



Deloitte Global 2022 Gen Z and Millennial Survey

Country profile: India



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 (76%) 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 it 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.

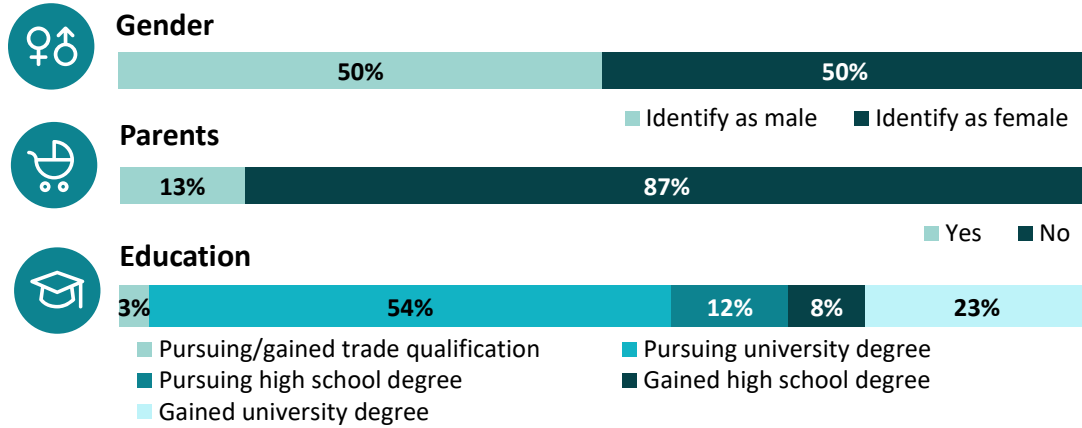
The following deck examines how **India's Gen Zs and millennials** stand out from their global counterparts on these key themes.

Country profile: India

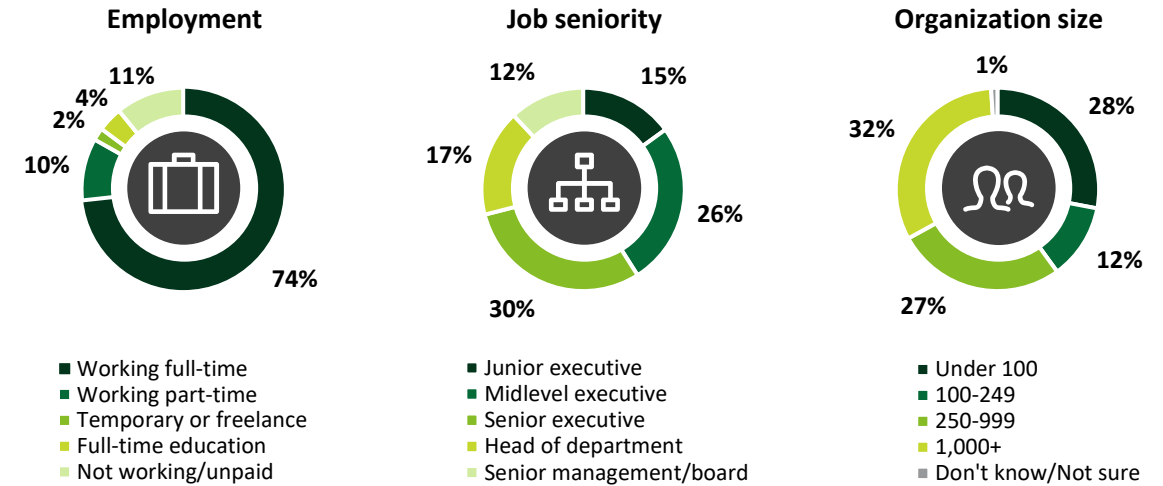
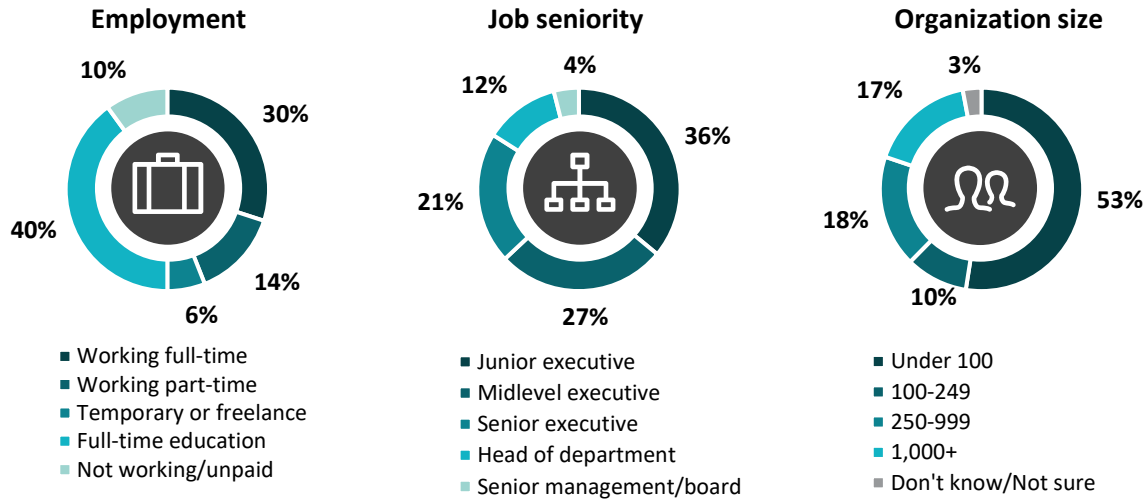
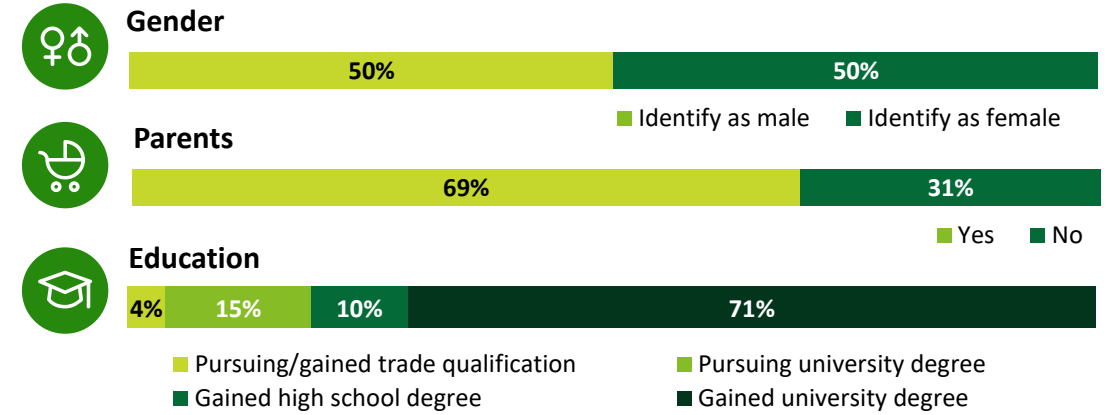


