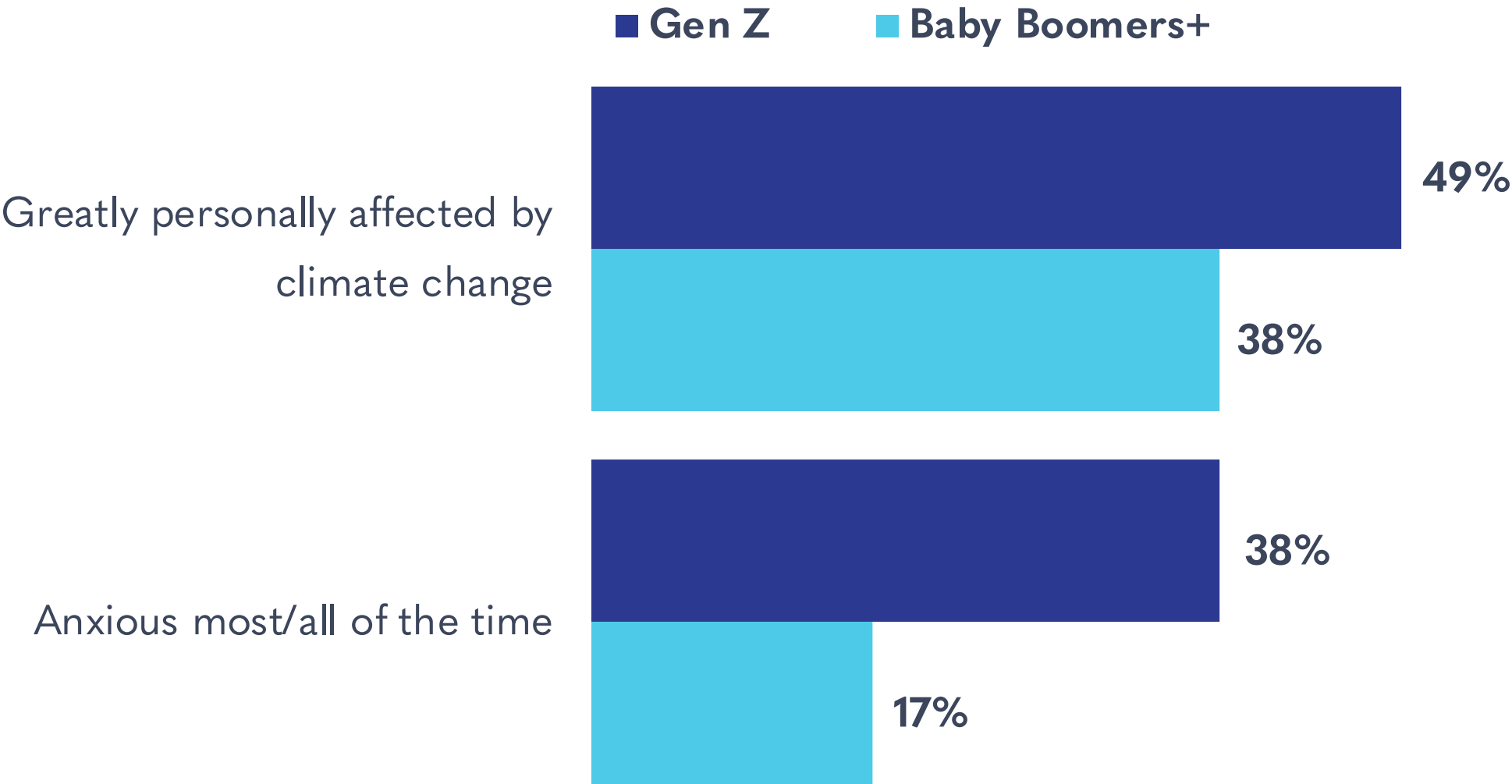


The Toll of the Climate Crisis Is Hitting Gen Z the Hardest



Extent Personally Affected by Climate Change ("Greatly") and Frequency of Feeling Anxious ("Most/All of the Time"), Gen Z vs Baby Boomers+, Average of 31 Markets, 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)

