

Causes That Count: 2022

The 50 issues that matter most to people this year.

CAUSES THAT COUNT: 2022

In 2021 we launched Revolt's inaugural Causes That Count Index, detailing the the 50 issues that weigh most heavily on consumers around the world.

One year on and the global pandemic continues to cast its shadow upon our findings. Throughout our report you will find its influence felt in terms of how people feel about the economy, their wellbeing, and our shared environmental priorities.

Our new #1 issue hardly comes as a surprise on the back of COP26 and another year of historic weather events. But what is perhaps more revealing is the number of persistent issues where brand and business action is conspicuously absent.

Of course, not every brand has a credible or relevant role to play in an issue like the decline of family relationships. But the steep rise in concern around it that we've seen has yet to be matched by branded action. It's not the only issue that offers scope to create change for those with the vision and conviction to step up.

Ultimately, the Causes that Count can act as a compass - pointing us towards the issues that provide the biggest opportunity to forge a lasting emotional connection with real people. It is then up to us to find the right way for that brand by ensuring it's credible and profitable. If you need help finding the way, then please do get in touch.

Alex Lewis

Co-founder and Strategic Lead

alex@revoltlondon.com

The top 50

Key

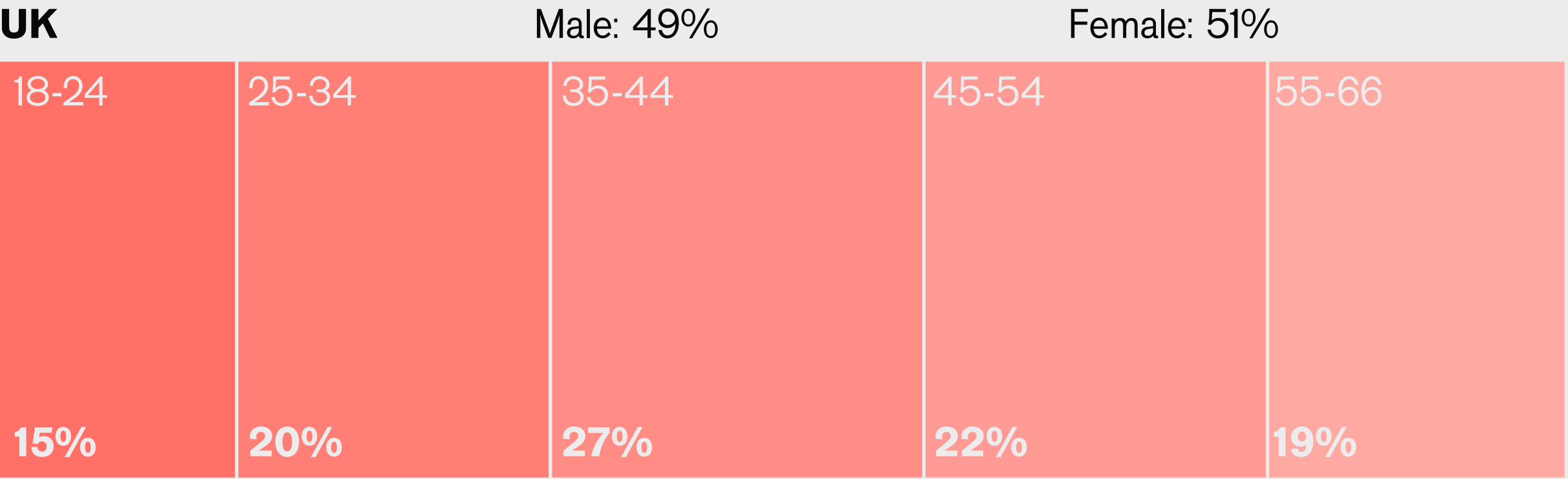
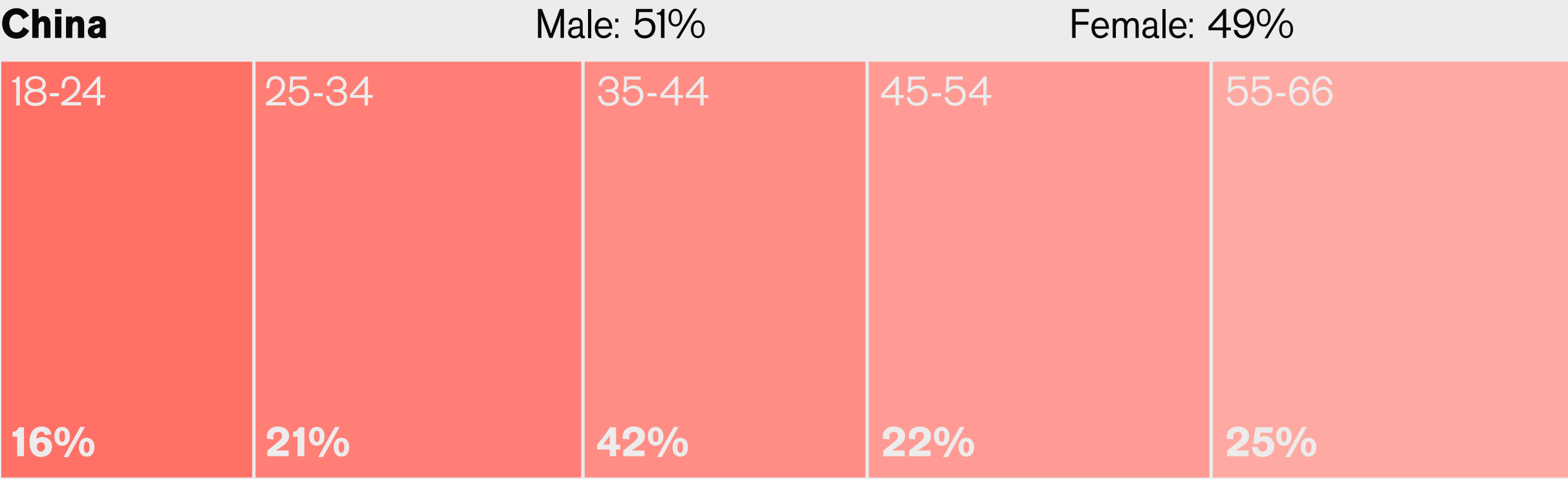
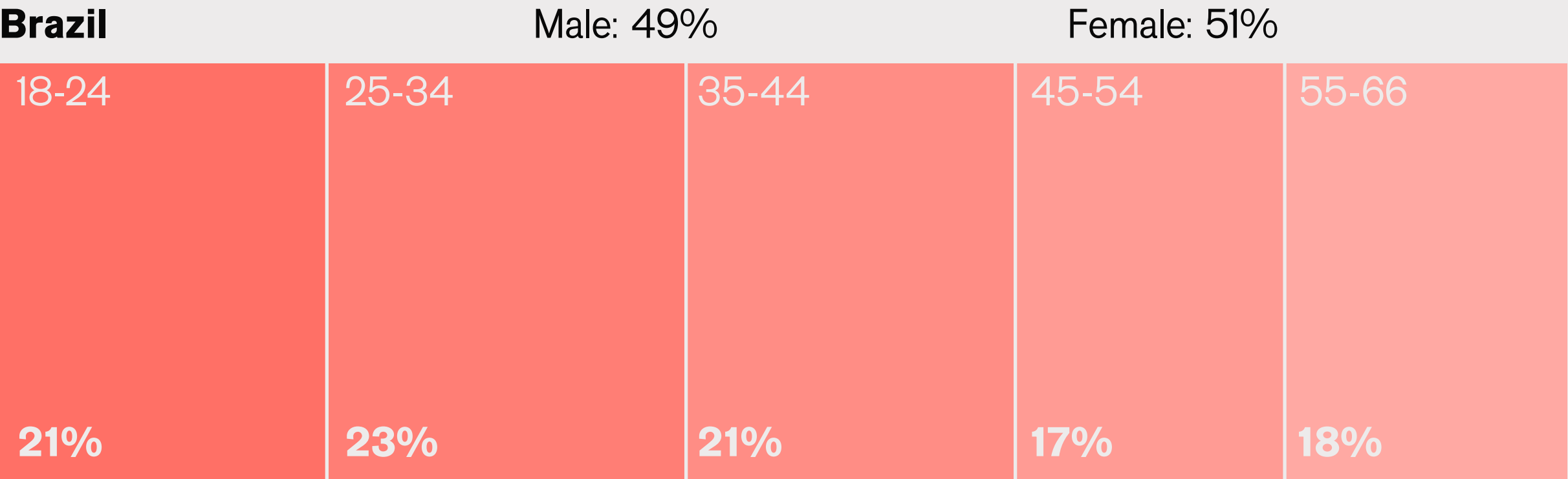
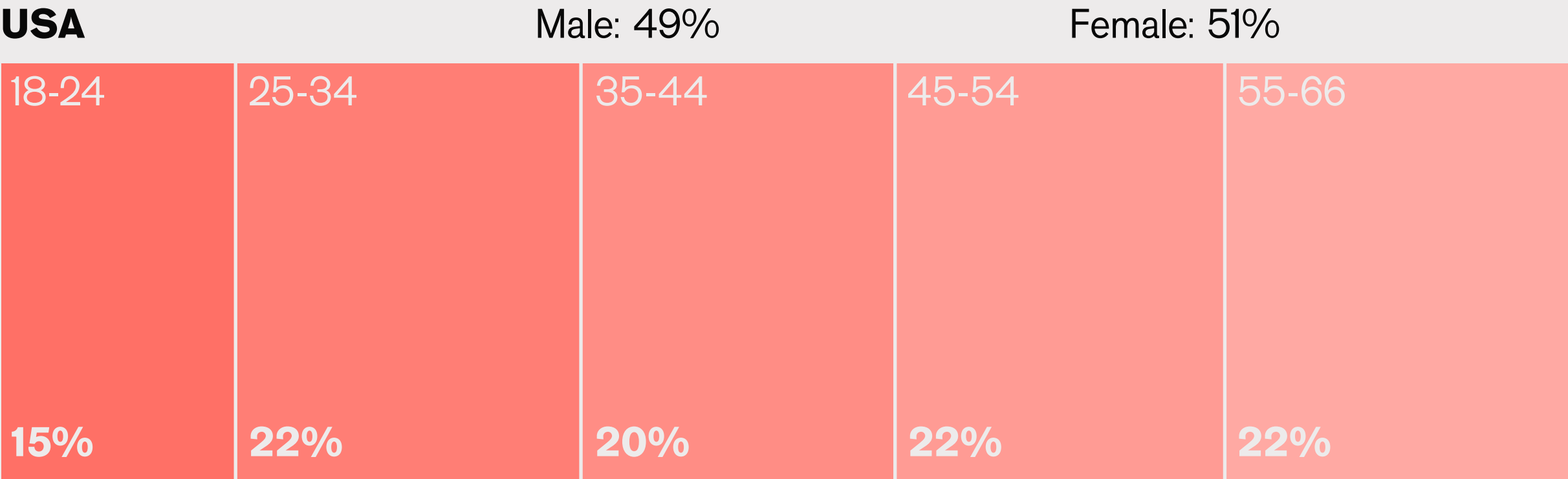
Economic	●
Environment	●
Political	●
Social	●
Technology	●

