2019 Deloitte Global Millennial Survey
A “generation disrupted”
India results

May 2019
Introduction

Deloitte Global’s eighth annual Millennial Survey found that, facing continuous technological and societal disruption, millennials and Gen Zs are disillusioned with traditional institutions, skeptical of business’s motives and pessimistic about economic and social progress. Despite global economic expansion and opportunity, younger generations are wary about the world and their place in it. But they remain hopeful and lean on their values as both consumers and employees.

About India:
• 300 millennials and 300 Gen Zs surveyed
• Indian millennials stand out from their global counterparts in a few key ways:
  – More aspire to make a positive impact on society
  – They are more optimistic about the economic and political/social outlooks
  – They are more inclined to believe that business has a positive impact on society
  – They are very confident that they have some or all of the skills that will be needed for the future
  – Indian Gen Zs are much more inclined to leave their current employers in the next two years, and they are much less inclined to plan to stay beyond five years
  – Both millennials and Gen Zs are much more inclined to join the gig economy than global respondents
Sample profile
300 Millennial interviews conducted in India

Gender:
- 50% Men
- 50% Women

Have children:
- 61% Yes
- 39% No

Working status:
- 81% Not working / in unpaid work
- 10% Working full or part-time (less than 30 hours per week)
- 4% Temporary / freelance
- 4% In full time education

Job seniority/level*:
- 12% Junior-level executive
- 18% Mid-level executive
- 25% Senior executive
- 28% Head of department/division
- 16% Senior management team/board

Organization size* (number of employees):
- 41% 1-9
- 31% 10-99
- 14% 100-249
- 7% 250-999
- 7% 1,000+

Organization type*:
- 67% Privately owned business
- 6% Listed/publicly owned business
- 15% State-owned or public-sector organization
- 12% Not-for-profit organization/charity

* Based upon those currently working
Sample profile
301 Gen Z interviews conducted in India

Gender
- 50% Men
- 50% Women

Have children
- 3% Yes
- 97% No

Working status
- 10% Working full or part-time (less than 30 hours per week)
- 43% Temporary / freelance
- 7% In full time education
- 40% Not working / in unpaid work

Job seniority/level*
- 8% Junior-level executive
- 11% Mid-level executive
- 43% Senior executive
- 31% Head of department/division
- 7% Senior management team/board

Organization size* (number of employees)
- 19% 1-9 employees
- 24% 10-99 employees
- 20% 100-249 employees
- 9% 250-999 employees
- 9% 1,000+ employees

Organization type*
- 63% Privately owned business
- 14% Listed/publicly owned business
- 4% State-owned or public-sector organization
- 18% Not-for-profit organization/charity

Education level
- 54% Currently studying at university
- 25% Gained University/College degree
- 13% Currently at high school
- 1% Completed education in high school
- 7% Currently studying for / gained trade / vocational qualification

* Based upon those currently working
Altered aspirations

- Indian millennials aspire to make positive impacts on society and start their own businesses more than global respondents; fewer aspire to travel.
- Indian Gen Zs aspire to be wealthy, travel, make positive impacts on society, and reach senior levels in their careers more than global respondents.
- Indian millennials and Gen Zs are much more satisfied with their lives nowadays than are global respondents.

**TOP 5 MILLENIAL AMBITIONS**

<table>
<thead>
<tr>
<th>Ambition</th>
<th>Global</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Make a positive impact in your community or society at large</td>
<td>57%</td>
<td>77%</td>
<td>46%</td>
</tr>
<tr>
<td>Earn a high salary/be wealthy</td>
<td>50%</td>
<td>70%</td>
<td>52%</td>
</tr>
<tr>
<td>Buy a home of your own</td>
<td>48%</td>
<td>70%</td>
<td>49%</td>
</tr>
<tr>
<td>See/travel the world</td>
<td>45%</td>
<td>65%</td>
<td>57%</td>
</tr>
<tr>
<td>Start your own business</td>
<td>41%</td>
<td>71%</td>
<td>38%</td>
</tr>
</tbody>
</table>

**TOP 5 GEN Z AMBITIONS**

<table>
<thead>
<tr>
<th>Ambition</th>
<th>Global</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Earn a high salary/be wealthy</td>
<td>68%</td>
<td>80%</td>
<td>56%</td>
</tr>
<tr>
<td>See/travel the world</td>
<td>60%</td>
<td>72%</td>
<td>57%</td>
</tr>
<tr>
<td>Make a positive impact in your community or society at large</td>
<td>58%</td>
<td>72%</td>
<td>47%</td>
</tr>
<tr>
<td>Buy a home of your own</td>
<td>53%</td>
<td>81%</td>
<td>52%</td>
</tr>
<tr>
<td>Reach a senior level in your chosen career</td>
<td>51%</td>
<td>79%</td>
<td>40%</td>
</tr>
</tbody>
</table>

**CLAIM THEY ARE ‘SATISFIED’ WITH THEIR LIFE NOWADAYS (8, 9 or 10 / 10)**

- India: 50%
- Globally: 29%

- India: 38%
- Globally: 27%
View of the world

- Both Indian millennials and Gen Zs are very optimistic about the economic and political/social outlooks compared with global respondents.
- Indian millennials believe more than global respondents that business is best able to solve the world’s most pressing challenges, and less confident about universities’ ability to do the same.
- Both Indian millennials and Gen Zs believe more than global respondents that there are no barriers to prevent them from reaching their career ambitions.

