THE GRETA EFFECT:

IS GEN Z REALLY DRIVING CLIMATE ACTION?

Prominent environmentalist Greta Thunberg – still only 18 years old – has been lauded as 'the voice of a generation'. But is that true? What do members of generation Z (people born between 1995 and 2012) really think about global warming and climate change? Are they the most active in advocating for mass policy reforms to improve the health of the ever-warming planet they're inheriting? While the tireless lobbying of the Swedish teen must be applauded, are her peers truly more green-minded than previous generations, as is widely perceived?

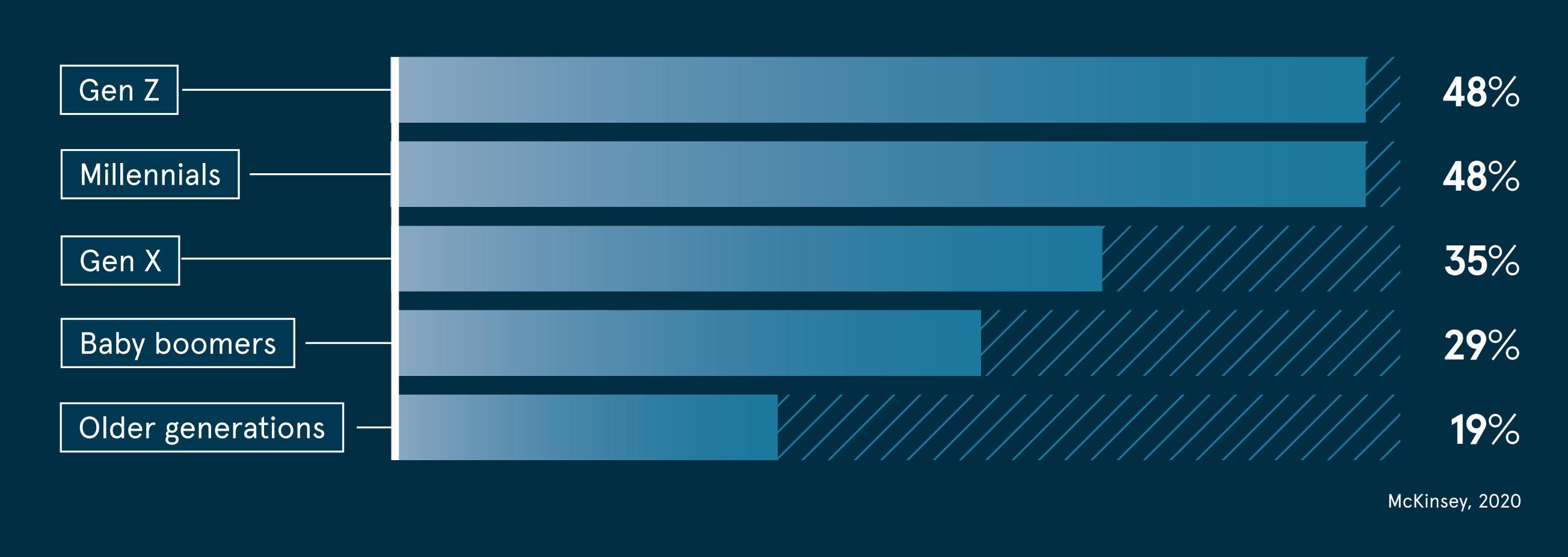
HOW INVESTED ARE DIFFERENT GENERATIONS IN SUSTAINABILITY?

Percentage of investors around the world, by age group, who say they would probably invest in an enterprise that opposed their personal values if they knew it would deliver significantly better returns than other investments



WHO IS CHANGING HOW THEY BUY?

