

# GLOBAL ATTITUDES ON A COVID-19 VACCINE

Ipsos survey for The World Economic Forum

Conducted February 25 - 28, 2021

For more information, go to <https://www.ipsos.com/en/global-attitudes-covid19-vaccine-march-2021>

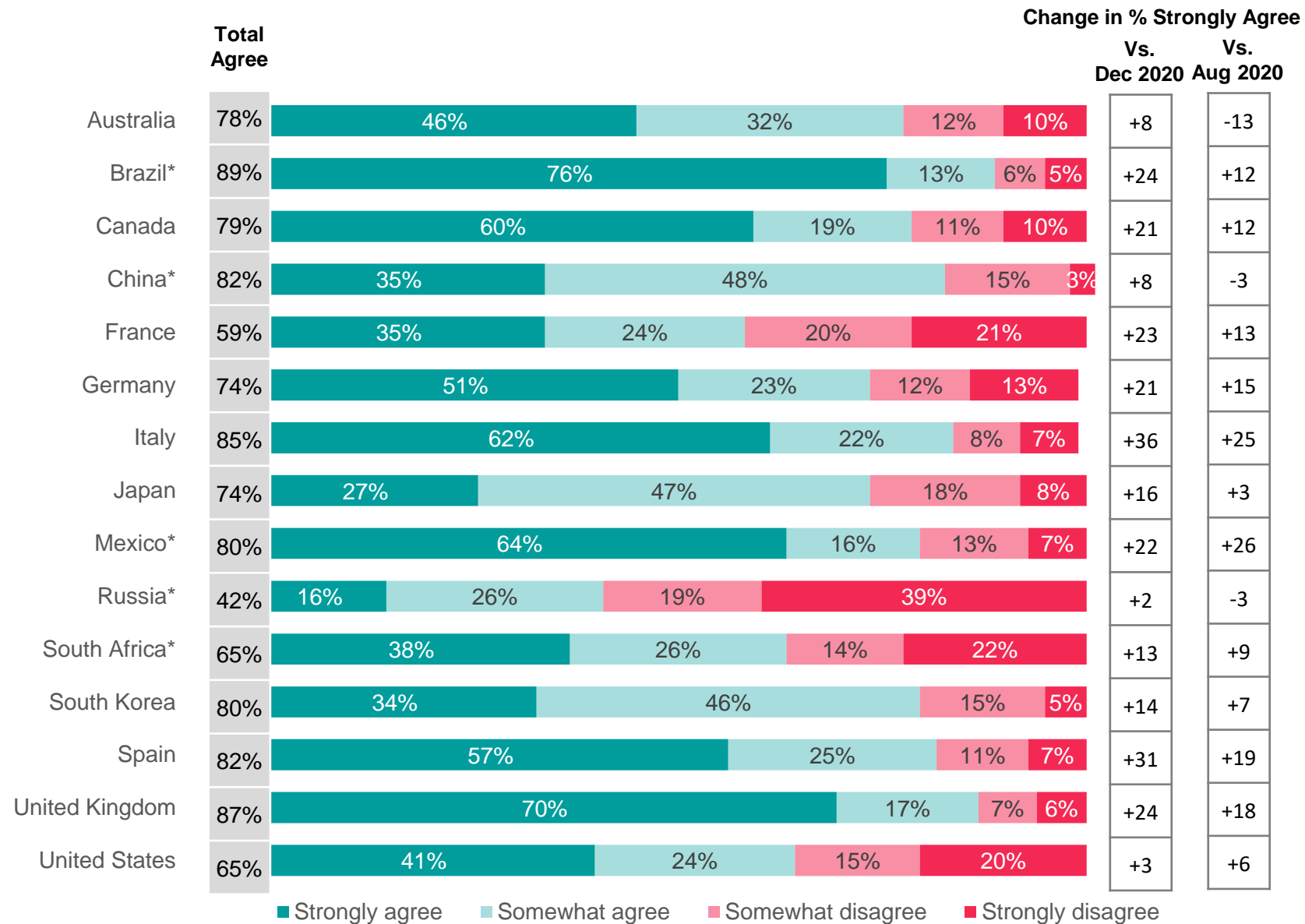
GAME CHANGERS



# INTEREST IN GETTING VACCINE CLIMBS SIGNIFICANTLY IN MOST COUNTRIES

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

**NEW SURVEY RESULTS ONLY AMONG THOSE REPORTING THEY HAVE NOT RECEIVED THE VACCINE; DEC 2020 AND AUG 2020 SURVEY RESULTS AMONG ALL ADULTS**



