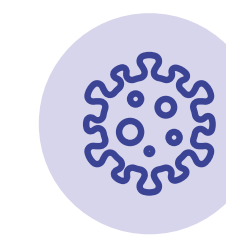


IPSOS YEAR IN REVIEW 2020

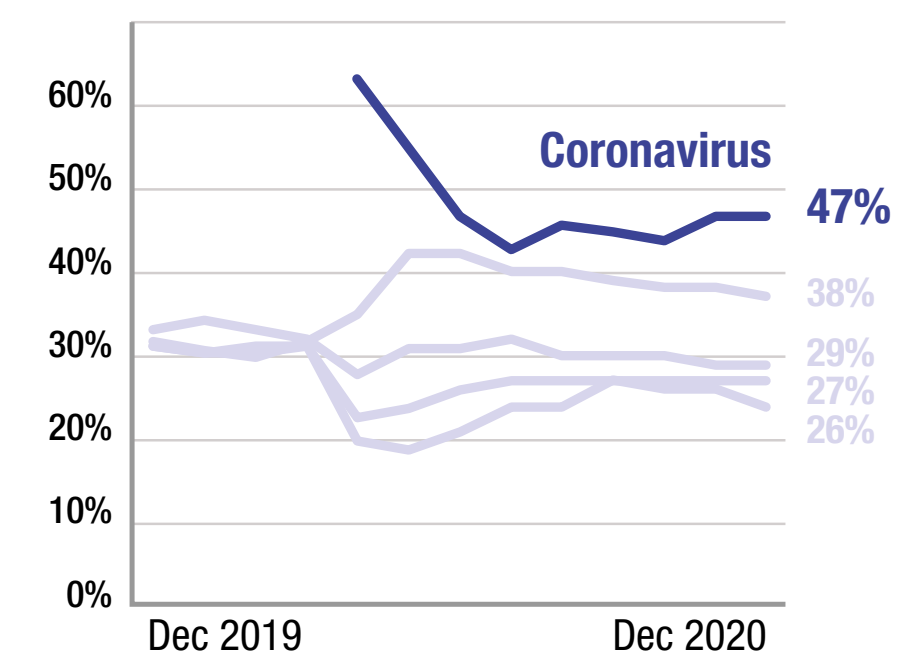
This has been a year of momentous change – real and anticipated. In the pandemic era, Ipsos teams around the world have turned their focus to understanding its various impacts, tracking the public response, and exploring how we can navigate challenging times. As we pause to reflect at the end of the year, here are some Ipsos research highlights you may have missed during the dizzying events of 2020.

Coronavirus crisis

2020 is a year that will be forever defined by Coronavirus. It has come to dominate many of our global studies such as *What Worries the World*, jumping ahead of issues including unemployment and poverty/inequality.



Coronavirus has been the number one global concern since first being included in our survey in April 2020. At the time, 63% globally said this was a top issue facing their country.



'Pandemics and infectious diseases' has risen from being the 8th greatest future global risk in 2019 to 1st in 2020.

Future change

At the start of the year, 8 in 10 thought the world was changing too fast. The events of this year have raised questions about the kind of world we want.



72% prefer their life to change significantly



86% want the world to change significantly

In the wake of the disruption caused by the pandemic, people are showing a strong desire for change.

Social progress 53% **Economic growth 47%**

But people are split on whether they think social progress or economic growth should be the priority in a post-COVID world.

Healthy lives

Health has moved front and centre in our priorities this year. Even in this challenging period, we found some encouraging reviews of local health systems.



Health & physical wellbeing is the top source of greatest happiness globally, selected by 55% worldwide

Our global health service monitor found increasing trust in health services to provide a good standard of care.

41% 2018 **50%** 2020 ▲+9

Australia, the Netherlands and Great Britain are happiest with quality of health care in their country.

81% say quality of care is good/very good **Australia**

79% **The Netherlands** **76%** **Great Britain**

Climate emergency

Climate emergency was the top unifying value of 2019 globally, according to our Global Trends survey – and these concerns persist today.



80% think we are heading for environmental disaster unless we change our habits quickly



60% say they are paying more attention to their environmental impact as a result of COVID-19

How do people think we can solve problems relating to climate change?



54% changing lifestyles



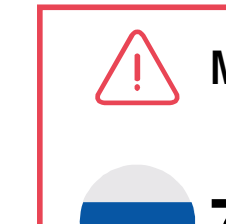
29% technological innovations

Work matters

This year saw concerns about jobs and unemployment increase in the context of the COVID-19 crisis.



54% globally are concerned about losing their job in the next 12 months



Most concerned



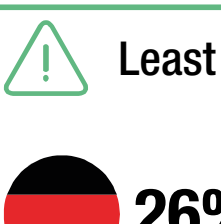
75%

Russia



73%

Spain



Least concerned



26%

Germany



30%

Sweden



35% think it is likely their job will be automated in the next 10 years

Digital lives

Over 50% of the global population is now online and many aspects of our "offline" lives have shifted to online channels this year – from socialising to shopping, learning and working.



