Deloitte Global 2025 Gen Z and Millennial Survey

Country profile: New Zealand

Methodology and global key messages

Deloitte's Global Gen Z and Millennial Survey, now in its 14th year, examines the factors shaping the worldviews of ***23,482 Gen Z and millennial respondents across 44 countries***. The results reveal a cohort of young professionals who are rejecting traditional rules and antiquated structures in their pursuit of career satisfaction—and ultimately, happiness.

Gen Zs and millennials are ambitious. But for them, success is not necessarily about climbing the corporate ladder. Learning and development is a priority, and they expect their employers to provide these opportunities. Some have foregone higher education to pursue the practical skills that trade or vocational training provides. And as technology transforms the world of work, Gen Zs and millennials are enhancing their knowledge and embracing new tools, such as GenAI.

These generations are seeking more than just a job. Making money is important but so is finding meaningful work and well-being. They are looking for careers with the right balance of these factors, a "trifecta" that can be hard to find.

They have high expectations for their employers, and they often job hop to meet their career ambitions in a world where the social contract between employers and employees has eroded. Many feel their managers are not meeting their needs. Some believe that companies are not doing enough to address workplace stress. And most are feeling the pressures of the cost of living.

The findings demonstrate the need for organizations, senior leaders, and managers to create environments where workers can not only attain the trifecta of ***meaningful work, financial security, and well-being***, but also achieve the professional growth they are looking for. By supporting these pillars consistently, organizations can uphold the social contract and create a cycle of satisfaction, engagement, and success.

Among this year's key findings:

- **Learning and development is a top priority**, but many feel their **managers are missing the mark**
- **Soft skills are vital** as **GenAI transforms work**
- **Money, meaning, and well-being** intersect to form the foundation for happiness at work
- **Supporting employee well-being** should start with addressing the **root causes of workplace stress**
- **Environmental concerns** continue to influence Gen Z and millennial behavior

The following deck examines how **New Zealand's Gen Zs and millennials** stand out from their global counterparts on these key themes.

Our methodology

The 2025 Gen Z and millennial Survey solicited the views of 14,751 Gen Zs and 8,731 millennials (23,482 respondents in total), from 44 countries across North America, Latin America, Western Europe, Eastern Europe, the Middle East, Africa, and Asia-Pacific. Fieldwork was completed between 25 October and 24 December 2024.

As defined in the study, Gen Z respondents were born between January 1995 and December 2006, and millennial respondents were born between January 1983 and December 1994.

Country profile: New Zealand

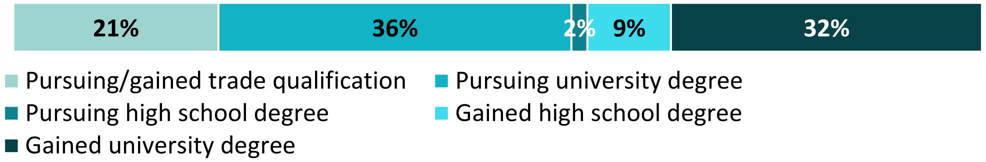
510 total respondents in New Zealand: **302** Gen Zs and **208** millennials

