

Causes That Count: 2023

The 50 issues that matter most to people this year.

Causes that Count: 2023

We're now in our third consecutive year of Revolt's Causes That Count Index, exploring the 50 most important issues that consumers feel the world is facing at the moment.

Based on the responses of 5000 people across 5 different markets, it aims to give guidance and insight into the issues that the general public want to see action against.

For those familiar with the Index, you'll have noticed the addition of India this year, which we decided to include for a number of reasons including the fact that it's set to overtake China this year as the world's most populous country. To help enrich your reading experience, for each cause we've suggested three possible related causes providing you with an alternative way to navigate your way through the report. You'll also find a host of links out to external sources allowing you to dive even deeper into any causes of particular interest.

This year we've shifted our focus slightly further into the future. Not only do we explore some of the reasons behind the rankings but we begin to look at how the causes might play out in the next twelve months, and some of the challenges and opportunities that businesses and brands might be faced with.

We hope the Causes That Count can provide some direction when it comes to working out how you can create meaningful and relevant connections with real people. So why not pour yourself a hot drink, find a comfy seat and dive in. If you come out the other side feeling inspired, please do get in touch, and we can help you on the path to connecting with the people that matter on the things that matter most to them.

Alex Lewis

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Top 50

50	Sexuality and gender identity rights	↔	33	Biodiversity and species extinction	↓	16	Responsible spending and debt	↓
49	Loneliness	↓	32	Child labour	↓	15	Care for the elderly	↓
48	Fake news	↔	31	Addiction (drugs, alcohol and gambling)	↑	14	Fair wages	↓
47	Religious tolerance	↑	30	Race relations and racism	↑	13	Mental health issues	↓
46	Artificial intelligence's impact on people and society	NE	29	Equal opportunities in the workplace	↓	12	Extreme poverty around the world	↔
45	Self esteem and body image	↓	28	Work-life balance	↓	11	Access to water and sanitation around the world	↓
44	Issues with our media	↑	27	Deforestation	↓	10	Crime, violence, gun control	↑
43	Negative impact of technology (screen time, addiction etc)	↑	26	Unifying our country and communities	↑	09	Global public health issues	↑
42	Gender inequality	↑	25	Paying taxes fairly	↓	08	Famine and food security	↔
41	The refugee crisis	↓	24	Cyber and data security	↓	07	Access to quality education	↑
40	Animal rights	↓	23	Recycling and waste	↓	06	Government transparency, corruption and threats to democracy	↓
39	Protecting vulnerable people online	↔	22	Natural disaster prevention and relief	↓	05	Large scale conflict and wars	↑
38	The plastic crisis	↓	21	Decline of family relationships	↑	04	Climate change	↓
37	Ethical business practices	↓	20	Support for people with disabilities	↓	03	Access to healthcare	↑
36	Universal access to technology and the internet	↑	19	The health of our oceans	↓	02	Unemployment and job security	↔
35	Obesity, access to healthy food and exercise	↑	18	Income inequality	↑	01	Poverty, hunger and homelessness in my country	↑
34	Support for public services	↓	17	Pollution of my local environment	↓			

Key

	Economic
	Environment
	Political
	Social
	Technology
↑	Moving Up
↓	Moving Down
NE	New Entry

Methodology

Our Index combines unprompted and prompted responses from 5000 people surveyed by Attest during January of 2023. The final scoring recognized the strength of feeling across 5 markets, weighting each country equally.

Brazil

Male 49%

Female 51%

18-24	25-34	35-44	45-54	55-66
21%	23%	21%	17%	18%

US

Male 49%

Female 51%

18-24	25-34	35-44	45-54	55-66
15%	22%	20%	22%	22%

China

Male 51%

Female 49%

18-24	25-34	35-44	45-54	55-66
16%	21%	42%	22%	25%

UK

Male 49%

Female 51%

18-24	25-34	35-44	45-54	55-66
15%	20%	27%	22%	19%

India

Male 52%

Female 48%

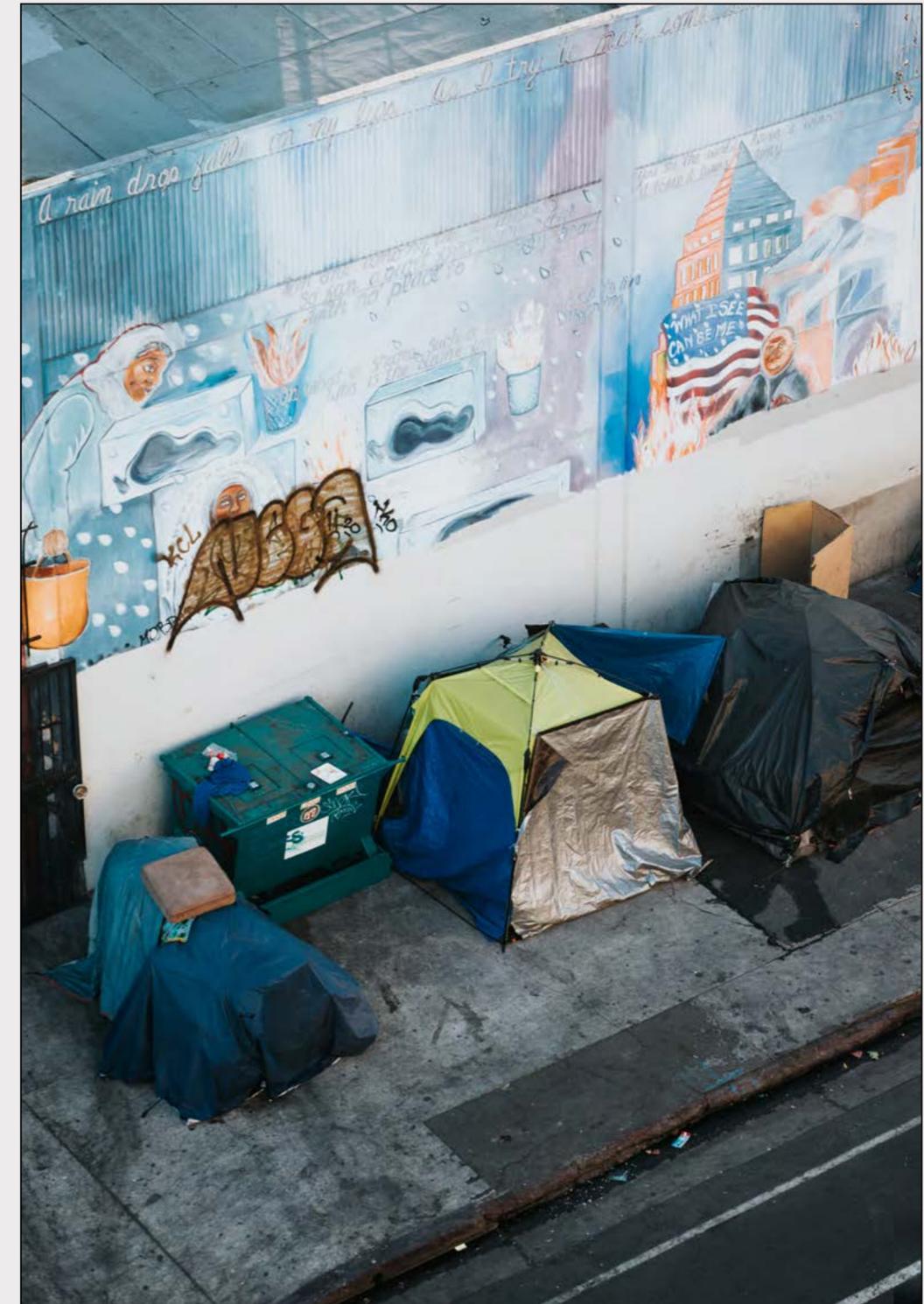
18-24	25-34	35-44	45-54	55-66
19%	30%	24%	18%	9%

Overview

After a volatile year for many country's democracies, political causes stole the limelight, dominating the top 10 in all 5 markets. As ever, the thing for businesses to consider is what, if any role they can play in helping address these issues. When deciding to take action on political issues, there are different approaches to take. Either taking an explicit stand which could deliver significant reputational benefits but risks criticism and dividing consumers. Or directly addressing the issue through the products and services the business issues might deliver a more genuine impact but may not gain the desired level of awareness.

Of those political causes, 'Poverty, hunger and homelessness in my country' takes the top spot this year, leading the way everywhere except China, where it gets pipped to the post by 'Climate change'. After coming first in last year's ranking, 'Climate change' drops three places in the overall ranking, being replaced by issues that many might feel have more immediate and personal impacts. But as the world experiences increasingly worse and more frequent extreme weather and other climate related events, the question for 2023 will be can we shift the narrative to help people understand that it's an issue that has far more personal relevance than people may have thought.

Within the 50 causes, there were a few key highlights that stood out as being particularly interesting to keep an eye on in 2023, and they weren't all in the top 10. They were picked because of their potential to become even more important for people in the next twelve months and the opportunities and challenges they will pose to businesses. We've summarized them on the next page but you can explore an in-depth look at each in the full report.



Key highlights

Poverty, hunger and homelessness in my country #01

The cost of living crisis is hitting consumers hard and is challenging other consumer behaviours like the desire to shop sustainably. Businesses need to be empathetic to this and provide simple solutions that make life just a little bit easier.

Climate change #04

Following a year that broke multiple records for extreme weather events the climate crisis has show it's not going away and is only going to get worse. Businesses should acknowledge this and avoid taking their foot off the gas, instead making it easier for consumers to make positive choices.

Government transparency, corruption and threats to democracy #06

With worrying patterns of behaviour and events being reflected in countries across the world, consumers continue to trust businesses more than governments. This is something businesses can take advantage of but shouldn't think it will allow them to avoid criticism and increasing demands for them to be transparent too.

Care for the elderly #15

With ageing populations, the ever increasing numbers of people need is meaning more and more people are taking up unpaid caregiving roles. This is especially true of the younger generations and those much sought after Gen Z and Millennial audiences are facing new challenges that businesses can try and help them with as both consumers and employees.

Artificial intelligence's impact on people and society #46

Whilst not yet on people's radars, AI is rapidly entering the mainstream. Businesses would be wise to be aware of the negative use cases and narratives around AI – but also to be open to its opportunities.

Top 10

01	Poverty, hunger and homelessness in my country	↑
02	Unemployment and job security	↔
03	Access to healthcare	↑
04	Climate change	↓
05	Large scale conflict and wars	↑
06	Government transparency, corruption and threats to democracy	↓
07	Access to quality education	↑
08	Famine and food security	↔
09	Global public health issues	↑
10	Crime, violence, gun control	↑

Biggest movers

05	Large scale conflict and wars	11↑
18	Income inequality	11↑
19	The health of our oceans	10↓



For the third consecutive year, LGBTQIA+ issues came 50th in the overall rankings, despite coming 39th in India where it ranked 8 places higher than any other country. Nonetheless, current national data makes it clear that this is a cause that will only continue to rise across a multitude of markets in future years: 21% of adult Gen-Z American's now identifying as LGBTQIA+, and a quarter of US youth know someone who now uses gender-neutral pronouns.

This is beginning to be reflected by a number of brands today – from Harry Style's 'Pleasing' genderless beauty brand, to the bold move from Calvin Klein to hero pregnant transgender man Roberto Bete for Mother's Day.

However, as seen in the recent Qatar World Cup and the controversial decisions this brought up for brands regarding allyship to the LGBTQIA+ community, it's important to take a moment to note that in some markets, law, legislation and societal attitudes mean that individuals from and in support of the LGBTQIA+ community may feel unsafe to show allyship to the cause.

Market Rankings

USA	#50
UK	#49
Brazil	#50
China	#47
India	#39

Total	8675
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3 Related Issues

Religious tolerance
Protecting vulnerable people online
Mental health issues

Despite our increasingly connected world, more young people admit to being lonely than older people. 41% of Gen Z and Millennial men admit to feeling "extremely" or "very lonely" in the US. This 'silent epidemic' among men has serious impacts: a 32% increase in the risk of premature death. A 2010 study on loneliness and health found that loneliness is worse for you than obesity.

Loneliness stems from a sense of disconnection and social isolation – and issues around men not being encouraged to share their feelings and problems is part of the reason for significantly higher incidents of suicide among men (1.6x higher than the previous generation of Baby Boomer men, increasing with each subsequent generation).

Loneliness is more of an issue in the UK, potentially a continued effect of the pandemic, when more than half of people (53%) believed it would have a negative impact on long-term mental health. Being able to foster healthy social connections, especially for hard hit groups, will be particularly important.

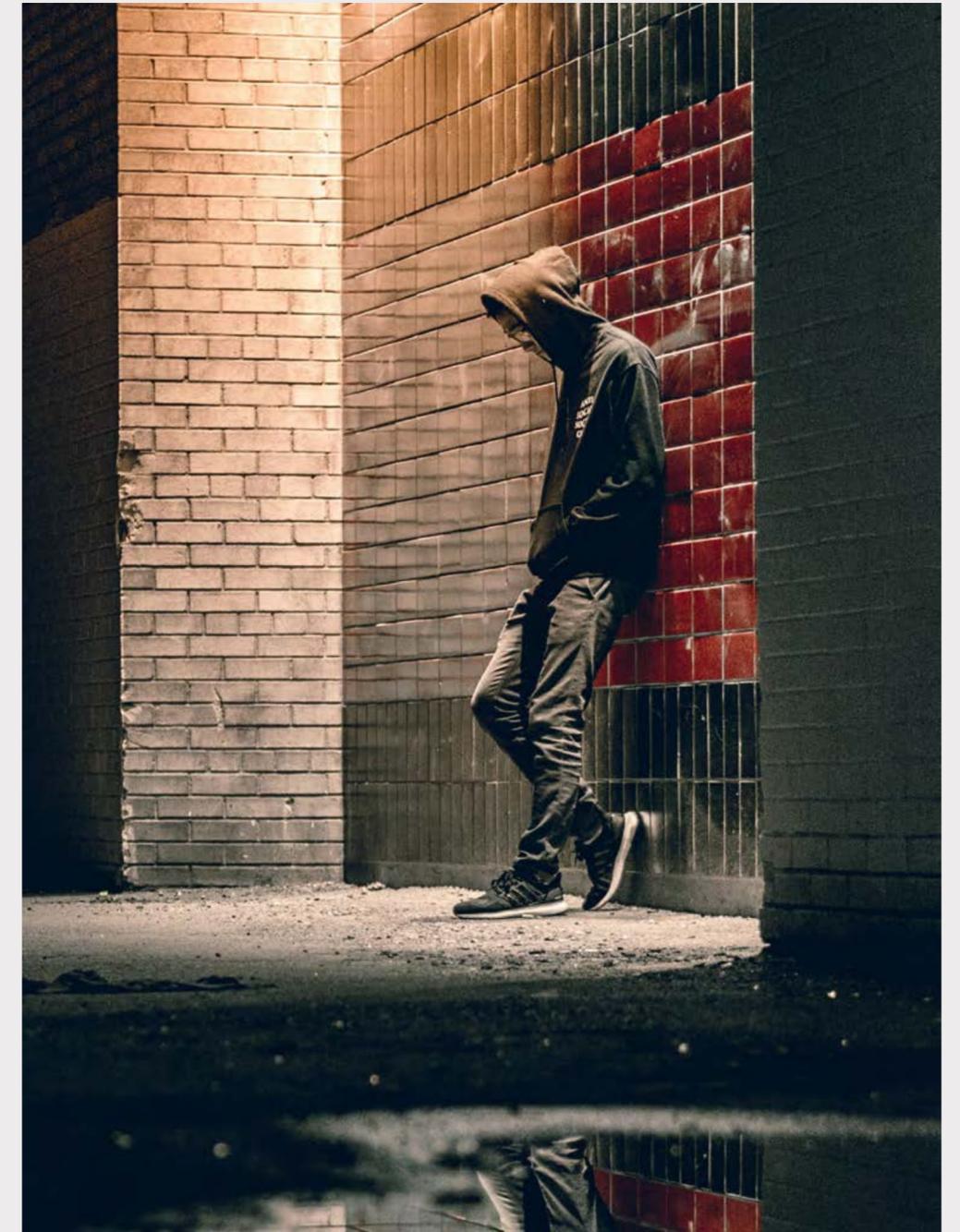
Market Rankings

USA	#48
UK	#34
Brazil	#46
China	#49
India	#49

Total	9428
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3 Related Issues

Care for the elderly
Negative impact of technology (screen time, addiction etc)
Addiction (drugs, alcohol and gambling)





As it stands up to 34% of Americans have no faith in mass media to report accurately and or honestly, on a global scale 70% of people fear the spread of false news, with a Pew report quoting it as being the demise & 2nd highest concern superseded only by climate change.

