



Handwashing Consumer Tracker

Wave 3: January 2021

Key findings from Wave 3



Some handwashing behaviours have decreased

- Always washing hands after handling rubbish has decreased to 64% in January (from 72% in October)
- Always washing hands after blowing nose, sneezing or coughing has fallen to 34%, from 41% in October



Soap and warm water still being used less frequently

- Always using soap and warm water to wash hands at home fell to 21% in January (18% in October), from a high in July of 27%



Decrease in activities outside the home

- As expected, fewer people than in October report taking part in activities outside the home 'at the moment' overall.

Handwashing Consumer Tracker

Methodology

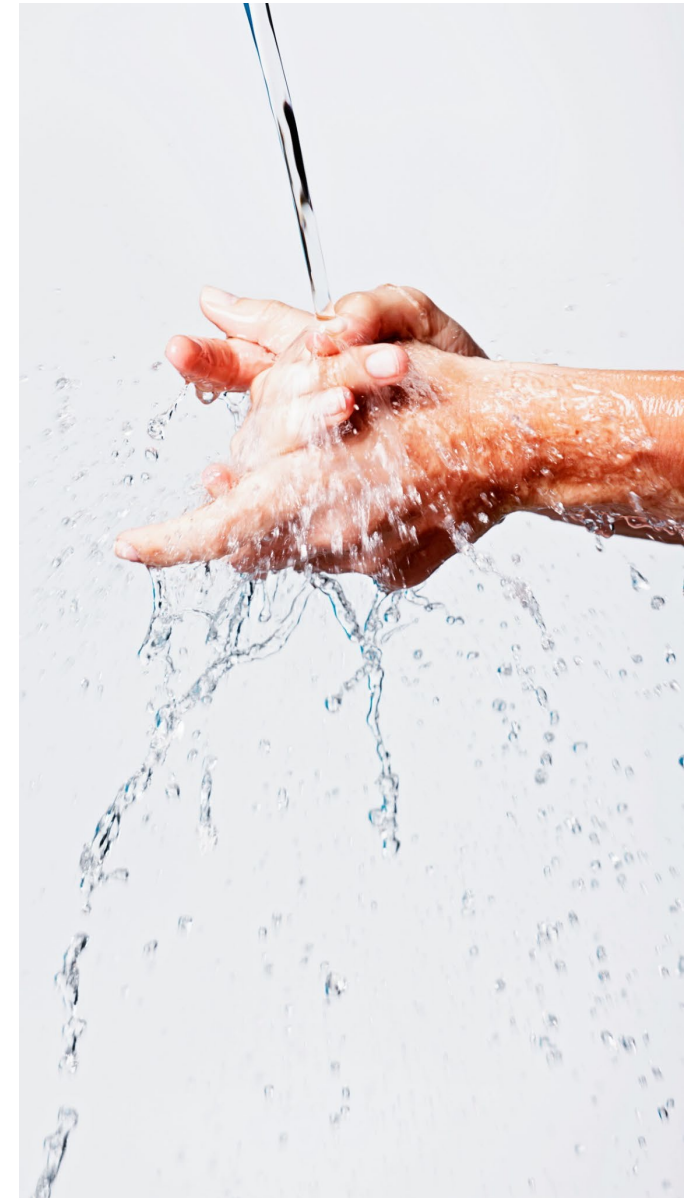
The Food Standards Agency (FSS) commissioned Ipsos MORI to track handwashing behaviour and attitudes during the COVID-19 pandemic and afterwards

This is the third 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 **511 adults, aged 16-75 living in Scotland**. Interviews were conducted online via i:Omnibus from: **15-18 January 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.

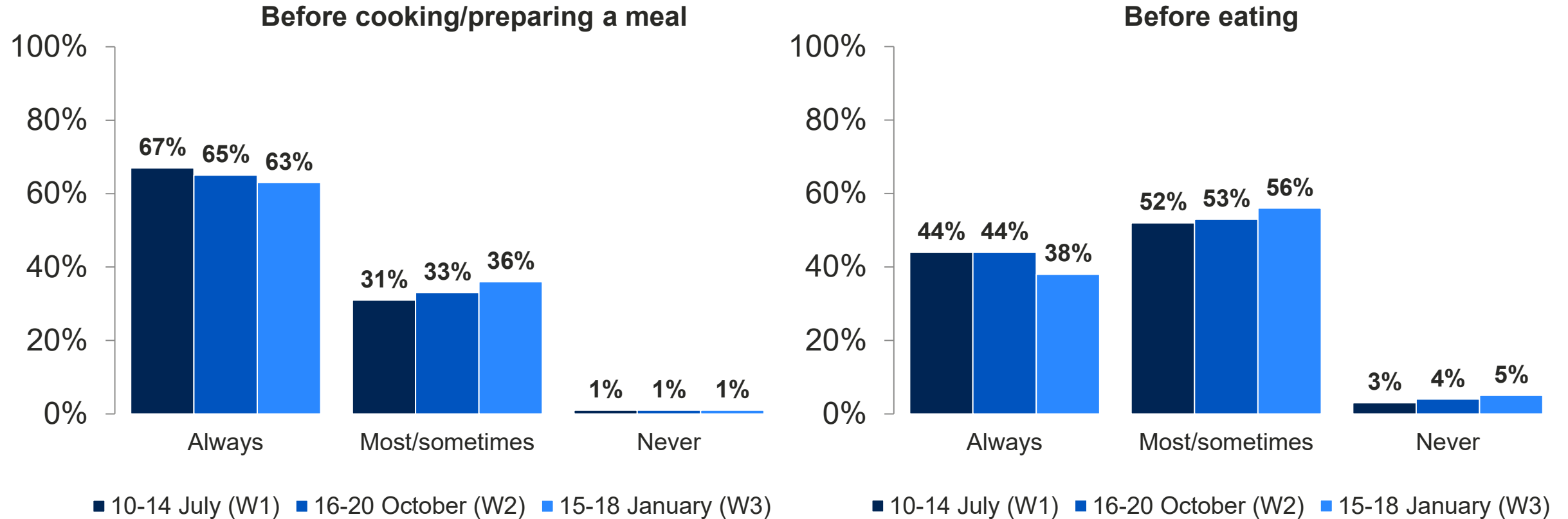
The data is weighted to best reflect the demographic profile of the adult population sampled.

