



## 2017 Millennial Survey Norway

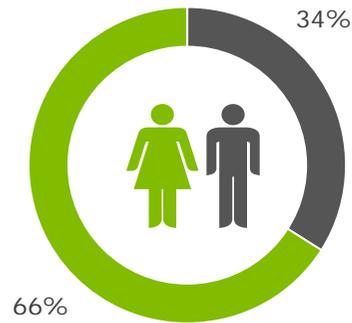
Climate conscious and stability seeking millennials

January 2017

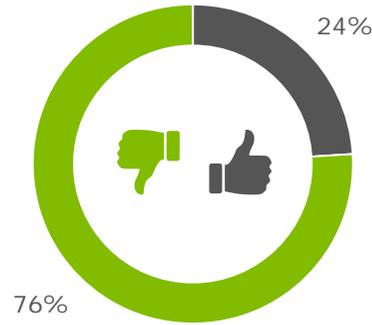
# Background

302 interviews achieved in Norway

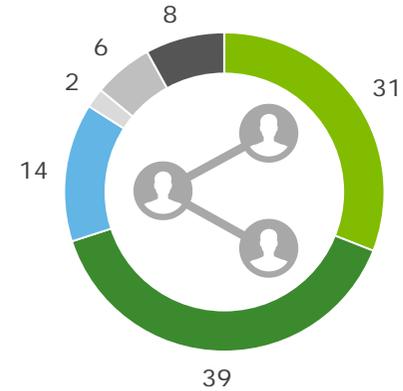
Gender



Have children

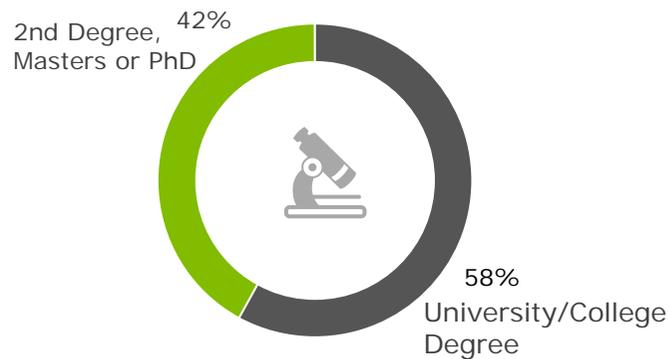


Job seniority / level

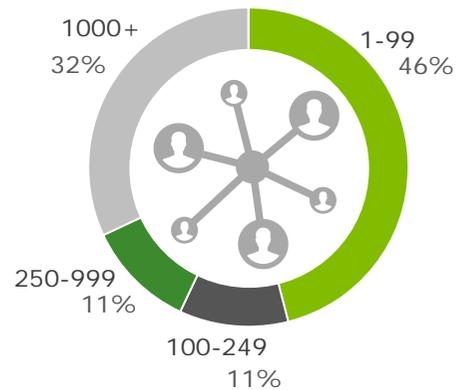


- Trainee / apprentice / graduate
- Junior level executive
- Mid-level executive
- Senior executive
- Head of department / division
- Senior management team / board

