

## Appendix A

The following tables present the average participation rate, the average break-off rate, the average proportion of surveys answered using smartphone and the proportion of respondents with an average rating of four or more stars for younger and older Millennials. Younger Millennials are considered those born between 2003 and 1994, and older Millennials between 1993 and 1982. Within each country, we use two-sample T-tests to compare averages and Z-tests to compare proportions. Since we use a large sample, even small differences can be statistically significant. Hence, to analyze if differences are meaningful, we also compute and report the effect sizes (Cohen's  $h$ ).

**Table 1: Average participation rate (in %)**

Country	N	Younger Millennial	Older Millennial	Cohen's $h$ Younger-Older Millennial
Portugal	21,870	59.8*	69.9	.21
Spain	80,038	53.4*	66.3	.26
Argentina	157,413	57.2*	60.6	.07
Brazil	290,547	49.9*	55.1	.10
Chile	161,705	52.3*	57.9	.11
Colombia	120,524	53.9*	56.2	.05
Mexico	205,084	49.4*	58.4	.18
US	49,716	33.1*	40.1	.15

*Note:* the stars in the columns “Younger Millennial” indicate a significant difference between Younger and Older millennials. \*  $p < .01$

**Table 2: Average break-off rates (in %)**

Country	N	Younger Millennial	Older Millennial	Cohen's $h$ Younger-Older Millennial
Portugal	21,870	11.6*	13.0	.04
Spain	80,038	15.1	15.3	.01
Argentina	157,413	15.5*	17.5	.05
Brazil	290,547	18.0*	18.9	.02
Chile	161,705	18.4*	21.2	.07
Colombia	120,524	14.3*	16.7	.07
Mexico	205,084	14.5*	16.4	.05

US	49,716	7.4*	11.7	.15
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*Note:* the stars in the columns “Younger Millennial” indicate a significant difference between Younger and Older millennials. \*  $p < .01$

**Table 3: Average proportion of surveys answered using smartphones (in %)**

Country	N	Younger Millennial	Older Millennial	Cohen's h Younger-Older Millennial
Portugal	21,870	61.4*	51.7	.20
Spain	80,038	66.6*	62.7	.08
Argentina	157,413	80.4*	74.1	.15
Brazil	290,547	76.0*	72.6	.08
Chile	161,705	73.7*	69.5	.09
Colombia	120,524	61.9*	58.1	.08
Mexico	205,084	75.9*	68.2	.17
US	49,716	81.4*	76.1	.13

*Note:* the stars in the columns “Younger Millennial” indicate a significant difference between Younger and Older millennials. \*  $p < .01$

**Table 4: Proportion of respondents with an average rating of four or more stars**

Country	N	Younger Millennial	Older Millennial	Cohen's h Younger-Older Millennial
Portugal	6,628	68.7*	72.5	.08
Spain	62,055	56.6*	58.1	.03
Argentina	34,662	73.3*	68.7	.10
Brazil	63,181	85.1*	81.7	.09
Chile	49,861	79.9*	78.5	.03
Colombia	31,044	85.7*	82.7	.08
Mexico	76,653	83.8	83.4	.01
US	8,945	84.4*	87.6	.09

*Note:* the stars in the columns “Younger Millennial” indicate a significant difference between Younger and Older millennials. \*  $p < .01$