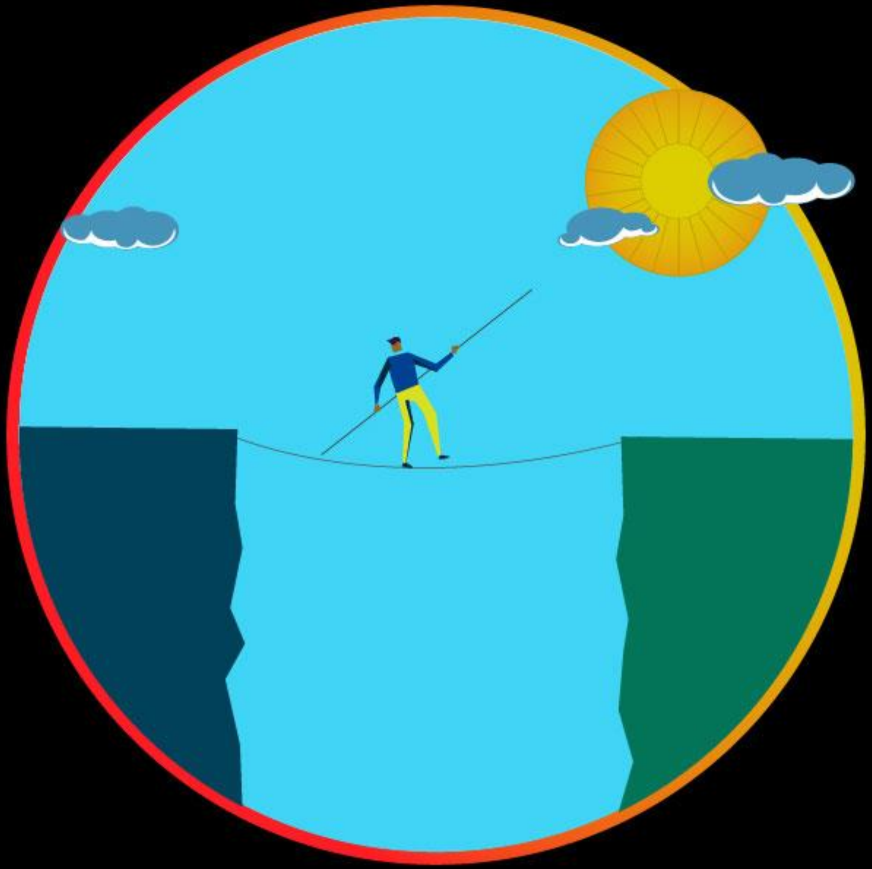


2019 Deloitte Global Millennial Survey

A "generation disrupted"

India results

May 2019

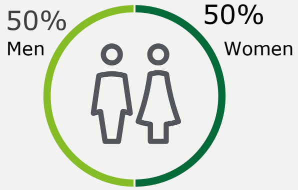
Introduction

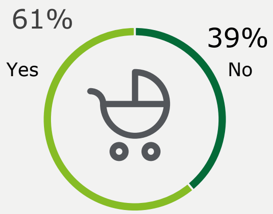
Deloitte Global's eighth annual Millennial Survey found that, facing continuous technological and societal disruption, millennials and Gen Zs are disillusioned with traditional institutions, skeptical of business's motives and pessimistic about economic and social progress. Despite global economic expansion 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.

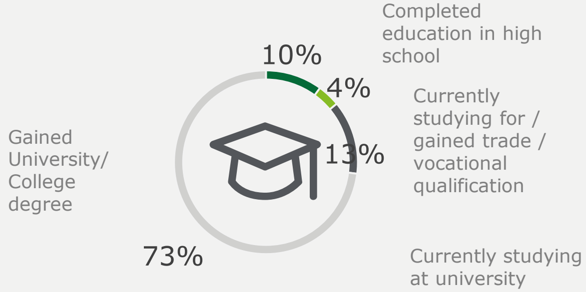
About India:

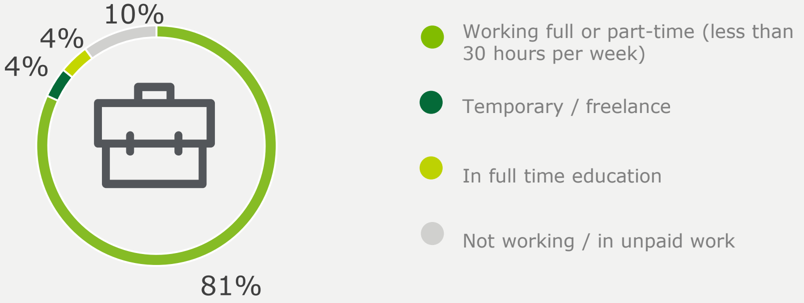
- 300 millennials and 300 Gen Zs surveyed
- Indian millennials stand out from their global counterparts in a few key ways:
  - More aspire to make a positive impact on society
  - They are more optimistic about the economic and political/social outlooks
  - They are more inclined to believe that business 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

