

What makes a generation tick?

Insights into the Deloitte
Global Gen Z &
Millennial Survey 2024

Julia Fadler & Niclas Englberger

Deloitte.



Who's in the room?

68 49 047



menti.com



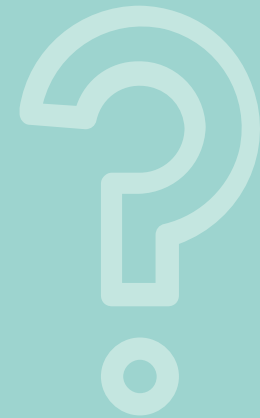
Which generation do you belong to?

Associations

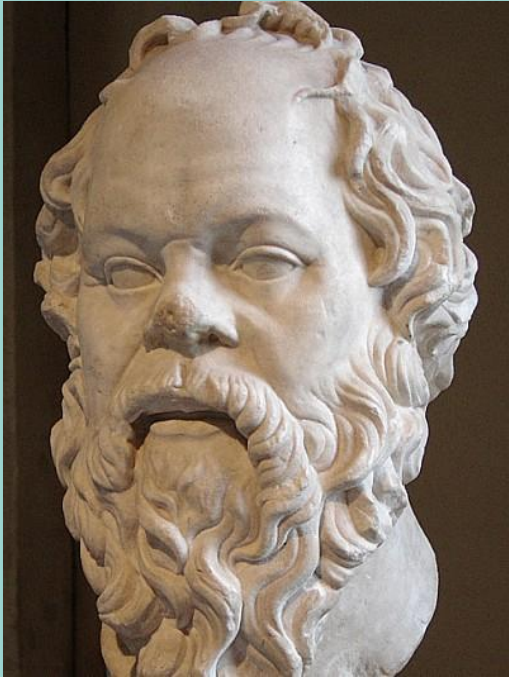
68 49 047



menti.com



What do you associate
with Gen Z?



Sokrates

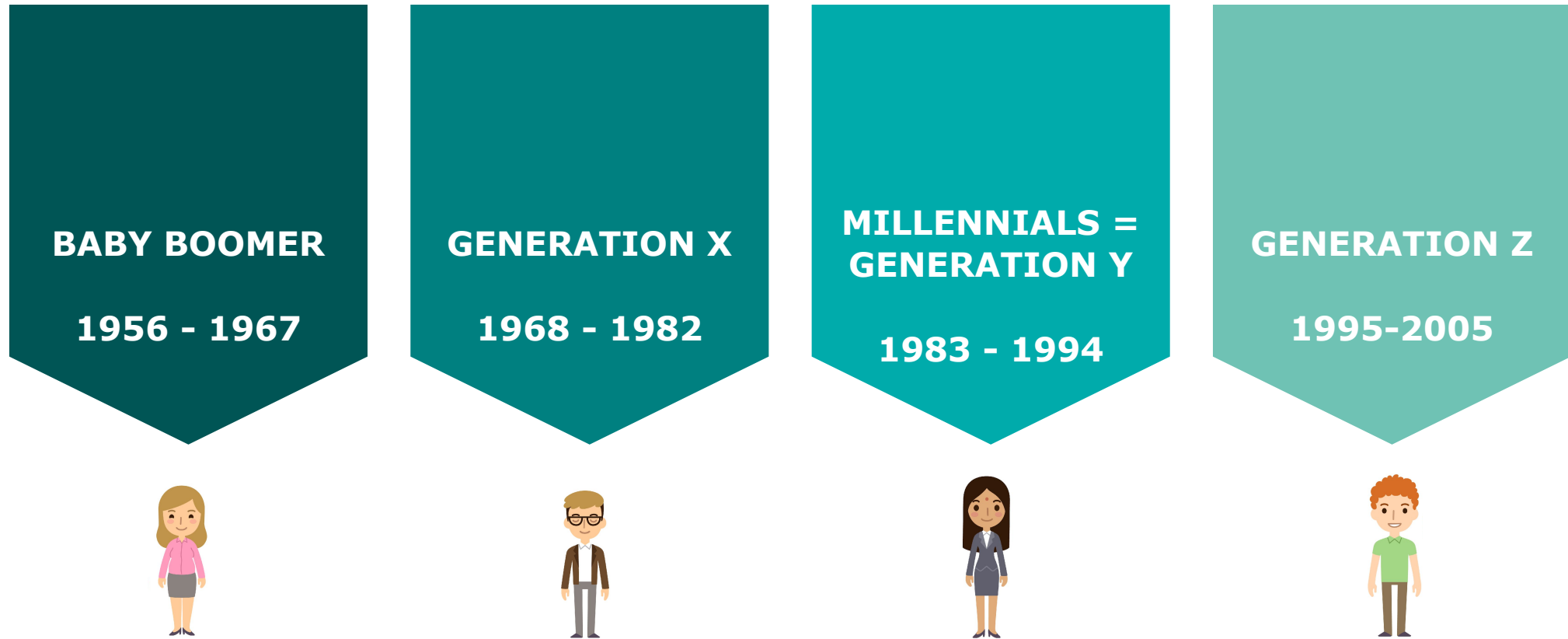
“Young people today love luxury. They have bad manners, despise authority, have no respect for older people and gossip where they should be working. They contradict their parents, babble in society, swallow desserts at the table, cross their legs and bully their teachers.”

