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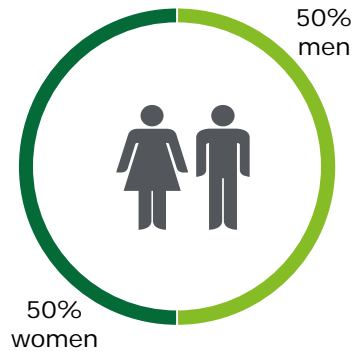
The 2018 Deloitte Millennial Survey

The Nordics
May 2018

Background

402 Millennial interviews achieved in The Nordics (all in full-time employment)

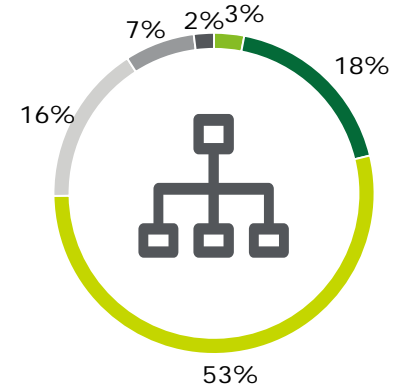
Gender



Have children

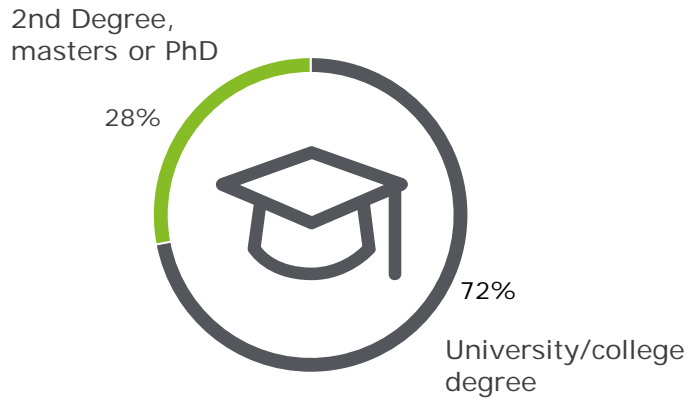


Job seniority/level

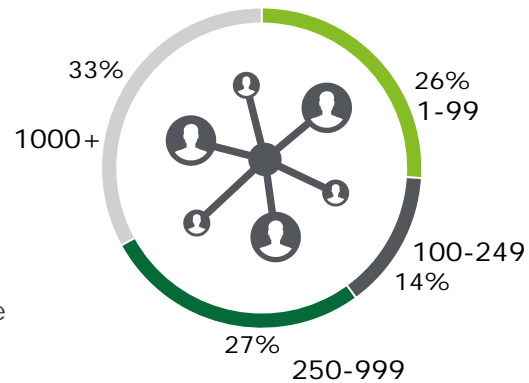


- Trainee/apprentice/graduate
- Junior-level executive
- Mid-level executive
- Senior executive
- Head of department/division
- Senior management team/board

