A Time FOR Action

<https://www.conecomm.com/research-blog/cone-gen-z-purpose-study>

Gen Zers are tired of how negative and divided our country has become. They believe positivity is the go-forward strategy and are near-unanimous in their belief that we need to come together to make progress. They are looking to Purpose-driven companies to be partners in that progress and stand ready to take action. This is a generation that feels empowered to change the world for the better. **Are you ready to join them?**

**Key Findings Include:**

* **Tired of the Negative Dialogue:** 90% of Gen Z are tired of how negative and divided our country has become and 94% believe our country needs to come together to make progress on important issues.
* **Inspired for Action:** 86% say events like the Stoneman Douglas High School shooting have made them care more about issues affecting them and 87% percent are inspired when their peers like Emma Gonzalez and Greta Thunberg take stands on issues.
* **Holding Companies Accountable:** 90% believe companies must act to help social and environmental issues and 75% will do research to see if a company is being honest when it takes a stand on issues.
* **Impact through Social Media:** 80% feel they can have an impact on issues by using social media, so much so that 64% believe supporting issues online is more effective at making a difference than doing something in their communities.
* Gen Z says the environment (26%) is the top issue they want companies to address in 2019, moving to the top of the list over poverty and hunger, the priority issue in 2017. [Porter Novelli/Cone 2019 Gen Z Purpose Study](https://www.conecomm.com/research-blog/cone-gen-z-purpose-study)
* 2019 PORTER NOVELLI/CONE GEN Z
* PURPOSE STUDY

## Economic Impact of Purpose

Brands with a high sense of purpose have experienced a brand valuation increase of 175% over the past 12 years, compared to the median growth rate of 86% and the 70% growth rate for brands with a low sense of purpose. [Kantar Consulting’s new Purpose 2020 report.](https://www.marketingdive.com/news/study-brands-with-a-purpose-grow-2x-faster-than-others/521693/)

## Politics and Brand Activism

46% of all consumers believe that brands have better ideas for solving our country’s problems than government. [Edelman’s Earned Brand 2018](https://www.edelman.com/earned-brand?utm_source=media_exclusive&utm_campaign=2018_edelman_earned_brand)

82% of tech professionals have a favorable opinion of CEO activists and 80% agree that CEOs need to speak out when their company’s values are threatened. [Weber Shandwick CEO Activism in 2018: The Tech Effect](http://webershandwick.co.uk/wp-content/uploads/2018/09/CEO-Activism-2018_Tech-Effect_8.21_BE_FINAL.pdf)

The believability of a business’ analysis of an important social issue (46%) is nearly on par with that of a major news organization (54%). [2018 Edelman Trust Barometer](http://cms.edelman.com/sites/default/files/2018-01/2018_Edelman_Trust_Barometer_Global_Report_Jan.PDF)

Consumers say brands are most credible when an issue directly impacts their customers (47%), employees (40%) and business operations (31%). [*Sprout Social’s ‘Championing Change in the Age of Social Media’ 2018*](https://sproutsocial.com/insights/data/championing-change-in-the-age-of-social-media/)

## Millennials/Gen Z

1 in 4 always/often buy a product or service ‘based solely because you believe that brand’s values and you want to support them’ and 67% do this at least some of the time. [2018 Survey of Young People and Social Change](https://blog.tmistrategy.org/dollars-change-young-people-tap-brands-as-agents-of-social-change-2612b717e5f7)

Nearly 50% of respondents say it’s important for a company or brand to have social change initiatives that consumers can be a part of. [2018 Survey of Young People and Social Change](https://blog.tmistrategy.org/dollars-change-young-people-tap-brands-as-agents-of-social-change-2612b717e5f7)

Only 34% of respondents feel that their purchases ‘make an impact when the brand supports a cause I believe in.’ [2018 Survey of Young People and Social Change](https://blog.tmistrategy.org/dollars-change-young-people-tap-brands-as-agents-of-social-change-2612b717e5f7)

78% of those aged 18-24 are willing to spend more on a product or service that is more ethical than a cheaper option. [Critical Mix’s](https://www.mediapost.com/publications/article/316225/spotlight-on-csr-millennials-more-prone-to-punish.html)[Spotlight on CSR](https://www.mediapost.com/publications/article/316225/spotlight-on-csr-millennials-more-prone-to-punish.html)