



The future of work.

Understanding what Gen Z and Y want from their workplaces and how businesses can adapt



Freshfields



Demographics

We conducted 2,067 online interviews with 16-35 year olds in five countries:



408



404



429



423



403

In each country, we ensured an even split between age and gender, and used the age ranges outlined below to group Gen Z and Gen Y.

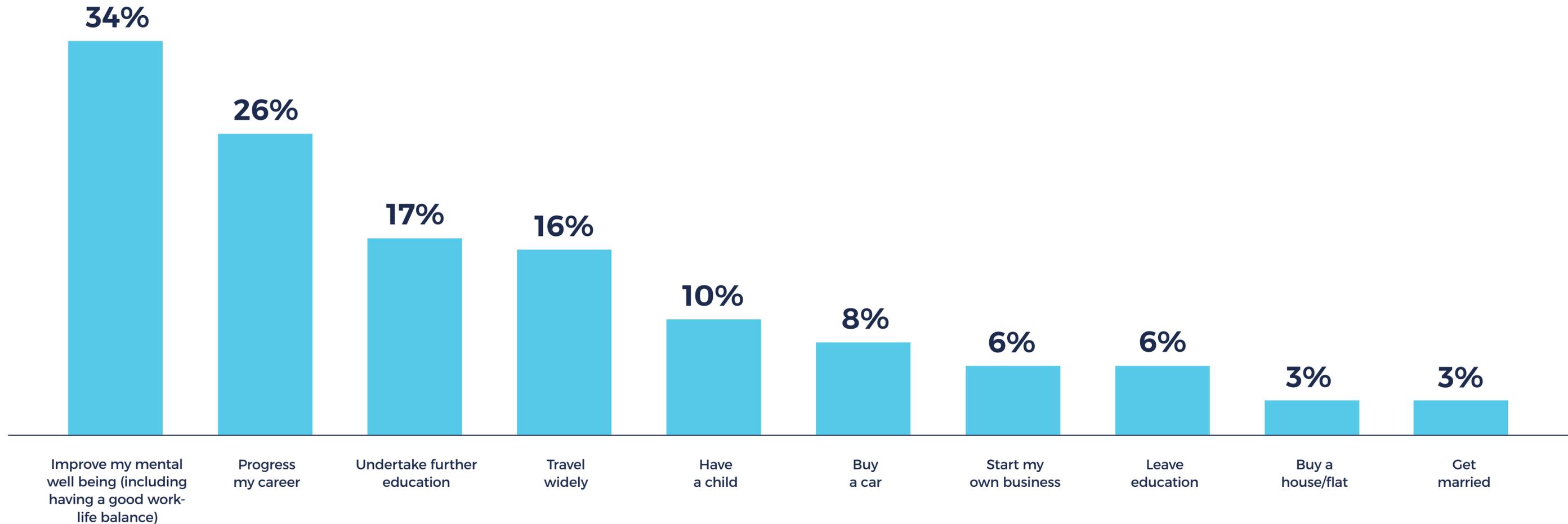
	Gen Z (16-24)	Gen Y (25-35)
Men	c. 100	c. 100
Women	c. 100	c. 100

We also set quotas on representation of ethnic minorities in the UK, Germany and the US. This ensures our insights reflect a diverse set of views towards society and work.



Improving mental health is the number one priority in the short term

What are their priorities for the next six months?



Key country differences



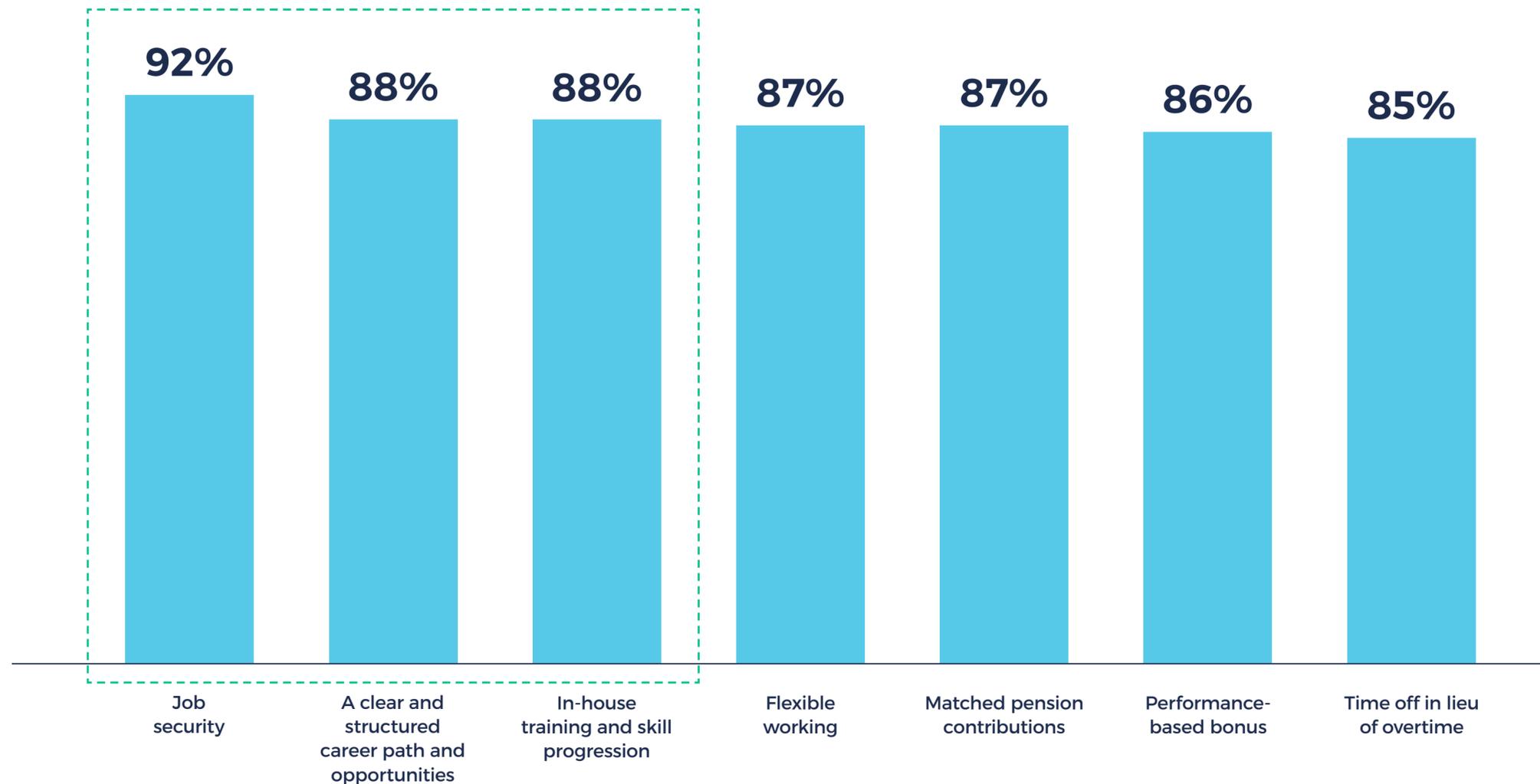
17 per cent say they want to have a child in the next six months – the highest of all countries



