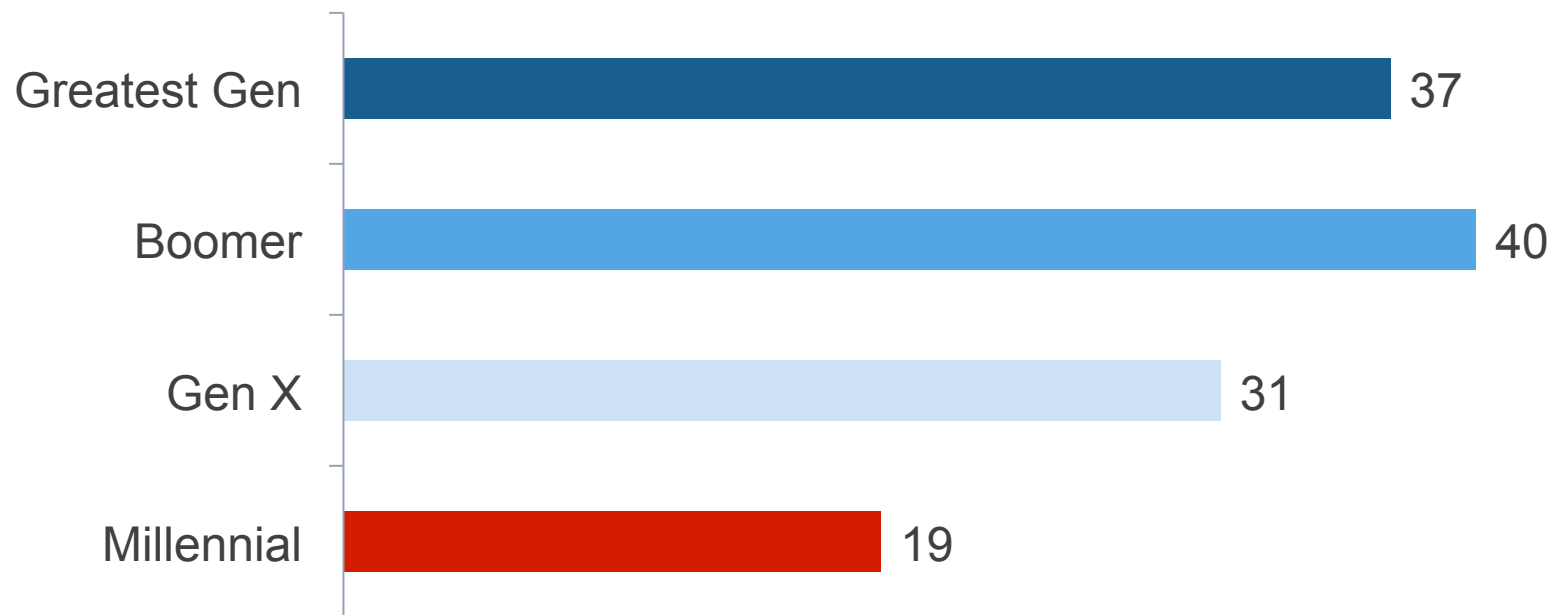


NextGen Conference



Conventional View of Millennials: They Trust No One

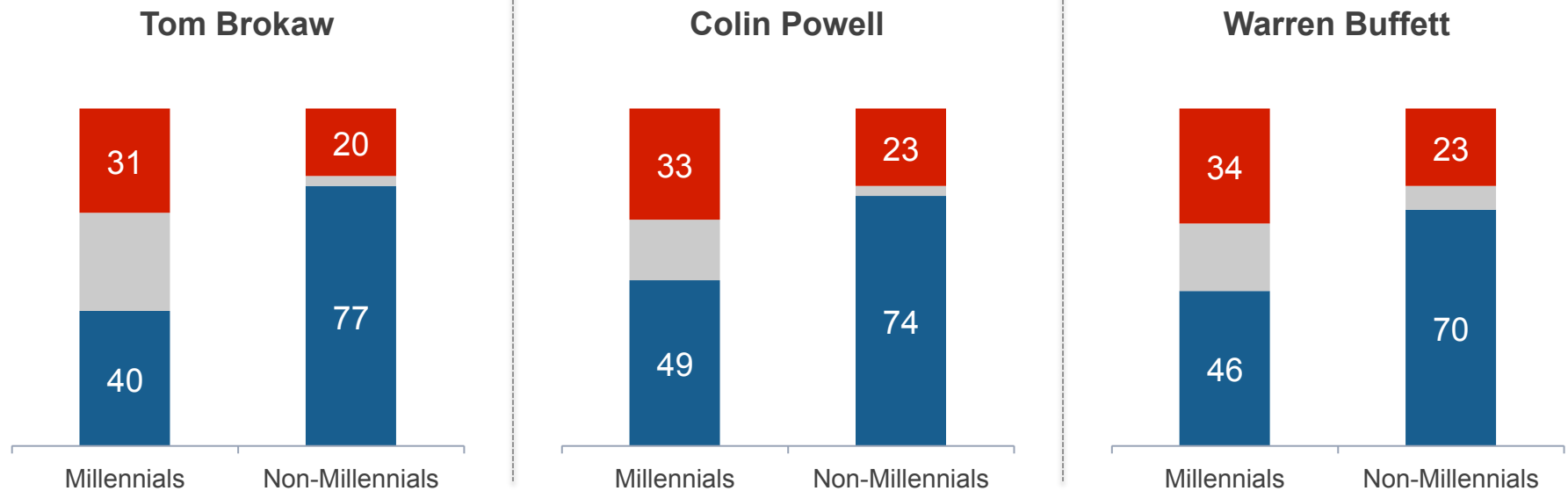
General Social Survey, 2012: % Say "Most People Can Be Trusted," By Generation



