



# Healthy & Sustainable Living

Global Consumer Insights

## Seizing the Moment

*The Case for Engaging Consumers on  
Sustainability and Best/Emerging  
Practices in Doing So*

Webinar | January 18, 2022

# Speakers



**Jeffrey Hogue**  
*Chief Sustainability Officer*  
Levi Strauss & Co.



**Douglas Sabo**  
*Chief Sustainability Officer*  
Visa



**Randi Kronthal-  
Sacco**  
*Senior Scholar*  
NYU Stern Center for  
Sustainable Business

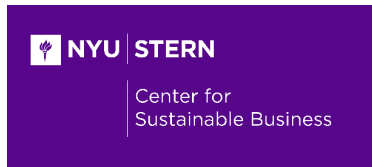


**Chris Coulter**  
*CEO*  
GlobeScan

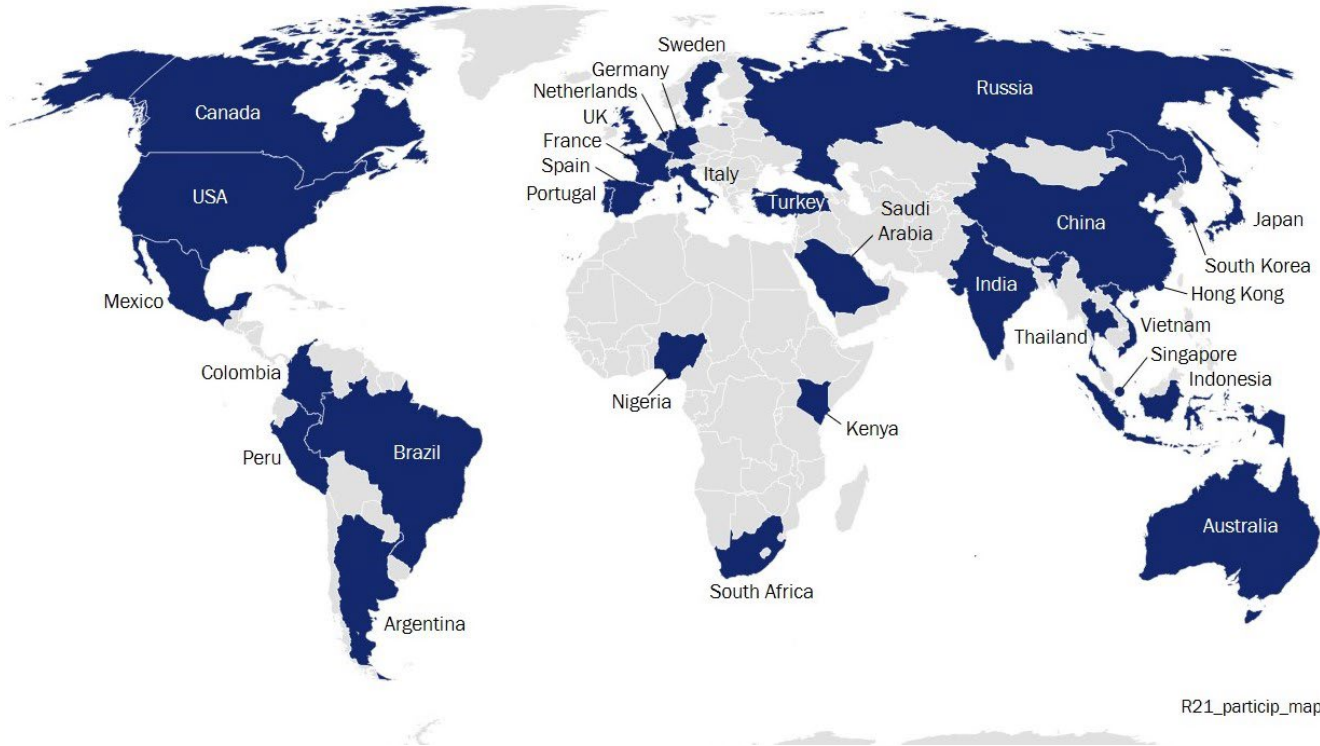
# Design Partners



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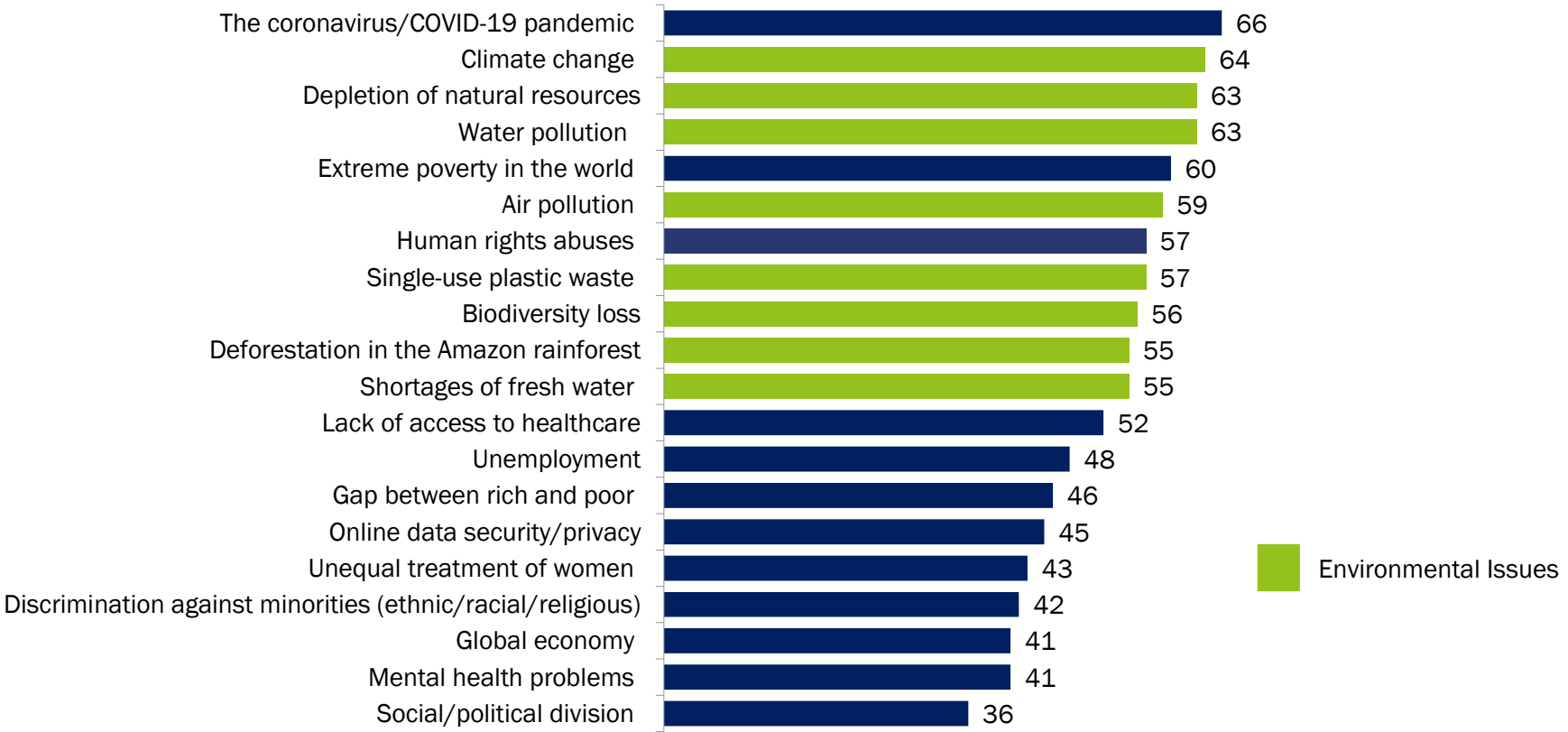
# Methodology Review



- Representative online samples of approximately 1,000 adults in each of 31 markets (500 each in Hong Kong and Singapore) ( $n=30,352$ )
- Samples representative of online population, weighted to reflect general population census data
- Online surveying in June and July 2021
- Where historical data are shown, questions were asked using an in-person and telephone methodology before 2019.