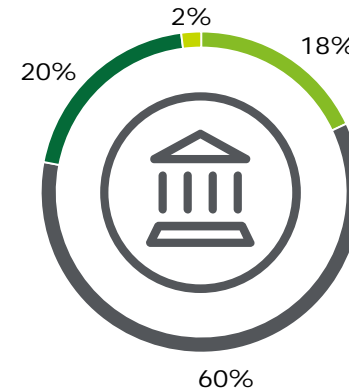
Education level



Organization size

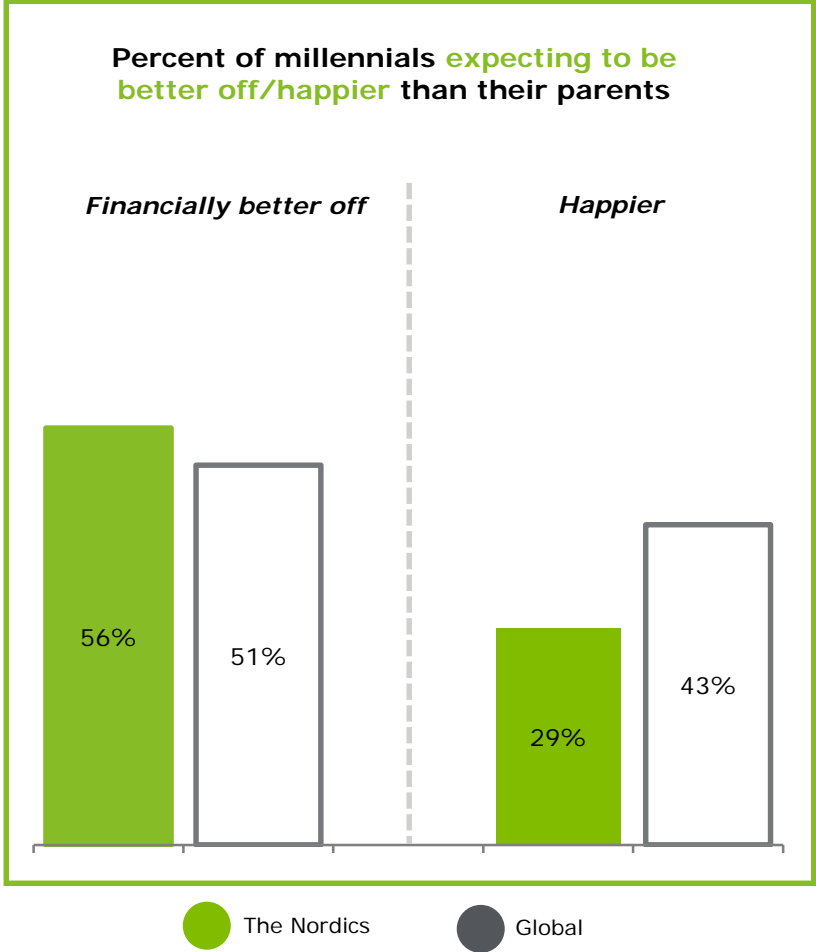
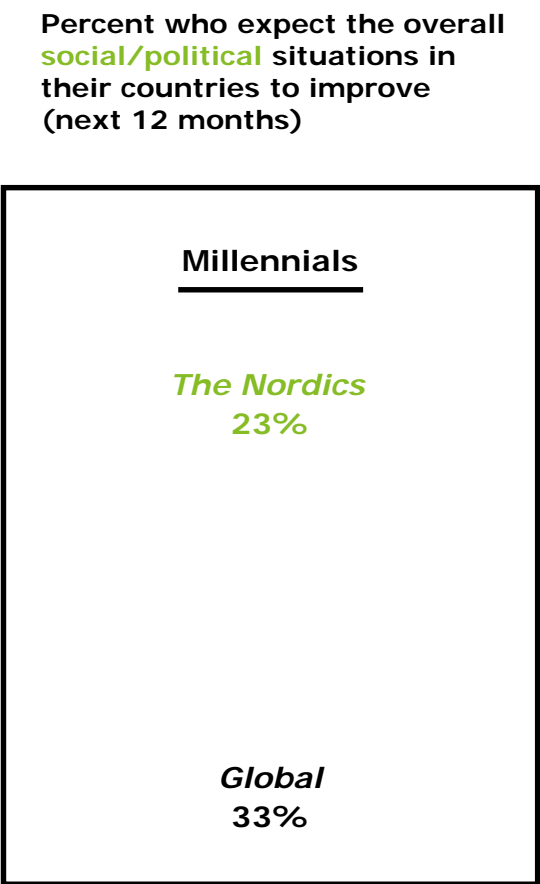
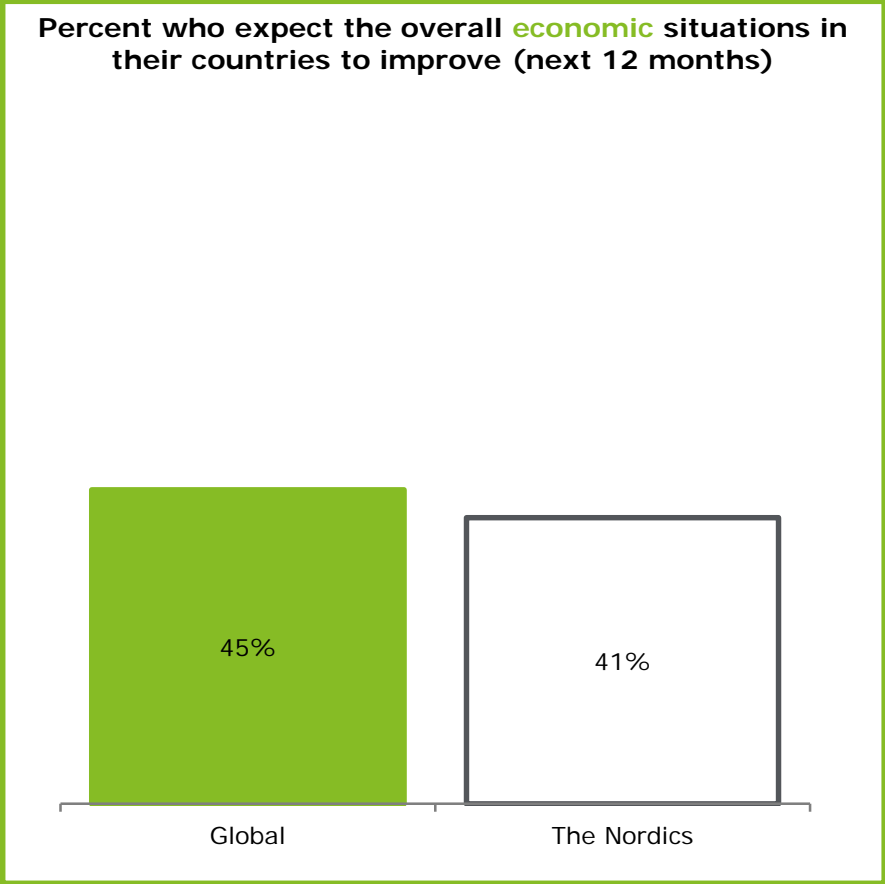