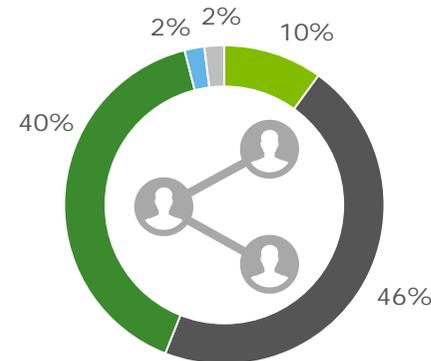
Education level



Organization size



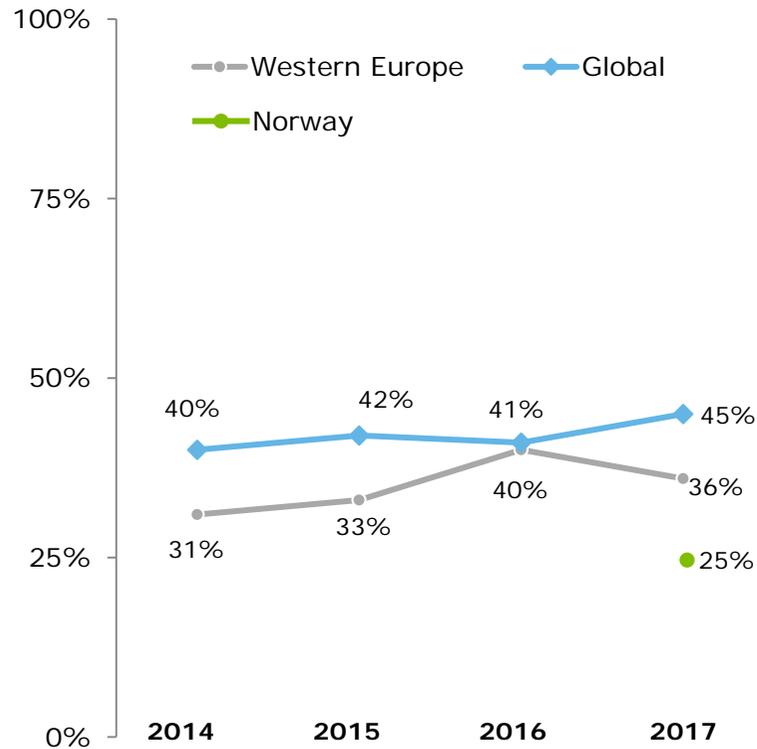
Organization type



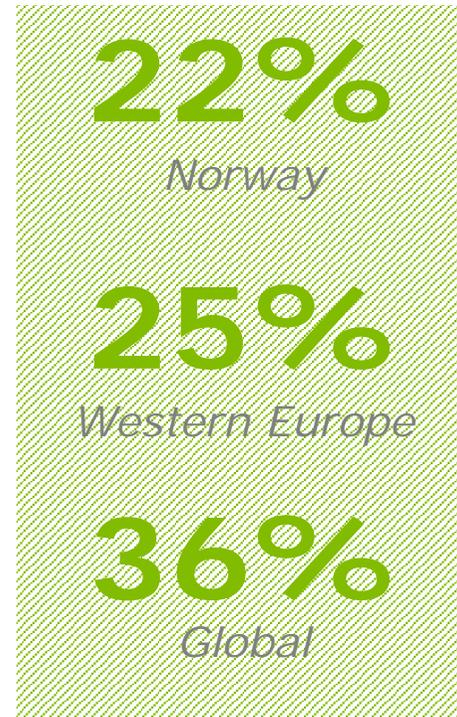
- Listed / publicly owned business
- Privately owned business
- State owned or public sector organization
- Not for profit organization / charity
- Other

# Economic, Political, and Social Outlook

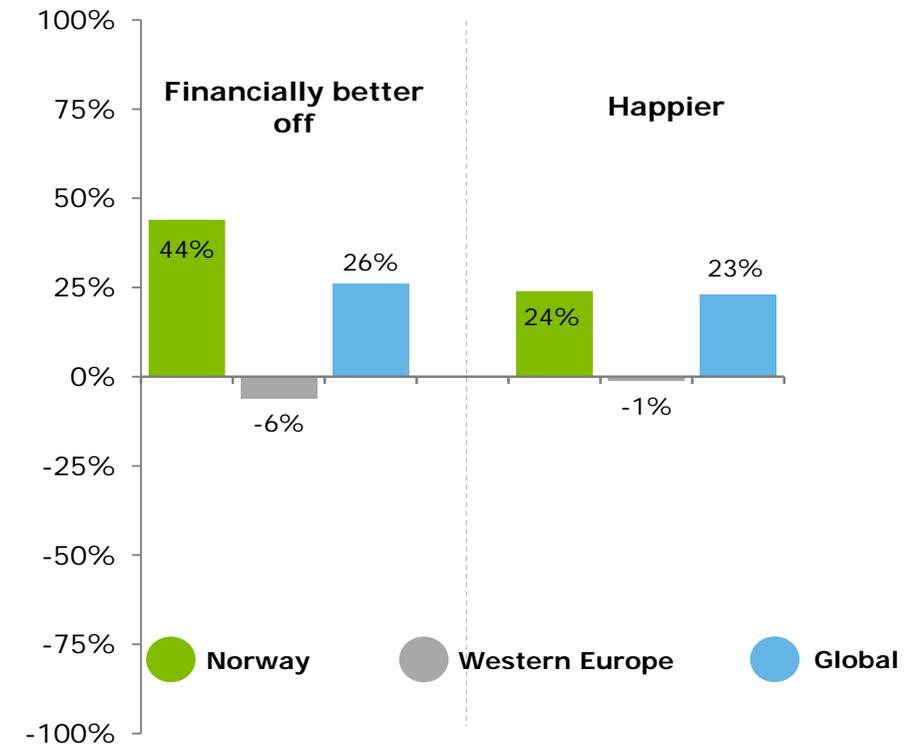
% expect the overall **economic** situation in their country to improve (next 12 months)



