ungdoms barometern

Barents Youth Conference

20180417

Ungdomsbarometern AB © 2018. Samtliga resultat och slutsatser häri presenterade är copyrightskyddade och får ej spridas externt utan Ungdomsbarometerns skriftliga tillåtelse.

Ungdomsbarometern 2018

Method: Online survey

Targeted group: Youth in sweden, 15-24 years old

Data collection: 4/10– 15/11 2017

R**espondent number:** 23 132

Ungdomsbarometern AB © 2018

How adults describe todays youth:

Digitalised

Disrespectful

Lazy

Aware

Spoiled

Curious

Curled

Cell-phone addictive

Question: What word, or which words would you use to describe the youth generation of today?

Ungdomsbarometern AB © 2018

Young people desribing adults:

Childish

Egotistical

Buzy

Self-centered

Stressed out

Immature

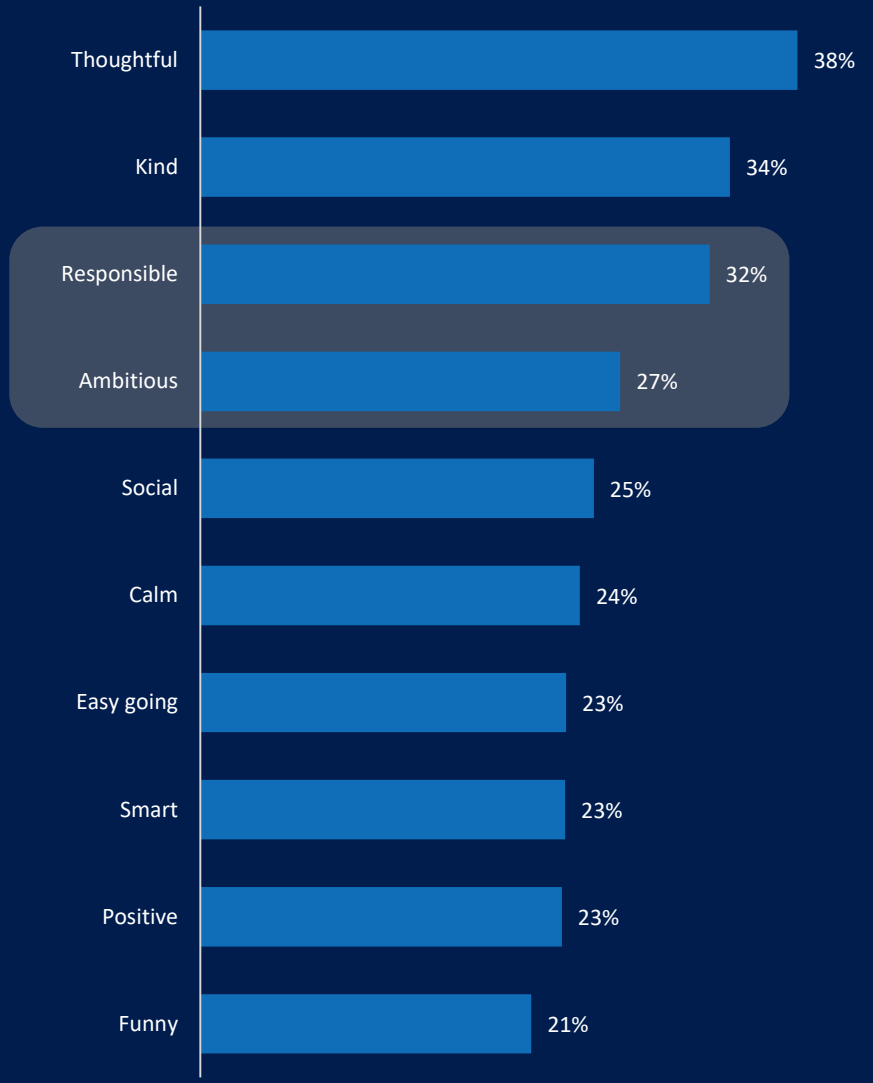
Naive

Conservative

Question: What word or which words would you use to desribe adults today?

