

RESEARCH REPORT

# COVID-19 Opinion Tracker

16TH - 22ND SEPTEMBER 2020 | EDITION 5



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COVID-19 OPINION TRACKER EDITION 5  
12 OCTOBER 2020

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# Methodology

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Polling conducted by KEKST CNC, nationally representative sample of:



1,000 adults  
in the UK



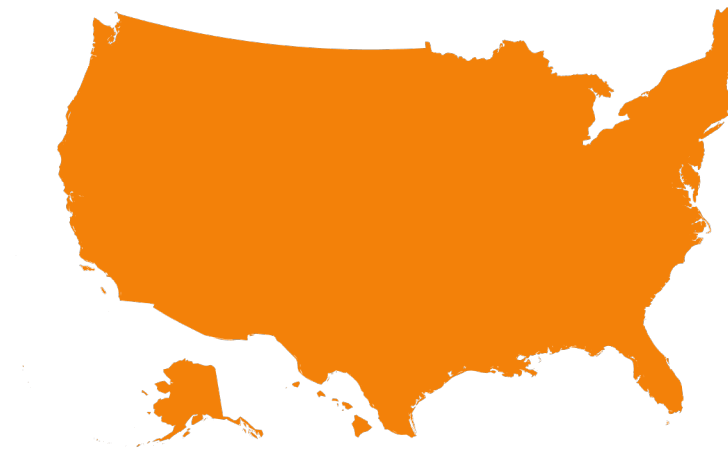
1,000 adults  
in Sweden



1,000 adults  
in Germany



1,000 adults  
in France



1,000 adults  
in the U.S.



1,000 adults  
in Japan

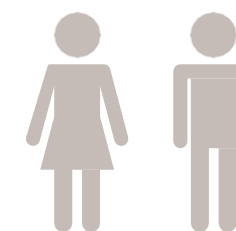
Fieldwork of wave 5 took place on  
**16th September – 22nd September 2020**

Fieldwork of wave 1 took place  
on 30th March – 3rd April

Fieldwork of wave 2 took place  
on 27th April – 1st May

Fieldwork of wave 3 took place  
on 1st June – 5th June

Fieldwork of wave 4 took place  
on 10th July – 15th July



Quotas and weights on **gender, age,  
and region** in each country

Margins of error of **+/- 3.3%**  
for all markets

# Main findings: executive summary

1. **The economy on the rise:** In the next phase of the pandemic, people are becoming more likely to want their government to prioritise the economy
2. **Braced but not prepared:** People expect another wave of coronavirus, but fewer believe their governments are prepared for it
3. **Business brands:** In most countries, business has performed well during the pandemic – but the winter will pose different challenges
4. **Leadership matters:** Public approval of institutions is falling fast in the UK and France, while people feel more positive this month in Sweden and Japan
5. **Put me first:** Employees' priorities over the next three months are focused on pay, keeping their job, and health and safety measures
6. **More drugs, fewer planes:** People want a bigger role for the pharmaceutical industry in the future economy, and a smaller role for aviation

# Six key findings

1

**The economy on the rise: In the next phase of the pandemic, people are becoming more likely to want their government to prioritise the economy**

Although the focus of the public largely remains to prioritise limiting the spread of the virus, **the economy has become significantly more important since the start of the pandemic.** In all countries, the gap between putting health first and putting the economy first has drastically shrunk, from 61 points to 25 points in the UK, from 41 points to 19 points in the US, and from 28 points to just 7 points in Germany, with similar patterns in Sweden and Japan. In France, the picture has been entirely reversed, and protecting the economy is now more important to the French people than limiting the spread of the virus. **The days of wanting to put the economy first being a niche view are over – such a position is not yet dominant amongst the public, but it is on the rise globally.**

2

**Braced but not prepared: People expect more waves of coronavirus, but fewer believe their governments are prepared for them**

Majorities in all countries now expect additional waves of coronavirus. However, despite these high numbers, **fewer people say that their own government is well-prepared to deal with a resurgence of the virus.** This faith is particularly low in the UK, where only 21% agree, despite 83% expecting another wave of the virus. In Japan, only 18% think their government is prepared, with the figure being 27% in France and only 30% in the U.S. As across the tracker, Swedish and German people are more positive, but this is still outnumbered by the number expecting a virus spike.

3

**Business brands: In most countries, business has performed well during the pandemic – but the winter will pose different challenges**

In many countries, business continues to be seen as having responded more effectively to the pandemic than government. However, firms should not rest now, as there are signs that **faith in business may be declining after a very strong performance in the first months of the pandemic.** In Germany, for example, the automotive industry is seen as having done more badly than well, and faith in food retailers has fallen in France. And since the start of the pandemic, the proportion of the public who say that "businesses are stepping up during the coronavirus outbreak" has fallen, with significant decreases on July in the UK, Germany and France. In Germany especially, only 43% now say businesses are stepping up – **the lowest number of all countries surveyed.**



# Six key findings

4

**Leadership matters: Public approval of institutions is falling fast in the UK and France, while people feel more positive this month in Sweden and Japan**

In the UK and France, **faith in central Government and the Prime Minister/President to manage the pandemic well is on a sharp downwards trajectory**, as second waves of the virus lead to difficulties for the political class in these countries. In Sweden and Japan though, a different story is apparent. In Sweden, public approval in the Government's performance is sharply up, as well as in the Public Health Agency of Sweden – likely linked to approval of Sweden's approach to the virus. In Japan, though deep concern about government remains, the Japanese Government has gone from a net negative rating of -20 in July to a net positive rating of +3 in the wake of Shinzo Abe's departure. **Germany continues to be the country posting the strongest figures in terms of public approval for Government.**

5

**Put me first: Employees' priorities over the next three months are focused on pay, keeping their job, and health and safety measures**

Although considerations about climate and diversity have been shown to be important in studies related to ESG, for employees the message to their employers for the next three months is clear: put me first. **When asked what their top asks from their employer were for the next quarter, employees across all six markets overwhelmingly focus on real and concrete issues linked to their own livelihoods and security.** The top demands of employers globally are to keep employee pay reasonable, to institute health and safety measures in the workplace, to protect jobs and to prevent redundancies, and to support those working remotely. Mood matters too, with the top demand from German employees being to build a feeling that management and employees alike are all in this together. Employers will need to bear this in mind as they look to take their employees with them through the autumn and winter months.

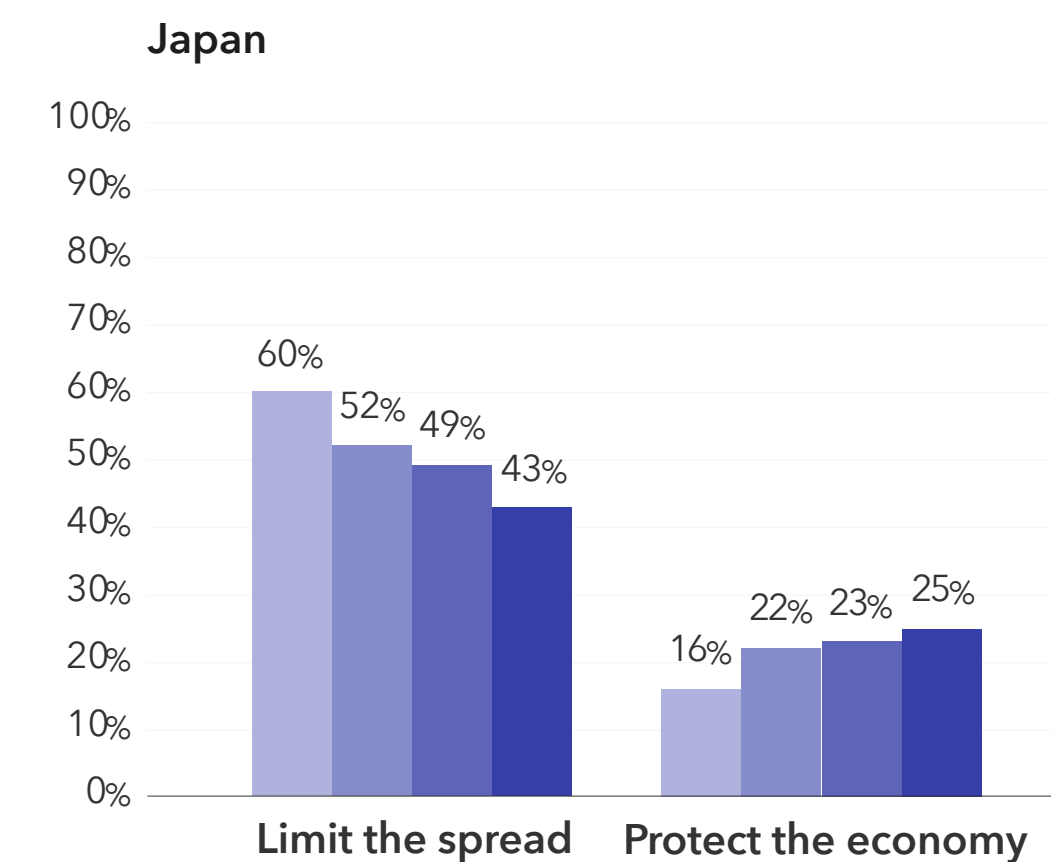
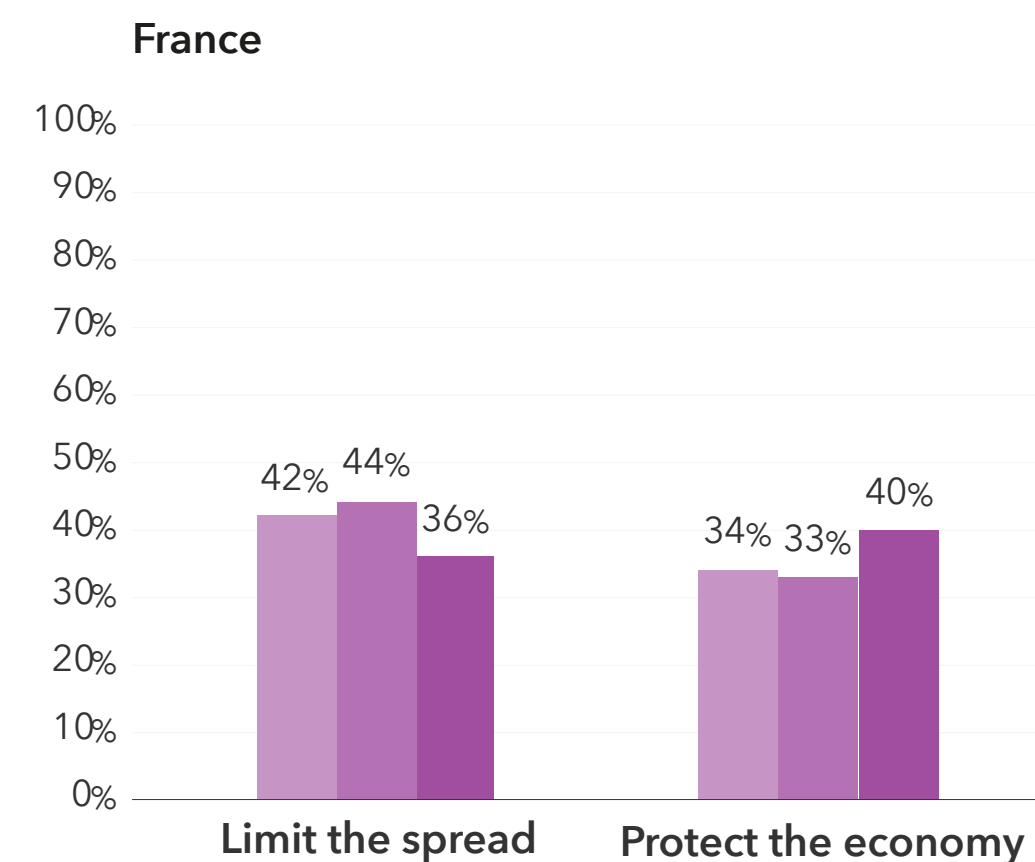
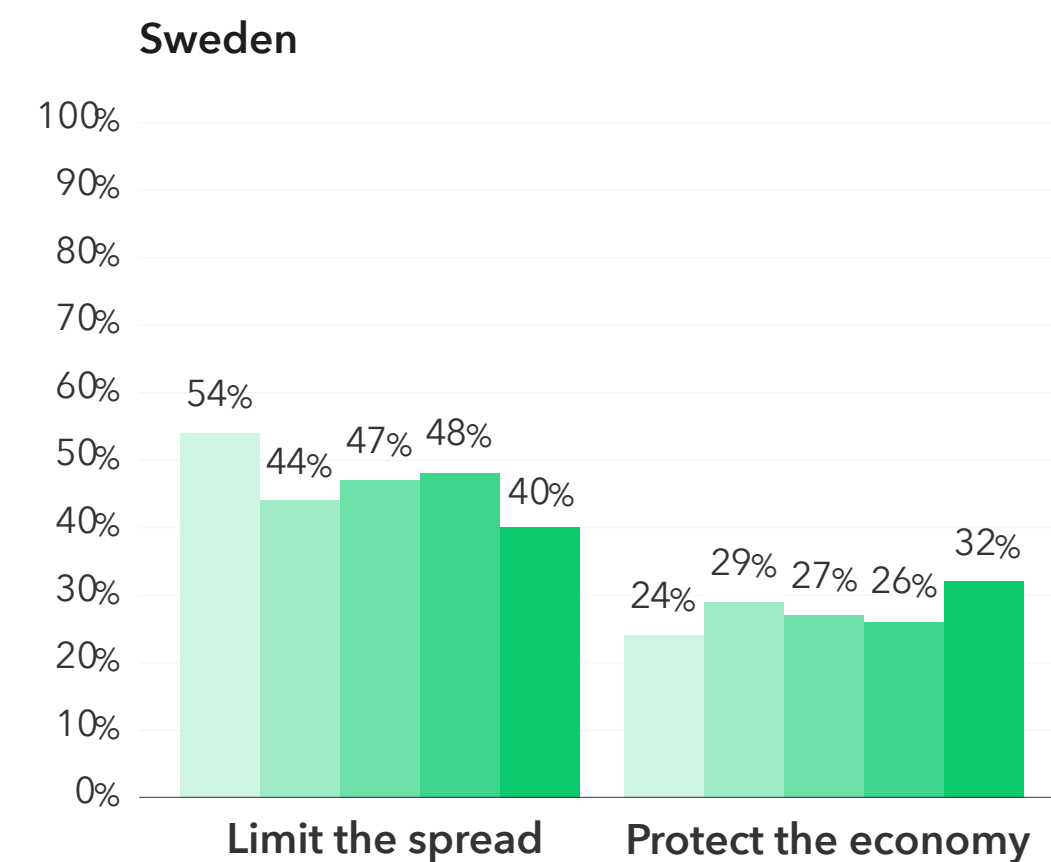
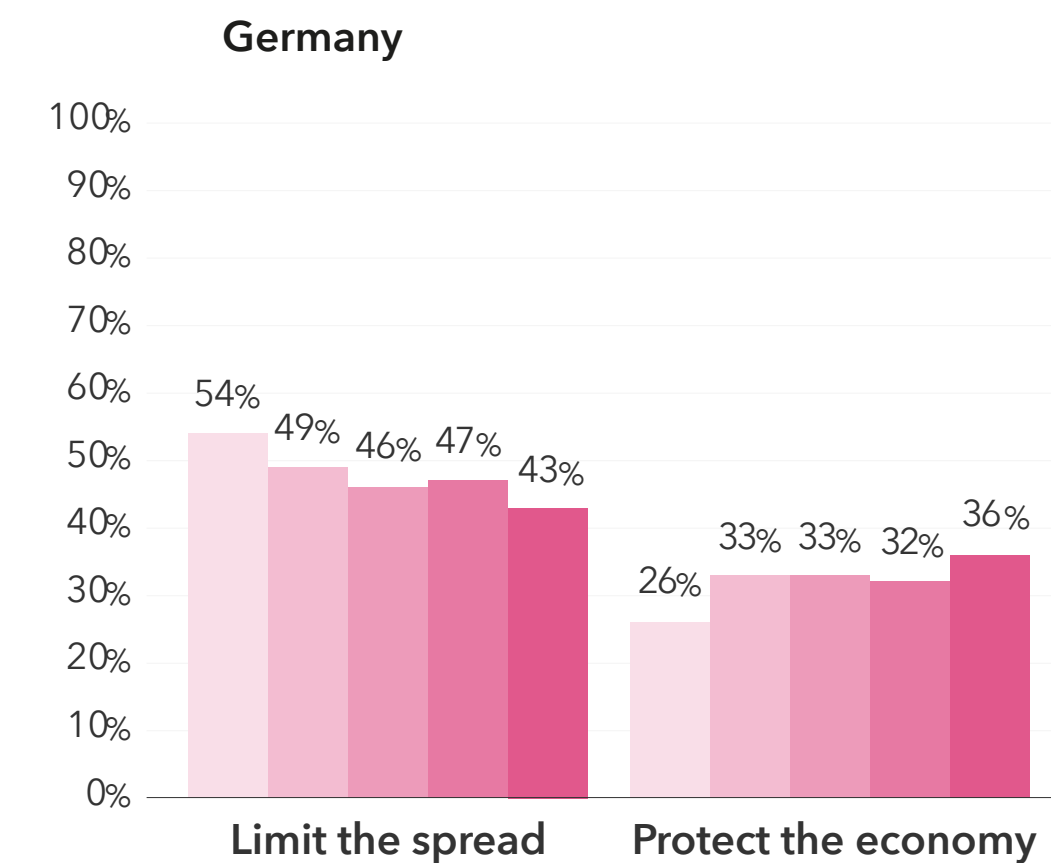
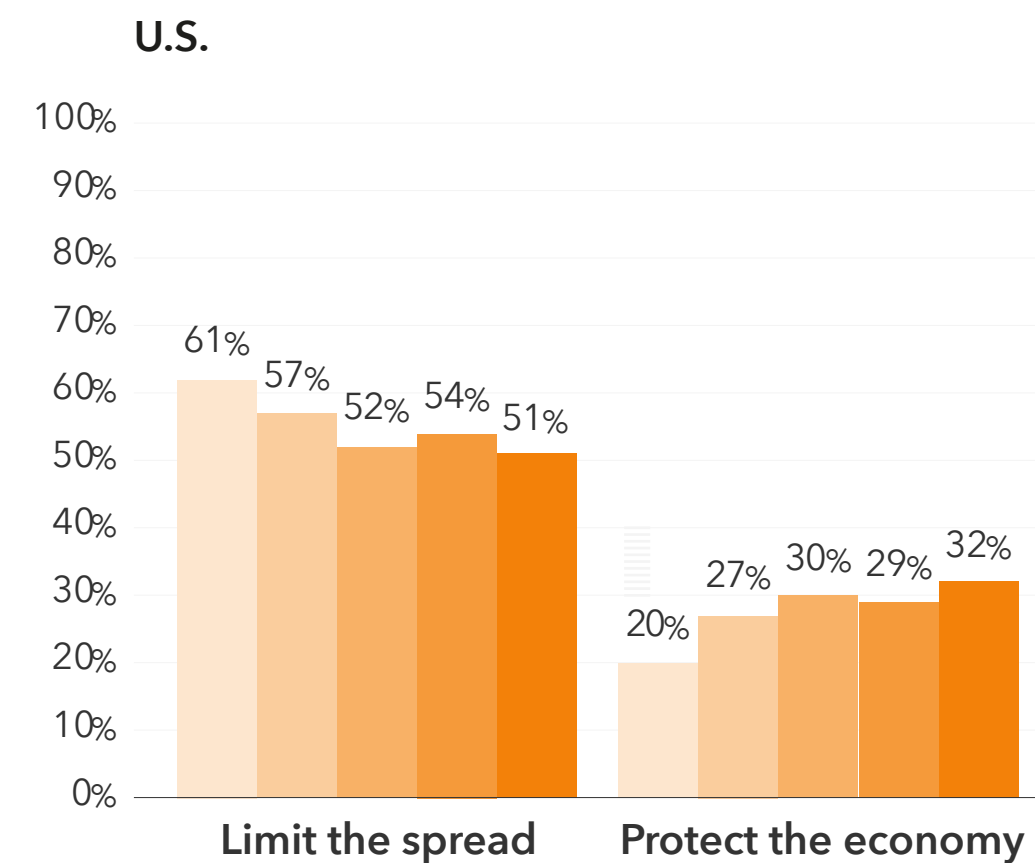
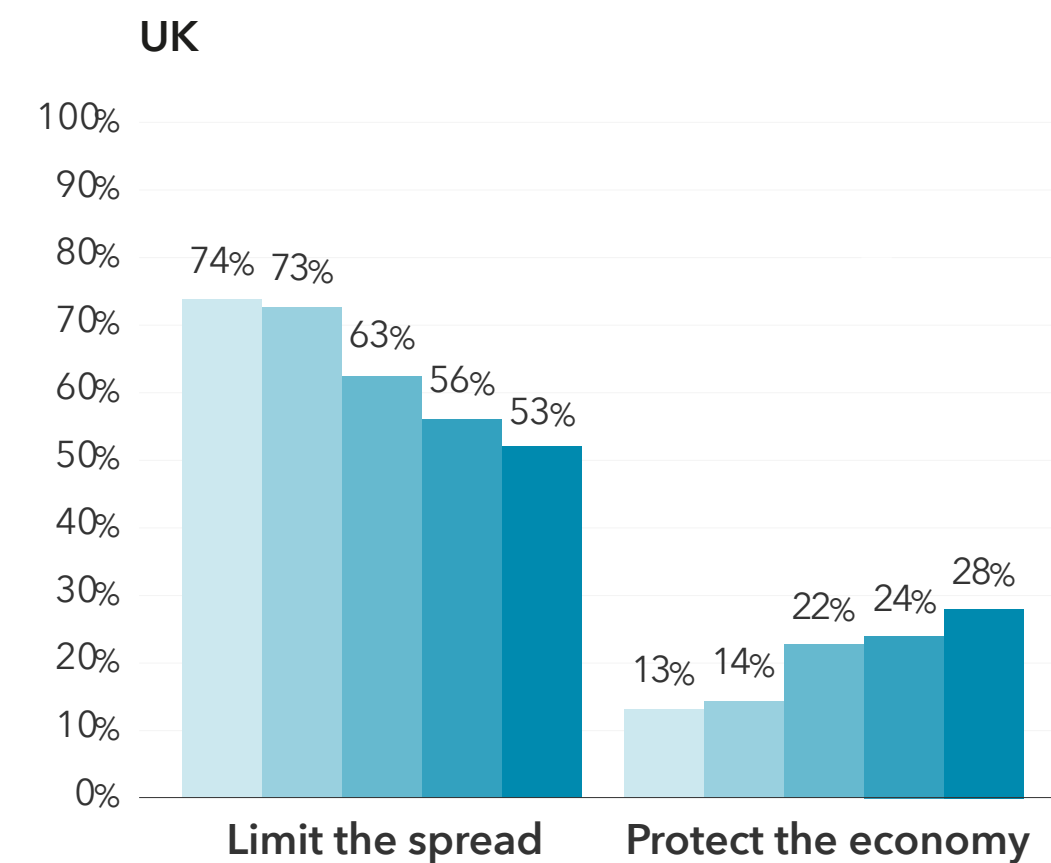
6

