

GLOBAL ATTITUDES ON A COVID-19 VACCINE

Ipsos survey for The World Economic Forum

Conducted October 8-13, 2020

For more information, go to <https://www.ipsos.com/en/global-attitudes-covid-19-vaccine-october-2020>

GAME CHANGERS



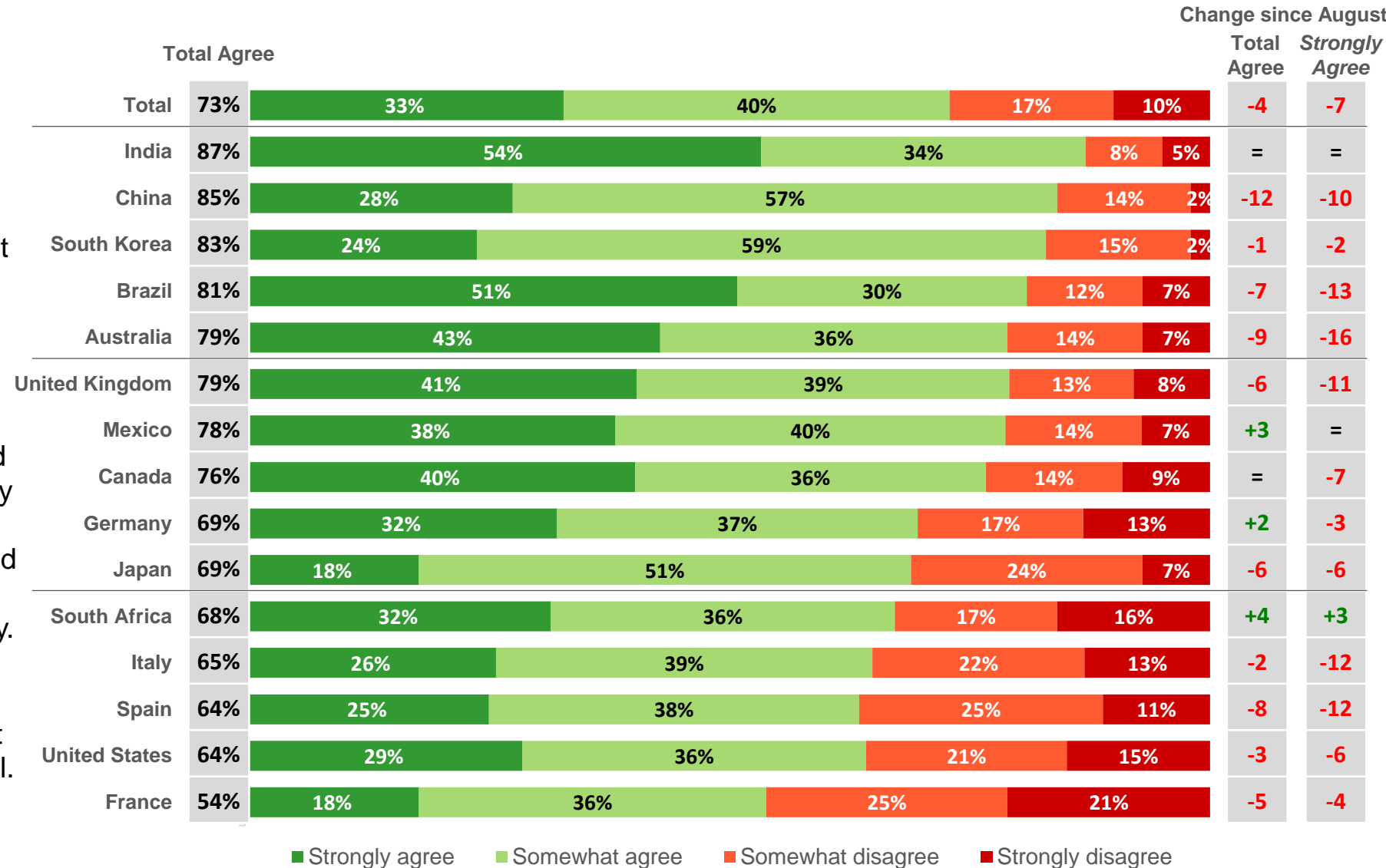
IF A VACCINE FOR COVID-19 WERE AVAILABLE, I WOULD GET IT

Q. To what extent do you agree or disagree with each of the following:
If a vaccine for COVID-19 were available, I would get it

Globally, **73%** agree that they would get a COVID-19 vaccine if available. On average, across the 15 countries, vaccination intent is down 4 points since August.

