

A YEAR IN REVIEW

Lives Disrupted

We take a look back at 2020, taking four moments from the last 12 months as our reference points:





**One Year
Ago**

1

2020 Predictions Survey

Fieldwork dates

**26 November –
6 December
2019**

We start with a look back at how people were feeling at the start of the year, drawing on findings from the annual Ipsos *Predictions Survey*, conducted in 33 countries around the world

Explore the results [here](#)

Ipsos Predictions 2020 Survey

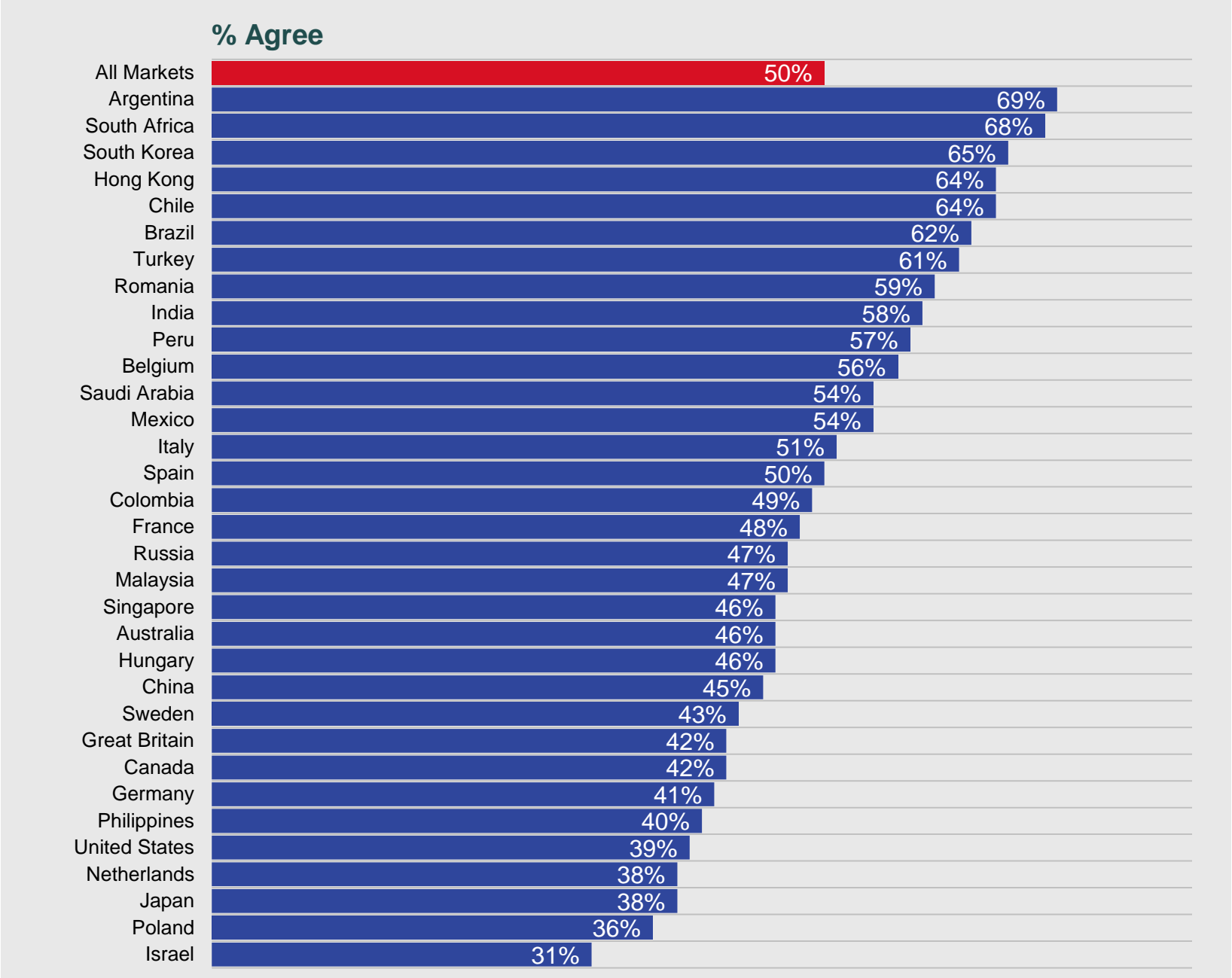
Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements:

50%

2019 was a **bad year** for me and my family



Base: 22,512 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Philippines, Poland, Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Turkey and the United States.



