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Deloitte Global 2024 Gen Z and Millennial Survey

Country profile: Denmark

Methodology and global key messages



Key global findings:

Marking its 13th annual edition, Deloitte's 2024 Gen Z and millennial Survey connected with more than 22,800 respondents in 44 countries to explore their attitudes about work and the transforming world around them.



Respondents are cautiously optimistic about the social and economic outlook. Nearly one-third of Gen Zs and millennials are optimistic that the economy in their country will improve within the next year. This optimism extends to their personal finances with many expecting their financial circumstances to improve. Despite this, financial insecurity is a significant issue, as over half of both groups are living paycheck to paycheck. There is also some uncertainty about the social and political situation as many countries approach pivotal elections.



Purpose influences workplace satisfaction. The vast majority say purpose is important to their overall job satisfaction and well-being. These generations are willing to reject assignments or employers that don't align with their ethics. When employers take that feedback and respond positively, employee loyalty tends to be much higher.



Environmental sustainability is driving career decisions and consumer behaviors. Environmental sustainability remains a top concern for Gen Zs and millennials, and it is the top societal challenge which respondents feel businesses have the opportunity and necessary influence to drive change on. Gen Zs and millennials are pushing business to take action, through their career decisions and their consumer behaviors.



Positive perceptions of GenAI increase with more hands-on experience, but so do workplace concerns. Gen Zs and millennials are feeling uncertain about GenAI and its impact on their careers. Those who frequently use GenAI are more likely to trust the technology and believe it will improve the way they work, but they're also more likely to have concerns, such as believing it will lead to the elimination of jobs. Amid uncertainty, both generations are thinking about how to adapt and focusing on reskilling.



Work/life balance and flexibility remain paramount as return to office strategies yield mixed results. An increase in return to office strategies over the last year is yielding mixed results. Some report benefits like improved engagement, connection and collaboration, while others are experiencing negative outcomes like increased stress and decreased productivity. What is clear is that work/life balance and flexibility remain critical for these generations. Work/life balance is once again their top consideration when choosing an employer, and the drive for flexibility is increasing the popularity of less traditional employment models, from part-time roles, and job-sharing, to side gigs.



As workplace factors contribute to stress levels, employers must stay focused on supporting better workplace mental health. Stress levels continue to be very high among Gen Zs and millennials and only about half of respondents say their mental health is good or extremely good. Financial concerns, and family welfare are major stressors, alongside job related factors such as long working hours and not being recognized for their work. Many respondents believe their employers are taking mental health seriously, but managers and senior leaders should be doing more to address stigma.

Our methodology:

The 2024 Gen Z and millennial Survey solicited the views of 14,468 Gen Zs and 8,373 millennials (22,841 respondents in total), from 44 countries across North America, Latin America, Western Europe, Eastern Europe, the Middle East, Africa and Asia Pacific.

Fieldwork was conducted between November 2023 and March 2024.

As defined in the study, Gen Z respondents were born between January 1995 and December 2005, and millennial respondents were born between January 1983 and December 1994.

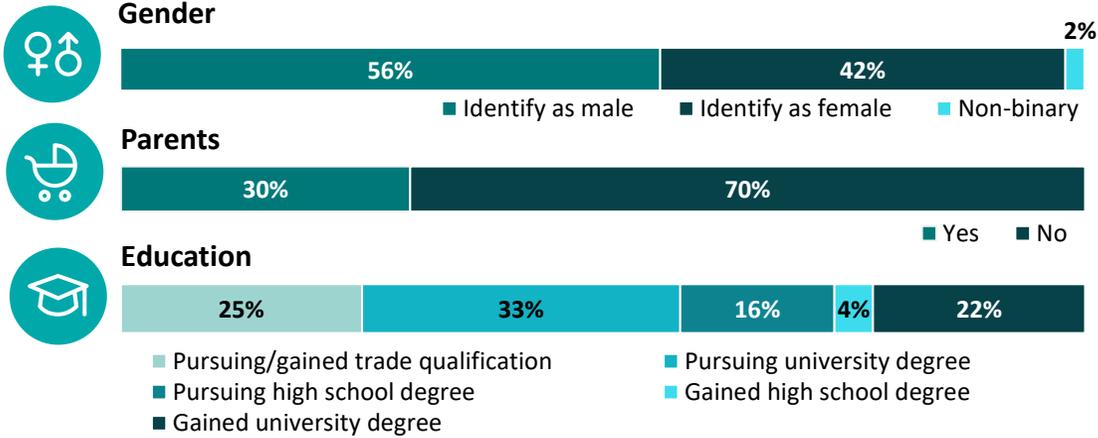
The following deck examines how **Denmark's Gen Zs and millennials** stand out from their global counterparts on these key themes.

