

Preparing the New Generation for the Future of Work

Conducted for WISE in collaboration with JobTeaser

GAME CHANGERS

Technical specifications – 5 countries selected

Countries surveyed:



France



Germany



Spain



United
Kingdom






Belgium



GAME CHANGERS



Quantitative survey : 3 different targets

SAMPLES	SURVEY DATE	METHOD
 <p>2517 Europeans aged 18-25 Including at least 500 respondents in each of the surveyed countries.</p>	10-22 January	Online survey, Ipsos online panel. Representative samples of the population aged 18 to 25 y.o. in each of the surveyed countries Quota method: gender, age, occupation, region and town category
 <p>381 recruiters Members of JobTeaser community</p>	10-24 January	Online consultation, contacts provided by JobTeaser. People working in firms in the 5 countries selected.
 <p>192 education actors Members of WISE community and schools in contact with JobTeaser</p>	10-24 January	Online consultation, contacts provided by WISE and JobTeaser. People interested by innovation in Education from WISE community and from career centers of schools in contact with Job Teaser in firms in the 5 countries selected.



This report has been produced in accordance with international standard ISO 20252 "Market, opinion and social research". *This report was proofread by Amandine Lama, Account Director.*



**PORTRAIT OF YOUNG EUROPEANS :
Perceived level of employability,
criteria for choosing a job and
readiness for mobility**

GAME CHANGERS



On a scale of 0 to 10, young Europeans rate their level of employability at 6.7 on average, the French being the most humble (or pessimistic) in their evaluation.



Average rate:
6.7/10

 Men
6.8/10

 Women
6.6/10

Currently studying in :



High school: **6.7**

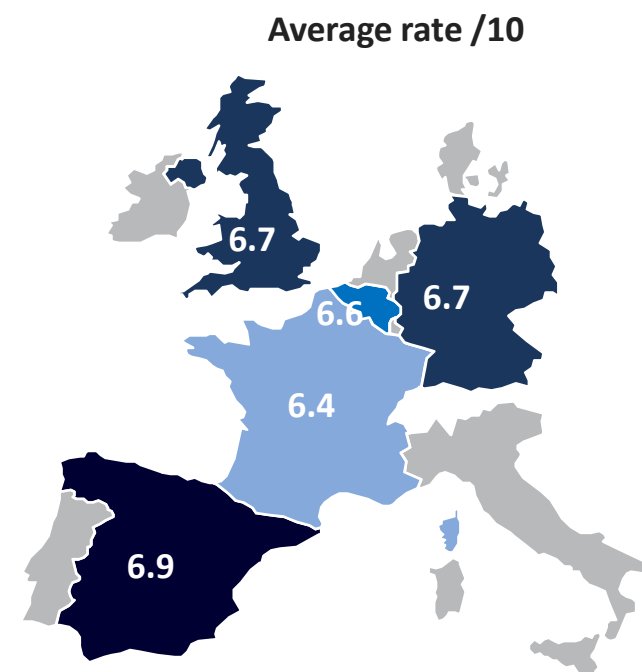


Professional / vocational school: **6.4**



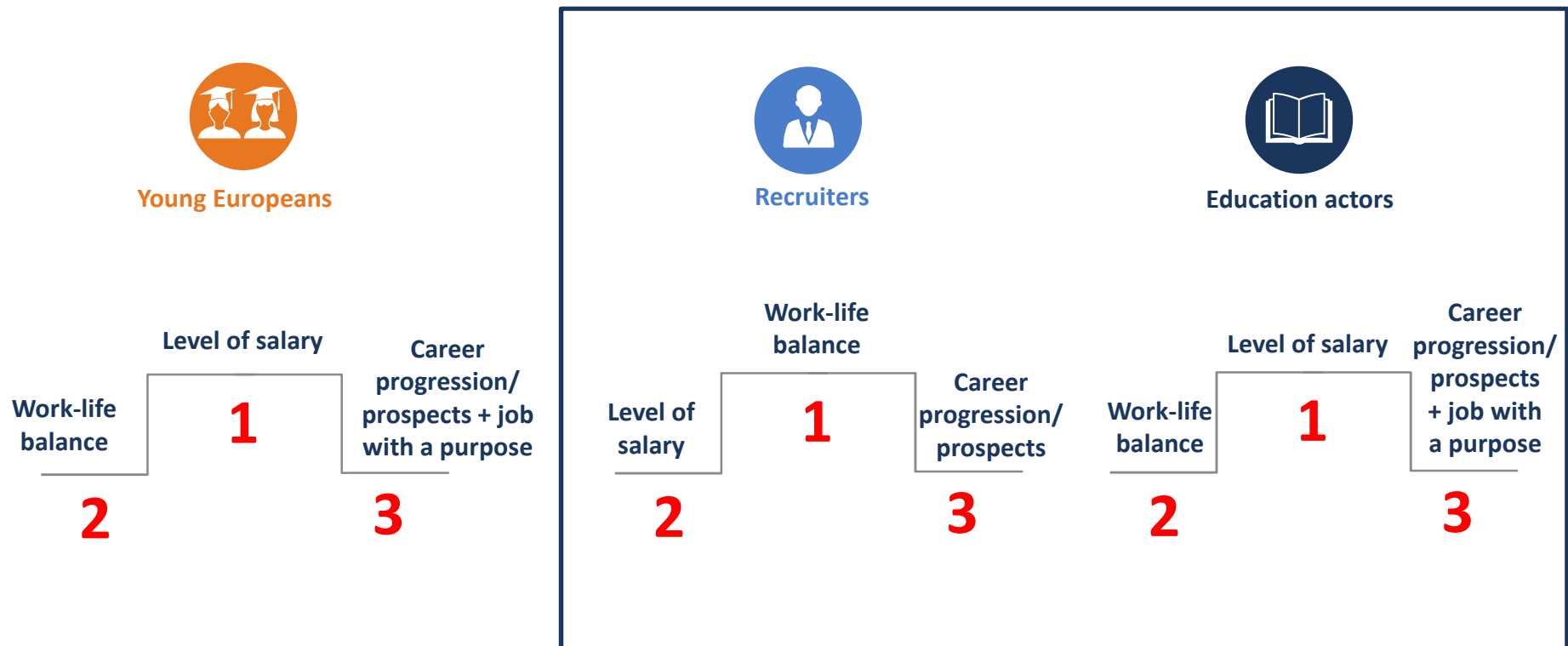
University: **6.7**

Other institution for higher education: **6.6**



- 5 On a scale from 0 to 10, how would you rate your level of employability, that is your level of competence and skills that make you attractive for a recruiter?

Despite what recruiters think, the level of salary is the main criteria for young people when choosing a job.

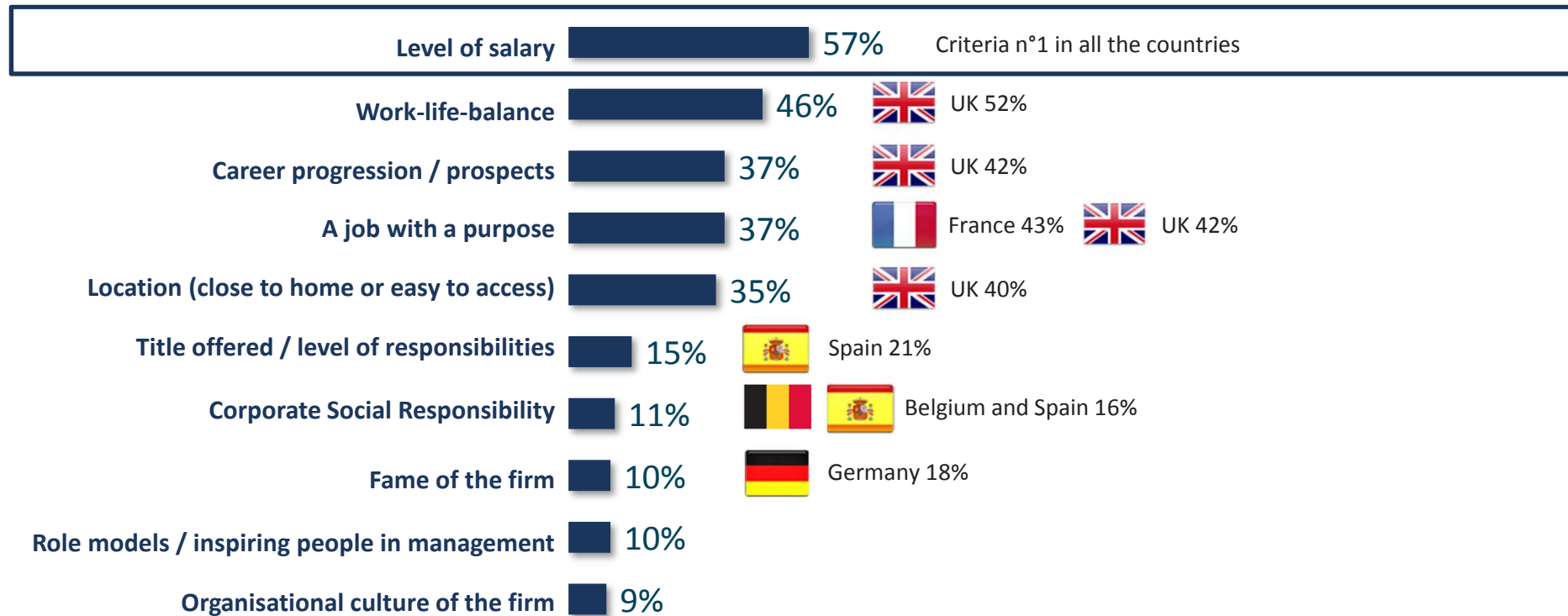


6 Among the following things, what are the most important criteria for you when choosing a job?/In your opinion, what are the criteria to which young people assign the biggest importance when they choose a job?



Young Europeans

The level of salary is the criteria number one in all the countries surveyed.



Total > 100, several answers possible



⁷ Among the following things, what are the most important criteria for you when choosing a job?

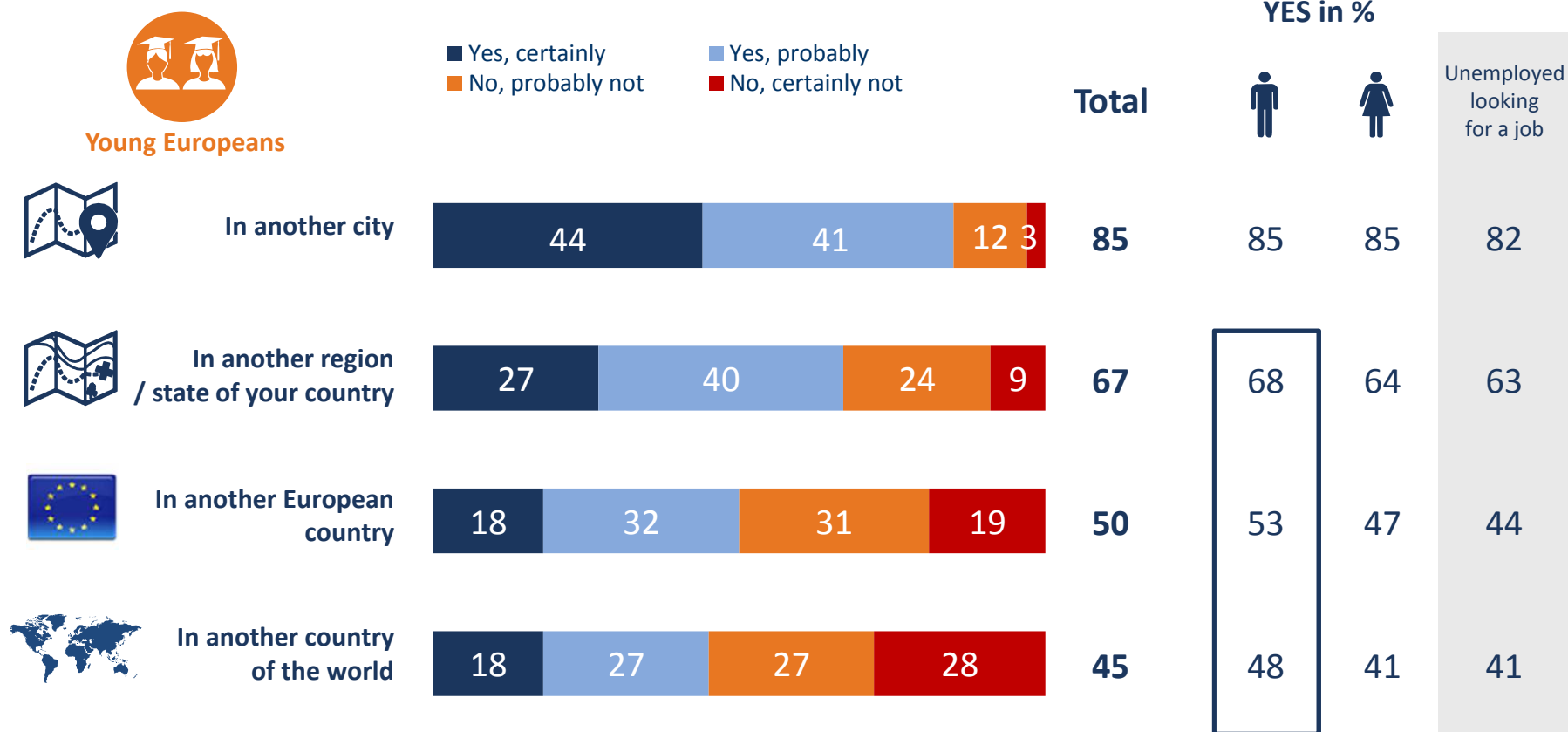
And even more cited by girls than boys. Young women among other things also tend to value more work-life balance and location as a criteria.



