Annual world survey on generations shows different views regarding work and life

WIN International, the world's leading association in market research and polling has published the Annual WIN World Survey (WWS - 2019) exploring the views and beliefs of 29575 individuals among different generations from 40 countries across the globe about their life´s perspective. The survey analyzes views and opinions related to work, health, life, and technology.

INTRODUCTION

The main goal of the WWS is to investigate thoughts, expectations, worries, and perceptions related to relevant topics for society and business. People´s behaviors vary according to different generations. Although there are many common views, often each generation has different priorities: therefore, in order to connect with them, a deep understanding of their values and stands is needed, especially in times of crisis.

The **spread of Covid-19**, besides presenting many challenges to the health care systems and to the economic structure, it also **deeply impacts society at so many levels**. Our data was collected before the coronavirus pandemic, but in order to anticipate society's changes and new trends, we need to rely on our knowledge of different generations' priorities, habits, and opinions, and use the results as important benchmarks for the future.

HEADLINES

Most important topic/aspect in life

There is a common view of what really matters in life: family and healthy leaving are the top two priorities across all generations. However, despite all generations agree that family is the most important value in life, percentages vary according to individuals' age: the youngest generations mention family less often than the oldest generations (62% Gen Z, 62% Millennials, 67% Gen X, 71% Baby Boomers, 78% Born

before 1946). The same goes for health: older generations tend to give more importance to healthy living. We can assume from more recent studies conducted in times of coronavirus that the top priorities among generations will remain family and health, probably reaching even higher scores than before.

Besides family and healthy living, there are a few differences in what each generation finds important. **Gen Z**, although it is the youngest generation included in the study, considers it more important to have a carrier than other generations, who are rather more focused on the future. On the other hand, **Millennials** consider it important to have fun and to be careful about how they spend their money. **Generation X's** priorities are divided between their concern about retirement and having fun. **Baby boomers**, on the other hand, consider it very important to have retirement plans, more so than other generations.

What is most important in life also varies across regions. Besides family, the most important topic for **Gen Z in Europe** is having fun (53%), while their **American** counterpart and individuals from the **MENA** region are more career-oriented (56% and 39%), which also differ from **APAC and Africa** where the same generation consider healthy living more important (45% vs. 52%).

APAC is the only region where healthy living is considered the second most important topic for all generations.

Health

Although the majority considers themselves healthy, results changes according to each generation. The youngest ones consider themselves healthier than the oldest ones: only 15% of **Gen Z** consider themselves unhealthy compared to 34% of the generation of people that were born **before 1946**.

Health perception varies among regions as well. Gen Z in APAC (91%), Millennials in Africa (87%), Gen X and Baby Boomers in Africa (85%) and the ones that were born before 1946 in The Americas (75%) consider themselves healthier than their pairs in other regions.

Quality of life

All generations agree that, in general, they have a good quality of life. **Gen X** shows the most negative scores. Perceived quality of life per generation also varies depending on the region: **MENA** shows the lowest scores across all generations.

Meaning of work

Work has a different meaning for each generation. **Gen Z** perceives work as a fixed role that helps you build a long-term career (20%), while **Millennials** consider work as a duty (20%). On the other hand, **Gen X** considers work as a mean to an end (21%) while the oldest generations think about it as a source for personal fulfillment. When analyzing generations by regions, there are important differences within each generation. **Gen Z** in the **Americas** consider work as a mean to an end (27%), while it is seen as a duty in **APAC** (28%) and as a help to build a career in **Europe, Africa** and **MENA** (21%, 30%, and 22% respectively). **Millennials** in the **Americas** and **Europe** see work as a mean to an end (32% and 25%), while in **APAC** is seen as a duty (28%).

Technology

Technology is the most controversial topic among generations. Younger generations are more confident and willing to share their personal data and locations than older generations. **Baby boomers** and **Pre1946** are concerned about sharing personal information digitally (77% and 75%), while only 64% in the **Gen Z** shares this concern. In addition, this last group is keener to consider that sharing personal information is vital and necessary.

Generation X and **Baby boomers** (70% both) are the most likely to think that their personal information is valuable for many data collectors, while those who were born **before 1946** are the least likely to think that way (62%). **Baby Boomers** (73%) is the generation with the worst perception of privacy practices followed by most data collectors. On the opposite side, we find **Generation Z** (59%).

Despite the increasing penetration of apps and social media, the willingness to share personal data and location vary in the different generations surveyed. For example, 54% of **Gen Z** mentioned that it is likely they will share their location with social media platforms (i.e. Facebook, Instagram, etc.), but the percentage decreases to 27% within the generation that was born **before 1946**.

Vilma Scarpino, President of WIN International Association, said:

"This survey is a valuable tool to understand differences and similarities among generations in order to address them correctly. Although the majority consider that they have a good quality of life and health, attitudes differ in their views about technology and the meaning of work. The youngest generations are oriented to build their career and have fun, while the oldest generations are thinking about their retirement plans. Priorities and concerns by generations also vary across regions. We can assume the differences detected across generations will remain stable even in future comparison studies, that may focus on post-COVID-19 emergency. Not only future research may point to similar results, but the already-at-the-top values, such as family and health, may even strengthen now."

-ENDS-

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NOTES FOR EDITORS

Methodology:

The WWS (WIN Worldwide Survey) is a study conducted every year with the purpose to measure people´s thoughts, expectations, worries, and perceptions related to relevant topics for society and business.

Sample Size and Mode of Field Work:

A total of 29,575 people were interviewed globally. See below for sample details. The fieldwork was conducted during October 2019 – December 2019. The margin of error for the survey is between 2.4 and 4.4 at 95% confidence level.

The global average has been computed according to the covered adult population of the surveyed countries.

About the WIN survey:

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.

Our assets are:

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling, and Consultancy

- Flexibility: tailor-made global and local solutions to meet clients' needs

- Innovation: access to the latest strategic consultancy, tool development and branded solutions

- Local experts: access to a network of experts that truly understand the local culture, market, and business needs

- Trust: the highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: among others, researched themes are gender equality and young people, communication and media research, and brand studies.

Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage	Field Dates
1	ARGENTINA	Voices! Research & Consultancy	CATI	519	8 MAIN CITIES	DEC 2019
2	AUSTRALIA	Bastion Latitude	CAWI	1000	NATIONAL	NOV 2019
3	BRAZIL	Market Analysis	CAWI	560	NATIONAL	NOV 2019
4	CANADA	Leger 360	ON LINE	500	NATIONAL	NOV 2019
5	CHILE	Activa Research	CAWI	1000	NATIONAL	DEC 2019
6	CHINA	Wisdom Asia	CAWI	1000	URBAN	NOV 2019
7	CROATIA	Mediana	CAWI	501	NATIONAL	NOV 2019
8	DENMARK	DMA Research A/S	CAWI	500	NATIONAL	NOV 2019
9	ECUADOR	CEDATOS	CAPI	600	National TWO CITIES	DEC 2019
10	FINLAND	Taloustutkimus Oy	CAWI	1000	National Except Aland Islands	DEC 2019
11	FRANCE	BVA	CAWI	1000	NATIONAL	NOV 2019
12	GERMANY	Produkt + Markt	CAWI	1000	NATIONAL	OCT/NOV 2019
13	GREECE	Alternative Research Solutions	CAWI	500	NATIONAL	OCT 2019
14	HONG KONG	CSG (Consumer Search Group)	CAWI	537	NATIONAL	NOV 2019
15	INDIA	DataPrompt International	CAWI	500	NATIONAL	NOV 2019
16	INDONESIA	Deka International	CAPI	1032	5 MAIN CITIES	NOV/DIC 2019
17	IRAN	EMRC	CATI	700	URBAN	NOV/DIC 2019
18	IRELAND	RED C Research and Marketing Ltd	CAWI	1011	NATIONAL	OCT/NOV 2019
19	ITALY	BVA DOXA	CAPI	1000	NATIONAL	OCT 2019
20	JAPAN	NRC (Nippon Research Center)	CAWI	1000	NATIONAL	NOV 2019
21	LEBANON	REACH SAL	CATI	500	National	OCT/NOV 2019
22	MALAYSIA	Compass Insights	CAWI	502	URBAN PENINSULAR	OCT/NOV 2019
23	MEXICO	Brand Investigation S.A de C.V (Brain)	CAWI ON LINE	500	URBAN	NOV/DIC 2019
24	NIGERIA	MARKET TRENDS GROUP	CAWI	1000	NATIONAL	NOV 2019
25	PALESTINE	PCPO Palestinian Centre for Public	TAPI	120	NATIONAL	DEC 2019

		Opinion				
26	**PAKISTAN**	Gallup Pakistan	CAPI FACE TO FACE	1000	NATIONAL	DEC 2019
27	**PARAGUAY**	ICA Consultoría Estratégica	CATI 25% CAWI 75%	500	NATIONAL	DEC 2019
28	**PERU**	DATUM Internacional	CAWI	1000	NATIONAL	DEC 2019
29	**PHILIPPINES**	PSRC (Philippines Survey & Research Center Inc.)	PAPI	1000	NATIONAL	NOV 2019
30	**POLAND**	MARECO POLSKA	CAWI	500	NATIONAL	OCT 2019
31	**SLOVENIA**	Mediana	CAWI	511	NATIONAL	NOV 2019
32	**SOUTH AFRICA**	Freshly Ground Insights (FGI)	CAPI/CAWI	744	NATIONAL	DEC 2019
33	**SOUTH KOREA**	Gallup Korea	PAPI	1500	NATIONAL	NOV 2019
34	**SPAIN**	Instituto DYM	CAWI	1017	NATIONAL	NOV 2019
35	**SWEDEN**	Origo Group	CAWI	500	NATIONAL	DEC 2019
36	**THAILAND**	Infosearch co.ltd	F2F	600	NATIONAL	OCT/NOV 2019
37	**TURKEY**	Barem	CATI	601	NATIONAL	NOV/DEC 2019
38	**UK**	ORB International (Opinion Research Business)	CAWI	1000	NATIONAL	DEC 2019
39	**USA**	SSRS	CAWI	509	NATIONAL	NOV 2019
40	**VIETNAM**	Indochina Research	F2F	501	TWO PROVINCES	2019

Life perspectives among Generations

WWS 2020

한국갤럽 주(註)

- 2019년 10~12월 40개국 성인 총 29,575명 면접/전화/온라인 조사 (코로나19 팬데믹 이전)

- 주제별 참여국 상이. 일부 항목은 가중치 적용, 소수점 아래 반올림 등으로 사례수/백분율 합계 ±1 차이 발생 가능

- 세대 구분(생년 기준): 1945년 이전 출생자, 베이비부머(1946~1963), X세대(1964~1982), Y세대(밀레니얼, 1983~1997), Z세대(1998년 이후 출생자)

- 이 리포트는 일상생활 관련 여러 주제에 관한 대륙별 세대 간 비교를 위한 것으로, 한국 등 개별 국가 조사 결과 수치는 포함되어 있지 않습니다.

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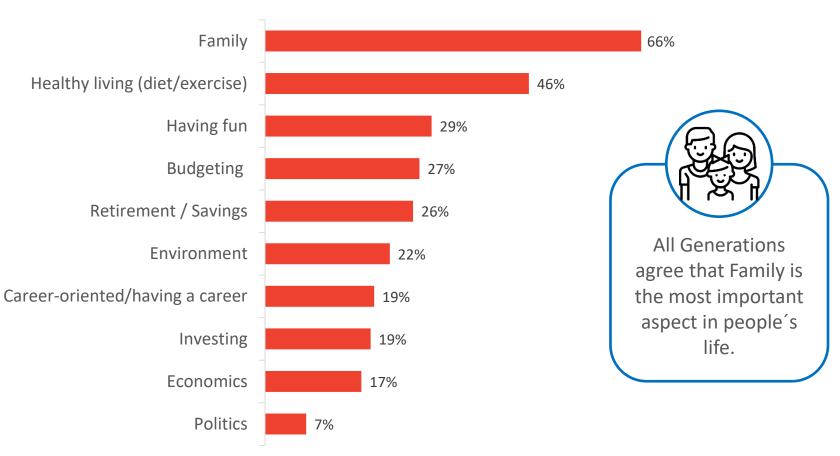
IMPORTANT TOPICS

WHICH ARE THE MOST IMPORTANT TOPICS IN LIFE ACCORDING TO EACH GENERATION?

