



If you know
how confident people feel about their future,
you can feel confident about your strategies.

A global pandemic. Recession. Movements for social justice. These truly are unprecedented times. Understand how consumers feel about the current climate.

This sample report gives you information about the types of insights you can expect to receive when you purchase our Mood of the World report. The full report contains deeper insights, analysis, and quotes from consumers.



Growth
from
Knowledge

LIFE DISRUPTED

2020 Mood of the World

NARRATIVE REPORT



Introduction



- A year ago, we were already seeing cracks in the foundations of human society. Consumer confidence seemed to have peaked in many markets. People expressed distrust in institutions and growing concern about broader social and economic issues.
- This year, an unprecedented event has shattered those foundations, uprooting daily life around the world. Recovery from the COVID-19 pandemic will take massive effort on the parts of governments, businesses, and individuals.
- In times of uncertainty, it can help to take a step back from the immediate crisis and focus on the big picture, even when it is not pretty. This report provides that global perspective.



Report agenda



UNPRECEDENTED TIMES



Pages 4-8

MOOD OF THE WORLD



Pages 9-26

SILVER LININGS



Pages 27-33

A young girl with braided hair is sitting at a desk, looking at a laptop screen. On the screen, a woman is holding a sign that says '9-2'. A large white stuffed rabbit is on the desk next to her. The image is split diagonally, with the top right corner being white and containing the title and logo.

Unprecedented Times

Global Crisis: It's different this time



The COVID-19 pandemic is unique because it is affecting virtually every aspect of life for people around the world simultaneously



The universal impact of COVID



No one, regardless of age, income, or nationality, has been spared from the pandemic – here's what people have to say about its personal impact on them

“NO FOOD IN SHOPS.”

Australia (male, 44)

“I've lost my job.”

Australia (male, 23)

“I have been in isolation away from my family for 16 days now because I was diagnosed positive with the COVID 19 virus. The lockdown has created a financial black hole out of which I doubt we will be able to recover.”

South Africa (male, 38)

“I can't visit my elderly mother who is frail with Parkinson's and dementia. I may not see her again....”

UK (female, 61)





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2020 Mood of the World

COUNTRY FACTBOOK

183 PAGES

GfK Consumer Life Global



Click country name or flag to navigate



A hand holds a small globe of the Earth. Overlaid on the globe is a network of white dots connected by thin white lines, representing a global network or data flow. The background is a soft-focus image of a hand holding the globe.

Our Mood of the World Factbook offers a deep dive into 25 countries

Here is an overview of the findings from one of the countries so that you can understand the type of insights to expect from the full report.

Country A | Summary



Country A's economy had been in a state of relative stability heading into 2020, having not had a recession since 1991 and holding a low unemployment rate of 5.2% in 2019. Then the global pandemic hit. The GDP is expected to fall 6.7% this year by some accounts, and unemployment may peak at 10%. Already, one in five Country Aers has suffered the loss of a job or reduced work hours due to COVID-19.

CONCERNS

Country Aers are most worried about money, with financial matters accounting for three of their top four concerns.

CONFIDENCE

Country Aers are at once considerably *less* confident in their economic prospects than the global average ("very confident," -21 pts) and considerably *more* confident than their peers throughout the region, namely the Bs (+12 pts) and the Cs (+8 pts).

BUYING CONDITIONS

COVID-19 has greatly influenced how Aers thinks about making purchases – "now is a good time to buy" dropped 8 points over the course of the pandemic, while "now is a good time to wait" rose by 19 points.

<http://country.eiu.com/Australia>; <https://www.theguardian.com/business/2020/may/14/unemployment-rate-in-australia-jumps-to-62-due-to-covid-19-as-600000-jobs-lost>;
<https://www.nordeatrade.com/en/explore-new-market/australia/economical-context>

▪ GfK Consumer Life Global 2020 Mood of the World: Country Factbook

Country A | Concerns



Which 3 things are you personally most concerned about today? (2015 and 2020, ranked by global 2020)