More than four in five in India, mainland China, South Korea, and Brazil say they would get a vaccine if available – compared to just over half in France and about two in three in the U.S., Spain, Italy, South Africa, Japan, and Germany.

Since August, vaccination intent has declined in 10 of the 15 countries, most of all China, Australia, Spain, and Brazil.



Base: 18,526 online adults aged 16-74 across 15 countries

* Online samples in Brazil, China, India, Mexico, and South Africa tend to be more urban, educated, and/or affluent than the general population

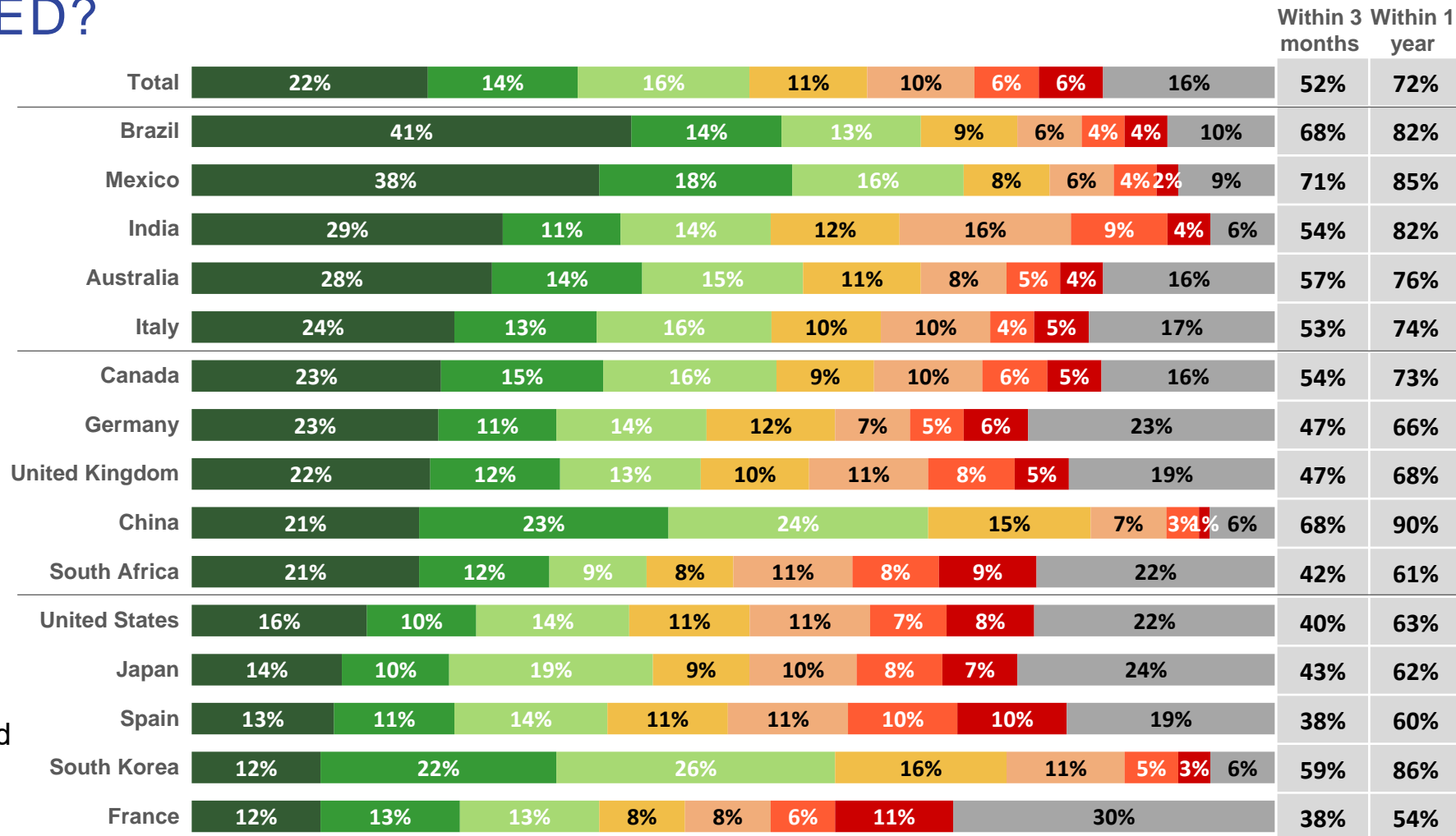
FROM THE TIME A VACCINE IS AVAILABLE, WHEN WOULD YOU BECOME VACCINATED?

