



# Healthy & Sustainable Living

A Global Consumer  
Insights Project

**Why Now and How**

Open Webinar

26 November 2019



**VISA**



# Introductions



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## Healthy & Sustainable Living

1. Why Now
2. How
3. Discussion and Q&A

# The tyranny of 'or'

BRAND CAMP

by Tom Fishburne



© 2008

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## Participating Countries 2019



R19\_participating\_countries

- Representative online samples of approximately 1,000 adults per country in each of 25 countries
- Samples representative of online population, weighted to gen-pop census
- Online surveying between April and May 2019

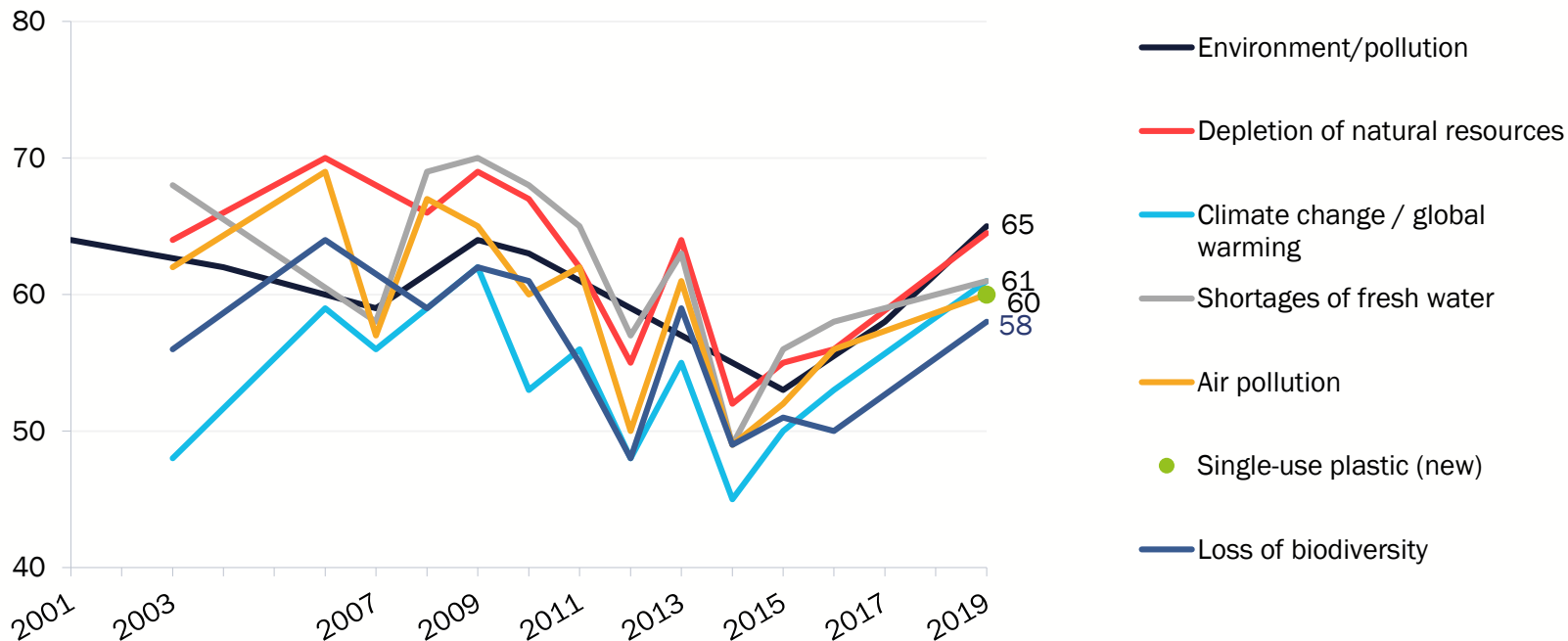


