

# GLOBAL VIEWS ON LOCAL ECONOMIC RECOVERY FROM COVID-19

29-country Ipsos survey for the World Economic Forum

August 2021

GAME CHANGERS



For more information, go to <https://www.ipsos.com/en/local-economic-recovery-wef-ipsos-global-advisor-survey>

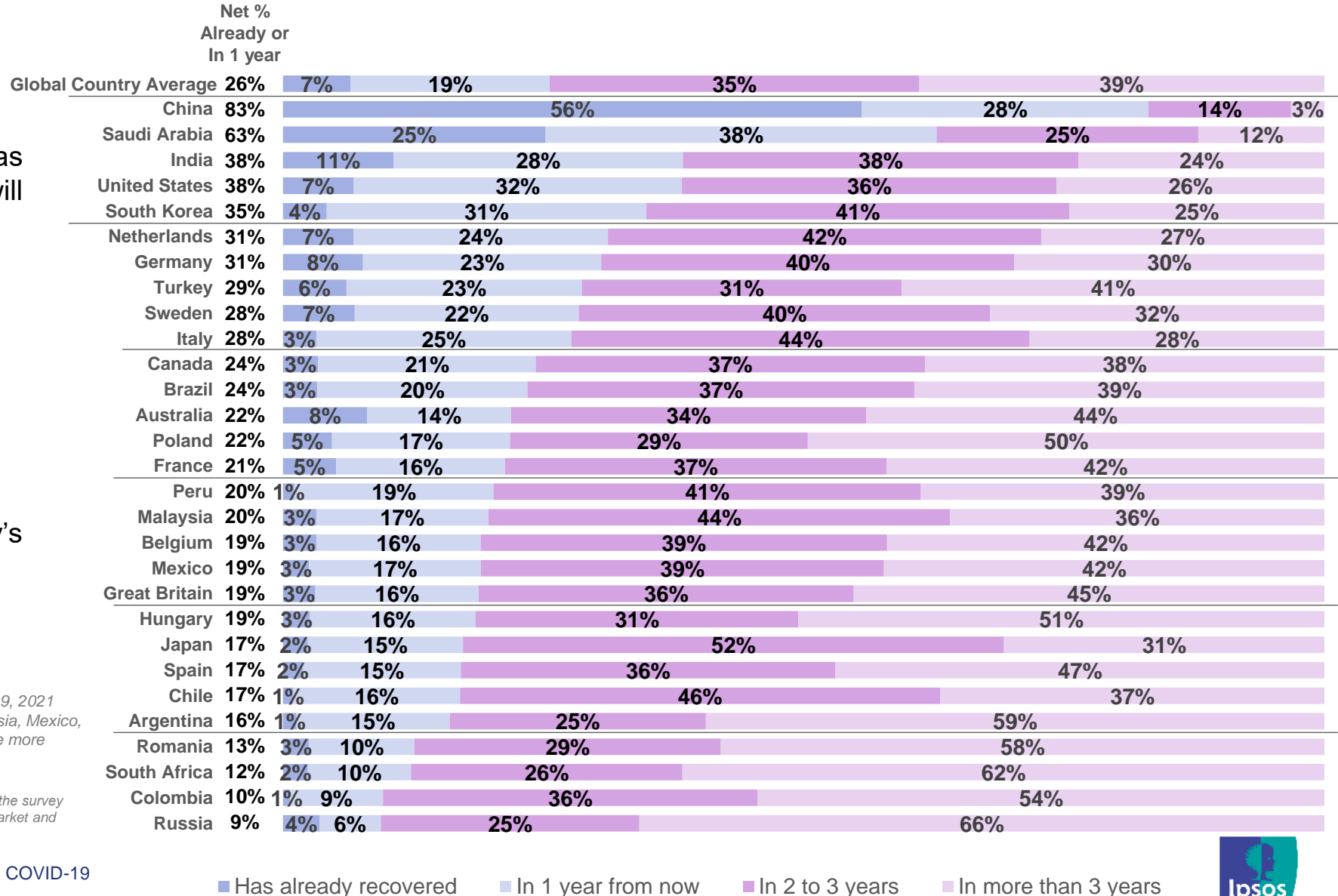
# TIME FOR THE LOCAL ECONOMY TO RECOVER FROM THE PANDEMIC

Q. When do you think the economy of ... will have recovered from the pandemic?

Majorities in mainland China and Saudi Arabia say that their country's economy has already recovered from the pandemic or will recover in the next year.

In all other countries, majorities expect it will take at least two years.

Pessimism is most widespread in Russia, South Africa, Argentina, Romania, Colombia, Hungary, and Poland where between half and two-thirds think it'll be more than three years before their country's economy has recovered from the pandemic.



Base: 21,503 online adults aged 18-74 across 29 countries, June 25-July 9, 2021  
 \* Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population

The "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.



