

GEN Z & CONNECTED TECHNOLOGY: 2020 EUROPEAN ATTITUDINAL INSIGHTS

*A STUDY BY KANTAR, MUNICH
ON BEHALF OF DEUTSCHE TELEKOM*



LIFE IS FOR SHARING

***THE RESEARCH WAS CONDUCTED IN JULY 2020
BY KANTAR, MUNICH ON BEHALF OF DEUTSCHE TELEKOM.
YOUNG PEOPLE AGED FROM 16 TO 26 YEARS WERE
INTERVIEWED, WITH A TOTAL SAMPLE SIZE OF 4005****

***SAMPLE COUNTRIES INCLUDE:
GERMANY, THE UNITED KINGDOM, POLAND AND HUNGARY***



**See appendix for breakdown per country*



69%

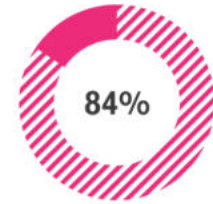
**OF EUROPEAN* GEN Z
FEEL AS THOUGH THEIR GENERATION'S USE
OF CONNECTED TECHNOLOGY IS
LOOKED AT NEGATIVELY.**



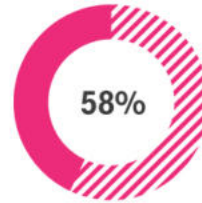
GEN Z WHO ANSWERED YES, OFTEN OR SOMETIMES, WHEN ASKED IF THEY FEEL AS THOUGH THEIR GENERATION'S USE OF **CONNECTED TECHNOLOGY** IS LOOKED AT NEGATIVELY (BY COUNTRY).



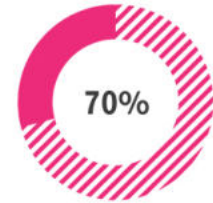
GERMANY



UK



POLAND



HUNGARY





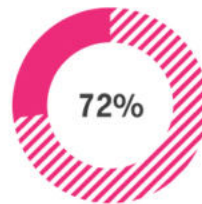
69%

**OF EUROPEAN* GEN Z THINK
THAT THEIR GENERATIONS USE OF
CONNECTED TECHNOLOGY CONTRIBUTES
TO A LACK OF UNDERSTANDING
OF THEIR GENERATION.**

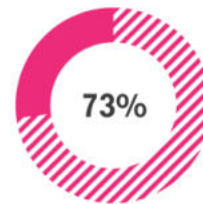
***“SOMETIMES I WOULD LIKE TO
TURN MY PHONE AROUND
AND SAY: ‘LOOK I’M WRITING
AN EMAIL, THIS IS ACTUALLY WORK.
IT’S NOT JUST MINDLESSLY
SCROLLING ON INSTAGRAM.’”***

***ANNA-LAURA, 23
(AUSTRIA)***

GEN Z WHO STRONGLY OR SOMEWHAT AGREED THAT THEIR GENERATION’S USE OF CONNECTED TECHNOLOGY CONTRIBUTED TO A LACK OF UNDERSTANDING OF THEIR GENERATION (BY COUNTRY).



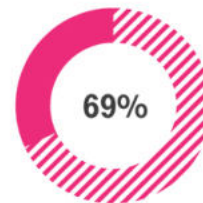
GERMANY



UK



POLAND



HUNGARY



UN YOUTH AMBASSADOR · JAHKINI · 20 · FORMER UN YOUTH AMBASSADOR · JAHKINI · 20 · FORMER UN YOUTH AMB

**“IT’S REALY IMPORTANT
THAT WE CHANGE THIS NARRATIVE
OF TECHNOLOGY BEING
SOMETHING REALLY NEGATIVE.”**

JAHKINI · FORMER UN YOUTH AMBASSADOR · JAHKINI · 20 · FORMER UN YOUTH AMBASSADOR · JAHKINI · 20 · FORMER



83%

**OF EUROPEAN* GEN Z SAY
THAT CONNECTED TECHNOLOGY
IS KEY TO BUILDING A
BETTER FUTURE.**



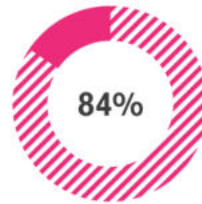
GEN Z WHO SAY THAT CONNECTED TECHNOLOGY IS KEY TO BUILDING A BETTER FUTURE (BY COUNTRY).