GEN Z PROFILE

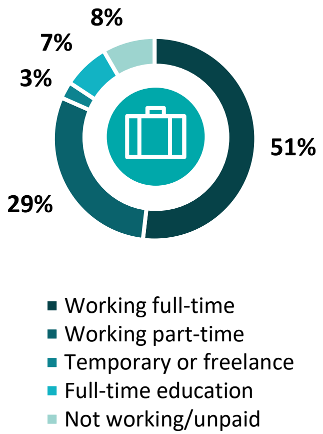
Gender

Parents

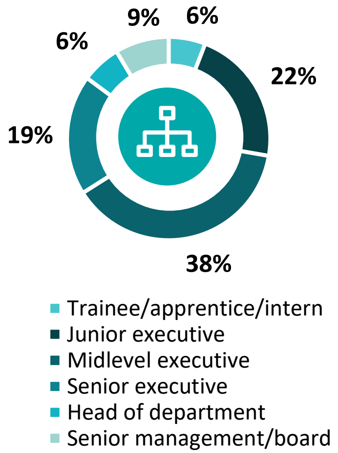
Education



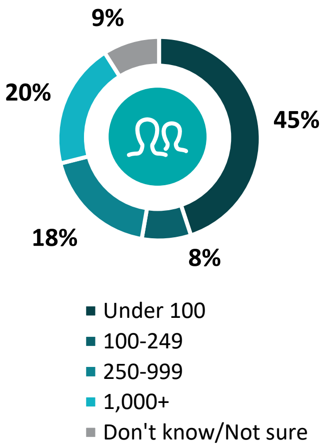
Employment



Job seniority

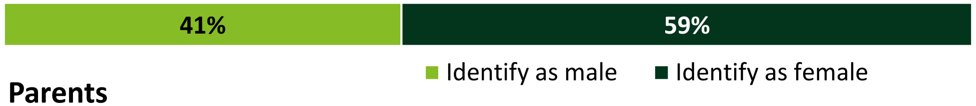


Organization size



MILLENNIAL PROFILE

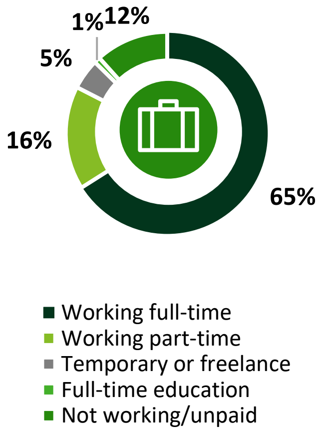
Gender



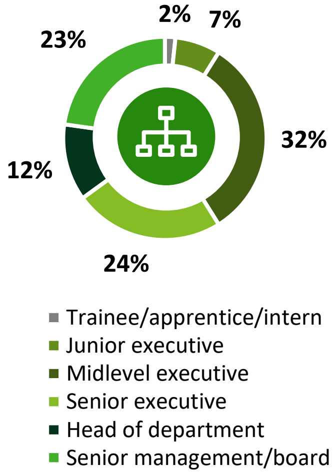
Parents

Education

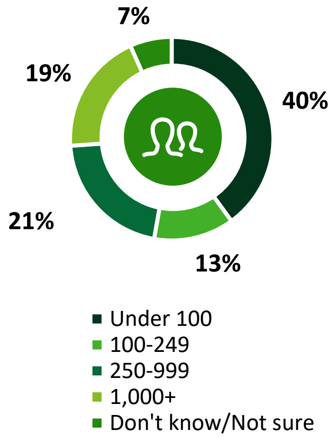
Employment



Job seniority



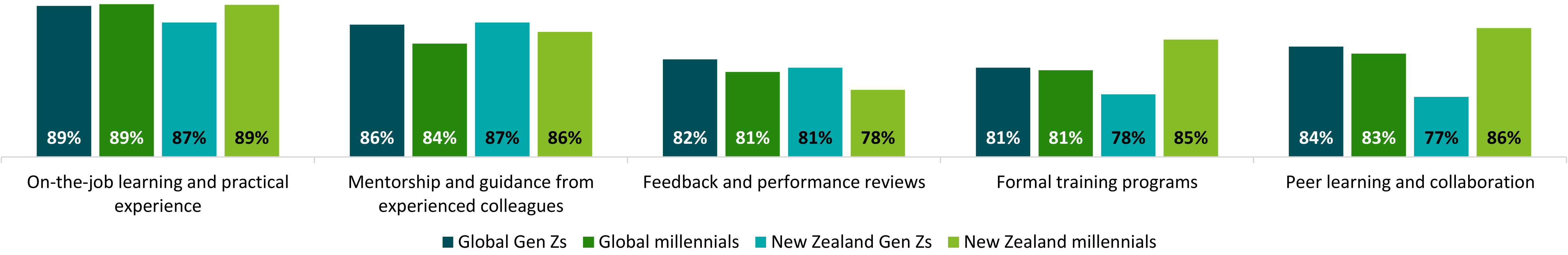
Organization size



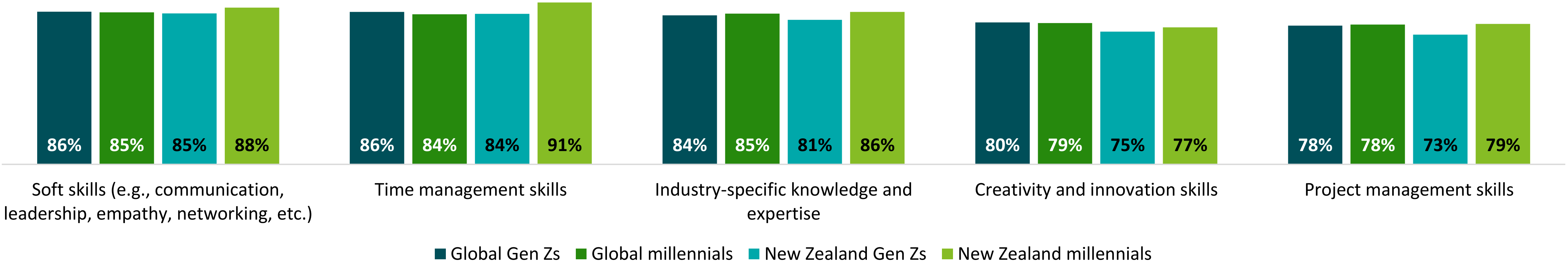
Career growth and skills needed to succeed in the workforce

65% of Gen Zs and 48% of millennials in New Zealand say they are developing skills to advance their careers once a week or more

Most helpful tools for career growth according to Gen Zs and millennials *(those saying they find these very/somewhat helpful)*

