



2017 Millennial Survey

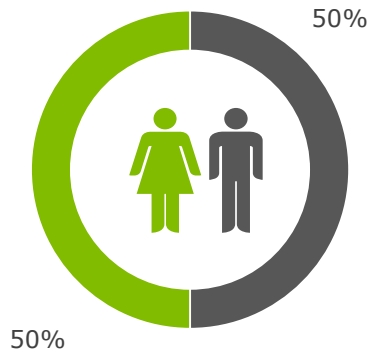
South Africa

January 2017

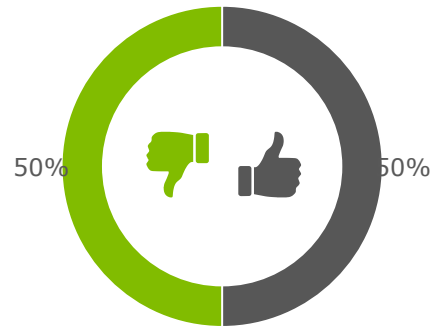
Background

200 interviews achieved in South Africa

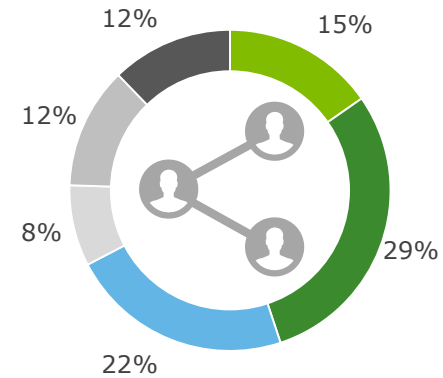
Gender



Have children

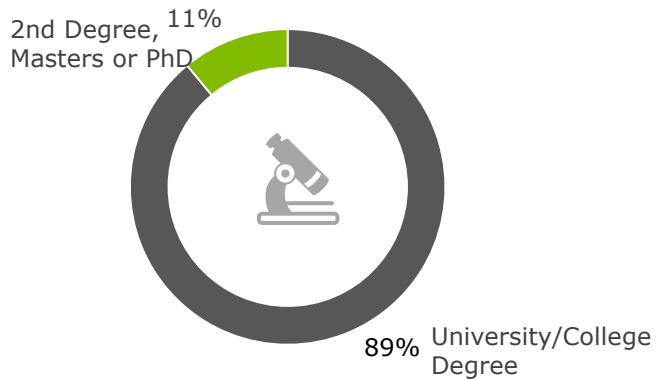


Job seniority / level

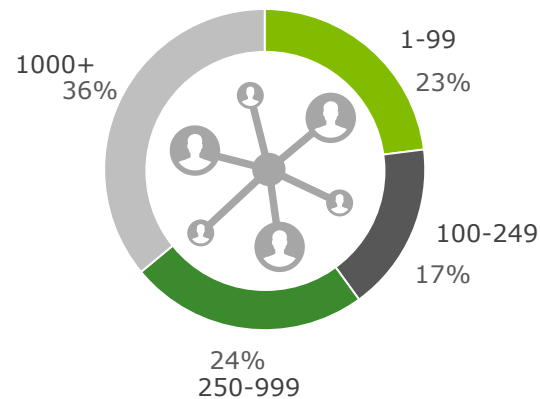


- Trainee / apprentice / graduate
- Junior level executive
- Mid-level executive
- Senior executive
- Head of department / division
- Senior management team / board

