2021 Millennial and Gen Z Survey
A call for accountability and action | Mexico
Methodology and global key messages

Our methodology:
The 10th annual Millennial Survey solicited the views of 14.6K millennials and 8.2K Gen Zs (22,928 respondents total) from 45 countries around the world. For the first time, we surveyed Gen Zs in all countries where we conducted fieldwork, including in 25 geographies where we had previously only surveyed millennials. As a result, year-over-year comparisons for Gen Zs are not yet always possible. Fieldwork was completed between 8 January and 18 February 2021.

Millennials included in the study were born between January 1983 and December 1994. Gen Z respondents were born between January 1995 and December 2003.

Key findings:
Millennials and Gen Zs believe the world is at a tipping point on environmental issues, inequality, and racism. They are holding themselves and institutions accountable in order to bring about a more sustainable and equitable world. This year’s survey unearths the following global insights:

- **The environment remains a top concern.** During the pandemic, health care and unemployment topped millennials’ list of concerns. But environment remained a priority (#3 for millennials and #1 for Gen Zs). ~40% believe that more people will commit to take action on environmental issues after the pandemic. But 60% fear business’ commitment to helping combat climate change will be less of a priority as business leaders reckon with challenges brought on by the pandemic.

- **Two-thirds of millennials (69%) and Gen Zs (66%) think wealth and income is unequally distributed.** Many believe government intervention will be needed to drive change. Nearly a third have supported politicians who want to reduce income inequality. Roughly 60% said legislation to limit the pay gap between senior executives and employees would significantly help, as would requiring a livable wage. And more than half of respondents said universal basic income would help.

- **Millennials and Gen Zs believe discrimination is widespread, likely enabled by systemic racism.** One in five respondents feel personally discriminated against “all the time” or frequently because of an aspect of their backgrounds. Six in 10 Gen Zs and 56% of millennials said systemic racism is widespread in general society. They believe individuals and activists are doing the most to reduce systemic racism, while the education system, legal system, government and business falls short of their potential to drive change.

- **High stress levels are driven by concerns about finances, family welfare, and job prospects.** Almost half of Gen Zs and four in 10 millennials said they feel stressed all or most of the time. About two-thirds of respondents agreed that they often worry about their personal financial situations. Their families’ welfare was also a main cause of stress for millennials. Uncertainty about jobs/career prospects was top for Gen Zs.

- **Stress and anxiety are prevalent in the workplace, and employers’ efforts to support mental health are seen as inadequate.** About a third of respondents (millennials 31%, Gen Zs 35%) said they’ve taken time off work due to stress caused by the pandemic. Yet about 40% have not felt comfortable disclosing the reason for their absence to their employer. Approximately 40% of millennials and Gen Zs feel their employers have done a poor job of supporting their mental well-being during the pandemic.

- **Views on business’ social impact continues to decline; job loyalty slips.** Continuing a steady decline over the last five years, less than half of millennials (47%) and Gen Zs (48%) think business is having a positive impact on society. This marks the first time these levels have fallen below 50% since this survey began in 2012. 62% of millennials agreed that businesses “have no ambition beyond wanting to make money.” However, that figure is down slightly (four percentage points) from 2020. Job loyalty slipped from its 2020 peak. More millennials and Gen Zs would like to leave their employer within two years than last year—36% and 53% respectively, compared to 31% and 50% in 2020.

The following deck examines how Mexico’s millennials and Gen Zs stand out from their global counterparts on these key themes.
2021 MILLENNIAL SURVEY

Country profile: Mexico

501 total respondents in Mexico
301 millennials and 200 Gen Zs

MILLENNIAL PROFILE

<table>
<thead>
<tr>
<th>Gender</th>
<th>50% Identify as male</th>
<th>50% Identify as female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents</td>
<td>78% Yes</td>
<td>22% No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
<th>11% Pursuing/gained trade qualification</th>
<th>13% Pursuing high school degree</th>
<th>10% Gained university degree</th>
<th>66% Gained high school degree</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Employment</th>
<th>11% Full- or part-time work</th>
<th>26% Temporary or freelance</th>
<th>8% Full-time education</th>
<th>4% Not working/unpaid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job seniority</td>
<td>11% Junior executive</td>
<td>11% Midlevel executive</td>
<td>22% Senior executive</td>
<td>5% Head of department</td>
</tr>
<tr>
<td>Organization size</td>
<td>5% Under 100</td>
<td>22% 100-249</td>
<td>28% 250-999</td>
<td>11% 1,000+</td>
</tr>
</tbody>
</table>

