

Deloitte.



The 2020 Deloitte Millennial Survey
India

Global Summary

2020 Deloitte Millennial Survey

Our methodology:

In late 2019, for its ninth annual Millennial Survey, Deloitte surveyed **18.4k millennial and Gen Z respondents across 43 countries, including 625 respondents from India**, to understand their views on a variety of topics—from their actions to make a positive impact in the world; to work and what they are looking for in a job and an employer; to the role of business in society; to the issue of mental health and stress; and more.

In early 2020, as the COVID-19 pandemic continued to unfold around the world, Deloitte fielded an additional “pulse” survey of **9,100 respondents across 13 countries, including 600 from India** to supplement the original survey findings with insights about:

- How millennials and Gen Zs are responding to the pandemic;
- How it is impacting them, their jobs/workplace, and their views on businesses and governments; and
- The long-term implications the pandemic may have.

Key findings:



Mental health: Before the pandemic, close to half of the respondents said they were stressed all or most of the time. But anxiety levels fell eight points for both generations in the peak-pandemic pulse survey, indicating a potential silver lining to the disruption caused by the pandemic.



Finances: Many are financially prudent and literate, but three-fourths often worry about their financial situations either in the short or long term.



Environment: Prior to the pandemic, half of respondents said they believed it was too late to repair the damage caused by climate change. Yet, this figure dropped in the pulse survey, suggesting that the impact of the COVID-19 response on the environment has given hope there is still time to take action.



Sense of responsibility. Nearly three-fourths said the pandemic has made them more sympathetic toward the needs of others and that they will take actions to have a positive impact on their communities in the future.



Work & loyalty: Pre-pandemic, more millennials said they’d like to stay with their employers for at least five years than would prefer to leave within two, signaling employers may be better addressing their needs. It remains to be seen how loyalty will be affected by pandemic-driven job losses.



View of institutions: A majority of respondents gave businesses and governments high marks for their pandemic responses. Actions taken during the crisis, however, did not translate into overall better opinions of these institutions or their leaders.

Key

2020 Deloitte Millennial Survey

The following deck highlights how opinions in India compare to the pre-pandemic survey and examines how Indian respondents compare to their counterparts surveyed after the onset of the coronavirus crisis. **In total, we surveyed 1,225 respondents in India – 625 before the onset of coronavirus (313 millennials, 312 Gen Zs), and 600 after (300 millennials, 300 Gen Zs).**

Throughout this deck, you will see the following terms and definitions:



PRIMARY SURVEY: The original, pre-pandemic, survey of 43 countries that measured young people's attitudes in late 2019



PULSE SURVEY: The secondary survey of 13 of the original 43 countries distributed in early 2020 to understand attitudes after the onset of the pandemic



PRIMARY 43: The entire sample of 43 countries that participated in the original 2019 survey



PULSE 13: The thirteen countries that participated in the 2020 pulse survey



DARK GREEN: Millennials from India (born 1983 – 1994) who participated in the primary survey



LIGHT GREEN: Millennials from the Pulse 13 countries (born 1983 – 1994) who participated in the pulse survey



DARK TEAL: Gen Zs from India (born 1995 – 2003) who participated in the primary survey

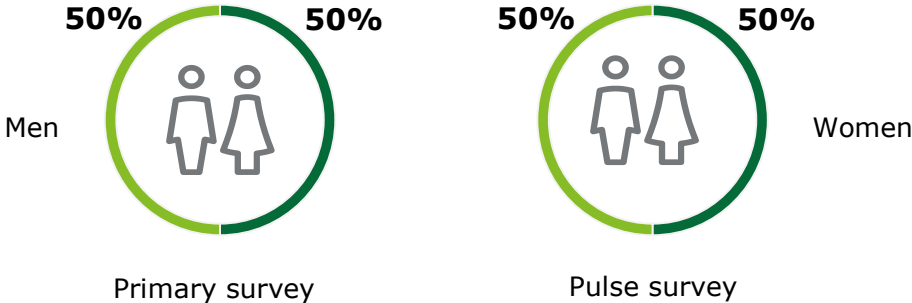


LIGHT TEAL: Gen Zs from the Pulse 13 countries (born 1995 – 2003) who participated in the pulse survey

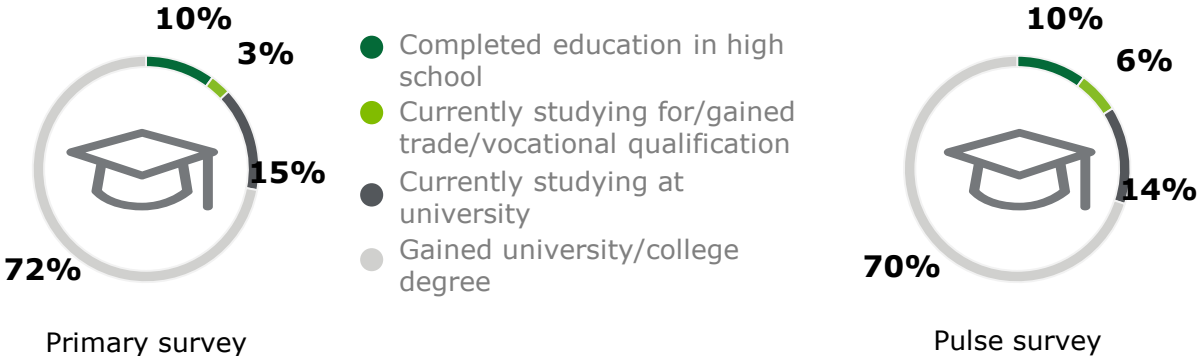
Sample profile (weighted)

