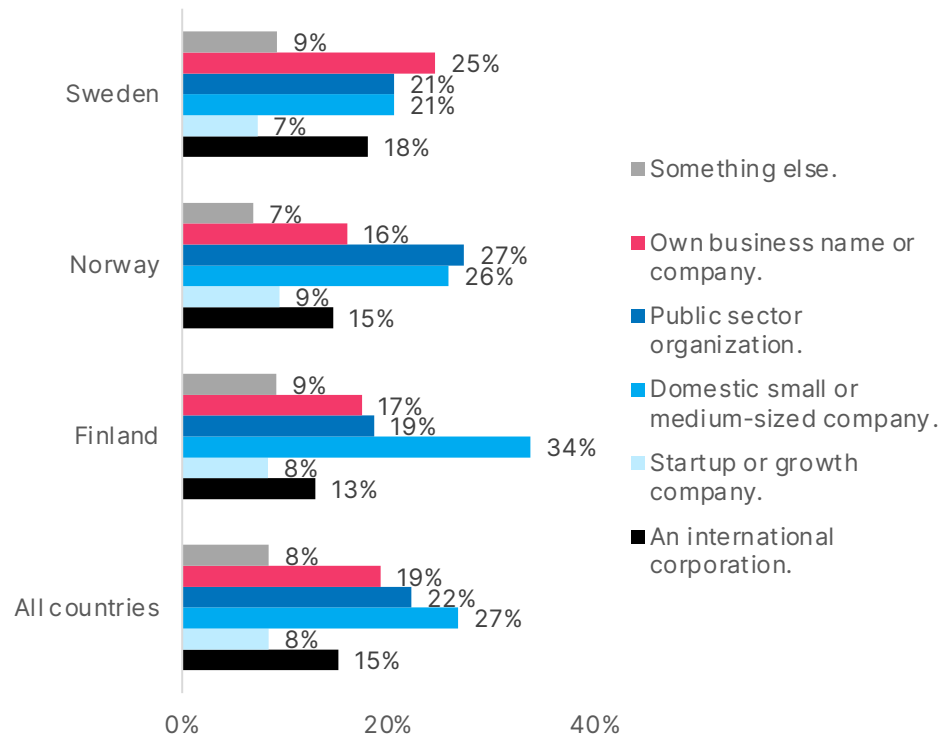
WORKING BEYOND THE AGE OF 70

Which of the following best describes your feelings about the idea that you are still in working life beyond the age of 70?

