MAKE OPINION

Market Research made easy

Who is Gen Z

Gen Z, born in the mid-1990s to early 2010s, embodies a digital-native generation shaped by technology's rapid evolution, valuing inclusivity, social justice, and authentic expression. Their worldview is characterized by adaptability, a strong sense of community, and a desire for positive impact on the world.

Digital Native

Socially Conscious

Pragmatic and Realistic

Entrepreneurial and Innovative

Understanding
Gen Z in
Germany 2023

- What does Gen Z value?
- How can we authentically connect with Gen Z?

We ran a survey in Germany to get answers to these questions.

- Technology and Digital Connectivity
- Social and Political Awareness
- Economic Factors
- Consumer Behavior
- Leisure and Entertainment
- Environmental Consciousness
- Expectations and Outlook
- Communication Styles
- Identity and Diversity
- Social Relationships

150 Gen Z

75 females
75 males

150 Other generations

75 females
75 males

33 questions

10 **min** : Estimate length of interview
10% : Estimated drop rate

Gen Z Survey Germany
October 2023

Technology and Digital Connectivity

Spend more than 8 hours a day on tablet

Gen Z: **20%** | Other: **7%**

Use Instagram on a daily basis

Gen Z: **90%** | Other: **40%**

TV news for world events and important issues

Gen Z: **42%** | Other: **80%**

Digital Lifestyle

Gen Z grew up with smartphones and the internet. They find technology and being connected online a big part of their everyday life, using it to communicate, learn, and have fun.

Quick and Visual

Gen Z likes things that are fast and easy to understand. They prefer short videos, pictures, and brief messages. They want information instantly and in a fun, visual way.

Social and Political Awareness

Interest to be informed about social and political issues in Germany

Gen Z: **51%**	Other: **75%**

The most important social issue for Gen Z is education

Gen Z: **43%**	Other: **34%**

Top 3 social issues for Gen Z

1. Education: **43%**
2. Equality and social justice: **41%**
3. Animal rights/climate change: **39%**

Information Seekers

Gen Z wants to know what's going on in the world. They use the internet and social media to find out about important things happening in society and politics.

Tech-Powered Activism

They use technology and online platforms to share their opinions and gather support for causes they believe in. Social media is a powerful tool for them to spread awareness and organize movements.

Economic Factors

Insecure about their current financial situation	
Gen Z: **30%**	Other: **37%**

Loans, instalment payments are important for purchases	
Gen Z: **45%**	Other: **43%**

Searching often discounts before purchasing a product	
Gen Z: **59%**	Other: **63%**

Financial Struggles

Many Gen Z individuals face challenges with money, finding it difficult to afford education, housing, and basic needs due to rising costs and economic instability.

Debt Awareness

Gen Z is cautious about debt. They are hesitant to accumulate large amounts of debt, especially from loans or credit cards, as they've seen the struggles of previous generations.

Consumer Behavior

Shopping with predominance online only

Gen Z: **33%** | Other: **21%**

Brand reputation influences purchases decisions

Gen Z: **37%** | Other: **18%**

Social media is used to find new products and brands

Gen Z: **68%** | Other: **27%**

Digital Shoppers

Gen Z loves shopping online. They use smartphones and computers to buy things, often comparing prices and reading reviews before purchasing.

Influenced by Peers and Influencers

Gen Z trusts recommendations from friends, family, and online influencers. If someone they follow online likes a product, they might want to try it too.

Leisure and Entertainment

Outdoor activities as entertainment

| Gen Z: **42%** | Other: **58%** |

Use social media influencers to find new entertainment options

| Gen Z: **22%** | Other: **11%** |

Top sources for new entertainment options

1. Friends and family: **70%**
2. Online platforms: **61%**
3. Traditional media: **24%**

Short and Snappy Content

They enjoy short and quick entertainment, like short videos or memes. Something that's fun and quick to watch or read.

Social and Interactive

Entertainment for Gen Z is often social. They like playing online games with friends or discussing shows and movies on social media. They like being a part of a community.

Environmental Consciousness

Concerned about climate change, pollution, natural resources

Gen Z: **47%** | Other: **63%**

Practice regularly recycling

Gen Z: **56%** | Other: **77%**

Believe individuals have significant impact on environmental issues

Gen Z: **41%** | Other: **61%**

Caring for Nature

Gen Z cares about the Earth and its health. They want to protect nature, animals, and plants because they know it's important for all of us to have a good life.

Advocates for Change

Gen Z speaks up for the environment. They use their voices to tell people and leaders that we need to take better care of the Earth and make changes for a healthier planet.

