

FIGHT TODAY  
FOR A BETTER  
TOMORROW!

# Generation Zealous

REPORT

A Revolt report on what's next  
for Gen Z.



# Introduction

The media often portrays the world as ever so frightening, shaping a world view that our future will get continuously bleaker. While the facts the media shares about the world today may be true, does its pessimistic narrative reflect how today's young people - who will live that future - feel about it?

Using the Attest research tool, we conducted original research amongst 500 members of Gen Z across the UK and US asking their opinion on the 5 key trends the media portrays as cause for concern, and discovered their perspective looks much more "brightside" than the "frightside". In addition to the findings you'll read in this report, we also asked our audience which brands currently understand their mindset best - unsurprisingly the most common answers were leaders in tech - Apple, Google, YouTube and TikTok - but also persistently popular clothing brands that speak to their values, Nike and adidas. These answers were startlingly consistent across the UK and US.

Here's how your brand or business can tap into that optimism.

a generation  
**A GENERATION**  
lost  
**THAT FOUND**  
to covid  
**ITS CALLING**

Fright Side

# A generation lost to covid

“I’m stuck in limbo: will the Covid generation  
of young people face long-term fallout?”

THE GUARDIAN [↗](#)

“There has been a huge awakening for us. It’s a  
tsunami. My generation have realised that we live  
in this one world together and we have to create  
the changes that we want to see for ourselves.”

Oliwia Charowska, 16

**GENERATION Z AND THE COVID PANDEMIC.**

THE GUARDIAN [↗](#)

# A GENERATION THAT FOUND ITS CALLING

BRIGHT SIDE

# Gen Z have been left with no networks, no hope, no opportunity

The pandemic has put the brakes on their prospects, hitting their short term wellness and long term hopes.

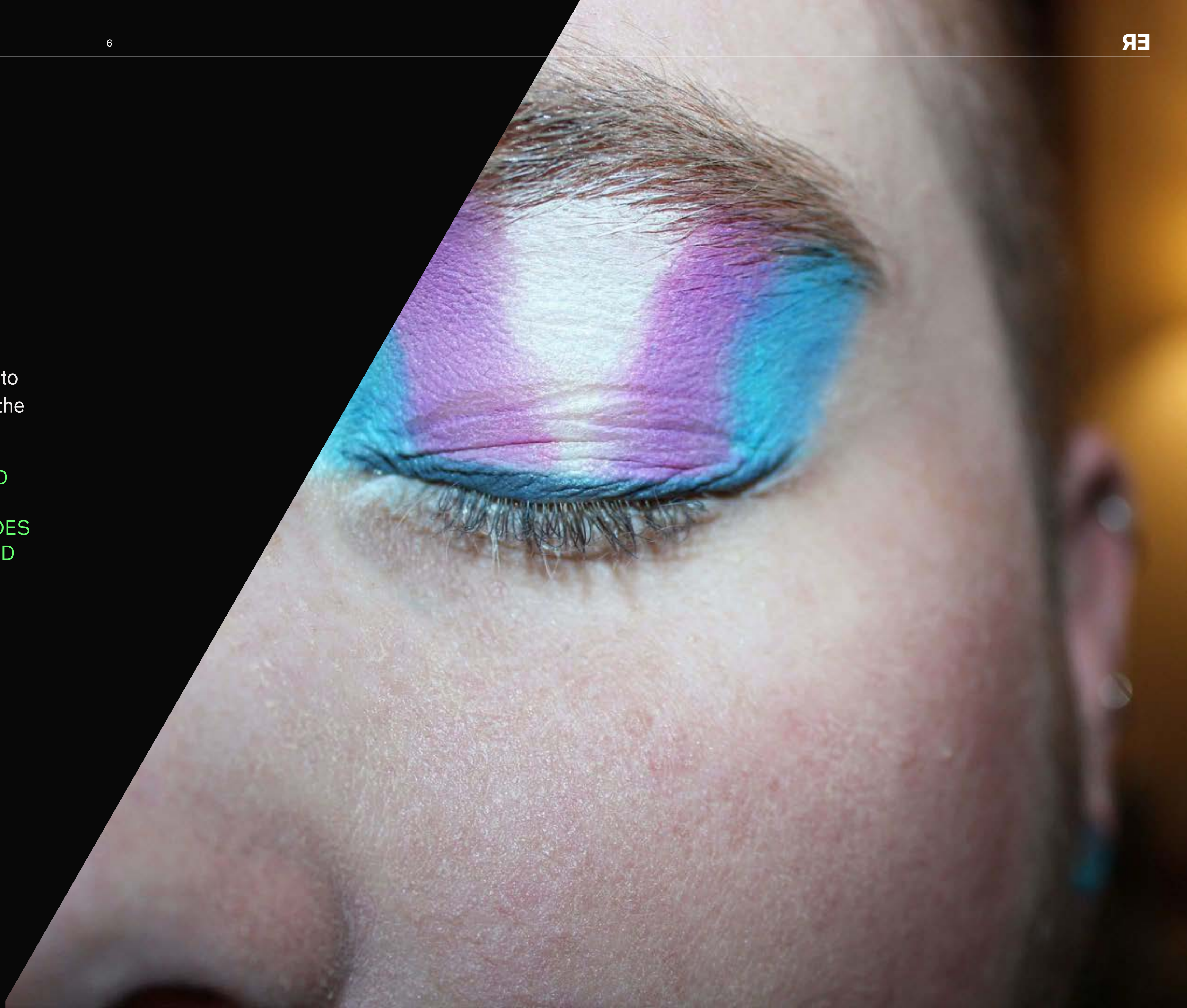
Gen Z are the generation that in losing their freedoms found their calling, and took up the mantle against the injustices that the pandemic exposed.