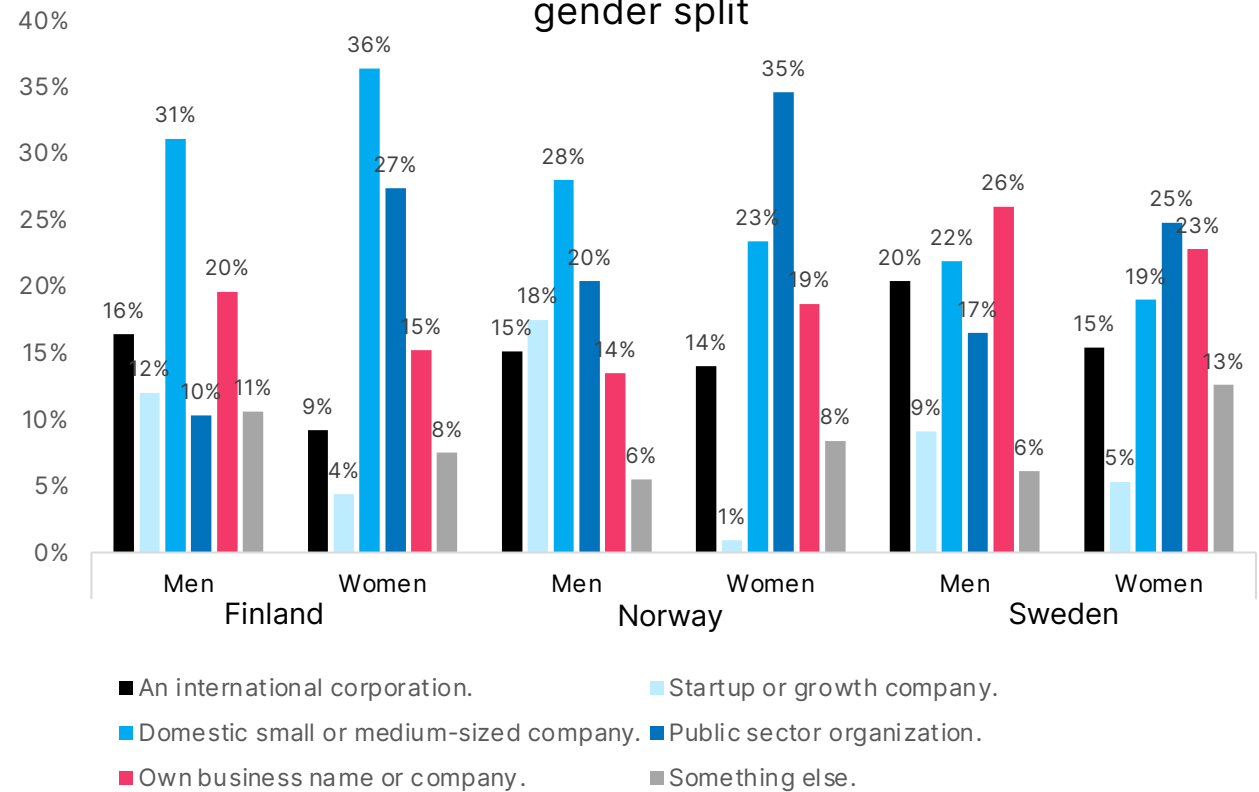


DIFFERENT KINDS OF WORKPLACES

Which of the following jobs interests you the most?

