

# GLOBAL VIEWS ON PERSONAL HEALTH DATA AND VACCINE PASSPORTS

Ipsos survey for The World Economic Forum

April 2021

For more information, go to <https://www.ipsos.com/en/global-views-personal-health-data-and-vaccine-passports>



GAME CHANGERS



# OPINIONS ON COVID-19 VACCINE PASSPORTS

“A vaccine passport is a record or health data certificate that would prove whether an individual has been vaccinated against COVID-19 or has recently tested negative for COVID-19. These “passports” would be accessible electronically (e.g., on mobile phone apps) or printed documents or cards.”

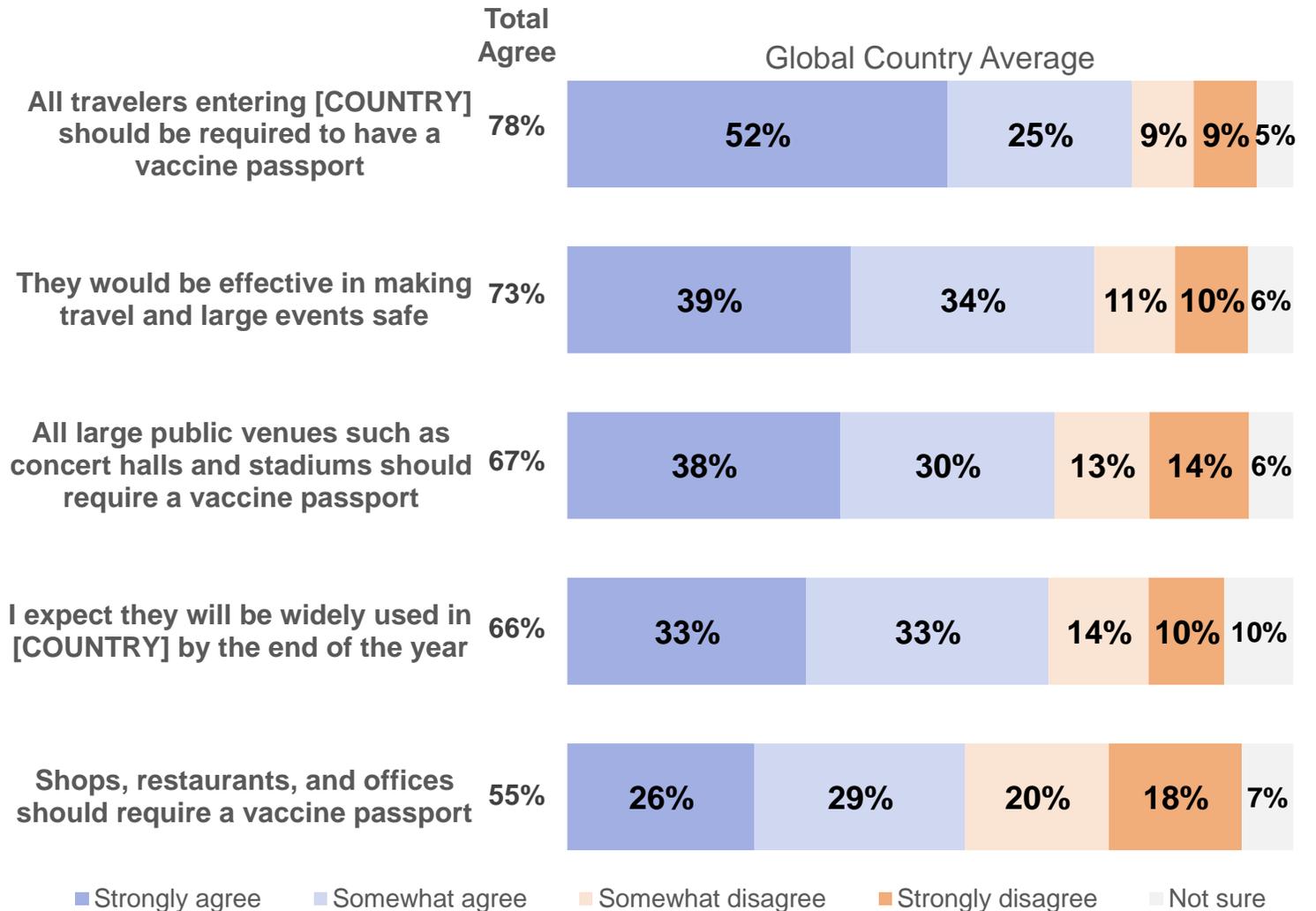
Q. How much do you agree or disagree with the following about COVID-19 “vaccine passports” or similar health data certificates:

On average, across the 28 countries surveyed, about 3 in 4 agree that vaccine passports should be required of travelers to enter their country and that they would be effective in making travel and large events safe. Two in three say they should be required to access large public venues and as many expect they will be widely used in their country.

However, only half (55%) agree they should be required for shops, restaurants, and offices.

Base: 21,021 online adults aged 16-74 across 28 countries, March 26- April 9, 2021  
 \* Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population

The “Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.



# OPINIONS ON COVID-19 VACCINE PASSPORTS BY GENDER, AGE AND EDUCATION

Q. How much do you agree or disagree with the following about COVID-19 “vaccine passports” or similar health data certificates: Total % agree

Global Country Average

Favorability toward vaccine passports varies little by gender, but it tends to be higher among older adults and those with a higher level of education.

	Total	Gender		Age			Education			
		Male	Female	Under 35	35 to 49	50 to 74	Low	Medium	High	
		Base: 21,021								
		10,143	10,878	7,239	5,963	7,819	3,419	7,613	9,986	
All travelers entering [COUNTRY] should be required to have a vaccine passport	78%	78%	78%	74%	76%	83%	76%	78%	79%	
They would be effective in making travel and large events safe	73%	72%	73%	70%	72%	76%	70%	73%	75%	
All large public venues such as concert halls and stadiums should require a vaccine passport	67%	68%	67%	64%	66%	71%	65%	66%	70%	
I expect they will be widely used in [COUNTRY] by the end of the year	66%	67%	66%	65%	67%	68%	65%	66%	68%	
Shops, restaurants, and offices should require a vaccine passport	55%	56%	54%	52%	55%	57%	51%	55%	58%	

