

Research into New Zealanders' Attitudes Towards Hygiene

*Prepared by: TNS New Zealand Limited
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Highlights

- ❑ 77% of all New Zealanders think washing their hands is extremely important, but only 54% think drying their hands is extremely important
- ❑ 60% of New Zealanders prefer drying their hands with disposable paper towels when away from home
- ❑ 50% of women wash their hands more than 10 times a day, compared with 22% of men
- ❑ 31% of New Zealanders are either relatively or extremely concerned about bird flu
- ❑ 2% of New Zealanders have bought Tamiflu, yet 35% of New Zealanders would buy it if they could
- ❑ Only one in five New Zealanders spontaneously mentioned they would take more care with hygiene when asked how the spread of bird flu to New Zealand would affect their lifestyle

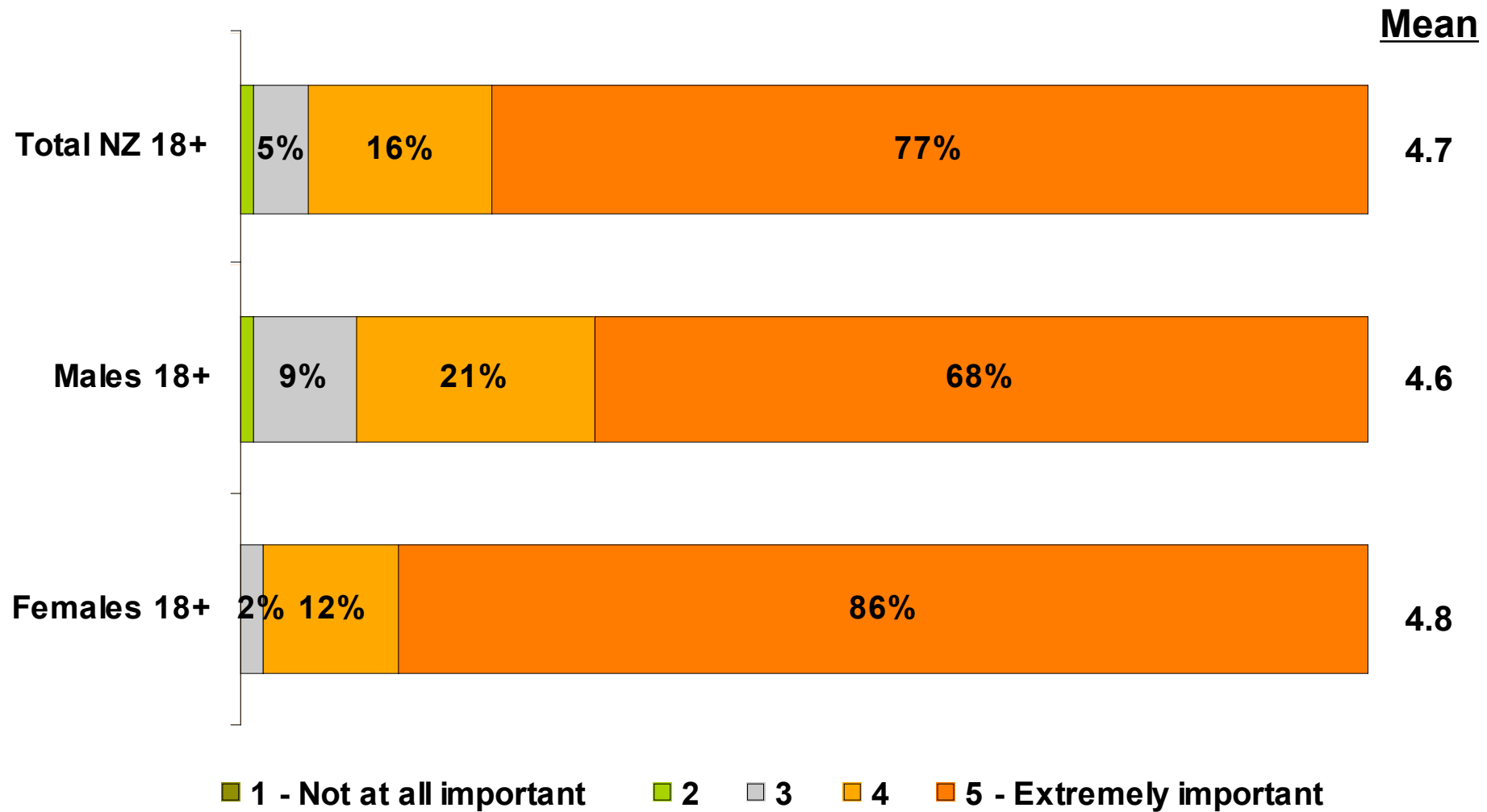
Research Methodology

- ❑ Telephone interviews with 507 New Zealanders aged 18 years and over using Computer Aided Telephone Interviewing (CATI)
- ❑ Broad quotas imposed to ensure sample representative in terms of region, age (3 breaks) and gender
- ❑ Data weighted according to population statistics for region, age, gender