Ipsos Predictions 2020 Survey

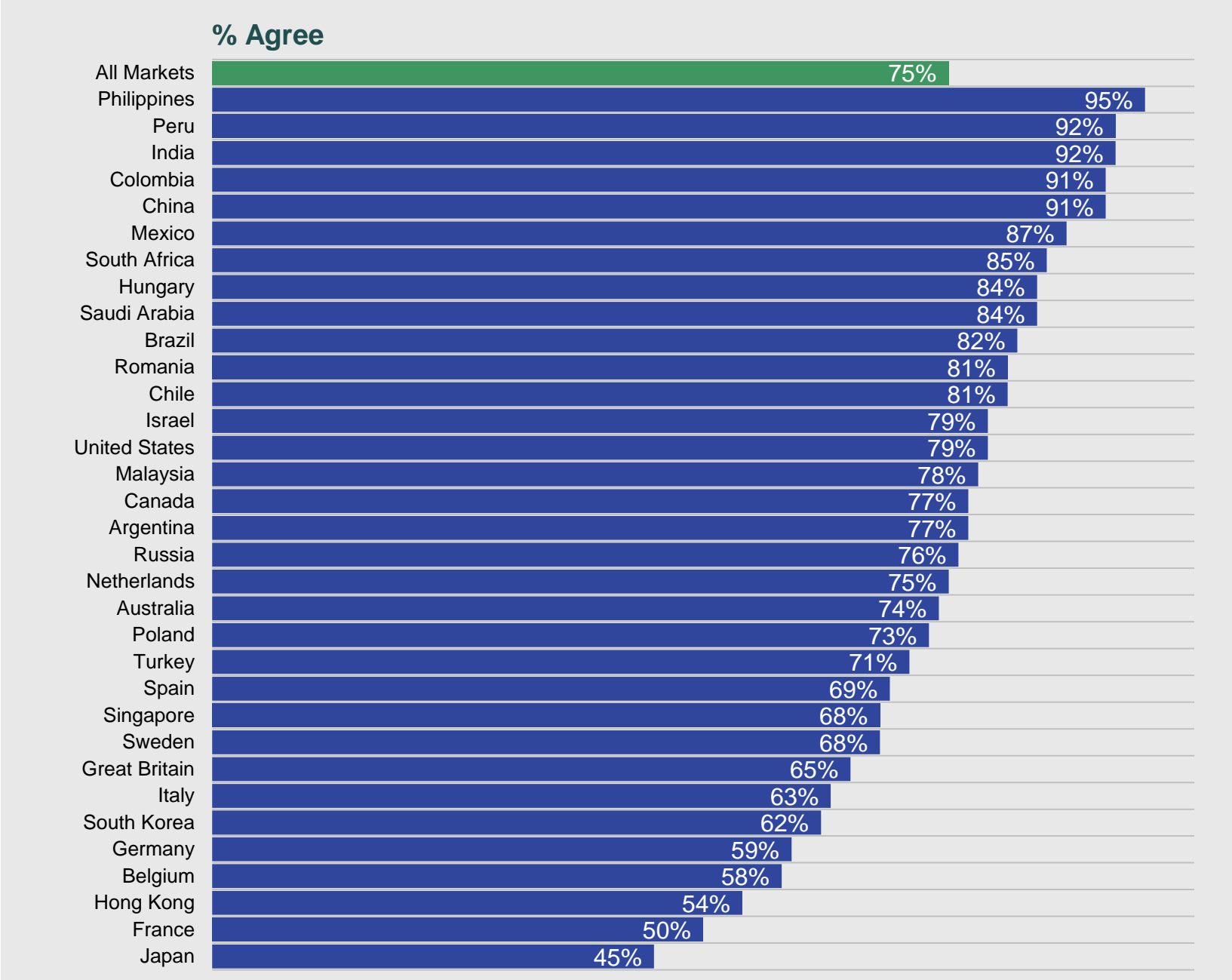
Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements:

75%

I am optimistic that 2020 will be a better year for me than it was in 2019



Base: 22,512 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Philippines, Poland, Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Turkey and the United States.



A woman with long dark hair, wearing a white face mask and blue gloves, is pushing a metal shopping cart in a supermarket aisle. She is wearing a brown jacket over a yellow and white striped shirt. The aisle is filled with rows of empty shopping carts, and the background shows large glass windows of the store.

**58 days into 2020, things
felt very different indeed...**

27 Feb

21 March

2



Two headlines from *The Economist*, just 3 weeks apart, serve as a reminder of how quickly the situation changed during March.

Browse the front covers [here](#)

Coronavirus becomes real



TRACKING THE CORONAVIRUS

RESULTS FROM A MULTI-COUNTRY POLL

February – March 2020

By early March, we had started to track attitudes and emerging behaviours.

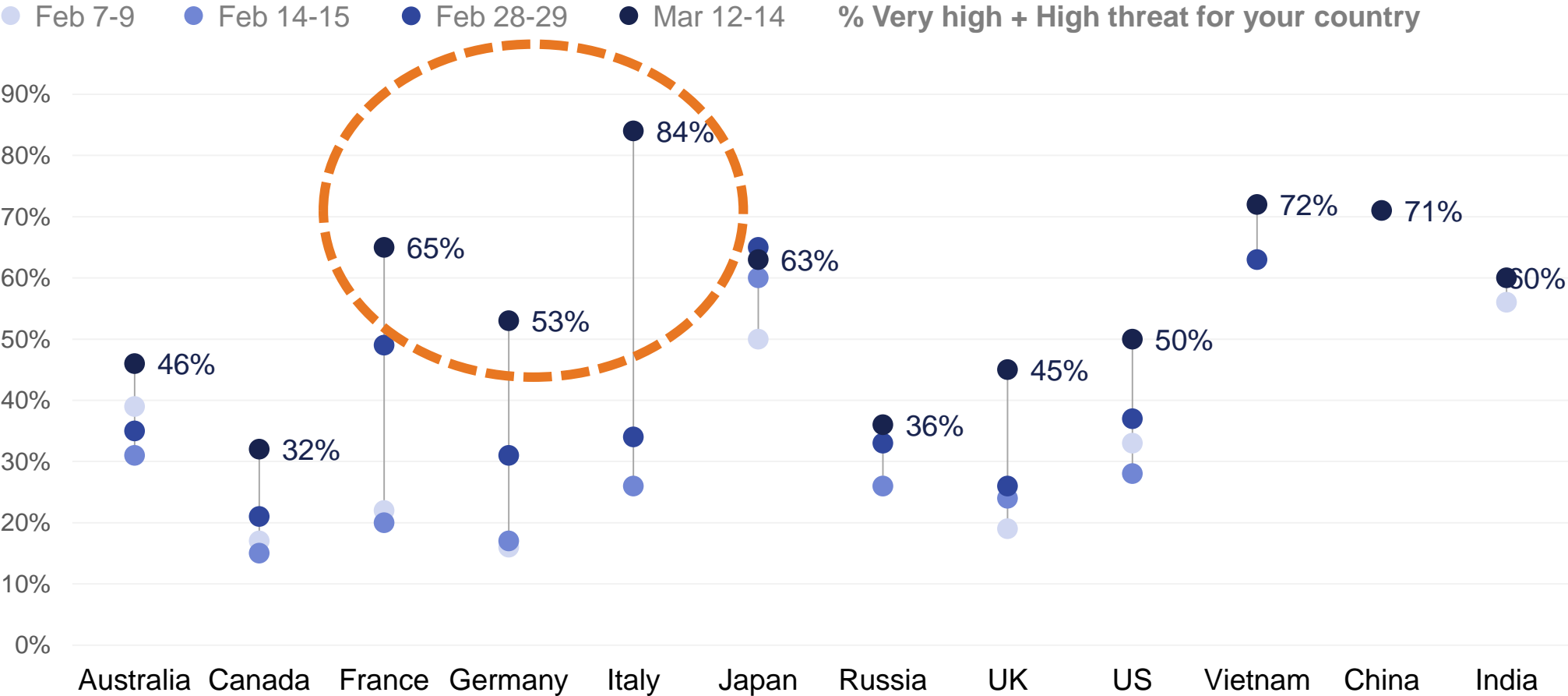
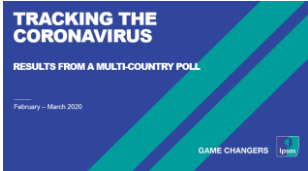
The extract overleaf illustrates just how quickly the situation was changing, particularly in Europe.

