

How Much Is the World Yearning for Change After the COVID-19 Crisis?

Ipsos survey for the World Economic Forum
Conducted on Global Advisor (August 21 – September 4, 2020)



Q1. How much do you agree or disagree with each of the following statements:

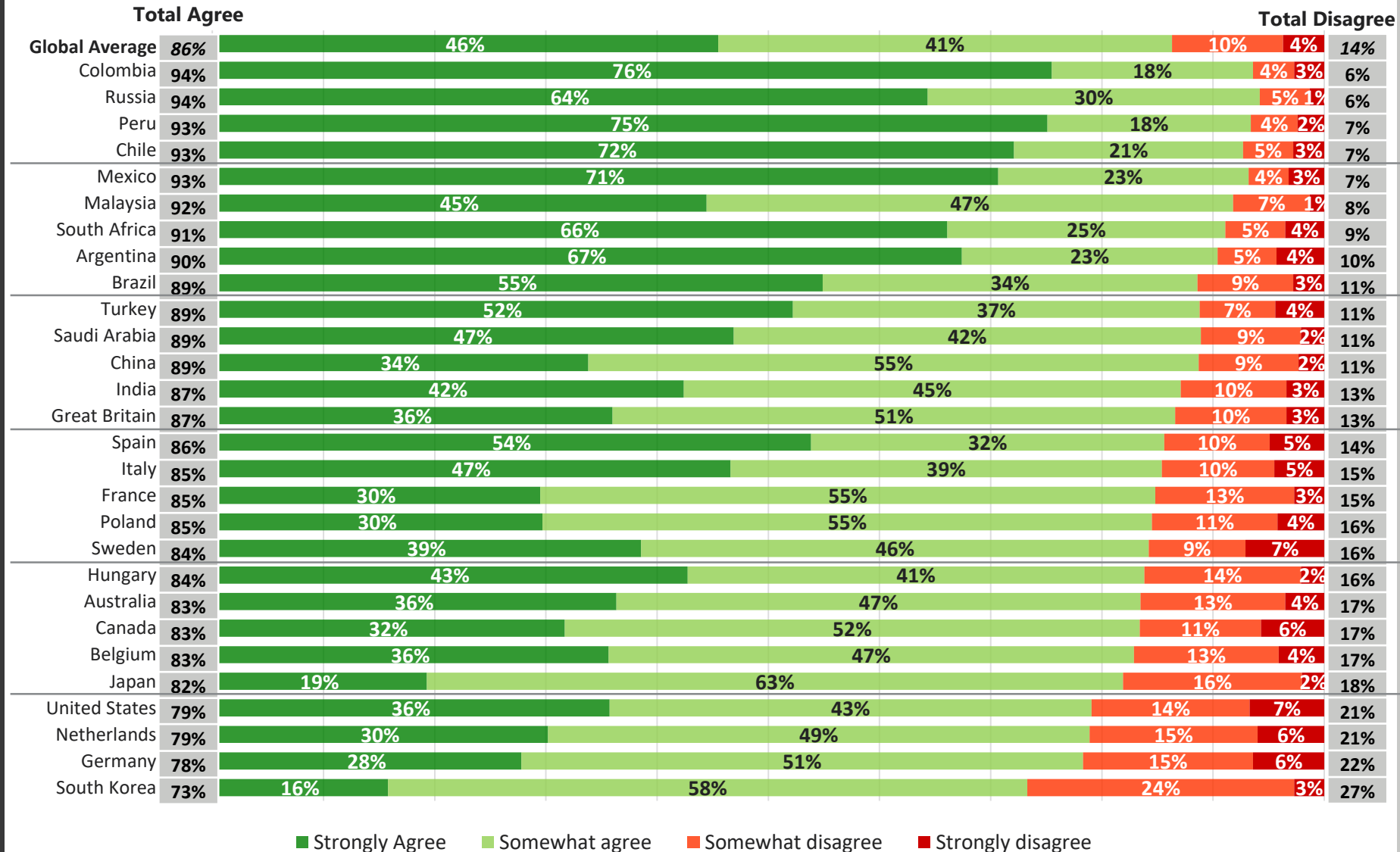
I want the world to change significantly and become more sustainable and equitable rather than returning to how it was before the COVID-19 crisis

Globally, 86% agree (46% strongly agree and 41% somewhat agree) they want the world to change significantly and become more sustainable and equitable rather than returning to how it was before the COVID-19 crisis.

In all countries, those who share this view outnumber those who don't by a very significant margin (more than 50 percentage points in every country except South Korea).

Preference for the world to change in a more sustainable and equitable manner is most prevalent across the Latin America and Middle East-Africa regions as well as in Russia and Malaysia.

