

HEADLINE\_01

PROJECT

HEADLINE\_02

FUTUREPROOF



2021 EUROPEAN ATTITUDINAL RESEARCH

A STUDY BY KANTAR, MUNICH ON BEHALF OF DEUTSCHE TELEKOM



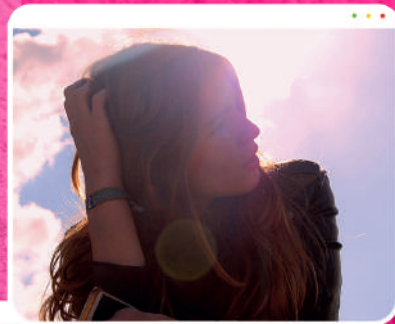
LIFE IS FOR SHARING.

RESEARCH WAS CONDUCTED IN APRIL 2021  
BY KANTAR, MUNICH ON BEHALF OF DEUTSCHE TELEKOM  
WITH A SAMPLE SIZE OF 4000 YOUNG PEOPLE AGED FROM 16 TO 26

**SAMPLE COUNTRIES INCLUDE:**  
GERMANY, UK, POLAND & HUNGARY



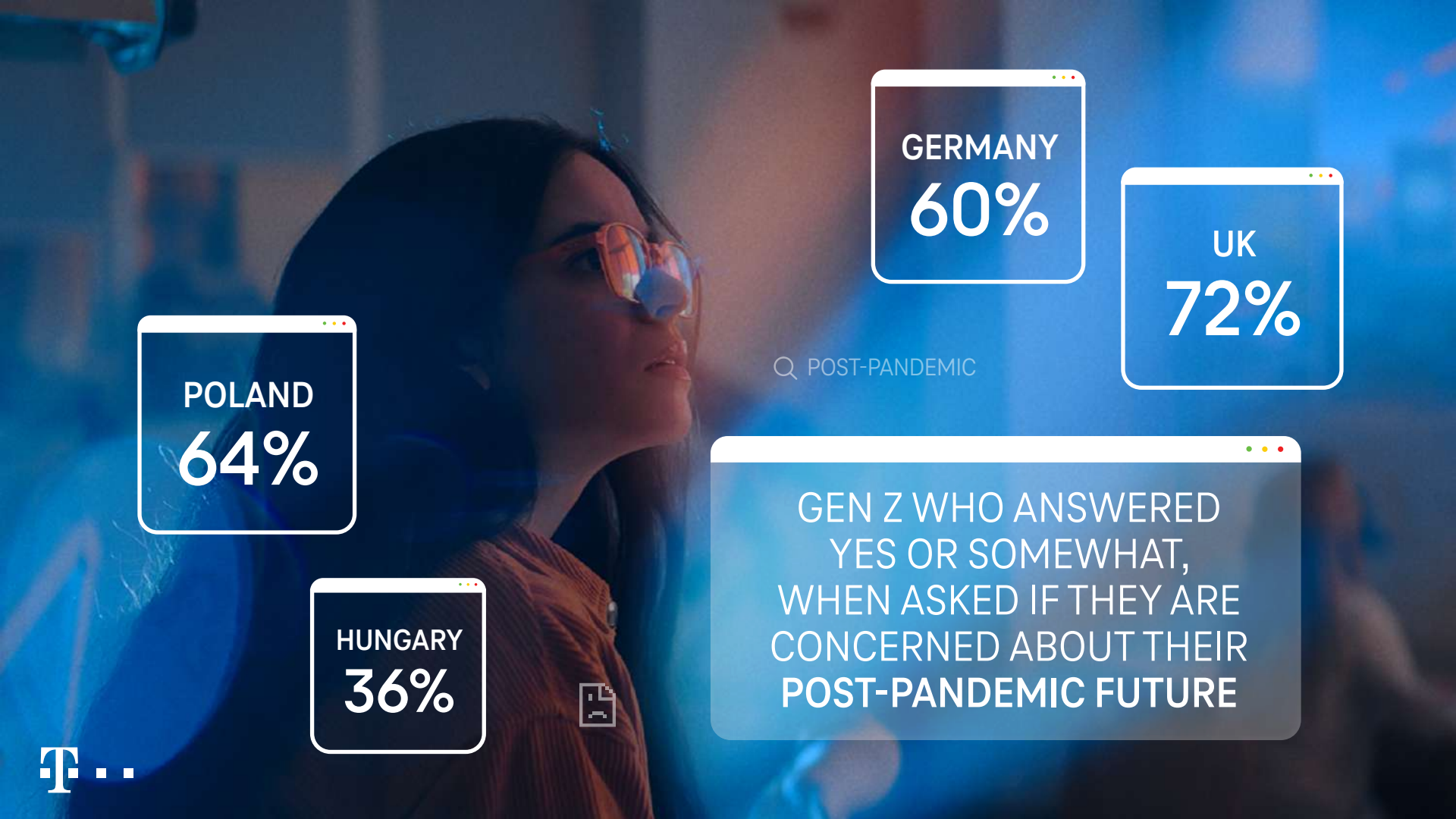
59% OF EUROPEAN\* GEN Z  
ARE CONCERNED ABOUT  
THEIR **POST-PANDEMIC**  
**FUTURE**



