

Deloitte.



2021 Millennial & Gen Z Survey

A call for accountability and action | Australia

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.



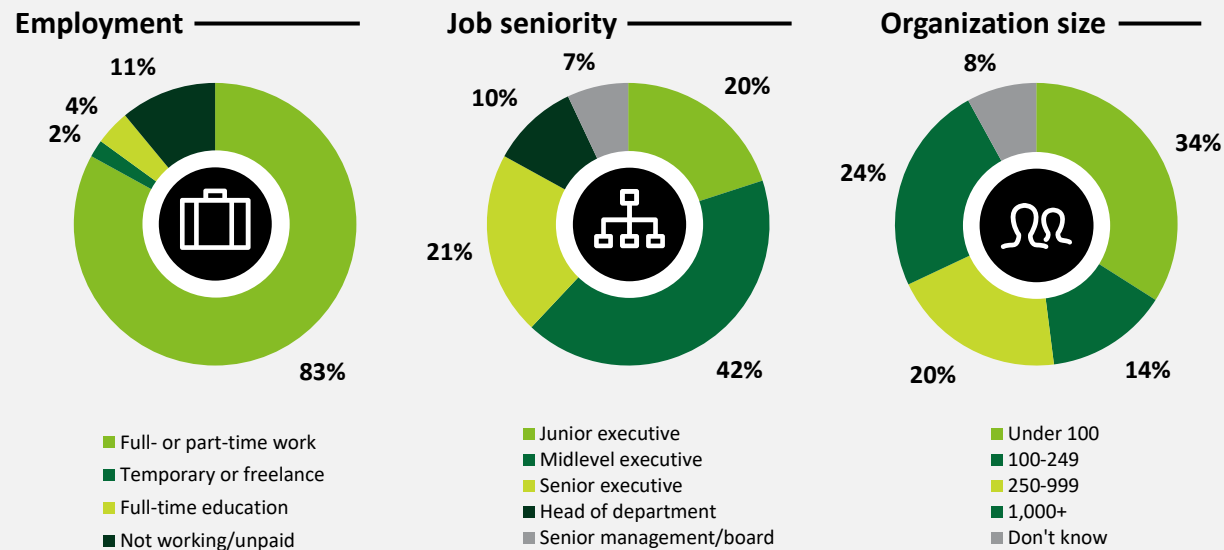
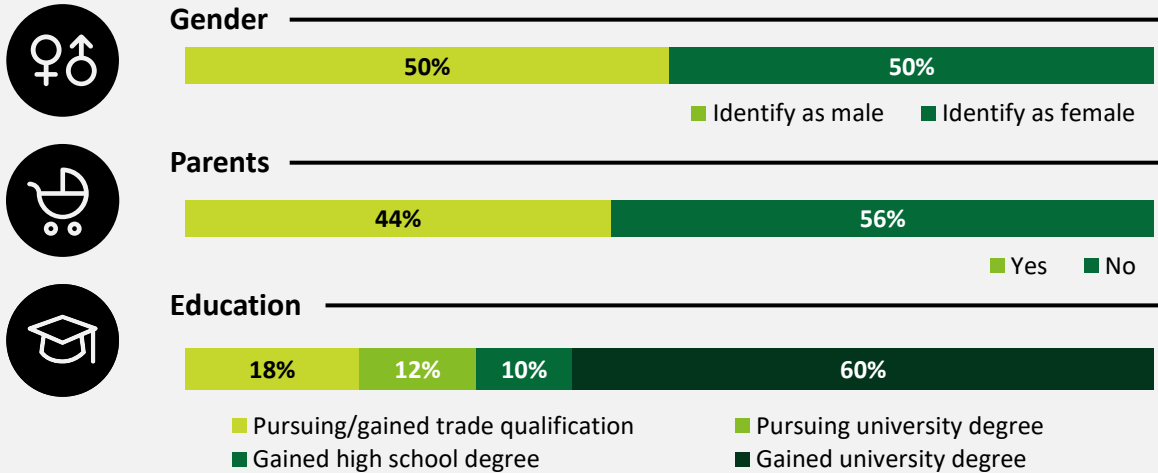
Views on business' social impact continues to decline; job loyalty slips. Continuing a steady decline over the last five years, less than half of millennials (47%) and Gen Zs (48%) think business is having a positive impact on society. This marks the first time these levels have fallen below 50% since 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 **Australia's millennials and Gen Zs** stand out from their global counterparts on these key themes.

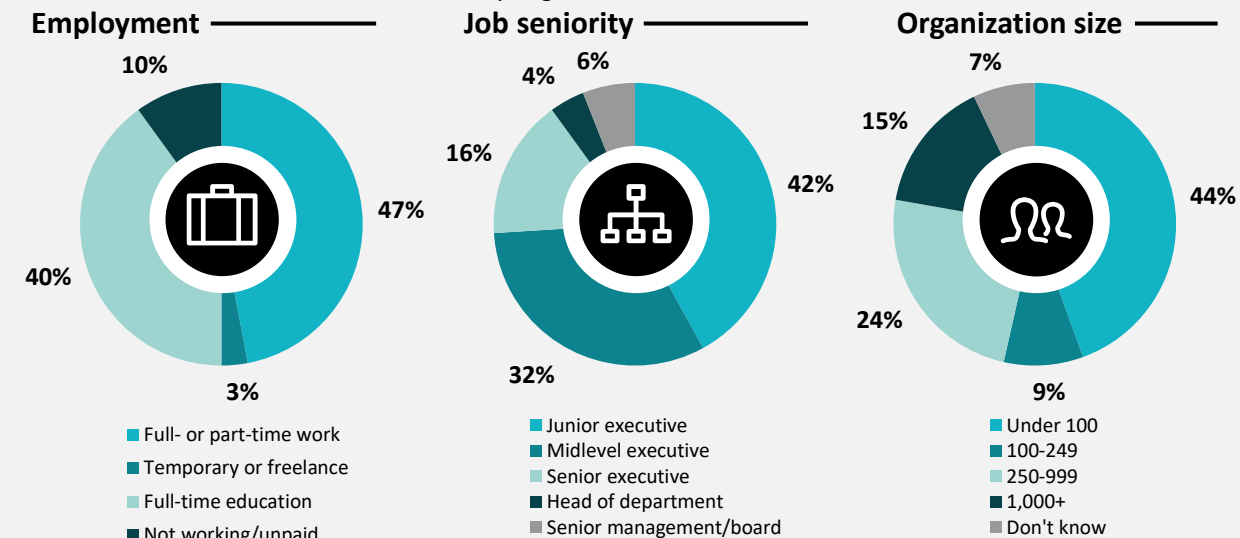
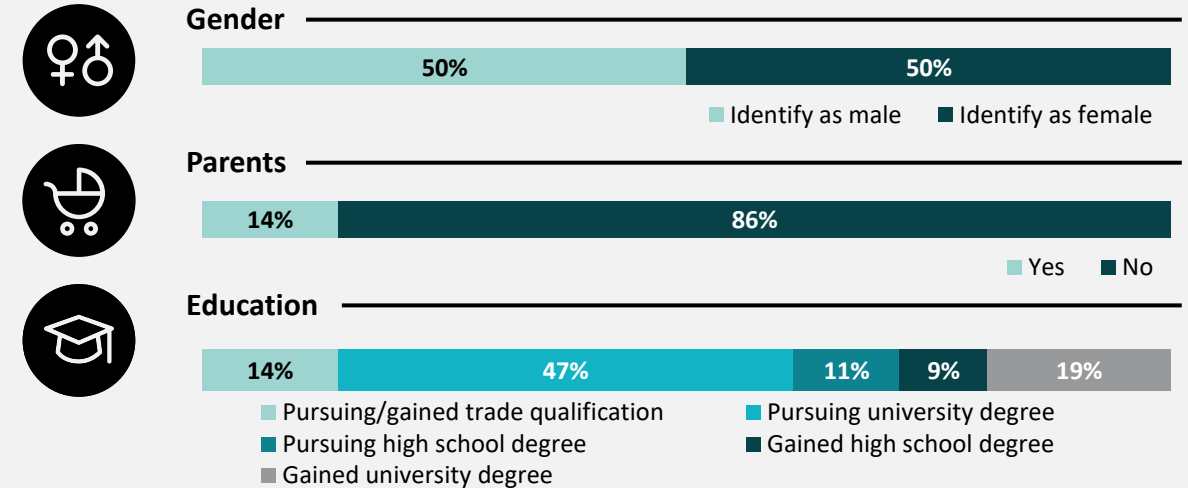
2021 MILLENNIAL SURVEY
Country profile: Australia