8 Among the following things, what are the most important criteria for you when choosing a job?

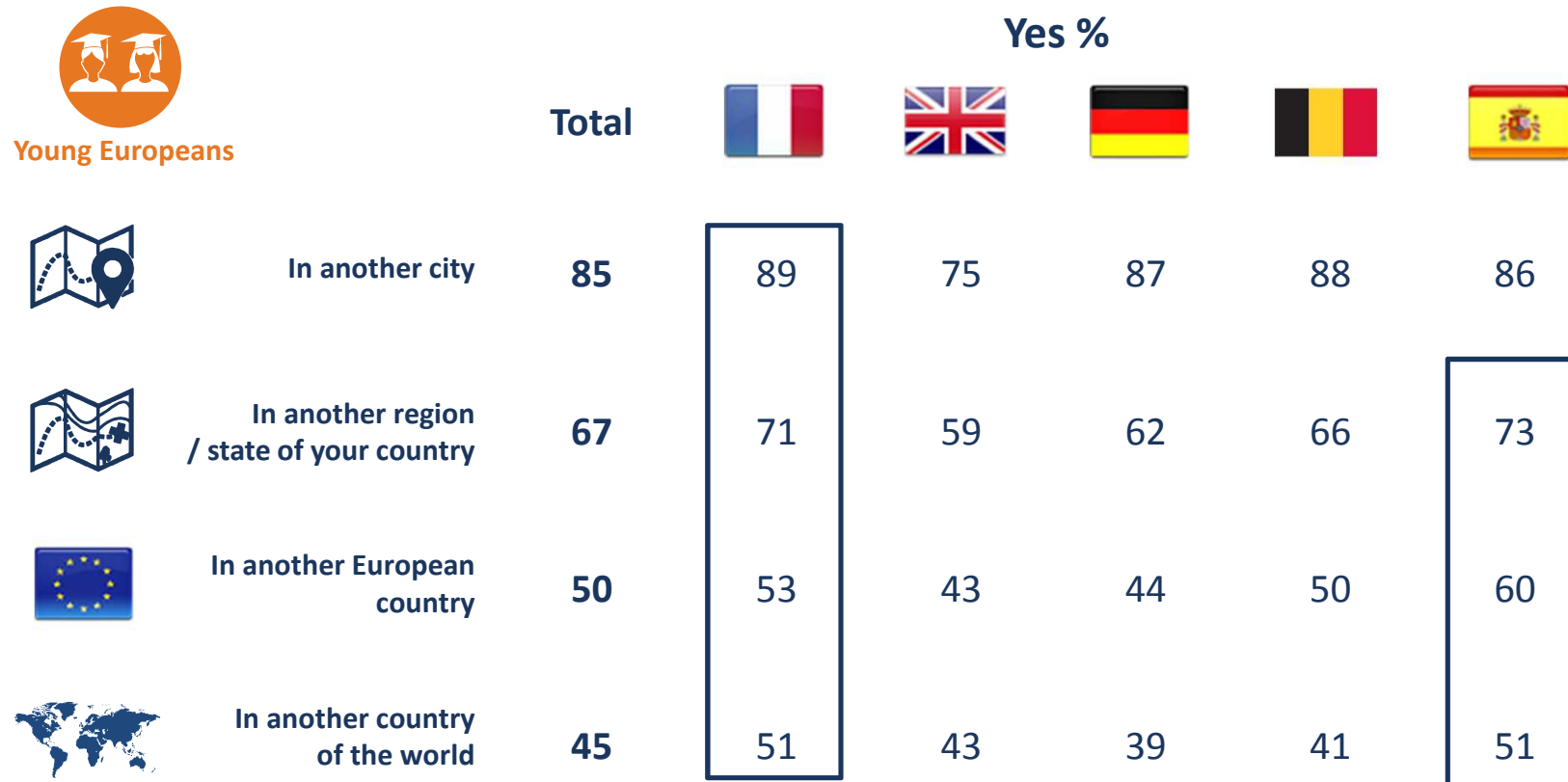
Total > 100, several answers possible

Although young Europeans are a majority to be ready to accept a job far from their home, young women are indeed slightly more reluctant in doing so.



9 Would you be ready to accept a job...?

Young French and Spanish are particularly ready to accept a job away from their home.



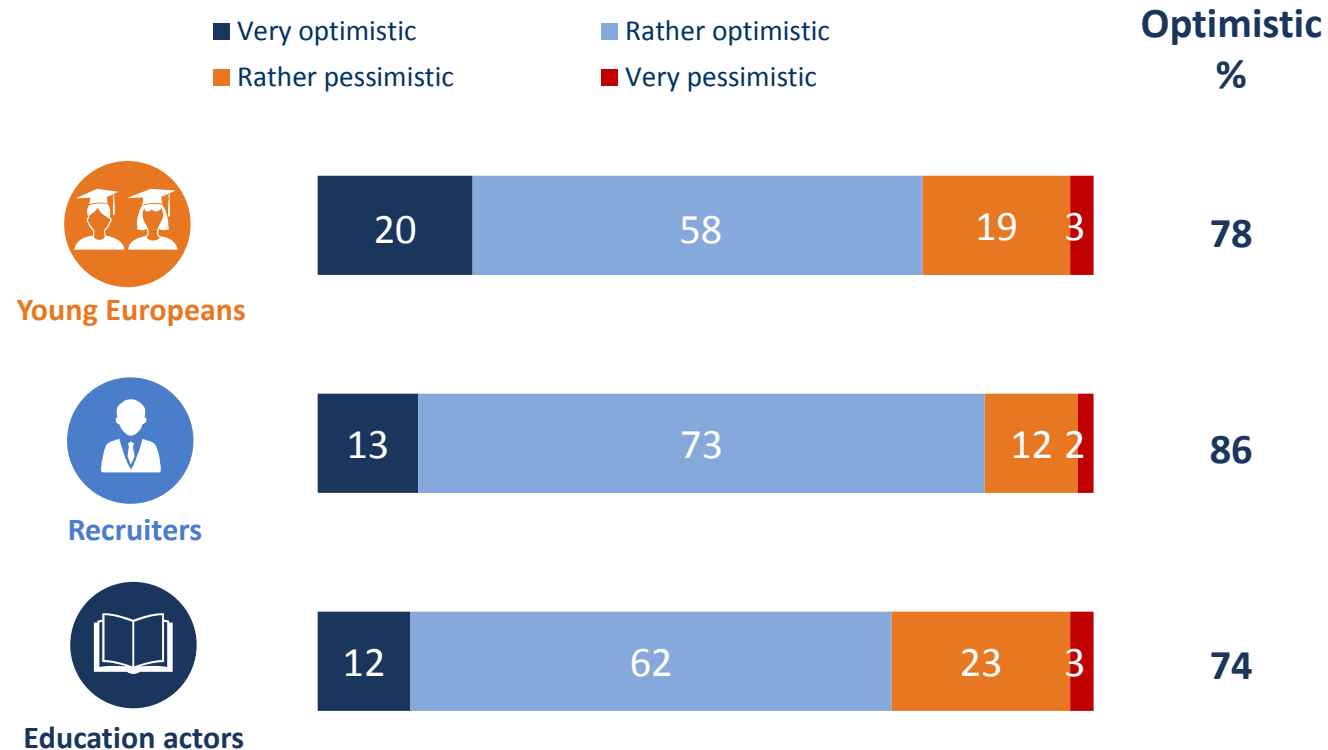


PERCEPTION OF THE FUTURE OF WORK

GAME CHANGERS

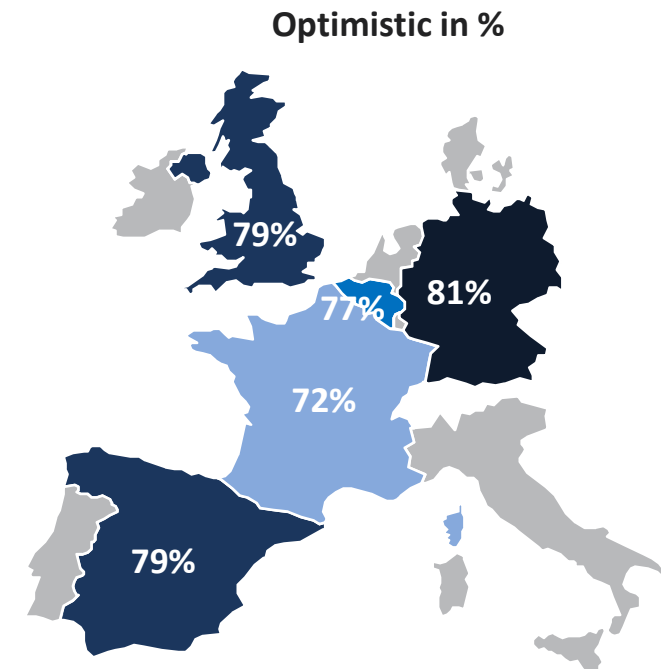
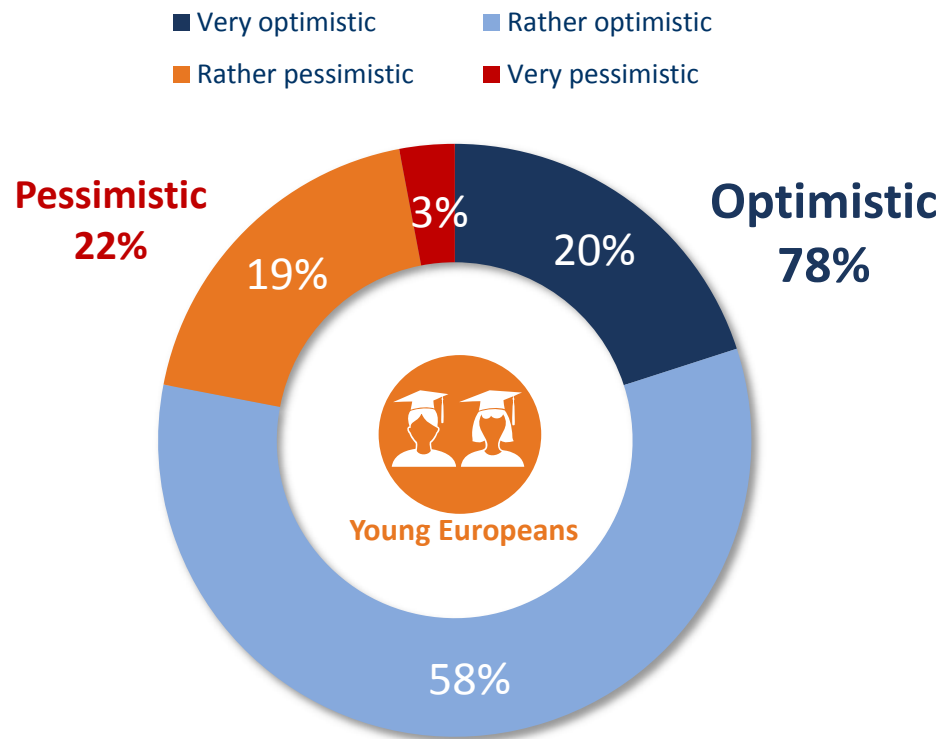


A majority of young Europeans, recruiters and education actors are optimistic about the future of work on the whole.



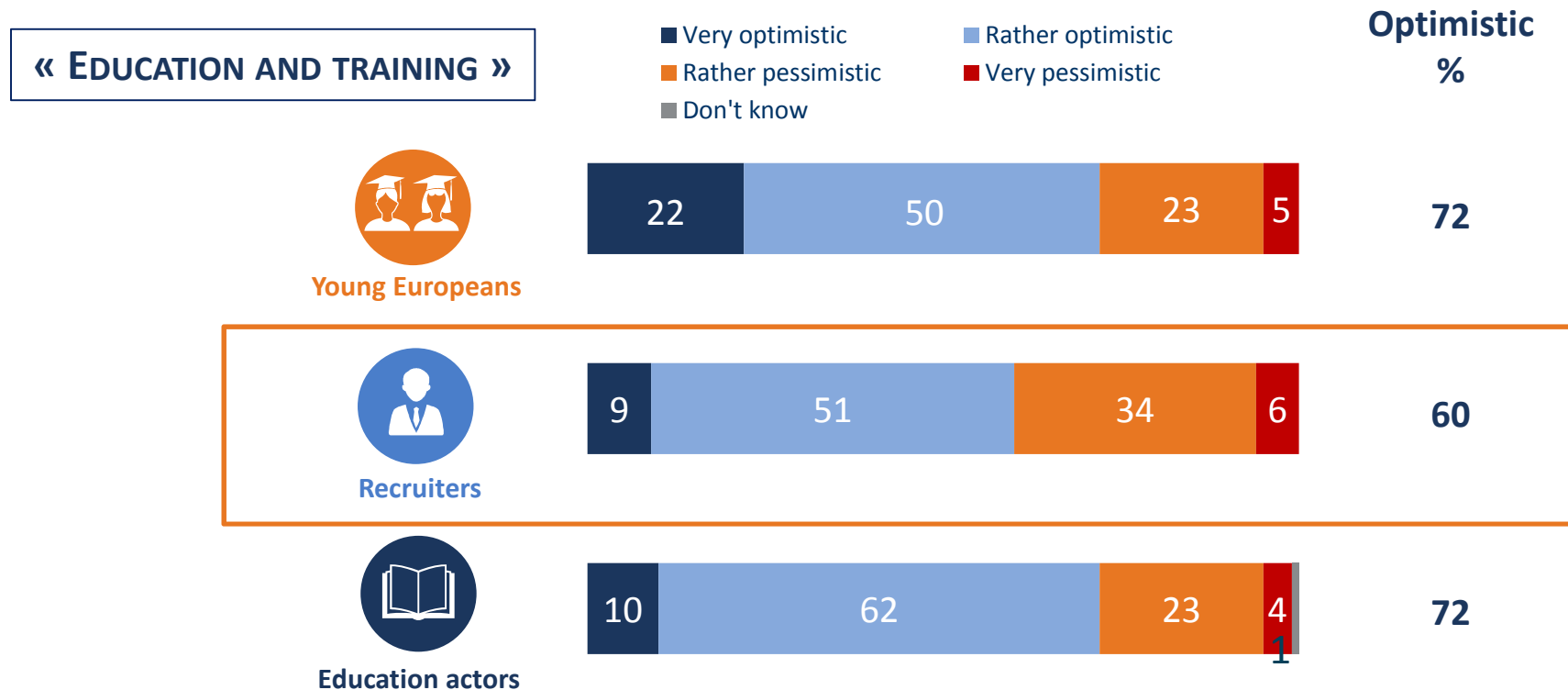
¹² When you think of the future of work, that is the way people will work in 10 years (tools they will have, relations with their colleagues, organisation at the workplace, management...), are you...?

More than 3 young Europeans out of 4 are optimistic about it, the most enthusiastic being the German youth, and the least the French.



¹³ When you think of the future of work, that is the way people will work in 10 years (tools they will have, relations with their colleagues, organisation at the workplace, management...), are you...?

