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The Next Generation in Germany

Perspectives on Building a Sustainable Tomorrow

GLOCALITIES

Bertelsmann**Stiftung**

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Perspectives on Building a Sustainable Tomorrow

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Summary

This report looks into the younger age cohorts (18–30 years) in Germany, which we compared with their counterparts in other European countries as well as with older German citizens (31–70 years). We labeled the 18–30-year-old group in Germany the "Next Generation". Overall, the Next Generation in Germany is an engaged group when it comes to issues pertaining to sustainability. For instance, they are particularly concerned about climate change and expect things to get worse in the future. In addition, they are more concerned about mental health problems in society. However, as a whole, their outlook on life is not particularly more pessimistic than that of older Germans. An encouraging finding is that the Next Generation is more likely to act in support of issues that they are concerned about, such as climate-, society- and economy-related issues. They are especially likely to act if they feel that they are personally affected by an issue. Even though they demonstrate a greater willingness to act, this is often in the form of online actions, such as sharing content on social media.

When it comes to social participation and institutions, the Next Generation trusts democracy and the government to an average degree. However, they appear disengaged with politics, as a staggering number of young people either do not vote or do not have a clear opinion on voting.

While seeking to understand the Next Generation better, we observe that its members tend to feel lonelier and a significant group even expects their mental health to deteriorate. Furthermore, their feeling of pessimism has been growing in the past few years (which is also true for older people in Germany).

While trying to resonate with the Next Generation, it is essential to take into account that young people are still in a stage of their lives during which they want to grow professionally and achieve more, but also to experience thrills and adventures and to leave their own mark by standing out from the crowd. Narratives and storytelling that incorporate the archetypes of the Magician, the Hero and the Creator stand out among the Next Generation.[1] The Magician is influential, charismatic and clever, a visionary who does not believe in limitations. The Magician set things in motion, making dreams come true. The Hero faces any challenge with courage and determination. The Creator is visionary and inventive while focusing on self-expression. These archetypes speak to the aspirations and solution-creation mindset of the Next Generation.

Knowing about the appeal of archetypes among the Next Generation enables organizations to craft a strategy to engage more young citizens. In practical terms, the results imply that any such initiatives to engage young people need to resonate with their concerns and their aspirational, status-seeking mindset, but they must also incorporate exploration and creating solutions. The following case study is telling: A significant group of young people have become fans of thrifting, which was driven by environmental consciousness. Thrifting is now viewed as "cool" and is woven into their social fabric – a development that has redefined the fashion industry.

It is also important to remember that young people are much more likely to be outspoken online, which has also become a virtue-signaling mechanism that showcases their values. To engage young people even more, it is necessary to tap into their need of being accepted and seen as valued by their social circle (a need that

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1   Please consult the appendix for a description of the archetypes and how these are used in communications.

is very prominent while growing up). Improving the Next Generation's trust in government, addressing their concerns, and making them feel empowered are of course important for boosting their engagement in social initiatives. But young people in Germany are not more worried or distrustful when compared with their older counterparts. The Next Generation is more prone to loneliness and the desire to fit in and be accepted. In short, there is still work to be done to further engage members of the Next Generation in sustainable actions and to align Advocates initiatives in Germany with the needs and wants of the Next Generation.

Furthermore, looking at how to activate young people that care about sustainability but are not as engaged in it, we see that this sub-section of the Next Generation is deterred by the complexity of information. The issue of sustainability likely feels too big for them to confront, so they opt instead to not approach it actively. Bringing simplicity into advocacy has the potential to increase the engagement of this group.

Objectives

The Bertelsmann Stiftung invited Glocalities to write a report on the Next Generation in Germany.

The objectives of the research can be summarized as follows:

- To provide an overview offering insights into the perspective of the members of the Next Generation in Germany and other European countries, asking: What drives and motivates them? What concerns them and holds them back? Which societal agents do they trust? And how do they relate to the rest of the world?
- This, in turn, would provide insight into how to support the Next Generation better and how to get them more engaged in sustainability-related activities.
- To empower young people for a sustainable future and to help them set up sustainability-related activities.

Introduction

Young people worldwide are frequently portrayed as being concerned about sustainability and politics, pessimistic about the future, and less trusting of institutions. They are often perceived as being riddled by climate anxiety but too worried to act. However, 2023 Glocalities data reveals a different profile. The echo chambers in our surrounding environment prevent us from forming an accurate and objective image of the people around us. In addition, it is often falsely assumed that the loudest voices presented in the (online) media are a good representation of society. However, the data that is presented in the following chapters point in a different, more nuanced direction.

In this report, we will tackle some of the preconceptions about the Next Generation and dispel some myths about young people in Germany. The media paint a contradictory picture of the Next Generation. On the one hand, young people are portrayed as being lazy, disinclined to work, and disrespectful.[2] On the other hand, the media describe a generation that is politically engaged and wants to play an active role in society.[3] It is emphasized that Generation Z is thought of as sensible and aware, especially when it comes to health issues. The young generation is considered to be highly digitally connected via social media while struggling with loneliness at the same time.[4] Does the data support or refute these notions of young people in Germany? We will look into the nuanced makeup of the Next Generation in Germany and discuss how to engage, empower and support them in taking sustainability-related actions.

2   Hormess, Ismael (05.07.2023). "Generation Hängematte". Bild.de: www.bild.de/politik/inland/politik-inland/generation-haengematte-junge-menschen-haben-wenig-bock-auf-arbeit-84550934.bild.html (accessed 18.12.2023); FAZ.net (5.11.2023). "Diese jungen Leute: Generation Z wünscht sich gutes Einkommen ohne zu viel Stress": www.faz.net/aktuell/wirtschaft/mehr-wirtschaft/arbeit-und-beruf-das-wuenscht-sich-die-generation-z-19291747.html (accessed 18.12.2023); Renggli, Thomas (27.4.2022). "Alle Macht der Jugend. Doch auf der Strecke bleiben Respekt und Anstand. Das grosse Missverständnis der 'Generation Z'". Die Weltwoche: https://weltwoche.ch/daily/alle-macht-der-jugend-doch-auf-der-strecke-bleiben-respekt-und-anstand-das-grosse-missverstaendnis-der-generation-z/ (accessed 18.12.2023).

3   Gelles, David (19.8.2023). "With TikTok and Lawsuits, Gen Z Takes on Climate Change". New York Times: www.nytimes.com/2023/08/19/climate/young-climate-activists.html (accessed 18.12.2023).

4   Braun, Fabrice (22.7.2023). "Gemeinsam einsam; Jugendliche und junge Erwachsene sind über Social Media so vernetzt wie noch nie, aber auch so allein wie kaum eine Generation vor ihnen. Wie kann das sein?". Süddeutsche Zeitung: www.sueddeutsche.de/projekte/artikel/gesellschaft/einsamkeit-jugendliche-depression-social-media-e931581/?reduced=true (accessed 18.12.2023).

The Next Generation in Germany (18 – 30 years old)

Overall, as can be seen from the survey data, young Germans are focused on their career and their personal progress in life. Relatively more often, they aspire to have a place of their own and other possessions, to look beautiful, and to develop clear goals for their life. Their social standing is important to them; they want to be noticed and gain recognition from others. Looking at the future, they expect their income to increase over the next year, and they state that it has already increased since last year. It should be pointed out that this focus of younger Germans on career and self-development is clearly influenced by their stage in life. The age span of 18 to 30 years is the period in which most people try to build their future careers and invest in themselves.

The ecological stance of young Germans is worth exploring further. Overall, Germans of all ages are very concerned about climate change, as it is the top concern out of a list of 36 concerns. Opposite to the picture that is sometimes painted in the news, young Germans have a relatively lower interest in eco-consciousness and pursuing an ecological lifestyle compared to older Germans. This is also true for younger people elsewhere in Europe.

Older Germans (31–70 years old) have a greater interest in ecological and sustainable living. Interestingly, young Germans feel – more so than older Germans – that the actions they take to tackle climate change have a positive impact.[5]

Table 1: Top differentiating aspects*

How the Next Generation in Germany would like their life to change in a positive way over the next 5 years

Have lots of possessions	187
Look beautiful	186
Develop clearer goals in life	184
Have a good career	176
Have a place of my own	158
Help my parents have a comfortable life	145
Gain recognition from other people	127
More personal development	126
Lead an active and exciting life	125
Lead a spiritual life	123
Feel the desire to experience life	121
Be happy in love	120

* Index compared to Germany's total population (An index value of 100 indicates that a result exactly matches the baseline average (in this case, Germany's total population); an index of less than 90 or more than 110 would be considered different enough from the average to be noteworthy. The items shown are statistically more prevalent for the Next Generation.)

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5   See the table titled "Methods to personally help climate change" in Chapter "Advocacy".

Figure 1: **Next Generation vs Rest of Germany***

	LESS PREVALENT FOR NEXT GEN	GERMANY AVARAGE	MORE PREVALENT FOR NEXT GEN
Adventurous hobbies			0,38
Career focus			0,37
Exhibitionism			0,36
Progress in income			0,36
Community involvement	– 0,26		
Smaller income differences	– 0,28		
Longing for tradition	– 0,34		
Nostalgia	– 0,37		
	– 0,5	0	0,5
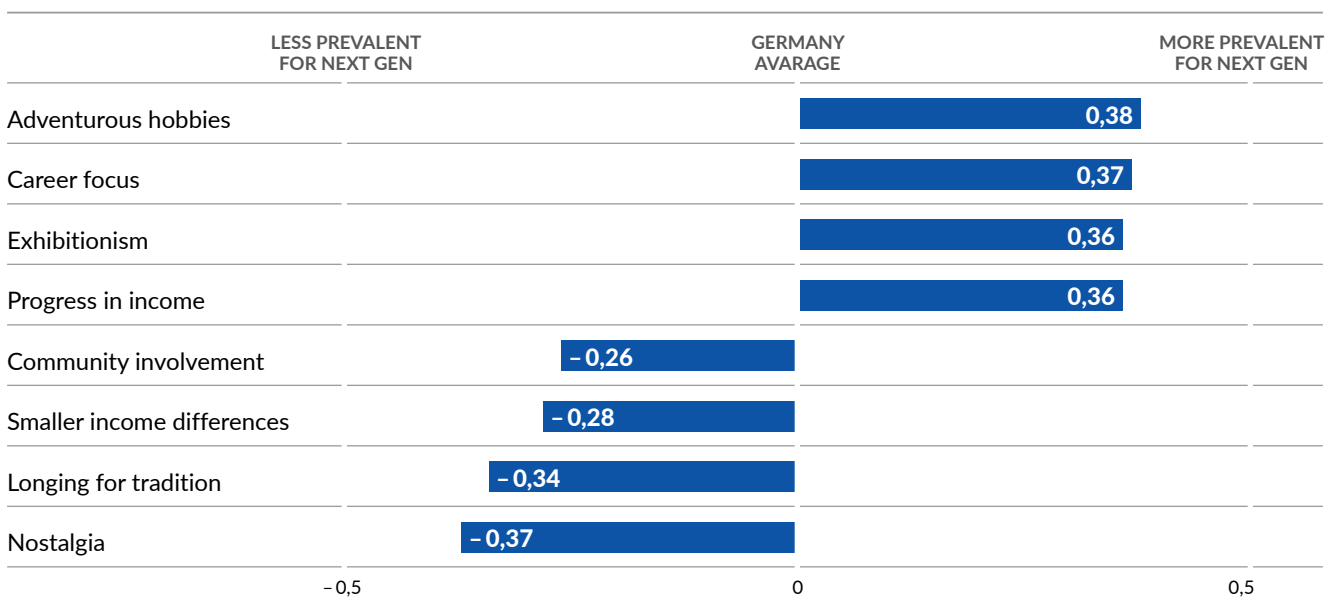
* based on standardized z.score differences with Germany total

