



## Continental “Careers Survey” 2016

Digitalization of the World of Work

# The Survey

- › The thirteenth version of the Continental “Careers Survey” focuses on digitalization.
- › In mid-2016, Continental commissioned the Institute for Applied Social Sciences (infas) to carry out a representative survey of around 1,000 students and employed persons between the ages of 35 and 50 in Germany on their expectations of work life.
- › Outcome: Academics in Germany view the digitalization of the world of work with both confidence and concern.

# Results

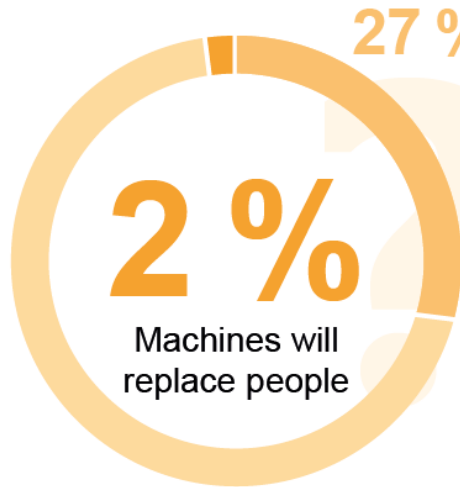
## Digitalization of the World of Work



# Associations with “Digitalization”

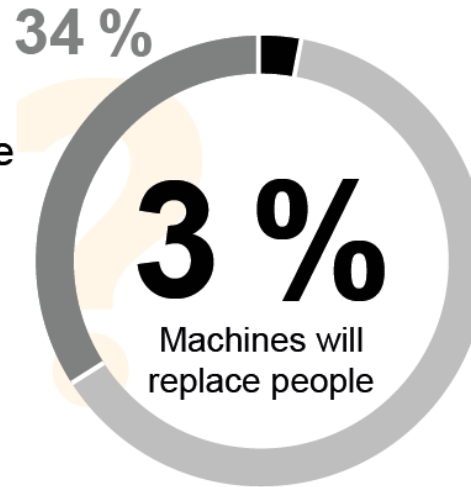
## No Fear of the “Computer Colleague”

> Students



struggle to explain what the term really means

> Professionals



**Question:** When you hear the term digitalization, what do you think about? What comes to mind, off the top of your head?

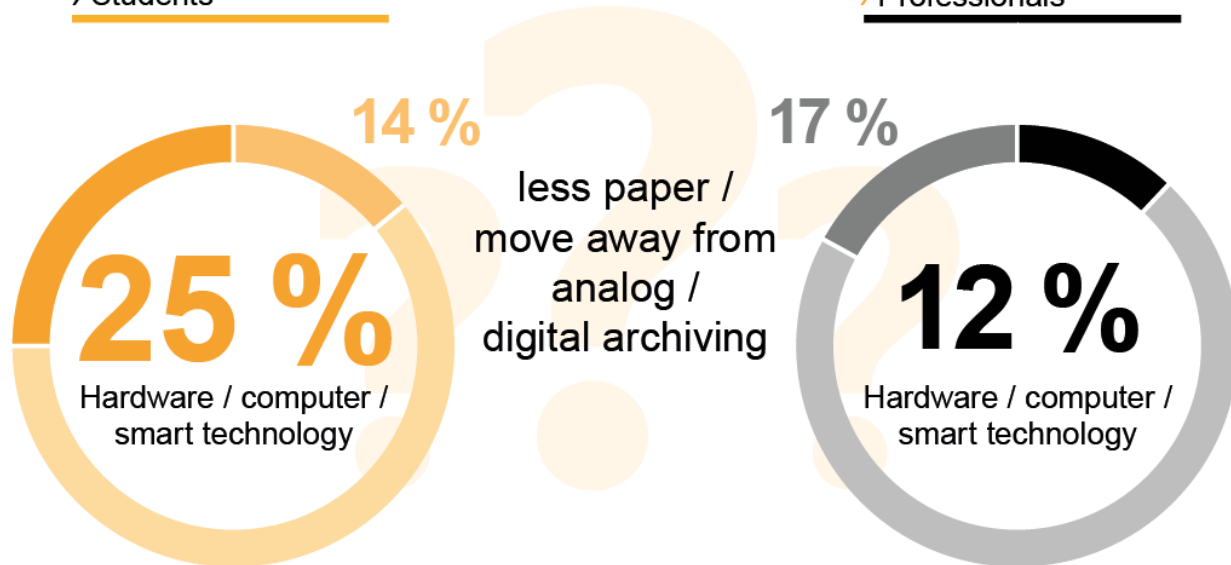
Figures in percent; encoded responses

# Associations with “Digitalization”

## Smart Technology and Paperless Offices

› Students

› Professionals



**Question:** When you hear the term digitalization, what do you think about? What comes to mind, off the top of your head?