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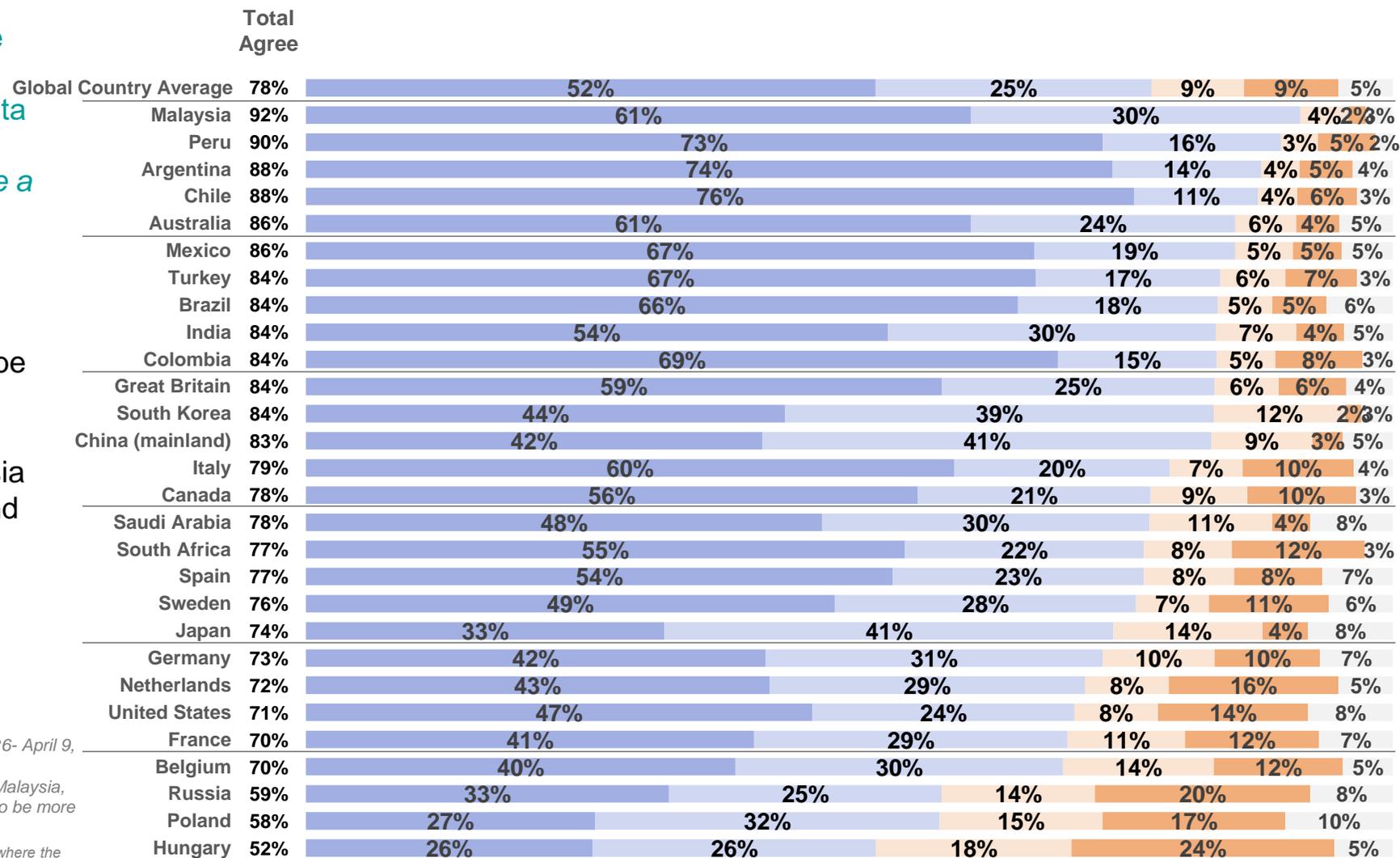


# VACCINE PASSPORTS TO ENTER THE COUNTRY

Q. How much do you agree or disagree with the following about COVID-19 “vaccine passports” or similar health data certificates: *All travelers entering [COUNTRY] should be required to have a vaccine passport*

A majority in each of the 28 countries surveyed (78% on average) agree that travelers entering their country should be required to have a vaccine passport.

Agreement ranges from 92% in Malaysia and 90% in Peru to 52% in Hungary and 58% in Poland.



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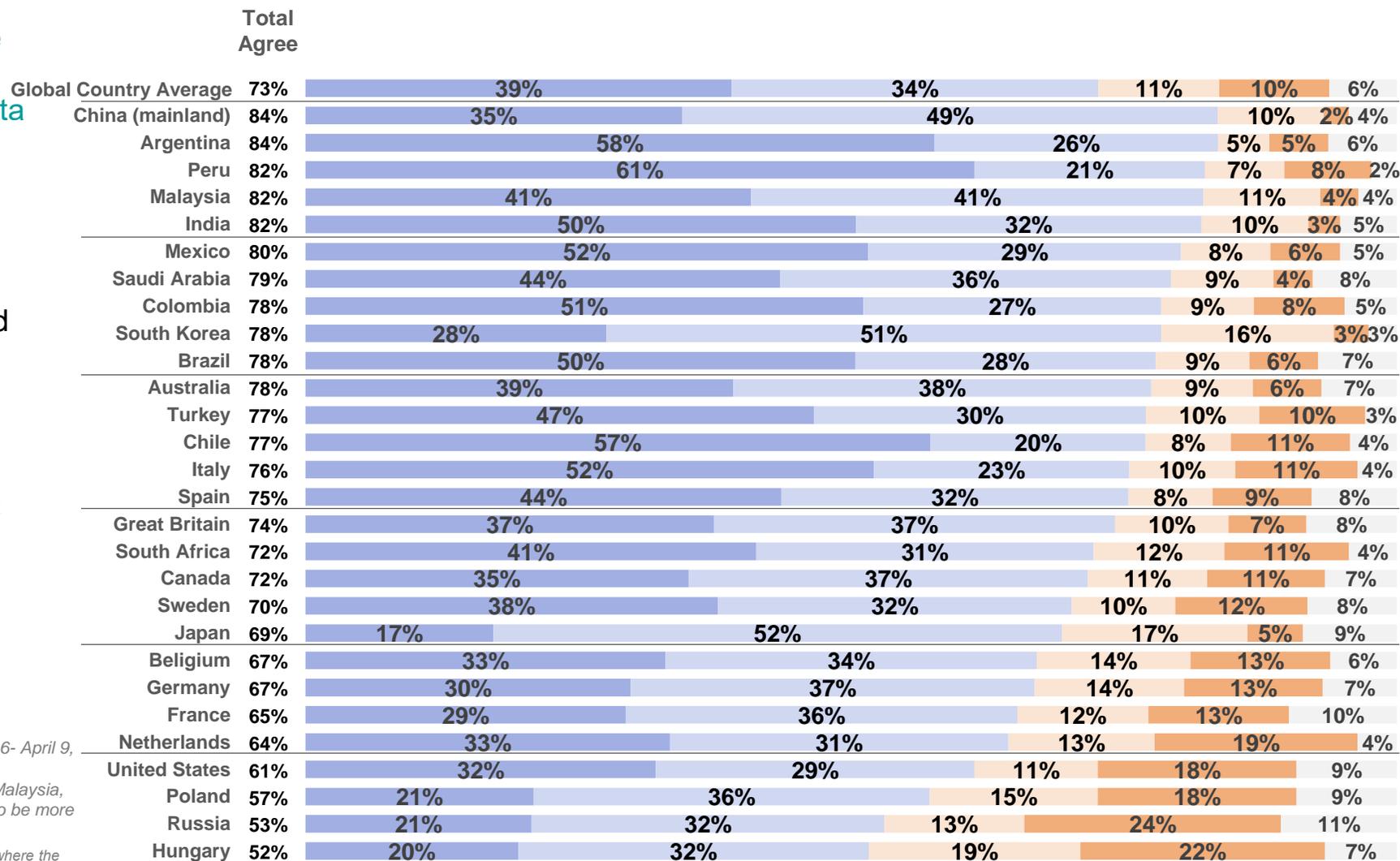
■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Not sure

# VACCINE PASSPORTS' EFFECTIVENESS

Q. How much do you agree or disagree with the following about COVID-19 “vaccine passports” or similar health data certificates: *They would be effective in making travel and large events safe*

Majorities in every country averaging at 73% agree that vaccine passports would be effective in making travel and large events safe, with nearly four in ten in strong agreement.

Agreement is highest in mainland China (84%), Argentina (84%), Peru (82%), Malaysia (82%), and India (82%), and lowest in Hungary (52%) and Russia (53%).



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# VACCINE PASSPORTS TO ACCESS ALL LARGE PUBLIC VENUES

Q. How much do you agree or disagree with the following about COVID-19 “vaccine passports” or similar health data certificates: *All large public venues such as concert halls and stadiums should require a vaccine passport*

On average, 67% agree that large public venues should require a vaccine passport. Nearly 4 in 10 strongly agree.

