



Louise Coutance
Insights Project Senior

How do young people experience the transition from learning to earning?

Iraq – Avril 22



Reminder of the brief

Challenge

Context

IREX needs to understand how young people experience the transition from learning to earning in Iraq.

To do so, we have analyzed :

1. **What is their relationship to work?** (How they see work, where they currently are (still researching, employed, etc.) and the importance given to formal works / field of study ...)
2. **What emotions / difficulties** (political context, Covid, etc.) **did they experience during their job search** (if they were personally affected by this job search) ?
3. **What kind of support is needed to help today's youth succeed in their learning to earning journey?**

Solution

U&A Study

15 questions

Answers collected from 29.03 to 06.04.22

[Click here to view questionnaire](#)

[Click here to view the results dashboard](#)

Criteria

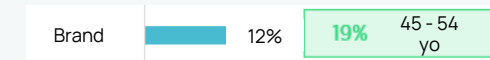
3089 respondents representative of the Iraqi population in age and gender including 270 respondents between 18 and 34 years old who have passed secondary education.

Understanding the report

A method of calculation used to validate behavioral characteristics.

It allows to identify higher or lower gaps between a sub-target and the rest of the sample.

It will be materialized by red or green square.



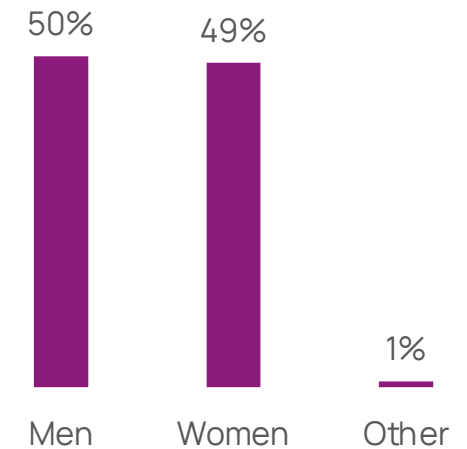
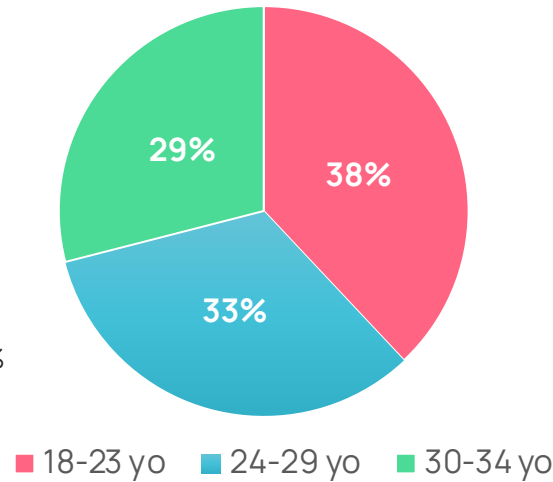
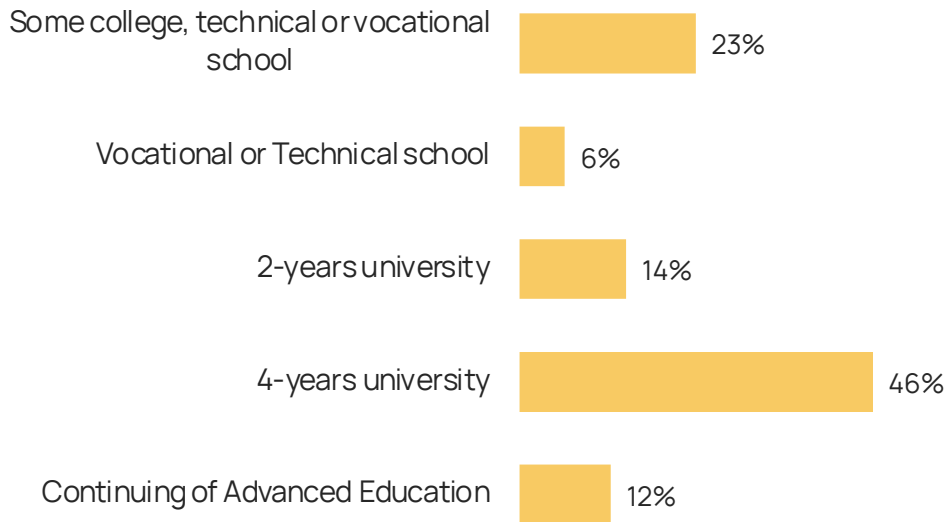
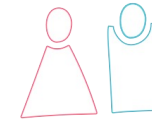
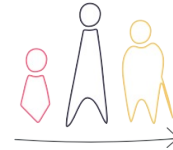
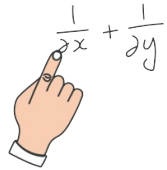
Exemple :

"19% of 45-54 age group quoted "Brand", a significantly higher gap compared to 12% (overall citation)"

Foreword

Who are they ?

7% of the Iraqi population is within our target audience: they are between 18 and 34 years old and have passed secondary education :



Young graduates in Iraq have a **fairly even distribution** in relation to gender and age. Regarding their level of education, most have completed 4 years of university.

Part 1

What is their relationship to work?

If they all continued their studies after secondary education, only half earned money in the last 2 weeks.

