



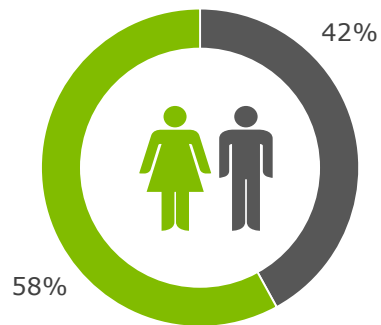
2017 Millennial Survey Sweden

January 2017

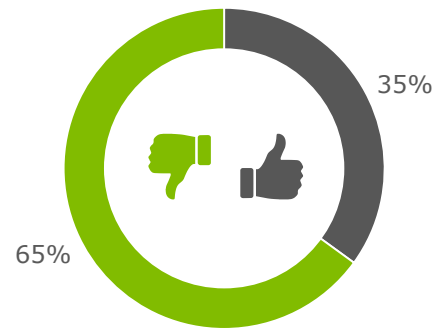
Background

302 interviews achieved in Sweden

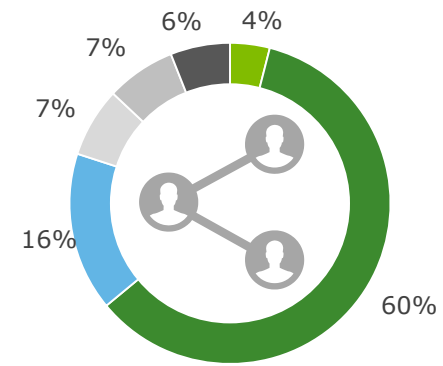
Gender



Have children

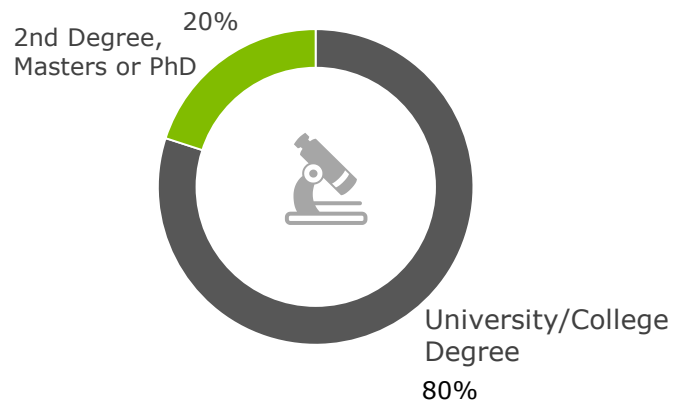


Job seniority / level

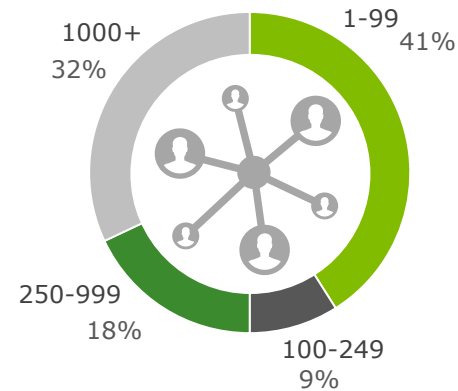


- Trainee / apprentice / graduate
- Junior level executive
- Mid-level executive
- Senior executive
- Head of department / division
- Senior management team / board