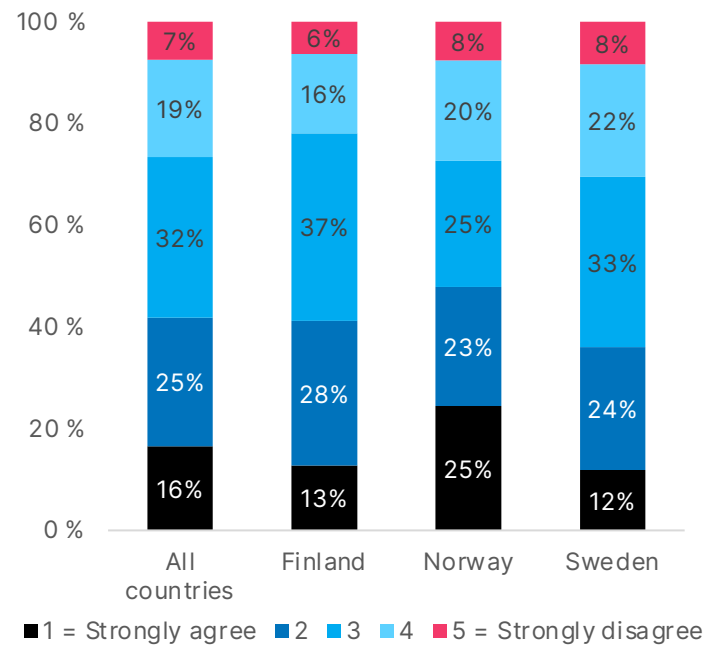


Which of the following jobs interests you the most – gender split

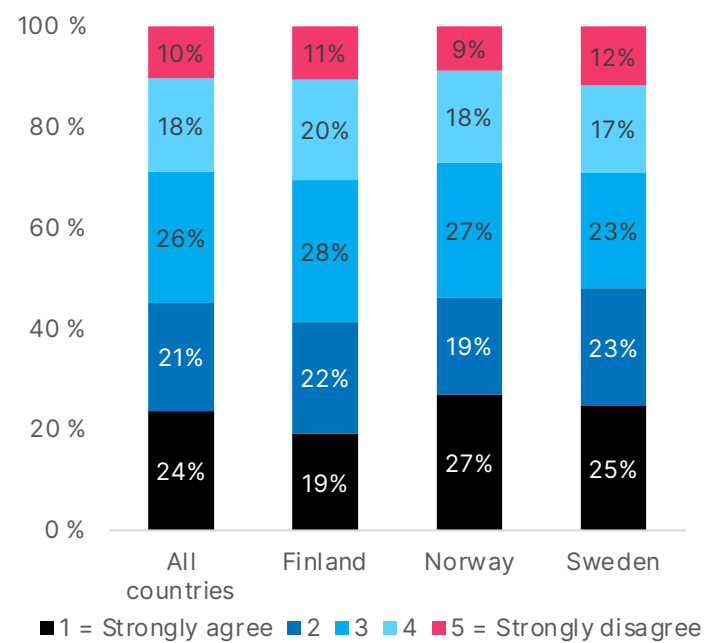


WAYS OF WORKING

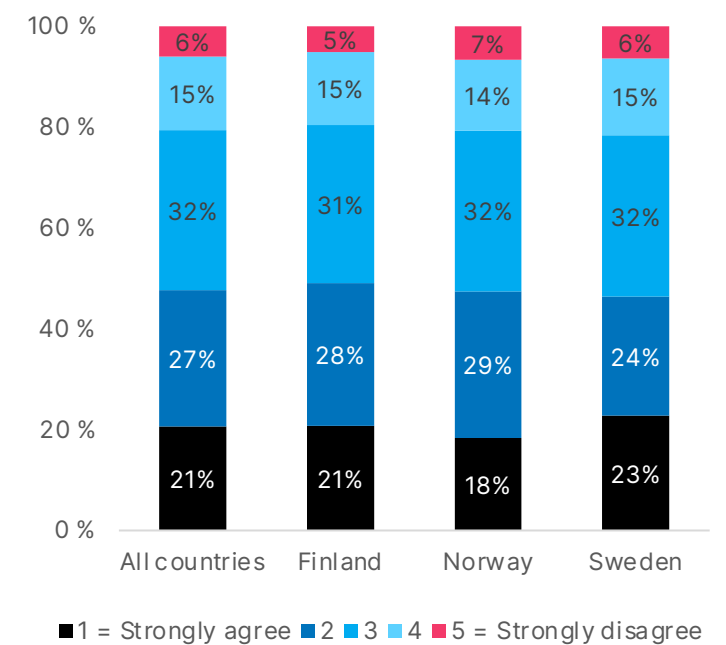
I like to do physical work.



I don't want to do a job where I have to work on weekends.

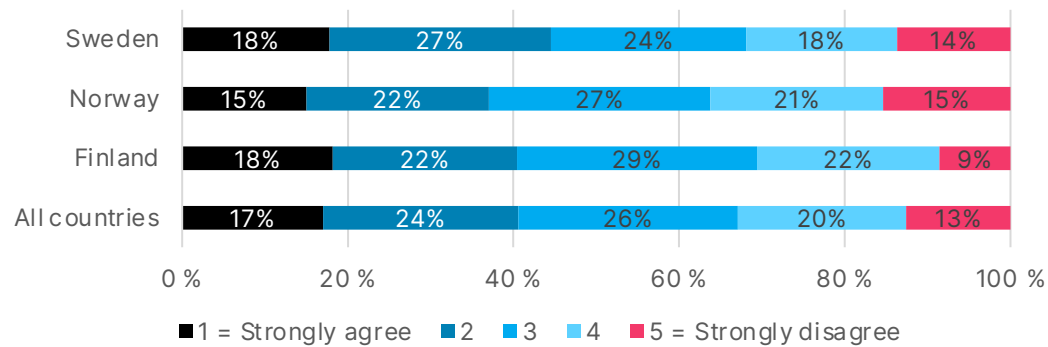


I want to work flexibly according to my own schedules.

