



SIGNALS

Understanding the
coronavirus crisis

The story so far

Tenth Edition

July 2020

THE STORY SO FAR – SIGNALS EDITION #10

Since its appearance at the start of the year, COVID-19 has continued to spread, affecting almost every country in the world. Things moved quickly: the progression from outbreak to pandemic was soon accompanied by the swift imposition of lockdowns in many countries. More recently, we have seen the gradual re-opening of society and the economy, at a time when the virus is still showing its capacity to spread out of control.

During this period, our *Signals* series has showcased some of the best of Ipsos' research and analysis from our teams around the world. This has included insights from our week-by-week **coronavirus opinion polling, expert perspectives** through our series of **Ipsos Views** thought leadership and analysis from our **social listening data**, alongside regular spotlights on what is happening in local markets through our **spotlights on countries**.

Each edition of Signals has been curated to help us all better understand the dynamics of the pandemic, charting our key learnings and identifying how attitudes and behaviours are evolving.

In this tenth edition, we recap on the content we have featured across the series and look back at some of the defining moments of the crisis so far. You can download previous editions from the [Signals home page](#).

Please email IKC@ipsos.com if you would like to subscribe to future publications from Ipsos.

You can also keep in touch with our latest research on the Ipsos website and via our social media channels; your regular Ipsos contacts are on hand to discuss how we can support you to better understand the coronavirus crisis and its implications for us all.

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Key takeaways from our coronavirus opinion polling, monitoring people's evolving attitudes and behaviours.

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SIGNALS WEBINARS

Designed to help our clients better understand the dynamics of the current situation and plan for the future.

THE PUBLIC MOOD

Key takeaways from our regular opinion polling.

Throughout this period, Ipsos has been tracking the public mood through regular opinion polling, monitoring evolving attitudes and new behaviours as people adapt to the realities of the coronavirus crisis.

Key takeaways include:

- Sentiment over [whether governments are doing a good job of containing the crisis](#) has fluctuated in a number of nations, with people in hard-hit countries more likely to be unhappy.
- People are confused about how you can spread, prevent, contract and treat coronavirus. Our findings show [theories about how COVID-19 spreads](#) vary widely, including from country to country.
- Under-exercising, anxiety and overeating top the list of [health concerns during lockdown](#), with women more likely to say they are impacted.
- A majority say that the cost of food, goods and services have increased for them and their families since COVID-19 began, according to our [cost of living](#) survey.

You can find the full index of our global opinion polling throughout the crisis on our [COVID-19 research page](#), keeping you connected to the latest research, analysis and expert insights.

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THE BIGGER PICTURE

Tracking public attitudes and the key trends over time.

GLOBAL CONSUMER CONFIDENCE INDEX



More countries show a rebound in consumer sentiment than a drop, according to July's 24-country *Global Consumer Confidence Index*. The Index is up 0.9 points from the previous month to 40.9, the first positive global growth since January 2020. However, the Index is currently 7.8 points below its pre-pandemic level of January and almost three points lower than at any time since its creation in March 2010.

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WHAT WORRIES THE WORLD



Our long-running 27-country *What Worries the World* survey has been tracking concern about coronavirus relative to other issues such as unemployment, crime and corruption over the last four months. The latest results finds that in July, the pandemic remains number one concern around the world, although just 43% of respondents now consider it a top issue compared to 63% in April.

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GLOBAL TRENDS



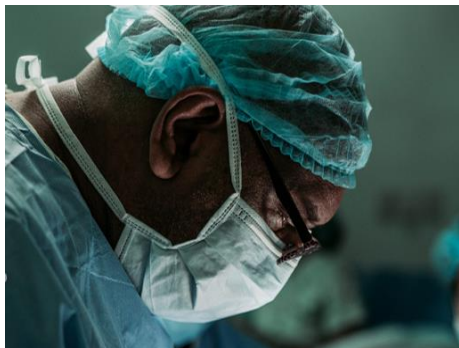
With the advent of COVID-19, people, governments and organisations are focused on immediate survival measures. Our *Global Trends* analysis identifies early signals from the current experience which could in turn influence longer-term change.

[READ MORE](#)

RESEARCH INSIGHTS

A selection of our key research reports and findings.

HEALTHCARE



What is the mood of doctors during COVID-19? Through social data analytics and medical crowdsourcing, our analysis of G-MED's Global Physician Online Community reveals the voices of physicians around the world. See also: [robotics in healthcare](#) and [patient centricity and the new healthcare system](#).

READ MORE

FOOD AND DRINK



In this report, we explore some of the key themes emerging in online conversations around food, including how eating habits have been changing and how brands can respond. See also: [What the Future: Food](#), an infographic on [the new restaurant experience](#), and [changing food habits in MENA](#).

