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A call for accountability and action

THE DELOITTE GLOBAL 2021
MILLENNIAL & GEN Z SURVEY



Methodology

Marking its 10th anniversary, Deloitte Global conducted its annual survey of millennials and Gen Zs between January and February 2021 to understand their values, concerns, actions, expectations, and ultimately **what drives their loyalty as consumers and employees.**

BY THE NUMBERS

45 countries surveyed worldwide

22.9k responses overall

14.6k millennial responses

8.2k Gen Z responses



Young people believe in the power of individuals to create change.

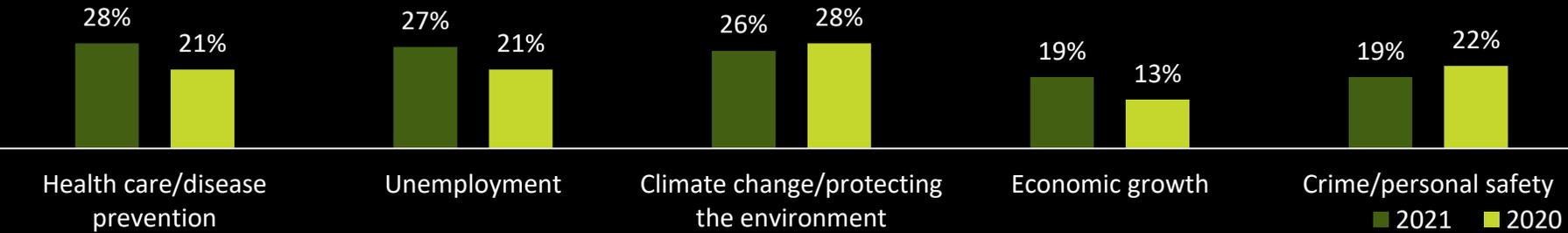
While the events of 2020 may have slowed millennials' and Gen Zs' activities, **they didn't diminish their drive or their voices**. In fact, the 2021 Deloitte Global Millennial & Gen Z Survey suggests the pandemic, extreme climate events and a charged socio-political atmosphere may have reinforced their passions and given them oxygen to propel positive change.



Climate change remains a top concern

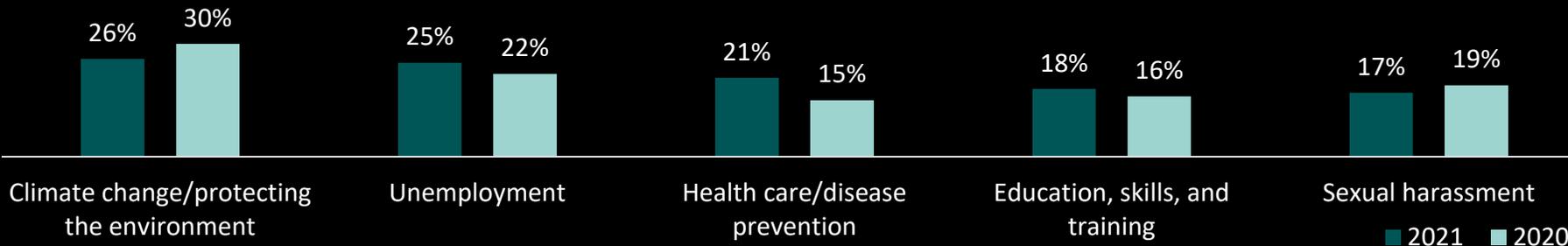
Health care/disease prevention **tops millennials' list of concerns** as a result of the pandemic

Greatest personal concerns for millennials, year over year:



Climate change remains the **No. 1 concern for Gen Z**, but their focus on health care/disease prevention has also grown

Greatest personal concerns for Gen Zs, year over year:



The affects of reduced carbon emissions during the pandemic lockdowns may have stoked **environmental optimism**

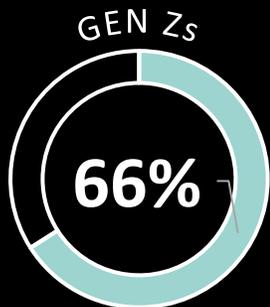
About **40%** believe that people's commitment to take personal action for environmental issues will be greater, post pandemic.



