



PRESS RELEASE

U.S. and U.K. are optimistic indicators for COVID-19 vaccination uptake

New Ipsos-World Economic Forum survey following the release of a vaccine in the U.S. and U.K finds intentions to get vaccinated up in both countries, but down in several others as many worry about side effects

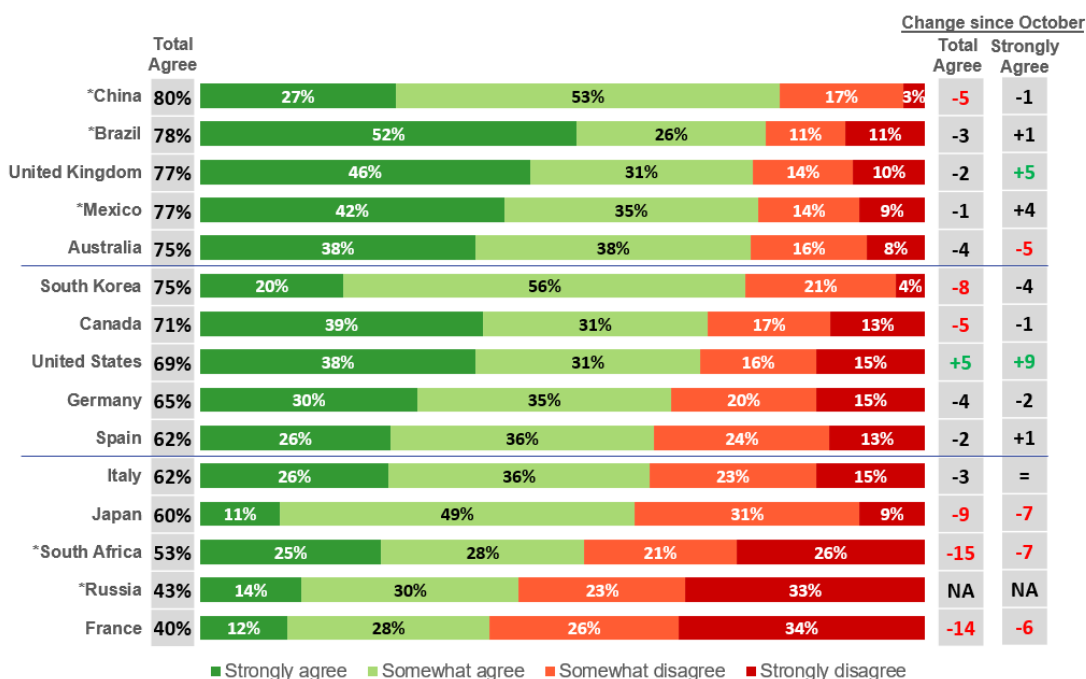
New York, NY, December 28, 2020 — A new Ipsos survey conducted in partnership with the World Economic Forum after the first COVID-19 vaccinations in the United States and the United Kingdom points to a recent uptick in vaccination intent in both countries.

The 15-country survey conducted December 17-20 among 13,500 adults on Ipsos’s Global Advisor online platform finds the highest levels of vaccination intent in China with 80% agreeing they would get a vaccine if it were available.

Among the other countries surveyed, intention to get vaccinated against COVID-19 is:

- Fairly high in Brazil (78%), Mexico (77%), the U.K. (77%), Australia (75%), South Korea (75%), and Canada (71%);
- Middling in the U.S. (69%); Germany (65%), Italy (62%), Spain (62%), and Japan (60%); but
- Low in South Africa (53%), Russia (43%), and most of all, France (40%).

“If a vaccine for COVID-19 were available, I would get it”





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Since October, the percentage of those who strongly or somewhat agree has increased in the U.S. (+5 points), but it has dropped markedly in many of the other countries – most of all in South Africa (-15 points), France (-14), Japan (-9), and South Korea (-8).

However, the proportion of those who strongly agree is up significantly not only in the U.S. (+9 points to 38%), but also in the U.K (+5 to 46%). It has fallen in several countries, but none shows a drop of more than seven points.