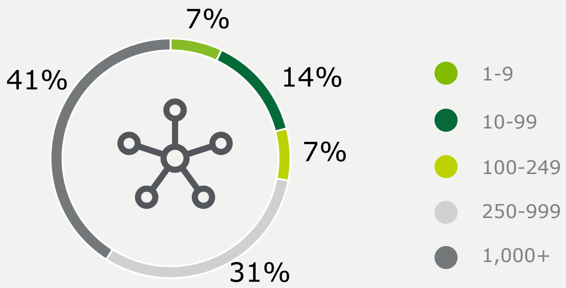
Sample profile
300 Millennial interviews conducted in India

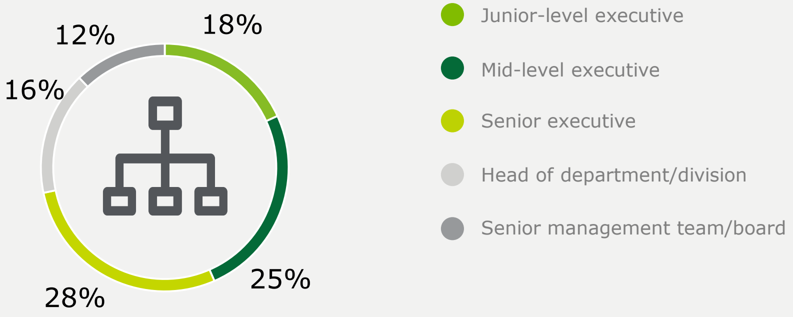
Gender


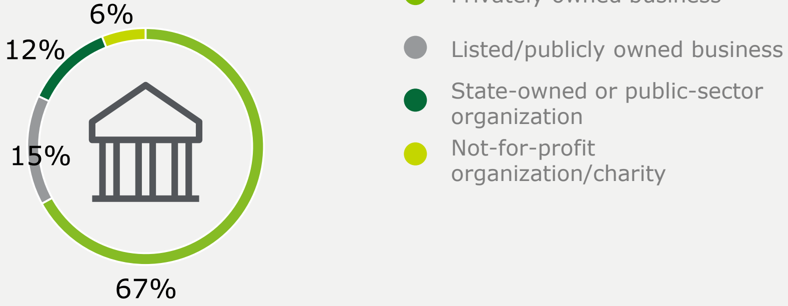
Have children


Education level


Working status


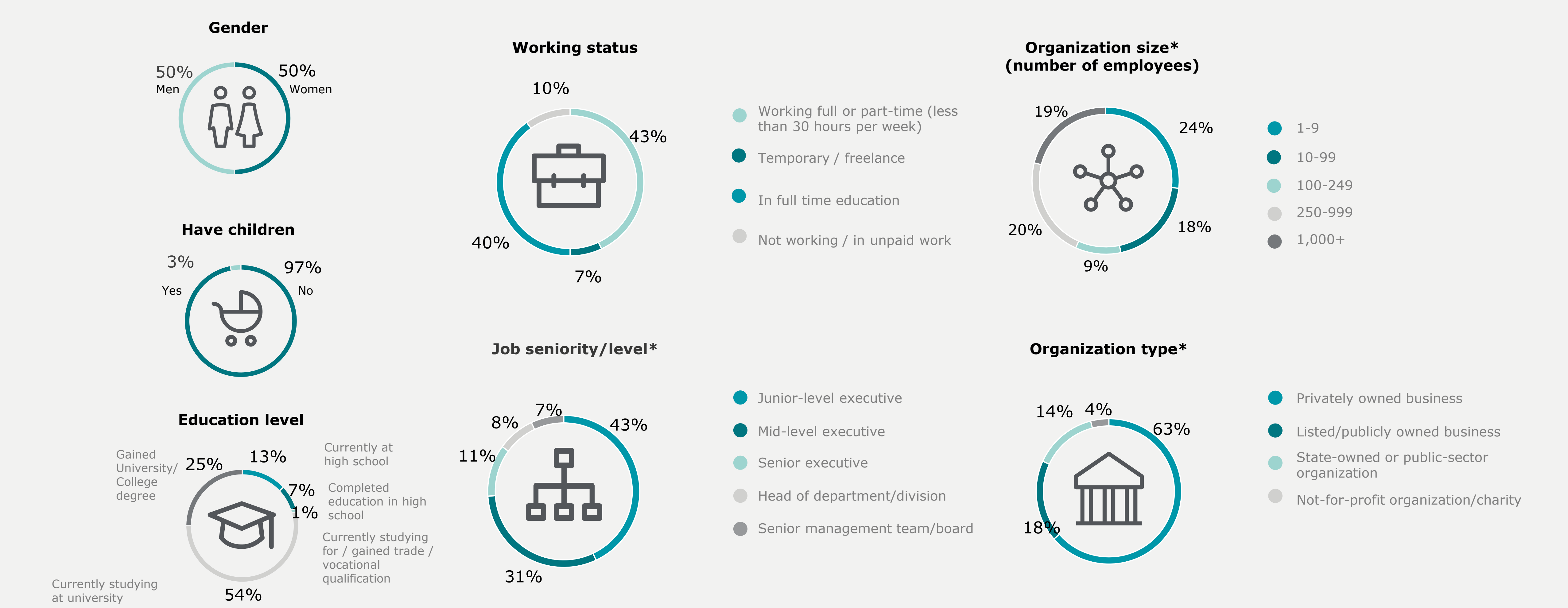
Organization size* (number of employees)