31 per cent say they want to undertake further education – the highest of all countries

Security and personal development are seen as fundamental to achieving these aims

What are the most important work benefits?



Key country differences



79 per cent say performance based bonus is important – the lowest of all countries

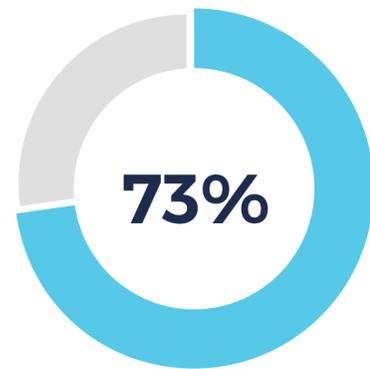


79 per cent say time off in lieu is important – the lowest of all countries

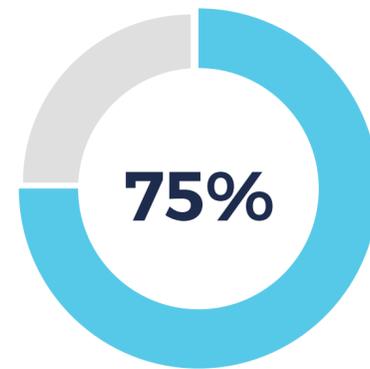
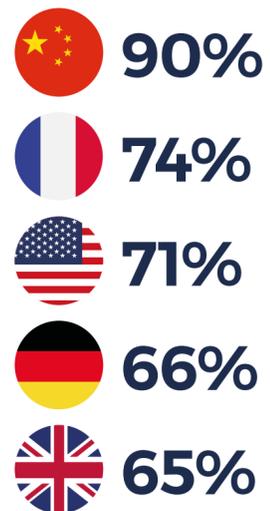
Q14. Please tell us how important you think the following work benefits are
Base size: all participants (2,067)

Note: These scores are consistently high regardless of age or life stage (eg in work, studying, with/without children)

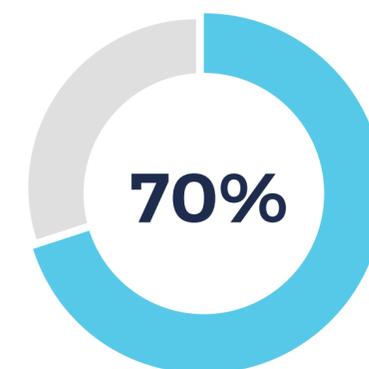
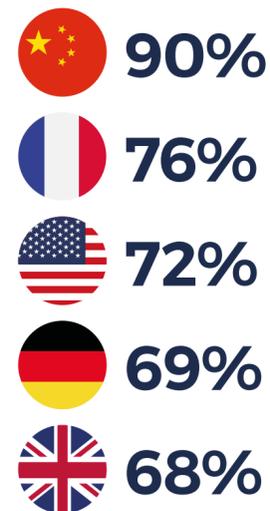
This audience considers diversity as fundamental to both personal and professional development