# WHO IS MOST TRUSTED TO LEAD A RECOVERY: SUMMARY

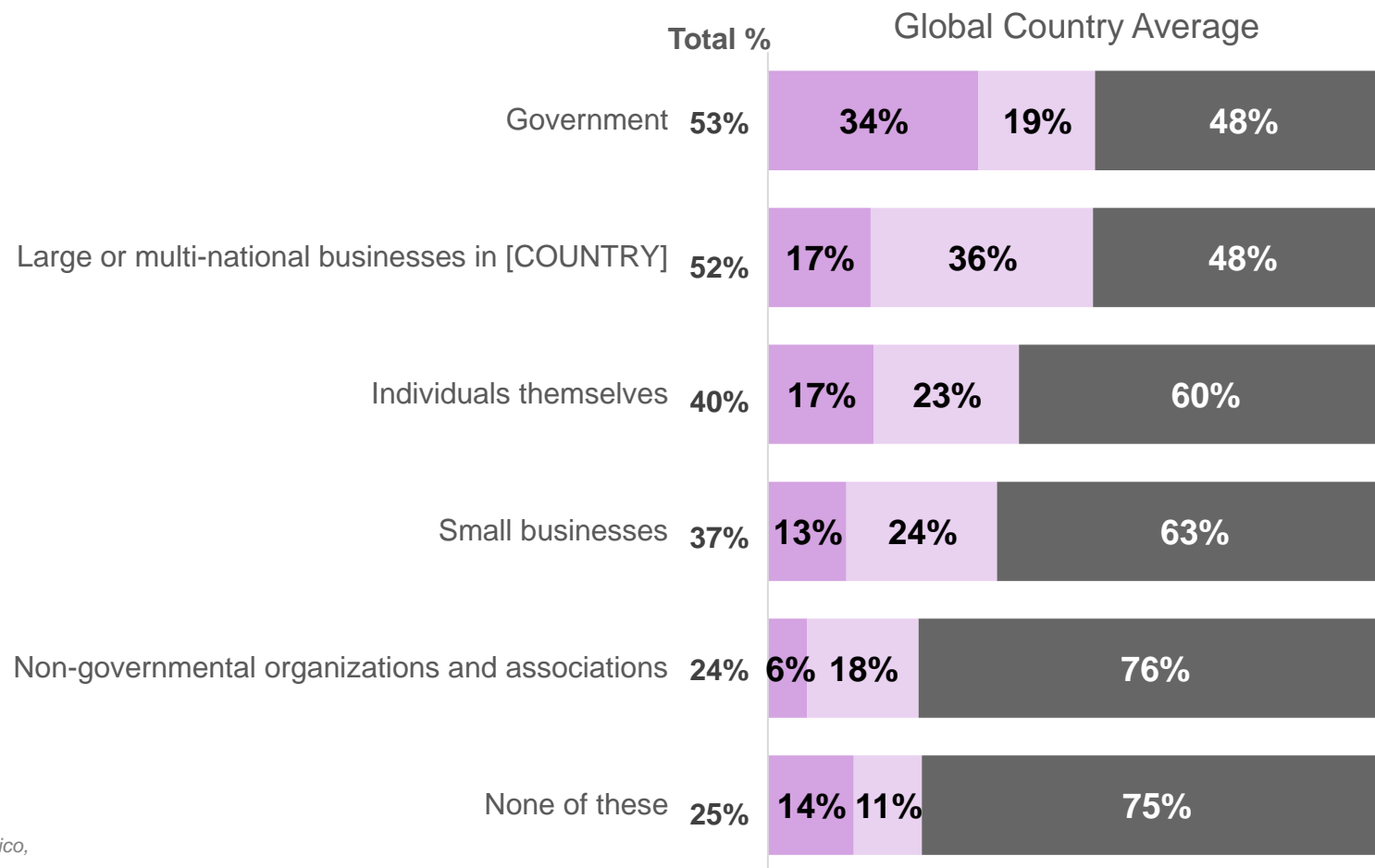
Q. Which of these do you trust most to take primary responsibility for recovering the economy in your country?

On average across all 29 countries surveyed, the institutions or groups most trusted to take primary responsibility for recovering the economy are the Government (cited by 53%), followed by large or multi-national businesses in the country (52%).

The second tier of institutions or groups most trusted to lead a recovery are individuals themselves (40%) and small businesses (37%).

Fewer (24%) look to NGOs and associations to do so.

One in four don't trust any of these entities to steer an economic rebound.