Whilst the negative impacts of fake news are clearly ever pressing in the minds of consumers, particularly around politics, fraudulent activity and sexual exploitation. Governments seem apprehensive of creating regulations that could be considered a breach of people's freedom of speech and as a result the only country to fulfil any sense of regulation has been China.

Whilst governments have been hesitant, never has a better time presented itself for businesses to rise to the occasion, which we've seen done particularly well by those within the tech space, with platforms such as Facebook, Google, Twitter & Adobe taking drastic action.

Market Rankings

USA	#49
UK	#50
Brazil	#42
China	#40
India	#50

Total 9617

3 Related Issues

Government transparency, corruption and threats to democracy
Global public health issues
Protecting vulnerable people online



This issue has risen a couple of places since last year. Analyzing market specifics, it's clear that religious tolerance is a more prioritized issue in Western markets than others – potentially due to its links to identity politics and arguments around immigration as well as the growth of diversity within society. Even in Brazil, where 86% of citizens identify as religious (and for the most part as Christian), we're still seeing challenges in inter-faith tolerance for minority groups. Beyond that, we see the Chinese government forcing political prioritisation on religious leaders.

However, this cause brings rich opportunities for brands who are keen to explore more inclusive marketing. We've seen brands such as FIFA embed this with their Midnight Ramadan Football League, as well as HSBC's infamous 'We are not an island' campaign a few years ago. As we look on, as understanding and the nuance of culture and religion grows, brands must do more to ensure their strategies and campaigns acknowledge cultural and religious sensitivities.

Market Rankings

USA	#44
UK	#47
Brazil	#34
China	#50
India	#40

Total 10026

3 Related Issues

Equal opportunities in the workplace
Race relations and racism
The refugee crisis

The conversation around AI and its impact on people and society has gained steam this year. Although this cause came quite low down our rankings, we have seen lots of new tools entering public consciousness and a new, wider group of people experimenting with them. Dall-E was the first to breakthrough earlier in 2022, following by the huge success that ChatGPT has seen.

AI isn't new to this year though, deep fakes were a big part of the conversation in 2021 and continue to be today, as did the issue of bots and fake news. So is AI good or bad for people and society?

Well there are arguments on both sides. With undoubtedly both negative use cases, from impersonation in the political sphere and in pornography through deep fakes. The worry that tools like ChatGPT could take people's jobs. To the issues surrounding who the algorithms have been designed by leading to the same systemic bias that we see across the rest of society. To Dall-E's outputs being formed off the back of other artists' work – who don't gain recognition or payment, and [AI wining art contests](#). Not to mention the carbon footprint of these tools.

On the other side of the argument are use cases that point to a more positive future. AI has the potential to change the world for good. Not to be seen as a replacement for humans but as an addition, on a small scale saving us time, on a large scale helping us solve some of the biggest challenges of our time from healthcare and travel to the climate crisis.

What does all this mean for brands? Well AI isn't going anywhere. So it's important to be aware of the negative use cases and

“Artificial Intelligence because Social Powers will feel that they will replace humans in the future.”

Respondent from China

narratives around AI – but also to be open to its opportunities. A tool that can both enable time saving and breed new forms of creativity. So dive in, play, experiment. Let AI breed new forms of creativity for your brand. But do so with the knowledge of both the challenges and opportunities of the technology, doing your research into the tool and name you're attaching your brand to just like you would with anything else you put into the world.

Market Rankings

USA	#47
UK	#46
Brazil	#40
China	#42
India	#37

Total	10891
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3 Related Issues

- Unemployment and job security
- Unifying our country and communities
- Self esteem and body image



There are two competing narratives when it comes to self-esteem and body positivity. On the one hand, body positivity has become a lot more normalised as people prioritise self-love and care.

Conversely, social media continues to boost influencers displaying unrealistic lives and body standards. In some cases, pushing diet products without telling their audiences that they're being paid to do so.

Men are a part of this equation too, with around 40% of British men affected by body image issues. Body image and self-esteem go hand-in-hand, and this is closely linked to the rise of 'manosphere' influencers such as Andrew Tate. Their philosophy is packaged up as self-help for men who are struggling with real issues.

Brands can commit to showcasing a range of bodies within their marketing. They, brands also have the power to drive conversation, as seen by Nike introducing plus-size mannequins to their London store.



Market Rankings

USA	#43
UK	#45
Brazil	#48
China	#35
India	#47

Total	10679
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3 Related Issues

- Issues with our media
- Access to healthcare
- Obesity, access to healthy food and exercise

In this day and age, we have an endless list of places in which we can source our news and media. This brings with it the benefit of finding sources that are relevant to you but brings with it the risk of misinformation and polarization.

TikTok has continued to go from strength to strength in its growth, but in doing so, have continued to be marred by their ability to tackle misinformation on the platform and the impact this has – with a notable call out being it's impact on the midterm elections in the US.

We have seen the rise of polarizing media outlets too, with Piers Morgan's show debuted on Murdoch's new TV channel TalkTV. In Brazil, we've seen private social media networks alongside Facebook and Instagram were used to orchestrate the Bolsonaro insurrection.

Going forward, we know that misinformation will be a key issue that needs curbing, as well as us seeing a growing desire for a more balanced media, and slower news.

Market Rankings

USA	#42
UK	#43
Brazil	#49
China	#39
India	#45

Total	10762
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3 Related Issues

- Government transparency, corruption and threats to democracy
- Protecting vulnerable people online
- Cyber and data security

Spotlight on US

This year's Causes that Count in the US follow previous years' broad trends, with social and domestic issues ranking relatively higher vs. other global markets. But this similarity belies several important shifts amongst American consumers, reflected in the relative position of several key issues.

Unemployment and job security moved up 2 positions to 2nd as a year of high inflation and predicted recession took their toll on Americans' confidence in their economic futures. While some tech layoffs might actually just be right-sizing, and the unemployment rate has recovered to pre-Covid lows, opposition to unionization and the threat of the gig economy on workers' rights have Americans on edge about their futures.

People born inside the US are 18% more likely to think that "responsible spending and debt" is one of the most important issues

'Access to quality education' moves down 3 positions to 8th, as in-person learning has resumed for the 2022/23 school year. 'Access to healthcare' maintains its high position at #3, arguably fuelled by the ongoing states' dismantlement of women's right to abortion after the federal repeal of Roe v. Wade.

People who vote Republican are 36% less likely to think that climate change is one of the most important issues

For the first time, 'Climate Change' makes America's top 10, leaping from its position at 18 in our 2022 rankings. While the shift in administration has certainly allowed for this issue to move up the political agenda – personally experiencing extreme weather events may actually be what is turning the tide of public opinion. But with a divided government in 2023, it remains to be seen whether partisan support for the issue can translate into meaningful actions – and public apathy may rise again if progress stalls.

People who vote Democrat are 30% more likely to think that "income inequality" is one of the most important issues

Brands courting American consumers in 2023 will do well to acknowledge their apprehensive outlook – but this concern may also pose a huge opportunity. With Americans placing higher trust in businesses than the government, it might be the perfect time for brands to take arms against targeted social and environmental issues with a clear stance that Americans can get behind.

People who vote Democrat are 33% more likely to think that "race relations" is one of the most important issues

01	Poverty, hunger and homelessness in my country
02	Unemployment and job security
03	Access to healthcare
04	Crime, violence, gun control
05	Government transparency, corruption and threats to democracy
06	Famine and food security
07	Large scale conflict and wars
08	Access to quality education
09	Responsible spending and debt
10	Climate change

43

Negative impact of technology (screen time, addiction etc)

3↑

A continuous point of contention for many parents and children in households worldwide. In regards to the education sector, the expansion of interactive software, tablets & 3D capabilities has revolutionised the way in which children can learn. Whilst arguably teachers will have a better ability to monitor what children are able to access and for how long, parents will have to ensure that they educate themselves on digital safety to ensure that they are able to recognise potential dangers and act upon them swiftly.

Whilst the concerns of young people and the amount of which they should consume technology is a continuous battle. The impacts of technology for adults has become more centred around the potential impact of job loss. The tech hiring freeze of 2022, coupled with the continuous global dismissals in tech corporations, reinforces that whilst tech can be a force for change, like any industry it is not above reproach.

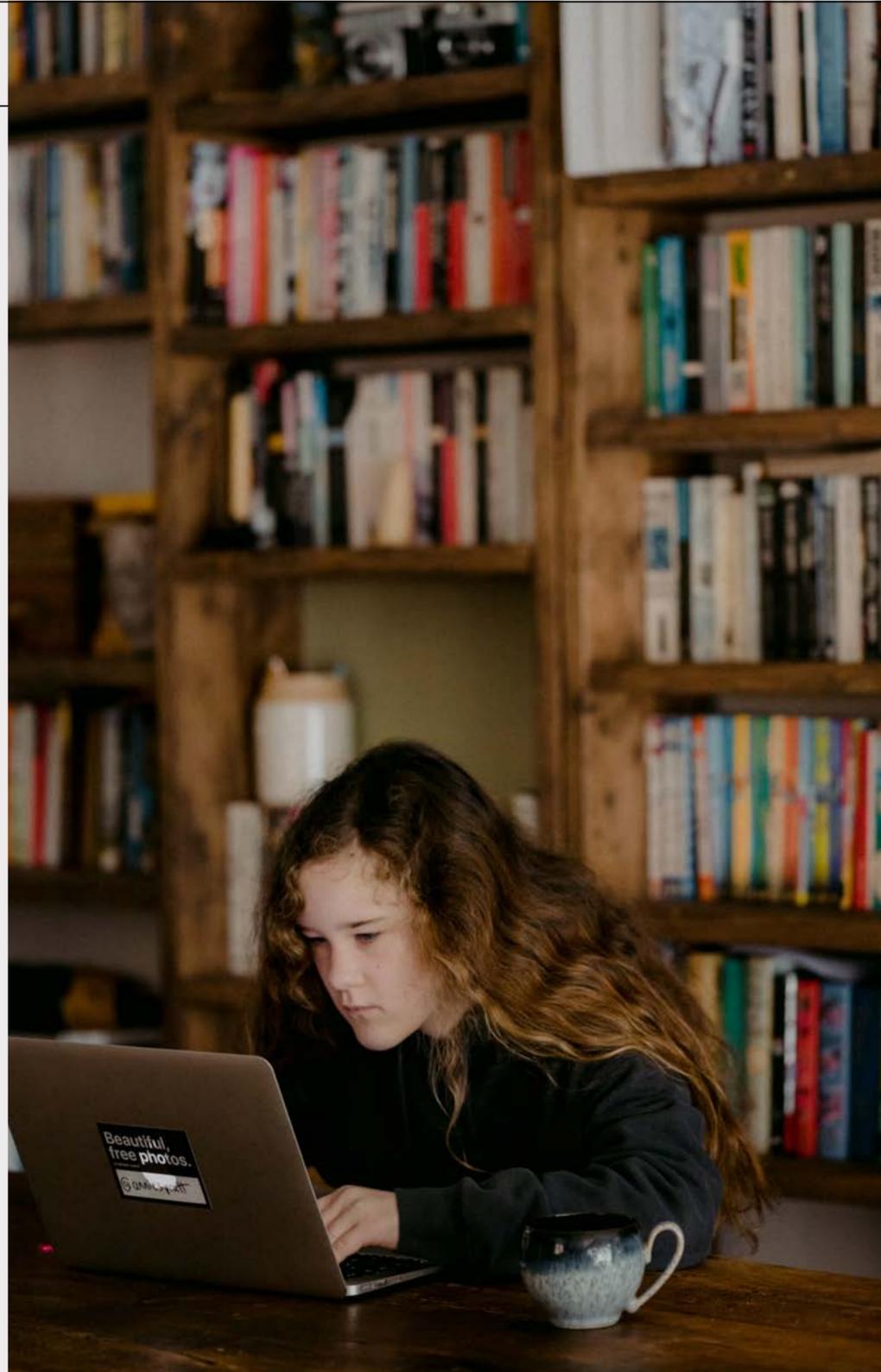
Market Rankings

USA	#47
UK	#46
Brazil	#40
China	#42
India	#37

Total 10891

3 Related Issues

Self esteem and body image
Loneliness
Unifying our country and communities



42

Gender inequality

3↑

A small increase in the significance of gender inequality for our respondents may represent the volatile year for the issue.

Several seismic events occurred, such as Roe v Wade being overturned in the US, continued restrictions on women's rights in Iran and Afghanistan, and JP Morgan only just announced a new parental leave policy, all of which highlight how much progress is needed for women and that important changes are still developing.