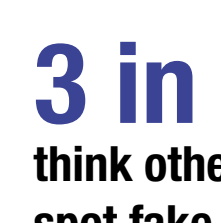
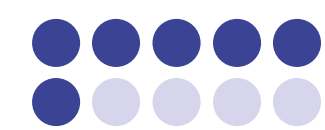
eCommerce isn't completely frictionless: 2020 has seen an increase in the proportion who find shopping online more difficult than in physical stores



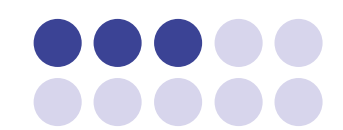
1 in 4 think higher education will be conducted all or mostly online 5 years from now



6 in 10 say they can spot fake news



3 in 10 think others can spot fake news



Brand expectations

Brands have had to rethink their approaches during challenging and changing times, as well as rising expectations from consumers.



7 in 10 want to hear what brands have to offer during the crisis



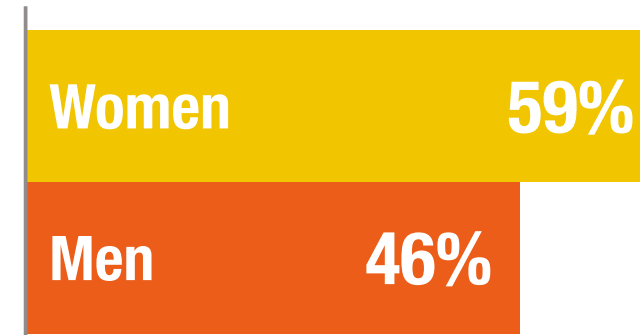
6 in 10 globally tend to buy brands that reflect their personal values

These questions are explored in two key Ipsos Views papers released this year. *Dancing with Duality* outlines the science behind consumer decision-making, while *The Forces of Customer Experience* looks at how to foster more emotionally attached customers, who are more likely to be loyal.

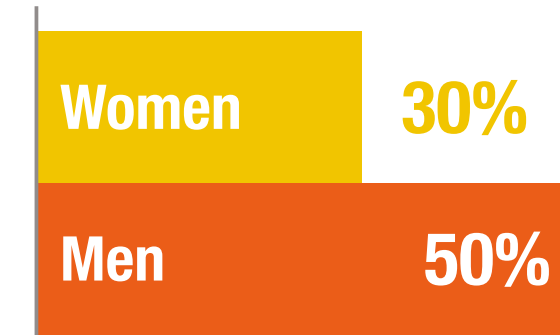
Gender (in)equality

Ipsos research this year has found women to be disproportionately affected during the crisis, both in terms of health outcomes and economically.

% have experienced burnout, anxiety or depressing during the Coronavirus crisis



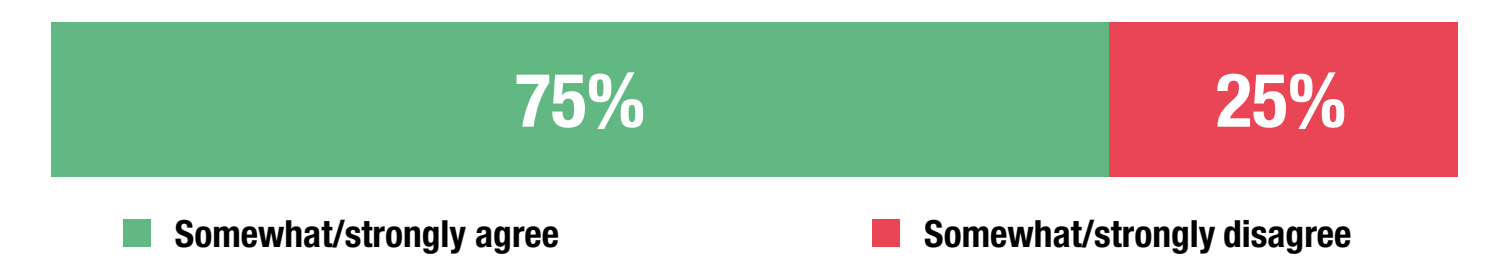
% who say gender equality in the workplace exists



Gender stereotypes persist worldwide, for example a majority think the primary role of a woman in society is to be a mother.

Race and diversity

Three-quarters globally think that having a diverse population is a very good thing for their country.



58% of Americans acknowledge that racism is built into the economy, government, and educational system.

83% black Americans

50% white Americans

Nations ranked

Our global surveys have explored the perceptions of different countries, exposing some clear winners and losers. The US and China in particular have not fared well.

Germany Top "Nation Brand" in 2020

New Zealand Best response to the pandemic

Canada Most positive influence on world affairs

In a ranking of which countries will have the most positive impact on the world in the coming decade, the US moves down 4 positions to 10th place and China has dropped 12 positions to 35th place.

10th US ▼ 4 positions

35th China ▼ 12 positions

This "Year in Review" infographic was produced by the Ipsos Knowledge Centre in December 2020. Based on research and analysis by Ipsos teams around the world throughout the year, it presents a selection of research findings grouped around 10 themes, as we looked to better understand society, markets and people in an exceptional year.