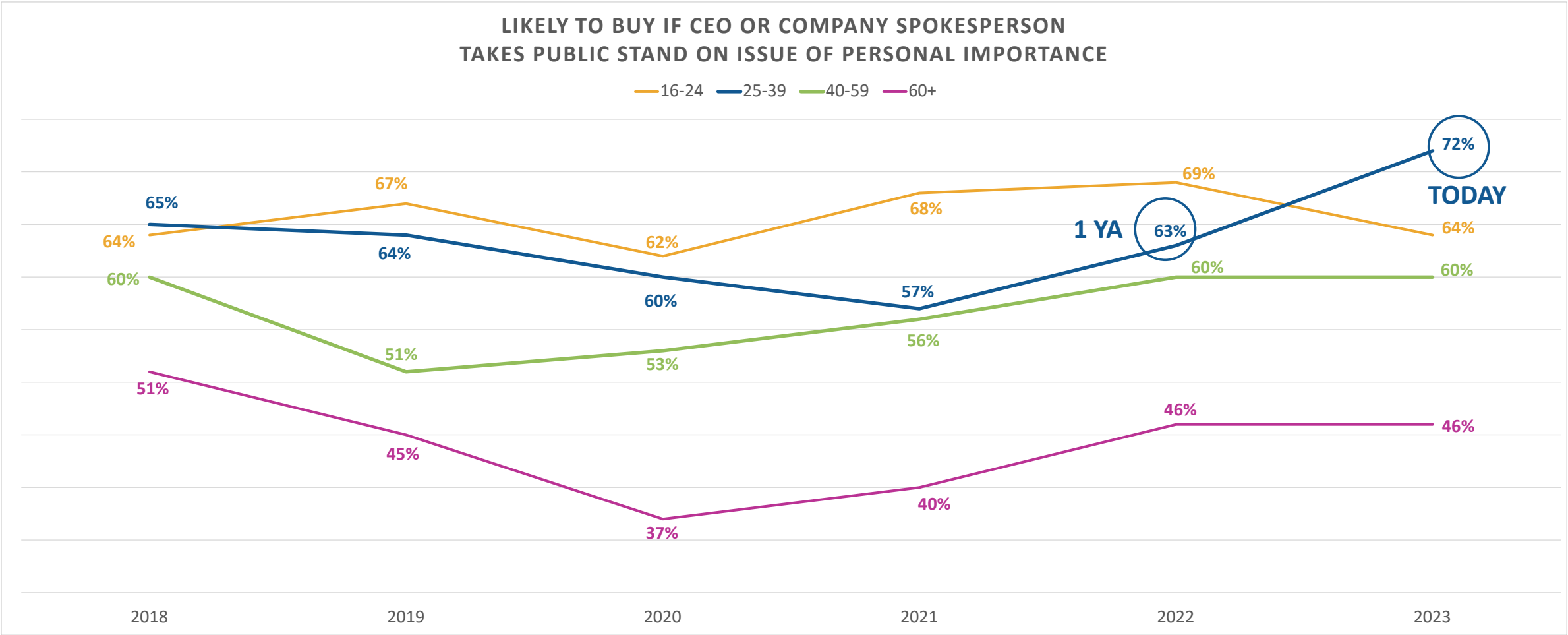


Companies & Social Issues

Who is most likely to boycott/buy and what social issues motivate them?