613 Millennial interviews (313 Primary survey, 300 Pulse survey) conducted in India

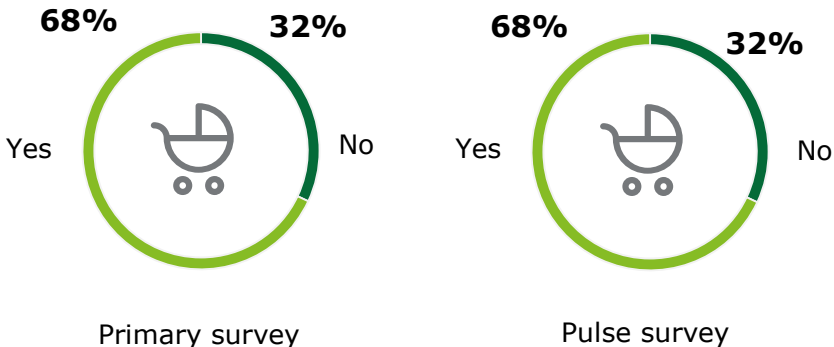
Gender



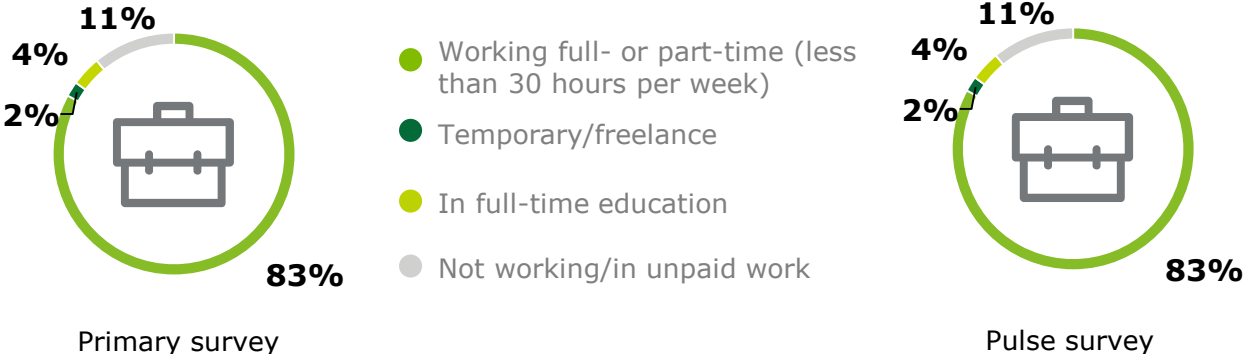
Education level



Have children



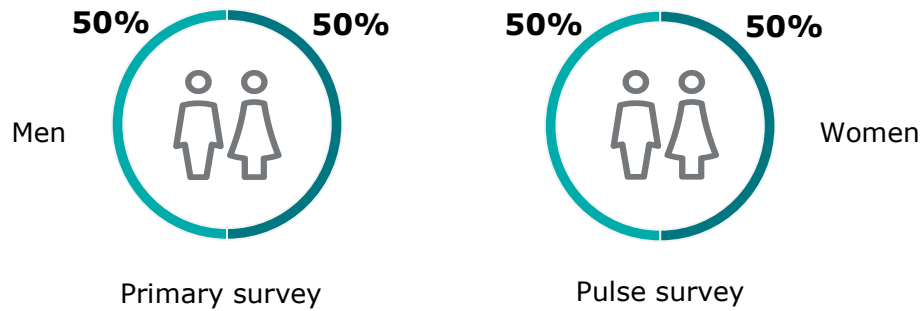
Working status



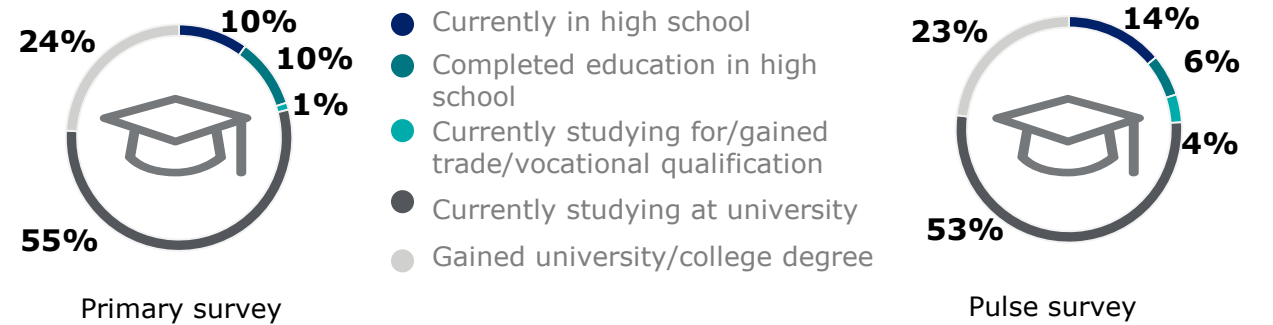
Sample profile (weighted)

612 Gen Z interviews (312 Primary survey, 300 Pulse survey) conducted in India

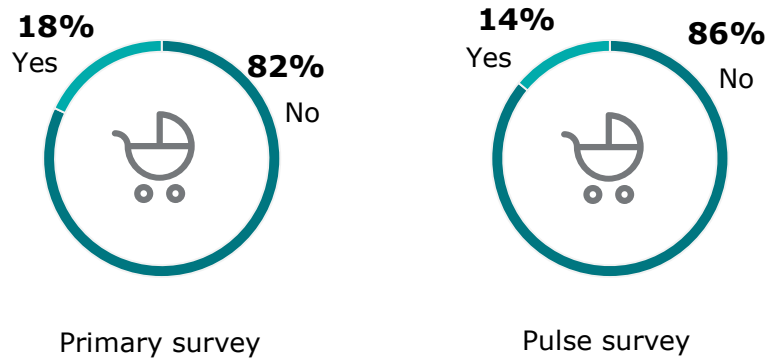
Gender



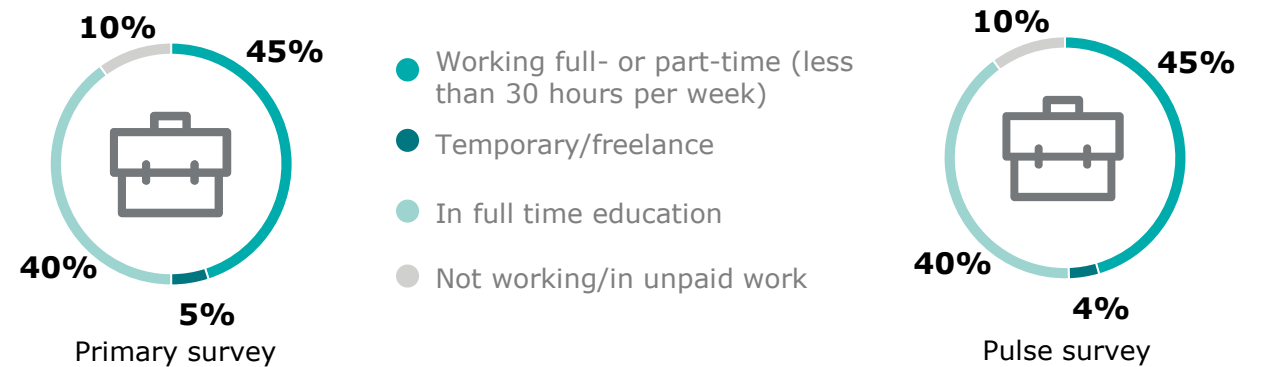
Education level



Have children



Working status



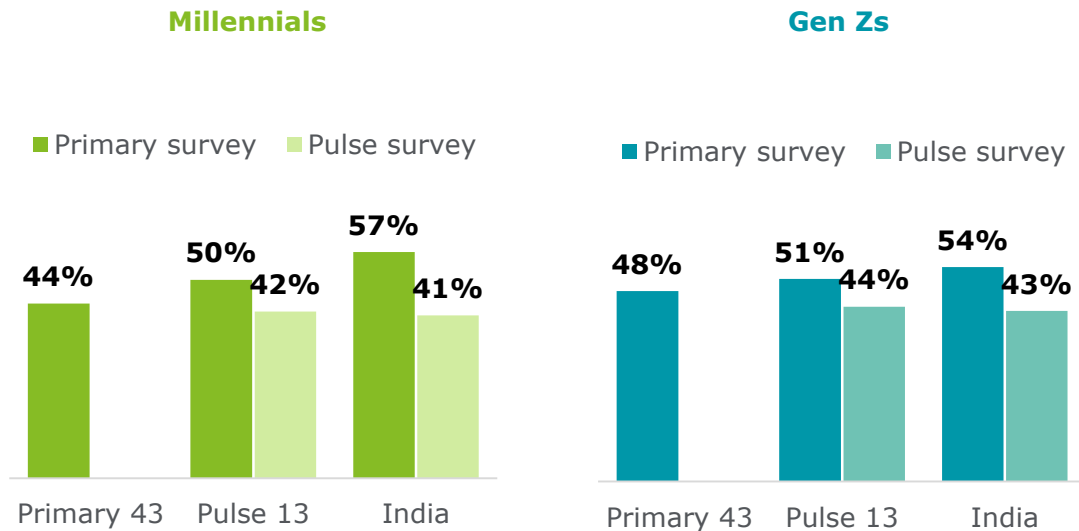


Mental health

Key Highlights

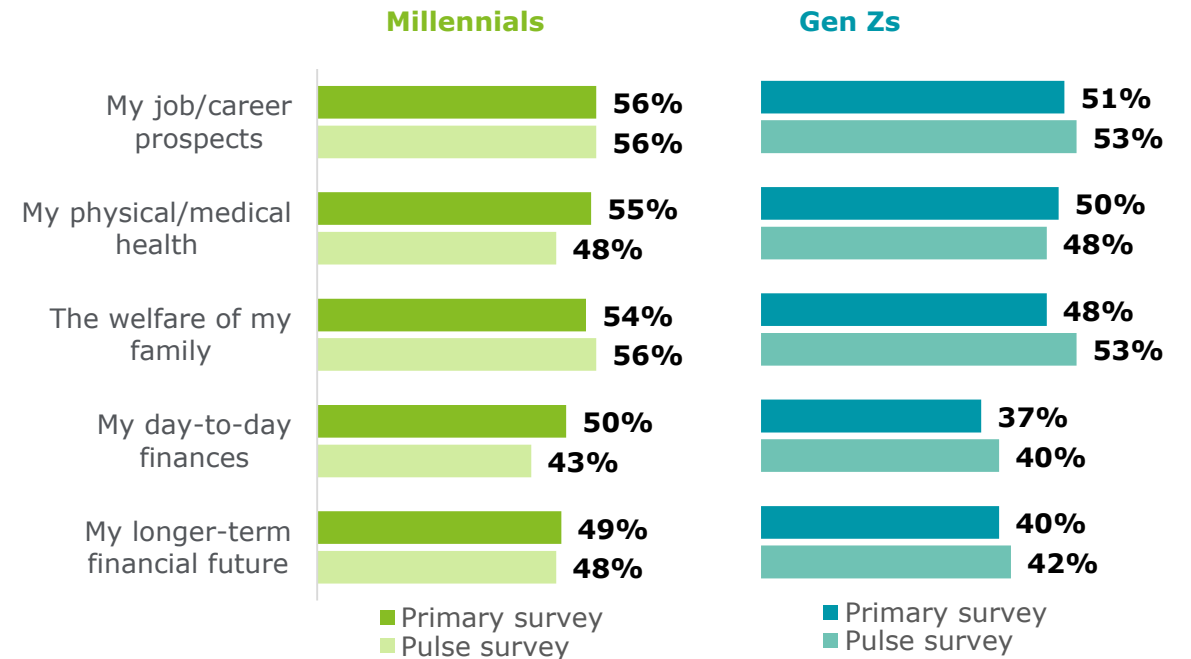
- In the primary survey (December timeframe), 57% of millennials and 54% of Gen Zs were stressed all or most of the time. In the pulse survey (May) those levels went down. This is consistent with most of the other pulse countries.