Millennials Lack of Trust Extends to Some of the Most Respected Leaders in America Today

Trust In Public Figures by Generation

■ Trust ■ Unfamiliar ■ Do Not Trust

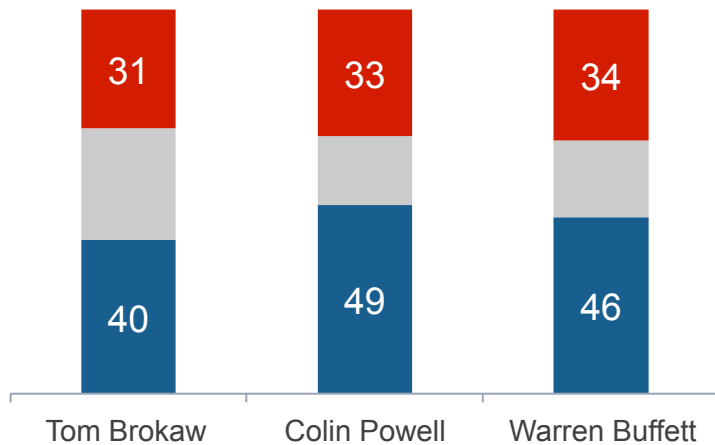


Millennials' Trust Is Selective—Trust Blunt Truth-Tellers More than Seasoned Experts

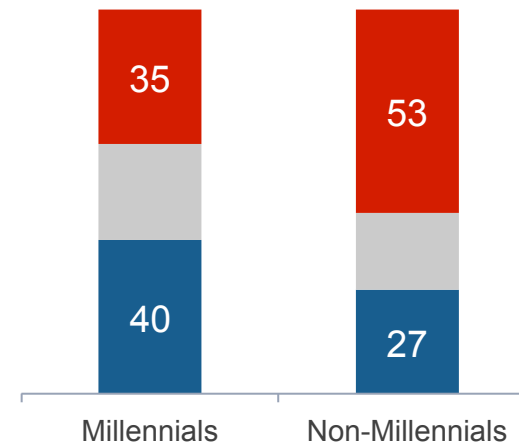
Trust In Public Figures by Generation

■ Trust ■ Unfamiliar ■ Do Not Trust

Recall: Millennials Trust Ratings



Edward Snowden



Jon Stewart Seen as Aligned with Millennials' Worldview, Particularly When It Comes to Politics

In Their Own Words...

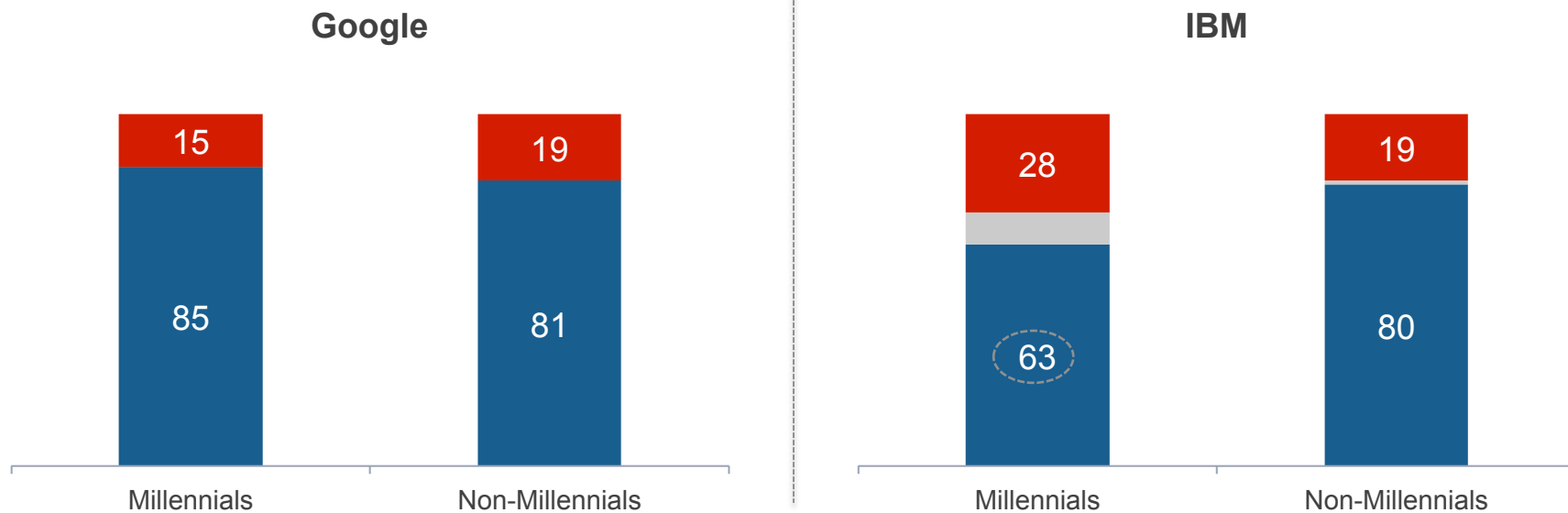
He leans toward truth and you can tell he does not like BS—he calls people out when [what they say] does not align with what is right.