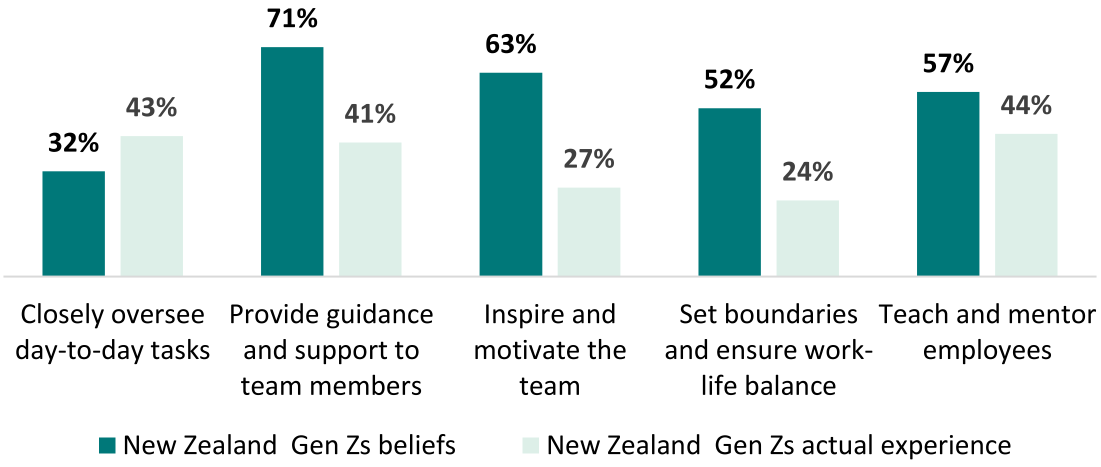


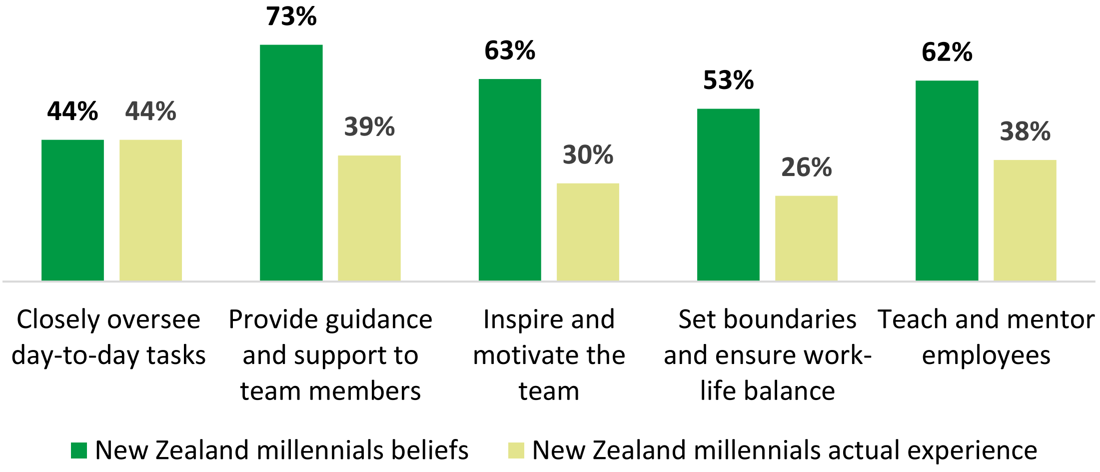
Most required skills for career advancement according to Gen Zs and millennials *(percentage of respondents selecting highly/somewhat required)*:



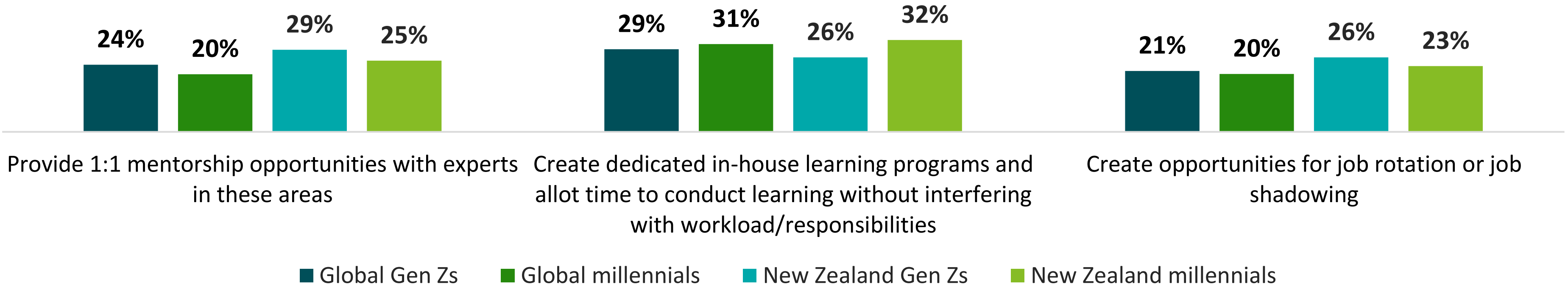
Learning and development and the leadership gap

The gap between what respondents believe their managers should do, versus what they actually do *(in New Zealand)*





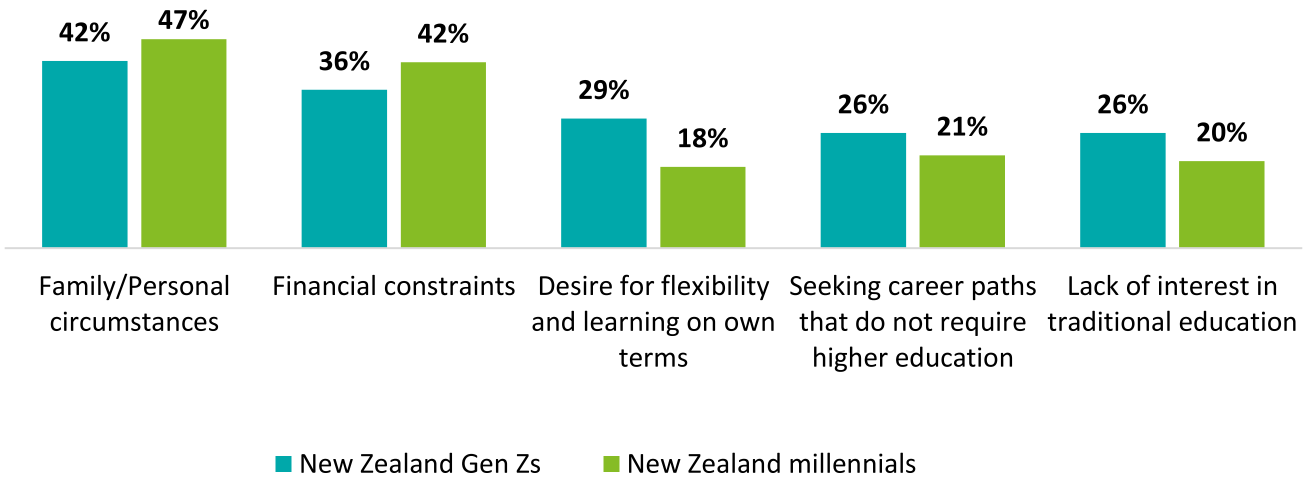
Top ways in which employers can support Gen Z and millennial learning needs *(from top 2 selected)*



