

Deloitte.



The 2020 Deloitte Millennial Survey
United Kingdom

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 800 respondents from the UK**, 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 800 from the UK** 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 the UK compare to the pre-pandemic survey and examines how UK respondents compare to their counterparts surveyed after the onset of the coronavirus crisis. **In total, we surveyed 1,600 respondents in the UK – 800 before the onset of coronavirus (500 millennials, 300 Gen Zs), and 800 after (500 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



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



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



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



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



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



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

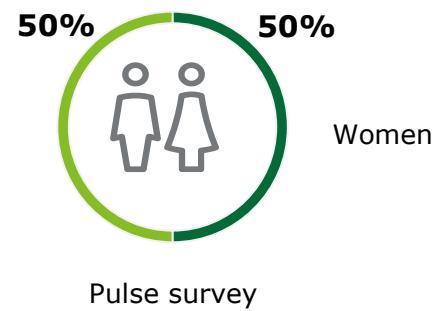
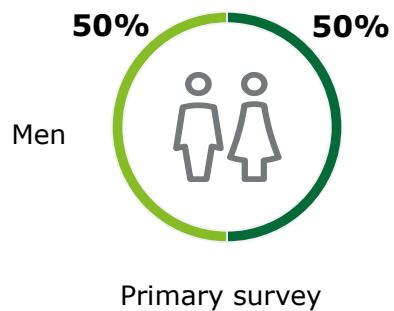


LIGHT TEAL: Gen Zs from the Pulse 13 countries (born 1995 – 2003) who participated in the pulse survey

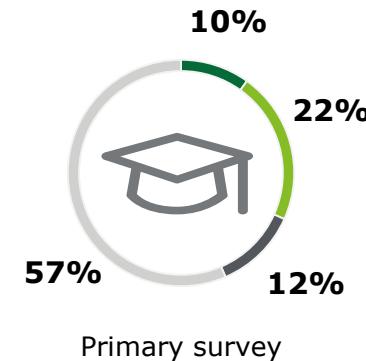
Sample profile (weighted)

1,000 Millennial interviews (500 Primary survey, 500 Pulse survey) conducted in the UK

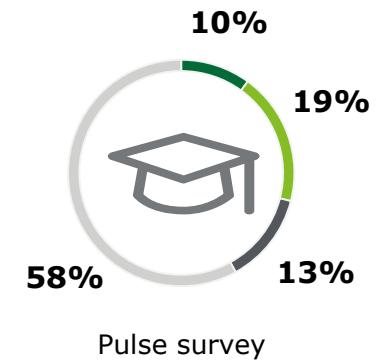
Gender



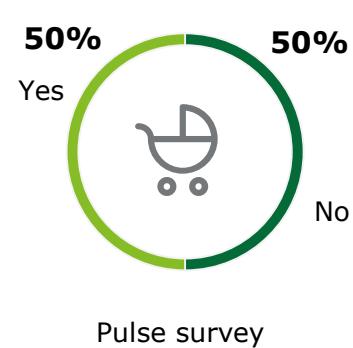
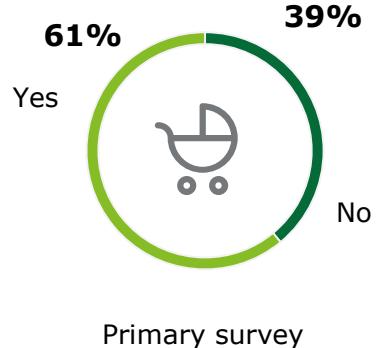
Education level



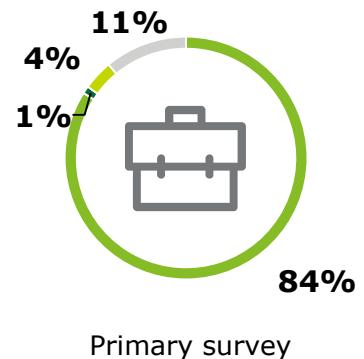
- Completed education in high school
- Currently studying for/gained trade/vocational qualification
- Currently studying at university
- Gained university/college degree



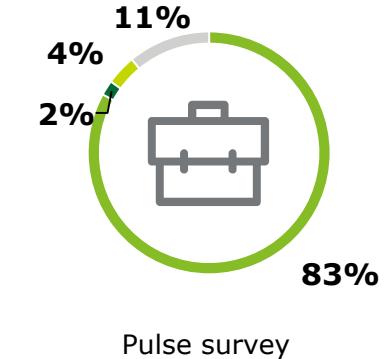
Have children



Working status



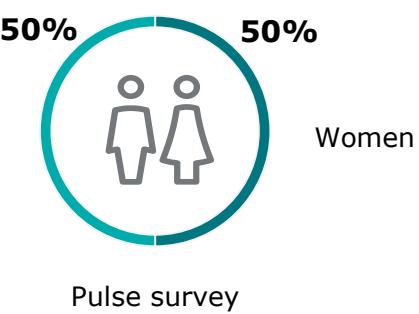
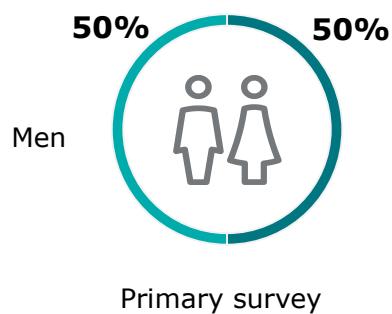
- Working full- or part-time (less than 30 hours per week)
- Temporary/freelance
- In full-time education
- Not working/in unpaid work



