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 South Africa’s millennials and Gen Zs stand out from their global counterparts on these key themes.
The pandemic: Adherence to COVID-19 guidelines

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>South Africa millennials</th>
<th>Global millennials</th>
<th>South Africa Gen Zs</th>
<th>Global Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worn a facemask while in public</td>
<td>89%</td>
<td>77%</td>
<td>90%</td>
<td>74%</td>
</tr>
<tr>
<td>Avoided shops, public transport, or other places with lots of people</td>
<td>72%</td>
<td>66%</td>
<td>74%</td>
<td>62%</td>
</tr>
<tr>
<td>Challenged people who have not been following recommended guidelines</td>
<td>36%</td>
<td>28%</td>
<td>36%</td>
<td>28%</td>
</tr>
<tr>
<td>Been confronted by people who thought you were not following recommended guidelines</td>
<td>12%</td>
<td>11%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Complained about restrictions being too tight</td>
<td>8%</td>
<td>6%</td>
<td>9%</td>
<td>7%</td>
</tr>
</tbody>
</table>

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

83% of millennials in South Africa said that they had “very” or “fairly” seriously followed their government’s public health guidelines around the COVID-19 pandemic vs. 74% globally

82% of Gen Zs in South Africa 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
### Percent of respondents who strongly agree/tend to agree with the following statements:

<table>
<thead>
<tr>
<th>Statement</th>
<th>South Africa millennials</th>
<th>Global millennials</th>
<th>South Africa Gen Zs</th>
<th>Global Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>This pandemic has inspired me to take positive action to improve my own life</td>
<td>89%</td>
<td>89%</td>
<td>71%</td>
<td>70%</td>
</tr>
<tr>
<td>The pandemic has highlighted new issues for me and made me more sympathetic toward the needs of others in my local community</td>
<td>89%</td>
<td>85%</td>
<td>69%</td>
<td>68%</td>
</tr>
<tr>
<td>The pandemic has given me a strong sense that everyone around the world is &quot;in this together&quot;</td>
<td>74%</td>
<td>63%</td>
<td>75%</td>
<td>60%</td>
</tr>
<tr>
<td>In response to the pandemic, I have taken actions to try and have a positive impact on my community</td>
<td>72%</td>
<td>59%</td>
<td>78%</td>
<td>59%</td>
</tr>
</tbody>
</table>

### 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**
  - South Africa millennials: 70%
  - Global millennials: 58%
  - South Africa Gen Zs: 69%
  - Global Gen Zs: 69%

- **People’s compassion for one another**
  - South Africa millennials: 54%
  - Global millennials: 61%
  - South Africa Gen Zs: 61%
  - Global Gen Zs: 61%

- **Society’s ability to deal with future pandemics**
  - South Africa millennials: 48%
  - Global millennials: 51%
  - South Africa Gen Zs: 52%
  - Global Gen Zs: 54%

- **Cooperation between countries**
  - South Africa millennials: 36%
  - Global millennials: 39%
  - South Africa Gen Zs: 39%
  - Global Gen Zs: 54%

- **Business’s sense of social responsibility**
  - South Africa millennials: 34%
  - Global millennials: 48%
  - South Africa Gen Zs: 51%
  - Global Gen Zs: 51%

- **People’s commitment to take personal action for environmental and climate issues**
  - South Africa millennials: 37%
  - Global millennials: 46%
  - South Africa Gen Zs: 40%
  - Global Gen Zs: 50%

- **The priorities of my national government**
  - South Africa millennials: 34%
  - Global millennials: 31%
  - South Africa Gen Zs: 39%
  - Global Gen Zs: 39%
The future of work: Flexibility is key, but ethics are unbending

