

# Post-COVID vaccination behaviours and return to activities

## Ipsos survey for The World Economic Forum

Conducted June 3-6, 2021

For more information, go to <https://www.ipsos.com/en/post-covid-vaccination-behaviours-and-return-activities>

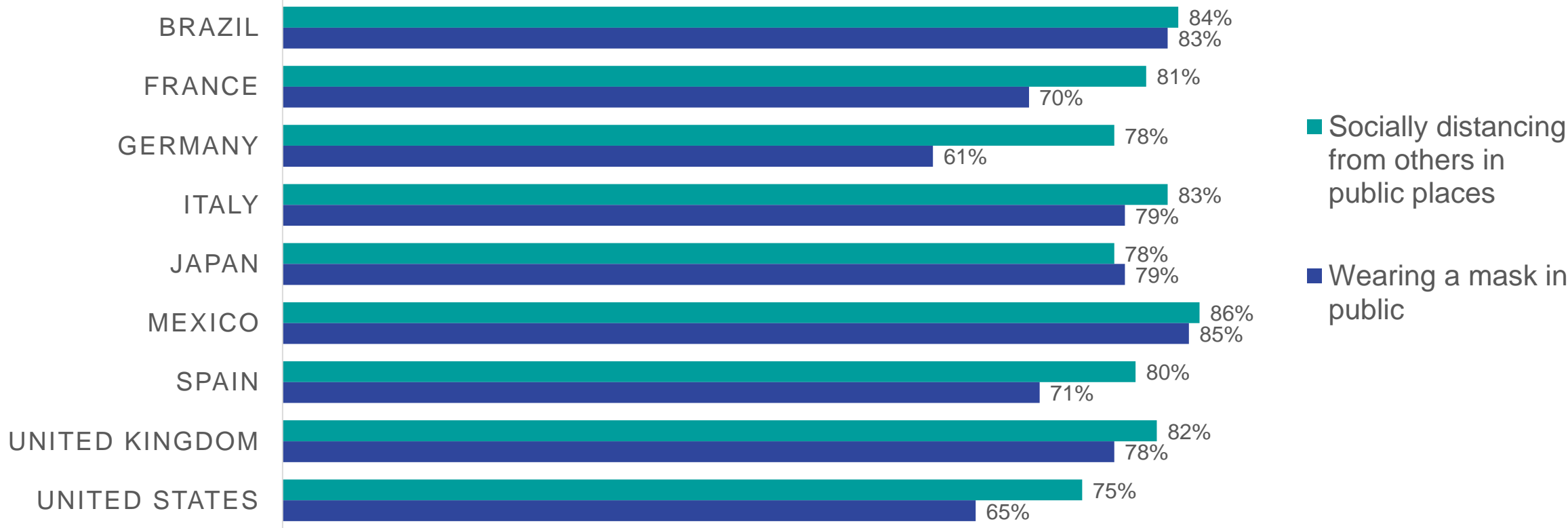
GAME CHANGERS



# MAJORITIES IN ALL COUNTRIES SAY THEY DEFINITELY WILL CONTINUE OR MAY CONTINUE SOCIALLY DISTANCING AND WEARING A MASK ONCE VACCINATED