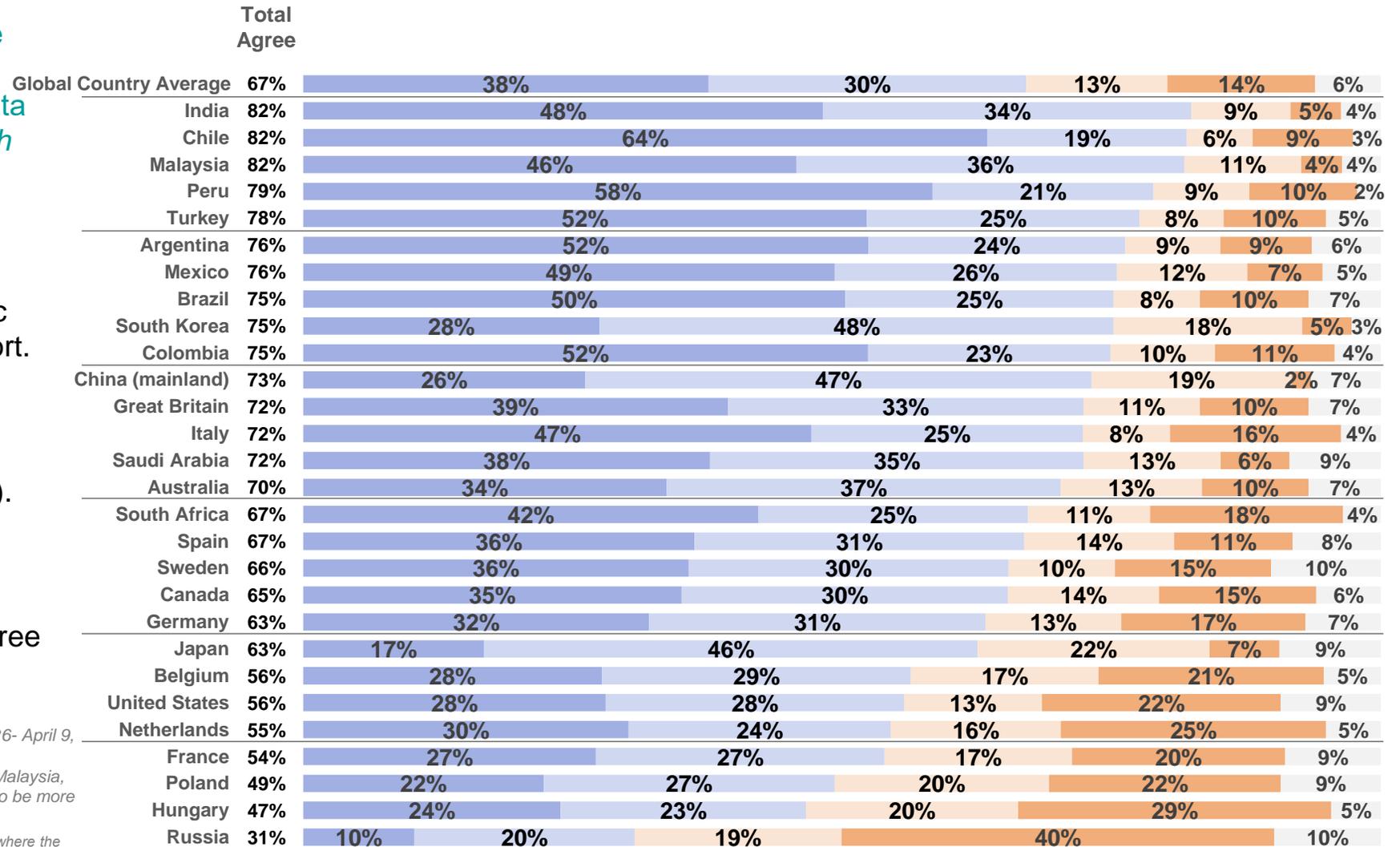
Agreement levels are highest in India (82%), Chile (82%), and Malaysia (82%).

Russia and Hungary are the only two countries surveyed where fewer agree (31% and 47%, respectively) than disagree (59% and 49%).

Base: 21,021 online adults aged 16-74 across 28 countries, March 26- April 9, 2021

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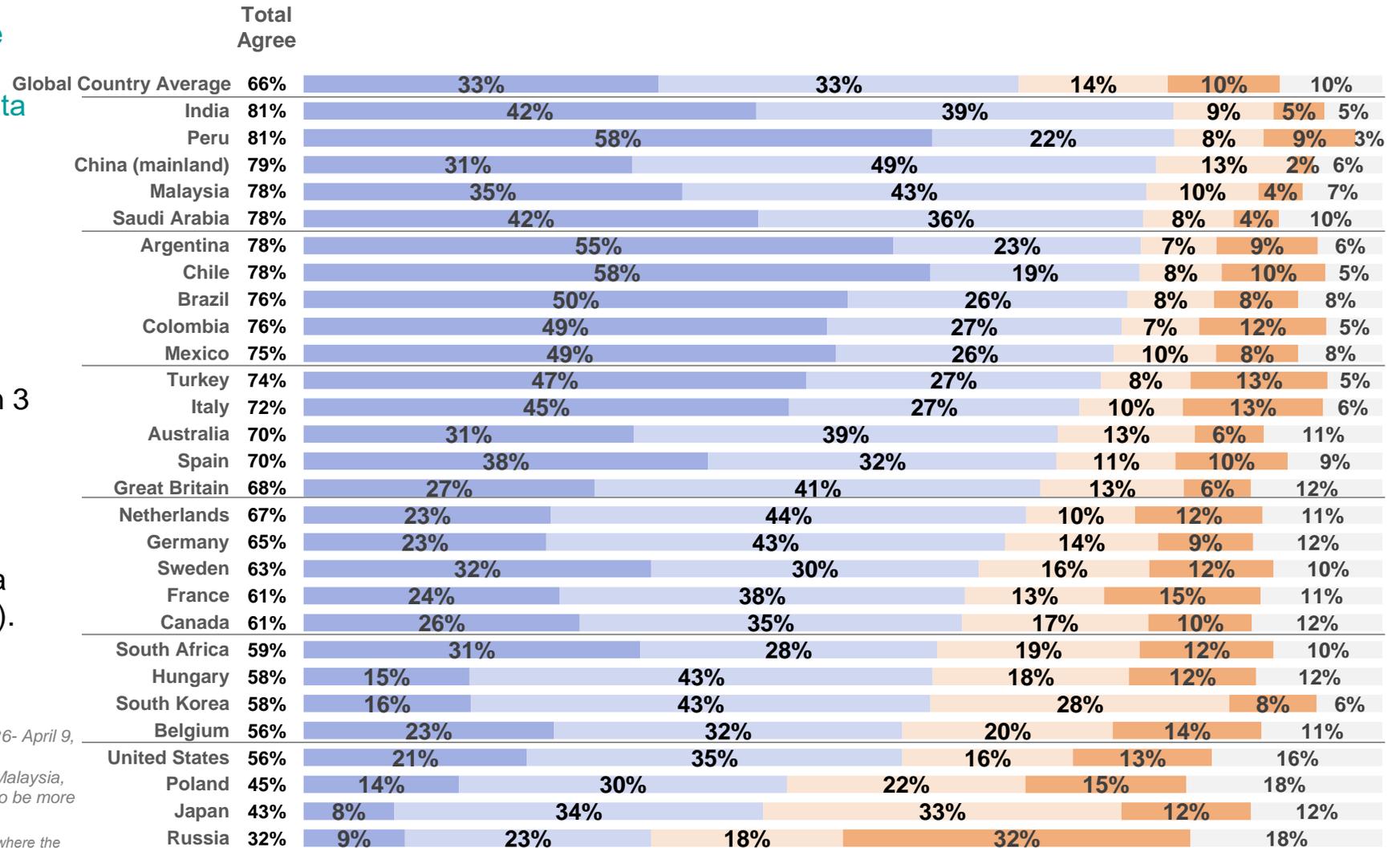


# EXPECTED WIDE USAGE OF VACCINE PASSPORTS BY END OF YEAR

Q. How much do you agree or disagree with the following about COVID-19 “vaccine passports” or similar health data certificates: *I expect they will be widely used in [COUNTRY] by the end of the year*

On average, 2 in 3 adults across all countries surveyed agree that vaccine passports will be widely used in their country by the end of the year, with 1 in 3 strongly agreeing.

