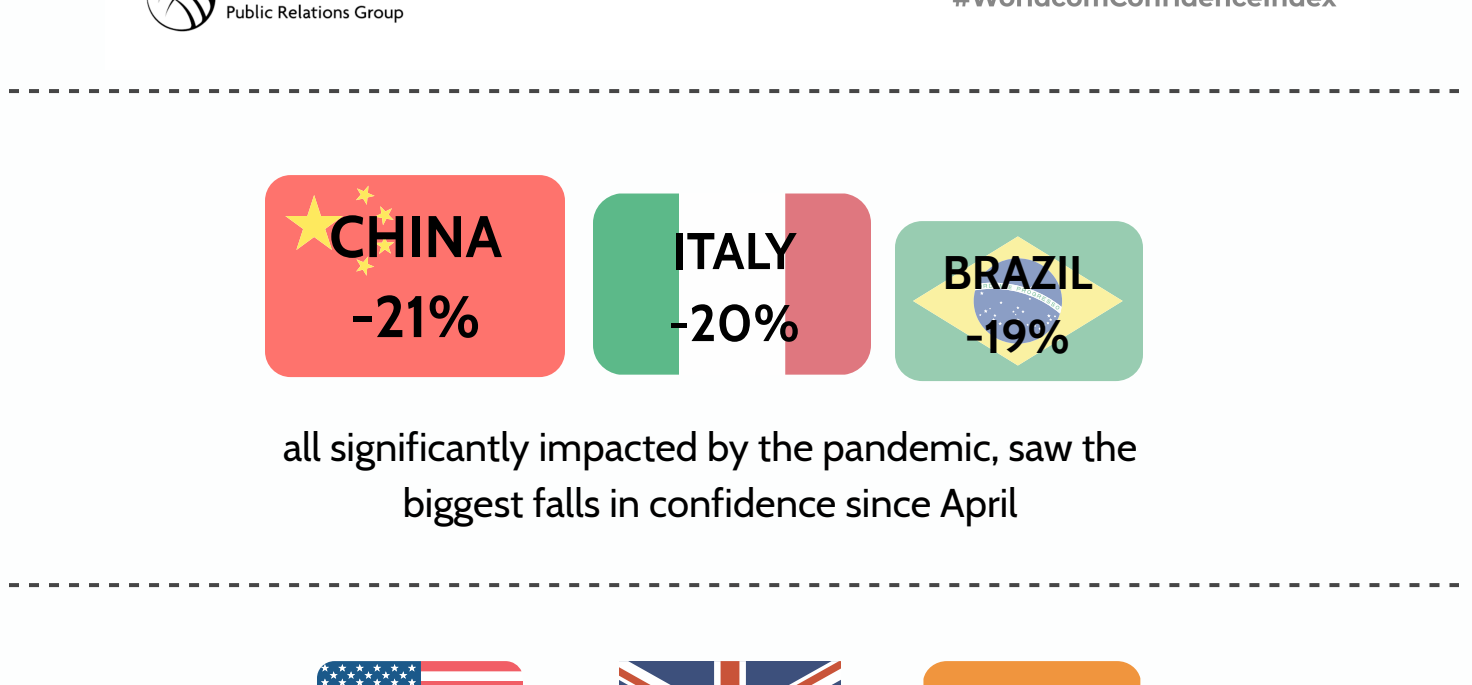


The Worldcom Confidence Index 10 - May 2020

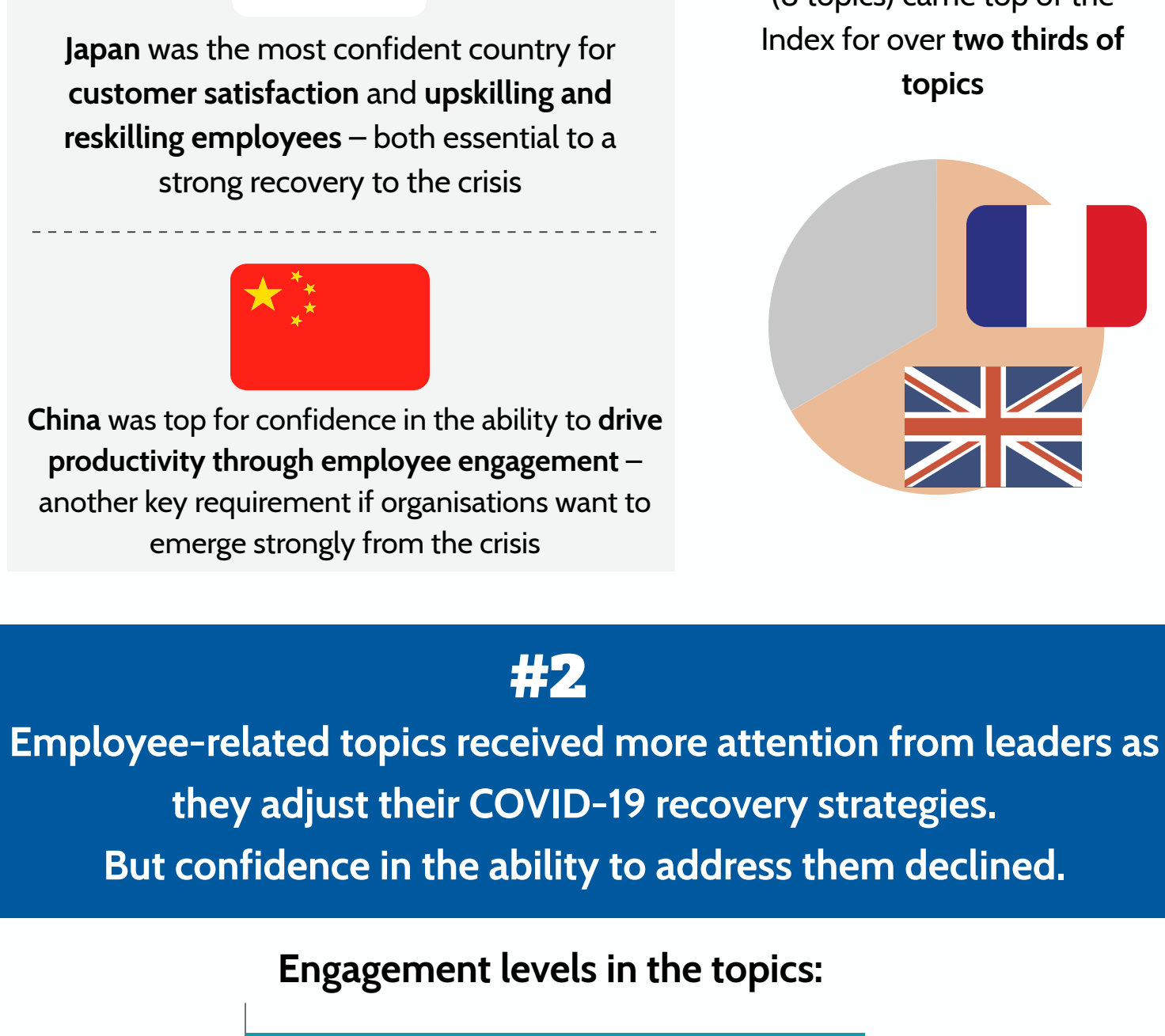
This month's update to CEO/CMO confidence and concerns across 23 topics and six audiences show which issues are uppermost in their minds as they respond to the rapidly changing landscape of the COVID-19 pandemic. **The Worldcom Confidence Index (WCI)** for May shows the main changes since April 2020.