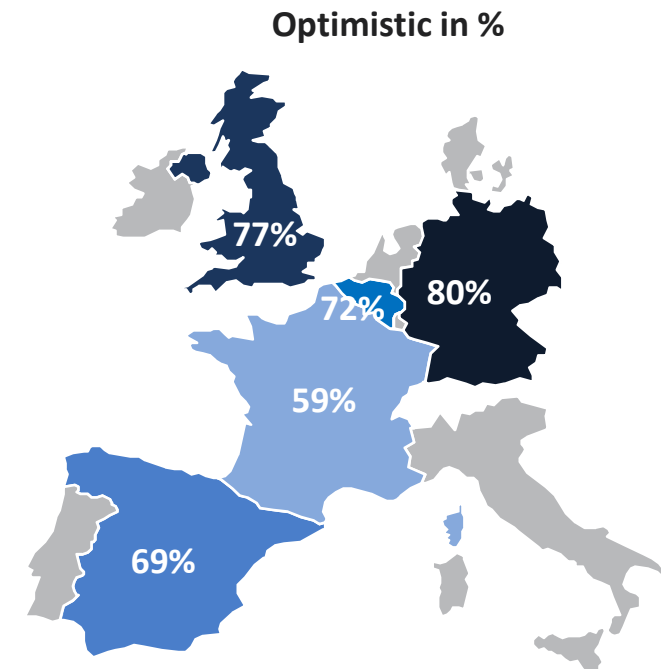
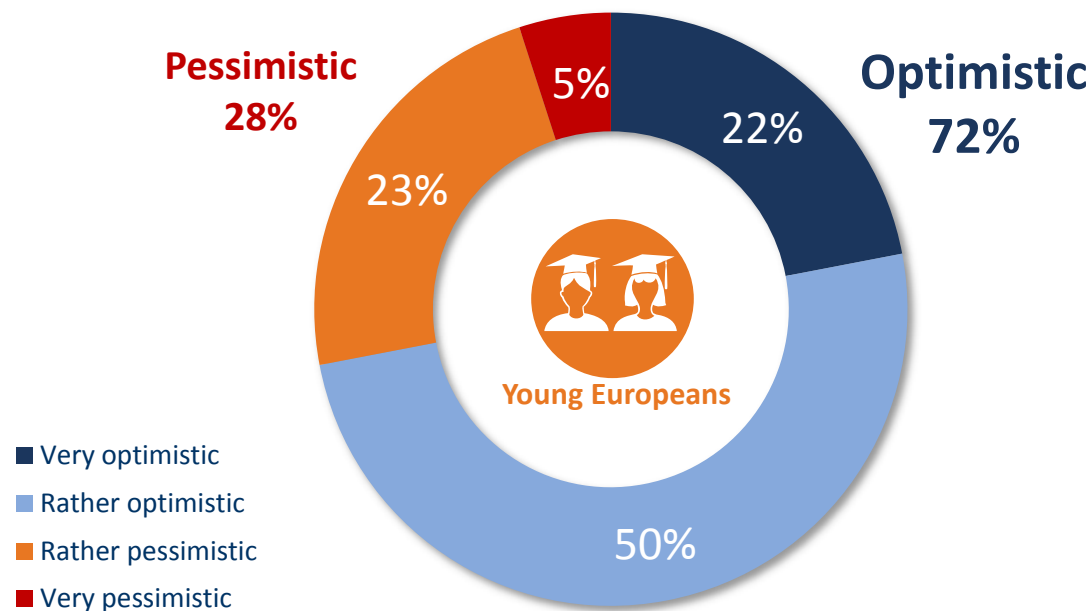
When it comes to the future of education and training, recruiters are slightly less optimistic than young Europeans and education actors.






¹⁴More precisely, are you optimistic or pessimistic about the following aspects of the future of work? – Education and training

Almost 3 young Europeans in 4 are optimistic about the future of education and training, but the French are much less positive than the Germans or British.

« EDUCATION AND TRAINING »



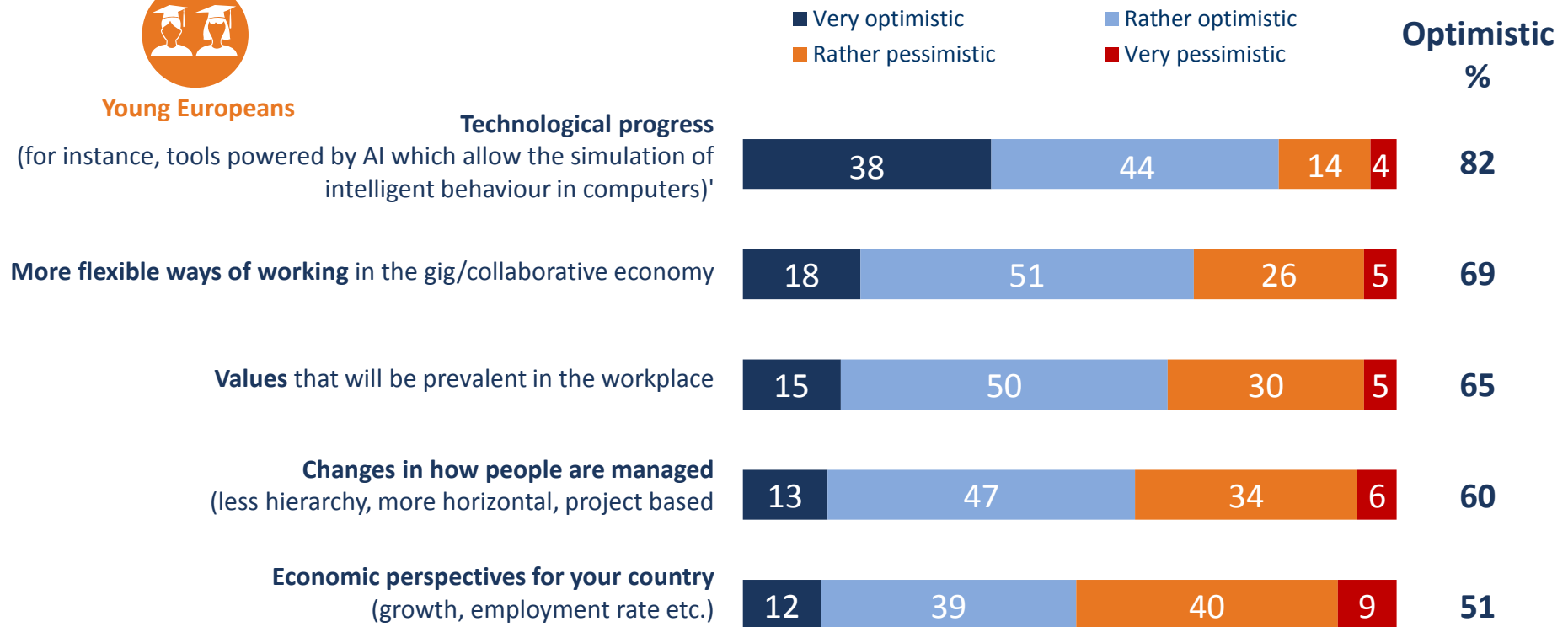
A majority of the 3 targets are optimistic about various aspects of the future of work, except about the economic perspectives for their country.

	Optimistic %		
	 Young Europeans	 Recruiters	 Education actors
Technological progress (for instance, tools powered by AI which allow the simulation of intelligent behaviour in computers)	82	84	80
More flexible ways of working in the gig/collaborative economy	69	89	77
Values that will be prevalent in the workplace	65	63	53
Changes in how people are managed (less hierarchy, more horizontal, project based)	60	77	60
Economic perspectives for your country (growth, employment rate etc.)	51	45	46

Young Europeans are enthusiastic about technological progress, a bit more worried on other changes such as values, management and economic perspectives.









Young Europeans




¹⁷ More precisely, are you optimistic or pessimistic about the following aspects of the future of work?

On all these subjects, the young French are the least optimistic.

 Young Europeans	TOTAL	Optimistic %				
						
Technological progress (...)	82	80	83	79	80	88
More flexible ways of working in the gig/collaborative economy	69	63	76	72	67	66
Values that will be prevalent in the workplace	65	58	70	67	67	65
Changes in how people are managed (...)	60	54	63	60	64	59
Economic perspectives for your country (...)	51	41	51	60	54	49

18 More precisely, are you optimistic or pessimistic about the following aspects of the future of work?

Young Europeans, recruiters and education actors interviewed feel well prepared to the fourth Industrial revolution, which explains why they are so much optimistic about the future of work.

Yes %			
	Young Europeans	Recruiters	Education actors
Young people	78	79	73
Yourself	77	70	74
People currently in the workforce	62	35	42
Your country in general	56	35	40
Retired people	23	7	6

Many people think that we are currently living a fourth industrial revolution, which will fundamentally change the way we live and work, with the current development of technologies such as robotics, Internet of Things (IOT), virtual reality and artificial intelligence (AI). Do you think the following actors are well prepared to what is considered as the fourth industrial revolution (including the development of A.I.)?

When they judge their own level of preparation, young Europeans are however more cautious than when they rate the one of their fellows.

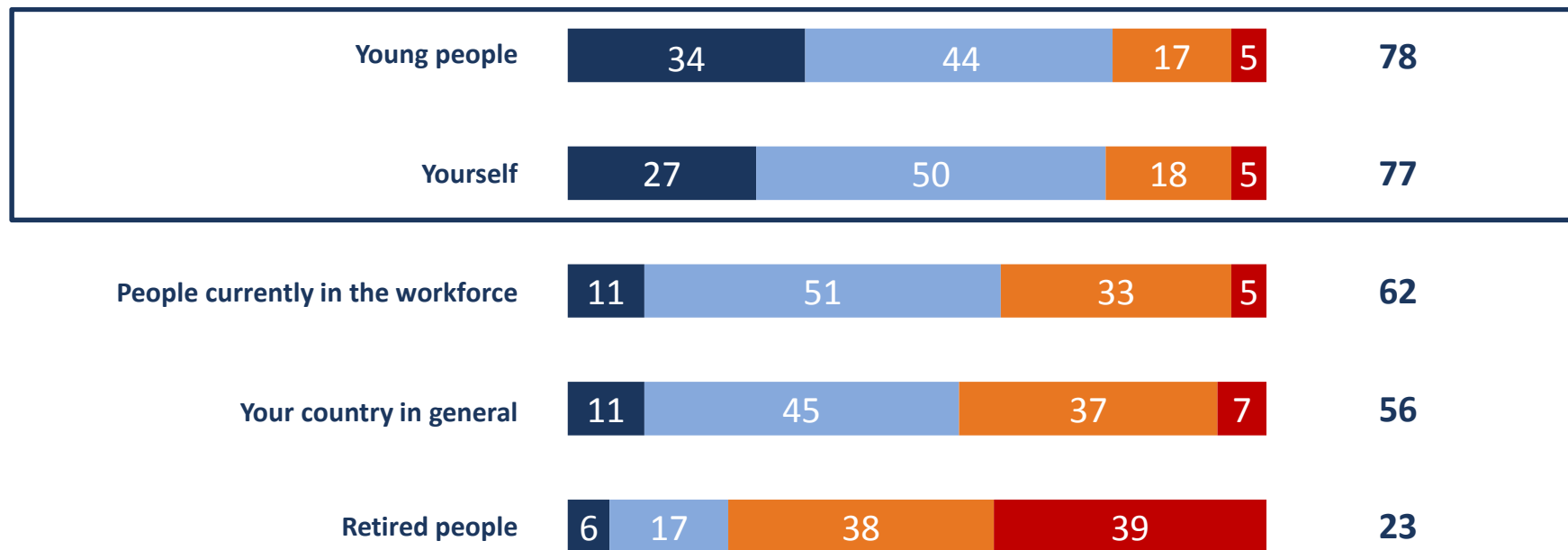


Young Europeans

■ Yes, absolutely
■ No, rather not

■ Yes, to some extent
■ No, not at all

Yes
%

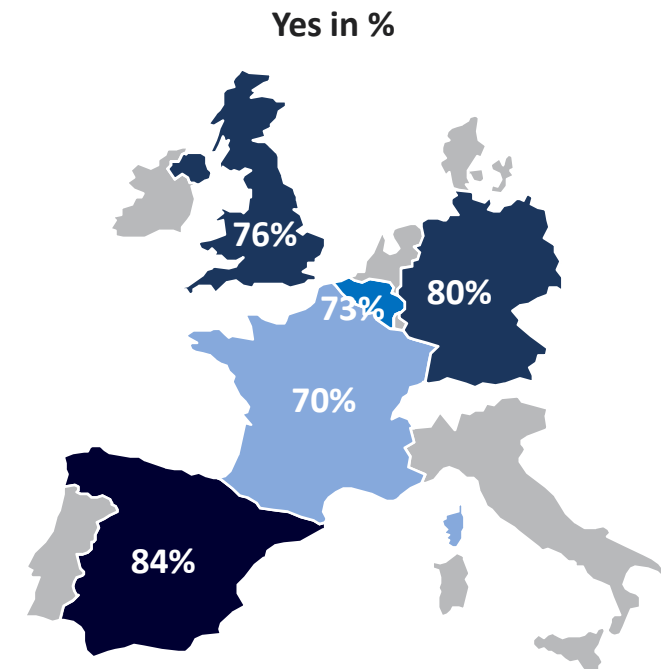
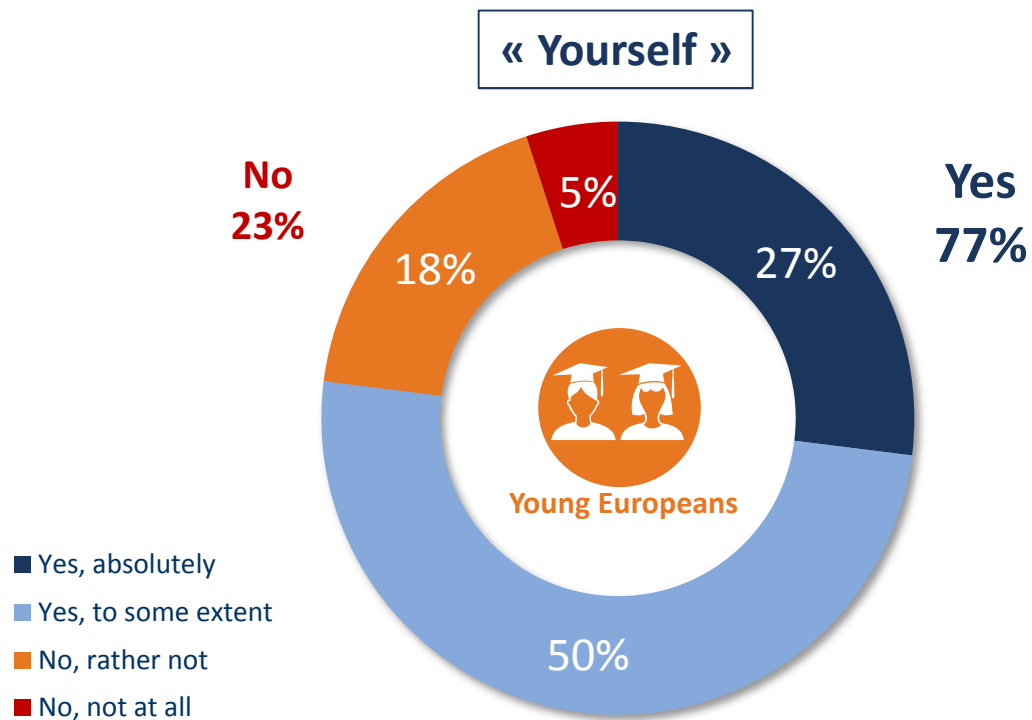


20

Do you think the following actors are well prepared to what is considered as the fourth industrial revolution (including the development of A.I.)?