801 total respondents in India: 500 Gen Zs and 301 millennials

GEN Z PROFILE



MILLENNIAL PROFILE

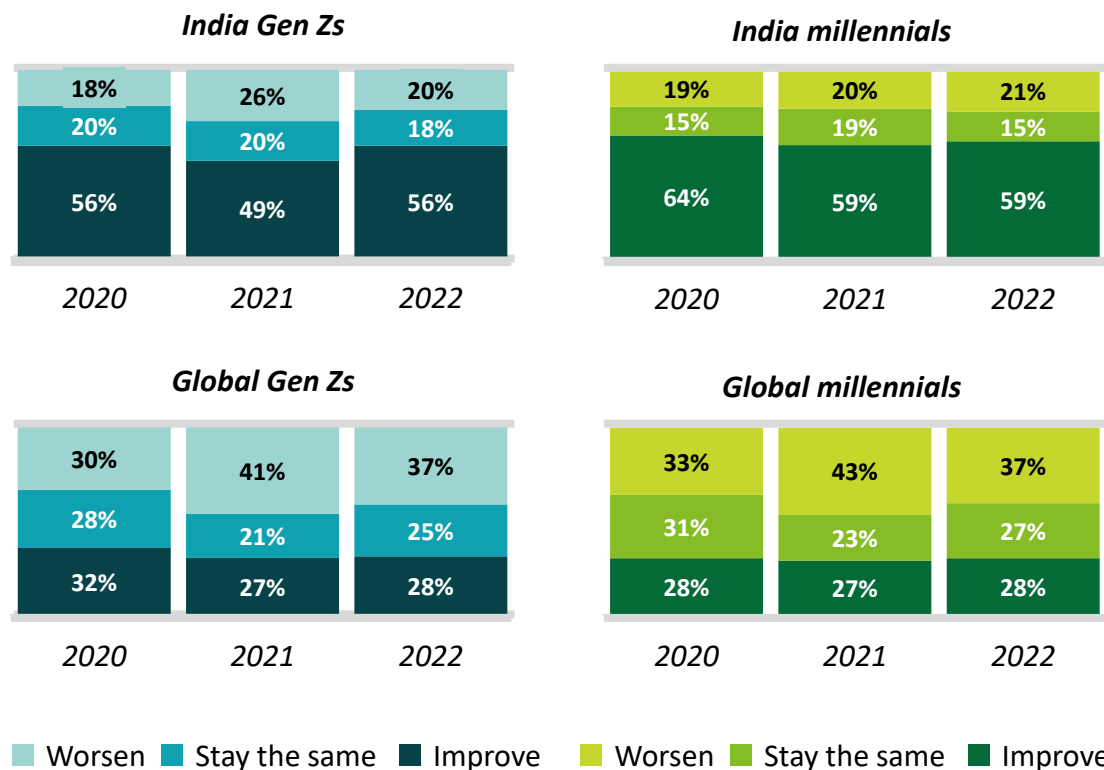


Economic and political outlook

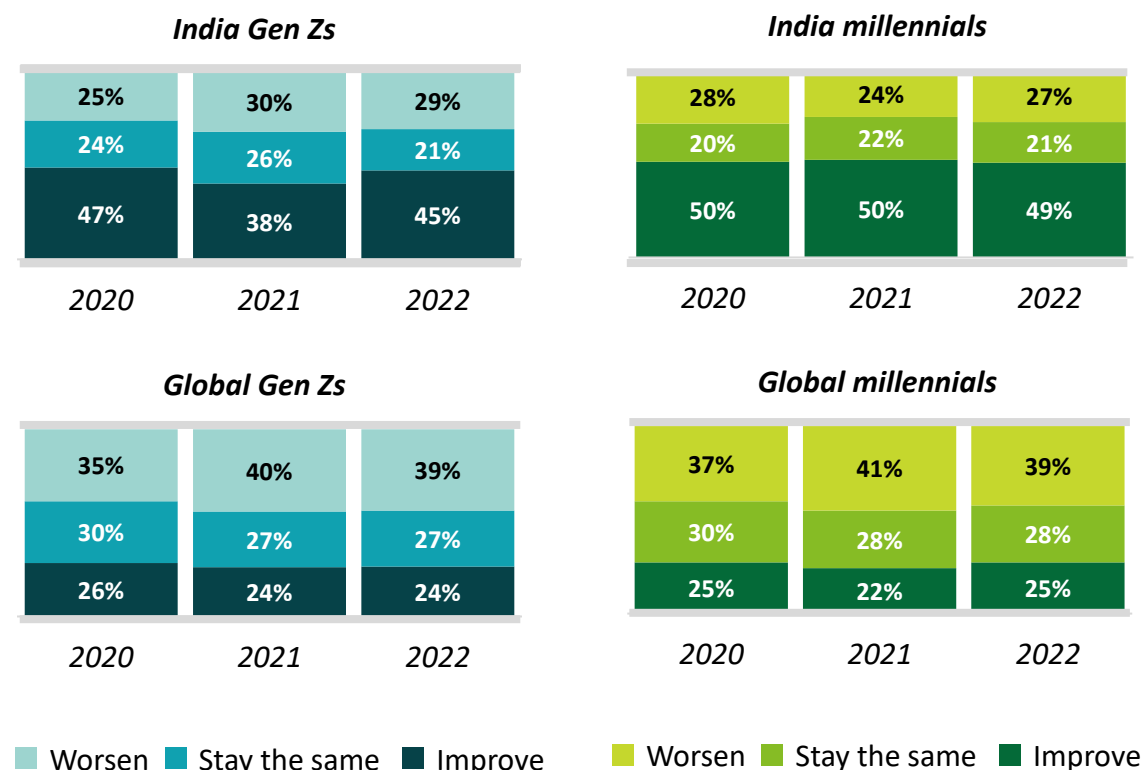
- The optimism regarding the economic and sociopolitical situation among Indian Gen Zs has returned to 2020 levels with about half thinking these situations will improve in the next 12 months.
- The outlook on the economic and sociopolitical situation for Indian millennials is unchanged from last year.
- Gen Zs and millennials in India are more likely to be optimistic about the economic and sociopolitical situation than the global average.