#1 Confidence levels decline for all 15 countries in the May study

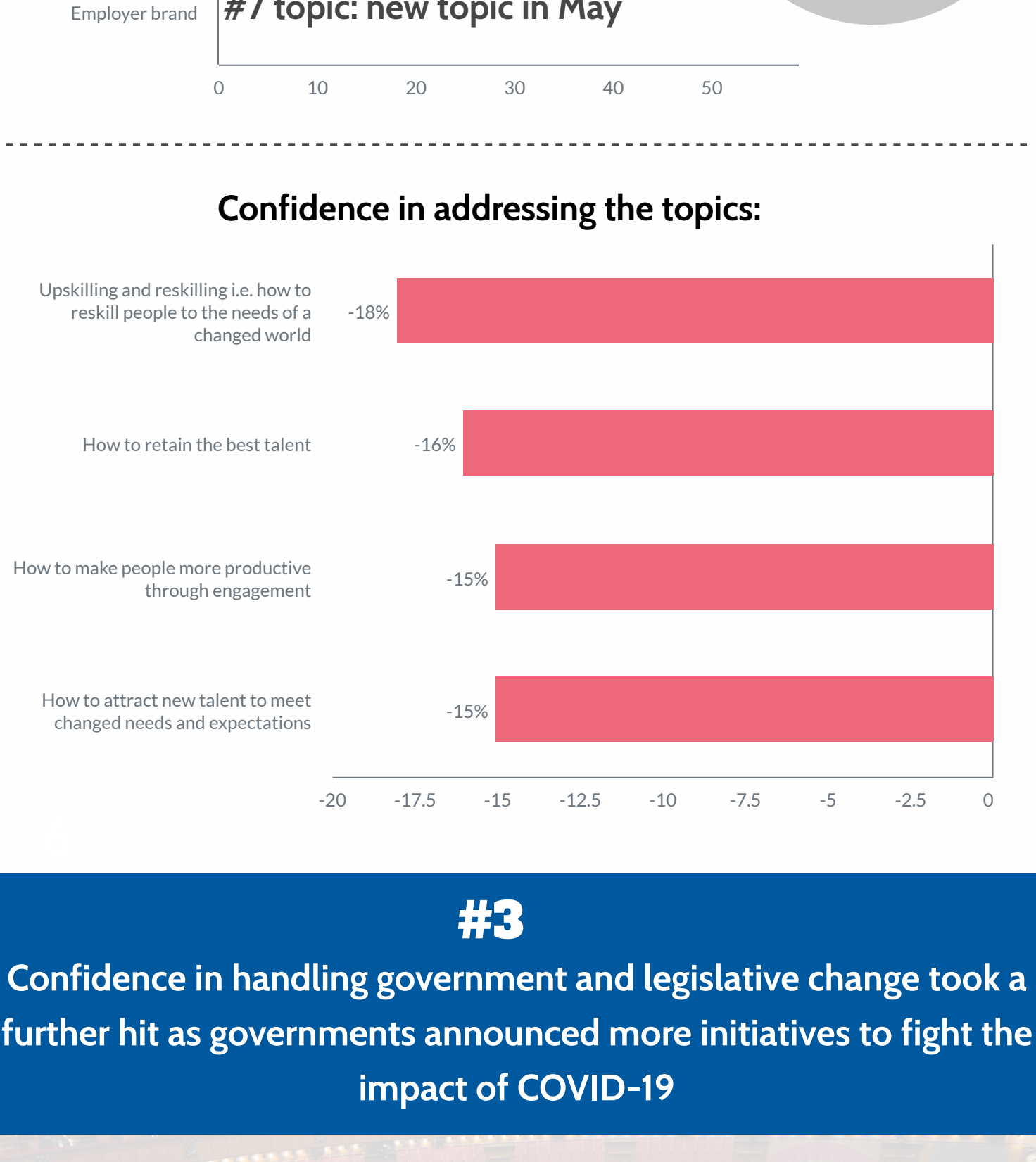
Although the overall Worldcom Confidence Index (WCI) score stabilised with a 1% increase, the WCI score for all 15 countries we feature fell since April.