Ungdomsbarometern AB © 2018

Young people describes themselves - personal qualities

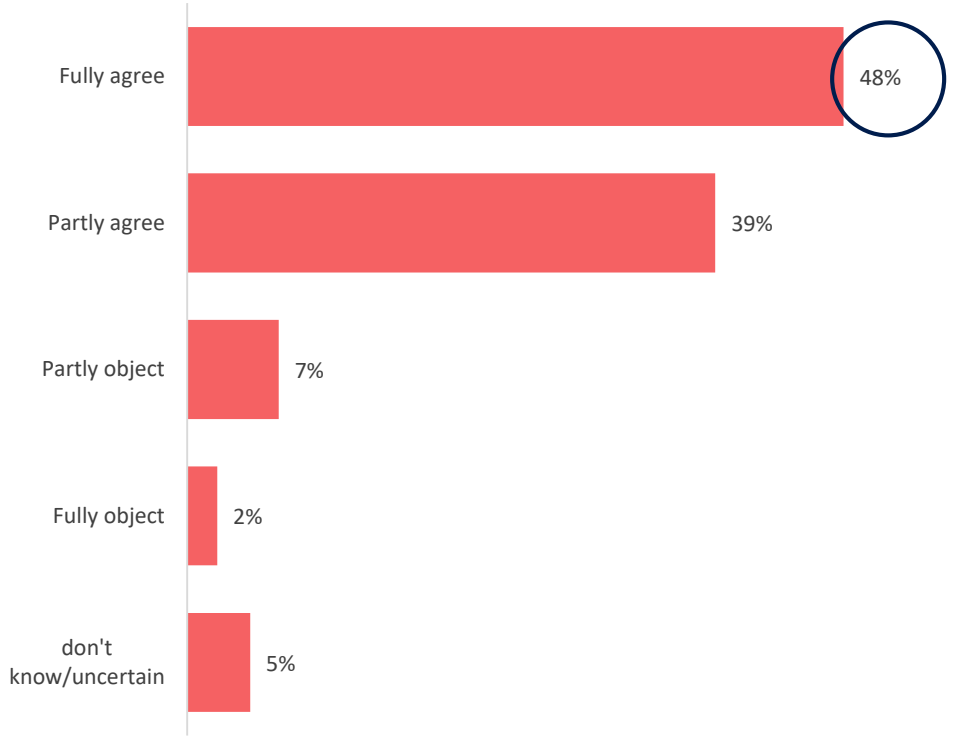


Question: Which of these personal qualities describe you most accurately?

Ungdomsbarometern AB © 2018

Individualisation – youth tend to strongly believe in ones possibility to get a good life

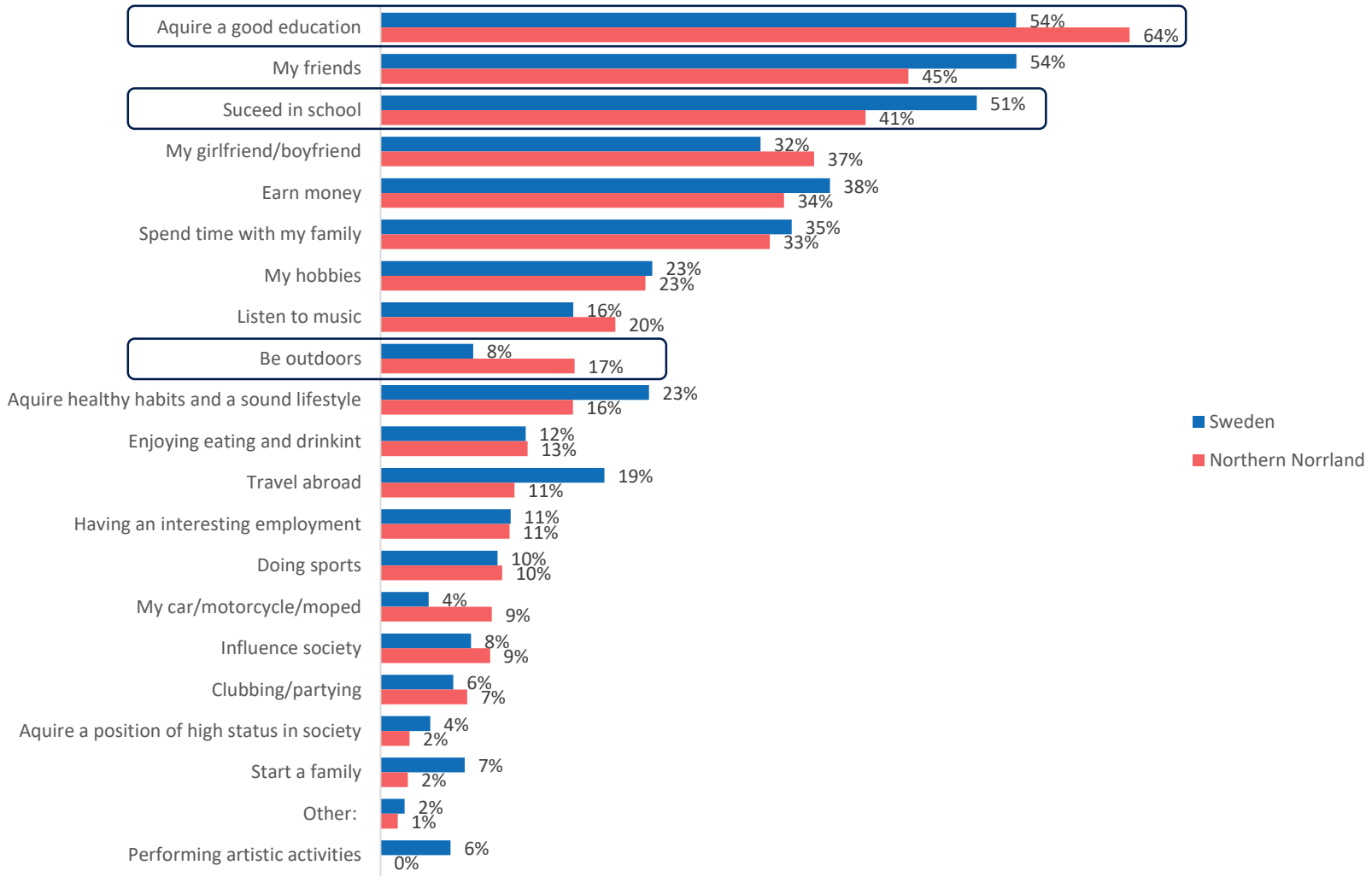
”My oportunities of having a good life are great”