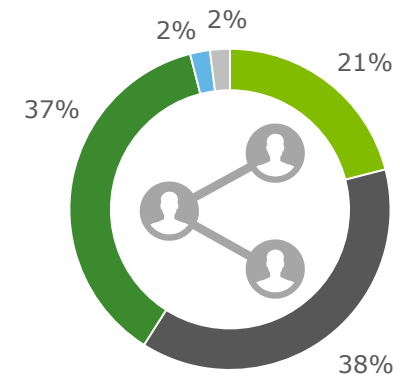
Education level



Organization size



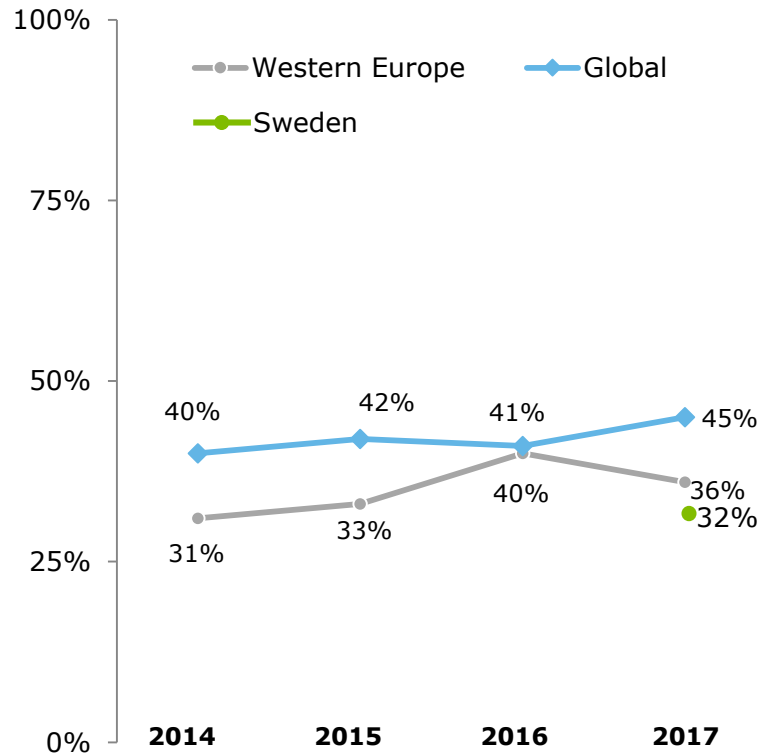
Organization type



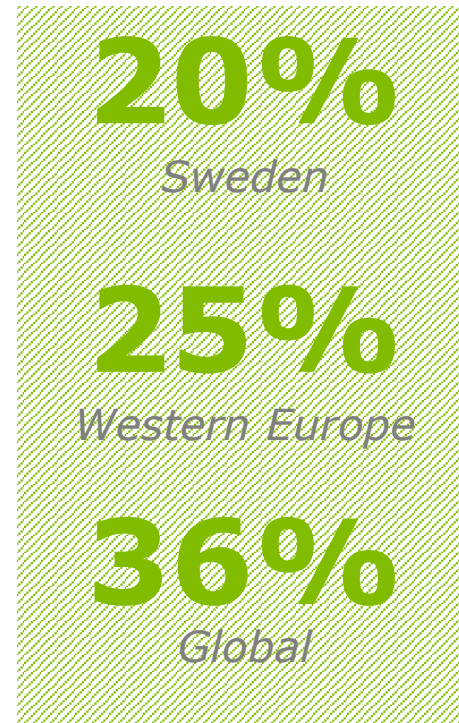
- Listed / publicly owned business
- Privately owned business
- State owned or public sector organization
- Not for profit organization / charity
- Other

Economic, Political, and Social Outlook

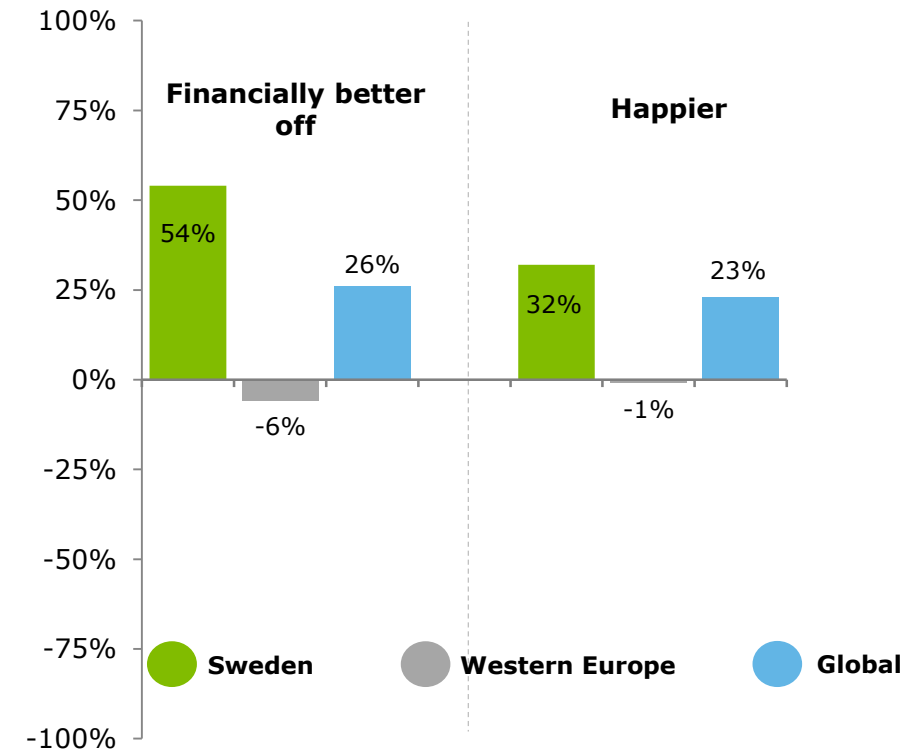
% expect the overall **economic** situation in their country to improve (next 12 months)