Organization type



- Listed/publicly owned business
- Privately owned business
- State-owned or public-sector organization
- Not-for-profit organization/charity

The Nordics economic, political and social outlook



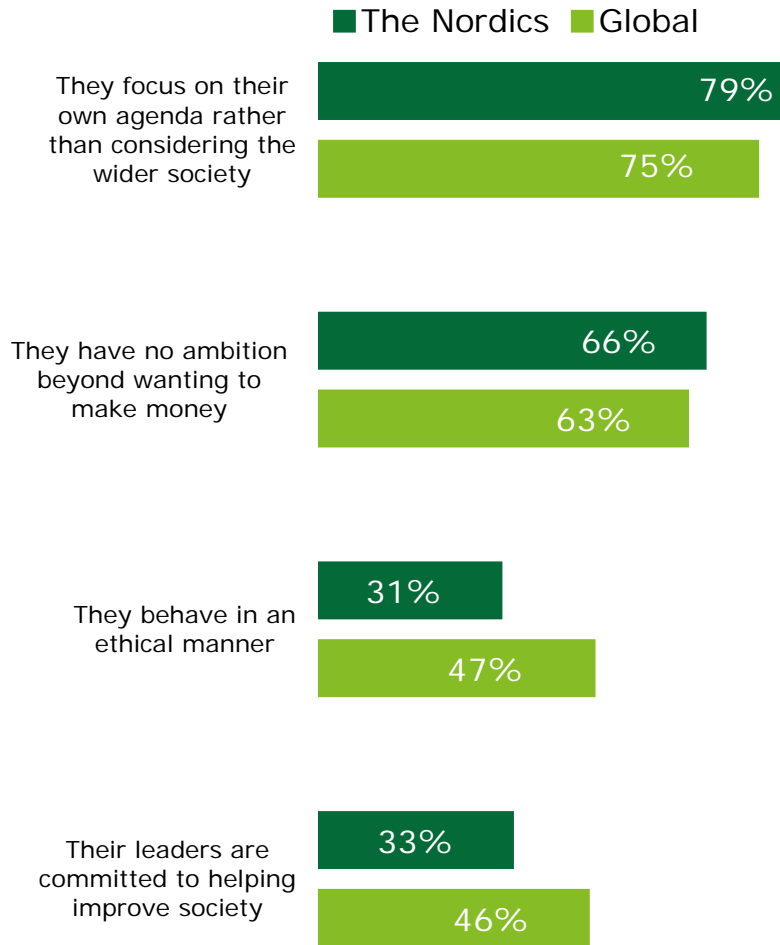
Top-five issues of greatest personal concern to millennials in **The Nordics**