Question: My oportunities of having a good life are great

Ungdomsbarometern AB © 2018

What is most important for you? Education is highly valued!



Question: What is most important for you?

Ungdomsbarometern AB © 2018

	1	2	3	4	5
Girls	Feminist	Enjoyer of life	Dog lover	Anti-racist	Environmentalist
Boys	Gamer	Enjoyer of life	Sports-fan	Gadget geek/techie	Computer-nerd

Ungdomsbarometern AB © 2018

Identities in northern sweden compared to the country as a whole

Feminist has doubled in 4 years

Sweden ♀ Northern Norrland

	Sweden	Northern Norrland
1	Feminist (46%)	Feminist (40%)
2	Enjoyer of life (33%)	Dog lover (36%)
3	Dog lover (32%)	Anti-racist (33%)
4	Anti-racist (31%)	Enjoyer of life (32%)
5	Environmentalist (30%)	Outdoors enthusiast (31%)

Sweden ♂ Northern Norrland

	Sweden	Northern Norrland
1	Gamer (36%)	Gamer (44%)
2	Enjoyer of life (29%)	Outdoors enthusiast (30%)
3	Sports-fan (25%)	Enjoyer of life (28%)
4	Gadget geek/techie (23%)	Sports-fan (26%)
5	Computer-nerd (22%)	Dog lover (25%)

Question : Which of these identity concepts describes you?

