

PART 1:

Implications of COVID-19



Part 1: COVID-19



For 2020, answers from a total of **10 369** respondents have been collected from **10 markets**.



National quotas have been used to obtain accurate representation of age and gender



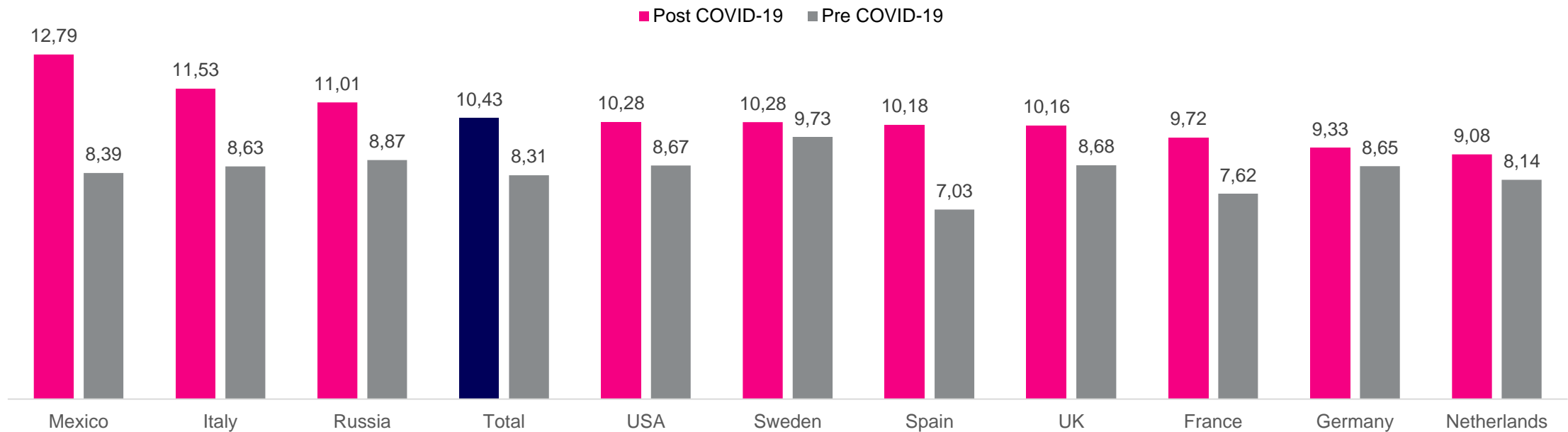
Data collection took place between **9-19th July 2020** through web panels in the respective countries.

Respondents per market

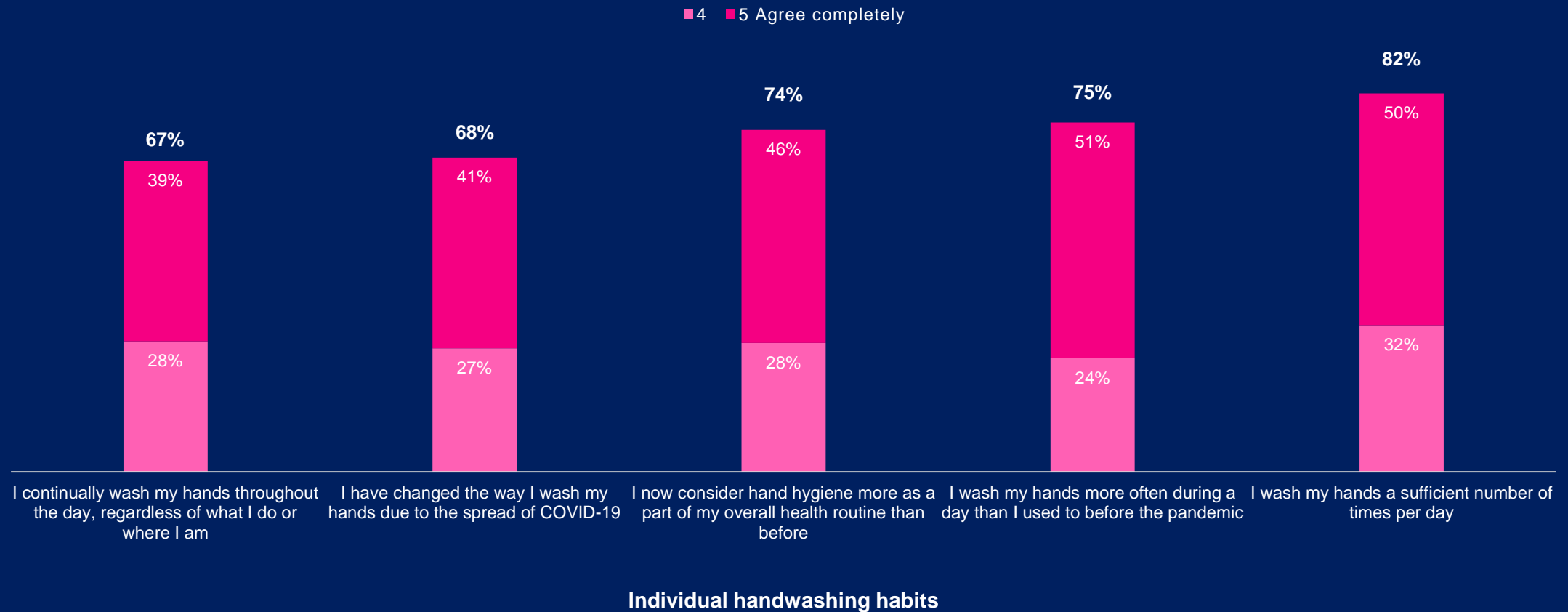
France	1075
Germany	1044
Italy	1049
Mexico	1018
Netherlands	1018
Russia	1043
Spain	1047
Sweden	1009
UK	1035
USA	1031

Handwashing habits

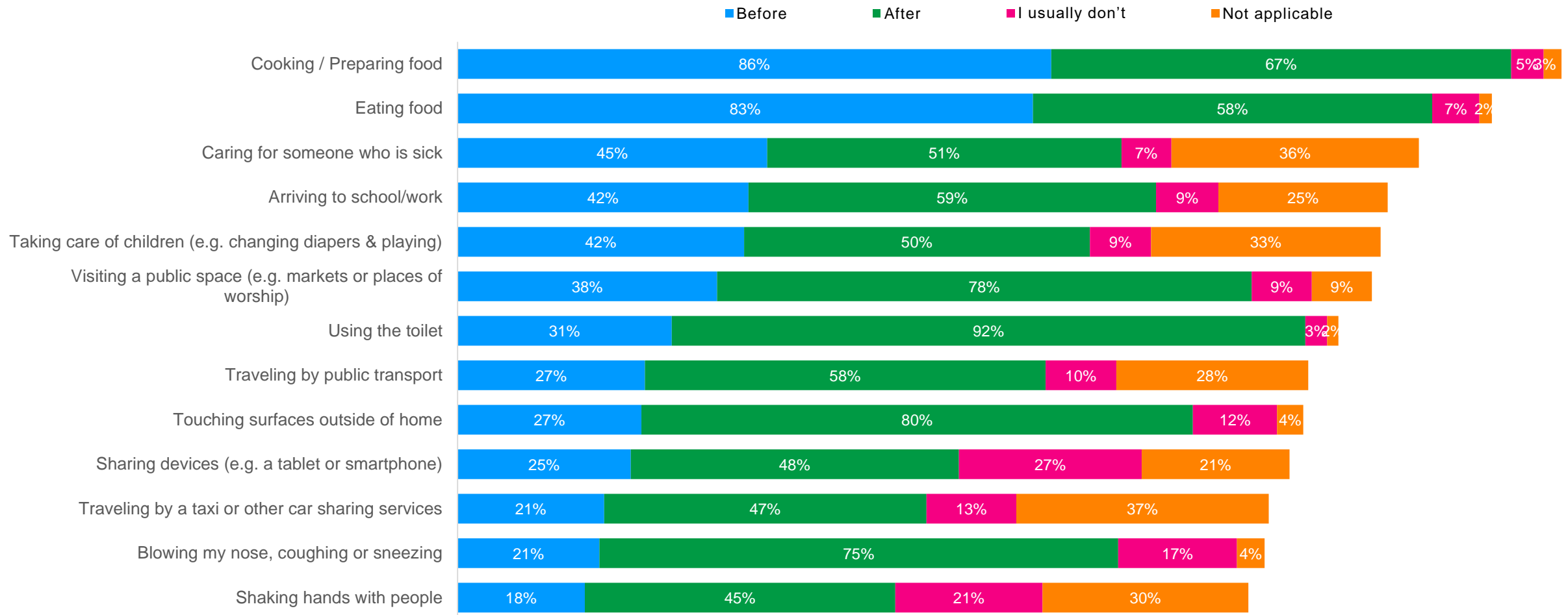
Large increase in handwashing since the COVID-19 pandemic



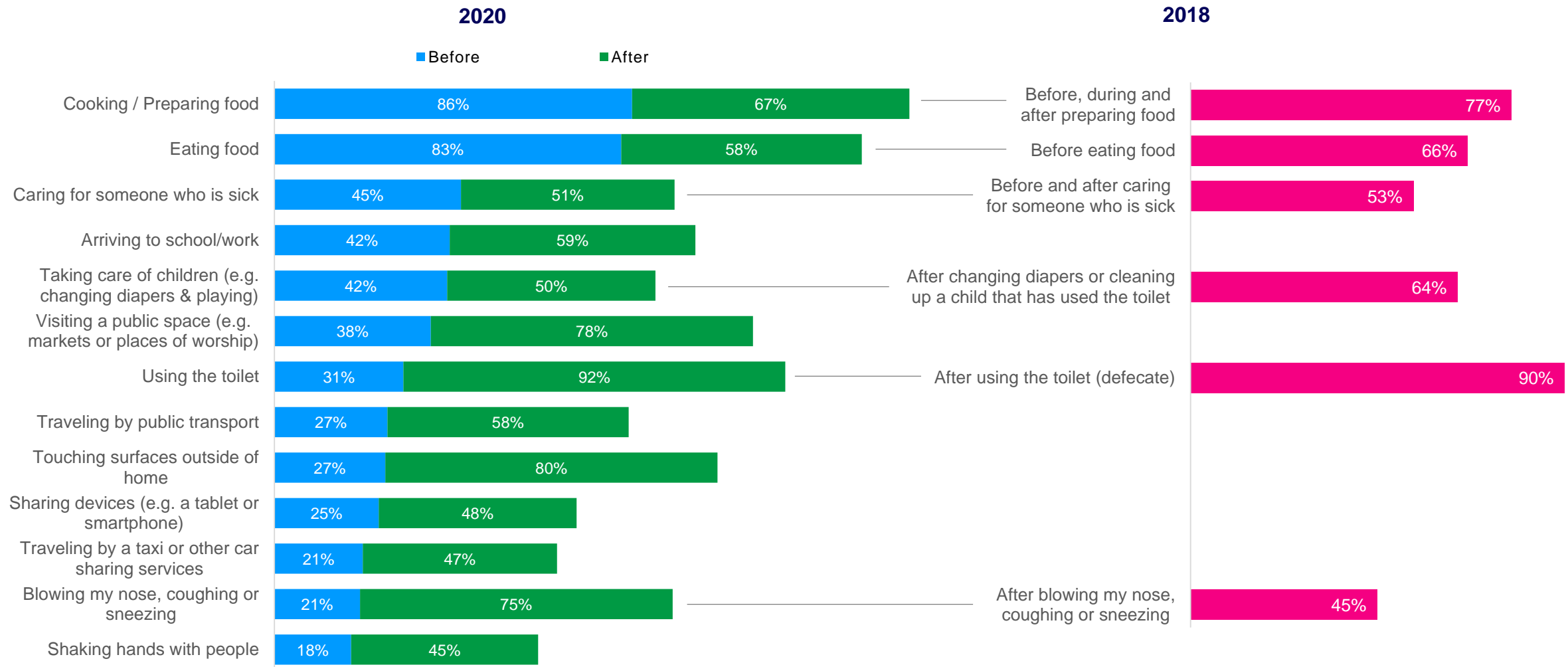
8 in 10 think they wash their hands a sufficient number of times per day



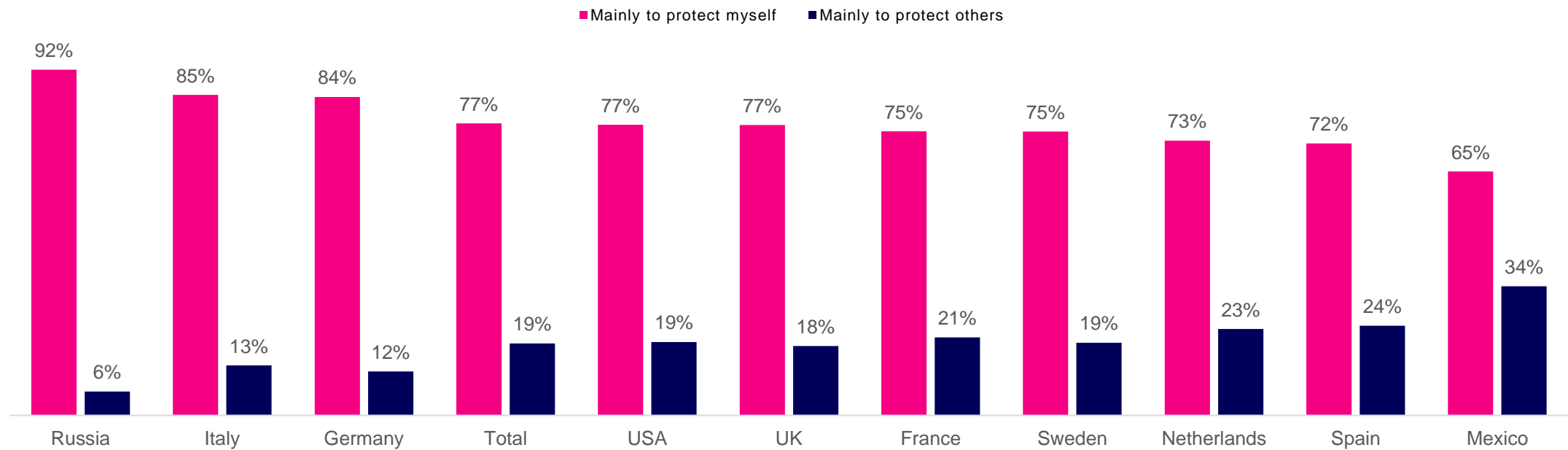
Many still lack the habit of washing hands in important contexts



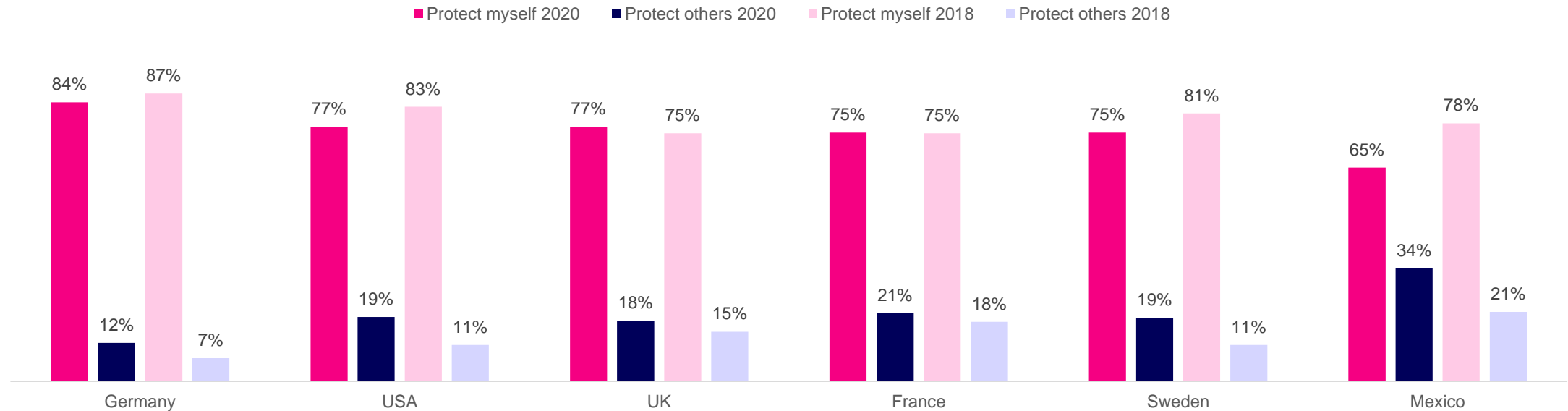
But this has long been a problem...