Though **~60%** fear business' commitment to helping combat climate change will be deprioritized as they reckon with challenges brought on by the pandemic.

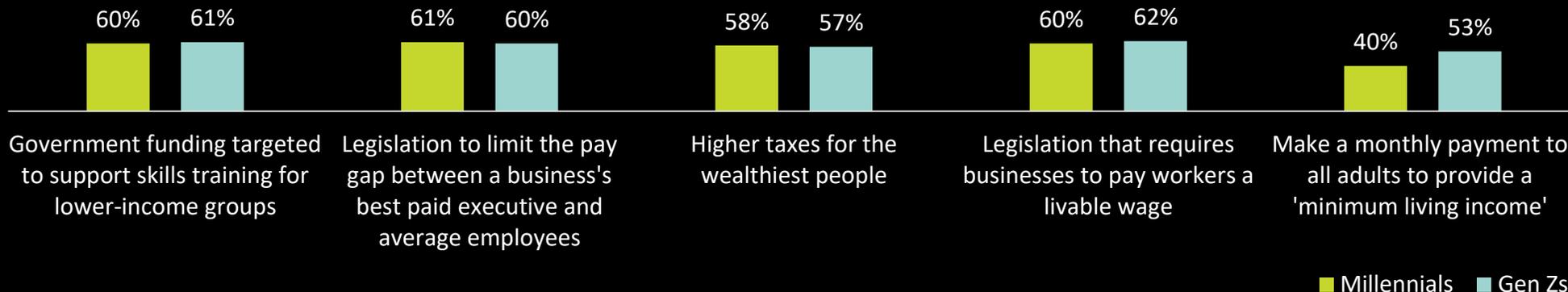
They have serious concerns and misgivings about the scale of wealth and income inequality

Young people think **wealth is distributed unequally** in society



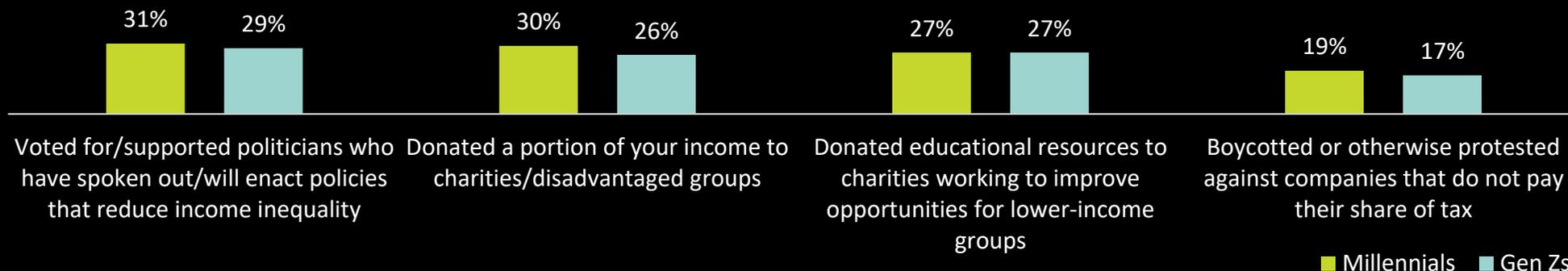
Many believe **government intervention** will be needed to drive change.

Percent of respondents who think the following actions would help reduce inequality in their country:



Nearly a third have **voted for or otherwise supported politicians** who want to reduce income inequality.

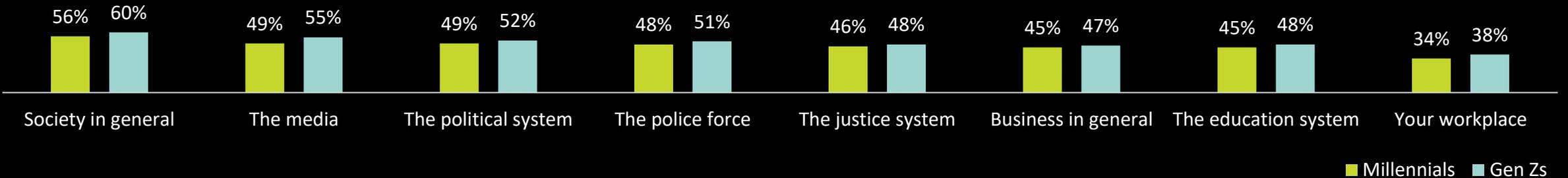
Actions taken to help reduce income inequality in their country:



Most young people say systemic racism is very or fairly widespread in society...

