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Deloitte Global 2024 Gen Z and Millennial Survey

Country profile: India

Methodology and global key messages



Key global findings:

Marking its 13th annual edition, Deloitte's 2024 Gen Z and millennial Survey connected with more than 22,800 respondents in 44 countries to explore their attitudes about work and the transforming world around them.



Respondents are cautiously optimistic about the social and economic outlook. Nearly one-third of Gen Zs and millennials are optimistic that the economy in their country will improve within the next year. This optimism extends to their personal finances with many expecting their financial circumstances to improve. Despite this, financial insecurity is a significant issue, as over half of both groups are living paycheck to paycheck. There is also some uncertainty about the social and political situation as many countries approach pivotal elections.



Purpose influences workplace satisfaction. The vast majority say purpose is important to their overall job satisfaction and well-being. These generations are willing to reject assignments or employers that don't align with their ethics. When employers take that feedback and respond positively, employee loyalty tends to be much higher.



Environmental sustainability is driving career decisions and consumer behaviors. Environmental sustainability remains a top concern for Gen Zs and millennials, and it is the top societal challenge which respondents feel businesses have the opportunity and necessary influence to drive change on. Gen Zs and millennials are pushing business to take action, through their career decisions and their consumer behaviors.



Positive perceptions of GenAI increase with more hands-on experience, but so do workplace concerns. Gen Zs and millennials are feeling uncertain about GenAI and its impact on their careers. Those who frequently use GenAI are more likely to trust the technology and believe it will improve the way they work, but they're also more likely to have concerns, such as believing it will lead to the elimination of jobs. Amid uncertainty, both generations are thinking about how to adapt and focusing on reskilling.



Work/life balance and flexibility remain paramount as return to office strategies yield mixed results. An increase in return to office strategies over the last year is yielding mixed results. Some report benefits like improved engagement, connection and collaboration, while others are experiencing negative outcomes like increased stress and decreased productivity. What is clear is that work/life balance and flexibility remain critical for these generations. Work/life balance is once again their top consideration when choosing an employer, and the drive for flexibility is increasing the popularity of less traditional employment models, from part-time roles, and job-sharing, to side gigs.



As workplace factors contribute to stress levels, employers must stay focused on supporting better workplace mental health. Stress levels continue to be very high among Gen Zs and millennials and only about half of respondents say their mental health is good or extremely good. Financial concerns, and family welfare are major stressors, alongside job related factors such as long working hours and not being recognized for their work. Many respondents believe their employers are taking mental health seriously, but managers and senior leaders should be doing more to address stigma.

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

Our methodology:

The 2024 Gen Z and millennial Survey solicited the views of 14,468 Gen Zs and 8,373 millennials (22,841 respondents in total), from 44 countries across North America, Latin America, Western Europe, Eastern Europe, the Middle East, Africa and Asia Pacific.

Fieldwork was conducted between November 2023 and March 2024.

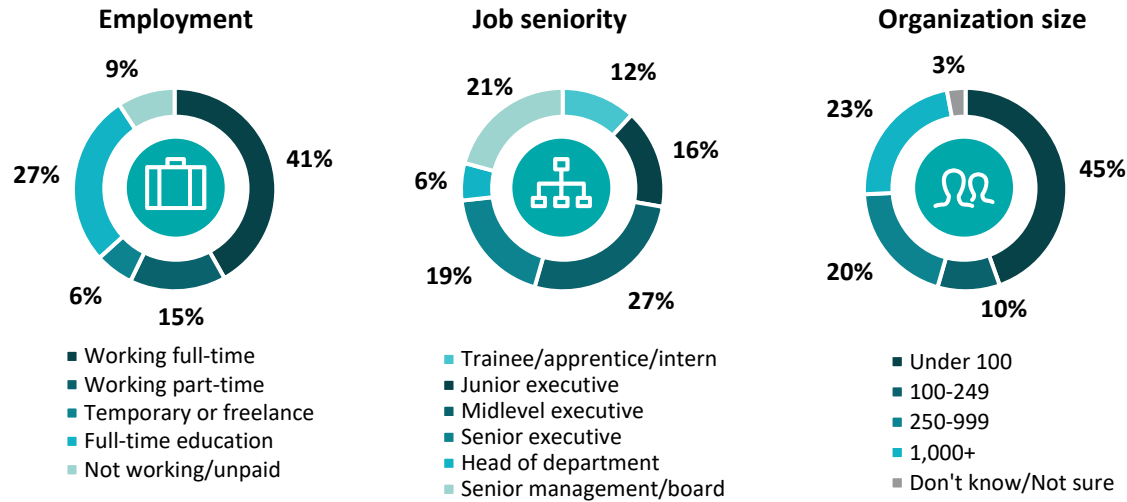
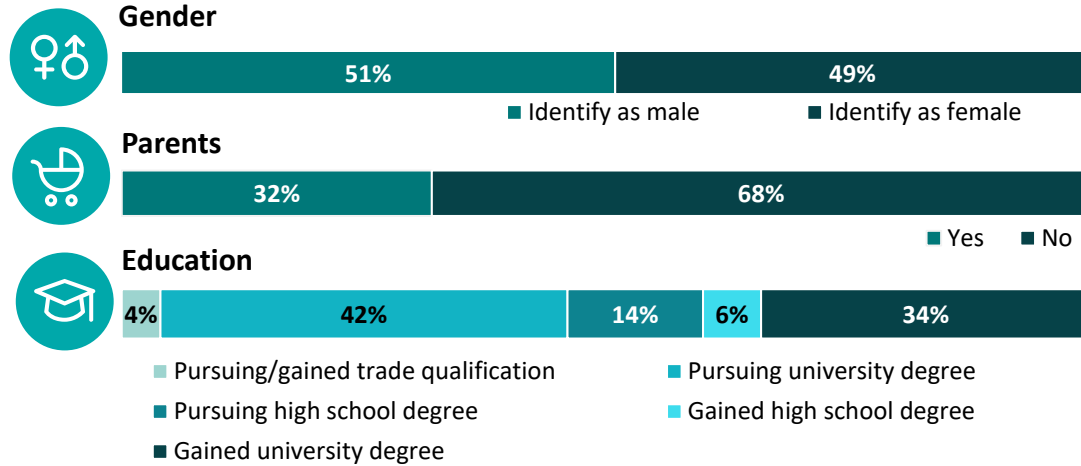
As defined in the study, Gen Z respondents were born between January 1995 and December 2005, and millennial respondents were born between January 1983 and December 1994.