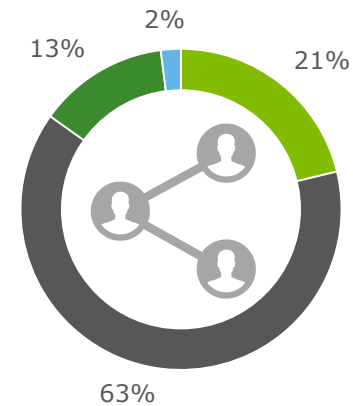
Education level



Organization size



Organization type

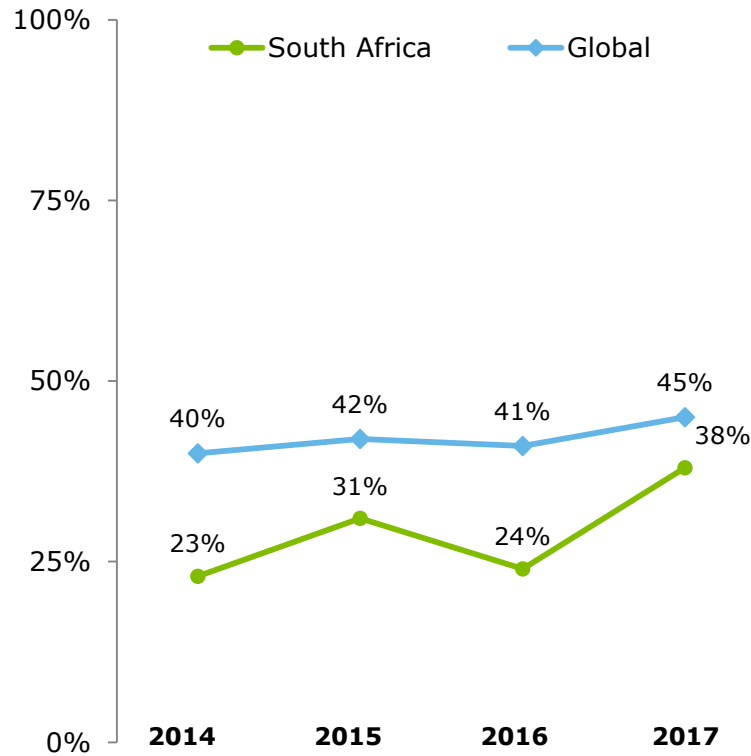


- Listed / publicly owned business
- Privately owned business
- State owned or public sector organization
- Not for profit organization / charity
- Other

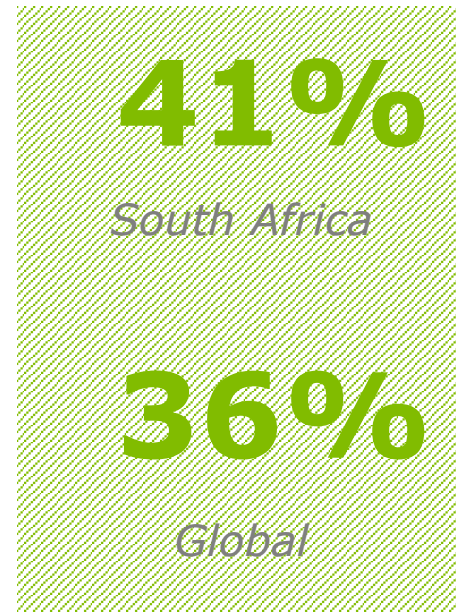
C2. Please tell me your gender. S2. Which of the following best describes the highest level of education you completed? S3. Do you have children? S5. In total how many employees are there in your company/organisation? S6. Which of the following best describes the ownership of the organisation you work for? S8. Which of the following best describes your level of seniority where you work? Base: South Africa 200

Economic, Political, and Social Outlook

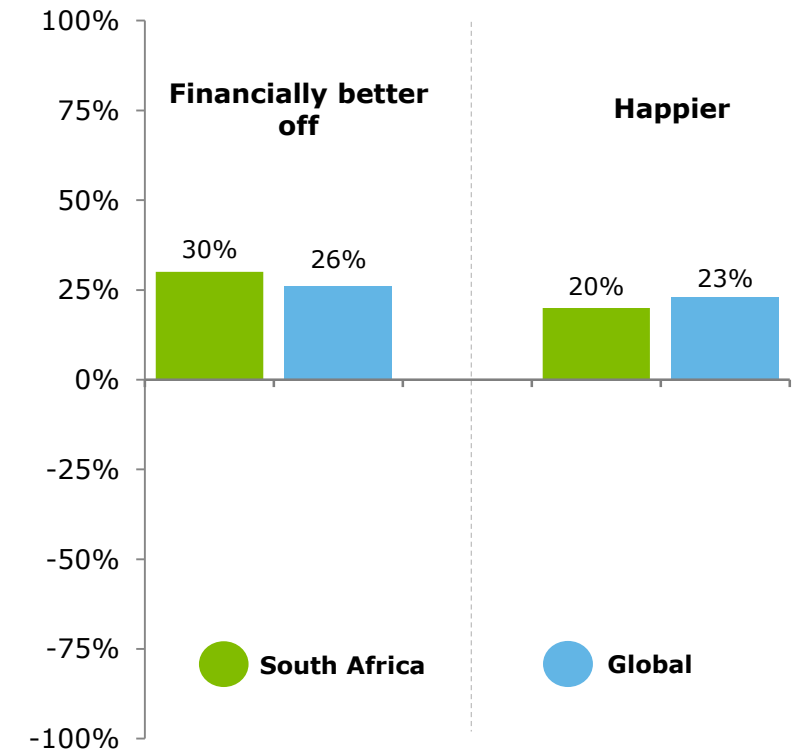
% expect the overall **economic** situation in their country to improve (next 12 months)



