

# Covid-19 Recovery Preferences and Priorities

Ipsos survey for the Social Progress Imperative  
Conducted on Global Advisor (July 24 - Aug 7, 2020)

Q2. Imagining when the Covid-19 pandemic is over...which should your country prioritize more?

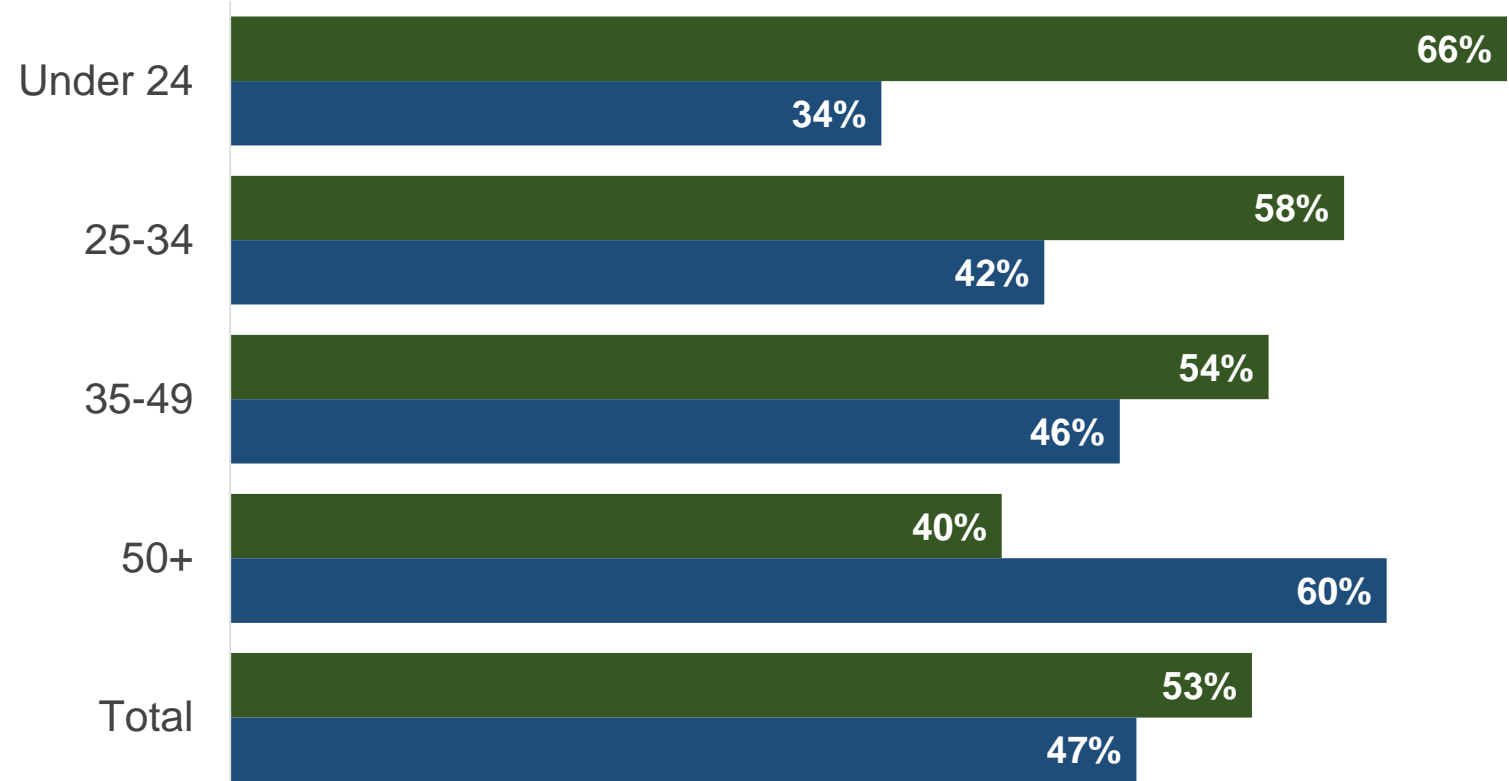
Though young people are least likely to suffer severe cases of the virus and most likely to experience negative consequences as a result of the pandemic's economic impact, the survey found that the youngest respondents were the most likely to report prioritizing social progress.

Two in three respondents under 24 (66%) wanted their country to focus on improving social outcomes, compared with just two in five (40%) of those over 50, who are most at risk.



## Covid-19 Response Priorities by Age Group

### Age Groups



■ Social Progress\*  
■ Economic Growth

Base: 10,013 online adults between the ages of 16 and 74 across 13 countries

\*Text shown in survey: Improved social outcomes (e.g. life expectancy, education, inclusiveness, etc.)

Q1. Thinking about the current situation with Covid-19...which should your country prioritize more?

