

Covid-19: Insights on face mask use

Global review

► **Report** June, 2020

Prepared for the World Health Organization by the Big Data and Analytical Unit (BDAU) of Imperial College London's Institute of Global Health Innovation

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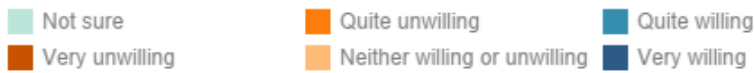
May 14th to June 4th 2020

YouGov has teamed up with public health experts at the Institute of Global Health Innovation (IGHI) at Imperial College London to help health professionals across the world limit the impact of the disease. The ongoing survey runs in nearly 30 countries and provides insights on behaviours in different populations as a result of Covid-19.

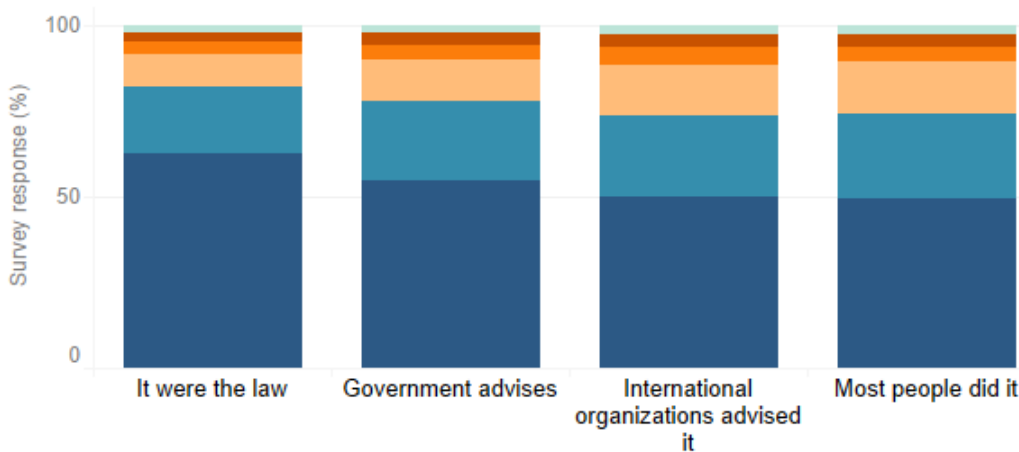
This report looks at behaviours and perceptions around the use of face masks. It uses the latest available survey responses for each country **between May 14th and June 4th, 2020** (exact survey dates for each country included are available in page 8). All responses have been aggregated to offer a global view of key insights related to Covid-19 and face mask use. To explore the data further, please visit www.coviddatahub.com.