Country profile: Denmark

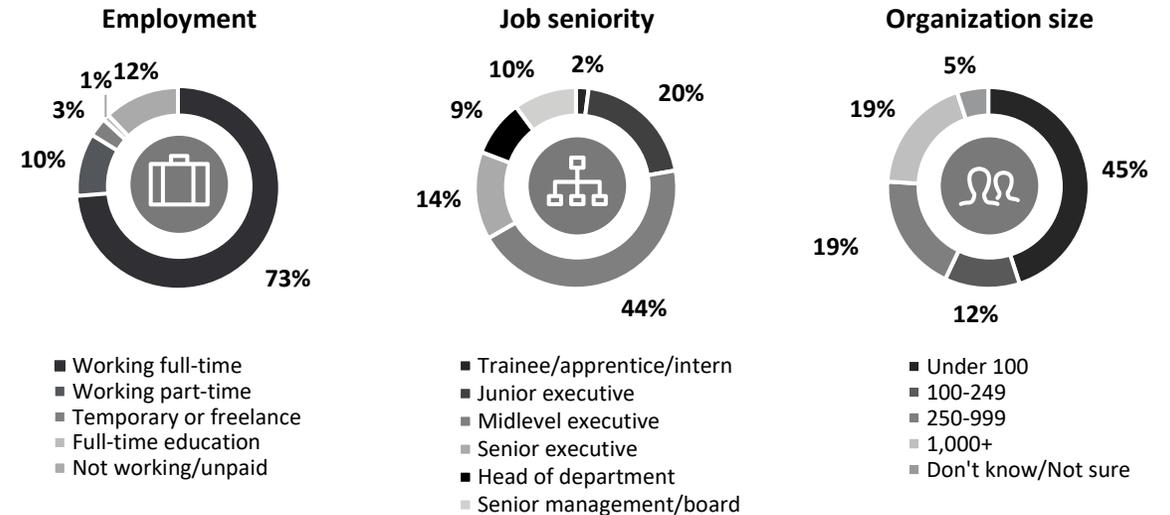
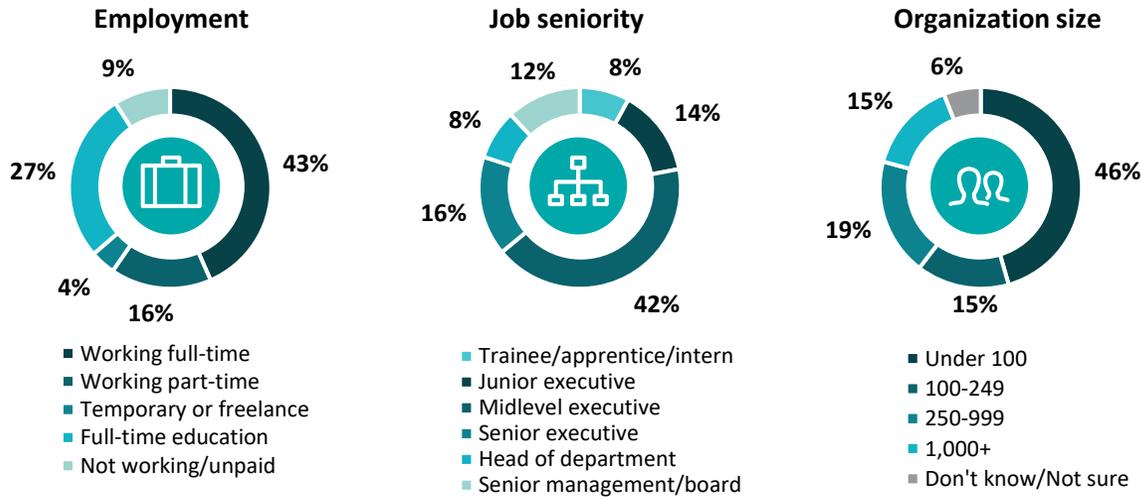
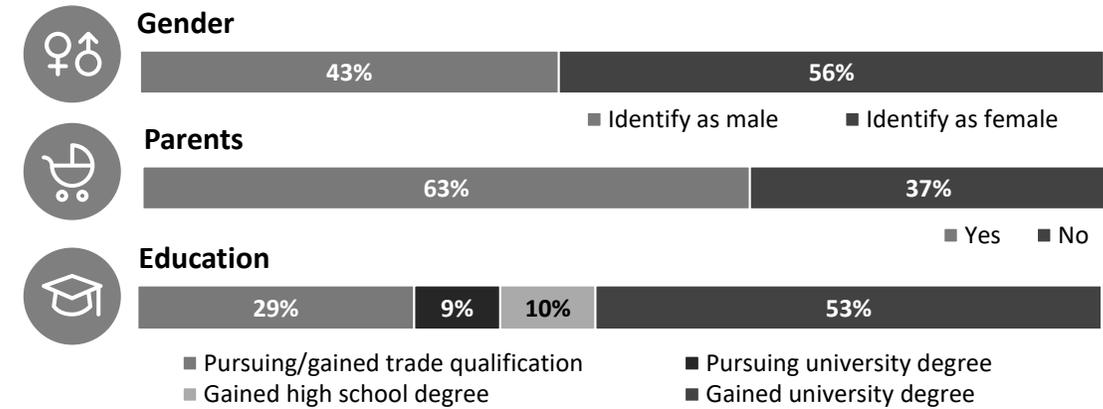
701 total respondents in Denmark: 350 Gen Zs and 351 millennials



GEN Z PROFILE



MILLENNIAL PROFILE



Social and economic / financial outlook

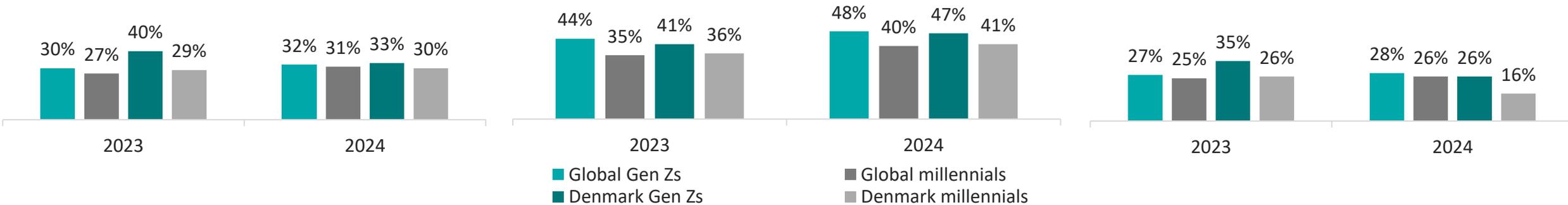


Percentage of respondents who expect the following to improve over the next 12 months:

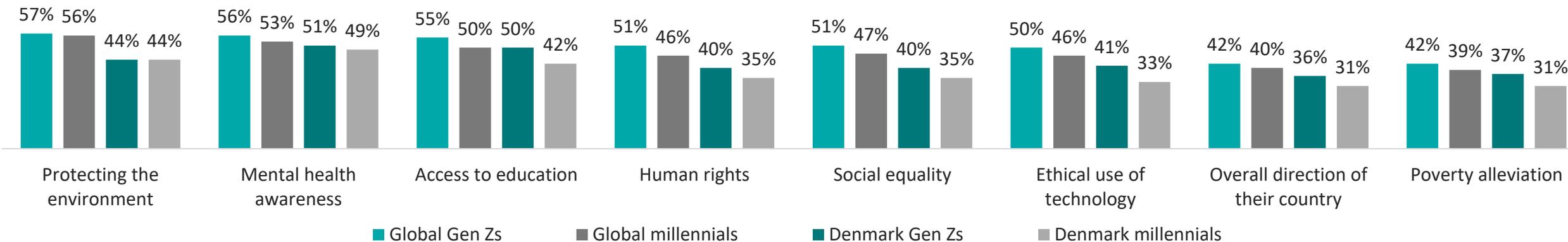
Overall economic situation

Their personal financial situation

Overall social/political situation



Percentage of respondents who feel they have moderate or significant influence over the following societal issues:

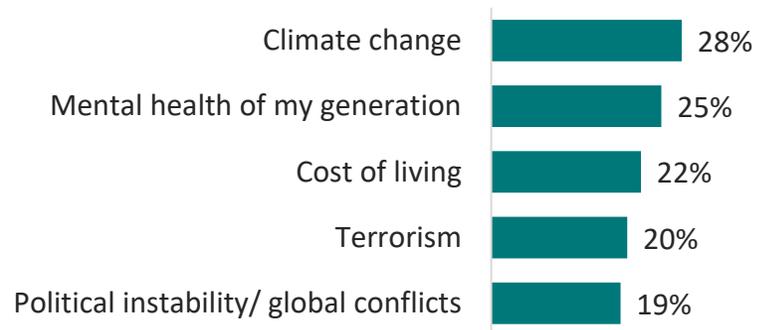


Top concerns

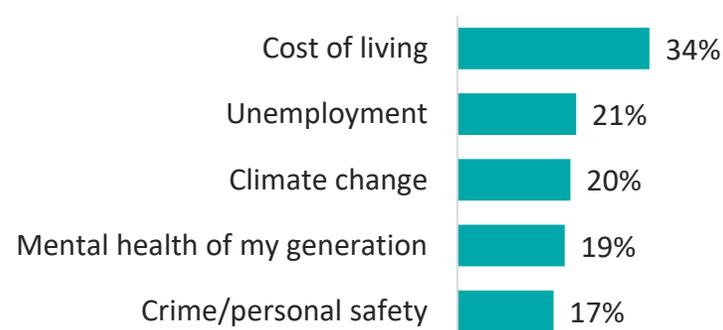


Top concerns:

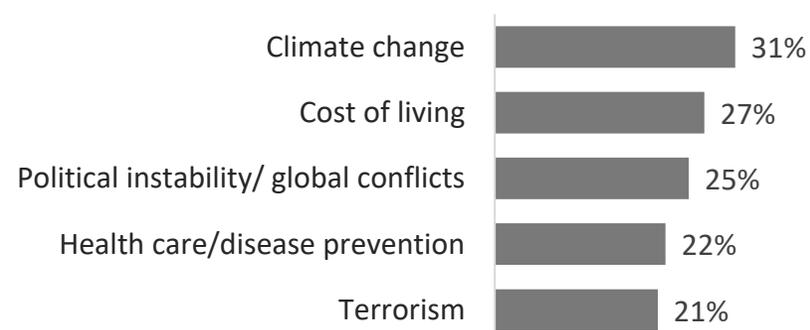
Denmark Gen Zs



Global Gen Zs



Denmark millennials



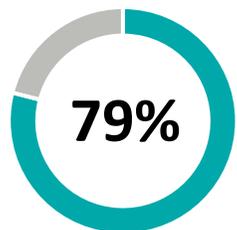
Global millennials



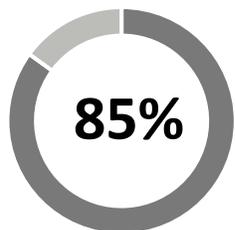
Purpose



Percentage of respondents who said having a sense of purpose in their job is somewhat/very important for their job satisfaction and well-being:

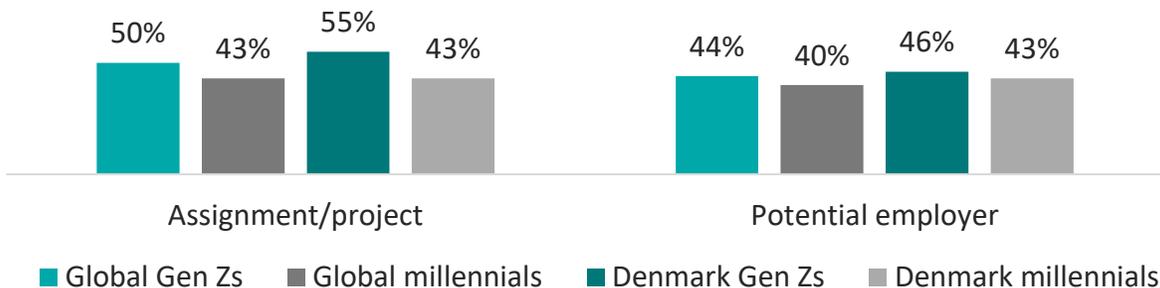


of Gen Zs in Denmark vs. **86%** of Gen Zs globally



of millennials in Denmark vs. **89%** of millennials globally

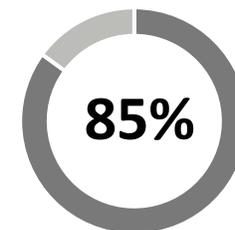
Percentage of respondents who have rejected an assignment, or a potential employer based on their personal ethics/beliefs:



Percentage of respondents who said their current job gives them a sense of purpose (those saying yes - somewhat/yes – a lot):

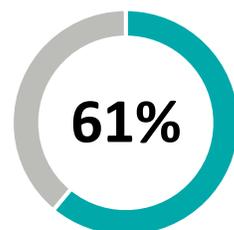


of Gen Zs in Denmark vs. **81%** of Gen Zs globally

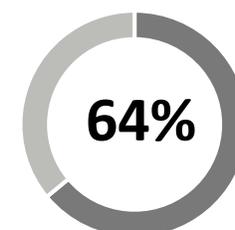


of millennials in Denmark vs. **82%** of millennials globally

Percentage of respondents who said they are somewhat/very satisfied with the alignment of their current organization's values and purpose with their own:



of Gen Zs in Denmark vs. **71%** of Gen Zs globally

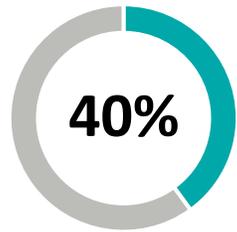


of millennials in Denmark vs. **72%** of millennials globally

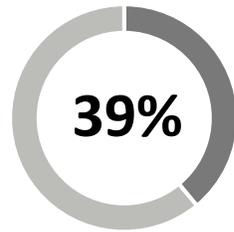
Business and societal impact



Percentage of respondents who believe that business is having a fairly/very positive impact on the wider society in which they operate:

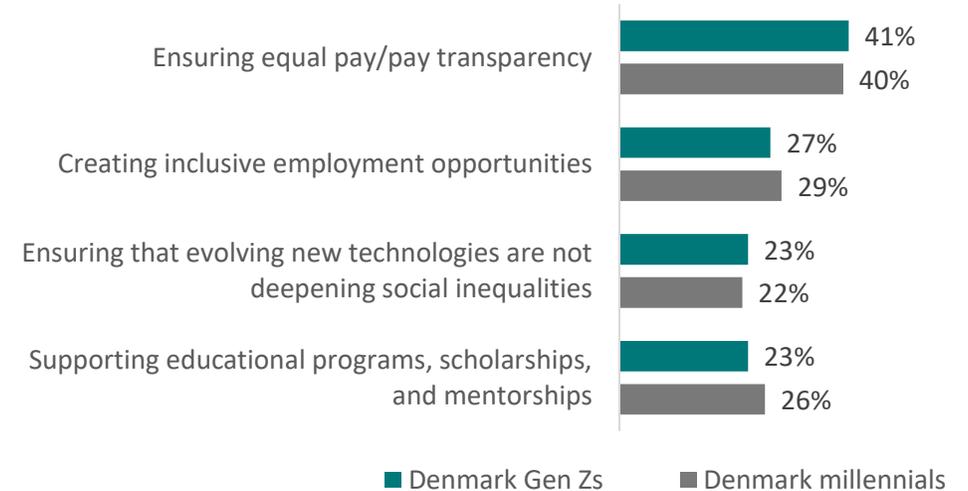


of Gen Zs in Denmark
vs. **49%** of
Gen Zs globally

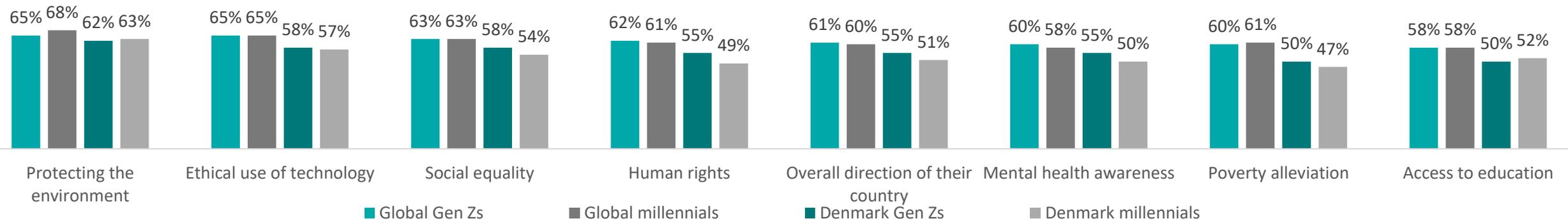


of millennials in Denmark
vs. **47%** of
millennials globally

Percentage of respondents in Denmark who think businesses should play a role in addressing social inequality in the following areas:



Percentage of respondents who think that business has a moderate or significant influence over the following societal issues:

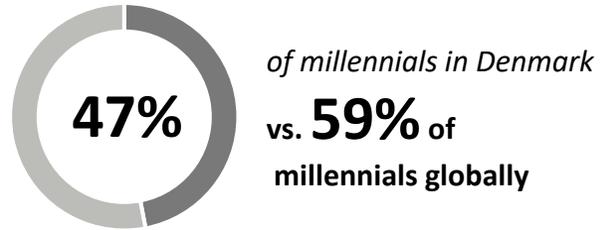
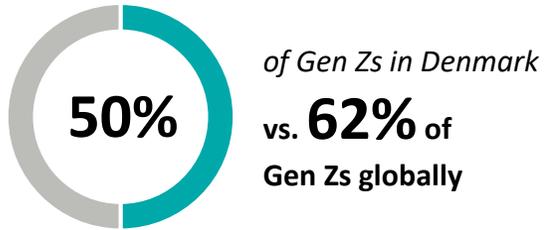


Environmental sustainability is everyone's responsibility

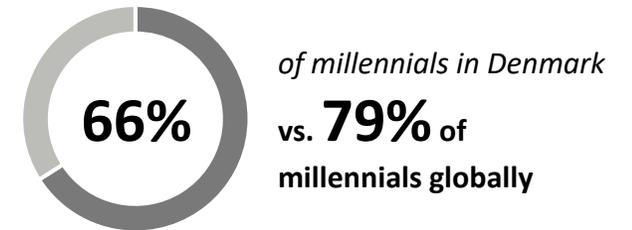
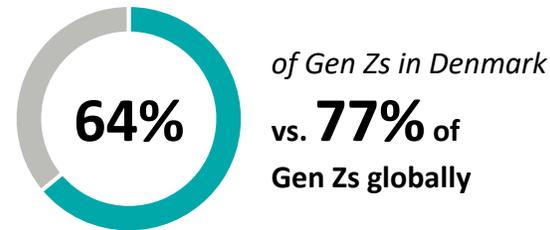


Percentage of respondents selecting agree or strongly agree to the following statements:

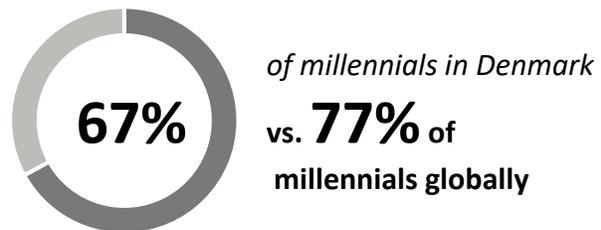
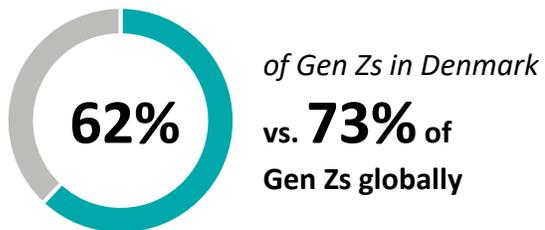
In the last month, I have felt worried or anxious about climate change



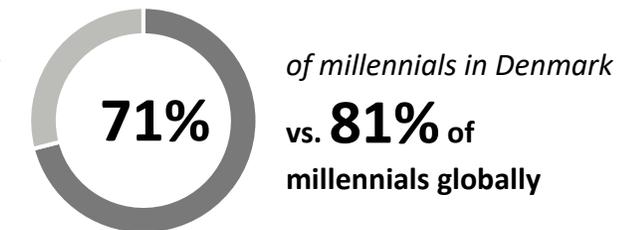
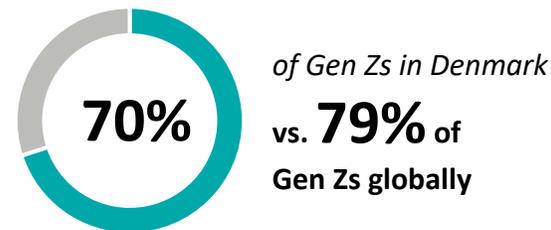
Governments should play a bigger role in pushing business to address climate change



I actively try to minimize my personal impact on the environment



Business could, and should, do more to enable consumers to make more sustainable purchasing decisions