*12 countries, 12-14 March.
Results [here](#)*

Rise in perception of threat to country

12-14 March

What level of threat do you think the coronavirus poses to *your country*?



WHAT WORRIES THE WORLD

March 2020

Our monthly *What Worries the World* survey tracks the main topics of concern to people across more than 20 countries.

By March, the advent of the pandemic prompted changes to our questionnaire...



GAME CHANGERS

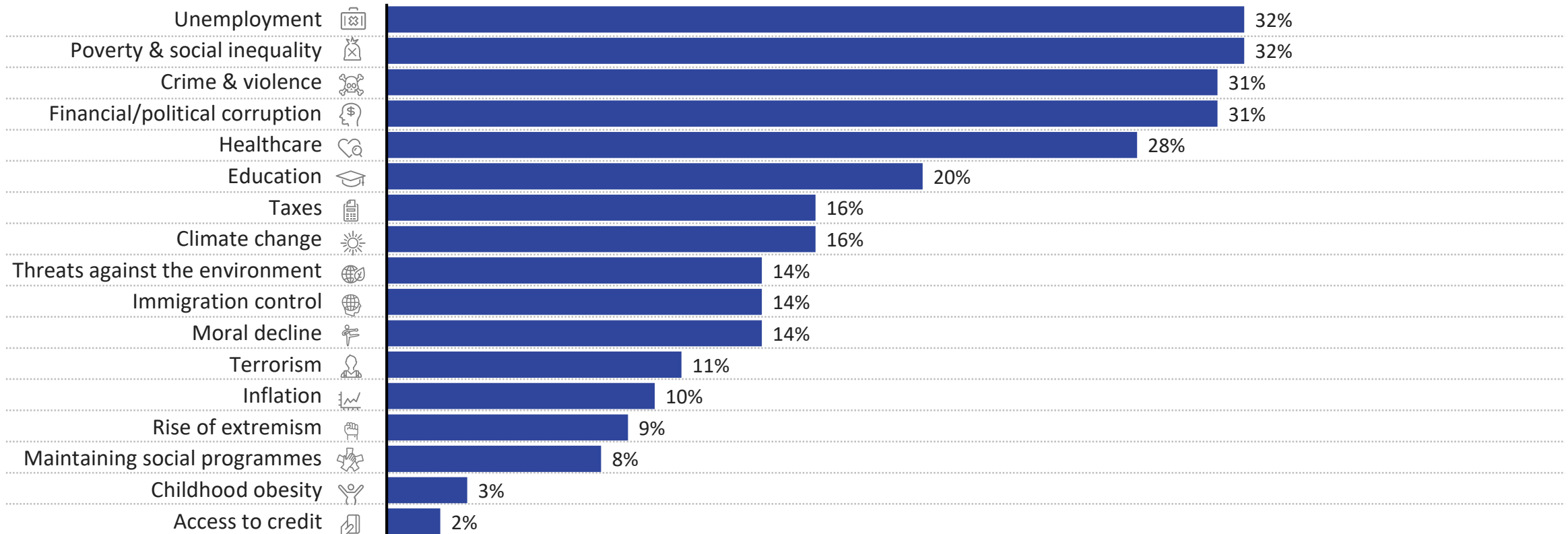


World worries: March 2020

Results BEFORE the inclusion of COVID-19 on the list of topics

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

Mentioned in March 2020 (%)



Base: Representative sample of 20,533 adults aged 16-64. March 2020

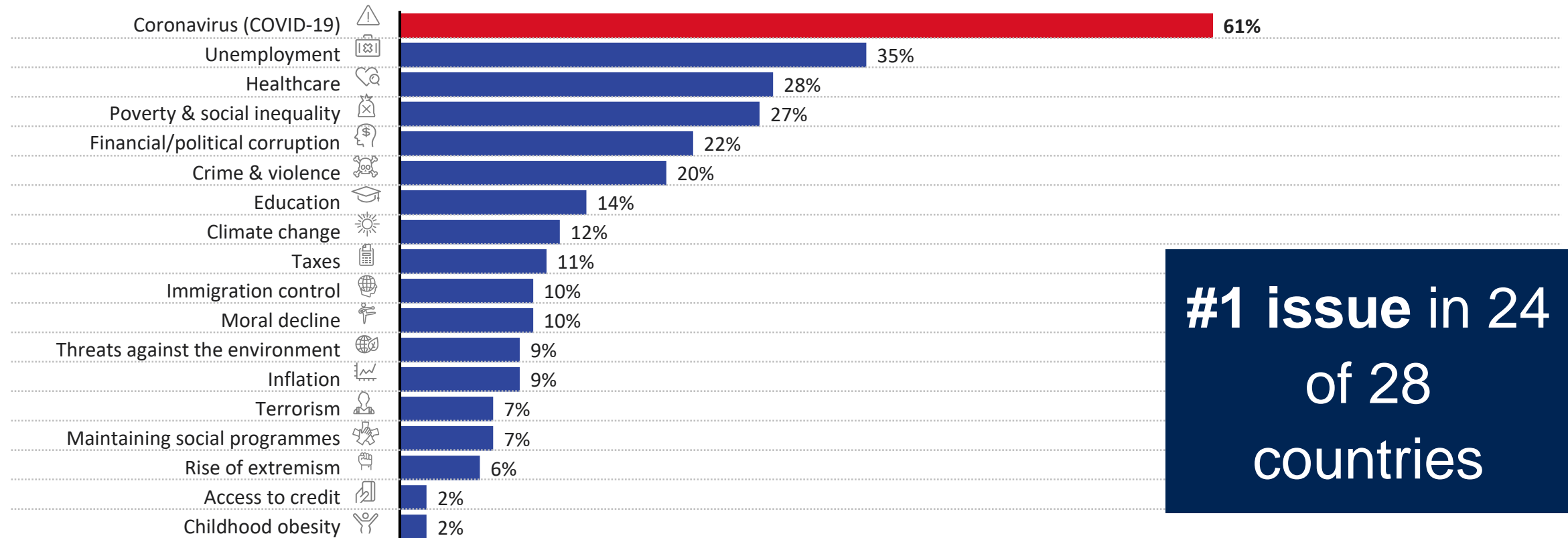
Source: Global Advisor

World worries: April 2020

One month later:
Results AFTER the
inclusion of COVID-19
on the list of topics

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

Mentioned in April 2020 (%)



