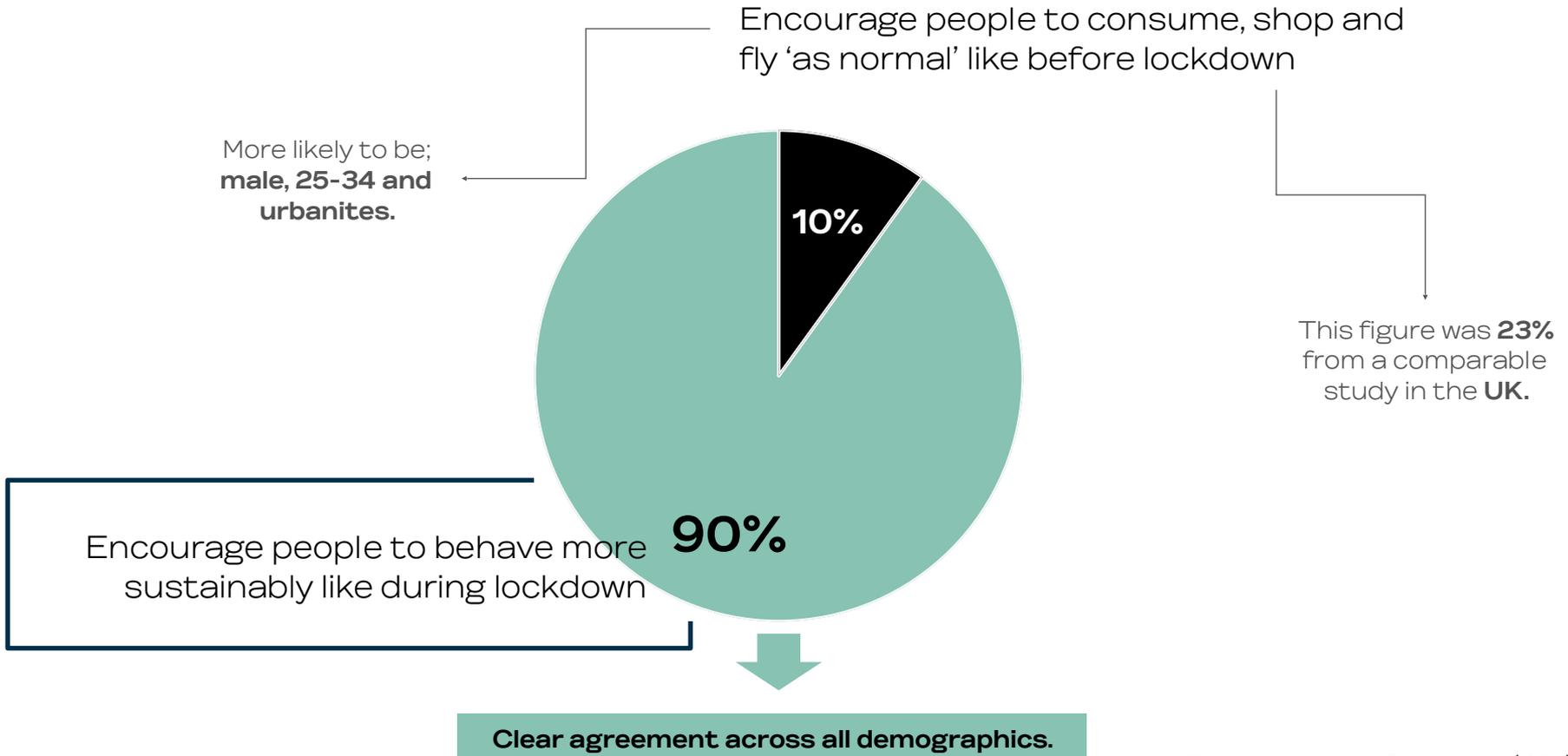


THE GREAT RE__SET



Irish Public Response
August 2020

Following Covid-19 lockdown, the advertising industry has a responsibility to



Why are 90% on board?