# Worries about COVID-19 continue to dominate, but is followed closely by concerns about climate change, natural resource depletion, and water pollution

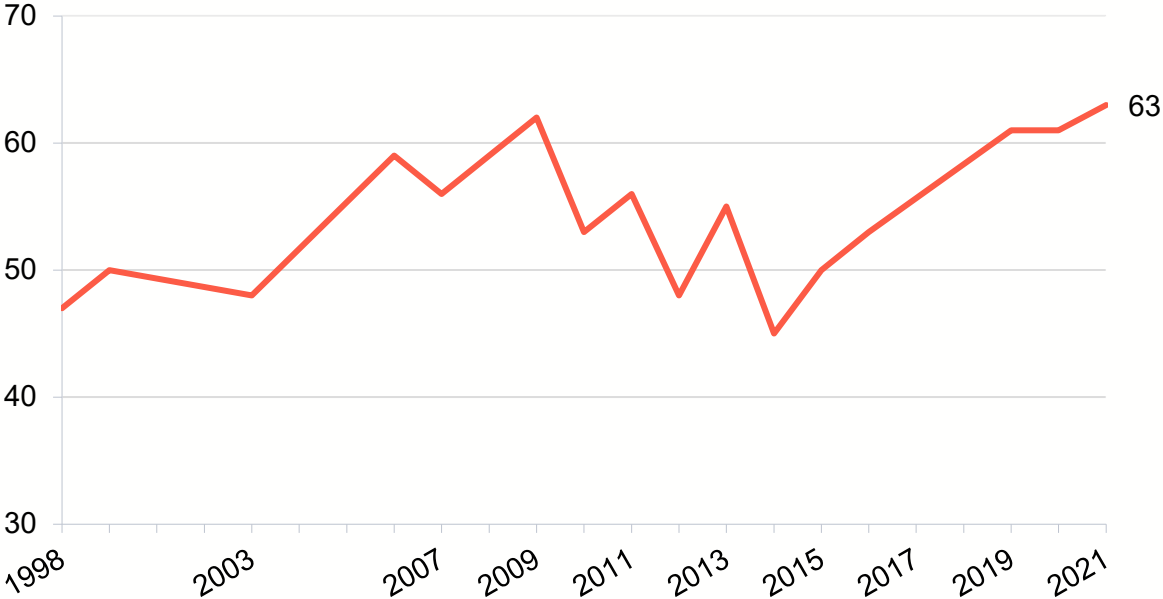
Seriousness of Global Problems, "Very Serious," Average of 31 Markets, 2021



T1. For each of the following possible global problems, please indicate if you see it as a very serious, somewhat serious, not very serious, or not at all serious problem.

# Perceived seriousness of climate change is at the highest level in 23 years of tracking

Seriousness of Global Problems (1/3), "Very Serious," Average of 17 Markets,\* 2001-2021

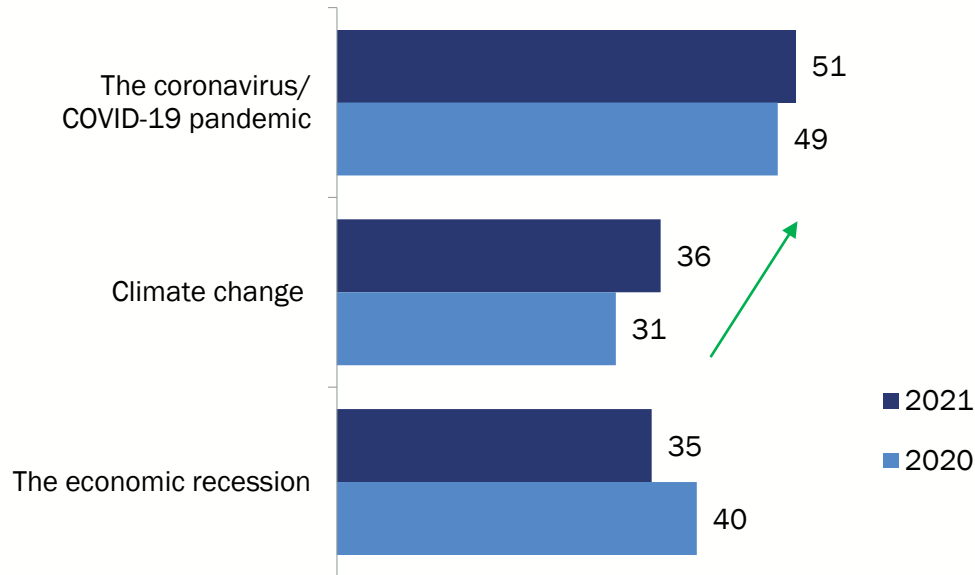


\*Includes Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Kenya, Mexico, Nigeria, Russia, Spain, Turkey, UK, and USA  
Not asked in all markets in all years. Before 2019 this question was asked using an in-person and telephone methodology.