Country profile: India

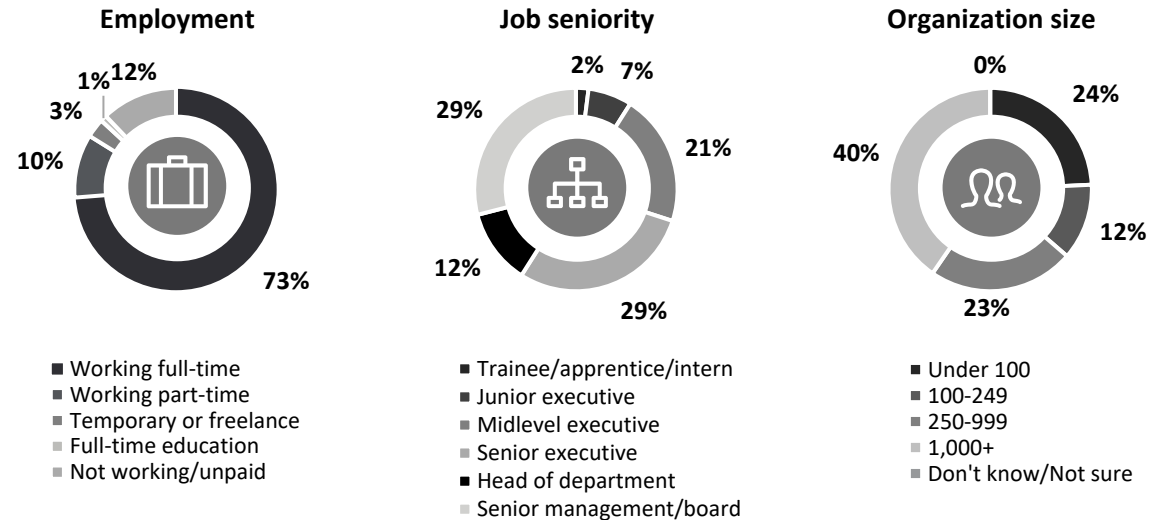
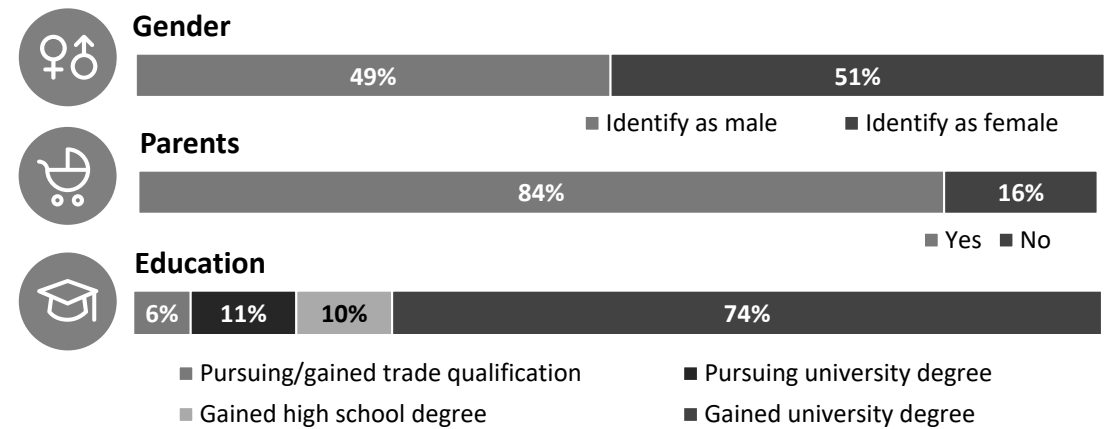
800 total respondents in India: 500 Gen Zs and 300 millennials



GEN Z PROFILE



MILLENNIAL PROFILE



Social and economic / financial outlook

- Indian respondents are generally more optimistic about the next twelve months—with millennials particularly positive on the economic situation.
- Indian millennials are similarly more likely than Gen Z to feel they have influence over societal challenges—most notably on technology and education.

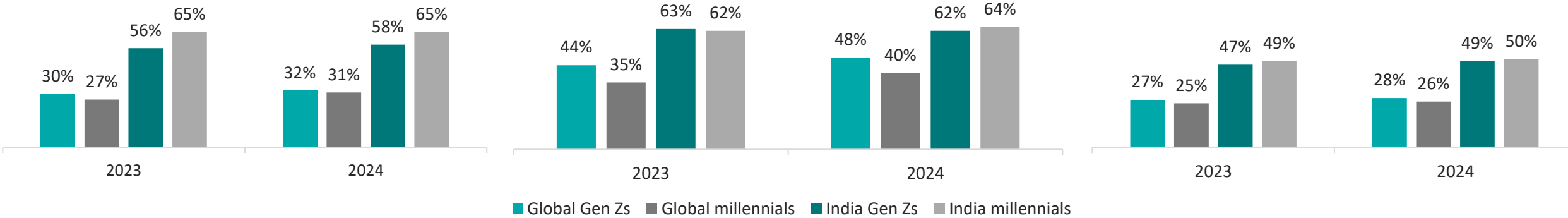


Percentage of respondents who expect the following to improve over the next 12 months:

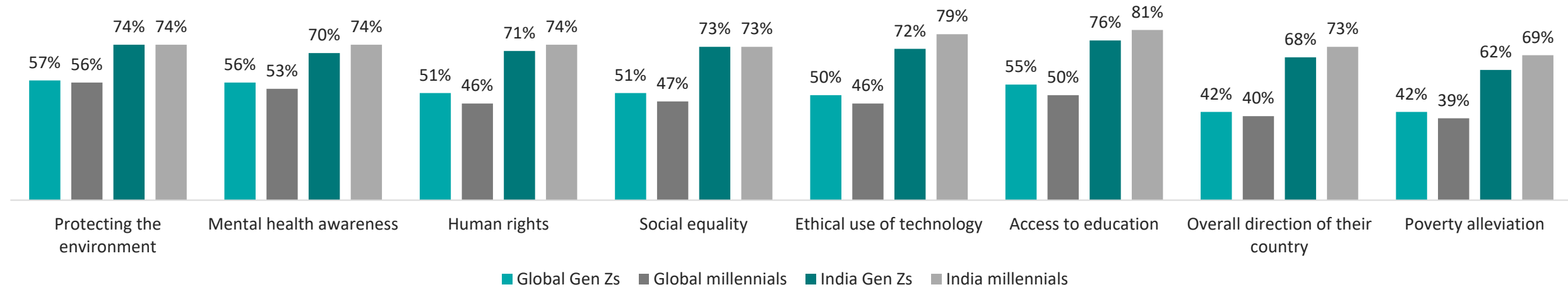
Overall economic situation

Their personal financial situation

Overall social/political situation



Percentage of respondents who feel they have moderate or significant influence over the following societal issues:



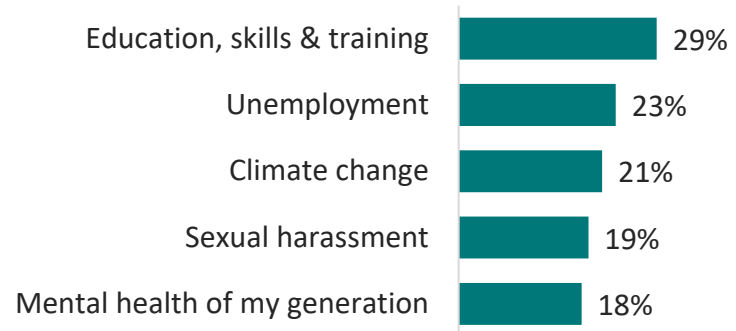
Top concerns

- Indian Gen Zs are most worried about education, with concerns about sexual harassment also more prevalent than the global average.
- Indian millennials are most concerned about climate change, with unemployment, education and economic growth all above the global average.

