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Deloitte Global 2022 Gen Z and Millennial Survey

Country profile: Germany



Our methodology:

The 2022 Gen Z and Millennial Survey solicited the views of 14,808 Gen Zs and 8,412 millennials (23,220 respondents in total), from 46 countries across North America, Latin America, Western Europe, Eastern Europe, the Middle East, Africa and Asia Pacific.

Fieldwork was completed between 24 November 2021 and 4 January 2022.

As defined in the study, Gen Z respondents were born between January 1995 and December 2003, and millennial respondents were born between January 1983 and December 1994.

Key global findings:

Gen Zs and millennials feel deeply concerned about the state of the world and their own futures. They are reassessing their priorities in the wake of ongoing crises, and actively trying to balance the challenges of their everyday lives with their desire to drive societal change.



Cost of living is the top concern among Gen Zs and millennials. Many live paycheck to paycheck and are not confident they will be able to retire comfortably. To make ends meet, more than four in 10 Gen Zs and a third of millennials have a part- or full-time side job, in addition to their primary job. At a broader societal level, Gen Zs and millennials are deeply concerned about wealth inequality and not optimistic that the economic situations in their countries will improve.



The Great Resignation signals a breaking point in response to ongoing dissatisfaction, increasing distrust in business, and shocking events, like the pandemic, that have made many reassess what's important to them. Employers now have a need, and an opportunity, to drive the sustained workplace changes that Gen Zs and millennials have long been asking for. Compensation, better work/life balance, and more learning and development opportunities are at the top of the list.



Flexible work is a priority. The majority of Gen Zs (75%) and millennials (76%) prefer hybrid work or to work remotely, but less than half currently have the option to do so. They value flexible work because it helps them save money, frees up time to do other things they care about, and allows them to spend more time with family. However, employers have work to do to ensure that hybrid/flexible work arrangements are equitable.



Gen Zs and millennials believe that the world is at a tipping point in responding to climate change. Almost all of Gen Zs and millennials (90%) are making efforts to reduce their personal environmental impact. Near term, their actions are focused on small everyday actions; longer term, they see themselves increasing their civic engagement and bringing sustainability into their large purchases, even if they may cost more upfront. They are also pushing their employers to take action against climate change. However, only 18% of Gen Zs and 16% of millennials believe employers are strongly committed. They are even less optimistic about their governments' commitment to drive change.



Stress and burnout levels are high. Nearly half of Gen Zs say they feel stressed all or most of the time. Millennial stress levels are also high but are down slightly from last year. Meanwhile, more than half of all respondents say they feel burned out from the pressure of their workloads. Employers are seen to be making an effort to address workplace mental health issues – more than half of respondents say their employer is more focused on workplace well-being and mental health since the start of the pandemic. However, many do not believe the increased focus has resulted in any meaningful impact on employees.

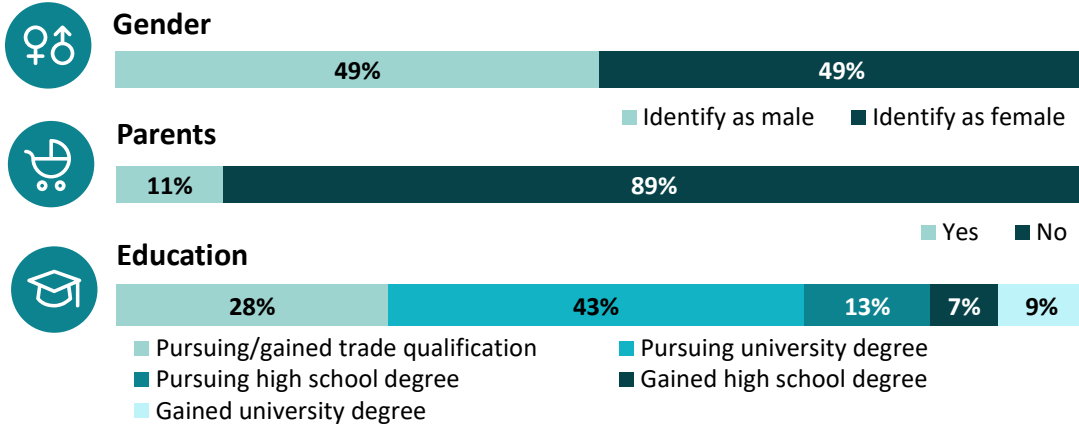
The following deck examines how **Germany's Gen Zs and millennials** stand out from their global counterparts on these key themes.

Country profile: Germany

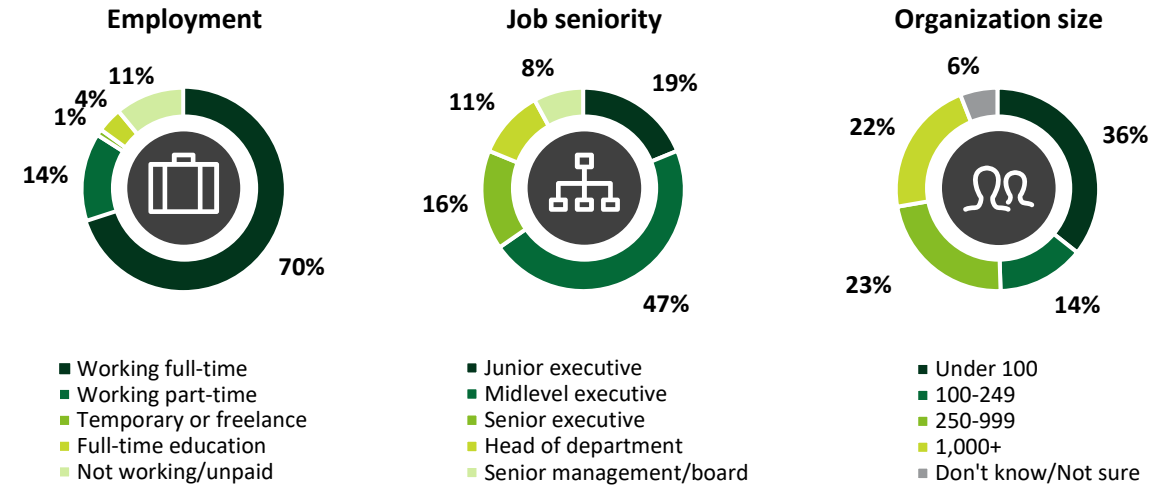
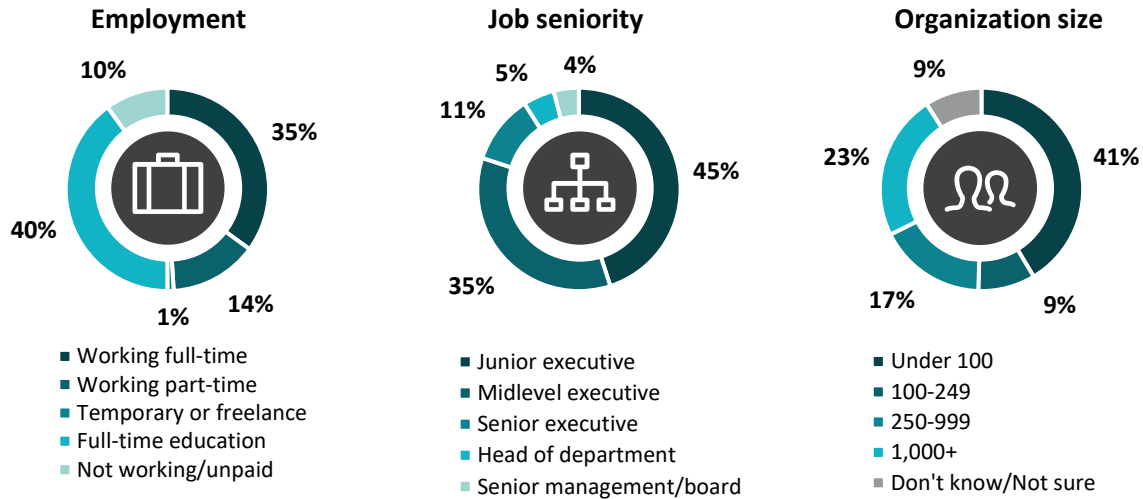
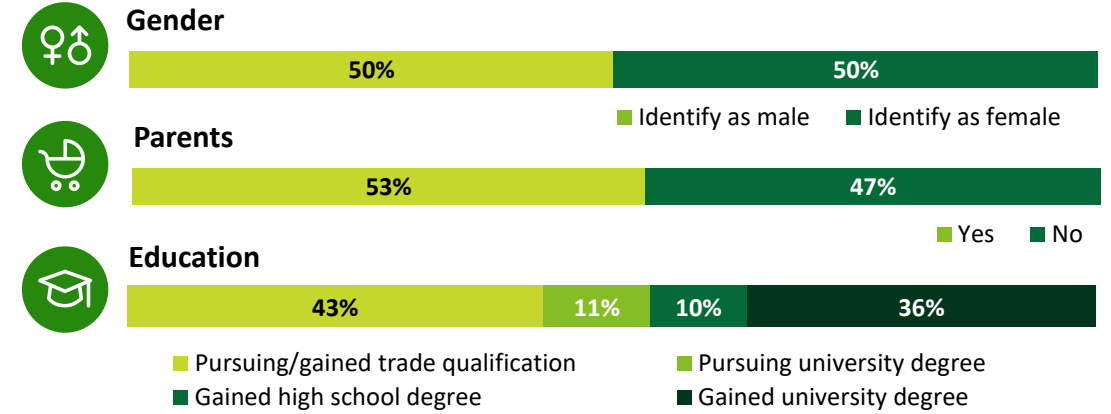