Q. Assuming you had received a vaccine for COVID-19, how likely are you to continue doing each of the following?

## % WHO, ONCE VACCINATED, “DEFINITELY WILL” OR “MAY” CONTINUE



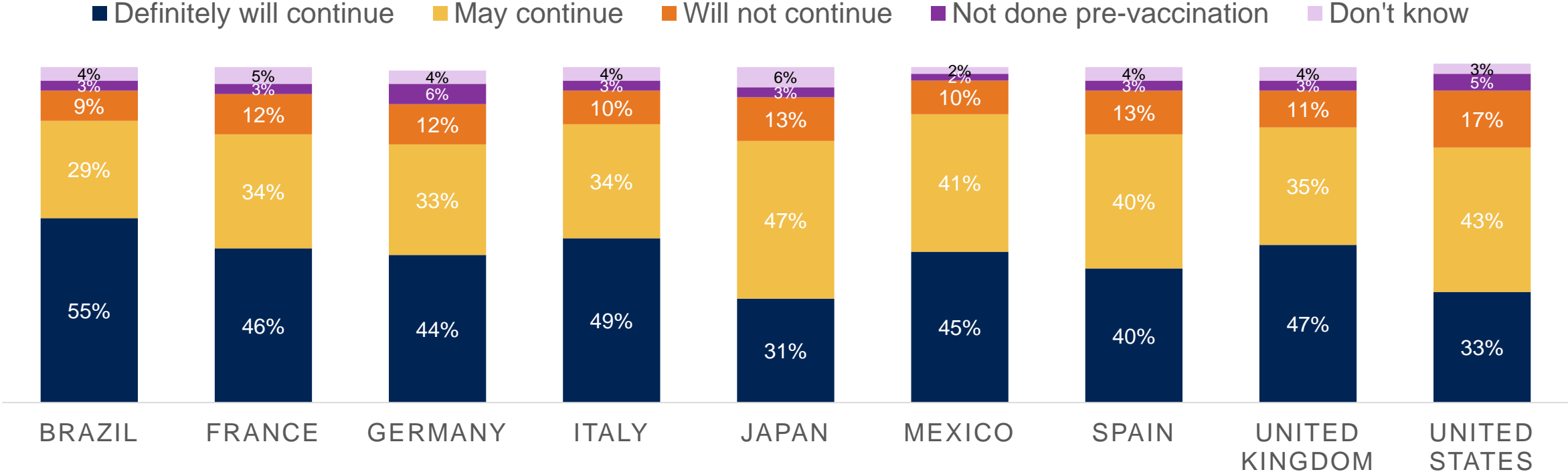
Base: adults aged 18-74 in US and 16-74 elsewhere, interviewed June 3-6, 2021; N = 2,001 in US, 1,500 in FR, IT, ES and UK, 1,495 in DE, 1,001 in BR, and 1,000 in JP and MX  
 \* Online samples in Brazil and Mexico tend to be more urban, educated, and/or affluent than the general population



# ONE-THIRD TO ONE-HALF SAY THEY DEFINITELY WILL CONTINUE SOCIALLY DISTANCING IN PUBLIC PLACES AFTER RECEIVING A VACCINE

Q. Assuming you had received a vaccine for COVID-19, how likely are you to continue doing each of the following?

## SOCIAL DISTANCE FROM OTHERS IN PUBLIC PLACES



Base: ca. 2,000 adults aged 18-74 in US; ca. 1,500 adults aged 16-74 in each of DE, ES, FR, IT and UK; ca. 1,000 adults aged 16-74 in each of BR, JP and MX; interviewed June 3-6, 2021  
 \* Online samples in Brazil and Mexico tend to be more urban, educated, and/or affluent than the general population

