**Young Consumers Say They'd Be Better Off Without Social**

Just 26% of millennials and Generation Z across the world believe the economic prospects in their home countries will improve in the next year, a figure that has never before dropped below 40%, Deloitte reports. Additionally, 42% of millennials have deepened or started a relationship with a brand due to its positive social impact and 60% of them, along with 59% of Gen Z, say spending less time on social would make them happier.

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<https://www.mediapost.com/publications/article/336319/kind-of-a-sad-story-pessimism-increases-among-mil.html>

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