



PRESS RELEASE

Views divided among Urban Indians on what would signal end of pandemic – Ipsos 33 Nation Survey

Normal life still a distant dream

New Delhi, December 17, 2021: The deadly Coronavirus has been raging for over 2 years and it is still showing no signs of tapering off, now with the new (less potent) variant of Omicron slowly spreading, from South Africa to Europe and even there are a few cases emerging in India.

Ipsos conducted a 33 Nation Survey to gauge what would signal the end of the pandemic? Views were divided globally and even in India. But some of the broad barometers/ indicators are noteworthy and should aid the govt in concentrating on them. Urban Indians believe that the pandemic will end if we achieve the following:

- ✓ **When at least 75% of the population is vaccinated (28%)**
- ✓ **When transmission of the Coronavirus in India has completely stopped (18%)**
- ✓ **When there are fewer than 10 new cases for every million people each day (16%)**
- ✓ **When there are fewer than 2 Covid deaths for every million people in India each week (12%)**
- ✓ **When hospitals across the country have had normal operations, with no staff or equipment shortages for at least 1 month (11%) and**
- ✓ **7% believe the pandemic has already come to an end.**

*“While the pandemic has not completely ended, it is under control. Mass vaccination (even of children), containing transmissions and improving survival rates are so of the indicators Urban Indians believe mark the end of the virus. With the Omicron threat looming, caution is the keyword with social protocols to stop the spread. And achieving some (all) of these indicators can lead to the exiting of the virus,” says **Amit Adarkar, CEO, Ipsos India.***



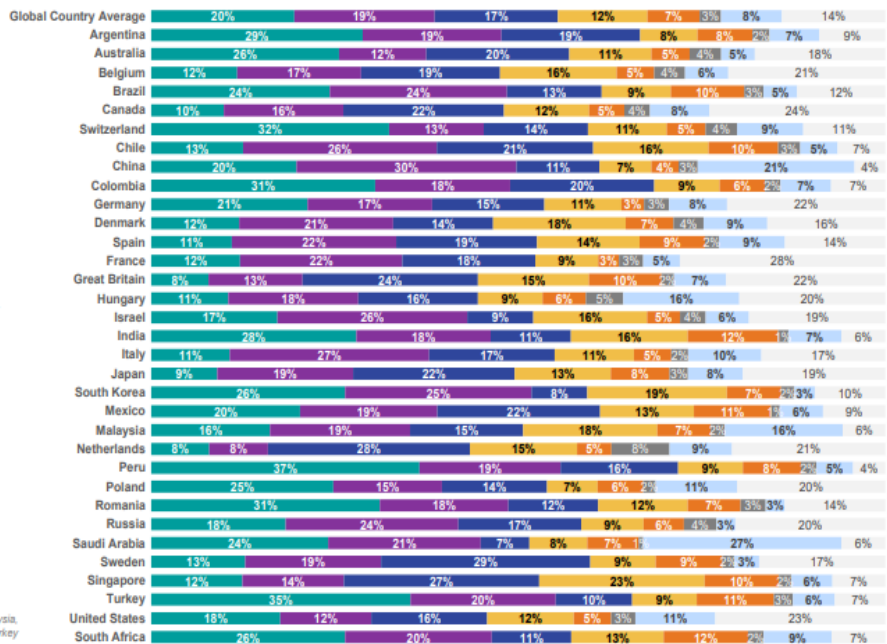
PRESS RELEASE

VIEWS ON WHAT WOULD SIGNAL THE END OF THE PANDEMIC VARY BOTH WITHIN AND ACROSS COUNTRIES

Q. Which of the following do you think would be the best indicator that the COVID-19 pandemic is ending and that major restrictions can be lifted in ...?

- When at least 75 percent of the population in ... has been vaccinated
- When transmission of the coronavirus in ... has completely stopped
- When hospitals across the country have had normal operations, with no staff or equipment shortages, for at least one month
- When there are fewer than 10 new cases for every million people in ... each day
- When there are fewer than 2 COVID deaths for every million people in ... each week
- Other
- The pandemic has already come to an end
- Don't know

Base: 22,023 online adults aged 18–74 across 33 countries
 * Online samples in Brazil, Chile, mainland China, Colombia, India, Israel, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, 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 and markets 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.