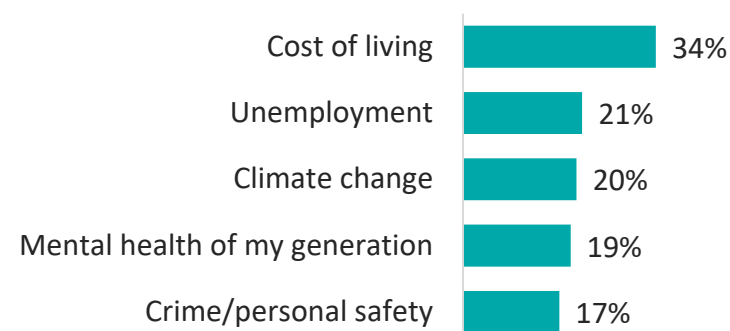


Top concerns:

India Gen Zs



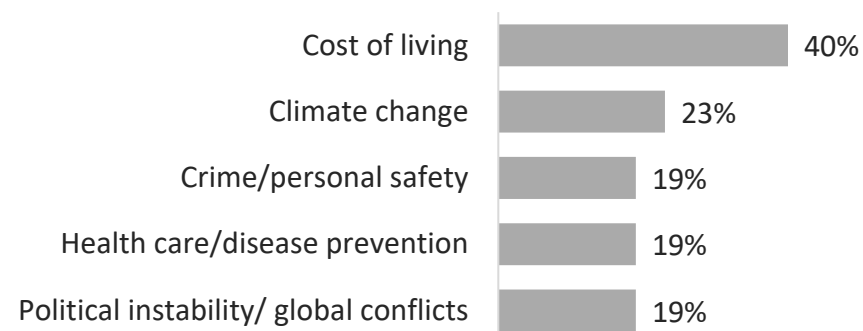
Global Gen Zs



India millennials



Global millennials

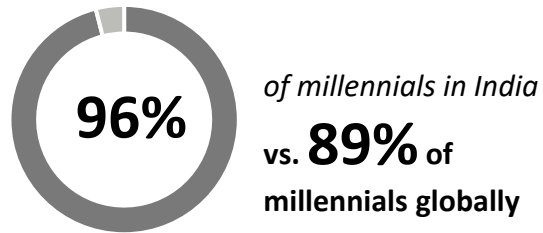
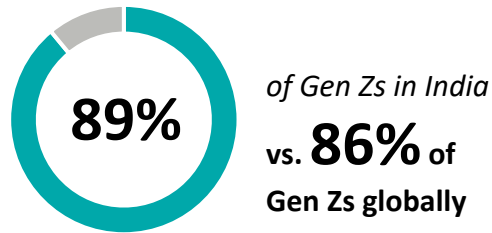




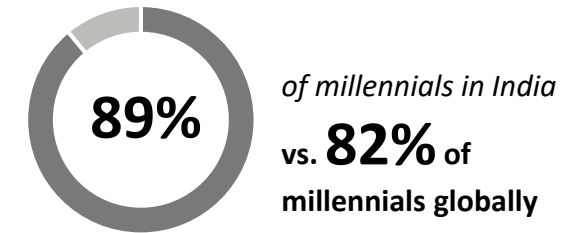
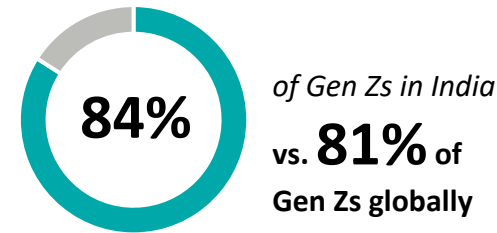
Purpose

- Both generations (and particularly millennials) are more likely than the global average to say having a sense of purpose in their jobs is important and that they have it.
- Values alignment is also much more important for both generations than the global average, with Gen Zs more likely to have rejected work based on ethics.

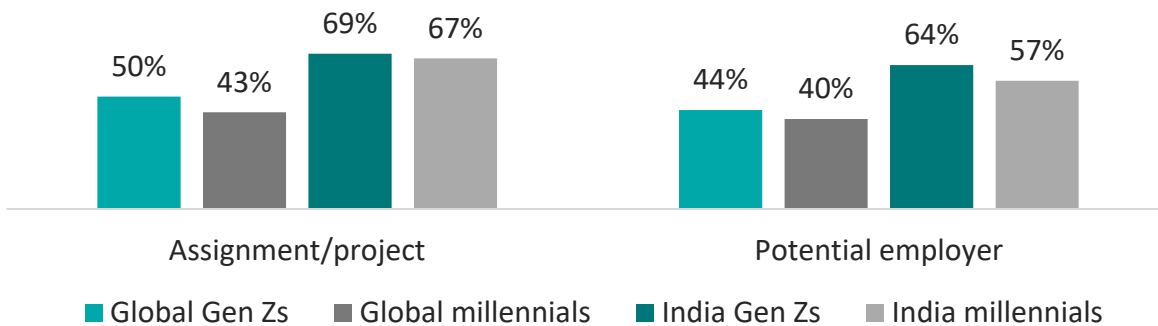
Percentage of respondents who said having a sense of purpose in their job is somewhat/very important for their job satisfaction and well-being:



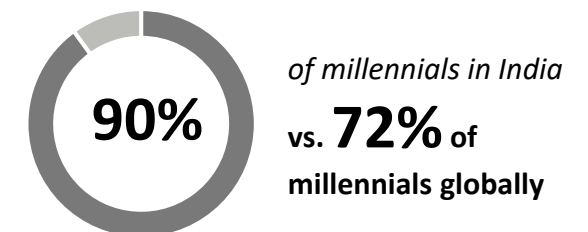
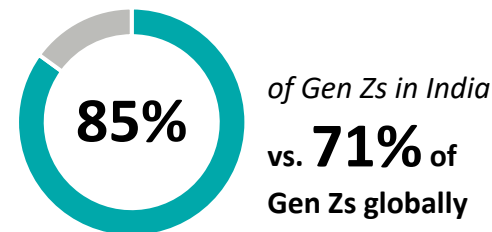
Percentage of respondents who said their current job gives them a sense of purpose (those saying yes - somewhat/yes – a lot):



Percentage of respondents who have rejected an assignment, or a potential employer based on their personal ethics/beliefs:



Percentage of respondents who said they are somewhat/very satisfied with the alignment of their current organization’s values and purpose with their own:

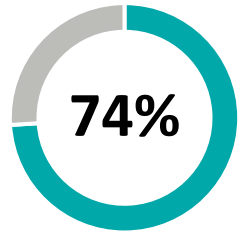




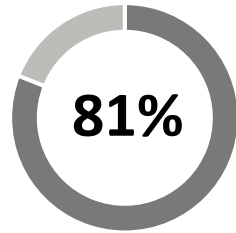
Business and societal impact

- Both generations are more positive than the global average about business having a positive societal impact (particularly millennials).
- Indian millennials think businesses have the most influence over the ethical use of technology, direction of the country and protecting the environment.

Percentage of respondents who believe that business is having a fairly/very positive impact on the wider society in which they operate:

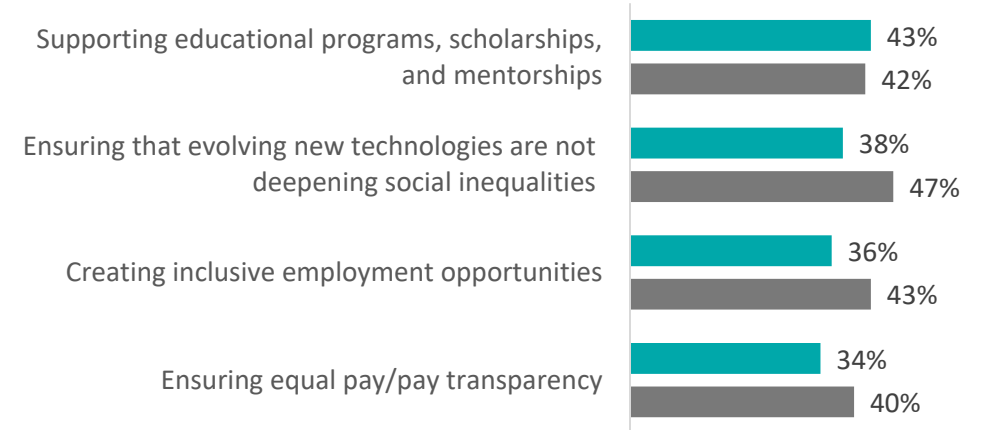


of Gen Zs in India
vs. **49%** of
Gen Zs globally



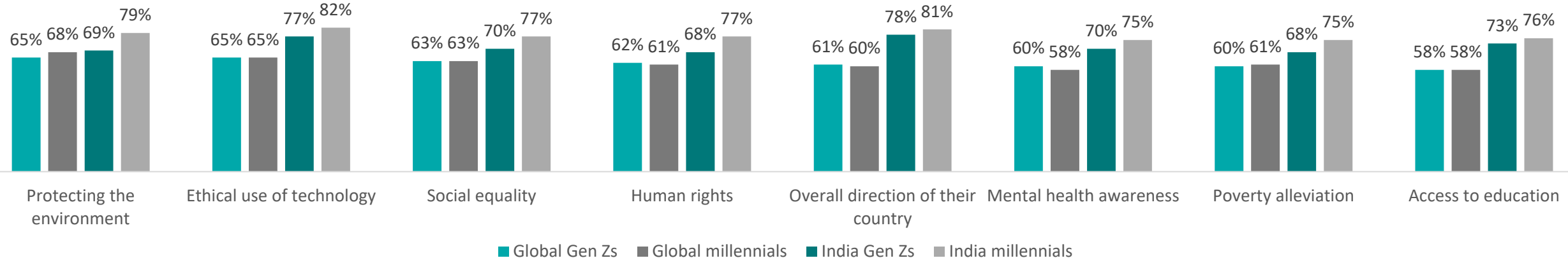
of millennials in India
vs. **47%** of
millennials globally

Percentage of respondents in India who think businesses should play a role in addressing social inequality in the following areas:



■ India Gen Zs ■ India millennials

Percentage of respondents who think that business has a moderate or significant influence over the following societal issues:



■ Global Gen Zs ■ Global millennials ■ India Gen Zs ■ India millennials

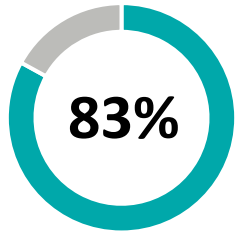


Environmental sustainability is everyone’s responsibility

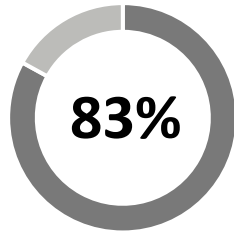
- Both generations are more concerned about climate change than the global average, with millennials leading the charge on trying to reduce personal impact.
- Indian millennials are also even more likely than Gen Zs to think governments should be pushing business to address climate change, and for businesses to help consumers make more sustainable purchases.

Percentage of respondents selecting agree or strongly agree to the following statements:

In the last month, I have felt worried or anxious about climate change

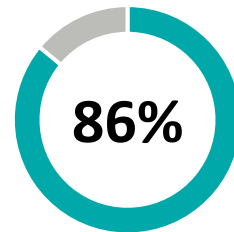


of Gen Zs in India
vs. **62%** of
Gen Zs globally

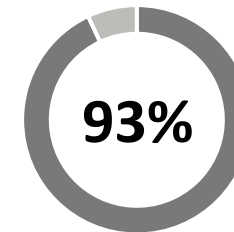


of millennials in India
vs. **59%** of
millennials globally

Governments should play a bigger role in pushing business to address climate change

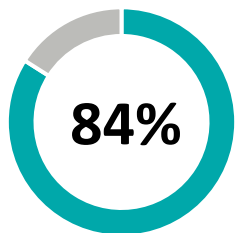


of Gen Zs in India
vs. **77%** of
Gen Zs globally

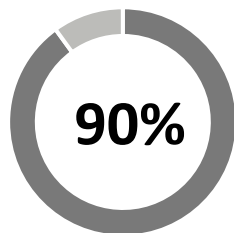


of millennials in India
vs. **79%** of
millennials globally

I actively try to minimize my personal impact on the environment

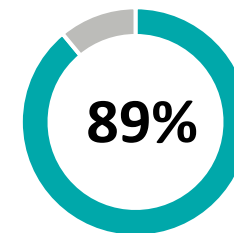


of Gen Zs in India
vs. **73%** of
Gen Zs globally

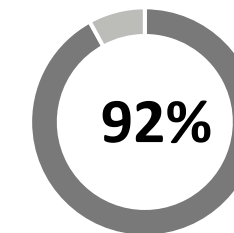


of millennials in India
vs. **77%** of
millennials globally

Business could, and should, do more to enable consumers to make more sustainable purchasing decisions



of Gen Zs in India
vs. **79%** of
Gen Zs globally



of millennials in India
vs. **81%** of
millennials globally

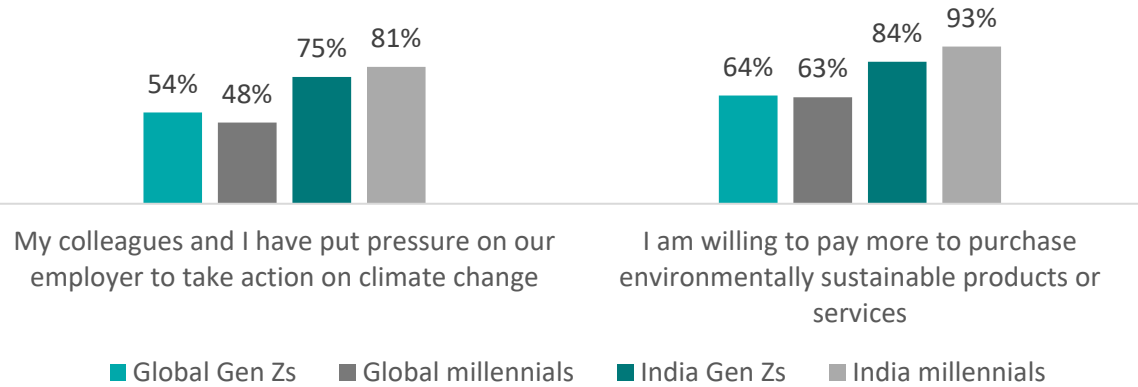
Career decisions and consumer behaviors driving climate action

- Indian Gen Zs and millennials are more likely than the global average to pressure their employers to take climate action, and to be willing to pay more for sustainable products.

