

## 2019 Deloitte Global Millennial Survey

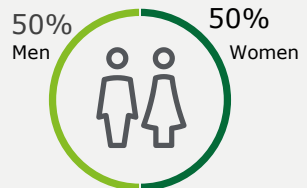
A “generation disrupted”  
The Netherlands results

May 2019

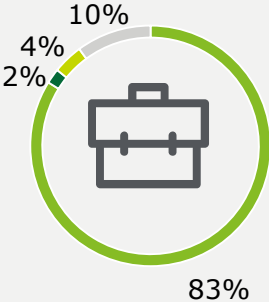
# Sample profile

300 millennial interviews conducted in the Netherlands

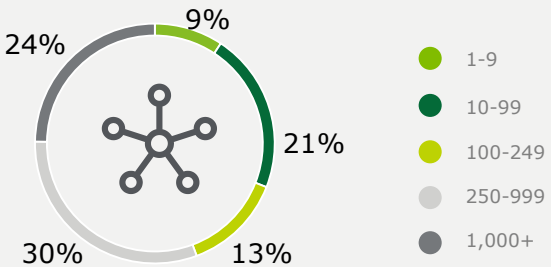
### Gender



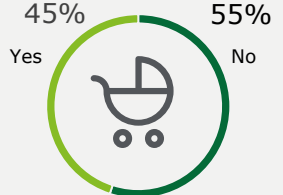
### Working status



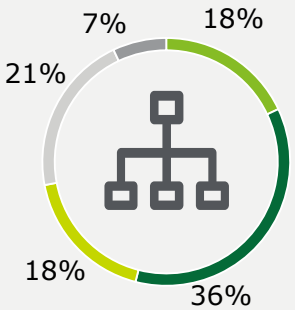
### Organization size\* (number of employees)



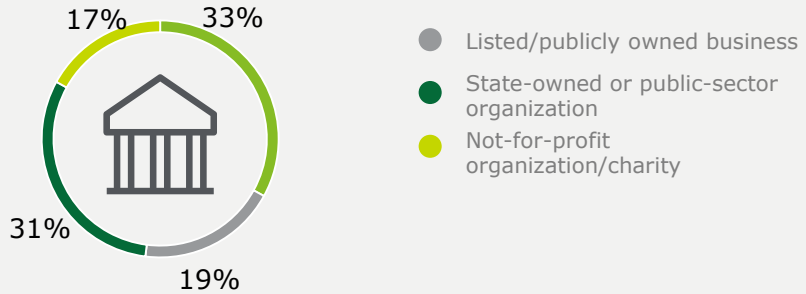
### Have children



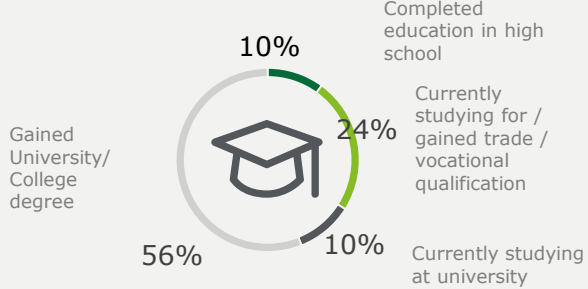
### Job seniority/level\*



### Organization type\*



### Education level



- Working full or part-time (less than 30 hours per week)
- Temporary / freelance
- In full time education
- Not working / in unpaid work