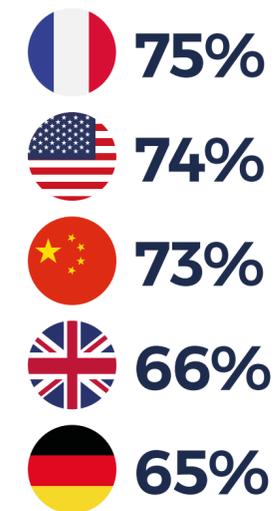
Think diversity makes society stronger



Want to learn from cultures different to my own



Enjoy communicating with people different to me

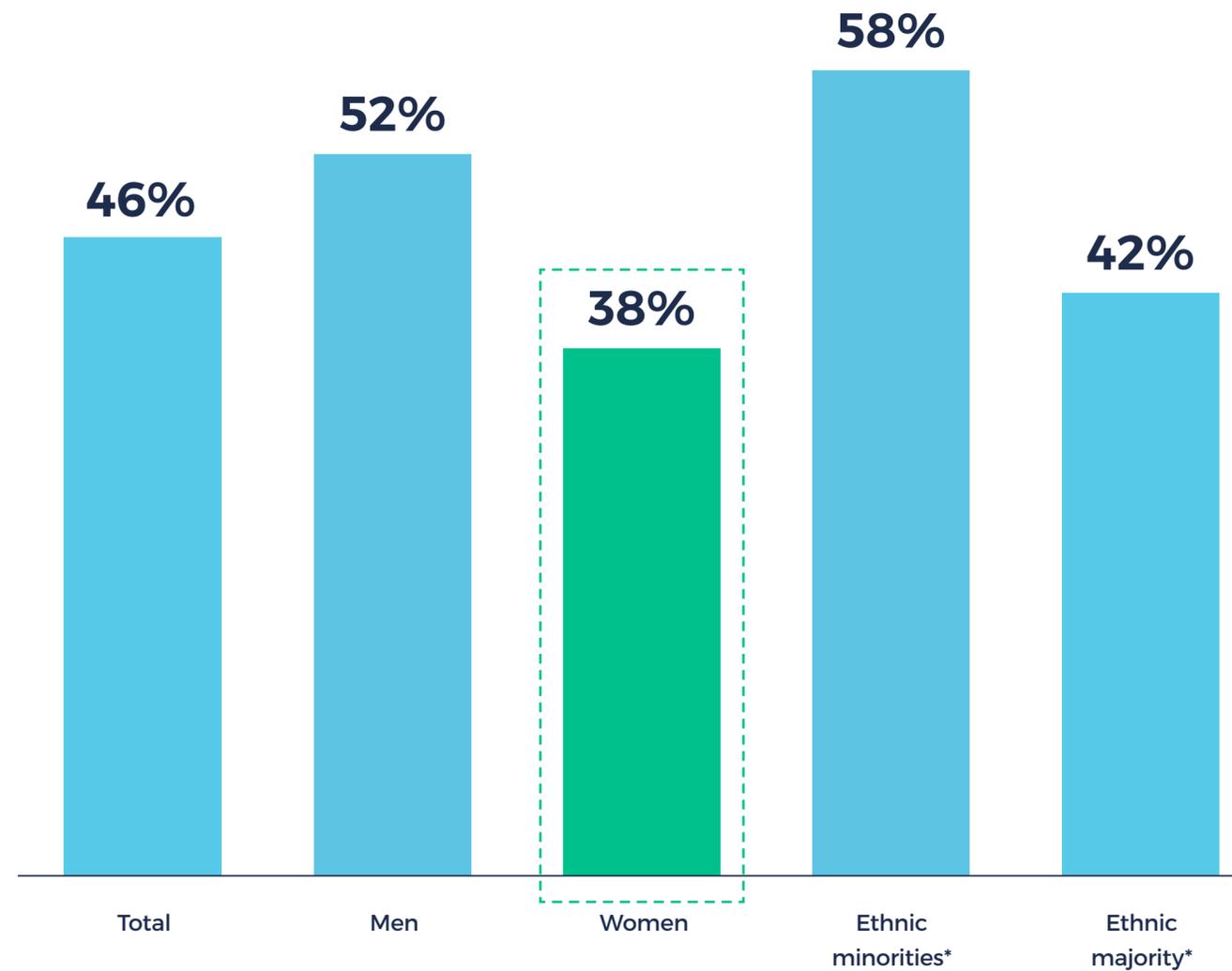


Q8. To what extent do you agree or disagree with the following statements about diversity?
Base size: all participants (2,067), UK (408), Germany (429), France (404), US (423), China (403)

Women don't believe they can reach the top

Do you believe that you can reach the top of your organisation?

Those selecting 'YES'

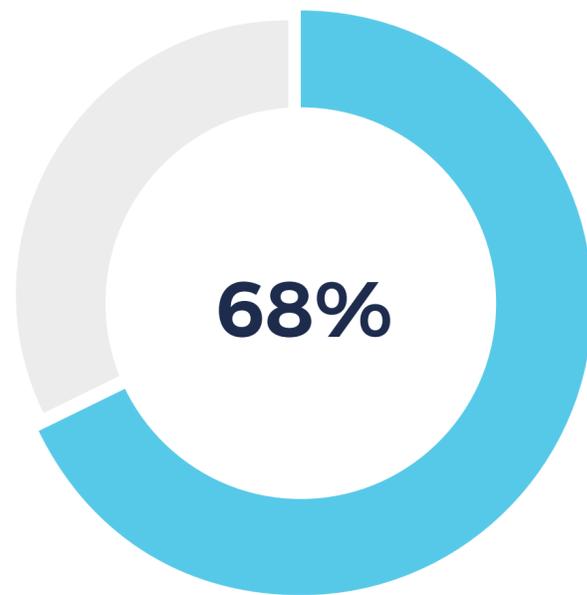


Q26. Do you believe that you can reach the top of your organisation?

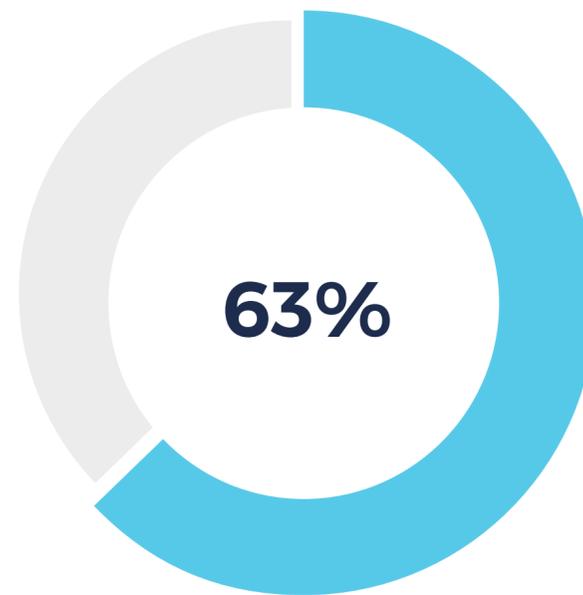
Base: all participants (2,067), all workers (1,302), men (1,031), men workers (698), women (1,028), women workers (601), ethnic minorities (255), ethnic minorities workers (135), ethnic majority (956), non ethnic majority (613)