MOST IMPORTANT TOPIC IN YOUR LIFE

Which of these topics/aspects you believe are most important in life for you?

General Worldwide Results

Overall answers

Topic	Percentage
Family	66%
Healthy living (diet/exercise)	46%
Having fun	29%
Budgeting	27%
Retirement / Savings	26%
Environment	22%
Career-oriented/having a career	19%
Investing	19%
Economics	17%
Politics	7%

All Generations agree that Family is the most important aspect in people´s life.

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MOST IMPORTANT TOPIC/ASPECT IN YOUR LIFE

Which of these topics you believe are most important in life for you?
Results by generation

Family
62% Gen Z
62% Millennials
67% Gen X
71% Babyboom
78% Before 1946

Healthy living
41% Gen Z
42% Millennials
46% Gen X
55% Babyboom
49% Before 1946

Having Fun
35% Gen Z
30% Millennials
29% Gen X
27% Babyboom
21% Before 1946

Budgeting
24% Gen Z
29% Millennials
28% Gen X
24% Babyboom
25% Before 1946

Retirement
13% Gen Z
20% Millennials
29% Gen X
35% Babyboom
24% Before 1946

Environment
22% Gen Z
19% Millennials
21% Gen X
27% Babyboom
25% Before 1946

Career-oriented
38% Gen Z
29% Millennials
15% Gen X
6% Babyboom
6% Before 1946

Investing
23% Gen Z
25% Millennials
18% Gen X
10% Babyboom
8% Before 1946

Economics
17% Gen Z
17% Millennials
18% Gen X
15% Babyboom
22% Before 1946

Politics
7% Gen Z
7% Millennials
7% Gen X
8% Babyboom
11% Before 1946

Base: 28,951

BESIDES FAMILY, MOST IMPORTANT TOPIC IN LIFE

Which of these topics you believe are most important in life for you? (Besides Family)
Results by generation

Gen Z		Gen Y		Gen X		Baby Boomer		Pre 1946	
Healthy living	41%	Healthy living	43%	Healthy living	47%	Healthy living	57%	Healthy living	50%
Have a career	38%	Having fun	31%	Retirement	30%	Retirement	36%	Environment	26%
Having fun	36%	Budgeting	30%	Having fun	30%	Having fun	28%	Budgeting	25%
Budgeting	24%	Have a career	29%	Budgeting	29%	Environment	28%	Retirement	25%
Investing	23%	Investing	25%	Environment	22%	Budgeting	24%	Economics	23%
Environment	22%	Retirement	21%	Investing	18%	Economics	16%	Having fun	22%
Economics	17%	Environment	19%	Economics	18%	Investing	10%	Politics	12%
Retirement	13%	Economics	17%	Have a career	16%	Politics	9%	Investing	9%
Politics	7%	Politics	7%	Politics	7%	Have a career	6%	Have a career	6%
DK/NA	2%	DK/NA	1%	DK/NA	1%	DK/NA	1%	DK/NA	3%

Base: GenZ: 2329; GenY (Millenials): 9653; GenX: 10541; B.Boom: 6083; Pre1946: 949

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MOST IMPORTANT TOPIC IN YOUR LIFE

Which of these topics you believe are most important in life for you?

Top 3 results by region /generation (not considering Family)

1° **In all generations, family is the most important topic**

GEN Z — Career-oriented **56%**

Healthy living	Investing
37%	28%

GEN Y — Healthy living **38%**

Budgeting	Career-oriented
33%	32%

GEN X — Healthy living **41%**

Retirement/savings	Budgeting
39%	36%

BABY BOOMERS — Healthy living **51%**

Retirement/savings	Budgeting
44%	26%

PRE 1946 — Budgeting **40%**

Healthy living	Economics
37%	36%

Base: GenZ: 493; GenY (Millenials): 1836; GenX: 1936; B.Boom: 750; Pre1946: 250

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MOST IMPORTANT TOPIC IN YOUR LIFE

Which of these topics you believe are most important in life for you?

Top 3 results by region /generation (not considering Family)

1°   **In all generations, family is the most important topic**

GEN Z — Having fun **53%**

Healthy living	Career-oriented
39%	34%

GEN Y — Healthy living **44%**

Having fun	Career-oriented
40%	28%

GEN X — Healthy living **50%**

Having fun	Environment
35%	28%

BABY BOOMERS — Healthy living **57%**

Environment	Retirement/Savings
35%	34%

PRE 1946 — Healthy living **56%**

Environment	Having fun
36%	21%

Base: GenZ: 581; GenY (Millenials): 2475; GenX: 3527; B.Boom: 2834; Pre1946: 471

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MOST IMPORTANT TOPIC IN YOUR LIFE

Which of these topics you believe are most important in life for you?

Top 3 results by region /generation (not considering Family)

1° | **In all generations, family is the most important topic**

GEN Z

Healthy living
45%

Having fun	Career-oriented
37%	31%

GEN Y

Healthy living
46%

Having fun	Budgeting
33%	29%

GEN X

Healthy living
49%

Having fun	Retirement/Savings
34%	30%

BABY BOOMERS

Healthy living
62%

Having fun	Retirement/Savings
40%	37%

PRE 1946

Healthy living
60%

Retirement/Savings	Having fun
39%	28%

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Base: GenZ: 868; GenY (Millenials): 3534; GenX: 3645; B.Boom: 1824; Pre1946: 167

MOST IMPORTANT TOPIC IN YOUR LIFE

Which of these topics you believe are most important in life for you?

