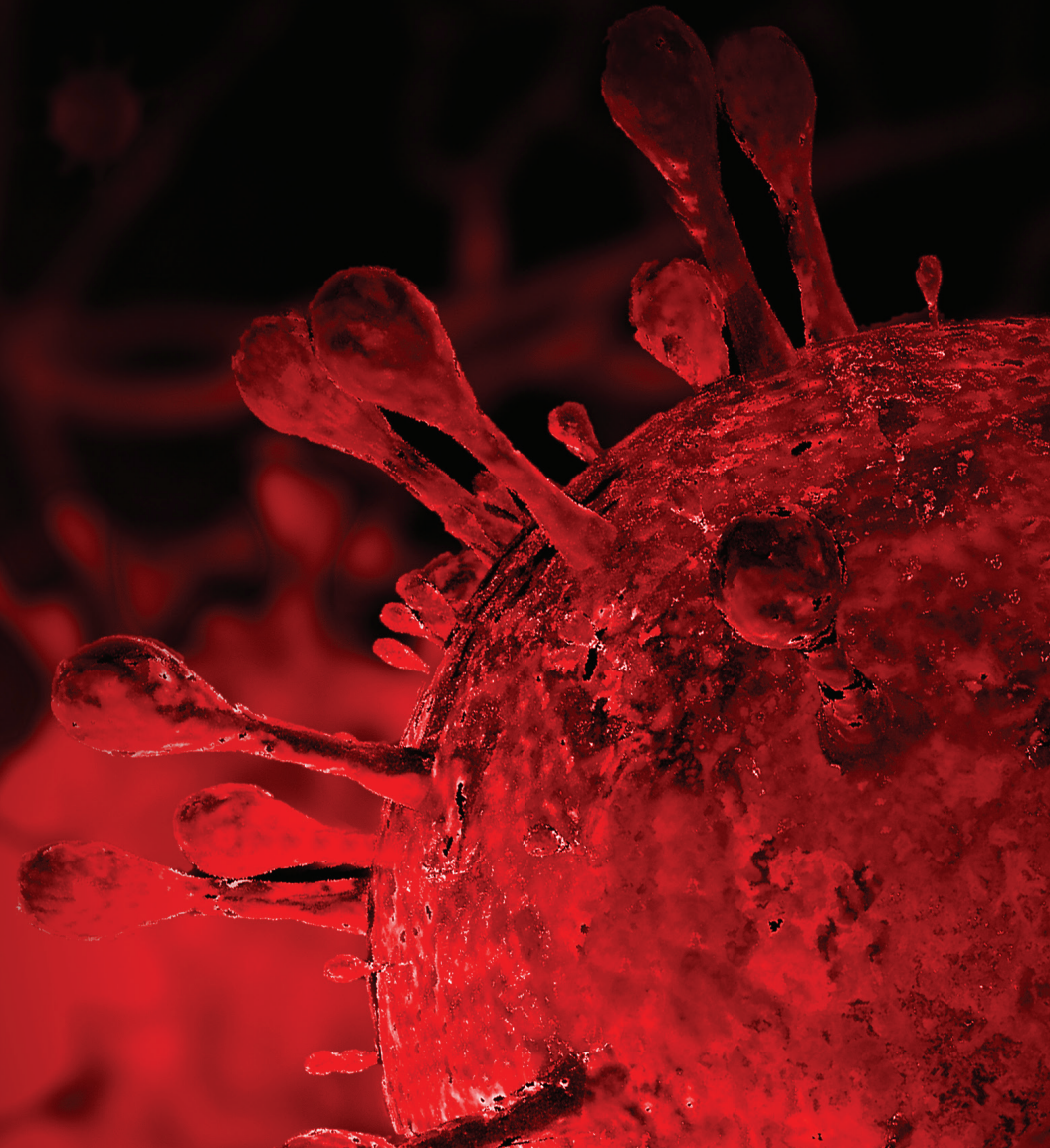




COVID-19: How we think today?

GLOBAL SURVEY: What Are the Planet's Thoughts Today?
Zurich, April, 2020





What are the thoughts of the planet's inhabitants during the Covid-19 pandemic?

Given the global crisis caused by the Covid-19 pandemic, the question arises to what extent a new way of life, a new daily routine and new rules are changing the perception and priorities of the general population today.

What matters most to people today?

In order to answer this question as clearly as possible, the international organization ICERTIAS conducted a comprehensive survey in April asking some key questions.

[READ MORE ON ICERTIAS.COM](https://www.icertias.com)



Methodology

The "ICERTIAS How Does the Planet Think? - Covid-19 - April - 2020 Survey" was conducted from April 2 to April 14 on a sample of 84,572 respondents in 67 countries on six continents. Respondents were randomly selected (exclusively older than 17 years) and surveyed via a web-based CAWI survey (Computer Aided Web Interviewing). The language of the survey was conducted in English and intended primarily for English speakers in the target countries.

Countries where the survey was conducted: the AMERICAS (USA, Canada, Brazil, Mexico, Chile, Argentina, Colombia, Uruguay); EUROPE (EU Countries, UK, Switzerland, Iceland, Norway, Belarus, Ukraine, Turkey, Russia); AFRICA (South Africa, Nigeria, Kenya, Egypt, Morocco, Algeria, Ghana); MIDDLE EAST (Saudi Arabia, Israel, Oman, UAE, Qatar); ASIA (India, Pakistan, Singapore, Indonesia, Philippines, Thailand, Vietnam, Taiwan, Malaysia); OCEANIA (Australia, New Zealand).

