2020 Predictions, Perceptions & Expectations

March 2020
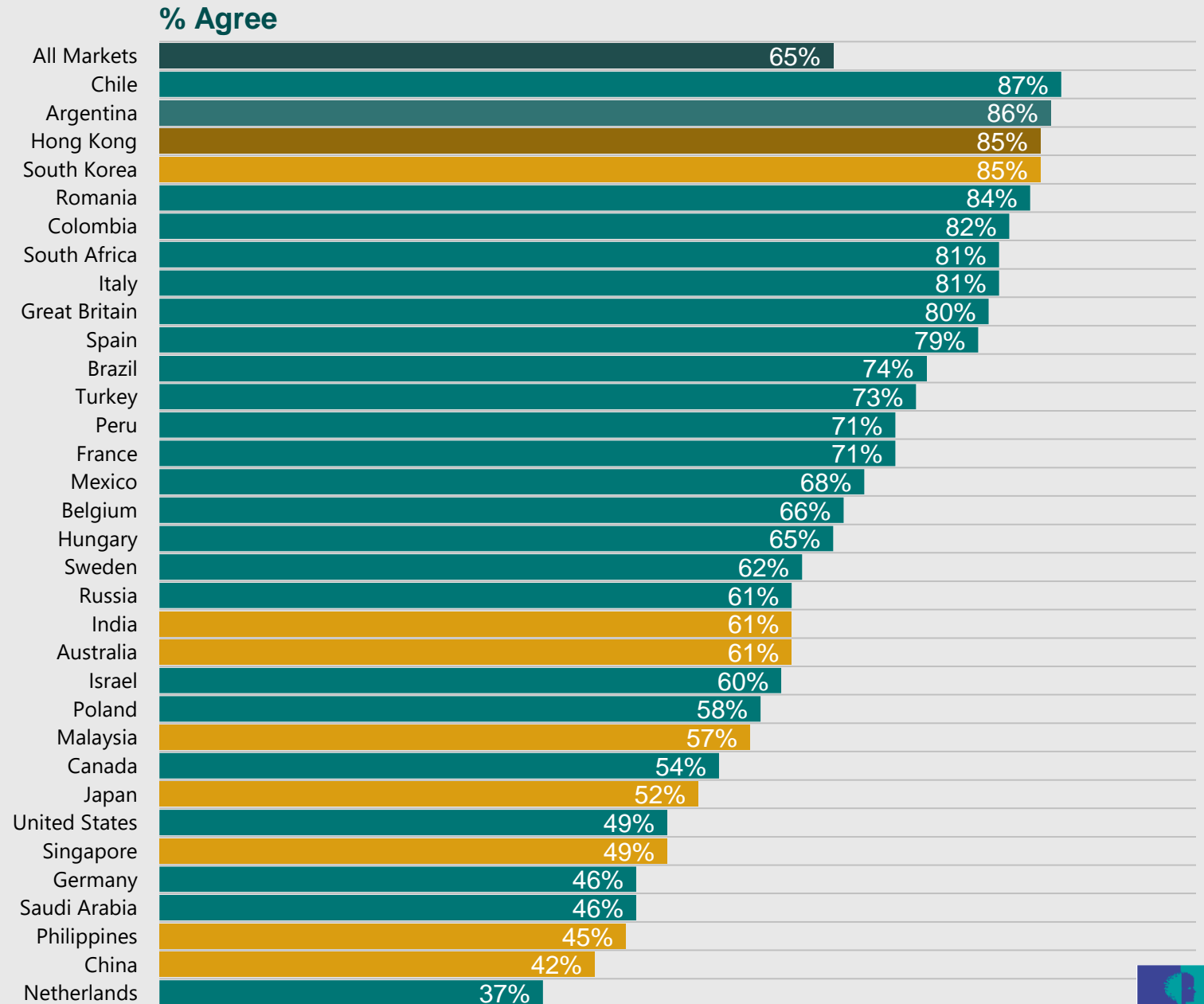
SUMMARY

1. **2019 PERCEPTIONS**

2. **AFFLUENT EXPECTATIONS**

3. **WHAT WORRIES THE WORLD?**

4. **GLOBAL PREDICTIONS**

5. **PERILS OF PERCEPTIONS – HEALTH**

6. **COVID-19**

2019 PERCEPTIONS

1

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GLOBAL ADVISOR PREDICTIONS 2020

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

2019 was a bad year for [X]

% Agree

Market	%
All Markets	65%
Chile	87%
Argentina	86%
Hong Kong	85%
South Korea	85%
Romania	84%
Colombia	82%
South Africa	81%
Italy	81%
Great Britain	80%
Spain	79%
Brazil	74%
Turkey	73%
Peru	71%
France	71%
Mexico	68%
Belgium	66%
Hungary	65%
Sweden	62%
Russia	61%
India	61%
Australia	61%
Israel	60%
Poland	58%
Malaysia	57%
Canada	54%
Japan	52%
United States	49%
Singapore	49%
Germany	46%
Saudi Arabia	46%
Philippines	45%
China	42%
Netherlands	37%

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GLOBAL ADVISOR PREDICTIONS 2020

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

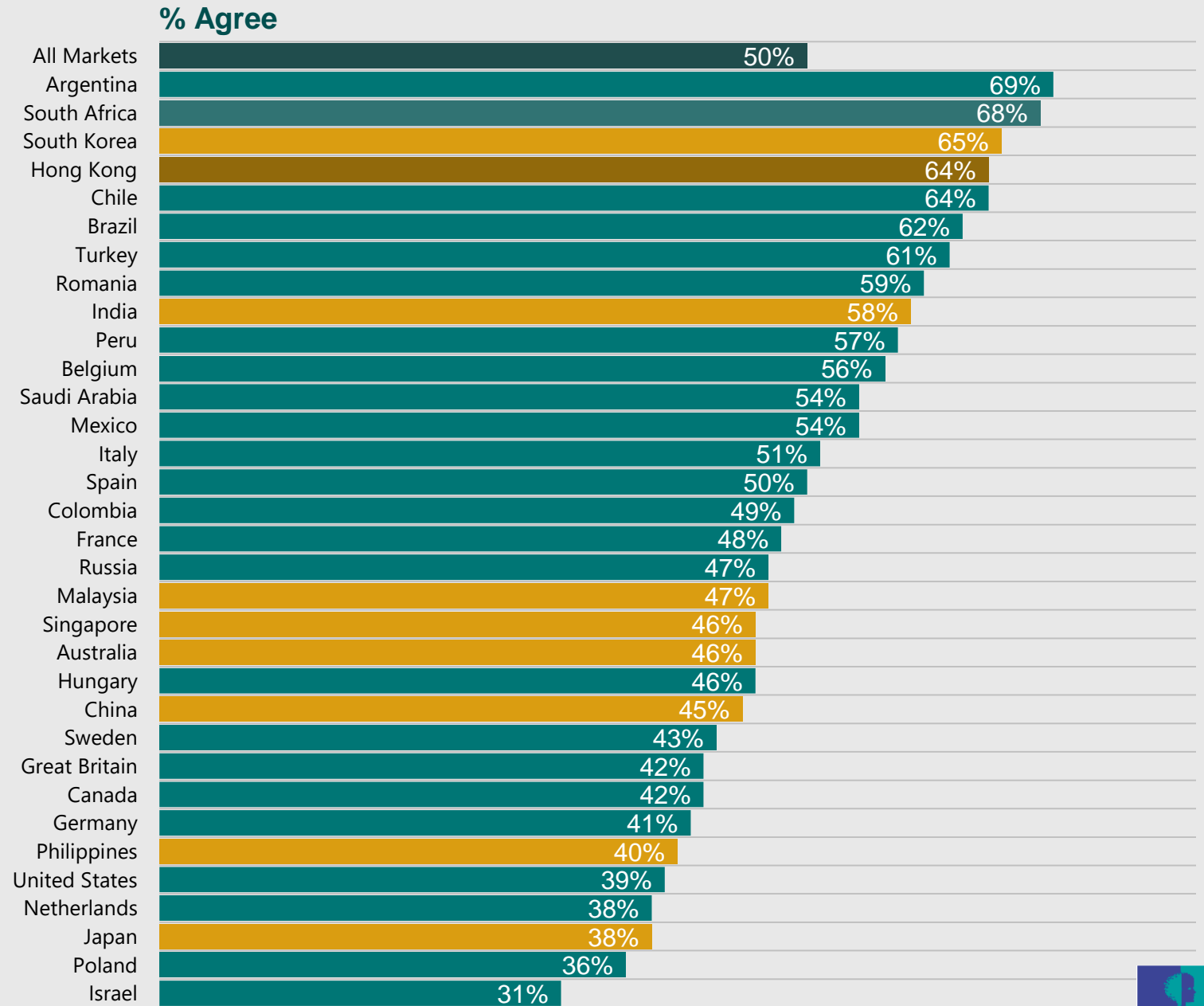**2019 was a bad year for me and my family**

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.

5

% Agree

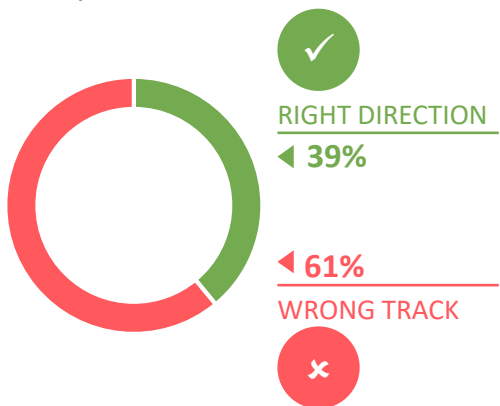| Country	% Agree
All Markets	50%
Argentina	69%
South Africa	68%
South Korea	65%
Hong Kong	64%
Chile	64%
Brazil	62%
Turkey	61%
Romania	59%
India	58%
Peru	57%
Belgium	56%
Saudi Arabia	54%
Mexico	54%
Italy	51%
Spain	50%
Colombia	49%
France	48%
Russia	47%
Malaysia	47%
Singapore	46%
Australia	46%
Hungary	46%
China	45%
Sweden	43%
Great Britain	42%
Canada	42%
Germany	41%
Philippines	40%
United States	39%
Netherlands	38%
Japan	38%
Poland	36%
Israel	31%

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WORLD SUMMARY: JANUARY 2020

The majority (61%) of people around the world think things in their country are on the wrong track.

Poverty and social inequality currently occupies the top spot for global concern with 34% saying this.
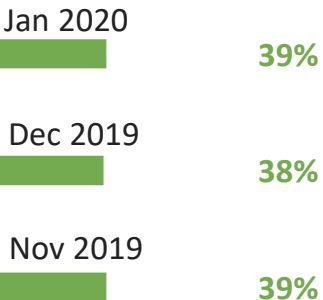
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

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

RIGHT DIRECTION/ WRONG TRACK

January 2020

✔ RIGHT DIRECTION
◀ 39%

◀ 61%
✖ WRONG TRACK

RIGHT DIRECTION

	Right Direction
Jan 2020	39%
Dec 2019	38%
Nov 2019	39%

% change compared with previous month:

Dec 2019

POVERTY & SOCIAL...	34%	▲	+1
UNEMPLOYMENT	31%	▼	-1
CRIME & VIOLENCE	30%	▼	-1
FINANCIAL/POLITICAL...	30%	▼	-1
HEALTHCARE	27%	▲	+1

Base: Representative sample of adults aged 16-64 in 28 participating countries. c.18,000 per month.

Source: Global Advisor.

*Please note that participants in China were not shown the full list of topics for this question. Financial/political corruption, poverty and social inequality, taxes, and rise of extremism were excluded from the list shown to Chinese participants.

COUNTRY COMPARISON
RIGHT DIRECTION/WRONG TRACK

% change compared with previous month:

Dec 2019

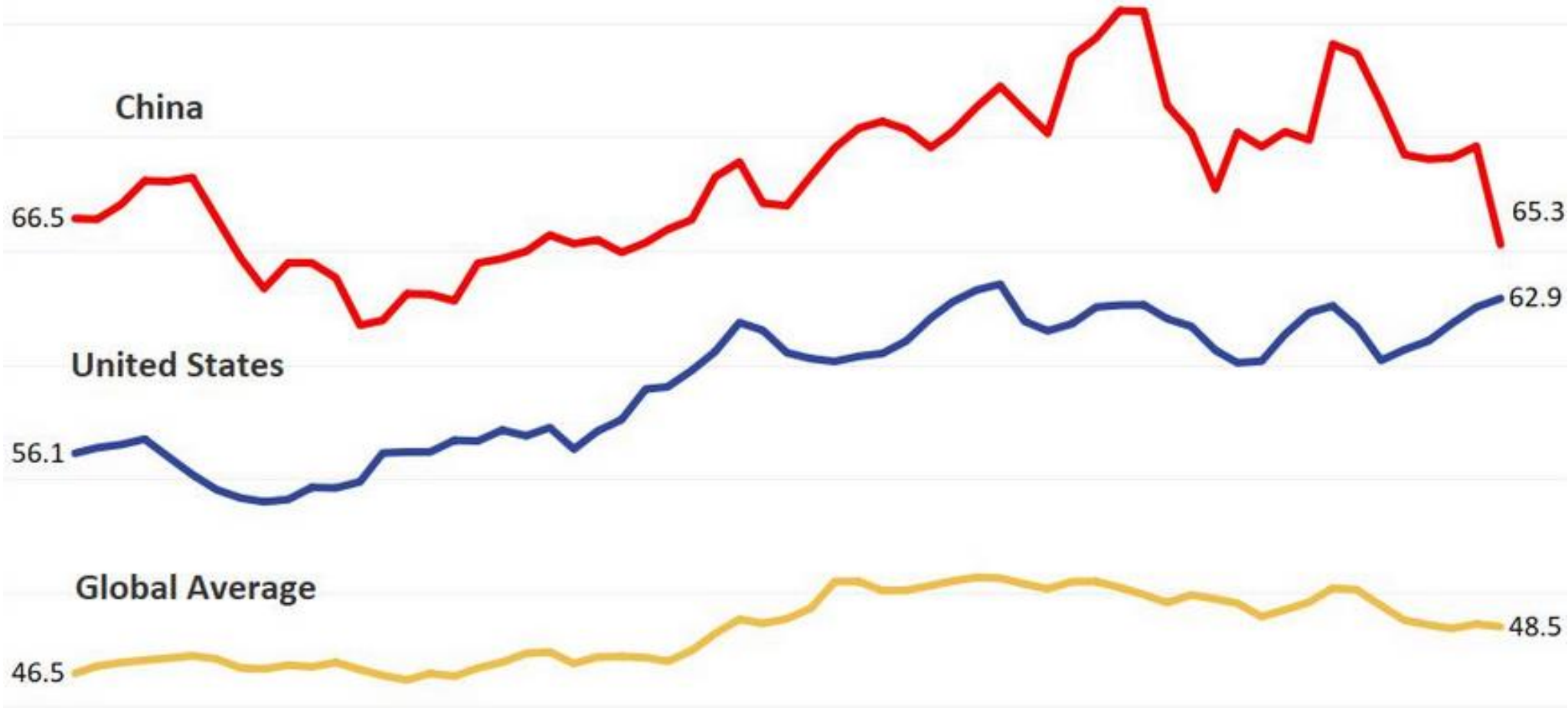| Country	WRONG TRACK	RIGHT DIRECTION	% change
World 🌐	61%	39%	▲ +1
China	10%	90%	▼ -3
Saudi Arabia	22%	78%	▼ -4
India	42%	58%	▼ -11
Brazil	54%	46%	▲ +4
US	56%	44%	▲ +2
Canada	57%	43%	▼ -2
Netherlands	57%	43%	▲ +5
Mexico	58%	42%	▲ +2
Russia	58%	42%	▲ +2
South Korea	59%	41%	▼ -1
Great Britain	60%	40%	▲ +15
Israel	60%	40%	▲ +4
Malaysia	60%	40%	▼ -9
Argentina	61%	39%	▲ +16
Australia	62%	38%	▼ -3
Poland	63%	37%	▲ +2
Turkey	64%	36%	▲ +3
Germany	66%	34%	▲ +3
Peru	66%	34%	▼ -1
Japan	68%	32%	▼ -2
Belgium	70%	30%	▲ +3
Hungary	72%	28%	▲ +5
Sweden	75%	25%	▼ -1
Chile	76%	24%	▲ +5
Spain	78%	22%	▼ -1
France	79%	21%	▼ -3
South Africa	79%	21%	▼ -2
Italy	83%	17%	▲ +2

■ WRONG TRACK
■ RIGHT DIRECTION

Base: Representative sample of 19,508 adults aged 16-64 in 28 participating countries, December 20th 2019 - January 3rd 2018.
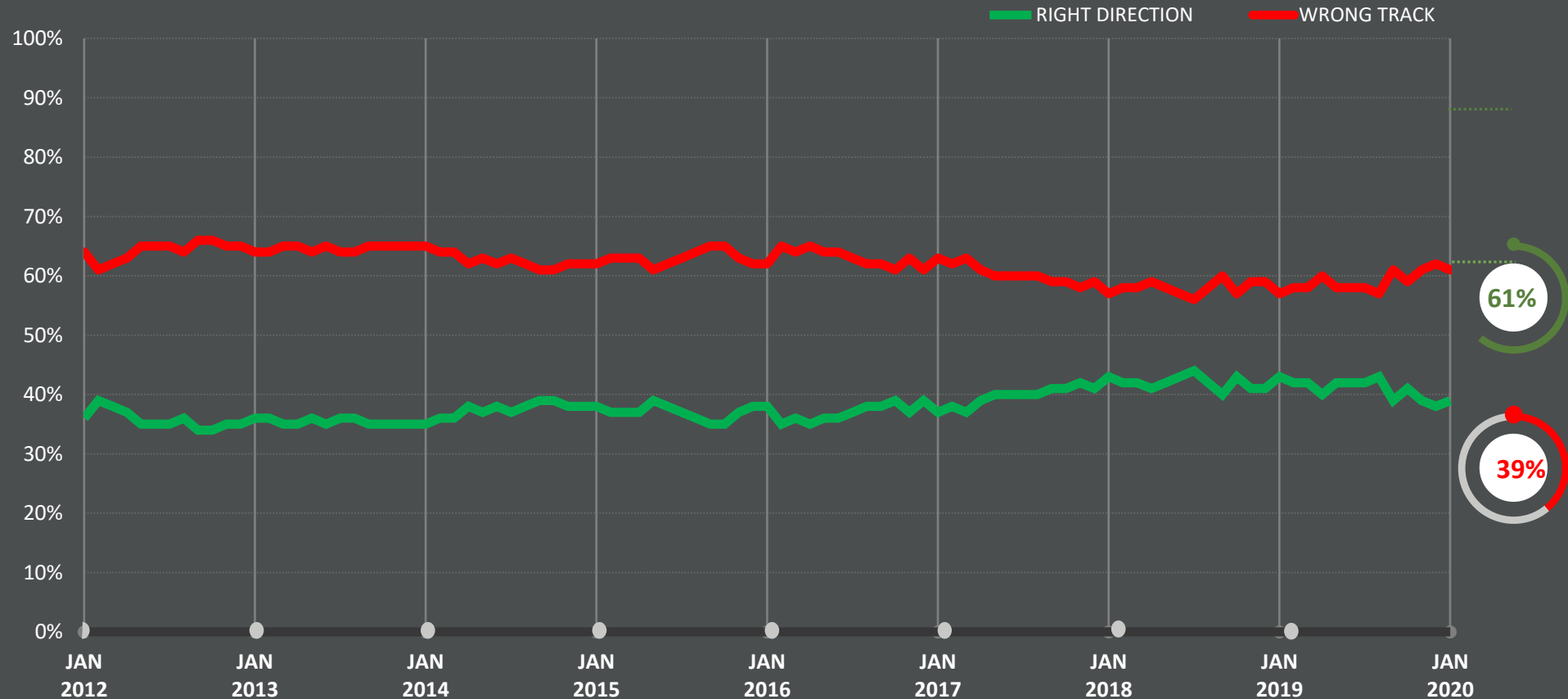
Source: Global Advisor