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

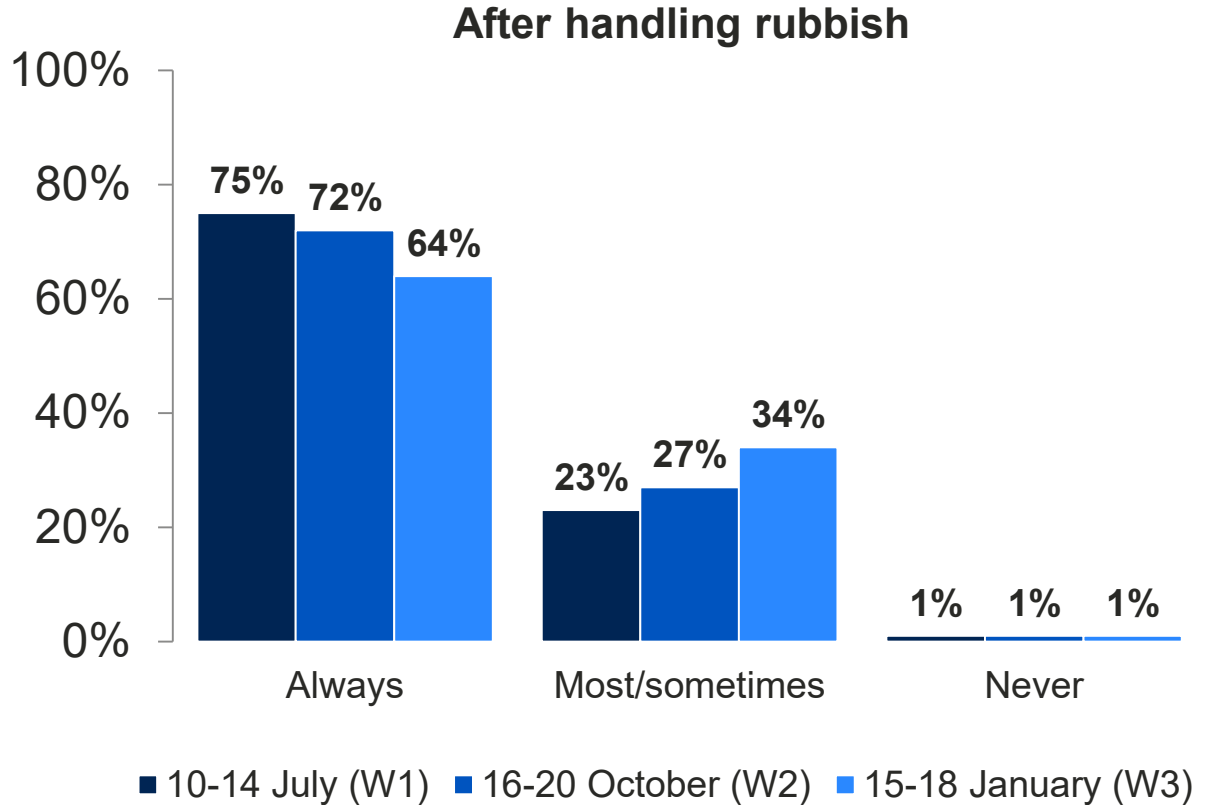
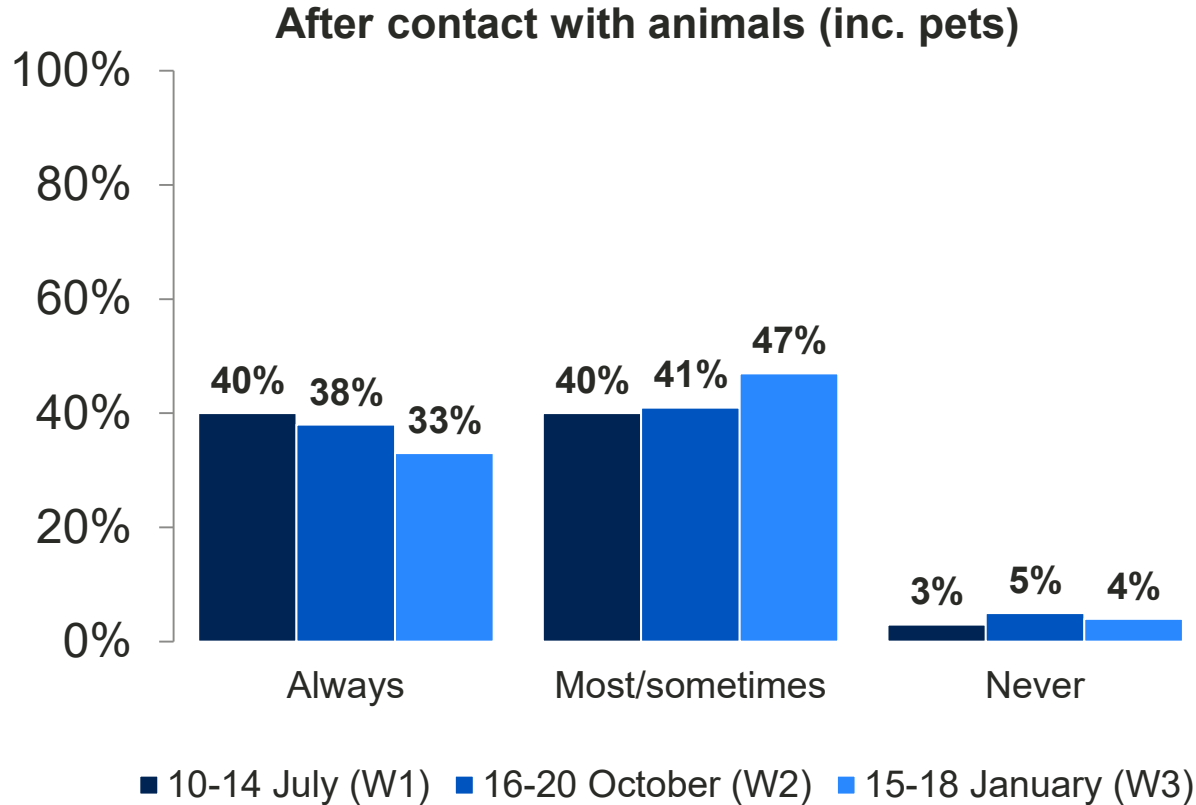
Thinking about when you are at home, at the moment. How often, if at all, do you wash your hands...?



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

Frequency of handwashing at home over time

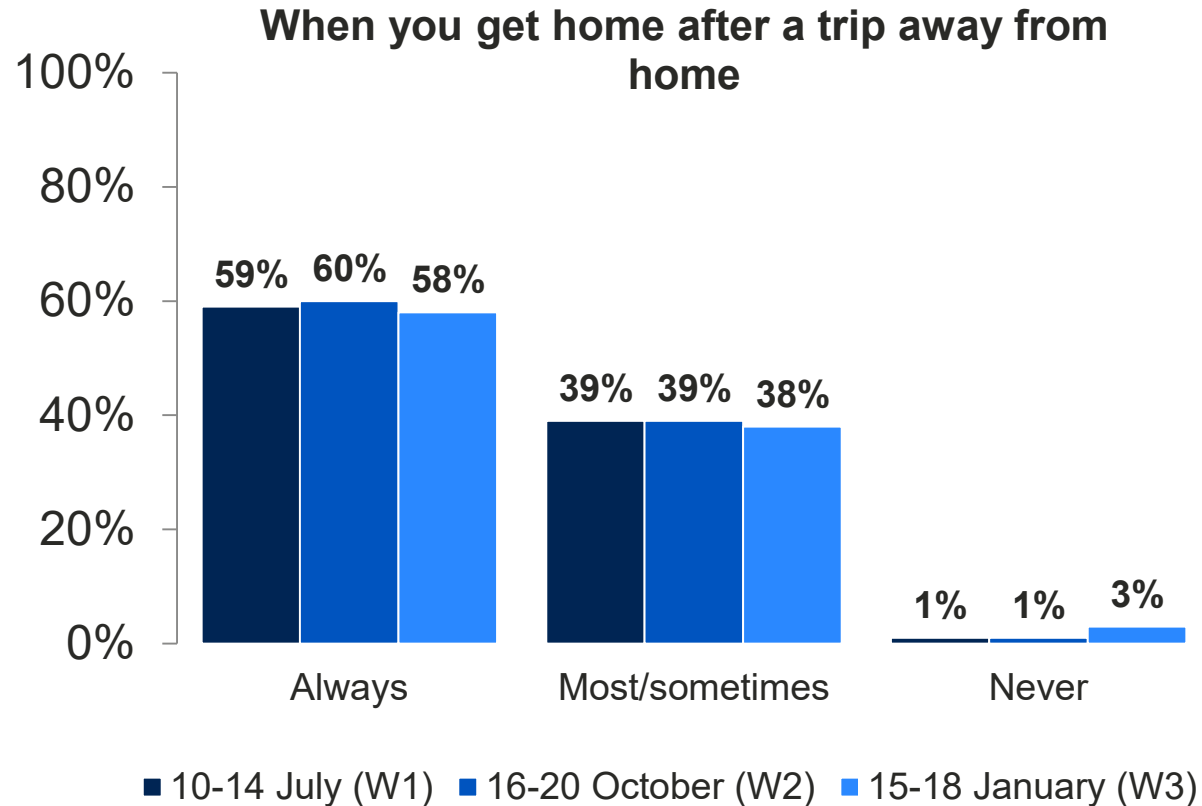
Thinking about when you are at home, at the moment. How often, if at all, do you wash your hands...?