Expectations and Life Outlook

Optimistic about their future

Gen Z: 45% | **Other: 36%**

What success looks like for Gen Z

Financial security, personal well-being, sense of happiness, Independence and freedom, make a positive impact on the world

"To pay less taxes :)"
"Feel confident, happy and powerful"
"To help a lot of people"
"Wearing pale clothes or having the most expensive car or being the most beautiful"

Desire for Meaningful Work

Gen Z wants to do jobs that matter to them and make a difference in the world. They seek purpose and meaning in their careers, aiming to contribute positively to society.

Adaptability and Flexibility

Gen Z is ready to adapt to changes. They understand that the world is always evolving, and they are open to learning new things and adjusting their plans accordingly.

Communication Styles

Use social media as one of the main communication channels

Gen Z: **56%** | Other: **26%**

Communicate several times an hour via preferred channels

Gen Z: **37%** | Other: **17%**

Use emojis or emoticons often

Gen Z: **73%** | Other: **49%**

Expressive with Emojis and GIFs

They love using emojis and GIFs to show their feelings in messages. It makes talking online more fun and expressive.

Prefer Visual Communication

They like sharing pictures and videos. Sometimes, they find it easier to show things through visuals rather than using only words.

Identity and Diversity

Cultural diversity is important or very important for a prosperous society

Gen Z: **48%**   Other: **47%**

Achieving gender equality is not important

Gen Z: **6%**   Other: **9%**

Expressing your identity is not important

Gen Z: **5%**   Other: **10%**

Embrace Diversity

Gen Z believes that everyone is unique and special in their own way. They think it's important to appreciate and respect each person's differences, whether it's their culture, background, or way of thinking.

Inclusive and Open-Minded

Gen Z likes including everyone and making sure no one feels left out. They believe in accepting people for who they are, no matter their gender, race, or beliefs.

Social Relationships

**Easy to make
new friends and contacts**

Gen Z: **31%**   Other: **49%**

**Use online platforms daily to connect
with new friends and partners**

Gen Z: **28%**   Other: **22%**

Top qualities for romantic partners

1. Communication skills: **72%**

2. Emotional compatibility: **64%**

3. Common interests: **61%**

Digital Beginnings

Gen Z often starts friendships and romantic relationships online. They use social media and dating apps to connect with others.

Communication and Honesty

Gen Z believes in talking openly and honestly with their friends and romantic partners. They think it's important to share feelings and concerns.

Follow us on **LinkedIn** for more Gen Z insights

MAKE OPINION

Building your brand strategy

MAKE OPINION

Gen Z
Engaging Gen Z principles

Relevance

Deliver on what Gen Z needs and wants, when and where they expect it, and make them look cool in the process.

Possibility

Determine your unique offering so that your brand inspire young people to define themselves, to reach beyond the present and yearn for the future.

Experience

Deliver unique and memorable experiences across channels that contribute to the overall experiences of this generation in all its manifestations.

Identity

Position your brand to contribute to Gen Z culture, with unique brand stories that Gen Z can and wants to participate.

Trust

Be trustworthy and dependable with transparent business practices, consistency and reliability.

How far is your brand from authentically connecting to Gen Z?

Connecting to Gen Z
Guiding questions

Identity

- What is your brand's 'Why', and what need do you fill in the market?
- Why should Gen Z culture be interested in your brand?
- When you look at your core beliefs, do they align with the needs and desires of Gen Z?
- Is your core promise believable for Gen Z culture?
- What does your brand do to establish an emotional connection with Gen Z culture?

Relevance

- What makes your brand relevant to Gen Z?
- When it comes to products and services, are yours relevant to young consumers?
- Are you in tune with the attitudes, behaviours and perceptions that matter to your target youth audience?
- Is your brand accessible to Gen Z when and where they need it?
- Does your brand connect Gen Z with their peers or anyone who inspires them? Are you helping to elevate their status and build community?

Gen Z Marketing principles

Trust

- Why should young consumers trust your brand?
- Do you proactively build relationships with your audience?
- What are you doing to reinforce your relationship with youth audiences?
- Are you transparent about your business practices?
- Does Gen Z view you as an ally or an authority?

Possibility

- Do you know what motivates your youth audience? How can your brand help meet their needs?
- Are you doing anything to help young people re-imagine themselves and take advantage of new opportunities?
- How can your brand bridge the gap between youth culture and current, emerging and future trends?
- How are you inspiring Gen Z to overcome obstacles and excel, even when things seem impossible or too difficult?
- What are you doing to encourage and inspire young people to reach beyond what is currently possible, and start to create their future?

Gen Z Marketing principles

Experience

- Are you providing memorable experiences for young people across social, digital and real-world environments?
- What are you doing to build community and create a true sense of belonging for young people?
- How are you leveraging relationships with creators, influencers or celebrities to heighten the brand experience for your audience?
- If a young person has a negative experience with your brand, what action steps are in place to assess and improve future interactions?
- Do the branded experiences you offer align with the unique characteristics of the target youth culture audience?