% expect the overall **social/political** situation in their country to improve (next 12 months)



% **balance** expecting to be better off / happier than their parents



Top 5 issues of greatest personal concern to Millennials in **Norway**

46%

Climate change / protecting the environment / natural disasters

33%

Terrorism

30%

Wars / conflicts between countries

22%

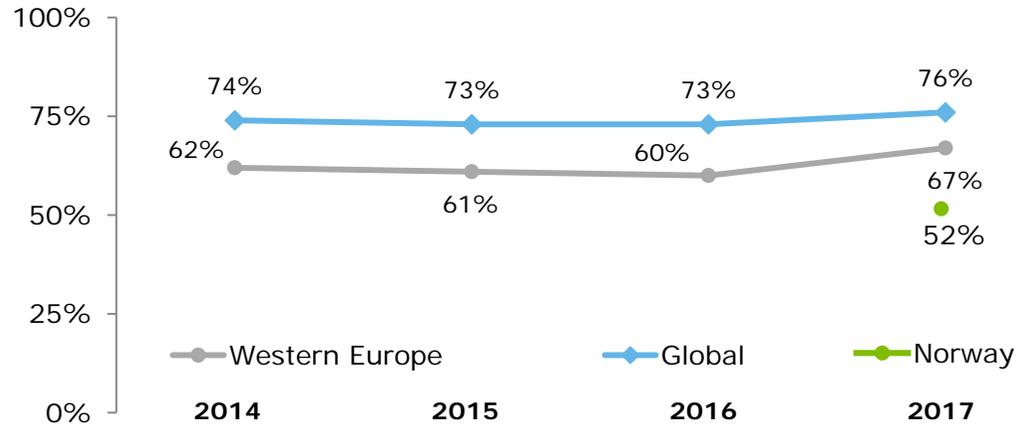
