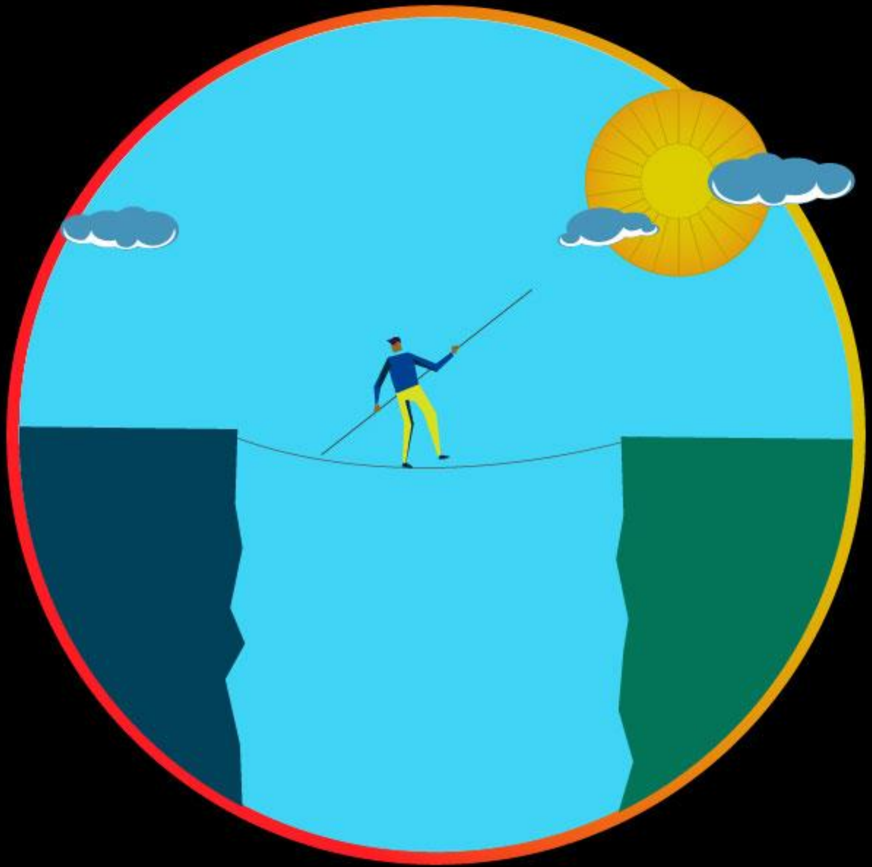
Deloitte.



2019 Deloitte Global Millennial Survey

A “generation disrupted”
Germany results

May 2019

Introduction

Deloitte Global's eighth annual Millennial Survey found that, facing continuous technological and societal disruption, millennials and Gen Zs are disillusioned with traditional institutions, skeptical of business’s motives and pessimistic about economic and social progress. Despite global economic expansion and opportunity, younger generations are wary about the world and their place in it. But they remain hopeful and lean on their values as both consumers and employees.

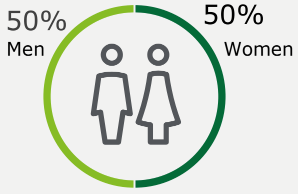
About Germany:

- 500 millennials and 301 Gen Zs surveyed
- German millennials and Gen Zs stand out from their global counterparts in a few key ways:
  - They are less inclined to want to make a positive impact on society
  - They are less inclined to believe the economic and political/social situation in their country will improve in the next year
  - They are less likely to start or stop a relationship with a business because of its impact on the environment or society
  - They are less inclined to believe institutions and individuals should do more to protect people’s data and online security than their global counterparts

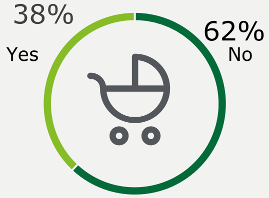
Sample profile

500 Millennial interviews conducted in Germany

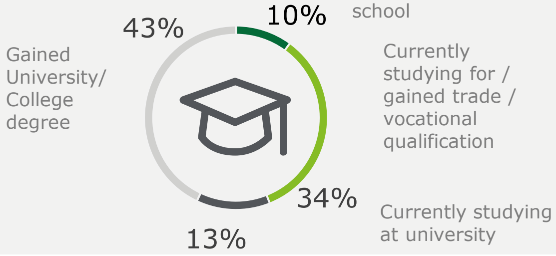
Gender



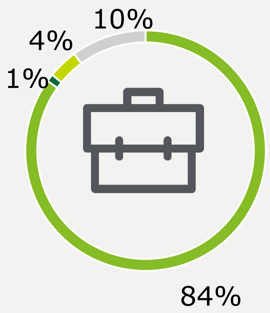
Have children



Education level

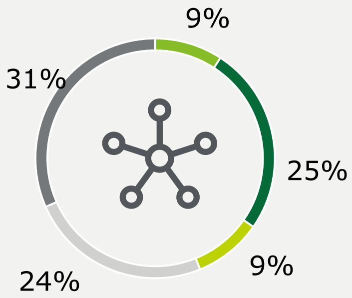


Working status



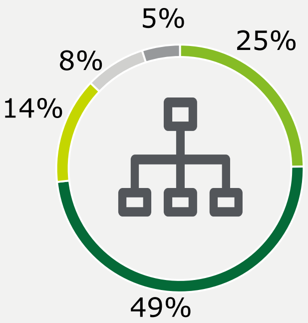
- Working full or part-time (less than 30 hours per week)
- Temporary / freelance
- In full time education
- Not working / in unpaid work

