

# Deloitte.



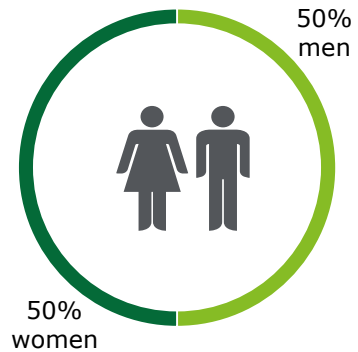
## The 2018 Deloitte Millennial Survey

South Korea  
May 2018

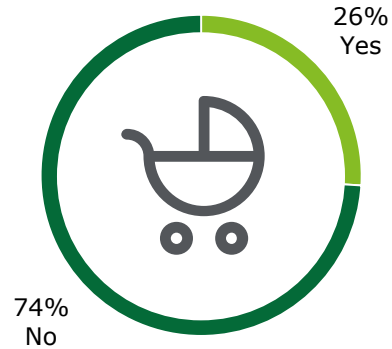
# Background

313 Millennial interviews achieved in South Korea (all in full-time employment)

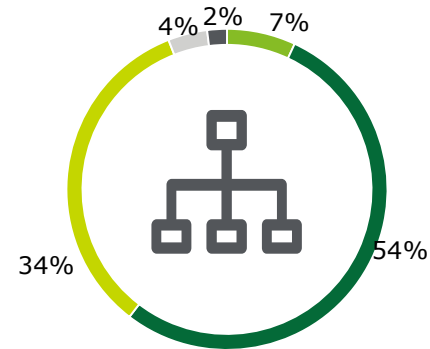
Gender



Have children

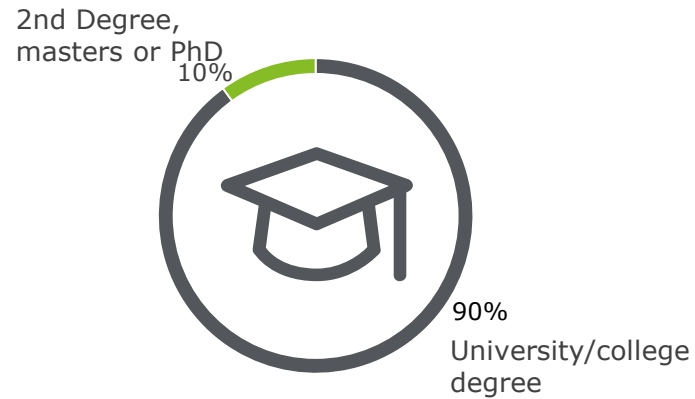


Job seniority/level

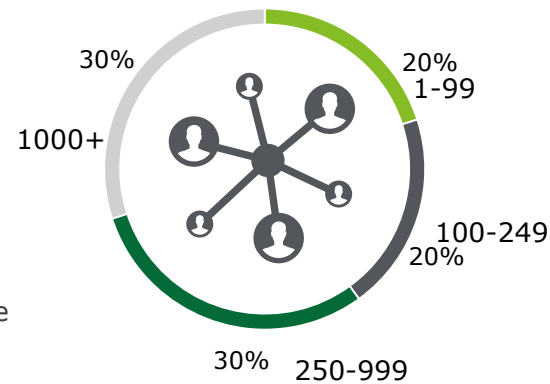


- Trainee/apprentice/graduate
- Junior-level executive
- Mid-level executive
- Senior executive
- Head of department/division
- Senior management team/board

