

YOUNG PEOPLE AND TECH

General Public barometer
VivaTech Ipsos 2019

VIVA
TECHNOLOGY

GAME CHANGERS Ipsos



YOUNG EUROPEANS ARE READY TO JOIN THE STARTUP ADVENTURE



62%

wish to work in startups
(+ 1 point vs 2018)



47%

are considering
creating their own
startup
(+ 2 points vs 2018)



43%

wish to invest in startups
(+4 points vs 2018)

80% OF YOUNG PEOPLE BELIEVE THAT TECH HAS A POSITIVE IMPACT ON SOCIETY!



58%

on work



51%

on education



46%

on the environment

YOUNG PEOPLE ARE WORRIED ABOUT EUROPE'S PLACE IN THE TECH WORLD



Young people from France and Germany perceive a delay



57%



50%

Americans are more optimistic when it comes to the position of European tech, notably young people!



WOMEN ARE INCREASINGLY MOTIVATED TO GET INVOLVED IN THE TECH WORLD



63%

of them are as motivated as men to **WORK IN STARTUPS** as much as men

In France (and in Germany) they are even more so

(67% +3 points)

More and more young European women are wanting to:



CREATE

44%

of young European women are ready to create their own startup

(+3 points)



INVEST

34%

of young European women are ready to invest in a startup

(+1 point)

METHODOLOGY

Study carried out by Ipsos via its Global @visor panel in 4 countries (Germany, US, France & the UK), with a representative national sample of 1000 people per country (aged 16 to 64 in Germany, France & the UK, and 18 to 64 in the US).

Online study from January 25 to February 8 2019.