



PRESS RELEASE

Around the world, people yearn for significant change rather than a return to a “pre-COVID normal”

New York, NY, September 16, 2020 — A new global Ipsos survey for the World Economic Forum unveils a profound and widespread desire for change rather than a return to how things were before the COVID-19 pandemic.

The survey of more than 21,000 adults from 27 countries finds that 72% would prefer their life to change significantly rather than go back to how it was before the COVID-19 crisis started. Further, 86% would prefer to see the world change significantly – and become more sustainable and equitable – rather than revert to the status quo ante.

Nearly nine in ten want the world to change instead of returning to how it was

Globally, 86% of all adults surveyed agree that, “I want the world to change significantly and become more sustainable and equitable rather than returning to how it was before the COVID-19”. More precisely, 46% strongly agree and 41% somewhat agree with that proposition, while 14% disagree (10% somewhat and 4% strongly).

In each of the 27 countries surveyed, those who share this view outnumber those who don’t by a substantial margin – more than 50 percentage points in every country except South Korea.

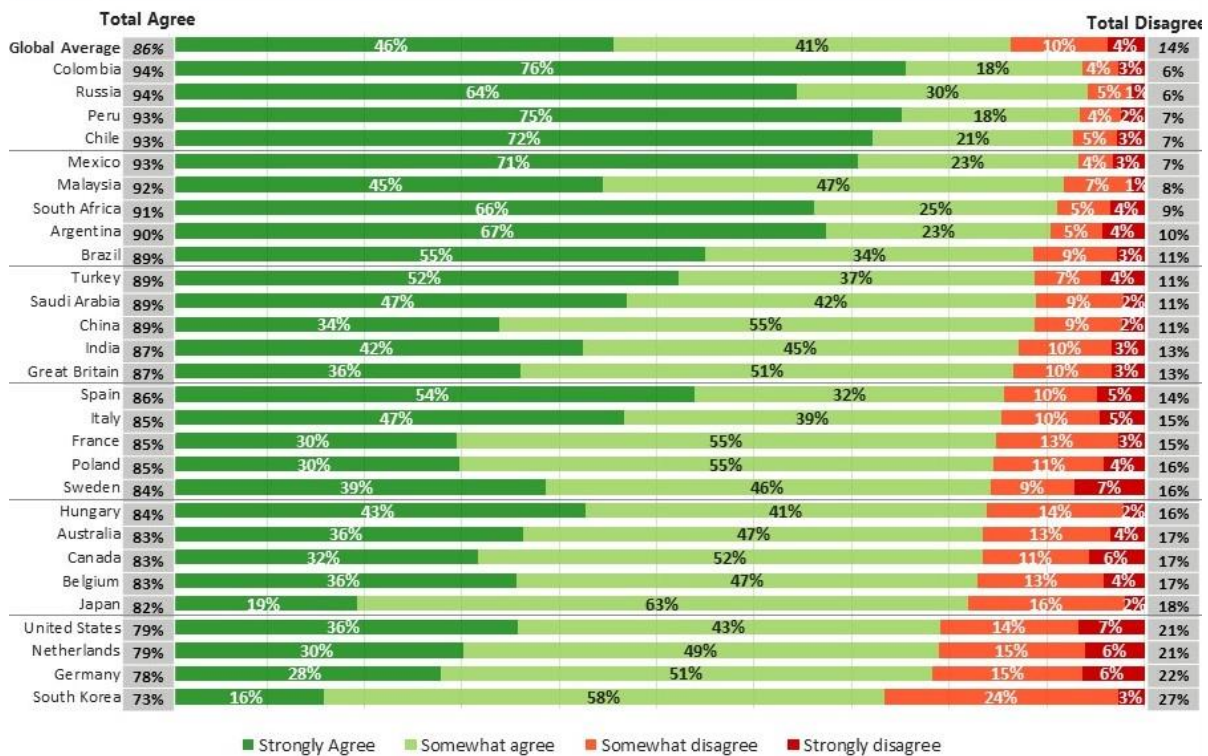
Russia and Colombia top the list of countries where the desire for change is most prevalent, at 94% each. They are followed by Peru (93%) Mexico (93%) Chile (93%) Malaysia (92%), South Africa (91%) Argentina (90%), and Saudi Arabia (89%).