IPSOS CONSOLIDATED ECONOMIC INDICATOR, NATIONAL INDEX

China, United States & Global Average

China: 66.5 → 65.3

United States: 56.1 → 62.9
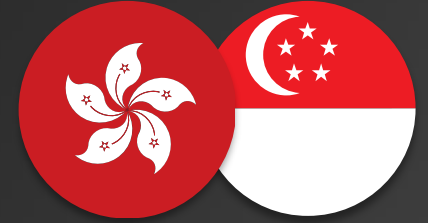
Global Average: 46.5 → 48.5

WORLD: RIGHT DIRECTION/ WRONG TRACK

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?
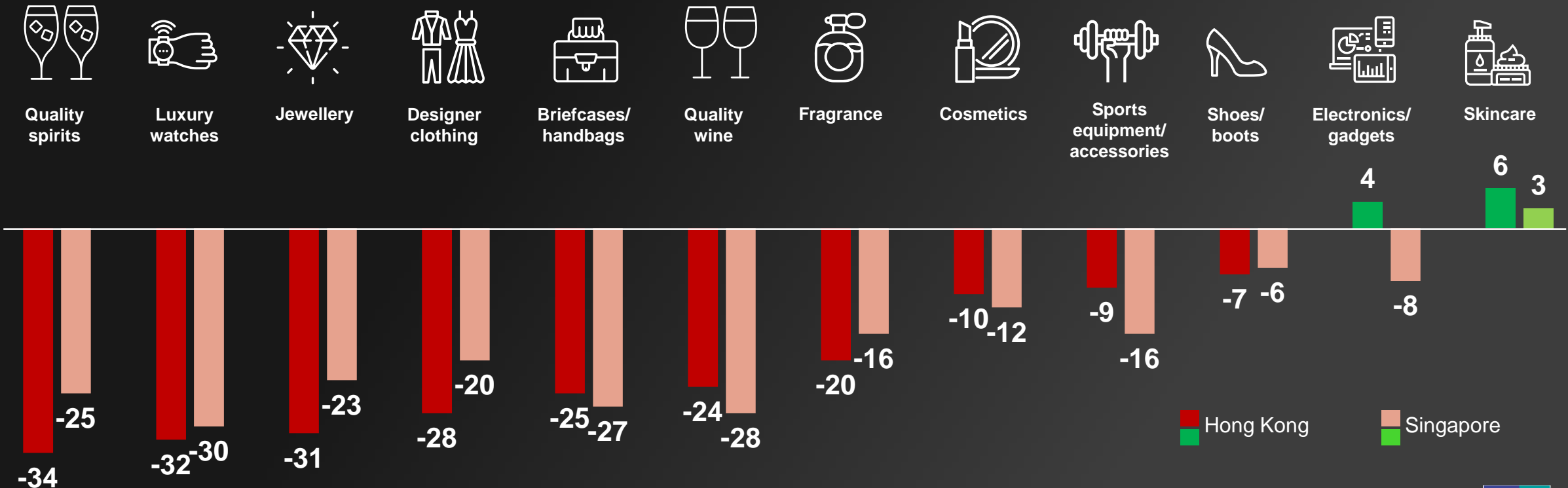
Base: Representative sample of adults aged 16-64, c.18,000 – 20,000 per month.

Source: Global Advisor

AFFLUENT EXPECTATIONS

2

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MORE CONSERVATIVE BEHAVIOUR

Now vs 3 months ago: overall spending

NET Score = (Spending more) – (Spending less)

Category	Hong Kong	Singapore
Quality spirits	-34	-25
Luxury watches	-32	-30
Jewellery	-31	-23
Designer clothing	-28	-20
Briefcases/handbags	-25	-27
Quality wine	-24	-28
Fragrance	-20	-16
Cosmetics	-10	-12
Sports equipment/accessories	-9	-16
Shoes/boots	-7	-6
Electronics/gadgets	4	-8
Skincare	6	3

■ Hong Kong   ■ Singapore

HONG KONG
LOSING CONFIDENCE
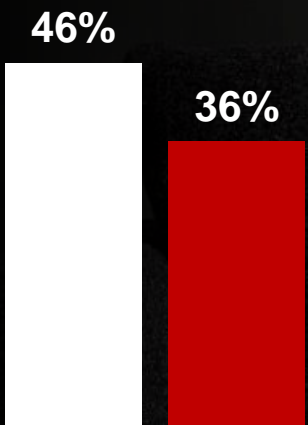
Before July' 19   October'19   Before July' 19   October'19
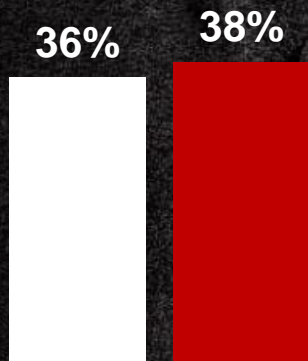
" *I am a risk taker*

46%

36%   36%   38%

CHANGING THEIR INVESTMENT APPROACH

Now vs 3 months ago: Investment approach

Hong Kong		Singapore
13%	More aggressive with my investment approach	**13**%
44%	No change in my investment approach	**67**%
43%	More conservative with my investment approach	**20**%

DIVERSIFYING IN TIMES OF UNCERTAINTY

63% **64%**
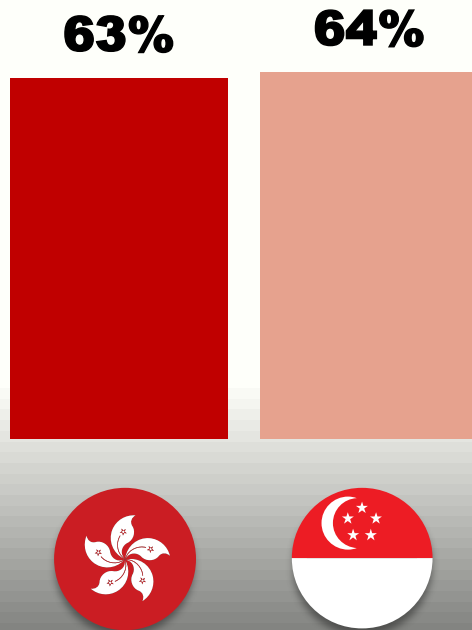
> Diversifying my investment is more important than ever

TO A MORE RELIABLE ALTERNATIVE

Now vs 3 months ago: Financial products that have been investing more or less

NET Score = (More) – (Less)

Ownership   **NET Score**

Stocks / Securities   83%   **-13**
Gold / Precious metals   45%   **40**

> *Gold value has more to do with its longstanding function as a store of value, especially during crises or when you lose faith in paper currencies, it is more currency than commodity.*

Aswath Damodaran,
Professor of Finance at the Stern School of Business at New York University

SINGAPORE: SHIFT FROM ABROAD TO HOME
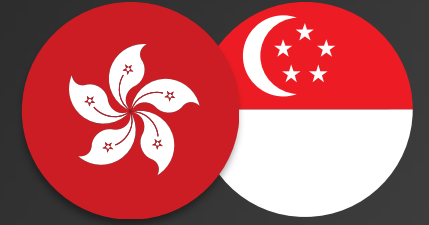
Now vs 3 months ago: Markets Affluent have been investing

NET Score = (More than 3 months ago) – (Less than 3 months ago)

	Hong Kong	China	Europe	Other parts of the world	Other Asian markets	US	Singapore
Hong Kong	-23	-14	-10	-6	0	4	3
Singapore	-23	-14	-13	-17	1	-6	24

Legend: Hong Kong | Singapore

OPTIMISM
IN SINGAPORE

Next 3 months: Expectation about personal financial situation
NET Score = (Stronger) – (Weaker)

12

-16

■ Hong Kong

■ Singapore

TRUST REMAINS IN FINANCIAL INSTITUTIONS

A TRUSTED
RELATIONSHIP

TOP 5 financial institutions in each market
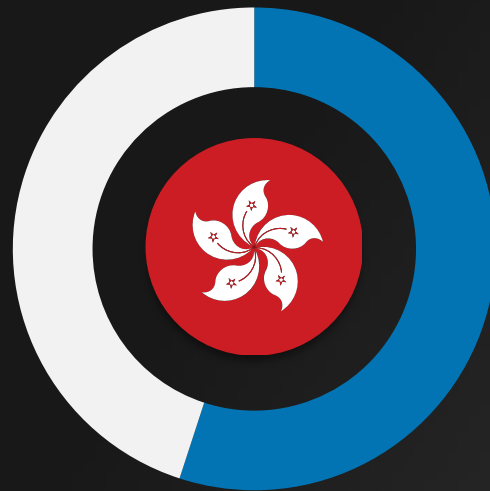
**Trust a great deal
or Trust a little**
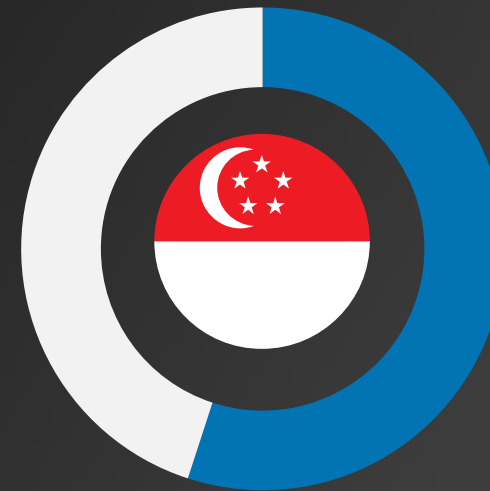
55%

60%

WHAT WORRIES THE WORLD?

3

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WORLD WORRIES

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

% change compared
with previous month:

Mentioned in January 2020 (%)

Dec 2019

Topic	January 2020 (%)	Change
Poverty & social inequality	34%	▲ +1
Unemployment	31%	▼ -1
Crime & violence	30%	▼ -1
Financial/political corruption	30%	▼ -1
Healthcare	27%	▲ +1
Education	20%	=
Taxes	18%	▲ +1
Climate change	16%	=
Immigration control	14%	=
Moral decline	14%	▼ -1
Threats against the…	13%	=
Inflation	11%	=
Terrorism	10%	▼ -1
Rise of extremism	9%	=
Maintaining social programmes	9%	=
Childhood obesity	3%	=
Access to credit	2%	=
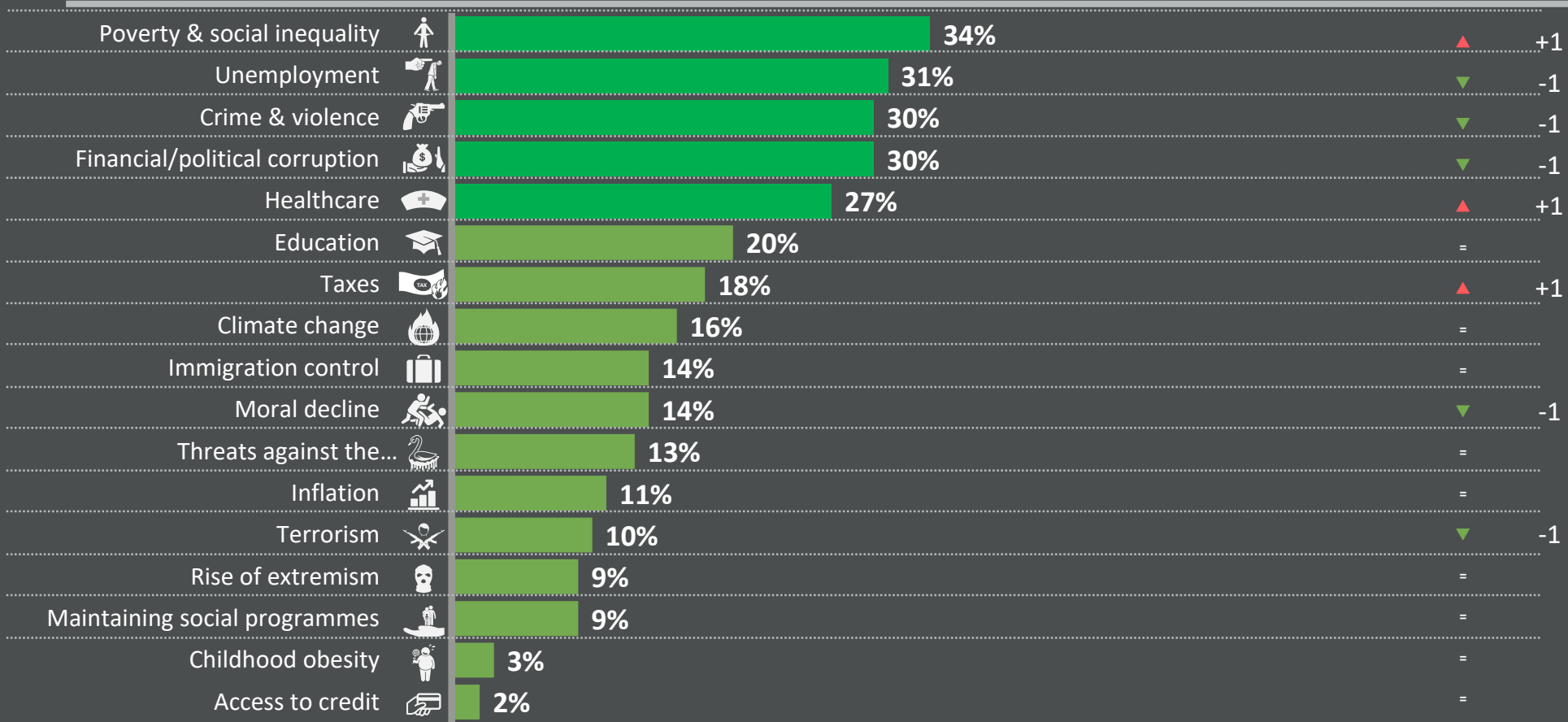
Base: Representative sample of adults aged 16-64. January 2020: 19,508; December 2019: 20,011.
Source: Global Advisor

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THE WORLD'S CURRENT TOP 5 WORRIES: LONG-TERM TRENDS

Which three of the following topics do you find the most worrying in your country?
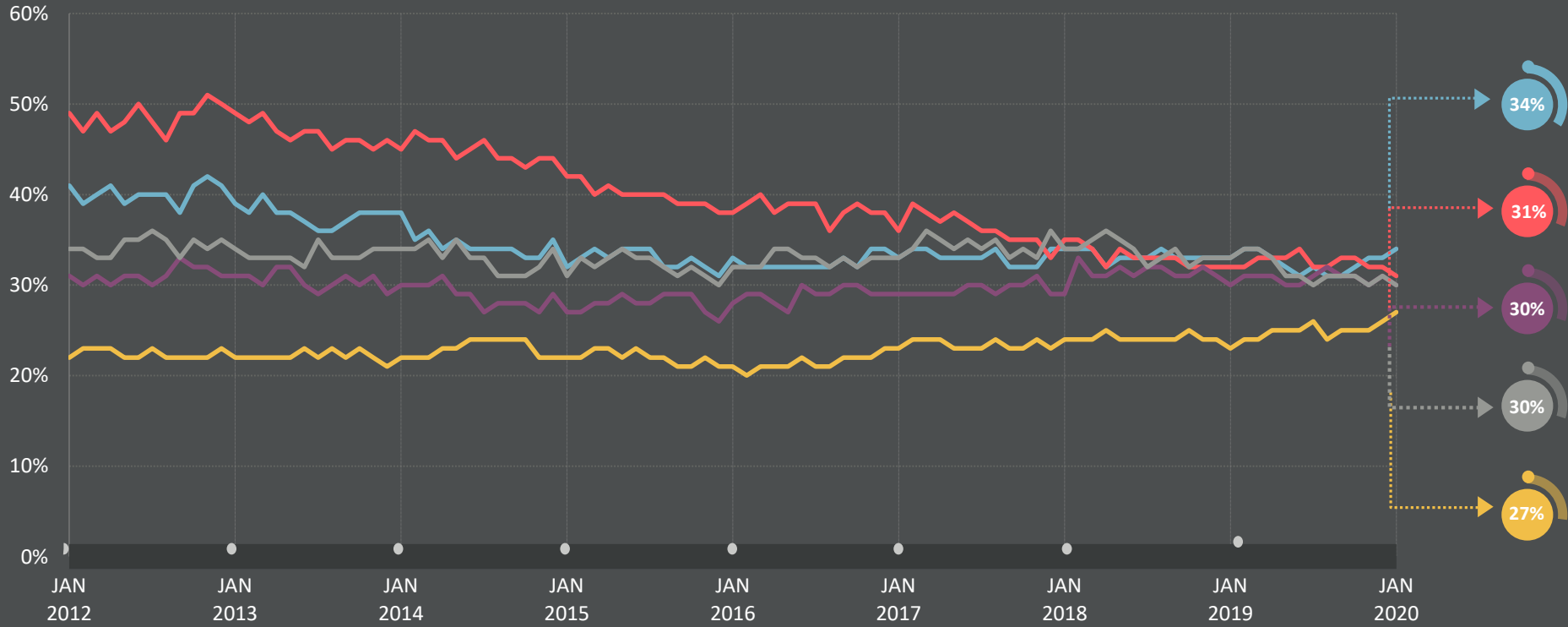
- Poverty & social inequality
- Unemployment
- Crime & violence
- Financial/political corruption
- Healthcare

Base: Representative sample of adults aged 16-64, c.18,000-20,000 per month.
Source: Global Advisor

THE MAJORITY THINK THAT UNEQUAL WEALTH DISTRIBUTION IS BAD FOR SOCIETY

	AGREE		DISAGREE
Total	76%		17%
Serbia	90%		7%
Russia	88%		5%
India	87%		10%
Romania	87%		10%
S Korea	86%		11%
Turkey	86%		8%
China	85%		12%
Germany	85%		9%
Albania	84%		14%
Brazil	83%		12%
Spain	82%		9%
Chile	81%		14%
Montenegro	79%		16%
Argentina	76%		15%
Colombia	76%		19%
Italy	76%		13%
Mexico	76%		18%
Belgium	74%		14%
S Africa	74%		21%
France	72%		16%
Australia	71%		19%
Peru	71%		24%
Poland	71%		18%
GB	70%		20%
Indonesia	69%		28%
Canada	67%		19%
Netherlands	67%		24%
Sweden	66%		27%
Saudi Arabia	63%		26%
Japan	62%		20%
Denmark	58%		29%
US	55%		32%

In the US, 55% believe that 'having large differences in income and wealth is bad for society' – the lowest of all markets surveyed[VIII]

Base: 22,114 adults aged 16-74 across 32 countries, interviewed June – July 2019
Source: Ipsos Global Trends

HALF OF PEOPLE SAY THEY WOULD LIKE THEIR COUNTRY TO BE THE WAY IT USED TO BE

64% of people agree they led happier lives in the old days when they had fewer problems to cope with[x]

	AGREE		DISAGREE
Total	50%		41%
Montenegro	69%		23%
India	68%		28%
Turkey	63%		26%
Saudi Arabia	62%		25%
Serbia	62%		28%
US	61%		26%
Belgium	59%		27%
Mexico	57%		39%
Australia	56%		32%
France	56%		30%
Italy	56%		35%
GB	55%		32%
Brazil	54%		39%
New Zealand	54%		35%
Denmark	53%		36%
Romania	53%		40%
S Africa	53%		42%
Canada	51%		32%
Sweden	50%		41%
Argentina	49%		33%
Germany	47%		43%
Indonesia	43%		55%
Russia	43%		43%
Chile	42%		53%
Peru	42%		52%
Netherlands	37%		50%
Poland	36%		52%
S Korea	36%		56%
Spain	36%		50%
Albania	35%		62%
Japan	35%		48%
Colombia	34%		58%
China	27%		68%

Base: 22,614 adults aged 16-74 across 33 countries, interviewed June – July 2019
Source: Ipsos Global Trends

5 | HEALTHCARE

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

(%) worried in January 2020 in each country

% change compared
with previous month:

Dec 2019

Country	%	Change
WORLD	27%	▲ +1
(Hungary)	76%	▲ +8
POLAND	55%	▼ -7
(UK)	47%	=
BRAZIL	44%	▲ +1
(Canada)	41%	=
CHINA	40%	▲ +8
(Netherlands)	40%	▲ +1
ISRAEL	38%	▲ +5
(USA)	38%	▲ +2
RUSSIA	37%	▲ +1
(Chile)	30%	▲ +1
AUSTRALIA	26%	▼ -2
(Spain)	26%	=
SWEDEN	25%	▲ +1
(Italy)	22%	▲ +5
FRANCE	19%	▼ -1
(Belgium)	18%	▼ -2
GERMANY	18%	▲ +4
(Mexico)	17%	▲ +4
JAPAN	16%	=
(Peru)	14%	▼ -5
SAUDI...	13%	▼ -2
(South Africa)	13%	▼ -1
INDIA	11%	▼ -6
(Argentina)	10%	▲ +3
MALAYSIA	7%	▼ -1
(South Korea)	4%	▲ +3
TURKEY	3%	▼ -1
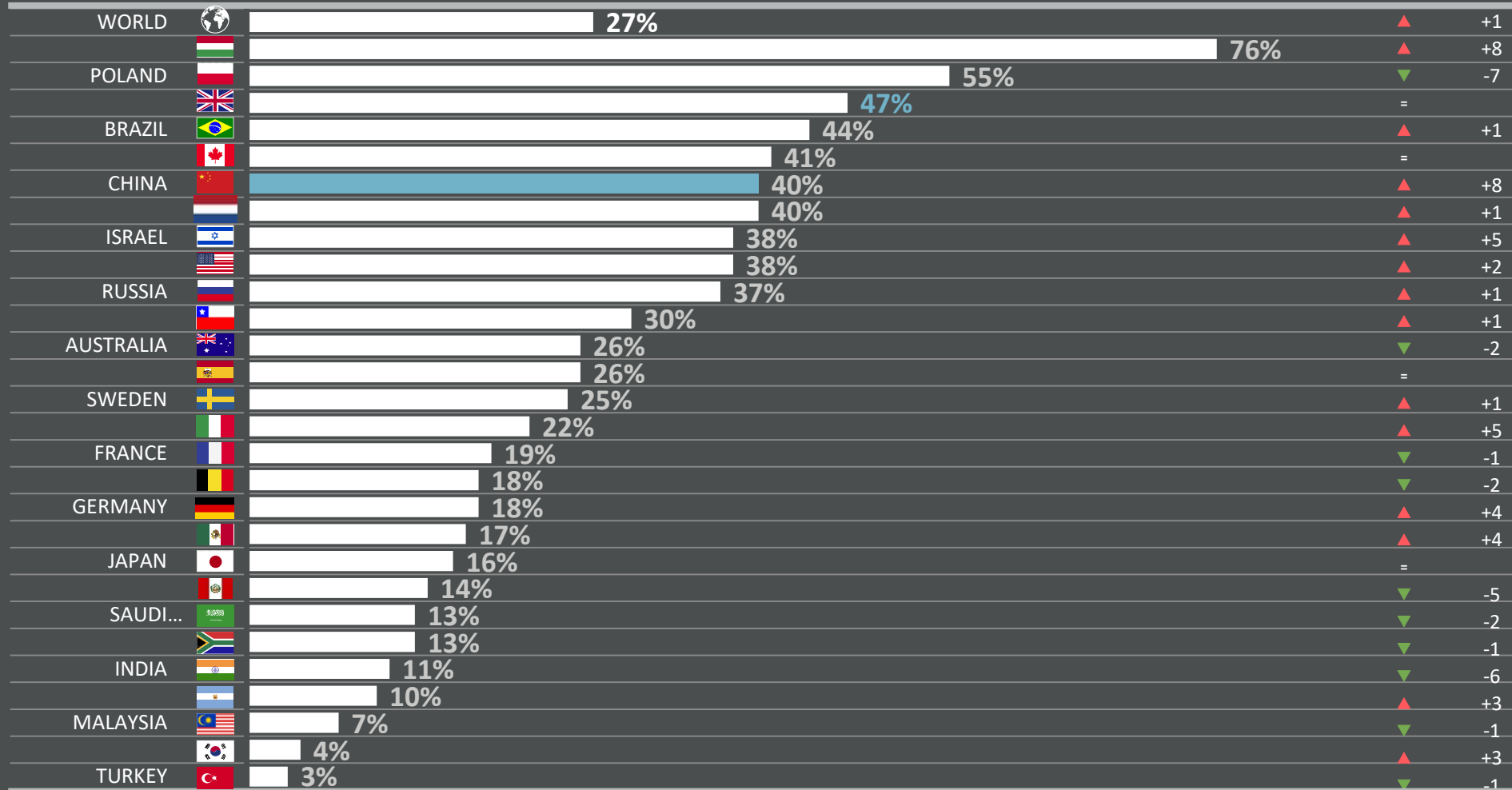
Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2020: 19,508; December 2019: 20,011.
Source: Global Advisor

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2020 PREDICTIONS

4

FOUR TYPES OF PREDICTIONS

World Affairs

Society & Culture

Technology

Outlook for 2020

World Affairs

Likely   **Unlikely**

Average global temperatures will increase

77%   14%

Major stock markets around the world will crash

36%   39%

Donald Trump will be re-elected as President of the United States

35%   44%

A major terrorist attack will be carried out in [X]

32%   47%

A major natural disaster that will impact people in my town/city

30%   51%

Aliens will visit the Earth

15%   66%

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.

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GLOBAL ADVISOR PREDICTIONS 2020

For each of the following, please tell me how likely or unlikely you think they are to happen…. ?

Average global temperatures will increase

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.

	Likely	Unlikely
All Markets	77%	14%
Turkey	89%	6%
Singapore	86%	11%
South Korea	85%	10%
Chile	85%	8%
Hong Kong	83%	14%
Malaysia	82%	10%
Hungary	81%	13%
Great Britain	81%	11%
Colombia	81%	11%
South Africa	80%	15%
Israel	80%	12%
Spain	79%	12%
Philippines	79%	17%
Netherlands	79%	14%
Japan	79%	12%
China	79%	15%
Poland	78%	15%
India	78%	17%
France	78%	12%
Peru	77%	13%
Sweden	76%	17%
Mexico	76%	14%
Italy	76%	14%
Belgium	76%	17%
Canada	75%	15%
Argentina	75%	13%
Romania	72%	15%
Germany	72%	16%
Brazil	71%	17%
Australia	70%	19%
Russia	67%	18%
United States	64%	21%
Saudi Arabia	54%	25%

80% of people around the world believe we are 'headed for environmental disaster unless we change our habits quickly' [i]

	AGREE		DISAGREE
Total	82%		12%
Indonesia	95%		4%
Colombia	94%		4%
Mexico	93%		6%
India	92%		6%
Chile	90%		8%
Peru	90%		8%
Romania	89%		7%
Serbia	89%		10%
China	88%		8%
Turkey	88%		9%
Albania	87%		9%
Italy	86%		9%
S Africa	86%		11%
Argentina	85%		9%
Spain	85%		8%
Brazil	84%		12%
France	84%		7%
S Korea	84%		12%
GB	81%		11%
Russia	81%		11%
Montenegro	79%		16%
Belgium	77%		15%
Canada	77%		14%
Germany	77%		15%
New Zealand	77%		15%
Poland	77%		13%
Denmark	76%		15%
Sweden	75%		19%
Australia	74%		18%
Saudi Arabia	72%		16%
Netherlands	68%		20%
Japan	66%		16%
US	66%		23%

Base: 22,614 adults aged 16-74 across 33 countries, interviewed June – July 2019
Source: Ipsos Global Trends

GLOBAL ADVISOR PREDICTIONS 2020

For each of the following, please tell me how likely or unlikely you think they are to happen…. ?

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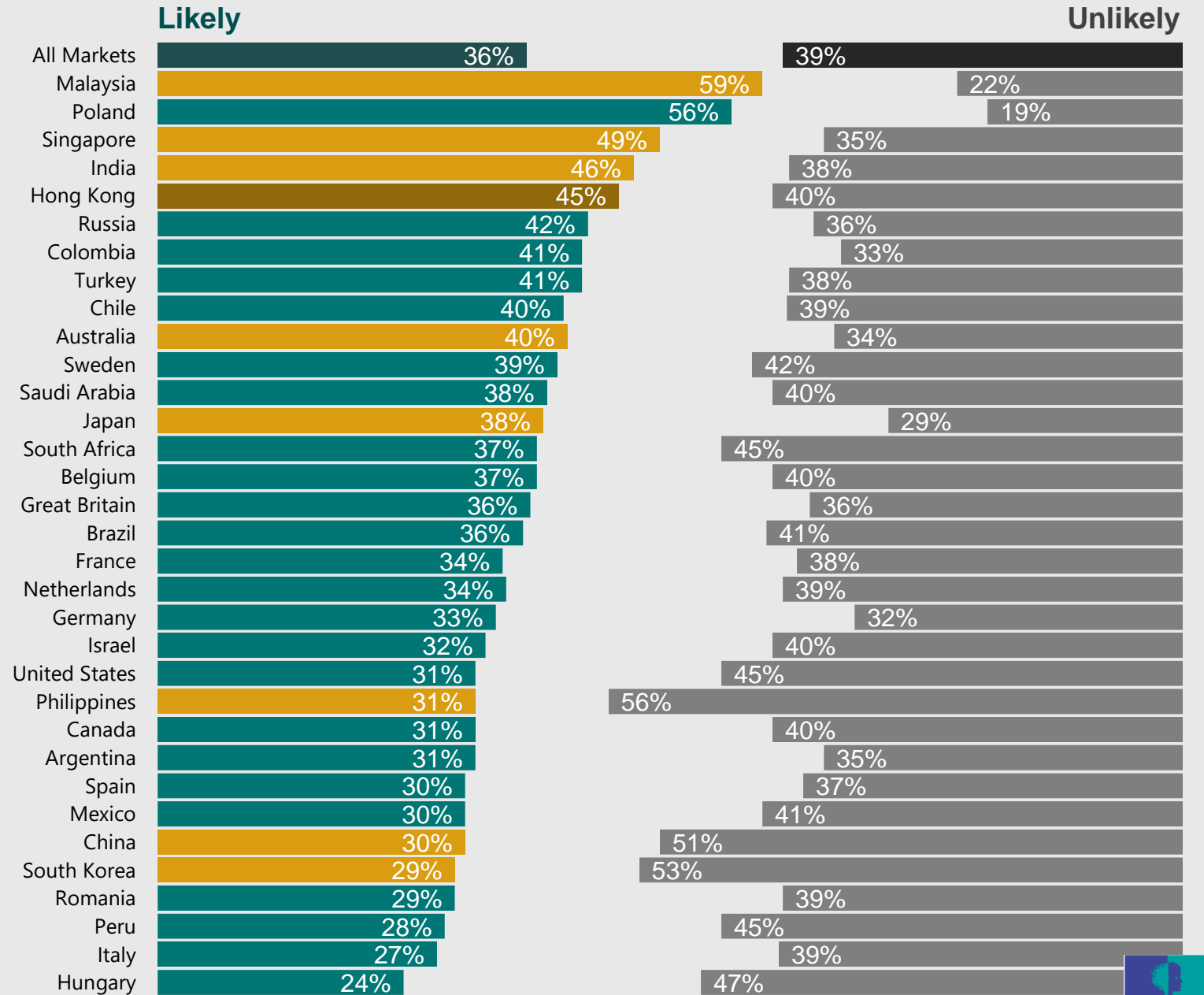
Base: 22,512 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Philippines, Poland, Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea,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

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	Likely	Unlikely
All Markets	36%	39%
Malaysia	59%	22%
Poland	56%	19%
Singapore	49%	35%
India	46%	38%
Hong Kong	45%	40%
Russia	42%	36%
Colombia	41%	33%
Turkey	41%	38%
Chile	40%	39%
Australia	40%	34%
Sweden	39%	42%
Saudi Arabia	38%	40%
Japan	38%	29%
South Africa	37%	45%
Belgium	37%	40%
Great Britain	36%	36%
Brazil	36%	41%
France	34%	38%
Netherlands	34%	39%
Germany	33%	32%
Israel	32%	40%
United States	31%	45%
Philippines	31%	56%
Canada	31%	40%
Argentina	31%	35%
Spain	30%	37%
Mexico	30%	41%
China	30%	51%
South Korea	29%	53%
Romania	29%	39%
Peru	28%	45%
Italy	27%	39%
Hungary	24%	47%

GLOBAL ADVISOR PREDICTIONS 2020

For each of the following, please tell me how likely or unlikely you think they are to happen…. ?

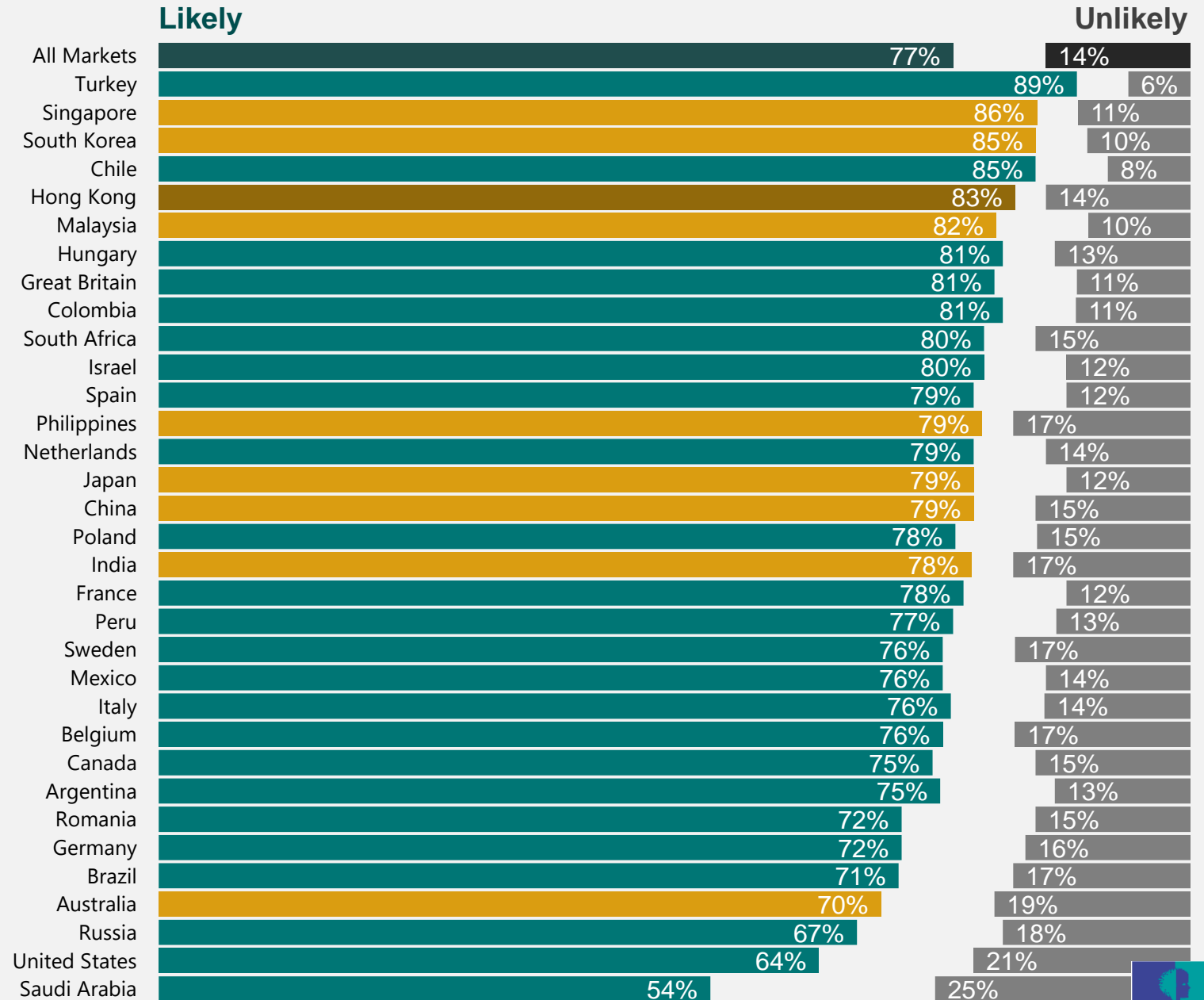## Donald Trump will be re-elected as President of the United States

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.

Market	Likely	Unlikely
All Markets	35%	44%
Hong Kong	54%	28%
Israel	53%	31%
India	48%	37%
United States	46%	37%
Sweden	43%	43%
Great Britain	42%	37%
South Africa	40%	43%
Poland	40%	40%
Canada	39%	40%
China	38%	42%
Saudi Arabia	37%	36%
Russia	37%	42%
Japan	37%	35%
Germany	37%	41%
France	36%	42%
Singapore	35%	48%
Mexico	34%	43%
Australia	34%	43%
Netherlands	33%	51%
Spain	32%	43%
Argentina	32%	39%
Malaysia	31%	47%
Brazil	31%	43%
Colombia	29%	47%
Belgium	29%	53%
South Korea	28%	56%
Chile	27%	47%
Turkey	26%	57%
Romania	26%	46%
Philippines	26%	55%
Peru	25%	50%
Italy	25%	53%
Hungary	19%	48%

GLOBAL ADVISOR PREDICTIONS 2020

For each of the following, please tell me how likely or unlikely you think they are to happen…. ?

A major terrorist attack will be carried out in [X]

	Likely	Unlikely
All Markets	32%	47%
France	56%	20%
Great Britain	52%	28%
Turkey	46%	35%
Israel	45%	33%
Sweden	44%	40%
Colombia	42%	27%
Netherlands	41%	44%
Germany	41%	32%
United State	40%	40%
India	40%	41%
Hong Kong	40%	48%
Spain	39%	30%
Russia	39%	35%
Belgium	37%	44%
Australia	36%	42%
Philippines	30%	54%
Chile	30%	44%
Canada	28%	50%
Malaysia	27%	55%
Japan	26%	51%
South Africa	25%	56%
Italy	25%	43%
Singapore	23%	60%
Mexico	20%	51%
Romania	19%	60%
Poland	19%	65%
South Korea	17%	71%
Peru	16%	58%
Brazil	16%	60%
Argentina	14%	58%
Hungary	7%	76%

GLOBAL ADVISOR PREDICTIONS 2020

For each of the following, please tell me how likely or unlikely you think they are to happen…. ?