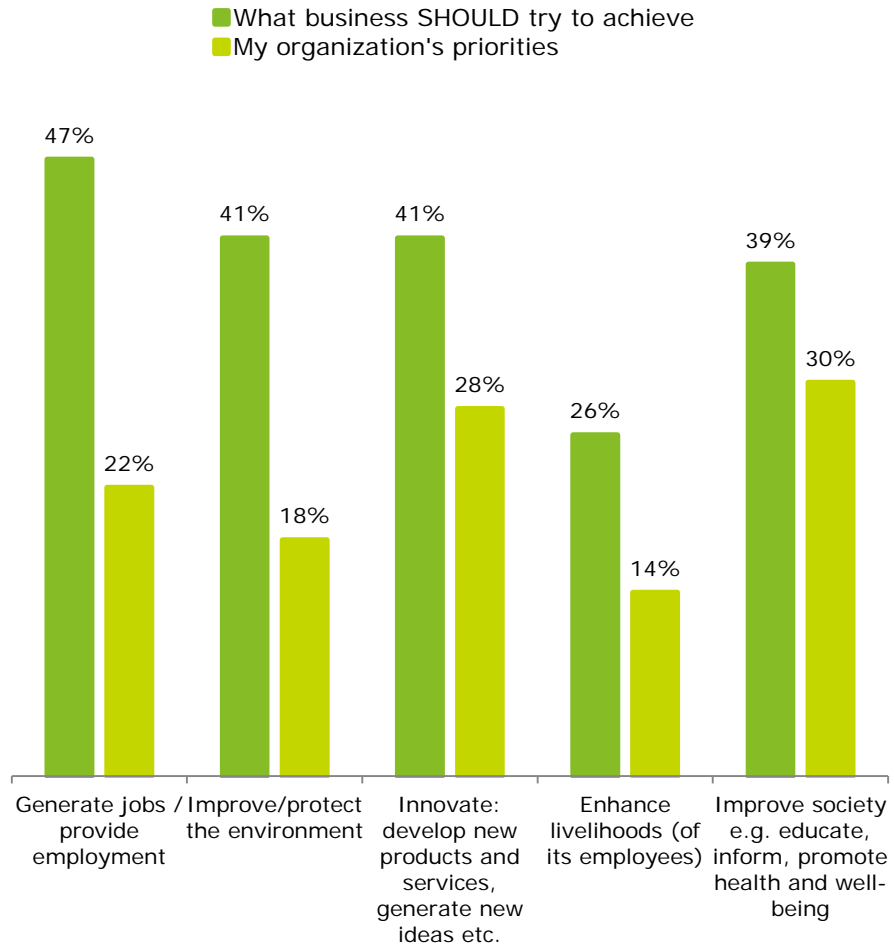
Q1. Do you expect the overall economic situation in your country to improve, worsen or stay the same over the next 12 months?
 Q2. Do you expect the overall social/political situation in your country to improve, worsen or stay the same over the next 12 months?
 Q3A/B. How do you feel about the future? Compared to your parents do you think you will be financially/materially better off/happier?
 Q4. Thinking about the challenges facing societies around the world, which three of the following issues are you personally most concerned about?
 Base: The Nordics 338, Global 10,455

The Nordics behavior, priorities and impact of business

Percent of millennials who agree with the following statements about **business' behavior**



Percent of millennials who say businesses... (showing top five "unmet" ambitions)



Percent of millennials who say the following groups are currently having a **positive** or **negative** impact upon society



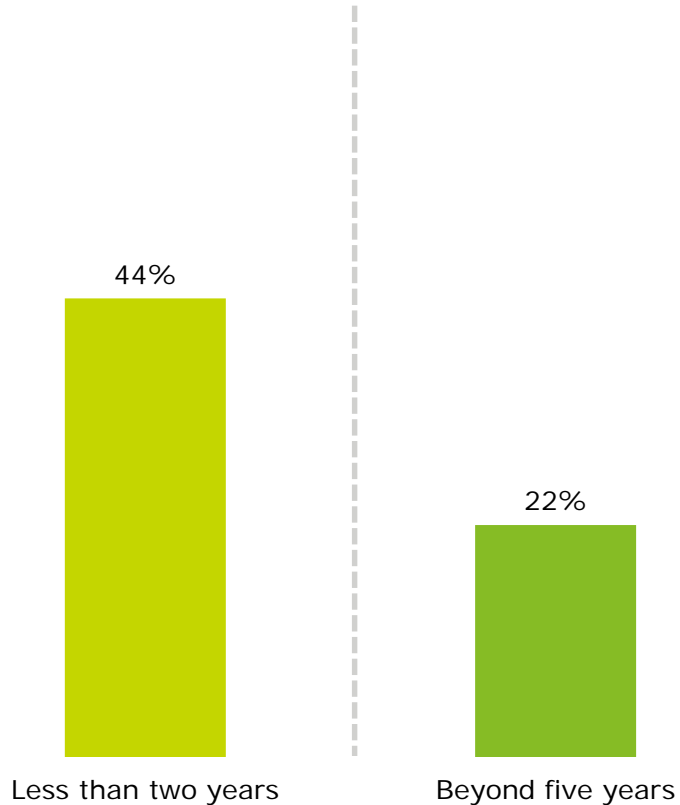
Q12. Thinking about businesses around the world, would you agree or disagree that the following statements describe their current behaviour? Q11a. Which of the following words and phrases match your own belief as to what business should try to achieve? Select up to three. Q11b. And what would you say are the main priorities pursued by the organization you currently work for? Select up to three.