Job seniority/level*


Organization type*


* Based upon those currently working

Sample profile
301 Gen Z interviews conducted in India

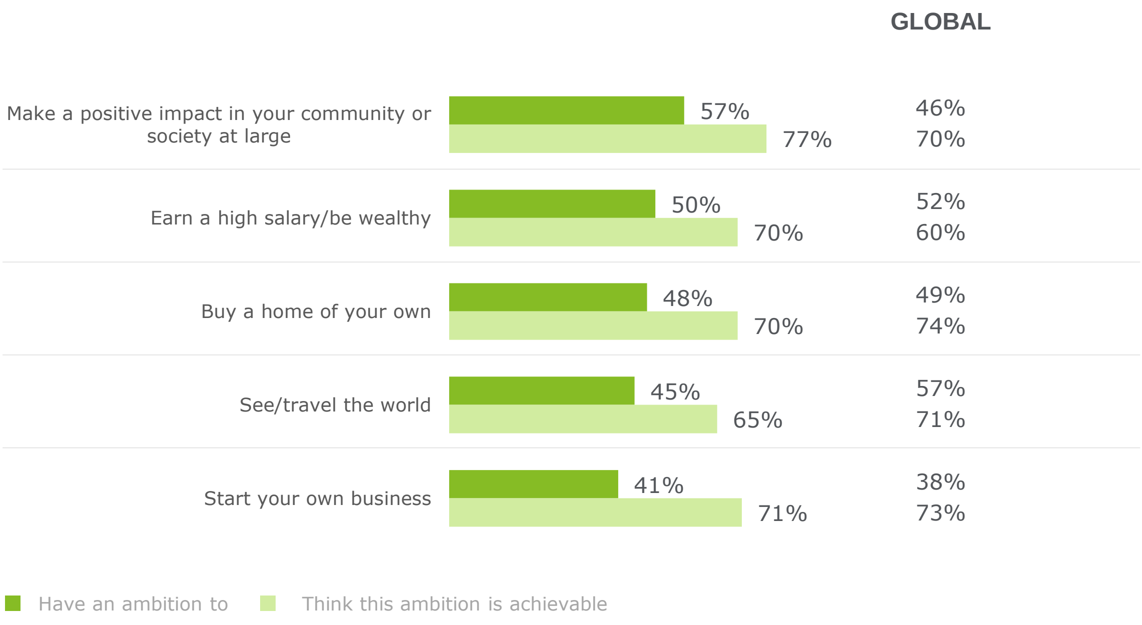


* Based upon those currently working

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 **MILLENNIAL** AMBITIONS

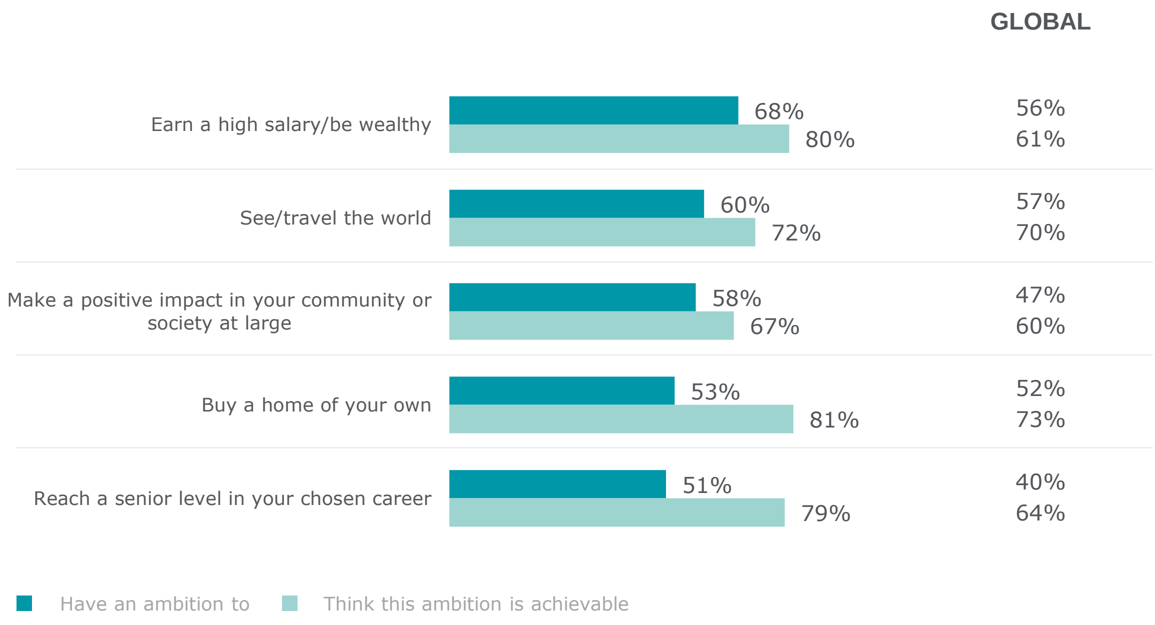


CLAIM THEY ARE 'SATISFIED' WITH THEIR LIFE NOWADAYS (8, 9 or 10 / 10)

50% India

29% Globally

TOP 5 **GEN Z** AMBITIONS



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

38% India

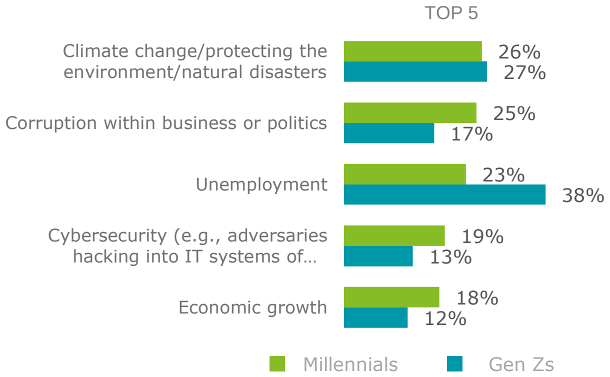
27% Globally

Q22a. Please indicate if you have any of the following ambitions. Q22b. Do you think each ambition is achievable?
Q4b. Overall, how satisfied are you with your life nowadays? Showing top three box score out of an eleven point scale
Base: All Millennials / Gen Zs in India 319 / 301, Globally 13,416/ 3,009. Q22b base differs by ambition

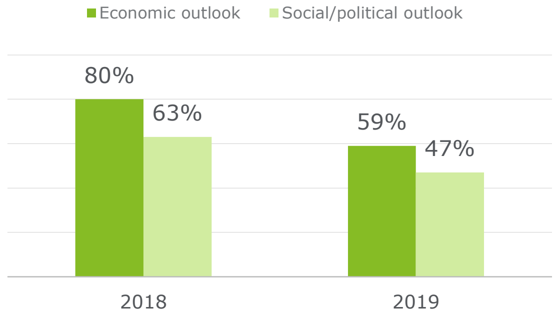
View of the world

- **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…



% **Millennials** who say that the … situation in India 'will improve' in the next 12 months…



GLOBAL 2019

26% Economic outlook

22% Social/political outlook*

% **Gen Zs** who say that the … situation in India 'will improve' in the next 12 months…

	Gen Zs 2019	GLOBAL 2019
Economic outlook	57%	26%
Social/political outlook*	38%	18%