% **Millennials** and **Gen Zs** in India who agree they feel anxious or stressed all or most of the time



Q: How often would you say you feel anxious or stressed?

% **Millennials** and **Gen Zs** in India who are regularly stressed say ... contributes a lot to their feelings of stress



Q: To what extent do each of the following contribute to your feelings of anxiety or stress?



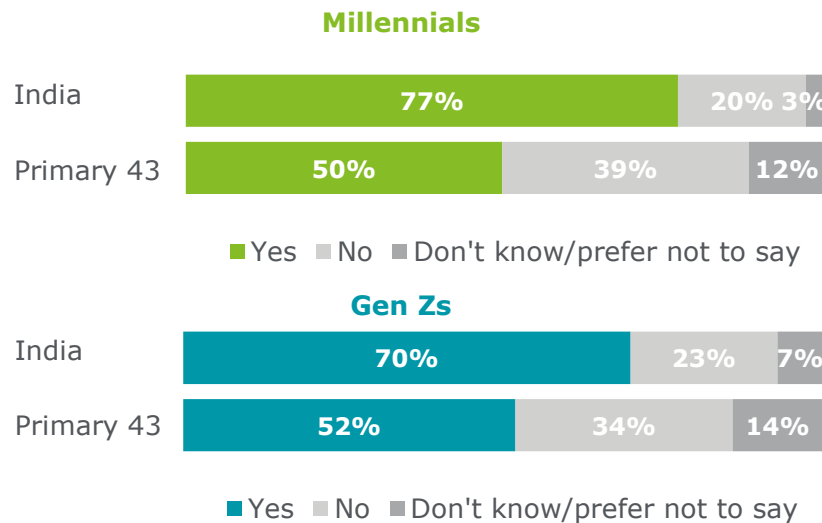
Mental health

Key Highlights

- In India, approximately 3 in 4 millennials and Gen Zs say that stress is a legitimate reason to take time off work, much higher than the global average.
- In December 69% of millennials and 67% of Gen Zs had taken time off work due to stress. The percentage fell slightly in May, perhaps because people were working from home.
- When asked whether they told their employers stress was reason for their absence, in Dec. 64% of millennials and 48% of Gen Zs said yes and. In May, the percentage for millennials dropped to 42%, perhaps indicating their employers wouldn't understand or be sympathetic to that reasoning (or, because they were at home, maybe they didn't need to give an excuse.)

% Millennials and Gen Zs in India* who agree that stress is a legitimate reason to take time off work

(Results from the primary survey)



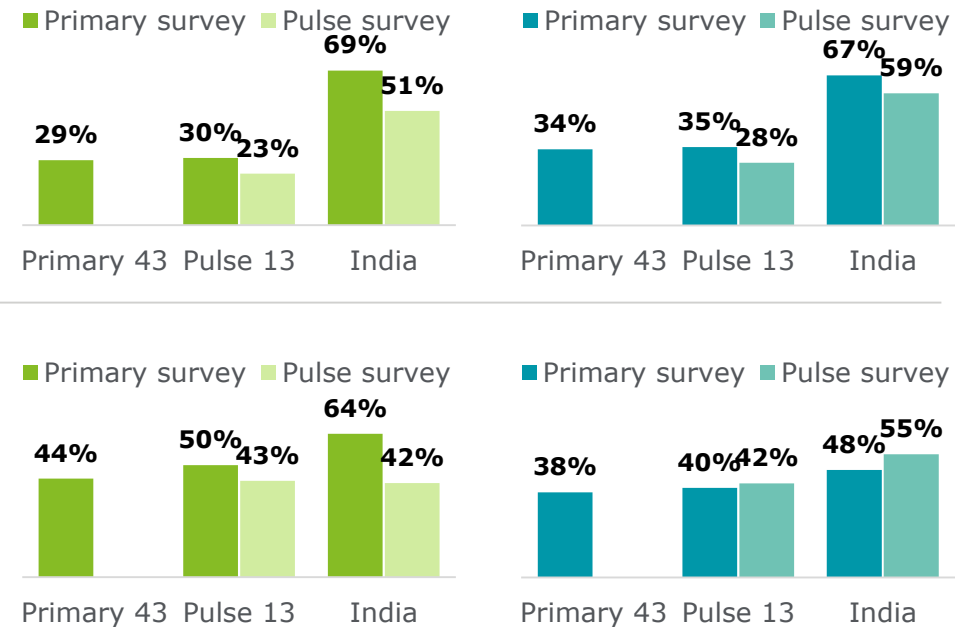
Q: Do you believe feelings of anxiety or stress are a legitimate reason to take time off from work? (i.e. as a sick day/leave of absence) *in full-time, part-time, temporary or unpaid employment

% Millennials and Gen Zs in India* who...

Have taken time off work in the past 12 months/since January due to anxiety or stress



Of those who have taken time off for stress, percent who told their employers that their absence was due to anxiety or stress



Q: in the past 12 months/since January, have you ever taken time off work (i.e. a sick day/leave of absence) due to feelings of anxiety or stress? (regardless of whether anxiety or stress was the reason you gave to your employer at the time) Q: When you took time off work due to feelings of anxiety or stress, did you tell your employer this was the reason? Or did you say it was because of a different reason? *in full-time, part-time, temporary or unpaid employment



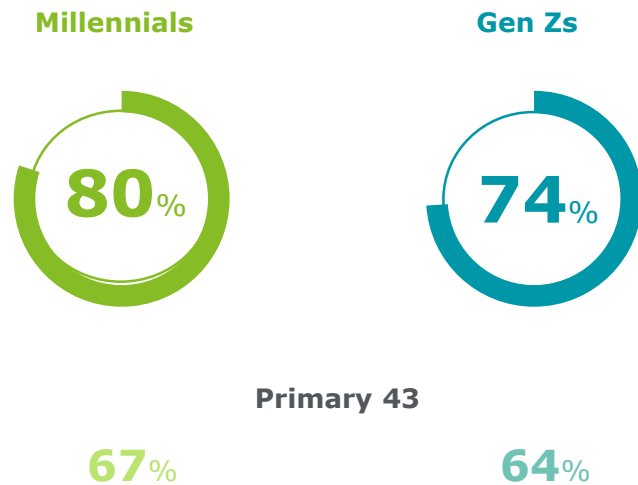
Finances

Key Highlights

- Millennials and Gen Zs in India are more stressed about their general financial situations than their counterparts among global respondents.
- In the pulse survey, around half of India's millennials and Gen Zs believe that their financial situation will improve. This is down from the almost two-thirds who said they believed it in the primary survey. Both generations in India tend to be more optimistic than their pulse country counterparts.