50. Sexuality & gender identity rights	●
49. Religious tolerance	●
48. Fake news	●
47. Issues with our media	●
46. Negative impact of technology (screen time, addiction etc)	●
45. Gender inequality	●
44. Self esteem & body image	●
43. Loneliness	●
42. The refugee crisis	●
41. Automation's impact on human employment	●
40. Universal access to technology & the internet	●
39. Protecting vulnerable people online	●
38. Animal rights	●
37. Obesity, access to healthy food & exercise	●
36. Ethical business practices	●
35. Addiction (drugs, alcohol & gambling)	●
34. Support for public services	●
33. Unifying our country & communities	●
32. Race relations & racism	●
31. The plastic crisis	●
30. Child labour	●
29. Income inequality	●
28. Equal opportunities in the workplace	●
27. Biodiversity & species extinction	●
26. Work-life balance	●

25. Decline of family relationships	●
24. Paying taxes fairly	●
23. Responsible spending & debt	●
22. Deforestation	●
21. Cyber & data security	●
20. Recycling & waste	●
19. Support for people with disabilities	●
18. Natural disaster prevention & relief	●
17. Fair wages	●
16. Large scale conflict & wars	●
15. Pollution of my local environment	●
14. Care for the elderly	●
13. Crime, violence & gun control	●
12. Extreme poverty around the world	●
11. Mental health issues	●
10. Global public health issues	●
9. The health of our oceans	●
8. Famine & food security	●
7. Access to water & sanitation around the world	●
6. Access to quality education	●
5. Government transparency, corruption & threats to democracy	●
4. Access to healthcare	●
3. Poverty, hunger & homelessness in my country	●
2. Unemployment & job security	●
1. Climate change	●

Methodology

Our Index combines unprompted and prompted responses from 2000 people surveyed by Attest during January 2022. The final scoring recognises the strength of feeling across four markets, weighting each country equally.



50

SEXUALITY & GENDER IDENTITY RIGHTS



Once again, LGBTQ+ issues remain at #50. Given Pride Month worldwide has been downsized or cancelled for two consecutive years, it's clear that awareness hasn't been front of mind.

But headlines were still made in 2021. We saw the first gay NFL and professional football players come out - a great win for the sports that they felt comfortable doing so, but a new challenge to address negative fan culture in those environments.

We also saw the positive impact of It's A Sin in the UK. The drama series is Channel 4's most watched show ever, detailing the 1980's AIDS crisis among the gay community. It generated an enormous spike in HIV testing, and over 1000% increase in searches on Google.

However, 2021 wasn't all great news for LGBTQ+. Unfortunately, it was also the deadliest year yet for trans and gender non-conforming Americans.

Total score: 1710	USA: #50	BR: #49
Market Rankings	UK: #49	CN: #48



49

RELIGIOUS TOLERANCE



75% of the USA and over 86% of Brazil identify as religious, which we find reflected in the market rankings. Both markets are predominantly Christian, and we're still seeing challenges in inter-faith tolerance for minority groups - in particular, African-based beliefs in Brazil. Beyond that, we see the Chinese government forcing political prioritisation on religious leaders.

Total Score: 2023	USA: #44	BR: #40
Market Rankings	UK: #50	CN: #50

48

FAKE NEWS



“2021 was the year of fake news and misinformation on social media. It's going to get worse” - an ominous headline that sets expectation for the future.

Chinese consumers appear to be most concerned, potentially given their longer relationship with fake news and an understanding of its implications on society and individuals' lives.

Total Score: 2289	USA: #47	BR: #44
Market Rankings	UK: #48	CN: #40


47

ISSUES WITH OUR MEDIA

1 ⬆

From filter bubbles to clickbait to bias, the media has come under intense scrutiny in recent years with analysts, politicians, and even journalists themselves accusing it of having failed us. Consumers want honesty and openness from their news outlets - 74% say they still prefer news that reflects a range of views and lets them decide what to think. But as that becomes less common, we're seeing more people turning away from engaging with the headlines, or avoiding it all together.

Social media is also under a lot of pressure to improve. MIT lists 7 areas of concern, including a lack of transparency and competition, data security, and the debate around free speech vs harmful speech.



Total Score: 2328	USA: #39	BR: #50
Market Rankings	UK: #42	CN: #39

46

NEGATIVE IMPACT OF TECHNOLOGY (SCREEN TIME, ADDICTION ETC)

1 ⬇

As we hit our stride in the pandemic, hybrid working became more of the norm, and with it, more understanding and support on how to manage screen time.

But it's children that have been the focus of the digital health discourse - the impacts of 2 years in front of screens are yet to be fully understood, but it's anticipated that we'll see a rise in mental illness, concentration and sleep issues, and less varied neurological development.

Total Score: 2333	USA: #49	BR: #43
Market Rankings	UK: #47	CN: #42



45

GENDER INEQUALITY

2 ⬇

Despite the slight drop in significance for our respondents, gender inequality continues to get worse as the pandemic disproportionately affects women and girls.

According to UN Women, women have been struggling with “disproportionately high job and livelihood losses, education disruptions and increased burdens of unpaid care work”. Women’s health services and opportunities for leadership positions also fell by the wayside. There was a lot to do before the pandemic, and now it seems there’s even more. The WEF notes that closing the global gender gap has increased by a generation from 99.5 years to 135.6 years.

Separately this year, the global press spent the best part of two months detailing the enormous challenges Afghan women now face given the Taliban takeover. Anti-abortion laws in the USA also got a lot of coverage. This year was a perfect demonstration of just how fragile equality can be.

Total Score: 2352	USA: #48	BR: #45
Market Rankings	UK: #46	CN: #41

The onslaught of uncertainty and changed lifestyle that came with the pandemic has had an affect on body image and self esteem in numerous ways. Our time spent in scroll holes on social media - absorbing and producing 'perfected' content - soared through lockdowns and restricted socialising leaving people feeling worse about both their quarantine 15 and their lockdown lifestyle.

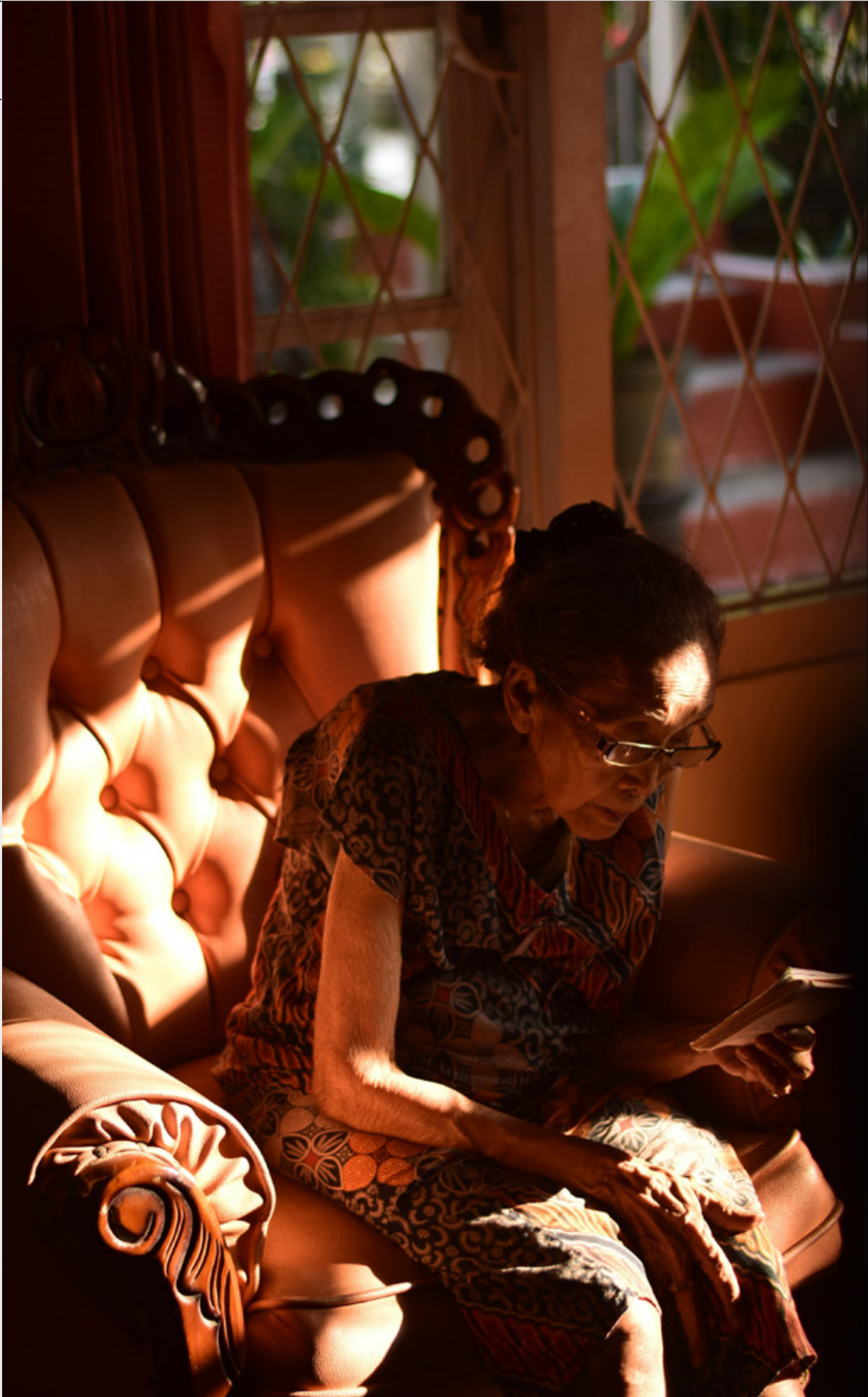
As well as this, a boom in Zoom forced people to look at, and critique, their screen faces daily - it's hardly surprising that its caused an increase in cosmetic surgery. The mental challenges of living through a global pandemic has had a grave effect on peoples self-esteem too - causing eating disorders, and in turn, the amount of people recovering from them, to rise around the world - with a 25% increase in the number of adolescent eating disorder patients since March 2020 in the US alone.