**More drugs, fewer planes: People want a bigger role for the pharmaceutical industry in the future economy, and a smaller role for aviation**

As attention turns towards the shape of the future economy, the public's view is clear: **they want to see a bigger role for pharmaceutical companies, and a smaller role for aviation.** Most members of the public want other elements of the corporate field to remain the same, but there is a strong desire in Germany to see the **automotive industry take a smaller role**, and a call from the UK and Japan for technology companies to be more prominent in the future economy.

# 1 Government decisions

Despite rising cases, people are becoming more focused on protecting the economy - and in France, the public now put protecting the economy above limiting the spread of the virus



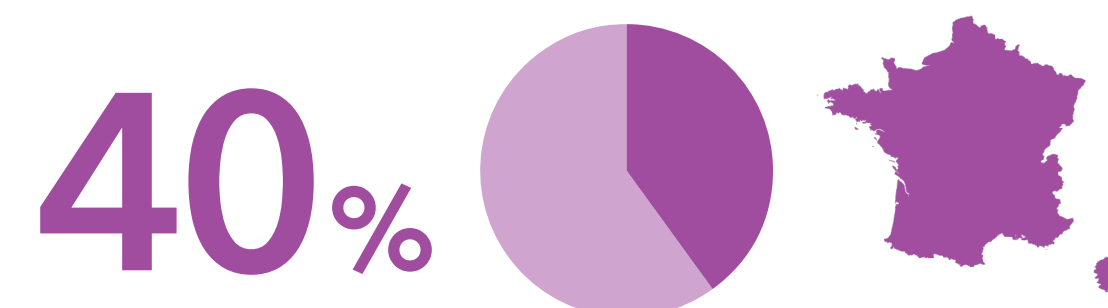
To investigate the public's views on whether government should prioritise limiting the spread and saving lives, or protecting the economy, respondents in all six markets were given two statements to choose from: "The priority for the Government should be to limit the spread of the disease and the number of deaths, even if that means a major recession or depression, leading to businesses failing and many people losing their jobs" and "The priority for the Government should be to avert a major recession or depression, protecting many jobs and businesses, even if that means the disease infects more people and causes more deaths".



# 1 Government decisions

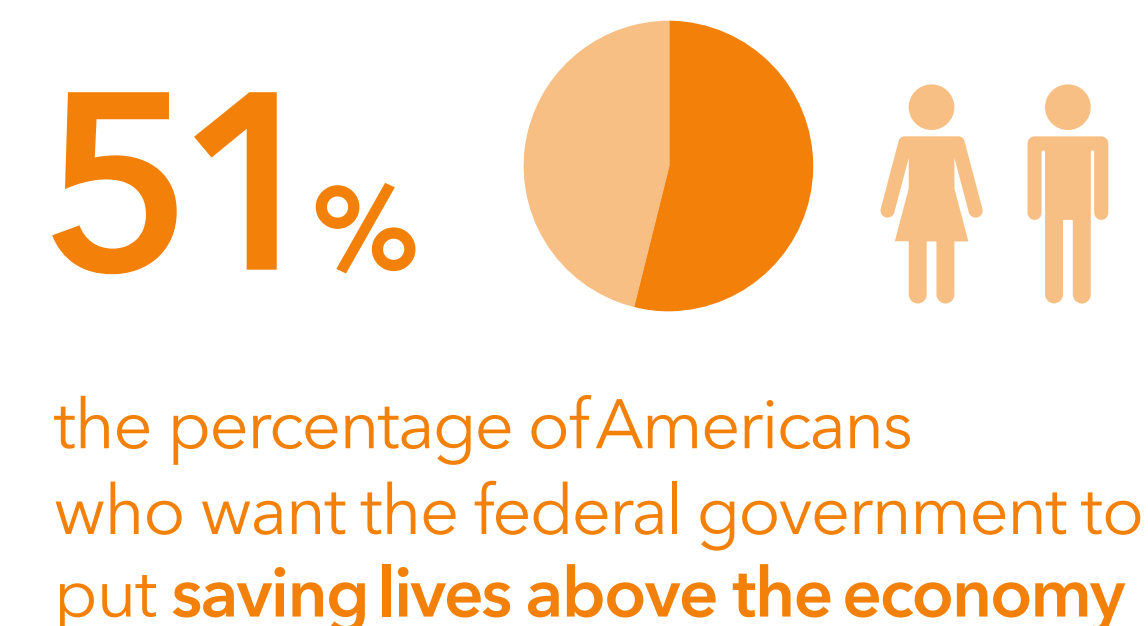
Despite rising cases, people are becoming more focused on protecting the economy – and in France, the public now put protecting the economy above limiting the spread of the virus

- Despite rising cases in most countries, the public across all six markets surveyed are **becoming keener on their governments focusing on protecting the economy** as the pandemic develops. Still, limiting the spread largely remains the priority in most countries.



the proportion of people in France who **want to protect the economy over saving lives**

- In all countries, **the gap between the two has closed significantly since April**. In the UK, the gap has moved from 61 points to 25 points during that period, from 41 points to 19 points in the U.S., from 28 points to just 7 points in Germany, 30 to 8 points in Sweden, and 44 to 18 points in Japan.
- In France, the picture has been entirely reversed – 40% of the public now want their government to prioritise the economy, compared to 36% who want the government to put limiting the spread first. **This is the first time the economy has led in the public's priorities in any country surveyed since the pandemic began.**
- Despite the tightening, the UK and the U.S. remain the countries where the **most people put limiting the spread first** – a majority of people say this in each country (53% in the UK, 51% in the U.S.).

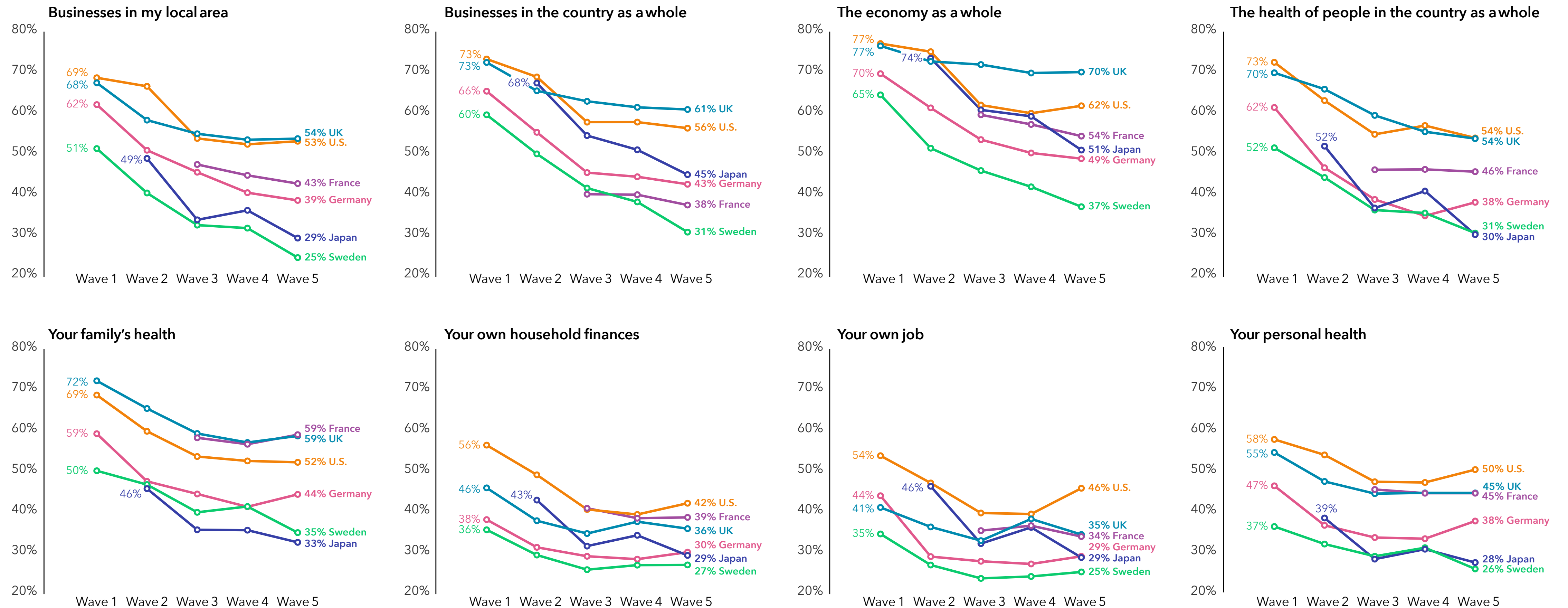


the percentage of Americans who want the federal government to put **saving lives above the economy**



# 2 Levels of concern

Concern about the impact of the virus is largely stable, but falling in Sweden and Japan



Respondents across all countries were asked to rate on a scale of 1-10 how concerned they are about the impact of the coronavirus on a number of things. Any response ranking at 8 or above is described as someone being "very concerned" about an issue.

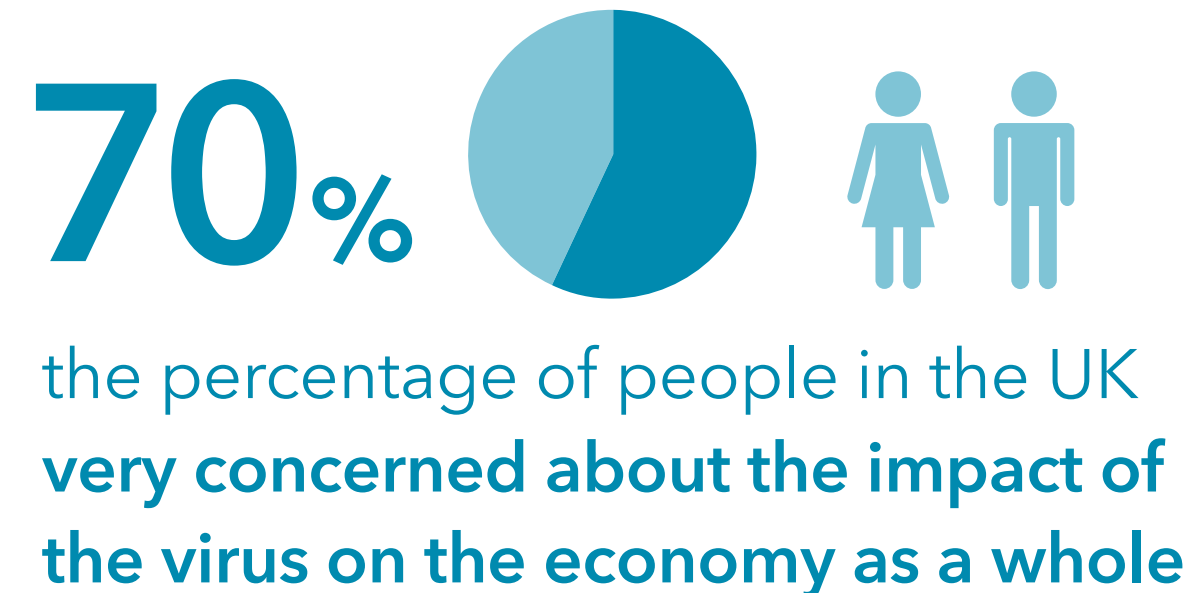
# 2 Levels of concern

## Concern about the impact of the virus is largely stable, but falling in Sweden and Japan

- In most countries, **concern about the virus is stable and remains high**. For example, majorities in the U.S. and the UK continue to be very concerned about the virus' impact on the health of people in their countries, as well as businesses. Concern about the economy is highest, with 70% of Brits very concerned about the economy, 62% of Americans, 54% of the French and 51% of the Japanese public. And though concern about the impact of the virus on one's family health is lower than at the very start of the pandemic, majorities in France, the UK and the U.S. remain very concerned about its health impact.
- Sweden and Japan, however, buck the trend – **people in these countries are becoming less concerned**. Indeed, Sweden and Japan are consistently the countries with the lowest levels of concern about the virus. Of the risk of the virus to the health of people in the nation overall, only 30% of Japanese people are very concerned, compared to 52% in May. In Sweden, this figure is 31%, down from 52% at the start of the pandemic – almost half the amount of concern amongst people in the UK and the U.S.

- People in Sweden and Japan are also **becoming less concerned about the virus' impact on the economy**, especially in Sweden where only 37% are very concerned about its impact. This is likely a result of Sweden posting better recent economic results than much of Europe.

- As in most waves of this tracker since April, **concern is lower when people are asked to consider their own financial situation or livelihoods**. In Sweden, 27% are very concerned about their own household finances, and this figure is 30% in Germany and 36% in the UK, with downward trends on concern in most countries. The exception to this is amongst Americans, where **concern about one's own finances and job is highest** (42% and 46% respectively) and is trending up on July.

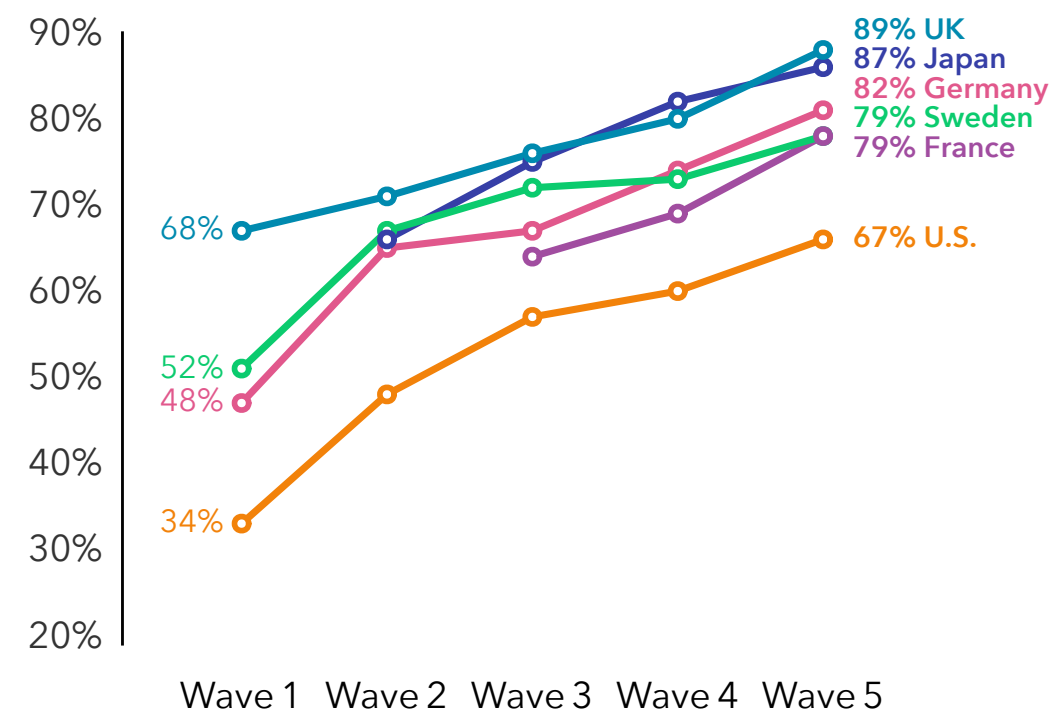




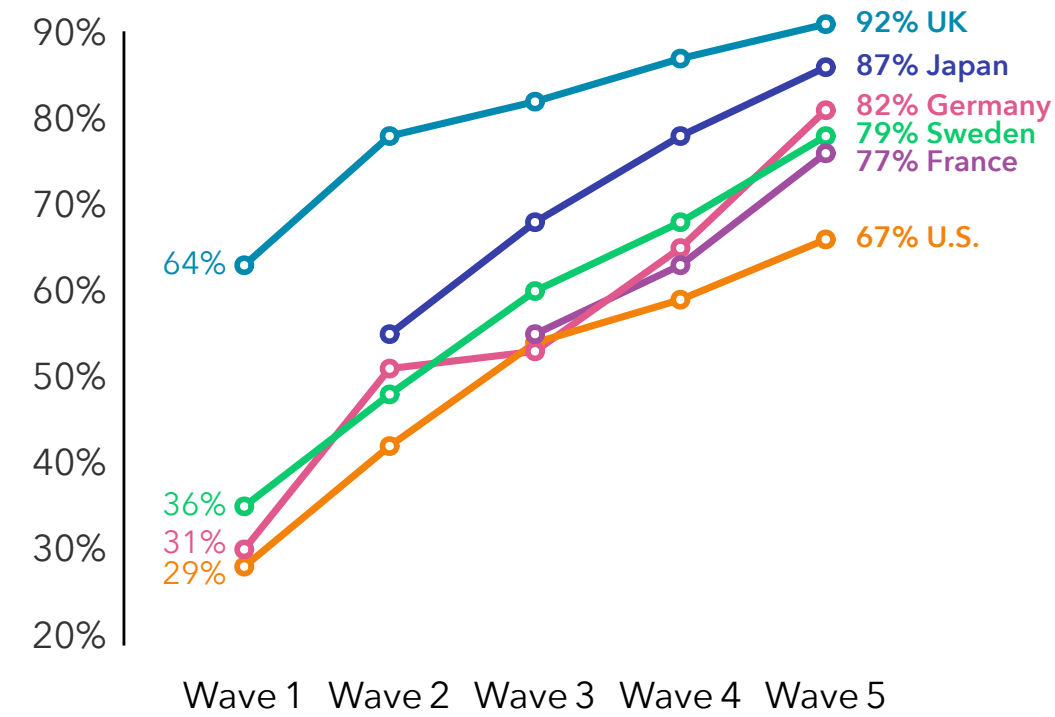
# 3 Expected duration

People expect the impact of the virus to last for much longer than they previously thought