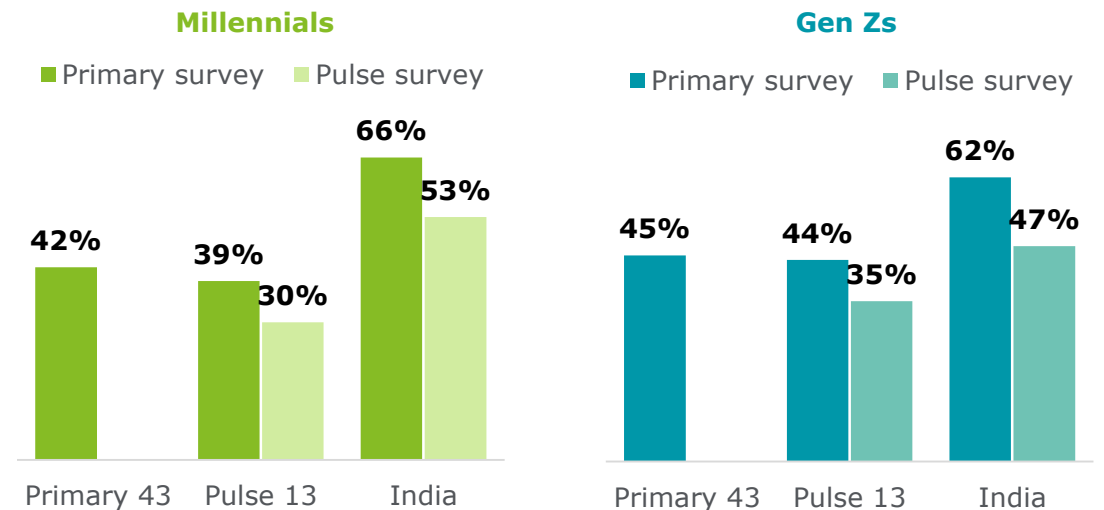
% Millennials and Gen Zs in India who often worry or get stressed* about their general financial situations

(Results from the primary survey)



Q: To what extent do you agree or disagree with the following statements? I often worry/get stressed about my general financial situation *strongly agree or tend to agree

% Millennials and Gen Zs in India who agree that their financial situation over the next 12 months will improve



Q: How do you expect your personal financial situation to change over the next 12 months?



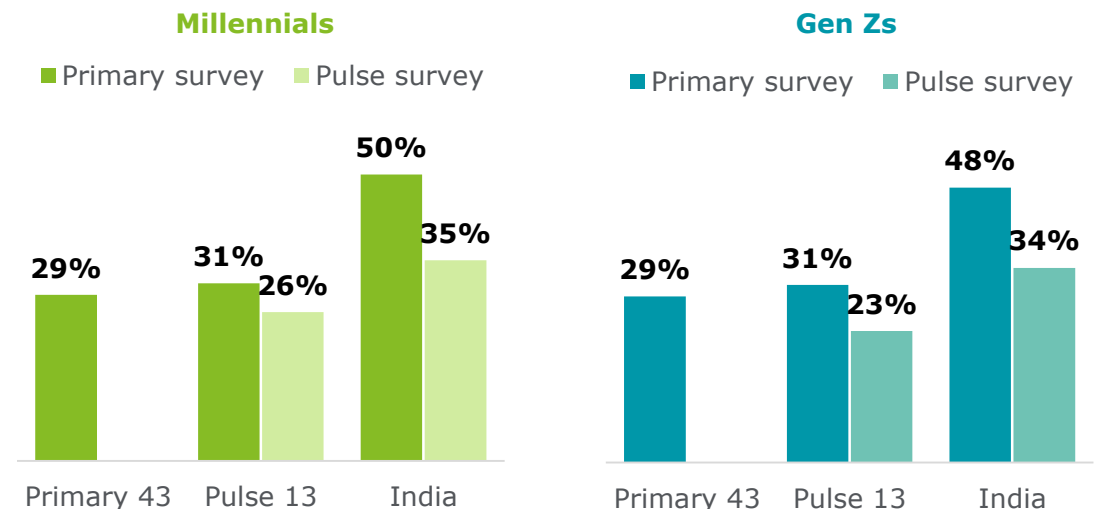
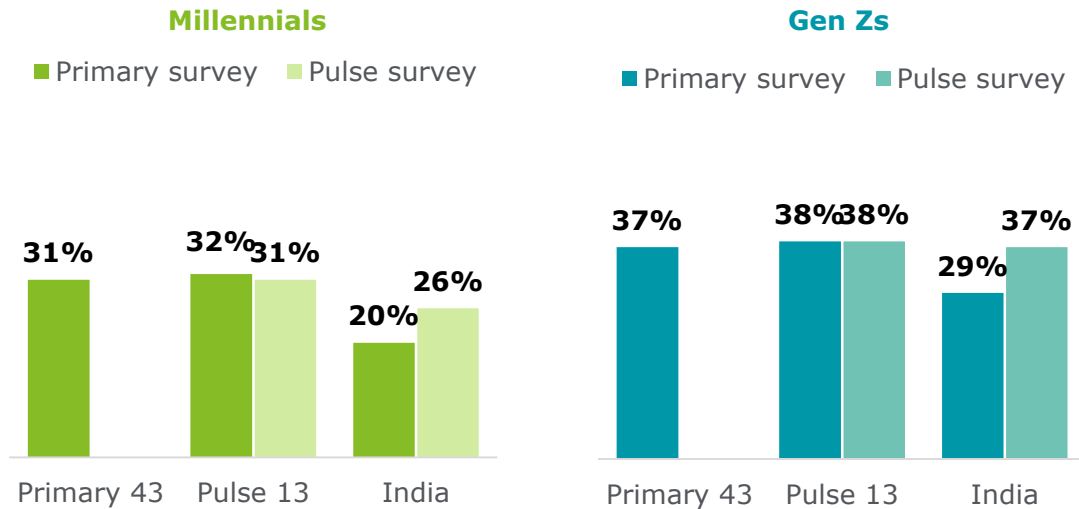
Key Highlights

- Only 20% of Millennials and 29% of Gen Zs say they couldn't come with a large bill back in December. That percentage went up a bit in May.
- In Dec. half of Millennials and Gen Zs had missed a bill payment. That number dropped to 35% in May, perhaps because people aren't spending as much discretionary income during the pandemic.

% Millennials and Gen Zs in India who agree that...

I couldn't cope financially if I unexpectedly received a large bill or had to fund a major expense

I have missed paying or haven't been able to pay a bill/fixed payment in the last six months



Q: Please indicate whether the following statements are true or false... I could cope financially if I unexpectedly received a large bill or had to fund a major expense

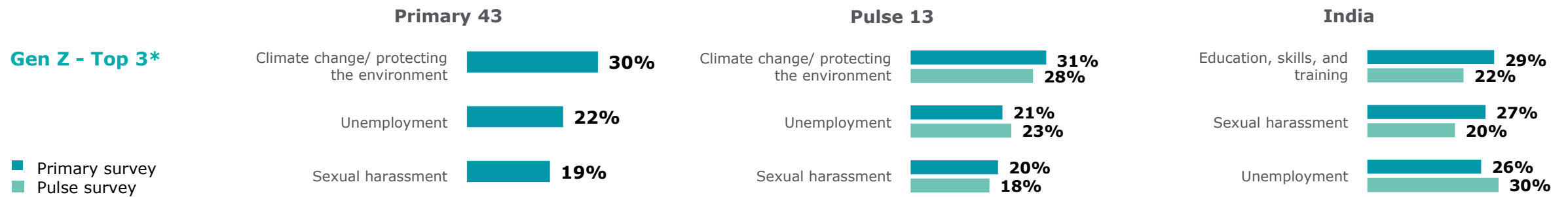
Q: Please indicate whether the following statements are true or false... I have missed paying or haven't been able to pay a bill/fixed payment in the last six months

World challenges

Key Highlights

- Climate change is a top concern for millennials in India, like the global respondents; followed by unemployment
- Among India's millennials, cybersecurity was a top concern.
- For Gen Zs it was unemployment, educations/skills/training and sexual harassment.

% Millennials and Gen Zs in India are concerned about...

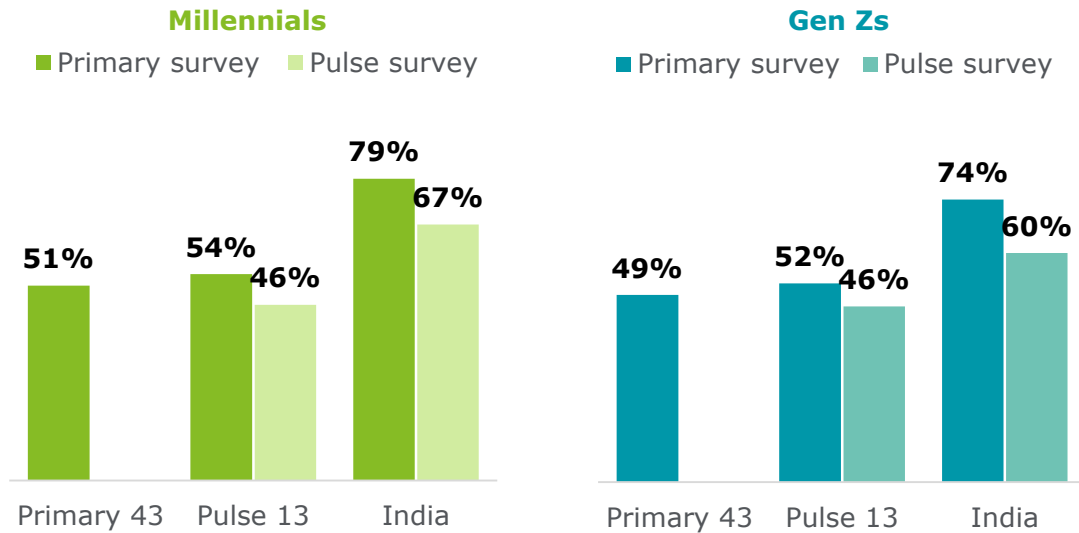


Q: Which three of these issues are of greatest concern to you? *Top 3 for pulse 13 and country ranked based on primary survey