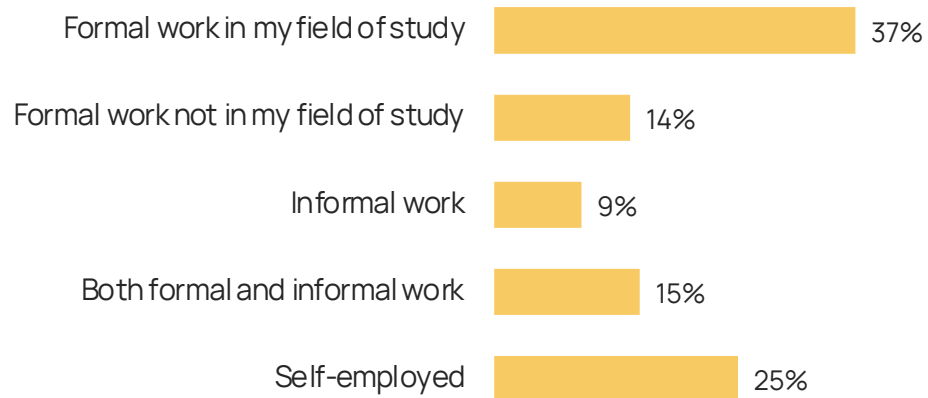
Unfortunately, the vast majority of those without income are still looking for work.

But of those who have, most have found formal work in their field.

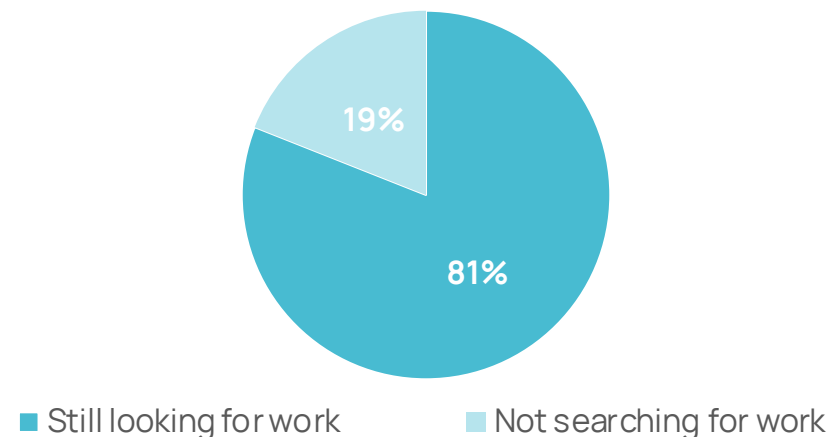
There was no significant difference by profile, which means that it affected everyone more or less in the same proportions.

What is their relationship to work ?

Among young Iraqis, **47%** earned an income in the last two week :



But **53%** didn't :

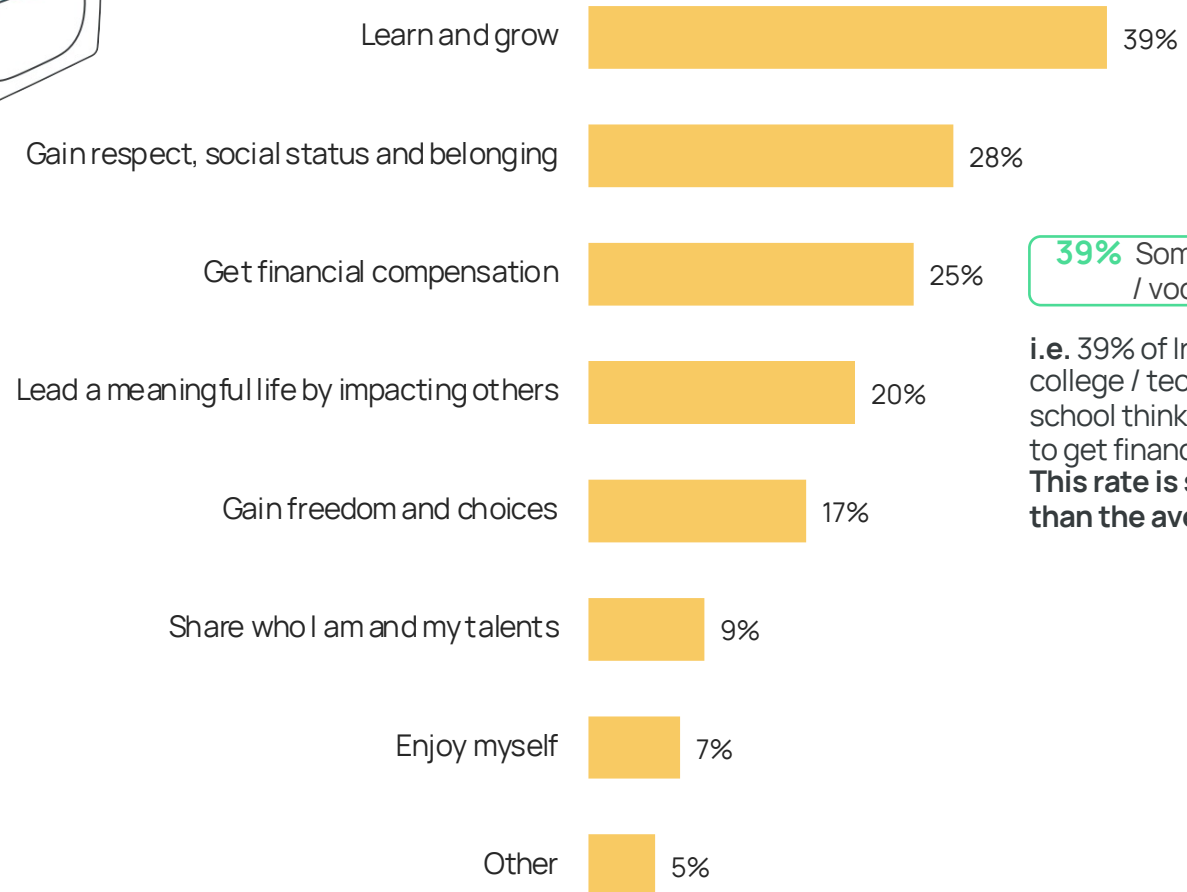


They agree that for them, work is a means to learn and grow.

28% consider that work is a way to gain respect, social status and belonging.

What is their relationship to work ?
1 answer in average

For young Iraqis, work is a means to :



39% Some college / technical / vocational school

i.e. 39% of Iraqis who made some college / technical or vocational school think that work is a means to get financial compensation. **This rate is significantly higher than the average (25%)**

And this work should not be just any work!