800 total respondents in Australia
500 millennials and 300 Gen Zs

MILLENNIAL PROFILE



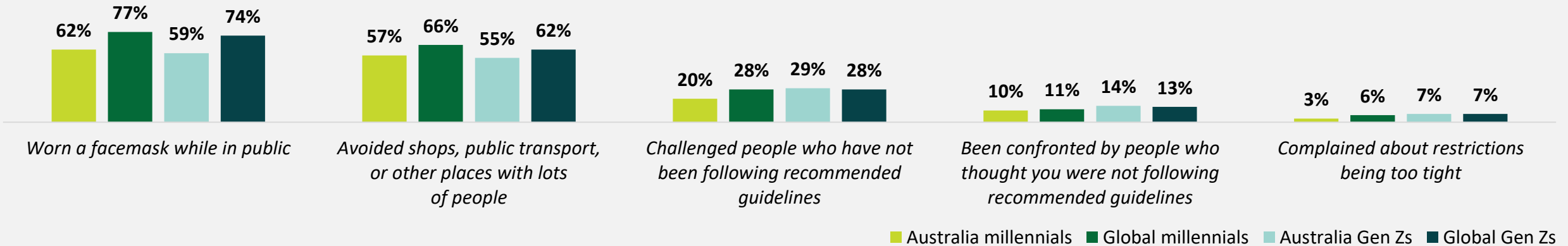
GEN Z PROFILE



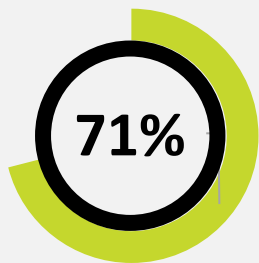
The pandemic: Adherence to COVID-19 guidelines

- The majority of Australian millennials and Gen Zs have adhered to their government’s public health guidelines either fairly or very seriously throughout the pandemic, though to a slightly less extent than the global average.
- On balance Australian millennials and Gen Zs are less likely than the global average to have worn a facemask while in public or to have avoided shops, public transport or other busy places during the pandemic.

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

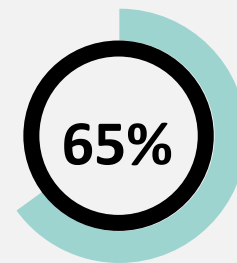


In your day-to-day life, how seriously do you follow your **government’s public health guidelines** around the COVID-19 pandemic?*



of millennials in Australia said that they had “very” or “fairly” seriously **followed their government’s public health guidelines** around the COVID-19 pandemic

vs.
74%
globally



of Gen Zs in Australia said that they had “very” or “fairly” seriously **followed their government’s public health guidelines** around the COVID-19 pandemic

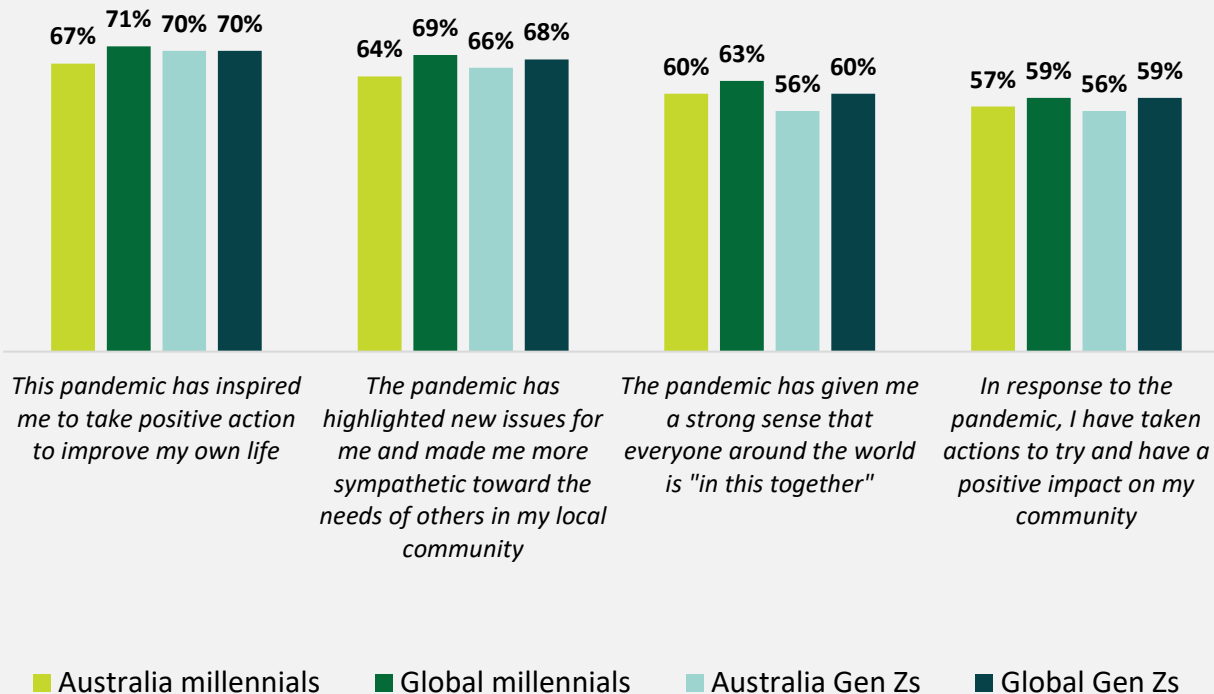
vs.
69%
globally

*Not asked in China

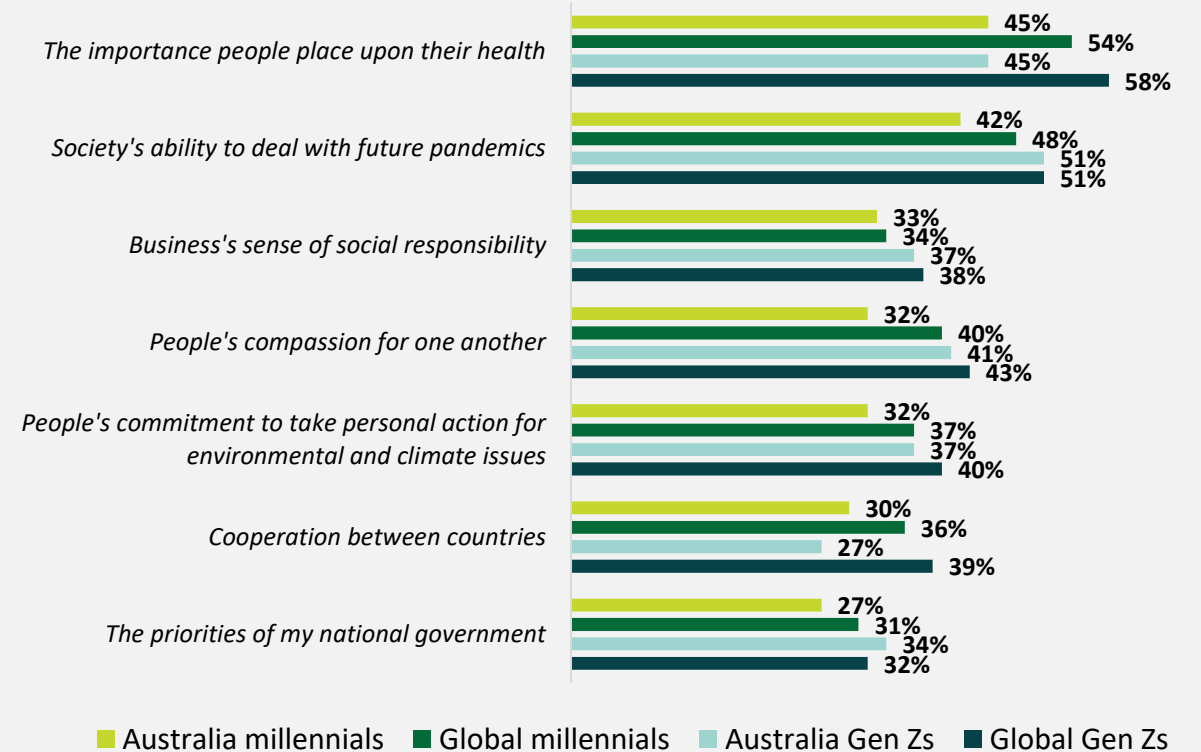
The pandemic: Reflecting on society and the future