% expect the overall **social/political** situation in their country to improve (next 12 months)



% **balance** expecting to be better off / happier than their parents



Top 5 issues of greatest personal concern to Millennials in **South Africa**

46%

Crime / personal safety

45%

Unemployment

30%

Corruption within business or politics

26%

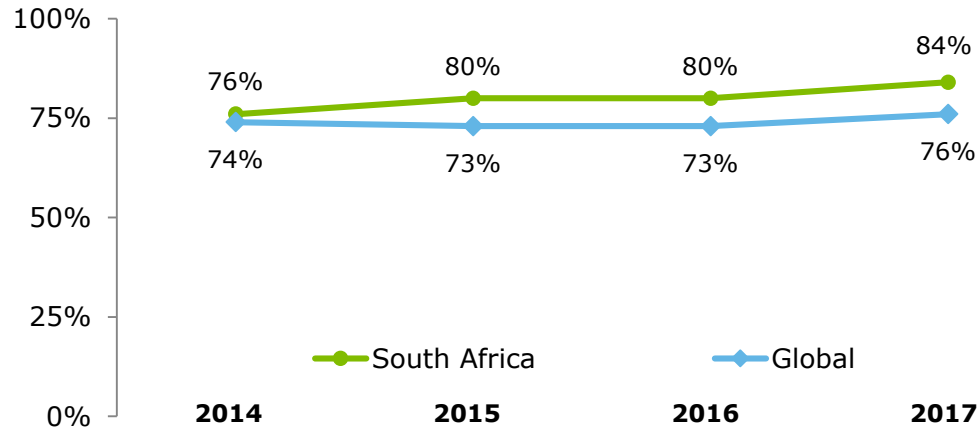
Education, skills and training

22%

Healthcare / disease prevention

Role & Impact of Business

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

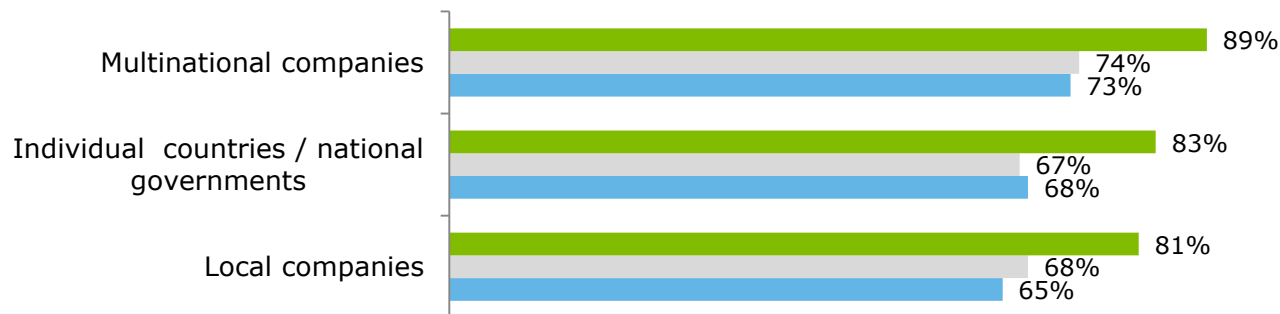


% who would approve political and business leaders thinking and speaking in the following ways



% who feel businesses and governments have ... to solve the challenges of greatest concern to Millennials