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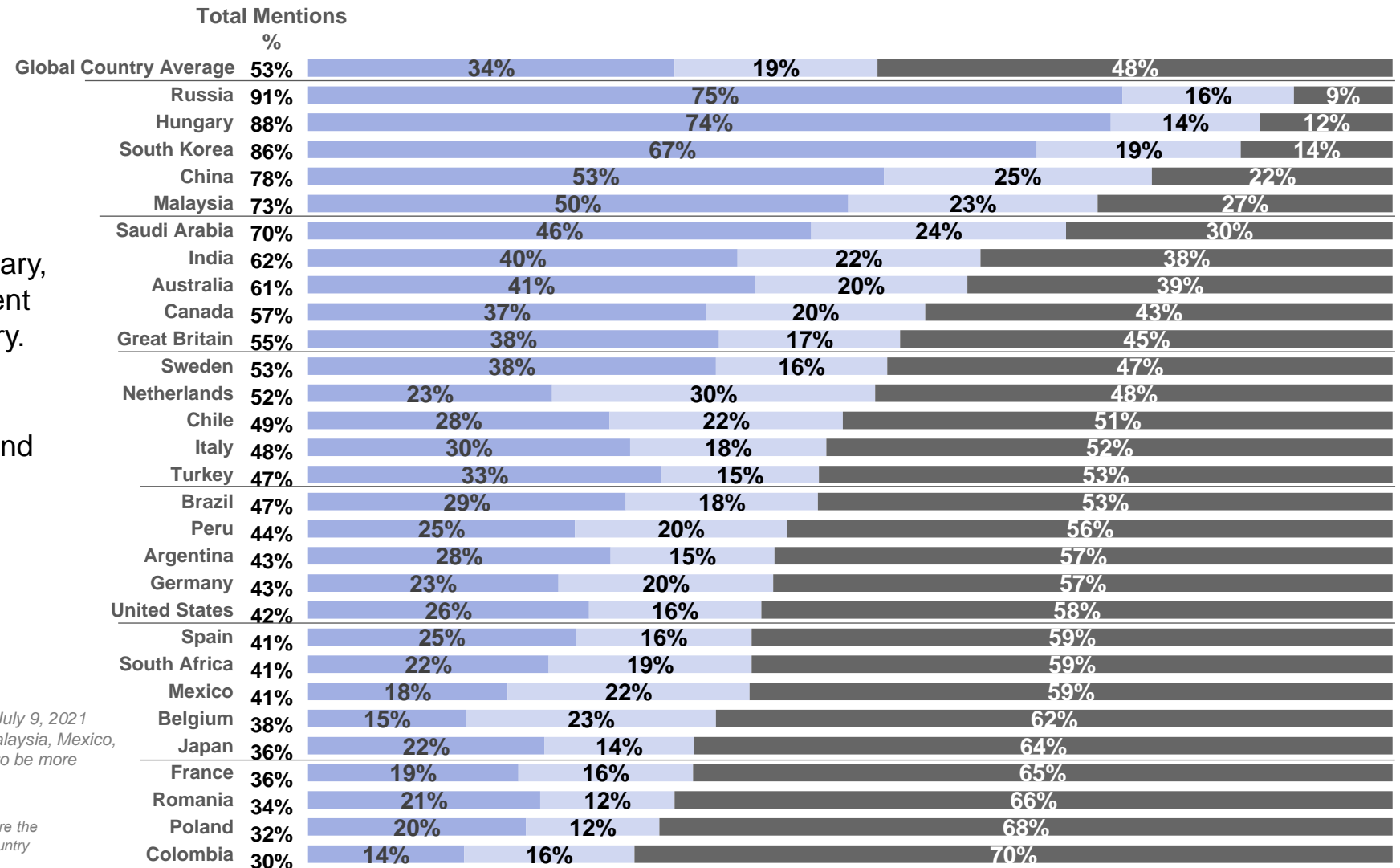
■ First answer ■ Second or third answer ■ Not mentioned

# WHO IS MOST TRUSTED TO LEAD A RECOVERY: GOVERNMENT

Q. Which of these do you trust most to take primary responsibility for recovering the economy in your country? – *The government*

More than 4 in 5 adults in Russia, Hungary, and South Korea expect their government to lead their country's economic recovery.

In contrast, only about one-third in Colombia, Poland, Romania, France, and Japan do so.