Healthcare / disease prevention

21%

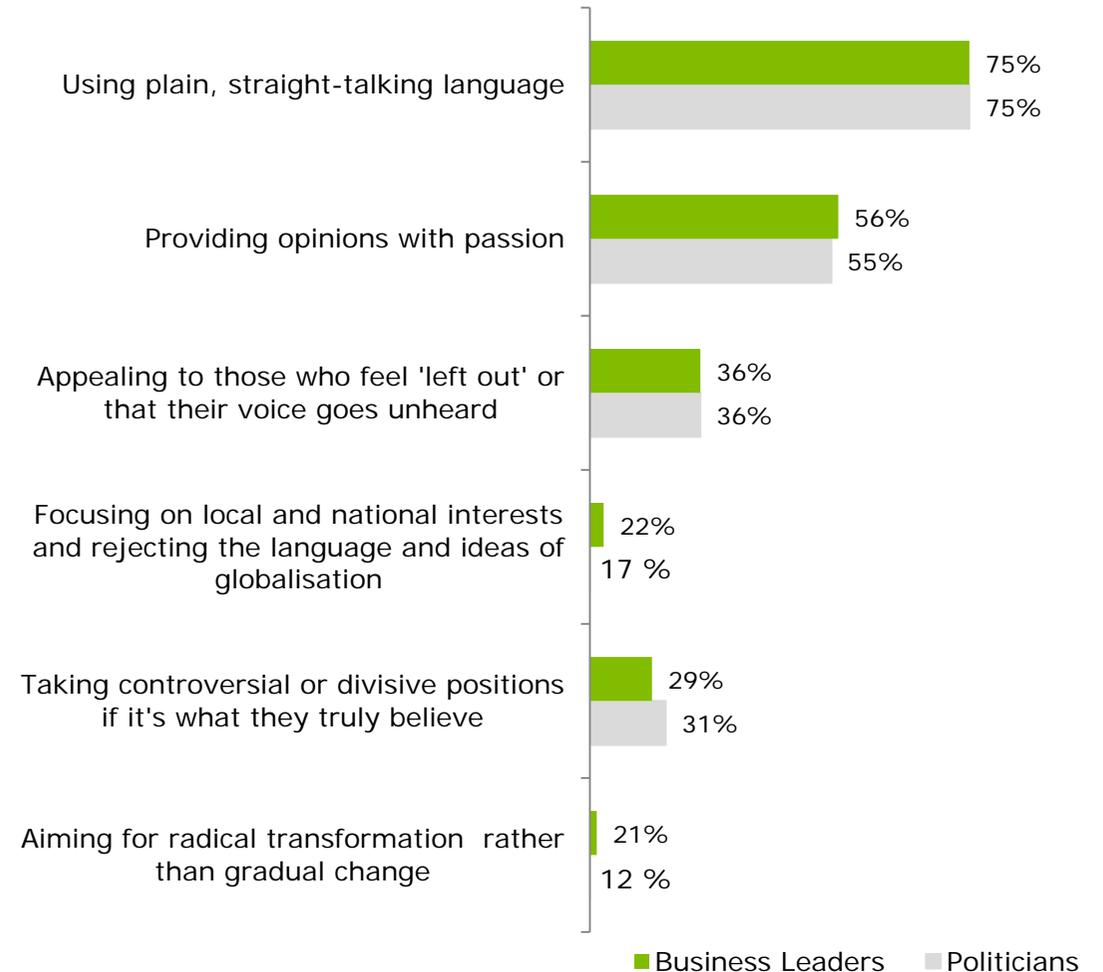
Political instability / tension

# Role & Impact of Business

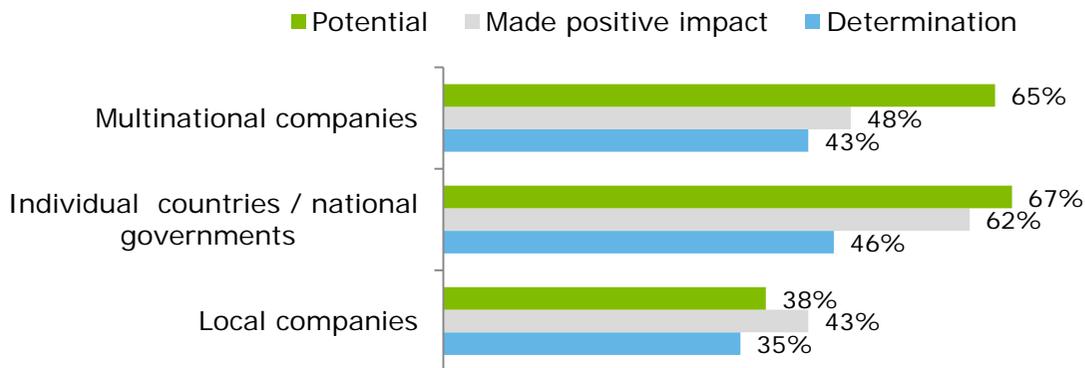
% say businesses have a **positive impact** on the **wider society** in which they operate



% who would **approve** political and business leaders **thinking and speaking** in the following ways



