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With 88% Awareness of Ebola Virus Outbreak, 57% Say Their Own Health, Government and Other Officials are Taking Enough Precautions and Preparations to Ensure Virus Doesn't Come into Their Country But 43% Don't Believe it to be So

Global – On the heels of a World Health Organization ("WHO") warning that the speed of the spread in West Africa's raging Ebola outbreak could escalate in the coming weeks with thousands of new cases a week by early October, a new poll by global research company Ipsos of citizens in 24 countries finds that eight in 10 (77%) are concerned that the Ebola virus may be transmitted to their country by a person who has visited the outbreak areas in Africa and has been unwittingly infected by others through travel or contact.

Further, while six in 10 (57%) think that their own health, government and other officials are taking enough precautions and preparations to ensure that the virus does not come into their country a sizable minority of 43% don't believe it to be so.

The awareness level of the Ebola outbreak is ubiquitous with almost 9 in 10 (88%) of global citizens having heard of the Ebola virus outbreak.

Eight In 10 (77%) Global Citizens in 24 Countries Are Concerned That the Ebola Virus May be Transmitted to Their Own Country...

As of Aug. 31, the Geneva-based WHO estimated there had been 3,685 cases in this outbreak, with 1,841 deaths. Both the total cases and deaths figures are greater than the



combined totals from all previous known Ebola outbreaks. Guinea, Sierra Leone and Liberia are at the center of the epidemic but cases have also spilled into Nigeria and Senegal. Other neighboring countries have been told to be on high alert for imported cases.

In the past, Ebola outbreaks have mainly happened in remote areas of central Africa, where the virus's opportunity to spread was limited. But in this outbreak, cases are occurring in cities, creating an entirely different dynamic, especially with the possibility that someone who is infected with the virus may travel aboard an airline destined for a country pretty much anywhere in the world.

As such, eight in 10 (77%) citizens interviewed in 24 countries are concerned (37% very/40% somewhat) that the Ebola virus may be transmitted to their country by a person who has visited the outbreak areas in Africa and has been unwittingly infected by others through travel or contact. The following are the levels of overall concern ranked by country.

Countries ranked by overall levels of concern:

India 92%	57% very	35% somewhat	6% not very	2% not at all
Argentina 90%	58% very	32% somewhat	7% not very	3% not at all
France 90%	58% very	31% somewhat	9% not very	2% not at all
Mexico 89%	52% very	37% somewhat	7% not very	4% not at all
South Korea 89%	38% very	51% somewhat	10% not very	1% not at all
South Africa 87%	57% very	30% somewhat	10% not very	3% not at all
Turkey 87%	49% very	38% somewhat	11% not very	2% not at all
Spain 85%	54% very	31% somewhat	12% not very	3% not at all
Brazil 85%	55% very	30% somewhat	11% not very	4% not at all



Italy 85%	45% very	40% somewhat	12% not very	3% not at all
United States 71%	30% very	41% somewhat	24% not very	5% not at all
Japan 78%	27% very	51% somewhat	19% not very	3% not at all
Belgium 77%	35% very	42% somewhat	18% not very	4% not at all
Romania 76%	27% very	49% somewhat	20% not very	4% not at all
Russia 76%	43% very	33% somewhat	15% not very	9% not at all
China 75%	30% very	45% somewhat	21% not very	4% not at all
Australia 70%	29% very	41% somewhat	23% not very	6% not at all
Saudi Arabia 68%	32% very	37% somewhat	20% not very	11% not at all
Canada 67%	26% very	42% somewhat	27% not very	6% not at all
Poland 66%	19% very	47% somewhat	30% not very	4% not at all
Germany 65%	21% very	44% somewhat	25% not very	9% not at all
Great Britain 65%	18% very	47% somewhat	28% not very	7% not at all
Hungary 63%	17% very	46% somewhat	26% not very	11% not at all
Sweden 52%	12% very	40% somewhat	39% not very	9% not at all

Countries ranked by hyper concern:

Argentina	58% very
France	58% very
South Africa	57% very
India	57% very
Brazil	55% very
Spain	54% very
Mexico	52% very
Turkey	49% very



Italy	45% very
Russia	43% very
South Korea	38% very
Belgium	35% very
Saudi Arabia	32% very
China	30% very
United States	30% very
Australia	29% very
Japan	27% very
Romania	27% very
Canada	26% very
Germany	21% very
Poland	19% very
Great Britain	18% very
Hungary	17% very
Sweden	12% very

Majority (57%) Think Enough Precautions and Preparations Being Made to Ensure Virus Does Not Come Into Their Country...