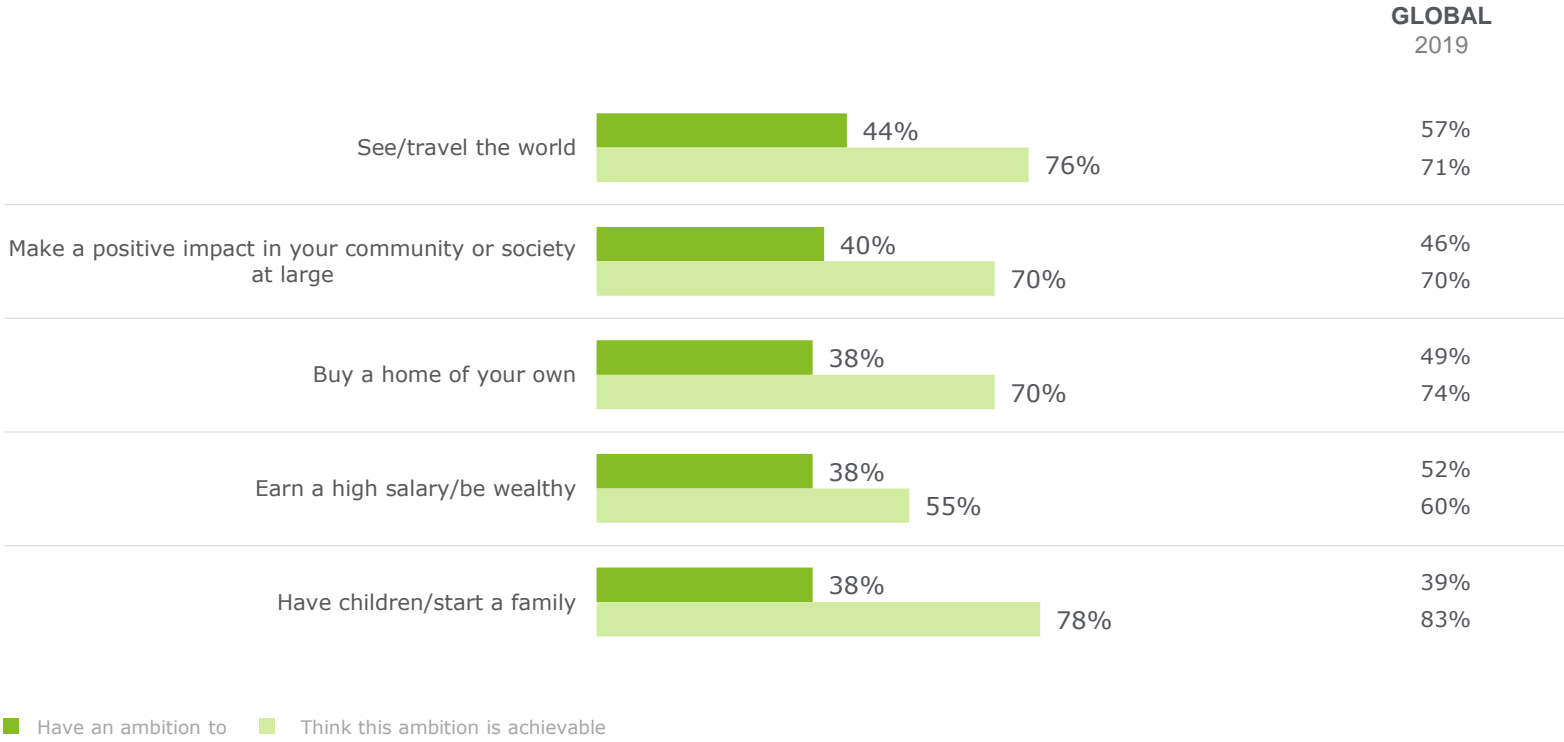
- Junior-level executive
- Mid-level executive
- Senior executive
- Head of department/division
- Senior management team/board

- 1-9
- 10-99
- 100-249
- 250-999
- 1,000+

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

# Defining success differently

## TOP 5 MILLENNIAL AMBITIONS



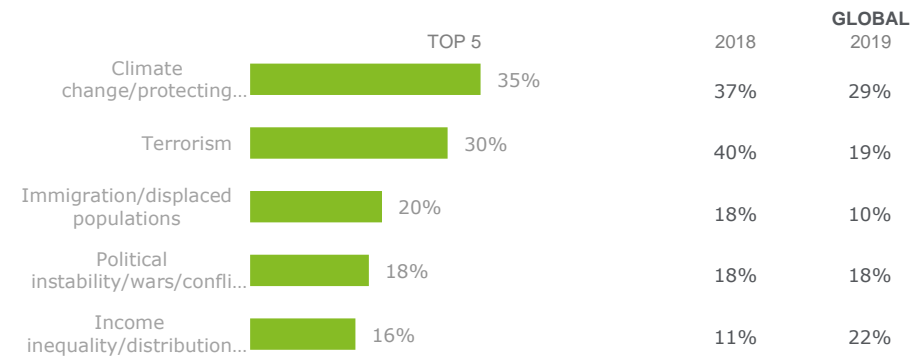
CLAIM THEY ARE 'SATISFIED' WITH THEIR LIFE NOWADAYS (8, 9 or 10 / 10)