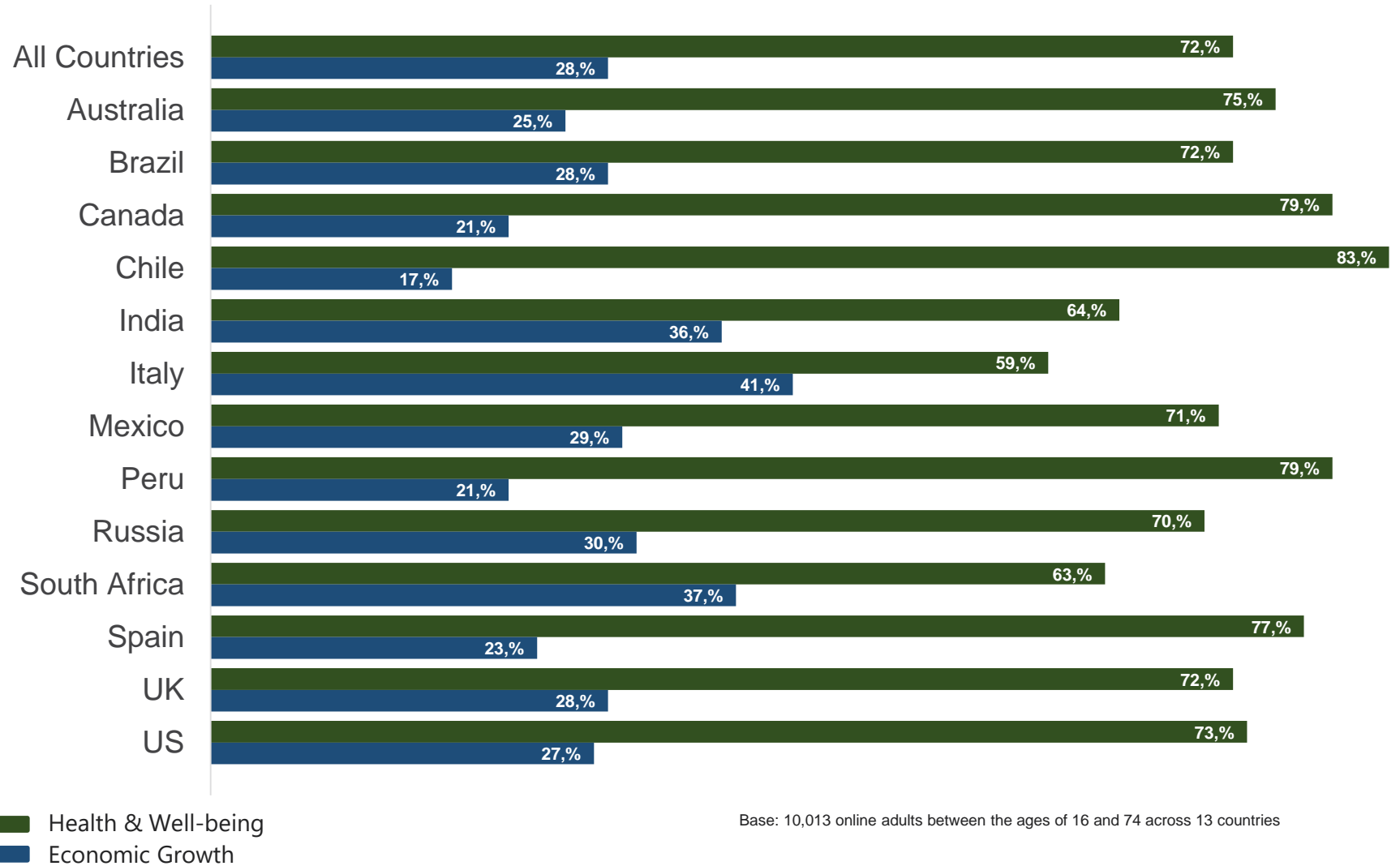
Overall, 72% believe health and well-being should be the current focus in their countries, while 28% believe their countries should focus on economic growth.

At the individual country level, a majority in every surveyed country think health & well-being should be the priority in the midst of the pandemic.

Over 3 in 4 respondents in Canada (79%), Chile (83%), Peru (79%), and Spain (77%) agree that health & well-being belong at the fore.