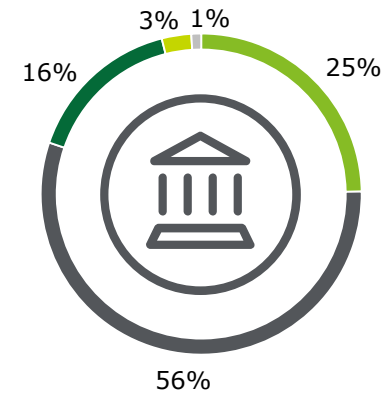
Education level



Organization size

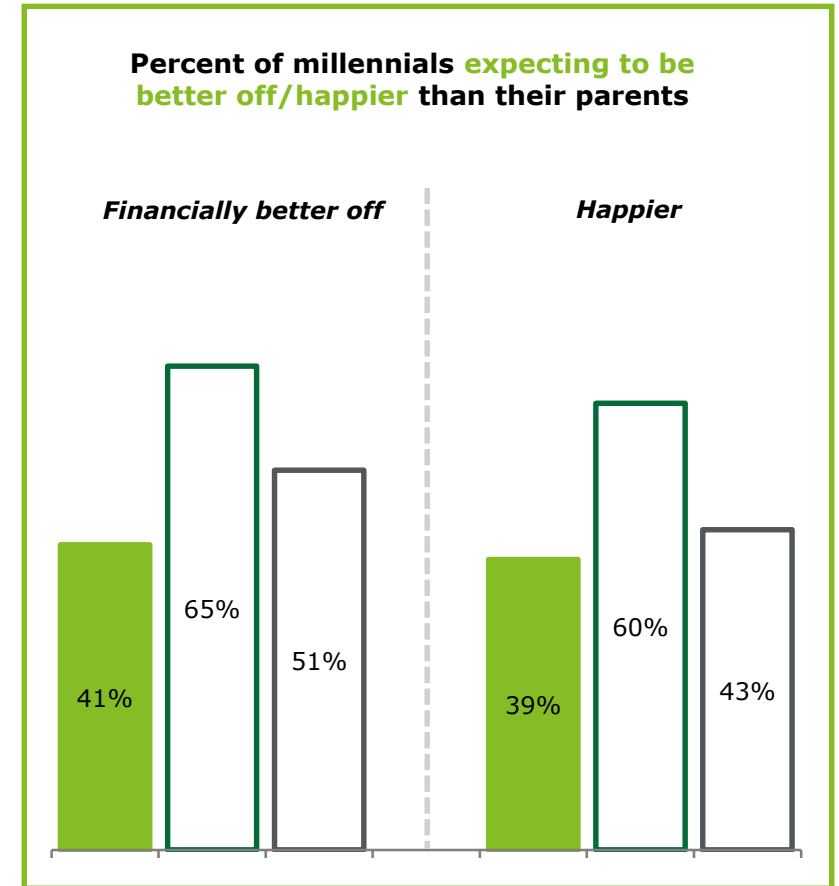
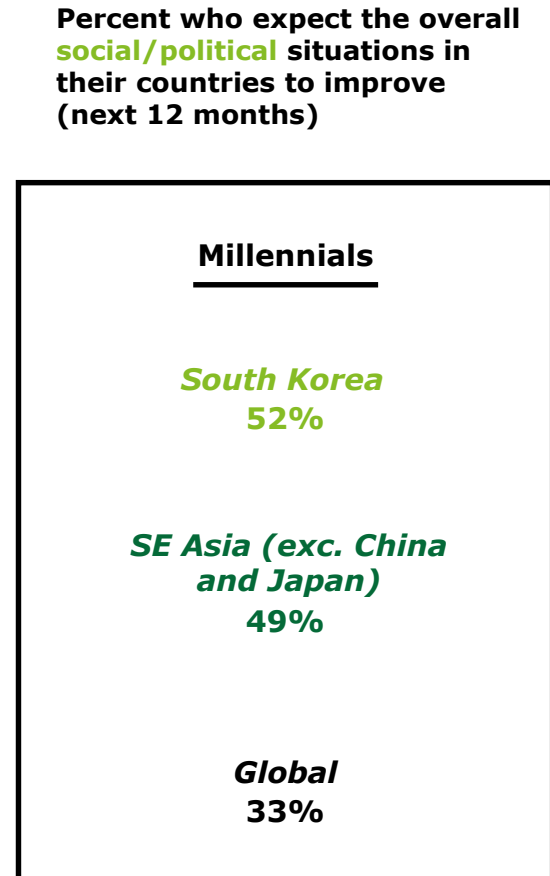
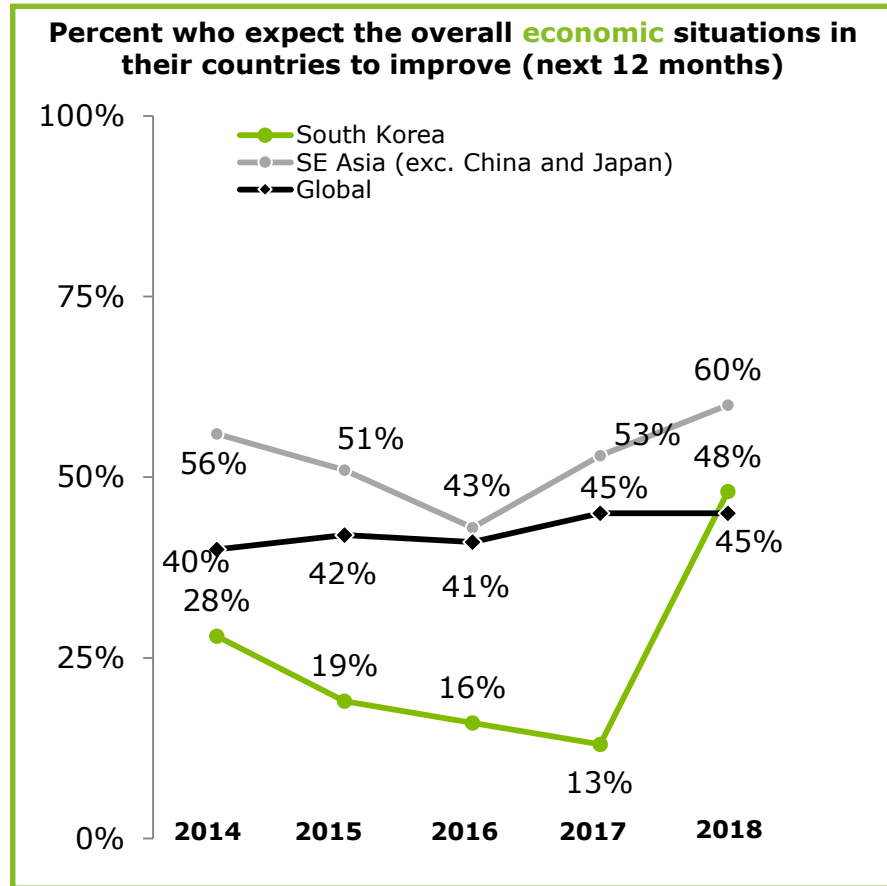


