

Ecolab Hygiene Awareness Index 2020

Tracking Australia's
awareness and attitudes
to hygiene safety

NOVEMBER 2020
COVID EDITION

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Everywhere It Matters™

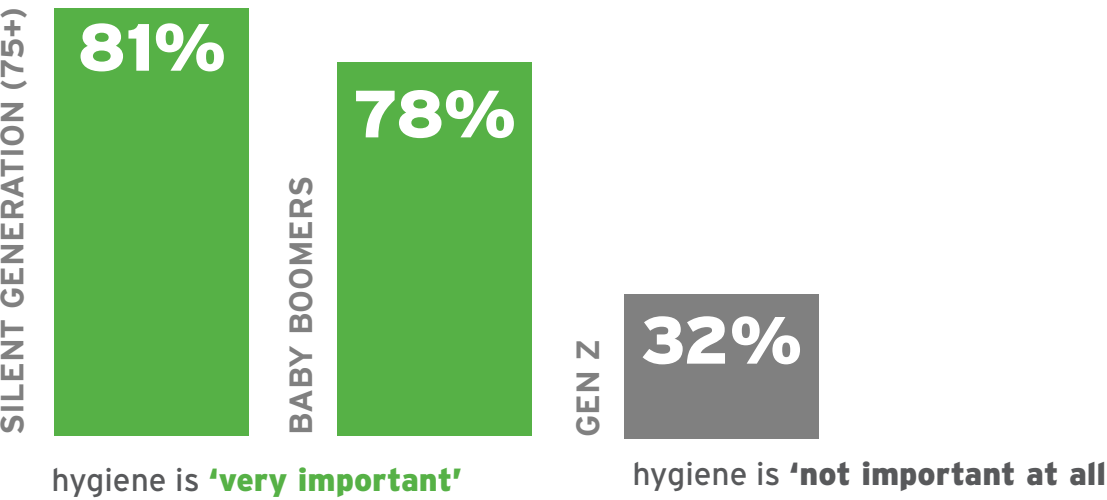


ATTITUDES

97% of Australians say hygiene is **'important'** to them in terms of the places they go and products and services they use.

71% say hygiene is **'very important'**

IMPORTANCE INCREASES WITH AGE...



AWARENESS

90% of Australians say they are **'more aware'** of good hygiene vs. 12 months ago (pre COVID).



