Sample profile
300 Millennial interviews conducted in South Africa

Gender
- 50% Men
- 50% Women

Have children
- 51% Yes
- 49% No

Working status
- 80% Not working / in unpaid work
- 10% In full time education
- 4% Temporary / freelance
- 5% Working full or part-time (less than 30 hours per week)

Job seniority/level*
- 29% Senior executive
- 11% Mid-level executive
- 18% Junior-level executive
- 16% Head of department/division
- 13% Senior management team/board

Organization size* (number of employees)
- 65% 1-9 employees
- 23% 10-99 employees
- 14% 100-249 employees
- 9% 250-999 employees
- 2% 1,000+ employees

Education level
- 60% Completed education in high school
- 10% Currently studying at university
- 16% Currently studying for / gained trade / vocational qualification
- 13% Gained University/College degree

Organization type*
- 65% Privately owned business
- 14% Listed/publicly owned business
- 13% State-owned or public-sector organization
- 8% Not-for-profit organization/charity

* Based upon those currently working
### TOP 5 MILLENNIAL AMBITIONS

<table>
<thead>
<tr>
<th>Ambition</th>
<th>Have an ambition</th>
<th>Think this ambition is achievable</th>
</tr>
</thead>
<tbody>
<tr>
<td>See/travel the world</td>
<td>72%</td>
<td>75%</td>
</tr>
<tr>
<td>Buy a home of your own</td>
<td>67%</td>
<td>81%</td>
</tr>
<tr>
<td>Earn a high salary/be wealthy</td>
<td>67%</td>
<td>71%</td>
</tr>
<tr>
<td>Make a positive impact in your community or society at large</td>
<td>65%</td>
<td>80%</td>
</tr>
<tr>
<td>Start your own business</td>
<td>58%</td>
<td>84%</td>
</tr>
</tbody>
</table>

### GLOBAL 2019

<table>
<thead>
<tr>
<th>Ambition</th>
<th>Have an ambition</th>
<th>Think this ambition is achievable</th>
</tr>
</thead>
<tbody>
<tr>
<td>See/travel the world</td>
<td>57%</td>
<td>71%</td>
</tr>
<tr>
<td>Buy a home of your own</td>
<td>49%</td>
<td>74%</td>
</tr>
<tr>
<td>Earn a high salary/be wealthy</td>
<td>52%</td>
<td>60%</td>
</tr>
<tr>
<td>Make a positive impact in your community or society at large</td>
<td>46%</td>
<td>70%</td>
</tr>
<tr>
<td>Start your own business</td>
<td>38%</td>
<td>73%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country</th>
<th>Satisfied with Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Africa</td>
<td>29%</td>
</tr>
<tr>
<td>Globally</td>
<td>17%</td>
</tr>
</tbody>
</table>

**Q22a. Please indicate if you have any of the following ambitions. Q22b. Do you think each ambition is achievable?**

**Q4b. Overall, how satisfied are you with your life nowadays?**

**Showing top three box score out of an eleven point scale**

- Base: All Millennials in South Africa 319
- Globally 13,416

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

- South Africa: 29%
- Globally: 17%
% Millennials personally concerned about...

- Crime/personal safety: 43%
- Unemployment: 43%
- Corruption within business or politics: 30%
- Economic growth: 24%
- Education, skills and training: 19%

% Millennials who say that the … situation in South Africa ‘will improve’ in the next 12 months...

- Economic outlook: 39% in 2018, 40% in 2019
- Social/political outlook: 30% in 2018, 34% in 2019

% Millennials who think … will be ‘best able to solve the world’s most pressing challenges’

-Universities/science and research institutes: 29% in South Africa, 27% globally
- Business: 26% in South Africa, 20% globally
- Government: 22% in South Africa, 29% globally
- Charities/NGOs: 10% in South Africa, 13% globally

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

- South Africa: 56% in 2019
- Global: 60% in 2019

% 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 / reporters
- Leaders of NGOs and not-for-profit organizations

% Trust as source of reliable / accurate information

SOUTH AFRICA 2019

GLOBAL 2019

NOTE: Trend is indicative but not a true like for like comparison. 2018 based on degree-educated Millennials in full-time employment
% 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 South Africa 319, Globally 13,416
2018 Base: All Millennials in South Africa 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

<table>
<thead>
<tr>
<th>BELIEVE INDUSTRY 4.0 WILL MAKE IT HARDER TO GET OR CHANGE A JOB IN THE FUTURE</th>
<th>BELIEVE THEY HAVE ALL / SOME OF REQUIRED SKILLS / KNOWLEDGE AS THE WORKING ENVIRONMENT IS SHAPED BY INDUSTRY 4.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials in South Africa / Globally who are employed full / part time</td>
<td>Millennials in South Africa / Globally who are employed full / part time</td>
</tr>
<tr>
<td>58%</td>
<td>88%</td>
</tr>
<tr>
<td>46%</td>
<td>81%</td>
</tr>
<tr>
<td>Millennials in South Africa / Globally who are not working or in unpaid work</td>
<td>Millennials in South Africa / Globally who are not working or in unpaid work</td>
</tr>
<tr>
<td>71%</td>
<td>68%</td>
</tr>
<tr>
<td>45%</td>
<td>65%</td>
</tr>
</tbody>
</table>

Q34. What impact, if any, do you think Industry 4.0 might have on your chances of getting a job/ changing your job in the future? Will Industry 4.0 make it...?  
Q35. Do you feel you currently have the skills and knowledge that will be required as the working environment is increasingly shaped by Industry 4.0?  
Base: Millennials in South Africa working full/part time 256, not working/unpaid work 32* (low base size). Millennials Globally working full/part time 10,736, not working/unpaid work 1,342
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?