Top 3 results by region /generation (not considering Family)

1° **In all generations, family is the most important topic**

GEN Z

Healthy living
52%

Investing	Career-oriented
51%	36%

GEN Y

Investing
57%

Healthy living	Career-oriented
45%	35%

GEN X

Healthy living
47%

Investing	Budgeting
44%	37%

BABY BOOMERS

Investing
48%

Healthy living	Retirement/Savings
47%	41%

PRE 1946

Career-oriented
72%

Having fun	Investing
57%	43%

Base: GenZ: 194; GenY (Millenials): 836; GenX: 501; B.Boom: 184; Pre1946: 19

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MOST IMPORTANT TOPIC IN YOUR LIFE

Which of these topics you believe are most important in life for you?

Top 3 results by region /generation (not considering Family)

1° **In all generations, family is the most important topic**

GEN Z

Career-oriented
39%

Having fun	Healthy living
33%	31%

GEN Y

Healthy living
35%

Investing	Having fun
29%	28%

GEN X

Healthy living
36%

Budgeting	Retirement/Savings
28%	24%

BABY BOOMERS

Healthy living
38%

Budgeting	Retirement/Savings
34%	27%

PRE 1946

Healthy living
63%

Budgeting	Economics
38%	38%

Base: GenZ: 134; GenY (Millenials): 615; GenX: 450; B.Boom: 206; Pre1946: 8

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HEALTH INDEX
HOW DO GENERATIONS CONSIDER THEIR OVERALL HEALTH?

HEALTH INDEX

How do you consider your overall health in general?

Results by generation

	GEN Z	GEN Y	GEN X	B. BOOMERS	PRE 1946
	84% Healthy	**81%** Healthy	**75%** Healthy	**71%** Healthy	**65%** Healthy
	15% Not Healthy	**17%** Not Healthy	**24%** Not Healthy	**28%** Not Healthy	**34%** Not Healthy
	1% DK/NA	**2%** DK/NA	**1%** DK/NA	**1%** DK/NA	**1%** DK/NA

Base: GenZ: 2329; GenY (Millenials): 9653; GenX: 10541; B.Boom: 6083; Pre1946: 949

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HEALTH INDEX

How do you consider your overall health in general?

Results by generation/ region

	GEN Z		GEN Y	
	HEALTHY	**NOT HEALTHY**	**HEALTHY**	**NOT HEALTHY**
AMERICAS	✓ 71%	✗ 27%	✓ 72%	✗ 27%
		DK/NA: 2%		DK/NA: 1%
EUROPE	✓ 81%	✗ 17%	✓ 80%	✗ 19%
		DK/NA: 2%		DK/NA: 1%
APAC	✓ 91%	✗ 9%	✓ 86%	✗ 13%
				DK/NA: 1%
AFRICA	✓ 88%	✗ 11%	✓ 87%	✗ 12%
		DK/NA: 1%		DK/NA: 1%
MENA	✓ 83%	✗ 15%	✓ 81%	✗ 18%
		DK/NA: 2%		DK/NA: 1%

Base GenZ: Am: 498; Eur: 612; APAC: 877; Afr: 195; MENA: 146
Base GenY (Millenials): Am: 1861; Eur: 2750; APAC: 3562; Afr: 838; MENA: 642

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HEALTH INDEX

How do you consider your overall health in general?

Results by generation/ region

	GEN X		BABY BOOMERS	
	HEALTHY	NOT HEALTHY	HEALTHY	NOT HEALTHY
AMERICAS	✓ 68%	✕ 32%	✓ 76%	✕ 24%
EUROPE	✓ 73%	✕ 26%	✓ 67%	✕ 32%
		DK/NA: 1%		DK/NA: 1%
APAC	✓ 82%	✕ 17%	✓ 76%	✕ 23%
		DK/NA: 1%		DK/NA: 1%
AFRICA	✓ 85%	✕ 15%	✓ 79%	✕ 17%
				DK/NA: 4%
MENA	✓ 68%	✕ 30%	✓ 58%	✕ 40%
		DK/NA: 2%		DK/NA: 2%

HEALTH INDEX

How do you consider your overall health in general?
Results by generation/ region

PRE 1946

	HEALTHY	NOT HEALTHY
AMERICAS	✓ 75%	✗ 25%
EUROPE	✓ 64%	✗ 34%
		DK/NA: 2%
APAC	✓ 53%	✗ 44%
		DK/NA: 3%
AFRICA	✓ 71%	✗ 28%
		DK/NA: 1%
MENA	✗ 44%	✗ 56%

Base Pre1946: Am: 256; Eur: 492; APAC: 173; Afr: 19; MENA: 9

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QUALITY OF LIFE
HOW DO GENERATIONS CONSIDER THEIR QUALITY OF LIFE?

QUALITY OF LIFE

How do you consider your overall quality of life?

Legend: ■ Very Good + Good ■ Bad + Somewhat bad ■ DK/NA

Results by generation

Generation	Very Good + Good	Bad + Somewhat bad	DK/NA
GEN Z	82%	15%	3%
GEN Y	79%	19%	2%
GEN X	78%	20%	2%
BABY BOOMERS	81%	17%	2%
PRE 1946	81%	16%	3%

Results by region

Region	Very Good + Good	Bad + Somewhat bad	DK/NA
AFRICA	88%	10%	2%
EUROPE	80%	18%	2%
APAC	79%	21%	
AMERICAS	78%	21%	1%
MENA	65%	30%	5%

GEN Z 82%

All generations agree that in general, they have a good quality of life. Gen X shows the most negative score

MENA 65%

MENA is the region with the lowest figures in terms of perceived quality of life

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QUALITY OF LIFE

How do you consider your overall quality of life?

