

## More Than Two Thousand Young Women and Men in the Western Balkans participated in the Regional Perception Survey on Career Choices

March 2022

In 2021, UNDP SEESAC conducted the Regional Online Perception Survey in the Western Balkans, including Bosnia and Herzegovina, Montenegro, the Republic of North Macedonia, and the Republic of Serbia focusing on values and attitudes of youth that influence their choice of profession, with specific emphasis on their perceptions of the military profession.

The Survey obtained regionally comparable and gender-segregated data on how attitudes and values, socio-economic context, and previous education influence the choice of profession of young women and men, and their perceptions related to the military career in the defence sector. The survey results will be used by the Ministries of Defense (MoDs) in the Western Balkans to develop evidence-based, gender-responsive human resource policies. The survey findings and recommendations will assist in designing public campaigns to attract a more diverse pool of young applicants and increase diversity among professional staff and promote gender equality.

A mixed methodology survey was used, including a representative sample of young men and women from 14 to 21 years of age (2,538 respondents in total). An online questionnaire was combined with the qualitative data gathered through youth Focus Groups Discussions and in-depth interviews with key experts specialized in youth-related issues.

The regional Youth Perception Survey findings were presented to and discussed with the representatives of the four MoDs and members of the AFs, resulting in recommendations that will be used as practical guidance on how to attract and retain a more diverse, gender-balanced young workforce. Digest survey results can be obtained in videos in English, BCMS and Macedonian.

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[← Back](#)

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