

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 2021 and included n = 500 Australians.

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

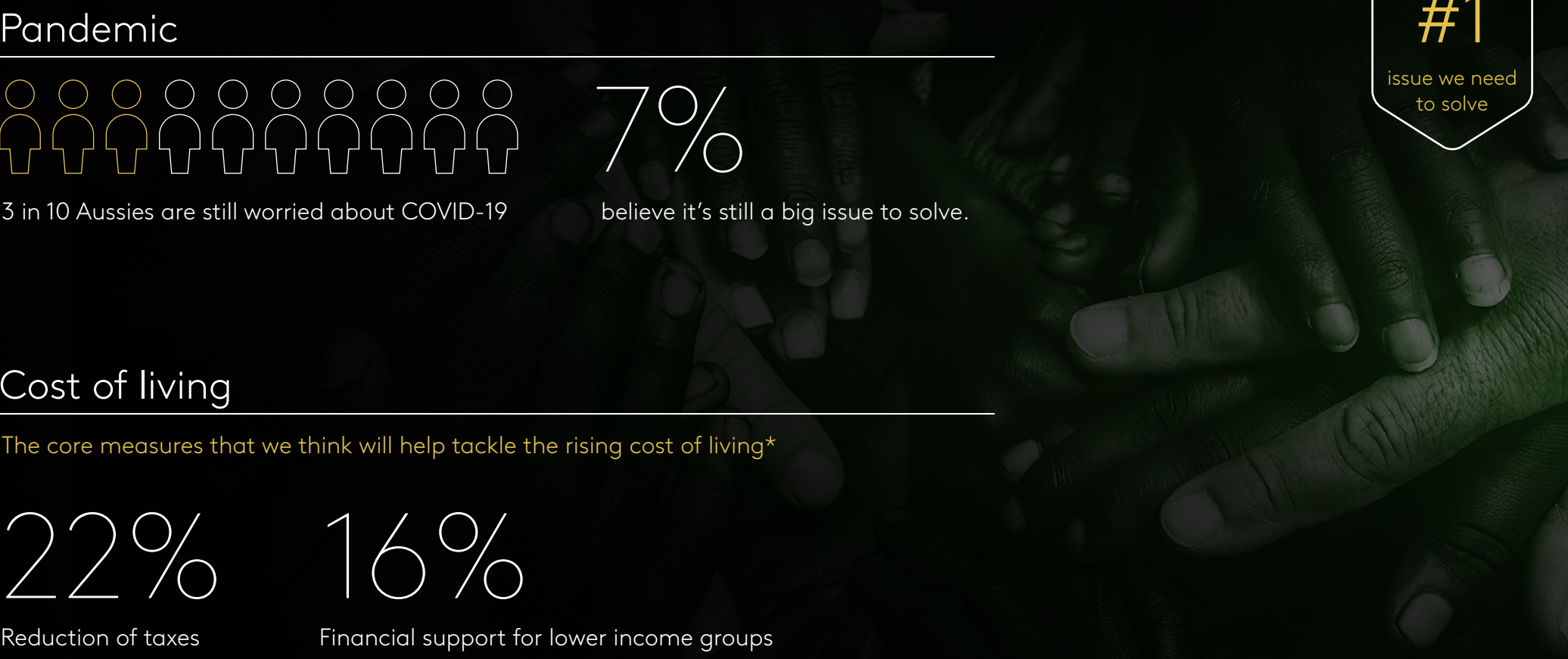
This is despite the issues we are dealing with right now. And there’s a lot.



