

YEAR IN REVIEW

A look back at the highlights from
Ipsos research and analysis in 2021



WHAT DID WE DISCOVER?

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WHAT DID WE DISCOVER?

Key stats from global surveys during 2021



Only **four in 10** thought that life would be back to normal in 2021

57% say that their country is in decline



Doctors overtook scientists as the world's most trusted profession: **64%** say they are trustworthy



One-third of us gained weight during the Covid-19 lockdowns



70% say they are paying more for transportation now than six months ago



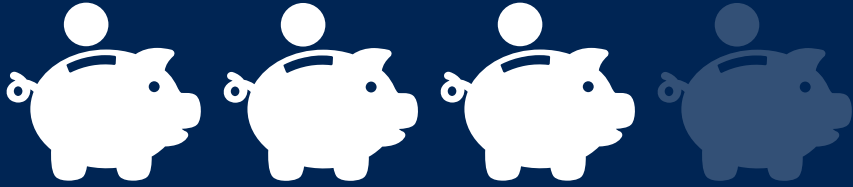
Eight in 10 think their physical and mental health are equally important



55% support same sex marriage and a further **16%** support some other form of legal recognition

WHAT DID WE DISCOVER?

Key stats from global surveys during 2021



Three-quarters say that tensions exist between the rich and poor in their country.

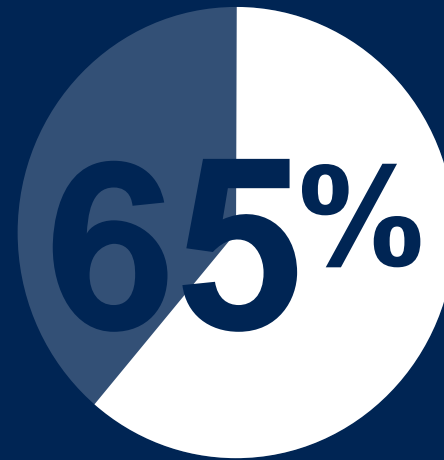
83% think that social media companies have too much power



31% of men and 41% of women think closing the gender pay gap should be a top priority



One in two say that their home cooking skills have improved



believe that race, ethnicity or nationality influences a person's employment opportunities



tend to buy brands that reflect their personal values

WHAT HAPPENED?

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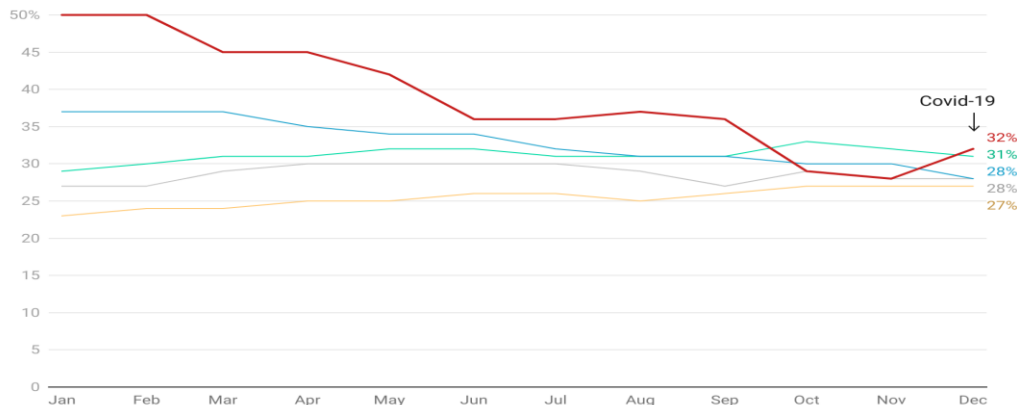
WHAT HAPPENED?

Research and reflections on the events of the year

COVID-19 DIDN'T GO AWAY

Life continued in the face of Covid and all of the disruptions and uncertainty it brings. It was replaced as the top global concern by poverty and social inequality in October 2021, but returned to the top spot again in December with the spread of new variants.

At the close of 2021, global citizens were divided on whether the Covid-19 outbreak has been contained: 77% in India say this is the case, vs. 28% in Japan. A majority expect a return to something like their pre-COVID life will take at least six months.



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THE VACCINE ROLL-OUT

Covid-19 vaccinations were administered at scale in some countries.

At the start of 2021 we saw vaccination intent on the rise, despite worries about side-effects and hastened trials. Later in the year, most expected booster shots to be required at least annually, with large majorities willing to receive them.

The public took a cautious outlook towards resuming activities when vaccinated.

Vaccines remain central to signalling the end of the pandemic and to feeling safe in group situations again: 78% of employed adults agree that they and people in their workplace should be fully vaccinated against Covid-19.



WHAT HAPPENED?

Reflections on the events of the year

WORKING ROUTINES CHANGED

Before the pandemic, three-quarters (77%) of employed adults always or mostly worked away from their home. This has now dropped to 66%.

We found that, worldwide, 80% experienced work-related stress as a result of the pandemic – whether job security, changing routines, or family pressures.

Many worked unconventional hours and reported burnout and disengagement. This was especially true for under-35s.

But two-thirds say they are more productive with a flexible working schedule and, in general, people expect employers to offer more flexibility in the future.



THE TOKYO OLYMPICS



The postponed summer Olympics in Japan went ahead at a precarious time during the pandemic, and whether this was the right decision was a point of contention.