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

Frequency of handwashing at home over time

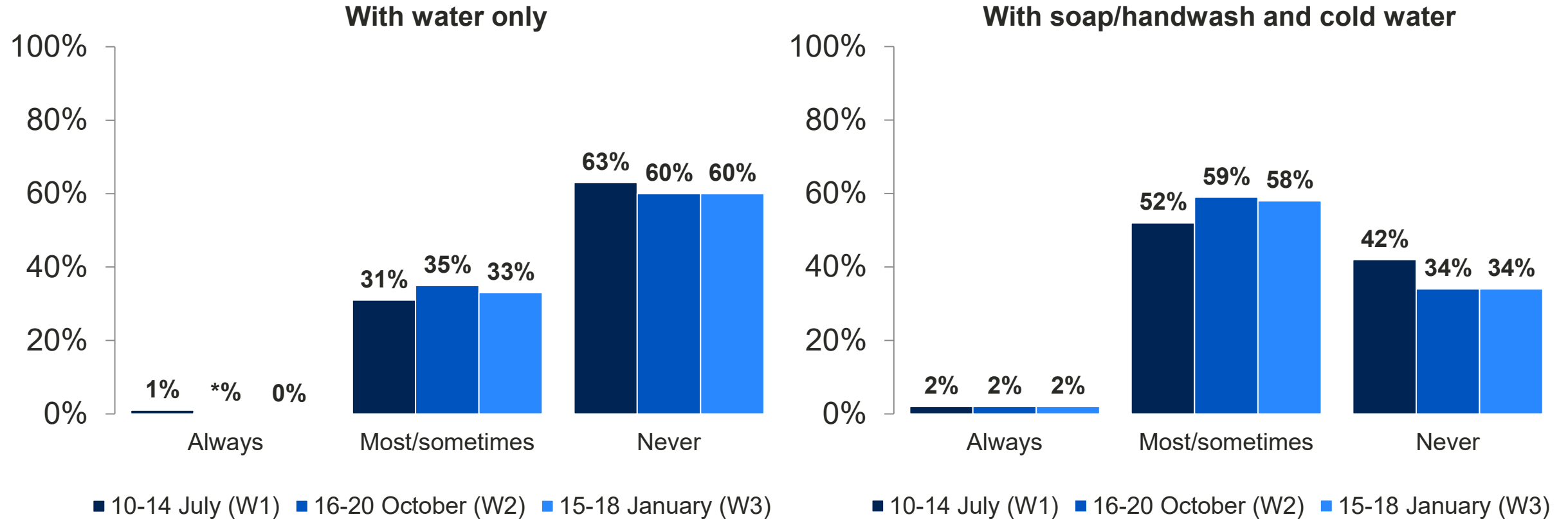
Thinking about when you are at home, at the moment. How often, if at all, do you wash your hands...?



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

Handwashing methods at home over time

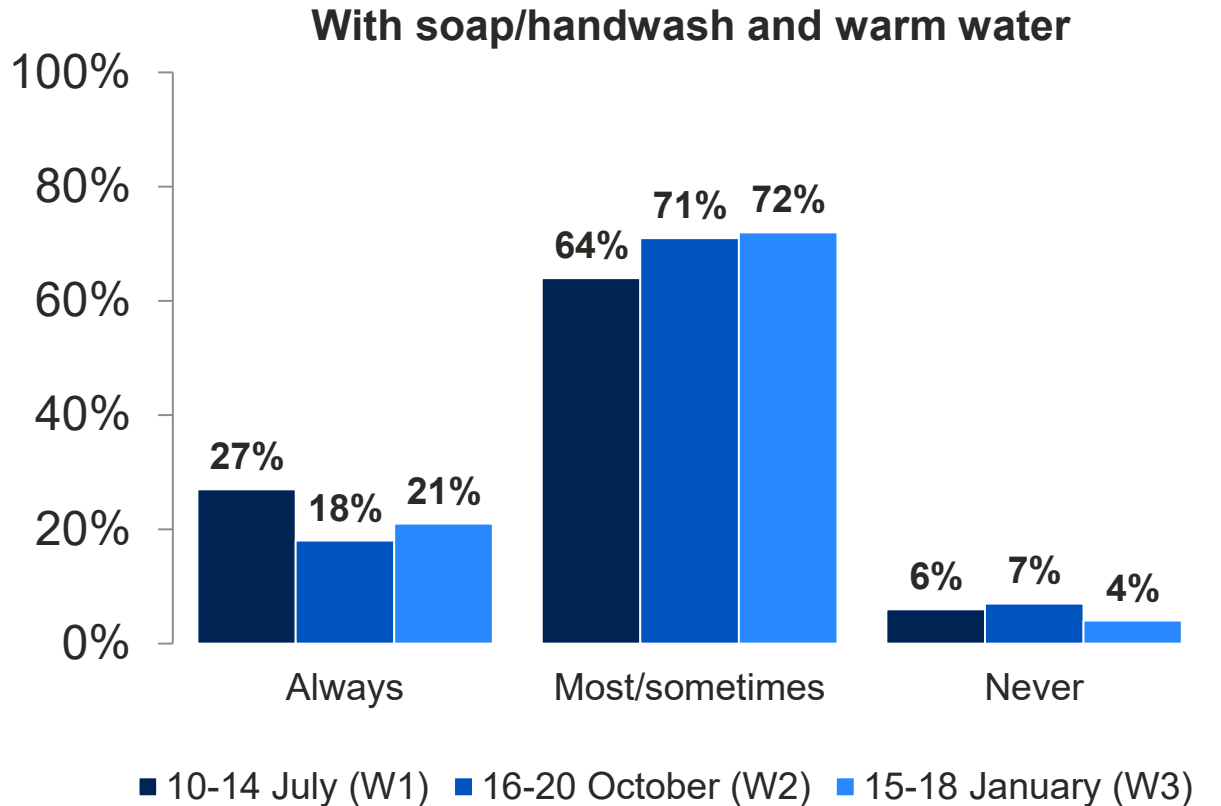
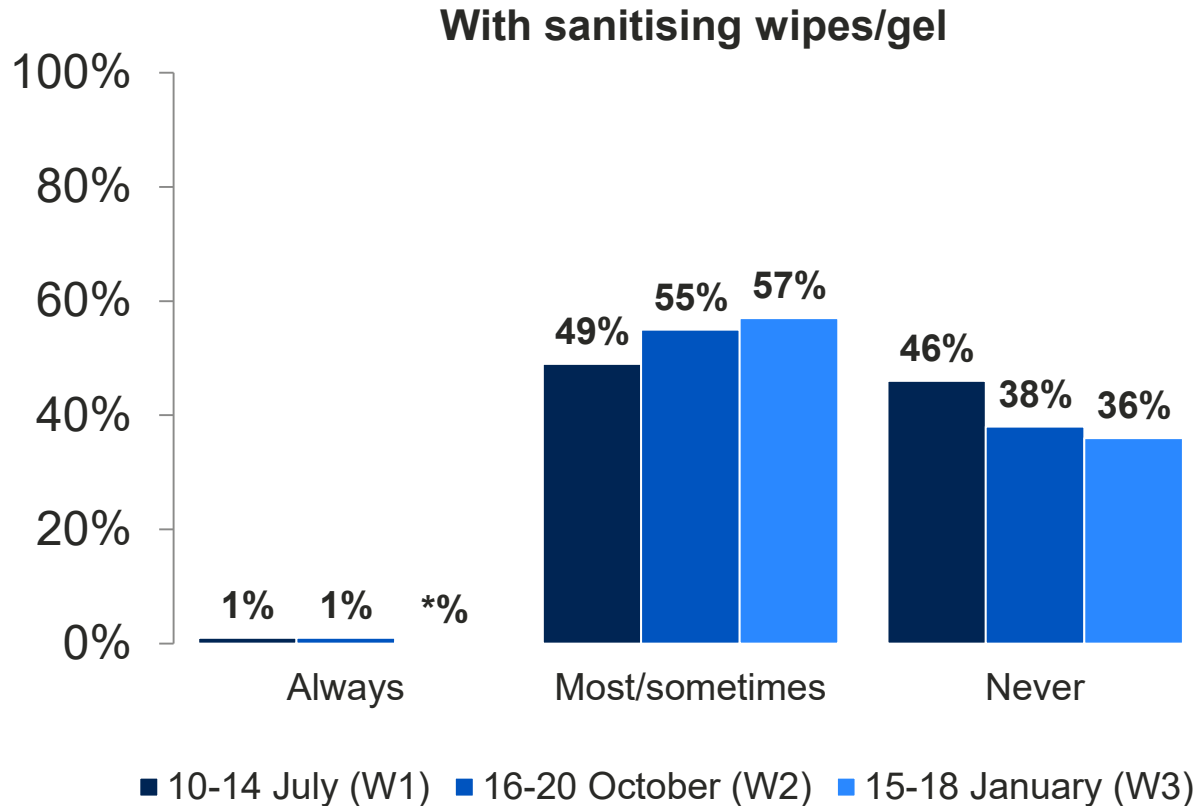
Thinking about when you are at home at the moment, how often do you wash your hands in each of the following ways?



