

COVID-19: WILL THE PANDEMIC EVER END AND HOW WILL WE KNOW?



A 33-country Ipsos survey

December 2021

For more information, go to <https://www.ipsos.com/en/covid-19-how-will-we-know-when-the-pandemic-is-ending-dec-2021>

© 2021 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

GAME CHANGERS



NO CONSENSUS ON WHAT WOULD SIGNAL THE END OF THE COVID-19 PANDEMIC

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 [COUNTRY]?	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
33-country average:	20%	19%	17%	12%	7%	3%	8%	14%
Higher than average by 8 points or more in:	Peru Turkey Switzerland Colombia Romania Argentina India	China Italy	Sweden Netherlands Singapore	Singapore			Saudi Arabia China Hungary Malaysia	France Canada United States Germany Great Britain

Base: 22,023 online adults aged 18–74 across 33 countries

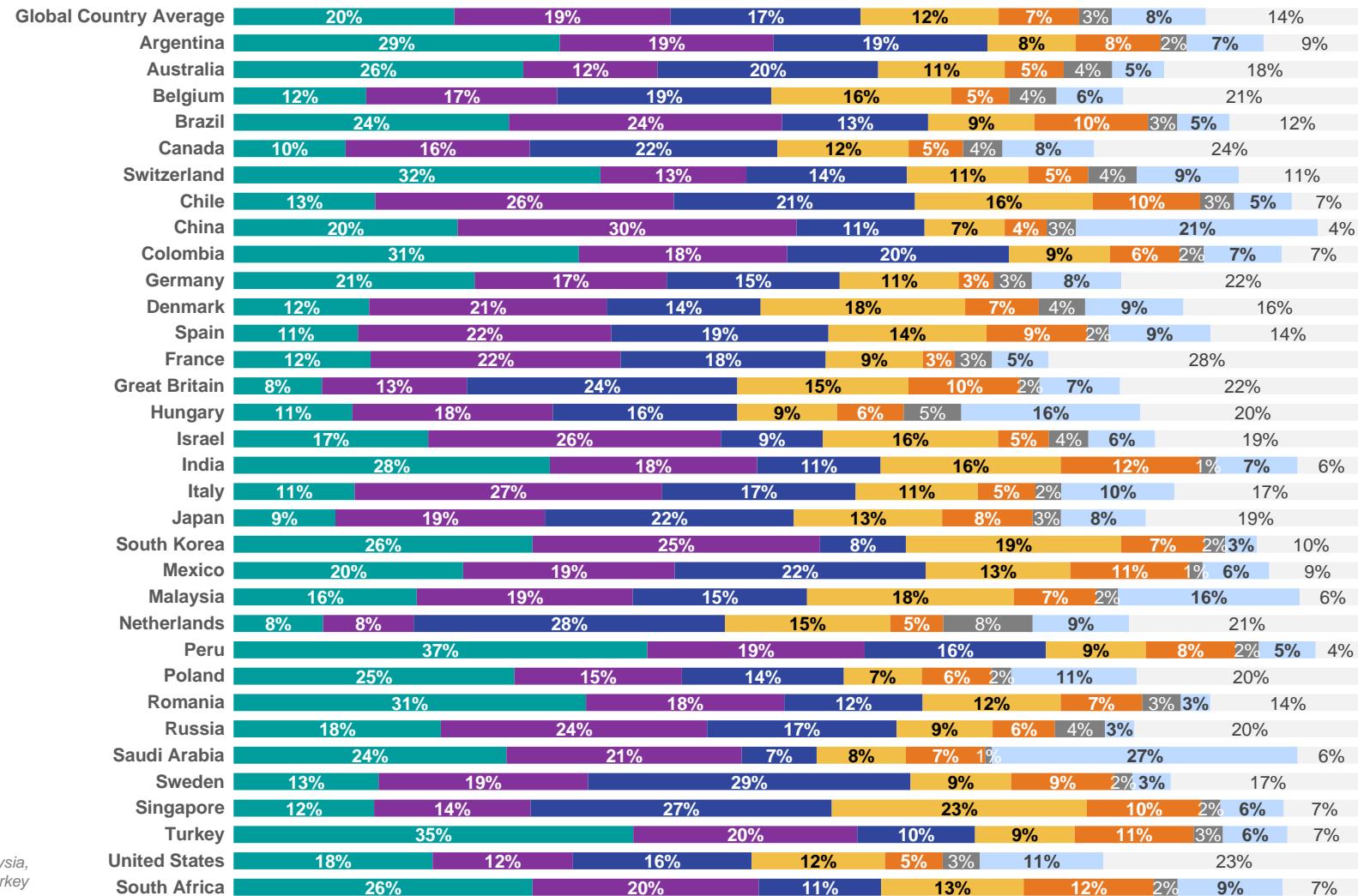
* Online samples in Brazil, Chile, mainland China, Colombia, India, Israel, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population

