

THIS IS HOW
I WANT TO *live*

i Live



GENERATION
REPORT 2025

WE GIVE PEOPLE *a home*

A home is more than just a place. It is a feeling of belonging, identity, and security. In a world that spins faster and faster, people long more than ever for genuine connections, for a place where they don't just stay, but truly live and feel at home.

Every two years, we survey our residents about their values, desires, and ideas for the future, and summarize the most exciting findings in the i Live Generation Report. The new 2025 edition not only provides deep insights into the lifestyle of the younger generation, but also shows how trends and needs have evolved compared to the last 2022/2023 report.

What motivates young people today compared to the past, and what has changed since COVID? Which topics are gaining importance? Which ones are losing relevance?

Our survey highlights central areas of life such as sustainability, politics, values, mobility, technology, leisure, and community. Once again this year, we wanted to know: What does your ideal neighborhood look like? The answers were clear, and we heard them.

Many insights from recent years have already been incorporated into new projects such as i Live Expo Campus Hanover and i Live Campus Living Frankfurt—with great success!

Our goal remains clear: purpose-driven housing and connected living.

We want to create living spaces tailored to the true needs of the next generation—individual, sustainable, and highly livable.

For us, the Generation Report is much more than just a study. It is a guide, an inspiration, and a bridge between the expectations of young people and the requirements of our investors and partners. It helps us understand how spaces turn into a real home.

Amos Engelhardt
Founder and CEO



Our House Managers and Facility Managers who make i Live what it is. Welcoming and always there for you!

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a home
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Community area at i Live Expo Campus Hanover

For readability, we refrain from using the masculine, feminine, and diverse forms (m/f/d) simultaneously. However, all terms used to describe people apply equally to all genders, of course. We put people and their lives first and make no distinctions.

WE GIVE
PEOPLE A
HOME



The i Live concept

Our vision: More than just housing—we give people a home

For us at i Live, housing is not just a roof over your head. It is a lifestyle. A feeling of arriving, of security, and of belonging.

Our vision is to create places where people truly feel at home—spaces where community, joy, and human warmth matter just as much as architecture, digitalization, or amenities.

Value creation with a purpose: Our 360° approach

i Live and Rioca stand for a holistic understanding of living, and this is reflected in our structure. As the only provider on the market, we cover the entire value chain internally, including the location analysis, project development, architecture, construction, general contractor management, sales, operations, and community management.



This 360° expertise gives us not only speed, efficiency, and control, but also a deep understanding of our target groups' needs. We learn from every project and continuously develop our concepts—data-driven, user-centered, and experience-oriented.

Brazil—the heart behind the idea.

What makes our brands special is not just what we do, but also *how* we do it. And this is where Brazil comes into play.

Our inspiration comes from a country that stands for joie de vivre, openness, diversity, and emotional intelligence.

Brazil has fascinated us from the very beginning with its culture of togetherness—a natural social fabric that transcends background, status, or age. We transfer this lifestyle into our projects—as an attitude, as a design, and as a lived philosophy.

Design that connects—architecture with a soul.

Our buildings are not faceless, purely utilitarian structures. They are characterized by color, light, and nature.

The design is open, warm, and inviting—with communal spaces that invite cooking, talking, laughing, and lingering. The interiors pick up on Brazilian elements: nature-inspired materials, seamless transitions, organic shapes, bright colors, and contrasts.

Our residential properties shouldn't feel like mere buildings, but rather like a home with character.

A culture of welcome: How we live community.

In Rio, people meet each other with a smile—no matter who you are or where you come from. The same attitude shapes our interactions at i Live and Rioca.

Our teams live diversity, openness, and warmth—not as a buzzword, but as a genuine value. Our residents feel this in the daily support, in community management, at events that connect, and through services that make life easier.

We believe that warm interactions are not just a nice addition, but the core of sustainable living concepts. Because where real relationships develop, a real home is created, and that is the greatest added value for everyone involved, including our investors and owners.



1 COMMUNITY AREAS

- Lounge
- Gym
- Rooftop terrace (optional)
- Sports field (optional)

2 COMMUNITY MOMENTS

- Welcome
- Cooking
- Sports
- Yoga

3 COMMUNITY APP

- Community
- Services
- Information
- Submit a maintenance request

4 SPECIALS

- Event kitchen
- Urban gardening (optional)
- Chickens (optional)
- Bees (optional)

5 SERVICES

- Mobility
- Parcel delivery
- Appliances
- Cleaning

6 COMMUNITY MANAGER

- the heart on site
- connects people
- creates atmosphere
- offers security and structure

SO DIFFERENT AND YET CONNECTED: GENERATIONS SHAPING OUR LIVES OF TOMORROW

Our world is changing, and so are the ideas of how we want to live, work, and be connected with one another. The generations shaping our society today come with a variety of influences, values, and perspectives.

Especially Generation Y (Millennials) and Generation Z

are setting new standards: they question conventions, rethink work and life, and place purpose, sustainability, and self-realization at the center. This is challenging and also a huge opportunity.

GENERATIONS AT A GLANCE

1922
to
1945

"Silent Generation"

Shaped by war, scarcity, and rebuilding

Values: Security, sense of duty, stability

Events: WW II, reconstruction, rationing

Housing: Stable, functional

1946
to
1964

"Baby Boomers"

Economic miracle, consumerism, political awakening

Values: Performance, growth, success

Events: Economic miracle, Cold War, protests of 1968

Housing: Home ownership-oriented, structured

1965
to
1980

"Generation X"

Between system criticism and individualism

Values: Independence, pragmatism, balance

Events: Fall of the Berlin Wall, globalization, digital dawn

Housing: Flexible, functional

1981
to
1996

"Generation Y | Millennials"

Digital natives with a focus on purpose-driven living

Values: Purpose, self-realization, community

Events: Internet, social media, financial crisis

Housing: Communal, experience-oriented

1997
to
2010

"Generation Z"

Hyper-connected, global thinkers, realistic

Values: Authenticity, security, diversity

Events: Smartphone, climate change, pandemic

Housing: Community-oriented, digital, safe

2011
to
2025

"Generation Alpha"

Born into a digital and disruptive world

Values: Individuality, technology, connectivity

Events: AI, automation, hybrid education

Housing: Smart, flexible, connected



WHAT CONNECTS US— DESPITE THE DIFFERENCES

Today's college students have experienced a pandemic, an energy crisis, and an increasingly uncertain job market even before their college years have properly begun. This generation is not pessimistic. It is realistic.

It is not looking for a perfect world. It is looking for a good place from which to shape the world.

i Live wants to be exactly this place.

The i Live generation has many perspectives.

LET'S HEAR WHAT THEY HAVE TO SAY...

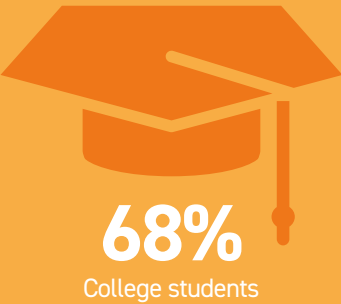
GENERATION REPORT



THE i Live SUR-VEY

What motivates young people today, and how do they want to live?

Our community is as diverse as its wishes:



For the Generation Report 2025, we surveyed 1,700 residents across more than 25 locations in Germany and Austria. The majority are between 21 and 25 years old—a generation that has grown up with crises but clearly knows what it expects from life and from housing.

Compared to the last survey in 2022, which was still heavily influenced by COVID restrictions, it is evident: Life is back—but it's different. Many people today go out less, even though they would be able to do so. Instead of going to the movies or a restaurant, people more frequently cook, work, or relax at home. The home is gaining importance as the center of life.

At the same time, the younger generation remains curious, flexible, and mobile: The willingness to travel and international openness are as high as ever. Many want to discover new cities and cultures—as independently and self-determined as possible.

WHAT CONNECTS THEM?

A desire for a home that combines community, freedom, and functionality. A place that provides orientation and room for development.

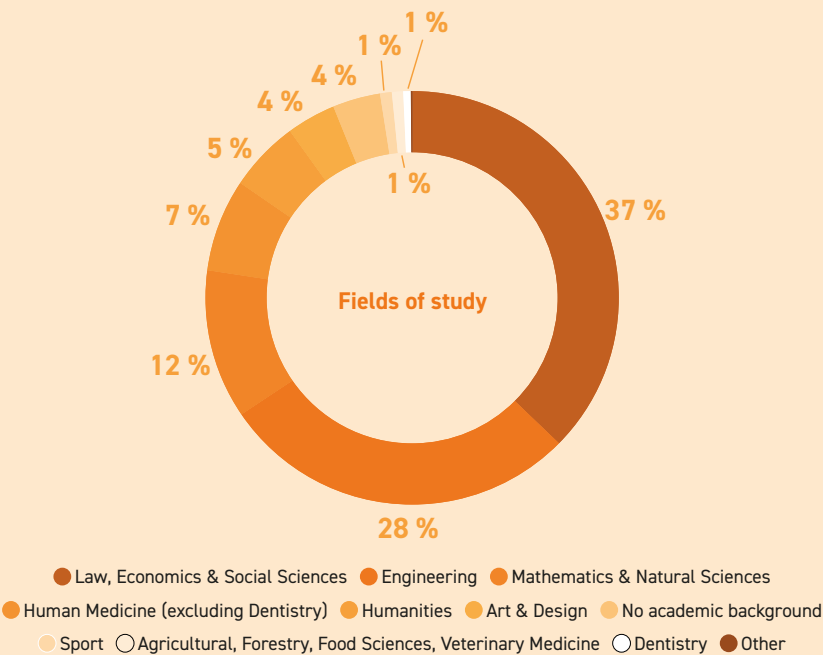
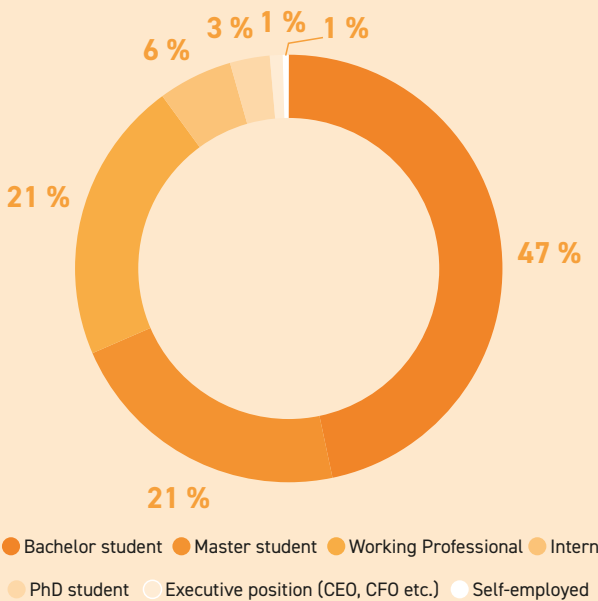
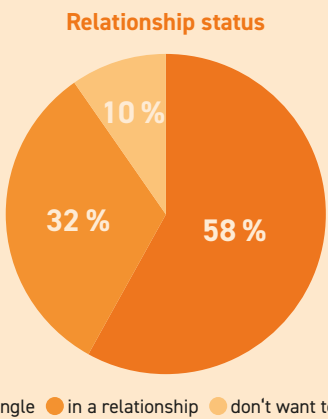
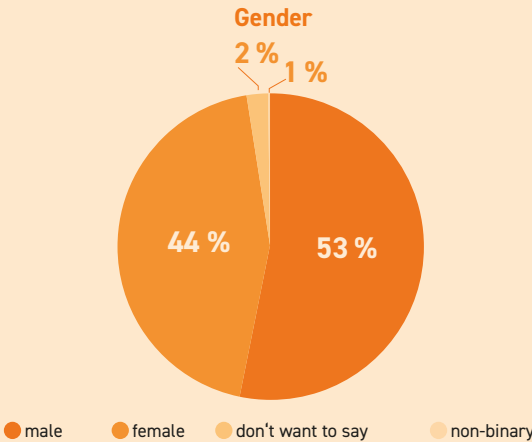
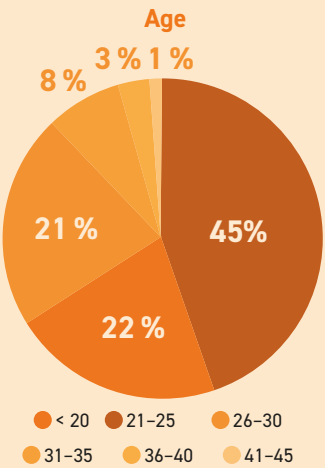
SUMMARY OF THE SURVEY

80
questions in total

45
questions on
the Customer Journey

35
trend questions

30 min
processing time



Where do our residents come from?

740
Germany

108
India

107
Turkey

78
China

24
Russia

19
South Korea

15
Brazil

15
Egypt

15
Ukraine

14
Bulgaria

14
Jordan

13
France

13
Greece

13
Luxembourg

13
Mexico

11
Taiwan

10
Albania

9
Colombia

9
Lebanon

9
Portugal

9
USA

7
Honduras

6
Bosnia

6
Canada

6
Hungary

6
Poland

12
Indonesia

9
Austria

6
Tunisia

12
Switzerland

8
Kazakhstan

6
Vietnam

12
Syria

8
Morocco

6
United Kingdom

11
Nigeria

8
Pakistan

5
Azerbaijan

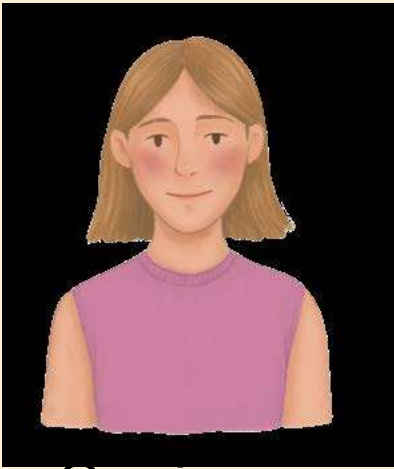
122
Others

OUR PERSONAS

What motivates young people today, and how do they want to live?

Three faces—many perspectives: Carina, Can-Luca, and Robin accompany us through the Generation Report 2025. Not as random voices, but as representative examples. Based on the results of our analysis, they represent key target groups among our residents.

They also serve as examples of the diversity within our i Live community—for different life paths, mindsets, and desires. Through their voices, the numbers, trends, and findings of this report are given a human face.



Carina

Age 21

Main occupation Undergraduate student

Field of study Business administration

Sports Running, yoga

Relationship status Single



How did you hear about i Live?

Initially, I came across i Live through a Google search. When I later talked about it with a friend, she also recommended i Live to me.

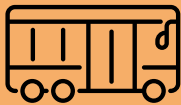
What is your favorite place at i Live?

In my free time, I prefer to hang out in the lounge. It is very cozy, and I often meet new people. I have never felt lonely at i Live!



How do you get to the university?

I take the bus or walk. I don't need a car—after all, I chose i Live because of its central location. I can walk to campus in ten minutes!



Can-Luca

Age 24

Main occupation Bachelor's student

Field of study Engineering

Sports Running, soccer

Relationship status Single

Where did you live before i Live?

I used to live with my parents before I relocated for college. I didn't view my room before moving in and booked it directly via the website. Quick and straightforward!



What does i Live mean to you?

At i Live, I feel at home! I haven't made any friends here yet, but since I now regularly attend the events, that will surely change soon!



Would you recommend i Live to your friends?

Definitely! My room is very cozy, and the location is perfect too. The Brazilian design creates a resort-style vibe every day.



Robin

Age 26

Main occupation Business undergraduate

Field of study Law

Sports Martial arts, yoga

Relationship status In a relationship

Where did you live before i Live?

I lived with roommates. A friend eventually recommended i Live to me. Since I trust her, I signed the lease sight unseen. I haven't regretted it!



How was your move-in day?

I felt warmly welcomed and right at home immediately. The welcome package was also a great surprise. The best example of the i Live community concept.



How do you like the communal spaces?

I think the community areas are great! I often hang out in the gym to do yoga, or I meet up with friends—on the terrace when the weather is good, otherwise in the lounge.



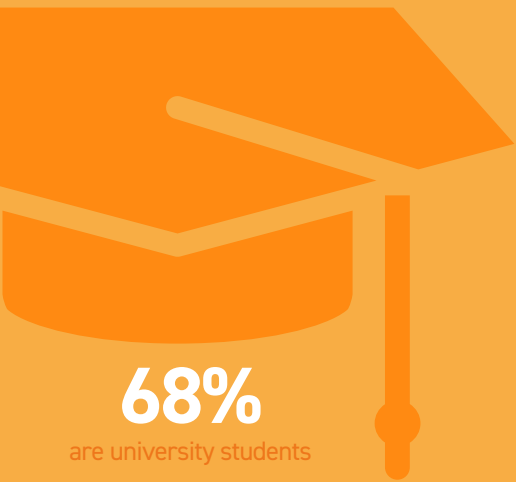
CUSTOMER JOURNEY

They are young, international, and digitally connected. They want freedom, focus, and a home that offers more than just four walls.

The typical i Live resident is male, between 21 and 25 years old, comes from Germany, lives alone, and is a university student.



WHO LIVES AT i Live?



Education attracts—
housing is becoming more
international!

About **68%** of i Live residents are university students, a clear increase compared to 2022. At the same time, the number of international residents continues to grow: 54% come from abroad, most frequently from India and Turkey (6.5% each).

In total, our residents come from 128 different nations—a microcosm of modern urbanity.

This trend also reflects national developments. According to a 2024 DAAD evaluation, Germany has surpassed the mark of **400,000 international students**—never before have so many young people come to the country to study and live. Housing near educational institutions is thus becoming a strategic factor.



Fewer commuters,
greater prospects –
housing is becoming
more student-centered

Only 21% of our residents are employed—a decline compared to the last survey. At the same time, the proportion of university students has risen to 68%. This reveals a clear trend:

i Live is increasingly becoming the home for young people during their training and study phases.

The reasons are obvious: Students appreciate flexible housing solutions with clear structures, a good location, services, and community—an environment that provides orientation while leaving room for independence.

The traditional role of student housing as a mere stopgap for young professionals is thus fading into the background.

