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 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 Finland’s Gen Zs and millennials stand out from their global counterparts on these key themes.
300 total respondents in Finland: 200 Gen Zs and 100 millennials

GEN Z PROFILE

Gender
- 48% Identify as male
- 48% Identify as female

Parents
- 17% Yes
- 83% No

Education
- 18% Pursuing/gained trade qualification
- 47% Pursuing university degree
- 14% Pursuing high school degree
- 6% Gained high school degree
- 15% Gained university degree

MILLENIAL PROFILE

Gender
- 50% Identify as male
- 50% Identify as female

Parents
- 53% Yes
- 47% No

Education
- 26% Pursuing/gained trade qualification
- 12% Pursuing university degree
- 10% Pursuing high school degree
- 52% Gained high school degree
- 4% Gained university degree

Employment
- 10% Working full-time
- 4% Working part-time
- 4% Temporary or freelance
- 19% Full-time education
- 40% Not working/unpaid

Job seniority
- 10% Junior executive
- 8% Midlevel executive
- 6% Senior executive
- 15% Head of department
- 4% Senior management/board
- 27% Under 100
- 34% 100-249
- 18% 250-999
- 15% 1,000+
- 4% Don’t know/Not sure

Organization size
- 17% Under 100
- 18% 100-249
- 8% 250-999
- 4% 1,000+
- 41% Don’t know/Not sure

Employment
- 10% Working full-time
- 4% Working part-time
- 4% Temporary or freelance
- 19% Full-time education
- 40% Not working/unpaid

Job seniority
- 10% Junior executive
- 5% Midlevel executive
- 6% Senior executive
- 24% Head of department
- 13% Senior management/board
- 44% Under 100
- 19% 100-249
- 11% 250-999
- 12% 1,000+
- 5% Don’t know/Not sure

Organization size
- 15% Under 100
- 18% 100-249
- 8% 250-999
- 4% 1,000+
- 44% Don’t know/Not sure
How they expect the **overall economic situation** in their country will change over the next 12 months:

**Finland Gen Zs**
- 2021: 42%
- 2022: 46%

**Finland millennials**
- 2021: 40%
- 2022: 44%

**Global Gen Zs**
- 2021: 41%
- 2022: 37%

**Global millennials**
- 2021: 43%
- 2022: 37%

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

**Finland Gen Zs**
- 2021: 28%
- 2022: 43%

**Finland millennials**
- 2021: 38%
- 2022: 41%

**Global Gen Zs**
- 2021: 39%
- 2022: 44%

**Global millennials**
- 2021: 41%
- 2022: 39%

*Not asked in China
Percentage of respondents who think businesses have a very/fairly positive impact on society:

- **Finland Gen Zs**: 51% in 2021, 55% in 2022
- **Global Gen Zs**: 48% in 2021, 47% in 2022
- **Finland millennials**: 37% in 2021, 45% in 2022
- **Global millennials**: 43% in 2021, 44% in 2022
Top concerns

Top five issues of greatest concern:

**Finland Gen Zs**
- Climate change/protecting the environment: 32%
- Mental health of my generation: 29%
- Cost of living: 24%
- Unemployment: 19%
- Crime/personal safety: 19%

**Global Gen Zs**
- Cost of living: 29%
- Climate change/the environment: 24%
- Unemployment: 20%
- Mental health of my generation: 19%
- Sexual harassment: 17%

**Finland millennials**
- Cost of living: 42%
- Climate change/protecting the environment: 35%
- Unemployment: 21%
- Income inequality/distribution of wealth: 20%
- Immigration/displaced populations: 19%

**Global millennials**
- Cost of living: 36%
- Climate change/protecting the environment: 25%
- Health care/disease prevention: 21%
- Unemployment: 20%
- Crime/personal safety: 18%
2022 Gen Z and Millennial Survey

Financial concerns and the prevalence of side jobs

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

- I feel financially secure: 45% (Finland Gen Zs), 40% (Global Gen Zs), 41% (Finland millennials), 46% (Global millennials)
- I am confident I will be able to retire with financial comfort: 38% (Finland Gen Zs), 43% (Global Gen Zs), 41% (Finland millennials), 41% (Global millennials)
- I can comfortably pay all of my living expenses each month: 50% (Finland Gen Zs), 47% (Global Gen Zs), 47% (Finland millennials), 55% (Global millennials)
- I live paycheck to paycheck and worry that I won’t be able to cover my expenses: 36% (Finland Gen Zs), 46% (Global Gen Zs), 38% (Finland millennials), 47% (Global millennials)

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:

- 36% (Finland Gen Zs) vs. 43% (globally)
- 16% (Finland millennials) vs. 32% (globally)

Top side jobs held in Finland*:

- Writing/hosting a blog, podcast, or newsletter (30% of Gen Zs)
- Child/pet care (24% of Gen Zs)
- Driving for a ride sharing app (23% of Gen Zs)
- Consulting/running your own business (19%)
- Pursuing artistic ambitions (14% of Gen Zs)