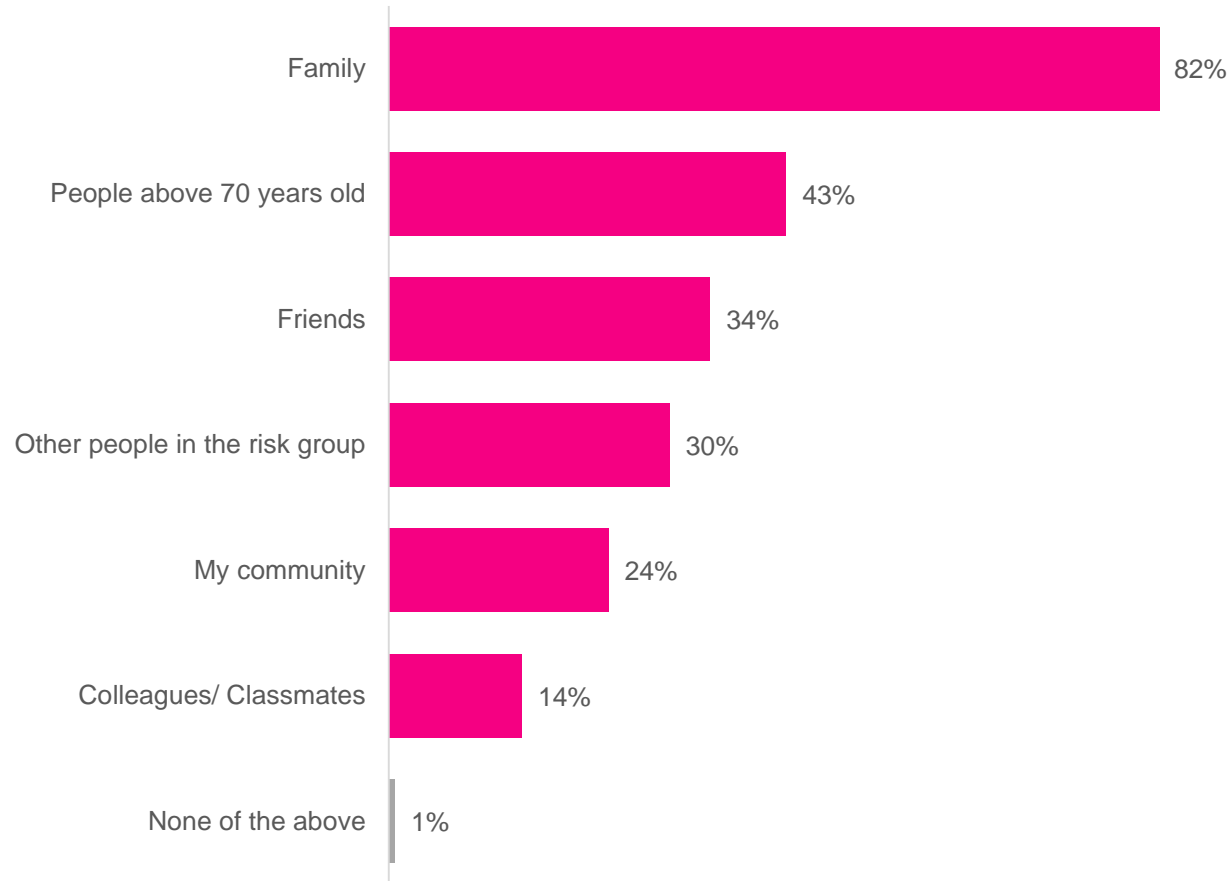
Most people wash their hands to protect themselves



More people wash their hands to protect others now than in 2018

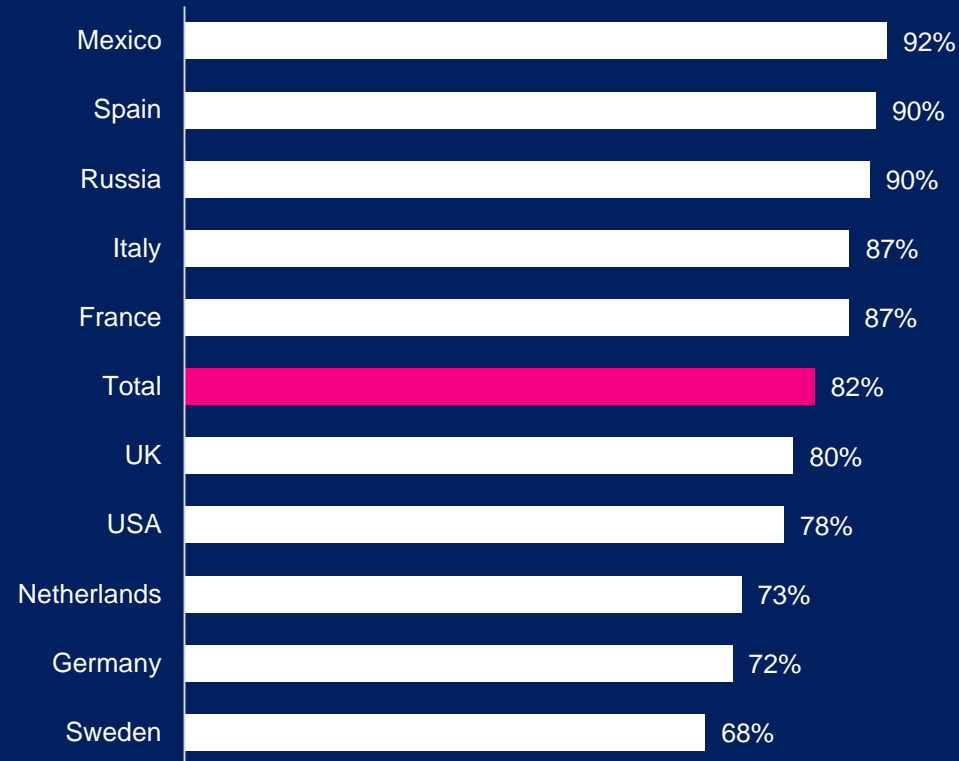


Those who wash their hands to protect others do it mainly to protect their own family

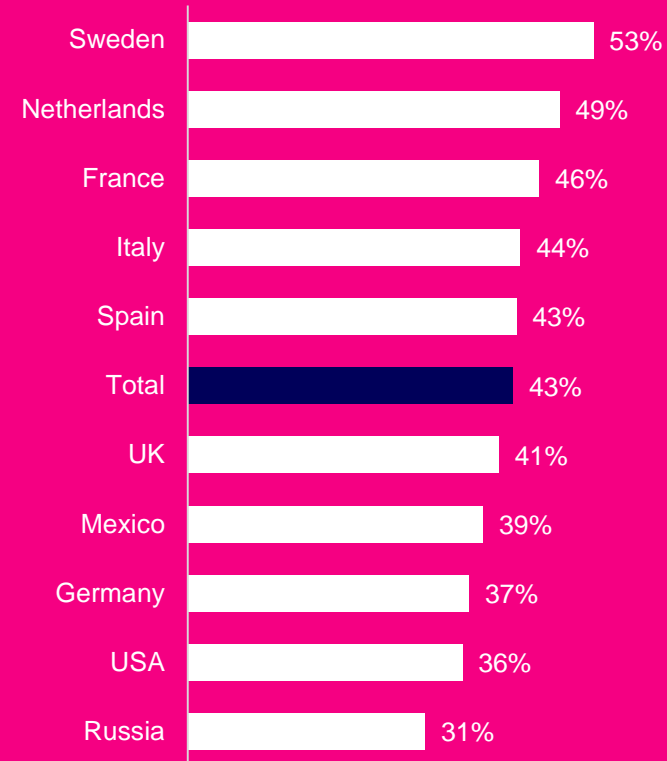


Sweden tops the list of those who wash their hands to protect people above 70 years old

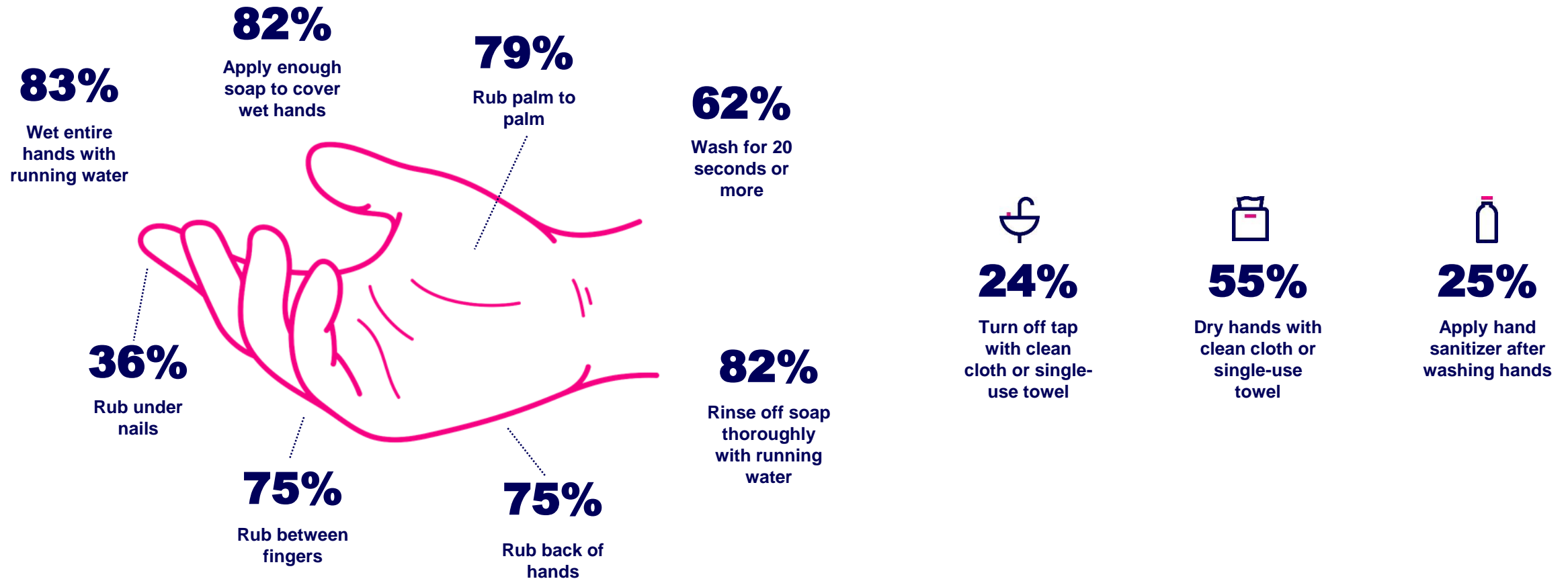
My family



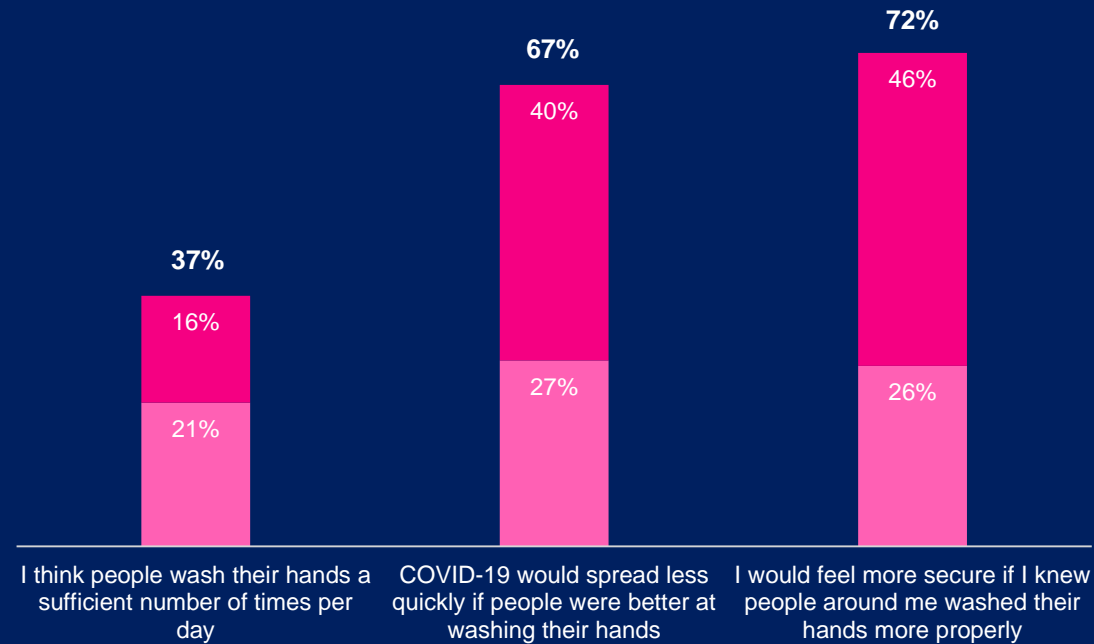
People above 70 years old



But how people wash their hands differs a lot...

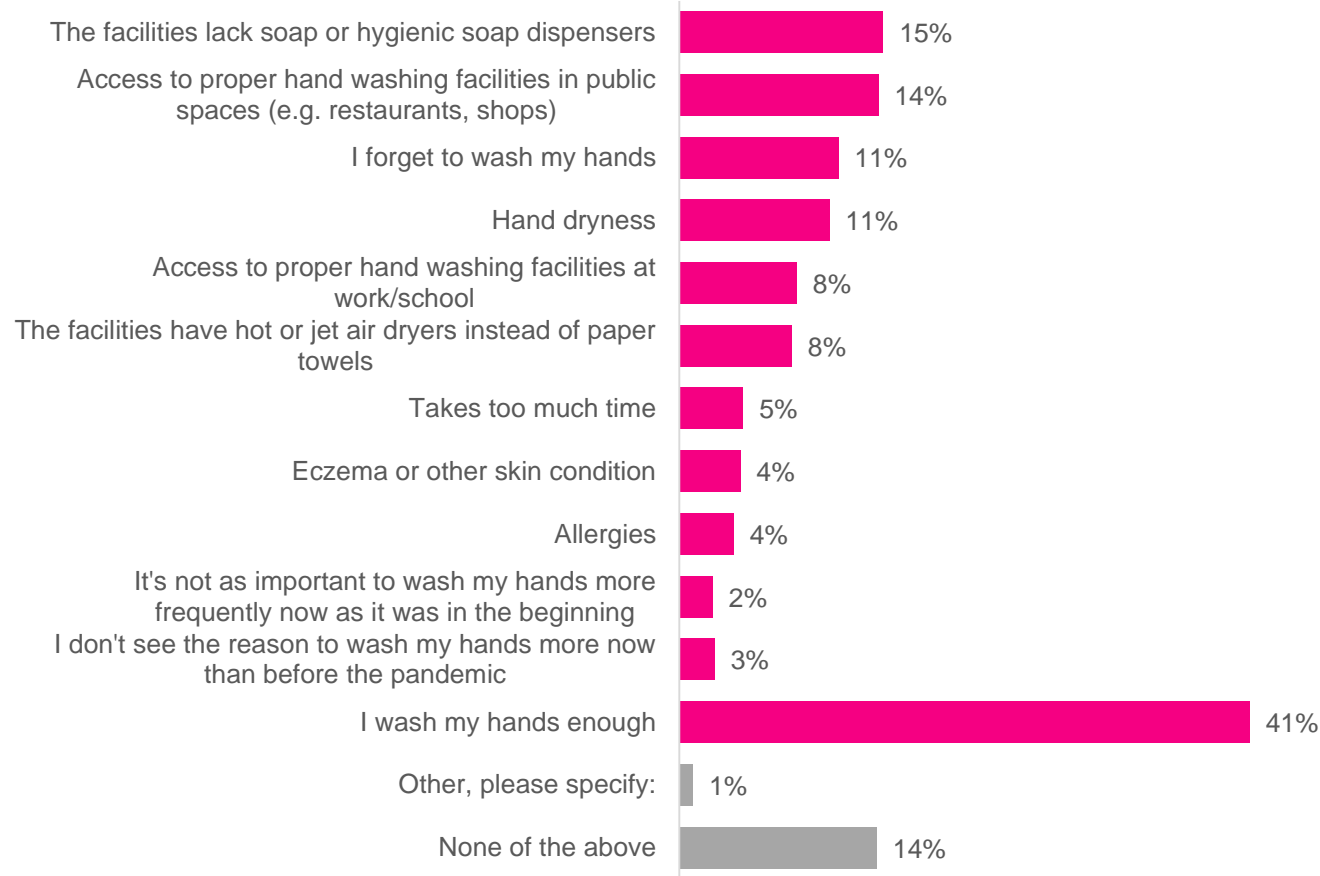


7 in 10 say the virus would spread less quickly if people were better at washing their hands

