

# **CORONAVIRUS: OPINION AND REACTION**

**RESULTS FROM A MULTI-COUNTRY POLL**

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February 14, 2020

**GAME CHANGERS**



# WE STAND AT A PRECIPICE BETWEEN OPTIMISM AND FEAR

## AWARENESS OF THE VIRUS IS HIGH ACROSS EACH COUNTRY

### CITIZENS DO NOT YET SEE A PERSONAL THREAT, BUT ARE MORE CONCERNED AT A GLOBAL LEVEL

- While few see a threat to themselves personally, more than two in five citizens in each country see the virus as a threat to the world. This rises to over half in some countries.

### HEALTHCARE SERVICES ARE THE MOST TRUSTED TO DEAL WITH THE OUTBREAK

- Health officials are also most likely to be trusted as a source of information.

### CITIZENS DISAGREE THAT THE VIRUS HAS BEEN CONTAINED

- Only about one in five in each country agree that it has been contained and will be over soon
- And only one in three say that the situation is being exaggerated by the media.

# THERE IS AN EXPLICIT WILLINGNESS TO TAKE ACTION, ALTHOUGH LONG-TERM IMPLICATIONS ARE NOT CLEAR.

## CITIZENS SUPPORT STRICT ACTIONS

- Sizeable majorities support mandatory screening for people who have travelled to impacted areas and mandatory quarantines.
- Around two in three across each country support restricting air travel to impacted areas.

## RESTRICTING TRAVEL AND WASHING HANDS ARE THE MOST COMMON CHANGE EXPECTED IN PERSONAL BEHAVIOURS

- Around two in three citizens in each country say they would make these changes to protect themselves; only one in ten say they are not considering any actions.

## CITIZENS BELIEVE THERE WILL BE A LONGER TERM IMPACT ON TRAVEL TO CHINA AND ON MAJOR SPORTING EVENTS:

- Disruption in trade with China is mixed across countries with Germany, Japan and Russia less likely than those in other countries to expect a change.

# METHODOLOGY

These are the results of an Ipsos survey conducted February 7-9, 2020 on the Global Advisor online platform among 8,001 adults aged 18-74 in Canada and the United States and 16-74 in Australia, France, Germany, Japan, Russia and the United Kingdom.

The sample consists of approximately 1000+ individuals in each country. The samples in Australia, Canada, France, Germany, Japan, the U.K. and the U.S. can be taken as representative of these countries' general adult population under the age of 75. The sample in Russia is more urban, more educated and/or more affluent than the general population and should be viewed as reflecting the views of the more "connected" segment of the population. The data is weighted so that each market'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. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website ([www.ipsos.com](http://www.ipsos.com)).

**This study did not have any external sponsors or partners. It was initiated and run by Ipsos with the intention to share our understanding about the world we live in and how citizens around the globe think and feel about their world.**

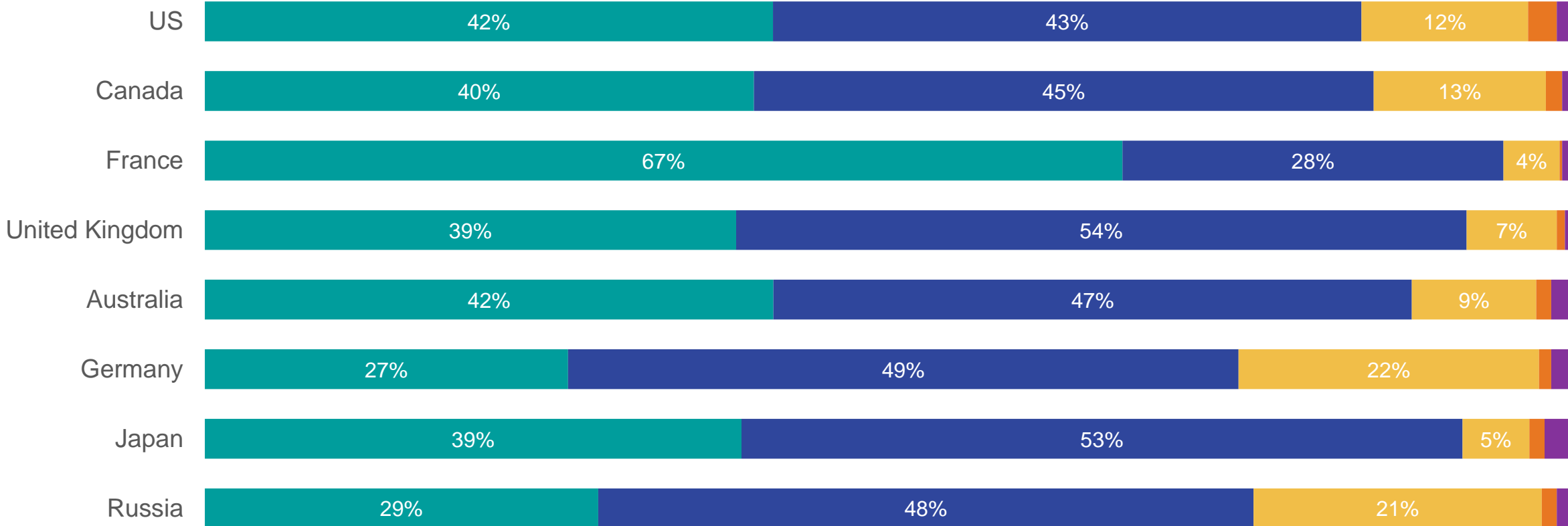
# AWARENESS

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1

# HIGH AWARENESS OF THE CORONAVIRUS OUTBREAK

■ A great deal ■ A fair amount ■ Not very much ■ Nothing at all ■ Don't know



How much, if at all, have you seen, read or heard about the coronavirus outbreak?