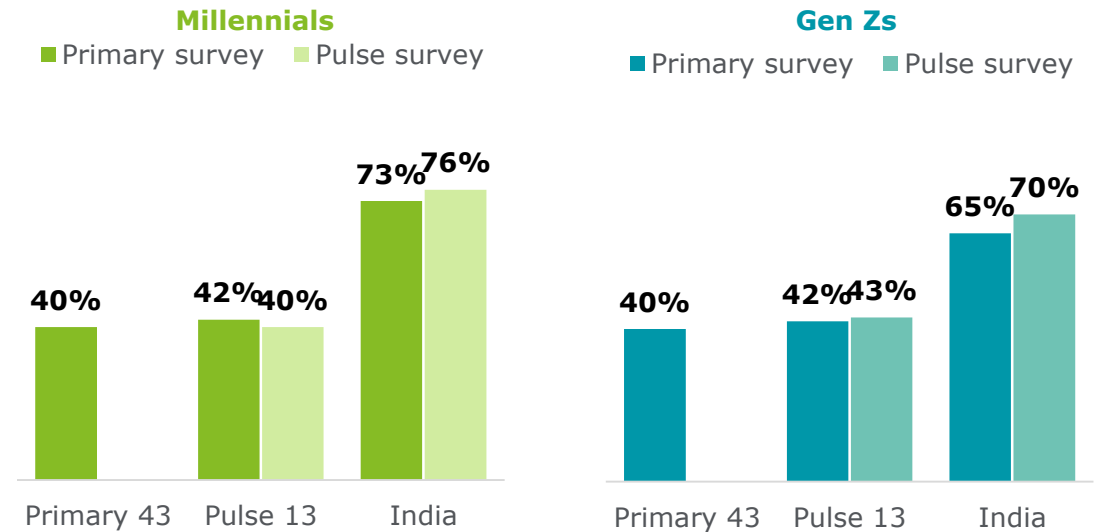
Key Highlights

- In the primary survey, around 3 in 4 millennials and Gen Zs in India believed that we had reached the point of no return for climate change (the highest of all countries). That percentage fell in the pulse survey (perhaps due to seeing the environment respond positively to the world essentially shutting down).
- Conversely, in the pulse survey results, millennials in India were the most optimistic about the efforts to sustain the planet among pulse countries.

% **Millennials** and **Gen Zs** in India who strongly agree/tend to agree that we have already hit the point of no return and it is too late to repair the damage



% **Millennials** and **Gen Zs** in India who are optimistic that efforts to protect/sustain the health of the planet will be effective



Q: To what extent do you agree or disagree with the following statements related to the environment? We have already hit the point of no return and it is too late to repair the damage

Q: Are you generally optimistic or pessimistic that efforts to protect and sustain the health of the planet will be effective?



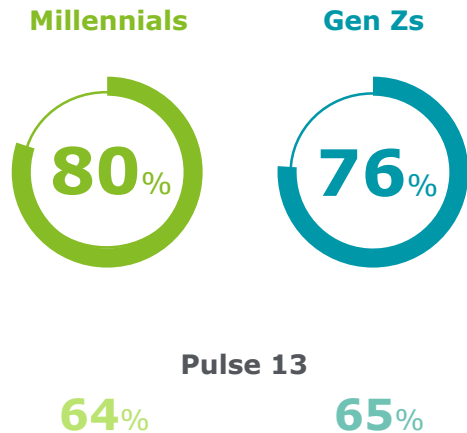
Environment

Key Highlights

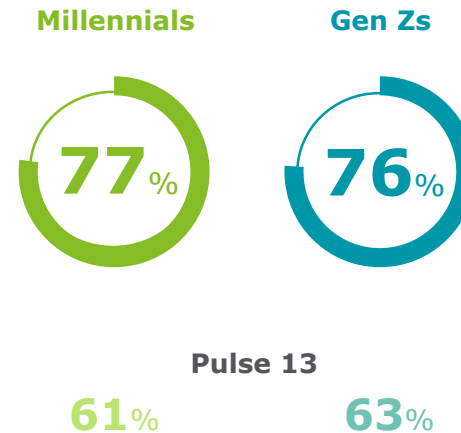
- More millennials and Gen Zs in India believe that environmental initiatives will be less of a priority for business and government as a result of the pandemic than any other pulse country.
- However, 89% of millennials and 84% of Gen Zs in India said that they will continue changing their personal behaviors to limit their own impact on the environment. These figures are greater than the pulse country average.

% Millennials and Gen Zs in India who strongly agree/tend to agree that...

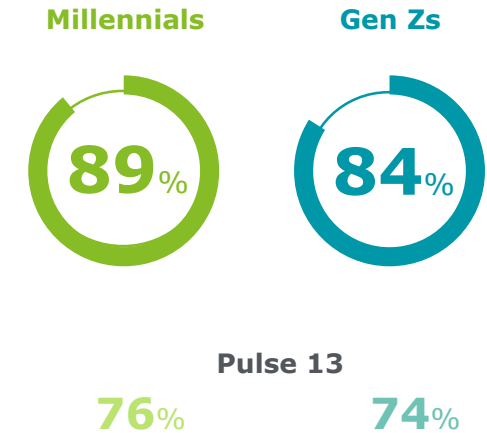
In the long term, environmental/climate change initiatives will be less of a priority for business because of the economic impact of the pandemic



In the long term, environmental/climate change initiatives will be less of a priority for governments because of the economic impact of the pandemic



Given the environmental impact resulting from responses to COVID-19, I will continue some of the behavior changes I have made to limit my own impact on the environment



Q: To what extent do you agree or disagree with the following statements related to the environment?

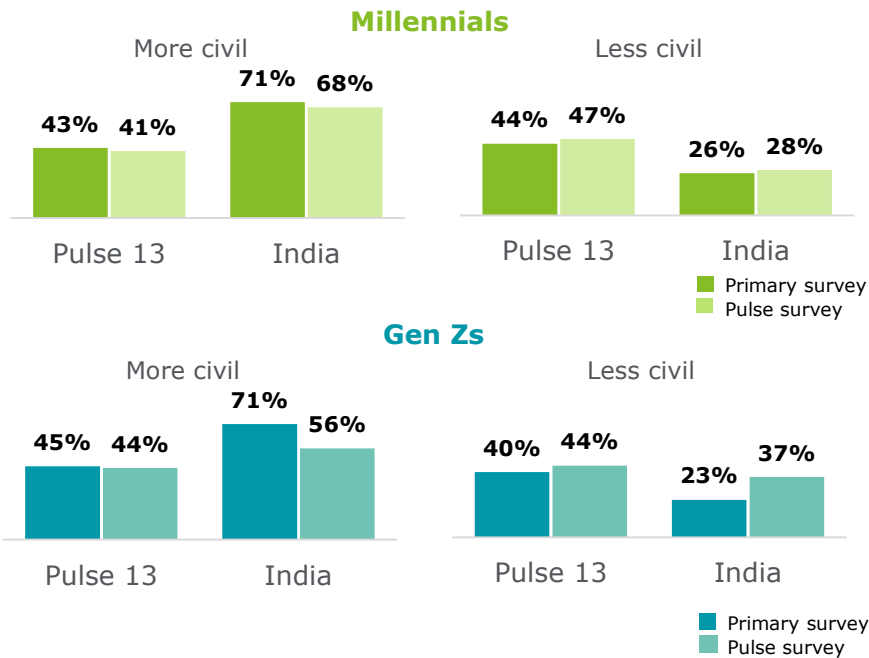


Sense of responsibility

Key Highlights

- Indian millennials and Gen Zs were much more likely to believe that society is becoming more civil to one another, especially in December. That figure fell slightly in May, but it still outpaces less civil by a large percentage.
- Gen Zs in India were the most likely among the pulse countries to say that they will take actions to have a positive impact on their community. In the pulse survey, India's millennials were the most likely to have said that the pandemic has made them more sympathetic, that it has spurred them to take immediate positive action, and that they were planning to take further action once restrictions were eased.

