

CORONAVIRUS: OPINION AND REACTION

**TOPLINE RESULTS FROM A MULTI-
COUNTRY POLL
WAVE 3 – PUBLIC RELEASE**

March 3, 2020

GAME CHANGERS



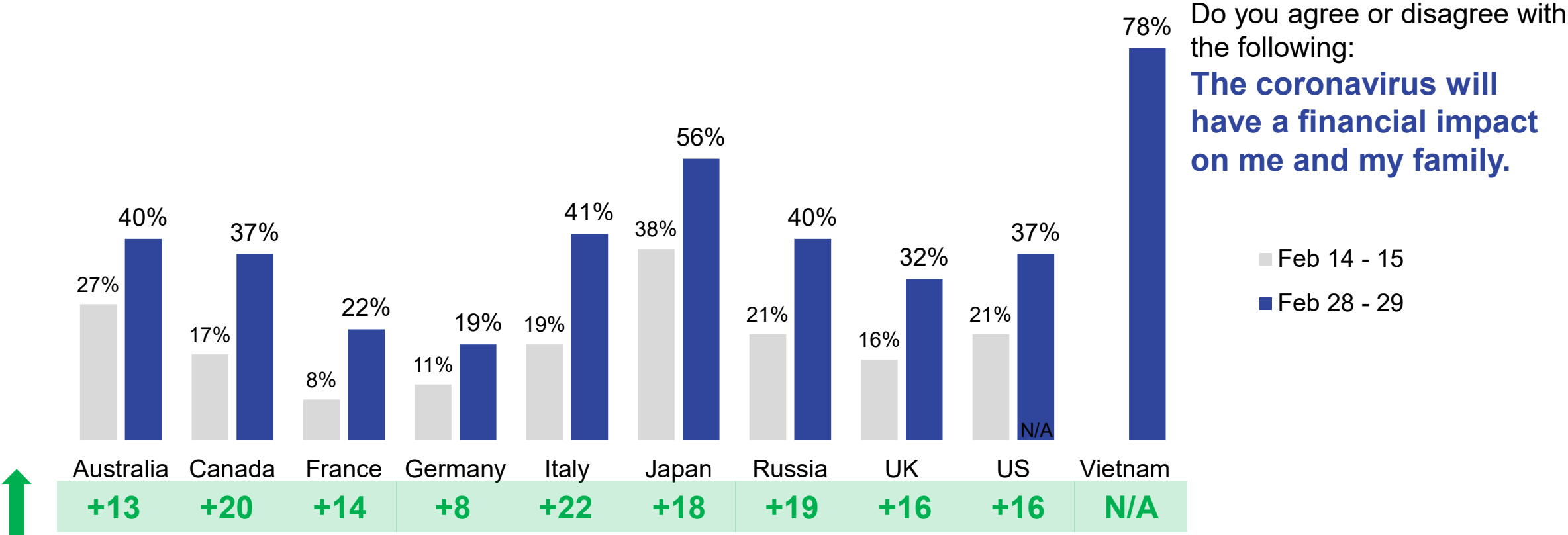
People around the world are **starting to fear the impact of COVID-19** and are **taking action**

- **PERSONAL IMPACT:** Rise in perceived personal financial impact and those employed are more likely to foresee an impact on their job.
 - About one in four believe that someone close to them will become infected.
- **SENSE OF UNPREDICTABILITY:** Majorities in each market believe the virus has reached their country because it is impossible to forecast how the virus will spread.
 - Large majorities support quarantine of cities and towns.
- **ACTIONS AND MEASURES:** We are seeing signs of stockpiling and avoidance behaviours.

See methodology notes for full description of the data collection specifications

Significant increase in all countries on perception of **personal financial impact**.

