

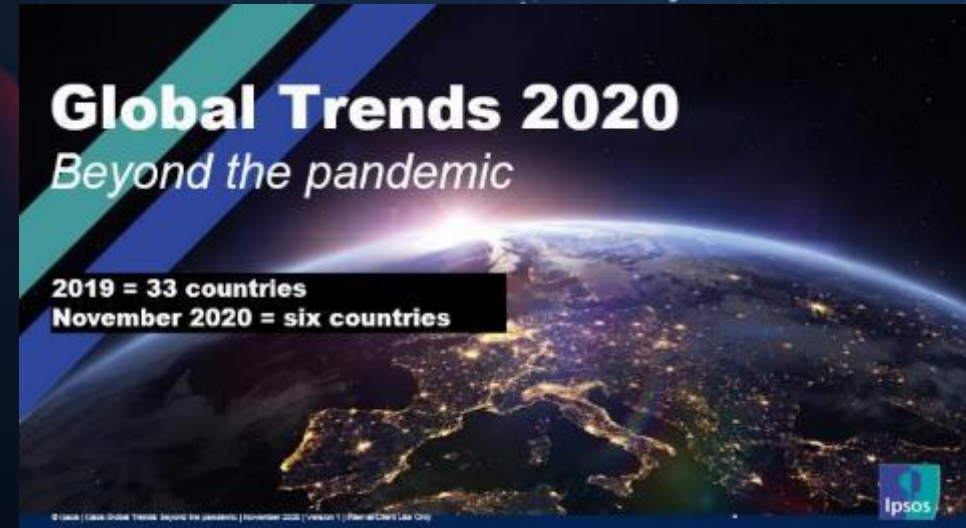
A DISRUPTED YEAR IN PERSPECTIVE

Presenter: Prasad Shinde,
Ipsos in Singapore

<https://www.linkedin.com/in/shinde/>

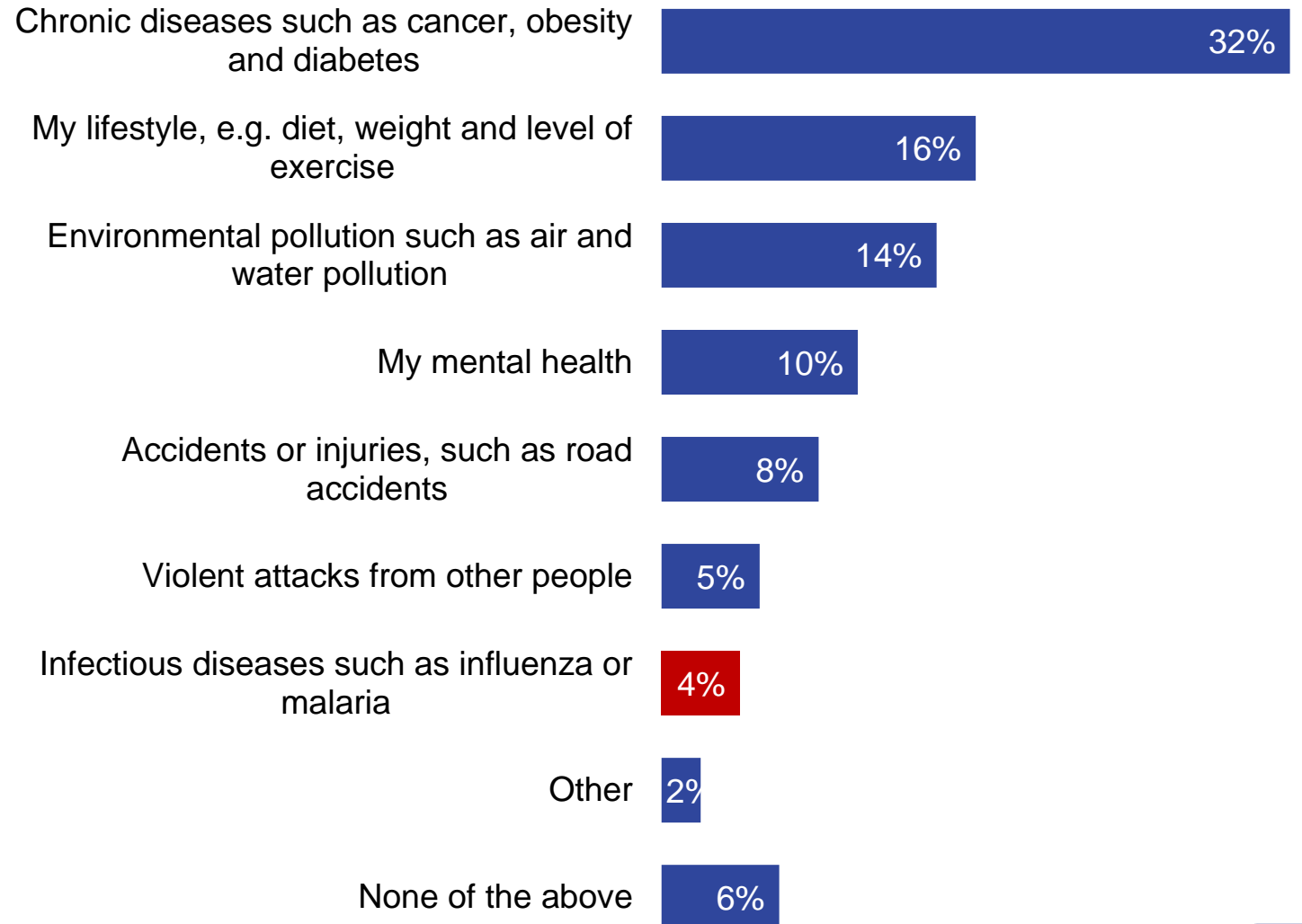


Sources:



No One Saw it Coming

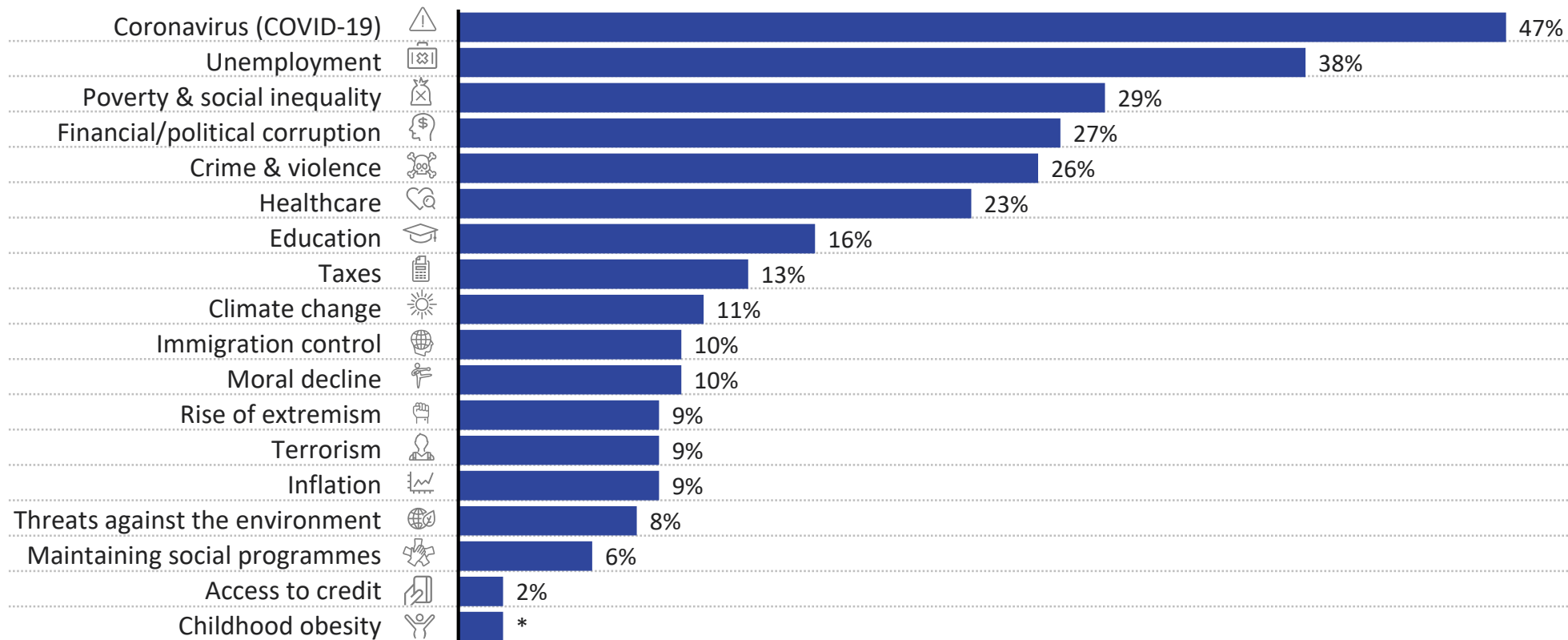
What people most saw as a threat to health in 2019



Now (Nov 2020) it is the largest worry globally!

Q Which three of the following topics do you find the most worrying in your country?

Mentioned in November 2020 (%)



Base: Representative sample of 20,006 adults aged 16-74 in 27 participating countries, October 23rd 2020 - November 6th 2020.

Source: Global Advisor

Coronavirus: how the pandemic has changed our perception of time

May 28, 2020 12:54pm BST

How we exercise is different now – the pandemic changed everything

App-based studies have shown older people have been more active than before

© Fri, Oct 16, 2020, 06:01

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Covid-19 has changed everything. Now we need a revolution for a born-again world

Simon Tisdall



FC Fast Company

5 ways the pandemic has changed staff development forever

This Deloitte exec says the evolution is a net positive. 5 ways the pandemic has changed professional and staff development forever. [Photo: ...]
3 days ago



World Economic Forum

3 ways the COVID-19 pandemic has changed youth activism

The COVID-19 pandemic has made us all more reliant on digital tools for connection and communication;; Dealing with COVID-19 restrictions ...
1 month ago



Everything

America 2.0: Ready or not, here it comes. Five cognitive strategies can help.