Total Score: 2363	USA: #45	BR: #48
Market Rankings	UK: #45	CN: #37

Despite loneliness being a bigger concern for people in the UK, it has dropped 5 points in the country since last year. Given the increased ability to socialise in 2022, we've been able to get out, see our friends and family, and reconnect with our social side - long may it continue.

But the crisis isn't over. Loneliness was an issue before the pandemic. For older generations it remains a challenge, despite advances in technology use. Younger people are also struggling. Research has argued that robust social networks are needed to prevent older teens and young adults who are particularly susceptible due to transitioning from their "inherited families to their chosen families," meaning they lack important connections to those who can "be critical guardrails against loneliness."

Total Score: 2387	USA: #46	BR: #46
Market Rankings	UK: #26	CN: #49



We entered this decade with nearly double the number of refugees around the world compared to the beginning of the last decade. Climate change and political unrest continues to increase the number of displaced people, with at least 82.4 million forced to flee their homes, and 26.4 million are refugees - half of which are under 18 years old. The large majority come from 5 countries, and we're seeing big and risky journeys being undertaken.

More than 1100 people tried to cross the English Channel in 2 days in 2021, and we're seeing more refugees and migrants attempt to enter the USA through Mexico, despite political challenges. As political bodies try to manage refugee and migrant arrivals, public tension is rising both for and against refugee rights - with the latter having some deadly consequences. Perhaps they should take a leaf out of Brazil's book regarding the Venezuelan crisis.

"Once upon a time referring to someone as a refugee would have increased compassion not diminished it."

- Comment on BBC Instagram post, 26th Nov

Total Score: 2674	USA: #41	BR: #35
Market Rankings	UK: #40	CN: #47

For 7% of US & UK respondents, immigration is one of their top 3 unprompted concerns. Whilst they were far from one dimensional anti-immigration narratives, their responses show how people continuing to conflate illegal immigrants, migrants and refugees.

Four distinct themes could be found:

1. Economic contribution

"It's scary how many people our taxpayers are having to pay for. It wouldn't be so bad if everyone worked and paid tax."

- Respondent from UK

"I want everyone to pay taxes and keep the money in the US."

- Respondent from USA

2. Under pressure services

"Illegal Immigration is putting so much pressure on already overstretched services."

- Respondent from UK

"We cant keep letting more people into the US when we've got enough problems here."

- Respondent from USA

3. Hindering those already in need

"There are too many people coming into the country and we should be helping the homeless people on the street first."

- Respondent from UK

"We have a lot of US citizens - veterans - struggling."

- Respondent from USA

4. Welfare of immigrants

"Prejudice against immigrants - they're just trying to flee war for a better life."

- Respondent from UK

"Employment for immigrants because it's harder compared to natives."

- Respondent from USA

Regardless of the the root of concern, it's clear that there's a lot to be done to assuage negative perceptions of this group which we expect to see grow in the coming years.

41

AUTOMATION'S IMPACT
ON HUMAN EMPLOYMENT

⊖

Whilst automation's tangible effect on people's lives remains for most in the abstract, the direction of travel is clear. By 2030, it's set to take over 20 million manufacturing jobs around the world and will supplant 85 million total jobs by 2025.

Most recently, we've seen companies automate their businesses to tackle labour shortages in the COVID-19 pandemic. In 2021, warehouses globally anticipated investing \$36bn in automation, up 20% from 2020. Wincanton estimates that automation is reducing it's labour needs by 30-40%.

For workers, identifying which roles might go first will be essential in identifying the safer job tracks for the future.



Total score: 2679	USA: #40	BR: #37
Market Rankings	UK: #44	CN: #38

40

UNIVERSAL ACCESS TO
TECHNOLOGY & THE INTERNET

2 ⬇

Only half of the world's population has access to the internet. With high-speed broadband access - which correlates with a nation's GDP - lagging much farther behind, especially in rural areas. But with better data and new technology it's possible to bring high speed internet to 90% of the global population by 2030. Elon Musk's Starlink is sending 42,000 satellites into space which would bring high-speed internet to every corner of the planet. 2021 saw China's internet users surpass 1 billion, with availability reaching 71.6% of the country. Rural availability got to almost 60% as well, suggesting the rural/urban divide is narrowing fast.

Total Score: 2820	USA: #43	BR: #36
Market Rankings	UK: #43	CN: #19

39

PROTECTING VULNERABLE
PEOPLE ONLINE

⊖

The online world remains our age's unregulated wild wild west; where sexism and abuse towards women is rife, especially in the gaming community, and where older people continue to be susceptible to scams including romance fraud.

Total Score: 2846	USA: #37	BR: #41
Market Rankings	UK: #32	CN: #44

38

ANIMAL RIGHTS

2 ⬆

Animal rights campaigners had an impactful year in the UK, where animal abuse sentences increased to up to 5 years, foie gras was removed from Fortnum & Mason's shelves, and trail hunting was banned on National Trust land. In China, mandatory animal testing of imported cosmetics was ended, reflecting 44% of consumers who are now looking for "cruelty-free" labels on beauty and personal care products.

Veganism still accounts for <1% of the population, but we're seeing its slow rise in average meal consumption, with Veganuary contributing 500,000 qualified participants last year. Younger consumers are strong contributors, with only 48% of Gen-Zs in the UK identifying as meat eaters. However, Greenpeace reminds us that just because some aren't eating animal products, doesn't mean they aren't negatively affecting their habitats through unsustainable farming practices.



Total Score: 2924	USA: #36	BR: #34
Market Rankings	UK: #30	CN: #45

37

OBESITY, ACCESS TO
HEALTHY FOOD & EXERCISE

1

The COVID-19 pandemic has led to lots of behaviour shifts in this space as everyone spent extended time at home. We've seen home cooking increase, something that's expected to become part of the 'new normal' - in the UK, 91% of people want to cook as much or more over the next 12 months. In the US, it's 51%.

With a tighter consumer focus on healthy living, we've seen strong themes including immunity-boosting and gut health investment, as well as sustainable, healthy behaviours like cycling and food-waste usage.

However, underlying this positive shift has remained an ever-increasing concern. Worldwide obesity has nearly tripled since 1975, and contributed to significant long-term pressure on health care systems. We hope that the shift to low-cost, healthy habits starts to make a dent in this issue.



Total score: 3060	USA: #35	BR: #33
Market Rankings	UK: #36	CN: #35

36

ETHICAL
BUSINESS PRACTICES

1

The impact of both the COVID-19 pandemic and the growing climate emergency continues to accelerate consumer demand for businesses that act according to their values - nearly 1 in 3 consumers claimed in 2021 to have stopped purchasing certain brands or products because they had ethical or sustainability related concerns about them.

As a result, business leaders have little choice but to respond - one study found that 97% feel a personal responsibility to ensure their company does the right thing, and 93% believe that integrating ethics will be essential to the future success of their business.

Some industries continued to fall foul though - for example a growing focus on the issues of fast fashion brought into light the questionable environmental and human rights records of several high street brands.

Total Score: 3106	USA: #26	BR: #38
Market Rankings	UK: #39	CN: #23

35

ADDICTION
(DRUGS, ALCOHOL & GAMBLING)

4

Despite Brazil's growing drug problem, government action remains scarce. Brazilian citizens care about this issue, not least because of the violence and criminality associated with drugs trafficking - a hugely prevalent issue in the nation.

But the issue is certainly not to be ignored elsewhere. In the UK, there are an estimated half a million dependent drinkers, with only 18% receiving treatment. 22 million people in the US suffer from active substance use disorders.

We're also seeing an increasing range of digital addictions, from social media, to porn, gaming, and e-shopping. Dr Anne Lembke argues we are all addicts now, to some degree. Addiction experts are warning of 'a period of epic withdrawal' when we return to more in-person activities post-pandemic, but we anticipate a longer term rise in this area as digital-led lifestyles become more accepted.