At the same time, the boundary between studying and everyday life is fading: learning, leisure, networking, and downtime are no longer meant to happen in separate places—they are meant to blend seamlessly. Home is becoming a multi-functional center of life.

A comparison with university statistics (e.g. Destatis 2023) confirms that university students are less likely to live with their parents and move into their own types of housing earlier—often right at the start of college, regardless of their income. What counts is proximity to the university, community, digital infrastructure, and a feeling of “arriving”.

SUM UP

i Live is becoming
the new campus ex-
tension—housing is
becoming an integral
part of the education-
al experience.

THE TYPICAL
i Live RESIDENT IS
MALE, BETWEEN 21
AND 25 YEARS OLD.

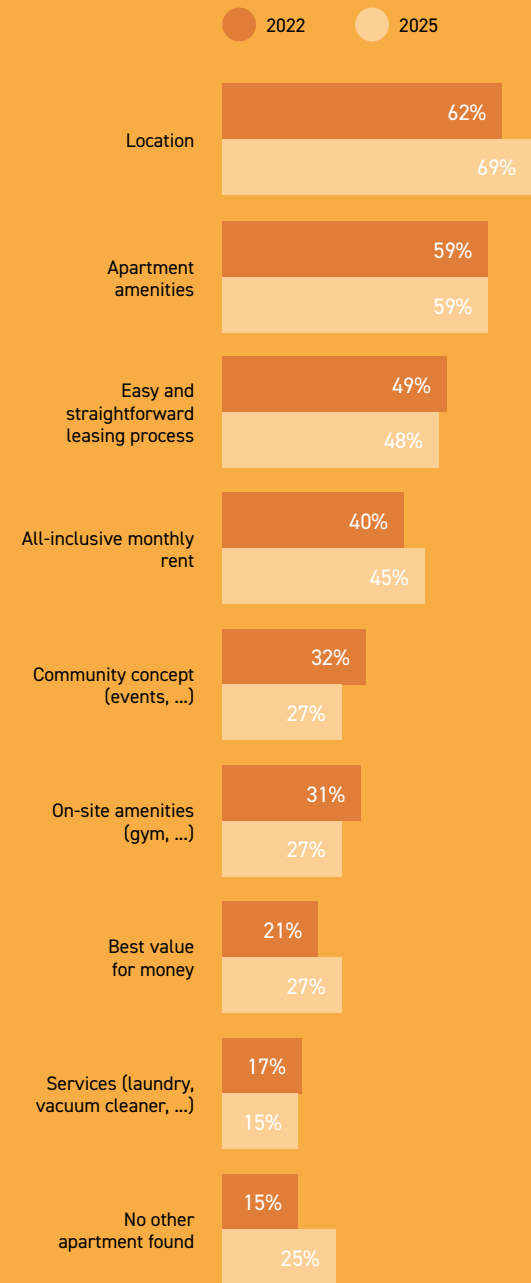
LOCATION BEATS EVERYTHING ELSE!

The location is crucial!

For 69% of the residents, it is the main criterion when deciding on an i Live apartment—an increase compared to 2022 (62%).

Amenities follow closely with 59% approval (2022: 59%).

Both factors underscore that our apartments capture the spirit of the times—centrally located, functional, and stylishly furnished.



Urbanity remains the strongest currency

The desire for good connections, short distances, and a lively environment remains unbroken among young tenants.

In this context, the Zukunftsinstitut speaks of "neo-urbanism": Housing becomes attractive when it not only provides a roof over your head, but is part of a social and cultural network.

Centrality does not just mean the city center, but being right in the middle of life.

Comfort is expected—simplicity wins people over

The amenities of the apartments rank almost on par with the location, which shows that for many, not only the "where" but also the "how" plays a key role.

Furthermore, 50% cite the straightforward leasing process as a clear advantage—a figure that underscores how heavily digital processes, transparency, and accessibility factor into housing decisions today.

In a world where everything has to happen faster, simplified, digital workflows are no longer a bonus, but the standard.

Not everyone chooses freely – pragmatic tenants are on the rise

A significant finding:

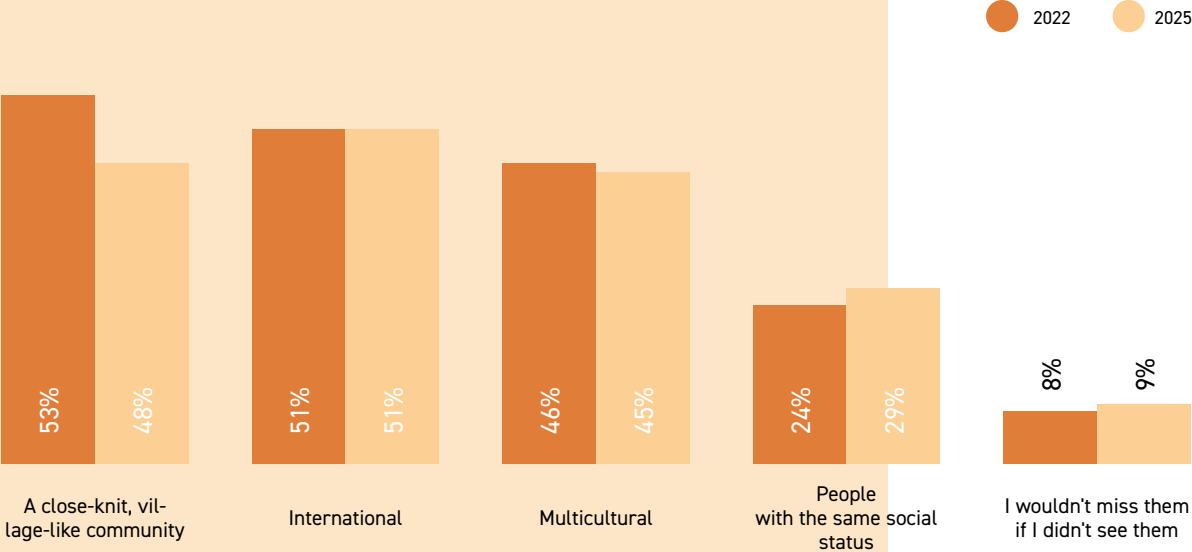
25% of the residents say they rented an i Live apartment because there was no other option. In 2022, only 15% said this.

This does not indicate a lack of appeal, but rather reflects a tight housing market, especially in university cities or cities with rapid population growth.

For many, i Live is the reliable constant when housing is scarce, application processes are overwhelming, or alternatives are simply unavailable.

THE IMAGE OF IDEAL NEIGHBORS IS CHANGING

What kind of neighbors would you like to have?



Carina

For me, the location was a clear selection criterion when looking for an apartment. Another advantage is that my room at i Live is already furnished and equipped. If I recommend i Live, I will primarily mention the great location, the cozy rooms, and the fantastic community.



Can-Luca

I would definitely recommend i Live to my friends, for the exact same reasons I chose my apartment back then: the central location and the cozy rooms.



Robin

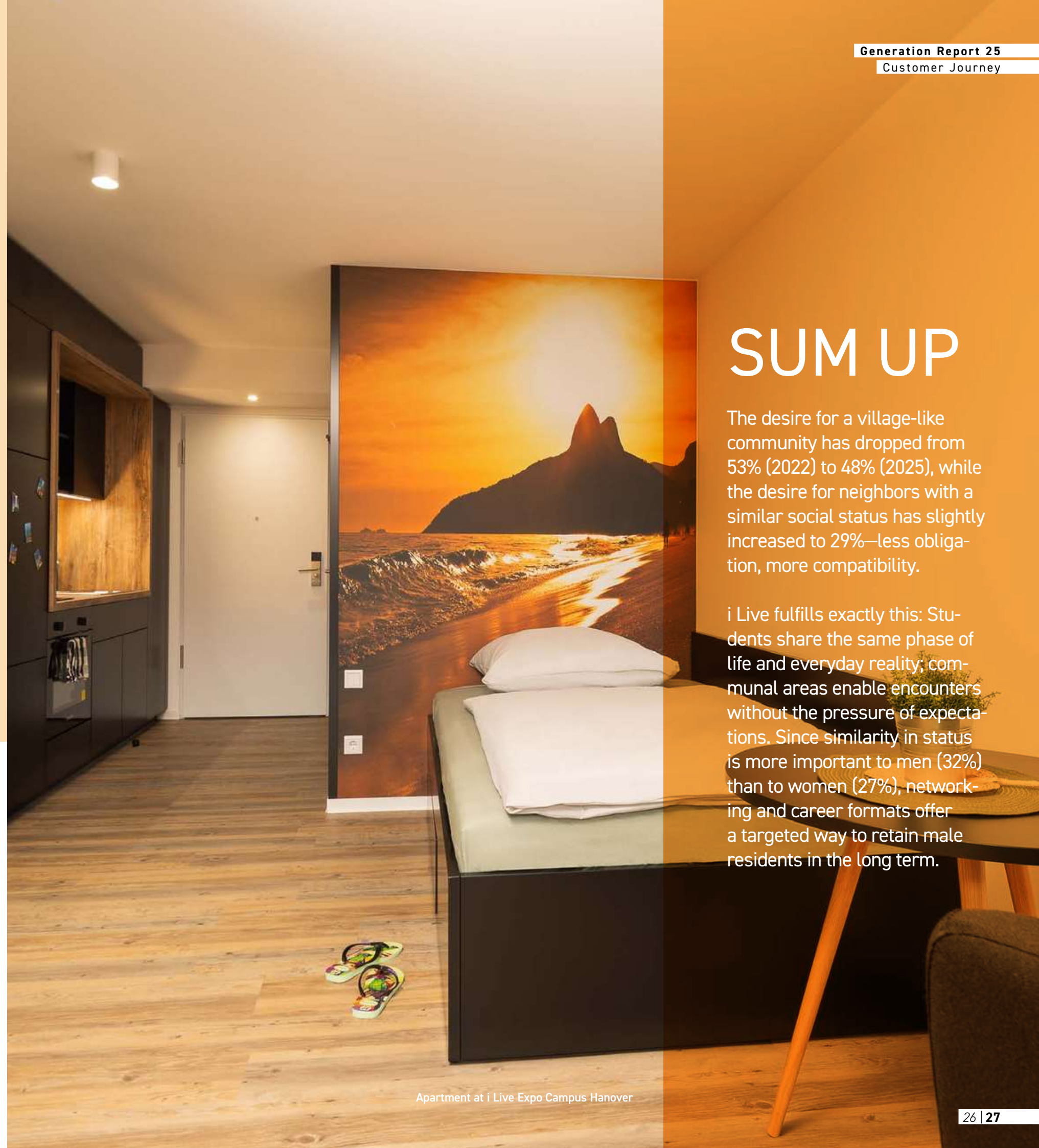
I actually chose i Live for practical reasons: the uncomplicated all-inclusive rent and the central location. Meanwhile, however, I would also recommend it because of the cozy rooms in which you can truly feel at home.



SUM UP

The desire for a village-like community has dropped from 53% (2022) to 48% (2025), while the desire for neighbors with a similar social status has slightly increased to 29%—less obligation, more compatibility.

i Live fulfills exactly this: Students share the same phase of life and everyday reality; communal areas enable encounters without the pressure of expectations. Since similarity in status is more important to men (32%) than to women (27%), networking and career formats offer a targeted way to retain male residents in the long term.



Apartment at i Live Expo Campus Hanover

ONLY A PIECE OF FURNITURE?

The bed is more than a mere piece of furniture—it is a retreat and a favorite place

Many of our residents' favorite piece of furniture is their own bed.

23% of the men and 32% of the women name it as their favorite. This shows: The bed isn't just for sleeping—it is a place for studying, relaxing, binge-watching TV shows, reflecting, and sometimes even working.

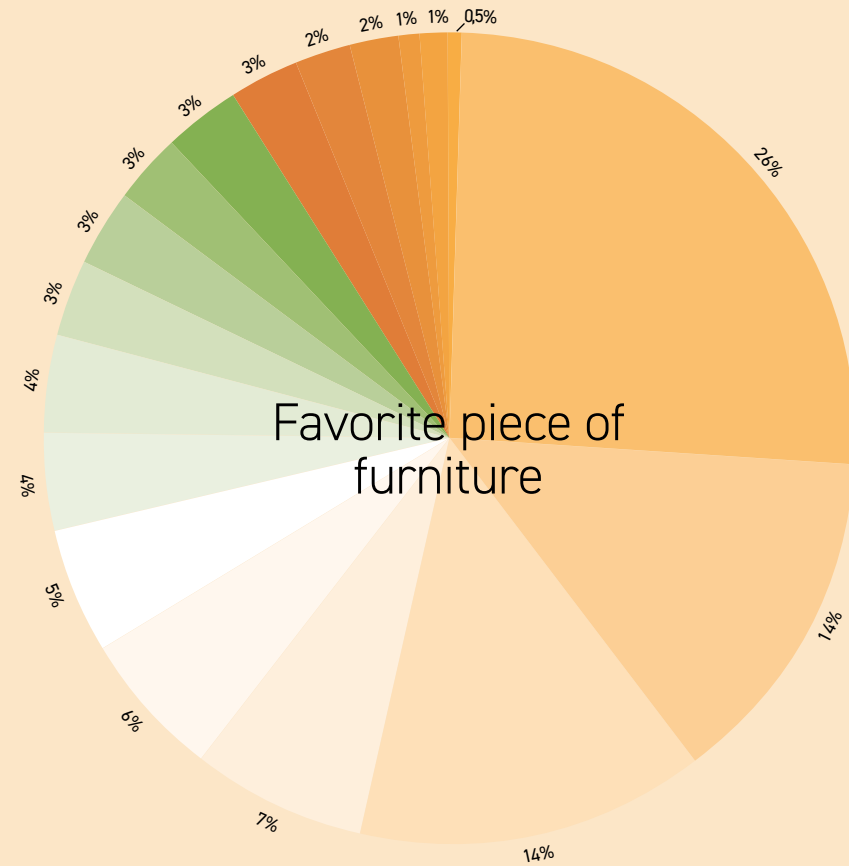
Interestingly, while the desk takes second place for men, the mattress comes right after for women—a clear indication of the need for comfort and relaxation.

A look back: The mattress is gaining ground

Compared with the 2022 survey, the mattress has clearly grown in popularity:

Back then, it was the favorite piece of furniture for only 9% of residents—to-day this figure is 14%.

This increase shows that investments in comfort are noticed and appreciated. Based on the results of the last survey, we tested the mattresses ourselves and replaced them.



- Bed with built-in storage
- Mattress
- Desk
- Oven
- Refrigerator
- Wardrobe
- Stovetop/cooktop
- Kitchen cabinets
- Dining table
- Desk chair
- Magnetic board
- Shelf above the desk
- Sofa
- Music table
- Hanging chair
- Drawer unit
- TV stand
- Range hood

Where there is still room for improvement: The chairs

Alongside the favorite spots, the results also reveal potential:

The quality of the chairs is criticized with above-average frequency.

For an everyday living experience that increasingly takes place between desk, screen, and flexible learning, seating comfort is not merely an extra, but a must.



SUM UP

Our residents appreciate retreats with functionality and a feel-good factor. The bed is not just furniture, but a centerpiece—for sleep, everyday life, and downtime all at once.

To provide a high quality of living, it's not enough to focus on the big picture. Everyday details—from the mattress to the desk chair—must also be improved. Because that is exactly where it is decided whether living truly feels good.

VALUES

Values in transition

Gender-neutral language, career, war, AI—these topics are connected by one question: How do we want to live, and what kind of society do we want to shape?

Our survey reveals a generation that is politically alert but independent of political parties—career-oriented but purpose-driven, realistic yet optimistic about the future.

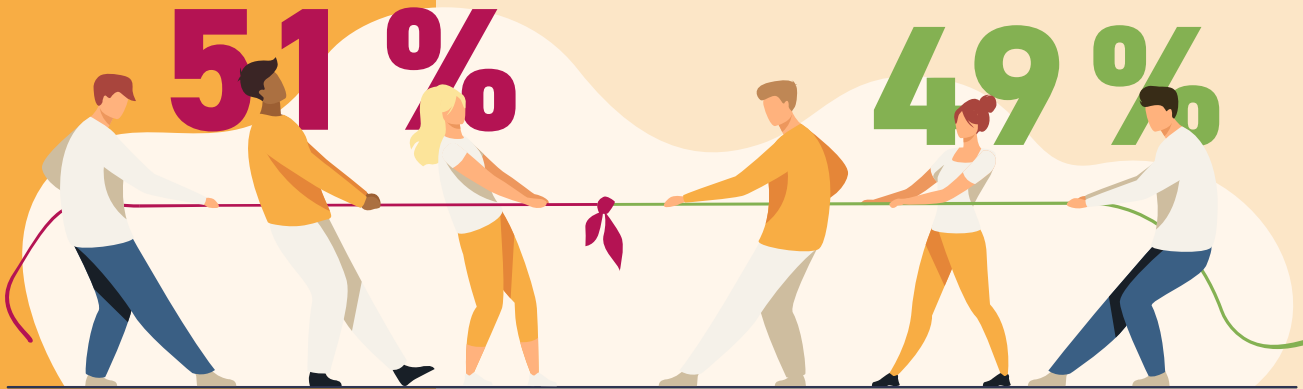
For i Live, this means: Our residents bring their attitudes, contradictions, and ambitions with them.



GENDER-NEUTRAL LANGUAGE

Polarization as a sign of social movement

Our survey shows:



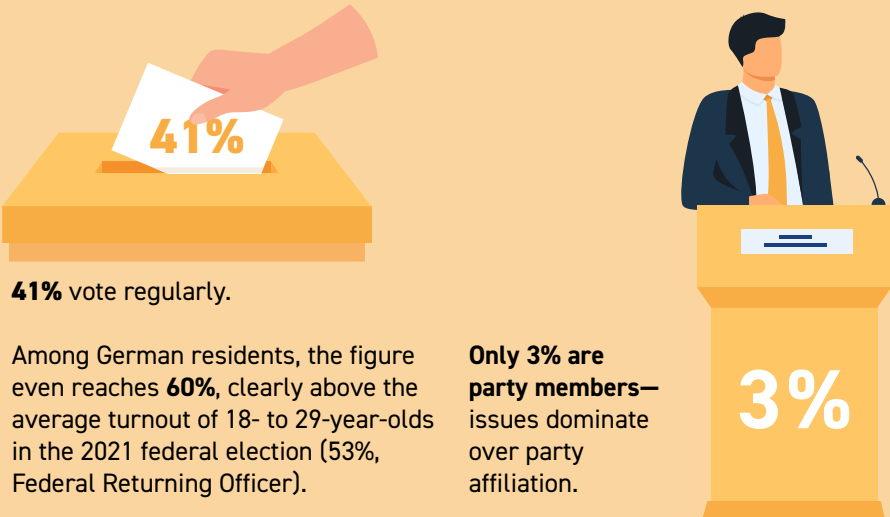
This nearly symmetrical distribution is consistent with findings from the 2023 Teengeist Study (KOM/youth researcher Simon Schnetzer): It shows that while young people share strong values of diversity and equality, they waver between conviction and actual language practice when it comes to gender-inclusive language.