## Gen Z lost their freedoms but found their calling, to reset the world for the better



Gen Z were already steadfast in their commitment to radical change - in society, for the environment, in the very way they engage and interact with each other.

HAS COVID-19 FORCED THE REST OF THE WORLD TO CATCH UP TO GEN Z'S VIEW OF THE WORLD, AND ACCELERATED THE CHANGES - TO ATTITUDES AROUND SOCIAL JUSTICE, CLIMATE CHANGE AND THE WORLD OF WORK - THEY WANTED TO SEE, PUTTING GEN Z FIRMLY IN THE DRIVING SEAT?





## THE POLITICAL HAS BECOME TRULY PERSONAL

In a Gallup poll, four out of five (79%) young people say “the coronavirus pandemic has helped them realize how much political leaders’ decisions impact their lives”. Three in five say “they are part of a movement that will vote to express its views”.

## 80% BELIEVE THE PANDEMIC HAS INSPIRED THEIR GENERATION TO DEMAND MORE FROM INSTITUTIONS

REVOLT 



As a result of these changing attitudes, young people are having conversations with their families and finding ways to get politically active. They’re donating funds to campaigns, volunteering their time to raise awareness around voting and creating social campaigns to try to influence other people to vote and register to vote.

The youth-led climate change has become dominant online. Every Friday, young people lead a digital #ClimateStrike to raise awareness of important legislative initiatives and create tangible ways for individuals to get involved in the fight against climate change.

Young people are pivoting their strategies and applying them to a digital space. We know when the streets are safe again, they will continue their activism by marching to raise awareness both on the streets and digitally.



## THE WORK REVOLUTION

Covid has forced everyone to reappraise the notion of work, but this revolution is no surprise to Gen Z, but rather speaks to their values. To an even greater extent than last year, this generation wants to create something innovative or world-changing. More Gen Z men and women expect to be entrepreneurs running their own companies — up from 46% in 2019 to 53% in 2020.

Working remotely also fits with a future that Gen Z see as necessarily and positively dominated by tech: 80% want to work with cutting edge tech in their

future careers, 91% say the technology offering by an employer would be a factor in choosing amongst similar job offers, and 80% believe technology and automation will create a more equitable work environment.

DELL TECHNOLOGIES [↗](#)

## 87% BELIEVE EVERY BUSINESS SHOULD RE-EVALUATE ITS WAYS OF WORKING IN LIGHT OF THE PANDEMIC

REVOLT



## KEEPING GOOD COVID HABITS

Gen Z's adaptability is serving it well during the COVID-19 pandemic, spurring new ways of connecting and fresh interests. Many of these changes are likely to be lasting. Globally, Gen Zers are more likely than others to say they see themselves sticking with many of the activities that started surging during the pandemic — from using online learning platforms to dedicating more time to pastimes.

Kindness has been contagious for Gen Z during Covid: across Facebook and Instagram, we've watched people of all ages around the world raise over USD 100 million for COVID-19-related fundraisers since January 2020, but Gen Zers surveyed globally were more likely than other generations to have made their first charitable donation since the pandemic began.





# 3 QUESTIONS TO ASK

## AS AN EMPLOYER

How can you continue the work revolution forced by the pandemic to nurture the independence and entrepreneurialism exhibited by Gen Z, allowing them to innovate and experiment? How can you apply this to older generations amongst your employees?

## AS A BRAND

Gen Z are powering onwards and upwards with or without you. So how are you supporting their ambition for this moment to represent a reset, and demonstrate that not only are you not part of the problem, but can be part of the solution?

## AS SOMEONE WITH INFLUENCE

Every member of this generation now believes that they can be a person of influence, whether that is on a personal level, in their community, or further afield.

SO HOW MIGHT YOU HELP TO  
LEAD THE CHARGE AND USE YOUR  
INFLUENCE TO MAKE AN IMPACT ON  
THE MATTERS THEY CARE ABOUT?



overly  
**RADICALLY**  
sensitive  
**EMPATHETIC**



Fright Side

# Overly sensitive

What would D-Day heroes make of today's snowflake generation?

THE TELEGRAPH [↗](#)

'If my boss sends me, 'Oh, I've just seen your TikTok, for the clients, would you mind not posting about it?' I'd literally be like, 'No...' It would be like someone expressing their love for the LGBTQ community and your boss telling you, 'Can you please not talk about that, because I don't think it's appropriate?' It is appropriate, because it is a fact of life."

Max Seldom

TIKTOKER WHO POSTS ABOUT MENTAL HEALTH

# RADICALLY EMPATHETIC

BRIGHT SIDE



# Young people are perceived as less resilient than the generations before them

They are often presented as having an unrealistic expectation of fairness that keeps them in an almost paralysing state of sensitivity towards the realities of life - an attitude which gets them, and society, nowhere.

With unprecedented and ever expanding access to information, younger people have been given a lens into the experience and feelings of those previously on the sidelines of society.