T1. For each of the following possible global problems, please indicate if you see it as a very serious, somewhat serious, not very serious, or not at all serious problem.

# People feel increasingly affected by climate change while the impact of the economic recession has lessened

“Greatly Affected,” Average of 27 Markets,\* 2020–2021

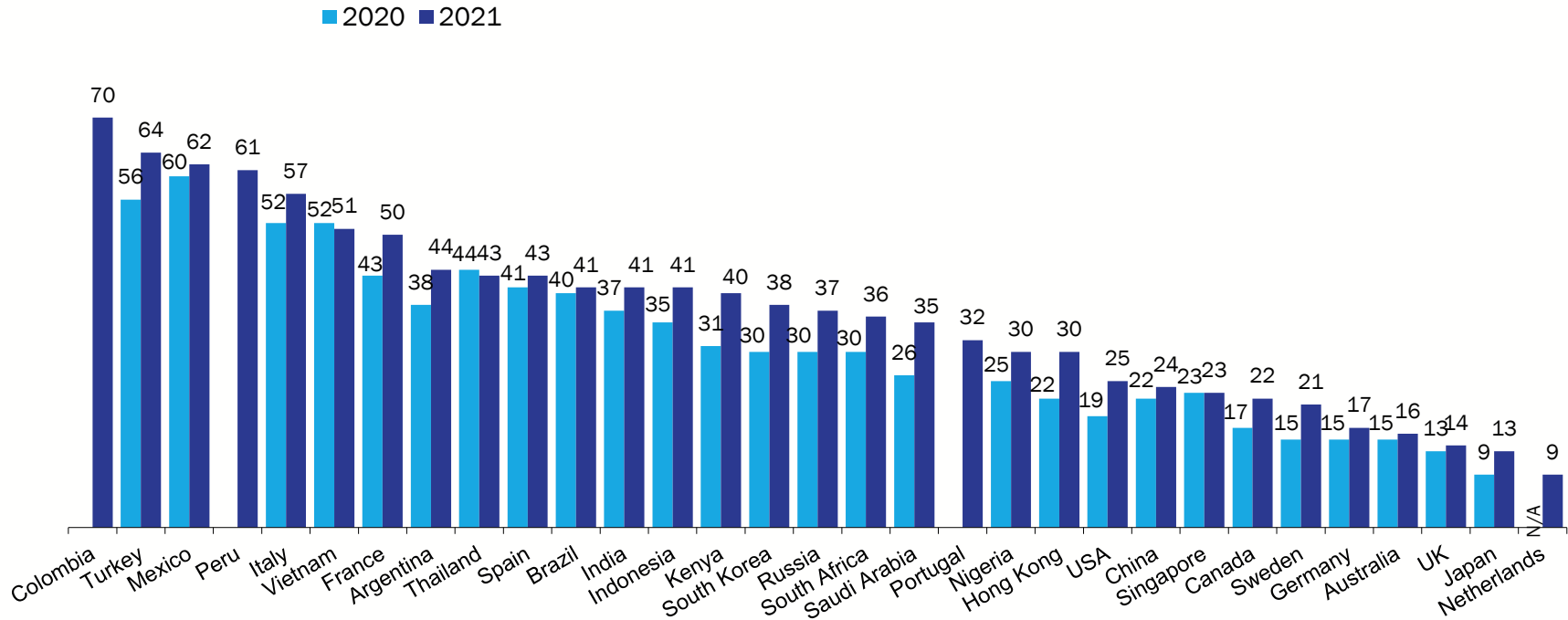


\*For consistent tracking, this chart does not include Colombia, Netherlands, Peru, and Portugal, as these markets were not surveyed in 2020.

T2. How much are you personally affected by each of the following?