Attitudes and behaviour regarding Hand Washing and Drying

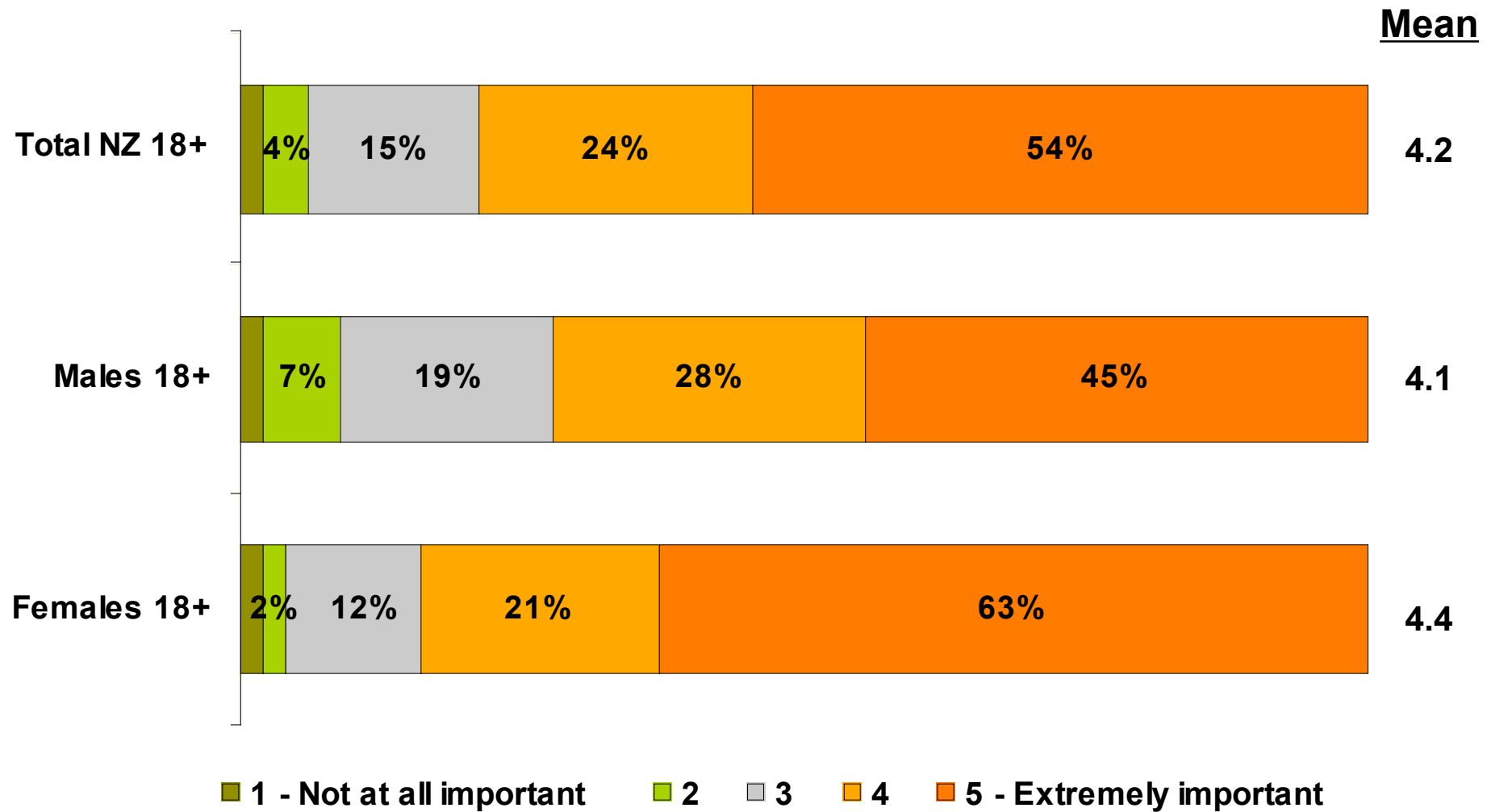


Level of importance of WASHING hands



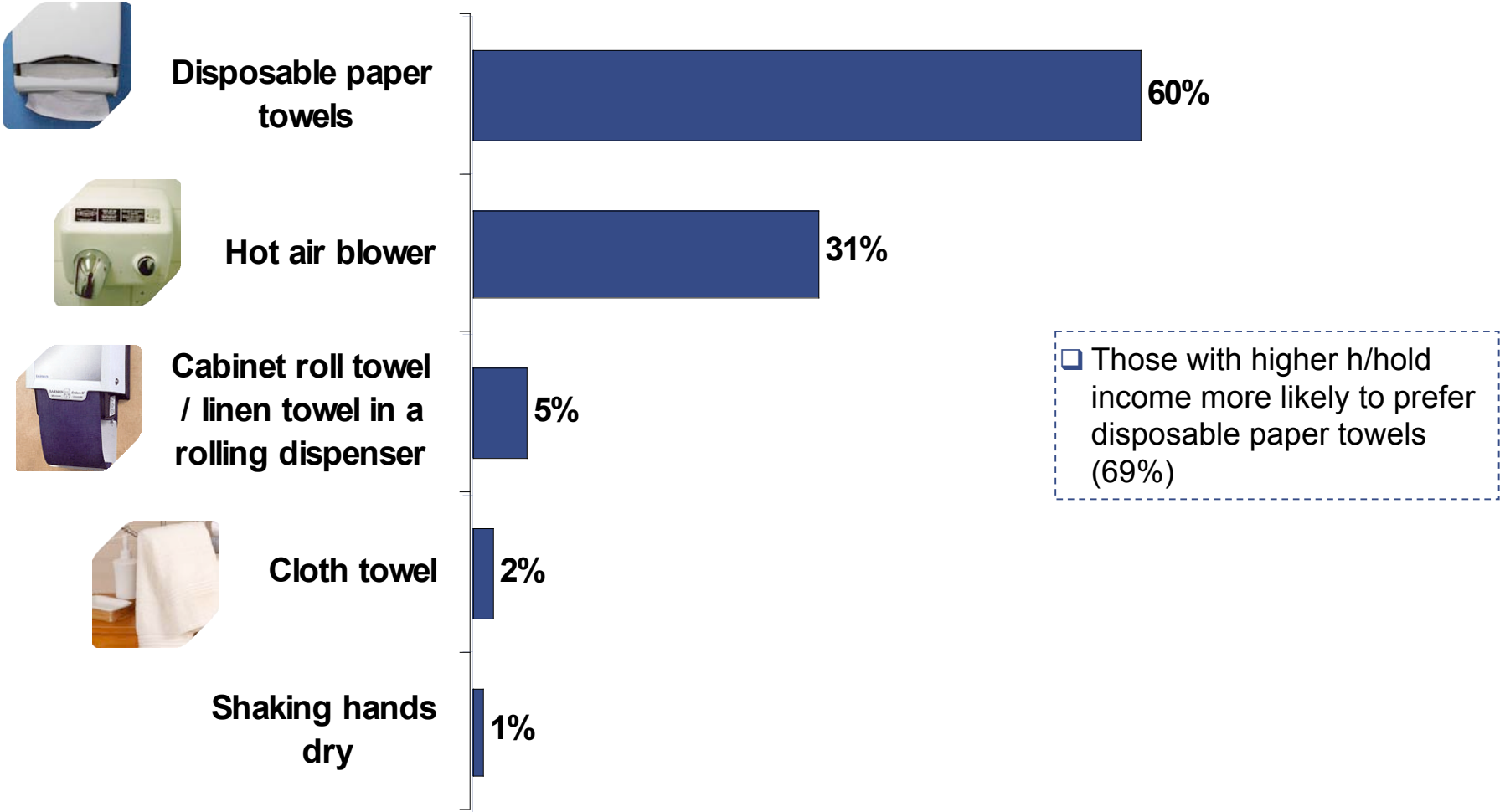
Base: Total n=507, Males n=251, Females n=256

Level of importance of DRYING hands (after washing hands)