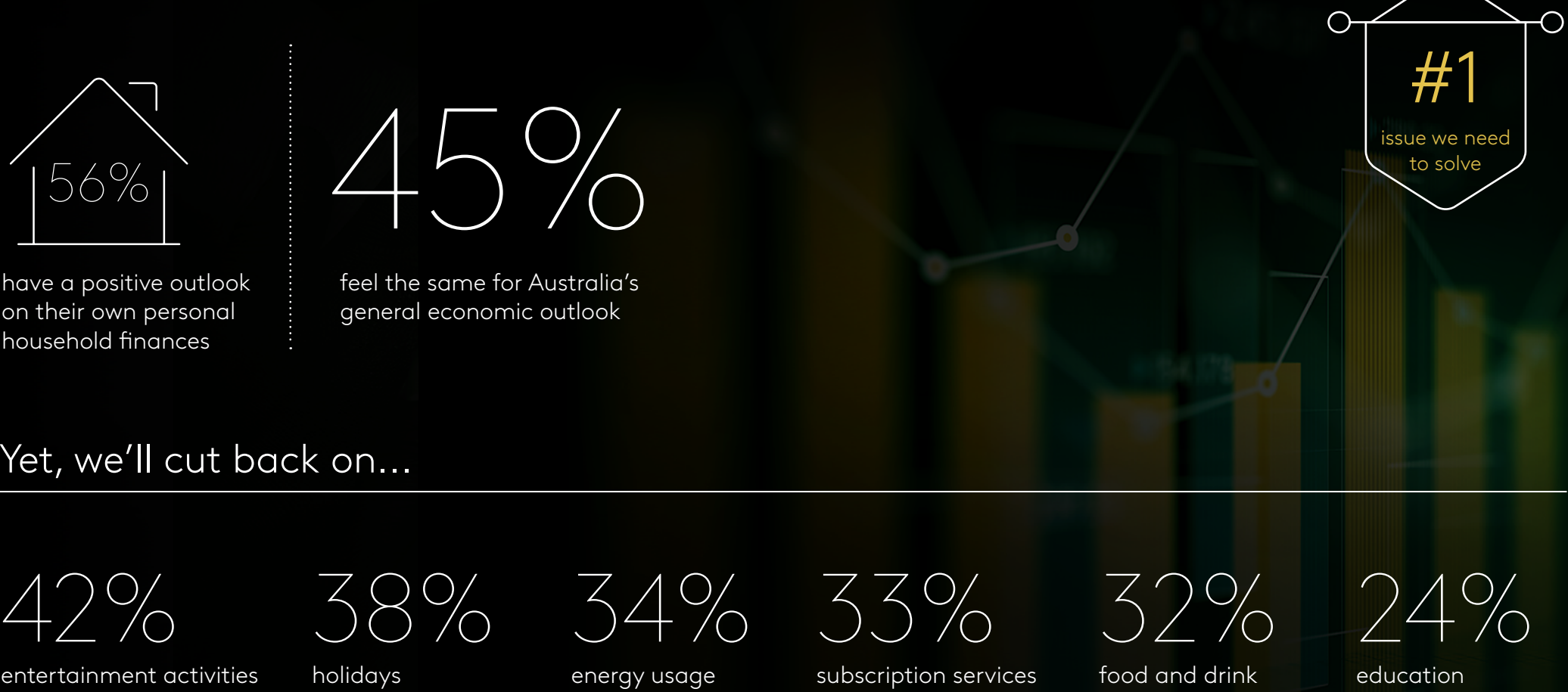
But the value/action gap is real

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.

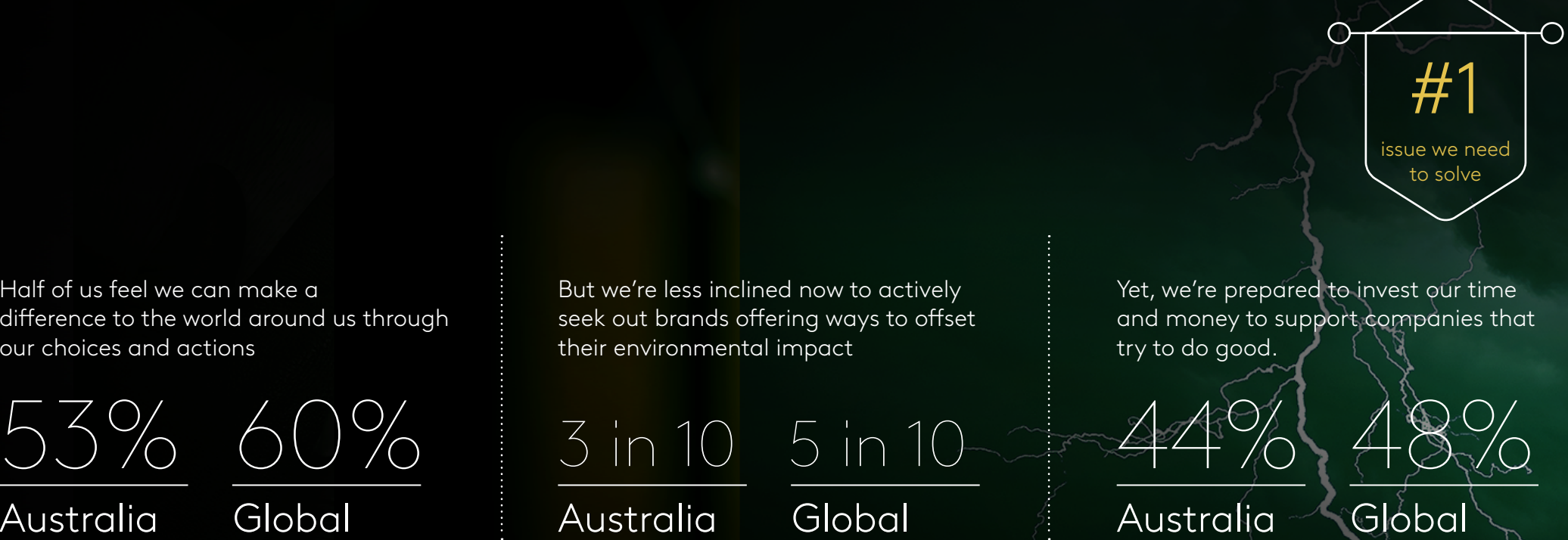
Social issues



Economic impact



Climate change



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.