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

Handwashing methods at home over time

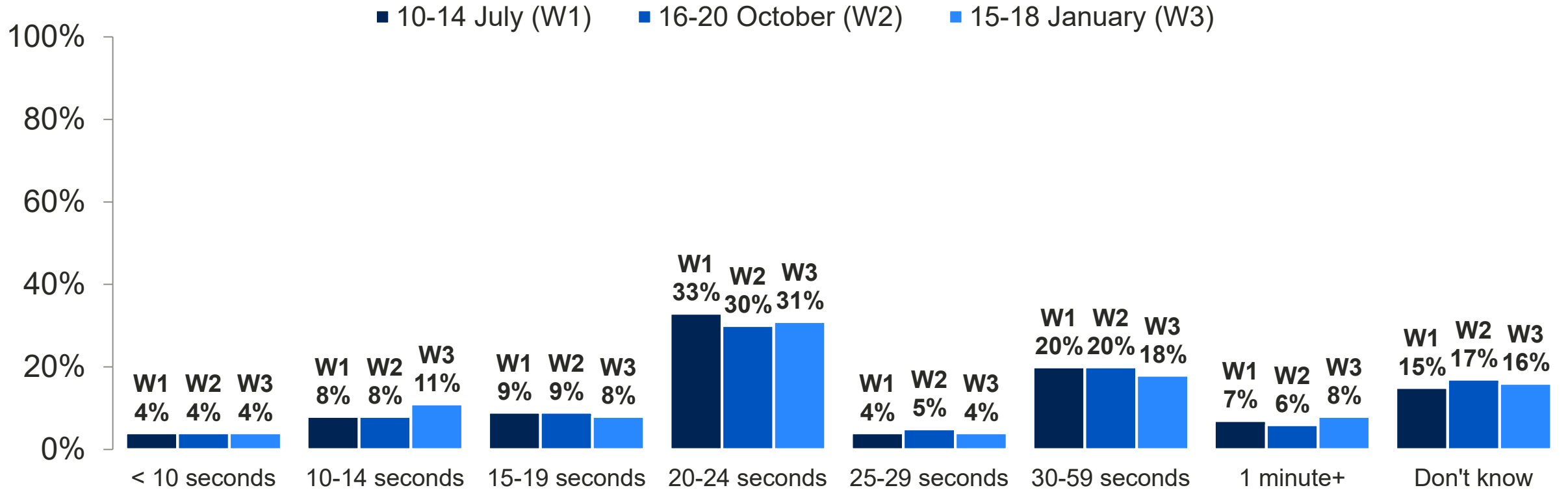
Thinking about when you are at home at the moment, how often do you wash your hands in each of the following ways?



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

Time spent handwashing over time

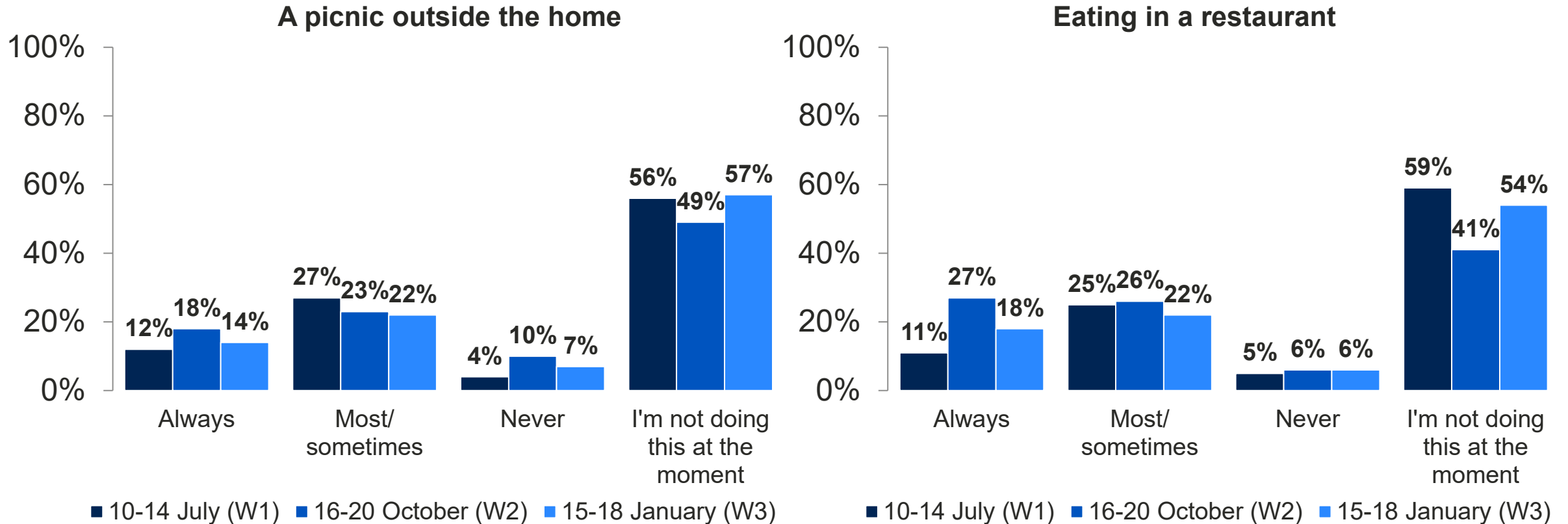
Thinking about when you are at home at the moment. How many seconds do you spend washing your hands each time?



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

Frequency of handwashing when eating outside the home

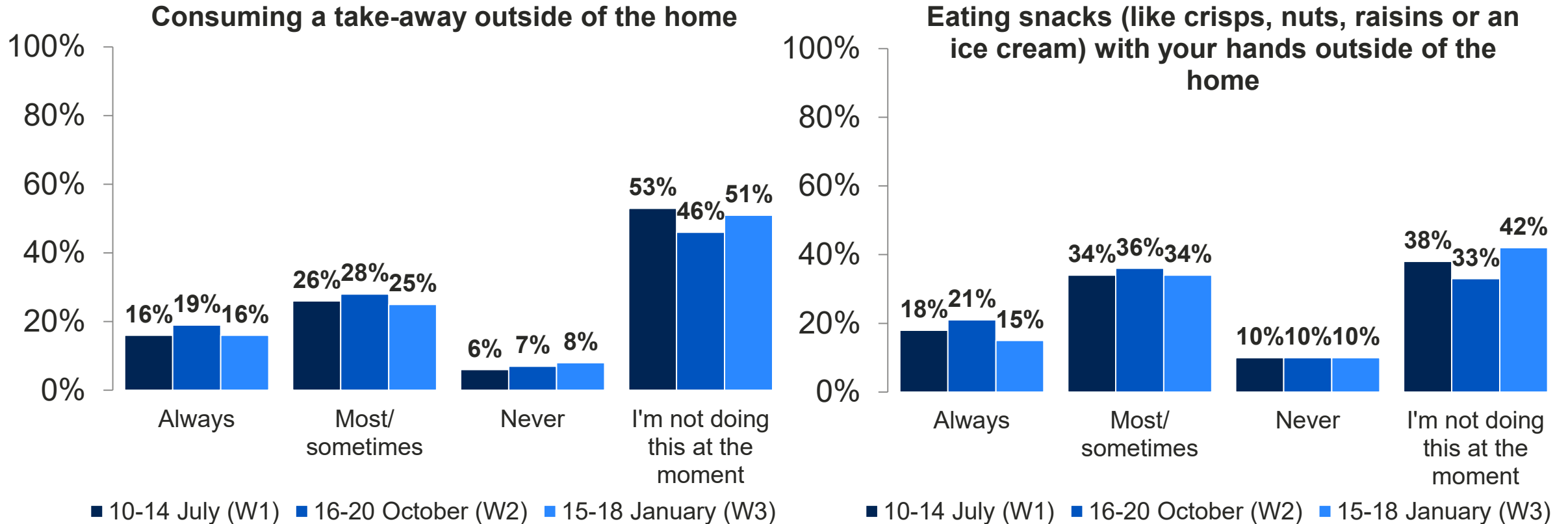
Thinking about when eating outside of your home at the moment. How often, if at all, do you wash your hands, or use hand sanitising wipes or gels, before eating in the following situation?



