

Kantar Global Issues Barometer

Unpacking what is concerning consumers, how it is affecting their behaviour and what changes they would like to see moving forward.

Australians are feeling broadly more positive compared to May

How are Australians feeling? | Positive Emotions



Australians are feeling more positive and settled post-election

However many of the top concerns remain



When Australians think about war, the risk of escalation is our key concern. It is also seen to be impacting the cost of goods.

What aspects/consequences of war are you worried about?



These are heightened concerns for Australians

Global Concern

Aussies are feeling the pinch with 4 in 5 seeing the cost of goods and services rising

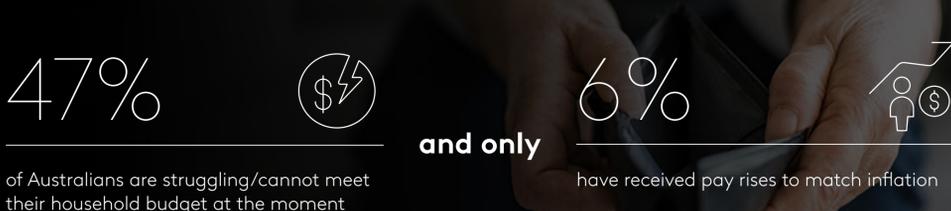


Perceived drivers of rising prices



For many Australians it is a **combination of all three**

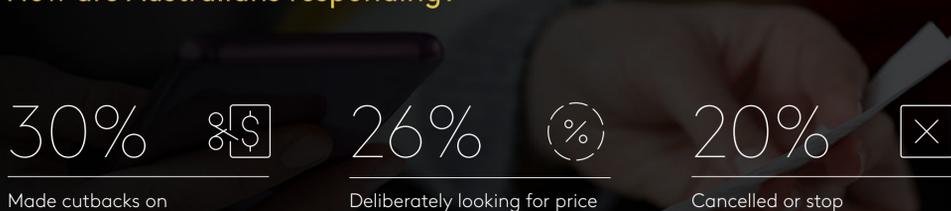
How is financial security impacted?



Where are Australians feeling the pinch?



How are Australians responding?



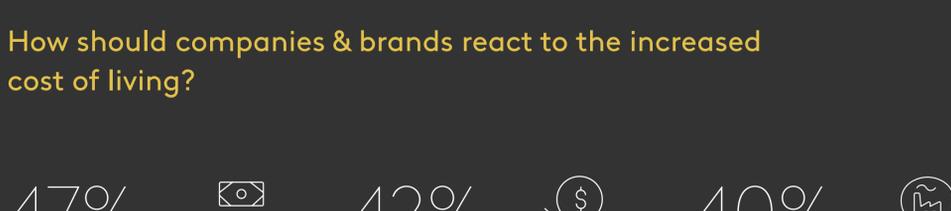
Australians are more discerning about which luxuries to spend on



Whilst some Australians will need to cut out these luxuries completely, many will look for ways to still experience the things they have been looking forward to post restrictions.



How should companies & brands react to the increased cost of living?



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

Waves 1-3 available now. Wave 4 coming in November.

Click [here](#) to find out more

www.kantaraustralia.com