



Deloitte Global 2022 Gen Z and Millennial Survey

Country profile: Denmark



Our methodology:

The 2022 Gen Z and Millennial Survey solicited the views of 14,808 Gen Zs and 8,412 millennials (23,220 respondents in total), from 46 countries across North America, Latin America, Western Europe, Eastern Europe, the Middle East, Africa and Asia Pacific.

Fieldwork was completed between 24 November 2021 and 4 January 2022.

As defined in the study, Gen Z respondents were born between January 1995 and December 2003, and millennial respondents were born between January 1983 and December 1994.

Key global findings:

Gen Zs and millennials feel deeply concerned about the state of the world and their own futures. They are reassessing their priorities in the wake of ongoing crises, and actively trying to balance the challenges of their everyday lives with their desire to drive societal change.



Cost of living is the top concern among Gen Zs and millennials. Many live paycheck to paycheck and are not confident they will be able to retire comfortably. To make ends meet, more than four in 10 Gen Zs and a third of millennials have a part- or full-time side job, in addition to their primary job. At a broader societal level, Gen Zs and millennials are deeply concerned about wealth inequality and not optimistic that the economic situations in their countries will improve.



The Great Resignation signals a breaking point in response to ongoing dissatisfaction, increasing distrust in business, and shocking events, like the pandemic, that have made many reassess what's important to them. Employers now have a need, and an opportunity, to drive the sustained workplace changes that Gen Zs and millennials have long been asking for. Compensation, better work/life balance, and more learning and development opportunities are at the top of the list.



Flexible work is a priority. The majority of Gen Zs (75%) and millennials (77%) prefer hybrid work or to work remotely, but less than half currently have the option to do so. They value flexible work because it helps them save money, frees up time to do other things they care about, and allows them to spend more time with family. However, employers have work to do to ensure that hybrid/flexible work arrangements are equitable.



Gen Zs and millennials believe that the world is at a tipping point in responding to climate change. Almost all of Gen Zs (89%) and millennials (90%) are making efforts to reduce their personal environmental impact. Near term, their actions are focused on small everyday actions; longer term, they see themselves increasing their civic engagement and bringing sustainability into their large purchases, even if they may cost more upfront. They are also pushing their employers to take action against climate change. However, only 18% of Gen Zs and 16% of millennials believe employers are strongly committed. They are even less optimistic about their governments' commitment to drive change.



Stress and burnout levels are high. Nearly half of Gen Zs say they feel stressed all or most of the time. Millennial stress levels are also high but are down slightly from last year. Meanwhile, more than half of all respondents say they feel burned out from the pressure of their workloads. Employers are seen to be making an effort to address workplace mental health issues – more than half of respondents say their employer is more focused on workplace well-being and mental health since the start of the pandemic. However, many do not believe the increased focus has resulted in any meaningful impact on employees.

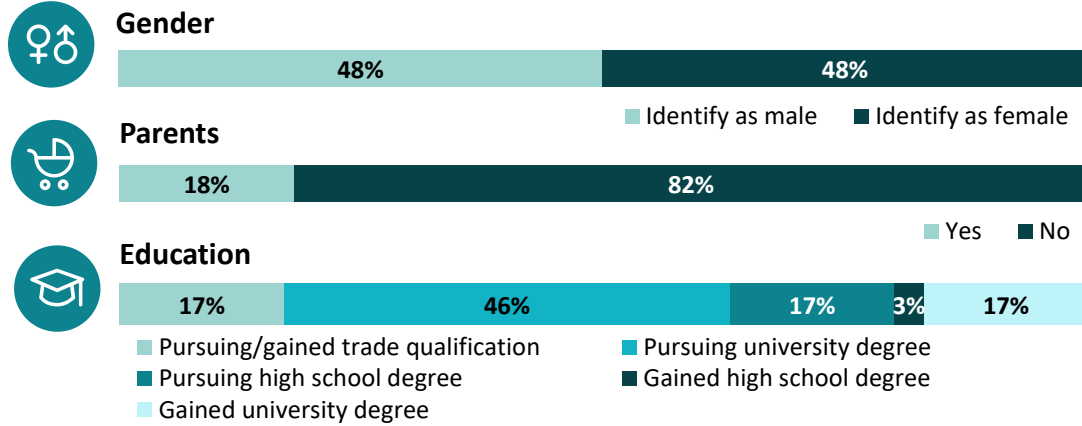
The following deck examines how **Denmark's Gen Zs and millennials** stand out from their global counterparts on these key themes.

Country profile: Denmark

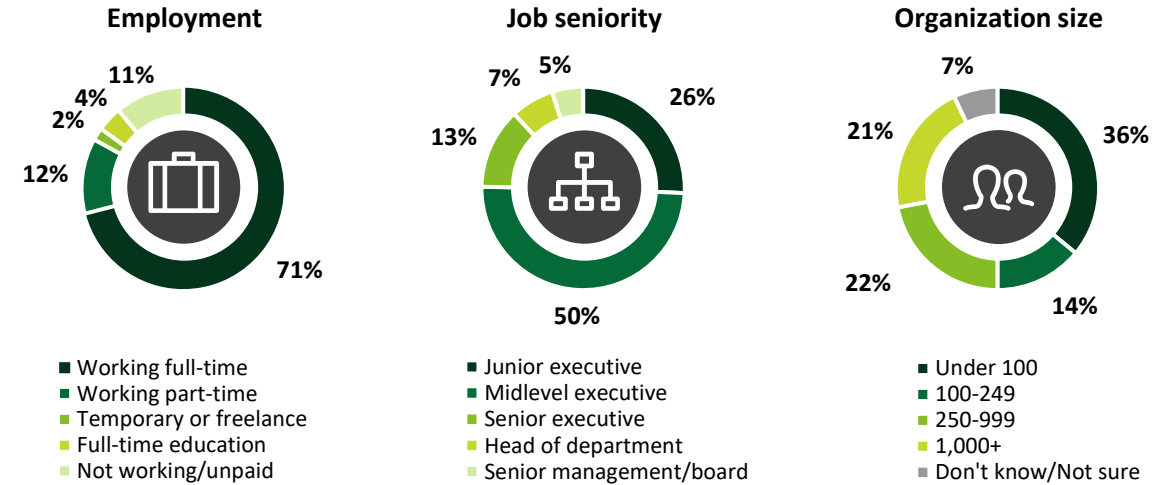
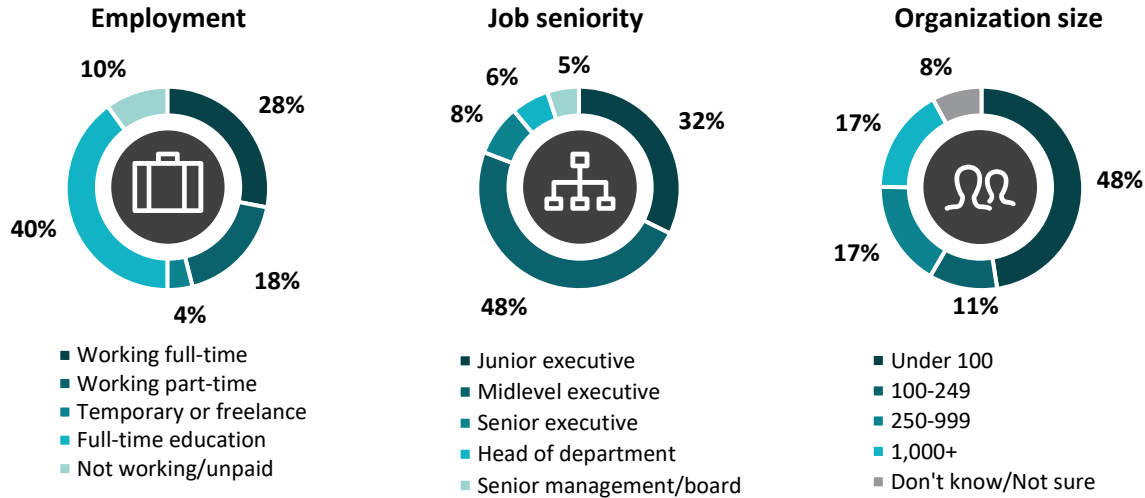
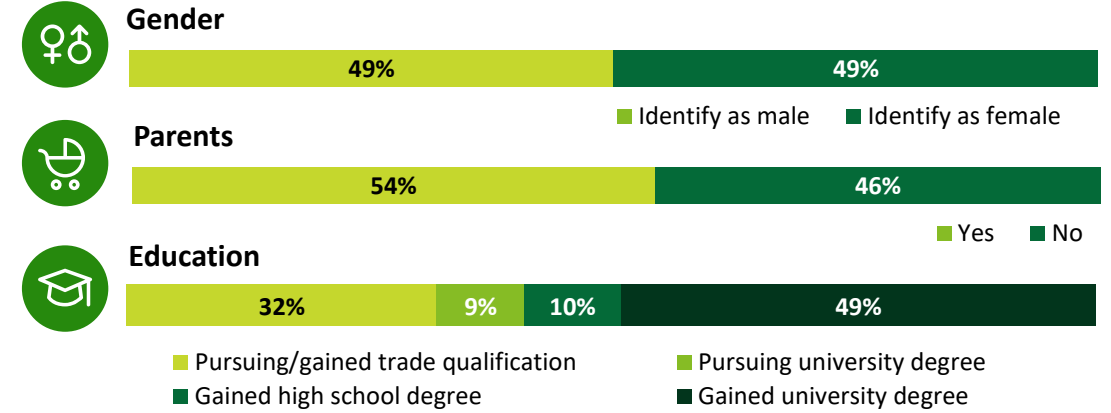