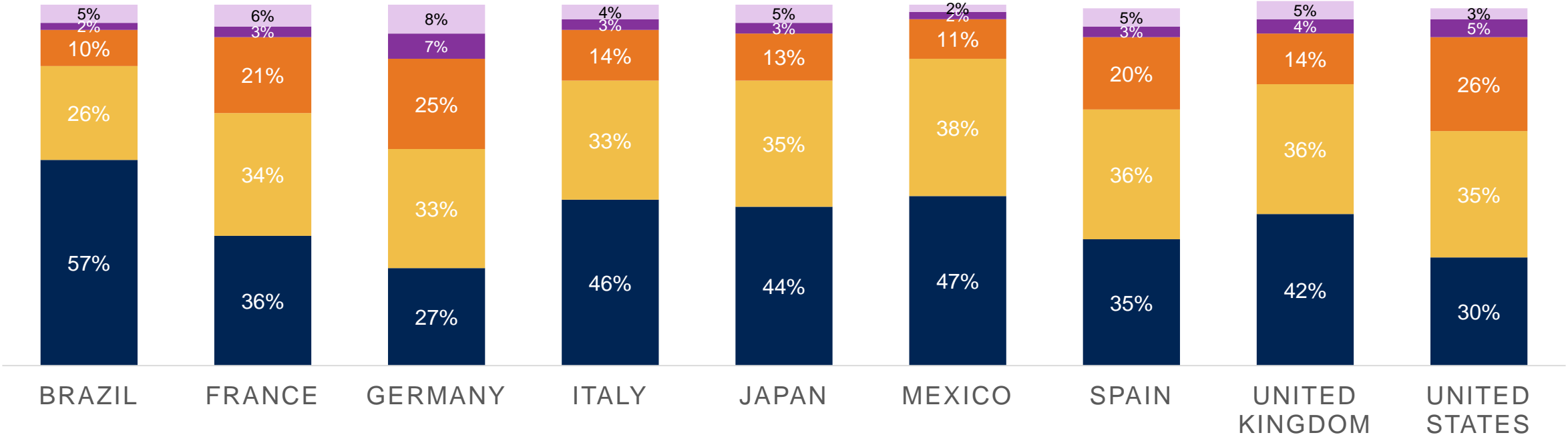


# TWICE AS MANY IN BRAZIL AS IN GERMANY AND THE U.S. SAY THEY DEFINITELY WILL KEEP WEARING A MASK IN PUBLIC AFTER BEING VACCINATED

Q. Assuming you had received a vaccine for COVID-19, how likely are you to continue doing each of the following?

## WEAR A FACE MASK IN PUBLIC

■ Definitely will continue  
 ■ May continue  
 ■ Will not continue  
 ■ Not done pre-vaccination  
 ■ Don't know



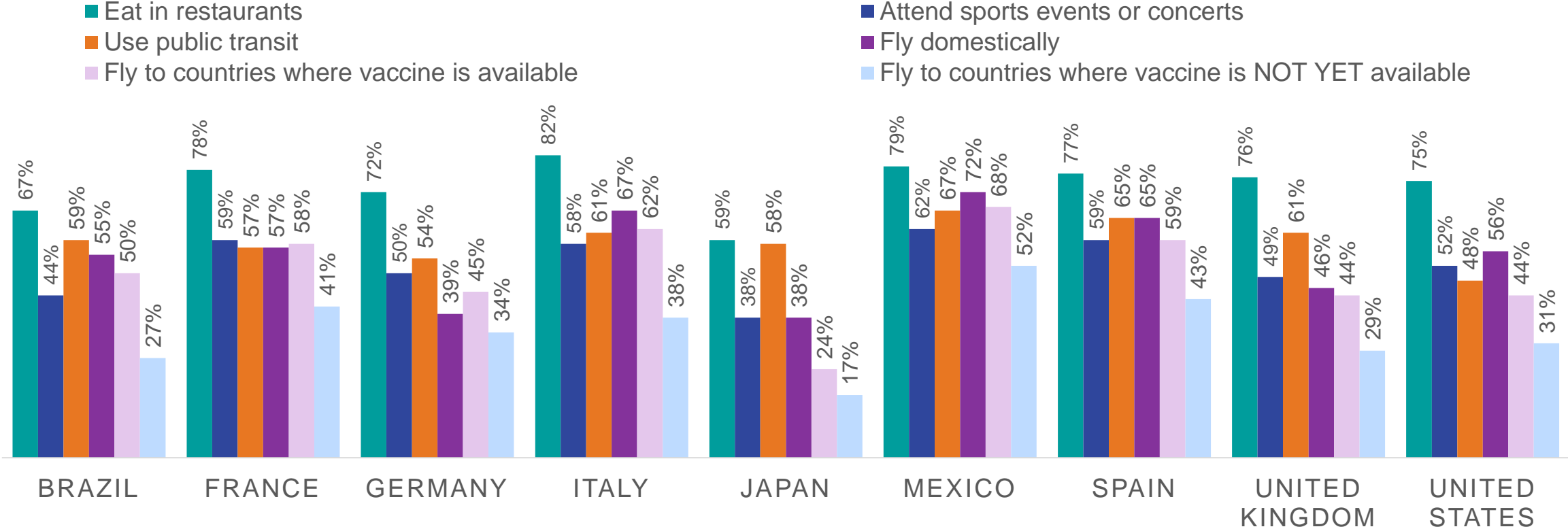
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# CONFIDENCE IN RESUMING ACTIVITIES ONCE VACCINATED VARIES WIDELY DEPENDING ON THE TYPE AND THE COUNTRY