The Zukunftsinstitut calls this process the "Gender Shift"—a cultural upheaval in which traditional role models and linguistic norms are challenged. The controversy itself is not a step backward, but a sign that social change is becoming visible in discourse.

Language is a mirror of social dynamics. The fact that gender-neutral language polarizes shows: The younger generation thinks about diversity, but also actively negotiates it. The future will not be uniform, but diverse—also in terms of language.

Political awareness: Active—but not affiliated with a party

Our survey shows a high degree of political participation:



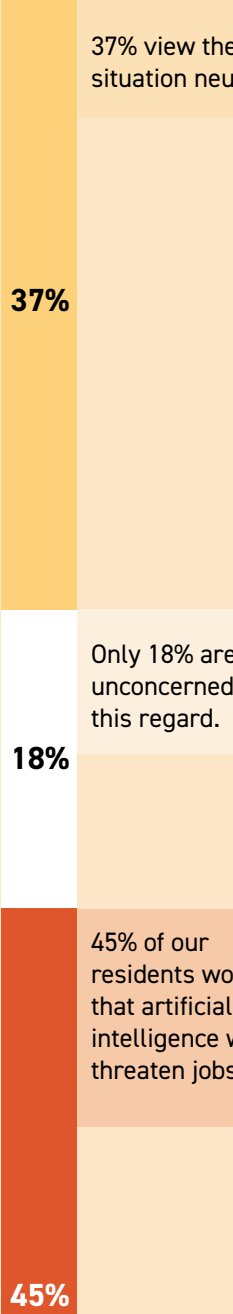
This development is the expression of a new political self-understanding, described by the Zukunftsinstitut as "neo-politics":

Political engagement is shifting from parties to flexible networks, initiatives, and digital spaces. Stance mat-

ters more than a membership card.

The i Live generation is not disenchanted with politics, but independent of political parties. It wants to have a say, to help shape things—but in its own way: situational, values-based, and self-determined.

AI and the working world: Between fascination and fear of the future



The goal remains a life that makes sense.



Security and realpolitik: military intervention as a last resort

The times when younger generations were automatically considered pacifist are over. Our survey shows a clearly differentiated spectrum of opinions:

62% of our residents consider military interventions to resolve international conflicts legitimate—*once all other means have been exhausted*.

Only 31% fundamentally reject military intervention, and 7% support the military in resolving international conflicts.

These results do not suggest a militarized generation, but a realistic one that has learned that global conflicts rarely offer simple answers.

It grew up with images of war in Europe, escalating climate consequences, and multiple crises—from the COVID-19 pandemic to the war in Ukraine. In this world, peace is not an automatism, but a political task with complex trade-offs.

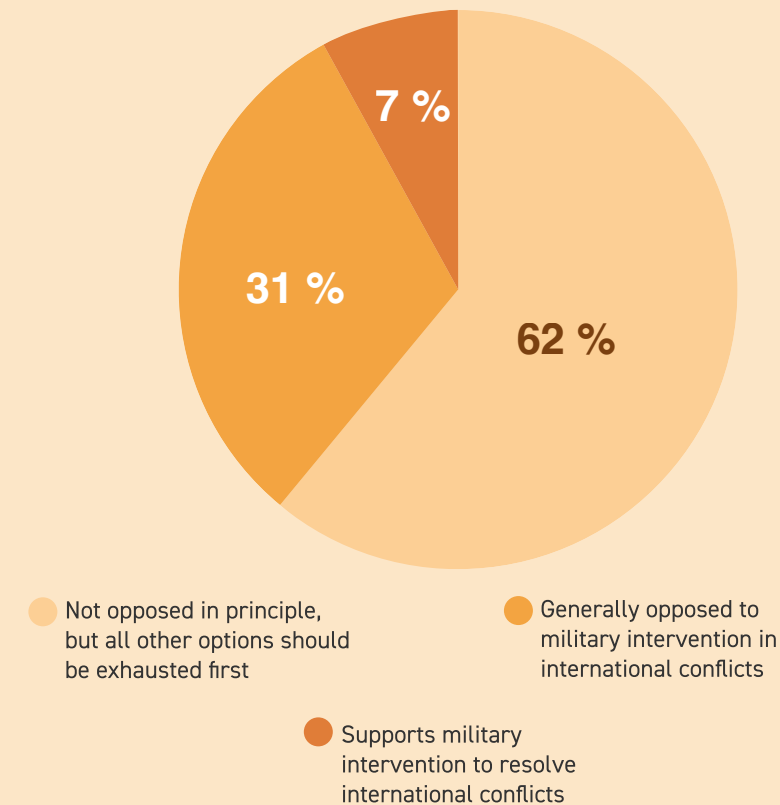
According to the Zukunftsinstitut, we are currently observing a trend toward "post-idealistic politics":

Young people are moving away from black-and-white thinking. They think in a solution-oriented way rather than ideologically, pragmatically rather than polarizingly. They do not expect perfection from politics and society—but they do expect responsibility, transparency, and the ability to act.

What our data show is consistent with other youth studies (e.g. Shell Youth Study 2019, U27 Report 2023):

The new generation is not less value-oriented, but significantly more crisis-resistant and action-oriented. It demands diplomacy—but not at any price. It believes in dialog—but it also knows that dialog has limits.

How do you feel about military interventions to resolve international conflicts?



ONE IN FOUR GERMANS IS NOT POLITICALLY ACTIVE!

Recruiting meets Zeitgeist

Against this backdrop, it is no coincidence that the most popular value-add service at i Live is "talent scouting and recruiting."

Since 2022, approval has risen from 33% to 38%, more than for any other service offering.

This shows that our residents are not just looking for housing, they are looking for opportunities. They want to become visible, show their skills, and connect with relevant networks. The apartment thus becomes a stepping stone that provides more than just living space.

Career is a plan, security, and self-realization all at once

Our survey confirms that profession and career are the central drivers, clearly ahead of other motives like family, community, or self-care.

The Zukunftsinstitut describes this trend as part of the "New Work" megatrend: For many young people, work is no longer just a means of making a living, but a central part of their identity. They link it to personal development, social impact, and social recognition.

The comparison within groups also shows differences:

- › Among employees, only 36% name career as their main driver.
- › Among men, the rate is consistently slightly higher than among women.
- › The strongest determining factor is age—significantly stronger than gender.

The ranking of factors influencing career motivation is:

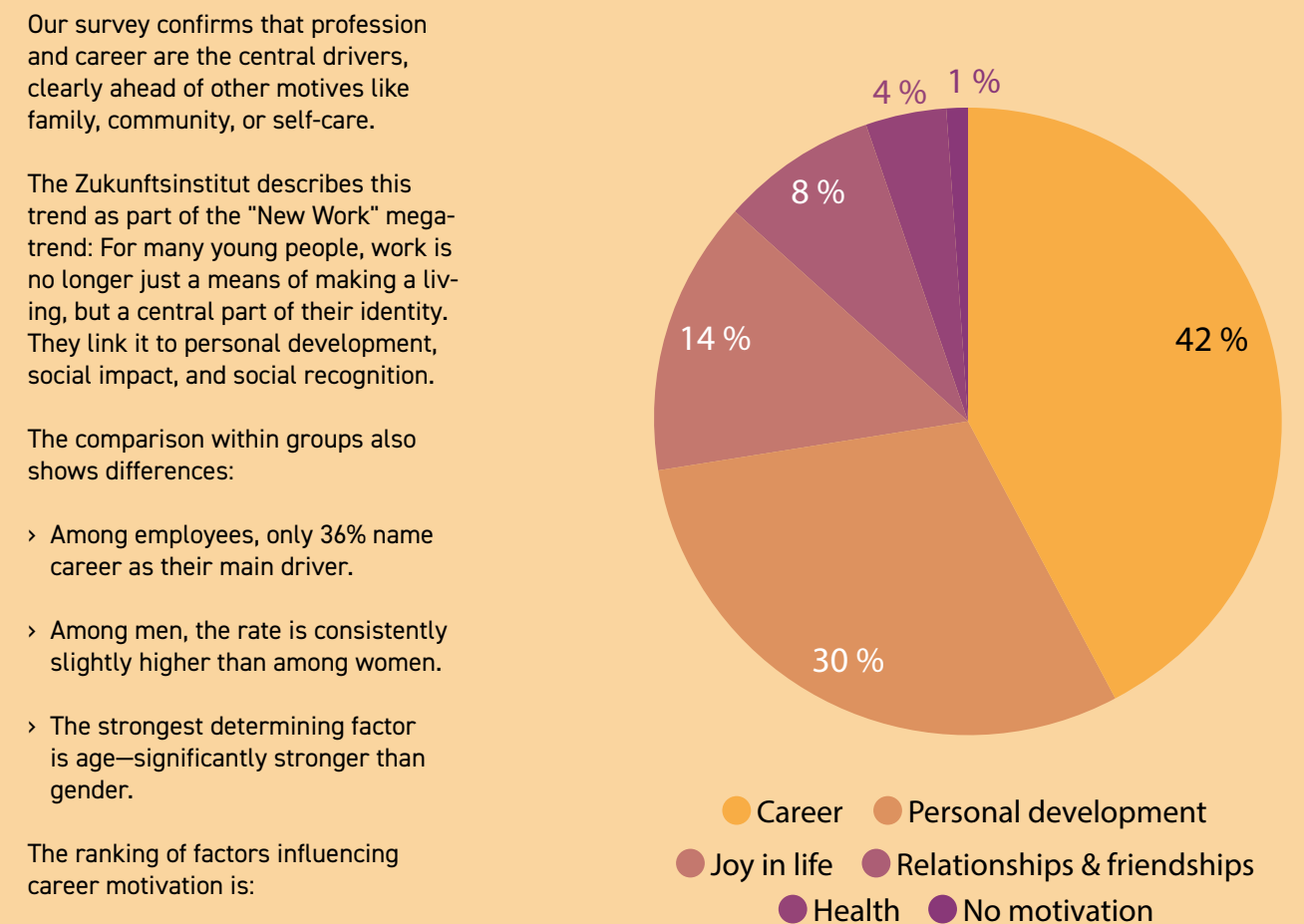
Age > Gender

Career over health—what truly drives our residents

The primary motivation for our residents clearly is their career.

This trend has intensified significantly since 2022, from 34% to 42%. This is particularly evident among entrepreneurs. 50% of them name their career

as their main motivation. But also among the youngest, especially people under 20, professional success is at the top. Only with increasing age does it fade into the background and make way for other areas of life.



Carina

I am glad to live in a democracy and therefore always vote. I do not categorically view military interventions as something negative.



Robin

I fully support gender-neutral language! I am very active politically. I participate in demonstrations and elections. I would wish for anti-discrimination measures to be implemented in many areas of life.



Can-Luca

I am not very politically active, but I do vote. I advocate for more further education opportunities for internationals, as this promotes the integration of different cultures.



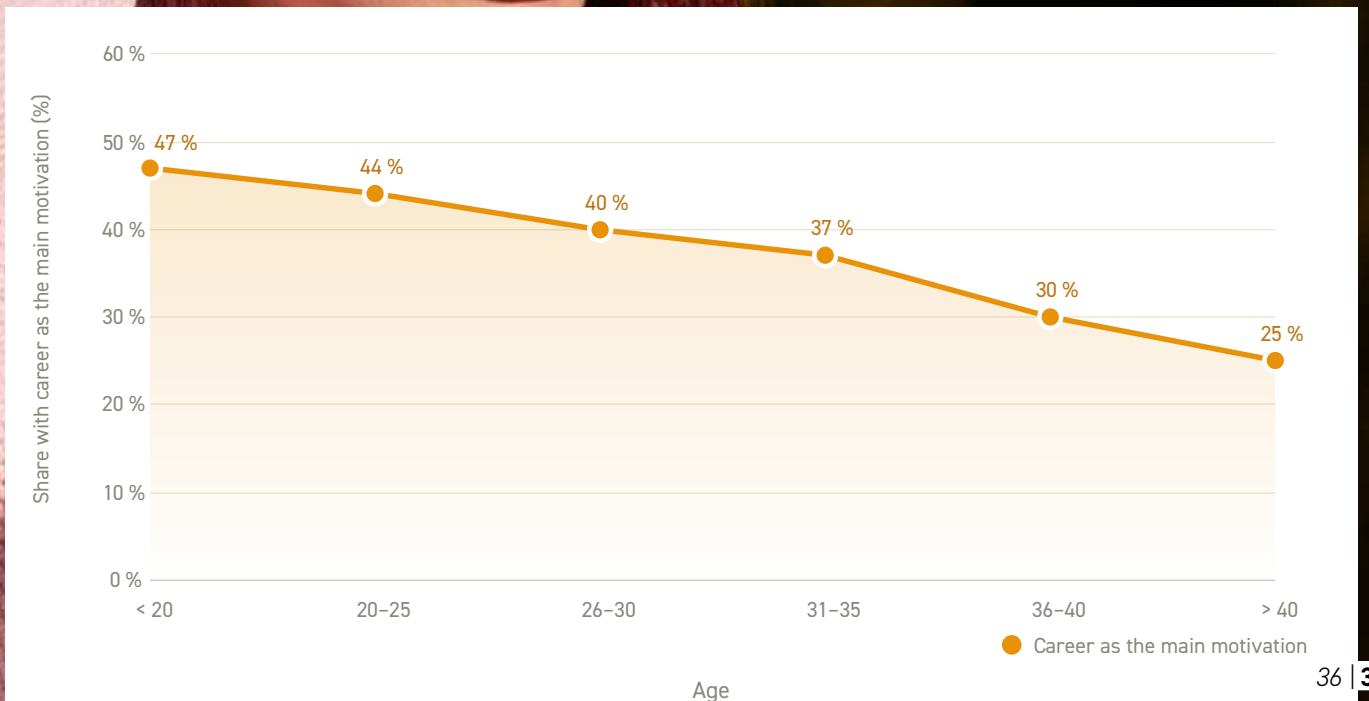
SUM UP

Professional success is the central point of orientation for a large portion of our residents.

It stands for self-efficacy, control, and the future. Health, relationships, and leisure often take a back seat—not out of principle, but out of priority.

This results in a clear opportunity for i Live:

Creating places that not only house but empower means capturing the spirit of the times. Career-oriented offerings, strong networks, and practical formats for career orientation are not perceived as extras, but as integral parts of a modern, purpose-driven living concept.



COMMUNITY

Despite the end of COVID restrictions, the majority of young people still prefer to spend their free time at home. For them, community does not mean huge events, but real closeness, voluntary and without the pressure of expectations.

For modern living concepts, this means: Community cannot be dictated, but it can be facilitated. Creating everyday meeting spaces means capturing the spirit of a generation that is rethinking community.



HOME IS THE NEW GOING OUT

Leisure time between retreat and wanderlust

Leisure time has moved closer and is more personal than before

The evening is increasingly spent at home. At 60%, watching series remains the most popular leisure activity after university or work, slightly less than in 2022 (63%), but still the undisputed number one. Cooking (56%), sports (49%), and talking with friends and family (48%) follow close behind, and some have even increased.

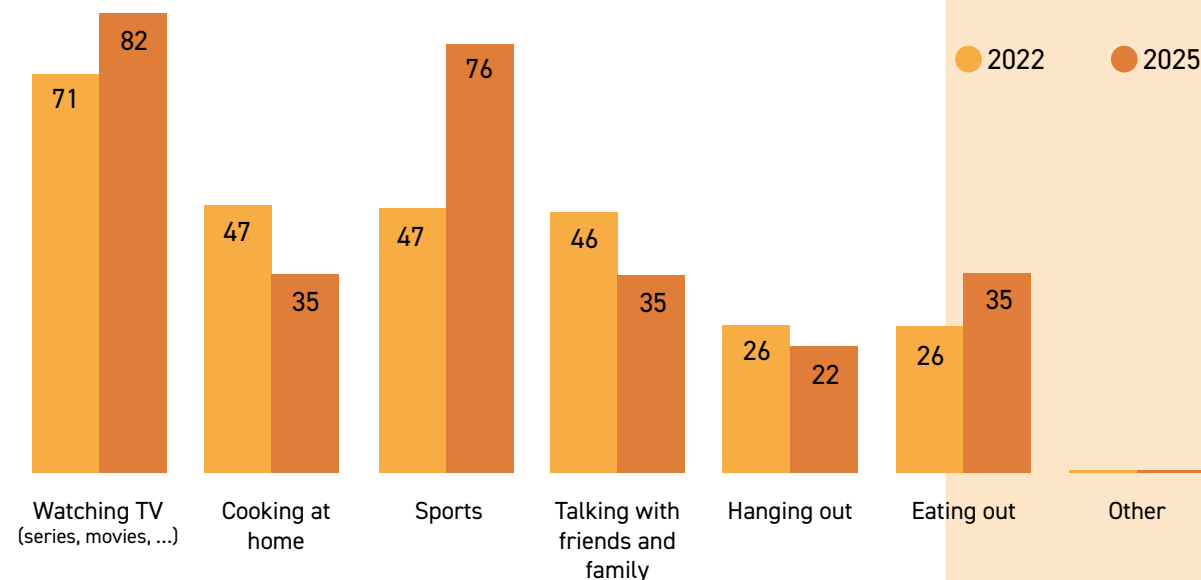
The decline in going out is striking: Hanging out outside the home dropped from 48% to 39%, dining out from 39% to 32%, and partying significantly from 31% to 22%. Leisure time is taking place closer to home, more personally, and more self-determinedly than in 2022.