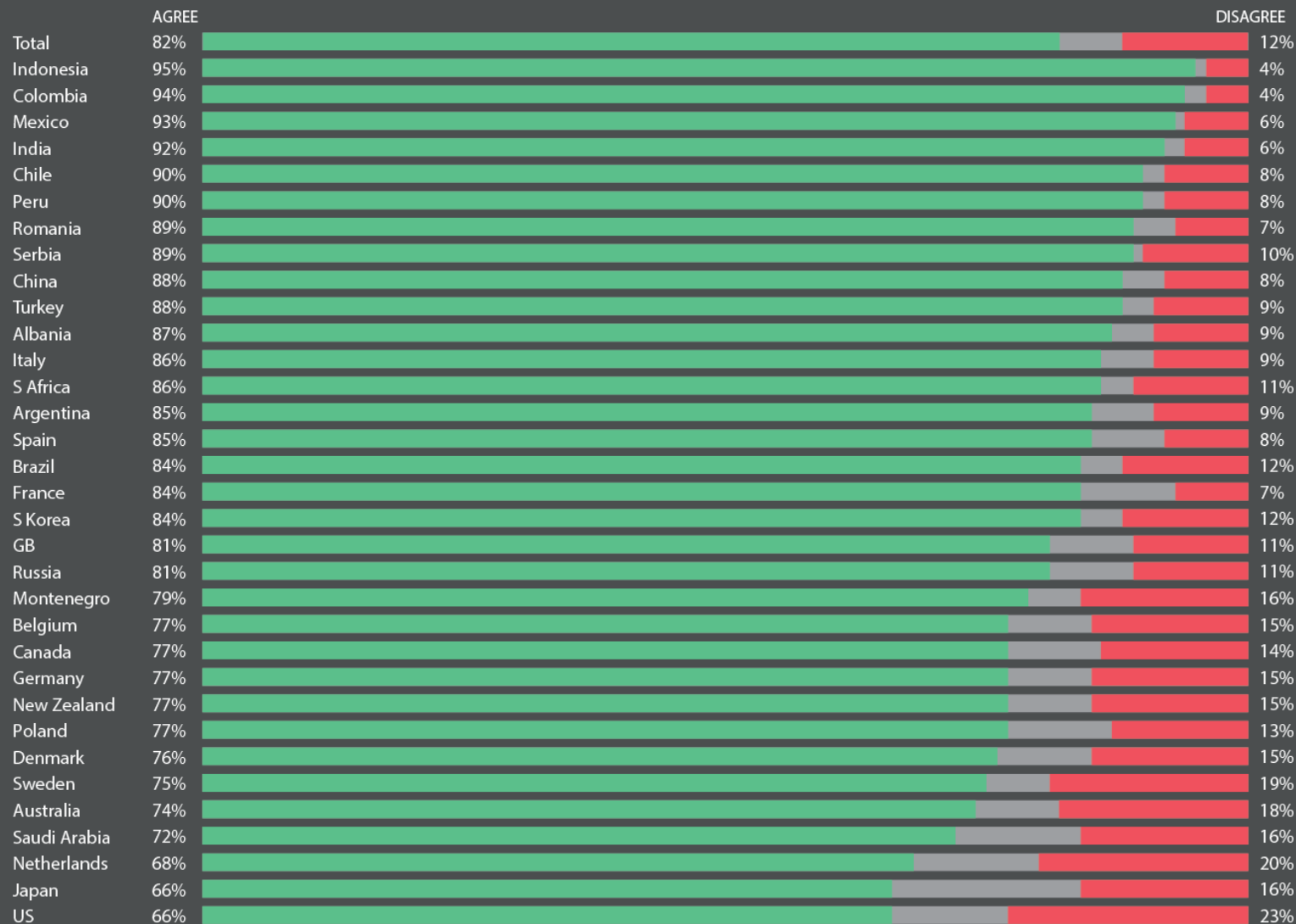## Aliens will visit the Earth

	Likely	Unlikely
All Markets	15%	66%
India	37%	45%
Saudi Arabia	30%	43%
Hong Kong	23%	55%
China	21%	59%
Colombia	20%	50%
Turkey	18%	67%
Brazil	18%	61%
Chile	17%	54%
Romania	17%	53%
Singapore	16%	65%
Mexico	16%	57%
Italy	16%	61%
Peru	15%	65%
Malaysia	15%	65%
Philippines	14%	65%
Australia	14%	71%
Hungary	14%	65%
United States	13%	69%
Argentina	13%	59%
Germany	12%	74%
Sweden	12%	78%
Russia	12%	78%
Japan	12%	65%
Israel	12%	73%
Spain	11%	68%
Poland	11%	80%
Canada	11%	72%
South Africa	11%	74%
South Korea	10%	70%
France	9%	72%
Belgium	9%	76%
Great Britain	8%	79%
Netherlands	7%	82%

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.

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Society and culture

Likely

Unlikely

There will be large-scale public unrest (such as protests or riots) in [X] to protest against the way the country is being run

56%

33%

Women will be paid the same as men for the same work

44%

46%

[X] will win more medals in the 2020 Summer Olympics than four years ago

43%

33%

I will feel lonely most of the time

33%

57%

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.
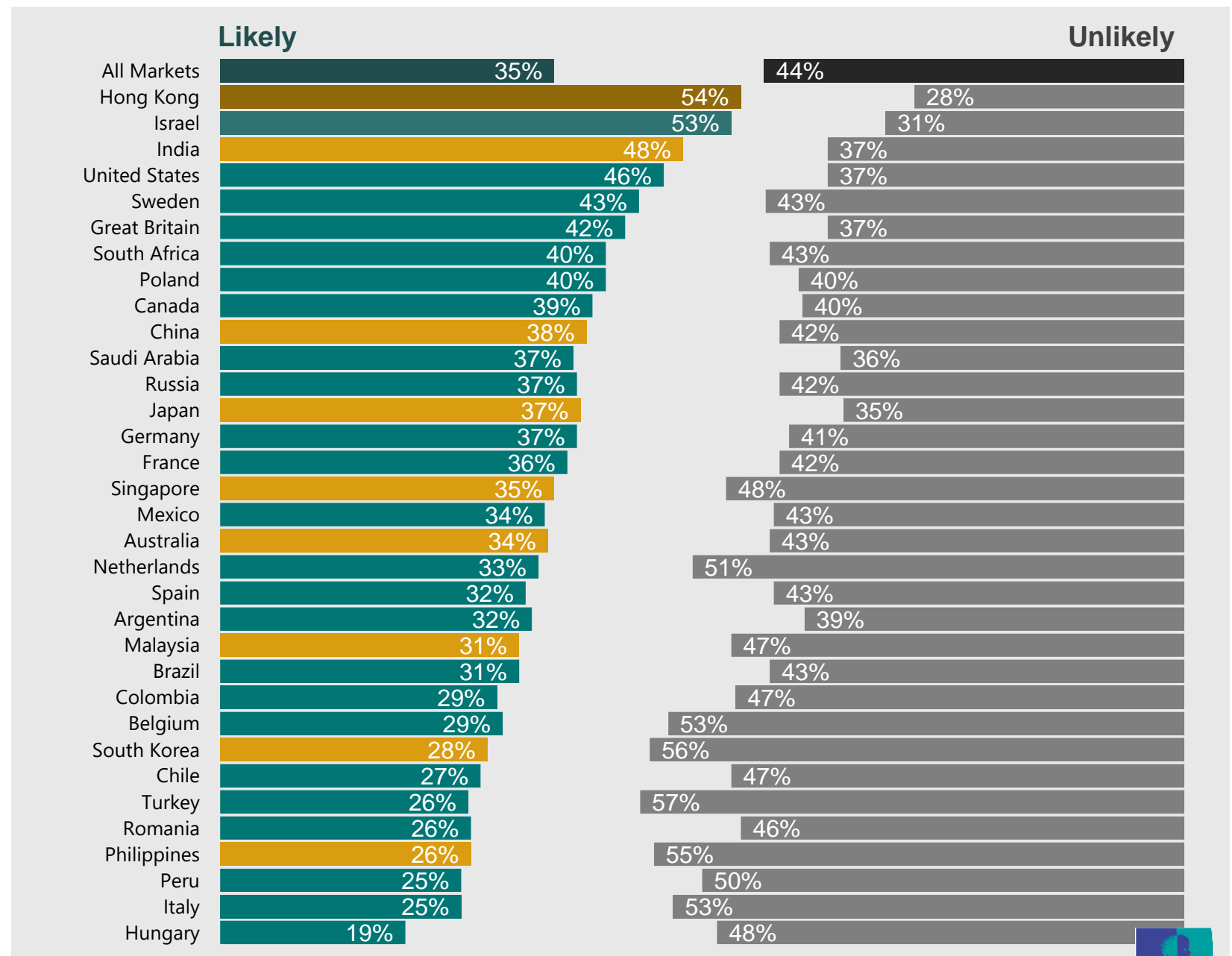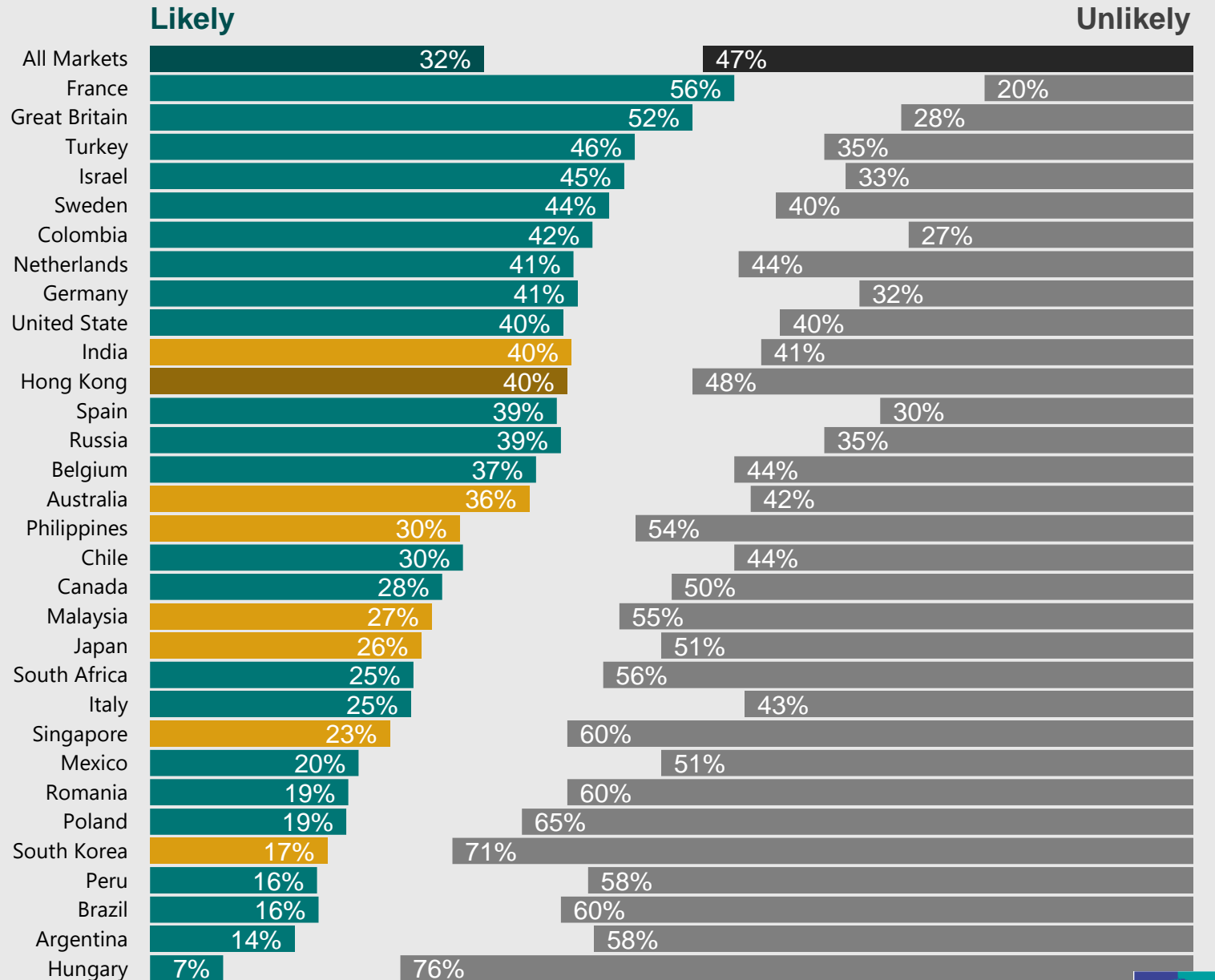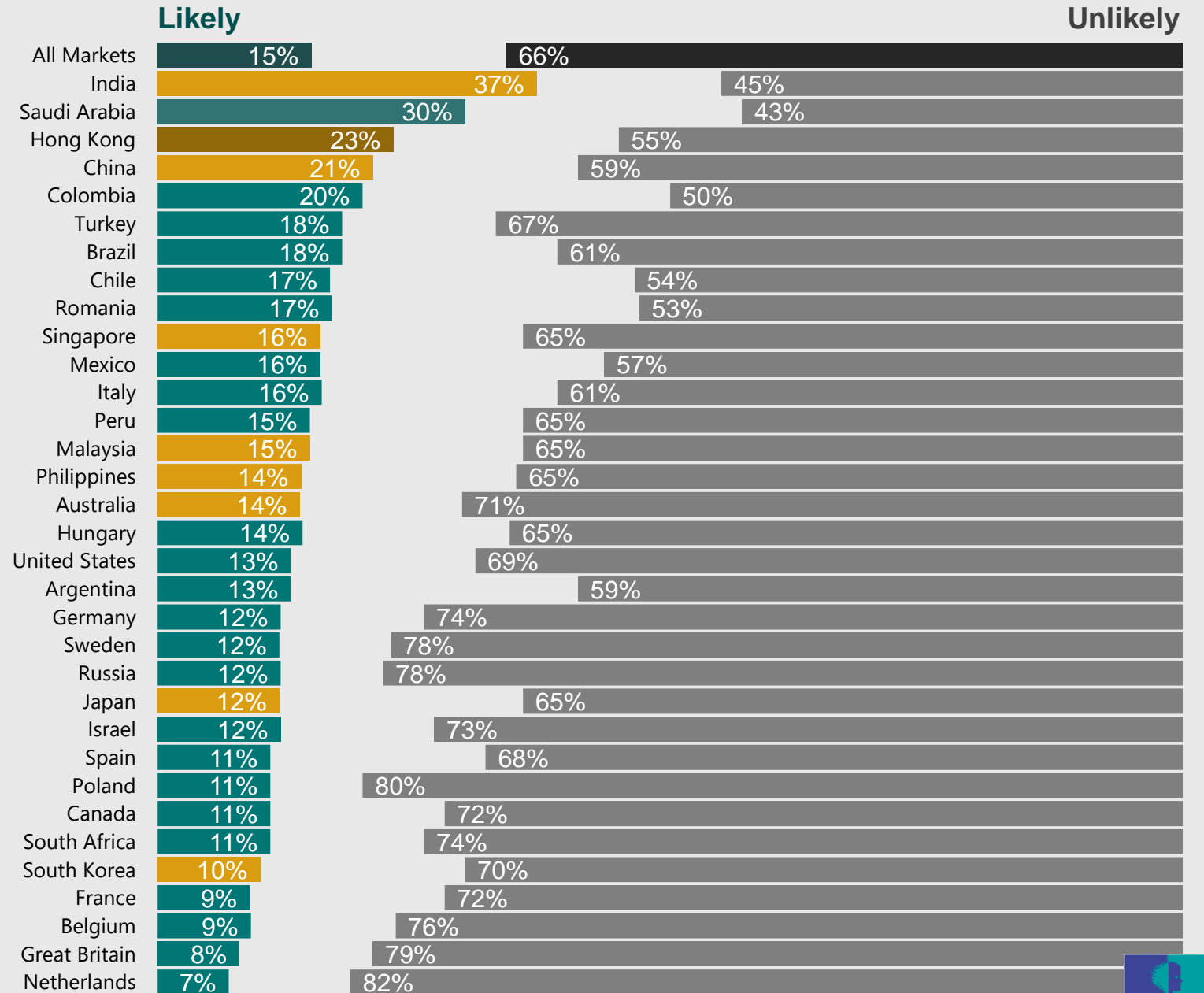
Ipsos

GLOBAL ADVISOR PREDICTIONS 2020

For each of the following, please tell me how likely or unlikely you think they are to happen…. ?

There will be large-scale public unrest (such as protests or riots) in [X] to protest against the way the country is being run

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	Likely	Unlikely
All Markets	56%	33%
Colombia	82%	12%
Chile	82%	10%
France	79%	12%
South Africa	77%	18%
Israel	66%	25%
Poland	65%	25%
Mexico	64%	23%
Great Britain	63%	27%
Spain	62%	24%
Netherlands	62%	30%
Belgium	62%	27%
Peru	61%	33%
Argentina	61%	23%
Brazil	58%	26%
United States	58%	30%
Malaysia	57%	31%
India	55%	37%
Italy	53%	32%
Russia	50%	41%
South Korea	49%	41%
Germany	49%	35%
Hungary	48%	41%
Australia	47%	40%
Romania	45%	35%
Sweden	45%	47%
Turkey	44%	44%
Philippines	43%	51%
Canada	42%	44%
Singapore	26%	66%
Japan	20%	58%

GLOBAL ADVISOR PREDICTIONS 2020

For each of the following, please tell me how likely or unlikely you think they are to happen…. ?

Women will be paid the same as men for the same work

Likely / **Unlikely**

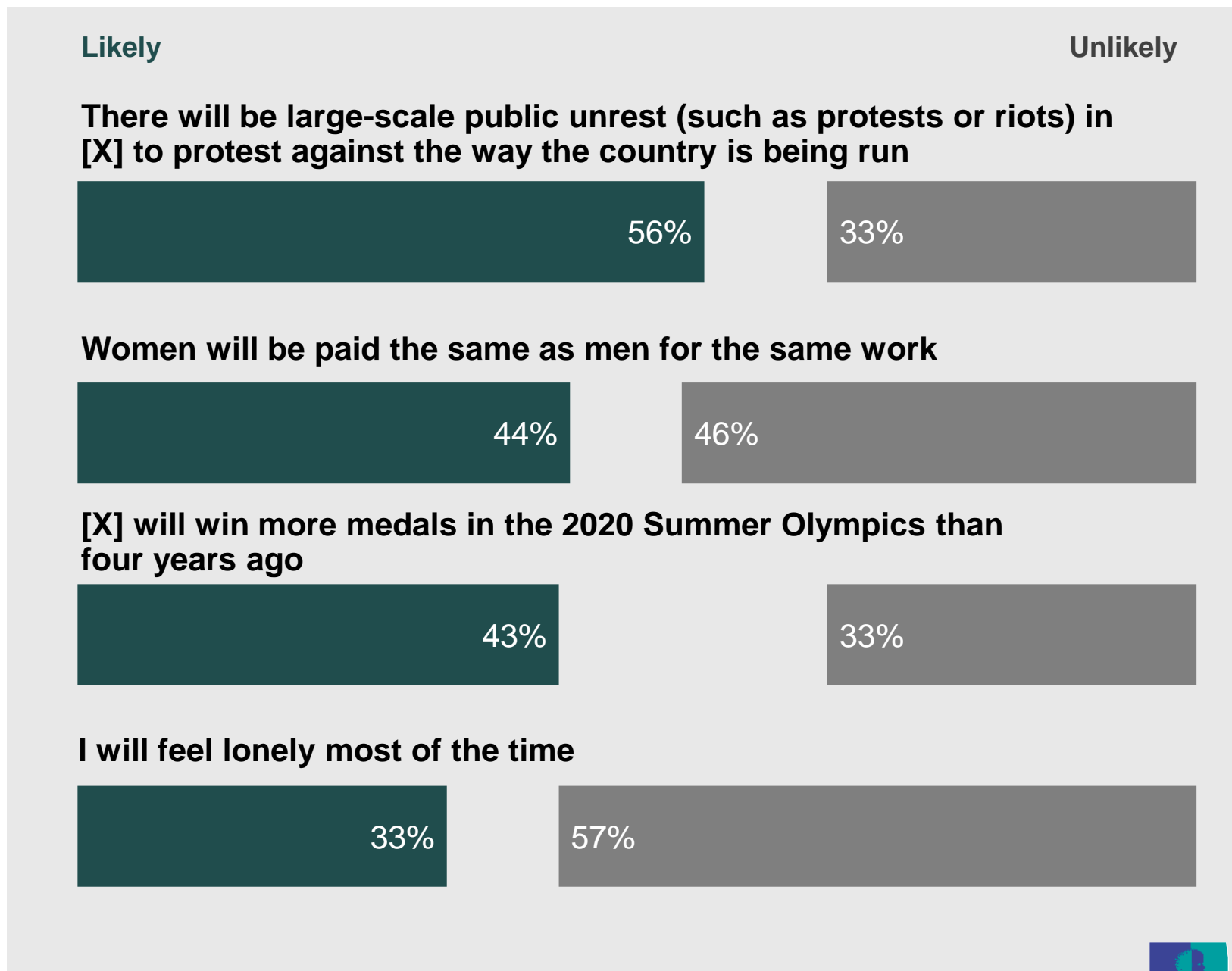| Market	Likely	Unlikely
All Markets	44%	46%
Philippines	75%	20%
India	71%	26%
Malaysia	68%	23%
Hong Kong	62%	30%
Saudi Arabia	61%	23%
China	61%	33%
Turkey	59%	30%
Peru	55%	38%
Mexico	53%	38%
Singapore	51%	41%
South Africa	48%	47%
Russia	48%	43%
Colombia	48%	41%
Romania	45%	38%
Argentina	44%	40%
South Korea	42%	48%
Chile	41%	49%
United States	39%	50%
Great Britain	39%	51%
Brazil	39%	48%
Poland	38%	54%
Canada	38%	53%
Australia	37%	54%
Japan	36%	46%
Israel	33%	56%
Spain	33%	55%
Netherlands	31%	60%
Italy	30%	58%
Belgium	29%	63%
Sweden	28%	65%
France	27%	62%
Germany	23%	65%
Hungary	19%	66%

