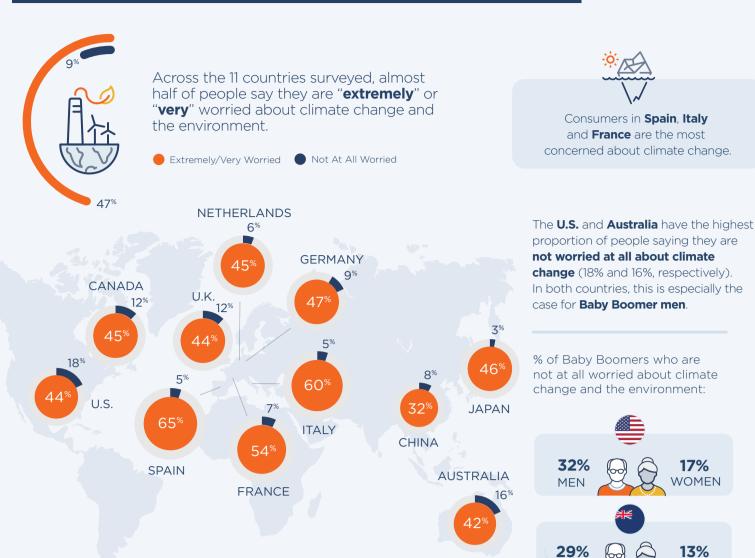


GLOBAL CONSUMER TRENDS

Climate Action 2023

Dynata's Global Consumer Trends survey explores the attitudes and behaviors of 11,000 consumers across 11 countries toward a range of topics, including their outlook on the year ahead, their biggest concerns, the state of their personal finances, their willingness to take climate-friendly actions - and more.

HIGH LEVELS OF CONCERN ABOUT CLIMATE CHANGE



INFLATION'S IMPACT ON CLIMATE ACTION

Almost a quarter of consumers are **unwilling** to adopt a more climate-friendly lifestyle if it costs more money.



This lack of willingness is highest in Australia (33%),

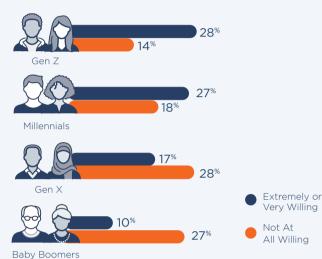
the **U.K.** and **Canada** (both 29%), as well as the **U.S.** (28%).

Recycled and/or composted

sacrifices to adopt a more climate-friendly lifestyle:

Older generations are less likely to make financial

WOMEN



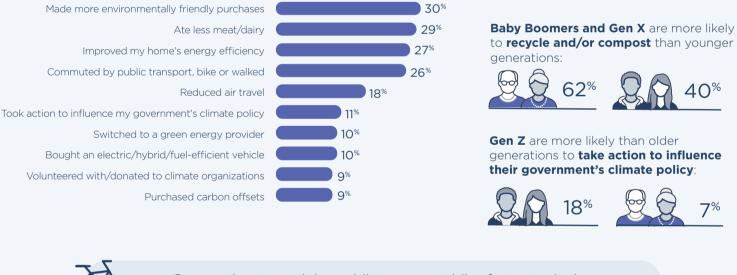
50%

interest in hybrid/electric cars and renewable energy is waning, compared to a year ago:

With an increasing proportion of consumers struggling to make ends meet because of rising costs,









Millennials

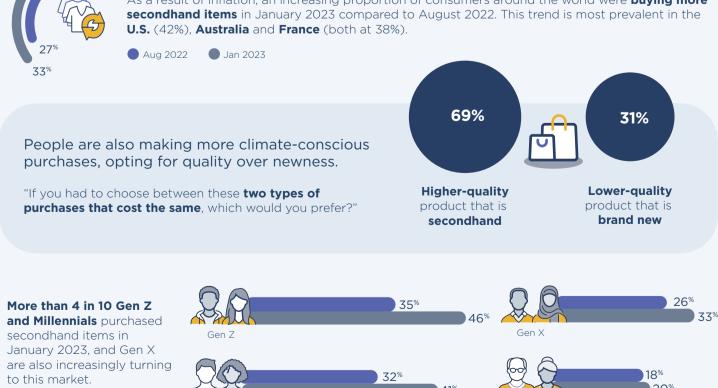
Gen X

Baby Boomers

Gen Z

As a result of inflation, an increasing proportion of consumers around the world were buying more

SECONDHAND MARKETPLACE ON THE RISE



20% Aug 2022Jan 2023 Baby Boomers

Source: Dynata's Global Consumer Trends survey was conducted Jan. 5-10, 2023, among 11,000 consumers age 16+ in the U.S., Canada, U.K., France, Germany, Italy, Spain, the Netherlands, China, Japan and Australia. Participants were selected

For more information, including detailed findings by country, gender or age group,

from Dynata's online panels, with samples quota-controlled to reflect the population on age, gender and region. The margin of error (at the 95% confidence level) is +/- 3% at the country level, +/-1% at the total level.

download the data tables or contact us.