Q. How soon after the COVID-19 vaccine becomes available and the vaccine is available to all, would you become vaccinated?

Half of adults globally (**52%**) say they would get vaccinated **within three months** after the COVID-19 vaccine is available to all.

More than two thirds would do so in Mexico (71%), Brazil (68%), and China (68%), but fewer than four in 10 in France and Spain (38% both).

As many as 90% in China and 86% in South Korea say they would get vaccinated with the first year of the Covid-19 vaccine's availability, compared to just 54% in France.



Base: 18,526 online adults aged 16-74 across 15 countries
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THERE IS LESS CERTAINTY ABOUT GETTING A VACCINE AMONG THOSE WHO WILL WAIT

62% of those who say they would get it within less than a month after it is available to all **strongly agree** they will get the vaccine, while 32% somewhat agree.

Only **27%** of those who say they will wait between one and less than six months **strongly agree** they will get the vaccine, versus 58% who somewhat agree (less certain in their commitment to get the vaccine).

		When would you get it?		
	Total	In less than one month	In one to less than six months	In six months or more or not sure
If a vaccine for COVID-19 were available, I would get it				
Strongly agree	33%	62%	27%	10%
Somewhat agree	40%	32%	58%	36%
Somewhat disagree	17%	5%	14%	31%
Strongly disagree	10%	2%	2%	23%

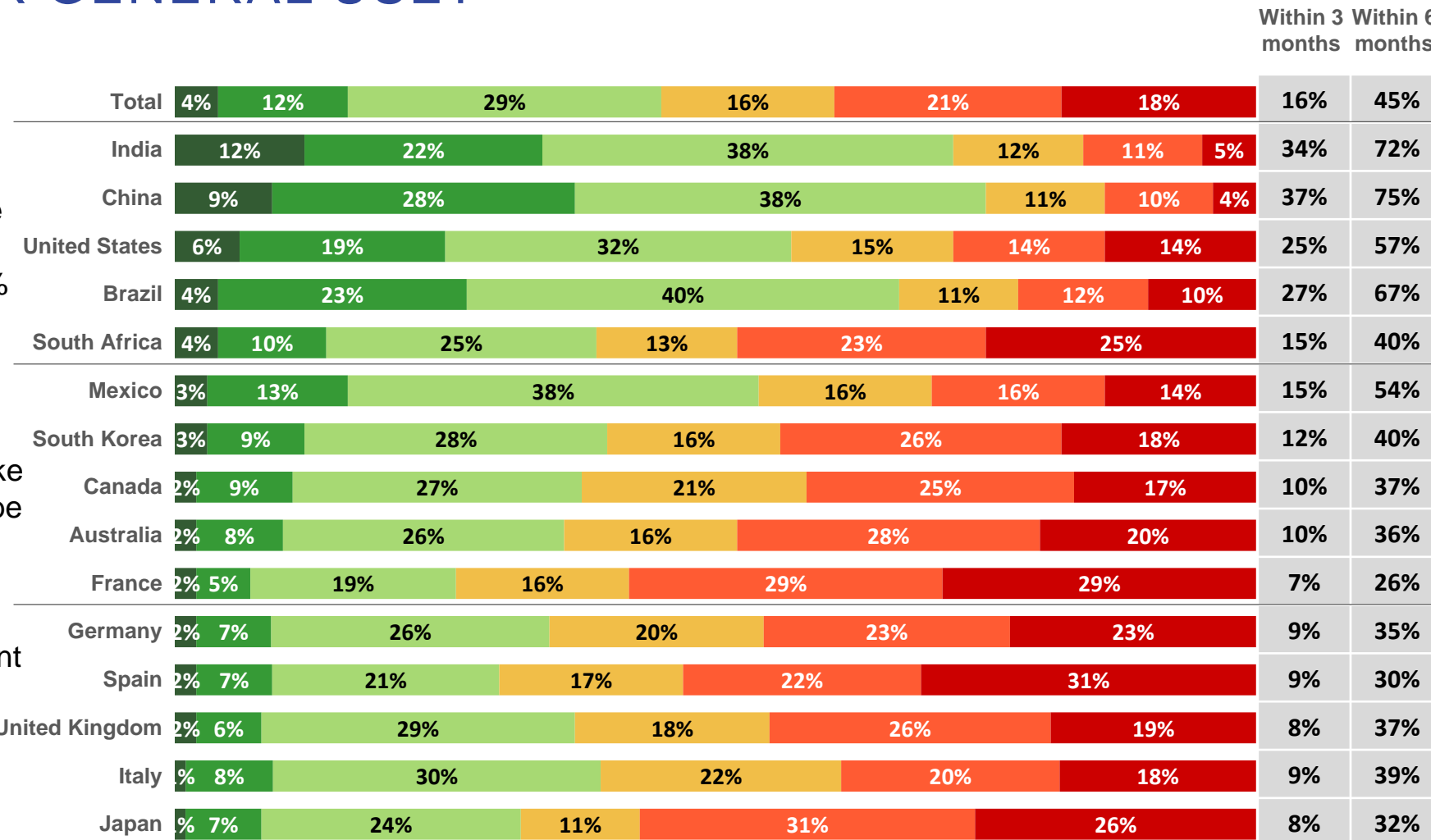
HOW SOON DO YOU THINK THE FIRST VACCINE WILL BE AVAILABLE ON THE MARKET FOR GENERAL USE?