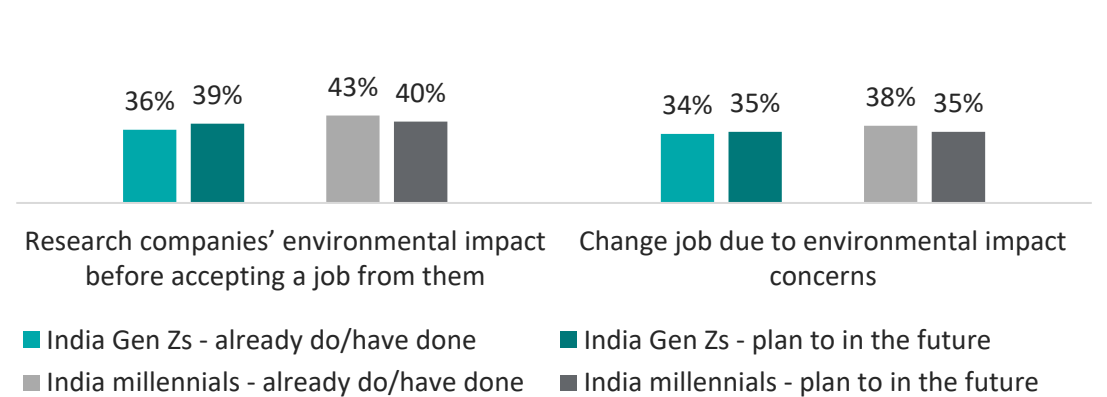


Career decisions to pressure employers to take climate action

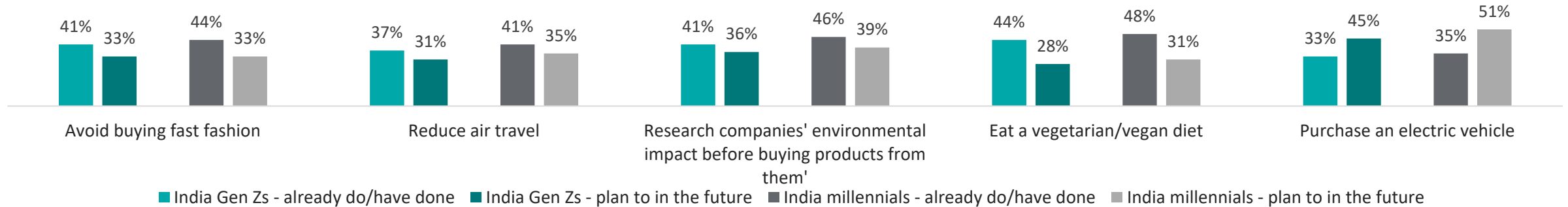
Respondents who agree/strongly agree with the following statements



Climate actions taken or planned



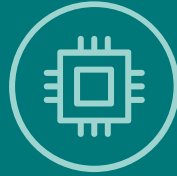
Consumer behaviors to pressure businesses to take climate action



31% of Gen Zs 35% of millennials in India
have stopped or lessened a relationship with a business because their products/services negatively impact the environment

GenAI at work – engagement and understanding

- Indian respondents are excited about GenAI, whereas globally these generations feel more uncertain about it. Indian Gen Zs and millennials are about twice as likely to be frequent users of GenAI compared to the global average, and the majority of respondents believe it will improve their work/life balance and the way they work.
- Indian respondents have had high engagement with GenAI, with 4 in 10 having undergone training (over double the global average).



Top three emotions about GenAI in India

Gen Zs

millennials

37% Excitement
30% Trust
23% Surprise

47% Excitement
43% Trust
24% Surprise

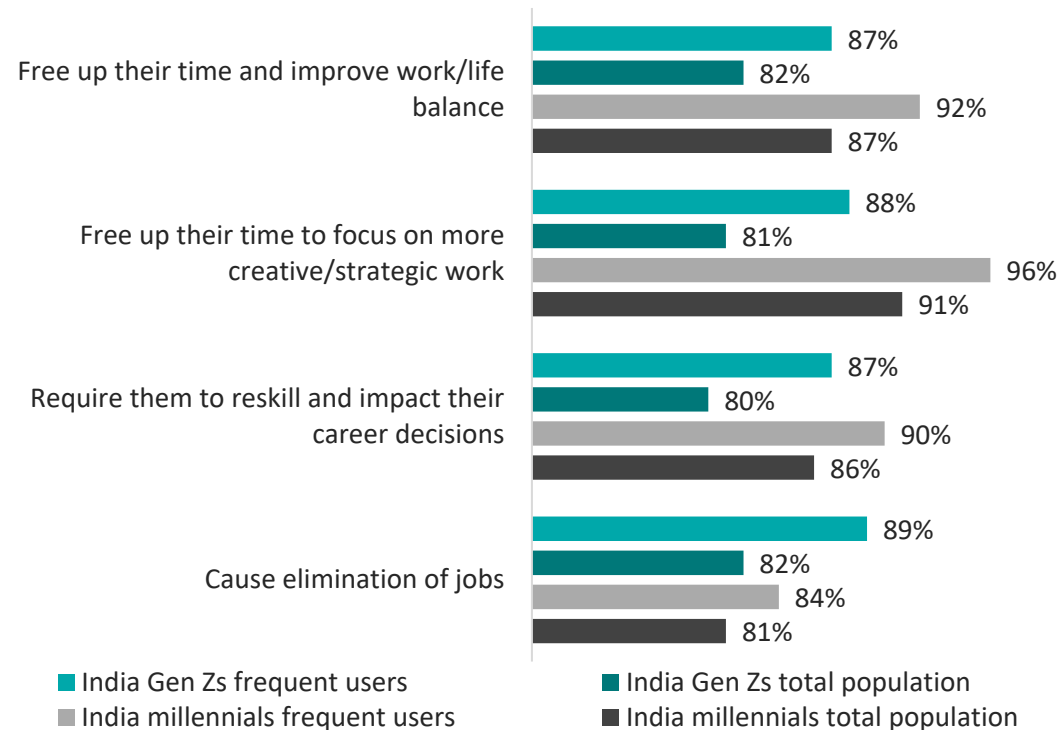


Percentage of respondents who agree/strongly agree that their employer is sufficiently training employees on the capabilities, benefits, and value of GenAI

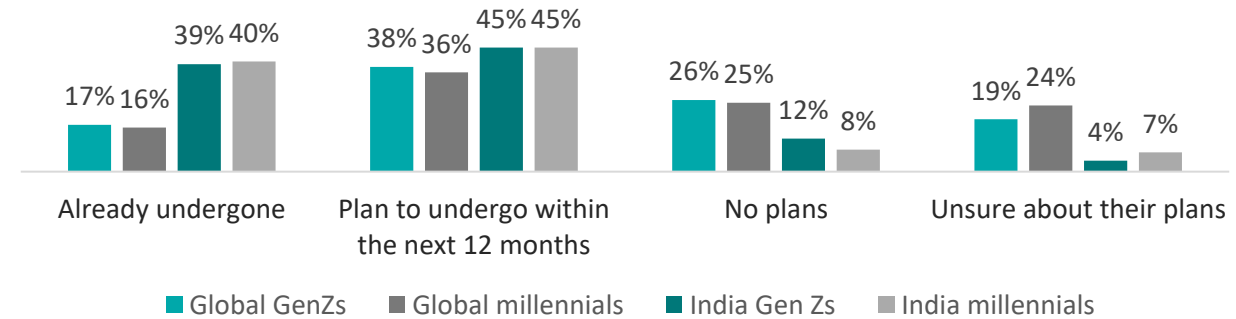
81%
Gen Zs in India

88%
millennials in India

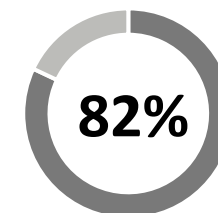
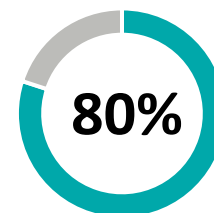
51% of Gen Zs and 54% of millennials in India are frequent users of GenAI at work (said they use it all or most of the time). Percentage of respondents who agree/strongly agree that GenAI in the workplace will...