*The terms 'ethnic minorities' and 'ethnic majority' are used given the differing definitions of diversity across different jurisdictions

These generations aspire to work for net-positive companies



Would prefer to work for a company that puts more back into society, the environment and the global economy than it takes out



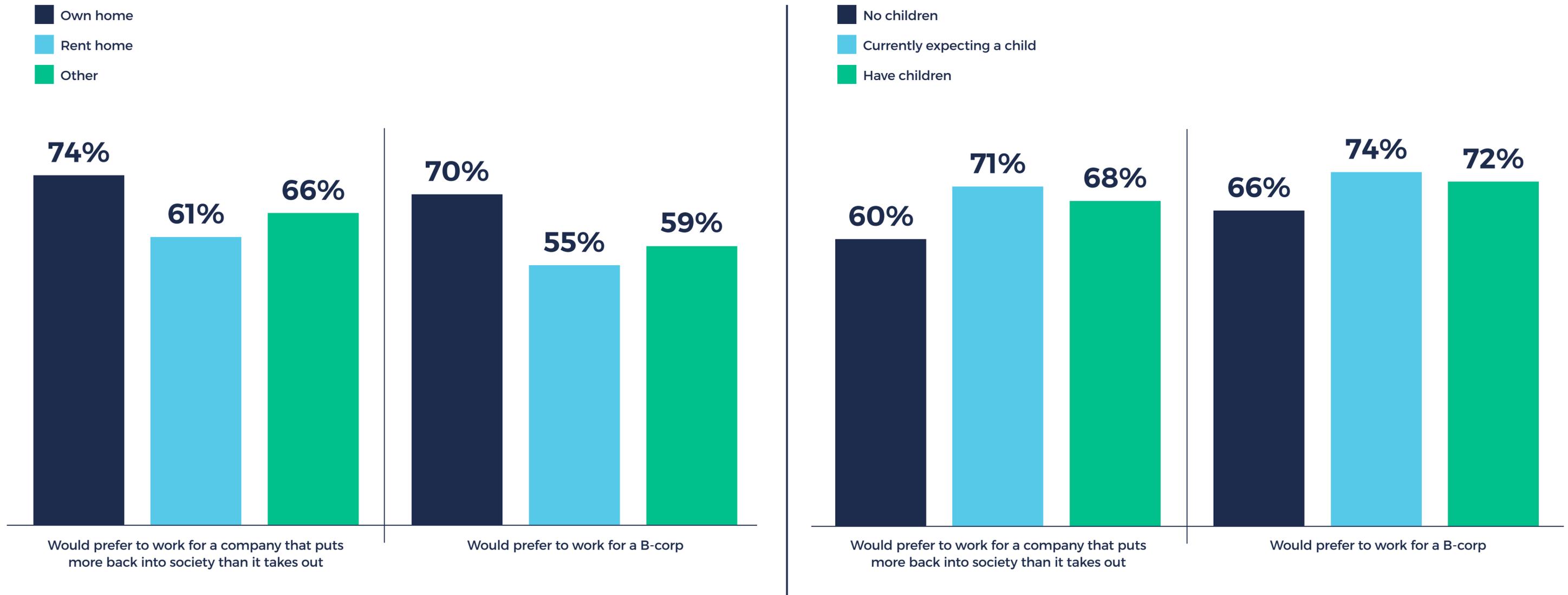
Would prefer to work for a B-corp (a business that is legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment)



If looking for a job, sustainability is the second most attractive promised characteristic of a company for young people

Q9. To what extent do you agree or disagree with the following statements?
Q24. To what extent do you agree or disagree with the following statements?
Base size: all participants (2,067)

As they take on new responsibilities, this consideration will become increasingly important



Q9. To what extent do you agree or disagree with the following statements?

Q24. To what extent do you agree or disagree with the following statements?

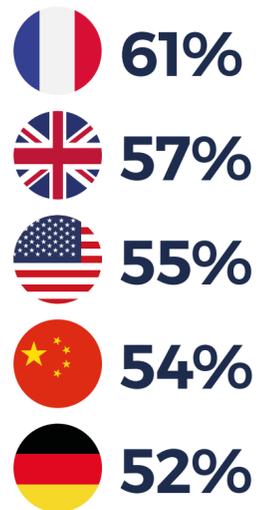
Base size: Own home (976), Rent home (811), Other (280), No children (1411), I am currently expecting a child (65), Have children (605)

Low levels of trust in both people and institutions have created a culture of self-verification

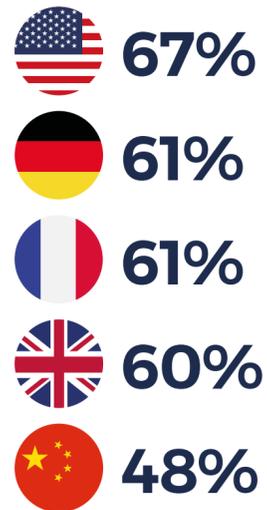
What are their views towards transparency?