When it comes to free time without work or study, however, there is a sense of optimism: Traveling is by far the biggest desire—up from 71% to 82%. The desire for time with friends and family has increased even more: from 47% to 76%.

Concerts and festivals (35%, 2022: 47%), parties (35%, 2022: 46%), and sporting events (22%, 2022: 26%), on the other hand, are losing their appeal.

The picture is clear: In everyday life, the i Live generation retreats into private life—but during their downtime, they dream big, travel far, and seek genuine connection.

What are residents looking forward to most after work or university?



Robin

In the evenings, I often do volunteer work or study. Of course, I also cook or meet up with my friends. That is also more important to me than, for example, going on vacation or attending concerts.



SUM UP

Leisure time has integrated into everyday life. It has become less commercialized, more intimate, and more accessible. This aligns with the trend toward "Soft Culture" as described by the ZukunftsInstitut: Instead of event culture and loud consumption, the new leisure style is characterized by self-care, retreat, digital exploration, and small social moments.

Carina

After a long day at the university, I want to go home and have some peace and quiet. Talking on the phone is okay. I save socializing for weekends or semester breaks.



Can-Luca

After university, I like watching series or doing sports. Cooking and studying are also among my evening pastimes. I also spend some time online for no particular reason.



The longing remains, but the behavior lags behind

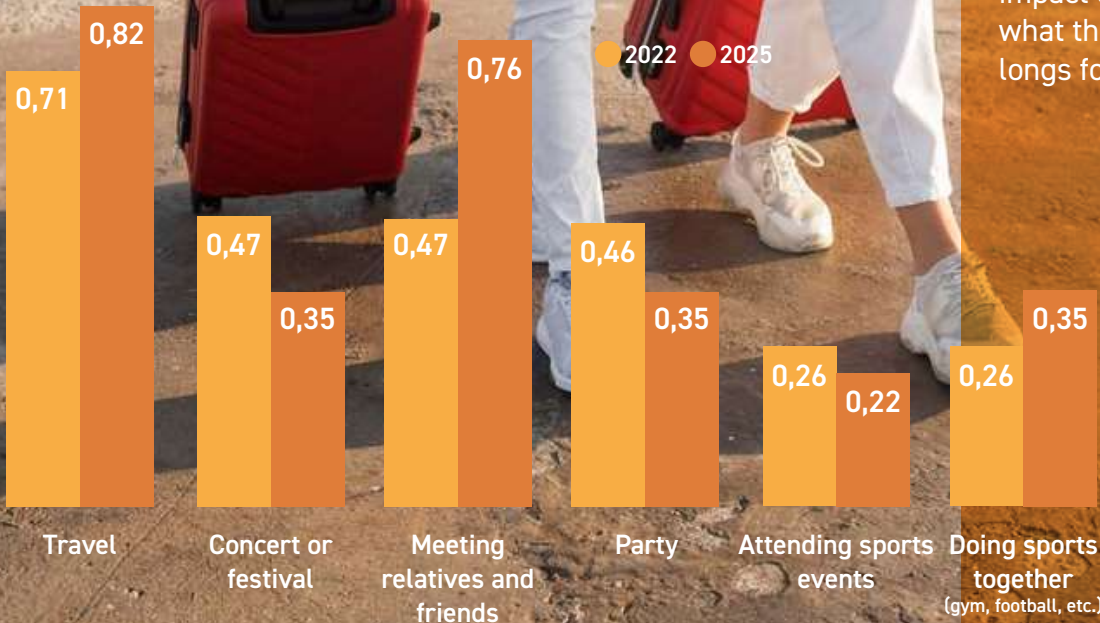
A striking contradiction runs through the data:

Only 48% spend time with friends or family in the evening, but a full 76% are looking forward to exactly that. That is an increase of over 30% compared to 2022.

The traveling topic has followed a similar trend: While specific activities in public spaces are generally declining, wanderlust is on the rise from 71% to 82%.

82%
LOVE TO TRAVEL!

This is what our residents look forward to in their free time:



SUM UP

This "leisure paradox" has a history: COVID has shaped a generation that has learned to miss closeness. Months of isolation, canceled concerts, and canceled trips have left their mark. The desire for real encounters and distant destinations has not become smaller since then, but greater.

And yet the data show that in everyday life, people still remain in retreat. What COVID established as a necessity—staying in, digital entertainment, solo cooking—has become a habit for many.

For i Live, this means a concrete opportunity: The dormitory is not just a place to sleep, but the place where relaxation and spontaneous encounters can come together. Creating an environment that enables effortless closeness—without much effort, without obligation—means closing the gap between the impact of the pandemic and what this generation truly longs for.

Active instead of passive: Sports are actively practiced

Attending sporting events as a spectator has become less popular (22%, down 4 percentage points), while active team sports have increased significantly from 26% to 35%.

This suggests a trend toward active, connecting leisure activities. Instead of consumption-driven events, communal, healthy routines are gaining relevance.

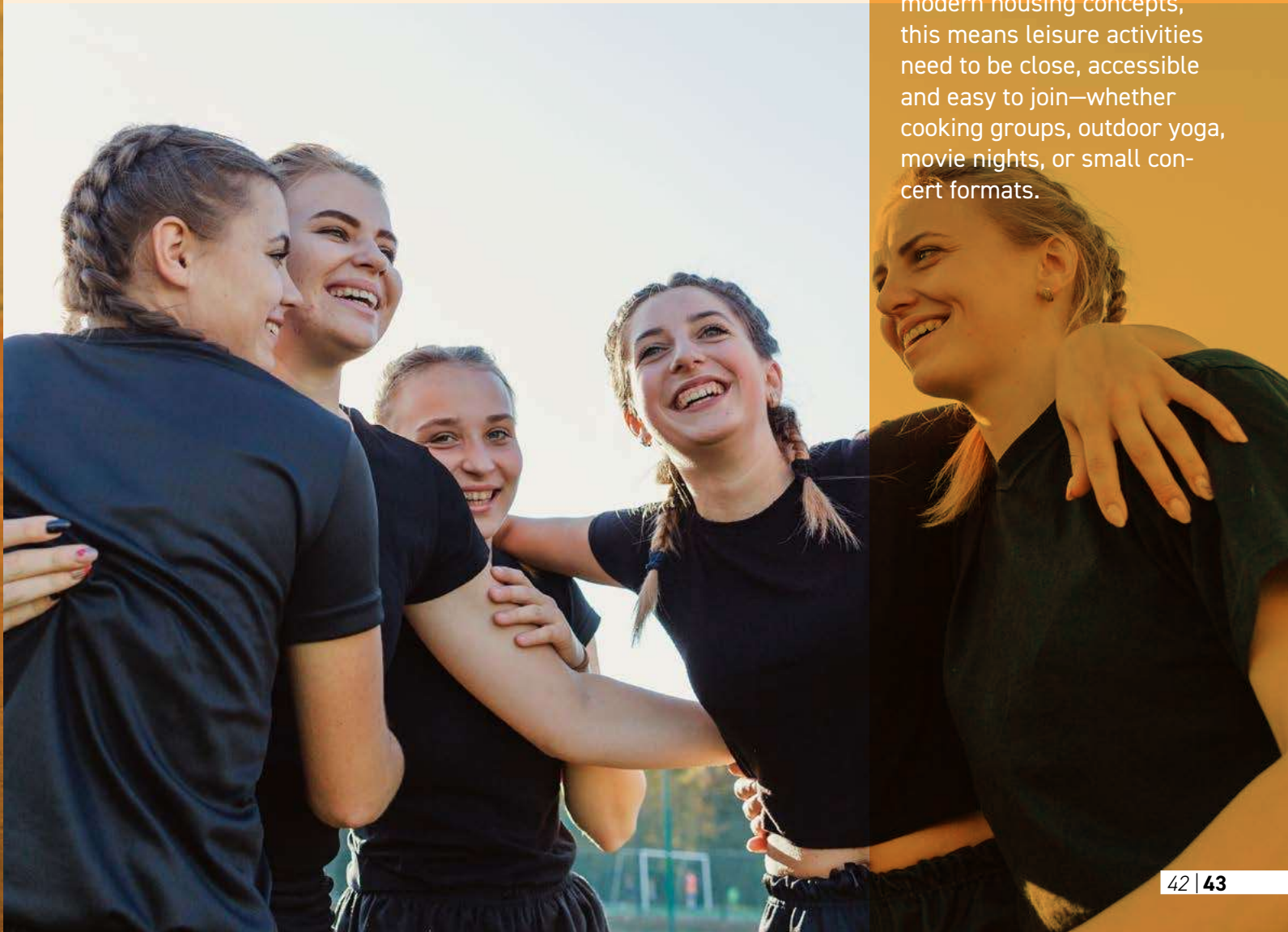
Physical activity is seen, not as a duty, but as a social experience, especially in urban living concepts with integrated offerings.

SUM UP

Leisure time is becoming more personal, more mindful, and consciously reclaimed

Our residents show:

Leisure time is not what you have, but what you make of it. Less noise, more depth. Less outward impact, more inner life. And at the same time: a great longing for genuine connection and travel. For modern housing concepts, this means leisure activities need to be close, accessible and easy to join—whether cooking groups, outdoor yoga, movie nights, or small concert formats.



THE IMAGE OF THE IDEAL NEIGHBORS IS CHANGING

What makes good neighbors?

The answers to this have noticeably shifted.

While in 2022, 53% of the respondents still preferred a village-style community characterized by familiarity, closeness, and helpfulness, this figure dropped to 48% in 2025. In contrast, the desire for international neighbors has remained stable (51% in both years), while multiculturalism has slightly decreased from 46% to 44%.

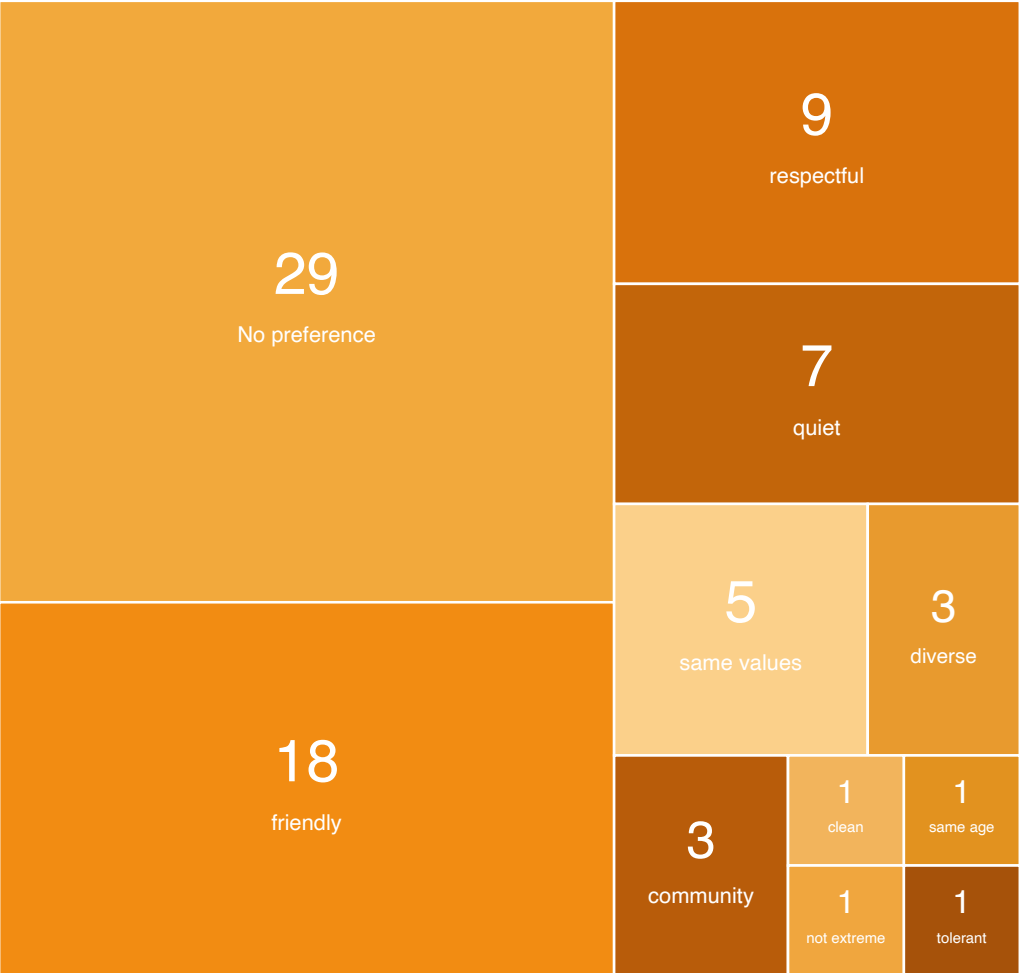
At the same time, other aspects are gaining importance: 29% want neighbors with a similar social status—a slight increase compared to 2022 (27%). Among men (32%), this desire is significantly more pronounced than among women (27%). Also noteworthy: 10% want neighbors they ideally don't see at all—a slight upward trend compared to 9% in 2022.

What residents really expect from their neighbors

A look at the open answers shows a differentiated picture. By far the most frequently mentioned is "No preference" (29 metions)—almost a third simply has no specific expectations. The strongest active ideal is friendliness (18), followed by respect (9), quiet (7), shared values (5), as well as diversity (3) and community spirit (3).

That is no coincidence—it is an echo of COVID. The pandemic fundamentally changed the relationship with neighbors: Anyone isolated in a confined space for months learned how much a friendly face in the stairwell means—but also how valuable distance can be. Expectations have since become more realistic, more modest, and at the same time more conscious.

What should your neighbors be like?



SUM UP

The longing for community remains, but it is becoming more differentiated. Acting as a catalyst, the COVID-19 pandemic showed that relationships with neighbors do not come about automatically, they need to be actively shaped. What used to be a village has become a curated microcosm: familiar, compatible, voluntary.

For i Live, this means a clear positioning: The dormitory is not the community of fate of the past, but a place where residents decide for themselves how much closeness they want. Communal spaces invite without obligating. International diversity is desired, and similarity in status is structurally a given anyway.

The greatest wish remains simply kindness—no agenda, no density of expectations, just respectful interaction at eye level. Exactly that is what i Live can offer.

Closeness yes – but with a choice, please

The desire for an open, mixed neighborhood is decreasing—instead, it is becoming increasingly important that neighbors share similar values and that people can rely on each other.

The Zukunftsinstitut calls this trend "Community Select": People seek closeness, but increasingly under certain conditions—voluntarily, thematically, or status-related. Neighbors are becoming temporary communities of choice rather than communities of fate.

HOW ACTIVE ARE OUR RESIDENTS?



i Live is fit!

Sports are a fixture of everyday life at i Live—for many, but not for all.

20% of the respondents describe themselves as couch potatoes. At the same time, our survey shows that those who exercise regularly prefer to do so in the form of running.

40% of the active residents state that they go jogging or running regularly—by far the most popular sport.

The rest is a mix, but evenly distributed

Aside from running, the other sports are relatively evenly balanced:



This distribution shows: The variety of sports in the community is great, but without a clear second place. Running dominates as a low-threshold, flexible activity that fits easily into individual schedules—a clear advantage in urban lifestyles.

Women and men— the differences in detail

A closer look reveals gender-specific preferences:

- Among women, yoga (20%),
- martial arts (10%),
- gymnastics (9%),
- and tennis (17%)
- enjoy above-average popularity.

Moreover, more women identify as couch potatoes (24%).

- Men are more active in soccer (22%),
- volleyball (9%),
- basketball (13%),
- and especially in running (45%).

Only 16% consider themselves part of the physically inactive group.

While men more frequently choose classic team and endurance sports, women prefer versatile, often body-conscious sports and report a lack of activity more often.



SUM UP

Running is number 1, but sports at i Live are diverse and individual.

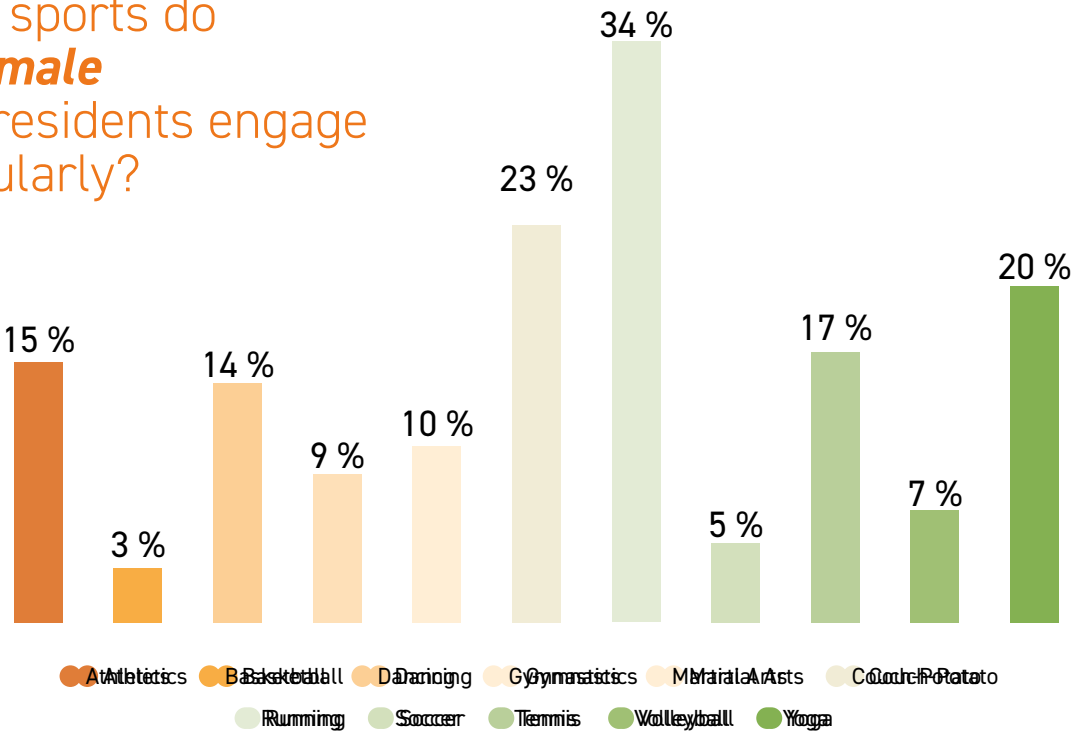
One fifth exercises little, but the majority uses sports for balance, expression, or as a source of energy—depending on their rhythm of life.