	Percent			Rank		
	2020	Change from 2015	2020 Δ from global	2020	Change from 2015*	2020 Δ from global
Environmental pollution	25%	+3 pts	-9 pts	#5	+4 ranks	-4 ranks
Pandemics (epidemics that spread across the world)	23	+18	-10	8	+10	-6
Money enough to live right and pay the bills	38	-3	+8	1	0	+2
Global climate change/Global warming	31	+9	+1	2	+8	+2
Recession and unemployment	24	-5	-3	7	-3	-2
Inflation and high prices	29	-3	+3	4	-2	+2
Cost of healthcare	29	+1	+4	3	+2	+4
Educational quality	7	-6	-15	19	-5	-11
Economic inequality in my country	11	-1	-9	15	0	-6
Crime and lawlessness	25	-2	+6	6	0	+4
Personal information getting into the wrong hands	13	0	-4	14	-2	-3
Wrong-doing by/corruption of elected government officials	13	0	-3	13	0	-1
The future of government retirement or pension plans	17	-5	+2	9	-2	+4
Terrorism	17	-14	+3	10	-7	+4
Misinformation presented as fact	9	NA	-5	17	NA	-2
The impact of technology on society	10	NA	-1	16	NA	0
Religious extremism/fundamentalism	6	-16	-2	21	-9	-4
Gender inequality	7	NA	-1	20	NA	-2
Trade restrictions impacting my country	3	NA	-4	24	NA	-5
Drug abuse	13	+1	+6	12	+2	+8
Relations between racial and ethnic groups	5	-3	0	23	-2	-2
Relations with foreign countries	5	+2	0	22	+1	0
Immigration	15	+6	+10	11	+5	+12
Rise of authoritarian regimes around the world	8	NA	+4	18	NA	+6

GfK Consumer Life Global 2015 and 2020, A2 (global = core 18 countries); * rank change is based on 19 concerns asked in both years; NA indicates that the concern was not asked in 2015

■ GfK Consumer Life Global 2020 Mood of the World: Country Factbook

Country A | Concerns by COVID stage*



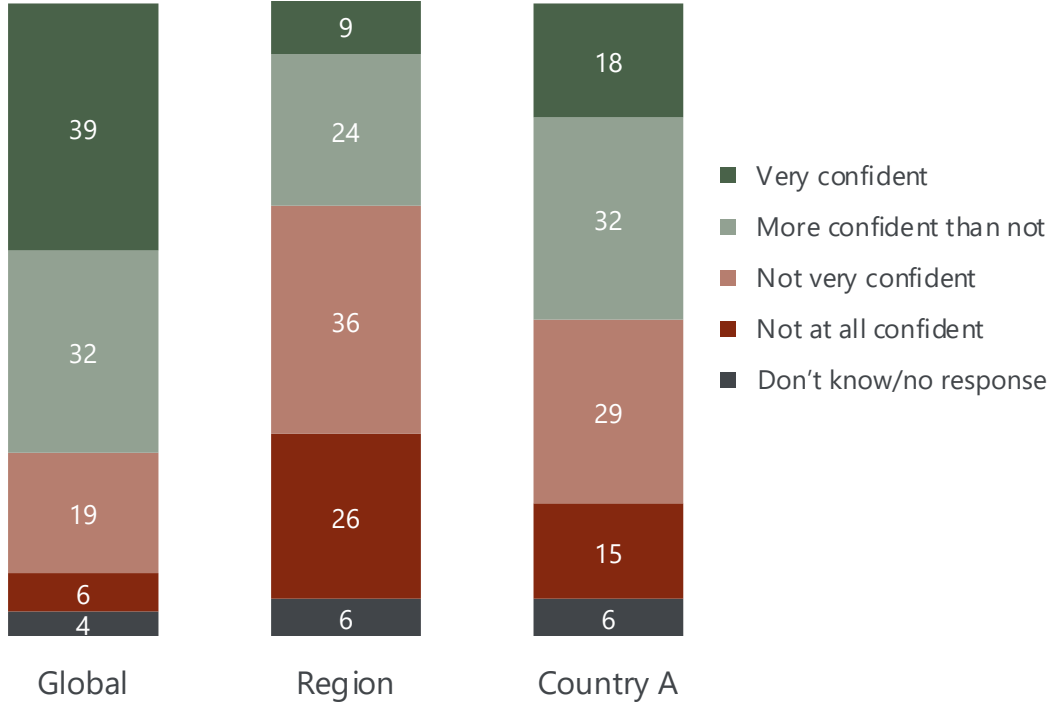
Which 3 things are you personally most concerned about today? (ranked by global total)