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

Frequency of handwashing when eating outside the home

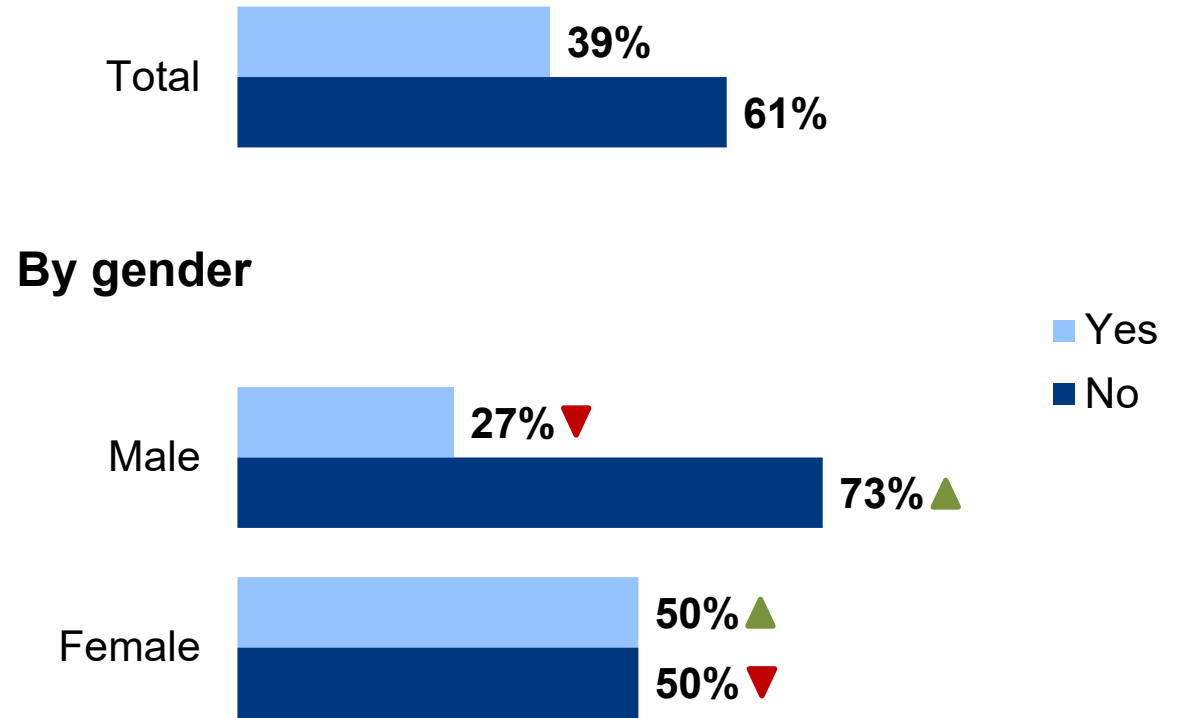
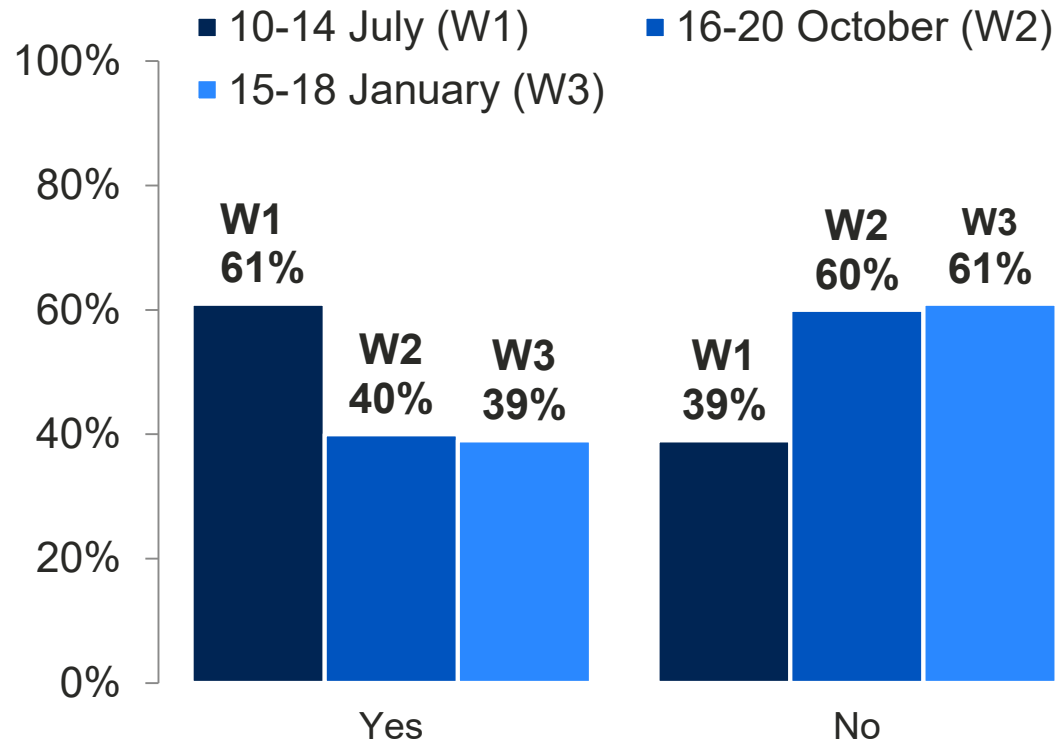
Thinking about when eating outside of your home at the moment. How often, if at all, do you wash your hands, or use hand sanitising wipes or gels, before eating in the following situation?



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

Prevalence of sore hands as a result of handwashing

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

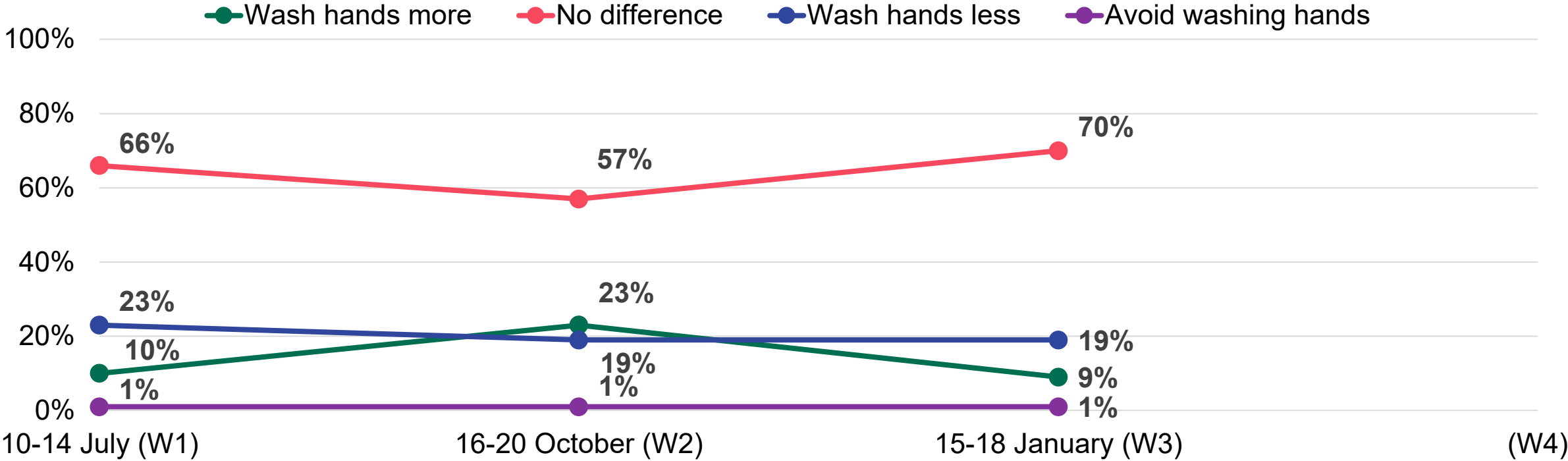


Base: Online Scotland adults 16-75, Male (266), Female (242), 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511)

▲ = 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?