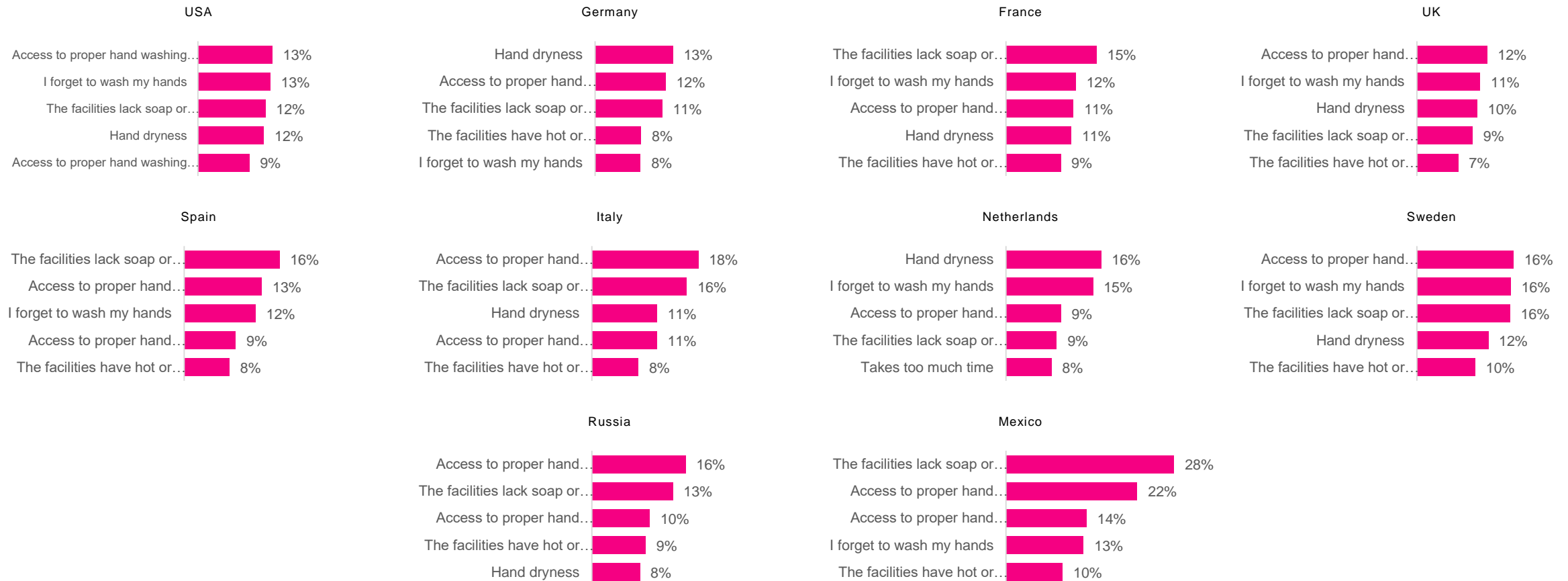


Handwashing of others

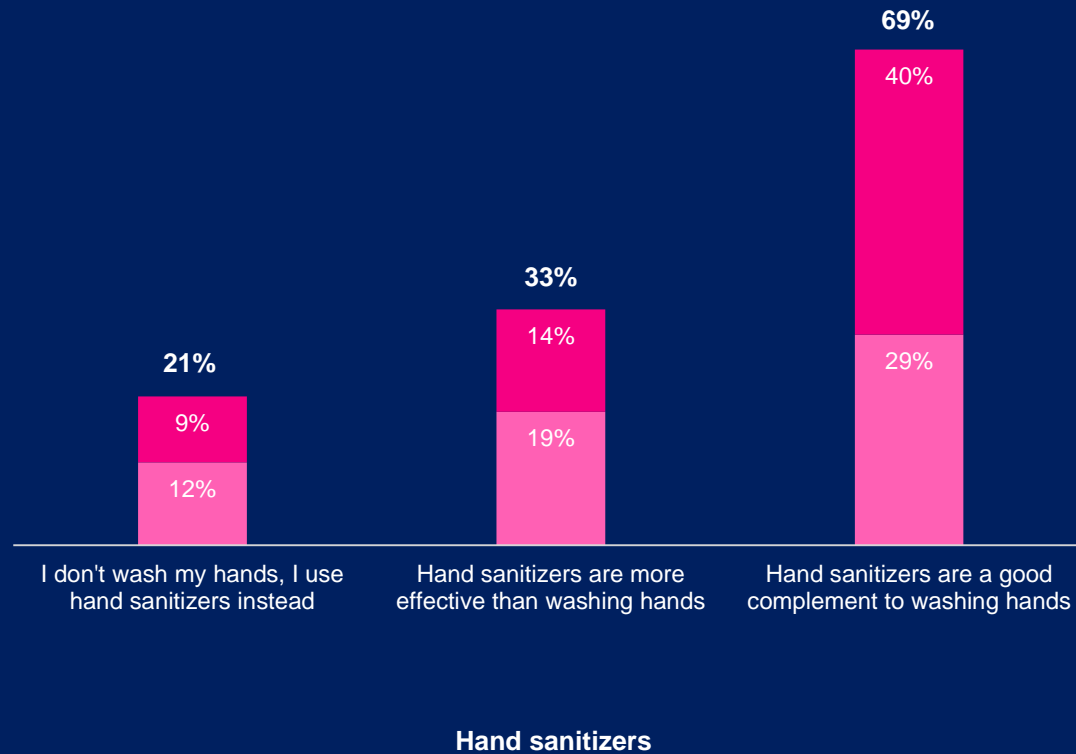
The main reason for not washing your hands more often is still a lack of facilities or hygiene products



While in some countries, hand dryness and forgetting to wash their hands are the main reasons



1 in 3 say hand sanitizers are more effective than washing hands



Summary - Handwashing habits

10 times a day is the average amount of times people wash their hand in a normal day, which is an increase from before the pandemic

8 in 10 think they wash their hands a sufficient number of times per day

68% have changed they way they wash their hands due to the spread of COVID-19

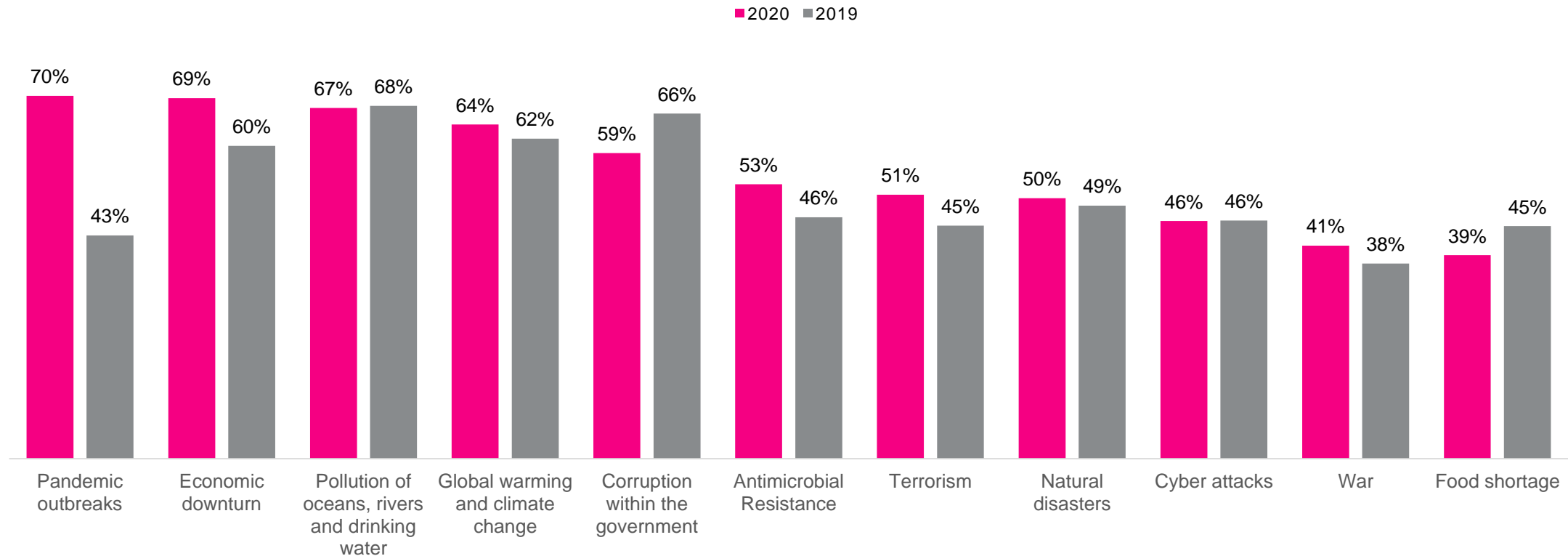
77% wash their hands to protect themselves

7 in 10 say the virus would spread less quickly if people were better at washing their hands

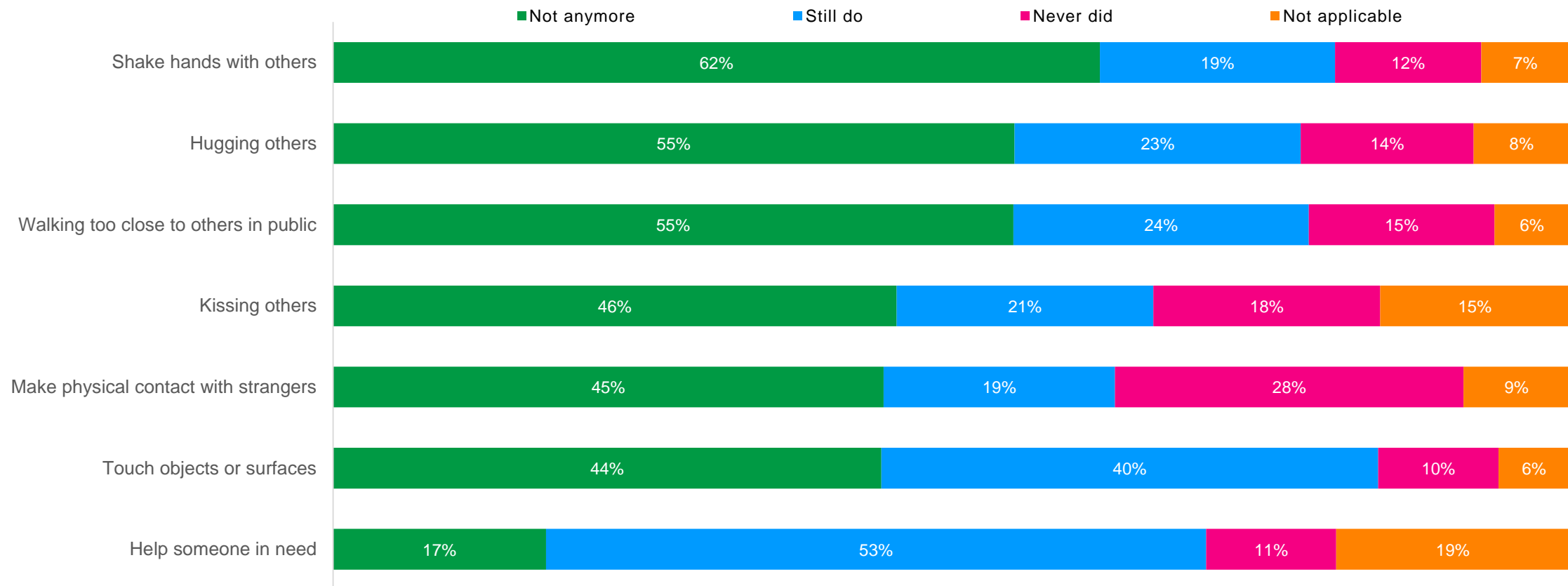
1 in 3 say hand sanitizers are more effective than washing hands

Hygiene in public spaces

Pandemic outbreaks are now the top public health concern



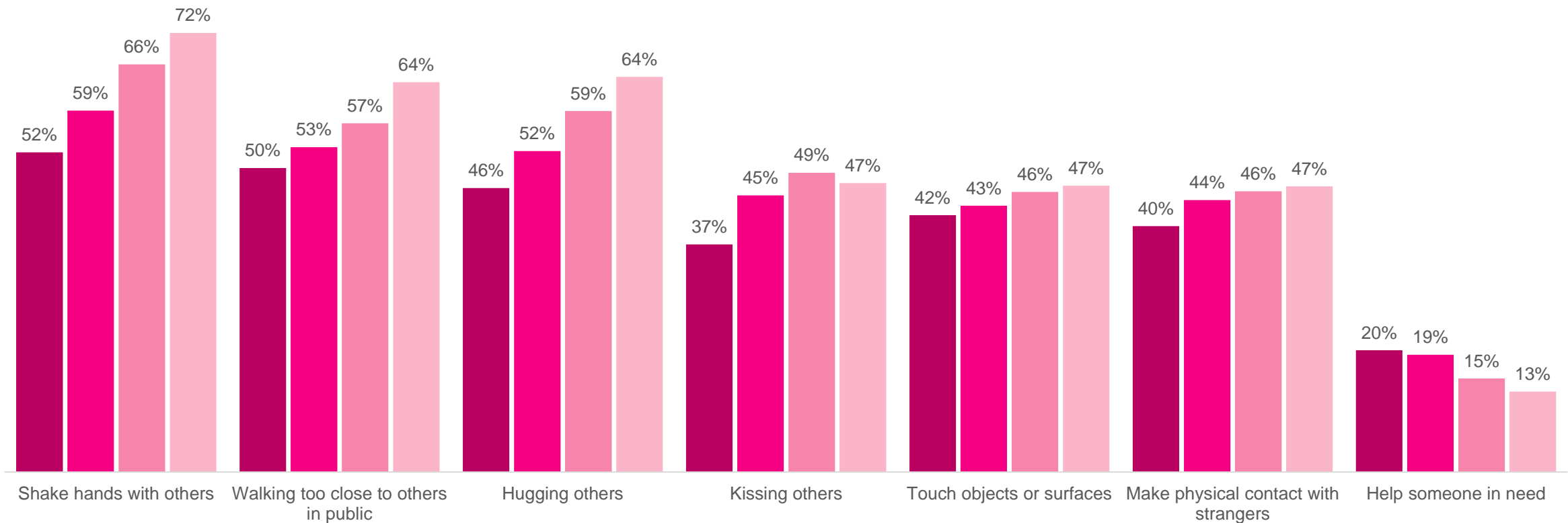
6 in 10 do not shake hands with others anymore



Older people have changed their behavior more as a result of COVID-19

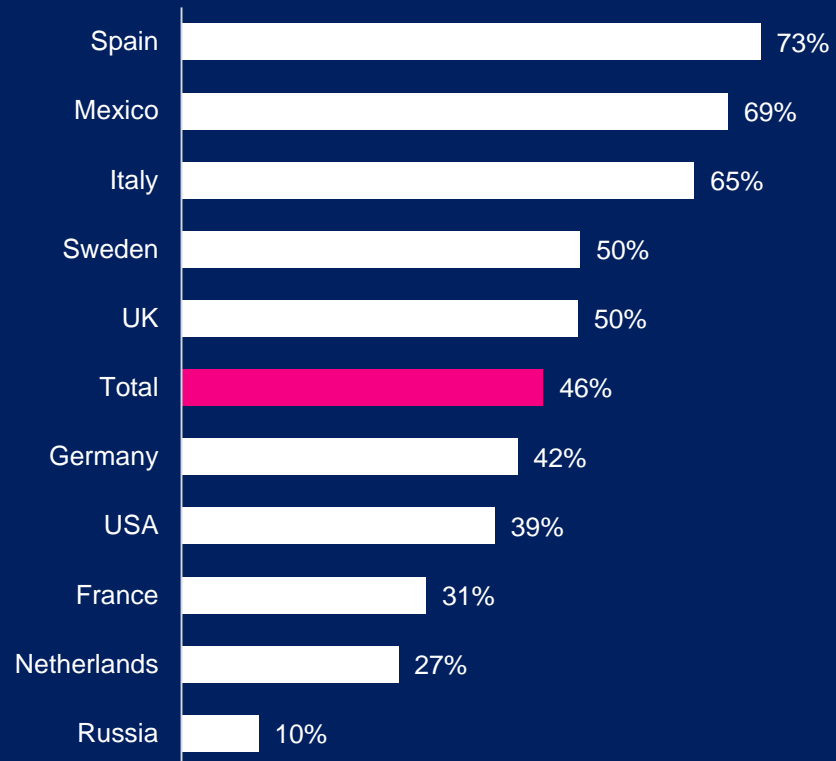
Not anymore

■ 18-25 years ■ 26-45 years ■ 46-65 years ■ 66-80 years



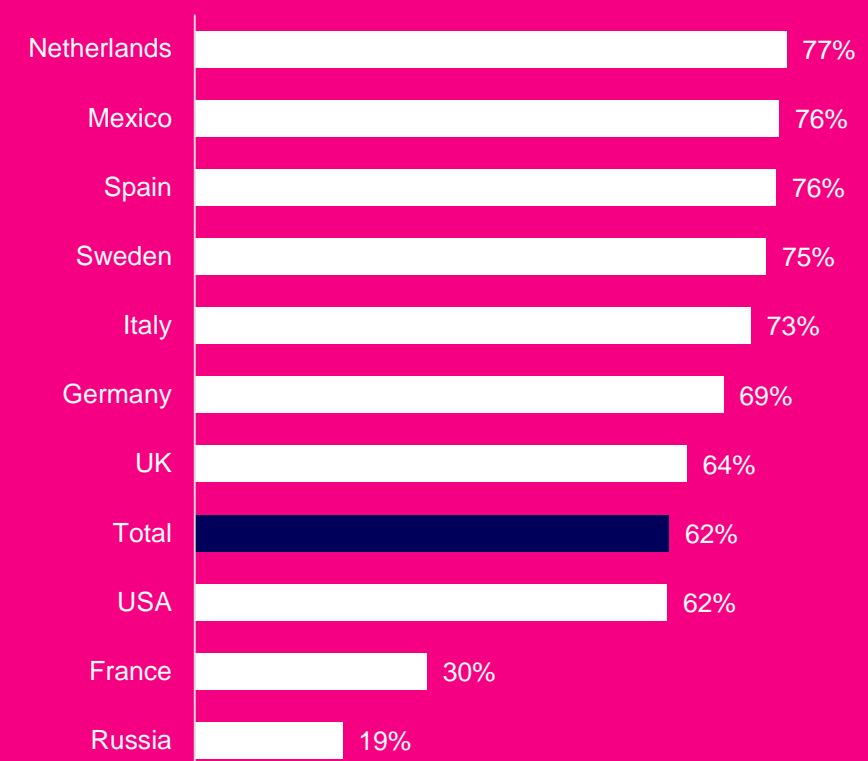
People in most countries say they have stopped shaking hands with others