Organization type

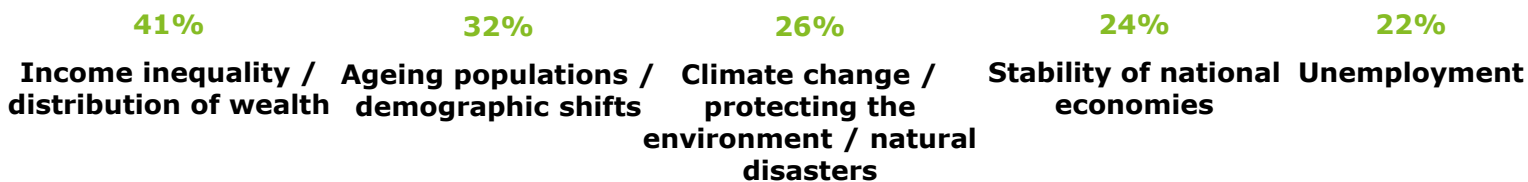


- Listed/publicly owned business
- Privately owned business
- State-owned or public-sector organization
- Not-for-profit organization/charity
- Other

# South Korea economic, political and social outlook



**Top-five issues of greatest personal concern to millennials in South Korea**



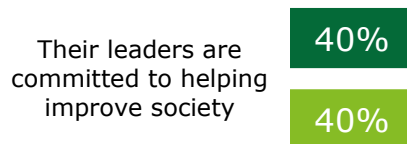
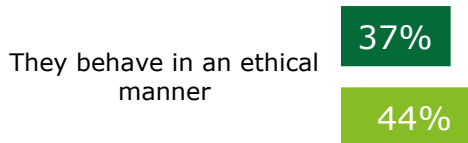
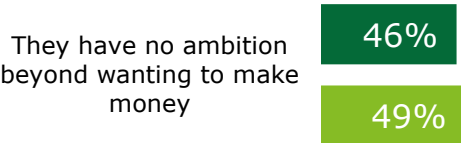
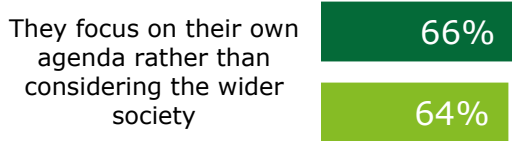
● South Korea ● SE Asia (exc. China and Japan) ● Global

Q1. Do you expect the overall economic situation in your country to improve, worsen or stay the same over the next 12 months?  
 Q2. Do you expect the overall social/political situation in your country to improve, worsen or stay the same over the next 12 months?  
 Q3A/B. How do you feel about the future? Compared to your parents do you think you will be financially/materially better off/happier?  
 Q4. Thinking about the challenges facing societies around the world, which three of the following issues are you personally most concerned about?  
 Base: South Korea 337, Global 10,455, SE Asia (exc. China and Japan) 1,350