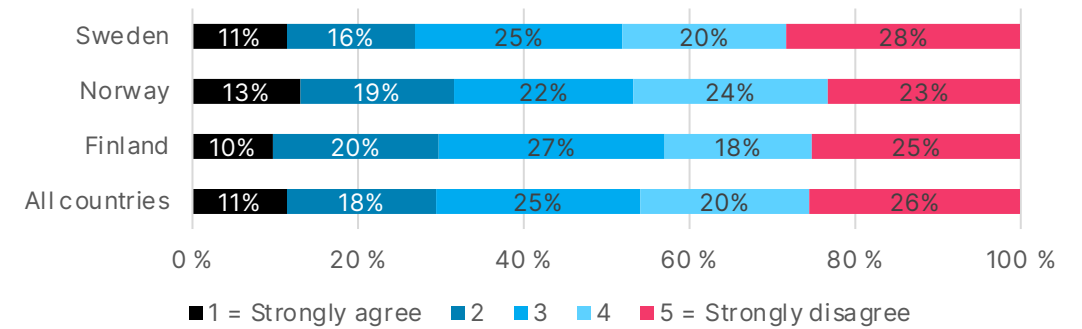


FACTORS AFFECTING WELL-BEING

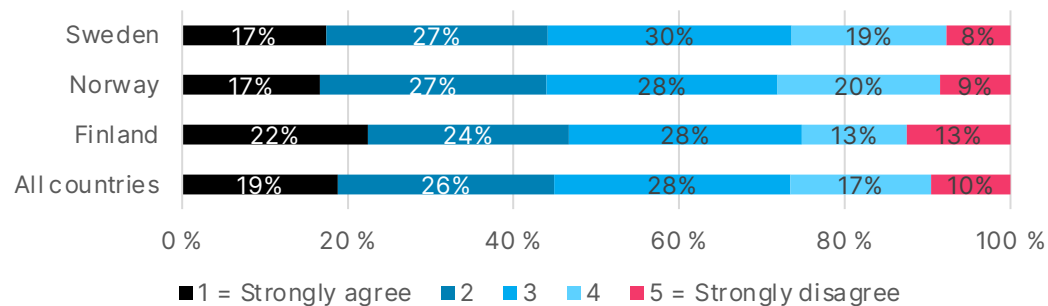
Coping in working life worries me.



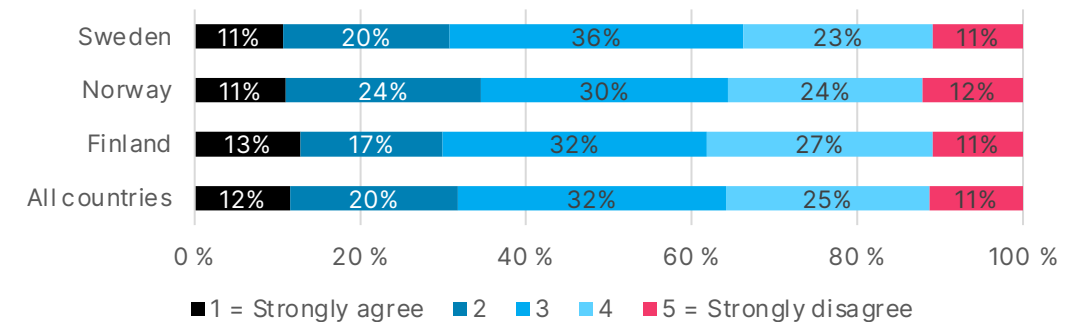
I would like to re-educate myself, but I am anxious about the time and effort involved.



State of the world (economy, security, etc.) worries me.