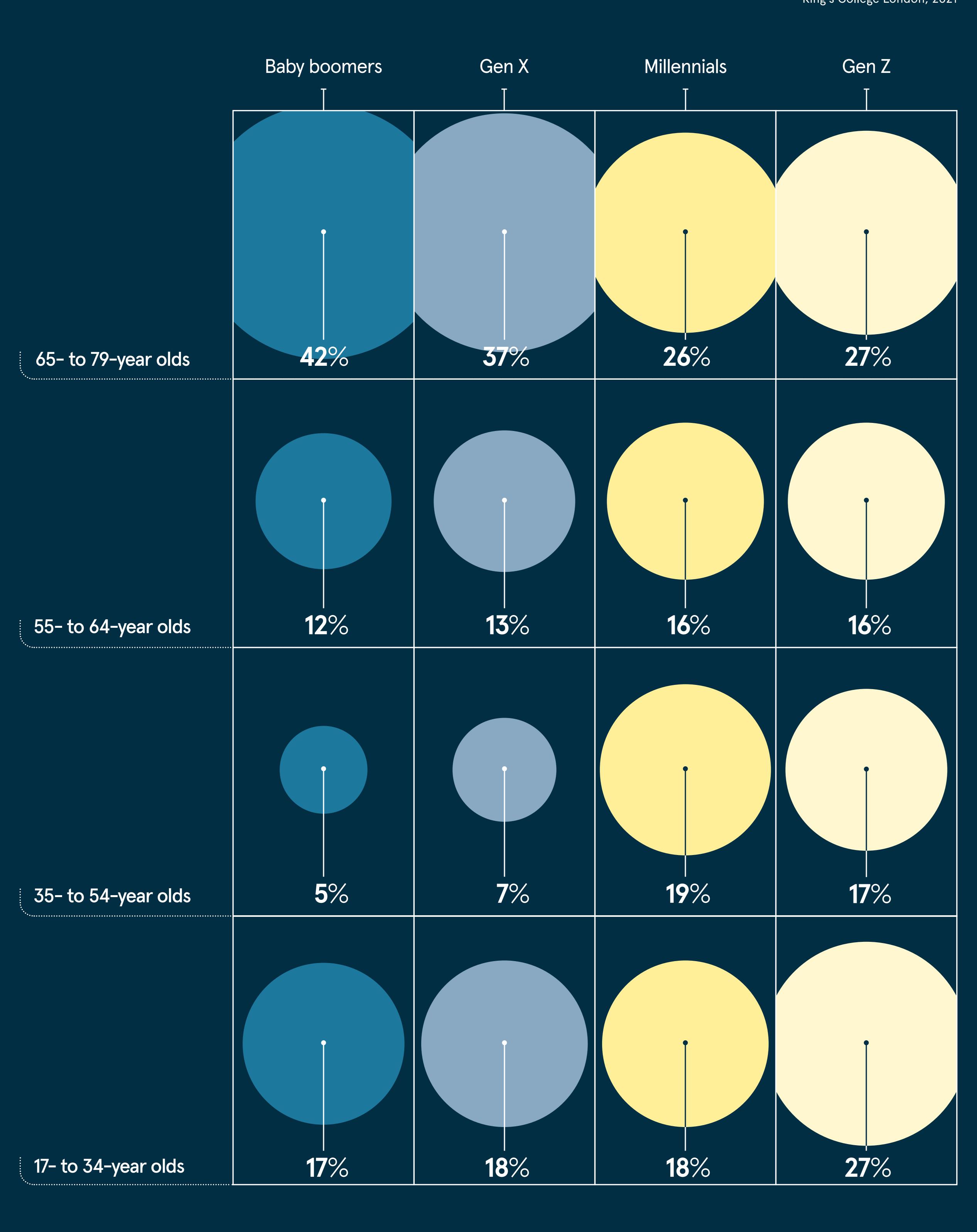
Percentage of European consumers, by age group, who say they are committed to buying secondhand clothes to reduce waste and carbon emissions



HOW THE GENERATIONS SEE EACH OTHER

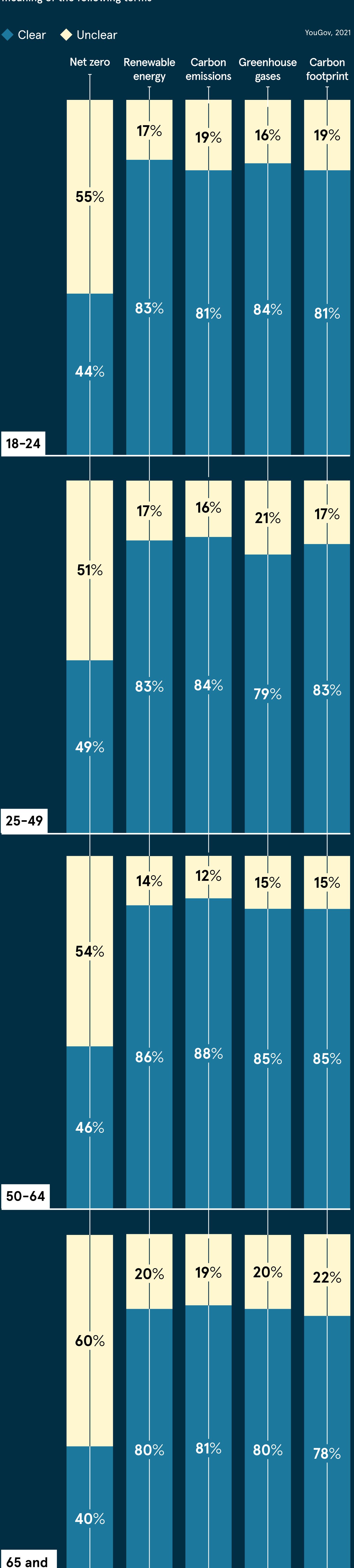
Percentage of UK citizens, by generation, who say the following age groups are most likely to say that there's no point in changing their behaviour to tackle climate change because it would make no difference

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WHICH GENERATIONS GET THE JARGON?

