



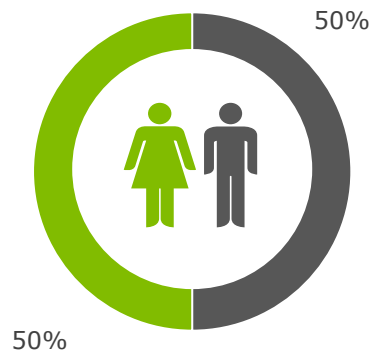
2017 Millennial Survey

Germany
January 2017

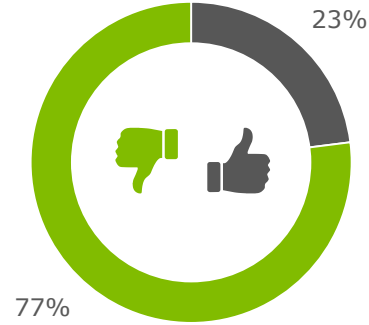
Background

300 interviews achieved in Germany

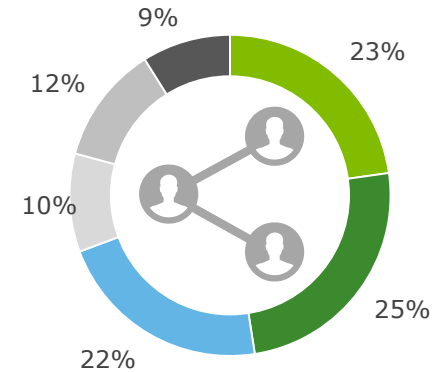
Gender



Have children

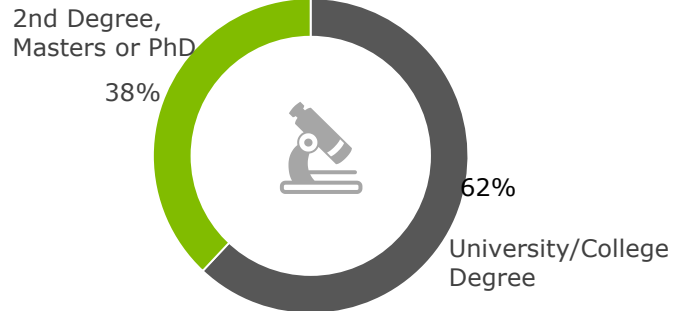


Job seniority/level

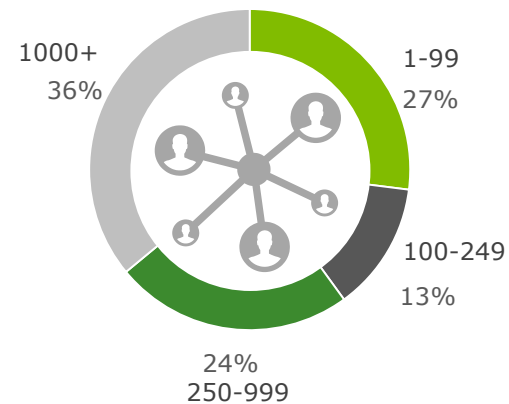


- Trainee / apprentice / graduate
- Junior level executive
- Mid-level executive
- Senior executive
- Head of department / division
- Senior management team / board