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.

VIEW 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

PANDEMIC-ENDING SIGNALS BY KEY DEMOGRAPHICS

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 [COUNTRY]?

	Global Country Average	Gender		Age			Household Income			Education		
		Male	Female	Under 35	35 to 49	50 to 74	Low	Medium	High	Low	Medium	High
When at least 75 percent of the population in ... has been vaccinated	20%	22%	18%	20%	20%	19%	17%	19%	23%	16%	20%	21%
When transmission of the coronavirus in ... has completely stopped	19%	18%	20%	18%	19%	20%	21%	19%	18%	21%	20%	17%
When hospitals across the country have had normal operations, with no staff or equipment shortages, for at least one month	17%	16%	17%	17%	16%	18%	16%	18%	17%	15%	17%	18%
When there are fewer than 10 new cases for every million people in ... each day	12%	12%	12%	13%	12%	12%	12%	13%	13%	11%	11%	15%
When there are fewer than 2 COVID deaths for every million people in ... each week	7%	7%	7%	9%	6%	6%	7%	7%	7%	7%	7%	8%
Other	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
The pandemic has already come to an end	8%	9%	8%	9%	10%	7%	9%	8%	8%	9%	8%	8%
Don't know	14%	13%	16%	12%	15%	16%	16%	13%	10%	20%	14%	10%

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.

WIDE RANGE OF EXPECTATIONS ON WHEN LIFE WILL RETURN TO PRE-COVID NORMAL

Q. When do you expect to be able to return to something like your normal, pre-COVID life?	Already have	Within the next 1-6 months	Within the next year	More than a year from now	Never
33-country average:	14%	20%	25%	27%	14%
Higher than average by 10 points or more in:	Denmark Saudi Arabia Poland Brazil Sweden	India Saudi Arabia Mexico	Peru	Japan Turkey Singapore Russia	Hungary Russia

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.