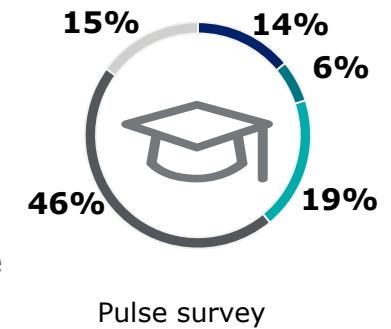
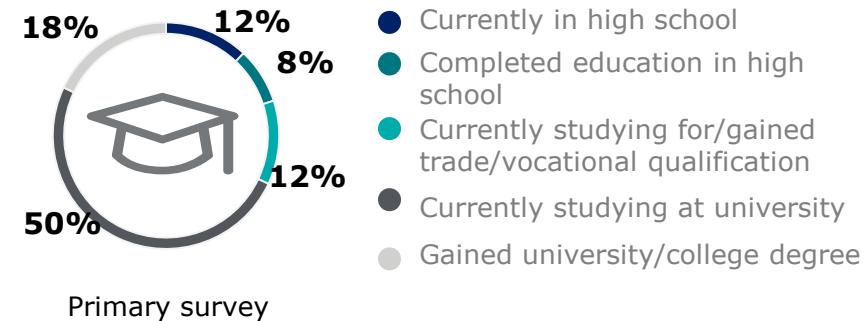
Sample profile (weighted)

600 Gen Z interviews (300 Primary survey, 300 Pulse survey) conducted in the UK

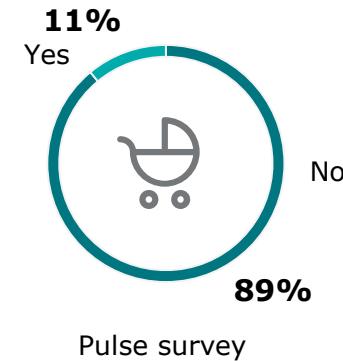
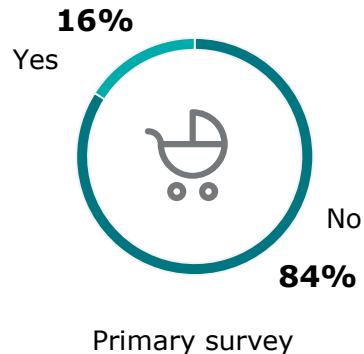
Gender



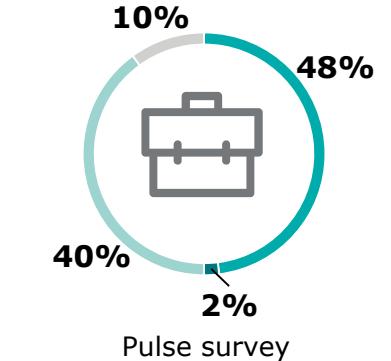
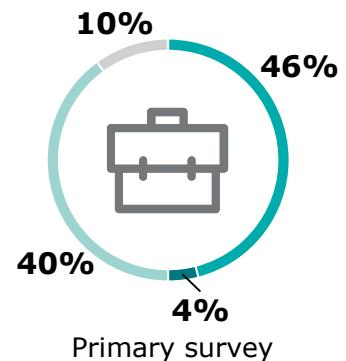
Education level