Q. How soon do you think the first vaccine will be available on the market for general use?

On average, only **45%** of all adults across the 15 countries **believe the first vaccine will be available for general use within the next 6 months**. This includes the 16% who expect a vaccine to be ready within three months.

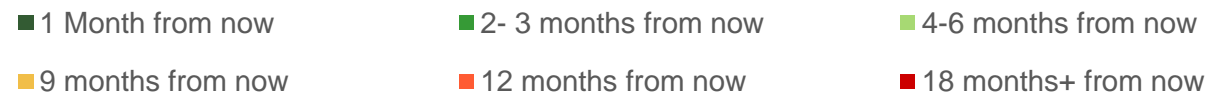
Instead, 55% think it will take nine months or more, including 18% who think it will take at least 18 months for the first vaccine to be available for general use.

The belief that a vaccine will be available within the next six months is most prevalent in China (75%) India (72%), Brazil (67%), and the U.S. (57%); it is lowest in France (26%), Spain (30%), and Japan (32%).



Base: 18,526 online adults aged 16-74 across 15 countries

* Online samples in Brazil, China, India, Mexico, and South Africa tend to be more urban, educated, and/or affluent than the general population



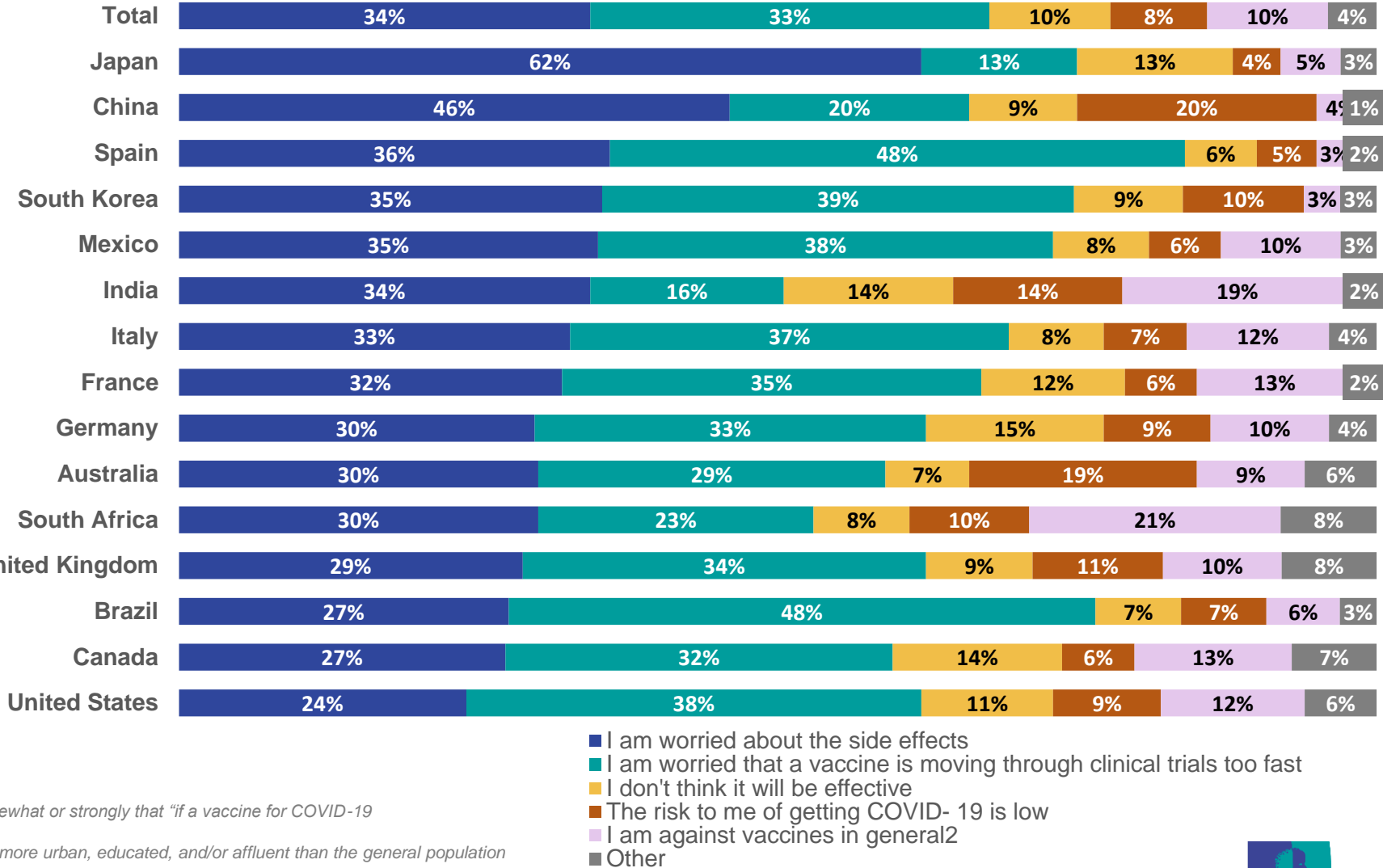
WHICH BEST DESCRIBES WHY YOU WOULD NOT TAKE A VACCINE FOR COVID-19? (BASE: WOULD NOT GET A VACCINE IF AVAILABLE)

Q. Which best describes why you would not take a vaccine for COVID-19?

Globally, the two main reasons for not wanting to get a COVID-19 vaccine are concerns about **side effects** (cited by **34%**) and concerns about **clinical trials moving too fast** (cited by another **33%**).

Among those who would not get vaccinated, worrying about side effects is most cited in Japan (62%), while worrying about the speed of clinical trials is most mentioned in Brazil and Spain (by 48% in both countries).

Globally, one in ten each say they are against vaccines in general (including 14% in India and South Africa), they don't think a vaccine will be effective (15% in Germany), and say the risk of their getting COVID is low (20% in China and 19% in Australia).



Base: 4,859 online adults aged 16-74 across 15 countries who disagree somewhat or strongly that "if a vaccine for COVID-19 were available, I would get it"