According to the UN, at the current rate of progress, it would take 286 years to close gaps in legal protection and remove discriminatory laws and 140 years for women to achieve equal representation in leadership positions in the workplace. Urgent action and investment is needed looking ahead to 2023 where financial hardships will only widen the economic gender gap.

Market Rankings

USA	#45
UK	#44
Brazil	#47
China	#44
India	#22

Total 10915

3 Related Issues

Decline of family relationships
Equal opportunities in the workplace
Access to quality education

41 The refugee crisis

1↓

Where 2021 saw a high of 6.8 million refugees fleeing from Syria, and Russia's war on Ukraine saw another example of one of the largest refugee crises in modern times with 7.8 million Ukrainian refugees across Europe. You might think, therefore, that the West's proximity to, and the UK's involvement (or relative lack of) in welcoming Ukrainian refugees might reveal a significant shift in the data. Yet it's only moved one place from 42 to 41.

What this might suggest in a broader sense is the inherent 'otherness' of the refugee crisis in people's minds – a problem that looks, sounds and feels far away. If the recent Ukrainian crisis didn't shift perspectives in the US and UK, it's unlikely that the inevitable continued issues across Syria, Afghanistan and South Sudan in 2023 will change that sentiment.

Market Rankings

USA	#38
UK	#39
Brazil	#38
China	#45
India	#48

Total 11543

3 Related Issues

Large scale conflict and wars
Child labour
Religious tolerance

40 Animal rights

2↓

Animal rights campaigners rejoiced as the UK passed a law this year that recognises animals as sentient beings. However, there is much work to be done at a global level, where figures estimate at least 115 million animals worldwide are used in laboratory experiments every year.

Consumers are driving change. The US, China, and the UK are identified as the top 3 countries leading the market share of cruelty-free makeup. Veganism still accounts for <1% of the population, but people are cutting down on their meat consumption and adopting flexitarian diets, particularly younger generations. Cost of Living, climate change and care for animals are all key drivers of this.

Brands must continue to align with consumer wants when it comes to animal rights. This applies to animal testing but also the use of animal products in clothing, as well as food brands that adopt unsustainable and poor welfare practices.

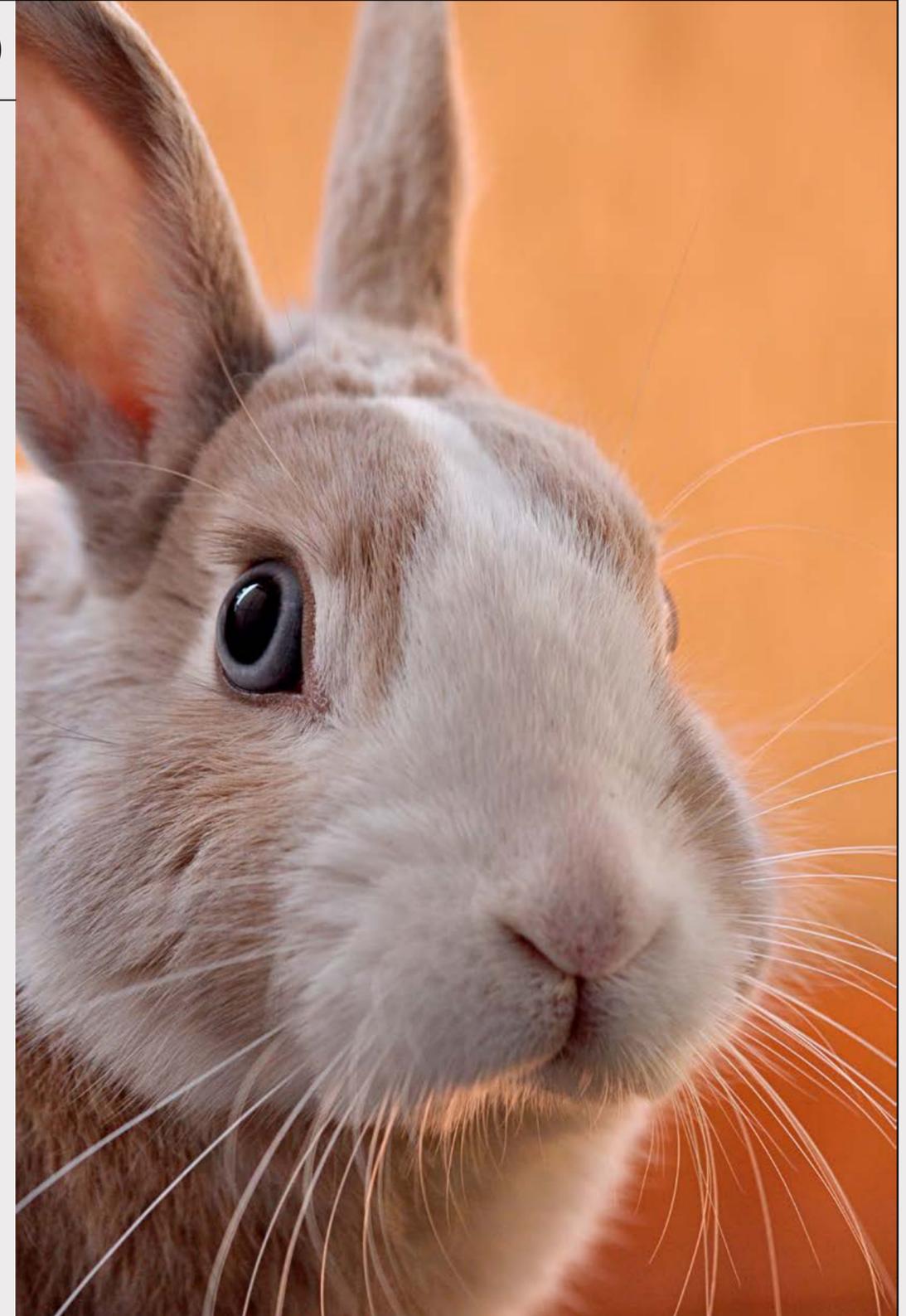
Market Rankings

USA	#33
UK	#32
Brazil	#36
China	#48
India	#38

Total 12342

3 Related Issues

The health of our oceans
Biodiversity and species extinction
Climate change



Spotlight on UK

The shifts in this year's rankings reflect an increasingly inward-focused UK attempting to deal with major issues at home. 'Poverty, hunger and homelessness in my country' tops the list of causes, while 'extreme poverty around the world' has dropped out of the top 10 rankings for the first time.

Access to healthcare continues to preoccupy the UK, and huge queues outside A&Es have become a feature of the front pages. With strike action set to continue across public services in 2023, the importance of 'Fair wages' (which has risen to 5th) will continue to be a talking point.

Looking outside the UK, 'Large scale conflict and wars' is near the top of the rankings – with the Russian invasion of Ukraine the obvious trigger for this rise. Although energy security doesn't explicitly feature in our list of causes, the rising cost of heating caused by the invasion ties to impacts such as concern about poverty, hunger and homelessness – and the fear that this is pushing millions of families into poverty. Mild December weather may have slightly reduced the risks, but the continued uncertainty about the end of the war means that consumers will continue to deal with this issue in 2023.

Collins dictionary named "permacrisis" their word of the year for 2022. Instability in economic circumstances and geopolitical situations can lead to a variance in behaviour: there will be a tension between extreme caution and the desire for hedonistic behaviour as a way of letting loose. There has not always been a clear demographic split between these behaviours, and businesses will need to remain close to understand how these patterns could be affecting their customers.

Businesses should think about whether they have a role in providing opportunities to escape, such as Argos during the first Christmas of the Covid-19 pandemic, or if their role is to deliver clear help and support, such as Post Office and British Gas Energy Trust who offered debt and energy advice from Post Office branches across the country throughout 2022.

"Taxes and bills are rising up and doesn't look like they'll stop so soon and income is not, I am worried about the future."

Respondent from UK

People born outside the UK are 19% more likely to think that "unemployment and job security" is one of the most important issues

People born outside the UK are 17% more likely to think that "unifying our country and communities" is one of the most important issues

01	Poverty, hunger and homelessness in my country
02	Access to healthcare
03	Large scale conflict and wars
04	Climate change
05	Fair wages
06	Unemployment and job security
07	Government transparency, corruption and threats to democracy
08	Responsible spending and debt
09	Famine and food security
10	Mental health issues



Today, our lives are as much online as they are offline. This is particularly true for younger generations who, whilst they can be considered digital natives, may be susceptible to predatory behaviour and inappropriate content.

The metaverse is a new virtual space that lacks the regulation and safeguards that can make users feel safe, particularly women, people of colour and children. [Research](#) saw 100 potential violations of Facebook's policies for VR in 11 hours and 30 minutes of recordings of user behaviour on VR Chat – the most reviewed app on FB's metaverse.

In the world of gaming, 53% of gamers said they experienced harassment because of their race/ethnicity, religion, ability, gender or sexual orientation.

As more brands activate in the virtual world, they must bear in mind the safety of the audiences present. This can involve working closely with technology companies to ensure vulnerable groups are protected properly.

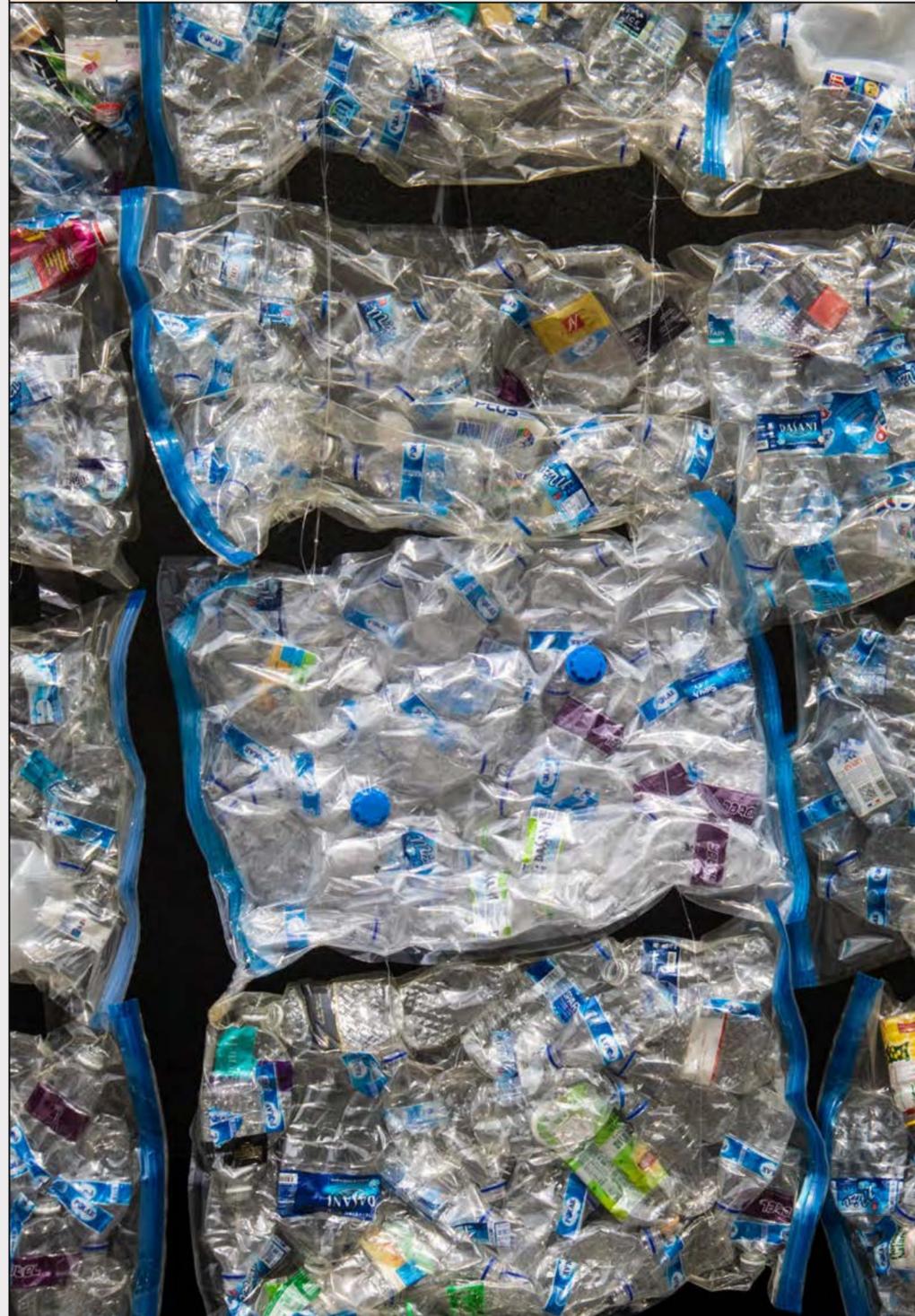
Market Rankings

USA	#46
UK	#33
Brazil	#44
China	#23
India	#30

Total	12577
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3 Related Issues

Mental health issues
Support for public services
Addiction (drugs, alcohol and gambling)



The growing population means the demand for plastics has not relented and only 9% of plastics are being recycled and the effects of plastic production and consumption on the environment has only been exacerbated by the UN estimating that by 2050, greenhouse gas emissions associated with plastic production, use and disposal would account for 15% of allowed emissions.

Although there has been a drop in significance for our respondents, which suggests that changes such as ban's on single-use plastics across multiple countries (India and the UK) may have shifted people's perception of the issue. Moreover, the UN passed a landmark resolution in 2022 to have an agreement to address the full lifecycle of plastic, including its production, design and disposal by 2024.

However, there are still concerns that corporate recycling and re-use targets are unlikely to be met, urgent action and investment is needed to tackle the effects of climate change.

Market Rankings

USA	#46
UK	#33
Brazil	#44
China	#23
India	#30

Total	12577
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3 Related Issues

Global public health issues
Access to water and sanitation around the world
Animal rights

Businesses are navigating an ever more complex series of demands about their decisions. The Russian invasion of Ukraine highlighted the importance of the swift, clear decision making – with businesses from Uniqlo to McDonald’s criticised in the West for their continued operations in Russia. Meanwhile, questions about the individual responsibility of leaders are coming to the foreground as Sam Bankman-Fried goes on trial in one of the US’s largest ever fraud cases.

Chinese consumers are most concerned about this issue for the second year running. The “zero Covid” policy caused significant disruption to business this year, with workers rioting over conditions and withheld pay at a number of global manufacturing businesses and the vast supply machine being wound up by the sudden exit from zero Covid rules.

In 2023, businesses should think about how their decision making can be transparent; owning up to your mistakes and how you’re working to fix them gives consumers a stake in holding you to account when things need to change

Market Rankings

USA	#31
UK	#41
Brazil	#39
China	#25
India	#42

Total	12854
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3 Related Issues

Work-life balance
Fair wages
Negative impact of technology (screen time, addiction etc)



Currently, 5.3B people have access to the internet, with 2.7B offline. This impacts access to learning, working, commerce and healthcare and therefore being able to have equal opportunities in today’s society.