I want the world to change significantly and become more sustainable and equitable rather than returning to how it was before the COVID-19 crisis



Base: 21,104 online adults aged 16-74 across 28 countries



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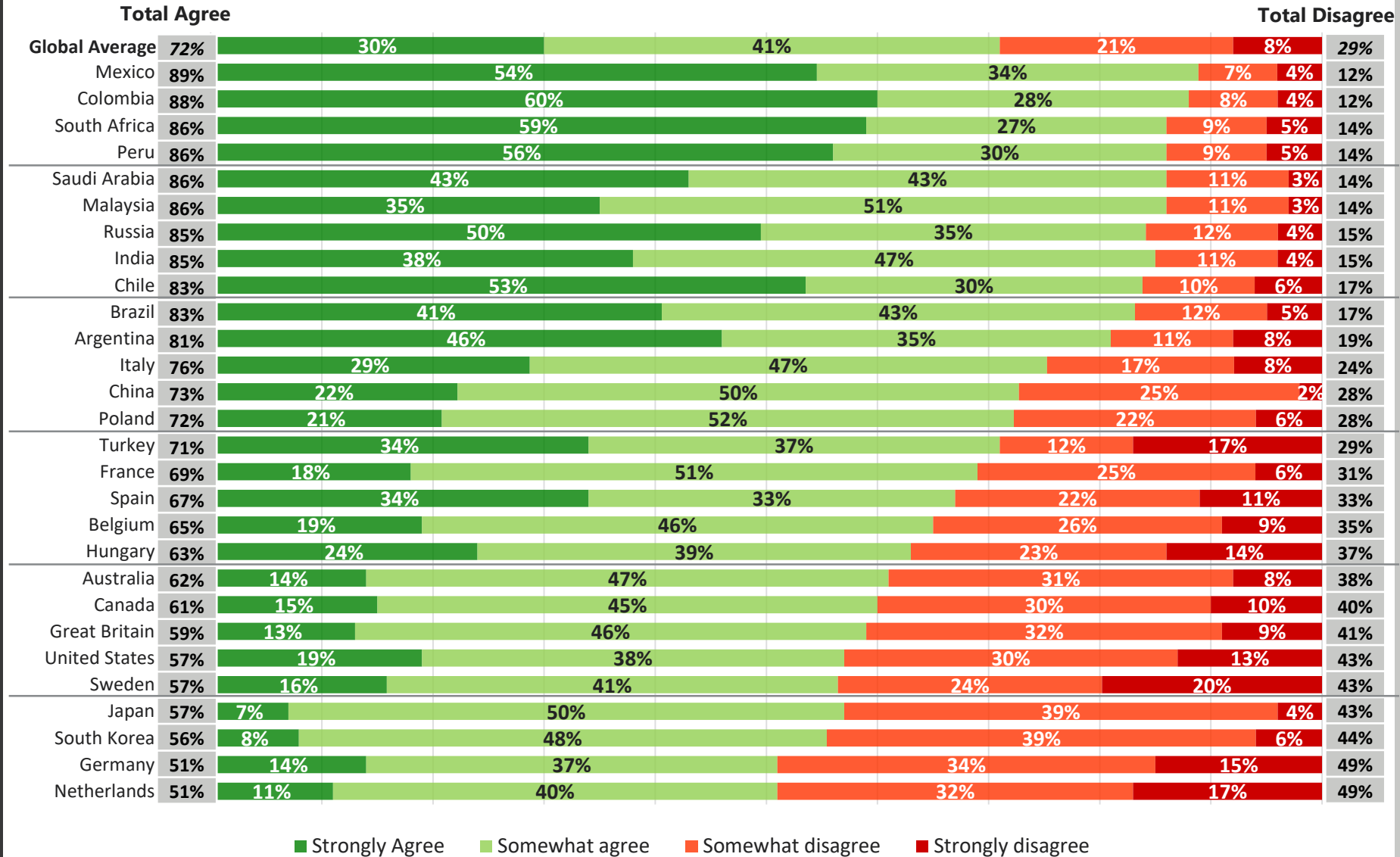
I want my life to change significantly rather than returning to how it was before the COVID-19 crisis

Globally, 72% agree (30% strongly agree and 41% somewhat agree) they want their life to change significantly rather than to return to how it was before the COVID-19 crisis.

More than four in five adults throughout Latin America and in South Africa, Saudi Arabia, Malaysia, Russia and India express a desire for significant change in their personal life after the pandemic.

In contrast, at least two out of five adults in the Netherlands, Germany, South Korea, Japan, Sweden, the U.S., Great Britain, and Canada long for their life to just return to how it was before the pandemic.

I want my life to change significantly rather than returning to how it was before the COVID-19 crisis



Base: 21,104 online adults aged 16-74 across 28 countries



- These are the results of a 28-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 21,104 adults aged 18-74 in United States, Canada, Malaysia, South Africa, and Turkey, and 16-74 in 23 other countries between August 21 and September 4, 2020.
- The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, and Turkey.
- The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of these countries' general adult population under the age of 75.
- The samples in Brazil, Chile, China (mainland), India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey 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 their population.

- 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.