



# Handwashing Consumer Tracker

Wave 5: July 2021

# Key findings from Wave 5



## Some handwashing behaviours have decreased

- Always washing hands after a trip away from home has decreased to 51% in April (58% in January)



## Increase in activities outside the home

- More people report using public transport, 56% (47% in January), attending social events and going to the pub 'at the moment'.

# Key findings from Wave 5 – July 2021



**Steady decrease in handwashing after a trip outside the home**

- Fewer people reported always washing hands after a trip away from home again this month (59% in July 2020 to 46% in July 2021).



**Small but steady decrease in reported time washing hands**

- Continuing decrease in reported time spent washing hands overall, fewer people now say they do so for 20-24 seconds (33% in July 2021 vs. 25% in April 2020).



**Fewer incidences of sore hands**

- Prevalence of sore hands from handwashing has fallen to 34% this month, from a high of 61% in July 2020 and 41% April 2021.



**Increase in use of hand sanitising gel outside the home**

- Compared to the last wave in April 2021, more people report carrying and using hand gel after before drinking in a pub (18% vs. 26%) and when attending a social event (31% this month vs. 22% in April 2021).

# Handwashing Consumer Tracker

## Methodology

The Food Standards Agency (FSS) commissioned Ipsos MORI to track handwashing behaviour and attitudes during the COVID-19 pandemic and afterwards

This is the **fifth wave** of a quarterly tracker which will run for two years from **July 2020 to April 2022**.

During this wave, Ipsos MORI interviewed a representative sample of **502 adults, aged 16-75 living in Scotland**. Interviews were conducted online via i:Omnibus from: **16-19 July 2021**. The subgroups included highlight differences across some of the questions and are therefore useful comparators. Where subgroups are reported on, the base size is provided in the footnote.

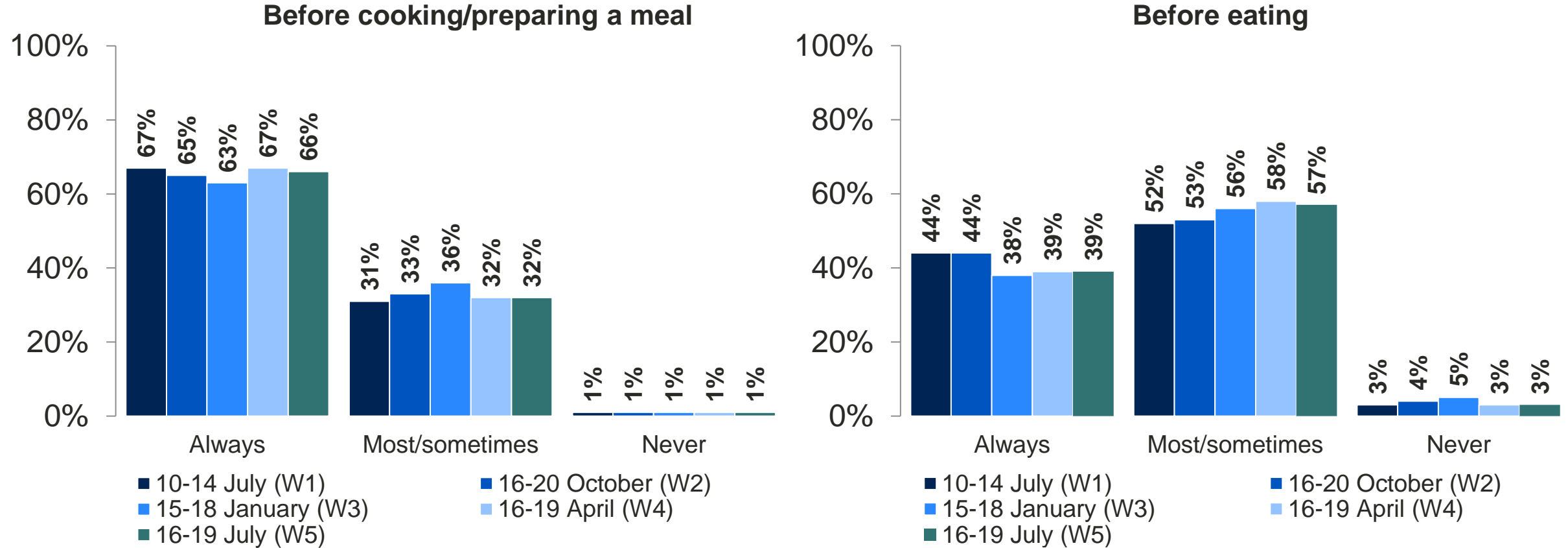
The data is weighted to best reflect the demographic profile of the adult population sampled.

Where results do not sum to 100, this may be due to computer rounding. Where appropriate the 'not applicable' and 'don't know' responses are not shown.