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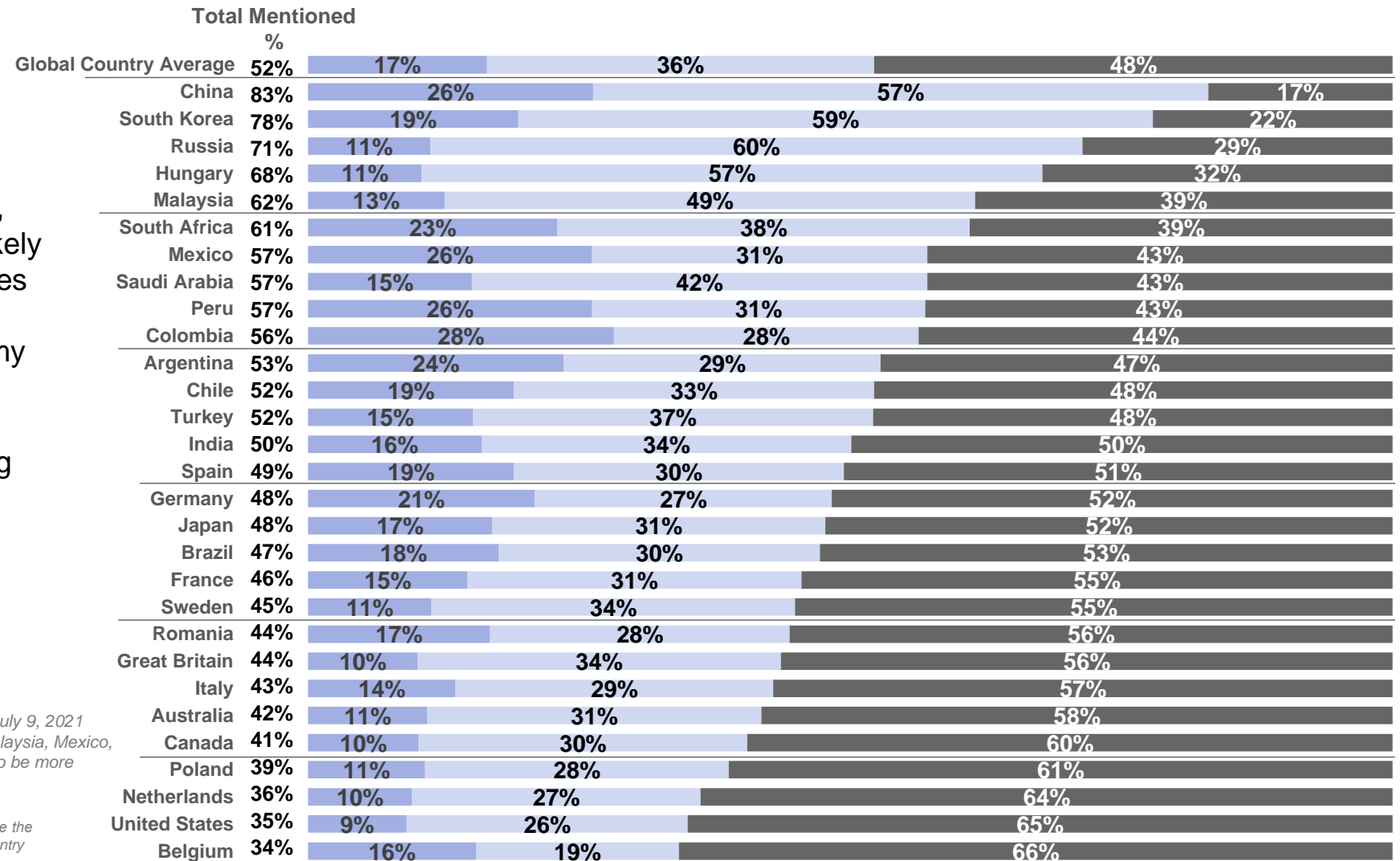
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# WHO IS MOST TRUSTED TO LEAD A RECOVERY: BIG BUSINESS

Q. Which of these do you trust most to take primary responsibility for recovering the economy in your country? - Large or multi-national businesses in [COUNTRY]

Adults in mainland China, South Korea, Russia, and Hungary are those most likely to trust large or multi-national businesses operating in their country to take on responsibility for recovering the economy

Belgium, the United States, and the Netherlands are the countries where big business is least trusted to lead the recovery.