	<i>Rank</i>		
	Pre-COVID	Near-COVID	In-COVID
Environmental pollution	#5	#6	#7
Pandemics (epidemics that spread across the world)	14	2	1
Money enough to live right and pay the bills	1	1	2
Global climate change/Global warming	2	4	8
Recession and unemployment	7	9	3
Inflation and high prices	4	3	4
Cost of healthcare	3	5	6
Educational quality	20	20	14
Economic inequality in my country	15	16	16
Crime and lawlessness	6	7	5
Personal information getting into the wrong hands	13	12	15
Wrong-doing by/corruption of elected government officials	12	11	17
The future of government retirement or pension plans	8	10	10
Terrorism	9	8	11
Misinformation presented as fact	18	18	13
The impact of technology on society	16	14	23
Religious extremism/fundamentalism	19	22	24
Gender inequality	21	17	20
Trade restrictions impacting my country	24	23	22
Drug abuse	11	15	12
Relations between racial and ethnic groups	23	21	19
Relations with foreign countries	22	24	18
Immigration	10	13	9
Rise of authoritarian regimes around the world	17	19	21

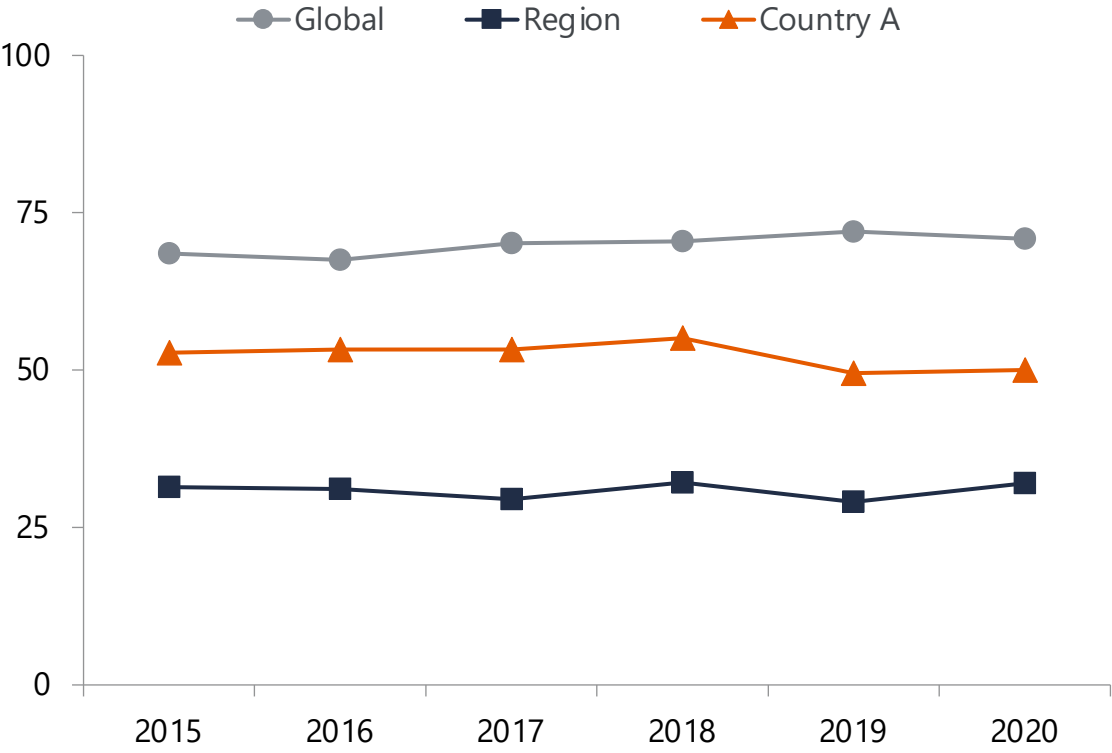
Country A | Confidence



How confident are you that 12 months from now your personal economic situation will be better than it is today? (% , 2020)



