



november report 2021.
social and environmental
issues research.

 **Catalyst.**

powered by **Glow.**

November 2021

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What's in this **report.**

1 November priority issues

The issues Australians are most concerned about, right now.

2 Investing with ethics

Are we investing ethically or just in pursuit of short term gains at the expense of the planet?

3 Housing (un)affordability

Guest Analyst Sophie Renton from McCrindle Research discovers why we are so concerned about housing prices.

4 COP26 debrief

Guest Analyst Monica Gessner from research consultancy Insight & Reason assesses whether the propaganda, politics and polemic has changed people's beliefs about our ability to meet 2050 emissions goals.



The headlines.

1 November priority issues

COVID-19 loses its spot at the top, giving ground to concerns about climate change and the rising cost of living.

2 Investing with ethics

Ethics on the rise as we see increasing support from investors in selecting investment vehicles that do good.

3 Housing (un)affordability

Less than one in ten Australians believe that housing is affordable and four in five believe it is much harder for young people to get on the property ladder.

4 COP26 debrief

The majority of us remain just as frustrated and hopeful post the summit as we were before, but there is hope for positive action.

1

november priority issues.

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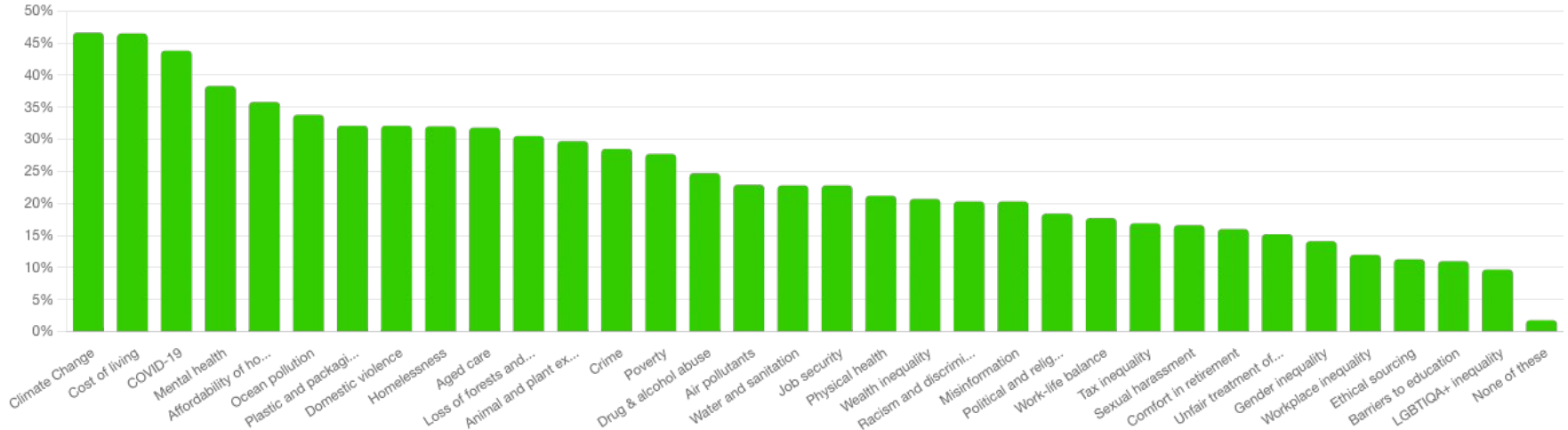
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The pandemic is no longer our primary concern.

Catalyst captures an evolving list of priority issues that are being actively explored by the program. The chart below depicts the areas in which Australians have said they want to see more positive action and attention.

For the first time since the program launched in July, COVID-19 is no longer our dominant concern, with the issue falling to the third biggest concern. Climate change takes over the number 1 spot as our greatest concern, which is no surprise in light of heightened

debate, discussion and news coverage surrounding and following the Global UN climate summit at the end of October. Cost of living climbed to the 2nd most prominent worry, a growing concern Australians are facing as we emerge from COVID-19.