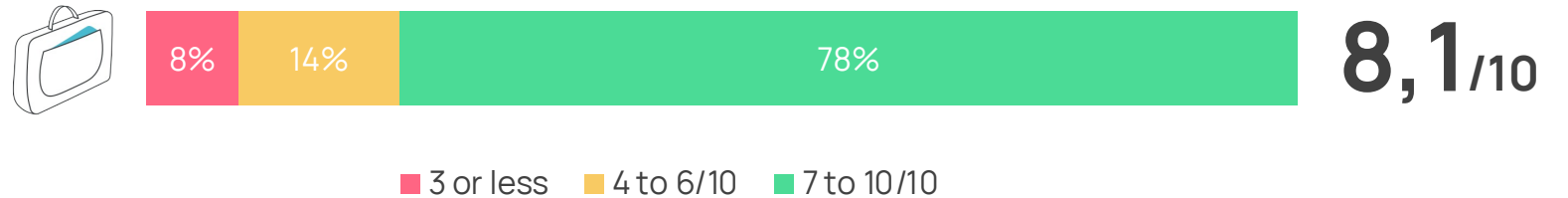
Indeed, for them, it is really important to have a job :

- In their field of study
- A formal work.

In particular for the ones who currently have an informal work.

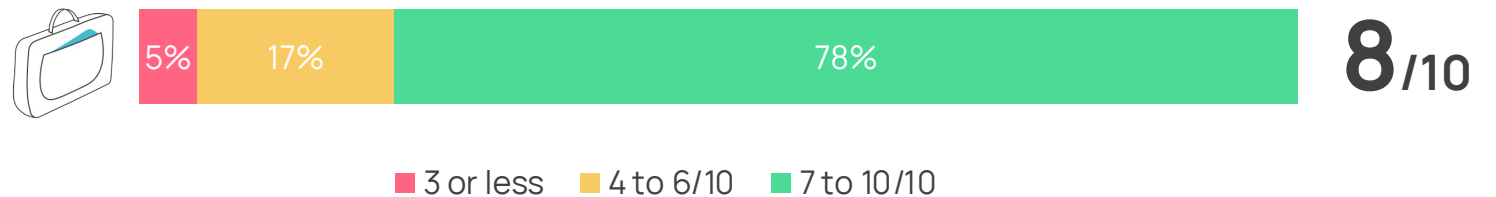
What is their relationship to work ?

For young Iraqis, it is really important to have a job in their field of study:



Especially for the ones who made continuing or advanced education : **92%** of them gave 7 to 10 out of 10 ! This rate is significantly higher than the average (78%).

And to do a formal work!



Especially for the ones who have an informal work : **100%** of them gave 7 to 10 out of 10 ! This rate is significantly higher than the average (78%).

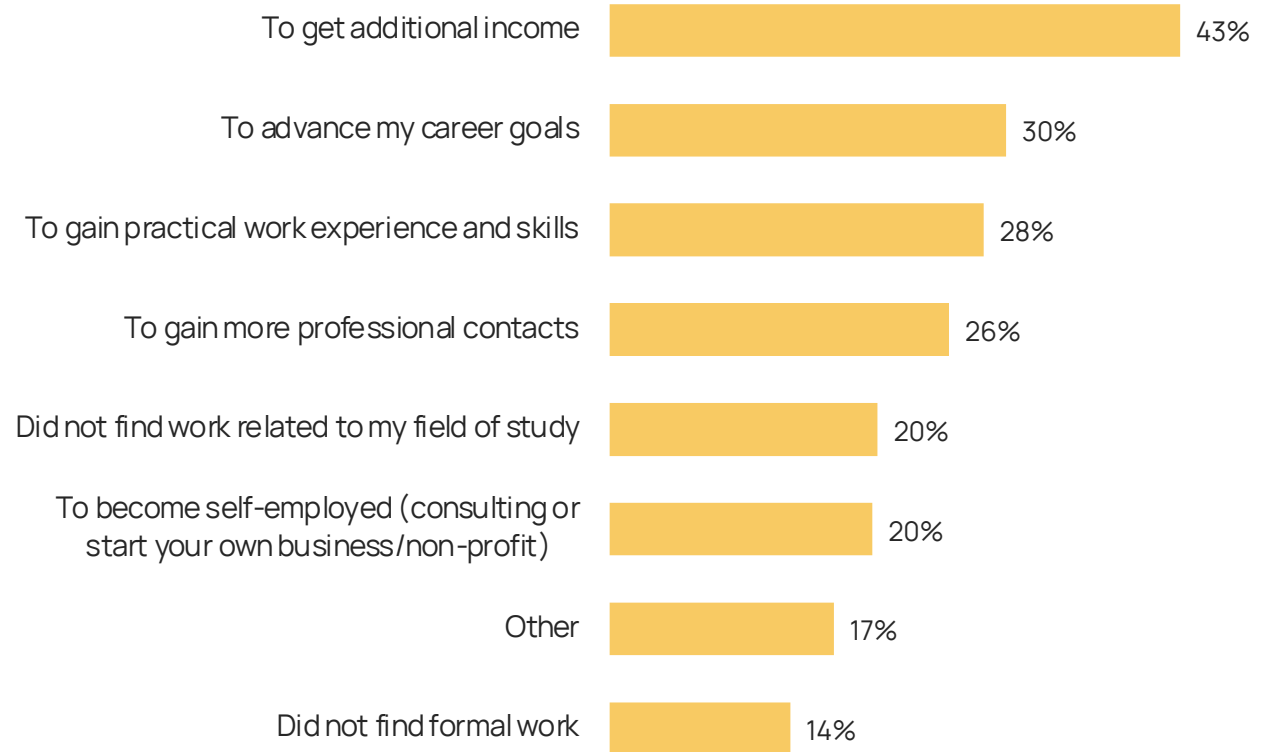
Only a few have an informal job : 4% have informal work and 7% have both (formal and informal).

