

# Ecolab NZ Hygiene Awareness Index 2021

Tracking New Zealand's  
awareness and attitudes  
to hygiene safety

MARCH 2021  
COVID EDITION

**ECOLAB**<sup>®</sup>  
Everywhere It Matters™

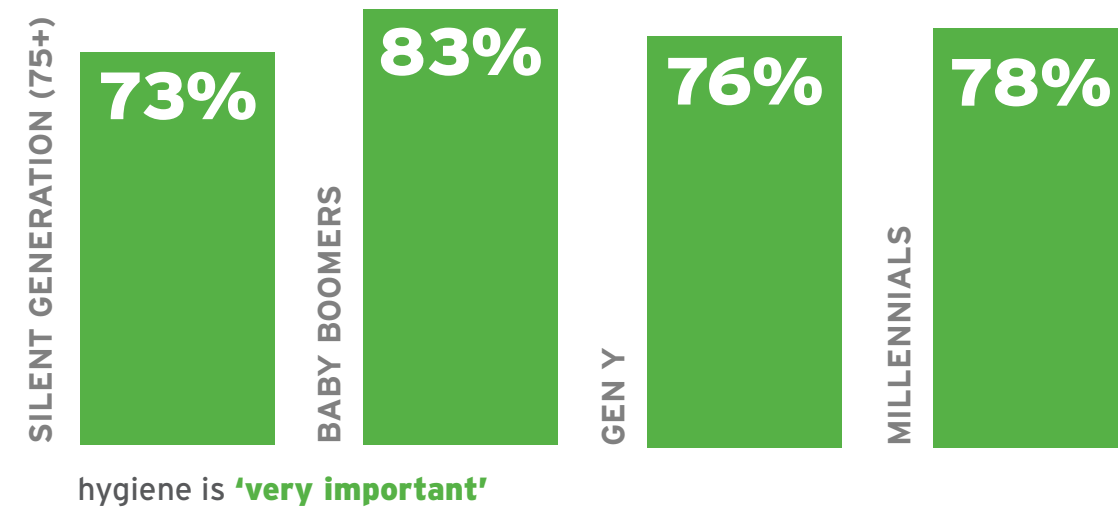


ATTITUDES

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

**78%** say hygiene is 'very important'

IMPORTANCE PEAKS IN MIDDLE AGE...



BRANDS

Quality and credentials matter.

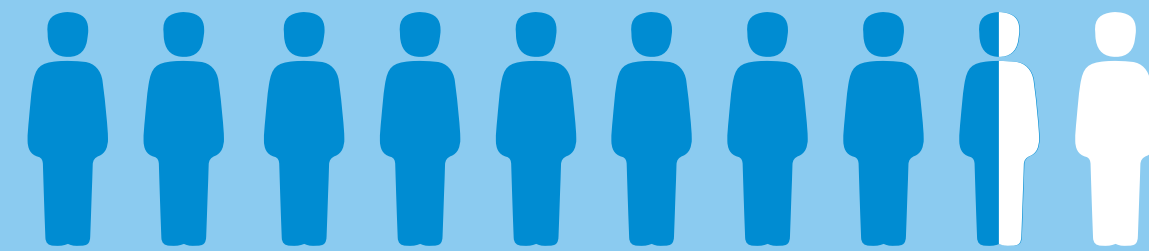
**84%**

of Kiwis believe it's 'important' solutions are from a trusted and globally-leading hygiene brand.

... With **47%** saying it's 'very important'