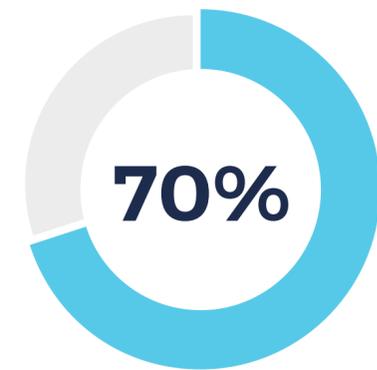
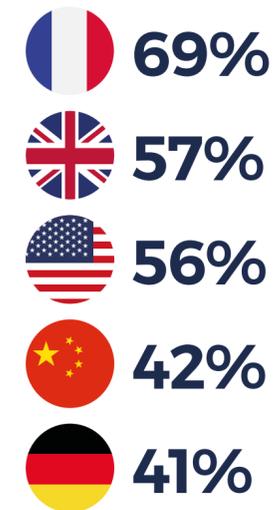
Think that, on the whole, people lie more than they tell the truth



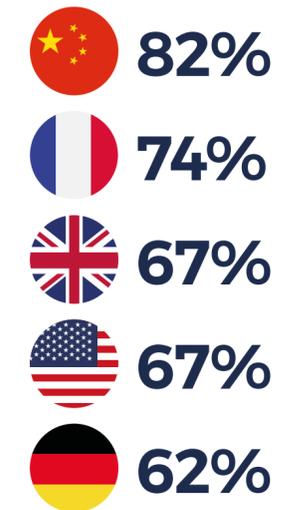
Agree that a lack of context in the news frustrates them



Agree that information lacks the context that would help them understand it



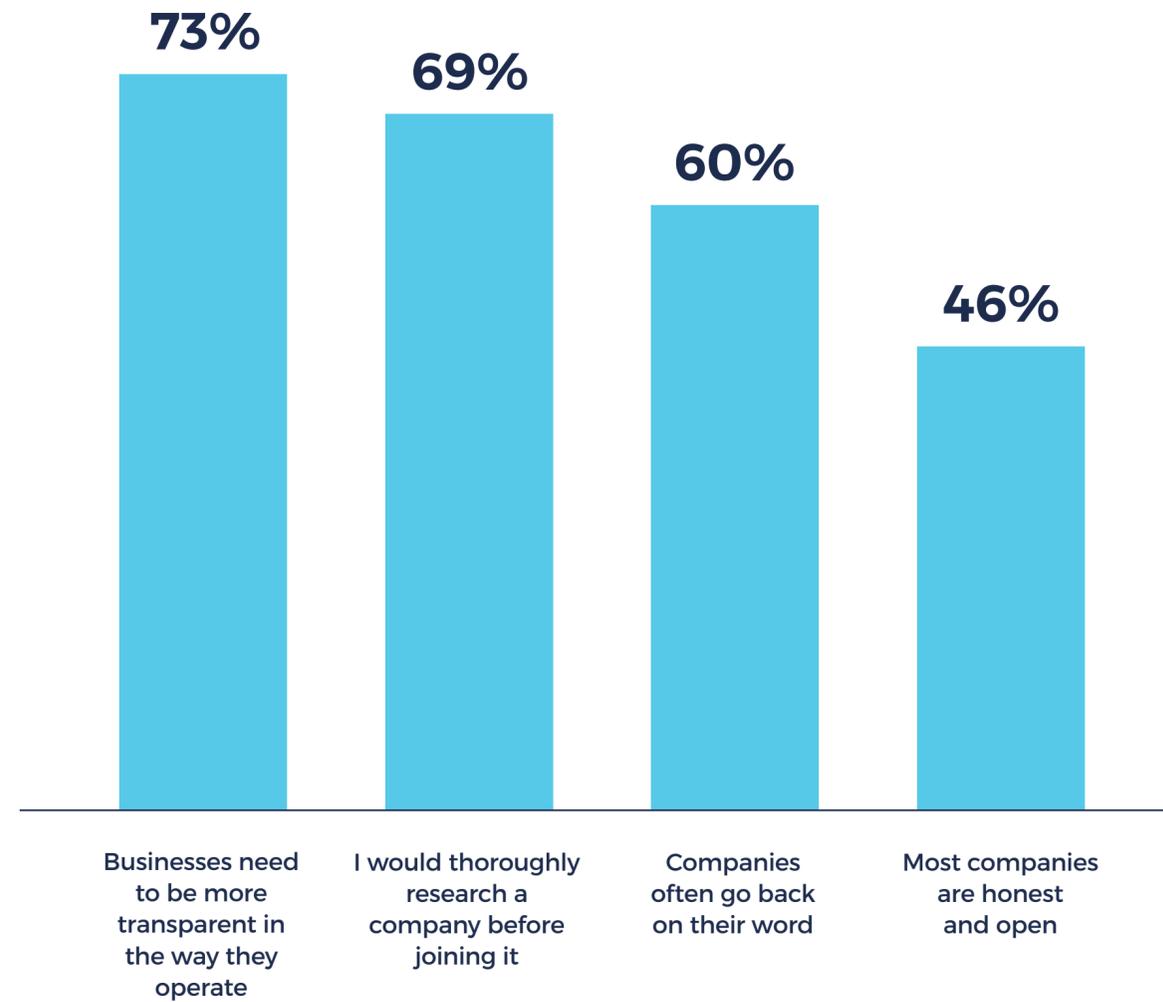
Claim they often research a topic more instead of taking it at face value



Q10. To what extent do you agree or disagree with the following statements?
Base size: all participants (2,067), UK (408), Germany (429), France (404), US (423), China (403)