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.
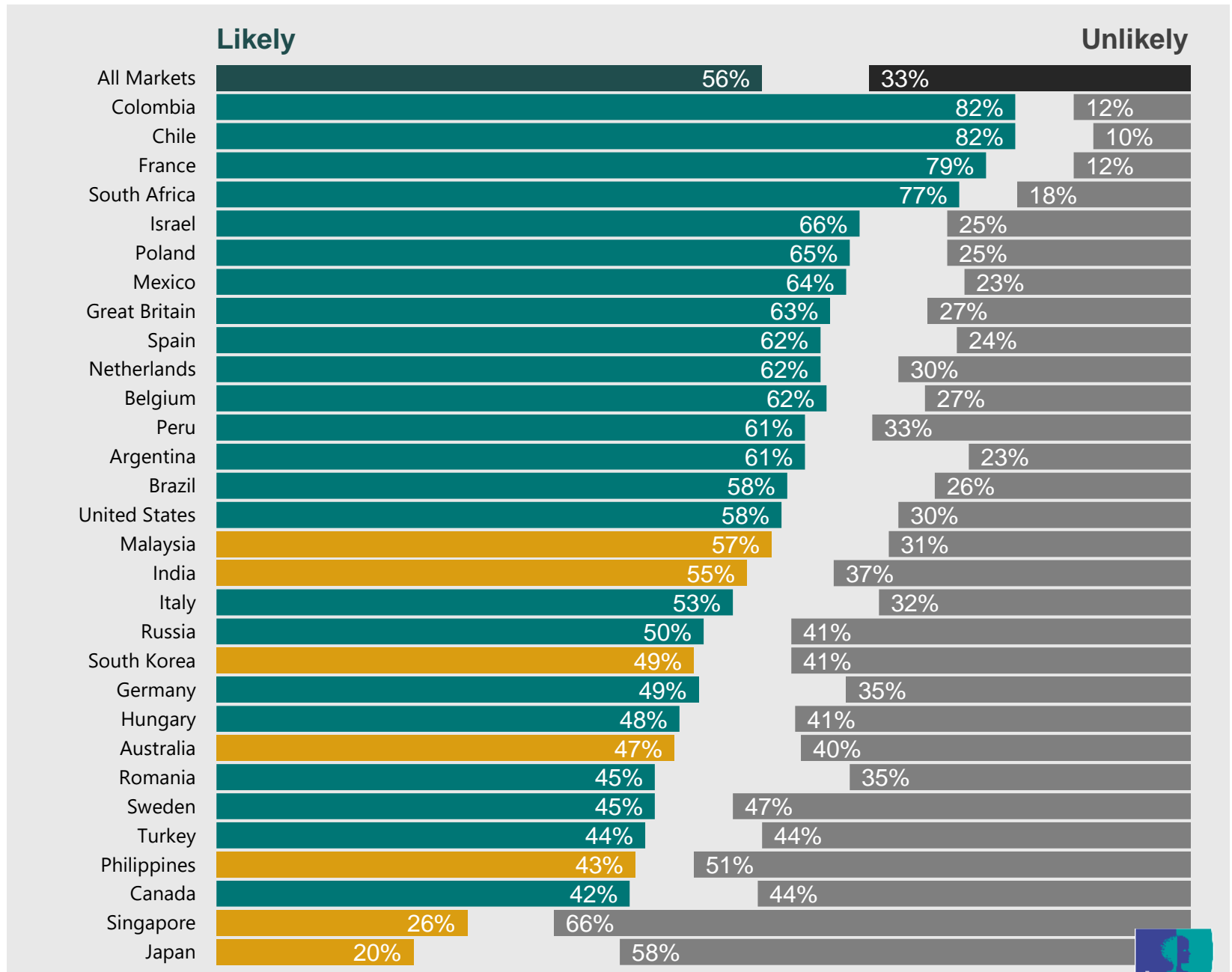
GLOBAL ADVISOR PREDICTIONS 2020

For each of the following, please tell me how likely or unlikely you think they are to happen…. ?

I will feel lonely most of the time
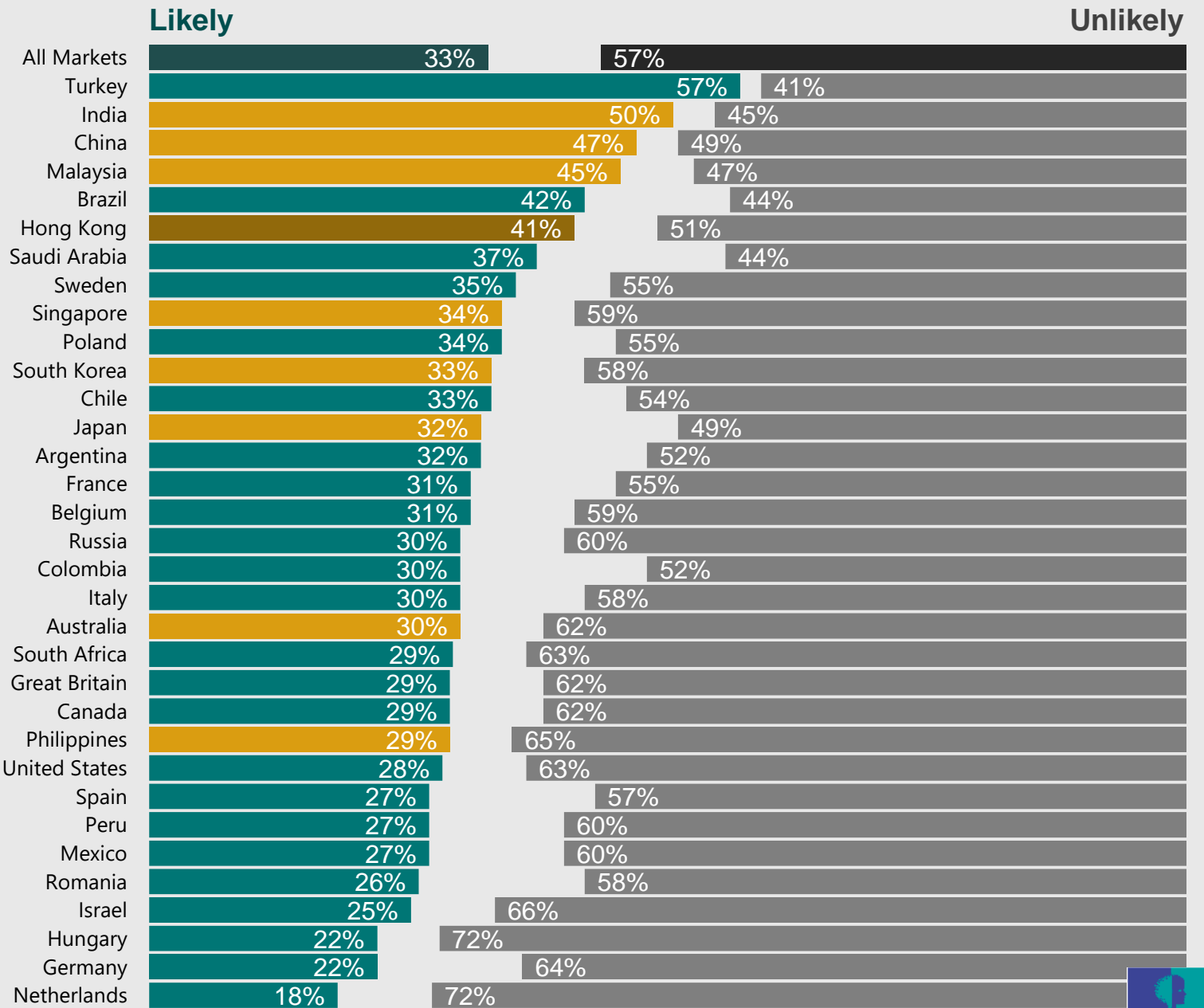
	Likely	Unlikely
All Markets	33%	57%
Turkey	57%	41%
India	50%	45%
China	47%	49%
Malaysia	45%	47%
Brazil	42%	44%
Hong Kong	41%	51%
Saudi Arabia	37%	44%
Sweden	35%	55%
Singapore	34%	59%
Poland	34%	55%
South Korea	33%	58%
Chile	33%	54%
Japan	32%	49%
Argentina	32%	52%
France	31%	55%
Belgium	31%	59%
Russia	30%	60%
Colombia	30%	52%
Italy	30%	58%
Australia	30%	62%
South Africa	29%	63%
Great Britain	29%	62%
Canada	29%	62%
Philippines	29%	65%
United States	28%	63%
Spain	27%	57%
Peru	27%	60%
Mexico	27%	60%
Romania	26%	58%
Israel	25%	66%
Hungary	22%	72%
Germany	22%	64%
Netherlands	18%	72%

GLOBAL ADVISOR PREDICTIONS 2020
Technology

Likely   **Unlikely**

People around the world will spend more time online than watching TV

78%   14%

Traffic in the area I live will get worse

58%   32%

I will watch more TV from streaming services than from over-the-air/cable/satellite TV channels

51%   36%

One of my online accounts (e.g. email, social media, banking) will be hacked into

37%   43%

Self-driving cars will become a usual sight on the streets of my town/city

36%   53%

I will use social media less

27%   57%

GLOBAL ADVISOR PREDICTIONS 2020

For each of the following, please tell me how likely or unlikely you think they are to happen…. ?

I will use social media less
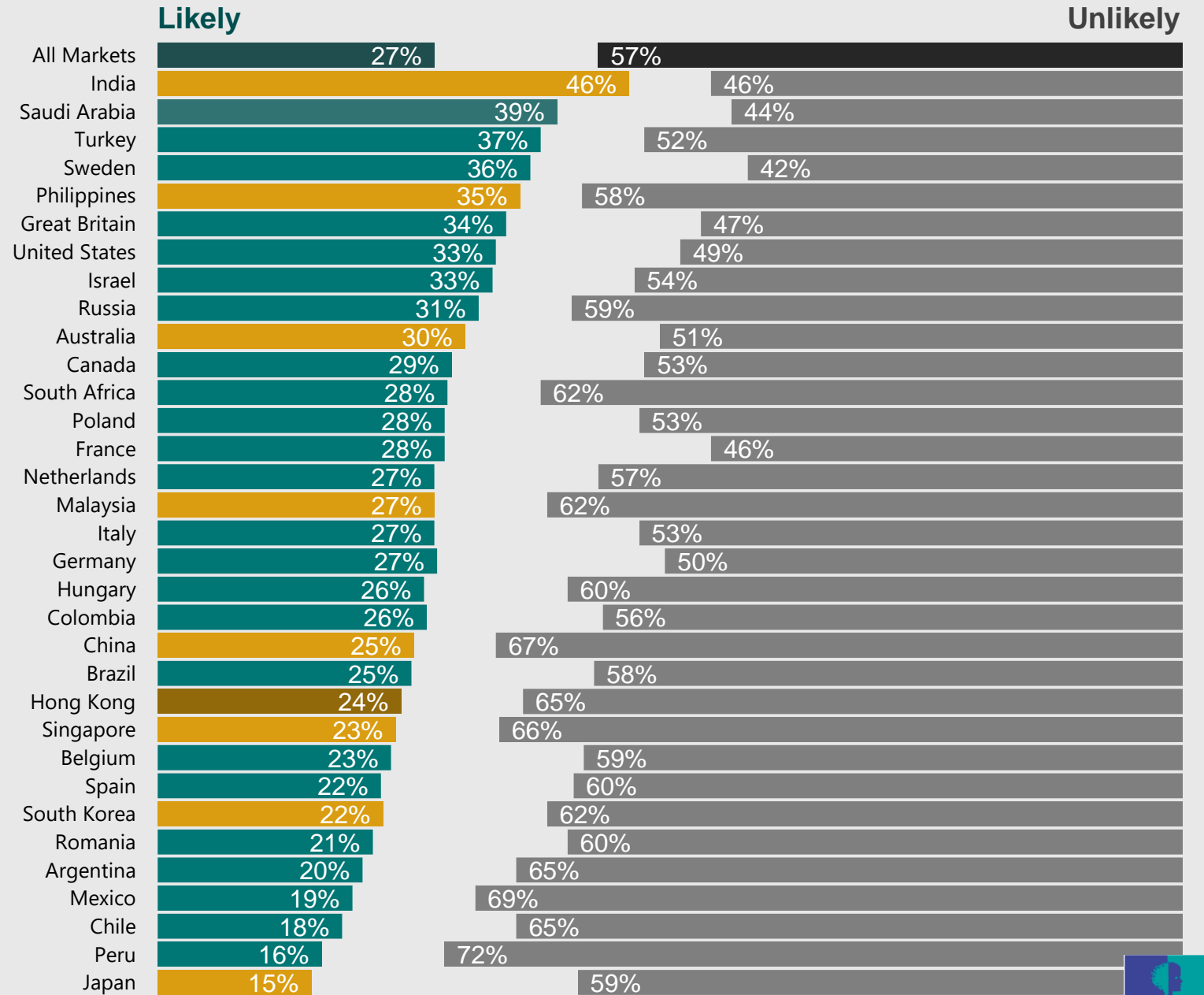
	Likely	Unlikely
All Markets	27%	57%
India	46%	46%
Saudi Arabia	39%	44%
Turkey	37%	52%
Sweden	36%	42%
Philippines	35%	58%
Great Britain	34%	47%
United States	33%	49%
Israel	33%	54%
Russia	31%	59%
Australia	30%	51%
Canada	29%	53%
South Africa	28%	62%
Poland	28%	53%
France	28%	46%
Netherlands	27%	57%
Malaysia	27%	62%
Italy	27%	53%
Germany	27%	50%
Hungary	26%	60%
Colombia	26%	56%
China	25%	67%
Brazil	25%	58%
Hong Kong	24%	65%
Singapore	23%	66%
Belgium	23%	59%
Spain	22%	60%
South Korea	22%	62%
Romania	21%	60%
Argentina	20%	65%
Mexico	19%	69%
Chile	18%	65%
Peru	16%	72%
Japan	15%	59%

I AM COMFORTABLE PROVIDING INFORMATION ABOUT MYSELF TO COMPANIES WHO ARE ONLINE IN RETURN FOR PERSONALISED SERVICES AND PRODUCTS

67% of us are concerned about how our own governments use our personal data iv

Country	Agree 2019
India	69%
China	64%
S Africa	58%
S Korea	57%
Italy	53%
Argentina	51%
Belgium	50%
Australia	49%
Brazil	49%
Russia	48%
Canada	47%
GB	47%
Sweden	46%
US	45%
Germany	41%
Spain	41%
France	39%
Turkey	37%
Poland	35%
Japan	33%

— Agree 2019 — Agree 2016 — Agree 2013
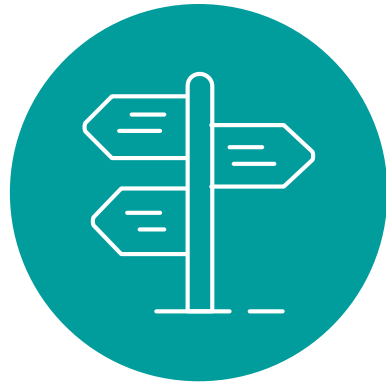
Base: 16,034 adults aged 16-74 across 20 countries, interviewed June – July 2019
Source: Ipsos Global Trends

Outlook for 2020

% Agree

I will make some personal resolutions to do specific things for myself or other in 2020

76%

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

75%

2019 was a bad year for [X]

65%

The global economy will be stronger in 2020 than it was in 2019

52%

2019 was a bad year for me and my family

50%

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.

GLOBAL ADVISOR PREDICTIONS 2020

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

The global economy will be stronger in 2020 than it was in 2019
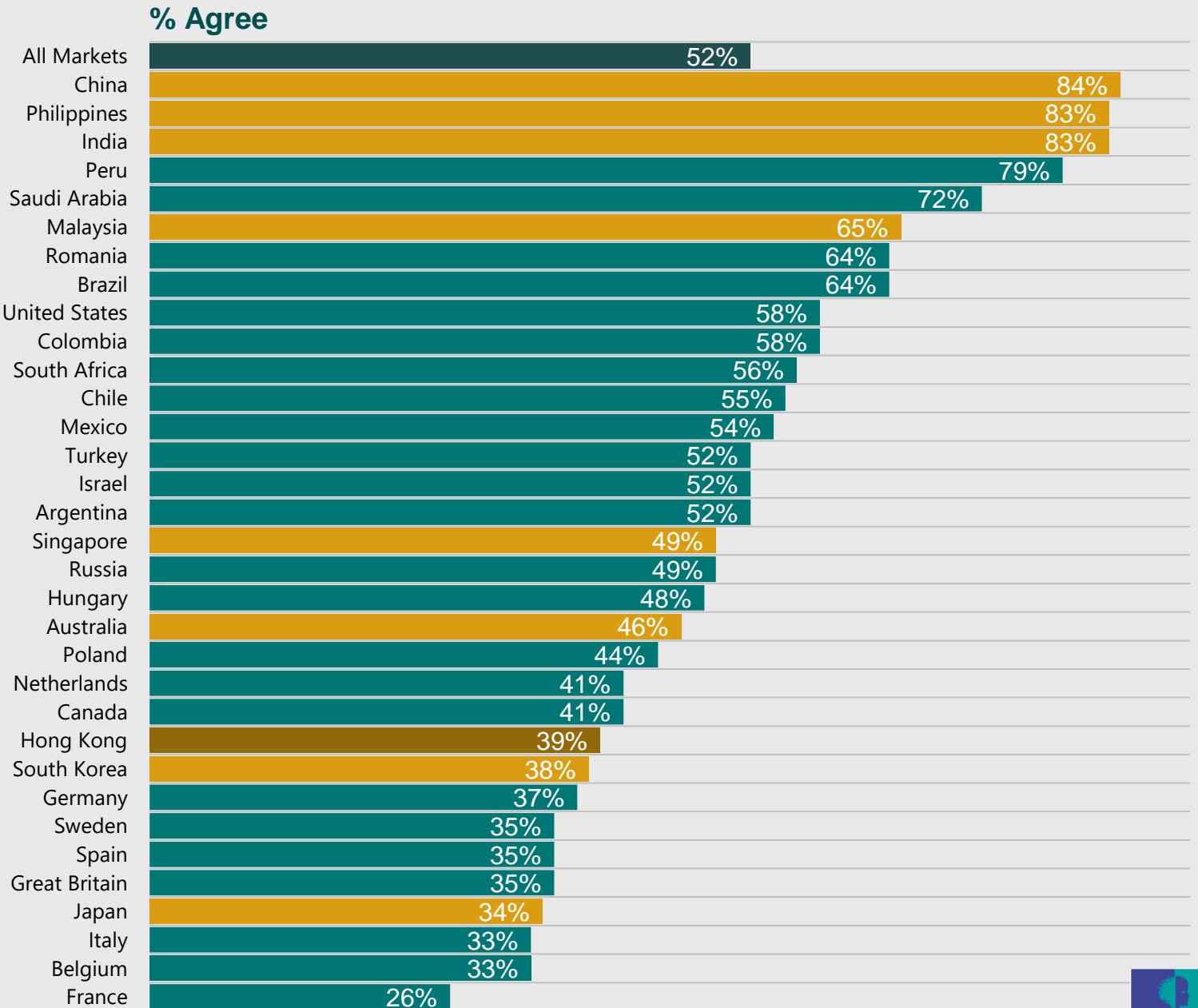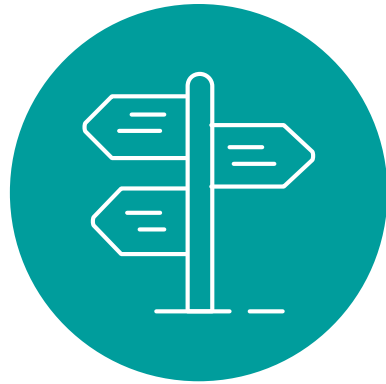
% Agree

Market	% Agree
All Markets	52%
China	84%
Philippines	83%
India	83%
Peru	79%
Saudi Arabia	72%
Malaysia	65%
Romania	64%
Brazil	64%
United States	58%
Colombia	58%
South Africa	56%
Chile	55%
Mexico	54%
Turkey	52%
Israel	52%
Argentina	52%
Singapore	49%
Russia	49%
Hungary	48%
Australia	46%
Poland	44%
Netherlands	41%
Canada	41%
Hong Kong	39%
South Korea	38%
Germany	37%
Sweden	35%
Spain	35%
Great Britain	35%
Japan	34%
Italy	33%
Belgium	33%
France	26%

