

Ipsos Global Advisor 2021 Predictions

December 2020



COVID-19

For each of the following,
please tell me how likely or
unlikely you think they are to
happen.... ?

Global averages

Likely

Unlikely

A successful vaccine for
COVID-19 will be developed

68%

23%

Most people in [market] will wear a
mask in public places
a year from now

61%

31%

A successful vaccine for
COVID-19 will become widely
available in [market]

60%

30%

There will be a new global
pandemic caused by a new virus

47%

32%

Life in [market] will have got back to
normal after the effects
of the COVID-19 pandemic

41%

52%

[Market]'s economy will have fully
recovered from the effects
of the COVID-19 pandemic

32%

60%

The world will change for the better
because of the COVID-19 crisis

30%

59%

COVID-19

For each of the following,
please tell me how likely or
unlikely you think they are to
happen.... ?

Ukraine

Likely

Unlikely

A successful vaccine for
COVID-19 will be developed

55%

31%

Most people in UKRAINE will wear a
mask in public places
a year from now

60%

27%

A successful vaccine for
COVID-19 will become widely
available in UKRAINE

31%

53%

There will be a new global
pandemic caused by a new virus

58%

26%

Life in UKRAINE will have got back
to normal after the effects
of the COVID-19 pandemic

32%

54%

UKRAINE's economy will have fully
recovered from the effects
of the COVID-19 pandemic

16%

66%

The world will change for the better
because of the COVID-19 crisis

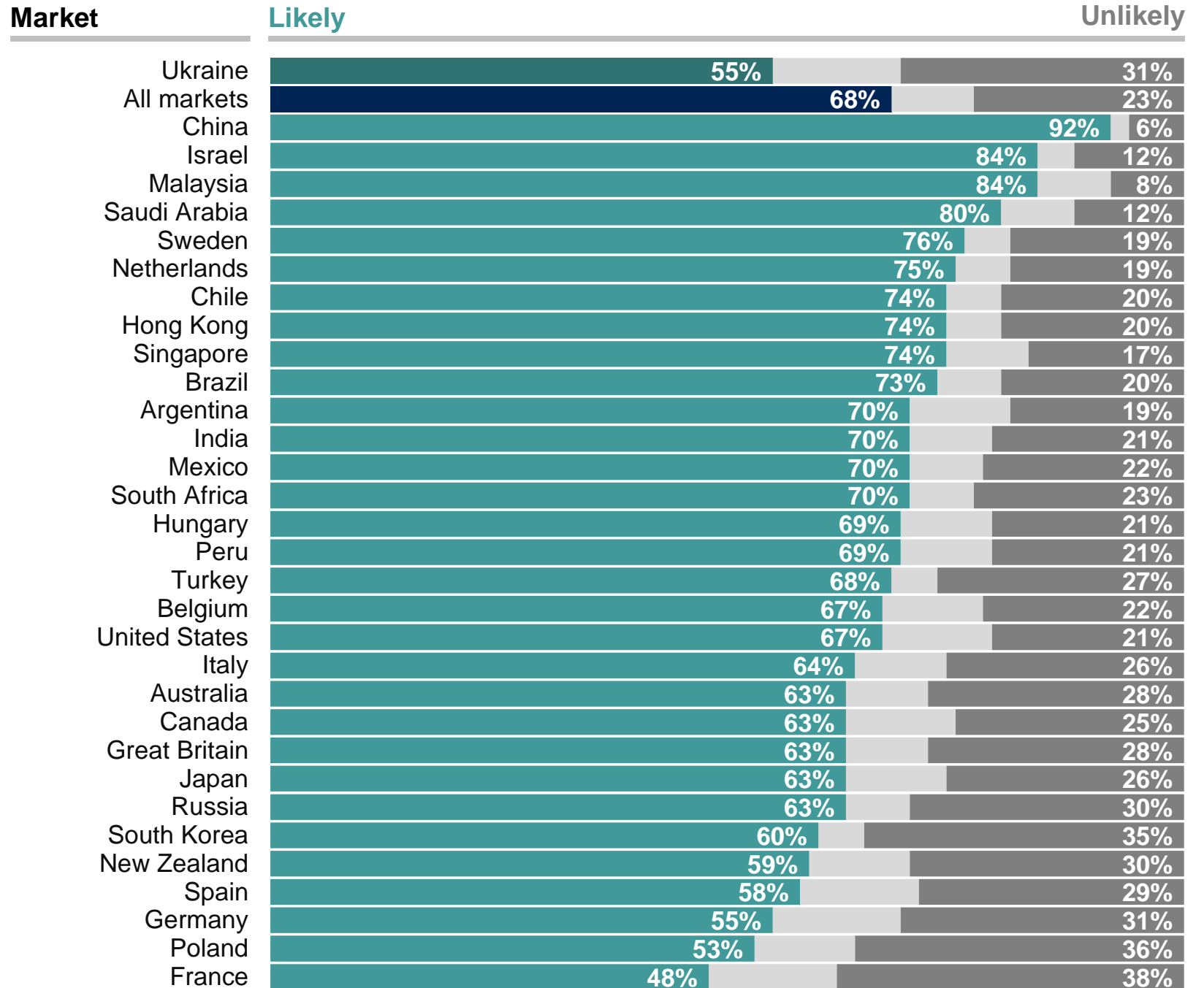
21%

61%



For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

A successful vaccine for COVID-19 will be developed

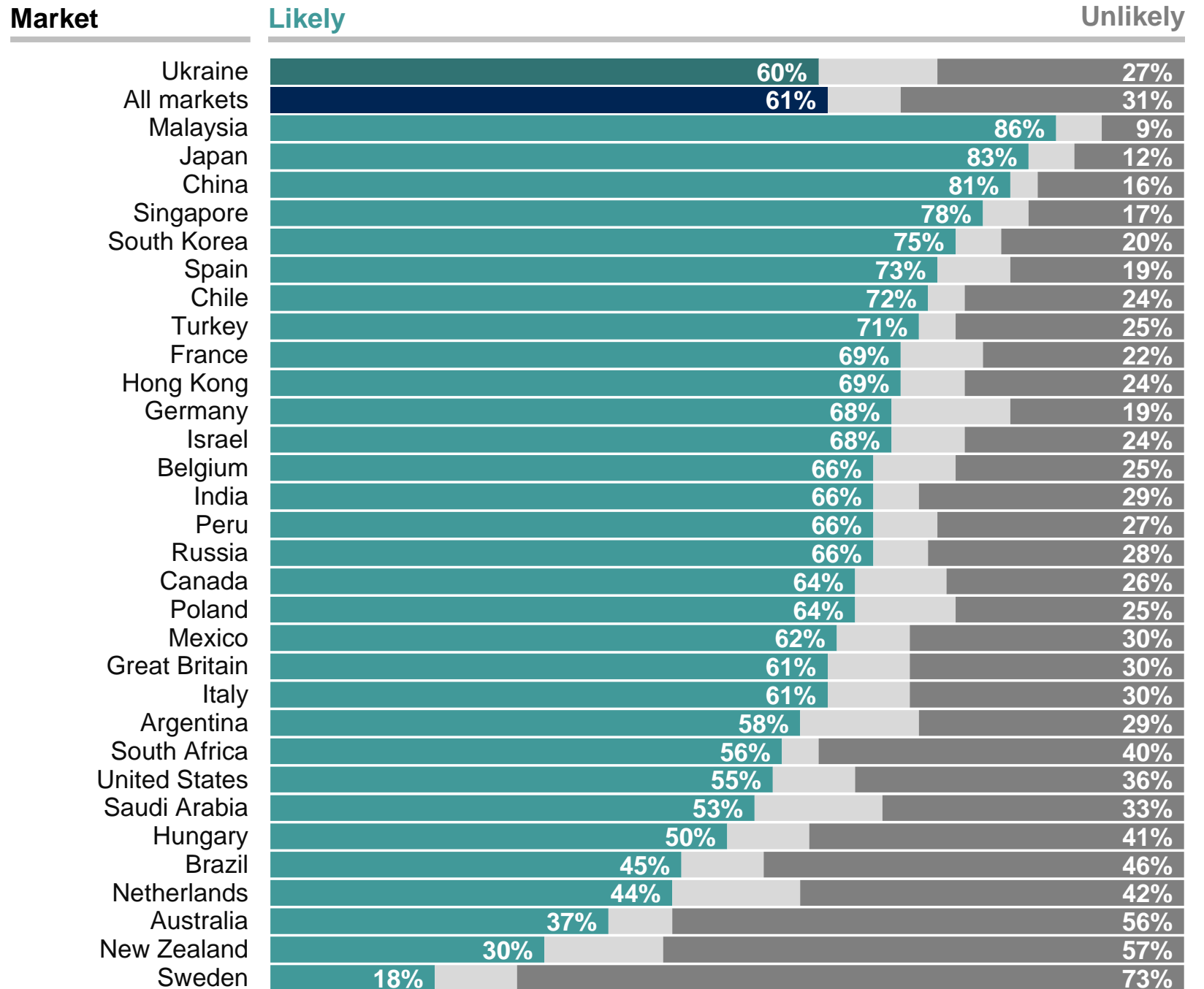


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 Base for UKRAINE: 838 online urban interviews, Nov 2020.
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For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

Most people in [market] will wear a mask in public places a year from now

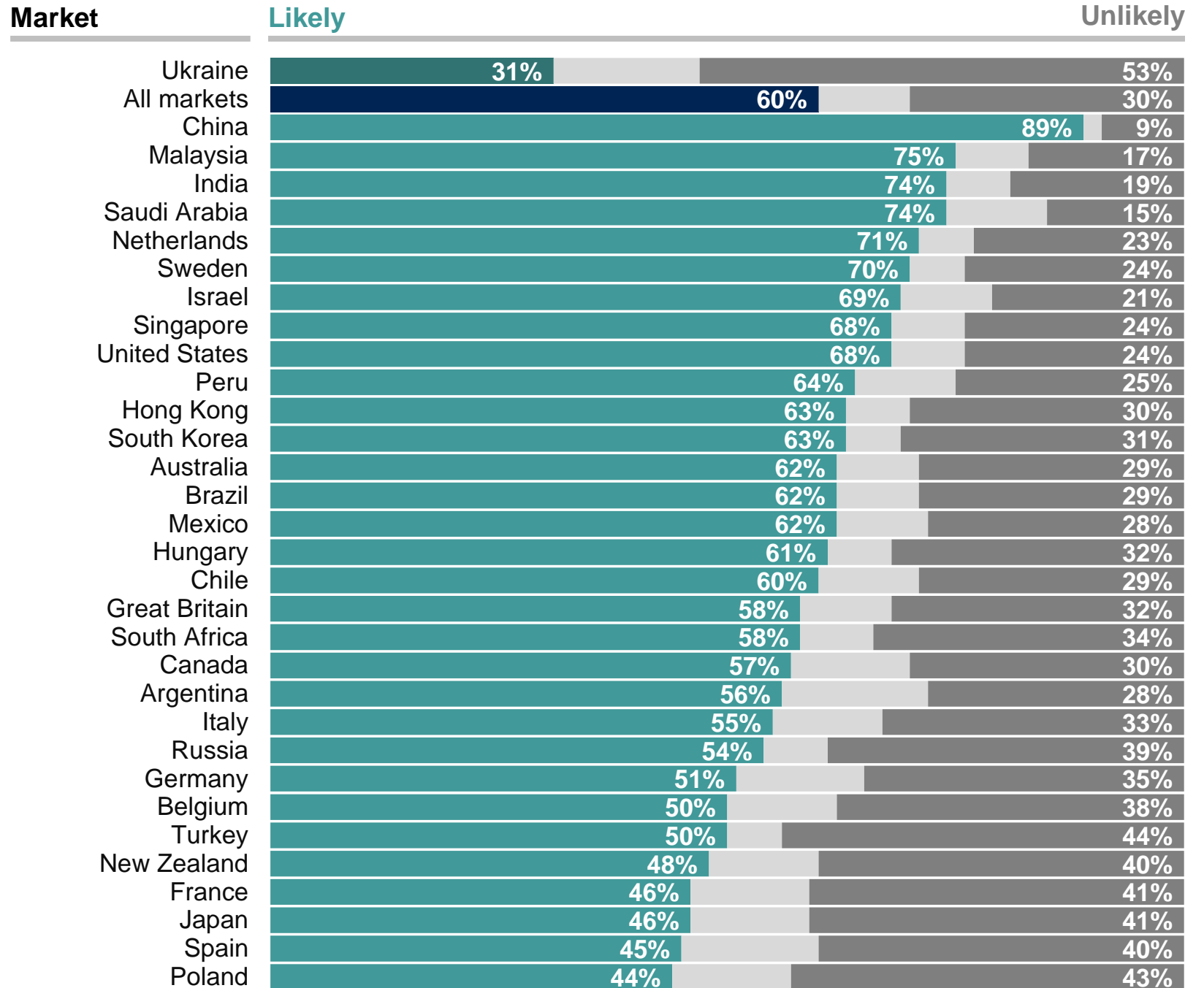


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For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

A successful vaccine for COVID-19 will become widely available in [market]

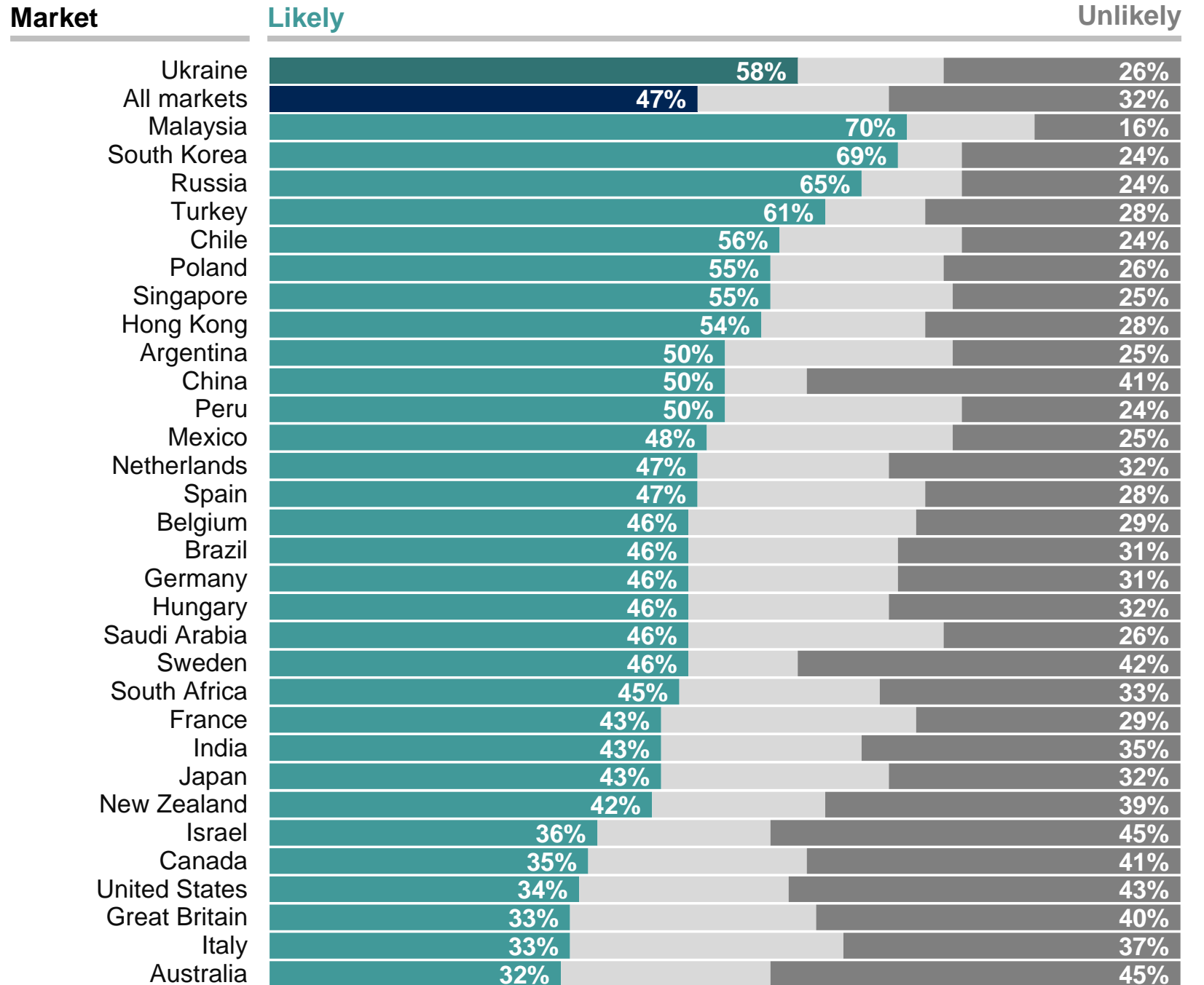


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For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