Organization size* (number of employees)



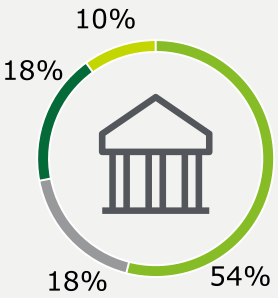
- 1-9
- 10-99
- 100-249
- 250-999
- 1,000+

Job seniority/level*



- Junior-level executive
- Mid-level executive
- Senior executive
- Head of department/division
- Senior management team/board

Organization type*



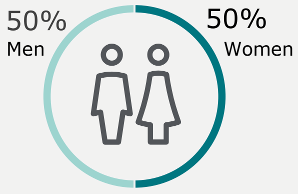
- Privately owned business
- Listed/publicly owned business
- State-owned or public-sector organization
- Not-for-profit organization/charity

* Based upon those currently working

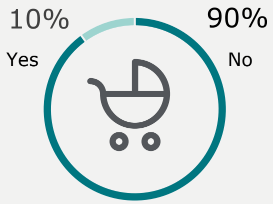
Sample profile

301 Gen Z interviews conducted in Germany

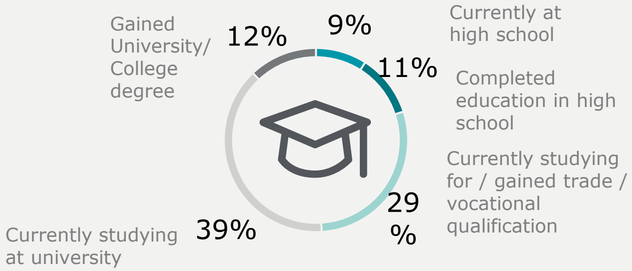
Gender



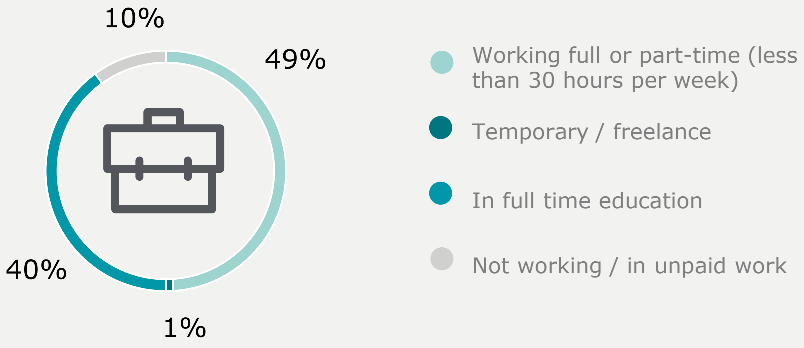
Have children



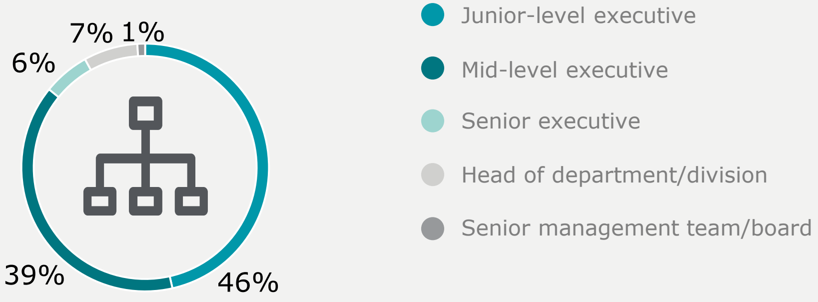
Education level



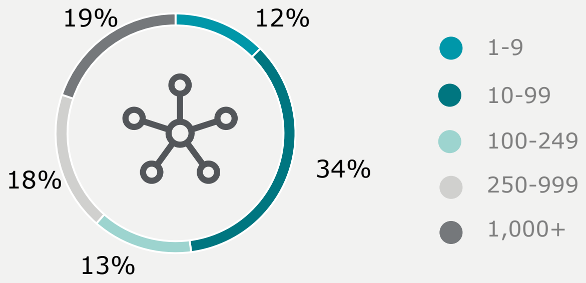
Working status



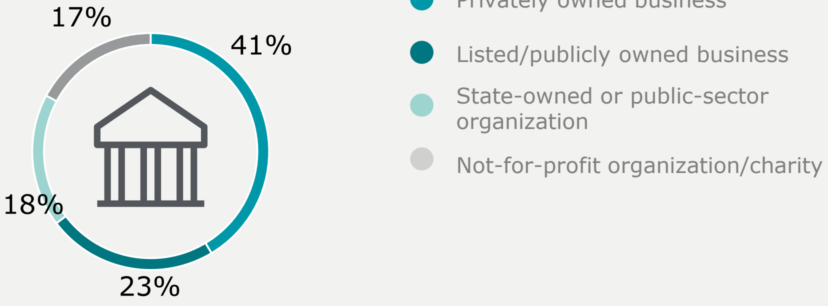
Job seniority/level*



Organization size* (number of employees)