Six in 10 (57%) think that their own health, government and other officials are taking enough precautions and preparations to ensure that the virus does not come into their country (14% very much, 43% somewhat) – however a sizable minority of 43% (30% no, somewhat – 13% no, not at all) don't believe it to be so.



Saudi Arabia 76% 38% yes very much/37% somewhat 18% no somewhat/7% not at all

Russia 73% 34% yes very much/39% somewhat 22% no somewhat/5% not at all

China 71% 12% yes very much/60% somewhat 23% no somewhat/5% not at all

India 70% 20% yes very much/50% somewhat 21% no somewhat/9% not at all

Germany 68% 19% yes very much/49% somewhat 26% no somewhat/5% not at all

Hungary 66% 22% yes very much/44% somewhat 28% no somewhat/6% not at all

United States 64% 17% yes very much/47% somewhat 22% no somewhat/14% not at all

Canada 63% 12% yes very much/51% somewhat 24% no somewhat/14% not at all

Great Britain 61% 9% yes very much/51% somewhat 28% no somewhat/11% not at all

Brazil 61% 15% yes very much/46% somewhat 27% no somewhat/11% not at all

Mexico 60% 12% yes very much/48% somewhat 29% no somewhat/11% not at all

Romania 60% 17% yes very much/43% somewhat 26% no somewhat/14% not at all

Australia 59% 13% yes very much/46% somewhat 31% no somewhat/10% not at all

Belgium 56% 12% yes very much/44% somewhat 33% no somewhat/11% not at all

Sweden 56% 11% yes very much/45% somewhat 36% no somewhat/8% not at all

Argentina 54% 10% yes very much/44% somewhat 30% no somewhat/16% not at all

South Africa 52% 13% yes very much/39% somewhat 27% no somewhat/22% not at all

Spain 51% 12% yes very much/39% somewhat 35% no somewhat/14% not at all

Japan 49% 6% yes very much/44% somewhat 40% no somewhat/11% not at all

Poland 48% 7% yes very much/42% somewhat 29% no somewhat/23% not at all

France 45% 5% yes very much/41% somewhat 42% no somewhat/13% not at all

Turkey 42% 10% yes very much/32% somewhat 33% no somewhat/25% not at all

Italy 34% 7% yes very much/28% somewhat 47% no somewhat/19% not at all

South Korea 34% 3% yes very much/31% somewhat 45% no somewhat/20% not at all



Awareness of the Recent Ebola Outbreak is Almost Ubiquitous...

Those who have heard of the outbreak include:

South Korea	97%
Spain	96%
Sweden	95%
Germany	95%
Hungary	95%
Great Britain	93%
Belgium	92%
France	92%
Italy	92%
Poland	91%
Romania	91%
Japan	89%
Brazil	88%
South Africa	88%
Argentina	87%
Turkey	87%
United States	87%
Canada	84%
Mexico	84%
Russia	84%
China	83%
Australia	80%
Saudi Arabia	77%



India

66%

These are findings of the research conducted by global research company Ipsos. The research was conducted on the “G@60” wave between August 5th to 19th, 2014. The Global @dvisor data output is derived from a balanced online sample in 24 countries around the world via the Ipsos Online Panel system. For the results of the survey presented herein, an international sample of 17,558 respondents in 24 countries were interviewed: Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hungary, India, Italy, Japan, Mexico, Poland, Romania, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States. Interviews were conducted among adults aged 18-64 in the US and Canada and aged 16-64 in all other countries. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, India, Mexico, Poland, Romania, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points and one of 500 is accurate to +/- 5.0 percentage points in their respective general populations. There are 15 countries that have been weighted to represent their actual adult population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and the United States. The remaining nine country results are representative of adult Primary Consumers who are internet enabled and have a higher income and education than the average country norm.



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