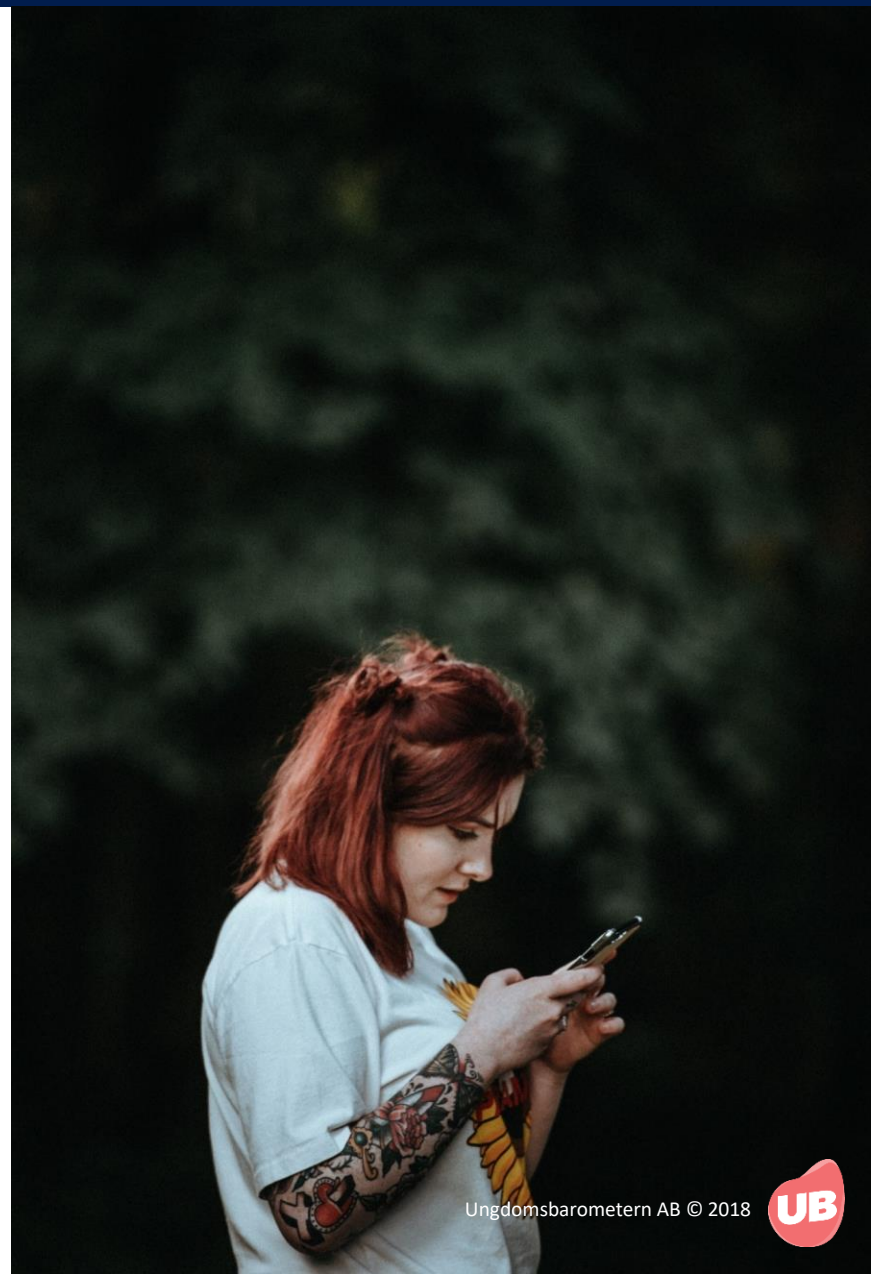
Ungdomsbarometern AB © 2018

Digital (young) medialogic in 30 seconds: more possible options equals higher demands on content and platform

EXPLODING SUPPLY OF CONTENT
(global, user-genererated, on demand)