There will be a new global pandemic caused by a new virus

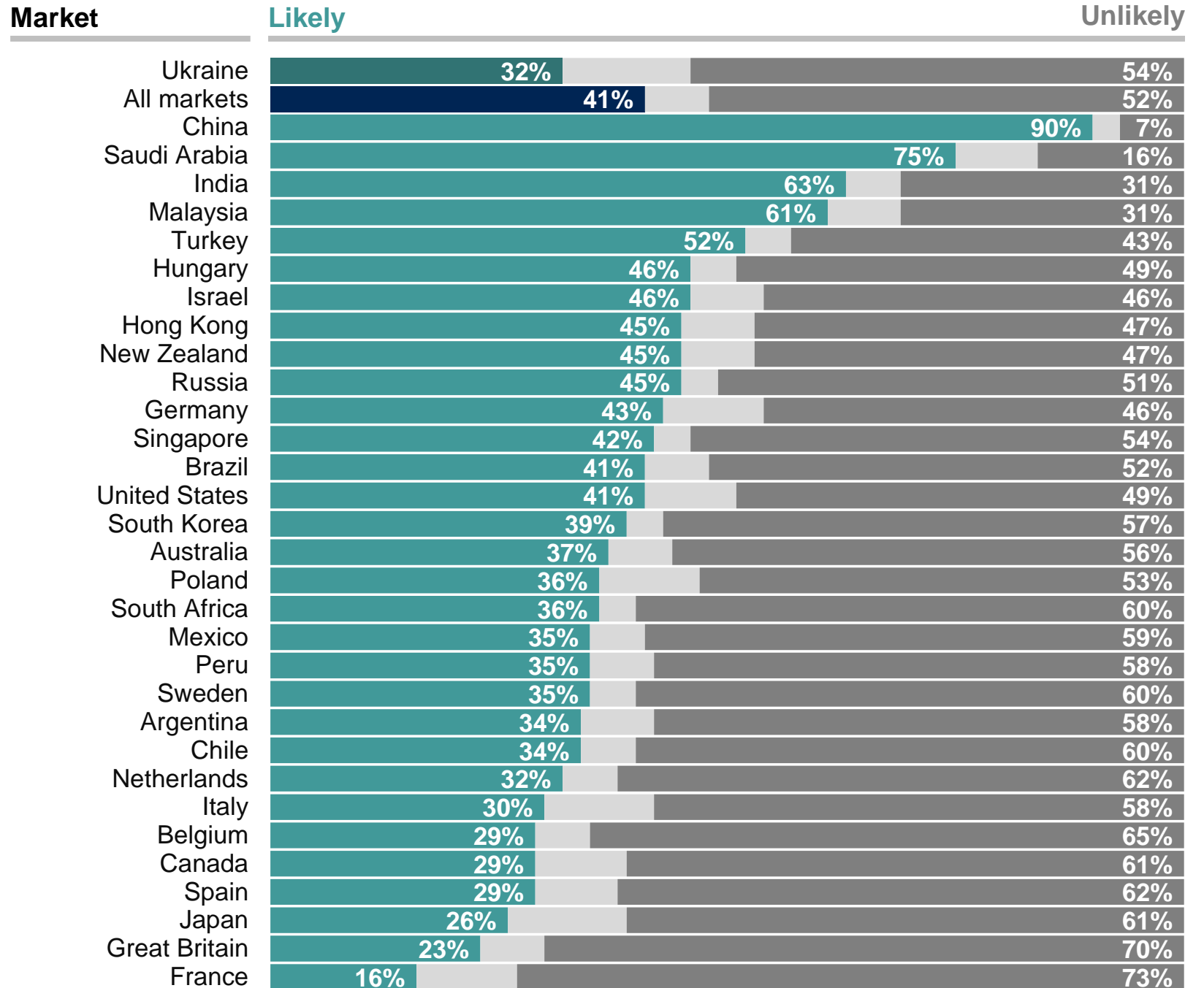


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For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

Life in [market] will have got back to normal after the effects of the COVID-19 pandemic

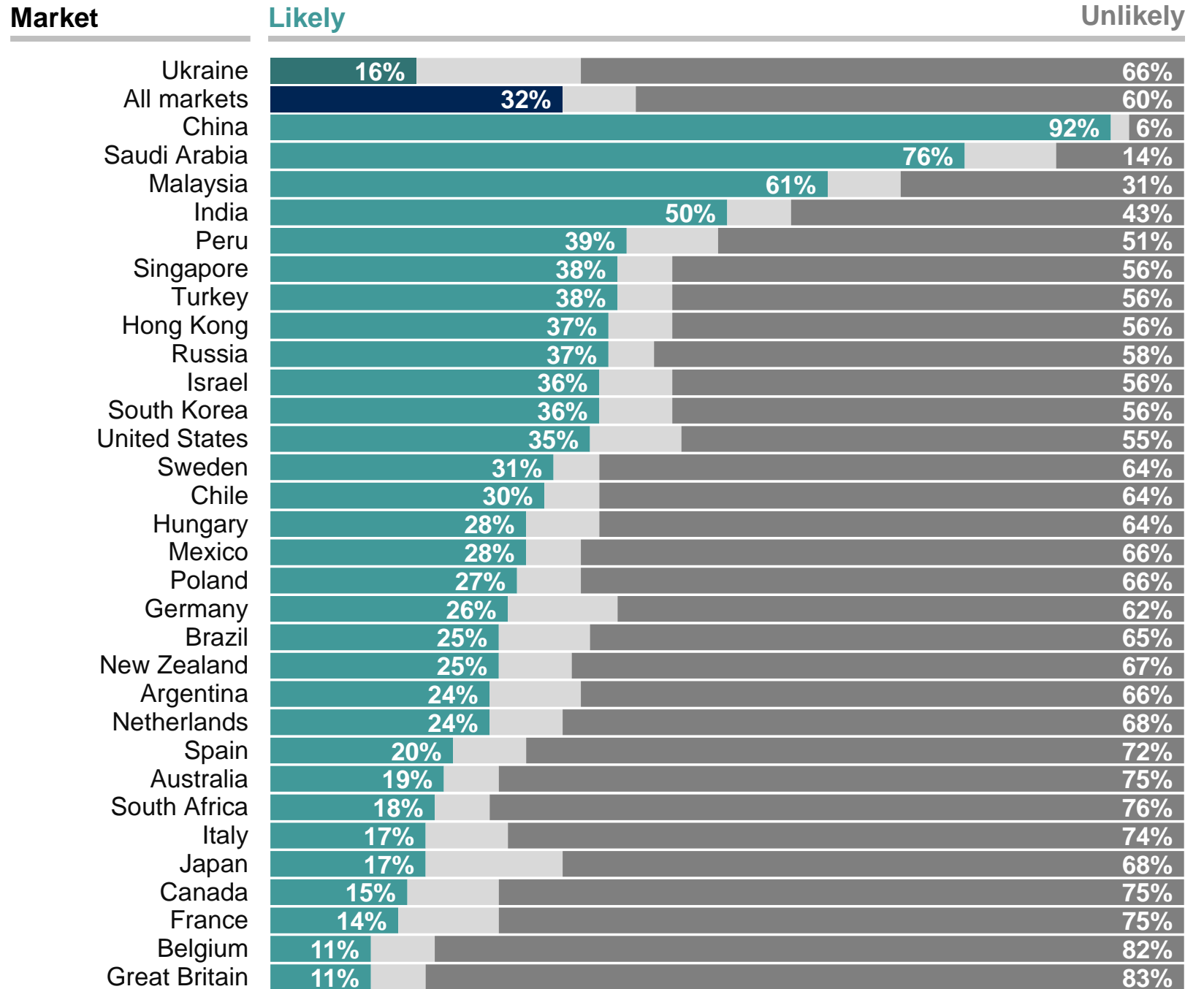


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For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

[Market]’s economy will have fully recovered from the effects of the COVID-19 pandemic

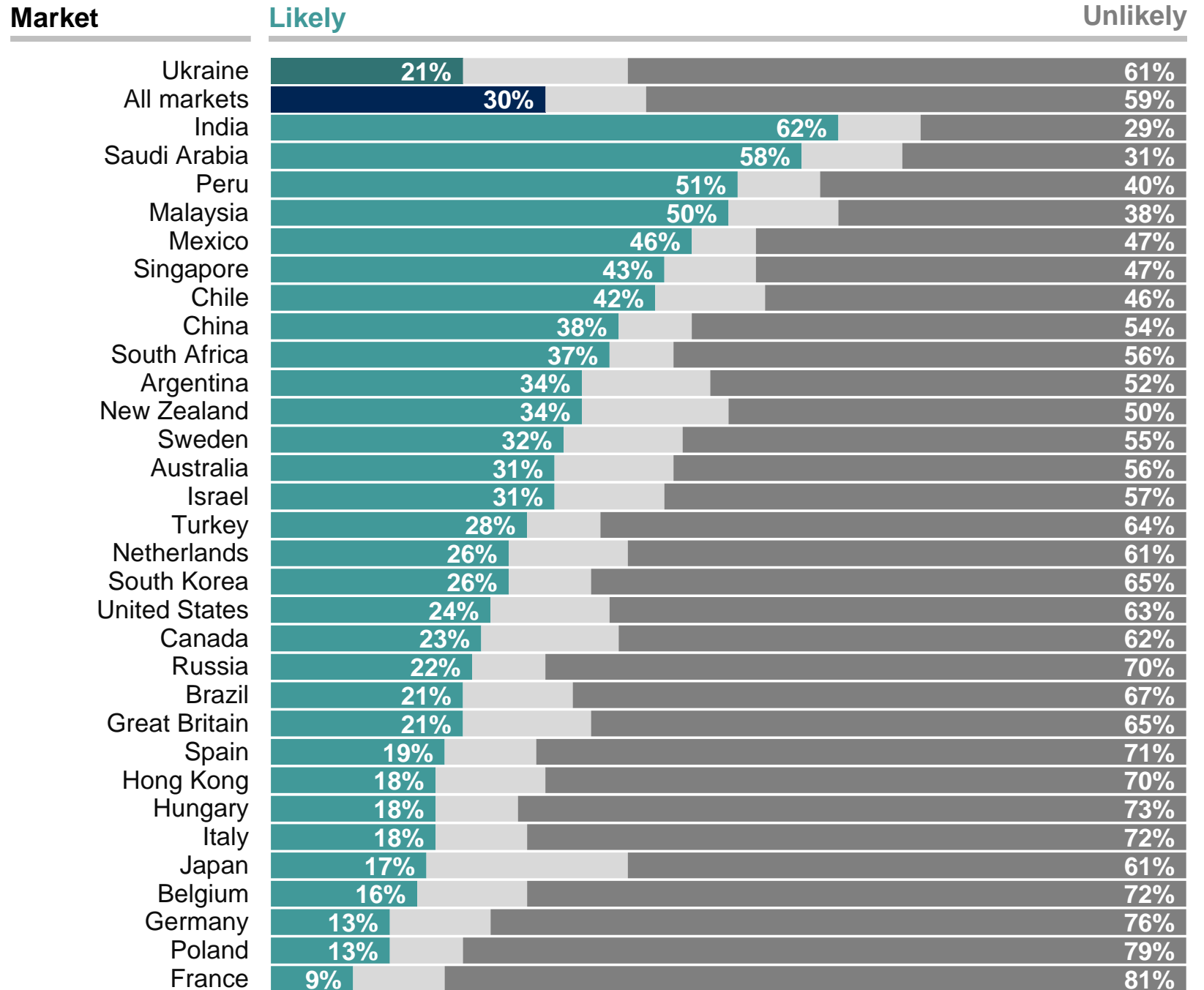


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Q.

For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

The world will change for the better because of the COVID-19 crisis



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Economics

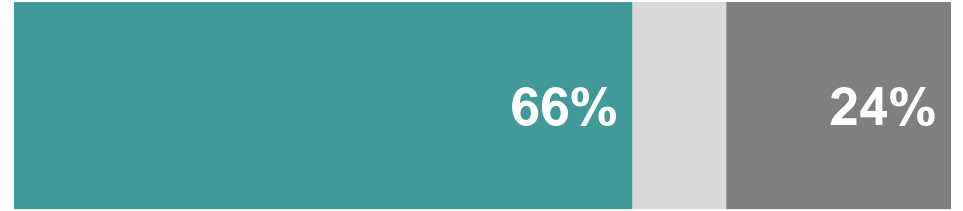
For each of the following,
please tell me how likely or
unlikely you think they are to
happen.... ?

Global averages

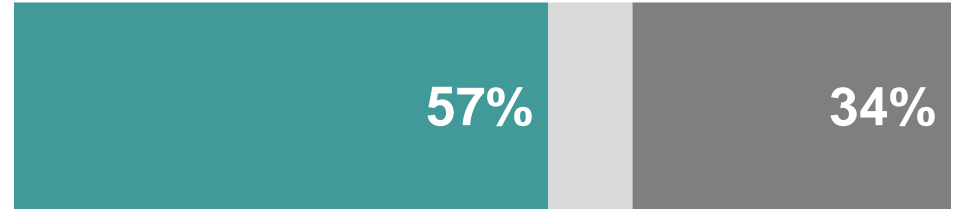
Likely

Unlikely

Income inequality in
[market] will increase



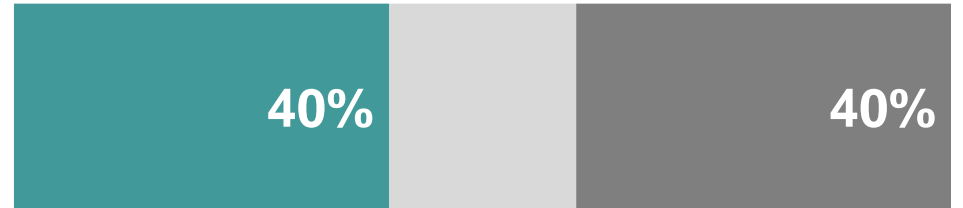
I will spend more money
buying things online than
I spend buying things in stores



Women will be paid the
same as men for the same work



Major stock markets
around the world will crash



Base: c. 15,700 online interviews across 31 markets,
23.10-06.11.2020.