Q. And assuming you had received a vaccine for COVID-19, when would you feel confident doing each of the following?

## % CONFIDENT DOING NOW OR WITHIN A FEW MONTHS



Base: adults aged 18-74 in US and 16-74 elsewhere, interviewed June 3-6, 2021; N = 2,001 in US, 1,500 in FR, IT, ES and UK, 1,495 in DE, 1,001 in BR, and 1,000 in JP and MX  
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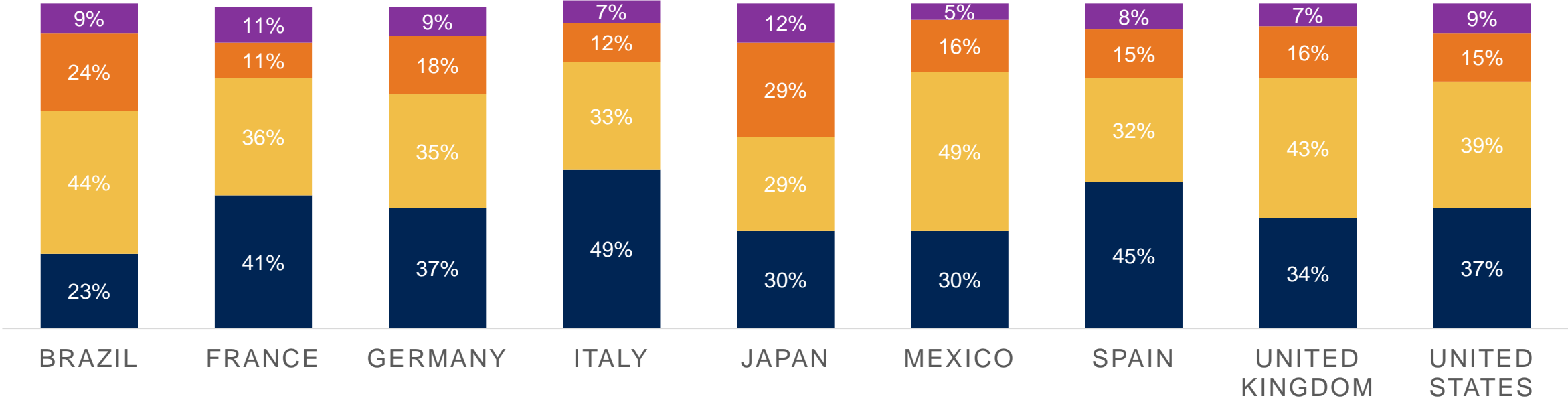


# BETWEEN 6 AND 8 IN 10 FEEL CONFIDENT EATING IN RESTAURANTS IMMEDIATELY OR IN THE MONTHS FOLLOWING THEIR VACCINATION

Q. And assuming you had received a vaccine for COVID-19, when would you feel confident doing each of the following?

## EATING IN RESTAURANTS

■ Immediately   ■ a few months   ■ not for a long time   ■ never did / does not apply