The challenge here is not to offer more, but to provide more connection points:

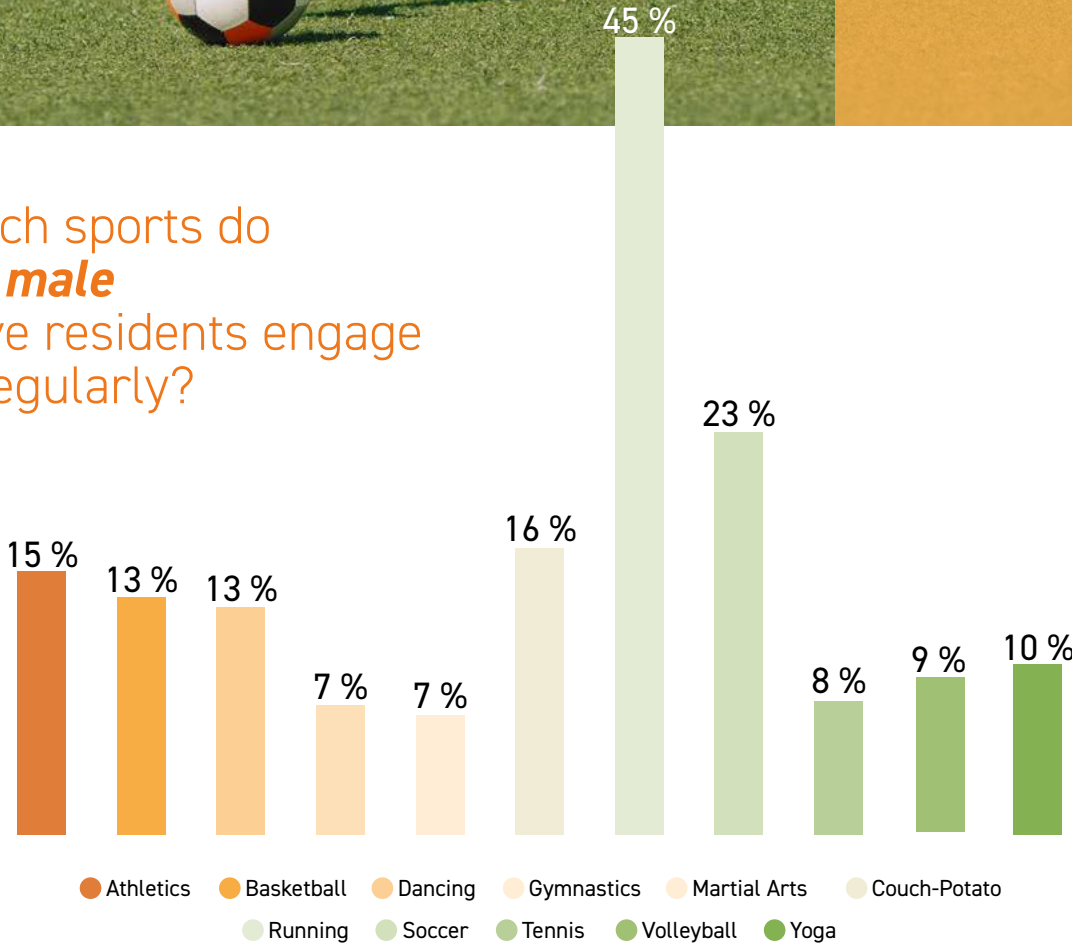
Community runs, yoga sessions, soccer evenings, or dance workshops offer not just movement, but also encounters.

In the end, it's not just about who is running, but with whom.

Which sports do
our **female**
i Live residents engage
in regularly?



Which sports do
our **male**
i Live residents engage
in regularly?



TECHNOLOGY

Grown up with smart-phones and socialized through social networks, the digital everyday life is a matter of course for the i Live generation. And yet our survey shows a differentiated picture. Digitalization is not blindly embraced, but cleverly used. Apps, online bookings, and digital services are appreciated where they genuinely simplify everyday life, but when it comes to trust, closeness, and responsibility, humans remain irreplaceable.

This generation sets high standards both for technology and for the people behind it. They want both: functioning tools and real contacts. Not "either-or", but "both-and".



HYPE AROUND 10-MINUTE DELIVERY SERVICES IS WANING

Convenience alone is no longer enough

In a world that is becoming ever faster, the desire for mindfulness rather than speed is growing.

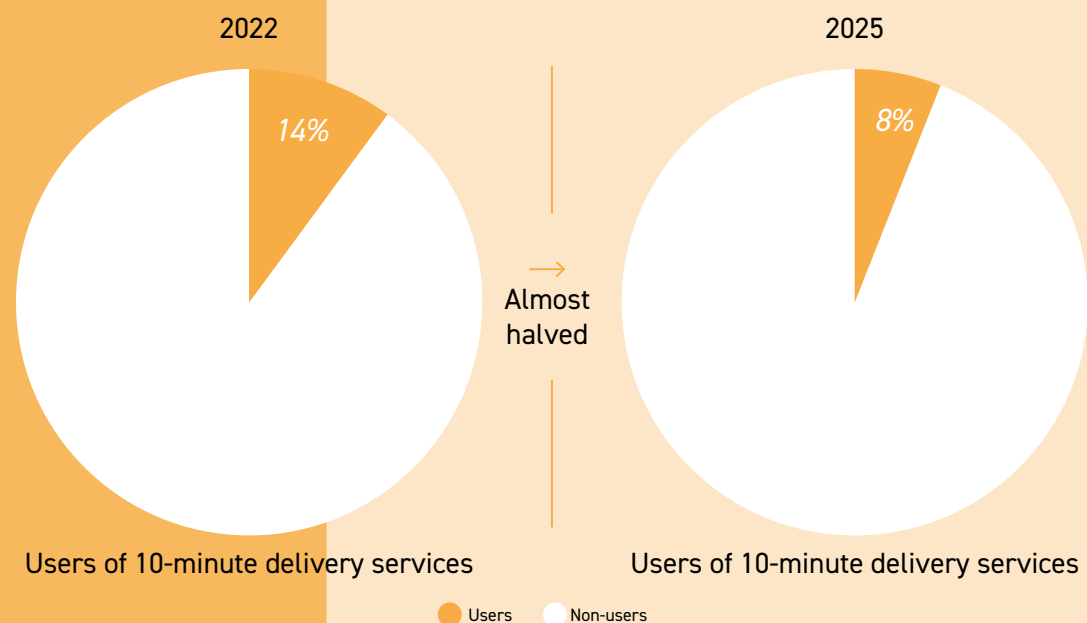
While 14% of residents regularly used on-demand delivery services in 2022, today that figure is only 8%, meaning usage has nearly halved.

This shows a shift in values. The i Live generation is growing up in a time when consumption is increasingly being questioned: Where does my food come from? How big is my ecological footprint? How regional and sustainable is what I buy?

Many also question the system itself: high environmental costs, long supply chains, low regionality. Speed alone is no longer a selling point if it comes at the expense of the environment.

This is not sacrifice, it is a more conscious form of consumption. A generation raised in the digital world uses digital tools selectively: where they truly add value, not where they merely simulate convenience.

How many residents use 10-minute delivery services?



Can-Luca

I do pay attention to my diet, which is why I rarely order from delivery services. However, I don't have any special eating habits.

Robin

I prefer a vegetarian diet.

Carina

I eat little meat, but I am not a vegetarian. Now and then I order a ready meal simply because it's convenient.

SUM UP

Instant does not equal sustainable

The decline in ultra-fast delivery services shows that our residents want comfort, but not at any price.

Living concepts that combine low-threshold supply with sustainability and social responsibility—for example, through local collaborations, food sharing, or weekly markets in the neighborhood—clearly hit the Zeitgeist much better.

DIGITAL IS
GOOD,
PERSONAL
IS BETTER!

THIS IS JOELLA,
our Community Manager at i Live Expo
Campus Hanover



i Live is
personal!

Our residents appreciate digital services, but they also appreciate people. This becomes especially clear in community management:

Our Community Managers are highly valued and, for many, irreplaceable by a digital assistant.

They stand for what technology cannot provide: personal interaction, empathy, and genuine closeness.

At the same time, our survey shows that digital offerings are indeed used—but selectively.

The community app is primarily used when it concretely simplifies everyday life

Our residents regularly use the parcel system via the **community app**—making it by far the most frequently used feature.

The **community app** is used mainly when it actually simplifies everyday life—for things like parcel acceptance, information, or bookings.

For everything else, the desire for personal contact remains strong.



SUM UP

Digitalization only works when it complements humans, not when it replaces them.

Our residents expect smart tools that work. But they also desire real contact persons who listen, think along with them, and make life in the building human.

Technology is part of the system, but the heart remains analog.

Digitalization:

"The Community Managers are popular and, for many, cannot be replaced by a digital assistant."

"The parcel system is used by one in three persons, making it the most frequently used function of the community app."

Digital everyday life: How our residents tick

i Live's digital offering is accepted and expected.

Overall, it shows:

Almost **90%** also want to book additional services digitally, whether via app, email, or telephone.

Only **10%** prefer a personal booking on site.

77%

of respondents book their apartment online via the website.

12%

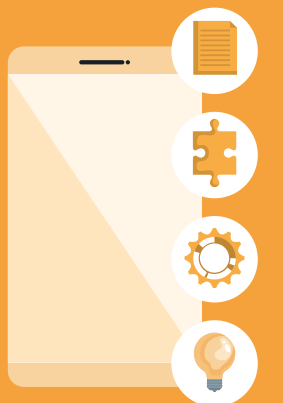
use e-mail.



SUM UP

Our residents naturally live digitally, but they think in a differentiated way.

They want apps when it comes to booking, payment, or organization. But when it comes to questions of trust, responsibility, or health, many continue to rely on personal contact.



But not everything should be digital

The desire for digitalization ends where trust and responsibility are involved.

Almost half of the residents could imagine replacing the on-site property management team with a digital assistant, but the other half could not.

This becomes even clearer when it comes to health: Most people want to continue seeing the doctor in person—despite all technical possibilities. Yes to digital, but not at any price. The more sensitive the topic, the more important human contact remains.

84 %

In person

16 %

Video consultation

YES TO DIGITAL,
BUT NOT AT
ANY PRICE.

What is the preference
for doctor's visits,
in-person or digital?

SUM UP

Our residents naturally live digitally, but they think in a differentiated way.

They want apps when it comes to booking, payment, or organization.

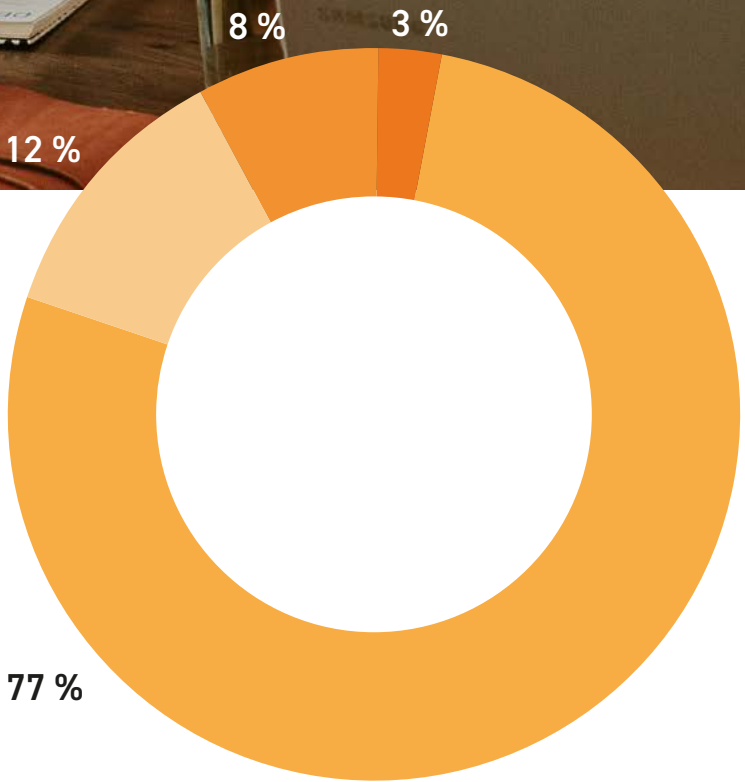
But when it comes to questions of trust, responsibility, or health, many continue to rely on personal contact.

Digitalization is not blindly embraced, but cleverly used.

That is exactly where its strength lies.

How do i Live residents book
their apartment?

Digital E-Mail In person Mobile



DIGITALIZATION
IS NOT BLINDLY
EMBRACED,
BUT CLEVERLY
USED.

SUSTAIN- ABILITY

Sustainability is not a trend—it is an attitude. Having grown up with an awareness of climate change and global responsibility, the desire for a sustainable life is deeply rooted. Yet, between ideals and everyday life, the budget often stands in the way.

Our survey shows a generation that is ready to act but accepts no empty promises. They want to feel and be able to comprehend sustainability—not as a buzzword, but as a lived standard.

For i Live, this means: Sustainability must be visible, affordable, and suitable for everyday use.



SUSTAINABILITY



Green is the new basic—but it has to be affordable

For the younger generation, sustainability has long been more than an ideal, it is a core value. But our survey shows that the price is often the barrier between the desire and the ability.

According to a GfK study conducted in 2023, 83% of 18- to 29-year-olds say that sustainability is important to them when making purchasing decisions. At the same time, more than half are restricting themselves financially to counter rising living costs.

Our i Live survey shows a similar picture: More than half of the residents would be willing to pay up to €10 a month for more sustainable living. Another 23% would invest up to €20, and 15% even up to €50. Particularly interesting: One in ten professionals (9%) would be willing to pay up to €100—among students, however, it's only 4%.

Sustainability is no longer a luxury; it is expected and must be measured against financial reality.

Mobility: Traveling sustainably—even without an ideological superstructure

The topic of sustainability is evident not only in the willingness to pay but also in specific everyday decisions.

While the car is still considered a status symbol in many population groups, our target group shows different priorities:

- 68% use public transportation regularly.
- 48% walk.
- 15% use the bicycle—more than the car (14%).

For many, sustainability is no longer a luxury, but an expectation. But only within the bounds of financial reality.



What we can deduce from this

Our residents are keenly aware of environmental issues. They expect solution-oriented, practical, and affordable offerings.

This means: Sustainability must not be a luxury promise; it must remain visible, integrated, and viable in terms of the pricing.

Future-proof living requires sustainable concepts that not only feel good but also pay off.

One in ten professionals is willing to pay up to €100 more per month for genuine sustainability.

Professionals pay up to 25x more than students for sustainable living.

Over half pay up to €10 extra per month if sustainability is truly tangible.

Sum up

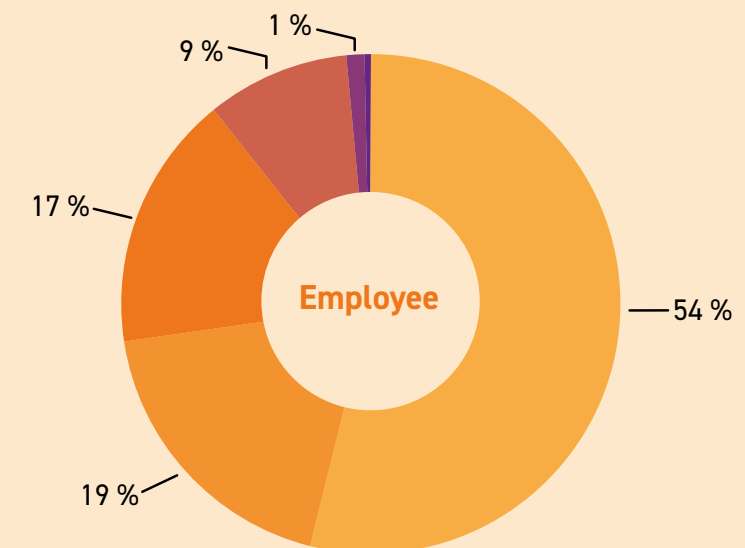
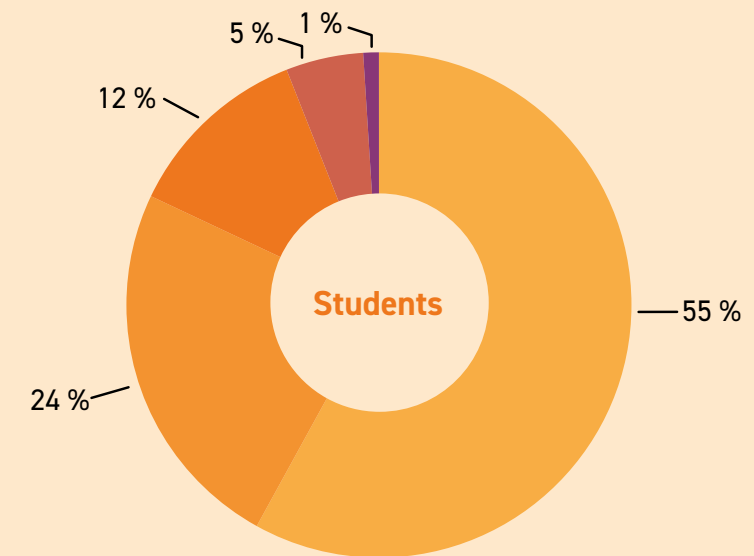
Our residents care about the environment and are willing to pay for it. More than half would invest up to €10 a month in more sustainable living. 23% would spend up to €20, and 15% even up to €50. Professionals show a significantly higher willingness to pay: 10% would pay up to €100—among students, it's only 4%.

Our residents are also sustainability-conscious when it comes to mobility. The most frequently used means of transport is public transportation (68%), followed by walking (48%). The bicycle (15%) is used more frequently than the car (14%).