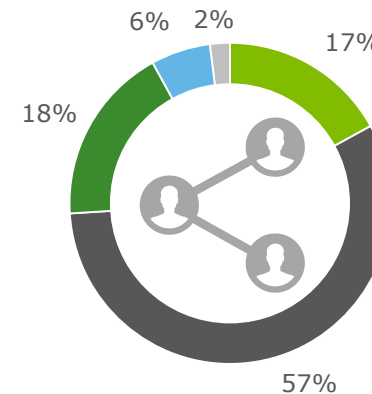
Education level



Organization size

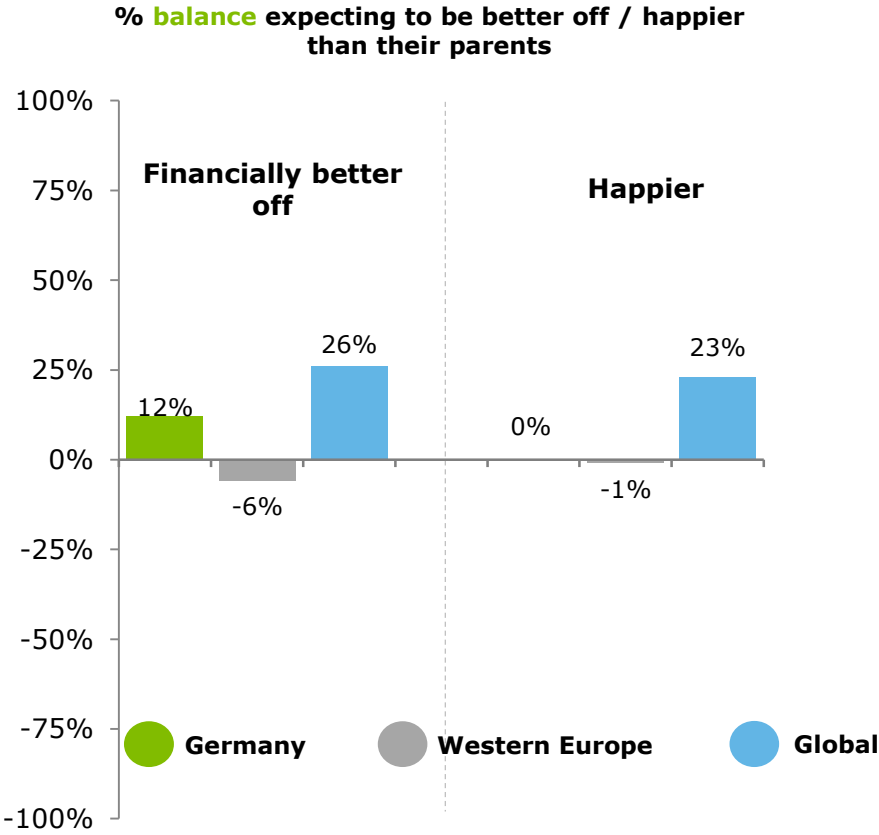
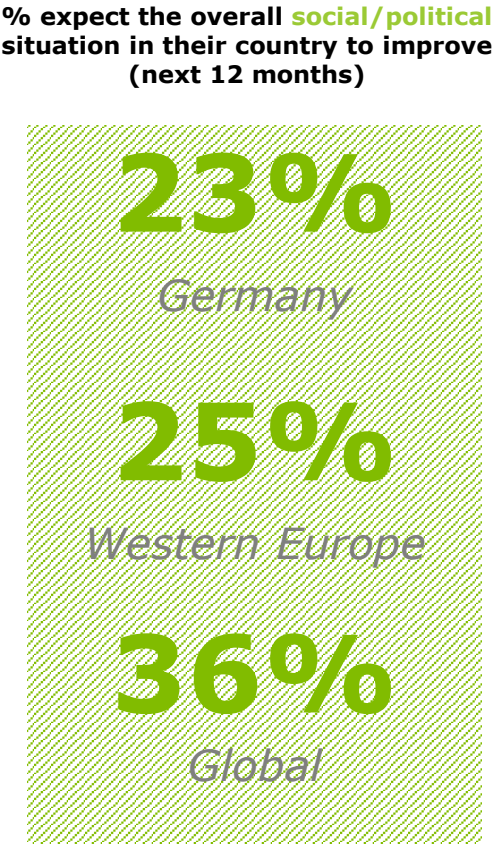
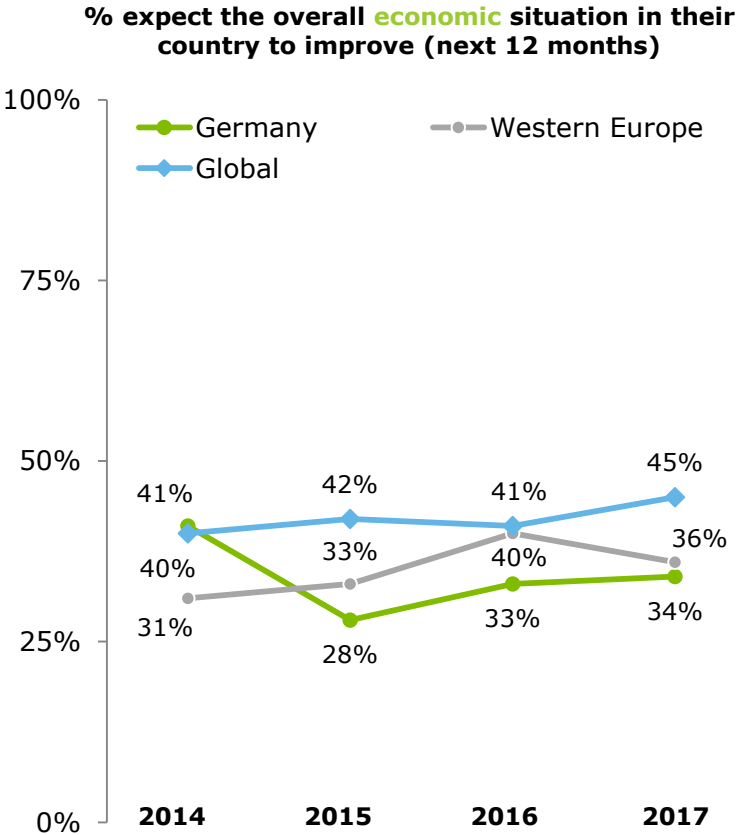