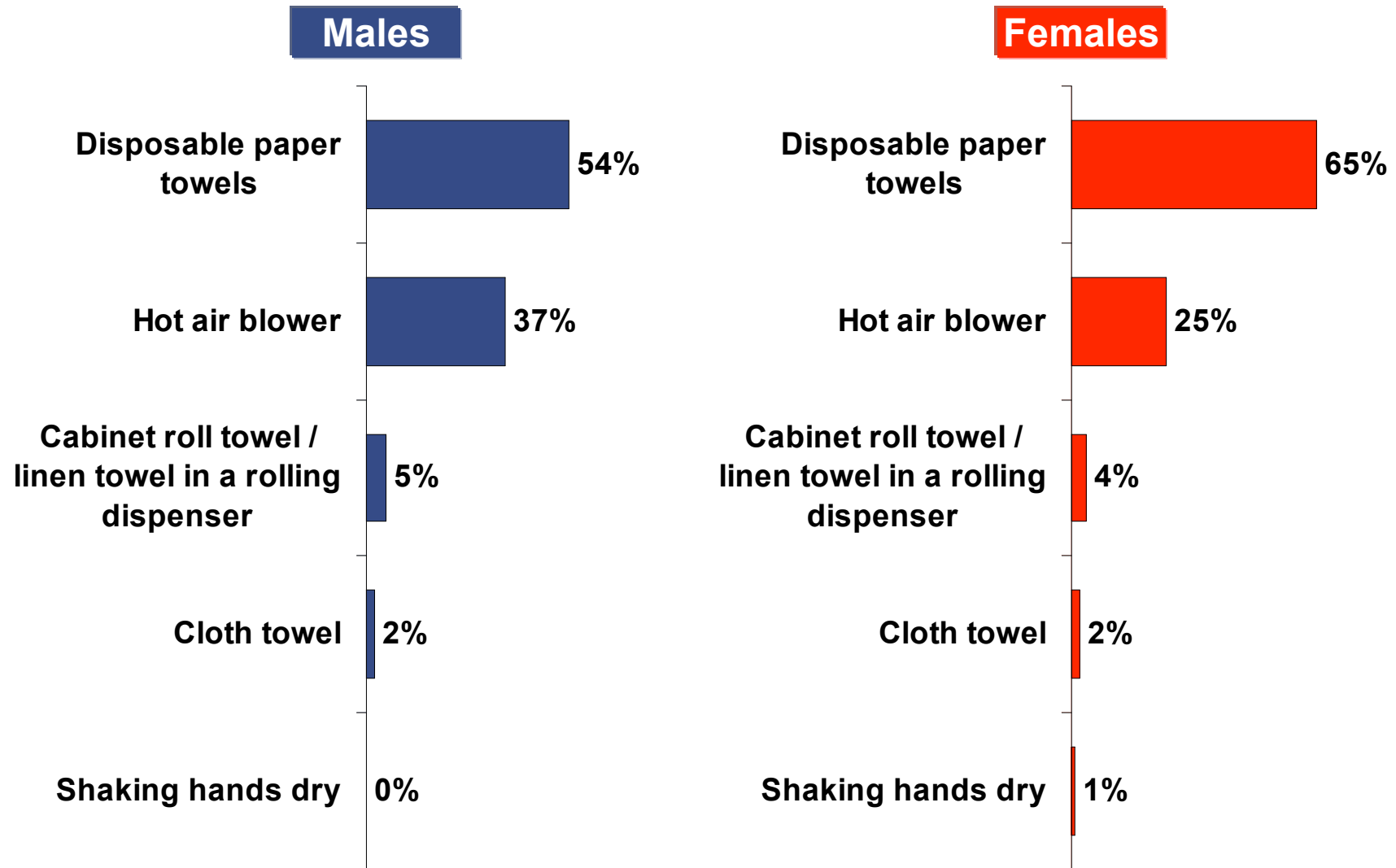
Base: Total n=507, Males n=251, Females n=256

Preferred method of drying hands



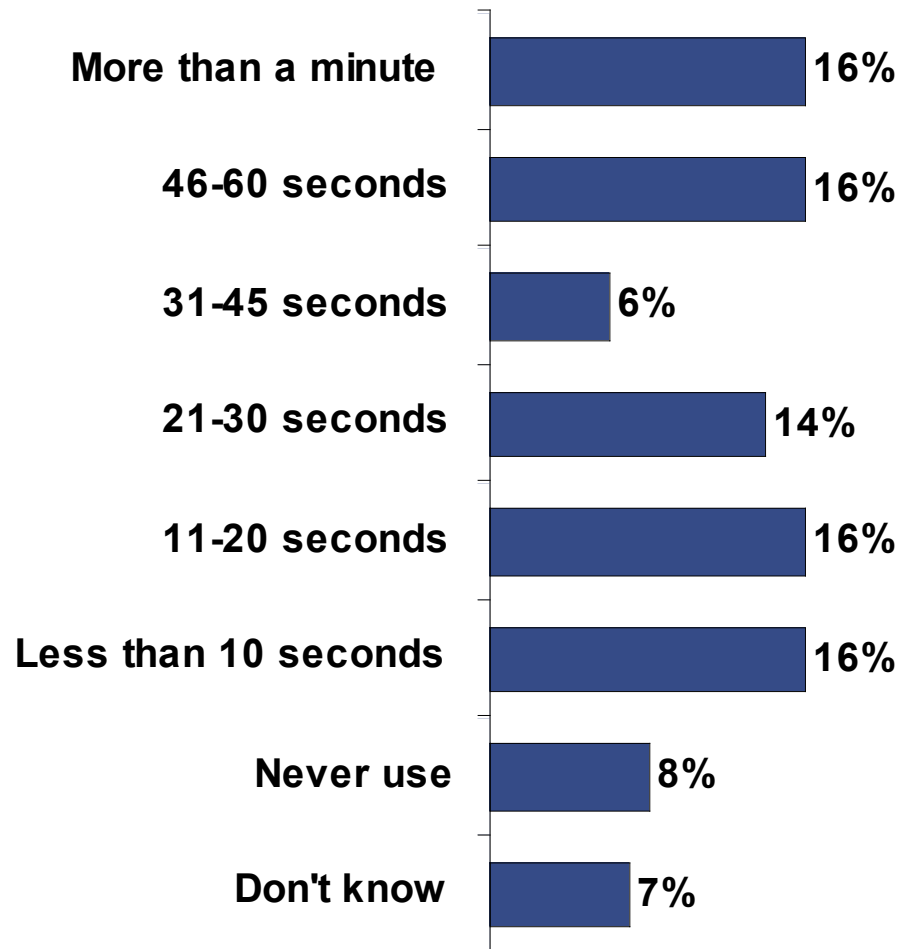
Base: n=507 Note - higher household income is defined as those more than \$50,000/annum