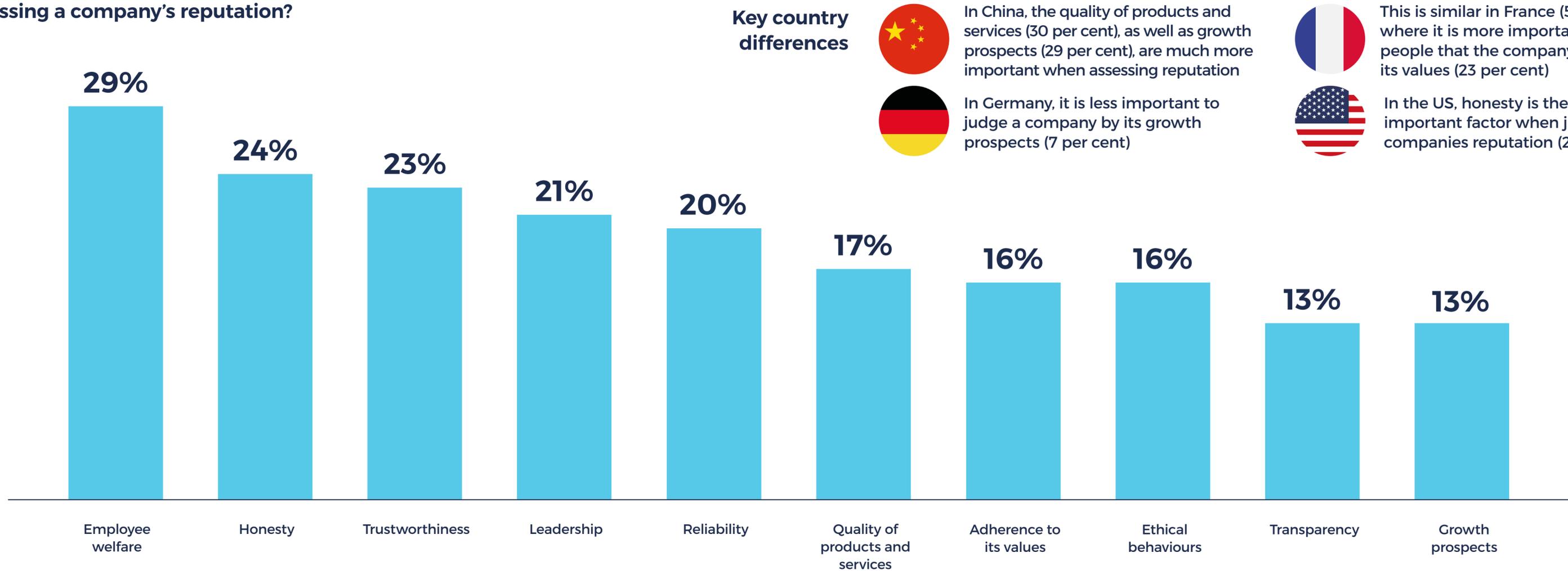
Businesses are not exempt and need to prove their core values to potential candidates

How honest/transparent do they think businesses are?



When assessing corporations, our respondents are judging reputation based on aspects such as honesty and trust

Which factors are most important when assessing a company's reputation?



Key country differences



In China, the quality of products and services (30 per cent), as well as growth prospects (29 per cent), are much more important when assessing reputation



In Germany, it is less important to judge a company by its growth prospects (7 per cent)



This is similar in France (5 per cent), where it is more important to people that the company is true to its values (23 per cent)

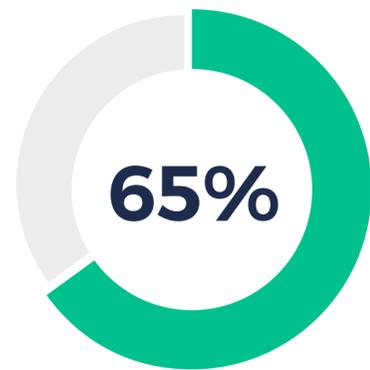


In the US, honesty is the most important factor when judging a companies reputation (28 per cent)

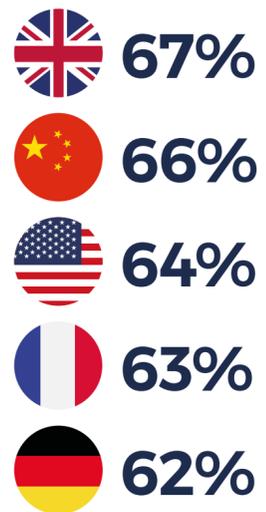
Q23. Which factors do you think are most important when assessing a company's reputation?
Please select a maximum of three.
Base size: all participants (2,067), Germany (429), France (404), US (423), China (403)

Feelings of isolation are high

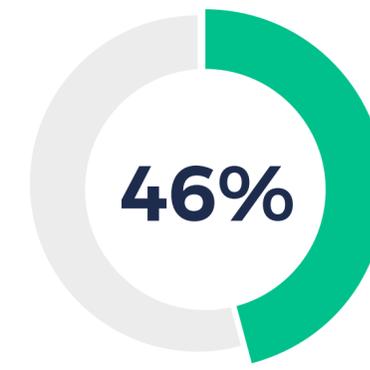
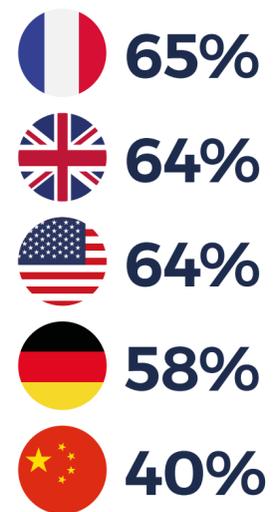
To what extent do you agree or disagree with the following statements?



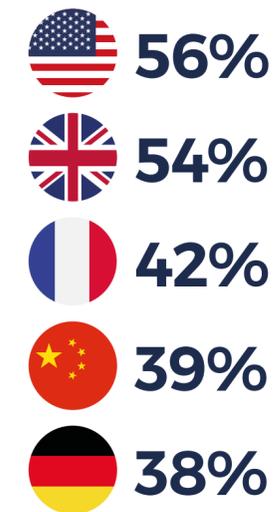
Think loneliness is one of our generation's biggest issues



Believe technology has meant we are losing our ability to connect emotionally with each other



Have felt isolated in the last week



Q11. To what extent do you agree or disagree with the following statements?
 Base size: all participants (2,067) UK (408), Germany (429), France (404), US (423), China (403)

Although many feel companies should do more to support staff, the majority feel comfortable being themselves at work

Thoughts and feelings towards work and the future



73%

agree they are able to be themselves at work

BUT...