How respondents describe their engagement with GenAI training or upskilling as a part of their professional development:



Percentage of respondents who think GenAI will improve the way they work somewhat/a lot over the next 12 months

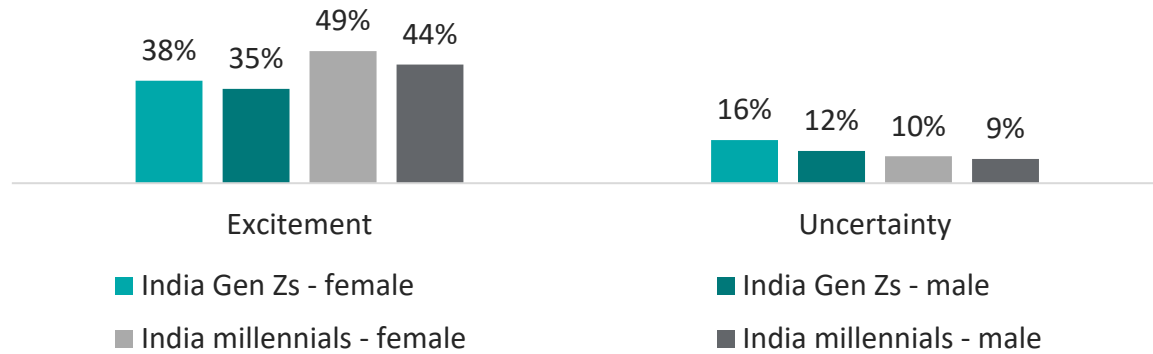


GenAI at work – gender differences

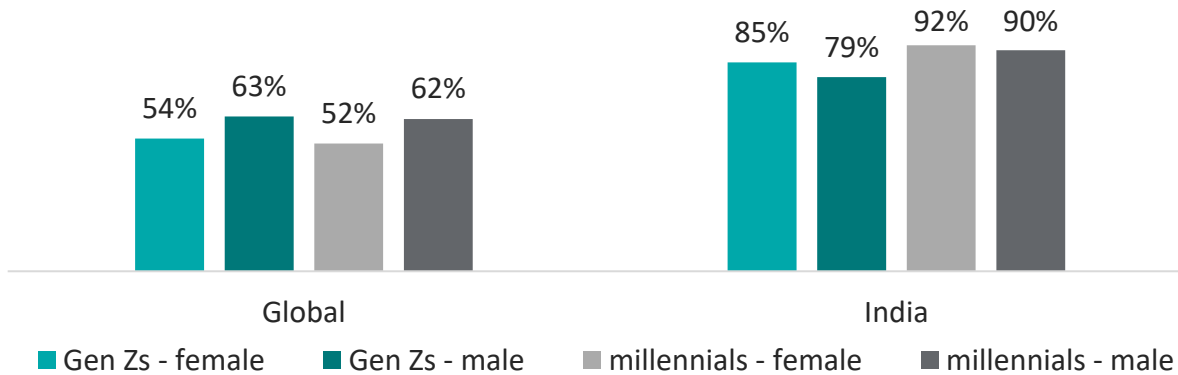
- Globally women are more uncertain about GenAI and less comfortable working with it. That trend doesn't hold in India, where women are more likely to feel excited about GenAI and are slightly more comfortable working with it than men.
- Genders are roughly balanced in having undergone training, with Gen Z men and millennial women the most likely to have training in the next year.



Percentage of respondents who said that GenAI makes them feel the following emotions:



Percentage of respondents who agree/strongly agree they feel comfortable working alongside GenAI systems and tools



Globally, women are less likely to seek training around GenAI. Percentage of respondents in India who have no plans to seek training:

Females

13%
of Gen Zs

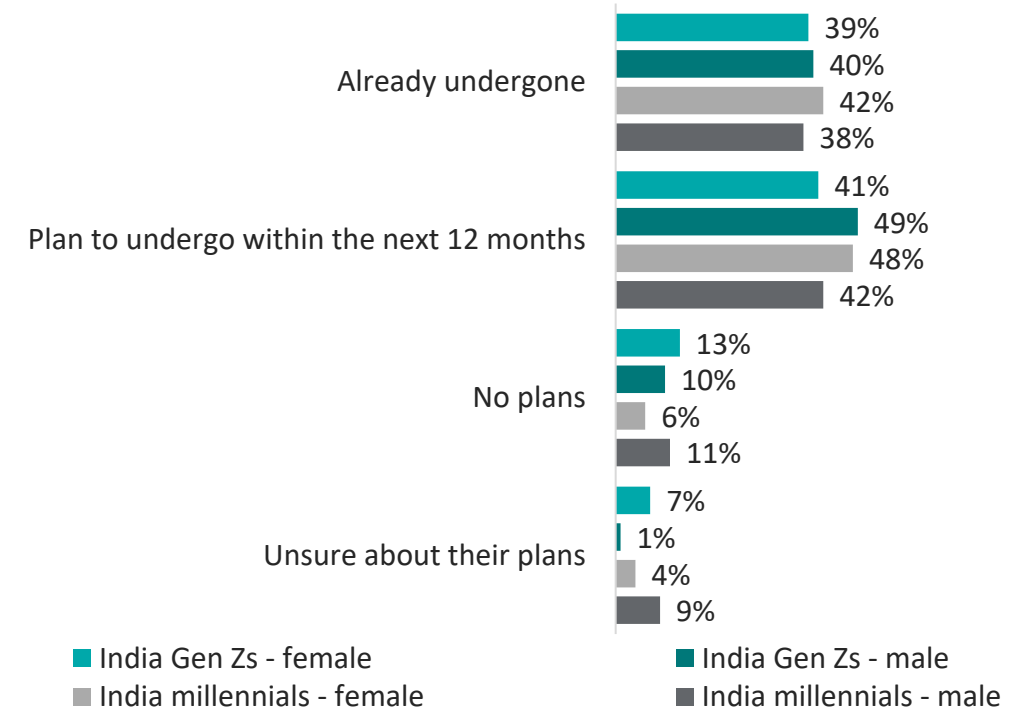
6%
of millennials

Males

10%
of Gen Zs

11%
of millennials

Percentage of respondents describing their engagement with GenAI training or upskilling as a part of their professional development:

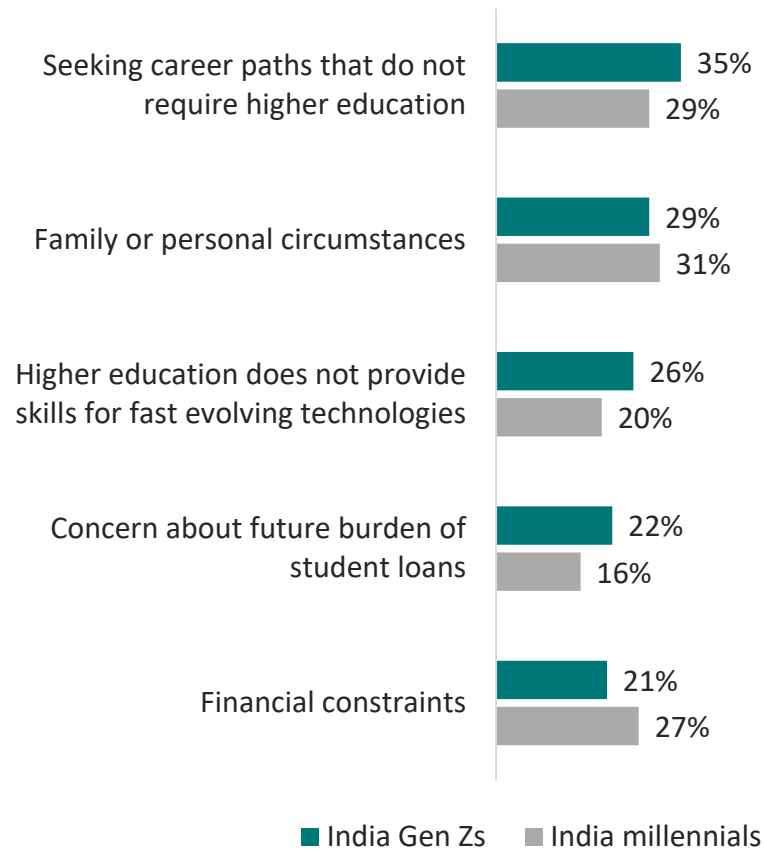


Higher education and what's driving career choices

- Financial /personal circumstances were top reasons for millennials not to pursue higher education. Gen Zs attributed it to seeking career paths that don't require it.
- Work/life balance and positive work culture are the top reasons Indian respondents chose their current employer, while Gen Zs were much more likely than millennials or the global average to have left their employers due to a lack of opportunities to work in-person.



