

# Gen Z and Corporate Social Responsibility



## White Paper

Based on recently collected quantitative research, we present introductory research findings on Gen Z and how they feel about Corporate Social Responsibility initiatives.

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# Survey Intro

## The Research Question and Preliminary Results

In the Fall 2021, one of our Market Research student groups conducted research on the hypothesis that companies must have a consistent policy and practice of Corporate Social Responsibility (CSR). Their goal was to conduct a survey asking members of Gen Z how their understanding of CSR impacted their employment prospects.

### Demographics

They collected 94 survey responses from people with an average age of 21 years old. 48% of their respondents were female and 52% male, while 34% were third year students in college.

### Preliminary Results

The survey results showed the majority of Gen Z workers expect their employers to have robust and active CSR programs. Our White Paper on Financial Stability and Gen Z made the argument that this generation is more concerned with having goals outside of career advancement. This paper will explore some of the key values that Gen Z carry with them to the workplace, and how they expect employers to support those values.



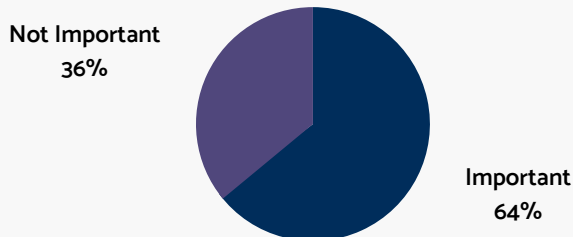
# Skeptical Consumers

## 🗨 Children of The Great Recession

Most of the data returned in our survey supported the initial hypothesis. To understand why Gen Z values authentic CSR, we have to consider that they were raised during The Great Recession. The impact of the recession has made them skeptical of "how businesses and brands interact with and influence society."

Our survey found that a majority of Gen Z workers consider CSR important when they're looking for jobs.

**76% say a company's reputation is important**



Furthermore, because this generation are adept at operating social media platforms, they are quick to hold businesses accountable for their actions and policies. They do not hesitate to do the research and find any relevant social proof related to their potential employers.



# Gen Z Values

## What They Want to See From Employers

Let's take a closer look at the key findings from our survey. These findings give us a sense of the key values that Gen Z are looking for from future employers.

**59%**

**respondents say they look for companies with similar morals and values**

**48%**

**think companies should release statements on social issues**

**62%**

**look for companies that align with their charitable passions**

**50%**

**look for companies that value environmentalism**

**72%**

**look for companies that place a high value on gender equity**

## Further Analysis

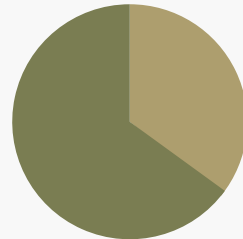
Though these results are just a snapshot of the larger Gen Z population, they do give us a lot of helpful information on what Gen Z values and how it impacts their job searches. Almost all research on Gen Z and CSR makes the argument that they believe CSR has to go beyond charity and tidy mission statements. They expect companies to put both money and meaningful action behind their CSR policies. This value is reflected not only in who they want to work for, but what they want to do - make a real difference.

# Tangible Impact

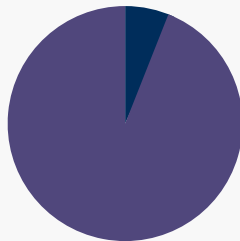
A recent [Forbes article](#) claims that for Gen Z, "a paycheck is important, but purpose is key. Gen-Zers are seeking purpose in their work at a much higher rate than previous generations, for whom pay was almost always the most important consideration."

This means that when Gen Z are considering their future job prospects:

**65% of Gen Z**  
want to personally create something  
world-changing



Our survey found that 48% of Gen Z expect businesses to release statements on social issues, i.e. Black Lives Matter, LGBTQ+ rights, and climate change. This generation feels a strong sense of right and wrong, and believe brands should speak out "because it's the right thing to do."



**94% Gen Z respondents**  
want to work for companies that value a  
balance between work and home life

A recent [Zenefits article](#) found that not only do Gen Z workers expect the businesses and brands they work for to invest in CSR, they expect that they will "turn their socially responsible ethos inward as well - especially when it comes to how they treat their workers." Our survey results support this contention, as 94% of respondents said they expect their future employers to value a work and home life balance.

# Findings

What does this mean about our understanding of this rising generation and their perspective on Corporate Social Responsibility?

Here is what we've learned:

- Our survey data showed that the majority of Gen Z care about a company's reputation and place a high value on CSR.
- The survey also gathered significant data on the top values of Gen Z workers - with a focus on social issues, gender equity, and environmentalism.
- Gen Z want to make a difference at work. Our survey found that while they value a balance between home and work life, they also want to make a positive contribution to society through their jobs.

# Applications

What does it all mean?

Every research project tells a story, and here's how this story can help you better understand this rising generation in the workforce:

- The more we learn about Gen Z, the more we hear how they look for employers who have clear and findable values. Is your company mission and value statement available in searches? Is it reflective of your company culture?
- In a 2022 survey, 69% of Gen Z were planning on how to minimize their carbon footprint. What is your commitment to green innovation or climate change action?

# How can we help?

This White Paper only scratched the surface of our understanding of Gen Z and how they impact multigenerational workplaces.

If we can help you or your organization reach a fuller understanding of generations, please reach out via the contact information below, or scan the QR code to book a call with us or learn more about the trainings we offer!



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BOOK A CALL



Our Trainings