**37%**    **29%**

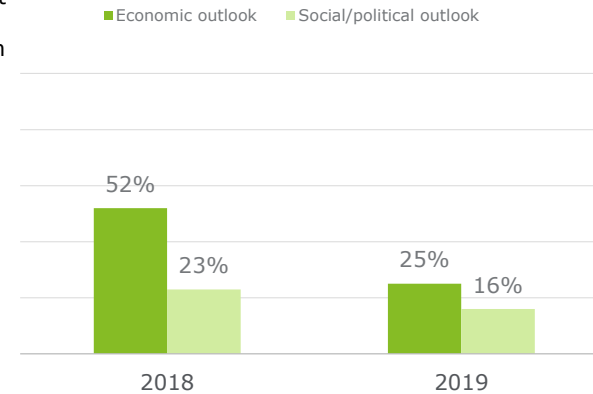
The Netherlands    Globally

# View of the world

## % Millennials personally concerned about...



## % Millennials who say that the ... situation in The Netherlands 'will improve' in the next 12 months...



## GLOBAL 2019

**26%** Economic outlook  
**22%** Social/political outlook\*

\*Excludes China

## % Millennials who think ... will be 'best able to solve the world's most pressing challenges'

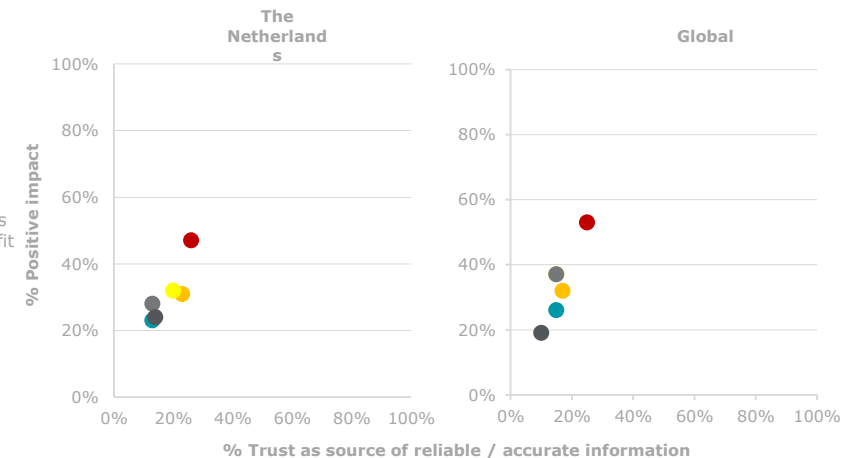
	The Netherlands	Global
Government	28%	29%
Universities/science and research institutes	27%	27%
Business	23%	20%
Charities/NGOs	11%	13%

## % Millennials who agree 'There are no barriers to prevent me from reaching my career ambitions'



## % Millennials who say the following groups of people and organizations are having a 'positive impact' on the world, and can be trusted 'a lot' as sources of reliable/accurate information

- Political leaders
- Religious/faith leaders
- Social media platforms
- Business leaders
- Traditional media / journalists
- Leaders of NGOs and not-for-profit organizations