For this generation, sustainability is not a luxury, but an expectation—as long as it remains affordable, suitable for everyday use, and honest.

How much more would you be willing to pay per month for sustainable living (green energy, eco-friendly materials, etc.)?

● <10€ ● 11-20€ ● 21-50€ ● 51-100€ ● 101-200€ ● >200€



HEALTH

Our survey reveals a generation that wants to live healthily but remains realistic. They scroll longer than planned in the evenings, eat pragmatically instead of ideologically, and know exactly that social media can simulate connection where real closeness is missing.

What this generation needs are not words of advice, but a framework. Not nutritional rules, but shared kitchens. Not wellness programs, but places where health is simply possible.

The following pages show how our residents deal with nutrition, loneliness, and digital stress, and what this means for a living concept that is truly good for you.



PRICE-CONSCIOUS, PRACTICAL, SELECTIVELY ORGANIC

How our residents shop

Most importantly, the shopping behavior of i Live residents is *price-conscious*

Compared to 2022, significantly more people are reaching for store brands, while purchasing expensive branded products is becoming less common. This is reflected not only in the statements regarding product choice, but also in the use of local supermarkets.

Because although a supermarket in the building is undoubtedly convenient, it is mainly used in exceptional situations—for instance, late at night or on Sundays when other options are unavailable. Price plays a decisive role in deciding where and when to shop.

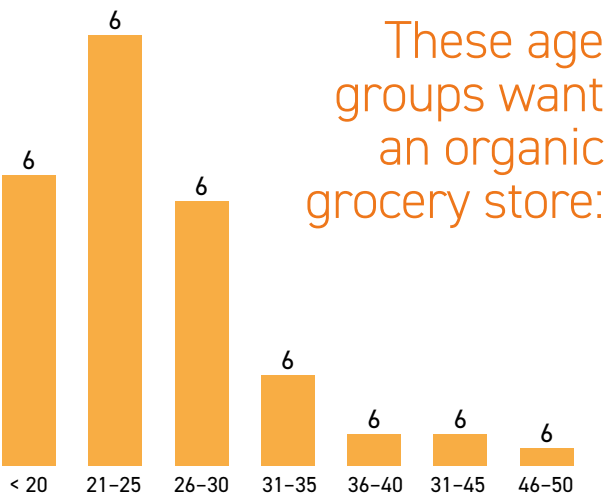
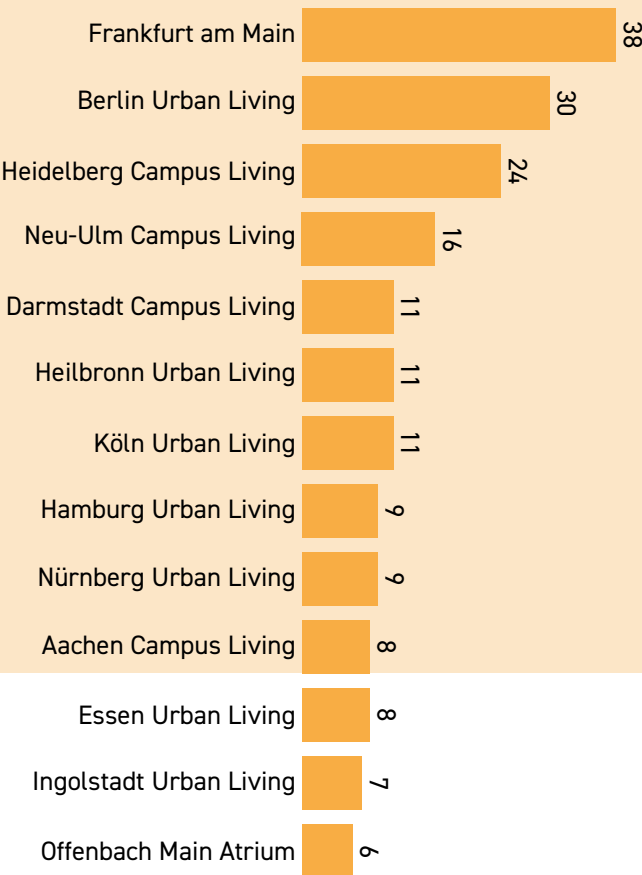
Organic products: Age comes with higher standards

With increasing age, the willingness to spend more money on organic products also rises.

Younger residents pay more attention to price and flexibility, while older residents increasingly pay attention to the origin, ingredients, and quality—a pattern that is also observed in other studies.

The behavior is thus determined not only by the budget, but also by values and age.

This many residents want an organic grocery store in the i Live property:



These age groups want an organic grocery store:

Carina

As a university student, I need to be budget-conscious. Therefore, I would rather go to a supermarket further away if it is cheaper than here. In general, I prefer to shop at discount stores rather than supermarkets.



Can-Luca

I also like to shop at discount stores. I used to shop at the organic store too, but it has become too expensive for me now.



Robin

Having a supermarket in my apartment building would be practical when I don't feel like leaving the house. But it should be a store with store brands or a discount store.



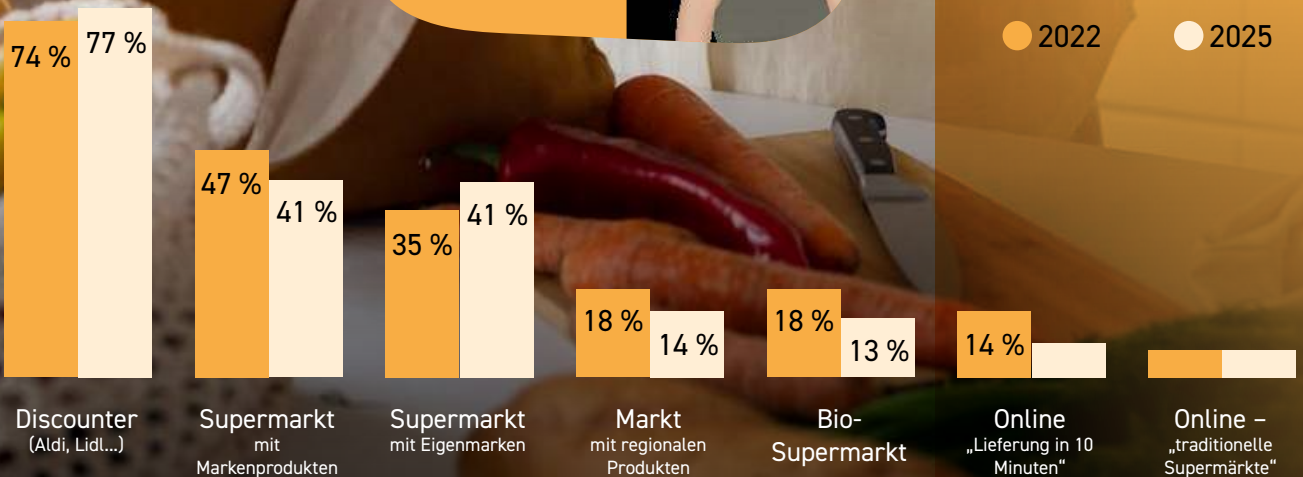
SUM UP

Our residents shop with a clear focus on price and with growing differentiation.

The combination of store brands, targeted organic consumption, and pragmatic use of convenience offerings shows: This generation does not act impulsively, but consciously, balancing everyday practicality with quality expectations.

For future-proof housing projects, this means yes to on-site retail, but it must be flexible, affordable, and tailored. Anyone who wants to offer true-to-life convenience must understand how young people make decisions today: practically, situationally, and increasingly reflectively.

2022 2025



EATING WITHOUT A LABEL –

between expectations and everyday life

According to our survey, 60% of i Live residents do not have any special dietary habits. This share has increased since 2022, especially among master's students, where the proportion has risen from 52% to 65%.

At the same time, the numbers for vegetarian and vegan diets are declining:

- > The share of vegetarian master's students dropped from 19% to 14%.
- > The proportion of those following a low-carb diet fell from 18% to 11%.
- > A vegan diet is practiced by only 5–7% overall, even slightly less frequently among students than among professionals.

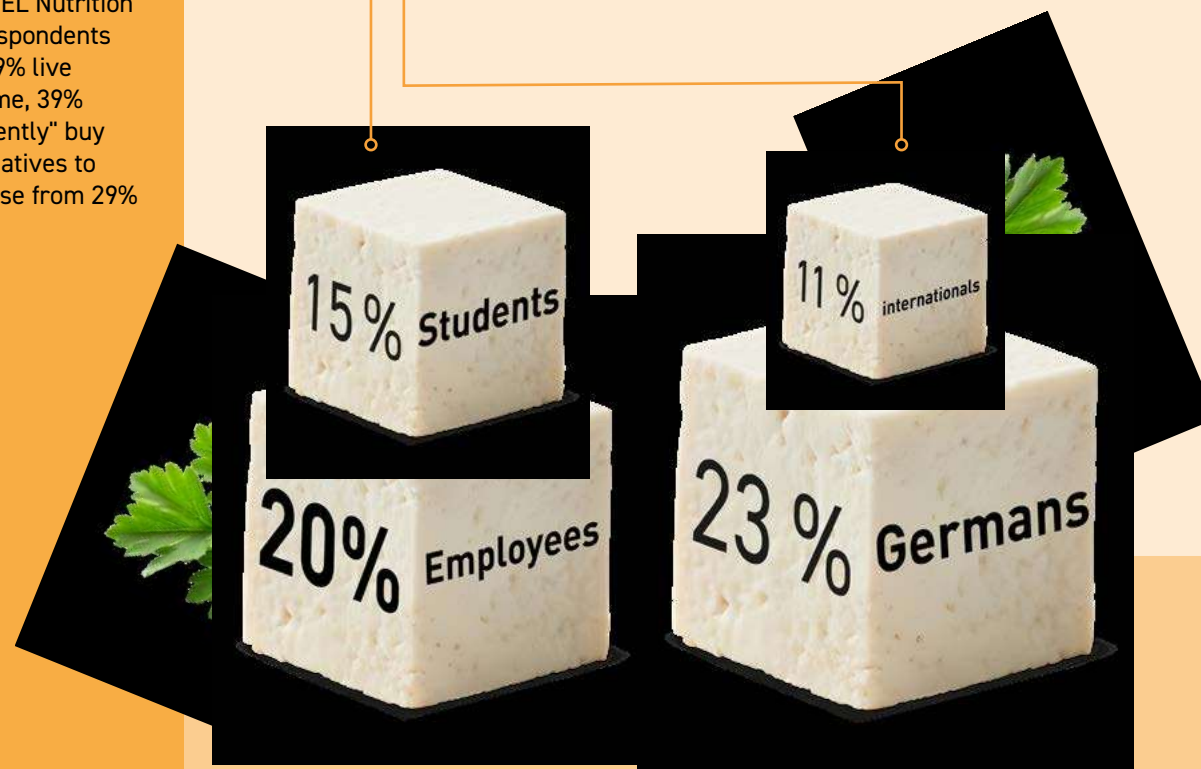
These results reflect a nationwide trend: According to the BMEL Nutrition Report 2024, only 2% of respondents claim to live vegan, while 9% live vegetarian. At the same time, 39% of consumers "more frequently" buy vegetarian or vegan alternatives to animal products, an increase from 29% in 2020.

Nevertheless, there are differences depending on background and life situation

Even if the majority eats without labels, socio-cultural differences become apparent upon closer inspection:

- > 20% of professionals follow a vegetarian diet, significantly more than students (15%).
- > 23% of German residents eat a meatless diet. Among international residents, the rate is only 11%.

This suggests that a vegetarian diet is not a "student thing," but rather an educational or value phenomenon that is more deeply rooted in certain social groups and cultures than in others.



Everyday life triumphs over intentions

These results contradict the widespread image of the "Generation Sustainability" that consistently eats meatless and climate-conscious diets. Instead, it becomes clear that food is less an expression of ideology and more a matter of everyday life.

Stress, budget, living situation, or simplicity often outweigh principles. Many eat what is available, affordable, and uncomplicated, even if theoretically they would prefer to eat more consciously.

The term "special dietary habit" is losing its significance. Food is becoming less political, more individual, and when in doubt, pragmatic.

Six out of ten residents do not follow any nutritional rules, and they do so consciously.

Can-Luca

I do pay attention to my diet, which is why I rarely order from delivery services. However, I don't have any special eating habits.



Robin

I prefer a vegetarian diet.



Carina

I eat little meat, but I am not a vegetarian. Now and then I order a ready meal simply because it's convenient.



BETWEEN SCREEN AND ENCOUNTER—

how social media makes
loneliness visible

Instagram has long been a part of everyday life—for our residents as well. But anyone who believes young people scroll mindlessly through life is mistaken.

Our survey indicates that they reflect on their usage and recognize very clearly where the boundary between connection and being overwhelmed lies.



Social media: Connection or reinforcement of loneliness?

Almost half of the respondents (43%) say they spend more time on social media than they actually want to.

7% feel insecure as a result of using it.

This insecurity increases significantly with feelings of loneliness:

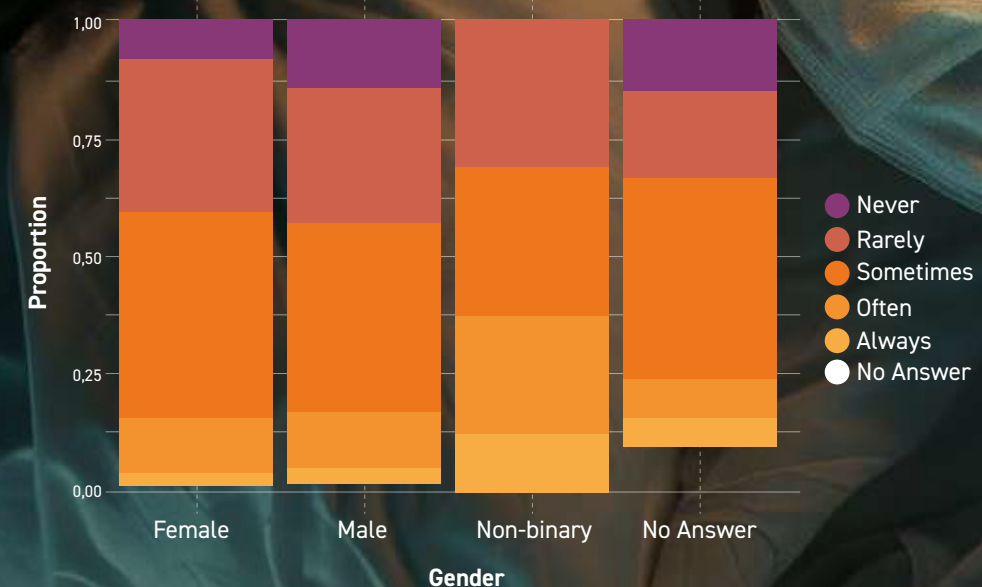
- › Among lonely residents: 9% unsettled by social media
- › Among the rarely lonely: 4%
- › Among the never lonely: only 2%

This dynamic is supported by current research:

A study by the University of Vienna (Karsay et al., 2023) shows that passive social media use (e.g. just scrolling) can increase loneliness, whereas active use (e.g. interaction with real people) does not.

Social media is not a problem per se, but they act like a mirror. Those who feel connected experience digital closeness. Those who feel lonely experience distance.

Feeling of loneliness by gender



Why loneliness is greater today than during the COVID-19 pandemic

At first glance, it seems contradictory: Although social restrictions have long been lifted, many young people experience more loneliness today than during the pandemic. Our survey shows a clear increase, and it is not alone. National studies, such as the Loneliness Barometer of the Federal Ministry of Family Affairs, also confirm: Loneliness is not a marginal phenomenon in 2024, but a silent reality for many.

The causes are diverse and run deeper than a return to normal might suggest.

For one thing, the pandemic put the brakes on many social routines. What

was previously taken for granted—eating together, spontaneous dates, making new contacts—was unlearned over the course of months. This “social muscle” has weakened for many. After the pandemic, the question is no longer whether it is permitted to do something, but how to do it.

Moreover, expectations for the time after were high. Finally getting out again, meeting people, enjoying life—that was the hope. But reality often fell short of the feeling that had been lost. This disappointment reinforces the feeling of loneliness: The opportunities are there, but the emotional connection is missing.

This feeling is amplified by the way communication happens today. While social media offer networking, they of-

ten lack genuine closeness. Those who already feel lonely do not experience the digital world as a comfort, but as a mirror showing what is missing. Young international people in transitional phases are particularly affected: a new city, new environment, new language—but not yet a new home.

In short: Today, loneliness is not louder, but deeper. It is no longer pandemic-related, but structural. And it shows how important it is to create spaces in which people feel seen, acknowledged, and connected—not just digitally, but in real everyday life.

That is precisely the mission of i Live.

People who feel lonely are more often unsettled by social media



Can-Luca

I'm hardly ever lonely; after all, I've made many friends at i Live. I primarily use Instagram for entertainment. Unfortunately, I spend too much time on the app.



Robin

I rarely feel lonely. Instagram provides me with entertainment, contact with friends, current info, and more. I benefit greatly from the app, even though I spend a bit too much time on it.



Carina

I feel lonely every now and then. So I'm happy that I can keep in touch with my friends via Instagram. Besides, Insta is good entertainment when you are alone.



WORK

Working and living were long considered two separate worlds. The pandemic changed that, and the i Live generation has internalized it as the new standard.

Working from home is no longer a privilege you have to fight for. It is an expectation—self-evident, flexible, and integrated into everyday life. Those who offer housing today are also offering workspace, no matter whether this happens consciously or not.

The boundaries between office and living room, between 9 and the end of the workday blur. And for this generation, this is not a limitation, but freedom.

The following pages show how our residents are rethinking work and living, and what consequences this has for a modern living concept.



WORKING FROM HOME IS NO LONGER LUXURY

but an expectation

78% of our respondents want to work from home at least occasionally. Only 13% want to do this almost always. The desire is therefore widespread but moderate: yes to flexibility, no to complete isolation from the office.

Those under 20 show the strongest affinity for the office: 45% of them prefer classic working—the desire for exchange, structure, and social integration prevails.