ity Matters Remote Control Unknown Questions Worklife 101 More

US | UNKNOWN QUESTIONS

d of work may change forever

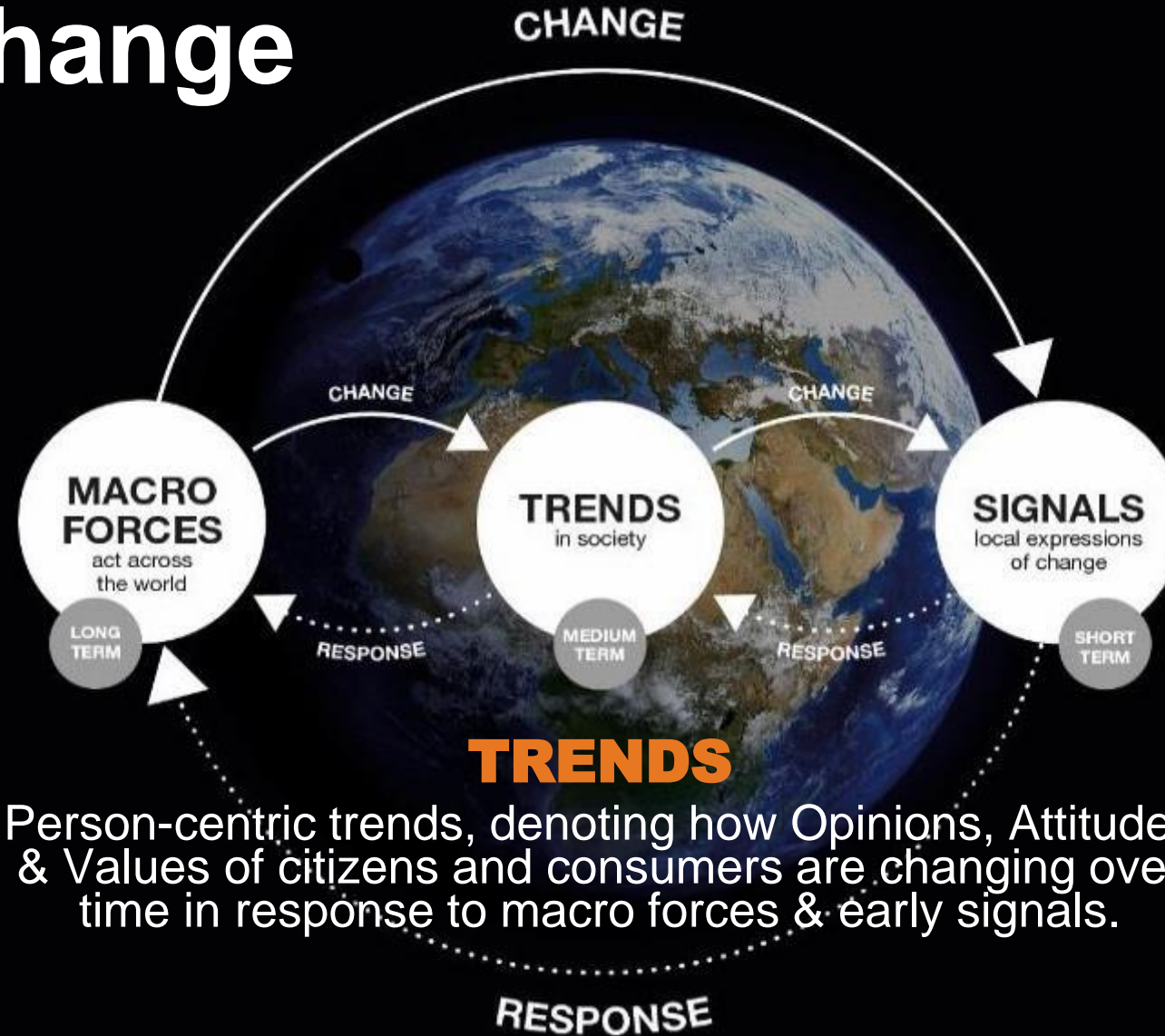


Judging by the news, you may feel everyone is like this

First, let's look at a framework to assess change

MACRO FORCES

Affect the whole world, and have a high likelihood of happening. They are deep currents with long term and far reaching impacts and tend to drive human systems.

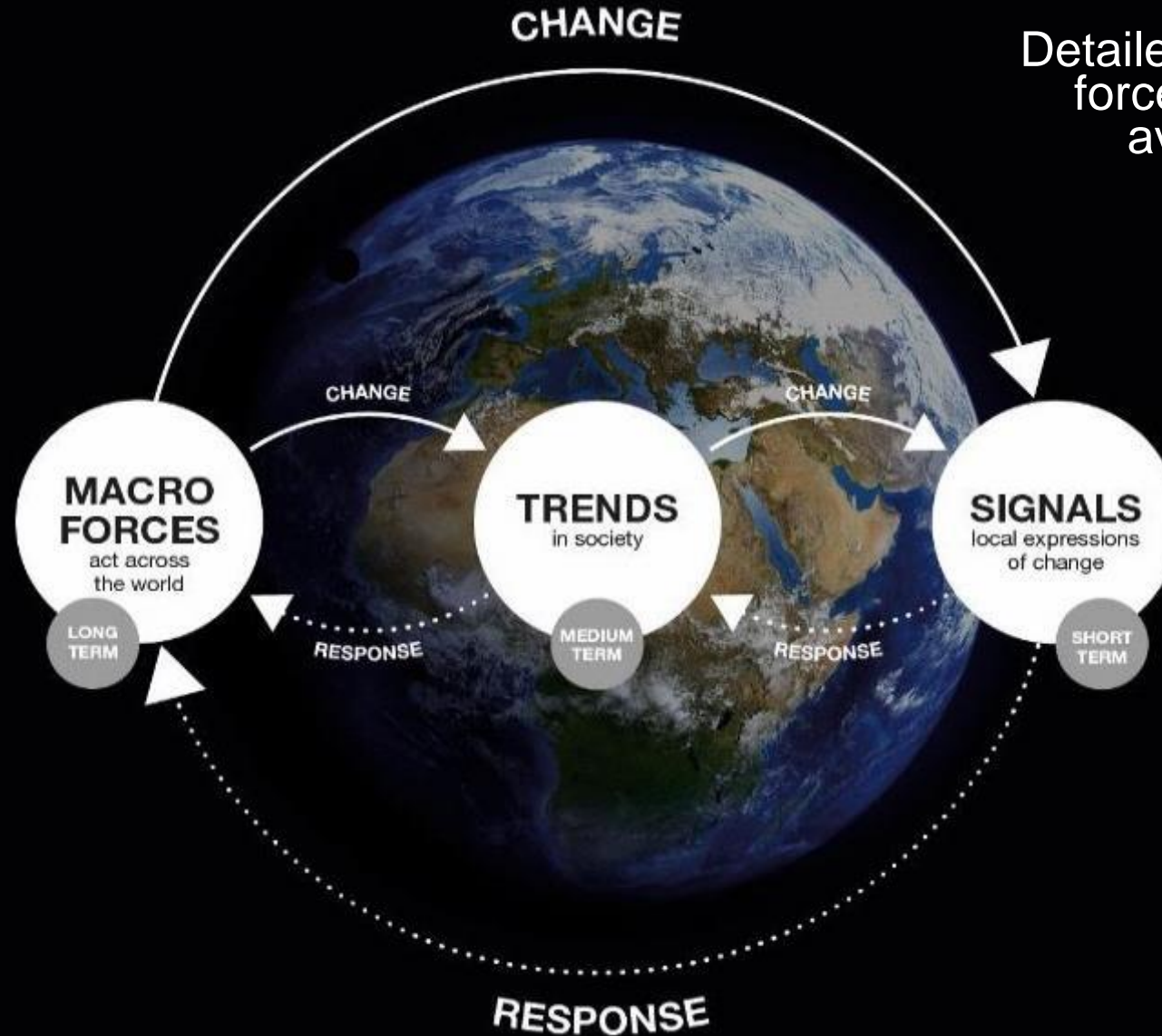


Person-centric trends, denoting how Opinions, Attitudes & Values of citizens and consumers are changing over time in response to macro forces & early signals.

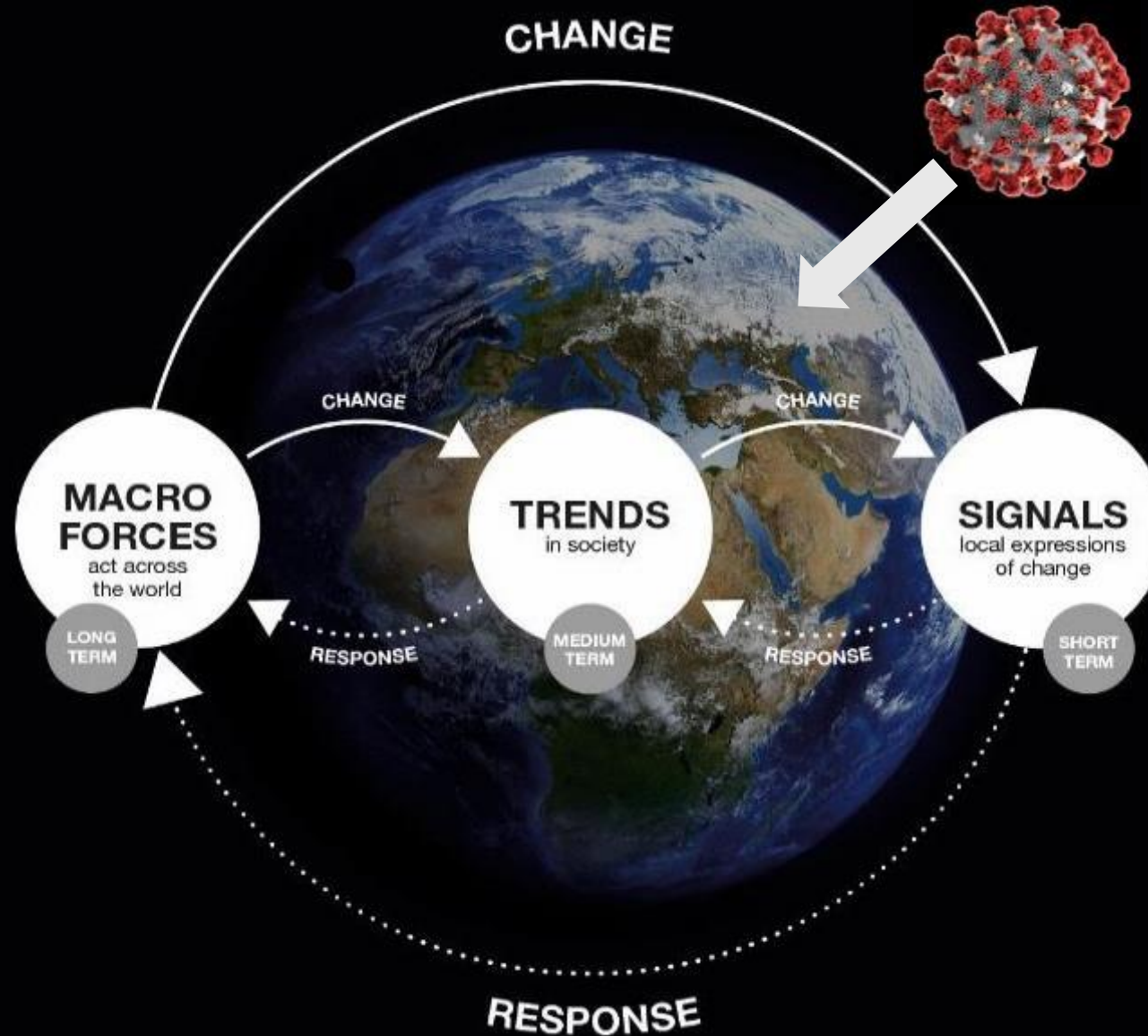
SIGNALS

Visible real world examples of the responses to the forces and pressures; how these are adopted and adapted - what people & organisations are doing, being, looking at, listening to, choosing, avoiding, experiencing, believing...they can be BIG or small.

<https://www.ipsosglobaltrends.com/>



Detailed listing of the 6 macro forces and 36 values are available at this site



A 'shock' to the eco-system!

Covid-19 has produced a tsunami of new signals that are impacting life now and may result in impending change to our future societies.