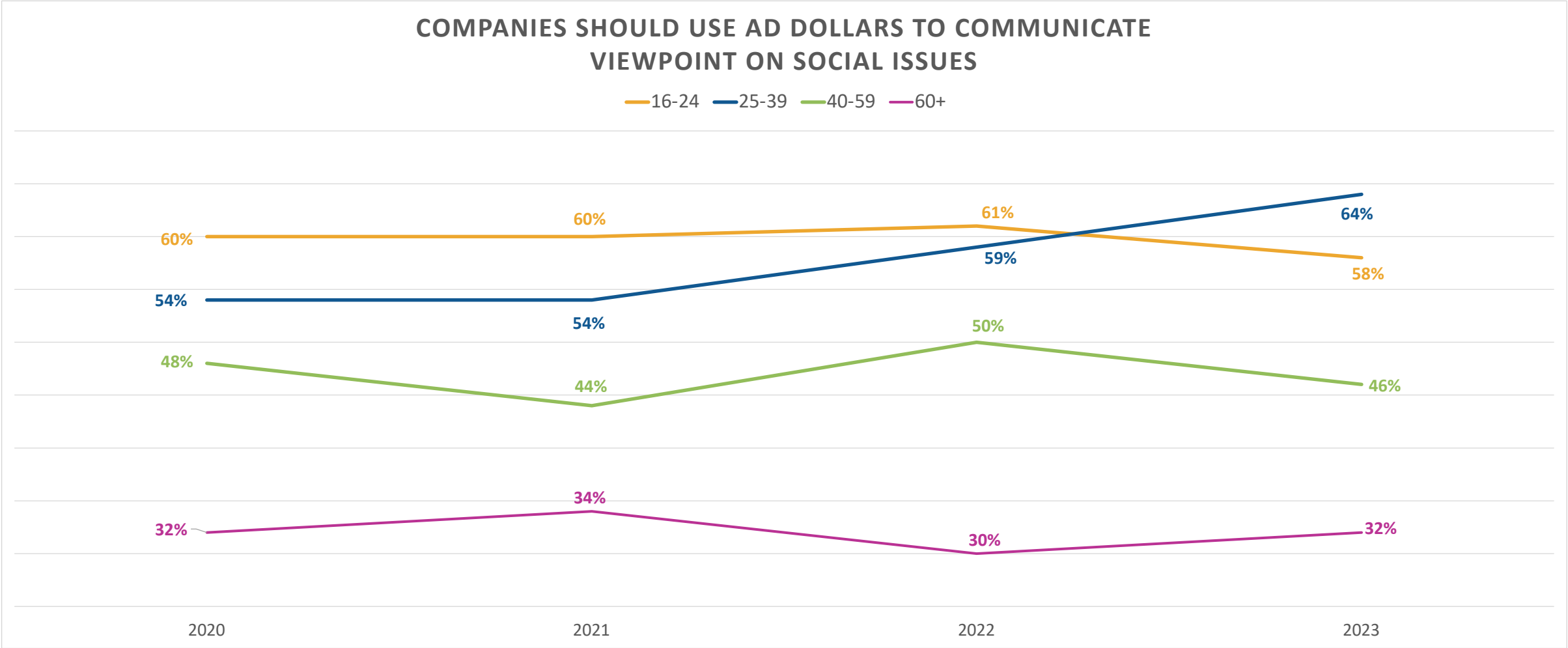
Consumer Insights | Research
EthniFacts Compiled Insights

Millennials are now more likely to buy based on social issues, surpassing Gen Z. Gen Z is the only age group to have decreased in this ideology.



Q50. If a CEO or company spokesperson takes a public stand on an issue that is important to you and that you agree with, how likely will you be to buy their products and services? (“Extremely Likely” & “Somewhat Likely”)

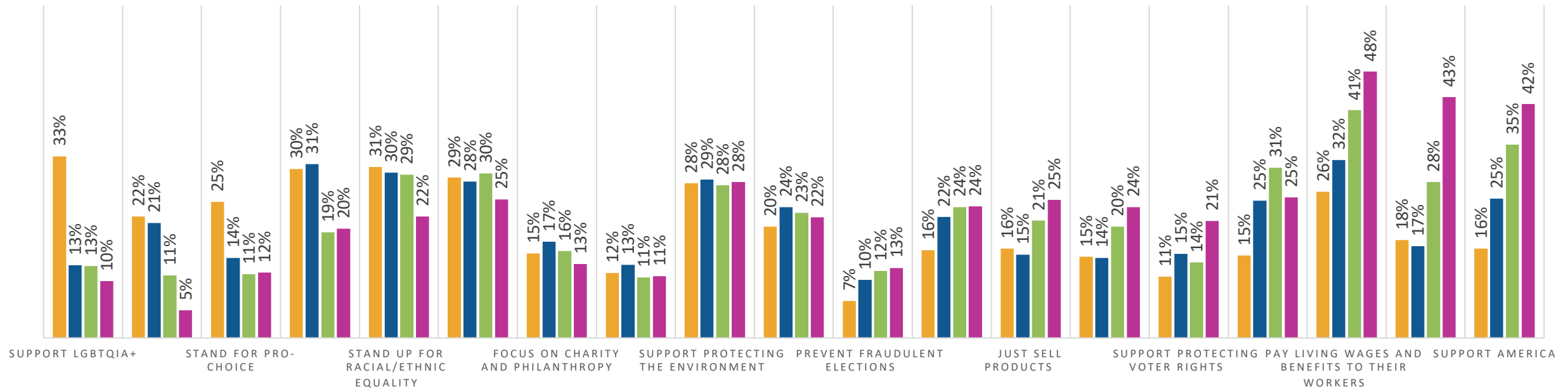
Millennials now want to see companies use their ad dollars on social issues more than Gen Z. Less than half of Gen X cares about this in 2023.



Millennials feel most strongly about equality for women/racial minorities and protecting the environment. Gen Z wants to see companies support LGBTQIA+ rights, BLM, and pro-choice the most. Companies can appeal to all generations by protecting the environment and unifying Americans.

TOP SOCIAL ISSUES THAT MOTIVATE BUYING – YOUNGER VS OLDER

Gen Z Millennial Gen X Boomer



Gen Z and Boomers feel less positively about brands. In general, Millennials admire most liked brands more than other generations.

TOP BRANDS ADMIRED FOR SUPPORTING PERSONAL VALUES & IDEALS BY GENERATION