India (81%) and Peru (81%) have the highest agreement. The only countries where fewer than half agree are Russia (32%), Japan (43%), and Poland (45%).



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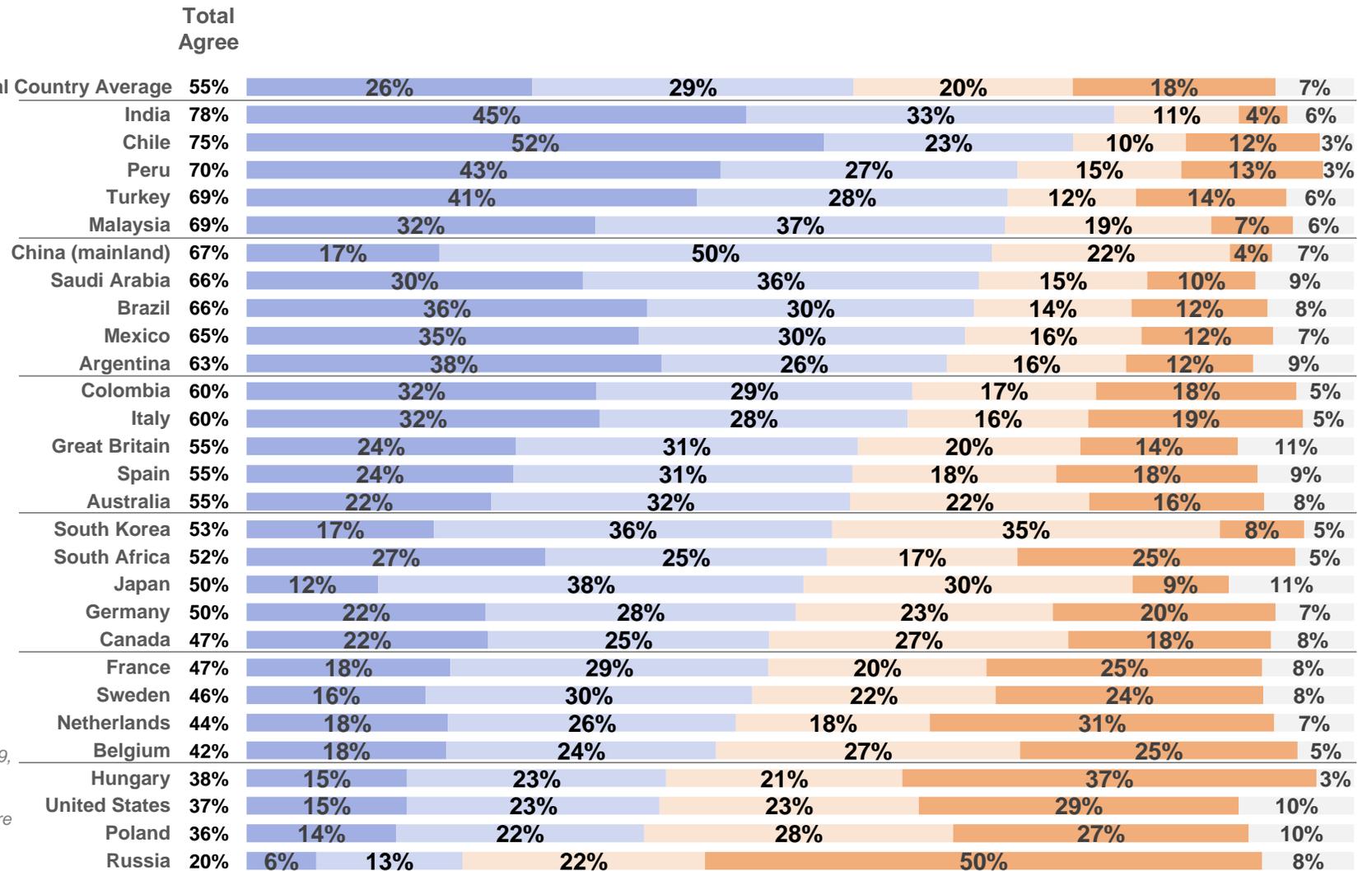
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# VACCINE PASSPORTS TO ACCESS SHOPS, RESTAURANTS AND OFFICES

Q. How much do you agree or disagree with the following about COVID-19 “vaccine passports” or similar health data certificates: *Shops, restaurants, and offices should require a vaccine passport*

On average, just over half (55%) globally agree that vaccine passports should be required in shops, restaurants, and offices across all countries; 1 in 4 strongly agree.

Views about requiring vaccine passports to access shops, restaurants, and offices vary widely across countries. Support is strongest in India (78%), Chile (75%), and Peru (70%). Opposition prevails in Russia (72%), Hungary (59%), Poland (55%), the United States (52%), and Belgium (52%).



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Strongly agree Somewhat agree Somewhat disagree Strongly disagree Not sure

# LEVEL OF COMFORT ABOUT ORGANIZATIONS' ACCESS TO PERSONAL HEALTH AND VACCINATION INFORMATION

Q. How comfortable are you allowing the following to access your personal health data and vaccination record?

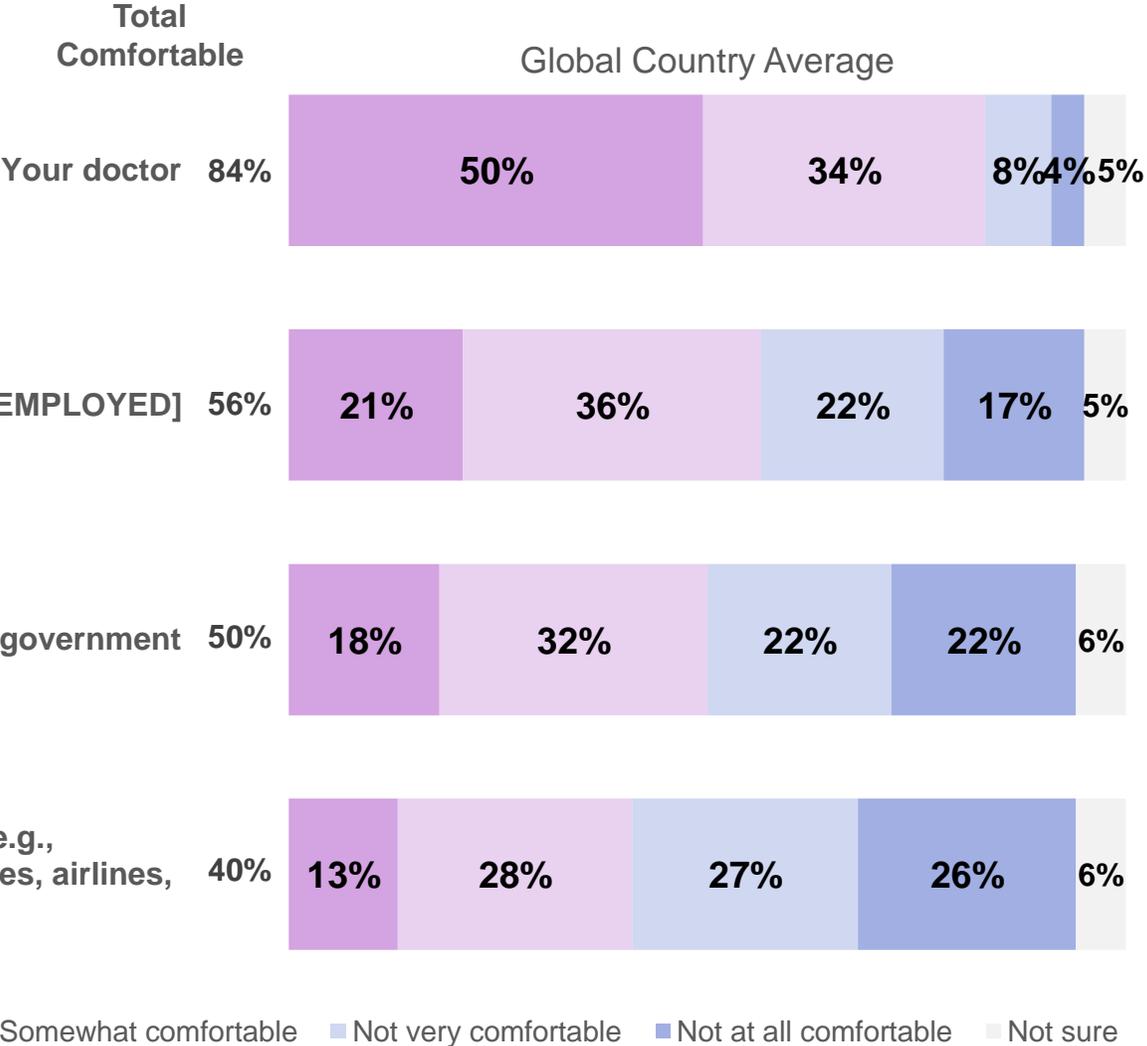
On average across all 28 countries surveyed, 84% say they are comfortable allowing their doctor access to their personal health data and vaccination records.