Source: Author's own illustration and calculation

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Figure 2: **Environmentalism**

Worrying about environmental issues

0,34   0,46   0,54

–1 STRONGLY DISAGREE ——————————————— +1 STRONGLY AGREE

Trying to live in an eco-consious way

0,20   0,26   0,55

–1 STRONGLY DISAGREE ——————————————— +1 STRONGLY AGREE
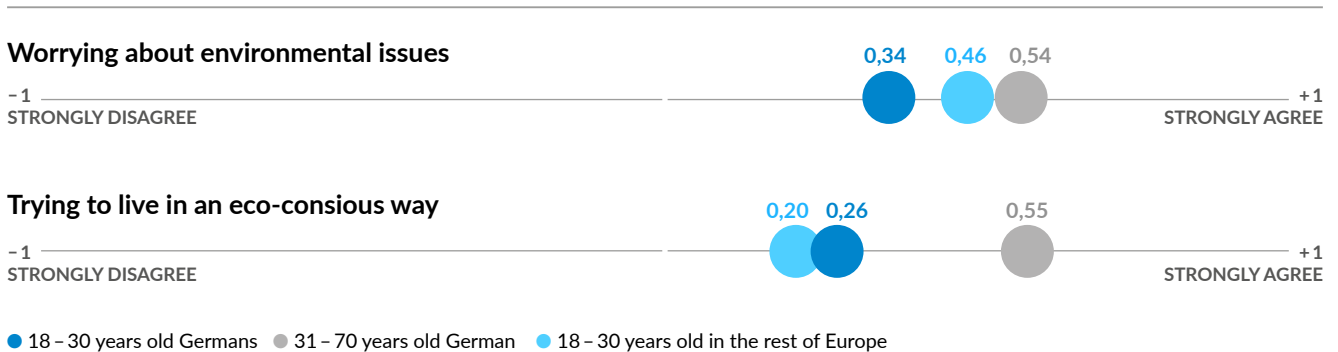
● 18 – 30 years old Germans   ● 31 – 70 years old German   ● 18 – 30 years old in the rest of Europe

Source: Author's own illustration and calculation,
based on standardized means (z-scores)

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Table 2: **Which of the following aspects are you looking for in your work?***

	18 – 30 YEARS IN GERMANY	31 – 70 YEARS IN GERMANY
Having job security	40%	43%
Making enough money to provide for my family	36%	40%
Doing what is also my passion	32%	30%
Having pleasant colleagues	**29%**	**38%**
Making a lot of money	**26%**	**17%**
Working close to home	**25%**	**38%**
Being able to develop myself personally (learn soft skills)	**23%**	**12%**
Being able to develop myself professionally	**19%**	**13%**
Having a lot of freedom	19%	21%
Progressing in my career	**17%**	**6%**
Working during set working hours	17%	21%
Contributing to a better world / making a positive difference in society	**15%**	**8%**
Making my family proud	**15%**	**8%**
Employer values matching my own values	11%	11%
Working at a company with an informal atmosphere / flat structure	**9%**	**13%**
Traveling (to different places) for my work	**7%**	**3%**
Becoming a role model for my colleagues	**7%**	**3%**
Having the latest techniques and innovations available	6%	5%
Match with my studies	**6%**	**2%**
Working for a wellknown company	5%	3%
Working for an organization with a stellar reputation	4%	3%
None of these	**5%**	**15%**

* Data in red is significantly lower than the reference group;
data in blue is significantly higher. The reference is the rest of Germany.

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When looking at their priorities related to employment,[6] their top concern is job security (just like it is for older Germans). Compared to older Germans, however, members of the Next Generation care more about making a lot of money, developing themselves personally and professionally, and progressing in their career. This fits in with the phase of life in which young people find themselves, when many are still at the beginning of their professional careers and trying to establish themselves professionally.

Interestingly, young people also seek to contribute to a better world through their work. Although it is not among their top 10 priorities, it does matter to the Next Generation more than to the older generation. Perhaps young people believe more than older people do that the future can also be changed for the better through their own professional activities.

Similar results are observed when it comes to interest in politics and community involvement. Older Germans have the greatest interest in the political sphere and tend to be more involved in their community, while members of the Next Generation in Germany and the rest of Europe appear to be less interested and involved. However, when looking at the progress of the trend over recent years, we observe that young Germans' interest in politics has been gradually increasing since 2014.

6   Note that the source of the data on employment goals data is from 2019.

Figure 3: **I am interested in politics***

18 – 30 years
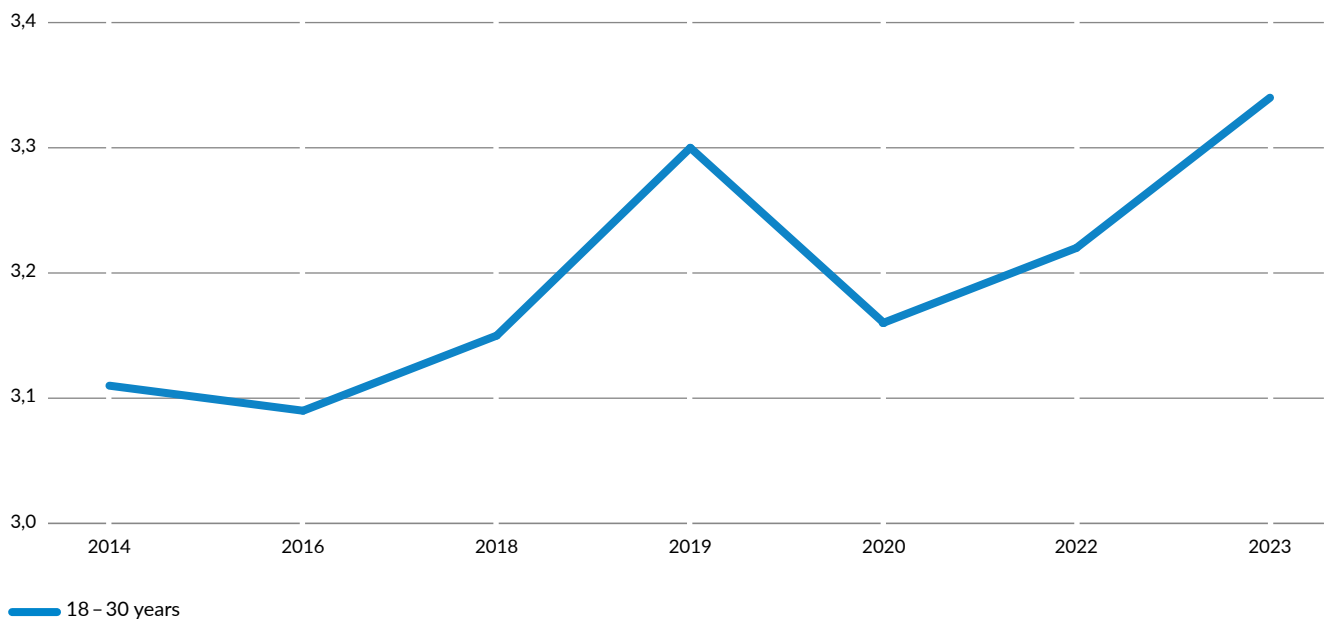
* Based on a five-point Likert scale
in which 1 equals "strongly disagree" and 5 equals "strongly agree."
Source: Author's own illustration and calculation

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When it comes to their levels of pessimism, it appears that younger Germans are relatively less pessimistic than older Germans. However, they do tend to feel more alone than the rest of Germans in addition to being more worried about mental health.[7] What's more, they are less likely than older Germans are to feel that they are fulfilling their purpose in life, that they are doing meaningful work, and that their actions are making a difference. So the picture is more nuanced, and the other survey findings add more granularity to this topic.

Regarding trust in institutions and entities, young Germans have somewhat more trust compared to older Germans and young people in the rest of Europe. Over–all, the Next Generation is less distrusting, while older Germans have higher levels of skepticism and doubt.[8]

7   For more details, see Chapter "Outlook on the future".

8   For more details, see Chapter "Trust in institutions and entities".

Sub-groups among young people

Figure 4: **Glocalities Values Segments**

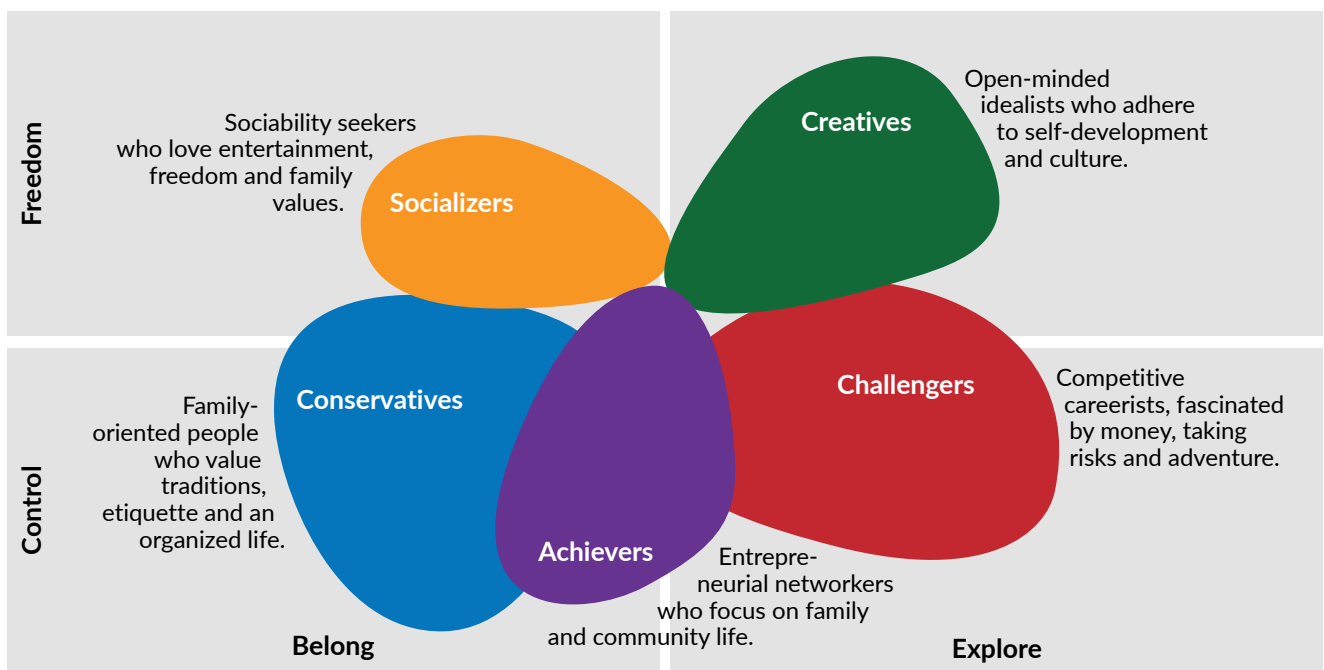Sociability seekers who love entertainment, freedom and family values.