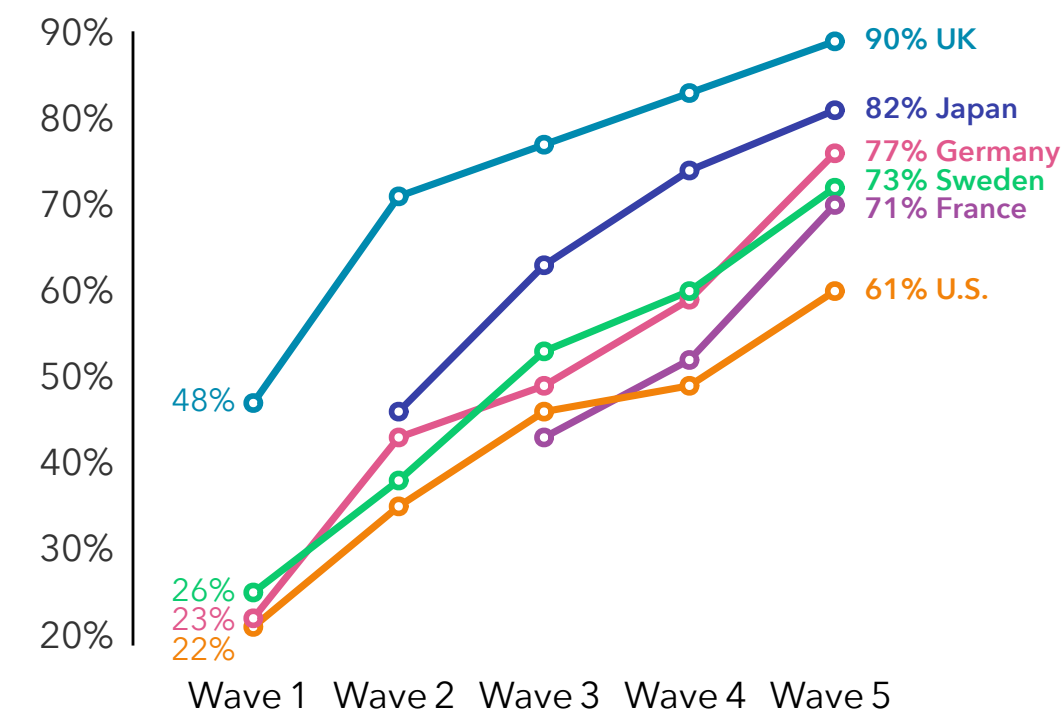
The impact on businesses and how they function



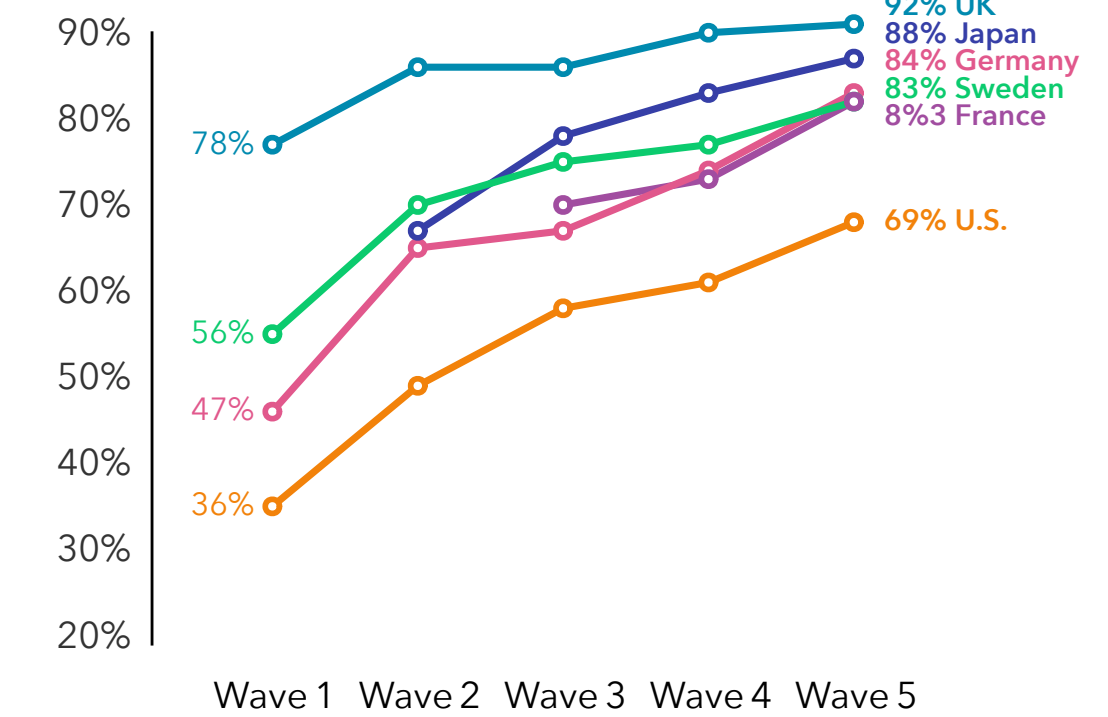
The impact on my country



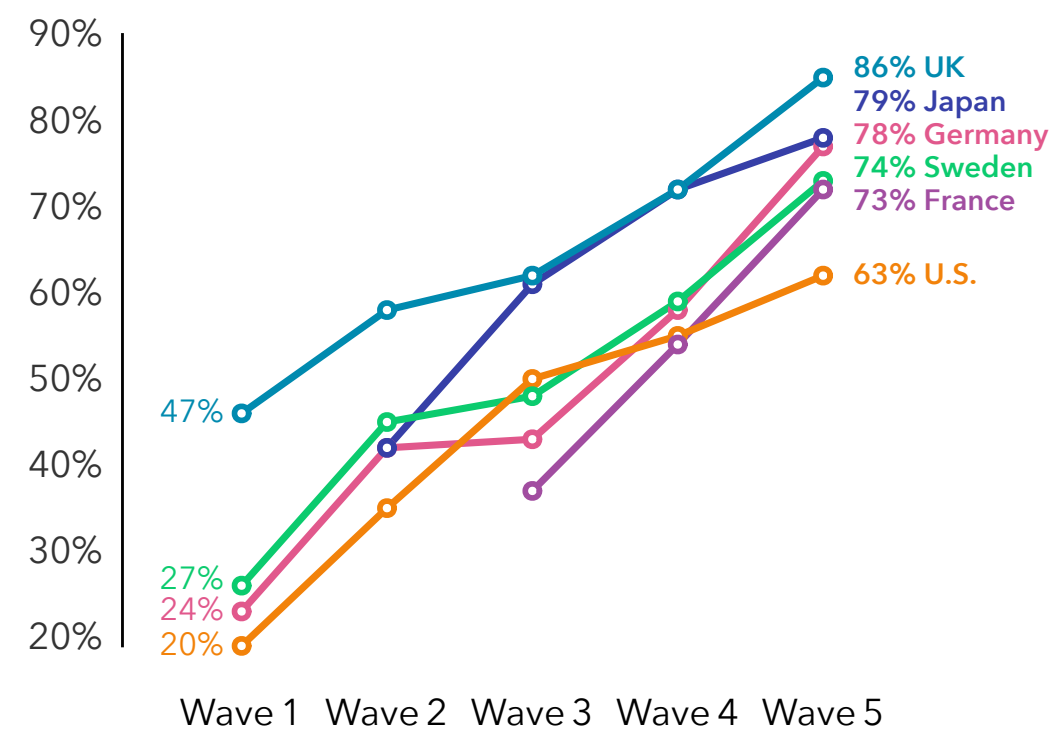
The impact on society overall



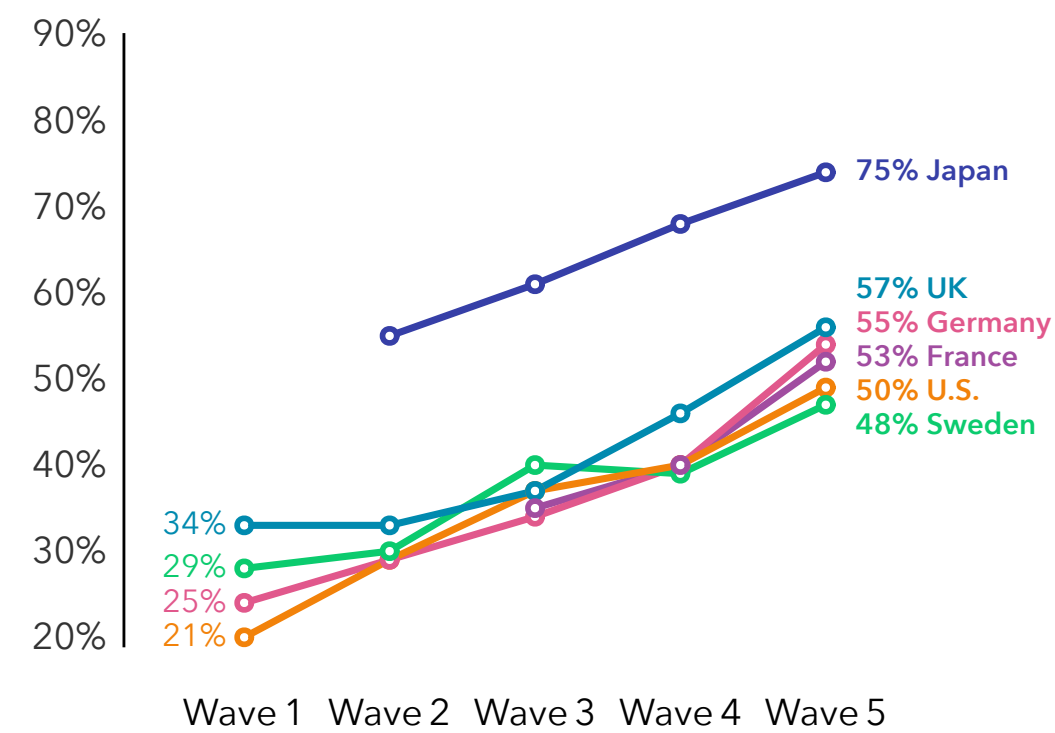
The impact on the economy



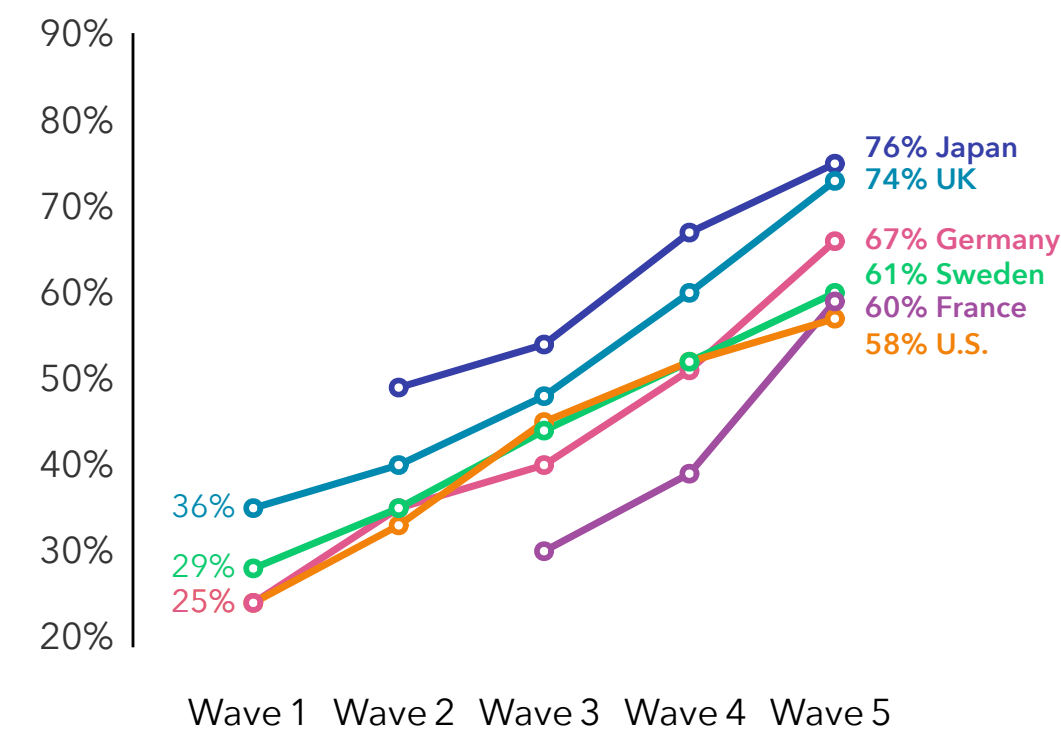
The impact on travel and holidays



The impact on your own household finances



The impact on your own life



Percentage from each country choosing “Longer than a year” or “Longer than two years” for each issue.

Respondents across all countries were asked how long they think the effects of the virus on a range of different issues will last for.



# 3 Expected duration

People expect the impact of the virus to last for much longer than they previously thought

- The public continue to revise their expectations about the duration of the crisis sharply upwards. Majorities in all nations still expect coronavirus to impact their country for more than a year, with this rising to 67% in the U.S. (the lowest) and 92% in the UK (the highest). No country bucks this trend, with sharp increases in expected durations across all markets – and most markets have seen this increase significantly in every wave of the survey. As in July, this is as levels of concern about the virus continue to flatten off.
- Similar numbers are apparent for the duration people believe the virus will impact the economy for – **no less than 80% believe the impact of the virus on the economy will last for longer than a year** in the UK, Germany, Sweden, France and Japan. In the U.S., the figure is lower but still at almost seven in ten Americans. Other countries that had been less likely to think the duration would last a long time have now aligned with the norm – for example, 60% of the French public now believe the impact on their own life will last for more than two years.

92%

The percentage of the British public who expect the impact of the virus on the economy to last for more than a year



3x ↑

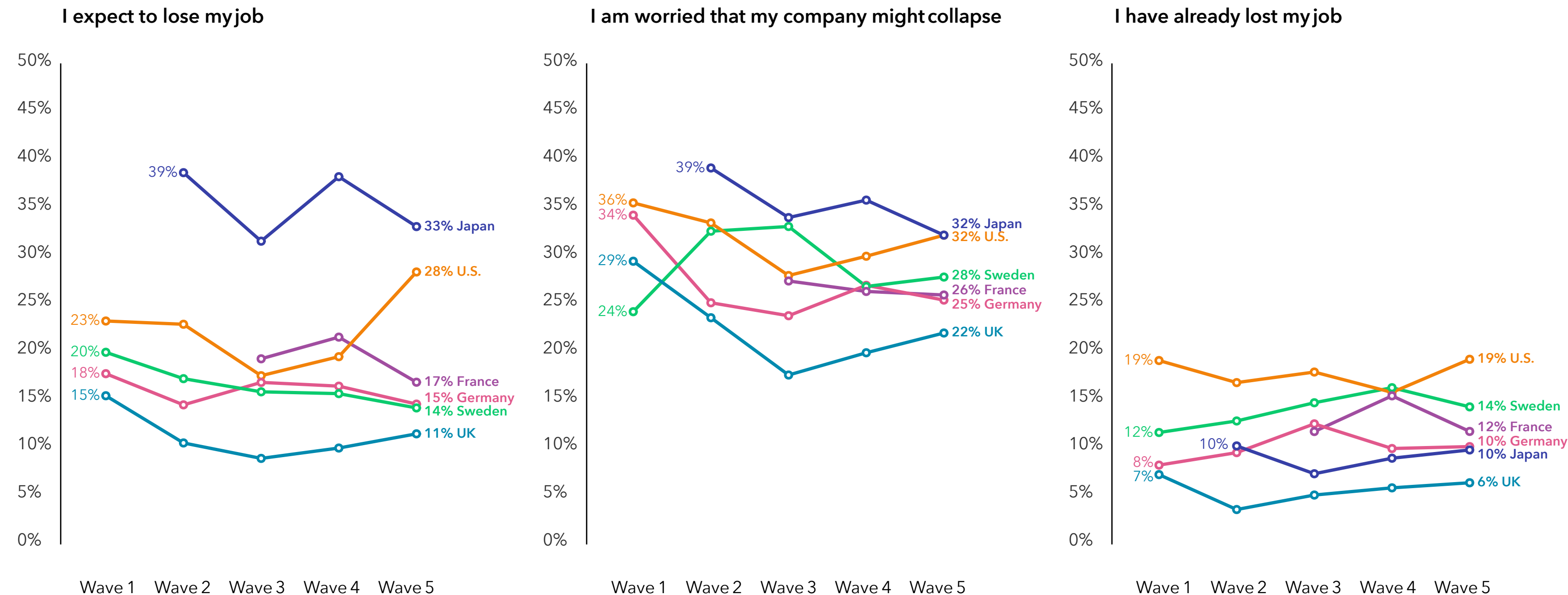
The number of times higher the proportion of Germans is who think the virus will impact travel for more than a year, compared to back in April

- The sharpest increase has been on perceptions of how long the virus will impact travel and holidays for. Back in April, few felt this would last longer than a year – only 20% in the U.S., and 24% in Germany. Now, more than 70% say this is the case in all countries bar the U.S., where 63% believe it will last this long. This underlines the transformative change to consumers' views of the likelihood and desirability of travel abroad.



# 4 The labour market during the crisis

As economic effects bite, up to a third of people are concerned their company will collapse  
- and American workers are becoming more worried



- Workers' personal economic concerns have remained broadly stable since July, with between 10-20% in most markets expecting to lose their job, and 20-30% in most markets worried their company might collapse.
- Japanese workers remain the most concerned about their economic livelihoods. American workers are becoming more worried they will lose their job or that their company will collapse - 28% now expect to lose their job, the highest amount since tracking began.