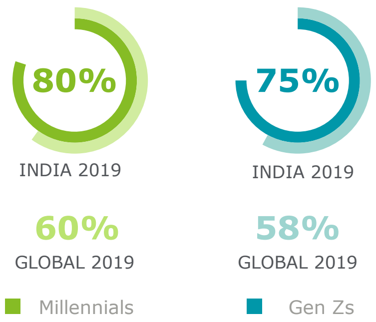
*Excludes China

% **Millennials** and **Gen Zs** who think … will be 'best able to solve the world's most pressing challenges'

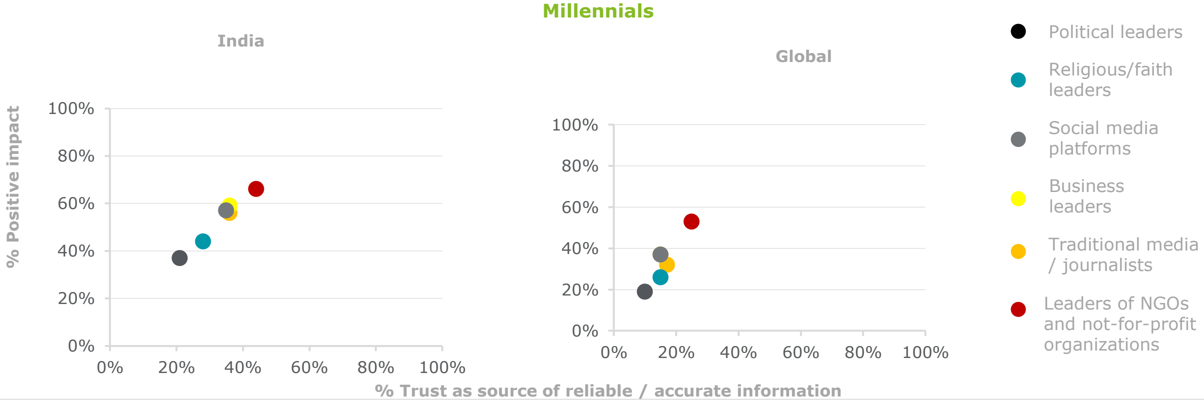
	India		Global	
Government	30%	28%	29%	28%
Business	28%	17%	20%	18%
Universities/science and research institutes	27%	38%	27%	33%
Charities/NGOs	9%	14%	13%	14%

Millennials Gen Zs

% **Millennials** and **Gen Zs** who agree 'There are no barriers to prevent me from reaching my career ambitions'



% **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

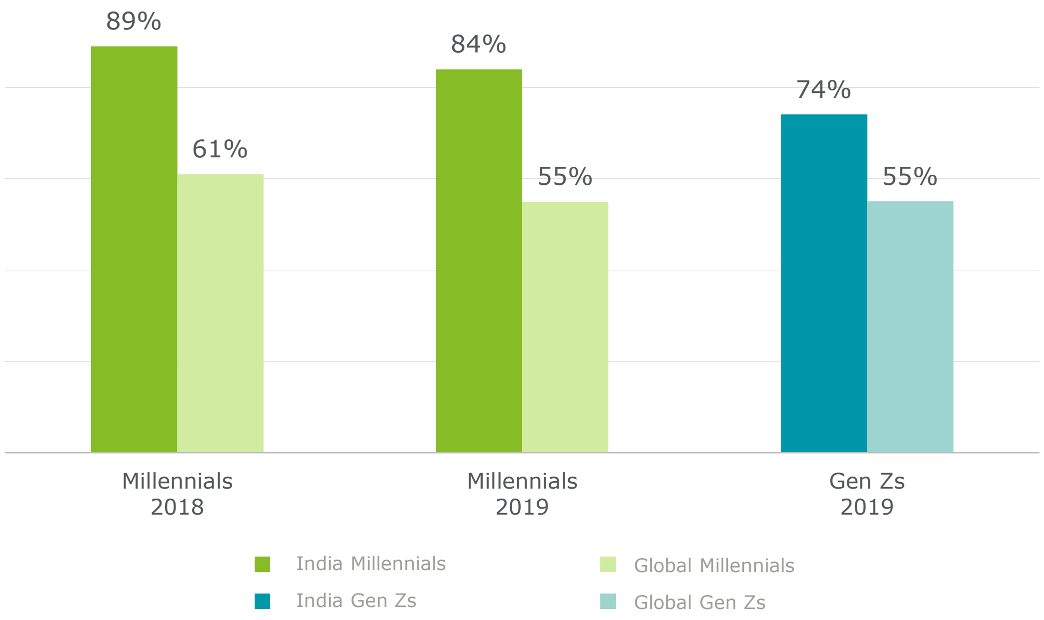


Q1. Thinking about the challenges facing societies around the world (including your own), which three of the following issues are you personally most concerned about? Please select up to three issues. Q2Taking everything into account, do you expect the overall economic situation in your India to improve, 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? Choose one. 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