Young Spanish are the ones who feel the best prepared, young French people are the most cautious when judging their level of preparation.



21 Do you think the following actors are well prepared to what is considered as the fourth industrial revolution (including the development of A.I.)?

A graphic on the left side of the slide. It features a large, stylized magnifying glass with a white handle and a white circular lens. Inside the lens, the word "JOB" is written in a white, serif, all-caps font. The background of the graphic is a large, irregular shape with a gradient from orange at the top to dark green at the bottom. The magnifying glass is positioned over the word "JOB".

JOB

RESPONSIBILITY FOR EMPLOYMENT

GAME CHANGERS



Young Europeans, recruiters and education actors consider schools and universities as the main responsible actor to prepare young people for their first job.

« FOR THEIR FIRST JOB »



Young Europeans



Recruiters



Education actors

Schools / universities	60	73	72
Businesses	14	11	6
Governments	11	2	3
Young people themselves	8	7	12
Parents and family members	7	7	7

23 Who do you think should be held as the main responsible actor to prepare young people...

However, when it comes to their future at work, young Europeans and recruiters consider businesses as the main responsible actor.

« FOR THEIR FUTURE AT WORK »



Young Europeans



Recruiters



Education actors

	Young Europeans	Recruiters	Education actors
Businesses	33	44	28
Schools / universities	29	24	32
Young people themselves	17	16	24
Governments	15	9	11
Parents and family members	6	6	5

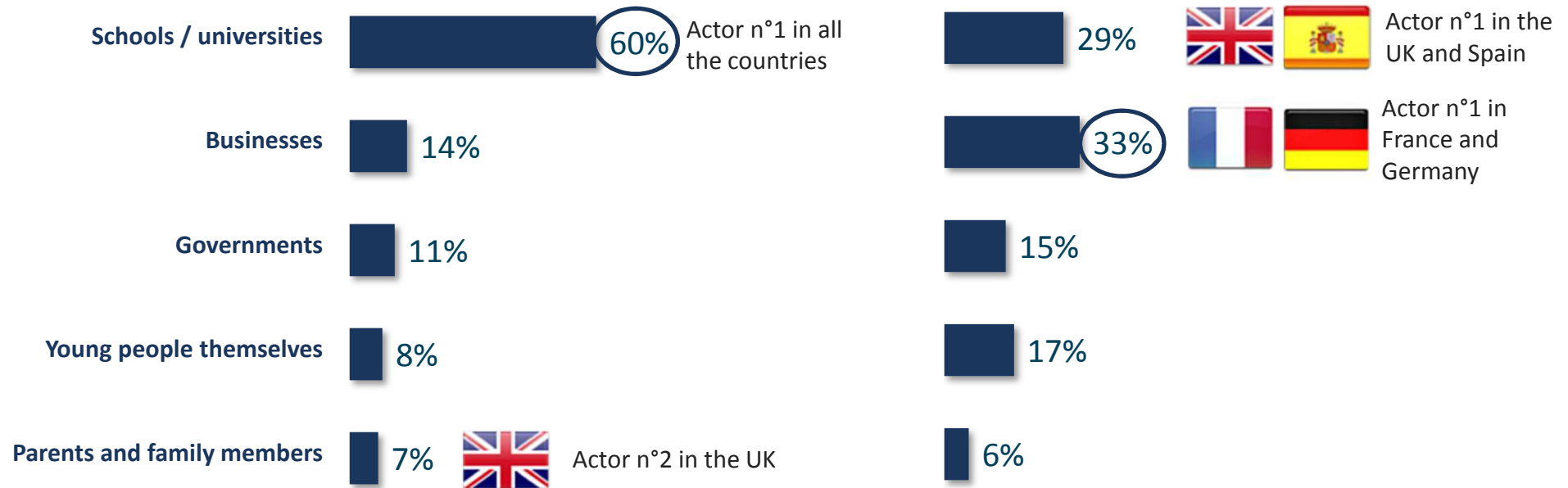
When it comes to their future at work, young French and Germans consider businesses as the main responsible actor, but the British and Spanish cite schools and universities first.



Young Europeans

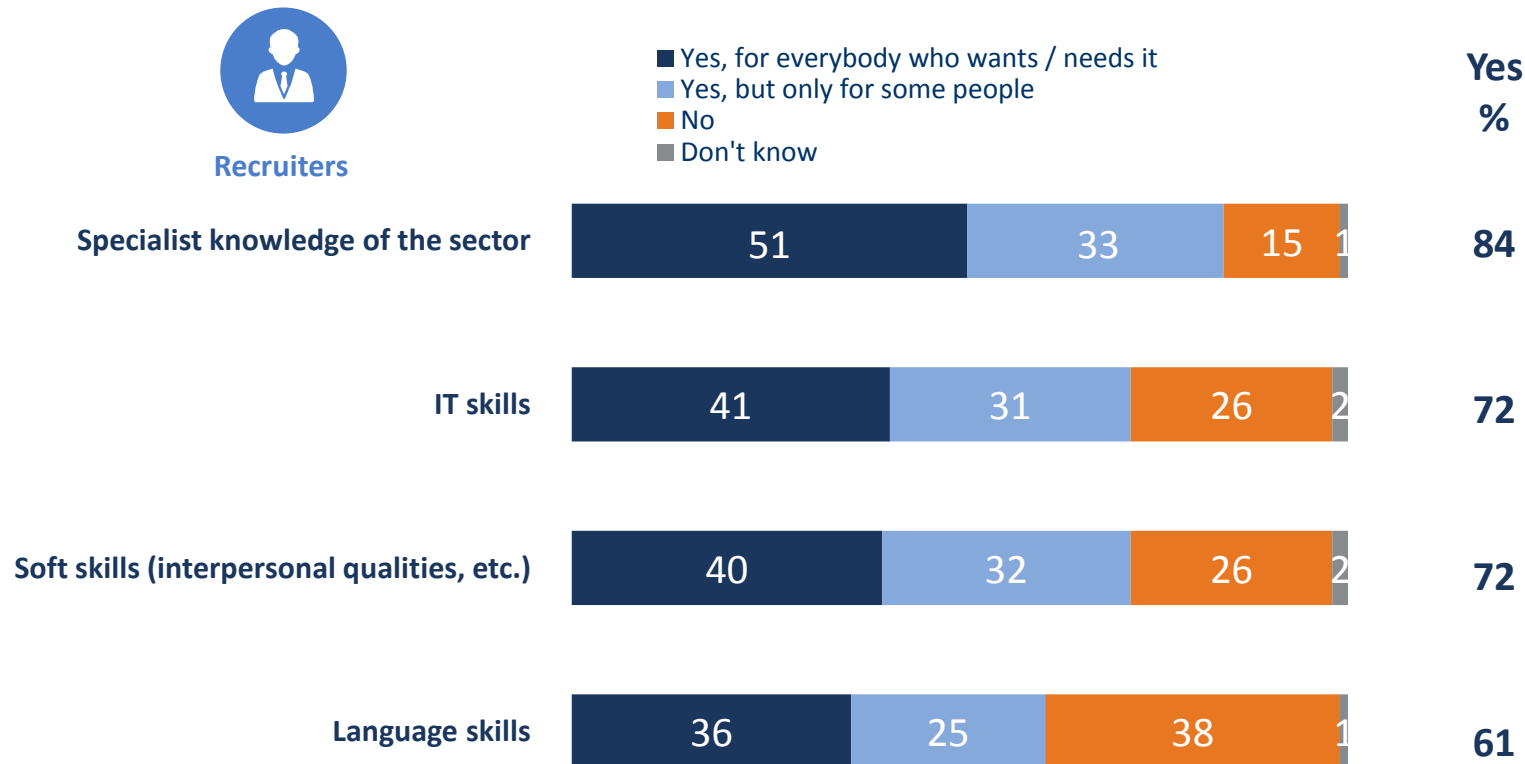
« FOR THEIR FIRST JOB »

« FOR THEIR FUTURE AT WORK »



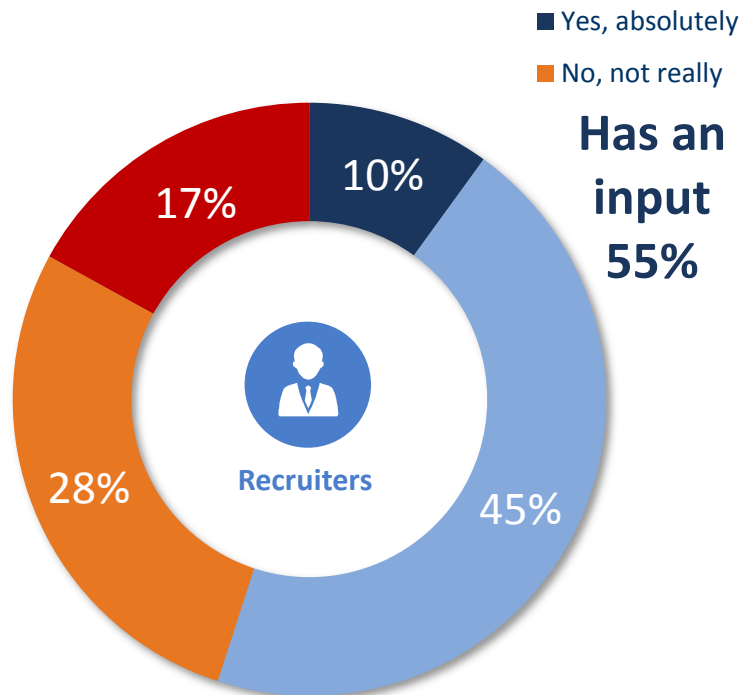
25 Who do you think should be held as the main responsible actor to prepare young people...

For businesses, building the future at work of their employees means making available on-the-job training within their company, which is not always the case.

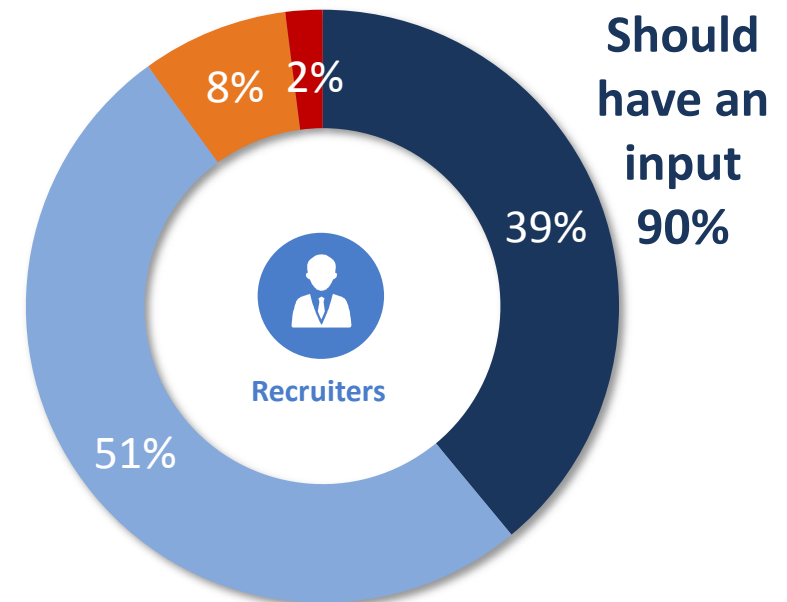


²⁶ Is on-the-job training made available within your company on the following topics?

9 recruiters in 10 consider indeed that their organisation should have an input on how education institutions are preparing students for the future of work.



Does your organisation have any input on how (higher) education institutions are preparing students for the future of work?

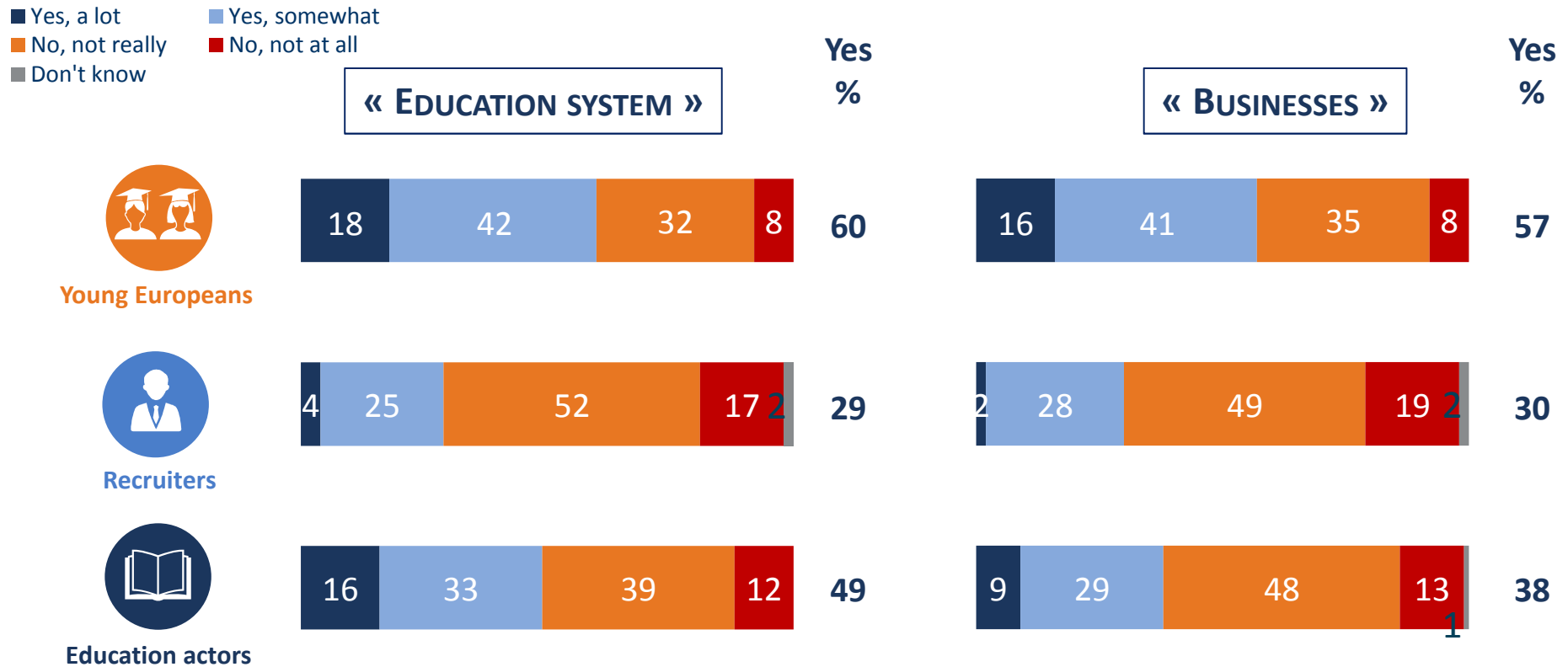


Do you think your organisation should have an input in how (higher) education institutions are preparing students for the future of work?