700 total respondents in Denmark: 350 Gen Zs and 350 millennials

GEN Z PROFILE



MILLENNIAL PROFILE

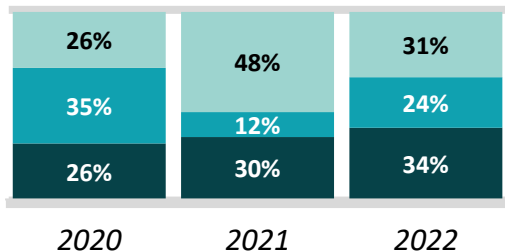


Economic and political outlook

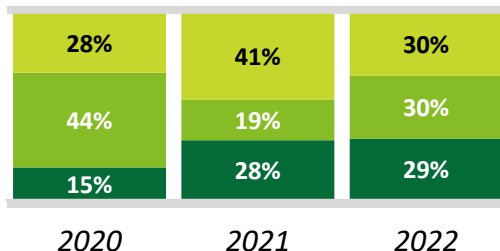


How they expect the **overall economic situation** in their country will change over the next 12 months:

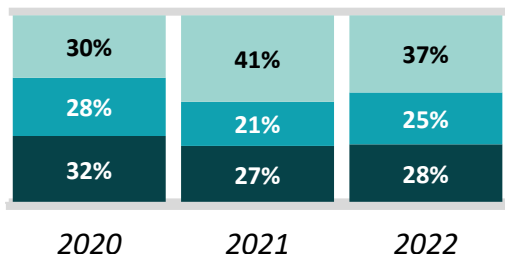
Denmark Gen Zs



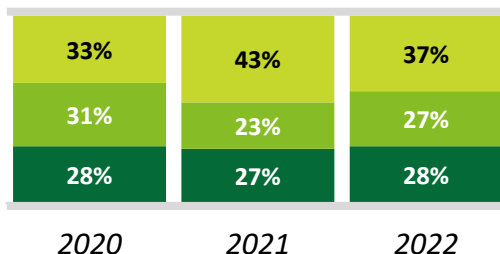
Denmark millennials



Global Gen Zs



Global millennials

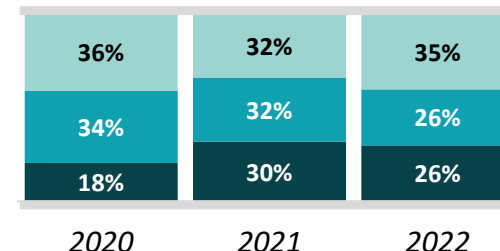


Worsen Stay the same Improve Worsen Stay the same Improve

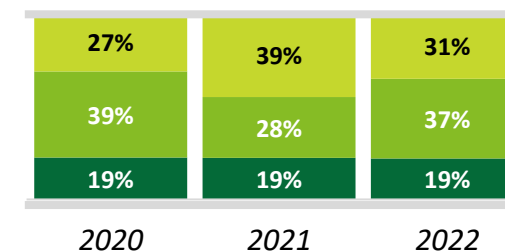


How they expect the **overall sociopolitical situation** in their country will change over the next 12 months:*

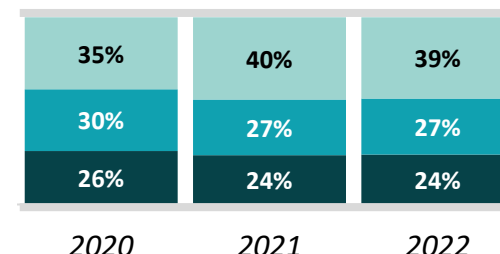
Denmark Gen Zs



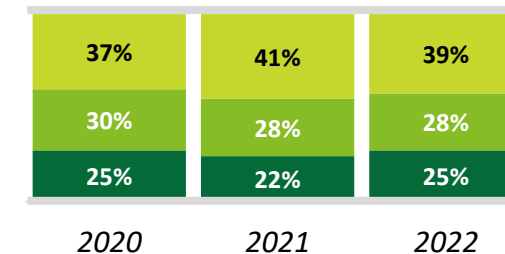
Denmark millennials



Global Gen Zs



Global millennials



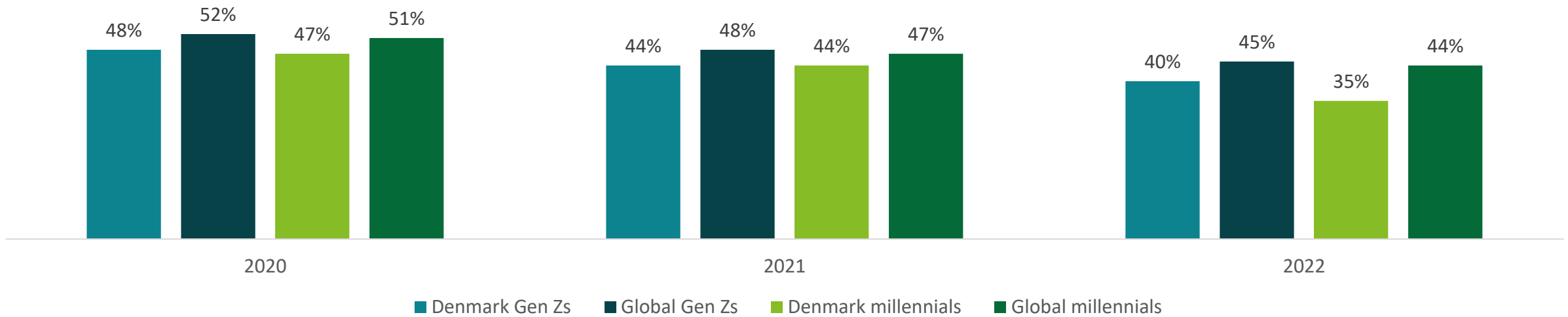
Worsen Stay the same Improve Worsen Stay the same Improve