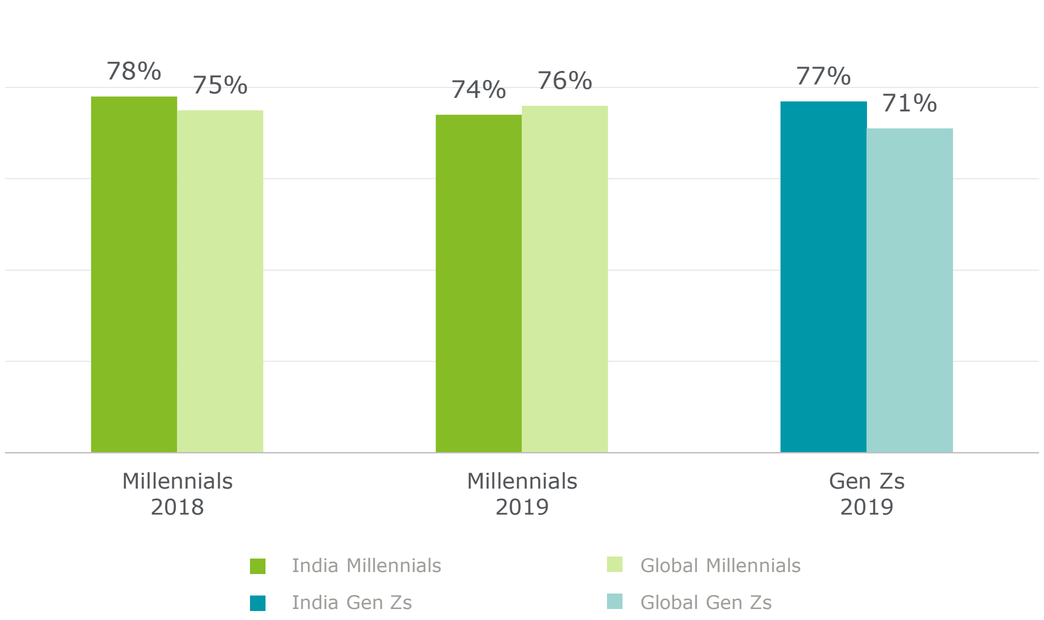
Millennials on business: The good, the bad, the ugly

- **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.**

Millennials in India
Gen Zs in India
Millennials Globally
Gen Zs Globally

BELIEVE INDUSTRY 4.0 WILL MAKE IT HARDER TO GET OR CHANGE A JOB IN THE FUTURE

74% 75%

46% 53%

Millennials & Gen Zs in India / Globally
who are employed full / part time

73% 71%

45% 40%

Millennials & Gen Zs in India / Globally
who are not working or in unpaid work

BELIEVE THEY HAVE ALL / SOME OF REQUIRED SKILLS / KNOWLEDGE AS THE WORKING ENVIRONMENT IS SHAPED BY INDUSTRY 4.0

96% 95%

81% 77%

Millennials & Gen Zs in India / Globally
who are employed full / part time

100% 95%

65% 50%

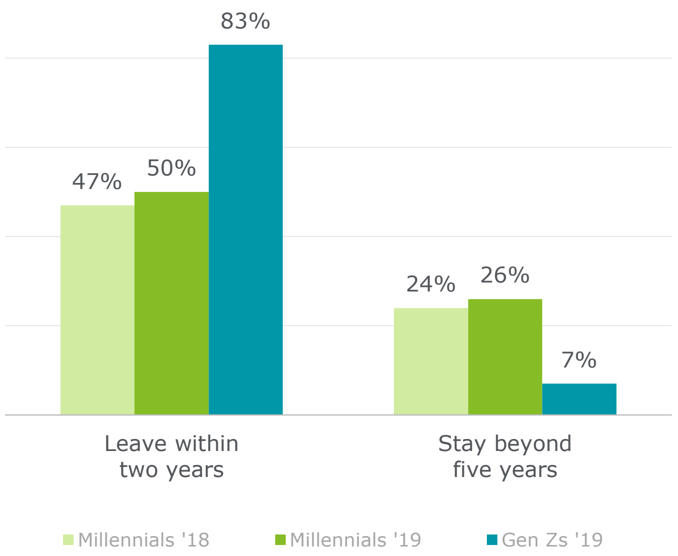
Millennials & Gen Zs in India / Globally
who are not working or in unpaid work