Countries where the preference to return to the way things were before the pandemic is strongest include: South Korea (where 27% strongly or somewhat disagree that they would like to see the status quo changed), Germany (22%), the Netherlands (21%), the United States (21%), and Japan (18%).



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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

Three out of four globally want significant change in their own life

Across all 28 countries, 72% want their lives to change significantly rather than return to what they were like before the COVID-19 crisis (30% strongly and 41% somewhat) while the other 29% disagree (21% strongly and 8% somewhat).

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 lives after the pandemic.

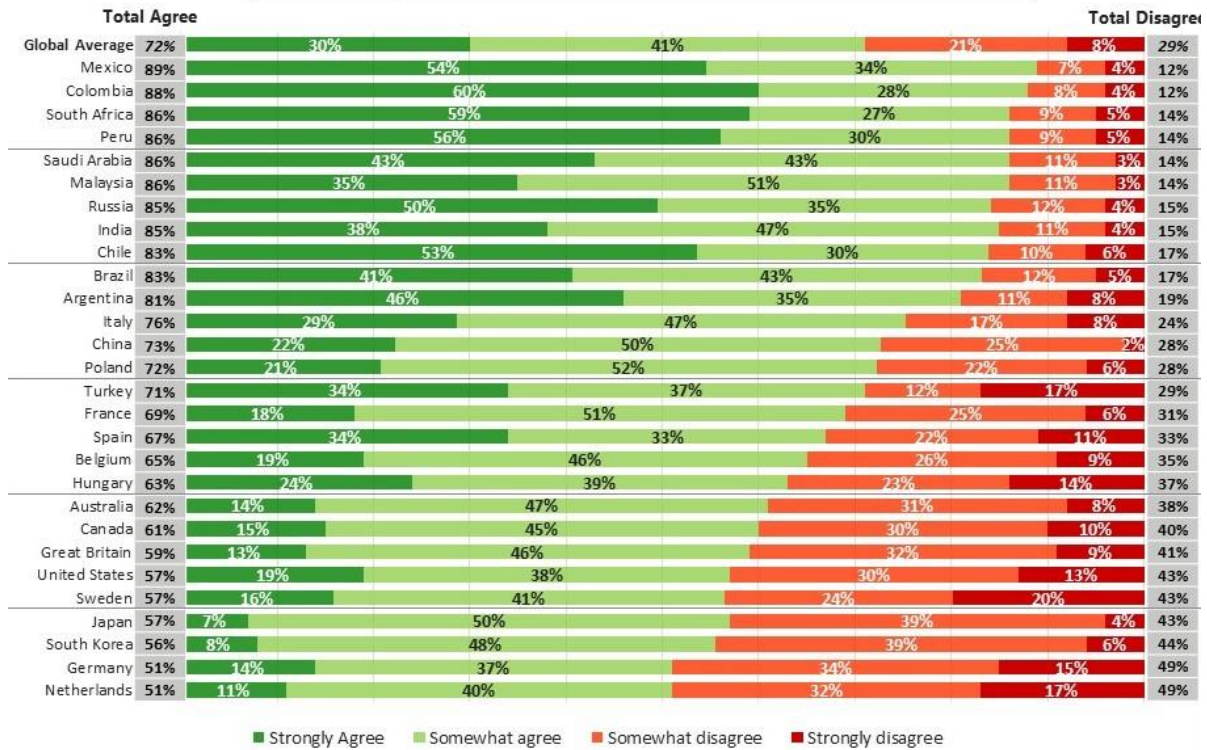
By contrast, at least two out of five adults in the Netherlands, Germany, South Korea, Japan, Sweden, the U.S., Great Britain, and Canada long for their life to just return to how it was before the pandemic.





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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

About the Study

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.



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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.

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About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com