

# Sustainability segmentation

## Youth

Growing up with the climate change challenge: will Gen Z be the vanguard of a sustainability revolution or will an ever-increasing set of life challenges distract them from sustainability goals?



We've identified seven consumer segments based on their awareness, knowledge, ability to care and behaviours in order to understand how intentions and actions towards sustainability vary.

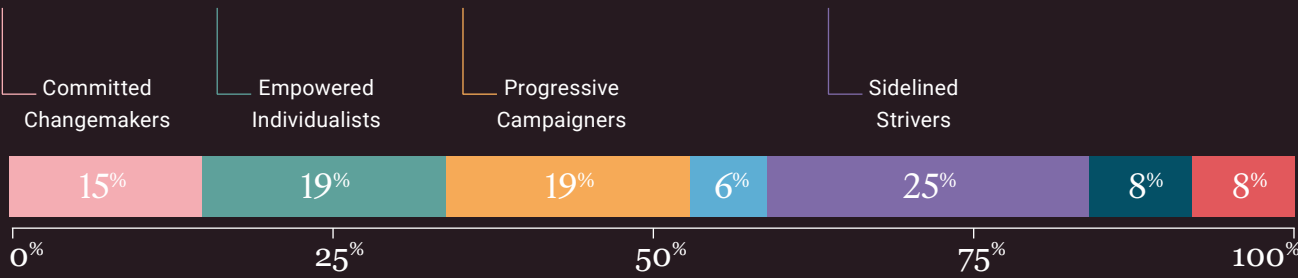
## Where does Gen Z stand on sustainability and why should brands take note?



### Strong sustainability intentions but limited actions

More than half (53%) of 18-24 year olds sit within the 3 segments with the **highest intention** to behave more sustainably, although their actions don't yet match their enthusiasm.

**1 in 4 identify as Sidelined Strivers.** They feel excluded and disillusioned, and have **taken little action** on sustainability so far.

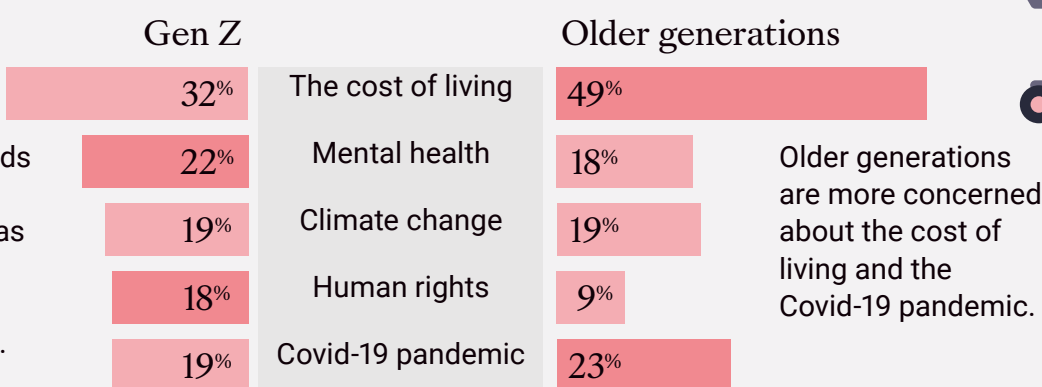


## Gen Z are more optimistic than other generations that society is moving in the right direction

Despite their more positive outlook, Gen Z aren't blind to the challenges facing their country.

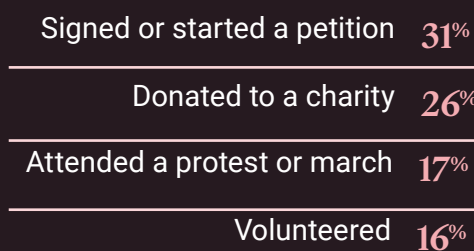


More 18-24 year olds see mental health and human rights as important current issues, than their elder counterparts.



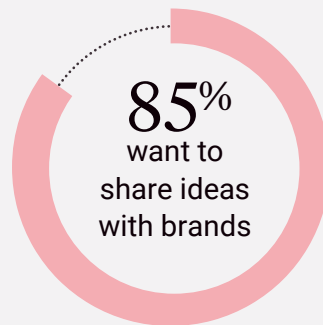
## Well informed and making a stand

Gen Z are well informed about the scale of the challenge ahead of them. In addition to reading books, watching documentaries or listening to podcasts about sustainability, **Gen Z are most likely to have done the following in support of sustainable issues...**



## A quarter of Gen Z want to live more sustainably ...but aren't sure how to

One way to bridge the knowledge gap is for companies to improve access to their sustainable products and services. **However, Gen Z won't tolerate tick-box practices.**



More than 8 in 10 young people want to share ideas and experiences with brands to develop better ethical solutions.



## So what can brands do?

### Avoid greenwashing

Brands' initiatives must be credible and genuinely well-intentioned, otherwise Gen Z will likely dismiss them.

### Ensure value is a priority.

While some may be willing to pay a premium, long-term progress will only come through greater access to sustainable offerings.

### Collaborate!

Brands must collaborate with young people on sustainability to create change.

Savanta is helping brands understand consumer actions and attitudes to sustainability through a robust multi-market study to identify and understand seven consumer segments, placing a particular focus on how sustainably people say they behave day-to-day versus what they actually do.

This report is based on the findings of a survey of 12,016 adults aged 18+ in the United Kingdom (5,005), United States (5,006) and Canada (2,005). Data are weighted to be representative of age, gender, region and social grade (UK) or income/education (US and Canada).