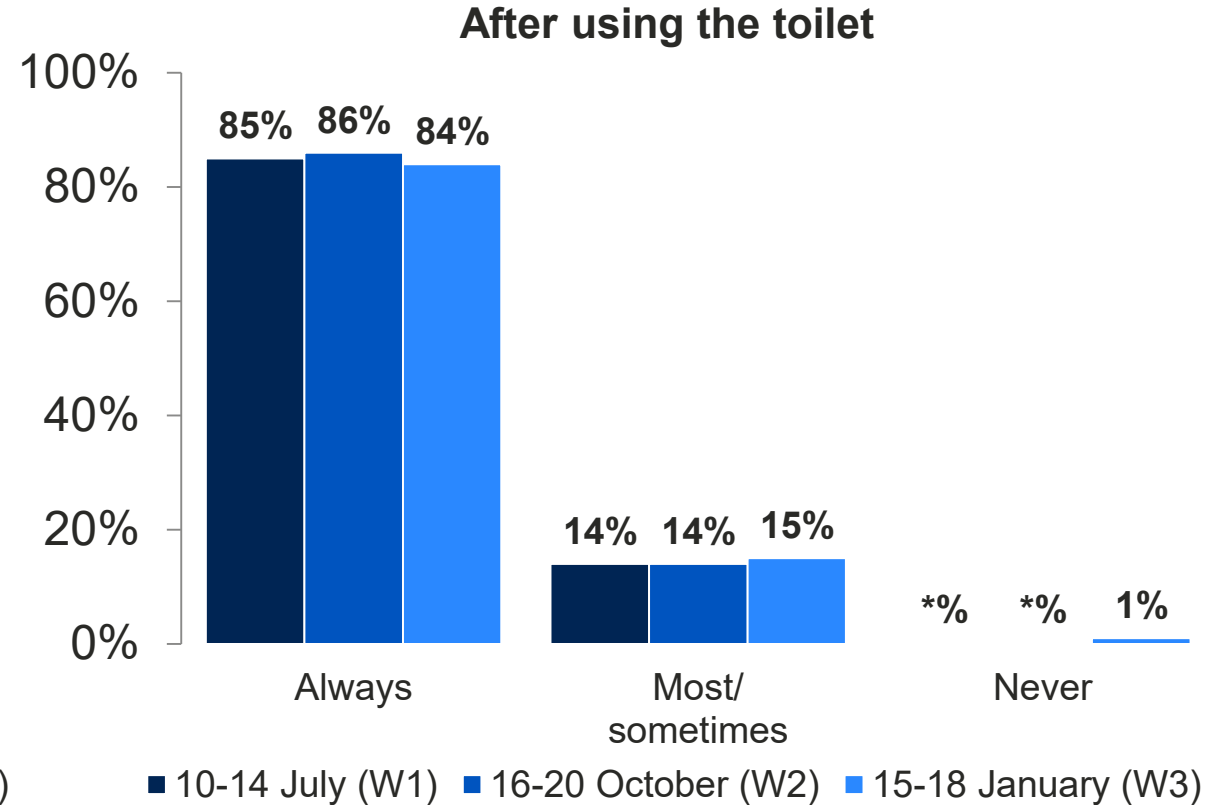
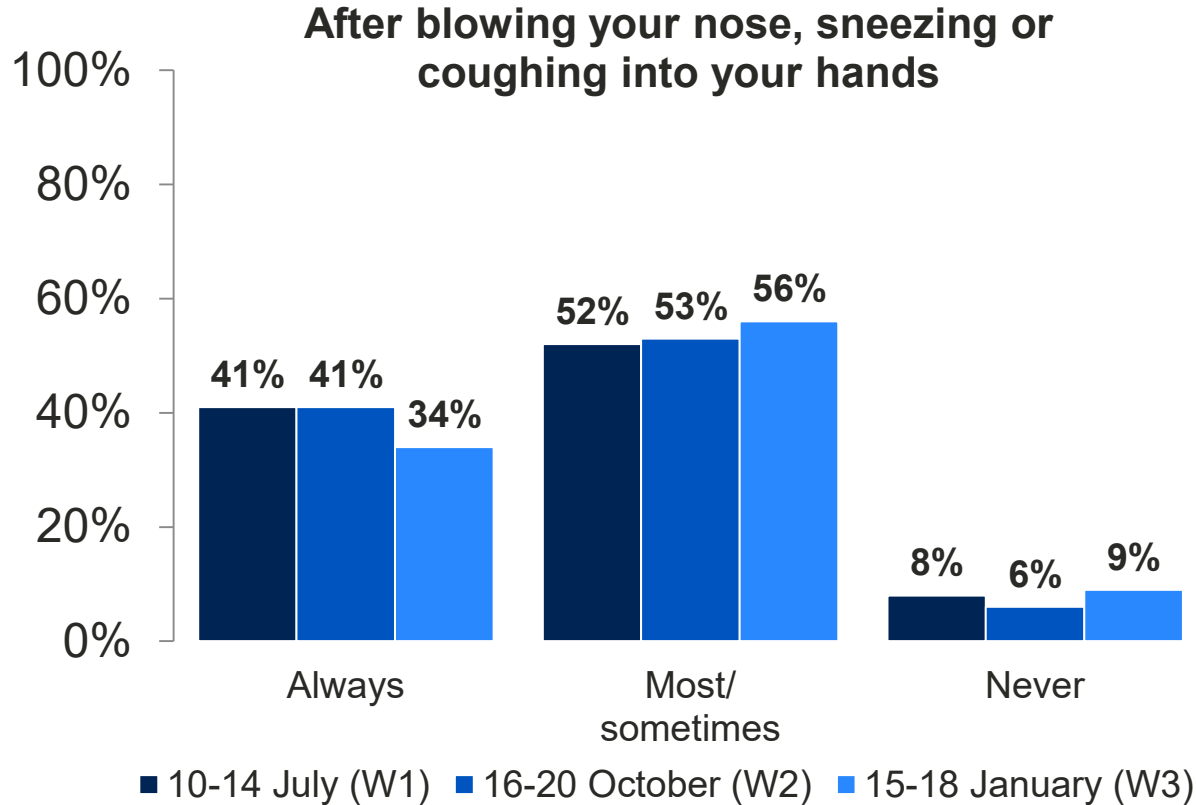


Base: Online Scottish adults 16-75 with sore hands, 10-14 July 2020 (178), 16-20 October 2020 (195), 15-18 January 2021 (199)



Frequency of handwashing

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

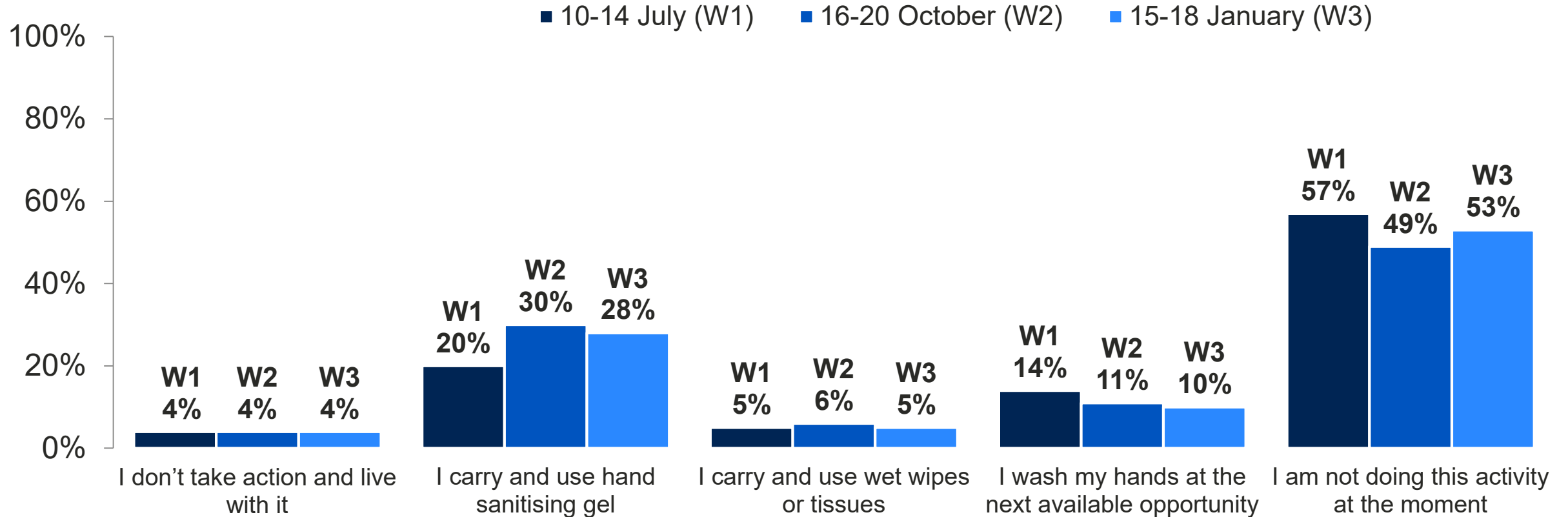


Base: Online Scotland adults 16-75, 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511)

