

# Across generations, US adults prefer brands that reflect their social values

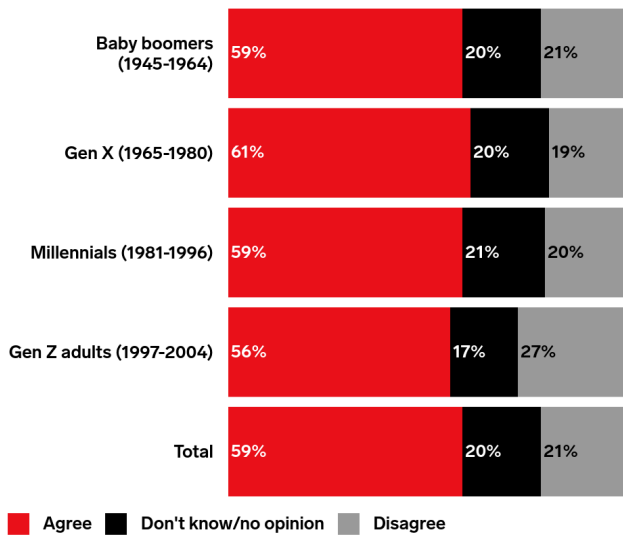
Article

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In the US, 56% of Gen Z adults prefer to buy from companies that reflect their social values, according to Morning Consult. Gen Z's figure is slightly lower than those of other generations, with Gen X at 61% and baby boomers and millennials at 59% each.

## US Adults Who Prefer to Buy From Companies That Reflect Their Social Values, by Generation, Dec 2022

% of respondents in each group



Note: numbers may not add up to 100% due to rounding

Source: Morning Consult as cited in company blog, Jan 9, 2023

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eMarketer | InsiderIntelligence.com

**Beyond the chart:** What varies more is which social values each generation prioritizes. Boomers and Gen Xers are more likely to stick with brands that support the US military, per the same study. Gen Z cares less than older generations about companies' geopolitical problems and more about their supporting the Black Lives Matter movement and advocating for abortion access.

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*Methodology: Data is from a January 2023 Morning Consult data release. 3,013 US adults ages 18+ were surveyed online during October 26-December 25, 2022. The survey has an unweighted margin of error of +/-2 percentage points.*