Base: adults aged 18-74 in US and 16-74 elsewhere, interviewed June 3-6, 2021; N = 2,001 in US, 1,500 in FR, IT, ES and UK, 1,495 in DE, 1,001 in BR, and 1,000 in JP and MX  
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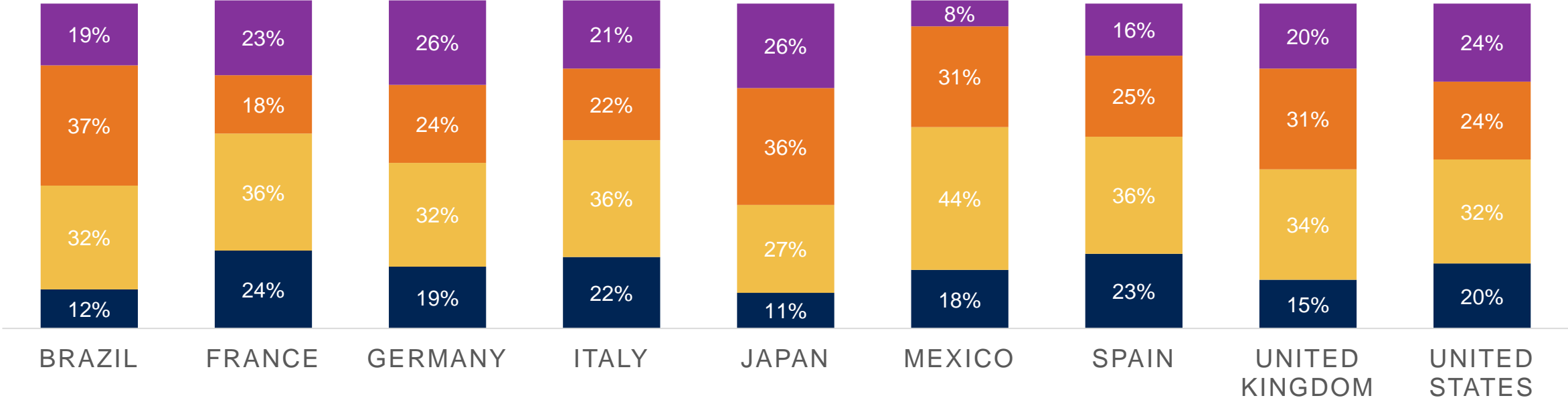


# BETWEEN 4 AND 6 IN 10 ARE WOULD BE CONFIDENT ATTENDING A SPORTS EVENT OR A CONCERT IN THE MONTHS AFTER GETTING A VACCINE

Q. And assuming you had received a vaccine for COVID-19, when would you feel confident doing each of the following?

## ATTENDING A SPORTS EVENT OR CONCERT

■ Immediately   ■ a few months   ■ not for a long time   ■ never did / does not apply