**#1 issue in 24
of 28
countries**

Base: Representative sample of 19,505 adults aged 16-74. April 2020
Source: Global Advisor



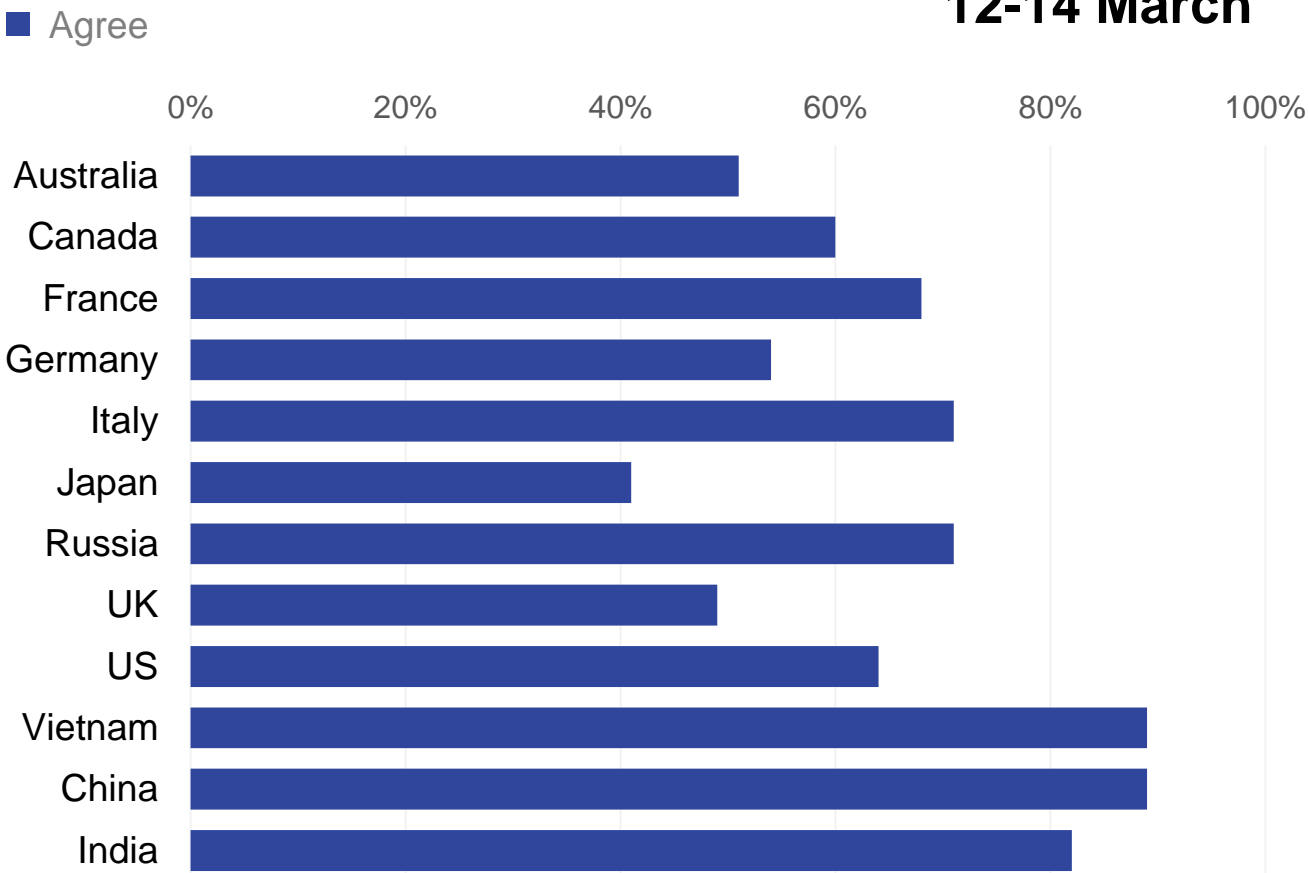
**“I expect
things to
return to
normal by
June”**

Despite high levels of concern about the coronavirus, many expected the pandemic to be a relatively short-run thing, as the extract overleaf (from one of our March results presentations) illustrates.



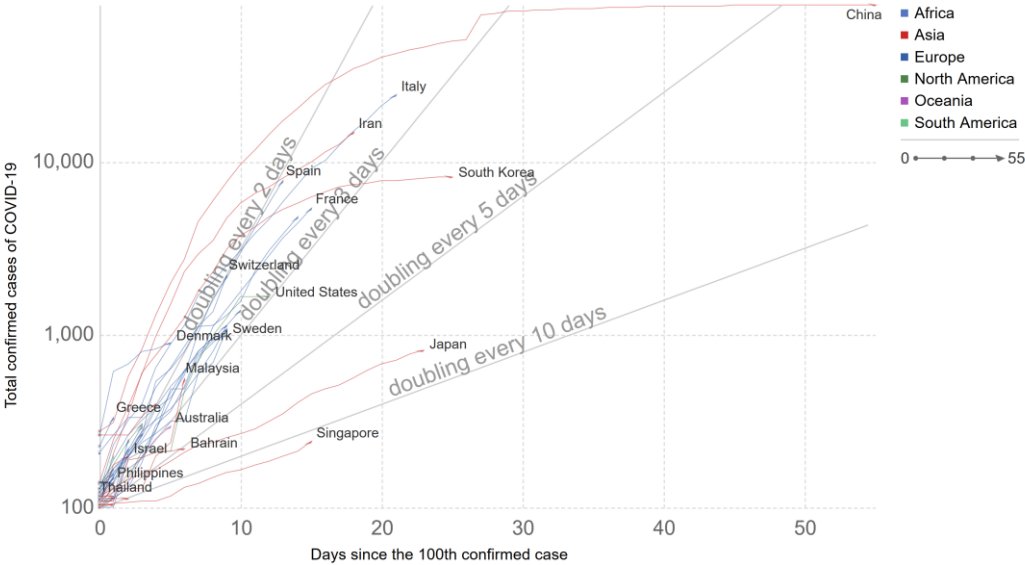
Majorities in many countries are optimistic that things will return to normal by June, despite trajectories showing the opposite

"I expect things to return to normal by June"



Total confirmed cases of COVID-19

The starting point for each country is the day that country had reached 100 confirmed cases. This allows us to compare the trajectory of confirmed cases between countries. Because of limited testing the number of confirmed cases is lower than the number of total cases.