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



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



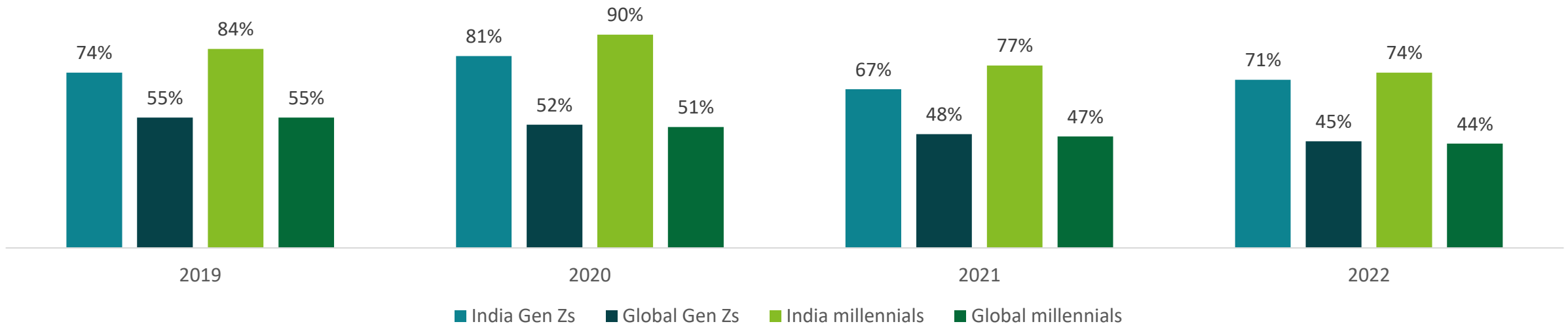
*Not asked in China

View of business' societal impact

- Gen Zs and millennials in India are much more likely than the global average to think business is having a positive societal impact. Still, these percentages have dropped over the past few years.



Percentage of respondents who think businesses have a very/fairly positive impact on society:

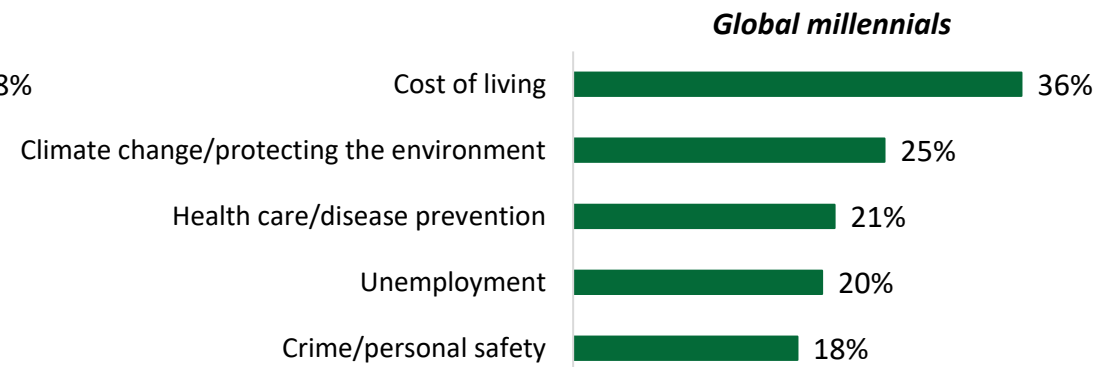


Top concerns

- Education, skills and training is the top concern among Gen Zs in India, while Indian millennials are more concerned about unemployment.
- Climate change/ protecting the environment is the second top concern for both groups which is in line with their global counterparts.
- While cost of living tops the list of concerns for Gen Zs and millennials globally, it is not a top five concern for either Gen Zs or millennials in India.



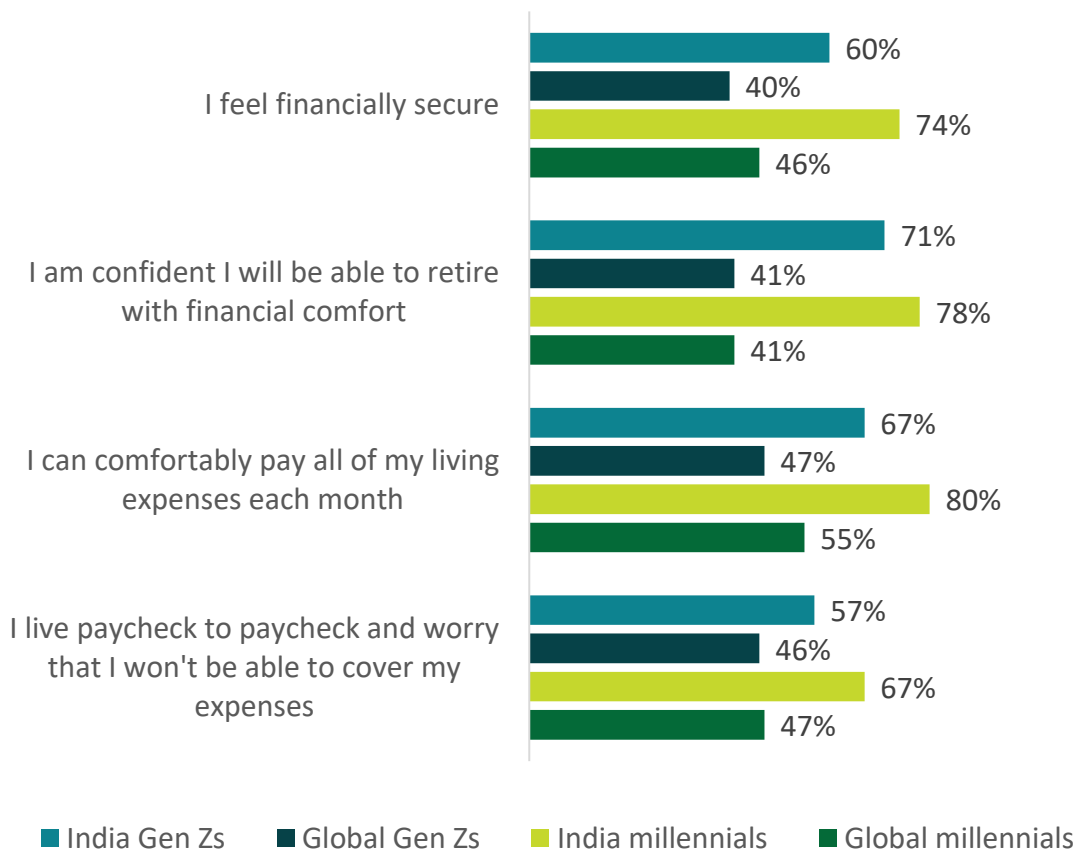
Top five issues of greatest concern:



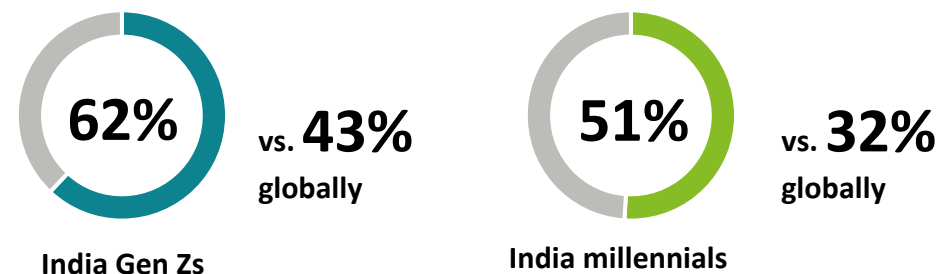
Financial concerns and the prevalence of side jobs

- Financial concerns seem less present in India compared to the global average, with over two thirds of Gen Zs and around 8 in 10 millennials feeling confident that they'll be able to retire comfortably and pay all their monthly expenses.
- A large proportion of Indian Gen Zs and millennials have a paying job in addition to their primary job. The top side jobs held in India are social media influencer, working for a non-profit, and selling products or services online.