% **Millennials** and **Gen Zs** in India who say that we are becoming more or less civil toward one another ...

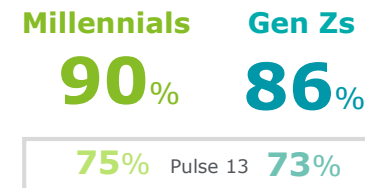


Q: If 'civility' is defined as treating others with respect and politeness, do you think that, as a society, we are becoming more civil or less civil toward one another?

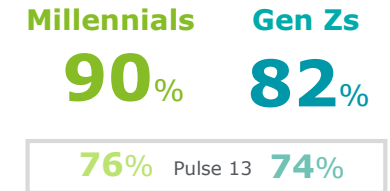
% **Millennials** and **Gen Zs** in India who strongly agree/tend to agree that...

This pandemic has highlighted new issues for me and made me more sympathetic towards...

...the needs of others in my local community

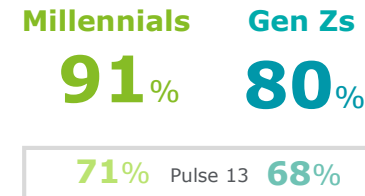


...the needs of different people around the world

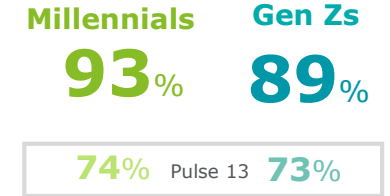


In response to the pandemic...

...I have taken immediate actions to try and have a positive impact on my community



...I will take positive actions to have a positive impact on my community once restrictions are lifted



Q: To what extent do you agree or disagree with the following statements?

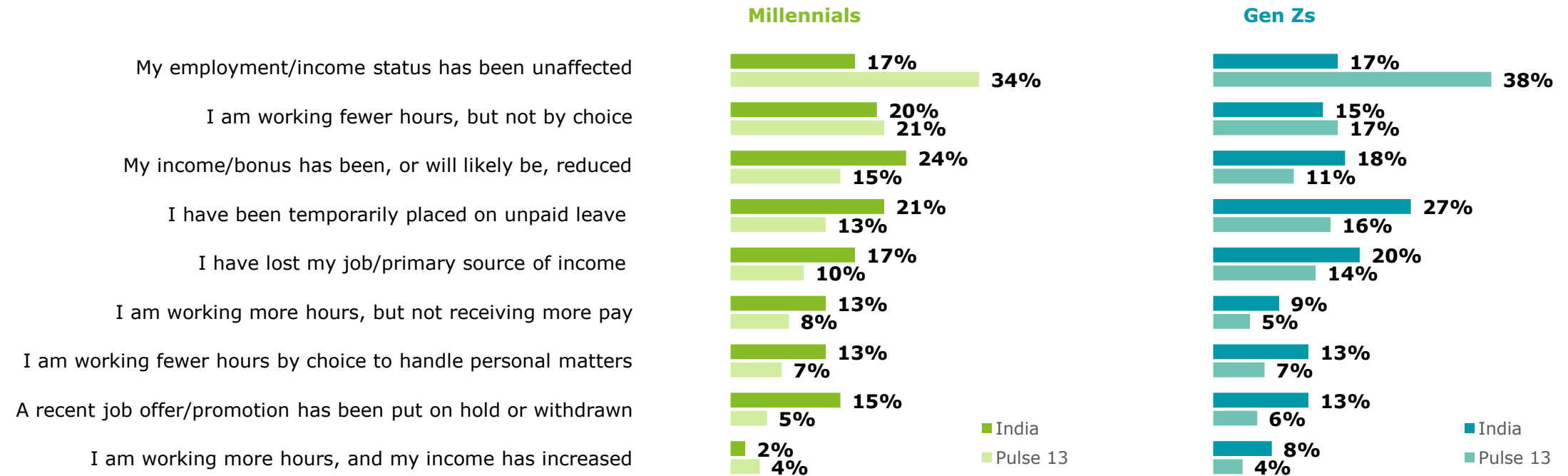


Work — current employment status

Key Highlights

- Both generations are less likely than their pulse counterparts to say that their employment status has been unaffected by the pandemic.
- Millennials and Gen Zs in India were more likely to have said that their income has or will be reduced, that they have been placed on unpaid leave, that they have lost their jobs, that they are working more hours but not receiving more pay, and that a recent job offer has been put on hold or withdrawn.

% **Millennials** and **Gen Zs** in India whose employment or income status has changed as a result of the current COVID-19 pandemic



Q: How, if at all, has your employment/income status changed as a result of the current COVID-19 pandemic? Please tick all that apply.



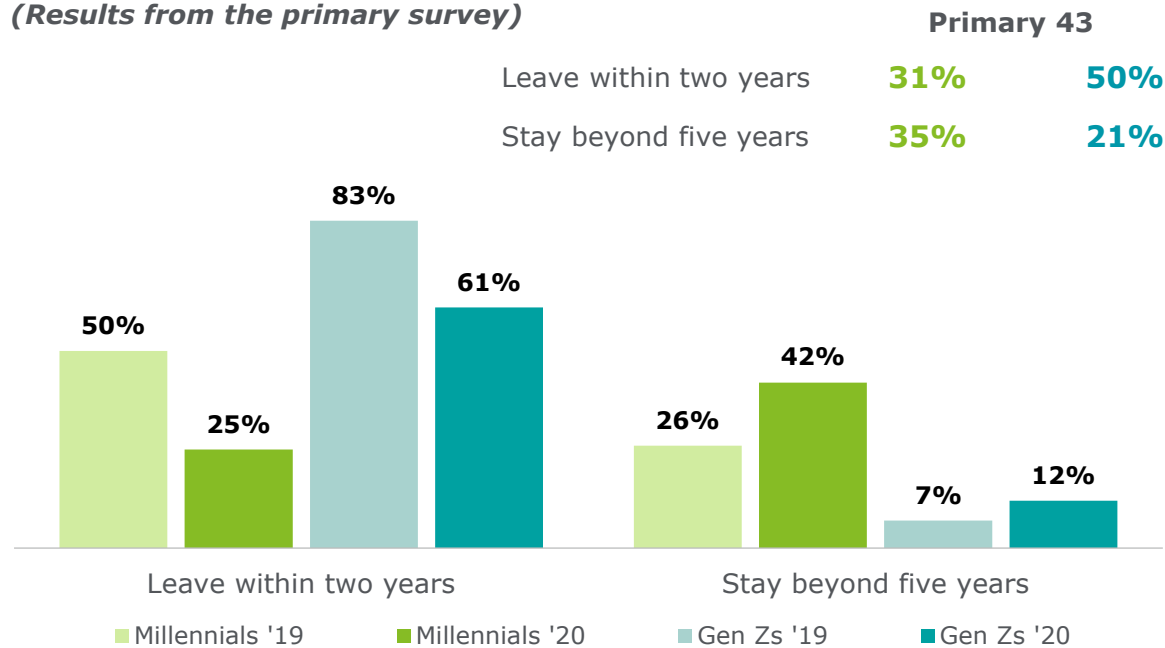
Work — loyalty

Key Highlights

- India's millennials were less likely to respond in the primary survey that they would like to leave their employer in the next two years than global respondents (so, showing more loyalty from 2019).
- India's Gen Zs were the most likely of all pulse countries to have said that they were pleased with the actions taken by their employer and that their employer has sacrificed profits for people during the pandemic. By the same token, India's millennials were the most likely of this group to have said that their employer's actions have made them want to stay with their employer longer, that their employer has sacrificed profits, and that their employer has taken actions to support employee mental well-being during the pandemic.

% Millennials and Gen Zs in India* who expect to leave/stay with their current employers...

(Results from the primary survey)



Q: 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? *in full-time or part-time employment

% Millennials and Gen Zs in India* who strongly agree/tend to agree that...



Q: Thinking specifically about your current employer's response to COVID-19, to what extent do you agree or disagree with the following statements? *in full-time, part-time or temporary employment **e.g. flexible working hours, leave/sick/leave policies, etc.