Organization type*

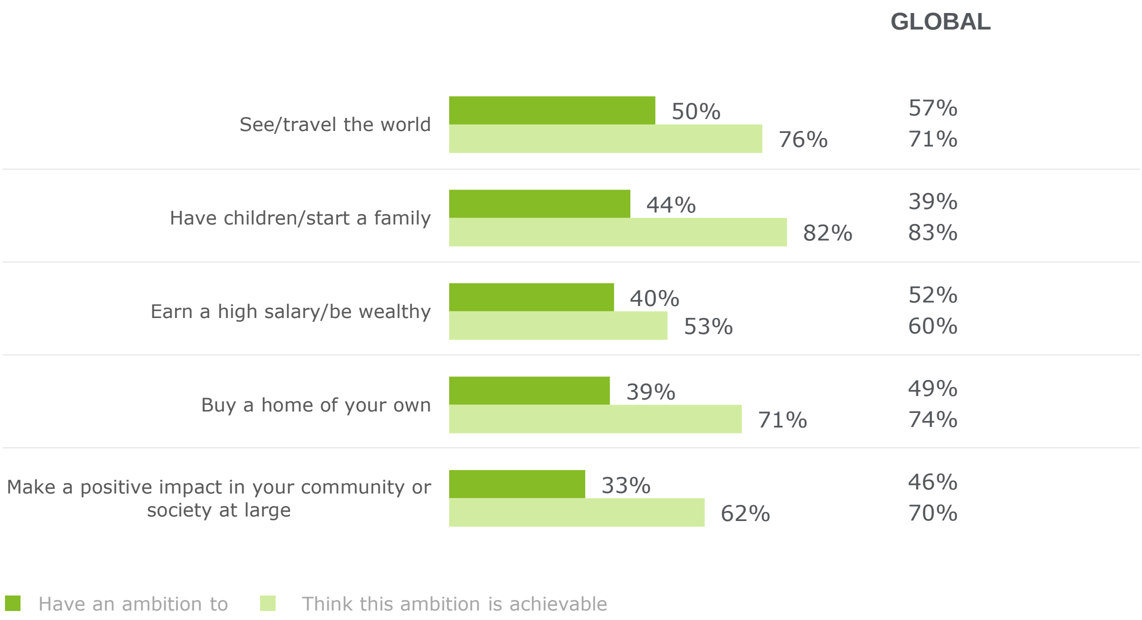


* Based upon those currently working

Altered aspirations

- **German millennials’ aspirations are lower in most categories than their global counterparts—in particular, buy a home, make a positive impact on society, or travel as much. They do aspire slightly more to have children (Germany 44%, global 39%)**
- **German Gen Zs also aspire to have a family more than their global counterparts (Germany 51%, global 45%). They are less ambitious to make a positive impact on society, buy a home or be wealthy.**

TOP 5 **MILLENNIAL** AMBITIONS

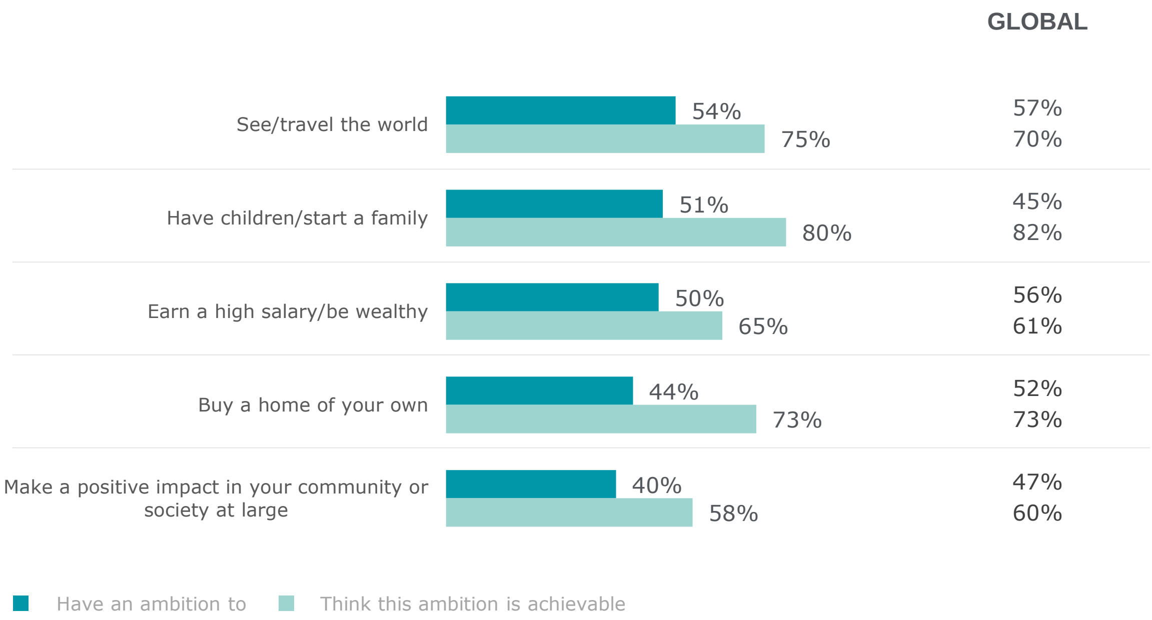


CLAIM THEY ARE ‘SATISFIED’ WITH THEIR LIFE NOWADAYS (8, 9 or 10 / 10)