If they do so, it's mainly to get additional income.

There was no significant difference by profile, which means that it affected everyone more or less the same proportions.

What is their relationship to work ?
Warning : low respondent base

In fact, the main reason to secure informal work is to get additional income, for almost half of young Iraqis.



Part 2

What emotions / difficulties did they experience during their job search ?

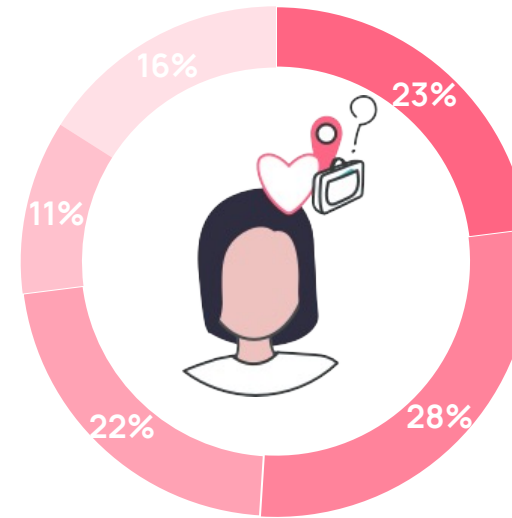
Whether or not they have found a job, their emotional well-being has been affected by this job search.

Indeed, only 16% consider that this job search did not affect their emotional well-being at all.

There was no significant difference by profile, which means that it affected everyone more or less the same way.

What emotions / difficulties did they experience during their job search ?

This job search was not simple... 51% of young Iraqis consider that their job search affected their emotional wellbeing.



■ A great deal ■ Quite a bit ■ Somewhat ■ Very little ■ Not at all

Base : 270 respondents

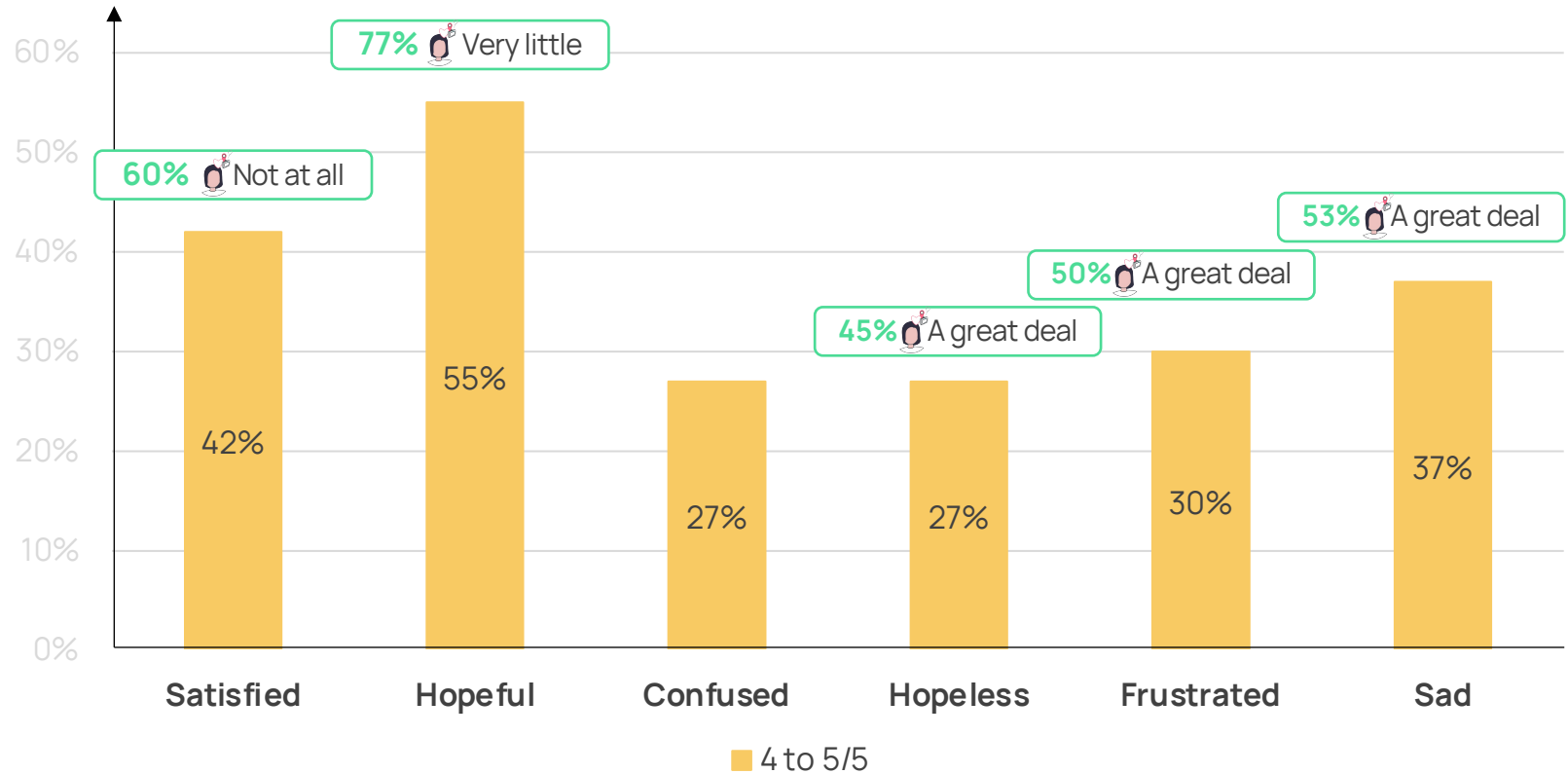
Question : Has your search for work affected your emotional wellbeing i.e. your ability to have a positive mindset, cope with and adapt to adversity or stressful situations ?[Simple]

But even if it was difficult, they still had a positive feeling about this job search: hope for 55%, satisfaction for 42% of the respondents.

