Office for Product Safety & Standards

OPSS Covid-19 Consumer Survey

Summary findings covering the period 9th April to 6th July 2020 (3 waves) to understand consumer attitudes and behaviours to products related to Covid-19.

1. Main points from wave 3 of the survey

- 82% of respondents owned hand sanitiser (up from 72% in wave 1).
- Ownership of face masks or coverings has increased to 77%, from 27% in wave 1.
- In wave 3, 13% reported that they or a family member had made their own hand sanitiser, a quarter (25%) that they or a family member had made their own face mask or covering.
- 45% said that they were motivated to buy a face mask or covering to protect themselves / their family.
- Over half (59%) have not sought any guidance or information on face masks or coverings.
- 18% reported to have familiarity with a KN95 mark.
- 1 in 20 (5%) had recently purchased a UV light sanitising device and 8% had recently purchased air purifying devices.

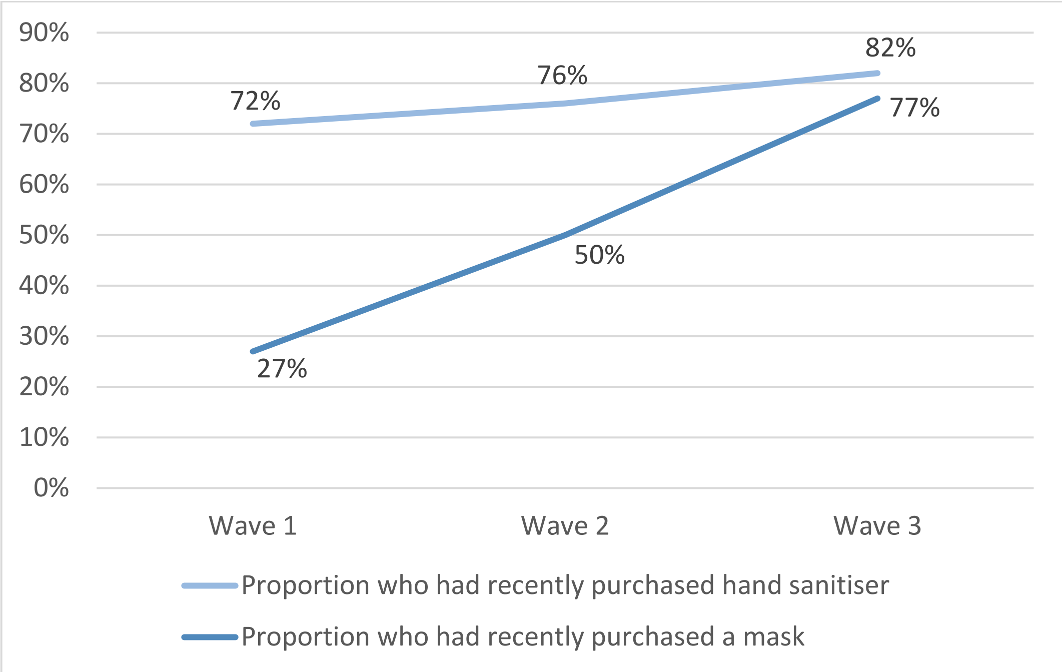
2. Background

- OPSS commissioned Kantar Public to survey consumers through their online omnibus survey.
- The aim of the survey was to understand consumer attitudes and behaviours to products related to Covid-19, predominantly hand sanitiser and face masks or coverings.
- Questions were asked across three waves, gaining a total of over 5,000 individual responses:
  - Wave 1 – 9 to 14 April (1,282 responses)
  - Wave 2 – 14 to 21 May (2,533 responses)
  - Wave 3 – 2 to 6 July (1,278 responses)
- The omnibus survey is nationally representative and covers England, Scotland, Wales and Northern Ireland. Results presented have been weighted.

3. Ownership of hand sanitiser and face masks or coverings

- In wave 3, 82% of respondents owned hand sanitiser or anti-bacterial gel. This steadily increased from 72% in wave 1 and 76% in wave 2.
- They were most commonly bought in-store from Supermarkets (38%), overall 18% were purchased through an online seller or platform.
- Face masks / coverings saw a greater increase in ownership across the three waves of the survey – from 27% in wave 1 to 77% in wave 3.
- In wave 3, 44% bought their last face mask / covering from an online seller or platform.
- When purchasing hand sanitiser or face masks or coverings, ‘effectiveness’ was the factor most commonly reported in the respondent’s top 3 factors that influenced their purchasing decision.

Figure 1. Purchasing of hand sanitiser / anti-bacterial gel and face masks / coverings

