

Eco anxiety in the UK: not going great

GWI.

46%

say fighting climate
change outweighs
economic growth

54%

are worried about
air pollution

59%

are worried about
plastics pollution

44%+

of Gen Z worry
about climate
change

19%

with an energy
contract say their
supplier's eco
credentials matter

15%

say plastics
pollution is their
biggest eco concern

23%

hike in concern
around air pollution
for those with sleep
conditions



Want to find out more?

gwi.com