Negative feelings are much less quoted on average, except for those who clearly felt affected by this job search.

What emotions / difficulties did they experience during their job search ?

In all cases, they experienced mostly **positive feelings** during their search: hope and satisfaction.



Base : 270 respondents

Question : Experiencing many different negative and positive emotions is a natural part of being human. How often, if at all, did your search for work make you experience the following emotions:?[Radar]

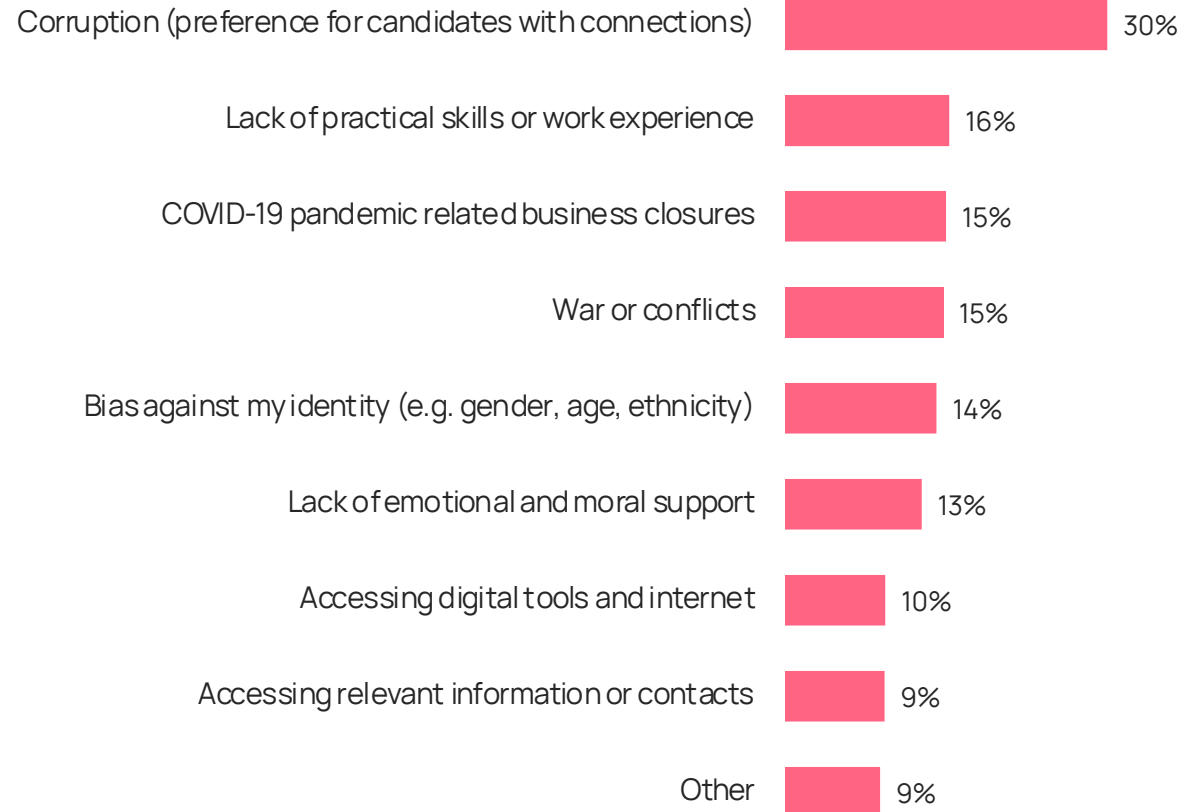
They also had to face external difficulties, such as corruption.

100% of Iraqis who have done both formal and informal work faced at least one external difficulty.

What emotions / difficulties did they experience during their job search ?

80% faced at least one difficulty during their search for work :

100% Formal + Informal work



Part 3

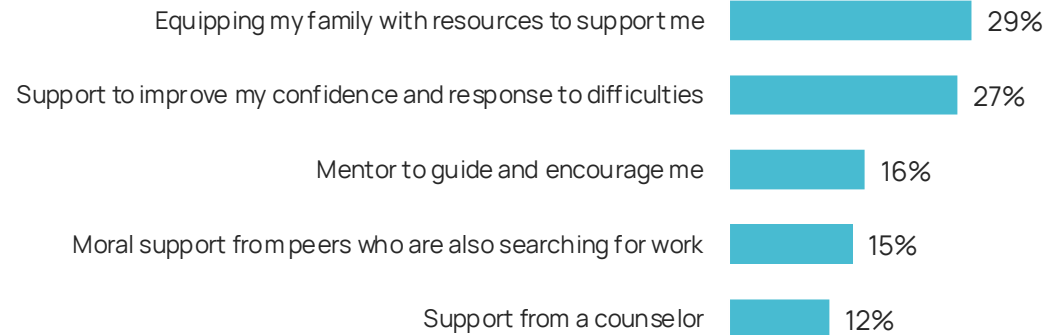
What kind of support is needed to help today's youth succeed in their learning to earning journeys?

For all these reasons, they need help in their job search.

In terms of well-being, they particularly need their families to be equipped to support them and to help them improve their self-confidence. In terms of entrepreneurship, they want help in developing business skills and understanding if self-employment is right for them.

What are their needs to facilitate their job search?