Socializers

Creatives

Open-minded idealists who adhere to self-development and culture.

Conservatives

Challengers

Family-oriented people who value traditions, etiquette and an organized life.

Competitive careerists, fascinated by money, taking risks and adventure.

Achievers

Entrepre-neurial networkers who focus on family and community life.

Freedom

Control

Belong

Explore

Source: Author's own illustration and calculation

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To only look at young people as a unified whole does not do justice to the vast diversity that can be seen within generations. There are many factors that affect young people's behaviors and attitudes – from their socioeconomic status to their sociocultural values. For this reason, we will investigate different types of people within the Next Generation

Glocalities values segmentation[9]

In order to gain a deeper understanding of the different types of younger Germans, we have employed the

Glocalities values segmentation. The Glocalities values segments are groups of people that share values and have a common outlook on life. The Glocalities segmentation model takes into account sociological and psychological aspects in order to assign citizens to a values segment.

Glocalities segmentation model. People with exactly the same sociodemographic background can vary fundamentally in their outlook on life. Based on earlier international values research and expert sessions, we included specific values statements in our international surveys and developed the Glocalities segmentation model. The model consists of two fundamental dimensions, which are based on factor analysis and are highly explanatory for value differences between consumer segments. The psychological dimension, on the horizontal axis, shows whether people are focused on a sense of belonging and familiarity or whether they are more exploration- and change-oriented. The sociological dimension, on the vertical axis, shows whether people are more focused on control and obedience or whether they are more oriented toward the freedom to make individual choices.

9   Since sociodemographic criteria only tell a part of the story and fall short of providing an in-depth understanding of how to really connect with people at a deeper level, we developed the international values-based

We start the analysis by looking at the prevalence of the Glocalities values segments in each group historically (i.e., since the first Glocalities survey in Germany in 2014). Increasingly, we see two core segments emerge as the driving forces of the young generation: Challengers and Creatives. These segments were already more prevalent among 18–30-year-olds in Germany in 2014, but they are even more dominant among young people today. At present, two-thirds of

young people belong to the Creatives and Challengers segments.

Having said that, Creatives and Challengers have very different characteristics. While Creatives are open-minded idealists who engage in self-development and cultural activities, Challengers are competitive careerists who are fascinated by money, taking risks and seeking adventure. In terms of their lifestyle

Figure 5: **Changes in sizes of Glocalities Values Segments in the last decade**
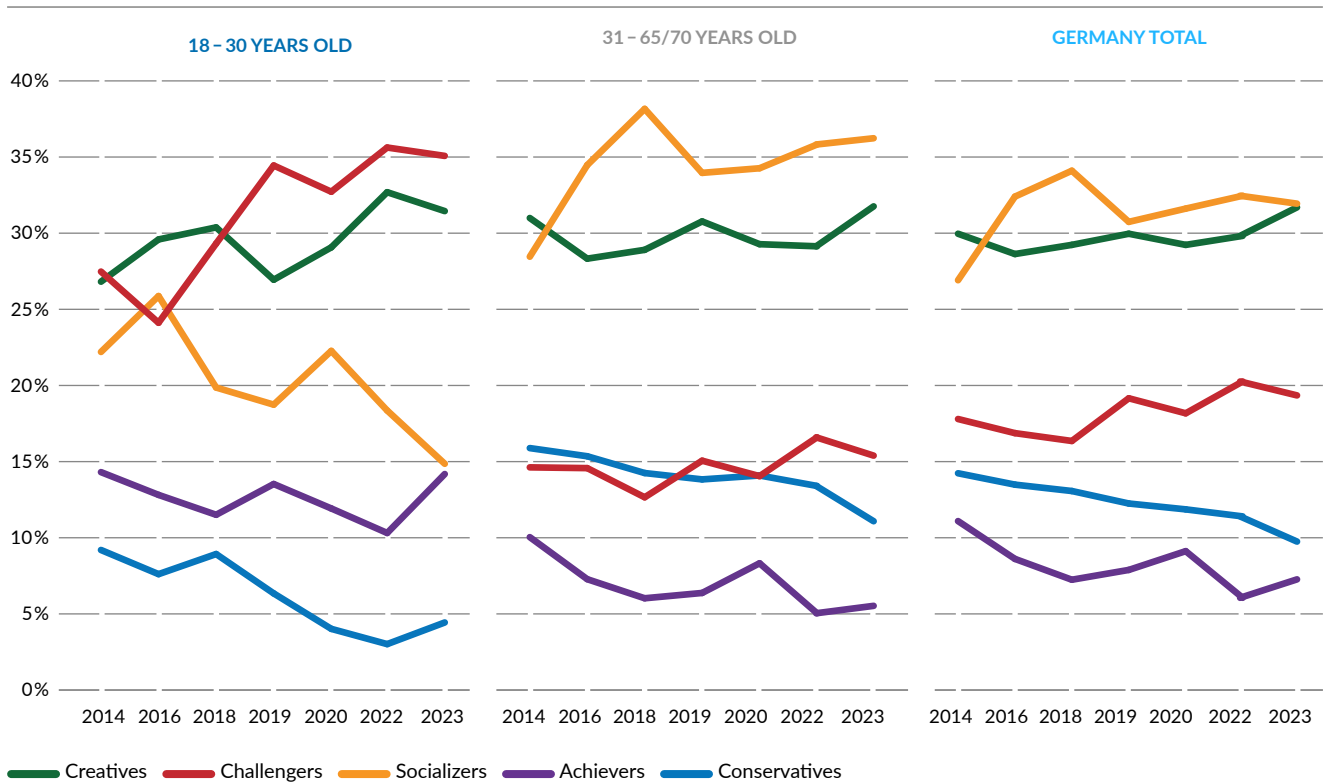
Source: Author's own illustration and calculation

Table 3: **Distinguishing Lifestyle Interests***

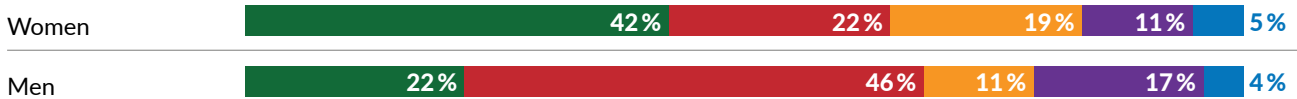| Young Creatives		Young Challengers	
Vegetarianism	192	Basketball	303
Music festivals	152	Dieting	195
Adventure travel	142	Fast food	193
Psychology	139	Computer action games	191
Concerts	121	Fatherhood	180
Ecological lifestyle	116	Beer	134

* index compared to German total population

Figure 6: **The Makeup of the Next Generation's Values by Demographic Splits**

AGE

	Creatives	Challengers	Socializers	Achievers	Conservatives
25 – 34 year	32%	29%	19%	15%	5%
18 – 24 years	31%	40%	11%	13%	4%

GENDER

	Creatives	Challengers	Socializers	Achievers	Conservatives
Women	42%	22%	19%	11%	5%
Men	22%	46%	11%	17%	4%

REGION

	Creatives	Challengers	Socializers	Achievers	Conservatives
East Gemany	28%	45%	11%	14%	2%
West Germany	32%	33%	16%	14%	5%

AREA

	Creatives	Challengers	Socializers	Achievers	Conservatives
Rural	33%	26%	21%	12%	7%
Suburban	33%	36%	11%	17%	4%
Urban	30%	40%	13%	14%	3%

● Creatives ● Challengers ● Socializers ● Achievers ● Conservatives

Source: Author's own illustration and calculation

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interests, young Creatives are more open to things like an ecological lifestyle, vegetarianism, psychology and festivals, while young Challengers are relatively more focused on instant gratification in the form of things like games, beer and sports.

In terms of demographics, the members of the Next Generation who belong to the Challengers values segment are more likely to be on the younger end of the 18 – 30 age range. They are also more likely than their counterparts among the Creatives to be men, to live in an urban area (e. g., Berlin) or Eastern Germany,[10] to be married and to have children.

Furthermore, Creatives and Challengers have differing priorities, outlooks on life, views on sustainability, and degrees of willingness to take action. In the following chapters, we will look at the Next Generation from the

perspective of Creatives and Challengers, but also from additional perspectives, such as socioeconomic status. We will examine the Next Generation in terms of its members' concerns about sustainability, their awareness of the positive impact that they (can) have, and their willingness to act.[11]

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10 When we refer to "Eastern Germany," we mean the parts of Germany that once belonged to the communist German Democratic Republic (GDR), also known as "East Germany". The opposite holds true for mentions of "Western Germany" and "West Germany."

11 For more information on Young Socializers and Young Achievers, see section "Young Socializers and Achievers" in Chapter "Diving into core subgroups on engagement".

Sustainability

Climate

As mentioned before, young Germans are worried about climate change and have ecological concerns. However, these issues do not take priority for them in the same way that personal success and career aspirations do. In fact, it is older Germans that are more worried on average about the environment and climate change. More specifically, older Germans are significantly more concerned about the depletion of natural resources and the increase of microplastics and pesticides in the environment. The same pattern of older Germans being more likely to be concerned can be observed when it comes to the issues of water scarcity and draughts, water pollution/contamination, and the loss of rainforests and wilderness environments.

However, looking at the averages of the generation as a whole does not show the full picture. When we zoom into the two core sub-segments of young Germans, we see that sustainability concerns are at the core of the ideology of young Creatives. Especially compared to young Challengers, Creatives are significantly more likely to be concerned about sustainability and environmental issues, as 60 % of young Creatives feel concerned about climate change compared to 35 % of Challengers. Out of all the sustainability and environmental issues, Creatives are most likely to indicate that they are worried about the extinction of animal and plant species as well as the loss of rainforests and wilderness environments. This group, in particular, seems to be at the forefront of climate advocacy among young people in Germany.