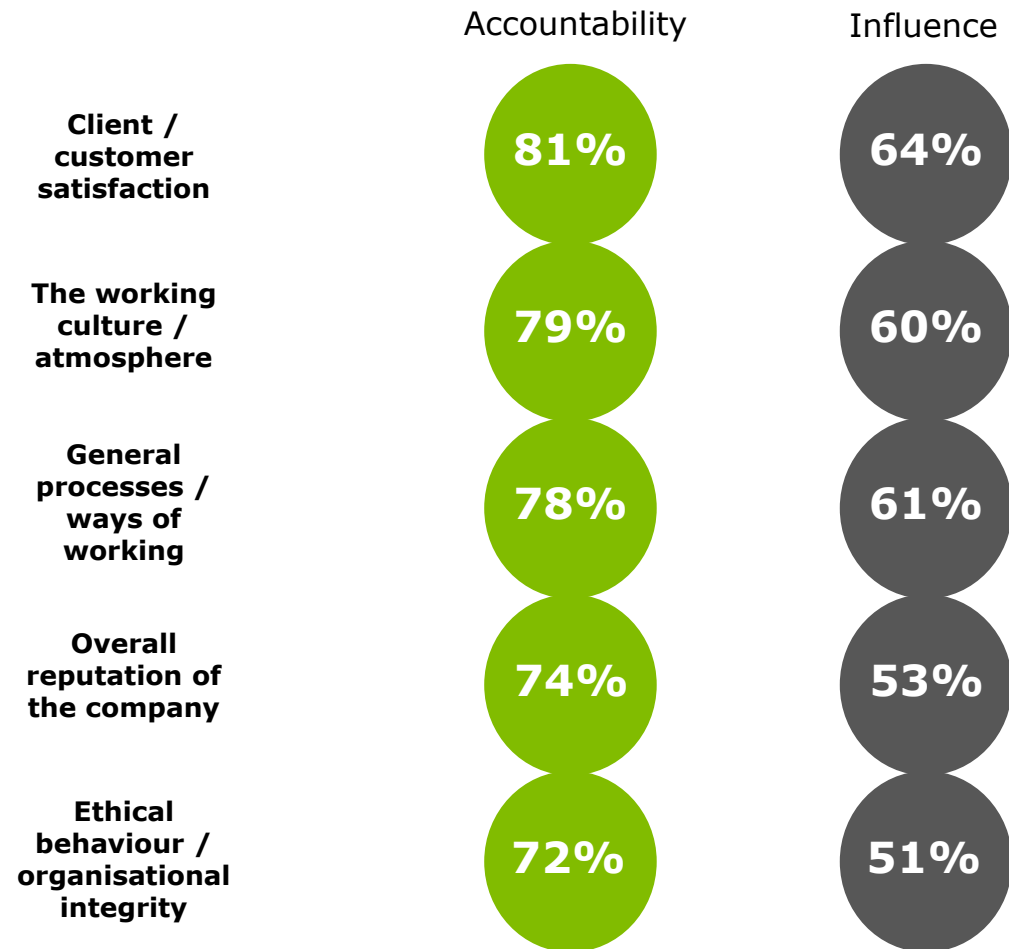
■ Potential ■ Made positive impact ■ Determination



Q1. Thinking about businesses in general around the world, what impact do you think they are having on the wider society in which they operate? Q9. Thinking about the challenges of greatest concern to you, do you feel the following institutions / groups of people have (potential/determination/had a positive impact to solve these challenges? Q12. In general do you approve or disapprove of political leaders thinking and speaking in the following ways/would you approve or disapprove if business leaders started to think and speak in the following ways? Base: South Africa: 200; Global 7900

The ripple effect

% have great deal/fair amount of **accountability** and **influence** upon the following:



64%

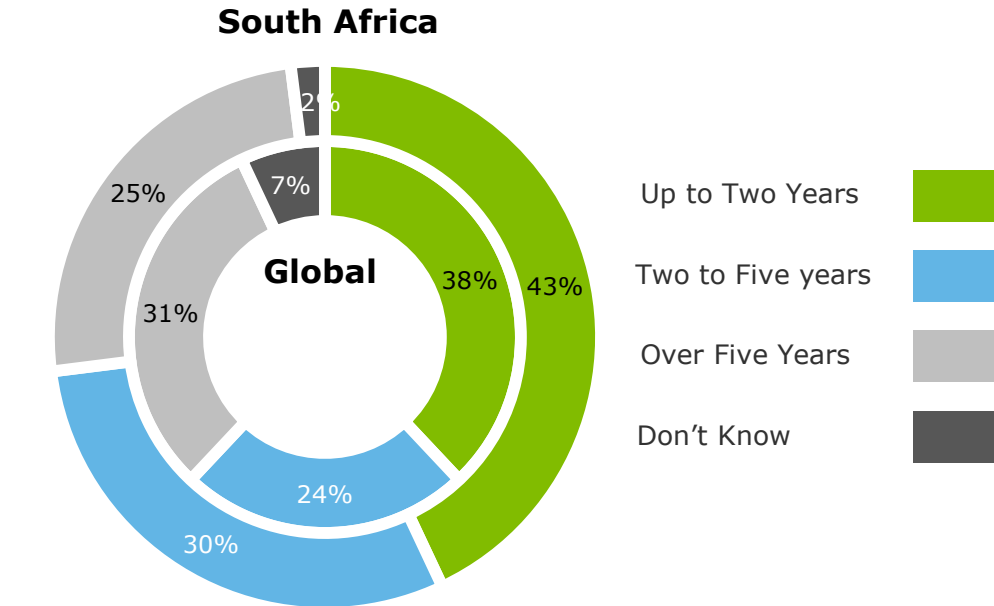
...of Millennials in South Africa feel 'enabled to contribute to charities / good causes at work'



...compared with **54%** globally

Stability and loyalty

% who will stay with their current employer for ...