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=12,076 online adults aged 16-74 across 15 countries; excludes those who report receiving the vaccine

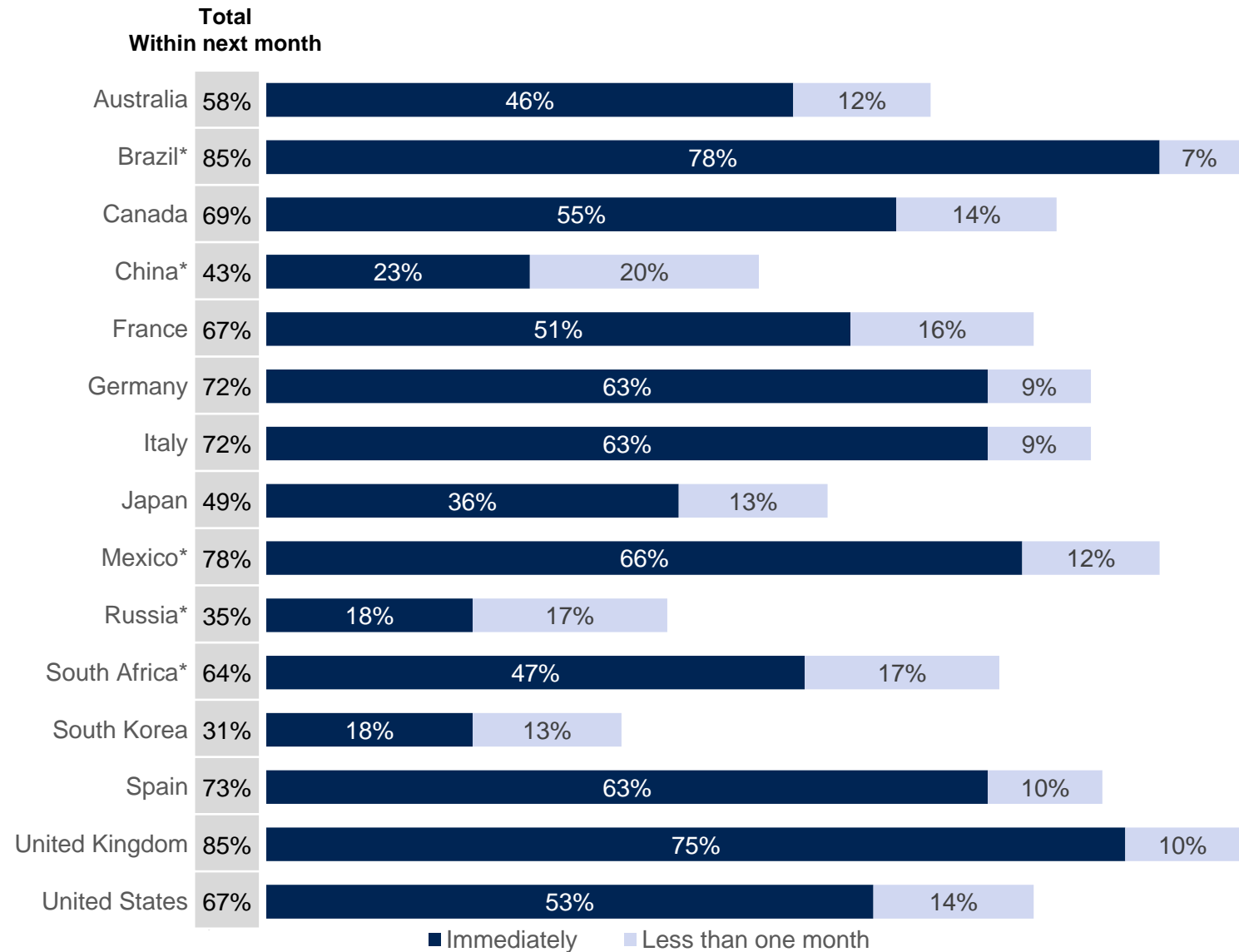
Source: Ipsos Global Advisor, February 25-28, 2021; February data excludes those who stated they have received the vaccine

\* 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?*

**NEW SURVEY 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=9,239 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, February 25-28, 2021; February 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

# METHODOLOGY

The survey was conducted by Ipsos on its Global Advisor online platform, February 25-28, 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, and July 24-August 7, 2020.

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.

# 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](http://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.**