Total Score: 3109	USA: #31	BR: #30
Market Rankings	UK: #37	CN: #36



SPOTLIGHT ON UK

1.	Climate change	●
2 .	Poverty, hunger & homelessness in my country	●
3.	Access to healthcare	●
4 .	Mental health issues	●
5.	Extreme poverty around the world	●
6 .	Access to water & sanitation around the world	●
7.	Care for the elderly	●
8.	Unemployment & job security	●
9.	Crime, violence & gun control	●
10.	The health of our oceans	●

“Climate change due to high pollution of the planet. It worries me because it might cause hunger and later even extinction.”

- Respondent from UK

“I worry about my children growing up in a world of crime.”

- Respondent from UK

While climate change remained the UK's number one issue for the second year in a row, poverty, hunger and homelessness in my country jumped up into the Top 10 at second place. Despite vital emergency measures in place, more people are food insecure now than before the pandemic, with 4.7 million adults and 2.3 million children living in households that have experienced food insecurity.

This was reflected in the 28% increase in the number of families having to use food banks. It's clear that certain groups of people are being hit hardest. People referred to food banks are far more likely to be homeless or renting. Those that have a home are twice as likely to live alone. They're more than twice as likely to be single parents and three times as likely to have a disability. Whilst unemployment rates might be improving, wages are stagnating as cost-of-living concerns rise. Sharply rising energy costs are partly to blame and are forcing more and more people to choose between staying warm or putting food on their plates.

“Not earning enough to pay bills comfortably and raise a family.”

- Respondent from UK

The UK's furlough scheme has ended and cuts to Universal Credit are leaving millions of people struggling to make ends meet. With a lack of government support charities and businesses are stepping up. Brands like Deliveroo and their Crackers Cracking Hunger are raising awareness of the issue and providing short term relief. Whilst organisations like the Trussell Trust are not only providing essential food banks but are working to change communities, policies and minds. But unless more join the fight, the future of a UK without the need for food banks seems like a long way off.

“Lack of any support for pensioners, those on moderate to low incomes, who are being pushed to the brink by massive cost of living increases.”

- Respondent from UK

34

SUPPORT FOR PUBLIC SERVICES

2

Last year, we reported off the back of a year of immense support and respect for ‘key workers.’ But it’s clear that the energy has now waned.

The UK ranked this issue at #16, only for it to now drop by 8 points. Last year the Clap For Key Workers was halted - an action that had rallied the nation together. However, after a year, nurses requested mass preventative action as a sign of respect instead. In the US, we also saw teachers leaving their posts in droves, ‘exhausted and underpaid’ after a year of unprecedented challenges.

It’s clear that the only support public services need, is a long-term action-oriented commitment from governments.



Total score: 3132	USA: #33	BR: #42
Market Rankings	UK: #24	CN: #29

33

UNIFYING OUR COUNTRY & COMMUNITIES

12

In 2021 we recognised that the COVID-19 pandemic had caused communities to reunite and reenergised a sense of civic duty. People were feeling optimistic about people around them, and increased their engagement.

This year the issue is less front of mind. We’ve seen an 8 point drop in China, and a whopping 11 point drop in the US.

An interesting theme to arise was the connection between mindfulness and selfishness over time. In the US, as increasing numbers of people focus on their inner health, we’re seeing the traditionally self-focused nation more likely to deprioritise those around them.

Total score: 3158	USA: #19	BR: #47
Market Rankings	UK: #41	CN: #13

32

RACE RELATIONS & RACISM

8

The response to the George Floyd tragedy in 2020 and the rise of the Black Lives Matter movement in turn, triggered global conversations about race. But as headlines have decreased, so has support for the issue from 52% in 2020, to 44% at the end of 2021. Yet with high profile trials such as those of Derek Chauvin; those convicted of the murder of Ahmaud Arbery; and teenager Kyle Rittenhouse who was acquitted on charges of homicide after shooting protestors in Kenosha, the matter clearly remains sensitive and polarising.

We also saw Joe Biden forced to sign into law an act to address the rising rate of anti-Asian hate crimes in the country, which increased 339 percent nationwide last year. Meanwhile the UK continued to struggle with its colonial past, with the UN condemning a government-backed report into racism in the UK, saying that it distorted and falsified historical facts, and could even fuel racism and racial discrimination.

Total Score: 3162	USA: #28	BR: #24
Market Rankings	UK: #35	CN: #43

The air we breathe now contains plastic micro particles. There is plastic in Arctic snow, plastic in soils and plastic in our food. So it's hardly surprising that for many, the plastic crisis is getting out of control.

But there's still nothing to hold countries, or businesses, legally to account on a worldwide level. That's why the Environmental Investigation Agency is calling for a global emergency and a UN treaty to focus specifically on plastic. We've seen encouraging signs that climate change is gaining long-term attention and influencing change, but plastic is just as important and something that requires a similar urgency.

Solutions like encouraging consumer recycling and reusing should be a drop in the ocean when it comes to immediate global action. We hope that the shift to other bio-degradable materials like seaweed, and dramatically reducing single-use plastic will be a significant investment of global producers and governments in the coming years.

Total Score: 3190	USA: #42	BR: #39
Market Rankings	UK: #21	CN: #16



Whilst child labour has remained in the same position as last year the issue itself is getting worse. According to the International Labour Organisation and UNICEF, the number of children in child labour has risen to 160 million worldwide – an increase of 8.4 million children in the last four years – with millions more at risk due to the impacts of the COVID-19 pandemic.

A number of high profile businesses across categories were found to have labour problems in their supply chain last year, highlighting the importance of being accountable across your whole production process, putting the practices in place to know the journey your materials go on from start to end.

“Child labour rises to 160 million – first increase in two decades.”

- Unicef

Total score: 3215	USA: #27	BR: #26
Market Rankings	UK: #22	CN: #46

Before the COVID-19 pandemic, the wealth gap was already widening for more than 70% of the global population. But then 3 in 4 households suffered declining income over the pandemic with 82% of poorer households affected. The pandemic highlighted the winners and losers a lot more starkly than it has before, with the spending and taxation of the super-rich being put under the microscope. Elon Musk was specifically called out around his tax setup as he releases Tesla stock - described as the world's richest freeloader.

In a standout case, the rich themselves have called for higher taxation of people of high wealth, with a group of 30 UK millionaires penning an open letter to Rishi Sunak, calling on the chancellor to tax them and other rich people more because they can afford to pay it.

“As things fall apart, the super-rich spend \$2m on whisky. We need a wealth tax.”

- Owen Jones

Total Score: 3259	USA: #32	BR: #27
Market Rankings	UK: #33	CN: #34

Whilst equal opportunities in the workplace has fallen down the rankings across all markets this year, most notably in the UK and Brazil, evidence suggests that certain inequalities are being further exacerbated by the shift to hybrid working.

In this hybrid scenario, HBR reports that men are more likely to decide to return to their workplace, while women are more likely to continue to work from home. Meanwhile, according to a recent Gartner survey, ‘64% of managers believe that office workers are higher performers than remote workers, and in turn are likely to give in-office workers a higher raise than those who work from home.’

If this trend holds true we can expect to see a further worsening of the gender wage gap at a time when the pandemic has already had a disproportionate impact on women.

“52% of workers in Europe and the Middle East think hybrid or home workers could be discriminated against, versus those in the office full-time.”

- Poly

Total Score: 3275	USA: #23	BR: #31
Market Rankings	UK: #34	CN: #33

2021 was the start of the UN's Decade of Restoration, following calls for change from 70 countries. Given the lack of fanfare around its launch, we imagine 2022 will be when it really takes off - not least with the UN Biodiversity Conference (the confusingly named COP15) around the corner.

Not that Brazilians aren't concerned - Amazon fires have negatively affected 95% of the 14,000 species of plants and animals.

Conversely, in the UK the issue dropped 5 places from last year. But with only half of its entire biodiversity is left and programs like the bee bricks requirement in Bristol gathering momentum this might also change.



Total score: 3391	USA: #38	BR: #23
Market Rankings	UK: #31	CN: #17

Following the year of 'burnout' where employees struggled through the height of the COVID-19 pandemic, and work-life balance fell by the wayside, our most recent survey reveals that work-life balance is creeping back up the priority list across all countries.

In 2021 we saw the beginnings of the 'Great Resignation' as employees voted to re-balance their priorities (according to the US Labour Bureau 4.5 million Americans quit their jobs in November 2021 alone). Meanwhile employers have been scrambling to retain their talent, shifting from 'managing employee experience' to 'managing life experience for their employees'. Looking after mental health in particular will continue to be a huge theme whilst services such as Glassdoor empower candidates to 'look under the bonnet' and choose employers who truly offer the balance they want.

“7 in 10 (UK) think the modern definition of work-life balance is the ability to switch between work and personal activities throughout the day.”

- Glassdoor



Total Score: 3401

USA: #29

BR: #29

Market Rankings

UK: #29

CN: #21

With the global spike in divorce rates, domestic abuse and the pressures on families to fill the educational needs of our children, there are undeniably pressures on the family to perform in a post-pandemic world.

Last year we saw the impact of the COVID-19 pandemic on family relationships. On one hand, there has been a huge shift to a world where people experience life through technology. From schooling and socialising, how we work and our relationships. Some argue that the application of modern technology may cause challenges for individuals to connect with the people that matter to them the most.

On the other hand, perhaps the pandemic has deepened the strength of family bonds. Generally, we've seen families feeling like the pandemic has brought them together at rates as high as 80% as seen in the UK.

Total Score: 3501

USA: #30

BR: #9

Market Rankings

UK: #38

CN: #30

The reporting of tax issues has grown in the media across the world. With governments looking to balance some of their pandemic debt, much of the discussion had shifted to the growing uncertainty around the bills for businesses and high net worth individuals.

In June 2021, the G7 nations agreed to back a new global minimum tax rate that companies would have to pay regardless of where they are based.