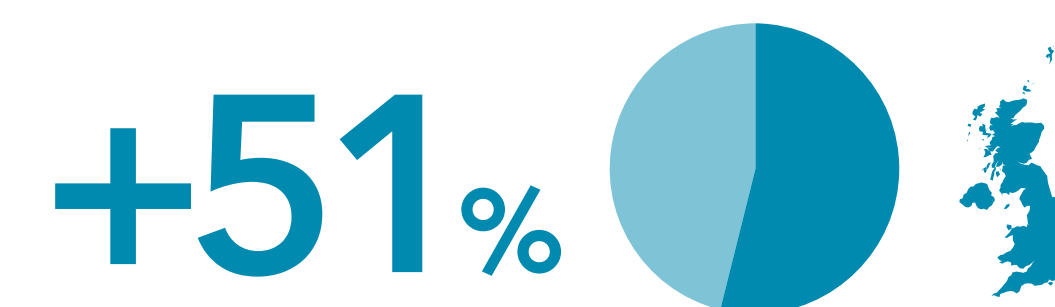
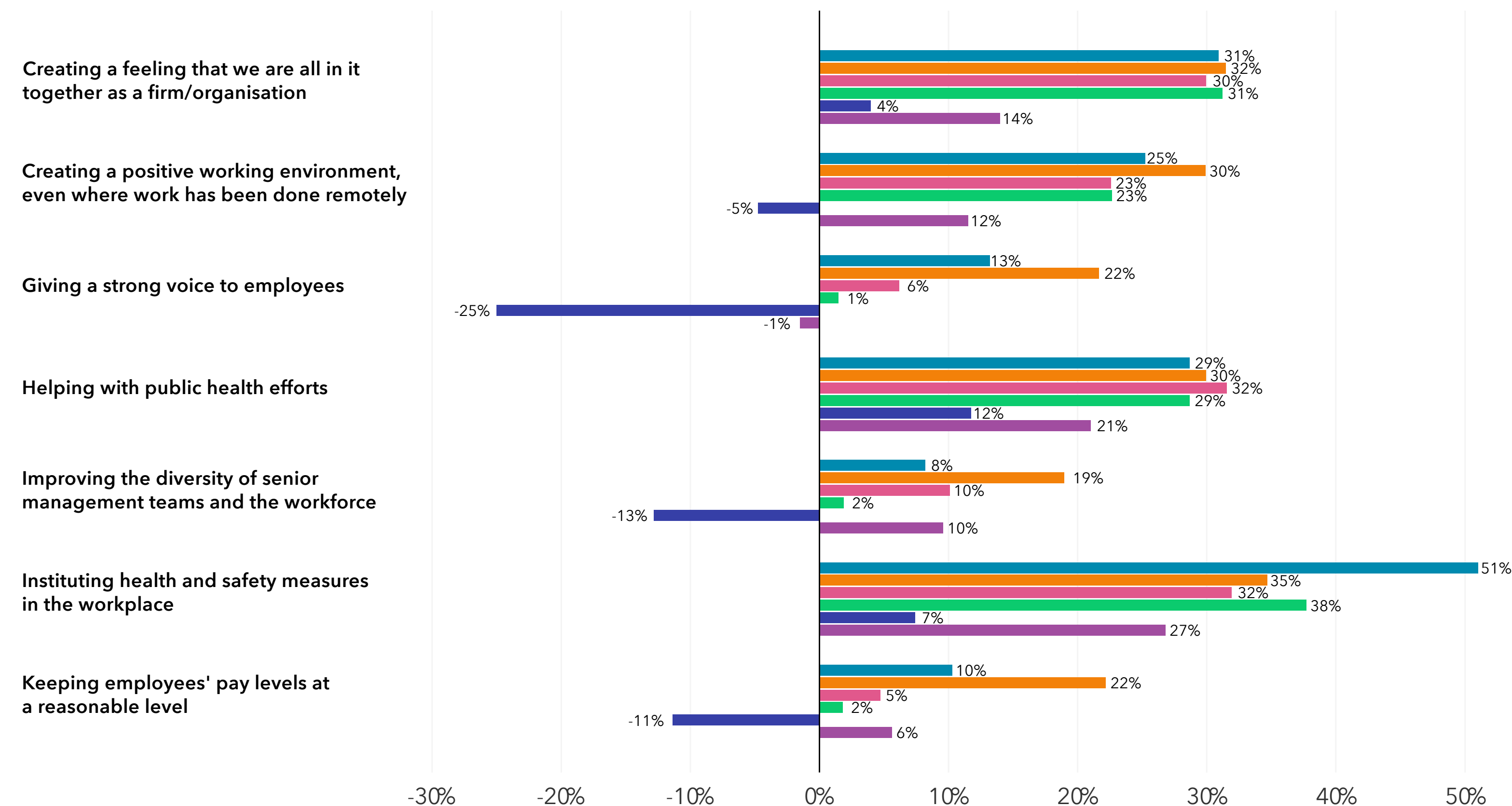


Respondents across all countries were asked whether they agreed or disagreed with a set of statements referring to their own employment and job. All statements here are filtered just by those who said they are working full-time or part-time, apart from "I have already lost my job" which is presented for all respondents.

# 5 Employer performance during the pandemic (1)

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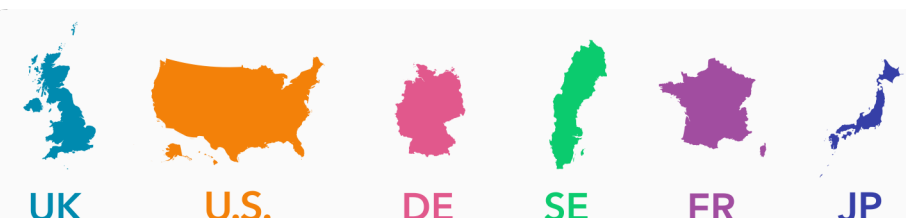
Positive ratings for employers on creating a positive working environment and an inclusive feel – but lower marks from employees on providing financial support, and help with mental health issues



The net score given by British employees to their firms **for instituting health and safety measures in the workplace**, the highest of all countries surveyed

Respondents who are in employment across all countries were asked whether they thought their employer had done better or worse than usual during the coronavirus pandemic to date. The net score is displayed.

- Generally employers scored best on **“helping with public health efforts”, “instituting health and safety measures in the workplace”,** as well as **“creating a feeling that we are all in it together as a firm/organisation”.**
- In all countries bar Japan, positive ratings were also given on **“creating a positive working environment”.**
- Employees were less positive about how well their employer has done at **“giving a strong voice to employees”,** with particular criticism in Japan, Sweden and France – and on **“keeping employees’ pay at reasonable levels”,** with narrower positive scores, with the exception of employees in the U.S..



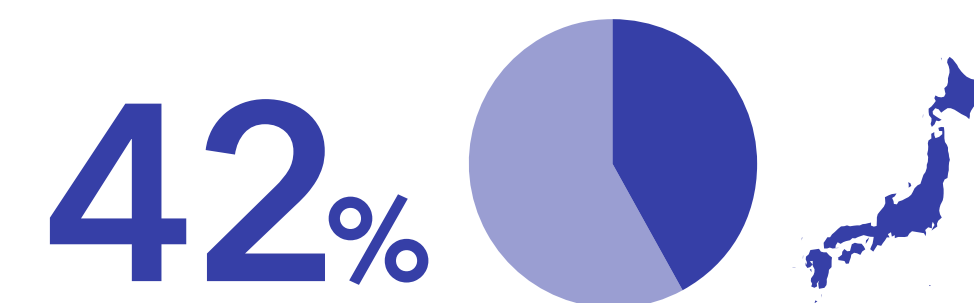
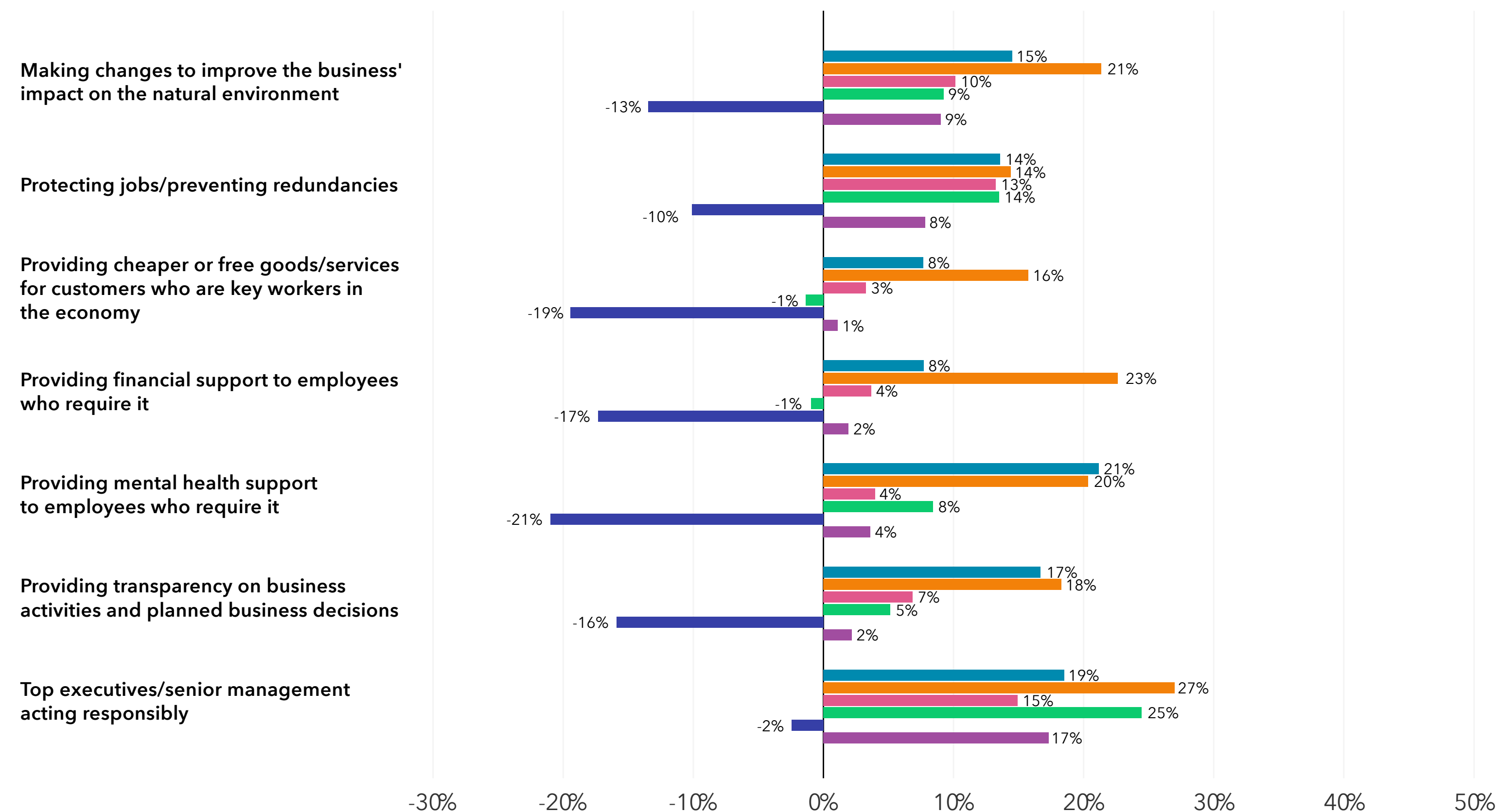


# 5 Employer performance during the pandemic (2)

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Positive ratings for employers on creating a positive working environment and an inclusive feel – but lower marks from employees on providing financial support, and help with mental health issues



The difference between how employees in the UK and employees in Japan **rate their employer in providing mental health support** for those who need it

Respondents across all countries were asked whether they thought their employer had done better or worse than usual during the coronavirus pandemic to date. The net score is displayed.

- On **mental health support**, employees are split across countries on how well their employer has done at providing it for employees who need it. In the UK and the U.S., employers are rated highly on +21% and +20% respectively. But Germany, Sweden and France are only marginally positive, and this falls to -21% amongst Japanese employees.
- Similarly on provision of **financial support**, U.S. employers are rated highly, but only narrow margins think their employer has done well on this measure in other markets – and in Sweden and Japan, the view amongst employees is net negative.



# 6 Employee priorities for the next three months

Pay, health and safety measures, and protecting jobs are the main priorities for employees over the next three months  
- as well as continued support for working from home

	UK	U.S.	DE	SE	JP	FR	AVERAGE
Keep employees' pay levels at a reasonable level	26%	23%	22%	28%	42%	27%	28%
Institute health and safety measures in the workplace	29%	18%	27%	20%	30%	25%	25%
Protect jobs / prevent redundancies	39%	14%	22%	27%	21%	24%	25%
Support employees with working from home	23%	31%	21%	30%	18%	17%	23%
Build s feeling that we are all in this together as a firm/organisation	20%	24%	33%	28%	15%	19%	23%
Build a positive working environment, even where work has been done remotely	21%	23%	16%	24%	15%	19%	20%
Help with public health efforts	11%	25%	26%	18%	17%	15%	19%
Provide financial support to employees who require it	15%	18%	15%	15%	22%	14%	17%
Support employees with children	11%	19%	20%	8%	11%	19%	15%
Support employees with commuting to work	6%	23%	13%	13%	13%	15%	14%
Ensure top executive/senior management act responsibly	6%	10%	8%	20%	19%	17%	13%
Provide mental health support to employees who require it	17%	11%	11%	16%	12%	10%	13%
Provide transparency on business activities and planned business decisions	13%	9%	5%	6%	11%	5%	8%
Give strong voice to employees	9%	6%	7%	11%	4%	5%	7%
Provide cheaper or free goods/services for customer who are key workers in the economy	4%	5%	4%	7%	5%	6%	5%
Make changes to improve the business' impact on the natural environment	5%	3%	4%	4%	2%	6%	4%
Improve the diversity of senior management teams and the workforce	3%	5%	2%	1%	5%	4%	3%

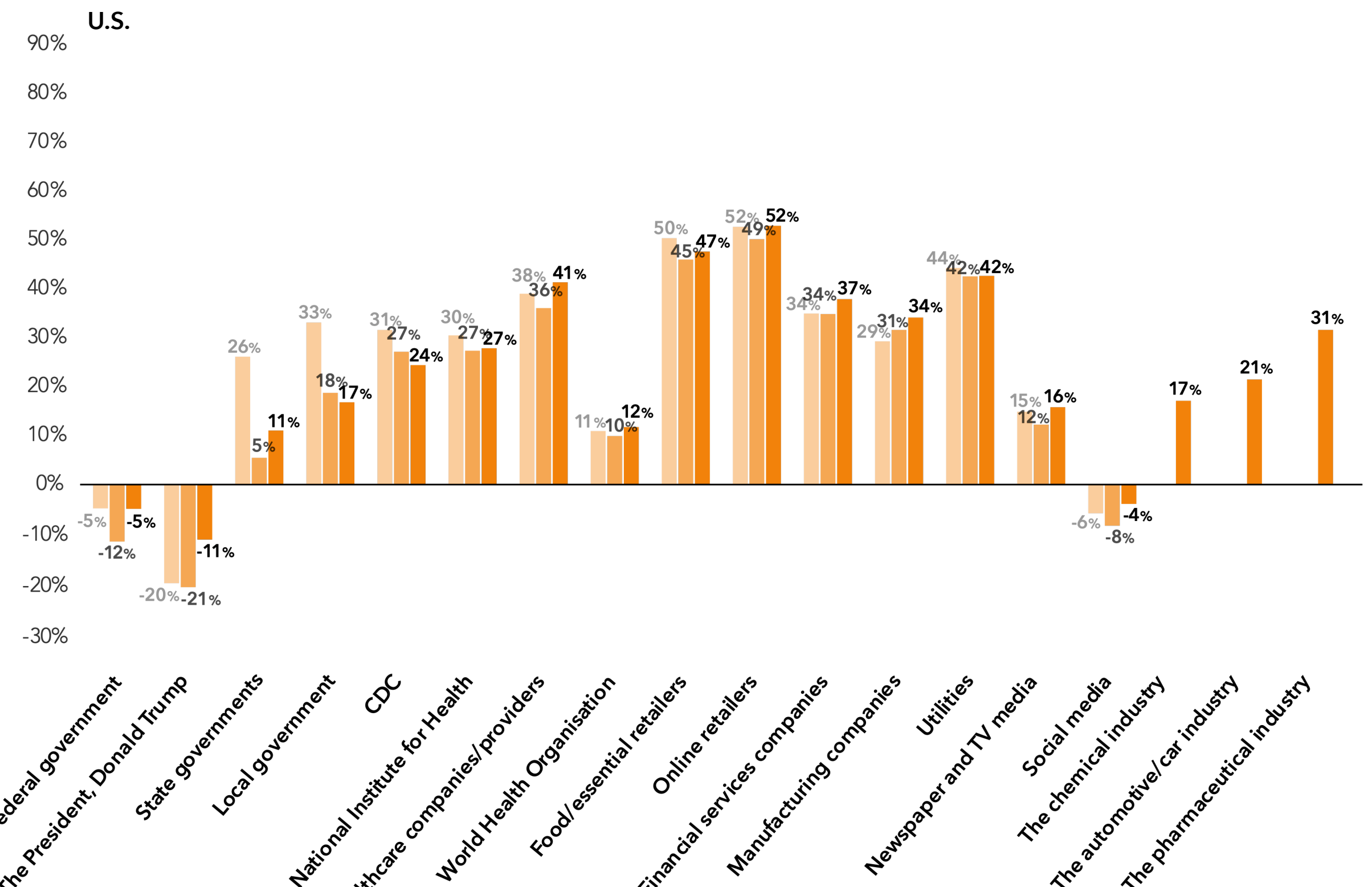
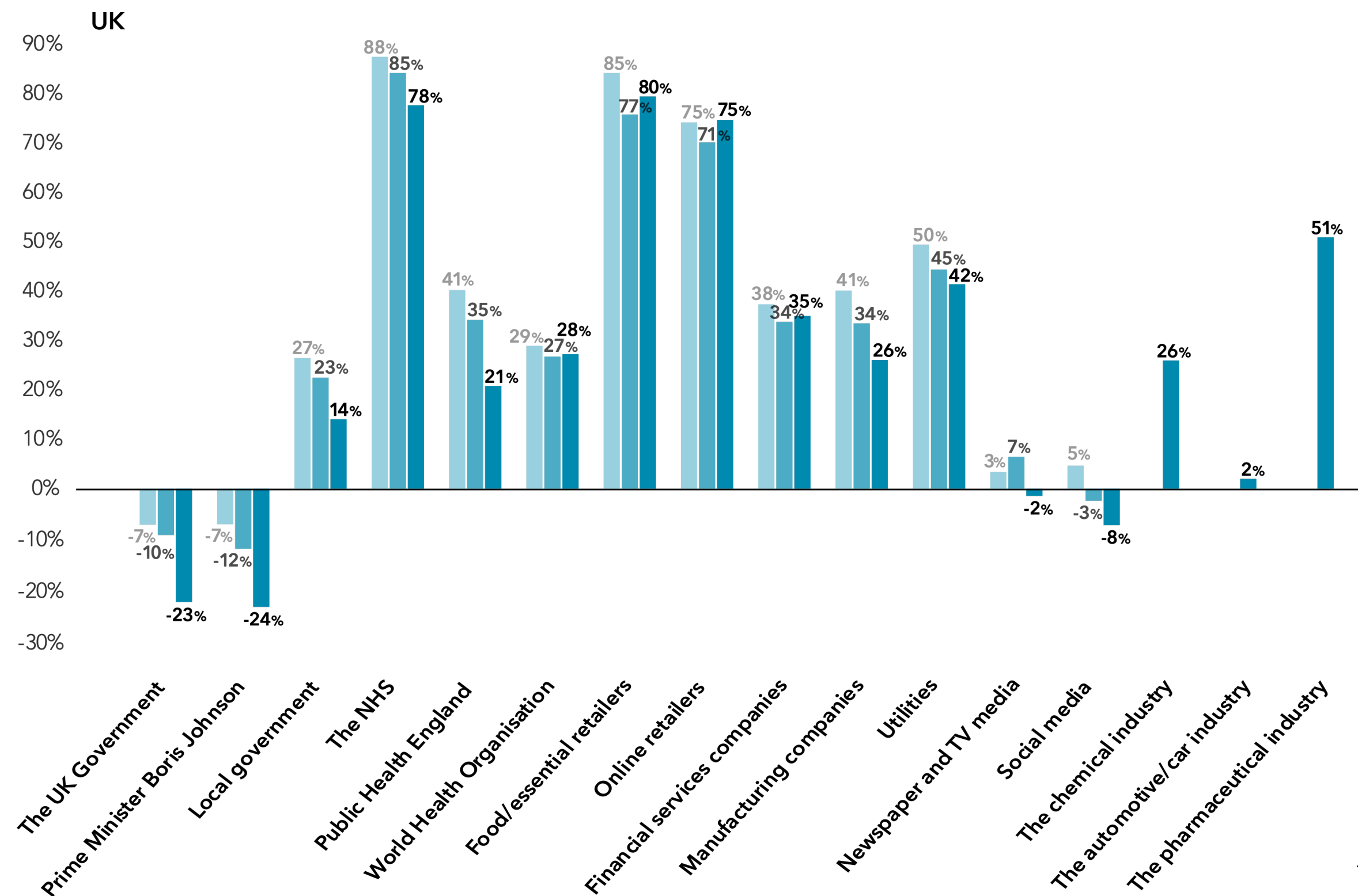
Respondents across all countries were asked what their employer should prioritise the most over the next three months. Displayed are the percentage of respondents in each markets who put each statement in their top three priorities.