# South Korea behavior, priorities and impact of business

## Percent of millennials who agree with the following statements about **business' behavior**

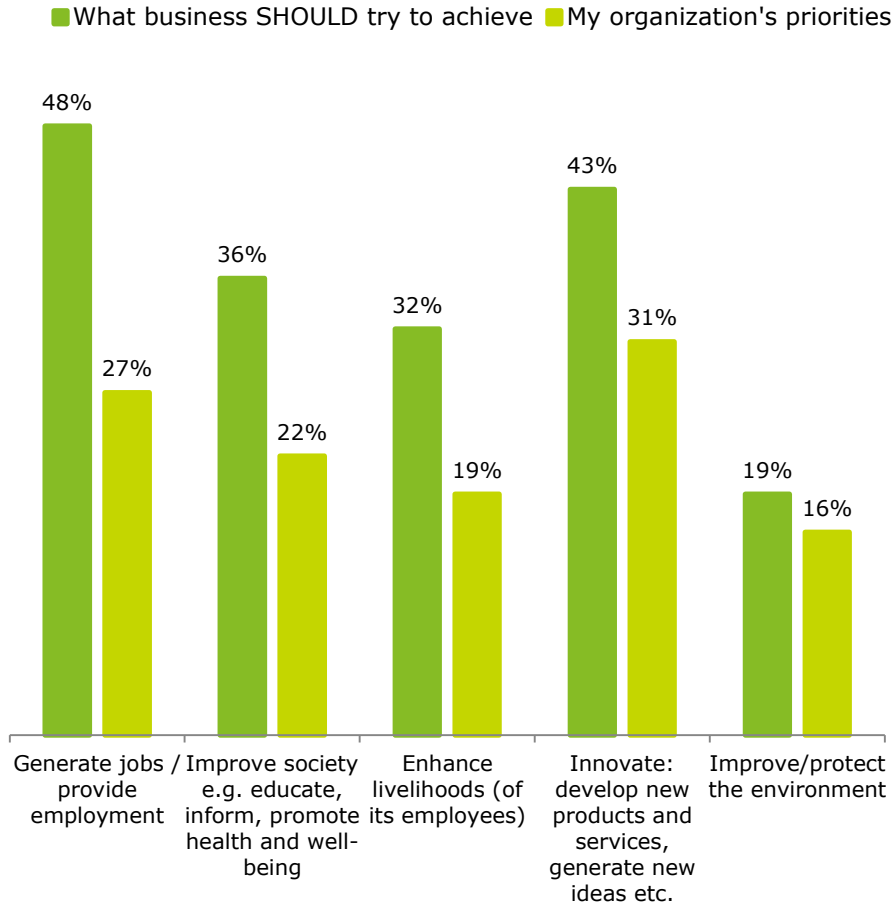
■ 2018 ■ 2017 **South Korea**



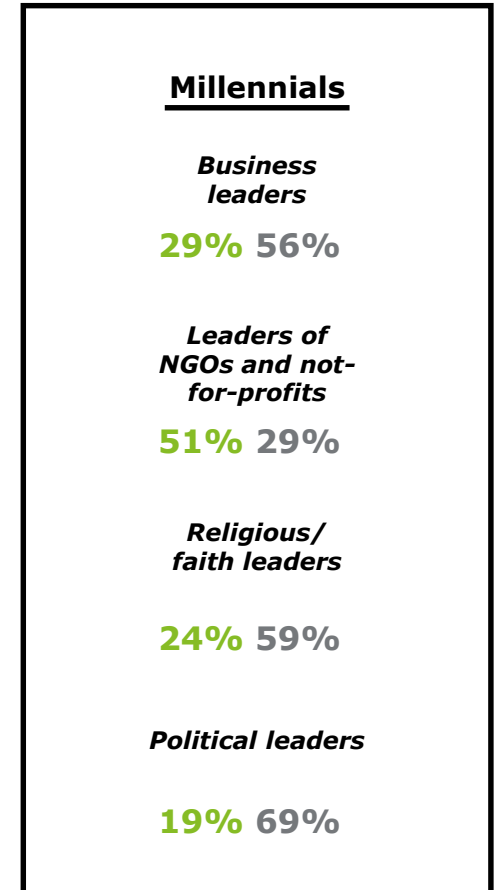
**Global**



## Percent of millennials who say businesses... (**showing top five "unmet" ambitions**)



## Percent of millennials who say the following groups are currently having a **positive** or **negative** impact upon society