More than half of those who are employed (56%) say so about their employer.

Only half (50%) are comfortable with their country's government being able to access their health information and just 4 in 10 are when it comes to private companies.

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# LEVEL OF COMFORT ABOUT ORGANIZATIONS' ACCESS TO HEALTH AND VACCINATION INFORMATION BY GENDER, AGE AND EDUCATION

Q. How comfortable are you allowing the following to access your personal health data and vaccination record? Total % comfortable

Overall, older people tend to be more comfortable letting their doctor have access to their personal health and vaccination information than are younger people. In contrast, younger people tend to be more comfortable allowing their employer, their government, and private companies to access their personal health information.

People with higher levels of education are slightly more comfortable with their doctor, their government, and private companies having access to their health data than those with lower levels of education.

Global Country Average

	Total	Gender		Age			Education		
		Male	Female	Under 35	35 to 49	50 to 74	Low	Medium	High
Base:	21,021	10,143	10,878	7,239	5,963	7,819	3,419	7,613	9,986
Your doctor	84%	83%	84%	80%	83%	88%	81%	83%	86%
[IF EMPLOYED] Your employer	56%	57%	56%	57%	57%	54%	55%	56%	58%
The [COUNTRY'S] government	50%	52%	48%	52%	51%	47%	46%	49%	54%
Private companies (e.g., technology companies, airlines, hotels, etc.)	40%	41%	40%	45%	44%	33%	38%	40%	44%

Base: 21,021 online adults aged 16-74 across 28 countries, March 26- April 9, 2021  
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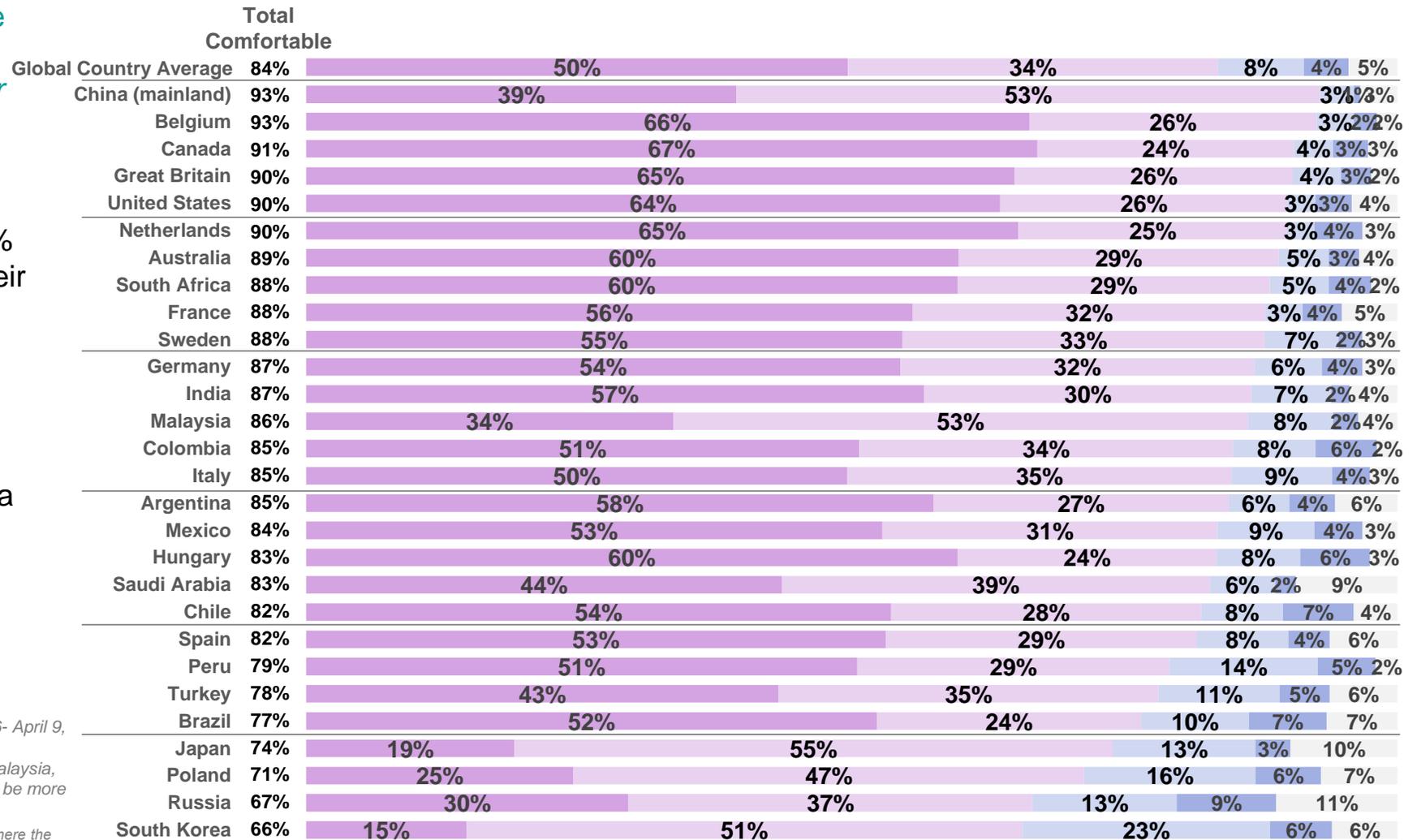


# LEVEL OF COMFORT ABOUT ACCESS TO PERSONAL HEALTH AND VACCINATION INFORMATION BY ONE'S DOCTOR

Q. How comfortable are you allowing the following to access your personal health data and vaccination record: *Your doctor*

A large majority of adults in each one of the 28 countries surveyed, averaging 84% globally, say they are comfortable with their doctor having access to their health data and vaccination record – including 50% who say that they are very comfortable.

Comfort levels are highest in mainland China (93%), Belgium (93%), and Canada (91%), while they are lowest in South Korea (66%) and Russia (67%).