# People in nearly all markets are feeling increasingly personally impacted by climate

Extent Personally Affected by Climate Change, "Greatly Affected," by Market, 2020–2021

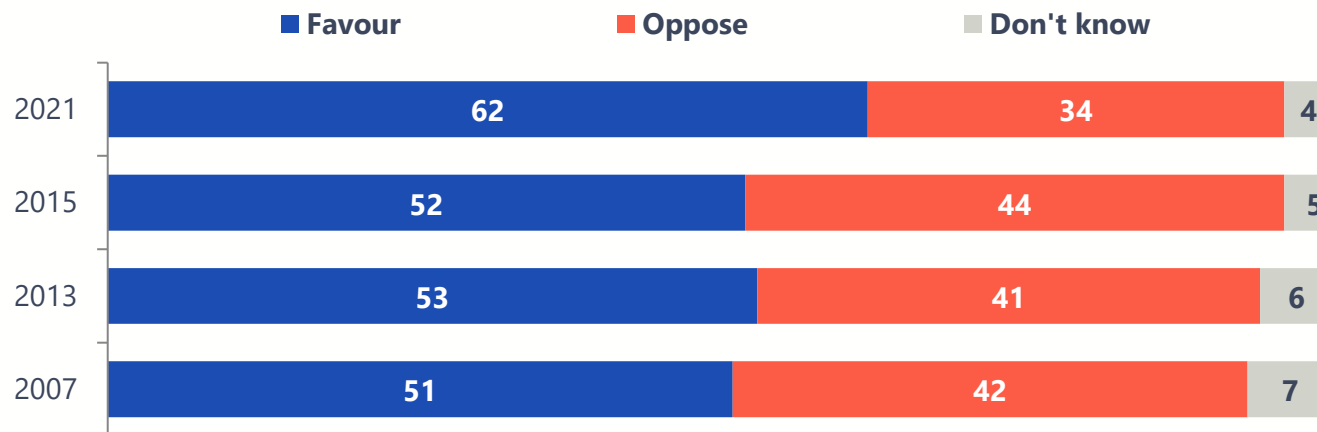


T1. For each of the following possible global problems, please indicate if you see it as a very serious, somewhat serious, not very serious, or not at all serious problem. – Climate change or global warming



# Growing support for a carbon tax across the world

“Somewhat/Strongly Favour” vs “Somewhat/Strongly Oppose” Raising Taxes on Climate Change-causing Energy, Average of 17 Countries,\* 2007 – 2021

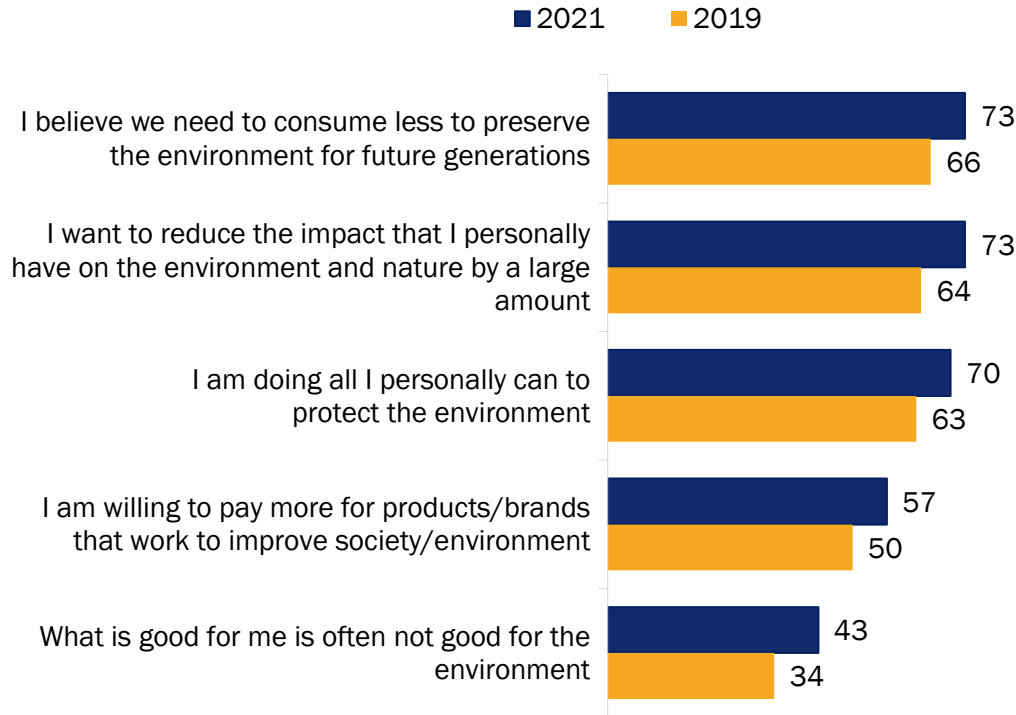


\* Includes Australia, Canada, China, France, Germany, India, Indonesia, Kenya, Mexico, Nigeria, Peru, Russia, South Korea, Spain, Turkey, UK, and USA. Not asked in all countries in all years. Before 2021 this question was asked using an in-person and telephone methodology.