READ MORE

TRAVEL



The travel and hospitality industries have been hit especially hard by COVID-19. As part of our *What the Future* series, we explore the near future patterns, data and consumer behaviours that will shape their recovery. See also: [hospitality post-COVID-19](#) and the [future of travel panel discussion](#).

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CLIMATE CHANGE



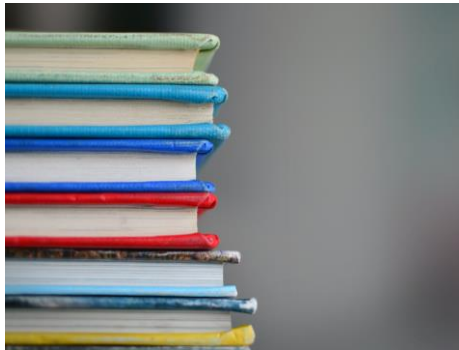
2019 may have been the year of climate emergency, but 2020 is clearly the year of COVID-19. Our report looks at how attitudes and behaviours have changed and examines the emerging mandate for a “green” recovery. See also: a [survey on behalf of the World Economic Forum](#) looking at post-COVID-19 stimulus packages.

READ MORE

RESEARCH INSIGHTS

A selection of our key research reports and findings.

EDUCATION



This report explores the findings from the digital Children's Advisory Panel study, where over 7,000 children from across seven Nordic and Baltic countries shared their experiences with digital learning during the COVID-19 pandemic.

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MEDIA



Media and advertising patterns have changed considerably around the world with increased viewing of both entertainment and news content at different times of the day. We look at the local story in the [UK](#), [MENA](#) and [Italy](#). See also: [The evolved role of TV in the lockdown family household](#).

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AFFLUENT



Our Affluent Consumer Survey shows that the wealthier segment of the US population, who are insulated from the worst of the economic effects, may emerge from the crisis with greater intent to purchase in a number of sectors. Read [part one](#) and [part two](#) of the report.

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HEALTH AND SAFETY



As the economy and businesses continue to reopen, brands must take steps to ensure consumers feel safe while shopping at their locations. Ipsos' *Consumer Health & Safety Index* determines the safety initiatives that are most important to customers and measures how effectively brands are meeting those needs.

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POINTS OF VIEW

Our series of *Ipsos Views* thought leadership.



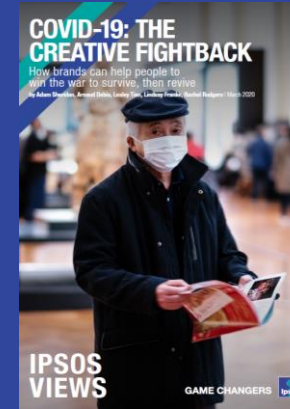
CORONAVIRUS AND BEHAVIOUR CHANGE

What does it mean for brands?
[Read more.](#)



INNOVATING IN CHALLENGING TIMES

Read: [Issue 1](#) and [Issue 2](#)



THE CREATIVE FIGHTBACK

How brands can help people to win the war to survive, then revive.
[Read more.](#)



BRAND GROWTH IN TIMES OF CRISIS

Revisiting brand-building during the pandemic.
[Read more.](#)



STAYING CLOSE TO YOUR CUSTOMERS

Why customer experience still matters amid COVID-19 and social distancing.
[Read more.](#)



BRAND RITUALS IN A LOW-TOUCH WORLD

What's next for brands?
[Read more.](#)

POINTS OF VIEW

Our series of *Ipsos Views* thought leadership.



KEEPING THE SHOW ON THE ROAD

How to adapt audience measurement methods in times of crisis. [Read more.](#)



THE FORCES OF CUSTOMER EXPERIENCE

The science of strong relationships in challenging times. [Read more.](#)



FORECASTING IN CHALLENGING TIMES

Considerations and actions before, during, and after coronavirus. [Read more.](#)



CUSTOMER NEEDS IN TIMES OF CRISIS

Lessons and challenges from the automotive industry. [Read more.](#)



ADAPTING PRODUCT TESTING IN CHALLENGING TIMES

Be contactless, leverage technology, get social. [Read more.](#)



THE ROLE OF CULTURE IN A GLOBAL CRISIS

Understanding how identities and values shape behaviours. [Read more.](#)

SOCIAL LISTENING

A round-up of analysis using data from Synthesio, our social listening platform.

INITIAL SHOCK



From worries about global economic markets to concern for personal safety, coronavirus is one of the most active topics on social media. Our analysis in March of over 40 million social media posts charted the emerging attitudes of people around the world.