Intentional internet outages also saw a 41% increase in 2022, with Russia being the main culprit. In this instance, we saw a dividing figure, Elon Musk and SpaceX provide support through its Starlink internet service.

China ranked this cause higher than others, which we expect is down to continued government censorship of the internet. With the China ‘online culture wars’ ramping up over 2021/2022, using practices like capping the amount of time children can spend playing video games at a national level.

Access to technology and the internet is an area of focus for many, from tech giants to NGOs and the UN. So we expect to see access increase over the coming years. It’s an area many can support, Revolt’s ‘End Laptop Poverty’ shows actions can be taken at a variety of levels.

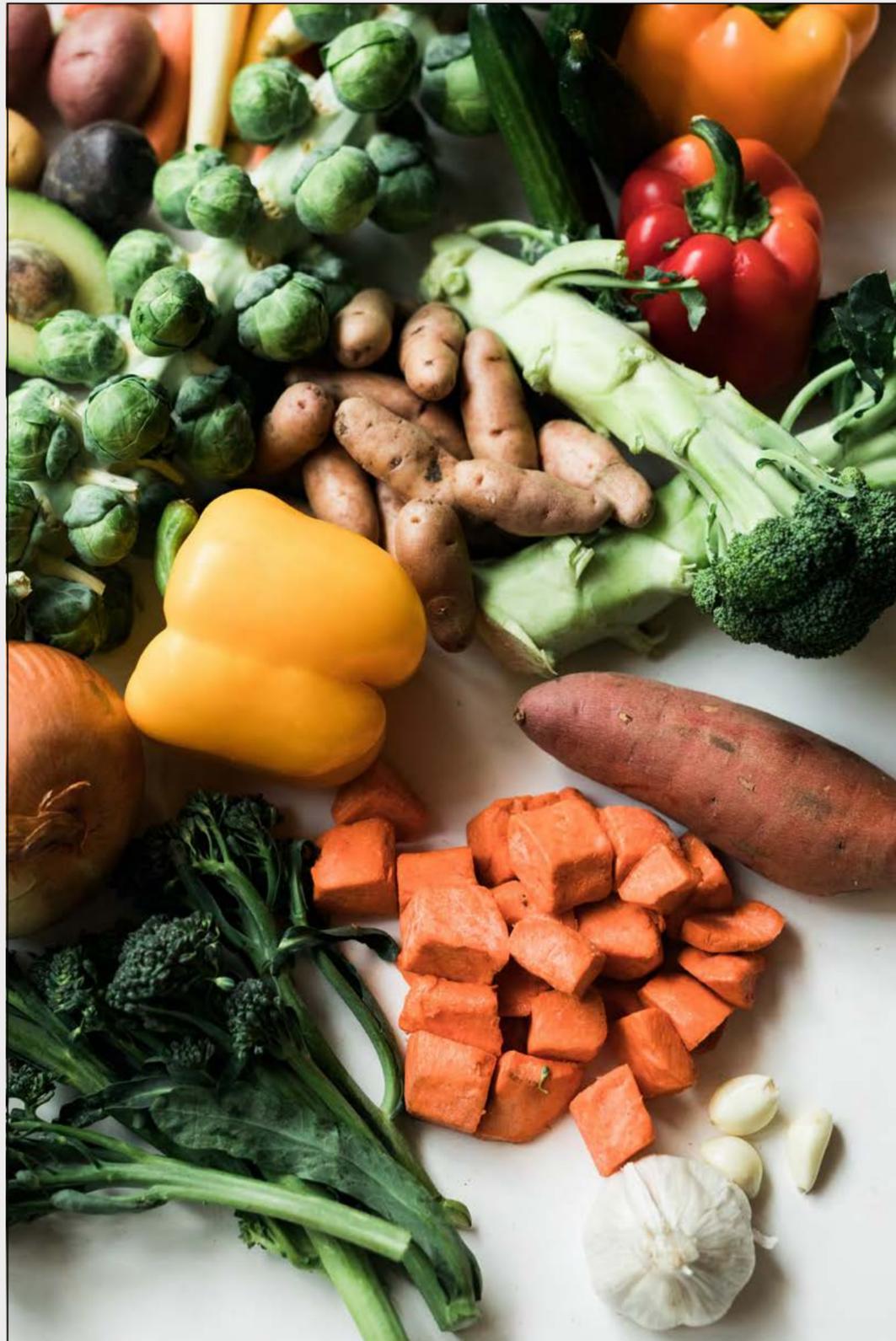
Market Rankings

USA	#39
UK	#42
Brazil	#35
China	#20
India	#26

Total	12908
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3 Related Issues

Equal opportunities in the workplace
Access to quality education
Access to healthcare



35 Obesity, access to healthy food and exercise 2↑

2022 saw some lockdown-era fitness trends' bubbles burst (our condolences to any of you who owned Peloton shares), while others continued skyrocketing growth: the global meal kit delivery market is still forecast to grow over 10% p.a. by 2030.

In the UK, where healthier foods are 3X more expensive per calorie, healthy eating became even less attainable during the cost of living crisis. Low-income households continue to endure double-digit food inflation as they spend an increasing share of income on sustenance. However, this 'belt tightening' didn't necessarily translate to a smaller collective 'waistline' as global obesity levels continued to increase.

Chile recently announced new food guidelines, and Canada's surprising 2 drinks/week alcohol guidance suggests that post-Covid governments are emboldened to take action on behalf of citizens' well-being.

In 2023, expect to see consumers increasingly reliant on brands, particularly FMCG, to help provide affordable nutrition in the form of product innovations, partnerships, meal programmes and charity donations.

Market Rankings		3 Related Issues
USA	#36	Self esteem and body image
UK	#35	Issues with our media
Brazil	#33	Negative impact of technology (screen time, addiction etc)
China	#36	
India	#31	
Total	13319	

34 Support for public services 1↓

Whilst overall 'Support for public services' remains in the bottom half of the ranking this year, in the UK it still creeps up into the top half. It's certainly an issue that's taken hold of the nation recently with widespread strikes taking place by a number of unions from ambulance workers and nurses to teachers.

Whilst the government has been critical of them and is both refusing to deliver inflation-matched pay rises and introducing a new anti-strike bill, there is rising public support for unions despite bringing public services to a standstill.

With the issues driving the strikes not going away any time soon companies should both understand the potential impacts to their business and consumers. They should also ensure they're looking after their own employees otherwise we may see more strike actions spread into the private sector as we have already with the first ever UK strike by Amazon workers.

Market Rankings		3 Related Issues
USA	#35	Government transparency, corruption and threats to democracy
UK	#23	
Brazil	#42	Refugee crisis
China	#32	Unifying our country and communities
India	#34	
Total	13407	

Spotlight on Brazil

01	Poverty, hunger and homelessness in my country
02	Unemployment and job security
03	Government transparency, corruption and threats to democracy
04	Access to healthcare
05	Access to quality education
06	Large scale conflict and wars
07	Climate change
08	Famine and food security
09	Global public health issues
10	Crime, violence, gun control

2022 was a turbulent year for Brazilian politics and that's reflected clearly in this year's rankings, with 8 political issues falling in the top 12. 'Government transparency, corruption and threats to democracy' was ranked 3rd, a finding that's supported by the fact that it received a corruption score of 38/100, ranking it 94th in Transparency International's Corruption Perceptions Index. Throughout his rule, Jair Bolsonaro has consistently challenged the democratic rule of the country, culminating in his attempt to undermine the election process, announcing that the election would either end in his victory, death, or arrest.

In this environment, Brazilian consumers are placing more trust in businesses than the government showing a 24 point trust gap between the two. Over half of the people believe that businesses can't avoid being political when it comes to addressing contentious societal issues. Natura & Co., one of Brazil's most valuable brands, is a great example of this. It's gained a reputation as one of Brazil's most sustainable businesses and the only Brazilian brand to be recognised as one of the world's most ethical businesses. It's achieved this by not only taking bold action to protect the environment but also by calling out the government for its responsibility in damaging the country's environmental and economic reputation. Given how important we know climate change is to Brazilians – ranking 7th this year, up from 2022 – it's not surprising that taking a bold stance on the subject has benefited Natura.

'Fake news' and 'Issues with the media' came low in the rankings (42nd and 49th respectively) but it could be that the victims don't yet realise there is an issue. We suspect they are going to

become increasingly important this year however, as one of the new prime minister's first actions was to launch an offensive against disinformation. Brands and businesses have a role to play when it comes to where they choose to advertise. Doing so would also deliver business benefits with research showing that when brands stop advertising on misinformation sites and instead advertise on quality news sites, their CPM price for ads goes down and engagement with their ads goes up.

“Maintain Brazilian democracy as it is essential for our country's safety and growth.”

Respondent from Brazil

With the recent COP16 biodiversity agreement initiated to protect one third the planet's nature by 2030, it is clear that preservation is crucial, as we enter the 6th mass extinction event of over 1 million species within a decade, the urge has never been greater. Whilst the most cost effective and arguably most publicly favourable option may appear to be planting trees or restoring peat bogs, more urgent action is needed from businesses to start initiating scaled up nature based solutions. With more than half of the world's GDP at moderate or high risk owing to the loss of nature, there is a lot to be lost if the status quo remains unchanged.



Market Rankings

USA	#46
UK	#33
Brazil	#44
China	#23
India	#30

Total	12577
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3 Related Issues

Access to water and sanitation around the world
Famine and food security
Deforestation

Child labour progress in recent years has stagnated with an estimated 1 in 10 children still involved in labour as the lingering effects of Covid-19 on education and poverty according to the ILO and UNICEF.

In 2022 the UN called on business enterprises to have due diligence in place to ensure there is no child labour across their supply chain. Moreover, the UN has called on increased investment in universal social protection as a means to fight child labour as well as the economic hardships which causes it in the first instance. With a global recession on the horizon, we must continue to place protections for vulnerable children from poverty.

Market Rankings

USA	#40
UK	#36
Brazil	#26
China	#21
India	#36

Total	13480
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3 Related Issues

Extreme poverty around the world
Ethical business practices
Access to quality education

Throughout the pandemic, concerns were raised over increases in substance misuse and gambling problems as a result of the pressures of lockdown and instability. Addiction is a long-term the problem, and with pressure on health services around the world, it is important to ensure mental health providers can support early access to treatment.

In the US, where sports betting is now legal in 30 states, there is growing concern about young people: one estimate suggests 4-6% of high schoolers are considered addicts, double the percentage of adults. In the UK, where the market is more mature, there have been significant concerns about the independence of research into problem gambling – with the suggestion that gambling brands are undermining its effectiveness.

Where the problems are increasingly affecting a younger cohort of digital natives, businesses should think about how they can help young people prepare for the risks of addictive behaviour in the online world.

Market Rankings

USA	#20
UK	#40
Brazil	#28
China	#29
India	#41

Total	13723
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3 Related Issues

Responsible spending and debt
Ethical business practices
Loneliness

Race relations and racism' has risen two places in the ranking. Education has been a focus of 2022 with the conversation around critical race theory growing in the US, with numerous states banning it from schools. One element of critical race theory focuses on systemic racism that produces negative outcomes, showing that race and racism cannot be spoken about in the silo of other causes covered in this report.

From access to healthcare where the Roe v Wade bill disproportionately impacts Black women. To the Ukraine war and refugee crisis where, without minimizing the plight of Ukrainians, the conversation surrounding Ukraine spoke to the lack of awareness of war and refugee crisis in predominantly non-white countries.

We hope and expect in the future that the focus on racial equality will remain high on people's agendas, with companies ensuring they continue to get their house in order through policies and practices that support diversity, equity and inclusion. As well as playing a role in creating a more inclusive society as a whole.

Market Rankings

USA	#24
UK	#29
Brazil	#24
China	#41
India	#43

Total	13824
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3 Related Issues

Equal opportunities in the workplace
Access to quality education
The refugee crisis



We know that Covid-19 has disproportionately affected women at work – with many more leaving their jobs to manage childcare and burnout. Data shows that the gap between men and women has not narrowed as life has got back to normal. In the US in February 2022, there was still 1.4 million fewer employed adult woman in the workforce compared to 500,000 fewer adult men. Childcare access is seen as a major contributing factor.

Meanwhile, the latest research in India shows a downward trend in female labour force participation since it reached 32% in 2005 and was down to 19% in 2021. There are concerns that rising living standards coupled with traditional gender norms are actually causing more women to remain at home.

In 2023, businesses should think about how women's attitudes and choices may have been impacted by the burnout and changing circumstances.

Market Rankings

USA	#28
UK	#28
Brazil	#29
China	#33
India	#24

Total 14236

3 Related Issues

- Care for the elderly
- Access to water and sanitation around the world
- Income inequality

'Quiet quitting' was one of the hot trends of 2022. First coined by TikToker Zaiad Khan back in July, it rapidly gained traction with Gallup claiming that "Quiet quitters" make up at least 50% of the U.S. workforce. Common examples include closing your laptop at 5 p.m., doing only your assigned tasks, spending more time with family, or in other words having a better work life balance.

Some experts say it's a misnomer and should really be defined as carving out time to take care of yourself. It's something businesses are becoming increasingly concerned about, and maybe they should be. Employees who are not engaged or who are actively disengaged cost the world \$7.8 trillion in lost productivity. But whilst eight of the 10 largest private U.S. employers now track the productivity metrics of individual workers, many in real time, there might be a more positive way to quiet the trend by engaging employees in the company's Purpose.