Young people see **racism as a pervasive problem** across institutions.

Percent of respondents who believe systemic racism is very or fairly widespread within the following institutions:



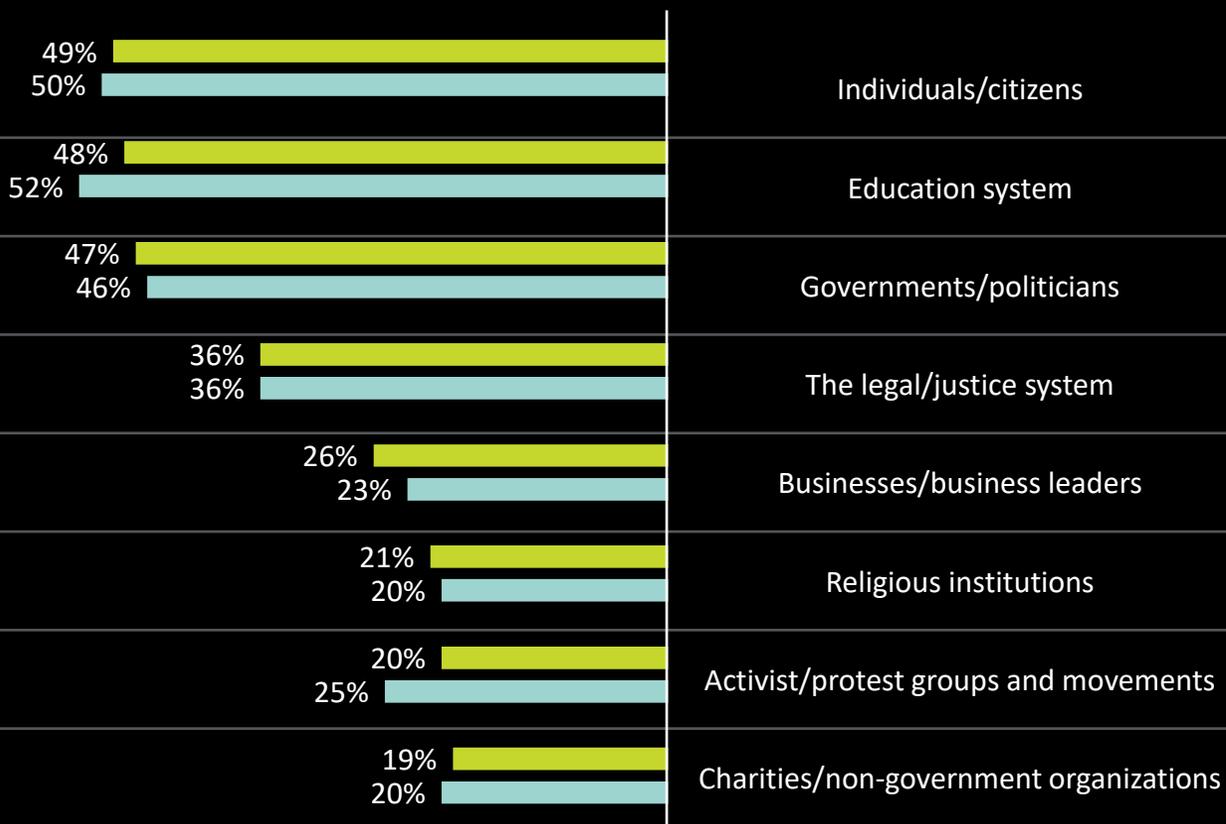
The past year shined a spotlight on the issue in such a way that 55% of all respondents agreed **society is at a tipping point on the issue of discrimination and racism.**



