



PRESS RELEASE

More people say they're wearing masks to protect themselves from COVID-19 since March

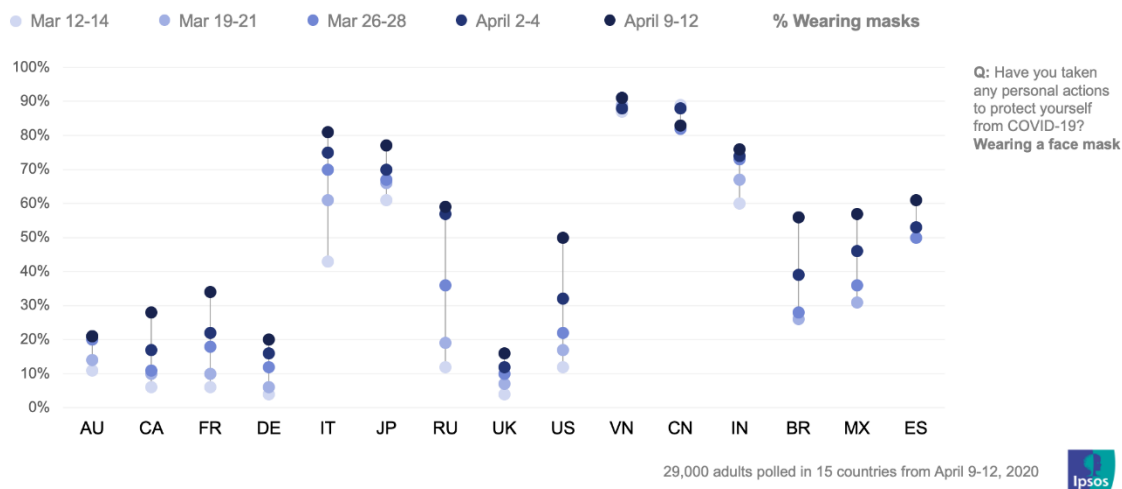
There's been an increase in the number of people wearing masks in many countries

Paris, France, April 16, 2020 — More people across 15 major countries say they are now wearing a face mask to protect themselves from the coronavirus pandemic.

In a survey of nearly 29,000 respondents conducted from April 9 to 12 in 15 countries, there's been gradual increase in the number of people who say they are now wearing a face mask due to COVID-19 since mid-March.

Countries where most respondents are taking this personal action are Vietnam (91%), China (83%), Italy (81%), Japan (77%) and India (76%). Meanwhile, those in developed nations are least likely to do this including the United Kingdom (16%), Germany (20%), Australia (21%), Canada (28%) and France (34%).

WHO IS WEARING FACE MASKS?



Since March, Russia (+47 percentage points), the United States and Italy (+38) have seen the biggest jumps in the number of people who now say they are wearing a mask, followed by significant increases in Brazil (+30), France (+28) and Mexico (+26). China remains high with only a small decline (-6) on this measure since March 12 to 14.



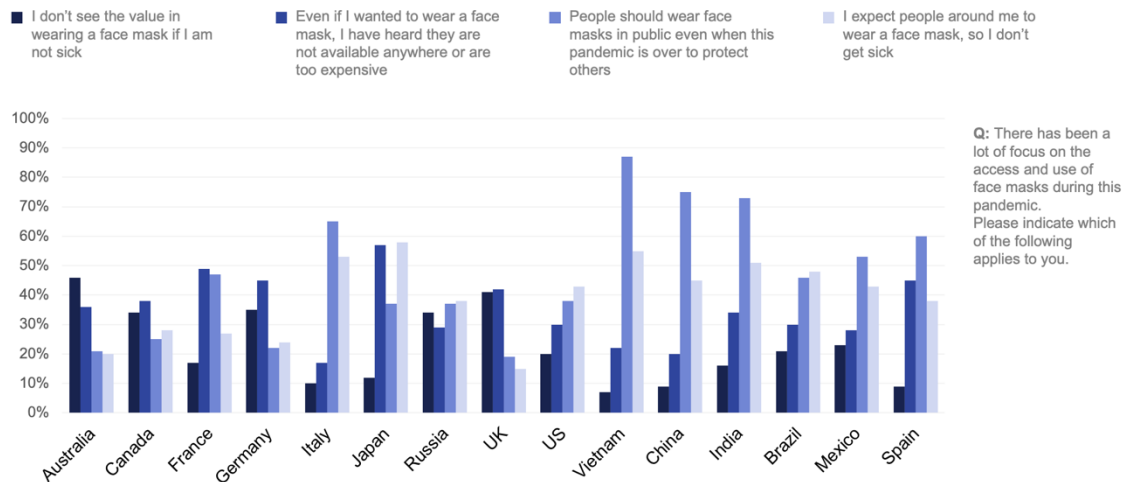
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A perceived draw back in wearing face masks in many countries is getting access to one. Nearly three in five people (57%) in Japan say they have heard masks are not available or are too expensive even if they wanted to wear one. This sentiment is also high in France (49%), Germany and Spain (45%).

In terms of expectations, people in Japan (58%) and Vietnam (55%) and hard-hit Italy (53%) expect others to wear a mask around them so they don't get sick.

Meanwhile, respondents in Australia (46%) and the U.K. (41%) were most likely to say they did not see the value in wearing a face mask if they are not sick. This sentiment was lowest in Vietnam (7%), China and Spain (9%).

HOW DO YOU FEEL ABOUT FACE MASKS?



29,000 adults polled in 15 countries from April 9-12, 2020



About the Study

These are the results of an Ipsos survey conducted April 9th to 12th, 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.





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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, 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 may vary in prior waves.

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.

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