Table 4: **Issues of most concern**

	18–30 YEARS IN GERMANY	18–30 YEARS IN GERMANY +CREATIVES	18–30 YEARS IN GERMANY +CHALLENGERS	31–70 YEARS IN GERMANY
Human rights violations	51%	56%	41%	37%
Climate change	46%	60%	35%	45%
Sexual harassment and abuse	45%	45%	40%	36%
Child abuse & neglect	42%	55%	23%	45%
Mental health problems	41%	39%	26%	26%
The gap between rich and poor	36%	44%	33%	44%
Extinction of animal and plant species	35%	46%	35%	40%
Extreme poverty	35%	38%	36%	37%
Animal cruelty	34%	51%	22%	43%
Malnutrition and hunger	34%	31%	36%	30%
Racism & discrimination toward ethnic minorities	33%	42%	26%	21%
Natural disasters	30%	32%	31%	38%
Domestic violence	29%	32%	31%	27%
Victims of war	29%	25%	25%	20%
Child labor	29%	26%	24%	31%
Water scarcity and draughts	26%	26%	25%	34%
Loss of (rain)forest and wilderness environments	25%	33%	20%	35%
Water pollution/contamination	24%	26%	19%	27%
Depletion of natural resources	24%	27%	20%	33%
Dealing with waste	23%	28%	14%	24%
Air pollution	23%	26%	14%	22%
Oppression by the state	22%	24%	25%	21%
Lack of opportunities for children	21%	19%	20%	22%
Increase of (micro)plastics in the environment	21%	22%	12%	26%
Political polarization	20%	14%	17%	16%
Gender inequality	20%	25%	17%	14%
Melting of polar ice	19%	28%	20%	22%
Online disinformation	18%	17%	20%	15%
Discrimination toward lesbian, gay, bisexual & transgender people	17%	25%	14%	14%
Religious persecution	16%	15%	14%	8%
Chronic diseases	16%	12%	24%	24%
Treatment of refugees	15%	17%	17%	15%
Overfishing	14%	17%	9%	13%
Use of pesticides and chemicals	14%	12%	11%	20%
Soil degradation	9%	11%	9%	5%
Genetic modification of crops	7%	5%	8%	7%
I am not concerned about any of these issues.	2%	2%	2%	4%

Data in red is significantly lower than the reference group; data in blue is significantly higher. The reference for 18–30 years and 31–70 years is the rest of Germany. The reference for Young Creatives and Young Challengers are the rest of young Germans (18–30 years).

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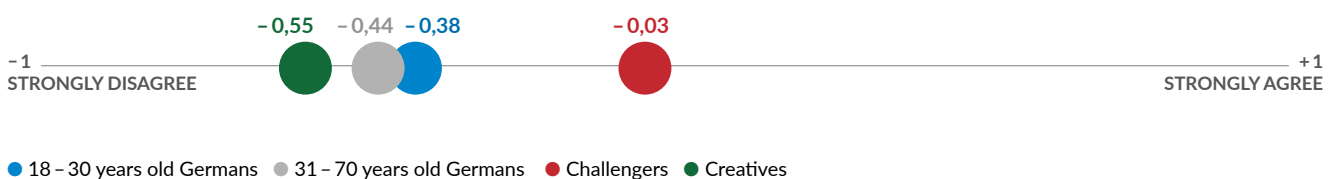
Inclusivity and mental health concerns

Another branch of sustainability is related to society and how accepting we are when it comes to differences. Younger Germans are much more likely to say that they are worried about racism and discrimination toward ethnic minorities than older Germans are, with the percentages being 33 % and 21 %, respectively. In addition, young Germans are more likely than older Germans are to be concerned about victims of war, which indicates that they prioritize social equality and fairness. A similar pattern can be seen when it comes to human rights violations and mental health issues, for which young Germans indicate significantly more concern than both older Germans and young people in the rest of Europe do.

Four out of 10 young people are concerned about mental health, which is among the top five concerns of members of the Next Generation. When we look deeper and specifically at young people concerned about mental health, we see that they appear to be an open-minded and empathetic group. They are in favor of gay marriage, gender-role flexibility, equal treatment and tolerance. In addition, they are in favor of smaller income differences and have an empathetic point of view. They fear individualization and like to live an organized and financially secure life. As a group, they value freedom and being carefree significantly more than the rest of the sub-groups of young Germans. As far as their archetypes are considered, they are attracted to the Caregiver and Explorer archetypes more than the rest are, while the Ruler is the least appealing for them.

Similar results emerge when looking at the values segments. Young Creatives appear to be more con-cerned about social equality issues when compared to young Challengers. Specifically, Creatives are concerned about racism, child abuse and neglect, and animal cruelty much more than Challengers are. In addition, human rights violations rank high among their list of worries, with 56 % of them indicating that they have concerns about this. This high percentage underlines their respect for personal freedoms and civil rights.

Agency

Figure 7: **No matter how hard I try in life, it does not make any difference**

− 0,55 − 0,44 **− 0,38**   **− 0,03**

− 1 ————————————————————————————————— + 1
STRONGLY DISAGREE   STRONGLY AGREE

● 18 – 30 years old Germans   ● 31 – 70 years old Germans   ● Challengers   ● Creatives

Based on standardized means (z-scores)
Source: Author's own illustration and calculation

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Having highlighted the worries and concerns of young people, we can move on to determining the level of agency they feel they have in their lives, specifically, whether they feel that their actions are influential and can bring about change. When comparing young with older Germans, we can observe that younger individuals are more likely to feel that if they try hard in life, they will be able to make a meaningful change. Interestingly, older Germans are more skeptical regarding their ability to have an impact through their actions.

Similar results are observed when asking respondents if they believe that their choices help tackle climate change. While younger Germans seem to be more positive and hopeful, older Germans and young people in the rest of Europe have a more negative view about their ability to contribute. These results are in line with the ambitious and determined characteristics of young Germans presented in the previous chapters. Since they want to achieve their goals and succeed in life, they are confident that they can bring about change through their actions. On the other hand, older Germans appear to be more pessimistic, possibly because they have more life experience and know that societal and environmental change is a long-term process that is not easy to achieve.

A similar pattern is observed when looking at the values segments. Creatives appear to be more positive and optimistic regarding their level of agency and the influence of their actions in their lives. On the other hand, Challengers are more pessimistic compared to Creatives and have less faith in their contributions and their results.

Advocacy

Having highlighted the concerns of young people and the sub-groups among them, it is essential to evaluate the actions that they are willing to take regarding those issues. Interestingly, young people are less likely to be completely inactive in regards to the issues they are concerned about, as only 6 % of young Germans would not do anything about their concerns compared to 14 % of older Germans.

It comes as no surprise that young Germans are much more likely to share related content on social media than older Germans. Furthermore, young Germans are more willing than the rest to be part of a group of people focused on supporting a cause and to support government funding aimed at fighting on behalf of the issue. In terms of absolute numbers, the most popular action for concerned young people is to discuss the topic with other people. Older Germans gravitate more toward offline actions, such as signing petitions supporting the cause and discussing the topic with other people as well. On the other hand, young people have a clear preference for using online sources, which is aligned with their generational interests and habits.

When it comes to climate change, young Germans are much more likely to indicate that they want to contribute to the solution by buying second-hand products and minimizing their use of air conditioning. Older Germans, on the other hand, are more willing to limit their vacations. Thrifting culture is more strongly present among younger Germans, but limiting their exploration of the world is a far less popular course of action.

Specifically looking at young Germans with a lower socioeconomic status, we do not see a large difference between them and young Germans in general with regards to the actions they take. They are slightly more likely to indicate that they share content on social media and participate in groups supporting their chosen cause than the rest of Germany is.

CASE STUDY – support of people with differing sexualities

Young Germans are more likely than older Germans to be supportive of inclusivity for minority groups (e. g., supporting people of other races and sexualities as well as fighting stigmatization related to mental health). They are also more likely to be publicly (as opposed to only privately) supportive of these issues. When we ask those that don't express their support publicly for their reasons for remaining silent, young people are much more likely to choose the reasons "I am not personally affected by this issue" and "It is the role of those who are affected by the issue to speak out about it." For instance, when it comes to people with a sexuality different from their own, we find that 37 % of young Germans support them, with 21 % of young Germans supporting them publicly. In comparison, 35 % of older Germans indicate that they support them, but with only 11 % supporting them publicly. Young Germans who privately (but not publicly) support people on this issue are indicatively[12] twice as likely as older Germans are to say that they do not publicly engage with the topic because it doesn't affect them.

12 The conclusions are indicative, as for this question the sample size of the young people (18–30 years) who support people of other sexualities in general but not publicly is low (n = 65 unweighted).

Table 5: **Actions willing to take in support of issues of concern***

	18–30 YEARS IN GERMANY	31–70 YEARS IN GERMANY	18–30 YEARS IN GERMANY WITH LOWER SOCIO-ECONOMIC STATUS**
Discuss the topic with other people	34%	37%	33%
Vote in support of the cause	31%	31%	30%
Sign a petition supporting the cause	**31%**	**39%**	32%
Donate money to an organization supporting the cause	22%	26%	23%
Share related content using social media	**22%**	**11%**	**22%**
Seek out additional information	22%	18%	22%
Support local or regional initiatives	21%	21%	20%
Volunteer (e. g. for campaigns, events)	20%	17%	19%
Buy or endorse products or services from brands that address the issue(s)	18%	18%	**13%**
Participate in a group of people supporting the cause	**18%**	**11%**	**20%**
Support government funding	**15%**	**9%**	14%
Join an online campaign	15%	16%	21%
Protest on the streets	13%	9%	14%
Write a letter to public officials in support of the cause	**3%**	**8%**	4%
None of the above	**6%**	**14%**	7%

* Data in red is significantly lower than the reference group; data in blue is significantly higher. The reference for 18–30 years and 31–70 years is the rest of Germany.
** Lower socioeconomic status is defined as low and middle education in the bottom two quintiles of household income.

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Table 6: **Methods to personally reduce climate change***

	18–30 YEARS IN GERMANY	31–70 YEARS IN GERMANY
Set the heating at home lower than in previous winters	42%	47%
Sell my used products	41%	34%
Eat less or no meat	39%	38%
Buy second-hand products	**35%**	**28%**
Do not use air conditioning as much during the warmer months	**29%**	**20%**
Travel less	**19%**	**27%**
Convince other people to help reduce climate change	14%	12%
Pay more taxes to help facilitate the transition to a sustainable economy	4%	6%
I do not believe that my choices help to reduce climate change	**5%**	**12%**
There is no climate change	2%	3%
I do not care about climate change	4%	2%

* Data in red is significantly lower than the reference group; data in blue is significantly higher. The reference for 18–30 years and 31–70 years is the rest of Germany.

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Table 7: **Reasons for not showing support publicly of people of other sexualities than mine***

[INDICATIVE RESULTS]	18 – 30 YEARS IN GERMANY	31 – 70 YEARS IN GERMANY
It is not a problem for me	37 %	64 %
I am not personally affected by this issue	**20 %**	**9 %**
It is the role of those who are affected by the issue to speak out about it	11 %	6 %
I do not feel the need	10 %	8 %
I am afraid of getting harassed (online or offline)	9 %	2 %
I am afraid of saying something wrong by accident	9 %	2 %
There is already too much attention paid in our society to this issue	9 %	3 %
My speaking out will not change anything	5 %	5 %
I am afraid of what people will think of me	5 %	0 %
I do not want to start an argument	5 %	2 %
None of these	21 %	14 %
I don't know	11 %	5 %
I would rather not say	0 %	1 %

* Data in red is significantly lower than the reference group; data in blue is significantly higher. The reference for 18 – 30 years and 31 – 70 years is the rest of Germany.