Base: 21,021 online adults aged 16-74 across 28 countries, March 26- April 9, 2021

\* Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population

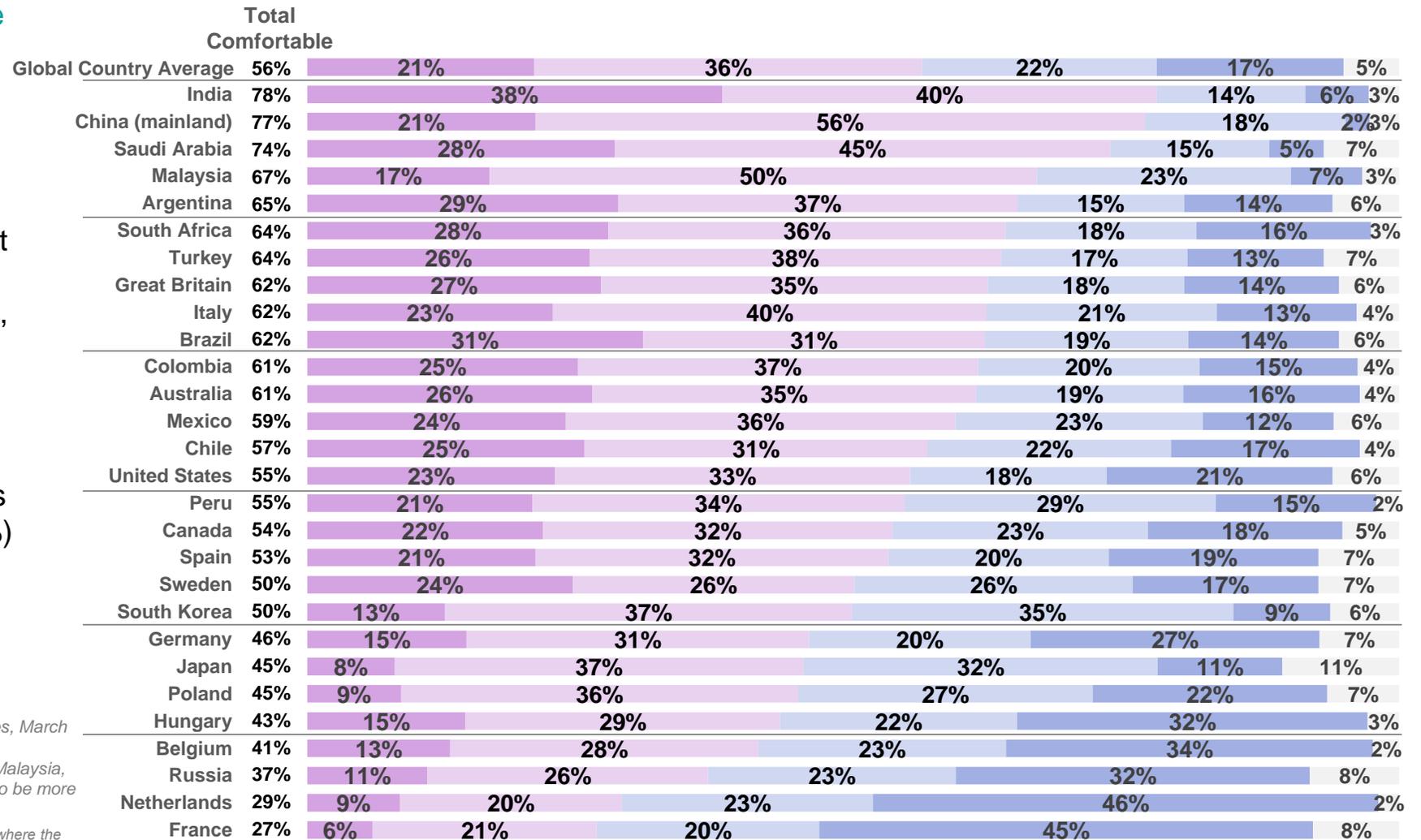
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# LEVEL OF COMFORT ABOUT ACCESS TO PERSONAL HEALTH AND VACCINATION INFORMATION BY ONE'S EMPLOYER

Q. How comfortable are you allowing the following to access your personal health data and vaccination record: *Your employer (IF EMPLOYED)*

On average, across the 28 countries surveyed, 56% of employed adults report being comfortable with their employer having access to their health information, with 21% being very comfortable.

India (78%), mainland China (77%), and Saudi Arabia (74%) show the highest levels of comfort with allowing employers access to health data while France (27%) and the Netherlands (29%) show the lowest.



Base: 12,797 online employed adults aged 16-74 across 28 countries, March 26- April 9, 2021

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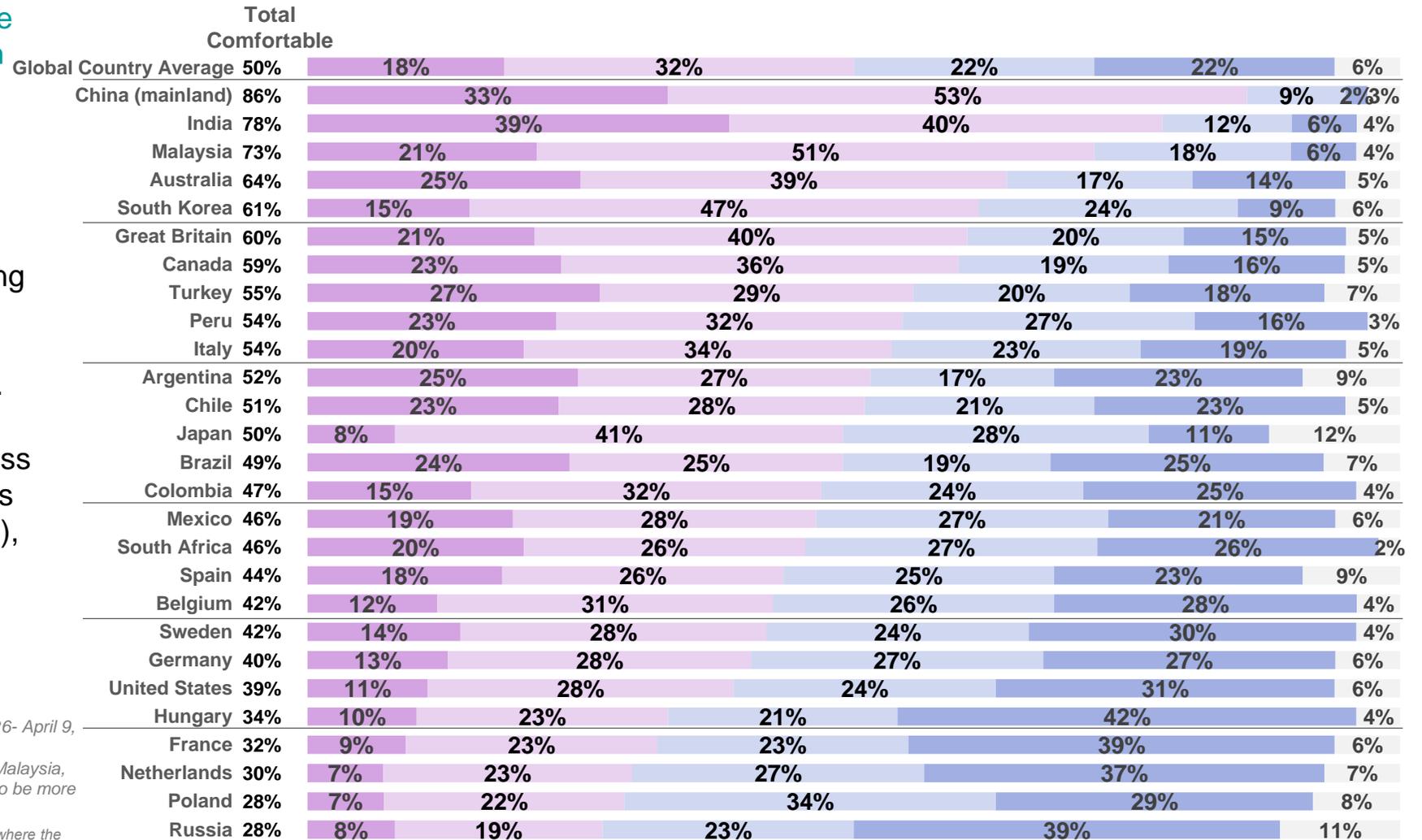


# LEVEL OF COMFORT ABOUT ACCESS TO PERSONAL HEALTH AND VACCINATION INFORMATION BY THE COUNTRY'S GOVERNMENT

Q. How comfortable are you allowing the following to access your personal health data and vaccination record: *The [COUNTRY's] government*

On average across all 28 countries surveyed, 1 in 2 adults say they are comfortable with their government having access to their health data and vaccination record, with almost 1 in 5 saying they are *very* comfortable with it.