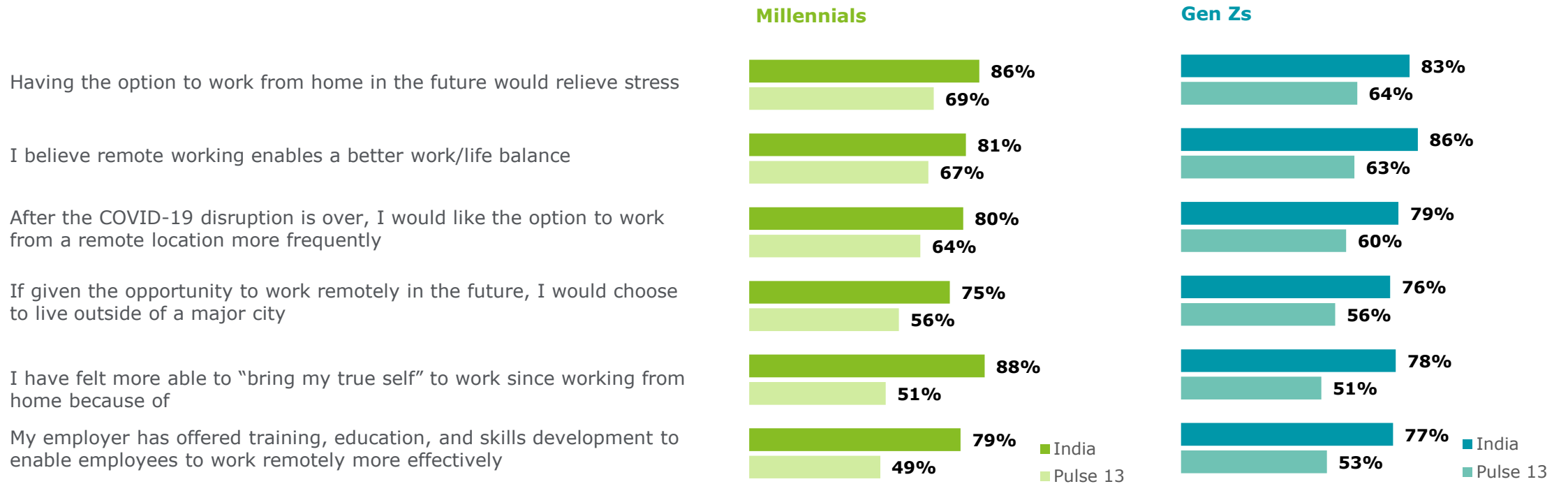


Work — future of the workplace

Key Highlights

- Millennials in India were the most likely of the pulse countries to have said that they would like to work remotely more frequently, that working remotely enables them to bring their “true selves” to work, that they would like to live outside of a major city if remote work allows, and that they believe remote work helps relieve stress.
- Likewise, India’s Gen Zs were the most likely to have said that they would like to work remotely more frequently, that it allows them to bring their “true selves” to work, that it promotes better work / life balance, and that it helps to relieve stress.

% Millennials and Gen Zs* in India who strongly agree/tend to agree that...



Q: To what extent do you agree or disagree with the following statements about working from home/a remote location, rather than working from your employer’s premises/offices? *in full-time, part-time or temporary employment

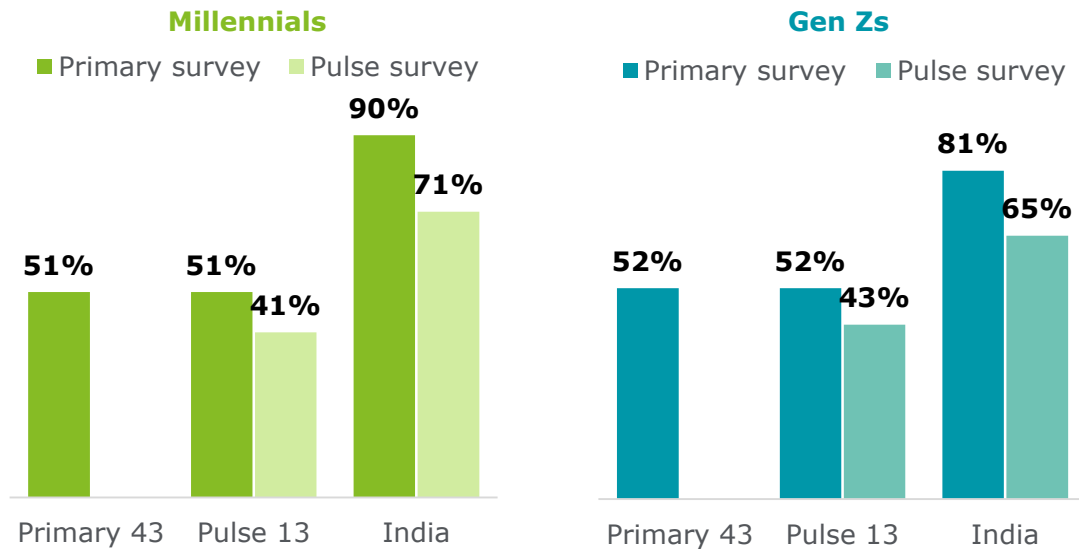


View of institutions - business

Key Highlights

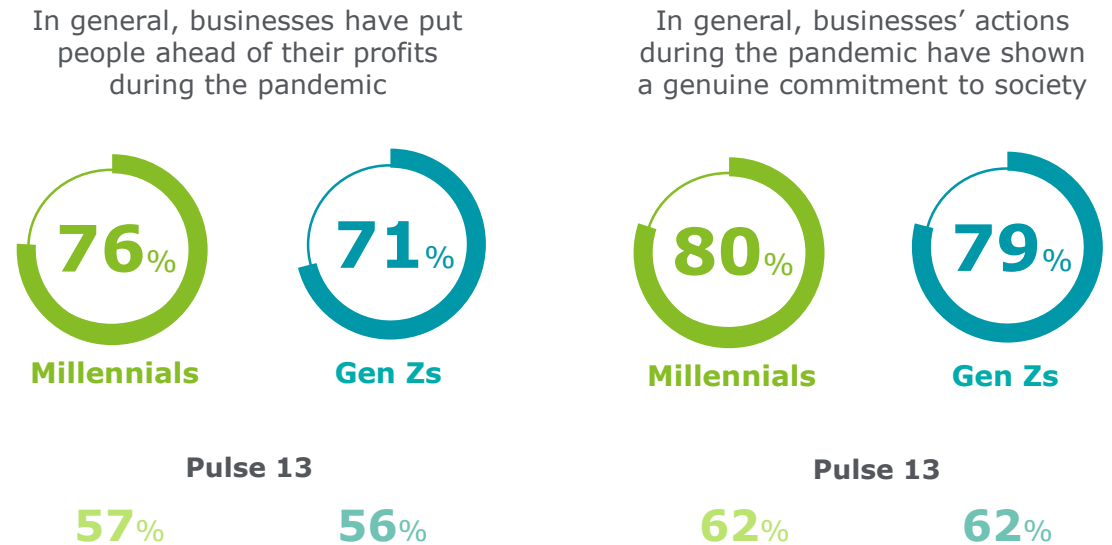
- In both the primary and pulse surveys, millennials and Gen Zs in India were much more positive about the impact of business in society than the global average. The numbers did go down in India between the primary and pulse survey, which is consistent with the pulse survey trend. However, 71% of mills and 65% of Gen Zs think biz has a positive impact on society.
- Around 3 in 4 millennials and Gen Zs in India said that businesses put people ahead of profits and showed genuine commitment to society during the pandemic, which is significantly higher than the pulse average.

% **Millennials** and **Gen Zs** in India who say businesses in general have a very/ fairly positive impact on the wider society in which they operate



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

% **Millennials** and **Gen Zs** in India who strongly agree/tend to agree that..



Q: Thinking now about the response of business in general to the COVID-19 pandemic, to what extent do you agree or disagree with the following statements?



View of institutions - business

Key Highlights

- The survey reaffirms last year’s findings that millennials have no reservations about starting or stopping business relationships based on factors that reach beyond personal experience or product satisfaction. In the primary survey, 42% of millennials said they have initiated or deepened relationships with businesses whose products and services have a positive impact on the environment. A third have done the same with companies that achieve a balance between doing good and making a profit, and nearly that many have acted favorably toward businesses that have demonstrated the ability to protect their personal data.

% **Millennials** and **Gen Zs** who have stopped or started a relationship with a business because of ...