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Outlook on the future

Figure 8: **Pessimism over time**

— 18 – 30 years
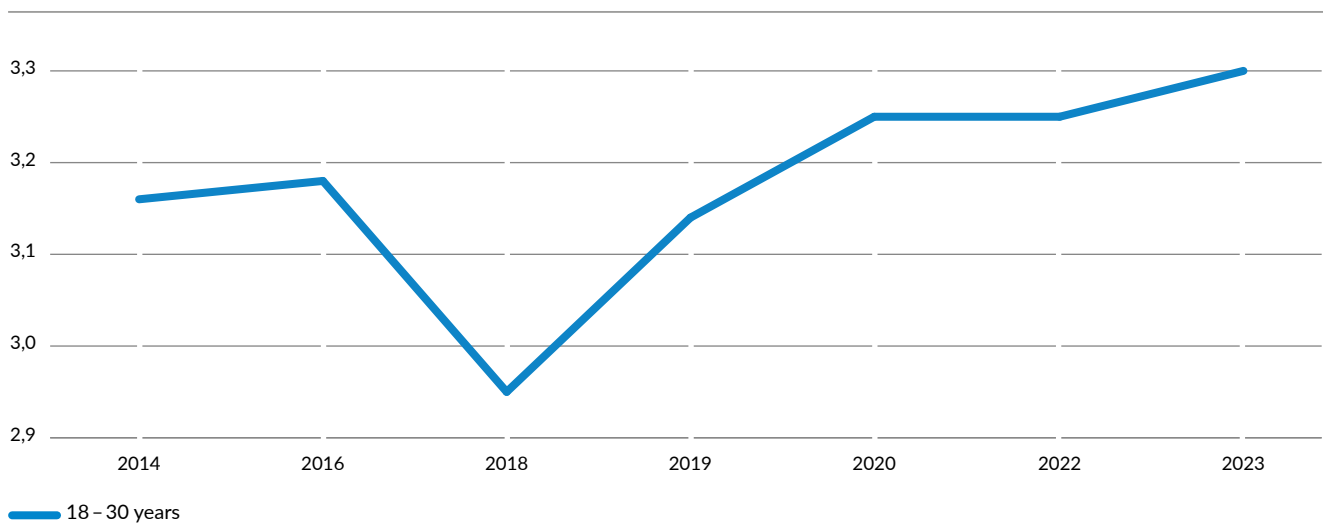
Source: Author's own illustration and calculation

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Lonelier but not more pessimistic than other Germans

Since 2018, we have seen that pessimism is on the rise among young people across Europe and the world. However, specifically in Germany, we find that even though pessimism is growing slightly among young people today, they are not significantly more pes–simistic than older people are. This prompted us to investigate this issue more deeply as well as with more variables from the study.

When it comes to changes in the standard of living, young people in Germany experienced somewhat more of an increase compared to older Germans or younger people in other European countries. However, the biggest difference can be seen in optimism about the future, as young people in Germany are much more likely to expect their income to grow. This could be attributed to the stage of life they are in and the fact

that they are at the start of their careers. But we also see that young people in Germany are more likely to be optimistic than young people across the rest of Europe are.

A remarkable characteristic that we see among young people in Germany (and mirrored in Europe as a whole) is that they are far more likely to say that they feel lonely than members of the older age groups are. This feeling is especially common among young people with a lower socioeconomic status, and it appears more often within the Challenger values segment.

This finding is in line with the 'Extremely lonely' study published by Das Progressive Zentrum,[13] which finds

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13 Das Progressive Zentrum, "Extrem einsam? Die demokratische Relevanz von Einsamkeitserfahrungen unter Jugendlichen in Deutschland," February 2023, www.progressives-zentrum.org/wp-content/uploads/2023/02/Kollekt_Studie_Extrem_Einsam_Das-Progressive-Zentrum.pdf.

Figure 9: **Lack of perspective and pessimism**

Feeling a lack of perspective and being pessimistic about the future
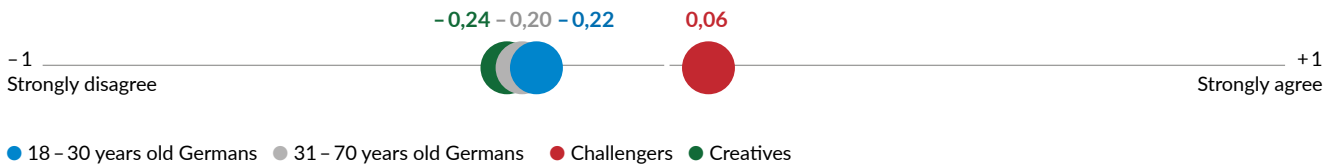
–0,24 –0,20 –0,22   0,06

–1 ——————————————————————————————— +1
Strongly disagree   Strongly agree

● 18 – 30 years old Germans   ● 31 – 70 years old Germans   ● Challengers   ● Creatives

Based on standardized means (z-scores).
Source: Author's own illustration and calculation
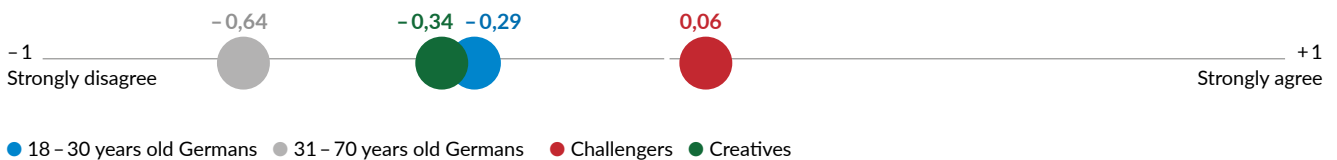
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Table 8: **Income development and future expectations**

	18 – 30 YEARS IN GERMANY	31 – 70 YEARS IN GERMANY	18 – 30 YEARS IN THE REST OF EUROPE
Did your income increase, stay the same or decline last year?			
It has increased	30 %	24 %	28 %
It stayed the same	**52 %**	**60 %**	46 %
It has declined	11 %	13 %	**17 %**
Don't know / no opinion	7 %	4 %	9 %
Do you expect your income to increase, stay the same or decline over the next year?*			
I expect it to increase	**41 %**	**28 %**	41 %
I expect it to stay the same	**42 %**	55 %	38 %
I expect it to decline	8 %	11 %	11 %
Don't know / no opinion	10 %	6 %	11 %

* Data in red is significantly lower than the reference group; data in blue
is significantly higher. The reference within Germany for 18 – 30 years and
31 – 70 years is the rest of Germany. The reference for 18 – 30 years in the
rest of Europe is 18 – 30 years in Germany.

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Figure 10: **I feel all alone these days**

–0,64   –0,34 –0,29   0,06

–1 ——————————————————————————————— +1
Strongly disagree   Strongly agree

● 18 – 30 years old Germans   ● 31 – 70 years old Germans   ● Challengers   ● Creatives

Based on standardized means (z-scores).
Source: Author's own illustration and calculation

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that "55% of young people sometimes or always lack company."

When it comes to expectations of how different aspects of the world will change (e. g., the climate, economic prosperity and personal mental health), people are much more likely to expect things to get worse or stay the same rather than improve. However, younger Germans are more optimistic than older Germans are (though not as optimistic as younger people in the rest of Europe are).

Unsurprisingly, the issue that young Germans expect to worsen the most is climate change. This suggests that the awareness of the dire state of the climate crisis is high among members of the Next Generation. Nevertheless, as we saw in other chapters of this report, fighting climate change is not high on the list of personal priorities of young people, as their personal success and ambition takes the front stage.

Table 9: **How do you think that the world will evolve in this century regarding the topics below?***

	THINGS WILL IMPROVE			THINGS WILL NOT CHANGE			THINGS WILL GET WORSE		
	18–30 YEARS IN GERMANY	18–30 YEARS IN THE REST OF EUROPE	31–70 YEARS IN GERMANY	18–30 YEARS IN GERMANY	18–30 YEARS IN THE REST OF EUROPE	31–70 YEARS IN GERMANY	18–30 YEARS IN GERMANY	18–30 YEARS IN THE REST OF EUROPE	31–70 YEARS IN GERMANY
Average	18%	22%	7%	37%	34%	42%	36%	29%	42%
Climate change	17%	18%	8%	28%	25%	33%	47%	44%	51%
People's standard of living	17%	21%	6%	31%	31%	31%	45%	33%	57%
Trust in the state	11%	13%	5%	35%	37%	40%	44%	36%	47%
Ensuring that the oldest citizens have enough money to survive	23%	18%	6%	28%	37%	34%	44%	29%	52%
Income inequality	16%	18%	6%	38%	38%	37%	41%	31%	49%
Trust in each other	15%	21%	5%	38%	36%	51%	37%	29%	37%
Political tensions in your country	16%	13%	6%	39%	35%	38%	37%	36%	49%
The quality of education in my country	25%	23%	9%	33%	35%	42%	37%	28%	41%
Tensions between ethnicities in your country	14%	18%	5%	39%	37%	40%	36%	27%	41%
Economic prosperity	20%	21%	7%	32%	31%	36%	36%	32%	48%
Social prosperity	13%	20%	5%	40%	37%	36%	36%	25%	51%
Biodiversity (the preservation of plant and animal species)	16%	19%	14%	42%	33%	38%	35%	34%	37%
The chance that your country gets involved in a war with other countries	17%	15%	7%	38%	37%	47%	32%	25%	29%
Common values and norms	18%	21%	6%	38%	40%	47%	31%	24%	37%
Your mental health	25%	33%	9%	42%	33%	58%	27%	19%	23%
Your own standard of living	25%	36%	11%	41%	30%	49%	27%	20%	32%
Your physical health	23%	38%	11%	47%	31%	51%	19%	18%	28%

* Data in red is significantly lower than the reference group; data in blue is significantly higher. The reference within Germany for 18–30 years and 31–70 years is the rest of Germany. The reference for 18–30 years in the rest of Europe is 18–30 years in Germany.

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Trust in institutions and entities

Younger Germans have more trust in institutions and entities than older Germans and other younger people in the rest of Europe do. While 59 % of young people have trust in democracy, 62 % have trust in the EU. However, they are less likely to indicate that they trust the government (39 %) or the parliament (35 %).

This could be part of the reason why so many young Germans are not engaging in voting (a staggering 45 % reported that they did not vote in the last elections compared to 32 % of older Germans). However, since older Germans indicate similar levels of distrust in the parliament and government but are still more likely to vote, distrust cannot sufficiently explain the lower voting numbers among younger Germans. One final point to note is that it is especially younger Germans of a lower socioeconomic status who are unlikely to vote, with 58 % indicating they did not vote in the last elections.