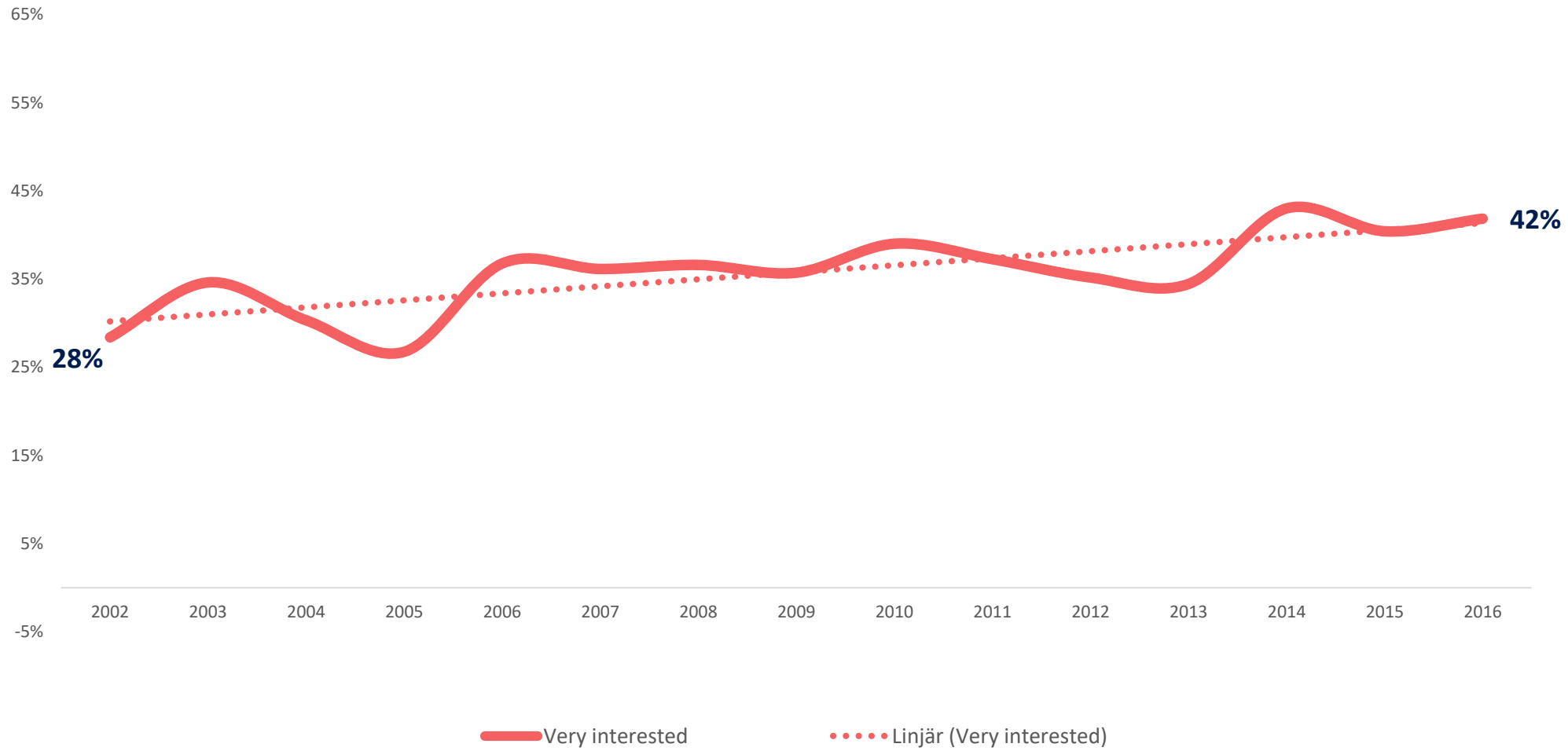
INTEREST BASED FRAGMENTATION

”IS THIS RELEVANT TO ME?”



Ungdomsbarometern AB © 2018

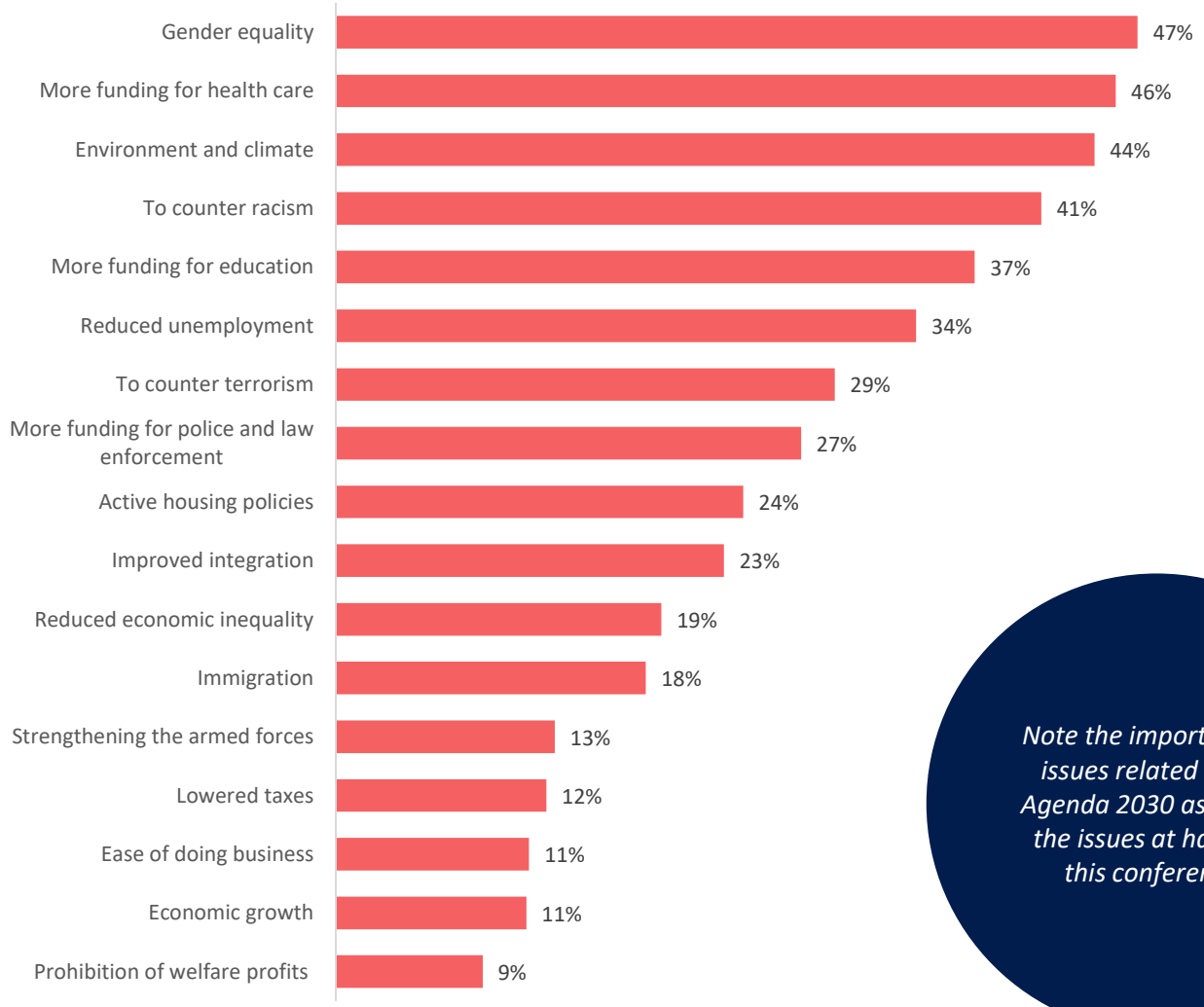
Growing interest in politics among young people