Q6. Do you think the following groups are currently having a positive or negative impact on you and the world in which you live?

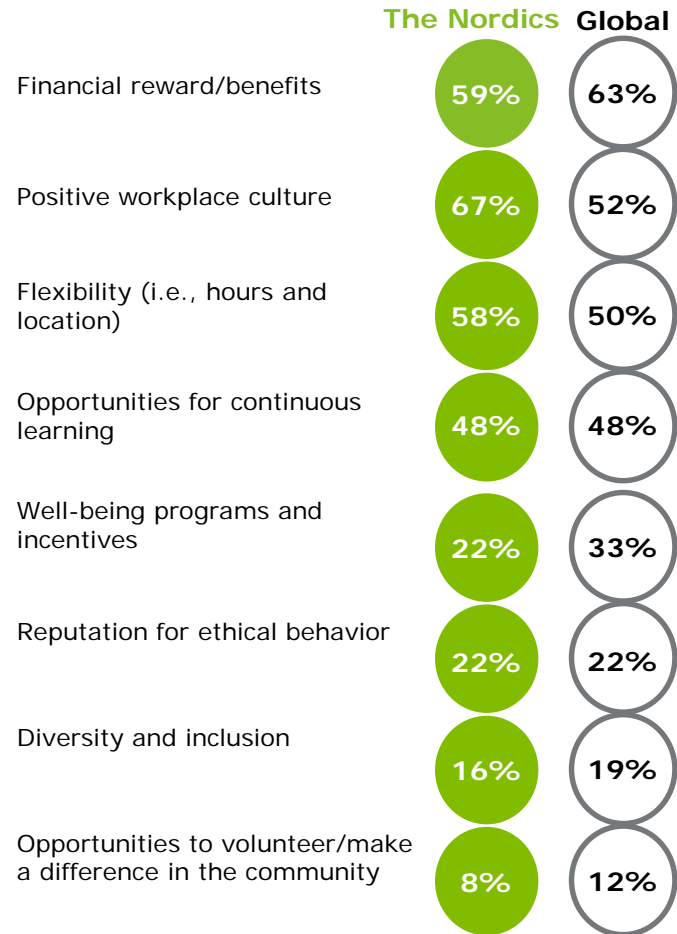
Base: the Nordics 338, Global 2018 / 2017 10,455 / 7,900

The Nordics loyalty, turnover and the gig economy

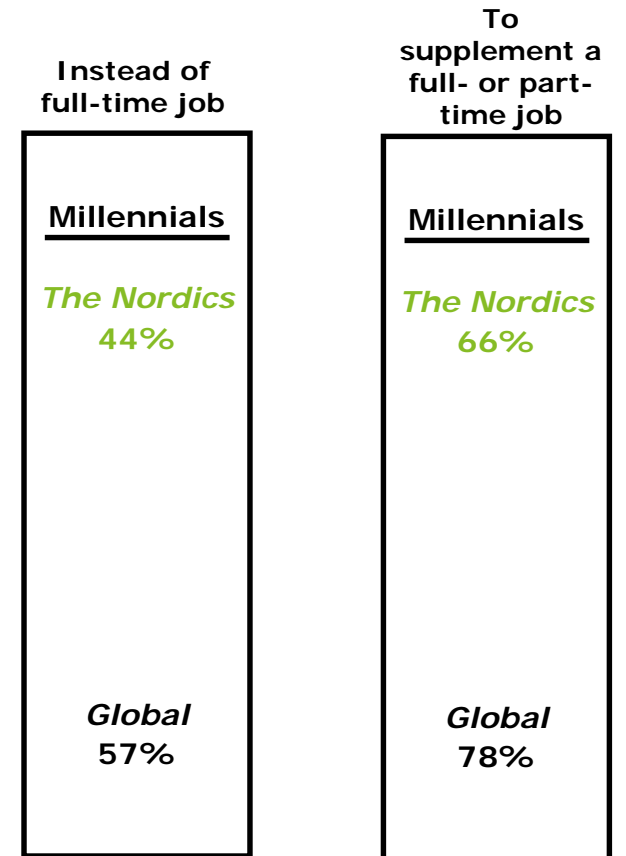
Percent who **expect to stay with their current employers** for...



