

# A WORLD OF RESEARCH

2019 in review

Ipsos Knowledge Centre

GAME CHANGERS





# 2019 IN REVIEW

## WHAT WORRIES THE WORLD? THE TOP FIVE CONCERNS THIS YEAR



1  
POVERTY/SOCIAL  
INEQUALITY



2  
UNEMPLOYMENT



3  
CORRUPTION AND  
FINANCIAL OR  
POLITICAL SCANDALS



4  
CRIME/VIOLENCE



5  
HEALTHCARE

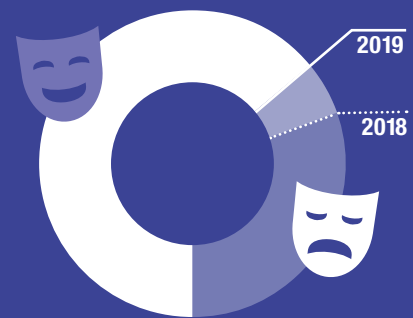
8 IN 10

AROUND THE WORLD THINK THAT  
MANUFACTURERS SHOULD BE OBLIGED TO  
REDUCE THE PACKAGING WASTE THEY CREATE

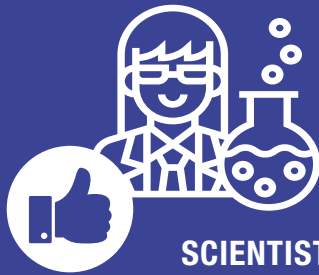


64%

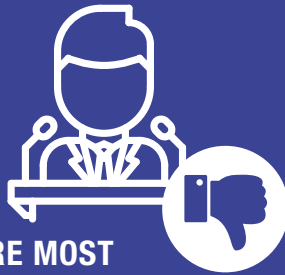
OF PEOPLE AROUND THE WORLD  
CONSIDER THEMSELVES TO BE HAPPY



DOWN FROM 70% IN 2018



SCIENTISTS ARE MOST  
TRUSTED PROFESSION  
POLITICIANS ARE LEAST



LOOKING AT SUMMER HOLIDAY HABITS, WE FOUND EUROPEANS  
ARE INCREASINGLY TRAVELLING ABROAD WHEREAS AMERICANS ARE  
MORE FREQUENTLY TAKING VACATIONS IN THEIR OWN COUNTRY



ONE THIRD

OF PEOPLE AROUND THE  
WORLD ARE LOOKING  
FORWARD TO OLD AGE



37%

OF PEOPLE ARE SATISFIED WITH  
THEIR NATIONAL INFRASTRUCTURE,  
WITH BIG VARIATIONS BY COUNTRY



## JANUARY

### PERCEPTIONS & CONCERNS

People in many countries tend to overestimate the levels of unemployment, the size of immigrant populations and the number of older people in their societies, our *Perils of Perception* study finds.

Financial and political corruption and poverty/ social inequality became more dominant concerns in 2019 with our *What Worries the World* monitor recording a long-term relative decline in concern about unemployment around the world.

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**People around the world estimate the number of unemployed people in their country to be on average 5 times greater than the actual**

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## FEBRUARY

### ENVIRONMENT & PACKAGING

The environment emerged as a key theme throughout the year, starting with our *Predictions for 2019* survey, which found that four in five expected global temperatures to rise this year.

As consumers are becoming more environmentally-conscious, sustainable approaches to packaging are now a corporate necessity. Our *Third Moment of Truth* paper argued that brands who show leadership in this area will be rewarded.

Further research on this topic showed that seven in 10 think single-use plastics should be banned.

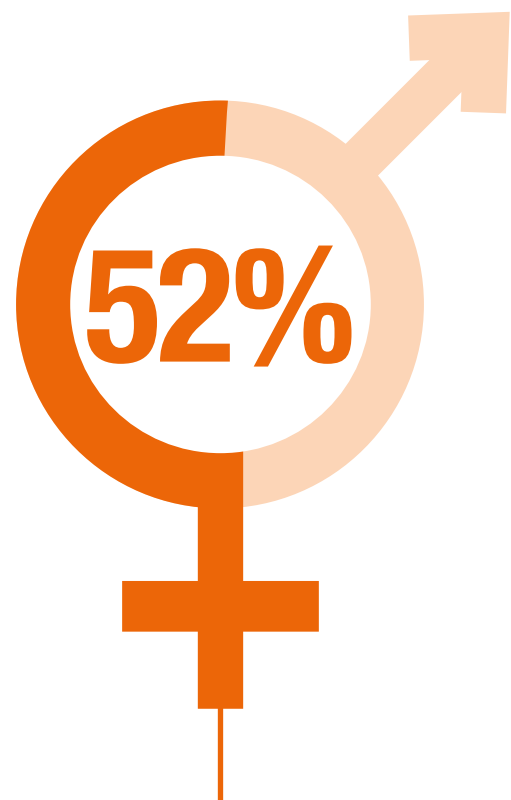
## MARCH

### AGEING & GENDER

Old age means different things depending on where you are in the world. It begins at 74 years old for people in Spain but 55 in Saudi Arabia, with 66 the global average. Only one-third of people globally report looking forward to old age.

More than half of people around the world think there are more advantages to being a man than a woman in society today, according to our survey on attitudes towards gender equality for International Women's Day.