Question: "How interested are you in the following subjects/activites?", share that answered "4" or "5 – very interested" in regards to "domestic/foreign policy/societal issues"

Ungdomsbarometern AB © 2018

In your opinion – which are the most important societal issues?



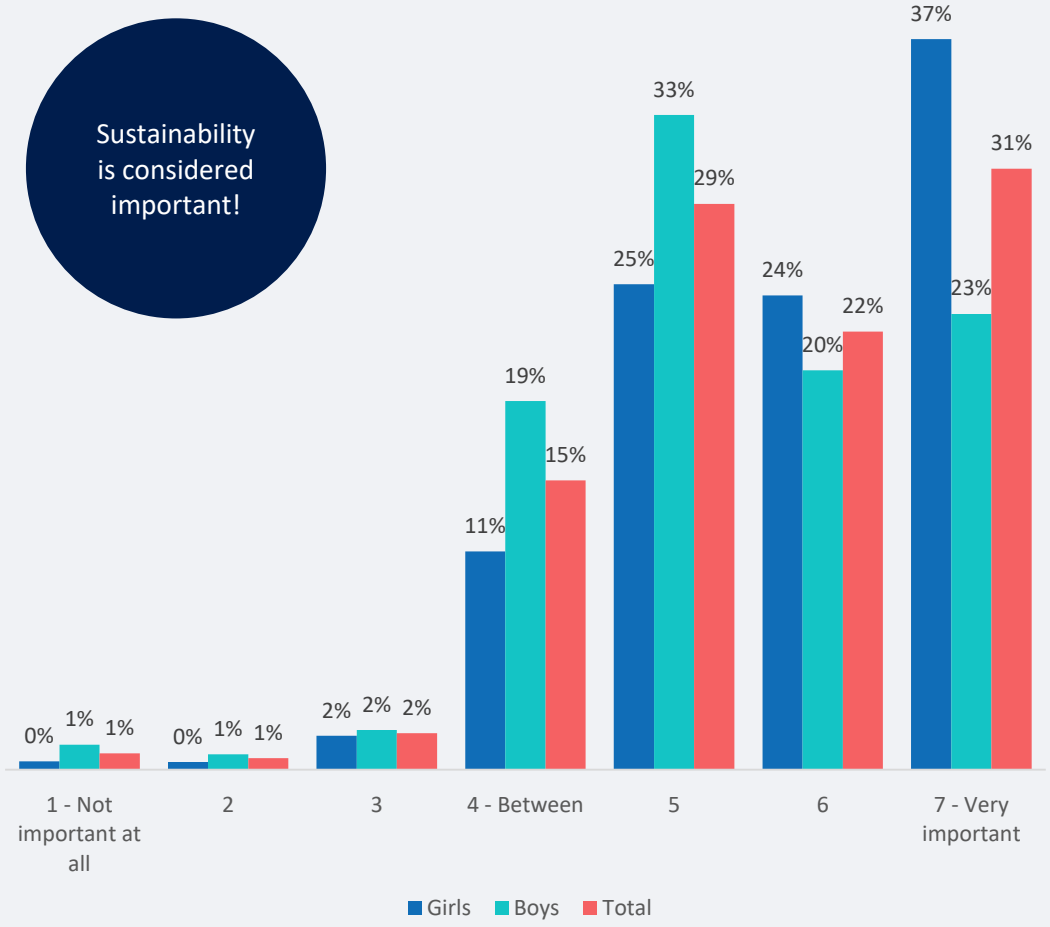
Note the importance of issues related to the Agenda 2030 as well as the issues at hand for this conference!

