

Strictly embargoed to 28<sup>th</sup> December 2020

## **World survey shows 7 in 10 Irish people likely to get COVID-19 vaccine**

WIN International, the world's leading association in market research and polling, of which **RED C Research** is the Irish member, has published the first release from the Annual WIN World Survey (WWS - 2020) exploring the views and beliefs of 26,757 people from 32 countries across the globe about the pandemic.

The first release analyses views and opinions related to the vaccine, the way governments handled the health crisis, the capacity of the national health systems, and the likelihood of travelling in 2021.

### **HEADLINES – IRELAND**

#### **Getting the COVID-19 Vaccine**

1. The majority (71%) of Irish people say they will get the COVID-19 vaccine, with nearly 2 in 5 (38%) saying they will definitely get it. 1 in 10 definitely will not.
2. Slightly more men saying they will get it than women (76% vs 66%).
3. People in the vulnerable 'over-55s' category (81%) as well as higher social grades (77%) are most likely to say they will get the vaccine.
4. This places Ireland at the global average, behind the UK (81%), but ahead of European countries like Germany (65%) and France (44%).

#### **Rating the Irish government's performance during COVID-19**

1. More than 6 in 10 (63%) Irish people feel that the Irish government has performed well in handling the crisis. This compares to only 35% of those surveyed in the UK who believe the British government has performed well.
2. Those in older 55+ age groups (78%) and higher social grades (70%) have been especially happy with the government's actions, while groups disproportionately affected by the crisis (18-34's and lower social grades) are more critical of the government.
3. Compared to the other 31 countries surveyed, Irish people are on average happier with the government's response to the pandemic, with the same

favourability rating as in Germany (61%), where the government has been internationally praised for their reaction to the crisis.

## Rating the Health System's capacity during COVID-19

1. Over half of those surveyed have a poor view of the capacity of the Irish health system, with 1 in 5 rating it 'very badly' and 18-34's being most critical.
2. Just under half (46%) rate the capacity of the Irish health system positively.
3. Irish people have been less satisfied with the capacity of the health service to cope with the crisis than in most other countries surveyed, including Germany (81%), the United Kingdom (71%), and the United States (62%).

## Travel in 2021

1. Although less than 4 in 10 Irish people (38%) say they are likely to take a foreign holiday in 2021, this is significantly above the global average (29%) and is also on par with the United Kingdom (37%) and Germany (39%).
2. In terms of business travel, fewer than 1 in 10 Irish people (7%) anticipate travelling abroad for business during 2021, compared to an international average of 17%.

## HEADLINES – WORLD

### The Vaccine

1. Globally, the vast majority of people (71%) say they are likely to be vaccinated against COVID-19 when a vaccine is available, with lower education levels and unemployed peoples expressing less interest in getting vaccinated.
2. Among the regions, APAC (80%<sup>1</sup>) is most willing to be vaccinated, with Vietnam (98%), and China (91%) being the three countries that lead the world ranking. On the other hand, in countries such as Serbia (62%<sup>2</sup>), Croatia (59%), France (56%) and Lebanon (56%), the vast majority of the population is still not convinced to get vaccinated.
3. Considering that each country has to get a minimum of 65% vaccine take up to achieve herd immunity, there is important work to be done in terms of information and awareness to convince especially those people who say that they probably won't get vaccinated (17%), a percentage that varies among

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<sup>1</sup> Definitely + Probably get vaccinated

<sup>2</sup> Definitely + Probably won't get vaccinated

countries. It is important to consider that 12% don't want to receive the vaccine against Covid-19.

### **Governments and the Health System**

1. The APAC region stands out again when it comes to positively evaluating the way in which the government handled the pandemic crisis (73%<sup>3</sup>) and the capacity of the health system (79%).
2. The countries that best evaluated both institutions are China and Vietnam with scores that exceeded 90% approval, while Poland (81%<sup>4</sup>), Spain (72%), Lebanon (72%) and Ecuador (70%) harshly evaluated the actions of their governments.
3. When rating their health system, Poland (87%) and Ecuador (78%) come up again among the countries who gave a stricter evaluation, followed by Perú with a rating of 70% (rather badly + very badly).