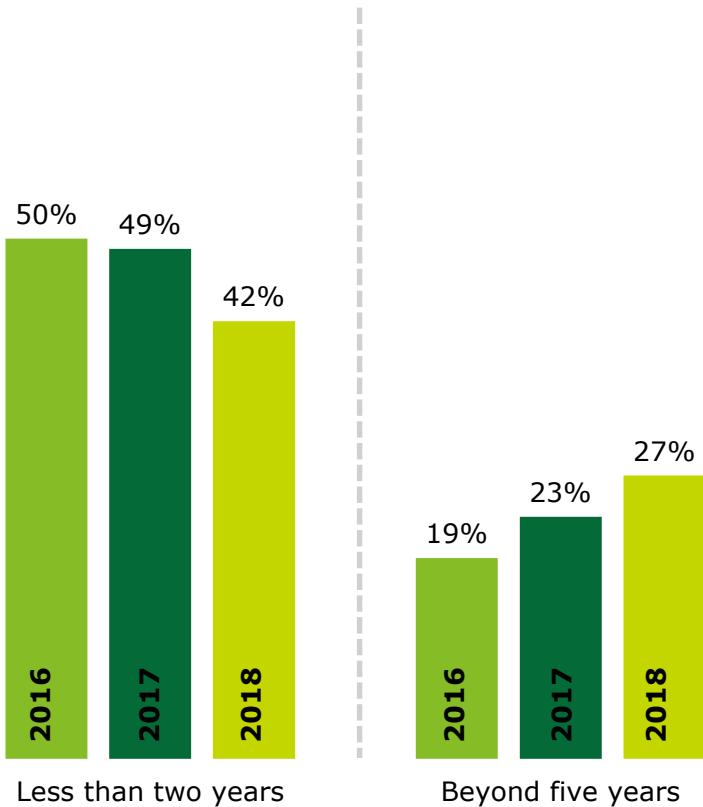
Q12. Thinking about businesses around the world, would you agree or disagree that the following statements describe their current behaviour? Q11a. Which of the following words and phrases match your own belief as to what business should try to achieve? Select up to three. Q11b. And what would you say are the main priorities pursued by the organization you currently work for? Select up to three.

Q6. Do you think the following groups are currently having a positive or negative impact on you and the world in which you live?

Base: South Korea 337, Global 2018 / 2017 10,455 / 7,900

# South Korea loyalty, turnover and the gig economy

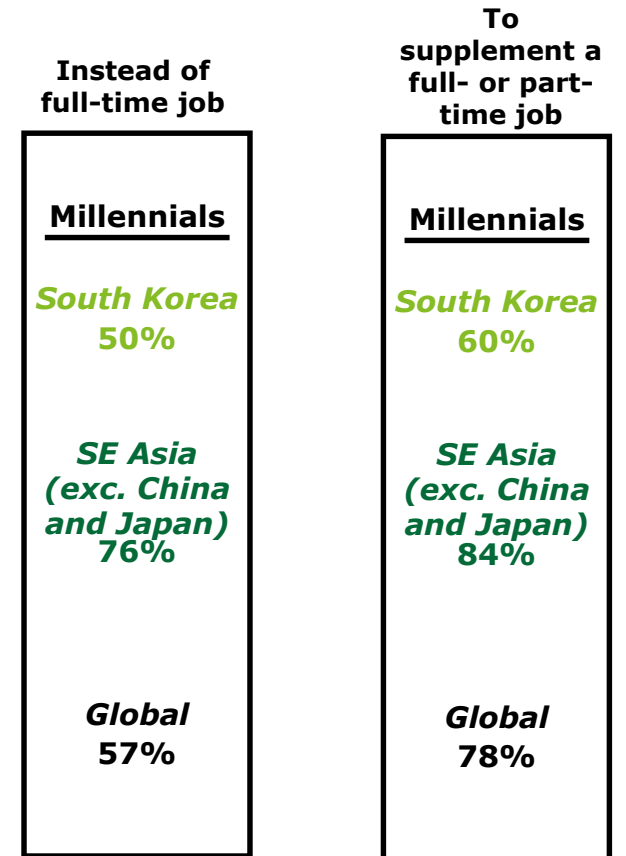
Percent who **expect to stay with their current employers for...**



What is important when choosing an employer?