US vs. THEM?



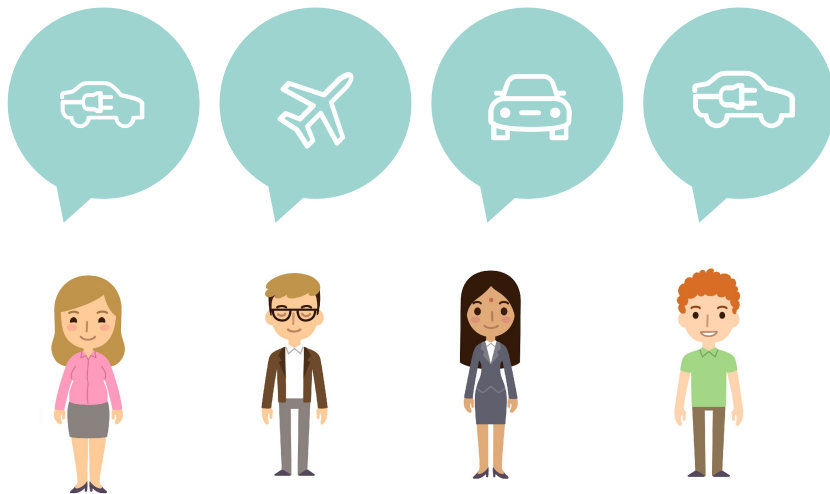
What is a generation?

= an age cohort that shares **a birth period** and **formative social and historical** events in the key personal development stages (childhood, adolescence and young adulthood)



BUT let's be mindful

A generation is a large group of diverse people – never capturing the essence of all individuals included.



Trends on a higher level can help us to generate space and time for discussions on how we want to work together



Deloitte Global 2024 Gen Z and Millennial Survey

Living and working with purpose in a transforming world



Now in its 13th year, Deloitte's Gen Z and Millennial survey explores the state of mind of young people around the world





Respondents are cautiously optimistic about the economy and their personal finances, but uncertainty remains.