**Even with a shock like COVID-19,
it still takes much longer to shift
underlying trends and macro forces
before a 'new normal' is created.**

Values Can Hold True Over the Medium Term



9/11



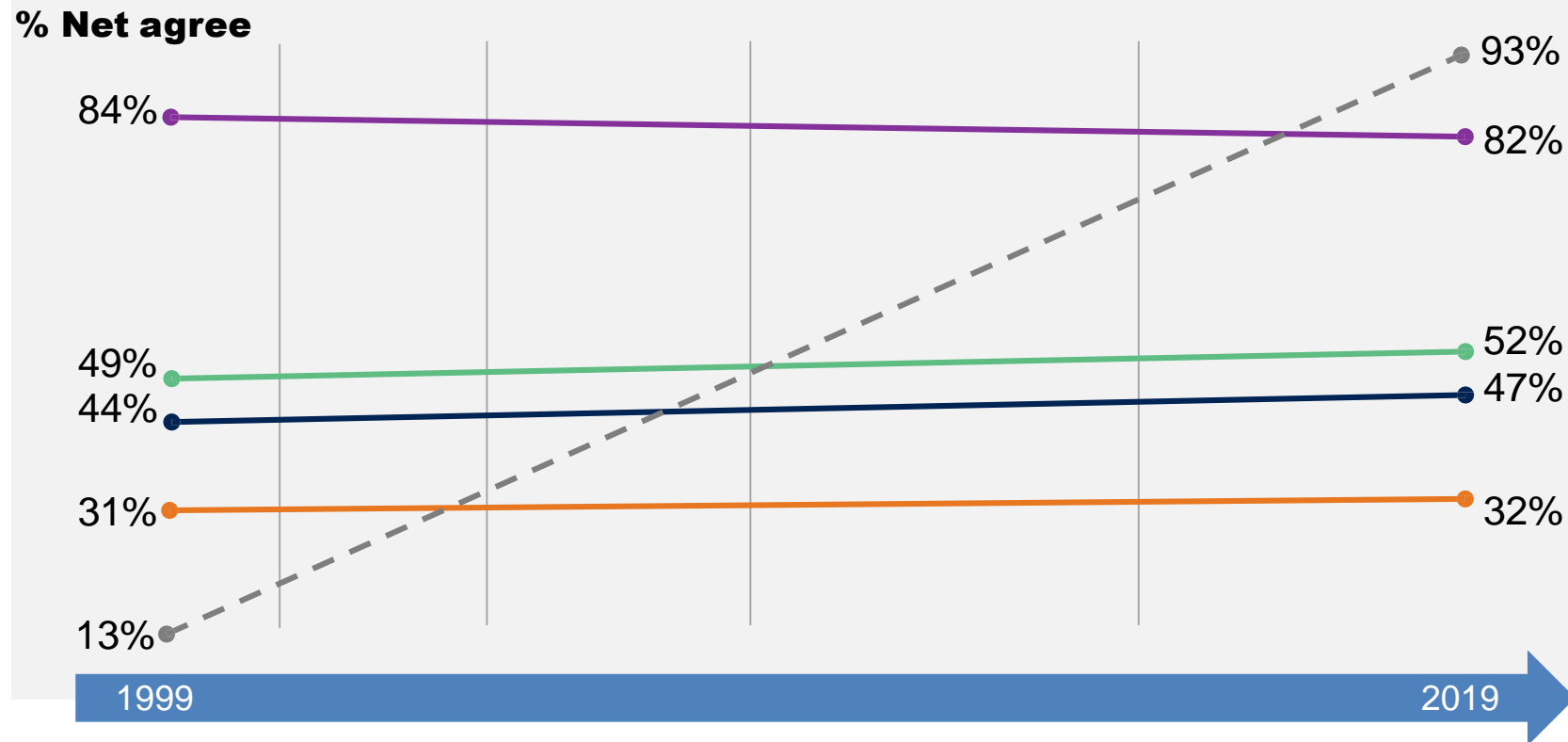
Facebook
launches



2008 financial
crisis



Amazon Alexa
launched



United Kingdom internet
penetration

It is up to everyone to rely
on their own principles

I wish I could slow down
the pace of my life

I fear that technical
progress is destroying our
lives

Fulfilment in life is
achieving a prominent
position in your chosen
career

While Some Changes are Gradual Over Time



Collapse of
Soviet Union



9/11



Facebook
launches

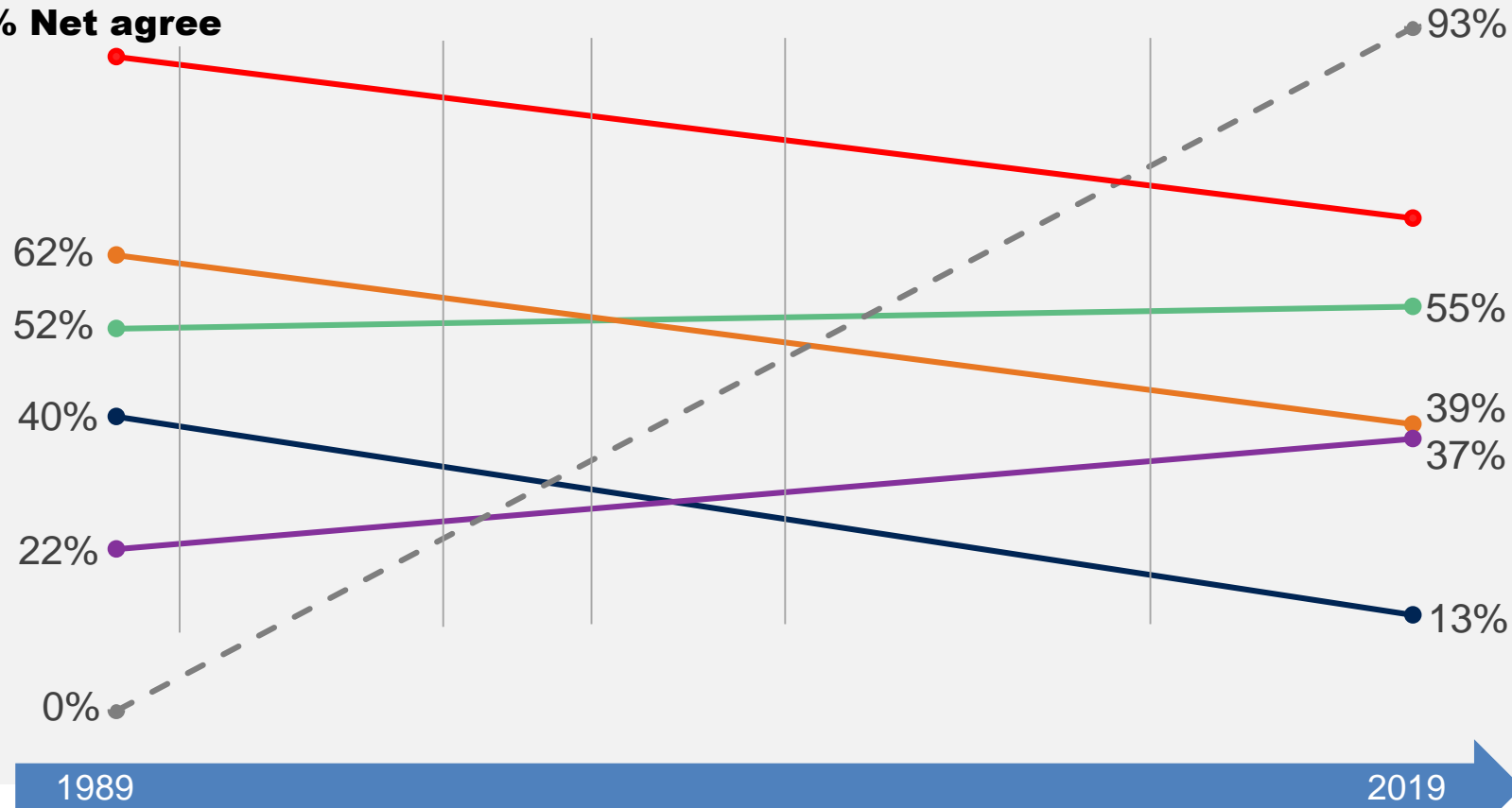


2008 financial
crisis



Amazon Alexa
launched

% Net agree



United Kingdom internet
penetration

Using hard drugs like heroin is
morally wrong

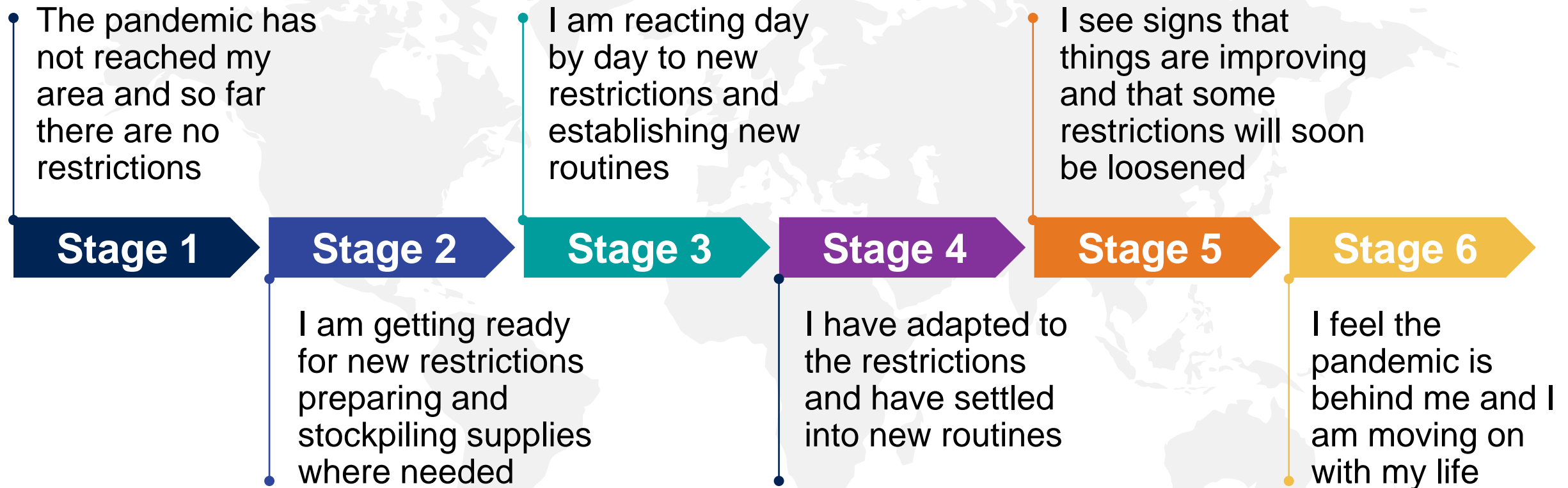
It is wrong to have sex with
someone who is married to
someone else