75%

think companies should try harder to help people feel supported



33%

feel positive about the future of their working life

BUT...



24%

feel stressed about the future of their working life

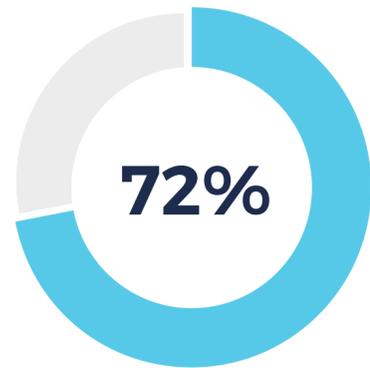
Q19. Which of the following words best describes how you feel about the future of your working life? Please select a maximum of three.

Q24. To what extent do you agree or disagree with the following statements?

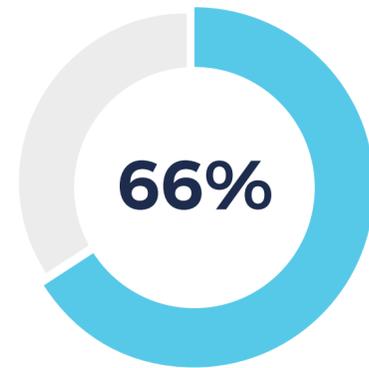
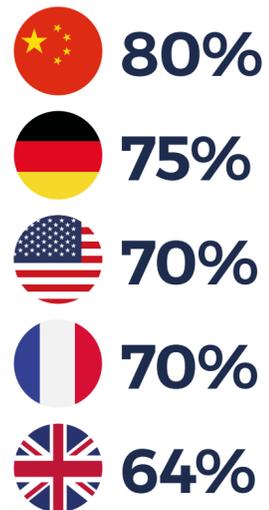
Base size: all participants (2,067) UK (408), Germany (429), France (404), US (423), China (403)

Loneliness and a lack of trust has created a culture of self-reliance

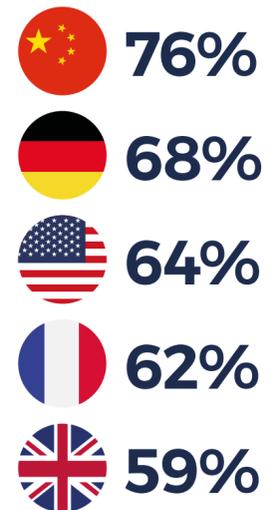
To what extent do you agree or disagree with the following statements?



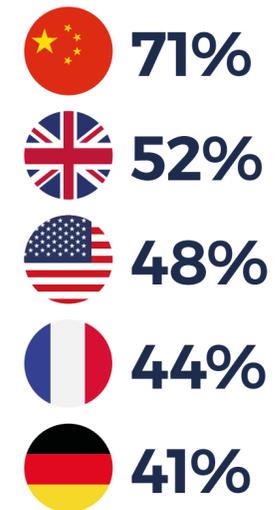
I prefer to do things myself rather than rely on others



