



october report 2021.
social and environmental
issues research.



powered by **Glow.**

October 2021

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What's in this **report.**

1 October priority issues

The issues Australians are most concerned about, right now.

2 Climate action now

The demands from consumers for the Government to act and in which policy areas.

3 Catalyst explained

Overview of how the program works and what data is collected.



The headlines.

1 October priority issues

COVID-19 and related issues remain a focus but climate change is also top of mind. Generational differences in concerns remain.

2 Climate action now

Consumers demand more action from government to address climate change. Specific green policies get the nod, especially from Millennials and coal gets the cold shoulder. We identify who needs to lead the charge for change.



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october priority issues.

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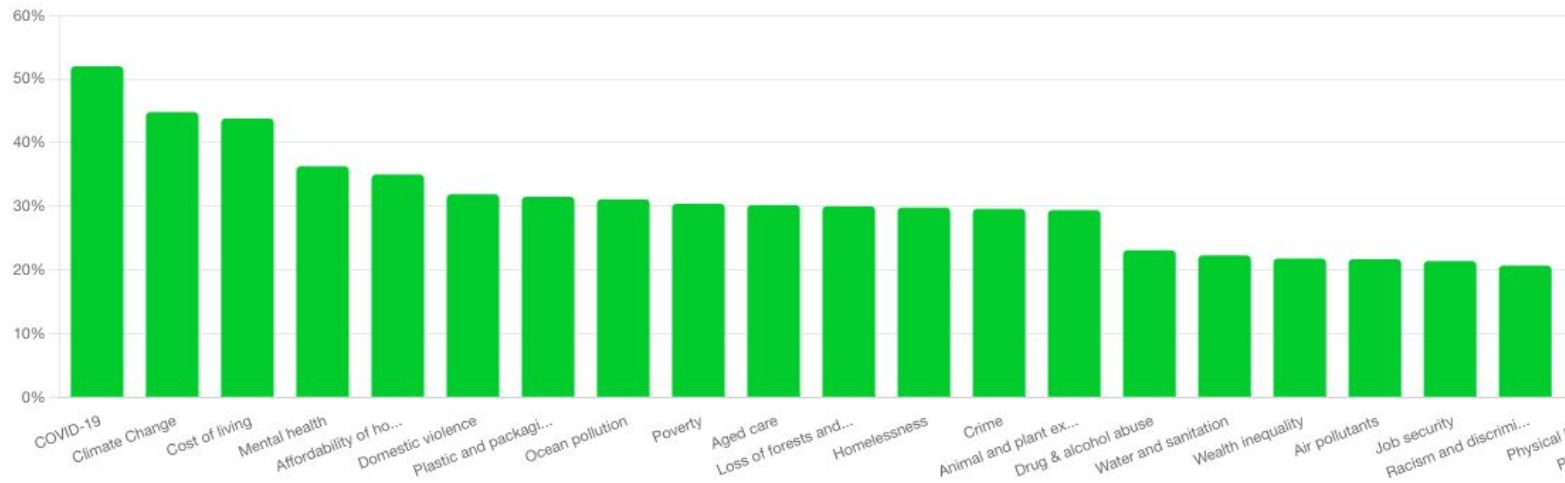
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The pandemic remains top of mind.

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.

COVID-19 stays at the top of the list even as we emerge from our lockdown cocoons. Climate change remains our number 2 concern, no surprise in light of heightened debate, discussion and news coverage in the lead up to the Global UN climate summit at the end of

October. Cost of living remains our 3rd most prominent concern, a persistent worry Australians and a reminder that while we are on the roadmap to recovery, life is far from normal for many Australians.