Base: adults aged 18-74 in US and 16-74 elsewhere, interviewed June 3-6, 2021; N = 2,001 in US, 1,500 in FR, IT, ES and UK, 1,495 in DE, 1,001 in BR, and 1,000 in JP and MX  
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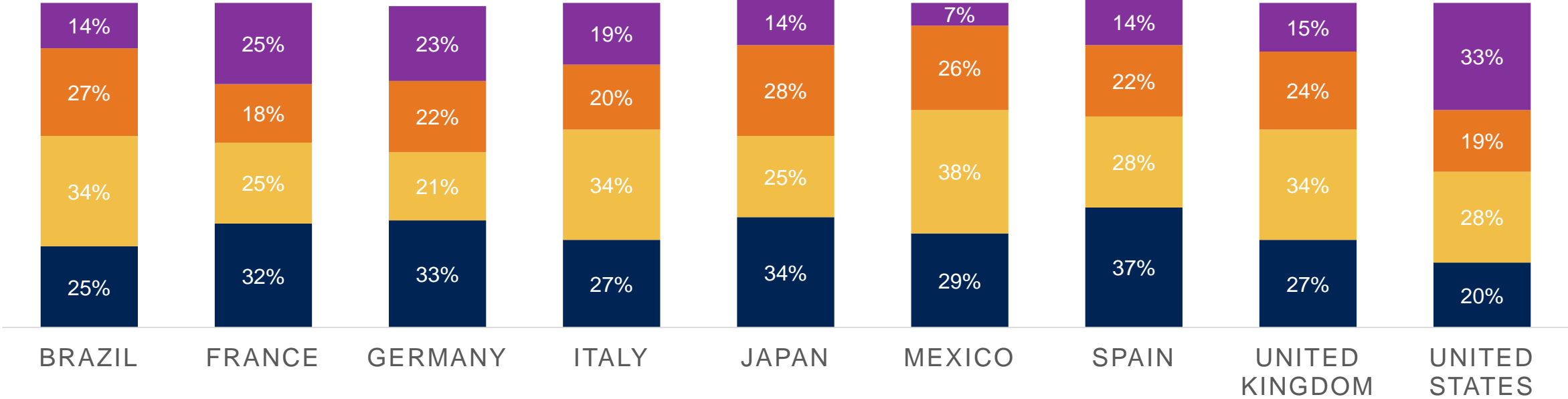


# BETWEEN 2 AND 3 IN 10 WOULDN'T BE COMFORTABLE USING PUBLIC TRANSIT FOR A LONG TIME AFTER THEIR VACCINATION

Q. And assuming you had received a vaccine for COVID-19, when would you feel confident doing each of the following?

## USING PUBLIC TRANSIT

■ Immediately   ■ a few months   ■ not for a long time   ■ never did / does not apply



Base: adults aged 18-74 in US and 16-74 elsewhere, interviewed June 3-6, 2021; N = 2,001 in US, 1,500 in FR, IT, ES and UK, 1,495 in DE, 1,001 in BR, and 1,000 in JP and MX  
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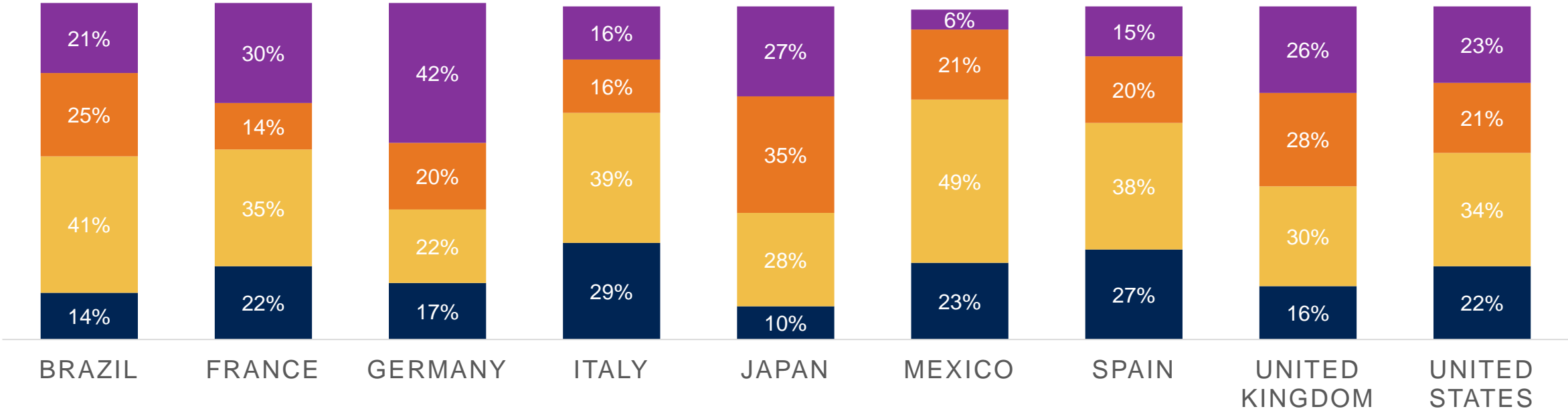