800 total respondents in Germany: 500 Gen Zs and 300 millennials

GEN Z PROFILE



MILLENNIAL PROFILE

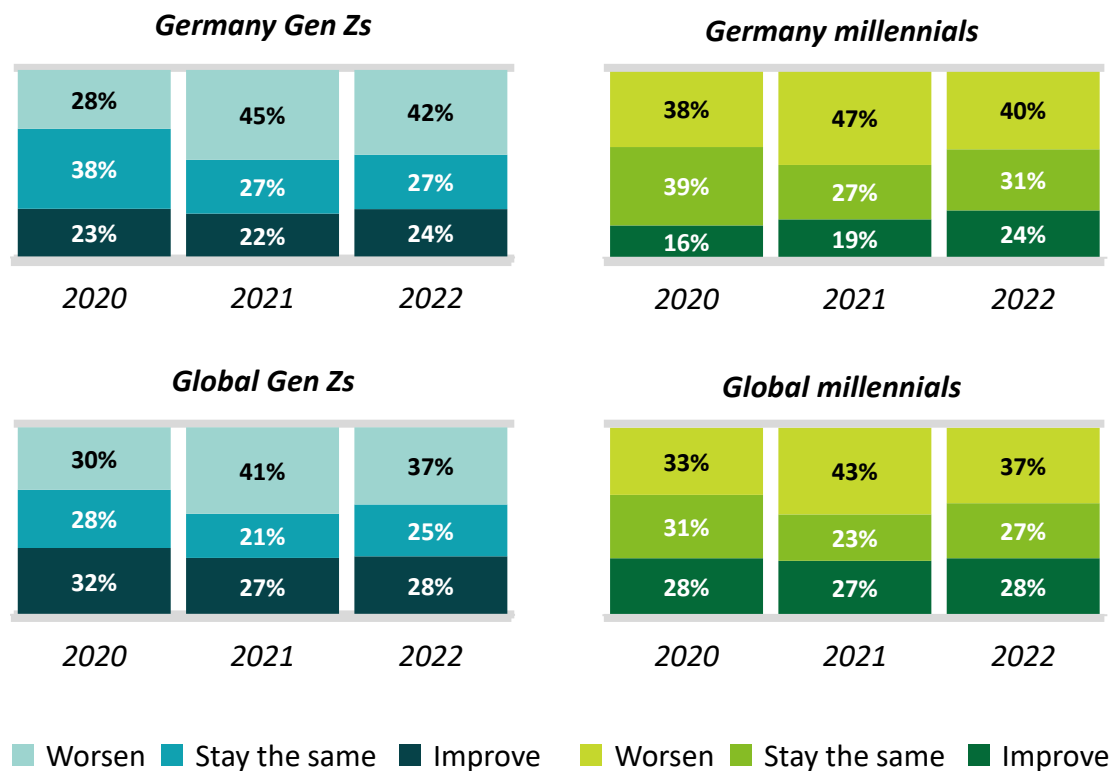


Economic and political outlook

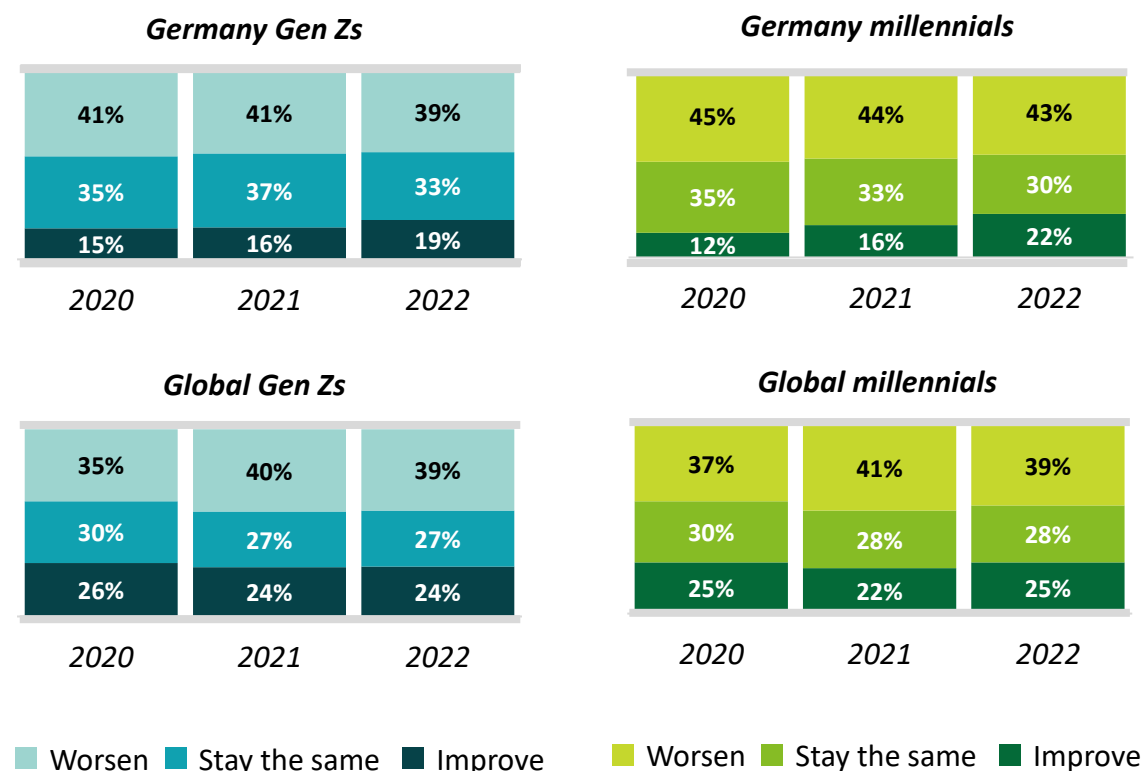
- Gen Zs and millennials in Germany are slightly more optimistic about the economic and sociopolitical situations in their countries compared to the last two years.