31% Germany

29% Globally

TOP 5 **GEN Z** AMBITIONS



CLAIM THEY ARE ‘SATISFIED’ WITH THEIR LIFE NOWADAYS (8, 9 or 10 / 10)

26% Germany

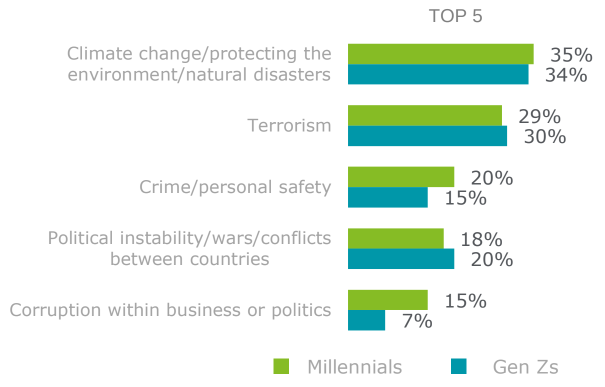
27% Globally

Q22a. Please indicate if you have any of the following ambitions. Q22b. Do you think each ambition is achievable?
Q4b. Overall, how satisfied are you with your life nowadays? Showing top three box score out of an eleven point scale
Base: All Millennials / Gen Zs in Germany 319 / 301, Globally 13,416/ 3,009. Q22b base differs by ambition

View of the world

- **Only 13% of German millennials and 14% of Gen Zs think the economic outlook will improve (versus 26% globally), and only 10% of German millennials and 7% of Gen Zs think the political/social situation will improve (versus 22% and 18% globally). These figures are much lower than in 2018 (economic 35%, political/social 23%).**
- **German respondents place have less faith than global respondents in the ability of charities/NGOs to solve the world's most-pressing challenges.**

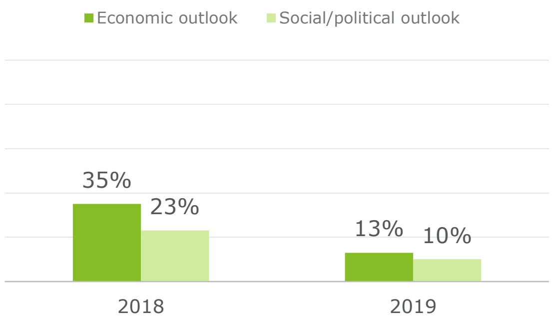
% **Millennials** and **Gen Zs** personally concerned about…



Millennials

	2018	**GLOBAL** 2019
Climate change/protecting the environment/natural disasters	34%	29%
Terrorism	39%	19%
Crime/personal safety	20%	20%
Political instability/wars/conflicts between countries	23%	18%
Corruption within business or politics	6%	20%

% **Millennials** who say that the … situation in Germany 'will improve' in the next 12 months…



GLOBAL 2019

26% Economic outlook

22% Social/political outlook*

% **Gen Zs** who say that the … situation in Germany 'will improve' in the next 12 months…

	Gen Zs 2019	**GLOBAL** 2019
Economic outlook	**14%**	**26%**
Social/political outlook*	**7%**	**18%**

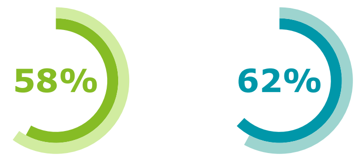
*Excludes China

% **Millennials** and **Gen Zs** who think … will be 'best able to solve the world's most pressing challenges'

	Germany		**Global**	
Government	**27%**	**27%**	**29%**	**28%**
Business	**24%**	**22%**	**20%**	**18%**
Universities/science and research institutes	**24%**	**24%**	**27%**	**33%**
Charities/NGOs	**12%**	**19%**	**13%**	**14%**

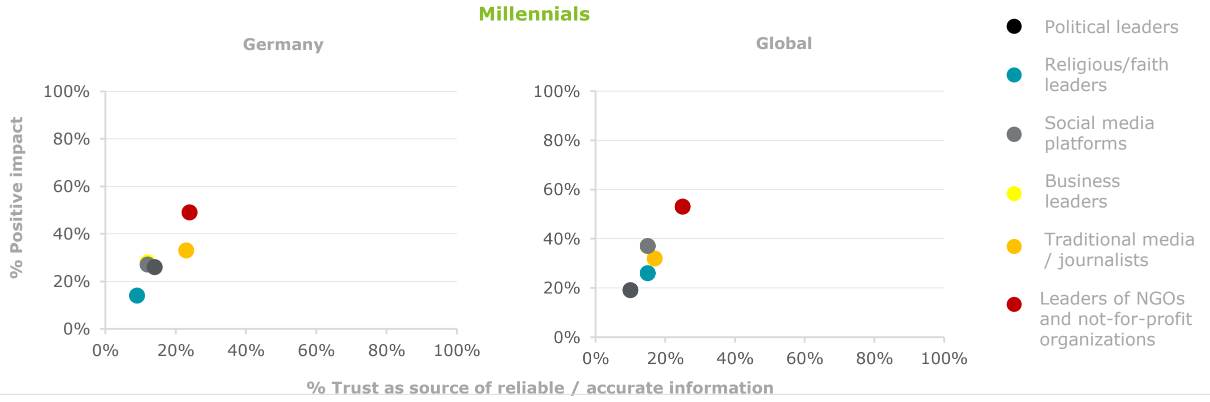
Millennials Gen Zs

% **Millennials** and **Gen Zs** who agree 'There are no barriers to prevent me from reaching my career ambitions'