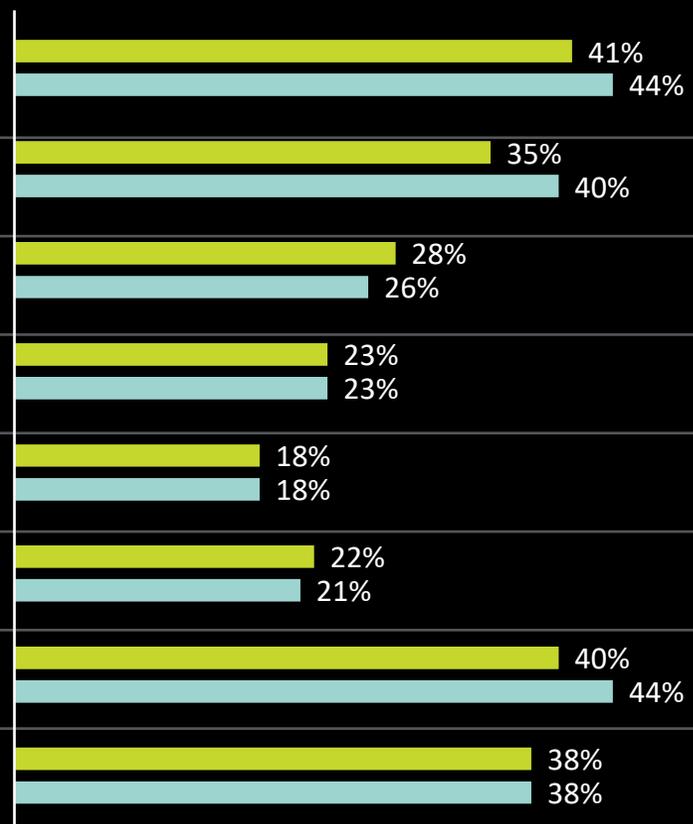
...but many believe institutions are falling short of their potential to drive change

Those seen as having the greatest potential to **address systemic racism** are not the ones making the greatest effort.

Perceptions of potential to bring about change with respect to racism:

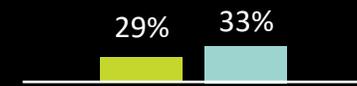


Perceptions of those making the greatest efforts with respect to racism:

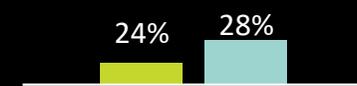


■ Millennials ■ Gen Zs

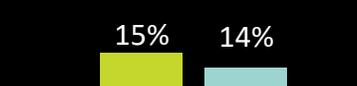
Young people are taking **action to try to tackle discrimination.**



Tried to educate and change the views of those around them



Tried to educate themselves on this issue

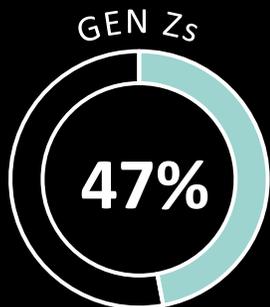


Boycotted a company because of its views

■ Millennials ■ Gen Zs

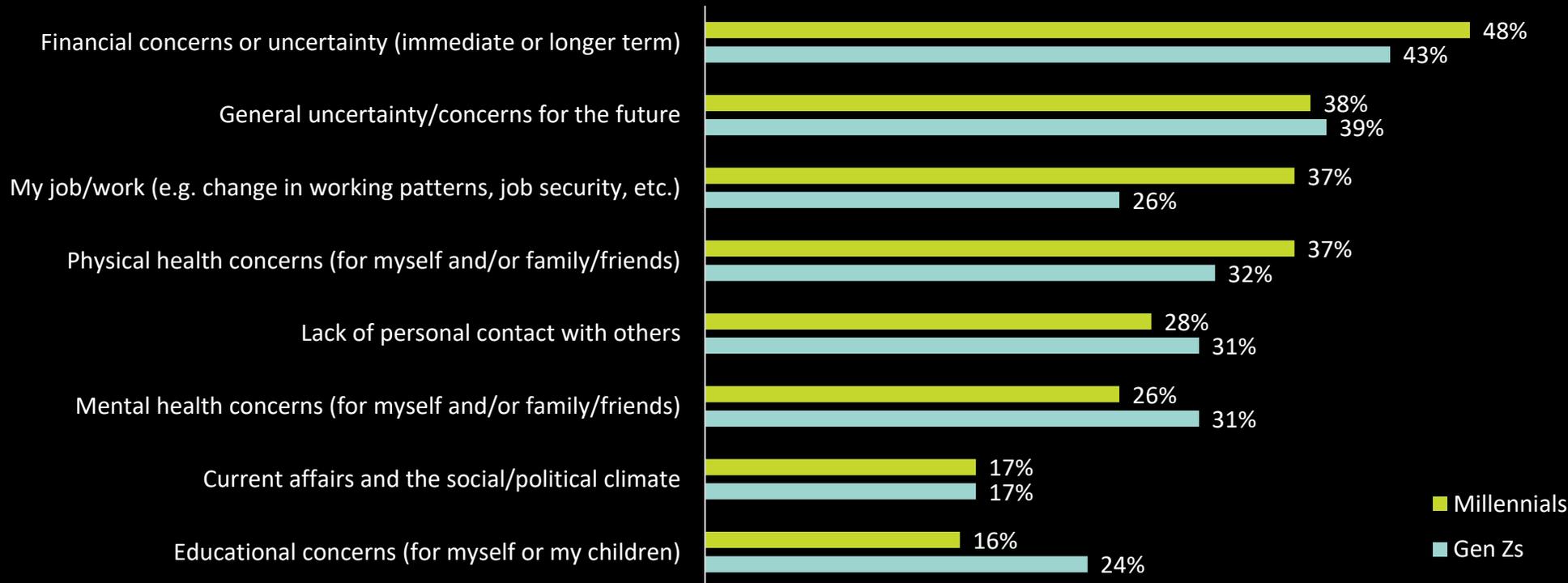
Stress has returned to pre-pandemic levels