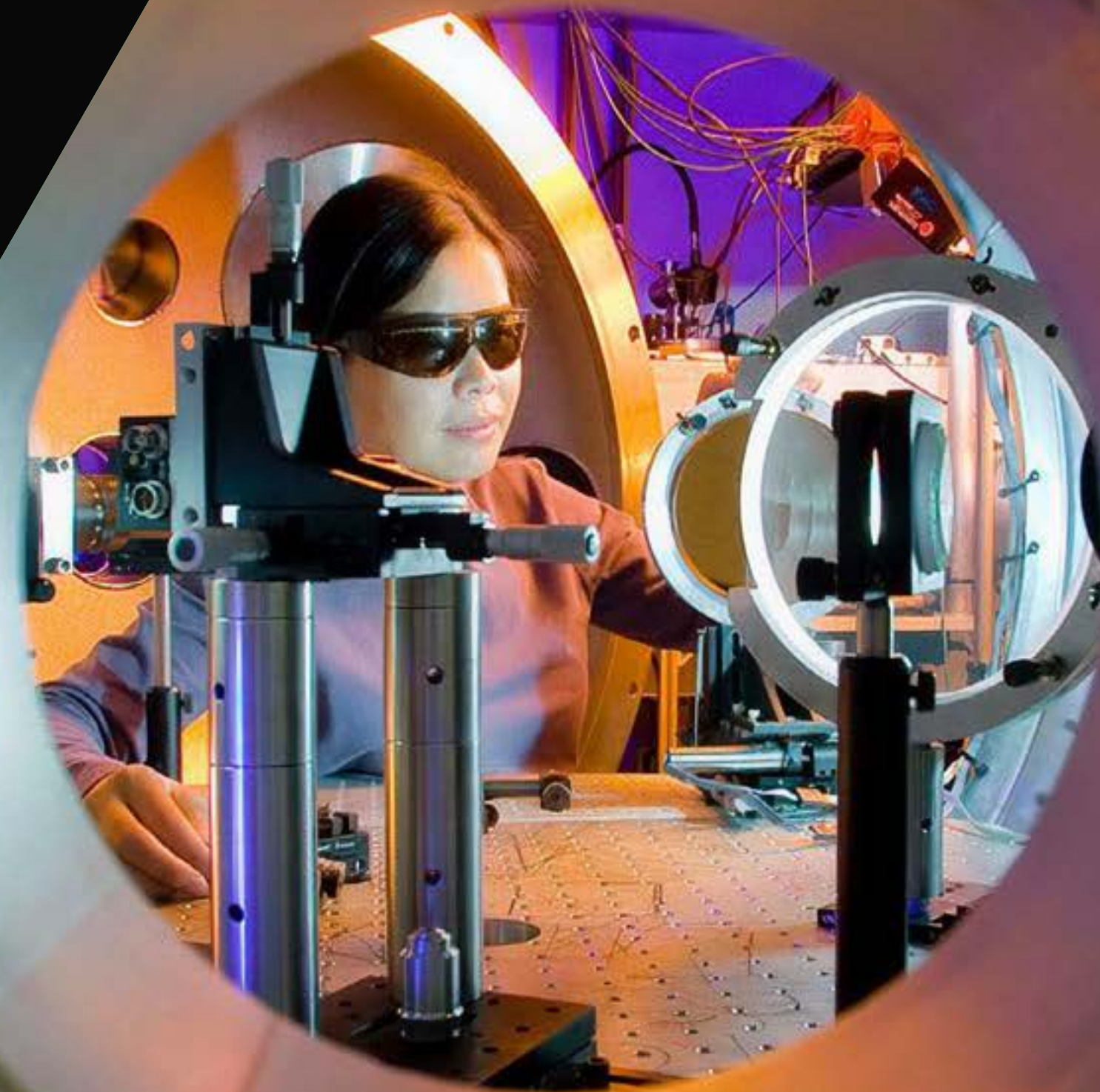
## Gen Z and Millennials use their radical empathy as a powerful tool to drive fairness and progress



As the evolution of humanity's moral circle continues to expand to include those who were once deemed secondary citizens, radical empathy is pushing the boundaries of who, or what, deserves rights.

Will this expand humanity's moral circle beyond all humans and animals, to natural resources, places, robots and beyond?

WILL THIS REPLACE THE INGRAINED BIAS FOR RATIONAL DECISION-MAKING WITH A FEELINGS-FIRST APPROACH TO SOLVING THE WORLD'S COMPLEX PROBLEMS?





## EMPATHY IS CHANGING INDUSTRIES

Gen Z's environmental awareness and ethical driven craving for plant based is reshaping the food industry for ever as veganism skyrockets in popularity among the European youth. A quarter of 18-24 year olds reporting that they've become vegan over the last year, and 35% stating that they're actively seeking out a "vegan partner" for dating.

APPLE [🔗](#)

## 84% AGREE THAT ANIMALS AND NATURAL RESOURCES SHOULD BE PROTECTED IN THE SAME WAY HUMANS ARE

REVOLT



## EMPATHY IS CHANGING INDUSTRIES

Millenials and Gen Z are drawn to media and art expands their empathy more than any other generation, 'It's a Sin', a series about the 1980s AIDS epidemic was Channel 4's best-performing drama among young people (those aged 16-34) in three years.

Celebrities are loved for their vulnerability first and foremost - named by Vogue as Gen Z's most 'influential advocate for socio psychological responsibility' singer Billie Eilish's artistic vulnerability and unapologetic, raw authenticity is defining a new celebrity category for youth and older people alike, one which has been contrasted with the 'girl next door' image maintenance ring fencing millennial poster girls, such as Taylor swift.

## COMPASSION IS A STATUS SYMBOL

In early 2018 WSGN found that Gen Z were split between 'Gen Me', the dominant force, driven by status and style, and 'Gen We', a niche group influenced by activism - but now most Gen Zers straddle the line between Me and We, as sensitivity and compassion have become new markers of cool universally.