Preferred method of drying hands



Base: Total n=507, Males n=251, Females n=256

Length of time usually place hands under hot air blower



- 52% of people use a hot air blower for 45 seconds or less
- 32% of people use a hot air blower for more than 45 seconds
- People aged 18-34 yrs most likely to use for shorter time, less than 10 seconds (23%)

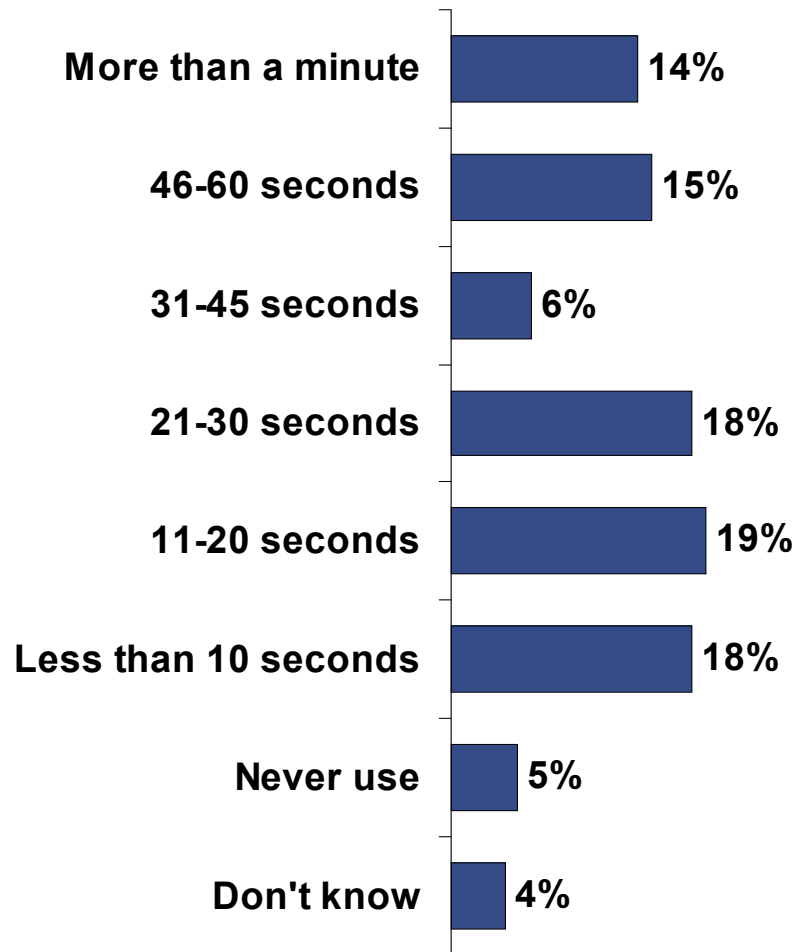


Base: n=507

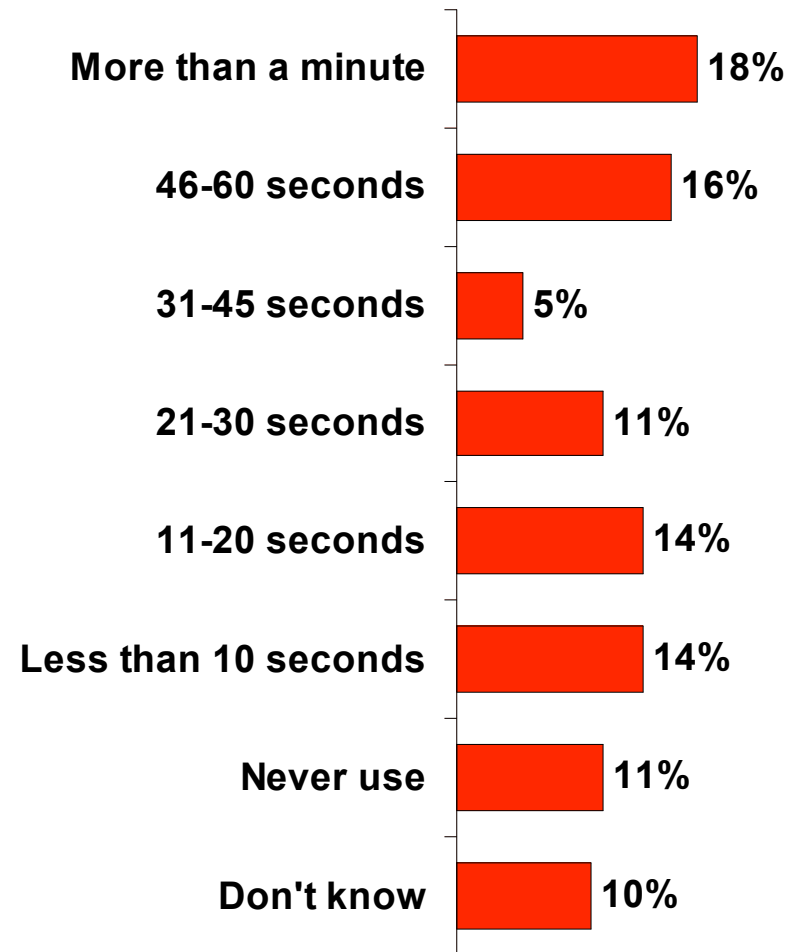
Length of time use a hot air blower for



Males

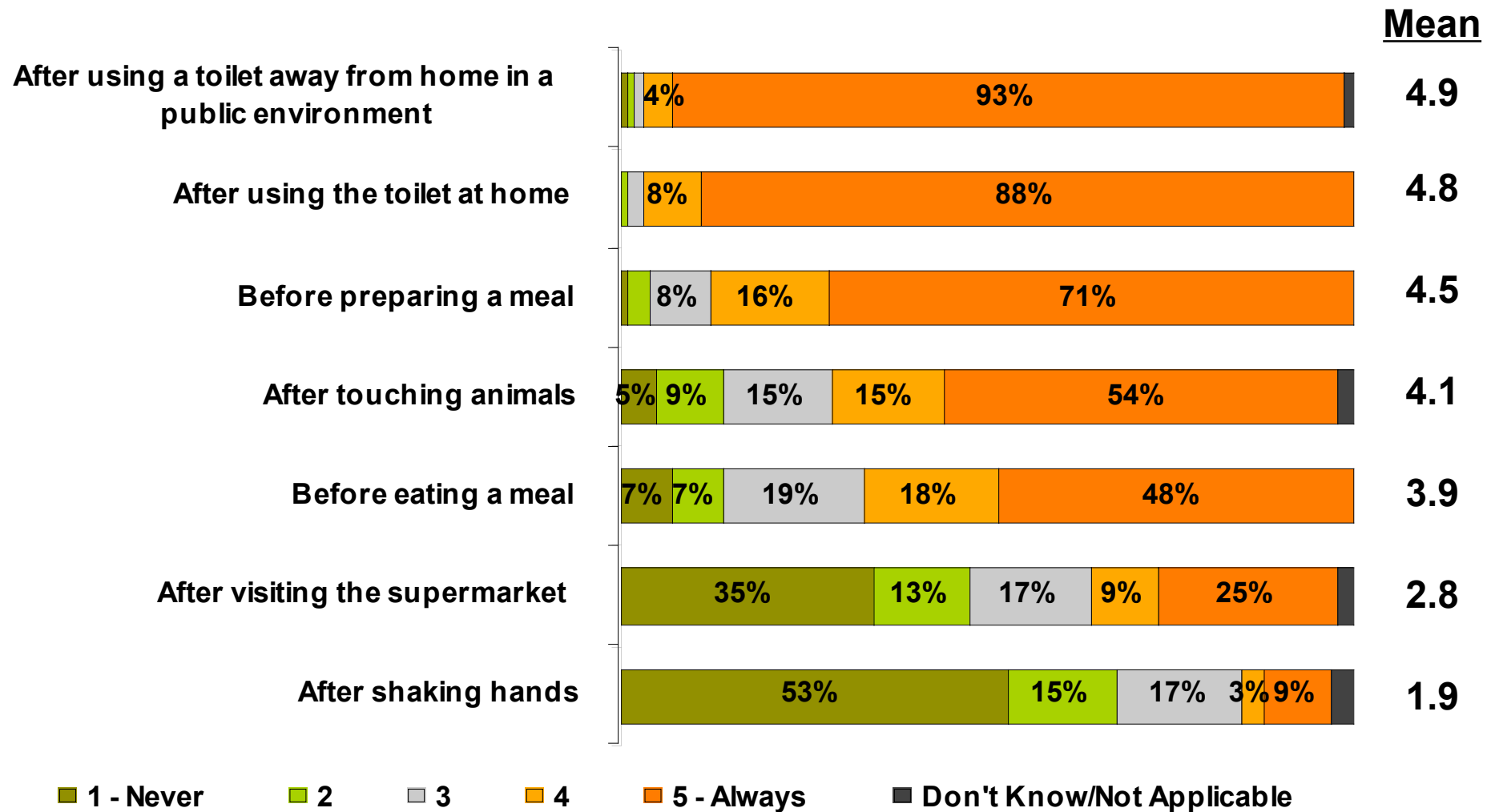


Females



Base: Total n=507, Males n=251 , Females n=256

Occasion – washing hands

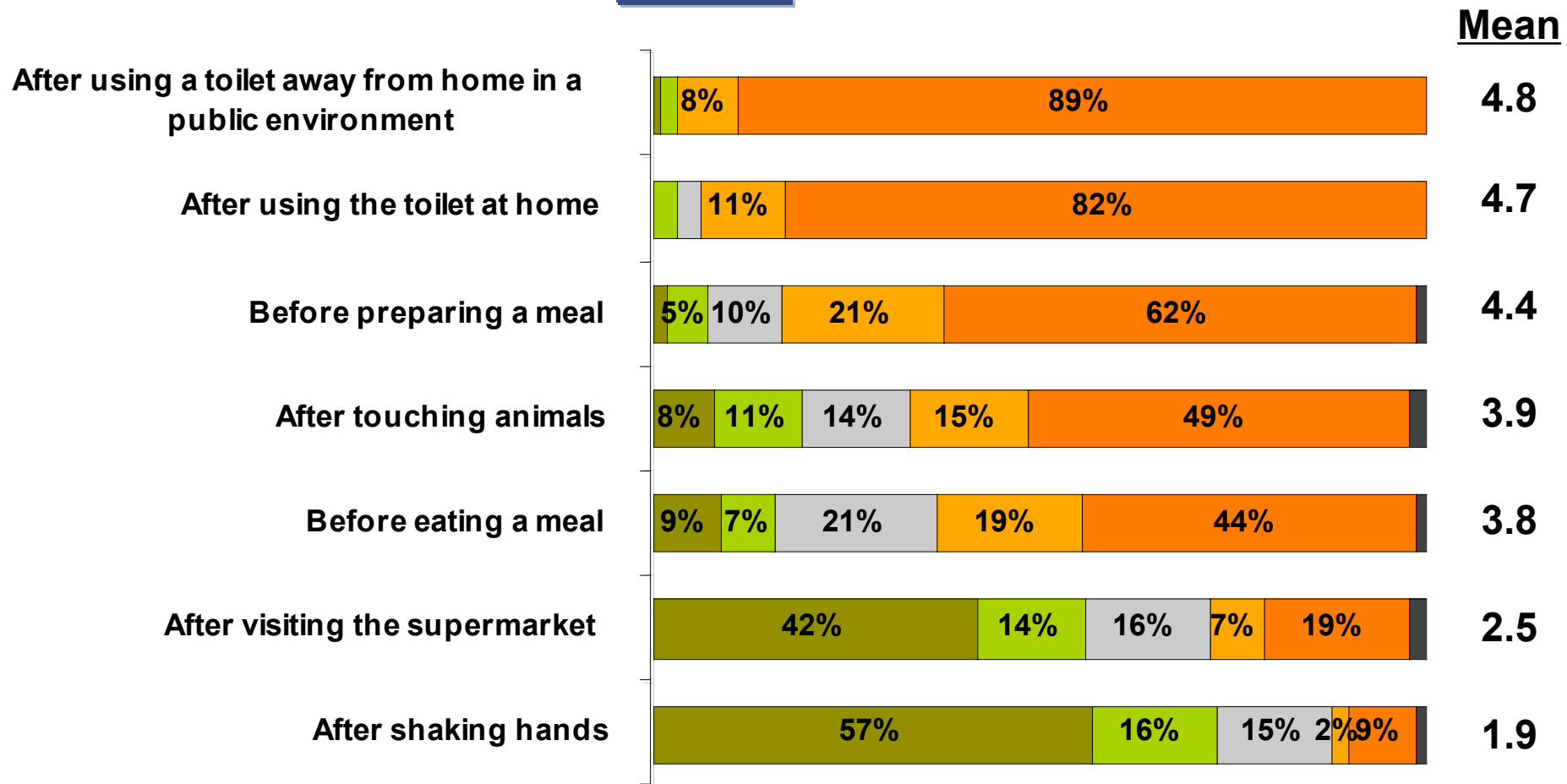


Base: n=507