Figures in percent; encoded responses

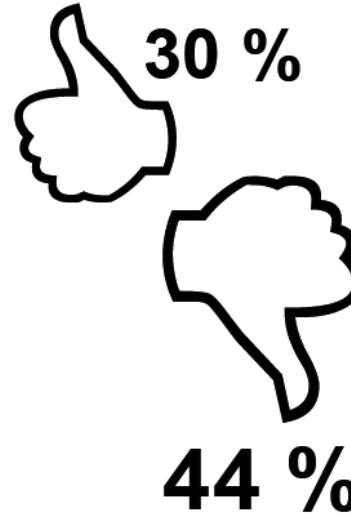
# Opinions on Always Being Contactable

## Respondents Give a Conflicting Picture

### > Students



### > Professionals



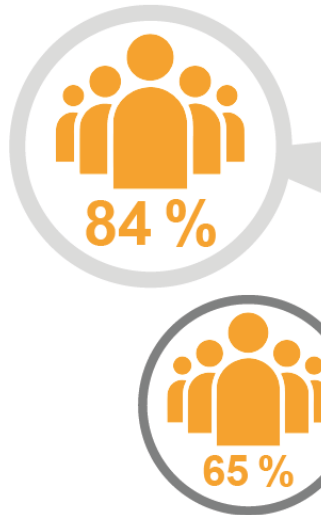
**Question:** As a result of increasing digitalization, people nowadays can be contacted and can contact others virtually around the clock. What are your opinions of this development?

Figures in percent

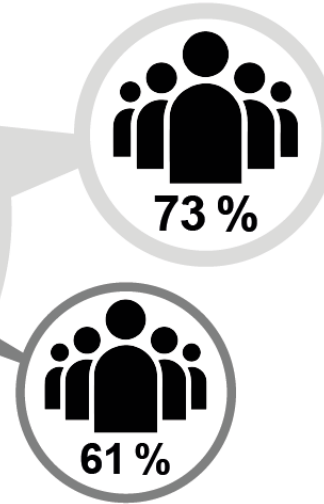
# Impact of Digitalization on Daily Working Life

## Networks More Important/Places of Work Chosen More Freely

› Students



› Professionals



**Question:** Digitalization can have very different impacts on daily working life. Please say to what extent you agree or disagree with the following statements.

Figures in percent; top box ratings on a scale from 1 = agree completely to 5 = disagree completely

# Impact of Digitalization on Daily Working Life

## Concerns about Overload and Stress-Related Illnesses

› Students



› Professionals

**Question:** Digitalization can have very different impacts on daily working life. Please say to what extent you agree or disagree with the following statements.

Figures in percent; top box ratings on a scale from 1 = agree completely to 5 = disagree completely



# Comparison of *Expected* and *Personal* Flexibility

## Respondents Anticipate High Demands on Flexibility

> Students

68 %



54 %



Place of  
work

> Professionals

60 %



43 %



**Question:** In your opinion, what level of flexibility do companies expect from their employees today? What is the situation regarding...?

**Question:** How do you rate your personal flexibility in terms of the following factors?

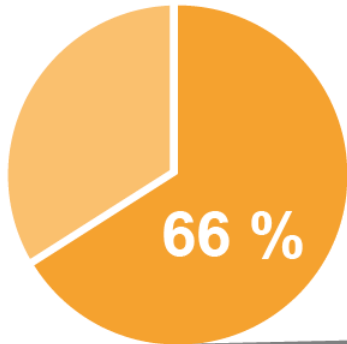
■ Expected level of flexibility  
■ Personal level of flexibility

Figures in percent; top box ratings on a scale from 1 = highly flexible to 5 = not at all flexible  
Flexibility