Have children



Working status



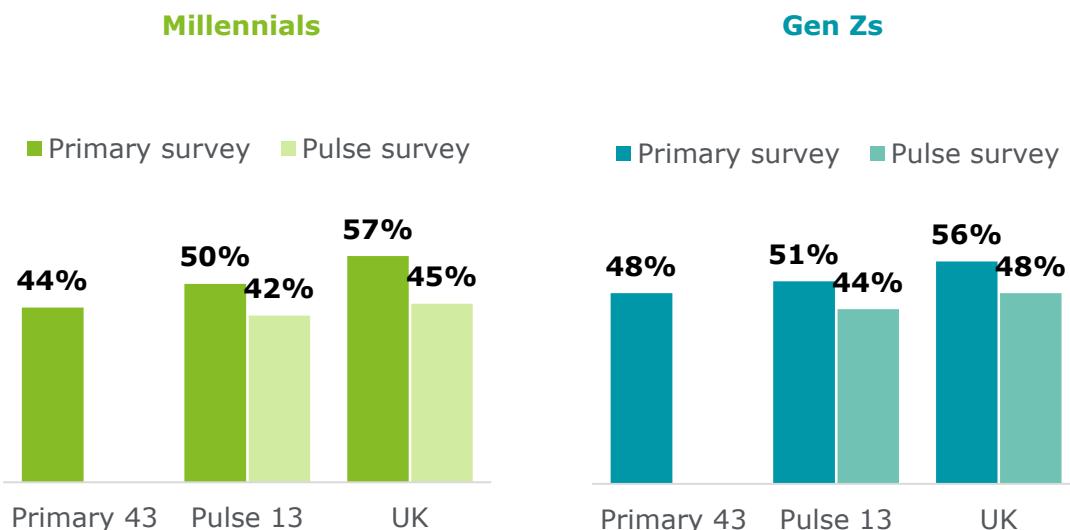


Mental health

Key Highlights

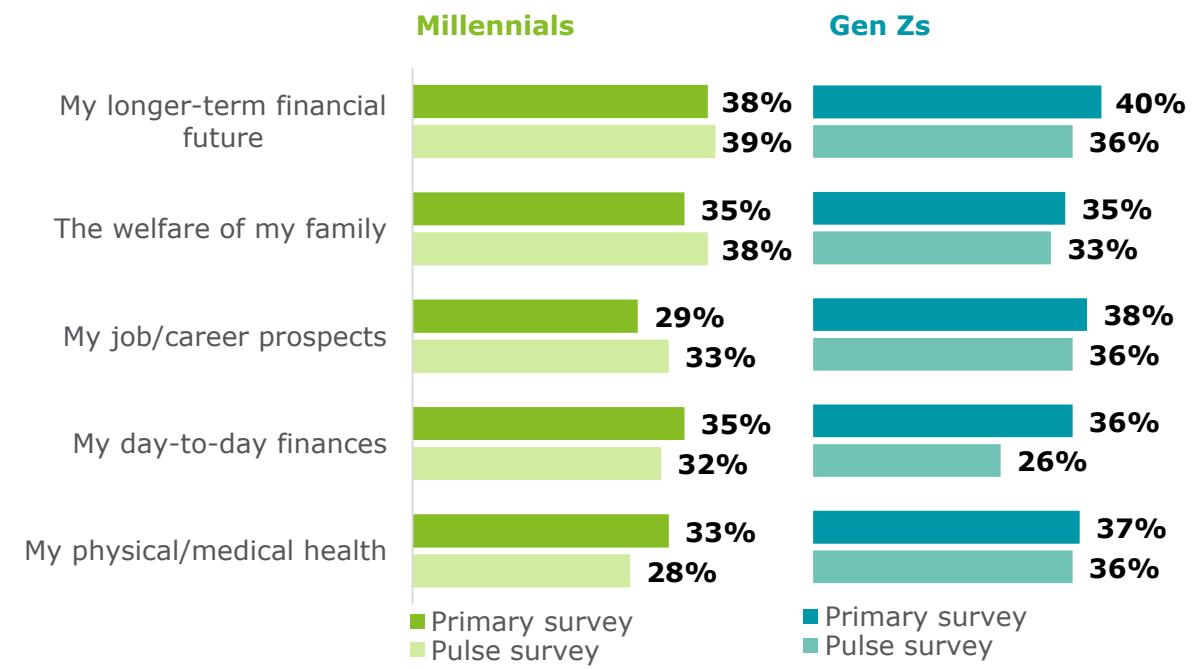
- Among the Pulse 13, including the UK, anxiety levels fell for both generations, indicating a potential silver lining to the disruption caused by the pandemic. However, stress levels remained slightly higher in the UK than in their Pulse 13 counterparts both in the primary and pulse surveys
- In the pulse survey, UK millennials and Gen Zs said their physical/medical health were slightly less stressful than in the primary survey. Stress of day-to-day finances fell for Gen Z in the pulse survey in May.

% Millennials and Gen Zs in the UK 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 the UK 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

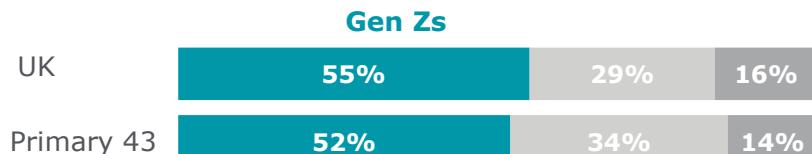
- In the primary, more UK millennials and Gen Zs were likely to say that stress was a legitimate reason to take time off work than the Primary 43 average.
- However, the percentage of millennials who admitted to their employers that stress was the reason for their absence fell considerably from November to May, suggesting that there may still be a stigma in the workplace around mental health.

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

(Results from the primary survey)



■ Yes ■ No ■ Don't know/prefer not to say

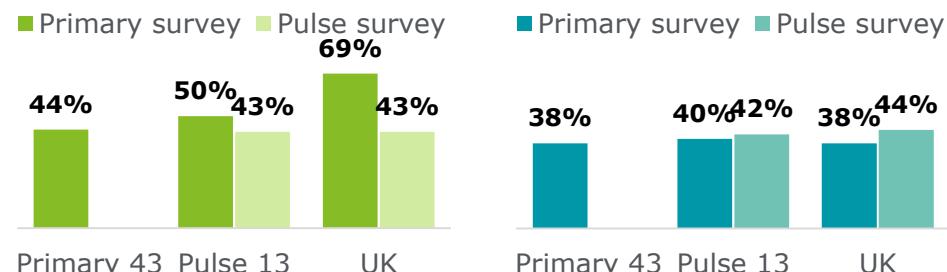
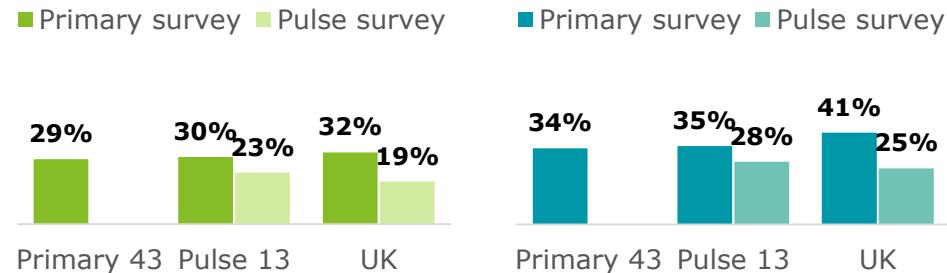


■ Yes ■ No ■ Don't know/prefer not to say

*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 the UK* 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

- Compared to their Primary 43 counterparts, UK millennials and Gen Zs were only slightly more worried about their financial situations. UK millennials and Gen Zs tend to be less optimistic about their short-term financial futures than their Primary 43 and Pulse 13 equivalents both in the primary and pulse survey. Unsurprisingly, this optimism took a hit across the board in the pulse survey.

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

(Results from the primary survey)