% 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 **Sweden**

54%

Climate change / protecting the environment / natural disasters

26%

Crime / personal safety

24%

Wars / conflicts between countries

23%

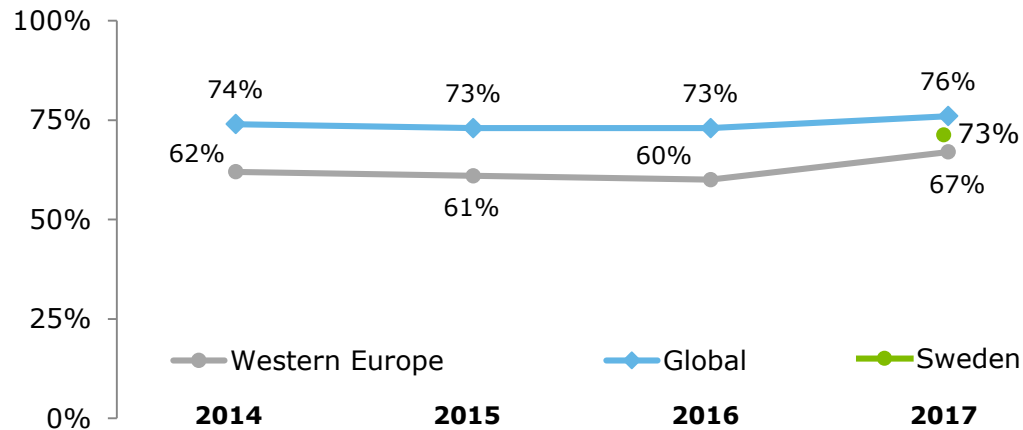