Source: WHO COVID-2019 Situation Reports

OurWorldInData.org/coronavirus • CC BY

Fast-forward to June 2020

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“I expect things
to return to
normal ~~by June~~
within 1-2
years”

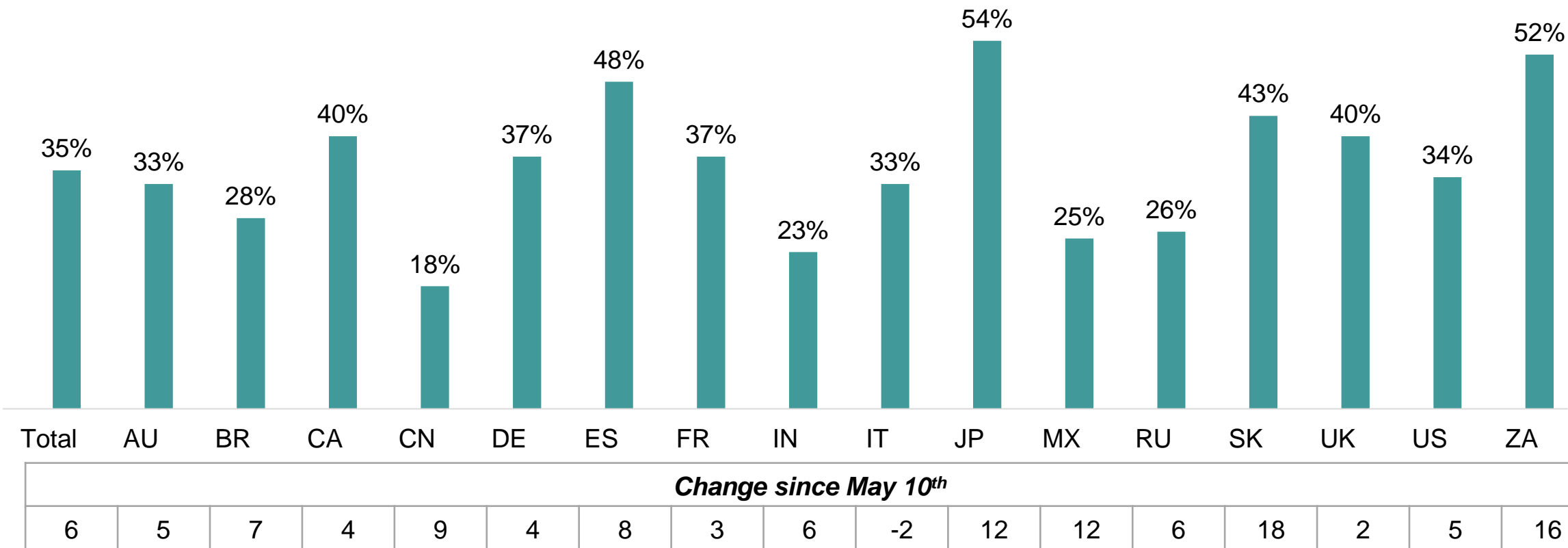
Within a few months, expectations of when things would return to normal were retreating into the distance, as the extract overleaf (from one of our June results presentations) illustrates.

The view to ‘normal’ continues to retreat into the horizon

How long do you think it will take before things feel like they are getting back to normal?