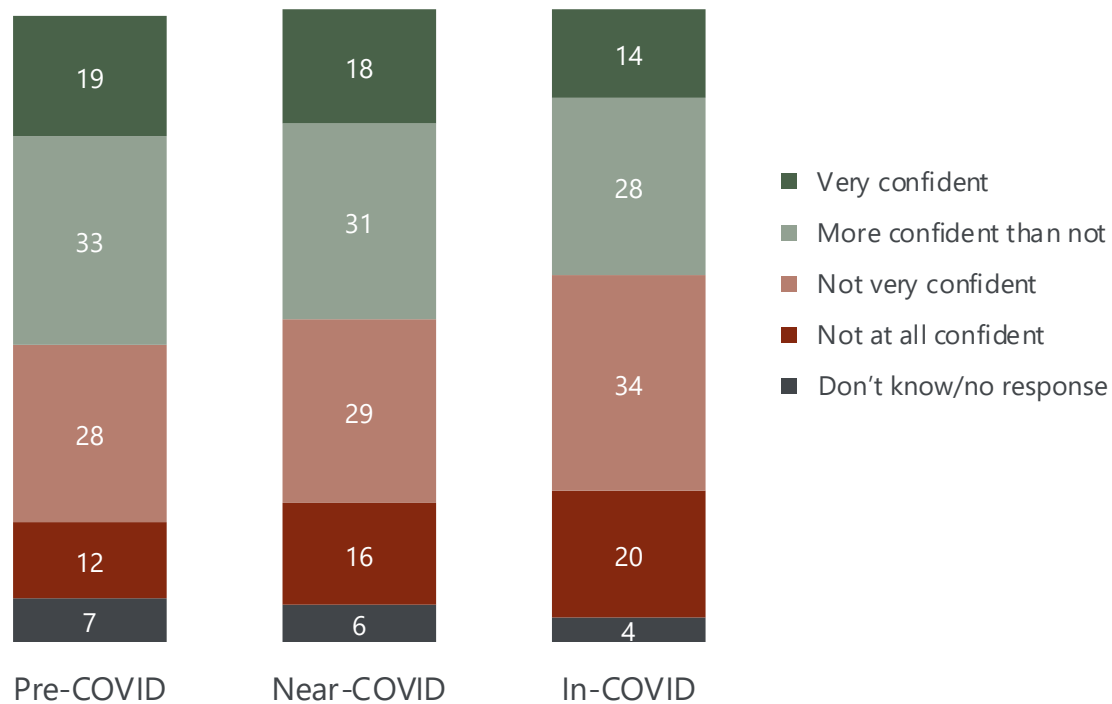
Very/somewhat confident they will be personally better off in 12 months (% , 2015-2020)



Country A | Confidence by COVID stage*



How confident are you that 12 months from now your personal economic situation will be better than it is today? (% , 2020)



I am now living from dollar to dollar. The struggle is real
(female, 40)



My superannuation has melted away
(male, 74)



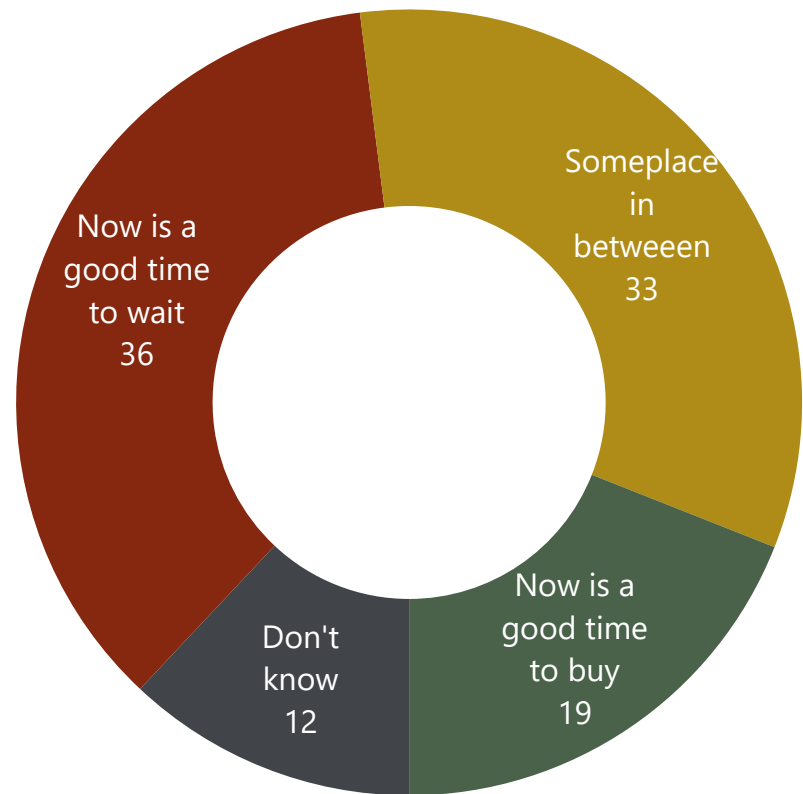
It's caused stress and worry about what the future may hold for Australia and the economy
(male, 26)

