



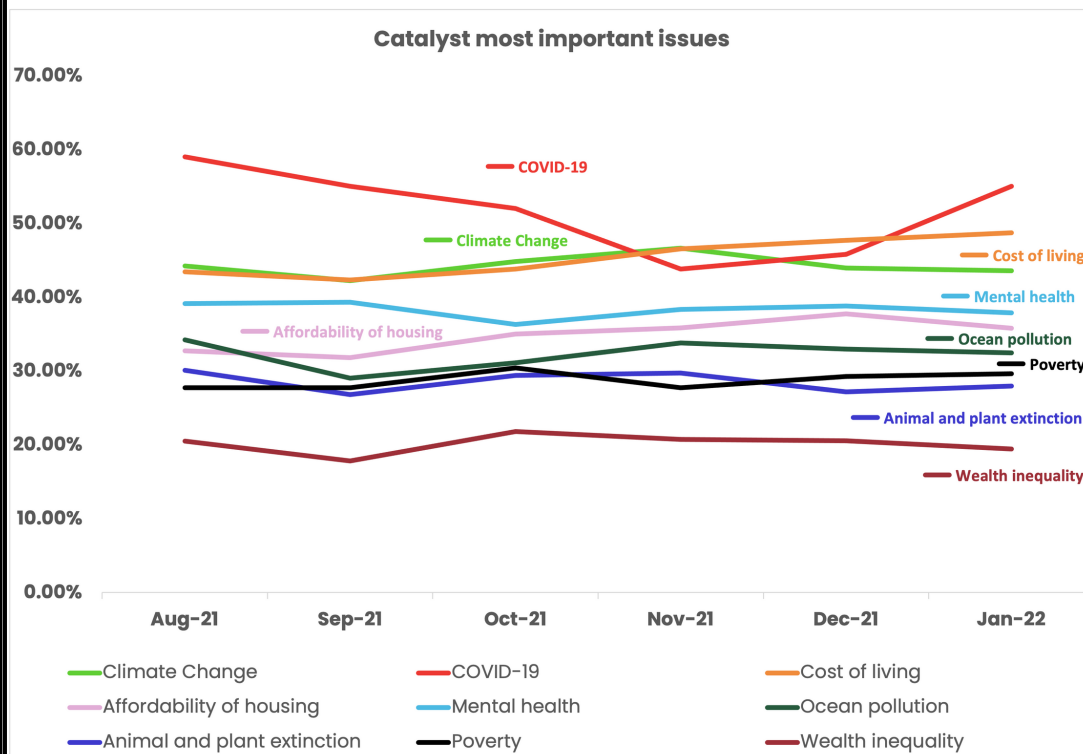
Catalyst Report

Data from January 2022



CATALYST SPARKLINE

Each month Catalyst polls Aussies across more than 30 social and environmental issue areas, providing a monitor of our most pressing concerns. Here are the results from the past 6 months.

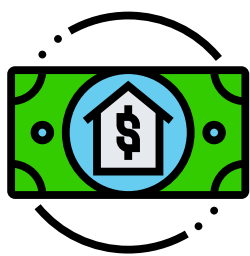


Nearly 60% of Aussies concerned with COVID-19

Looking back over the past 6 months at the Catalyst Sparkline and the issues that are of greatest concern to Australians, it has been encouraging to watch our collective anxieties about Covid slowly decline as vaccination rates have risen and state and federal government's have formulated and executed plans. Unfortunately as we all know, Omicron reared its ugly head at the end of last year and has created a new wave of anxiety as it has spread across Australia, evident by Covid regaining its #1 spot in January as the issue of most concern to Aussies.

Cost of Living Australians second biggest concern

The cost of living is now the second most pressing issue in consumers minds. The financial strain of lockdowns and continued restrictions, combined with the end of government COVID-19 subsidies in 2021 have likely been contributing factors.



The cost of living is impacting older generations

The financial burden of the past 6 months has affected the older demographics more than the younger ones. One in two Baby Boomers cited the cost of living as a concern in January, compared to 40% of Gen Z and 44% of Millennials.