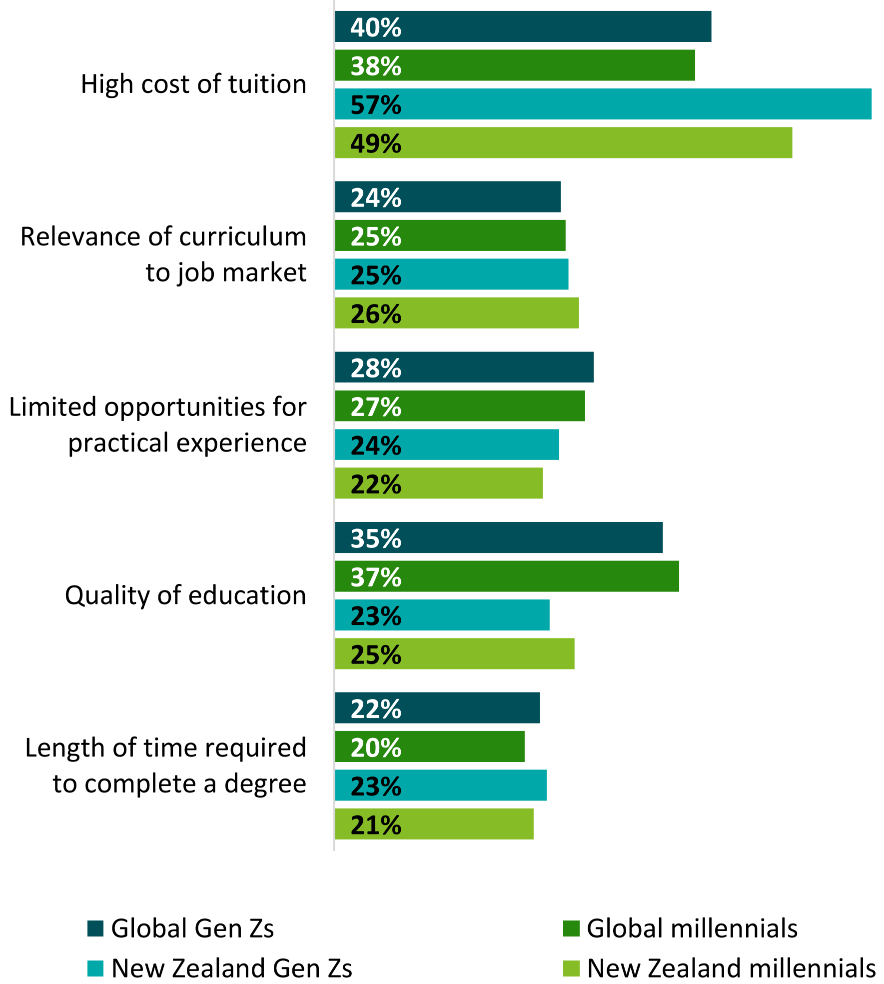
Examining the value of higher education

30% of Gen Zs and 37% of millennials in New Zealand say they decided not to pursue higher education compared to ***31% of Gen Zs and 32% of millennials globally***

Reasons influencing their decision not to pursue higher education *(in New Zealand)*



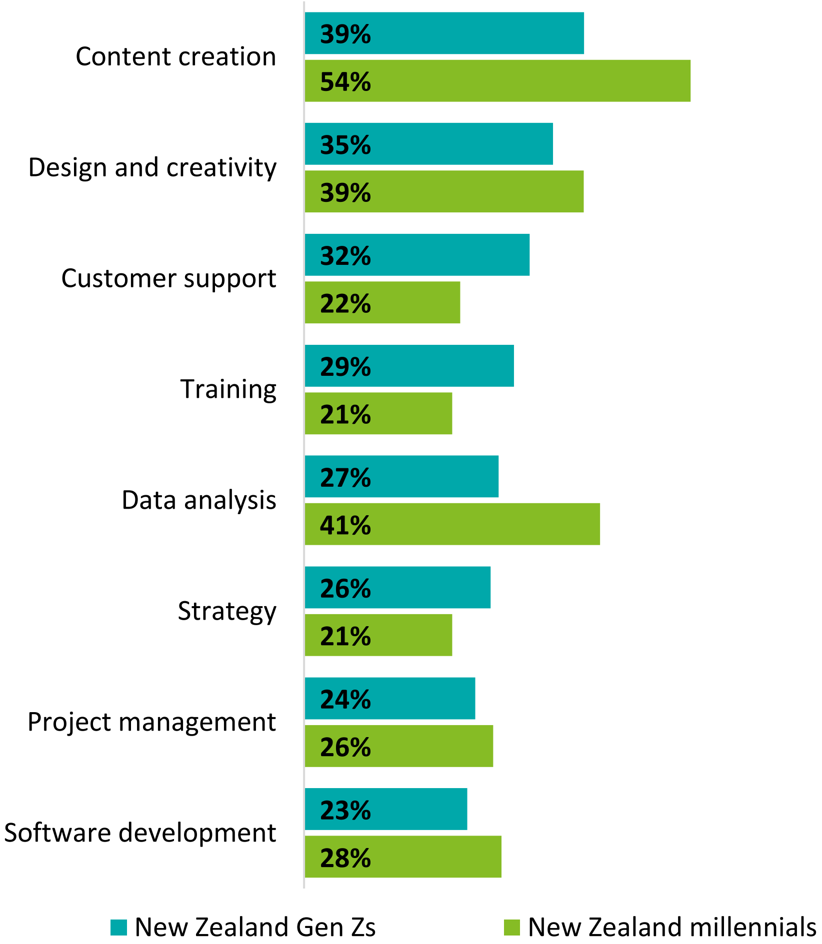
Concerns about the higher education system