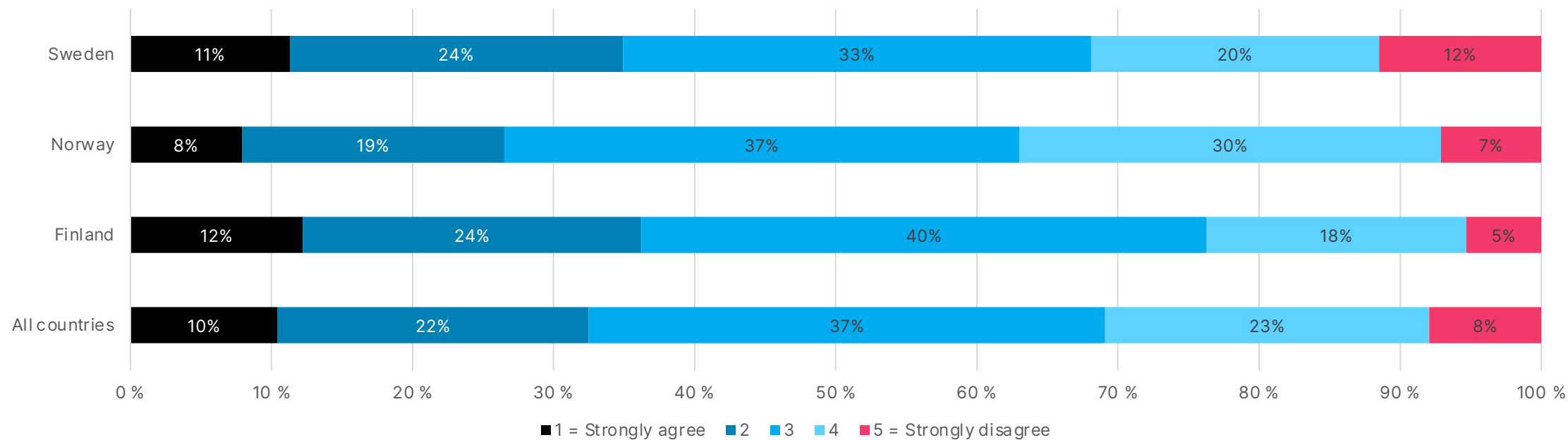


Social media weakens my well-being.



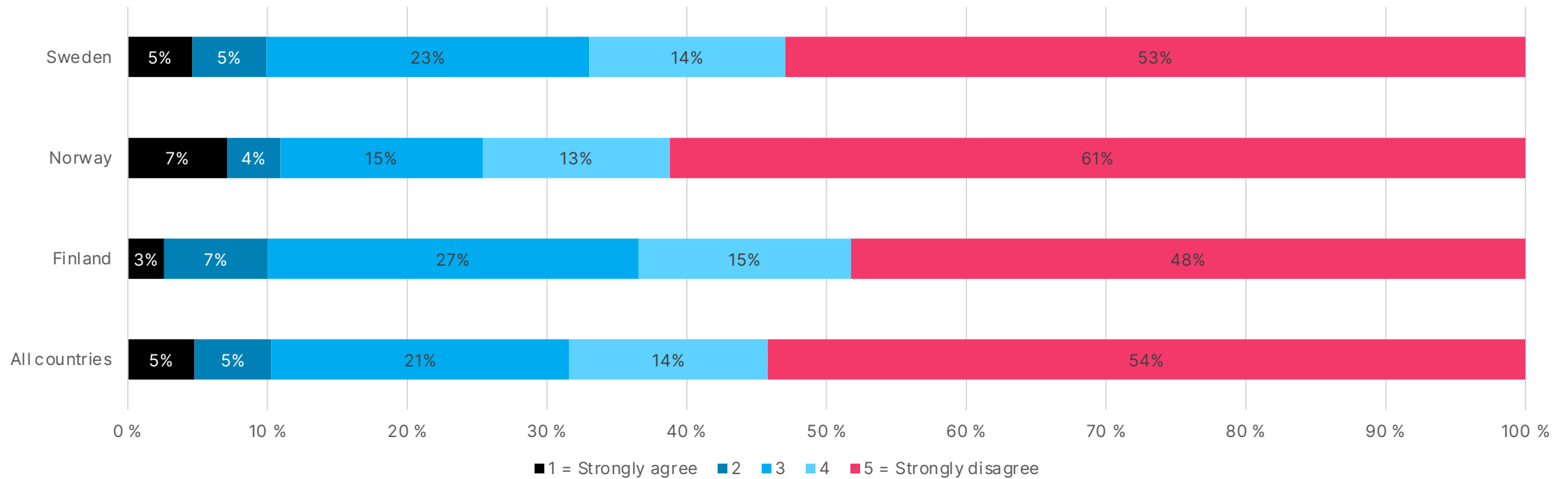
WELL-BEING AND IDENTITY

I have a so-called work self that is clearly different from my real personality.