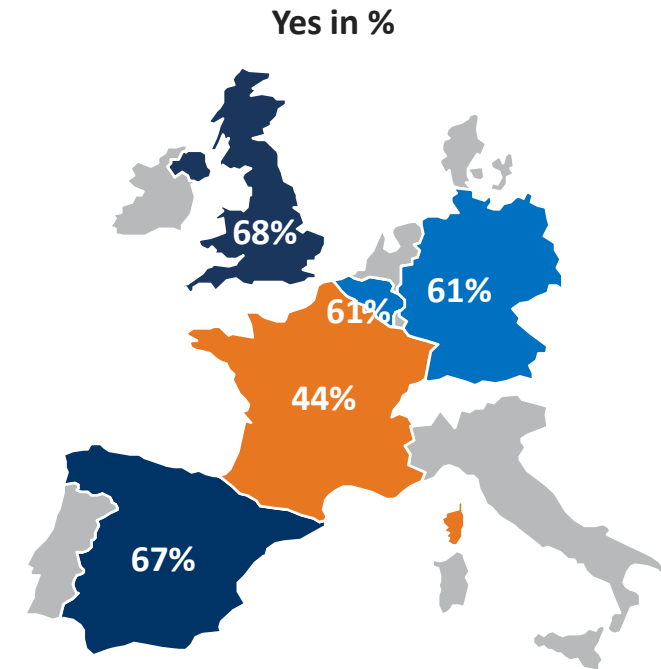
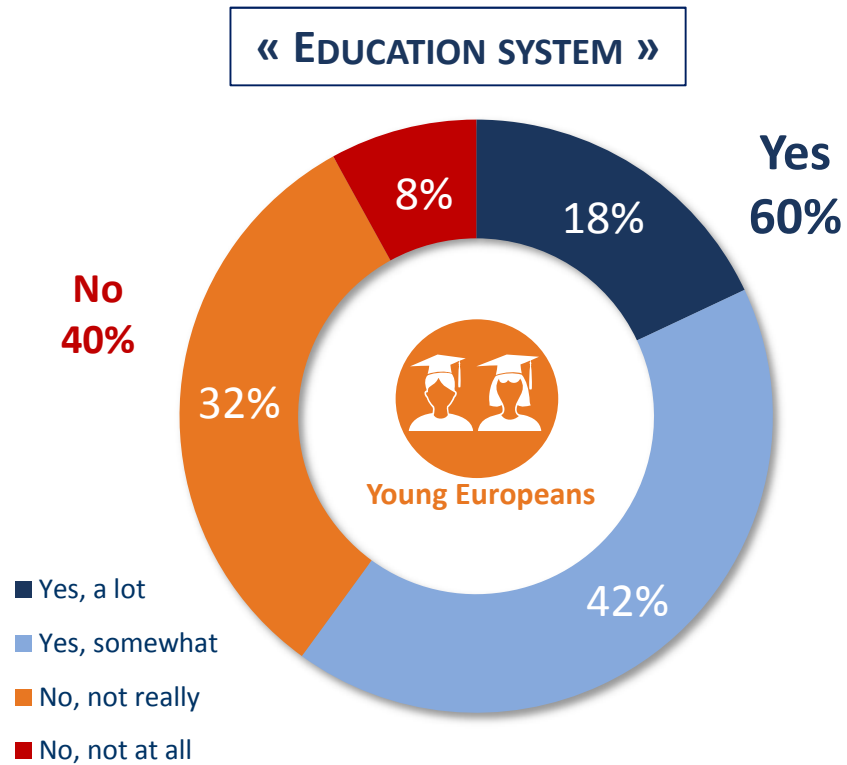


INTEGRATION OF MIGRANTS

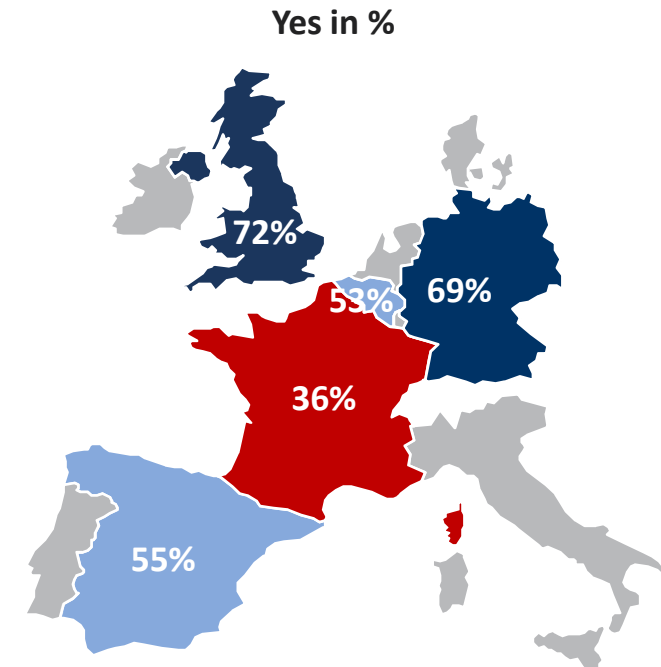
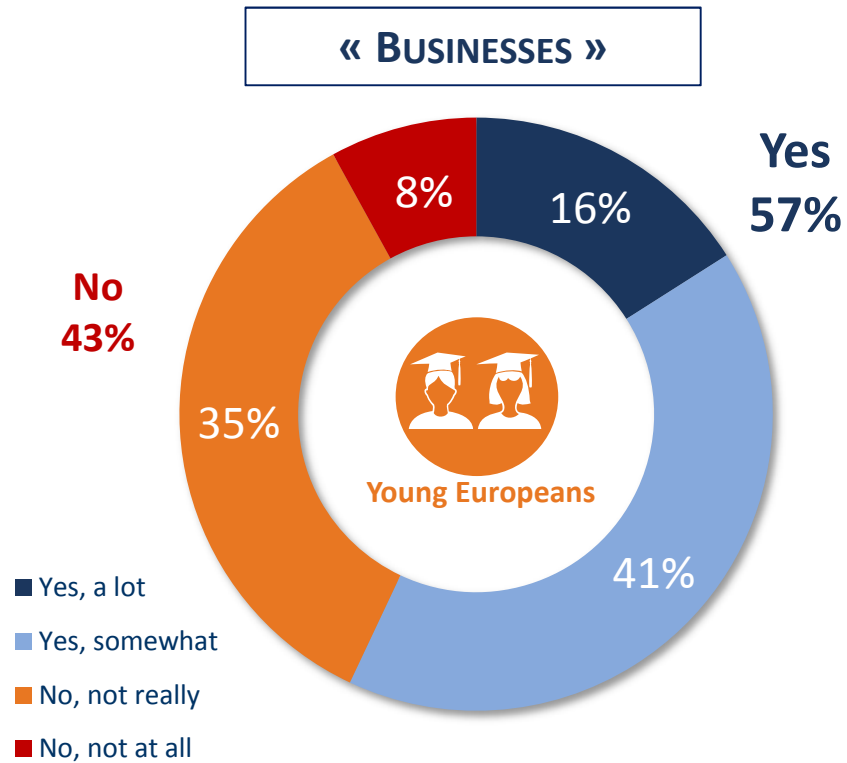
When it comes to facilitating the integration of migrants in the job market, recruiters and education actors are especially critical of the efforts of the education system and businesses.



However, a majority of young Europeans (except the French) believe that the education system facilitates the integration of migrants in the job market.



Differences of perception between the countries are even sharper when it comes to the efforts done by businesses: highest in the UK and Germany and lowest in France.





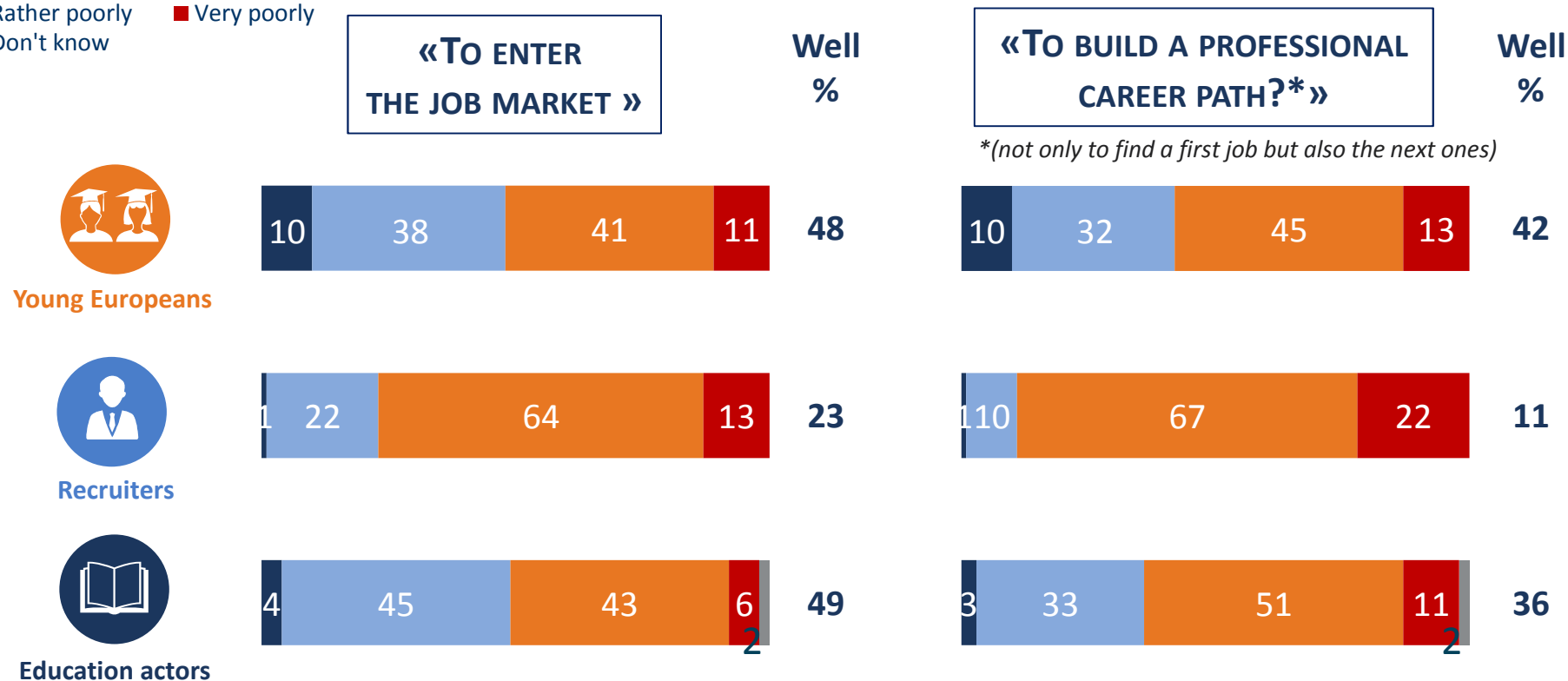
PERCEPTION OF EDUCATION SYSTEM

GAME CHANGERS



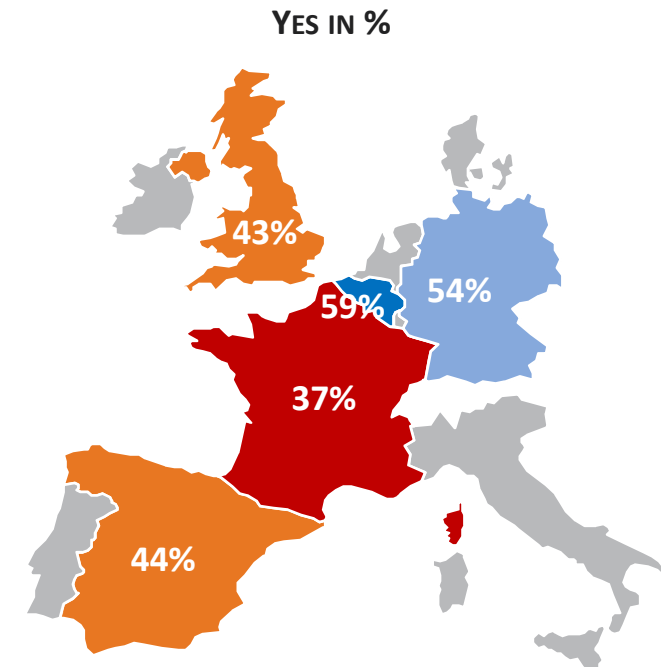
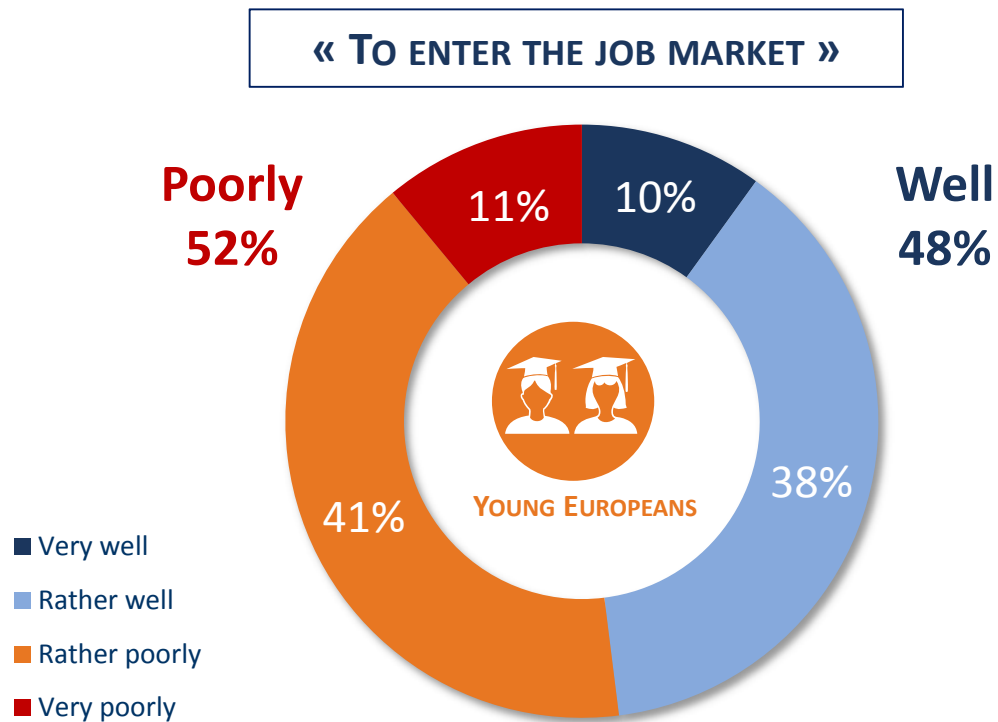
Young Europeans, education actors and especially recruiters are very critical when judging how well the education system of their country prepares young people for the job market.