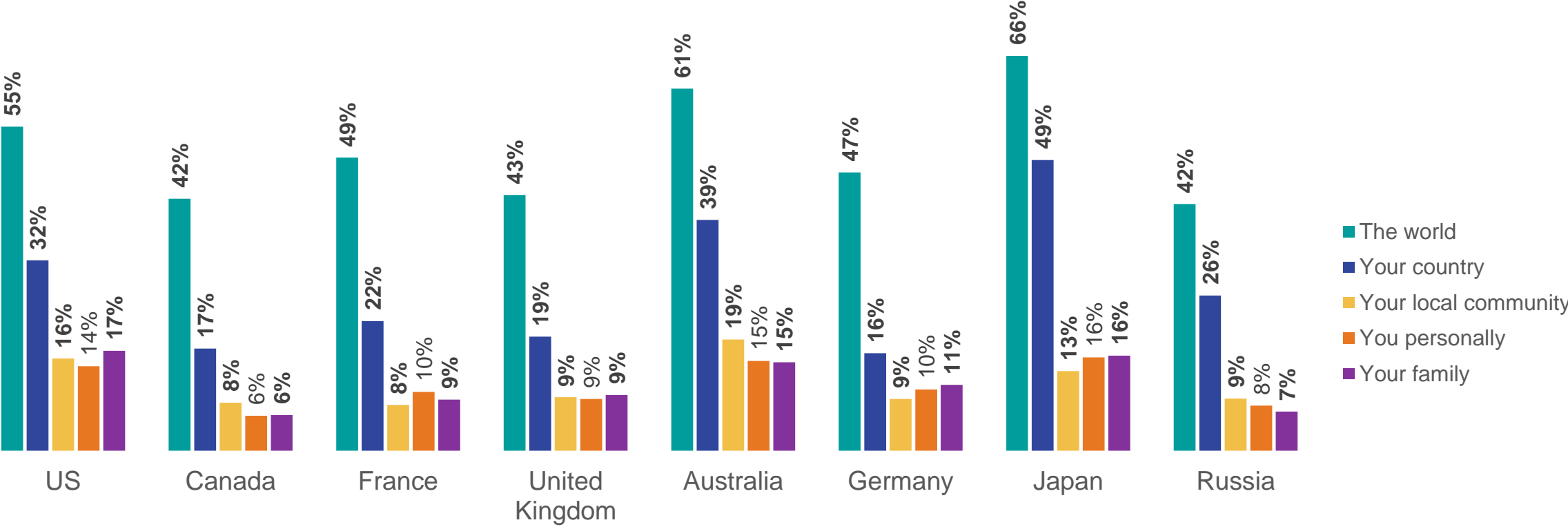
# PERCEPTION OF THREAT

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# 2

# WHILE CITIZENS DO NOT SEE A PERSONAL THREAT, THERE IS A MUCH HIGHER PERCEIVED THREAT TO THE WORLD

High / Very high threat

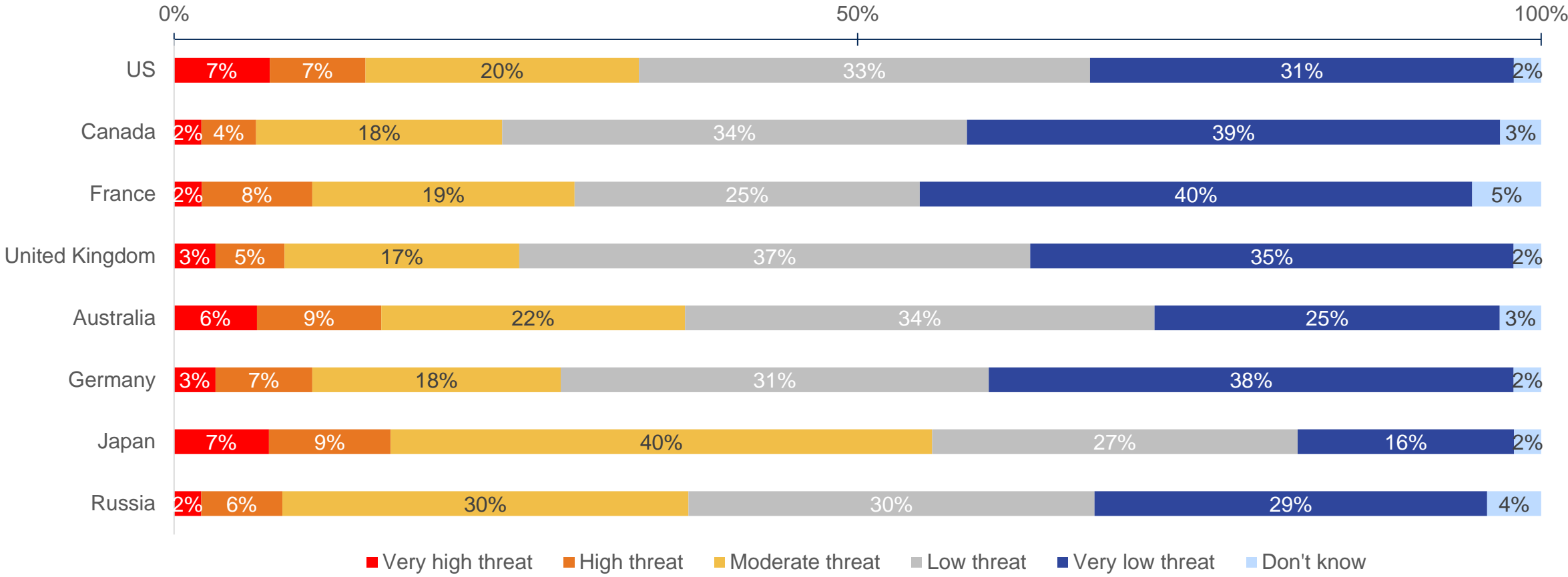


What level of threat do you think the coronavirus poses to each of the following?





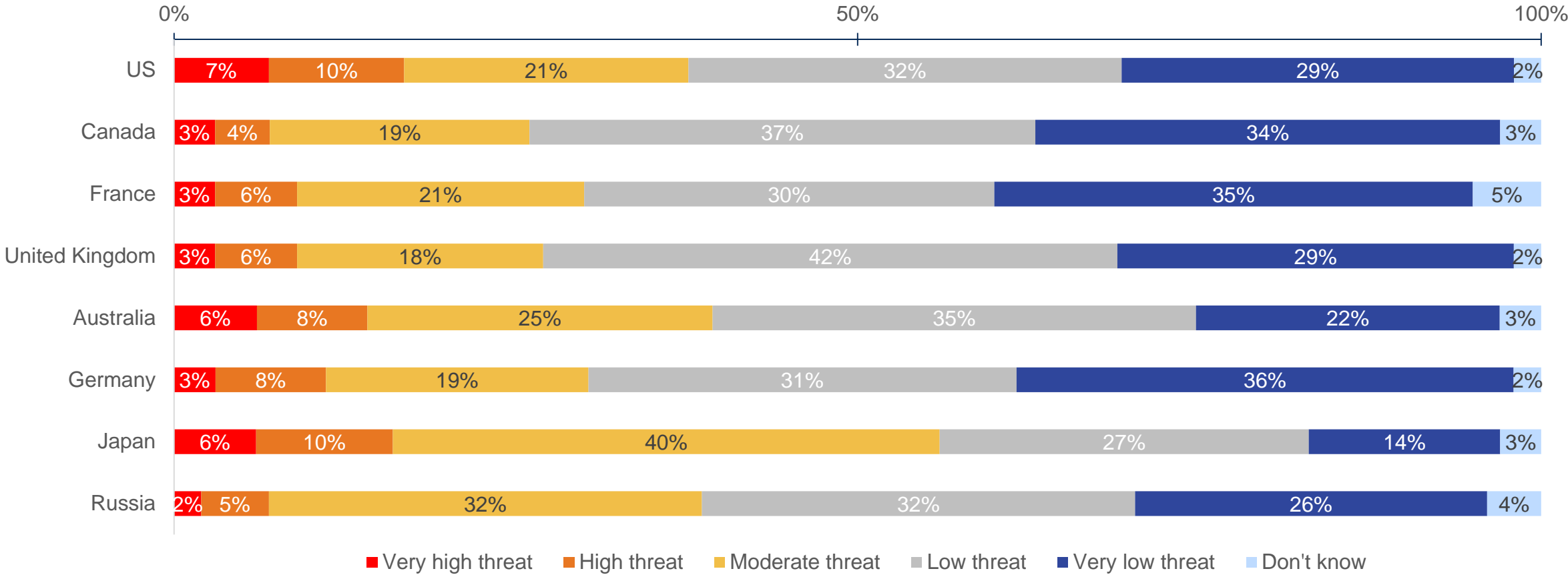
# THERE IS YET TO BE A PERCEIVED PERSONAL THREAT FROM THE VIRUS IN MOST COUNTRIES



(You personally) What level of threat do you think the coronavirus poses to each of the following?



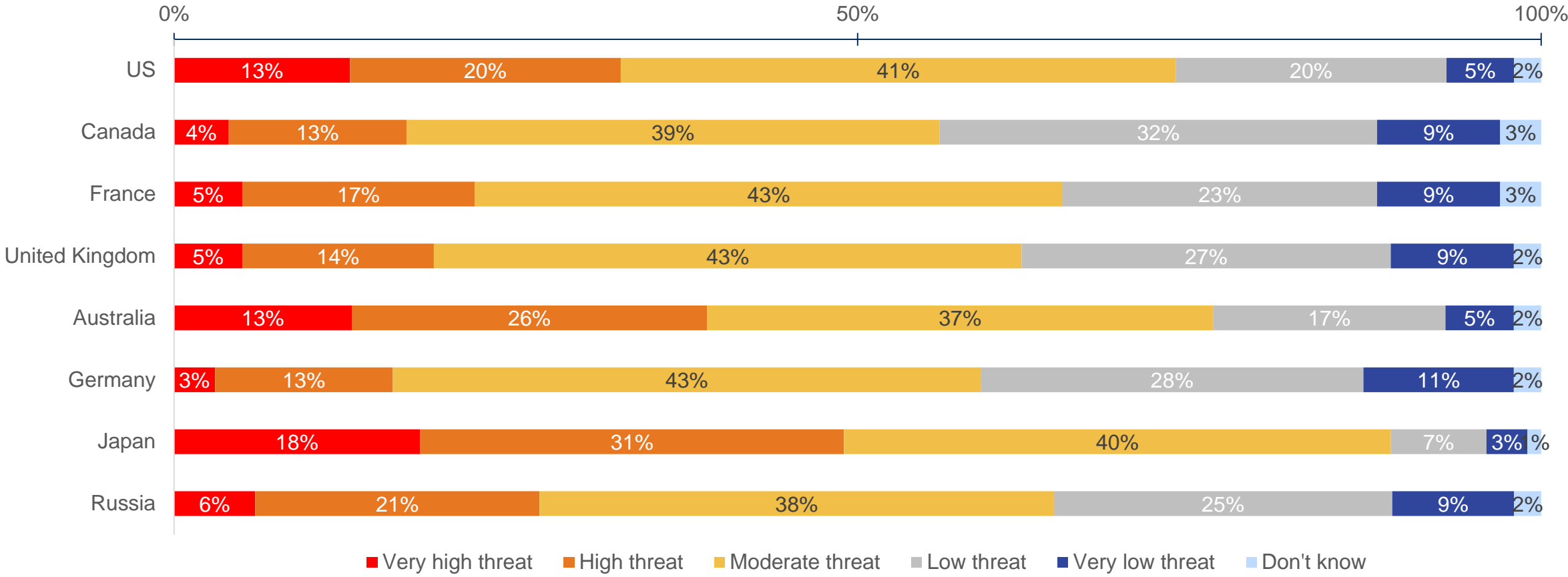
# PERCEIVED RISKS START TO INCREASE WHEN REFERRING TO FAMILY



(Your family) What level of threat do you think the coronavirus poses to each of the following?