60%	**58%**
GLOBAL 2019	GLOBAL 2019
Millennials	Gen Zs

% **Millennials** who say the following groups of people and organizations are having a 'positive impact' on the world, and can be trusted 'a lot' as sources of reliable / accurate information

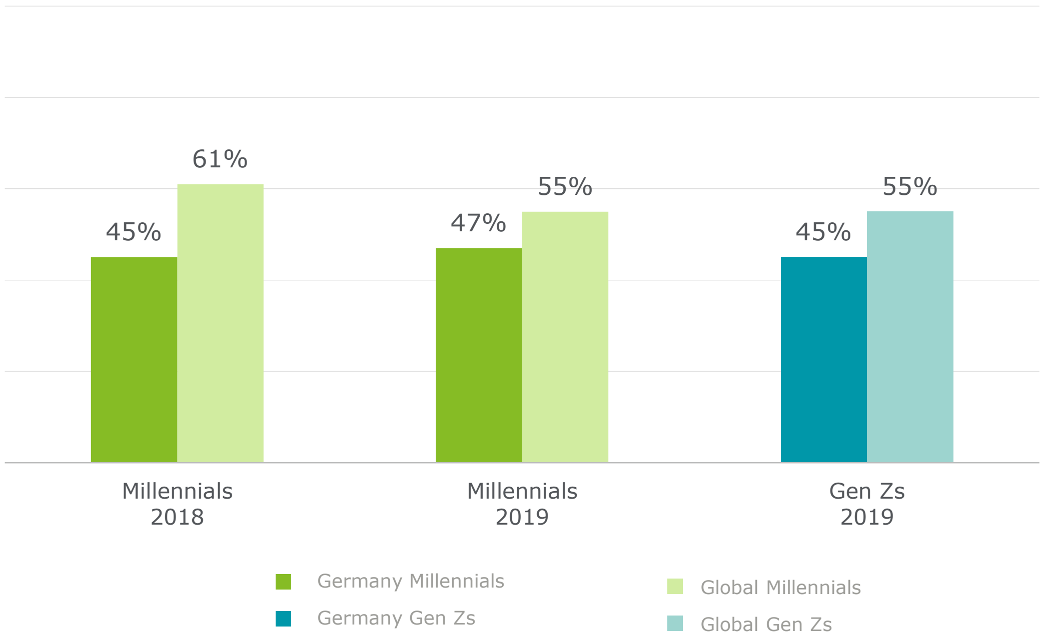


Q1. Thinking about the challenges facing societies around the world (including your own), which three of the following issues are you personally most concerned about? Please select up to three issues. Q2Taking everything into account, do you expect the overall economic situation in your Germany to improve, worsen or stay the same over the next 12 months? (Q3) Taking everything into account, do you expect the overall social/political situation in your country to improve, worsen or stay the same over the next 12 months?Q17. In the future, who will be best able to solve the world's most pressing challenges? Choose one. Q23. To what extent do you agree or disagree with the following statements? 'There are no barriers to prevent me from reaching my career ambitions'. Q18. Do you think the following groups of people and organizations are having a positive or negative impact on you and the world in which you live? Q19. Thinking of these same people and organizations, how much trust do you have in them as sources of reliable and accurate information? 2019 Base: All Millennials / Gen Zs in Germany 319 / 301, Globally 13,416/ 3,009. 2018 Base: All Millennials in Germany 319, Globally 10,455 NOTE: Trend is indicative but not a true like for like comparison. 2018 based on degree-educated Millennials in full-time employment