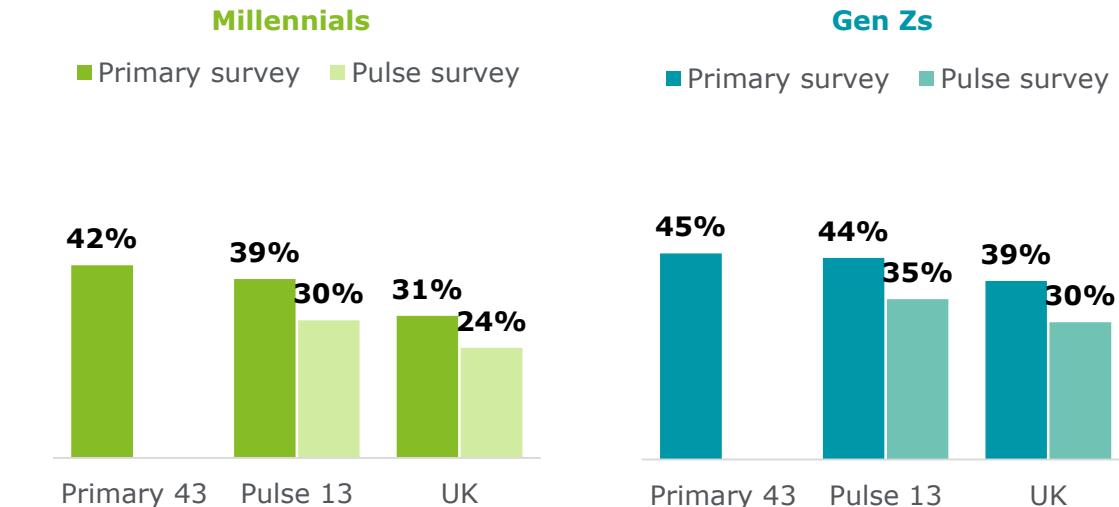
Primary 43

67%

64%

*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 the UK 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?



Finances

Key Highlights

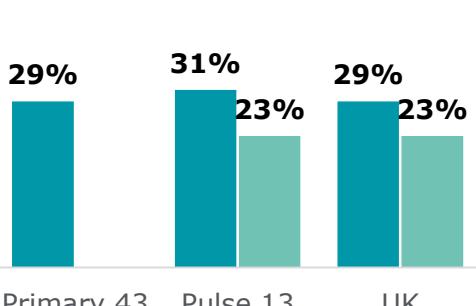
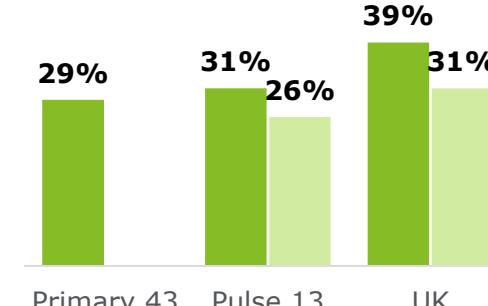
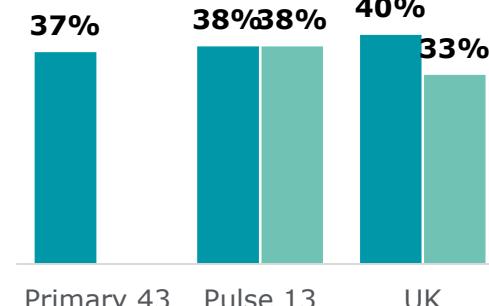
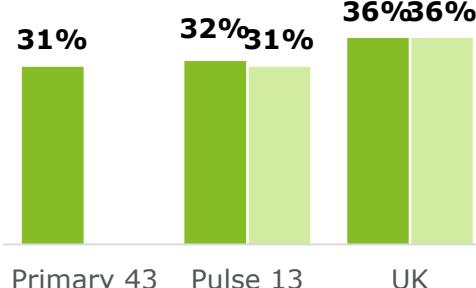
- Millennials and Gen Zs are, for the most part, as able to cope financially with unexpected expenses in the pulse survey as in the primary survey. This results holds both among Pulse 13 and UK respondents.
- Compared to the primary survey, pulse survey respondents in the UK and the Pulse 13 are less likely to have missed a payment in the last six months, though UK millennials are faring a few percentage points worse than the Pulse 13 average.

% Millennials and Gen Zs in the UK 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



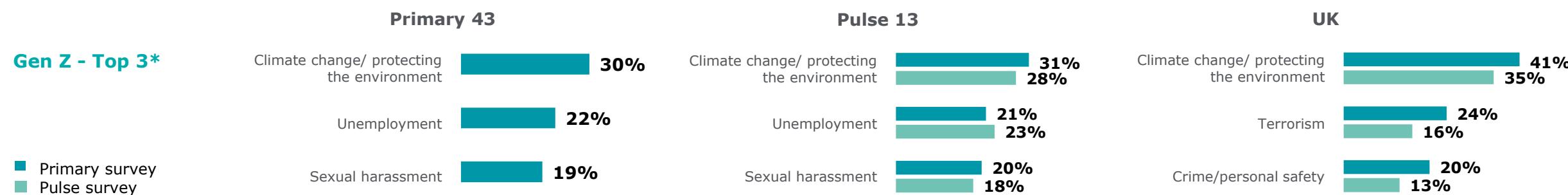
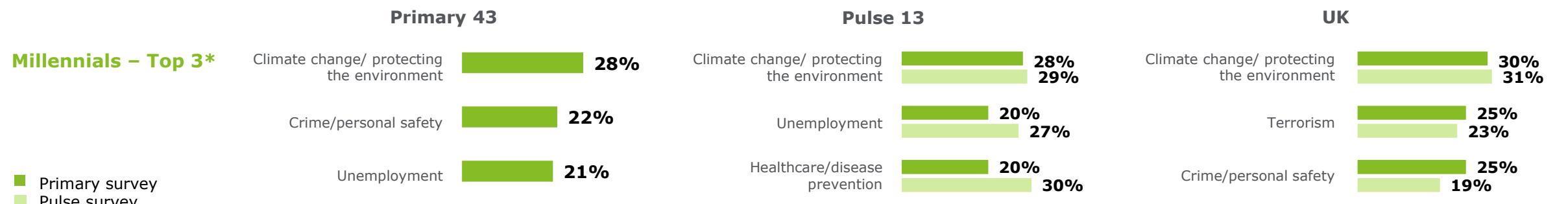


World challenges

Key Highlights

- Climate change is a top concern for millennials and Gen Zs in the UK. Even as the pandemic unfolded around the world, this remained a constant.
- Millennials and Gen Zs in the UK tend to be more concerned about terrorism and crime / personal safety than the Pulse 13 and Primary 43 averages.

