

# COVID-19 VACCINATION INTENT

**Ipsos survey for The World Economic Forum**

Conducted April 22 - 25, 2021

For more information, go <https://www.ipsos.com/en/majorities-unvaccinated-adults-most-15-countries-would-get-vaccine-if-they-could>

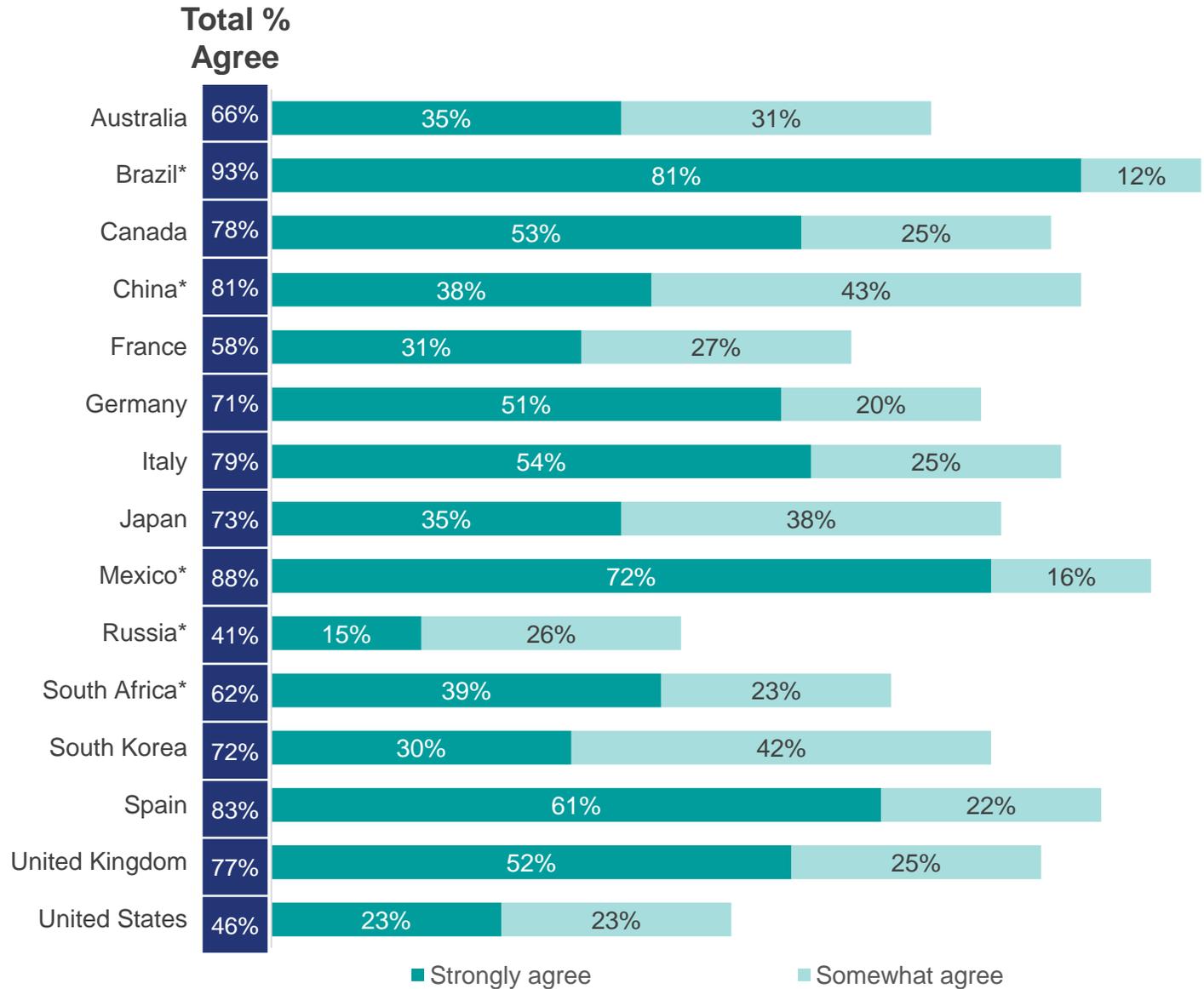
**GAME CHANGERS**



# MAJORITIES OF UNVACCINATED ADULTS IN 13 OF 15 COUNTRIES SURVEYED WOULD GET A VACCINE IF THEY COULD

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

**APRIL 2021 SURVEY RESULTS ONLY AMONG THOSE REPORTING THEY HAVE NOT RECEIVED THE VACCINE**



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=9,890 online adults aged 16-74 across 15 countries; excludes those who report receiving the vaccine