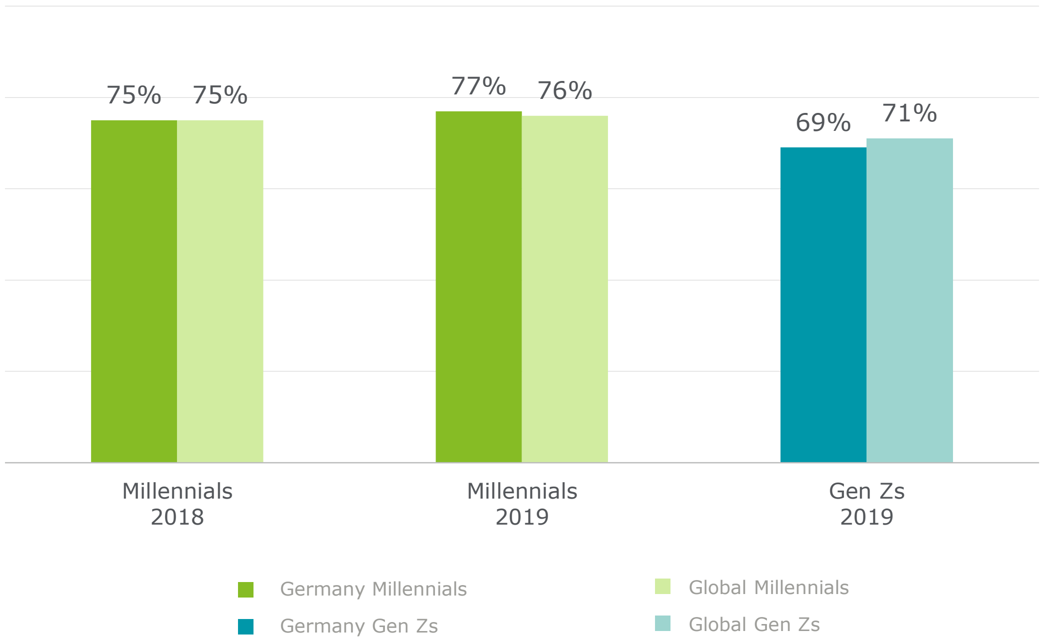
Millennials on business: The good, the bad, the ugly

- **German millennials and Gen Zs say business makes less of a positive impact on society than the global percentage (German millennials 47%, global millennials 55%; German Gen Zs 45%, global Gen Zs 55%).**

% who say businesses in general have a positive impact on the wider society in which they operate



% agree that businesses ‘focus on their own agendas rather than considering the wider society‛



Q11. Thinking about businesses in general around the world, what impact do you think they are having on the wider society in which they operate?
Q14. Thinking about business in general, would you agree or disagree that, on balance, the following statements describe their current behaviors?
2019 Base: All Millennials / Gen Zs in Germany 319 / 301, Globally 13,416/ 3,009
2018 Base: All Millennials in Germany 337, Globally 10,455
NOTE: Trend is indicative but not a true like for like comparison. 2018 based on degree-educated Millennials in full-time employment

The impact of Industry 4.0

- **German millennials who are not currently working are much less inclined than their global counterparts--as well as those millennials in full or part-time employment--to believe they have all or some of the required skills for the future.**
- **German Gen Zs, on the other hand, are only slightly less inclined than their working counterparts to believe they have the skills necessary, and are much more confident than nonworking global respondents.**

Millennials in Germany
Gen Zs in Germany
Millennials Globally
Gen Zs Globally

BELIEVE INDUSTRY 4.0 WILL MAKE IT HARDER TO GET OR CHANGE A JOB IN THE FUTURE

39% 53%
46% 53%

Millennials & Gen Zs in Germany / Globally
who are employed full / part time

38% 46%
45% 40%

Millennials & Gen Zs in Germany / Globally
who are not working or in unpaid work

BELIEVE THEY HAVE ALL / SOME OF REQUIRED SKILLS / KNOWLEDGE AS THE WORKING ENVIRONMENT IS SHAPED BY INDUSTRY 4.0

76% 72%
81% 77%

Millennials & Gen Zs in Germany / Globally
who are employed full / part time

49% 65%
65% 50%

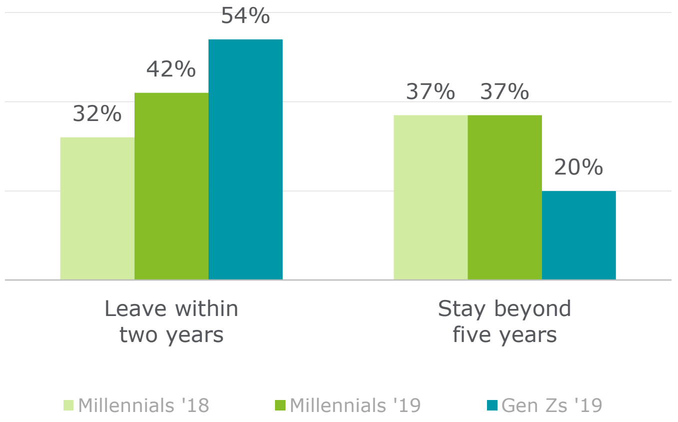
Millennials & Gen Zs in Germany / Globally
who are not working or in unpaid work

Q34. What impact, if any, do you think Industry 4.0 might have on your chances of a getting a job/changing your job in the future? Will Industry 4.0 make it...?
Q35. Do you feel you currently have the skills and knowledge that will be required as the working environment is increasingly shaped by Industry 4.0?
Base: Millennials in Germany working full/part time 269, not working/unpaid work 32* (low base size), Gen Zs working full/part time 147, not working/unpaid work 30* (low base size). Millennials Globally working full/part time 10,736, not working/unpaid work 1,342, Gen Zs working full/part time 1,409, not working/unpaid work 301

