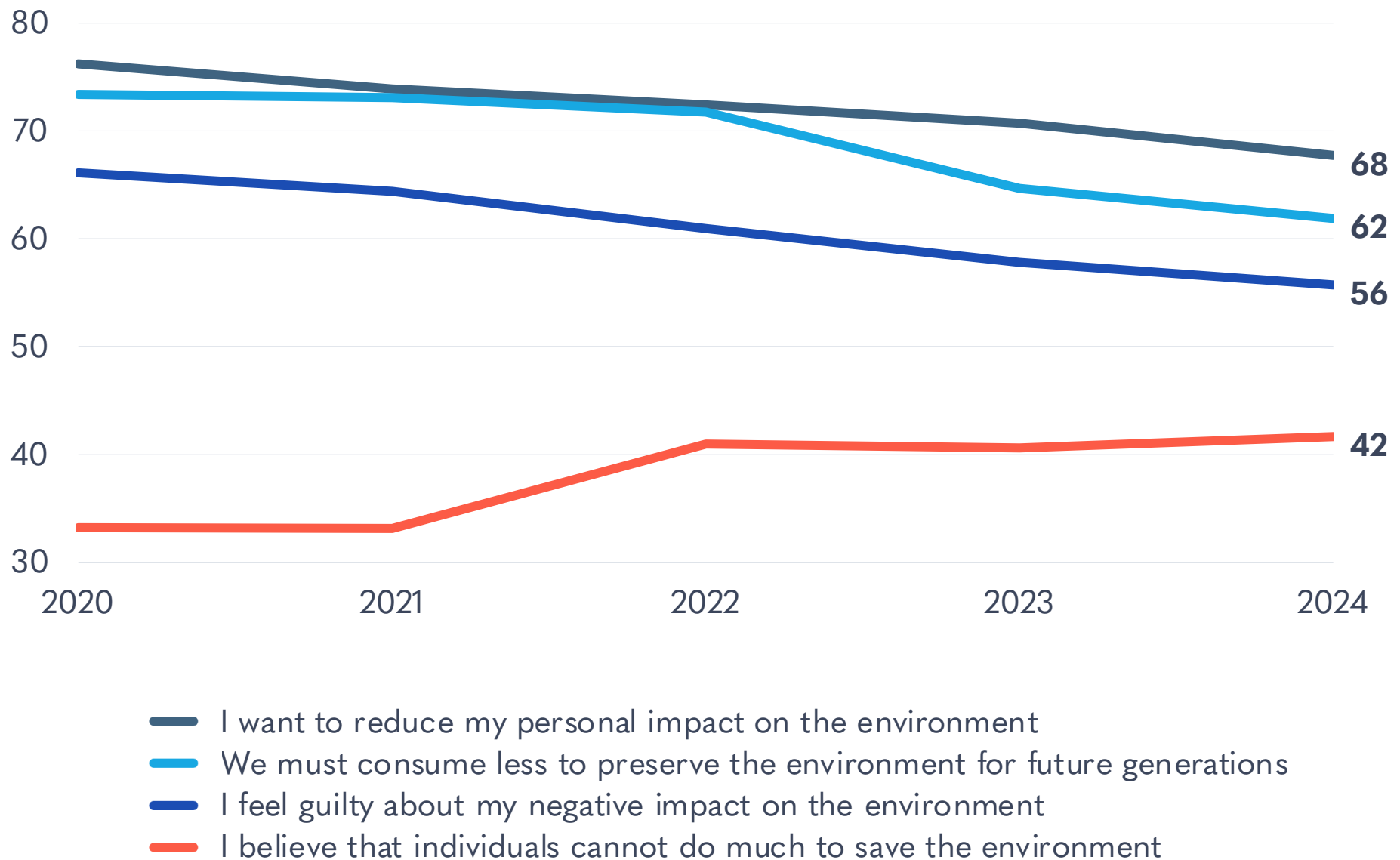


From Anxiety to Agency: Addressing the Decline in Gen Z's Sustainable Attitudes and Behaviors



"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)