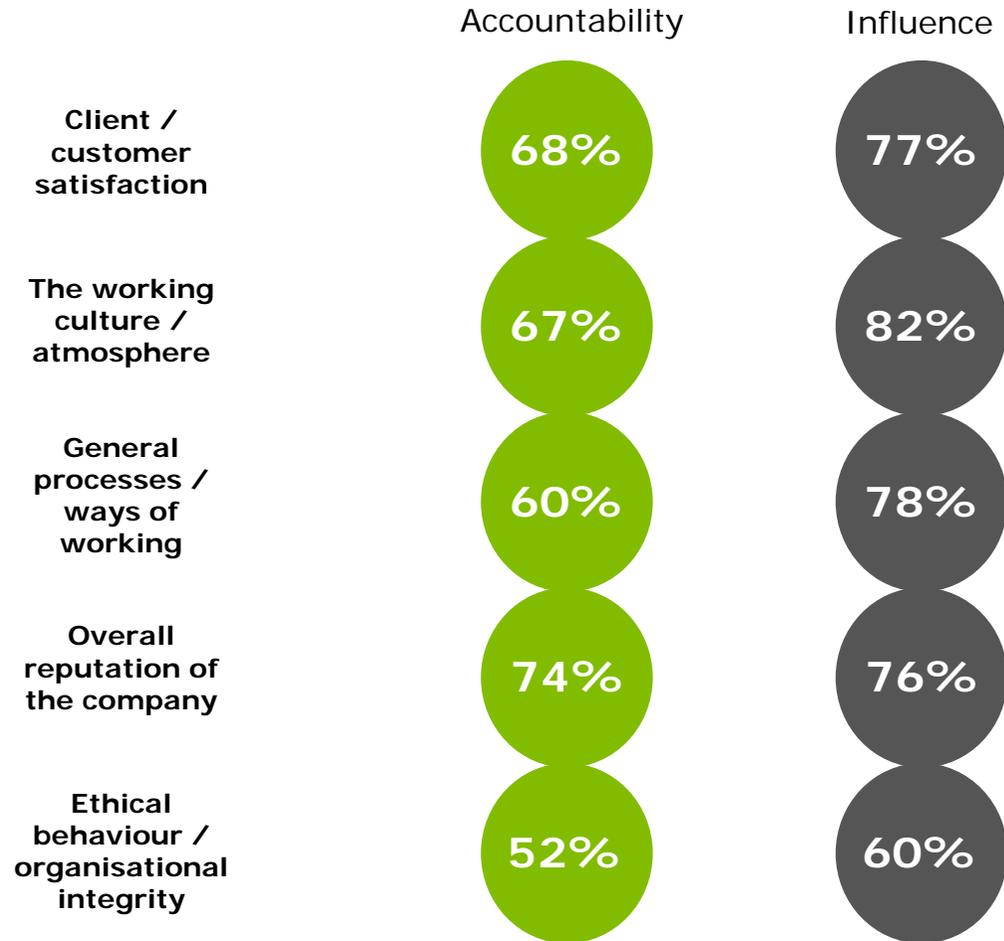
% who feel **businesses and governments** have ... to solve the **challenges of greatest concern** to Millennials



Q1. Thinking about businesses in general around the world, what impact do you think they are having on the wider society in which they operate? Q9. Thinking about the challenges of greatest concern to you, do you feel the following institutions / groups of people have (potential/determination/had a positive impact to solve these challenges? Q12. In general do you approve or disapprove of political leaders thinking and speaking in the following ways/would you approve or disapprove if business leaders started to think and speak in the following ways? Base: Norway: 302; Global 7900; Western Europe 2400

# The ripple effect

% have great deal/fair amount of **accountability** and **influence** upon the following:



# 30%

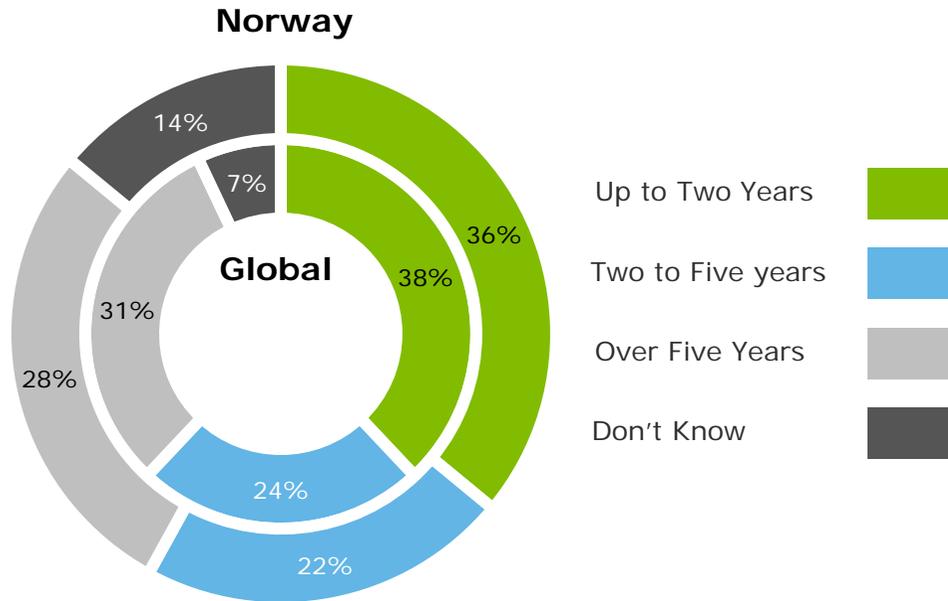
...of Millennials in Norway feel 'enabled to contribute to charities / good causes at work'