What is important when choosing an employer?



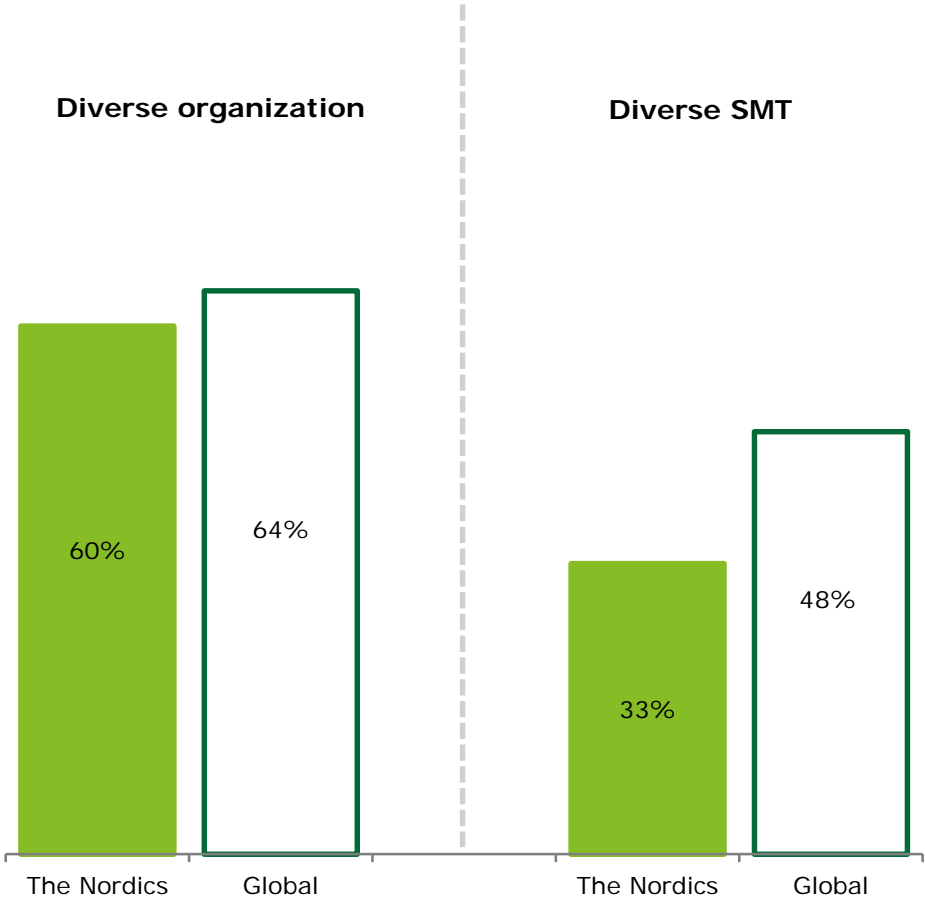
Millennials already joining or considering the **gig economy**...



The Nordics perceptions of business leaders where organizations and their senior management teams (SMT) are diverse

% of millennials who work for diverse organizations, or have diverse senior management teams (SMT)...