■ Very well
 ■ Rather well
 ■ Rather poorly
 ■ Very poorly
 ■ Don't know



33 How well do you think the education system (including higher education) in your country prepares young people...

Less than 1 young European in 2 considers the education system of his / her country prepares young people well to enter the job market.



To improve this state of things, the 3 populations agree that work experience should be developed.



Young Europeans



Recruiters



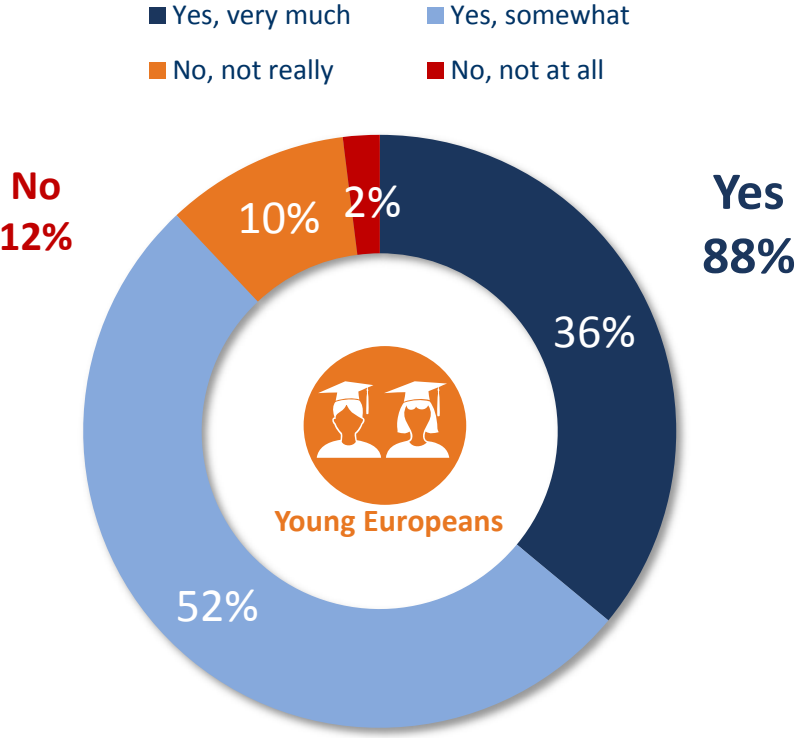
Education actors

Development of work experience (encourage training sessions, entrepreneurial initiatives, alternate time spent at school / in company)	66	71	66
Career counselling	37	31	30
Project-based learning	34	40	43
Quality and training of teachers	33	26	38
Capacity to understand the job market trends	29	32	19
Don't know	1	-	2

Total > 100, several answers possible

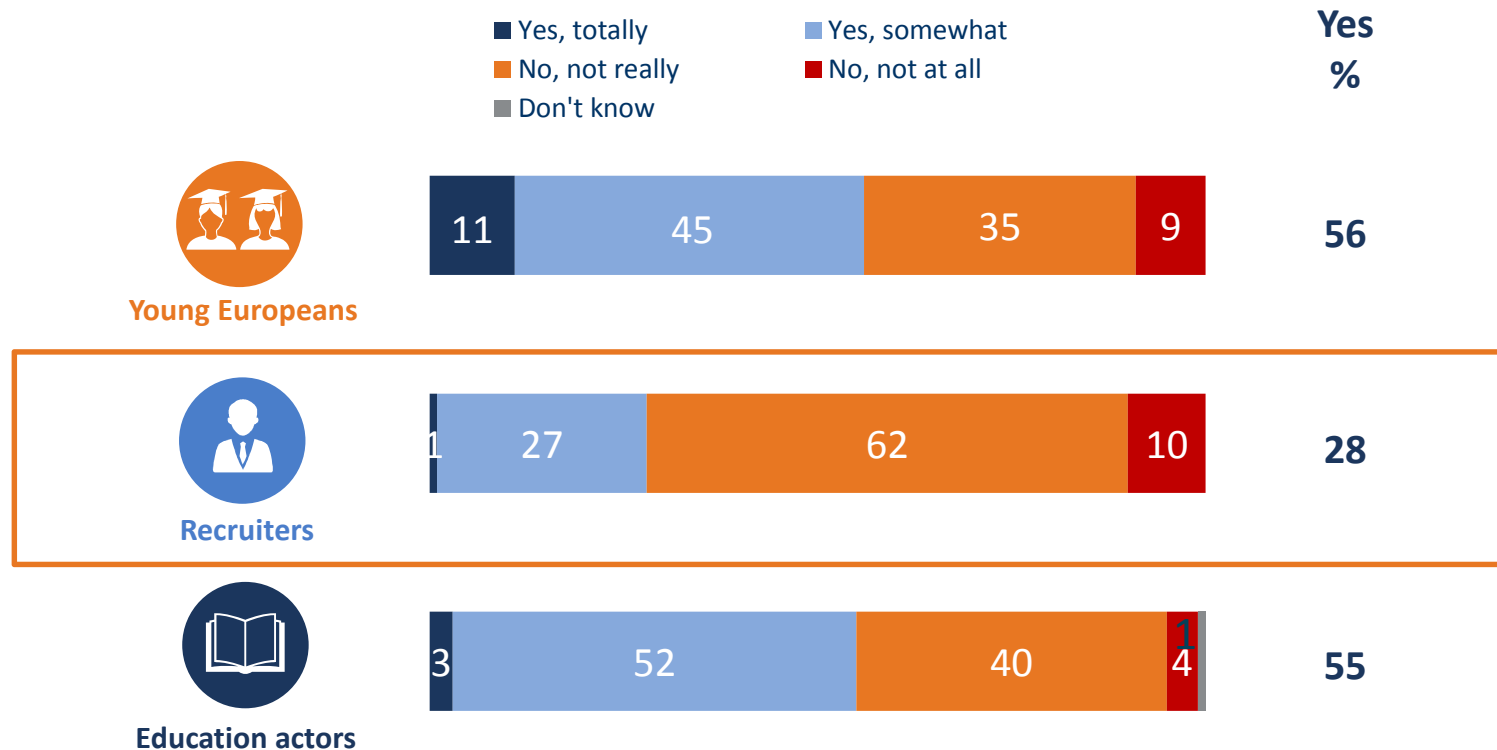
³⁵ What do you think the education system in your country (including higher education) should develop in order to improve the way it prepares young people to enter the job market?

When it comes to defining their professional choices, young Europeans also expect better support, especially in Spain.



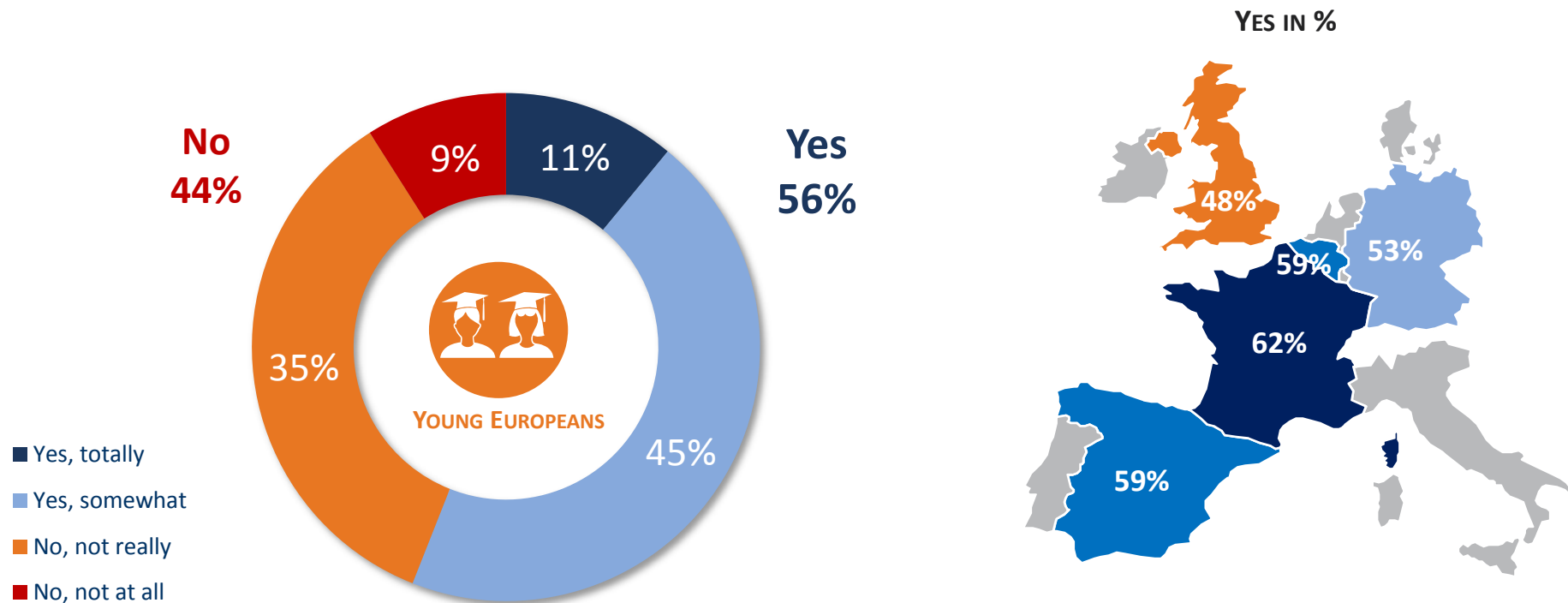
TOTAL	Yes	Including « Yes, very much »
	89	32
	90	35
	84	36
	84	28
	94	48

Young Europeans, education actors and especially recruiters are also doubtful the education young people receive is preparing them properly for the future of work.

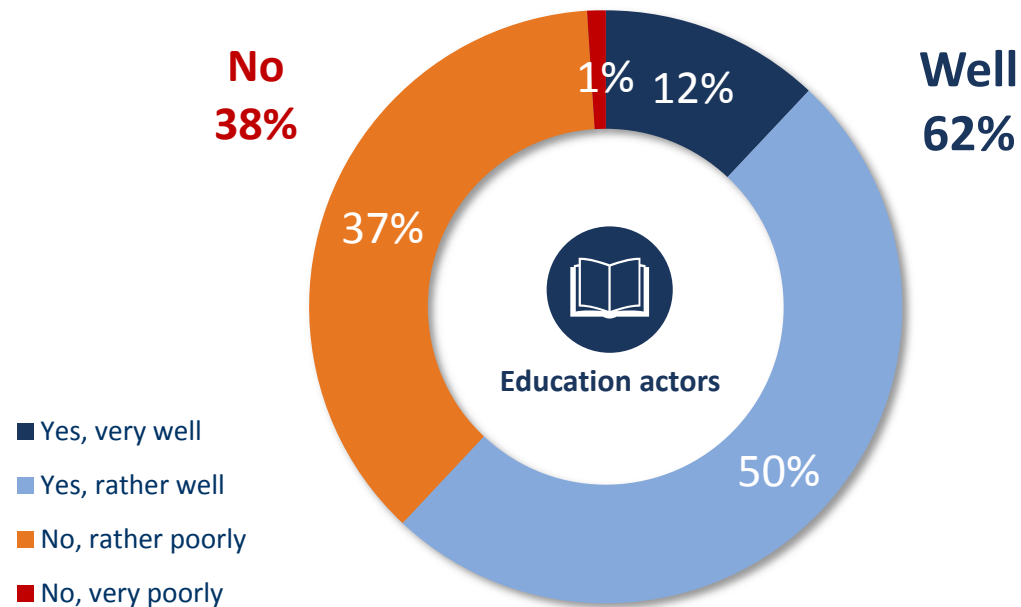


37 Do you think that the education [you received prepared/the education young people receive is preparing them] properly for the future of work?

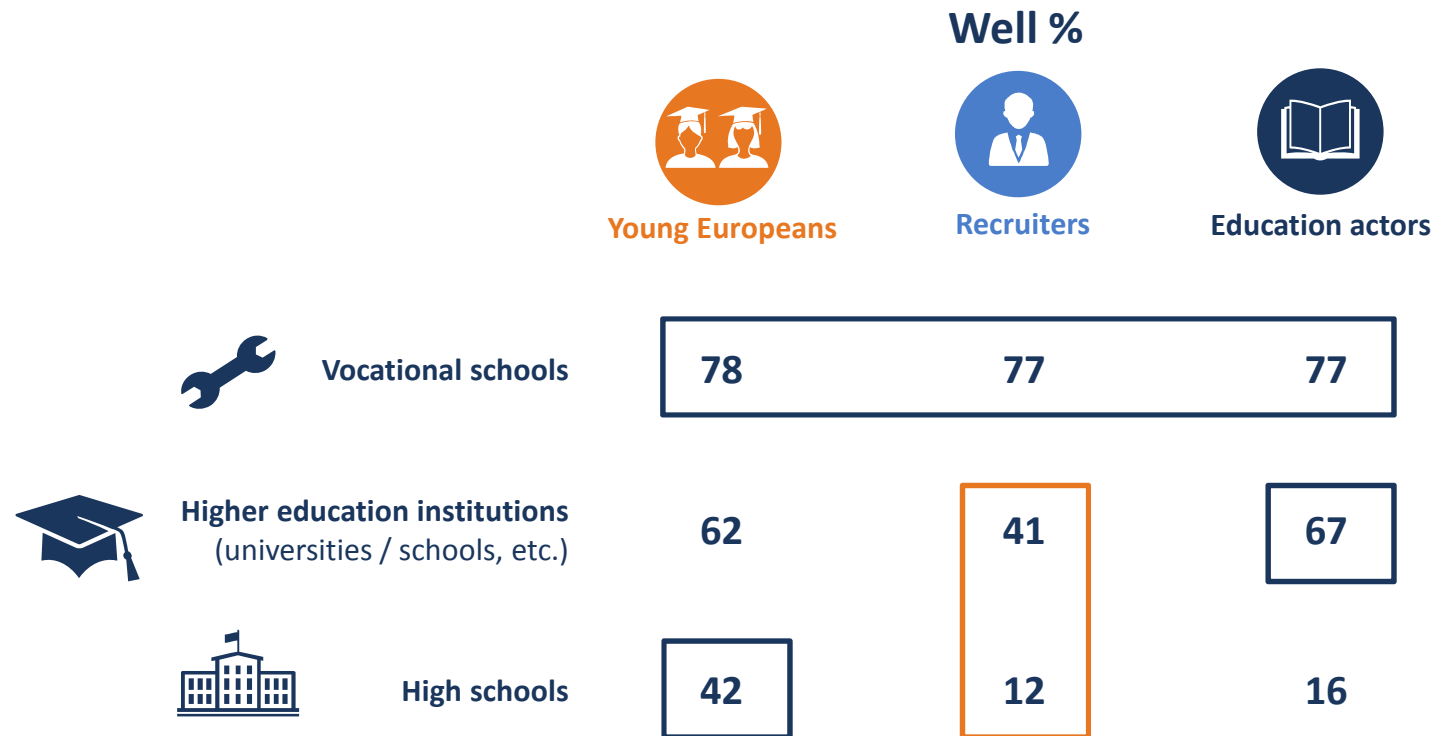
French young people are however a bit more confident than other Europeans about the quality of the preparation to the future of work provided by their education system.