Key reasons for this view being held are wide ranging:

The power/ influence/ reach of advertising	28%
Health/ safety/ mental Health/ wellbeing	21%
COVID	19%
Environmental aspects	18%



They have a powerful platform

Female, 18-19

We're in the middle of an even more serious crisis than covid. The climate collapse.

Female, 25-29

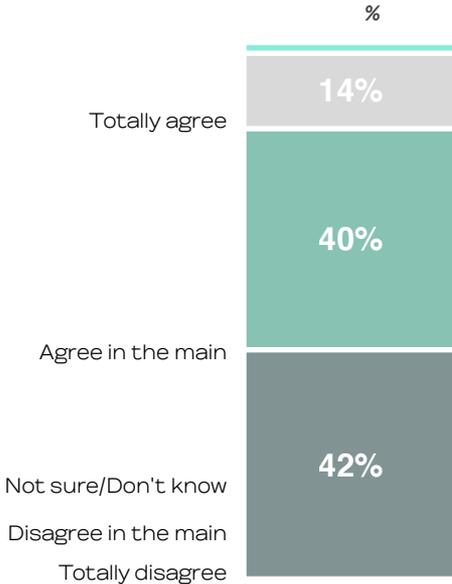
People need reminding the virus has not gone away

Male, 40-44



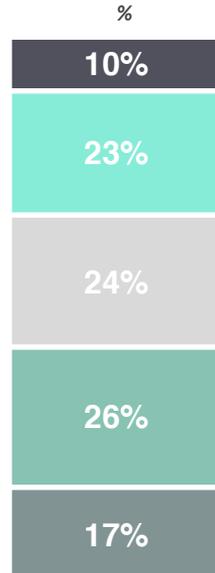
Environment vs Economy

As businesses navigate out of the Covid pandemic they need to do their part for the environment



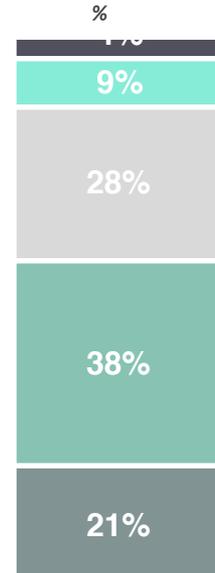
ANY Agree	82
ANY Disagree	4

Ireland's economic recovery is a much higher priority than caring for the environment



ANY Agree	42
ANY Disagree	33

The Covid-19 pandemic has positioned business for a Great Reset that puts people and planets needs first



ANY Agree	59
ANY Disagree	13

82%

Agree that businesses need to do their part for the environment

2 in 5

However, a strong 2 in 5 placing **more importance in the economy**

59%

Agree overall, great potential for a Great Reset
- But not at the expense of economic stability

*Source: Behaviour & Attitudes (B&A)

THE GREAT RE__SET



Irish Industry Response
August 2020

Since Covid-19...

70%

I have been feeling increasingly **motivated** to do my part in creating a better Ireland than before through my work.

30%

I have been feeling increasingly **hopeless** that I can make an impact on Ireland's future through my work.

78%

agree with the statement...

“The Covid-19 pandemic has positioned business for a Great Reset that puts people and the planet’s needs first.”

Why?

Please cite your reasons...



Lockdown has shown us that we can live more sustainably with less transport, movement and travelling. We have no reason not to do this in the future to help the planet.

Covid 19 and the environment are inextricably linked--the more you feck around with the planet the more pandemics we can expect.

The planet is dying. Lockdown has proven we can live differently. The advertising industry is responsible for overconsumption.

Despite the upset of the pandemic, in general society appeared to enjoy the slower pace, the increased visibility of nature and opportunity to focus on their local town/village economy

Covid has opened up our eyes to the unnecessary excesses in our lives



33%

agree with the statement...

“I don't feel like I can effect change on my own and want to join with others to do so.”