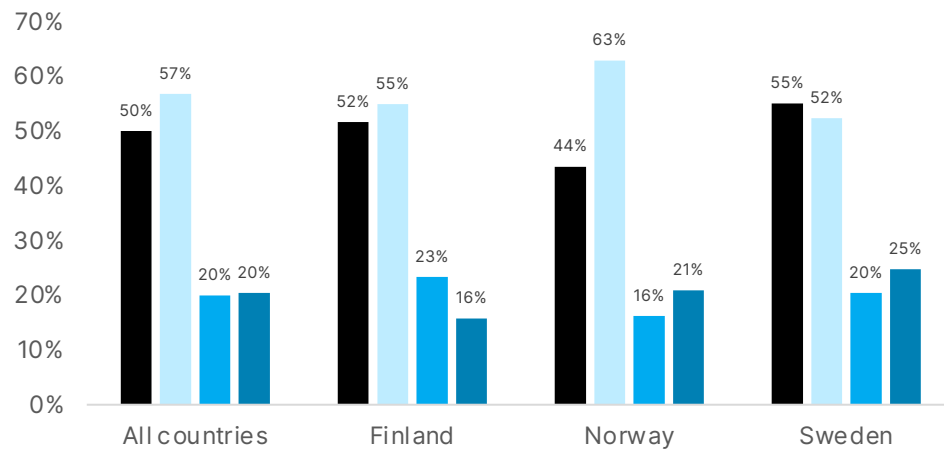
DIVERSITY

In my workplace, I belong to a minority that is mistreated.



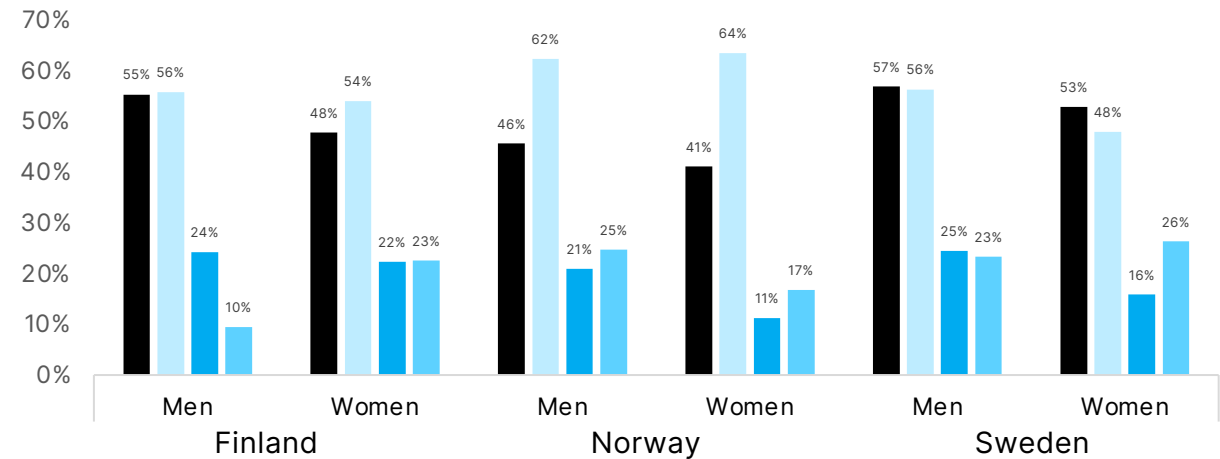
SALARY EXPECTATIONS

When thinking about a new job, what do you expect most from the salary?



- Good starting salary.
- Clear and transparent salary development as skills and experience increase.
- Good performance-based pay supplements.
- For me, salary is not the most important criterion for choosing a job.

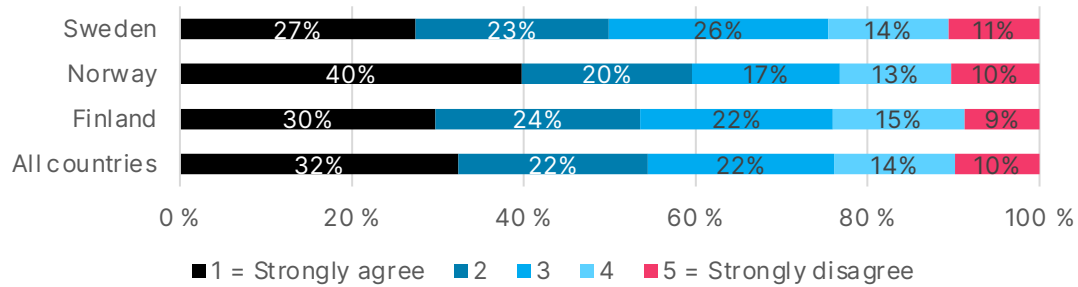
When thinking about a new job, what do you expect most from the salary – gender split