B10 Would you favor or oppose raising taxes on the types of energy, such as coal and oil/petrol, that most cause climate change in order to encourage individuals and businesses to use less of these?

# Consumers' attitudes towards sustainability have shifted through the pandemic

Environmental Attitudes, "Strongly Agree" and "Somewhat Agree," Average of 24 Markets,\*  
2019-2021

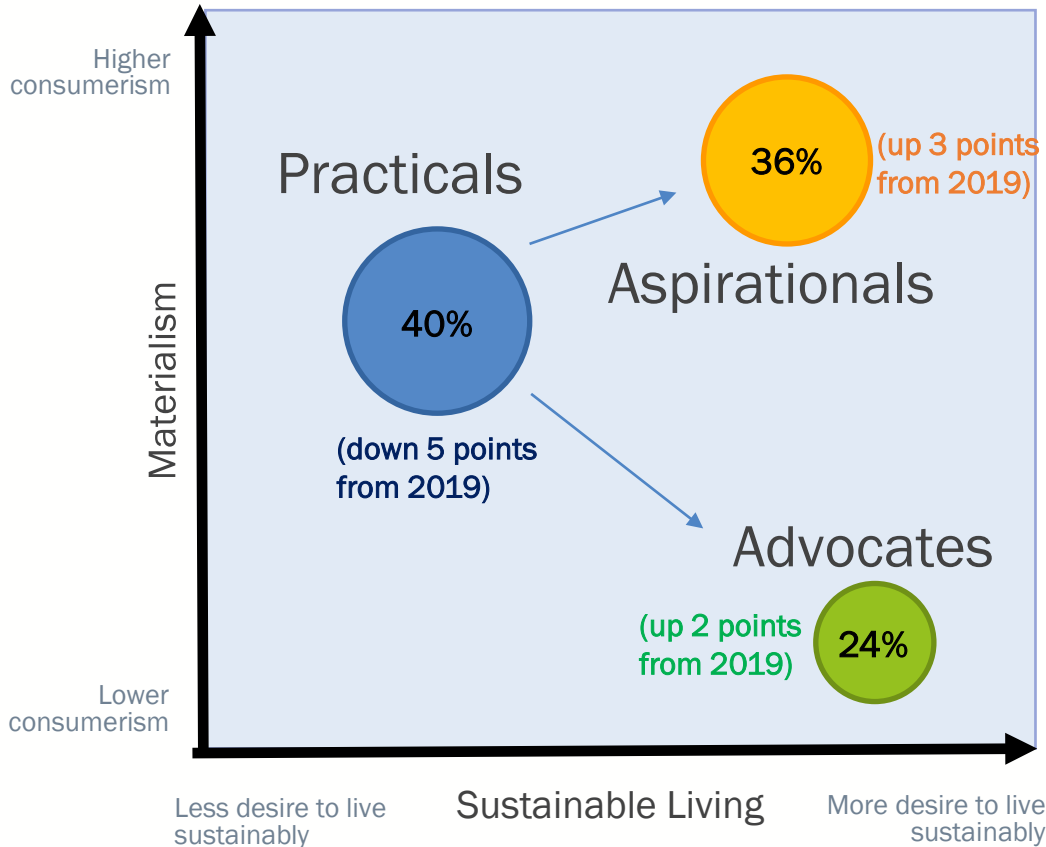


\*For consistent tracking, this chart does not include Colombia, Netherlands, Peru, Portugal, Singapore, Thailand, and Vietnam, as these markets were not surveyed in 2019.

Q6. Please indicate whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with each of the following statements.

# Consumer Segmentation: Shift towards Aspirational and Advocates

Average of 31 Markets, 2021



# Discussion and Q&A



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**Chris Coulter**

*CEO*  
GlobeScan

# Webinar Series Part 2 and 3

22nd February 2022 @ 11am NY / 4pm London

**Behaviour Change:** *How to Narrow the Aspiration-Action Gap*



22nd March 2022 @ 11am NY / 3pm London

**Towards the Future:** *Where Healthy & Sustainable Living is Likely to Go - Trends in Issues and Demographics*



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