Young people say they feel **stressed all or most of the time**.



The pandemic has created much uncertainty and **stress around their financial futures**.

Contributors to feeling more stressed/anxious since the pandemic started:



Just 36% of millennials and 40% of Gen Zs believed their personal financial situations would improve during the next 12 months. Conversely, about one in five from each group **assumed their financial situations would worsen**.

The stigma around struggles with mental health, particularly in the workplace, remains



About a third of all respondents (millennials 31%, Gen Zs 35%) said **they've taken time off work due to stress and anxiety** since the start of the pandemic.



Nearly half of this group **gave their employer a different reason** for their absence.



Nearly four in 10 respondents **disagreed with the statement, "My employer has taken actions to support my mental well-being during this time."**

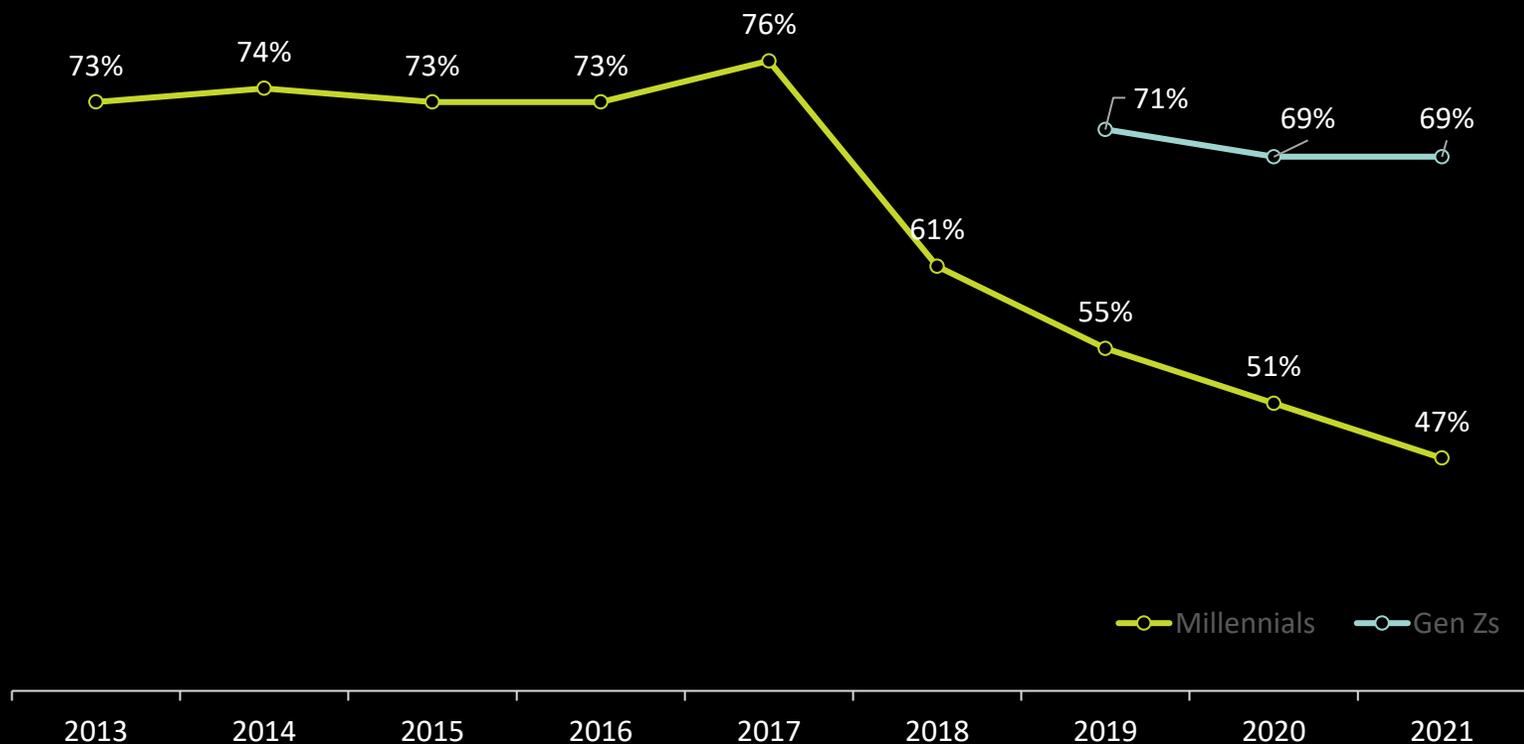


A stigma around mental health challenges in the workplace may explain why only **38% of millennials** and **35% of Gen Zs** said they've spoken openly with their supervisors about the stress they're feeling.

Barely half say business is a force for good

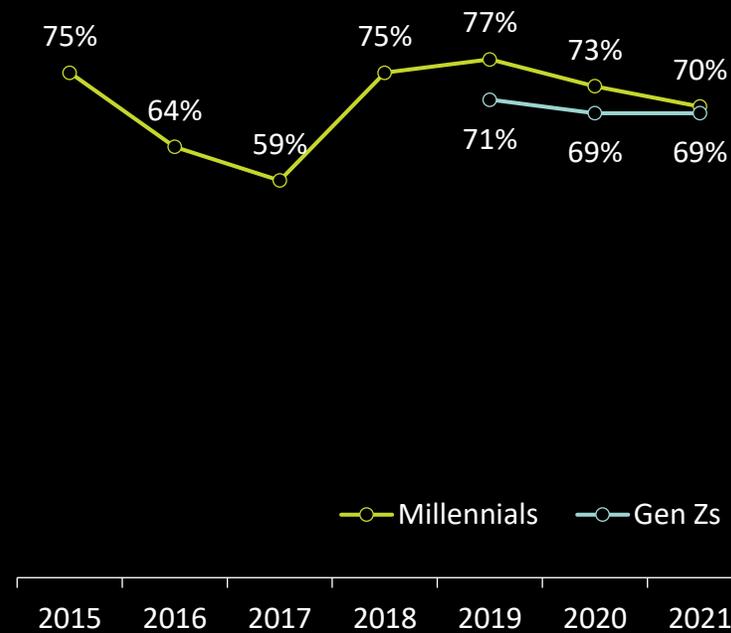
In a five-year span ending in 2021, the number of millennials who felt business was a “force for good” **dropped from three-quarters to half.**

Percentage of millennials who say businesses have a very positive/fairly positive impact on wider society:



Those who say businesses focus on their **own agenda rather than considering wider society** slightly decreased from last year.