Our global survey in the run-up to the Games found the public had mixed feelings about it, with those in Japan least supportive of it going ahead.

However, **62%** overall agreed that the Olympics marked an important occasion for the world to come together after the pandemic.

Football/soccer was the event that people were most excited to follow, followed by athletics, aquatics and gymnastics.

WHAT HAPPENED?

Reflections on the events of the year

THE US PRESIDENCY

Following an election campaign that highlighted America's divisive political landscape, Joe Biden took office at the start of 2021 and set the nation on a different course. Our US team studied America's transformation during his first 100 days and analysed the future of democracy as well as election integrity.

The first year of the Biden Administration saw a considerable increase in global expectations that the US will have a positive influence on the world in the next decade. In 2021, 62% agree with this statement, up from 50% the previous year.



THE COP26 SUMMIT

On Earth Day, we found that people worldwide lack confidence that governments have a plan for how to tackle climate change. COP26 provided an opportunity to change this.

Ipsos presented at the conference, busting three myths related to the environment; that the pandemic dented climate concern, that only young people

care, and that the biggest challenge is public willingness to change their own behaviours.

Meanwhile, concern about climate change continued to rise, as shown by our 2021 Global Trends release. Germany, Canada, Australia, and the UK proved to be the countries where people are most worried about it.

74% SAY THAT THEIR COUNTRY'S ECONOMY SHOULD PRIORITISE PEOPLE AND NATURE, RATHER THAN FOCUSING ON PROFIT. ”



WHAT WERE OUR POINTS OF VIEW?

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WHAT WERE OUR POINTS OF VIEW?

A selection of Ipsos' 2021 white papers

SERVICE WITH A SMILE?



Four in ten customers say that face masks negatively impact their customer experience. ”

The requirement to wear face masks in order to reduce the spread of Covid-19 fundamentally altered our interactions. We explored how to deliver positive customer experiences within these constraints.

EMPATHY AWAKENED



Now is the time to rediscover the people we serve and how to provide for their developing needs. ”

Applying an empathetic lens can transform research to meet both functional and emotional needs. We introduce a four-step framework for building empathy muscle.

TIME TO DECIDE



Measuring response time reveals preferences, associations, and processing styles. ”

Response time has been used in market research for many years. We show how Ipsos integrates it into research methodologies to support product development, marketing, and growing stronger brands.

WHAT DID OUR EXPERTS SAY?

A selection of Ipsos' 2021 white papers

EMPTIER PLANET



We are not heading for global overpopulation – in fact, the opposite is true. ”

This paper explores the projected shifts in global population structure, looking at the driving factors of population decline (urbanisation, women's empowerment), and how Covid-19 has accelerated it.

TRUST IN RESEARCH



Participants are not only looking for compensation, they want to feel part of something bigger. ”

Trust is critical to any business sector, just as it is essential for society to function. But it has a special significance within market research that centres around respondents' willingness to share data.

THE POWER OF WOMEN



Nine in 10 girls say that they compare themselves to images they see in the media ”

Positive portrayals of women can help move society further towards gender equality. Beyond doing what's good for society, we show how brands can also gain positive business outcomes.

WHAT DID OUR EXPERTS SAY?

A selection of Ipsos' 2021 white papers

THE SAY-DO GAP



By gaining a deeper understanding, we can encourage actions that people are already inclined to do. ”

The say-do gap is the dilemma that reported concern about an issue is not always followed up with action. Behavioural science can help to identify barriers to action as well as motivations.

CONVERGENT COMMERCE



As customer channels are multiplying, the line between the physical and digital is blurring. ”

This paper explores the channels where 'convergent commerce' is evident, considers the impacts on shopper journeys, and reflects on the implications for brands.

TRADING UP



Whatever the changing contexts we are facing, consumers continue to show appetite for premium. ”

We explore the long-standing successful strategy of premiumisation across sectors and regions with a look at whether this has changed during the pandemic.

WHERE TO NEXT?

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WHERE TO NEXT?

How much has the world really changed – and how does this affect the outlook?

Social values

Our 2021 [*Ipsos Global Trends*](#) release reveals a world where public attitudes and values have changed less than we might expect. The changes we do see tend to be driven by long-running trends in public opinion that pre-date Covid-19.

Around the world, agreement on the urgency of dealing with climate change continues to rise but many other social attitudes hold steady.

Business insights

Our [*Future of Insights*](#) series builds on our conversations with clients to present new thinking on how to elevate the impact of business insights.


The pandemic has highlighted the need to understand people's fast-evolving requirements, emotions and aspirations.

[*Transforming the Insight Function*](#), [*Moving to Impact*](#) & [*Harnessing the Power of Data*](#).

Future planning

[*Shaping 2025 and Beyond*](#) identifies the next challenges facing the world. It gives businesses, governments and societies a lens to look at the future, so that they can plan their strategies for the next five years.

The report sets out the longer-term certainties and uncertainties, then describes a core vision for 2025. We explain what we should monitor to understand how far this most likely future vision is becoming reality.



THE NEW NORMAL LOOKS
MORE LIKE THE OLD NORMAL
THAN WE MIGHT HAVE
EXPECTED LAST YEAR. ”

LINKS TO REFERENCED PUBLICATIONS

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