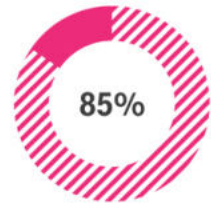
GERMANY



UK



POLAND



HUNGARY





90%

**OF EUROPEAN* GEN Z SAY THAT THE
ENGAGEMENT OF YOUNG PEOPLE IS KEY TO
BUILDING A BETTER FUTURE.**



GEN Z WHO SAY THAT THE ENGAGEMENT OF YOUNG PEOPLE IS KEY TO BUILDING A BETTER FUTURE (BY COUNTRY).



88%

GERMANY



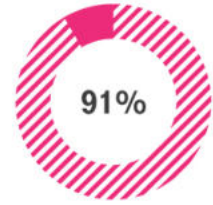
87%

UK



95%

POLAND



91%

HUNGARY





91%

**OF EUROPEAN* GEN Z SAY
THAT CONNECTED TECHNOLOGY
SUPPORTS THEM IN EXPANDING THEIR MIND
AND IMPROVING THEIR KNOWLEDGE.**

* of those surveyed in Germany, the United Kingdom, Poland and Hungary

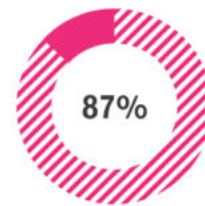
“WHEN YOUNG PEOPLE USE TECHNOLOGY, THEY ACTUALLY DO A LOT OF GREAT STUFF, YOU CAN LEARN ABOUT ECO FASHION, ENVIRONMENTAL ACTIVISM, OTHER CULTURES AND ABOUT A LOT OF OTHER THINGS THAT ARE GOING ON THESE DAYS.”

**ANNA-LAURA, 23
(AUSTRIA)**

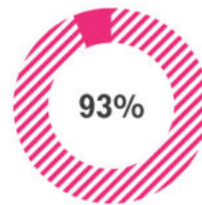
GEN Z THAT AGREED CONNECTED TECHNOLOGY SUPPORTS THEM IN EXPANDING THEIR MIND AND IMPROVING THEIR KNOWLEDGE (BY COUNTRY).



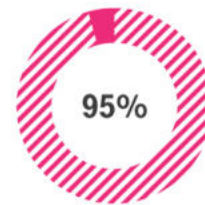
GERMANY



UK



POLAND



HUNGARY





93%

**OF EUROPEAN* GEN Z THINK
THAT CONNECTED TECHNOLOGY
CAN BE A USEFUL TOOL
FOR LEARNING AND EDUCATION.**

"I FEEL LIKE OUR GENERATION IS REALLY MISUNDERSTOOD. WE'RE OFTEN SEEN AS LAZY BUT I THINK YOUNG PEOPLE TODAY ARE SUPER ACTIVE AND ABLE TO ORGANISE THEMSELVES MORE EASILY BECAUSE OF TECHNOLOGY."

**JAHKINI, 20
(NETHERLANDS)**

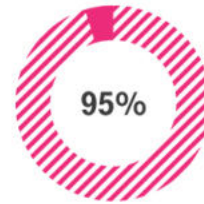
GEN Z THAT THINK CONNECTED TECHNOLOGY CAN DEFINITELY OR PROBABLY BE A USEFUL TOOL FOR LEARNING AND EDUCATION (BY COUNTRY).



GERMANY



UK



POLAND



HUNGARY





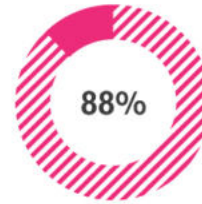
92%

OF EUROPEAN* GEN Z
CAN IMAGINE USING
CONNECTED TECHNOLOGY TO
MAKE EXTRA MONEY.

* of those surveyed in Germany, the United Kingdom, Poland and Hungary



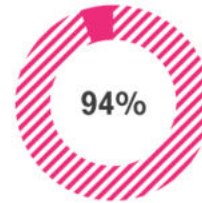
**GEN Z WHO SAID THEY COULD IMAGINE USING
CONNECTED TECHNOLOGY TO MAKE EXTRA MONEY
(BY COUNTRY).**



GERMANY



UK



POLAND



HUNGARY



78%

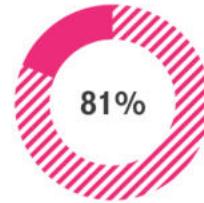
**OF EUROPEAN* GEN Z
AGREED THAT CONNECTED TECHNOLOGY
ALLOWS THEM TO EXPRESS
THEMSELVES ONLINE.**

* of those surveyed in Germany, the United Kingdom, Poland and Hungary

"I THINK SOCIAL MEDIA GIVES YOU THE EDUCATION YOU DON'T GET IN SCHOOL. USUALLY IN SCHOOL YOU DON'T TALK ABOUT LGBTQ RIGHTS OR CLIMATE CHANGE - SOCIAL MEDIA CAN BE LIKE AN EXTRA FORM OF SCHOOL."