Across the board, Gen Z have more compassion and understanding for those who challenge traditional structure of gender, as we see almost 60% of Gen Z believe forms that ask about gender should include options besides "man" or "woman, comparing to half of Millennials and just over 30% of Baby Boomers. When it came to US Republican's POV the number jumped from 17% for baby boomers to 40% for Gen Z.

WGSN [🔗](#) WEFORUM [🔗](#)



## RADICAL EMPATHY IS LOUD AND PROUD

The topic of mental health online has recently transitioned from being stigmatised to common place as they use the creativity and language of social media to weave the topic into their day to day content. This freedom to express their struggles is seen as a right by millennials and Gen Z, and many would defy employers who try to silence them.

[VICE](#) [BBC](#)

## 85% BELIEVE BUSINESSES SHOULD CARE FOR EMPLOYEES MENTAL WELLBEING OVER THEIR PRODUCTIVITY

[REVOLT](#)



Whilst sensitivity is traditionally associated with quiet introspection, the new empathy is about public expression. Rather than just “cancelling” people who are perceived to be wrong, radical empathy also has the power to seek justice for those deemed in need, such as the “Justice for Mia” Tiktok campaign which saw Gen Z ‘stan’ ex porn star Mia Khalifa and demand all derogatory and abuse content to be removed from the internet.

Where previous generations learnt to keep their ‘emotional outbursts’ in private, Gen Z know there is great power in publicly sharing their thoughts and

feelings about what they see as unjust. Increasingly we’re seeing this generation use their voices to lift the lid on previously private topics, such as disagreements with their parents and unfair treatment in the workplace, and as we’ve seen with the recent leaked Goldman Sachs satisfaction survey, Gen Z’s modern day whistle blowing creates genuine real world impact.

[BUZZFEEDNEWS](#) [VOX](#) [FORBES](#)

## 75% EXPECT BRANDS TO SHOW THE SAME LEVEL OF EMPATHY THEY DO

[REVOLT](#)



# 3 QUESTIONS TO ASK

## AS AN EMPLOYER

Western leadership styles created a hierarchical, cut throat environment in the workplace in which leading with emotion is often seen as a weakness, which risks productivity and profit. The new radically empathetic mindset is calling for work to be lead with an open minded, empathy first approach - are you ready to join the next workforce into a new era of business?

## AS A BRAND

With ever more awareness of what makes a brand - from the supply chain, to the materials used in products, to the inclusiveness of adverts - the curtain is being lifted on the injustice that often exist behind a brands logo. To resonate with younger generations how can you take an air of radical sensitivity towards every corner of your brand and find ways to connect people with these features?

## AS SOMEONE WITH INFLUENCE

Even for purpose inspired brands, the minimal standard of what is deemed fair and just is often seen as enough, but rather than following the status quo ...

HOW CAN YOU PLUG INTO RADICAL SENSITIVITY  
AND TAKE YOUR OWN ROLE IN FACILITATING OR  
ACCELERATING THE EXPANSION OF SOCIETIES  
MORAL SPHERE - FURTHER INFLUENCING  
WHO OR WHAT DESERVES TO BE IN IT?

ignoring the  
**CHANGING THE**  
world through  
**WORLD FROM**  
our phones  
**OUR PHONES**



Fright Side

# Ignoring the world through our phones

“Generation Z interact more through their phones and apps than in real life.”

THE INDEPENDENT 

“We’ve become the first limitless generation, a generation who no longer needs to create a full strategy in order to reach and influence thousands of people, we just create a tweet. Think of the power this holds.”

Harry Beard, 18

TED SPEAKER AND ENTRPENUER

URL TO IRL: HOW GEN Z ARE USING TECHNOLOGY TO CHANGE THE WORLD

ELECTRONIC BEATS 

# CHANGING THE WORLD FROM OUR PHONES

BRIGHT SIDE

# We are ignoring the world through our phones

No matter your perspective, we are all watching life unfold through our phones. Spending more time on the apps built to hold their attention than any other generation before them. Heads down. Headphones in. And to what cost? Older generations feel this “unhealthy addiction” means we’re missing out on life; ignoring what’s in front; disconnected from the world around us - a perspective that, at times, is difficult to dispute.

As the first truly digital native generation, Gen Z are navigating the world through a whole different lens. Communicating and creating with more speed and creativity than the historic world could imagine. And as they ‘watch’ the world unfold through their phones, they’re putting their unique skills into purposeful action - skills that older generations are learning from the young. Changing the world through activism and expression - blocking and exposing the wrongs, whilst creating the movements essential to making things right.

## We are using our phones to create movements that set the world to rights



The benefits of digital activism are being brought to life by Gen Z and millennials, but our ageing society is unwavering in its screen-phobic scepticism, and continues to bemoan the time “young people” spend on their phones as a bad thing for humankind. However, many of the biggest threats to a stable society currently are digital - cyber attacks, fake news, hacks and scams.

WILL WE LEARN TO EMBRACE THE POSSIBILITY THAT WE CAN SOLVE SOME OF THE BIGGEST THREATS TO SOCIETY WITH OUR INCREASINGLY IN-BUILT UNDERSTANDING OF THE DIGITAL WORLD?





## GLOBAL CONNECTIONS DRIVE CHANGE

For a generation influenced by everyday, outspoken activists like Greta Thunberg, mobile phones have truly become their microphone. A chance to share their thoughts on environmental, political or charitable causes and spread messages of purpose and positivity, in the hope of creating change. In fact, TikTok is now seen as “an information and organizing hub for Gen Z activists and politically-minded young people”.