Only three countries had above global average confidence in May – U.S., U.K. and India – although all three also saw a decline in confidence ranging from 7% down to 13% down



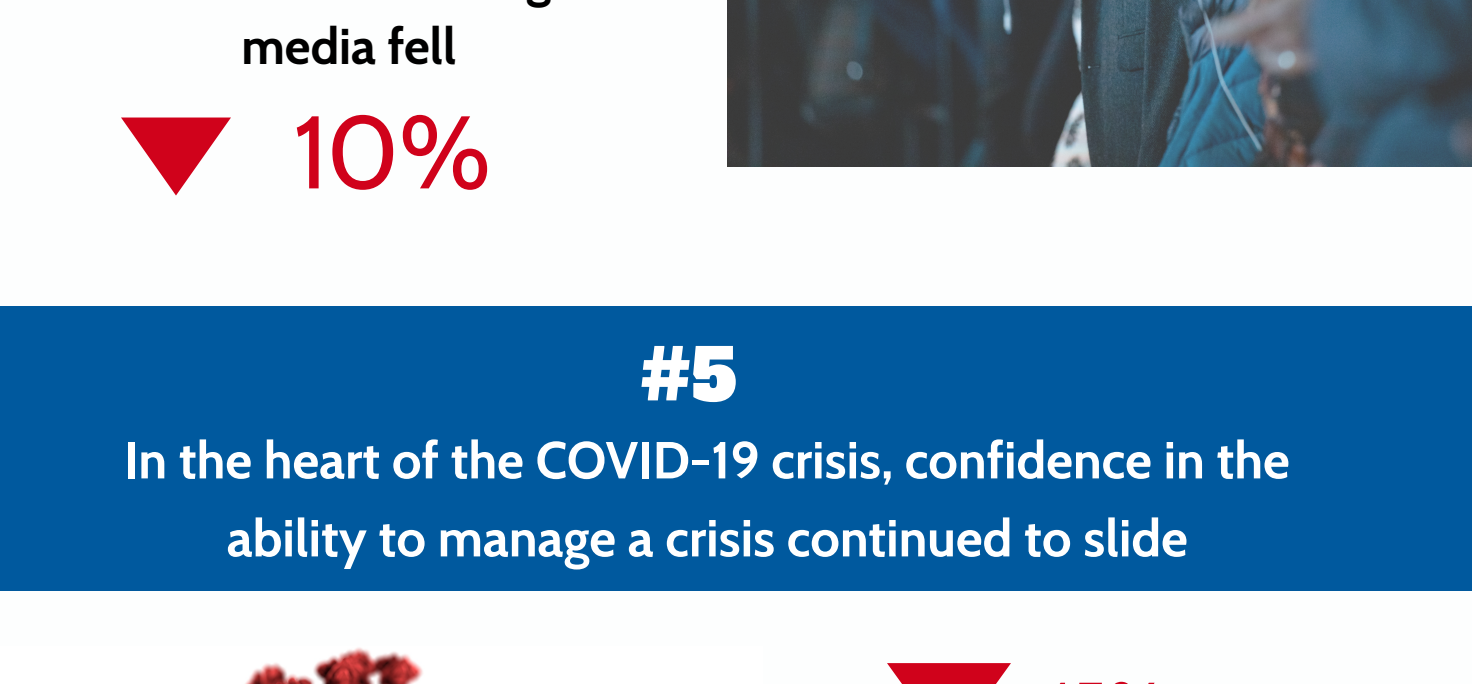
#2 Employee-related topics received more attention from leaders as they adjust their COVID-19 recovery strategies. But confidence in the ability to address them declined.