**FABIAN, 19
(GERMANY)**

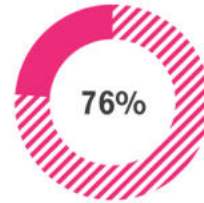
GEN Z WHO AGREED OR STRONGLY AGREED THAT CONNECTED TECHNOLOGY ALLOWS THEM TO EXPRESS THEMSELVES ONLINE (BY COUNTRY).



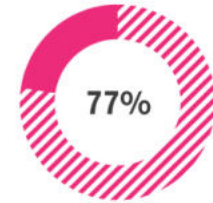
GERMANY



UK



POLAND



HUNGARY



80%

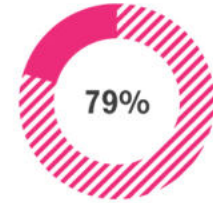
**OF EUROPEAN* GEN Z
SAY THAT CONNECTED TECHNOLOGY
ALLOWS THEM TO SHOWCASE
THEIR CREATIVITY.**



GEN Z WHO AGREED OR STRONGLY AGREED THAT CONNECTED TECHNOLOGY ALLOWS THEM TO **SHOWCASE THEIR CREATIVITY** (BY COUNTRY).



GERMANY



UK



POLAND



HUNGARY





86%

**OF EUROPEAN* GEN Z SAY
THAT CONNECTED TECHNOLOGY
ENABLES THEM TO CONNECT
WITH ONLINE COMMUNITIES
THROUGH SHARED PASSIONS.**



GEN Z WHO AGREED OR STRONGLY AGREED THAT CONNECTED TECHNOLOGY ENABLES THEM TO **CONNECT WITH ONLINE COMMUNITIES** THROUGH SHARED PASSIONS (BY COUNTRY).



GERMANY



UK



POLAND



HUNGARY



Like the people...

...WANT TO LIVE A MORE LIVABLE ENVIRONMENT
THAT IS AFFORDABLE, HEALTHY, THRIVE, THE FUTURE
GENERATION, RESOLVE THE URGENT OF ALL PEOPLE
AND TO SECURE THE BLESSING OF LIFE FOR OUR PLANET.
AND OUR FUTURE TO BEGET TERRESTRIAL A

GREEN NEW DEAL

There is no Planet B

THERE IS NO
PLANET B



86%

**OF EUROPEAN* GEN Z SAY THAT
CONNECTED TECHNOLOGY
HAS AN IMPORTANT ROLE TO PLAY
IN ADDRESSING GLOBAL
SUSTAINABILITY ISSUES.**

* of those surveyed in Germany, the United Kingdom, Poland and Hungary

"TALKING ABOUT THE CLIMATE CRISIS TODAY, TECHNOLOGY CAN BE SUPER IMPORTANT BECAUSE THERE IS A LOT OF MISCONCEPTION ABOUT WHAT IS GOING ON THESE DAYS."

**JAHKINI, 20
(NETHERLANDS)**

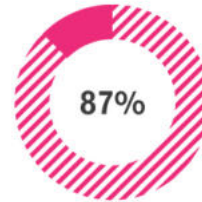
GEN Z THAT FEEL CONNECTED TECHNOLOGY HAS A VERY OR SOMEWHAT IMPORTANT ROLE TO PLAY IN ADDRESSING GLOBAL SUSTAINABILITY ISSUES (BY COUNTRY).



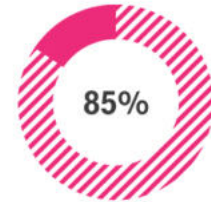
GERMANY



UK



POLAND



HUNGARY

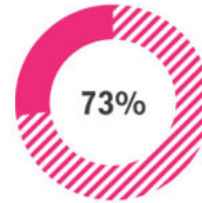




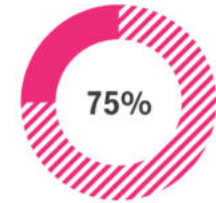
76%

**OF EUROPEAN* GEN Z SAY
THAT CONNECTED TECHNOLOGY
SUPPORTS THEM IN LIVING
A MORE SUSTAINABLE LIFE.**

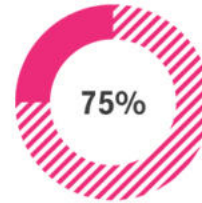
GEN Z WHO SAY THEY USE CONNECTED TECHNOLOGY TO SUPPORT THEM IN LIVING A MORE SUSTAINABLE LIFE (BY COUNTRY).



