

Annual world survey shows how people are willing to get vaccinated but won't travel

WIN International, the world's leading association in market research and polling has published the Annual WIN World Survey (WWS - 2020) exploring the views and beliefs of 26,759 individuals among citizens from 32 countries across the globe about the pandemic. The survey analyzes 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

The Vaccine

Globally, the vast majority of people are interested in finding a vaccine against coronavirus. In this regard, 7 out of 10 people said they agree to be vaccinated against this virus, an interest that does not differ when considering gender or different age ranges. However, when considering the educational level and occupation of the interviewee, those with the lowest level of education and those who are unemployed expressed less interest in getting vaccinated.

Among the regions, APAC (80%¹) has the highest number of population willing to be vaccinated, with Vietnam (98%), China (91%) and India (91%) being the three countries that lead the world ranking. On the other hand, in countries such as Serbia (62%²), Croatia (59%), France (56%) and Lebanon (56%), the vast majority of the population is still not convinced to get vaccinated.

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

¹ Definitely + Probably get vaccinated

² Definitely + Probably won't get vaccinated

Governments and the Health System

The APAC region stands out again when it comes to positively evaluating the way in which the government handled the pandemic crisis (73%³) and the capacity of the health system (79%). The countries that best evaluated both institutions are China and Vietnam with scores that exceeded 90% approval, while Poland (81%⁴), Spain (72%), Lebanon (72%) and Ecuador (70%) harshly evaluated the actions of their governments. 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

Regarding the possibility of travelling abroad in 2021, either for holidays or work, 65% and 77% see it as unfeasible respectively⁵. However, there are certain countries with a greater predisposition to travel: at the top of the list there are India and 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-

³ Very well + Pretty good

⁴ Rather badly + Very badly

⁵ Not very likely + Not likely at all

Media enquiries:

Elena Crosilla, WIN Coordinator

+39 335.62.07.347

E-mail: coordinator@winmr.com

NOTES FOR EDITORS**Methodology:**

The survey was conducted in 32 countries using CAWI / online survey methods.

Sample Size and Mode of Field Work:

A total of 26,759 people were interviewed. See below for sample details. The fieldwork was conducted during October 21st and December 15th, 2020. The margin of error for the survey is between 4.4 and 2.5 at 95% confidence level.

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

About WIN:

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 Name	Methodology	Sample	Coverage	2020 Field Dates
1	ARGENTINA	Voices!	CAWI	1016	Nationwide	Nov. 5-19
2	BRAZIL	Market Analysis Brasil	CAWI	1120	Nationwide	Nov. 13-20
3	CANADA	Legér 360	ONLINE	1000	Nationwide	Nov. 4-14
4	CHILE	ACTIVIA RESEARCH	CAWI PANEL	1000	Nationwide	Nov.6-11
5	CHINA	WisdomAsia Marketing & Research Counsulting	ONLINE	1000	Nationwide	Nov. 10-16
6	CROAZIA	MEDIANA FIDES	CAWI	520	Nationwide	Nov. 11-12
7	DENMARK	DMA Research A/S	ONLINE	500	Nationwide	Nov. 1-15
8	ECUADOR	CEDATOS	CATI	700	Quito- Guayaquil	Nov. 1-15
9	FINLAND	TALOUSTUTKIMUS Oy	CAWI	651	Nationwide	Nov. 18-20
10	FRANCE	BVA	CAWI	1000	Nationwide	Dec. 8-12
11	GERMANY	Produkt + Markt	ONLINE	1000	Nationwide	Oct. 21-28
12	HONG KONG	CSG	CAWI ONLINE	509	Nationwide	Nov. 18-23
13	INDIA	DataPrompt International Pvt. Ltd.	CAWI	500	Nationwide	Nov. 30 - Dec. 4
14	INDONESIA	DEKA Insight Indonesia	ONLINE	1000	Nationwide	Nov. 14-25
15	Republic of IRELAND	REDC	ONLINE	1001	Nationwide	Nov. 5-10
16	ITALY	BVA Doxa	CAWI	1000	Nationwide	Oct. 26-29
17	JAPAN	NIPPON RESEARCH CENTER, LTD.	CAWI	1137	Nationwide	Nov. 6-9
18	LEBANON	REACH SAL	CATI	500	Nationwide	Nov. 5-19
19	MALAYSIA	Compass Insights Sdn. Bhd.	CAWI	500	Nationwide	Nov. 1-16
20	MEXICO	BRAIN RESEARCH	ONLINE	500	Nationwide	Nov. 13-23

21	NIGERIA	Market Trends International	F2F	1000	Nationwide	Nov. 16-30
22	PAKISTAN	Gallup Pakistan	CATI	1103	Nationwide	Nov. 5-15
23	PARAGUAY	ICA Consultoria Estratègica	CATI	500	Nationwide	Dec. 2-15
24	PERU	Datum Internacional	CAWI panel	1210	Nationwide	Nov. 2-5
25	POLAND	Mareco Polska	CAWI	587	Nationwide	Oct. 28-31
26	Republic of KOREA	Gallup Korea	F2F	1500	Nationwide	Nov. 7-29
27	SERBIA	MEDIANA ADRIA	CAWI	500	Nationwide	Nov. 12-16
28	SLOVENIA	MEDIANA	CAWI	798	Nationwide	Nov. 11-12
29	SPAIN	Istituto DYM	CAWI	1006	Nationwide	Oct. 22-23
30	UK	ORB INTERNATIONAL	ONLINE	1000	Nationwide	Dec. 11-13
31	USA	SSRS	WEB	800	Nationwide	Nov. 11-18
32	VIETNAM	Indocina Research Vietnam	TAPI	600	Ha Noi and Ho Chi Minh City	Oct. 31- Nov. 12