With increasing age, the preference for working from home rises. Among 31- to 35-year-olds, 22% want to work remotely almost always, and among 36- to 40-year-olds, the figure is 18%. But when working at home, expectations are surprisingly pragmatic:

- › For 44%, the living room is perfectly sufficient.
- › 29% would rather share a co-working space so as not to be alone.
- › Only 27% want a separate office at home.

The generation says goodbye to "9 to 5"

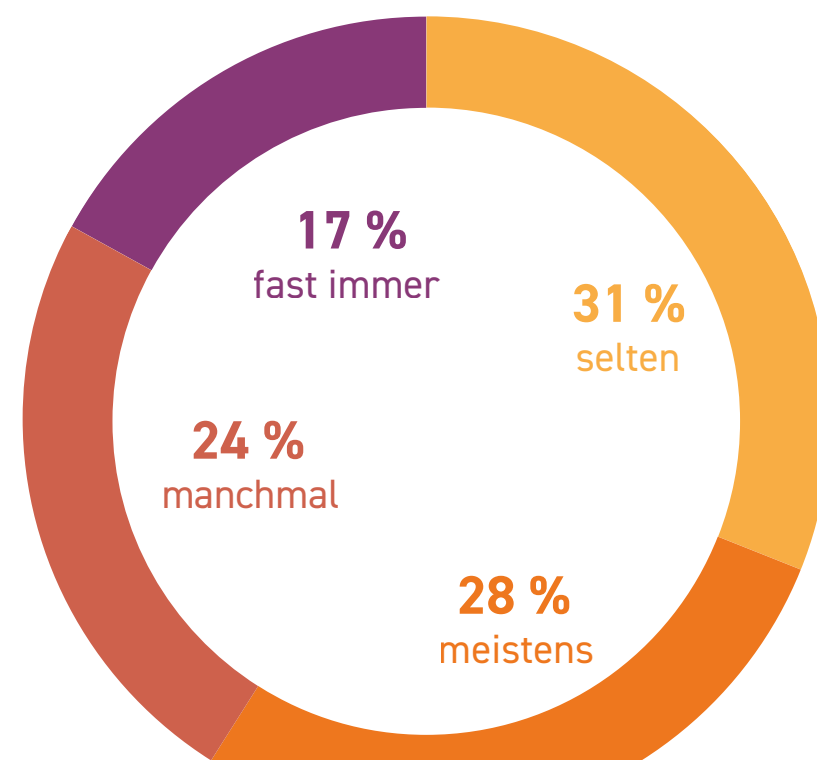
Classic office hours have had their day, at least to a certain extent. Only 45% of our respondents want to work mostly or almost always from 9 a.m. to 5 p.m. 31% do so less frequently than sometimes; they prefer to fully organize themselves. A further 24% sometimes work classic hours, 17% almost always.

Particularly interesting:

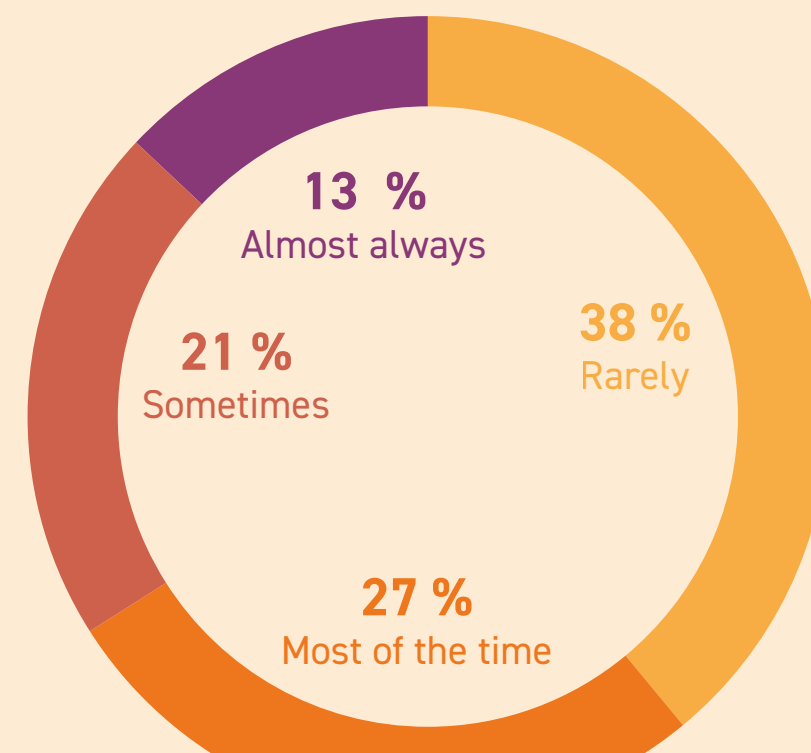
Master's students prefer traditional working hours more than undergraduate students—presumably because they are already more attuned to corporate structures or are already in the workforce.

The working world is becoming a life environment and can no longer be rigidly squeezed into times of day. In this context, the Zukunftsinstitut speaks of "Work-Life Blending": Work and leisure are no longer strictly separated, but are organized depending on the context—self-determined, not externally determined.

Working 9 to 5?



Work and leisure are no longer strictly separated



How often do our residents want to work remotely?

Prefer to work at home?



What does this mean for living formats?

When work is no longer tied to fixed times or locations, the requirements for living spaces also change:

- › The living room becomes a temporary workspace.
- › Communal areas become collaborative zones for focused work or creative breaks.
- › No more rigid offices, but adaptive zones for thinking, exchanging ideas, and recharging.

Work becomes mobile, living becomes more multifunctional than ever!

The i Live generation does not demand a separation between life and work, but an environment that makes both possible. Self-determined. Authentic. Practical for everyday life.



SUM UP

Working from home is no longer a special model—it is the standard. 78% want to work flexibly, but most are pragmatic about it: The living room is sufficient for 44%, and a co-working area would be ideal for 29%—not out of necessity, but to avoid being alone.

The classic 9-to-5 model is losing its significance. Barely half still work fixed hours; the rest organize their own time. With increasing age, the desire to work from home rises significantly.

For i Live, this means a concrete opportunity: Communal areas that function as a work zone during the day and as a meeting place in the evening. Anyone who understands this offers not just housing, but a living space.

Can-Luca

I want to work from home sometimes. I work 9 to 5 anyway, so I might as well go to the office. At home, I sit in the living room; driving to a co-working space would be too much effort for me.



Robin

I would like to work from home most of the time. My living room is simply nicer than an office. I mostly work outside of classic working hours.



Carina

I want to work remotely most of the time, but not always—after all, work also means social contacts. I think it's great when I can flexibly manage my working hours, as I don't like working 9 to 5.



MOBILITY

The car was once a symbol of freedom. For the i Live generation, it is primarily one thing: optional. Having grown up in cities with public transportation, sharing apps, and e-scooters right on their doorstep, this generation is rethinking mobility—not as ownership, but as a service.

Those who want to be mobile don't need to own a car. Those who want to be flexible prefer to share. And those who want to think sustainably switch to whatever is available, affordable, and uncomplicated.

Our survey reveals a generation in transition between the desire for independence and the willingness to take responsibility for resources. Not ideologically, but pragmatically.

The following pages show how our residents get around and what this means for a modern, urban living concept.



SHARED MOBILITY— LOTS OF POTENTIAL, LITTLE PRACTICE?

Why the next generation is voluntarily giving up the steering wheel

What used to be a status symbol is an option today, no longer a necessity. For the young generation, owning a car is losing much of its relevance. Our survey gets to the heart of it:

52%

would give up their car if the conditions are right: good location, flexible public transport, easy sharing options.

27%

stick to their own car—with one fascinating outlier: sports students. A full 40% of them do not want to let go.

21%

don't need a car at all—period.

On the other hand: Engineering and agriculture students are significantly more open. **Over 60%** of them say: "I can manage even without my own car." Perhaps because they know that energy, space, and resources are finite.

This attitude is not an isolated case. The Continental Mobility Study 2024 shows: For those under 30, the car is no longer a life goal, but a tool. Practical when necessary. Dispensable when there are alternatives. Young people today think of mobility as a service, not as an asset owned. Having a car is not a must-have—experiencing mobility, on the other hand, is.

What does this mean for living?

Those creating living spaces today must consider freedom of mobility right from the start—walking distance to the train, sharing offers via app, e-mobility instead of an underground garage with 80 parking spaces.

My car?
Only if it
has to be.

Scooters as a bridge technology, public transport as the long-term answer

Our survey shows a clear pattern: People only share what is fast, simple, and electric. Classic vehicles like cars or bicycles fall far short of the theoretical willingness to share in reality.

63%

Scooters—especially e-scooters – are the big exception. Here, most respondents state that they would share them, and many actually do.

20%

For e-bikes, the theoretical willingness is at 20%, but actual usage is merely 0.50%.

17%

Only 17% would be willing to share their car, but in reality, 0.62% do so.

This is not just due to the format, but also to availability right in the residential environment. E-scooters can be booked quickly, are intuitive to use, can be parked flexibly, and are therefore seen as a low-threshold entry technology into sharing behavior.

Currently, however, there is an interesting counter-trend: According to the Shared Mobility Index 2024, the use of e-scooters in Europe is declining slightly for the first time, while public transportation—especially in urban areas—is seeing significant growth. Our own numbers also prove this: 68% of our

residents use buses and trains as part of their everyday life, 48% of them even regularly.

E-scooters are the gateway, but not the destination. They function as a transitional technology—the first shared vehicle that builds trust. But with increasing environmental awareness,

price consciousness, and the expansion of public transport, shared mobility is shifting from individual devices to a system solution.

For urban living projects, this means: Flexible micro-mobility offerings, yes—but embedded in an efficient, shared infrastructure.



Carina

I take the bus or walk to university when the weather is good. I really don't need a car. I can walk to the university in ten minutes.



Can-Luca

Mostly, I take the suburban train (S-Bahn) to university. I only walk when I have plenty of time. I own a car, but I'm going to sell it since I don't need it.



Robin

I always take the bus to university. I don't need a car, as I can reach everything with public transport. I don't have a bicycle, but I could imagine sharing an e-bike with neighbors.



THE IDEAL NEIGHBOR- HOOD



OUR RESIDENTS' WISHES at a glance

Our residents have spoken, and their wishes are surprisingly specific. No grand promises, no luxury amenities. Rather, they want smart everyday solutions that make life in the dormitory noticeably easier.

They want to meet friends without leaving the house. Shop when the supermarket has long closed. Do sports without having to register. And get medical care without driving across the city to do so.

What connects all these wishes is a simple principle: Proximity beats perfection. Availability beats exclusivity. The dormitory shouldn't impress, it should function.

The following implementation ideas show how i Live can develop concrete offerings from these wishes—close, low-threshold, and practical for everyday life.



Centrally located
near the university to be able to reach it without a car, and well-connected to public transport

Parcel acceptance by service providers and flexible pick-up

An affordable discount grocery store within the residential building

Opportunity to attend simple health check-ups, but in person on site at the doctor's office

Vegetable/ herb garden and wildflower meadow

Opportunity to practice sports, e.g. gym

Possibility to buy essentials even on Sundays or late at night

Co-working space as an addition

Separation of work and life:
Yes to working from home, but no career events. If there are career events, they should take place in the form of recruiting and talent acquisition by companies—and preferably not in the residential building.

Friends at the place of residence





Implementation ideas

Transit-oriented design (TOD)

Buildings along well-connected public transport hubs, car-free courtyards, large bicycle garages, local transport connections integrated into the app.

Hybrid store concept

Combination of a full-assortment discount store + 24/7 mini automated shop (e.g. Amazon Go), app access, cashless, placed in the lobby zone or courtyard.

Parcel lockers:

Package locker system with QR code access in the lobby, combinable with a returns feature & Click & Collect from local shops, providers e.g. MyFlexbox or DHL.

Move room

Versatile movement space for yoga, dance, training—without mandatory equipment, flexibly bookable via app, plus an outdoor calisthenics area in the garden.

Friendship zones

Communal areas with large tables, mobile kitchen modules, comfortable seating islands, deliberately open and cozy design, inspired by Brazilian condomínios.

Plug-in coworking

Separate coworking pavilion in the neighborhood, bookable via app/badge, flexibly usable, spatially separated from the living area, optionally for career events or pop-up recruiting.

Urban edible landscape

Communal raised garden planters (e.g., on the roof or in the courtyard), automatic irrigation, plant QR codes with info, herb stations & wildflower meadows with seating.

Health cube

Small practice area in the building or at the neighborhood entrance for check-ups & medical cooperation consultation hours, plus a self-serve health checkpoint.

IDEAL OUTDOOR AREA

- 1 Rooftop court**
(e.g. soccer, basketball, group sports) Promotes movement in everyday life and strengthens the sense of community in the building
- 2 Health hub**
(Check-ups and mental coaching) Quick medical care and easy preventive care right on site
- 3 Community gardening with planters and wildflower meadows**
Community gardening, more greenery in everyday life, and relaxed lounge areas for chilling on the roof
- 4 24/7 store in the building**
Shopping around the clock without extra trips
- 5 Public transport at the doorstep**
Fast and sustainable connection without your own car
- 6 E-bikes in the neighborhood**
Flexible and eco-friendly mobility for short distances
- 7 Carsharing offering**
Mobility on demand without the fixed costs of owning a car

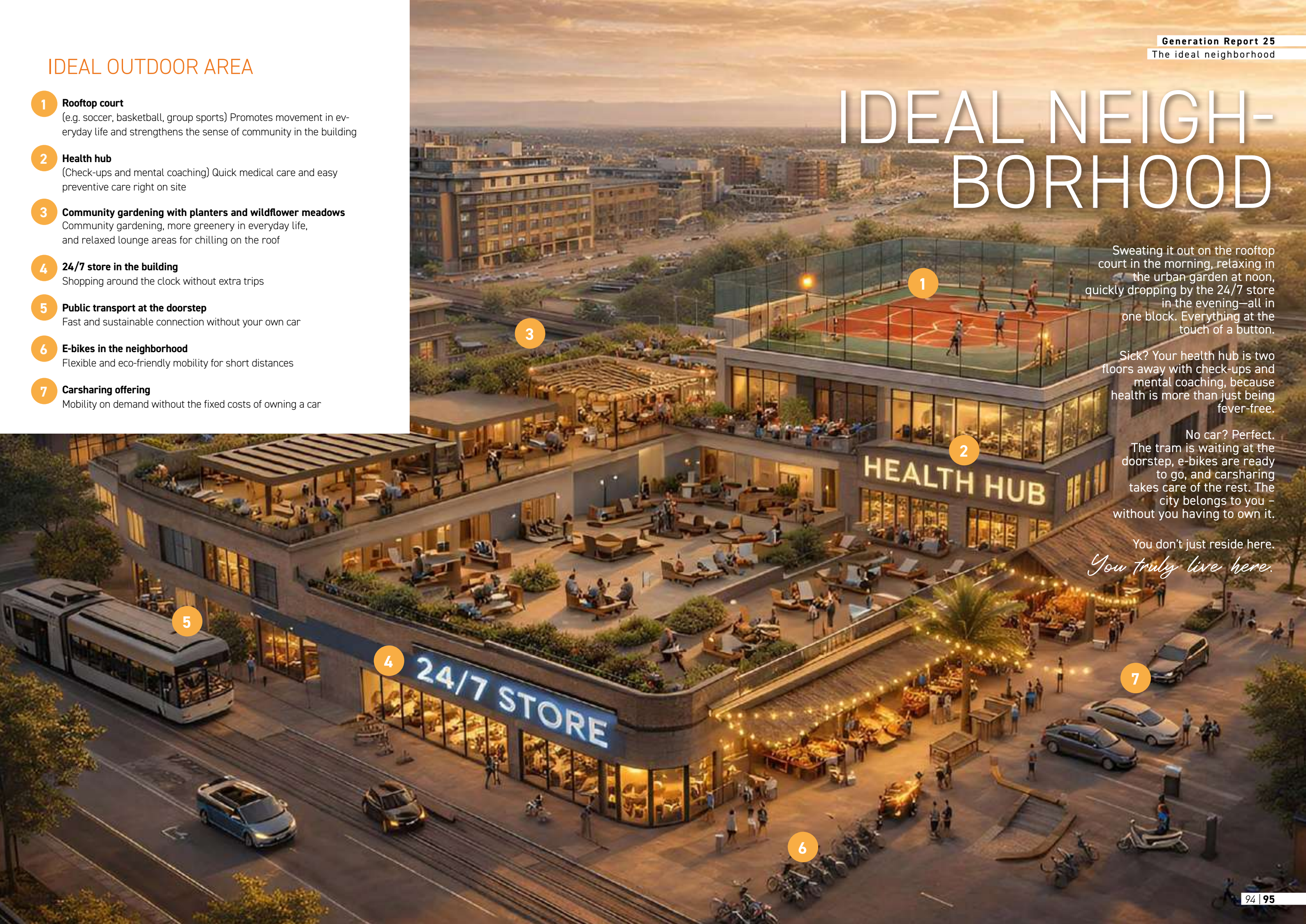
IDEAL NEIGHBORHOOD

Sweating it out on the rooftop court in the morning, relaxing in the urban garden at noon, quickly dropping by the 24/7 store in the evening—all in one block. Everything at the touch of a button.

Sick? Your health hub is two floors away with check-ups and mental coaching, because health is more than just being fever-free.

No car? Perfect. The tram is waiting at the doorstep, e-bikes are ready to go, and carsharing takes care of the rest. The city belongs to you – without you having to own it.

You don't just reside here.
You truly live here.