How they expect the **overall economic situation** in their country will change over the next 12 months:



How they expect the **overall sociopolitical situation** in their country will change over the next 12 months:*



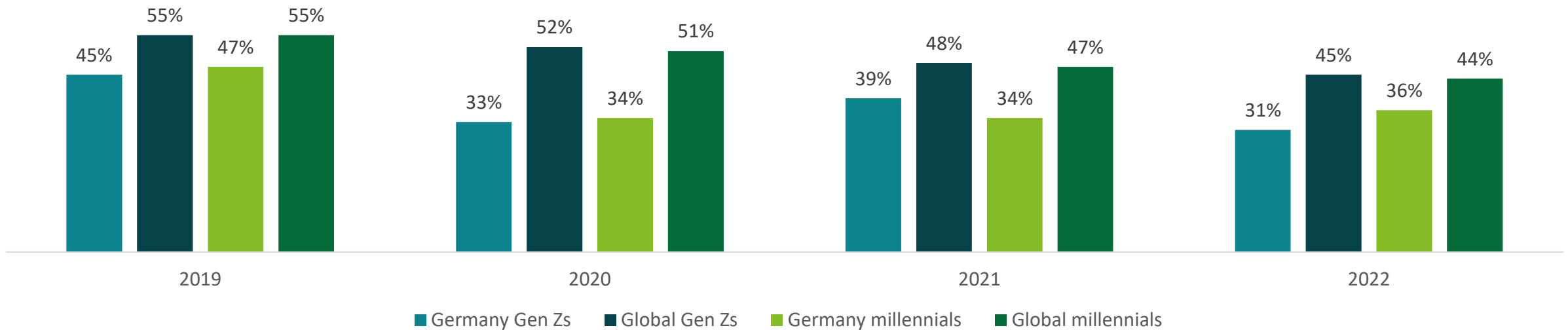
*Not asked in China

View of business' societal impact

- Gen Zs and millennials in Germany are less likely to believe that business has a positive impact on society compared to the global average.
- Outside of a slight uptick among German millennials in 2021, views on business have been on a downward trend since 2019.



Percentage of respondents who think businesses have a very/fairly positive impact on society:

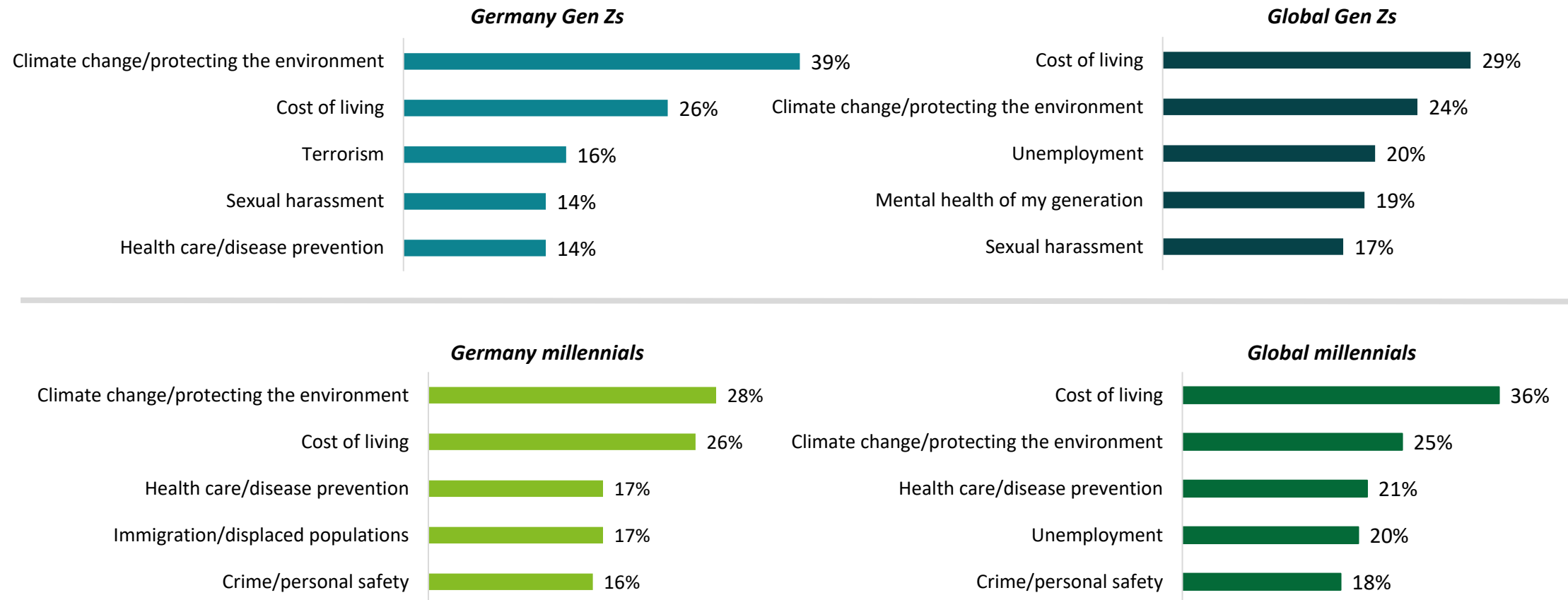


Top concerns

- Climate change / protecting the environment is the primary concern for both Gen Zs and millennials in Germany.
- The cost of living is a distant secondary concern for German Gen Zs, and is nearly of equal concern among German millennials.