*My **personal** financial situation will improve!*

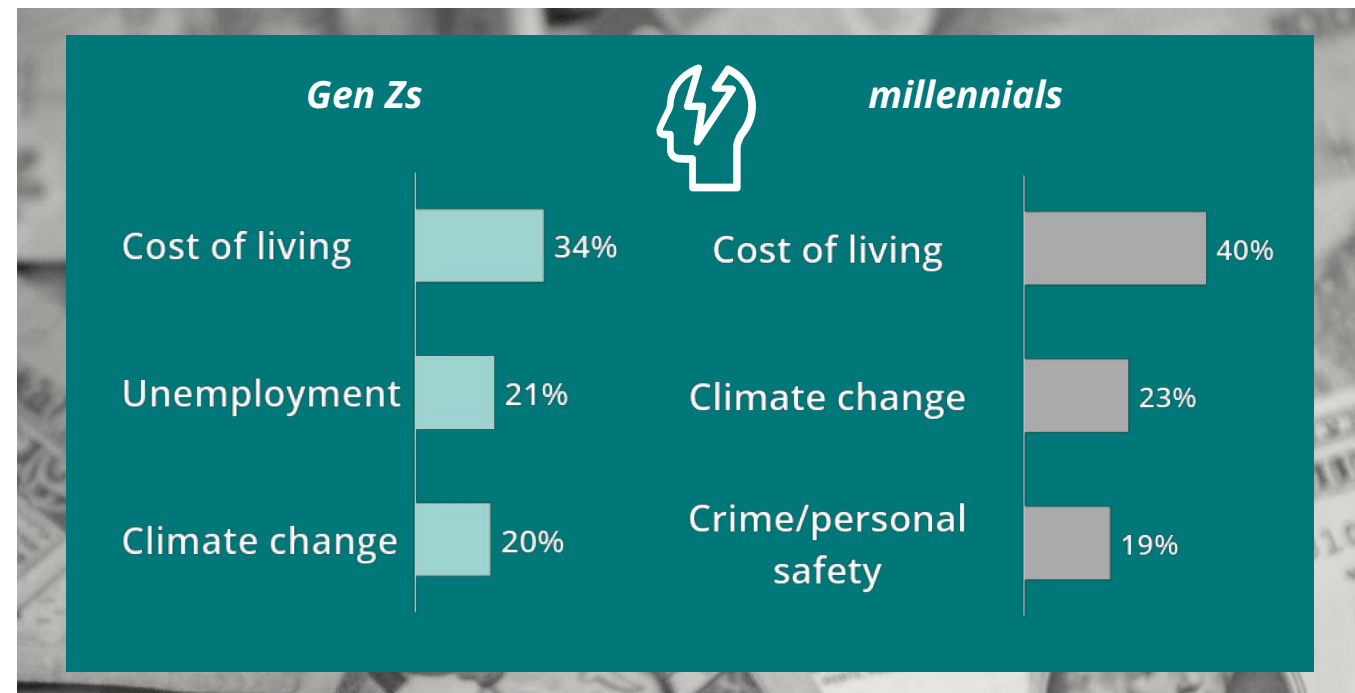
48%

Gen Zs

40%

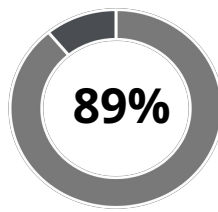
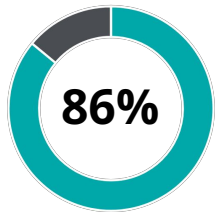
millennials

Top concerns

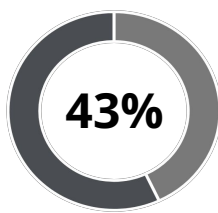




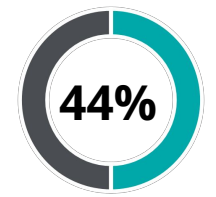
Gen Zs and millennials want purpose-driven work, and they're not afraid to turn down work that doesn't align with their values

*Gen Zs**millennials*

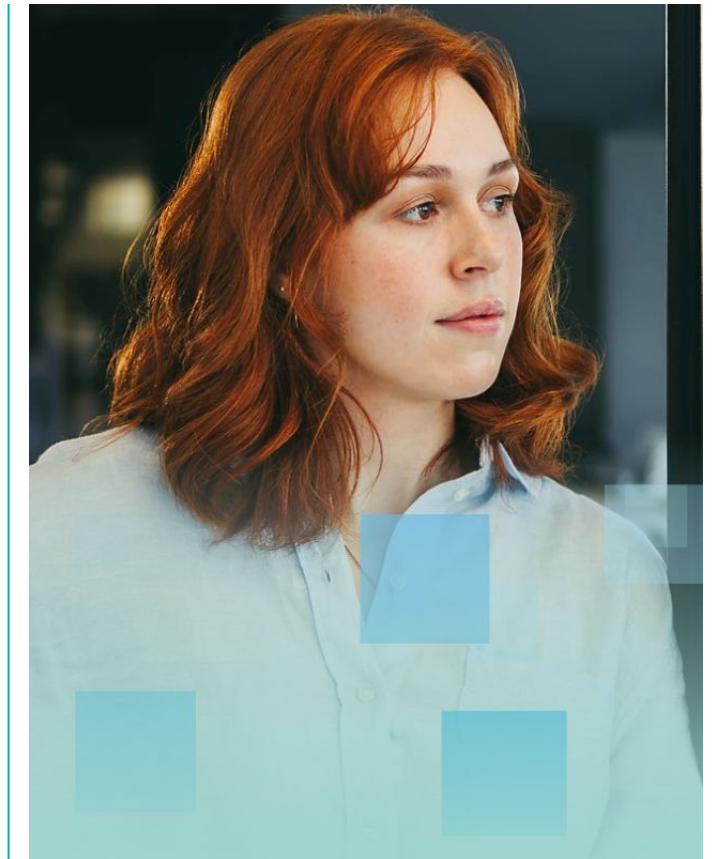
say having a sense of purpose is very or somewhat important to their overall job satisfaction and well-being