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



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:



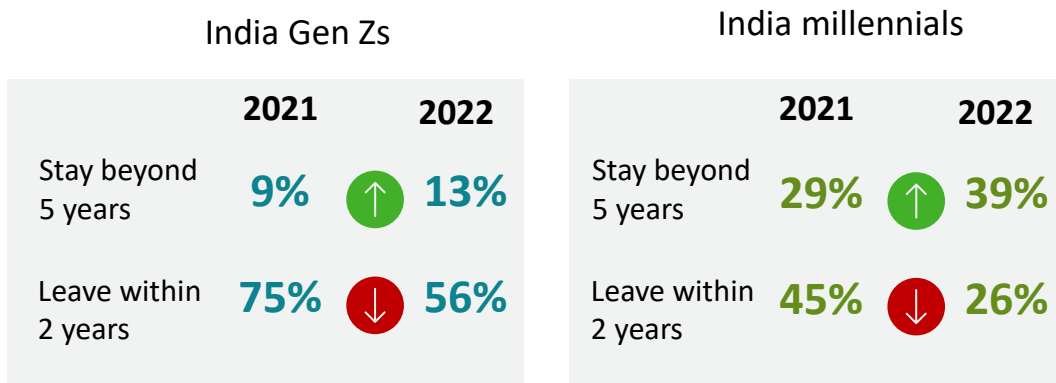
Top side jobs held in India:

- # Social media influencer (35% of Gen Zs and 34% of millennials)
- Working for a not-for-profit organization (26% of Gen Zs and 31% of millennials)
- Selling products or services through online platforms (25% of Gen Zs and 27% of millennials)
- Pursuing artistic ambitions (24% of Gen Zs and 25% of millennials)
- Writing/hosting a blog, podcast, or newsletter (23% of Gen Zs and 30% of millennials)

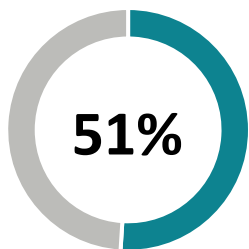
Job loyalty

- Indian Gen Zs and millennials display greater loyalty this year as compared to last year, but still more than half of Gen Zs and roughly a quarter of millennials plan to leave within two years.
- Pay not being high enough and lack of flexibility are the top two reasons why Gen Zs left their roles.
- Good work/life balance and learning opportunities are the top factors they prioritize when choosing a new job.

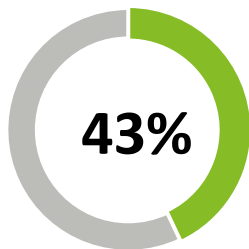
Those who would like to stay in their jobs beyond five years or leave within two:



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

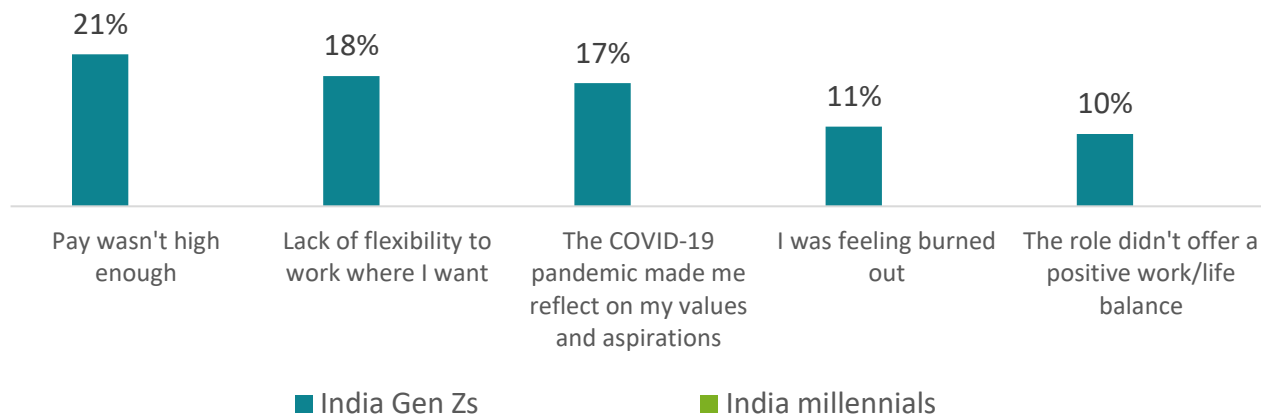


India Gen Zs

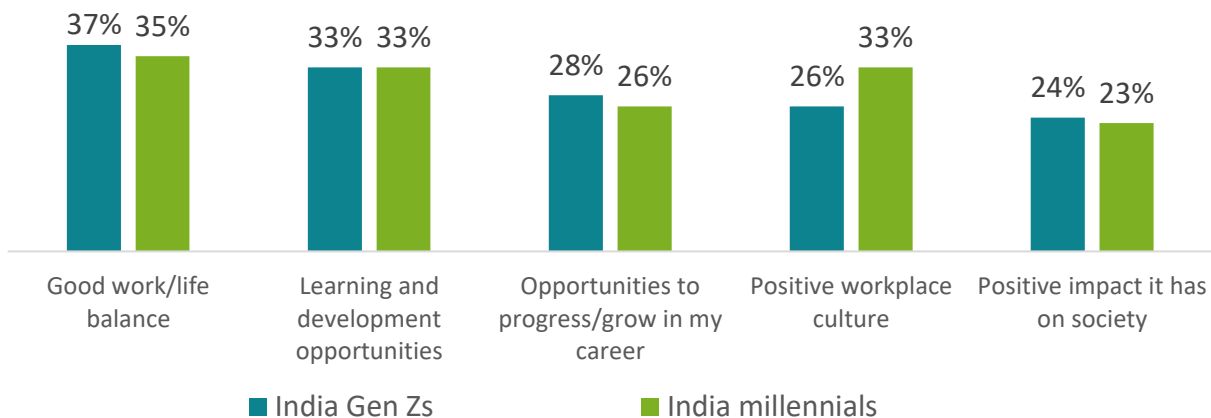


India millennials

Top reasons Gen Zs and millennials left their organizations**:



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



*Caution, small base millennials (40)