Kissing others



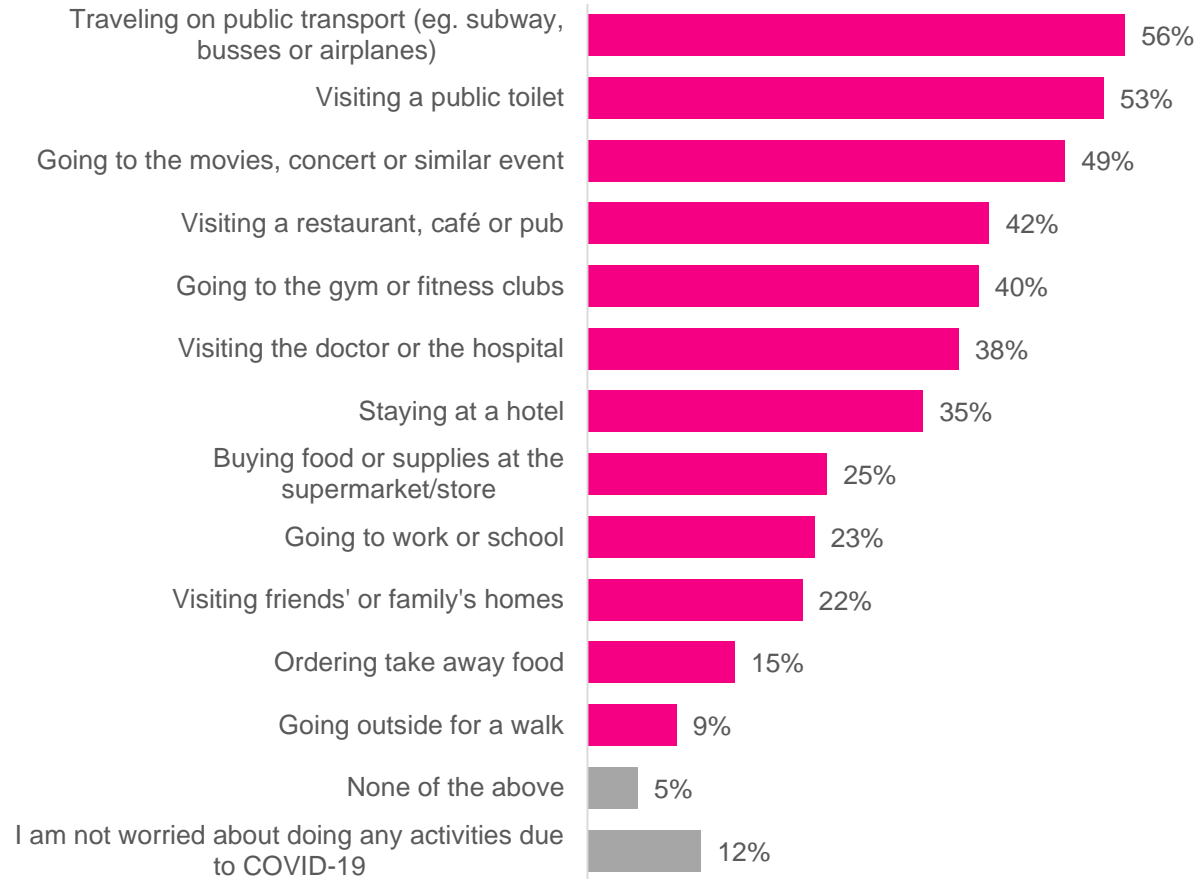
Base: Not anymore

Shake hands with others

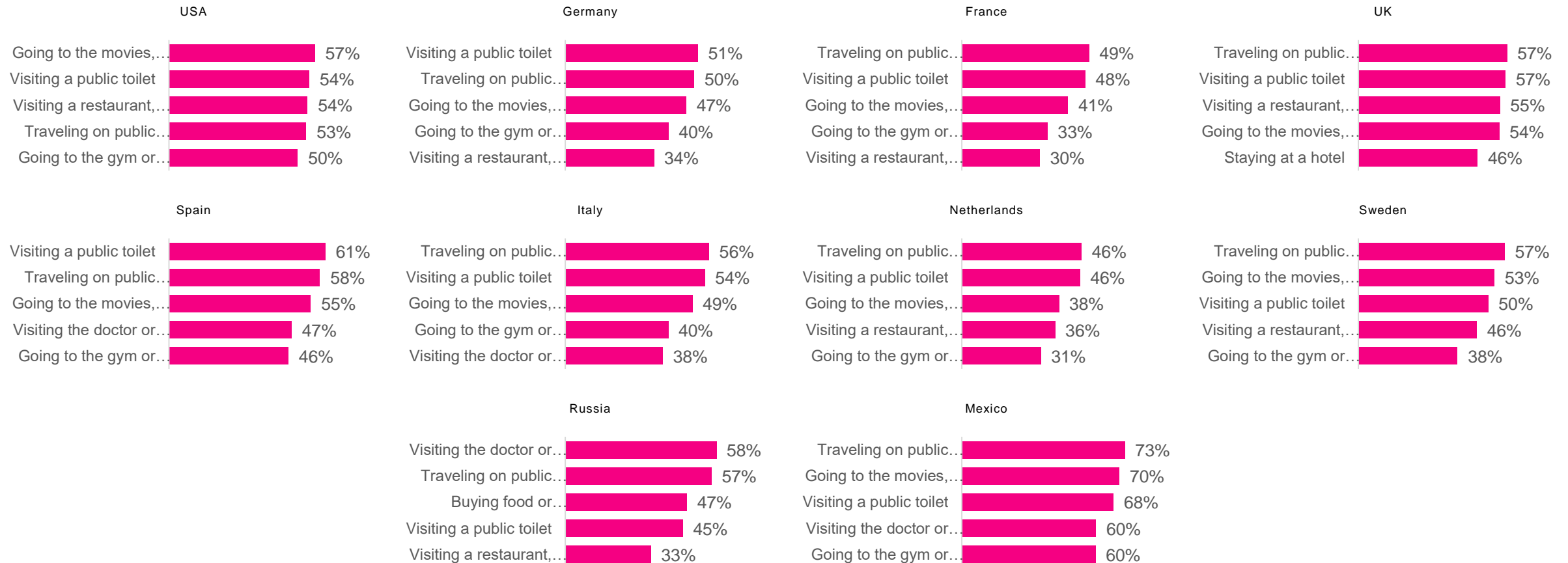


Base: Not anymore

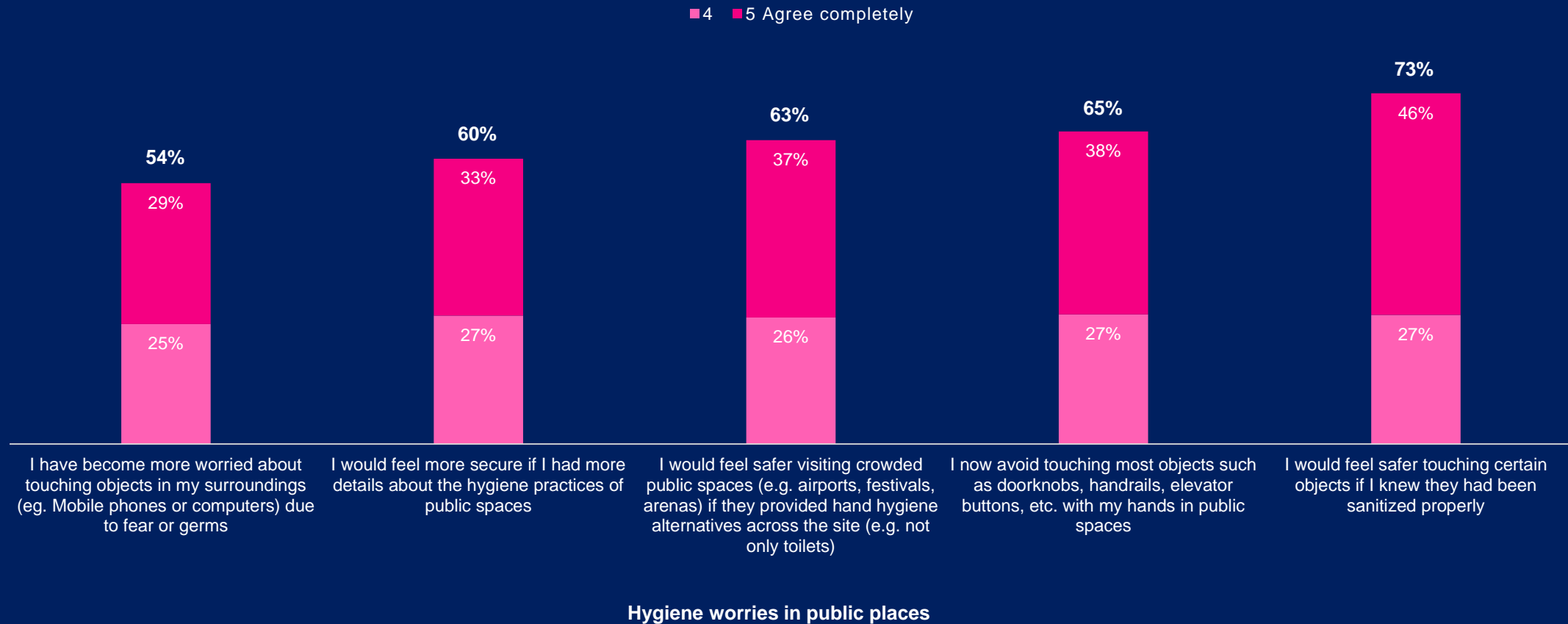
Public transport and toilets are most worrying for those concerned about the virus



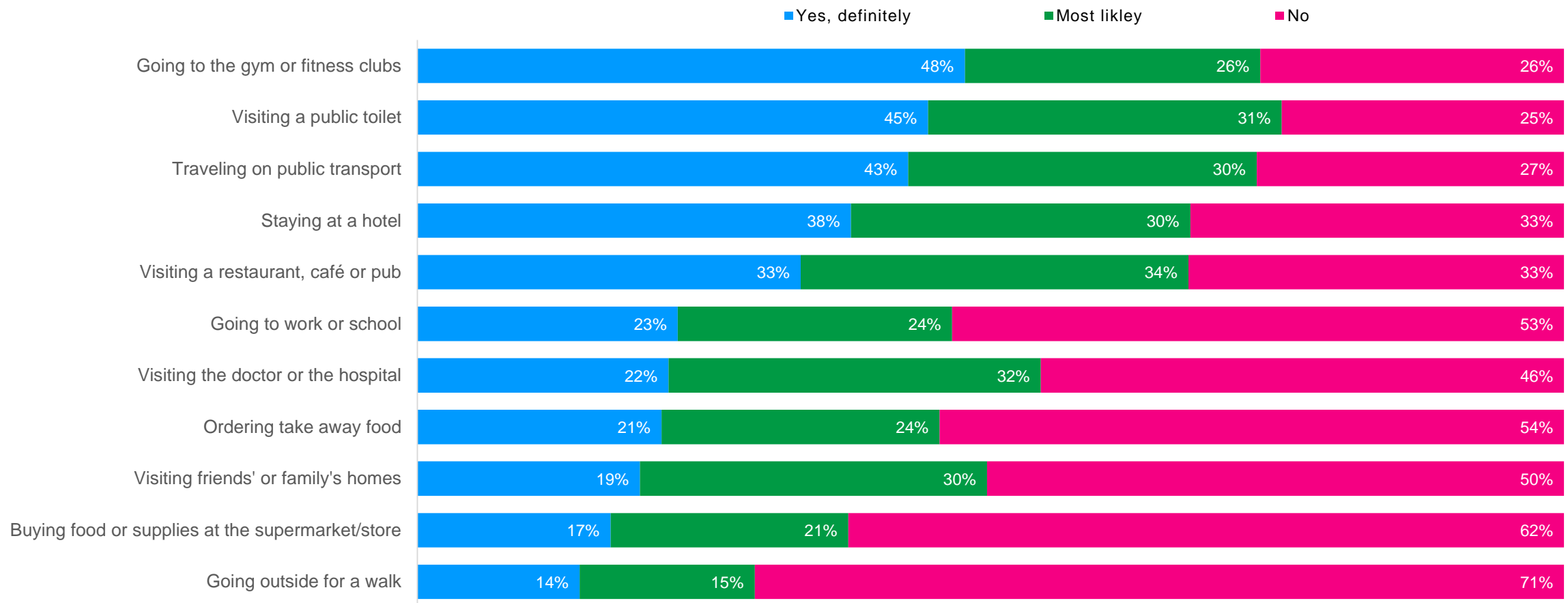
Going to the movies and traveling by public transport are concerns for all countries



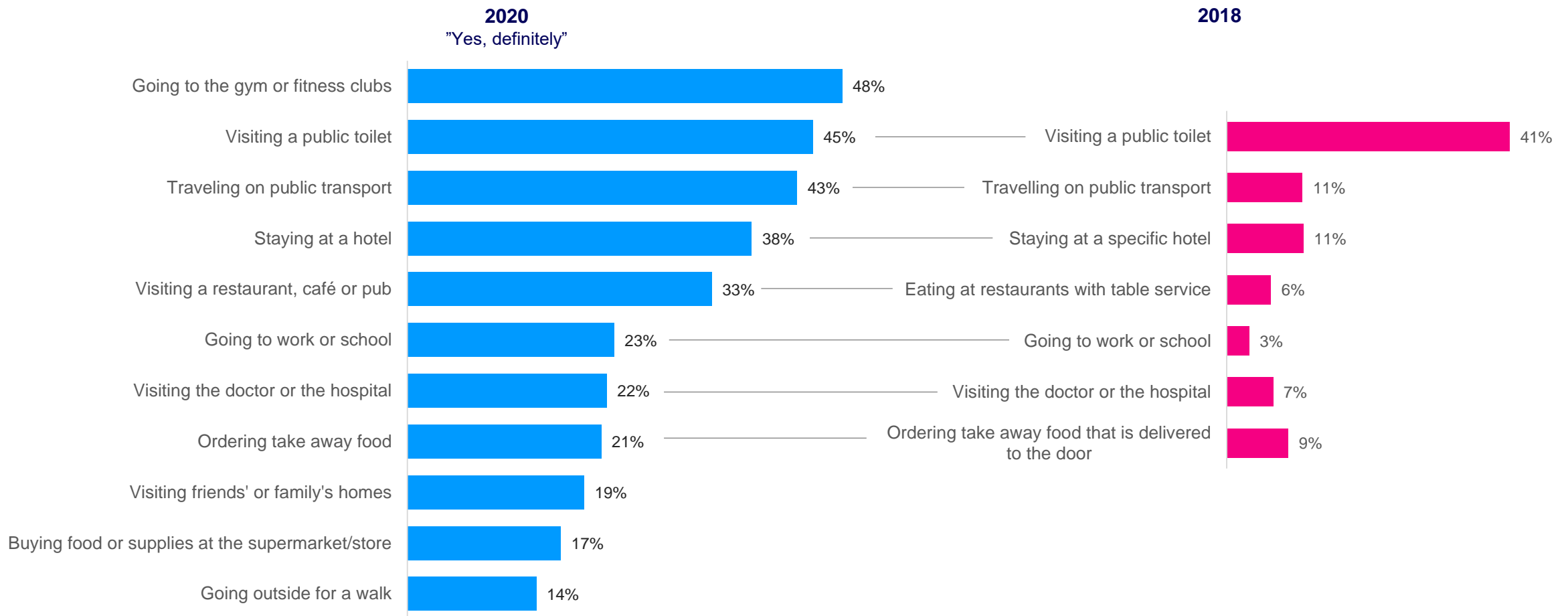
6 in 10 would feel safer visiting crowded public spaces if they provided more hand hygiene stations



Most common to refrain from visiting gyms, public toilets and traveling by public transport



Previously, only public toilets were a big hygiene concern

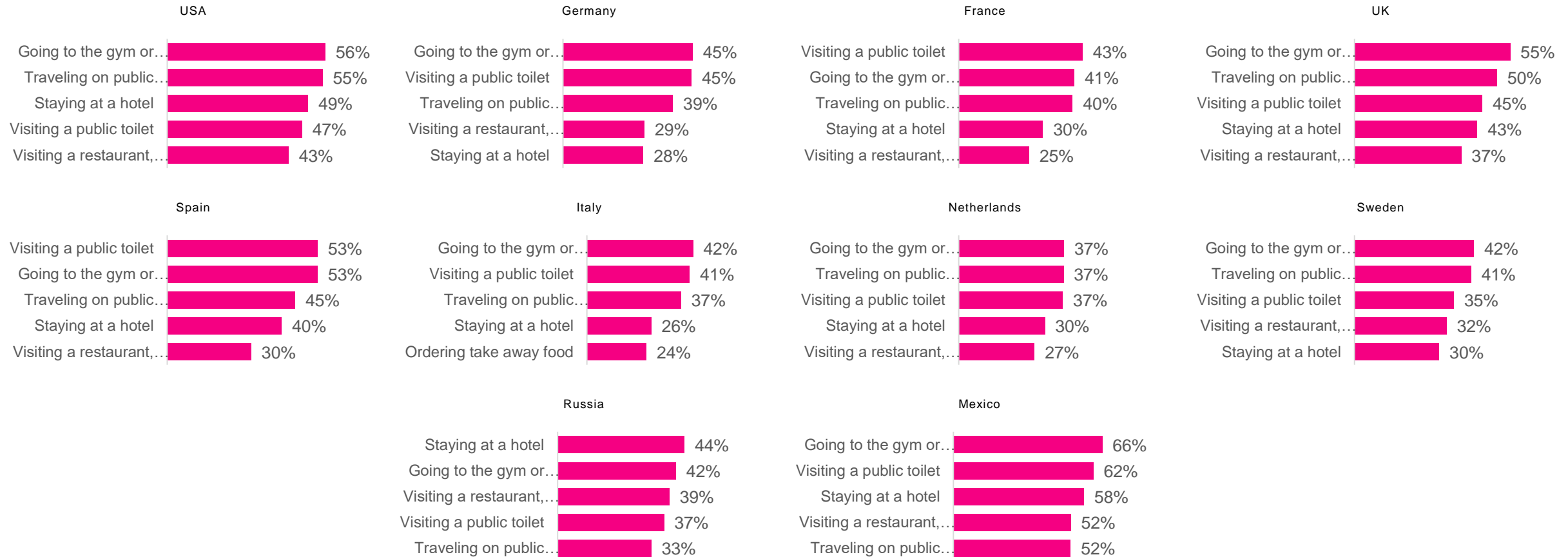


2020: Will you actively refrain from any of the following activities during the coming months because you are concerned about the possibility of catching or spreading COVID-19?