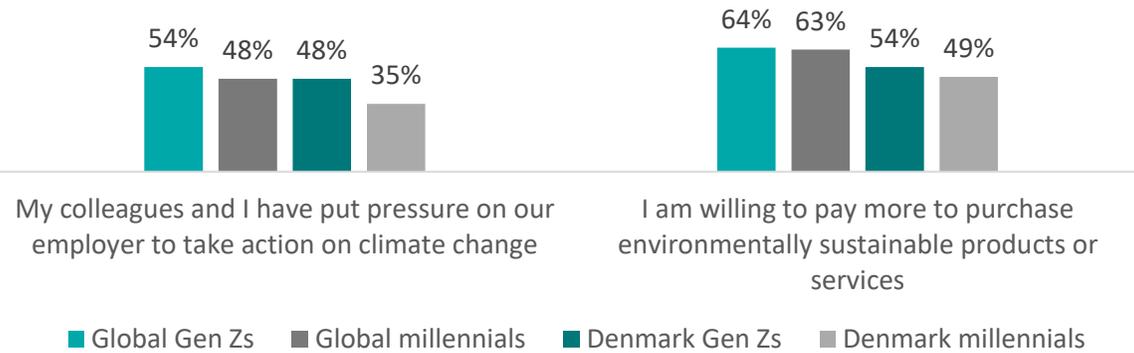


Career decisions and consumer behaviors driving climate action

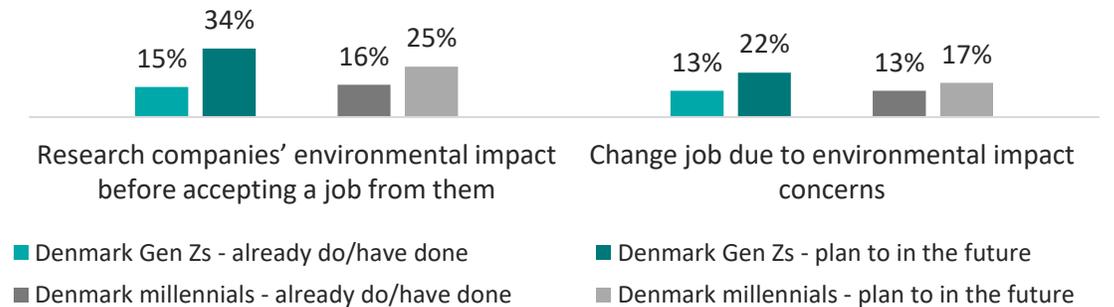


Career decisions to pressure employers to take climate action

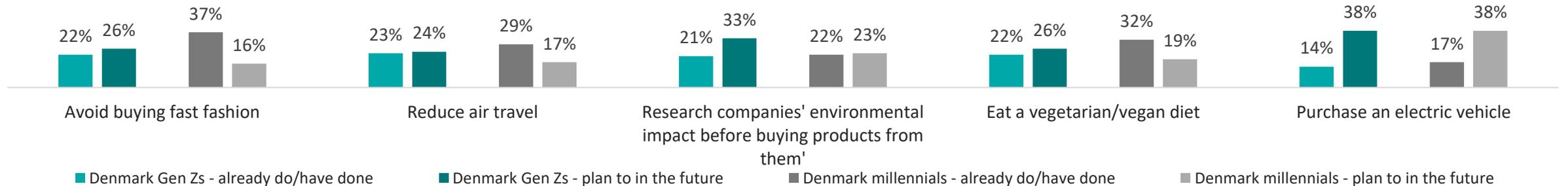
Respondents who agree/strongly agree with the following statements



Climate actions taken or planned



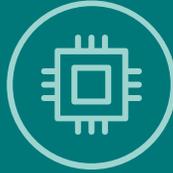
Consumer behaviors to pressure businesses to take climate action



14% of Gen Zs 13% of millennials in Denmark

have stopped or lessened a relationship with a business because their products/services negatively impact the environment

GenAI at work – engagement and understanding



Top three emotions about GenAI in Denmark

Gen Zs	millennials
25% Fascination	31% Fascination
22% Excitement	28% Uncertainty
17% Uncertainty	23% Excitement

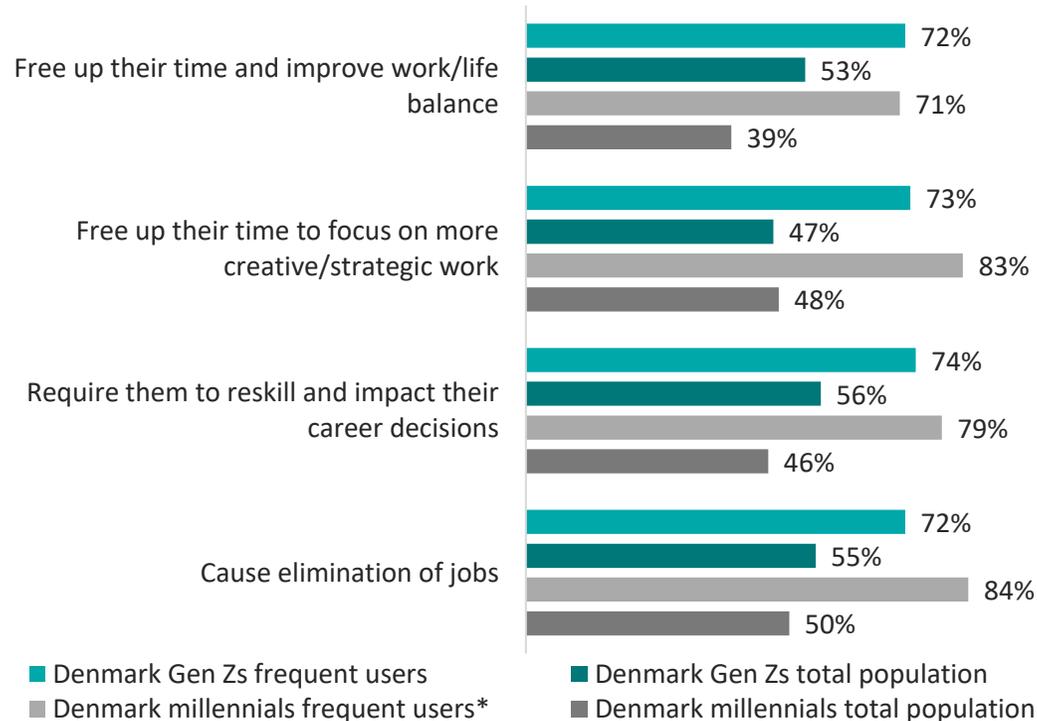


Percentage of respondents who agree/strongly agree that their employer is sufficiently training employees on the capabilities, benefits, and value of GenAI

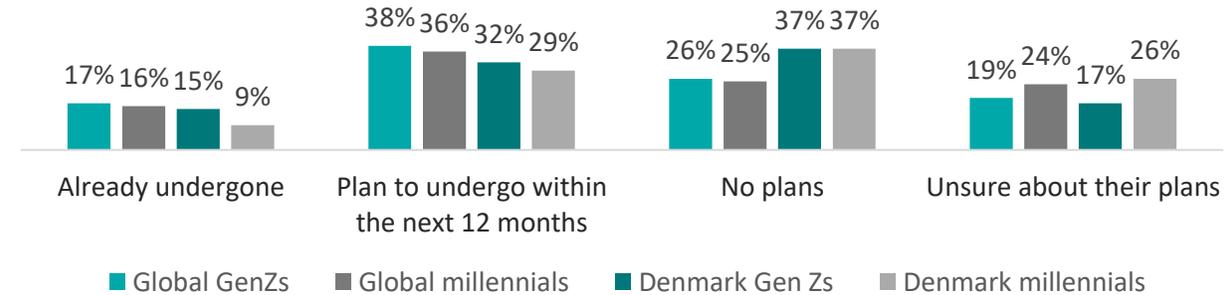
45%
Gen Zs in Denmark

32%
millennials in Denmark

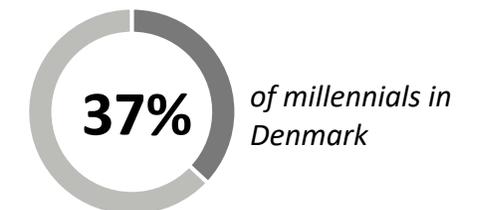
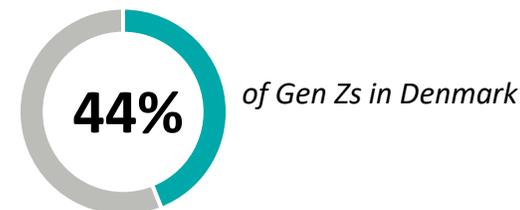
26% of Gen Zs and 14% of millennials in Denmark are frequent users of GenAI at work (said they use it all or most of the time). Percentage of respondents who agree/strongly agree that GenAI in the workplace will...