Terrorism

21%

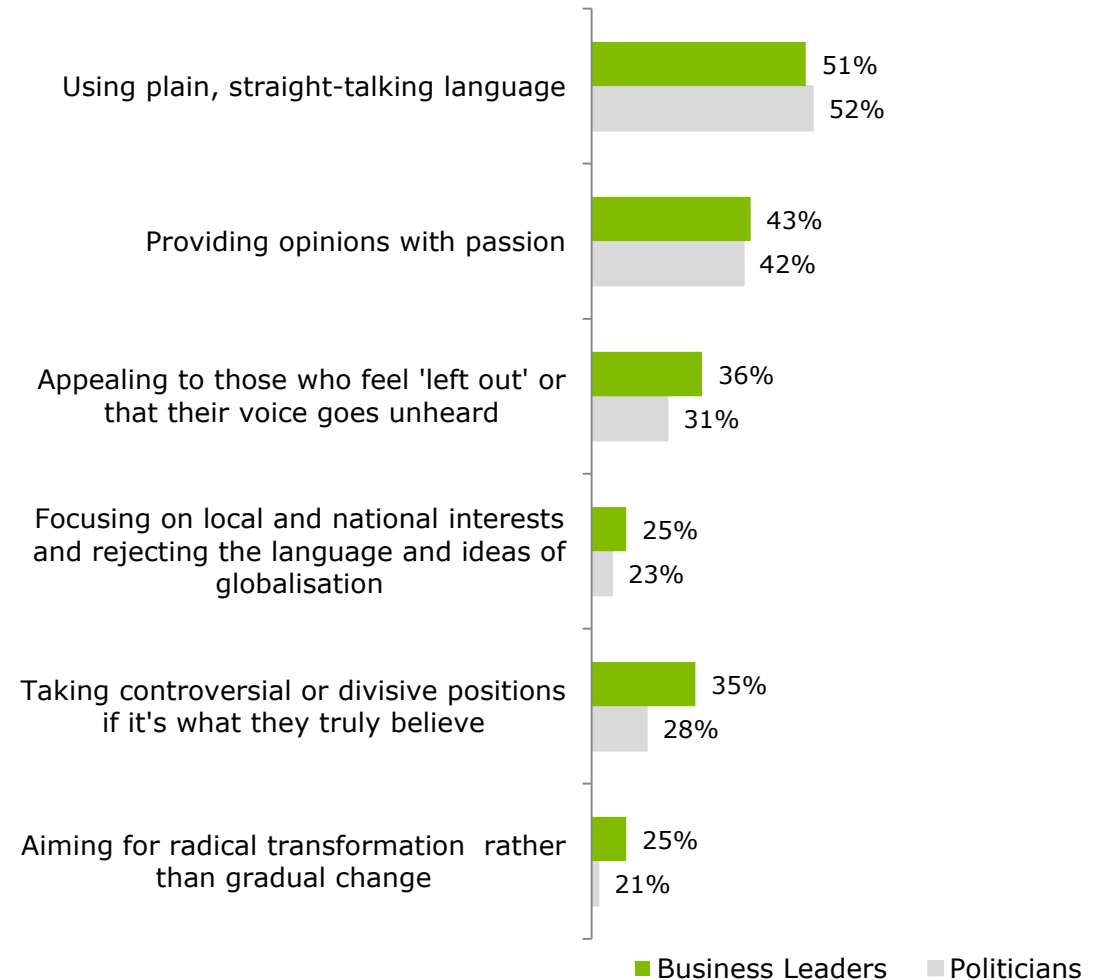
Healthcare / disease prevention

Role & Impact of Business

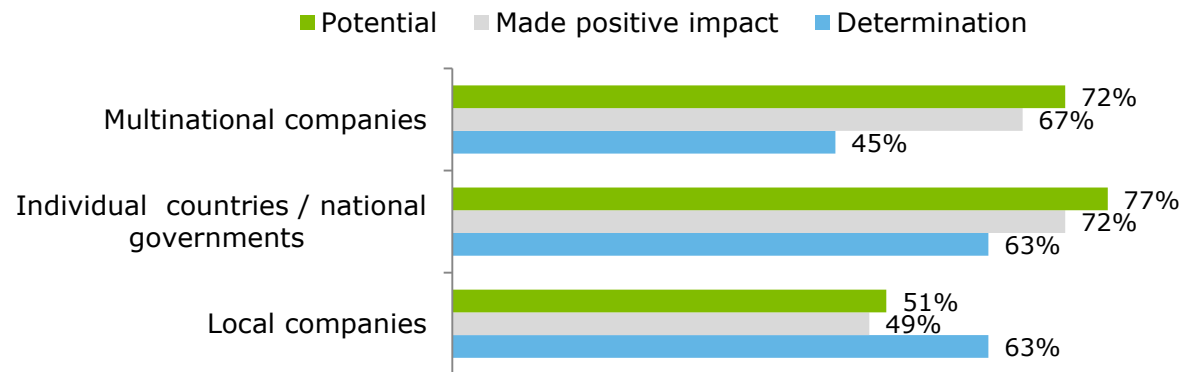
% say businesses have a positive impact on the wider society in which they operate