% saying **1 year or more**

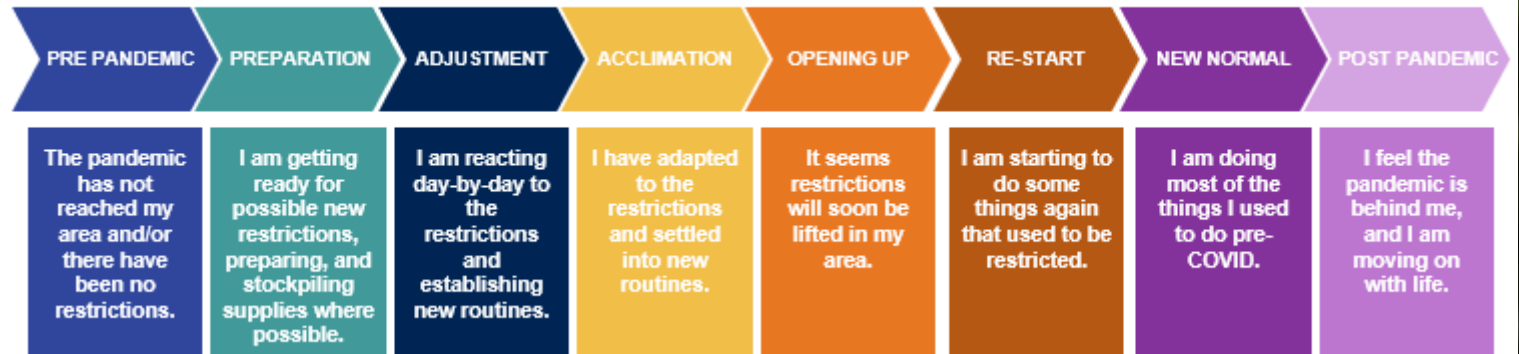
10-14 June



IPSOS ESSENTIALS SURVEY RESULTS

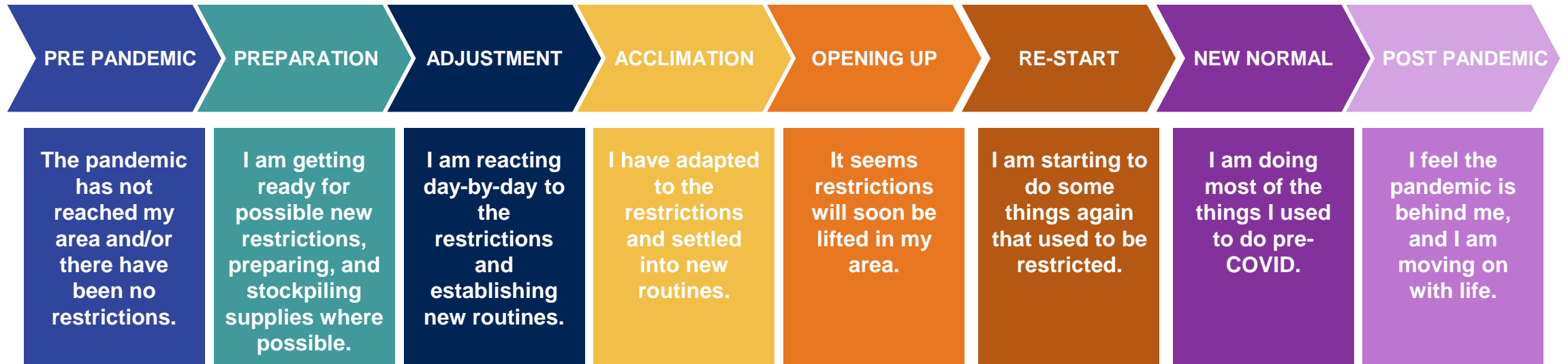
June

Phases of the Crisis



The phases of the crisis: self-assessment

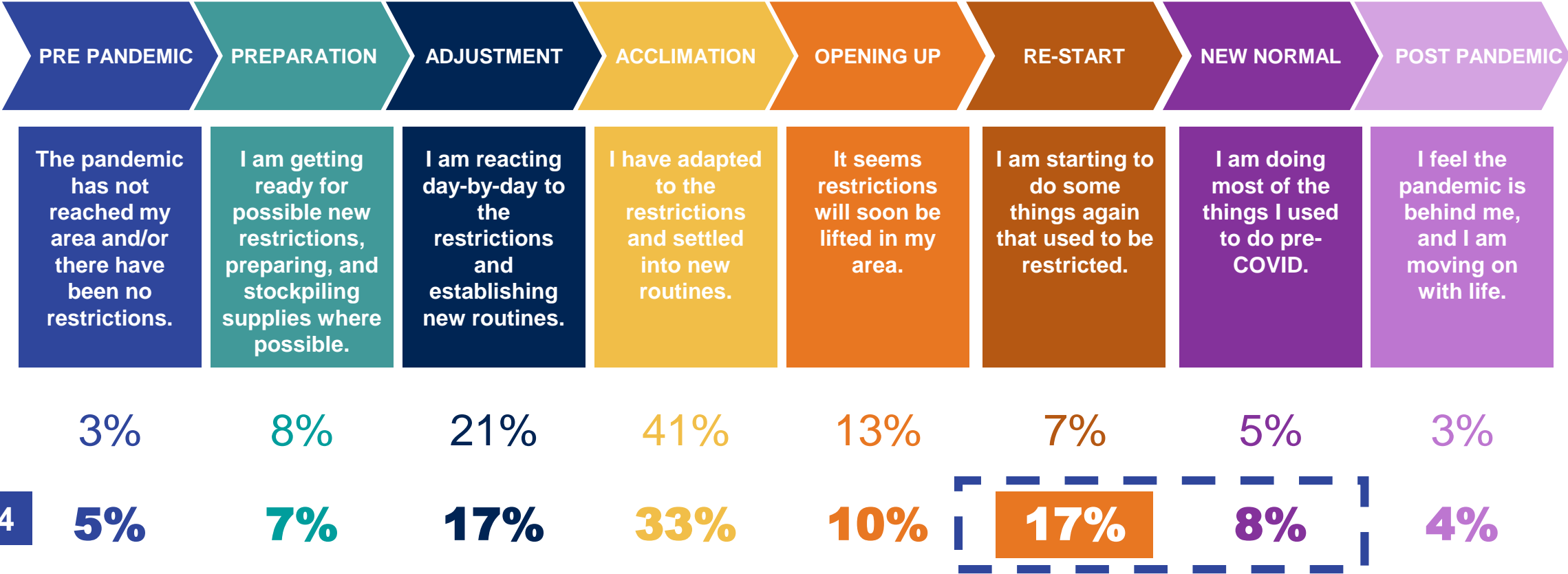
“There are often several phases or stages that people go through when times are hard. Which one of the following phases do you feel best describes your current situation?”



By June, we had been monitoring people’s assessments of their current situation for a period of time. It was clear early on that this would not be a simple “linear progression”. But at this point in the year, there were some promising signs. The extract overleaf (from one of our June results presentations) illustrates this.

In 4 weeks, those **advancing** to “re-start” has more than doubled

“There are often several phases or stages that people go through when times are hard. Which one of the following phases do you feel best describes your current situation?”



Where are we now?

4

Please bookmark our
COVID-19 research
[home page](#) for all the
latest updates and
releases

