

# GLOBAL ATTITUDES ON A COVID-19 VACCINE

Ipsos survey for The World Economic Forum

Conducted January 28 - 31, 2021

For more information, go to <https://www.ipsos.com/en/global-attitudes-covid-19-vaccine-january-2021>

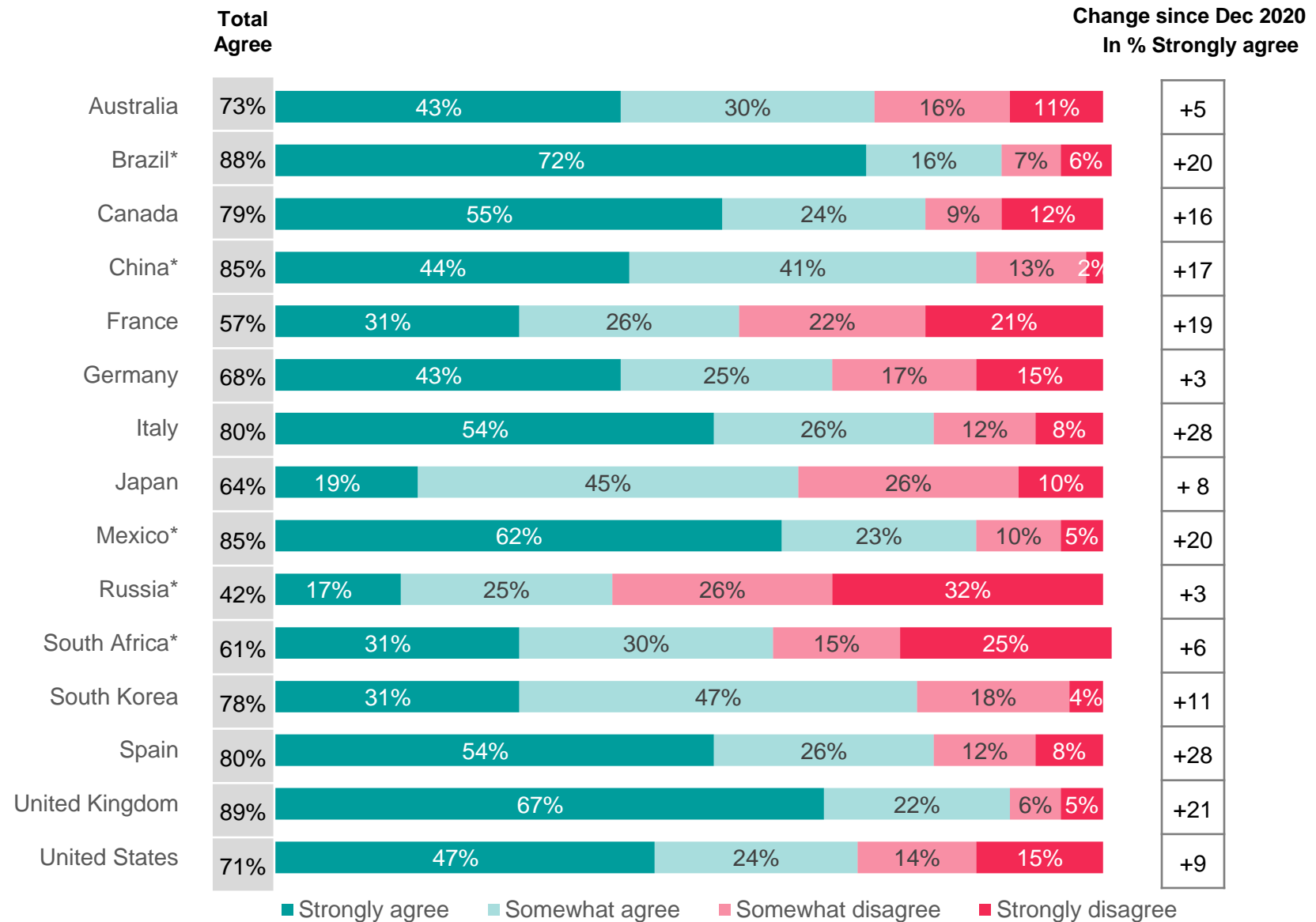
GAME CHANGERS



# INTEREST IN GETTING VACCINE CLIMBS SIGNIFICANTLY IN MOST COUNTRIES

*“If a vaccine for COVID-19 were available to me, I would get it”*