#3 Confidence in handling government and legislative change took a further hit as governments announced more initiatives to fight the impact of COVID-19



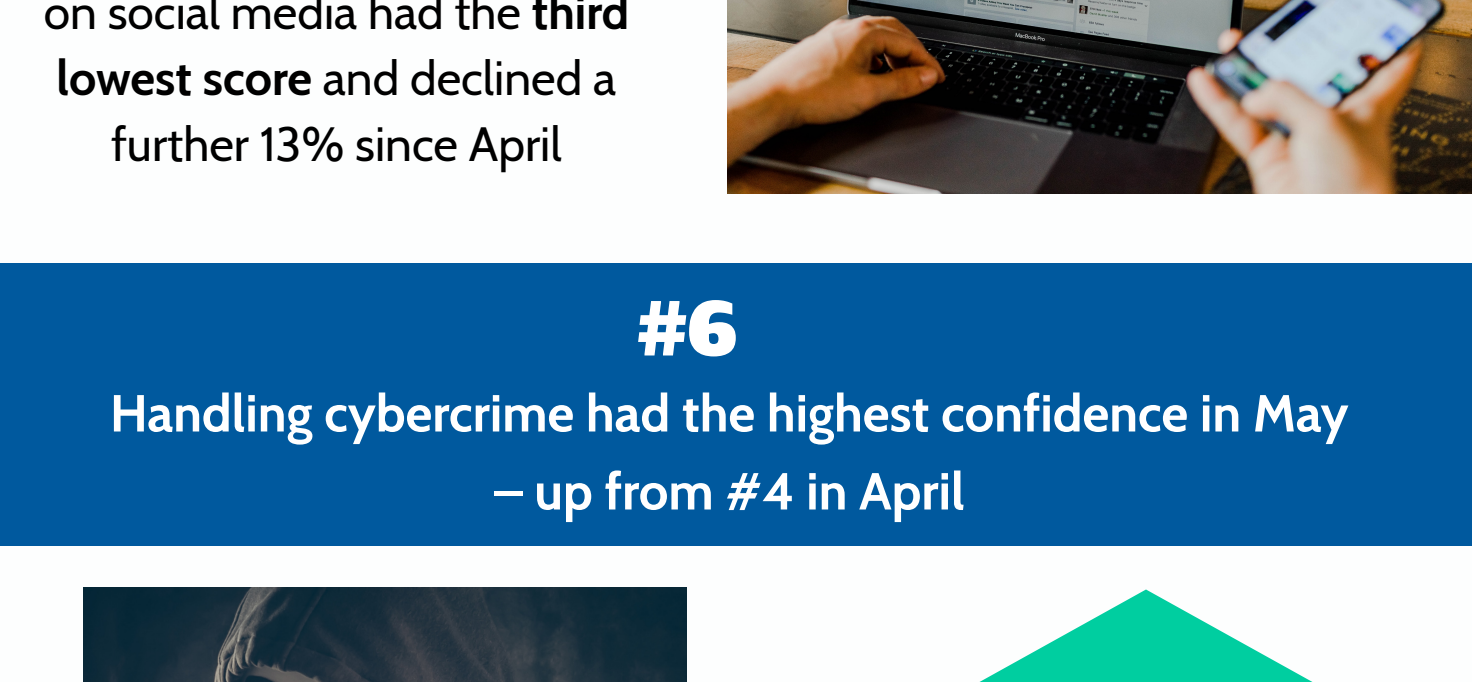
#4 The impact and role of the media became the #3 topic for leaders' attention but confidence in handling it fell



#5 In the heart of the COVID-19 crisis, confidence in the ability to manage a crisis continued to slide



And... Confidence about the impact of the way political leaders communicate on social media continued to leak away