### **Travelling in 2021**

1. Regarding the possibility of travelling abroad in 2021, either for holidays or work, 65% and 77% see it as unfeasible respectively<sup>5</sup>.
2. However, there are certain countries with a greater predisposition to travel: at the top of the list there is Nigeria with scores above 50%. China reports one of the highest level of people willing to vaccinate and at the same time the lowest level of intention to travel next year.

**Vilma Scarpino, President of WIN International Association, said:**

“This survey is a valuable tool to anticipate the pandemic scenario in 2021. The willingness to get vaccinated is an evidence of the strong desire of getting back to normal, considering that citizens in many countries lack of confidence in their health system. In 2021, people will be more cautious and are not planning to travel yet. Based on these results, it will be interesting to see how the predisposition to get vaccinated and travel will change in the first months of the 2021.”

-ENDS-

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<sup>3</sup> Very well + Pretty good

<sup>4</sup> Rather badly + Very badly

<sup>5</sup> Not very likely + Not likely at all

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**NOTES FOR EDITORS****Methodology:**

The WWS (WIN Worldwide Survey) is a study conducted every year with the purpose to measure people's thoughts, expectations, worries and perceptions related to relevant topics for society and business.

**Sample Size and Mode of Field Work:**

A total of 26,757 people were interviewed globally. See below for sample details. The fieldwork was conducted during October 2020 – December 2020. The margin of error for the survey is between 2.4 and 4.4 at 95% confidence level.

The global average has been computed according the covered adult population of the surveyed countries.

**About the WIN survey:**

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.

Our assets are:

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailor-made global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded solutions
- Local experts: access to a network of experts that truly understand the local culture, market and business needs
- Trust: highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: among others, researched themes are gender equality and young people, communication and media research, and brand studies.

## Methodology Sheet

COUNTRY	COMPANY	SAMPLE SIZE	COVERAGE
ARGENTINA	Voices!	1016	Nationwide
BRAZIL	Market Analysis Brasil	1120	Nationwide
CANADA	Legér 360	1000	Nationwide
CHILE	ACTIVIA RESEARCH	1000	Nationwide
CHINA	WisdomAsia Marketing & Research Consulting	1000	Nationwide
CROATIA	MEDIANA FIDES	520	Nationwide
DENMARK	DMA Research A/S	500	Nationwide
ECUADOR	CEDATOS	700	Quito-Guayaquil
FINLAND	TALOUSTUTKIMUS Oy	651	Nationwide
FRANCE	BVA	1000	Nationwide
GERMANY	Produkt + Markt	1000	Nationwide
HONG KONG	CSG	509	Nationwide
INDONESIA	DEKA Insight Indonesia	1000	Nationwide
IRELAND	REDC Research & Marketing Ltd.	1001	Nationwide
ITALY	BVA Doxa	1000	Nationwide
JAPAN	IPPON RESEARCH CENTER, LTD.	1137	Nationwide
LEBANON	REACH SAL	500	Nationwide
MALAYSIA	Compass Insights Sdn. Bhd.	500	Nationwide
MEXICO	BRAIN RESEARCH	500	Nationwide
NIGERIA	Market Trends International	1000	Nationwide
PAKISTAN	Gallup Pakistan	1103	Nationwide
PARAGUAY	ICA Consultoria Estratègica	500	Nationwide
PERU	Datum Internacional	1210	Nationwide
POLAND	Mareco Polska	587	Nationwide
SLOVENIA	MEDIANA	798	Nationwide
SOUTH KOREA	Gallup Korea	1500	Nationwide
SERBIA	MEDIANA ADRIA	500	Nationwide

<b>SPAIN</b>	<b>Istituto DYM</b>	<b>1006</b>	<b>Nationwide</b>
<b>UK</b>	<b>ORB INTERNATIONAL</b>	<b>1000</b>	<b>Nationwide</b>
<b>USA</b>	<b>SSRS</b>	<b>800</b>	<b>Nationwide</b>
<b>VIETNAM</b>	<b>Indochina Research</b>	<b>600</b>	<b>Ha Noi and Ho Chi Minh City</b>

**Total of 26758 surveys online throughout the world**

**Field dates: From October 21<sup>st</sup> to December 15<sup>th</sup> 2020**