Interestingly, the rise in awareness and even adoption of crypto currencies around the world proposes a huge question for the fate of tax policies for people and institutions entering a world decentralised finance. In particular, 2021 saw proposals from governments to restrict the use of cryptocurrencies in countries like China and India.



Total Score: 3529	USA: #22	BR: #28
Market Rankings	UK: #19	CN: #27

Whilst industry experts were hopeful of an economic bounce-back, 2021 brought another year of spending anxiety. Globally, household debt rose by \$1.5 trillion in the first six months of the year, leading to more than one in four consumers reporting that their income and/or their overall wellbeing had worsened during the COVID-19 pandemic.

In the UK specifically, households have suffered the sharpest fall in the amount of cash they have available to spend for almost eight years, amid a worsening cost of living crisis driven by high inflation and rising energy bills.

In the US, COVID-19 relief programmes began to expire for millions. Subsequently, responsible spending is more important than ever before. Whether consumers will turn to split payment programmes like Klarna, or attempt to minimise outgoings altogether is something to watch throughout 2022.

“Our research shows that this results in a worrying number of young people facing financial precarity, with significant impact on their mental and physical health and their confidence about the future.”

- Fran Landreth Strong, RSA

Total Score: 3588	USA: #15	BR: #25
Market Rankings	UK: #23	CN: #28

Whilst awareness of deforestation has undoubtedly grown over the past decade, impactful action has yet to follow. According to the UN, deforestation accounts for 10 million hectares of loss per year, creating devastating impacts for biodiversity and surrounding communities. Worryingly, deforestation in the Brazilian Amazon hit its highest annual level in a decade, with deforestation up 33% in the first 10 months of 2021, compared to 2020.

More optimistically, 2021 brought about the Glasgow Leaders' Declaration on Forests and Land Use, which has now been signed by 141 countries that account for more than 90% of global forest cover, or 3.7 billion hectares. For many, the solution lies in tree planting. But it won't beat the value in keeping trees we already have - talking and acting to prevent further mass deforestation is a must.

“We're facing a climate emergency so giving ourselves another 10 years to address deforestation doesn't quite seem consistent with that.”

- Dr Sizer, Rainforest Alliance

Total Score: 3655	USA: #34	BR: #13
Market Rankings	UK: #18	CN: #20

Data security remains a global issue, with countries such as the UK placing cyber at the centre of the 2021 International Policy Review. However, despite notable attacks occurring across the world, including the Chinese state-backed hack on Microsoft Exchange servers, concern for the cause remains largely the same, if not less in USA and Brazil. This excludes rising concern from China, who saw a +5 increase.

With Beijing increasingly sensitive about control over information regarding people and economy, this change is unsurprising. Chinese companies are now barred from storing data about customers outside of China, with companies including ride-hailing service Didi Global being publicly warned to tighten data security, following its US stock market debut. Under new Chinese rules, data vulnerabilities must be shared and resolved via the government directly, and international data sharing is now totally prevented.

Data regulation and cyber security will undoubtedly remain high on the global agenda. With continuing issues around big tech trust, the rise of NFTs, and blackouts and breaches now more in the public eye, concerns around cyber and data security are here to stay.

Total Score: 3679	USA: #14	BR: #32
Market Rankings	UK: #28	CN: #7

Recycling and waste has received increasing amounts of attention over the past few years as we become more conscious of interconnected sustainability issues like ocean plastic and deforestation, although only American respondents thought it was more important this year.

For the 500 organisations in the Global Commitment who are responsible for 20% of plastic packaging worldwide, 2021 saw virgin plastic peak, but there is more work to do to do moving away from recycling as the main solution. We've seen this across materials, where circularity is still challenging the best of supply chains.

Brands like Timberland have identified the second-hand market as an opportunity to do good and minimise virgin material production.

Total Score: 3689	USA: #24	BR: #17
Market Rankings	UK: #12	CN: #22





With over 1 billion people living with some form of disability, and the number increasing due to a rise in chronic health conditions and population ageing, it's hardly surprising that this continues to be a topic that means so much to so many.

People with disabilities are disproportionally affected by the COVID-19 pandemic and when they access health care, they often experience stigma and discrimination, and receive poor quality services. This was highlighted by a study last year which showed that only about 40% of doctors surveyed felt confident that they could provide the same quality of care to patients with disabilities that they provide to others.

But we have seen some businesses step up in support of this group of people with the likes of Unilever and Airbnb using the Tokyo 2020 Paralympic Games as a starting point to address longstanding barriers between everyday products and disabled users.

Total Score: 3697	USA: #13	BR: #20
Market Rankings	UK: #17	CN: #32



SEARCHING FOR GROWTH

How does our index stack up with what people searched for in 2021? Three themes reflect the causes we've identified.



1. SELF CONFIDENCE

Searches for affirmations and body positivity in 2021 also reached an all-time high worldwide, as celebrities like Lizzo continued to speak up for self-acceptance. It's a movement that's particularly benefitting teenagers online, who feel empowered through a 'combination of diverse ad campaigns, Instagram and mom[s].'

2. SUSTAINABLE LIFESTYLES

Sustainability was top of mind, as 'second hand shop' searches surpassed pre-pandemic levels in the US, and 'how does eating less meat help climate change' took off in the UK. Meanwhile, 'how to move with plants' was searched more than 'how to move with kids' and 'how to move with pets' globally.

3. OFFERING SUPPORT.

Much like last year, altruism and compassion continue to increase as we all become more aware of our communities and potential for impact. Texas, Afghanistan and Haiti were all trending 'how to help' topics, as people saw crisis events they wanted to change. In November, 'small business Saturday near me' was a global breakout search, representing a big win for American Express, who have been pioneering the campaign since 2010.

- Google Year in Search 2021

In August a 7.2 magnitude earthquake shook southwest Haiti, killing 2,248 people and exacerbating the turmoil provoked by the assassination of President Moïse the month before. But it's more likely that climate induced change has accounted for the salience of natural disasters over the past 12 months, with floodwaters compromising nearly a third of this year's major natural disasters, and cyclones and other storm systems accounting for an additional 50%. The unprecedented flooding of Germany and Belgium was a stark warning for Europeans that might have regarded themselves as relatively protected against the need for disaster relief.

In his 2007 Nobel Peace Prize acceptance speech, Al Gore warned, 'The catastrophe now threatening us is unprecedented — and we often confuse the unprecedented with the improbable.' In 2022, it's hard to deny the prescience of his words.



Total Score: 3712	USA: #20	BR: #22
Market Rankings	UK: #27	CN: #10

Fair pay in the workplace is an issue being discussed across the globe and one that has a significant personal impact on billions of people.

In the UK, even though the COVID-19 pandemic gave cause for the voluntary real Living Wage to be increased, 4.3 million jobs still pay below it - that's 1 in 6 workers. It's on a good trajectory however, with over 3,000 businesses signing up to the scheme in the last year. Big businesses like Amazon, Walmart and Target are in support of a higher legal minimum wage in the United States, already making the commitment voluntarily. And organizations like the Global Living Wage Coalition are fighting hard in countries like Brazil and China to ensure that workers can afford a decent life for themselves and their families.

Total Score: 3720	USA: #11	BR: #21
Market Rankings	UK: #16	CN: #31

The International Crisis Group's '10 conflicts to watch in 2022' cover almost every continent and the causes are varied and complex. As the world becomes increasingly polarised, it'll be governments who set the tone for how to handle conflict.

Last year there was a Western concern about Russia's military operations. And now it's even bigger. As the oil-producing nation approaches Ukraine with greater intent, the world is waiting to see how NATO will respond. It's clear that the Chinese government is watching to see what Russia can achieve, and at what cost, in relation to their own challenges with Taiwan and Hong Kong. Tensions with the USA are concerning commentators who suggest a new Cold War is close at hand.

Elsewhere we've seen the US presence in Afghanistan completely withdrawn in 2021, which demonstrated the fragility of peace, the resolve of terrorist groups like the Taliban, and the real impact of war on the innocent.

Those who get in the way of China's ascent will "have their heads bashed bloody against a Great Wall of steel."

- President Xi Jinping

Total Score: 3769	USA: #21	BR: #19
Market Rankings	UK: #20	CN: #14

15

POLLUTION OF MY LOCAL ENVIRONMENT

1

↓

Whilst dropping one place overall, pollution of my local environment has moved up a place in China to become the second most important issue. Any improvements brought about by lockdowns were short lived and in November of 2021 Beijing had issued its first heavy pollution alert for winter, with levels being so high that it required the suspension of some outdoor construction, factory operations and outdoor school activities. With the Winter Olympics within sight, the country is now in the midst of waging its 2021-22 winter campaign against pollution in as many as 64 cities.

This national action plan includes the introduction of a raft of new measures including better regulation of polluting activities, factories relocating from populated areas, and government providing subsidies to farmers to discourage agricultural burning. Tackling big issues like this requires big data, something the Chinese government have realised and are beginning to lean in to.

Total Score: 3856

USA: #25

BR: #18

Market Rankings

UK: #25

CN: #2

14

CARE FOR THE ELDERLY

1

↑

It's not surprising that care for the elderly has increased in importance in a number of countries given data suggesting that the pandemic has significantly increased older people's need for social care. In fact, in the UK, 1 in 4 older people's ability to do everyday activities has worsened during the pandemic.

The way we care for the elderly might be changing though. Even before the pandemic, home care has been a preferred care model for seniors over care homes. As people age, their biggest fear is loss of independence. Now the increased fear driven by high mortality rates in care homes, is opening an opportunity to relook at home care as it provides a safer, more affordable and higher-quality option for ageing seniors. There's also an opportunity for brands to step up and help support this movement particularly through the use of technology aids. Apple's new health features are a great example of this, with tools like its walking steadiness and the ability to share health data with family members, being particularly useful for older adults.