% Strongly + Somewhat Agree

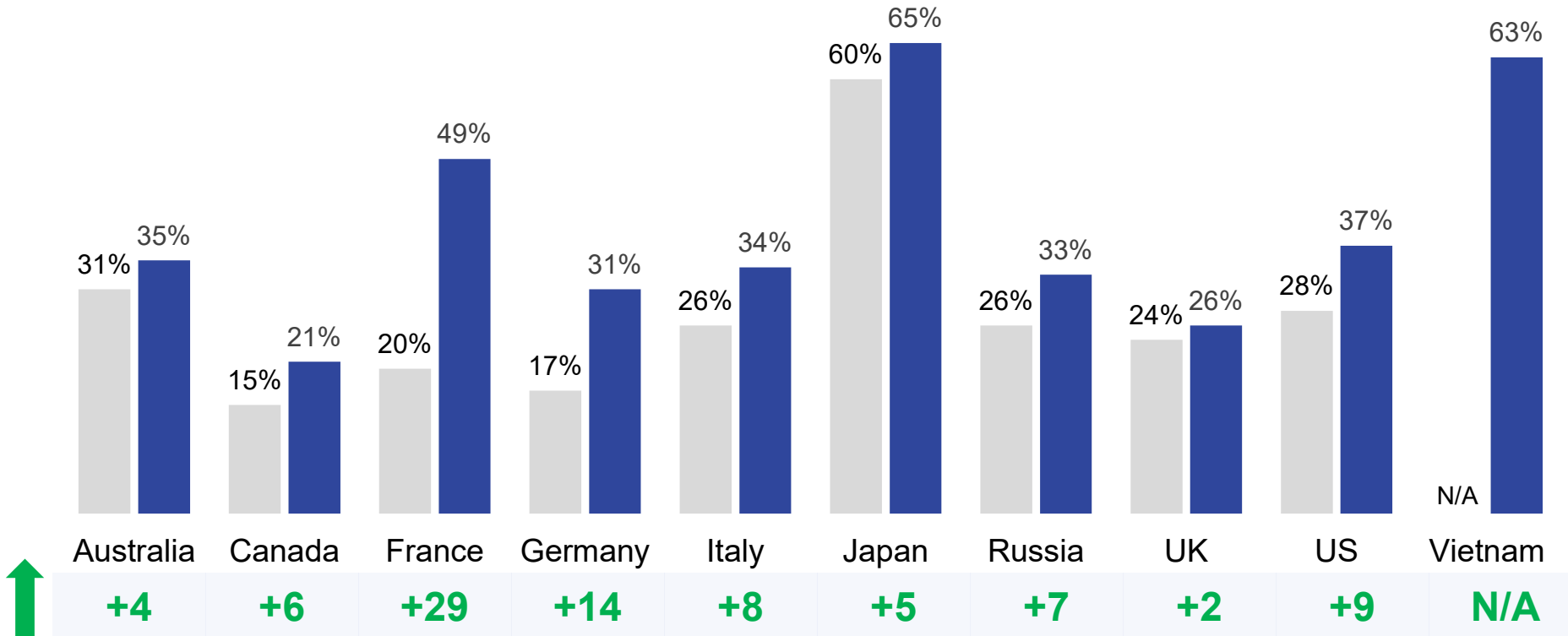


See methodology notes for full description of the data collection specifications



Increase in **perceived threat** to “my” country in all markets, more than doubling in France