The use of soft drugs such as
cannabis is morally wrong

Capital punishment is morally
wrong

Homosexual relationships
between consenting adults are
morally wrong

Besides Cultural Norms, the Stage of the Covid Pandemic also Matters



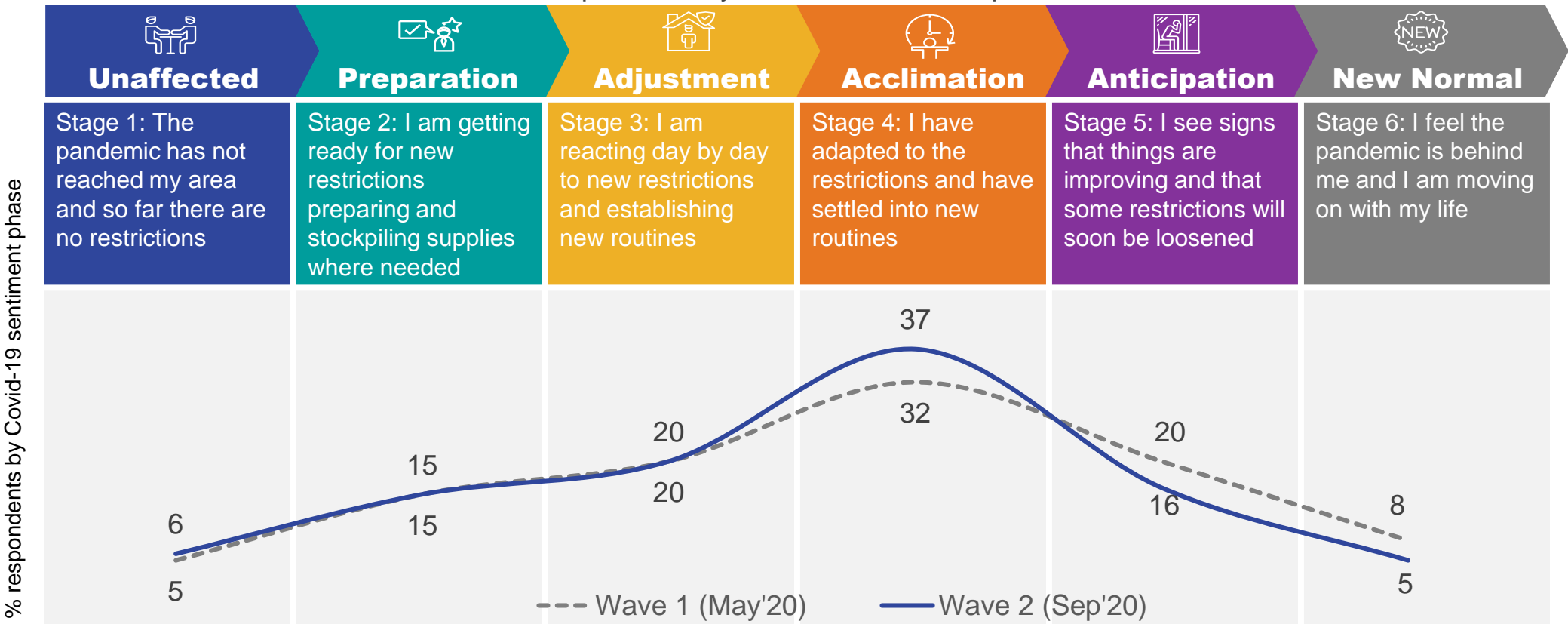
IN SE Asia, Most Feel They are in an Acclimation Stage.



Considering the current state of Covid-19 and the counter measures implemented in your country, how do you feel about the situation as it is now?

South East Asia (All countries)

% respondents by Covid-19 sentiment phase

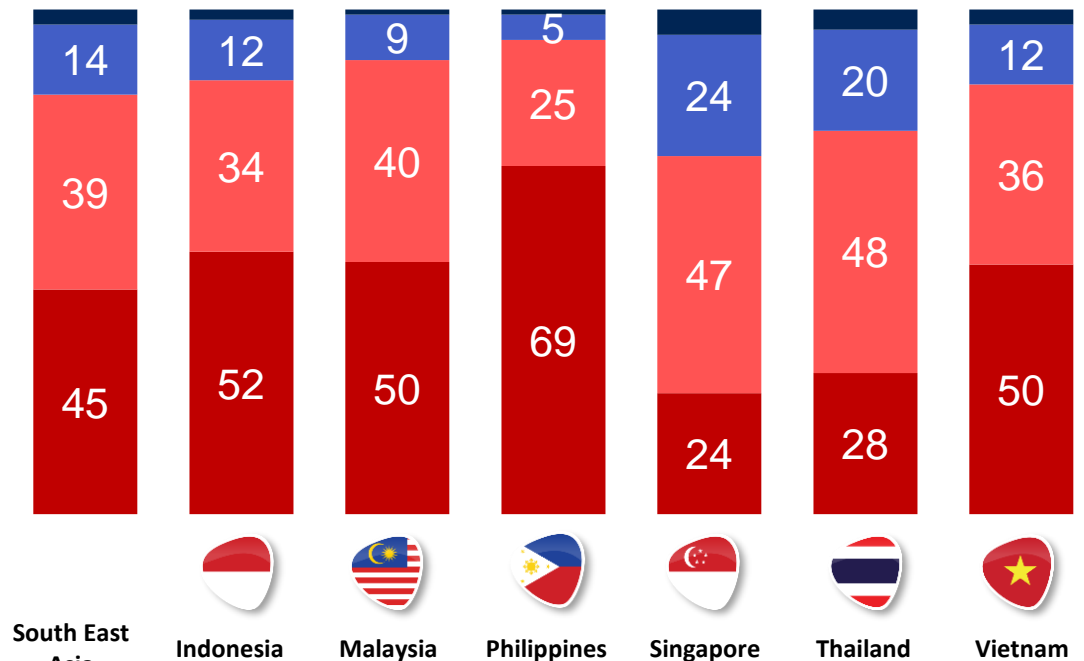


People are Still Concerned ABOUT Contracting Covid-19

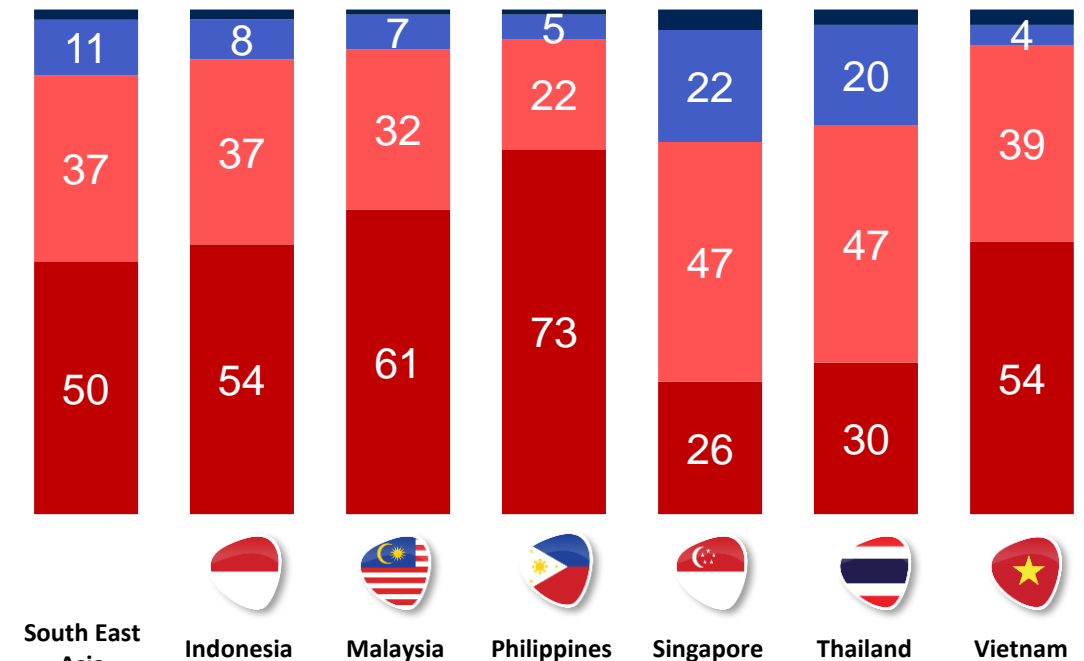
Are you worried about contracting Covid-19?



Wave 1 (May 2020)



Wave 2 (Sep 2020)



■ Not worried at all

■ Not too worried

■ Somewhat worried

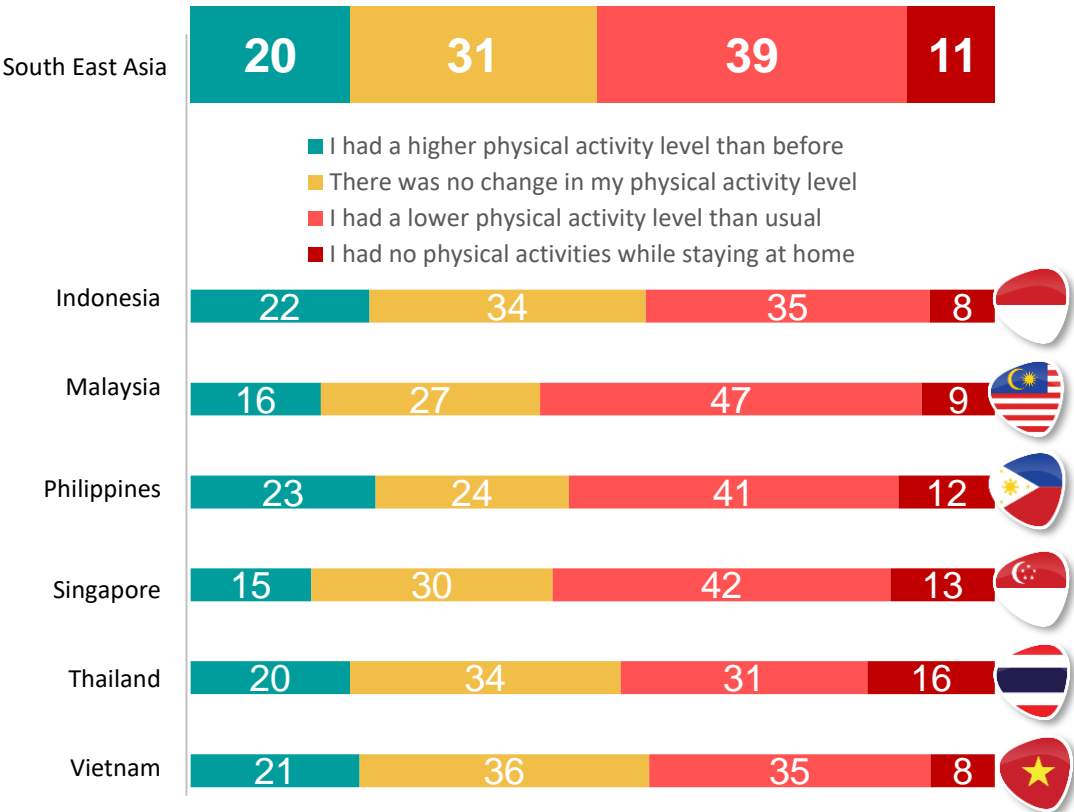
■ Very worried

Staying at Home has Impacted Both Physical and Mental Well Being

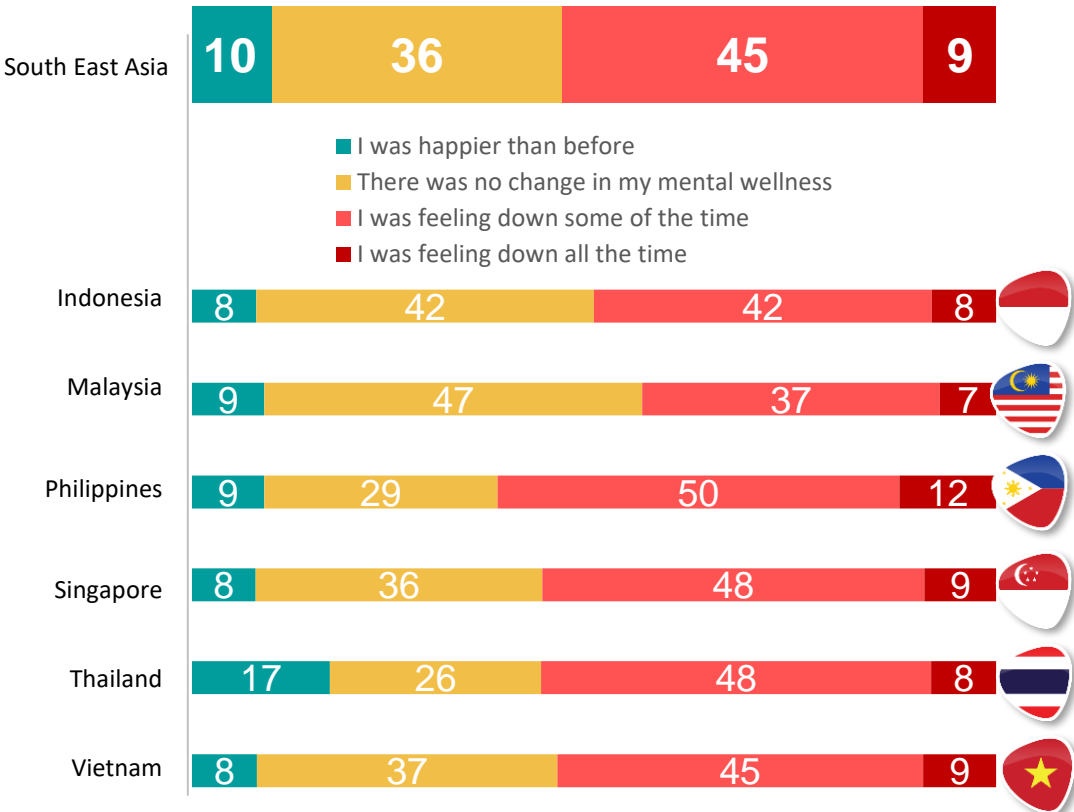
Since the beginning of the Covid crisis, how do you feel staying more at home have impacted your physical activity level and mental wellness?



