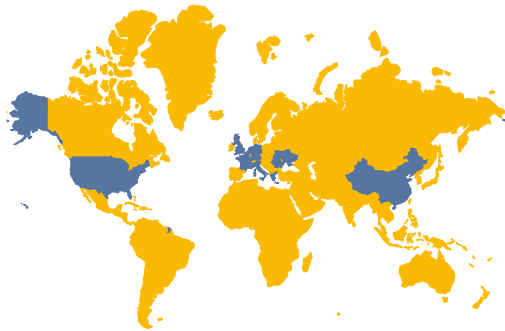
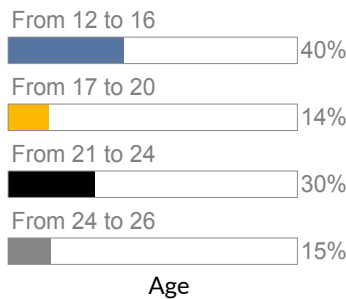


EUREKA 2017 Perception Survey Results

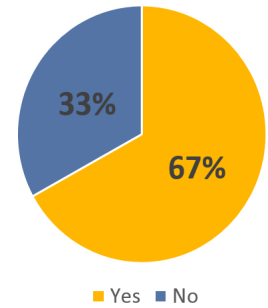
Respondents



Nationality



Age



Students

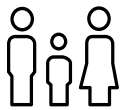
Free Time



Hang out with friends



Spend time online



Spend time with family



Read books, magazines, newspapers



Sports

Favourite Social Media



Instagram



Facebook

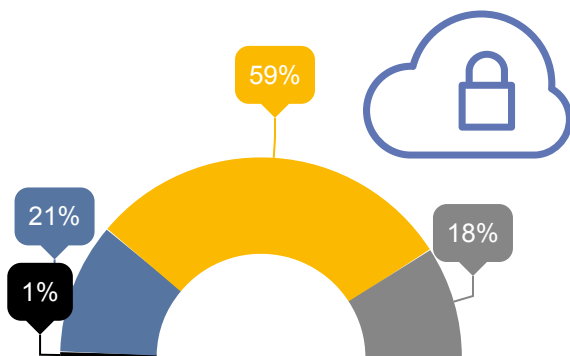


YouTube



Snapchat

Protective to privacy



Not protective (1%)
 Not very protective (21%)
 Protective (59%)
 Very protective (18%)

Priorities for future job

1. Personal development

2. Work/Life balance



3. Opportunity for travel

4. Creative working environment

Entrepreneurial spirit



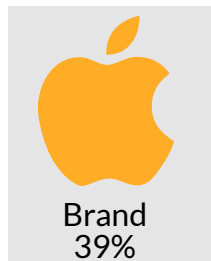
64% of surveyed Gen Zers consider themselves to be entrepreneurial

Favorite places to live

71% of surveyed Gen Zers want to live in a city



Features required in products



More than half of respondents say that...

They prefer eco-friendly and socially responsible products

Friends and relatives' ideas are relevant when purchasing a product

It matters that the brand sells high-quality products

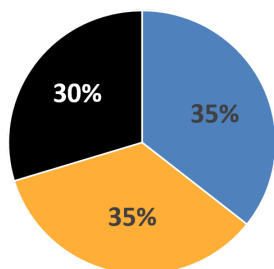
Global warming - 62%

Key global issues

Social inequalities - 65%

Terrorism & Wars - 63%

Are you aware 50% of energy consumption in the EU is related to heating and cooling?



■ Yes ■ No ■ I don't know

Productivity

Low CO2 levels

Clean

Well-being

What does Indoor Air Quality mean to you?

Fresh

Comfort

Breathing

Health