*Not asked in China

View of business' societal impact



Percentage of respondents who think business' have a very/fairly positive impact on society:

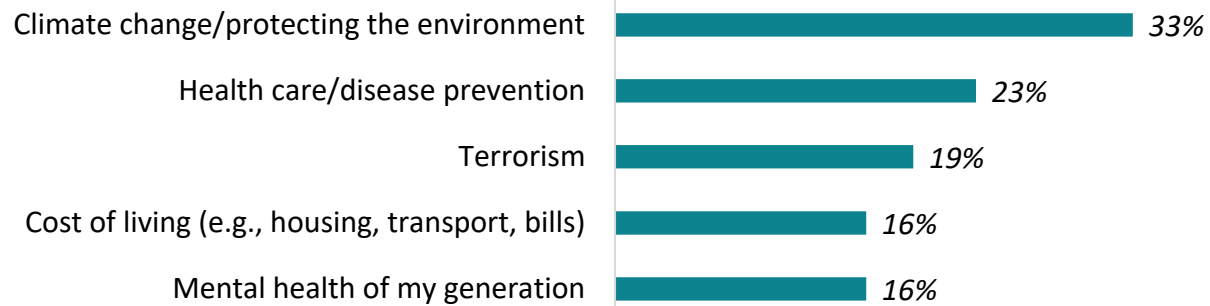


Top concerns

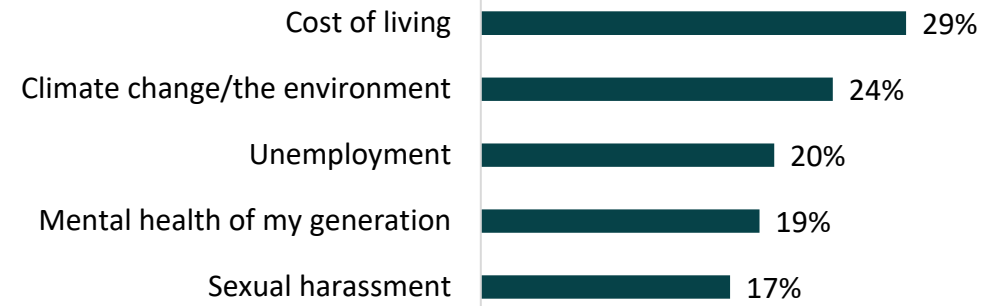


Top five issues of greatest concern:

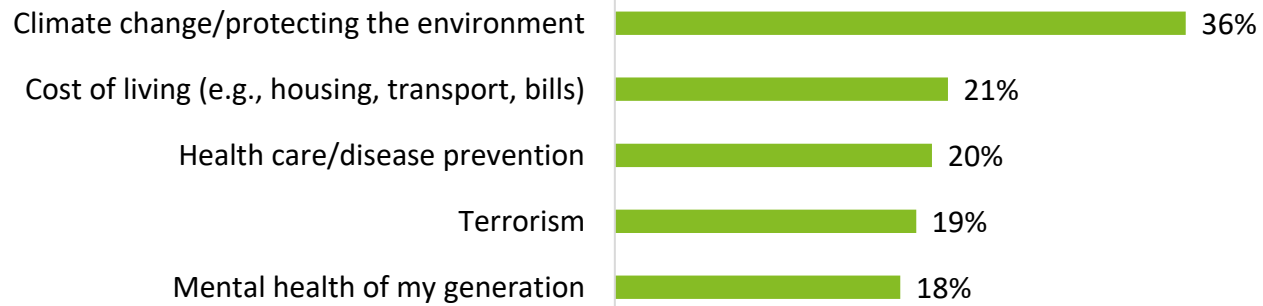
Denmark Gen Zs



Global Gen Zs



Denmark millennials



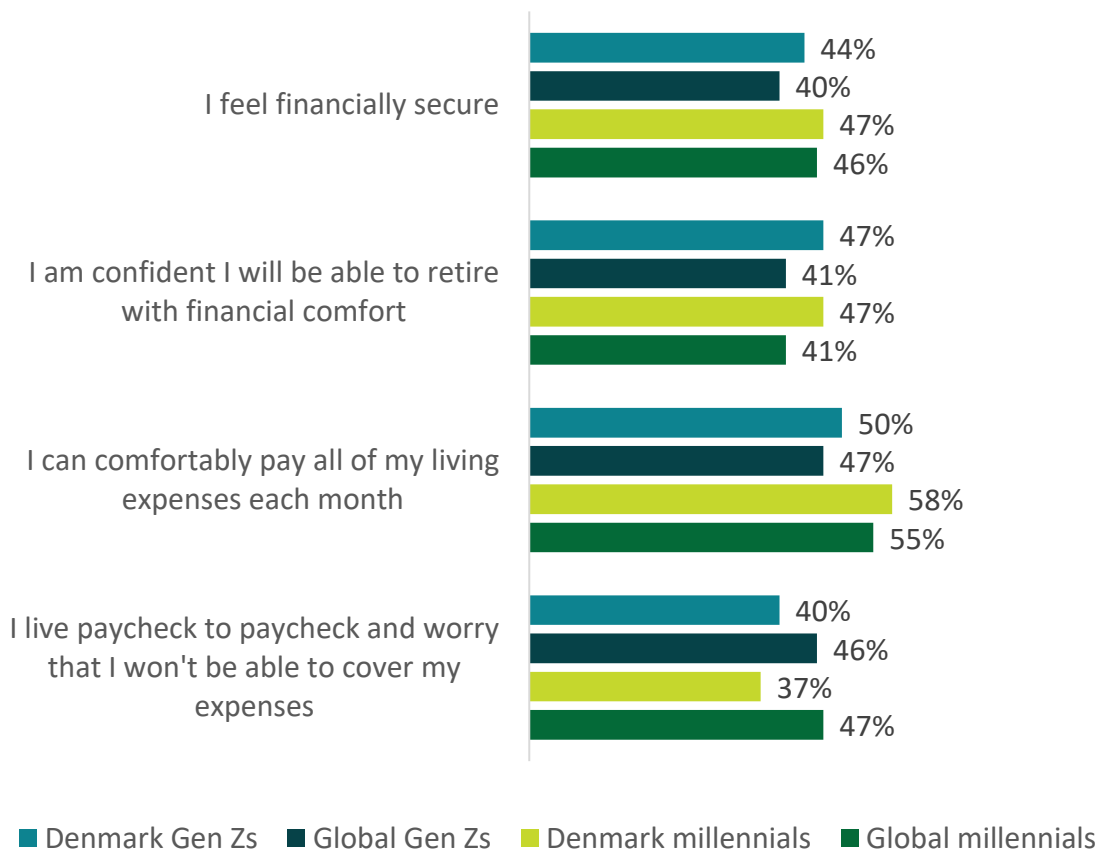
Global millennials



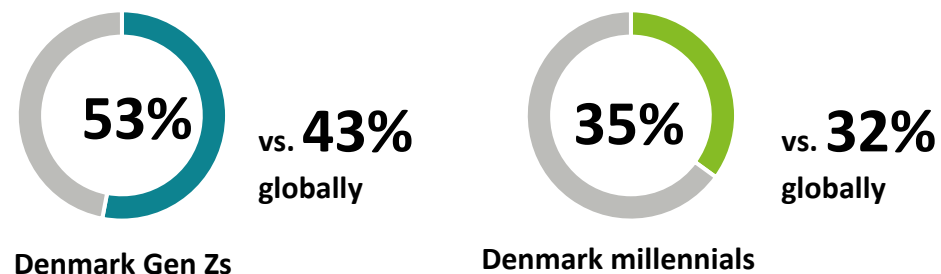
Financial concerns and the prevalence of side jobs



Those who strongly/tend to agree with the following statements:



Many are taking on side jobs. Those who have taken on either a part- or full-time paying job in addition to their primary job:



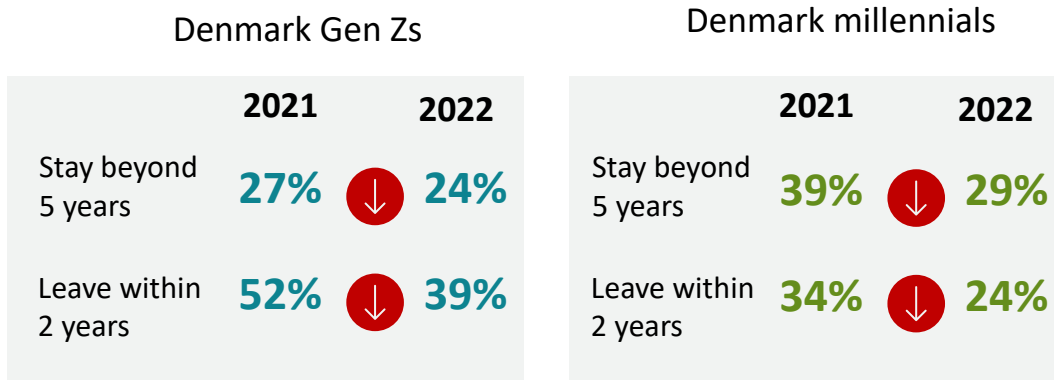
Top side jobs held in Denmark*:

- Selling products or services through online platforms (15% of Gen Zs and 10% of millennials)
- Child/pet care (13% of Gen Zs and 13% of millennials)
- Driving for a ride sharing app (13% of Gen Zs and 12% of millennials)
- Social media influencer (12% of Gen Zs and 13% of millennials)
- Writing/hosting a blog, podcast, or newsletter (12% of Gen Zs and 15% of millennials)

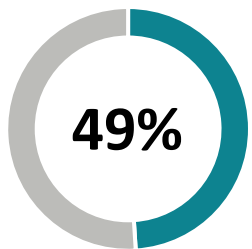
Financial concerns and the prevalence of side jobs



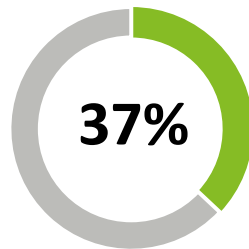
Those who would like to stay in their jobs beyond five years or leave within two:



Among the respondents who would like to leave their jobs within two years, the following would do so without another job lined up*:



Denmark Gen Zs



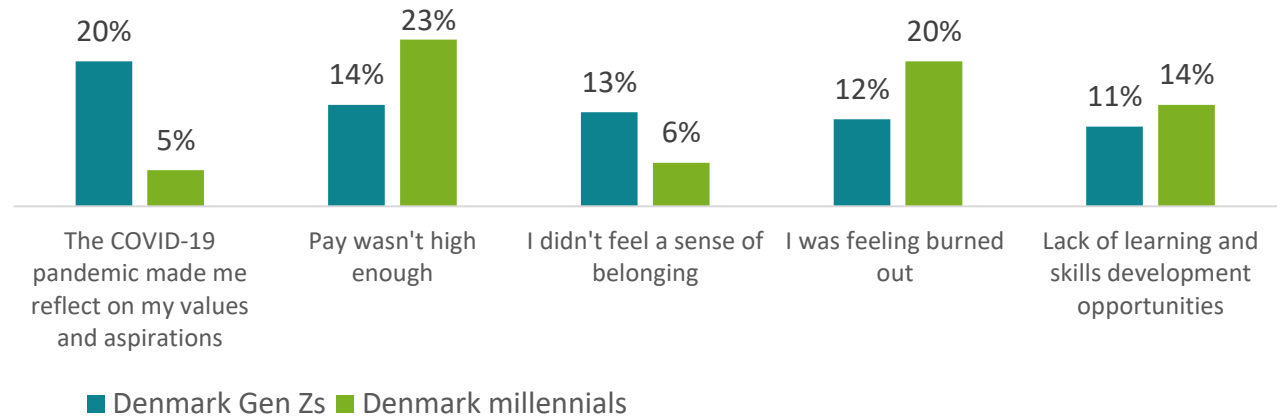
Denmark millennials

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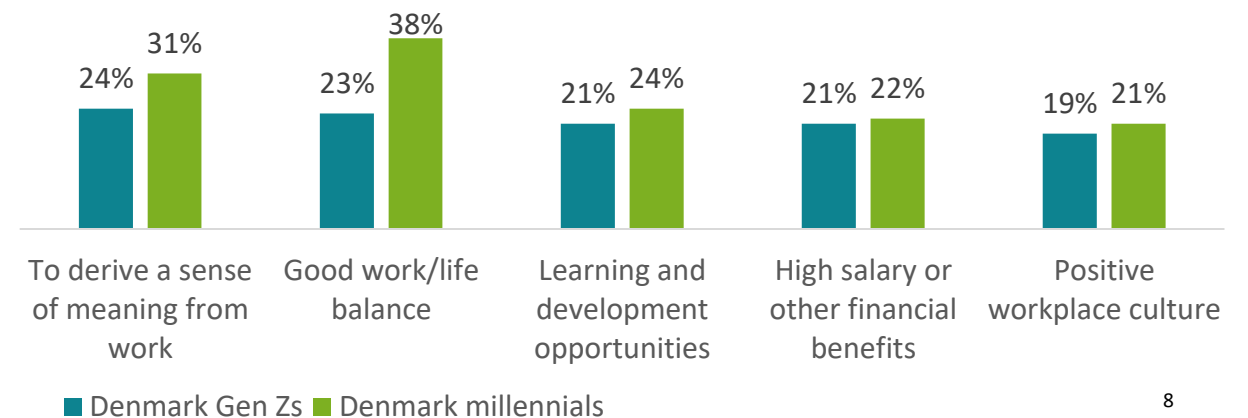
* Caution, small base (37)
** Caution, small base (45)