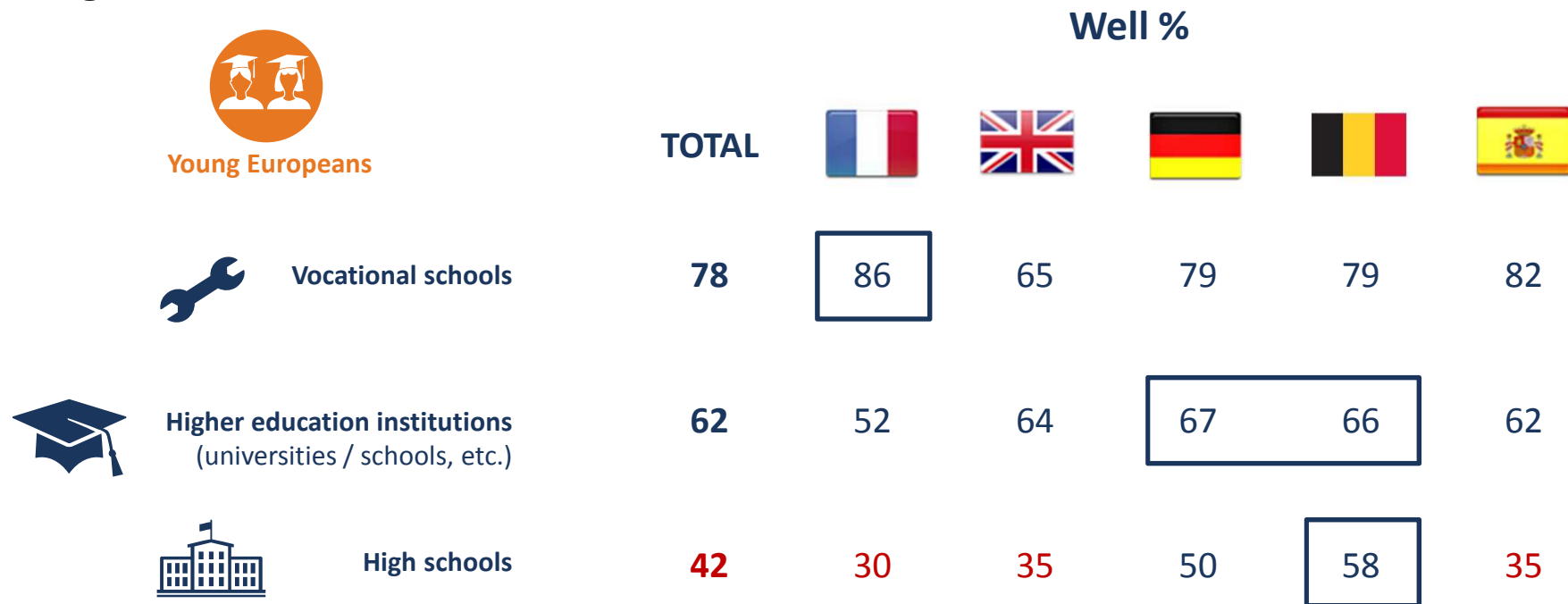
Almost 4 education actors in 10 consider themselves that they are poorly equipped to prepare students for jobs that they think will be in demand in 10 years.



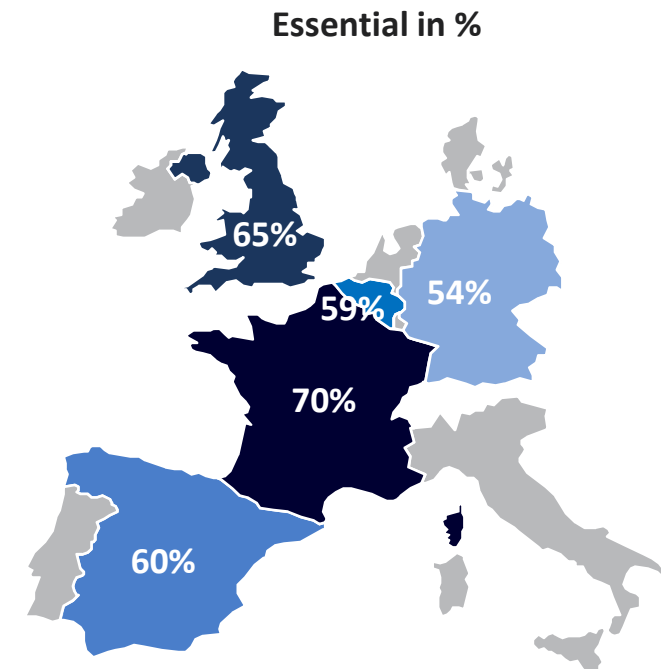
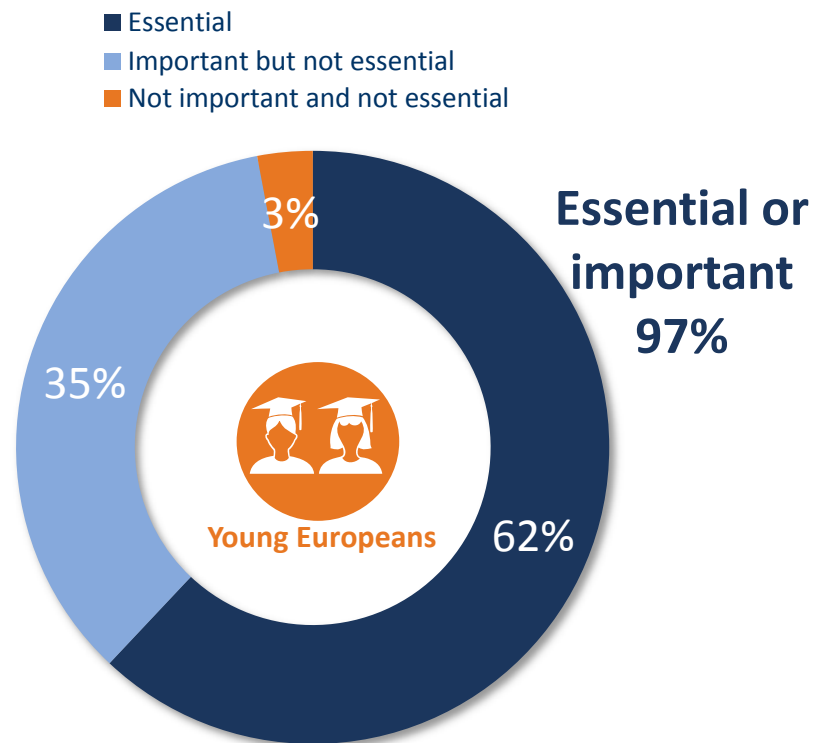
Young Europeans, recruiters and education actors consider vocational schools as the institutions preparing young people the best for the future of work.



The French youth are the most confident about the quality of the preparation of their vocational schools, but the least about the one of their higher education institutions and high schools.



Young Europeans are convinced that work experience is key to prepare students for the future of work, which explains partly why the trust in vocational schools is so high.



SKILLS NEEDED IN THE FUTURE



GAME CHANGERS

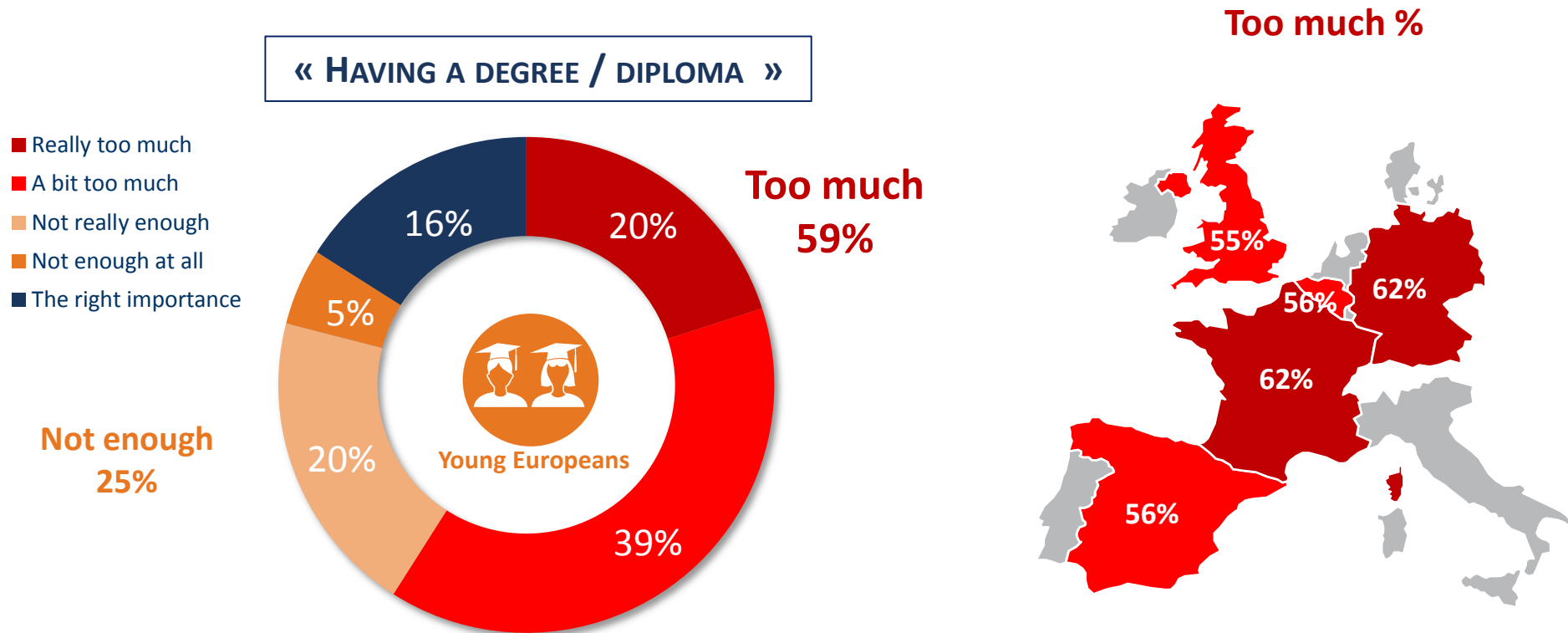


A majority consider that recruiters generally give too much importance to having a degree, or even a degree that exactly relates to the job they are hiring for.

Too much %



The young French and Germans are the most critical about the excessive importance given by recruiters to diploma.



On the contrary, a majority agree that soft skills are not enough considered by recruiters.

« **SOFT SKILLS**
(**EMPATHY, TEAM SPIRIT...**) »

■ Really too much ■ A bit too much
■ Not really enough ■ Not enough at all
■ The right importance

Not enough
%



Young Europeans



57



Recruiters



83

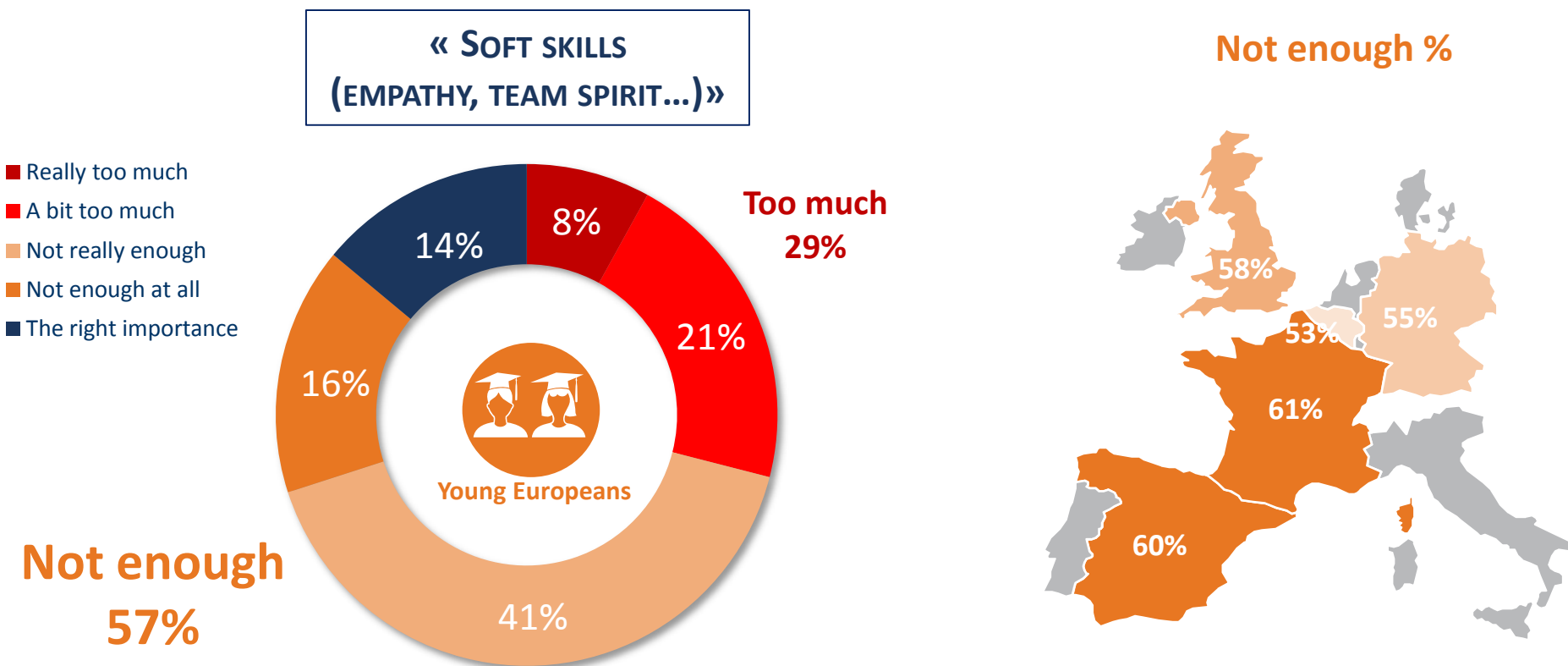


Education actors



75

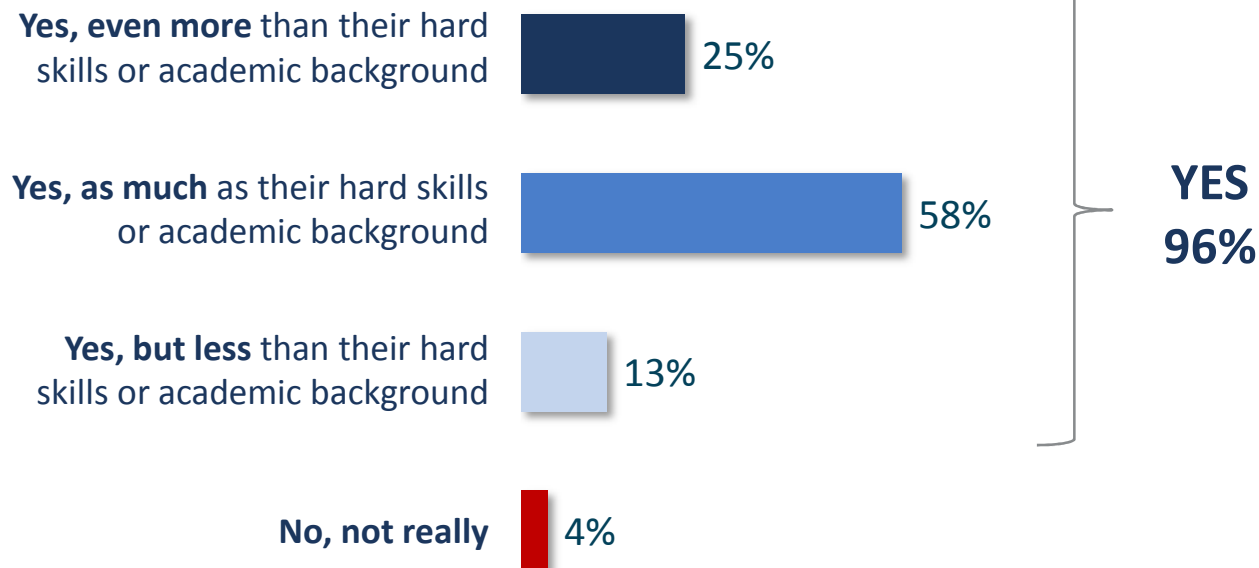
The French and Spanish youth are especially critical about soft skills not being enough considered, although less than education actors and recruiters themselves.