- Much of the main priorities seen across all six markets for the next three months focus on personal livelihood and situation - with **keeping pay levels at a reasonable level** as well as **protecting jobs/preventing redundancies** in the top asks of employers. This is particularly relevant in Japan, then Sweden, France and the UK. German employees name their top demand as to **"Build a feeling that we are all in this together as a firm"**, and American employees prioritise wanting **support with working from home**.
- Health and safety measures in the workplace also continues to be an important priority for employees, who want their **health protection maximised**. Significantly lower down the list of priorities for the next three months is to **improve diversity** or to **make changes to improve the business' impact on the natural environment**. Though other ESG analysis has shown these elements will be important for businesses in the medium to long-term, this research is a reminder that employees are significantly more focused on their own personal situation in the weeks ahead.



# 7 Performance of institutions

The British and French are losing faith in their institutions, while Swedes and the Japanese feel more positive; German support for institutions is on the decline but remains high



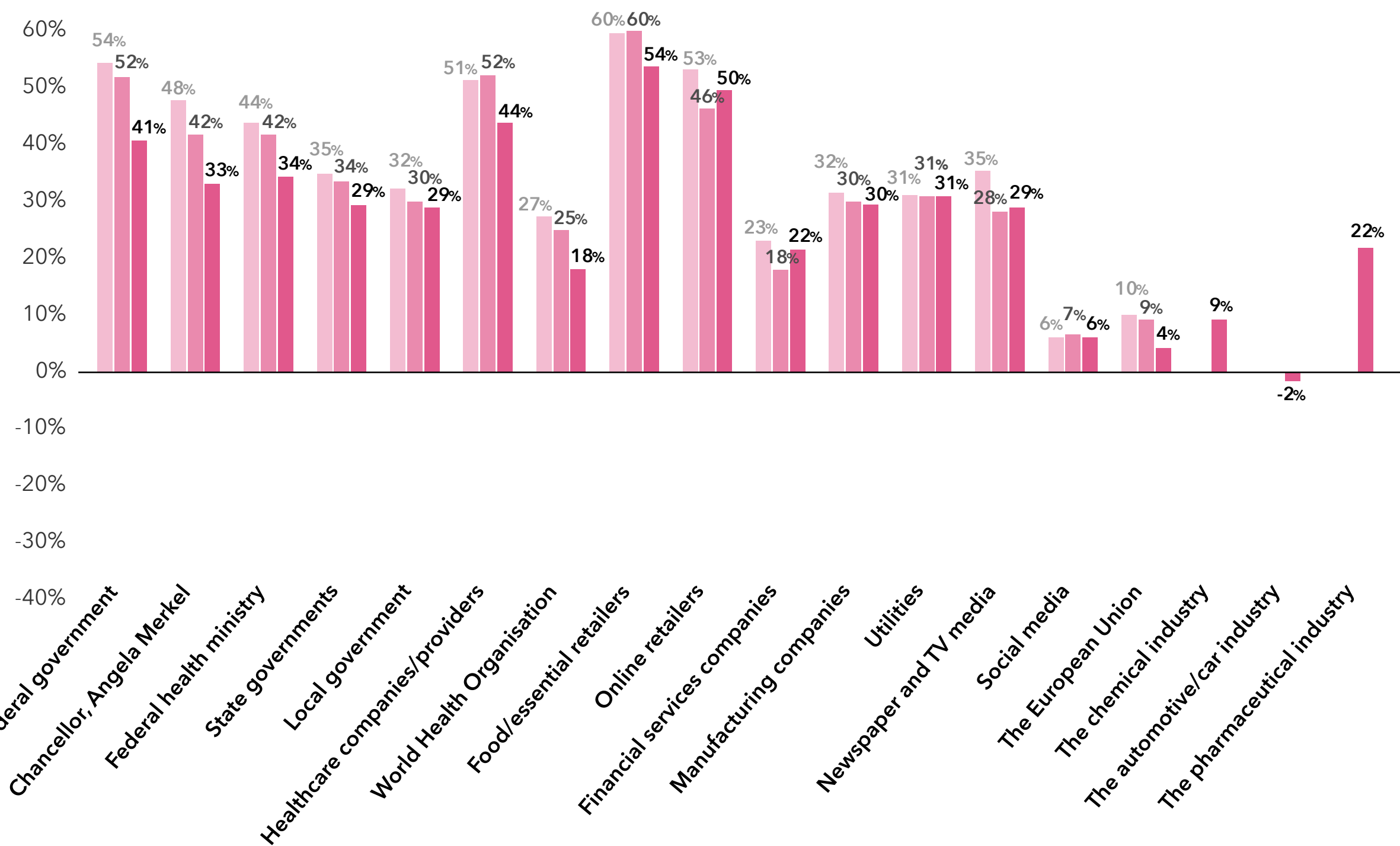
Respondents across all countries were asked whether they thought a number of institutions had done well or badly in responding to the coronavirus. Displayed is the net 'well' score in each country.



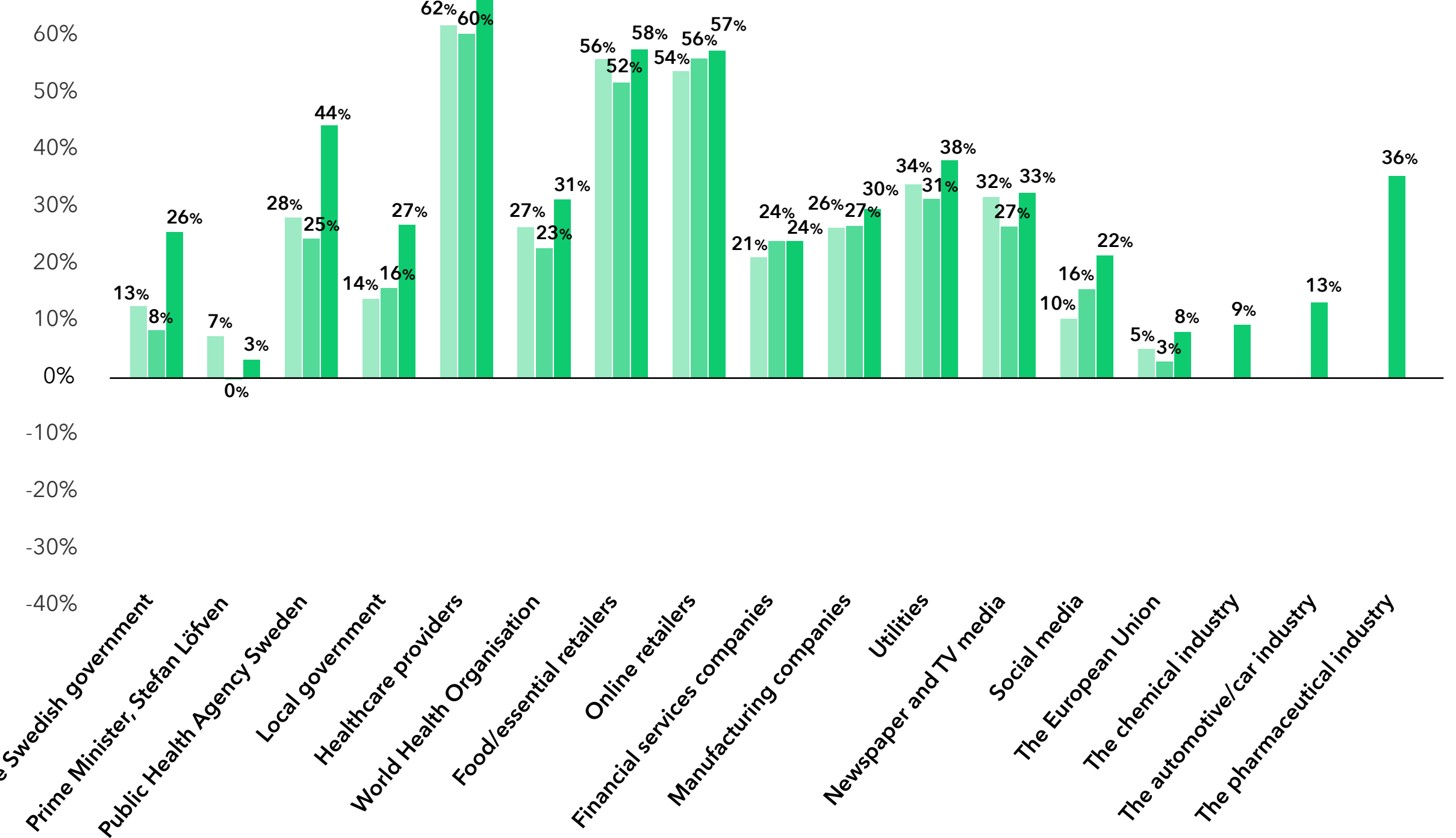
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Germany



Sweden



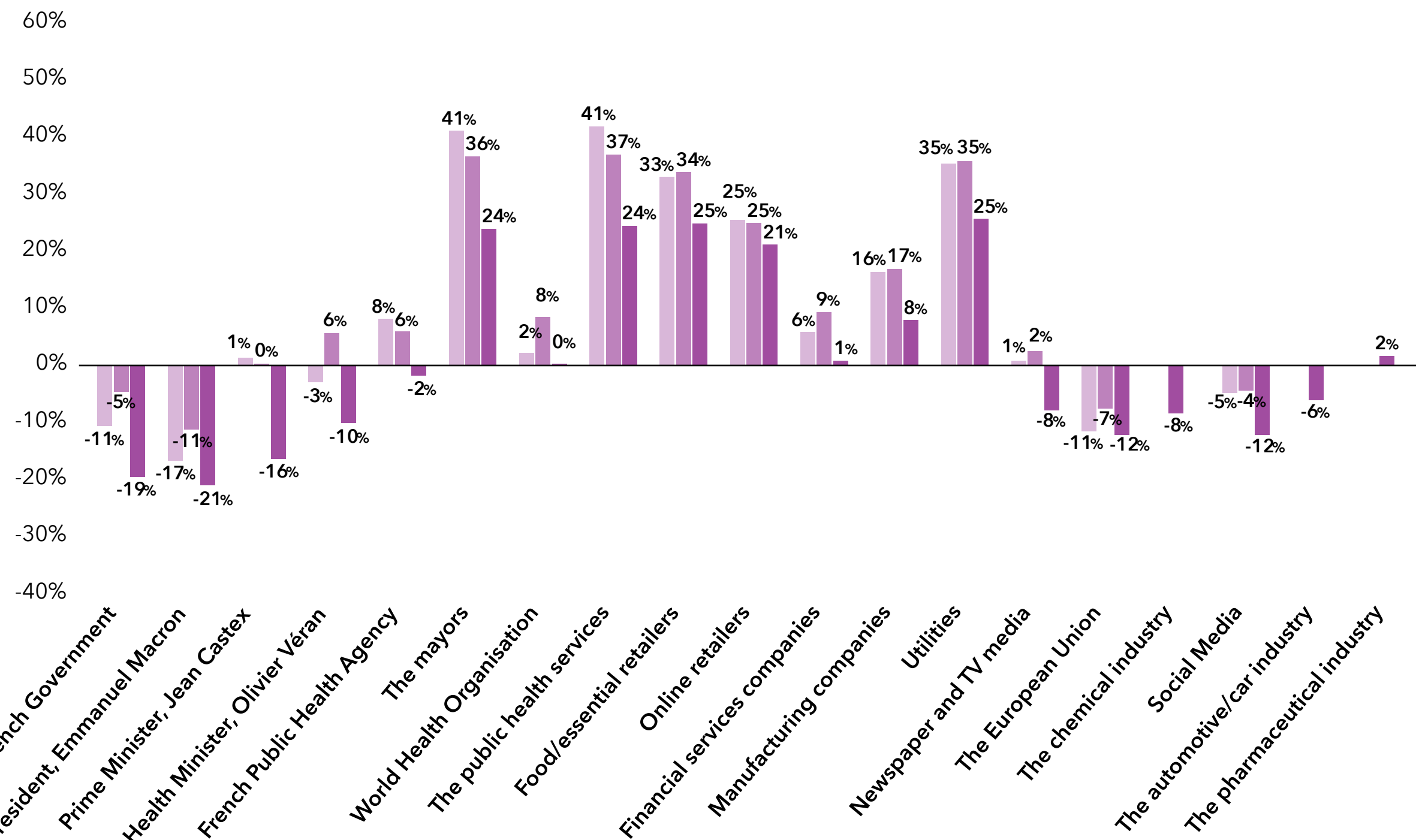
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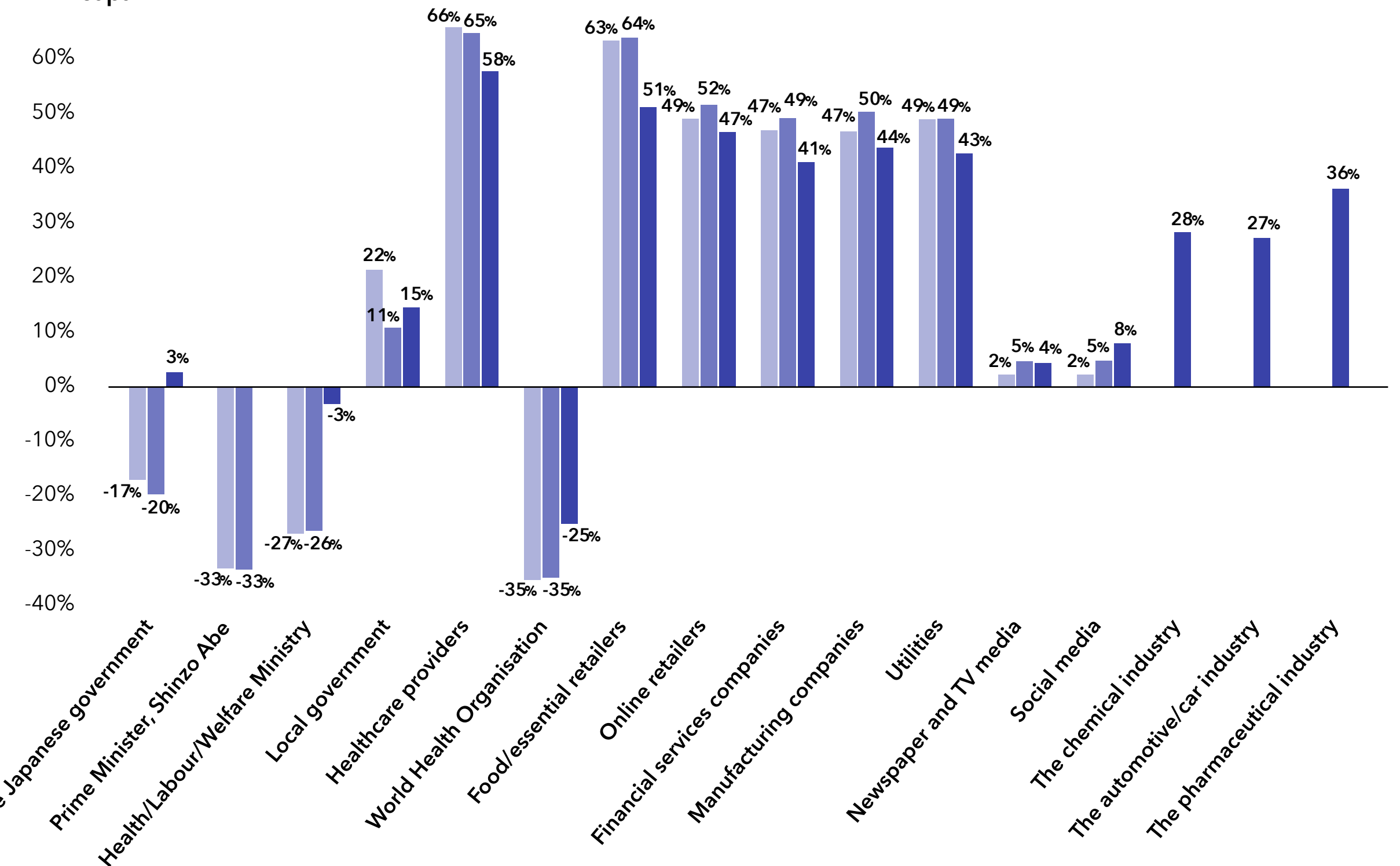
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France



Japan



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# 7 Performance of institutions

**The British and French are losing faith in their institutions, while Swedes and the Japanese feel more positive; German support for institutions is on the decline but remains high**

- In the UK, **the British public are losing faith in the Government and the Prime Minister.** In July, the UK Government's net approval score for how it had handled the pandemic was -10; it now stands at -23. Similarly, Boris Johnson's rating has worsened from -12 to -24. People remain net positive about local government (+14) but this has also seen a decline from +23 in July. Overall, faith in business has held up, with **food retailers continuing to score extremely high scores** (+80), though manufacturing companies have seen a decline from a net rating of +41 in June to +26 now. As attention turns to a possible vaccine, **pharmaceutical companies perform well in the public's mind**, with a net score of +51.
- France takes a similar trend to the UK in terms of a **loss of faith in Government.** The French Government has fallen from a rating of -5 in July to -19 now, and President Macron's rating has also fallen by ten points. Prime Minister Jean Castex, after being viewed neutrally in July, now records a net rating of -16, not dissimilar from the President's rating of -21. **Business continues to be viewed positively in France**, though there has been decline here amongst food retailers from +33 in June to +24 now – and, in comparison to other countries, **approval of the pharmaceutical sector is low**, at only net +2.

- Sweden, on the other hand, has seen a **significant boost in public approval of the Government's performance.** In July, this figure was positive, but narrowly on +8; it now stands at +26, the second highest behind Germany of all countries surveyed. The PM has seen a less marked improvement, but is rated positively with net +3. This boost has also extended to the **Public Health Agency for Sweden, which has won plaudits from the public with its approval going from an already strong +25 to +44 this month.** Confidence in business is also consistently high, meaning Sweden is the only country this month where every institution receives a net positive appraisal from the public.