Physical activity



Mental wellness

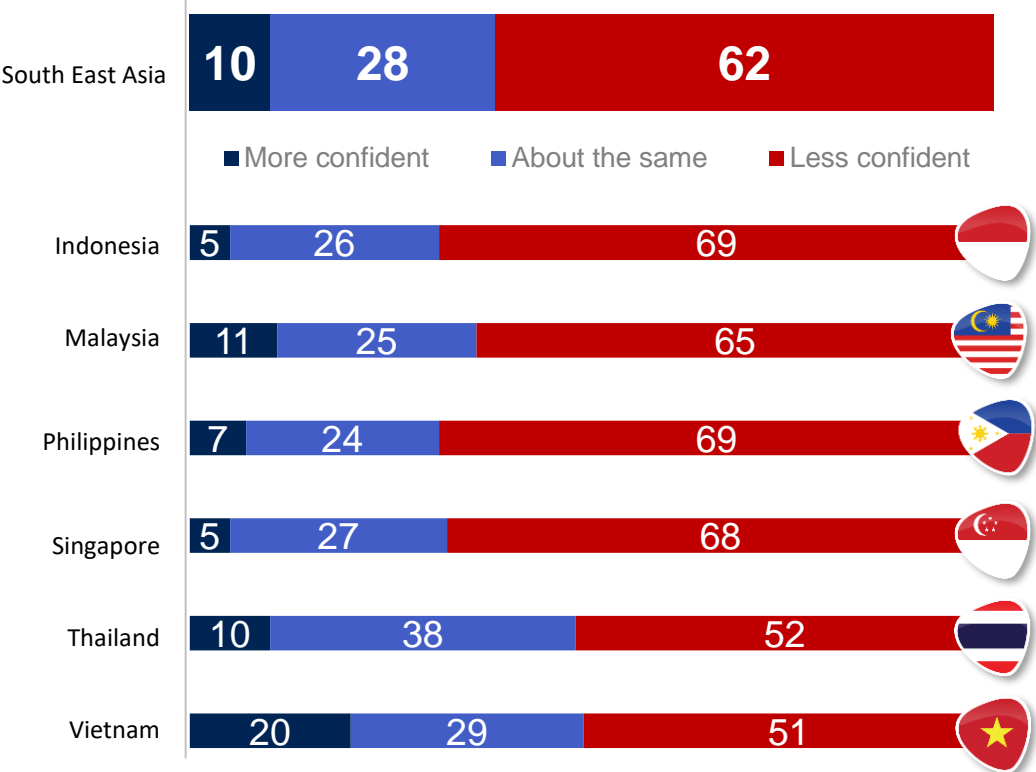


Less Confident of Making any Big-ticket Purchase

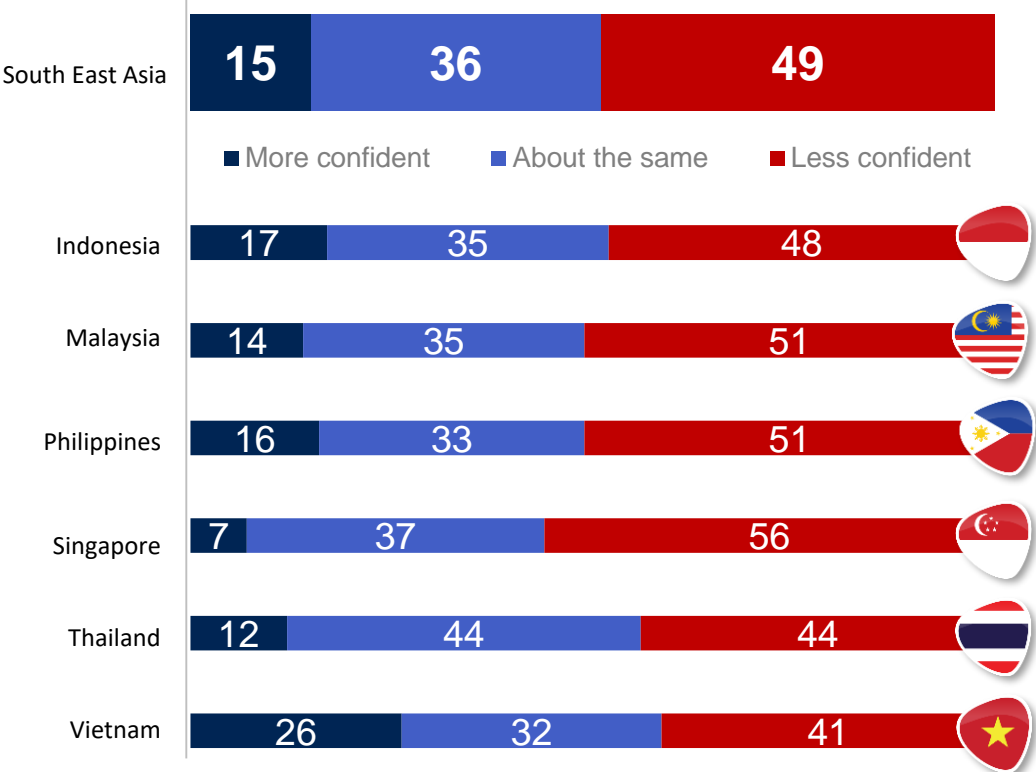
Compared to about 3 months ago, after Covid had become widespread, are you NOW more or less comfortable with ...



Making a major purchase, like a home or car

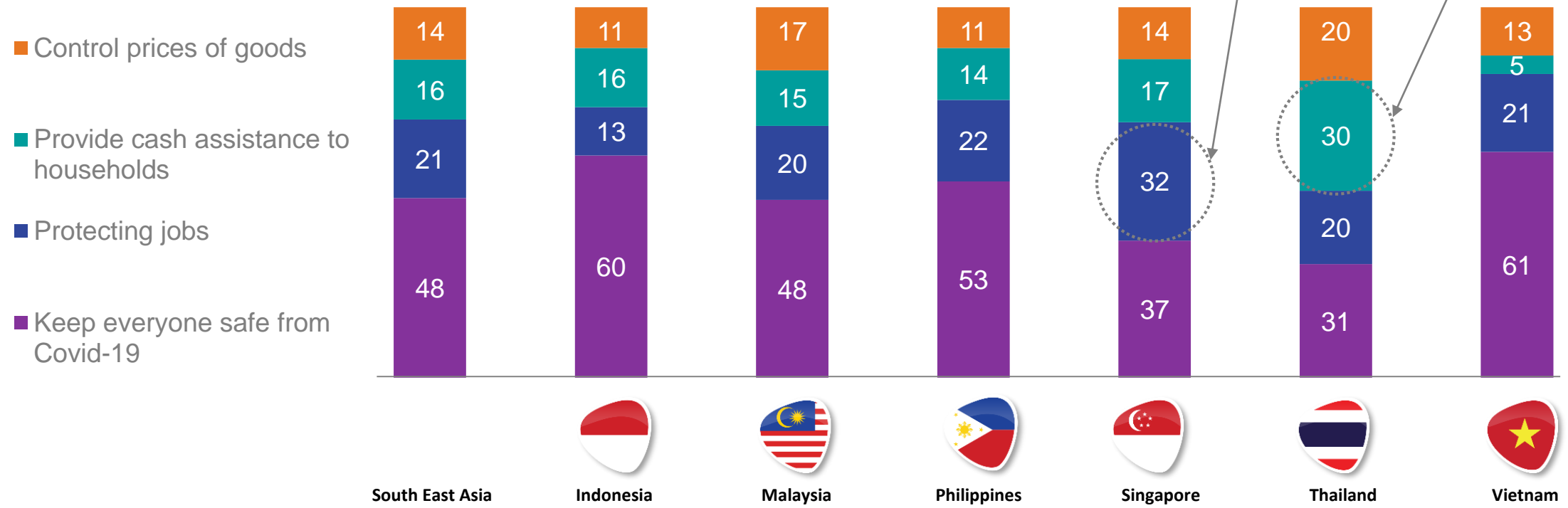


Job security for yourself, your family and other people you know personally



Protection from Covid-19 STILL is Top Priority Expected from Government Across Markets

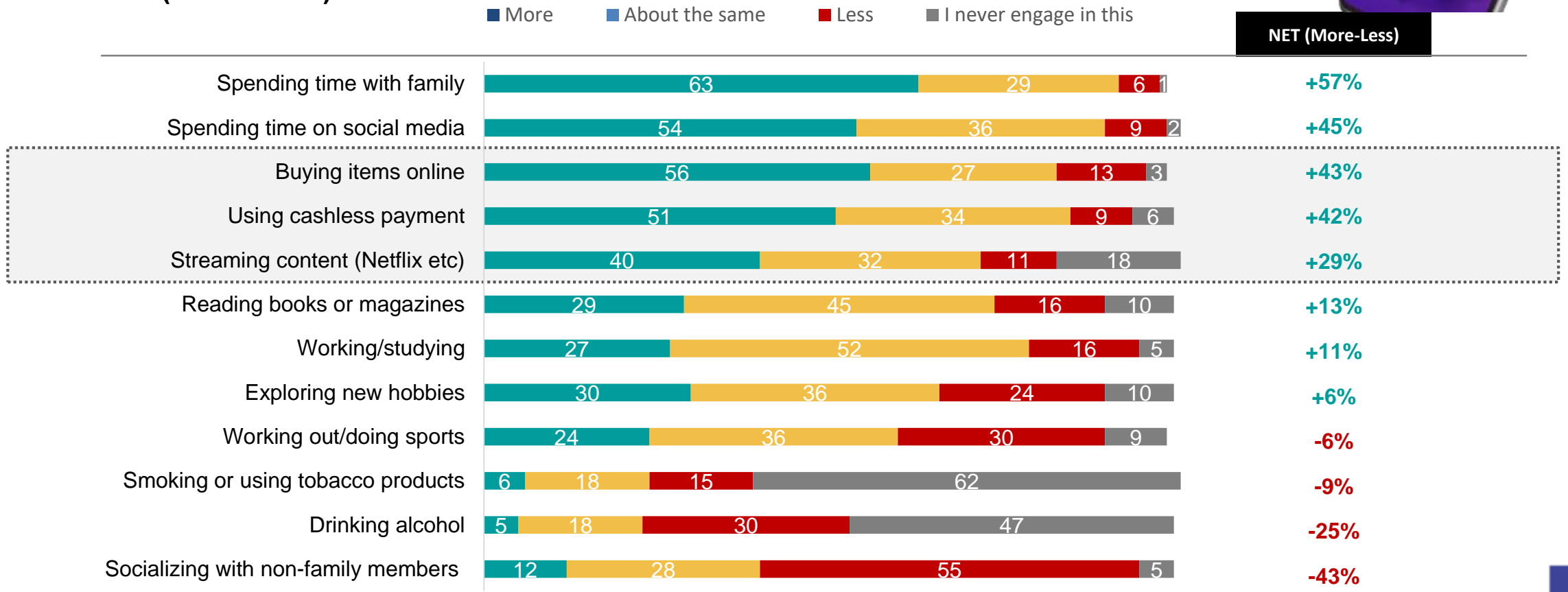
In the next 6 months, what do you think is the most important issue the government should focus on?