25-29 year old

Millennials More Likely To Trust Companies They Believe Represent Their Values, Shaping Their Future

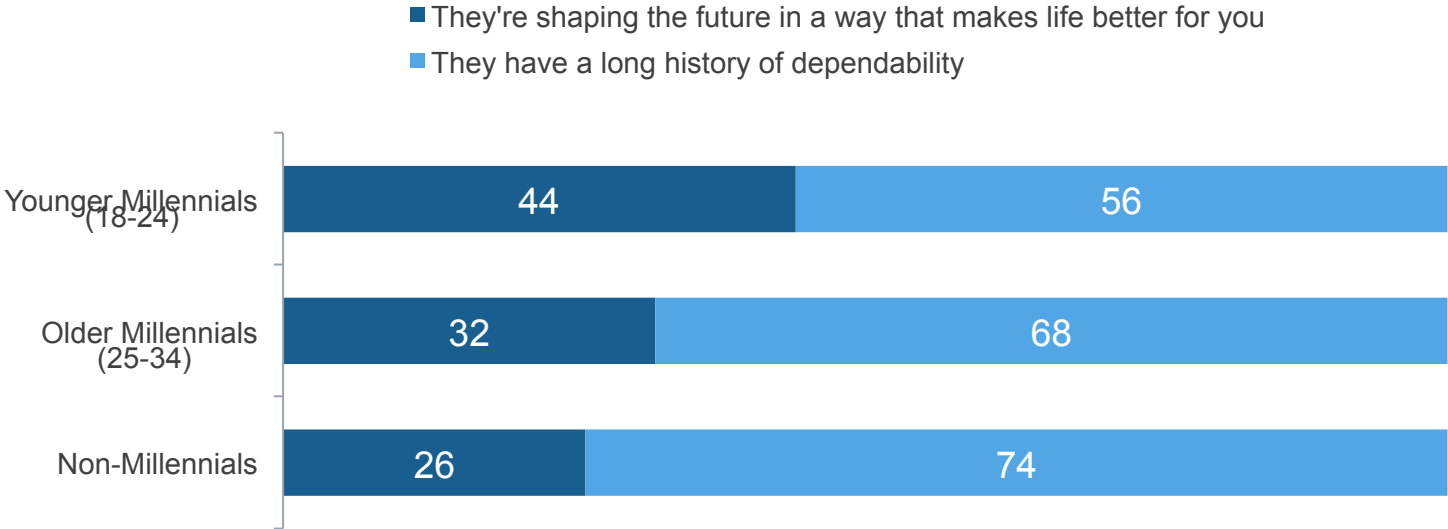
Trust In Companies by Generation

■ Trust ■ Unfamiliar ■ Do Not Trust



Younger Millennials in Particular Trust Companies that Are Looking Out for Their Future

Reasons To Trust a Company

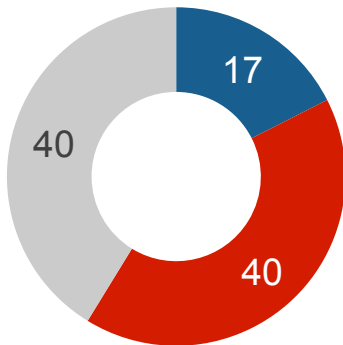


Millennials Believe Problems in Their Generation Stem from Pervasive Selfishness in the World

Millennials' Views on Their Generation

Do you think your generation will be:

- Better off than previous generations
- Worse off than previous generations
- About the same



What are the main reasons you think your generation will be worse off?

