

Global Societal Trends:

The 2020 GlobeScan Radar Research Program

- The need for strategic intelligence on shifting public opinion and consumer concerns and expectations has never been greater. Companies, governments and NGOs are all seeking to understand what the current health and economic crises mean for the medium- and long-term futures of their organizations.
- GlobeScan’s timely global public opinion study will provide much needed intelligence to help forward looking organizations plan strategically.
- GlobeScan Radar is a program of evidence and insights for informing decision-making and strategic direction. Radar draws upon GlobeScan’s unique database of two decades of global public opinion tracking (20-30 countries annually) around broad societal trends that affect business, governments and NGOs.
- A partnership with GlobeScan through Radar provides you and your team with access to briefings and data, insight from societal trends and delivers a comprehensive understanding of the social context in which your organization operates around the world – essential inputs to inform communications, issues management, and initiative development.

Timing, Deliverables & Cost

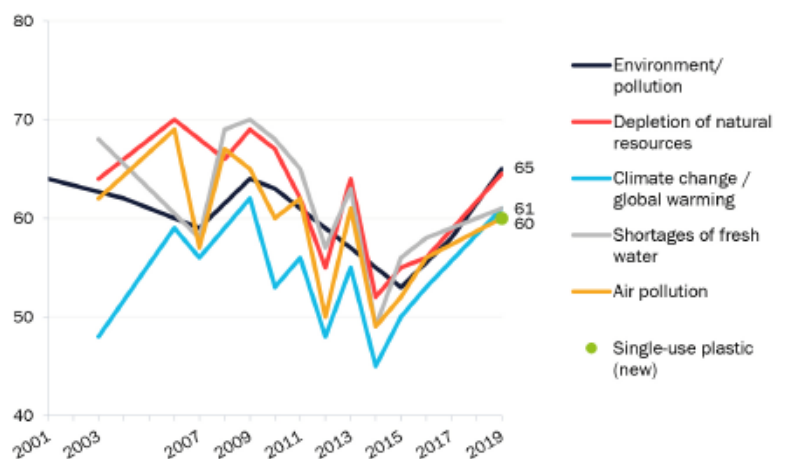
The research is conducted with online samples of 1,000 adults in each of 27 countries (n=27,000, data collection in June 2020, with deliverables to clients in August 2020).

The cost of Radar membership for 2020 is \$10,000 and includes:

- Access to Radar findings insights, trends and report resources (PPT and data tables)
- Country-specific dashboards
- Customized briefing*

**GlobeScan distils and analyses the findings into tailored presentations for member companies, drawing on additional intelligence from our ongoing analysis of societal trends, multi-stakeholder research with experts and broader public opinion.*

Seriousness of Environmental Problems
 "Very Serious," Average of 17 Countries,* 2001–2019



*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.

Topic List



Economic, Environmental and Social Issues Tracking

- Seriousness of global issues (economy, unemployment, spread of diseases, poverty, lack of unity, mental health, inequality, data security, plastic waste, climate, air pollution, water shortages, depletion of natural resources, species loss, etc.)
- Fairness of economic benefits/burdens
- Views on capitalism
- Awareness of SDGs
- Optimism about the future
- Support for green recovery

Trust in Institutions

- Trust in global/national companies, government, NGOs, media, scientists, the UN, foundations, and fellow citizens
- Reasons for trust/distrust

Expectations for Business

- Perceived CSR performance of industries over time (agriculture, food, IT/computers, oil/petroleum, banking/finance, media/entertainment, auto, pharmaceutical, mining, beer, spirit/alcohol, social media, clothing/apparel, large retail, home furnishings)
- Specific expectations of business over time
- Support for purposeful companies
- Expectations of large employers
- Views of shareholders

Views of NGOs

- Trust in NGOs
- Drivers of trust in NGOs
- Support for NGO involvement in different areas
- Views of NGO-corporate partnerships

Consumer Engagement

- Consumer empowerment in shaping corporate behavior
- Motivation and difficulty to change behavior in different areas
- Healthy and sustainable lifestyles

Participating Countries

Argentina
Australia
Brazil
Canada
China
France
Germany
Hong Kong
India
Indonesia
Italy
Japan
Kenya
Mexico
Nigeria
Russia
Saudi Arabia
Singapore
South Africa
South Korea
Spain
Sweden
Thailand
Turkey
United Kingdom
USA
Vietnam