[READ MORE](#)

MISINFORMATION



In this analysis, we examine how social networking sites are combating misinformation in online coronavirus conversations, at a time when more of us are relying on them to connect with friends and family and as a source of news.

[READ MORE](#)

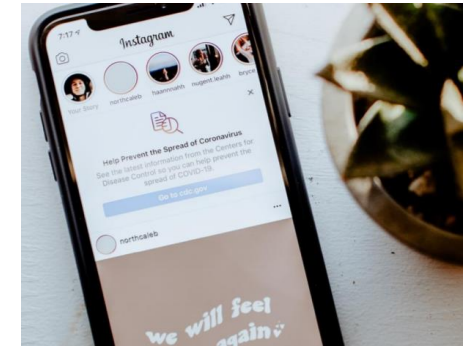
VIDEO GAMING



Video gaming has experienced a massive surge in players and revenue during the crisis as a way to connect with others. Using social listening data, we examine what people have been saying online about video gaming and identify some interesting new trends.

[READ MORE](#)

COUNTRY FOCUS



Despite COVID-19 being a global pandemic, many parts of the world are responding to their respective outbreaks very differently. Here, we examine online conversations in three countries: China, France and the US. See also: social media analysis in [the UK, India and Japan](#).

[READ MORE](#)

COUNTRY SPOTLIGHTS

A selection of our headline reports from around the world:



US

AXIOS-Ipsos
Coronavirus Index.
[Read more.](#)



CHINA

Optimism and anxieties
during the pandemic.
[Read more.](#)



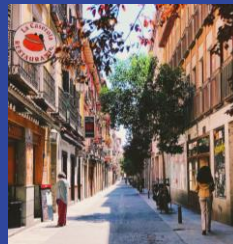
ITALY

Italy in the time of
COVID-19.
[Read more.](#)



FRANCE

DataCovid: The weekly
COVID-19 barometer.
[Read more.](#)



SPAIN

The impact of the
virus in Spain.
[Read more.](#)



UK

Life under lockdown:
The COVID-19 video
diaries. [Watch now.](#)

Explore our round-up of polls, papers and reports from different countries:

- [Russia](#)
- [Brazil](#)
- [India](#)
- [Canada](#)
- [Singapore](#)
- [Turkey](#)
- [Jordan](#)
- [Japan](#)
- [Australia](#)
- [Kenya](#)
- [Saudi Arabia](#)
- [Philippines](#)
- [South Africa](#)
- [Peru](#)
- [Vietnam](#)

WEBINARS AND PODCASTS

Ipsos' programme of webinars has been exploring public opinion and featuring expert insights on the pandemic. Visit our [dedicated COVID-19 webinars hub page](#) for upcoming webinars and to catch up on previous recordings.



STREAMING WARS POST-COVID

Looking at the past, present and future to understand the dynamic between consumers and services. [Watch now.](#)



THE PATH FORWARD

Our team in Canada discuss the consumer behaviours that are likely to 'stick' as we emerge from isolation. [Watch now.](#)



APAC DIGITAL DOCTOR

Findings from a 9-country study exploring doctors' attitudes and behaviours when it comes to digital health in APAC. [Watch now.](#)



NEW CODES OF CELEBRATIONS

Our team in Malaysia present lessons from Raya against the backdrop of COVID-19. [Watch now.](#)



LESSONS LEARNED FOR BRANDS

What COVID-19 has taught us about how brands should respond to the crisis. [Watch now.](#)



SHAPING THE FUTURE

Portfolio strategy for brands has never been more topical. [Watch now](#) (webinar in Italian).

PODCASTS:

- **Customer Perspective** – Weekly podcast exploring all things customer experience, mystery shopping and channel performance.
- **Insight Out** – Monthly Ipsos UU podcast looking at emerging trends, new innovations, and creative ways to get closer to people in real life.

SIGNALS WEBINARS

A forum for sharing key learnings with clients.

Linked to our digest and featuring commentary from a range of Ipsos experts, the *Signals* webinars have been at the core of our ongoing programme to help our clients better understand the dynamics of the current situation and plan for the future.

Each webinar has seen us review the latest research and analysis, bringing in commentaries from Ipsos' experts alongside eyewitness accounts of what's been happening on the ground.

You can access all the previous recordings on our dedicated [Ipsos COVID-19 webinars hub page](#).