Top reasons Gen Zs and millennials left their organizations**:



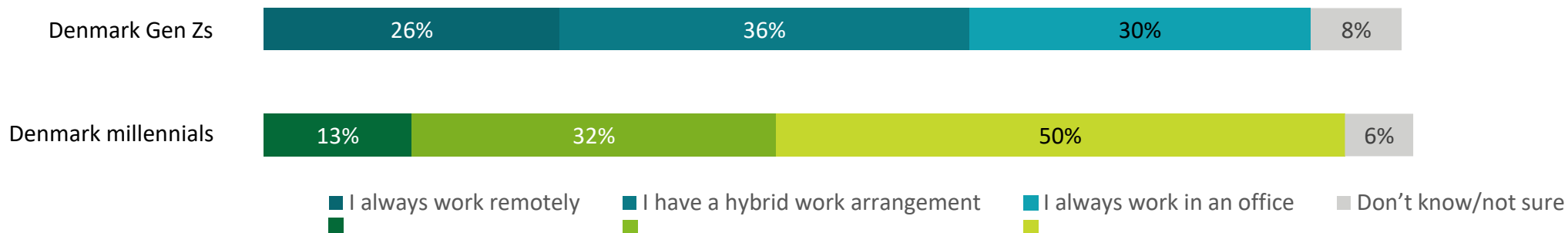
Top reasons Gen Zs and millennials choose to work for an organization:



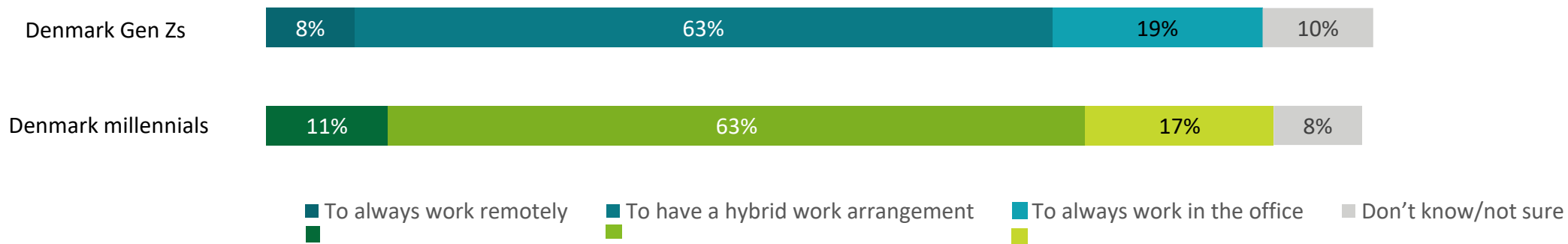
Growing demand for hybrid work arrangements



Current working patterns:



Preferred working patterns:

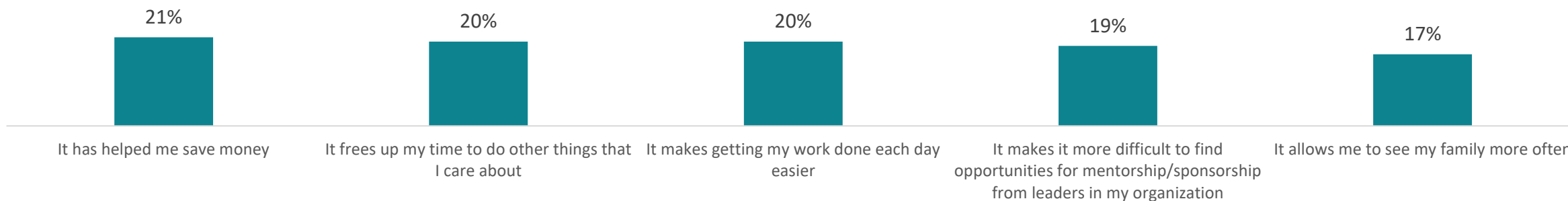


**As defined here, hybrid work arrangements include any combination of remote and in-office work, whether it be splitting time 50/50, working mostly remotely with occasional office time, or vice versa.*

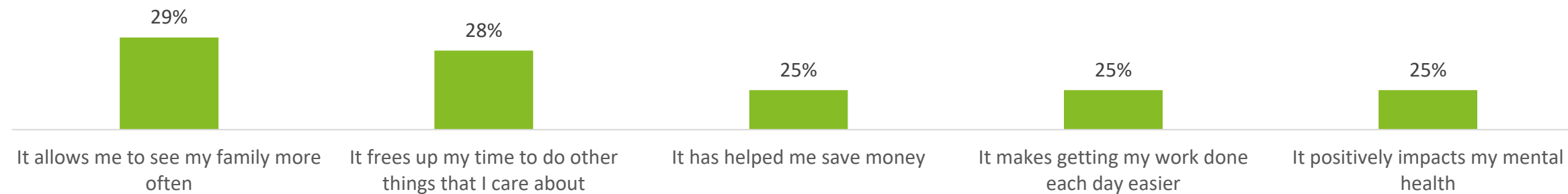
The impact of remote work



Top 5 impacts of remote work for Gen Zs in Denmark:



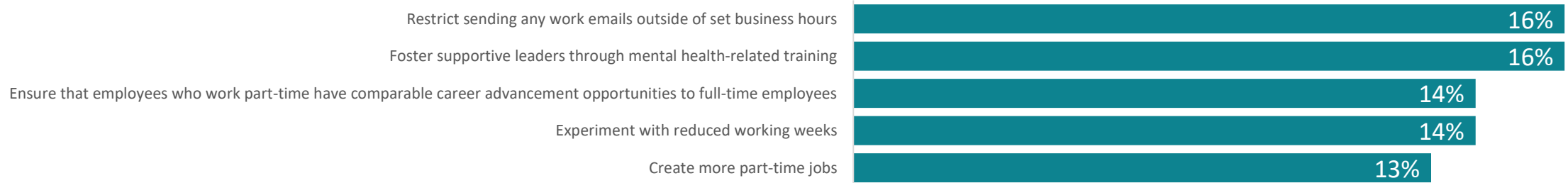
Top 5 impacts of remote work for millennials in Denmark:



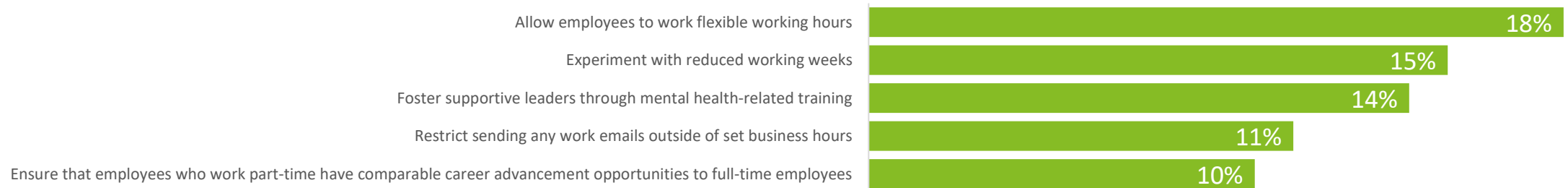
Gen Zs and millennials see flexible work as an opportunity to improve work/life balance