The promise of GenAI

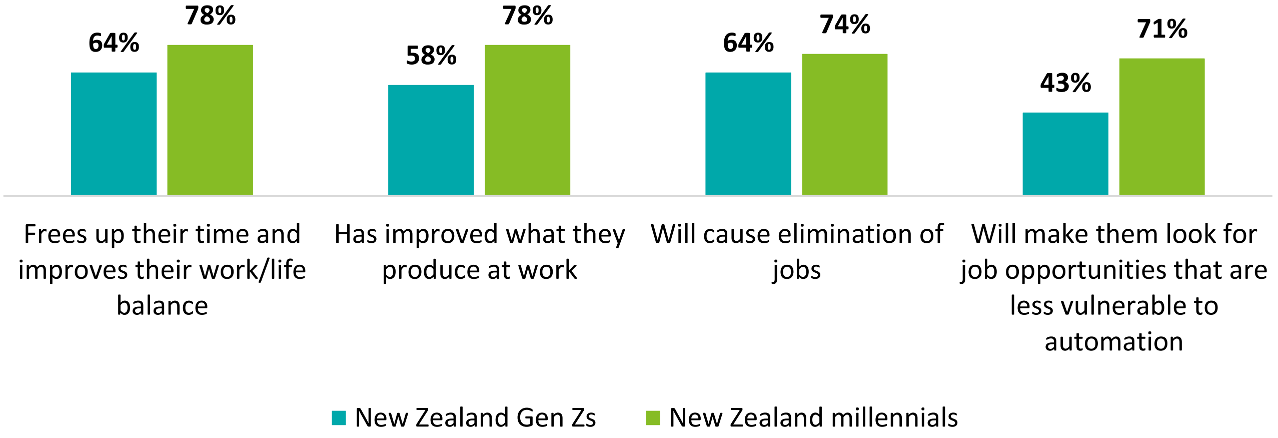
36% of Gen Zs and 48% of millennials in New Zealand are already using GenAI in their day-to-day work.

Current use cases for GenAI tools



10% of Gen Zs and 13% of millennials in New Zealand say they have already completed GenAI training. And 20% of Gen Zs and 27% of millennials in New Zealand say they plan to complete training within the next 12 months.

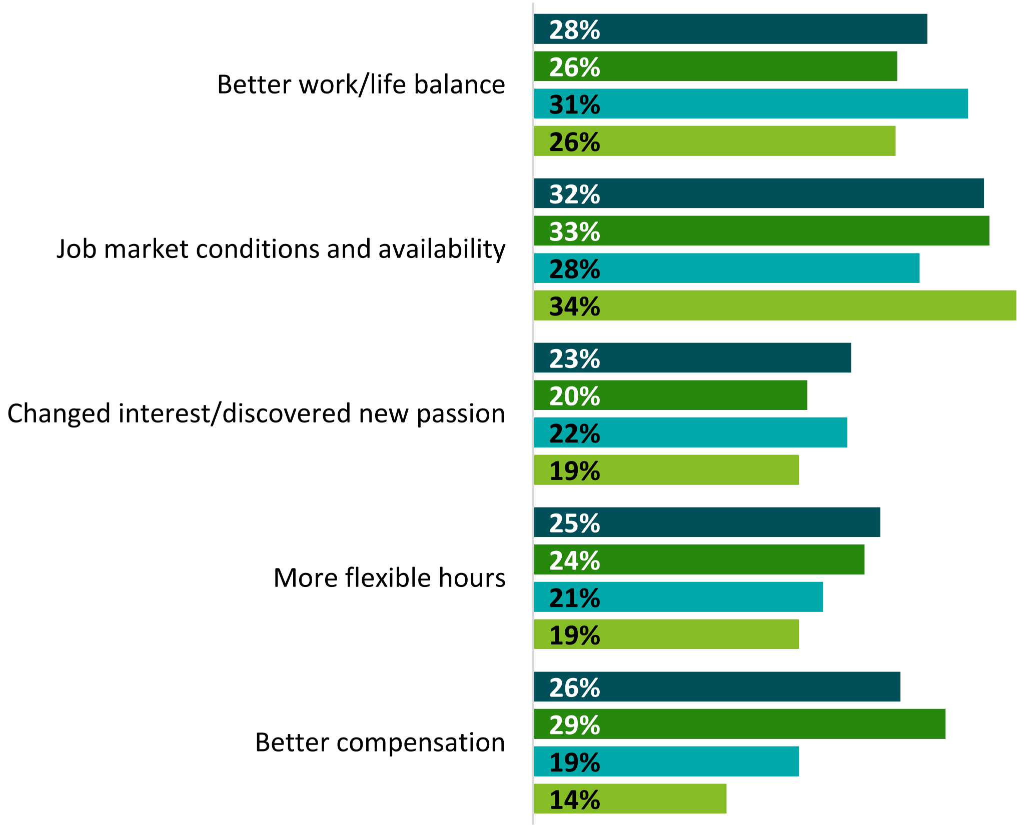
Mixed views on GenAI *(percentage of Gen AI users who strongly agree/agree with the following statements about GenAI in the workplace)*



Career ambitions and reasons for leaving an employer

23% of Gen Zs and 32% of millennials in New Zealand are no longer working in the industry or career path they originally intended.