AWARENESS

**85%** of Kiwis say they are 'more aware' of good hygiene vs. 12 months ago (pre COVID).



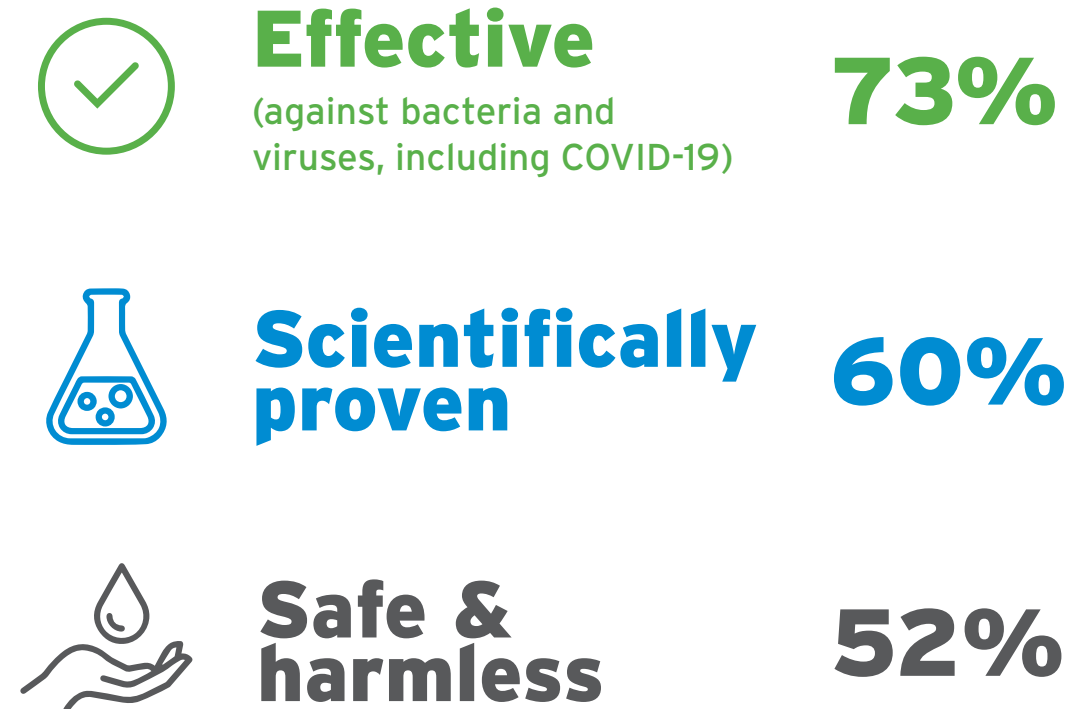
**43%** 'much more aware'

Biggest change is with younger and late middle-age Kiwis: 42% of Millennials and 54% of Baby Boomers say they're 'much more aware'

...While **20%** of Gen Z say they're 'not at all more aware'