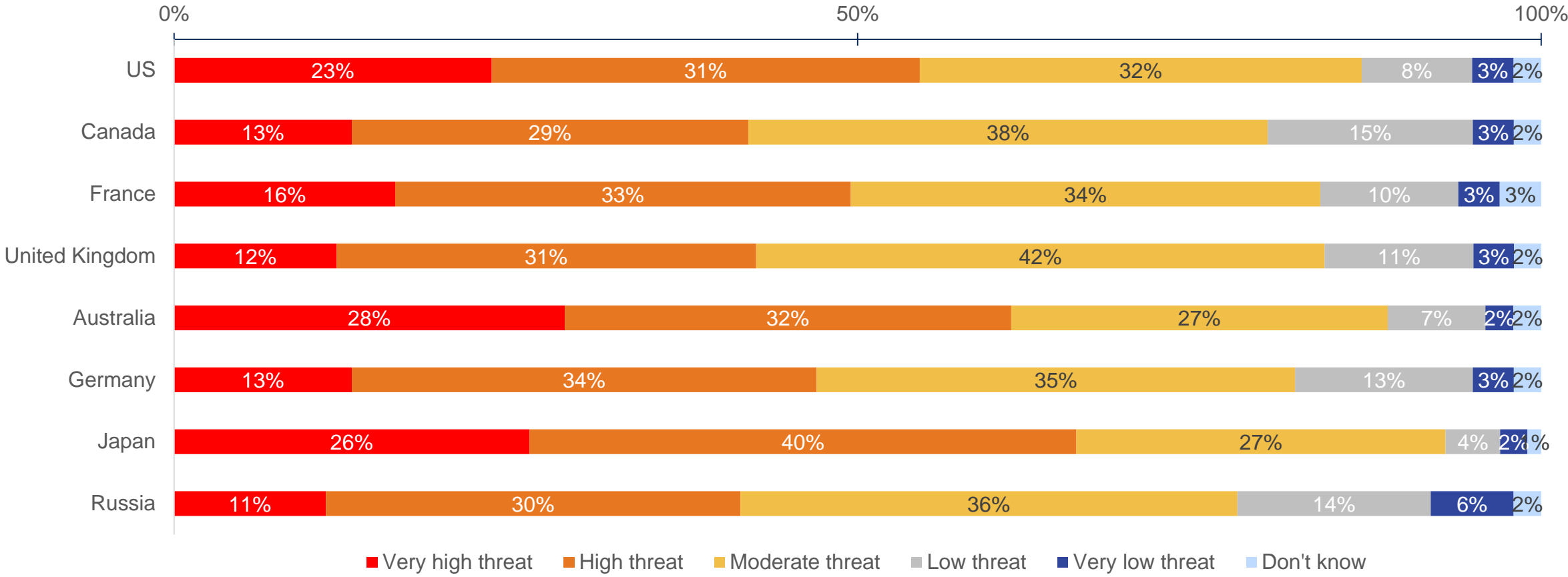
# AS WE MOVE FROM PERSONAL TO COUNTRY, WE SEE MAJORITIES FEELING AT LEAST A MODERATE THREAT



(Your country) What level of threat do you think the coronavirus poses to each of the following?



# AND AT THE GLOBAL LEVEL, THERE IS A PERCEIVED HIGH OR VERY HIGH THREAT FROM THE VIRUS



(The world) What level of threat do you think the coronavirus poses to each of the following?



# CONFIDENCE IN ORGANISATIONS

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# 3

# CONFIDENCE IS HIGHEST IN LOCAL HEALTH SERVICES TO EFFECTIVELY DEAL WITH THE VIRUS

% Very or somewhat confident in each of the following	US	Canada	France	United Kingdom	Australia	Germany	Japan	Russia
Healthcare services in your country	73%	78%	70%	71%	80%	57%	81%	53%
Doctors & healthcare professionals in your community	72%	77%	78%	71%	79%	49%	76%	39%
The World Health Organization	71%	74%	68%	71%	71%	56%	57%	54%
Hospitals in your local area	70%	71%	77%	64%	76%	52%	74%	35%
Your national government	68%	70%	56%	65%	70%	50%	63%	51%
Your local government	61%	64%	59%	49%	59%	42%	56%	30%
Your friends and neighbours	53%	57%	61%	44%	57%	38%	65%	29%
Airlines in your country	49%	53%	40%	47%	57%	40%	60%	46%
Airports in your country	49%	53%	39%	50%	57%	41%	56%	45%

Based on what you have seen, read or heard, how confident are you the following are prepared and can effectively deal with the coronavirus?

# INFORMATION SOURCES

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# 4

# SOCIAL MEDIA NETWORKS ARE SEEN AS THE LEAST RELIABLE SOURCE OF INFORMATION OF THOSE TESTED

% A great deal or fair amount of confidence in the accuracy of information

	US	Canada	France	United Kingdom	Australia	Germany	Japan	Russia
Medical professionals such as doctors and nurses	84%	84%	81%	83%	85%	74%	82%	47%
Government health officials	73%	74%	59%	71%	74%	47%	67%	48%
Television	60%	60%	44%	65%	62%	54%	68%	42%
Radio	55%	58%	50%	63%	55%	55%	58%	33%
Newspapers	57%	59%	46%	51%	57%	54%	68%	31%
Friends, family and colleagues	52%	50%	60%	44%	50%	54%	67%	37%
The Internet	51%	39%	25%	40%	48%	35%	52%	41%
Magazines	44%	32%	32%	32%	31%	35%	38%	27%
Social media networks	37%	27%	13%	22%	32%	22%	31%	32%

How much confidence, if any, do you have in the accuracy of these sources of information on the coronavirus?



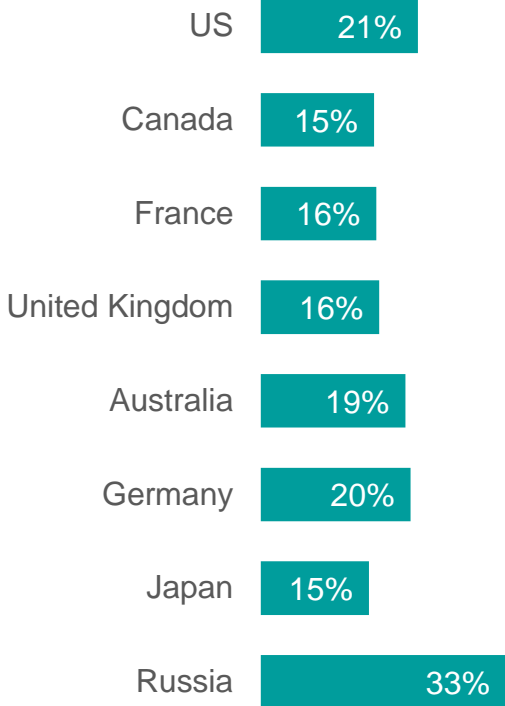
# OPINIONS ON THE STATE OF THE VIRUS

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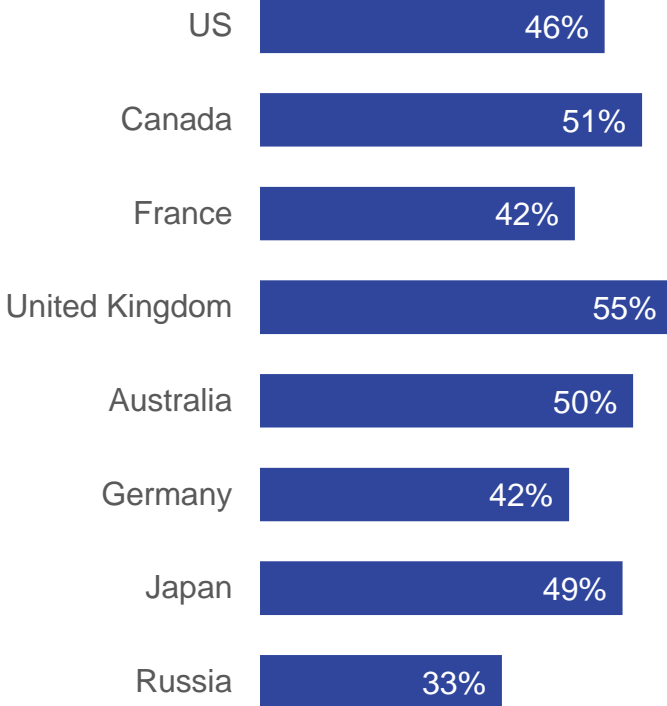
# 5

# ONLY ABOUT ONE IN FIVE PERCEIVE THE VIRUS HAS BEEN CONTAINED

## Agree (% Strongly or somewhat agree)



## Disagree (% Strongly or somewhat disagree)



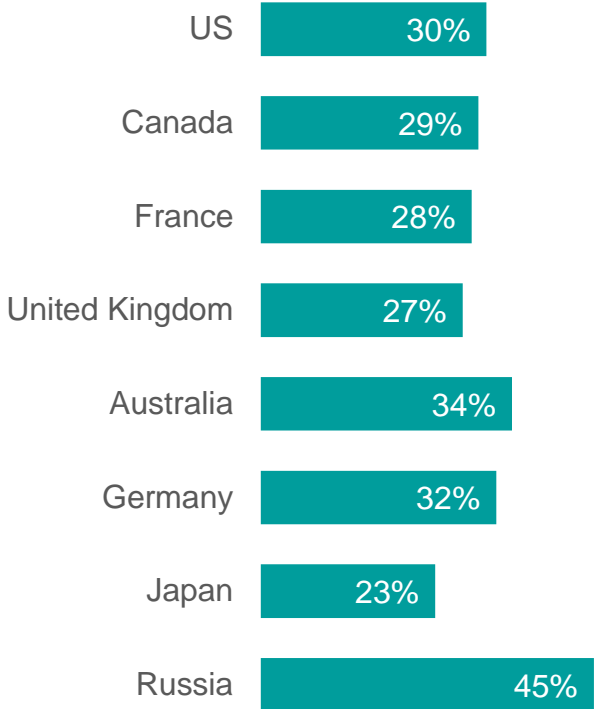
Do you agree or disagree with the following: The coronavirus outbreak has been contained and will soon be over.