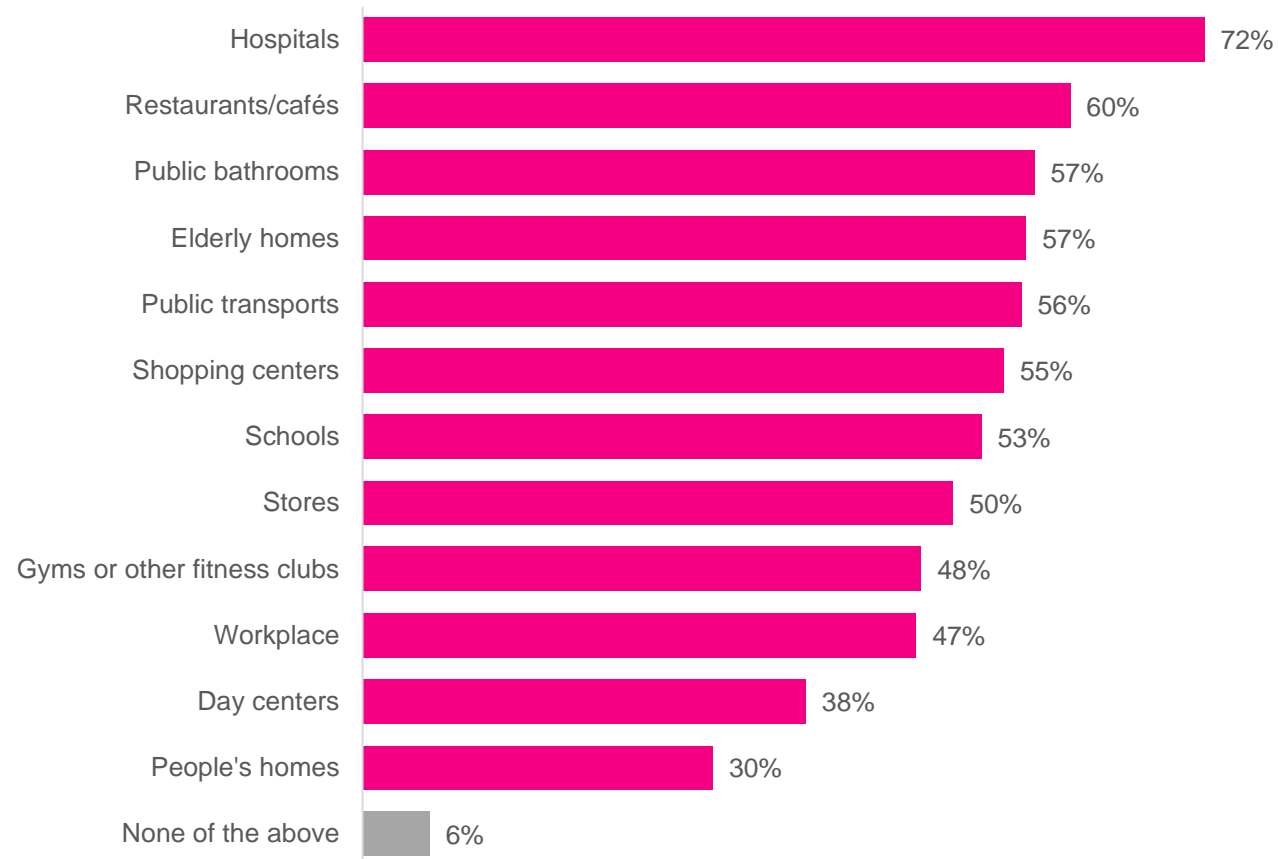
2018: Have you recently decided NOT to do any of the following activities due to the fact that you were concerned about the lack of hygiene and cleanliness?

Filter: Only using 10 of 15 markets to be comparable to 2020 COVID-19 results

In most countries, people are not going to visit the gym due to fear of catching or spreading COVID-19

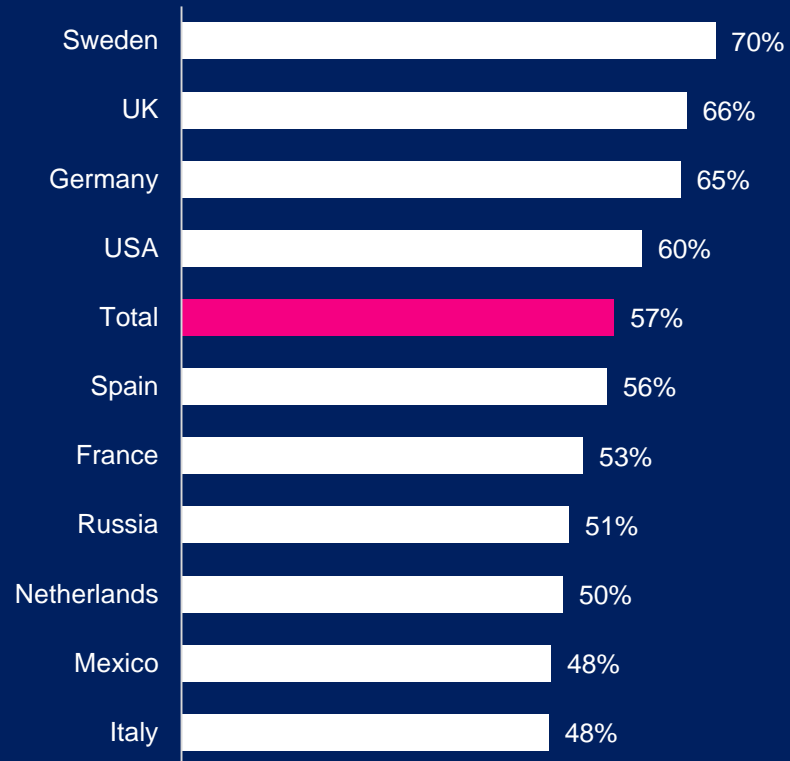


Expectation to increase hygiene standards is high for most public spaces

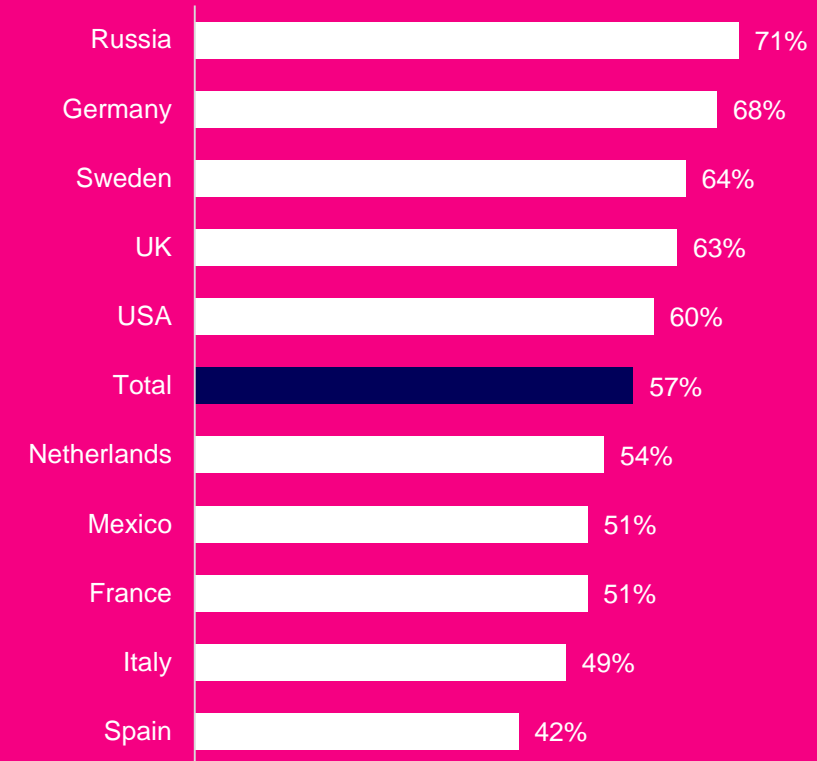


Sweden has the highest expectations on hygiene standards at elderly homes

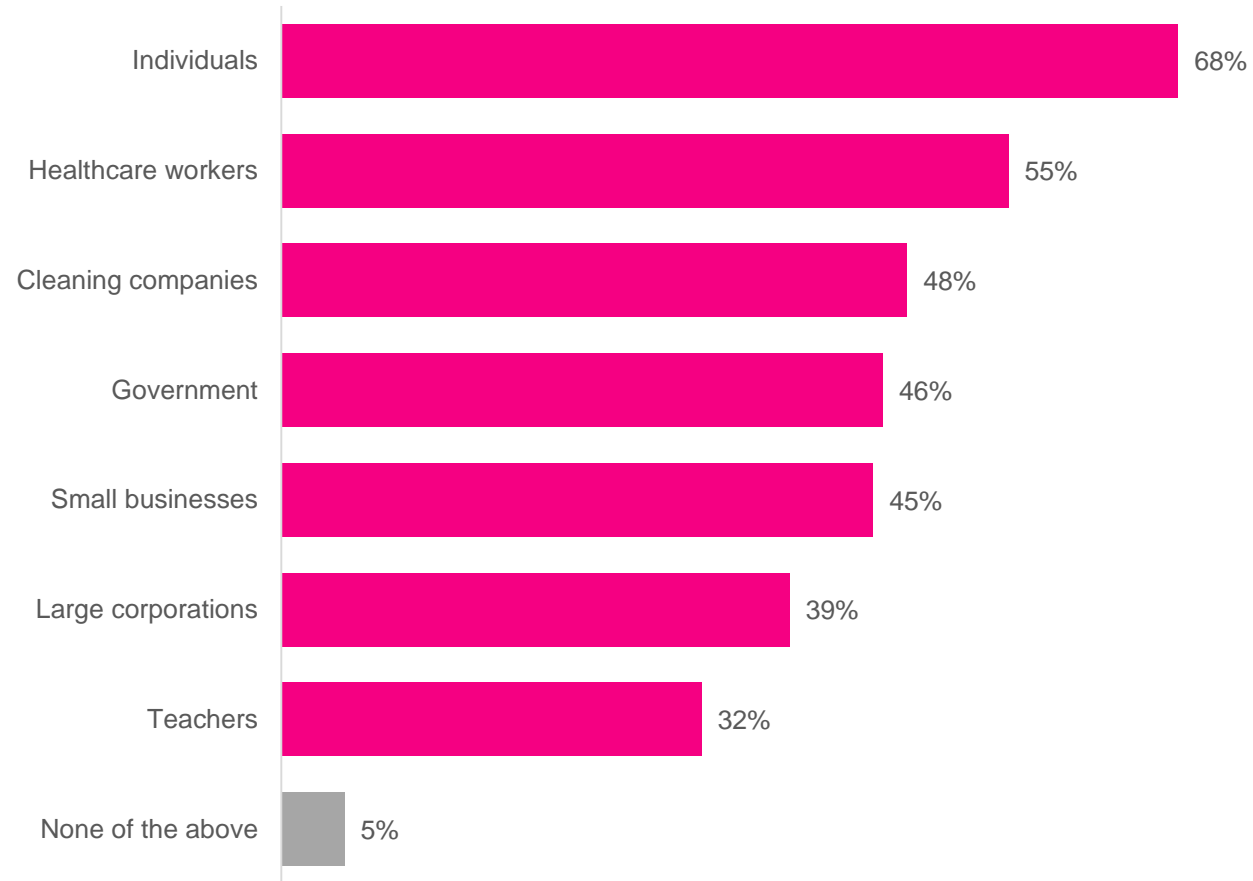
Elderly homes



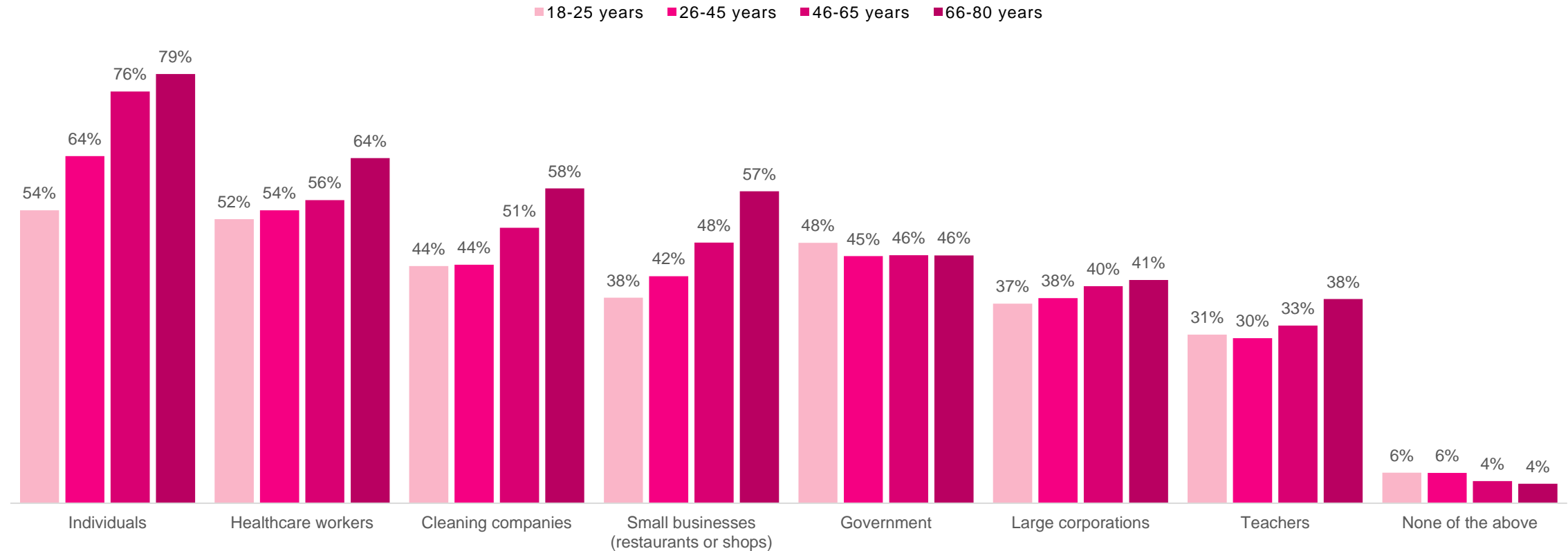
Public bathrooms



Most put the responsibility on individuals before government or professionals for the hygiene standard in public spaces

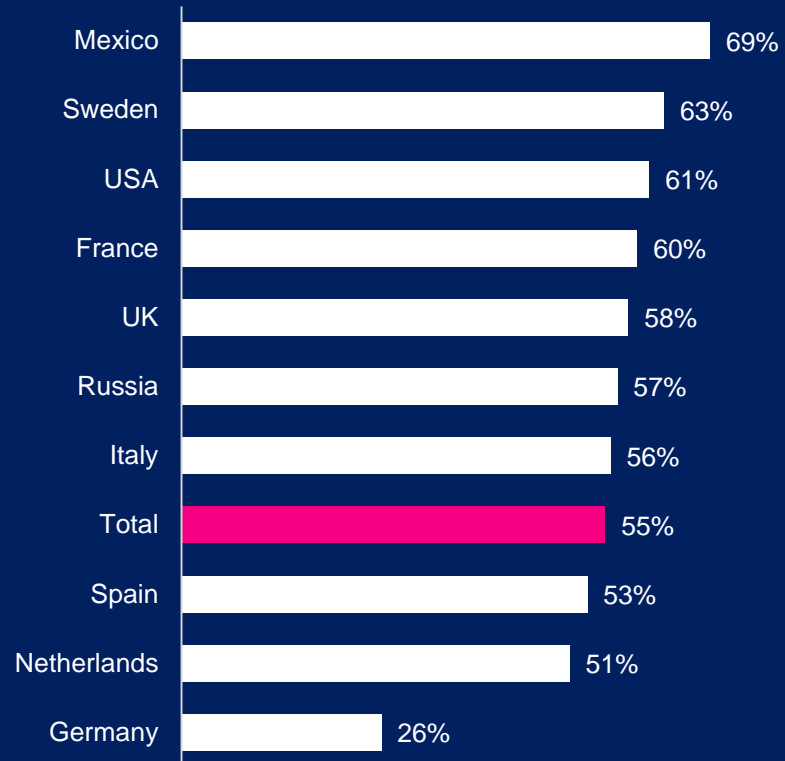


Older generations put more responsibility on all actors

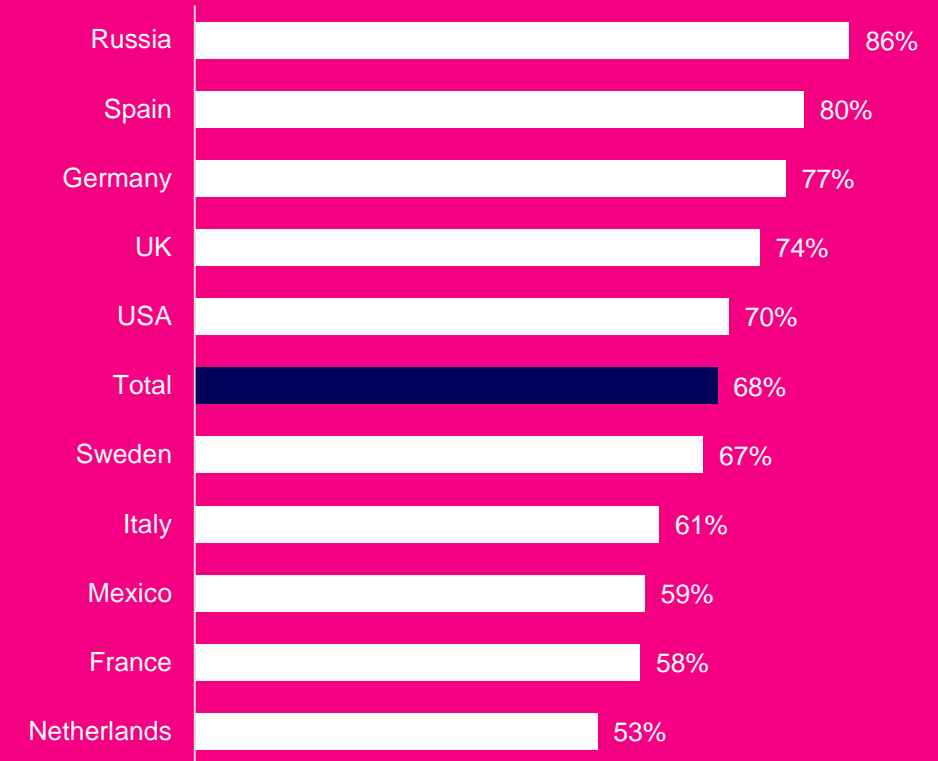


Russia and Spain put much more responsibility on the individual instead of healthcare workers

