



PRESS RELEASE

Most of us are staying home to stop spread of COVID-19, shows latest poll

The countries with the biggest increase in self-isolation are Russia, Vietnam and Australia

Paris, France April 8, 2020 — The majority of people in all except one of the 15 countries surveyed by Ipsos last week say they are self-isolating or quarantining at home to stop the spread of COVID-19.

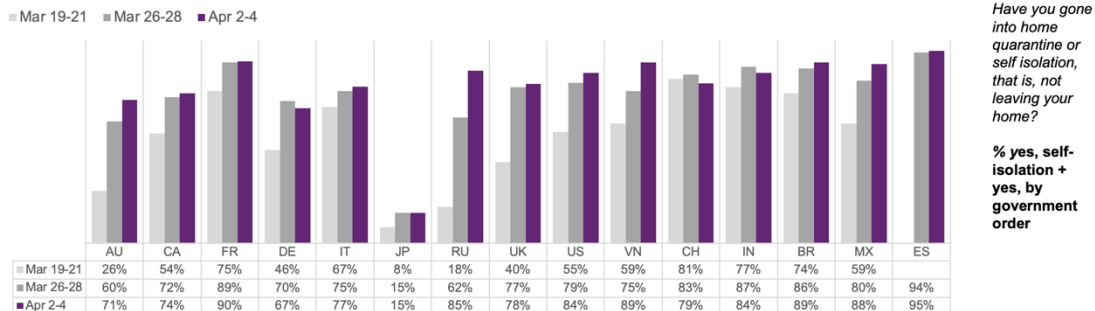
In a survey of 28,000 people conducted from April 2 to 4, Japan is the only exception to this with just 15% of the respondents saying they are staying home to fight the coronavirus pandemic.

Countries in which at least four in five people now report they are self-isolating include Spain (95%), Vietnam (94%), France (90%), Brazil (89%), Mexico (88%), Russia (85%), the United States and India (84%). The peak for reported self-isolation was reached two weeks ago in about half the countries surveyed, and there has been little movement since.

However, respondents in a few countries have shown slight declines in self-isolation over the past week including China down 4 percentage points, India (-3), and Germany (-3). The country with the biggest increase in self-isolation is Russia (+23 points), followed by Vietnam (+16), Australia (+11), and Mexico (+8).

Overall, the data shows the strategy of self-isolation has become well-accepted by populations in most of the countries surveyed. Not only are governments implementing the measures, but their citizens are mostly complying and staying home.

DEFINING ISOLATION



28,000 adults polled from 15 countries from April 2-4, 2020





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About the Study

These are the results of an Ipsos survey conducted April 2nd to 4th, 2020 on the Global Advisor online platform among 28,000 adults aged 18-74 in Canada and the United States and 16-74 in Australia, Brazil, China, France, Germany, Italy, Japan, Mexico, Russia, Vietnam and the United Kingdom. Where available, tracking results from previous studies, conducted through March and selected results from February are referenced by date.

The sample consists of approximately 2,000 individuals in each country with the exception of Vietnam each at 1,000. 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 over age 16 or 18 (as above) and under the age of 75. The sample in Brazil, China, India, Mexico, Russia, South Korea 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. Sample sizes in previous waves were 1,000 per country.

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).

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For more information on this news release, please contact:

Darrell Bricker, PhD
Global Service Line Leader, Public Affairs
+1 416 324 2001
Darrell.Bricker@ipsos.com

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

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