Comfort with allowing government access to health data and vaccination records is most prevalent in mainland China (86%), India (78%) and Malaysia (73%), and least so in Russia (28%), Poland (28%) and the Netherlands (30%).



Base: 20,520 online adults aged 16-74 across 28 countries, March 26- April 9, 2021

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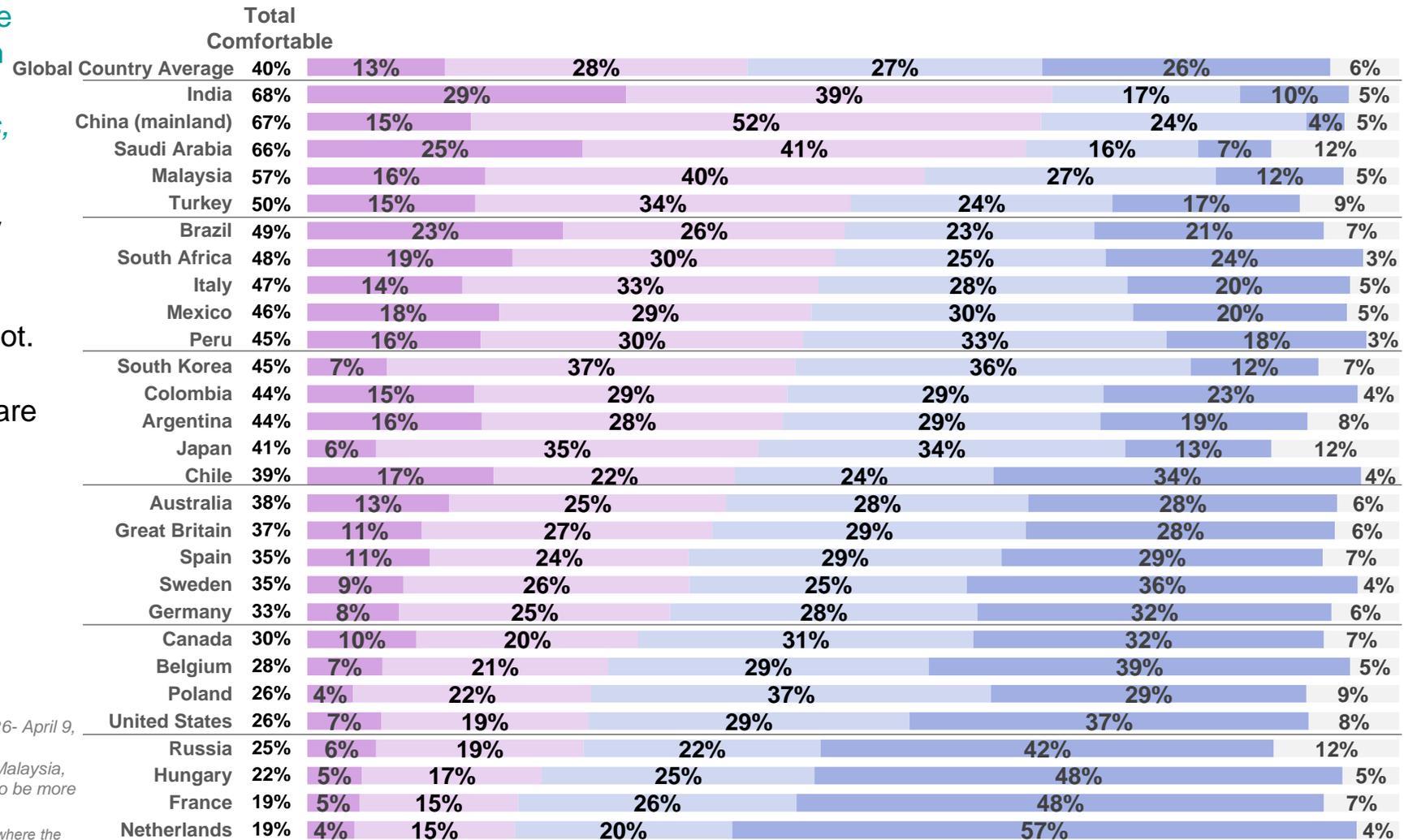
# LEVEL OF COMFORT ABOUT ACCESS TO PERSONAL HEALTH AND VACCINATION INFORMATION BY PRIVATE COMPANIES

Q. How comfortable are you allowing the following to access your personal health data and vaccination record: *Private companies (e.g., technology companies, airlines, hotels, etc.)*

On average globally, only 40% say they are comfortable allowing private companies to access their health data and vaccination record while 53% are not.

The only countries where at least 50% are comfortable with it are: India (68%), mainland China (67%), Saudi Arabia (66%), Malaysia (57%), and Turkey (50%).

Discomfort is most prevalent in the Netherlands (77%) and France (74%).



Base: 21,021 online adults aged 16-74 across 28 countries, March 26- April 9, 2021

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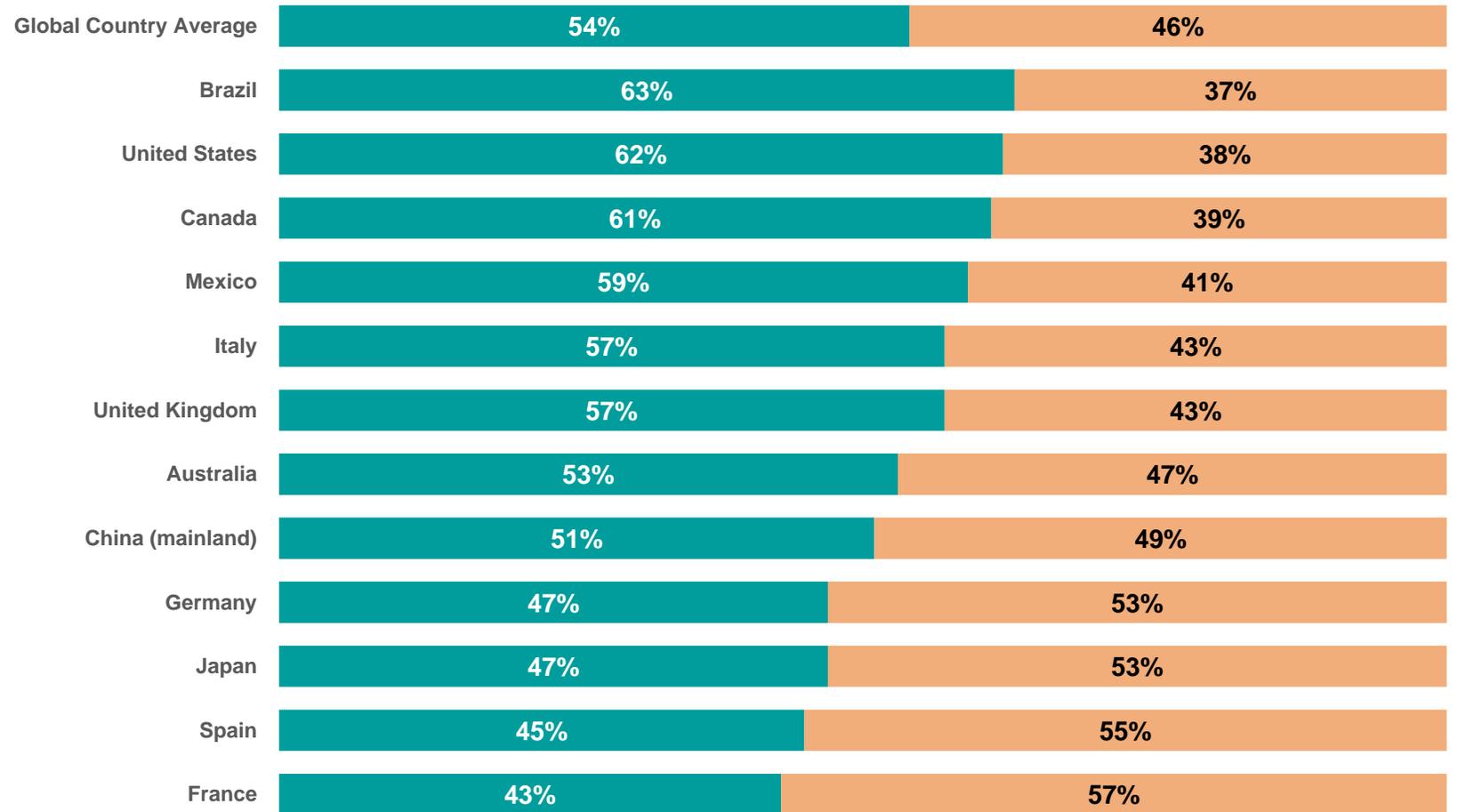
# LIMITING ACTIVITIES INVOLVING LARGE GROUPS OF PEOPLE ONLY TO THOSE WHO HAVE BEEN VACCINATED

## Q. Which is closer to your point of view?

Across 12 countries surveyed, an average of 54% believe that only those who have been vaccinated against COVID-19 should be allowed to do things involving large groups of people, such as taking public transit, flying, and attending cultural and sporting events.