Question: ”Which of these societal issues do you think is most important?”

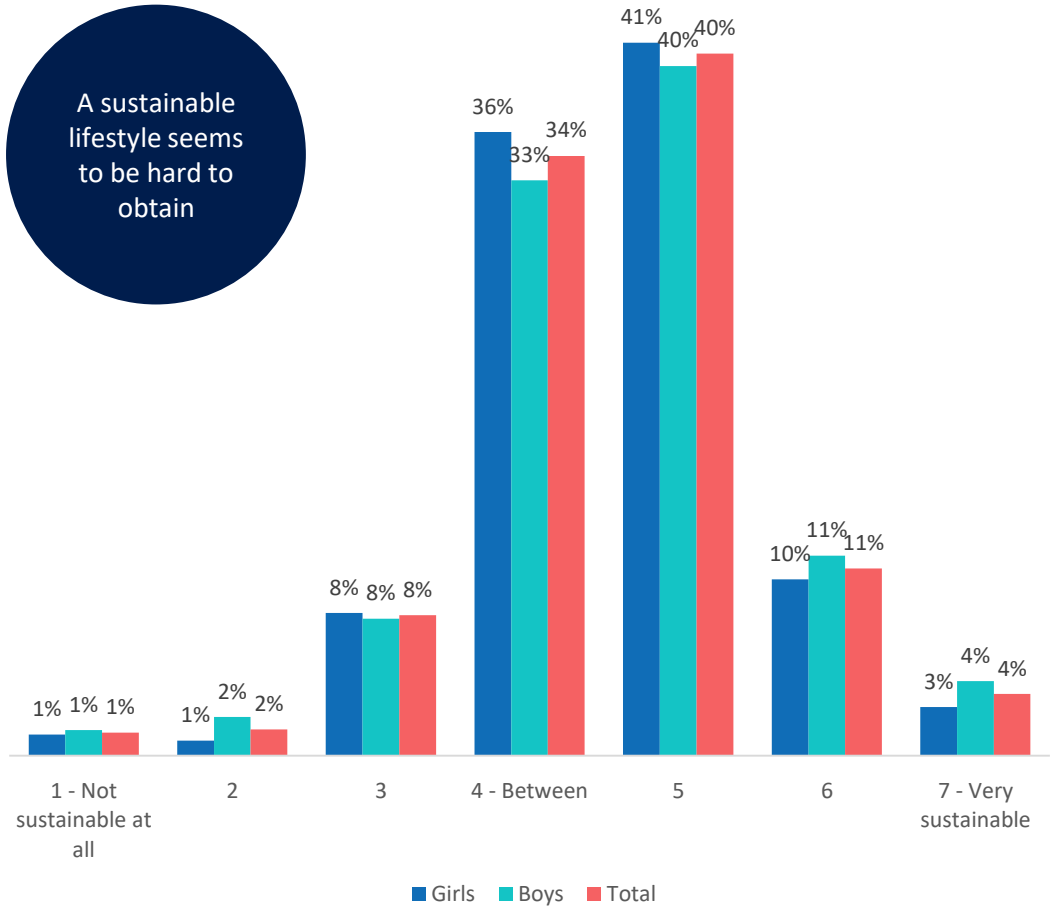
Ungdomsbarometern AB © 2018

Sustainability is considered very important but hard to reach!

Sustainability is considered important!