Occasion – washing hands



Males



■ 1 - Never
 ■ 2
 ■ 3
 ■ 4
 ■ 5 - Always
 ■ Don't Know/Not Applicable

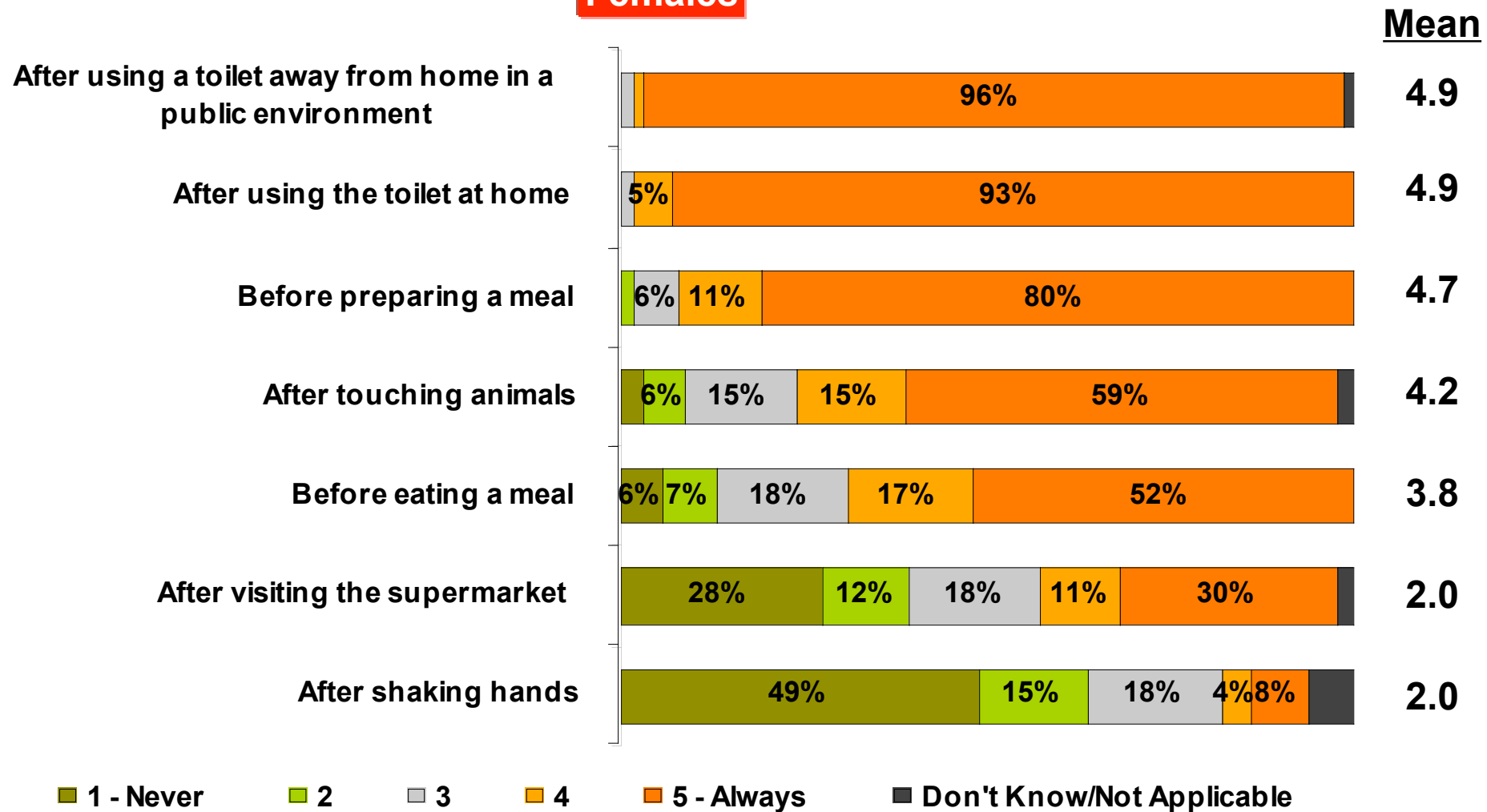


Base: males n=251

Occasion – washing hands



Females

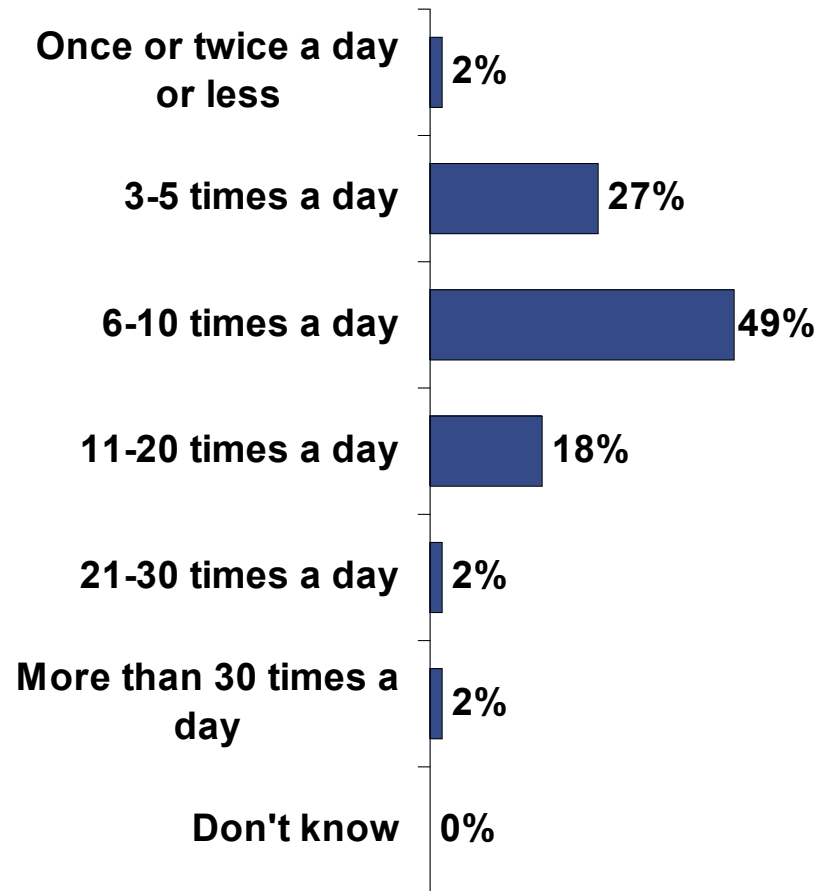


Base: Females n=256

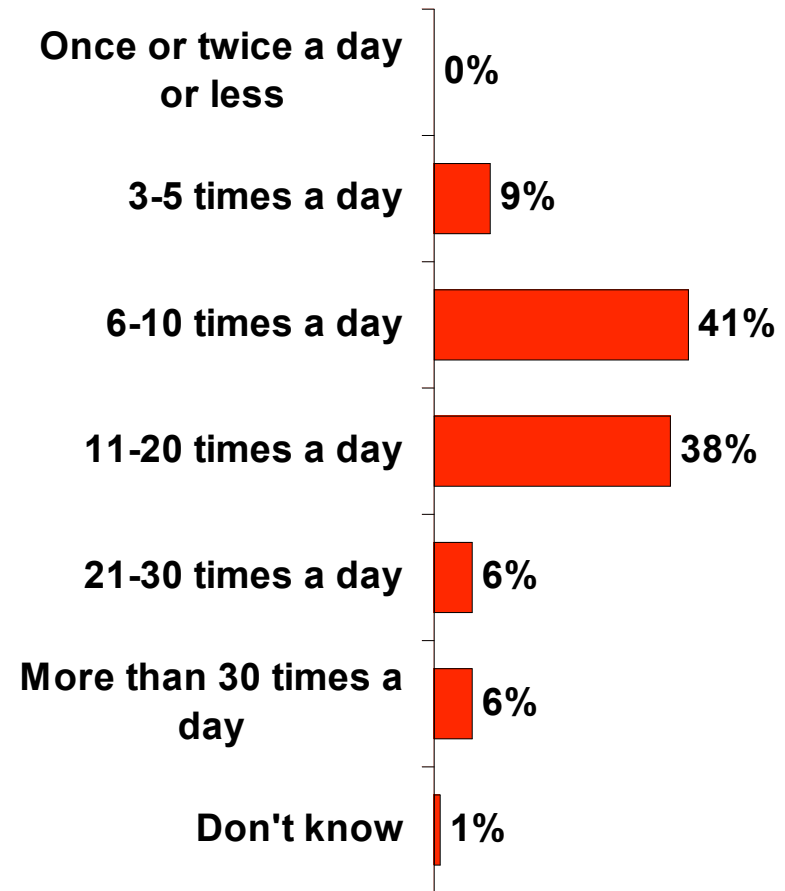
Frequency wash hands daily



Males



Females



Base: Males n=251 , Females n=256

Summary

Perceived Importance of Hand Washing/Drying

- ❑ Perceived importance of hand washing, from a health and hygiene perspective, is significantly higher among females than males (86% of females consider 'extremely important' compared to 68% of males)