Percentage of Britons, by age group, who say they are clear about the meaning of the following terms

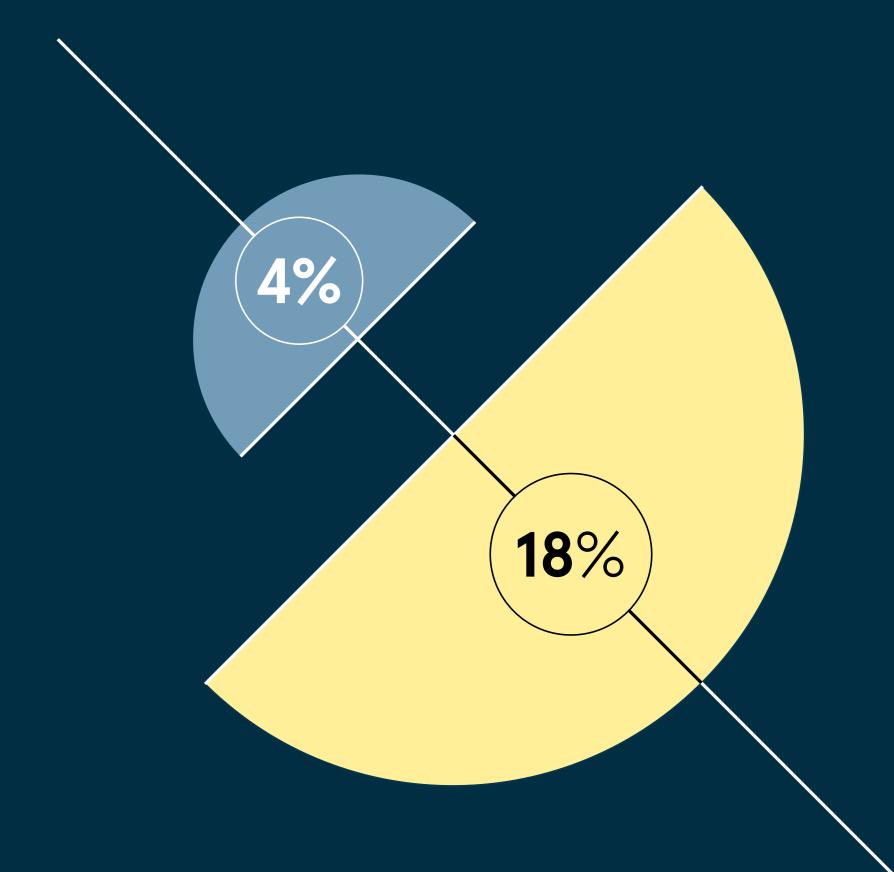


WHO IS PUTTING THEIR MONEY WHERE THEIR MOUTH IS?

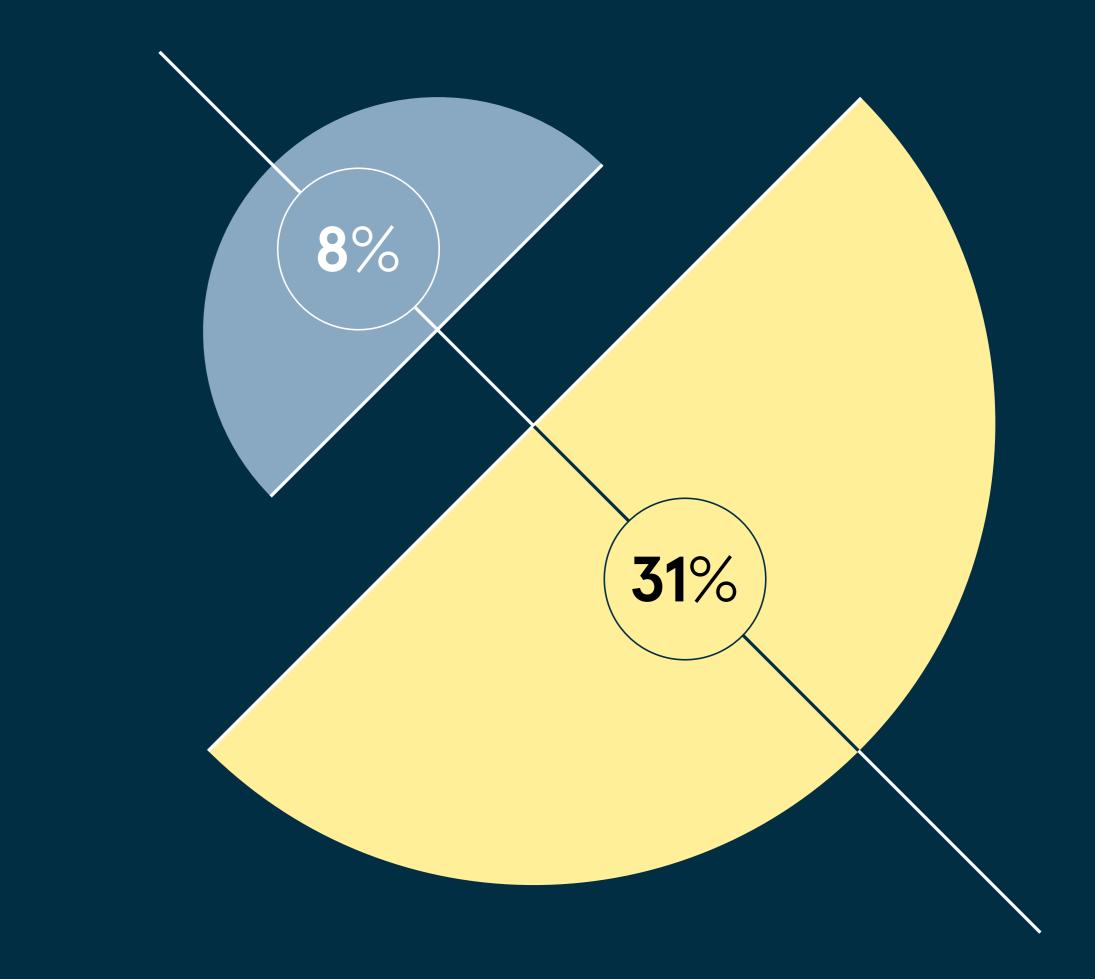
Percentage of each age group that the UK public think were likely to have boycotted products over the past year compared with the actual percentage in each age group that did boycott products