**+2 POINTS ↑**

The net performance rating for the **pharmaceutical industry in France**, the lowest of all countries surveyed

**-2 POINTS ↓**

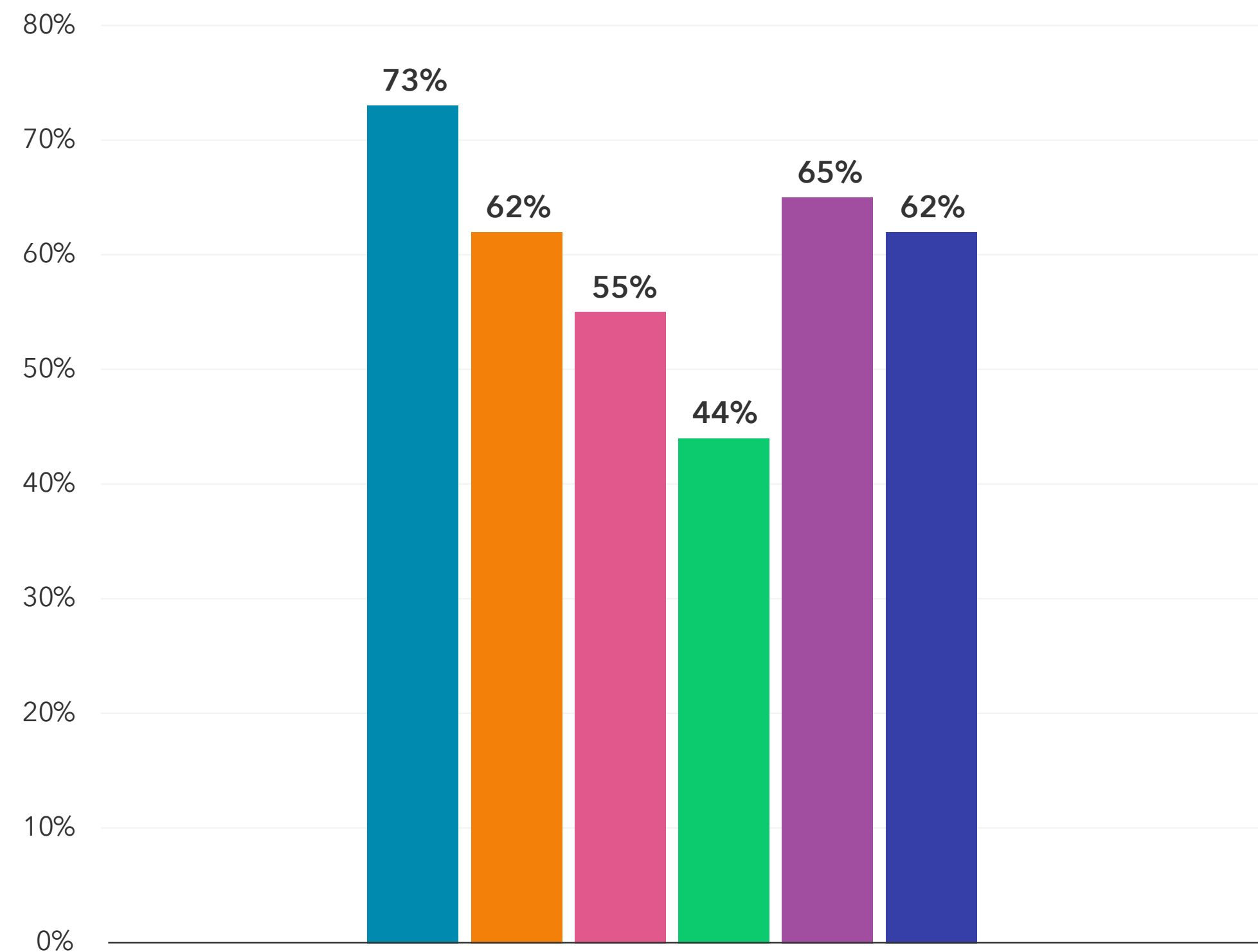
The net performance rating for the **automotive industry in Germany**

- Japan, which has showed consistently lower levels of approval in institutions during the pandemic to date, has seen an **increase in perceived performance of the Government in the wake of Shinzo Abe's departure.** The Japanese Government has gone from a net rating of -20 in July to a positive net rating of +3 now. Support for business is slightly down – especially in terms of food/essential retailers – but remains very high overall, as does faith in the pharmaceutical industry (+36). The least popular institution in Japan remains the World Health Organisation (the WHO), with a net rating of -25.
- **Germany continues to post the strongest figures in terms of public approval of Government** (+41) and their national leader (+33 for Angela Merkel). However, these ratings are **lower than they were in the summer**, with Merkel's personal rating falling from +48 in June. However, overall faith in institutions and business remains very high. The exceptions are the **chemical industry**, which brings in the second-lowest score of all business types surveyed (+9), and the **automotive industry, which is seen to have performed badly during the pandemic to date**, by a margin of 2 points.
- In the US, the **Federal Government and President Donald Trump have received a small improvement in how they are perceived to have handled the pandemic** – note this fieldwork was prior to Donald Trump's positive test result for coronavirus. However, this remains in net negative territory, with the Government on net -5 and Trump on -11. Other institutions and business types remain stable in terms of how they are viewed by the public, with positive ratings for health agencies and for different types of business. The pharmaceutical industry is rated a net +31 points – in line with Sweden and Japan.

# 8 Future outlook

Majorities in every country apart from Sweden say they are more worried about their country's future than they have ever been

% who agree "I am more worried about the future of my country than I have ever been before"



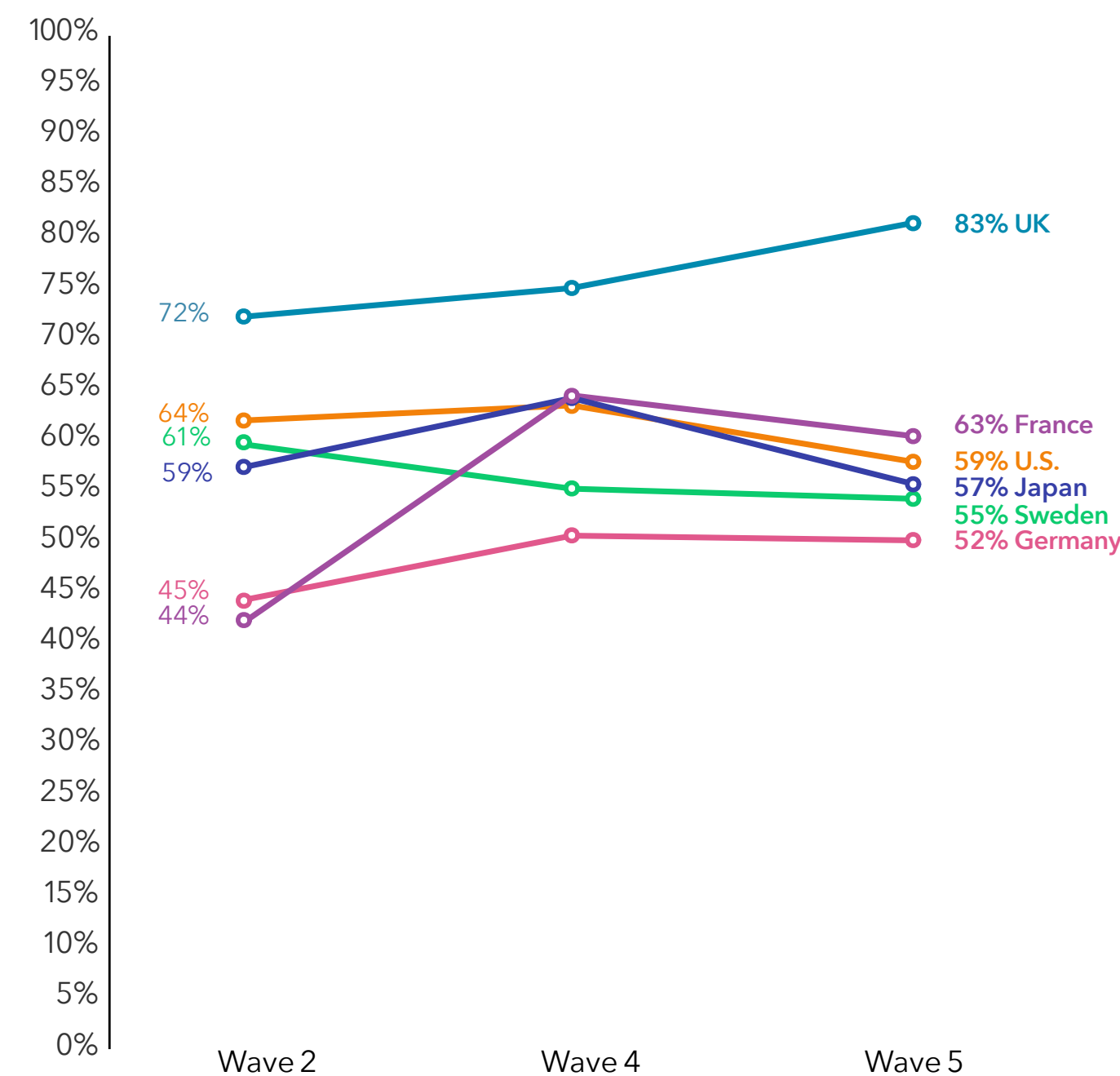
- **Almost three-quarters of people in the UK**, the highest of all markets surveyed, say they are more worried about the future of their country than they have ever been, with only 10% disagreeing. This is then followed by France, where 62% agree and 14% disagree, and then the U.S. and Japan.
- Even in Germany, where faith in institutions is high, 55% agree with the statement and only 17% disagree. **Sweden is the only country where fewer than 50% agree** with this, with 44% agreeing and 24% disagreeing.

# 9 Government preparedness for future waves of the virus

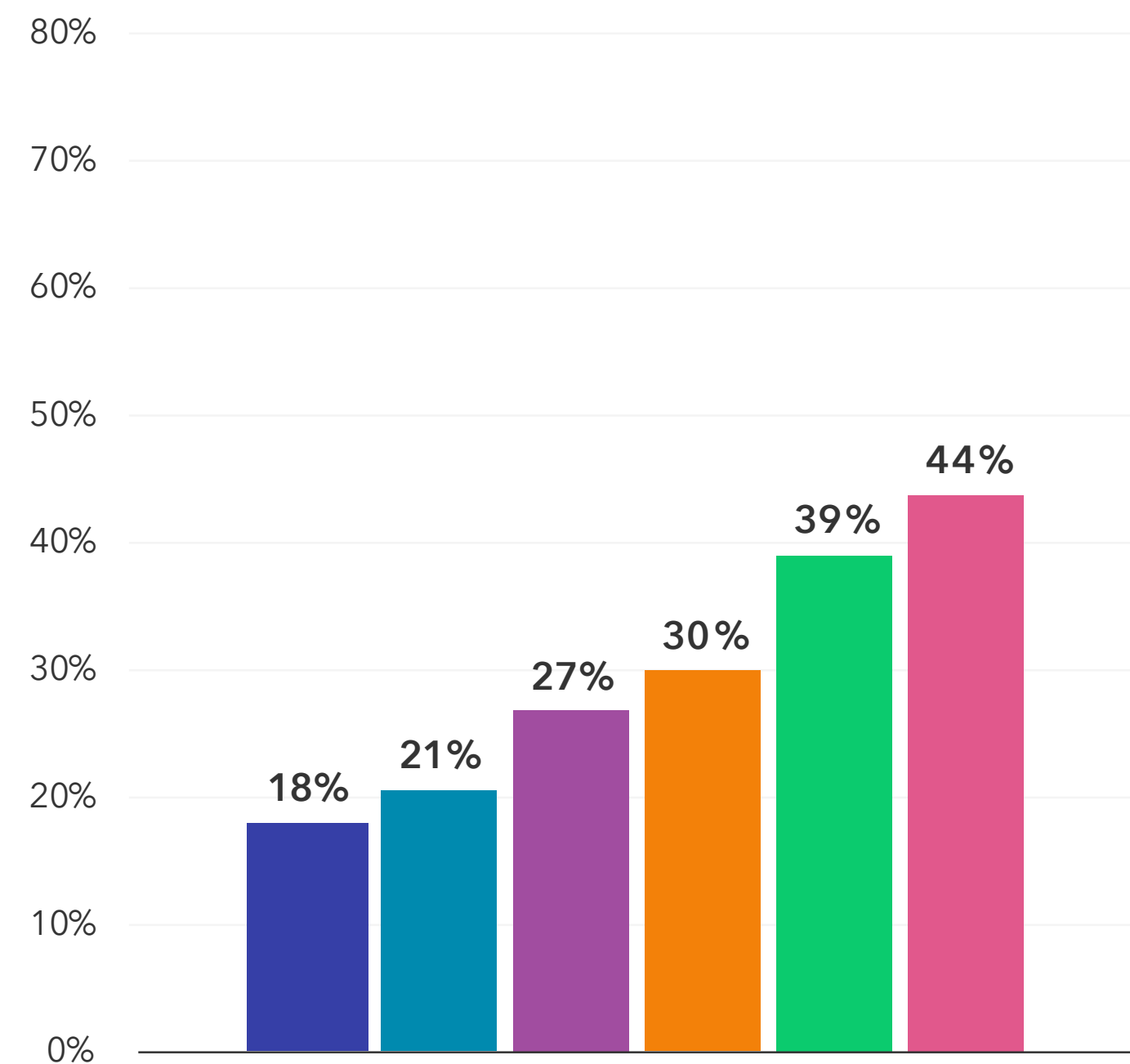
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Though large numbers expect another wave of coronavirus, faith in government preparedness is low

I expect there will be a second wave of the coronavirus in my country in the next year or so



The government is well prepared to deal with another/second wave of the coronavirus, should it occur



Respondents across all countries were asked to agree or disagree with a number of statements related to public health. Displayed below is the % of people in each country who agreed with the given statement.

- Broadly speaking, expectations of another wave of coronavirus remain high – particularly in the UK.
- Despite 83% of the British public expecting another wave, **only 21% in the UK agree that the government is well-prepared to deal with such a spike of the virus**, while 58% disagree. Only 30% say the same in the U.S., as do 46% in Japan and 44% in France. In Germany and Sweden, more people agree that their Government is prepared than disagree, though this is still lower than the number of people who expect another wave.



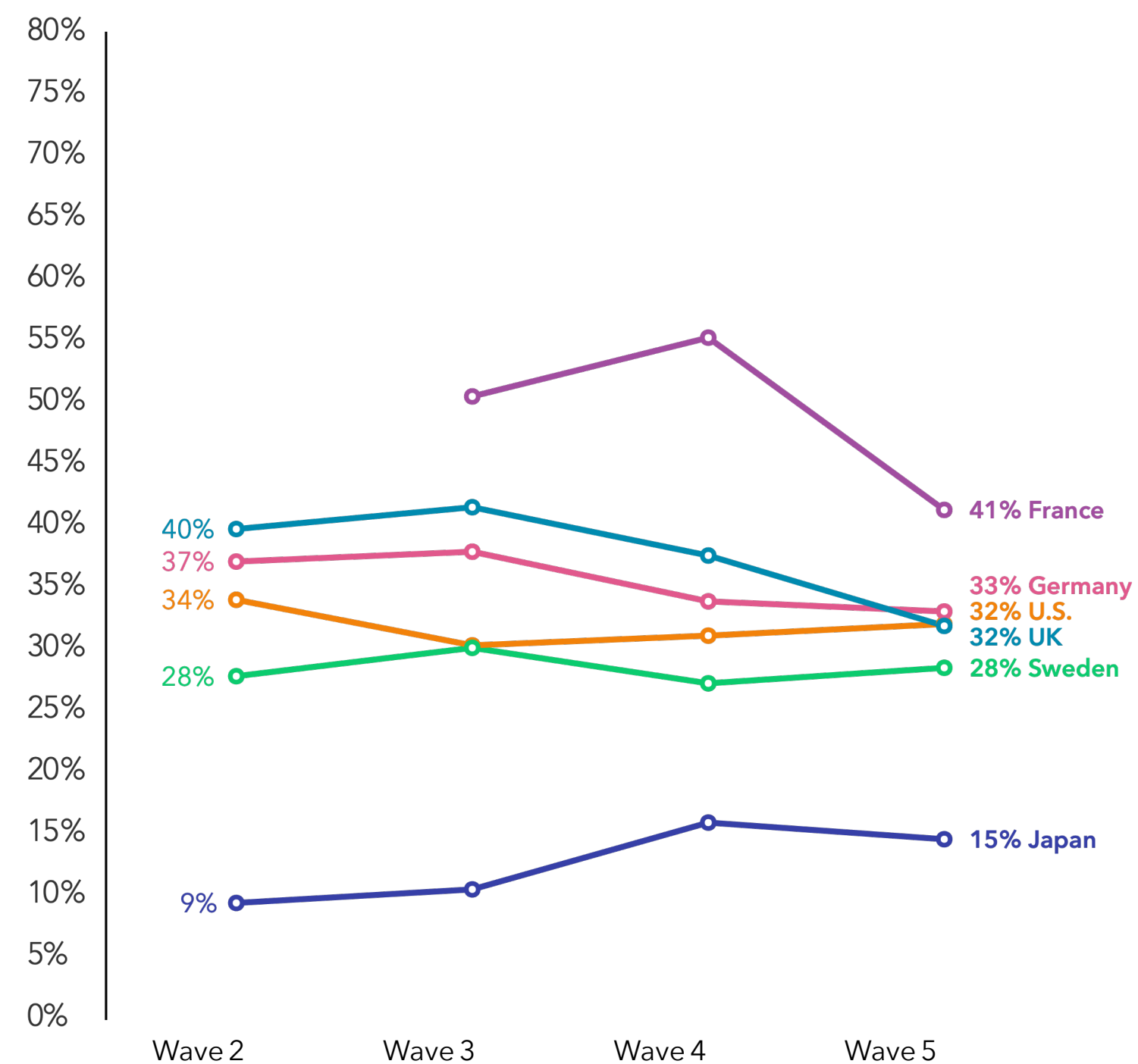


# 10 Views of business support

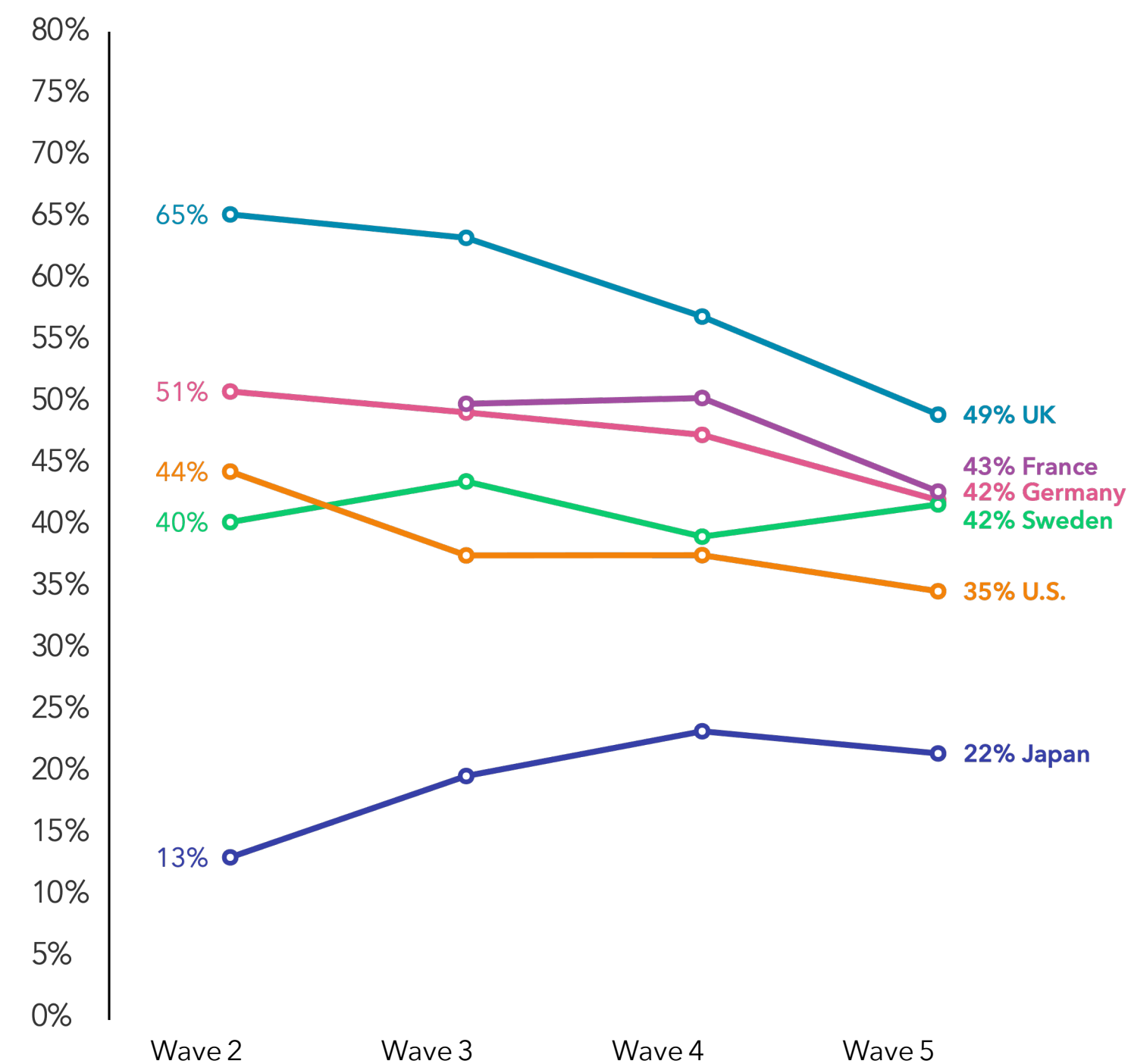
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People in the UK, France and Germany are feeling less confident that their governments are providing business with the support it needs

The business support the government in my country has announced is getting through to the companies that really need it



The government in my country is giving businesses the support it needs during this crisis



**15%**   
The proportion of Japanese people who think business support is getting through to the companies that need it the most, **the lowest of all markets surveyed**

- In the UK, France and Germany, **slightly fewer people feel that government in their respective countries is giving businesses the support it needs** – this likely tallies with a tapering off of some of these measures since July. This has meant that the proportion of the British public who feel this way has fallen below 50% for the first time, and that only 41% of French people now feel business support is reaching those who need it most, despite 55% agreeing with this sentiment in July.
- **The trend is stable in Sweden, the U.S. and Japan**, though people in **Japan remain the most critical about the level of business support** – a trend that has not been improved despite better feelings about the Japanese Government in general.