Disrupted, but also disrupting

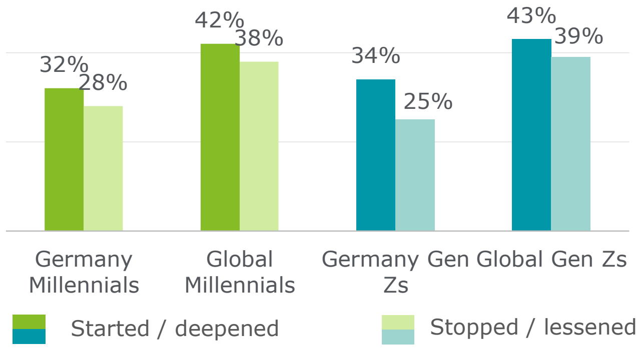
- **German millennials and Gen Zs are slightly less likely than global respondents to plan to leave their organizations in the next two years (German millennials 42%, global 49%; German Gen Zs 54%, global 61%). German millennials are also more likely to stay at their jobs for more than five years (Germany 37%, global 28%)**
- **German millennials are less likely to start relationships with businesses because of their impact on the environment or society than are their global counterparts (Germany 32%, global 42%), and less likely to stop relationships for those reasons (Germany 28%, global 38%). German Gen Zs are also less likely to start relationships with businesses for those reasons than are their global counterparts (Germany 34%, global 42%), and less likely to stop relationships for those reasons (Germany 25%, global 38%).**
- **German millennials are less likely than global respondents to join the gig economy (Germany 75%, global 84%).**

% who expect to leave / stay with their current employer…



Global	Millennials	Gen Zs
Leave in the next 2 years	49%	61%
Stay beyond 5 years	28%	19%

% who as a consumer have started/deepened and stopped/lessened a relationship with a business because its products or services positively / negatively impact the environment or society



% who would consider joining the gig economy

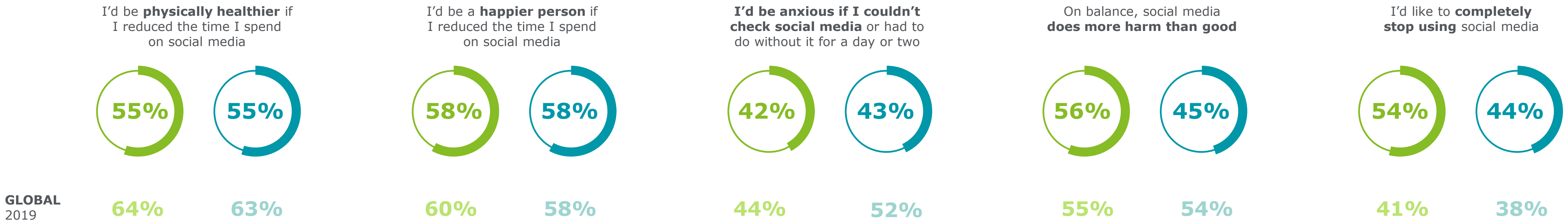
	Millennials 2019	**Gen Zs** 2019
Germany	75%	81%
Global	84%	81%

Q7. If you had a choice, how long would you stay with your current employer(s) before leaving to join a new organization or do something different? Q42. Would you consider joining the gig economy? Q20/21. As a consumer, have you ever started or deepened / stopped or lessened a relationship with a business because of the following: 'It has products/services that positively / negatively impact the environment/society'?
2019 Base: All Millennials/ GenZs in Germany 319/301, Global 13,416/3,009
2019 Base: All Millennials in work / Gen Zs in work in Germany 269 / 147, Global 10,736/ 1,409 2018 Base: All Millennials in work in Germany 337, Global 10,455
NOTE: Trend is indicative but not a true like for like comparison. 2018 based on degree-educated Millennials in full-time employment

Social media: Friend or foe?

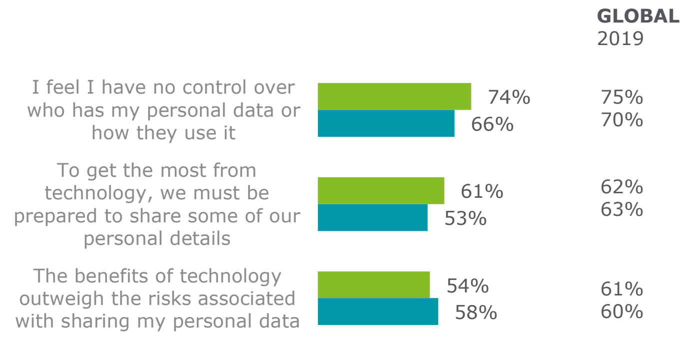
- **German millennials and Gen Zs are less likely than global respondents to say they'd be physically healthier if they reduced time on social media, but they are more inclined to say they'd like to stop using it completely. German Gen Zs would be less anxious if they couldn't use social media than global respondents, and are less likely to say that social media does more harm than good.**
- **German millennials and Gen Zs are less concerned about the security of personal data, and are less inclined to believe institutions and individuals should do more to protect people's data and online security than their global counterparts.**

% **Millennials** and **Gen Zs** who agree that…

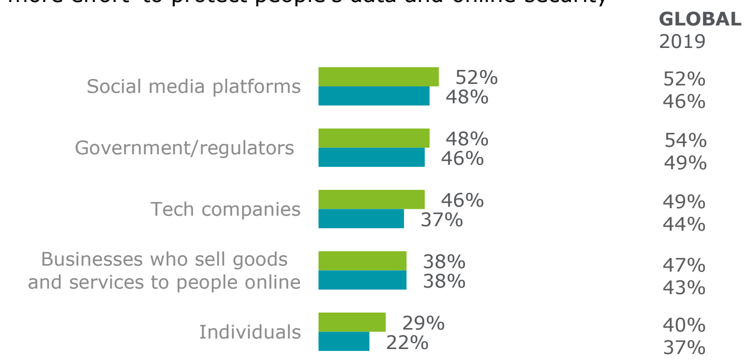


% **Millennials** and **Gen Zs** concerned about…

% **Millennials** and **Gen Zs** agree…



% **Millennials** and **Gen Z** who believe [institution] 'need to make more effort' to protect people's data and online security