Source: Catalyst program, November 2021. (n=1222)

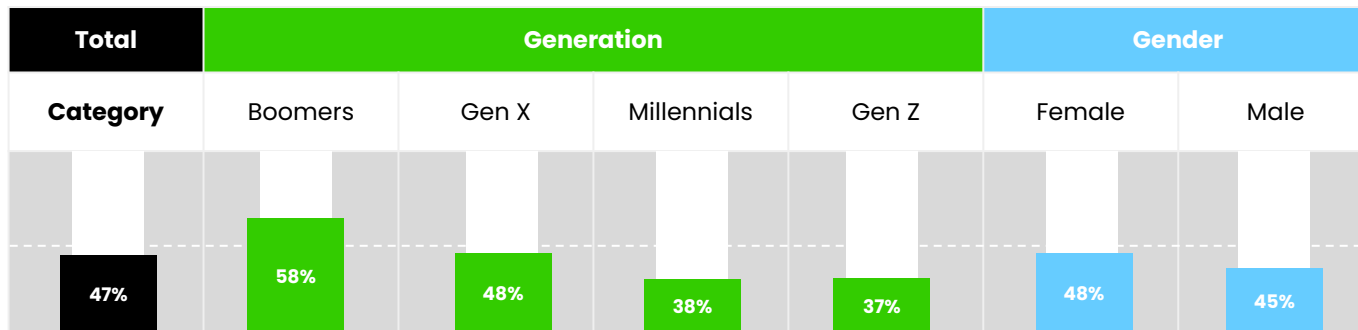
Older generation the most concerned.

The older generations are driving concern for **climate change** with the number of baby boomers most concerned with the issue rising to 58%. This was 20% higher than both millennials and gen Z despite the younger generations having to live with the fallout into the future.

Likewise, cost of living was more prominent for the older generations with 55% of Gen X 55% and 47% of Boomers citing it as a pressing concern. Gen Z (35%) again was 20% lower than the most concerned generation for the same issue.

Females were more concerned than males across all issues with the exception of **misinformation** and **wealth inequality** where more men than women consider it an issue requiring immediate attention.

Respondents concerned about climate change:



priority issues trends.

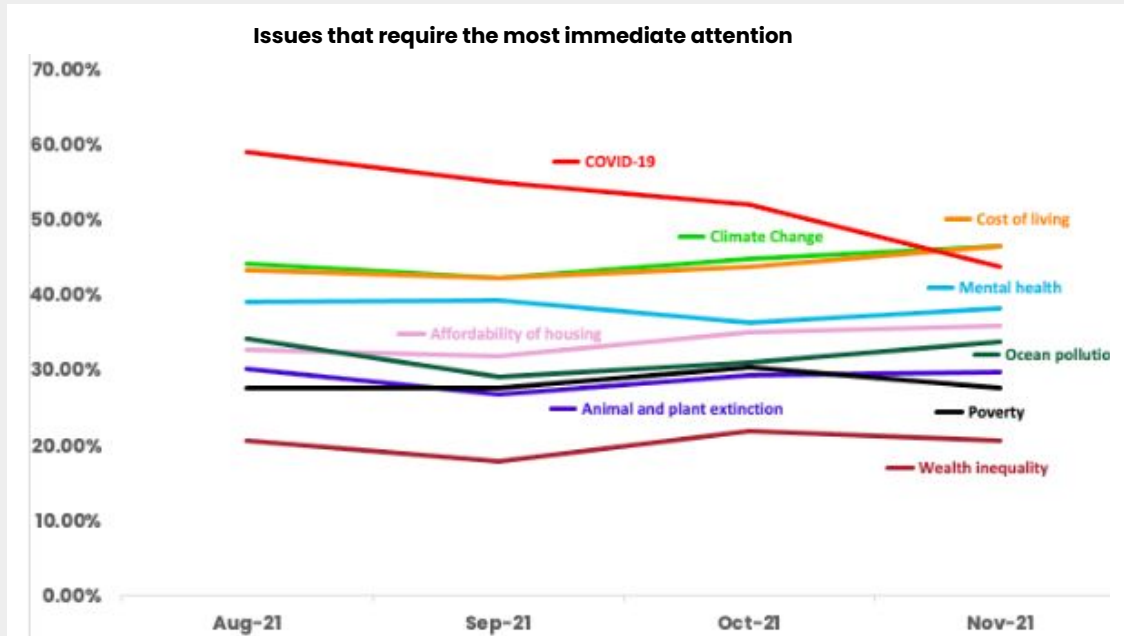
Climate change and cost of living most pressing issues.