Results by region/generation

Very Good + Good

Somewhat bad + Bad

GEN Z

AFRICA	
😄 **94%**	😢 **5%** DK/NA: 1%

APAC	
😄 **86%**	😢 **12%** DK/NA: 2%

AMERICAS	
😄 **80%**	😢 **18%** DK/NA: 2%

EUROPE	
😄 **76%**	😢 **19%** DK/NA: 5%

MENA	
😄 **69%**	😢 **22%** DK/NA: 9%

GEN Y

AFRICA	
😄 **88%**	😢 **11%** DK/NA: 1%

EUROPE	
😄 **82%**	😢 **15%** DK/NA: 3%

APAC	
😄 **80%**	😢 **19%** DK/NA: 1%

AMERICAS	
😄 **74%**	😢 **24%** DK/NA: 2%

MENA	
😄 **68%**	😢 **28%** DK/NA: 4%

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QUALITY OF LIFE

How do you consider your overall quality of life?

Results by region/generation

Very Good + Good

Somewhat bad + Bad

GEN X

AFRICA	
87%	13%

APAC	
79%	19% DK/NA: 2%

EUROPE	
78%	20% DK/NA: 2%

AMERICAS	
76%	23% DK/NA: 1%

MENA	
61%	33% DK/NA: 6%

BABY BOOMERS

AFRICA	
88%	9% DK/NA: 3%

AMERICAS	
87%	13%

EUROPE	
83%	16% DK/NA: 1%

APAC	
75%	22% DK/NA: 3%

MENA	
63%	32% DK/NA: 5%

PRE 1946

AMERICAS	
89%	7% DK/NA: 4%

EUROPE	
81%	17% DK/NA: 2%

APAC	
73%	21% DK/NA: 6%

AFRICA	
72%	28%

MENA	
67%	33%

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MEANING OF WORK
WHAT DOES WORK MEAN TO EACH GENERATION?

MEANING OF WORK

What does work mean to you? What is the role of work in your life?

Results by generation

	A fixed role that helps you build a long term career	A duty	Personal fulfillment	A mean to an end	A challenge to face every day	An exciting adventure	Something that would help you achieve a retirement plan	DK/NA
GEN Z	**20%**	19%	16%	16%	11%	10%	6%	3%
GEN Y	17%	**20%**	13%	19%	12%	8%	8%	3%
GEN X	11%	19%	14%	**21%**	14%	5%	12%	4%
BABY BOOMER	7%	15%	**21%**	18%	11%	4%	15%	10%
PRE 1946	6%	13%	**25%**	13%	8%	4%	9%	22%

Source: WIN 2020. Base: 28,953

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MEANING OF WORK

What does work mean to you? What is the role of work in your life?

Results by total population

Overall answers

Category	%
A mean to an end	19%
A duty	18%
Personal fulfillment	16%
A fixed role that helps you build a long term career	12%
A challenge to face every day	12%
Something that would help you achieve a retirement plan	11%
An exciting adventure	6%
DK/NA	6%

% by gender

Male

Category	%
A mean to an end	**20%**
A duty	**20%**
Personal fulfillment	**14%**
A fixed role that helps you build a career	**12%**
A challenge to face every day	**12%**
Something for achieving a retirement	**10%**
An exciting adventure	**6%**
DK/NA	**5%**

Female

Category	%
A mean to an end	**19%**
Personal fulfillment	**17%**
A duty	**17%**
A challenge to face every day	**12%**
A fixed role that helps you build a career	**12%**
Something for achieving a retirement	**11%**
An exciting adventure	**6%**
DK/NA	**6%**

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MEANING OF WORK

What does work mean to you? What is the role of work in your life?

Results by region/generation

GENERATION Z (CENTENNIALS)

AMERICAS

A mean to an end	27%
Personal fulfillment	20%
Helps build a career	19%
A duty	12%
An everyday challenge	11%
Something to achieve retirement	5%
An exciting adventure	4%
DK/NA	2%

Base: 498

EUROPE

Helps build a career	21%
Personal fulfillment	20%
A mean to an end	16%
A duty	12%
An exciting adventure	12%
An everyday challenge	9%
Something to achieve retirement	6%
DK/NA	4%

Base: 583

APAC

A duty	28%
Helps build a career	16%
Personal fulfillment	13%
An exciting adventure	13%
An everyday challenge	12%
A mean to an end	10%
Something to achieve retirement	6%
DK/NA	2%

Base: 877

AFRICA

Helps build a career	30%
A duty	18%
Personal fulfillment	14%
An everyday challenge	12%
Something to achieve retirement	10%
A mean to an end	9%
An exciting adventure	6%
DK/NA	1%

Base: 195

MENA

Helps build a career	22%
A mean to an end	22%
A duty	15%
Personal fulfillment	10%
An exciting adventure	9%
Something to achieve retirement	8%
An everyday challenge	6%
DK/NA	8%

Base: 146

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MEANING OF WORK

What does work mean to you? What is the role of work in your life?
Results by region/generation

GENERATION Y (MILLENNIALS)

AMERICA

A mean to an end	32%
Personal fulfillment	17%
A duty	16%
Helps build a career	15%
An everyday challenge	11%
Something to achieve retirement	5%
An exciting adventure	3%
DK/NA	1%

Base: 1861

EUROPE

A mean to an end	25%
A duty	15%
Personal fulfillment	15%
Helps build a career	15%
An everyday challenge	10%
Something to achieve retirement	8%
An exciting adventure	7%
DK/NA	5%

Base: 2547

APAC

A duty	28%
Helps build a career	15%
An everyday challenge	13%
An exciting adventure	11%
Personal fulfillment	11%
A mean to an end	10%
Something to achieve retirement	9%
DK/NA	3%

Base: 3562

AFRICA

Helps build a career	27%
A duty	16%
An everyday challenge	13%
Personal fulfillment	12%
A mean to an end	12%
Something to achieve retirement	12%
An exciting adventure	7%
DK/NA	1%

Base: 838

MENA

Helps build a career	24%
A mean to an end	22%
Personal fulfillment	13%
A duty	12%
An everyday challenge	10%
An exciting adventure	9%
Something to achieve retirement	8%
DK/NA	2%

Base: 642

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MEANING OF WORK

What does work mean to you? What is the role of work in your life?
Results by region/generation

