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.

* of those surveyed in Germany, the United Kingdom, Poland and Hungary
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: 65%
- UK: 84%
- Poland: 58%
- Hungary: 70%
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: 72%
- UK: 73%
- Poland: 60%
- Hungary: 69%
“It’s really important that we change this narrative of technology being something really negative.”
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: 83%
- UK: 79%
- Poland: 84%
- Hungary: 85%
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).

- Germany: 88%
- UK: 87%
- Poland: 95%
- Hungary: 91%
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: 89%
- UK: 87%
- Poland: 93%
- Hungary: 95%
OF EUROPEAN* GEN Z THINK THAT CONNECTED TECHNOLOGY CAN BE A USEFUL TOOL FOR LEARNING AND EDUCATION.

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

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Germany</td>
<td>93%</td>
</tr>
<tr>
<td>UK</td>
<td>89%</td>
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<tr>
<td>Poland</td>
<td>95%</td>
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<td>Hungary</td>
<td>94%</td>
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</table>

GEN Z that think connected technology can definitely or probably be a useful tool for learning and education (by country).
*of those surveyed in Germany, the United Kingdom, Poland and Hungary

92% of European* Gen Z can imagine using connected technology to make extra money.
GEN Z WHO SAID THEY COULD IMAGINE USING CONNECTED TECHNOLOGY TO MAKE EXTRA MONEY (BY COUNTRY).
Of those surveyed in Germany, the United Kingdom, Poland and Hungary, 78% of European* Gen Z agreed that connected technology allows them to express themselves online.
“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: 81%
- UK: 80%
- Poland: 76%
- Hungary: 77%
of those surveyed in Germany, the United Kingdom, Poland and Hungary
GEN Z WHO AGREED OR STRONGLY AGREED THAT CONNECTED TECHNOLOGY ALLOWS THEM TO SHOWCASE THEIR CREATIVITY (BY COUNTRY).

- Germany: 79%
- UK: 79%
- Poland: 81%
- Hungary: 80%
86% OF EUROPEAN* GEN Z SAY THAT CONNECTED TECHNOLOGY ENABLES THEM TO CONNECT WITH ONLINE COMMUNITIES THROUGH SHARED PASSIONS.

* of those surveyed in Germany, the United Kingdom, Poland and Hungary
GEN Z WHO AGREED OR STRONGLY AGREED THAT CONNECTED TECHNOLOGY ENABLES THEM TO CONNECT WITH ONLINE COMMUNITIES THROUGH SHARED Passions (by country).

- Germany: 85%
- UK: 85%
- Poland: 88%
- Hungary: 85%
Of those surveyed in Germany, the United Kingdom, Poland and Hungary, 86% of Gen Z say that connected technology has an important role to play in addressing global sustainability issues.
“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
88%

UK
85%

POLAND
87%

HUNGARY
85%
OF EUROPEAN* GEN Z SAY THAT CONNECTED TECHNOLOGY SUPPORTS THEM IN LIVING A MORE SUSTAINABLE LIFE.

* of those surveyed in Germany, the United Kingdom, Poland and Hungary
GEN Z WHO SAY THEY USE CONNECTED TECHNOLOGY TO SUPPORT THEM IN LIVING A MORE SUSTAINABLE LIFE (BY COUNTRY).

- **Germany**: 73%
- **UK**: 75%
- **Poland**: 75%
- **Hungary**: 82%
OF EUROPEAN∗ GEN Z BELIEVE THAT SOCIAL MEDIA PLAYS AN IMPORTANT ROLE IN STANDING UP TO INJUSTICE.

∗ of those surveyed in Germany, the United Kingdom, Poland and Hungary
JAHKINI, 20 (NETHERLANDS)

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

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

- Germany: 83%
- UK: 84%
- Poland: 83%
- Hungary: 83%
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: 69%
- UK: 79%
- Poland: 75%
- Hungary: 76%
“WE’RE TRYING TO USE TECHNOLOGY TO REACH OUT TO OTHER PEOPLE AND TO MAKE AN IMPACT.”
77% of European* Gen Z say that connected technology supports them in looking after and caring for themselves.

* of those surveyed in Germany, the United Kingdom, Poland and Hungary
GEN Z THAT SAY CONNECTED TECHNOLOGY SUPPORTS THEM IN LOOKING AFTER AND CARING FOR THEMSELVES (BY COUNTRY).

- GERMANY: 69%
- UK: 75%
- POLAND: 79%
- HUNGARY: 85%
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).

<table>
<thead>
<tr>
<th>COUNTRY</th>
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For more information, please contact: medien@telekom.de