Change on 2016	Global	South Africa
Up to two years	-6%	-11%
Over five years	+4%	+7%

% who would prefer full time vs freelance employment...

56% **65%**

South Africa

Global

...of Millennials would prefer full time / permanent employment

43% **31%**

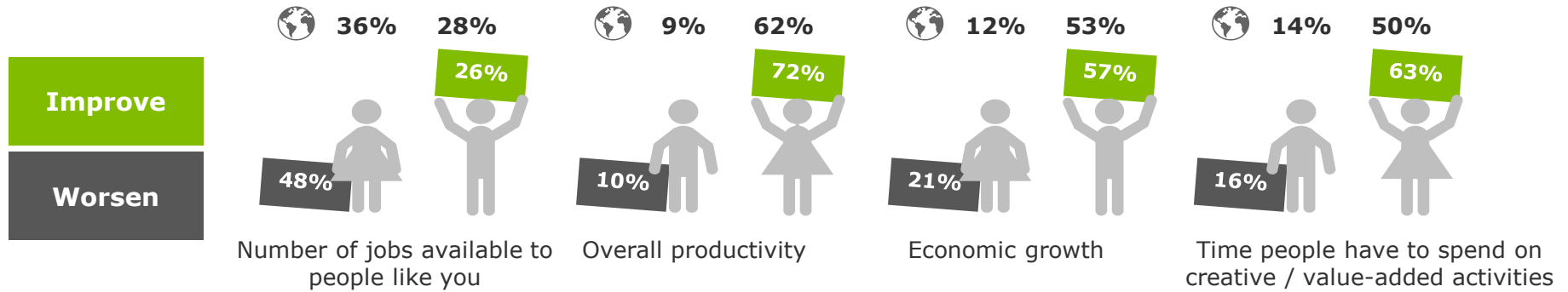
South Africa

Global

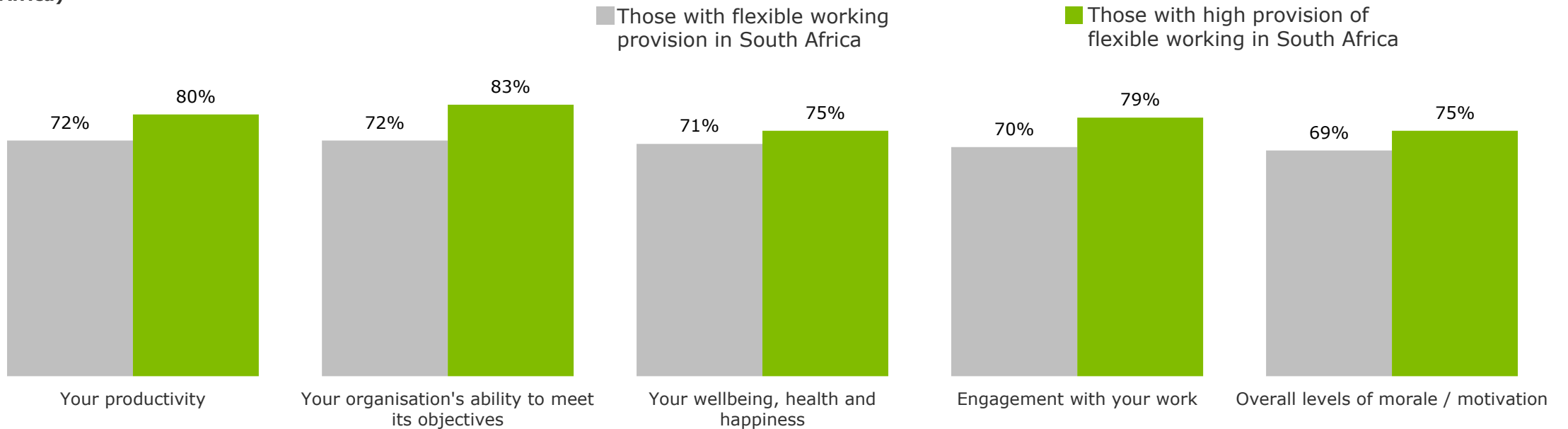
...of Millennials would prefer freelance / consultative employment