Between August and November, Covid-19 has been slowly decreasing in prominence, giving way to long-standing issues of climate change and cost of living to emerge as the issues viewed by Australians to require the most immediate attention.

Mental health continues to be a major concern for Australians and there is a huge opportunity for businesses and the government to help address this major issue. Everything from employee wellbeing programs to empowering employees to be of assistance and equipped to assist their friends and colleagues would be positive steps.

Affordability of housing is another major issue and given the steep rise in house prices observed over the past year, we

expect that housing affordability will continue to be an important issue during 2022.



2

ethical investing.

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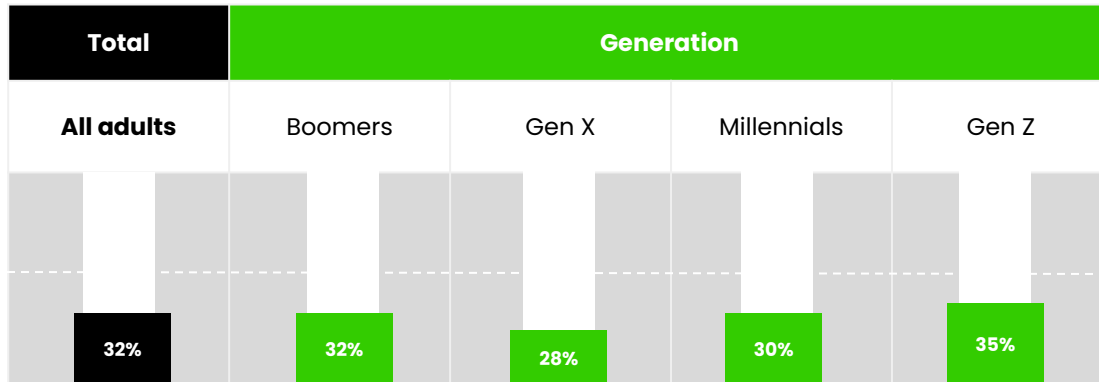
The rise of ethical investing.

The latest Catalyst data release has added further evidence of an attitude shift among investors and a desire to utilise their investments as a way to bring about positive social and environmental changes.

The research showed nearly 1 in 3 everyday investors (32%) would choose ethical investing over better returns when it came to selecting investment vehicles, whether that is super, shares, ETFs, property or other investment classes.

This view was consistently held generationally with Gen Z narrowly leading the charge with 35% of the demographic committed to green investing over better returns.

choose ethical investing over better returns



Source: Catalyst program, November 2021. (n=1222)