Market Rankings

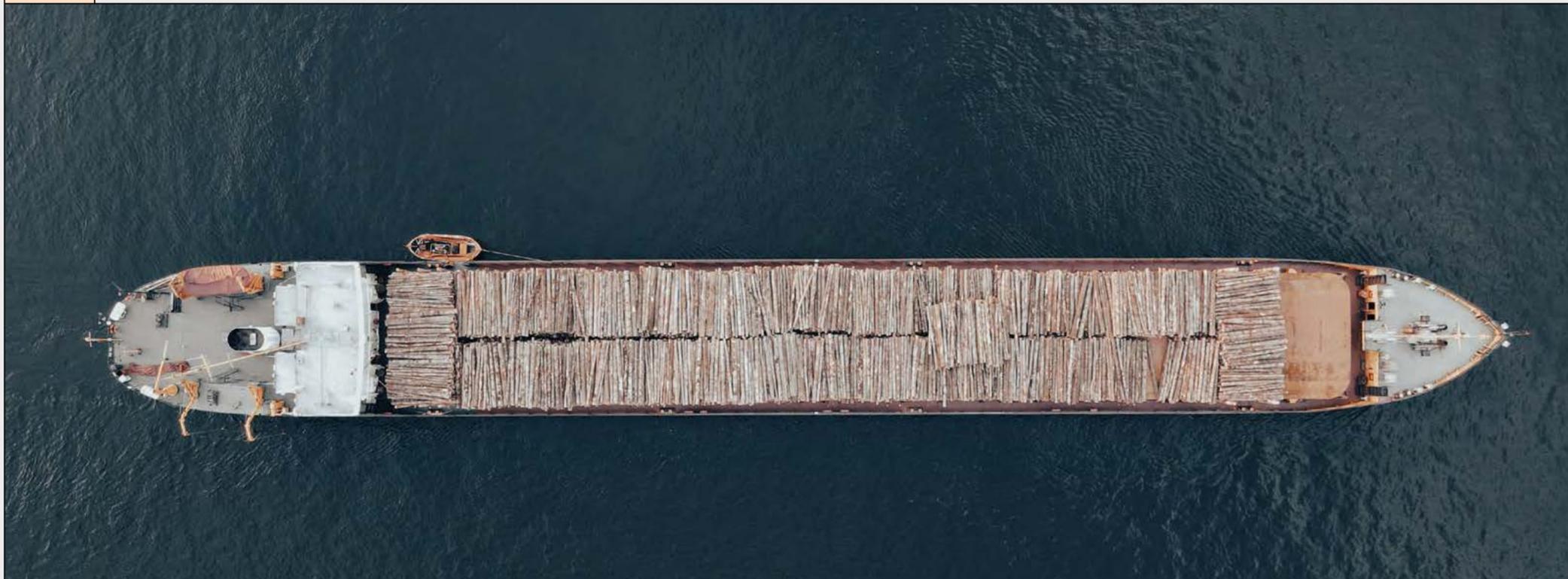
USA	#30
UK	#24
Brazil	#30
China	#31
India	#28

Total 14250

3 Related Issues

- Decline of family relationships
- Fair wages
- Mental health issues





Whilst deforestation may have dropped a few places overall this year it's still a significant issue for people, particularly those in Brazil, where the fight to protect the Amazon continues to rage. In Europe, [research by Yougov and Globescan](#), showed that more than 8 in 10 European voters supported a strong and ambitious EU anti-deforestation law and has led to a [historic new law](#) that means companies must ensure that products sold in the EU do not come from deforested land anywhere in the world. This is a brilliant example of a truly impactful policy that will affect the ways businesses operate, being driven directly by consumer opinion. In 2023 and beyond, business needs to prepare for new regulations like this and ensure that they're ready for it or, even better, are ahead of the game.

Market Rankings	
USA	#37
UK	#26
Brazil	#16
China	#37
India	#21
Total	14375

3 Related Issues
Ethical business practices
Famine and food security
Biodiversity and species extinction

Rising 7 places this year, unifying our country and communities has become increasingly important, and most noticeably so for people in China where it ranks 6th. The [country's draconian Zero-Covid lockdown measures](#) have kept friends and families across the country apart since the pandemic began. And when its borders finally reopened on Jan 8th this year, the country had spent 1,016 days closed to the outside world. It's no wonder people felt the need for unity both domestically and internationally.

2023 will undoubtedly bring more challenges that will test relationships but it will provide an opportunity for brands to counter that and offer ways to bring people together. Rather than leaning in to the more divisive issues, brands should look to celebration and nurture the things we share and that unite us.

Market Rankings	
USA	#22
UK	#38
Brazil	#41
China	#06
India	#32
Total	14522

3 Related Issues
The refugee crisis
Large scale conflict and wars
Issues with out media

25

Paying taxes fairly

1↓

The topic of taxes arose in various forms in the past year. Debates on a windfall tax for energy in the UK and the Inflation Reduction Act in the US dominated headlines, as well as focus on individuals such as Rishi Sunak and Donald Trump.

The economic issues arising in the near future will only further highlight the matter, and it will be of note to gauge consumers attitudes towards higher or lower taxes and whether that reflects their increasing financial pressures, as well as ensuring pursuing a more equitable tax system as a whole.

Market Rankings

USA	#18
UK	#17
Brazil	#27
China	#24
India	#35

Total	15184
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3 Related Issues

Government transparency, corruption and threats to democracy

Ethical business practices

Support for public services

24

Cyber and data security

3↓

Even though it drops 3 places this year, 'Cyber and data security' still remains a key issue for people in China. It's also an issue businesses should be thinking about with China's introduction of new laws that give data subjects new rights and protections, and include stringent financial penalties. In fact, businesses around the world are increasingly being punished for breaching privacy rules, the largest of which has been Meta's \$400 million fine by top EU regulator for forcing users to accept targeted ads.

Getting it right also impacts consumers with 43% of people saying they'd switch from their preferred brand to a second-choice brand if the latter provided a good privacy experience. Google's proposed principles are worth following when thinking about how to help people feel in control by making their marketing and digital experiences meaningful, memorable, and manageable.

Market Rankings

USA	#21
UK	#31
Brazil	#32
China	#12
India	#16

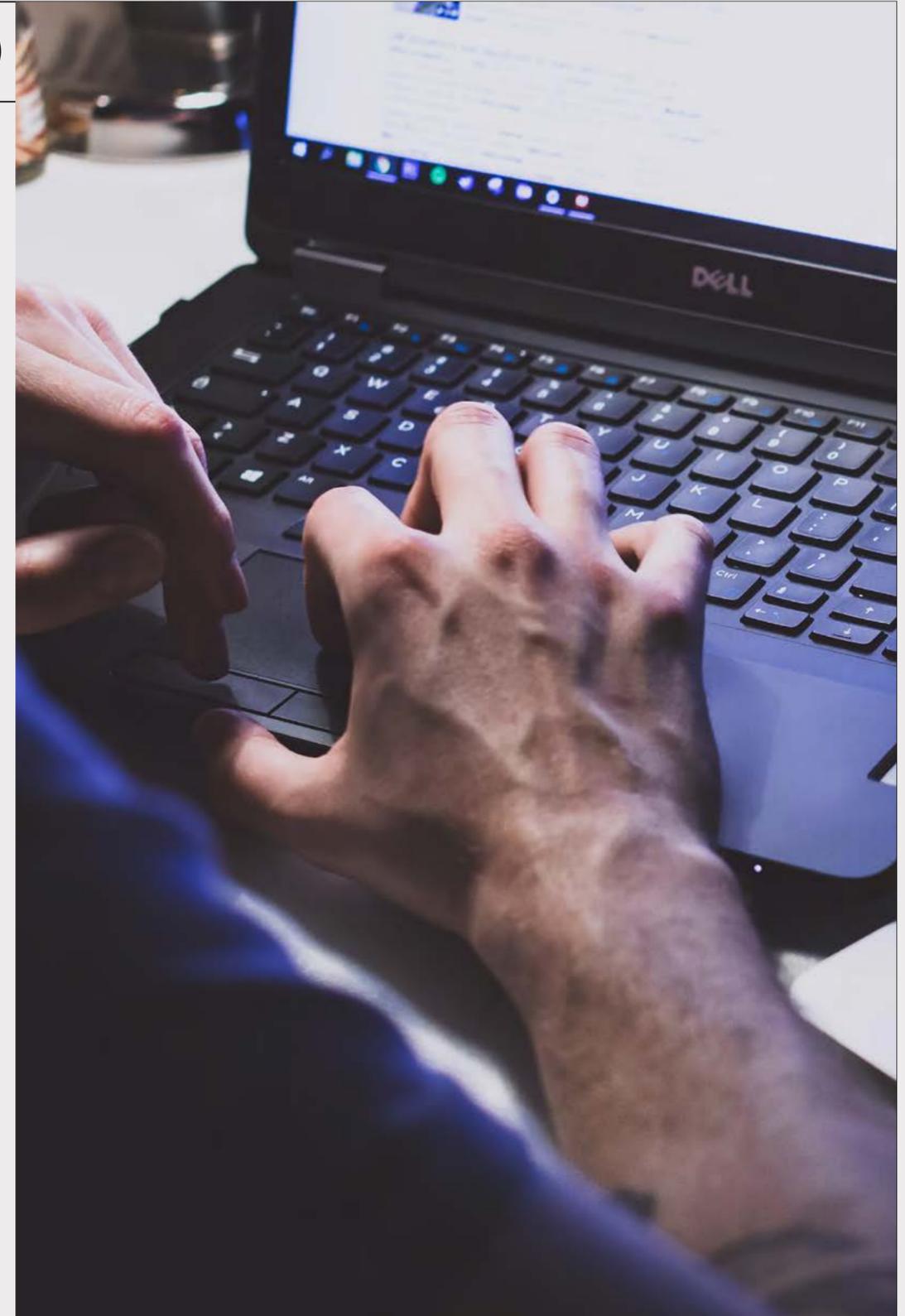
Total	15215
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3 Related Issues

Fake news

Government transparency, corruption and threats to democracy

Protecting vulnerable people online





When most people think of waste and recycling, they jump to plastics and often packaging. But e-waste is actually the fastest growing waste stream globally. On average, each person generates about 7kg a year though this differs greatly depending on the region, with developing countries producing far more. By 2030 annual e-waste generation worldwide will have increased by approximately 30%. The big issue is that less than 20% of it is formally recycled, with the rest ending up in landfill or being dangerously informally recycled in developing countries. But things are changing. With policies like France's Repairability Index and the controversial Digital Fair Repair Act in the US, plus the rise of refurbish businesses like Back Market at a time when consumers are looking to save money, there's an increasingly valuable opportunity arising in the fight against e-waste.

Market Rankings

USA	#27
UK	#22
Brazil	#23
China	#28
India	#18

Total	15217
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3 Related Issues

- Pollution of my local environment
- Access to water and sanitation around the world
- Deforestation

2022 was the third La Niña year in a row. This increased the likelihood of hurricanes in North America, heavier monsoon rains in parts of South Asia, and drought in China.

In reality, Hurricane Ian battered the US east coast causing estimated losses of \$100bn, Pakistan suffered severe flooding that led to 1,700 deaths and \$15bn worth of damage, and China's long drought saw the water level in the Yangtze (the longest and economically most important river in the country) recede significantly.

Natural disasters cause devastating human and economic losses, and according to the UN, nations are not spending enough to prevent them. Of the US\$133 billion in available disaster-related financing in 2010 to 2019, only 4% went to reducing risks with the rest being spent on more costly post-calamity responses.

Market Rankings

USA	#25
UK	#30
Brazil	#22
China	#14
India	#20

Total	15343
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3 Related Issues

- The health of our oceans
- Famine and food security
- Support for our public services

Spotlight on India

01	Poverty, hunger and homelessness in my country
02	Unemployment and job security
03	Climate change
04	Global public health issues
05	Access to healthcare
06	Pollution of my local environment
07	Government transparency, corruption and threats to democracy
08	Large scale conflict and wars
09	Global public health issues
10	Extreme poverty around the world

We decided to add India to our 2023 report for a number of reasons, the biggest being that this year it's set to overtake China to become the world's most populous country. It's being driven by its increasingly young population, with 650 million Indians, nearly half the country's population, being below the age of 25, making it one of the youngest countries in the world. Thanks to this growing workforce and a number of other factors, India is also set to become the third largest economy by 2030. It's therefore a country that's worth keeping an eye on even if your business doesn't directly operate there as its impacts and influence are only going to increase.

People in India share many of the same concerns as those in other countries, with political issues like 'Poverty, hunger and homelessness in my country', 'Unemployment and job security' and 'Access to healthcare' all coming in the top 5. It's surprising that 'The plastic crisis' and 'Recycling and waste' came so low (30th and 18th respectively) given that it's one of the world's top plastic waste producing countries.

'Pollution of my local environment', however, comes in at 6th, far higher than any other country, which perhaps is unsurprising given it has the highest rate of premature deaths due to air pollution of any country – 1.67 million a year which is many more than from COVID-19. In addition to the devastating loss of life it also costs Indian businesses a staggering \$95 billion due to reduced productivity, work absences and premature deaths – a cost equivalent to 150% of India's healthcare budget. Businesses have an integral role to play in reducing air pollution from adding air quality to its ESG activities

and reporting across its value chain to developing innovative new technologies that actually turn the pollution into useful products like tiles. However they do it, businesses with operations in India should seriously consider tackling this issue in 2023 as it's not only important to their consumers but could also provide economic benefits too.

"Increasing pollution is the biggest problem in this world. Increasing pollution will increase the demand of food, shelter and health products."

Respondent from India

Generational living is on the rise, with young adults in the US more likely than 50-years ago to be living in a multigenerational household. This has been shown to have a negative impact on independence and increase tension between generations.

We also see that traditional staples of family time together are declining, eating together is an example of this. The opposite picture of intergenerational living is true in China, where many younger people leave their family homes to find work in the city, often only seeing their family on rare occasions, creating so-called 'left behind children'.

As generational living is expected to increase, we hope to see new innovative practices and design that makes a living together a better experience. Brands have a role to play in the future and today, with the potential to bring people together over shared passions, finding common ground across generations and food brands play a role in supporting people to eat together more.

Market Rankings

USA	#23
UK	#37
Brazil	#13
China	#18
India	#33

Total	15365
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3 Related Issues

Loneliness
Access to quality education
Income inequality

Support for people with disabilities remains in the top half of the list again this year and some businesses are beginning to lean into it as an issue. Accessible or inclusive design describes products and places that have been created especially to be more inclusive for people with disabilities and it's becoming increasingly mainstream in the design world.

Sony released an adaptable PlayStation controller for gamers with limited motor control. It's part of a much objective to make all its products and services more user-friendly for people with disabilities and the elderly. L'Oréal also launched HAPTA, a lipstick applicator for those with limited hand and arm mobility.

But the only way businesses will design products, services and environments that are truly inclusive and accessible for people with disabilities are by ensuring they're being represented in the design process from the start. Only then can we truly move out of the 'dark ages' of design.