Organization type



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

Economic, political and social outlook

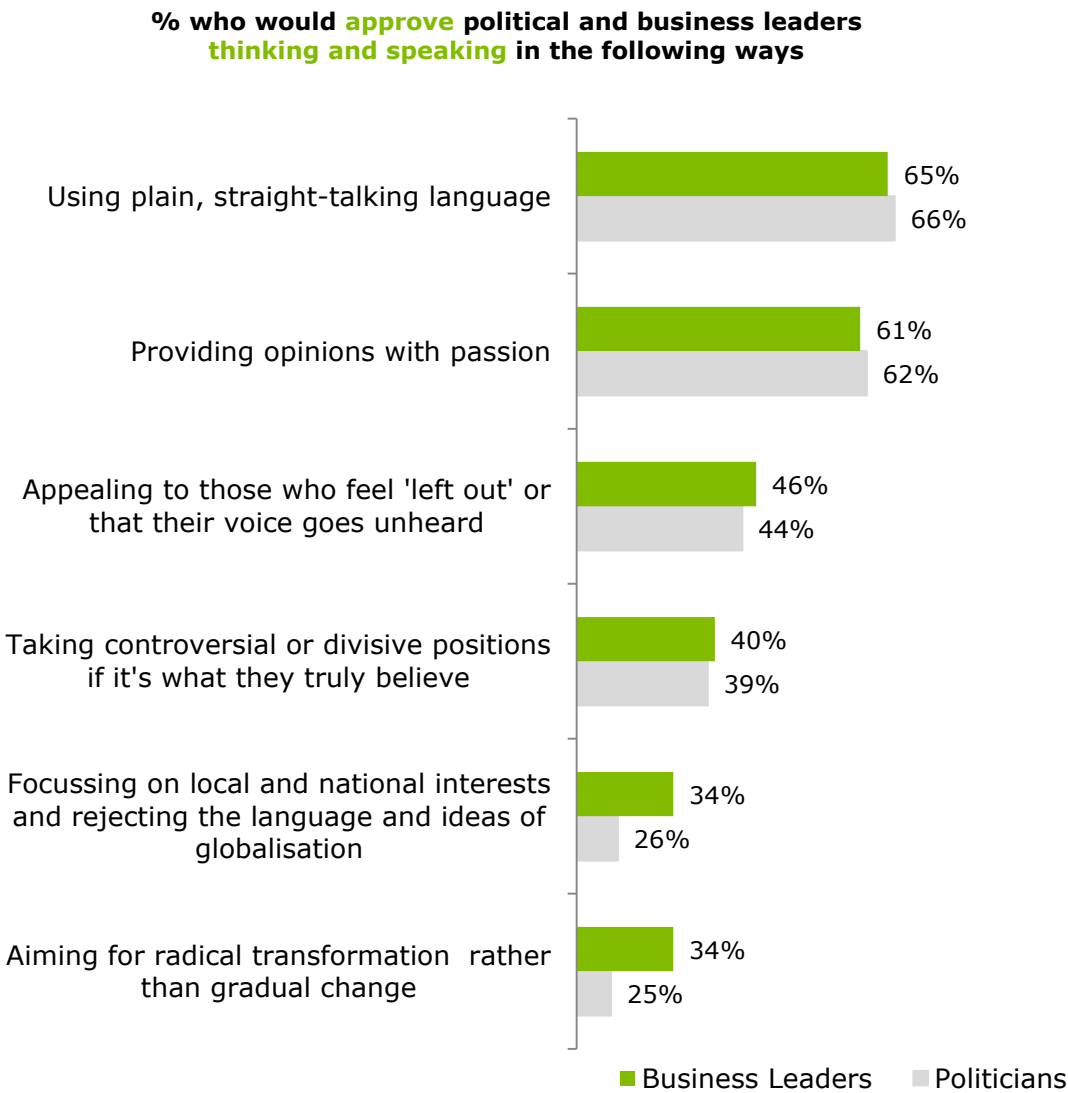
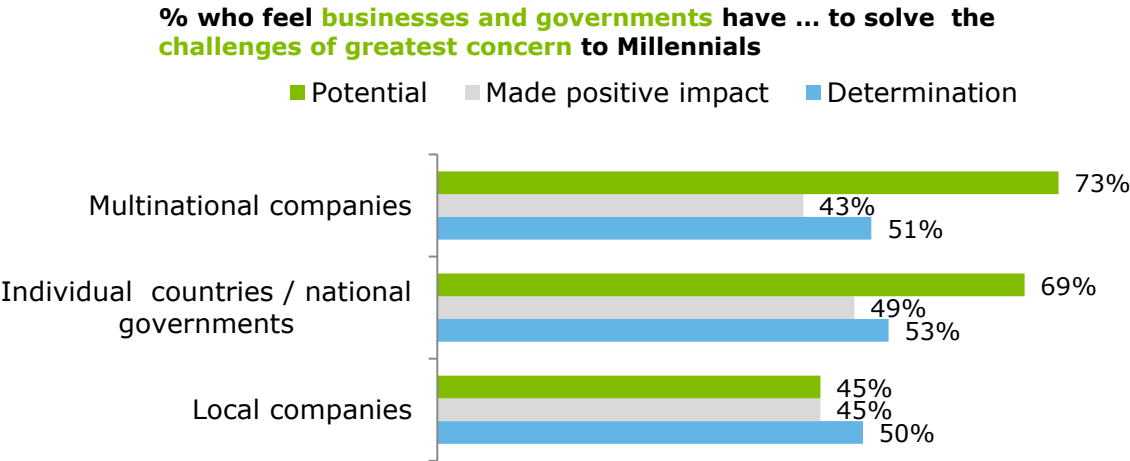
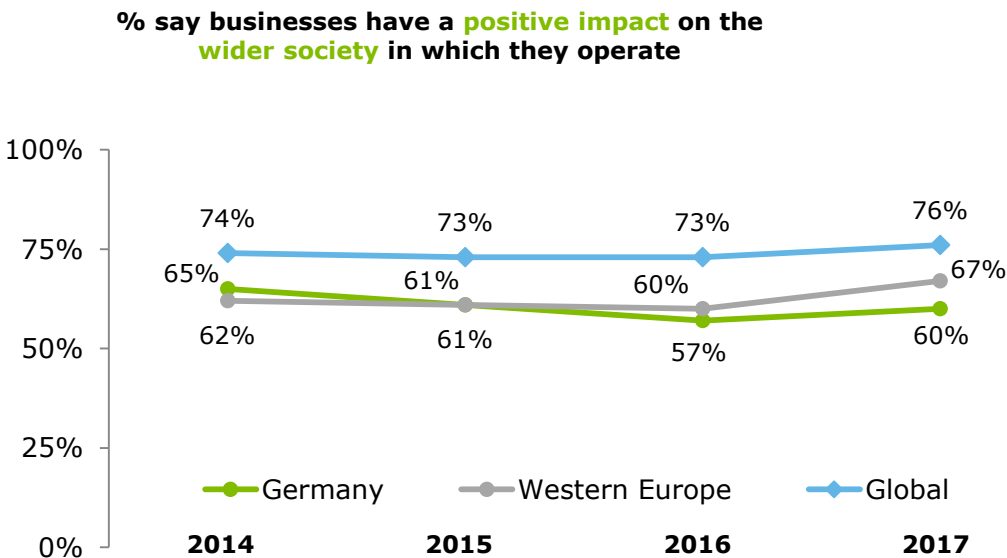