GENERATION X

AMERICA

A mean to an end	29%
A duty	17%
Personal fulfillment	16%
An everyday challenge	15%
Something to achieve retirement	10%
Helps build a career	8%
An exciting adventure	2%
DK/NA	3%

Base: 1,986

EUROPE

A mean to an end	27%
A duty	16%
Personal fulfillment	15%
An everyday challenge	13%
Something to achieve retirement	10%
Helps build a career	8%
An exciting adventure	4%
DK/NA	7%

Base: 3,633

APAC

A duty	25%
Something to achieve retirement	14%
An everyday challenge	14%
Personal fulfillment	12%
A mean to an end	12%
Helps build a career	12%
An exciting adventure	7%
DK/NA	4%

Base: 3,709

AFRICA

Helps build a career	19%
Something to achieve retirement	18%
A duty	16%
Personal fulfillment	14%
An everyday challenge	14%
A mean to an end	13%
An exciting adventure	5%
DK/NA	1%

Base: 508

MENA

A mean to an end	17%
Helps build a career	17%
A duty	16%
Something to achieve retirement	14%
Personal fulfillment	13%
An everyday challenge	12%
An exciting adventure	6%
DK/NA	5%

Base: 489

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MEANING OF WORK

What does work mean to you? What is the role of work in your life?

Results by region/generation

BABY BOOMERS

AMERICA

Personal fulfillment	27%
A mean to an end	20%
Something to achieve retirement	13%
A duty	13%
An everyday challenge	11%
Helps build a career	5%
An exciting adventure	3%
DK/NA	8%

Base: 786

EUROPE

A mean to an end	23%
Personal fulfillment	22%
Something to achieve retirement	11%
A duty	11%
An everyday challenge	11%
Helps build a career	5%
An exciting adventure	3%
DK/NA	14%

Base: 2,909

APAC

Something to achieve retirement	21%
A duty	19%
Personal fulfillment	18%
A mean to an end	12%
An everyday challenge	11%
Helps build a career	7%
An exciting adventure	4%
DK/NA	8%

Base: 1,849

AFRICA

Helps build a career	23%
An everyday challenge	19%
A duty	18%
Personal fulfillment	15%
Something to achieve retirement	14%
A mean to an end	7%
An exciting adventure	3%
DK/NA	1%

Base: 185

MENA

A duty	20%
Personal fulfillment	18%
A mean to an end	16%
Helps build a career	15%
Something to achieve retirement	14%
An everyday challenge	9%
An exciting adventure	4%
DK/NA	4%

Base: 220

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MEANING OF WORK

What does work mean to you? What is the role of work in your life?

Results by region/generation

BORN BEFORE 1946

AMERICA

Personal fulfillment	26%
A mean to an end	16%
An everyday challenge	11%
A duty	10%
Something to achieve retirement	8%
Helps build a career	5%
An exciting adventure	4%
DK/NA	20%

Base: 256

EUROPE

Personal fulfillment	28%
A duty	14%
A mean to an end	12%
An everyday challenge	8%
Something to achieve retirement	6%
An exciting adventure	4%
Helps build a career	3%
DK/NA	25%

Base: 492

APAC

Personal fulfillment	19%
Something to achieve retirement	18%
A duty	14%
Helps build a career	11%
A mean to an end	9%
An everyday challenge	7%
An exciting adventure	4%
DK/NA	18%

Base: 173

AFRICA

Helps build a career	43%
A duty	29%
A mean to an end	28%

Base: 19

MENA

Personal fulfillment	44%
Helps build a career	22%
Something to achieve retirement	22%
A duty	12%

Base: 9
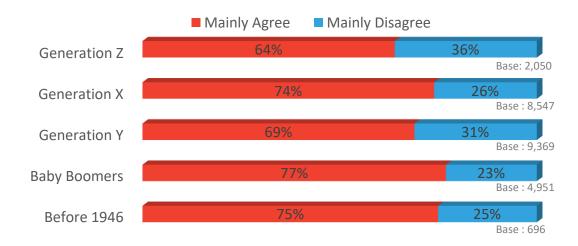
TECHNOLOGY
HOW MUCH DO GENERATIONS TRUST DIGITAL DATA COLLECTORS?

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PERSONAL INFORMATION

In what extent do you agree with the following statements?
Results by generation

I am concerned about sharing personal information digitally

Legend: ■ Mainly Agree ■ Mainly Disagree

Generation	Mainly Agree	Mainly Disagree	
Generation Z	64%	36%	Base: 2,050
Generation X	74%	26%	Base : 8,547
Generation Y	69%	31%	Base : 9,369
Baby Boomers	77%	23%	Base : 4,951
Before 1946	75%	25%	Base : 696
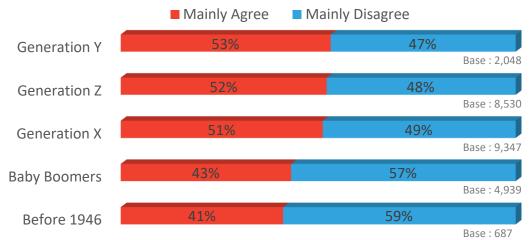
◄ The most concerned generations in sharing personal information digitally are the oldest ones (Baby boomers and Pre – 1946). On the other hand, the less concerned is the youngest one (Generation Z)

Sharing personal information is vital and necessary

Legend: ■ Mainly Agree ■ Mainly Disagree

Generation	Mainly Agree	Mainly Disagree	
Generation Y	53%	47%	Base : 2,048
Generation Z	52%	48%	Base : 8,530
Generation X	51%	49%	Base : 9,347
Baby Boomers	43%	57%	Base : 4,939
Before 1946	41%	59%	Base : 687

◄ The younger ones are the more keen to consider that sharing personal information is vital and necessary
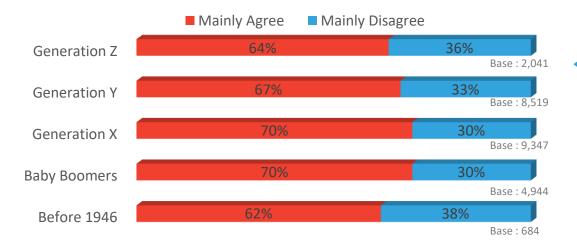
PERSONAL INFORMATION