# Why Now



# Escalation of environmental concern

“Very Serious,” Average of 17 Countries,\* 2001–2019



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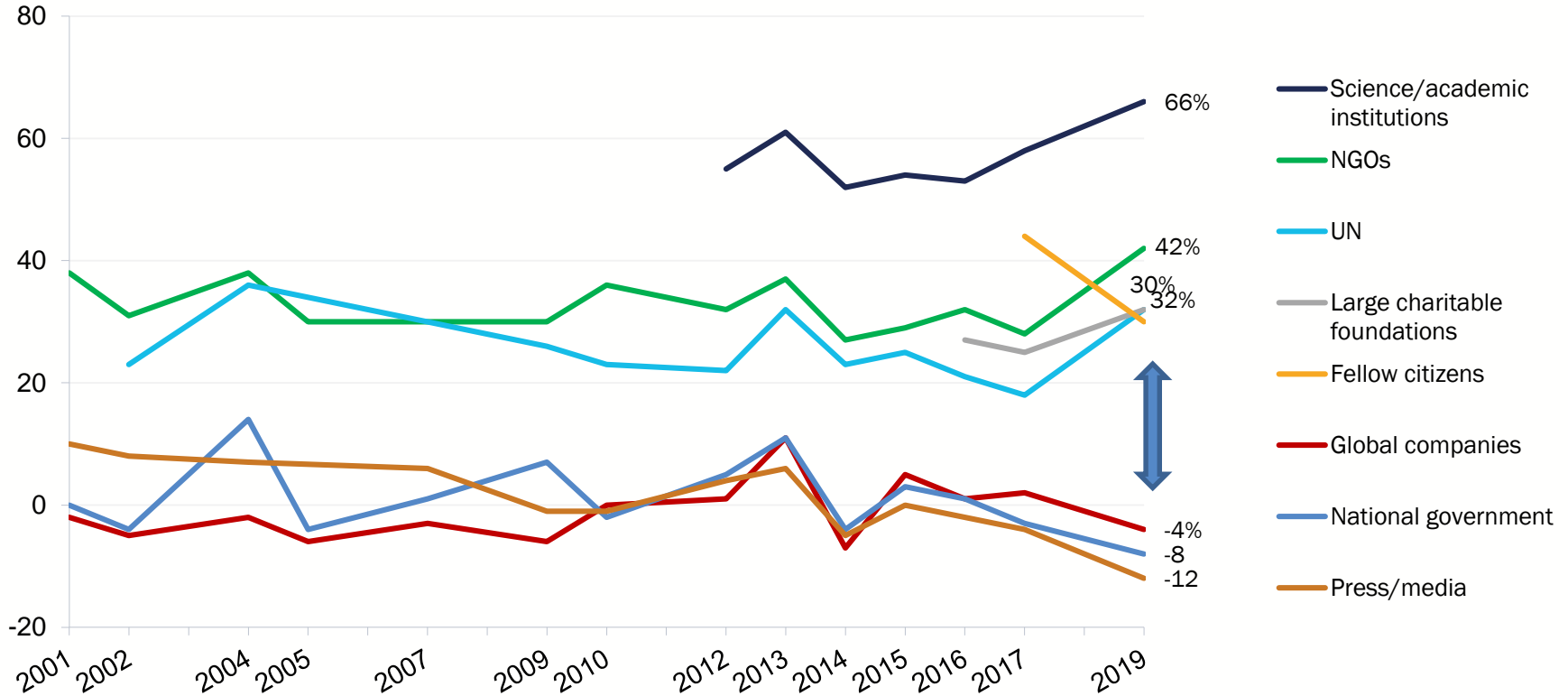
\*Includes Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Kenya, Mexico, Nigeria, Russia, Spain, Turkey, UK, and USA. Not all countries were asked in all years. This question was previously asked in GlobeScan’s Radar research programme, using an in-person and telephone methodology.

Q1. 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.



# A widening gap in trust

Trust in Institutions, Net Trust,\* Average of 17 Countries,\* 2001-2019

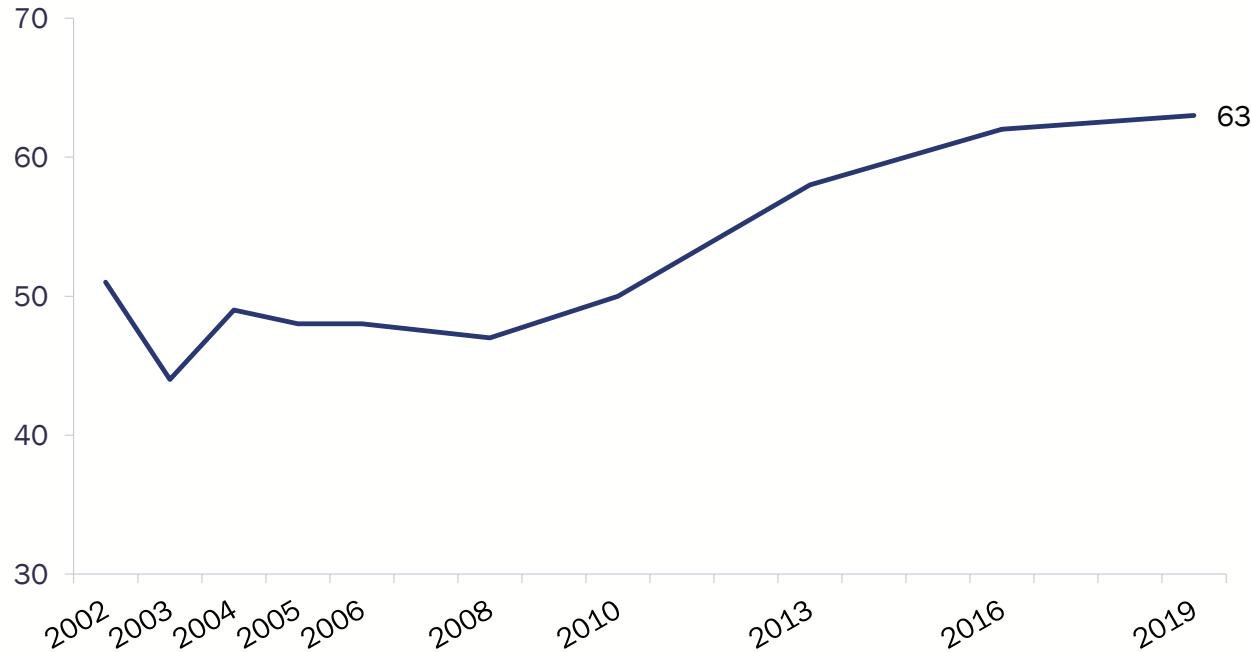


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Not all countries were asked in all years.