How respondents describe their engagement with GenAI training or upskilling as a part of their professional development:



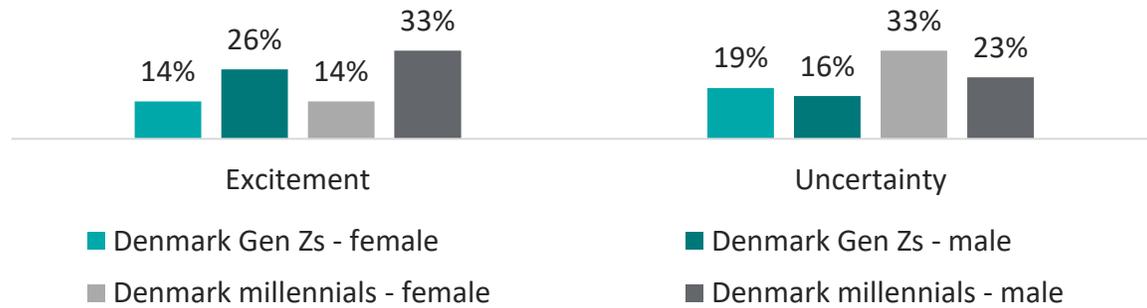
Percentage of respondents who think GenAI will improve the way they work somewhat/a lot over the next 12 months



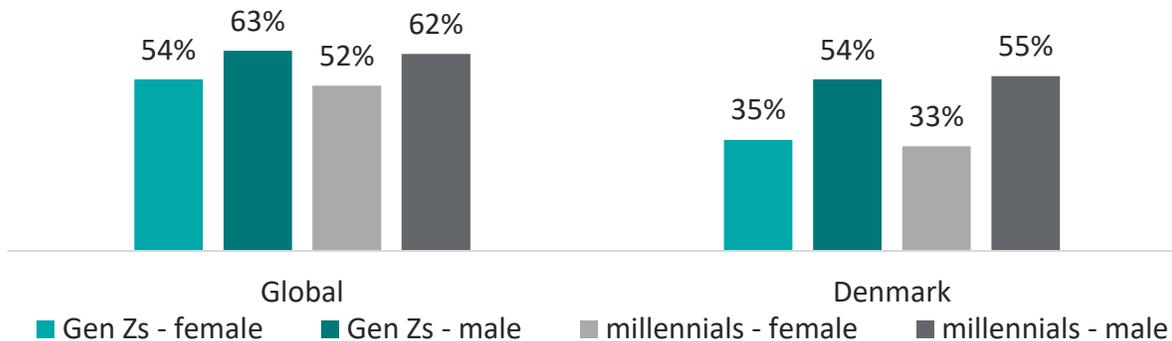
GenAI at work – gender differences



Percentage of respondents who said that GenAI makes them feel the following emotions:



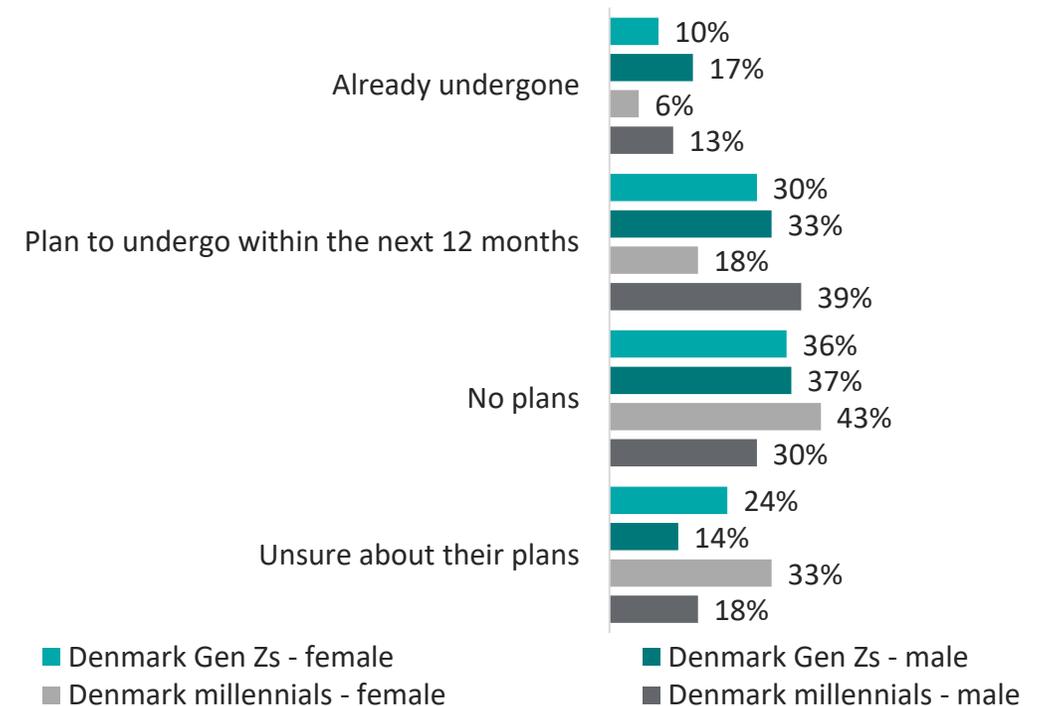
Percentage of respondents who agree/strongly agree they feel comfortable working alongside GenAI systems and tools



Globally, women are less likely to seek training around GenAI.
 Percentage of respondents in Denmark who have no plans to seek training:



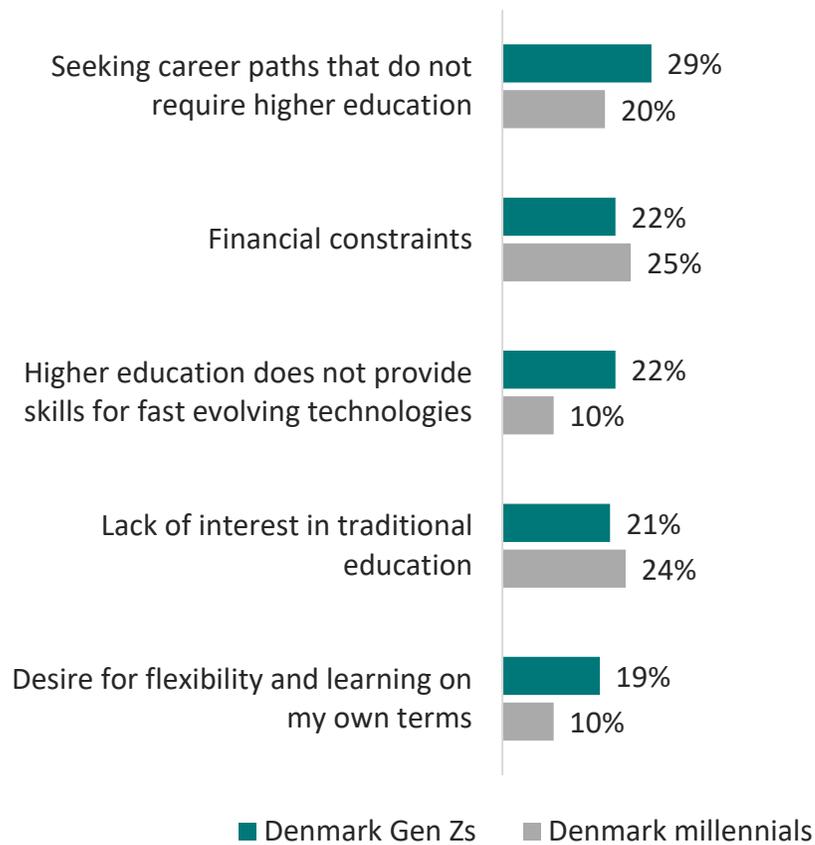
Percentage of respondents describing their engagement with GenAI training or upskilling as a part of their professional development:



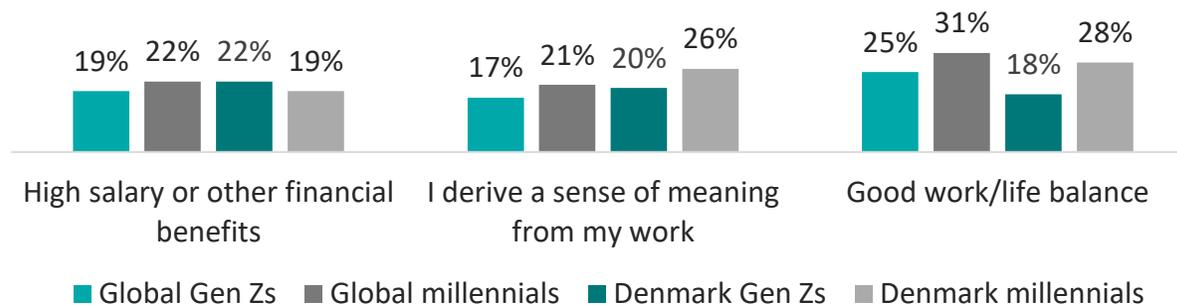
Higher education and what's driving career choices



In Denmark, 39% of Gen Zs and 39% of millennials say they decided not to pursue higher education. The top five reasons were:



Top three reasons why they *chose* to work for their organization:



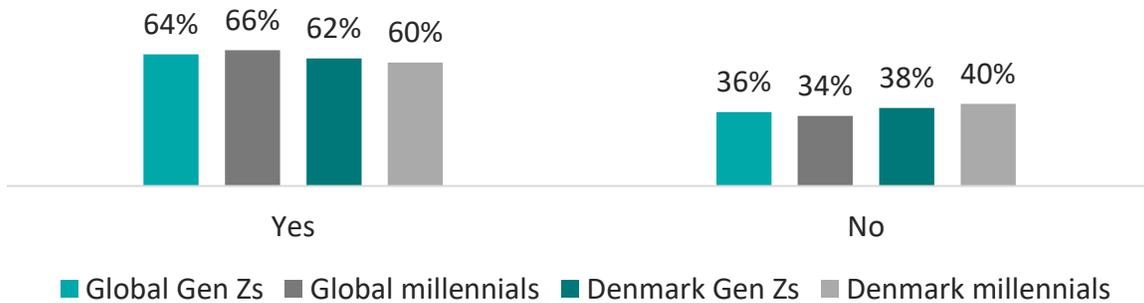
Top three reasons why they *left* their previous organization:



The impact of return to office strategies



Percentage of respondents who said that their company recently implemented a return to office policy, and they are now required to be on-site on certain days or full time:



Top three positive and negative impacts of return to office policies:
(Denmark respondents)

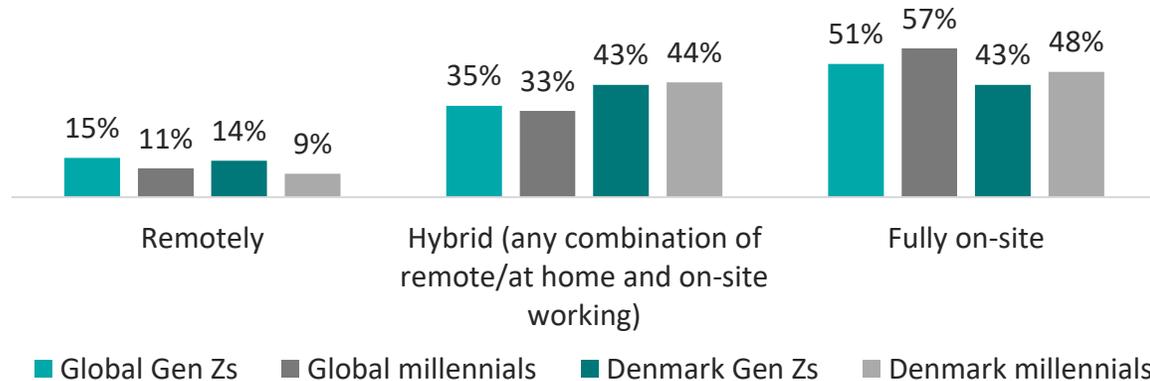
Positive:

- I have better routine and structure at work
- I prefer dynamics of face-to-face communication at work
- I have noticed increased collaboration and social interaction with my work colleagues

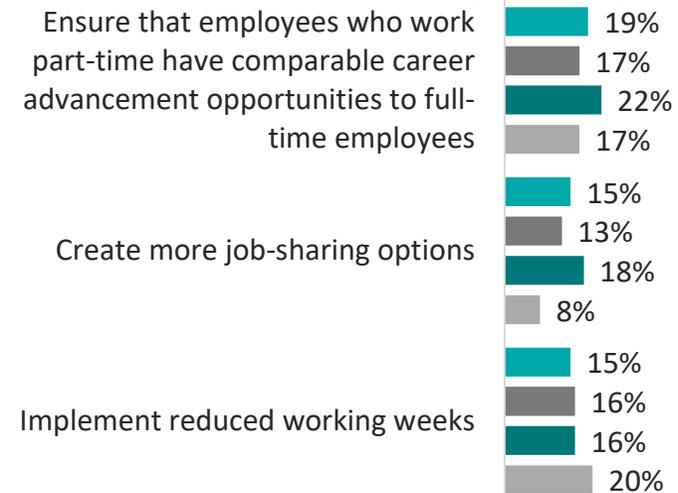
Negative:

- My productivity has decreased (e.g., due to time spent commuting that I would have previously spent working)
- It has negatively impacted me in a financial sense (e.g., needing to pay for the cost of commuting, staying in other accommodation, or additional care etc.)
- I think less of my employer

Their current way of working:



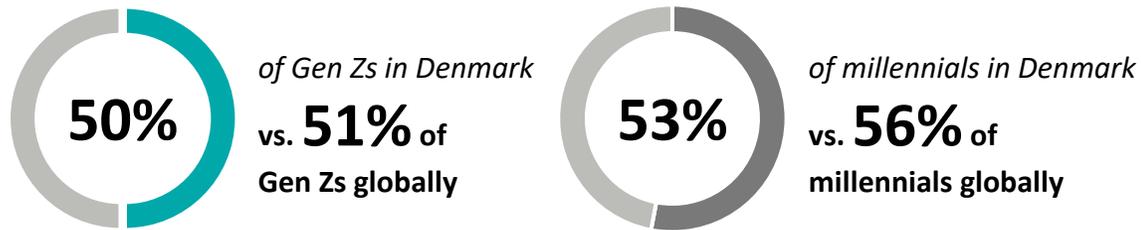
In which of the following areas should organizations focus to help foster better work/life balance for their employees? - top three



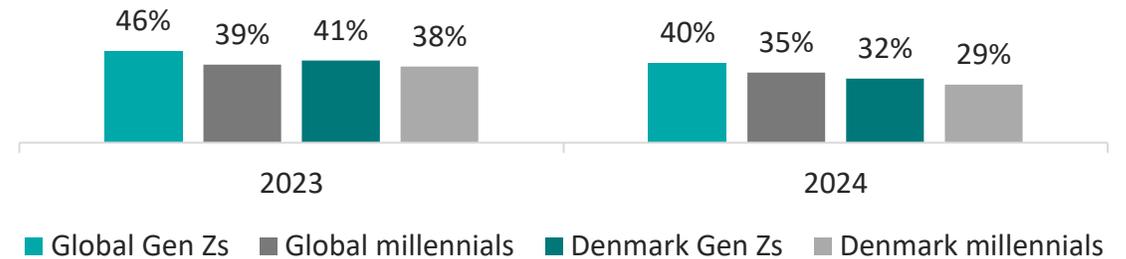
Levels of mental well-being and stress drivers



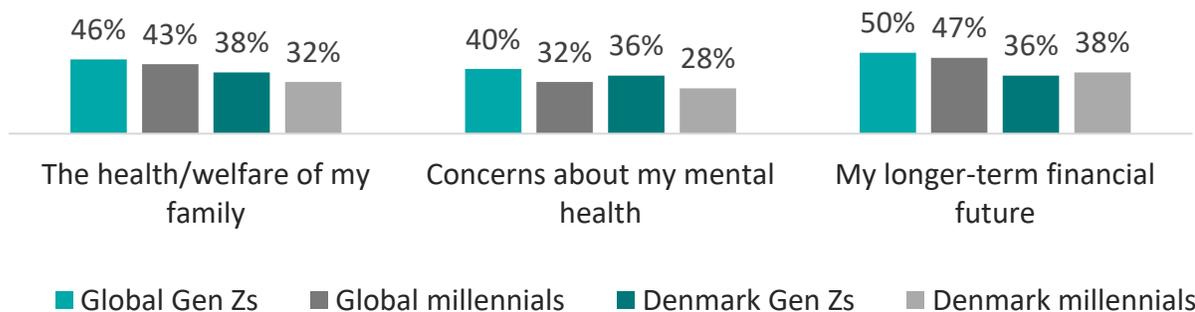
Percentage of respondents who say their current, overall mental well-being is good or extremely good:



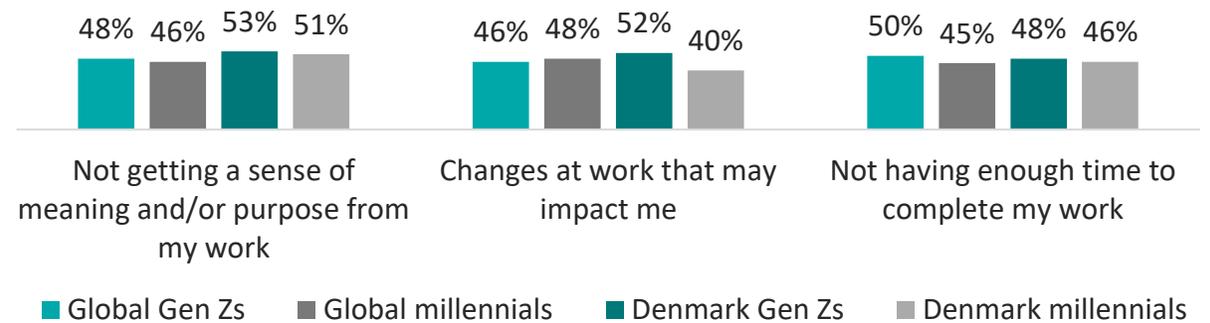
Percentage of respondents who say they feel anxious or stressed all or most of the time:



Top three factors contributing a lot to their feelings of anxiety or stress: **asked only of those who feel anxious or stressed*



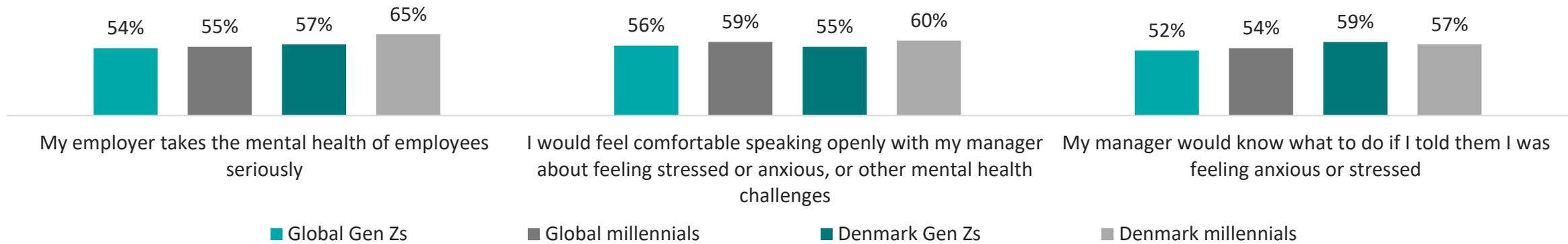
29% of Gen Zs and 25% of millennials in Denmark said that their job is a factor contributing a lot to their feelings of anxiety or stress. These are the top three aspects of their job contributing a lot to their feelings of anxiety or stress:



Workplace mental health and persistent stigma



Percentage of respondents who agree/strongly agree with the following statements related to workplace well-being/mental health:



Percentage of respondents who said they *do not* have the following support available where they work...





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