

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 living 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 career 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 change 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”.

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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