

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 TextAl 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 2021 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.

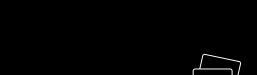




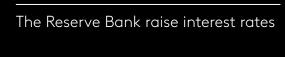








May



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.



Pandemic

3 in 10 Aussies are still worried about COVID-19 believe it's still a big issue to solve. 1 in 4 rank this

Cost of living

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

Reduction of taxes

Financial support for lower income groups

*Of those with spontaneous responses

1 in 5 rank this

Economic impact



household finances

feel the same for Australia's general economic outlook

Yet, we'll cut back on...

entertainment activities

holidays

energy usage

subscription services

food and drink

education

17% rank this

Climate change

difference to the world around us through our choices and actions

Half of us feel we can make a

Australia

Global

their environmental impact 3 in 10 5 in 10

But we're less inclined now to actively

seek out brands offering ways to offset

Australia

Global

Global Australia

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.

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