Healthcare workers

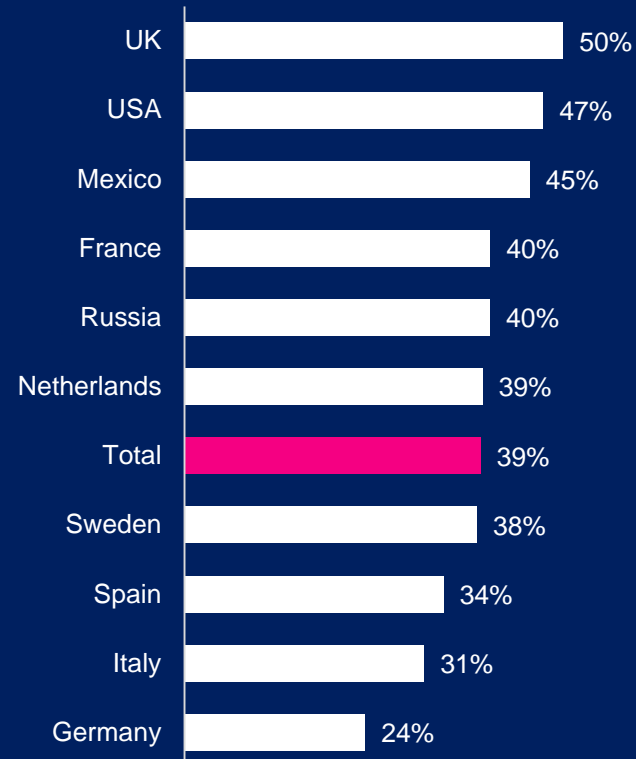


Individuals

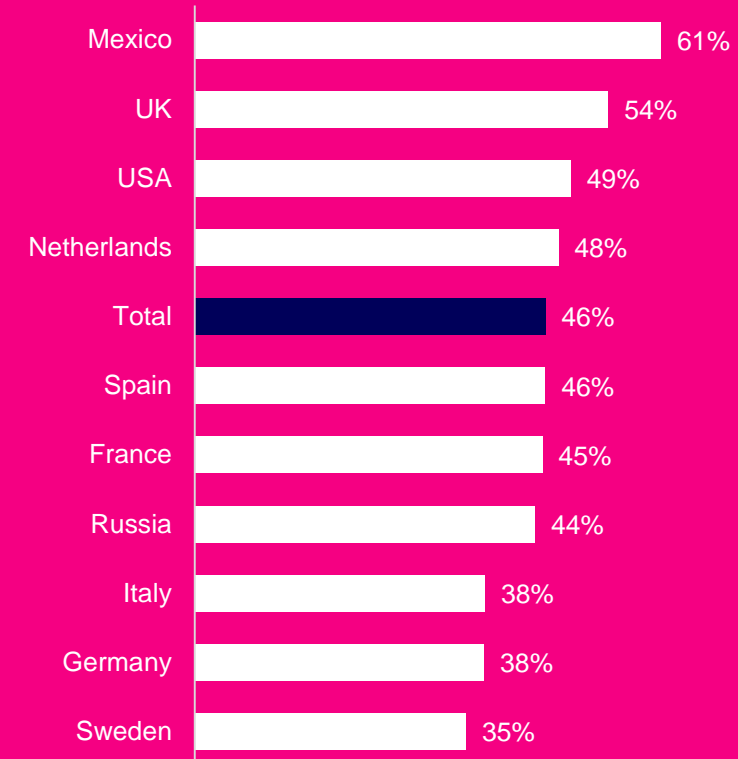


Sweden put more responsibility on large corporations than on the government

Large corporations



Government



Summary - Hygiene in public spaces

3 in 4 say they now most likely will avoid visiting public toilets

6 in 10 would feel safer visiting crowded public spaces if they provided more hand hygiene stations

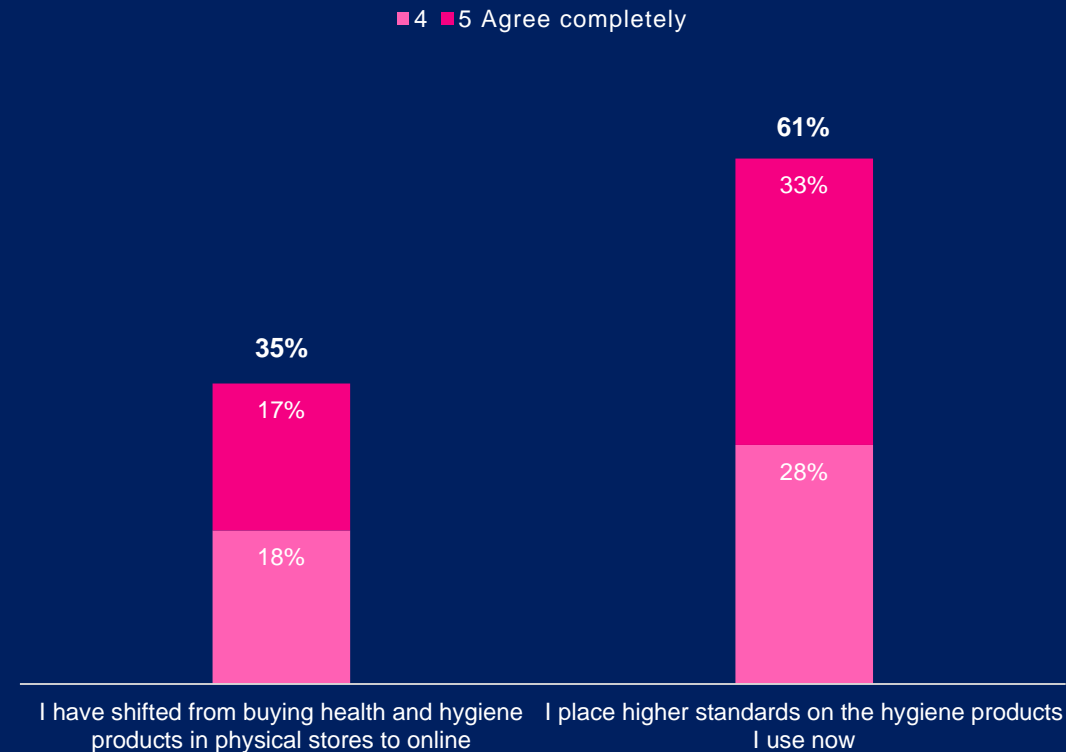
65% now avoid touching most objects with their hands in public spaces

6 in 10 do not shake hands with others anymore

68% think individuals are more responsible for maintaining high hygiene standards in public spaces - in comparison to healthcare workers, cleaning companies and the government

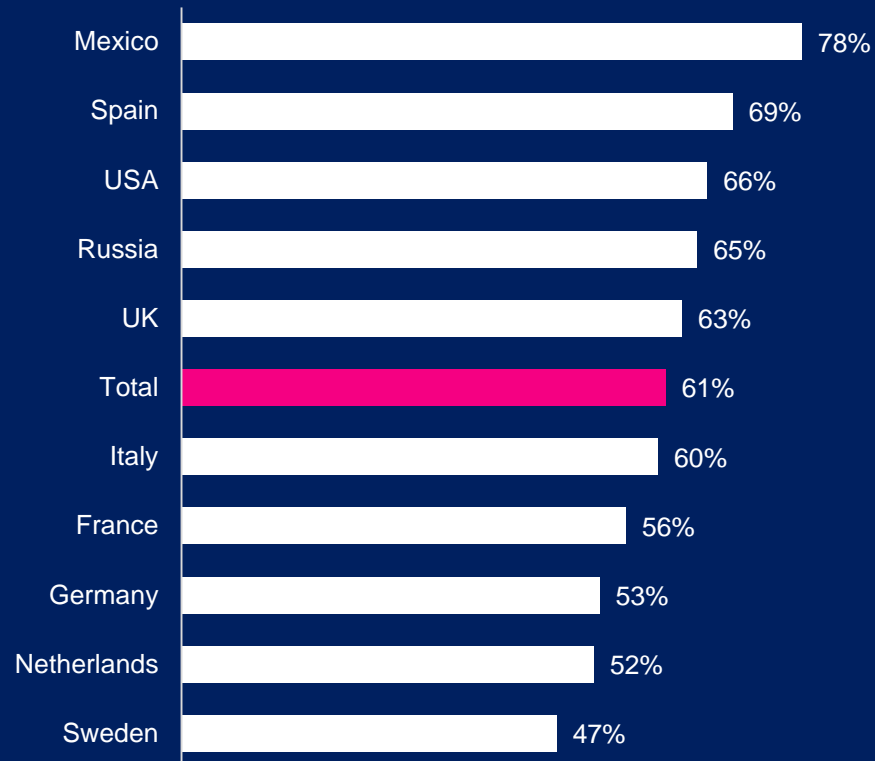
Consumption

6 in 10 now place higher standards on the hygiene products they use

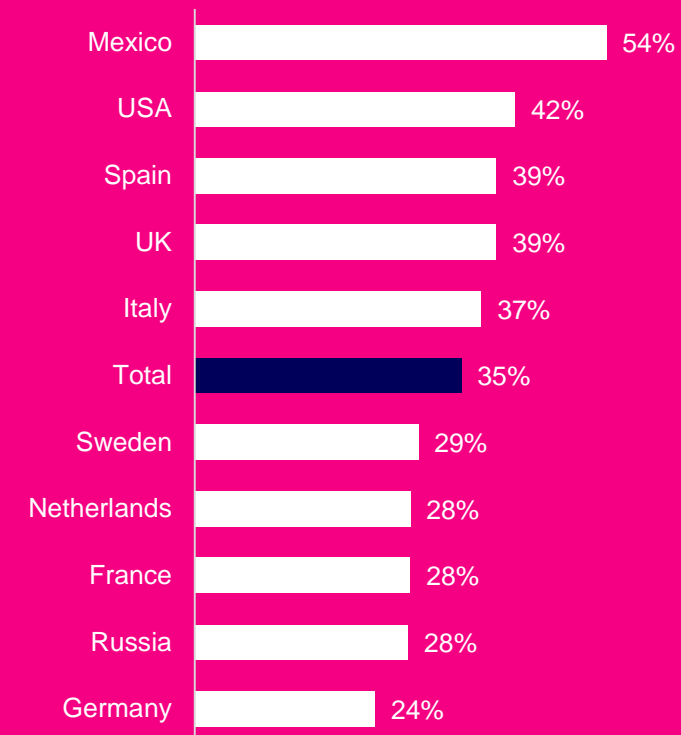


A large shift in Mexico from buying hygiene products in physical stores to online

I place higher standards on the hygiene products I use now

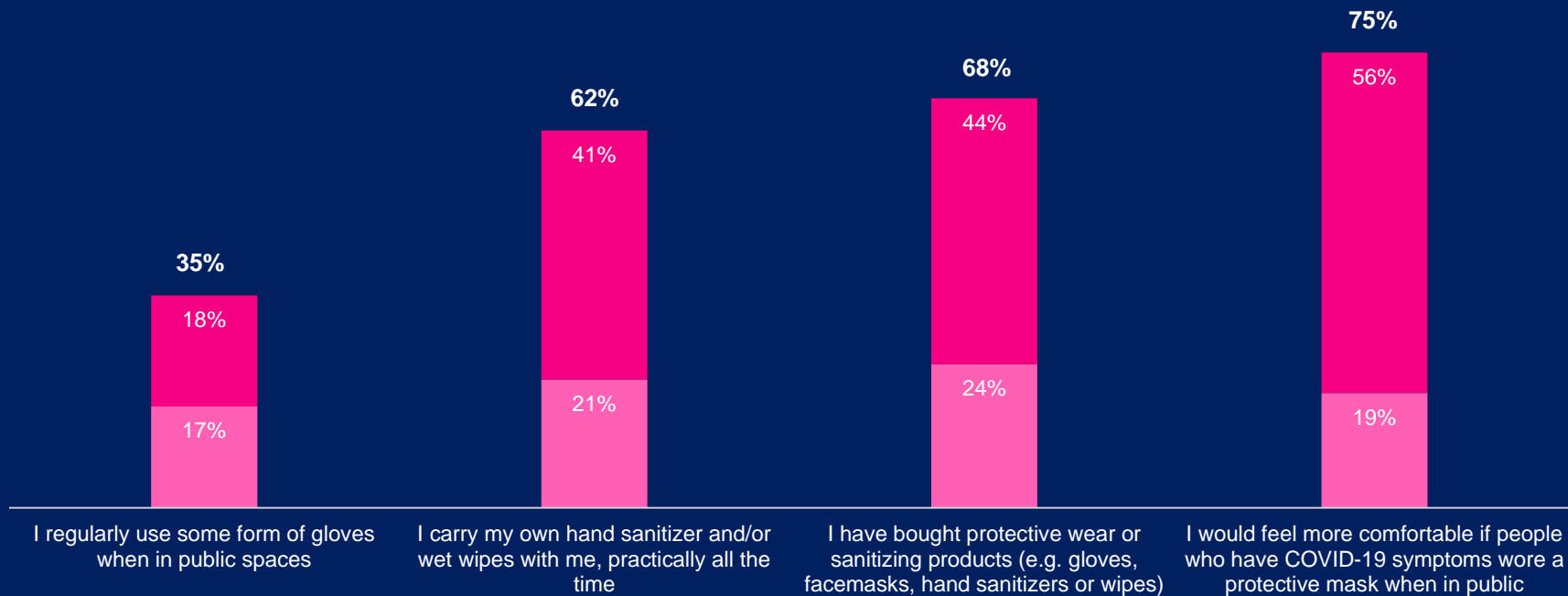


I have shifted from buying health and hygiene products in physical stores to online