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

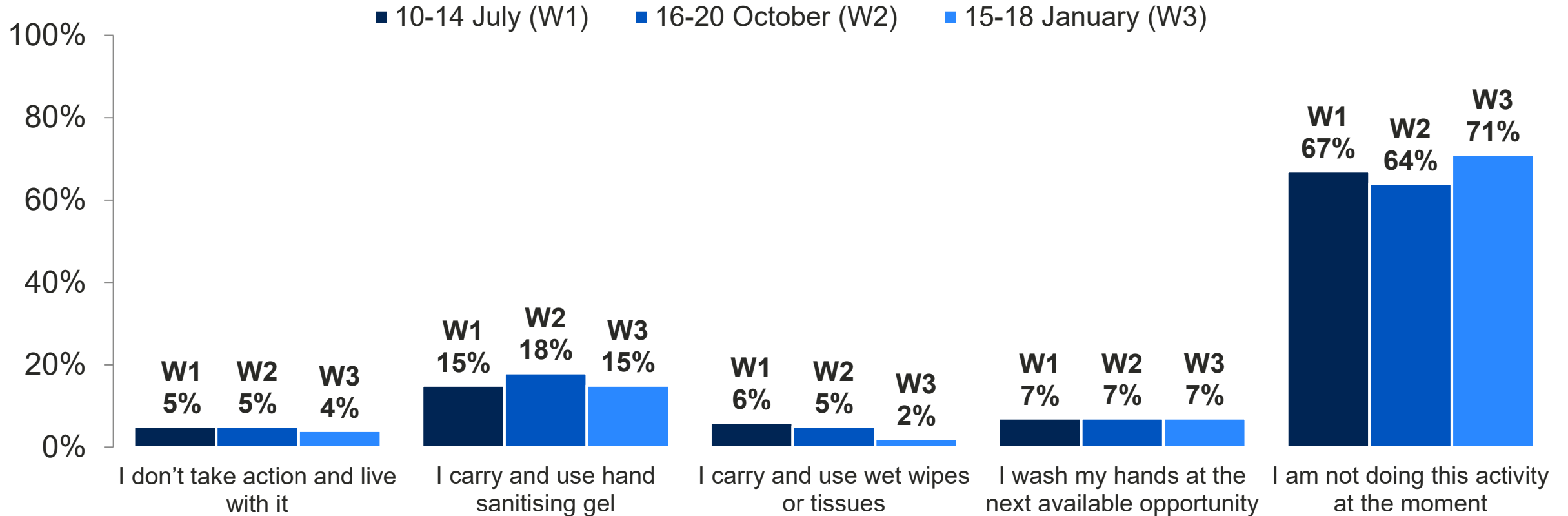


Base: Online Scotland adults 16-75, 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511)

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

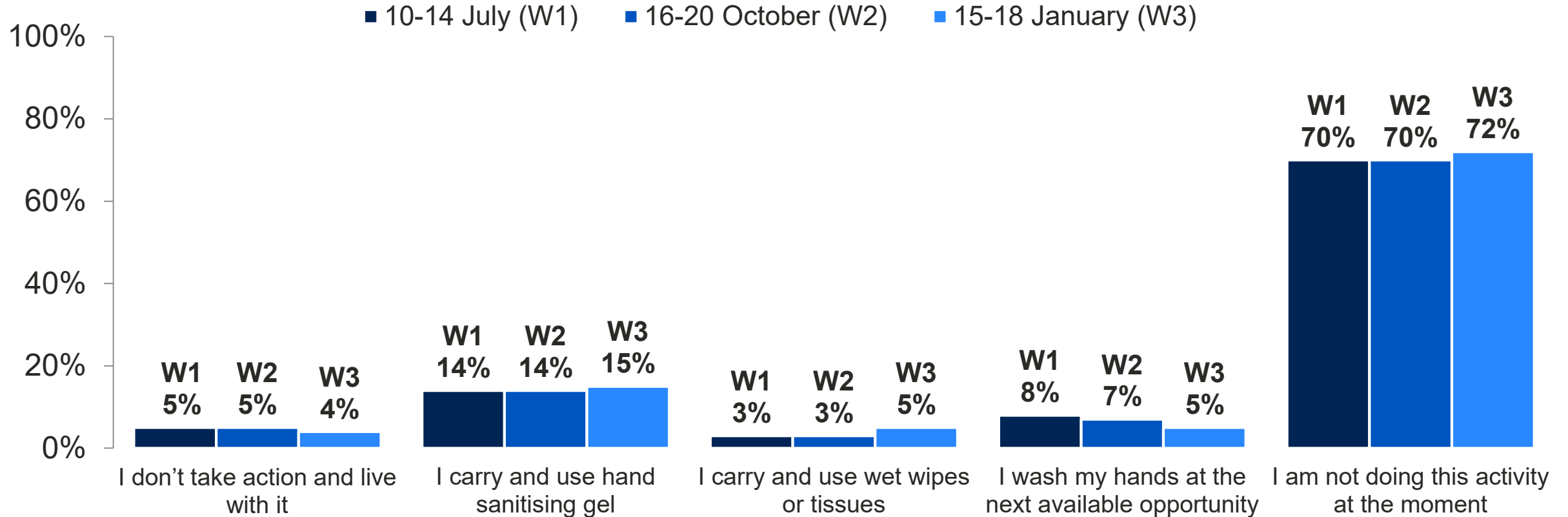


Base: Online Scotland adults 16-75, 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511)

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

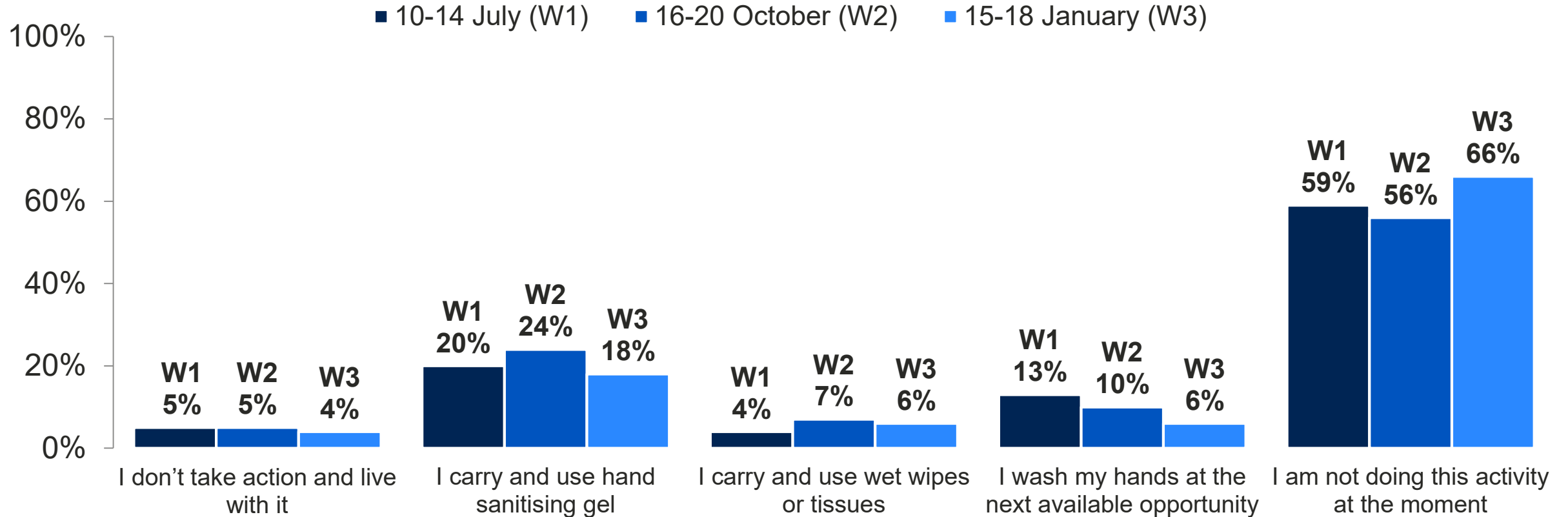


Base: Online Scotland adults 16-75, 10-14 July 2020 (495), 16-20 October 2020 (505), 15-18 January 2021 (511)