The entire research was conducted by the international research and certification body ICERTIAS (www.icertias.com), best known for its certification marketing programs: Best Buy Award, QUDAL - Quality meDAL and Customers' Friend.

Surveyed without Covid-19 prompts

Respondents were neither visually nor in terms of content prompted - either directly or indirectly - to believe that this survey had anything to do with the Covid-19 (Coronavirus) pandemic.

What's on your mind right now?

SURVEY QUESTION: "What's on your mind right now?
Write here ONE WORD ONLY - the first word that comes to mind:"

THE MOST COMMON ANSWER: **MONEY**

OTHER ANSWERS COMMONLY SUBMITTED:
LOVE, FAMILY, GOD, FOOD, HELP, CORONA, LIFE, FRIENDS, WORK...

MONEY
FAMILY LOVE
FOOD GOD
CORONA HELP
FRIENDS LIFE WORK



What is most important to you right now in your life?

SURVEY QUESTION: "Enter just one word that best reflects what is most important to you personally in your life - what matters most to you right now. Please type ONE WORD ONLY - what matters most to you right now:"

THE MOST COMMON ANSWER: **FAMILY**

OTHER ANSWERS COMMONLY SUBMITTED:
HEALTH, MONEY, LIFE, LOVE, EDUCATION, JOB, SEX, GOD...

FAMILY
HEALTH **MONEY**
LIFE **LOVE** **EDUCATION** **JOB**



What are you currently most afraid of?

SURVEY QUESTION: "Enter just one word that best reflects what you are particularly afraid of at the moment - WHAT YOU FEAR - type in ONE word ONLY:"

THE MOST COMMON ANSWER: CORONA

OTHER ANSWERS COMMONLY SUBMITTED:
DEATH, COVID, FAILURE, MONEY, POVERTY, FEAR, SPIDERS, GOD, VIRUS

CORONA

DEATH

COVID FAILURE

MONEY
POVERTY FEAR SPIDERS
GOD



What are you most looking forward to now?

SURVEY QUESTION: "Enter just one word that best reflects what you personally are MOST LOOKING FORWARD TO IN LIFE RIGHT NOW:"

THE MOST COMMON ANSWER: **JOB**

OTHER ANSWERS COMMONLY SUBMITTED:
MONEY, SUCCESS, FRIENDS, WORK, FAMILY, SEX, LOVE, PEACE

JOB FRIENDS
WORK FAMILY
SEX
MONEY
SUCCESS LOVE
PEACE



What is most valuable to you now?

SURVEY QUESTION: "Enter just one word that best reflects what is of THE UTMOST VALUE TO YOU NOW. Please type ONLY ONE WORD - the one that best describes what is of the utmost value to you in your life right now:"

THE MOST COMMON ANSWER: **FAMILY**

OTHER ANSWERS COMMONLY SUBMITTED:
LIFE, MONEY, LOVE, HEALTH, FRIENDS, SEX, PARENTS, GOD...

FAMILY
LIFE MONEY
LOVE HEALTH
FRIENDS SEX
PARENTS GOD



What do you consider most important to humanity?

SURVEY QUESTION: "What do you think is most important to humanity right now? Please type ONE WORD ONLY - the one that best describes what you consider to be the most important for humanity as a whole right now:"

THE MOST COMMON ANSWER: LOVE

OTHER ANSWERS COMMONLY SUBMITTED:
HEALTH, LIFE, MONEY, FOOD, PEACE, FAMILY, UNITY, KINDNESS

LOVE LIFE
HEALTH
MONEY FOOD
PEACE UNITY
FAMILY KINDNESS



What is most important to you today when shopping?

SURVEY QUESTION: "When shopping today, what is most IMPORTANT TO YOU? Type ONLY ONE WORD that best reflects what is PERSONALLY MOST IMPORTANT TO YOU TODAY WHEN SHOPPING:"

THE MOST COMMON ANSWER: **FOOD**

OTHER ANSWERS COMMONLY SUBMITTED:
MONEY, QUALITY, CLOTHES, SHOES, DISTANCE, PRICE, HEALTH...

FOOD
MONEY SHOES
DISTANCE
HEALTH
QUALITY CLOTHES PRICE



Overview:

SURVEY QUESTIONS

1. What's on your mind right now?

MOST COMMON ANSWERS

MONEY

LOVE FAMILY GOD FOOD HELP CORONA

2. What is most important to you in your life?

FAMILY

HEALTH MONEY LIFE LOVE EDUCATION JOB

3. What are you currently most afraid of?

CORONA

DEATH COVID FAILURE MONEY POVERTY

4. What are you most looking forward to now?

JOB

MONEY SUCCESS FRIENDS WORK FAMILY SEX

5. What is most valuable to you now?

FAMILY

LIFE MONEY LOVE HEALTH FRIENDS PARENTS

6. What is most important to humanity?

LOVE

HEALTH LIFE MONEY FOOD PEACE FAMILY

7. What is most important to you today when shopping?

FOOD

MONEY QUALITY CLOTHES SHOES DISTANCE PRICE