% of millennials saying business leaders are making a positive impact on the world in which they live



The Nordics
48%

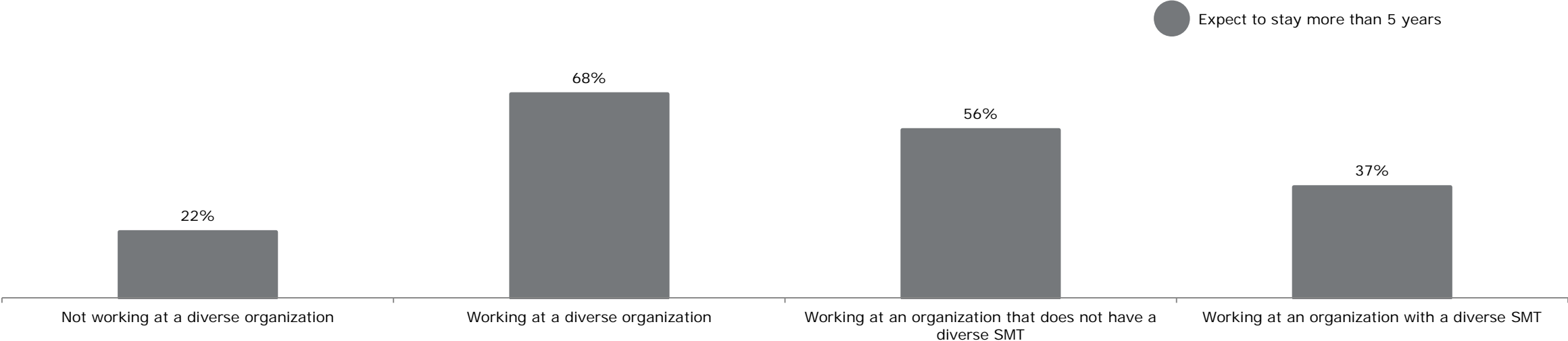
Nordics millennials in diverse organizations
53%

Nordics millennials in organizations with diverse SMTs
61%

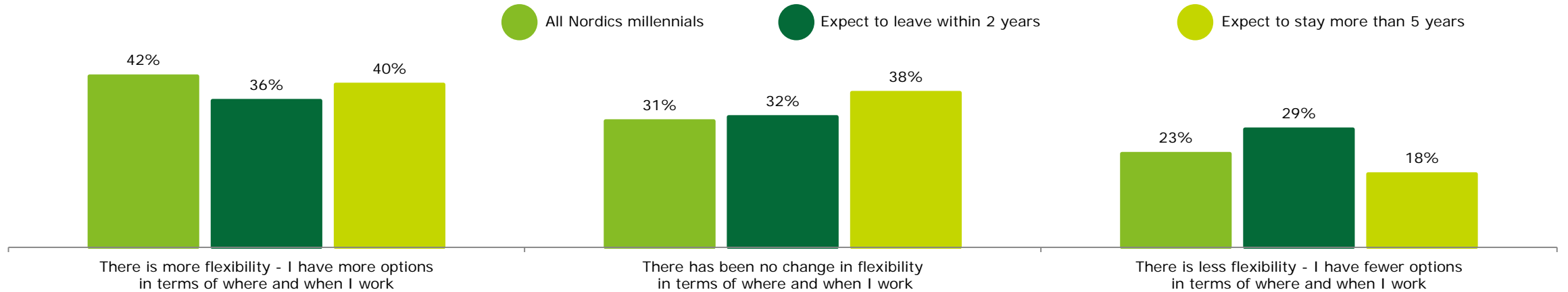
Q43. As regards the extent to which it reflects the wider society in which it operates, how would you describe the current level of diversity in... Your organisation's establishments in the Nordics / Your organisation's senior leadership team?
 Q6. Do you think the following groups are currently having a positive or negative impact on you and the world in which you live?
 Base: All Nordics Millennials 338, Millennials in Diverse Organisations 202, Millennials in Organisations with a Diverse SMT 113, Global 10,455

Diversity, flexibility and millennials' loyalty in Nordics

Percent of millennials who **expect to stay with their employer for more than 5 years...**