Economics

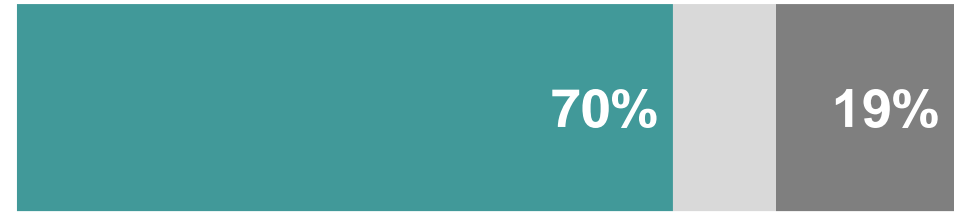
For each of the following,
please tell me how likely or
unlikely you think they are to
happen.... ?

Ukraine

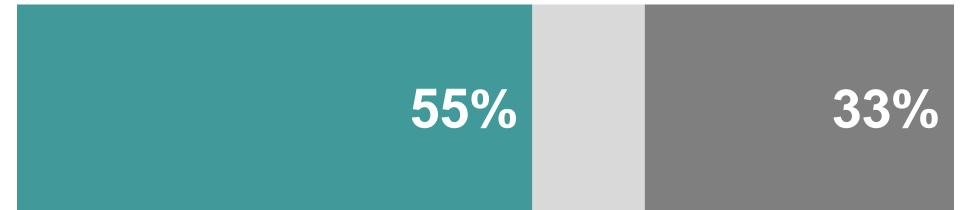
Likely

Unlikely

Income inequality in
UKRAINE will increase



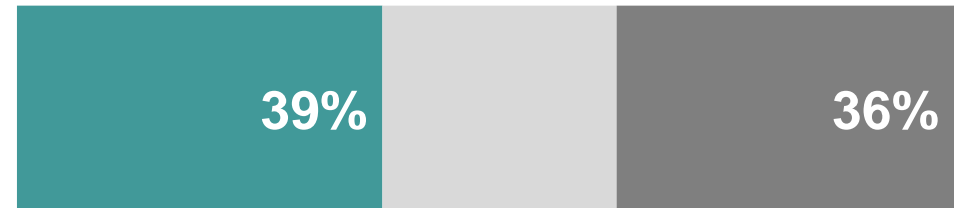
I will spend more money
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same as men for the same work



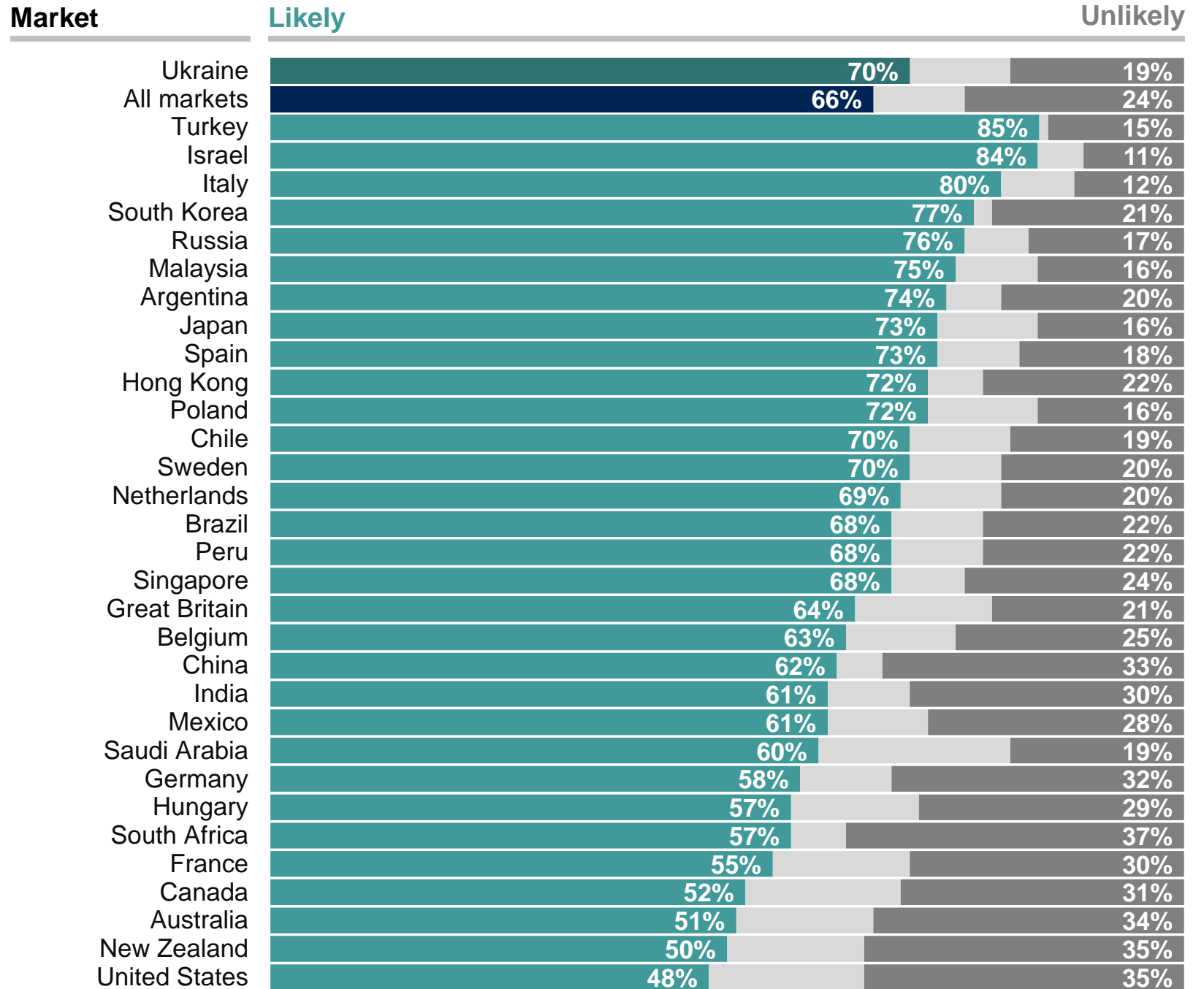
Major stock markets
around the world will crash





For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

Income inequality in [market] will increase

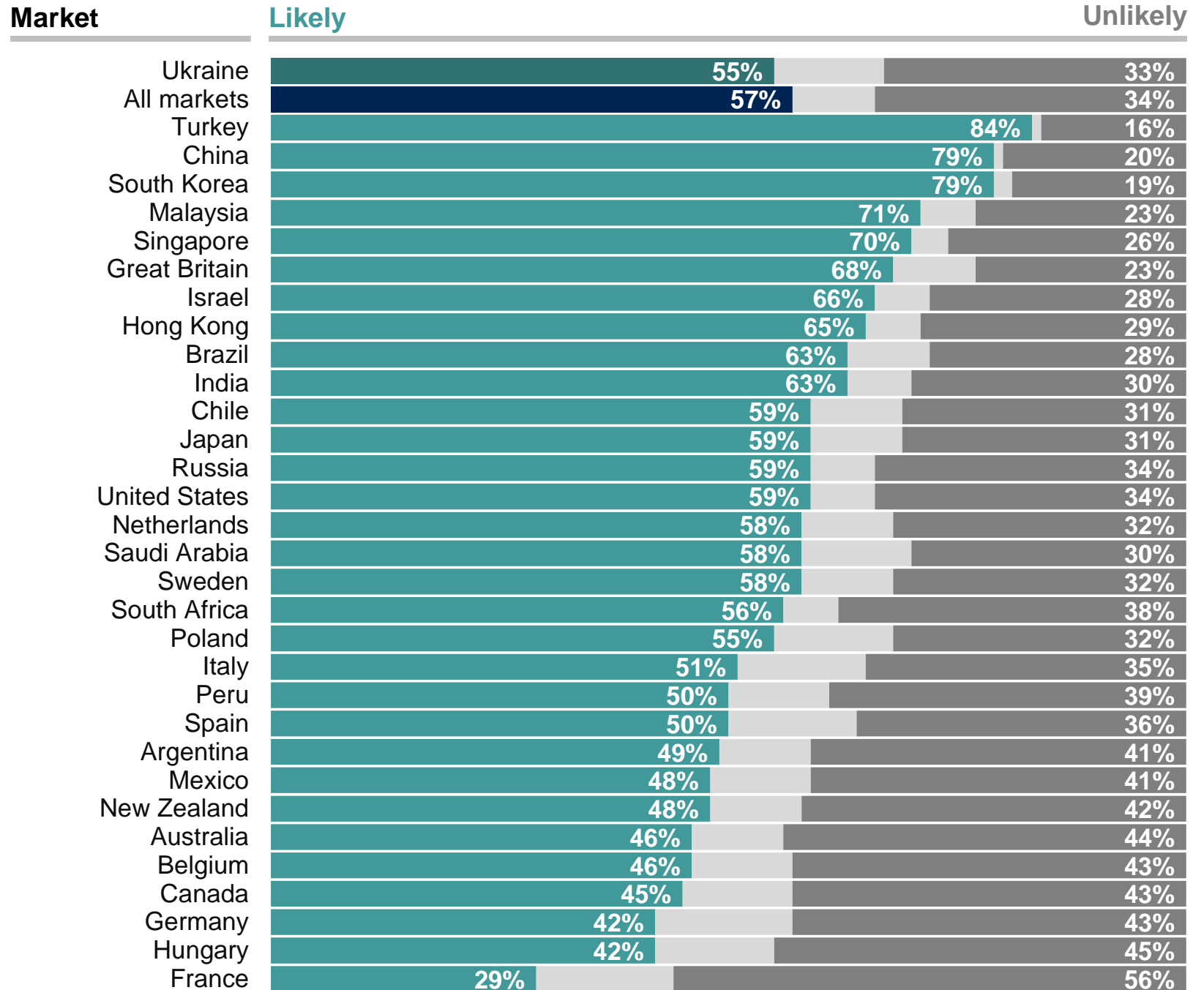


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For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

I will spend more money buying things online than I spend buying things in stores

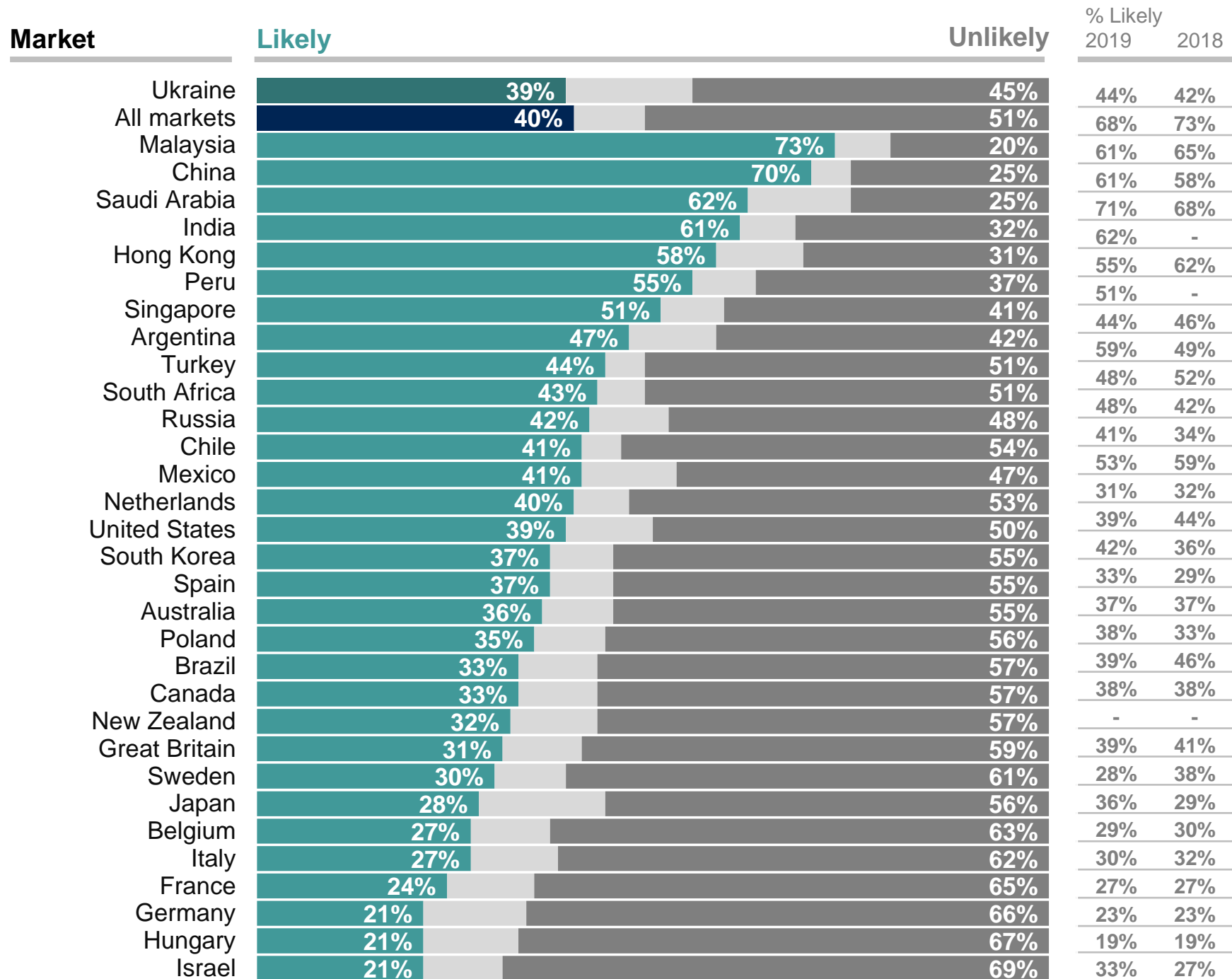


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For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

