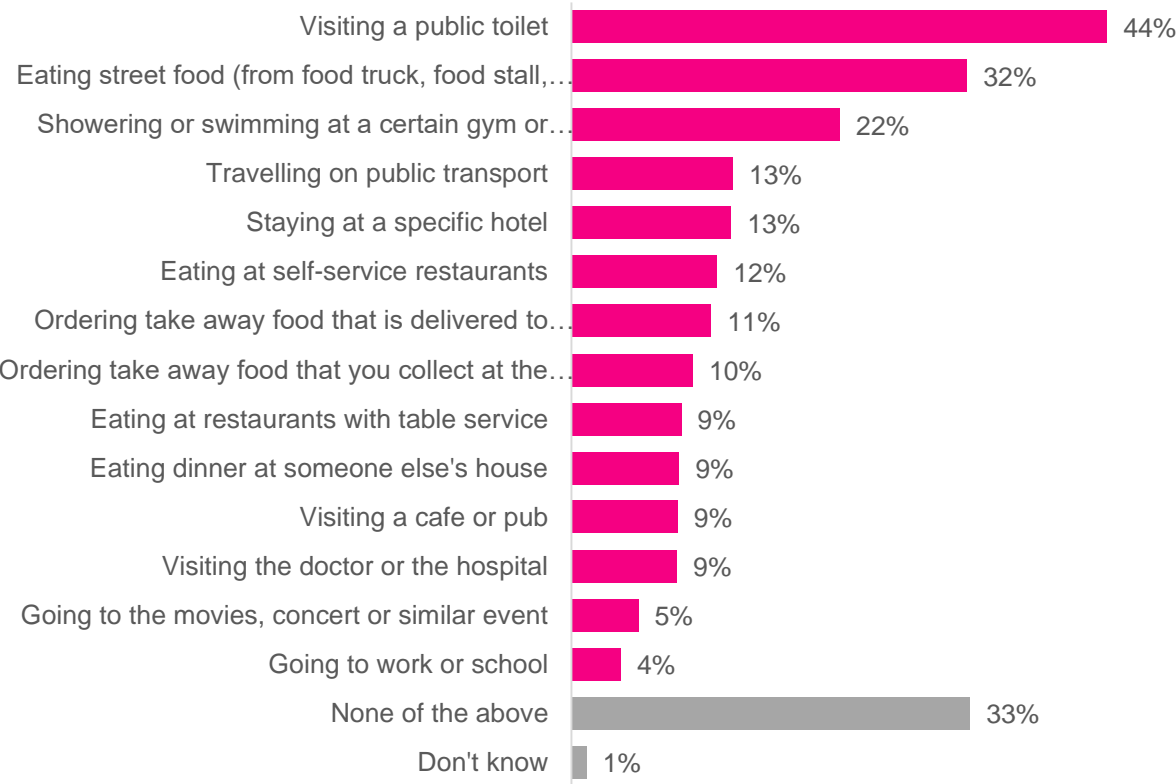


EFFECTS ON PUBLIC LIFE



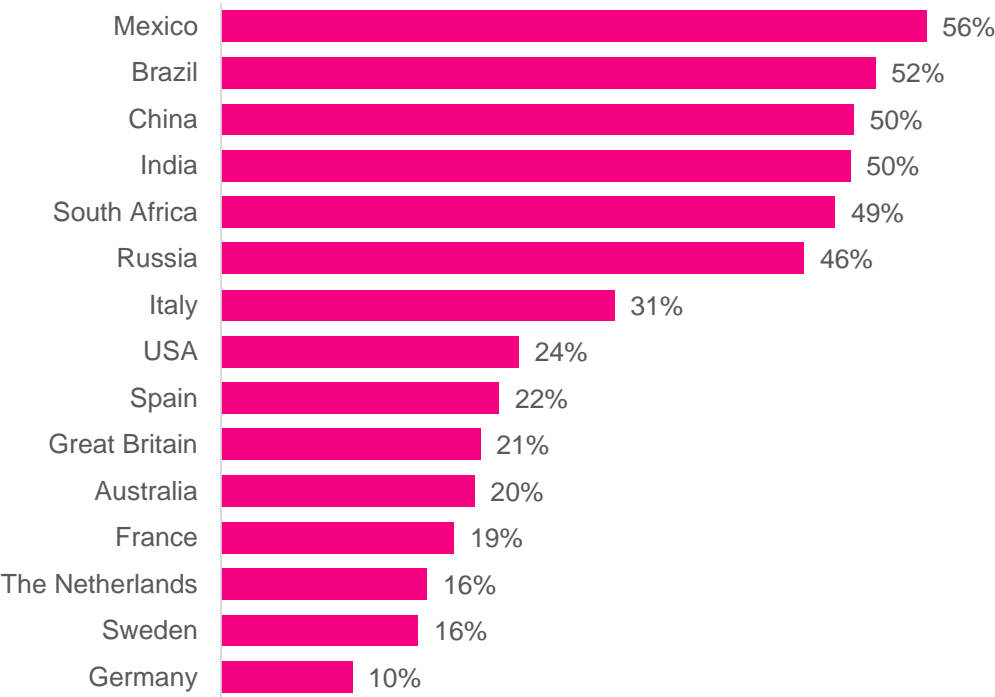
Lacking hygiene limits the lives of 7 in 10 people in our surveyed markets

Globally, 7 in 10 (66%) people have refrained from one or several activities because of concerns about hygiene levels.