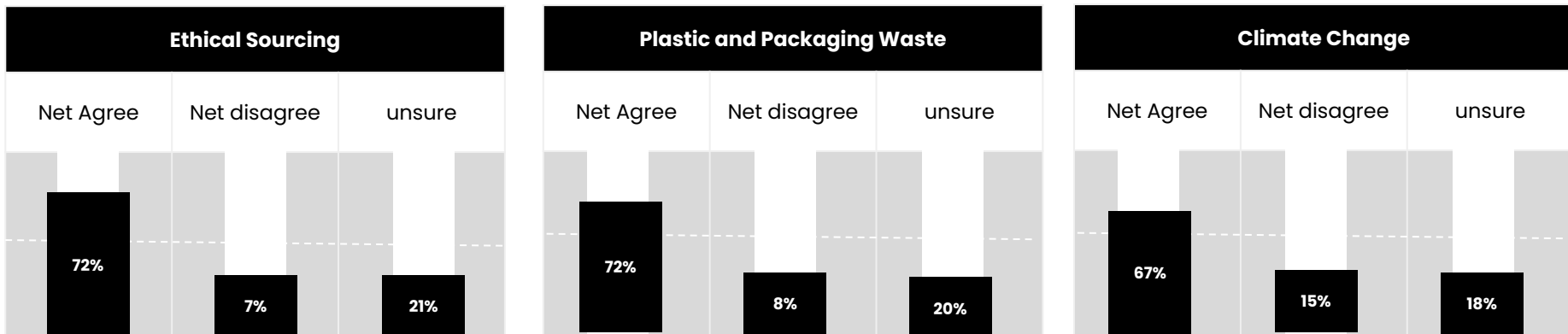
■ Net Agree ■ Unsure ■ Net Disagree

Issues worth the investment.

Investors have revealed a big appetite for investing in companies that support solving specific issues. **Ethical sourcing** was the issue investors were most willing to help solve through their personal investments, with 72% of respondents more likely to invest in a company addressing the issue.

Reducing the amount of **plastic and packaging waste** is also likely to prove advantageous for businesses in the race to capital with 72% of investors more likely to invest in companies that are tackling this issue.

With **climate change** at the forefront of the minds of consumers, it is no surprise that 67% of investors are more willing to invest in businesses addressing this most pressing concern to many.



3

raising the roof on housing affordability.

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Australians are concerned about the rising cost of living.

A season of low interest rates, slow wages growth and rising housing prices are likely factors that contribute to Australians' concerns about the rising cost of living.

More than half of Australians see rising house prices/rental prices (54%) and rising food and grocery prices (54%) as the biggest concerns about the economy. This is followed by slow wages growth (39%), unemployment (37%) and household debt levels (37%). Rising food and grocery prices are more likely to be a concern to Baby Boomers than their younger counterparts (63% Baby Boomers cf. 58% Gen X, 50% Millennials, 35% Gen Z . Baby Boomers (47%) are also twice as likely as Gen Z (24%)

to be concerned about the levels of Government debt. Gen Z, however, are more likely to be concerned about

unemployment (53% Gen Z cf. 34% Millennials, 43% Gen X, 32% Baby Boomers).

Which are the biggest concerns you have about the Australian economy?



raising the roof on housing affordability.

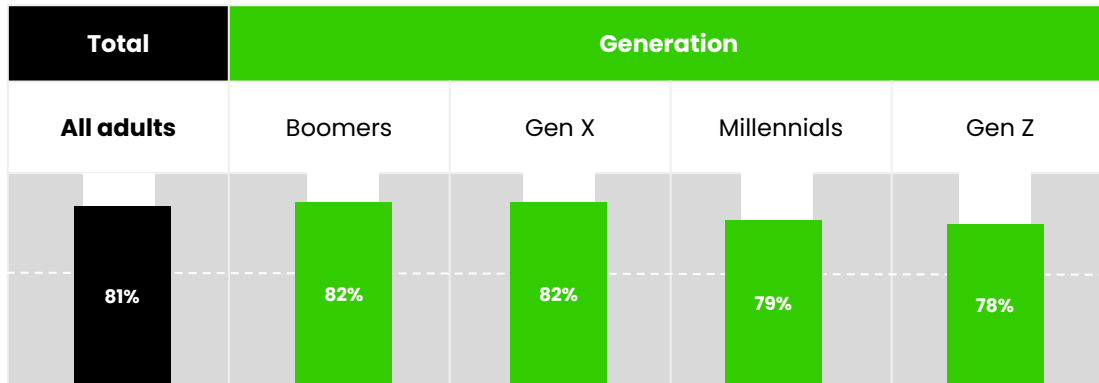
Buying a home is harder today than for past generations.

When Australians consider home prices, earnings and interest rates, four in five (81%) believe it is harder for young people today to buy their own home compared to their parents' generation.

as likely to believe it is harder for young people today to buy their own home (82% Baby Boomers, 78% Gen Z).

Far from younger generations complaining about their lot in life, the generations are united in their perspective with older generations just

Is it easier or harder for young people today to buy their own home compared to their parents' generation? (% selecting harder)



Source: Catalyst program, November 2021 (n=1,222)

Content by Guest Analyst Sophie Renton, Managing Director, McCrindle Research

Australians are concerned about the rising cost of living.

