PRESS RELEASE

Australians divided on the opening of businesses – due to concern that it puts too many people at risk of COVID-19 – Ipsos survey

We are also split on whether jobs lost will be recovered

June 4, 2020 — A majority of people in nine out of 16 countries think opening businesses now puts too many people at risk of contracting COVID-19, while Australians are split with 49% agreeing with this opinion and 51% believing the risk is minimal, according to a new Ipsos survey.

Australians are also split on whether jobs lost during the lockdown will return, with 47% believing they will return and 45% believing they will not. Globally, more people say most jobs lost during the lockdown will not return, suggesting those that support reopening are doing so in spite of the risk rather than believing the risk is low.

In a poll of 16,000 people in 16 countries conducted from May 21 to 24, people in Brazil (71%), India (69%), Mexico and South Korea (65%), Japan and the United Kingdom (62%) and the United States (60%) are most likely to say we need to wait at least a few more weeks before opening businesses, because opening now would put too many people at risk of contracting COVID-19.

But on the opposite end, those in the hard hit countries of China (65%), Italy (64%), France (59%), Germany (57%) and Russia (55%) are most likely to say the health risk is minimal if people follow social distancing rules, and they need to get the economy moving again.

People most divided on taking this action are in Spain, Australia and South Africa with only 2 percentage points between those who think opening businesses now puts too many people at risk versus those who say the risk is minimal.

Ipsos Australia Director, David Elliott, said: “These results reflect a tension we have been seeing in our COVID-19 tracking for some time. Australians are keen for a return to normal but at the same time are nervous about emerging from lockdown. There is a clear need for Government, both State and Federal, and businesses to communicate to citizens, employees, customers and the like about what steps are being taken to keep us all safe and healthy, as we emerge from lockdown and try to resume some kind of normality in our daily lives.”

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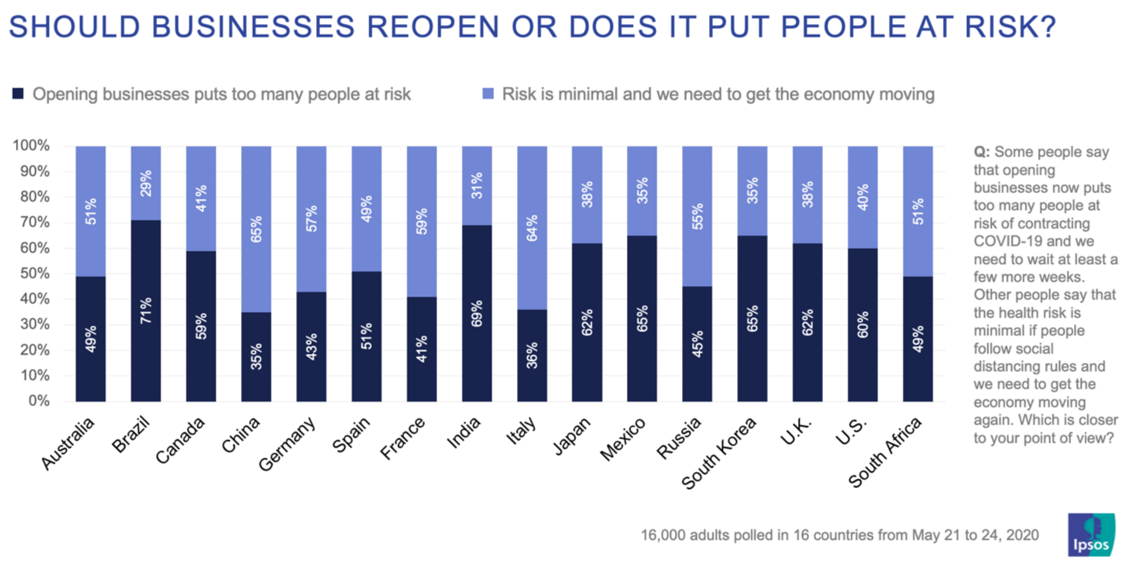

A majority of people in France (69%), Spain (62%), South Korea and South Africa (61%), Italy (60%), Japan (58%), the U.K. (57%), and Russia (52%) don't think most jobs lost during the pandemic will return as soon as the stay in place and lockdown restrictions are lifted.

A majority of respondents in India (73%) and Germany (51%) are the only ones out of 15 countries to believe that most lost jobs will return once restrictions are eased.

A number of countries are divided on this question with only 2 points separating those who agree and disagree on whether jobs will be recovered in Australia and Mexico, followed by the U.S. (3), Brazil (7), Canada (9) and Germany (10).

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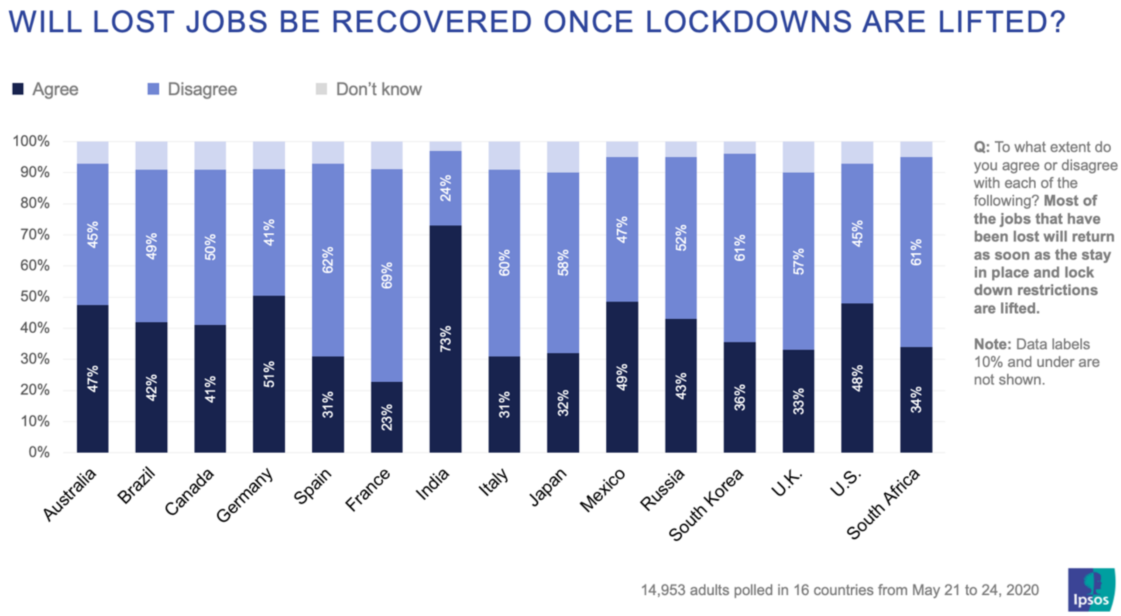

About the Study

These are the results from Ipsos Essentials, a weekly global syndicated study examining the opinions and behaviours as countries move through the pandemic. These results were collected May 21st to 24th, 2020 using an online methodology 16,000 adults aged 18-74 in Canada and the United States and 16-74 in Australia, Brazil, China, France, Germany, Italy, Spain, India, Japan, Mexico, Russia, South Africa, South Korea and the United Kingdom.

The sample for this study consists of approximately 1,000 individuals in each country. The samples in Australia, Canada, France, Germany, Italy, Spain, Japan, South Korea, 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 South Africa 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 up 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 is 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:

Rochelle Burbury
Third Avenue Consulting
0408 774 577
rochelle@thirdavenue.com.au

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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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