Source: Ipsos Global Advisor, April 22-25, 2021

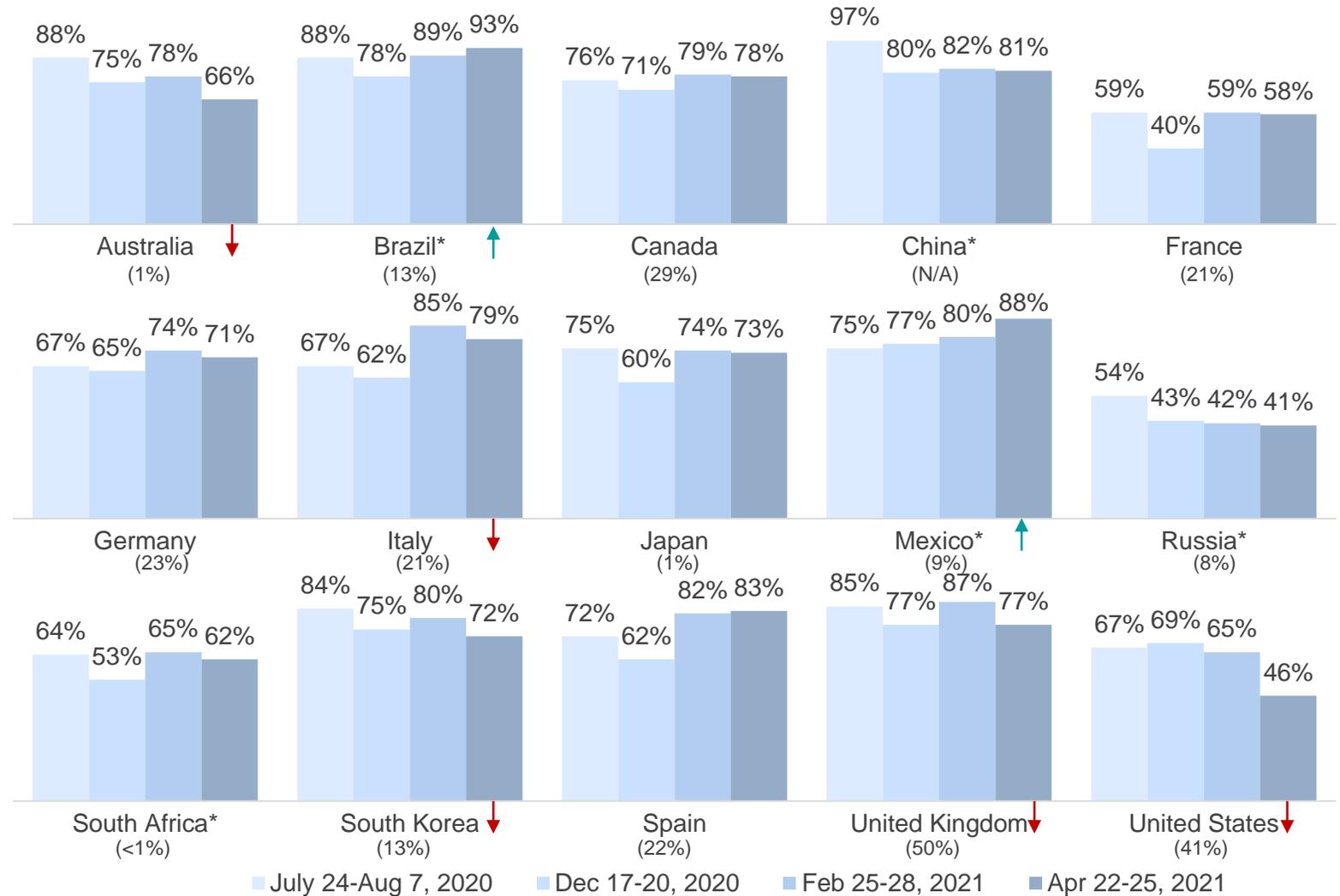
\* Online samples in Brazil, China, Mexico, Russia, and South Africa tend to be more urban, educated, and/or affluent than the general population

