FUTUREPROOF

2021 EUROPEAN ATTITUDINAL RESEARCH

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

*Sample countries include Germany, UK, Poland & Hungary.
GEN Z WHO ANSWERED YES OR SOMEWHAT, WHEN ASKED IF THEY ARE CONCERNED ABOUT THEIR POST-PANDEMIC FUTURE

POLAND 64%
HUNGARY 36%
GERMANY 60%
UK 72%
61% of European* Gen Z are anxious about their future job and career prospects.

*Sample countries include Germany, UK, Poland & Hungary
GEN Z who answered very or somewhat, when asked if they are anxious about their future job and career prospects.

- UK: 71%
- Poland: 69%
- Hungary: 48%
- Germany: 54%
40% of European* Gen Z don’t know what to do in the future.

*Sample countries include Germany, UK, Poland & Hungary.
“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.

*Sample countries include Germany, UK, Poland & Hungary
"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.

*Sample countries include Germany, UK, Poland & Hungary.
“THE COVID-19 PANDEMIC HAS NEGATIVELY IMPACTED MY CONFIDENCE IN MY FUTURE”
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.

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<thead>
<tr>
<th>COUNTRY</th>
<th>SAMPLE SIZE</th>
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<tbody>
<tr>
<td>GERMANY</td>
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<td>UK</td>
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<td>POLAND</td>
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<td>HUNGARY</td>
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