Perception Reality

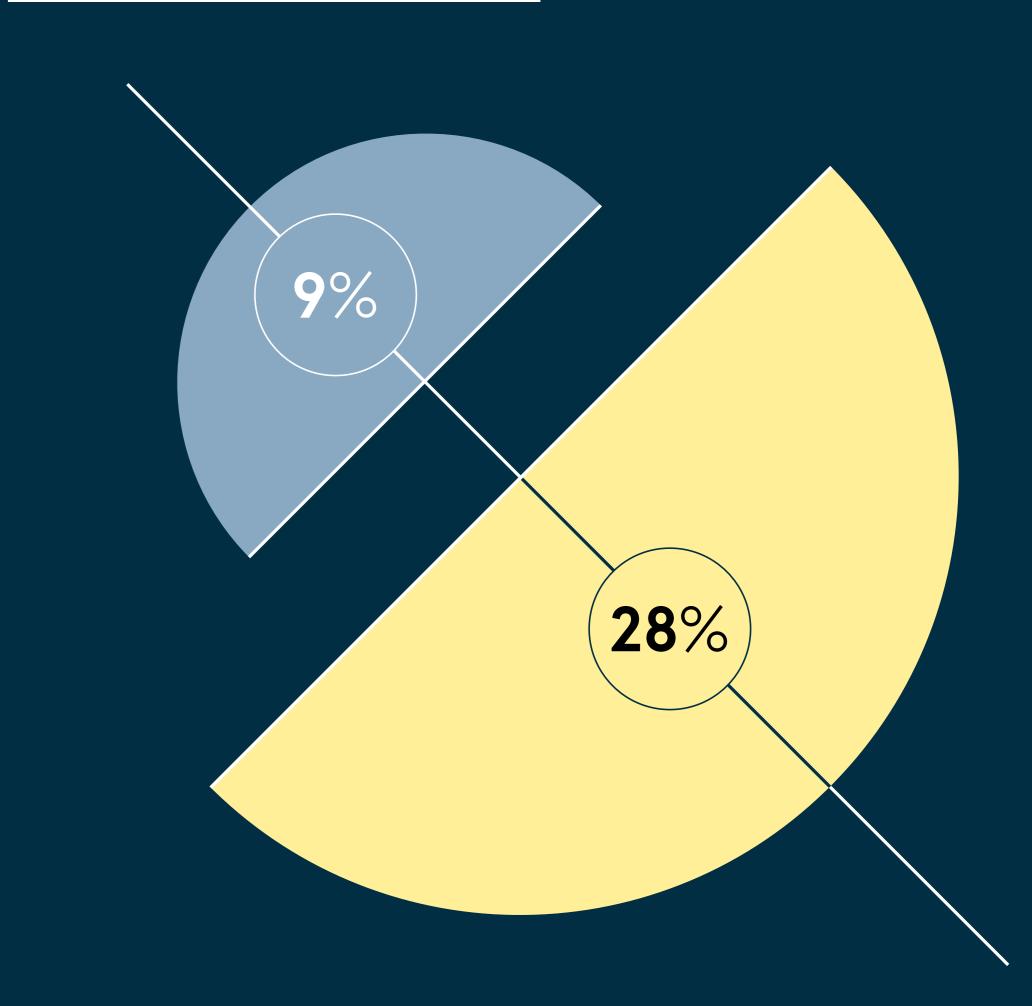
Pre-war generations (age 77+)