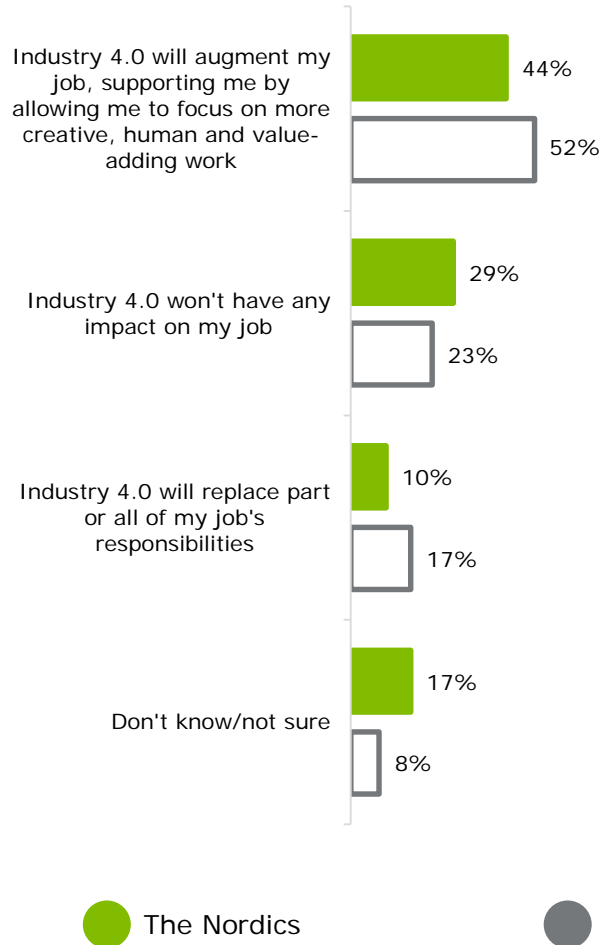


Percent of millennials who say that **in the past three years...**

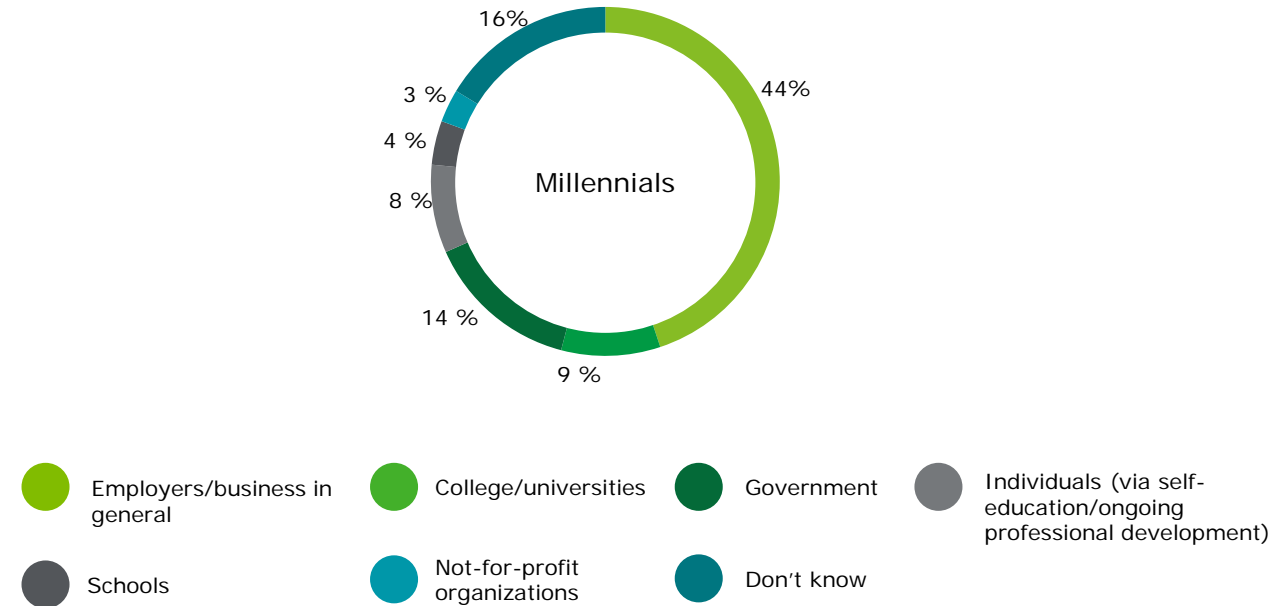


Industry 4.0: Impact and development

Percent of millennials who agree with the following statements about the **impact of Industry 4.0**



Percent of Nordics millennials saying these groups are **most responsible** for preparing workers for Industry 4.0



29% of millennials in The Nordics say their employers are helping to prepare them for Industry 4.0...

...compared with **36%** globally

Q32. What impact, if any, do you think Industry 4.0 might have on your job? Q34b. Who should be most responsible for preparing workers for the changes that will result from Industry 4.0? Q35. Is your organization helping you understand and prepare for the changes of Industry 4.0?
Base: Nordics 338, Globally 10,455



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