% Millennials and Gen Zs in the UK 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*

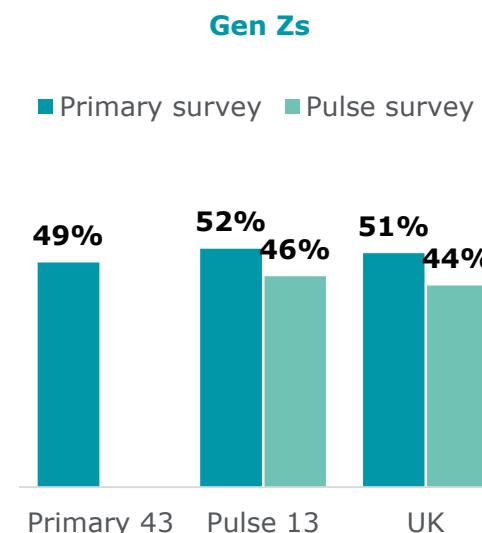
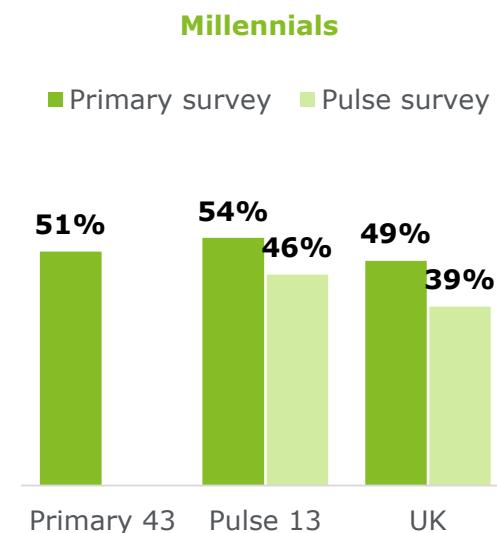


Environment

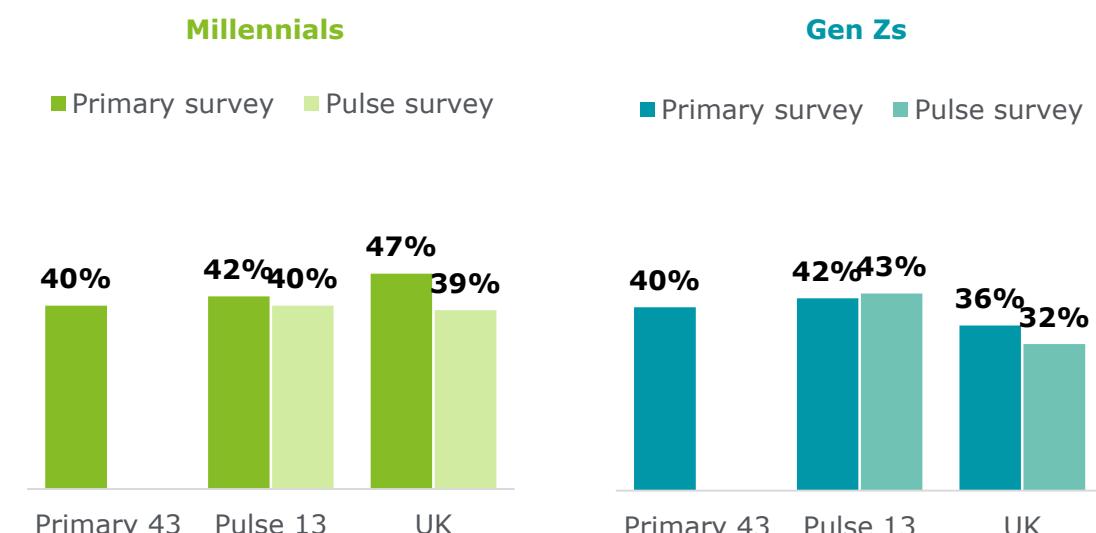
Key Highlights

- Fewer millennials and Gen Zs in the UK believe that we have reached the point of no return for the environment now (in the pulse survey) than did in the primary survey. This is consistent with findings across the Pulse 13.
- However, millennials and Gen Zs in the UK and across the Pulse 13 are less optimistic in the pulse survey that efforts to protect the planet will be effective. UK millennials tend to be more optimistic than their Gen Z counterparts on this point.

% Millennials and Gen Zs in the UK 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 the UK 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

- UK millennials and Gen Zs are slightly more likely to think that businesses will deprioritize climate change initiatives in the wake of the pandemic than the Pulse 13 averages.
- Almost three-fourths of UK millennials and Gen Zs will take individual actions to protect the planet, a finding in line with the Pulse 13 average.

% Millennials and Gen Zs in the UK 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