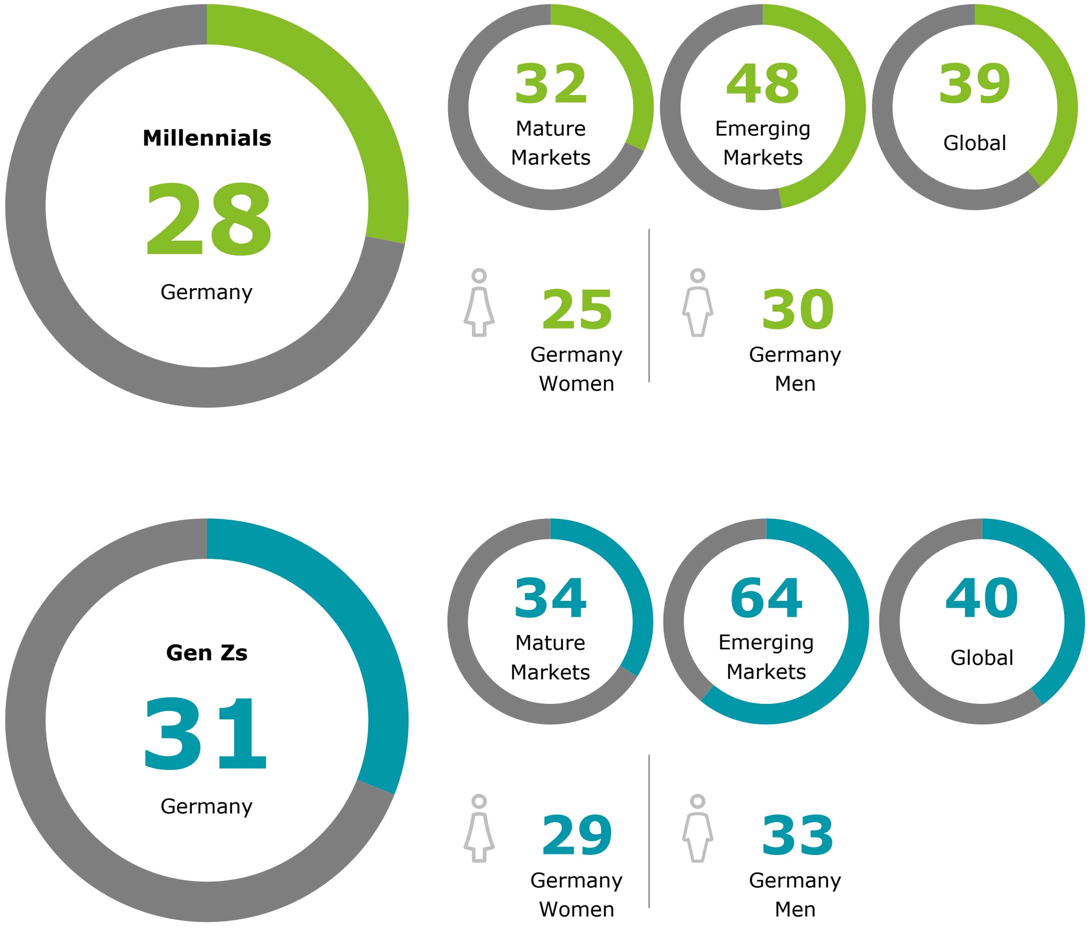


■ Millennials ■ Gen Zs

Q38. Do you agree or disagree with the following statements about the use of social media? Q39 How concerned are you, if at all, about the following?
Q40 Do you agree or disagree with the following statements about the use of online data and the organizations that collect it from you and other individuals?
Q41. What do you think of the effort being made by the following groups to protect people's data and online security?
Base: All Millennials / Gen Zs in Germany 319 / 301, Global 13,416/3,009

The MillZ Mood Monitor

- **German millennials, who scored 28, and Gen Zs, who scored 31, both scored lower on the mood index than their global counterparts (millennials 39, Gen Zs 40).**



Scores are based on results from the following five question topics that are aggregated to create a measure of between zero and a hundred. This scale gives us the ability to compare not only year-to-year movement, but also regional and demographic groups within a given year

THE ECONOMIC SITUATION	THE SOCIAL/ POLITICAL SITUATION	PERSONAL FINANCIAL SITUATION	THE ENVIRONMENT	IMPACT OF BUSINESSES ON WIDER SOCIETY

Zero
Nothing positive, at all!

50
Half think we're 'making progress'

100
'Everything is awesome'

Base: All Millennials / All Gen Zs in Germany 319 / 301, Female 160 / 150, Male 160 / 150, Mature markets 7,347 / 2,407, Emerging markets 6,068 / 602, Globally 13,416 / 3,009