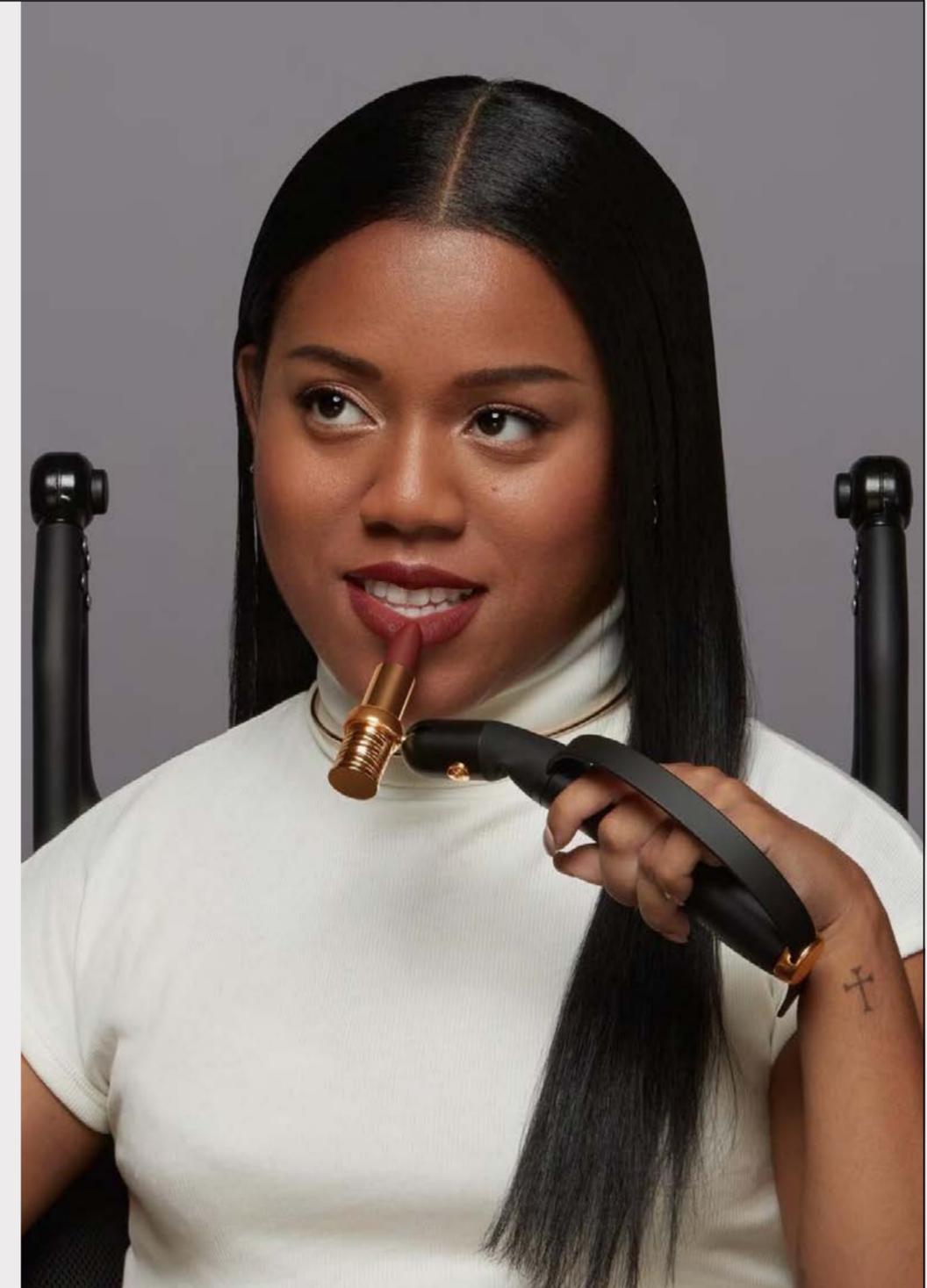
Market Rankings

USA	#17
UK	#20
Brazil	#19
China	#34
India	#23

Total	15496
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3 Related Issues

Natural disaster prevention and relief
Access to quality education
Access to healthcare



19

The health of our oceans

10↓

Falling ten places to number 19 this year, the health of our oceans have seemingly dropped from the priority list of issues for consumers, driven primarily by those in China (from #3 to #22) and the UK (from #10 to #19) who focussed their attention on social issues closer to home.

However, this doesn't mean its urgency have reduced (2022 saw more 'irreversible losses' in ocean habitats) or importance has lessened in the eyes of the global conservation community.

Quite the opposite, as in December 2022 the long-postponed COP 15 UN Biodiversity Conference finally convened and announced a new framework for protecting the health of our oceans – a 30 x 30 x 30 pledge to conserve 30% of the earth's land and sea, mobilising \$30bn in aid by 2030.

In 2030, these renewed commitments offer even more opportunities for conservation work by brands – expect to see more work like Corona's plastic fishing tournament and Patagonia's Net-Plus collection is made from recycled fishing nets.

Market Rankings

USA	#19
UK	#19
Brazil	#21
China	#22
India	#13

Total 15848

3 Related Issues

- Access to water and sanitation around the world
- Famine and food security
- Biodiversity and species extinction

18

Income inequality

11↑

Income inequality' is a joint top riser this year climbing a massive 11 places in the ranking. It may have been partly fuelled by high profile stories like the U.S. Soccer Federation and Welsh Football Association agreeing to pay their mens and women's teams equally.

Oxfam has also called for immediate action to tackle a post-Covid widening in global inequality after revealing that the richest 1% gained nearly twice as much wealth as the rest of the world put together over the past two years. There are increasing calls for taxes on the super rich and one report has even suggested that the money collected could go towards a global climate fund. That's the kind of thinking we like, solutions that tackle two important issues at once.

Market Rankings

USA	#26
UK	#18
Brazil	#17
China	#16
India	#25

Total 15917

3 Related Issues

- Decline of family relationships
- Equal opportunities in the workplace
- Access to quality education





The inclusion of India in this year's study creates a significant difference in the ranking of this cause. Without India's ranking of 6, the cause drops four places to 21. It's unsurprising that India has this influence on the data given that the [UN estimates more Indians die prematurely due to the impacts of environmental pollution annually than in any other country](#). India faces a worsening problem with air pollution, and the deadly crisis of India's toxic river pollution as a result of [50% sewage flowing untreated into waterways](#).

China also has high importance in this issue with a ranking of 10, where air pollution has been a significant issue. Though progress is starting to be made in China, with reports suggesting they are responsible for [70% of global reductions in airborne pollutants over the last seven years](#), reductions that may increase the country's life expectancy.

Market Rankings

USA	#29
UK	#25
Brazil	#18
China	#10
India	#06

Total 16428

3 Related Issues

Access to water and sanitation around the world
Famine and food security
Access to healthcare

Responsible spending and debt have significantly increased in importance since our 2021 report when consumers ranked it at 49. This reflects the increasing pressure on disposable income due to inflation and economic disruption in China.

Although spending patterns changed less than anticipated in the run up to Christmas, there is concern about how exposed UK households will be in 2023, with the [worst savings rate in the developed world combined with 4 million homeowners due to be exposed to interest rate rises on their mortgages](#).

Yet for all those looking to be responsible, there's evidence that unplanned spending – especially among younger consumers – continues to grow. [Nearly half \(45%\) of Europeans in their teens and early 20s intended to splurge in the three months from October 2022](#).

Businesses need to be clear on the attitudes of their target audiences and consider their product positioning carefully.

Market Rankings

USA	#09
UK	#08
Brazil	#31
China	#17
India	#19

Total 16859

3 Related Issues

Loneliness
Unemployment and job security
Addiction (drugs, alcohol and gambling)



Care for the elderly remains high up in the top issues this year, particularly so in the US and UK where it ranks 13th and 14th respectively. 1 in 5 adults in the US and in the UK are now carers and 76% of the people they care for are over 55. These numbers have been increasing (fuelled by the pandemic) with 20% of caregivers surveyed being new to caregiving and 60% of them were Gen Z or Millennials. This vast caregiving community is one that brands and businesses should be paying attention to in 2023, both in terms of their spending power and needs as consumers but also as employees.

Younger caregivers in particular are feeling the impacts of their roles on their jobs and careers with half of 18 to 34-year-old caregivers worldwide saying caregiving negatively impacted their long-term career goals (52%) and their paid work responsibilities (51%). This pressure is felt particularly hard by Gen Z caregivers in the U.S. with 71% saying they don't feel their employer supports them and 70% fearing they'll lose their job because of their caregiving

"It's our duty to take care of the elderly just as most of them took care of us when we were young."

Respondent from USA

responsibilities, more than any other age group. Over the past few years some companies have expanded family-friendly policies, but the focus vastly favors parents over caregivers. As a business there's a real opportunity to appeal to the younger workforce by showing you understand them, creating an understanding and accepting culture and offering policies and benefits that support them in their new roles as unpaid caregivers. For example, lanacare a startup that helps employers provide support to employees who are also family caregivers as part of their benefits package.

Caregivers also provide an enormous opportunity as a consumer group. Brands like Gillette realised this a few years ago with the launch of Treo, their first ever razor designed to shave someone else. But it's not always easy. Consumers feel guilty when they use products that make caregiving easier, worrying that using these products makes them less-dedicated caregivers. To be successful, brands will need to acknowledge the efforts of caregivers, offering solutions which make caregiving easier but also makes caregivers feel good about using them.

Market Rankings

USA	#13
UK	#14
Brazil	#20
China	#15
India	#17

Total	16886
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3 Related Issues

- Support for people with disabilities
- Mental health issues
- Support for public services



14 Fair wages

3↓

Fair wages have climbed a few places up our list this year, predominantly driven by our UK respondents.

This is unsurprising as industrial actions continue to take place across the country to fight for better pay. The cost of living crisis means that four in five employees across the UK are concerned about the impact this will have.

In the US, Walmart (the US's largest private employer) is to raise the minimum wage for hourly workers to \$14. While this is a \$1 less than its competitors, Walmart acts as a de facto minimum wage in many parts of the country. The raise will also put pressure on other employers to raise their pay in areas where Walmart has a strong foothold in the labour market.

Globally, the Global Living Wage Coalition continues its fight to ensure that workers can afford a decent life for themselves and their families.

Market Rankings	
USA	#12
UK	#05
Brazil	#15
China	#30
India	#27
Total	17000

3 Related Issues
Care for the elderly
Ethical business practices
Support for people with disabilities

13 Mental health issues

2↓

Mental health continues to be an important cause, particularly in the UK and the US. The UN states that 'we are living through a global mental health crisis', with 1 billion people globally living with a mental health condition.

In both the UK and the US, younger generations are more likely to be affected by mental health conditions. Young people have grown up in a fast-paced, volatile world where crises and disruption have been the norm. The growth of digital has also made people more connected than ever before, and yet research shows that the online world can increase feelings of loneliness and anxiety.

Positively, mental health is becoming less taboo, and forward-thinking workplaces recognise the benefits of investing in their employee's mental health. Consumers also want brands to deliver humour and fun, providing an opportunity to create moments of happiness that build brand affinity and have a deliver positive impact.

Market Rankings	
USA	#11
UK	#10
Brazil	#14
China	#19
India	#14
Total	17441

3 Related Issues
Work-life balance
Access to healthcare
Sexuality and gender identity rights



The world is off track from the goal of ending extreme poverty by 2030. Given current trends, 574 million people will still be living on less than \$2.15 a day in 2030.

COVID-19 disruption was the primary cause of extreme poverty rising, but now the cost of living crisis is a key driver. Analysis of 159 developing countries showed a surge in key commodity prices this year were already slamming parts of Sub-Saharan Africa, the Balkans, and Asia.

Many of these nations are also at the frontlines of climate change. About 70% of Indian households depend on agriculture for their livelihood, but they're struggling with lower yields owing to frequent droughts and lower rainfall.

Businesses with supply chains in developing nations have a duty to pay their workers fairly, but all businesses have a role in implementing sustainable behaviours to reduce the climate impact on the poorest communities around the world.

Market Rankings

USA	#15
UK	#12
Brazil	#11
China	#26
India	#10

Total 17826

3 Related Issues

- Child labour
- Care for the elderly
- Fair wages



Today, 3.6 billion people, nearly half the world's population, don't have access to safely managed sanitation in their homes. Progress is being made to address this but at the current rate, by 2023, 2.8 billion people will still lack safe sanitation at home.

And it's not only a problem for those people. The UN's World Toilet Day campaign 'Making the Invisible Visible' showed how inadequate sanitation systems pollute water sources used for drinking, farming and other systems. Domestos' purposeful partnership with Unicef aims to help 100 million people access improved standards of sanitation and hygiene by 2030. A great example of a brand whose purpose aligns closely with its brand and product.

2023 has been called a watershed moment by the UN and the long-awaited 2023 Water Conference will be an opportunity for a cross-sectoral, action-oriented effort to shift progress into the next gear, benefitting the lives of billions around the world.

Market Rankings

USA	#14
UK	#11
Brazil	#12
China	#13
India	#12

Total 18151

3 Related Issues

- Pollution of my local environment
- Famine and food security
- Global public health issues



Crime, violence and gun control has climbed a few places from last year. It is an issue that is closely linked to many others, such as poverty, inequality and an increasingly polarised society.

Unsurprisingly, this is one of the top issues in the US; a country that saw its overall death rates from firearms rise to their highest level in nearly three decades. The division on this issue is highlighted by the US Supreme Court's decision to expand gun rights in a year where 641 mass shootings were recorded.

Half of Britons expected crime to go up in 2022 and they were correct. Recorded crime hit a 20-year high. Brands can help by finding ways to foster a sense of belonging and community. While more activist brands can take a stand against these important issues (see Arsenal and EA stand against knife crime).



Market Rankings

USA	#04
UK	#13
Brazil	#10
China	#27
India	#15

Total 18498

3 Related Issues

Income inequality
Mental health issues
Support for public services

Three years on from the beginning of the pandemic, COVID-19 continues to dominate Global Public Health Issues. When looking at all the data, it has risen in importance consecutively for three years, with this year at 9 from last year's 10. This may be surprising given the relative relaxing of COVID19 restrictions, especially in the UK. However, it's important to note this year's inclusion of India in our dataset – without which the ranking drops to 11. India's role in swaying this year's score can be associated with the renewed alert as new variants were sweeping across neighbouring China.

With health issues having been front of mind for three years now, we might expect it to reduce in significance for people as other pressing social, economic and geopolitical crises loom large in the year ahead.

Market Rankings

USA	#16
UK	#16
Brazil	#09
China	#11
India	#04

Total 18944

3 Related Issues

Care for the elderly
Access to water and sanitation around the world
Income inequality

Spotlight on China

01	Climate change
02	Poverty, hunger and homelessness in my country
03	Unemployment and job security
04	Large scale conflict and wars
05	Access to healthcare
06	Unifying our country and communities
07	Government transparency, corruption and threats to democracy
08	Famine and food security
09	Access to quality education
10	Pollution of my local environment

There have been some key stories that have dominated the narrative for China this year and that has undoubtedly had an impact on the causes that Chinese respondents ranked highest this year.

From the threat of heightened tension with Taiwan and the on-going tensions with Hong Kong. To the pursuing of zero covid followed by the dropping of that aim off the back of widespread protests, a rare sight in the country.