Top 5 issues of greatest personal concern to Millennials in Germany



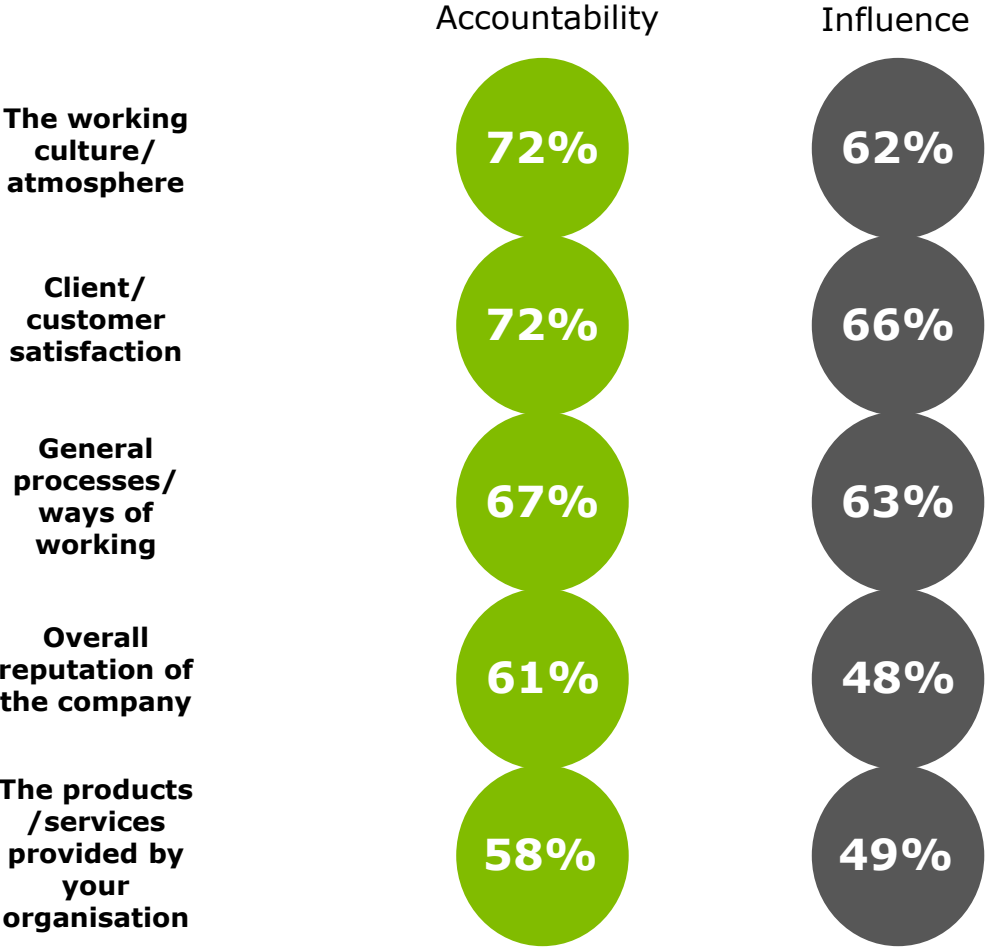
Q5. Taking everything into account do you expect the overall economic situation in Germany to improve, worsen or stay the same over the next 12 months? Q6. Taking everything into account do you expect the overall social/political situation in Germany to improve, worsen or stay the same over the next 12 months? Q7. Thinking about the world in general how do you feel about the future? Compared to your parents do you think you will be Financially/materially better off/Happier? Q8. Thinking about the challenges facing societies around the world (including your own), which three of the following issues are you personally most concerned about? Base: Germany: 300; Global 7900; Western Europe 2400

Role & Impact of Business



The ripple effect

% have great deal/fair amount of **accountability** and **influence** upon the following:



49%

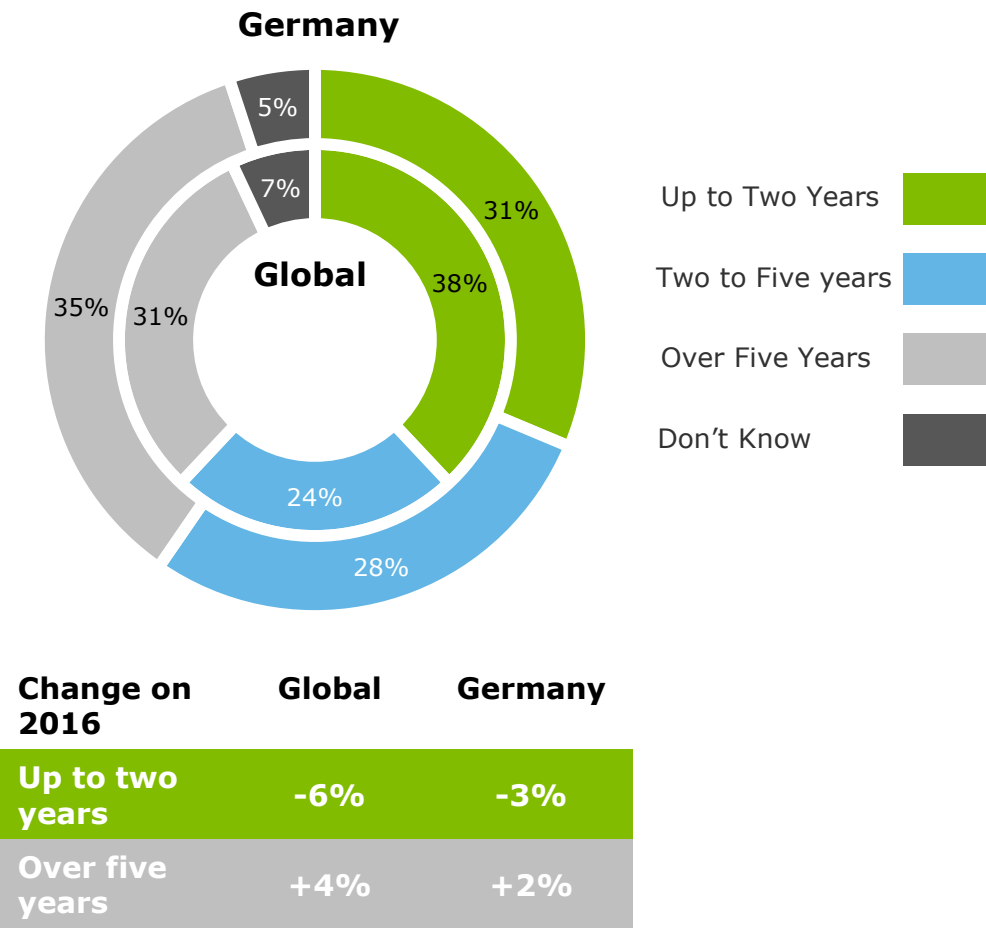
...of Millennials in Germany feel 'enabled to contribute to charities/good causes at work'