Women will be paid the same as men for the same work

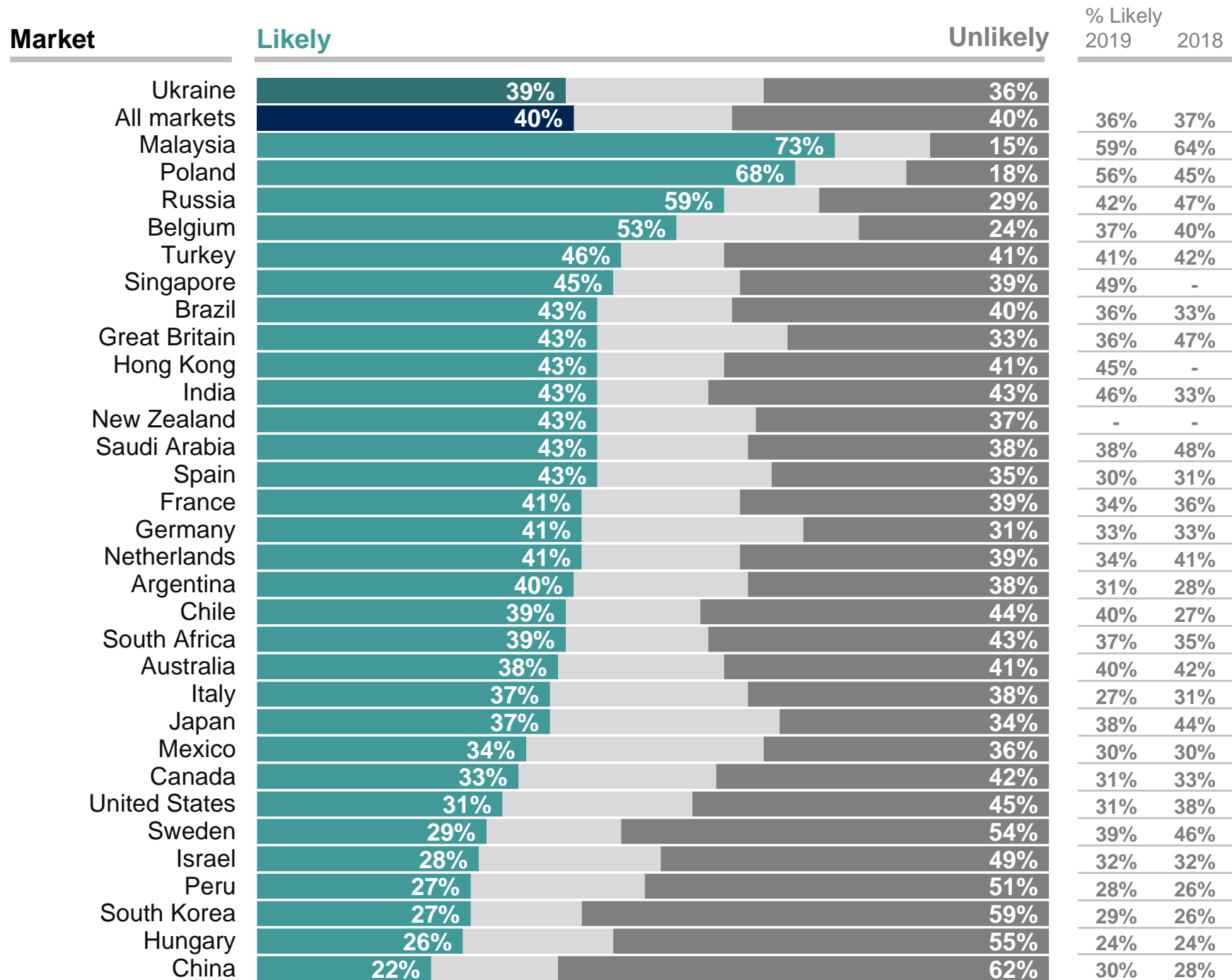


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For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

Major stock markets around the world will crash



Base: c. 15,700 online interviews across 31 markets, 23.10-06.11.2020.

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Society and culture

For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

Global averages

Likely

Unlikely

I will make a new friend in my local area



The number of people living in big cities in [market] will shrink



Police in [market] will treat all people equally regardless of their differences



I will feel lonely most of the time



People in [market] will become more tolerant of each other



Society and culture

For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

Ukraine

Likely

Unlikely

I will make a new friend in my local area

50%

30%

The number of people living in big cities in UKRAINE will shrink

53%

35%

Police in UKRAINE will treat all people equally regardless of their differences

19%

64%

I will feel lonely most of the time

28%

51%

People in UKRAINE will become more tolerant of each other

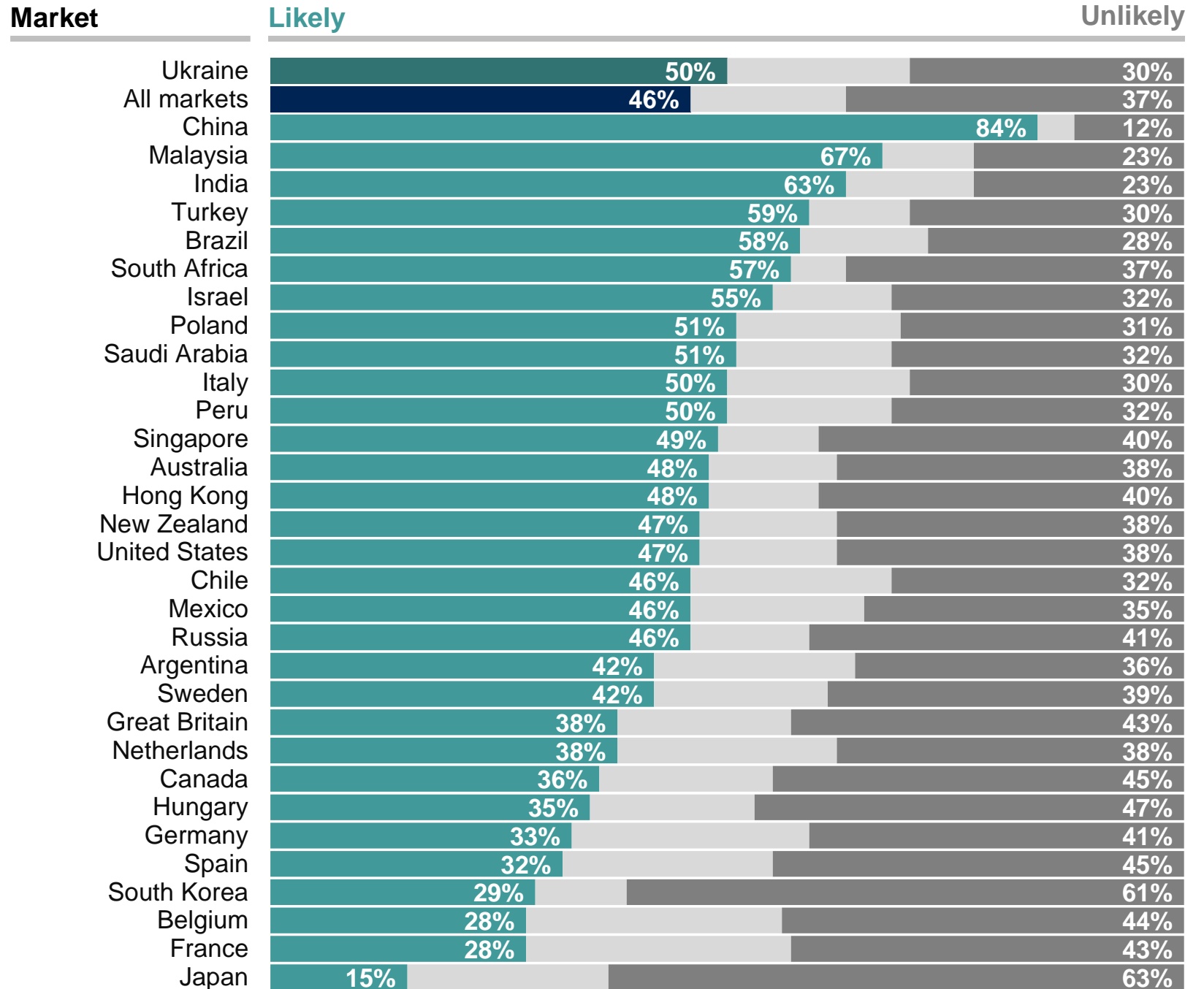
27%

59%



For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

I will make a new friend in my local area

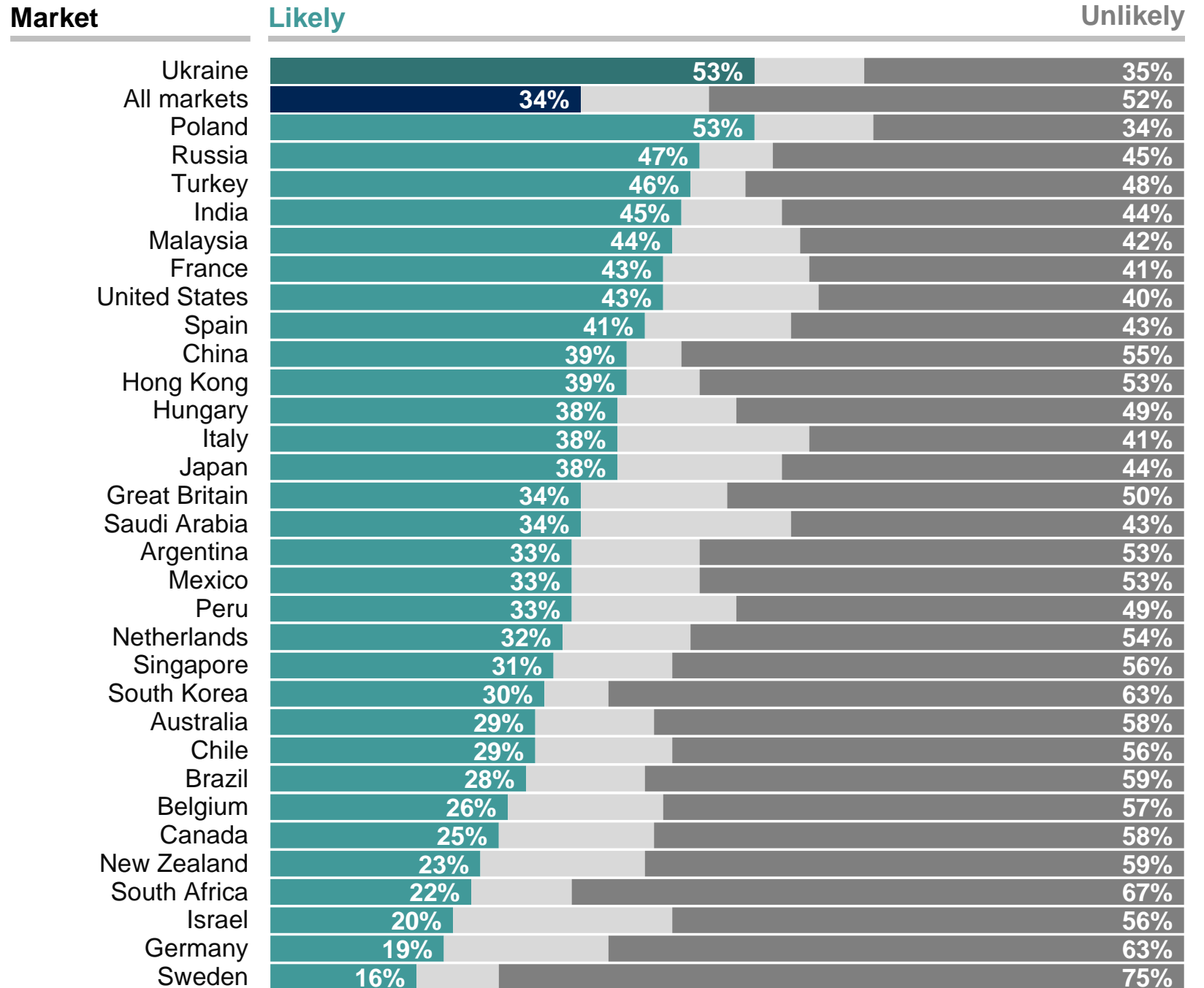


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For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

The number of people living in big cities in [market] will shrink

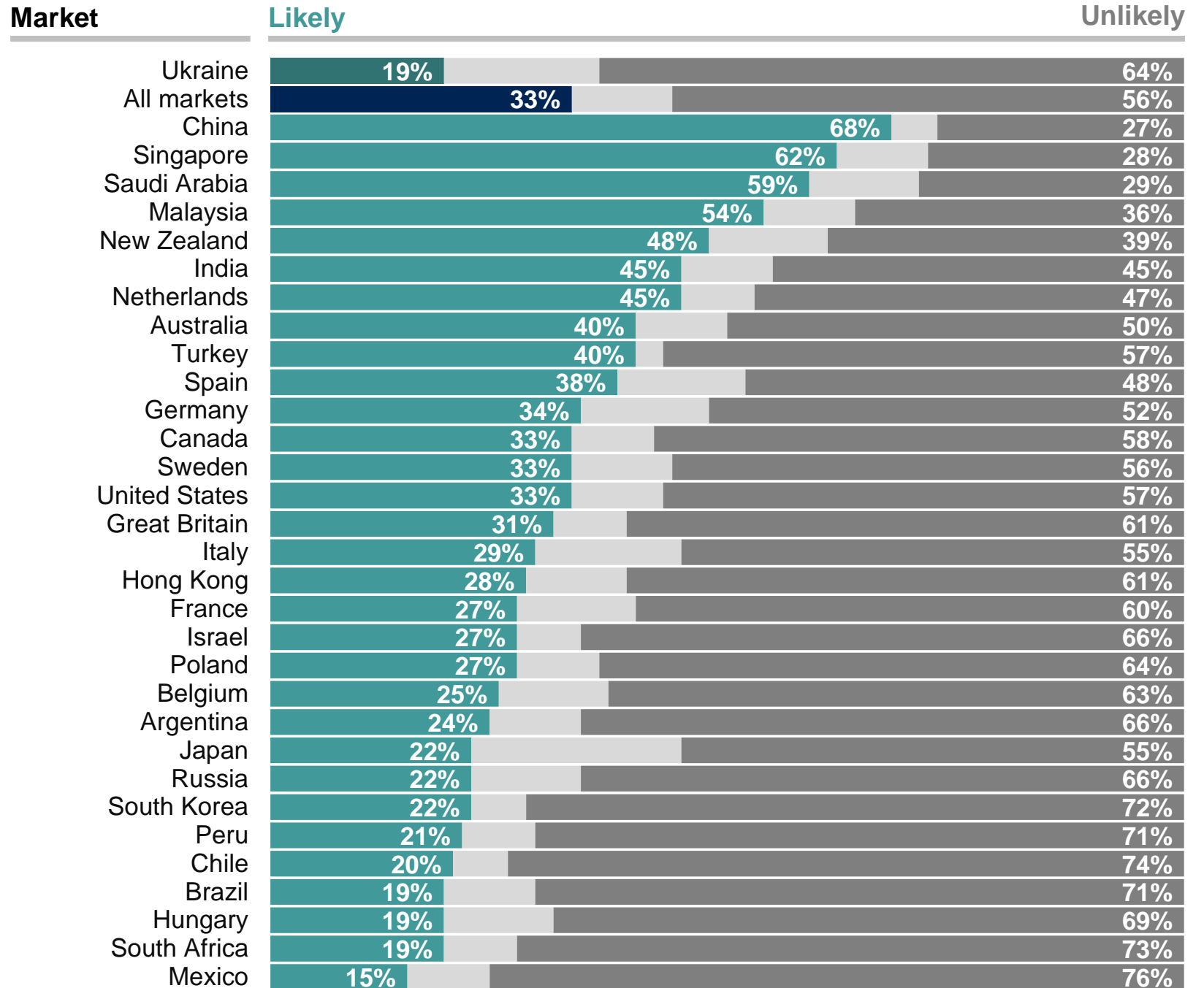


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For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

