



PRESS RELEASE

90% Urban Indians ready for the Vax Job: Ipsos Essentials Global Fortnightly Survey

75% Urban Indians worry about COVID19 & Health (highest globally)

The syndicated study is a storehouse of insights for marketers on impact on state of mind, state of wallet and future intentions

New Delhi, May 11, 2021: According to the new findings of the **Ipsos Essentials** global fortnightly survey, at least 90 per cent of urban Indians polled said they were ready for the Corona Virus Vaccine jab. Ipsos Essentials is a syndicated fortnightly survey conducted by Ipsos in 16 countries of Australia, Brazil, Canada, China, France, Germany, Italy, Mexico, Spain, India, Japan, Russia, South Africa, South Korea, the UK and the US.

The study also shows 30% of urban Indians are looking to postpone their big-ticket purchases; 80 per cent urban Indians sense things in the country are out of control (up from 62% in 2020). Indians are prioritizing their own and families' health and 88% urban Indians have bought some nutritional supplements/ vitamins/ probiotics in the last 2 weeks. And 23% perceive even a large risk in going to grocery stores.

According to **Archana Gupta, Executive Director, Market Strategy and Understanding (MSU), Ipsos India**, "*Ipsos Essentials monitors how people across the globe navigate the new rules of engagement and the resulting **impact on state of mind, state of wallet and future intentions**. People's willingness to get inoculated, in itself is a good sign. The vaccine is the most protective sheath for everyone, from the virus. And of course, the immunity building supplements and food options.*"

"*Marketers in the key sectors of OTC and Healthcare, eCommerce, Packaged F&B, other FMCG, Tobacco and Alcobev, Travel and Retail will find consumer insights useful in the Ipsos Essentials fortnightly survey,*" says **Krishnendu Dutta, Group Service Line Leader, MSU and Innovation, Ipsos India**.

India tops in Corona Virus Concern

Urban Indians are most concerned about the **corona virus and its impact on health**, across 16 markets, with at least **75% of the urban Indians polled voicing their concern**. Other issues bothering them included, **economy and finances (12%), political, social, inequality and environment/ climate change (5%)**.





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Global citizens were concerned about **COVID19 (51%), economy and finances (24%), political and social inequality (14%) and environment/ climate change (8%).**

“There are significant dips in positive emotions like optimism, enthusiasm and excitement in the recent rounds of Essentials. “Fear” is increasing as a response. A lot now depends on the execution and speed of vaccination efforts, and the government may quickly restore consumer confidence if that happens. The pace of recovery in sentiments and a sense of wellbeing, along with the economy are dependent on this crucial parameter in the months ahead,” adds Dutta.

About the Study

Ipsos Essentials is a syndicated fortnightly study conducted in 16 global markets including India. The fieldwork was conducted between April 22nd to April 25th, 2021. The findings are of interest to marketers and governments.

The samples in Australia, Canada, France, Germany, Great Britain, Italy, Japan, South Korea, and the U.S. can be taken as representative of these countries’ general adult population under the age of 75.

The samples in China (mainland), India, 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 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

Ipsos is the world’s third largest market research company, present in 90 markets and employing more than 18,000 people.

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