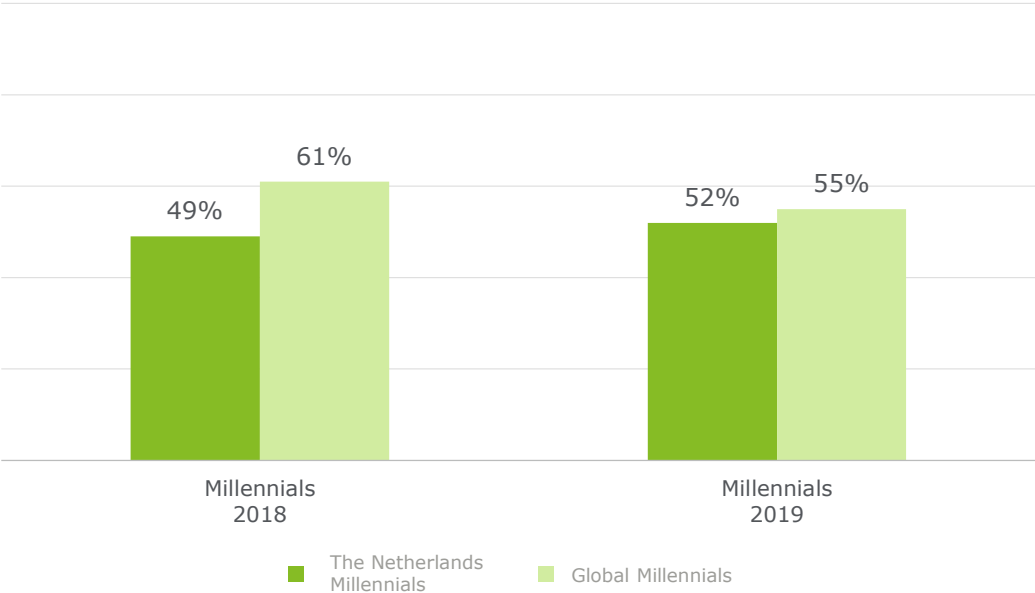


Q1. Thinking about the challenges facing societies around the world (including your own), which three of the following issues are you personally most concerned about? Please select up to three issues..Q17. In the future, who will be best able to solve the world's most pressing challenges? Choose one. Q23. To what extent do you agree or disagree with the following statements? 'There are no barriers to prevent me from reaching my career ambitions'. Q18. Do you think the following groups of people and organizations are having a positive or negative impact on you and the world in which you live? Q19. Thinking of these same people and organizations, how much trust do you have in them as sources of reliable and accurate information?

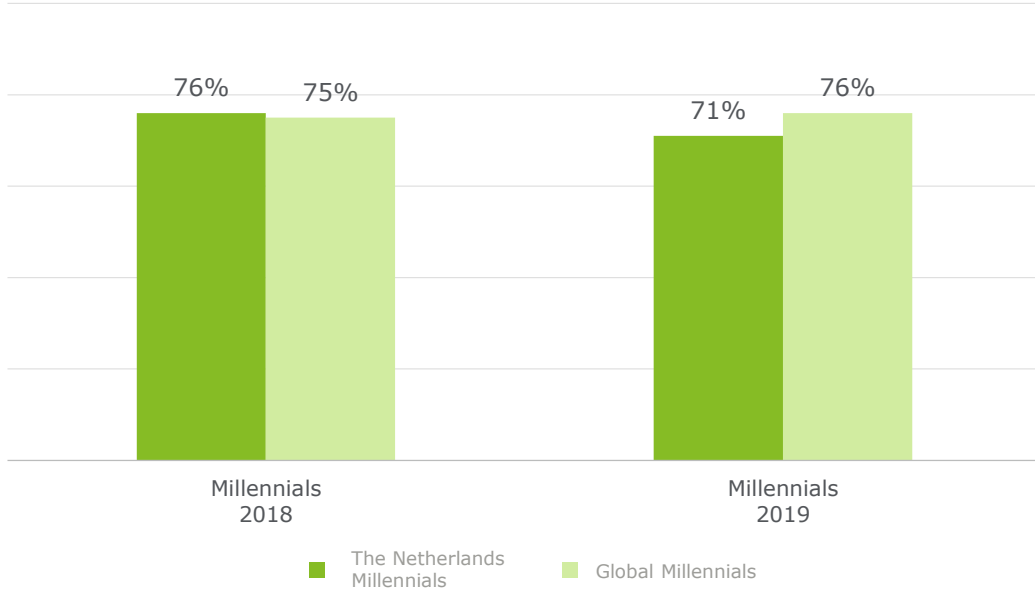
2019 Base: All Millennials in The Netherlands 319, Globally 13,416  
 2018 Base: All Millennials in The Netherlands 337, Globally 10,455  
 NOTE: Trend is indicative but not a true like for like comparison. 2018 based on degree-educated Millennials in full-time employment

# View of business

% who say businesses in general have a positive impact on the wider society in which they operate



% agree that businesses 'focus on their own agendas rather than considering the wider society'



Q11. Thinking about businesses in general around the world, what impact do you think they are having on the wider society in which they operate?  
 Q14. Thinking about business in general, would you agree or disagree that, on balance, the following statements describe their current behaviors?  
 2019 Base: All Millennials in The Netherlands 319, Globally 13,416  
 2018 Base: All Millennials in The Netherlands 337, Globally 10,455  
 NOTE: Trend is indicative but not a true like for like comparison. 2018 based on degree-educated Millennials in full-time employment

# The impact of Industry 4.0



- Millennials in The Netherlands
- Millennials Globally

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

**40%**  
**46%**

Millennials in The Netherlands / Globally  
**who are employed full / part time**

**28%**  
**45%**

Millennials in The Netherlands / Globally  
**who are not working or in unpaid work**