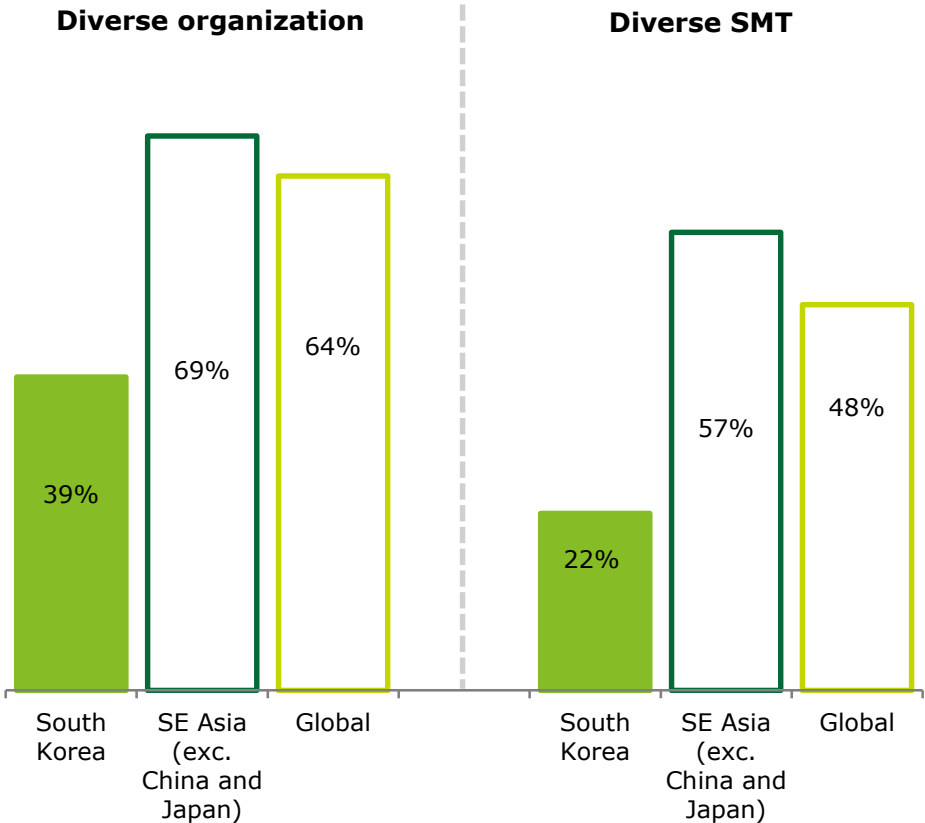
Millennials already joining or considering the **gig economy**...



# South Korea perceptions of business leaders where organizations and their senior management teams (SMT) are diverse

% of millennials who work for diverse organizations, or have diverse senior management teams (SMT)...

% of millennials saying business leaders are making a positive impact on the world in which they live



