

STAT: YOUNG EUROPEANS FEEL UNPREPARED FOR WORK

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An extensive survey about the future of work in France, Germany, Spain, the UK and Belgium has found that only 48% of the youth feel prepared for the working world. In France, just 37% of youth think their education system prepares them well to enter the job market, followed by 43% in the UK and 44% in Spain.

Across all surveyed regions, 88% say they would like to be better supported as they define their professional choices. In addition to reconsidering curriculums and career counselling programmes, there is an opportunity for brands to provide new, consumer-facing opportunities for mentoring and career development.

For Generation Z, rising financial anxiety is driving a strong desire for self-sufficiency and in turn, entrepreneurship. In our **Anxiety Rebellion** macrotrend, we chart the rise of Underaged Entrepreneurs.