

# Survey methodology

The 2020 report is based on two sets of surveys. The first began prior to the COVID-19 outbreak using an online, self-complete-style interview; fieldwork was completed between November 21, 2019, and January 8, 2020. A second survey was conducted in a similar fashion between April 28, 2020, and May 17, 2020, in the midst of the worldwide pandemic.

The initial survey solicited the views of 13,715 millennials across 43 countries and 4,711 Generation Z respondents from 20 countries. The subsequent survey questioned 5,501 millennials and 3,601 Gen Zs in 13 large markets that were affected by the pandemic to different degrees. No respondents in the former survey were queried in the latter.

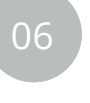
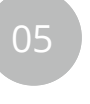
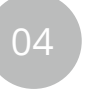
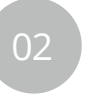


In some cases, the report also compares millennial results from the primary survey with those from previous years. Because the Gen Z survey base expanded from 10 countries in 2019 to 20 in the 2020 primary survey, Gen Z comparisons with prior years are not statistically valid. Also, results from the pulse survey should not be compared with prior years or with data from the broader, 2020 global survey because those data sets represent a much more diverse group of respondents than does the pulse survey.

Millennials included in the study were born between January 1983 and December 1994. Generation Z respondents were born between January 1995 and December 2003.

The report represents a broad range of respondents, from those with executive positions in large organizations to others who are participating in the gig economy, doing unpaid work, or are unemployed. Additionally, the Gen Z group includes students who have completed or are pursuing degrees, those who have completed or plan to complete vocational studies, and others who are in secondary school and may or may not pursue higher education.

The answers provided by millennial and Gen Z respondents often were similar. The overall sample size of 27,528 (18,426 in the first survey, 9,102 in the second) represents the largest survey of millennials and Gen Zs completed in the nine years that Deloitte Global has published this report.



Primary survey geographic breakdown (Nov. 2019 - Jan. 2020)



Geographies



**KEY**

- = Millennials
- = Gen Z
- = 500
- = 300
- = 200
- = 100
- = 50

**BY THE NUMBERS**

13.7K Millennials

+ 4.7K Gen Zs

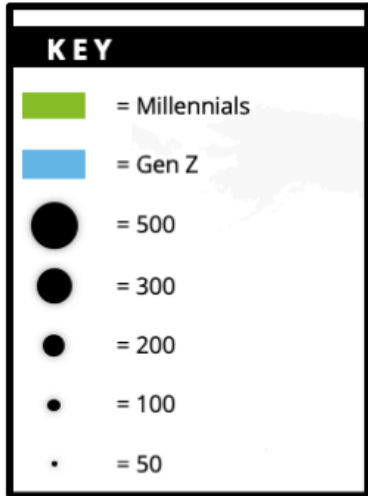
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18.4K Interviewees



Pulse survey geographic breakdown (Apr. 2020 - May 2020)

**13** Geographies

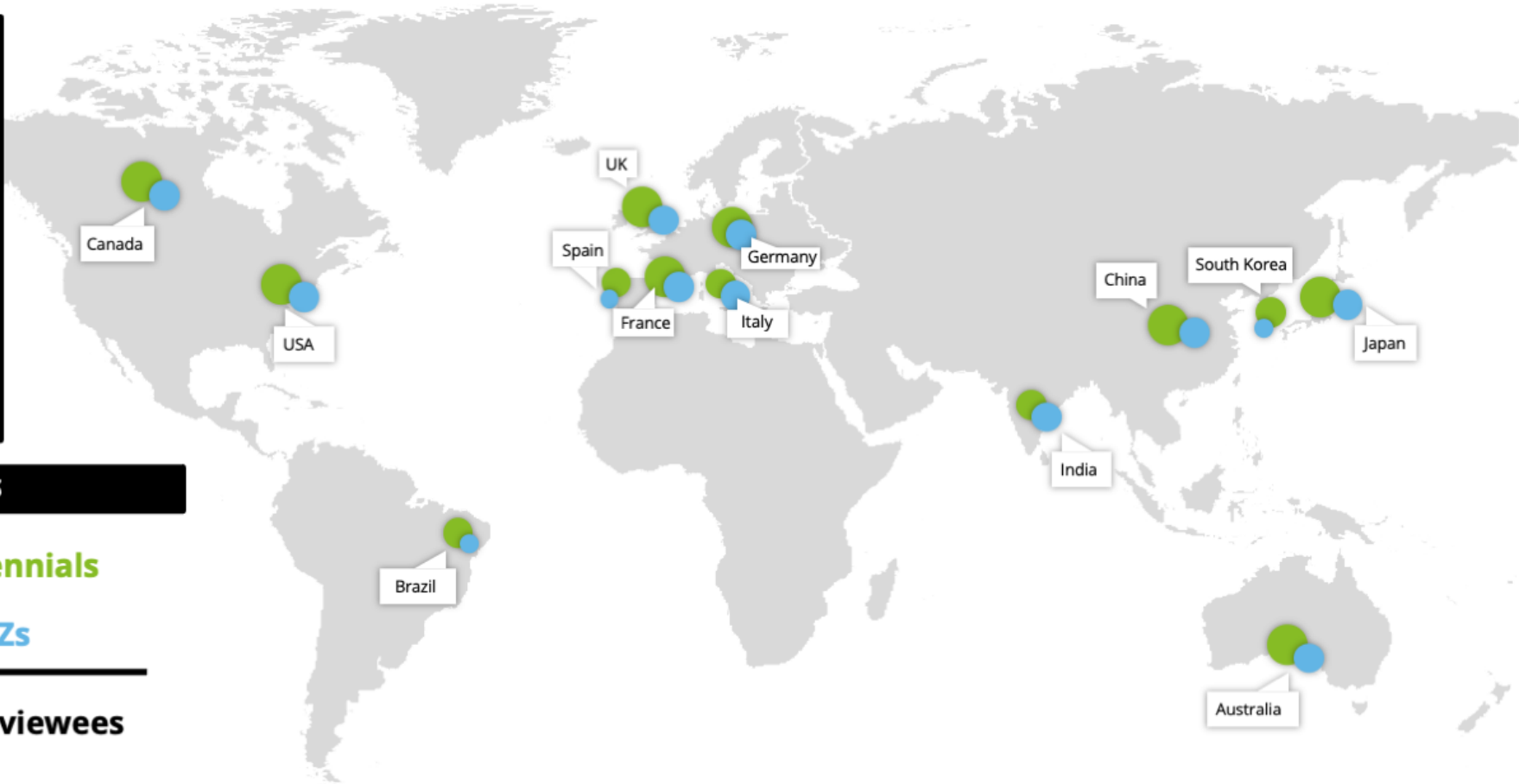


**BY THE NUMBERS**

5,500 Millennials  
+ 3,600 Gen Zs  

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9,100 Interviewees



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