# Frequency of handwashing at home over time

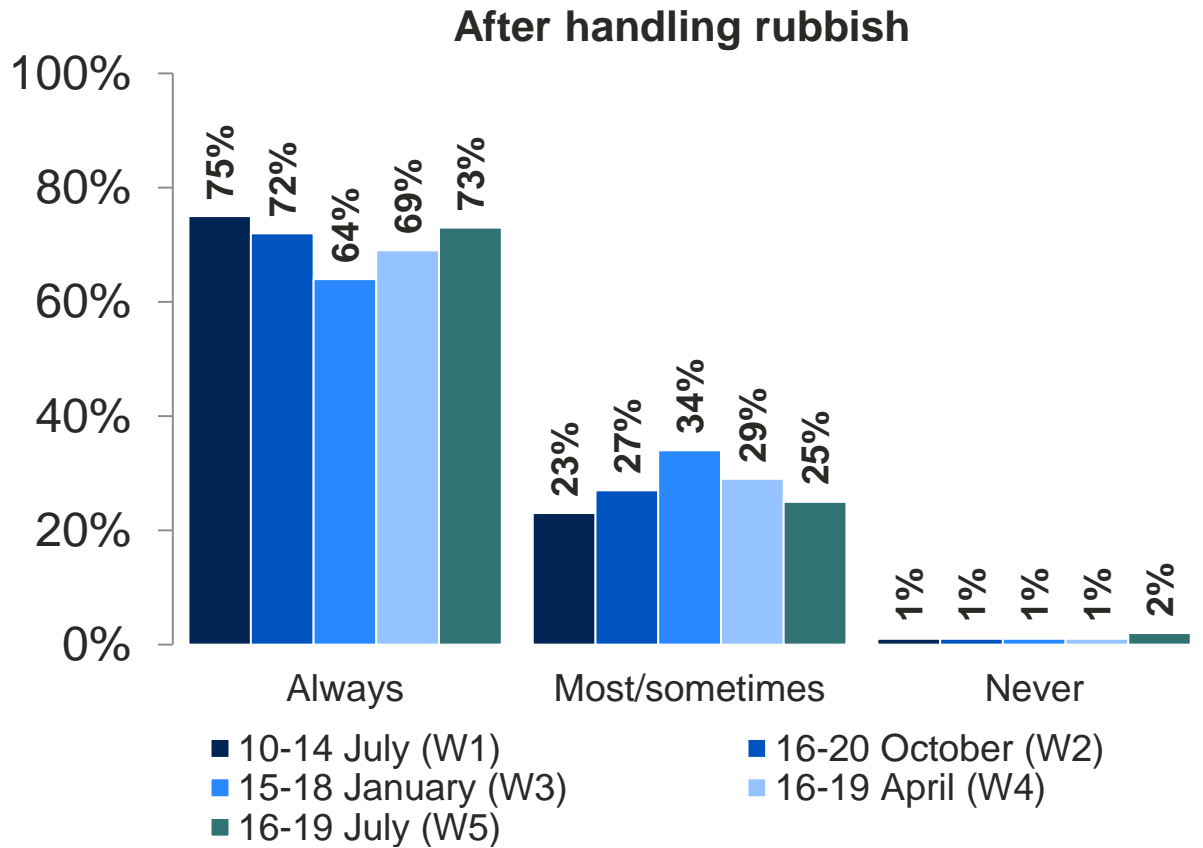
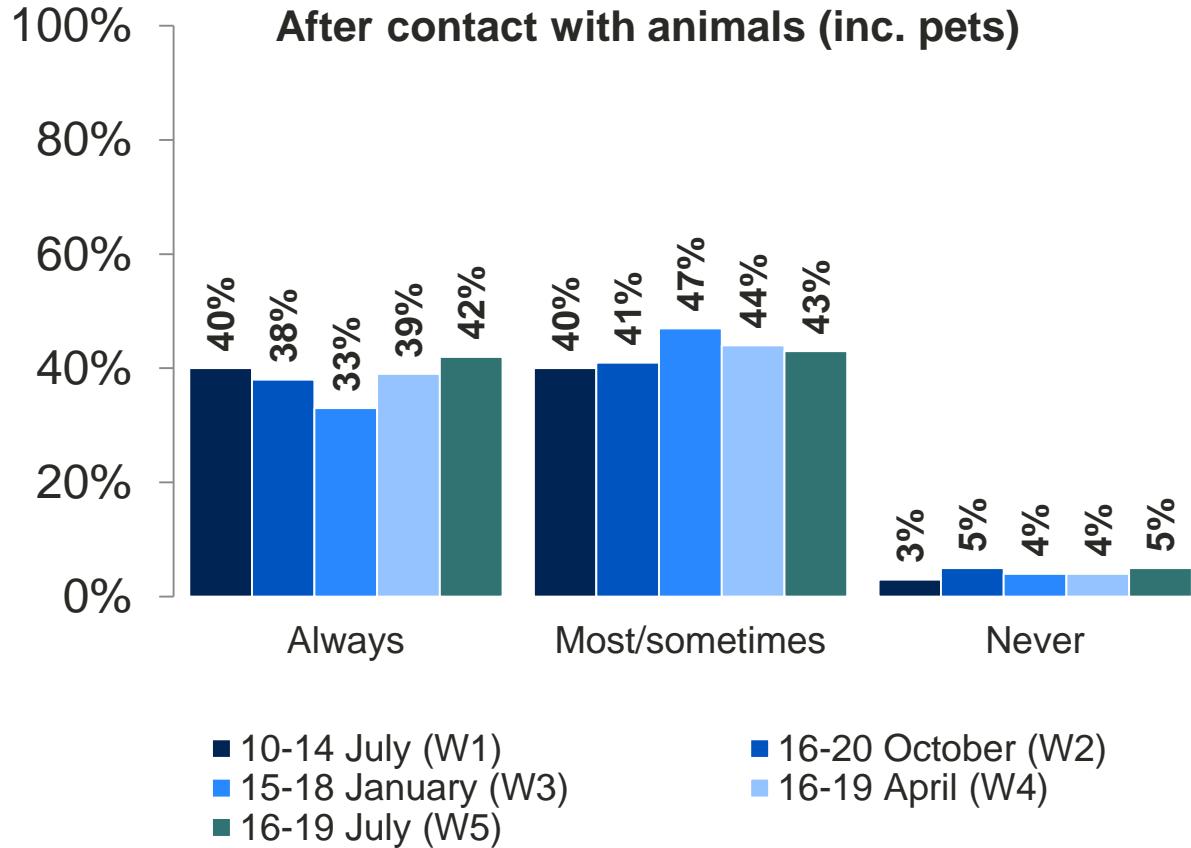
Thinking about when you are at home, at the moment. How often, if at all, do you wash your hands...?



**Base:** Online Scotland adults 16-75, 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511), 16-19 April 2021 (512), 16-19 July 2021 (502)

# Frequency of handwashing at home over time

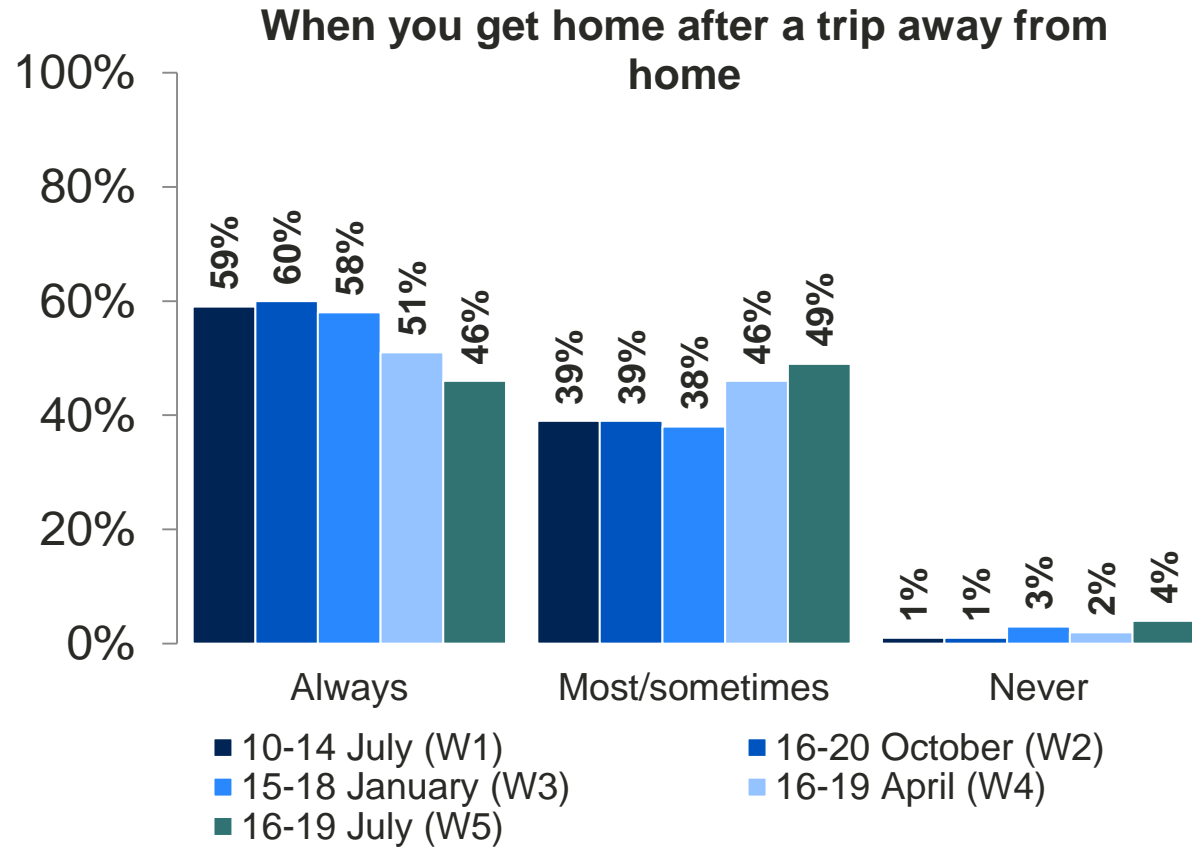
Thinking about when you are at home, at the moment. How often, if at all, do you wash your hands...?