GEN Z PROFILE

<table>
<thead>
<tr>
<th>Gender</th>
<th>50% Identify as male</th>
<th>50% Identify as female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents</td>
<td>35% Yes</td>
<td>65% No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
<th>8% Pursuing/gained trade qualification</th>
<th>53% Pursuing high school degree</th>
<th>15% Gained university degree</th>
<th>20% Gained high school degree</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Employment</th>
<th>10% Full- or part-time work</th>
<th>40% Temporary or freelance</th>
<th>13% Full-time education</th>
<th>12% Not working/unpaid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job seniority</td>
<td>12% Junior executive</td>
<td>3% Midlevel executive</td>
<td>41% Senior executive</td>
<td>9% Head of department</td>
</tr>
<tr>
<td>Organization size</td>
<td>10% Under 100</td>
<td>31% 100-249</td>
<td>8% 250-999</td>
<td>8% 1,000+</td>
</tr>
</tbody>
</table>

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Which of the following, if any, have you done regularly during the COVID-19 pandemic?

- Worn a facemask while in public: 89% (Mexico millennials), 77% (Global millennials), 77% (Mexico Gen Zs), 74% (Global Gen Zs)
- Avoided shops, public transport, or other places with lots of people: 78% (Mexico millennials), 66% (Global millennials), 73% (Mexico Gen Zs), 62% (Global Gen Zs)
- Challenged people who have not been following recommended guidelines: 29% (Mexico millennials), 28% (Global millennials), 34% (Mexico Gen Zs), 28% (Global Gen Zs)
- Been confronted by people who thought you were not following recommended guidelines: 11% (Mexico millennials), 11% (Global millennials), 5% (Mexico Gen Zs), 13% (Global Gen Zs)
- Complained about restrictions being too tight: 5% (Mexico millennials), 6% (Global millennials), 3% (Mexico Gen Zs), 7% (Global Gen Zs)

In your day-to-day life, how seriously do you follow your government’s public health guidelines around the COVID-19 pandemic?*

- 79% of millennials in Mexico said that they had “very” or “fairly” seriously followed their government’s public health guidelines around the COVID-19 pandemic vs. 74% globally
- 73% of Gen Zs in Mexico said that they had “very” or “fairly” seriously followed their government’s public health guidelines around the COVID-19 pandemic vs. 69% globally

*Not asked in China
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The pandemic: Reflecting on society and the future

**Percent of respondents who strongly agree/tend to agree with the following statements:**

- This pandemic has inspired me to take positive action to improve my own life
- The pandemic has highlighted new issues for me and made me more sympathetic towards the needs of others in my local community
- In response to the pandemic, the pandemic has given me and I have taken actions to try a strong sense that everyone around the world is "in this together"

**Percent of respondents who think the following will have changed for the better when the pandemic is finally over:**

- The importance people place upon their health
- Society's ability to deal with future pandemics
- People’s compassion for one another
- Cooperation between countries
- People's commitment to take personal action for environmental and climate issues
- Business's sense of social responsibility
- The priorities of my national government

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The future of work: Flexibility is key, but ethics are unbending

Employee characteristics most critical to success of organization*:

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Mexico Millennials</th>
<th>Mexico Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flexibility/adaptability</td>
<td>48%</td>
<td>54%</td>
</tr>
<tr>
<td>Technological savvy</td>
<td>27%</td>
<td>40%</td>
</tr>
<tr>
<td>Empathy</td>
<td>36%</td>
<td>38%</td>
</tr>
<tr>
<td>Creativity</td>
<td>22%</td>
<td>29%</td>
</tr>
<tr>
<td>Expertise in role</td>
<td>25%</td>
<td>32%</td>
</tr>
<tr>
<td>Curiosity/growth mindset</td>
<td>18%</td>
<td>22%</td>
</tr>
<tr>
<td>Critical thinking</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>Inclusiveness</td>
<td>10%</td>
<td>18%</td>
</tr>
<tr>
<td>Values that align with our organization</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>Courage to challenge the status quo</td>
<td>8%</td>
<td>5%</td>
</tr>
</tbody>
</table>