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GLOBAL ADVISOR PREDICTIONS 2020

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

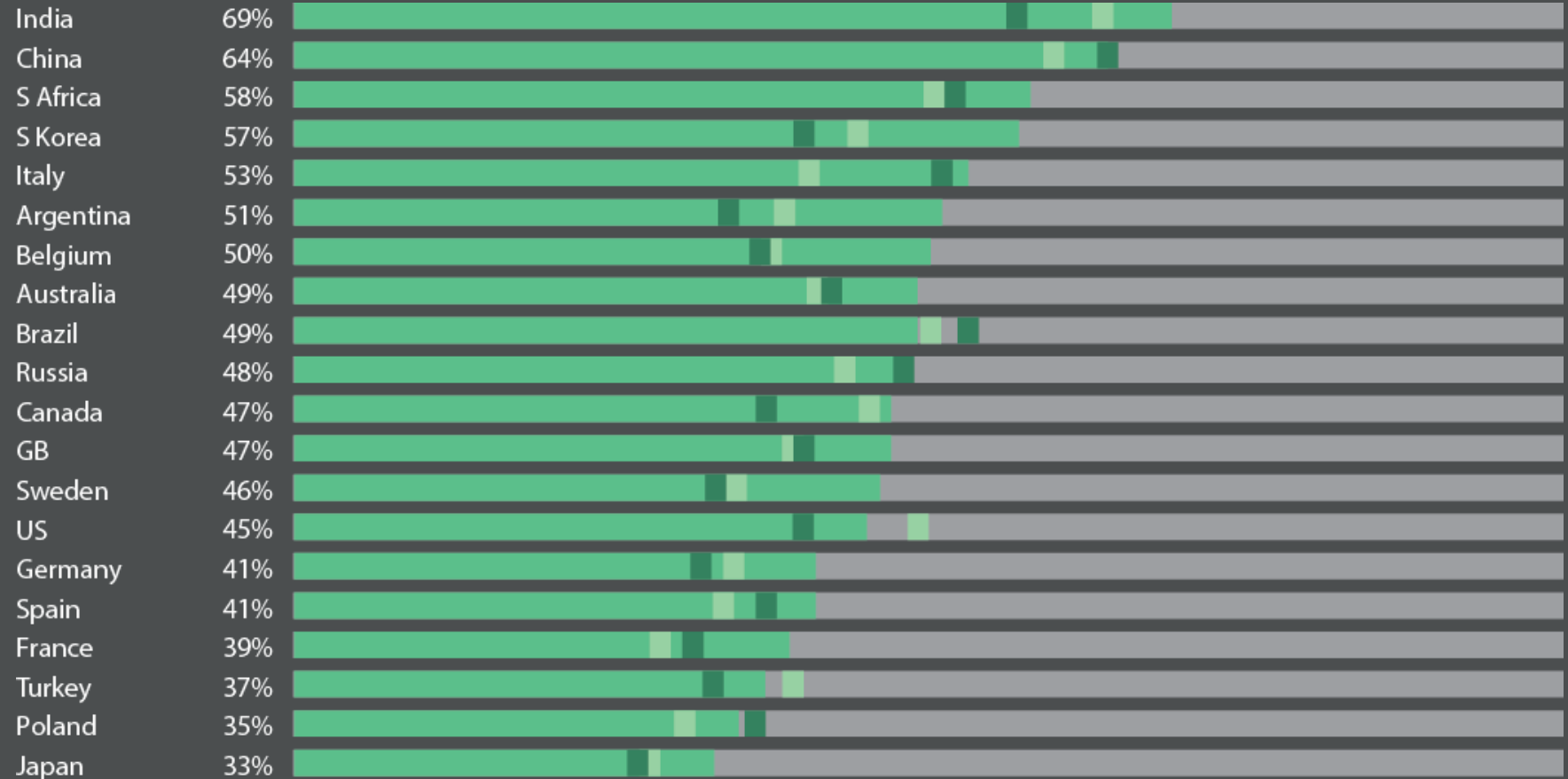## I am optimistic that 2020 will be a better year for me than it was in 2019
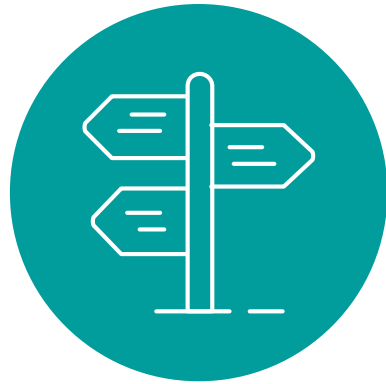
Base: 22,512 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Philippines, Poland, Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

45

% Agree

Market	% Agree
All Markets	75%
Philippines	95%
Peru	92%
India	92%
Colombia	91%
China	91%
Mexico	87%
South Africa	85%
Hungary	84%
Saudi Arabia	84%
Brazil	82%
Romania	81%
Chile	81%
Israel	79%
United States	79%
Malaysia	78%
Canada	77%
Argentina	77%
Russia	76%
Netherlands	75%
Australia	74%
Poland	73%
Turkey	71%
Spain	69%
Singapore	68%
Sweden	68%
Great Britain	65%
Italy	63%
South Korea	62%
Germany	59%
Belgium	58%
Hong Kong	54%
France	50%
Japan	45%
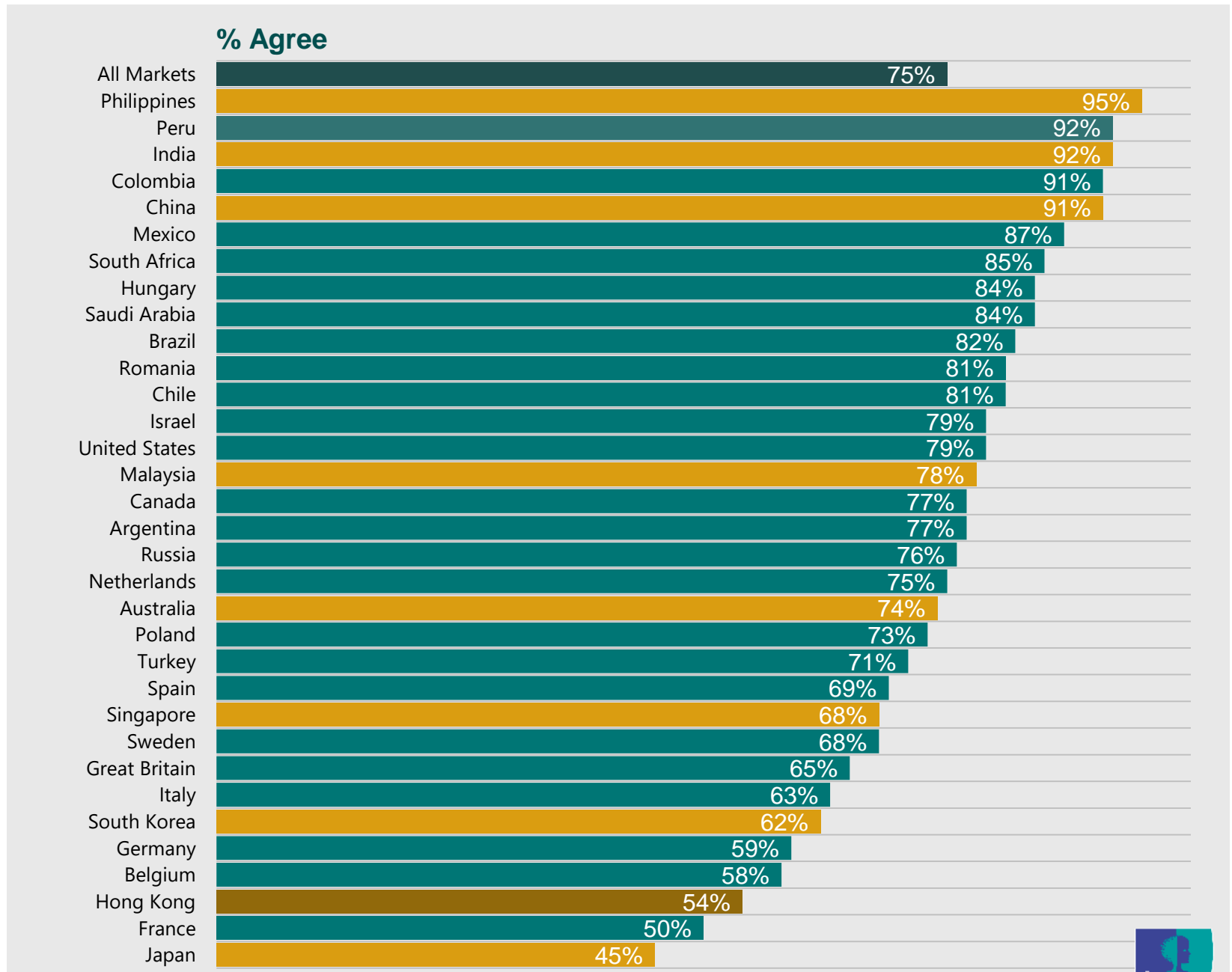
PERILS OF PERCEPTION 2020:
CAUSES OF DEATH

5

Ipsos

CAUSES OF DEATH AROUND THE WORLD

Ipsos

Across all countries, cardiovascular diseases and cancer are the biggest cause of death across all ages

When combined they account for around half of all deaths across the 32 countries in the study.

Causes

% actual causes of death – people of all ages (avg. across all countries)

Actual ▮

Causes	Actual
Cardiovascular diseases such as heart disease	32
Cancer	24
Neurological disorders	9
Lower respiratory infections such as pneumonia	6
Chronic respiratory diseases such as asthma	5
Diabetes and kidney diseases	5
Digestive diseases	5
Accidental deaths such as drowning	3
Transport injuries	2
Suicide	2
HIV/AIDS and sexually transmitted infections	1
Interpersonal violence	1
Substance use disorders	1
Terrorism and conflict	0*

Please see http://perils.ipsos.com/ for full details of all sources.

*Indicates a value higher than 0 but less than 0.5

Ipsos

Across all countries people on average __underestimate__ the proportion of deaths from cardiovascular diseases and cancer.

And the public tend to __overestimate__ how many people die from transport injuries, terrorism, interpersonal violence and substance use disorders such as drug and alcohol addiction.

Causes

% actual causes of death – people of all ages (avg. across all countries)

Actual
Guess

Difference

Causes	Actual	Guess	Difference
Cardiovascular diseases such as heart disease	32	11	-21
Cancer	24	15	-9
Neurological disorders	9	5	-4
Lower respiratory infections such as pneumonia	6	5	-1
Chronic respiratory diseases such as asthma	5	6	+1
Diabetes and kidney diseases	5	7	+2
Digestive diseases	5	6	+1
Accidental deaths such as drowning	3	7	+4
Transport injuries	2	10	+8
Suicide	2	7	+5
HIV/AIDS and sexually transmitted infections	1	5	+4
Interpersonal violence	1	8	+7
Substance use disorders	1	8	+7
Terrorism and conflict	0	5	+5

Please see http://perils.ipsos.com/ for full details of all sources.

Ipsos

Across all countries people on average <u>underestimate</u> the proportion of deaths from cardiovascular diseases and cancer.

And the public tend to <u>overestimate</u> how many people die from transport injuries, terrorism, interpersonal violence and substance use disorders such as drug and alcohol addiction.

Causes	% point diff. between avg. guess & actual	Avg guess	Actual
	Too low / Too high		
Cardiovascular diseases such as heart disease	-21	10.7	32.0
Cancer	-9	14.7	23.6
Neurological disorders	-3	5.4	8.8
Lower respiratory infections such as pneumonia	-1	5.4	6.1
Chronic respiratory diseases such as asthma	+0	5.8	5.4
Digestive diseases	+1	5.7	4.5
Diabetes and kidney diseases	+2	6.9	5.2
HIV/AIDS and sexually transmitted infections	+4	5.1	1.3
Accidental deaths such as drowning	+4	7.0	2.9
Terrorism and conflict	+5	4.8	0.1
Suicide	+6	7.3	1.6
Interpersonal violence	+7	7.9	1.0
Substance use disorders	+7	7.5	0.7
Transport injuries	+8	10.0	2.0

Please see http://perils.ipsos.com/ for full details of all sources.

Ipsos

Q. Out of every 100 deaths in [COUNTRY] – about many are a result of cancer?

The majority of countries in the study underestimate the proportion of people who die from cancer each year

Country	% actual causes of death	Avg. guess	Actual
	Too low ← → Too high		
Philippines	+0	12.1	11.9
India	-1	8.2	9.4
Russia	-2	13.8	15.9
South Africa	-2	8.1	10.2
Saudi Arabia	-2	10.3	12.5
Romania	-3	16.3	19.6
Mexico	-4	9.8	13.7
Malaysia	-7	9.4	16.4
Brazil	-7	11.1	18.2
Japan	-7	22.8	30.2
United States	-8	16.6	24.5
Sweden	-8	17.8	26.2
Germany	-9	17.4	26.7
Italy	-9	19.7	29.0
Peru	-10	10.4	20.1
Colombia	-10	10.1	19.9
Hungary	-10	15.9	26.3
China	-10	14.5	24.9
United Kingdom	-11	18.9	29.6
Turkey	-11	12.3	23.1
Poland	-11	16.9	27.7
Belgium	-12	16.6	28.3
Spain	-12	16.0	27.8
Singapore	-12	15.6	27.5
Argentina	-12	18.6	30.8
Chile	-12	10.2	22.3
Australia	-12	14.7	26.8
Canada	-12	17.1	29.4
Netherlands	-13	17.4	30.9
South Korea	-14	19.7	34.1
France	-15	16.2	30.9
Hong Kong SAR China	-15	16.2	31.5

Please see http://perils.ipsos.com/ for full details of all sources.

Q. Out of every 100 deaths in [COUNTRY] – about many are a result of substance use disorders such as drug or alcohol addiction?

All countries overestimate the proportion of deaths by alcohol and drug addiction.

Country	Too low % actual causes of death Too high	Avg. guess	Actual
Peru	+9	9.7	0.5
Argentina	+9	9.1	0.3
Hong Kong SAR China	+8	8.2	0.2
Turkey	+8	10.5	2.9
Mexico	+8	8.5	0.9
Italy	+8	9.6	2.1
South Africa	+7	7.6	0.2
Spain	+7	8.3	0.9
Chile	+7	7.6	0.3
United States	+7	7.5	0.2
Romania	+7	7.6	0.3
Sweden	+7	7.7	0.5
Brazil	+7	7.9	0.8
Australia	+7	8.0	1.0
Germany	+7	6.5	0.0*
France	+7	7.8	1.0
Russia	+7	8.0	1.2
India	+7	7.8	1.1
Hungary	+7	7.6	0.9
Malaysia	+7	7.9	1.2
Canada	+7	7.4	0.7
South Korea	+7	7.3	0.5
Belgium	+6	6.8	0.5
China	+6	6.7	0.2
Poland	+6	6.3	0.4
Japan	+6	6.4	0.4
Philippines	+6	6.1	0.4
United Kingdom	+6	5.9	0.5
Colombia	+5	5.1	0.4
Singapore	+5	3.8	0.1
Netherlands	+4		

*Indicates a value higher than 0 but less than 0.5

Please see http://perils.ipsos.com/ for full details of all sources.

Ipsos

Q. Out of every 100 deaths in [COUNTRY] – about many are a result of transport injuries such as road accidents?

Every country overestimates the proportion of people who die in road accidents each year.

Country	Too low	% actual causes of death	Too high	Avg. guess	Actual
Hong Kong SAR China		+11		10.8	0.3
Japan		+9		10.9	2.1
Australia		+8		9.9	1.8
Philippines		+8		9.8	1.8
Turkey		+8		8.7	0.7
United Kingdom		+8		8.7	1.0
United States		+7		8.9	1.7
Brazil		+7		7.8	1.1
South Korea		+7		11.8	5.1
Spain		+7		7.4	0.9
Italy		+6		6.7	0.7
China		+6		7.2	1.2
Chile		+6		7.7	1.8
Belgium		+6		7.7	2.0
Peru		+6		6.4	0.7
Colombia		+6		6.9	1.2
Mexico		+6		6.7	1.1
Canada		+5		7.1	1.7
South Africa		+5		6.7	1.3
Romania		+5		6.3	0.9
Sweden		+5		6.8	1.5
Germany		+5		6.4	1.3
Argentina		+5		6.6	1.5
Saudi Arabia		+5		6.2	1.1
Singapore		+5		7.5	2.5
France		+5		6.6	1.9
Poland		+5		6.3	1.7
India		+5		6.7	2.1
Malaysia		+4		5.8	1.4
Netherlands		+4		5.7	1.4
Hungary		+4		5.7	1.7
Russia		+3		5.7	2.4

Please see http://perils.ipsos.com/ for full details of all sources.

Ipsos MORI

Q. Out of every 100 deaths in [COUNTRY] – about many are a result of interpersonal violence such as homicide/murder?

People overestimate the proportion of deaths by interpersonal violence (murder/homicide).

Country	Too low	% actual causes of death	Too high	Avg. guess	Actual
Peru		+13		13.5	0.8
Argentina		+12		13.3	0.8
Hong Kong SAR China		+12		12.3	0.1
Turkey		+10		10.4	0.4
Mexico		+9		15.4	6.1
Italy		+9		9.2	0.1
South Africa		+8		11.5	3.3
Spain		+8		7.8	0.1
Chile		+8		8.3	0.7
United States		+8		8.2	0.7
Romania		+7		7.5	0.2
Sweden		+7		7.4	0.1
Brazil		+7		12.0	4.7
Australia		+7		6.9	0.2
Germany		+6		6.5	0.1
France		+6		6.0	0.1
Russia		+6		7.0	1.2
India		+6		6.2	0.4
Hungary		+6		5.9	0.1
Malaysia		+6		6.0	0.4
Canada		+6		5.8	0.2
South Korea		+6		5.8	0.2
Belgium		+5		5.6	0.1
China		+5		5.5	0.1
Poland		+5		5.2	0.2
Japan		+5		4.9	0.1
Philippines		+5		7.2	2.4
United Kingdom		+5		4.8	0.1
Colombia		+5		11.1	6.4
Singapore		+4		4.6	0.1
Netherlands		+4		4.4	0.1

Please see http://perils.ipsos.com/ for full details of all sources.