**Base:** Online Scotland adults 16-75, 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511), 16-19 April 2021 (512), 16-19 July 2021 (502)

# Frequency of handwashing at home over time

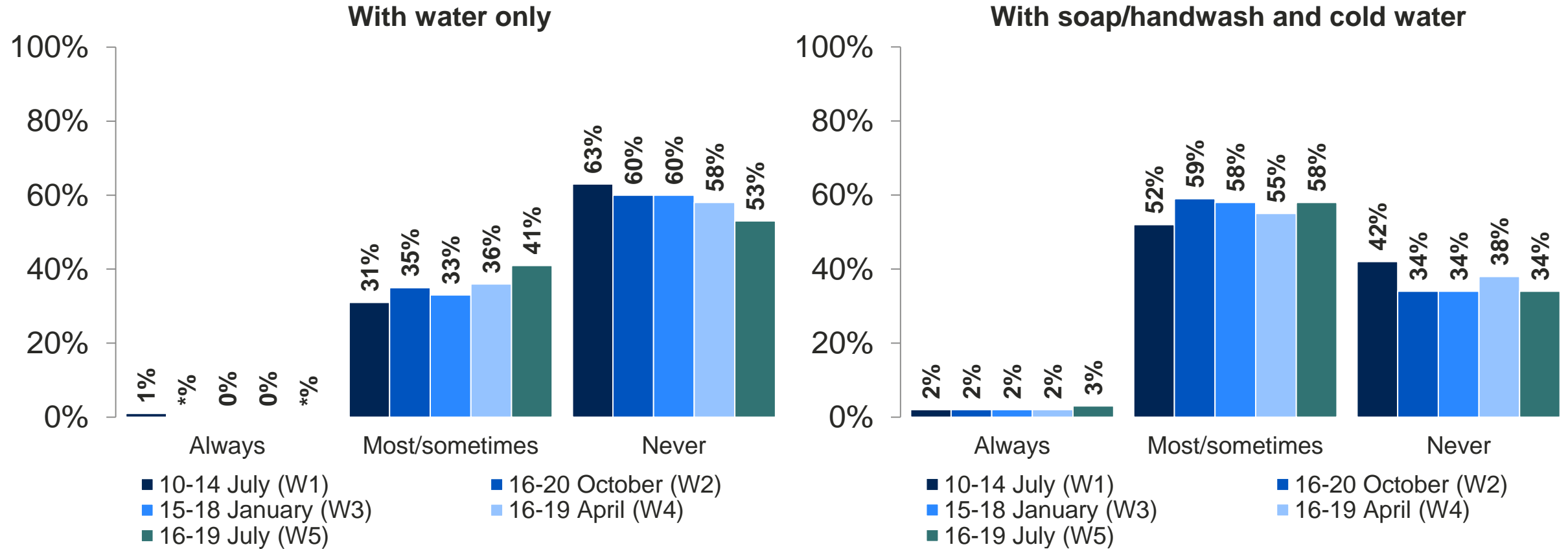
Thinking about when you are at home, at the moment. How often, if at all, do you wash your hands...?



**Base:** Online Scotland adults 16-75, 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511), 16-19 April 2021 (512), 16-19 July 2021 (502)

# Handwashing methods at home over time

Thinking about when you are at home at the moment, how often do you wash your hands in each of the following ways?

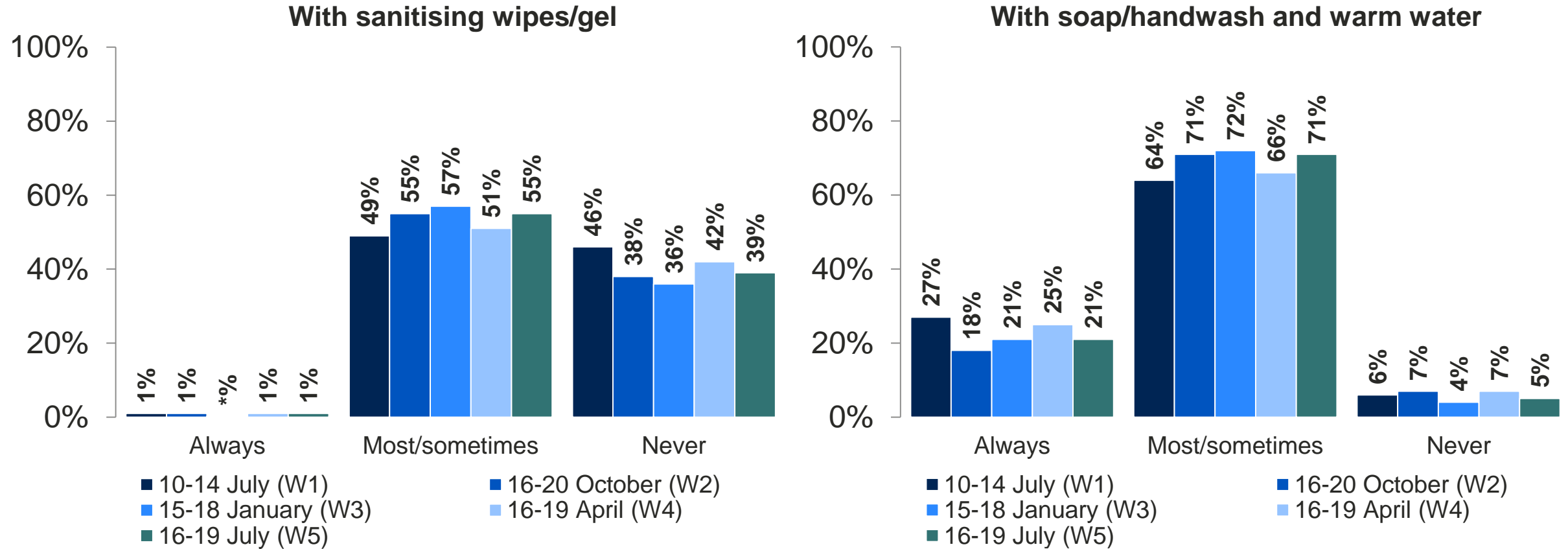


**Base:** Online Scotland adults 16-75, 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511), 16-19 April 2021 (512), 16-19 July 2021 (502)



# Handwashing methods at home over time

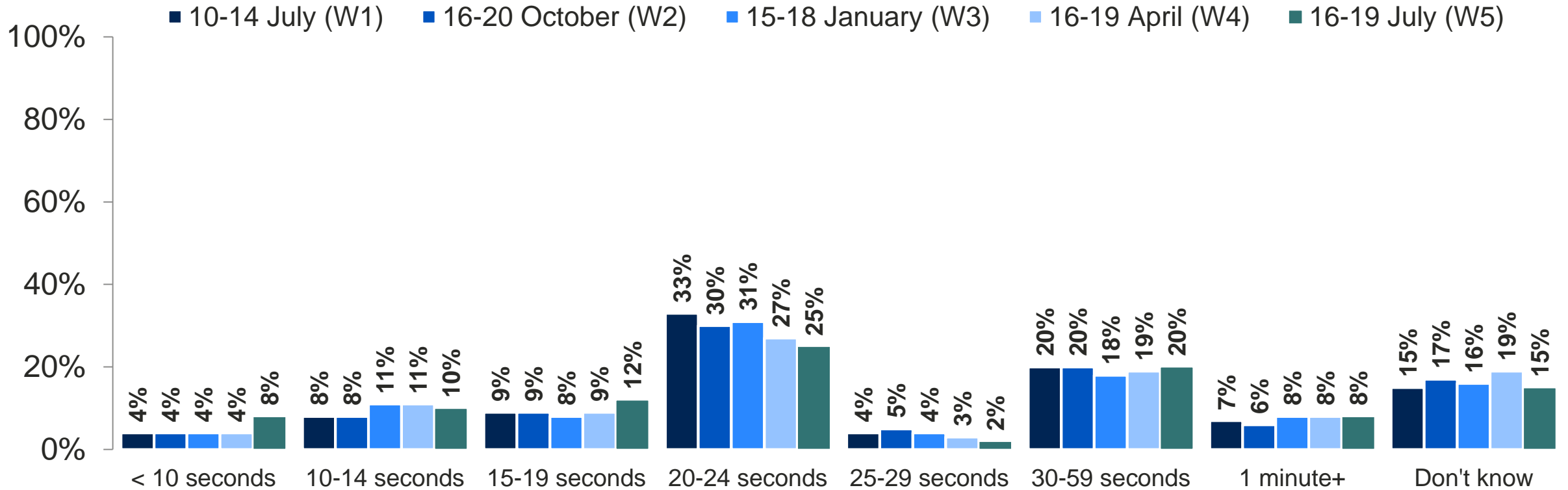
Thinking about when you are at home at the moment, how often do you wash your hands in each of the following ways?