...compared with **54%** globally

# Stability and loyalty

% who will stay with their current employer for ...



% who would prefer full time vs freelance employment...



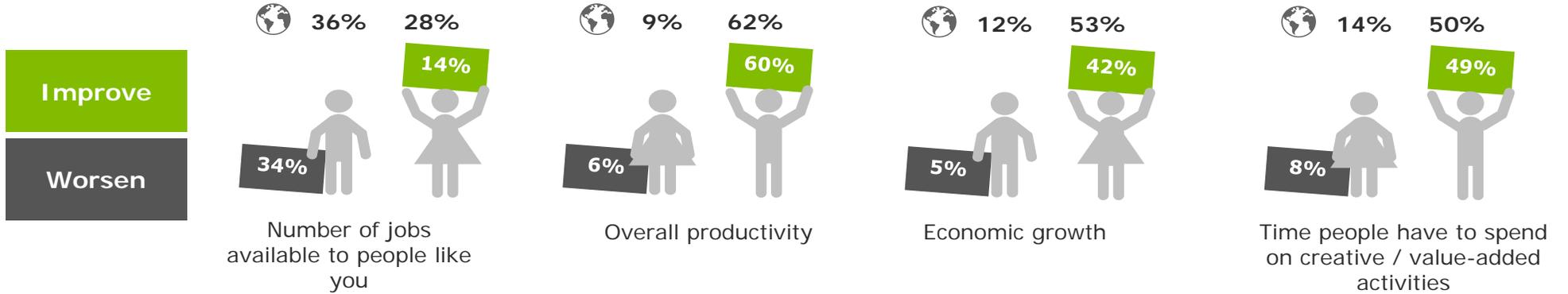
...of Millennials would prefer full time / permanent employment



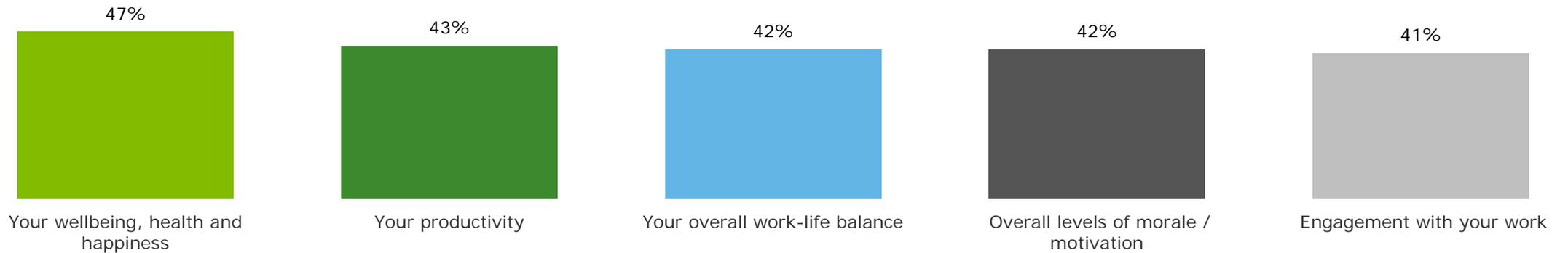
...of Millennials would prefer freelance / consultative employment

# Automation and flexibility

% who feel automation / robotics / artificial intelligence will improve / worsen the following