<table>
<thead>
<tr>
<th>Employee characteristics most critical to success of organization*</th>
<th>South Africa millennials</th>
<th>South Africa Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flexibility/adaptability</td>
<td>49%</td>
<td>56%</td>
</tr>
<tr>
<td>Technological savvy</td>
<td>34%</td>
<td>39%</td>
</tr>
<tr>
<td>Critical thinking</td>
<td>34%</td>
<td>39%</td>
</tr>
<tr>
<td>Creativity</td>
<td>22%</td>
<td>29%</td>
</tr>
<tr>
<td>Empathy</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Expertise in role</td>
<td>18%</td>
<td>34%</td>
</tr>
<tr>
<td>Curiosity/growth mindset</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Values that align with our organization</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Courage to challenge the status quo</td>
<td>14%</td>
<td>10%</td>
</tr>
<tr>
<td>Inclusiveness</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

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:

- **60% vs. 44% globally**
  - Millennials in South Africa
- **61% vs. 49% globally**
  - Gen Zs in South Africa

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

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Mental health: Levels and sources of stress

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

- **45%** South Africa millennials
- **41%** Global millennials
- **50%** South Africa Gen Zs
- **46%** Global Gen Zs

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

*Asked only of those who feel anxious or stressed

- **70%** My longer-term financial future
- **68%** The welfare of my family
- **62%** My job/career prospects
- **60%** My day-to-day finances
- **42%** My physical/medical health

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Mental health: Stress in the workplace

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

57% of millennials in South Africa vs. 58% of millennials globally

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*:

- My employer has taken actions to support my mental well-being during this time
- My employer is actively making plans and preparing policies to support employees with their post-pandemic mental/physical health

<table>
<thead>
<tr>
<th>South Africa millennials</th>
<th>Global millennials</th>
<th>South Africa Gen Zs</th>
<th>Global Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>39%</td>
<td>38%</td>
<td>43%</td>
<td>37%</td>
</tr>
<tr>
<td>41%</td>
<td>39%</td>
<td>36%</td>
<td>36%</td>
</tr>
</tbody>
</table>

*Asked only of those 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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How do you expect the overall economic situation in your country will change over the next 12 months?

**South Africa millennials**
- 2019: 40% Worsen, 31% Stay the same, 19% Improve
- 2020: 20% Worsen, 32% Stay the same, 24% Improve
- 2021: 39% Worsen, 24% Stay the same, 29% Improve

**South Africa Gen Zs**
- 2019: 26% Worsen, 39% Stay the same, 30% Improve
- 2020: 28% Worsen, 31% Stay the same, 33% Improve
- 2021: 32% Worsen, 28% Stay the same, 43% Improve

**Global millennials**
- 2019: 27% Worsen, 39% Stay the same, 30% Improve
- 2020: 31% Worsen, 33% Stay the same, 41% Improve
- 2021: 32% Worsen, 28% Stay the same, 43% Improve

**Global Gen Zs**
- 2019: 22% Worsen, 38% Stay the same, 35% Improve
- 2020: 25% Worsen, 30% Stay the same, 37% Improve
- 2021: 22% Worsen, 28% Stay the same, 41% Improve

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

**South Africa millennials**
- 2019: 35% Worsen, 41% Stay the same, 20% Improve
- 2020: 22% Worsen, 43% Stay the same, 29% Improve
- 2021: 13% Worsen, 59% Stay the same, 24% Improve

**South Africa Gen Zs**
- 2019: 35% Worsen, 22% Stay the same, 24% Improve
- 2020: 35% Worsen, 49% Stay the same, 22% Improve
- 2021: 26% Worsen, 27% Stay the same, 40% Improve

**Global millennials**
- 2019: 39% Worsen, 23% Stay the same, 14% Improve
- 2020: 24% Worsen, 39% Stay the same, 22% Improve
- 2021: 38% Worsen, 30% Stay the same, 27% Improve

**Global Gen Zs**
- 2019: 29% Worsen, 24% Stay the same, 13% Improve
- 2020: 27% Worsen, 25% Stay the same, 22% Improve
- 2021: 24% Worsen, 22% Stay the same, 35% Improve