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

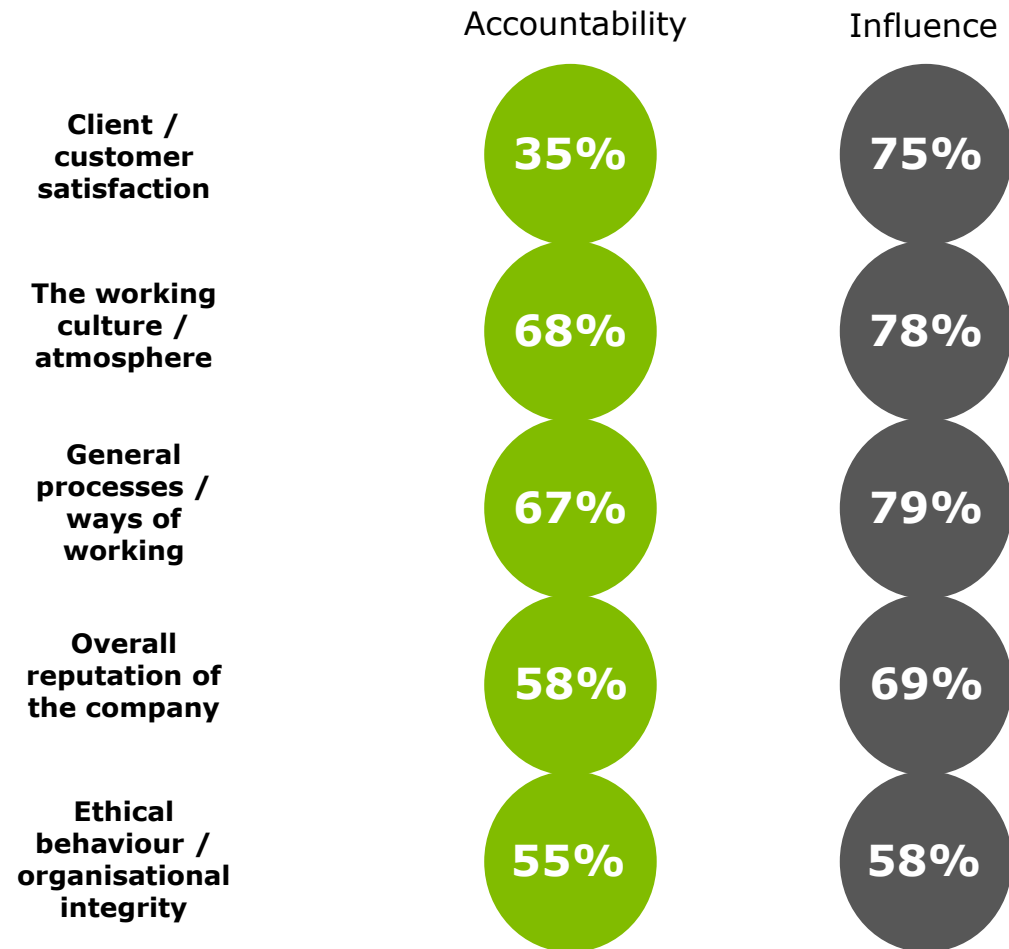


% who feel businesses and governments have ... to solve the challenges of greatest concern to Millennials



The ripple effect

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



47%

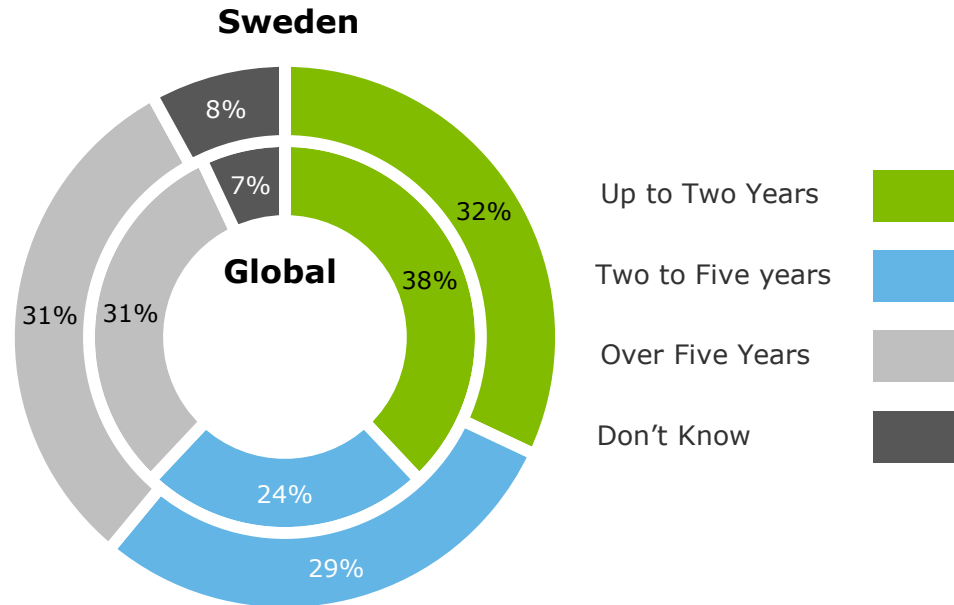
...of Millennials in Sweden feel 'enabled to contribute to charities / good causes at work'