ADOBE [🔗](#) MEDIUM [🔗](#)

Born from the support that digital has offered them personally, Gen Z are leveraging the capabilities of

digital to share that support more widely. Building communities and creating acceptance in corners of the world that would otherwise be set aside - #GlobalPrideCrossing creating a safe space for global LGBTQ+ advocates and Griptok bringing teenage girls together to talk about unspoken issues of intimate care.

SEONEWSMEDIA [🔗](#) VICE [🔗](#)

## 68% BELIEVE THEIR PHONE IS THE BEST TOOL FOR ACTIVISM THEY HAVE

REVOLT



## CREATION AND INNOVATION ARE THE NORM

Gen Z are creators by nature. 82% in the UK stating creation as the thing their generation will be known for. And, as this behaviour intertwines with their increasing social and environmental sensibilities, creativity comes to life in new and purposeful forms - an example of which seen in Lannan Eacott (also known as LazarBeam) who raised climate change awareness amongst his 17 million followers through a game designed in Fortnite called the Climate Challenge.

APPLE [🔗](#) BLOOMBERG [🔗](#)

In the same way they are creating digital ideas from scratch, Gen Z are also hacking existing platforms and repurposing them for new agendas. YouTube personality Zoe Amira managed to turn her ad-heavy content into emergency revenue for Black Lives Matter, amassing 9.3 million views and sparking a 'Support BLM' playlist of other influencer generated content to generate further cash for the cause.

STYLUS [🔗](#)





### PHONES ARE AN EXTENSION OF THE SELF

Gen Z's ability to see phones as a force for good stems from their (often unexplored) positive relationship with them. 81% of them saying that technology - specifically the internet and mobile phones - has helped them in all areas of their life. They are seen as an "extension of themselves"; not something to shy away from, but instead embrace.

NOMINET  FORBES 

### 82% BELIEVE THEIR GENERATION IS MORE TECH SAVVY THAN MOST BRANDS

REVOLT

### 69% SEE THEIR PHONE AS AN EXTENSION OF THEMSELVES

REVOLT





# 3 QUESTIONS TO ASK

## AS AN EMPLOYER

As Gen Zers communicational and organisational capabilities come to light through new technologies, employers should look to embrace and empower these to minds, in order to create new solutions. Instead of shying away from the encroaching effects of tech and the young people using them, isn't it time we use their expertise and influence to create a smarter, more cohesive and creative workforce?

## AS A BRAND

To stand out in this new world, brands must embrace the ideas and creative strategies of a generation more able to navigate the future ahead. Campaigners and activists by heart, Gen Zers have the ability to move nations. So whether you're executing a campaign or seeking out new innovation - why not look to Gen Z for some new inspiration? They might just help you change the world.

## AS SOMEONE WITH INFLUENCE

It's time we re-wrote the narrative around this phone-first generation. From one of digital desolation into social progression. Because, where others are silent, Gen Z are not only talking, but creating, mobilising, breaking old norms - changing things for the better.

IT'S A MOVEMENT IN ITSELF. WHERE COULD  
YOU JOIN THEM ON THE JOURNEY?



detached  
**DISTINCT**  
loners  
**TRIBES**

Fright Side

# Detached loners

Generation Z is the loneliest generation, and social media is to blame.

INQUIRER 

“I’ve made most of my closest and most meaningful friendships online”

Reetesh Yelamanchili

VICE 

DISTINCT  
TRIBES

BRIGHT SIDE



# Gen Z are not only the loneliest generation to walk this planet, but the most anxiety-ridden and depressed too

And if we're being honest they've only got themselves to blame. If the generations before them spent all their waking hours fastened to their phones, self-consciously scrolling through other people's lives on social media, rather than out connecting with friends 'IRL', then they'd be just as lonely. We're social primates after all, not social media primates.

For Gen Z, the digital world is a portal to meeting likeminded souls who share their values, passions and pastimes - no matter how niche or peculiar. It's a truly borderless space, mixing cultures, communities and mindsets, that often leaves them feeling more at home in their online tribe than they do with their own family. It's where they come to feel seen, connect and to open up.

Online communities offer real life lines for Gen Zs who would otherwise feel lonely



Gen Z's friendship circle is becoming more and more global and remote in nature, prompting concerns it will erode the value of real life experiences, relationships and geographically-based identities.

But will the physical world in fact begin to mirror the digital one, with millions of distinct tribes congregating together around shared interests, causes and values?

AND COULD THIS CREATE A STRONGER  
SOCIAL GLUE THAN MORE SUPERFICIAL  
IDENTITY MARKERS - THEREBY LEADING TO  
A LESS LONELY AND DIVIDED WORLD?







### MAKING ANY MEDIA INHERENTLY SOCIAL

Gen Z may spend more time on their phones than any generation in history. But when you dig into the data, their use of social media is actually levelling or declining. Instead they're migrating to new online spaces to find connection, which HBR call "digital campfires"

HBR [↗](#)

Gen Z are finding love online in the time of Covid-19 but not always on traditional dating apps. Aside from the obvious DMs, teens have reported meeting new partners on TikTok, Animal Crossing and Glimpse, an app originally created for two minute live video chats, for speed dating -- to quickly meet several new potential love interests in one night.

VICE [↗](#)

### DIGITAL FRIENDSHIPS CAN BE STRONGER THAN IRL

People who have belonged to an online community, such as forums, felt a greater sense of connection. In fact, nearly three quarters (74%) said that belonging to an online community has improved their sense of unity in the world and 77% said it has improved their overall well-being.

