



Ipsos Global @dvisor

Zika Virus

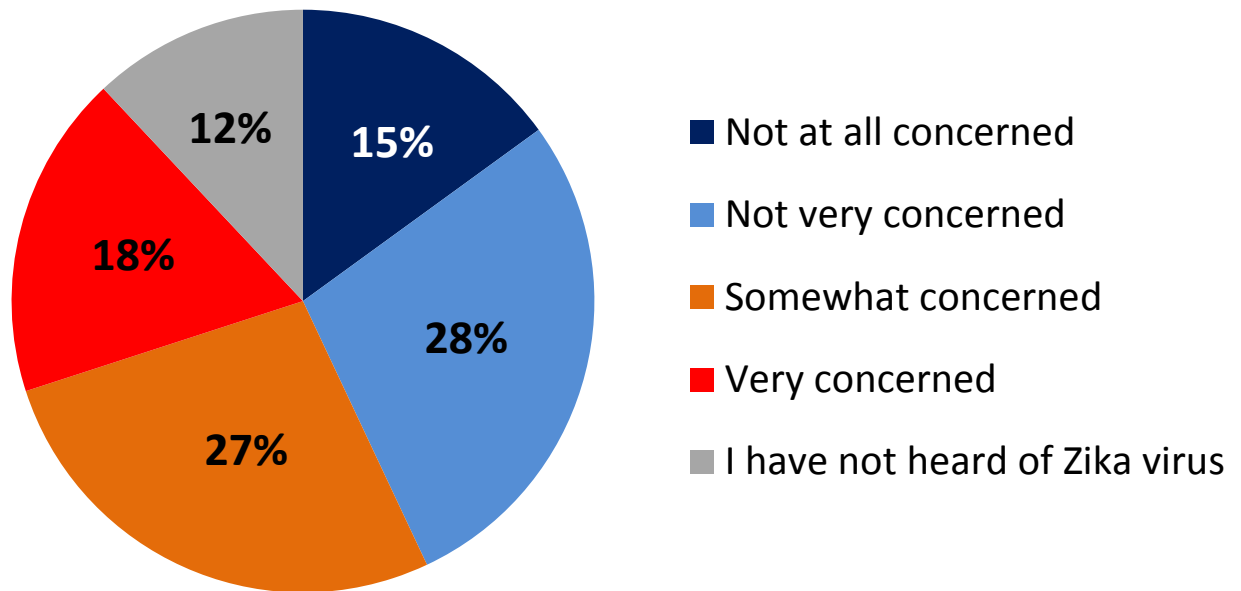
In light of the most recent news regarding the spread of the Zika virus, Ipsos conducted a poll to gauge the level of concern about the virus among citizens of 27 countries around the world.



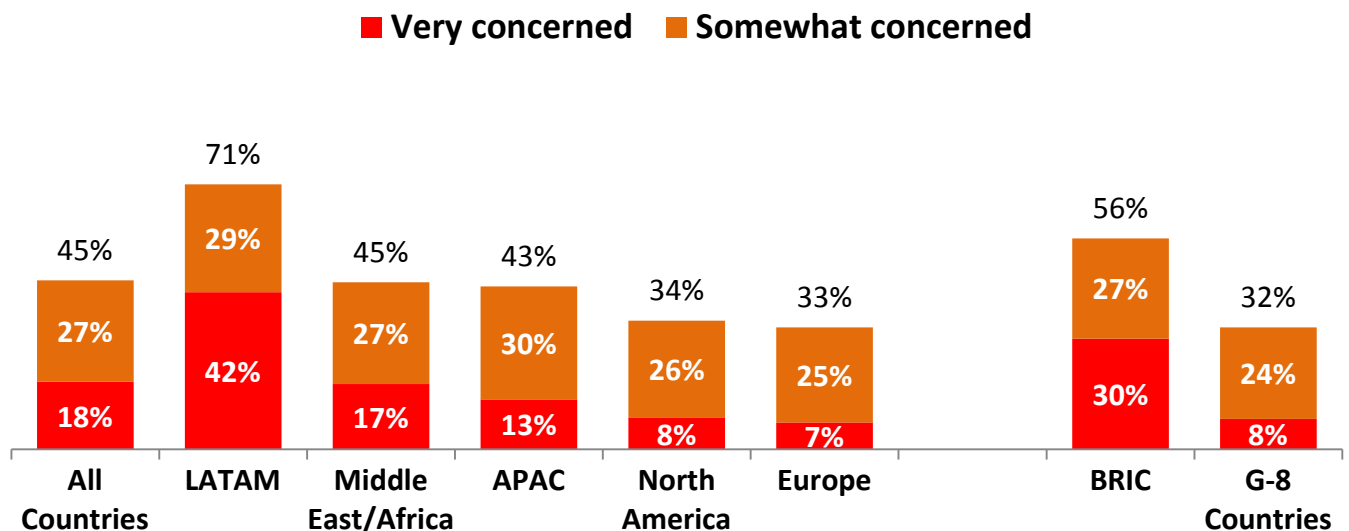
March 2016

How concerned are you about the Zika virus?