# Growing support for regulating corporate responsibility

Governments Should Require Large Companies to Work toward a Better Society  
Agree (“Strongly Agree” and “Somewhat Agree”), Average of 18 Countries,\* 2002-2019

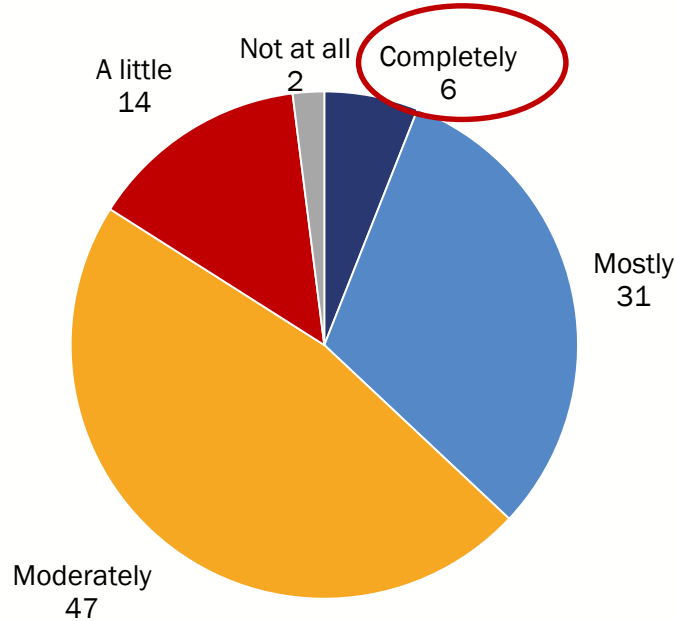


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# Very few consumers say they currently live a completely healthy and sustainable lifestyle

Currently Living a Healthy and Sustainable Lifestyle, Average of 25 Countries, 2019



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12 Q12a. Thinking of your life overall (especially what you eat, what you buy, how you go from place to place and how you consume energy), to what extent do you think you are living in a way that is good for you, good for others and good for the environment, all at the same time?

# What signals are you detecting?



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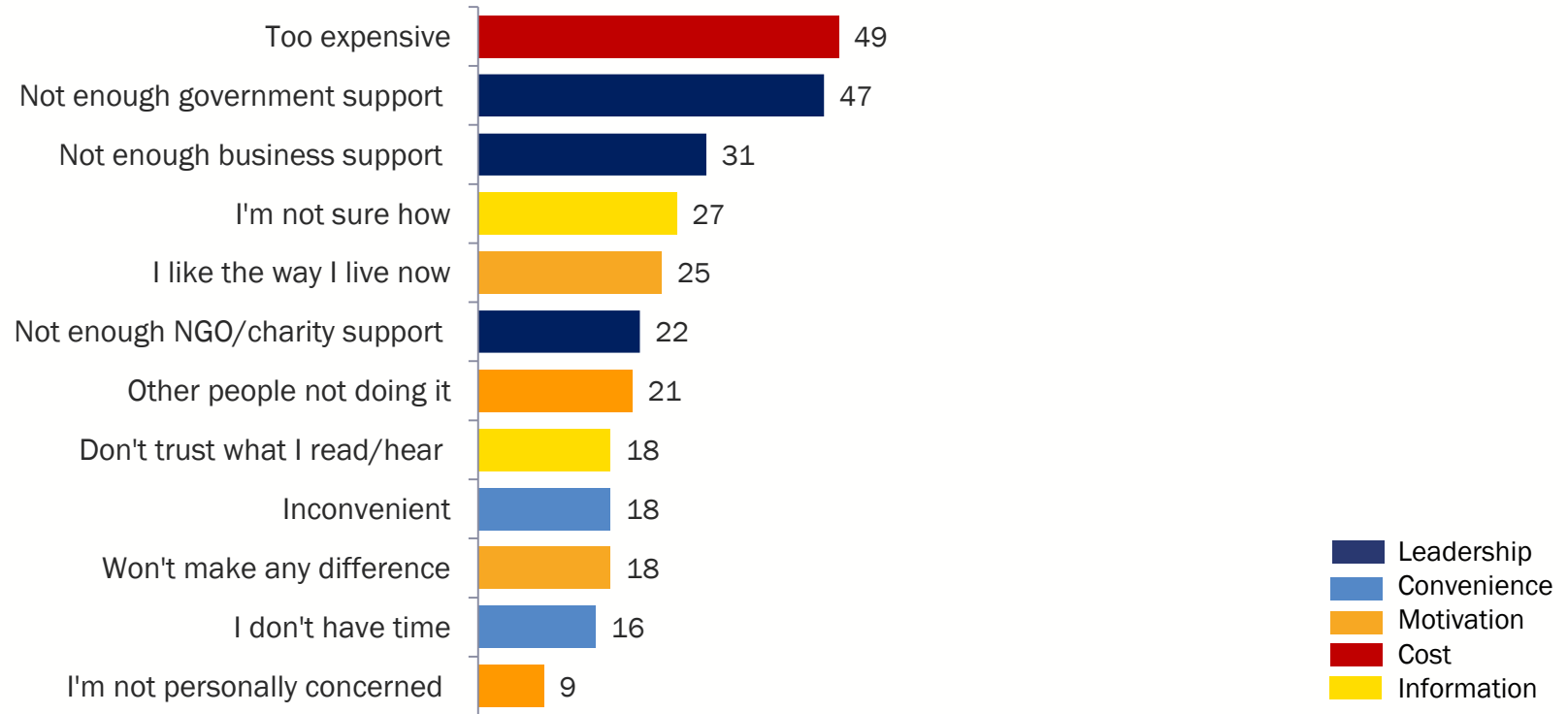
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How

