



PRESS RELEASE

COVID-19 vaccination intent has soared across the world

New Ipsos-World Economic Forum survey finds widespread demand for getting vaccinated as soon as possible

New York, NY, March 9th, 2021 — A new Ipsos survey conducted in partnership with the World Economic Forum points to a notable increase in COVID-19 vaccination intent since December in all 15 countries studied. The survey also shows that in many countries, a large majority of those who intend to get a vaccine will seek to do as soon as it is available to them.

The survey was conducted among more than 13,500 adults under the age of 75, February 25-28, 2021, on Ipsos' Global Advisor online platform.

Read the [World Economic Forum's article](#).

Vaccination intent on the rise

Adults who strongly or somewhat agree they would get a vaccine against COVID-19 make up a majority of those who report they have not yet received it in all but one of the 15 countries surveyed. Intent to get vaccinated among those who are not is:

- Very high in Brazil (89%), Italy (85%), China (82%), Spain (82%), Mexico (80%), and South Korea (80%);
- Fairly high in Canada (79%), Australia (78%), Japan (74%), and Germany (74%);
- Middling in the United States (65%), South Africa (65%), and France (59%); and,
- Low in Russia (42%).

The percentage of those who *strongly* agree they will get vaccinated has increased in every one of the 15 countries since a similar survey was conducted December 17-20, 2020. At the time, many of the countries in the study had not yet approved a vaccine.

- Since mid-December, eight of the 15 countries have seen an uptick in vaccine intent among those who have not been vaccinated of more than 20 percentage points: Italy (by 36 percentage points to 62% who strongly agree), Spain (+31 to 57%), the U.K and Brazil (+24 to 70% and 76%, respectively), France (+23 to 35%), Mexico (+22 to 64%), and Canada and Germany (+21 to 60% and 51%, respectively).
- The countries showing the smallest gains are Russia (+2 to 16%) and the United States (+3 to 41%).
- To put these numbers in perspective, according to [Oxford University](#) data, the share of the population who had been given at least one dose of the vaccine at the time of the survey was: approximately 29% in the U.K; 14% in the U.S.; 3 to 5% in Brazil, Canada, France, Germany, Italy, Russia, and Spain; 1% in Mexico; and less than 1% in Australia, Japan, South Africa, and South Korea.

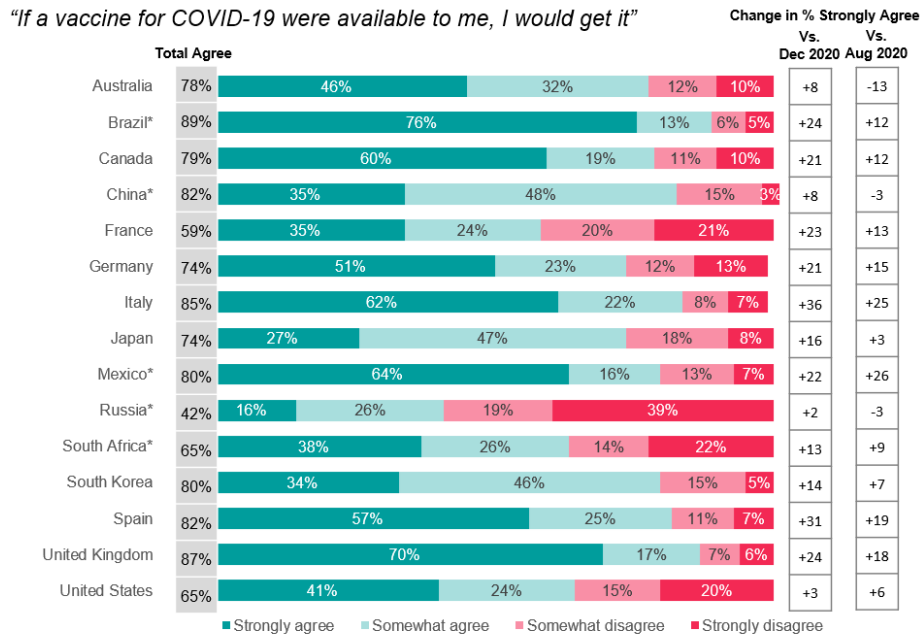


Formatted: Not Highlight

Formatted: Not Highlight



PRESS RELEASE



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
 n=12,076 online adults aged 16-74 across 15 countries; excludes those who report receiving the vaccine
 Source: Ipsos Global Advisor, February 25-28, 2021; February data excludes those who stated they have received the vaccine
 * Online samples in Brazil, China, Mexico, Russia, and South Africa tend to be more urban, educated, and/or affluent than the general population



Rising impatience

In 11 of the 15 countries surveyed, most of those who are not yet vaccinated and agree that they will get the vaccine say they plan to do so immediately or within one month once it is available to them:

- Over 80% in Brazil and the U.K (both 85%);
- Over 70% in Mexico (78%), Spain (73%), Germany, and Italy (72%);
- Over 60% in Canada (69%), France (67%), the U.S. (67%), and South Africa (64%);
- Over 50% in Australia (58%); but
- Fewer than half in Japan (49%), China (43%), Russia (35%), and South Korea (31%).