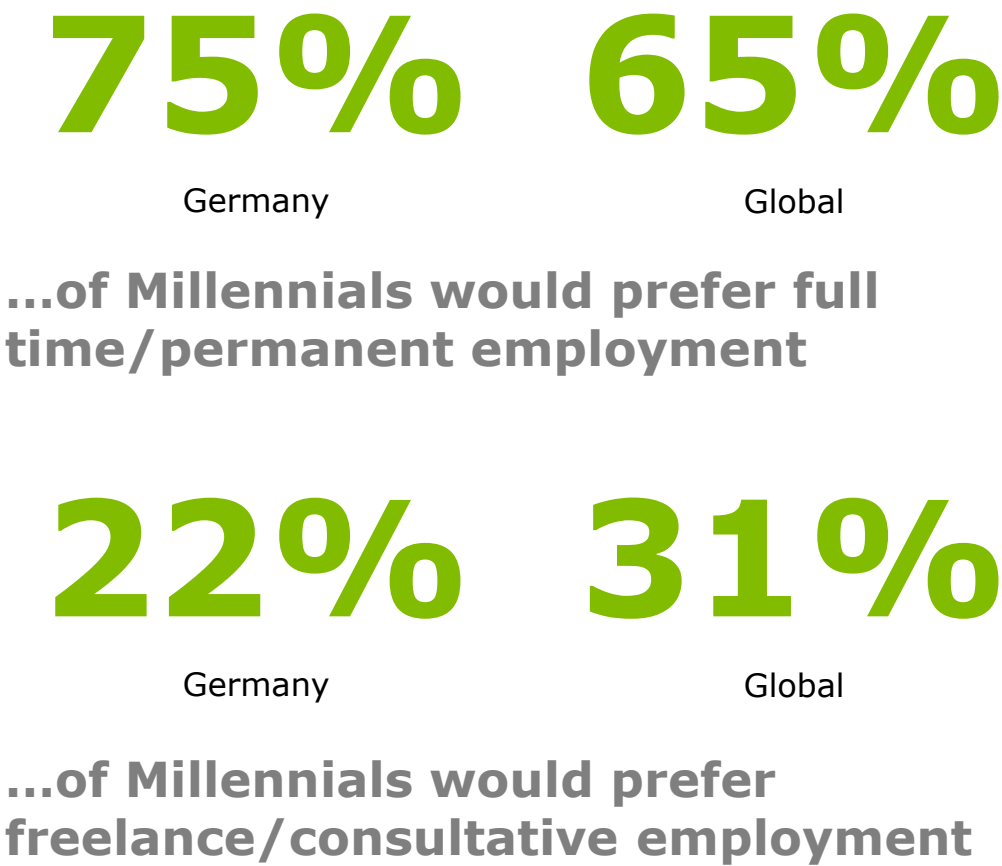
...compared with 54% globally

Stability and loyalty

% who will stay with their current employer for ...



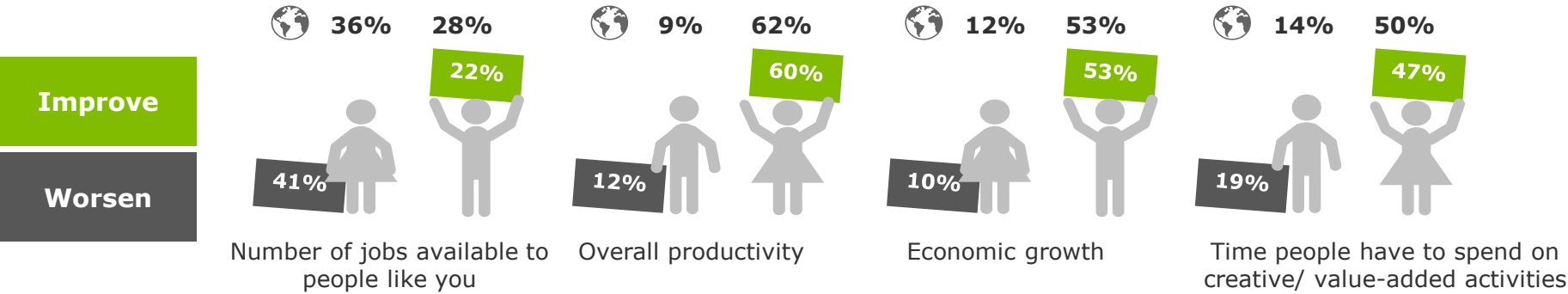
% who would prefer full time vs freelance employment...



Q4. If you had a choice how long would you stay with your current employer before leaving to join a new organisation or do something different? Q35. If you had a choice and assuming that each would earn you a similar amount of money, which of the two 'options' would you prefer? Base: Germany 300; Global 7900

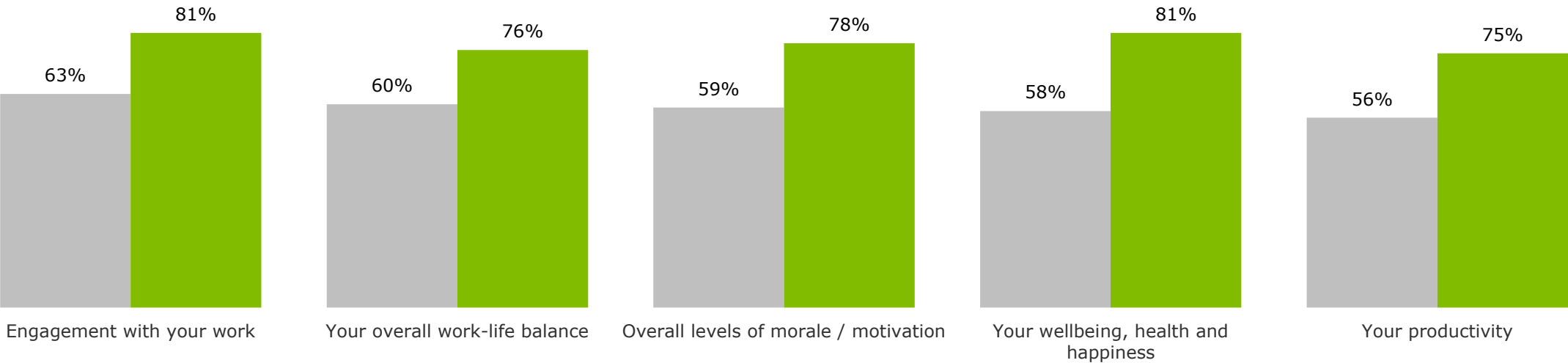
Automation and flexibility

% who feel automation/robotics/artificial intelligence will improve/worsen the following