**Base:** Online Scotland adults 16-75, 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511), 16-19 April 2021 (512), 16-19 July 2021 (502)

# Time spent handwashing over time

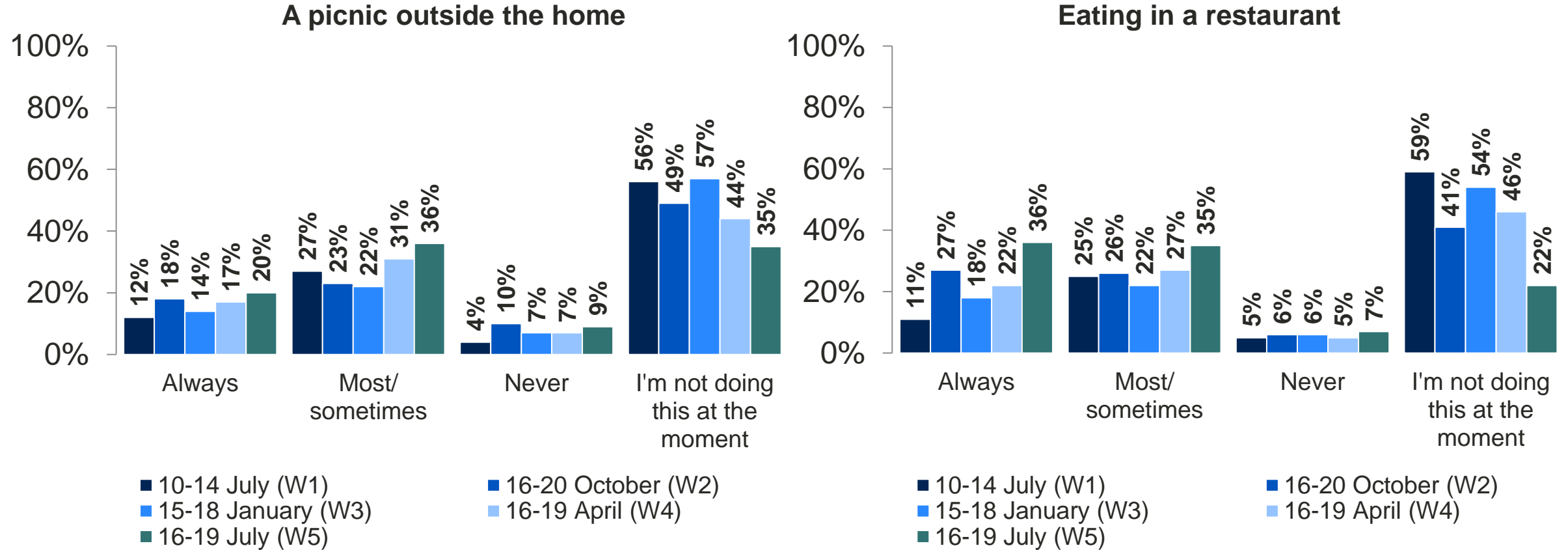
Thinking about when you are at home at the moment. How many seconds do you spend washing your hands each time?



**Base:** Online Scotland adults 16-75, 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511), 16-19 April 2021 (512), 16-19 July 2021 (502)

# Frequency of handwashing when eating outside the home

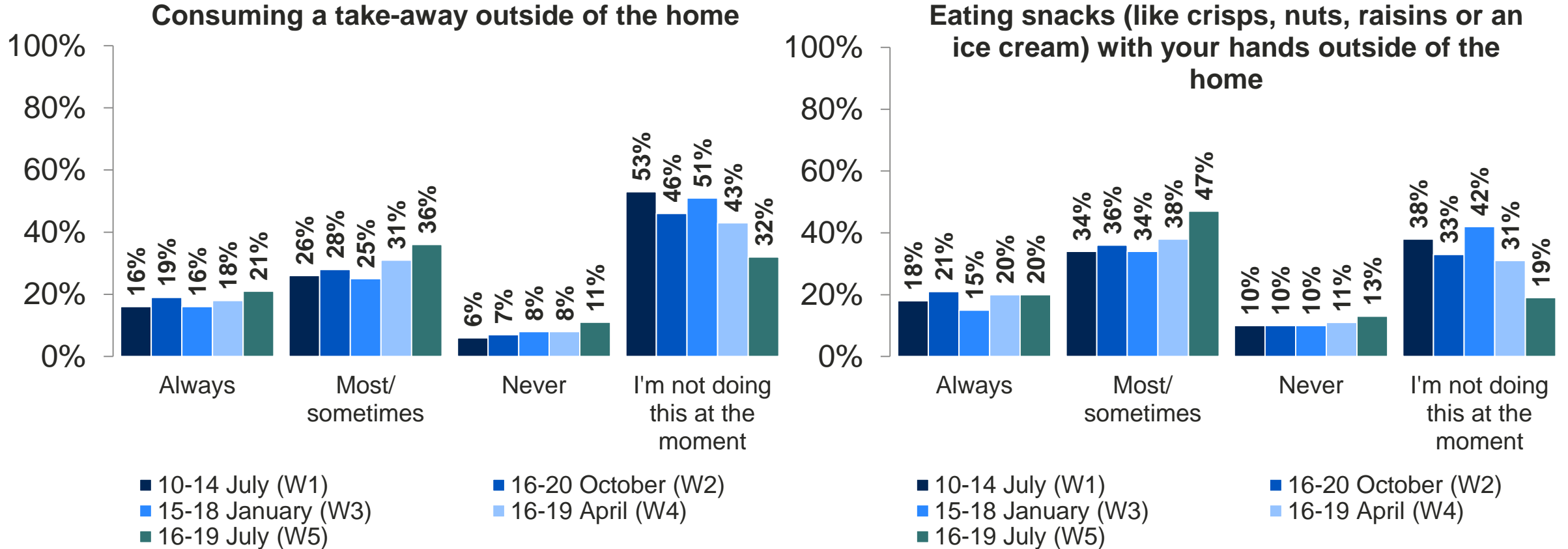
Thinking about when eating outside of your home at the moment. How often, if at all, do you wash your hands, or use hand sanitising wipes or gels, before eating in the following situation?



**Base:** Online Scotland adults 16-75, 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511), 16-19 April 2021 (512), 16-19 July 2021 (502)