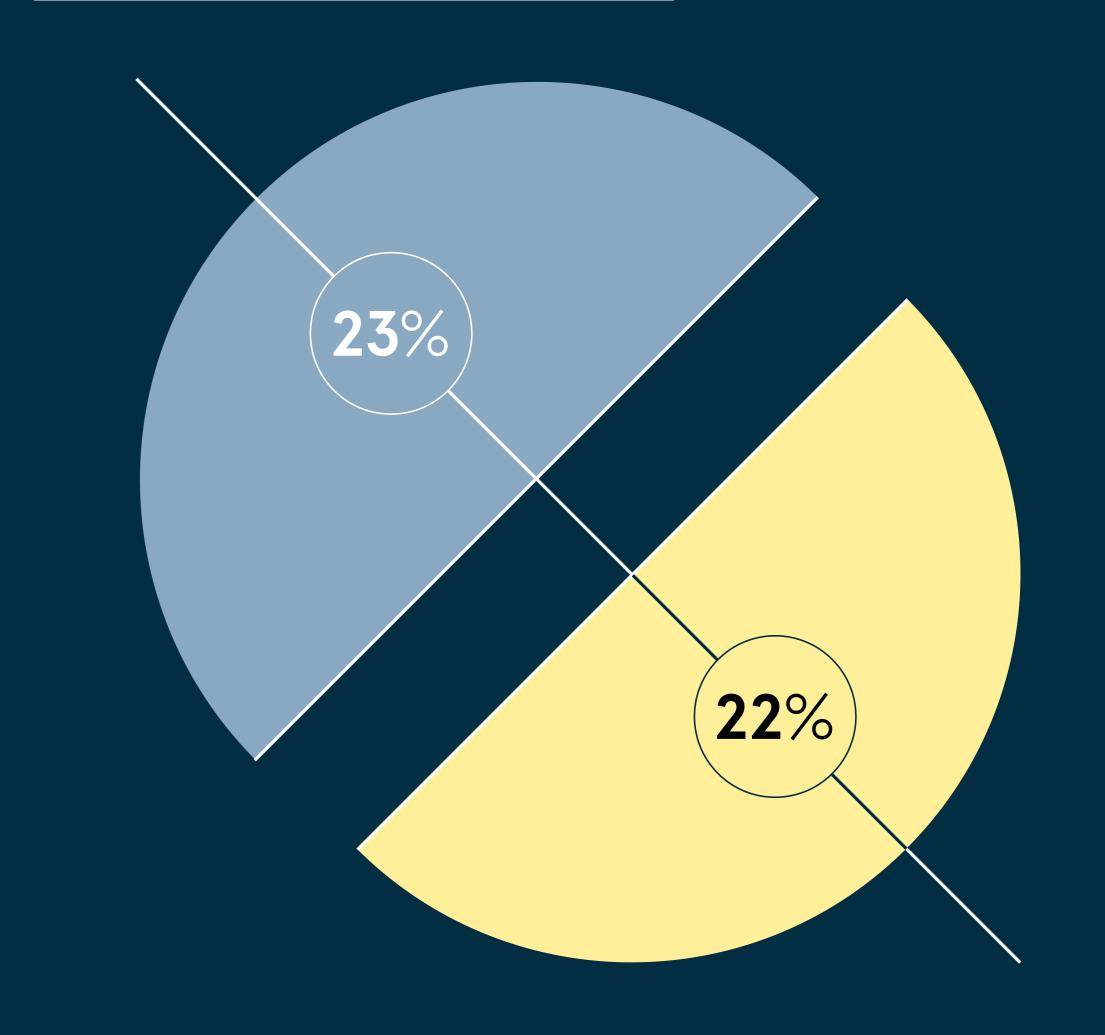
Baby boomers (aged 56-76)