have rejected an assignment or project based on their personal beliefs

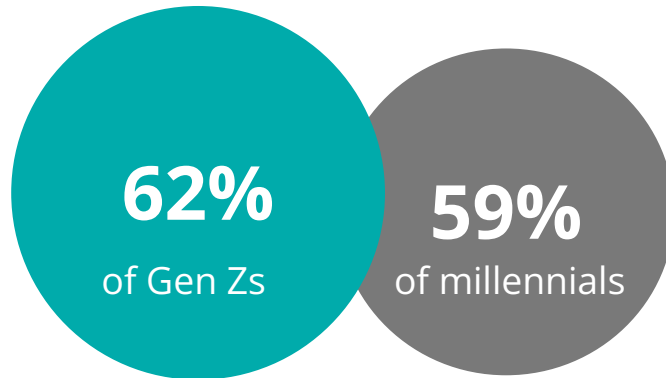


have turned down an employer based on their personal ethics or beliefs





Environmental sustainability continues to drive consumer behavior and career decisions



have felt worried or anxious about climate change in the last month



73%
Gen Zs



77%
millennials



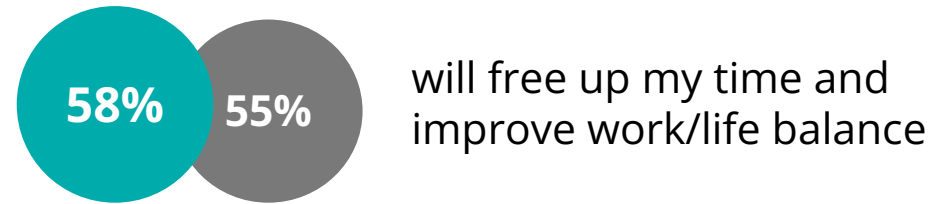
Uncertainty, excitement and fascination around GenAI

How I feel about GenAI?

Uncertain. But also ***excited*** and ***fascinated!***



GenAI in the workplace ...



Gen Zs ***millennials***



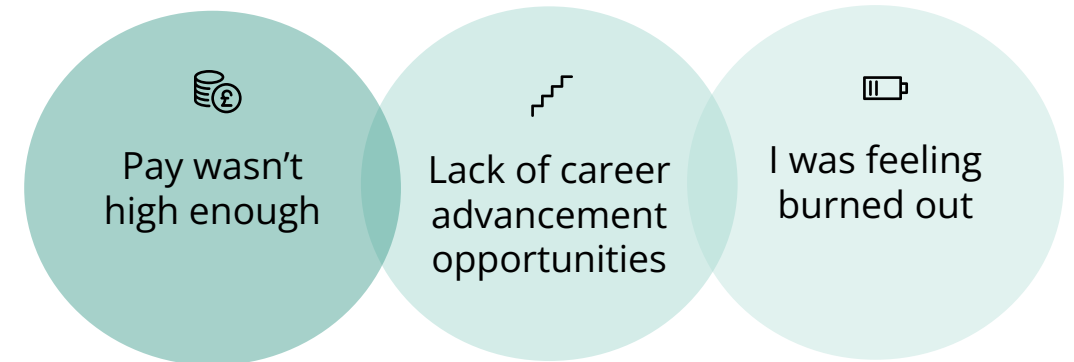
Work/life balance remains a top priority



Top reasons *to choose* an employer:



Top reasons *to leave* an employer:



Top areas where Gen Zs and millennials would like employers to focus to improve good work / life balance:

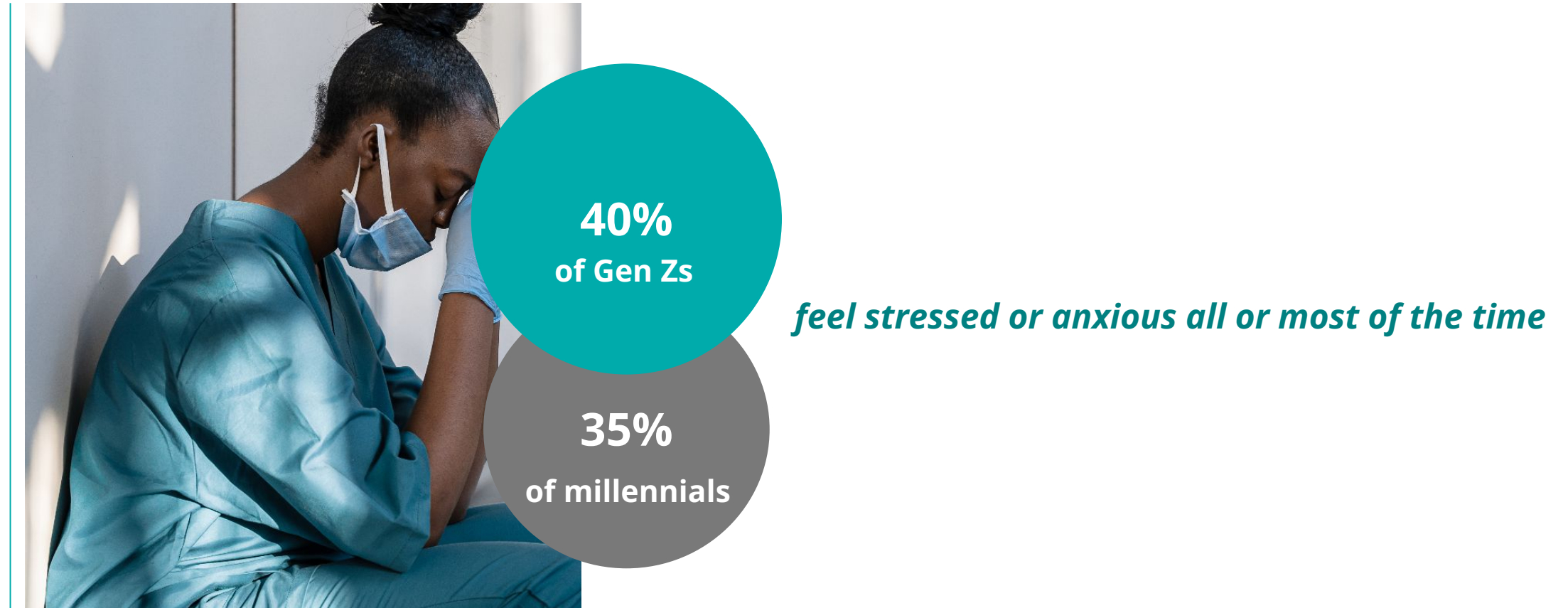
Same **career advancement** opportunities for part-time employees

Creation of more **job-sharing** options

Creation of more **part-time** jobs



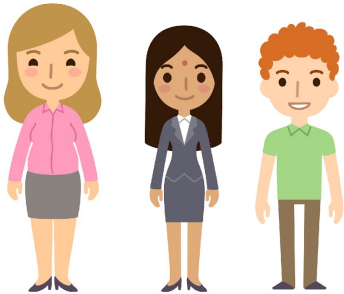
Jobs and poor work/life balance are driving stress





Jobs and poor work/life balance are driving stress

What I'm so stressed about? Just my work, as always ...



Top three aspects contributing to those feelings at work:

Not being recognized / rewarded adequately



51%

53%

Long working hours



51%

51%

Not having enough time to complete work



50%

45%

Gen Zs

millennials

Summary



A challenge and an opportunity lie ahead.

Gen Z and Millennials demand a lot from businesses – they are also willing to drive positive change.



A diverse workforce needs diverse offerings.

Do not work on a “one-size-fits-all” solution for a diverse workforce. Driving an inclusive work culture is key.



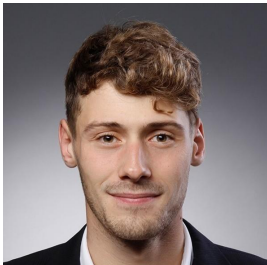
Sense and respond.

Stay curious – look at the data - just ask:
Millennials, Gen Z, Generation Alpha are not a black box! 😊

We are looking forward to continuing the conversation!



Julia Fadler
Manager Human Capital
jfadler@deloitte.at



Niclas Englberger
Consultant Human Capital
nenglberger@deloitte.at