...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

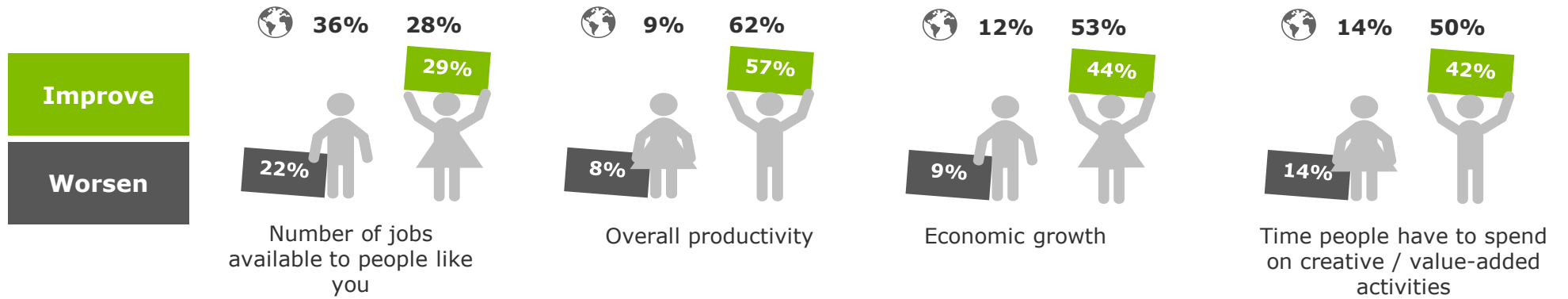


...of Millennials would prefer freelance / consultative employment

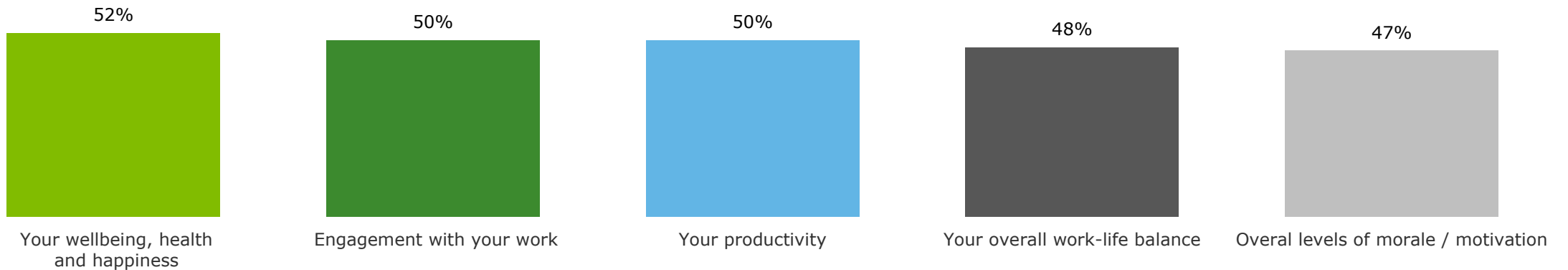
Q4. If you had a choice how long would you stay with your current employer before leaving to join a new organization or do something different? Q35. If you had a choice and assuming that each would earn you a similar amount of money, which of the two 'options' would you prefer? Base: Sweden 302; Global 7900