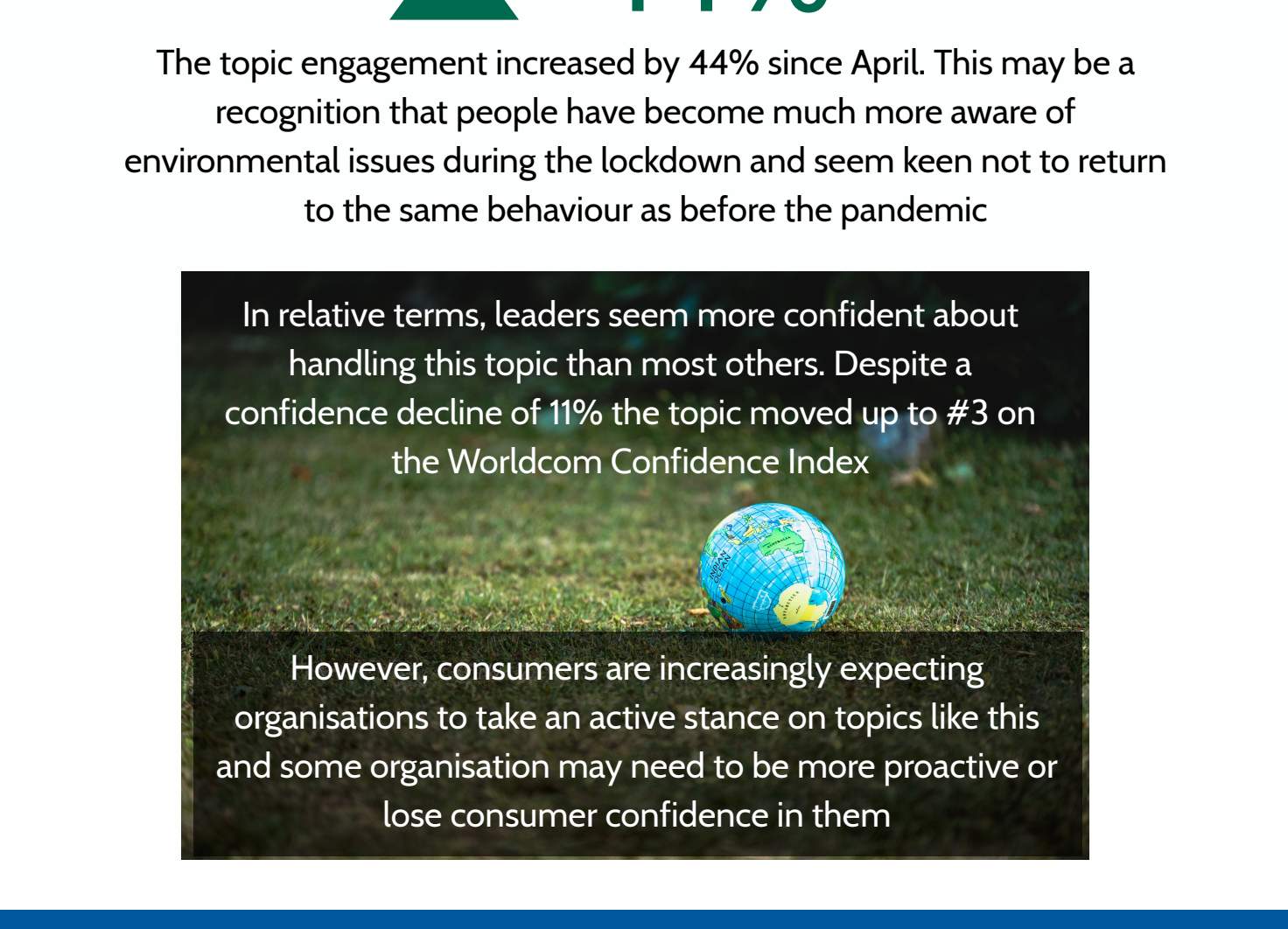
#6 Handling cybercrime had the highest confidence in May – up from #4 in April



