



## PRESS RELEASE

### Rising concern that the Coronavirus will have a personal financial impact and poses a high threat to their country

Majority of people think it is impossible to forecast how the virus is spreading.

**Paris, March 3, 2020** — In an Ipsos poll conducted across 10 large countries on February 28 and 29, there is a significant increase in the number of people who believe the virus will have a personal financial impact compared to a poll conducted on February 14 and 15.

Italy sees the biggest jump on this measure with a 22-point increase – taking the number of those worried about the impact on their finances to two in five people (41%). There are also double-digit increases in Canada (+20), Russia (+19), Japan (+18) the United States (+16), United Kingdom (+16) and France (+14). Vietnam was only measured in the latest wave and top the level of concern with 78%.

	Australia	Canada	France	Germany	Italy	Japan	Russia	United Kingdom	US
Feb 28-29	40%	37%	22%	19%	41%	56%	40%	32%	37%
Increase from Feb 14-15	<b>+13</b>	<b>+20</b>	<b>+14</b>	<b>+8</b>	<b>+22</b>	<b>+18</b>	<b>+19</b>	<b>+16</b>	<b>+16</b>

When asked why the virus has reached their country, majorities in each market believe this is because it is impossible to forecast how the virus will spread, rather than due to a lack of preventative action by government authorities. Those in Germany (80%) and Vietnam (71%), but also in the UK (69%), Canada (67%) and France (63%) are most likely to perceive the virus as impossible to forecast. In return the perception that the arrival of the virus is due to a lack of preventative countermeasures by authorities is lower in most countries. Japan stands out being split between the two positions and hence the most critical about countermeasures and the least convinced it is impossible to forecast (50% / 50%).

The survey also shows a general rise of the proportion who believe the virus poses a high or very high threat to their country. France saw the biggest increase on this measure at 49%, a 29-point increase from two weeks ago. Japan is ranking the highest on this measure (65%) followed by Vietnam (63%) while the lowest remains Canada (21%).



## PRESS RELEASE

### About the Study

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, United Kingdom and Vietnam.

The sample consists of approximately 1,000 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 samples in Russia and Vietnam are 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.

The publication of these findings abides by local rules and regulations.

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.

### For more information on this news release, please contact:

Darrell Bricker  
[Darrell.Bricker@ipsos.com](mailto:Darrell.Bricker@ipsos.com)



## PRESS RELEASE

### About Ipsos

Ipsos is now 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 – summarizes 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](http://www.ipsos.com)

The publication of these findings abides by local rules and regulations.