Table 10: **Please indicate your general trust in the following institutions / entities?***

	TRUST			NO TRUST			DO NOT KNOW		
	18–30 YEARS IN GERMANY	18–30 YEARS IN THE REST OF EUROPE	31–70 YEARS IN GERMANY	18–30 YEARS IN GERMANY	18–30 YEARS IN THE REST OF EUROPE	31–70 YEARS IN GERMANY	18–30 YEARS IN GERMANY	18–30 YEARS IN THE REST OF EUROPE	31–70 YEARS IN GERMANY
Average	49%	45%	42%	37%	38%	40%	14%	17%	19%
Education	76%	64%	59%	17%	24%	25%	7%	12%	16%
Science	74%	74%	69%	15%	16%	17%	10%	10%	14%
The European Union (EU)	62%	57%	47%	27%	26%	38%	11%	17%	15%
Democracy	59%	50%	59%	33%	33%	27%	8%	16%	14%
Legal system	55%	42%	51%	34%	42%	37%	11%	17%	12%
The North Atlantic Treaty Organization (NATO)	55%	44%	45%	28%	31%	35%	17%	25%	20%
United Nations (UN)	53%	50%	44%	27%	30%	35%	20%	21%	21%
Ordinary people	47%	53%	50%	33%	28%	28%	20%	18%	23%
Banks	45%	42%	28%	42%	42%	53%	13%	16%	19%
Non-governmental Organizations (NGOs)	45%	49%	34%	30%	28%	36%	25%	23%	30%
Government	39%	28%	35%	52%	58%	49%	9%	13%	16%
Parliament	35%	29%	35%	45%	54%	46%	20%	17%	18%
Religion	34%	37%	20%	58%	49%	62%	8%	15%	18%
Media	31%	30%	28%	60%	56%	53%	9%	14%	18%
Multinational companies	28%	31%	18%	53%	46%	53%	19%	23%	28%

* Data in red is significantly lower than the reference group; data in blue is significantly higher. The reference within Germany for 18–30 years and 31–70 years is the rest of Germany. The reference for 18–30 years in the rest of Europe is 18–30 years in Germany.

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What resonates

Table 11: **Types of leaders who enjoy the most trust***

	18–30 YEARS IN GERMANY	31–70 YEARS IN GERMANY
A connecting leader who brings people together to make decisions collectively	47%	57%
A visionary leader who looks ahead and drives change for a better future	46%	43%
An open-minded leader who draws on creative ideas from different networks	41%	33%
An expert leader who always follows procedures carefully	29%	29%
A goal-oriented leader who makes sure that results are achieved quickly	24%	28%
A decisive leader who directs others from a position of authority	13%	10%

* Data in red is significantly lower than the reference group; data in blue is significantly higher. The reference for 18 – 30 years and 31 – 70 years is the rest of Germany.

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If we are looking for ways to support younger generations in Germany, we should look at what resonates with them most. When it comes to leadership styles, young people have more trust in leaders who are open-minded visionaries who connect others, and they are far less attracted to decisive, goal-oriented leaders. Older Germans have a similar preference, though they gravitate even more strongly toward leaders who connect others.

In terms of persuasion techniques, young Germans have some similarities with older Germans, as most members of both groups prefer the tactic of disruption and reframing (i.e., helping them see something in a new light). Where they differ from older Germans is that they are also receptive to arguments that make use of a fear of missing out, to the attractiveness and charisma of the communicator, and to appeals to an authority on the subject.

In terms of storytelling, young Germans gravitate more toward the archetypes of the Explorer, the Magician, the Hero and the Creator. This can also be seen in the visual values that they prefer: ambition, adventure, authority, success and bravery. They gravitate toward the idea that the world is their oyster, and they seek out transformation and growth.

Young Germans are also more likely to feel overwhelmed with all the information they are bombarded with. For this reason, when communicating with them, the goal should not be to provide them with even more information, but more along the lines of being concise and offering them a new perspective.
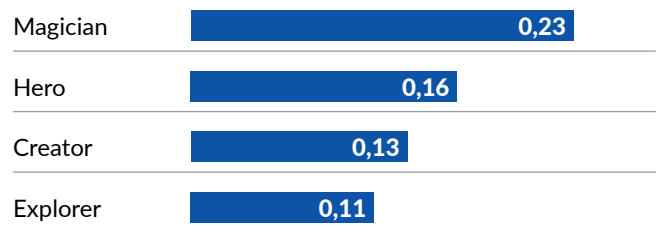
When trying to appeal to young Germans, Bill Gates is a much better bet than Greta Thunberg, especially when it comes to Challengers. Although Creatives are more fond of Thunberg, they would be more easily persuaded by someone less radical, such as Michelle Obama.

Figure 11: **Persuasion Tactics and Archetypes of the Next Generation**

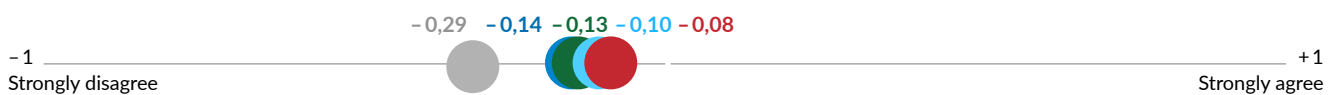**Relatively high scoring Persuasion Tactics of the Next Generation**

Authority	166
Attractiveness	137
Scarcity	132

Relatively hight scoring Archetypes of the Next Generation

Magician	0,23
Hero	0,16
Creator	0,13
Explorer	0,11

Source: Based on index relative to the total population in Germany (left);
Based on z-scre difference to the total population of Germany (right)

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Figure 12: **Feeling overloaded by information**

− 0,29   − 0,14   − 0,13 − 0,10 − 0,08

− 1
Strongly disagree

+ 1
Strongly agree

● 18 – 30 years old Germans   ● 31 – 70 years old Germans   ● 18 – 30 years old in the rest of Europe   ● Challengers   ● Creatives

Based on standardized means (z-scores).
Source: Author's own illustration and calculation

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Table 12: **A selected list of personalities' appeal**

	18 – 30 YEARS IN GERMANY	CREATIVES 18 – 30 YEARS IN GERMANY	CHALLENGERS 18 – 30 YEARS IN GERMANY	31 – 70 YEARS IN GERMANY
Bill Gates	28 %	26 %	32 %	15 %
Angela Merkel	22 %	24 %	21 %	19 %
Billie Eilish	19 %	19 %	20 %	3 %
Michelle Obama	19 %	27 %	17 %	17 %
Angelina Jolie	15 %	15 %	16 %	8 %
Oprah Winfrey	10 %	11 %	11 %	4 %
Greta Thunberg	9 %	14 %	9 %	8 %
Jane Goodall	2 %	2 %	1 %	6 %

* Data in red is significantly lower than the reference group; data in blue is significantly higher. The reference for 18 – 30 years and 31 – 70 years is the rest of Germany. The reference for Young Creatives and Young Challengers are the rest of young Germans (18 – 30 years).

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Diving into core sub-groups on engagement

When building strategies aimed at empowering the Next Generation, it is crucial to look at some of the core sub-groups within the generation, such as Advocates (What can we learn from them?) and young people who are not Advocates but who share the same concerns (How can we engage, empower and support them better?).

Young Advocates

We define young Advocates as Germans between the ages of 18 and 30 who indicated that they are willing to take two or more of the actions we listed (e. g., joining a protest, writing a letter in support of a cause, donating money, etc.) in order to fight for the societal issues of concern to them. When zooming in on the specific characteristics of this group, we can observe that they are an especially open-minded and empathetic group. They support gay marriage even more strongly, aim for smaller income differences between rich and poor, and fight for equal treatment for everyone. They like helping others, and they tend to oppose war and any form of violence for solving conflicts. Alongside these idealistic values, we also see some of the goals typical of young people (e. g., they aspire to have a good career, to have a place of their own, and to look beautiful).

Since they belong to a more activistic sub-group, it follows that they have more societal and environmental worries. Specifically, they worry much more than the rest of the country does about discrimination toward ethnic groups, discrimination against the LGBTQ+ community, and racism. In addition, they worry about human rights violations and sexual harassment, and they are more likely to be concerned about the prevalence of and care for mental health problems.

Climate change is another common concern for young Advocates (as is the case for Germans in general). When it comes to the actions they are willing to take in order to fight climate change, we see that they are more willing than the rest of Germany is to eat less or no meat and to buy second-hand products (and to sell their own used products), and they are much more willing to cut back on their use of air conditioning.

Similar to the rest of young people in Germany, they are less pessimistic than older Germans are. They tend to love and accept themselves, think that they do meaningful work, and feel connected with nature much more than the rest of the country does.
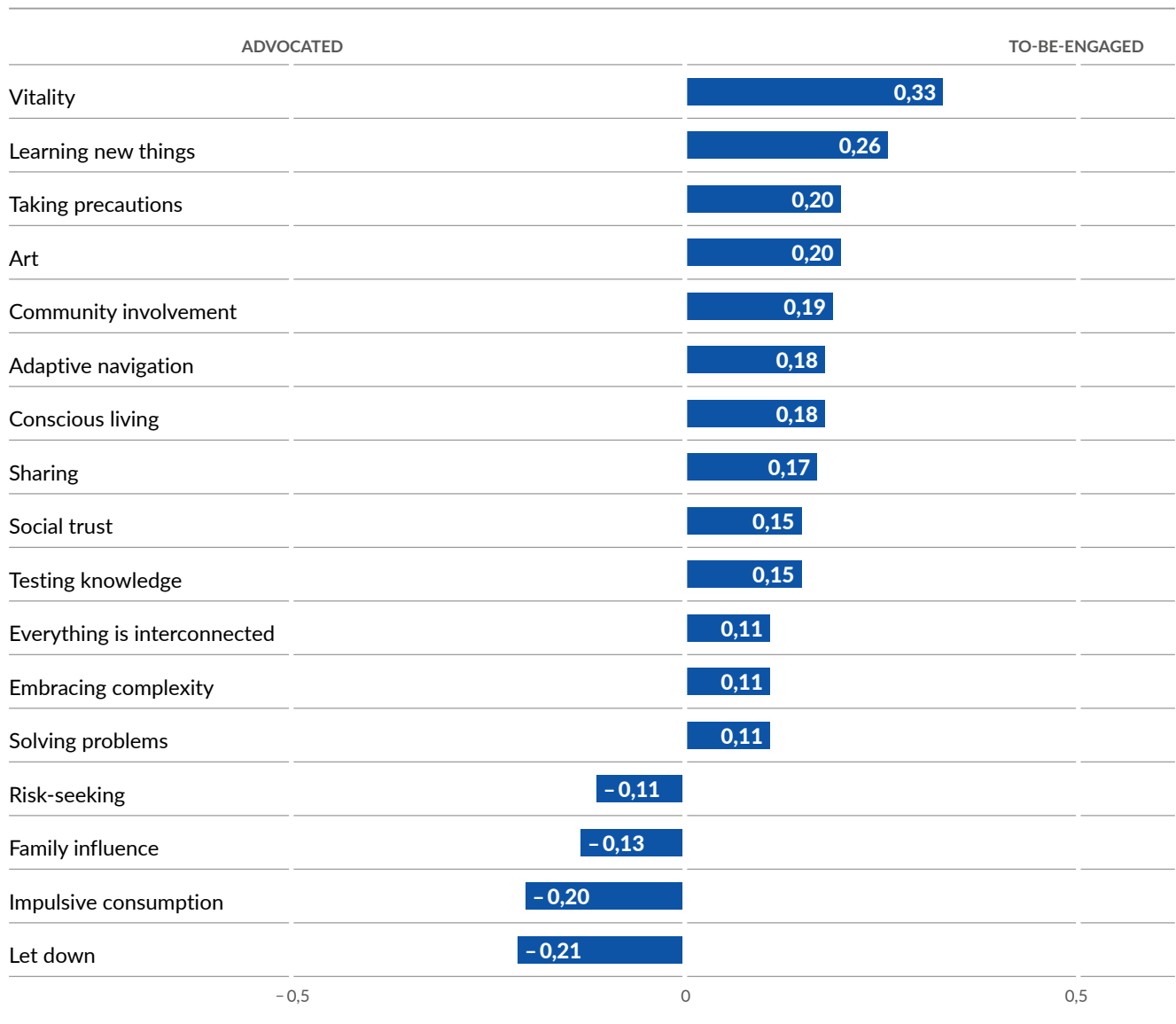
Interestingly, they feel that their actions can be influential and make a difference much more than the rest of Germany does (only 3 % said they do not believe that their choices help to reduce climate change compared to the national average of 11 %).