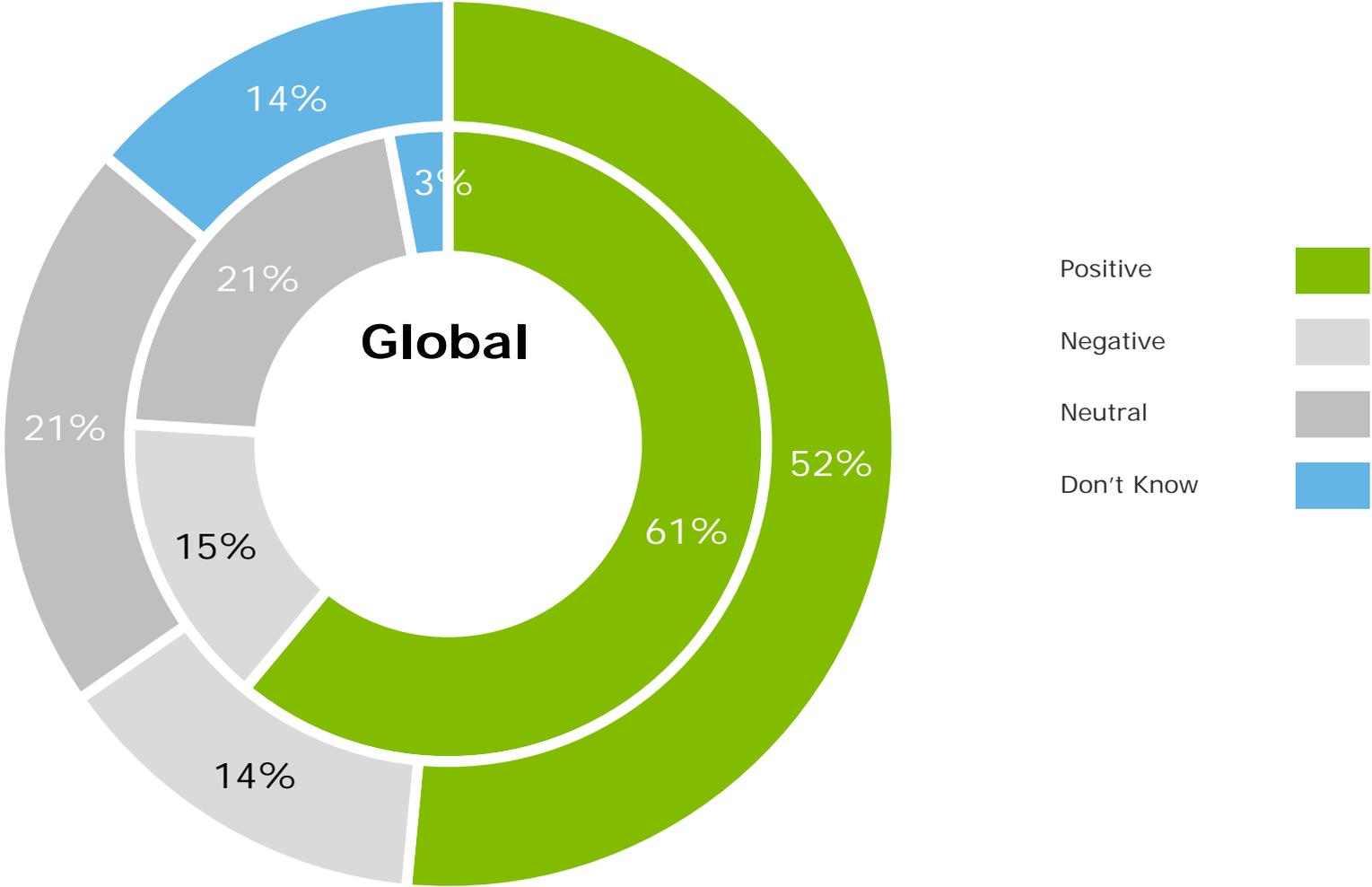
% say that flexible working practices have had a positive impact upon the following (top 5 areas of positive impact in Norway)



# Generation Z

## Norway

% think those aged 18 or younger will have the following impact as their presence in the workplace increases





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