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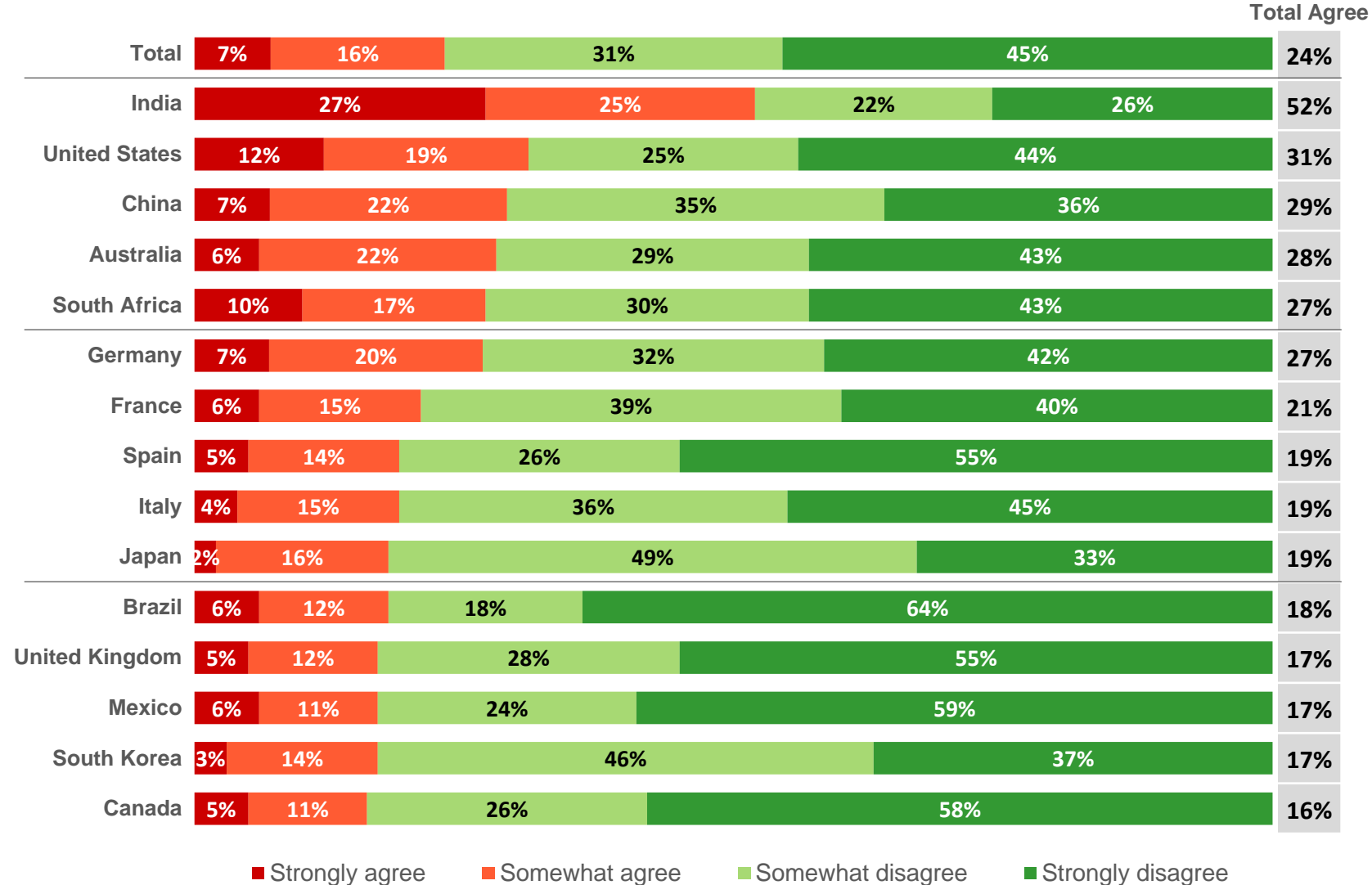
THE CHANCE OF GETTING COVID-19 IS SO LOW THAT A VACCINE IS NOT NECESSARY

Q. To what extent do you agree or disagree with each of the following:

The chance of getting of COVID-19 is so low that a vaccine is not necessary.

One in four adults (**24%**), on average, across 15 countries agree that the chance of getting COVID-19 is so low that a **vaccine is not necessary**.

Adults in India stand out as being particularly likely to agree (52%). The U.S. follows next, though at a distance, with 31% saying a vaccine is not necessary as the chance of getting COVID-19 is so low. On the other hand, Canadians are least likely to agree, with only 16% sharing this opinion.



Base: 18,526 online adults aged 16-74 across 15 countries

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METHODOLOGY

These are the results of a survey conducted by Ipsos on its Global Advisor online platform, October 8-13, 2020.

Ipsos interviewed a total of 18,526 adults aged 18-74 in the United States, Canada, and South Africa, and 16-74 in Australia, Brazil, China (mainland), France, Germany, India, Italy, Japan, Mexico, South Korea, Spain, and the United Kingdom.

The sample consists of approximately 2,000 individuals in the U.S., approximately 1,500 individuals in each of France, Germany, Italy, Spain, and the U.K., and approximately 1,000 individuals in each of the other nine countries.

The samples in Australia, Canada, France, Germany, Italy, Japan, South Korea, Spain, the U.K., and the U.S. can be taken as representative of these countries' general adult population under the age of 75.

The samples in Brazil, China (mainland), India, Mexico, and South Africa are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.

Some of the results in this survey are compared with those of identical questions asked between July 24 and August 7, 2020 on the Ipsos Global Advisor online platform of approximately 1,000 individuals in Australia, Belgium, Brazil, Canada, China (mainland), France, Germany, Italy, Japan, Spain, the U.K., and the U.S. and approximately 500 individuals in each of India, Mexico, South Africa.

The data is weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

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 is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

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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.