# Frequency of handwashing when eating outside the home

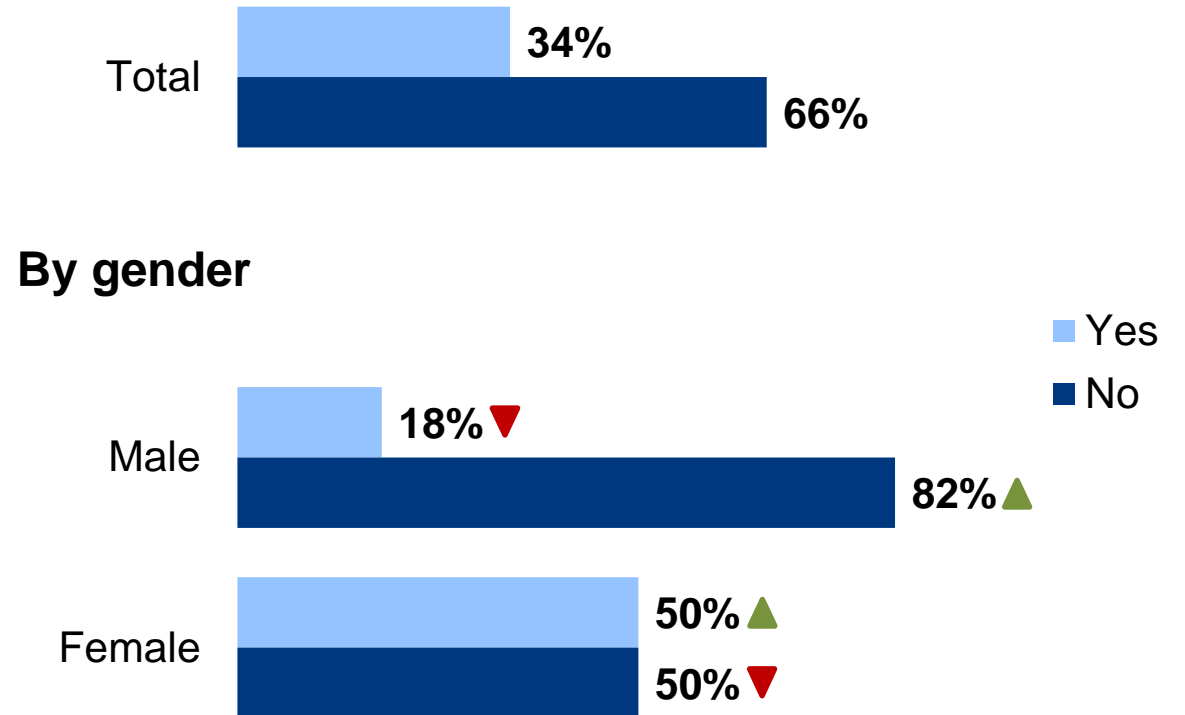
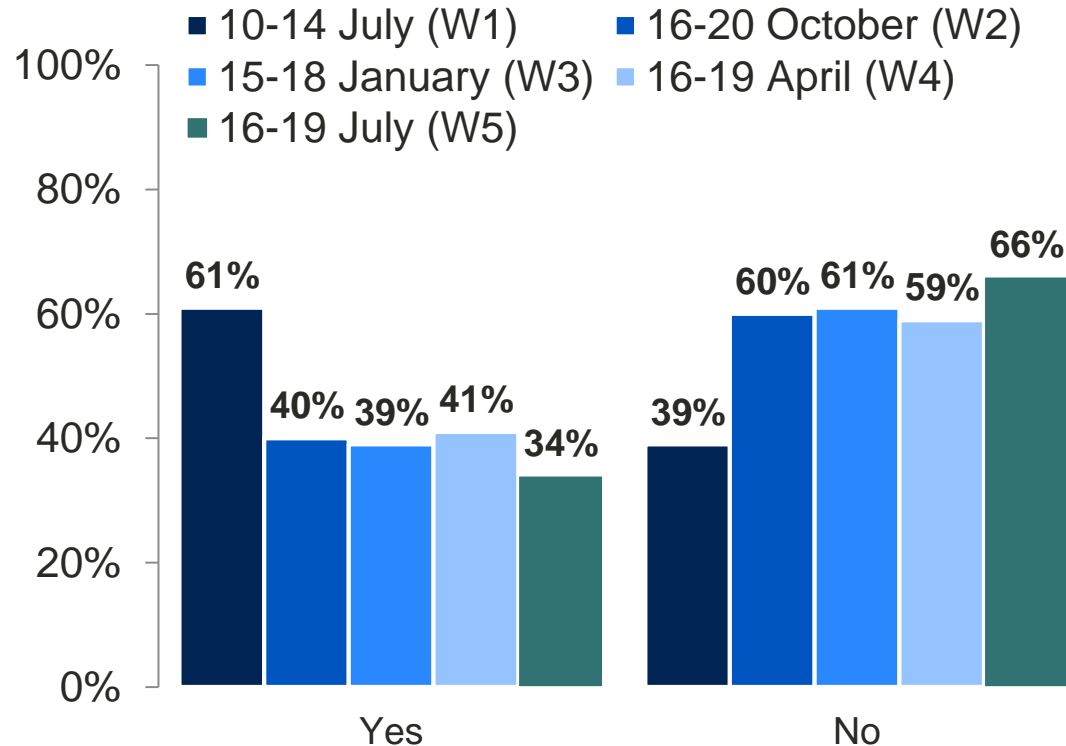
Thinking about when eating outside of your home at the moment. How often, if at all, do you wash your hands, or use hand sanitising wipes or gels, before eating in the following situation?



**Base:** Online Scotland adults 16-75, 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511), 16-19 April 2021 (512), 16-19 July 2021 (502)

# Prevalence of sore hands as a result of handwashing

Does frequently washing your hands result in you having sore hands?

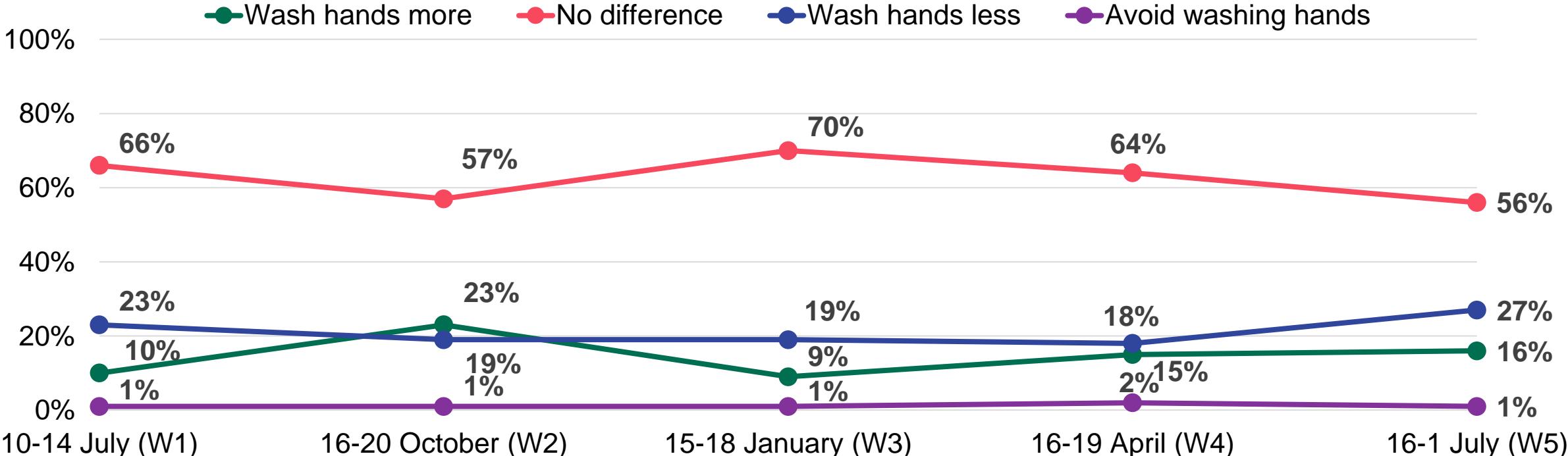


**Base:** Online Scotland adults 16-75, Male (265), Female (243), 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511), 16-19 April 2021 (512), 16-19 July 2021 (502)

▲ = significantly higher than the total  
▼ = significantly lower than the total

# Impact of sore hands on handwashing

What impact, if any, does getting sore hands have on the frequency with which you wash your hands?