FUTURE



\*SAMPLE COUNTRIES INCLUDE GERMANY, UK, POLAND & HUNGARY



POLAND  
**64%**

HUNGARY  
**36%**

GERMANY  
**60%**

UK  
**72%**

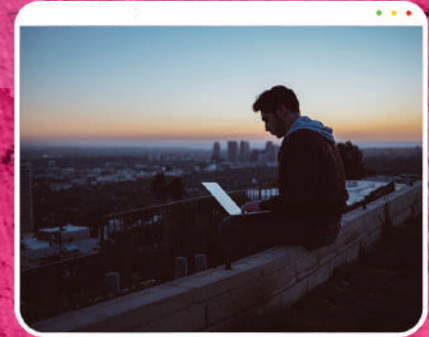
Q POST-PANDEMIC

GEN Z WHO ANSWERED  
YES OR SOMEWHAT,  
WHEN ASKED IF THEY ARE  
CONCERNED ABOUT THEIR  
POST-PANDEMIC FUTURE

Q CAREERS

Q FUTURE JOBS

61% OF EUROPEAN\* GEN Z  
ARE ANXIOUS ABOUT  
THEIR **FUTURE JOB AND  
CAREER PROSPECTS**



\*SAMPLE COUNTRIES INCLUDE GERMANY, UK, POLAND & HUNGARY

Q CAREERS

Q FUTURE JOBS

POLAND

69%

UK

71%

GERMANY

54%

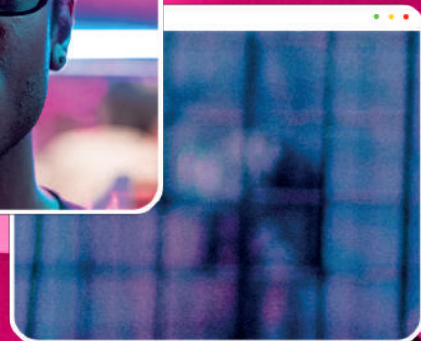
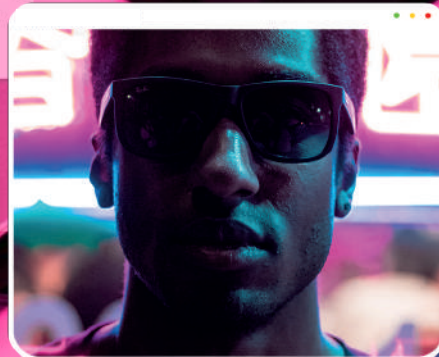
GEN Z WHO ANSWERED VERY  
OR SOMEWHAT, WHEN ASKED  
IF THEY ARE ANXIOUS ABOUT  
THEIR **FUTURE JOB AND  
CAREER PROSPECTS**

