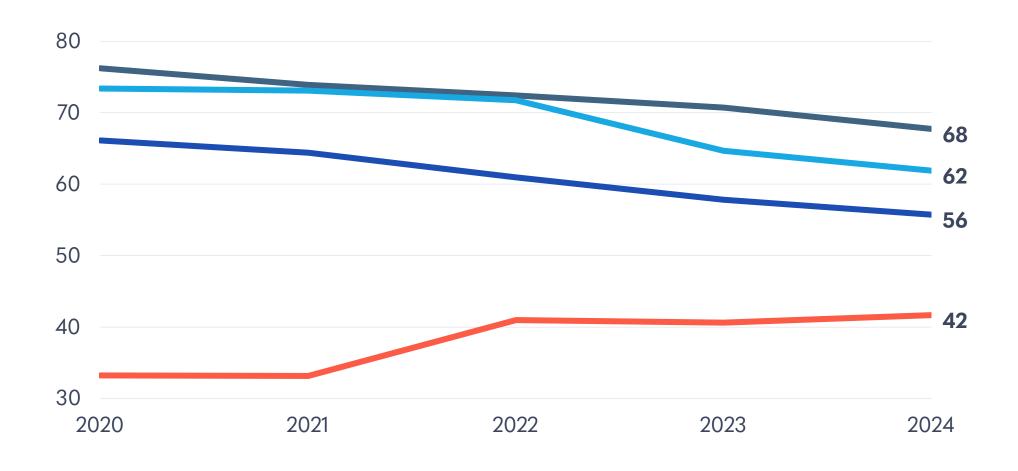
From Anxiety to Agency: Addressing the Decline in Gen Z's Sustainable Attitudes and Behaviors



- I want to reduce my personal impact on the environment
- We must consume less to preserve the environment for future generations
- I feel guilty about my negative impact on the environment
- I believe that individuals cannot do much to save the environment

"Strongly" and "Somewhat Agree," Ages 18–24, Average of 31 Markets, 2020–2024

Source: GlobeScan and BBMG From Anxiety to Agency: Five Ways Sustainable Brands Can Win Back Gen Z report (survey of 30,216 people in the general public in July – August 2024)