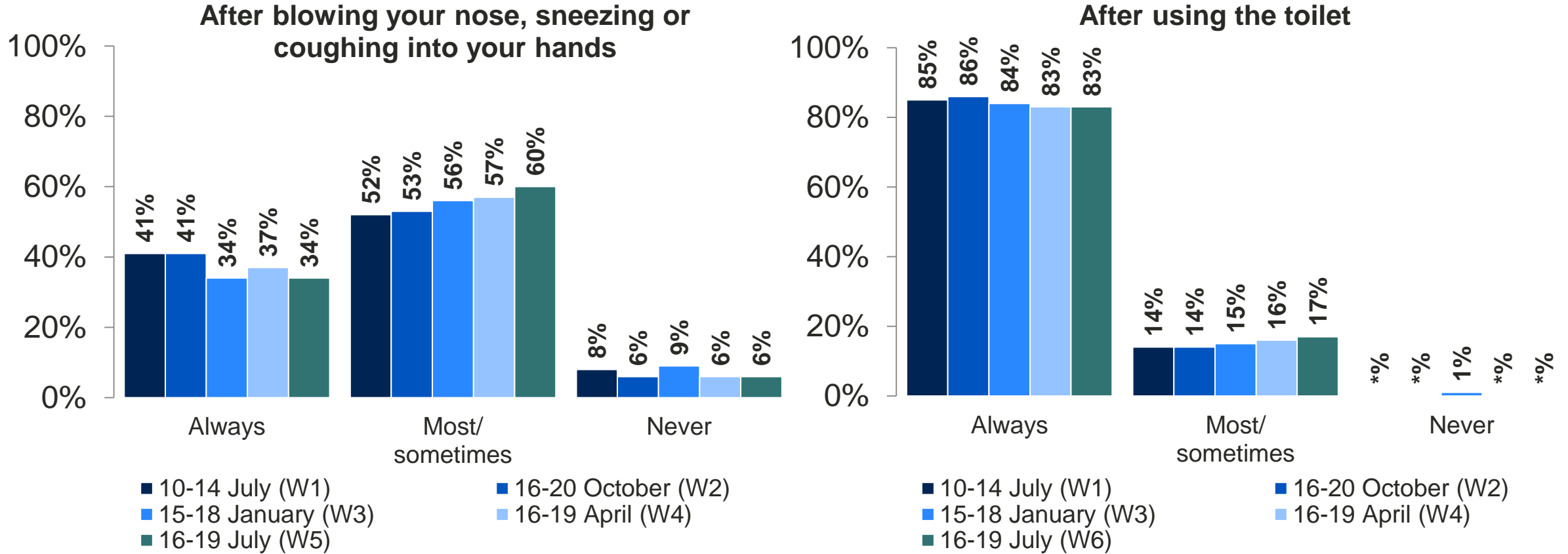


**Base:** Online Scottish adults 16-75 with sore hands, 10-14 July 2020 (178), 16-20 October 2020 (195), 15-18 January 2021 (199), 16-19 April 2021 (201), 16-19 July 2021 (174)



# Frequency of handwashing

At the moment, how often, if at all, do you wash your hands...?

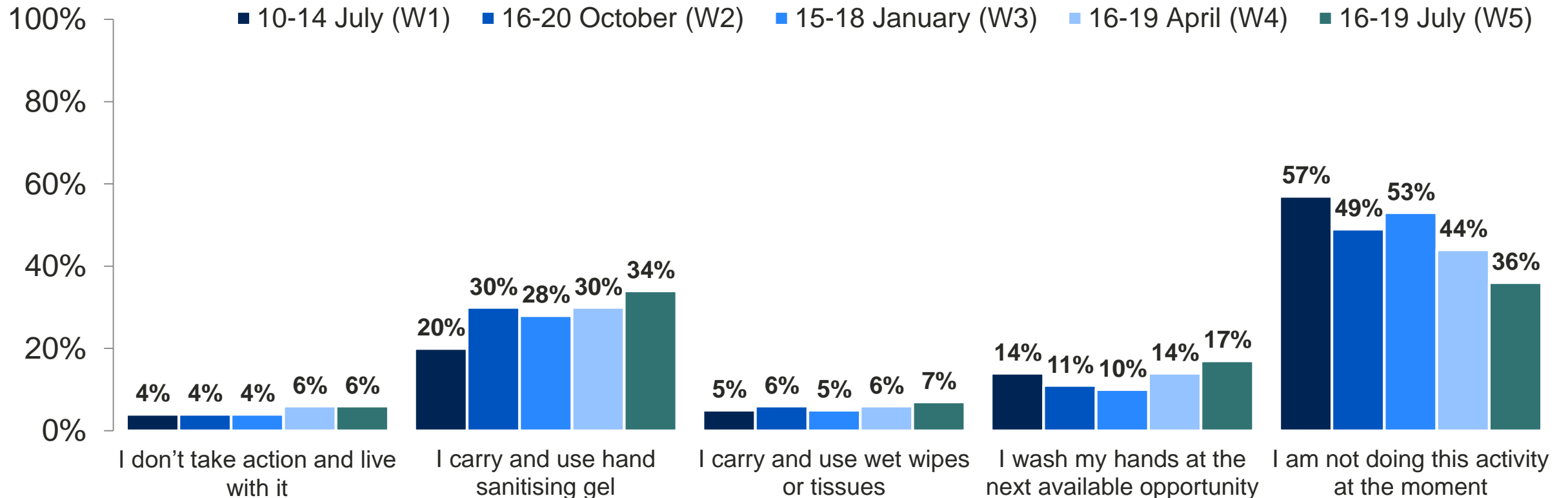


**Base:** Online Scotland adults 16-75, 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511), 16-19 April 2021 (512), 16-19 July 2021 (502)

# Impact when handwashing facilities are not available

At the moment what action, if any, do you usually take if handwashing facilities are not available?

**After using public transport**



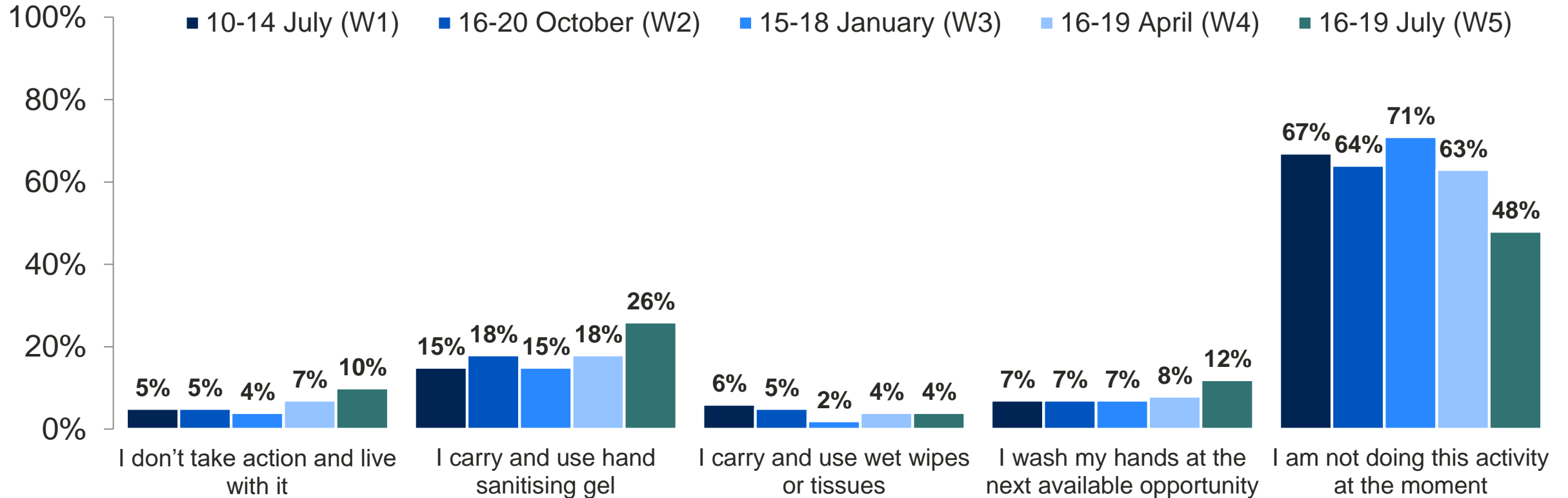
**Base:** Online Scotland adults 16-75, 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511), 16-19 April 2021 (512), 16-19 July 2021 (502)



# Impact when handwashing facilities are not available

At the moment what action, if any, do you usually take if handwashing facilities are not available?