Reasons for not taking a vaccine

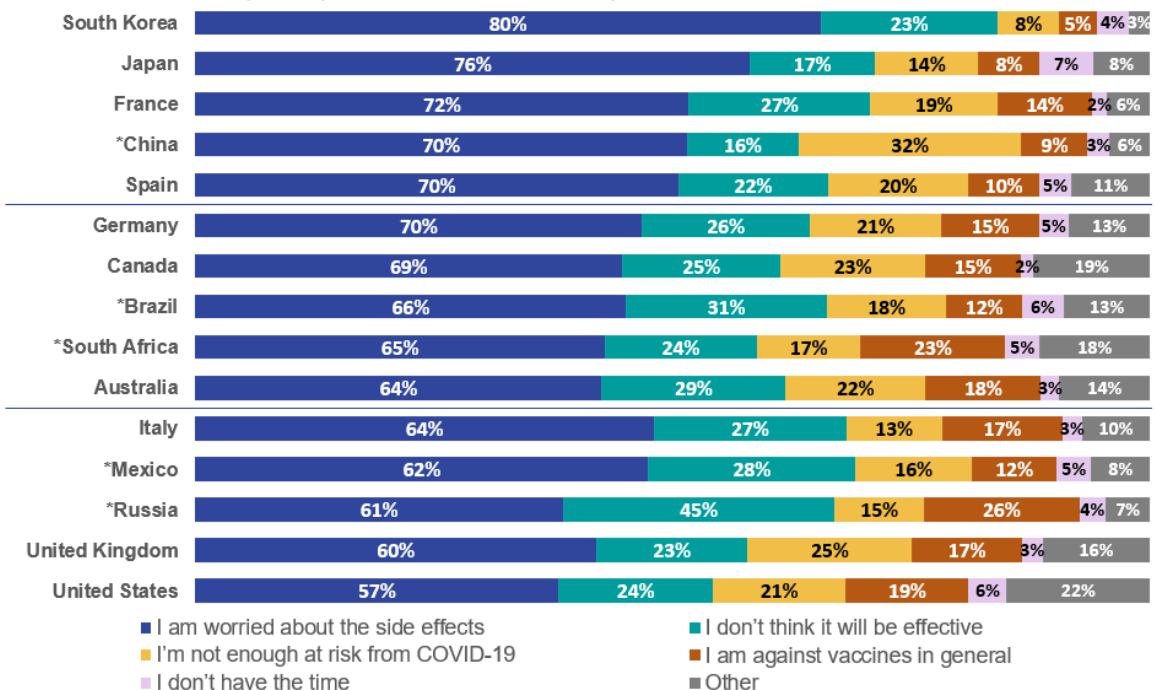
In every country, between 57% and 80% of those who say they would not take a COVID-19 vaccine mention being worried about the side effects.

Doubts about its effectiveness are the second-most common reason in many countries, cited by as many as 45% in Russia, but only 17% in Japan.

Not being enough at risk from COVID-19 is mentioned by 32% in China and 25% in the U.K., but only by 8% in South Korea.

Opposition to vaccines in general is cited by about one in four of those who won't get a COVID-19 vaccine in Russia and South Africa, but by fewer than 10% in South Korea, Japan, and China.

Which best describes why you would not take a vaccine for COVID-19? (Multiple answers allowed)





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About the Study

The survey was conducted by Ipsos on its Global Advisor online platform, December 17-20, 2020, with a sample of 13,542 adults 18-74 years of age in Canada, and South Africa, and the United States, and 16-74 in Australia, Brazil, China (mainland), France, Germany, Italy, Japan, Mexico, Russia, South Korea, Spain, and the United Kingdom.

The sample consists of approximately 1,000 individuals in each of Brazil, Canada, China, France, Germany, Italy, Japan, South Korea, Spain, the U.K., and the U.S., and approximately 500 individuals in Mexico, Russia, and South Africa.

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, Russia, 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.

This document includes comparisons with data from surveys conducted on the Ipsos Global Advisor platform, July 24 - August 7 (with approximately 1,000 individuals in each of Australia, Brazil, Canada, China, France, Germany, Italy, Japan, Spain, the U.K., and the U.S., and approximately 500 individuals in each of Mexico, Russia, South Africa, and South Korea) and October 8-13 (with 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 Brazil, Canada, China, Japan, Mexico, South Africa, and South Korea).

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 know" or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of N=1,000 accurate to +/-3.5 percentage points and of N=500 accurate to +/- 5.0 percentage points. For more information on 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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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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