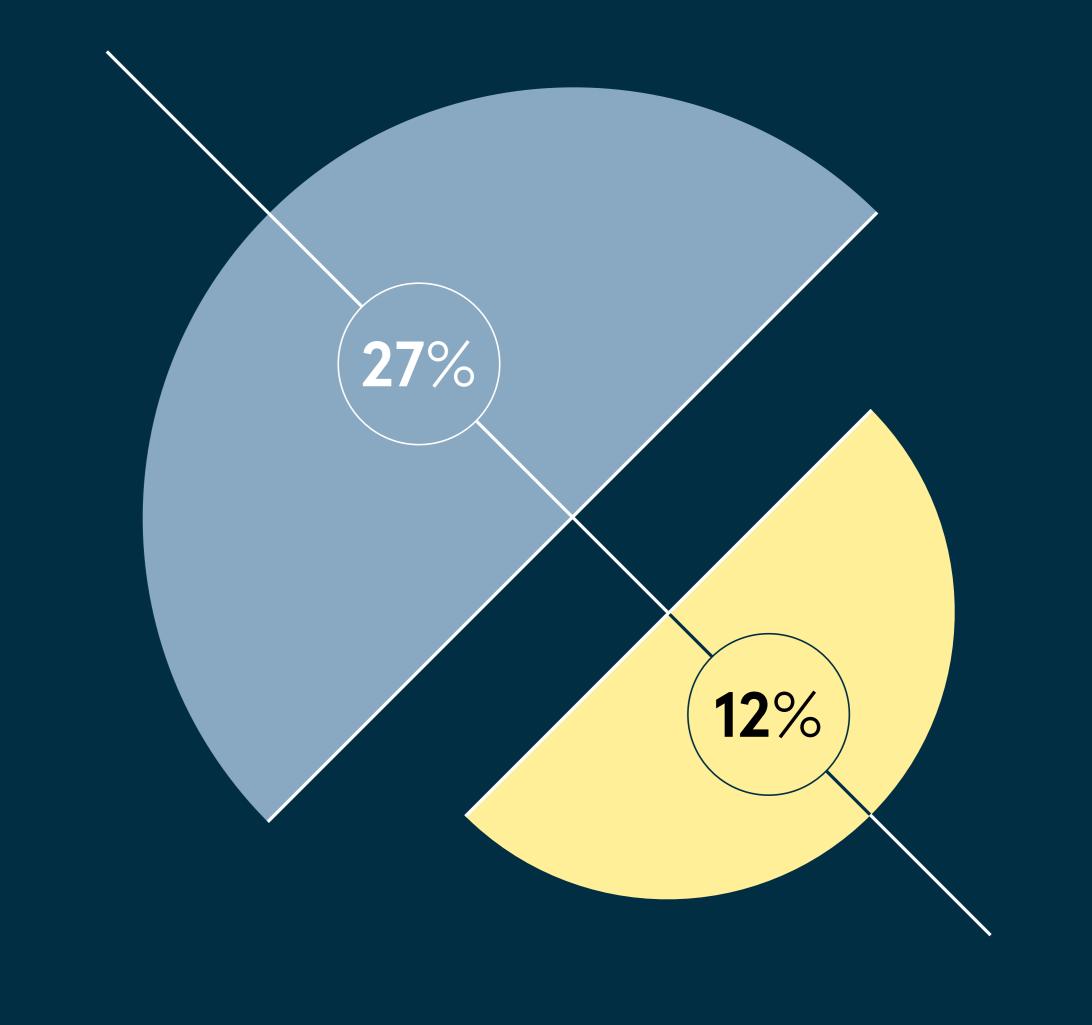
Gen X (aged 42-55)