# Most Important Goals in Work Life

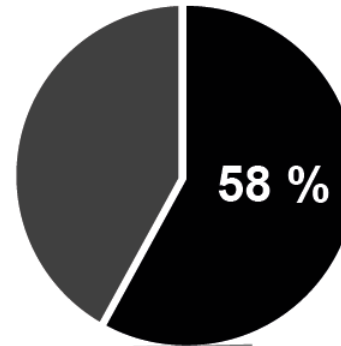
## Work-Life Balance in First Place

> Students



Majority hopes for a good work-life balance

> Professionals



**Question:** Which of the three points listed below are the most important to you in your work life?

Figures in percent; up to three responses possible

# Most Important Goals in Work Life

## Secure Job in Second Place

› Students



40 %

A secure job



› Professionals



40 %

**Question:** Which of the three points listed below are the most important to you in your work life?

Figures in percent; up to three responses possible

# Most Important Goals in Work Life

## Good Pay in Third Place

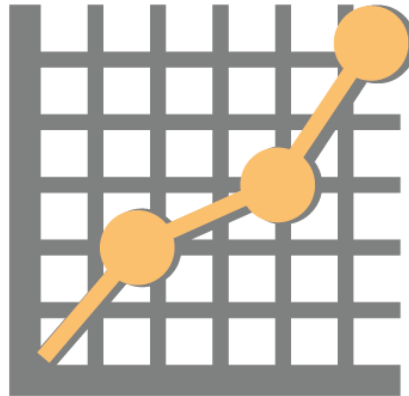
### > Students



32 %



Good pay



### > Professionals



34 %



**Question:** Which of the three points listed below are the most important to you in your work life?

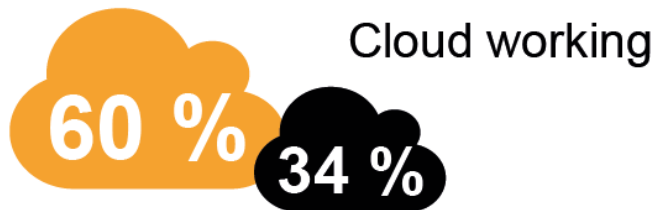
Figures in percent; up to three responses possible

# Aspects of Digitalization in the World of Work

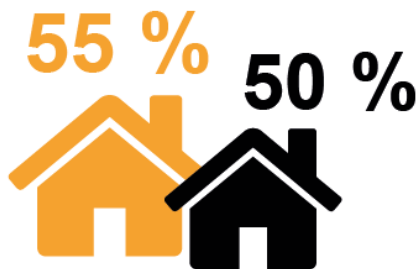
## Respondents Consider These Factors to Be Highly Relevant

› Students

› Professionals\*



Home office



Collaborative work



**Question:** Please say how relevant the following aspects of digitalization are likely to be to you in the world of work.

\*Please say how relevant the following aspects of digitalization are to you in the world of work.

Figures in percent; top box ratings on a scale from 1 = very relevant to 5 = not at all relevant  
Relevance

# Aspects of Digitalization in the World of Work

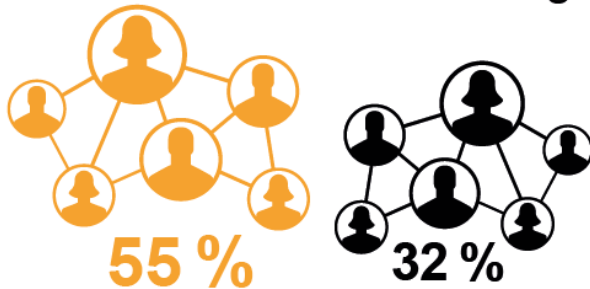
## Respondents Consider These Factors to Be Highly Relevant

> Students

> Professionals\*



Social networking



E-commerce



**Question:** Please say how relevant the following aspects of digitalization are likely to be to you in the world of work.  
\*Please say how relevant the following aspects of digitalization are to you in the world of work.

Figures in percent; top box ratings on a scale from 1 = very relevant to 5 = not at all relevant  
Relevance

# Conclusion

- › Only 2 percent of students and 3 percent of employed persons in Germany fear job loss as a result of digitalization.
- › Rather, they believe that modern technology can help to achieve a better work-life balance than previously.
- › However, at the same time, their biggest worry is being more stressed in the workplace.
- › Digitalization has not only a vast technical side, but also a social dimension that is at least as important.
- › People in Germany are aware of the power of change that digitalization holds for the world of work. However, they often have very little perception of how and when it will have an impact.
- › Companies have a high level of responsibility in giving people direction and, at the same time, including them in the change processes as an influential force. At the same time, they need to create an environment for their employees in which they can continue to grow successfully with the challenges of digitalization and are able to develop their full potential.

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