**FIND OUT THE ISSUES
THAT MATTER MOST
TO YOUR CONSUMERS**

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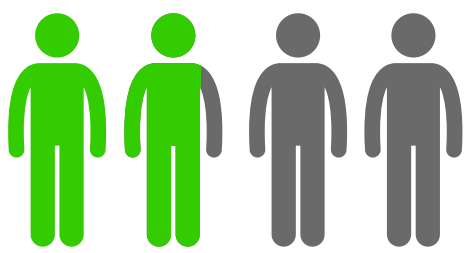


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CARBON OFFSETTING

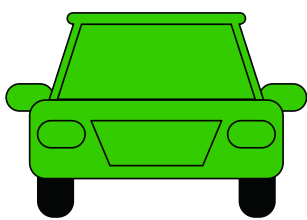
In the latest Catalyst survey we asked Australians their thoughts on carbon offsetting. There is a significant opportunity to improve uptake through education.



Less than half (44%) of Australians are aware that it is possible to offset their carbon emissions through the purchase of Australian Carbon Credit Units. Baby boomers were the most aware (49%) with Gen Z the least (33%)

There's a willingness to offset, particularly amongst the young

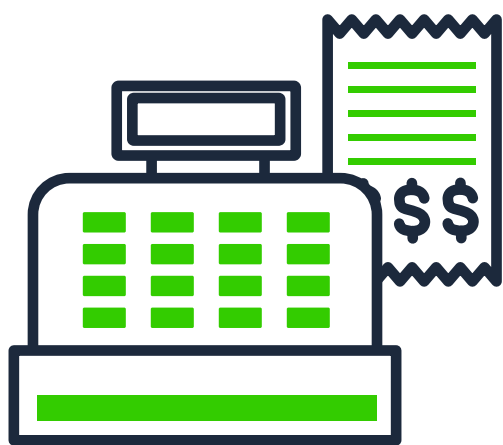
Amongst those aware of carbon offsetting, 30-50% say they are likely to offset their emissions for a marginal additional cost depending on the product or service category. This figure rises significantly for younger groups with between 56%-80% of Gen Z willing to offset emissions across different categories. The age group least likely to offset emissions was Boomers with only 18%-33% willing to offset emissions in each category.



Air travel, vehicle travel and food & grocery items were the areas where there was the strongest desire to offset carbon emissions.

Pay as we go

The majority (59%) of people willing to pay to offset carbon emissions wanted to do it at the point of purchase, rather than through monthly or yearly payments plans.



IT'S TIME TO TAKE ACTION

This data suggests a significant opportunity for retailers and travel providers to encourage behaviour change by educating their customers about offset options and making that choice prominent at checkout.

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INDUSTRY SOCIAL RESPONSIBILITY SCORES

In December, we utilised Glow's unique ESG (environment, social and governance) measurement methodology to test how socially responsible consumers believe various industries to be.

THE PURPOSE OF THE SRS METRIC

The purpose of the SRS metric is to provide a consistent, comparable measure of how socially responsible consumers believe an industry (or brand) is.