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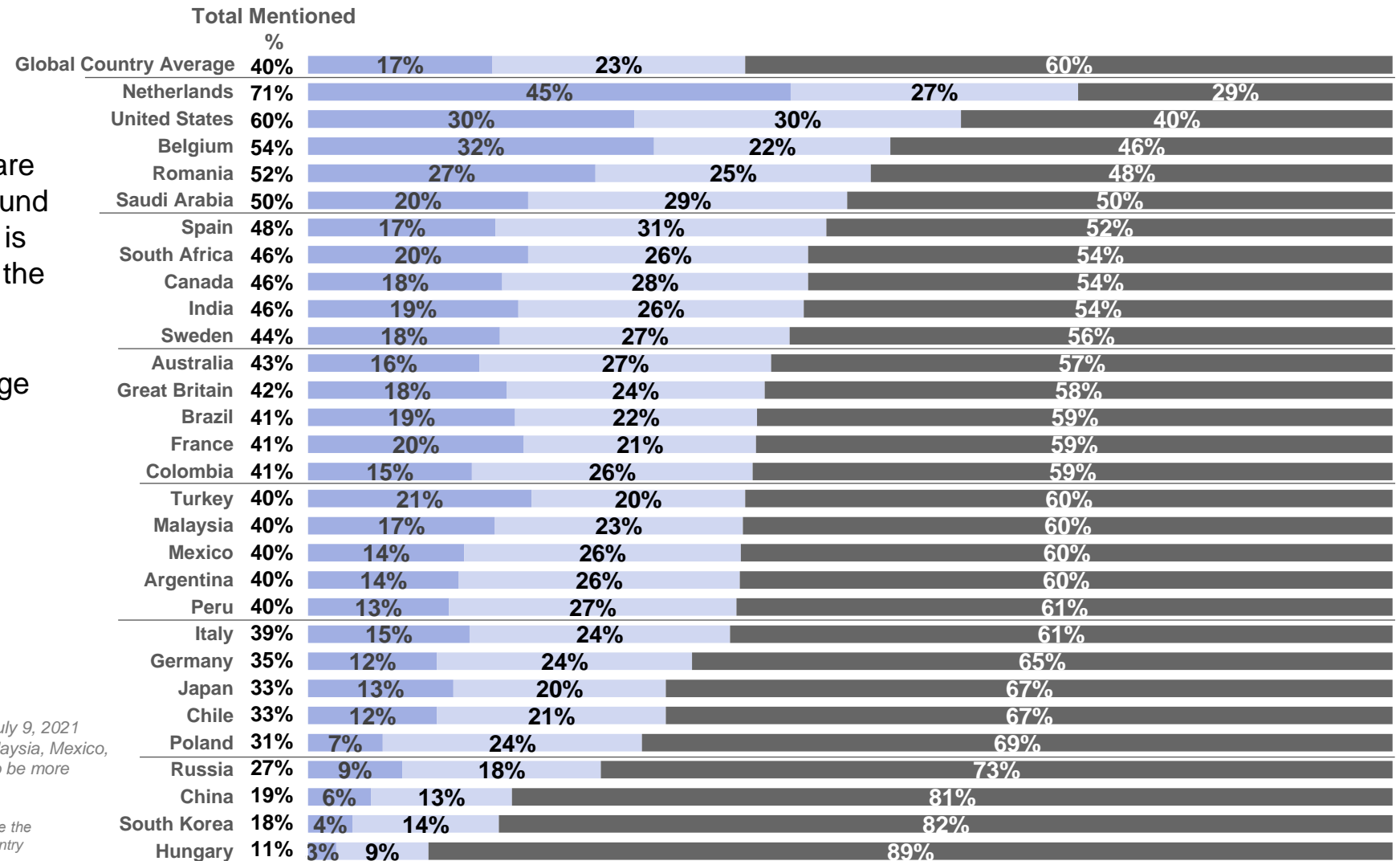
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# WHO IS MOST TRUSTED TO LEAD A RECOVERY: CONSUMERS

Q. Which of these do you trust most to take primary responsibility for recovering the economy in your country? - *Individuals themselves*

The three countries where consumers are most trusted to drive an economic rebound are the same three where big business is least trusted to do so: the Netherlands, the United States, and Belgium.

Conversely, countries where trust in large and multinational companies to lead a recovery is highest – Hungary, South Korea, China, and Russia – are those where expectations from individual consumers are lowest.



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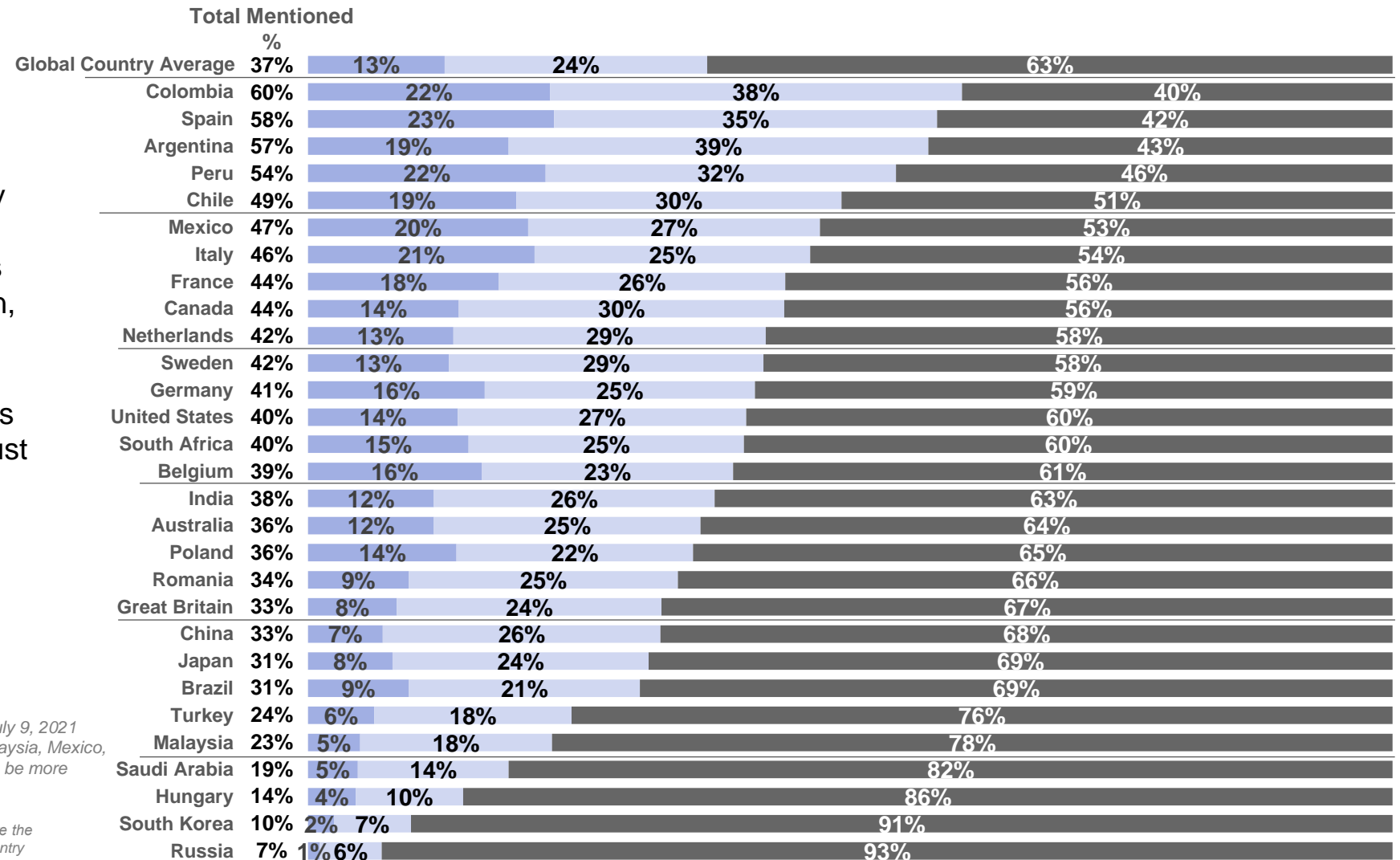
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# WHO IS MOST TRUSTED TO LEAD A RECOVERY: SMALL BUSINESSES