Police in [market] will treat all people equally regardless of their differences

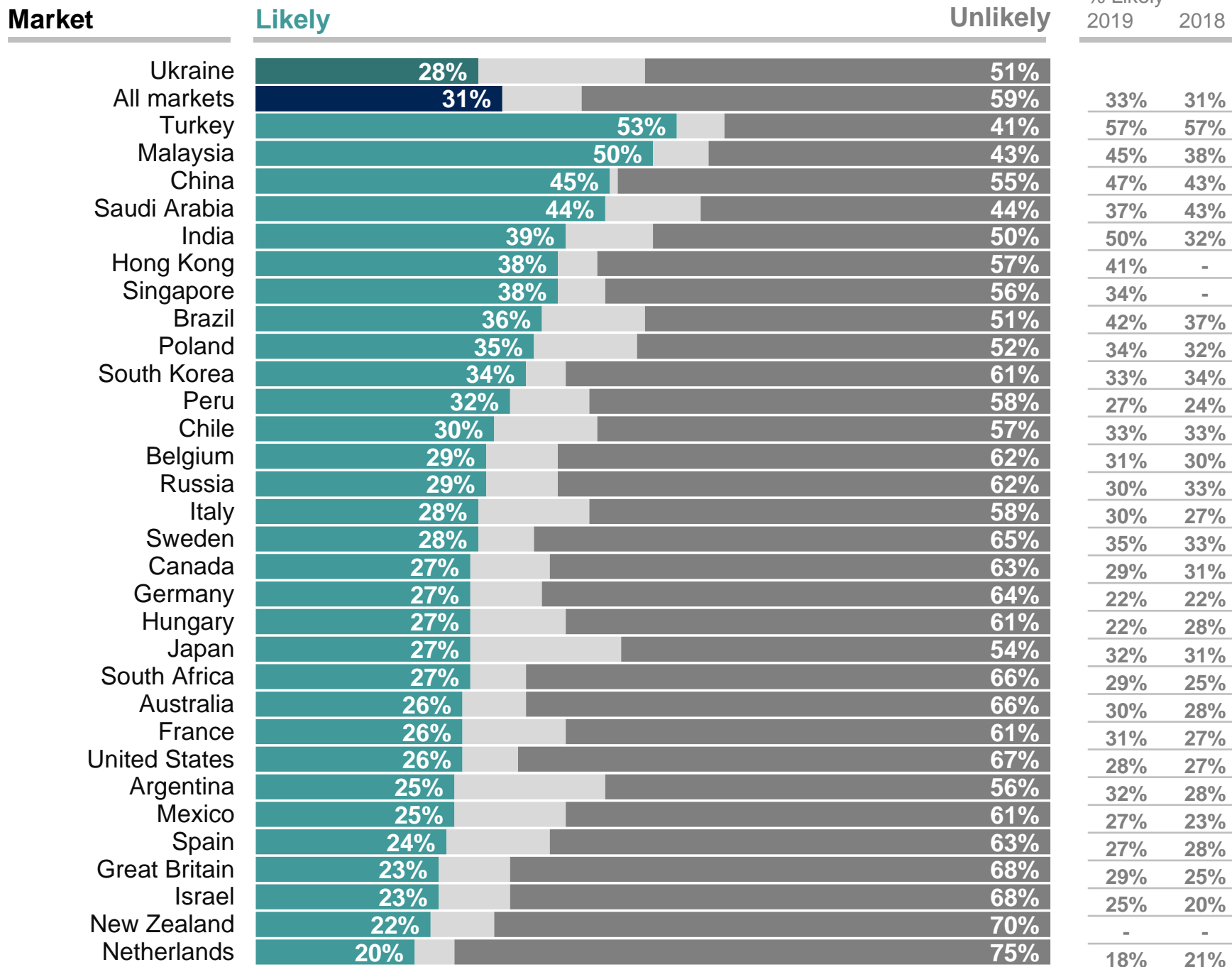


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Q.

For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

I will feel lonely most of the time

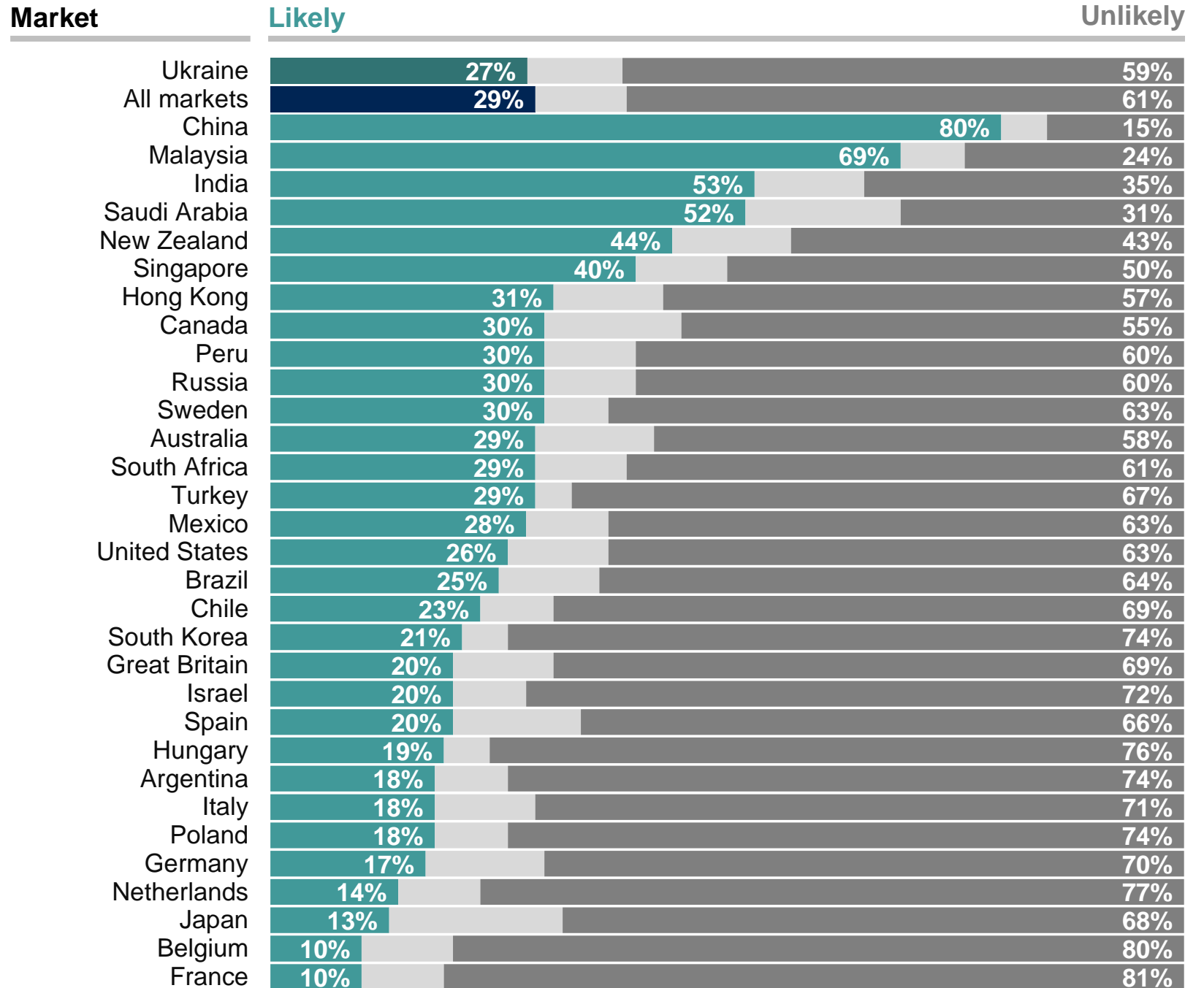


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For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

People in [market] will become more tolerant of each other



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Technology

For each of the following,
please tell me how likely or
unlikely you think they are to
happen.... ?

Global averages

Likely

Unlikely

Robots will look like, think like
and speak like humans



One of my online accounts will
be hacked into (e.g. email,
social media, banking)



Human cloning will be
legalized in some countries



Technology

For each of the following,
please tell me how likely or
unlikely you think they are to
happen.... ?

Ukraine

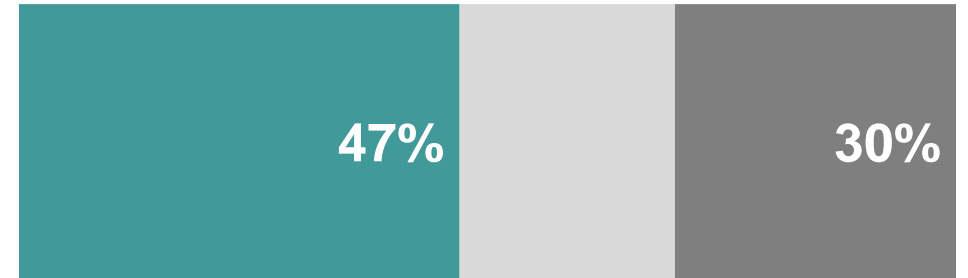
Likely

Unlikely

Robots will look like, think like
and speak like humans



One of my online accounts will
be hacked into (e.g. email,
social media, banking)



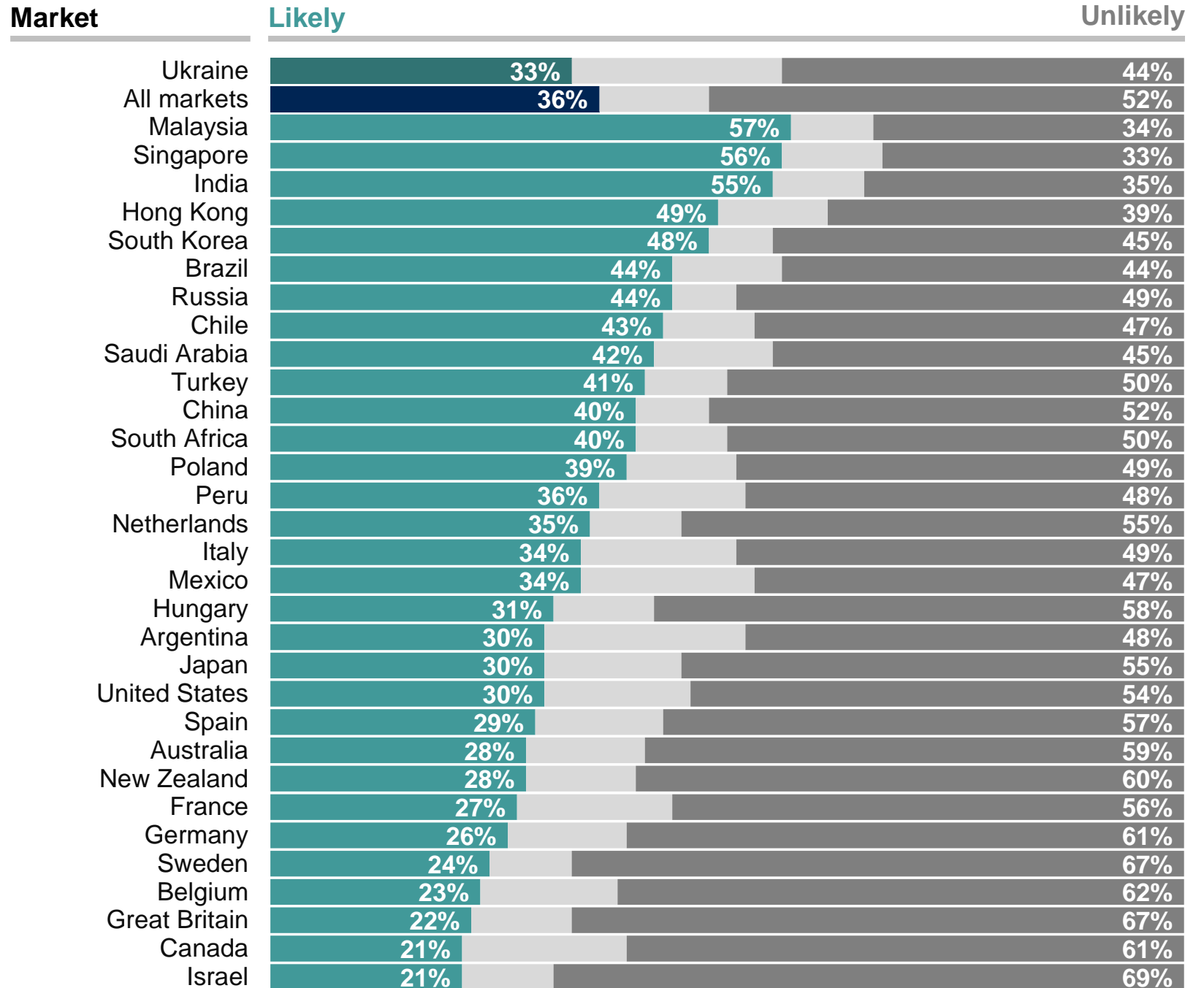
Human cloning will be
legalized in some countries



Q.

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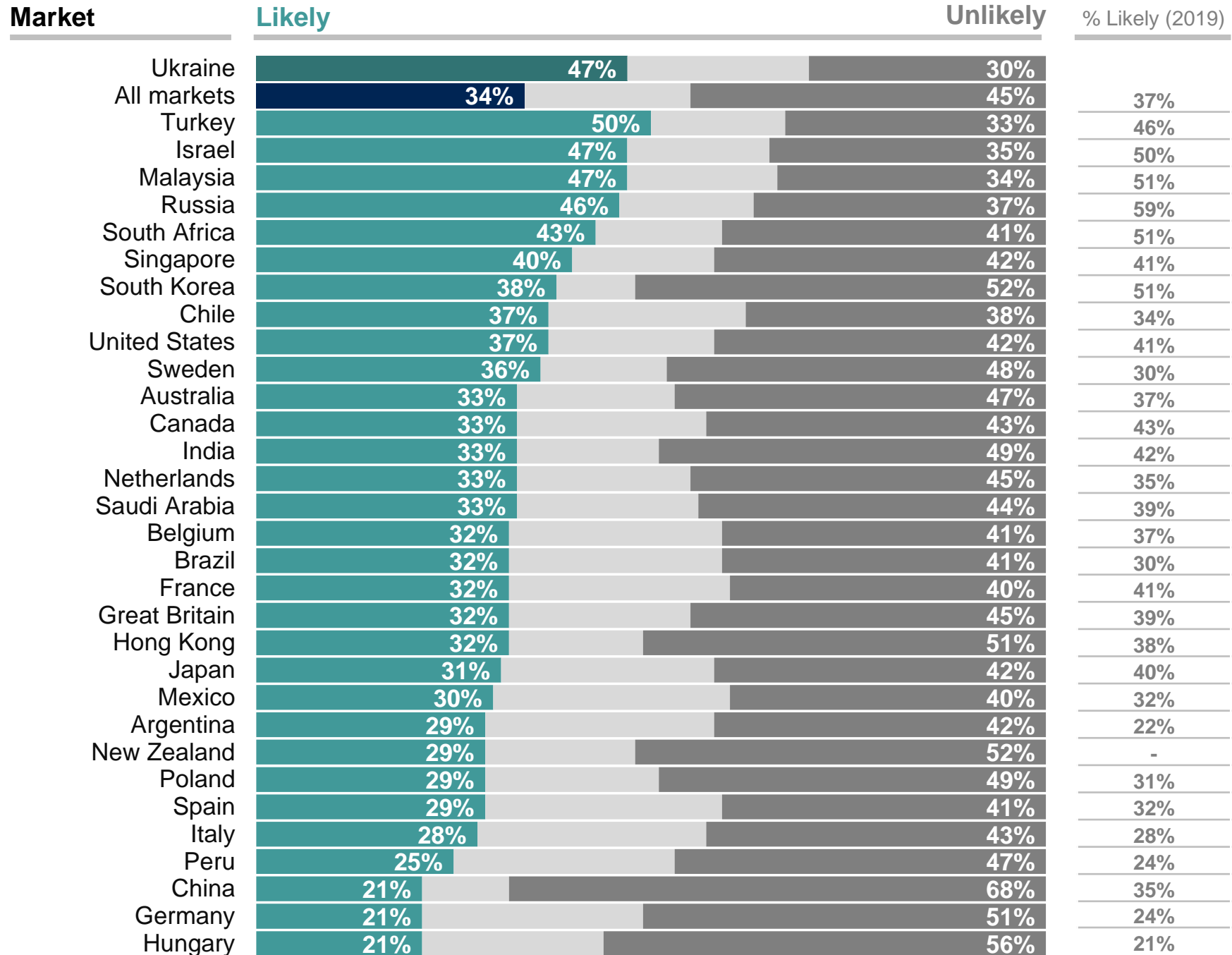