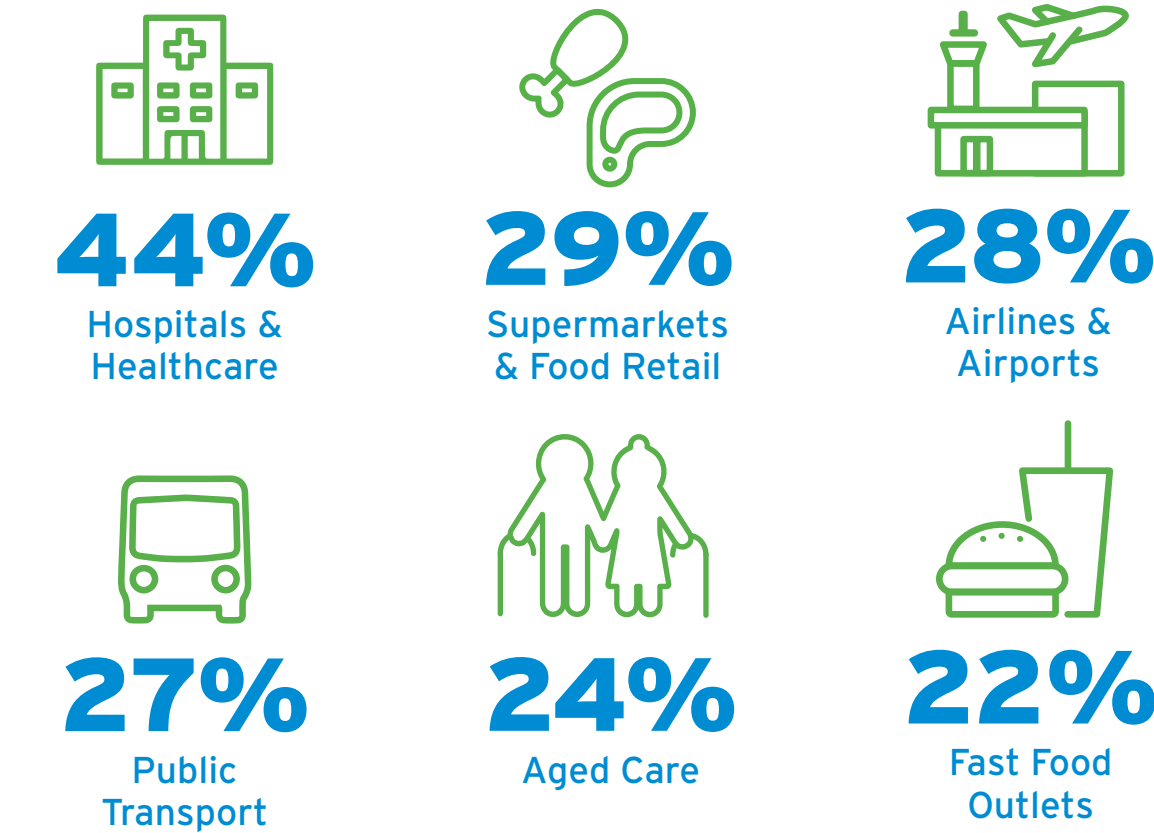
PRODUCTS

**TOP 3 most meaningful attributes** of hygiene solutions being used:



HOTSPOTS

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



INFORMATION

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

**84%**

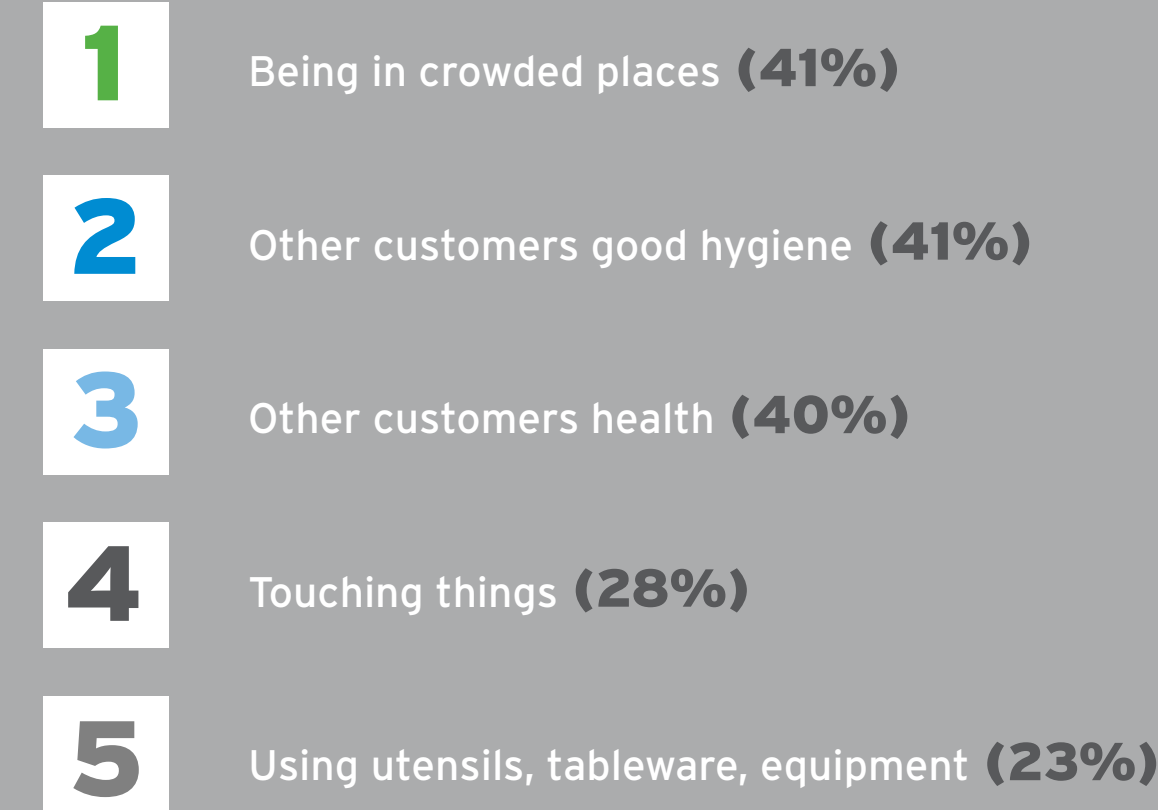
say it's 'important' to know about the types / brands of hygiene solutions being used.

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

...With Females **47%** and Parents **49%** considering it 'very important'

CONCERNS

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



CONFIDENCE

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

**89%** of Kiwis 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."

## COVID CONCERNS

Kiwi's **greatest concerns** about the pandemic right now:

- New strains **(40%)**
- Undetected infections **(39%)**
- Economic hardship **(35%)**
- Knowing when it will end **(34%)**
- Quarantine outbreaks **(32%)**
- Efficacy of vaccines **(30%)**
- Safety of vaccines **(27%)**
- Lockdowns **(25%)**
- Not able to travel OS **(16%)**
- Excessive government control **(11%)**
- Social isolation **(10%)**



## Study Methodology

- Published results taken from the Ecolab NZ Hygiene Awareness & Attitude Study.
- Online survey conducted 1 to 3 March 2021.
- 14 questions served via email link to the Dynata consumer panel.
- n=1000 responses. 18-75+ years olds. Nationally representative.

## About Ecolab

Every day Ecolab is helping make Kiwi 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 New Zealand'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 society and industry, including Hospitals and Healthcare, Aged Care, Public Transport, Schools, Emergency Services, Restaurants, Hotels, Retail, Food & Beverage Manufacturers, Agriculture, Mining and more. Ecolab is 'Everywhere it matters'.

Trusted in New Zealand. Number one around the world.

More at [en-nz.ecolab.com](https://en-nz.ecolab.com)

## Contact

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