PRNEWswire [↗](#)

Gen Zers are radically inclusive and don't distinguish between friends they meet online and friends in the physical world. In fact, 66% believe that communities are created by causes and interests, not by economic backgrounds or educational levels.

MCKINSEY [↗](#)

Another study found that Fortnite helps strengthen friendships, not weaken them. 66% percent also said that they are better friends in real life because of the game.

REACH3INSIGHTS [↗](#)

### 80% FIND IT EASIER TO BE THEMSELVES IN ONLINE SPACES THAN IN REAL LIFE

REVOLT



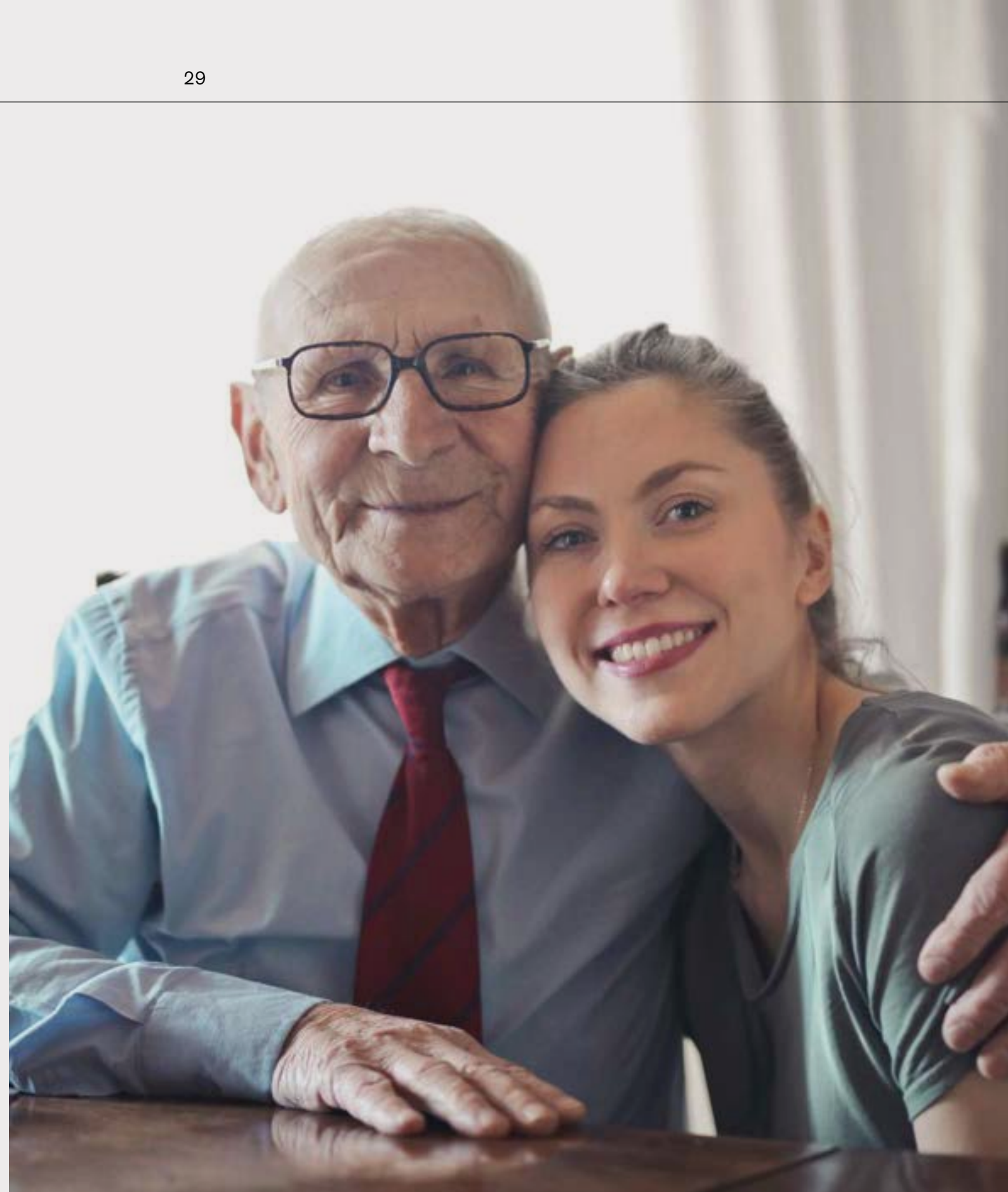
### NEW SOCIAL FORMATS ARE CONTINUALLY EVOLVING

There's been a proliferation of new social apps designed expressly for Gen Z to connect in more authentic ways, whether it's based around interest (Holla and Skout) or face-to-face experiences that replicate real life (Marco Polo and AirTime).

FORBES [🔗](#)

### 83% BELIEVE BRANDS SHOULD HELP THEIR GENERATIONS FIND THEIR COMMUNITIES, ONLINE AND OFF

REVOLT



The rise of the incredibly popular communications app Discord, with its easy drop-in and drop-out voice chat rooms and game streaming features, has helped Gen Z stay in touch with their gamer friends even when they're not in front of their consoles. Discord saw a 50% increase in voice usage by its 100 million monthly active users since Covid-19 began.

VICE [🔗](#)

The digital world doesn't just connect Gen Z-ers with each other either - app Mon Ami pairs California's Bay Area Gen Z students with elderly people to support their emotional wellbeing. More than 500 Bay Area college students have become "connective tissue" for more than 250 seniors through Mon Ami.