Millennials



Gen Zs



Pulse 13

64%

65%

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

Millennials



Gen Zs



Pulse 13

61%

63%

Millennials



Gen Zs



Pulse 13

76%

74%

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

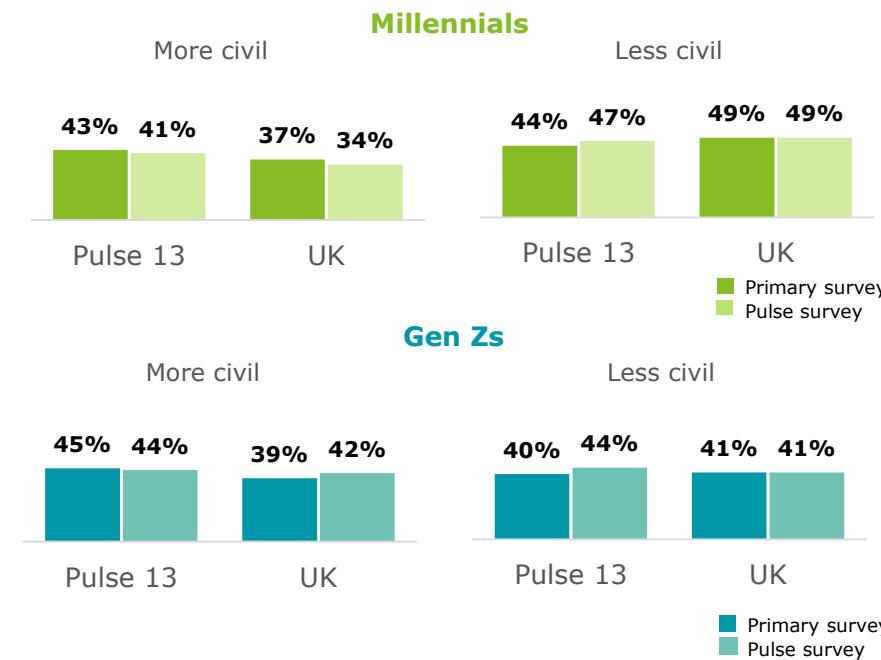


Sense of responsibility

Key Highlights

- Millennials and Gen Zs in the UK say the pandemic has brought about an even stronger sense of individual 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. These findings are consistent with attitudes across all Pulse 13.

% **Millennials** and **Gen Zs** in the UK 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 the UK 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

Millennials
73%

Gen Zs
75%

75% Pulse 13 73%

...the needs of
different people
around the world

Millennials
73%

Gen Zs
74%

76% Pulse 13 74%

In response to the pandemic...

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

Millennials
68%

Gen Zs
66%

71% Pulse 13 68%

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

Millennials
68%

Gen Zs
69%

74% Pulse 13 73%

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



Work — current employment status

Key Highlights

- The employment / income status of Gen Zs in the UK is more likely to be unaffected than in the Pulse 13.

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

My employment/income status has been unaffected

Millennials

UK 36%
Pulse 13 34%

I am working fewer hours, but not by choice

UK 18%
Pulse 13 21%

I have been temporarily placed on unpaid leave

UK 14%
Pulse 13 13%

I have lost my job/primary source of income

UK 8%
Pulse 13 10%

My income/bonus has been, or will likely be, reduced

UK 14%
Pulse 13 15%

I am working fewer hours by choice to handle personal matters

UK 8%
Pulse 13 7%

A recent job offer/promotion has been put on hold or withdrawn

UK 6%
Pulse 13 5%

I am working more hours, but not receiving more pay

UK 5%
Pulse 13 8%

I am working more hours, and my income has increased

UK 5%
Pulse 13 4%

Gen Zs

UK 45%
Pulse 13 38%

UK 10%
Pulse 13 17%

UK 10%
Pulse 13 16%

UK 13%
Pulse 13 14%

UK 9%
Pulse 13 11%

UK 8%
Pulse 13 7%

UK 6%
Pulse 13 6%

UK 5%
Pulse 13 5%

UK
Pulse 13

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.



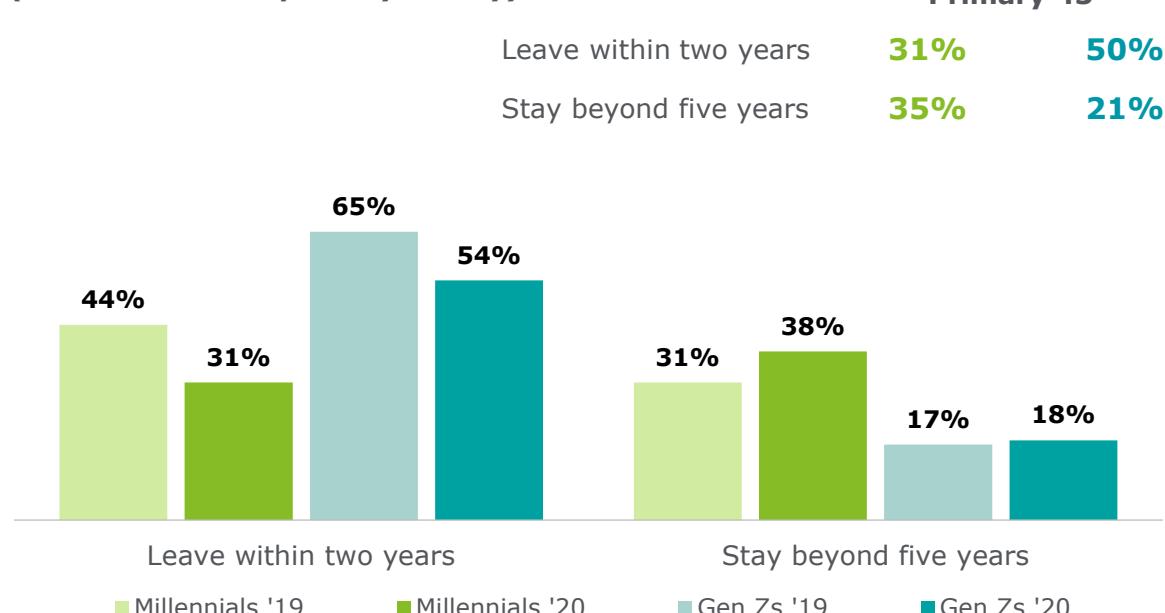
Work — loyalty

Key Highlights

- UK mills bucked the global trend a bit in terms of loyalty. Globally, the desire to leave within 2 years was down and stay beyond 5 years was up. The UK numbers are fairly consistent with 2019.
- Close to three-fourths of UK millennials and two-thirds Gen Z said they are pleased with the actions their employers have taken to support them and their colleagues during the pandemic, and 3 in 5 said those actions have made them want to stay with their employers for the long term.