Top reasons for changing industry/field/career path



Global Gen Zs | Global millennials | New Zealand Gen Zs | New Zealand millennials

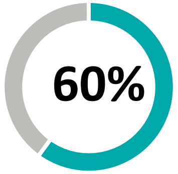
Top career goals

Global Gen Zs | Global millennials | New Zealand Gen Zs | New Zealand millennials

Happiness and the intersection of money, meaning, and well-being

Money

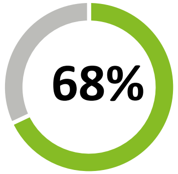
How financial security correlates with happiness *(Global)*



of ***financially secure*** *Gen Zs who* ***say they are happy***

vs. **28%** of

financially insecure *Gen Zs who* ***say they are happy***



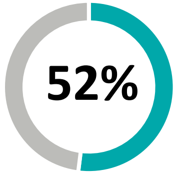
of ***financially secure*** *millennials who* ***say they are happy***

vs. **31%** of

financially insecure *millennials who* ***say they are happy***

Meaning

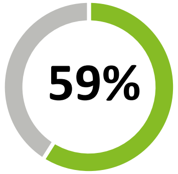
How alignment with their organization's values correlates with happiness *(Global)*



of Gen Zs whose ***values are aligned with their organization*** *who* ***say they are happy***

vs. **31%** of

Gen Zs whose ***values are NOT aligned with their organization*** *who* ***say they are happy***



of millennials whose ***values are aligned with their organization*** *who* ***say they are happy***

vs. **34%** of

millennials whose ***values are NOT aligned with their organization*** *who* ***say they are happy***

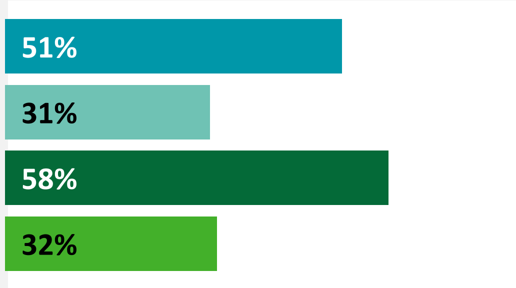
Well-being

How satisfaction levels across certain job aspects correlate with happiness *(Global)*

Their organization's efforts to foster better mental health

Having opportunities to grow at work

Current work/life balance



Satisfied Gen Zs who are happy — Dissatisfied Gen Zs who are happy — Satisfied millennials who are happy — Dissatisfied millennials who are happy

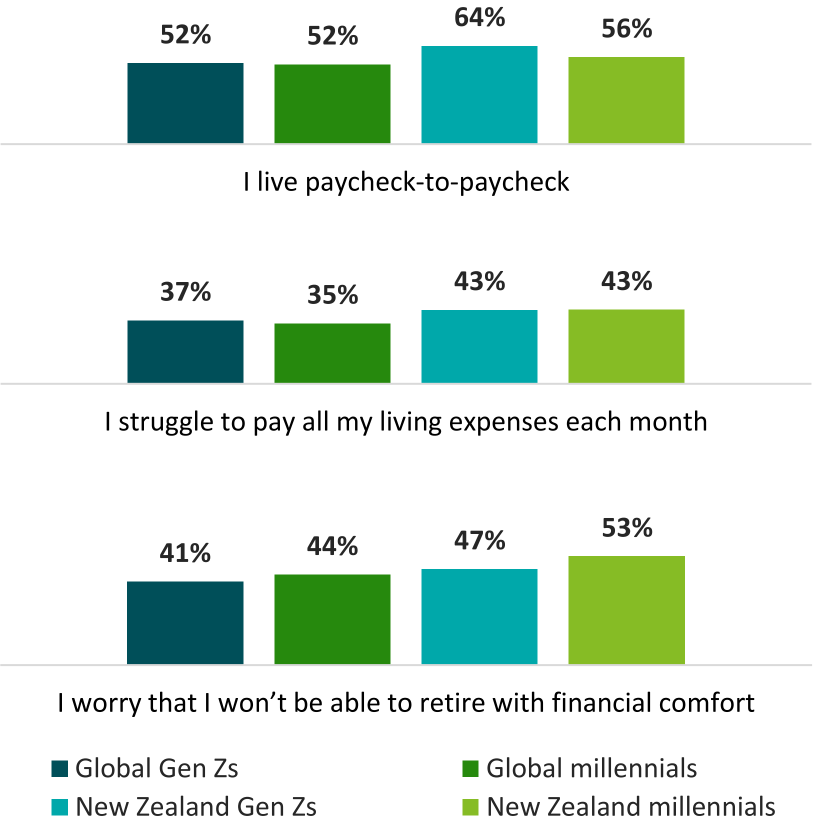
Financial concerns: Cost of living continues to take a toll

Top concerns

	Cost of living	Mental health of my generation	Climate change/ protecting the environment	Unemployment	Crime/ personal safety
New Zealand Gen Zs	54%	27%	22%	19%	17%