Q. Which of these do you trust most to take primary responsibility for recovering the economy in your country? - *Small businesses*

Trust in small businesses to be a driving force of economic recovery varies widely across countries. It is highest in the six countries in the survey where Spanish is the dominant language: Colombia, Spain, Argentina, Peru, Chile, and Mexico.

On the other hand, less than 1 in 5 adults in Russia, South Korea, and Hungary trust small business in their country to take primary responsibility for recovering the economy.



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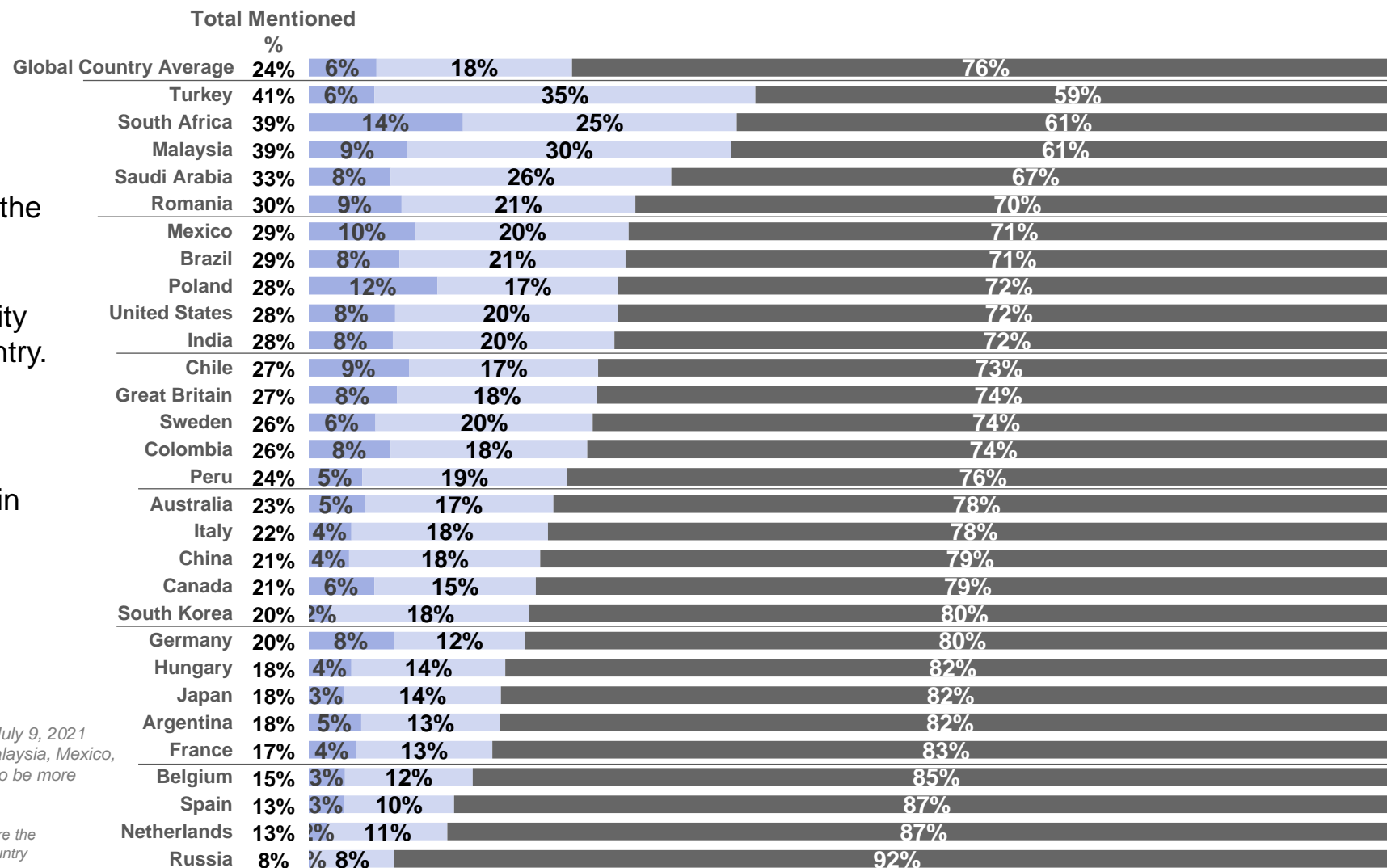
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# WHO IS MOST TRUSTED TO LEAD A RECOVERY: NGO'S

