

2022. This is Australia.

After two years of pandemic disruptions, 2022 has roared in with more issues influencing how we live.

Discover how Australians really think and feel right now.

And more importantly, how we will act.

Introducing the Kantar Global Issues Barometer

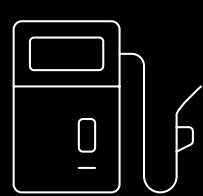
We asked over 10,000 global consumers – including Australians – to tell us in their own words how they are managing the triple threat of the pandemic, rising inflation and the Ukraine war. Using Kantar’s TextAI technology to pioneer a new linguistic approach, we have transformed these conversations into a detailed understanding of true attitudes and behaviours using qualitative style research at a global quantitative scale.

Fieldwork was conducted 9-10 April 2022 and included n = 500 Australians.

The good news is 73% of Aussies are feeling positive about life.

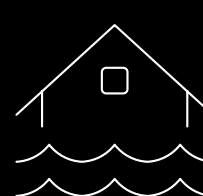
This is despite the issues we are dealing with right now. And there’s a lot.

February



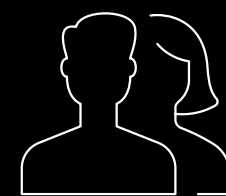
Average petrol prices in our five largest cities hit an 8-year high

February



East Coast flooding disaster starts

March



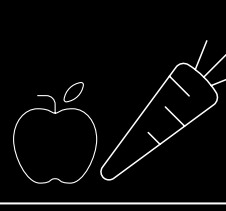
Australia’s gender pay gap sits at 13.8%

March



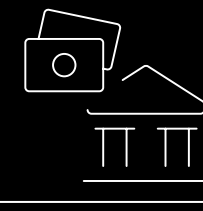
Consumer durables inflation rises at its fastest pace in over 3 decades

March



Fruit and vegetable prices are 6.75% higher than a year ago

May



The Reserve Bank raise interest rates

But the value/action gap is real

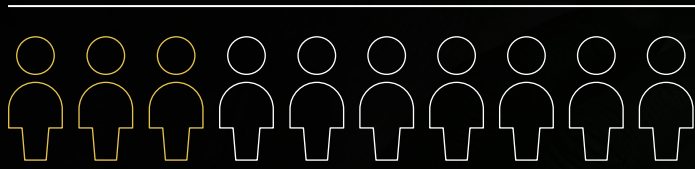
Less than 2 in 5 of us have stopped **buying** certain products and services because of their impact on the **environment** or our **society**. Yet, these are the 3 key issues Australians want addressed now.

Social issues

1 in 4 rank this



Pandemic



3 in 10 Aussies are still worried about COVID-19

7%

believe it’s still a big issue to solve.

Cost of living

The core measures that we think will help tackle the rising cost of living*

22%

Reduction of taxes

16%

Financial support for lower income groups

*Of those with spontaneous responses

Economic impact

1 in 5 rank this



have a positive outlook on their own personal household finances

45%

feel the same for Australia’s general economic outlook

Yet, we’ll cut back on...

42%

entertainment activities

38%

holidays

34%

energy usage

33%

subscription services

32%

food and drink

24%

education

Climate change

17% rank this



Half of us feel we can make a difference to the world around us through our choices and actions

53%

Australia

60%

Global

But we’re less inclined now to actively seek out brands offering ways to offset their environmental impact

3 in 10

Australia

5 in 10

Global

Yet, we’re prepared to invest our time and money to support companies that try to do good.

44%

Australia

48%

Global

Be first to be on the pulse of what the world **is thinking**

How will we respond to the issues that matter – and what does this mean for brands?

The Kantar Global Issues Barometer allows us to anticipate some needs and useful actions for brands – and in this series, we will track change as it happens.

Contact us to subscribe to the Kantar Global Issues Barometer

Wave 1 available now.

Click [here](#) to find out more www.kantaraustralia.com