Q34. What impact, if any, do you think Industry 4.0 might have on your chances of a getting a job/changing your job in the future? Will Industry 4.0 make it...?
Q35. Do you feel you currently have the skills and knowledge that will be required as the working environment is increasingly shaped by Industry 4.0?
Base: Millennials in India working full/part time 258, not working/unpaid work 32* (low base size), Gen Zs working full/part time 129, not working/unpaid work 30* (low base size). Millennials Globally working full/part time 10,736, not working/unpaid work 1,342, Gen Zs working full/part time 1,409, not working/unpaid work 301

Disrupted, but also disrupting

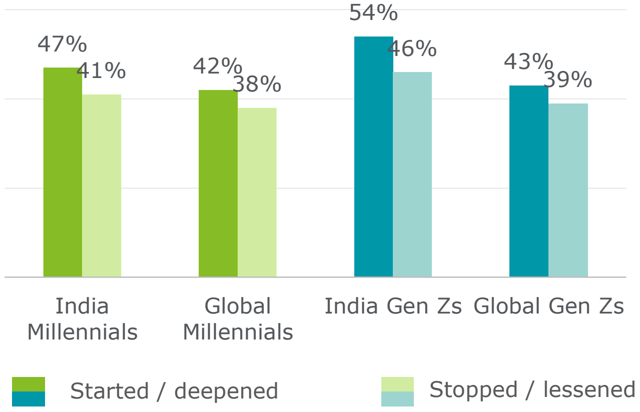
- **Indian Gen Zs are much more inclined to leave their current employers in the next two years, and they are much less inclined to plan to stay beyond five years than their global counterparts.**
- **Indian millennials and Gen Zs are more inclined to start or stop relationships with businesses because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

% who expect to leave / stay with their current employer…



Global	Millennials	Gen Zs
Leave in the next 2 years	49%	61%
Stay beyond 5 years	28%	19%

% who as a consumer have started/deepened and stopped/lessened a relationship with a business because its products or services positively / negatively impact the environment or society



% who would consider joining the gig economy

	Millennials 2019	Gen Zs 2019
India	94%	94%
Global	84%	81%

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? Q20/21. As a consumer, have you ever started or deepened / stopped or lessened a relationship with a business because of the following: 'It has products/services that positively / negatively impact the environment/society'?
2019 Base: All Millennials/ GenZs in India 319/301, Global 13,416/3,009
2019 Base: All Millennials in work / Gen Zs in work in India 258 / 129, Global 10,736/ 1,409 2018 Base: All Millennials in work in India 337, Global 10,455
NOTE: Trend is indicative but not a true like for like comparison. 2018 based on degree-educated Millennials in full-time employment

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…

	I'd be **physically healthier** if I reduced the time I spend on social media		I'd be a **happier person** if I reduced the time I spend on social media		**I'd be anxious if I couldn't check social media** or had to do without it for a day or two		On balance, social media **does more harm than good**		I'd like to **completely stop using** social media	
	Millennials	Gen Zs	Millennials	Gen Zs	Millennials	Gen Zs	Millennials	Gen Zs	Millennials	Gen Zs
India	84%	73%	81%	74%	72%	66%	76%	64%	62%	40%
GLOBAL 2019	64%	63%	60%	58%	44%	52%	55%	54%	41%	38%

% **Millennials** and **Gen Zs** concerned about…

	Millennials	Gen Zs	**GLOBAL** 2019 Millennials	**GLOBAL** 2019 Gen Zs
The security of the personal data that businesses hold on you	90%	87%	73%	72%
The way in which organizations obtain personal information	90%	89%	76%	73%
Being the victim of online fraud	87%	79%	79%	76%
The security of the personal data that public bodies hold on you	87%	75%	70%	67%

% **Millennials** and **Gen Zs** agree…

	Millennials	Gen Zs	**GLOBAL** 2019 Millennials	**GLOBAL** 2019 Gen Zs
The benefits of technology outweigh the risks associated with sharing my personal data	83%	71%	61%	60%
To get the most from technology, we must be prepared to share some of our personal details	82%	80%	62%	63%
I feel I have no control over who has my personal data or how they use it	76%	68%	75%	70%