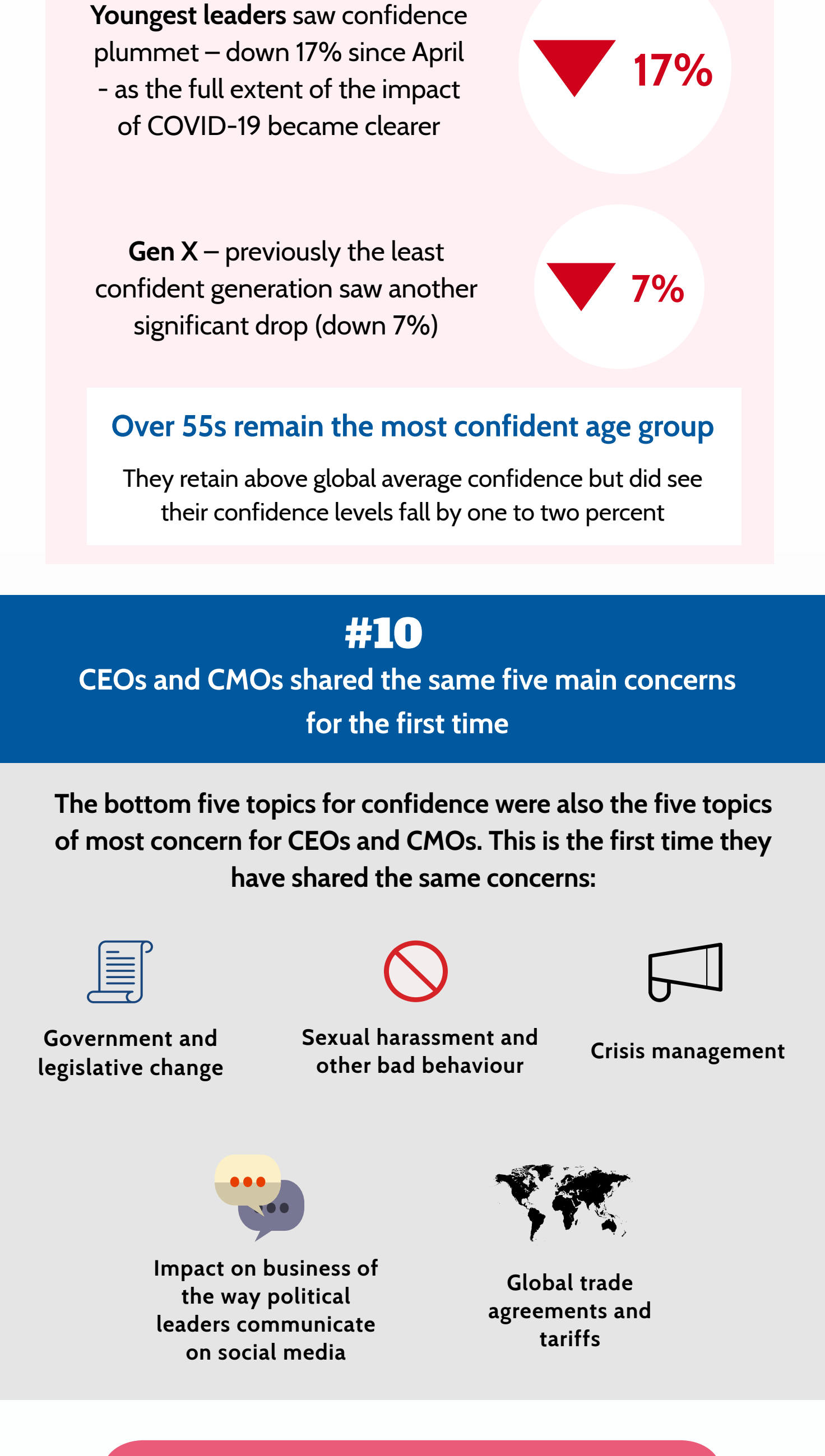
#7 Influencers extended their lead as #1 audience for leader attention - up 10% since April



#8 Reducing plastics and other sustainability issues saw further increase in attention from leaders



#9 Over 55s remained the most confident leaders – no doubt drawing on experience of many crises



TO VIEW THE MAY 2020 GLOBAL WORLD.COM CONFIDENCE INDEX (WCI) RESULTS [CLICK HERE](#)

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