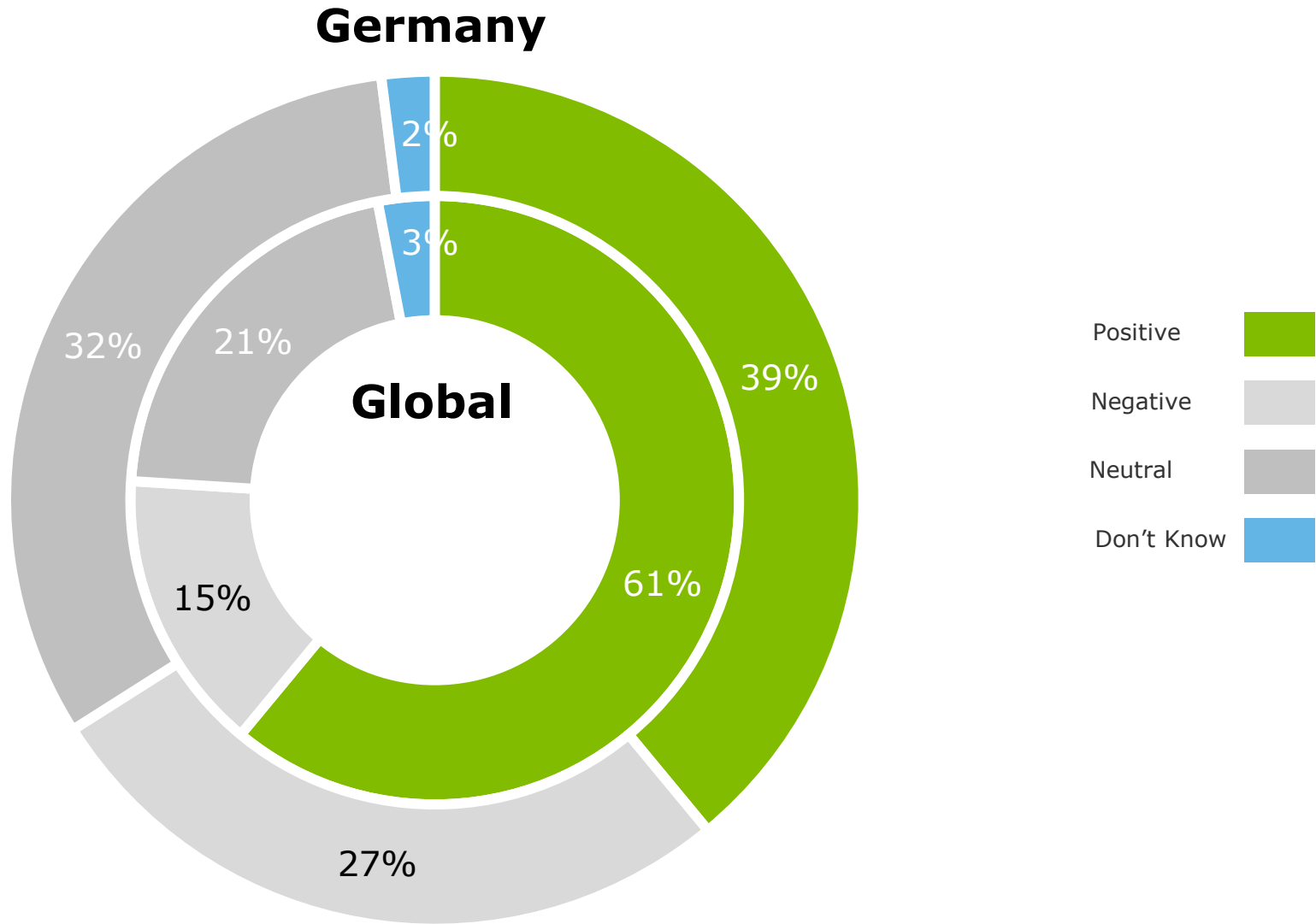
% say that flexible working practices have had a positive impact upon the following (top 5 areas of positive impact in Germany)

Those with flexible working provision in Germany Those with high provision of flexible working in Germany



Generation Z

% think those aged 18 or younger will have the following impact as their presence in the workplace increases





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