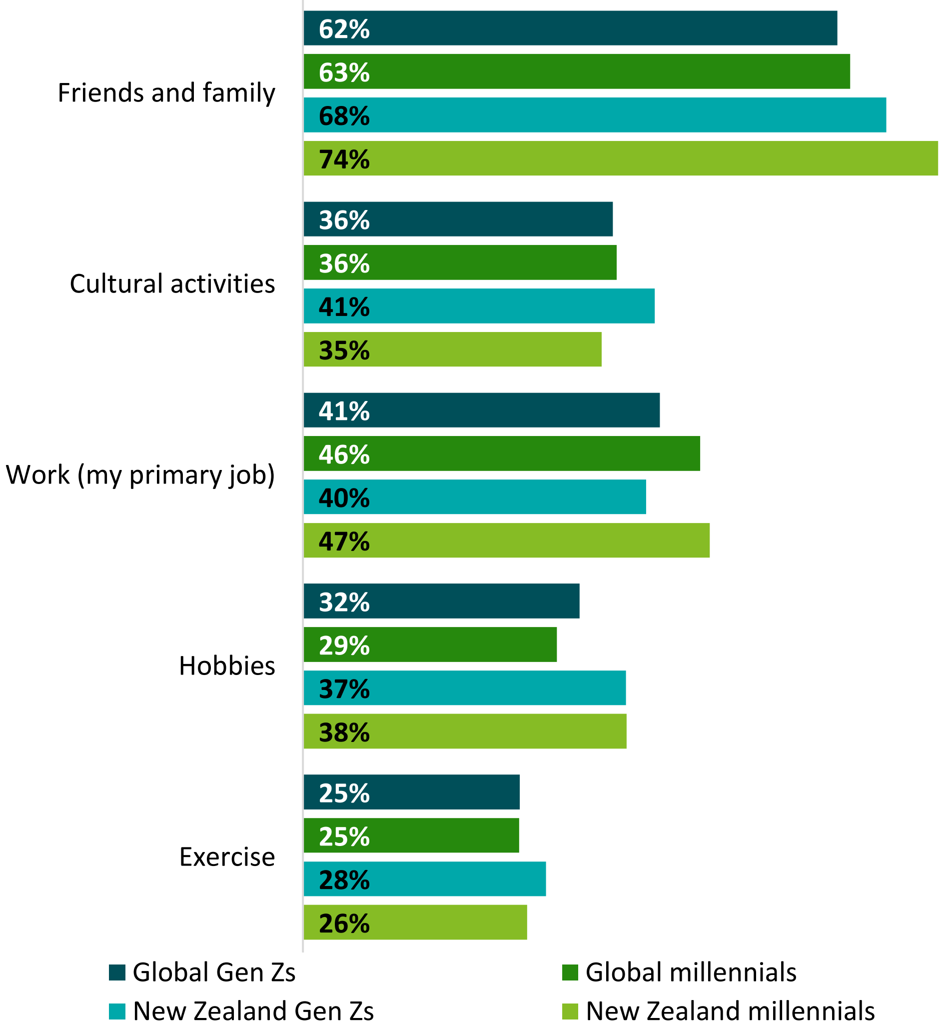
	Cost of living	Mental health of my generation	Crime/ personal safety	Health care/ disease prevention	Income inequality/ distribution of wealth
New Zealand millennials	60%	27%	20%	19%	17%

Percentage who agree with the following statements about financial security

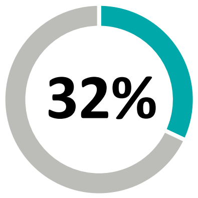


Prioritizing purpose: How younger generations are seeking meaning at work

Most important factors to their sense of identity

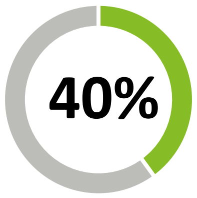


Percentage of respondents who rejected a potential employer based on their personal ethics/beliefs *(those saying yes)*



of Gen Zs in New Zealand

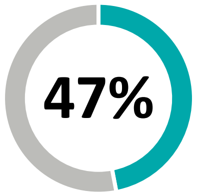
vs. **41%** of **Gen Zs globally**



of millennials in New Zealand

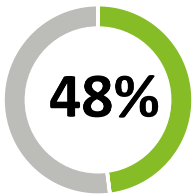
vs. **40%** of **millennials globally**

Percentage of respondents who left a job because it lacked purpose *(those saying yes)*