**Before drinking in a pub**

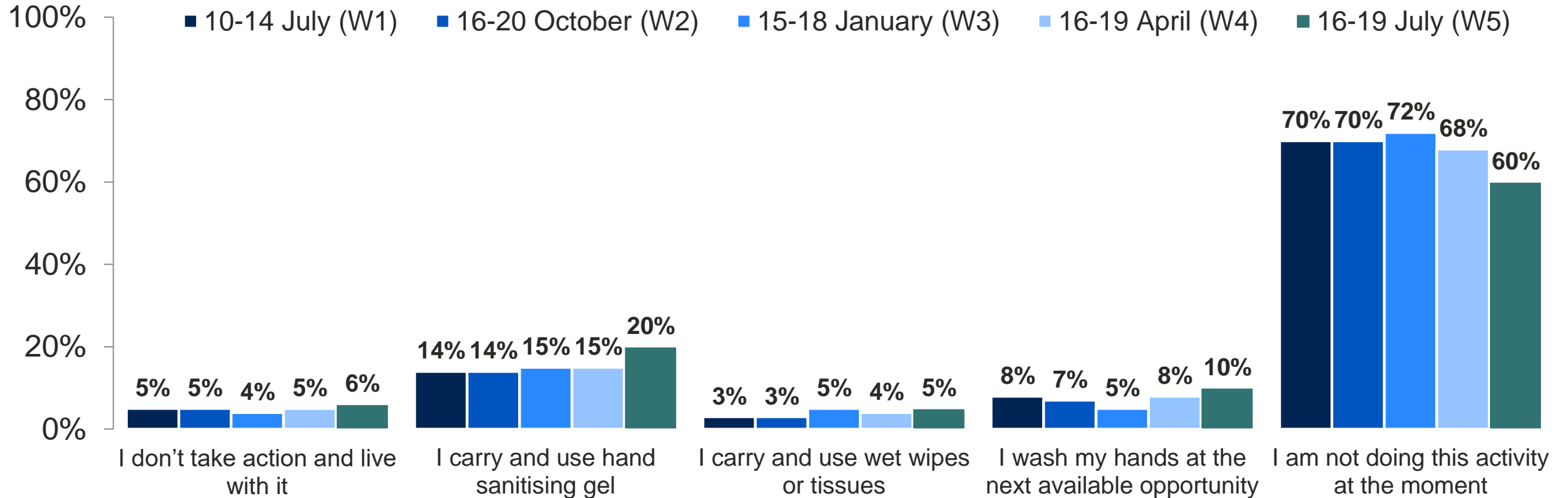


**Base:** Online Scotland adults 16-75, 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511), 16-19 April 2021 (512), 16-19 July 2021 (502)

# Impact when handwashing facilities are not available

At the moment what action, if any, do you usually take if handwashing facilities are not available?

## Attending a sports event

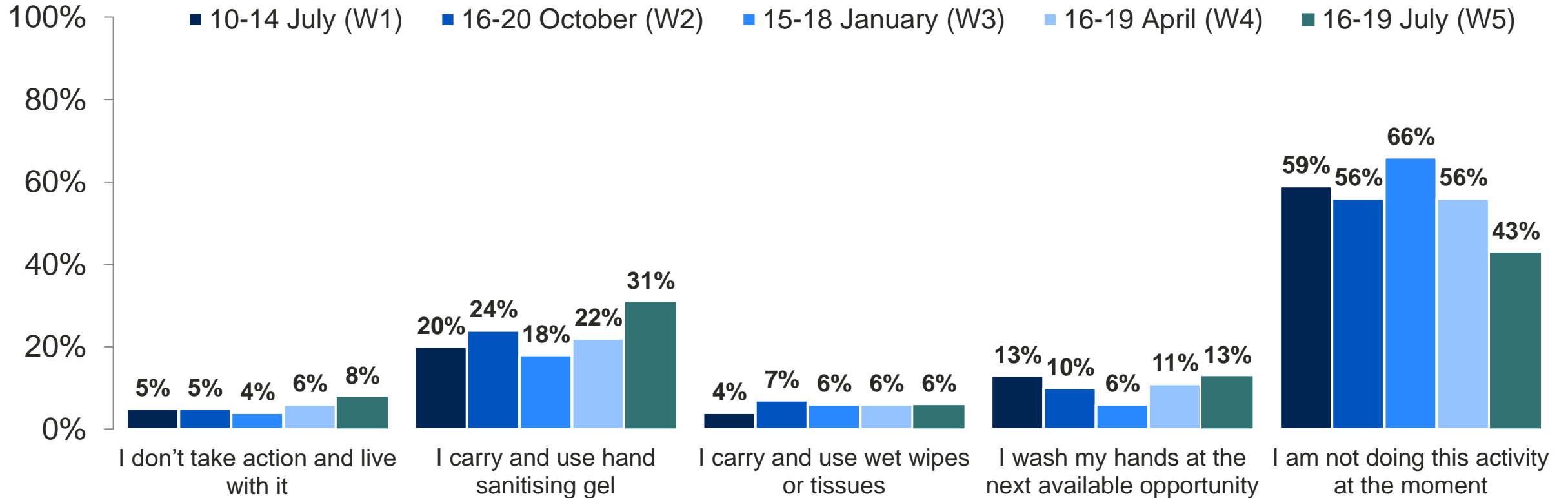


**Base:** Online Scotland adults 16-75, 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511), 16-19 April 2021 (512), 16-19 July 2021 (502)

# Impact when handwashing facilities are not available

At the moment what action, if any, do you usually take if handwashing facilities are not available?

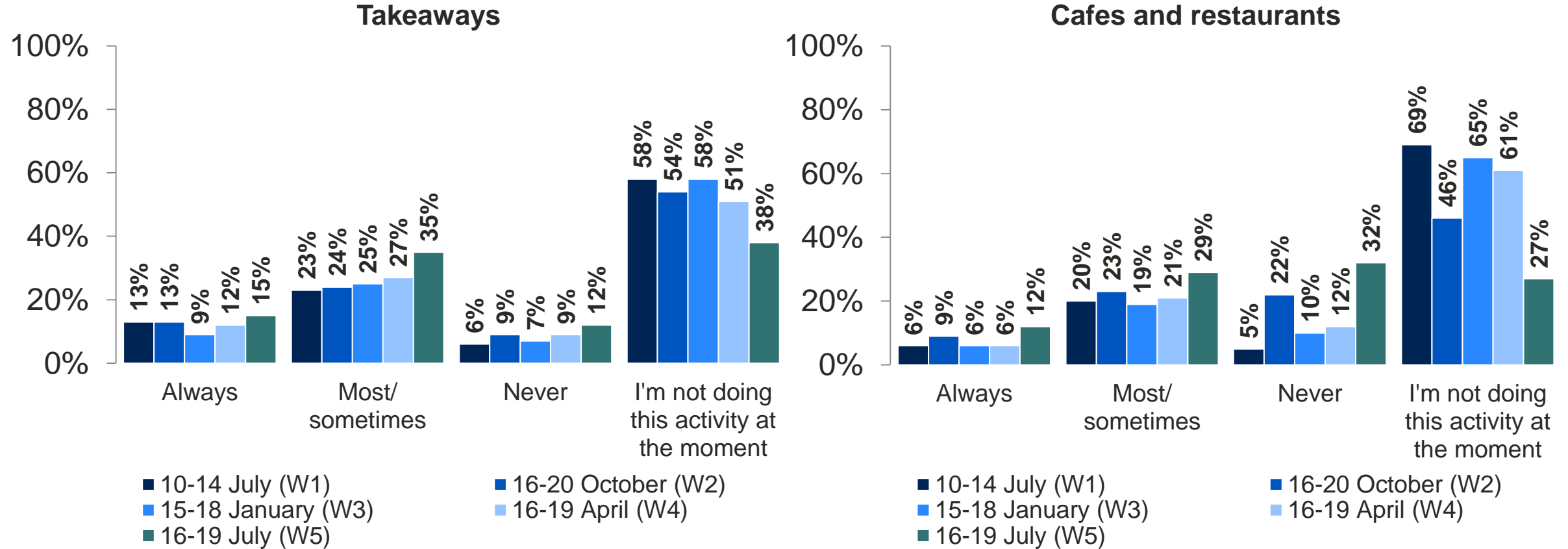
## Attending a social event



Base: Online Scotland adults 16-75, 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511), 16-19 April 2021 (512), 16-19 July 2021 (502)