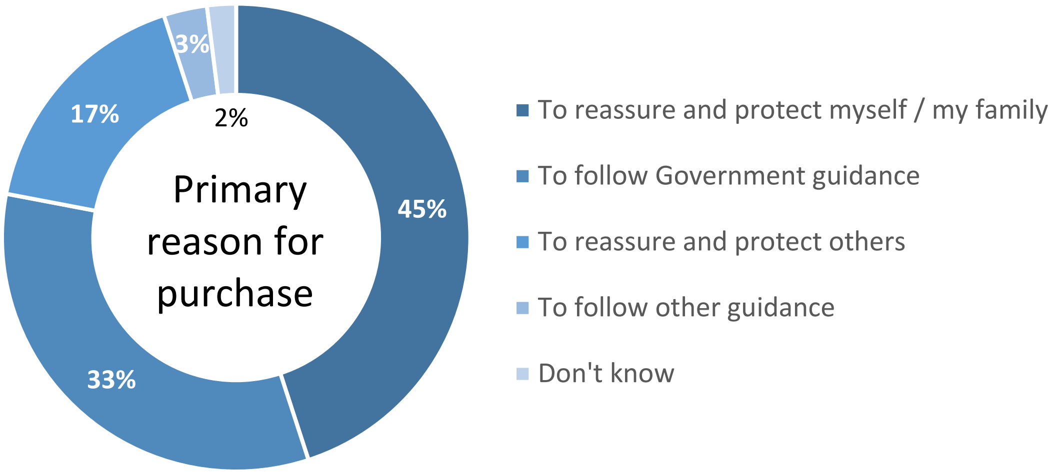


4. Home-making of hand sanitiser and face masks or coverings

- Reported home making of hand sanitiser (by the respondent or their family) increased from 8% in wave 1 to 13% in wave 3. In wave 3, 1 in 10 (10%) reported that they themselves had made hand-sanitiser.
- When asked in wave 3 why they had made their own hand sanitiser, 38% said to save money, 33% reported it was a because of a lack of availability to buy.
- Reported home making of face masks or coverings (by the respondent or their family) increased from 8% in wave 1 to 25% in wave 3. In wave 3, 13% reported that they themselves had made a face mask or covering.
- In wave 3, 71% of those who have made their own masks or coverings think they are at least as effective as a mask manufactured to government standards.

5. Motivation for purchasing a face mask or covering

Figure 2. Primary motivation for purchase – wave 3



- The most commonly reported reason in wave 3 to purchase a face mask or covering was ‘to reassure and protect myself / my family’ (45%).
- A third (33%) reported ‘Government guidance’ as the primary reason, this increased from 17% in wave 2

6. Sources of information sought

- There was no clear single source of information for those making their own hand sanitiser. In wave 3, 28% reported google, 26% reported YouTube and 20% reported the NHS as their source for information on how to make their own hand sanitiser.
- The majority (59%) have not sought information or guidance on face masks or coverings. In wave 3, 15% had sought information from the NHS, 12% from gov.uk and 10% from TV news.
- Those making their own face masks or coverings are more likely to have sought information or guidance (82% had).

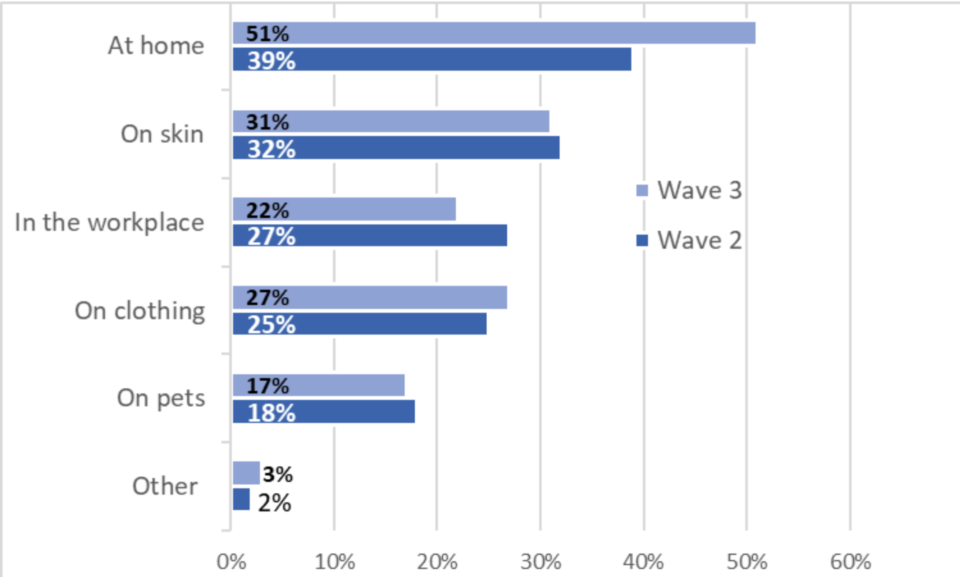
7. KN95 mark

- Asked in wave 3 only, 18% of respondents report to be familiar with the KN95 mark on a face mask or covering.
- Of those that are familiar with the KN95 mark, they report it as indicating a high level of protection (69%) and / or good quality (32%) and it would make them more likely to buy the mask or covering (66%).
- However, a quarter (24%) said that it would not affect their decision of whether to buy the mask or covering.

8. UV sanitising devices

- In both waves 2 and 3, 1 in 20 (5%) of respondents reported recently purchasing a UV light sanitising device.
- Compared to wave 2, there was an increase in devices being used in the home (39% to 51%).

Figure 3. Reported use for purchased UV light sanitising device
(those that own a device)



9. Air purifying devices

- In wave 3, 8% had recently purchased a portable air cleaner, purifier or air disinfection device.
- A slight majority bought their device for use primarily at home (55%) compared to work (40%).
- Covid-19 was the main motivation for purchases – 65% reported Covid-19 as the main reason for their purchase, 28% reported air pollution as the main reason.