If Gen Zs in Denmark were in charge, they'd prioritize the following initiatives to improve work/life balance:



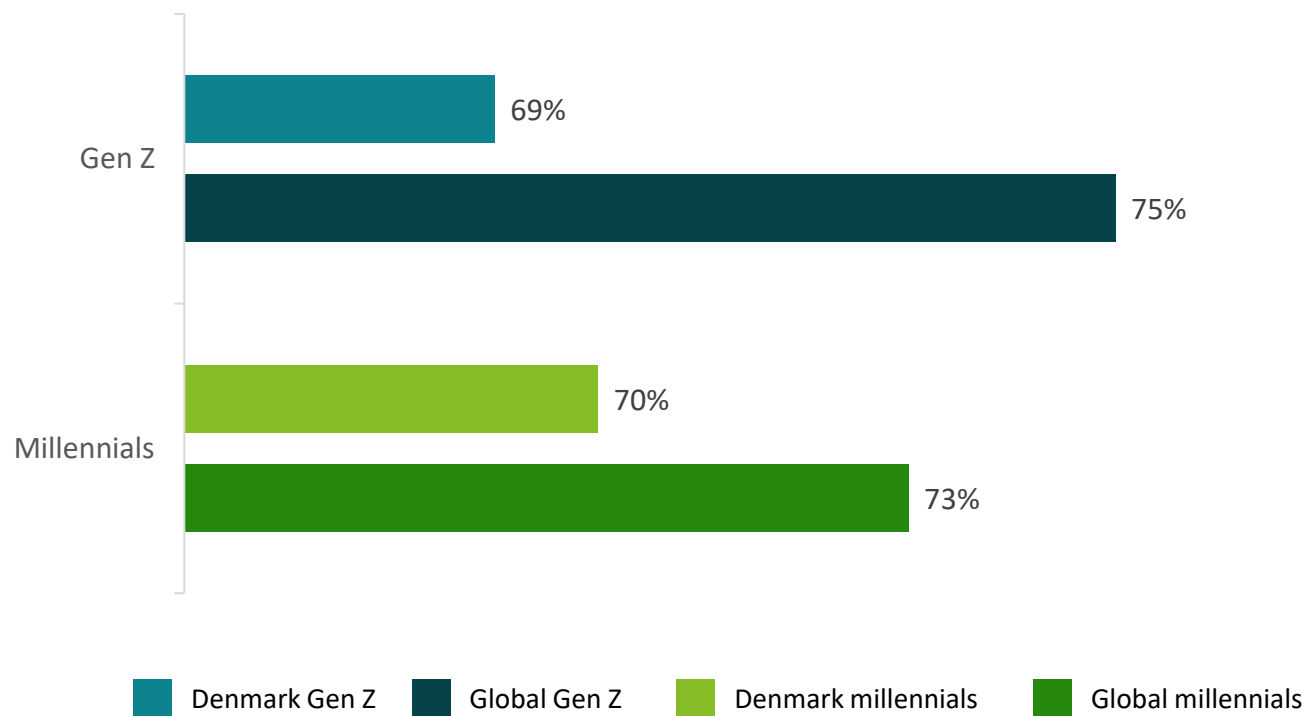
If millennials in Denmark were in charge, they'd prioritize the following initiatives to improve work/life balance:



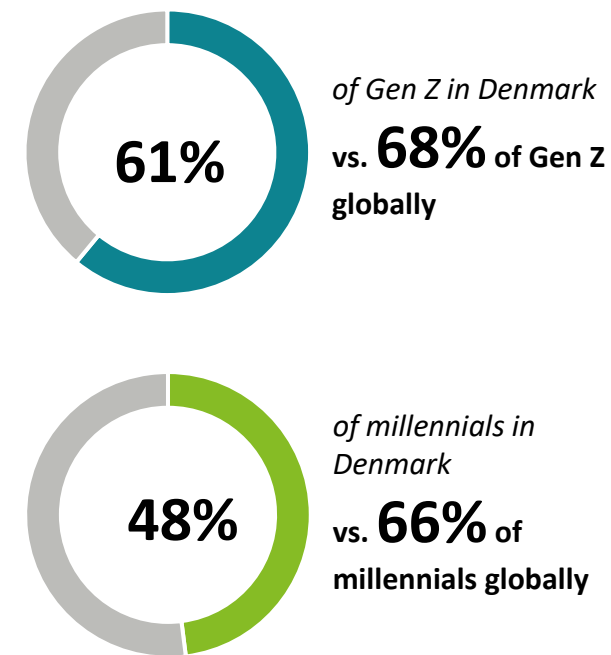
Environment: Uncertain future



The world is at a tipping point when responding to climate change, and the future can go either way (*strongly agree or tend to agree*):



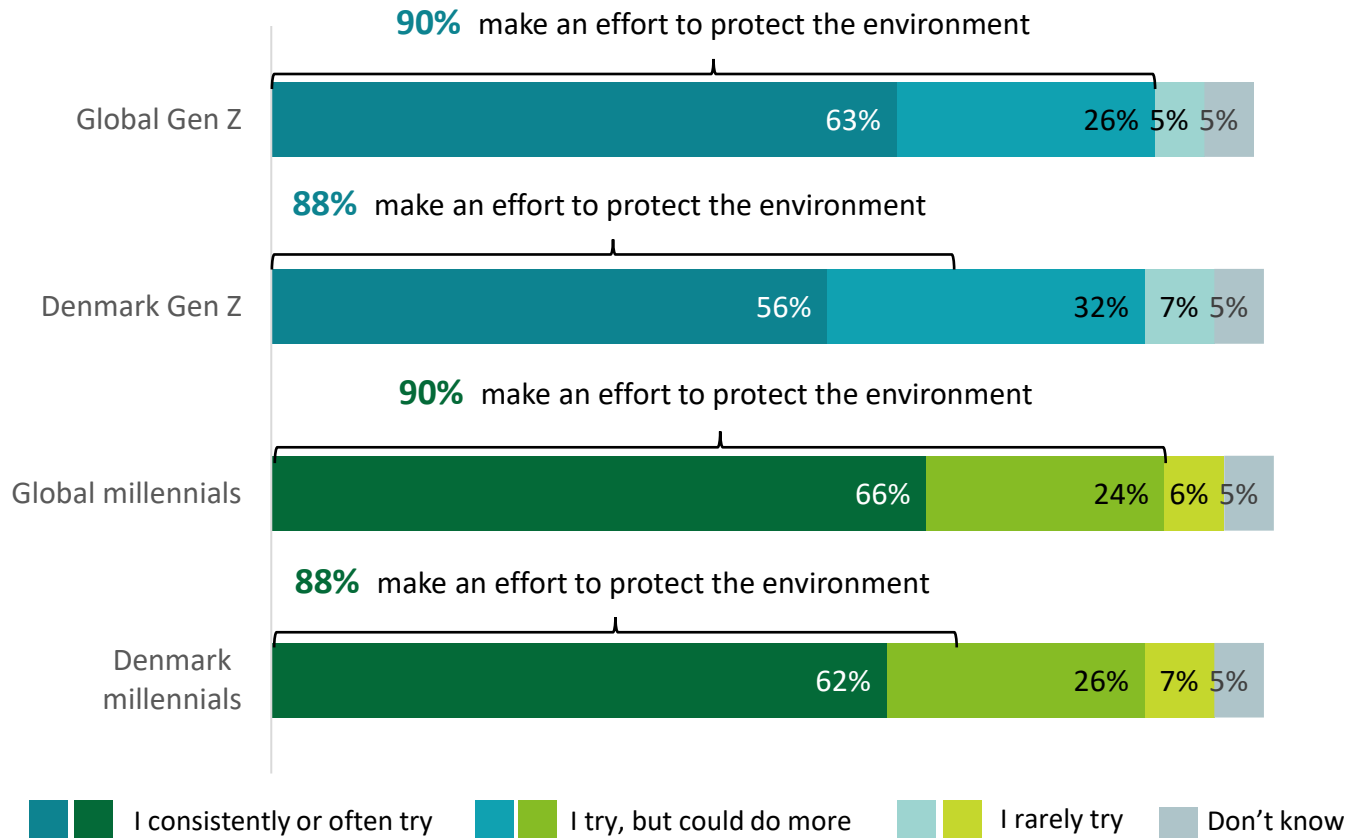
Those who have been personally impacted by at least one severe weather event in the last 12 months:



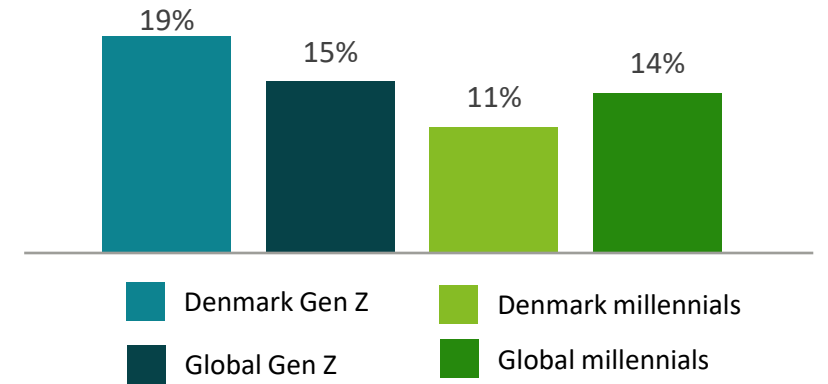
Environment: Commitment to act



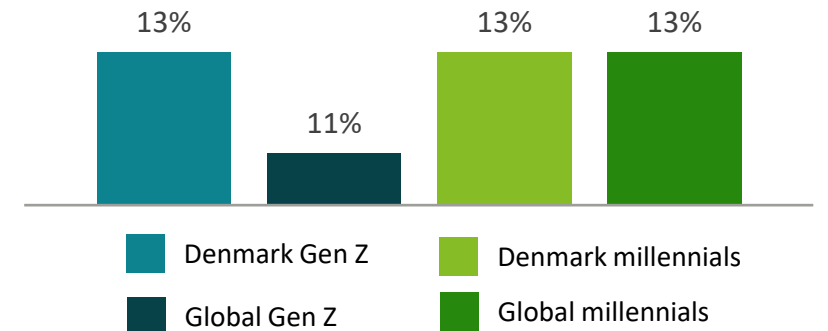
Those who try to minimize their personal impact on the environment:



Those who strongly agree that large companies are taking substantive/tangible actions to combat climate change:



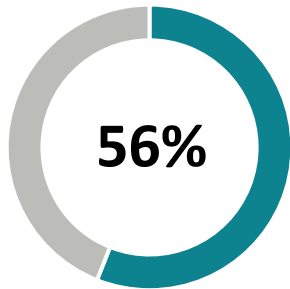
Those who believe their national government is highly committed to combatting climate change:



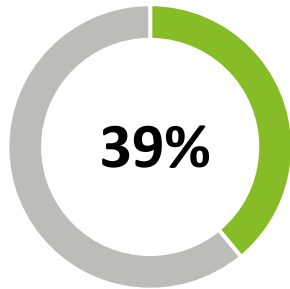
Environment: What they'd like their employers to do



Percentage who strongly/tend to agree that they and their colleagues have put pressure on their employer to take action on climate change:



of Gen Z in Denmark
vs. **48%** of Gen Z globally



of millennials in Denmark
vs. **43%** of millennials globally



Ranking of where employed Gen Zs and millennials in Denmark feel their organizations should invest more resources to help combat climate change:



Providing employees incentives to make better environmental choices (17% of Gen Zs and 9% of millennials)



Ban on single-use plastic products at work/office locations (16% of Gen Zs and 14% of millennials)



Sustainability-orientated employee benefits (13% of Gen Zs and 11% of millennials)



Providing training for employees on how they can make a positive impact on the environment in everyday activities (12% of Gen Zs and 13% of millennials)

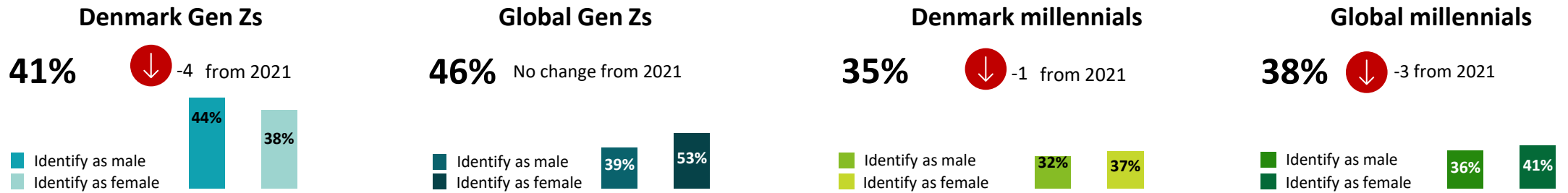


Public policy engagement to better align the company's "walk" with its "talk" (10% of Gen Zs and 8% of millennials)

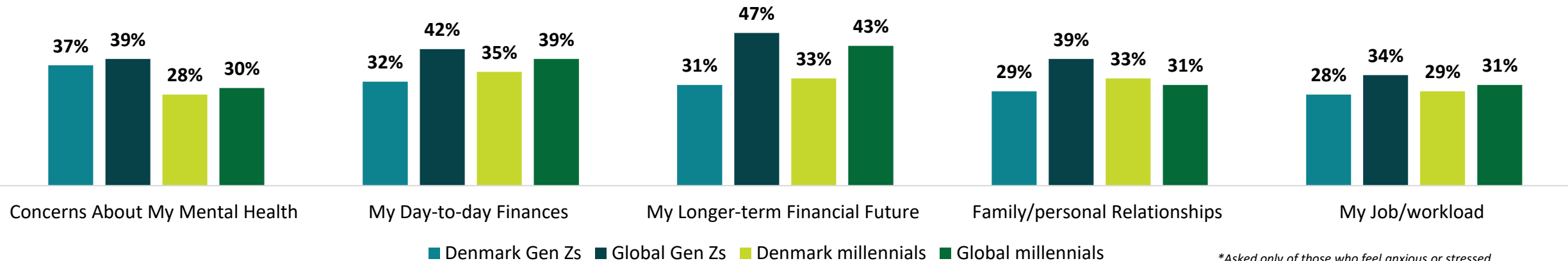
Stress levels are high, particularly among Gen Zs



Percentage of respondents who say they feel anxious or stressed all or most of the time:



Percentage of respondents who say the following contribute a lot to their feelings of anxiety or stress:*



*Asked only of those who feel anxious or stressed

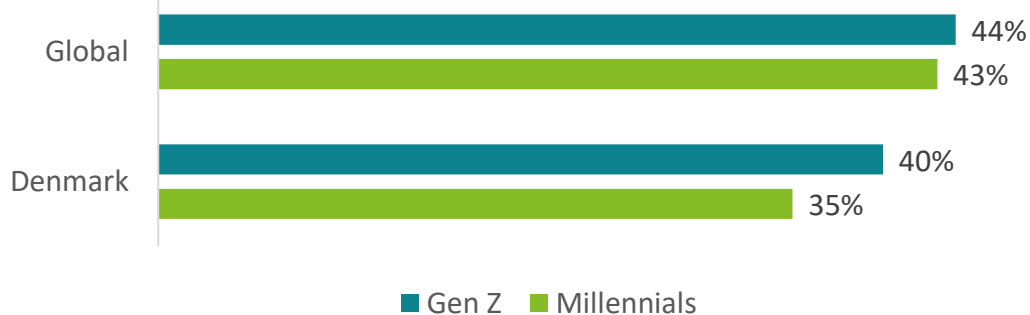
Burnout and efforts to improve workplace mental health



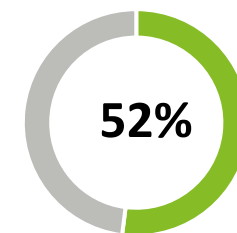
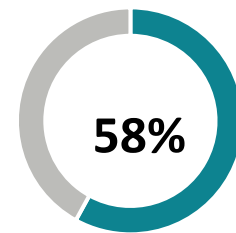
Percentage who feel burned out due to the intensity/demands of their workloads (strongly/somewhat agree):



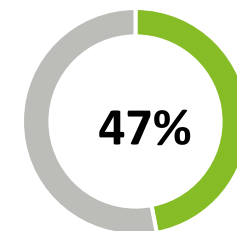
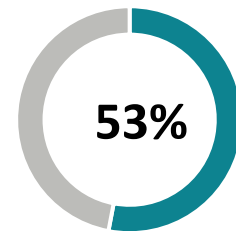
Percentage who said many people have recently left their organization due to the pressure of their workloads (strongly/somewhat agree):



Percentage who agree that workplace well-being and mental health has become more of a focus for their employer since the start of the pandemic (Strongly/somewhat agree):



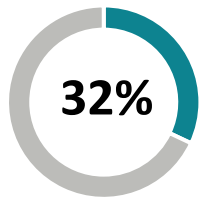
Percentage who agree that their organization now talks more about mental health, but it has not resulted in any meaningful impact on employees (Strongly/somewhat agree):



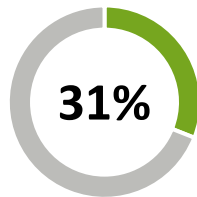
The workplace mental health stigma remains



Percentage who would not feel comfortable speaking openly with their direct manager about feeling stressed or anxious, or about other mental health challenges:



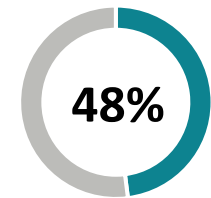
of Gen Z in Denmark



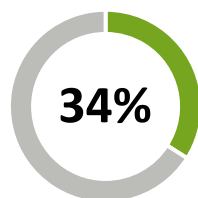
of millennials in Denmark



Percentage who have taken time off work due to feelings of stress or anxiety:



of Gen Z in Denmark

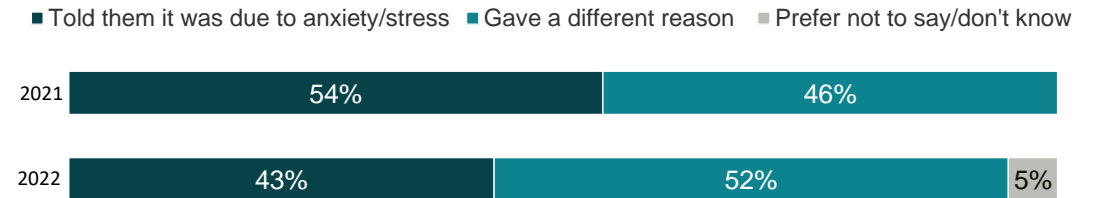


of millennials in Denmark

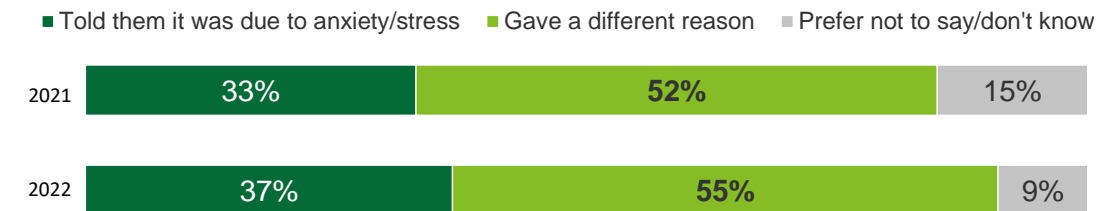


Among those who took time off work due to stress or anxiety, they gave their employers the following reason for their absence:

Denmark Gen Z



Denmark millennials



Millz Mood Monitor

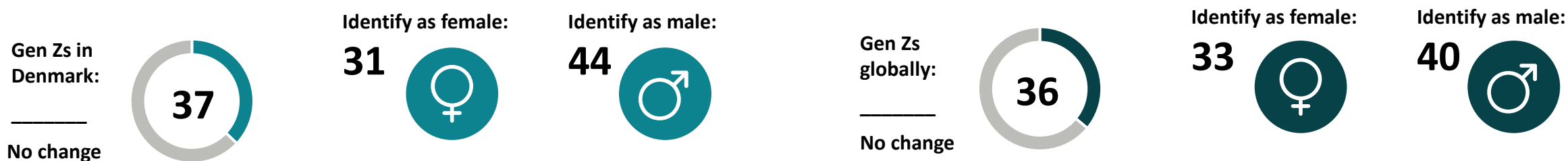


The Millz Mood Monitor gauges the mood of respondents and provides an annual snapshot of Gen Zs' and millennials' optimism that the world and their places in it will improve.

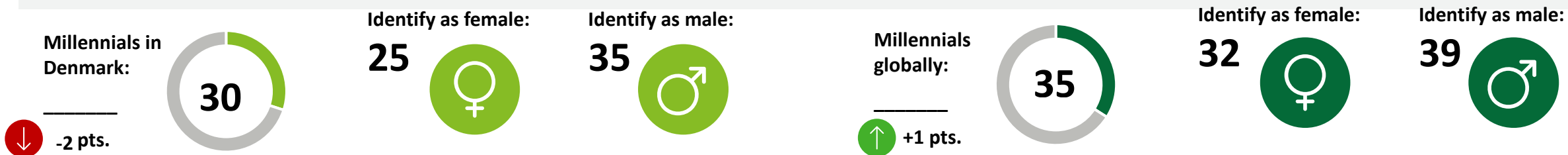
*Scores are based on responses to questions on the following five topics and are aggregated to create a measure between zero (absolute pessimism) and a hundred (complete optimism).



GEN ZS:



MILLENNIALS:





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