Q. Which of these do you trust most to take primary responsibility for recovering the economy in your country? - *Non-governmental organizations and associations*

Only a minority of adults in each one of the 29 countries surveyed look to non-governmental organizations and associations to take primary responsibility for recovering the economy in their country.

Expectations of NGOs as economic recovery drivers are highest in Turkey, South Africa, and Malaysia, and lowest in Russia, the Netherlands, Spain, and Belgium.



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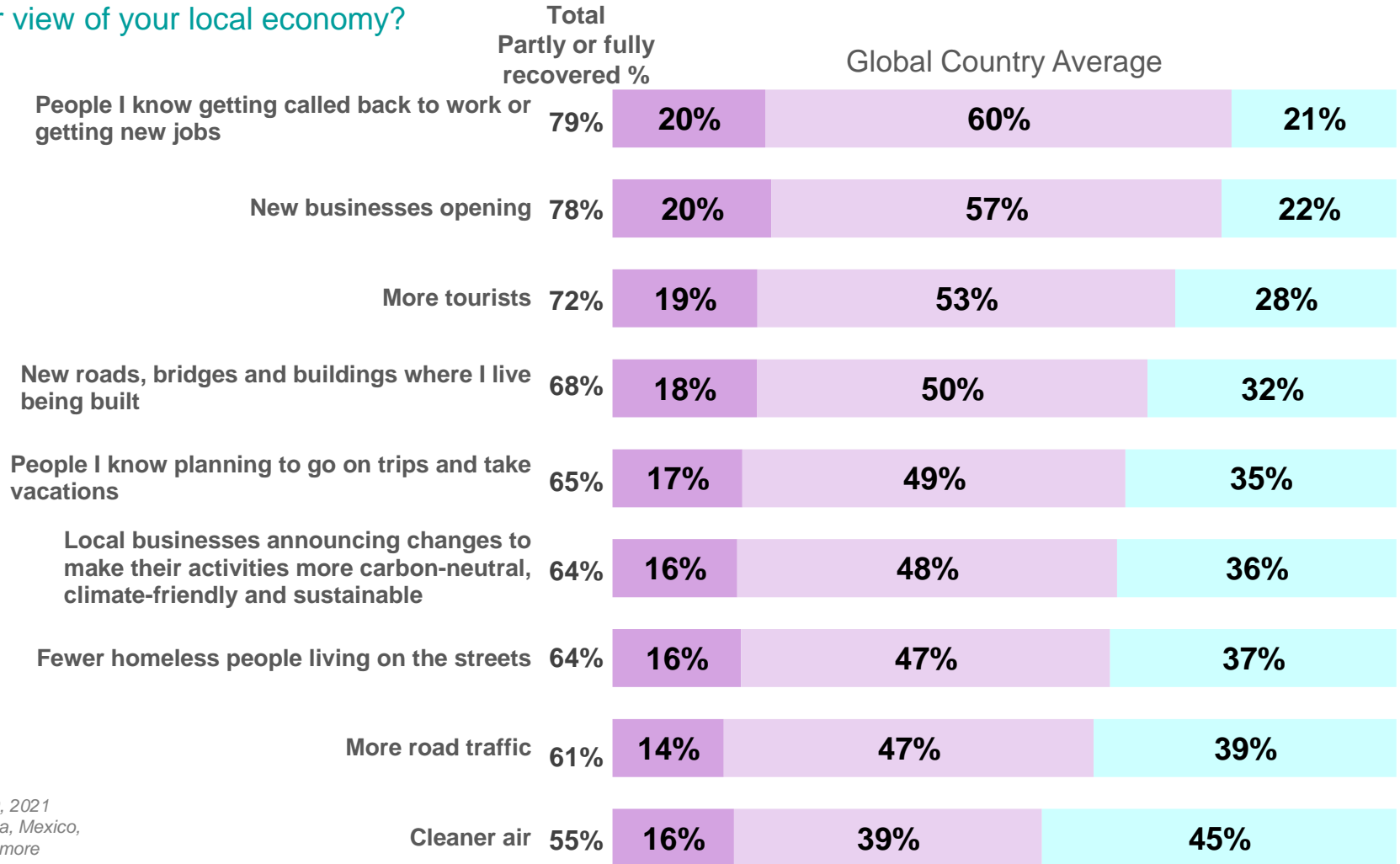