*Not asked in China

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Percent of respondents who think business has a very or fairly positive impact on society:

- Global millennials: 55% (2019), 51% (2020), 52% (2021)
- South Africa Gen Zs: 67% (2019), 70% (2020), 76% (2021)
- Global Gen Zs: 50% (2019), 47% (2020), 58% (2021)

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*:
  - South Africa millennials: 83% (2019), 77% (2020), 75% (2021)
  - Global millennials: 76% (2019), 73% (2020), 65% (2021)
  - South Africa Gen Zs: 77% (2019), 70% (2020), 68% (2021)

- *It has no ambition beyond wanting to make money*:
  - South Africa millennials: 77% (2019), 66% (2020), 59% (2021)
  - South Africa Gen Zs: 77% (2019), 68% (2020), 55% (2021)
  - Global Gen Zs: 66% (2019), 61% (2020), 59% (2021)
Top three issues of greatest concern:

**South Africa millennials**
- Unemployment: 47%
- Crime/personal safety: 32%
- Corruption within business or politics: 32%

**Global millennials**
- Health care/disease prevention: 28%
- Unemployment: 27%
- Climate change/the environment: 26%

**South Africa Gen Zs**
- Unemployment: 46%
- Economic growth: 26%
- Education, skills, and training: 24%

**Global Gen Zs**
- Climate change/the environment: 26%
- Unemployment: 25%
- Health care/disease prevention: 21%
Which are the top factors behind income inequality? *Global top three*

- **General greed and protection of self-interests by business/better-off people**
  - South Africa millennials: 35%
  - Global millennials: 37%
  - South Africa Gen Zs: 34%
  - Global Gen Zs: 37%

- **Pay and bonuses awarded to senior business leaders, i.e., raises for them while pay for average workers is kept low**
  - South Africa millennials: 40%
  - Global millennials: 38%
  - South Africa Gen Zs: 37%
  - Global Gen Zs: 34%

- **Laws, regulations, and policies that maintain a system to favor business/better-off people**
  - South Africa millennials: 25%
  - Global millennials: 31%
  - South Africa Gen Zs: 32%
  - Global Gen Zs: 29%
### 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>South Africa millennials</th>
<th>Global millennials</th>
<th>South Africa Gen Zs</th>
<th>Global Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>By your government*</td>
<td>41%</td>
<td>25%</td>
<td>33%</td>
<td>24%</td>
</tr>
<tr>
<td>On social media</td>
<td>36%</td>
<td>23%</td>
<td>39%</td>
<td>26%</td>
</tr>
<tr>
<td>By businesses</td>
<td>34%</td>
<td>22%</td>
<td>28%</td>
<td>21%</td>
</tr>
<tr>
<td>Your workplace**</td>
<td>27%</td>
<td>20%</td>
<td>29%</td>
<td>23%</td>
</tr>
<tr>
<td>While going about everyday activities</td>
<td>27%</td>
<td>19%</td>
<td>31%</td>
<td>22%</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th></th>
<th>South Africa millennials</th>
<th>Global millennials</th>
<th>South Africa Gen Zs</th>
<th>Global Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Society in general</td>
<td>79%</td>
<td>56%</td>
<td>73%</td>
<td>60%</td>
</tr>
<tr>
<td>The political system*</td>
<td>74%</td>
<td>49%</td>
<td>70%</td>
<td>52%</td>
</tr>
<tr>
<td>The police force</td>
<td>72%</td>
<td>48%</td>
<td>62%</td>
<td>51%</td>
</tr>
<tr>
<td>The media</td>
<td>69%</td>
<td>49%</td>
<td>70%</td>
<td>55%</td>
</tr>
<tr>
<td>Your workplace**</td>
<td>53%</td>
<td>34%</td>
<td>52%</td>
<td>38%</td>
</tr>
</tbody>
</table>

*Not asked in China. **Only asked of those in full-time, part-time or temporary employment.
### Percent of respondents who think the following actions would help reduce inequality in their country:

<table>
<thead>
<tr>
<th>Action</th>
<th>South Africa millennials</th>
<th>Global millennials</th>
<th>South Africa 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>72%</td>
<td>60%</td>
<td>69%</td>
<td>64%</td>
</tr>
<tr>
<td>Government funding targeted to support skills training for lower-income groups</td>
<td>71%</td>
<td>70%</td>
<td>67%</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>72%</td>
<td>61%</td>
<td>72%</td>
<td>60%</td>
</tr>
<tr>
<td>Higher taxes for the wealthiest people</td>
<td>58%</td>
<td>58%</td>
<td>60%</td>
<td>57%</td>
</tr>
<tr>
<td>Make a monthly payment to all adults to provide a ‘minimum living income’</td>
<td>57%</td>
<td>53%</td>
<td>57%</td>
<td>53%</td>
</tr>
</tbody>
</table>

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

- **Voted for/supported politicians who have spoken out/will enact policies that reduce income inequality**
  - South Africa millennials: 41%
  - Global millennials: 31%
  - South Africa Gen Zs: 42%
  - Global Gen Zs: 29%

- **Donated educational resources to charities working to improve opportunities for lower-income groups**
  - South Africa millennials: 33%
  - Global millennials: 27%
  - South Africa Gen Zs: 37%
  - Global Gen Zs: 27%

- **Boycotted or otherwise protested against companies that do not pay their share of tax**
  - South Africa millennials: 23%
  - Global millennials: 19%
  - South Africa Gen Zs: 22%
  - Global Gen Zs: 17%
## What actions have you taken to try to tackle discrimination?

### Of millennials in South Africa said that they tried to educate and change the views of those around them

- **41%** (South Africa) vs. **29%** (Global) **43%** of Gen Zs agreed vs. **33%** globally

### Of millennials in South Africa said that they educated themselves on diversity and inclusion matters

- **65%** (South Africa) vs. **58%** (Global) **46%** of Gen Zs agreed vs. **28%** globally

### Of millennials in South Africa said that they boycotted a company because of its views or behaviors

- **63%** (South Africa) vs. **53%** (Global) **17%** of Gen Zs agreed vs. **14%** globally

### Percent of respondents who strongly agree/tend to agree with the following statements with respect to discrimination:

<table>
<thead>
<tr>
<th>Statement</th>
<th>South Africa</th>
<th>Global</th>
<th>South Africa Gen Zs</th>
<th>Global Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive change will only come from the &quot;top down&quot;</td>
<td>79%</td>
<td>61%</td>
<td>61%</td>
<td>58%</td>
</tr>
<tr>
<td>My generation has done more than any other to address discrimination and inequality</td>
<td>65%</td>
<td>58%</td>
<td>67%</td>
<td>61%</td>
</tr>
<tr>
<td>Older generations are standing in the way and blocking progress</td>
<td>63%</td>
<td>53%</td>
<td>62%</td>
<td>55%</td>
</tr>
<tr>
<td>We are at a tipping point and there will be positive change from this point forward</td>
<td>51%</td>
<td>55%</td>
<td>60%</td>
<td>55%</td>
</tr>
</tbody>
</table>

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2021 MILLENNIAL SURVEY

Time to act: Who is making a difference when it comes to fighting systemic racism?