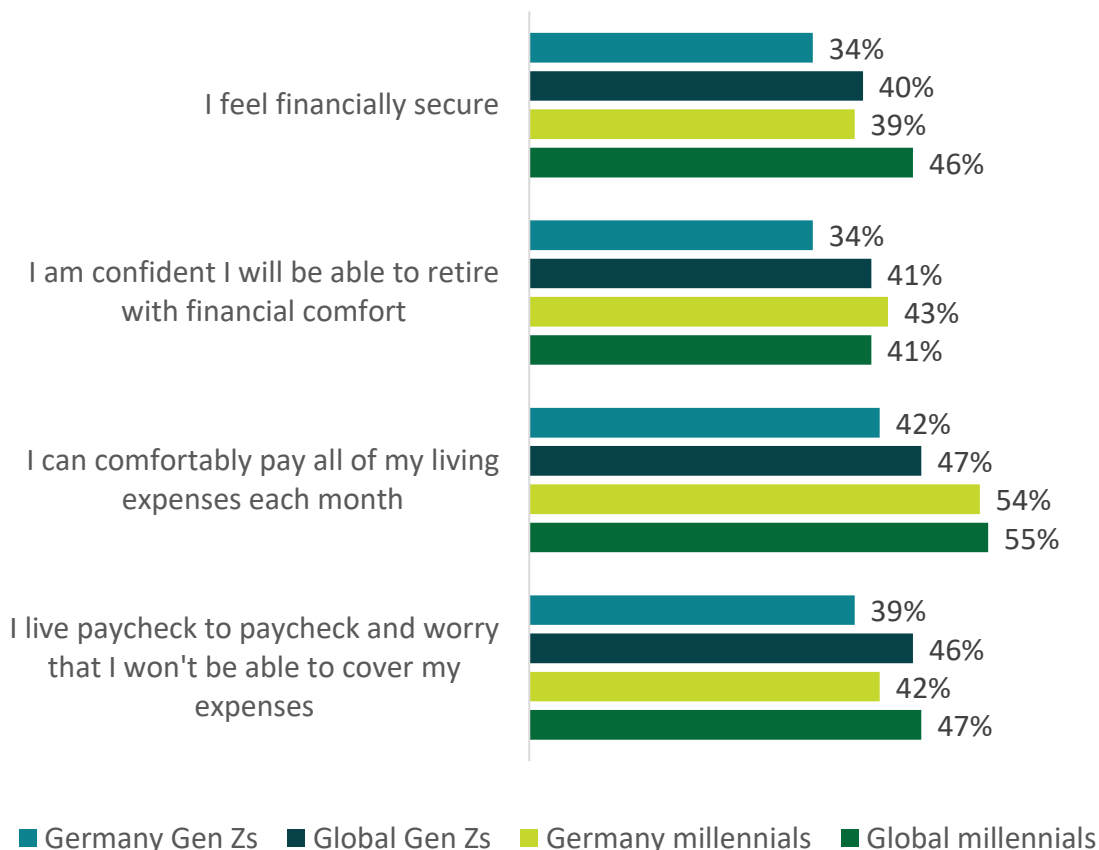
Top five issues of greatest concern:



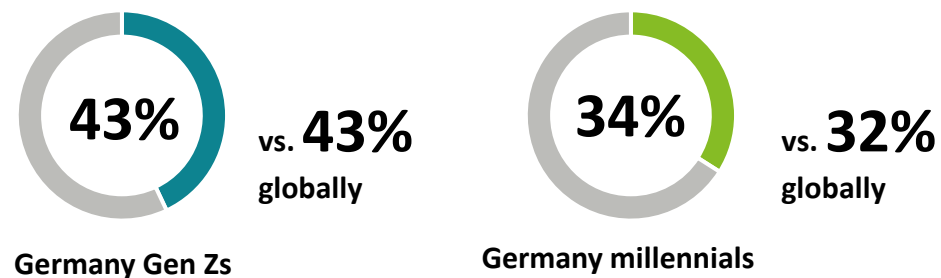
Financial concerns and the prevalence of side jobs

- German Gen Zs are typically more wary about their day to day and longer-term financial futures compared to the global average.
- By comparison, German millennials are modestly more confident.
- Nearly half of Gen Zs and one third of millennials have taken on side jobs, with many working for not-for-profit organizations, as social media influencers, and in retail settings.

Those who strongly/tend to agree with the following statements:



Many are taking on side jobs. Those who have taken on either a part- or full-time paying job in addition to their primary job:



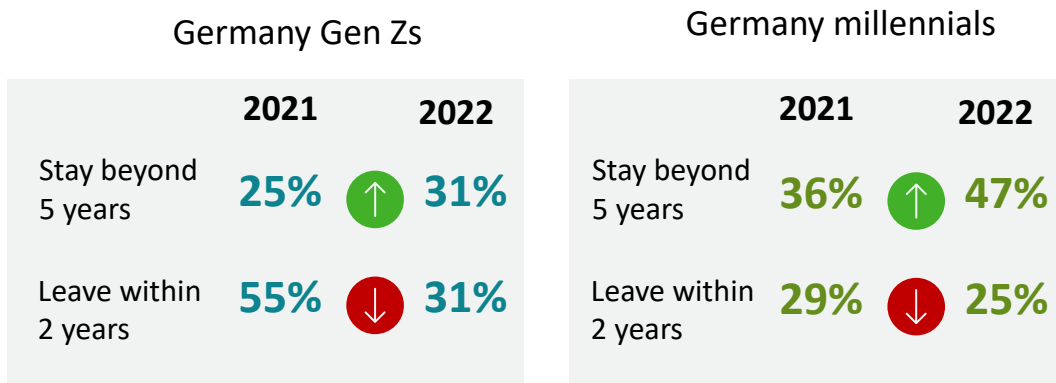
Top side jobs held in Germany*:

- Working for a not-for-profit organization (25% of Gen Zs and 18% of millennials)
- Social media influencer (21% of Gen Zs and 19% of millennials)
- Working in a restaurant or retail store (21% of Gen Zs and 16% of millennials)
- Pursuing artistic ambitions (19% of Gen Zs and 19% of millennials)
- Writing/hosting a blog, podcast, or newsletter (19% of Gen Zs and 12% of millennials)

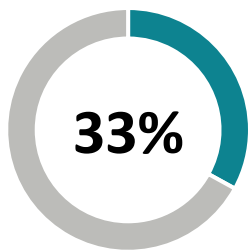
Job loyalty

- Gen Zs and millennials show greater long-term loyalty to their employers, compared to last year, with fewer now saying they expect to leave within the next two years.
- Gen Zs who have left an organization most commonly cite not having their feedback heard as a top reason for leaving.
- Good work/life balance, learning opportunities, and deriving a sense of meaning from work are the most common reasons why Gen Zs selected a new role.

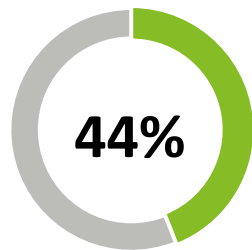
Those who would like to stay in their jobs beyond five years or leave within two:



Among the respondents who would like to leave their jobs within two years, the following would do so without another job lined up*:



Germany Gen Zs

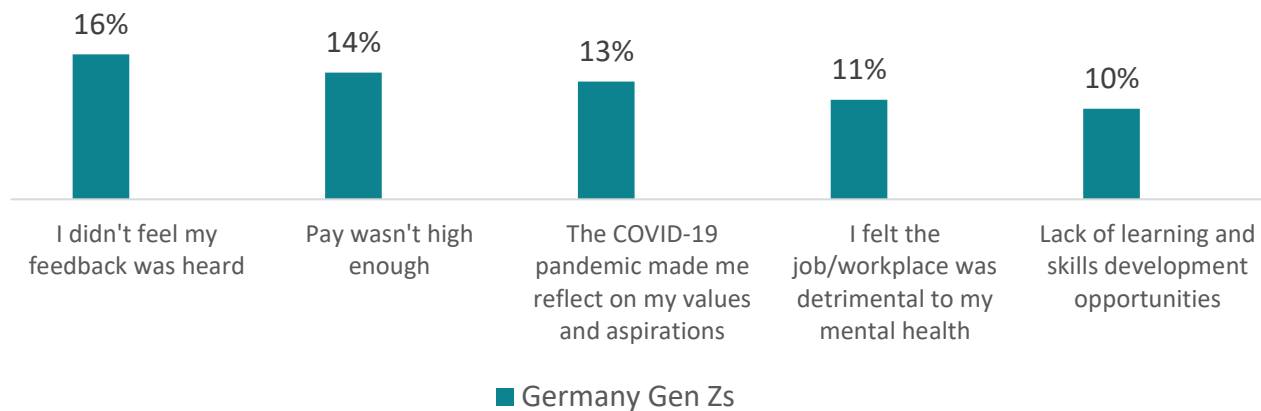


Germany millennials

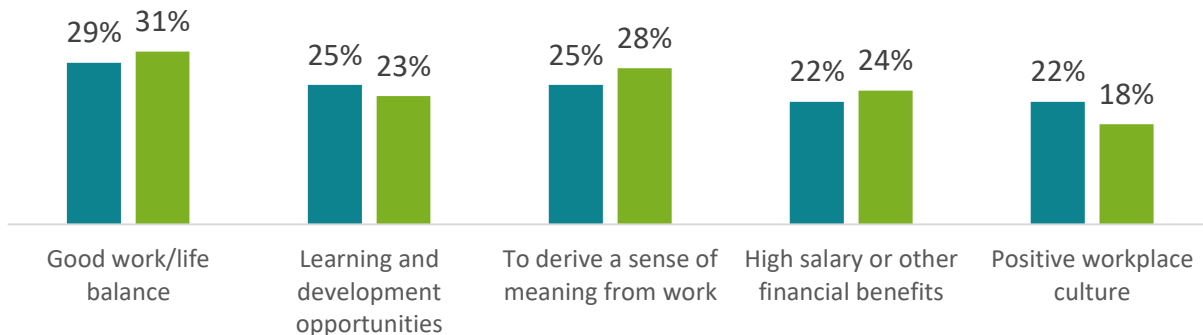
*Caution small base millennials (38)

** Base size of millennials too low to report out (28)

Top reasons Gen Zs left their organizations**:



Top reasons Gen Zs and millennials choose to work for an organization:

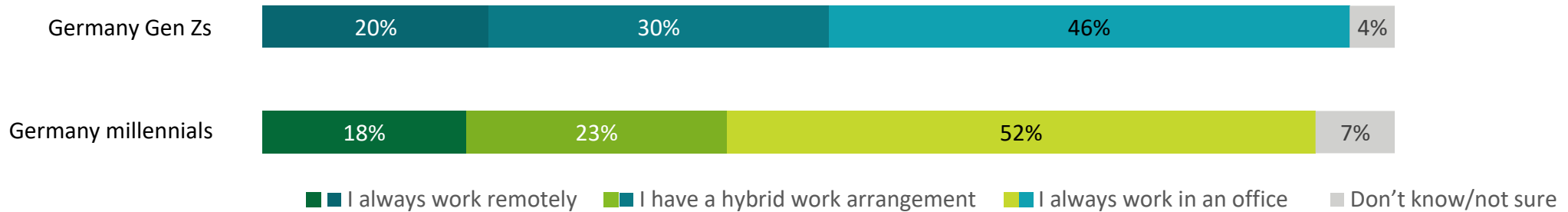


Growing demand for hybrid work arrangements

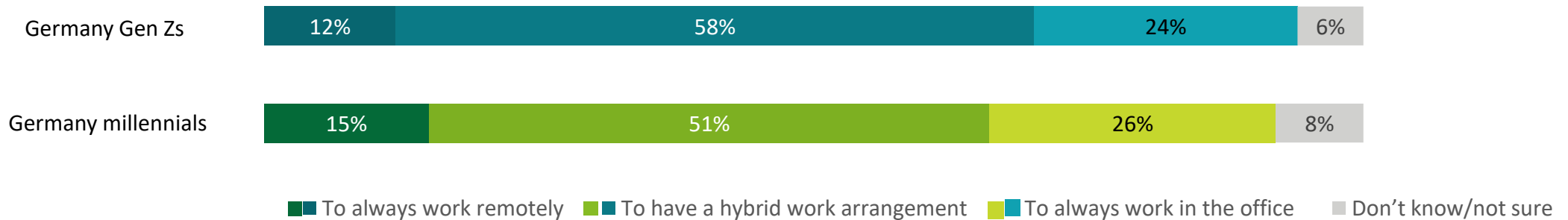
- Nearly half of Gen Zs and a slight majority of millennials currently work in an office.
- However, their preference is clearly for a hybrid working arrangement.



Current working patterns:



Preferred working patterns:



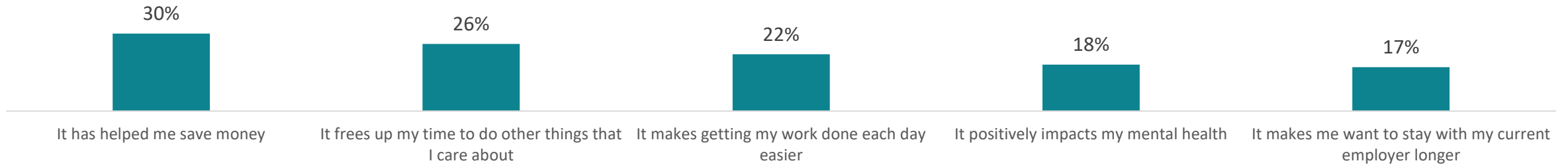
**As defined here, hybrid work arrangements include any combination of remote and in-office work, whether it be splitting time 50/50, working mostly remotely with occasional office time, or vice versa.*

The impact of remote work

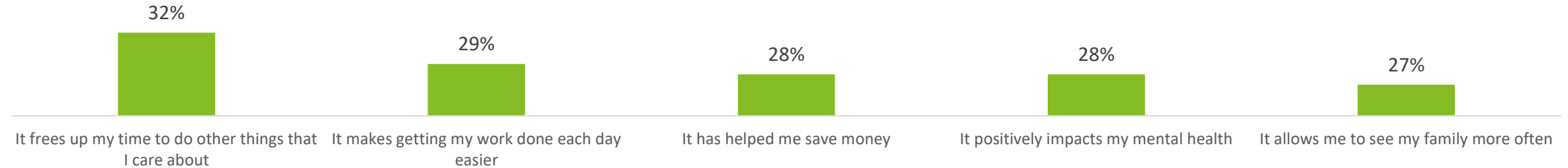
- Those who have had an opportunity to work remotely cite benefits such as saving money, having more time to do other things they care about, getting work done more easily, and positively impacting their mental health.



Top 5 impacts of remote work for Gen Zs in Germany:



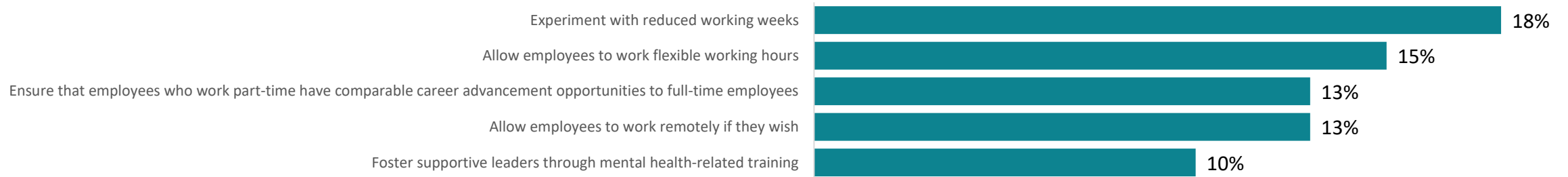
Top 5 impacts of remote work for millennials in Germany:



Gen Zs and millennials see flexible work as an opportunity to improve work/life balance

- If they were in charge of initiatives to improve work/life balance, Gen Zs and millennials say they would experiment with reduced working weeks and allow people to work more flexible hours.