(results do not add to 100%; the remainder of the sample is in the middle category of neither agree nor disagree or don't know)

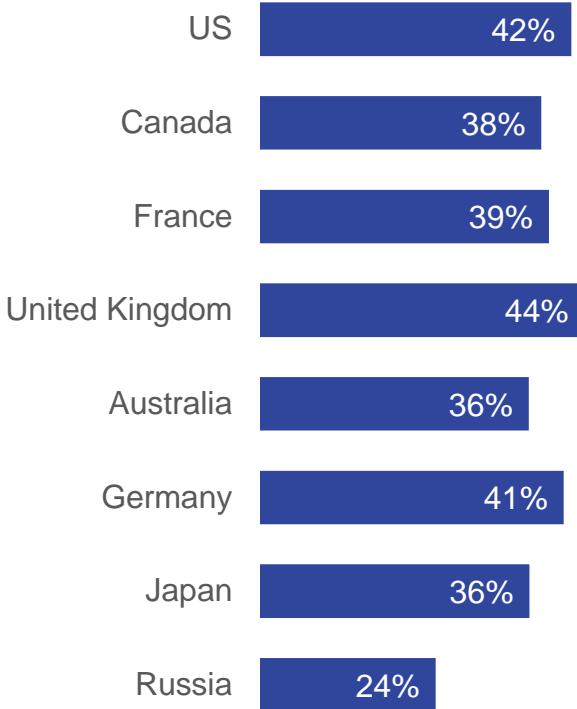


# ON THIS ISSUE, CITIZENS DO NOT BELIEVE THE MEDIA HAS EXAGGERATED THE SITUATION.

## Agree (% Strongly or somewhat agree)



## Disagree (% Strongly or somewhat disagree)



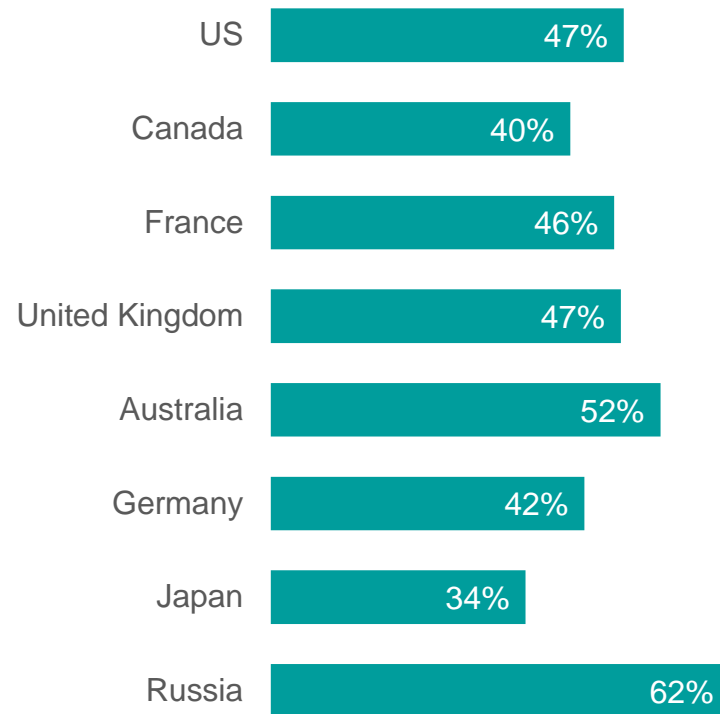
Do you agree or disagree with the following: The media has exaggerated the extent of the coronavirus outbreak.

(results do not add to 100%; the remainder of the sample is in the middle category of neither agree nor disagree or don't know)

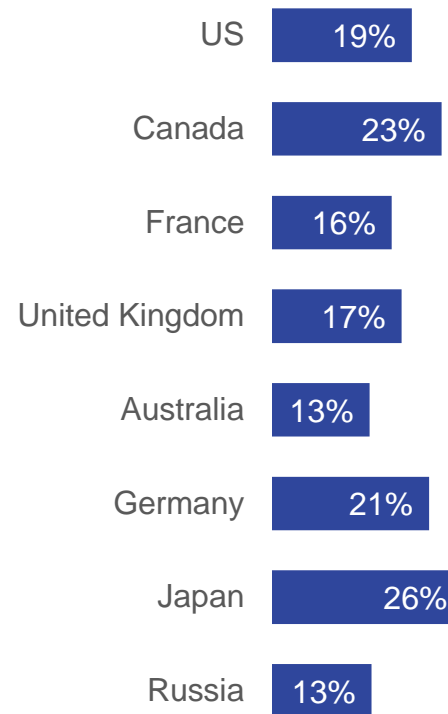


# MODERATE OPTIMISM THAT A VACCINE WILL BE DEVELOPED

## Agree (% Strongly or somewhat agree)



## Disagree (% Strongly or somewhat disagree)



Do you agree or disagree with the following: I am confident pharmaceutical companies will soon develop a vaccine or treatment for the coronavirus

(results do not add to 100%; the remainder of the sample is in the middle category of neither agree nor disagree or don't know)

# PERSONAL ACTIONS

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# 6

# AVOIDING AIRLINES TRAVEL AND HAND WASHING ARE THE MOST FREQUENTLY MENTIONED BEHAVIOURAL CHANGES

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	US	Canada	France	United Kingdom	Australia	Germany	Japan	Russia
Avoid travel to infected countries or areas	63%	69%	63%	65%	70%	63%	58%	67%
Wash hands more often	66%	69%	56%	59%	63%	58%	64%	66%
Take a vaccine if one is developed	46%	45%	34%	49%	53%	37%	23%	45%
Avoid large gatherings of people	40%	32%	32%	29%	39%	40%	67%	52%
Use more disinfectants	45%	37%	30%	31%	38%	35%	36%	40%
Avoid travel by airplane for holiday or leisure	41%	30%	32%	29%	40%	31%	32%	28%
Wear a face mask	34%	22%	26%	25%	34%	14%	63%	38%
Avoided purchasing food products from China	36%	29%	27%	21%	33%	27%	15%	37%
Avoid buying other products made in China	29%	21%	21%	17%	27%	23%	11%	29%

Which of the following actions, if any, would you consider taking in the future to protect yourself from the coronavirus? (multi response)

# ABOUT THREE IN TEN INDICATE THEY ARE PREPARED TO AVOID SHAKING HANDS WITH OTHERS

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	US	Canada	France	United Kingdom	Australia	Germany	Japan	Russia
Avoid travel by airplane for business purpose	34%	25%	19%	23%	29%	25%	16%	25%
Avoid shaking hands with others	33%	30%	19%	26%	26%	27%	25%	21%
Avoid travel on subways or buses	29%	20%	18%	22%	26%	17%	24%	20%
Avoid contact with people of Chinese origin or appearance	17%	11%	12%	14%	23%	28%	28%	37%
Avoid eating in Asian restaurants	18%	12%	13%	10%	20%	15%	8%	30%
Avoid travel by taxis	16%	10%	7%	9%	16%	9%	8%	5%
Not go to school or work	7%	4%	3%	7%	8%	3%	4%	5%
None of the above (Exclusive code, anchor)	7%	10%	11%	12%	7%	12%	7%	6%

Which of the following actions, if any, would you consider taking in the future to protect yourself from the coronavirus? (multi response)