% Millennials and Gen Zs personally concerned about...

- Climate change/protecting the environment/natural disasters: 26% Millennials, 27% Gen Zs
- Corruption within business or politics: 17% Millennials, 23% Gen Zs
- Unemployment: 19% Millennials, 13% Gen Zs
- Cybersecurity (e.g., adversaries hacking into IT systems of...) 12% Millennials, 18% Gen Zs
- Economic growth: 12% Millennials, 18% Gen Zs

% Millennials who say that the … situation in India ‘will improve’ in the next 12 months...

- Economic outlook 2018: 80% Millennials, 63% Gen Zs
- Social/political outlook 2018: 59% Millennials, 47% Gen Zs

% Millennials who say the following groups of people and organizations are having a ‘positive impact’ on the world, and can be trusted ‘a lot’ as sources of reliable / accurate information

- Government: 30% Millennials, 29% Gen Zs
- Business: 28% Millennials, 29% Gen Zs
- Universities/science and research institutes: 27% Millennials, 27% Gen Zs
- Charities/NGOs: 9% Millennials, 14% Gen Zs

% Gen Zs who say that the … situation in India ‘will improve’ in the next 12 months...

- Economic outlook 2019: 26% Gen Zs
- Social/political outlook* 22% Gen Zs

*Excludes China

Q1. Thinking about the challenges facing society around the world (including your own), which three of the following issues are you personally most concerned about? Please select up to three issues.

Q2. Taking everything into account, do you expect the overall economic situation in your country to improve, worsen or stay the same over the next 12 months?

Q3. Taking everything into account, do you expect the overall social/political situation in your country to improve, worsen or stay the same over the next 12 months?

Q17. In the future, who will be best able to solve the world’s most pressing challenges?

Q23. To what extent do you agree or disagree with the following statements? 'There are no barriers to prevent me from reaching my career ambitions.'

Q18. Do you think the following groups of people and organizations are having a positive or negative impact on you and the world in which you live?

Q19. Thinking of these same people and organizations, how much trust do you have in them as sources of reliable and accurate information?

2019 Base: All Millennials / Gen Zs in India 319 / 301, Globally 13,416 / 3,009. 
2018 Base: All Millennials in India 319, Globally 10,455 
NOTE: Trend is indicative but not a true like for like comparison. 2018 based on degree-educated Millennials in full-time employment.

This indicates that both Indian millennials and Gen Zs are more optimistic about the economic and political/social outlooks compared with global respondents. Indian millennials believe more than global respondents that business is best able to solve the world’s most pressing challenges, and less confident about universities’ ability to do the same. Both Indian millennials and Gen Zs believe more than global respondents that there are no barriers to prevent them from reaching their career ambitions.
Millennials on business: The good, the bad, the ugly

- Indian millennials and Gen Zs are more inclined to believe that business has a positive impact on society than their global counterparts.

% who say businesses in general have a positive impact on the wider society in which they operate

% agree that businesses 'focus on their own agendas rather than considering the wider society'

Q11. Thinking about businesses in general around the world, what impact do you think they are having on the wider society in which they operate?

Q14. Thinking about business in general, would you agree or disagree that, on balance, the following statements describe their current behaviors?

2019 Base: All Millennials / Gen Zs in India 319 / 301, Globally 13,416/ 3,009

2018 Base: All Millennials in India 337, Globally 10,455

NOTE: Trend is indicative but not a true like for like comparison. 2018 based on degree-educated Millennials in full-time employment
The impact of Industry 4.0

- 100% of millennials and 95% of Gen Zs who are currently not working believe they have some or all of the skills that will be needed in the future; working millennials and Gen Zs are equally confident compared to global respondents.
- Indian millennials and Gen Zs also believe Industry 4.0 will make it harder to get or change jobs in the future.
Disrupted, but also disrupting

- Indian Gen Zs are much more inclined to leave their current employers in the next two years, and they are much less inclined to plan to stay beyond five years than their global counterparts.
- Indian millennials and Gen Zs are more inclined to start or stop relationships with businesses because their products positively or negatively impact society.
- Indian millennials and Gen Zs are much more inclined to join the gig economy than global respondents.

