THE NEXT CONSCIOUS GROUP OF CONSUMERS

GEN Z: 94%

94% of Gen Z believe companies should help address critical issues.

GOOD INTENTIONS, BUT Distracted Shoppers

95% would buy from a company addressing social or environmental issues.

But just 65% say they pay attention to a company’s CSR efforts when deciding what to buy.

87%

87% would go online to share a positive opinion of a company doing good.

58%

58% will protest to help a cause they care about.

FRIEND NOT FOE

Unlike older generations, Gen Z is more likely to engage in positive ways, acting more as advocates than adversaries for companies.

PARTNERING WITH COMPANIES TO ADDRESS PRAGMATIC AND HOT BUTTON ISSUES

Gen Z wants companies to address these top three issues:

96%

96% Create more jobs in the U.S.

92%

92% Reduce high cost of college

88%

88% Address racial equality

MAKING A DIFFERENCE, ONE POST AT A TIME

82% use social media to talk about issues they care about

58% believe supporting issues online is more effective than doing something in their community

38% of Gen Z post on social media because they want to motivate others to care

KEY INSIGHTS FROM THE 2017 CONE GEN Z STUDY: HOW TO SPEAK Z

PUTTING THEIR FAITH IN COMPANIES

94% of Gen Z believe companies should help address critical issues.

87%

87% believe supporting issues online is more effective than doing something in their community

83%

83% of Baby Boomers create more jobs in the U.S.

89%

89% of Millennials reduce high cost of college

86%

86% of Gen X address racial equality

38%

38% of Gen Z post on social media because they want to motivate others to care

TO LEARN MORE VISIT: CONECOMM.COM/GENZ-CSR-STUDY