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

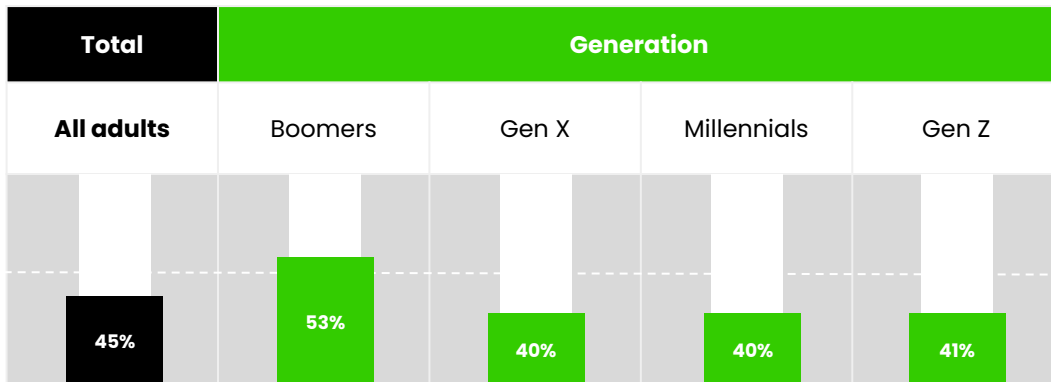
Generational differences in concerns.

There remain generational differences across issues. For the most prominent issues – **COVID, climate change** and **cost of living**, the Baby Boomer generation are more anxious than the other age groups. In fact, they are generally more concerned across the board.

Younger people (Gen Z) show stronger concern for specific social issues – **racism, gender inequality, LGBTQi+ inequality** and **sexual harassment**. They are roughly 50% more likely than adults in general to cite these as current concerns.

Females tend to be more concerned than males on all issues with the exception of **misinformation** where more men than women consider it an issue requiring attention.

Respondents concerned about climate change:



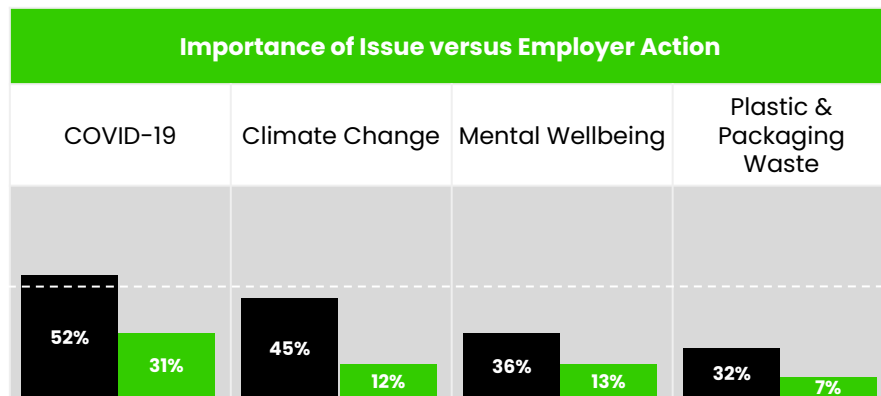
53% of boomers are concerned about **climate change**.

The gap between concern and action is wide.

The Catalyst data has shown that businesses are expected to play a role, as good corporate citizens, to address a number of social and environmental issues. So, we compared the most important issues (that are addressable by businesses) with the degree of action employees see their employers taking.

The result shows an enormous gap between consumer concern and positive employer action and highlight that there is much more that Australian businesses can do to play a positive role. Only 31% of employees believe their employer has taken any positive action to address COVID in the last 3 months.

Other workplace relevant issues fare much worse, with only around one in ten businesses seen to be acting to do anything to support the environment or key social issues.



Source: Issue priority % all adults, employees who've seen Employer act to address specific issue in last 3 months, Catalyst program, October 2021. (n=1222)

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climate
action now.

