

GEN Z IS GOING GREEN

93% of Gen Z multicultural consumers are concerned about the environment

THE MEDIA SHOULD CARE TOO

- 91% of consumers think it is important for companies to care about environmental issues.
- 86% want media brands/content creators to cover environmental topics and sustainability .
- There is an opportunity to educate Gen Z consumers – currently 60% reuse items, 54% recycle, 37% shop second hand, and 18% upcycle.
- Gen Z shows high interest in learning about upcycling, particularly for DIY ideas and wearable fashion.