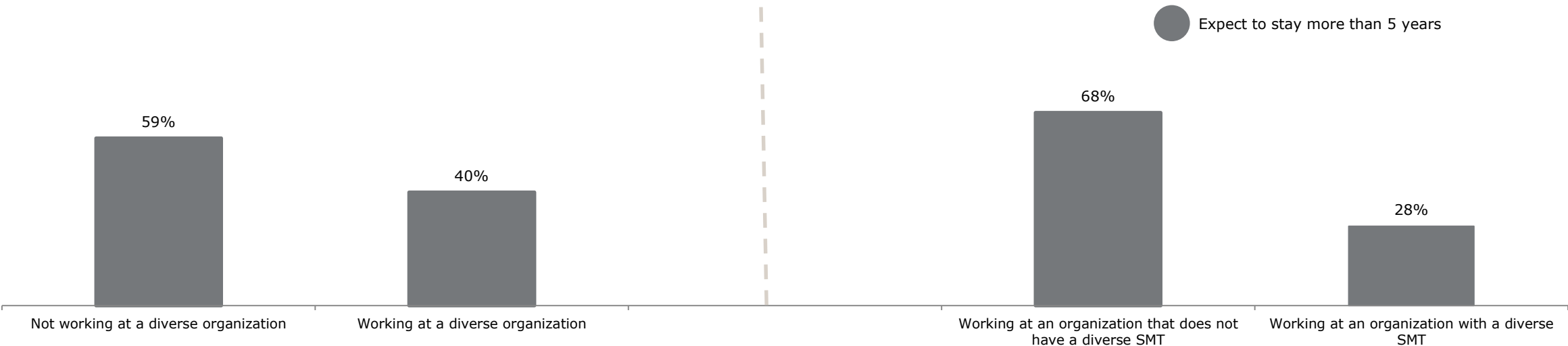
**South Korea millennials**  
29%

**South Korea millennials in diverse organizations**  
36%

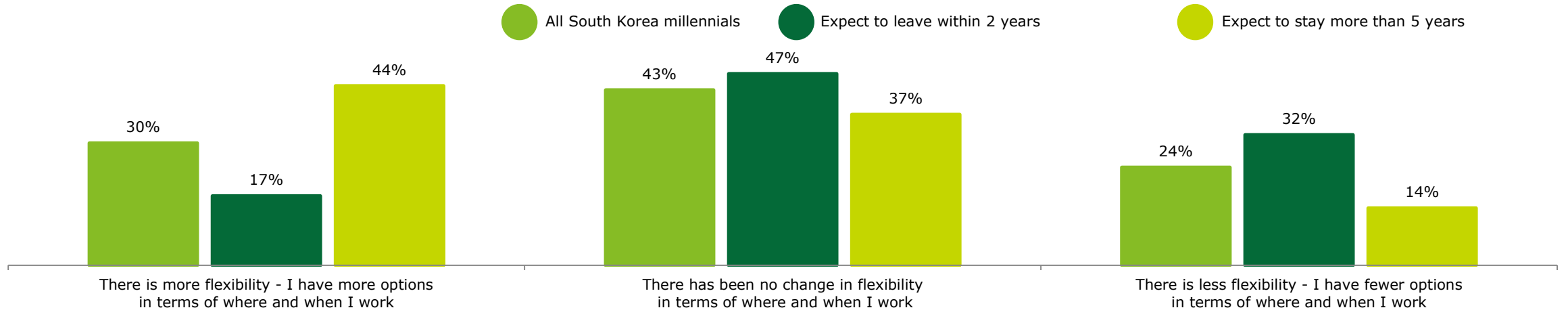
**South Korea millennials in organizations with diverse SMTs**  
41%

# Diversity, flexibility and millennials' loyalty in South Korea

Percent of millennials who **expect to stay with their employer for more than 5 years...**