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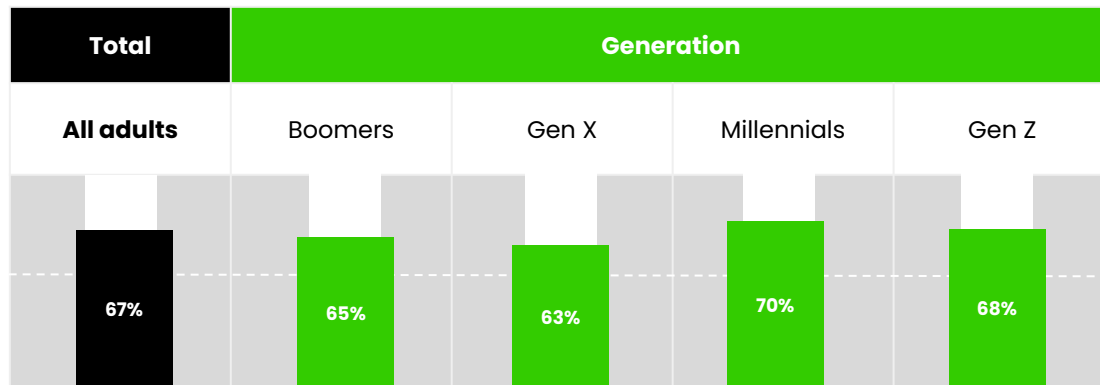
Consumers want stronger government action.

In the lead up to COP29 we investigated whether Australians were happy with the degree of government action to address climate change. The answer is a resounding 'no'.

Two-thirds of respondents (67%) said the Morrison Government should do more to address climate change with 30% saying the Government should do **much** more.

This view was consistently held across demographic groups, though younger age groups were slightly more supportive of more action than older. Likewise, **regional** respondents (63%) were less likely than those living in **metro** areas (69%) to agree that more needed to be done.

Do you believe your government should do more or less to address climate change



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

Strong support for environmental policies.

If Australians had their way Australia's \$50 billion coal export program would be banned to help curb the effects of climate change. In a sign consumers want tougher measures in place to reduce the country's carbon emissions, 49% of respondents said exporting of coal had to go, while 46% said they wanted coal banned for electricity production. This is a big ask for the Government given the United Nations is giving OECD countries until 2030 to phase out the use of coal from their power grids.



In additional findings:

- 76% want to introduce or increase funding for planting trees
- 72% want to see the introduction or increase in subsidies for renewable energy generation
- 71% want the government to educate citizens about the environmental impact of things they purchase so that they purchase lower footprint products and services
- 70% support an increase in funding of research and development of technologies that reduce carbon emissions and other pollutants
- 65% want to see a tax or levy on large scale emitters of greenhouse gases and/or other pollutants.
- 65% want the government to introduce or increase subsidies for the purchase of electric cars while 40% want to see the sale of new diesel and petrol cars banned.

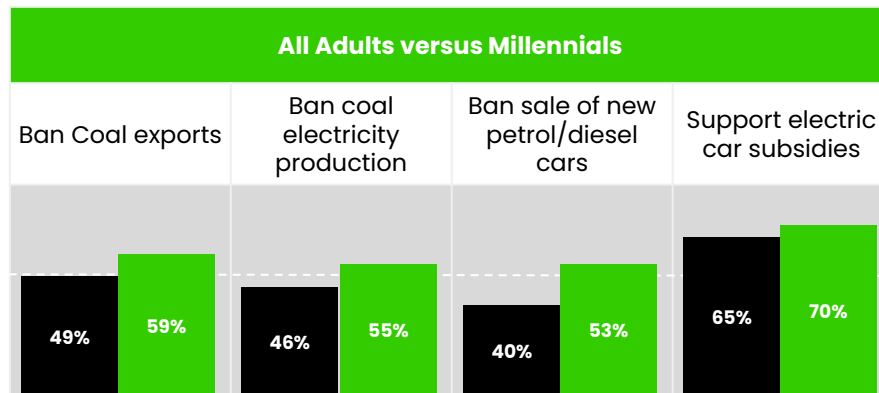
demographic differences.

Millennials strongly anti carbon polluters.

Overall, Millennials were slightly more supportive of all environmental policies than adults in general. However, there were two areas where they felt particularly strongly; coal & cars.

