

IPSOS ESSENTIALS

Tracking consumer attitudes and behavior
in a time of crisis

Phase 3: Aug 27 – 30, 2020

GAME CHANGERS





Notes on this Report

Ipsos has been tracking public opinion since early February.

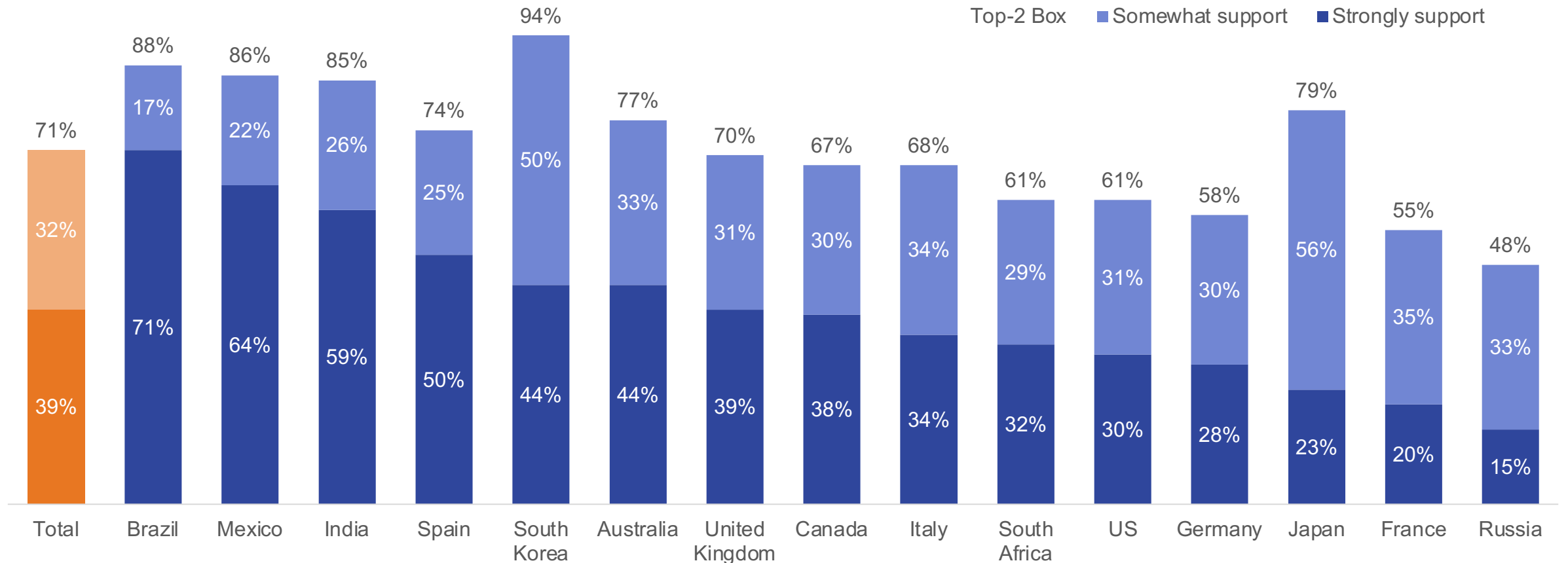
This report marks Wave 23 of our Essentials tracking report and the fourth report of “Phase 3.” In this edition, we revisit eCommerce behaviour and also introduce the topic of mandatory vaccinations.

As a reminder, shopping categories will be rotated every other wave, so companies will see their categories updated on a monthly basis.

Support for mandatory vaccines is strongest in countries with the greatest health impact

Expect for South Africa and France, who are among the most impacted from a health/COVID diagnosis perspective but don't show strong support.

Support for Mandatory Vaccinations



Q: To what degree do you support or oppose each of the following? (n=13500)

METHODOLOGY & NOTES

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Methodology

These are the results of an Ipsos survey conducted August 27th to 30th 2020 on the Global Advisor online platform among 14,500 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 500 individuals in South Africa, Mexico and Russia and 1,000 individuals in the other 13 countries. 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 (US and Canada) 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).

Note that certain questions were not asked in China.

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Ipsos is 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 – summarises 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).

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Game Changers

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At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.

Ultimately, success comes down to a simple truth:

**YOU ACT BETTER
WHEN YOU ARE SURE.**