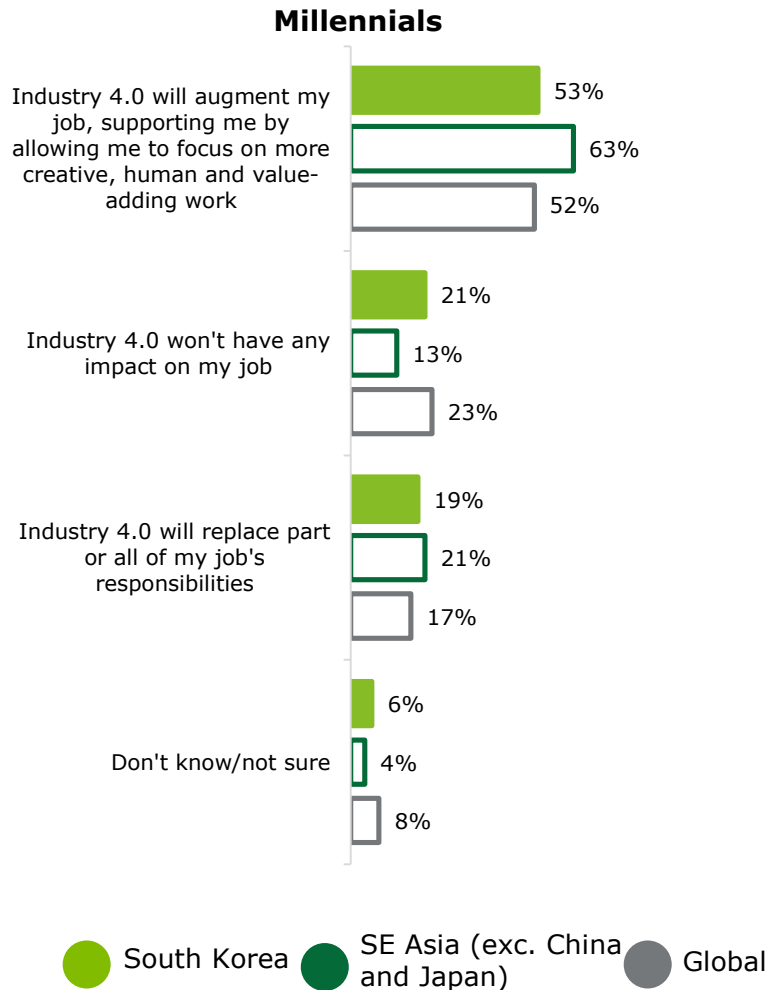


Percent of millennials who say that **in the past three years...**

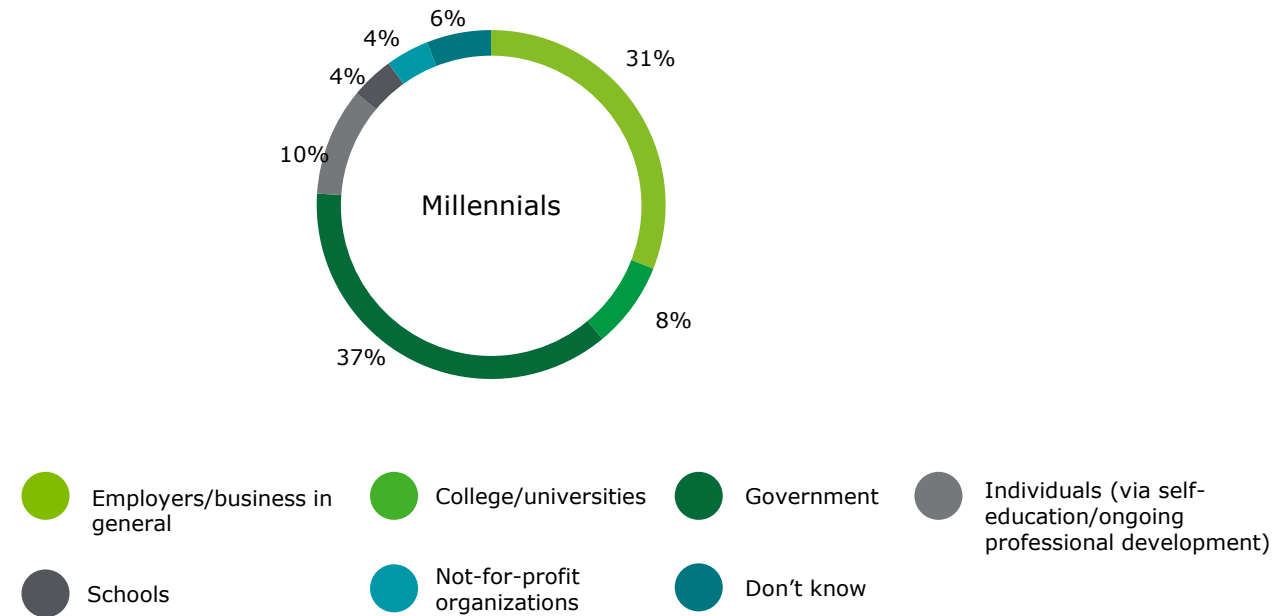


# Industry 4.0: Impact and development

Percent of millennials who agree with the following statements about the **impact of Industry 4.0**



Percent of South Korea millennials saying these groups are **most responsible** for preparing workers for Industry 4.0



**27%** of millennials in South Korea say their employers are helping to prepare them for Industry 4.0...

...compared with **36%** globally

Q32. What impact, if any, do you think Industry 4.0 might have on your job? Q34b. Who should be most responsible for preparing workers for the changes that will result from Industry 4.0? Q35. Is your organization helping you understand and prepare for the changes of Industry 4.0? Base: South Korea 337 ,SE Asia (exc. China and Japan) 1,350 , Globally 10,455





Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited ("DTTL"), its global network of member firms, and their related entities. DTTL (also referred to as "Deloitte Global") and each of its member firms are legally separate and independent entities. DTTL does not provide services to clients. Please see [www.deloitte.com/about](http://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 network of member firms in more than 150 countries and territories serves four out of five Fortune Global 500® companies. Learn how Deloitte's approximately 264,000 people make an impact that matters at [www.deloitte.com](http://www.deloitte.com).

This communication contains general information only, and none of Deloitte Touche Tohmatsu Limited, its member firms or their related entities (collectively, the "Deloitte network") 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 entity in the Deloitte network shall be responsible for any loss whatsoever sustained by any person who relies on this communication.

This communication is for internal distribution and use only among personnel of Deloitte Touche Tohmatsu Limited, its member firms and their related entities (collectively, the "Deloitte network"). None of the Deloitte network shall be responsible for any loss whatsoever sustained by any person who relies on this communication.

© 2018. For information, contact Deloitte Touche Tohmatsu Limited.