# POLICY ACTIONS

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# 7

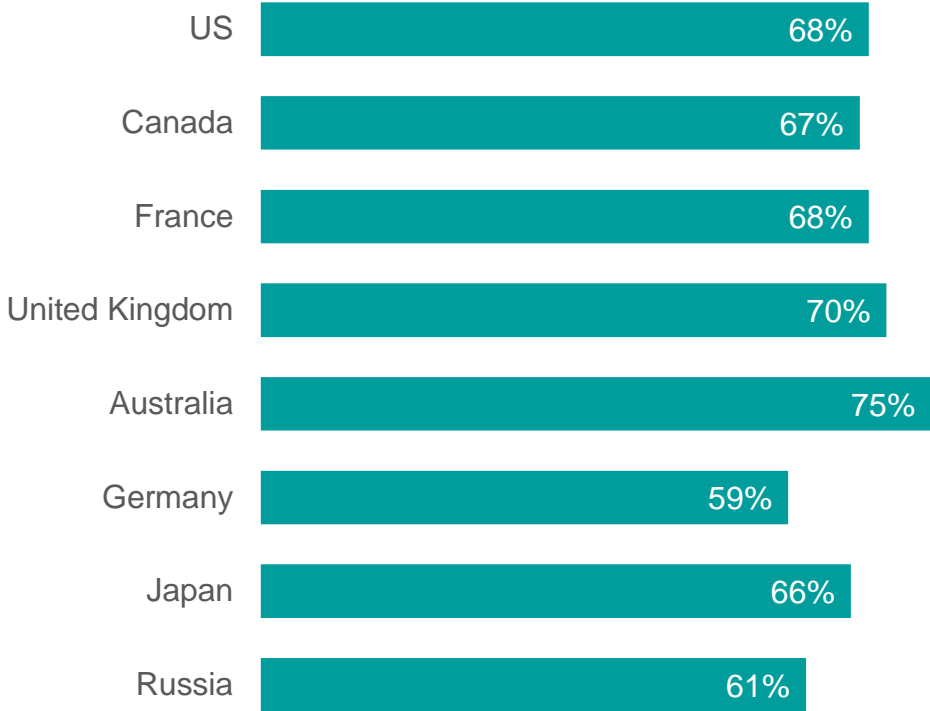


# THERE IS SUPPORT FOR ACTIONS TO CONTAIN THE VIRUS

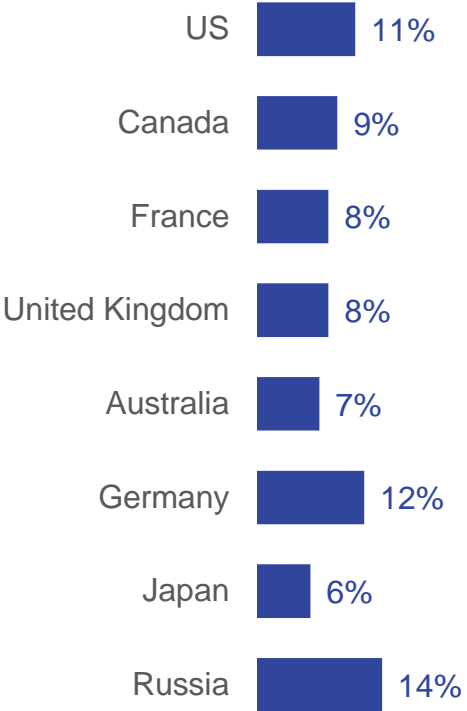
% STRONGLY OR TEND TO SUPPORT	US	Canada	France	United Kingdom	Australia	Germany	Japan	Russia
Anyone travelling to and from infected countries should undergo mandatory screening	83%	86%	87%	86%	88%	78%	78%	91%
Government should impose mandatory quarantine for those who could have the infection	79%	83%	84%	84%	86%	74%	80%	83%
Airlines from my country should stop flying to China	68%	67%	68%	70%	75%	59%	66%	61%
The government should ban any travel to and from affected countries	70%	66%	68%	66%	73%	49%	71%	64%
Public transit systems in my country, including buses, subways, and trains, should be taking precautions to prevent the further spread of coronavirus	73%	60%	56%	61%	70%	48%	76%	72%
The government should send doctors, materials, supplies abroad to help countries affected by the virus	61%	55%	52%	49%	52%	62%	56%	56%
Airlines from my country should stop flying to other infected countries besides China	62%	54%	59%	56%	59%	44%	46%	54%

# ABOUT SEVEN IN TEN SAY AIRLINES IN THEIR COUNTRY SHOULD STOP FLYING TO CHINA

## SUPPORT (Strongly or tend to support)



## OPPOSE (Strongly or tend to oppose)

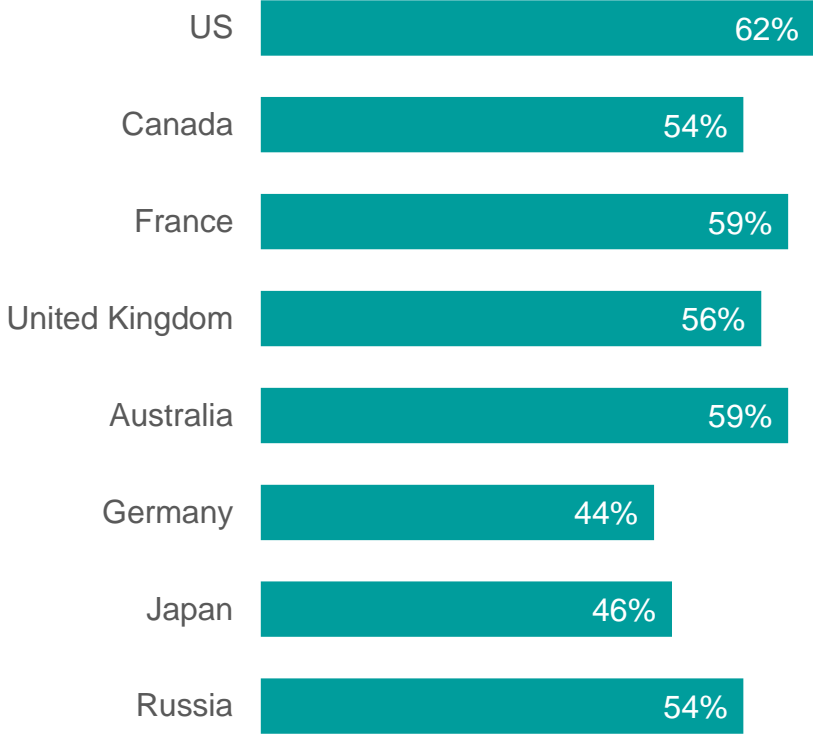


To what extent, if at all, would you support or oppose each of the following measures?  
Airlines from my country should stop flying to China

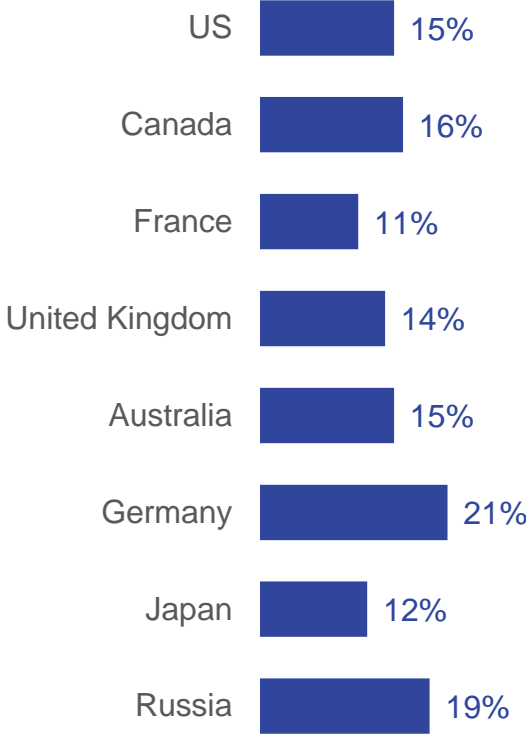


# SUPPORT FOR AIRLINES STOPPING TO FLY TO OTHER INFECTED COUNTRIES BESIDES CHINA

## SUPPORT (Strongly or tend to support)



## OPPOSE (Strongly or tend to oppose)

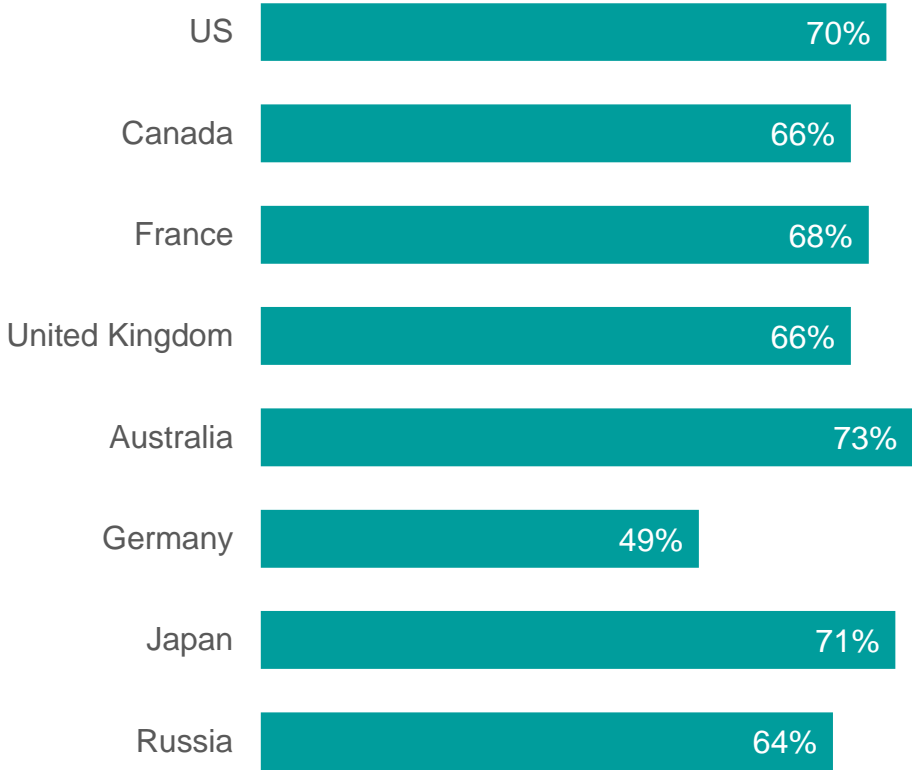


To what extent, if at all, would you support or oppose each of the following measures?  
Airlines from my country should stop flying to other infected countries besides China