Total Score: 4007

USA: #10

BR: #16

Market Rankings

UK: #7

CN: #15

13

CRIME, VIOLENCE & GUN CONTROL

3

↓

Crime and violence go hand in hand with many other issues like increased income inequality, poverty, lack of public services, and illegal drug activity. Combined with the COVID-19 pandemic driving more civil unrest, it's surprising this issue has dropped by 3 points overall for our respondents.

Half of Britons expect crime to go up in 2022. The UK is struggling with an increase of domestic abuse cases and cyber crime as people continue to work from home. In the US, gun crime continues to creep upwards, with 34 school shootings and 12 major cities breaking homicide records last year. Last year Brazil took a different approach to their ever-present gun threat, closing schools in response to a gang leader's death in Manaus.

However, we are seeing more solutions based on rehabilitation. By building relationships between formerly incarcerated residents and affected communities in California, Advance Peace has created a 20% drop in gun homicides and public savings of \$42m.

Total Score: 4024

USA: #7

BR: #12

Market Rankings

UK: #9

CN: #25



SPOTLIGHT ON CHINA

1.	Climate change	●
2.	Pollution of my local environment	●
3.	The health of our oceans	●
4.	Unemployment and job security	●
5.	Government transparency	●
6.	Access to water & sanitation around the world	●
7.	Cyber and data security	●
8.	Global public health issues	●
9.	Crime, violence & gun control	●
10.	Access to healthcare	●

“World peace. I think all countries, regardless of race, are equal and have the most basic human rights. Why can't people live in peace on the earth at the same time and make the earth of human beings a better home?”

- Respondent from China

“Personal information leaks, technology development, big data era, but it is easy to disclose personal information, often encounter Internet fraud.”

- Respondent from China

The health of the planet continues to dominate China's Top 10, with the top 3 all being environmental issues. Whilst it might be in part due to very personal experience of the issues - there's also a desire to take action in addressing the problem. According to Wunderman Thompson, 86% of adult Chinese internet users said they were willing to contribute at least 0.5% of their annual salary to the climate change, and the strong majority were in favour of regeneration initiatives.

“The environment, all kinds of pollution have an impact on the environment, and a lot of exhaust emissions cause the air quality to get worse and worse.”

- Respondent from China

People are taking action in other ways too. Currently about 1 in 20 cars bought in China is electric-powered and by 2035, it's predicted that almost all new vehicles sold in China will be fully electric-powered or hybrid.

There is however, concern that President Xi Jinping's drive for carbon neutrality is creating unprecedented levels of corporate hype about climate action.

But people are calling out the greenwashing and businesses are being put under pressure to deliver actions not promises.

“Environmental protection and sustainable development are major issues related to the future of mankind.”

- Respondent from China

“Empty slogans won't last long without reachable plans, and the green lies will be seen through soon.”

- Li Shuo, global policy analyst at Greenpeace East Asia

12

EXTREME POVERTY
AROUND THE WORLD

6

In 2021, extreme poverty is on the rise and progress towards its elimination has reversed - particularly for women and girls. About 97 million more people are living on less than \$1.90 a day because of the pandemic, increasing the global poverty rate from 7.8 to 9.1 percent, reversing decades of progress to eradicate extreme poverty.

With the rise of the COVID-19 vaccine, we've seen a broadening development gap between the US and other rich countries who are doling out third shots, while in low-income countries - merely 2.2% of people have received even a single dose.

In the countries falling behind on vaccination rates, the pandemic continues to wreak havoc on lives and livelihoods, in some places setting back the economic and social gains of a generation.

Total Score: 4077

USA: #12

BR: #6

Market Rankings

UK: #5

CN: #26

11

MENTAL HEALTH ISSUES

4

Mental health has declined in our list of issues overall from 2020 but remains high in the UK and US with a continued youth mental health crisis that has been exacerbated by the COVID-19 pandemic with mental health intersecting with issues such as loneliness and loss of earnings.

Digital media has a role to play too, linked to rising anxiety levels and other mental health issues, an area that needs to be considered as a future in the metaverse gains steam.

On positive side, younger generations are speaking about their mental health more, and looking to take preventative measures. Highlighted this year by high profile athletes such as Simone Biles and Naomi Osaka both speaking out about their mental health.

The last two years have been a rollercoaster for children. Worldwide, (and pre-covid) 10% of children and adolescents experience a mental health problem, but the majority of them do not receive care and suffer more so as a result. But there's overwhelming evidence that their mental states are significantly worse than pre-pandemic levels, due to social isolation, loss of peer interactions and other social supports from schools and communities. There are fears that this will spark a wellbeing shockwave amongst the 'COVID generation,' creating generational psychological scarring. We're yet to see how it shapes the identity of such a large group in future years.

“Children's mental health and the effect the pandemic is having on them and had on them.”

- Respondent from UK

“Children's care and quality of care. They are the future generations living through the stress of current times.”

- Respondent from USA

Total Score: 4099

USA: #9

BR: #14

Market Rankings

UK: #4

CN: #18



SPOTLIGHT ON BRAZIL

1. Unemployment and job security	●
2. Poverty, hunger & homelessness in my country	●
3. Access to quality education	●
4. Government transparency	●
5. Famine and food security	●
6. Extreme poverty around the world	●
7. Access to water and sanitation around the world	●
8. Climate change	●
9. Decline of family relationships	●
10. Access to healthcare	●

“Deforestation in the Amazon. Influence directly in the climate of our country, causing many problems such as excessive rains.”

- Respondent from Brazil

“This year of elections for governors and the president. It’s difficult to choose...most are thieves.”

- Respondent from Brazil

As the COVID-19 crisis continues to ravage the country, Brazil is facing a new issue it thought it had escaped years ago. It was taken off of the United Nation’s world hunger map in 2014 after years of concerted effort to reduce hunger through successful social programmes and public policies.

But last year the numbers of people going hungry rose dramatically. About 19 million people have gone hungry over the past year, nearly twice the 10 million who did so in 2018. Another 117 million, more than half the population, now live with some level of food insecurity, an increase from 85 million in 2018. Sadly it's a pattern also being experienced across the rest of Latin America and the Caribbean. With the issue now at its worst point since 2000, after a 30 percent increase in the number of people suffering hunger from 2019 to 2020, it's been described as “the most pronounced rise in relation to other world regions” by the UN.

“Hunger in the world. Our planet is a full of food and yet there are people who can not access this food.”

- Respondent from Brazil

In the short term, campaigns like Tem Gente Com Fome (People are Going Hungry) are helping raise money from companies and individuals to get food baskets to needy people across the country. But solving this problem is going to take a lot more than just food donations or leftovers from restaurants. Experts have said that the country needs innovative government policies. Like the ones that helped remove it from the world hunger map in the early 2000s. Without those, we will likely continue to see this remain a top 5 for Brazilians.

“Brazil is still divided among the few who eat at will and the many who are left willing to eat.”

- National Survey on Food Insecurity in the context of the COVID-19 pandemic in Brazil

For a second year, global health issues were dominated by the COVID-19 pandemic. It's affected everything from the international economy, to our physical and mental health and our relationships with others.

But whilst it would be easy to focus on the pandemic alone, that would be ignoring the many other overlooked public health issues that continue to affect the world.

This includes non-communicable diseases which are killing 41 million people a year, with 15 million of those premature deaths. Also to consider are consistent issues like access to healthy food and healthcare services in troubled nations, and, increasingly, climate-related nutrition problems, which are already hurting children's diets worldwide.

Total Score: 4101

USA: #16

BR: #11

Market Rankings

UK: #15

CN: #8

The COVID-19 pandemic was top of mind for our unprompted responses, with almost a quarter of respondents mentioning its impact on their lives. Confusion and concern for themselves and others continue to dominate the sentiment:

"People are losing their minds."

- Respondent from UK

"Threats to global human life and health and significant impact on the global economy. It even influenced political elections in some countries. It has affected people's literature and exchanges between countries."

- Respondent from China


"Where should I go after graduation? Because the reason is not clear due to the cause of the epidemic, and I don't want to find a place to go to work, so what should I do?"

- Respondent from Brazil

The health of our oceans has bounced back into the top 10 issues this year. Things like Ocean Action Day at COP26 shone a spotlight on the importance of ocean health and its relationship to the climate crisis.

Tuvalu's foreign minister Simon Kofe delivering a speech thigh-deep in seawater hammered home the point that climate change is a very real threat and it's submerging coastal communities today.

But there is hope. The UN's Global Biodiversity Framework will set 21 targets and 10 milestones for governments to meet by the end of the decade including protecting a minimum of 30% of the world's oceans. With some heralding it as the 'Paris Agreement for nature', the big question will be will it drive the drastic action others are saying is needed?



Total Score: 4131

USA: #17

BR: #15

Market Rankings

UK: #10

CN: #3

8

FAMINE & FOOD SECURITY

4

⬇️

Many of the issues featured in this study are connected and famine and food security is one of the most concerning. In November the United Nations World Food Programme warned that the number of people teetering on the edge of famine (IPC4/Emergency or worse) in 43 countries has risen to 45 million as acute hunger spikes around the world. With the mains drivers of this being conflict, economic shock (often due to the COVID-19 pandemic) and weather extremes, the solutions will need to be multifaceted. The private sector has been accused of waiting and watching but there's an opportunity and a need for them to be a significant part of the solution. Many can support with funds but the onus is on the food industry to step up and drive systemic, purposeful change to help address this critical issue.