- ❑ Drying hands (after washing) is considered less important overall than washing hands
 - 93% of people consider **washing** hands of high importance (rating of 4 or 5);
 - 78% of people consider **drying** hands of high importance (rating of 4 or 5);
 - 6% of people consider drying hands after washing 'not important' (rating of 1 or 2) (particularly younger age group 18-34 yrs and male)

Summary

Methods of Drying Hands

- ❑ Disposable towels most preferred method of drying hands (in a public washroom) by 60% of people, followed by hot air blower (31%)
- ❑ Preference of paper towels higher among:
 - females (65%) than males (54%);
 - higher household income (69% of those with household income above \$50,000)
- ❑ Preference for hot air blower slightly higher among males (37%), compared with females (25%)
- ❑ Younger people (aged 18-34 yrs) more likely to use hot air blower for shortest time (i.e. Less than 10 seconds)

Summary

Frequency of Hand Washing

- ❑ 18% of people estimate they wash their hands 5 times a day or less;
- ❑ 45% of people estimated they wash their hands between 5 and 10 times a day;
- ❑ 28% of people between 11 and 20 times a day;
- ❑ and 8% more than 20 times a day.
- ❑ Frequency of hand washing is higher among females
 - 50% of females stated they wash their hands more than 10 times a day, compared to 22% of males

How personally concerned are New Zealanders about bird flu?