*(RESULTS ONLY AMONG THOSE REPORTING THEY HAVE NOT RECEIVED THE VACCINE)*



Q. To what extent do you agree or disagree with each of the following: If a vaccine for COVID-19 were available, I would get it] n=12,777 online adults aged 16-74 across 15 countries; excludes those who report receiving the vaccine

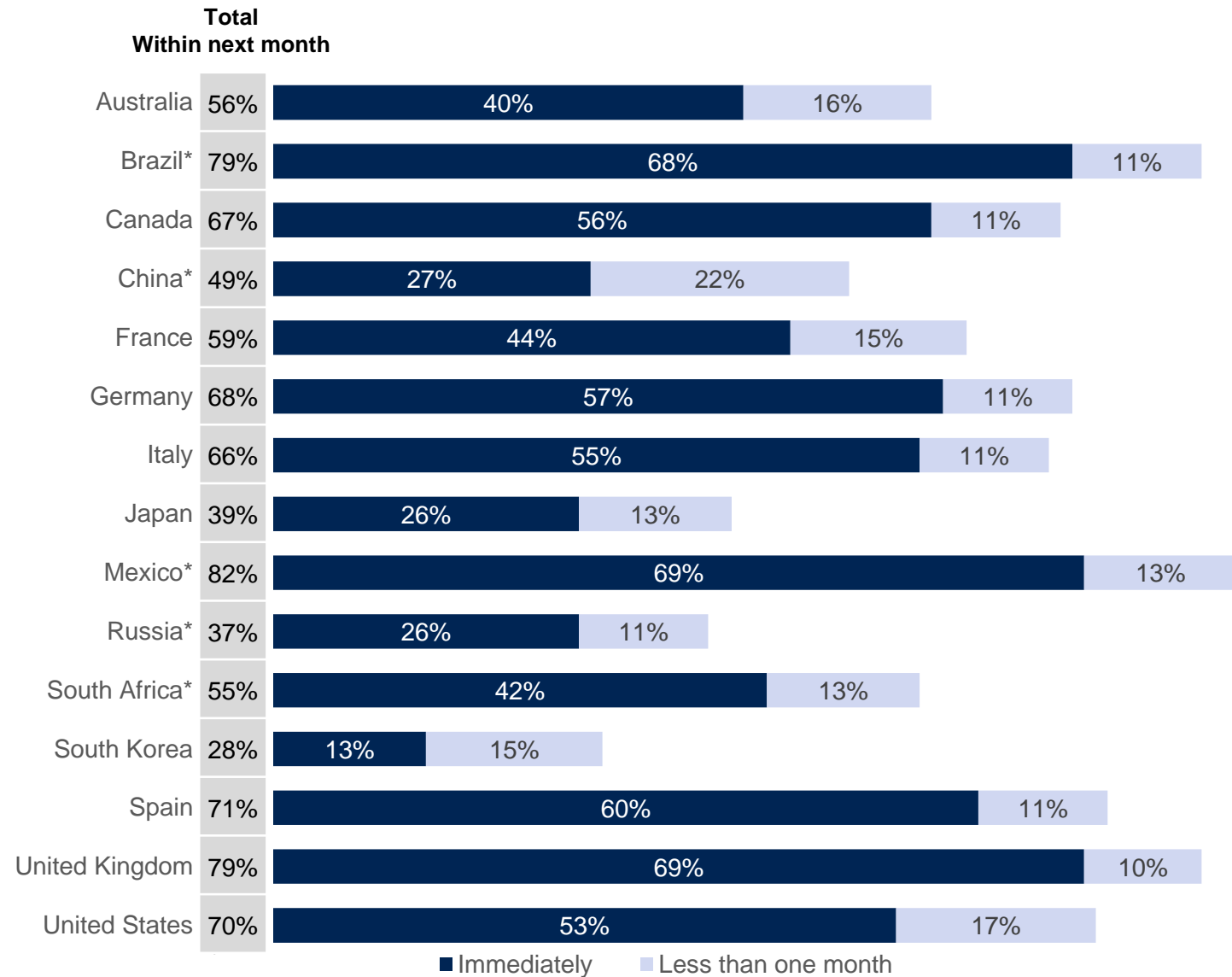
Source: Ipsos Global Advisor January 28-31, 2021; January data excludes those who stated they have received the vaccine