To-be-engaged Young People

We define To-be-engaged young people as young Germans who are concerned about the damage that humans are doing to Earth and are eco-conscious. However, despite their awareness, they are not willing to make an active effort and to live in an eco-conscious manner. Even though these people understand the dangers and detrimental consequences of environmental degradation, they are not yet willing to take action against it.

To understand how to engage and help activate this group, it is insightful to look at how they differ from the Advocates. Advocates are more engaged with taking precautions, learning new things and attempting to solve problems in new ways, and it is easier for them to embrace complexity. They are more likely to believe that everything is interconnected and that it is important to stop and think about what really matters. They

Figure 13: **Advocated vs To-be-Engaged: differences in Values Profiles**

ADVOCATED		TO-BE-ENGAGED
Vitality		0,33
Learning new things		0,26
Taking precautions		0,20
Art		0,20
Community involvement		0,19
Adaptive navigation		0,18
Conscious living		0,18
Sharing		0,17
Social trust		0,15
Testing knowledge		0,15
Everything is interconnected		0,11
Embracing complexity		0,11
Solving problems		0,11
Risk-seeking	– 0,11	
Family influence	– 0,13	
Impulsive consumption	– 0,20	
Let down	– 0,21	

−0,5 0 0,5

* based on z-score differences between the two groups
Source: Author's own illustration and calculation

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trust others more and are more open to sharing. Advocates are also more interested in art and keeping their energy levels high. Whereas the To-be-engaged group feels more let down by society, its members are also more open to taking risks and impulsivity, and they are also more influenced by their families.

When it comes to building narratives that resonate with the audiences, in absolute terms, the top-scoring archetypes for Advocates are the Explorer and the Everyman, while the top-scoring archetypes for the To-be-activate group are the Caregiver and the Explorer. However, we see the strongest difference between these audiences when it comes to the arche-

type of the Innocent, which the To-be-engaged group is a lot more receptive to. The archetype of the Innocent represents a longing for simplicity, for easy and clear solutions toward an idyllic goal. So, the more layers and complexity you add to your messaging, the more you will lose this audience.

When it comes to persuasion tactics, the To-be-engaged group is less persuaded by acknowledging resistance and more persuaded by guarantees and reassurances that their decision can be undone in the future. This implies that this group shies away from hard decisions. This, in turn, indicates that this group is perhaps less engaged in sustainable actions and pursuing a

Figure 14: **Advocated vs To-be-Engaged: Differences in Archetypes and Persuasion Tactics**

Archetype of Innocent more appealing to the To-be engaged group compared to the Advocates group

Innocent	0,15

Persuasion tactics that are more appealing to the To-be engaged group compared to the Advocates group

Guarantees	153
Acknowledge Resistance	70

Based on standardized z-score differences between groups (left);
based on index relative to the two groups (right)
Source: Author's own illustration and calculation

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sustainable lifestyle because the issue of sustainability feels too big for them to deal with, so they choose not to approach it instead. Bringing simplicity into advocacy will increase the engagement of this group.

Young Socializers and Achievers

In this report, we have focused on the Young Creatives and Young Challengers segments, which together make up two-thirds of the Next Generation. Below, you can see the profiles of Young Socializers (15 %) and Young Achievers (14 %) – who they are, what makes them different, and how to communicate with them.[14]

Young Socializers are more likely to be women living in rural areas and less likely to be have higher education. Members of this group are sociability seekers who love entertainment, freedom and family values. Young Socializers prioritize friendship, helping others, and being respectful and safe while also enjoying themselves. They are quite pessimistic about what the future holds for them. They are the segment that is the least interested in politics and the most overwhelmed by the volume of information coming at them. They do make an effort to live in an eco-conscious manner, and they have very strong feelings about businesses pursuing social goals.

Young Achievers are more likely to be men and to have higher education. In their values profile, Achievers are entrepreneurial networkers who focus on family and community life. Young Achievers are more ambitious, success-oriented, self-confident, loyal and open to

innovation. In addition, members of this group are the most optimistic among the segments, they don't feel let down by the society, and they find it easy to sort through complex information, though they have a lower level of interest in politics. Young Achievers are interested in seeing businesses pursue purposeful goals (though not as much as Young Creatives and Socializers are), and they do make an effort to live in an eco-conscious manner.

Both Young Socializers and Achievers aspire to improve their health as well as to be happy with and enjoy their lives. While Young Achievers are more focused on having a good career, Young Socializers are more focused on having a good family life.

When trying to persuade these two segments, keep in mind that Young Achievers are more swayed by attractiveness (of people in communication – someone they aspire to become) and by humor. Since Young Socializers are more afraid of making the wrong choice and are more persuaded when they're given guarantees that their decisions can be reversed, one should ensure them that they have nothing to lose if they make that decision and give them clear guidance on how they can achieve their goals.

14 Young Conservatives is a very small group in the young generation. Representing just 4 %, they are too few to create a robust profile on.

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Appendices

Definitions of groups analyzed

Younger Germans / Next Generation Germans: 18 – 30 years in Germany.

Older Germans: 31 – 70 years in Germany.

Young people in the rest of Europe: 18 – 30 years in Belgium, France, Italy, the Netherlands, Poland, Romania, Spain, Sweden and the United Kingdom.

Young Creatives: 18 – 30 years in Germany who were assigned to the "Creatives" segment in the Glocalities segmentation.

Table 13: **Sample sizes and fieldwork years**

GROUP	SURVEY YEAR	SAMPLE SIZE (UNWEIGHTED UP TO*)
Younger Germans	2023	516
	2022 (personalities)	377
	2014, 2016, 2018, 2019, 2020, 2022, 2023 (longitudinal)	3,169
	2019 (work priorities)	438
Older Germans	2023	1,732
	2019 (work priorities)	1,655
Young people in the rest of Europe	2023	4,399
Young Creatives	2023 + 2022	304
	2022 (personalities)	139
Young Challengers	2023 + 2022	311
	2022 (personalities)	120
Young Socializers	2023 + 2022	136
Young Achievers	2023 + 2022	105
Lower socioeconomic status	2023 + 2022	305
Advocates	2023 + 2022	244
To-be-engaged	2023 + 2022	167

* Glocalities fieldwork is asked each year in two phases. In the second phase, people from phase one are recontacted with additional questions. For instance, in 2023, 2,248 respondents were polled in Germany (n = 516 for younger people 18 – 30 years) in phase one, while 1,018 respondents were polled (recontacted) in Germany (n = 147 for younger people 18 – 30 years) in phase two. The following questions were asked in phase two: income expectations, concerns, actions willing to take, trust in entities, expectations for elements to get worse / better / stay the same, leadership preferences and inclusivity (support for people with different sexualities). Furthermore, some questions included filters on them. For instance, the question "Why don't you publicly support people with sexualities different from yours?" was only asked to respondents who expressed support but not a public show of support for the subject. This can further affect the sample sizes per question. If sample sizes were too low to draw robust conclusions, we either did not mention them, specified that the results are only indicative, or merged the data from several years to make the group's sample big enough to draw conclusions about them (e.g., for Young Creatives, we used both surveys in 2022 and 2023). For details on our weighting technique, see "Sampling methodology" below.

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Young Challengers: 18–30 years in Germany who were to assigned the "Challengers" segment in the Glocalities segmentation.

Young Socializers: 18–30 years in Germany who were assigned to the "Socializers" segment in the Glocalities segmentation.

Young Achievers: 18–30 years in Germany who were assigned to the "Achievers" segment in the Glocalities segmentation.

Lower socioeconomic status: 18–30-year-olds in Germany who do not have a high level of education and are in the bottom two household income quintiles of the country.

Advocates: selected up to two actions they are willing to take in support of the issues of their concern.

To-be-engaged group: 18–30-year-olds in Germany who score relatively high (top 50% of the population) on being concerned with the damage humans cause to the planet and who score relatively low (bottom 50% of the population) on trying to live in an eco-conscious manner.

Our methodology

Online fieldwork

The Glocalities fieldwork is conducted online in all countries in two phases. We use the online research panels of the fieldwork providers Dynata, Kantar and StemPunt for the fieldwork.

These providers collaborate with partner agencies to perform the fieldwork in several countries. The respondents complete the questionnaires on their PCs, tablets or smartphones. In the first phase, a minimum of 1,500 people between the ages of 18 and 70 are interviewed in each country by means of an online survey, which is recorded via the Motivaction XS platform. The first fieldwork phase focuses on a broad range of values, lifestyles, trends, media behaviors, political preferences, working positions and demographic backgrounds. The participants are then asked to take part in a second online survey lasting 20 minutes, in which more than 1,000 people per country participate.

The second wave focuses on sustainability, consumer markets and specific topics in addition to including client-specific questions. The respondents receive an incentive for participating in the study.

Sampling methodology

Each country sample that we draw must reflect the population distribution with regard to the following sociodemographic characteristics: age group, gender, education level and region. To obtain a representative sample, we take two important measures – one before and one after the fieldwork.

· Before the fieldwork, we establish quotas for our sample. These quotas specify how many respondents are needed from a sociodemographic group (e.g., highly educated women age 45 to 54), or the number of respondents we need from a specific region or a specific educational group in order to obtain a nationally representative sample. To calculate the size of the quota, we use census data. In all EU countries, this data is publicly available and reliable.
· Upon completion of the fieldwork, we perform a statistical weighting procedure on the net sample so that it reflects the country's population in the distribution of age group, gender, education level and region.

Besides these two most important measures, we also boost the representativeness of our samples by closely monitoring the quotas during the fieldwork. In addition, we have made our online interface flexible by allowing respondents to participate on smartphones, tablets, desktops and laptops as well as on all established browsers.

Cultural differences and standardization

Cross-cultural research is performed differently in different countries. The methodologies we use are based on methods for international research and comparisons developed by specialized cross-cultural academic researchers. These methodologies are described in the following paragraphs.