# Cost and lack of leadership are the main barriers to becoming healthier and more sustainable globally

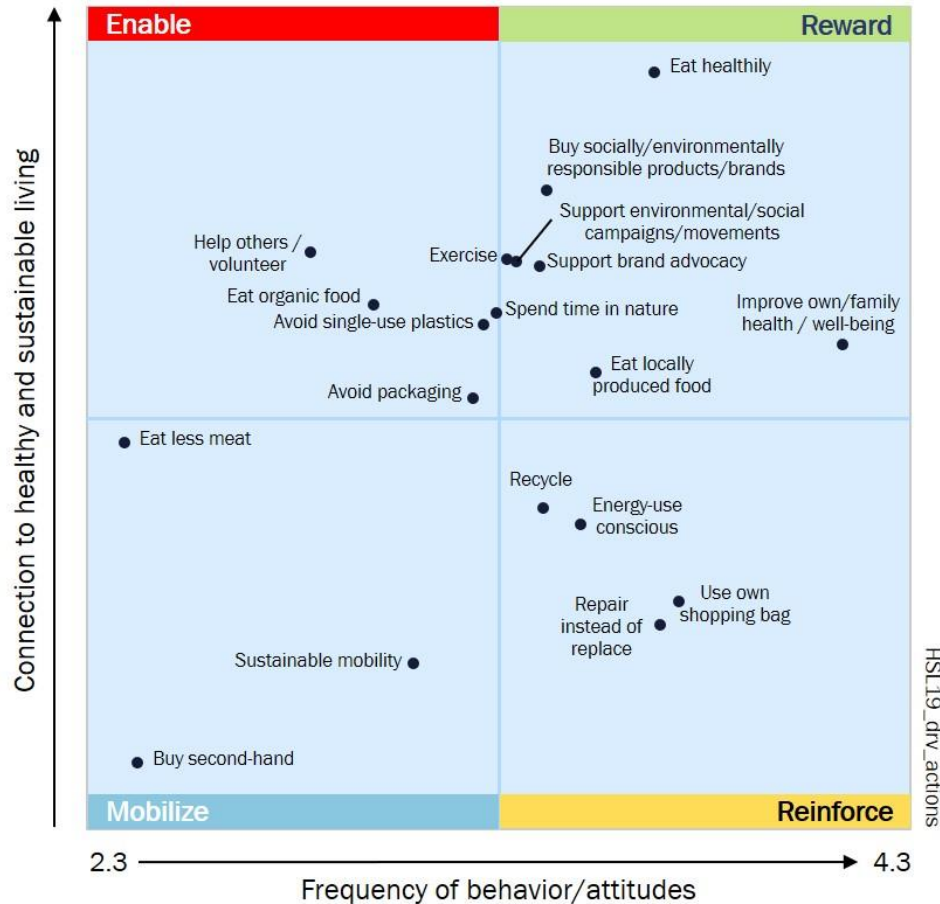
Barriers to Improving Lifestyle to Be More Healthy and Sustainable, Total Mentions, Average of 25 Countries, 2019



Q13. What is preventing you from living in a way that is good for you, good for other people, and good for the environment? Please select 3 things from the following list in order of importance, with 1 being the most important, 2 the second most important, and 3 the third most important.