IPSOS ESSENTIALS SURVEY RESULTS

Tracking consumer attitudes and
behavior in a time of crisis

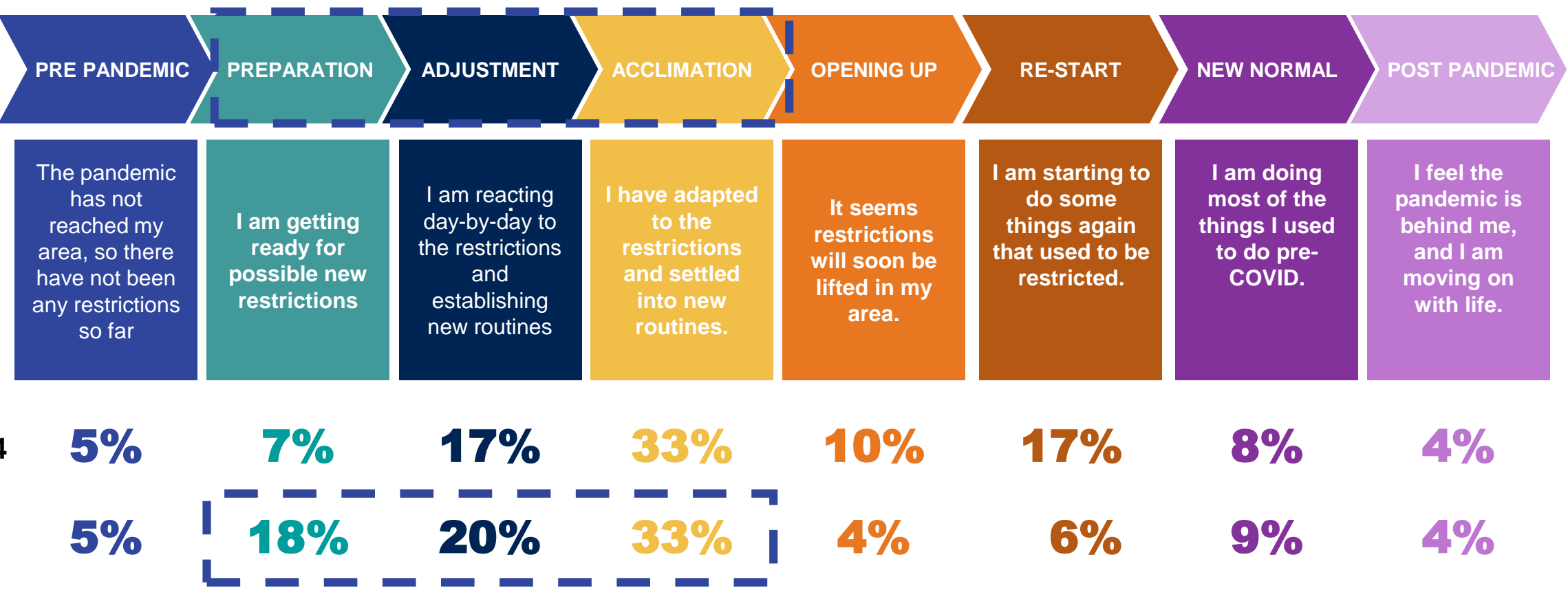
November

These results provide an update on how
people around the world assess their own
current situation, 11 months into the year.



We are no further on than we were in June...

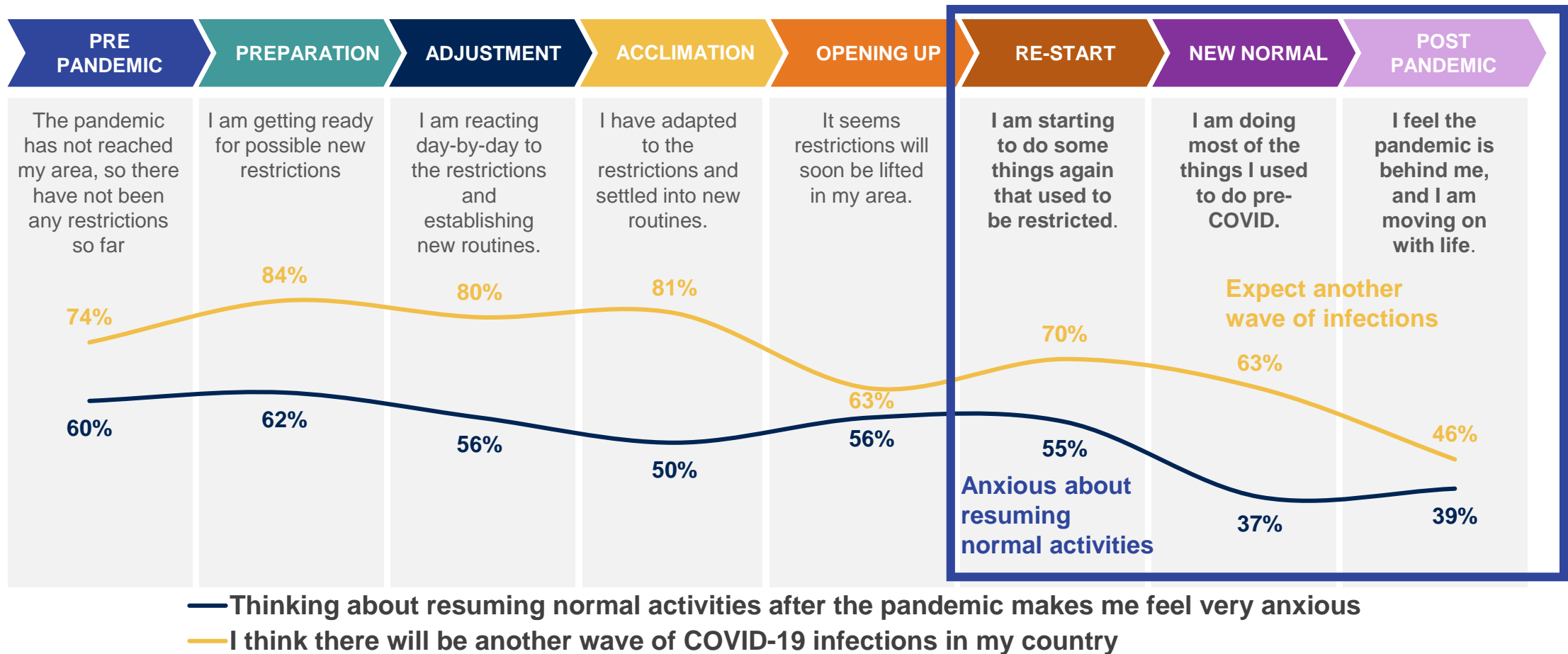
“There are often several phases or stages that people go through when times are hard. Which one of the following phases do you feel best describes your current situation?”



Note: The “Phases” question wording changed slightly at the start of July; this chart shows the current wording

Even among those in a “post pandemic” phase, **anxiety** and **concern of another wave** remain for many citizens