There is an Increasing Demand for Digital Activities, e-Commerce, Cashless Payment

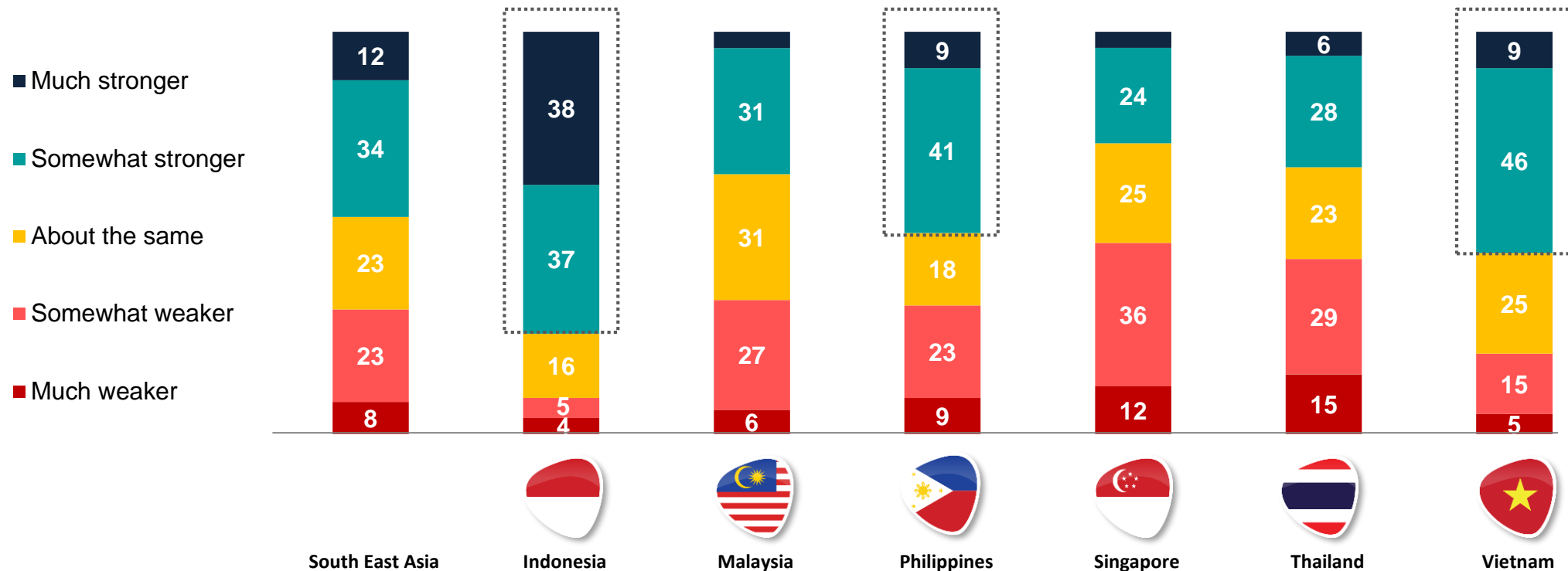
Thinking about your habits now compared to before Covid, would you say that you do the below activities more, less or about the same?

South East Asia (All countries)



Yet, Many Remain Optimistic about the Future

Looking ahead six months from now, do you expect the economy in your local area to be ...



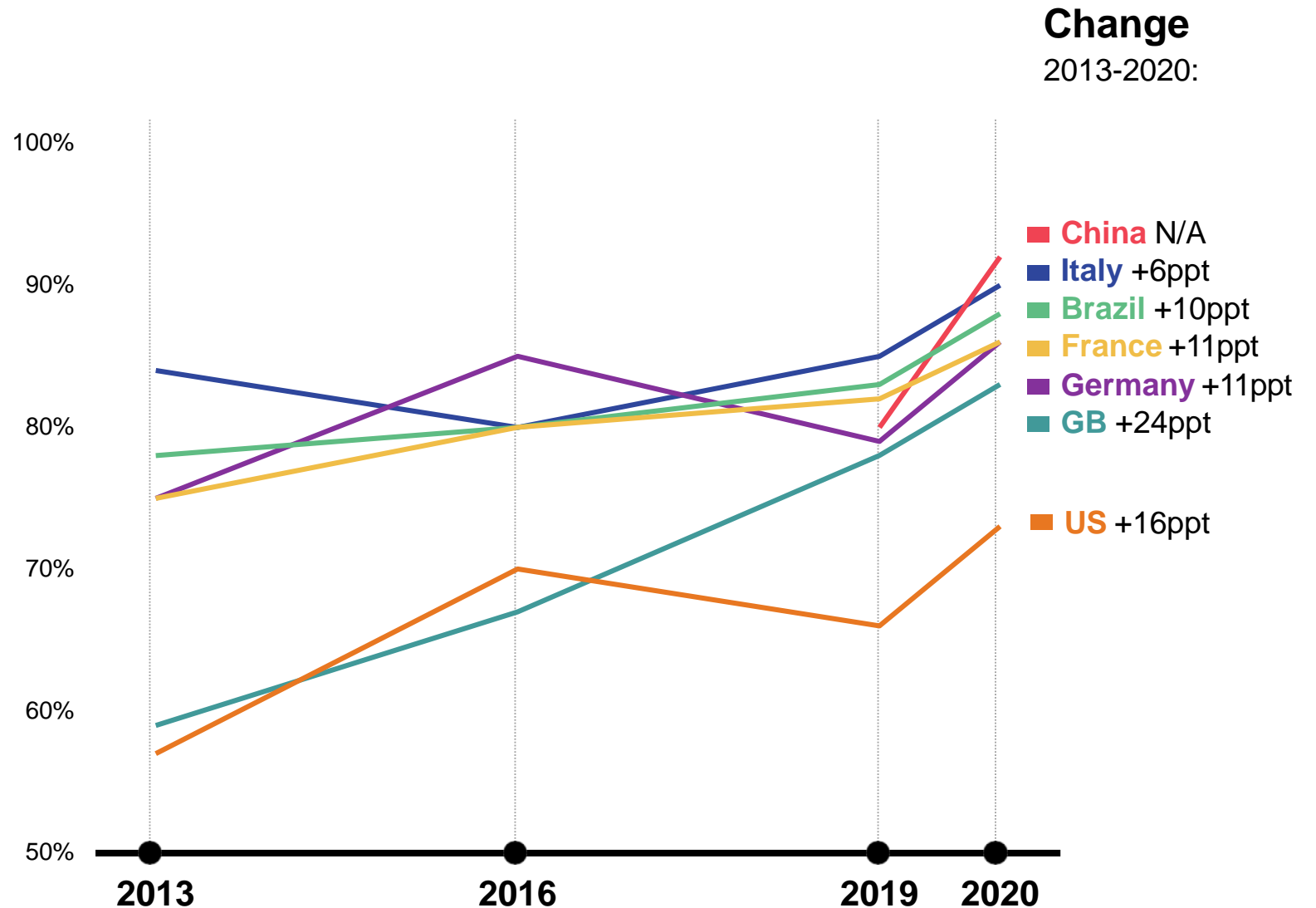


Lets Look at Countries Around the World

COVID-19 has not Dented Climate Concern

“We are heading for environmental disaster unless we change our habits quickly”