- Nearly seven in ten Australian millennials and Gen Zs claim that the pandemic has inspired them to take positive actions to improve their own lives, and a majority say that it has highlighted new issues for them and made them more sympathetic toward the needs of others in their local communities.
- Fewer than half of Australian millennials (45%) and Gen Z (45%) feel the pandemic has highlighted the importance that people place upon their health, which by comparison is lower than the average sentiment globally (millennials 54%, Gen Z 58%). Australian millennials and Gen Z are also much less likely than their international counterparts to say the pandemic has improved cooperation between countries.

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



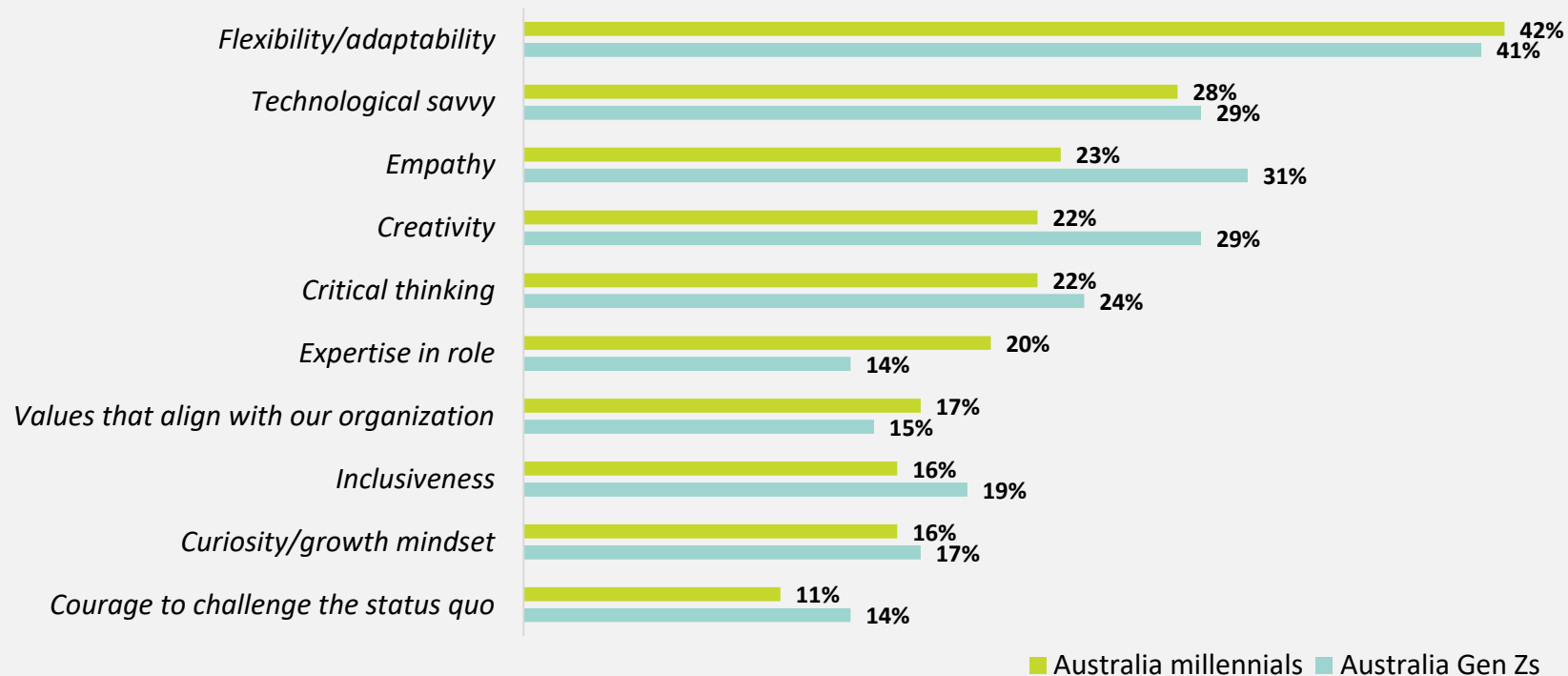
Percent of respondents who think the following will have changed for the better when the pandemic is finally over:



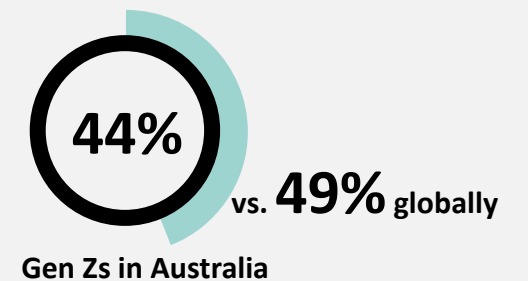
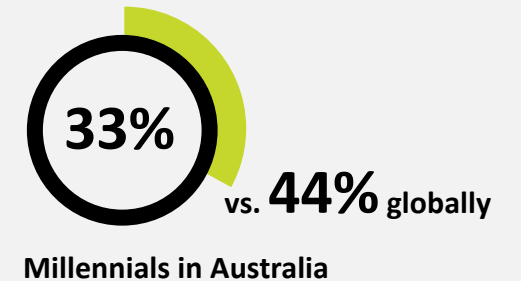
The future of work: Flexibility is key, but ethics are unbending

- Flexibility/adaptability as well as technological savviness are felt to be the most critical employee characteristics, though Gen Z are more likely than millennials to view empathy and creativity as important.
- Australian Gen Zs (44%) are much likelier than millennials (33%) to have made choices over the types of work they'd do and the organizations they're willing to work for based on their values. Interestingly this sentiment is weaker among Australian millennials and Gen Z than it is globally.

Employee characteristics most critical to success of organization*:



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:

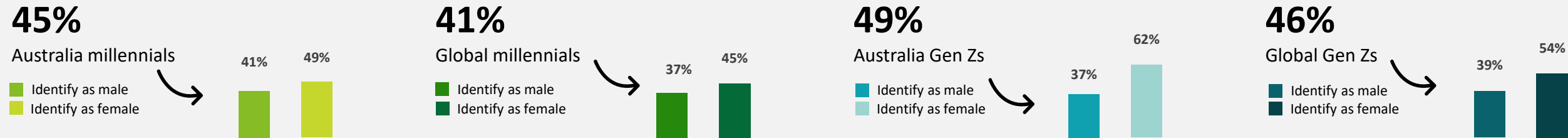


*Asked only of those in full-time, part-time or temporary employment

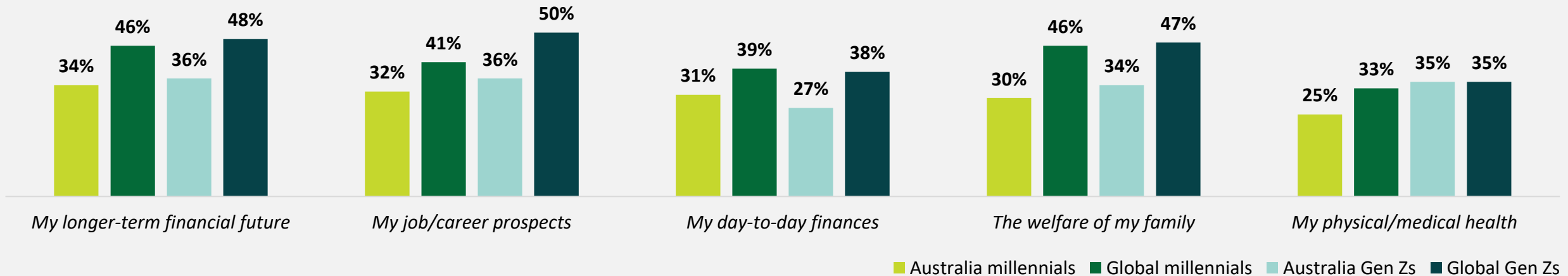
Mental health: Levels and sources of stress