7 in 10 have bought some form of protective wear or hand sanitizing product

■ 4 ■ 5 Agree completely



Use of protective gear

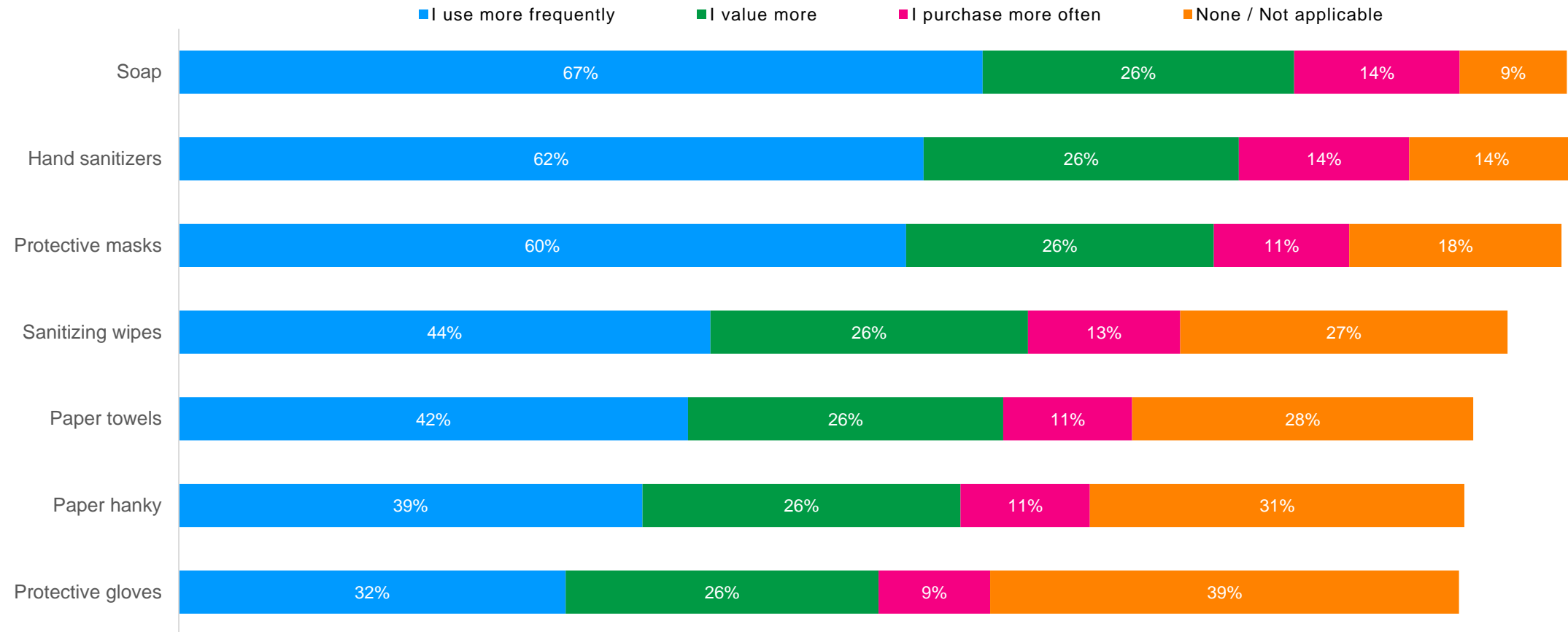


I carry my own hand sanitizer and/or wet wipes with me, practically all the time

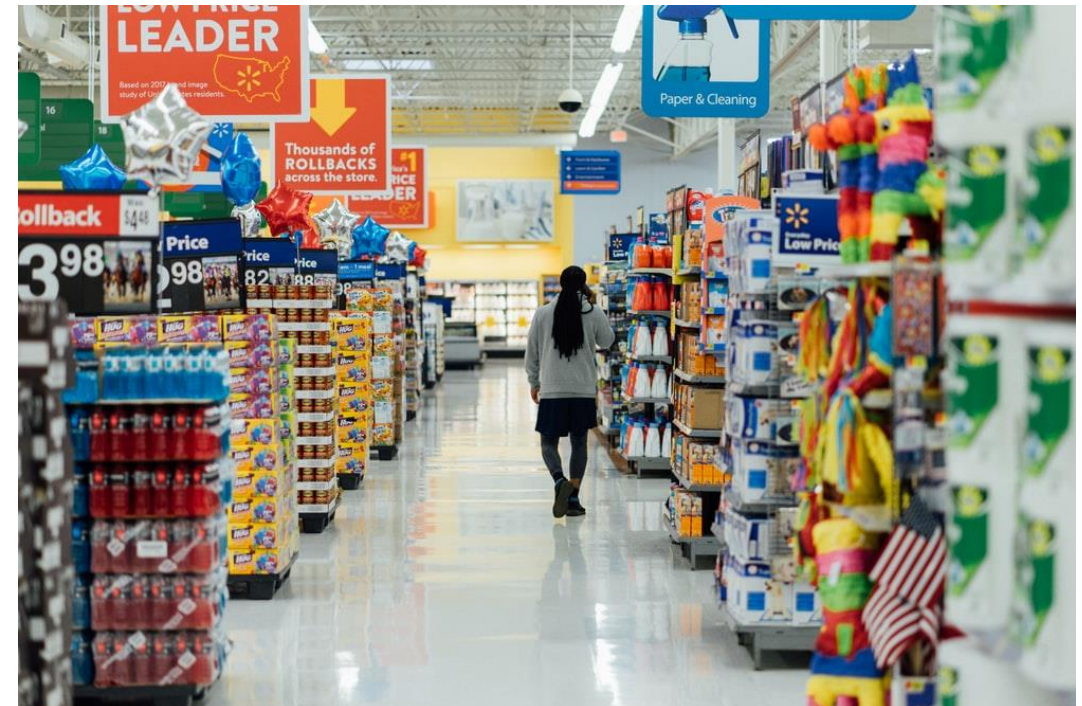
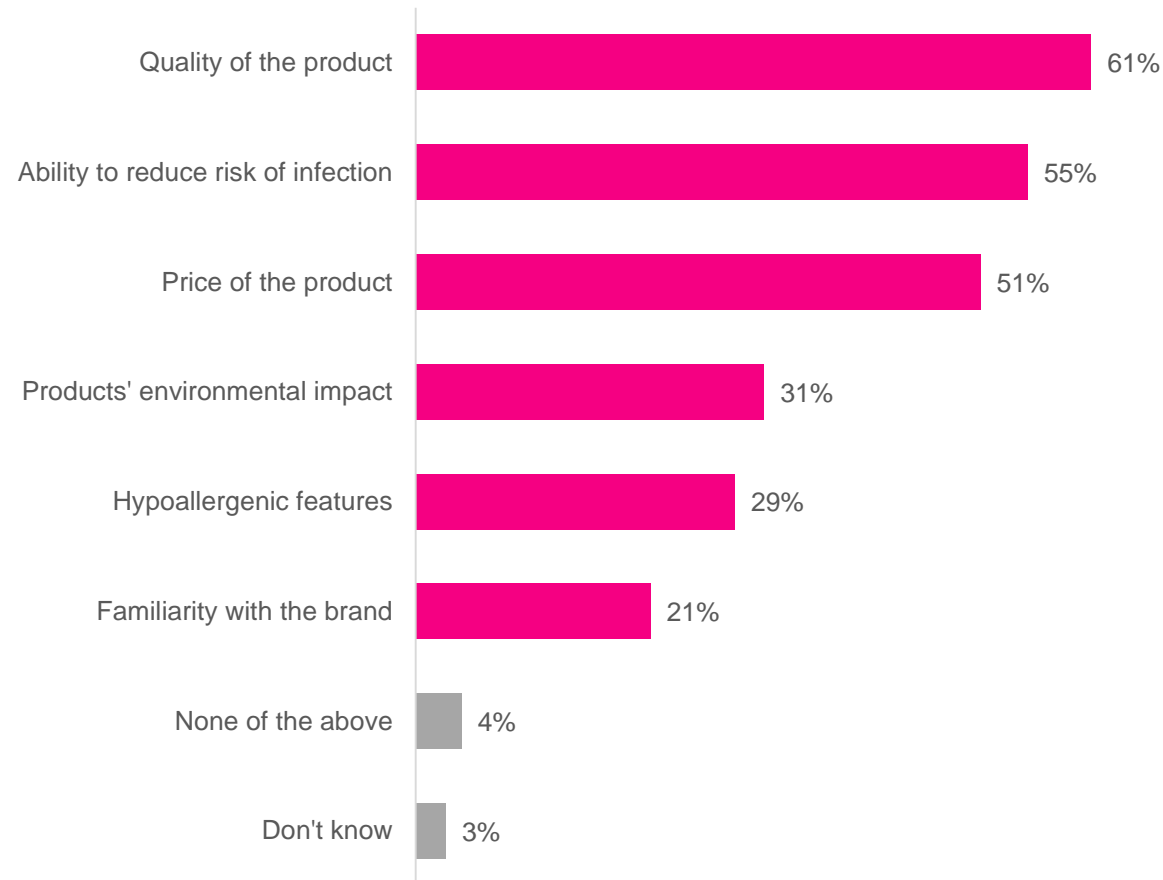
71%

53%

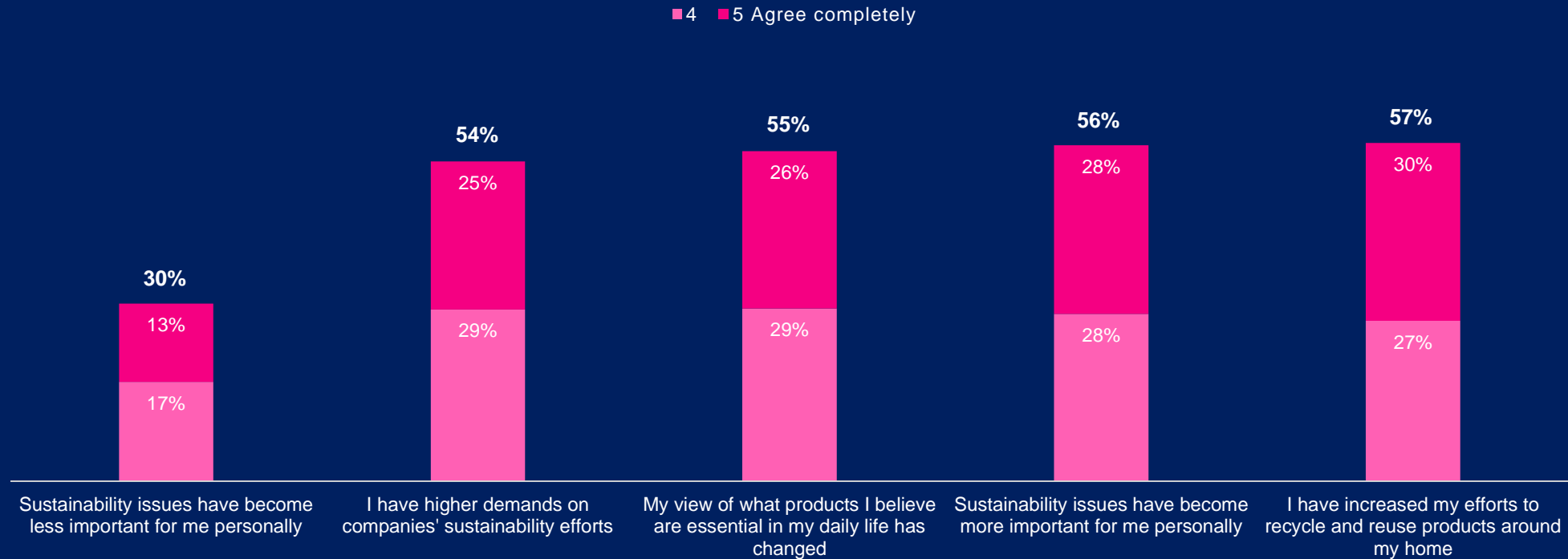
7 in 10 use soap more frequently since the spread of COVID-19



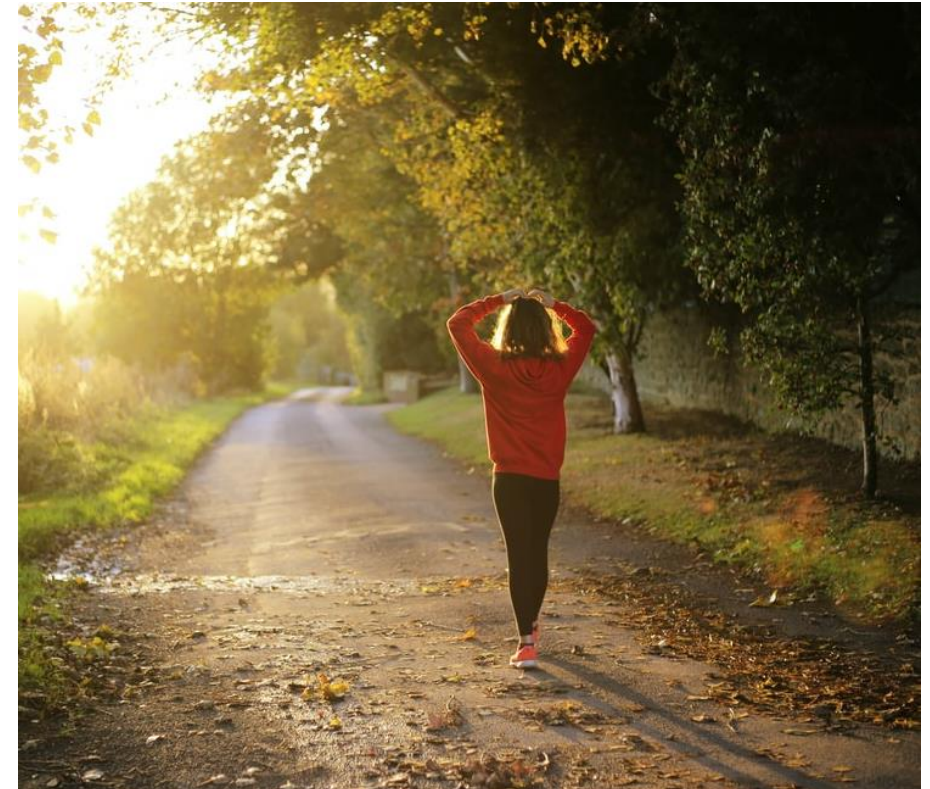
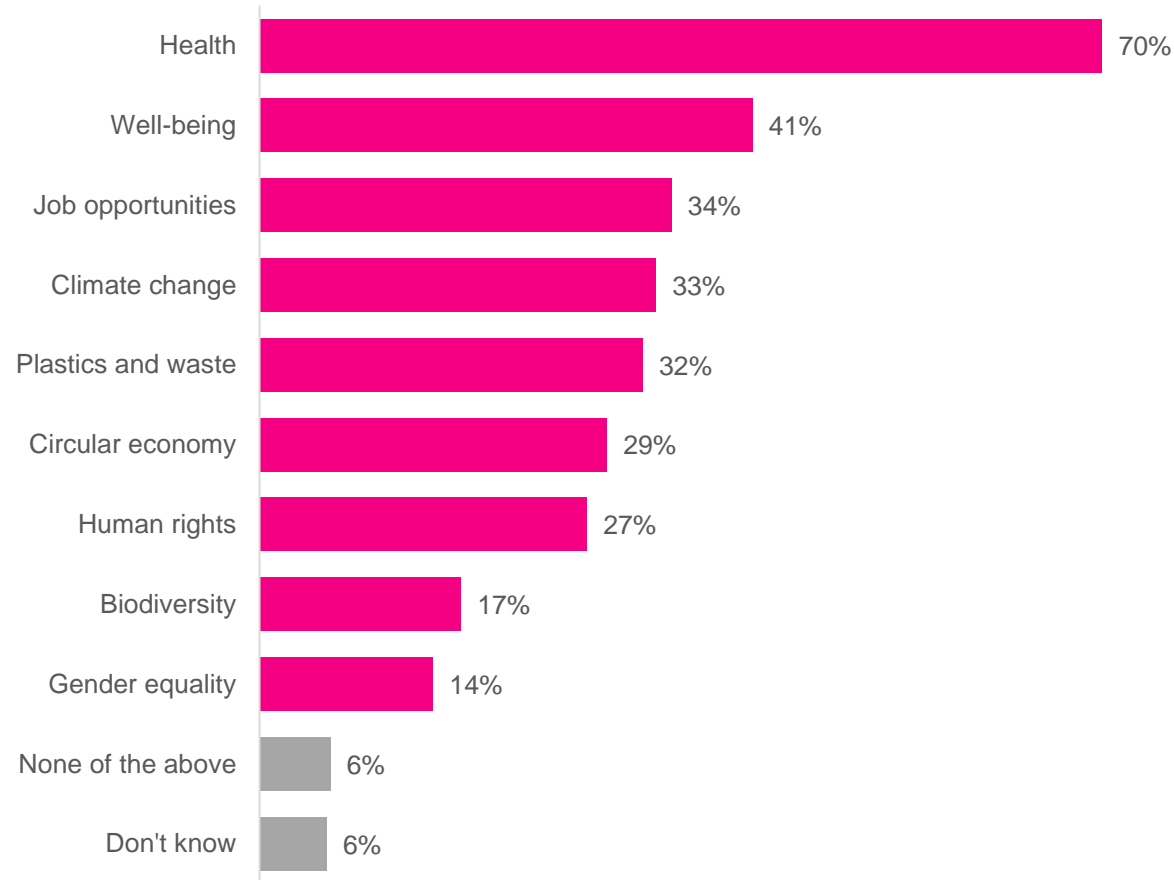
Overall quality and ability to reduce risk of infection are most important when buying hygiene products



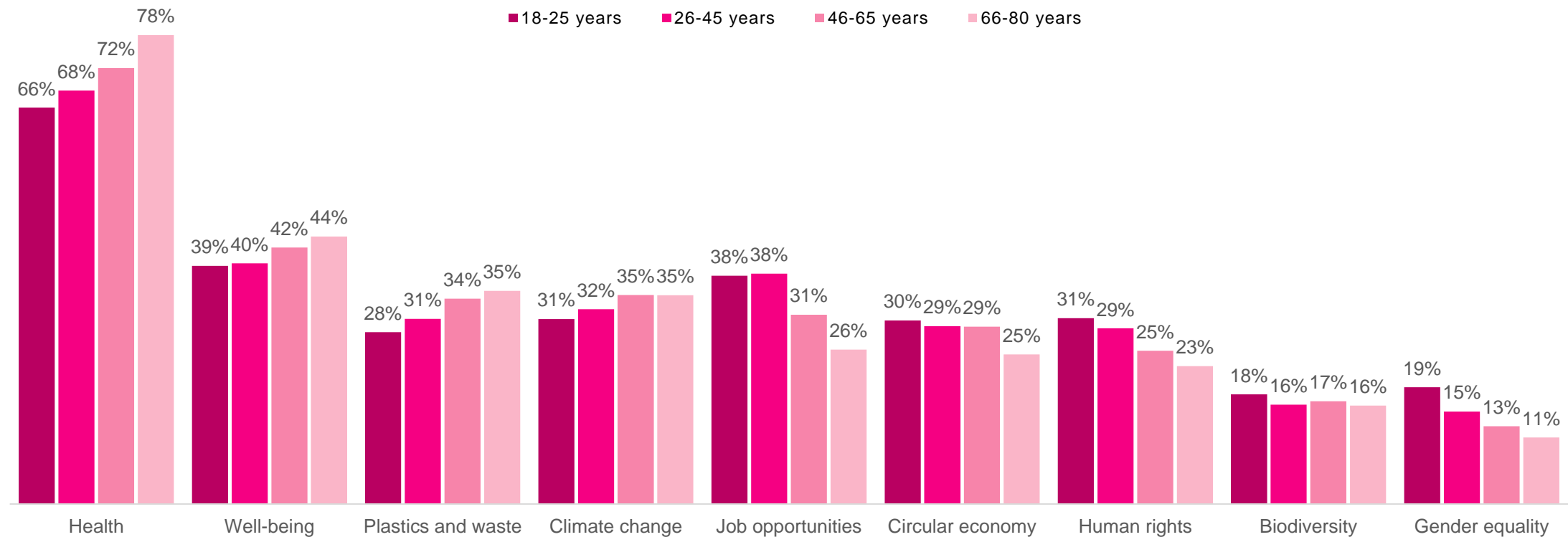
Half say their view of what products are essential in daily life has changed since the spread of the pandemic



