



Which Generation is the Greenest Leaderboard

| Ranking | Generation | Voting for a party with 'greener' policies | Eating less red meat | Recycling more | Buying less clothes | Conserving/using less water | Reducing gas and electricity use | Cycling or using public transport | Making home more energy efficient |
|---------|-------------------|--|----------------------|----------------|---------------------|-----------------------------|----------------------------------|-----------------------------------|-----------------------------------|
| 1 | Baby Boomer | 14% | 51% | 74.14% | 41% | 38% | 45% | 15% | 18% |
| 2 | Silent Generation | 8.41% | 51% | 69.14% | 47.01% | 47% | 45% | 13% | 19% |
| 3 | Gen X | 12.60% | 32.31% | 66% | 37% | 34% | 41% | 14% | 17% |
| 4 | Millenials | 14.08% | 27.59% | 55% | 34% | 28% | 31% | 15% | 15% |
| 5 | Gen Z | 12.80% | 18.84% | 41.06% | 25% | 29% | 31% | 17% | 14% |