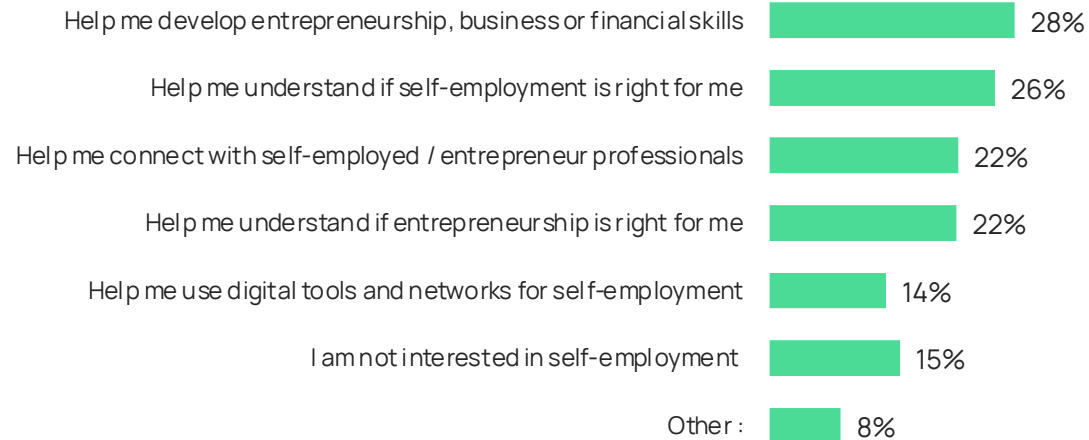
81% would like support for their **emotional well-being**, they prefer :



49% Self-employed

i.e. 49% of Iraqis who are self-employed prefer support to improve their confidence. **This rate is significantly higher than the average (27%)**

85% are interested in entrepreneurship; for their **success**, they prefer :



Base : 270 respondents

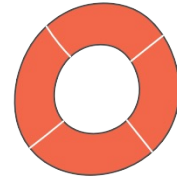
Question : What kind of support for your emotional wellbeing would you prefer? [Multi]

Question : What support do you prefer to help you consider & succeed in self-employment or entrepreneurship? [Multi]

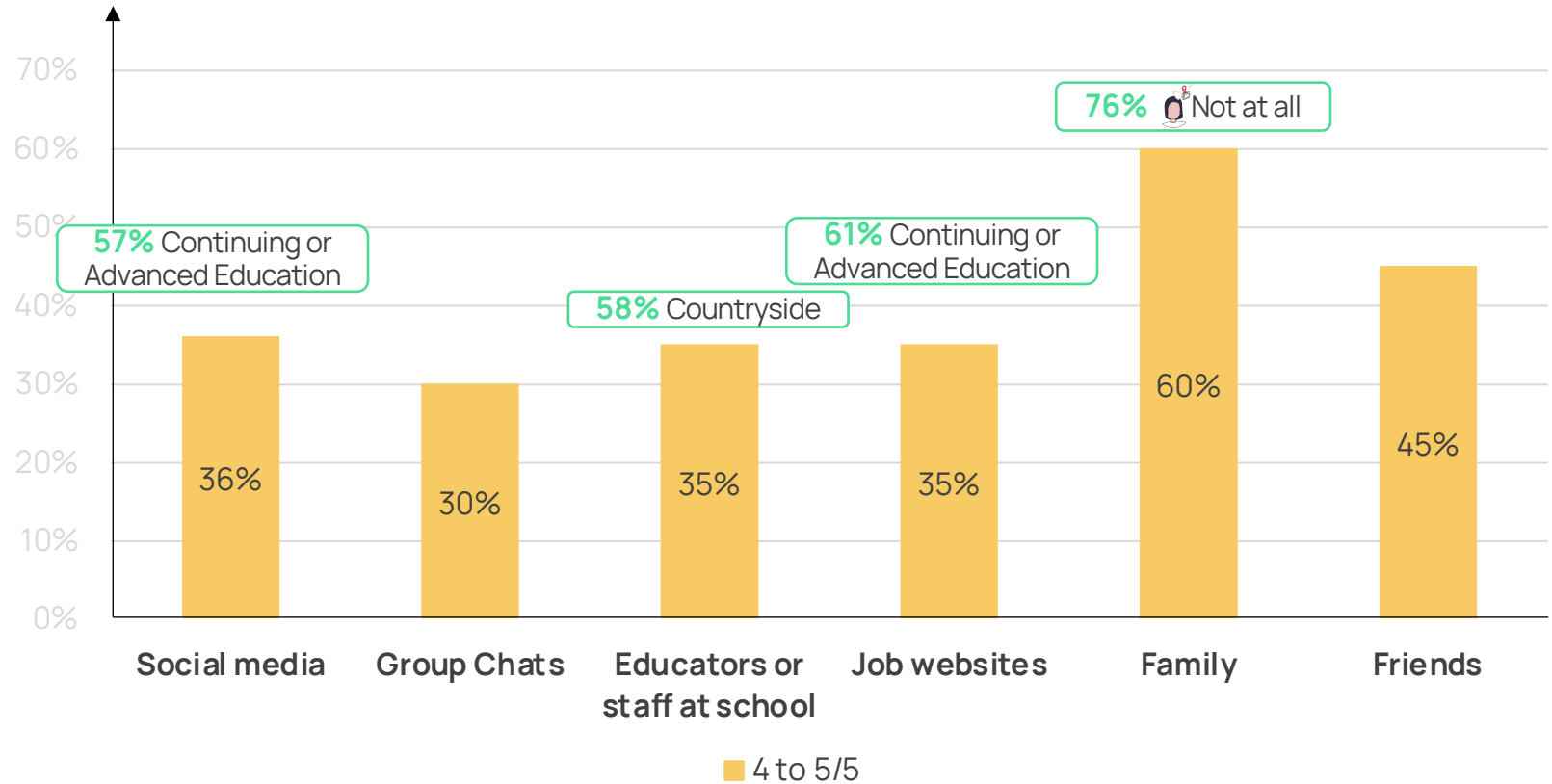
They have already used some support during this time, especially their relatives (family, friends).

Therefore, they ask for more help and resources for their family to support them.

What are their needs to facilitate their job search?



In all cases, it's clearly the **relatives** of young Iraqis who were helpful during their job search. Their **family mainly, but also their friends.**



Synthesis

How do young people experience the transition to the working world?