- Nearly half of all Australian millennials and Gen Zs report feelings of anxiousness or stress either all or most of the time.
- In line with the global average, women are more likely than men to feel this way, yet anxiety and stress is significantly more widespread among female Australian Gen Zs (62%) than their global counterparts (54%).
- Australian millennials and Gen Z claim their longer-term financial future and job/career prospects are their most common causes of stress. Where their views differ relates to the contribution of physical/medical health to their feelings of stress and anxiety; 35% of Gen Z cite this as a driver compared to 25% of millennials.

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



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

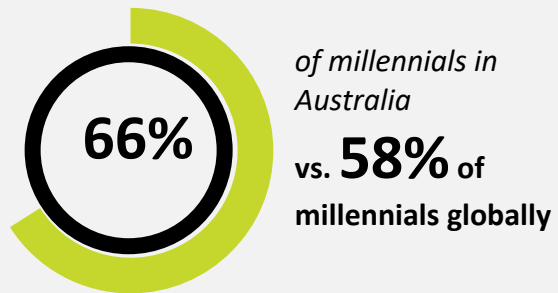


*Asked only of those who feel anxious or stressed

Mental health: Stress in the workplace

- Australian millennials who report feeling pandemic-induced stress are more reluctant than the global average to speak with their employer about it.
- Though that’s not to say Australian employers aren’t offering support or making plans or policies to support their employees’ mental health. Between 26% and 30% of Australian millennials and Gen Z say their employers are not taking these actions, which is significantly lower than millennials and Gen Zs globally.

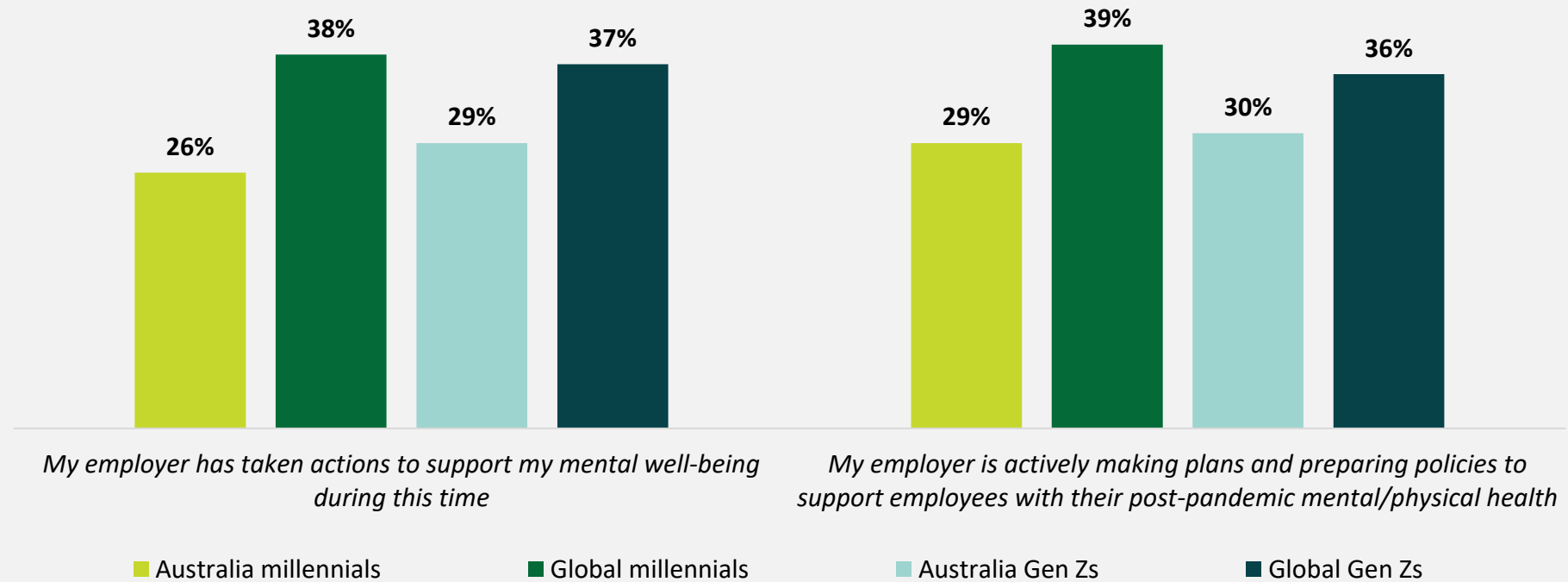
Percent of respondents who say they HAVE NOT spoken openly to their employers about feeling more stressed/anxious since the pandemic started*:



*Asked only of those who report being more stressed from the pandemic and 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.

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*:

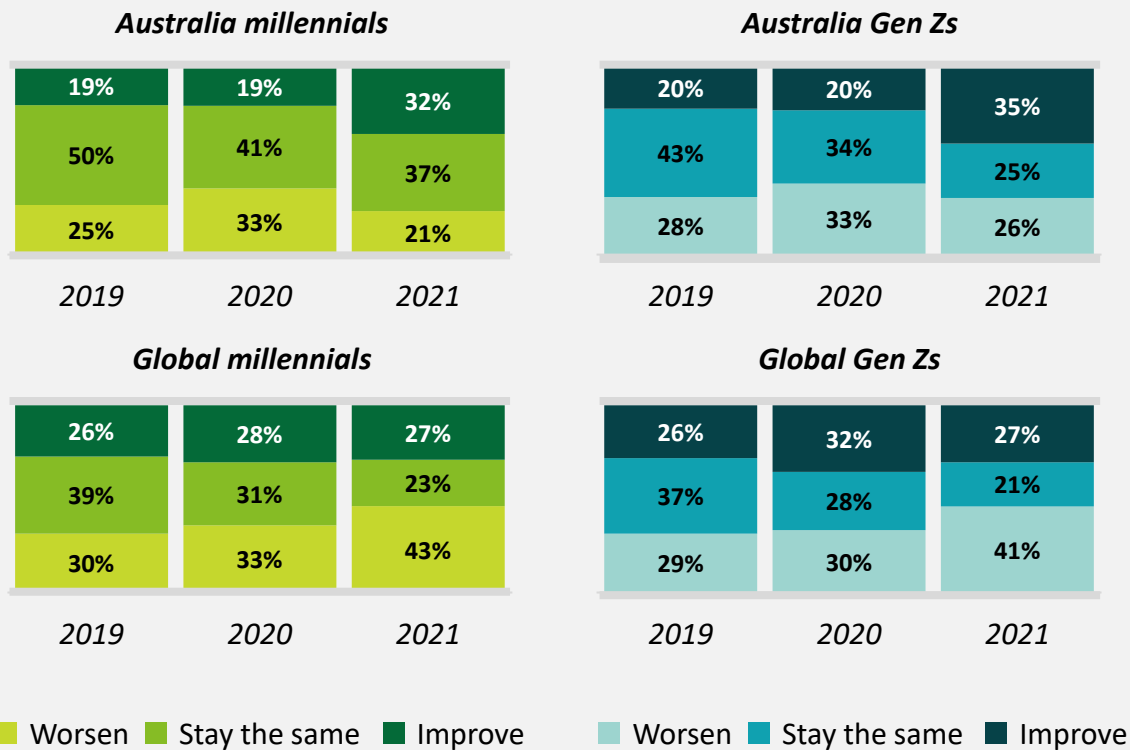


*Asked only of those in full-time, part-time or temporary employment

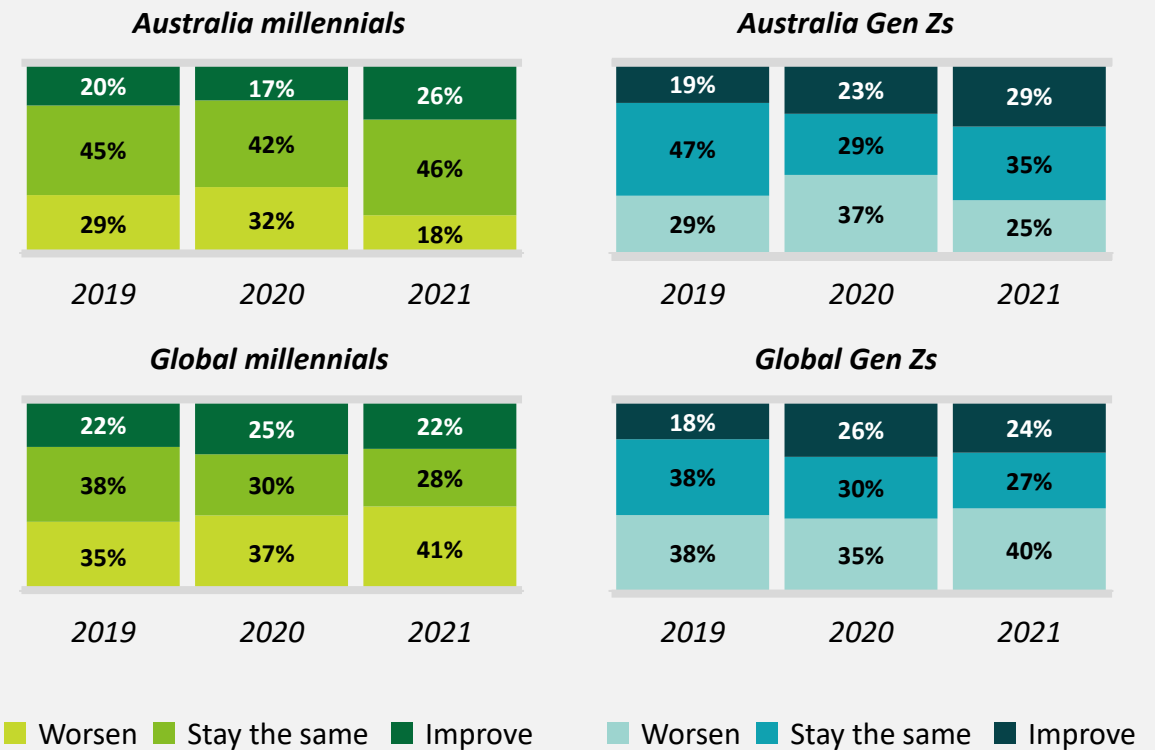
Economic and political outlook

- There is growing optimism around Australia’s economy: around one third of Australian millennials (32%) and Gen Zs (35%) say the economy will improve by the end of the year, up from one fifth of millennials (19%) and Gen Zs (20%) in 2020. Australian millennials and Gen Zs are more optimistic than their global counterparts who are almost twice as likely to think the economy will worsen.
- Australian millennials and Gen Z are also more positive about the country’s overall political and social prospects for the rest of the year. 26% of millennials now say this will improve compared to 17% last year, as do 29% of Gen Zs against 23% last year.

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



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

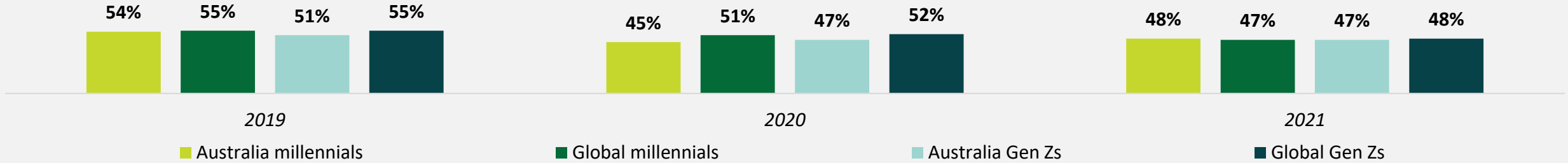


*Not asked in China

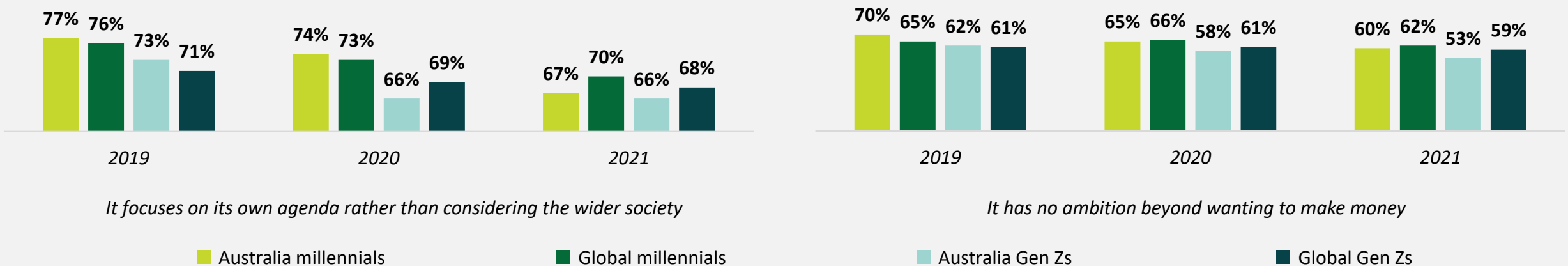
View of business

- In line with the global average, just under half of Australian millennials (48%) and Gen Zs (47%) think businesses have a positive impact on society.
- A majority of Australian millennials and Gen Zs agree that business' only focus on their own agendas, and have no ambition beyond wanting to make money. However, those figures have slipped over the past two years—focused on own agenda went from 77% of Australian millennials in 2019 to 67% in 2021; no ambition beyond wanting to make money went from 70% in 2019 to 60% in 2021.

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



Percent of respondents who strongly agree or tend to agree that, on balance, the following describe business' current behavior:



Concerns: World challenges

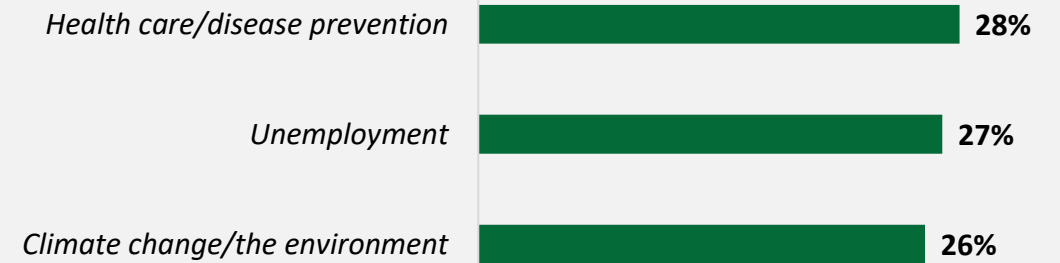
- Even in the midst of a pandemic, climate change/protecting the environment stands out as Australian millennials' (33%) and Gen Zs' (33%) primary concern, as it does for Gen Zs globally (26%).
- Among Australian millennials, healthcare/disease prevention is the joint second most pressing concern alongside unemployment (27%). Australian and Global Gen Zs are more concerned about unemployment, with healthcare/disease prevention coming in at #3.