There has been slower economic growth than expected and rising unemployment. To Xi Jinping rewriting the rules by leading into an unprecedented third-term and what this means for the future of the country. On a more positive note, the government's focus on climate change and cleaning up China's practices and image in this space.

All of this has impacted the ranking of causes by Chinese participants, with 'Climate change' topping the rankings, up from 4th last year. Followed by issues around poverty and unemployment. With conflict, transparency, the unification of countries and access to healthcare filling out the top 10. Transparency and conflict both being new to the top 10 no doubt led by the Taiwan threat being ever more present along with Russia's invasion of Ukraine.

All this is to say that much is changing in China and much is uncertain. We are seeing the people speak their mind more publicly than they have before, and so far Xi Jinping is listening and reacting more than many expected. The next year we expect this uncertainty to continue as people watch closely how Xi Jinping behaves in his third term.

But whatever the case, China will continue to be a crucial market for brands around the world. A crucial market to understand both the differences and similarities so that we can learn from our audiences in the country and best serve them in their day to day lives.

“Environmental protection to achieve a more persistent development of the world.”

Respondent from China

08 Famine and food security



Famine and food insecurity maintains its position as 8th in our list of global causes that count – perhaps because the full effect of Russia’s barbaric invasion of Ukraine on global food supplies has only begun to be felt.

In 2022, the conflict in Ukraine and a historic grain ship standoff in the Black Sea thrust the frailty of the global food system into the spotlight – as the world suddenly realised that 1/10th of global wheat supplies had become a political pawn in a war zone. The UN Food & Agriculture Organisation estimates that the conflict has caused a record-breaking 8-22% global rise in food prices in 2022, contributing to increased cost of living globally and forecast a global recession in 2023.

Tragically, those already suffering from food insecurity in countries like Somalia and Zambia have disproportionately shouldered this burden and will continue to do so in 2023. 40% of the World Food Programme’s grain supplies come from Ukraine and the UN FAO predicts an increase of 17 million more chronically undernourished people in 2023.

Market Rankings

USA	#06
UK	#09
Brazil	#08
China	#08
India	#11

Total 19409

3 Related Issues

Poverty, hunger and homelessness in my country
Access to healthcare
Biodiversity and species extinction

07 Access to quality education



Since the COVID-19 pandemic, a new range of issues continue to mean that millions are missing out on quality education. From teachers struggling in desperate conditions in Ukraine as a result of the Russian invasion, and teachers’ strikes in Lebanon, to the Taliban’s ban on women and girls’ education in Afghanistan, the impacts on individuals and society are already being felt.

In the U.S., last year we saw 4 million fewer people enrol at a college than ten years ago with many doubting seeing a return on the cost and time invested. Even those students who still believe in the value of college, not all are benefiting from it, with one-third of students dropping out.

Businesses should think about how they can help address this, either removing the need for a college degree or even going as far as offering programs to help cover the cost of higher education.

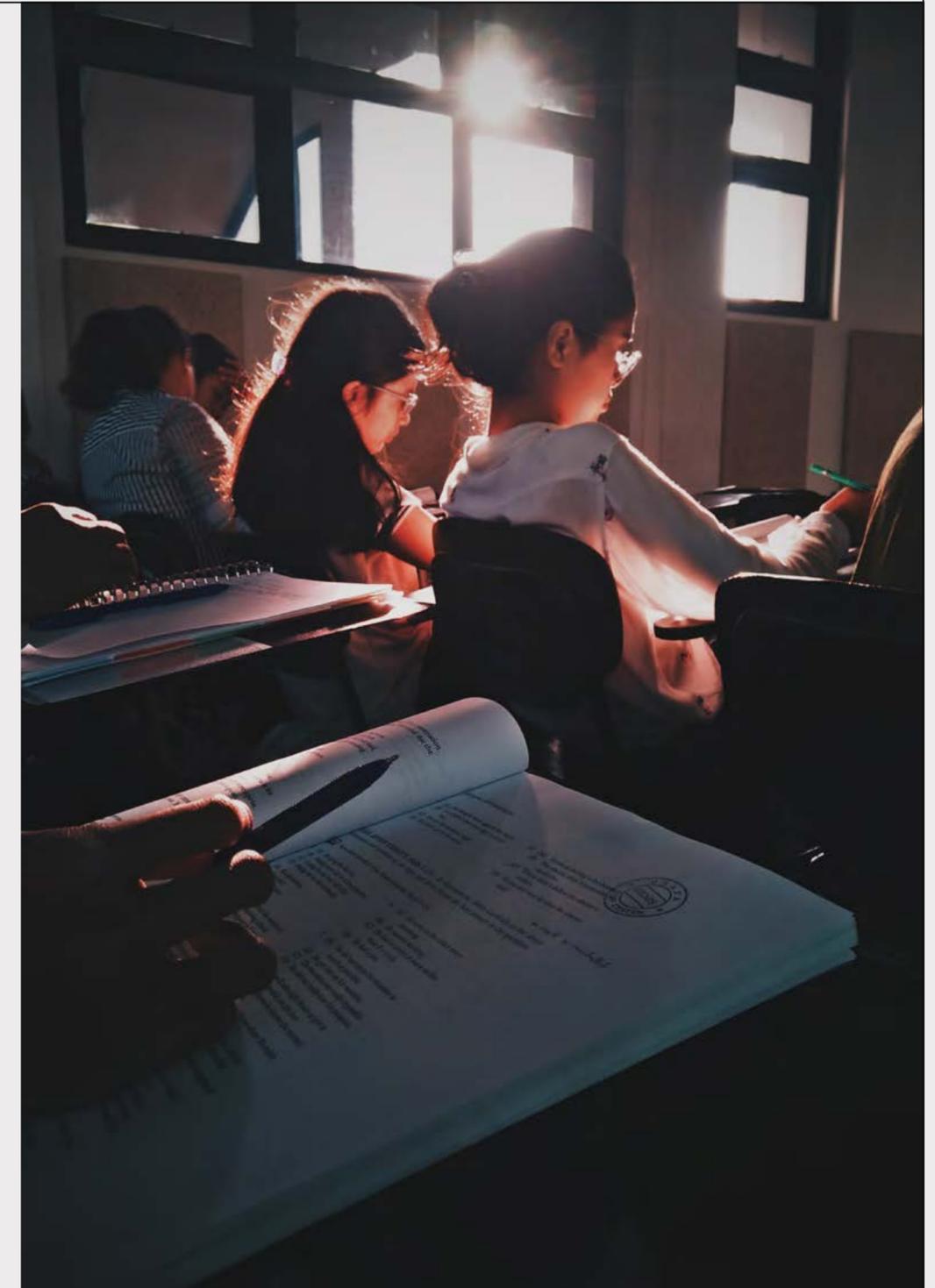
Market Rankings

USA	#08
UK	#15
Brazil	#05
China	#09
India	#09

Total 19649

3 Related Issues

Child labour
Decline of family relationships
Income inequality



The [2023 Edelman Trust Barometer](#) reports that governments are far less trusted than businesses. This provides an opportunity for businesses to fill the void through transparent practices, and by seeing their relationships to consumers as reciprocal rather than transactional.

The same report states that the US is severely polarised, while Brazil and the UK are at serious risk of polarisation. This is echoed by our respondents who place government, transparency and threats to democracy as their 6th most important issue (3rd by our Brazilian respondents).

The US continues to experience the fallout of former President Trump’s refusal to accept the 2020 election, and the storming of The Capitol that followed on January 6th 2021 by his supporters. History seems to be repeating itself in Brazil where supporters of Jair Bolsonaro co-ordinated an attack on governmental buildings in Brasilia as a response to his presidential election loss. In the UK, the Government is currently trying to make the polarising Brexit ‘work’, and a number of government scandals around Partygate and COVID-19 PPE contracts has seen trust plummet.

Against this backdrop, businesses first have to evaluate the risk of making a stand on certain issues which may polarise their consumer base. On the other hand, the likes of [Nike](#) and [Patagonia](#) have shown that having a purpose can deliver positive impact for society, but also for their brand. This is a tough tightrope for businesses to walk.

While different political parties, factions and ideologies struggle to work together, businesses can become the blueprint for how society

“Political issues such as widespread corruption polarization because it's causing a major slowdown of important government processes.”

Respondent from USA

can come together and collaborate to tackle the world’s most pressing and important issues. [Count Us In](#), a movement of over 100 organisations from UNEP and Ted to IKEA and WWF, taking high impact steps to address climate change, is one such example of collaboration in action.

Market Rankings		3 Related Issues
USA	#05	Large scale conflict and wars
UK	#07	Fake news
Brazil	#03	Ethical business practices
China	#07	
India	#07	
Total	21665	

Rising 11 places since last year, large scale conflict and wars is now a top 5 concern for people. Russia's invasion of Ukraine a year ago seems to be still having an impact on the British public's perceptions. In fact, almost 3 out of 4 Britons are still following stories about the Russian invasion of Ukraine closely, compared to a global country average of 64% and Britain continues to be among the countries most in favour of action to support Ukraine.

Aside from the risks to employees and supply chains, it's raised another issue for marketing departments – the brand risk of advertising alongside war-related content and news. Concern for the safety and suitability of media environments is something 40% of advertising leaders predict will increasingly become an issue in 2023. It's definitely going to be something to watch out for, particularly with the blurring of lines between linear and nonlinear media.

Market Rankings		3 Related Issues
USA	#07	Government transparency, corruption and threats to democracy
UK	#03	Refugee crisis
Brazil	#06	Unifying our country and communities
China	#04	
India	#08	
Total	22777	



04 Climate change

2022 was a year that broke multiple records for extreme weather events, simultaneously leaving many of Western Europe's rivers running dry and witnessing the devastating floods in Pakistan affecting 33 million people. The UN left little room for hope in October when its Emissions Gap Report revealed we are falling short of the Paris Agreement goals and have no credible pathway to limiting global warming to 1.5 degrees.

It might be surprising, therefore, to see an issue that topped last year's report drop down to fourth place. Given that it's still a top five issue, this relative decline is likely to be more to do with the chaotic combination of a host of other social, economic and geopolitical catastrophes affecting consumers over the last year than a waning concern over our planet's wellbeing.

This relative drop in ranking also masks a significant uptick in concern for climate change in the US, where the issue appears in the Top 10 for the first time, jumping 8 positions from its ranking at #18 in 2022. Climate Change tops China's list of Causes that Count, as public consciousness has caught up with the country's position as the world's largest carbon emitter.

There is, however, just cause for concern that social and security issues will cause individuals to take their collective 'feet off the gas' in the fight against climate change, as recent studies suggest that consumers' willingness to pay for sustainable products has dropped sharply in the current inflationary environment.

"Most importantly our planet, Earth, well because simply said we live there and haven't found any replacements nor do I believe we will soon."

Respondent from USA

So purpose-driven businesses must carry the torch for the climate in 2023 by making it affordable, easy and exciting for consumers to choose sustainable products and services. From refillable beauty products to a plethora of plant-based products, 2022 saw many excellent emissions-reducing innovations across consumer goods categories and we expect this trend to further accelerate in 2023. With renewable energy and electric vehicles on the rise – we are hopeful that this issue will continue to decline in importance alongside the increased global adoption of solutions for a better future.

Market Rankings	
USA	#10
UK	#04
Brazil	#07
China	#01
India	#03
Total	23586

3 Related Issues
Large scale conflict and wars
Famine and food security
Access to water and sanitation around the world

03 Access to healthcare



We may have expected access to healthcare to have dipped coming out the back of Covid, however we have seen different healthcare issues across the countries surveyed which keep it high on people's agendas. Firstly, it became apparent that it's not true for many that we are coming out the back of Covid, with China ditching their zero Covid policy, seeing their hospitals overrun with patients in the process.

In the US the generation defining Roe vs Wade bill was overturned, impacting the health and reproductive rights of 50% of the population of the US, and likely having ripple effects further afield. In the UK we saw NHS waiting times in the headlines, with 83% of ambulance target waiting times for category 1 calls were missed in England. With more than 10,000 ambulances per week having to queue outside accident and emergency departments.

Our 'universal access to technology and the internet' causes also impacts access to healthcare globally, with many people taking their healthcare online.



Market Rankings

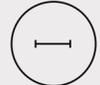
USA	#03
UK	#02
Brazil	#04
China	#05
India	#05

Total 24937

3 Related Issues

- Gender inequality
- Poverty, hunger and homelessness in my country
- Obesity, access to healthy food and exercise

02 Unemployment and job security



Unemployment and job security has dropped one place since last year, but remains a key issue to most people. The unemployment rate in the UK and US are low, but this hides disparities (Unemployment rate for Black women in the US has increased). In China, India and Brazil, the unemployment rates have been rising, with the Chinese Government stating that growth and job security will be its top priority in 2023.

As a global recession looms, worker fears for their job security are visible. The rise of unionisation in the US (for example, by Amazon workers) can be seen as an attempt by workers to increase their job security at this economically-precarious time.

With 1 billion jobs liable to radical transformation by technology in the next decade, there's a pressing need for governments and businesses to help those whose jobs are not only at risk in the future, but today.

Market Rankings

USA	#02
UK	#06
Brazil	#02
China	#03
India	#02

Total 25684

3 Related Issues

- Responsible spending and debt
- Addiction (drugs, alcohol and gambling)
- Access to quality education

With average world inflation currently running at over 8%, and many countries seeing double digit inflation in the last twelve months, issues relating to poverty, hunger and homelessness are at the forefront of people's minds going into 2023, topping the list everywhere but China (where the issue is ranked number 2).

Two years of disruption in global supply chains caused by Covid-19 was succeeded by Russia's invasion of Ukraine. The fault lines in a world that had looked the other way to enjoy access to Russia's plentiful natural resources was exposed as Europe's largest economies were suddenly forced to undo decades of policy building energy infrastructure and reliance on Russian oil and gas.

After stable, low inflation for the last 30 years, many have been caught by huge inflation in the cost of everyday goods including food and petrol. In the UK, campaigner Jack Monroe used Terry Pratchett's idea of the 'Vimes Boots Index' to highlight how inflation was hitting 'basic' ranges in supermarkets more than others, and therefore pushing millions of families (even those in work) into using foodbanks. The last four years of tumult have eroded most people's safety net – and limited their options for getting support from family, friends and community organisations. Meanwhile in Brazil 33 million people live in acute hunger, and 100 million in poverty, the highest numbers for many years. Although there is obviously concern about the effects of societal divisions and civil unrest, for many people the issue of poverty, hunger and homelessness hits much closer to home every day.

When people are struggling with how to secure their most basic needs, they have limited bandwidth to look up from the day to day.