HUNGARY

48%

**40% OF EUROPEAN\* GEN Z  
DON'T KNOW WHAT TO  
DO IN THE FUTURE**

 MY FUTURE



HUNGARY

27%

STRONGLY AGREE  
OR DISAGREE

GERMANY

38%

STRONGLY AGREE  
OR DISAGREE

UK

50%

STRONGLY AGREE  
OR DISAGREE

POLAND

43%

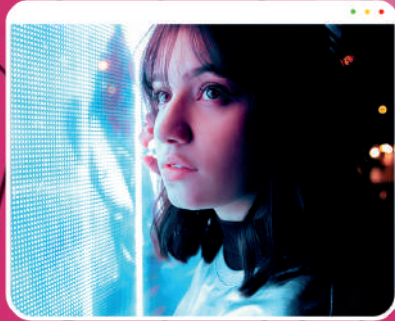
STRONGLY AGREE  
OR DISAGREE

“I DON'T KNOW WHAT  
TO DO IN THE FUTURE”





**54%** OF EUROPEAN\* GEN Z  
ARE UNSURE WHAT **CAREERS**  
**WILL EXIST IN**  
**THE FUTURE**



 CAREERS OF THE FUTURE



\*SAMPLE COUNTRIES INCLUDE GERMANY, UK, POLAND & HUNGARY



**“I AM UNSURE WHAT CAREERS  
WILL EXIST IN THE FUTURE”**

**POLAND**

**60%**

STRONGLY AGREE  
OR DISAGREE

**UK**

**61%**

STRONGLY AGREE  
OR DISAGREE

**GERMANY**

**50%**

STRONGLY AGREE  
OR DISAGREE

**HUNGARY**

**44%**

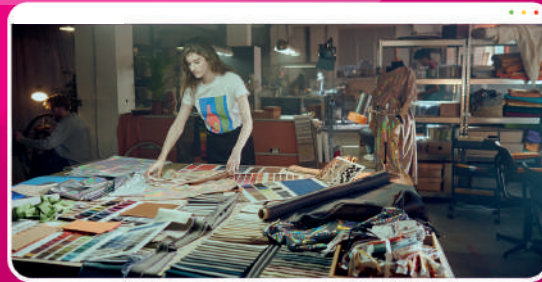
STRONGLY AGREE  
OR DISAGREE



47% OF EUROPEAN\* GEN Z  
ARE WORRIED THAT THEY  
DO NOT HAVE THE **SKILLS OR  
QUALITIES** THEY NEED TO HELP  
THEM IN THEIR FUTURE CAREER



Q SKILLS





“I AM WORRIED THAT I DO NOT HAVE THE SKILLS OR QUALITIES I NEED TO HELP ME IN MY FUTURE CAREER”

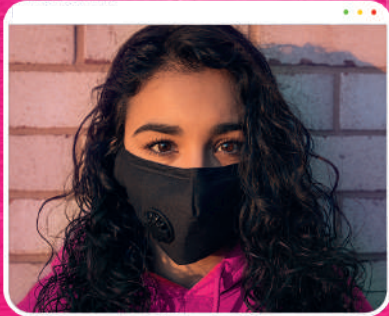
HUNGARY  
**37%**  
STRONGLY AGREE  
OR DISAGREE

POLAND  
**54%**  
STRONGLY AGREE  
OR DISAGREE

GERMANY  
**43%**  
STRONGLY AGREE  
OR DISAGREE

UK  
**54%**  
STRONGLY AGREE  
OR DISAGREE

**50%** OF EUROPEAN\* GEN Z  
THAT SAY THAT THE **COVID-19**  
**PANDEMIC** HAS NEGATIVELY  
IMPACTED THEIR CONFIDENCE  
IN THEIR FUTURE



Q COVID-19



\*SAMPLE COUNTRIES INCLUDE GERMANY, UK, POLAND & HUNGARY



Q COVID-19



**“THE COVID-19 PANDEMIC  
HAS NEGATIVELY IMPACTED MY  
CONFIDENCE IN MY FUTURE”**

# METHODOLOGY

The research was conducted in April 2021 by Kantar, Munich on behalf of Deutsche Telekom.

Young people aged from 16 to 26 were interviewed in Germany, UK, Poland & Hungary, with a total sample size of 4000. Circa 1000 young people were surveyed per market.

COUNTRY	SAMPLE SIZE
GERMANY	1000
UK	1000
POLAND	1000
HUNGARY	1000