# Healthy eating and ethical consumption are most connected to healthy and sustainable living

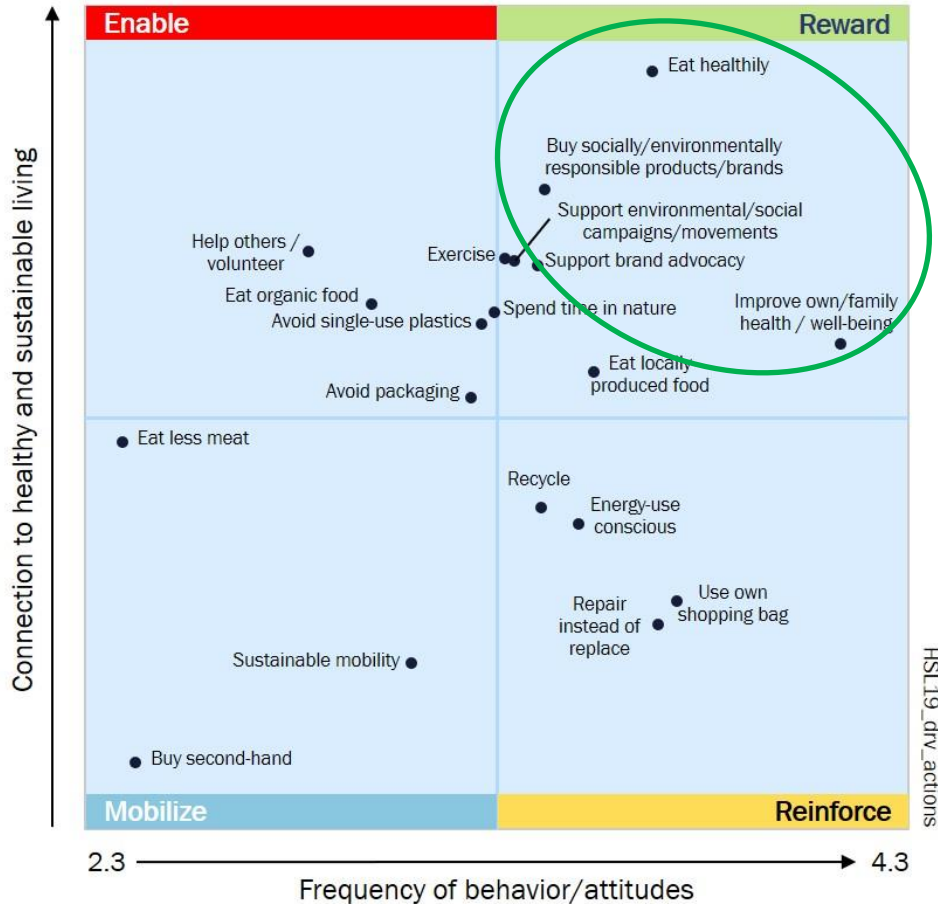
Drivers of a Healthy and Sustainable Lifestyle, Individual Actions/Attitudes, Average of 25 Countries, 2019





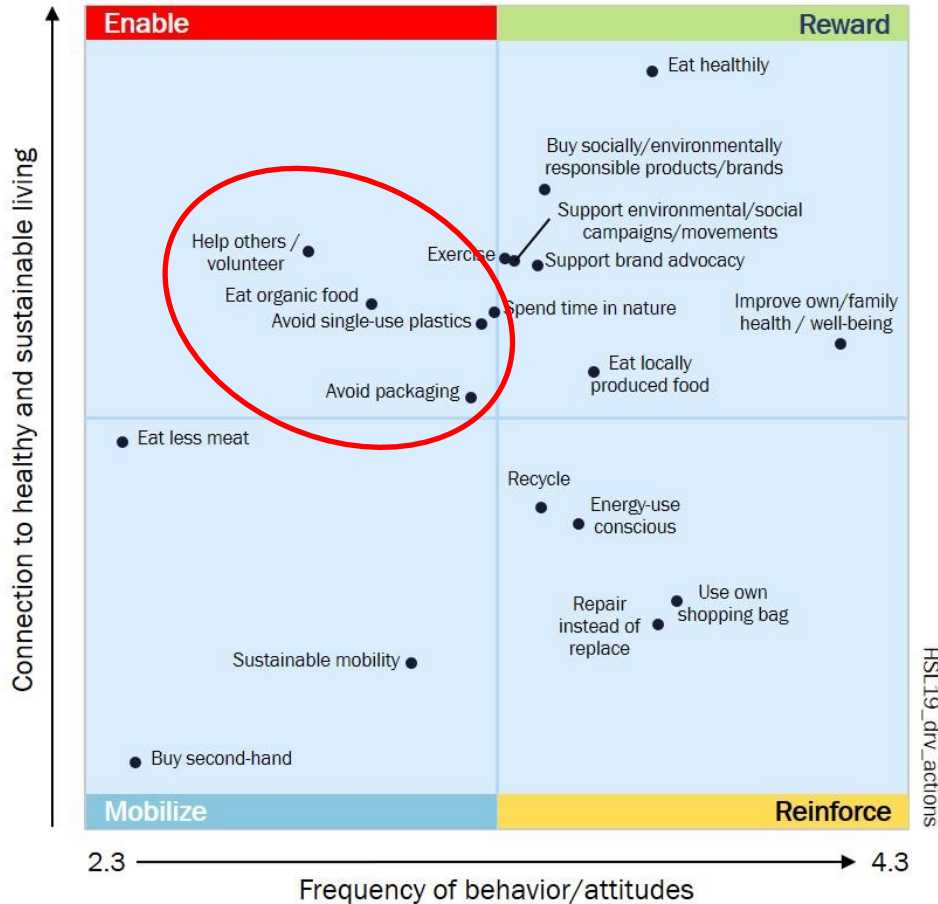
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Drivers of a Healthy and Sustainable Lifestyle, Individual Actions/Attitudes, Average of 25 Countries, 2019