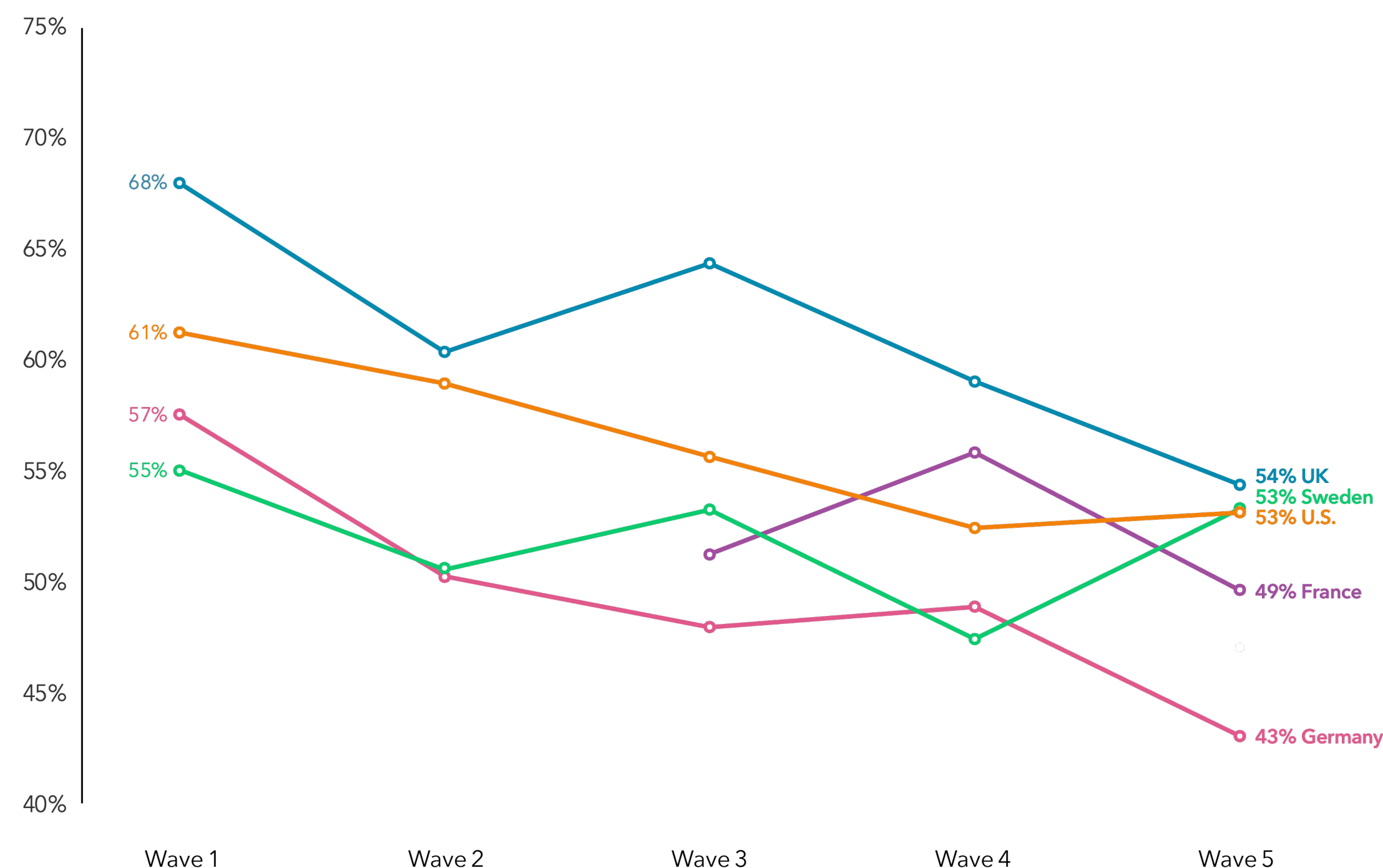


Respondents across all countries were asked whether they agreed or disagreed with statements about the amount of business support that their government is providing during the coronavirus outbreak.

# 11 Business brands

Despite strong ratings for business overall, the number of people saying businesses are doing their bit is on the decline

Overall businesses in my country are stepping up during the coronavirus outbreak



Respondents across all countries were asked whether they agreed or disagreed with a set of statements referring to businesses and government during the crisis.

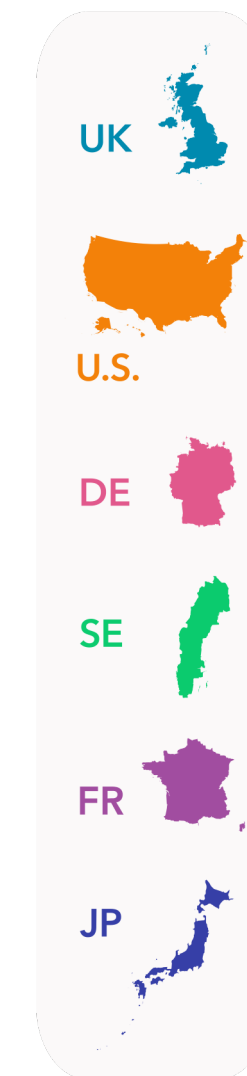
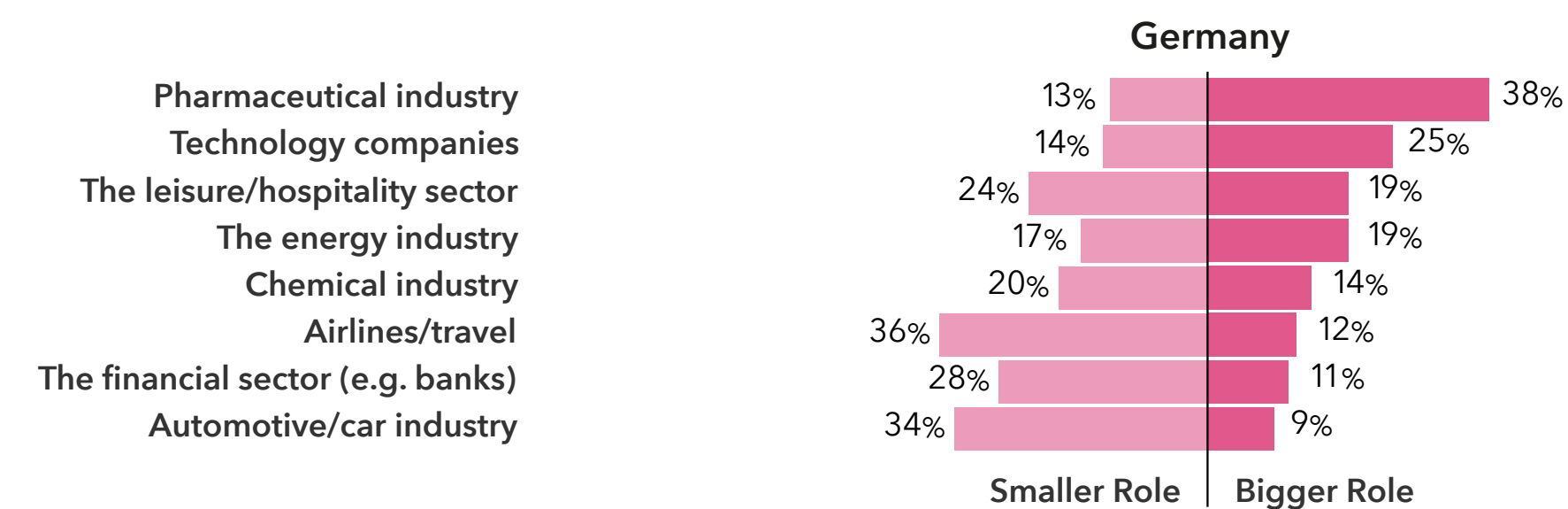
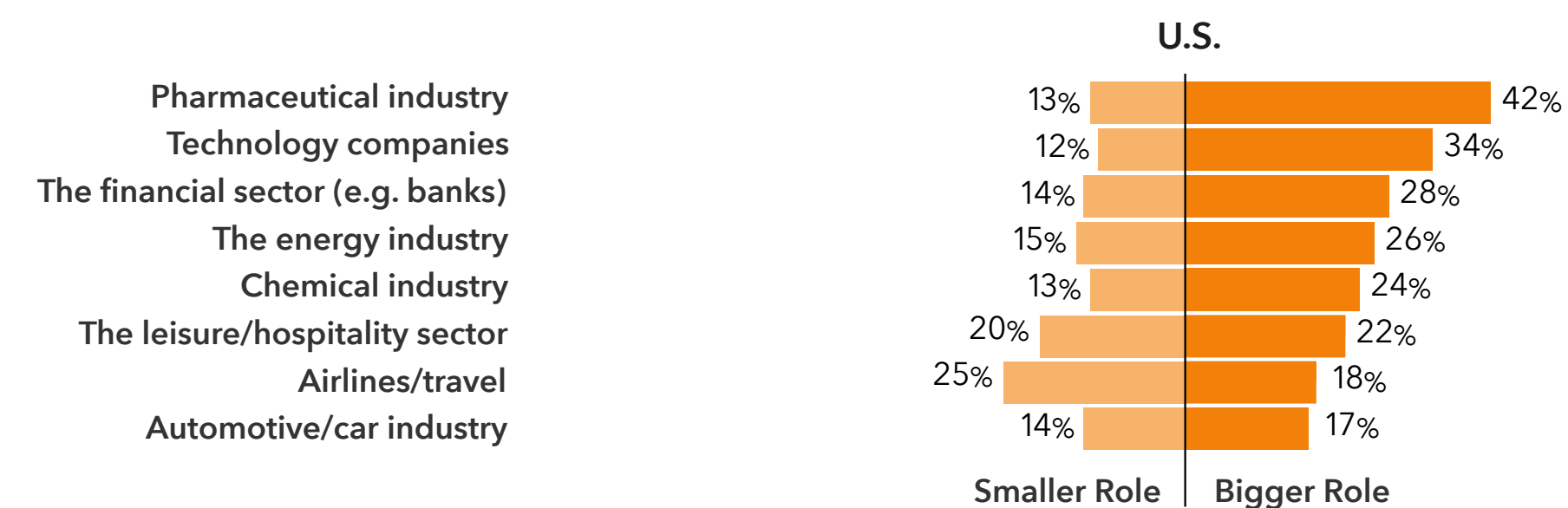
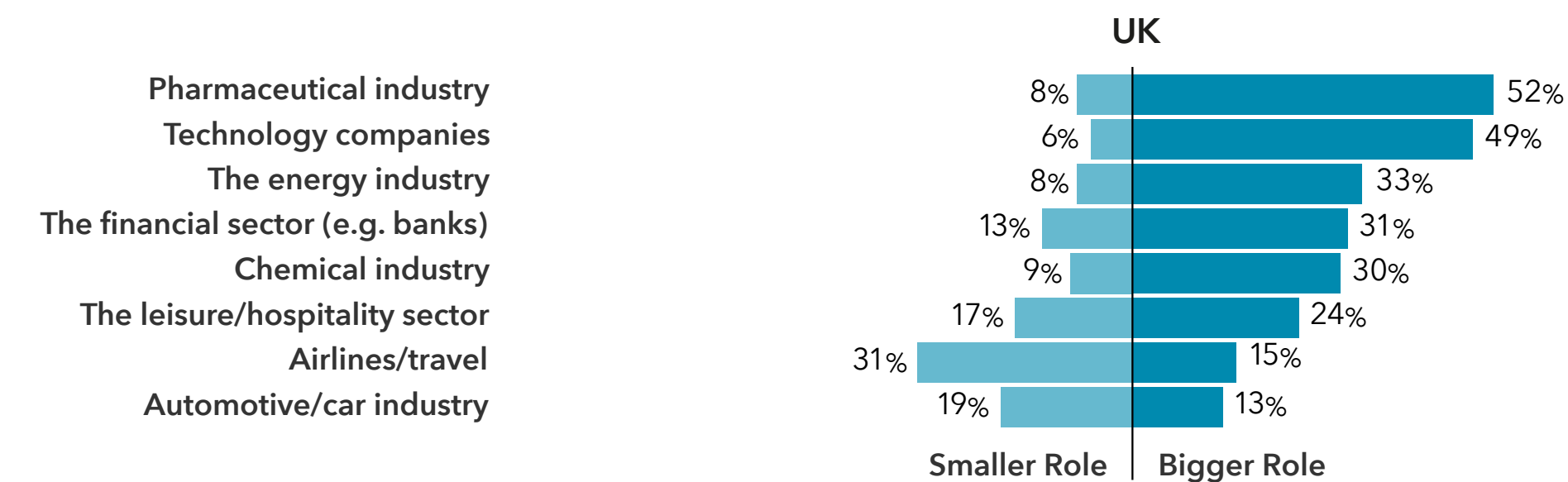
- The proportion of people who say that business is stepping up in their country is **down in the UK (by 5 points), in Germany (by 5 points) and in France (by 6 points) compared to July**. In the U.S. the picture is stable.
- As cases rise once more, in all countries, perception of business is less favourable than it was in April: as reality bites, businesses may receive less credit for their actions as we head into the winter.

**-14 POINTS** ↓

The decline in the percentage of Germans saying that business is stepping up since April

# 12 Role of industry after coronavirus (1)

A larger role demanded for the pharmaceutical industry in the post-coronavirus economy, while most countries want the aviation sector to take a smaller role



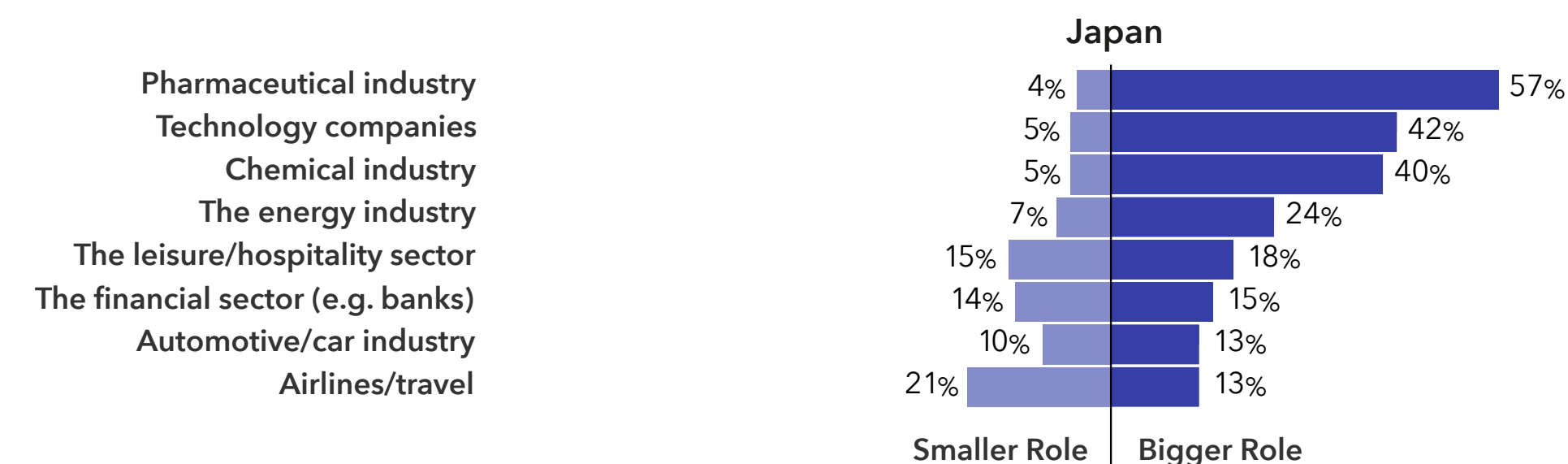
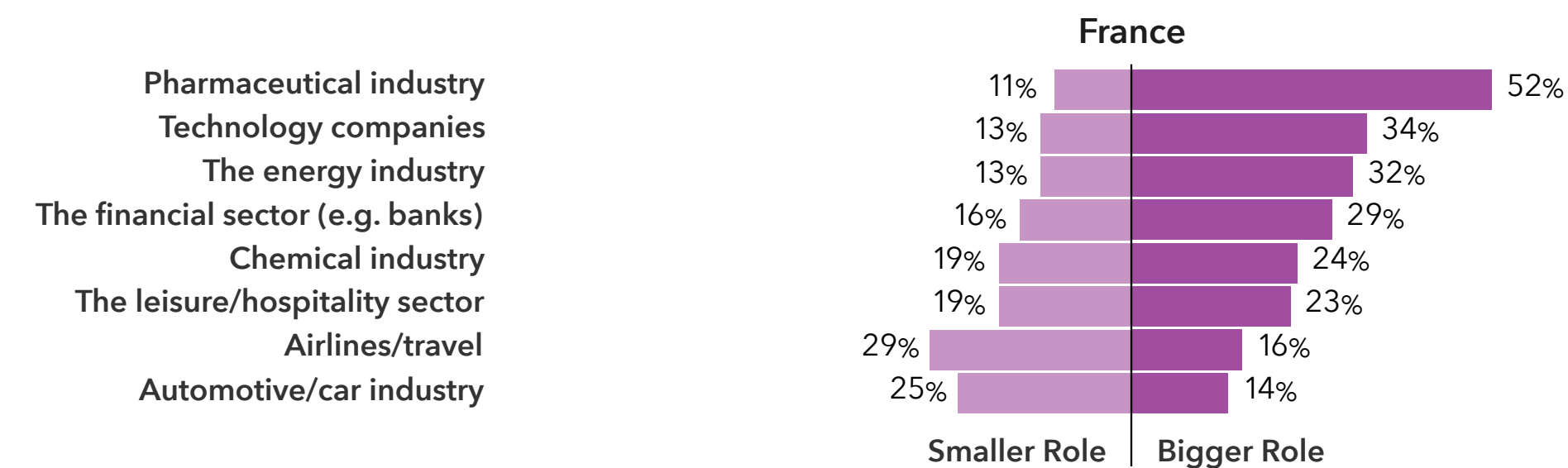
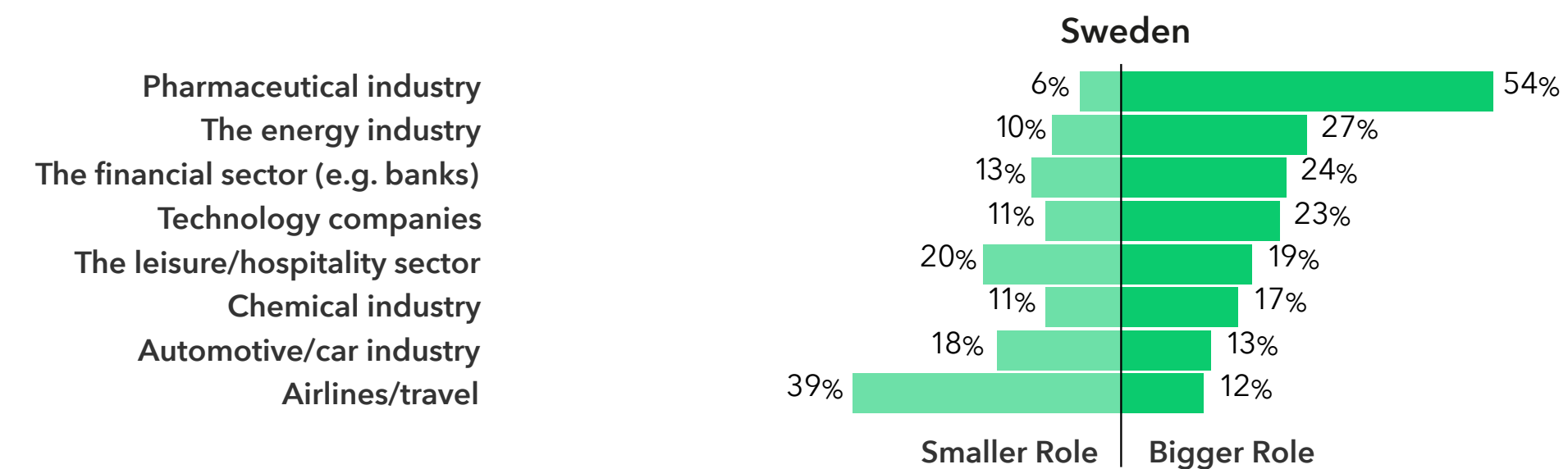
Respondents across all countries were asked whether they thought industries should have a bigger, smaller, or similar role to before in shaping the future economy in their country after the coronavirus

- In the UK, the public want to see a larger role for **the pharmaceutical and technological industries** after the crisis, and one in three also want to see a bigger role for the **chemical industry** and, in a sign of change since the financial crisis, **the financial sector**. 31% say they want to see a smaller role for the aviation sector, but a majority want the status quo for the automotive industry.
- In the U.S., there is more demand for continuity across the board, with a larger role overall expected for the **pharmaceutical industry**, where 42% want to see this.
- In Germany, the picture is more varied. More than one in three (34%) want to see the **automotive industry** take a smaller role in the future economy, which is the highest number in all markets surveyed. Germans are also the **least likely to want the chemical industry to take a bigger role** (only 14%) say so, and tend to want the situation remain the same as before for technology companies. On aviation, 36% say they want to see the sector get smaller.