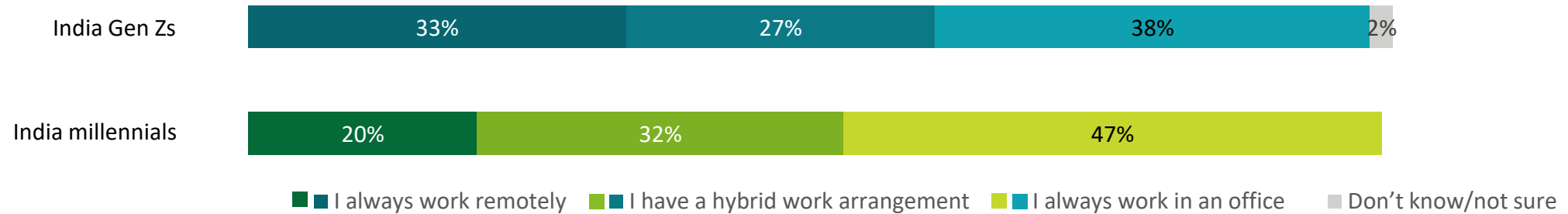
**Caution, small base millennials (19)

- Similar to the global average, many would prefer a hybrid working pattern.

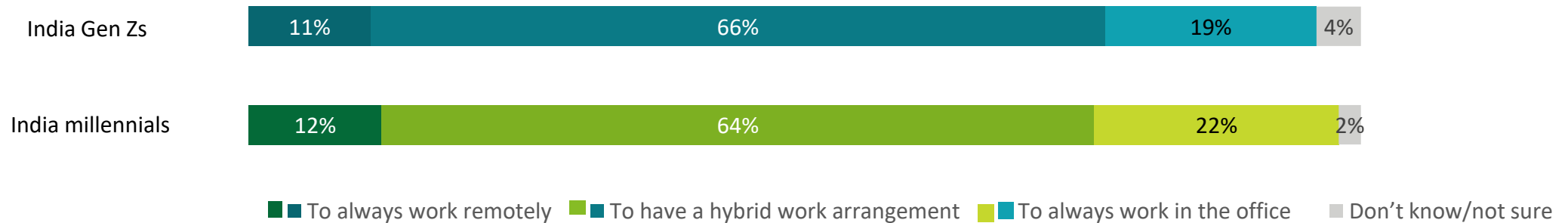
Growing demand for hybrid work arrangements



Current working patterns:



Preferred working patterns:



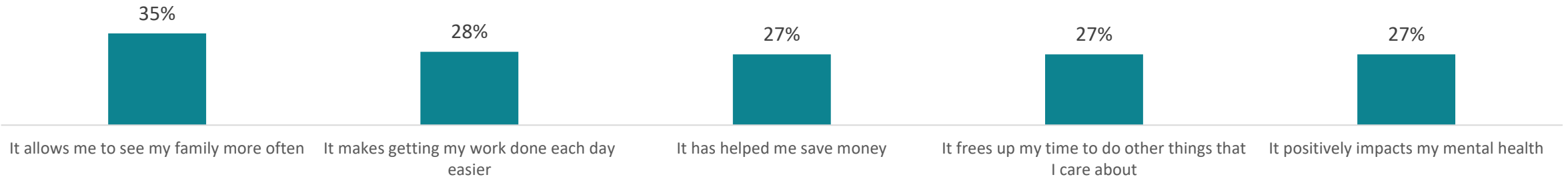
**As defined here, hybrid work arrangements include any combination of remote and in-office work, whether it be splitting time 50/50, working mostly remotely with occasional office time, or vice versa.*

The impact of remote work

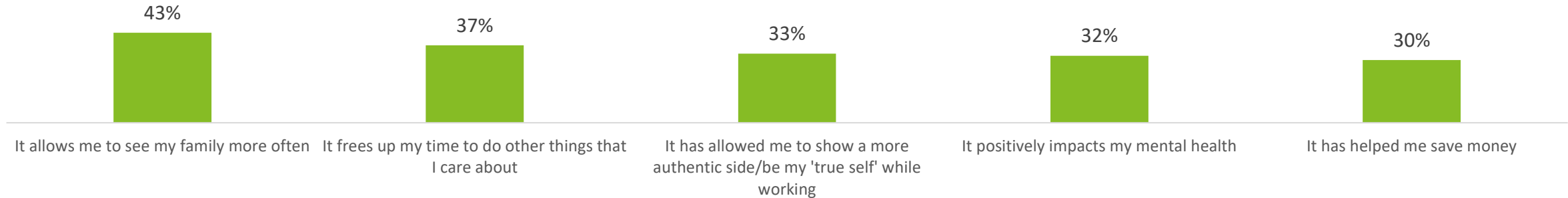
- Gen Zs and millennials in India agree that the impacts of remote work are positive, allowing them to see family, save money, and have free time to do things they care about.
- Both Gen Zs and millennials said that remote work allowing them to see family more often is the top impact.



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



Top 5 impacts of remote work for millennials in India:



Gen Zs and millennials see flexible work as an opportunity to improve work/life balance

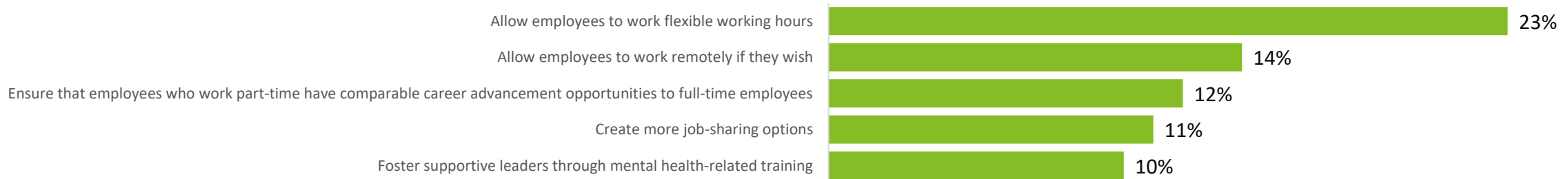
- If Gen Zs and millennials were in charge, they would allow employees to work flexible hours and work remotely in order to improve work/life balance.
- A third option for Gen Zs would be to experiment with reduced working weeks, but Indian millennials would rather prioritize ensuring that employees who work part-time have comparable career advancement opportunities to full-time employees.