\* Online samples in Brazil, China, Mexico, Russia, and South Africa tend to be more urban, educated, and/or affluent than the general population

# IN MANY COUNTRIES, MAJORITIES SEEK TO GET THE VACCINE WITHIN WEEKS

*Once the COVID-19 vaccine becomes available to you, when would you get the vaccine?*

*(RESULTS ONLY AMONG THOSE REPORTING THEY HAVE NOT RECEIVED THE VACCINE AND AGREEING THEY WOULD GET IT)*



Q. Once the COVID-19 vaccine becomes available to you, when would you get the vaccine?

n=9,943 online adults aged 16-74 across 15 countries who agree they would get the vaccine; excludes those who report receiving the vaccine

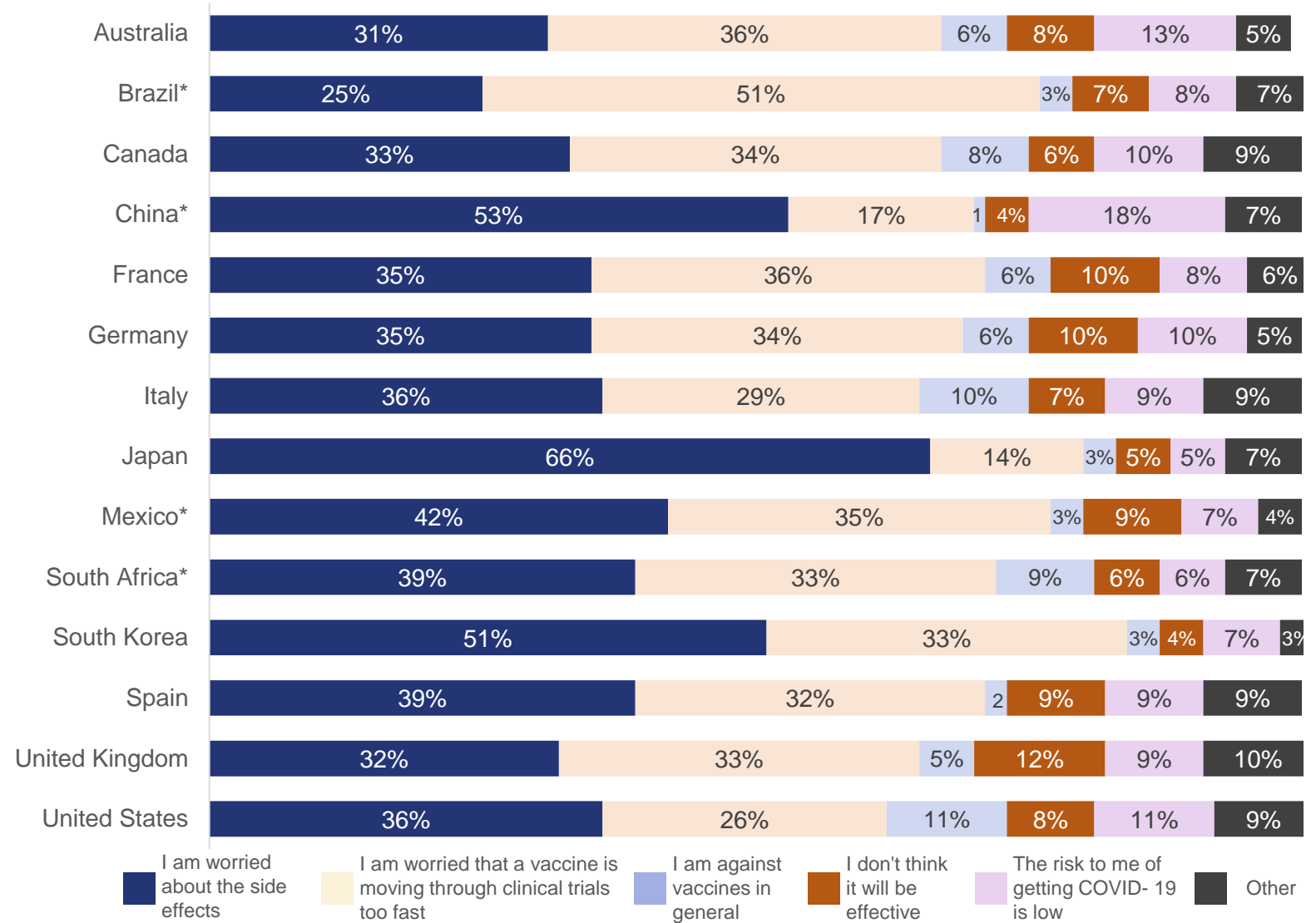
Source: Ipsos Global Advisor, January 28-31, 2021; January data excludes those who stated they have received the vaccine