% Very high + High threat for Your Country



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

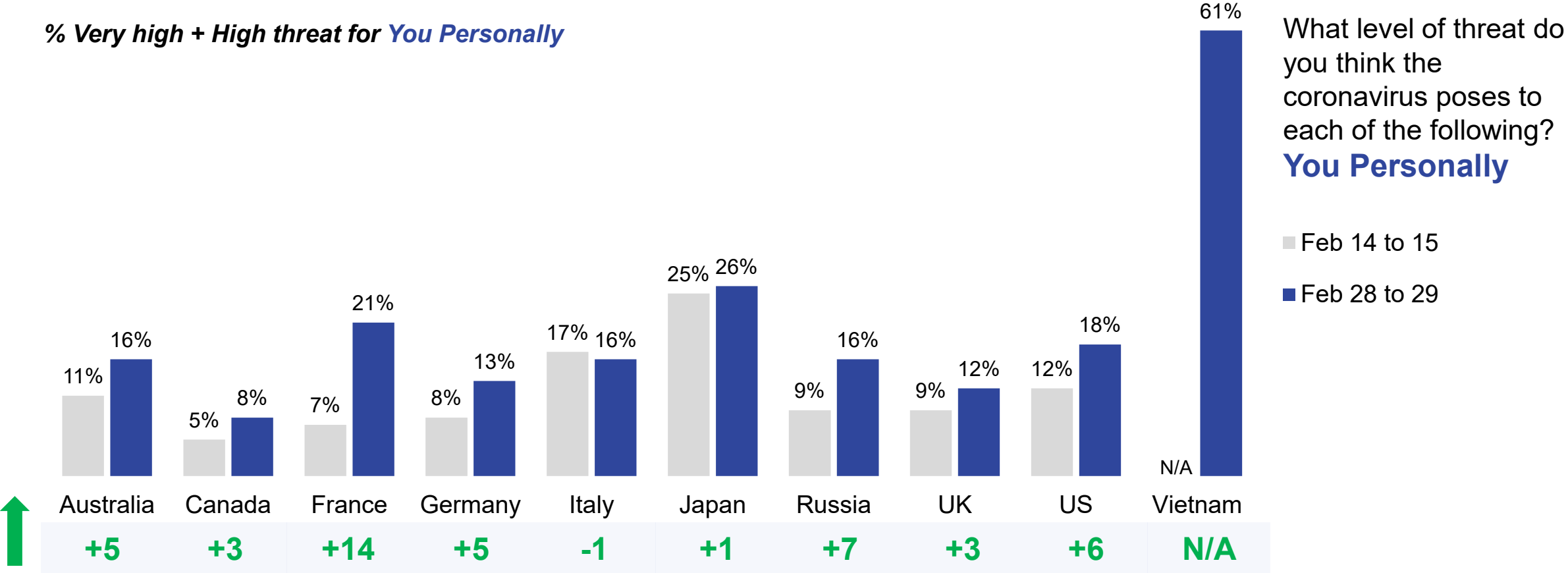
■ Feb 14 to 15
■ Feb 28 to 29

See methodology notes for full description of the data collection specifications



While lower than country-level impact, perception of **personal threat** is rising

% Very high + High threat for *You Personally*



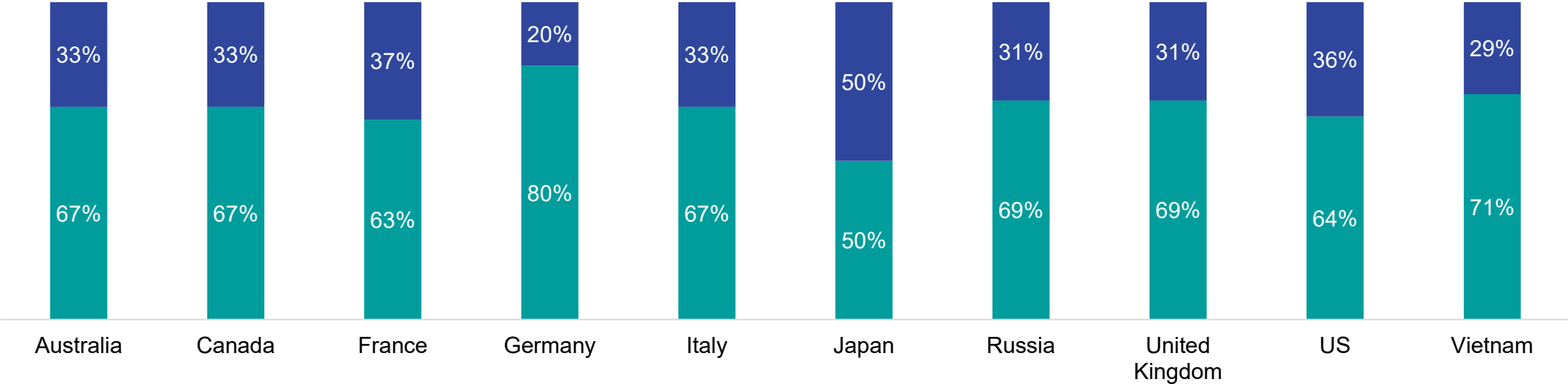
See methodology notes for full description of the data collection specifications