Arts, culture and music industry rated highest

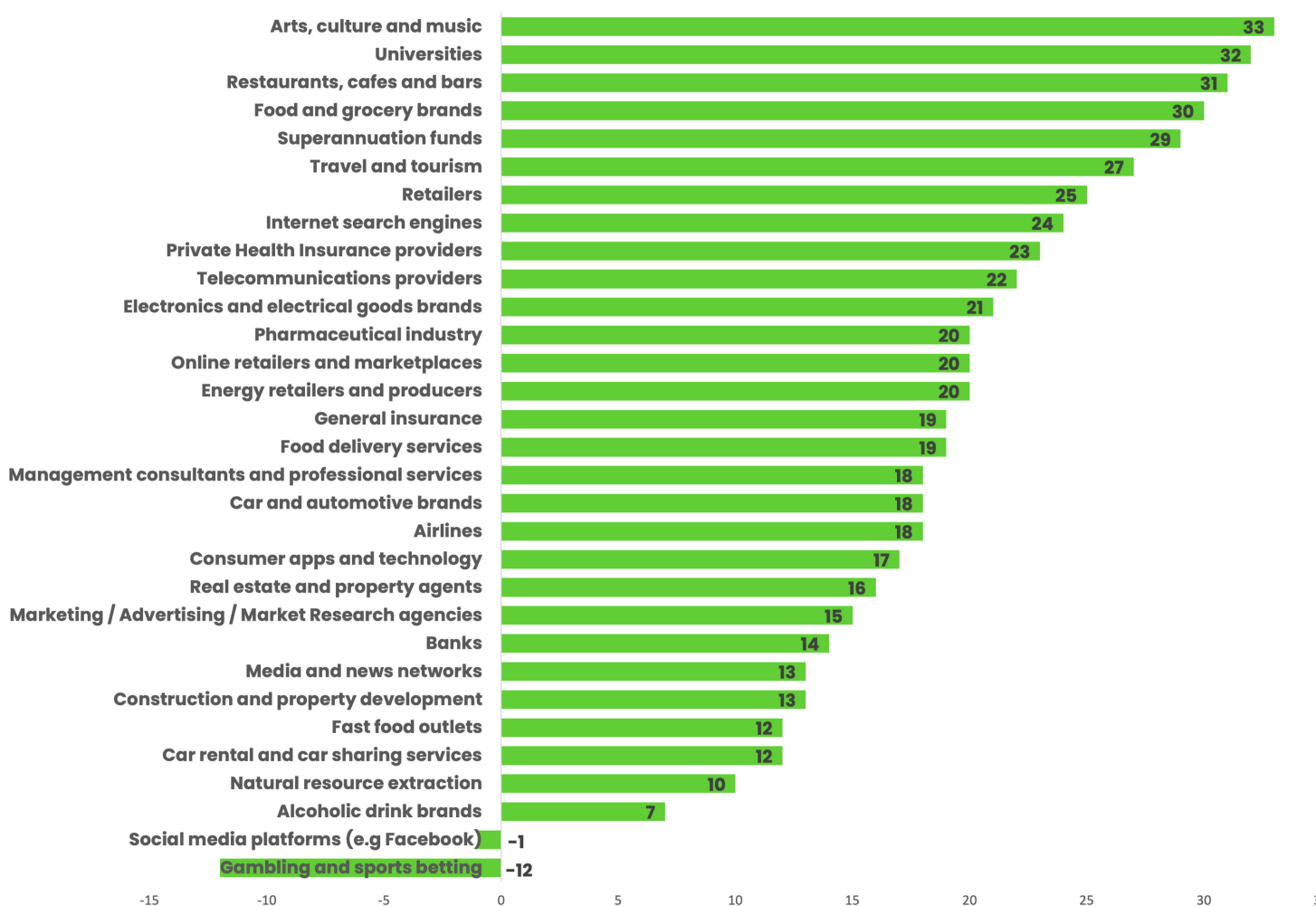
The analysis found the Arts, culture and music industry to be the highest rated industry, followed by Universities, Restaurants/cafes/bars, and Food and grocery brands.



NEGATIVE SRS FOR SOCIAL MEDIA PLATFORMS

The social media industry's negative score is linked to one of the issues tracked by the Catalyst program - misinformation. Its impact on public perception of issues has become a key focus for Australians in recent times, with the social media industry seen as the main contributor to what is considered misinformation.

Industry SRS scores Dec 21



Gambling, sports betting and alcohol industries rated lowest

The gambling, sports betting and alcohol sectors all score poorly as a result of their perceived negative social impacts in areas including mental, physical and financial wellbeing.



IF YOU WANT TO KNOW HOW YOUR BRAND IS SEEN, FIND YOUR SOCIAL RESPONSIBILITY SCORE [HERE](#).



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