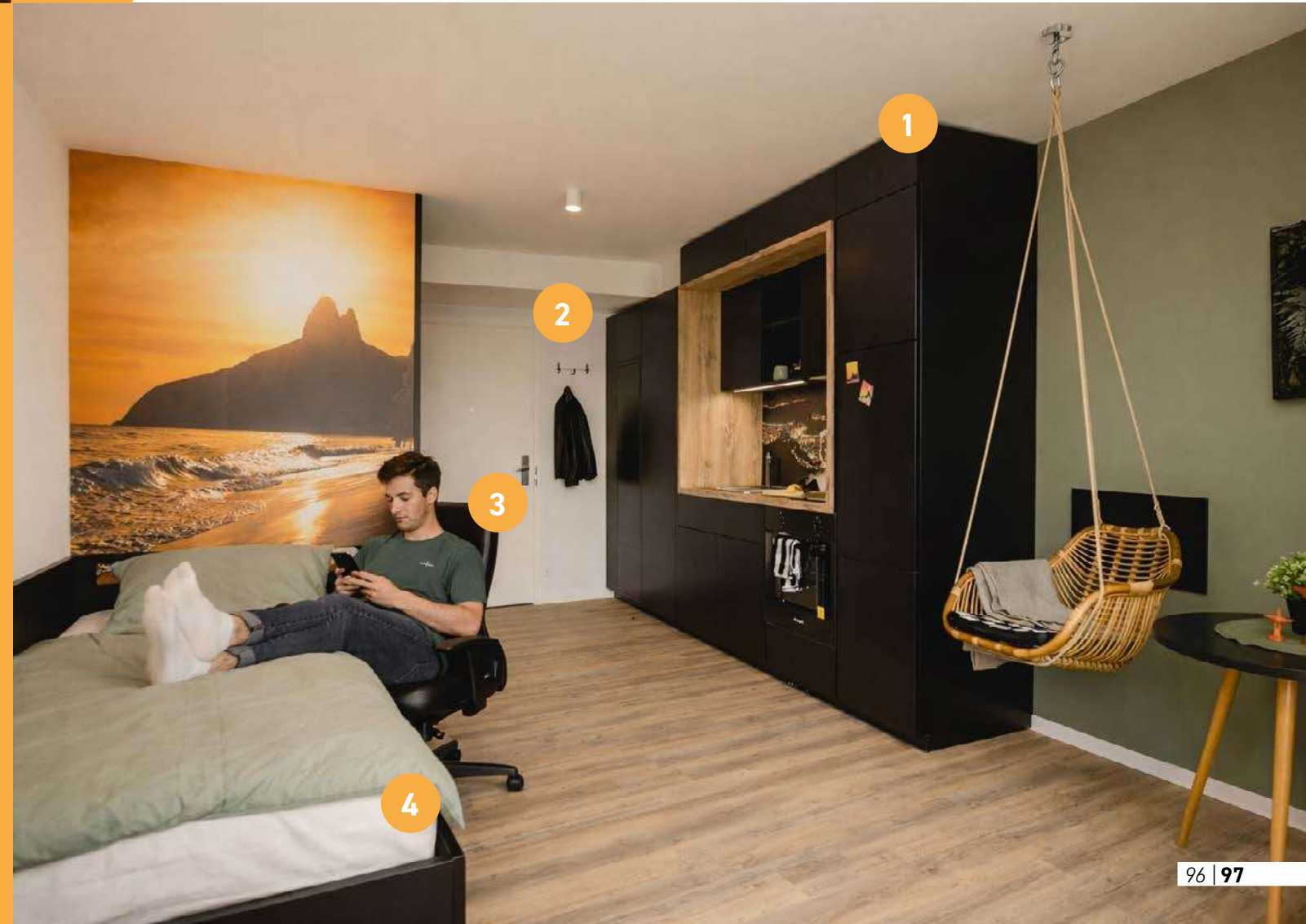


IDEAL COMMUNITY AREA

- 1 24/7 vending machine for drinks and snacks – supplied quickly and easily around the clock: Drinks and food are available at all times—convenient and affordable.
- 2 Co-working spaces for collaborative or focused work—flexible work areas offer space for exchange, creativity, and productive work, whether in a team or alone.
- 3 Bookable meeting room for events and presentations—ideal for meetings, coaching sessions, workshops, or small events – professionally equipped and flexibly usable.
- 4 Parcel lockers for stress-free deliveries – receive packages safely and conveniently, without any waiting times or coordinating with neighbors.
- 5 Smart lockers for personal valuables – secure lockers offer additional protection for important items and ensure a good feeling in everyday life.

IDEAL APARTMENT

- 1 **Maximized storage space through smart solutions:** Smart built-in closets and integrated kitchen cabinetry offer ample space for clothes, everyday items, and personal belongings without cluttering the room.
- 2 **A coat rack for hanging jackets and bags:** Simple wall hooks in the entrance area ensure tidiness right when you walk in and keep the living space organized.
- 3 **A comfortable chair for the working space at home, studying, and everyday life:** Ergonomic and comfortable, ideal for focused work, studying, or relaxing in between.
- 4 **A soft, high-quality mattress:** For restful sleep and maximum comfort to make sure people feel at home from day one.



LIFE AFTER COVID

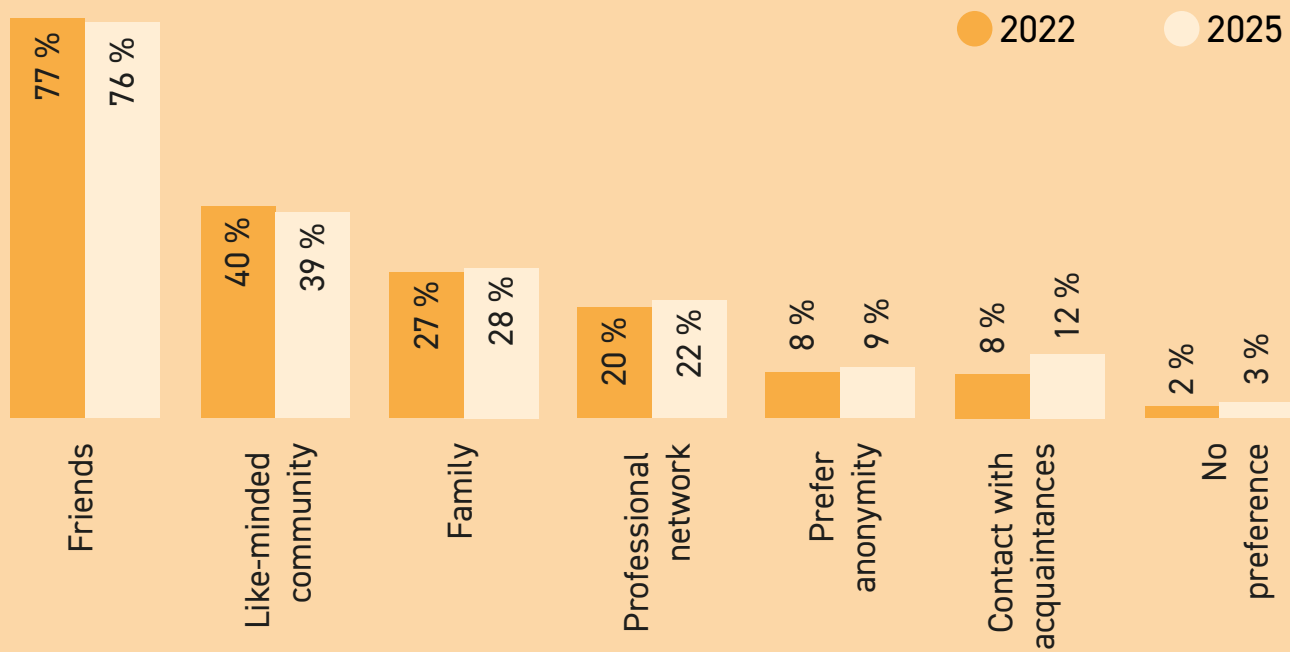


STUDYING AFTER COVID— a new normal

With the outbreak of the COVID-19 pandemic in spring 2020, the everyday lives of students changed fundamentally. For several semesters, university life, social contacts, and leisure activities were severely restricted, and encounters took place predominantly digitally. This phase lasted—with varying intensities—into the year 2022

and shaped an entire generation of students. The comparison of the student surveys from 2022 and 2025 shows: After COVID, it's not just "everything back to normal." Instead, a new normal has established itself. Many behaviors that emerged during the pandemic continue

to shape the everyday lives of young people today. International studies confirm that crises like COVID-19 leave long-term traces on social behavior, consumption, and the organization of everyday life—especially among young adults (OECD, 2023; Mari et al., 2023).



In research, this phenomenon is often referred to as an "atrophied social muscle". This does not mean that young people are less social, but rather that spontaneous, unplanned social interactions have lost their ease. Social energy is deployed more consciously, closeness is chosen more specifically and planned more carefully. Studies show that many young adults prefer more structure and predictability in social relationships post-pandemic (Liang et al., 2024; Elmer et al., 2022).

Exactly this pattern is also evident in the results of the Generation Report. In 2025, students spend their evenings

at home more often, cooking, studying, or relaxing. Parties, festivals, and spontaneous going-out activities are losing importance. At the same time, the desire for time with friends and family is growing significantly. Social closeness remains central—but it is lived on a smaller, more personal, and more committed scale. Other research results have also found that social networks often shrink after COVID, but become more emotionally dense in return (BMBF collaborative project LoneCovid, 2023).

The understanding of community has also changed. The idea of a very close, almost village-like neighborhood is

losing some of its significance. Instead, the desire for community at eye level is growing—voluntary, flexible, and without obligation. Many young people want to belong, but want to be able to decide for themselves when closeness feels good and when retreat is necessary. Here too we find evidence in research: Studies on post-pandemic social psychology show that COVID experiences have sustainably strengthened the need for control over social intensity (Hofmann, 2024; Federal Ministry for Family Affairs, Senior Citizens, Women and Youth, Loneliness Barometer 2024).

Similar developments can be seen in

sharing and consuming. The willingness to share expensive or liability-relevant things has declined. At the same time, shopping is more price-conscious, and people reach for store brands and discount stores more often. Pandemic experiences continue to have an effect here as well: Economic uncertainty and crisis experiences lead to a more cautious, rational approach to resources—an effect that, according to studies, does not disappear in the short term (OECD, 2023; GfK, 2023).

The results of the Generation Report condense particularly clearly when it comes to the question of values. Our 2025 survey clearly shows: When stu-

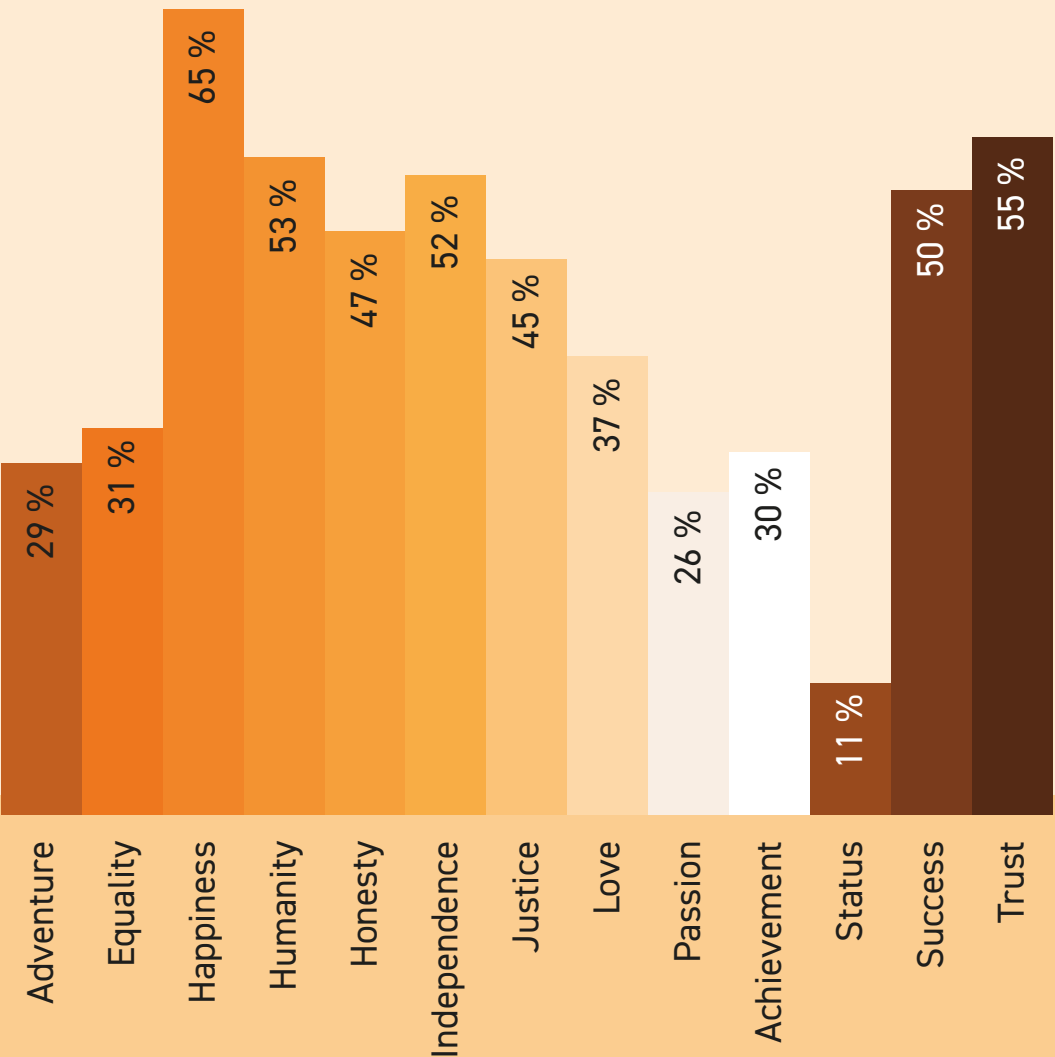
dents today name what is most important to them in life, **happiness is front and center**. This is followed by values such as trust, honesty, independence, and humanity. In contrast, a focus on performance, status, or recognition plays a distinctly subordinate role. Our data thus reveal a fundamental shift in perspective, away from external goals and towards inner stability and quality of life.

The comparison with the 2022 survey underscores this development. In a phase still heavily characterized by the pandemic, uncertainty, and restrictions, values such as stability, security, and reliability were more prominent.

Satisfaction was already relevant, but not yet clearly guiding. In 2025, however, happiness becomes the dominant orienting value. At the same time, students do not understand satisfaction as short-term happiness, but rather as a coherent, well-controllable everyday life.

This shift in values summarizes what is also evident in behavior, everyday life, and housing needs. The students of 2025 are not less social, but more socially conscious. The social muscle has not weakened, but is trained differently—less spontaneously, but more selectively, structured, and focused more heavily on reliable relationships. For housing, this means the desire for a home that provides security, allows freedom of choice, and enables both community and retreat. It's not constant action, but reliability and balance that characterize the post-COVID generation.

In short:
A happy place



KEY MESSAGES



KEY MESSAGES

VALUES

- › Satisfaction beats status. At 65%, happiness is the most important value, while status trails far behind at just 11%. Trust (55%) and honesty (53%) directly follow happiness. This generation doesn't want prestige—they want a good life.
- › This is consistent with the World Happiness Report 2024, which shows that subjective well-being is becoming increasingly important for young adults than material goals. Trust (55%) and honesty (53%) follow directly—a finding that aligns with the Shell Youth Study 2024, which identifies reliability as the central value of the post-COVID generation.

COMMUNITY

- › 78% want to have friends or family in their residential environment.
- › Only 10% want to live anonymously—the desire for a real neighborhood remains high.
- › Closeness yes—but self-determined. The desire for a village-like community is dropping from 53% to 48%. The Zukunftsinstitut describes this trend as "Community Select": People choose community more consciously and selectively.
- › According to the Loneliness Barometer 2024 by the Federal Ministry for Family Affairs, young adults between 18 and 29 feel lonely most often—a contradiction that shows that community is desired, but not automatically found.

MOBILITY

- › i Live residents get around sustainably: 68% use public transportation, 48% walk frequently.
- › Mobility without ownership: Owning a car is becoming increasingly unimportant—new mobility models are welcome.
- › Shared vehicles work where they are offered: E-scooters and e-bikes in particular have high potential.
- › Behavior can change: Over half are willing to give up their car—this is forward-looking.

SPECIAL FEATURES AND CUSTOMER EXPERIENCE

- › 97% recommend i Live to others.
- › The bed is the favorite piece of furniture, at 32% among women and 23% among men
- › The mattress has gained from 9% to 15% since 2022—a sign that investments in sleep quality are noticed and appreciated.
- › According to a 2023 McKinsey study on Gen Z, word-of-mouth is the strongest driver of brand loyalty—a 97% referral rate is thus not just a metric, but a strategic advantage.

SUSTAINABILITY

- › Price-conscious, but value-driven: Store brands are gaining, conscious consumption is increasing—especially with age.
- › 20% eat a vegetarian or vegan diet.
- › Sustainability in the living environment—vegetable planters (47%) and wildflower meadows (44%) remain popular additions.
- › More than half would pay up to €10 more per month for sustainable living.

HEALTH

- › 84% prefer to see the doctor in person.
- › 43% spend more time on social media than desired, and those who feel lonely are 9% more likely to be unsettled by social media than others.
- › A study by the University of Vienna (Karsay et al., 2023) shows that passive social media use increases loneliness, whereas active interaction does not.
- › The BMBF collaborative project LoneCovid 2023 also proves that COVID has emotionally condensed social networks—with long-term consequences for the well-being of young people.

TECHNOLOGY

- › Digital services are standard: 90% prefer to book services digitally—fast, easy, flexible.
- › i Live apartments are booked online 77% of the time. Our processes are where the target group has long since been: online.
- › Community app as a development opportunity: Relevance is growing especially in the entry-level buildings (from 1.89 to 2.06).
- › Service features of the app (e.g. parcel delivery, bookings) are perceived as particularly valuable.
- › Our residents use technology when it brings added value—purposefully, not blindly.

WORK

- › Flexibility is the new normal: 79% want to work regularly from home—especially those between 30 and 45 years old.
- › The classic 9-to-5 day is losing its significance: Only 45% prefer this structure permanently.
- › Co-working spaces are in demand: Especially when they are organized outside of the residential wing.
- › Recruiting is welcomed: 38% would like talent scouting to take place directly within the neighborhood—a clear advantage for employer partnerships.

SUM UP

WE ARE A NEW GENERATION

MORE THAN JUST STUDYING, MORE THAN JUST WORKING

COVID taught us what is missing. Not the grand things, but the things we took for granted. An evening with friends. A spontaneous encounter. A home that actually feels like one.

We are not the lost generation.
We are the conscious generation.
We choose who we allow close to us.
We choose how we live.
We choose what matters.
And we choose places that understand this.

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i Live