Most see the spread of the virus as due to its **unpredictability** rather than **failure of countermeasures**

That the coronavirus or COVID-19 has found its way into my country means that:

- It is because correct preventative countermeasures were not enforced by my country's authorities
- It is impossible to forecast how the virus is spreading



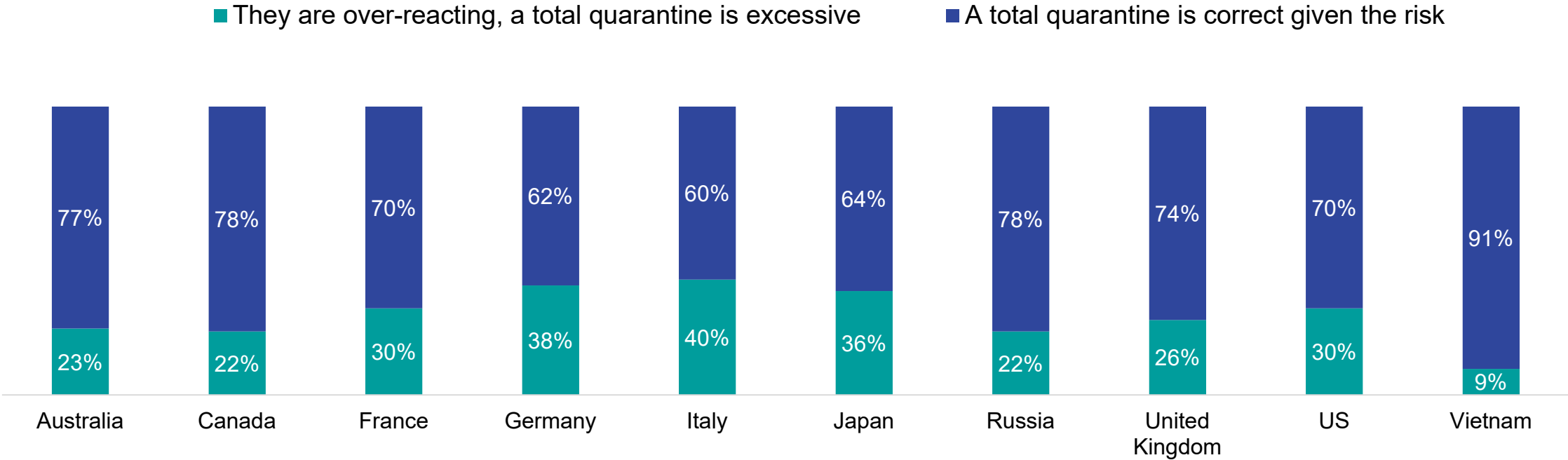
Feb 28 - 29

See methodology notes for full description of the data collection specifications



Citizens are **willing to accept quarantines** of cities and towns to manage the risk

If you heard your government had decided to totally quarantine certain towns or cities because of large numbers of coronavirus or COVID-19 cases meaning no one could go in or out, which would you think?



Feb 28 - 29

See methodology notes for full description of the data collection specifications



METHODOLOGY AND NOTES

METHODOLOGY

These are the results of an Ipsos survey conducted February 28-29, 2020 on the Global Advisor online platform among 10,000 adults aged 18-74 in Canada and the United States and 16-74 in Australia, France, Germany, Italy, Japan, Russia, Vietnam and the United Kingdom. Where available, tracking results from Wave 2, conducted February 14-15, 2020 are presented. Sample sizes are consistent wave to wave.

The sample consists of approximately 1000+ individuals in each country. The samples in Australia, Canada, France, Germany, Italy, 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 and Vietnam 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).

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 & feel about their world.

ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg
IPS:FP
www.ipsos.com

GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

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.