Hard skills or academic background remain obviously a very important criteria for recruiters, but soft skills are also often decisive today.



Recruiters



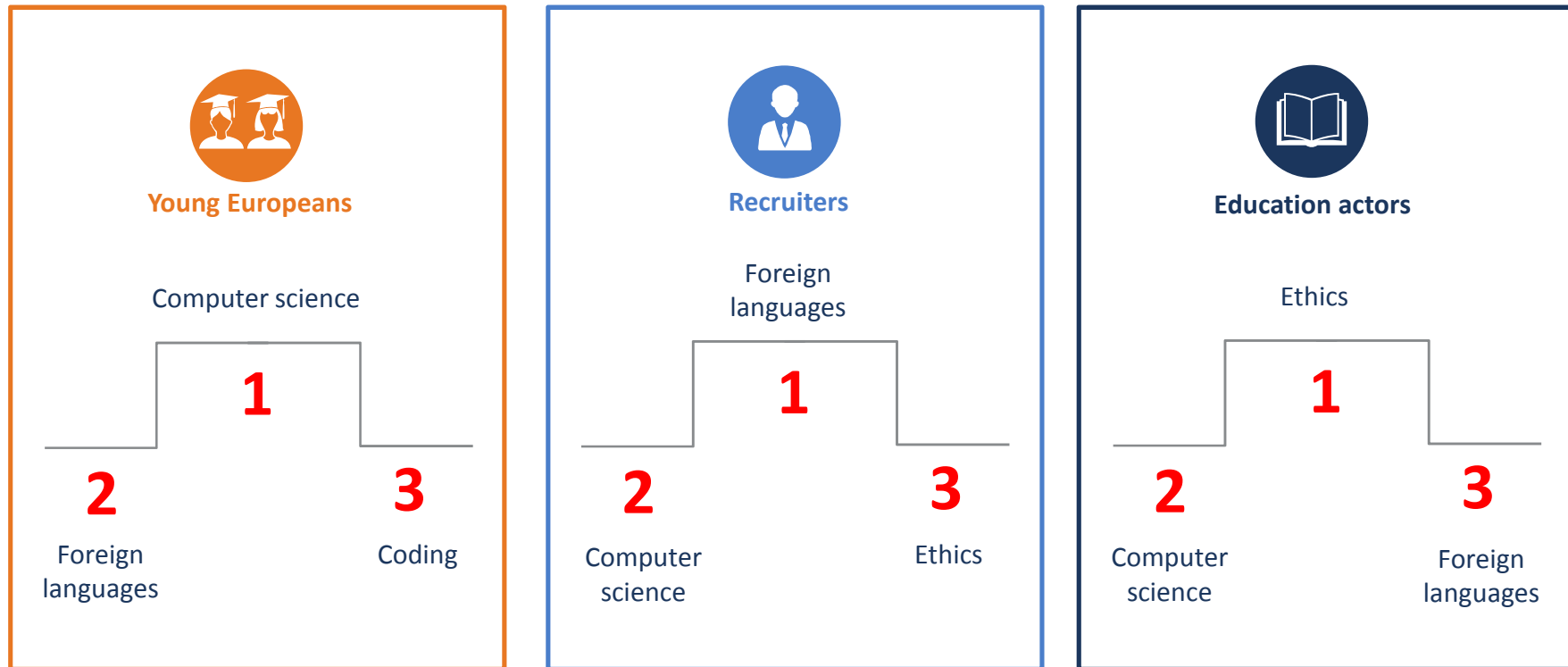
To be ready for work, the 3 populations consider it is very important to develop soft skills or human qualities, even more than having a very good academic background or diploma. Studying in a school that works with businesses to define the curriculum is also considered as a strong asset by recruiters.

	 Young Europeans	 Recruiters	 Education actors
To develop soft skills or human qualities such as empathy, openness, ability to work with others, etc.	41	57	65
To do a lot of training in firms when still a student	39	51	35
To study in a school / university that works with businesses to define the curriculum	31	47	35
To do some gig jobs / student jobs while they are still studying	25	10	10
To study in a place where teachers feel they are responsible for helping their students find a job	23	18	21
To have a very good academic background / diploma	16	8	23

Total > 100, several answers possible

49 To be ready for work, what do you think is the most important aspect for young people to have from among the following?

Young Europeans, recruiters and education actors do not agree on the most important subject to teach at school in the coming years.






In the coming years, which subjects among the following do you think will be the most important to teach at school?

50

Several answers possible

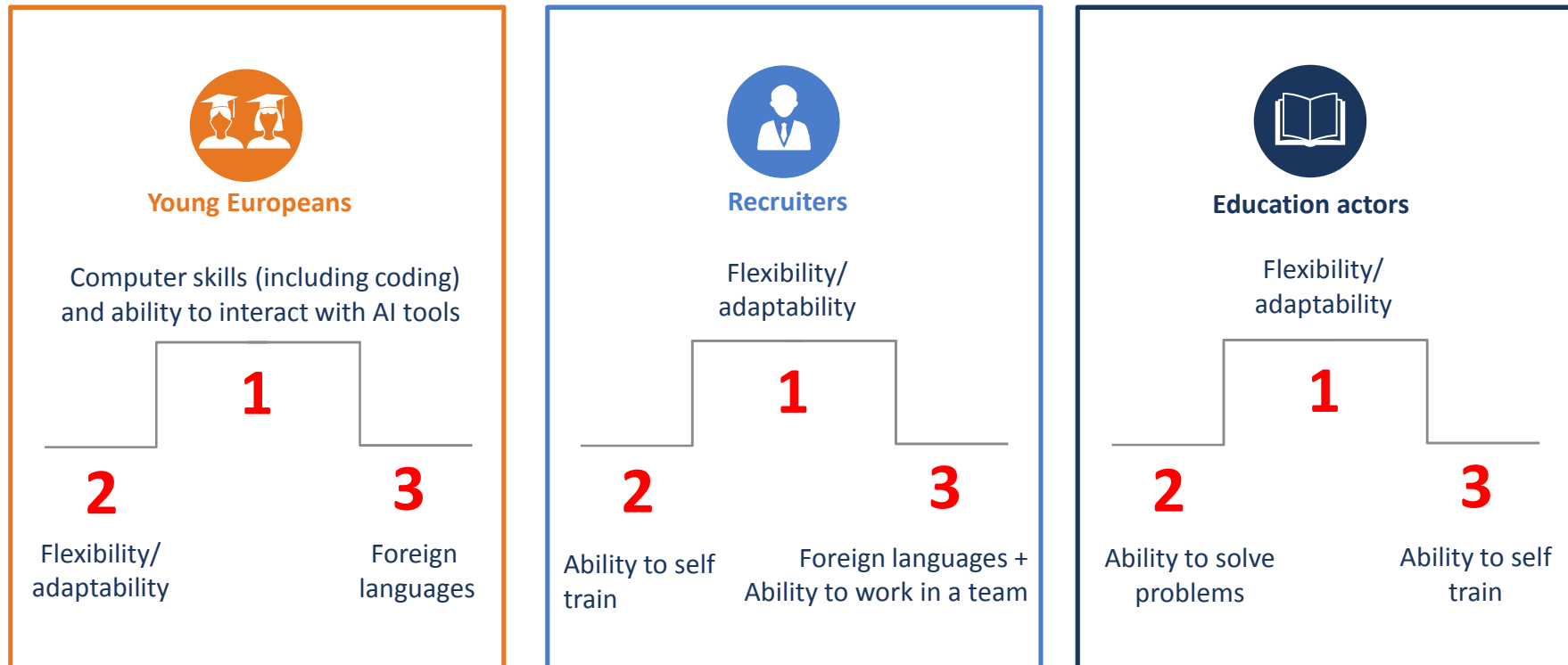
Young Europeans give much more importance than others to computer science, which recruiters and education actors certainly consider as granted.

	 Young Europeans	 Recruiters	 Education actors
Computer science	55	38	37
Foreign languages	38	44	36
Coding	33	18	21
Ethics	22	35	41
Cognitive psychology	20	31	21
Mindfulness or meditation (for brain capacity enhancement)	19	16	17
Humanities (history and philosophy)	11	15	20




Total > 100, several answers possible

51 In the coming years, which subjects among the following do you think will be the most important to teach at school?

In a logical manner, the 3 populations have different views about the most needed skills at work in the next 10 years and young Europeans are the only ones to cite computer skills among the 3 most important.






The need for flexibility and adaptability is much more emphasized by recruiters and education actors than by young Europeans who tend to underestimate their importance.

	 Young Europeans	 Recruiters	 Education actors
Computer skills (including coding) and ability to interact with AI tools	44	26	27
Flexibility/adaptability	37	64	52
Foreign languages	35	35	18
Ability to solve problems	27	33	44
Ability to work in a team	26	35	33
Communication skills	23	16	20
Ability to self-train	22	40	34
Creativity	18	17	28
Critical thinking	15	14	31
Strong leadership	13	7	2
Empathy	11	9	8

53 In your opinion, from among the following skills, which ones will be the most important at work in the next 10 years?

This lack of awareness of the youth on the importance given to flexibility and adaptability is all the more problematic than recruiters and education actors are rather critical about the level of preparation of young people on this subject.

Yes %	 Young Europeans	 Recruiters	 Education actors	
Ability to work in a team	77	80	78	
Ability to solve problems	70	46	58	
Communication skills	67	61	61	
Critical thinking	65	52	51	
Ability to self-train	62	49	47	Strong expectations not met
Flexibility/adaptability	61	54	56	
Foreign languages	59	63	62	
Creativity	56	51	51	
Computer skills (including coding) and ability to interact with AI tools	56	56	56	
Empathy	52	37	37	
Strong leadership	41	23	34	
Average number of YES	6.7 /11	5.7/11	5.9/11	

54 Do you think [you/young appliant you are meeting/young people around you] are well prepared and sensitised to the following skills / competencies or qualities?



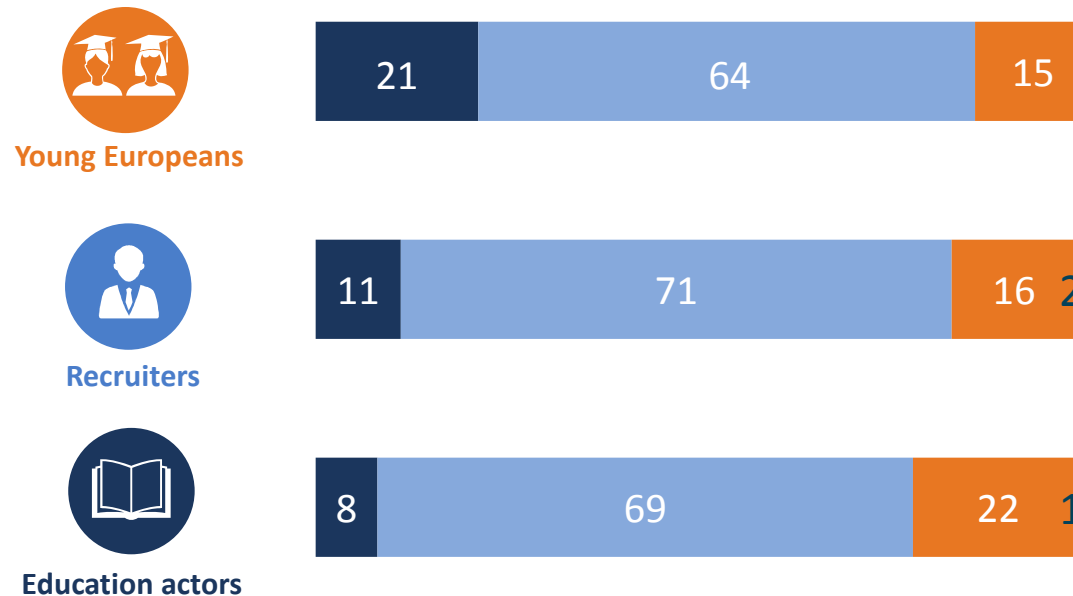
DIGITAL BADGES AND CERTIFICATIONS

GAME CHANGERS



When it comes to digital badges and certifications in the future, a majority consider it will be a very good way to certify some skills, without replacing traditional degrees.

- Replace traditional degrees
- Be a very good way to certify some skills, without replacing “traditional” degrees
- Be a gadget, something not really useful
- Don't know



Recruiters are today rather unlikely to hire people without university degree but with online learning certification. Relevant work experience remains more valued.



Recruiters

Average rate / 10

No certification or degree
but relevant work experience

6.8

With university degree
but in another field than the one
relevant for the job

5.4

Without university degree
but with Employer “badges or
certifications”

5.2

Without university degree
but with online learning certification

4.3

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At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” - our tagline - summarises our ambition.

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GAME CHANGERS