Millennials (aged 26-41)



Gen Z (aged 25 and under)



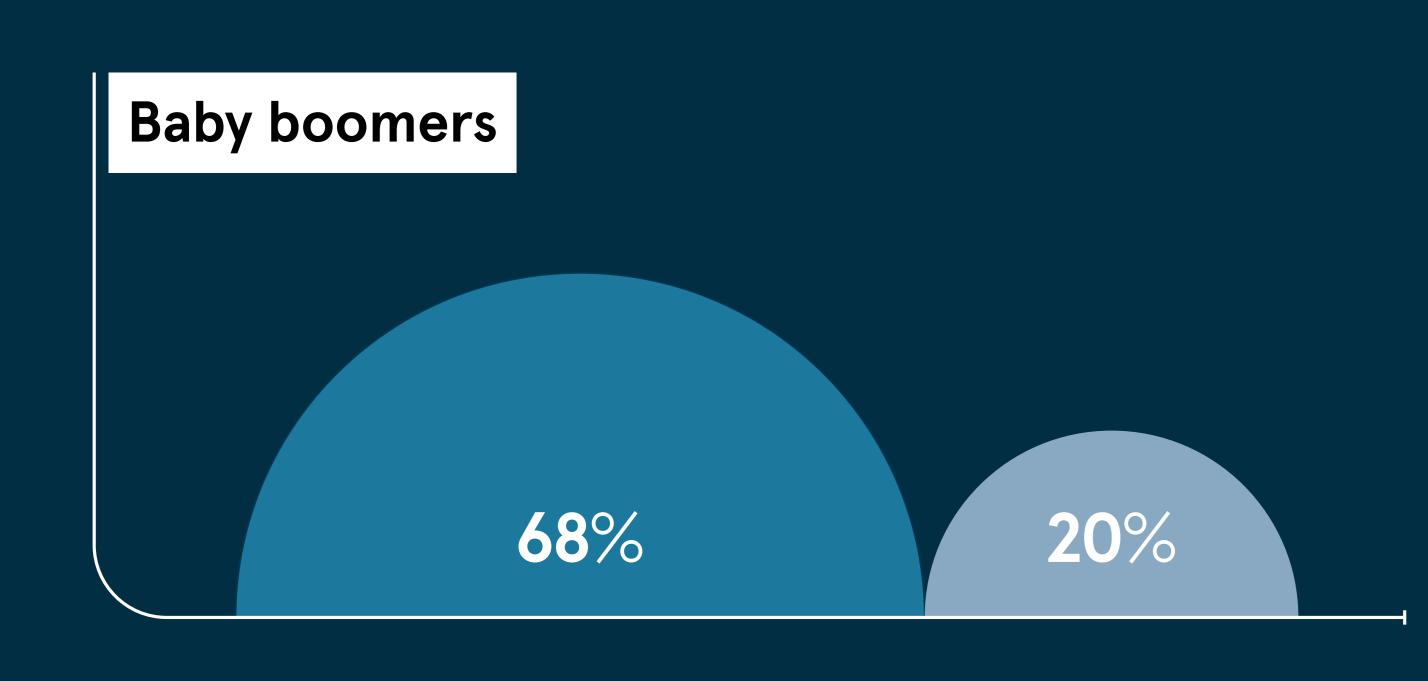
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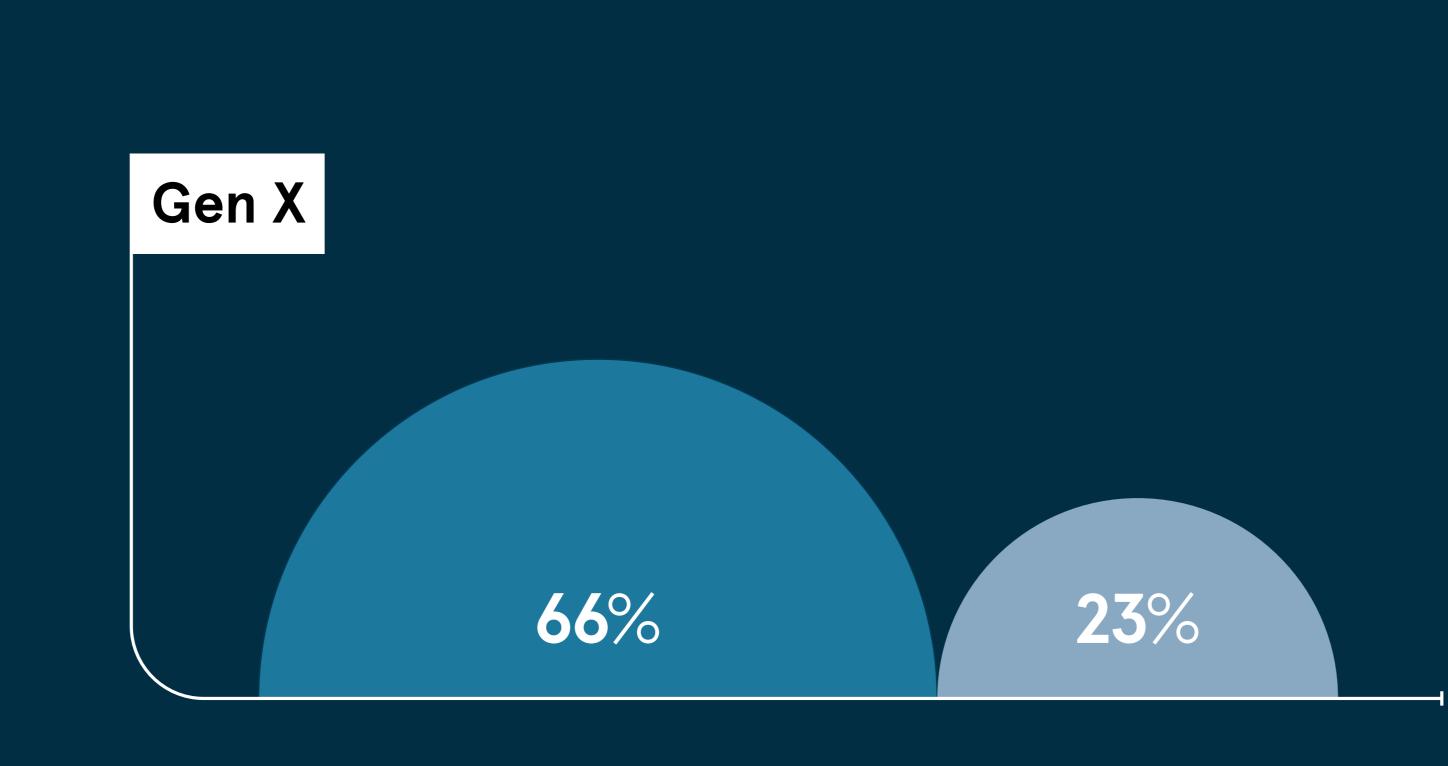
of Britons aged over 60 believe that the health of the planet is under threat and action must be taken