% agree

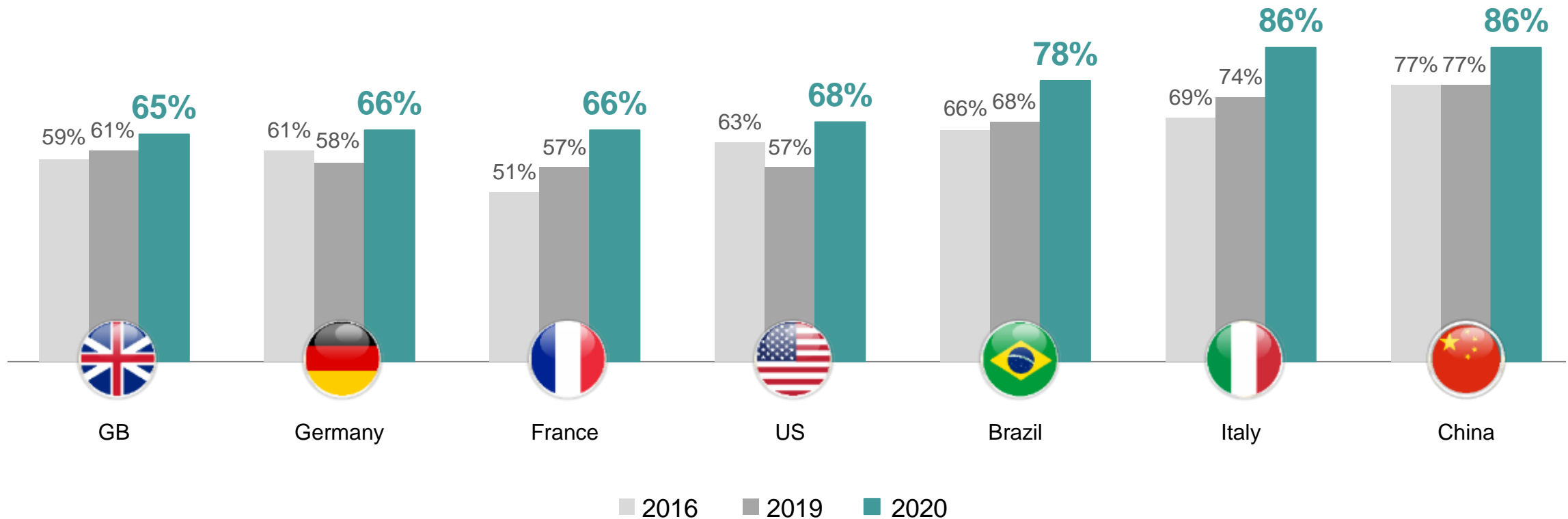


Ipsos Global Trends Series

Base: c.1,000 adults aged 16-75 (18-75 in US) in each market for each wave

Health has Moved Up the Agenda for Consumers

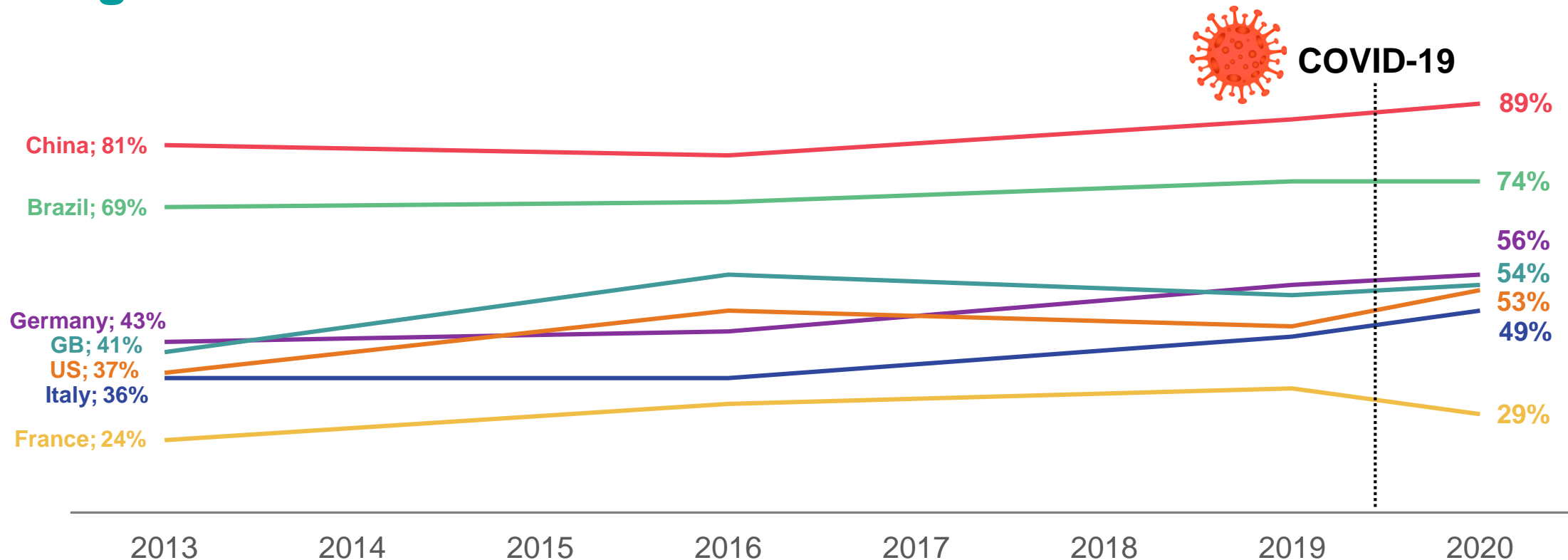
“I will sacrifice convenience if it means getting healthier products” - % agree



Base: 7,444 adults aged 16-75 (18-75 in US) in 7 markets interviewed in September 2020

Globalisation is not Seen as THE Problem

“Globalisation is good for my country”
- % agree

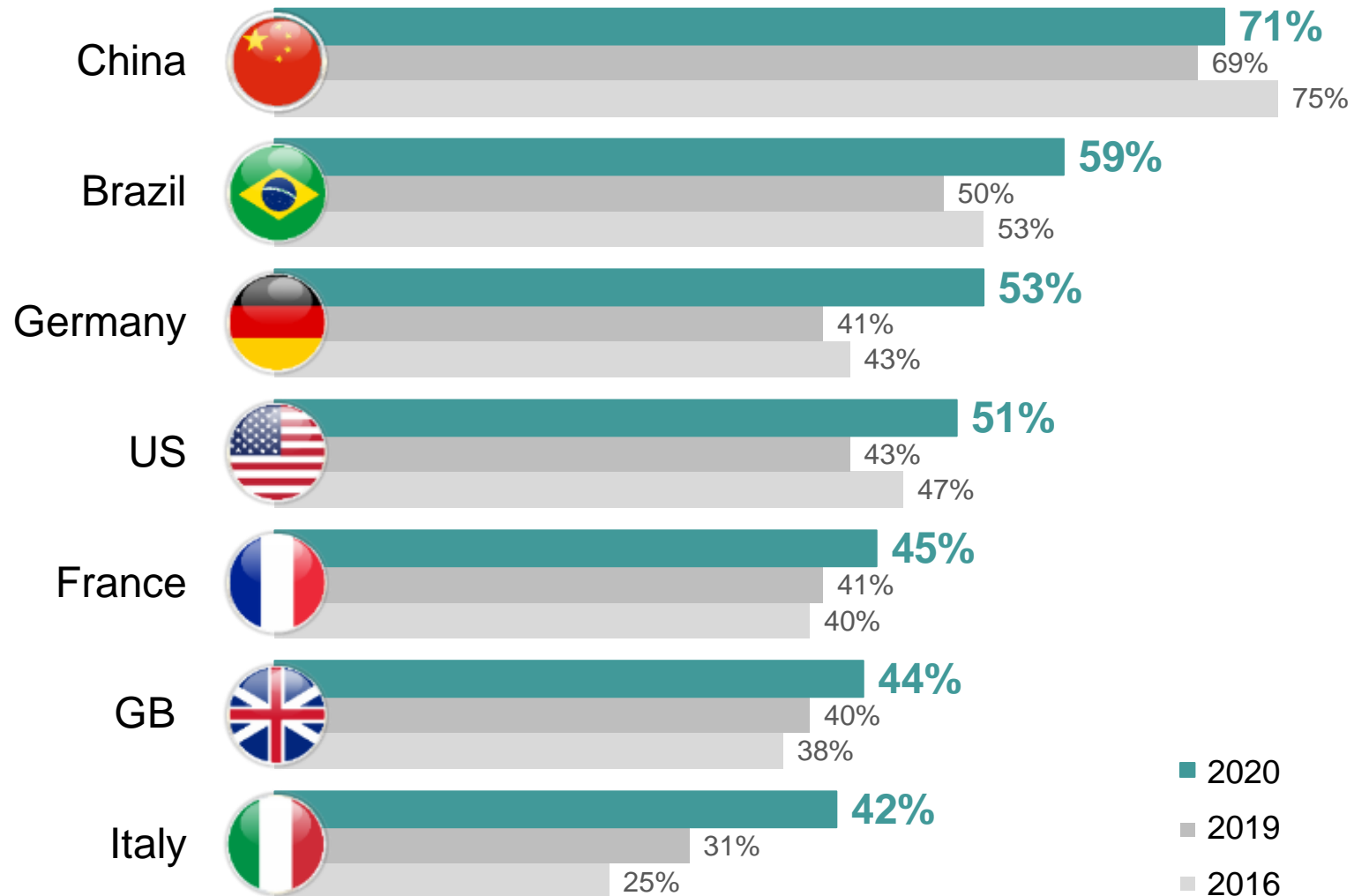


Ipsos Global Trends Series
Base: c.1,000 adults aged 16-75 (18-75 in US) in each market for each wave

Brands have Gained in Importance

“I am generally willing to spend extra for a brand with an image that appeals to me”

% agree



Ipsos Global Trends Series

Base: c.1,000 adults aged 16-75 (18-75 in US) in each market for each wave

But are Looking Closer to Home

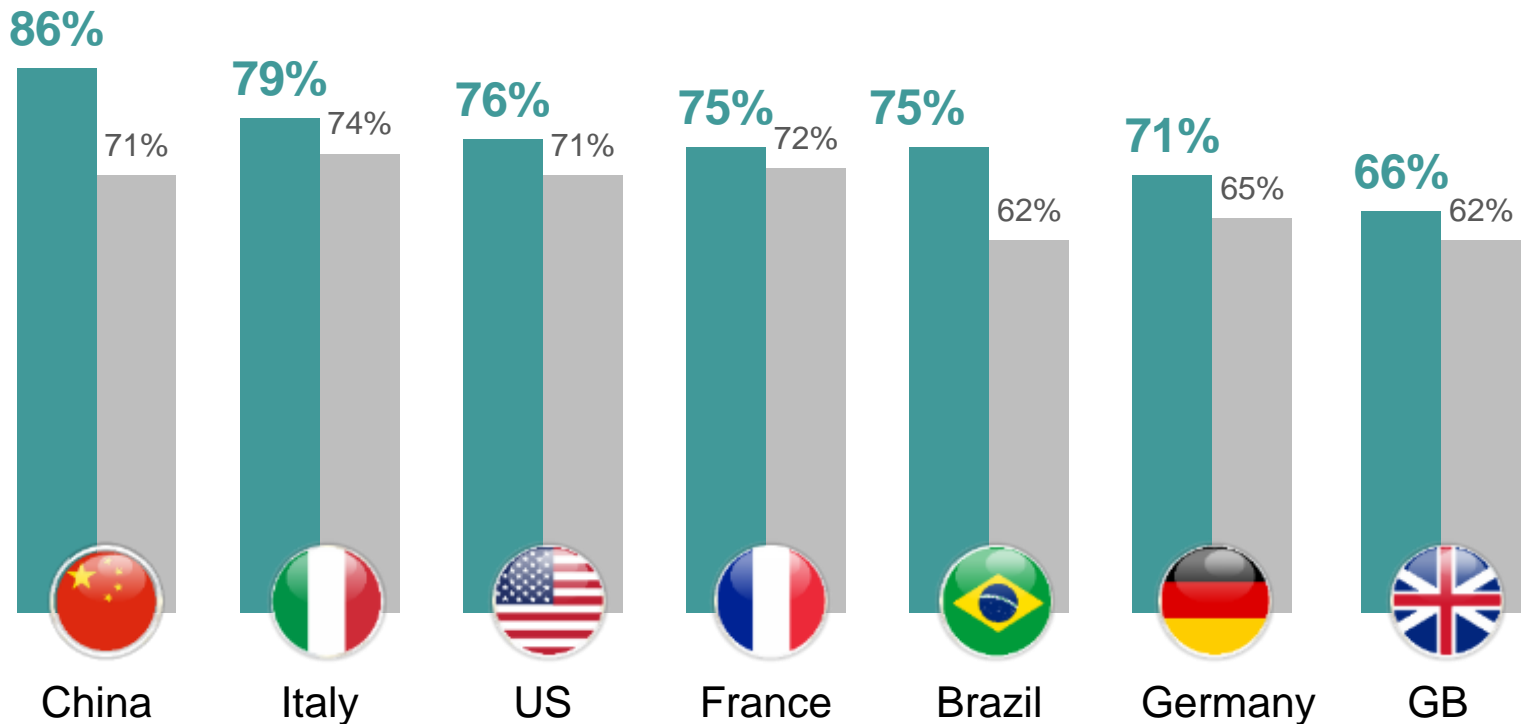
“I prefer to buy products
from my country rather
than products from abroad”