Phases: COVID Anxiety and Perceptions



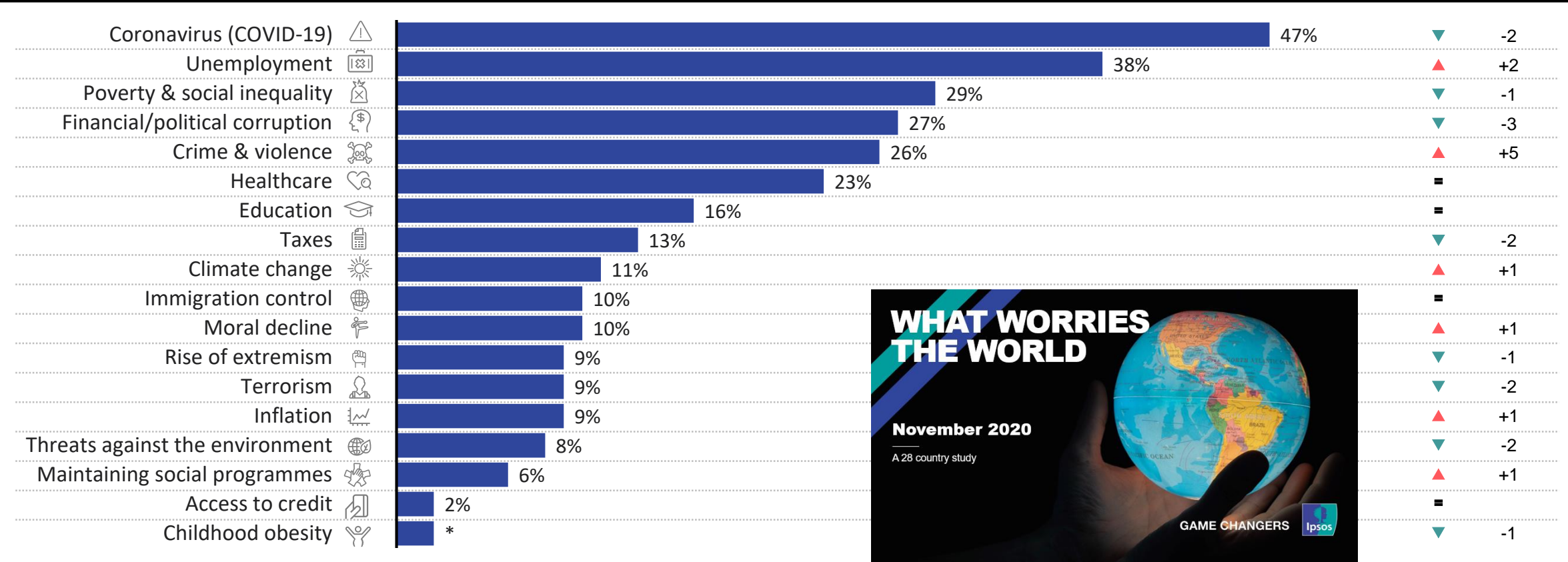
Q. There are often several phases or stages that people go through when times are hard. Which one of the following phases do you feel best describes your current situation regarding the COVID-19 pandemic **Q: To what extent do you agree or disagree with each of the following?** (n=14520)

What Worries the World?

Coronavirus is still the #1 worry

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



Latest results [here](#)



And Now What?

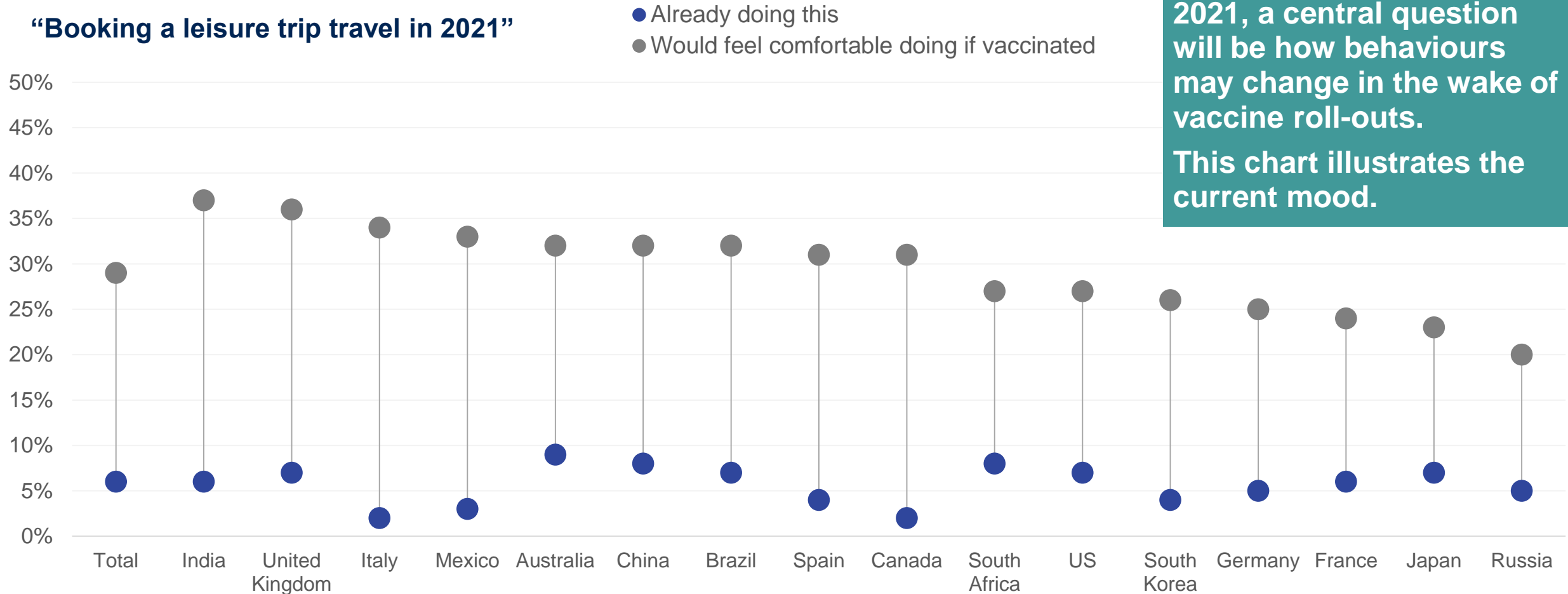


The Economist,
14 November

*Browse the front covers
[here](#)*

Vaccination shows promise to jump start re-engagement with travel activities

“Booking a leisure trip travel in 2021”



In the first months of 2021, a central question will be how behaviours may change in the wake of vaccine roll-outs. This chart illustrates the current mood.

Q: You mentioned that you're not currently doing the following activities. Which of the following would you be comfortable with if you were to get vaccinated for COVID-19? (n=14437)

A YEAR IN REVIEW

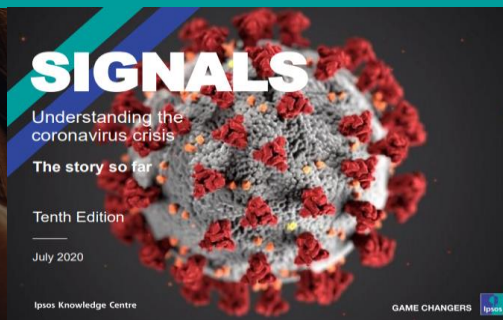
Post-script

This presentation was adapted from the *Ipsos KEYS* Year in Review webinar.



Access the recording [here](#)

Ipsos' *Signals* project charted experiences of the 1st wave of the pandemic around the world.



Browse the resources [here](#)

Each month, *Ipsos Update* presents a digest of the latest Ipsos research & analysis.



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