 If Gen Zs in Germany were in charge, they'd prioritize the following initiatives to improve work/life balance:



 If millennials in Germany were in charge, they'd prioritize the following initiatives to improve work/life balance:

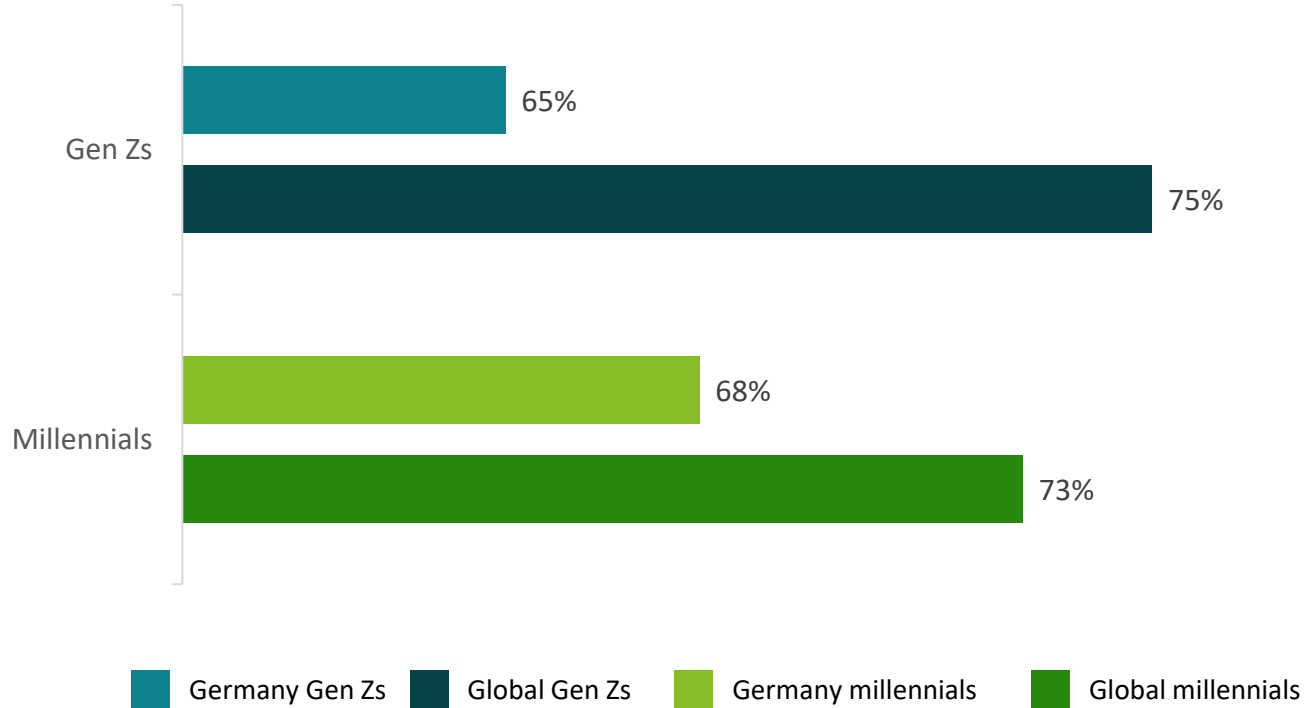


Environment: Uncertain future

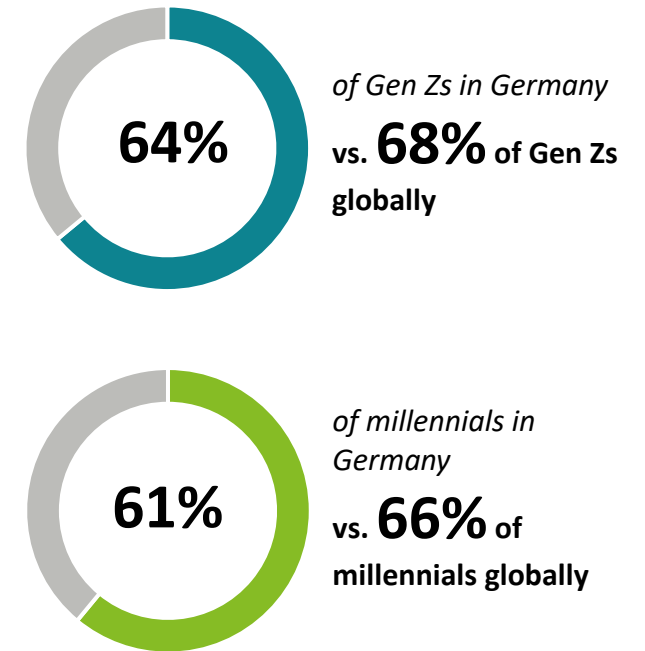
- While around two-thirds of German Gen Zs and millennials agree the world is at a tipping point in responding to climate change, this is lower than the global averages which stand at around three-quarters.
- Roughly two-thirds of Gen Zs and millennials in Germany have personally experienced a severe weather event, just under the global averages.



The world is at a tipping point when responding to climate change, and the future can go either way (*strongly agree or tend to agree*):



Those who have been personally impacted by at least one severe weather event in the last 12 months:

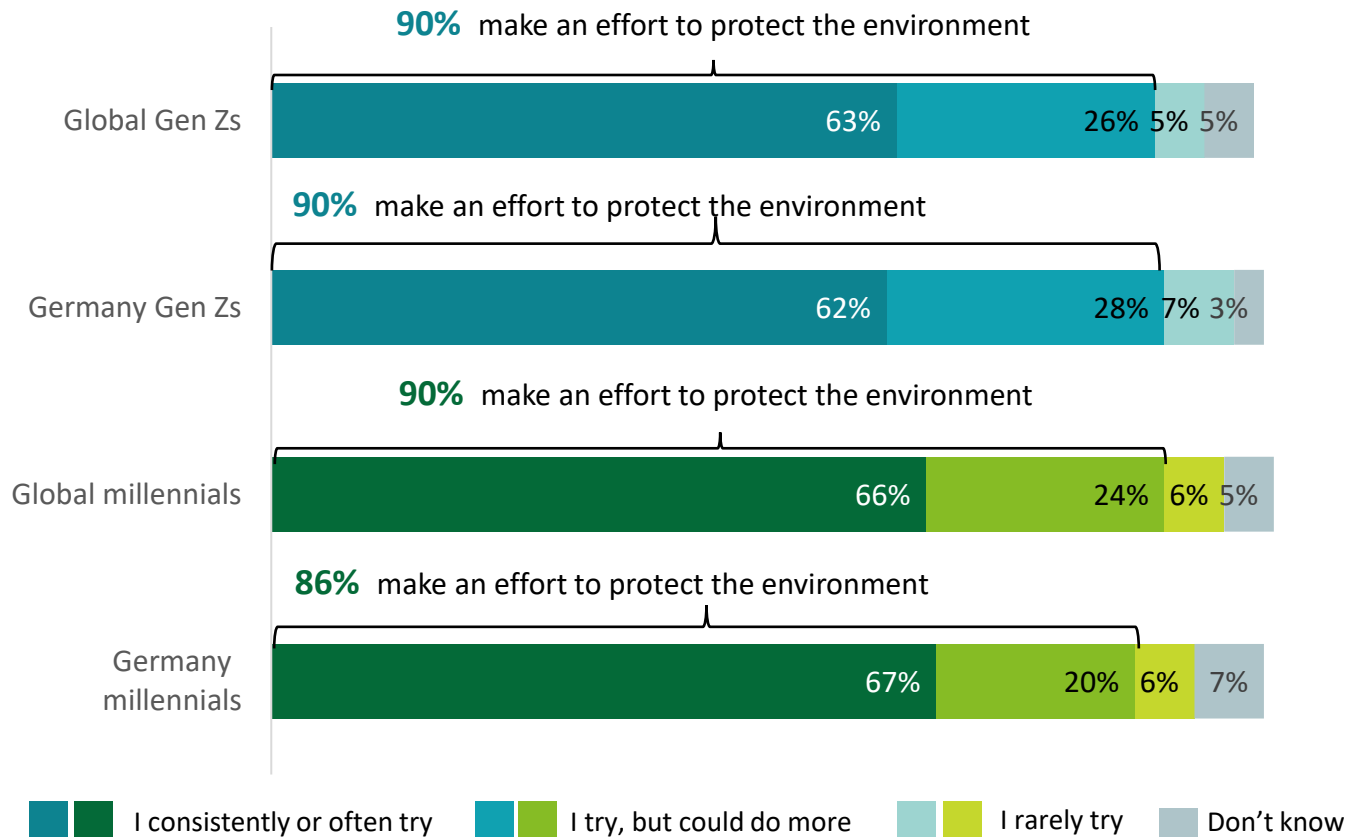


Environment: Commitment to act

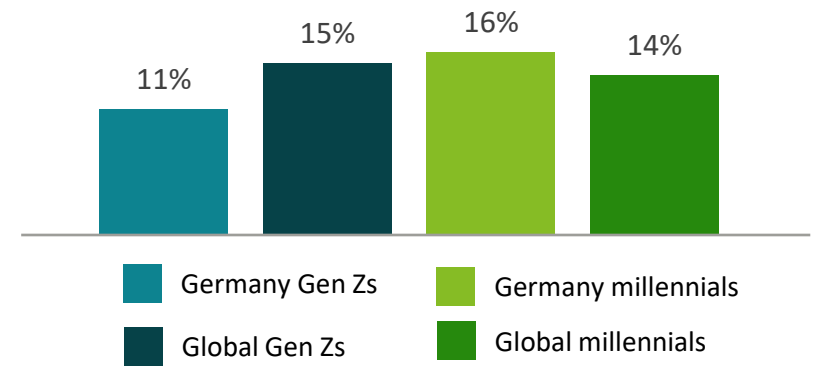
- The vast majority of German Gen Zs and millennials are trying consistently or often to minimize their personal impact on the environment.
- However very few feel large companies are taking substantive action or that their national government is highly committed to combatting climate change.



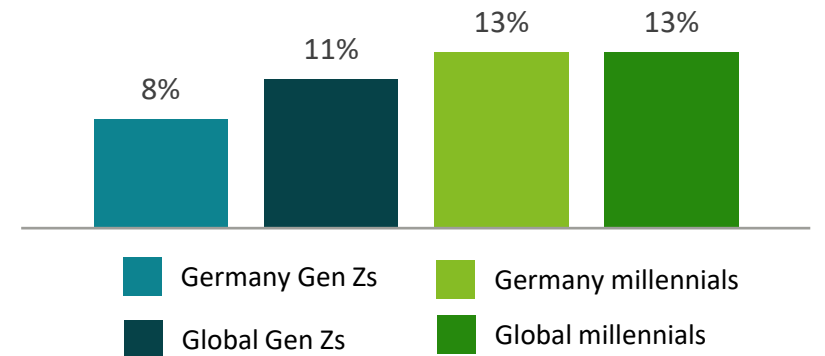
Those who try to minimize their personal impact on the environment:



Those who strongly agree that large companies are taking substantive/tangible actions to combat climate change:



Those who believe their national government is highly committed to combatting climate change:

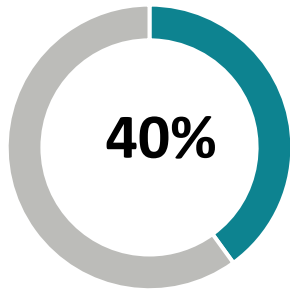


Environment: What they'd like their employers to do

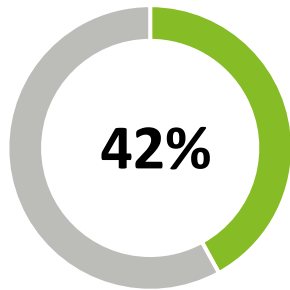
- Nearly half say they or their colleagues have pressured their employer to take action to address climate change.
- They'd like their employers to prioritize sustainable employee benefits and a commitment to net-zero greenhouse gas emissions.



Percentage who strongly/tend to agree that they and their colleagues have put pressure on their employer to take action on climate change:



of Gen Zs in Germany
vs. **48%** of Gen Zs globally



of millennials in Germany
vs. **43%** of millennials globally



Ranking of where employed Gen Zs and millennials in Germany feel their organizations should invest more resources to help combat climate change:



Sustainability-orientated employee benefits (17% of Gen Zs and 14% of millennials)



Commitment to being net-zero greenhouse gas emissions within the next decade (14% of Gen Zs and 16% of millennials)



Providing employees incentives to make better environmental choices (13% of Gen Zs and 10% of millennials)



Ban on single-use plastic products at work/office locations (11% of Gen Zs and 13% of millennials)



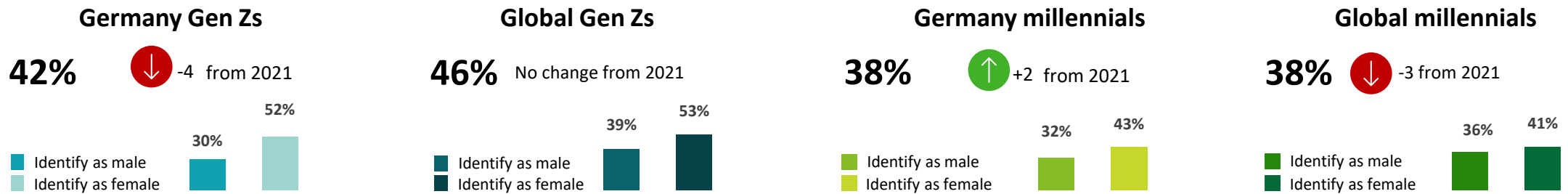
Renovating office locations to be greener (11% of Gen Zs and 9% of millennials)

Stress levels are high, particularly among Gen Zs

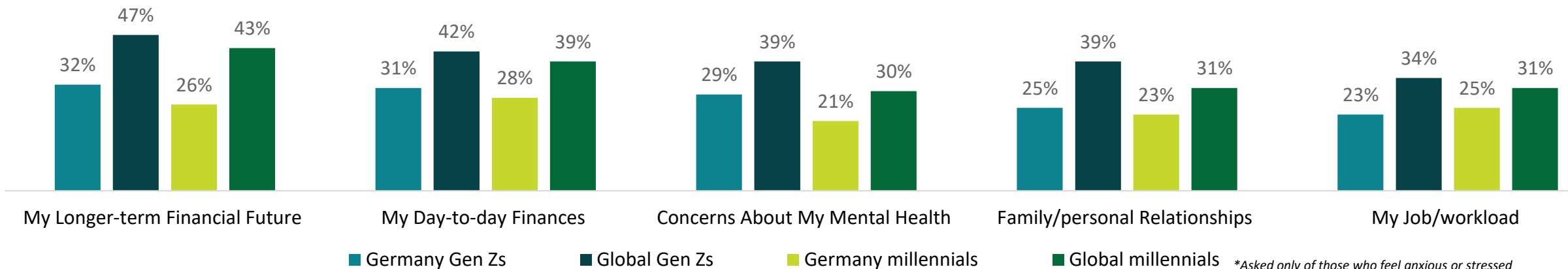
- While the proportion of German Gen Zs who claim to be stressed or anxious has declined slightly from last year, they are slightly more likely than their millennial counterparts to say they feel stressed all or most of the time.
- High stress and anxiety is far more commonplace among those identifying as female, in Germany and globally.
- Longer-term and day-to-day financial matters are key stress drivers.