% agree

Resilience

Shorter supply chains

Retreat to known and familiar



■ 2020 ■ 2019

Ipsos Global Trends Series

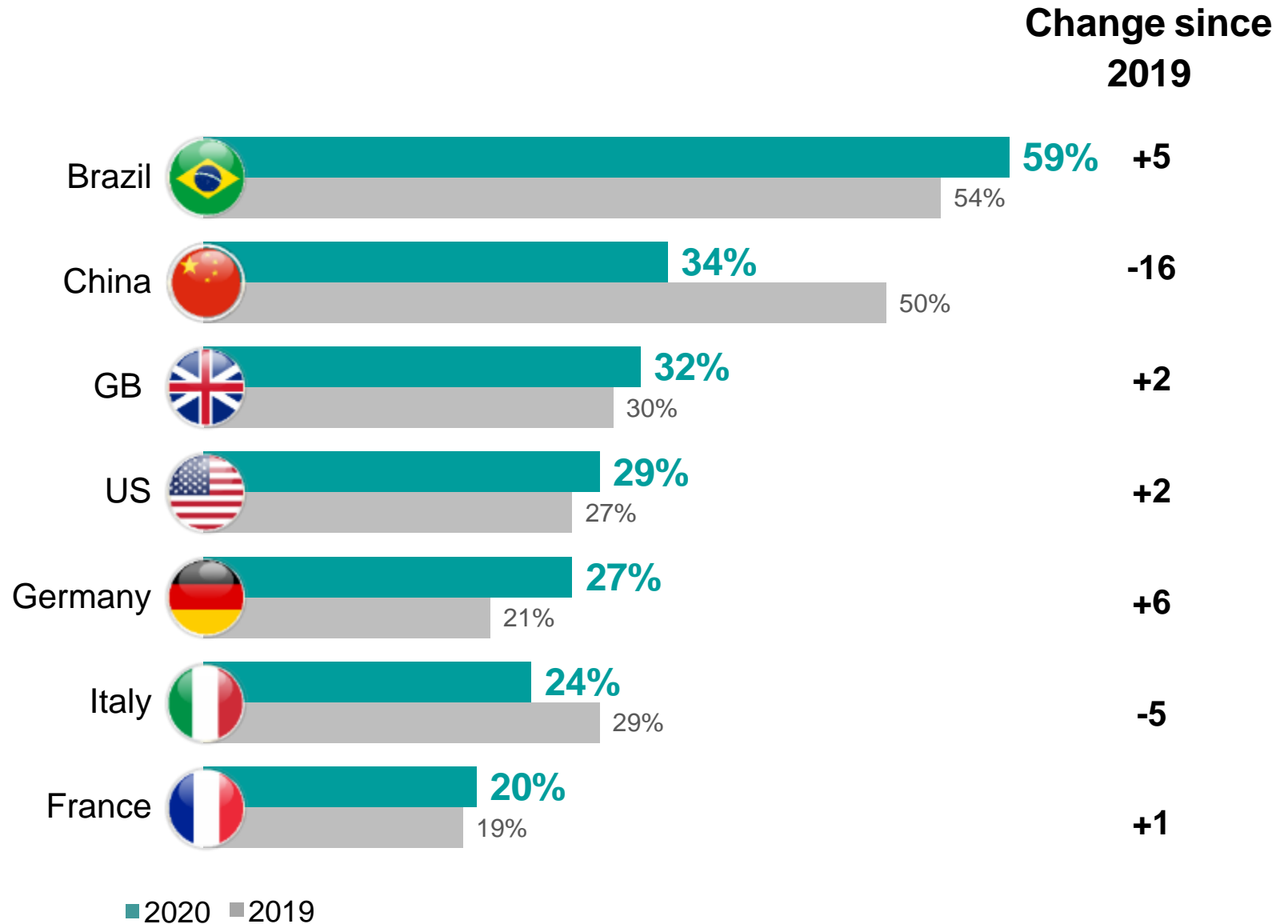
Base: c.1,000 adults aged 16-75 (18-75 in US) in each market for each wave



Big Shift to Local in China

“I think global brands make better products than brands that are just local to my country”

% agree



Ipsos Global Trends Series

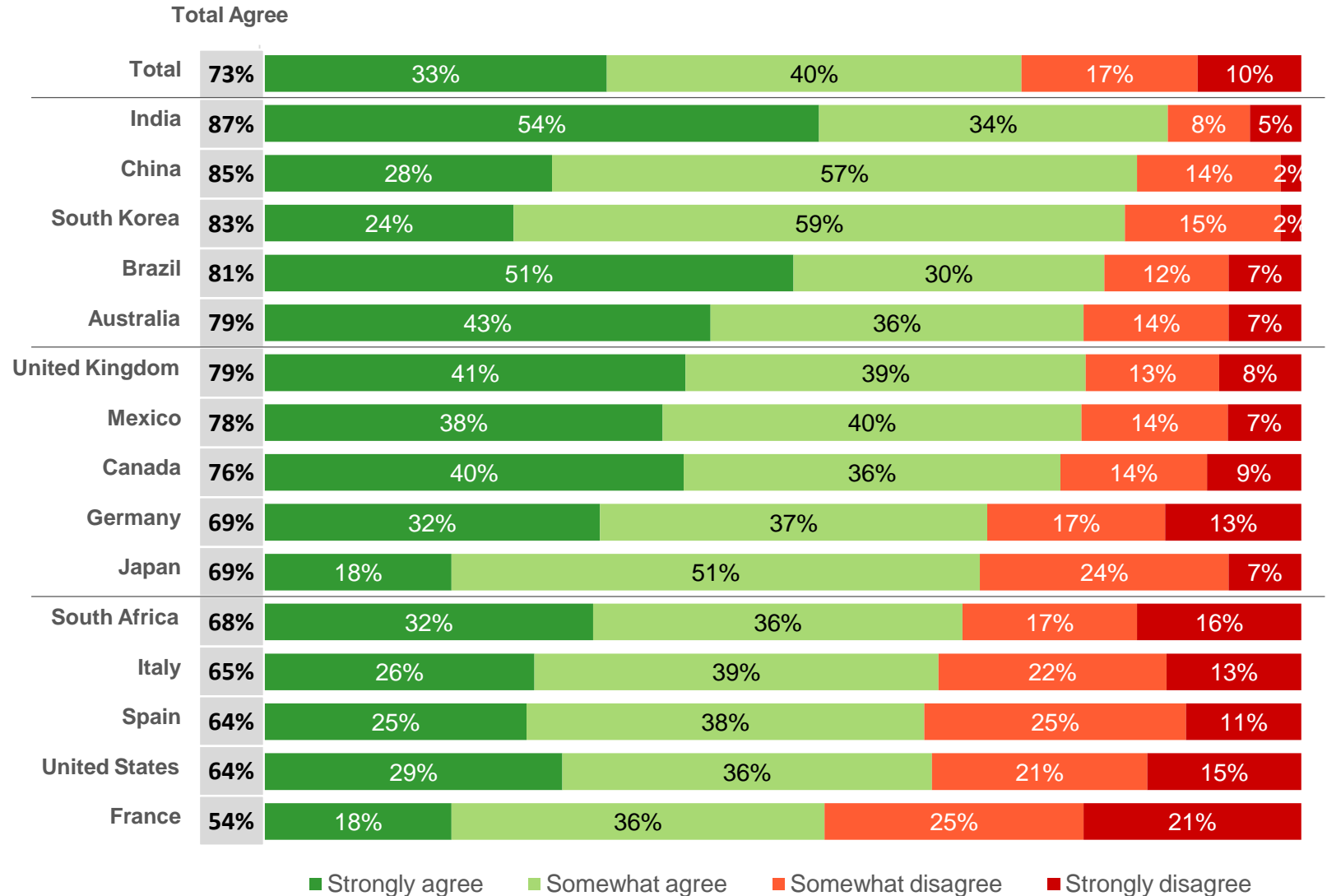
Base: c.1,000 adults aged 16-75 (18-75 in US) in each market for each wave

With Vaccines (almost) Available, does that Change Things?



Faith in Vaccines Varies a Lot Across Countries

If a vaccine for Covid-19 were available, I would get it

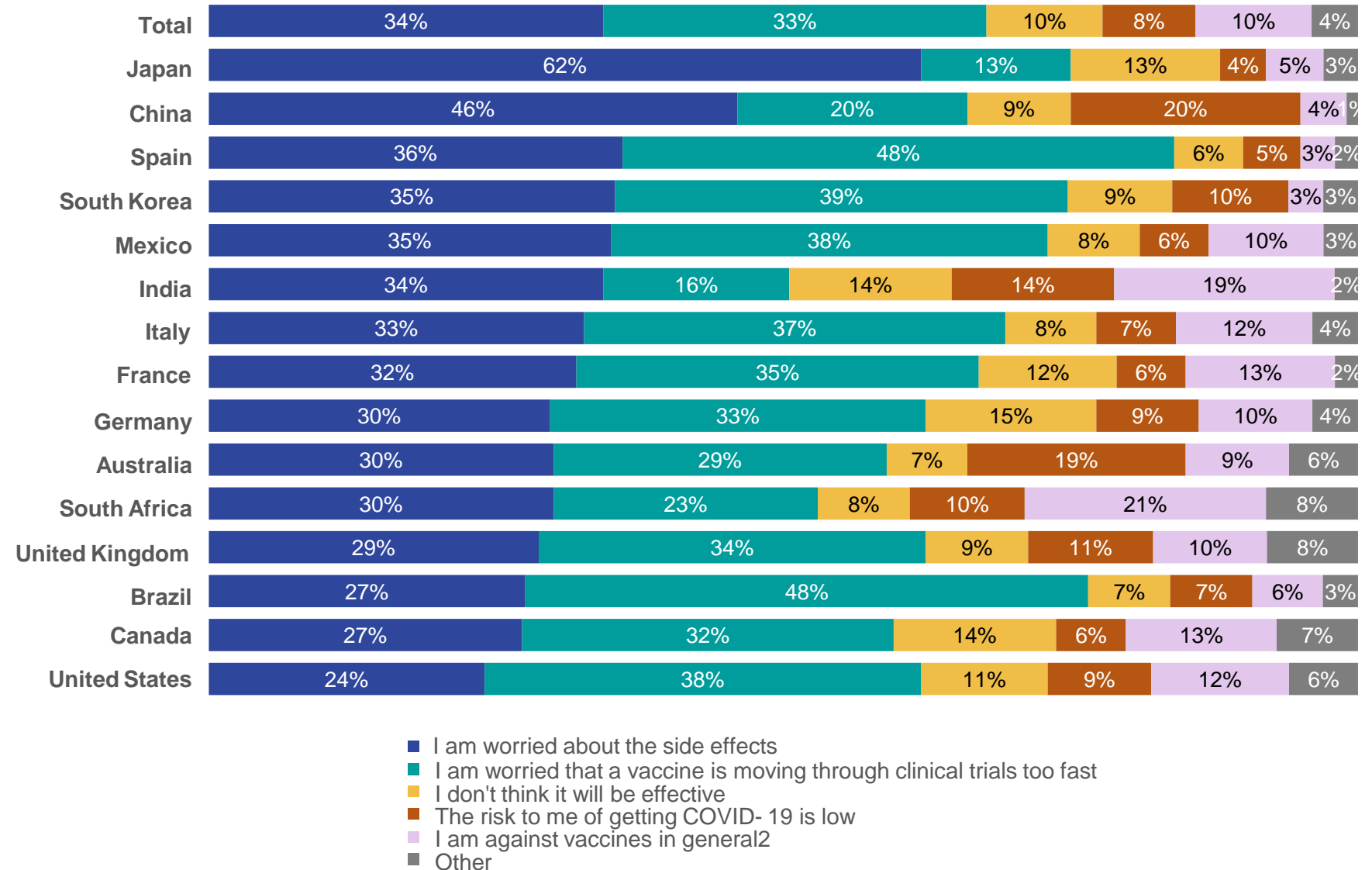


Base: 18,526 online adults aged 16-74 across 15 countries

* Online samples in Brazil, China, India, Mexico, and South Africa tend to be more urban, educated, and/or affluent than the general population

Side Effects and Concern About the Speedy Development Of Vaccine, Among Those Who are Not Ready to Take It

Which best describes why you would not take A vaccine For covid-19?
(Base: would not get a vaccine if available)



Base: 4,859 online adults aged 16-74 across 15 countries who disagree somewhat or strongly that "if a vaccine for COVID-19 were available, I would get it"

* Online samples in Brazil, China, India, Mexico, and South Africa tend to be more urban, educated, and/or affluent than the general population

What does it mean for 2021?

In Conclusion...

Pandemic has **NOT** changed everything...
Massive behavioural changes not attitudinal ones.

While there are present-day concerns, people are inherently optimistic about the future.

As long as a sizable number have concerns with the vaccines, the pandemic may last for a while.

Still less than a year into this...stay adaptive!

THANK

YOU

Related thought papers (for free) available at

<https://www.ipsos.com/en/news-and-polls/overview>