Youth surmise that the government is to blame, with Gen Z (35%) the most likely to believe that **not enough government support** is a key factor that has created housing unaffordability. This compares to just 25% of baby boomers, 26% of Gen X and 32% of Millennials.

Older Australians, however, are more likely to believe that **overseas property investors** have created the housing unaffordability (65% Baby Boomers cf. 55% Gen X, 37% Millennials, 29% Gen Z).

What are the main factors that have created housing unaffordability?

Please select all that apply.



4

climate sentiment following COP26.

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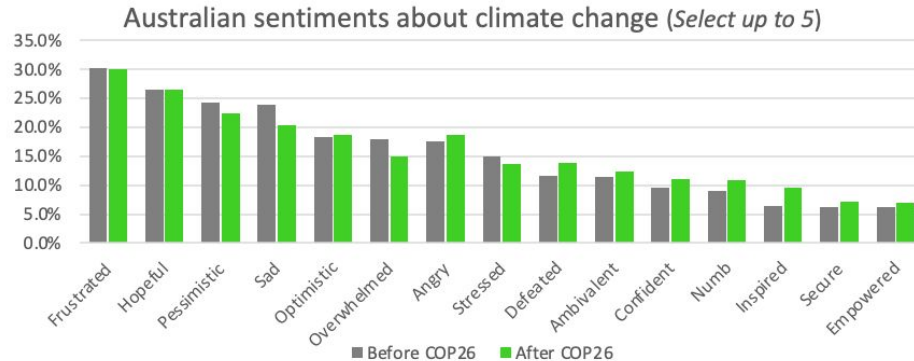
sentiment following COP26.

Australians are frustrated, yet hopeful, after COP26.

The latest Catalyst survey took place around the same time as the COP26 summit in Glasgow. We included a few questions to gauge Australians' sentiment towards climate change and found a mix of both frustration and hope. The biggest differences were among demographic groups.

Gen Z (18-24 year olds) are most likely to be feeling overwhelmed, frustrated and stressed following COP26. This is in contrast with the emotions of Millennials (25-44) who are more likely to be at the forefront of helping combat climate change. They are most likely to be feeling hopefulness and optimism.

Generation X (aged 45-54) are the most frustrated, and even more so after COP26, while Baby Boomers expressed a mix of all emotions, feeling hopeful but also frustrated and pessimistic both before and after COP26. COP26 was not viewed to have made a material impact on ensuring the world reaches net zero emissions by 2050.



Source: Catalyst program, November 2021 (n=1,222)

Content by Guest Analyst Monica Gessner,
Head of Consulting, Instinct & Reason

sentiment following COP26.

We are cautiously optimistic about COP26's impact.

Beyond simply emotions, respondents were asked about the expected impact of the Summit.

Roughly half of Australians (49%) believe the summit will result in very little to no change in the world achieving net zero emissions by 2050.

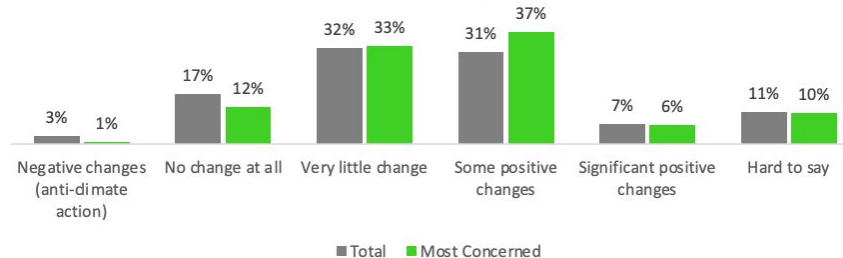
31% of Australians believe that the COP26 summit will have at least some positive impact.

Those who are closest to the topic (rated climate change as requiring immediate action) are even more bullish, with 37% expecting some

positive impact and another 6% expecting significant positive changes.

Hopes and expectations are highest among the younger generations, with 44% of 18-44 year olds (Gen Z and Millennials) expecting positive changes.