They were more likely to support banning coal exports (59%) and coal electricity production (55%) and the sale of new petrol or diesel cars (53%). In contrast they were also the strongest supporters of subsidies for electric cars (72%).

Support government policy change to help curb the effects of climate change



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

who should lead the charge for climate action.

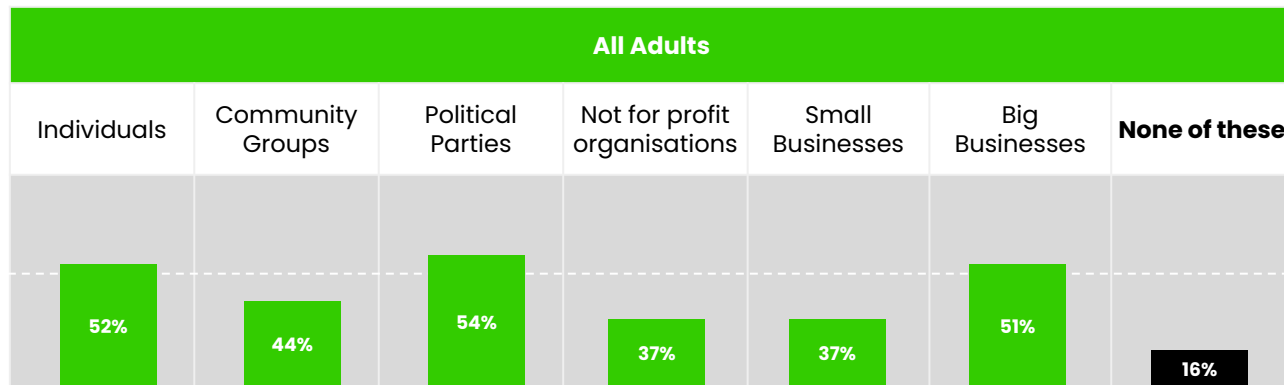
We're all in this together.

We asked respondents to indicate who should take the lead on pressuring the federal government to act on climate change. Whilst political parties were deemed to need to be the drivers of change, there was an equally strong expectation that individuals have

a strong role to play, as do big businesses. This reinforces other Catalyst data that highlights that consumers expect businesses to contribute to the communities in which they operate and to the environmental challenges they have, at least in part, created.

Women, more than men, expected big business to act for good (55%) whilst higher income respondents were more likely to believe in individual responsibility (55%).

Who should take the lead on pressuring the federal government to take action on climate change



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

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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

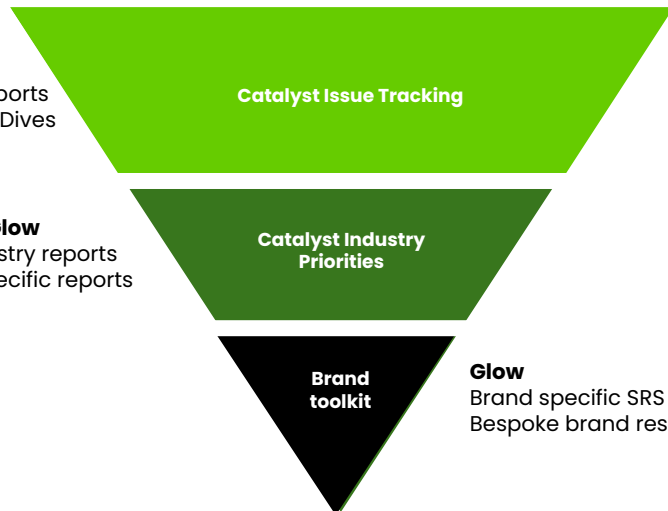
Monthly Reports
Issue Deep Dives

Catalyst+Glow

Cross-Industry reports
Industry specific reports

Public

(available to Catalyst supporters)



Glow

Brand specific SRS reports
Bespoke brand research

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.

attribution.



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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:



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