A sustainable lifestyle seems to be hard to obtain



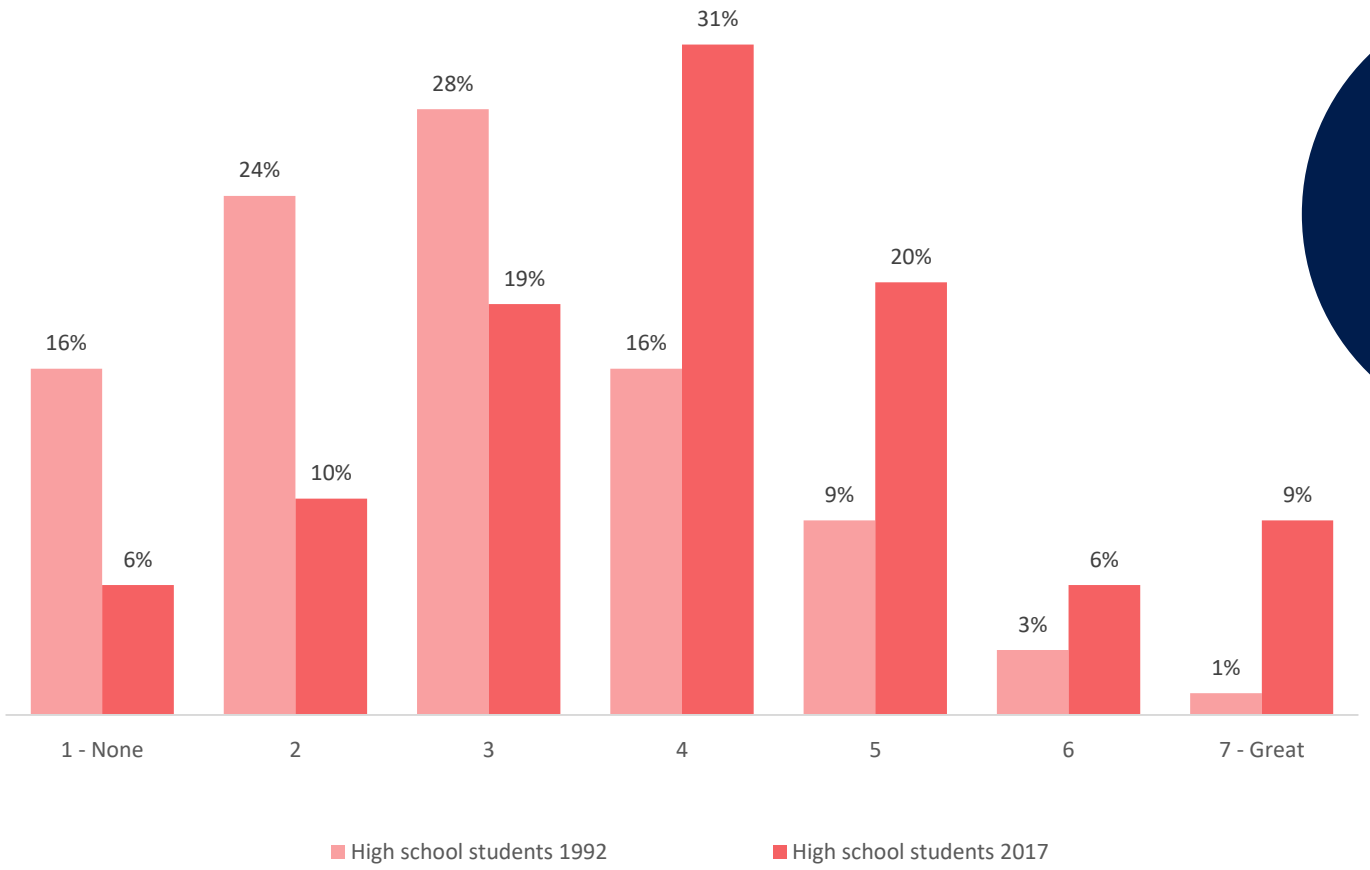
Question left: ”How great would you say the importance of sustainablilty is?”
Question right: ”How sustainable is your lifestyle?”

Ungdomsbarometern AB © 2018

Greater possibilities to influence society today than 25 years ago

Data collected in ”Ungdomsbarometern 1992/93” and ”Ungdomsbarometern 2017/18”

”What do you think of your possibilities to influence society?”



Youth in northern Norrland tend to be slightly less positive on their possibilities to influence society

Question “What do you think of your possibilities to influence society?”

Ungdomsbarometern AB © 2018

ungdoms barometern

Kontakt

Anton Landehag
anton@ungdomsbarometern.se
070-315 70 75