



PRESS RELEASE

Increasing pessimism about ‘return to normal’ by June from COVID-19 crisis, shows poll

People in Japan, the U.K. and Australia are most negative about a recovery by June

Paris, France April 9, 2020 — Optimism over the coronavirus outbreak coming to an end in a few months has declined in most countries surveyed by Ipsos since March in the latest global poll.

In mid-March, majorities of people in most countries surveyed believed the COVID-19 crisis was a relatively short-term crisis which would be resolved by June, and life would return to normal.

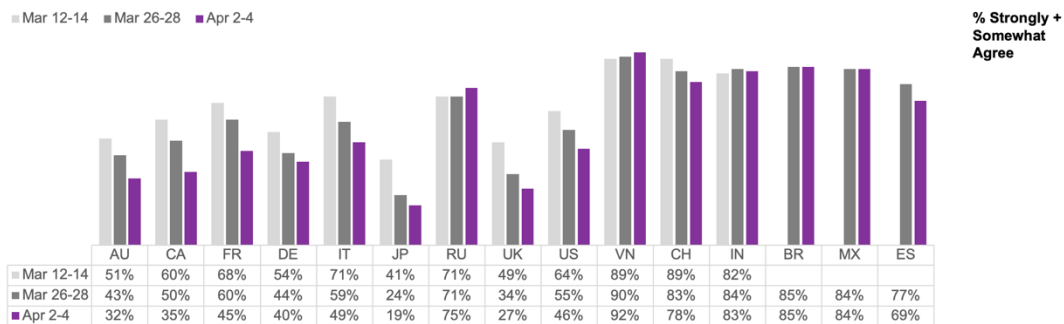
This optimism has continuously declined in about half the country’s polled since March 12-14 as citizens appear to be settling in for the long haul. In a survey of 28,000 people across 15 countries conducted from April 2 to 4, the respondents most negative about a recovery by June are in Japan (19%), the United Kingdom (27%), and Australia (32%).

On the other end, those most optimistic about a June recovery are in Vietnam (92%), Brazil (85%) and Mexico (84%).

The biggest change we have seen in opinions since mid-March about a June recovery have been in countries where optimism has declined. This is led by Canada down 25 percentage points, followed by France (-23), Italy, Japan and the U.K. (-22).

Overall, these findings show that in countries where there has been a large movement in opinion about a June recovery, the sentiment turned more negative than positive.

I EXPECT THINGS TO RETURN TO NORMAL BY JUNE



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, India, 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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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.

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).

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