MANY SEE A LONG HORIZON BEFORE A RETURN TO NORMAL LIFE

Q. When do you expect to be able to return to something like your normal, pre-COVID life?

■ Already have

■ Within the next 1-6 months

■ Within the next year

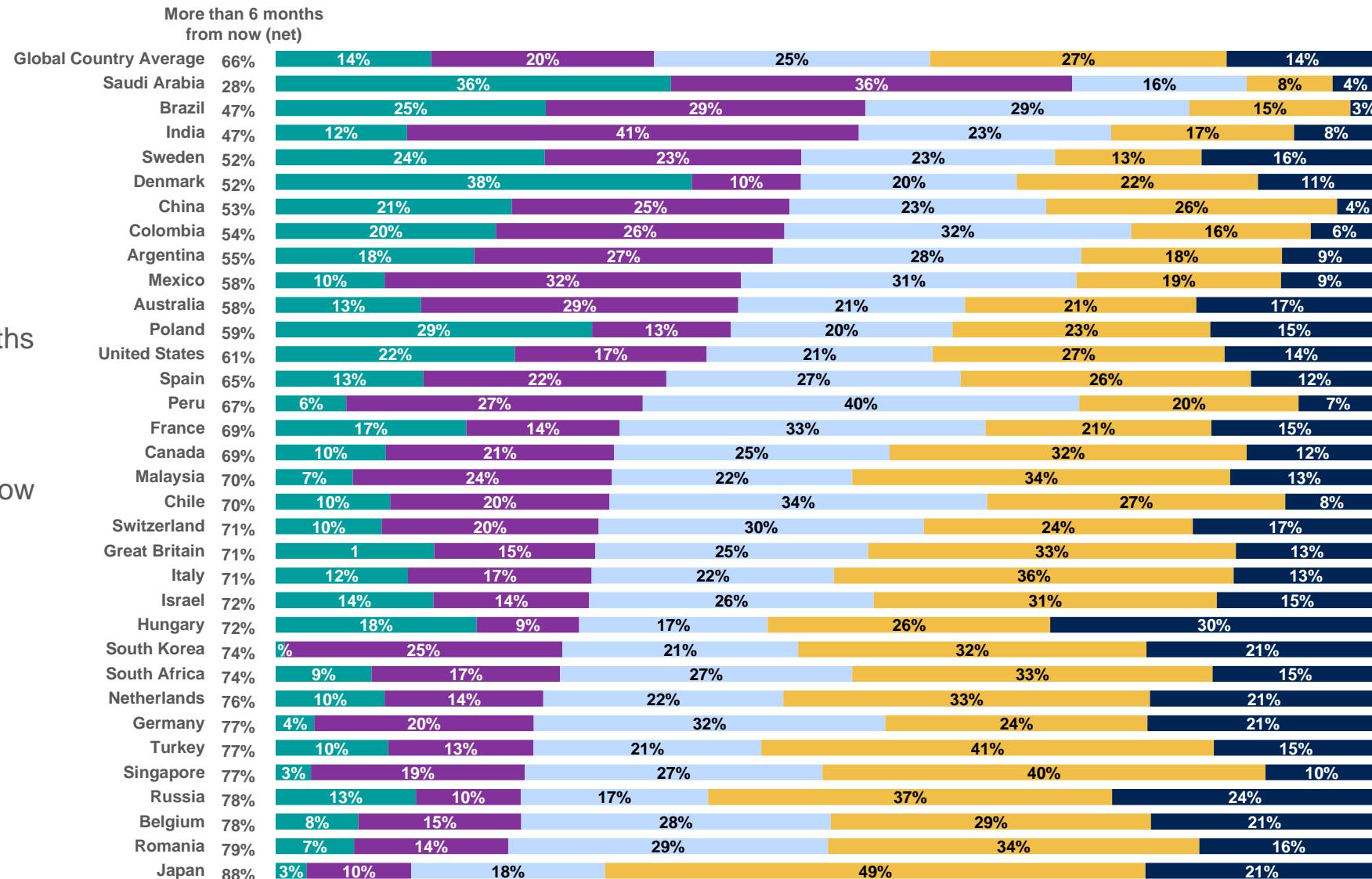
■ More than a year from now

■ Never

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.



EXPECTED RETURN TO NORMAL LIFE BY KEY DEMOGRAPHICS

Q. When do you expect to be able to return to something like your normal, pre-COVID life?

	Global Country Average	Gender		Age			Household Income			Education		
		Male	Female	Under 35	35 to 49	50 to 74	Low	Medium	High	Low	Medium	High
Already have	14%	15%	13%	15%	15%	13%	15%	14%	14%	16%	14%	13%
Within the next 1-6 months	20%	22%	19%	24%	20%	16%	20%	21%	21%	17%	20%	23%
Within the next year	25%	25%	26%	23%	25%	27%	23%	26%	26%	22%	26%	27%
More than a year from now	27%	26%	28%	25%	28%	29%	27%	26%	28%	29%	26%	27%
Never	14%	13%	15%	13%	13%	15%	15%	13%	12%	17%	14%	11%
More than six months (net)	66%	63%	68%	61%	66%	71%	65%	65%	66%	68%	66%	64%

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.

METHODOLOGY

These are the results of a 33-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 22,023 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, and 16-74 in 27 other markets between Friday, October 22 and Friday, November 5, 2021.

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 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 these countries' general adult population under the age of 75.

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 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 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

Ipsos is 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 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.