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

Pulse 13



*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.*

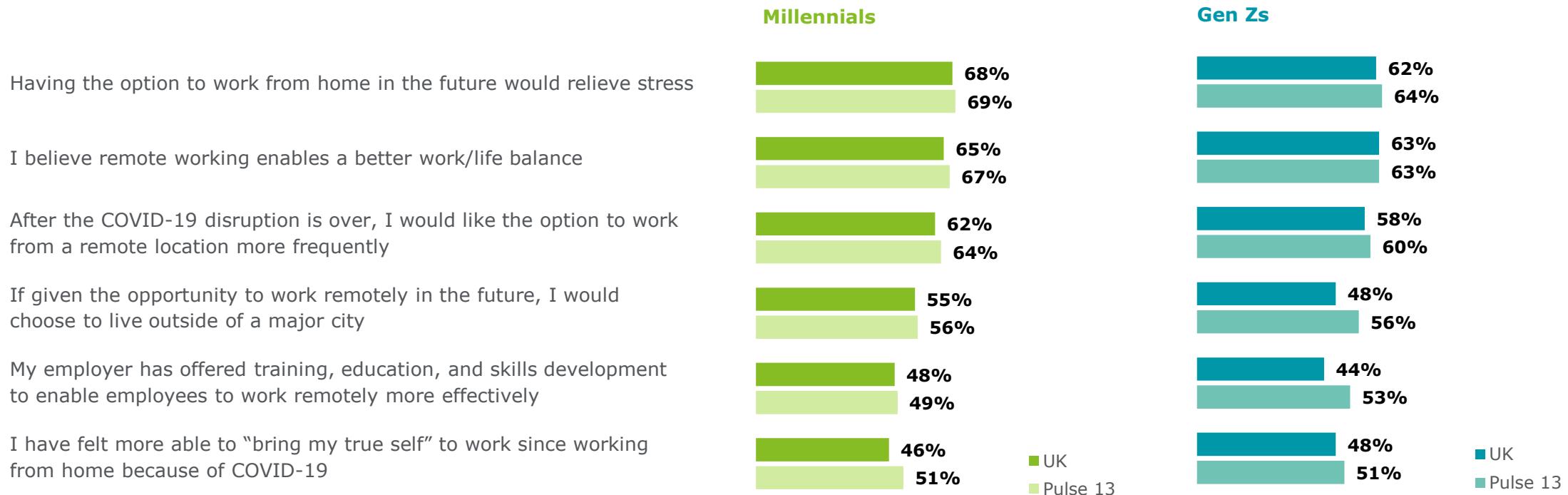


Work — future of the workplace

Key Highlights

- In the UK, around two-thirds of millennials and Gen Zs say the option to work from home relieves stress and creates better work life balance. About as many also say that after the COVID-19 disruption is over, they would like the option to work remotely more often. The findings are in line with the trend across the Pulse 13.

% Millennials and Gen Zs* in the UK 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*

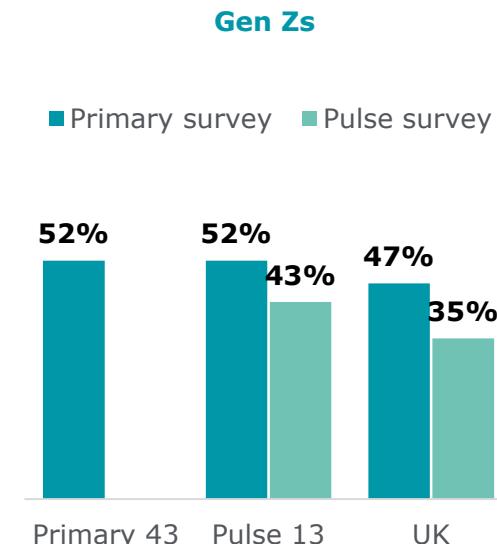
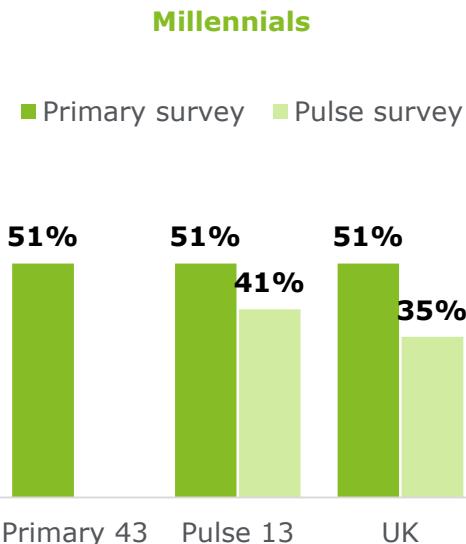


View of institutions - business

Key Highlights

- Fewer millennials and Gen Zs in the UK were likely to say businesses in general have a positive impact on society than in the primary survey. Those percentages have dropped between December (primary survey) and May (pulse survey).
- As consumers, approximately 3 in 5 millennials and Gen Zs said they plan to buy more products and services from large businesses that have taken care of their workforces and positively impacted society during the pandemic. And more than three-fourths will make an extra effort to buy products and services from smaller, local businesses.

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

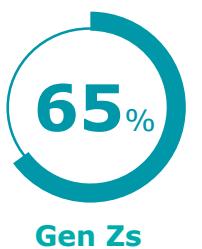


% Millennials and Gen Zs in the UK who strongly agree/tend to agree that...

In general, businesses have put people ahead of their profits during the pandemic



In general, businesses' actions during the pandemic have shown a genuine commitment to society



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?

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 - government

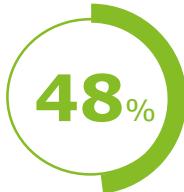
Key Highlights

- Around half of millennials and Gen Zs in the UK and in the Pulse 13 are pleased with how quickly government responded to the pandemic. Two-thirds in the UK believe the government took appropriate actions to support workers during the crisis – this is higher than the Pulse 13 results.
- Only around a third of millennials and Gen Zs think the government response to COVID-19 went to far, slightly below the Pulse 13 figures.