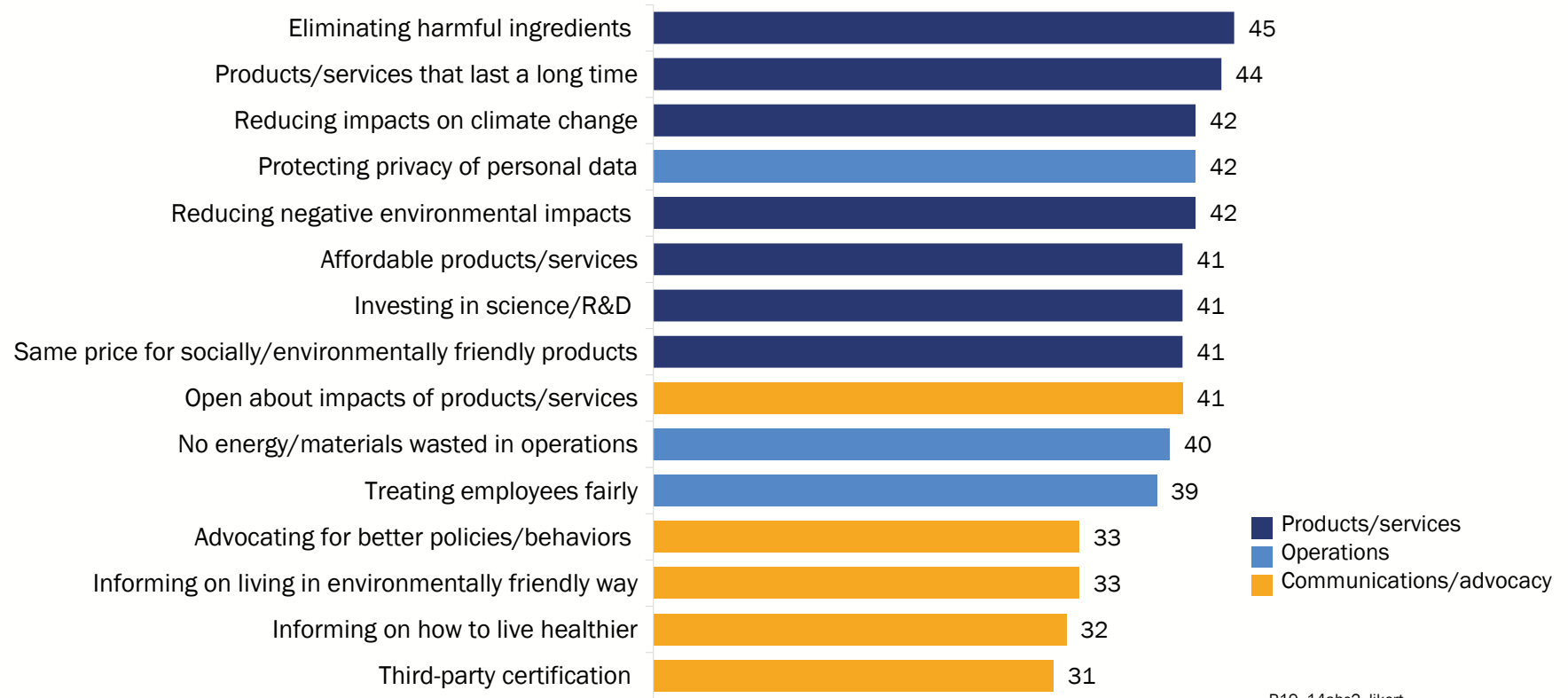
# Consumers need help with altruism, organics and packaging

Drivers of a Healthy and Sustainable Lifestyle, Individual Actions/Attitudes, Average of 25 Countries, 2019



# Consumers say eliminating harmful components and making products more durable are key enablers for healthier and more sustainable living