<table>
<thead>
<tr>
<th></th>
<th>India Millennials '18</th>
<th>India Millennials '19</th>
<th>India Gen Zs '19</th>
<th>Global Millennials '18</th>
<th>Global Millennials '19</th>
<th>Global Gen Zs '19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leave in the next 2 years</td>
<td>49%</td>
<td>61%</td>
<td></td>
<td>47%</td>
<td>42%</td>
<td>39%</td>
</tr>
<tr>
<td>Stay beyond 5 years</td>
<td>28%</td>
<td>19%</td>
<td></td>
<td>28%</td>
<td>19%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Q7. If you had a choice, how long would you stay with your current employer(s) before leaving to join a new organization or do something different? Q42. Would you consider joining the gig economy? 2020/21. As a consumer, have you ever started or deepened / stopped or lessened a relationship with a business because its products or services positively / negatively impact the environment or society?
Social media: Friend or foe?

- Indian millennials and Gen Zs are more convinced than their global counterparts that they would be physically healthier and happier if they reduced their time on social media, and that social media does more harm than good. They’re more inclined to want to stop using it completely, compared with global respondents.
- They are very concerned with personal data security and online fraud.

### % Millennials and Gen Zs who agree that...

<table>
<thead>
<tr>
<th>Statement</th>
<th>% Millennials</th>
<th>% Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>I’d be physically healthier if I reduced the time I spend on social media</td>
<td>84%</td>
<td>73%</td>
</tr>
<tr>
<td>I’d be a happier person if I reduced the time I spend on social media</td>
<td>81%</td>
<td>74%</td>
</tr>
<tr>
<td>I’d be anxious if I couldn’t check social media or had to do without it for a day or two</td>
<td>72%</td>
<td>66%</td>
</tr>
<tr>
<td>On balance, social media does more harm than good</td>
<td>76%</td>
<td>64%</td>
</tr>
<tr>
<td>I’d like to completely stop using social media</td>
<td>62%</td>
<td>40%</td>
</tr>
</tbody>
</table>

### % Millennials and Gen Zs concerned about...

<table>
<thead>
<tr>
<th>Concern</th>
<th>% Millennials</th>
<th>% Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>The security of the personal data that businesses hold on you</td>
<td>90%</td>
<td>87%</td>
</tr>
<tr>
<td>The way in which organizations obtain personal information</td>
<td>90%</td>
<td>89%</td>
</tr>
<tr>
<td>Being the victim of online fraud</td>
<td>87%</td>
<td>79%</td>
</tr>
<tr>
<td>The security of the personal data that public bodies hold on you</td>
<td>87%</td>
<td>75%</td>
</tr>
</tbody>
</table>

### % Millennials and Gen Zs agree...

<table>
<thead>
<tr>
<th>Agreement Statement</th>
<th>% Millennials</th>
<th>% Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>The benefits of technology outweigh the risks associated with sharing my personal data</td>
<td>83%</td>
<td>71%</td>
</tr>
<tr>
<td>To get the most from technology, we must be prepared to share some of our personal details</td>
<td>82%</td>
<td>62%</td>
</tr>
<tr>
<td>I feel I have no control over who has my personal data or how they use it</td>
<td>76%</td>
<td>68%</td>
</tr>
</tbody>
</table>

### % Millennials and Gen Z who believe [institution] ‘need to make more effort’ to protect people’s data and online security

<table>
<thead>
<tr>
<th>Institution</th>
<th>% Millennials</th>
<th>% Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media platforms</td>
<td>54%</td>
<td>41%</td>
</tr>
<tr>
<td>Government/regulators</td>
<td>50%</td>
<td>49%</td>
</tr>
<tr>
<td>Businesses who sell goods and services to people online</td>
<td>47%</td>
<td>44%</td>
</tr>
<tr>
<td>Individuals</td>
<td>47%</td>
<td>43%</td>
</tr>
<tr>
<td>Tech companies</td>
<td>45%</td>
<td>52%</td>
</tr>
</tbody>
</table>
The MillZ Mood Monitor

- Indian millennials, who scored 65, and Gen Zs, who scored 61, both scored significantly higher in the mood index than their global counterparts (millennials 39, Gen Zs 40).

Scores are based on results from the following five question topics that are aggregated to create a measure of between zero and a hundred. This scale gives us the ability to compare not only year-to-year movement, but also regional and demographic groups within a given year.

**Zero**
Nothing positive, at all

**50**
Half think we’re ‘making progress’

**100**
‘Everything is awesome’

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<table>
<thead>
<tr>
<th>Topic</th>
<th>India Women</th>
<th>India Men</th>
<th>Mature Markets</th>
<th>Emerging Markets</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Millennials</strong></td>
<td>65</td>
<td>64</td>
<td>32</td>
<td>48</td>
<td>39</td>
</tr>
<tr>
<td><strong>Gen Zs</strong></td>
<td>61</td>
<td>63</td>
<td>34</td>
<td>64</td>
<td>40</td>
</tr>
</tbody>
</table>

Base: All Millennials / All Gen Zs in India 319 / 301, Female 160 / 150, Male 160 / 150, Mature markets 7,347 / 2,407, Emerging markets 6,068 / 602, Globally 13,416 / 3,009