	India’s Millennials % who have ...		India’s Gen Zs % who have ...	
	Stopped	Started	Stopped	Started
Balance achieved between “doing good” and making profits	35%	42%	25%	43%
Positive or negative impact of products/services on the environment	43%	42%	38%	39%
Its position/performance on diversity and inclusion	29%	32%	26%	26%
The amount of tax it pays relative to its profits/revenues	26%	24%	21%	19%
Its ability to protect personal data	33%	39%	38%	39%
The pay/reward it provides to senior executives relative to the average employee	27%	26%	20%	21%
The position the company’s CEO/leader has taken on political issues	26%	23%	27%	24%

Q: As a consumer, have you ever started or deepened a relationship with a business because of the following?

Q: As a consumer, have you ever stopped or lessened a relationship with a business because of the following?

(Results from the primary survey)



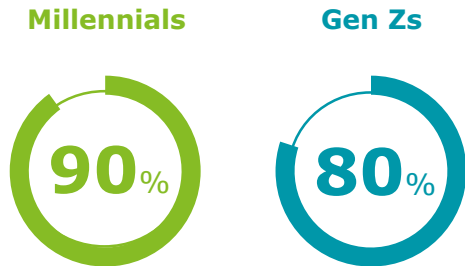
View of institutions - government

Key Highlights

- Among the pulse respondents, millennials in India were the most likely to have said that they were pleased with the speed of the government’s response and with the actions taken to support workers. 90% of mills and 80% of Gen Zs are pleased with their government’s speed and 85% and 74% respectively think the gov’t has supported workers.
- Interestingly, 77% of mills and 68% of Gen Zs believe the gov’t went too far in its restrictions.

% Millennials and Gen Zs in India who strongly agree/tend to agree that*...

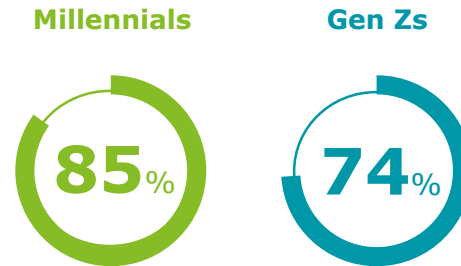
I am pleased with the speed with which our national government has acted in response to the pandemic



Pulse 13

53% 51%

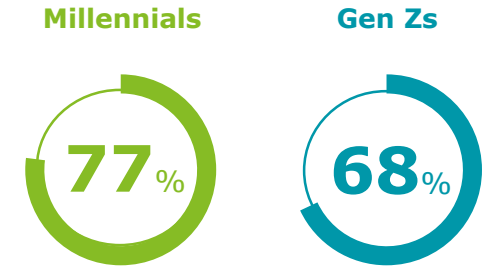
Our national government has taken the appropriate actions to support workers during the pandemic



Pulse 13

59% 56%

Our national government has gone *too far* in the restrictions/measures it has implemented to limit the spread of COVID-19



Pulse 13

38% 36%

Q: Turning to your own national government, to what extent do you agree or disagree with the following statements about the [country] government’s response to COVID-19? *Not asked in China

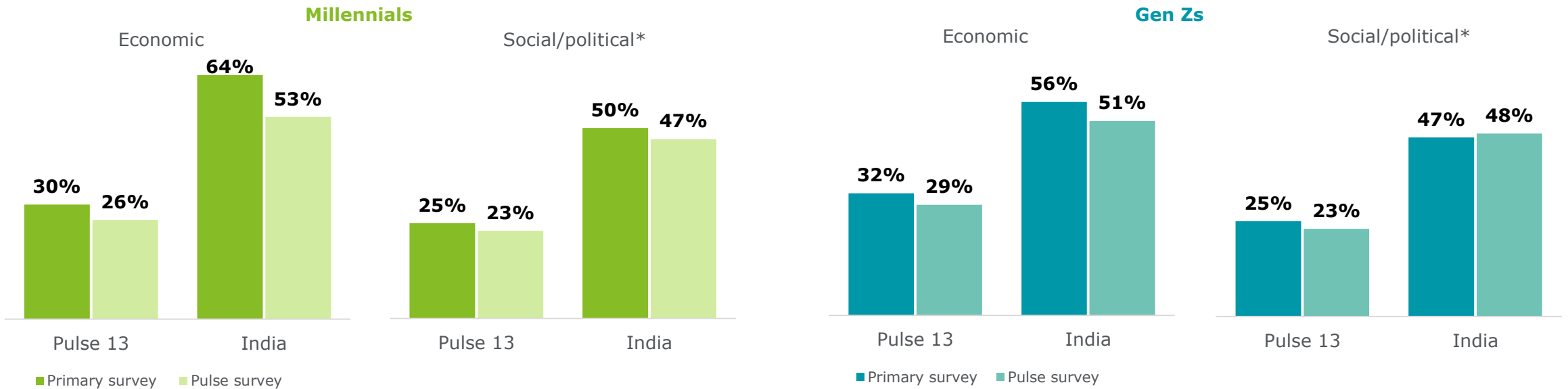


Economic and political outlook

Key Highlights

- In the pulse survey, millennials in India were the most optimistic of the pulse countries about the economic and social / political situation. Likewise, India's Gen Zs were the most optimistic about the social / political situation.

% **Millennials** and **Gen Zs** in India who say the economic and social/political situations in their country will improve in the next 12 months ...



Q: Taking everything into account, do you expect the overall economic situation in {#Country} to improve, worsen or stay the same over the next 12 months?

Q: Taking everything into account, do you expect the overall social/political situation in {#Country} to improve, worsen or stay the same over the next 12 months? *Not asked in China



The "Millz Mood Index"

The Millz Mood Index gauges the mood of respondents and provides a snapshot of millennials' and Gen Z's optimism that the world and their places in it will improve

India

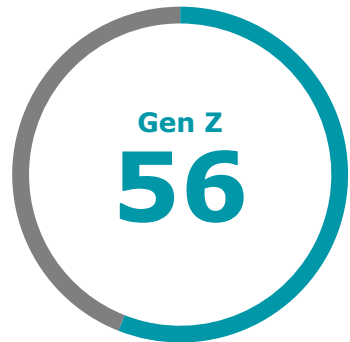
Primary survey



Pulse survey



32
Pulse
13



35
Pulse
13

Scores are based on results from the following five question topics that are aggregated to create a measure of between zero and a hundred.

- Economic situation
- Social/political situation
- Personal financial situation
- Environment
- Impact of businesses on wider society





Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited (“DTTL”), its global network of member firms, and their related entities (collectively, the “Deloitte organization”). DTTL (also referred to as “Deloitte Global”) and each of its member firms and related entities are legally separate and independent entities, which cannot obligate or bind each other in respect of third parties. DTTL and each DTTL member firm and related entity is liable only for its own acts and omissions, and not those of each other. DTTL does not provide services to clients. Please see www.deloitte.com/about to learn more.

Deloitte is a leading global provider of audit and assurance, consulting, financial advisory, risk advisory, tax and related services. Our global network of member firms and related entities in more than 150 countries and territories (collectively, the “Deloitte organization”) serves four out of five Fortune Global 500® companies. Learn how Deloitte’s approximately 312,000 people make an impact that matters at www.deloitte.com.

This communication contains general information only, and none of Deloitte Touche Tohmatsu Limited (“DTTL”), its global network of member firms or their related entities (collectively, the “Deloitte organization”) is, by means of this communication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser.

No representations, warranties or undertakings (express or implied) are given as to the accuracy or completeness of the information in this communication, and none of DTTL, its member firms, related entities, employees or agents shall be liable or responsible for any loss or damage whatsoever arising directly or indirectly in connection with any person relying on this communication. DTTL and each of its member firms, and their related entities, are legally separate and independent entities.

© 2020. For information, contact Deloitte Global.

Base Notes

2020 Deloitte Millennial Survey

Please see below for the base size of respondent groups referred to throughout this deck:

	PRIMARY 43 (Millennials/Gen Z)	PULSE 13 (Millennials/Gen Z)		INDIA (Millennials/Gen Z)	
	Primary survey	Primary survey	Pulse survey	Primary survey	Pulse survey
All respondents	13,715/4,711	4,146/3,062	5,501/3,601	319/236	423/277
All excluding China	13,396/4,475	3,827/2,827	5,078/3,324	-	-
In full-time or part-time work	11,059/2,136	3,397/1,409	-	265/106	-
In full-time, part-time, temporary or unpaid work	11,787/2,411	3,549/1,560	4,720/1,842	280/122	369/144
In full-time, part-time or temporary work	-	-	4,683/1,801	-	360/139
Regularly stressed	12,415/4,112	3,760/2,685	5,070/3,199	300/215	378/260
Have taken time off work due to stress	3,459/829	1,068/552	1,096/509	192/82	188/85