# SIGNS OF ECONOMIC RECOVERY

Q. If you saw the following happening in the area where you live, would you consider that your local economy has fully or only partly recovered from the pandemic, or would it not influence your view of your local economy?

Globally, the two developments that are most widely viewed as indicators that the local economy is recovering from the pandemic are seeing acquaintances being called back to work or getting new jobs (cited by an average of 79% across the 29 countries) and seeing new businesses opening (78%).

More than two-thirds also cite seeing more tourists and new infrastructure projects in their area.



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■ I would consider the local economy has fully recovered  
 ■ I would consider the local economy has partly recovered  
 ■ It would not influence my view of the local economy

# SIGNS OF ECONOMIC RECOVERY

Q. If you saw the following happening in the area where you live, would you consider that your local economy has fully or only partly recovered from the pandemic, or would it not influence your view of your local economy? – Total partly or fully recovered %

	Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	Germany	Spain	France	Great Britain	Hungary	India	Italy	Japan	South Korea	Mexico	Malaysia	Netherlands	Peru	Poland	Romania	Russia	Saudi Arabia	Sweden	Turkey	United States	South Africa
People I know getting called back to work or getting new jobs	79%	72%	85%	72%	75%	84%	76%	86%	69%	75%	83%	72%	84%	76%	85%	82%	66%	68%	79%	83%	84%	78%	76%	76%	77%	88%	84%	79%	88%	89%
New businesses opening	78%	63%	85%	69%	76%	83%	71%	83%	68%	74%	84%	74%	85%	80%	83%	81%	66%	68%	71%	84%	80%	79%	82%	74%	71%	89%	85%	74%	86%	87%
More tourists	72%	52%	79%	64%	68%	78%	61%	90%	60%	66%	77%	68%	74%	70%	81%	80%	75%	74%	62%	83%	72%	66%	70%	70%	59%	85%	76%	65%	75%	84%
New roads, bridges and buildings where I live being built	68%	59%	72%	56%	65%	70%	61%	83%	55%	61%	72%	65%	70%	68%	84%	70%	62%	66%	53%	75%	67%	64%	74%	74%	70%	85%	71%	57%	74%	77%
People I know planning to go on trips and take vacations	65%	52%	76%	56%	62%	70%	57%	84%	53%	60%	71%	55%	66%	61%	77%	68%	62%	67%	58%	76%	66%	62%	65%	61%	56%	78%	67%	68%	73%	73%
Local businesses announcing changes to make their activities more carbon-neutral, climate-friendly and sustainable	64%	50%	64%	59%	67%	59%	60%	83%	57%	61%	66%	66%	60%	66%	82%	69%	53%	63%	58%	73%	62%	64%	67%	61%	44%	79%	65%	71%	61%	75%
Fewer homeless people living on the streets	64%	58%	66%	51%	68%	60%	59%	77%	48%	51%	73%	58%	65%	60%	79%	70%	55%	58%	51%	66%	60%	56%	63%	58%	62%	79%	68%	73%	69%	81%
More road traffic	61%	52%	62%	58%	60%	65%	54%	90%	61%	59%	64%	56%	57%	55%	73%	62%	61%	69%	57%	69%	71%	58%	53%	49%	44%	80%	62%	48%	68%	66%
Cleaner air	55%	41%	53%	48%	57%	47%	43%	77%	44%	52%	54%	50%	50%	49%	81%	58%	44%	49%	48%	65%	48%	53%	59%	60%	53%	75%	54%	58%	51%	71%

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# METHODOLOGY

These are findings from a 29-market survey among adults aged 18-74, conducted by Ipsos on its Global Advisor online platform. A total of 21,503 interviews were held between June 25 and July 9, 2021.

The sample of the 29-country survey 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, Romania, Russia, Saudi Arabia, South Africa, South Korea, Sweden, and Turkey.

The samples in Brazil, China (mainland), Chile, Colombia, India, Malaysia, Mexico, Peru, Romania, 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 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 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.

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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 know or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of N=1,000 accurate to +/-3.5 percentage points, of N=500 accurate to 5.0 percentage points. For more information on Ipsos’s use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

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Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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).

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# GAME CHANGERS

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At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**