Impact when handwashing facilities are not available

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

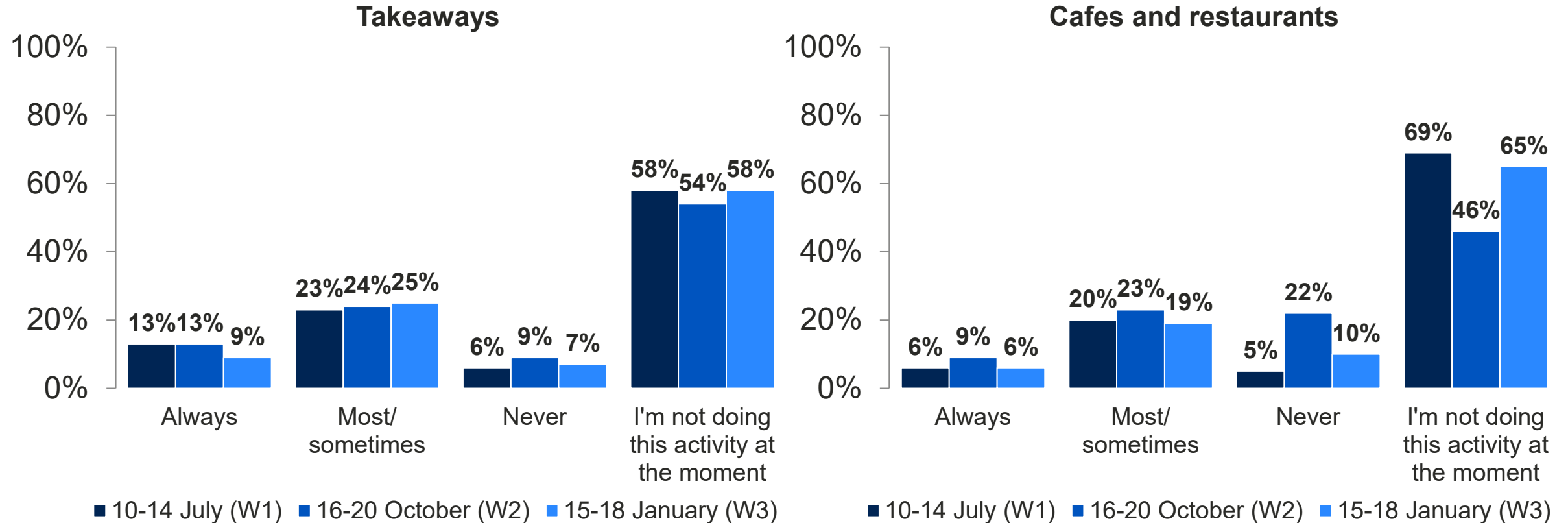
Attending a social event



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

Frequency of handwashing facilities being unavailable

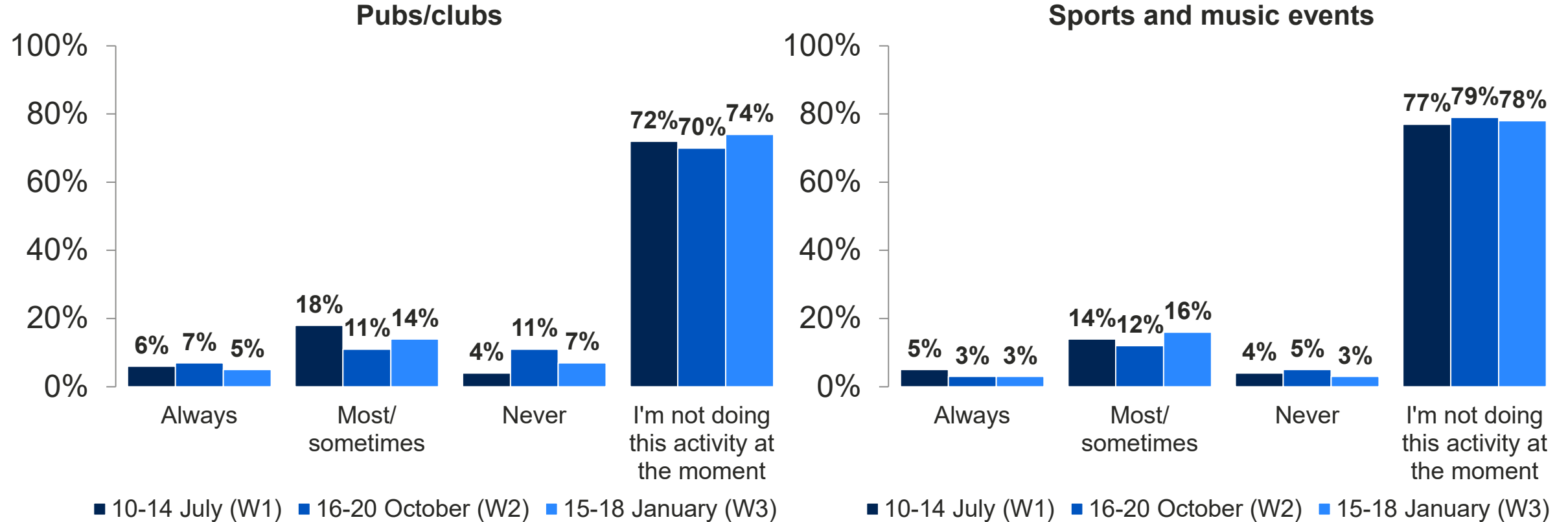
How often, if at all, do you find handwashing facilities are not available or not usable in the following places at the moment?



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

Frequency of handwashing facilities being unavailable

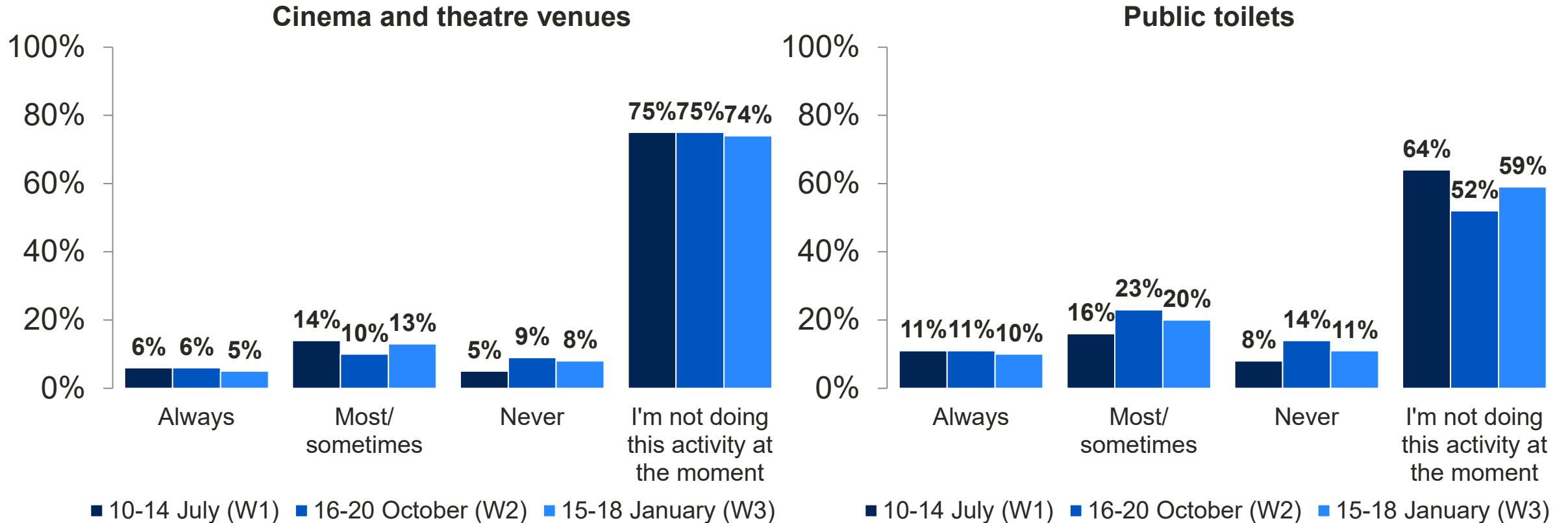
How often, if at all, do you find handwashing facilities are not available or not usable in the following places at the moment?



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

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)

Ipsos MORI

FSS Handwashing Consumer Tracker Wave 3: January 2021

For more information

Daniel Cameron
Research Director
Daniel.cameron@ipsos.com

Vicky Mullis
Senior Research Executive
Vicky.Mullis@ipsos.com

Ipsos MORI