*Caution small base Gen Z (32), millennials data removed to insufficient base (15)
Those who would like to stay in their jobs beyond five years or leave within two:

Finland Gen Zs

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay beyond 5 years</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>Leave within 2 years</td>
<td>60%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Finland millennials

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay beyond 5 years</td>
<td>42%</td>
<td>20%</td>
</tr>
<tr>
<td>Leave within 2 years</td>
<td>32%</td>
<td>39%</td>
</tr>
</tbody>
</table>

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

Finland Gen Zs: 32%

Finland millennials: 32%

Top reasons Gen Zs and millennials left their organizations:

- Pay wasn't high enough: Finland Gen Zs 24%, Finland millennials 31%
- The role didn't offer a positive work/life balance: Finland Gen Zs 21%, Finland millennials 11%
- The role didn't offer mentorship/opportunities to advance/gain new experiences: Finland Gen Zs 19%, Finland millennials 7%
- Lack of flexibility to work where I want: Finland Gen Zs 18%, Finland millennials 9%
- I felt the job/workplace was detrimental to my mental health: Finland Gen Zs 12%, Finland millennials 24%

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

- Good work/life balance: Finland Gen Zs 35%, Finland millennials 34%
- To derive a sense of meaning from work: Finland Gen Zs 26%, Finland millennials 35%
- Has a diverse and inclusive workforce and/or leadership team: Finland Gen Zs 25%, Finland millennials 8%
- Positive workplace culture: Finland Gen Zs 21%, Finland millennials 18%
- Learning and development opportunities: Finland Gen Zs 20%, Finland millennials 25%
**Growing demand for hybrid work arrangements**

### Current working patterns:

- **Finland Gen Zs**
  - I always work remotely: 13%
  - I have a hybrid work arrangement: 31%
  - I always work in an office: 55%
  - Don’t know/not sure: 2%

- **Finland millennials**
  - I always work remotely: 13%
  - I have a hybrid work arrangement: 30%
  - I always work in an office: 53%
  - Don’t know/not sure: 4%

### Preferred working patterns:

- **Finland Gen Zs**
  - To always work remotely: 11%
  - To have a hybrid work arrangement: 65%
  - To always work in the office: 21%
  - Don’t know/not sure: 4%

- **Finland millennials**
  - To always work remotely: 13%
  - To have a hybrid work arrangement: 65%
  - To always work in the office: 16%
  - Don’t know/not sure: 6%

*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.*
2022 Gen Z and Millennial Survey

The impact of remote work

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

- 33% It makes getting my work done each day easier
- 26% It has helped me save money
- 25% It makes me want to stay with my current employer longer
- 23% It makes me feel isolated/excluded
- 22% It frees up my time to do other things that I care about

Top 5 impacts of remote work for millennials in Finland:

- 46% It frees up my time to do other things that I care about
- 33% It has helped me save money
- 33% It makes getting my work done each day easier
- 23% It makes me feel isolated/excluded
- 22% It makes forming connections with colleagues more difficult
If Gen Zs in Finland were in charge, they’d prioritize the following initiatives to improve work/life balance:

- Experiment with reduced working weeks: 23%
- Allow employees to work flexible working hours: 17%
- Restrict sending any work emails outside of set business hours: 12%
- Ensure that employees who work part-time have comparable career advancement opportunities to full-time employees: 12%
- Allow employees to work remotely if they wish: 12%

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

- Allow employees to work remotely if they wish: 25%
- Allow employees to work flexible working hours: 22%
- Experiment with reduced working weeks: 15%
- Create more job-sharing options: 10%
- Ensure that employees who work part-time have comparable career advancement opportunities to full-time employees: 8%
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):

- **Gen Zs**
  - Finland: 68%
  - Global: 75%

- **Millennials**
  - Finland: 73%
  - Global: 73%

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

- **Finland Gen Zs**: 46%
- **Global Gen Zs**: 68%
- **Finland millennials**: 35%
- **Global millennials**: 66%
Those who try to minimize their personal impact on the environment:

- **Global Gen Zs**
  - 90% make an effort to protect the environment
  - 63% I consistently or often try
  - 26% I try, but could do more
  - 5% I rarely try
  - 5% Don’t know

- **Finland Gen Zs**
  - 85% make an effort to protect the environment
  - 55% I consistently or often try
  - 30% I try, but could do more
  - 12% I rarely try
  - 3% Don’t know

- **Global millennials**
  - 90% make an effort to protect the environment
  - 66% I consistently or often try
  - 24% I try, but could do more
  - 6% I rarely try
  - 5% Don’t know

- **Finland millennials**
  - 80% make an effort to protect the environment
  - 54% I consistently or often try
  - 26% I try, but could do more
  - 14% I rarely try
  - 6% Don’t know

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

- **Finland Gen Zs**
  - 8% 

- **Global Gen Zs**
  - 15%

- **Global millennials**
  - 7%

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

- **Finland Gen Zs**
  - 20%

- **Global Gen Zs**
  - 11%

- **Global millennials**
  - 20%

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2022 Gen Z and Millennial Survey