Automation and flexibility

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



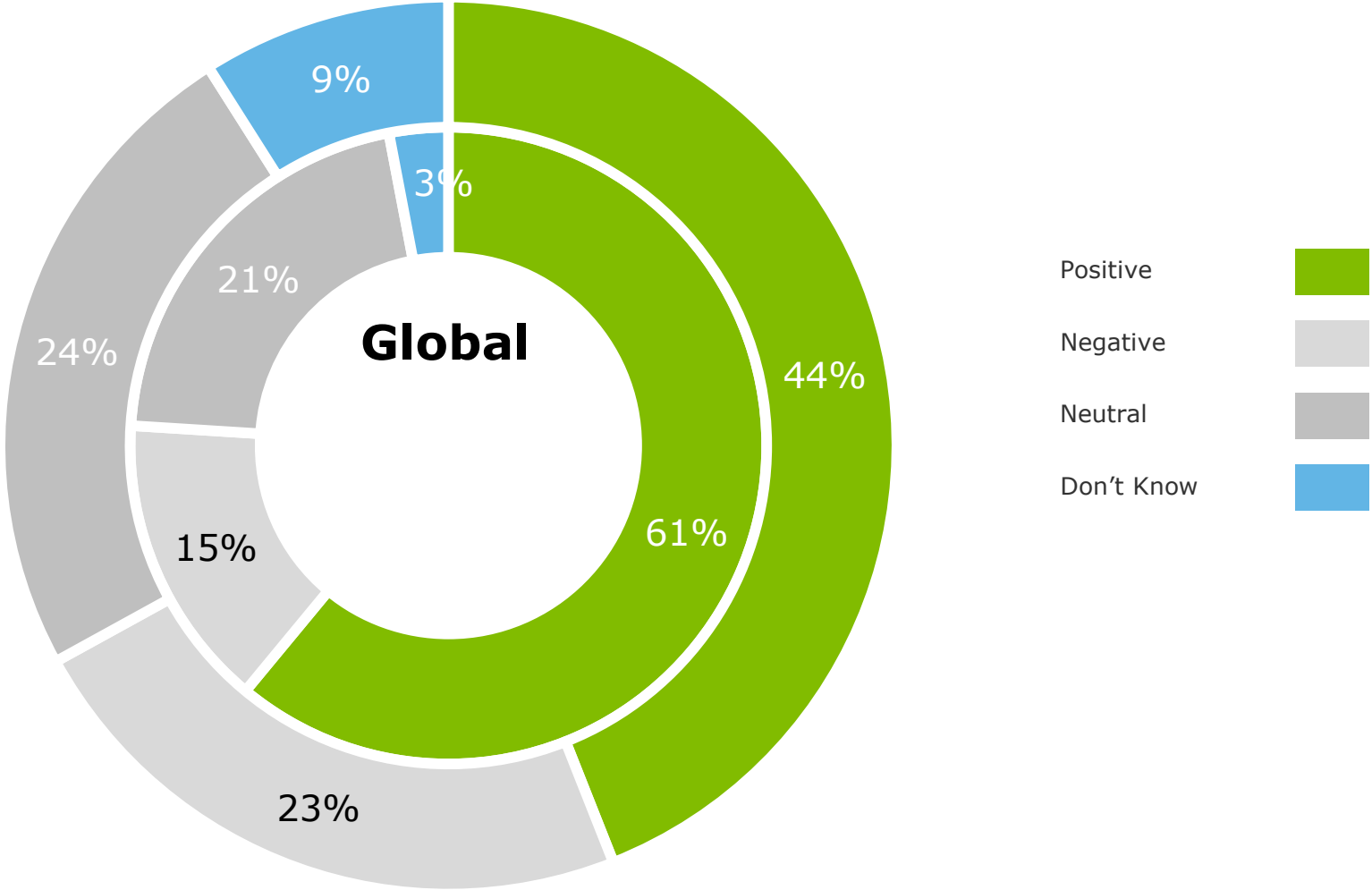
% say that flexible working practices have had a positive impact upon the following (top 5 areas of positive impact in Sweden)



Generation Z

Sweden

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





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