Percentage who agree with the above statement, year over year:

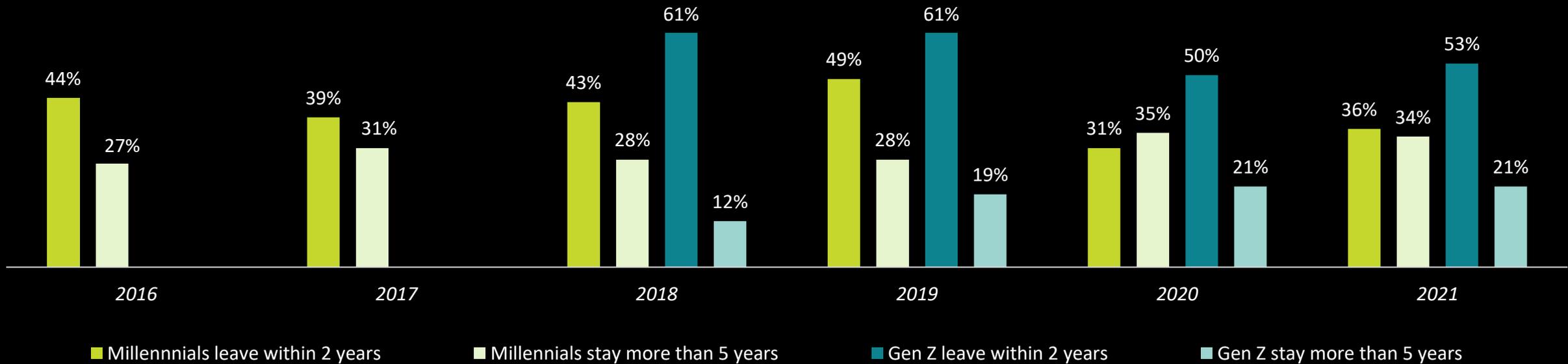


Job loyalty slips from its 2020 peak

Job loyalty peaked in 2020, pre-pandemic

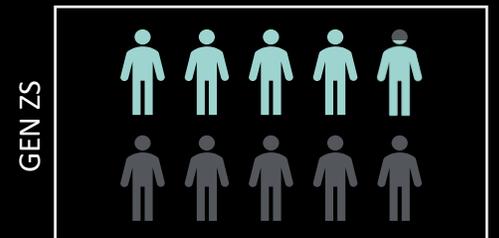
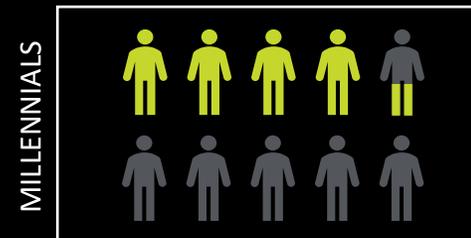
Loyalty levels slipped in 2021 but are still higher than they've typically been over the past 5 years.

Percent of millennials who expect to leave in the next two years:

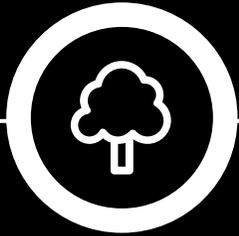


Their values affect their employment decisions

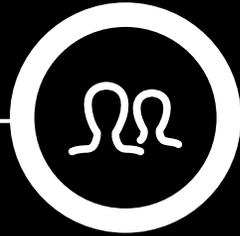
In 2021, **44% of millennials** surveyed and **49% of Gen Zs** said they have made choices over the types of work they'd do and the organizations they're willing to work for based on their personal beliefs/ethics over the past two years.



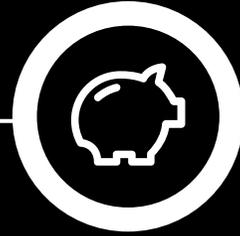
Key takeaways for business leaders



Ensure that the **environment doesn't fall down** the list of the organization's priorities



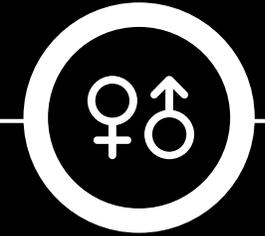
Reevaluate the ways they look at hiring and retention to **promote diversity and inclusion**



Examine the role employers can play in **supporting employees struggling with economic uncertainty** and financial stress



Prioritize **mental health support** and resources, and create cultures where it's OK to acknowledge stress



Pursue initiatives that **alleviate challenges and biases** unique to women in the workplace

Young people are tired of waiting for change to happen and are taking action to hold others accountable.

It's difficult for millennials and Gen Zs to change the world when many are worried about their own families' health and futures. That's not stopping them from trying, though. They are resilient and resolute, and business leaders who share their vision for a better future would do well to encourage those characteristics and enable their ambitions in every way possible.



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