And an especially common barrier in some markets...

Have recently refrained from: **Eating street food (from food truck, food stall, etc)**



4 in 10 have turned down a food establishment because of dirty toilets and lack of hand hygiene products

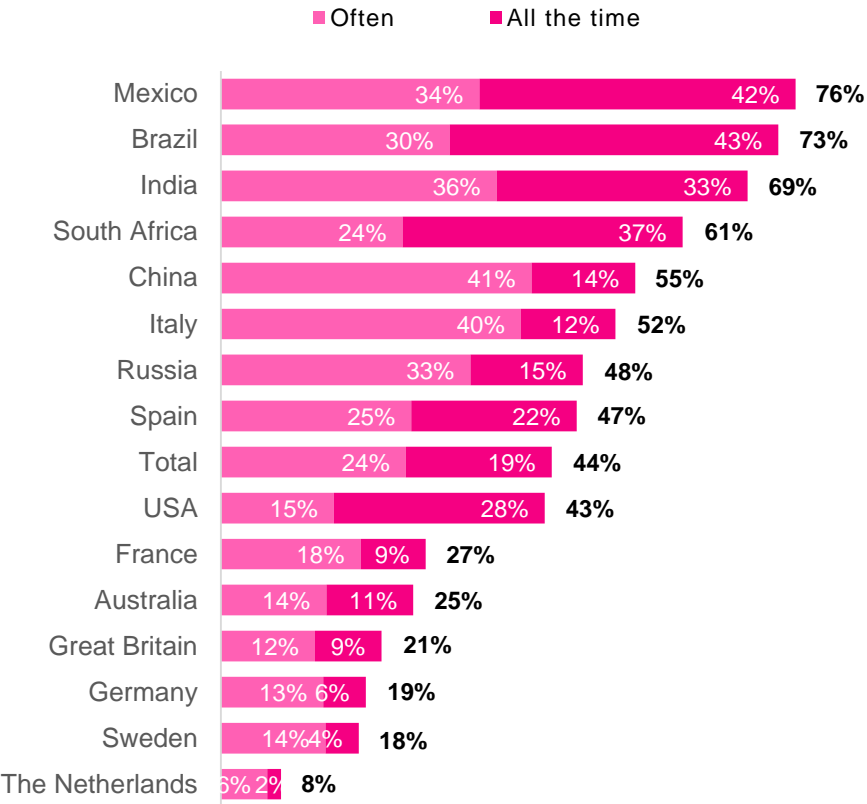
Worry about the overall level of hygiene and about the staff’s personal hygiene are the most common reasons for not eating or ordering food from food trucks and restaurants. But more than 4 in 10 also name toilets and lack of hand hygiene products as a barrier.



Base: Have refrained from eating at restaurant etc. and/or ordering food (see previous slide).

4 in 10 parents often worry about their childrens' health connected to hygiene

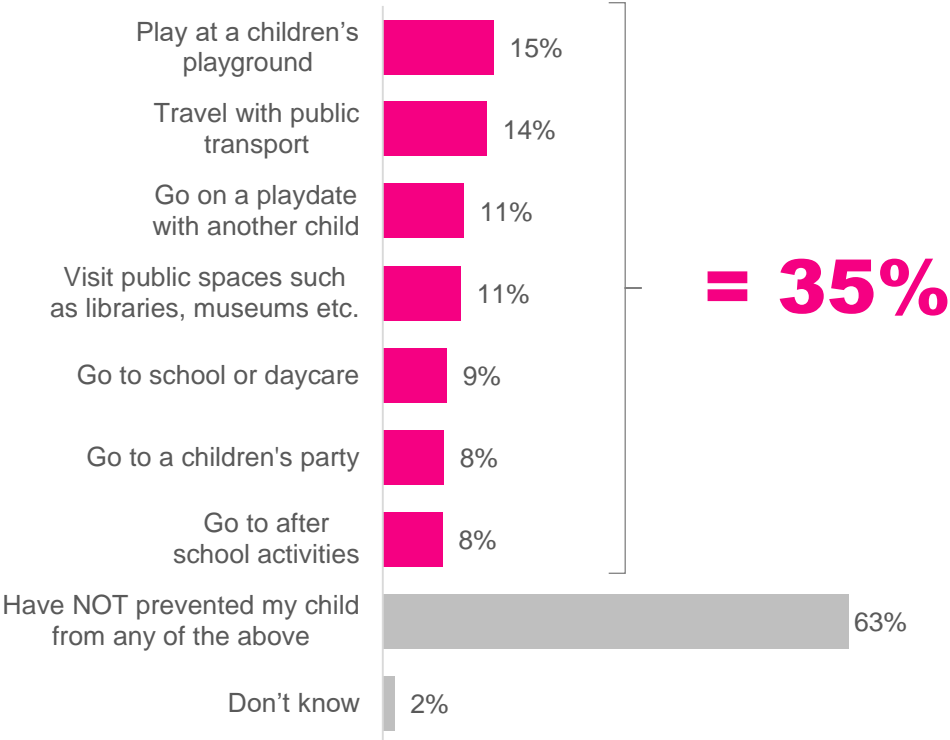
Large differences between markets in worry about your children becoming ill due to poor hygiene. **8 in 10** in Mexico but not even 1 in 10 in the Netherlands



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



and 1 in 3 parents have actually kept their children away from social activities due to hygiene worries



Share that have prevented their child from doing activities due to worries about hygiene