% **Millennials** and **Gen Zs** in the UK 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

Millennials



Gen Zs



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

Millennials



Gen Zs



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

Millennials



Gen Zs



Pulse 13

53%

51%

Pulse 13

59%

56%

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*

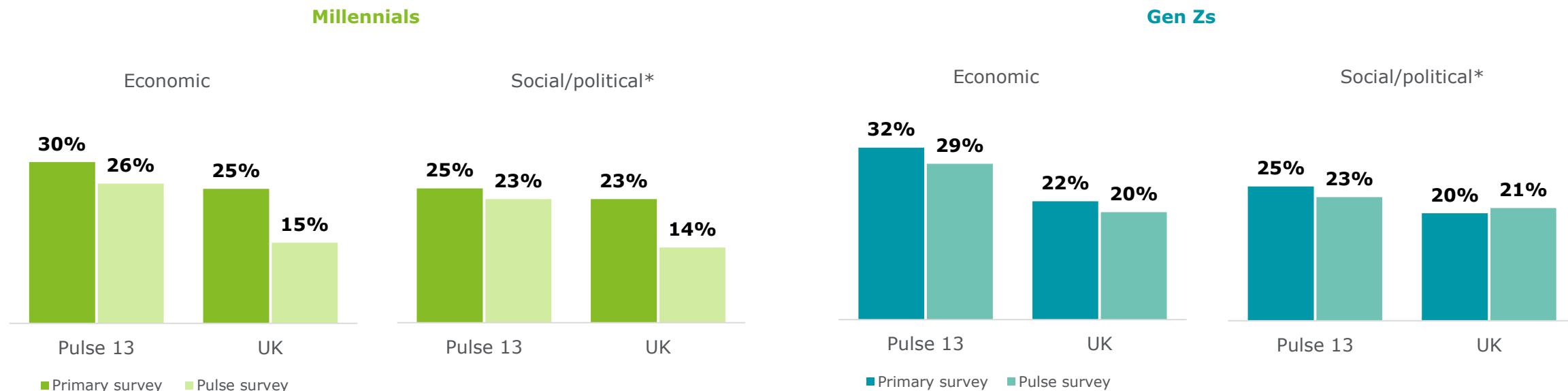


Economic and political outlook

Key Highlights

- In the pulse survey, fewer millennials in the UK believe the economic and social/political situations in their country will improve in the next 6 months than in the primary survey. While this trend is consistent with the Pulse 13 findings, the difference is more dramatic in the UK. While UK millennials in the primary survey's results were approximately the same as the Pulse 13, in the pulse survey UK millennials tended to be more pessimistic.
- In contrast, UK Gen Zs attitudes towards their country's economic future has stayed largely consistent between the primary and pulse surveys.

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



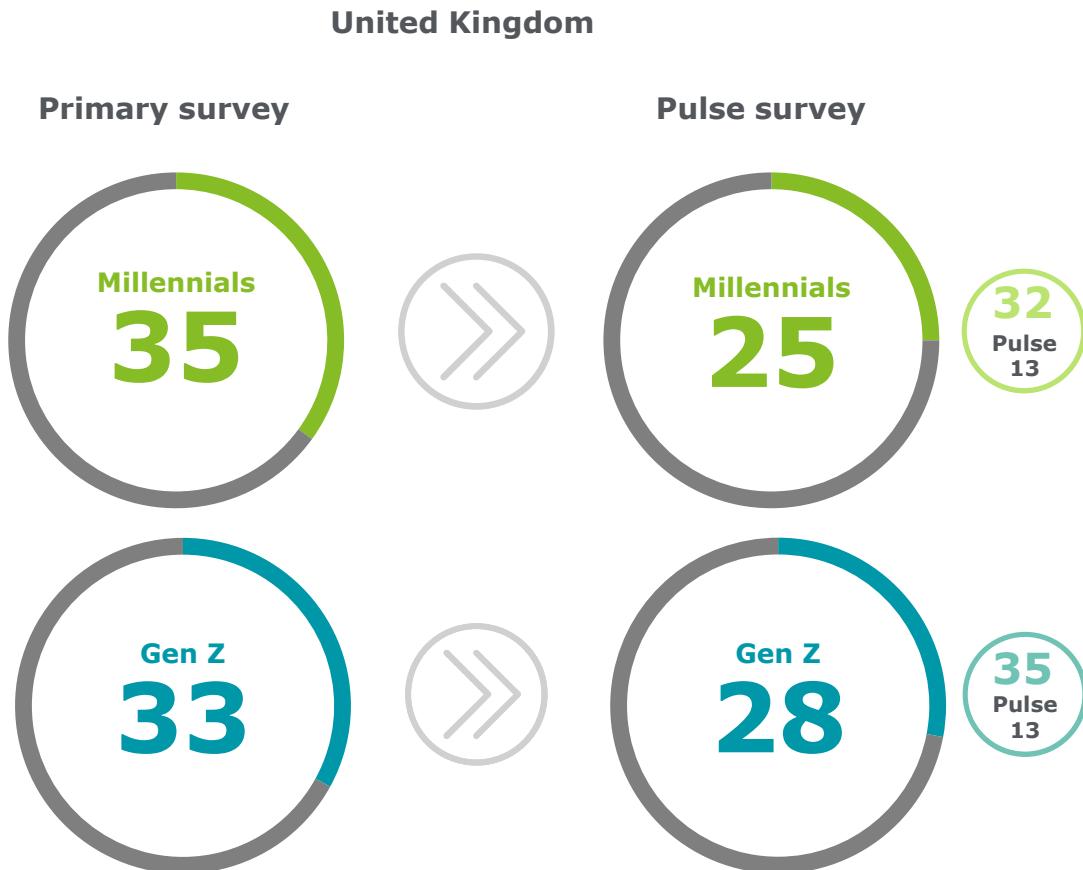
Q: Taking everything into account, do you expect the overall economic situation in {#Country} to improve, worsen or stay the same over the next 12 months?

*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



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





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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)		UK (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	-	267/236	-
In full-time, part-time, temporary or unpaid work	11,787/2,411	3,549/1,560	4,720/1,842	271/118	364/143
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	296/214	383/242
Have taken time off work due to stress	3,459/829	1,068/552	1,096/509	86/ 48	69/ 36

Please note base size below 50.