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?*

<table>
<thead>
<tr>
<th>Category</th>
<th>South Africa millennials</th>
<th>Global millennials</th>
<th>South Africa Gen Zs</th>
<th>Global Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Governments/politicians</td>
<td>54% 47% 43% 46%</td>
<td>53% 48% 49% 52%</td>
<td>49% 49% 47% 50%</td>
<td>49%</td>
</tr>
<tr>
<td>Education system</td>
<td>54% 52% 47% 49%</td>
<td>53% 52% 48% 49%</td>
<td>50% 50% 47% 49%</td>
<td>50%</td>
</tr>
<tr>
<td>Individuals/citizens</td>
<td>42% 36% 44% 36%</td>
<td>40% 36% 42% 40%</td>
<td>44% 40% 44% 42%</td>
<td>44%</td>
</tr>
<tr>
<td>The legal/justice system</td>
<td>27% 21% 26% 20%</td>
<td>25% 21% 26% 23%</td>
<td>20% 19% 20% 19%</td>
<td>20%</td>
</tr>
<tr>
<td>Religious institutions</td>
<td>26% 26% 21% 23%</td>
<td>25% 23% 25% 27%</td>
<td>23% 23% 23% 23%</td>
<td>23%</td>
</tr>
<tr>
<td>Businesses/business leaders</td>
<td>24% 20% 24% 25%</td>
<td>23% 20% 25% 27%</td>
<td>25% 25% 25% 27%</td>
<td>25%</td>
</tr>
<tr>
<td>Activist/protest groups and movements</td>
<td>16% 19% 17% 20%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charities/non-government organizations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Category</th>
<th>South Africa millennials</th>
<th>Global millennials</th>
<th>South Africa Gen Zs</th>
<th>Global Gen Zs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Governments/politicians</td>
<td>27% 28% 26% 26%</td>
<td>29% 35% 33% 40%</td>
<td>43% 41% 46% 44%</td>
<td>43%</td>
</tr>
<tr>
<td>Education system</td>
<td>43% 41% 46% 44%</td>
<td>42% 39% 42% 44%</td>
<td>23% 23% 26% 23%</td>
<td>23%</td>
</tr>
<tr>
<td>Individuals/citizens</td>
<td>23% 23% 26% 23%</td>
<td>23% 23% 26% 23%</td>
<td>23% 23% 23% 23%</td>
<td>23%</td>
</tr>
<tr>
<td>The legal/justice system</td>
<td>32% 22% 32% 21%</td>
<td>32% 22% 32% 21%</td>
<td>17% 18% 20% 18%</td>
<td>17%</td>
</tr>
<tr>
<td>Religious institutions</td>
<td>17% 18% 20% 18%</td>
<td>17% 18% 20% 18%</td>
<td>18% 18% 18% 18%</td>
<td>18%</td>
</tr>
<tr>
<td>Businesses/business leaders</td>
<td>56% 40% 49% 44%</td>
<td>56% 40% 49% 44%</td>
<td>44% 44% 44% 44%</td>
<td>44%</td>
</tr>
<tr>
<td>Activist/protest groups and movements</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charities/non-government organizations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*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
  - 2020:
    - South Africa millennials: 49%
    - Global millennials: 51%
    - South Africa Gen Zs: 46%
    - Global Gen Zs: 49%
  - 2021:
    - South Africa millennials: 42%
    - Global millennials: 44%
    - South Africa Gen Zs: 33%
    - Global Gen Zs: 43%

- The environmental changes seen during the pandemic make me more optimistic that climate change can be reversed
  - 2021:
    - South Africa millennials: 68%
    - Global millennials: 66%
    - South Africa Gen Zs: 71%
    - Global Gen Zs: 68%

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

- MILLENNIALS
  - South Africa:
    - 2020: 46%
    - 2021: 37% globally

- GEN ZS
  - South Africa:
    - 2020: 50%
    - 2021: 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>50</td>
<td>0</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

- Nothing positive at all
- Half think we’re making progress
- Everything is worse

**MILLENNIALS:**

- Millennials in South Africa: 36
  - Identify as female: 32
  - Identify as male: 39
  - Millenials globally: 34
    - Identify as female: 31
    - Identify as male: 38
    - -3 pts.

- Gen Zs in South Africa: 41
  - Identify as female: 39
  - Identify as male: 43
  - Gen Zs globally: 36
    - Identify as female: 31
    - Identify as male: 40
    - -3 pts.

*Global scores don’t include China.*