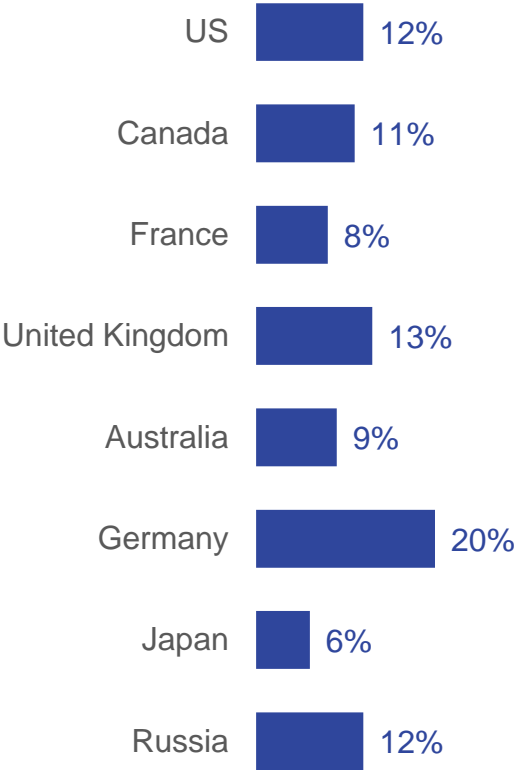


# MAJORITIES BELIEVE TRAVEL SHOULD BE BANNED TO ALL AFFECTED COUNTRIES

## SUPPORT (Strongly or tend to support)



## OPPOSE (Strongly or tend to oppose)

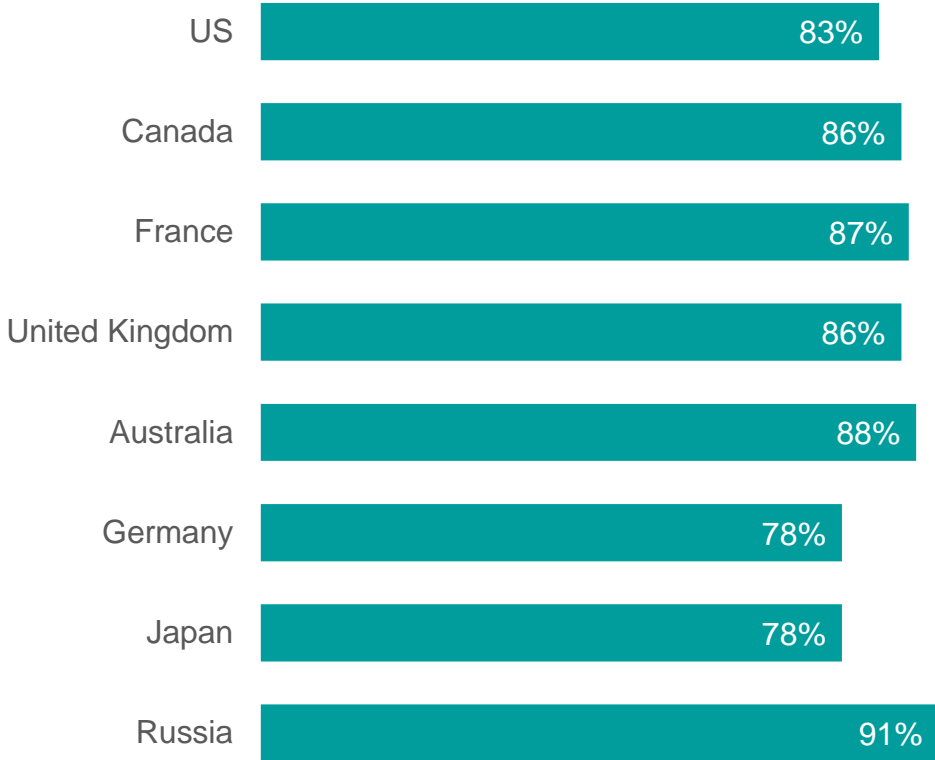


To what extent, if at all, would you support or oppose each of the following measures?  
The government should ban any travel to and from affected countries

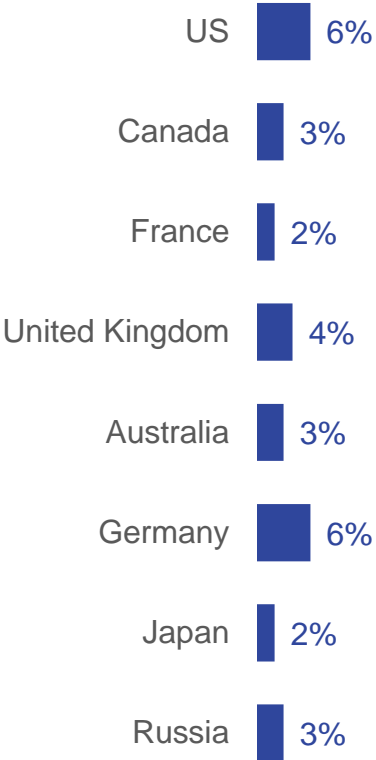


# OVERWHELMING SUPPORT FOR MANDATORY SCREENING

## SUPPORT (Strongly or tend to support)



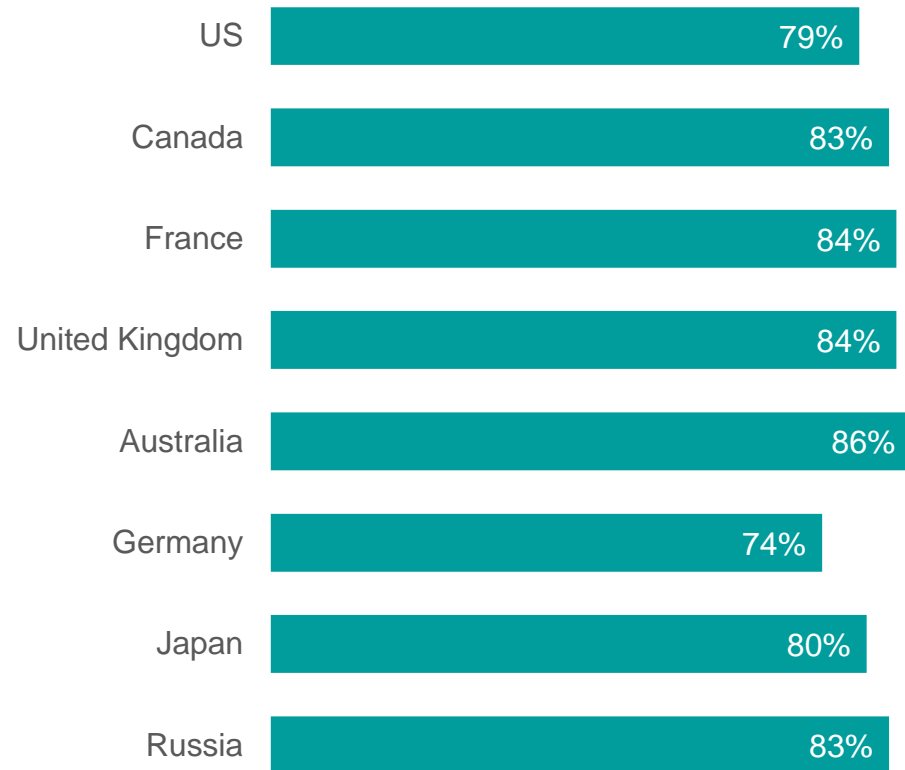
## OPPOSE (Strongly or tend to oppose)



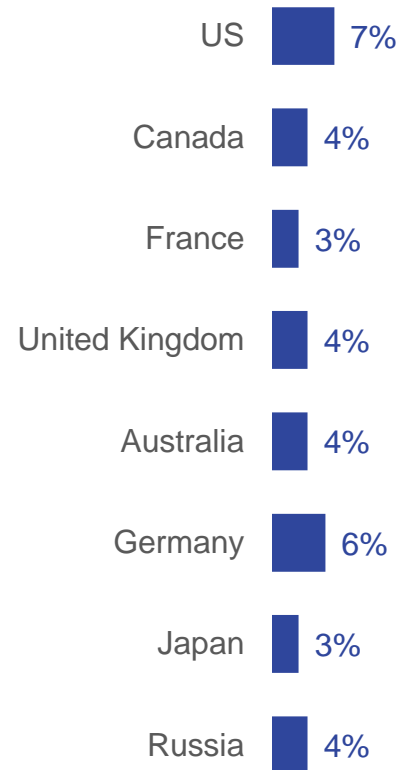
To what extent, if at all, would you support or oppose each of the following measures?  
Anyone travelling to and from infected countries should undergo mandatory screening