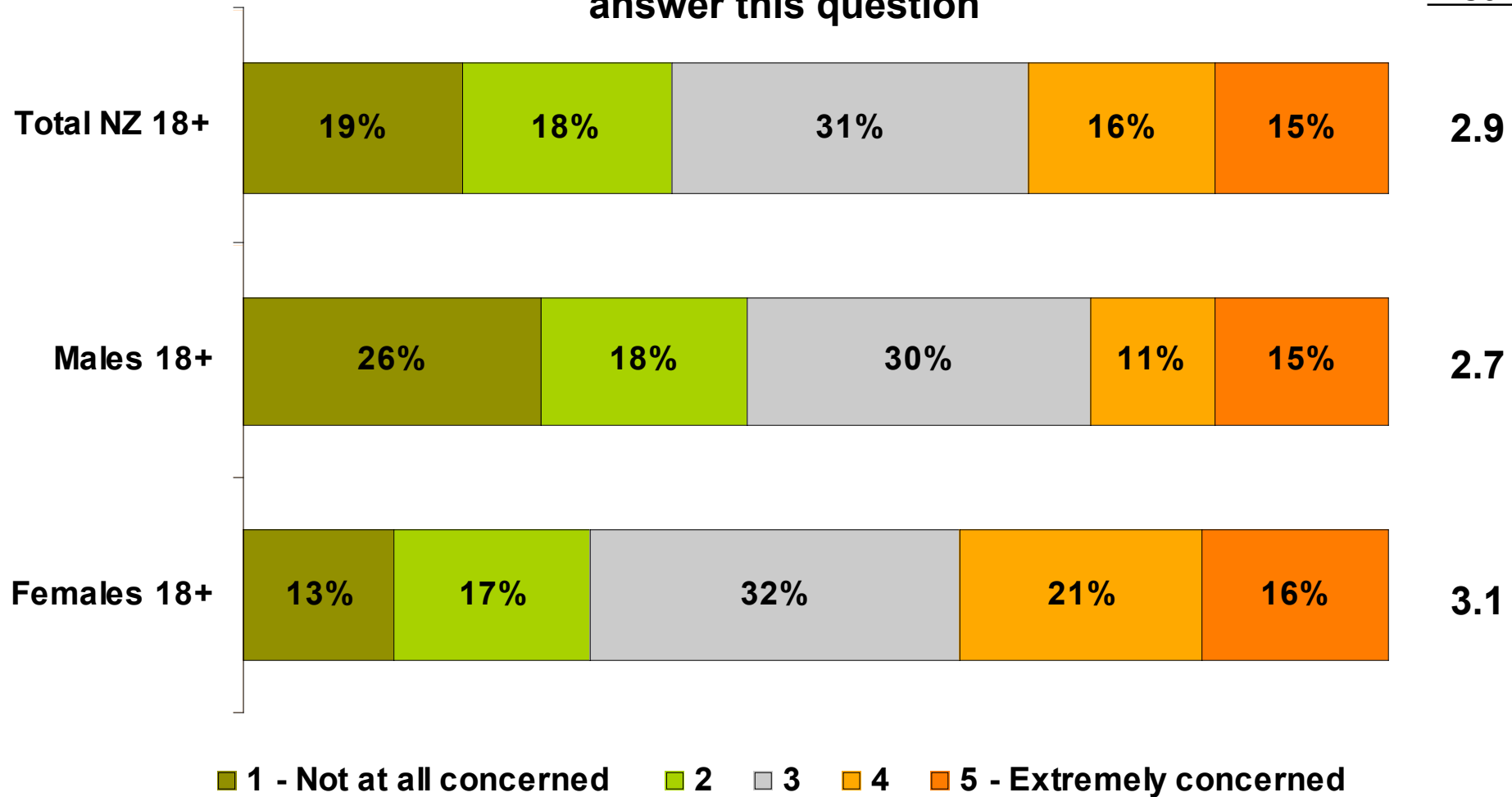


How concerned are you with bird flu?



Virtually everyone had sufficient knowledge about bird flu to answer this question

Mean



Base: Males n=251, Females n=256

Reasons for stated level of concern about bird flu



High concern about bird flu

- | | |
|---|-----|
| <input type="checkbox"/> Believe it's a real threat | 24% |
| <input type="checkbox"/> We have information/education about it | 19% |
| <input type="checkbox"/> It could reach NZ | 16% |
| <input type="checkbox"/> People have been killed | 15% |

Base – Those with high concern about bird flu n= 161

Neither / Nor

- | | |
|---|-----|
| <input type="checkbox"/> Not a real threat to NZ/Don't know if it is coming | 38% |
| <input type="checkbox"/> Not spread via person to person | 11% |
| <input type="checkbox"/> We have information/education about it | 11% |

Base – Those with mid range concern about bird flu n=157

Low concern about bird flu

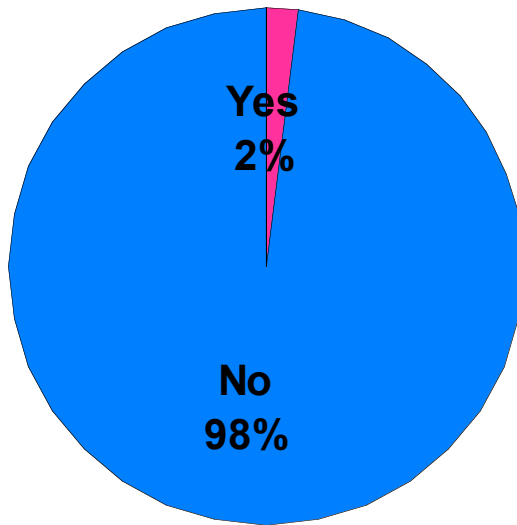
- | | |
|---|-----|
| <input type="checkbox"/> Not a real threat to NZ/Don't know if it is coming | 44% |
| <input type="checkbox"/> Not spread via person to person | 9% |
| <input type="checkbox"/> We have information/education about it | 9% |

Base Those with low concern about bird flu n=187

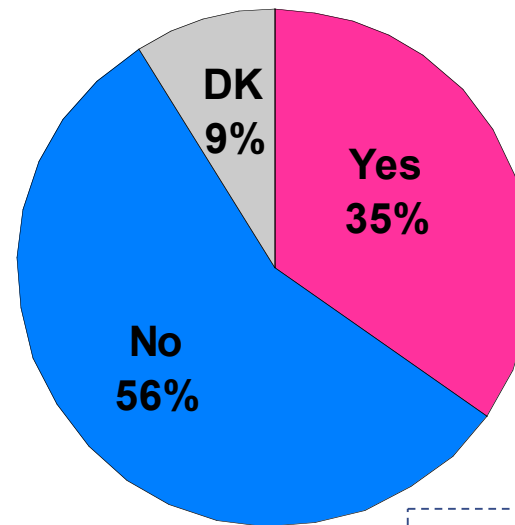
Tamiflu



Bought Tamiflu?



Would buy Tamiflu for \$75 a course, if could?



Older people are less likely to say they would purchase Tamiflu at \$75 a course



Base: Total n=507, Would you buy? n=498 Note – Older people are defined as 55+

How would Bird Flu affect your lifestyle, if it spread to New Zealand?



- | | |
|--|------------|
| <input type="checkbox"/> Go out less/Stay at home | 29% |
| – Mentioned more by Females | |
| <input type="checkbox"/> Less contact with people/Limit contact in public | 21% |
| – Mentioned less by younger people | |
| <input type="checkbox"/> Be more aware of/careful about hygiene | 20% |
| <input type="checkbox"/> Would not go to work | 11% |
| – Mentioned more by people who have higher household income | |
| <input type="checkbox"/> Don't think it would have any affect | 11% |
| – Mentioned more by Males | |
| <input type="checkbox"/> Would not eat/buy chicken | 9% |
| – Mentioned more by younger people | |
| <input type="checkbox"/> Stock up on food and drink | 7% |
| – Mentioned less by younger people | |
| <input type="checkbox"/> Would wash hands more often | 5% |
| – Mentioned more by younger people | |
| <input type="checkbox"/> Wear masks/gloves/protection | 5% |
| <input type="checkbox"/> DON'T KNOW | 17% |



Base: Total n=507, Note – Younger people are defined as 18-34 years. Higher household income are those above \$50,000/annum

Summary

Level of concern about Bird Flu

- ❑ 15% of New Zealanders aged 18 years and over stated they are 'extremely concerned' about Bird Flu – people aged 55 years and over slightly more likely to feel 'extremely concerned'
- ❑ People with a high level of concern about Bird Flu are more likely to mention they are educated about or have information about Bird Flu, are aware that it is a potential threat to New Zealand, and people can die from it

Summary

Level of concern about Bird Flu

- ❑ 19% of New Zealanders aged 18 years and over stated they are 'not at all concerned' about Bird Flu – males are more likely to mentioned they are 'not at all concerned' about Bird Flu (i.e. 26% of males compared with 13% of females)
- ❑ Main reasons given for low level of concern is that it is not currently perceived to be a real threat in people's minds and the impression that it may not spread to New Zealand

Summary

If Bird Flu did spread to New Zealand, how do you think it would affect your current lifestyle?

- ❑ 29% of people mentioned they would stay home more if Bird Flu spread to New Zealand
- ❑ One in five people mentioned each of :
 - they would limit/restrict their contact with other people;
 - they would take more care with hygiene
- ❑ 11% of people mentioned they didn't think it would affect their current lifestyle at all, and 17% didn't have an opinion

Notes



Notes



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March 2006