Total Score: 4226	USA: #8	BR: #5
Market Rankings	UK: #14	CN: #12

7


ACCESS TO WATER & SANITATION AROUND THE WORLD²

2

⬆️

Rising two places this year, access to water and sanitation is the top environmental concern aside from climate change. It's an issue which threatens lives all over the world with 2 billion people – 1 in 4 – lacking access to safe drinking water and 3,6 billion people – 2 in 5 – lacking safe sanitation. With factors like climate change, global conflict and overpopulation devastating the water supply in many areas around the world, sustainability experts have predicted that water shortages will shift public perception of the value of water. They claim it will prompt governments and companies to view clean water not as a commodity to exploit but as a precious resource. Activist led campaigns like 'Sink This Island' aim to raise awareness of the issue and put pressure on businesses to take action.

The number one solution to the problem is education to change consumption and lifestyles from individual use to the supply chains of major corporations.



Total Score: 4379	USA: #6	BR: #7
Market Rankings	UK: #6	CN: #6

6

ACCESS TO QUALITY EDUCATION

1

⬇️

The global disruption to education caused by the COVID-19 pandemic constitutes the worst education crisis on record and has grown by even more than previously feared. It's now estimated that school closures mean students risk losing \$17 trillion in lifetime earnings, the equivalent of 14 percent of today's global GDP, and far more than the \$10 trillion estimated in 2020. And the crisis has exacerbated inequalities with girls and poorer communities being hit hardest. Businesses can play a role in helping reverse the learning losses and not just by supporting back to school campaigns and programs. Providing support and skill-building opportunities for those students who might not return to school will prove invaluable to individuals, communities and countries alike.



Total Score: 4405	USA: #5	BR: #3
Market Rankings	UK: #13	CN: #11



SPOTLIGHT ON USA

1. Poverty, hunger & homelessness in my country	●
2. Government transparency	●
3. Access to healthcare	●
4. Unemployment and job security	●
5. Access to quality education	●
6. Access to water & sanitation around the world	●
7. Crime, violence, gun control	●
8. Famine & food security	●
9. Mental health issues	●
10. Care for the elderly	●

"Voting rights. They are trying to take away voting rights, specifically from minorities."

- Respondent from USA

"Jobs. In my area it is really hard to find a good and or fair job. There really isn't much and it is hard to find something for poor people."

- Respondent from USA

The beginning of 2021 for the USA was full of upheaval. The world watched as the Capitol building in Washington DC was ransacked by Donald Trump's followers, claiming a false result and voter fraud. Stability in the political foundations of the nation was shaken, and the incoming President Biden had a giant task on his hands - to slowly bring trust back in to a much splintered nation, and address the 1 in 2 respondents who see government and the media as divisive forces. Perhaps we need more of Gerry's Partisan Pizzas to go around...

"Deep political division in the United States. I feel it's necessary to address this, and bring our country back to unity."

- Respondent from USA

Beyond that, the USA has continued to be plagued by systemic challenges. Poverty, hunger and homelessness in the USA move up 4 points to the top spot, as almost 3 million more Americans moved below the poverty line.

But where the establishment is struggling, we are seeing citizen action use their voices and passion to fill the gaps. The Lost Class recognised the 3,044 gun violence victims by encouraging a graduation statement from a former NRA President; TikTok users flooded an anti-abortion site with fake tips, following the Texas abortion law change, and Indigenous groups celebrated as the Keystone XL pipeline was cancelled following more than a decade of environmental protest.

It was a challenging year, but we anticipate more action as citizens take their future into their own hands. Hopefully brands will follow.

"I think the gun laws in the US are very stupid. It should be more strict. Also the security should be more strict in schools."

- Respondent from USA

Government transparency, corruption and threats to democracy rises into the top 5 issues this year. This reflects the fact that 2021 was the fifth consecutive year in which more nations moved towards authoritarianism than democracy. We saw many political leaders use the COVID-19 pandemic as a smokescreen to introduce new restrictions on rights and accountability, and severely crack down on the freedoms of expression and protest needed to call out corruption. With last year's Summit of Democracy naming 2022 the 'Year of Action', we need governments to live up to their promises. And one important way we can continue to put pressure on them is through social movements and protest, something we must all continue to fight for.

"In authoritarian contexts where control rests with a few, social movements are the last remaining check on power. It is the collective power held by ordinary people from all walks of life that will ultimately deliver accountability."

- Daniel Eriksson, Chief Executive Officer, Transparency International, Secretariat



Total Score: 4559

USA: #2

BR: #4

Market Rankings

UK: #11

CN: #5

Given the continuing impact of the COVID-19 pandemic, it's not surprising that access to healthcare remains in the top 5. What's interesting is the issues that have been brought to light by the way healthcare systems have had to evolve and adapt. For example, the increasing shift to and reliance on digital healthcare services has shone a new light on the 'digital divide' and in many cases even exacerbated it. Digital inclusion is arguably one of the most important issues of the 21st century, and the pandemic has served to amplify the need for a significantly more digitally inclusive society.

Total Score: 4610

USA: #3

BR: #10

Market Rankings

UK: #3

CN: #9

For the UK, USA and Brazil, this issue has become unfortunately front of mind for millions of people

- overall, the issue has jumped 9 spots since last year.

With the knock on effects of a pandemic-struck world, it's no surprise that a rising cost of living and essential goods have quickly become one of the most worrying drivers of poverty across the UK, USA and Brazil. Particularly for the USA and Brazil, these are issues that have been ignored by public policy and employers for years.

On the other end of the economic spectrum, Chinese President Xi Jinping announced last year that his country had reached its ambitious goal set in 2012 to lift 100 million people out of extreme poverty. A commendable effort, and one that hopefully sets more people up securely in the long run.

Total Score: 4771

Market Rankings

USA: #1

UK: #2

BR: #2

CN: #24

There seems to be a real sense of fear at the start of 2022.

Fear of losing homes. Fear of not being able to afford food. Fear of falling off the track.

People are really worried about the fortunes of others, a consistent theme from last year, but one that has grown stronger. It feels like a time where people want to be able to help, but recognise the massive changes that need to happen at a systemic level to enable better living standards.

“Hunger, many homeless and children passing hungry on the streets.”

- Respondent from UK

“Inflation, the trend of rising house prices is not something we ordinary people can afford.”

- Respondent from China

“Hunger, many homeless and children passing hungry on the streets.”

- Respondent from Brazil

It may have been toppled from its number 1 spot last year, but unemployment and job security is still front of mind for most people. Whilst many countries have seen unemployment figures fall back down towards pre-COVID levels, those headline figures often hide a far darker picture of the state of the labor market. Some groups are still suffering far more than others. In the US 35% of women who left or lost their jobs during the pandemic are still unemployed, and the unemployment rate for black people actually increased towards the end of 2021. If businesses want to address this issue properly they need to dig deeper and support those being disproportionately affected.

Total Score: 4909

Market Rankings

USA: #4

UK: #8

BR: #1

CN: #4



Already in 2nd place last year, climate change is now the number one prompted and unprompted concern for our respondents. 2021 was the 6th hottest year since records began and Christiana Figueres, ex head of the UN Framework Convention on Climate Change pointed out the “sad fact that climate change and extreme weather have become the norm.”

People around the world eagerly awaited COP26 which saw political leaders, NGOs and climate activists come together to pledge a roadmap of actions towards a cleaner, greener world. The success of COP26 is still up for debate, with countries such as Brazil still not on track to meet their 2025 targets.

One thing we know for sure is that unless these bold pledges are swiftly followed with meaningful actions, people will be keeping an eager eye on the effects of climate change over the coming years.

“Climate change, cos the effects are there for all to see and only getting worse, but our actions to counteract it are far to slow.”

- Respondent from UK

“Teaching about sustainability is accurate and first starts with the parent's example.”

- Respondent from Brazil

“Climate change. Because it's killing people.”