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

**77%**  
**81%**

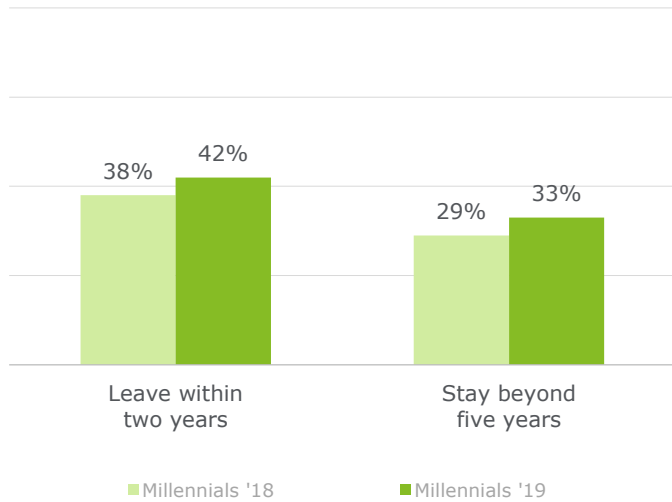
Millennials in The Netherlands / Globally  
**who are employed full / part time**

**43%**  
**65%**

Millennials in The Netherlands / Globally  
**who are not working or in unpaid work**

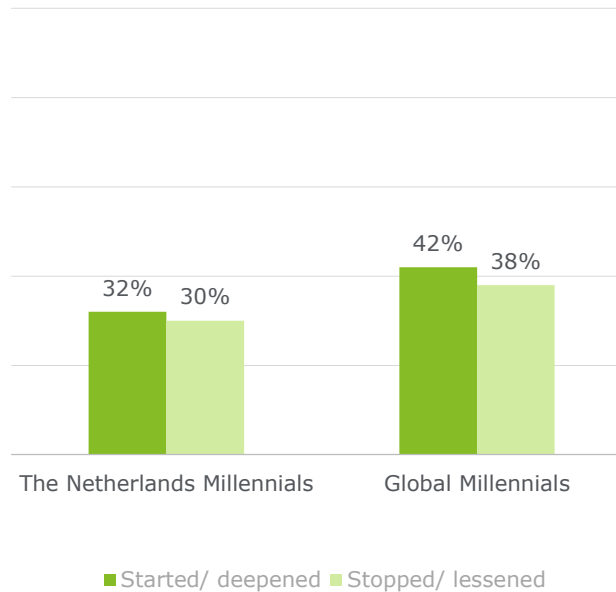
# Disrupted but also disrupting

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

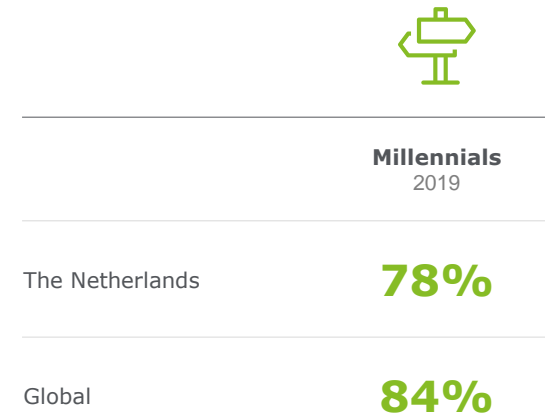


Global	Millennials
Leave in the next 2 years	<b>49%</b>
Stay beyond 5 years	<b>28%</b>

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



% who would consider joining the gig economy



Q7. If you had a choice, how long would you stay with your current employer(s) before leaving to join a new organization or do something different?  
 Q42. Would you consider joining the gig economy? Q20/21. As a consumer, have you ever started or deepened / stopped or lessened a relationship with a business because of the following: 'It has products/services that positively / negatively impact the environment/society?'  
 2019 Base: All Millennials in The Netherlands 319, Globally 13,416  
 2019 Base: All Millennials in work in The Netherlands 266, Global 10,736 2018 Base: All Millennials in work in The Netherlands 337, Global 10,455  
 NOTE: Trend is indicative but not a true like for like comparison. 2018 based on degree-educated Millennials in full-time employment

# Digital behavior & wellbeing

## % Millennials who agree that...

I'd be **physically healthier** if I reduced the time I spend on social media



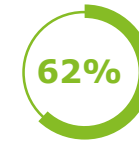
I'd be a **happier person** if I reduced the time I spend on social media