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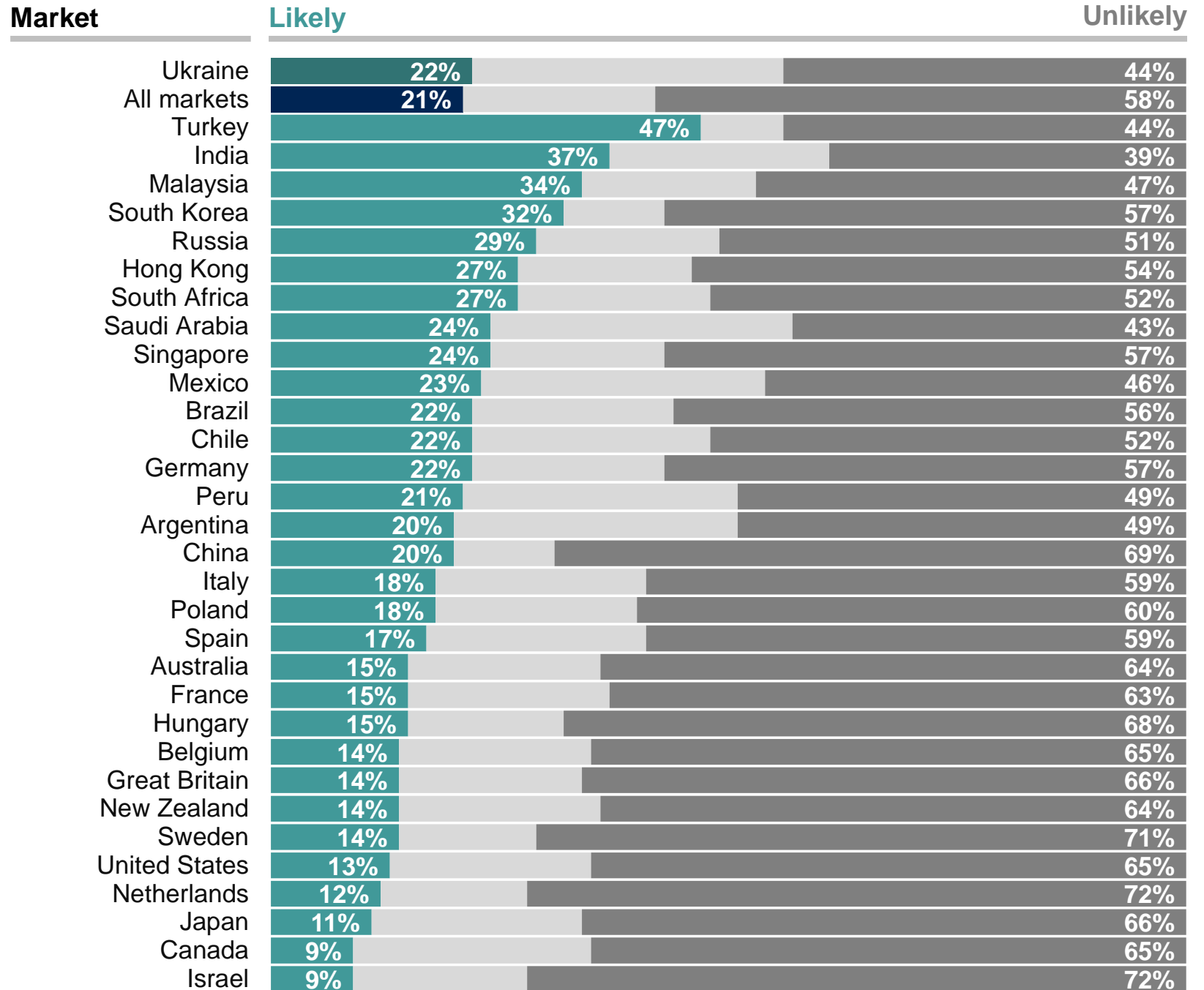


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For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

Human cloning will be legalized in some markets



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Global threats

For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Global averages

Likely

Unlikely

Average global temperatures will increase

75%

15%

We will discover that ghosts really exist

16%

65%

Humans will become extinct

16%

70%

An asteroid will hit the Earth

15%

61%

Aliens will visit the Earth

12%

69%

Global threats

For each of the following,
please tell me how likely or
unlikely you think they are to
happen.... ?

Ukraine

Likely

Unlikely

Average global
temperatures will increase

72%

16%

We will discover
that ghosts really exist

13%

43%

Humans will become extinct

12%

48%

An asteroid will hit the Earth

11%

50%

Aliens will visit the Earth

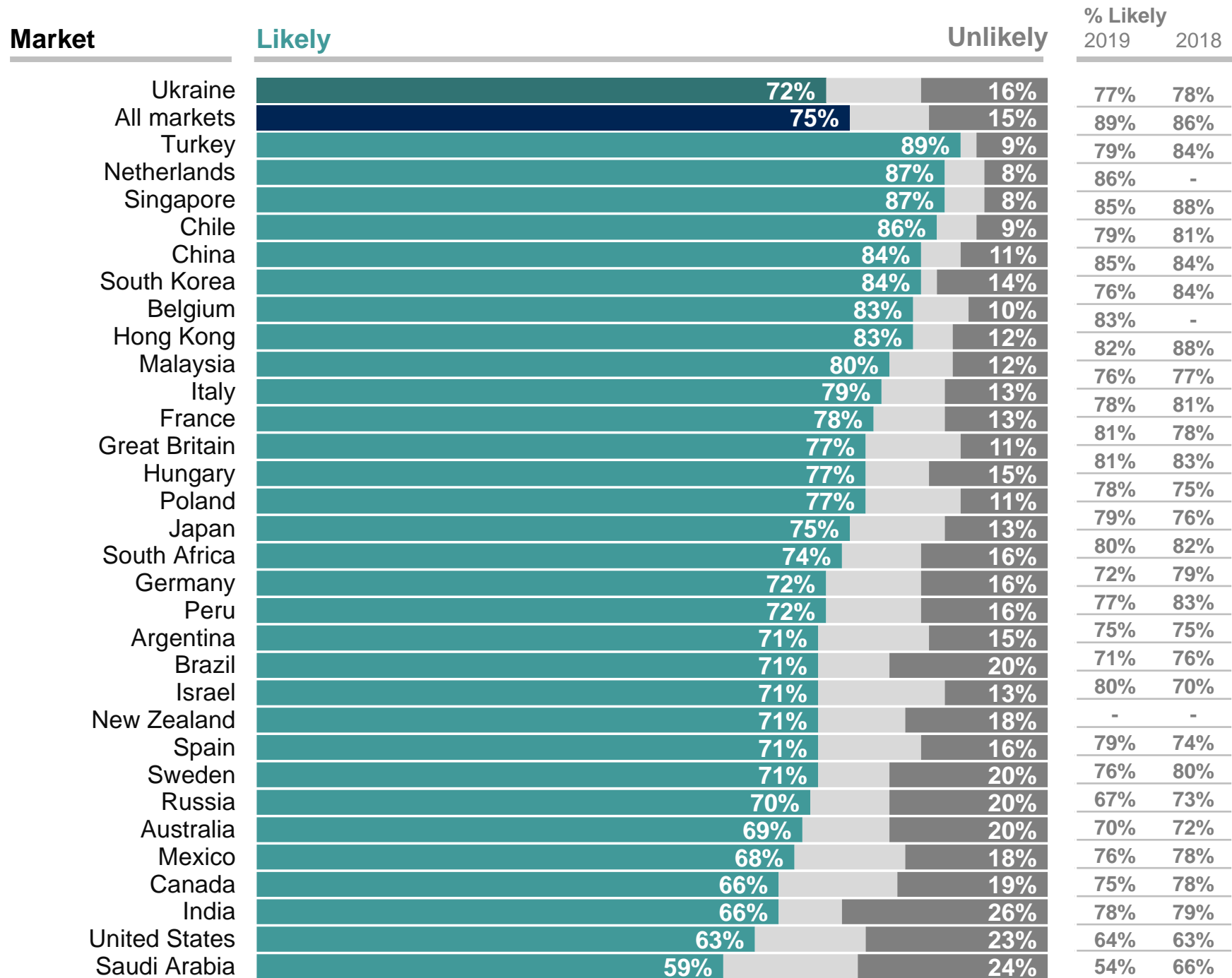
12%

44%



For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

Average global temperatures will increase

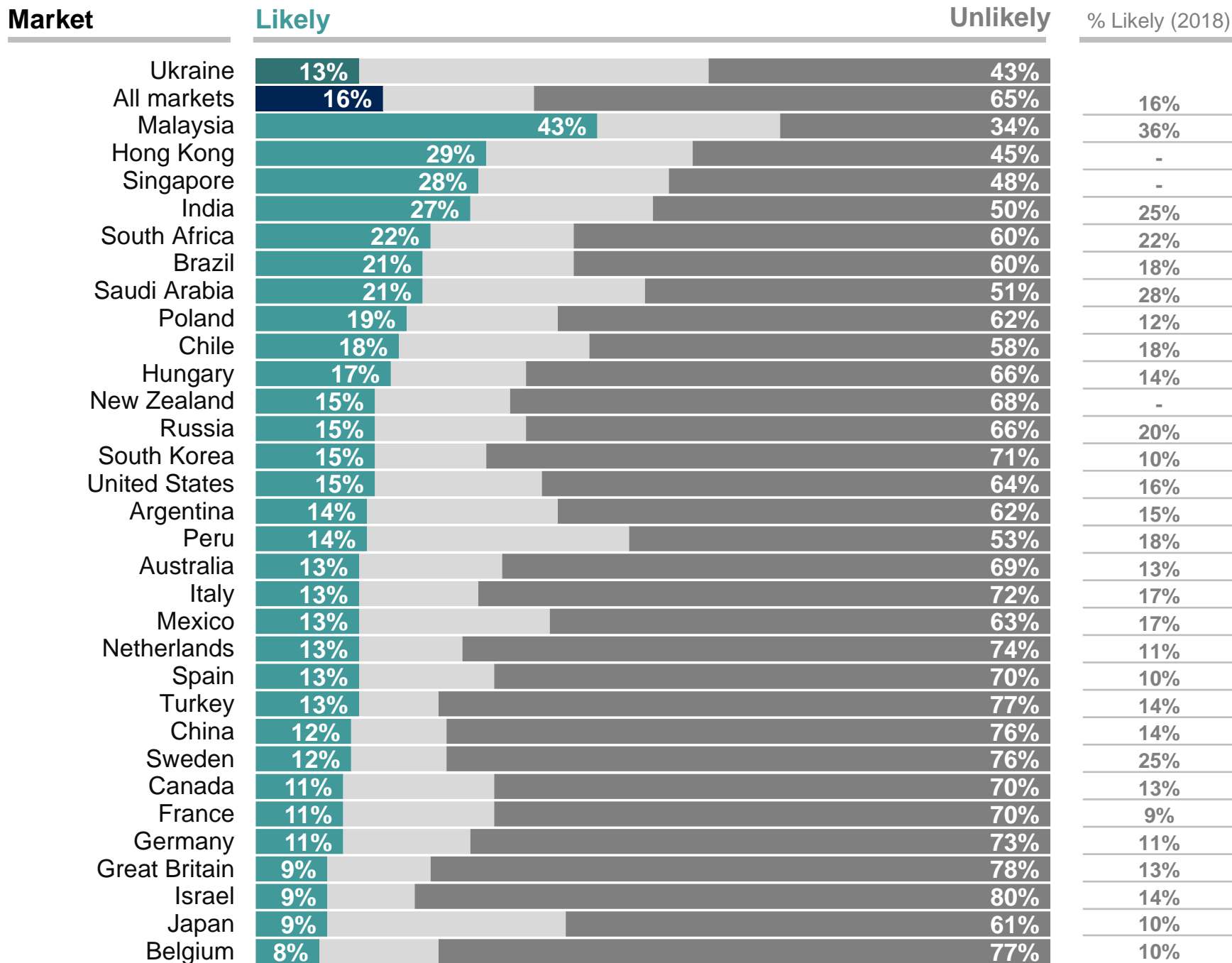


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Q.