How do young Iraqis experience the transition to the world of work?

Key insights

1. What is their relationship to work?

Quite deceptive ! Only half earned money in the last 2 weeks. Unfortunately, the vast majority of those without income are still looking for work. For them, work is a means to grow and learn and they want to grow and learn with formal work in relation to their field of study, it's really important for them. Among the ones who found a job, 37% are in this specific case.

2. What emotions / difficulties did they experience during their job search ?

A lot of emotions and difficulties have sprinkled during this work search : only 16% consider that this job search did not affect their emotional well-being at all. They also faced difficulties, in particular corruption. But even if it was difficult, they still had a positive feeling about this job search: hope for 55%, satisfaction for 42% of them.

3. What kind of support is needed to help today's youth succeed in their learning to earning journey?

They definitely need help in their job search, in particular from their family. Indeed, they have already used some support during this time, especially their family. So now, they need their families to be equipped to support them. They also want help to improve their self-confidence. And these are not isolated cases! 81% need support for their emotional wellbeing ; 85% need support to succeed in self-employment.

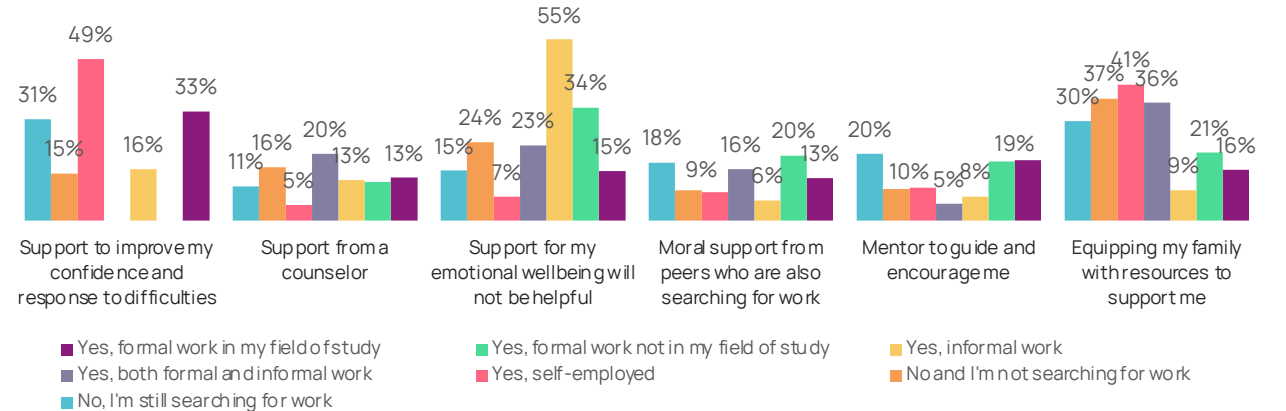
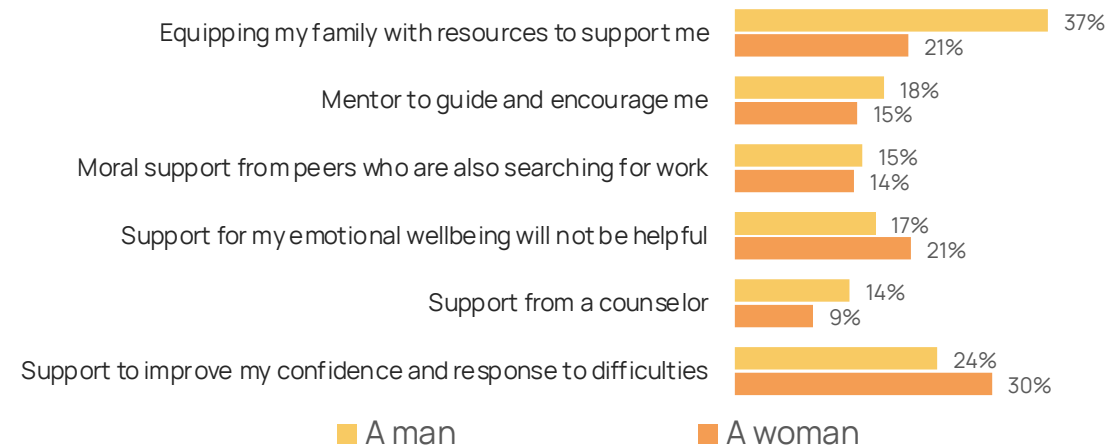
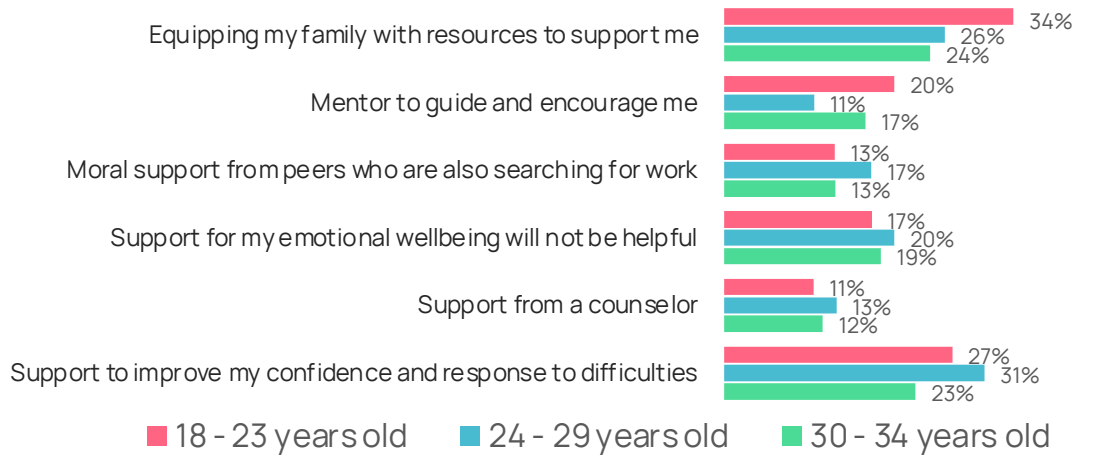
Appendix

Difference by profile for your personas

What kind of support is needed to help today's youth succeed in their learning to earning journeys?