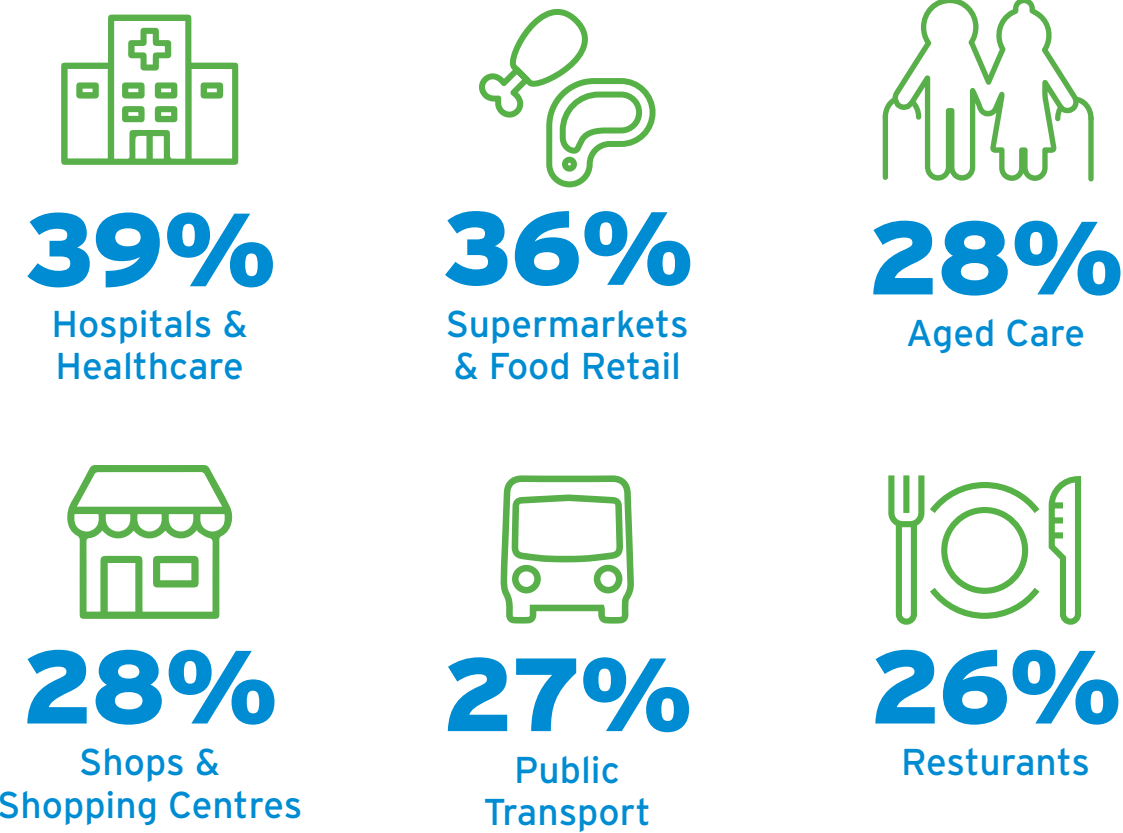
48% **'much more aware'**

Biggest change is with older Australians: **68%** of Baby Boomers and **65%** of the Silent Generation (75+) say they're **'much more aware'**

...While **32%** of Gen Z say they're **'not at all more aware'**

HOTSPOTS

TOP 6 Hygiene Hotspots where Australians want / expect trusted, globally-leading hygiene solutions:



INFORMATION

Australians are very interested to know about **what hygiene safety is in place.**

86% say it's **'important'** to know about the types / brands of hygiene solutions being used.

45% say it's **'very important'** to know

...With Males **50%** and Parents **52%** considering it **'very important'**

BRANDS

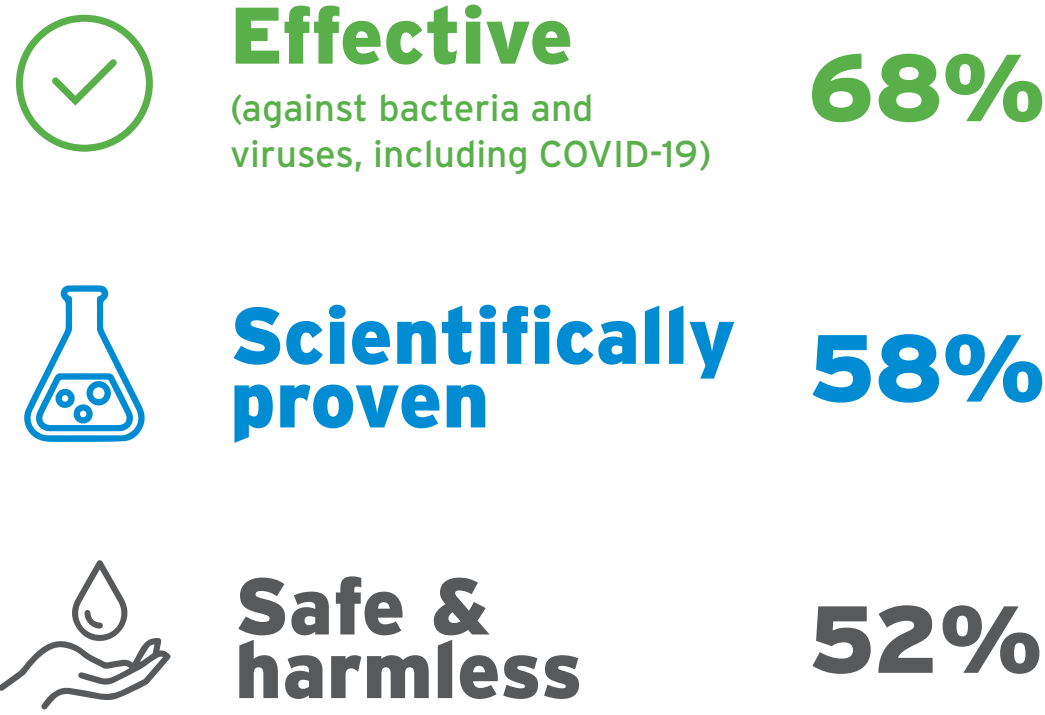
Quality and credentials matter.

87% of Australians believe it's **'important'** solutions are from a trusted and globally-leading hygiene brand.