Ipsos MORI

…and people say they see transport injuries, interpersonal violence and terrorism/conflict most frequently in the news
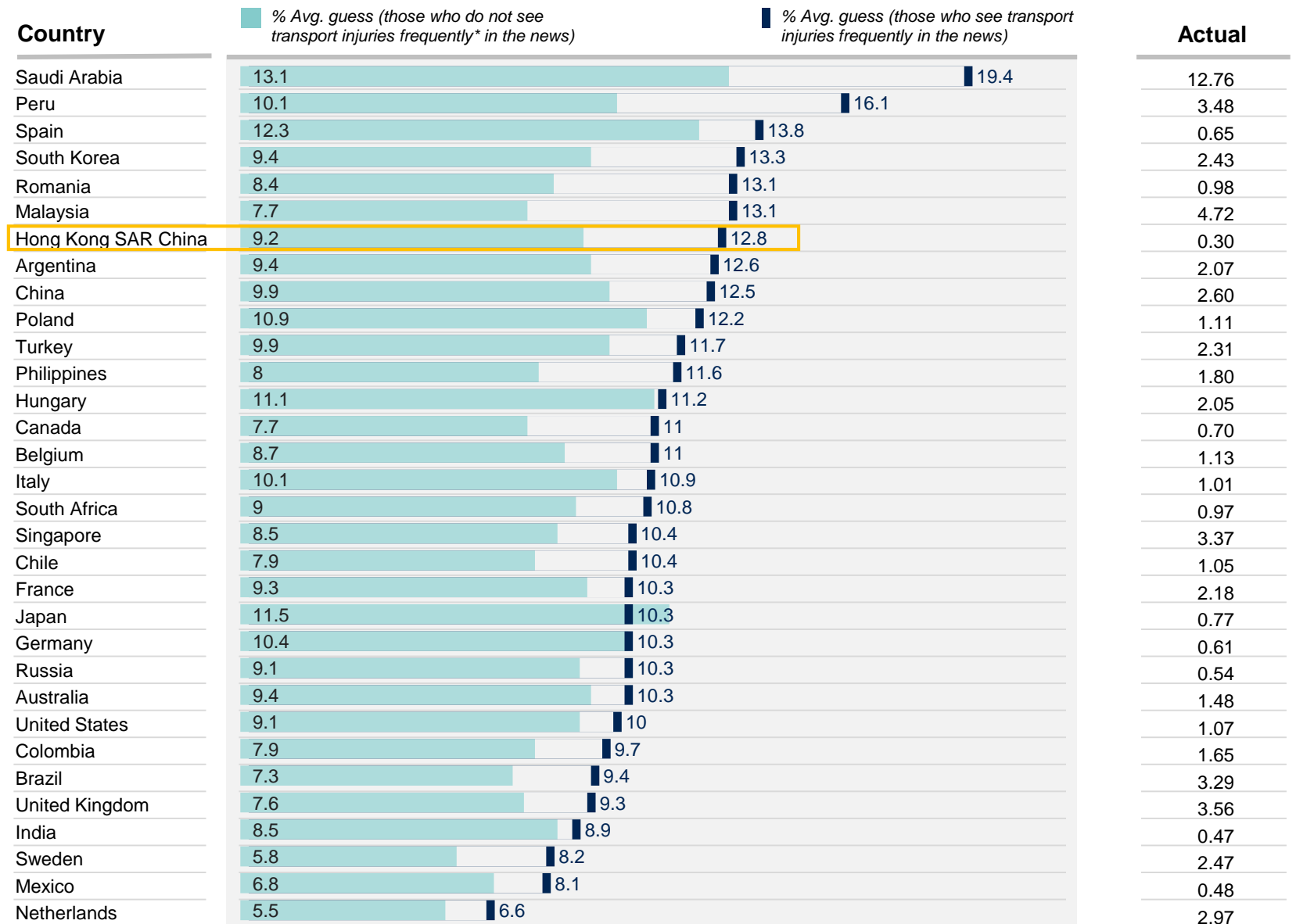
% saying one of the top 3 things they see most frequently in the news

Most mentions
2nd most mentions
3rd most mentions

	TOTAL	AU	CN	HK	IN	JP	MY	PH	SG	KR
Transport injuries *such as road accidents*	38%	48%	45%	54%	36%	50%	34%	40%	26%	50%
Interpersonal violence *such as homicide/murder*	37%	36%	10%	42%	20%	54%	46%	52%	0%	49%
Terrorism *and conflict*	35%	41%	11%	37%	34%	24%	49%	17%	27%	23%
Cancer	29%	30%	41%	14%	30%	18%	29%	20%	30%	20%
Accidental deaths *such as drowning, fires and falls'*	22%	25%	28%	33%	28%	35%	19%	24%	18%	20%
Suicide	19%	22%	15%	9%	26%	24%	26%	19%	14%	15%
Substance use disorders *such as drug or alcohol addiction*	15%	21%	5%	10%	11%	20%	33%	15%	0%	20%

In several countries, those who say they frequently see transport injuries in the news think transport injuries cause more deaths than those who do not.

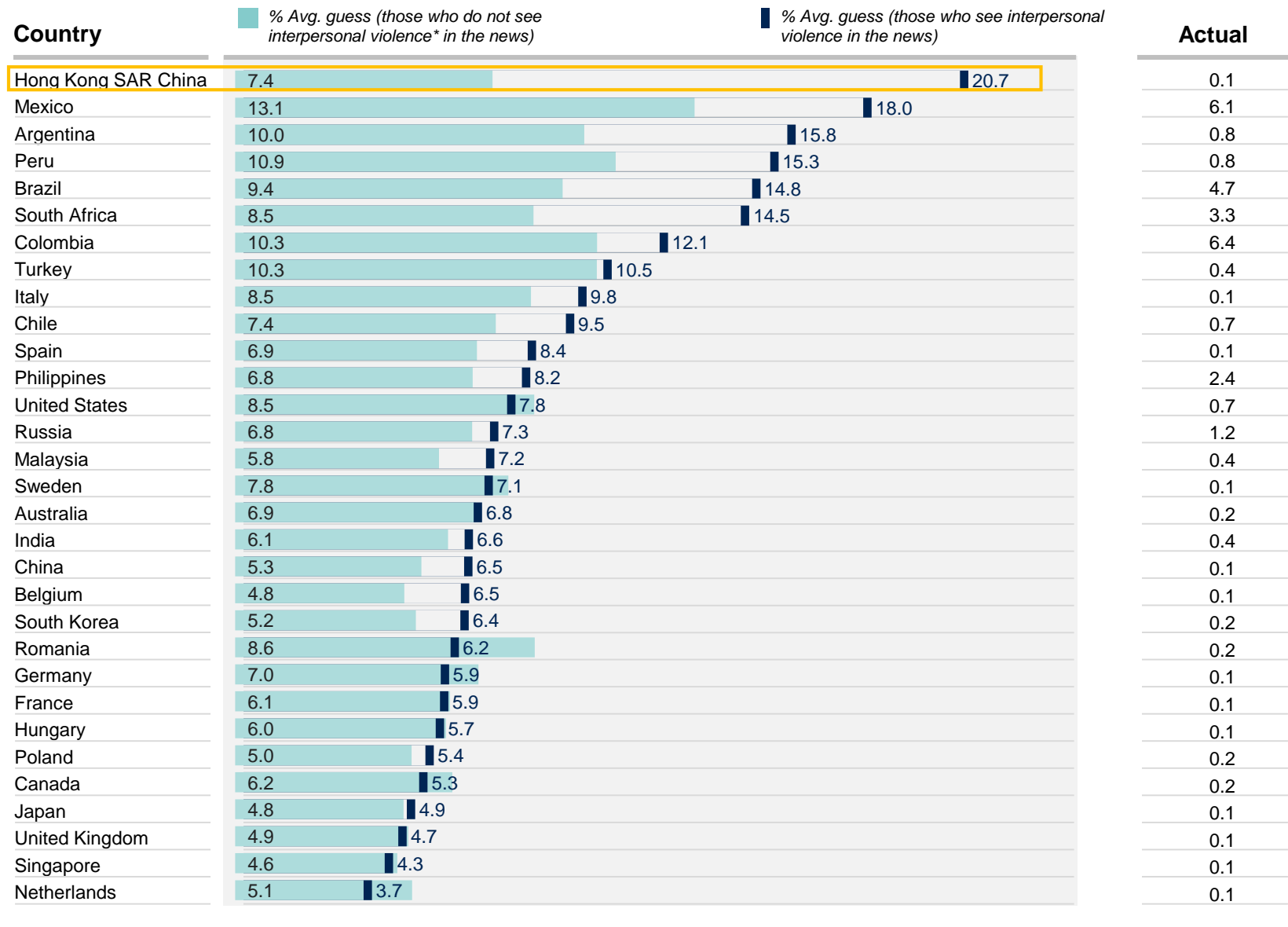This is particularly the case in Saudi Arabia, Peru and Romania.

Country	% Avg. guess (those who do not see transport injuries frequently* in the news)	% Avg. guess (those who see transport injuries frequently in the news)	Actual
Saudi Arabia	13.1	19.4	12.76
Peru	10.1	16.1	3.48
Spain	12.3	13.8	0.65
South Korea	9.4	13.3	2.43
Romania	8.4	13.1	0.98
Malaysia	7.7	13.1	4.72
Hong Kong SAR China	9.2	12.8	0.30
Argentina	9.4	12.6	2.07
China	9.9	12.5	2.60
Poland	10.9	12.2	1.11
Turkey	9.9	11.7	2.31
Philippines	8	11.6	1.80
Hungary	11.1	11.2	2.05
Canada	7.7	11	0.70
Belgium	8.7	11	1.13
Italy	10.1	10.9	1.01
South Africa	9	10.8	0.97
Singapore	8.5	10.4	3.37
Chile	7.9	10.4	1.05
France	9.3	10.3	2.18
Japan	11.5	10.3	0.77
Germany	10.4	10.3	0.61
Russia	9.1	10.3	0.54
Australia	9.4	10.3	1.48
United States	9.1	10	1.07
Colombia	7.9	9.7	1.65
Brazil	7.3	9.4	3.29
United Kingdom	7.6	9.3	3.56
India	8.5	8.9	0.47
Sweden	5.8	8.2	2.47
Mexico	6.8	8.1	0.48
Netherlands	5.5	6.6	2.97

Please see http://perils.ipsos.com/ for full details of all sources.

*Those who list transport injuries in the top 3 things they see most frequently in the news

In some countries those who say they frequently see interpersonal violence in the news think it causes a greater proportion of deaths than those who do not see it in the news…
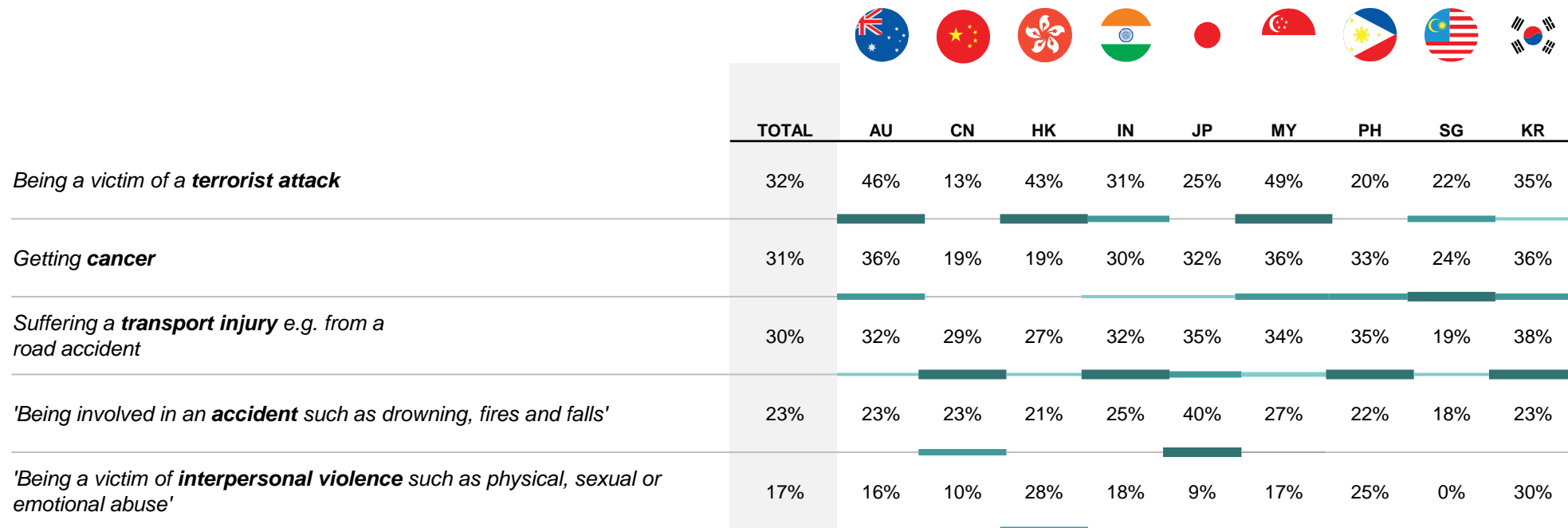
…but this does not apply in every country.

Country	% Avg. guess (those who do not see interpersonal violence* in the news)	% Avg. guess (those who see interpersonal violence in the news)	Actual
Hong Kong SAR China	7.4	20.7	0.1
Mexico	13.1	18.0	6.1
Argentina	10.0	15.8	0.8
Peru	10.9	15.3	0.8
Brazil	9.4	14.8	4.7
South Africa	8.5	14.5	3.3
Colombia	10.3	12.1	6.4
Turkey	10.3	10.5	0.4
Italy	8.5	9.8	0.1
Chile	7.4	9.5	0.7
Spain	6.9	8.4	0.1
Philippines	6.8	8.2	2.4
United States	8.5	7.8	0.7
Russia	6.8	7.3	1.2
Malaysia	5.8	7.2	0.4
Sweden	7.8	7.1	0.1
Australia	6.9	6.8	0.2
India	6.1	6.6	0.4
China	5.3	6.5	0.1
Belgium	4.8	6.5	0.1
South Korea	5.2	6.4	0.2
Romania	8.6	6.2	0.2
Germany	7.0	5.9	0.1
France	6.1	5.9	0.1
Hungary	6.0	5.7	0.1
Poland	5.0	5.4	0.2
Canada	6.2	5.3	0.2
Japan	4.8	4.9	0.1
United Kingdom	4.9	4.7	0.1
Singapore	4.6	4.3	0.1
Netherlands	5.1	3.7	0.1

Please see http://perils.ipsos.com/ for full details of all sources.

*Those who list interpersonal violence in the top 3 things they see most frequently in the news

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People think they have least control over being a victim of a terrorist attack, getting cancer or suffering a transport injury

Most mentions

2nd most mentions

3rd most mentions

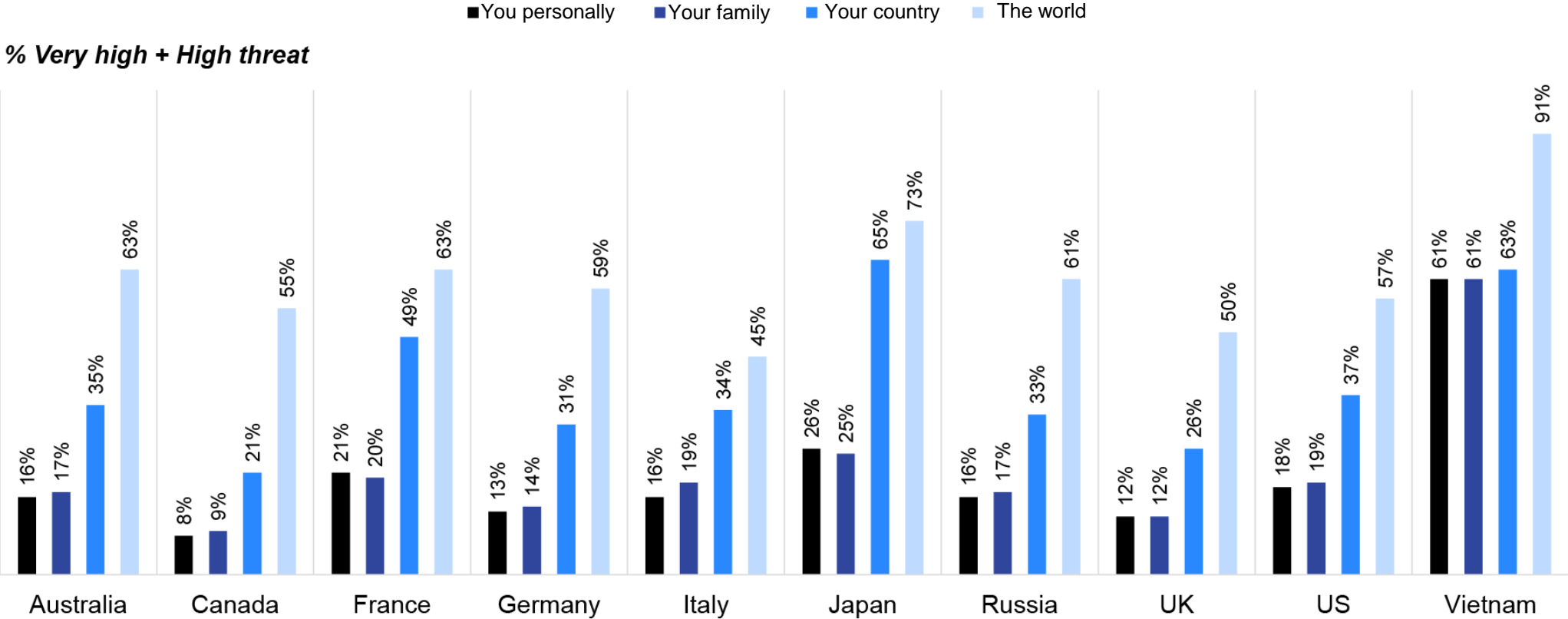**% saying one of the top 3 things most likely to happen to them**

	TOTAL	AU	CN	HK	IN	JP	MY	PH	SG	KR
Being a victim of a **terrorist attack**	32%	46%	13%	43%	31%	25%	49%	20%	22%	35%
Getting **cancer**	31%	36%	19%	19%	30%	32%	36%	33%	24%	36%
Suffering a **transport injury** e.g. from a road accident	30%	32%	29%	27%	32%	35%	34%	35%	19%	38%
'Being involved in an **accident** such as drowning, fires and falls'	23%	23%	23%	21%	25%	40%	27%	22%	18%	23%
'Being a victim of **interpersonal violence** such as physical, sexual or emotional abuse'	17%	16%	10%	28%	18%	9%	17%	25%	0%	30%

Ipsos

COVID-19
2020

6

Ipsos

STILL A GREATER SENSE OF
THREAT FOR THE WORLD THAN FOR PERSONAL OR FAMILY

What level of threat do you think the coronavirus poses to each of the following?