Country A | Buying conditions



Considering both the availability and cost of things today, as well as your present financial circumstances, do you think...?

(%, 2020)



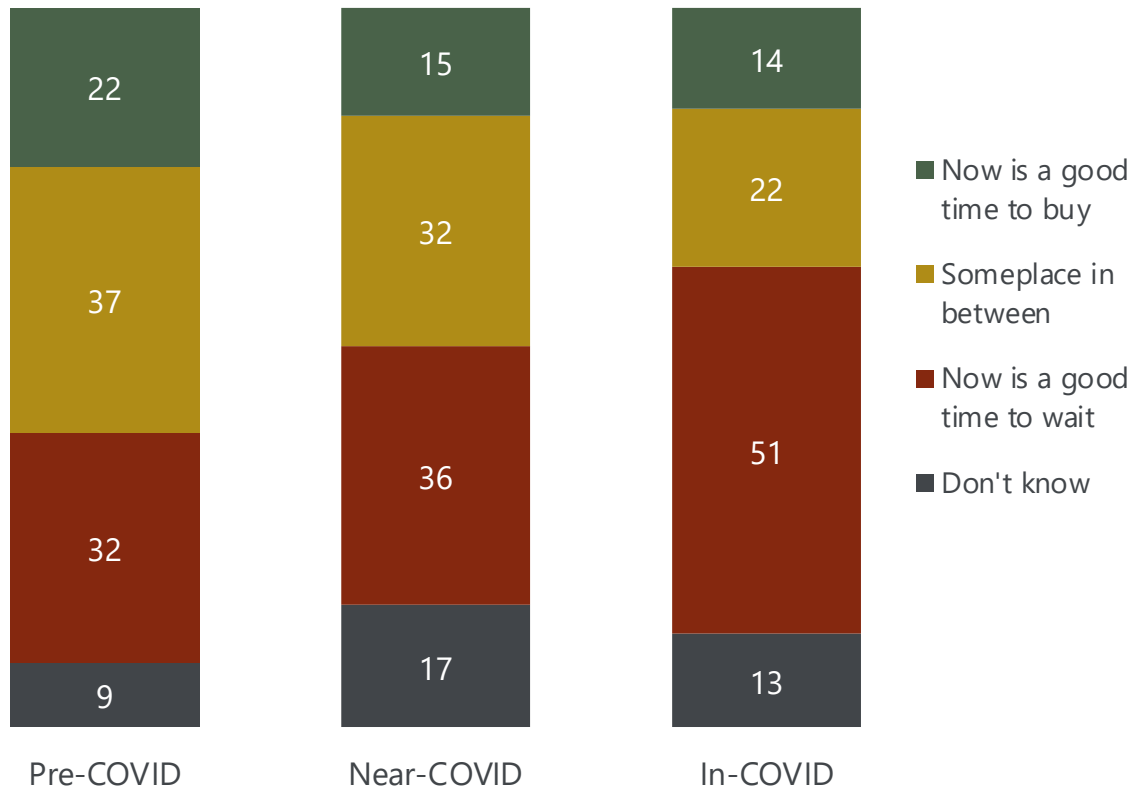
	Time to buy		Someplace in between		Time to wait		Don't know	
	%	Δ from global	%	Δ from global	%	Δ from global	%	Δ from global
Total	19%	-2 pts	33%	+3 pts	36%	-4 pts	12%	+3 pts
Men	23	-1	29	0	37	-3	11	+4
Women	15	-4	37	+5	35	-4	13	+3
Gen Z	23	+5	31	+2	31	-14	15	+6
Millennial	25	-1	28	+1	38	-2	9	+2
Gen X	14	-5	33	0	40	+2	13	+3
Boom	15	-3	39	+2	33	-1	13	+2
Low income	12	-2	34	+3	38	-5	16	+4
Medium-low	20	+1	33	+1	39	-1	8	-1
Medium-high	26	0	28	+1	36	-6	11	+7
High income	24	-9	35	+6	34	-1	7	+3