Coming up

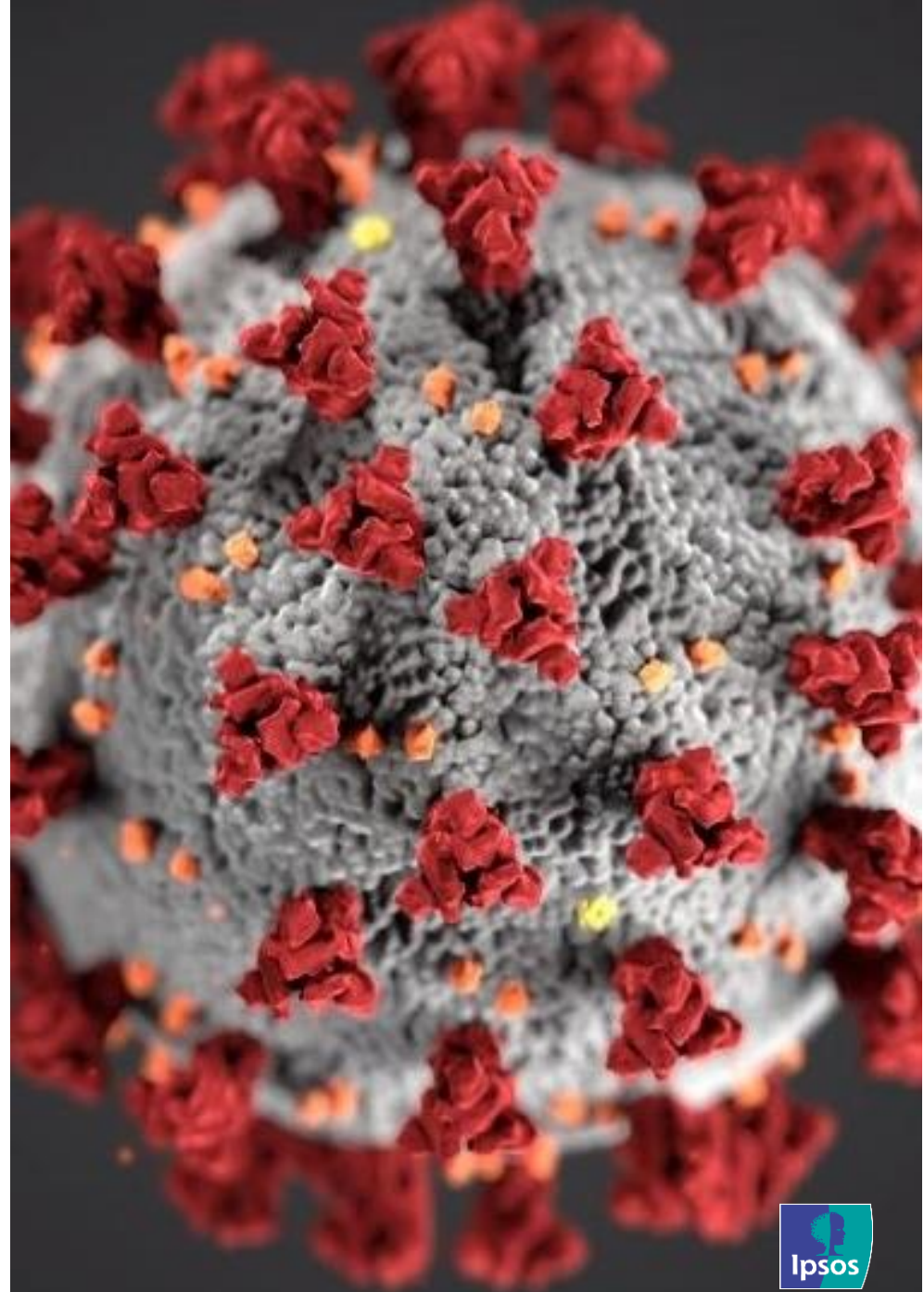
A new Ipsos webinar series begins on September 10 and you can register for the first session now. We will be taking a look at what the latest research is telling us about people's motivations and behaviours as they experience this increasingly multi-dimensional crisis. This will include a look at how building our understanding of the role played by different cultures can help us develop a more nuanced picture of what's happening.

With many people turning to "affordable luxuries", we will be examining the role premium products can play in consumers' lives, while also asking how packaging needs to adapt in order to be clean, green *and* affordable. Register here for [Session 1 at 11am CET](#) or [Session 2 at 5pm CET](#).

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CONTACT



CONTACT

All the information within this document is in the public domain – and is therefore available to both Ipsos colleagues and clients.

We will be featuring the latest analysis every month through our Ipsos Update publication; please email IKC@ipsos.com if you would like to subscribe.

In the meantime our latest research will be shared on Ipsos' websites and social media channels; your regular Ipsos contacts are on hand to discuss how we can support you to better understand coronavirus and its implications for us all.

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