The other 46% believe that limiting these activities only to those who have been vaccinated is unfair to those who have not.

More than 6 in 10 in Brazil (63%), the United States (62%), and Canada (61%) believe that activities involving large groups should be limited to the vaccinated. Majorities in France (57%), Spain (55%), Japan (53%), and Germany (53%) believe it would be unfair to the unvaccinated.



Base: 15,529 online adults aged 16-74 across 12 countries, April 8-11, 2021  
 \* Online samples in Brazil, mainland China and Mexico tend to be more urban, educated, and/or affluent than the general population

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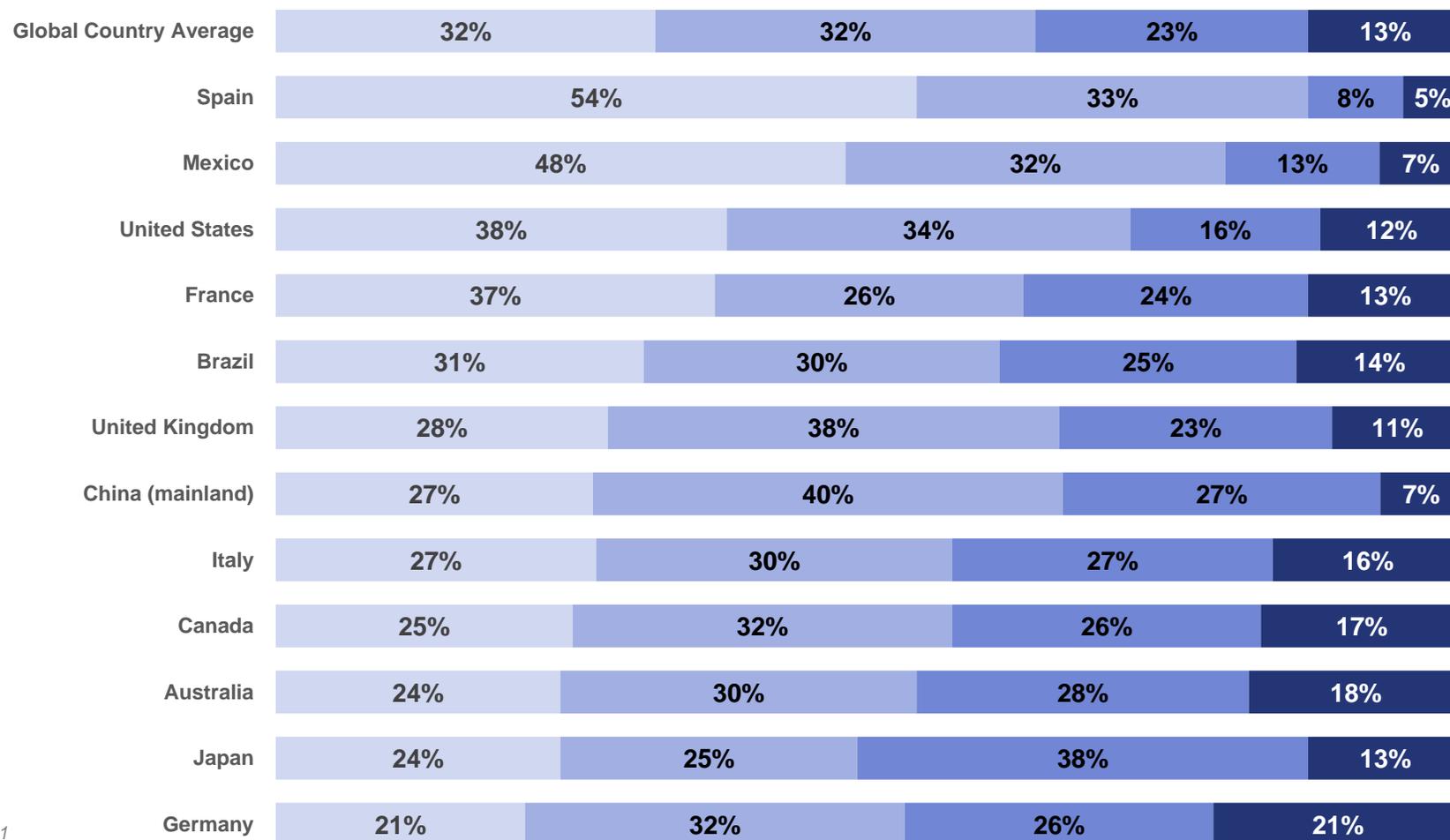
- Some people say only people who have been vaccinated should be allowed to do things that involve larger groups of people - public transit, flying, attending cultural/ sports events.
- Other people say that limiting activities only to those who have been vaccinated is unfair to those who are ineligible, are waiting for a vaccine or choose not be vaccinated.

# LENGTH OF TIME VACCINE CERTIFICATE OR PASSPORT SHOULD BE REQUIRED FOR ACTIVITIES AND TRAVEL

Q. If a vaccine certificate or passport is introduced, how long should it be required for activities and travel?

On average, across 12 countries surveyed, one-third say that a vaccine certificate or passport should only be required for only a few months, one-third until at least the end of the year, one-quarter for the next several years, and 13% indefinitely.

The views that vaccine passport requirements should be limited to only a few months is most prevalent in Spain (54%) and Mexico (48%). Japan is the only country where a majority say vaccine passports should be required for the next several years or indefinitely.



Base: 15,529 online adults aged 16-74 across 12 countries, April 8-11, 2021  
 \* Online samples in Brazil, mainland China and Mexico tend to be more urban, educated, and/or affluent than the general population

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■ Only for a few months until the numbers drop ■ At least until the end of the year ■ For the next several years ■ Indefinitely

# METHODOLOGY

These are findings from two surveys of adults under the age of 75 conducted by Ipsos on its Global Advisor online platform: A 28-country survey based on 21,021 interviews held between March 26 and April 9, 2021, and a 12-country survey based on 15,529 interviews held April 8-11, 2021.

The sample of the 28-country survey consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, and Turkey.

The sample of the 12-country survey consists of approximately 2,000 individuals in the U.S.; 1,500 each in Great Britain, France, Germany, Italy, and Spain; and 1,000 each in Australia, Brazil, Canada, China (mainland), Japan, and Mexico.

The samples consist of adults aged 18-74 in the U.S., Canada, Malaysia, South Africa, and Turkey, and aged 16-74 in all other countries.

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

The samples in Brazil, Chile, China (mainland), Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey 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.

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=2,000 accurate to +/-2.5 percentage points, of N=1,500 accurate to 2.9 percentage points, of N=1,000 accurate to +/- 3.5 percentage points, and of N= 500 accurate to +/- 4.8 percentage points. For more information on Ipsos's use of credibility intervals, please visit the Ipsos website.

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

# ABOUT IPSOS

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Ipsos is the third Insights and Analytics 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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In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

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.**