\* Online samples in Brazil, China, Mexico, Russia, and South Africa tend to be more urban, educated, and/or affluent than the general population

# PERCEPTIONS OF RISK TO HEALTH (SIDE EFFECTS AND SPEED TO MARKET) ARE TOP CONCERNS

*Which best describes why you would not take a vaccine for COVID-19?*

*(RESULTS ONLY AMONG THOSE REPORTING THEY HAVE NOT RECEIVED THE VACCINE AND SAYING THEY ARE NOT LIKELY TO GET IT)*



Q. Which best describes why you would not take a vaccine for COVID-19?

n=5,932 online adults aged 16-74 across 15 countries who are not likely to get the vaccine; excludes those who report receiving the vaccine

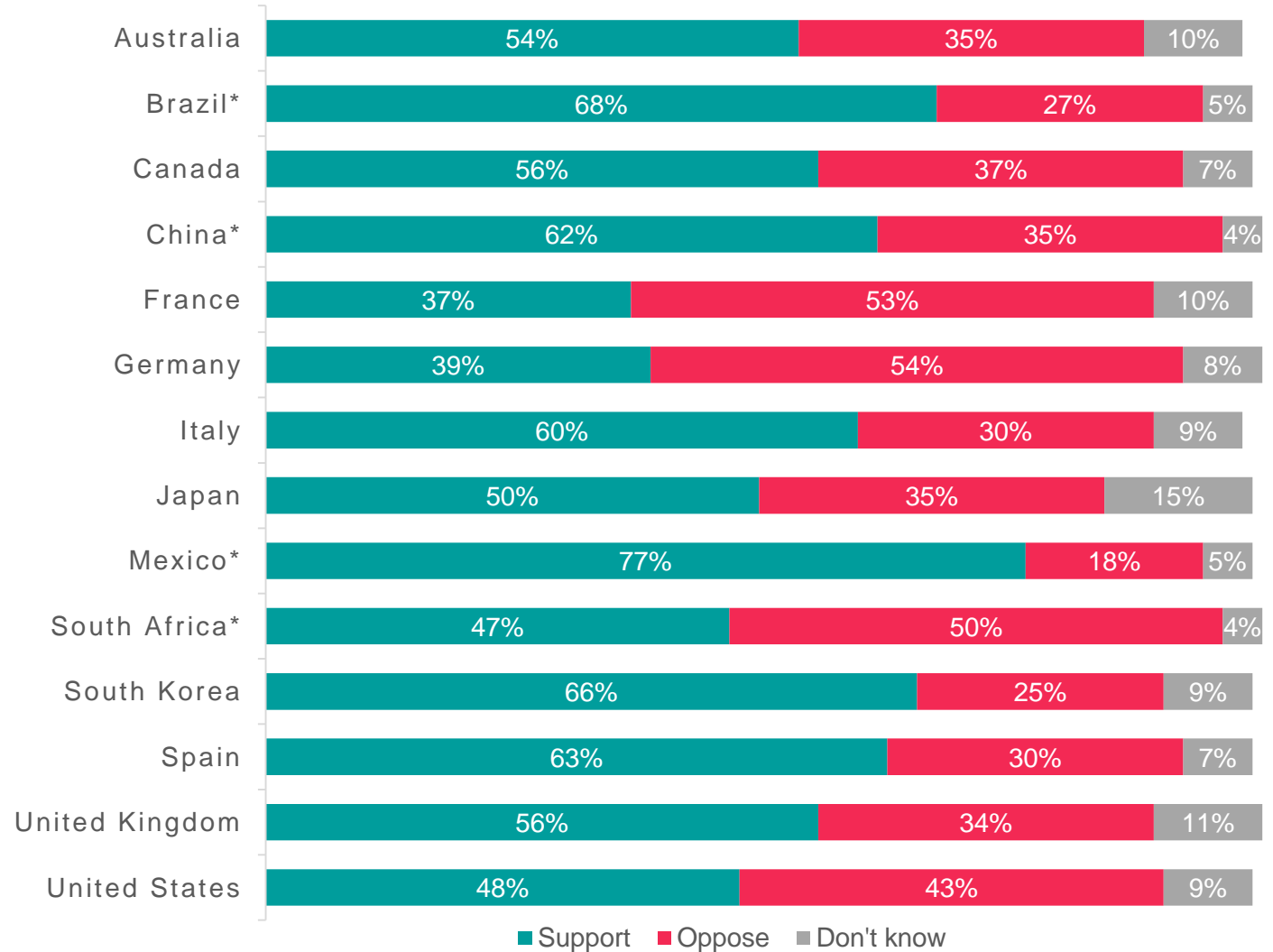
Source: Ipsos Global Advisor January 28-31, 2021; January data excludes those who stated they have received the vaccine