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

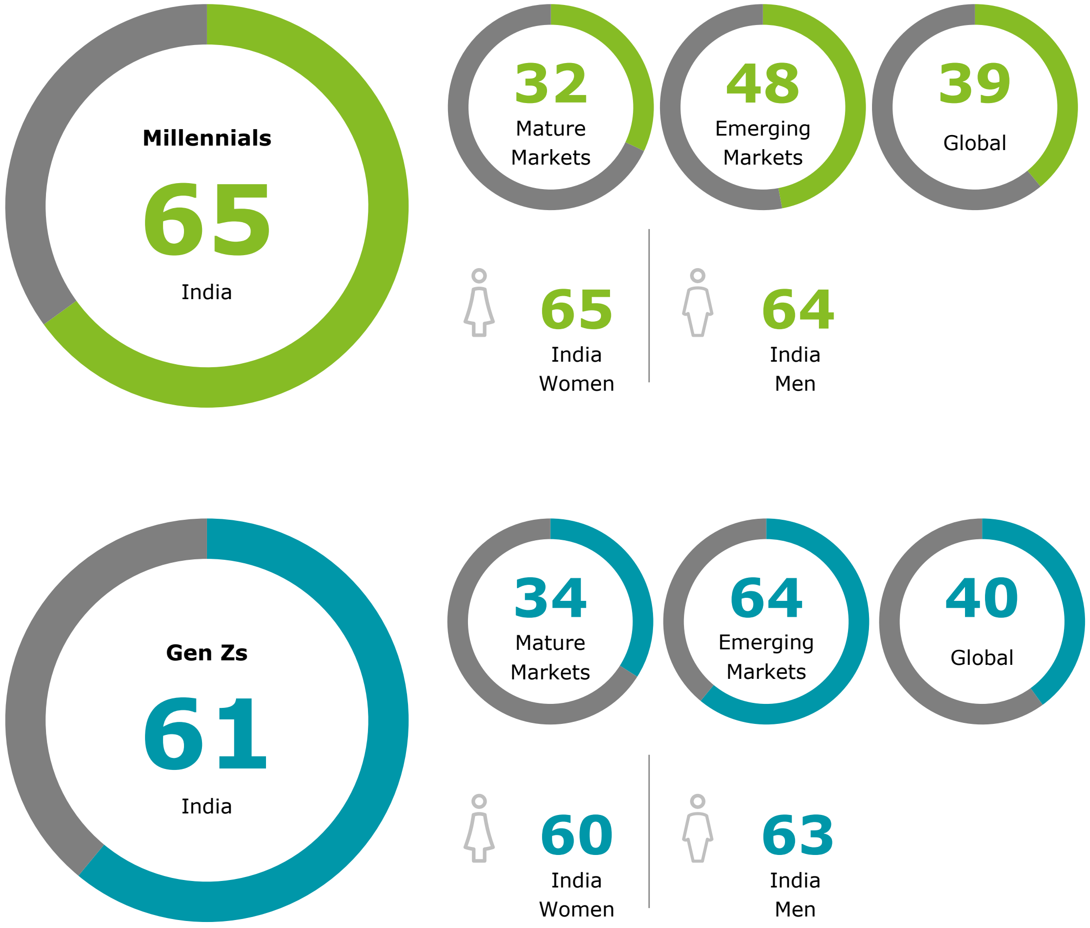
	Millennials	Gen Zs	**GLOBAL** 2019 Millennials	**GLOBAL** 2019 Gen Zs
Social media platforms	54%	41%	52%	46%
Government/regulators	50%	52%	54%	49%
Businesses who sell goods and services to people online	47%	44%	47%	43%
Individuals	47%	43%	40%	37%
Tech companies	45%	52%	49%	44%

Millennials Gen Zs

Q38. Do you agree or disagree with the following statements about the use of social media? Q39 How concerned are you, if at all, about the following?
Q40 Do you agree or disagree with the following statements about the use of online data and the organizations that collect it from you and other individuals?
Q41. What do you think of the effort being made by the following groups to protect people's data and online security?
Base: All Millennials / Gen Zs in India 319 / 301, Global 13,416/3,009

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

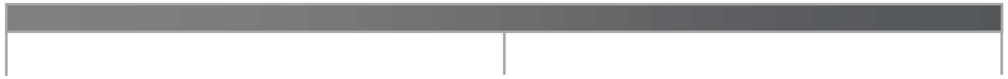
THE ECONOMIC SITUATION

THE SOCIAL/ POLITICAL SITUATION

PERSONAL FINANCIAL SITUATION

THE ENVIRONMENT

IMPACT OF BUSINESSES ON WIDER SOCIETY



Zero
Nothing positive, at all!

50
Half think we're 'making progress'

100
'Everything is awesome'

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