What impact do you think the recent UN talks in Glasgow on climate change (COP26) will have on the world reaching NET Zero emissions by 2050?



Source: Catalyst program, November 2021 (n=1,222)

Content by Guest Analyst Monica Gessner,
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5

catalyst explained.

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introducing.



Research for good

The Catalyst program is an open-source research and insights program that allows its community to engage in quality market research to interrogate the major environmental and social issues that we face.

The program is building a body of knowledge that fuels conversation, action and behaviour change in all areas of society, led by businesses using it to support their own programs of action.

The program involves monthly consumer research gathering the views of a representative sample of Australian adults.

Catalyst is powered by **Glow**, a commercial research technology business that combines its proprietary software platform with quality panel data and research expertise to deliver rapid, robust and cost effective consumer research for clients across a range of industries around the world.

With better data, businesses can be courageous with less risk, turn a profit with reduced impact and create the positive change that their customers, employees and investors seek.

climate change	ocean pollution
plastic and packaging waste	animal and plant extinction
air pollutants	work-life balance
loss of forests and habitat	workplace inequality
affordability of housing	aged care
cost of living	COVID-19
drug and alcohol abuse	ethical sourcing
job security	LGBTIQA+ inequality
physical health	poverty
tax inequality	unfair treatment of indigenous people
comfort in retirement	domestic violence
homelessness	misinformation
sexual harassment	wealth inequality

a top-down framework for action and measurement.

Rich data.

Reports:

Catalyst

Monthly Reports
Issue Deep Dives

Catalyst Issue Tracking

Catalyst+Glow

Cross-Industry reports
Industry specific reports

Catalyst Industry
Priorities

Brand
toolkit

Glow

Brand specific SRS reports
Bespoke brand research

Public

(available to Catalyst supporters)

Private

(commissioned by brands)

Structured for impact.

Catalyst uncovers consumer sentiment and priorities in a structured, repeatable way.

This helps identify the issues people care most about.

This data is published for the benefit of industry, academia, charities and investors to aid in the development of improvement programs and provide performance benchmarks.

Industry level data is captured to join issues to industries and each

industry's Social Responsibility Score (SRS) is calculated. Industry bodies can use this to assess their performance relative to other sectors. Brands can use it to more confidently invest in solutions that address the issues consumers expect them to tackle.

Brands can privately track their own SRS to identify a deeper strategic advantage.

Contact the Glow team if you would like to know your brand's SRS.

the research approach.

The sparkline.

Environmental	climate change	ocean pollution	air pollutants	
	plastic and packaging waste	animal and plant extinction	loss of forests and habitat	
Social	COVID-19	domestic violence	racism and discrimination	ethical sourcing
	poverty	homelessness	mental health	sexual harassment
	drug and alcohol abuse	unfair treatment of indigenous people	gender inequality	LGBTIQA+ inequality
	crime	job security	aged care	cost of living
	physical health	affordability of housing	work-life balance	political and religious extremism
	water and sanitation	misinformation	wealth inequality	workplace inequality

Each month we measure public sentiment towards over 30 different social and environmental issues as a barometer of our collective anxiety.

The focus issues.

In addition, each month we dug deeper into a few issue areas to better understand attitudes, current behaviour and potential actions to create change.



Methodology.

Responses from industry-leading online research panels via the Glow platform. 1,222 interviews with a representative sample of Australians aged 18+. Fieldwork was conducted October 8–12 2021. Responses were quality assured via multiple protocols and reviewed by a human for quality & consistency.

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Catalyst. Supported by members. Powered by Partners.

Since launching in July 2021, Catalyst has gained significant support from the public, investor groups, industry members and peak bodies across a range of industries and sectors.

Join Catalyst free of charge to get regular updates on the issues that matter most to Australians.

A range of benefits are also available to industry members, brands and organisations that want to partner with us to increase the impact of the program.

Join Catalyst free today

Program partners include:



If you'd like to find out more about the benefits of becoming a Catalyst partner, please email catalyst@glowfeed.com



Get into the issues that matter with Catalyst in your inbox every month.

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