# CONFIDENCE IN FLYING DOMESTICALLY ONCE VACCINATED VARIES WIDELY ACROSS COUNTRIES

Q. And assuming you had received a vaccine for COVID-19, when would you feel confident doing each of the following?

## FLYING WITHIN YOUR COUNTRY

■ Immediately   ■ a few months   ■ not for a long time   ■ never did / does not apply



Base: adults aged 18-74 in US and 16-74 elsewhere, interviewed June 3-6, 2021; N = 2,001 in US, 1,500 in FR, IT, ES and UK, 1,495 in DE, 1,001 in BR, and 1,000 in JP and MX  
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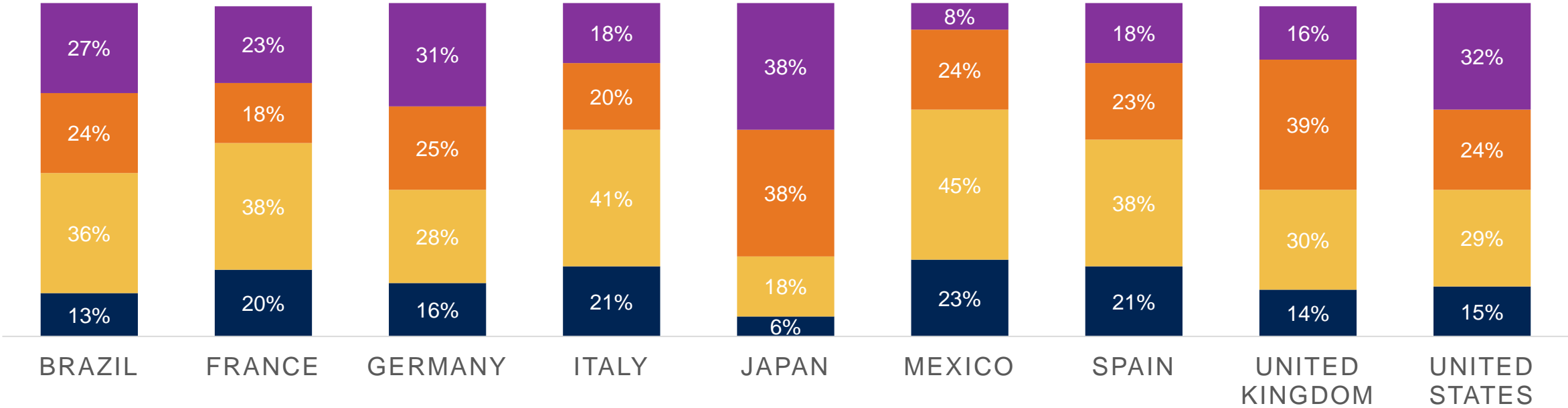


# SOON AFTER BEING VACCINATED, MAJORITIES IN MEXICO, ITALY, SPAIN AND FRANCE WOULD BE COMFORTABLE FLYING TO COUNTRIES WHERE THE VACCINE IS AVAILABLE

Q. And assuming you had received a vaccine for COVID-19, when would you feel confident doing each of the following?

## TO OTHER COUNTRIES WHERE THE VACCINE IS AVAILABLE

■ Immediately   ■ a few months   ■ not for a long time   ■ never did / does not apply