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

- Leave within two years: Millennials '18 47%, Millennials '19 53%
- Stay beyond five years: Millennials '18 25%, Millennials '19 26%

% 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

- South Africa Millennials: Started/deepened 53%, Stopped/lessened 39%
- Global Millennials: Started/deepened 42%, Stopped/lessened 38%

% who would consider joining the gig economy

- Millennials 2019: 7%
- South Africa: 96%
- Global: 84%

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## Social media: Friend or foe?

### % Millennials who agree that...

<table>
<thead>
<tr>
<th>Statement</th>
<th>Global 2019</th>
<th>Millennials</th>
<th>GLOBAL 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>I’d be physically healthier if I reduced the time I spend on social media</td>
<td>64%</td>
<td>92%</td>
<td>79%</td>
</tr>
<tr>
<td>I’d be a happier person if I reduced the time I spend on social media</td>
<td>58%</td>
<td>88%</td>
<td>70%</td>
</tr>
<tr>
<td>I’d be anxious if I couldn’t check social media or had to do without it for a day or two</td>
<td>41%</td>
<td>86%</td>
<td>73%</td>
</tr>
<tr>
<td>On balance, social media does more harm than good</td>
<td></td>
<td></td>
<td>55%</td>
</tr>
<tr>
<td>I’d like to completely stop using social media</td>
<td></td>
<td></td>
<td>31%</td>
</tr>
</tbody>
</table>

### % Millennials concerned about...

<table>
<thead>
<tr>
<th>Concern</th>
<th>Global 2019</th>
<th>Millennials</th>
<th>GLOBAL 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Being the victim of online fraud</td>
<td>92%</td>
<td>79%</td>
<td>79%</td>
</tr>
<tr>
<td>The security of the personal data that public bodies hold on you</td>
<td>88%</td>
<td>70%</td>
<td>70%</td>
</tr>
<tr>
<td>The security of the personal data that businesses hold on you</td>
<td>86%</td>
<td>73%</td>
<td>73%</td>
</tr>
<tr>
<td>The way in which organizations obtain personal information</td>
<td>85%</td>
<td>76%</td>
<td>76%</td>
</tr>
</tbody>
</table>

### % Millennials agree...

<table>
<thead>
<tr>
<th>Agreement</th>
<th>Global 2019</th>
<th>Millennials</th>
<th>GLOBAL 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel I have no control over who has my personal data or how they use it</td>
<td></td>
<td>78%</td>
<td>75%</td>
</tr>
<tr>
<td>To get the most from technology, we must be prepared to share some of our personal details</td>
<td></td>
<td>69%</td>
<td>62%</td>
</tr>
<tr>
<td>The benefits of technology outweigh the risks associated with sharing my personal data</td>
<td></td>
<td>55%</td>
<td>61%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Institution</th>
<th>Global 2019</th>
<th>Millennials</th>
<th>GLOBAL 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government/regulators</td>
<td>68%</td>
<td>54%</td>
<td>68%</td>
</tr>
<tr>
<td>Tech companies</td>
<td>62%</td>
<td>49%</td>
<td>62%</td>
</tr>
<tr>
<td>Businesses who sell goods and services to people</td>
<td>58%</td>
<td>47%</td>
<td>58%</td>
</tr>
<tr>
<td>Social media platforms</td>
<td>58%</td>
<td>52%</td>
<td>58%</td>
</tr>
<tr>
<td>Individuals</td>
<td>52%</td>
<td>40%</td>
<td>52%</td>
</tr>
</tbody>
</table>

Q38. Do you agree or disagree with the following statements about the use of social media? Q39 How concerned are you, if at all, about the following? Q40 Do you agree or disagree with the following statements about the use of online data and the organizations that collect it from you and other individuals? Q41. What do you think of the effort being made by the following groups to protect people’s data and online security? Base: All Millennials in South Africa 319, Global 13,416
The MillZ Mood Monitor

- South African millennials, who scored 52, scored higher 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.

- **THE ECONOMIC SITUATION**
- **THE SOCIAL/ POLITICAL SITUATION**
- **PERSONAL FINANCIAL SITUATION**
- **THE ENVIRONMENT**
- **IMPACT OF BUSINESSES ON WIDER SOCIETY**

**Zero**
Nothing positive, at all

**50**
Half think we’re ‘making progress’

**100**
‘Everything is awesome’

**South African millennials, who scored 52, scored higher on the mood index than their global counterparts at 39.**

Base: All Millennials in South Africa 319, Female 160, Male 160, Mature markets 7,347, Emerging markets 6,068, Globally 13,416
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