*Asked only of those in full-time, part-time or temporary employment

Those who have made choices over the types of work they’d do and the organizations they’re willing to work for based on their personal beliefs/ethics over the past two years:

- **Millennials in Mexico**: 60% vs. 44% globally
- **Gen Zs in Mexico**: 59% vs. 49% globally
Mental health: Levels and sources of stress

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

- **35%** Mexico millennials
- **41%** Global millennials
- **41%** Mexico Gen Zs
- **46%** Global Gen Zs

Percent of respondents who say the following contribute a lot to their feelings of anxiety or stress*:

- **65%** Mexico millennials: The welfare of my family, My longer-term financial future
- **55%** Global millennials: The welfare of my family, My longer-term financial future
- **49%** Mexico Gen Zs: My day-to-day finances
- **48%** Global Gen Zs: My day-to-day finances

*Asked only of those who feel anxious or stressed

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Percent of respondents who strongly disagree/tend to disagree with the following statements when thinking specifically about their current employer’s response to COVID-19*

- Percent of respondents who say they HAVE NOT spoken openly to their employers about feeling more stressed/anxious since the pandemic started*

49% of millennials in Mexico vs. 58% of millennials globally

- Percent of respondents who say they HAVE NOT spoken openly to their employers about feeling more stressed/anxious since the pandemic started*

49% of millennials in Mexico vs. 58% of millennials globally

*Asked only of those who report being more stressed from the pandemic and in full-time, part-time or temporary employment

N.B. Data for this question not reported among Gen Zs due to low base sizes at country level.

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8
How do you expect the overall sociopolitical situation in your country will change over the next 12 months?*

<table>
<thead>
<tr>
<th>Year</th>
<th>Mexico millennials</th>
<th>Mexico Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>42% 31% 25%</td>
<td>41% 29% 17%</td>
</tr>
<tr>
<td>2020</td>
<td>32% 30% 33%</td>
<td>29% 39% 22%</td>
</tr>
<tr>
<td>2021</td>
<td>15% 30% 40%</td>
<td>30% 39% 40%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Global millennials</th>
<th>Global Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>26% 28% 27%</td>
<td>21% 38% 22%</td>
</tr>
<tr>
<td>2020</td>
<td>39% 31% 23%</td>
<td>22% 35% 35%</td>
</tr>
<tr>
<td>2021</td>
<td>30% 43% 41%</td>
<td>24% 27% 40%</td>
</tr>
</tbody>
</table>

*Not asked in China
Percent of respondents who think business has a very or fairly positive impact on society:

<table>
<thead>
<tr>
<th>Year</th>
<th>Mexico millennials</th>
<th>Global millennials</th>
<th>Mexico Gen Zs</th>
<th>Global Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>61%</td>
<td>55%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>60%</td>
<td>51%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td>53%</td>
<td>47%</td>
<td>51%</td>
<td>48%</td>
</tr>
</tbody>
</table>

Percent of respondents who strongly agree or tend to agree that, on balance, the following describe business’ current behavior:

- **It focuses on its own agenda rather than considering the wider society**
  - 2019: 77%, 76%
  - 2020: 77%, 73%
  - 2021: 77%, 77%, 68%

- **It has no ambition beyond wanting to make money**
  - 2019: 68%, 65%
  - 2020: 63%, 66%
  - 2021: 66%, 62%, 72%
## Concerns: World challenges

### Top three issues of greatest concern:

<table>
<thead>
<tr>
<th></th>
<th>Mexico millennials</th>
<th>Global millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crime/personal safety</td>
<td>43%</td>
<td>28%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>36%</td>
<td>27%</td>
</tr>
<tr>
<td>Healthcare/disease prevention</td>
<td>28%</td>
<td>26%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Mexico Gen Zs</th>
<th>Global Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crime/personal safety</td>
<td>39%</td>
<td>26%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>31%</td>
<td>25%</td>
</tr>
<tr>
<td>Climate change/protecting the environment</td>
<td>30%</td>
<td>21%</td>
</tr>
</tbody>
</table>