In what extent do you agree with the following statements?
Results by generation

My personal information is valuable for many data collectors

■ Mainly Agree ■ Mainly Disagree

Generation	Mainly Agree	Mainly Disagree	Base
Generation Z	64%	36%	Base : 2,041
Generation Y	67%	33%	Base : 8,519
Generation X	70%	30%	Base : 9,347
Baby Boomers	70%	30%	Base : 4,944
Before 1946	62%	38%	Base : 684
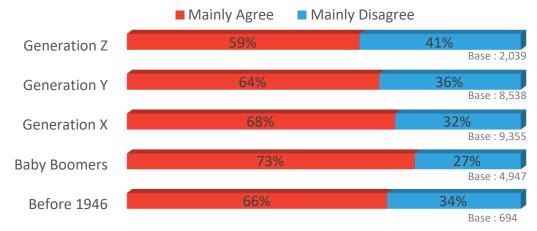
◄ Generation X'ers and Baby boomers are the most likely to think that their personal information is valuable for many data collectors. Those born before 1946 are the less likely to think that way

I don´t like the privacy practices of most data collectors

■ Mainly Agree ■ Mainly Disagree

Generation	Mainly Agree	Mainly Disagree	Base
Generation Z	59%	41%	Base : 2,039
Generation Y	64%	36%	Base : 8,538
Generation X	68%	32%	Base : 9,355
Baby Boomers	73%	27%	Base : 4,947
Before 1946	66%	34%	Base : 694
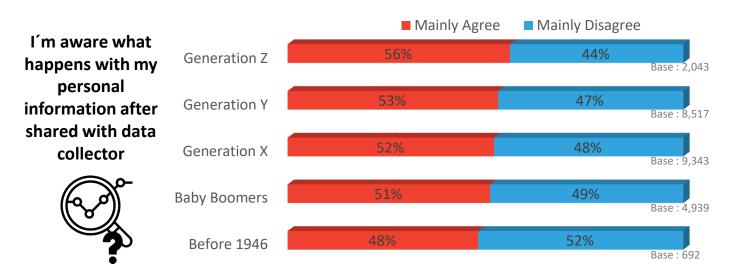
◄ Baby boomers are the generation with the worst perception on the privacy practices of most data collectors. On the opposite side is Generation Z

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PERSONAL INFORMATION

In what extent do you agree with the following statements?
Results by generation

I´m aware what happens with my personal information after shared with data collector

Legend: ■ Mainly Agree ■ Mainly Disagree

Generation	Mainly Agree	Mainly Disagree	Base
Generation Z	56%	44%	Base : 2,043
Generation Y	53%	47%	Base : 8,517
Generation X	52%	48%	Base : 9,343
Baby Boomers	51%	49%	Base : 4,939
Before 1946	48%	52%	Base : 692

The older generations are more aware about what happens with their personal information after it is shared with data collectors

PERSONAL INFORMATION

How likely are you to share your location with data collectors?

Results by generation

Sharing location with Data Collectors

■ Share ■ Rarely share ■ Won't share

Generation	Share	Rarely share	Won't share	Base
Generation Y	59%	19%	22%	Base: 2,060
Generation Z	58%	19%	23%	Base: 8,561
Generation X	52%	20%	28%	Base: 9,379
Baby Boomers	46%	20%	34%	Base: 4,957
Before 1946	44%	17%	39%	Base: 696

The eldest generations are the least likely to share their location with data collectors

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Now we would like to talk about situations when a data collector (company, organization or service provider that collects data through your smartphone, tablet, laptop or other device] asks you to share your location data.

PERSONAL INFORMATION

How likely are you to share your location data with …?
Results by generation

Legend: ■ Very likely + likely ■ Not very + Not at all likely ■ DK/NA

Navigation or map services/apps

Overall likeability: **68%**

Generation	Very likely + likely	Not very + Not at all likely	Base
Gen Z	73%	27%	Base: 2046
Gen Y	72%	28%	Base: 8491
Gen X	68%	32%	Base: 9350
Pre 1946	61%	39%	Base: 696
Baby Boom	60%	40%	Base: 4955

Taxi/Ride hailing companies

Overall likeability: **53%**

Generation	Very likely + likely	Not very + Not at all likely	DK/NA	Base
Gen Y	62%	38%		Base: 2052
Gen Z	63%	37%		Base: 8482
Gen X	52%	48%		Base: 9351
Baby Boom	38%	62%		Base: 4955
Pre 1946	32%	67%	2%	Base: 696

Telecommunication providers/carriers

Overall likeability: **51%**

Generation	Very likely + likely	Not very + Not at all likely	Base
Gen Z	58%	42%	Base: 2053
Gen Y	55%	45%	Base: 8531
Gen X	50%	50%	Base: 9373
Pre 1946	46%	54%	Base: 696
Baby Boom	43%	57%	Base: 4956

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Navigation or map services/apps (e.g. Google Maps, MapFactor)
Taxi / Ride hailing companies (e.g. Taxify, MyTaxi, Uber, Lyft)

PERSONAL INFORMATION

How likely are you to share your location data with …?

Results by generation

Legend: ■ Very likely + likely   ■ Not very + Not at all likely   ■ DK/NA

Public Transportation companies

Overall likeability: **47%**

Generation	Very likely + likely	Not very + Not at all likely	Base
Gen Z	55%	45%	Base: 2038
Gen Y	52%	48%	Base: 8481
Gen X	46%	54%	Base: 9346
Baby Boom	39%	61%	Base: 4955
Pre 1946	37%	62%	1%	Base: 696

Online retailers

Overall likeability: **45%**

Generation	Very likely + likely	Not very + Not at all likely	Base
Gen Z	55%	45%	Base: 2037
Gen Y	52%	48%	Base: 8451
Gen X	43%	57%	Base: 9318
Baby Boom	36%	64%	Base: 4956
Pre 1946	35%	65%	Base: 696

Social Media

Overall likeability: **42%**

Generation	Very likely + likely	Not very + Not at all likely	Base
Gen Z	54%	46%	Base: 2051
Gen Y	49%	51%	Base: 8525
Gen X	40%	60%	Base: 9366
Baby Boom	29%	71%	Base: 4956
Pre 1946	27%	72%	1%	Base: 696

Online retailers such as Amazon, Ebay

PERSONAL INFORMATION

How likely are you to share your location data with …?