Country A | Buying conditions by COVID stage*



Considering both the availability and cost of things today, as well as your present financial circumstances, do you think...?

(%, 2020)



Less things on the shelves, less going out

(male, 30)



I've had to cancel international travel.

(female, 54)



Refund policy changing shopping behavior

(female, 40)

APPENDIX

Methodology

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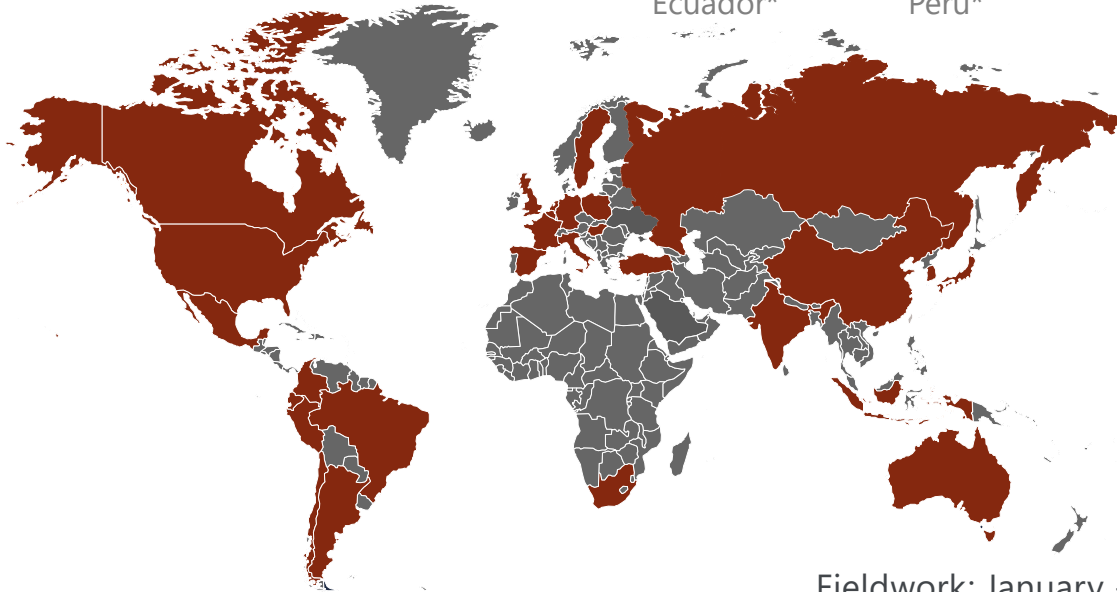
2020 global Consumer Life study at a glance



Sample between 1,000 to 1,500 per market

The 18 markets highlighted in **gold** represent a consistent core country set available for trending

Argentina	France	Russia
Australia	Germany	South Africa
Belgium	India	South Korea
Brazil	Indonesia	Spain
Canada	Italy	Sweden
Chile*	Japan	UK
China	Mexico	USA
Colombia*	Netherlands	
Ecuador*	Peru*	



Fieldwork: January - April 2020



**25
Markets**

All Regions: Asia-Pacific, Africa, North America, South America, Western Europe and Central/Eastern Europe



Online

Panel blend of 4-6 online and mobile providers for each market

NOTE: Verbatim responses in this report were collected from the 2020 COVID-19 module, fielded between April-June in the same set of countries.

* Indicates Latin American countries that are not part of the syndicated dataset but are available for purchase



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