In every cross-cultural study, before any meaningful data comparison can be made, one must first deal with the issue of whether answers obtained from populations of different cultural backgrounds can be inter-

preted in the same way across these populations.[15] Bias and equivalence are key concepts in the methodology of cross-cultural research. While "bias" is a generic term for any challenge of the comparability of cross-cultural data, "equivalence" refers to the level of comparability of scores across cultures. Demonstrating equivalence or identifying and controlling for bias is seen as a prerequisite for any cross-cultural comparison.[16] An important characteristic of bias is that it does not refer to random errors but to systematic measurement anomalies. This means that, when a study is replicated, one expects to find the same kind of bias in the data. Equivalence, on the other hand, is a characteristic of cross-cultural comparisons and not an intrinsic property of the instruments.[17]

Bias occurs when score differences on a particular construct/variable do not correspond to differences in the underlying trait or ability, but are due to other constructs, such as social desirability or extreme response styles. These characteristics often differ between cultures and must be dealt with before interpreting the results.

Another measure we employ to overcome answering bias is standardization. Before presenting and interpreting the results, we standardize the responses on statements in the same way that well-known academic cross-cultural researchers (e.g., Geert Hofstede and Shalom Schwartz) do. We do this for two reasons: first, because values are not absolute but always relative to one another, which has to be taken into account in the analyses and interpretation of the results; and, second, because of the necessity to correct for cultural answering bias, as people from specific countries (or people from specific sub-groups) tend to agree/disagree more often with statements in general, regardless of their content.

Only looking at absolute scores can lead to mistakes if the specific overall scoring pattern of the respondent is not taken into account. Technically, the standardization in the Glocalities survey is achieved by subtracting each respondent's "mean" response to all items from his or her response to each item and then dividing it by their standard deviation. This method is called "Z-score standardization." Based on the resulting scores, we detect significant and relevant differences between target groups and profile sub-sets of the population, such as by ranking items based on the distances between their standardized scores and the scores of other population segments.

When it comes to multiple choice questions (e.g., on persuasion tactics or issues of concern), we put a limit on the maximum number of items that each respondent can select (around 25% of the available choices) for similar reasons. In other words, due to answering bias, some people are more prone to tick more boxes than others not due to their true beliefs and attitudes, but more so due to how they tend to answer questions.

Smart programming of the online survey

Using an online survey for data collection offers some advantages over offline methods. These are the most important ones we apply:

· The possibility to randomize the order of questions, statements and (non-ordinal) response items. This rules out, on an aggregated level, the effects of the order in which the questions or items are presented.
· Answers can be "forced" so that respondents do not accidentally skip or miss questions. Where sensitive questions are involved or the questions might not apply, we offer options like "none of these", "not applicable" or "prefer not to say."
· For this research, the total time that a respondent needs to complete all questions will be 25 minutes (median).

## Glocalities and other cross-cultural research

In order to assess the validity and representativity of the Glocalities studies, we compared the central "Control – Freedom" axis of the Glocalities segmentation model to established cross-cultural scales in cooperation with the late Professor Ronald Inglehart, Founder and Director of the World Values Survey and founding

15 van de Vijver, F., & Tanzer, N. K. (2004). "Bias and equivalence in cross-cultural assessment: An overview." European Review of Applied Psychology / Revue Européenne de Psychologie Appliquée, 54(2), 119–135. https://doi.org/10.1016/j.erap.2003.12.004

16 Fischer, R. (2004), "Standardization to account for cross-cultural response bias: A classification of score adjustment procedures and review of research in JCCP." Journal of Cross-Cultural Psychology, 35(3), 263–282; He, J., & van de Vijver, F. (2012). "Bias and Equivalence in Cross-Cultural Research." Online Readings in Psychology and Culture, 2(2). https://doi.org/10.9707/2307-0919.1111

17 He and van de Vijver (2012) in the previous footnote.

Figure 15: **Values: Psychological and Sociological Dimensions**
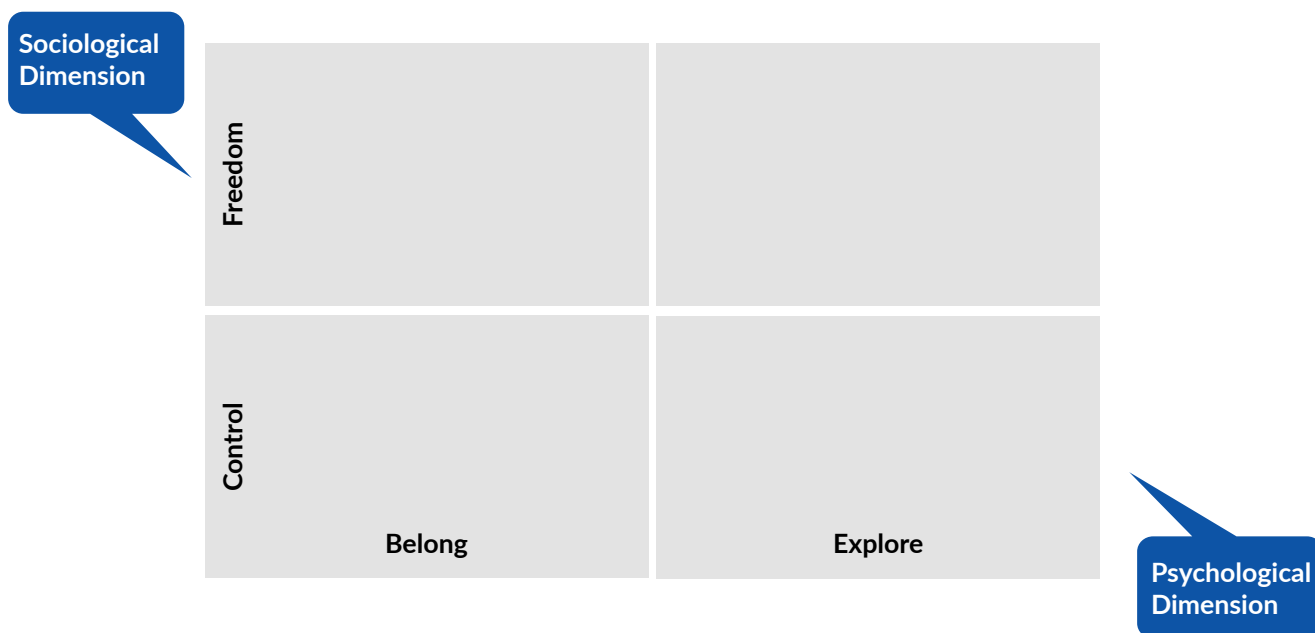
Source: Author's own illustration and calculation

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president of the World Values Survey Association. The outcomes were presented in October 2020 at the World Association for Public Opinion Research (WAPOR) conference in a paper[18] by Glocalities Research Director and Co-Founder Martijn Lampert and Professor Inglehart.

Despite differences in survey methodology, theoretical approaches and measuring techniques, there is a very high correlation (r=0.87) at the country level between the central "Survival – Self-expression" dimension of Professor Inglehart based on the World Values Survey and the "Control – Freedom" dimension of Glocalities. Furthermore, there is a high correlation (r = 0.85) at the country level between the "Embeddedness – Autonomy" dimension of cross-cultural psychologist Shalom Schwartz and the "Control – Freedom" dimension of Glocalities. The country level correlation of the "Control – Freedom" dimension with Geert Hofstede's well-known "Individualism – Collectivism" dimension is r=0.68. These findings and the strong correlations with research from well-known academic scholars in the field of cross-cultural research underline the validity and representativeness of the Glocalities fieldwork and methodology, as described earlier.

18 https://glocalities.com/news/lampert-and-inglehart-present-paper-on-authoritarians-and-postmaterialists-at-wapor-conference

Some of the analysis tools in the Glocalities database

Some key profiling tools that we use in the report are:

Values segments – The Glocalities "values segments" are groups of people that share basic values and have a common outlook on life. Since sociodemographic criteria only tell a part of the story and fall short of providing an in-depth understanding of how to really connect with a target group, we developed the values-based Glocalities approach. People with exactly the same sociodemographic background can vary fundamentally in their outlook on life. Based on earlier international Motivaction research and expert sessions, we included specific values statements in the global survey and developed the Glocalities segmentation model.

The Glocalities model consists of two fundamental dimensions, which are based on factor analysis and are highly explanatory for differences in values among consumer segments.

· On the horizontal axis, we find the psychological dimension. This dimension shows whether people are focused on a sense of belonging and famil-

iarity or whether they are more exploration- and change-oriented.

- On the vertical axis, we find the sociological dimension. This dimension shows whether people are more focused on control and obedience or whether they are more oriented toward the freedom to make individual choices.

Five values segments occupy five distinct areas in the model. These segments are based on cluster analysis (latent class analysis) on a set of values statements from the survey. The values segments are present around the globe and differ in size between countries.

- The Glocalities values segments are:
- Conservatives: family-oriented people who value traditions, etiquette and an organized life
- Socializers: sociability seekers who love entertainment, freedom and family values
- Achievers: entrepreneurial networkers who focus on family and community life
- Challengers: competitive careerists who are fascinated by money, taking risks and adventure
- Creatives: open-minded idealists who adhere to self-development and culture

Trends – The Glocalities "trends" are sociocultural phenomena in society that fundamentally influence people's behavior and choices. Think, for example, about how the trends sharing, urge for vitality, sustainability and gender role flexibility are changing societies around the globe. Each person is affected by these trends to a certain extent. An analysis of trend profiles of your target audience allows opportunities for and threats to your organization to be identified. Motivaction has been conducting trend research in the Netherlands since 1998. In the first wave of the Glocalities program, we integrated a set of 38 trends that are found internationally based on statements from the Glocalities survey. Each trend is visualized with a self-explanatory cartoon. Based on the scores on the trends, we enable you to understand your audience(s) in depth.

Archetypes – "All the most powerful ideas in history go back to archetypes," according to the famous psychiatrist Carl Jung's explanation in his book "The Structure of the Psyche." Archetypes are models of people, behaviors or personalities rooted in our collective memory. Archetypes form the basis of the

storylines in movies or books (e. g., think about the Hero, the Rebel or the Explorer). In marketing and communications, archetypes are all about finding the "soul" of brands and then expressing it in ways that tap into universal feelings and instincts among people (e. g., Harley Davidson and the Rebel). In the Glocalities program, we visualized the 12 main archetypes and measured which of these archetypes resonates best with consumers in the international survey.

Demographics – The Glocalities survey includes a complete assortment of relevant demographic variables for defining and profiling specific target groups. What is the spending power of your target audience, and where do these people live? Other demographic factors are age, gender, education, country, region, income, household size, marital status, age of children, and employment status.

Aspirations – When you communicate to people, you will forge a stronger connection if you align with their dreams and ambitions. While some people have self-actualization goals and want to experience new things, other people are more materialistic in their aspirations. For another category of people, their aspirations might be mostly about their children and so on.

Lifestyle – Lifestyle indicators are important for understanding the behavior and preferences of target groups. How do people spend their free time? Who are their inspiring icons? What are their hobbies? And what kind of music do they like?

Sustainability – How engaged are people with sustainability? Which issues are they concerned with? Which actions are they willing to take? And how do they expect the world to get better or worse?

Persuasion tactics – How do you convince people? This is not an easy thing to do. Experience shows that many people can find different elements more convincing. Are people sensitive to authority? Are they open to a new perspective? Or do they prefer a step-by-step approach? Based on a review of the literature, Glocalities has integrated a selection of 17 persuasion tactics.

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