GERMANY



UK



POLAND



HUNGARY



A woman in traditional African attire, including a colorful headwrap and large earrings, stands behind a smiling woman with braided hair. The background is a warm, textured wall. A pink graphic overlay on the right contains text and a percentage.

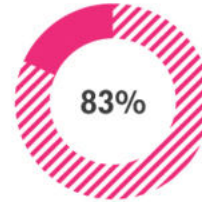
83%

**OF EUROPEAN* GEN Z BELIEVE
THAT SOCIAL MEDIA
PLAYS AN IMPORTANT ROLE
IN STANDING UP TO INJUSTICE.**

**“USING TECHNOLOGY
IS AN ACCESSIBLE WAY
TO LET YOUR
VOICE BE HEARD
AS A YOUNG PERSON.”**

*JAHKINI, 20
(NETHERLANDS)*

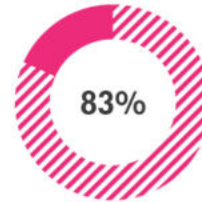
GEN Z WHO BELIEVE THAT SOCIAL MEDIA PLAYS A VERY OR SOMEWHAT IMPORTANT ROLE IN **STANDING UP TO INJUSTICE** (BY COUNTRY).



GERMANY



UK



POLAND



HUNGARY





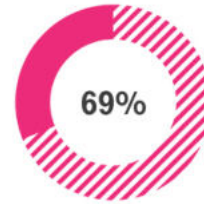
75%

**OF EUROPEAN* GEN Z SAY
SOCIAL MEDIA SUPPORTS THEM
IN STANDING UP FOR WHAT THEY BELIEVE IN.**

* of those surveyed in Germany, the United Kingdom, Poland and Hungary



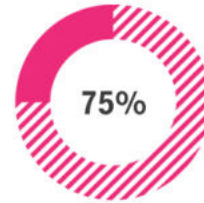
GEN Z WHO SAY SOCIAL MEDIA OFTEN OR SOMETIMES SUPPORTS THEM IN STANDING UP FOR WHAT THEY BELIEVE IN (BY COUNTRY).



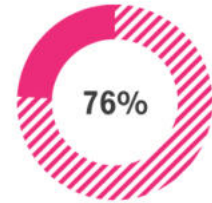
GERMANY



UK



POLAND



HUNGARY

EQUALITY CAMPAIGNER · FABIAN · 19 · EQUALITY CAMPAIGNER · FABIAN · 19 · EQUALITY CAMPAIGNER · FABIAN · 19 · EQ



**"WE'RE TRYING TO USE
TECHNOLOGY TO REACH OUT
TO OTHER PEOPLE
AND TO MAKE AN IMPACT."**

EQUALITY CAMPAIGNER · FABIAN · 19 · EQUALITY CAMPAIGNER · FABIAN · 19 · EQUALITY CAMPAIGNER · FABIAN · 19 · EQUALITY CAMPAIGNER

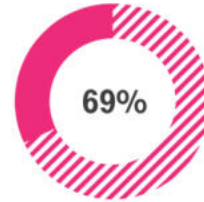


77%

**OF EUROPEAN* GEN Z SAY
THAT CONNECTED TECHNOLOGY
SUPPORTS THEM IN LOOKING AFTER
AND CARING FOR THEMSELVES.**



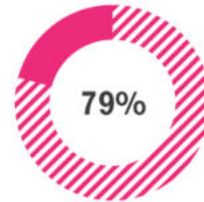
GEN Z THAT SAY CONNECTED TECHNOLOGY SUPPORTS THEM IN LOOKING AFTER AND CARING FOR THEMSELVES (BY COUNTRY).



GERMANY



UK



POLAND



HUNGARY



APPENDIX

METHODOLOGY

The research was conducted via an online survey in July 2020 by Kantar, Munich on behalf of Deutsche Telekom. Young people aged from 16 to 26 years were interviewed in Germany, the United Kingdom, Poland and Hungary, with a total sample size of 4005. Circa 1000 young people were surveyed per market (see full breakdown below).

COUNTRY	SAMPLE SIZE
Germany	1001
United Kingdom	1003
Poland	1000
Hungary	1001



MORE INFORMATION

For more information, please contact: medien@telekom.de