# ALL COUNTRIES SURVEYED BELIEVE IN MANDATORY QUARANTINE FOR THOSE WHO MIGHT BE INFECTED

## SUPPORT (Strongly or tend to support)



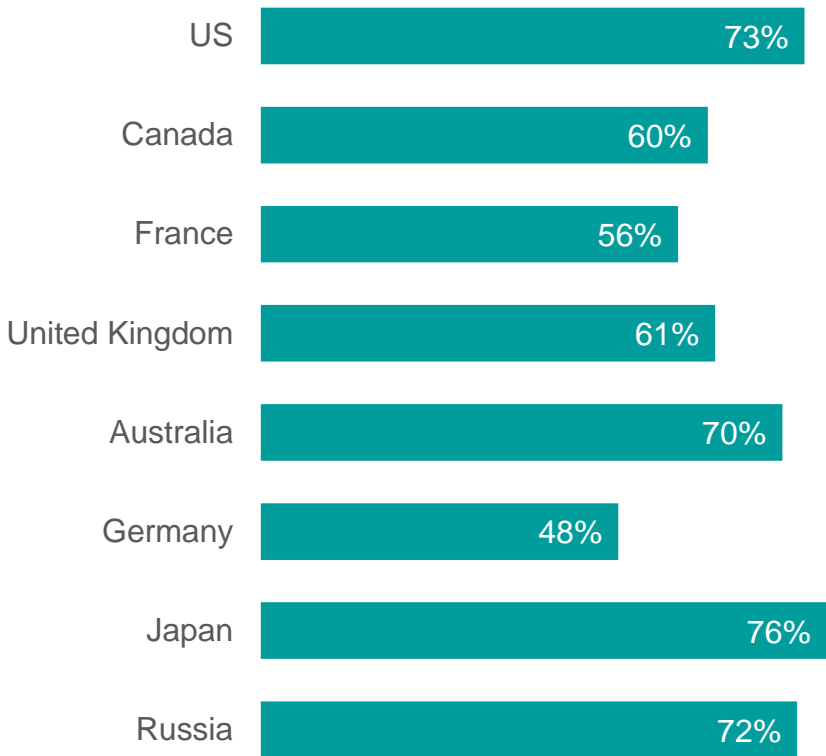
## OPPOSE (Strongly or tend to oppose)



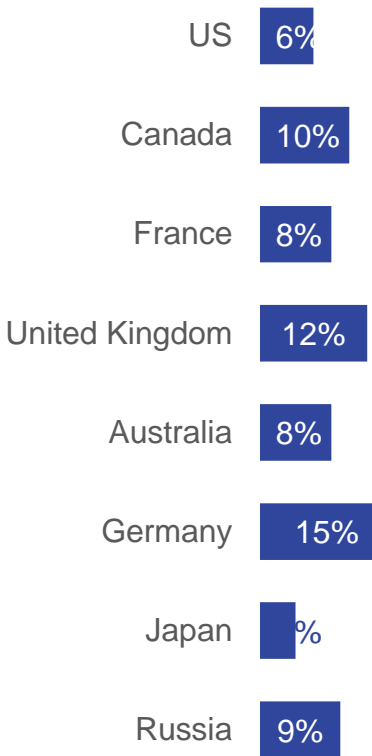
To what extent, if at all, would you support or oppose each of the following measures?  
Government should impose mandatory quarantine for those who could have the infection

# WITH THE EXCEPTION OF GERMANY, THERE IS MAJORITY SUPPORT FOR PUBLIC TRANSIT SYSTEMS TAKING EXTRA PRECAUTIONS

## SUPPORT (Strongly or tend to support)



## OPPOSE (Strongly or tend to oppose)



To what extent, if at all, would you support or oppose each of the following measures?  
Public transit systems in my country should be taking precautions to prevent the further spread of coronavirus



# LONGER TERM IMPLICATIONS

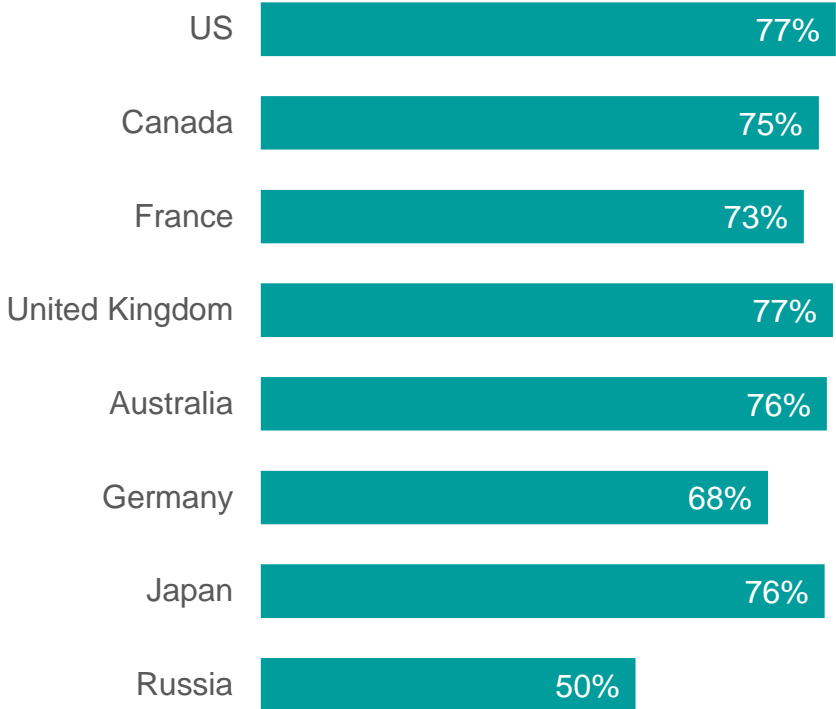
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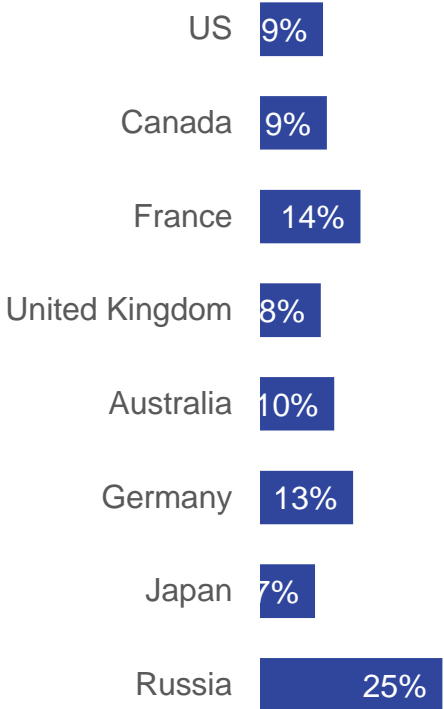


# MAJORITIES BELIEVE PEOPLE WILL BE LESS LIKELY TO TRAVEL TO CHINA

## Likely (% Very or somewhat likely)



## Unlikely (% Very or somewhat unlikely)

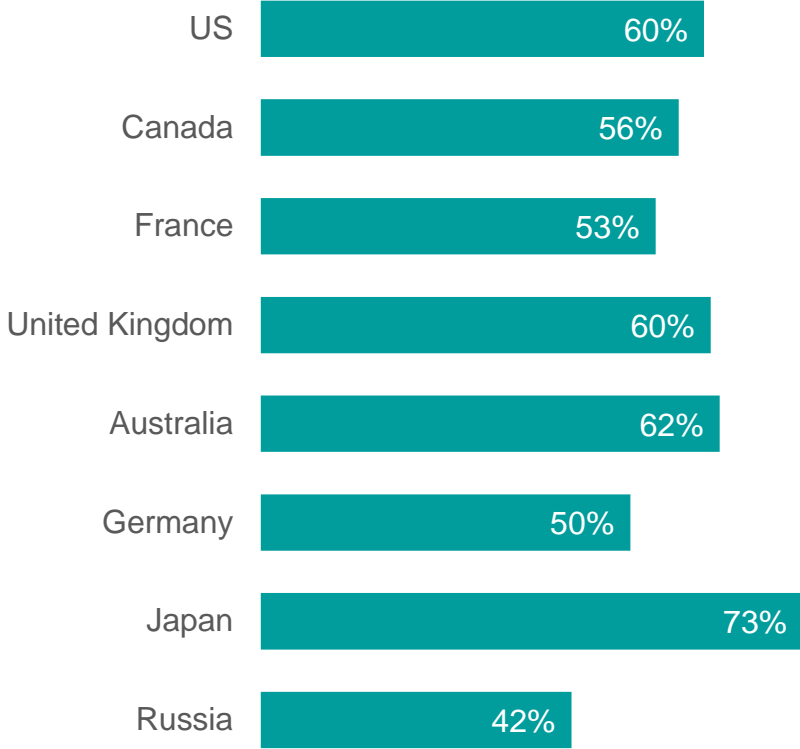


How likely or unlikely do you think each of the following are to occur in the longer term as a result of the Coronavirus? People will be less likely to travel to China