Percentage of respondents who say they feel anxious or stressed all or most of the time:



Percentage of respondents who say the following contribute a lot to their feelings of anxiety or stress:*



*Asked only of those who feel anxious or stressed

2022 Gen Z and Millennial Survey

Burnout and efforts to improve workplace mental health

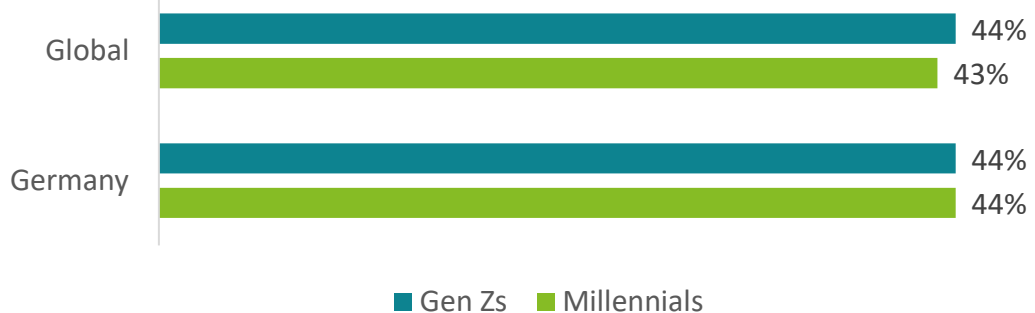
- German Gen Zs and millennials are slightly less likely to say they feel burned out from their workloads, as compared to the global averages.
- Around half in Germany say workplace well-being and mental health has become more of a focus for their employer since the start of the pandemic, and that their organization now talks more about mental health, but it has not resulted in any meaningful impact on employees.



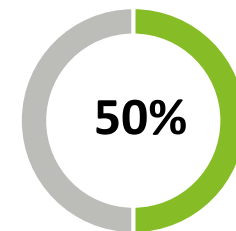
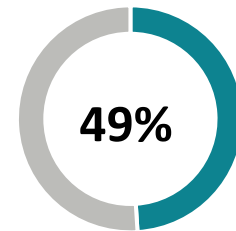
Percentage who feel burned out due to the intensity/demands of their workloads (*strongly/somewhat agree*):



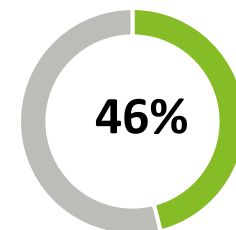
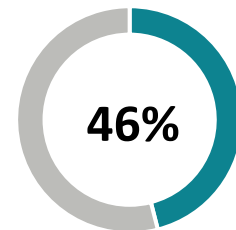
Percentage who said many people have recently left their organization due to the pressure of their workloads (*strongly/somewhat agree*):



Percentage who agree that workplace well-being and mental health **has become more of a focus for their employer since the start of the pandemic** (*Strongly/somewhat agree*):



Percentage who agree that their organization now talks more about mental health, but **it has not resulted in any meaningful impact on employees** (*Strongly/somewhat agree*):

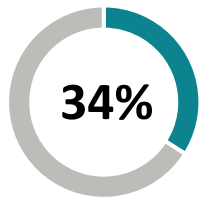


The workplace mental health stigma remains

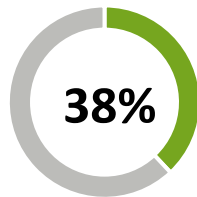
- Slightly more than a third say they wouldn't feel comfortable speaking openly with their manager about feelings of stress or anxiety, yet a similar proportion have taken time off work for mental health challenges.
- This suggests a continued discomfort discussing stress and mental health issues in the workplace.
- However, compared to 2021, more claim to have been transparent with their employer about the need to take time off for mental health challenges.



Percentage who would not feel comfortable speaking openly with their direct manager about feeling stressed or anxious, or about other mental health challenges:



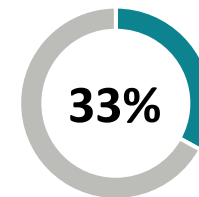
of Gen Zs in Germany



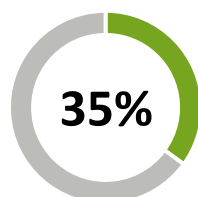
of millennials in Germany



Percentage who have taken time off work due to feelings of stress or anxiety:



of Gen Zs in Germany

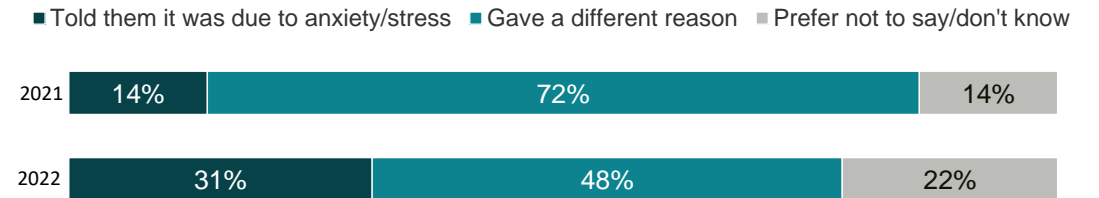


of millennials in Germany

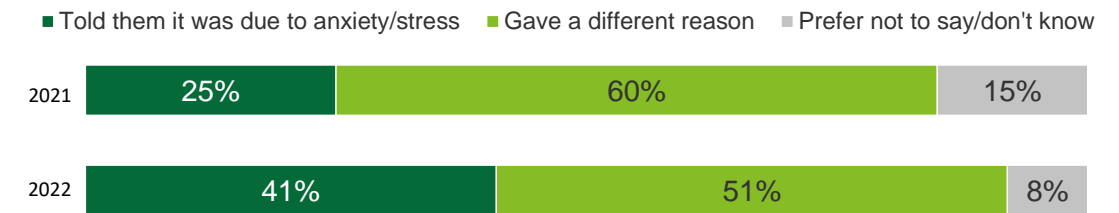


Among those who took time off work due to stress or anxiety, they gave their employers the following reason for their absence:

Germany Gen Zs



Germany millennials



Millz Mood Monitor



The Millz Mood Monitor gauges the mood of respondents and provides an annual snapshot of Gen Zs' and millennials' optimism that the world and their places in it will improve.

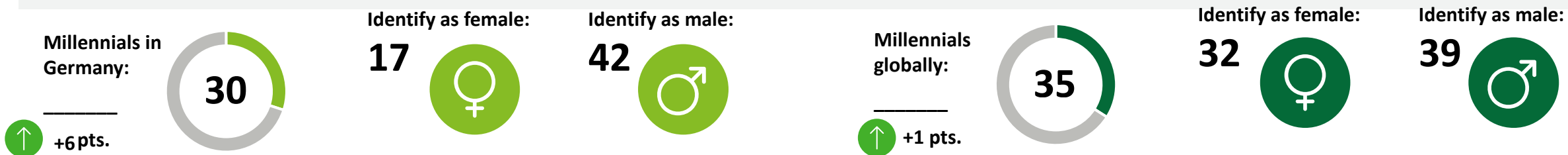
*Scores are based on responses to questions on the following five topics and are aggregated to create a measure between zero (absolute pessimism) and a hundred (complete optimism).



GEN ZS:



MILLENNIALS:





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