... With **55%** saying it's **'very important'**

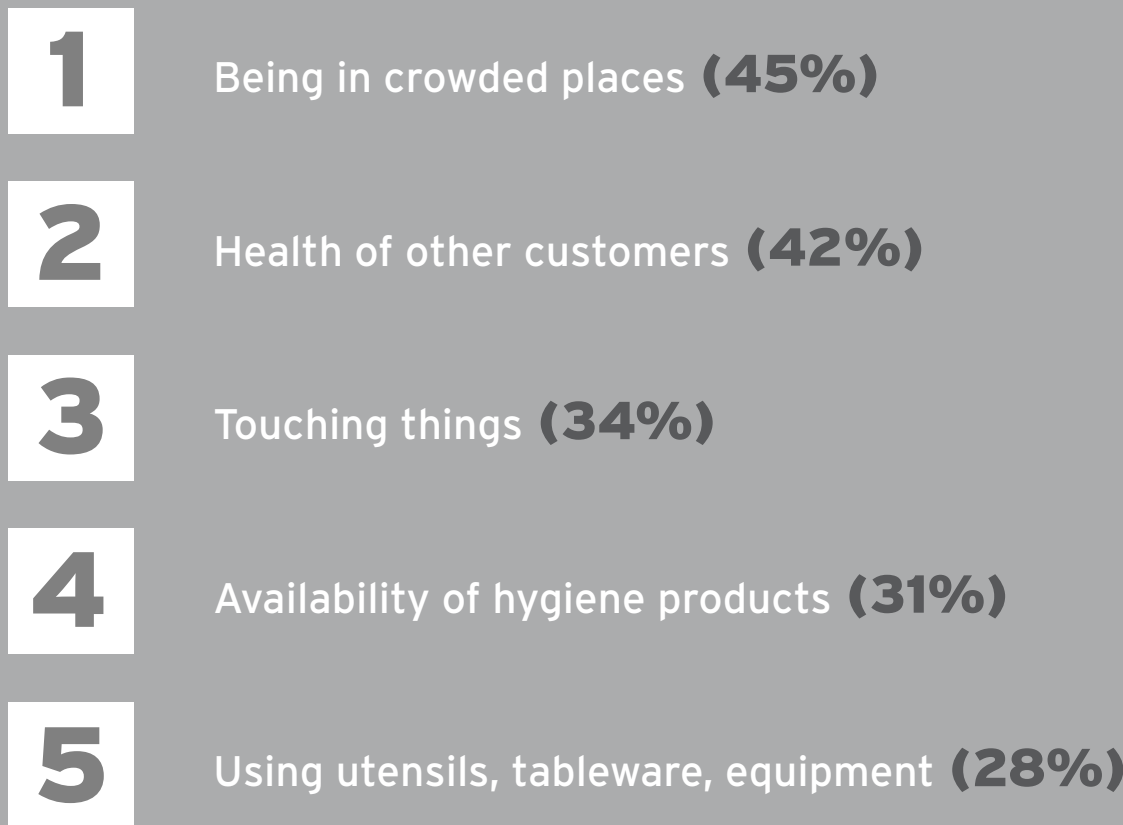
PRODUCTS

TOP 3 most meaningful attributes of hygiene solutions being used:



CONCERNS

TOP 5 biggest concerns about physically interacting with a business or service:



CONFIDENCE

Using and communicating quality hygiene solutions positively impacts Australians' confidence to interact.

88% of Australians agree to the statement:

"knowing a business, brand or service uses a **trusted** and **globally-leading** hygiene product and solution makes me **more likely** and **confident** to interact with them."



Study Methodology

- Published results taken from the Ecolab Australia Hygiene Attitude & Awareness Study.
- Online survey conducted 16 to 20 October 2020.
- 13 questions served via email link to the Dynata Australian consumer panel.
- n=1000 responses. 18-75+ years olds. Nationally representative.

About Ecolab

Every day Ecolab is helping make Australian lives cleaner, safer, healthier and more sustainable. Everywhere it matters.

Ecolab is the global leader in hygiene safety, water and infection prevention solutions and services with annual sales of USD13 billion and more than 45,000 associates servicing nearly three million commercial customer locations worldwide.

Partnering with many of Australia's biggest and most important businesses, institutions and brands, Ecolab helps ensure healthy environments and food safety for customers, employees, patients and partners.

Ecolab hygiene safety products and solutions span all aspects of Australian society and industry, including Hospitals and Healthcare, Aged Care, Public Transport, Schools, Emergency Services, Restaurants, Hotels, Retail, Food & Beverage Manufacturers, Mining and more. Ecolab is 'Everywhere it matters'.

Trusted in Australia. Number one around the world.

More at en-au.ecolab.com

Contact

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