Earlier in the year, Gillette's advertising campaign challenged gender stereotypes, generating a lot of discussion but also controversy. Our white paper *Be Bold, Be Creative, Do Research!* explored how to get the most out of an advertising campaign.



52% of people think that there are more advantages to being a man than a woman in society today. **Only 12% think that being a woman is more advantageous**

## APRIL

### REPUTATION, TECHNOLOGY & HEALTH

All companies are data companies now, according to the participants of this year's *Ipsos Reputation Council*. The report focused on 'techlash' and how companies across sectors can respond to its reputational challenges.

Will technology transform the traditional structures of healthcare? Our white paper on connected health looked at how tech-driven healthcare applications are moving into the mainstream and finds which countries are driving the trend.

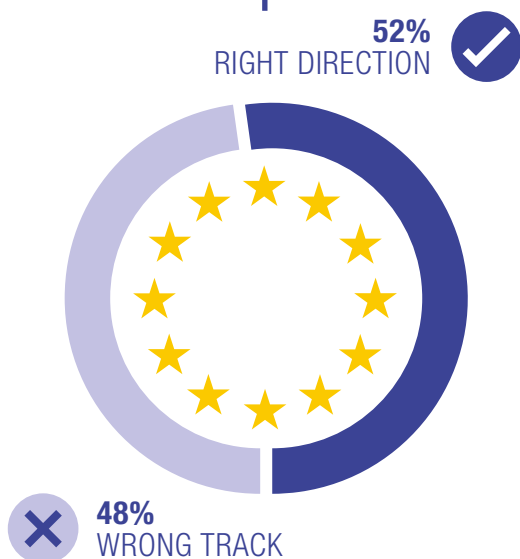
## MAY

### CLIMATE CHANGE & THE EU

Our survey for Earth Day showed that climate change is the top environmental concern for people around the world today, increasing in importance since last year.

To coincide with the European Elections in May, our special survey found a majority of people worldwide saying that the European Union has made the continent stronger, but there are concerns coming from European countries themselves.

48% of Europeans think that things in the European Union are on the wrong track



86% of our global Reputation Council members expected their businesses to be hit with data and privacy issues this year



## JUNE

### CUSTOMER EXPERIENCE & VACATIONS

Can brands keep their promises? Only one in five business executives give their own organisation top marks for delivering a customer experience that matches their brand promise. Our *Mind the Gap* white paper shows why it is important to align the two, and how it can be done.

Looking at summer holidays, we find the British are most likely to disconnect from work and Americans the least.

## JULY

### REFUGEES & HUMAN RIGHTS

For World Refugee Day, we found a majority of people supporting the principle of people seeking refuge from war or persecution. But, at the same time, one in four thinks their country cannot accept any refugees at this time.

People around the world are split on whether it is ever permissible to break international human rights law. When deciding on the closeness of relations with other countries, their human rights record is the second most important factor, after economic and security benefits.

## AUGUST

### IVORY COAST & SOUTH KOREA

We looked at the dynamics of society in Ivory Coast, Africa's fastest growing economy, but also home to great inequalities with 40% of the population living below the poverty line and women earning on average 60% less than men.

We set out the trends shaping society in South Korea today, which include a growing environmental awareness, the importance of healthy ageing, and a second cultural "Korean Wave" in the worlds of food and beauty.

## SEPTEMBER

### HAPPINESS & BEAUTY

This month saw two new international studies on happiness and beauty. Looking at all the things that make people happy, physical health emerged as the most influential and time spent on social media the least.

We found that mothers are more influential to women's beauty routines than media sources. And intrinsic characteristics such as happiness and confidence are considered to be more important than physical attributes in perceptions of how beautiful a person is.

## OCTOBER

### TRUST & POPULISM

Contrary to the dominant narrative, our *Truth About Trust* report told us that trust is not in crisis. Scientists are the most trusted profession, and politicians the least - but then again trust in politicians has always been low.

With this month seeing a continuation of social unrests and protests around the world, our new research found that, since 2016, populist and nativist opinions are either stable or growing in the 27 countries surveyed.

66% of people around the world say that traditional parties and politicians don't care about people like them

## NOVEMBER

### RETAIL & MENTAL HEALTH

Peak shopping season kicked off in November and our annual research on Black Friday looked at how the event continues to fare in today's omnichannel retail world.

For World Mental Health Day, we found that a majority of people in all countries surveyed say that mental and physical health are equally as important. But attitudes vary between age groups and countries, sometimes dramatically.

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## 8 in 10 think that the world has become more dangerous in 2019

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## DECEMBER

### MOBILITY, INFRASTRUCTURE & SECURITY

We rounded off the year with a look at where we are going - and how we will get there - in the *Future of Mobility*. Electric vehicles, autonomous driving, and shared mobility services are the key trends, but there are real barriers to overcome.

Electric vehicle charging is the worst-rated infrastructure sector around the world according to this year's global infrastructure index. Meanwhile, 2019 saw solar infrastructure overtaking road networks as the public's top priority for future investment.



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6. Global Attitudes towards Gender Equality
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8. Ipsos Reputation Council report
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For a monthly round-up of Ipsos research and analysis,  
see Ipsos Update: <https://www.ipsos.com/en/ipsos-update>