# Frequency of handwashing facilities being unavailable

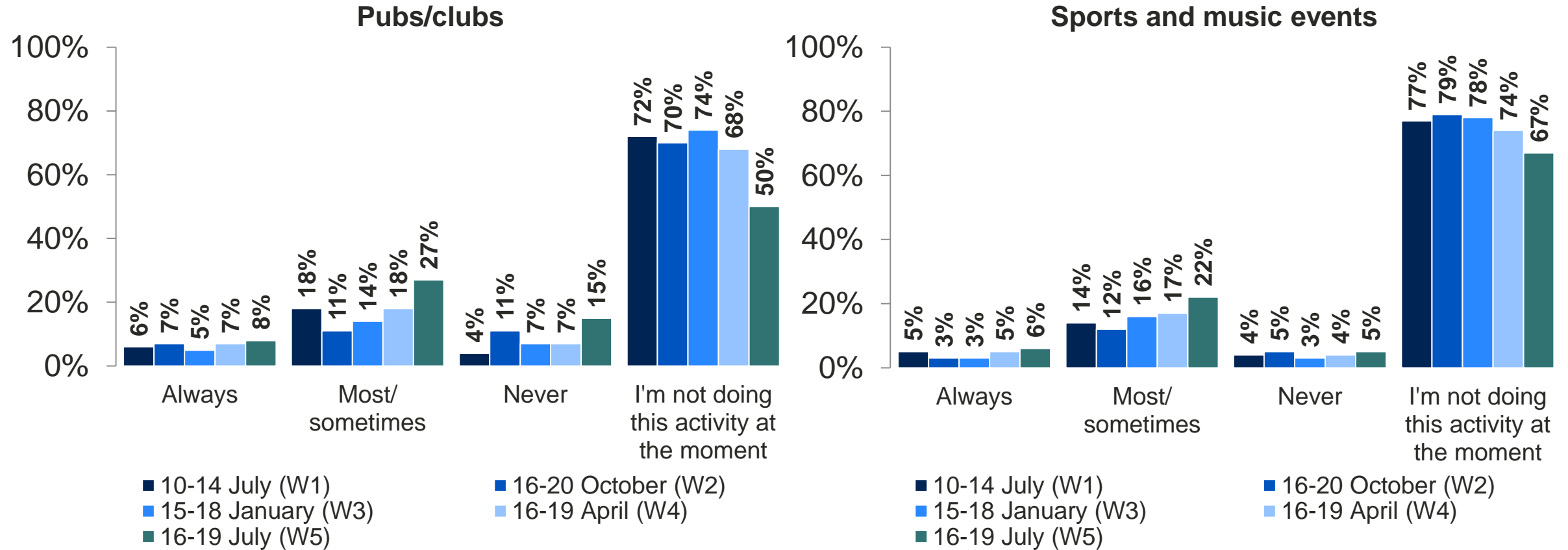
How often, if at all, do you find handwashing facilities are not available or not usable in the following places at the moment?



**Base:** Online Scotland adults 16-75, 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511), 16-19 April 2021 (512), 16-19 July 2021 (502)

# Frequency of handwashing facilities being unavailable

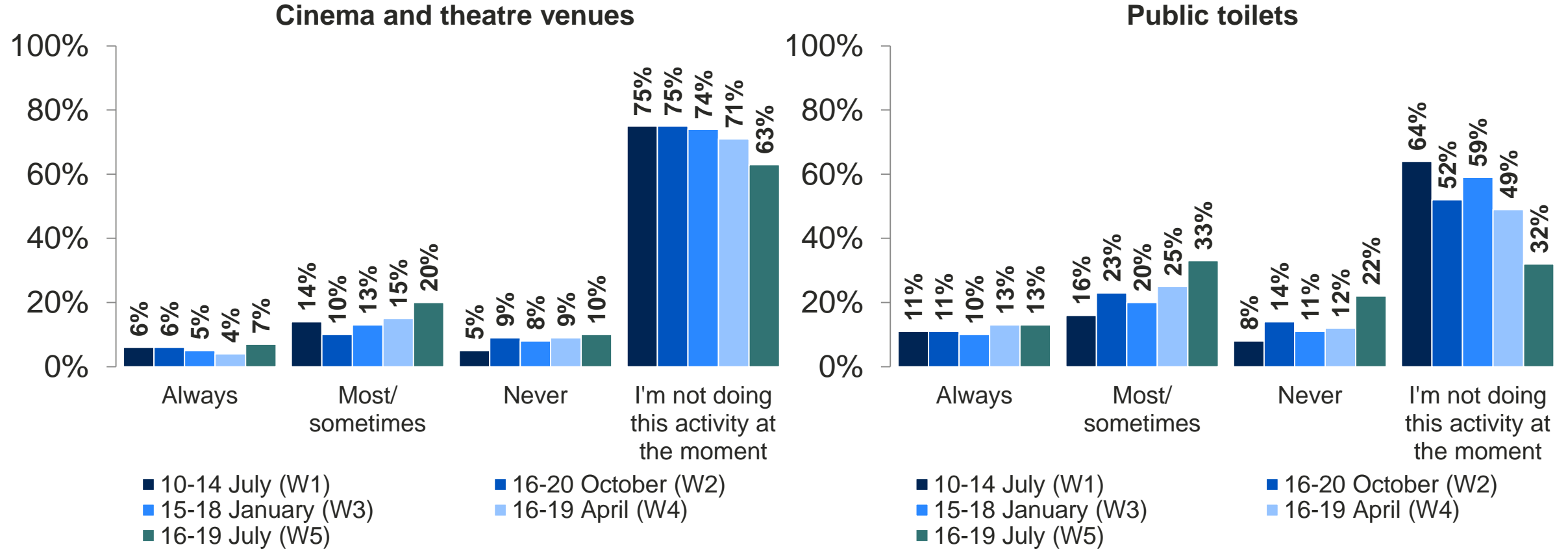
How often, if at all, do you find handwashing facilities are not available or not usable in the following places at the moment?



**Base:** Online Scotland adults 16-75, 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511), 16-19 April 2021 (512), 16-19 July 2021 (502)

# Frequency of handwashing facilities being unavailable

How often, if at all, do you find handwashing facilities are not available or not usable in the following places at the moment?



**Base:** Online Scotland adults 16-75, 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511), 16-19 April 2021 (512), 16-19 July 2021 (502)

# Ipsos MORI

## Handwashing Consumer Tracker Wave 5: July 2021

### For more information

Daniel Cameron  
Research Director  
[Daniel.cameron@ipsos.com](mailto:Daniel.cameron@ipsos.com)

Vicky Mullis  
Senior Research Executive  
[Vicky.Mullis@ipsos.com](mailto:Vicky.Mullis@ipsos.com)

Ipsos MORI