MON AMI [🔗](#)

### 86% PREFER BRANDS THAT ADDRESS ISSUES THEY CARE ABOUT\*

REVOLT \*FINDINGS FOR UK ONLY



# 3 QUESTIONS TO ASK

## AS AN EMPLOYER

With Gen Z employees living more siloed digital lives and having fewer water-cooler talking points than ever before, what does this mean for how you bring your workforce together?

## AS A BRAND

How can you authentically engage in and support these increasingly niche subcultures in a way that earns you love amongst your tribe? And how might you aid young lonely people in finding their tribe online?

## AS SOMEONE WITH INFLUENCE

With so many young people still experiencing extreme forms of loneliness, despite these digital campfires, how can you support them in finding the sweet spot between connecting online and connecting in real life?

CAN YOU HELP DISSOLVE THE BOUNDARY BETWEEN THE TWO BY CARVING OUT MOMENTS FOR THEM TO COME TOGETHER?

rejecting  
**REDEFINING**  
traditionalism  
**PATRIOTISM**



Fright Side

# Rejecting traditionalism

“The nuclear family, God, and national pride are a holy trinity of the American identity. What would happen if a generation gave up on all three?”

THE ATLANTIC [↗](#)

“Somehow we’ve weathered and witnessed a nation that isn’t broken, but simply unfinished...”

“...being American is more than a pride we inherit, it’s the past we step into and how we repair it.”

Amanda Gorman, 23

TOWN AND COUNTRY MAGAZINE [↗](#)

# REDEFINING PATRIOTISM

BRIGHT SIDE



# Traditional patriotic values and cultural expectations are being rejected by younger generations

They are casting the historical fabric of society aside - from patriotic values to religion, the military and nuclear families - with an ease that suggests they don't understand the importance they may hold for the future.

Whilst Gen Z and millenials understand the role of patriotism in historical moments, their argument for change lies in the fact that their nations have changed, and so too should the realities of patriotism. Instead of sticking to traditional values for what is now a minority, this view could lead to building a more inclusive, collectivist national identity.

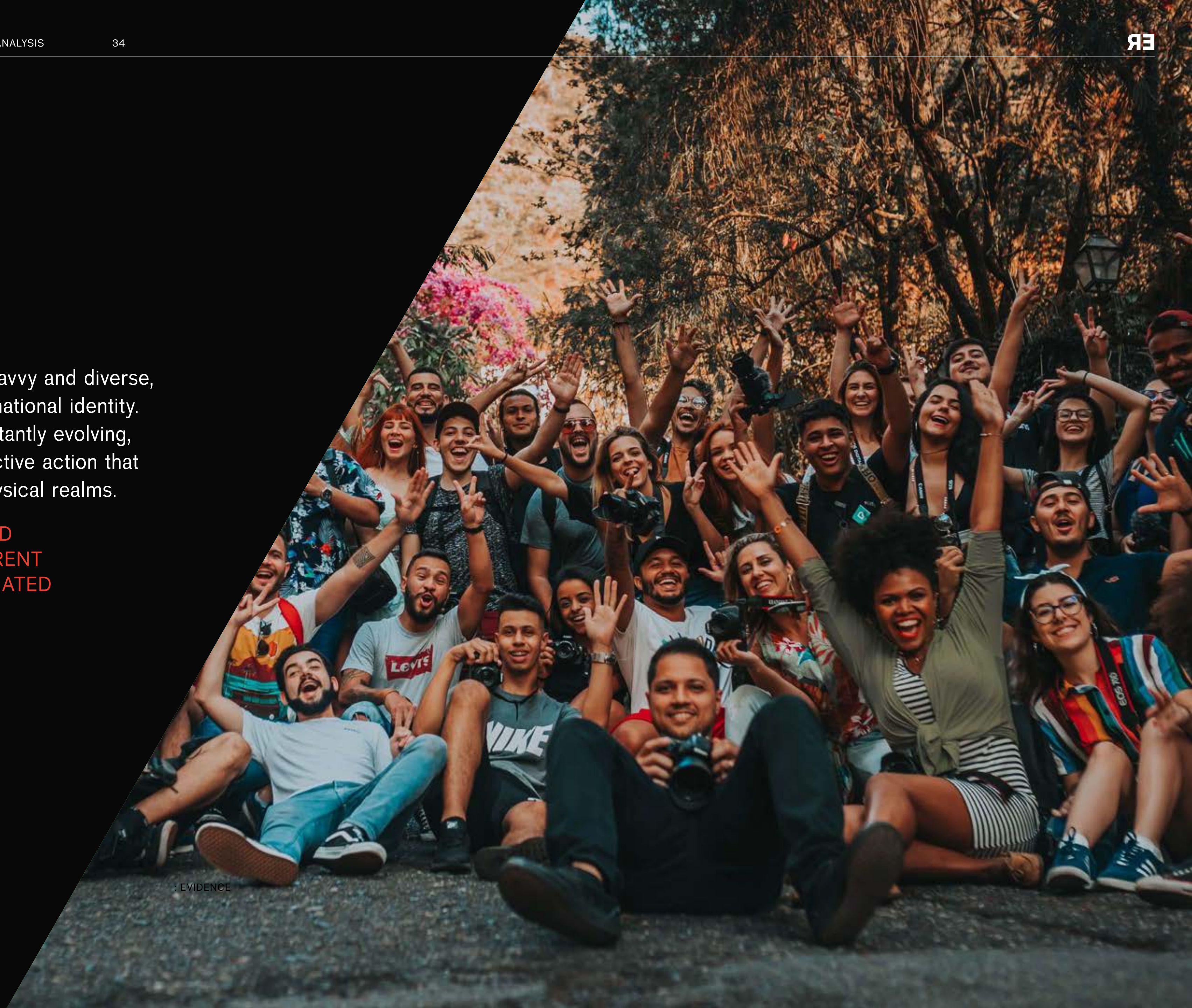
Younger generations are building more inclusive, collectivist national identities which could be in the best interests of the many.