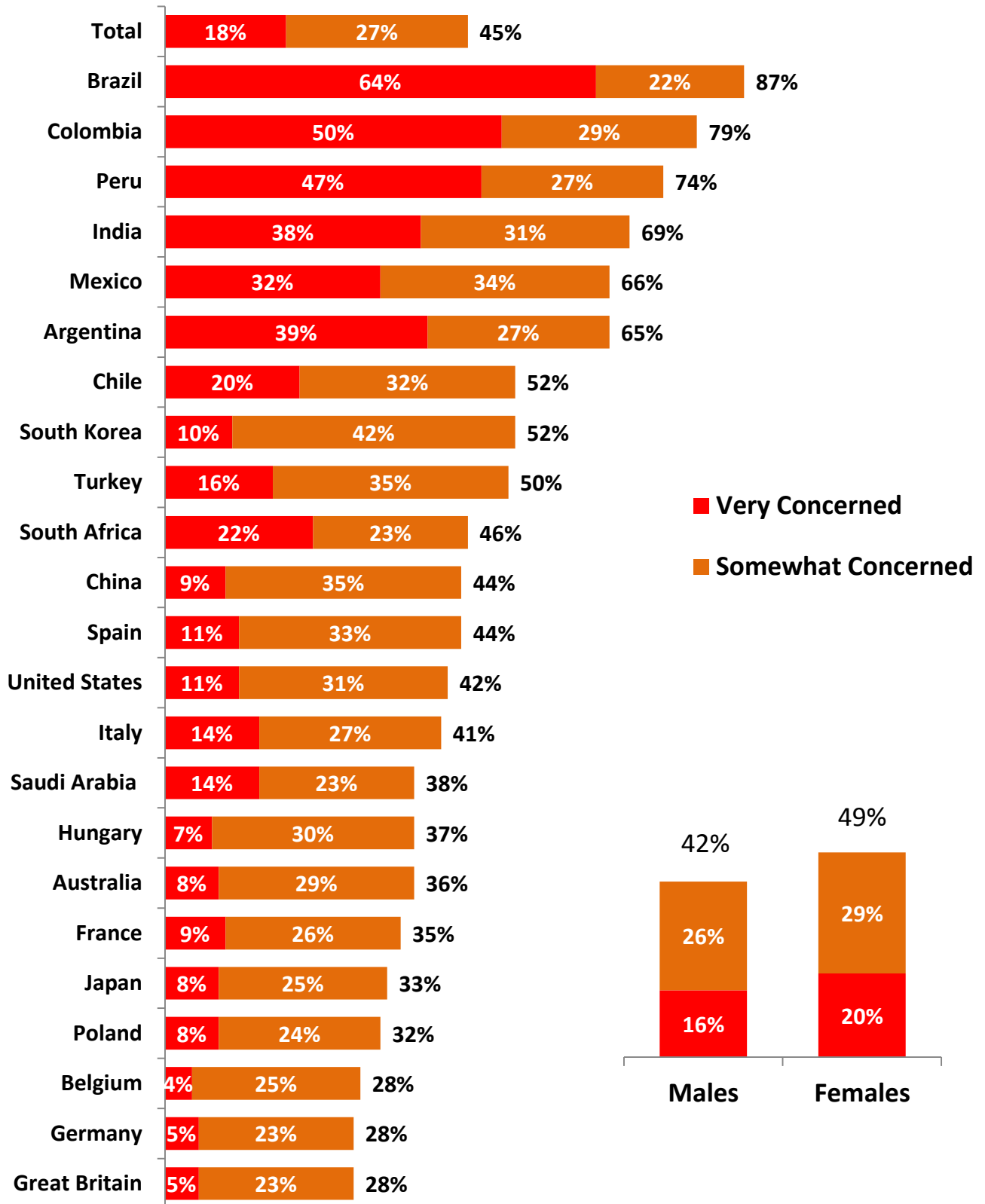
Just under half (45%) of respondents in 27 countries around the world are concerned about the Zika virus. A similar proportion (43%) are not concerned about it, and one in ten (12%) have not heard of the Zika virus at all.



A majority of those who are concerned come from Latin America (71%), followed by the Middle East and Africa, and Asia Pacific. Europe (33%) and North America (34%) are notably less concerned.