3 - © Ipsos | COVID-19: Will the pandemic ever and how will we know? - December 2021

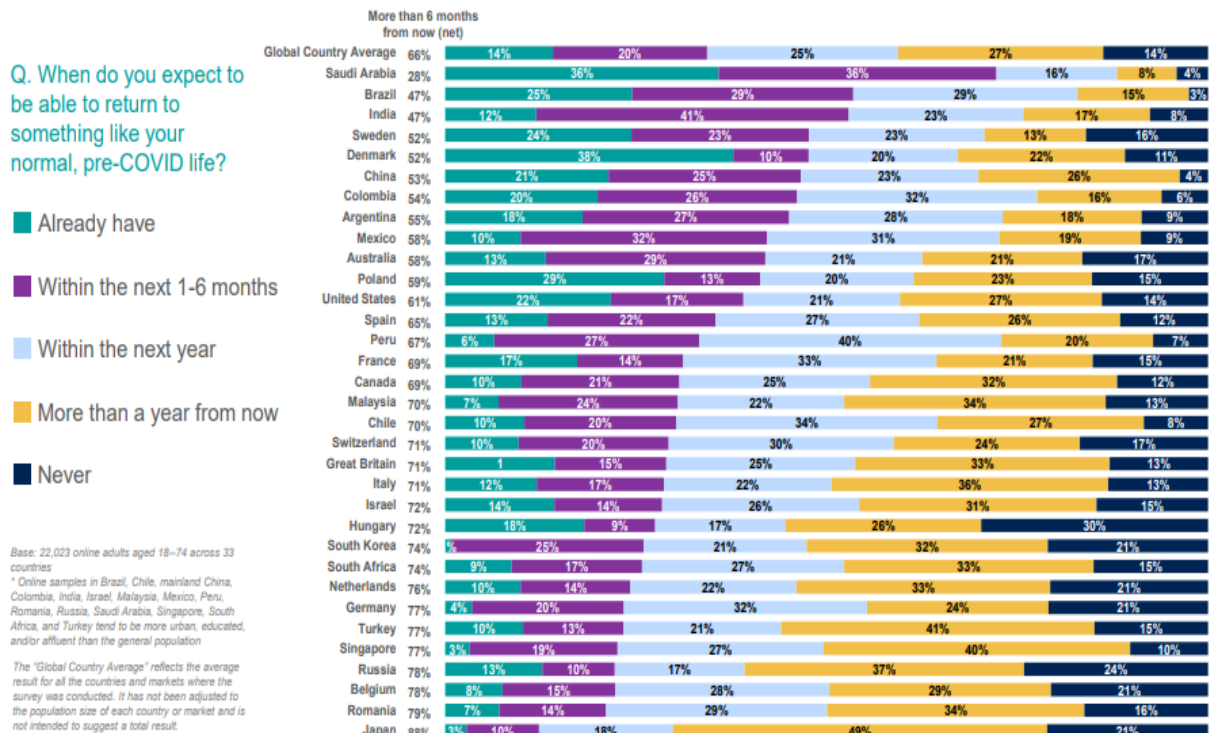
Pre-Covid Life – a distant dream?

47% Indians believe it will take more than 6 months from now to revert to the pre-Covid/ normal life; 41% believe under 6 months from now and 12% believe they have already done back to pre-Covid life! Global citizens are less optimistic. At least 67% believe it will take more than 6 months for the normalcy to return; 20% believe within 6 months and 14% say they have already done back to their pre-Covid life.

“There is some level of skepticism. At the same time Urban Indians would like to give the pandemic ending a timeframe. At this juncture it is hard to predict, with the new variants surfacing, every time we believe we have fought the virus,” added Adarkar.

PRESS RELEASE

MANY SEE A LONG HORIZON BEFORE A RETURN TO NORMAL LIFE



© Ipsos | COVID-19: Will the pandemic ever and how will we know? - December 2021

About the Study

These are the results of a 33-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 14,401 employed adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, and 16-74 in all 27 other countries, between Friday, October 22 and Friday, November 5, 2021.

The sample consists of individuals who are currently employed. The sample sizes range from n=261 in Sweden to n=835 in China (mainland) with an average of n=436 per country.

The sample consists of approximately 1,000 individuals in each of Australia, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of



PRESS RELEASE

Argentina, Belgium, Chile, Colombia, Denmark, Hungary, India, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Russia, Saudi Arabia, South Africa, South Korea, Sweden, Switzerland, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, Denmark, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, Switzerland, and the U.S. can be taken as representative of employed adults in these countries.

The samples in Brazil, Chile, China (mainland), Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey are more urban, more educated, and/or more affluent than their country's population of employed adults. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their employed 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 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

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

About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.





PRESS RELEASE

ABOUT IPSOS

Ipsos is now the third largest market research 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).

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

www.ipsos.com

GAME CHANGERS

In our world of rapid change, the need of 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.