If Gen Zs in India were in charge, they'd prioritize the following initiatives to improve work/life balance:



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

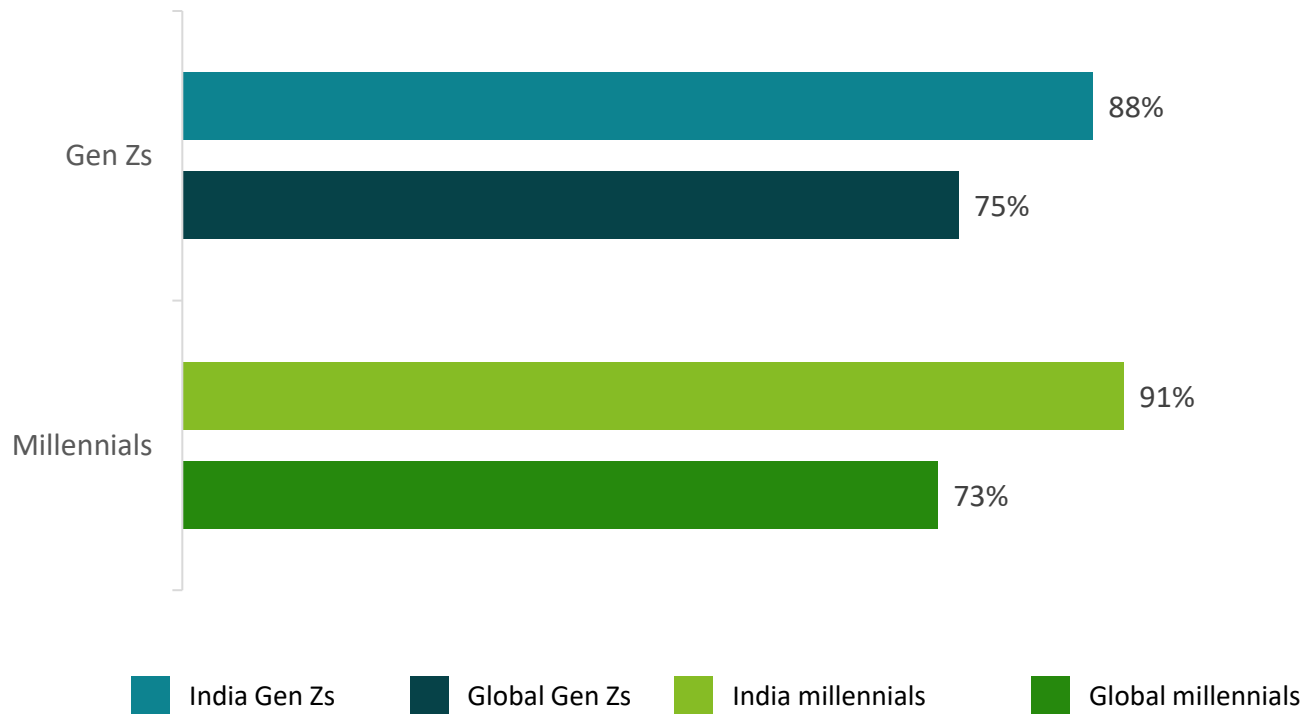


Environment: Uncertain future

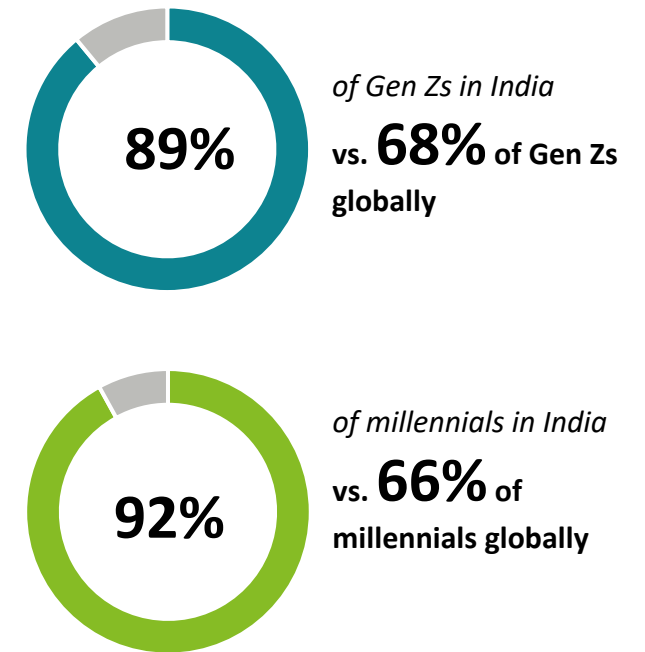
- The majority of Indian Gen Zs and millennials, 88% of Gen Zs and 91% of millennials, say that the world is at a tipping point when responding to climate change, and the future can go either way. This is higher than their global counterparts.
- More Gen Zs and millennials have been impacted by a severe weather event in India compared to their global counterparts.



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*):



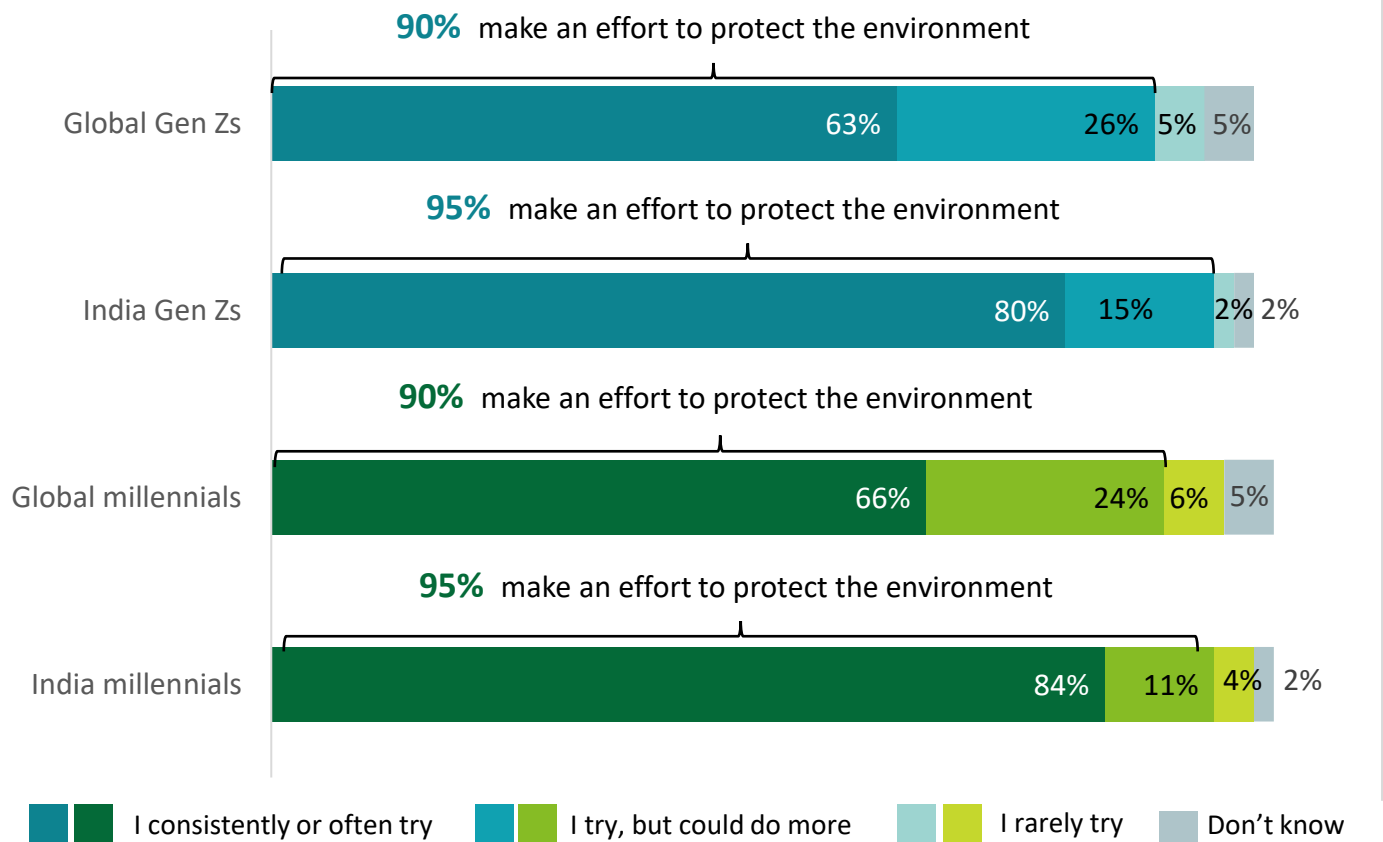
Those who have been personally impacted by at least one severe weather event in the last 12 months:



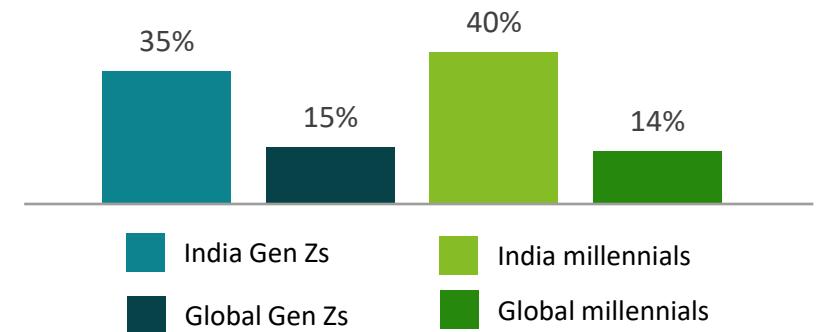
- A vast majority of Indian Gen Zs and millennials make an effort to protect the environment.
- Compared to Gen Zs and millennials globally, Indian Gen Zs and millennials strongly agree that large companies are taking substantive/tangible actions to combat climate change and that their national government is highly committed as well.



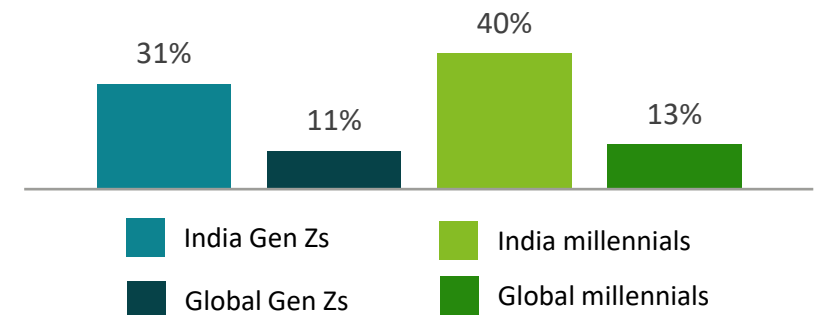
Those who try to minimize their personal impact on the environment:



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



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

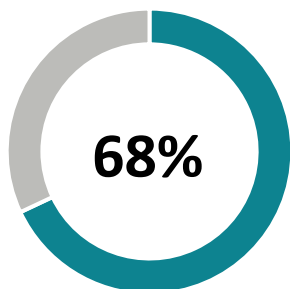


Environment: What they'd like their employers to do

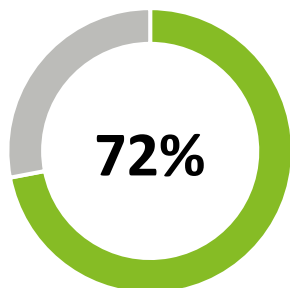
- The majority of Gen Zs (68%) and millennials (72%) have put pressure on their employers to take action on climate change, which is significantly higher than the global averages.
- Banning single-use plastic, providing training and incentives to help people make better environmental choices are the top areas Gen Zs and millennials in India want to see their employers invest.



Percentage who strongly/tend to agree that they and their colleagues have put pressure on their employer to take action on climate change:



of Gen Zs in India vs. **48%** of Gen Zs globally



of millennials in India vs. **43%** of millennials globally



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



Ban on single-use plastic products at work/office locations (19% of Gen Zs and 17% 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 15% of millennials)



Providing employees incentives to make better environmental choices (12% of Gen Zs and 8% of millennials)



Sustainability-orientated employee benefits (11% of Gen Zs and 16% of millennials)



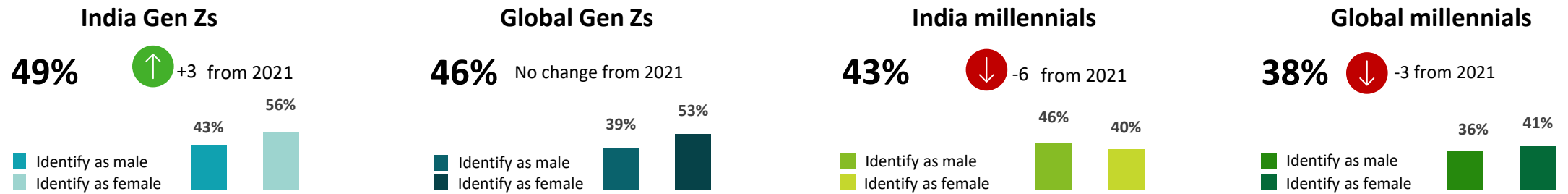
Commitment to being net-zero greenhouse gas emissions within the next decade (11% of Gen Zs and 9% of millennials)

Stress levels are high, particularly among Gen Zs

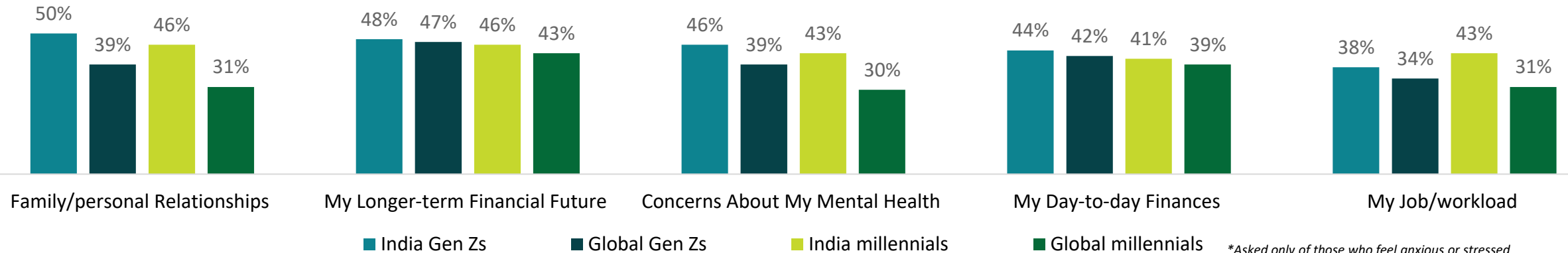
- Almost half of Indian Gen Zs feel stressed all or most of the time, which has increased since last year. Stress and anxiety among millennials is also on the rise.
- Among Gen Zs in India, women suffer more from stress and anxiety. When it come to millennials in India, males have higher anxiety and stress levels.
- Family/personal relationships and long-term financial futures are contributing the most to stress levels.