Results by generation

Very likely + likely   **Not very + Not at all likely**   **DK/NA**

Market Research companies

Overall likeability

40%

Gen Y	43%	57%	Base: 8464
Gen Z	41%	59%	Base: 2043
Gen X	40%	60%	Base: 9333
Baby Boom	36%	64%	Base: 4955
Pre 1946	31%	67%	2%	Base: 696

Phone and video services/apps

Overall likeability

38%

Gen Z	48%	52%	Base: 2048
Gen Y	43%	57%	Base: 8499
Gen X	37%	63%	Base: 9357
Baby Boom	28%	72%	Base: 4955
Pre 1946	24%	73%	3%	Base: 696

Car sharing companies

Overall

37%

Gen Z	46%	53%	Base: 1932
Gen Y	45%	55%	Base: 8022
Gen X	37%	63%	Base: 9023
Baby Boom	24%	76%	Base: 4819
Pre 1946	17%	78%	5%	Base: 689

Phone and video services/apps (e.g. Skype, Spark, FaceTime)
Car sharing companies (e.g. DriveNow, Car2Go)

PERSONAL INFORMATION

How likely are you to share your location data with …?

Results by generation

Very likely + likely   **Not very + Not at all likely**   **DK/NA**

Fitness and health services/ apps

Overall likeability

37%

	Very likely + likely	Not very + Not at all likely	DK/NA	Base
Gen Z	49%	51%		Base: 2032
Gen Y	45%	55%		Base: 8398
Gen X	37%	63%		Base: 9315
Baby Boom	23%	77%		Base: 4955
Pre 1946	18%	79%	3%	Base: 696

Bike sharing companies

Overall likeability

35%

	Very likely + likely	Not very + Not at all likely	DK/NA	Base
Gen Z	47%	52%	1%	Base: 1944
Gen Y	43%	57%		Base: 8082
Gen X	35%	65%		Base: 9038
Baby Boom	21%	79%		Base: 4818
Pre 1946	13%	82%	5%	Base: 689

Movies/ streaming services/ apps

Overall likeability

34%

	Very likely + likely	Not very + Not at all likely	DK/NA	Base
Gen Z	46%	54%		Base: 2033
Gen Y	40%	60%		Base: 8394
Gen X	34%	66%		Base: 9314
Baby Boom	22%	78%		Base: 4955
Pre 1946	21%	76%	3%	Base: 696

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Fitness and health services/apps (e.g. Strava, Fitbit)
Bike sharing companies (e.g. Mobike, oBike, Spotcycle)

METHODOLOGY

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METHODOLOGY

COUNTRY	COMPANY	SAMPLE SIZE	COVERAGE
ARGENTINA	Voices! Research & Consultancy	519	8 MAIN CITIES
AUSTRALIA	Bastion Latitude	1000	NATIONAL
BRAZIL	Market Analysis	560	NATIONAL
CANADA	Leger 360	500	NATIONAL
CHILE	Activa Research	1000	NATIONAL
CHINA	Wisdom Asia	1000	URBAN
CROATIA	Mediana	501	NATIONAL
DENMARK	DMA Research A/S	500	NATIONAL
ECUADOR	CEDATOS	600	NATIONAL TWO CITIES
FINLAND	Taloustutkimus Oy	1000	NATIONAL EXCEPT ALAND ISLANDS
FRANCE	BVA	1000	NATIONAL
GERMANY	Produkt + Markt	1000	NATIONAL
GREECE	Alternative Research Solutions	500	NATIONAL
HONG KONG	CSG (Consumer Search Group)	537	NATIONAL
INDIA	DataPrompt International	500	NATIONAL
INDONESIA	Deka International	1032	5 MAIN CITIES
IRAN	EMRC	700	URBAN
IRELAND	RED C Research and Marketing Ltd	1011	NATIONAL
ITALY	BVA DOXA	1000	NATIONAL
JAPAN	NRC (Nippon Research Center)	1000	NATIONAL
LEBANON	REACH SAL	500	NATIONAL
MALAYSIA	Compass Insights	502	URBAN PENINSULAR

METHODOLOGY

COUNTRY	COMPANY	SAMPLE SIZE	COVERAGE
MEXICO	Brand Investigation S.A de C.V (Brain)	500	URBAN
NIGERIA	MARKET TRENDS GROUP	1000	NATIONAL
PALESTINE	PCPO Palestinian Centre for Public Opinion	120	NATIONAL
PAKISTAN	Gallup Pakistan	1000	NATIONAL
PARAGUAY	ICA Consultoría Estratégica	500	NATIONAL
PERU	DATUM Internacional	1000	NATIONAL
PHILIPPINES	PSRC (Philippines Survey & Research Center Inc.)	1000	NATIONAL
POLAND	MARECO POLSKA	500	NATIONAL
SLOVENIA	Mediana	511	NATIONAL
SOUTH AFRICA	Freshly Ground Insights (FGI)	744	NATIONAL
SOUTH KOREA	Gallup Korea	1500	NATIONAL
SPAIN	Instituto DYM	1017	NATIONAL
SWEDEN	Origo Group	500	NATIONAL
THAILAND	Infosearch co.ltd	600	NATIONAL
TURKEY	Barem	601	NATIONAL
UK	ORB International (Opinion Research Business)	1000	NATIONAL
USA	SSRS	509	NATIONAL
VIETNAM	Indochina Research	501	TWO PROVINCES

Total of 29, 575 interviews worldwide

Field dates: October 2019 to December 2019

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