# VACCINATION INTENT UP FROM FEBRUARY IN TWO COUNTRIES, DOWN IN SIX COUNTRIES (NOT ALL WITH HIGH VACCINATION RATES)

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

FEBRUARY AND APRIL 2021 SURVEY RESULTS ONLY AMONG THOSE REPORTING THEY HAVE NOT RECEIVED THE VACCINE; JULY-AUGUST AND DECEMBER 2020 SURVEY RESULTS AMONG ALL ADULTS

## Total % Agree (Strongly or Somewhat)



↑ ↓ Significantly higher/lower than in April 2021 than in February 2021

(x%): Share of people in country with at least one dose of COVID-19 vaccine on Apr. 24, 2021, according to [Oxford University](#)

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=9,890 online adults aged 16-74 across 15 countries; excludes those who report receiving the vaccine]

Source: Ipsos Global Advisor, April 22-25, 2021; February and April 2021 data exclude 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

# VACCINE HESITANCY MORE PREVALENT AMONG THOSE WITH LOWER INCOME OR LEVEL OF EDUCATION, THE YOUNGER, AND/OR FEMALES

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

**APRIL 2021 SURVEY RESULTS ONLY AMONG THOSE REPORTING THEY HAVE NOT RECEIVED THE VACCINE**

## Total % Disagree (Strongly or Somewhat)

**Groups among which the % who disagree they would get a vaccine if available is significantly higher than it is among all unvaccinated adults (% point difference)**

	% Disagree among all unvaccinated adults	Females	Low household income	Medium household income	Lower level of education	Medium level of education	Gen Z (16-23)	Millennials (24 to 38)	Gen X (39 to 55)	Boomers (56 to 74)
<b>AVERAGE</b>	<b>29%</b>	<b>+2</b>	<b>+7</b>		<b>+4</b>		<b>+3</b>	<b>+2</b>		
Russia	59%	+4								
United States	54%	+7							+6	+6
France	42%	+6	+17			+6		+8		
South Africa	38%	+6								
Australia	34%	+7	+9		+7	+5	+11	+8		
Germany	29%		+8		+10		+10	+9		
South Korea	28%	+4		+4		+6	+14	+11		
Japan	27%				+5		+15	+12		
United Kingdom	23%		+10		+15		+6			
Canada	22%		+4	+4	+7					
Italy	21%		+9							
China	19%								+6	
Spain	17%		+4				+8			
Mexico	12%	+4								
Brazil	7%		+7		+10					

*How to read the table: On average globally, the percentage of unvaccinated females who disagree they would get a vaccine if it were available is 2 points higher than it is among all unvaccinated adults (29%), i.e., 31%; in Russia, it is 4 points higher than among all unvaccinated adults (59%), i.e., 63%.*

*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=9,890 online adults aged 16-74 across 15 countries; excludes those who report receiving the vaccine*

*Source: Ipsos Global Advisor, April 22-25, 2021; February and April 2021 data exclude 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*



# METHODOLOGY

The survey was conducted by Ipsos on its Global Advisor online platform, April 22-25, 2021, among 9,890 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 samples in Australia, Canada, France, Germany, Italy, Japan, South Korea, Spain, the U.K., and the U.S. can be taken as representative of unvaccinated adults among 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 unvaccinated adults among the more “connected” segment of the population.

The sample size is 870 in Australia, 856 in Brazil, 630 in Canada, 455 in China, 701 in France, 746 in Germany, 799 in Italy, 976 in Japan, 435 in Mexico, 419 in Russia, 470 in South Africa, 941 in South Korea, 826 in Spain, 398 in the U.K., and 368 in the U.S..

This document includes comparisons with data from a similar survey conducted on the Ipsos Global Advisor platform, February 25-28, 2021, 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.

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# GAME CHANGERS

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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.

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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.

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