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Which are the top factors behind income inequality? *Global top three*

- **Laws, regulations, and policies that maintain a system to favor business/better-off people**
  - Mexico millennials: 34%
  - Global millennials: 34%
  - Mexico Gen Zs: 29%
  - Global Gen Zs: 34%
  - Mexico: 31%
  - Global: 29%

- **Pay and bonuses awarded to senior business leaders, i.e., raises for them while pay for average workers is kept low**
  - Mexico millennials: 30%
  - Global millennials: 38%
  - Mexico Gen Zs: 34%
  - Global Gen Zs: 37%
  - Mexico: 38%
  - Global: 38%

- **General greed and protection of self-interests by business/better-off people**
  - Mexico millennials: 35%
  - Global millennials: 29%
  - Mexico Gen Zs: 29%
  - Global Gen Zs: 34%
  - Mexico: 38%
  - Global: 34%
Percent of respondents who feel personally discriminated against all the time or frequently because of an aspect of their backgrounds:

<table>
<thead>
<tr>
<th></th>
<th>Mexico millennials</th>
<th>Global millennials</th>
<th>Mexico Gen Zs</th>
<th>Global Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>By businesses</td>
<td>28%</td>
<td>22%</td>
<td>23%</td>
<td>21%</td>
</tr>
<tr>
<td>By your government*</td>
<td>27%</td>
<td>25%</td>
<td>20%</td>
<td>24%</td>
</tr>
<tr>
<td>On social media</td>
<td>25%</td>
<td>23%</td>
<td>28%</td>
<td>26%</td>
</tr>
<tr>
<td>While going about everyday activities</td>
<td>23%</td>
<td>19%</td>
<td>28%</td>
<td>22%</td>
</tr>
<tr>
<td>Your workplace**</td>
<td>22%</td>
<td>20%</td>
<td>20%</td>
<td>23%</td>
</tr>
</tbody>
</table>

Percent of respondents who believe systemic racism is very or fairly widespread within the following institutions:

<table>
<thead>
<tr>
<th></th>
<th>Mexico millennials</th>
<th>Global millennials</th>
<th>Mexico Gen Zs</th>
<th>Global Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Society in general</td>
<td>79%</td>
<td>56%</td>
<td>76%</td>
<td>60%</td>
</tr>
<tr>
<td>The political system*</td>
<td>67%</td>
<td>49%</td>
<td>58%</td>
<td>52%</td>
</tr>
<tr>
<td>The media</td>
<td>62%</td>
<td>49%</td>
<td>64%</td>
<td>55%</td>
</tr>
<tr>
<td>The police force</td>
<td>60%</td>
<td>48%</td>
<td>61%</td>
<td>51%</td>
</tr>
<tr>
<td>Your workplace**</td>
<td>37%</td>
<td>34%</td>
<td>40%</td>
<td>38%</td>
</tr>
</tbody>
</table>

*Not asked in China. **Only asked of those in full-time, part-time or temporary employment.

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Percent of respondents who think the following actions would help reduce inequality in their country:

<table>
<thead>
<tr>
<th>Action</th>
<th>Mexico millennials</th>
<th>Global millennials</th>
<th>Mexico Gen Zs</th>
<th>Global Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legislation that requires businesses to pay workers at least the minimum required to live on</td>
<td>77%</td>
<td>76%</td>
<td>73%</td>
<td>73%</td>
</tr>
<tr>
<td>Government funding targeted to support skills training for lower-income groups</td>
<td>60%</td>
<td>60%</td>
<td>61%</td>
<td>61%</td>
</tr>
<tr>
<td>Legislation to limit the gap between rewards for a business’s best paid executive and average employees</td>
<td>73%</td>
<td>71%</td>
<td>67%</td>
<td>67%</td>
</tr>
<tr>
<td>Higher taxes for the wealthiest people</td>
<td>58%</td>
<td>57%</td>
<td>65%</td>
<td>65%</td>
</tr>
<tr>
<td>Make a monthly payment to all adults to provide a 'minimum living income'</td>
<td>53%</td>
<td>53%</td>
<td>61%</td>
<td>61%</td>
</tr>
</tbody>
</table>

Which of these actions have you taken to help reduce income inequality in your country?