Difference by profile

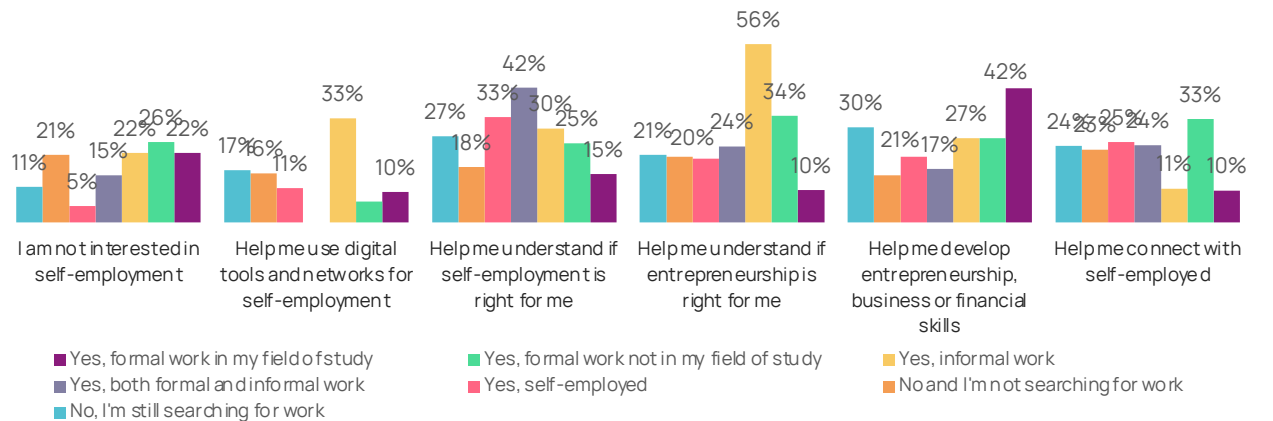
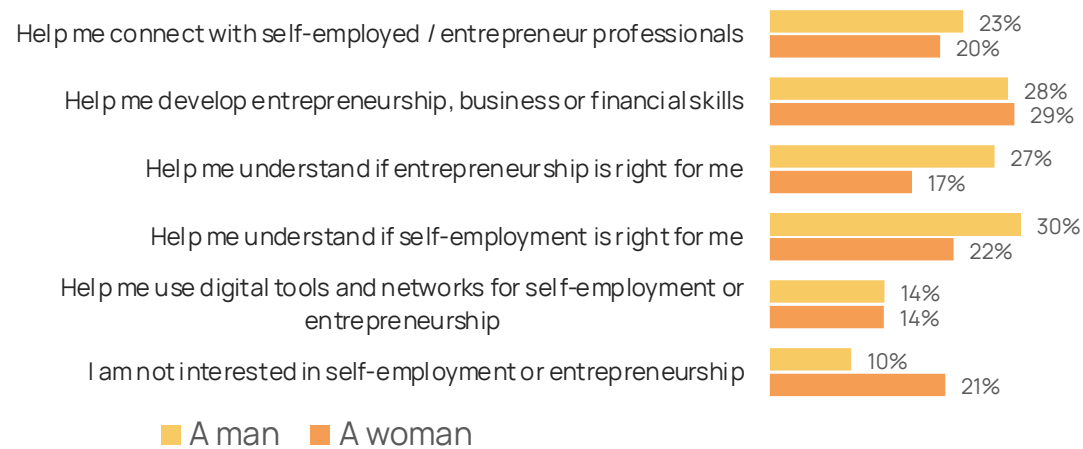
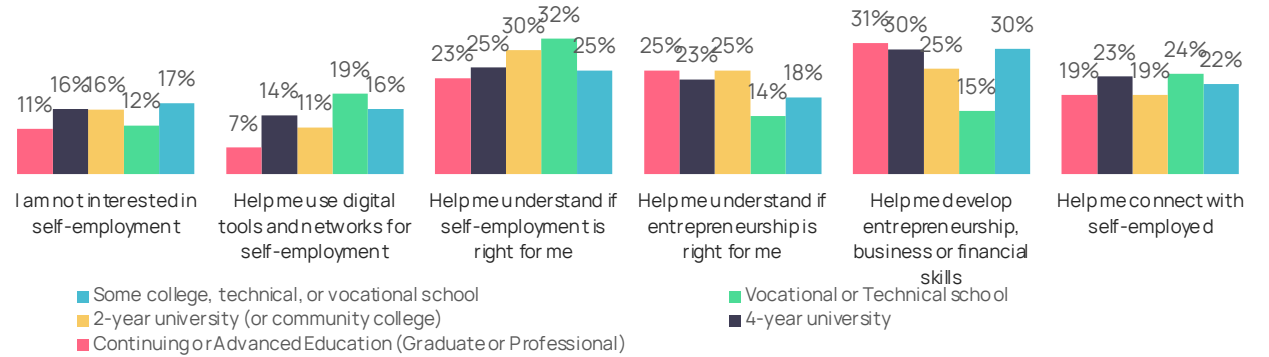
What kind of support for emotional wellbeing would young Iraqis prefer?



What kind of support is needed to help today's youth succeed in their learning to earning journeys?

Difference by profile

What kind of support for succeed in self-employment / entrepreneurship would be helpful for young Iraqis ?



Your dedicated contact :

Diane MASSENET
Head of International Customer Success
diane@happydemics.com

Louise COUTANCE
Insight Project Senior
louise.coutance@happydemics.com

www.happydemics.com

5 rue de la Fidélité, 75010 Paris