For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

We will discover that ghosts really exist

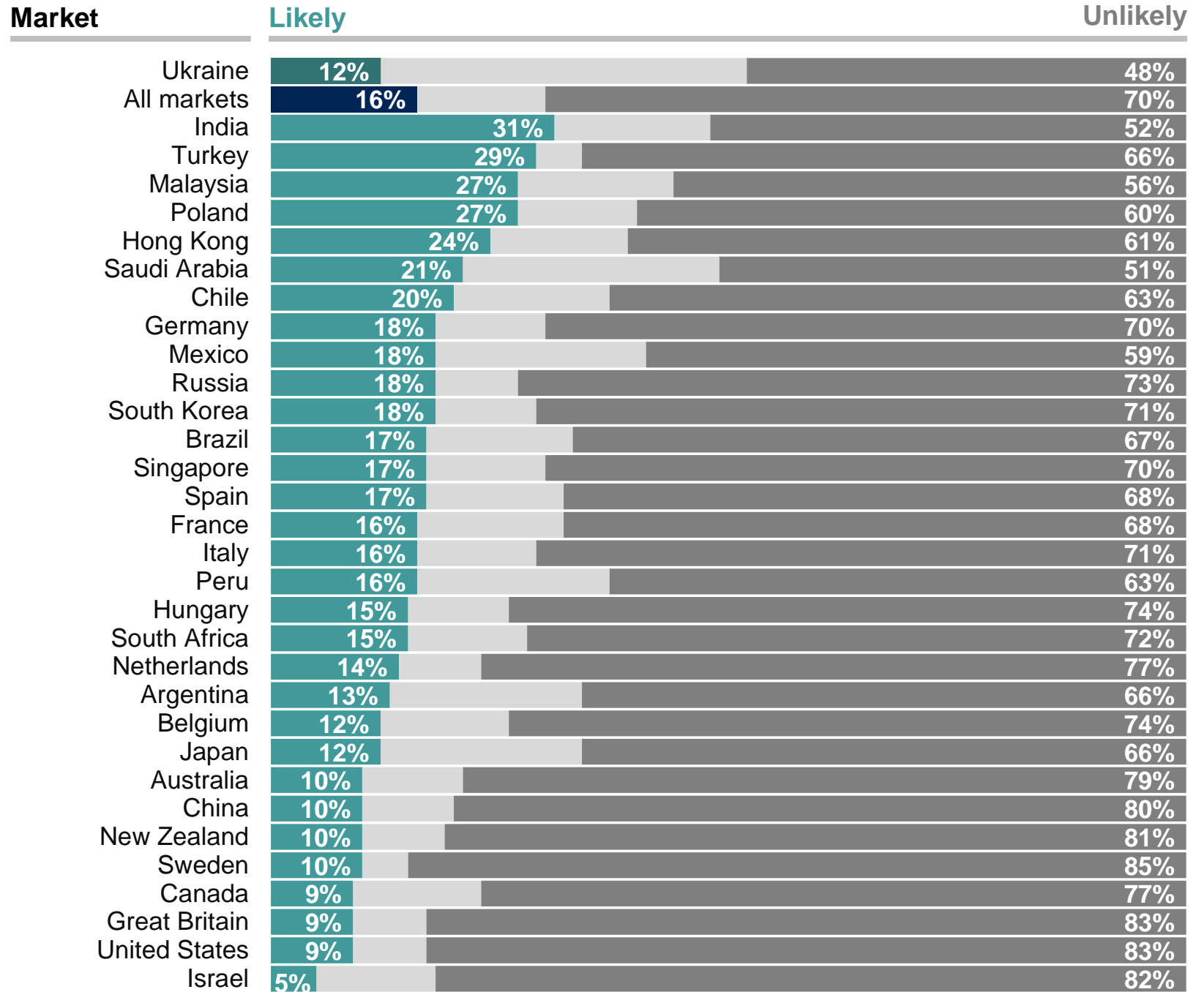


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For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

Humans will become extinct

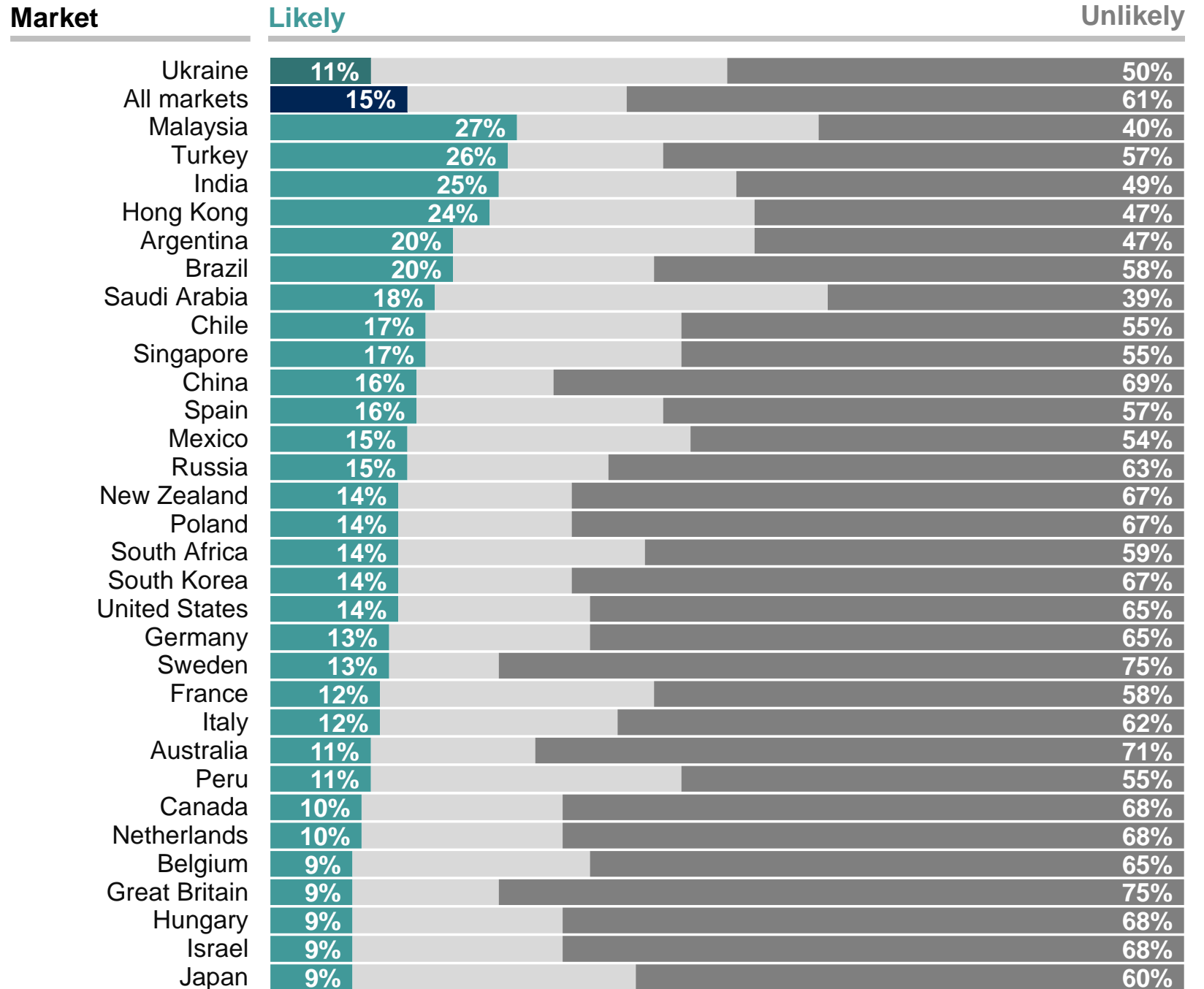


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Q.

For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

An asteroid will hit the Earth



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For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

Aliens will visit the Earth

Market	Likely		Unlikely	% Likely	
				2019	2018
Ukraine	12%		44%		
All markets	12%		69%	15%	13%
Saudi Arabia	27%		43%	30%	32%
India	23%		47%	37%	23%
Chile	22%		55%	17%	19%
Hong Kong	21%		57%	23%	-
Brazil	20%		62%	18%	19%
Argentina	15%		58%	13%	12%
Hungary	14%		72%	14%	12%
Russia	14%		72%	12%	13%
Turkey	14%		74%	18%	17%
Mexico	13%		56%	16%	17%
Spain	13%		70%	11%	9%
Australia	12%		74%	14%	10%
Italy	12%		70%	16%	13%
New Zealand	12%		77%	-	-
Poland	12%		76%	11%	6%
Canada	11%		71%	11%	10%
Peru	11%		59%	15%	18%
Singapore	11%		66%	16%	-
South Africa	11%		71%	11%	11%
South Korea	11%		70%	10%	10%
Japan	10%		67%	12%	10%
Malaysia	10%		64%	15%	16%
United States	10%		75%	13%	13%
China	9%		75%	21%	16%
Germany	9%		77%	12%	10%
Great Britain	9%		82%	8%	12%
Belgium	7%		81%	9%	6%
Netherlands	7%		84%	7%	7%
Sweden	6%		87%	12%	20%
France	5%		77%	9%	6%
Israel	5%		84%	12%	8%

Base: c. 15,700 online interviews across 31 markets, 23.10-06.11.2020.

Base for UKRAINE: 838 online urban interviews, Nov 2020.

Outlook for 2021

Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements...?

Global averages

Agree

Disagree

2020 was a bad year for [market]

90% 10%

I am optimistic that 2021 will be a better year for me than it was in 2020

77% 23%

I will make some personal resolutions to do some specific things for myself or others in 2021

75% 25%

2020 was a bad year for me and my family

70% 30%

The global economy will be stronger in 2021 than it was in 2020

54% 46%

Outlook for 2021

Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements...?

Ukraine

Agree

Disagree

2020 was a bad year for UKRAINE

87% 13%

I am optimistic that 2021 will be a better year for me than it was in 2020

80% 20%

I will make some personal resolutions to do some specific things for myself or others in 2021

87% 13%

2020 was a bad year for me and my family

69% 31%

The global economy will be stronger in 2021 than it was in 2020

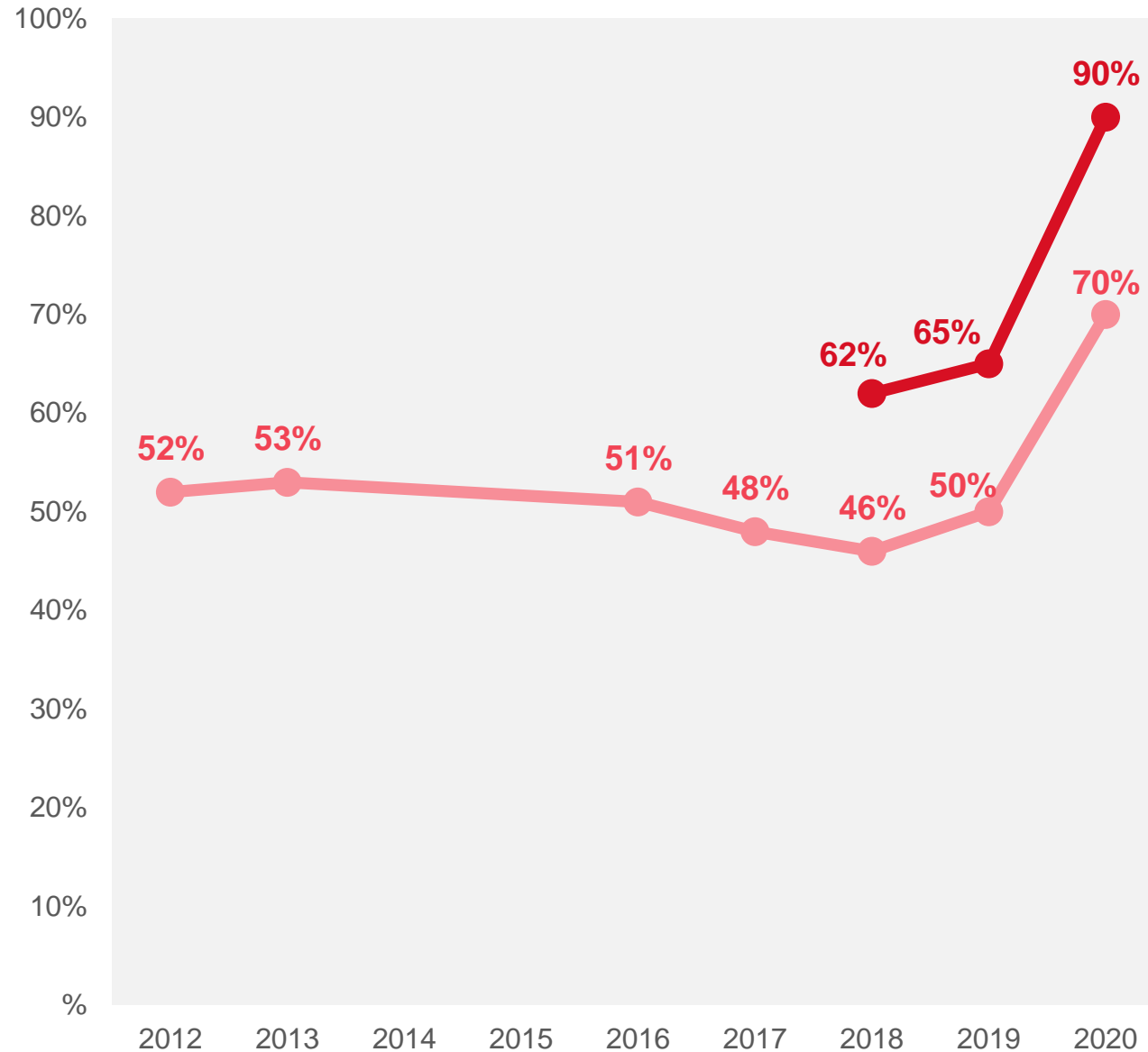
50%

50%

Reflecting on 2020

Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements...?

Global averages - % Agree



2020 was a bad year for [market]

2020 was a bad year for me and my family



Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements...?

2020 was a bad year for [market]

Market	Agree		Disagree		% Agree	
	Very much	Somewhat	Somewhat	Very much	2019	2018
Ukraine	87%	13%				
All markets	90%	10%			65%	62%
Argentina	95%	5%			86%	86%
France	95%	5%			71%	78%
South Africa	95%	5%			81%	83%
Great Britain	94%	6%			80%	72%
Turkey	94%	6%			73%	78%
United States	94%	6%			49%	53%
Belgium	93%	7%			66%	69%
Canada	93%	7%			54%	57%
Italy	93%	7%			81%	75%
Netherlands	93%	7%			37%	33%
Spain	93%	7%			79%	79%
Australia	92%	8%			61%	50%
Peru	92%	8%			71%	58%
South Korea	92%	8%			85%	80%
Chile	91%	9%			87%	58%
Hungary	91%	9%			65%	62%
Poland	91%	9%			58%	58%
Singapore	91%	9%			49%	-
Israel	89%	11%			60%	44%
Brazil	88%	12%			74%	85%
India	88%	12%			61%	45%
Malaysia	88%	12%			57%	49%
Mexico	88%	12%			68%	74%
Russia	87%	13%			61%	68%
Sweden	87%	13%			62%	60%
Hong Kong	86%	14%			85%	-
Japan	86%	14%			52%	52%
New Zealand	86%	14%			-	-
Germany	83%	17%			46%	45%
China	79%	21%			42%	30%
Saudi Arabia	74%	26%			46%	59%

Base: c. 15,700 online interviews across 31 markets, 23.10-06.11.2020.

Base for UKRAINE: 838 online urban interviews, Nov 2020.



Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements...?