Top three issues of greatest concern:

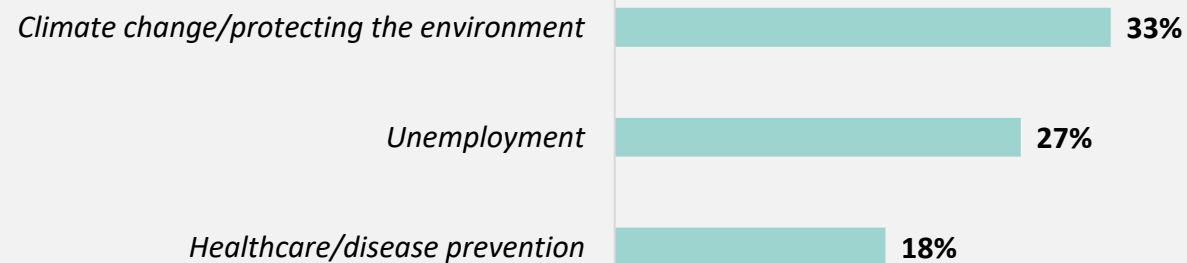
Australia millennials



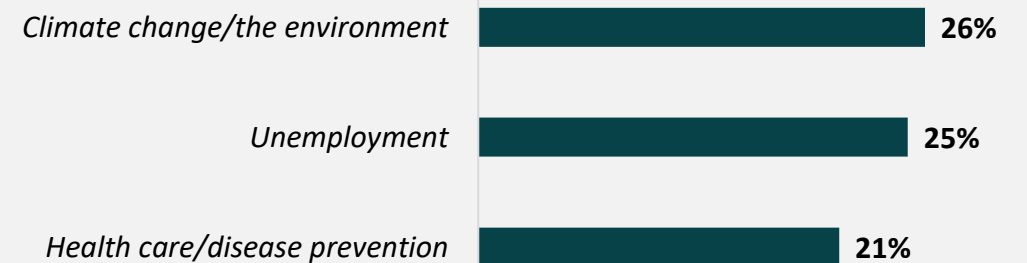
Global millennials



Australia Gen Zs



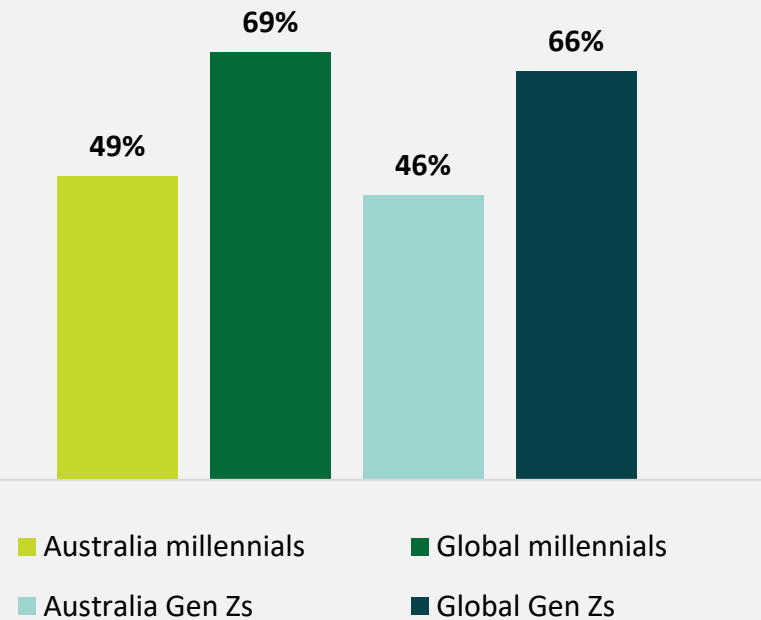
Global Gen Zs



Concerns: Wealth and income inequality

- Just under half of Australian millennials (49%) and Gen Zs (46%) claim wealth is unequally distributed in their country, which is much lower than the global average – 69% of millennials and 66% of Gen Zs globally believe wealth is unequally distributed.
- Both Australian millennials (31%) and Gen Zs (33%) claim the disparity in senior business leaders’ and average workers’ remuneration is the top factor for wealth inequality.

Percent of respondents who believe wealth is not very equally/not at all equally distributed among the people in your country:



Which are the top factors behind income inequality? *Global top three*

Pay and bonuses awarded to senior business leaders, i.e., raises for them while pay for average workers is kept low



General greed and protection of self-interests by business/better-off people



Laws, regulations, and policies that maintain a system to favor business/better-off people

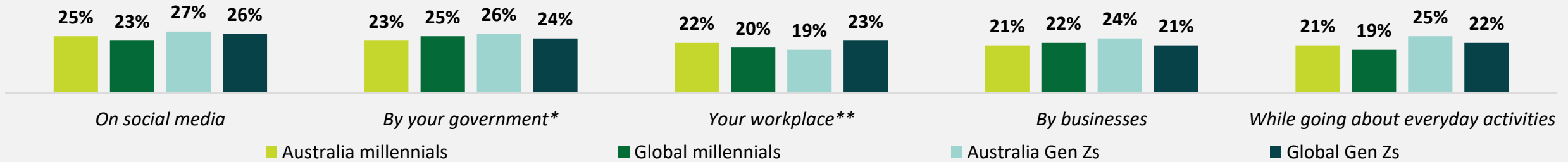


■ Australia millennials ■ Global millennials ■ Australia Gen Zs ■ Global Gen Zs

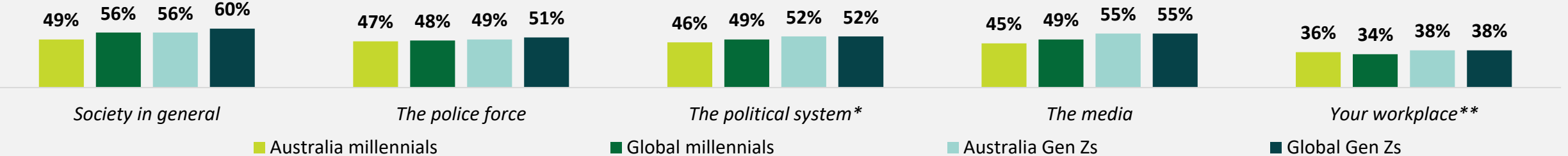
Concerns: Discrimination

- Australian millennials and Gen Zs are broadly in line with the global average in having personally faced discrimination due to an aspect of their background.
- Around half of Australian millennials and Gen Zs believe systemic racism is widespread in general society, slightly lower than the global average.

Percent of respondents who feel personally discriminated against all the time or frequently because of an aspect of their backgrounds:



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

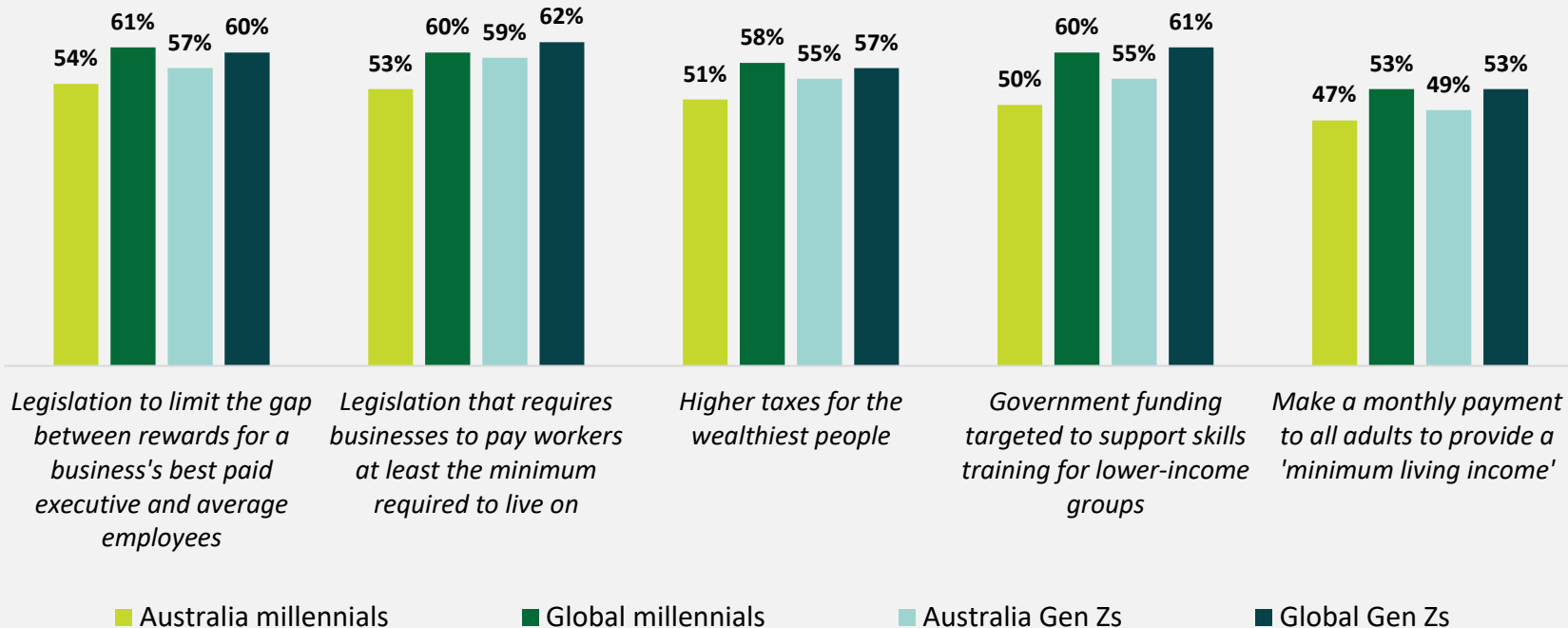


*Not asked in China. **Only asked of those in full-time, part-time or temporary employment.

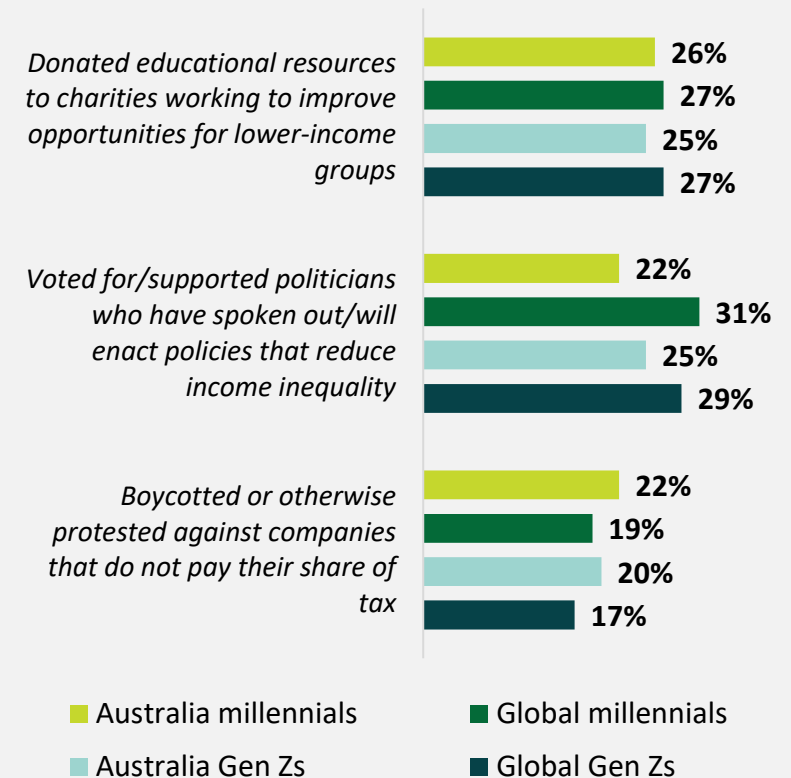
Time to act: Wealth and income inequality

- Australian millennials and Gen Z are slightly less likely than the global average to believe legislation, higher taxes for wealthy people, or other direct actions would help reduce inequality in Australia.
- When asked which actions would help reduce inequality, legislation to limit the pay gap was the top choice among Australian millennials, and legislation that requires a liveable wage was the top choice for Australian Gen Zs.
- While Australian millennials (22%) and Gen Z (25%) are less likely than the global average to have voted or supported politicians who speak out on income inequality, they are slightly more active in boycotting or protesting against companies that do not pay their fair share of tax (22% of millennials and 20% of Gen Zs).

Percent of respondents who think the following actions would help reduce inequality in their country:



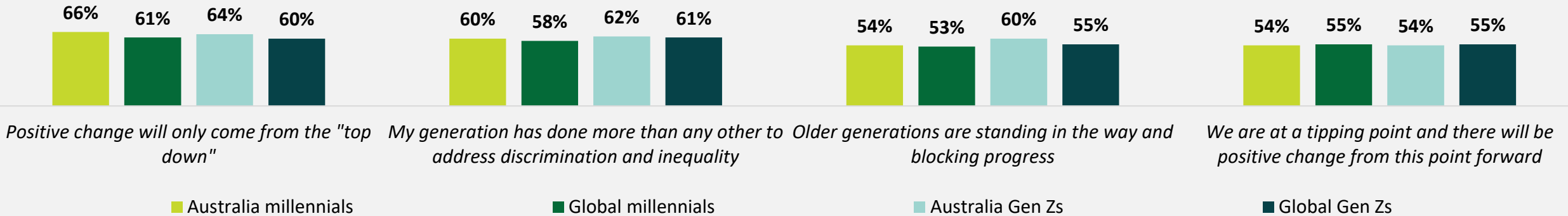
Which of these actions have you taken to help reduce income inequality in your country?



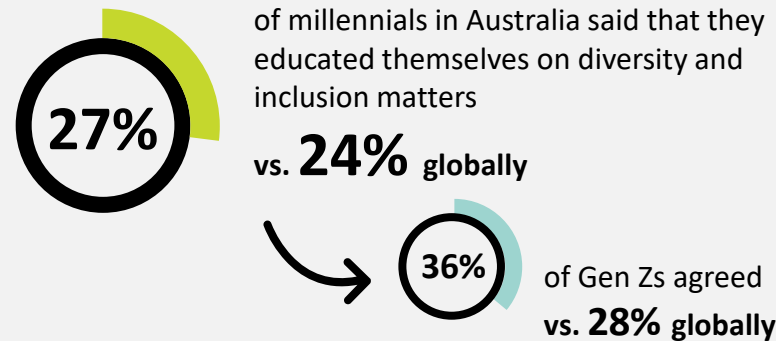
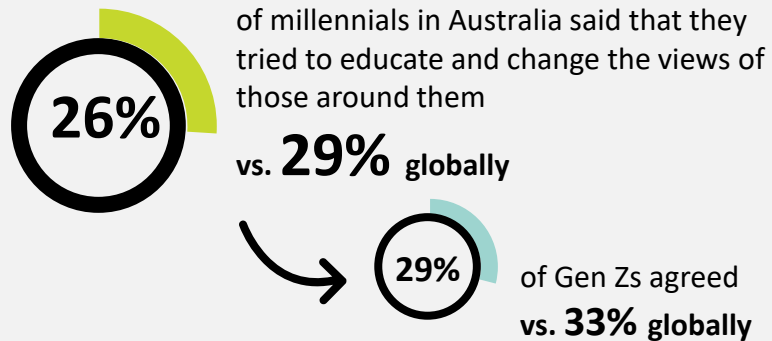
Time to act: Discrimination

- The majority of Australian millennials (66%) and Gen Zs (64%) agree that positive change will only come from the “top down”, slightly higher than the global average.
- And while slightly fewer Australian millennials (26%) than Gen Zs (29%) have tried to educate and change the views of others around them, the generation gap is much wider in terms of educating themselves on diversity and inclusion; 27% of millennials have done this as compared to 36% of Gen Z.