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:

- **45%** of Gen Zs in Finland
- **35%** of millennials in Finland
  - vs. **48%** of Gen Zs globally
  - vs. **43%** of millennials globally

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

- **Sustainability-orientated employee benefits** (23% of Gen Zs and 15% of millennials)
- **Providing training for employees on how they can make a positive impact on the environment in everyday activities** (15% of Gen Zs and 8% of millennials)
- **Ban on single-use plastic products at work/office locations** (12% of Gen Zs and 11% of millennials)
- **Providing employees incentives to make better environmental choices** (12% of Gen Zs and 16% of millennials)
- **Renovating office locations to be greener** (11% of Gen Zs and 16% of millennials)
## 2022 Gen Z and Millennial Survey

### Stress levels are high, particularly among Gen Zs

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

<table>
<thead>
<tr>
<th>Region</th>
<th>Gen Zs</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finland Gen Zs</td>
<td>41% (down 1 from 2021)</td>
<td>39% (down 10 from 2021)</td>
</tr>
<tr>
<td>Global Gen Zs</td>
<td>46% (no change from 2021)</td>
<td>38% (down 3 from 2021)</td>
</tr>
<tr>
<td>Finland millennials</td>
<td>39%</td>
<td>36%</td>
</tr>
<tr>
<td>Global millennials</td>
<td>46%</td>
<td>41%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Finland Gen Zs</th>
<th>Global Gen Zs</th>
<th>Finland millennials</th>
<th>Global millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>My Day-to-day Finances</td>
<td>43%</td>
<td>47%</td>
<td>32%</td>
<td>30%</td>
</tr>
<tr>
<td>My Longer-term Financial Future</td>
<td>42%</td>
<td>43%</td>
<td>39%</td>
<td>31%</td>
</tr>
<tr>
<td>Concerns About My Mental Health</td>
<td>46%</td>
<td>39%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>Family/personal Relationships</td>
<td>39%</td>
<td>30%</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>My Job/workload</td>
<td>39%</td>
<td>28%</td>
<td>28%</td>
<td>28%</td>
</tr>
</tbody>
</table>

*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):

<table>
<thead>
<tr>
<th></th>
<th>Gen Zs</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>46%</td>
<td>45%</td>
</tr>
<tr>
<td>Finland</td>
<td>35%</td>
<td>45%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>Gen Zs</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>44%</td>
<td>43%</td>
</tr>
<tr>
<td>Finland</td>
<td>47%</td>
<td>52%</td>
</tr>
</tbody>
</table>

#### 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):

- **Finland**: 51% of Gen Z vs. 57% of millennials globally
- **Finland**: 46% of Gen Z vs. 53% of millennials globally

#### 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):

- **Finland**: 51% of Gen Z vs. 53% of Gen Zs globally
- **Finland**: 39% of millennials vs. 51% of millennials globally
### Percentage who would not feel comfortable speaking openly with their direct manager about feeling stressed or anxious, or about other mental health challenges:

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zs in Finland</td>
<td>36%</td>
</tr>
<tr>
<td>Millennials in Finland</td>
<td>51%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zs in Finland</td>
<td>34%</td>
</tr>
<tr>
<td>Millennials in Finland</td>
<td>28%</td>
</tr>
</tbody>
</table>

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

#### Finland Gen Zs

<table>
<thead>
<tr>
<th>Reason</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Told them it was due to anxiety/stress</td>
<td>53%</td>
<td>44%</td>
</tr>
<tr>
<td>Gave a different reason</td>
<td>36%</td>
<td>40%</td>
</tr>
<tr>
<td>Prefer not to say/don’t know</td>
<td>12%</td>
<td>16%</td>
</tr>
</tbody>
</table>

#### Finland millennials

<table>
<thead>
<tr>
<th>Reason</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Told them it was due to anxiety/stress</td>
<td>82%</td>
<td>33%</td>
</tr>
<tr>
<td>Gave a different reason</td>
<td>18%</td>
<td>60%</td>
</tr>
<tr>
<td>Prefer not to say/don’t know</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Caution small base millennials (43)
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).

<table>
<thead>
<tr>
<th>Economic situation</th>
<th>Sociopolitical situation</th>
<th>Personal financial situation</th>
<th>Environment</th>
<th>Impact of business on wider society</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td></td>
<td>50</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Nothing positive at all</td>
<td></td>
<td>Half think we’re making progress</td>
<td>Everything is positive</td>
<td></td>
</tr>
</tbody>
</table>

**GEN ZS:**

- Gen Zs in Finland: 27 pts.
  - Identify as female: 22
  - Identify as male: 30

- Gen Zs globally: 36 pts.
  - Identify as female: 33
  - Identify as male: 40

**MILLENNIALS:**

- Millennials in Finland: 25 pts.
  - Identify as female: 21
  - Identify as male: 29

- Millennials globally: 35 pts.
  - Identify as female: 32
  - Identify as male: 39

*Global scores don’t include China.*