It's important to be in control of all aspects of my life at all times

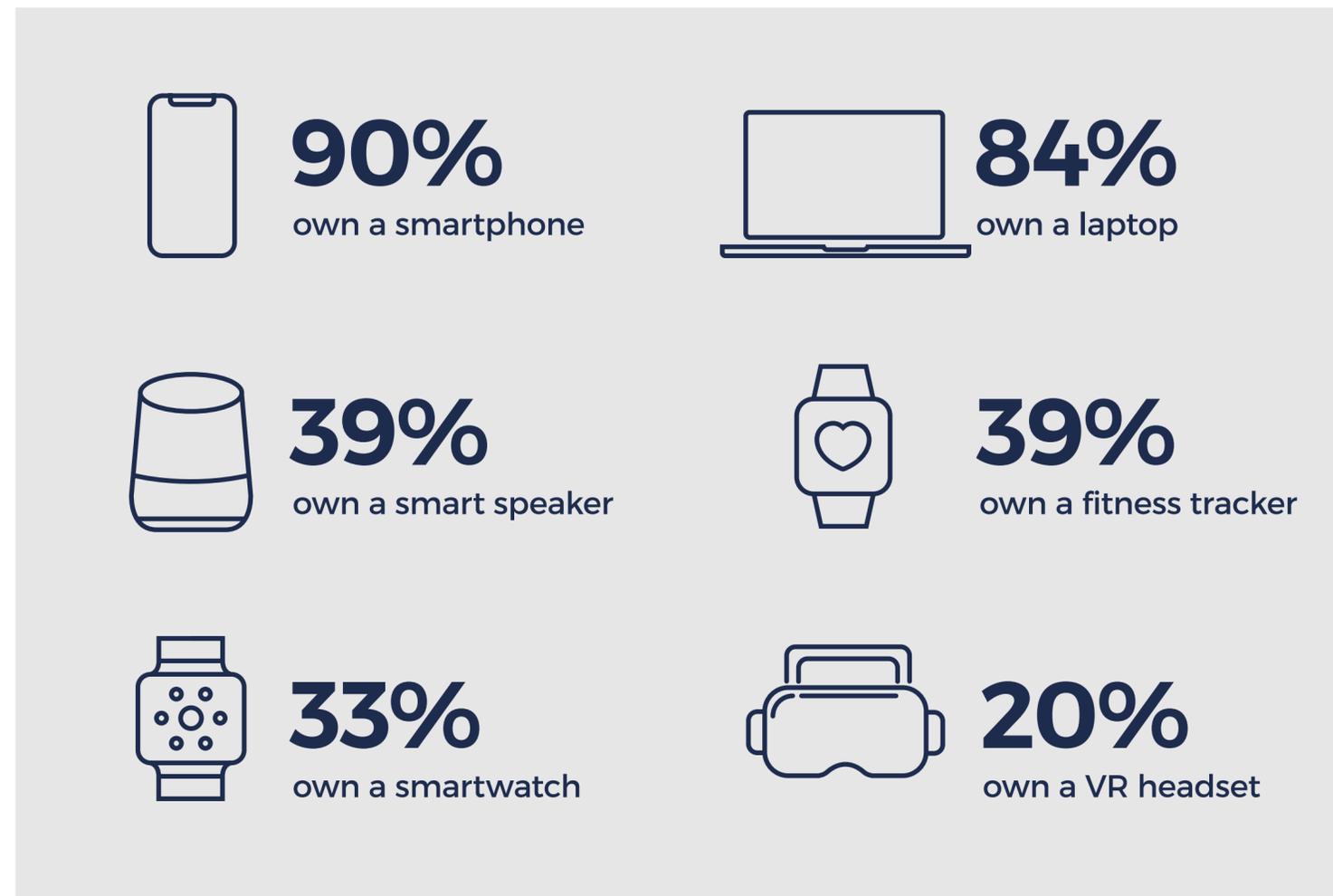


I'm scared of losing control of my life



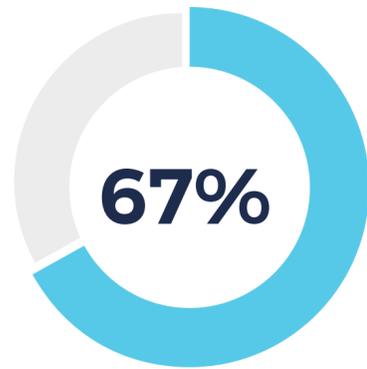
Gen Z and Y have high levels of digital literacy, and use technology to drive personal and professional change

How are they using technology?

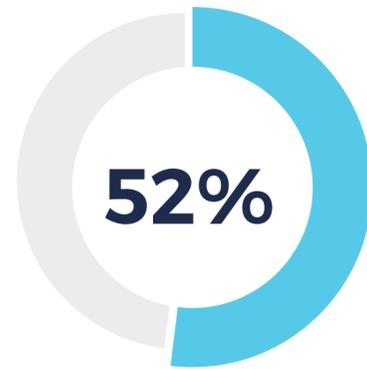
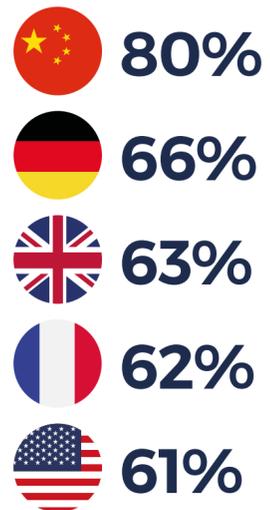


They are keenly aware of technology's potential to break down established patterns of working

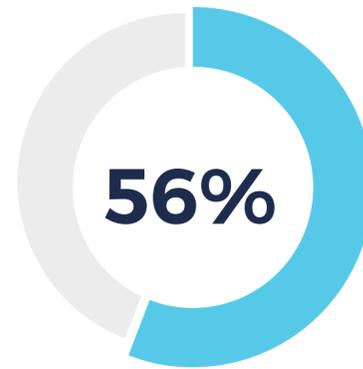
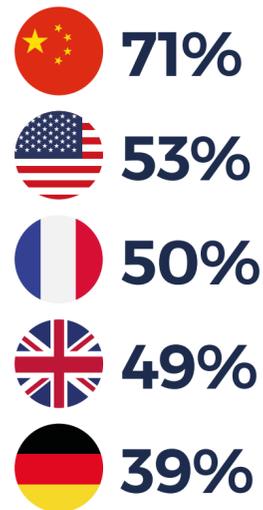
How do they feel about technology at work?



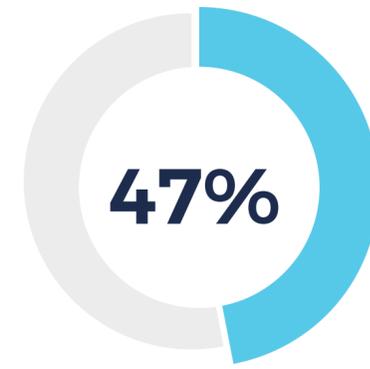
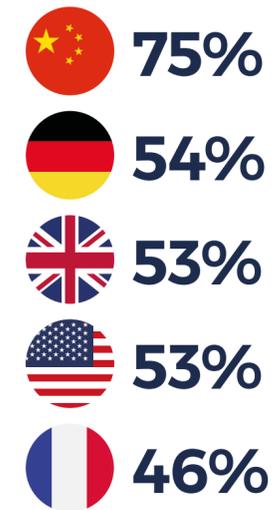
Would prefer to communicate with colleagues the way they communicate with friends



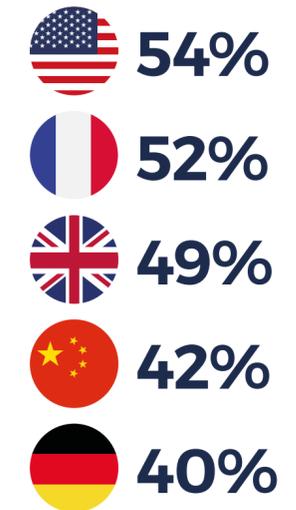
Would use technology that monitors routines to help optimise work



Think machine learning and AI will help automate boring tasks



Are concerned that machine learning and AI will make jobs redundant in the future



Q24. To what extent do you agree or disagree with the following statements?
 Q25. To what extent do you agree or disagree with the following statements?
 Base size: all participants (2,067), UK (408), Germany (429), France (404), US (423), China (403)

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