# 12 Role of industry after coronavirus (2)

A larger role demanded for the pharmaceutical industry in the post-coronavirus economy, while most countries want the aviation sector to take a smaller role

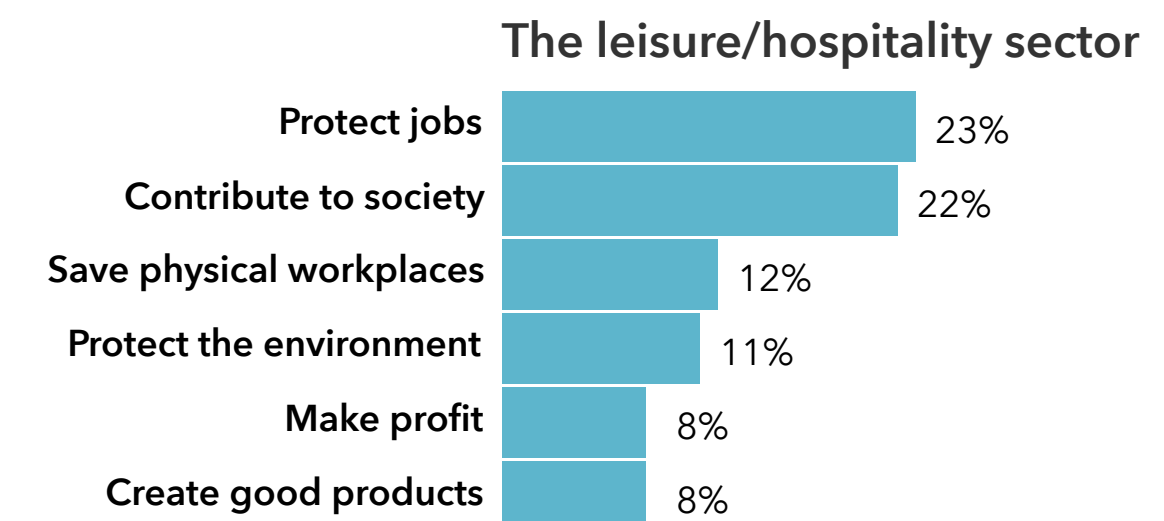
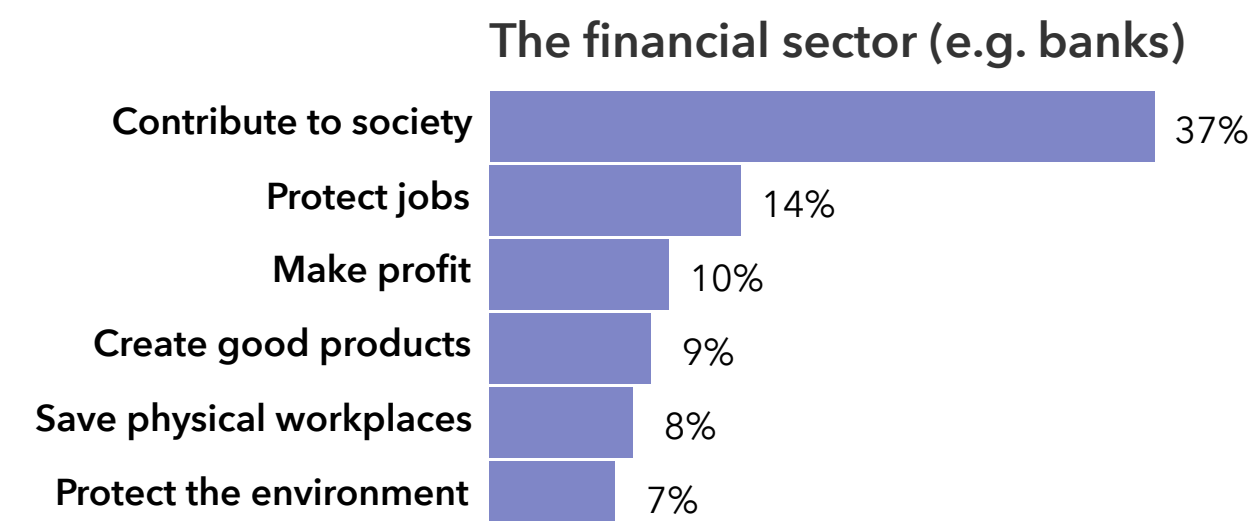
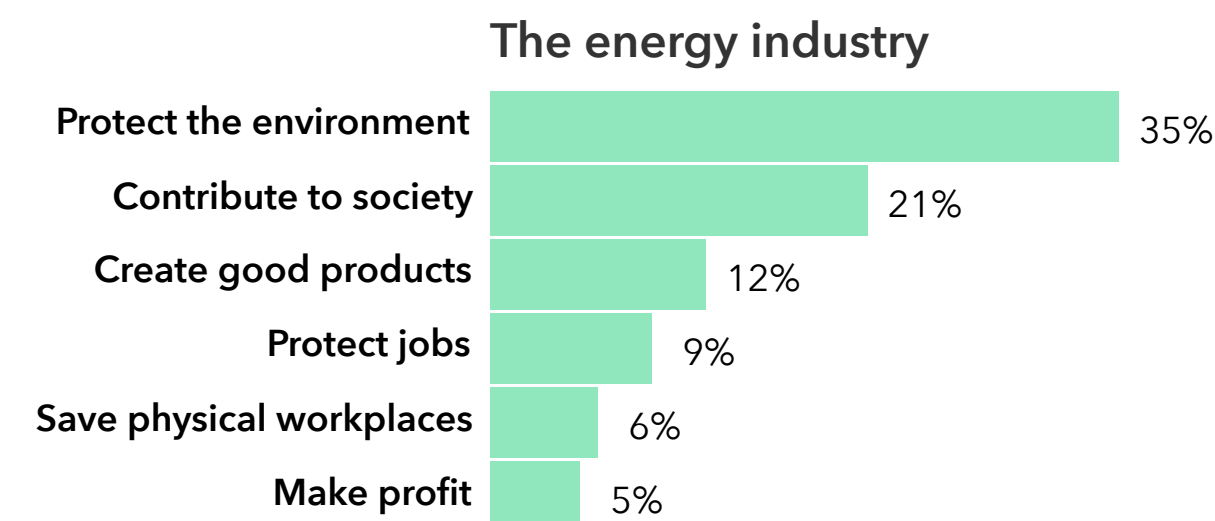
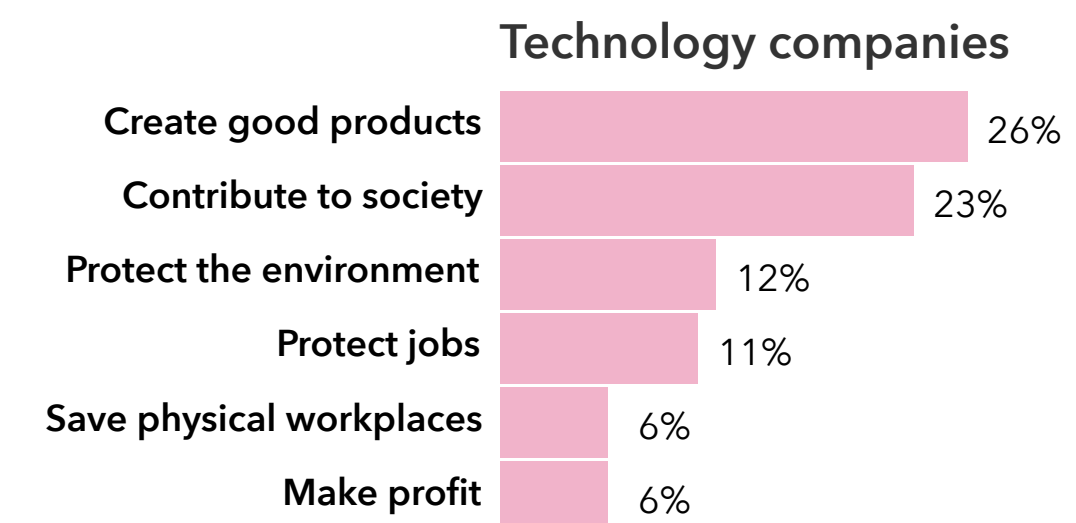
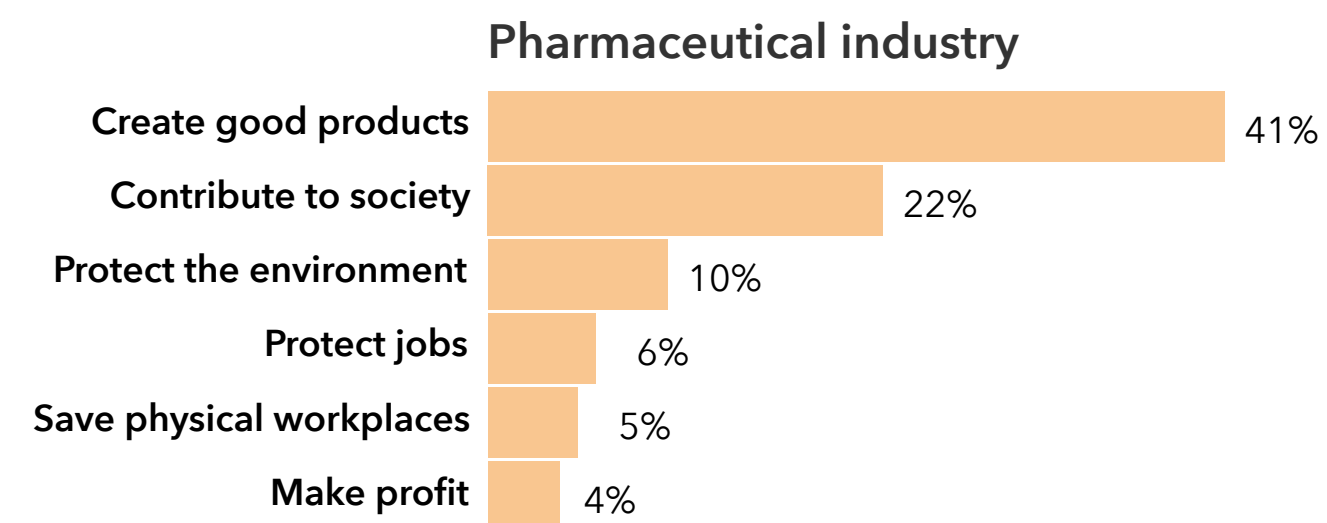
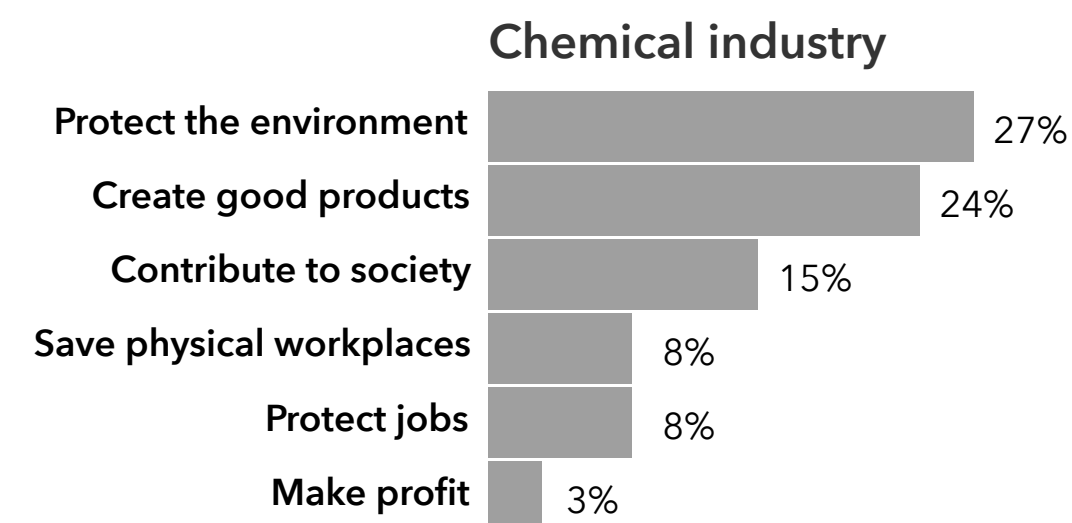
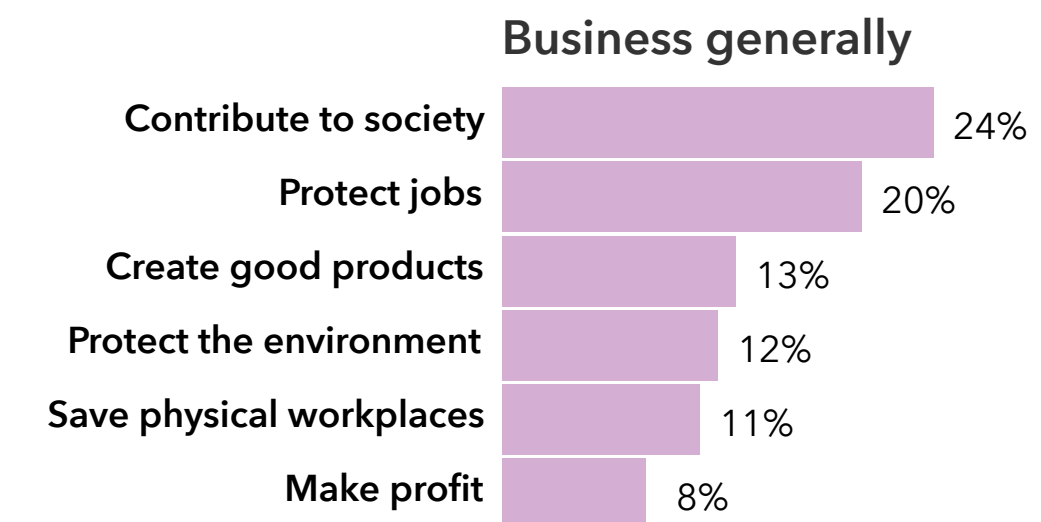
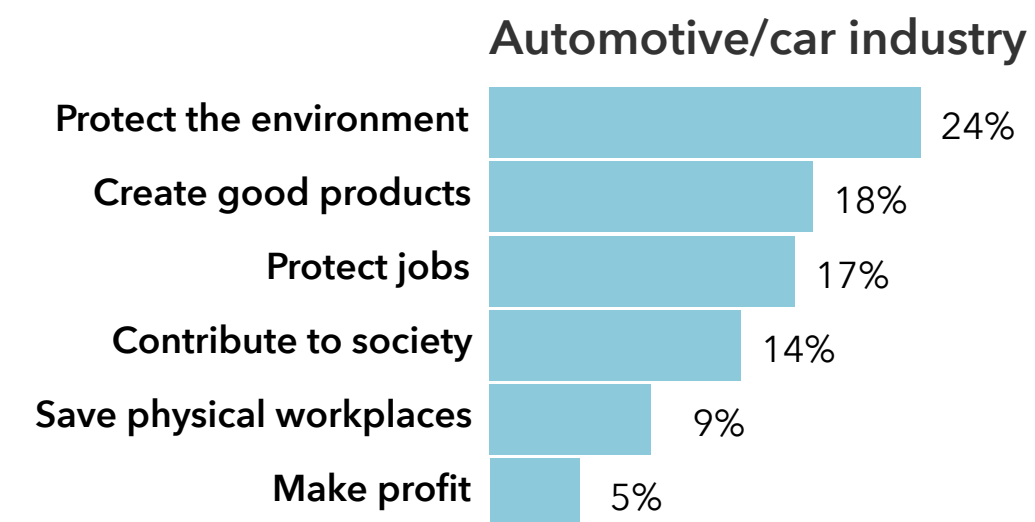
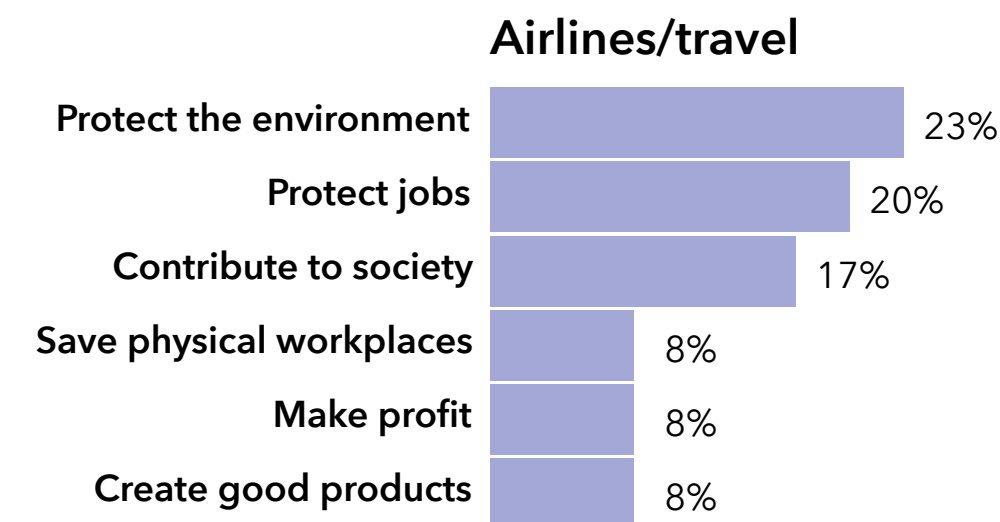


- In Sweden, as in other countries, there is a strong desire for the pharmaceutical industry to take a bigger role in the economy (54% say so). Almost four in ten Swedes (39%) say they want the aviation and travel industries to be smaller in the post-virus economy, the **largest of all markets surveyed**.
- The picture in France is in line with other markets, though in Japan there is some divergence. In Japan there is **not an appetite to see the aviation sector take a smaller role**, with only 21% saying this compared to 48% saying it should have the same level of prominence as before. There is also an increased desire to see technology companies (42%) and the chemical industry (40%) take a bigger role. Japanese people expect continuity when it comes to the automotive sector, but share the views of other markets in terms of a larger role for the pharmaceutical industry.

# 13 Focus of industry after coronavirus

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## Global findings



Respondents were asked what the number one priority should now be for each of the industries



For further information, please contact  
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