of Gen Zs in New Zealand

vs. **44%** of **Gen Zs globally**



of millennials in New Zealand

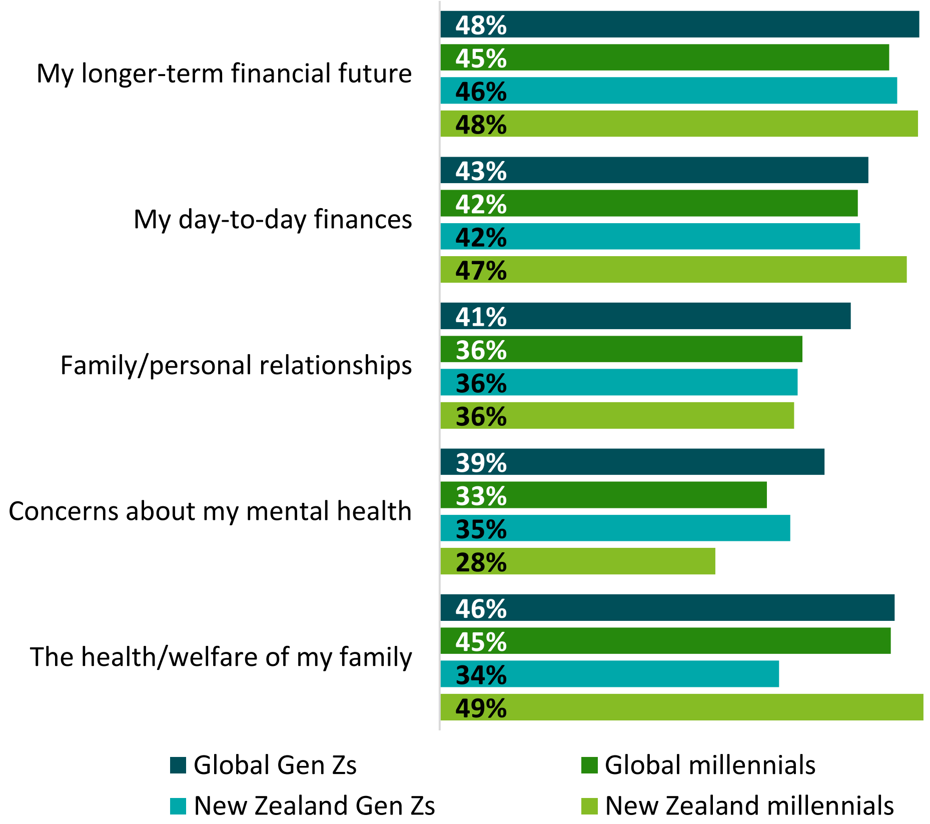
vs. **45%** of **millennials globally**

91% of Gen Zs and 98% of millennials in New Zealand *consider a sense of purpose to be very or somewhat important for their job satisfaction and well-being.*

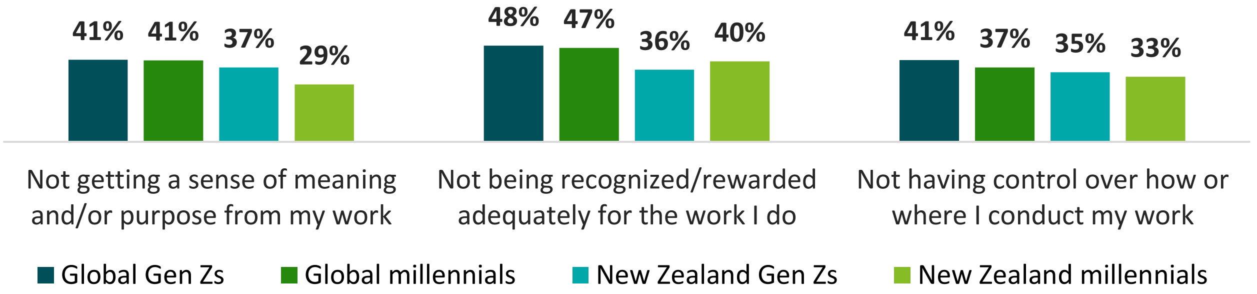
Enhancing mental well-being by confronting workplace stress

47% of Gen Zs and 45% of millennials in New Zealand *say they feel stressed or anxious all or most of the time.*

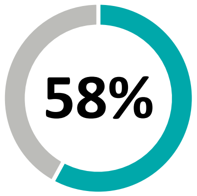
Top five factors contributing a lot to their feelings of anxiety or stress: **asked only of those who feel anxious or stressed*



31% of Gen Zs and 29% of millennials in New Zealand said that their job is a factor contributing a lot to their feelings of anxiety or stress. **These are the top three factors driving stress at work:**

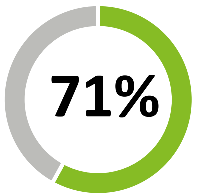


Percentage of respondents who say their employer is taking the mental health of employees seriously *(those saying strongly agree/agree)*



of Gen Zs in New Zealand

vs. 62% of Gen Zs globally



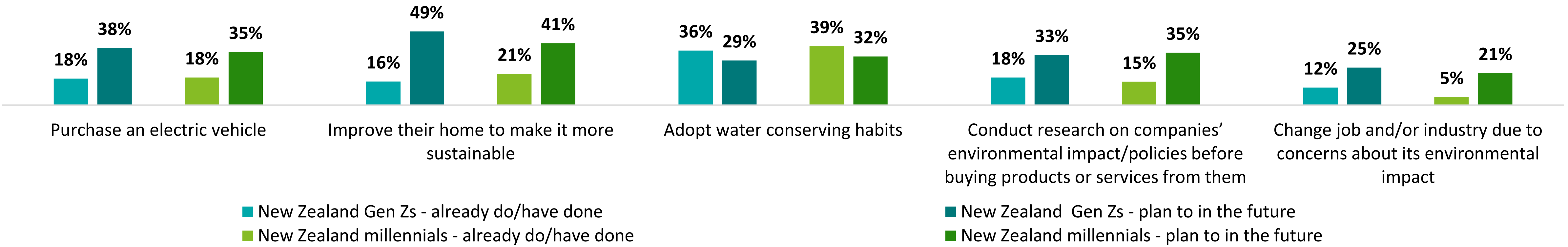
of millennials in New Zealand

vs. 61% of millennials globally

Anxiety and action: How environmental concerns shape Gen Z and millennial behavior

61% of Gen Zs and 51% of millennials in New Zealand, compared to 65% of Gen Zs and 63% of millennials globally
say that they have felt worried or anxious about environmental impact in the last month.

Environmental impact actions taken or planned



Percentage of respondents who say they are willing to pay more to purchase environmentally sustainable products or services *(those saying strongly agree/ agree)*

55% *of Gen Zs in New Zealand* vs. **65%** of Gen Zs globally

55% *of millennials in New Zealand* vs. **63%** of millennials globally

Percentage of respondents who consider a company's environmental credentials or policies when evaluating a potential employer *(those saying be very/somewhat important)*

57% *of Gen Zs in New Zealand* vs. **70%** of Gen Zs globally

75% *of millennials in New Zealand* vs. **70%** of millennials globally

Percentage of respondents who say that they and their colleagues have put pressure on their employers to take action on protecting the environment *(those saying strongly agree/ agree)*

39% *of Gen Zs in New Zealand* vs. **48%** of Gen Zs globally

41% *of millennials in New Zealand* vs. **47%** of millennials globally