Automation and flexibility

% who feel automation / robotics / artificial intelligence will improve / worsen the following



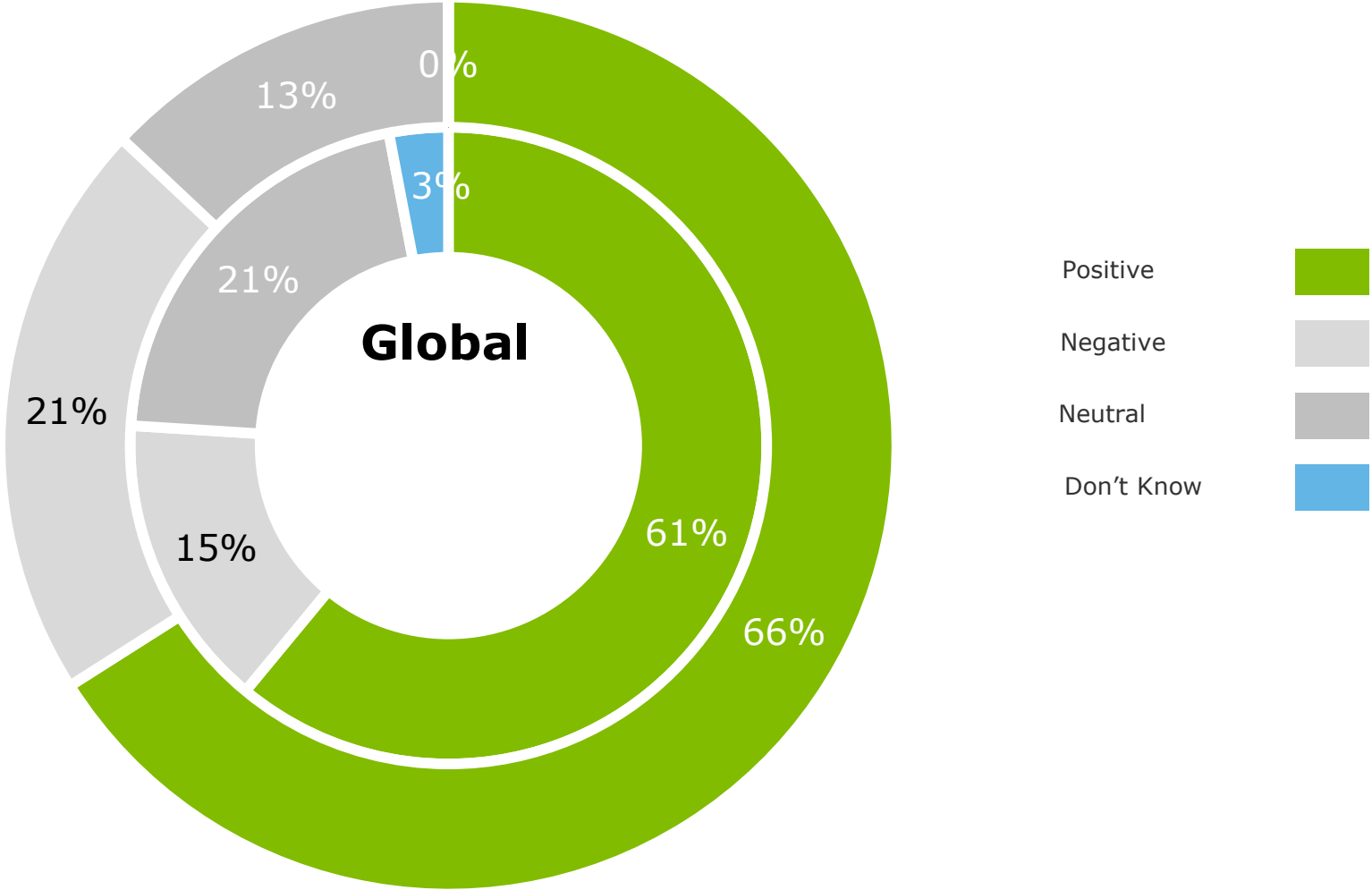
% say that flexible working practices have had a positive impact upon the following (top 5 areas of positive impact in South Africa)



Generation Z

South Africa

% think those aged 18 or younger will have the following impact as their presence in the workplace increases





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