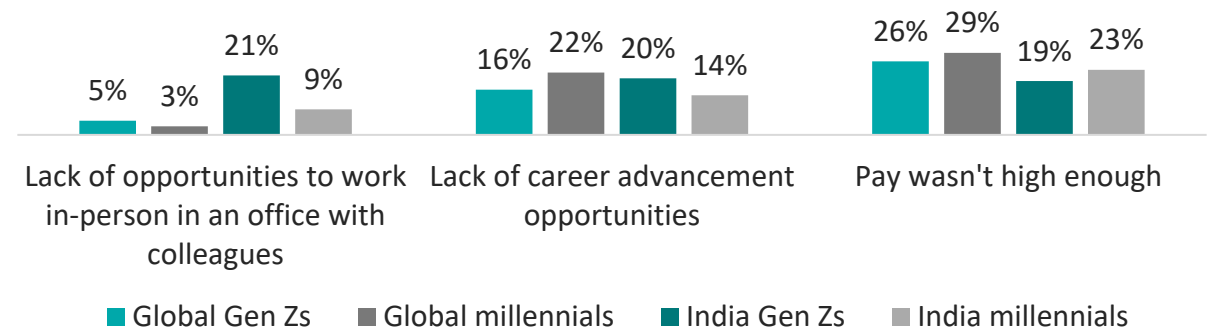
In India, 19% of Gen Zs and 16% of millennials say they decided not to pursue higher education. The top five reasons were:



Top three reasons why they chose to work for their organization:



Top three reasons why they left their previous organization:

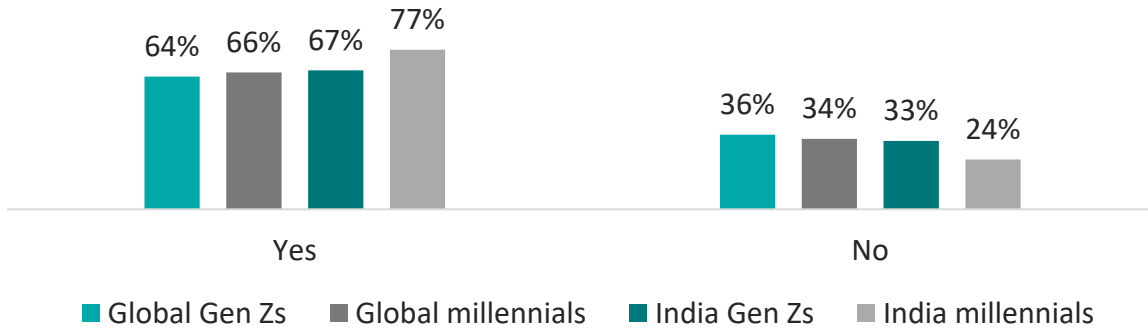


The impact of return-to-office strategies

- Both generations are more likely than the global average to work hybrid, with Gen Zs more likely than millennials to work remotely.
- Gen Zs appreciate the in-person benefits of office working, but feel the financial / personal time constraints. They would like more part-time/job sharing options.



Percentage of respondents who said that their company recently implemented a return to office policy, and they are now required to be on-site on certain days or full time:



Top three positive and negative impacts of return-to-office policies: (India Gen Z respondents)

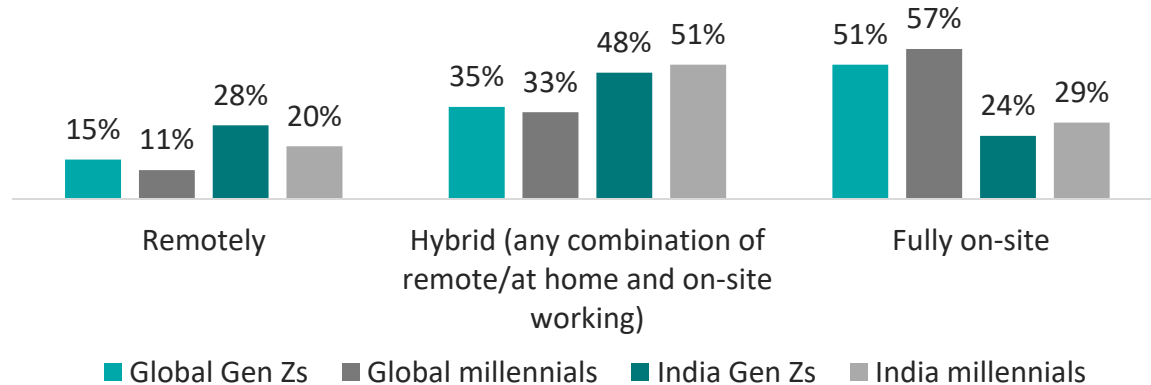
Positive:

- I feel more engaged and connected with my organization and colleagues
- I have better routine and structure at work
- I have noticed increased collaboration and social interaction with my work colleagues

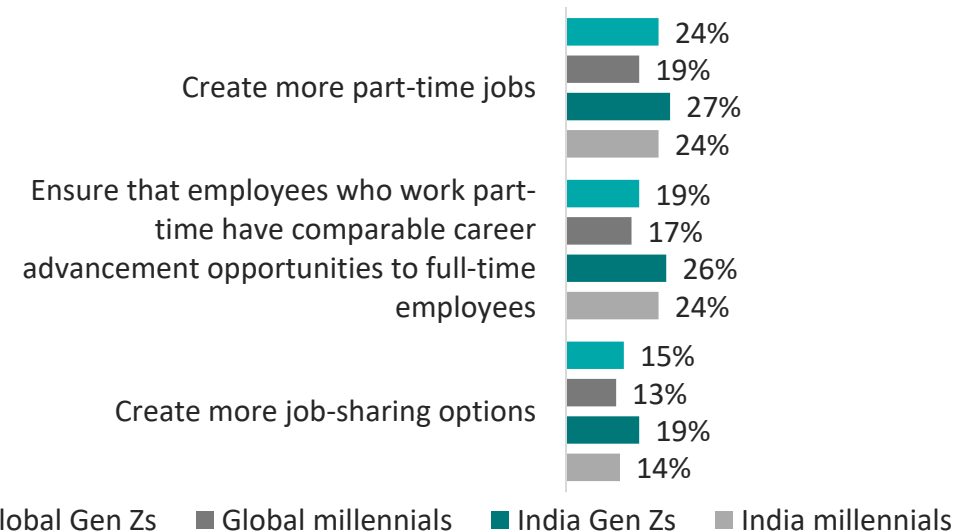
Negative:

- It has negatively impacted me in a financial sense (e.g., needing to pay for the cost of commuting, staying in other accommodation, or additional care etc.)
- It has negatively impacted my mental well-being/increased my stress levels
- It has negatively impacted my ability to meet my caregiving responsibilities

Their current way of working:



In which of the following areas should organizations focus to help foster better work/life balance for their employees? - top three