When it comes to sustainability - health and well-being now come before climate change



Importance increases with age when it comes to health, well-being and waste



Summary - Consumption

7 in 10 have bought some form of protective wear or hand sanitizing product

1 in 2 say their view of what products are essential in daily life has changed since the spread of COVID-19

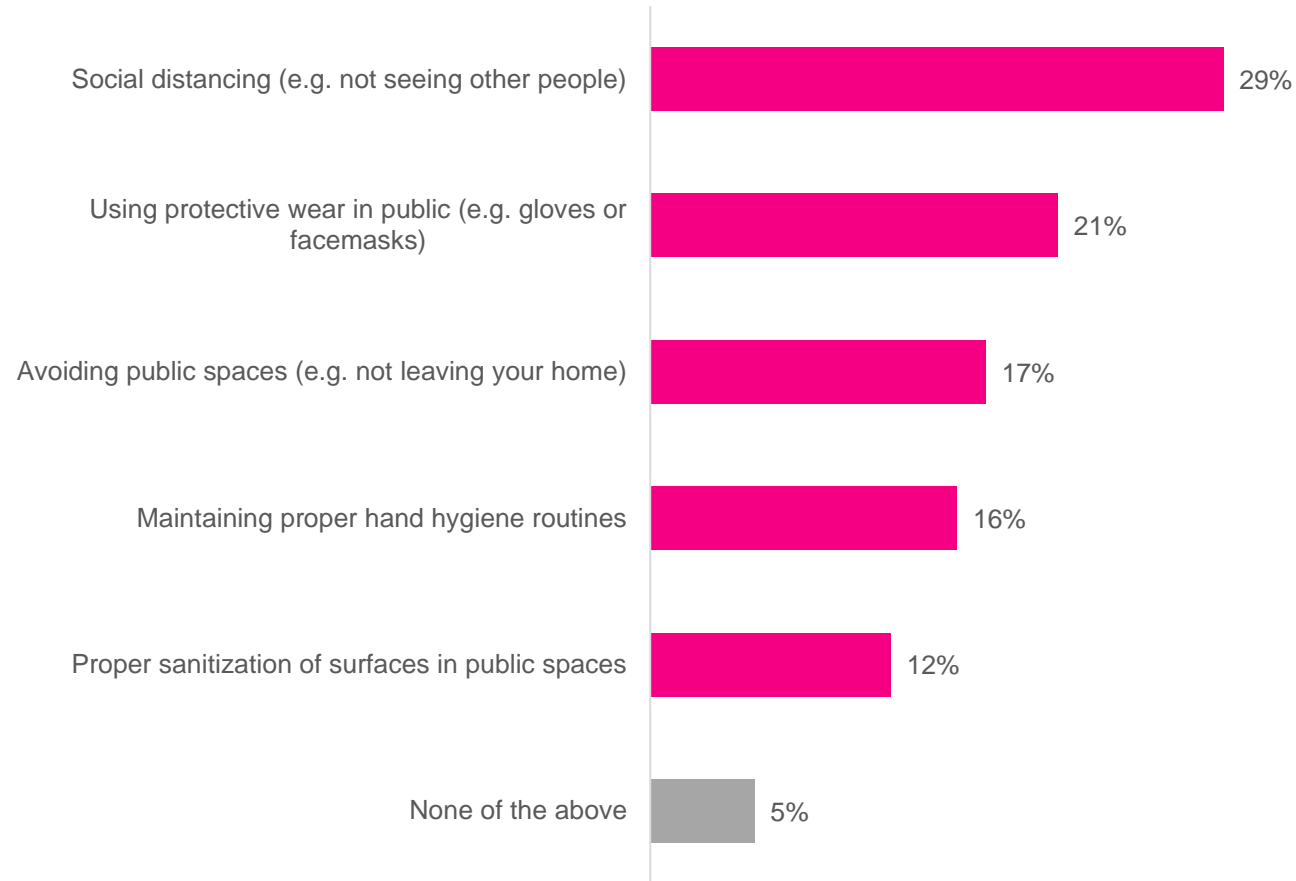
7 in 10 use soap more frequently since the spread of COVID-19

56% say that sustainability issues have become more important during the pandemic

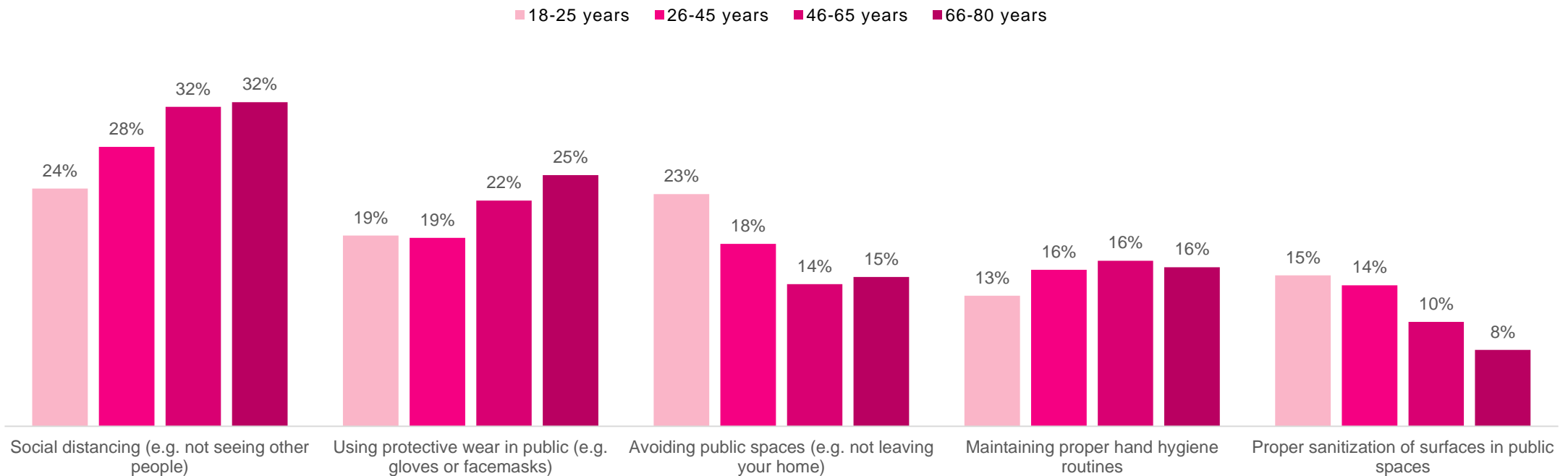
70% say that health as a sustainability area has become more important in recent months

Public policy and experts

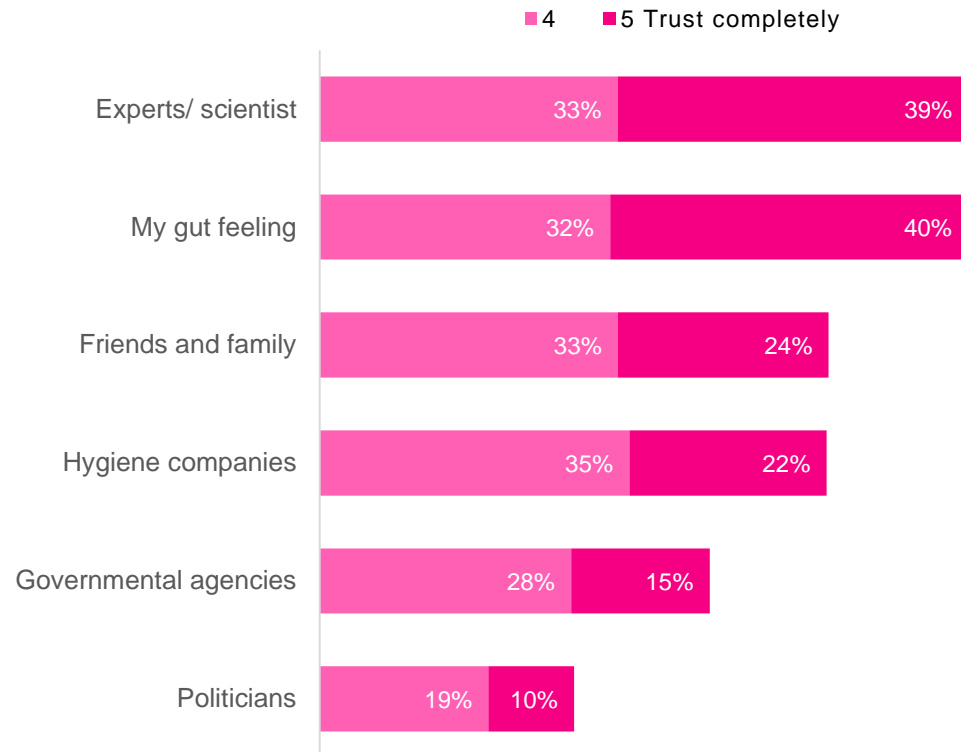
Social distancing and using protective wear are seen as most effective in combating COVID-19



Older generations believe more in social distancing



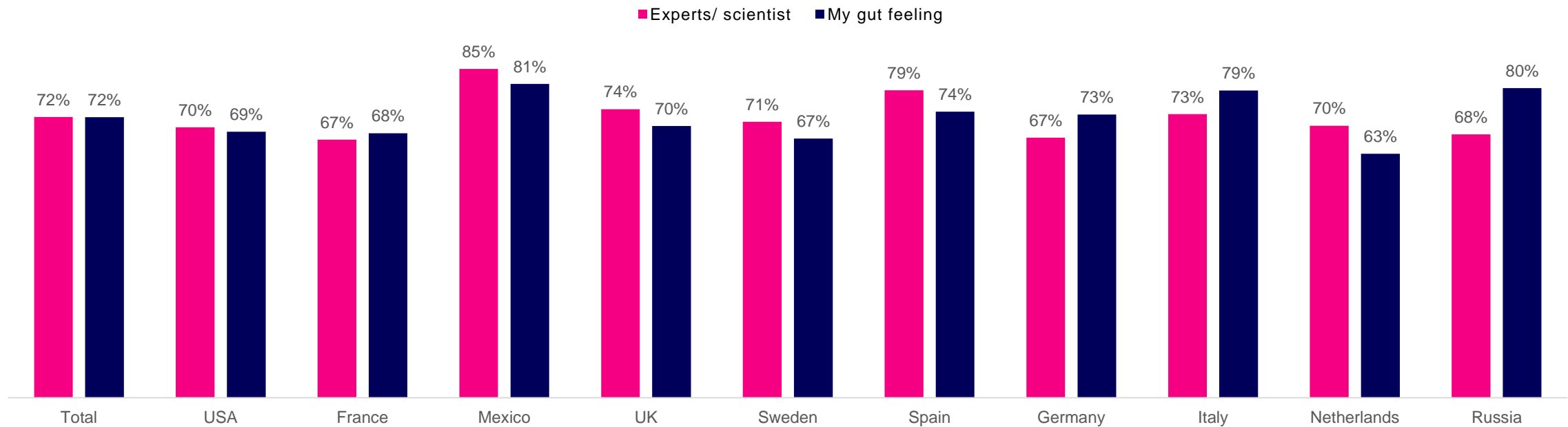
People trust their gut feeling as much as they trust experts



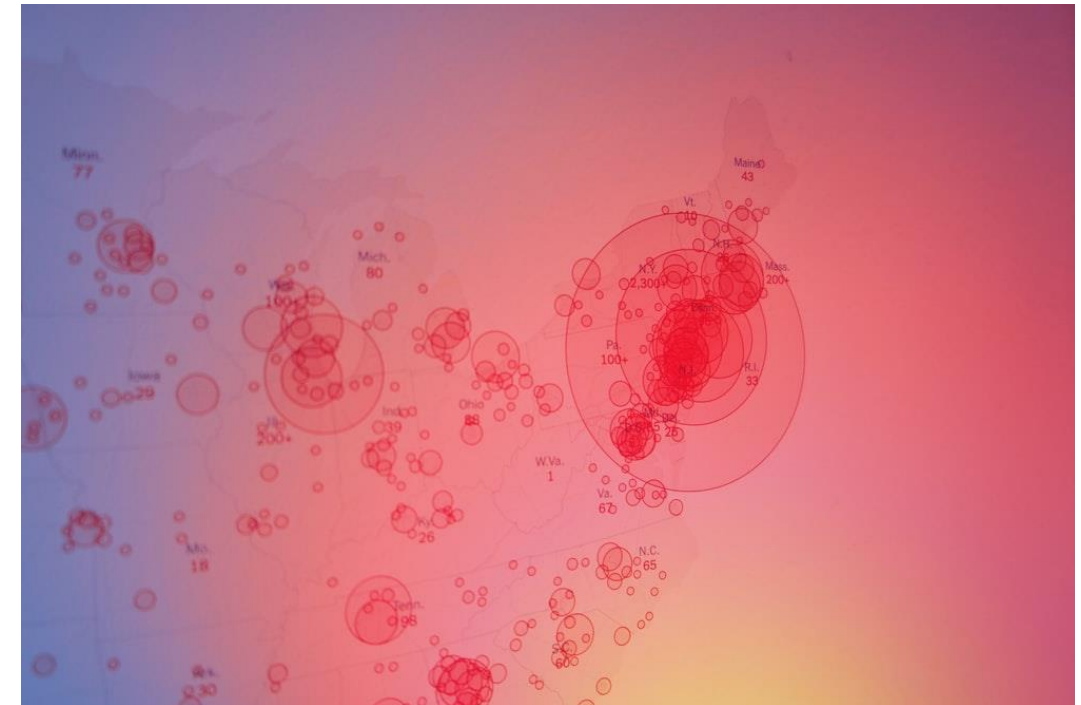
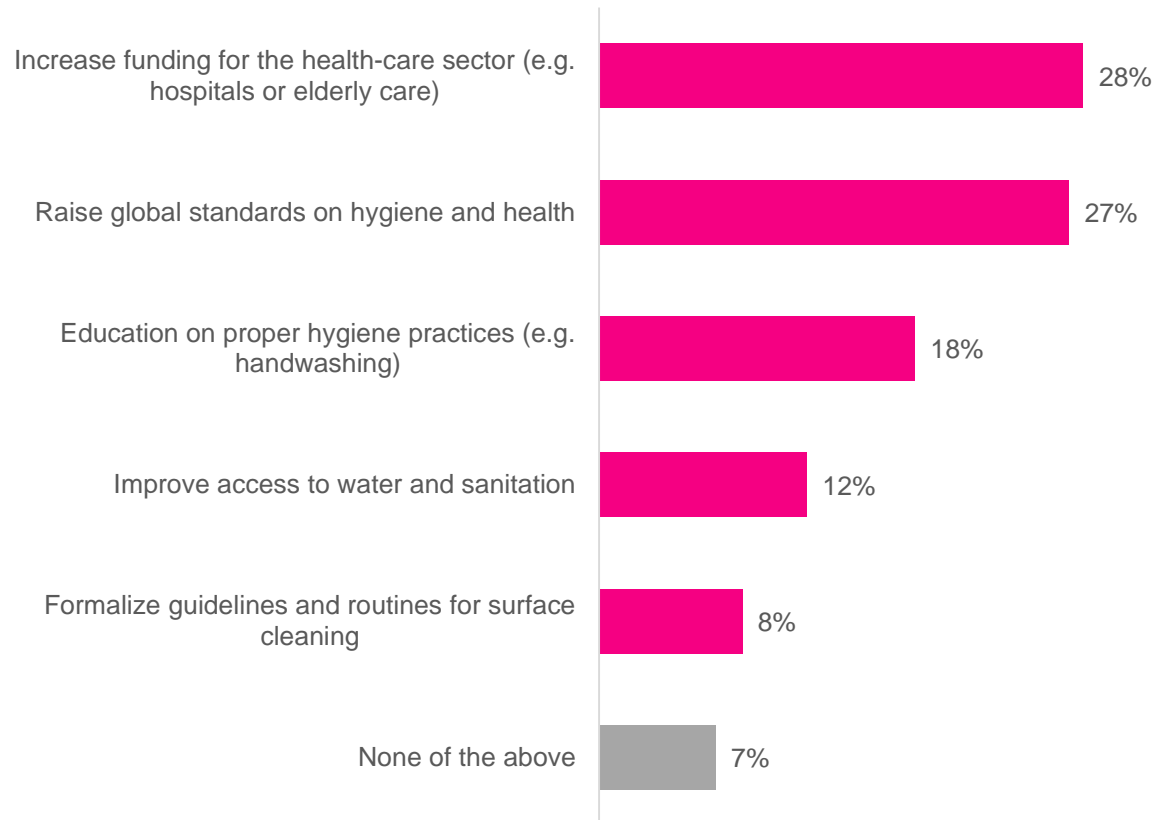
Experts
72%

Gut feeling
72%

The pattern seems to hold for most markets – the differences are very small



3 in 10 say we need to raise global hygiene standards to prevent new pandemics



Summary - Public policy and experts

3 in 10 say that social distancing is most effective in combating COVID-19

72% trust experts regarding recommendations on hand hygiene

72% trust their gut feeling when it comes to recommendations on hand hygiene

3 in 10 say we need to raise global hygiene standards to prevent new pandemics