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



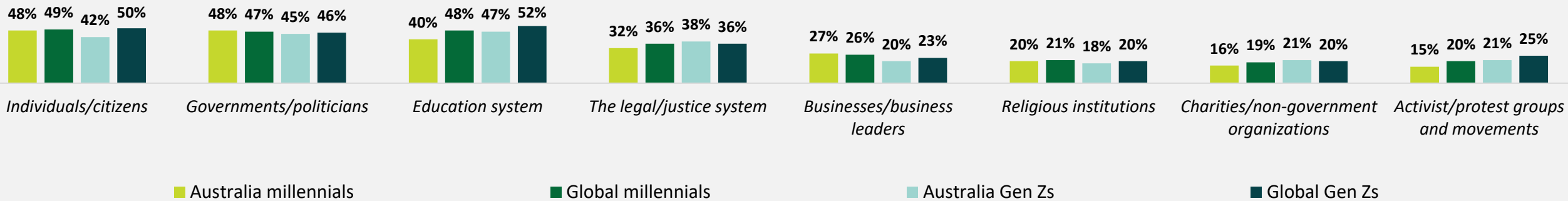
What actions have you taken to try to tackle discrimination?



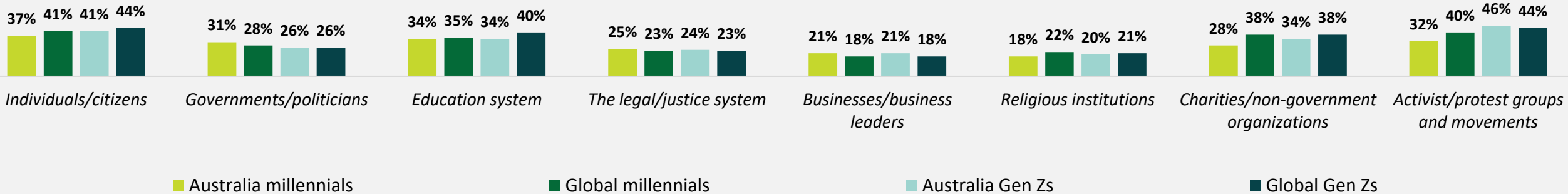
Time to act: Who is making a difference when it comes to fighting systemic racism?

- In terms of bringing significant positive change with respect to systemic racism in Australia, millennials believe individuals/citizens (48%) and governments/politicians (48%) have the greatest potential, yet it is individuals/citizens (37%) who are perceived as making the greatest effort with governments/politicians ranking as fourth in terms of their efforts.
- Australian Gen Zs say education systems (47%) have the greatest potential to bring positive changes, yet Gen Zs rank education systems (34%) fourth alongside charities/NGOs in terms of the efforts they're seen to make. Activists and protest groups are seen as standing head and shoulders above other groups in terms of the effort they put in to tackle systemic racism in Australia.

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?*



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



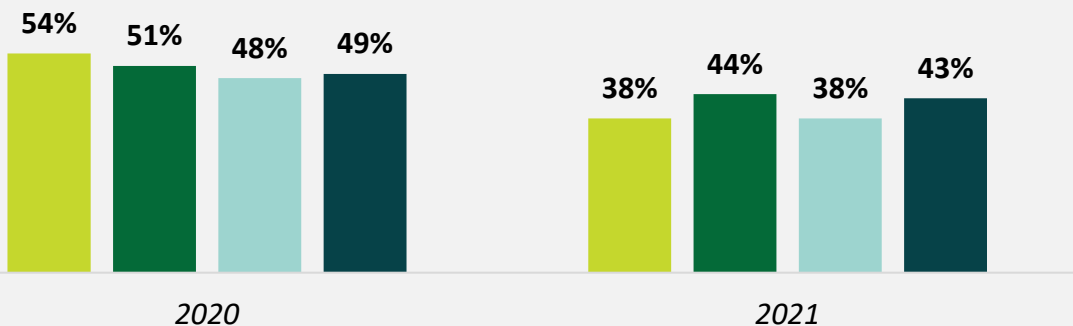
*Up to three options selected at both questions.

Time to act: The environment

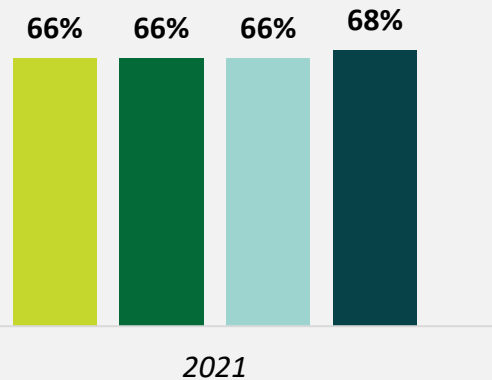
- As with the year-on-year shift in perceptions globally, Australian millennials (38%) and Gen Z (38%) are now less likely to feel we have already hit the point of no return and that it is too late to repair the damage. Two thirds (66% of Australian millennials and Gen Z) are optimistic that climate change can be reversed based upon the changes they have witnessed during the pandemic.
- However Australians are less likely than the global average to believe that people’s commitment to take personal action for environmental and climate issues will have improved after the pandemic. 32% of Australian millennials agree compared with 37% globally, as do 37% of Australian Gen Zs and 40% of Gen Zs globally.

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

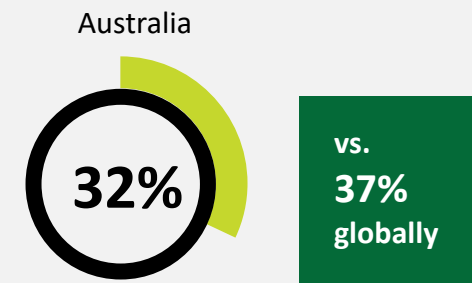


The environmental changes seen during the pandemic make me more optimistic that climate change can be reversed

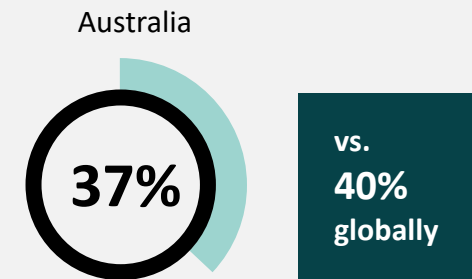


Those who believe people’s **commitment to take personal action for environmental and climate issues** will have improved after the pandemic:

MILLENNIALS



GEN ZS



2021 MILLENNIAL SURVEY
Millz Mood Index

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.

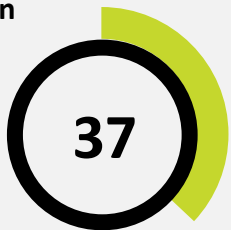
Scores are based on results from the following five questions and are aggregated to create a measure between zero and a hundred. This scale gives us the ability to compare not only year-to-year movement, but also regional and demographic groups within a given year.



MILLENNIALS:

Millennials in Australia:

↑ 6 pts.



Identify as female:

32



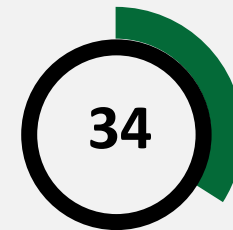
Identify as male:

43



Millennials globally:

↓ -3 pts.



Identify as female:

31



Identify as male:

38



GEN ZS:

Gen Zs in Australia:

↑ 5 pts.



Identify as female:

34



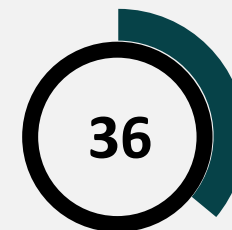
Identify as male:

45



Gen Zs globally:

↓ -3 pts.



Identify as female:

31



Identify as male:

40





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