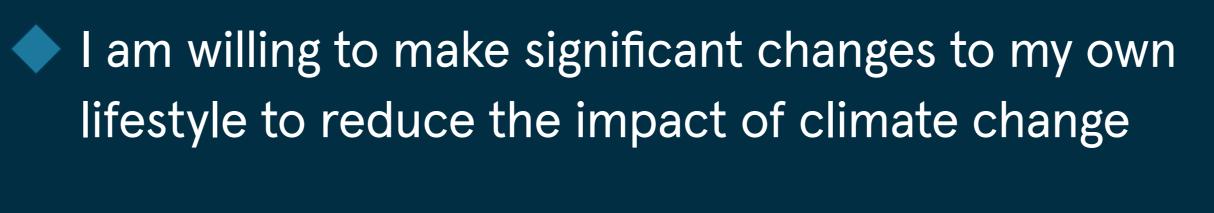


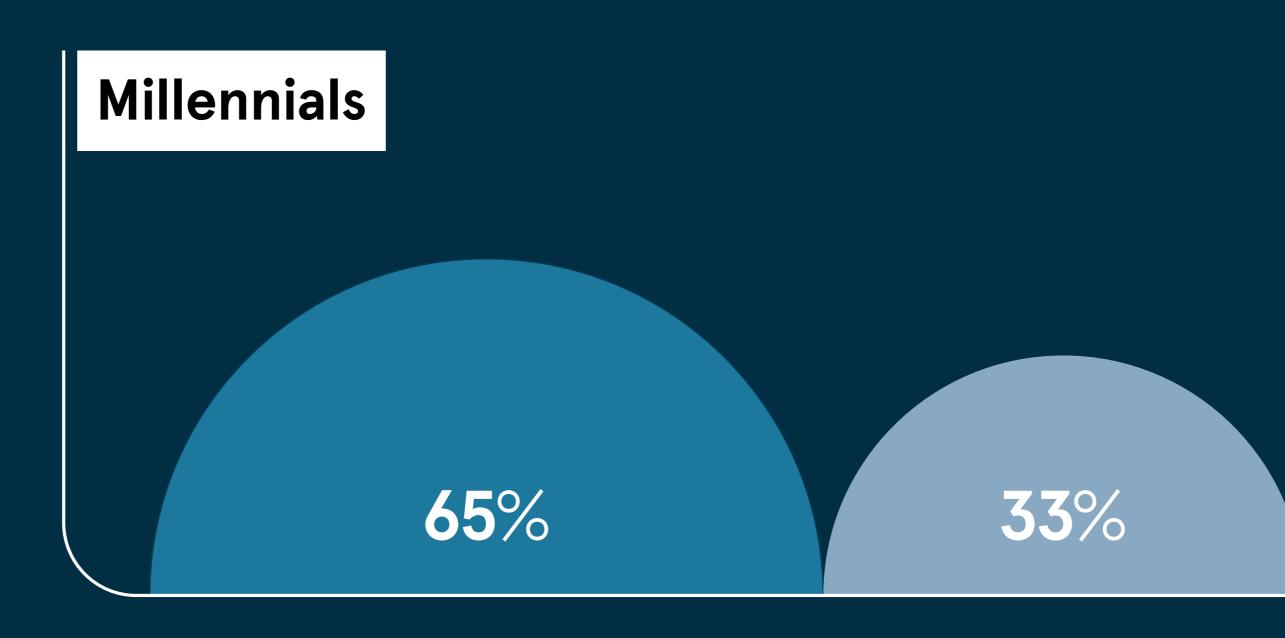
WHO REALLY CARES ABOUT CLIMATE CHANGE?

Percentage of Britons who agree with the following statements, by age group





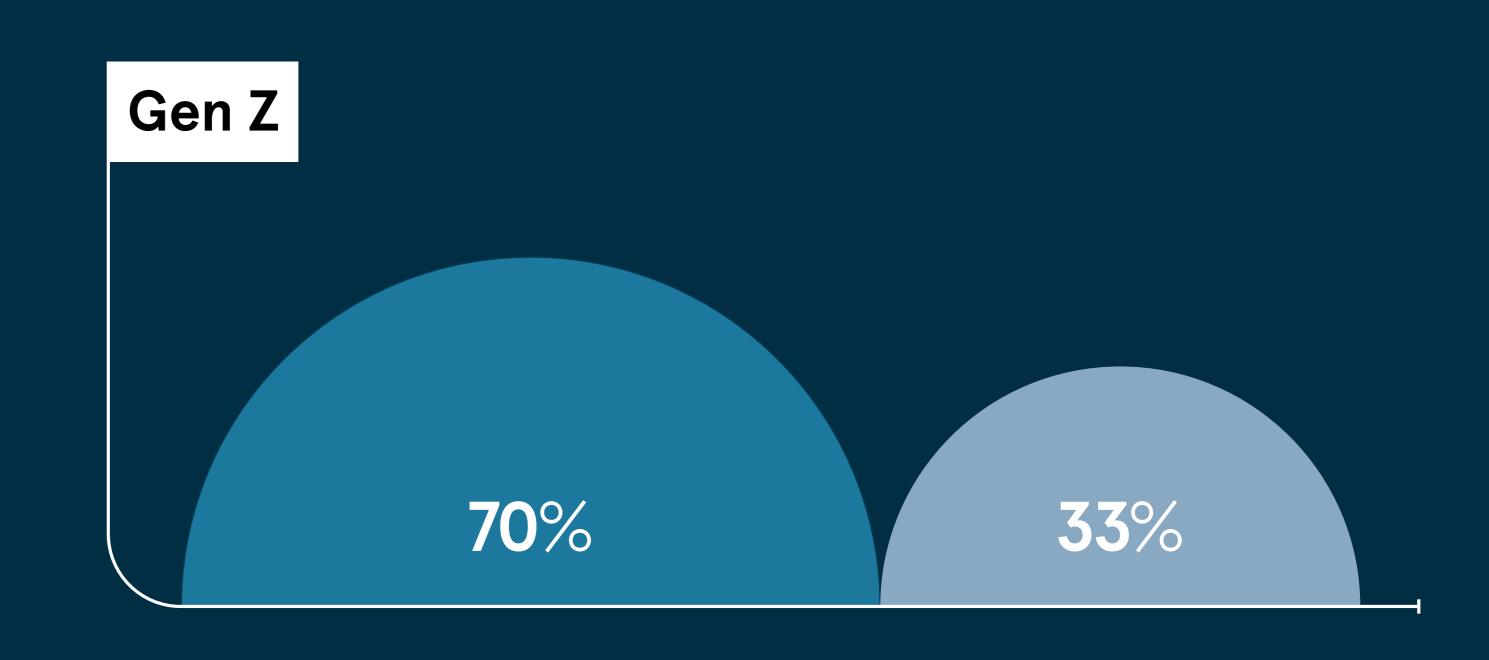




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There is no point in changing my behaviour to tackle climate

change, because it wouldn't make any difference





above