

Empowered Millennials More Optimistic and Loyal

Loyalty
(stay 5+ years)

Social Optimism
(less pessimistic about the general social situation)

Business Impact
(have a more positive opinion of business behavior)

Charitable opportunities provided

35%

46%

85%

No charitable opportunities provided

24%

25%

66%

SOURCE: THE 2017 DELOITTE MILLENNIAL SURVEY. "EMPOWERED" MILLENNIALS ARE DEFINED AS THOSE THAT FEEL THEY HAVE AN INFLUENCE ON THEIR WORKPLACE AND SOCIETY.