The electorate is becoming more technologically-savvy and diverse, which could lead to a more dynamic approach to national identity. In this version of patriotism, it is by its nature constantly evolving, rather than a standard set of values, through collective action that takes place across more accessible digital and physical realms.

WILL GEN Z CREATE A WORLD WHERE THE WORD 'PATRIOTISM' IS DISASSOCIATED FROM ITS CURRENT STEREOTYPE AND IMAGE, AND BECOME ASSOCIATED WITH PROGRESSION, UNITY AND ACCEPTANCE?

EVIDENCE







**BELIEF IN THE POWER OF NATIONAL GOVERNMENTS**

Gen Z are angry with the cards they’ve been dealt. They work hard, play by the rules, but are coming into an adult world faced with broken economic and political systems. Far from being disengaged with their national governments, their anger is creating a transformative power that’s leading to more protests, more open source education on relevant issues, and more collective action.

PEW RESEARCH [↗](#) SAN DIEGO UNION TRIBUNE [↗](#)

Governments led countries through WW2 and 9/11 and. But the 2008 crash, Brexit, Black Lives Matter and the pandemic have meant that Gen Z are increasingly disappointed with governments’ ability to create positive change, and frustrated with their lack of choice on who to support.

**“I DON’T AGREE WITH ALL THE DEMOCRATIC POLICIES AND I WOULD PREFER IF I WASN’T ESSENTIALLY FORCED INTO A BINARY CHOICE WHEN VOTING.”**

- Walter Scheldorf, 18

CNN [↗](#) LIBERAL POLITICO [↗](#)

But this comes from a real belief that it is governments who can and should act to change the world: Gen Z are more likely than older generations to look to government to solve problems, rather than businesses and individuals. 7 in 10 Gen Zers say the government should do more to solve problems.

GOOGLE [↗](#)

**TRADITIONALISM IS REPLACED BY TOLERANCE**

The nuclear family, religious fealty, and national pride—family, God, and country—are a holy trinity of American traditionalism. But a move away from “traditional families”, God and military strength may simply indicate a distaste for conservatism, as opposed to national identity all together.

THE ATLANTIC [↗](#)

By contrast, there is a sense of pride in developing new standards that feel more inclusive. In a poll by WSJ/NBC, Gen Z was more likely than Gen Xers to value “community involvement” and more likely than all older groups to prize “tolerance for others.” Similarly, Pew found that Gen Z were more open to non-traditional family set ups.

THE ATLANTIC [↗](#) PEW RESEARCH [↗](#)

**“WE MUST PRACTICE TOLERANCE, AND WE MUST LEARN TO LISTEN AND ACCEPT DIFFERENCES.”**

- Male respondent, 20

MCKINSEY [↗](#)



**BUILDING A CAUSE-LED, FUTURE-FACING PATRIOTISM?**

Gen Z's nationality does seem to fuel their ethical priorities, dependent on their political climates. In China, Gen Z are more concerned by human rights issues, while American Gen Zers are most committed to solving diversity issues.

OCC STRATEGY

Although they see many issues with the status quo, Gen Z are committed to being citizens who actively build a better world:

“We are not too intense or too worried or too dark. We are passionate, concerned, and hopeful that if we act now then we can save the planet, end political turmoil, and see the first woman president.”

- Anna Long, 21.

BC STUDENT. BC HEIGHTS

**73% EXPECT BRANDS TO BREAK DOWN BARRIERS BETWEEN COMMUNITIES**

**58% FEEL NO CONNECTION TO THEIR NATIONAL IDENTITY**

**BUT 67% FEEL A STRONG CONNECTION TO THEIR LOCAL COMMUNITY**

REVOLT



**“WE ARE STRIVING TO FORGE A UNION WITH PURPOSE, TO COMPOSE A COUNTRY COMMITTED TO ALL CULTURES, COLORS, CHARACTERS AND CONDITIONS OF MAN”**

- Amanda Gorman, 23

TOWN AND COUNTRY

After many polls and focus groups, CNN found a prevailing narrative of change toward hope and hope for change. Gen Z have a vision for the future, and it includes an acute sense of altruism and optimism.

CNN



# 3 QUESTIONS TO ASK

## AS AN EMPLOYER

How can you help younger employees in local offices to engage with issues that are market-specific? New patriotic tropes of evolved national identity, community engagement and inclusivity will be expected to arise internally, if they haven't already.

## AS A BRAND

It's clear that there is an evolved sense of governmental responsibility among Gen Z. Given they are the consumers of the moment, and are looking more to governments to solve societal issues, how can you show yourself to be of service to those goals to remain relevant?

## AS SOMEONE WITH INFLUENCE

Younger generations are disassociating from the term 'patriotic', despite their actions being clearly in service of national development.

HOW CAN YOU SHOW THAT THE NEW THEMES OF COLLECTIVE ACTION AND INCLUSION ARE REPRESENTATIVE OF A NEW PATRIOTISM IN THE WAY YOU COMMUNICATE?



The intelligence brands need on their  
purpose transformation journey.

# Revolt Intelligence

Find out more  
[newbusiness@revoltlondon.com](mailto:newbusiness@revoltlondon.com)  
[@revoltlondon](https://www.revoltlondon.com)