

research

GENERATION Y

SOCIAL
RESPONSIBILITY



Which of the following social responsibility attributes would influence your decision to join or stay at an organization?

Attribute	Influential	Not Influential
Socially responsible business practices	84%	16%
Company that contributes to charity	75%	25%
Energy efficient work environment	64%	36%
Day-off to volunteer	53%	47%
Donation matching programs	49%	51%
\$1,000 subsidy to buy hybrid vehicle	47%	53%
Company that sells green products/services	46%	54%
Recycling programs	39%	61%

656 Generation Y respondents surveyed*

2009

Brill Street Market Research

*Brill Street works across all generations and defines Generation Y as a new perspective, not an age. For the purposes of this study, Generation Y was defined as people ages 18-28.