2020 was a bad year for me and my family

Market	Agree	Disagree	% Agree					
			'19	'18	'17	'16	'13	'12
Ukraine	69%	31%						
All markets	70%	30%	50%	46%	48%	51%	53%	52%
Turkey	89%	11%	61%	65%	66%	61%	57%	56%
India	81%	19%	58%	43%	57%	55%	57%	47%
Italy	80%	20%	51%	53%	58%	57%	60%	55%
South Africa	80%	20%	68%	64%	62%	63%	57%	55%
Peru	79%	21%	57%	46%	56%	45%	-	-
South Korea	79%	21%	65%	58%	34%	54%	66%	65%
Argentina	78%	22%	69%	68%	56%	59%	70%	61%
Mexico	78%	22%	54%	46%	52%	48%	67%	71%
Spain	77%	23%	50%	51%	49%	54%	73%	72%
Malaysia	76%	24%	47%	37%	47%	-	-	-
Hungary	74%	26%	46%	46%	52%	49%	69%	74%
Brazil	72%	28%	62%	59%	64%	67%	50%	52%
France	72%	28%	48%	48%	47%	49%	55%	49%
Singapore	72%	28%	46%	-	-	-	-	-
Belgium	71%	29%	56%	52%	53%	49%	49%	47%
Chile	70%	30%	64%	53%	54%	61%	-	-
China	70%	30%	45%	33%	29%	35%	43%	35%
Great Britain	70%	30%	42%	41%	45%	43%	43%	46%
Hong Kong	70%	30%	64%	-	-	-	-	-
Russia	70%	30%	47%	48%	45%	48%	42%	46%
Australia	68%	32%	46%	42%	46%	48%	53%	45%
Canada	67%	33%	42%	47%	44%	56%	44%	43%
Saudi Arabia	67%	33%	54%	55%	50%	-	-	-
Poland	65%	35%	36%	38%	45%	44%	54%	60%
United States	65%	35%	39%	38%	45%	51%	50%	47%
New Zealand	61%	39%	-	-	-	-	-	-
Germany	60%	40%	41%	37%	42%	47%	47%	47%
Japan	57%	43%	38%	38%	36%	38%	43%	41%
Israel	56%	44%	31%	29%	-	-	-	-
Netherlands	55%	45%	38%	34%	-	-	-	-
Sweden	54%	46%	43%	40%	35%	38%	37%	51%

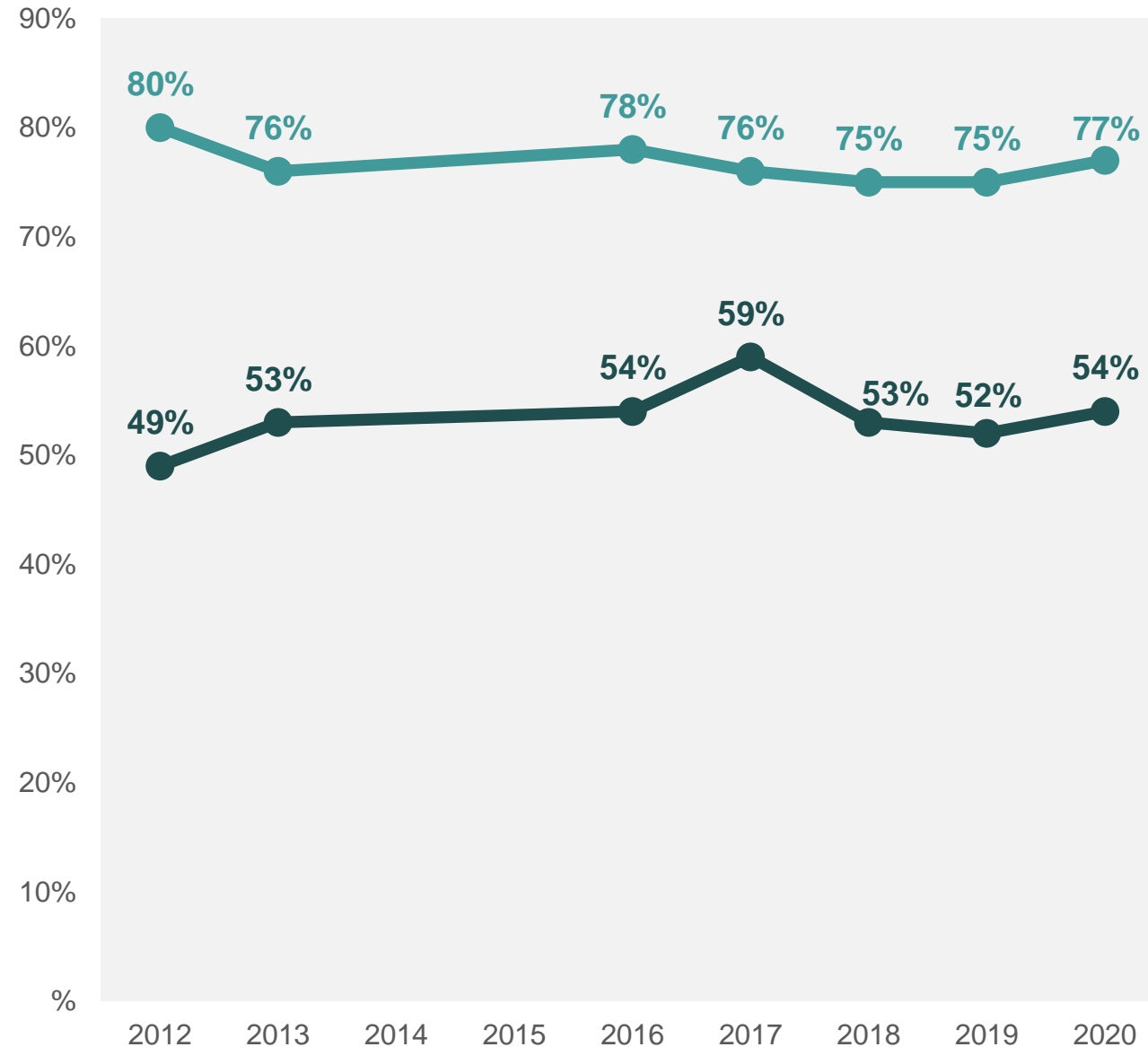
Base: c. 15,700 online interviews across 31 markets, 23.10-06.11.2020.

Base for UKRAINE: 838 online urban interviews, Nov 2020.

Outlook for 2021

Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements...?

Global averages - % Agree



I am optimistic that 2021 will be a better year for me than it was in 2020

The global economy will be stronger in 2021 than it was in 2020



Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements...?

The global economy will be stronger in 2021 than it was in 2020

Market	Agree	Disagree	% Agree					
			'19	'18	'17	'16	'13	'12
Ukraine	50%	50%						
All markets	54%	46%	52%	53%	59%	54%	53%	49%
China	86%	14%	84%	76%	86%	82%	74%	68%
India	76%	24%	83%	85%	83%	85%	82%	78%
Saudi Arabia	76%	24%	72%	70%	56%	-	-	-
Peru	72%	28%	79%	81%	81%	78%	-	-
Malaysia	70%	30%	65%	64%	59%	-	-	-
United States	69%	31%	58%	58%	62%	61%	51%	52%
Chile	65%	35%	55%	68%	73%	73%	-	-
Singapore	63%	37%	49%	-	-	-	-	-
Australia	60%	40%	46%	47%	57%	50%	57%	53%
Brazil	60%	40%	64%	76%	67%	68%	65%	78%
Mexico	59%	41%	54%	70%	53%	43%	57%	73%
Argentina	57%	43%	52%	53%	57%	63%	60%	63%
South Africa	57%	43%	56%	61%	61%	55%	58%	50%
South Korea	54%	46%	38%	39%	53%	48%	44%	41%
Canada	53%	47%	41%	43%	55%	52%	53%	57%
Hong Kong	53%	47%	39%	-	-	-	-	-
New Zealand	52%	48%	-	-	-	-	-	-
Russia	50%	50%	49%	44%	61%	59%	44%	46%
Japan	48%	52%	34%	28%	39%	43%	47%	38%
Turkey	48%	52%	52%	47%	57%	61%	51%	43%
Hungary	45%	55%	48%	44%	61%	42%	52%	38%
Netherlands	45%	55%	41%	45%	-	-	-	-
Israel	44%	56%	52%	48%	-	-	-	-
Italy	44%	56%	33%	47%	43%	38%	33%	29%
Sweden	44%	56%	35%	44%	52%	44%	39%	43%
Great Britain	43%	57%	35%	30%	46%	35%	54%	37%
Germany	40%	60%	37%	48%	60%	44%	45%	30%
Poland	40%	60%	44%	53%	61%	41%	41%	29%
Spain	40%	60%	35%	43%	59%	56%	53%	32%
Belgium	37%	63%	33%	32%	50%	32%	42%	27%
France	31%	69%	26%	24%	36%	28%	35%	23%

Base: c. 15,700 online interviews across 31 markets, 23.10-06.11.2020.

Base for UKRAINE: 838 online urban interviews, Nov 2020.



Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements...?

I am optimistic that 2021 will be a better year for me than it was in 2020

Market	Agree	Disagree	% Agree					
			'19	'18	'17	'16	'13	'12
Ukraine	80%	20%						
All markets	77%	23%	75%	75%	76%	78%	76%	80%
China	94%	6%	91%	84%	88%	91%	81%	84%
Peru	92%	8%	92%	94%	93%	96%	-	-
Mexico	91%	9%	87%	90%	87%	85%	80%	94%
Saudi Arabia	89%	11%	84%	84%	74%	77%	68%	-
Chile	87%	13%	81%	77%	88%	81%	-	-
South Africa	87%	13%	85%	86%	85%	90%	81%	87%
Hungary	84%	16%	84%	79%	84%	83%	83%	80%
India	84%	16%	92%	91%	87%	91%	88%	91%
Argentina	82%	18%	77%	70%	83%	86%	86%	91%
Australia	82%	18%	74%	81%	76%	76%	78%	81%
Israel	82%	18%	79%	75%	-	-	-	-
Malaysia	82%	18%	78%	87%	77%	-	-	-
Netherlands	82%	18%	75%	71%	-	-	-	-
New Zealand	82%	18%	-	-	-	-	-	-
United States	82%	18%	79%	81%	80%	81%	75%	79%
Brazil	81%	19%	82%	85%	84%	83%	83%	80%
Canada	77%	23%	77%	77%	76%	77%	80%	84%
Russia	76%	24%	76%	69%	85%	87%	80%	83%
Singapore	76%	24%	68%	-	-	-	-	-
Sweden	74%	26%	68%	71%	72%	74%	69%	61%
Great Britain	73%	27%	65%	62%	66%	68%	71%	70%
Poland	73%	27%	73%	77%	77%	76%	64%	65%
Hong Kong	68%	32%	54%	-	-	-	-	-
Spain	67%	33%	69%	76%	74%	77%	68%	72%
Turkey	67%	33%	71%	60%	69%	79%	77%	78%
Belgium	66%	34%	58%	60%	65%	66%	52%	64%
South Korea	65%	35%	62%	61%	69%	76%	69%	82%
Italy	64%	36%	63%	68%	60%	67%	74%	79%
Germany	63%	37%	59%	68%	67%	68%	68%	68%
France	53%	47%	50%	50%	55%	52%	90%	89%
Japan	44%	56%	45%	42%	44%	54%	53%	55%

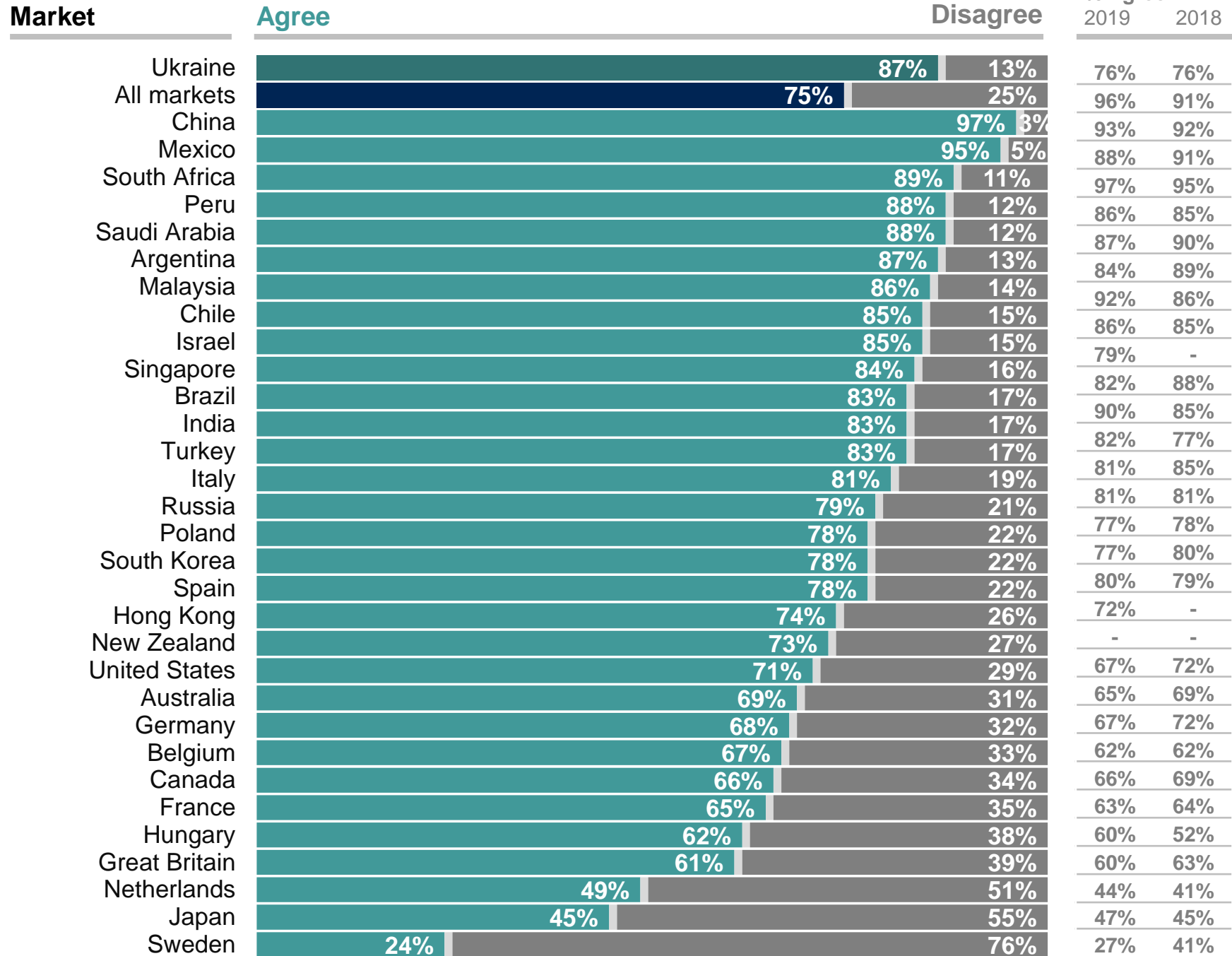
Base: c. 15,700 online interviews across 31 markets, 23.10-06.11.2020.

Base for UKRAINE: 838 online urban interviews, Nov 2020.

Q.

Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements...?

I will make some personal resolutions to do some specific things for myself or others in 2021



Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Base for UKRAINE: 838 online urban interviews, Nov 2020.

These are the results of a 31-market survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 23,007 adults aged 21-74 in Singapore, 18-74 in the United States, Canada, Hong Kong, Israel, New Zealand, Malaysia, South Africa, Turkey and Ukraine, and 16-74 in 22 other markets between **October 23 and November 6, 2020**.

The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, New Zealand, and the U.S., and 500 individuals in each of Argentina, Chile, Hong Kong, Hungary, India, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, New Zealand, and the U.S. can be taken as representative of their general adult population under the age of 75.

The samples in Brazil, Chile, mainland China, Hong Kong, India, Israel, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Singapore, South Africa, Turkey, and Ukraine are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more “connected” segment of their 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 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 1,000 accurate to +/- 3.5 percentage points and of 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.

UKRAINE

Target audience: the population of Ukraine, 18-74 years, except for the temporarily occupied territories

Method: Online panel

Geography: Cities with a population of 50 thousand +

Sample: 838 respondents, representative by gender, age, region, type of settlement

It is weighed according to the latest data of the State Statistics Service of Ukraine

Sampling error: does not exceed 3.4%

Period of field work: 01-06 November 2020

For more information

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