2020 K Street, NW, Suite 410
 Washington DC 20006
 +1 202 463 7300

Contact: **Nicolas Boyon**
 Senior Vice President, Public Affairs, U.S.
 Email: nicolas.boyon@ipsos.com
 Tel: +1 646 309 4879

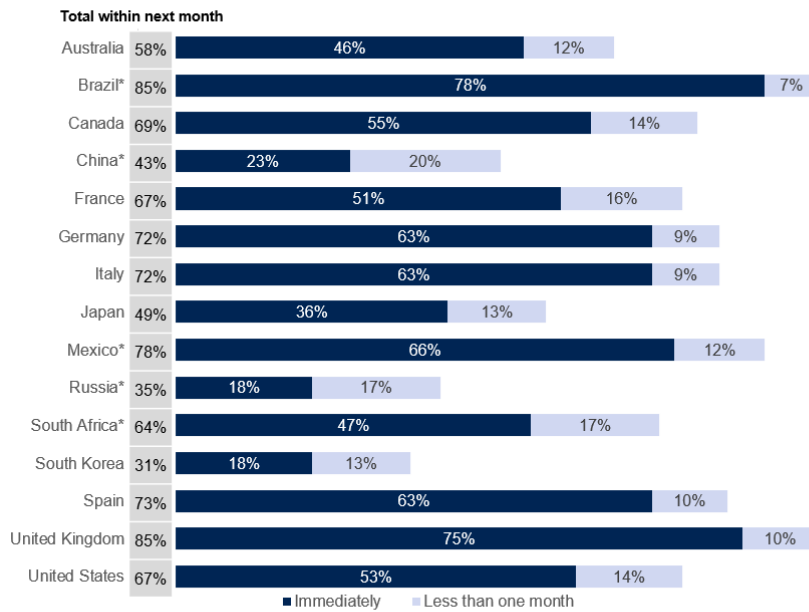
GAME CHANGERS





PRESS RELEASE

Once the COVID-19 vaccine becomes available to you, when would you get the vaccine?



Q. Once the COVID-19 vaccine becomes available to you, when would you get the vaccine?
n=9,239 online adults aged 16-74 across 15 countries who agree they would get the vaccine; excludes those who report receiving the vaccine
Source: Ipsos Global Advisor, February 25-28, 2021; February data excludes those who stated they have received the vaccine
* Online samples in Brazil, China, Mexico, Russia, and South Africa tend to be more urban, educated, and/or affluent than the general population



2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463 7300

Contact: **Nicolas Boyon**
Senior Vice President, Public Affairs, U.S.
Email: nicolas.boyon@ipsos.com
Tel: +1 646 309 4879

GAME CHANGERS





PRESS RELEASE

About the Study

The survey was conducted by Ipsos on its Global Advisor online platform, February 25-28, 2021, among adults 18-74 years of age in Canada, 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 samples in Australia, Canada, France, Germany, Italy, Japan, South Korea, Spain, the U.K., and the U.S. can be taken as representative of the general adult population in these countries under the age of 75. The samples in Brazil, China (mainland), 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.

Part of the survey was conducted in all 15 countries with a base sample of 1,000+ adults in Australia, Brazil, Canada, China, France, Germany, Italy, Japan, South Korea, Spain, the U.K., and the U.S., and of 500+ adults in each of Mexico, Russia, South Africa. The other part was conducted in the same countries except Russia, with a base sample of 1,000+ adults in every country.

This document includes comparisons with data from a similar survey conducted on the Ipsos Global Advisor platform, December 17-20, 2020, and July 24-August 7, 2020.

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. 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.

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463 7300

Contact: **Nicolas Boyon**
Senior Vice President, Public Affairs, U.S.
Email: nicolas.boyon@ipsos.com
Tel: +1 646 309 4879

GAME CHANGERS





PRESS RELEASE

For more information on this news release, please contact:

Nicolas Boyon
Senior Vice President, Public Affairs, U.S.
nicolas.boyon@ipsos.com

Kate Silverstein
Media Relations Specialist, Public Affairs, U.S.
kate.silverstein@ipsos.com

About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

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.

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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