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



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



*Asked only of those who feel anxious or stressed

Burnout and efforts to improve workplace mental health

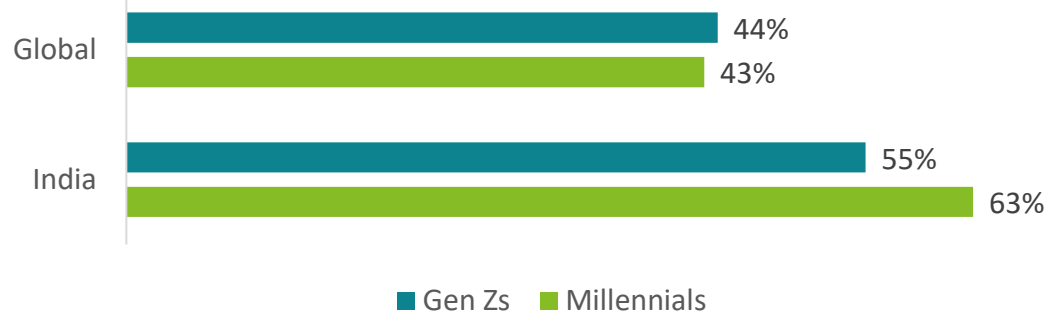
- Indian Gen Zs are slightly more likely than millennials to say they feel burned out due to the demands of their workloads.
- Indian Gen Zs and millennials have also seen many people leaving their organizations due to the pressure of their workloads compared to their global counterparts.
- Perhaps encouragingly 76% of Gen Zs and 53% of millennials in India say that workplace wellbeing has become a greater focus for their employer, though alarmingly many say this hasn't resulted in any meaningful impact for employees.



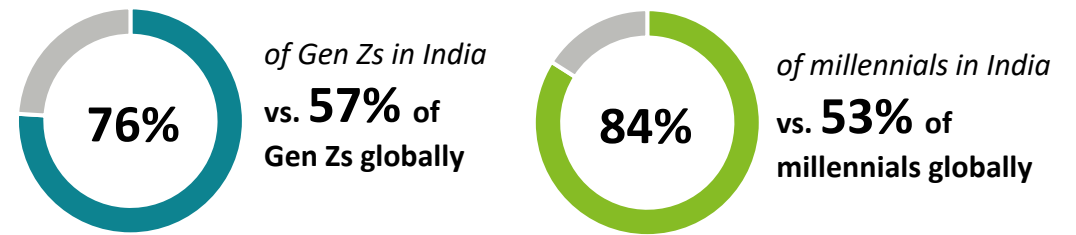
Percentage who feel burned out due to the intensity/demands of their workloads (strongly/somewhat agree):



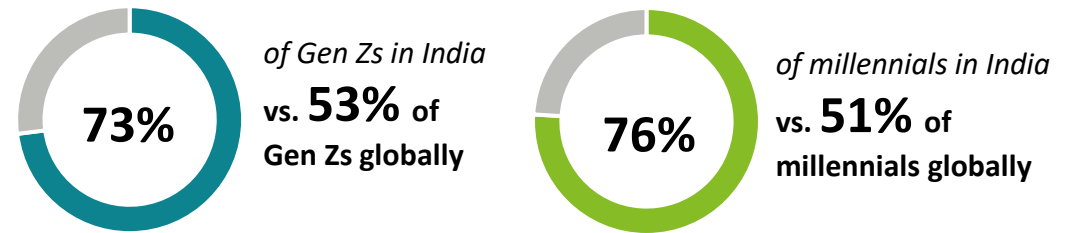
Percentage who said many people have recently left their organization due to the pressure of their workloads (strongly/somewhat agree):



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):



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):

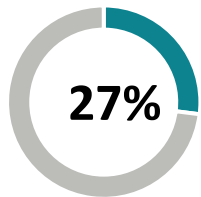


The workplace mental health stigma remains

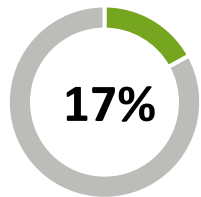
- Less than a third of Gen Zs and millennials in India would not feel comfortable speaking openly with their direct manager about feeling stressed or anxious, or about other mental health challenges.
- Gen Zs are more likely than millennials to have taken time off work due to stress or anxiety, but they are also more likely to tell their employer the real reason for their absence.



Percentage who would not feel comfortable speaking openly with their direct manager about feeling stressed or anxious, or about other mental health challenges:



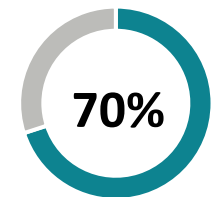
of Gen Zs in India



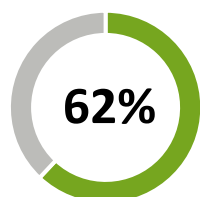
of millennials in India



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



of Gen Zs in India



of millennials in India



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

India Gen Zs



India millennials



Millz Mood Monitor



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.

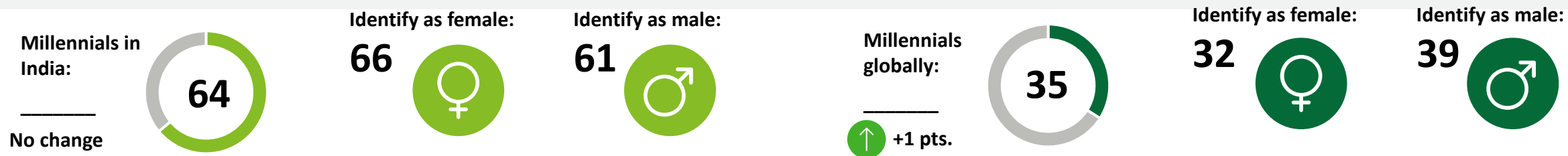
*Scores are based on responses to questions on the following five topics and are aggregated to create a measure between zero (absolute pessimism) and a hundred (complete optimism).



GEN ZS:



MILLENNIALS:





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