\* Online samples in Brazil, China, Mexico, and South Africa tend to be more urban, educated, and/or affluent than the general population

# MIXED VIEWS ON WHETHER THE VACCINE SHOULD BE MANDATORY

*Support for making COVID-19 vaccination mandatory for anyone over the age of 18*

*(RESULTS AMONG ALL ADULTS)*



Q. Do you strongly support, somewhat support, somewhat oppose or strongly oppose each of the following policies or regulations for: making COVID-19 mandatory vaccination for anyone over the age of 18

n=14,101 online adults aged 16-74 across 15 countries

Source: Ipsos Global Advisor January 28-31, 2021

\* Online samples in Brazil, China, Mexico, and South Africa tend to be more urban, educated, and/or affluent than the general population

# METHODOLOGY

The survey was conducted by Ipsos on its Global Advisor online platform, January 28-31, 2021 among adults 18-74 years of age in Canada, and South Africa, and the United States, and 16-74 in Australia, Brazil, China (mainland), France, Germany, Italy, Japan, Mexico, Russia, South Korea, Spain, and the United Kingdom.

The samples in Australia, Canada, France, Germany, Italy, Japan, South Korea, Spain, the U.K., and the U.S. can be taken as representative of the general adult population under the age of 75 in these countries. The samples in Brazil, China (mainland), 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.

Part of the survey was conducted in all 15 countries with a base sample of 1,000+ adults in Australia, Brazil, Canada, China, France, Germany, Italy, Japan, South Korea, Spain, the U.K., and the U.S., and of 500+ adults in each of Mexico, Russia, South Africa. The other part was conducted in the same countries except Russia with a base sample of 1,000+ adults in every country.

This document includes comparisons with data from a similar survey conducted on the Ipsos Global Advisor platform, December 17-20, 2020 with approximately 1,000 individuals in each of Australia, Brazil, Canada, China, France, Germany, Italy, Japan, South Korea, Spain, the U.K., and the U.S., and approximately 500 individuals in Mexico, Russia, and South Africa.

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=1,000 accurate to +/-3.5 percentage points. For more information on Ipsos’ use of credibility intervals, please visit the Ipsos website.

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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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.**