- **Donated educational resources to charities working to improve opportunities for lower-income groups**
  - Mexico millennials: 37%
  - Global millennials: 27%
  - Mexico Gen Zs: 35%
  - Global Gen Zs: 27%

- **Voted for/supported politicians who have spoken out/will enact policies that reduce income inequality**
  - Mexico millennials: 36%
  - Global millennials: 31%
  - Mexico Gen Zs: 33%
  - Global Gen Zs: 29%

- **Boycotted or otherwise protested against companies that do not pay their share of tax**
  - Mexico millennials: 15%
  - Global millennials: 19%
  - Mexico Gen Zs: 19%
  - Global Gen Zs: 17%
What actions have you taken to try to tackle discrimination?

- Of millennials in Mexico, 38% said they tried to educate and change the views of those around them, vs. 29% globally.
- Of millennials in Mexico, 27% educated themselves on diversity and inclusion matters, vs. 24% globally.
- Of millennials in Mexico, 8% boycotted a company because of its views or behaviors, vs. 15% globally.

- Of Gen Zs, 46% agreed with trying to educate and change views, vs. 33% globally.
- Of Gen Zs, 30% agreed with educating themselves on diversity and inclusion matters, vs. 28% globally.
- Of Gen Zs, 10% agreed with boycotting a company, vs. 14% globally.

We are at a tipping point and there will be positive change from this point forward.

Positive change will only come from the "top down".

My generation has done more than any other to address discrimination and inequality.

Older generations are standing in the way and blocking progress.
Which of the following do you believe have the greatest potential to help bring about significant change with respect to systemic racism in your country?*

- Individuals/citizens
- Education system
- Governments/politicians
- The legal/justice system
- Businesses/business leaders
- Charities/non-government organizations
- Activist/protest groups and movements
- Religious institutions

Which do you think are making the greatest effort to reduce systemic racism in your country?*

- Individuals/citizens
- Education system
- Governments/politicians
- The legal/justice system
- Businesses/business leaders
- Charities/non-government organizations
- Activist/protest groups and movements
- Religious institutions

*Up to three options selected at both questions.

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Percent of respondents who strongly agree/tend to agree 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**

- **Mexico millennials**: 68% in 2020, 51% in 2021
- **Global millennials**: 45% in 2020, 44% in 2021
- **Mexico Gen Zs**: 47% in 2021
- **Global Gen Zs**: 43% in 2021

**The environmental changes seen during the pandemic make me more optimistic that climate change can be reversed**

- **Mexico millennials**: 79% in 2021
- **Global millennials**: 66% in 2021
- **Mexico Gen Zs**: 78% in 2021
- **Global Gen Zs**: 68% in 2021

Those who believe people’s commitment to take personal action for environmental and climate issues will have improved after the pandemic:

- **MILLENNIALS**
  - **Mexico**: 50% vs. 37% globally
  - **GEN ZS**
    - **Mexico**: 51% vs. 40% globally

The Millz Mood Index gauges the mood of respondents and provides an annual snapshot of millennials’ optimism that the world and their places in it will improve. Scores are based on results from the following five questions and are aggregated to create a measure 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.

<table>
<thead>
<tr>
<th>Economic situation</th>
<th>Sociopolitical situation</th>
<th>Personal financial situation</th>
<th>Environment</th>
<th>Impact of business on wider society</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td></td>
<td>50</td>
<td></td>
<td>100</td>
</tr>
<tr>
<td>Nothing positive at all</td>
<td></td>
<td>Half think we’re making progress</td>
<td></td>
<td>Everything is worse</td>
</tr>
</tbody>
</table>

**MILLENIALS:**

- **Millennials in Mexico:**
  - Identify as female: 32
  - Identify as male: 44
  - Score: 38
  - Change: -6 pts.

- **Gen Zs in Mexico:**
  - Identify as female: 28
  - Identify as male: 42
  - Score: 35
  - Change: -3 pts.

- **Millennials globally:**
  - Identify as female: 31
  - Identify as male: 38
  - Score: 34
  - Change: -3 pts.

- **Gen Zs globally:**
  - Identify as female: 31
  - Identify as male: 40
  - Score: 36
  - Change: -3 pts.

*Global scores don’t include China.

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