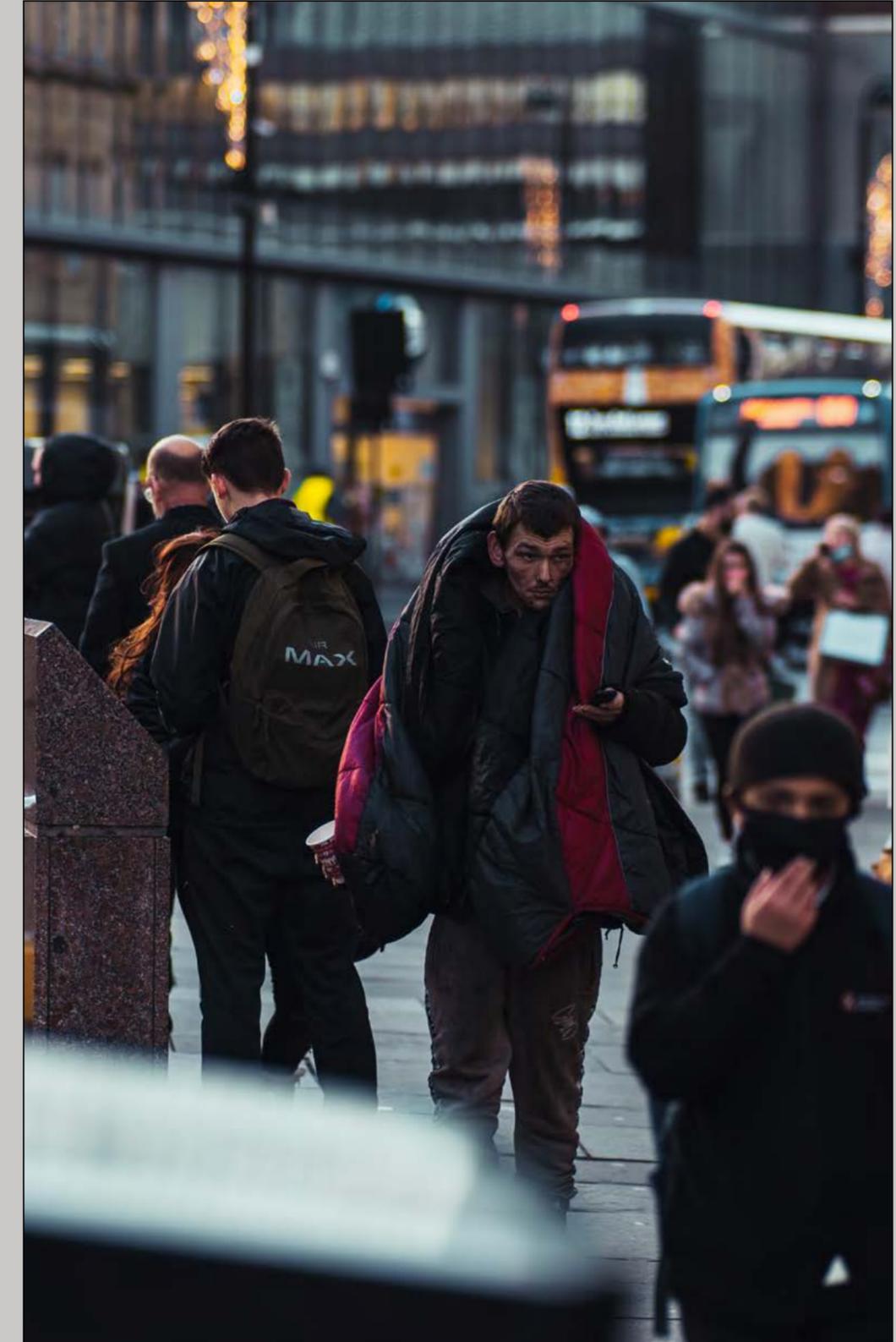
“End of misery and hunger. This is the minimum, the basics, which every human being deserves. And none should go through this problem.”

Respondent from Brazil

Keeping things clear and simple, and making it easier for them to be done in a supportive, non-judgemental environment is crucial for businesses operating in this context. And simplifying complex decision making can benefit all customers, not only those who are struggling the most. Many financial institutions are now offering easy ways to see and manage monthly subscriptions all in one place – just one example of how you can reduce complexity for an individual or family through a single tool.

Market Rankings	
USA	#01
UK	#01
Brazil	#01
China	#02
India	#01
Total	41738

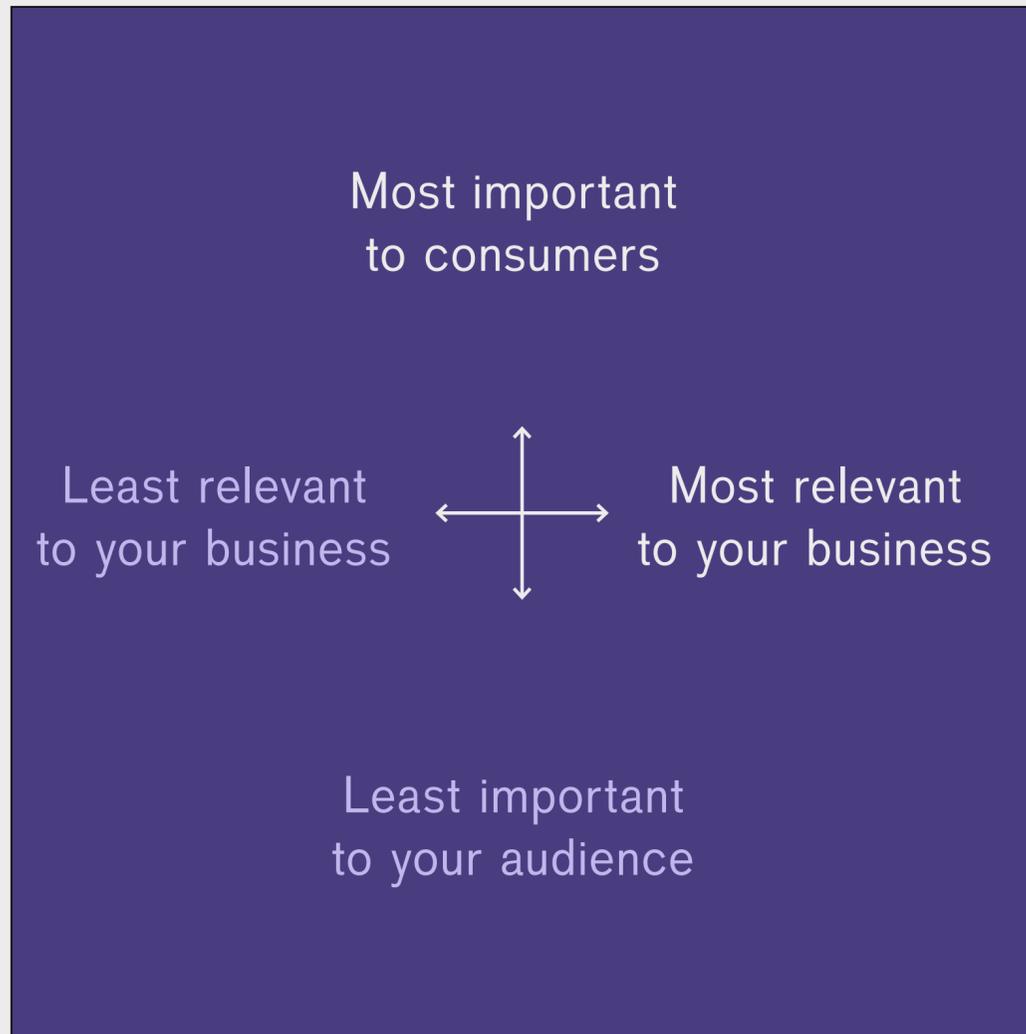
3 Related Issues
Large scale conflict and wars
Famine and food security
Access to water and sanitation around the world



How To Connect With Consumers On Issues They Really Care About

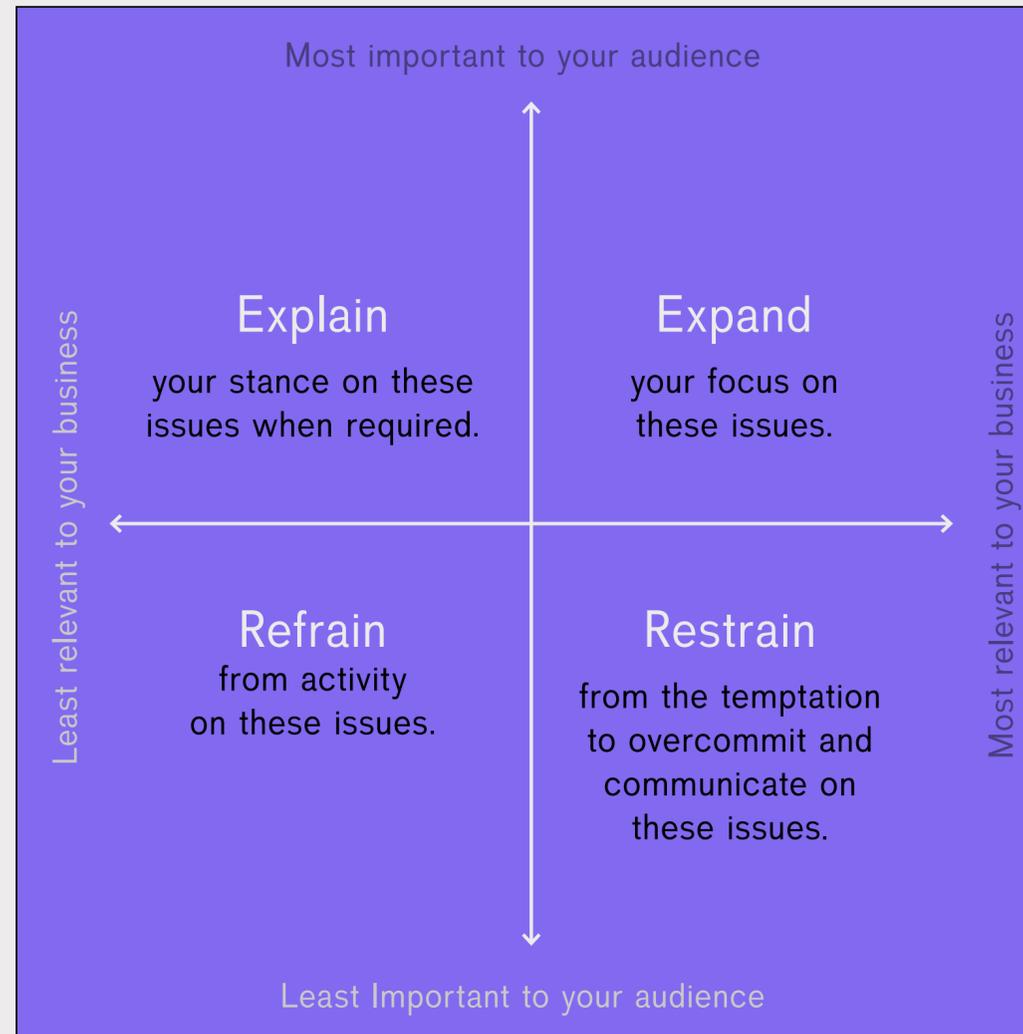
Step 1

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 your business is uniquely placed deliver.

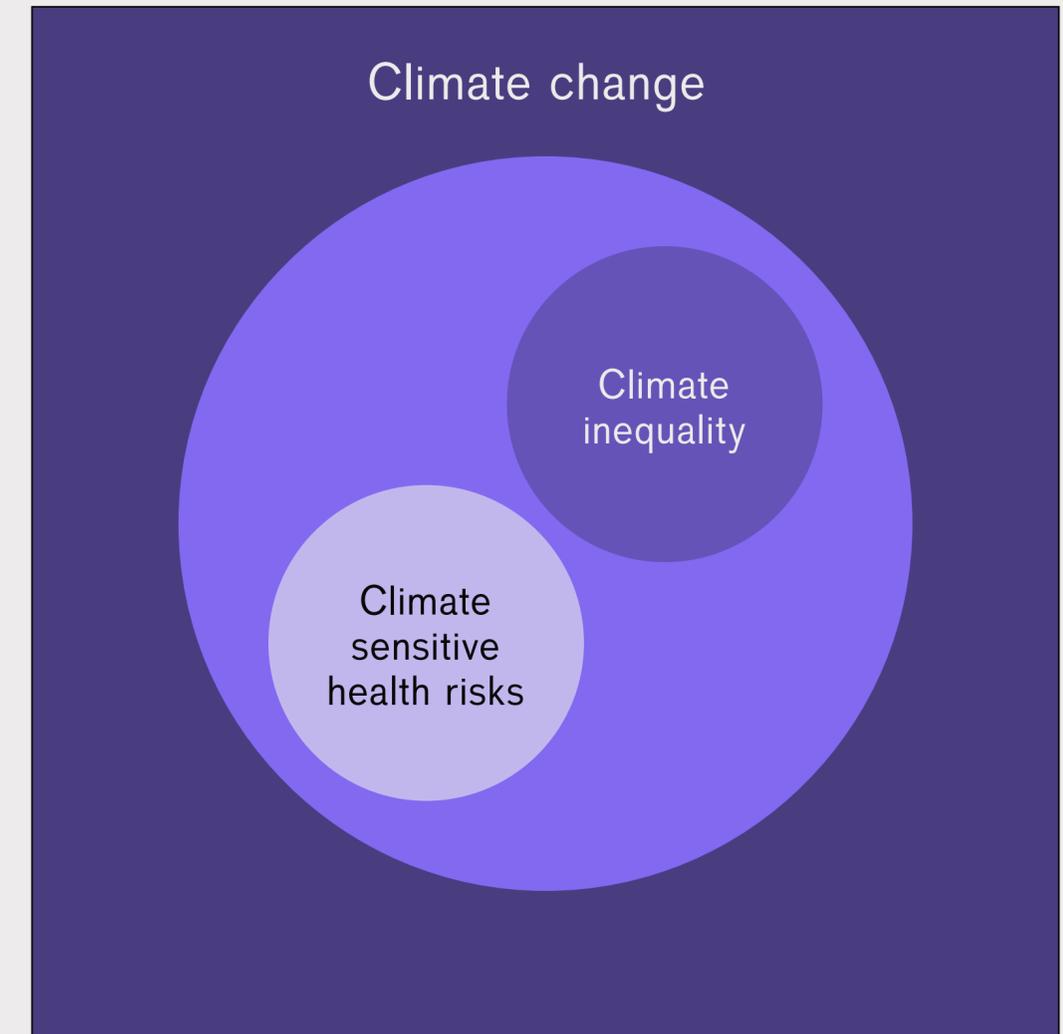


Image Appendix

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Pg 08. [Image 03](#)

Pg 09. [Image 04](#)

Pg 10. [Image 05](#)

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