Base: adults aged 18-74 in US and 16-74 elsewhere, interviewed June 3-6, 2021; N = 2,001 in US, 1,500 in FR, IT, ES and UK, 1,495 in DE, 1,001 in BR, and 1,000 in JP and MX  
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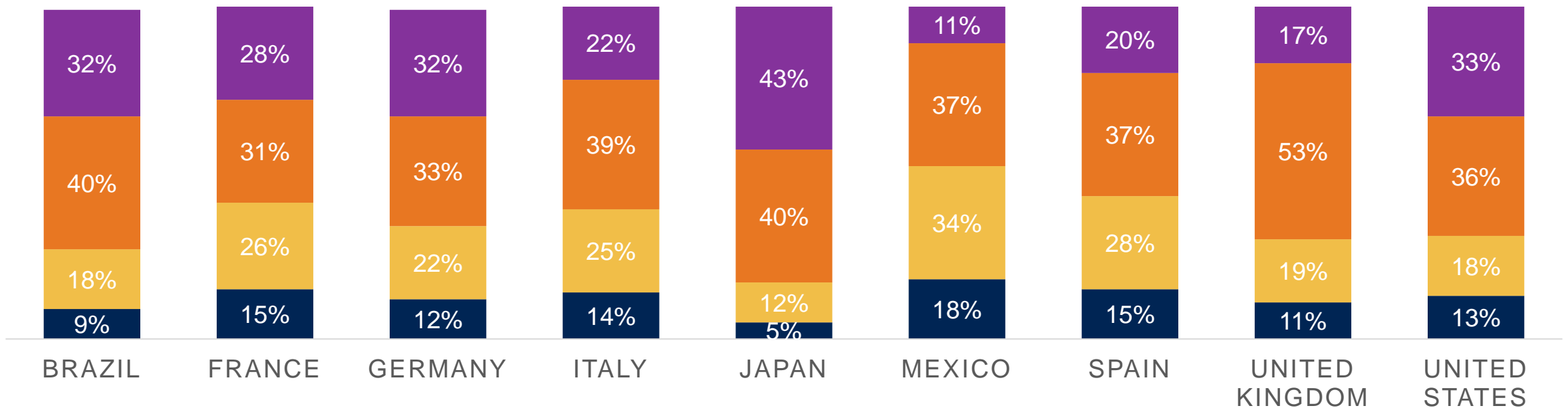


# SOON AFTER BEING VACCINATED, HALF OF MEXICANS, BUT ONLY 1 IN 6 JAPANESE, WOULD BE COMFORTABLE FLYING TO COUNTRIES WHERE THE VACCINE IS NOT YET AVAILABLE

Q. And assuming you had received a vaccine for COVID-19, when would you feel confident doing each of the following?

## FLYING TO OTHER COUNTRIES WHERE THE VACCINE IS **NOT YET** AVAILABLE

■ Immediately   ■ a few months   ■ not for a long time   ■ never did / does not apply



Base: adults aged 18-74 in US and 16-74 elsewhere, interviewed June 3-6, 2021; N = 2,001 in US, 1,500 in FR, IT, ES and UK, 1,495 in DE, 1,001 in BR, and 1,000 in JP and MX

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# METHODOLOGY

**These are the results of an Ipsos survey conducted June 3 to 6, 2021 on the Global Advisor online platform among adults aged 18-74 in the United States and 16-74 in Brazil, France, Germany, Italy, Spain, Japan, Mexico, and the United Kingdom.**

The sample for this study consists of: 2,001 individuals in the U.S.; 1,500 in each of France, Italy, Spain and the U.K.; 1,495 in Germany; 1,001 in Brazil; and 1,000 in each of Mexico and Japan.

The samples in France, Germany, Italy, Japan, Spain, the U.K. and the U.S. can be taken as representative of these countries' general adult population. The samples in Brazil and Mexico are more urban, more educated and/or more affluent than the general population and should be viewed as reflecting the views of the more "connected" segment of the 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 up 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 knows or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with polls of 2,000, 1,500 and 1,000 accurate to +/- 2.5, +/-2.9, and +/-3.5 percentage points, respectively. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website ([www.ipsos.com](http://www.ipsos.com)).

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

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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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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.**