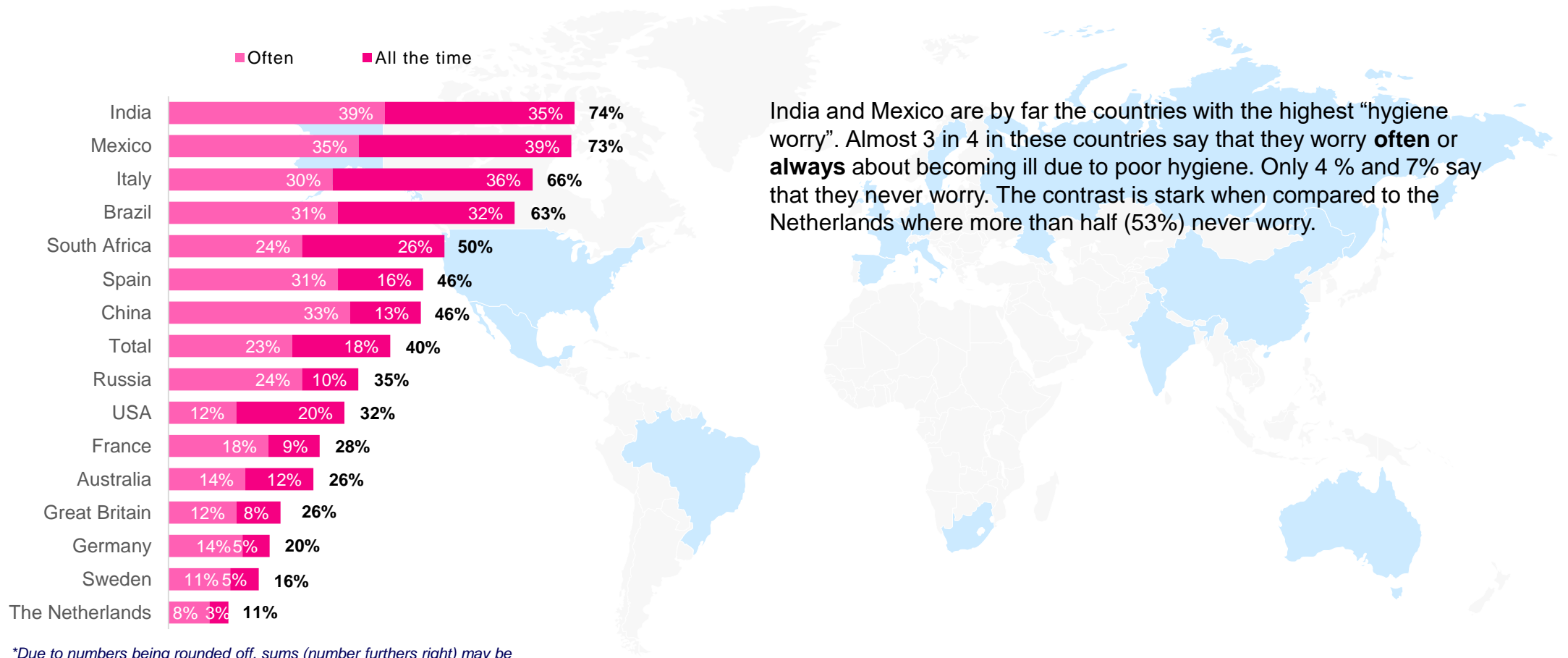


HYGIENE WORRY



Hygiene worry varies greatly between markets



India and Mexico are by far the countries with the highest “hygiene worry”. Almost 3 in 4 in these countries say that they worry **often** or **always** about becoming ill due to poor hygiene. Only 4 % and 7% say that they never worry. The contrast is stark when compared to the Netherlands where more than half (53%) never worry.

**Due to numbers being rounded off, sums (number further right) may be 1% higher or lower than expected (E.g. France 18.2%+9.3%= 27.5= 28%)*

Hygiene of particular importance to the younger part of population

Hygiene and hygiene worries clearly preoccupies more young people (under 40). Hygiene is an integral part of your identity when coming into adulthood and becoming a parent naturally makes you more aware of the risk of infection.