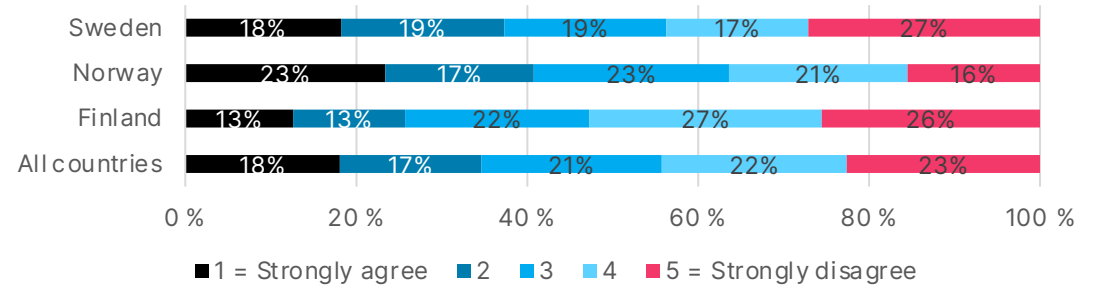
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- Clear and transparent salary development as skills and experience increase.
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- For me, salary is not the most important criterion for choosing a job.

INTERNATIONAL WORKING LIFE

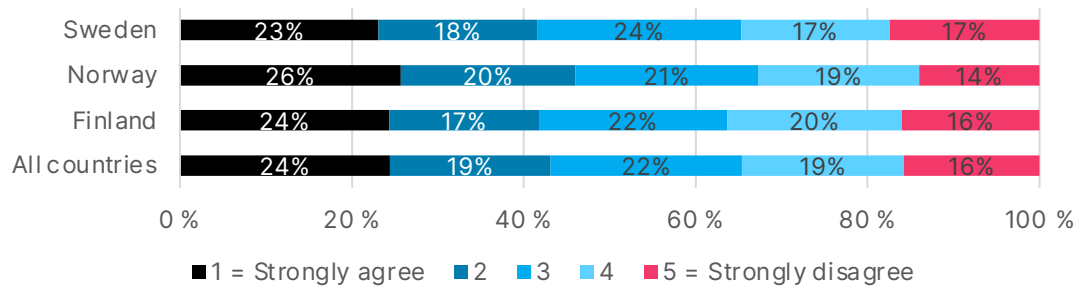
I wouldn't mind being served in English at the grocery store.



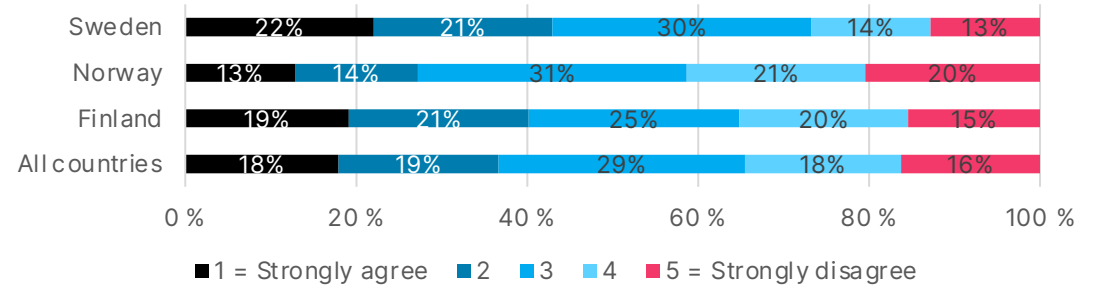
I wouldn't mind if a doctor or nurse served me in English.



I wouldn't mind if I got customer service over the phone in English.