I'd be **anxious if I couldn't check social media** or had to do without it for a day or two



On balance, social media **does more harm than good**



I'd like to **completely stop using** social media



GLOBAL  
2019

64%

60%

44%

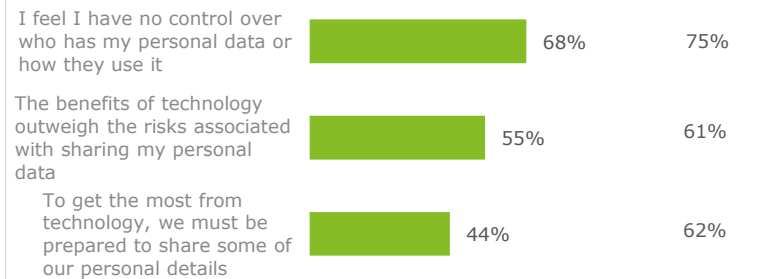
55%

41%

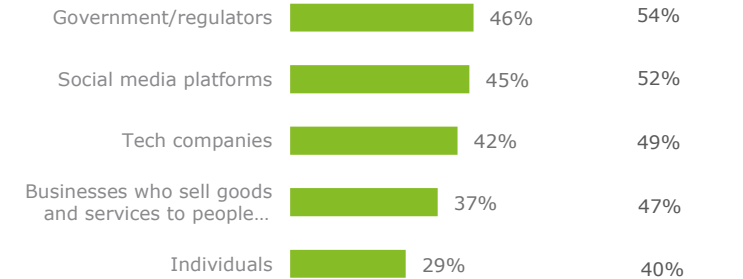
## % Millennials concerned about...



## % Millennials agree...



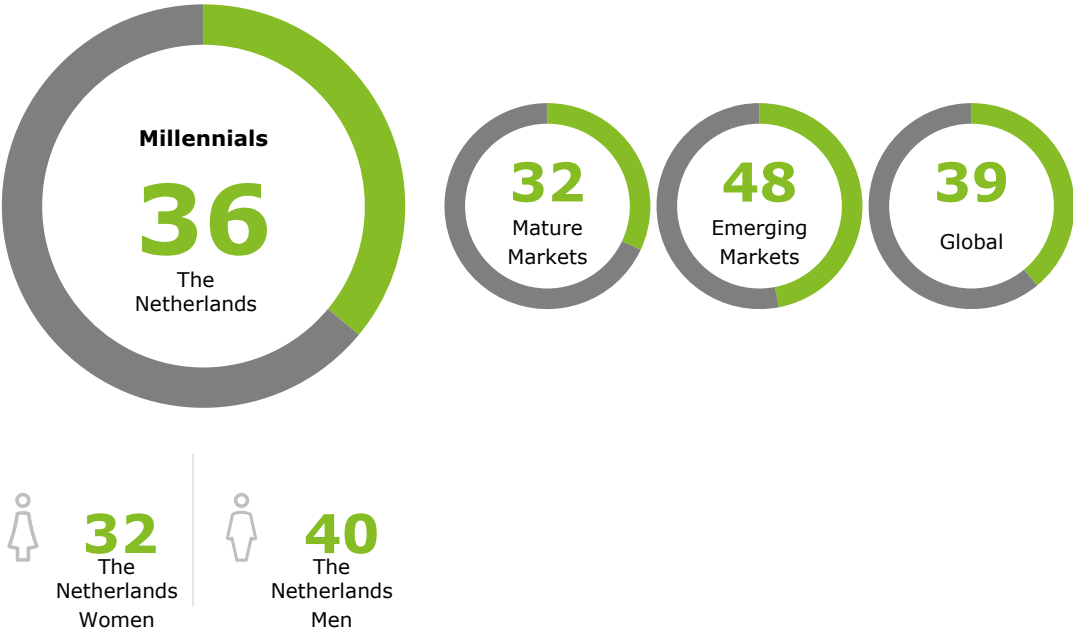
## % Millennials who believe [institution] 'need to make more effort' to protect people's data and online security





# The Millz Mood Monitor

- Dutch millennials, who scored 36, scored slightly lower on the mood index than their global counterparts at 39.



Scores are based on results from the following five question topics that are aggregated to create a measure of between zero and a hundred. This scale gives us the ability to compare not only year-to-year movement, but also regional and demographic groups within a given year





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