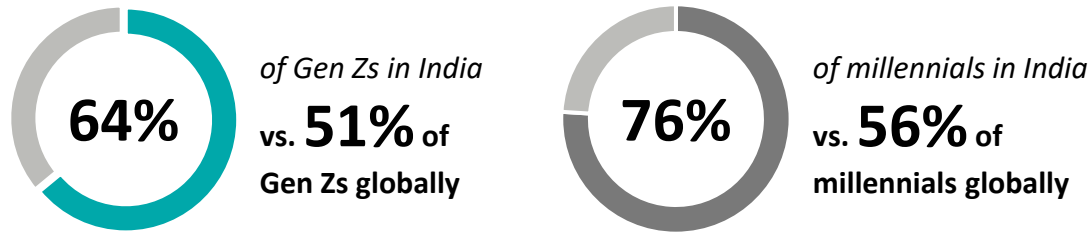




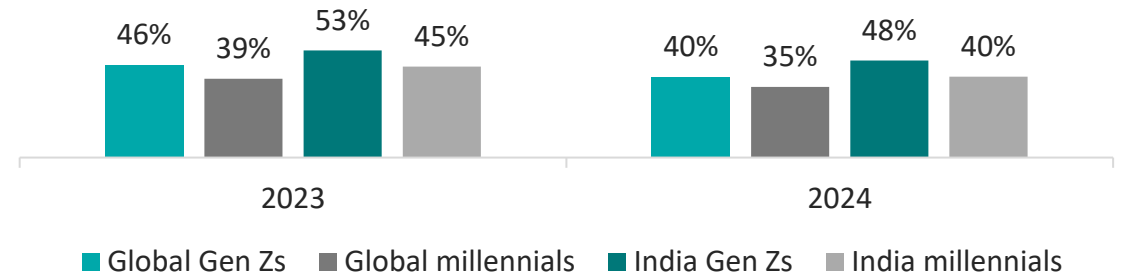
Levels of mental well-being and stress drivers

- Indian respondents report better mental well-being than the global average, but higher stress levels (although down from 2023).
- Family / personal health are the top stressors. In the workplace, Gen Zs worry about lack of time to complete work, and lack of purpose; millennials worry about lack of recognition.

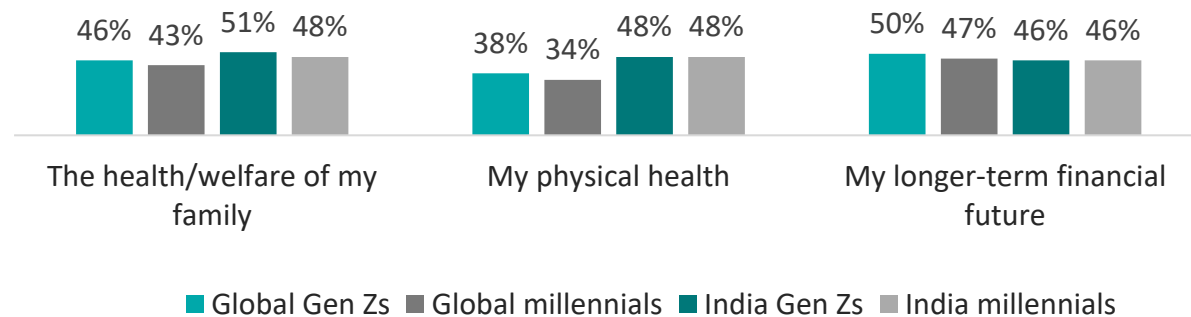
Percentage of respondents who say their current, overall mental well-being is good or extremely good:



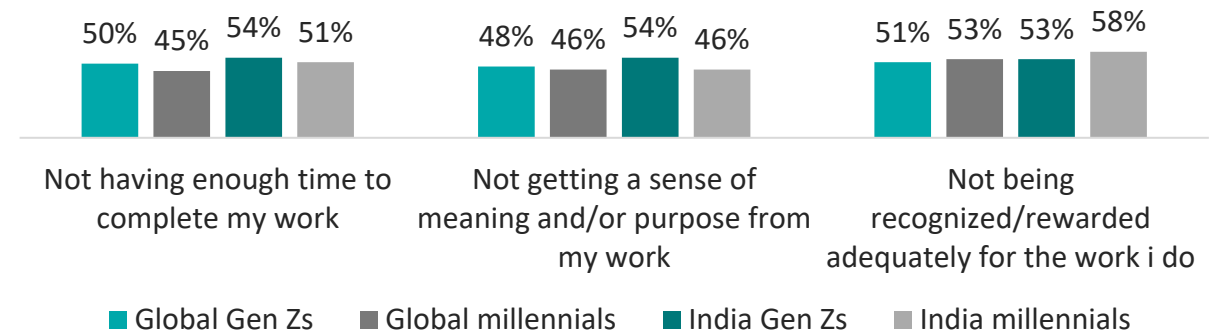
Percentage of respondents who say they feel anxious or stressed all or most of the time:



Top three factors contributing a lot to their feelings of anxiety or stress: **asked only of those who feel anxious or stressed*



40% of Gen Zs and 40% of millennials in India said that their job is a factor contributing a lot to their feelings of anxiety or stress. These are the top three aspects of their job contributing a lot to their feelings of anxiety or stress:

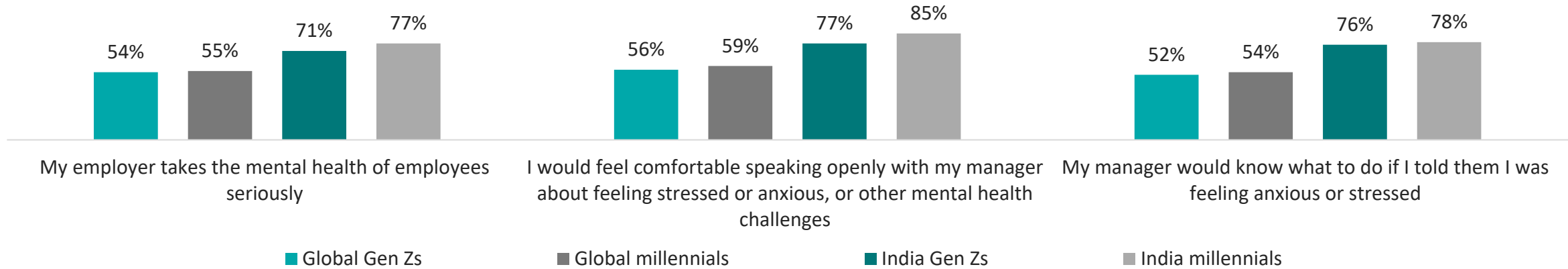


Workplace mental health and persistent stigma

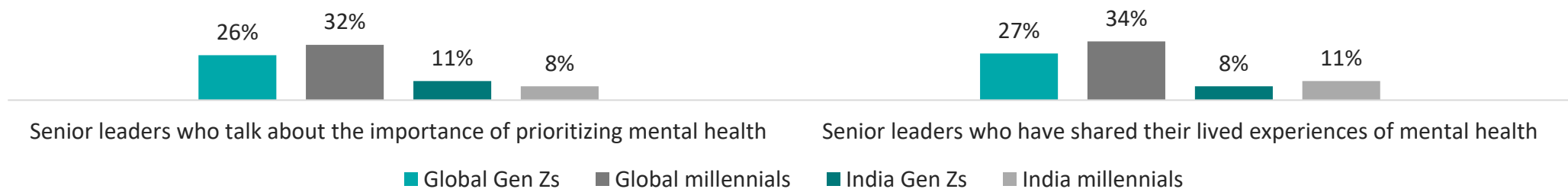
- Indian respondents (particularly millennials) are much more likely than the global average to feel they have workplace support for mental health issues.
- Positively, respondents are more likely to feel that senior leaders prioritize mental health and share their lived experiences.



Percentage of respondents who agree/strongly agree with the following statements related to workplace well-being/mental health:



Percentage of respondents who said they *do not* have the following support available where they work...





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