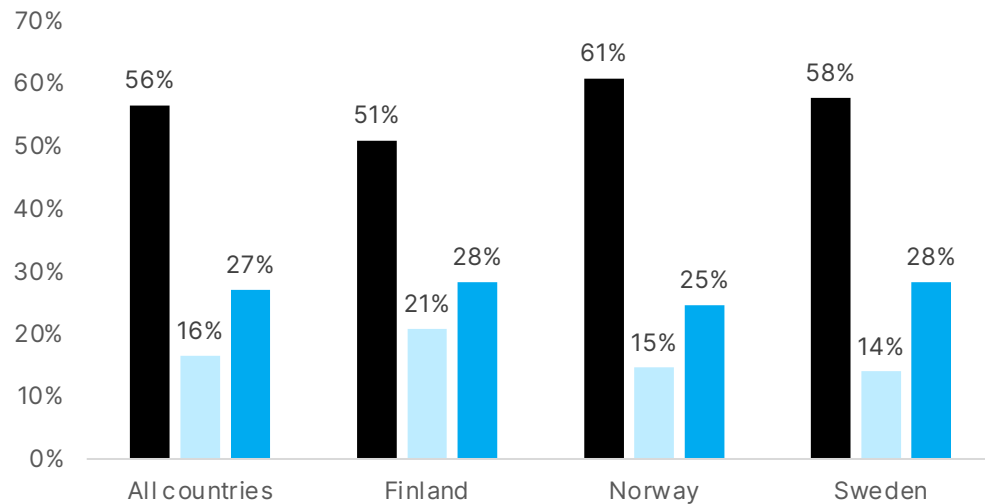


I would love to work in an English-speaking workplace or community.



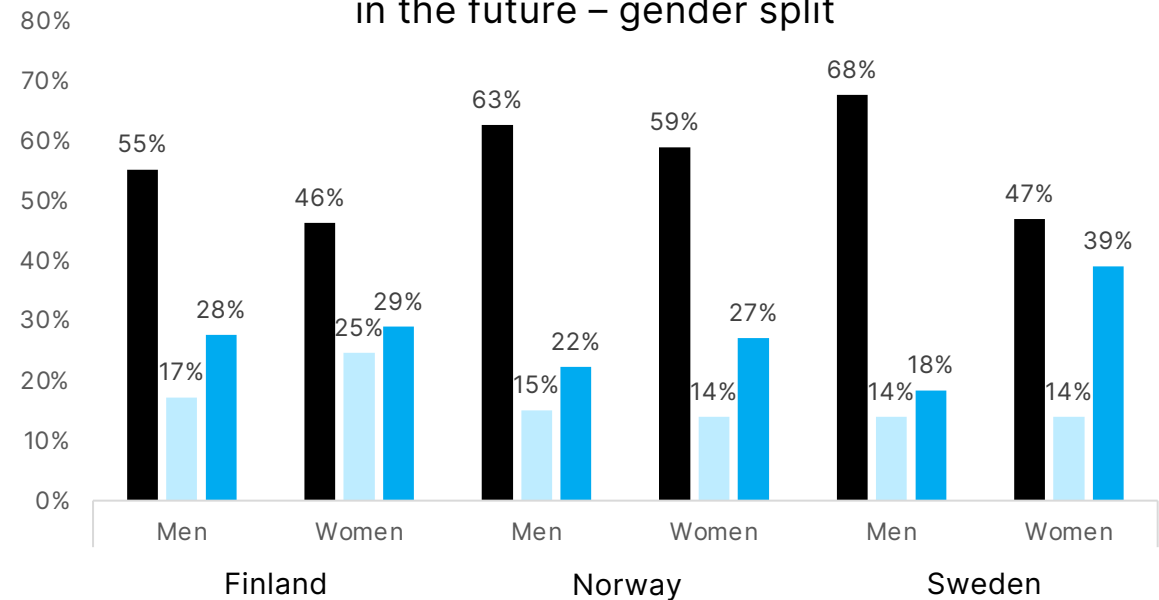
ARTIFICIAL INTELLIGENCE

I am prepared for the fact that artificial intelligence will be one of the key tools in my work in the future.



■ Yes. ■ No. ■ I don't think AI plays a key role in my field.

I am prepared for the fact that artificial intelligence will be one of the key tools in my work in the future – gender split



■ Yes. ■ No. ■ I don't think AI plays a key role in my field.



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IS THE SOLUTION