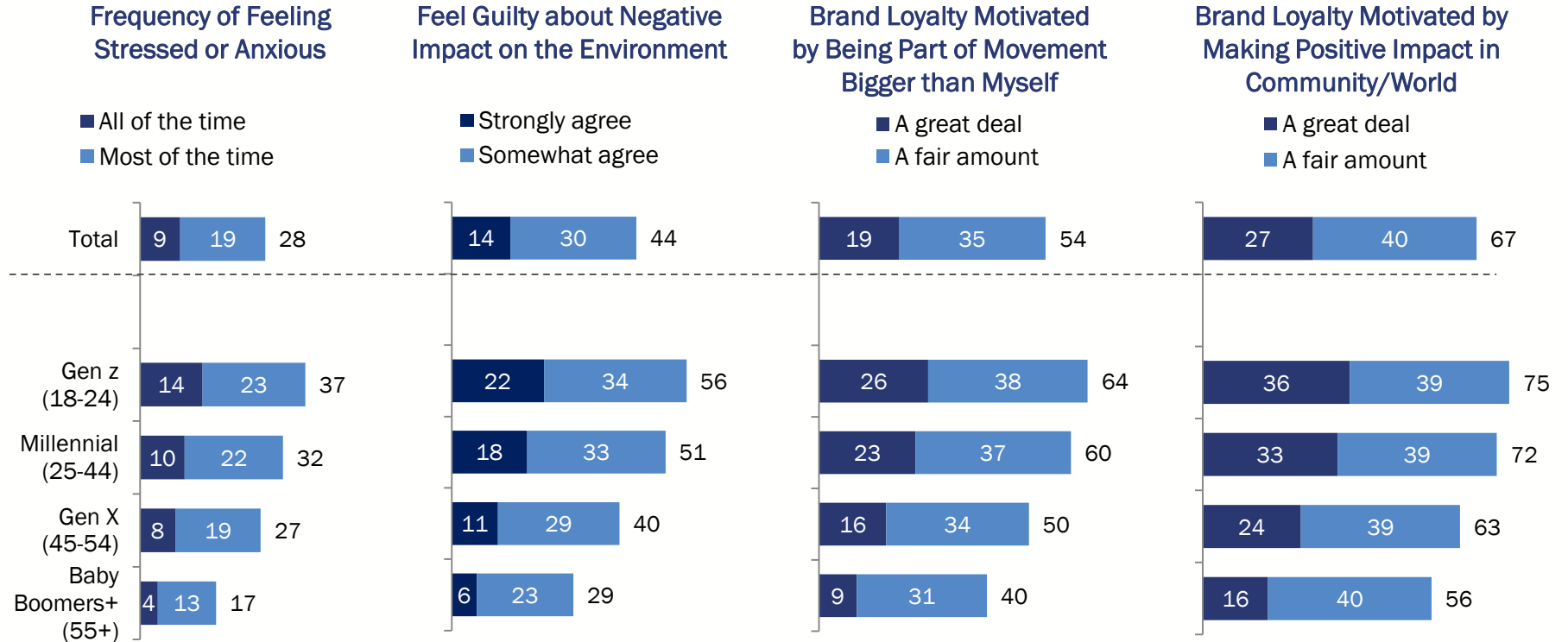
Helpfulness of Actions to Enable Healthy and Sustainable Living, "Very Helpful," All Sectors, Average of 25 Countries, 2019



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# Young people are more anxious and guilty about environmental impact; their brand loyalty is motivated by being part of larger movement and positive impact