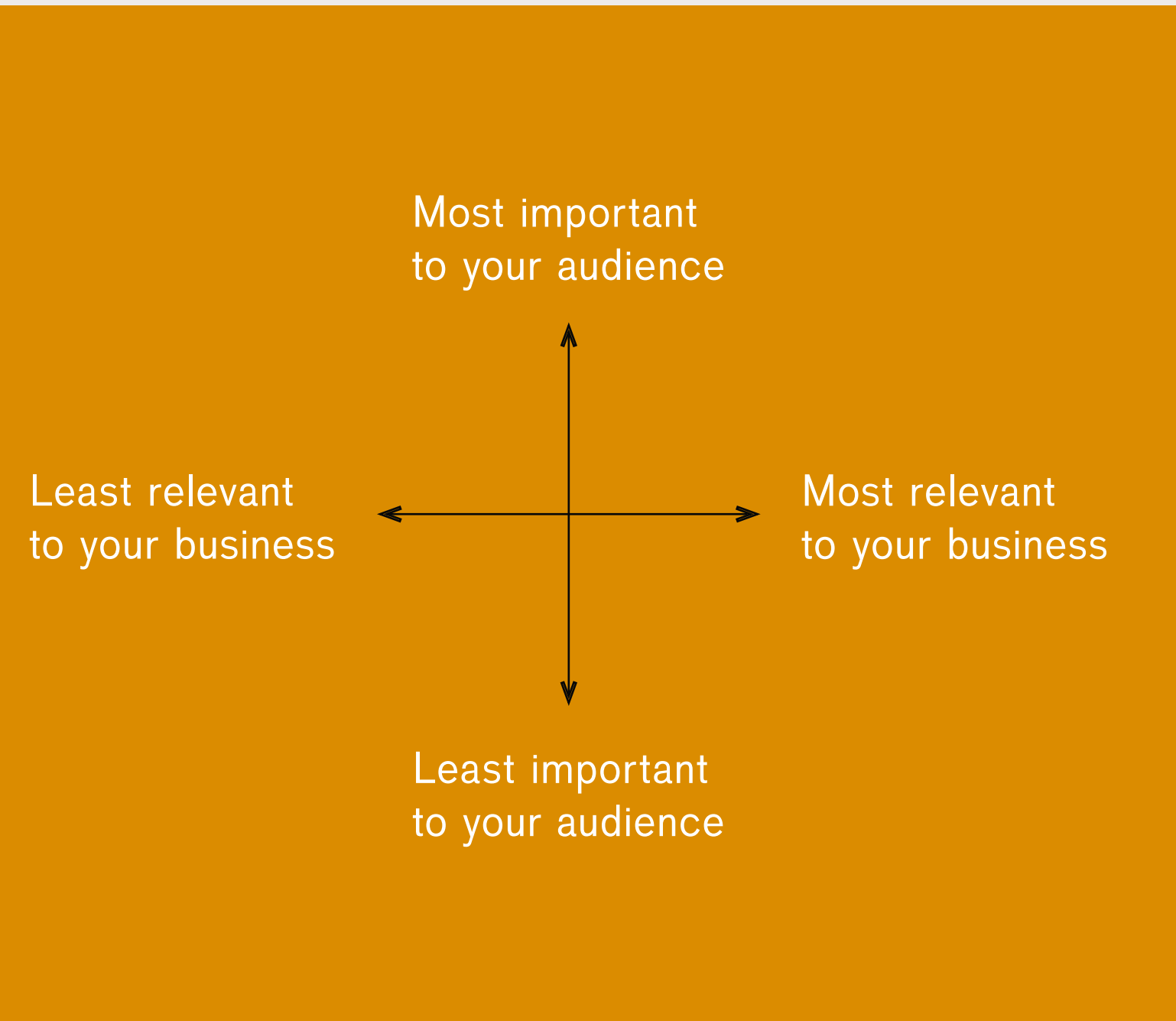
- Respondent from USA

Total Score: 5084	USA: #18	BR: #8
Market Rankings	UK: #1	CN: #1

HOW TO CONNECT WITH CONSUMERS ON ISSUES THEY REALLY CARE ABOUT

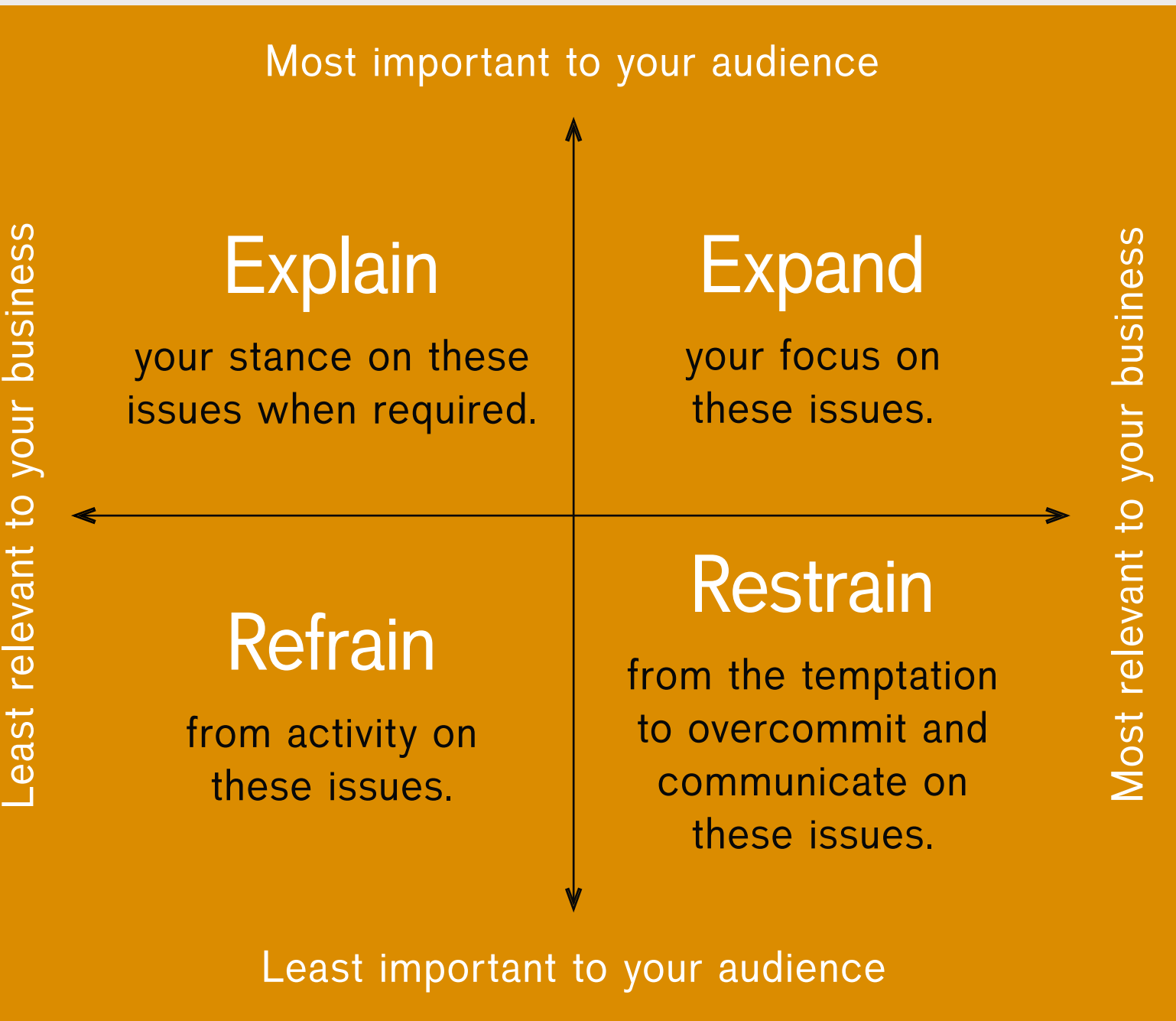
STEP 1

Identify where the causes that matter to consumers and our businesses' ability to drive impact intersect.



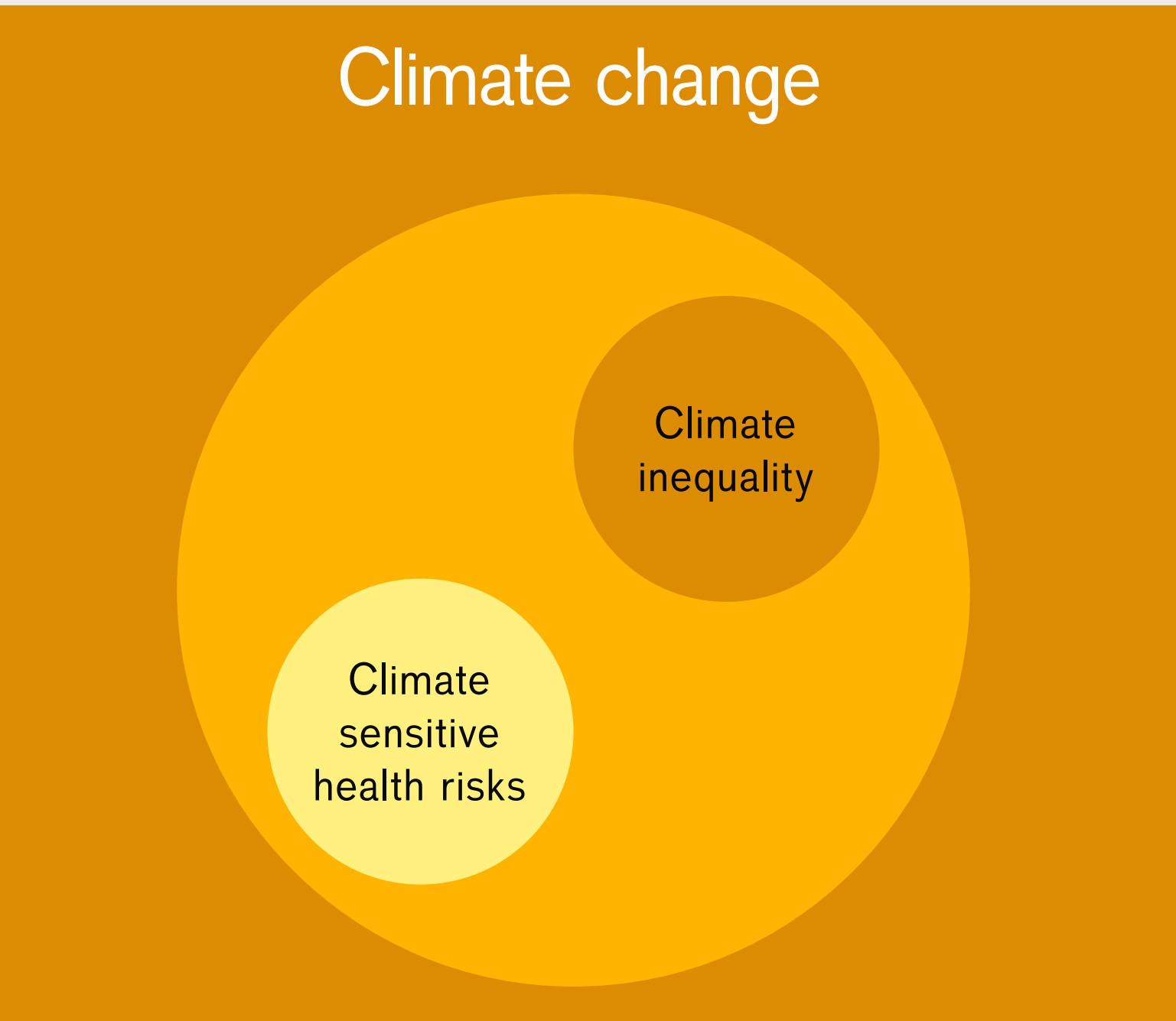
STEP 2

Work out what your role is against these issues, recognising that you don't need to play a role everywhere.



STEP 3

Find your way into the issue by looking for the 'fight within fight' and asking what you business is uniquely placed deliver.



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REPORT