## Current Covid-19 Priorities by Country



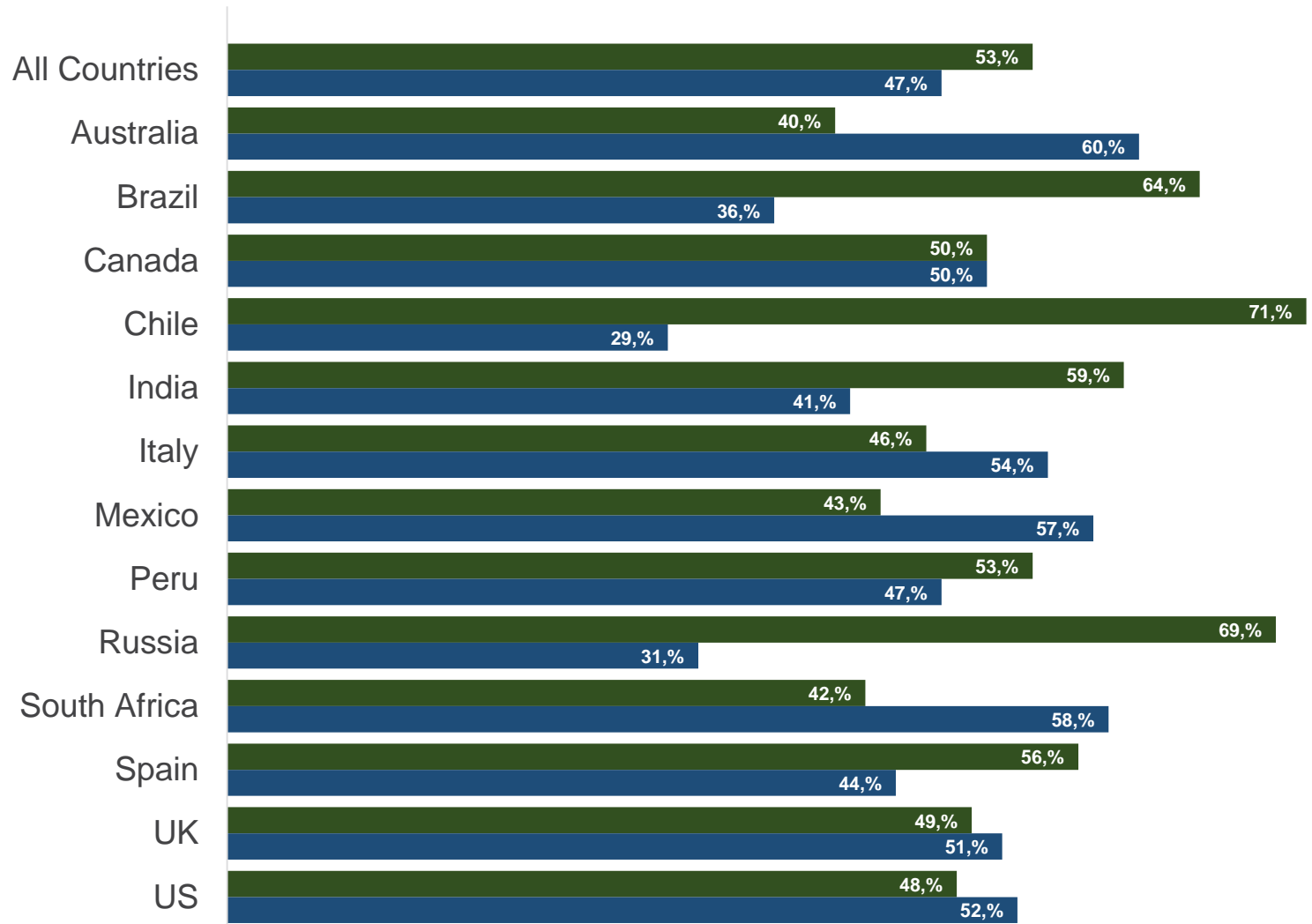
Q2. Imagining when the Covid-19 pandemic is over...which should your country prioritize more?

Globally, over half (53%) of respondents believe social progress should remain the priority over economic growth even after the pandemic subsides.

However, there is more discrepancy over what countries should focus on in the future vs. what countries should focus on in the present. A majority in Australia (60%), Italy (54%), Mexico (57%), South Africa (58%), the UK (51%), and the US (52%) believe economic growth should be the priority in the longer term.



## Covid-19 Recovery Priorities by Country



Base: 10,013 online adults between the ages of 16 and 74 across 13 countries

■ Social Progress\*  
■ Economic Growth

\*Text shown in survey: Improved social outcomes (e.g. life expectancy, education, inclusiveness, etc.)

- These are the results of a survey conducted by Ipsos on its Global Advisor online platform.
- Ipsos interviewed a total of 10,013 adults aged 16-74 in Australia, Brazil, Chile, India, Italy, Mexico, Peru, Russia, Spain and the United Kingdom, and aged 18-74 in Canada, South Africa and the United States, between July 24th and August 7th, 2020.
- The sample consists of approximately 1,000 individuals in each of Australia, Brazil, Canada, Italy, Spain, the UK, and the US, and approximately 500 individuals in each of India, Mexico, Russia, South Africa, Chile, and Peru.
- The samples in Australia, Canada, the UK, Italy, Spain, and the US can be taken as representative of these countries' general adult population under the age of 75.
- The samples in Brazil, Chile, India, Malaysia, Mexico, Peru, Russia, and South Africa are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of these countries' populations.
- The data is weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the most recent census data.
- Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.
- The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.
- The publication of these findings abides by local rules and regulations.