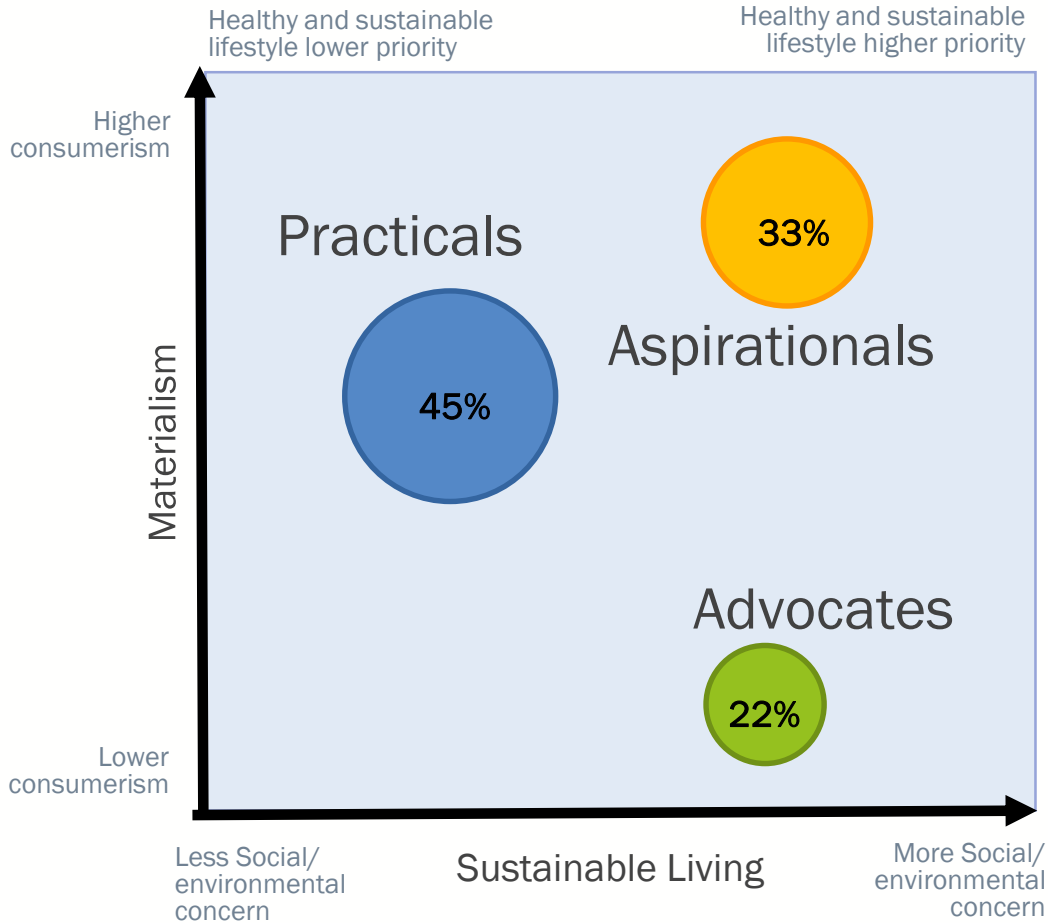
By Age, Average of 25 Countries, 2019



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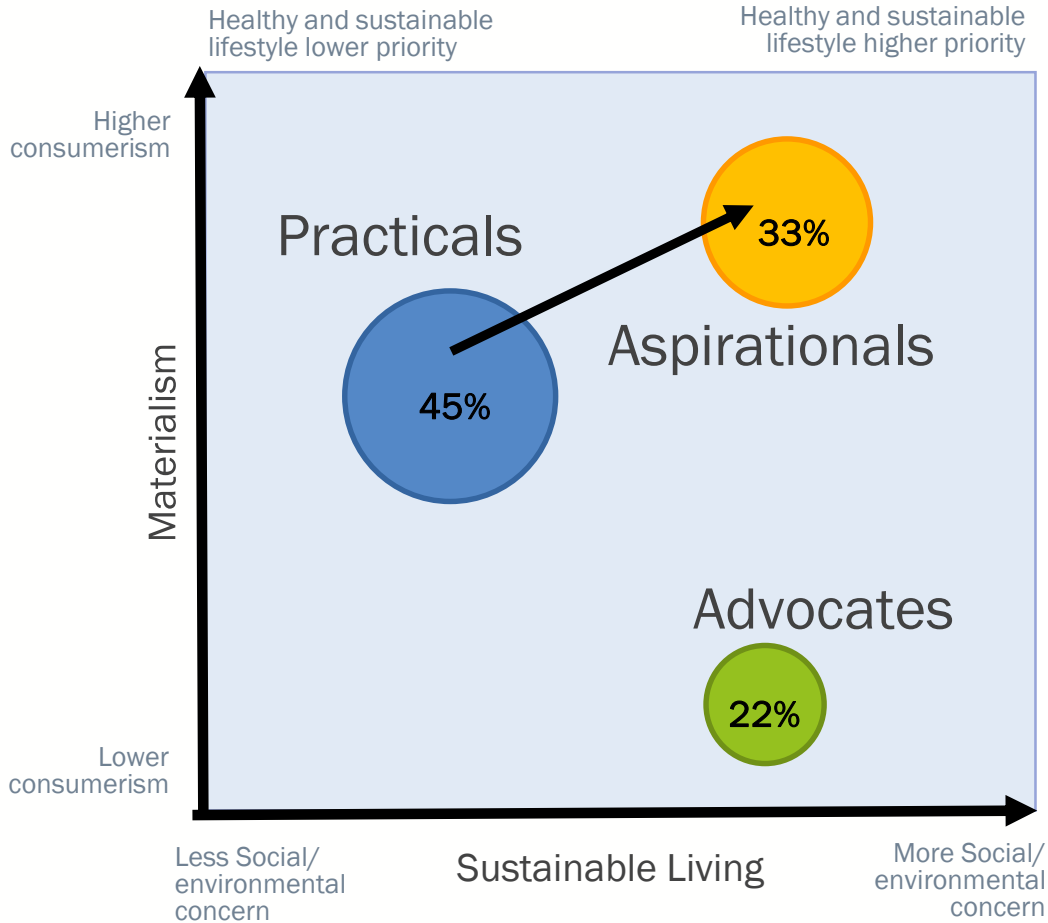
# Consumer Segmentation

Average of 25 Countries, 2019



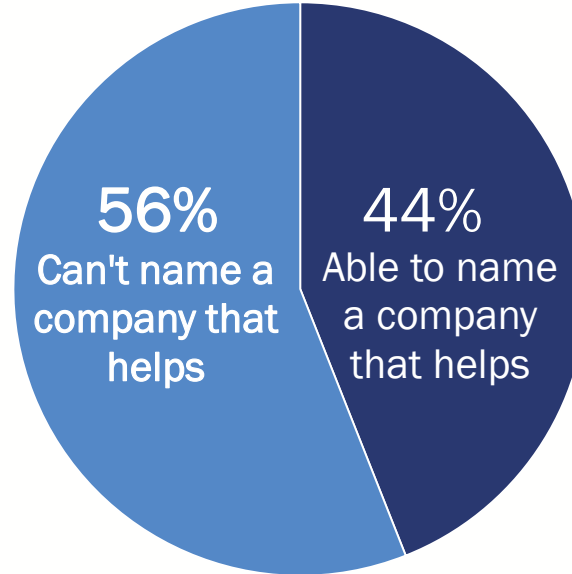
# Consumer Segmentation

Average of 25 Countries, 2019



# Many consumers cannot name a company or brand that helps them live a healthy and sustainable lifestyle, particularly in wealthy markets

Spontaneously Mentioned Company/Brand Enabling Healthy and Sustainable Living, “Don't know / Not sure / Can't remember,” by Country, Total Combined Mentions, 2019



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Q15. Please name a specific company or brand that helps you live in a way that is good for you, good for other people, and good for the environment; Q15bt. Some companies and brands are thinking about their overall purpose. That is, how they can make a positive difference in society through their products, services, and operations in a way that enables them to be financially successful. Can you think of a company or brand that comes to mind as having a strong purpose in this way?

# How can companies be most effective?



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# Discussion and Q&A



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# THANK YOU

[www.globescan.com](http://www.globescan.com)

