SOCIAL GOOD

From concerns surrounding those with disabilities to those affecting the gay and lesbian community, various social issues are taking center stage and many people want companies to take a stand on these important issues.

I agree that more companies should take a stand on important social issues:

MILLENNIALS: **78%**

XERS: **72%**

BOOMERS: **68%**

MATURES: **66%**

I wish more companies and brands would stand up for the gay community:

MILLENNIALS: **67%**

XERS: **58%**

BOOMERS: **53%**

MATURES: **50%**

I wish more companies and brands would stand up for people with disabilities:

MILLENNIALS: **90%**
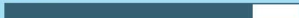
XERS: **88%**

BOOMERS: **89%**

MATURES: **91%**

I wish more companies and brands would stand up for women:

MILLENNIALS: **87%**

XERS: **84%**

BOOMERS: **84%**

MATURES: **85%**

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