■ You personally   ■ Your family   ■ Your country   The world

% Very high + High threat

	Australia	Canada	France	Germany	Italy	Japan	Russia	UK	US	Vietnam
You personally	16%	8%	21%	13%	16%	26%	16%	12%	18%	61%
Your family	17%	9%	20%	14%	19%	25%	17%	12%	19%	61%
Your country	35%	21%	49%	31%	34%	65%	33%	26%	37%	63%
The world	63%	55%	63%	59%	45%	73%	61%	50%	57%	91%

See methodology notes for full description of the data collection specifications

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LARGE MAJORITIES FORESEE AN **IMPACT ON THE GLOBAL ECONOMY** – INCREASING NO DOUBT DUE TO THE ACTUAL MARKET RESPONSE

% Strongly + Somewhat Agree
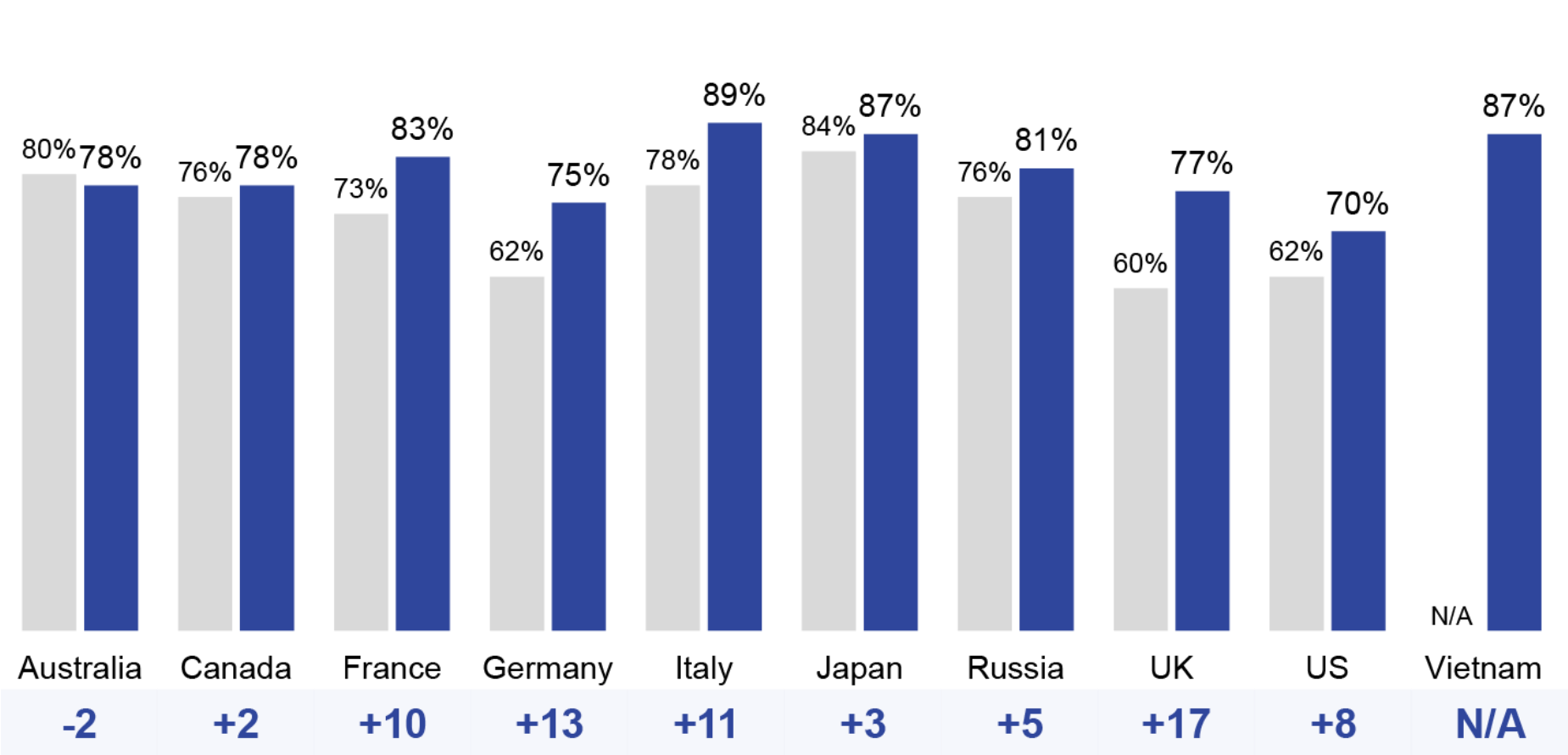
Do you agree or disagree with the following:
The coronavirus outbreak will impact financial markets/the global economy

Feb 14 - 15
Feb 28 - 29

	Australia	Canada	France	Germany	Italy	Japan	Russia	UK	US	Vietnam
Feb 14 - 15	80%	76%	73%	62%	78%	84%	76%	60%	62%	N/A
Feb 28 - 29	78%	78%	83%	75%	89%	87%	81%	77%	70%	87%
	-2	**+2**	**+10**	**+13**	**+11**	**+3**	**+5**	**+17**	**+8**	**N/A**

See methodology notes for full description of the data collection specifications

PERCEIVED THREAT TO YOUR PERSONAL **JOB OR BUSINESS** IS GROWING

% Strongly + Somewhat Agree

What level of threat do you think the coronavirus or COVID-19 poses to each of the following?:
YOUR JOB OR BUSINESS
Base = Among those employed

Australia	Canada	France	Germany	Italy	Japan	Russia	UK	US	Vietnam
+8	+7	+21	+14	+3	+15	+6	+5	+10	N/A

■ Feb 14 - 15
■ Feb 28 - 29
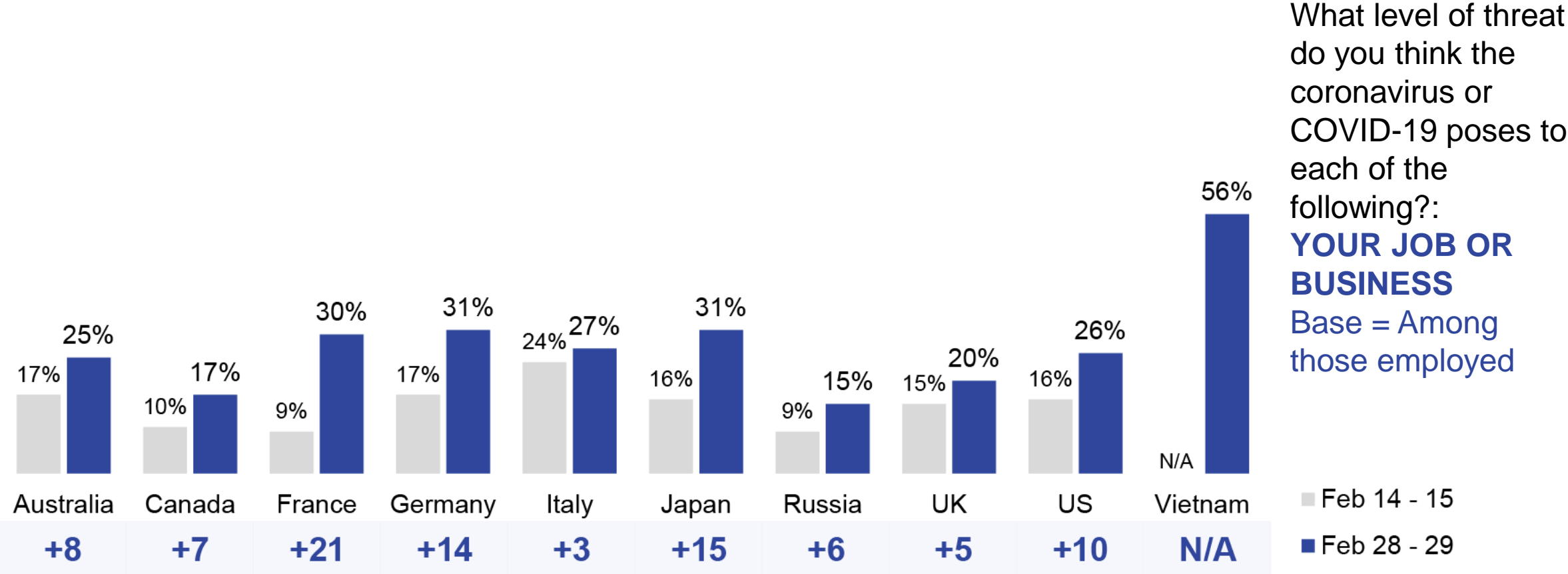
See methodology notes for full description of the data collection specifications

ONE IN THREE REPORT MORE ACTIVELY FOLLOWING THE NEWS

% Follow the news more frequently compared to one month ago

Australia	Canada	France	Germany	Italy	Japan	Russia	UK	US	Vietnam
31%	33%	34%	32%	46%	32%	34%	34%	38%	68%
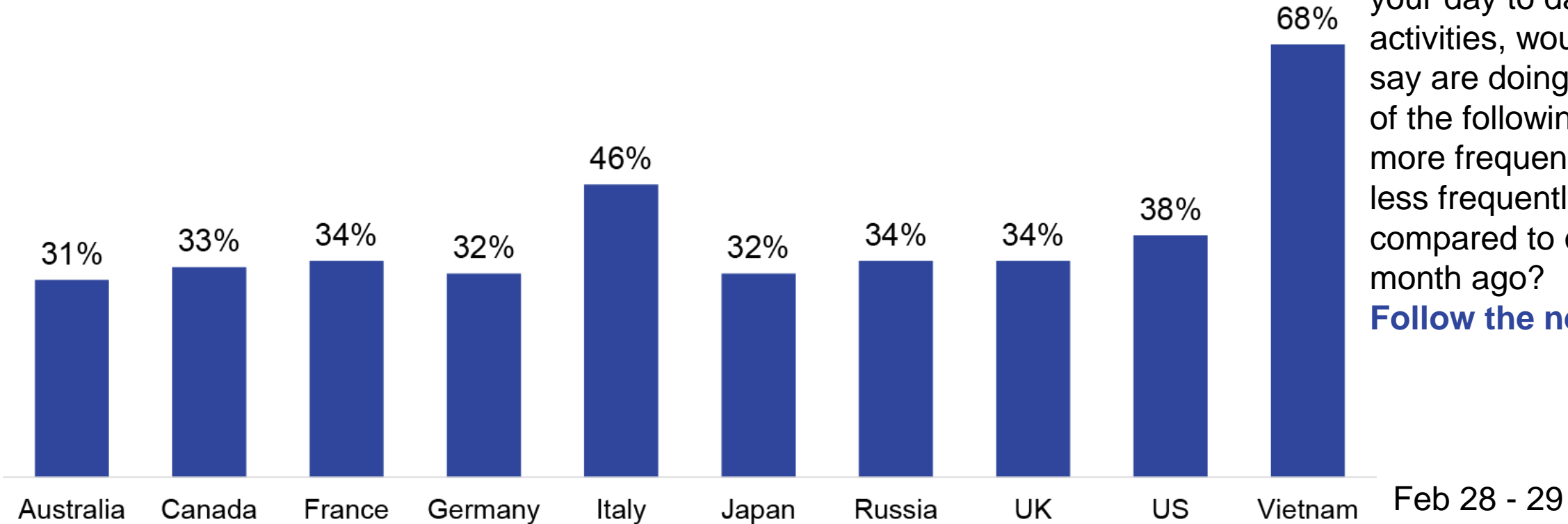
Thinking now about your day to day activities, would you say are doing each of the following more frequently or less frequently compared to one month ago?
Follow the news

Feb 28 - 29

See methodology notes for full description of the data collection specifications

Ipsos

TV NEWS TOPS THE LIST OF **INFORMATION SOURCES**, WITH ONLINE NEWS NOT FAR BEHIND

How frequently, if at all, do you use each of the following sources to get information
on the Coronavirus or COVID-19?

% Use once a day + every few days	AU	CA	FR	DE	IT	JP	RU	UK	US	VN
Twitter	15%	12%	12%	12%	15%	27%	12%	18%	21%	37%
Facebook	32%	28%	24%	25%	38%	14%	21%	25%	36%	71%
Google search or other online search	35%	32%	31%	34%	49%	48%	47%	36%	43%	74%
World Health Organisation	20%	19%	14%	15%	26%	14%	18%	16%	25%	54%
TV news channels	65%	63%	64%	67%	43%	69%	59%	69%	68%	75%
News websites or apps	54%	52%	34%	50%	53%	55%	56%	61%	52%	72%
Government websites	20%	16%	16%	16%	31%	24%	17%	17%	24%	57%

See methodology notes for full description of the data collection specifications

Ipsos

I BELIEVE ALL RECOMMENDED VACCINES ARE BENEFICIAL FOR ME AND MY FAMILY

Doctors and scientists are the two most trusted professions in the world. Politicians are least trusted nearly everywhere[xii]
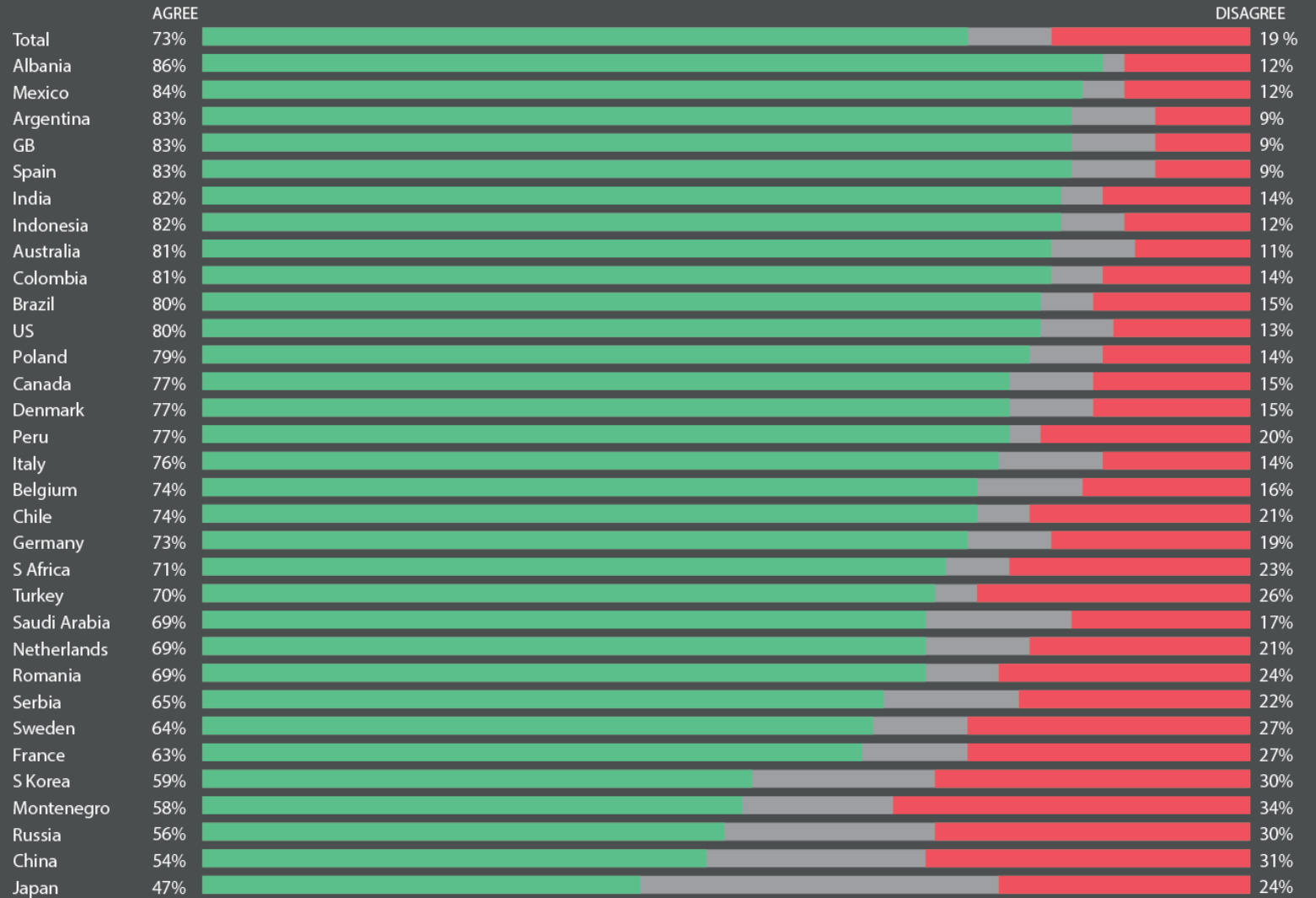
	AGREE		DISAGREE
Total	73%		19 %
Albania	86%		12%
Mexico	84%		12%
Argentina	83%		9%
GB	83%		9%
Spain	83%		9%
India	82%		14%
Indonesia	82%		12%
Australia	81%		11%
Colombia	81%		14%
Brazil	80%		15%
US	80%		13%
Poland	79%		14%
Canada	77%		15%
Denmark	77%		15%
Peru	77%		20%
Italy	76%		14%
Belgium	74%		16%
Chile	74%		21%
Germany	73%		19%
S Africa	71%		23%
Turkey	70%		26%
Saudi Arabia	69%		17%
Netherlands	69%		21%
Romania	69%		24%
Serbia	65%		22%
Sweden	64%		27%
France	63%		27%
S Korea	59%		30%
Montenegro	58%		34%
Russia	56%		30%
China	54%		31%
Japan	47%		24%

Base: 22,114 adults aged 16-74 across 32 countries, interviewed June – July 2019
Source: Ipsos Global Trends

CHINESE CONSUMERS PURCHASED MORE MEDICAL CARE, F&B,ONLINE SERVICES DURING CNY; WHILE LESS APPARELS ANDBEAUTY PRODUCTS

Staying at home has become most people's normal lifestyle...

76%
of consumers are going out less

Category purchase change% (purchase more% - purchase less%)

Category	Value
(Health care/Epidemic prevention products) **Medical**	38
(Rice, Flour, Grain, Oil, Seasoning /Fresh/Convenience Food) **Food**	36
(Online Education/Entertainment/Medical) **Online services**	19
(Dairy/Packaged drinks/Wine) **Dairy/Beverage**	13
Maternal and Infant/Pet supplies	-3
Personal care products (Beauty makeup/Personal cleaning and care products)	-4
Tourism Products	-6
Mobile Phone Digital/Car/Real estate /Luxury/Financial products	-7
Beauty products and services	-9
Offline activities	-10
Sports/clothing	-17

Purchase more

Purchase less

Ipsos

WHAT CAN BRANDS DO?

Avoid being seen as opportunistic

Give comfort

Acts of kindness

Get through the crisis in style

Go virtual

Help people pass time

Laughter is the best medicine

Ipsos

AVOID BEING SEEN AS OPPORTUNISTIC

Dutch consumer electronics Webshop coolblue has stopped all marketing and has increased prices as they are expecting supply problems

GIVE COMFORT

ACTS OF KINDNESS

Lush is inviting everybody to come into the store and wash their hands. The increased footfall is of course a nice side-effect.

Many airlines, including Virgin Atlantic, British Airways and KLM-Air France, are waving costs to rebook flights in the next few months.

Amazon makes sure nobody is profiteering from Corona virus after suppliers have raised prices for masks and sanitizers by up to 2000%

GET THROUGH THE CRISIS IN STYLE

THINK VIRTUAL FIRST

Google has cancelled the physical part of Cloud Next '20, it's largest annual conference with C. 30k attendees. It will now be hosted as on online event.
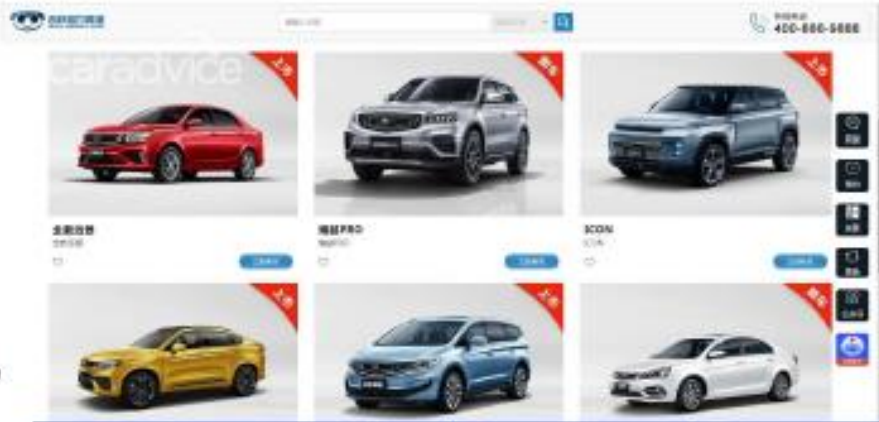
More automakers are selling cars online in China as worried consumers stay away from showrooms to stop the spread of the coronavirus.
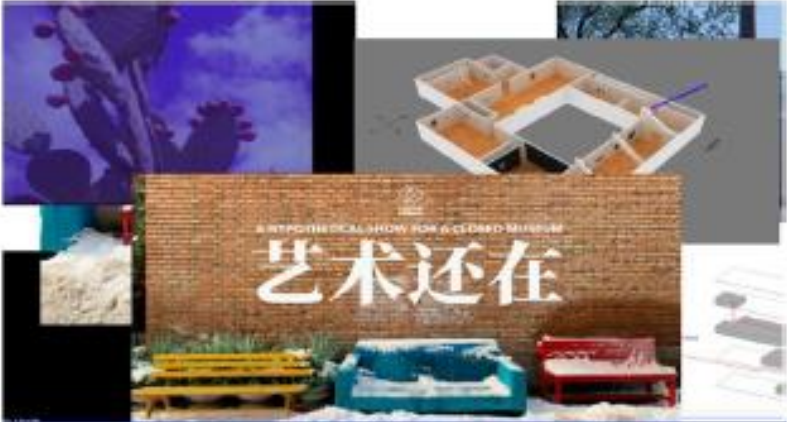
Many museums and art galleries are creating intercave exhibitions, so people can enjoy art without having to leave their homes.

INSPIRE PEOPLE ON HOW TO SPEND THEIR TIME

TV channel stimulates people to avoid the virus by staying at home and binge watch their content

SAFETY FIRST ;)
BLIJF GEZELLIG THUIS EN BINGE BLIND GETROUWD ZO HOEF JE NIET NAAR THE GOOD DOCTOR

TRANSLATION Safety First ;). Stay at home and binge Married at First Site so you don't have to go see The Good Doctor

Alibaba is organizing "no-meeting concerts," where singers and bands can livestream their practice sessions.

Home fitness equipment & services like Peloton are seeing an uptake in membership as people are looking for different, more exciting ways to exercise at home.

LAUGHTER IS THE BEST MEDICINE.
BUT HOW FAR CAN BRANDS GO?

It's ok when consumers do this, but of course brands need to be careful not to offend.

CONTINUE TO INVEST: BRANDS CAN GROW IN DISTRESSING TIMES

EXAMPLES FROM THE GREAT RECESSION (2008)

Bridge the Gap

Need for Stability & Security

Asian Optimism (?)

2020 Predictions, Perceptions & Expectations

March 2020