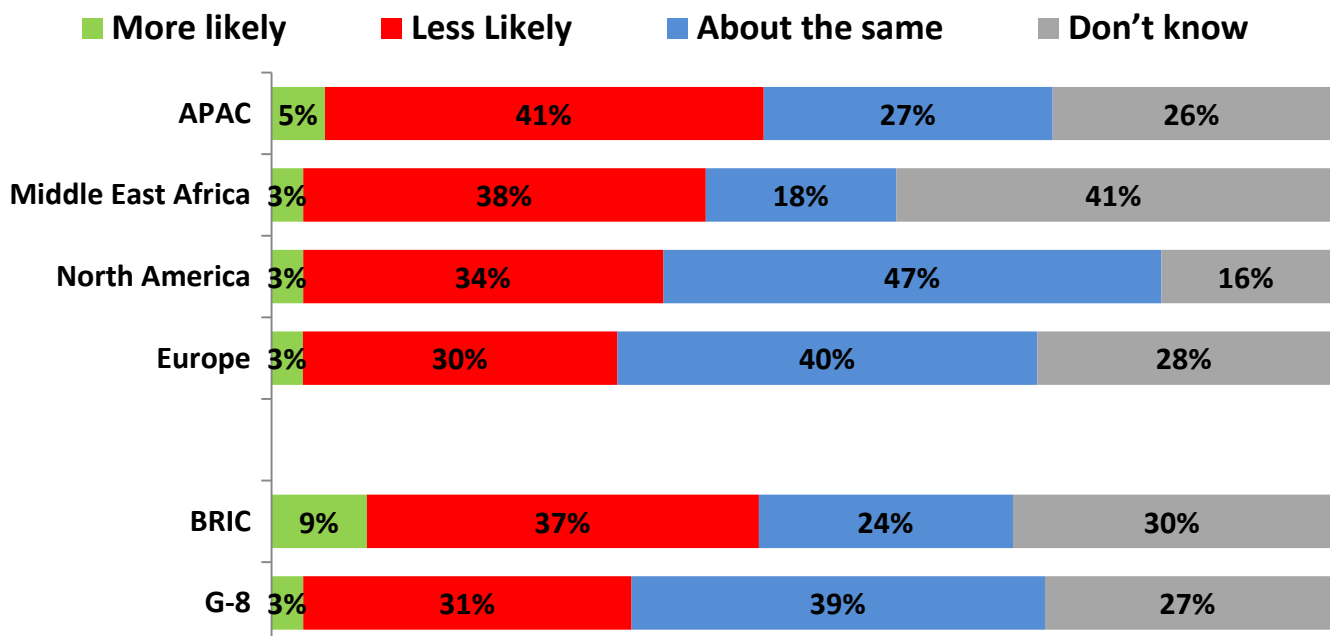
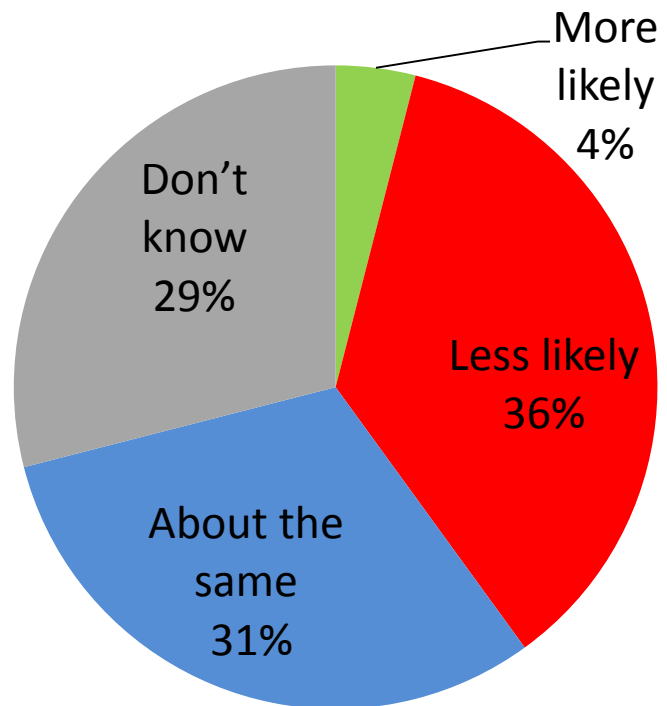
Q1. How concerned, if at all, are you about the Zika virus? (Base N= 18, 601)



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Impact on travel to Mexico, Puerto Rico and South America

Four in 10 (36%) say they are less likely to travel to Mexico, Puerto Rico or South America in the next 12 months because of the Zika virus. Only 4% say they are likely to travel more, and one third (31%) say the odds of travel are about the same.



METHODOLOGY

- The survey instrument is conducted monthly in 25 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.
- For the results of the survey presented herein, an international sample of 18,601 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Chile, Colombia, Hungary, India, Mexico, Peru, Poland, Russia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are 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.
- In countries where internet penetration is approximately 60% or higher the data output is comparable the general population. Of the countries surveyed online, 15 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and United States. The eight remaining countries surveyed –Brazil (53% Internet penetration among the citizenry), China (46%), India (19%), Mexico (41%), Peru (40%), Russia (59%), South Africa (47%) and Turkey (47%)—have lower levels of connectivity therefore are not reflective of the general population; however, the online sample in these countries are particularly valuable in their own right as they are more urban/educated/income than their fellow citizens and are often referred to as “Upper Deck Consumer Citizens”.

ABOUT IPSOS

- Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry.
- With offices in 87 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media, customer loyalty, marketing, public affairs research, and survey management.
- Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.
- Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues €1,669.5 (\$2,218.4 million) in 2014.
- Visit www.ipsos.com to learn more about Ipsos’ offerings and capabilities.