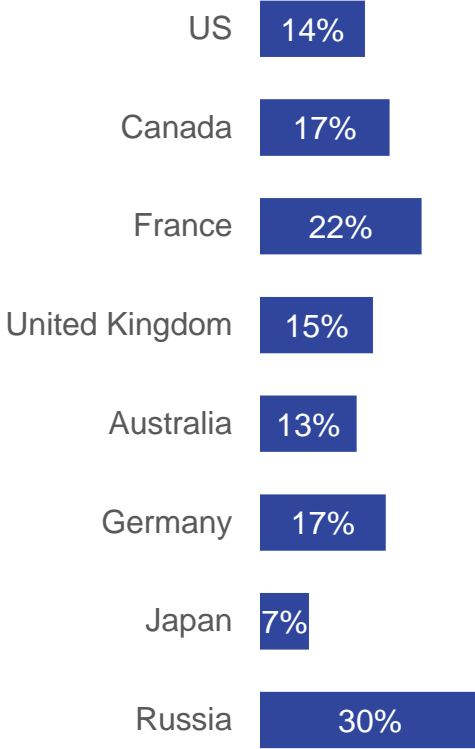


# THERE IS A VIEW THAT MAJOR SPORTING EVENTS COULD BE IMPACTED

## Likely (% Very or somewhat likely)



## Unlikely (% Very or somewhat unlikely)

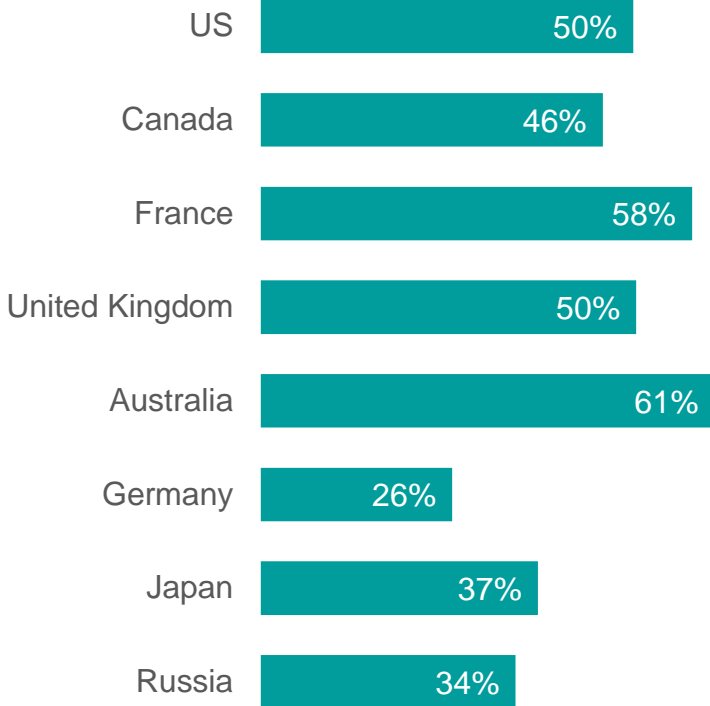


How likely or unlikely do you think each of the following are to occur in the longer term as a result of the Coronavirus? Major international events in the coming months could be jeopardized, such as the Olympic Games

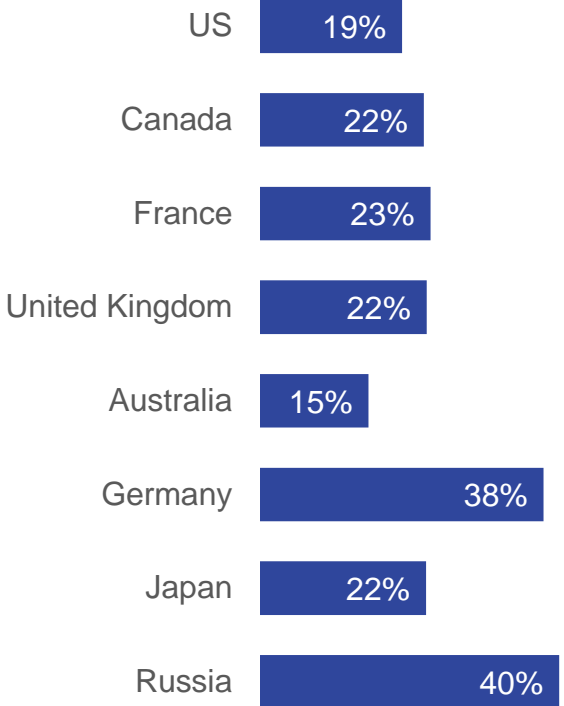


# DISRUPTION IN TRADE WITH CHINA IS MIXED ACROSS COUNTRIES WITH GERMANY, JAPAN AND RUSSIA TO BE SPLIT IN THEIR OPINION ON IMPACT

**Likely** (% Very or somewhat likely)



**Unlikely** (% Very or somewhat unlikely)

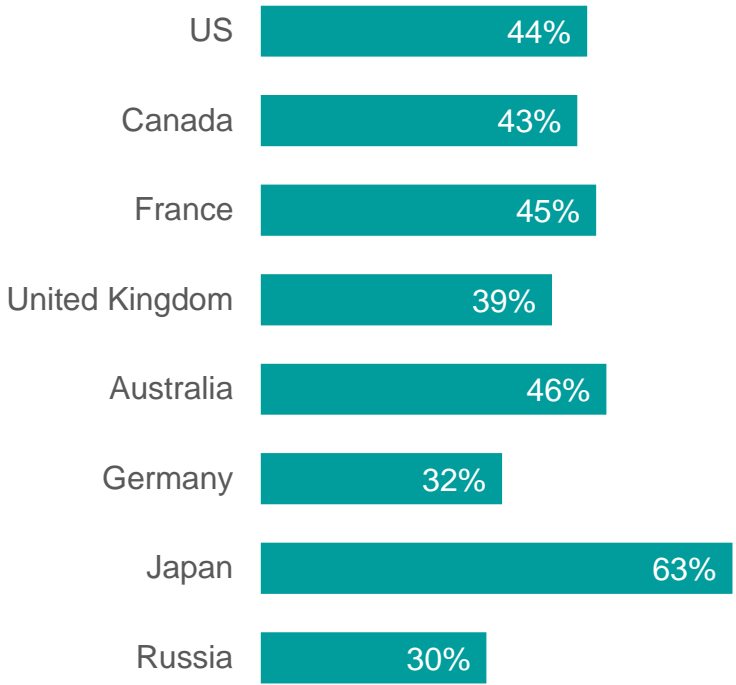


How likely or unlikely do you think each of the following are to occur in the longer term as a result of the Coronavirus? Disruption in trade between my country and China

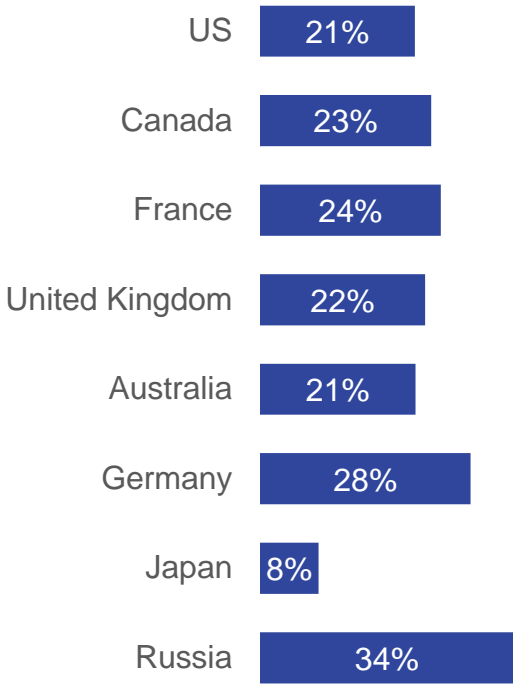


# PEOPLE ARE SLIGHTLY MORE LIKELY THAN NOT TO SAY THAT TRUST IN HEALTH AUTHORITIES WILL BE IMPACTED

## Likely (% Very or somewhat likely)



## Unlikely (% Very or somewhat unlikely)



How likely or unlikely do you think each of the following are to occur in the longer term as a result of the Coronavirus? Trust in Global Health Authorities will be questioned



# ABOUT IPSOS

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# GAME CHANGERS

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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.**

**BE  
SURE.  
ACT  
SMARTER.**

**GAME CHANGERS**