ACCEPTABILITY

Most people are willing to wear masks, especially if it were required by law



How willing or not are you to wear a face mask or covering if ... ? %

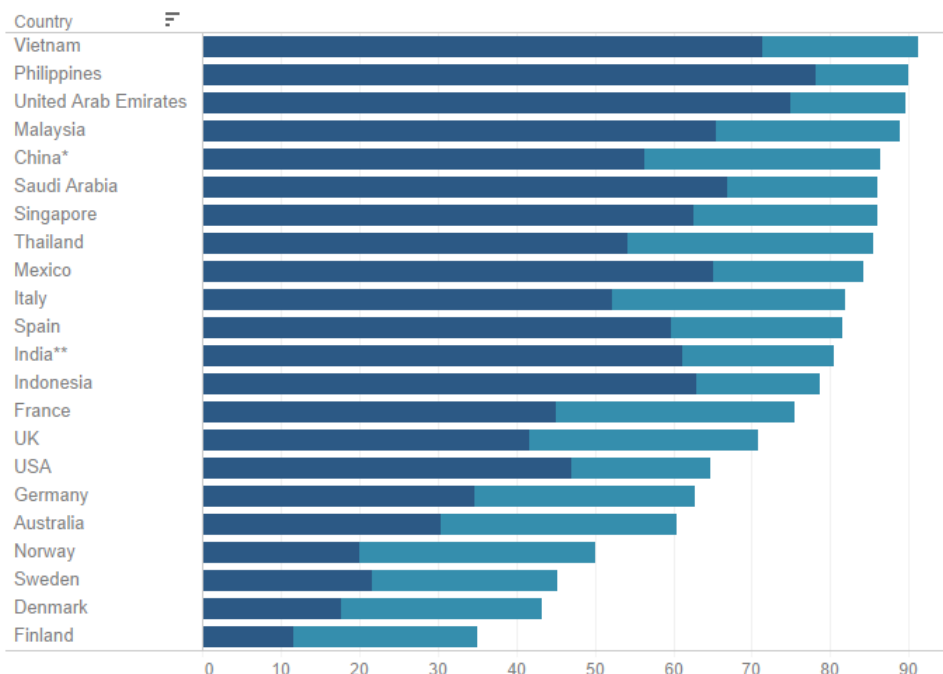


3 in 4 would be willing to wear face masks if an international organization advised it (74%). They would be more willing if it were advised by government (77%) or if it were the law (82%)

Nordic countries are the least willing to wear a face mask following international organizations' advice



How willing or not are you to wear a face mask or covering if international organizations advised it? Very willing and quite willing responses (%)



Vietnam is the country most willing to follow international organizations' advice to wear face masks, closely followed by the Philippines (91% and 90%, respectively). Norway, Sweden, Denmark and Finland are the least likely, ranging from 50% (Norway) to 35% (Finland)

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Global review

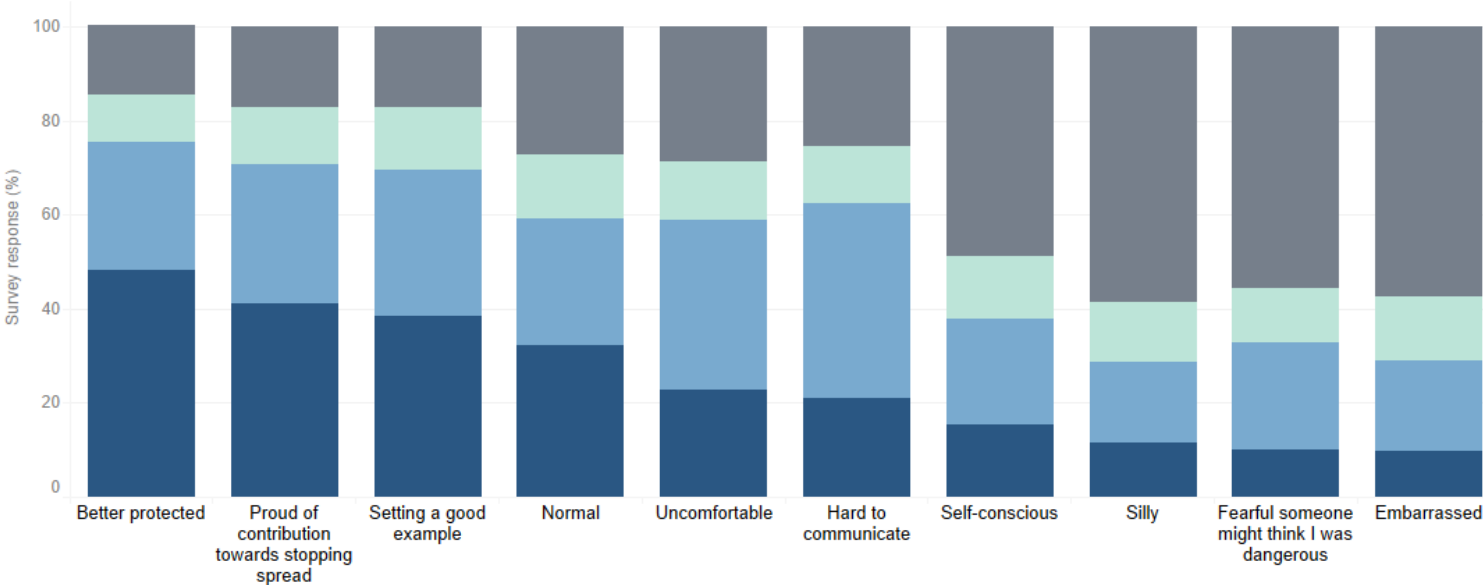
May 14th to June 4th 2020

ACCEPTABILITY

Feelings of safety and responsibility are associated with wearing masks. This was consistent when people were asked how they thought they might feel, as well as how they actually felt. Self-consciousness, embarrassment and fear are the least prevalent feelings

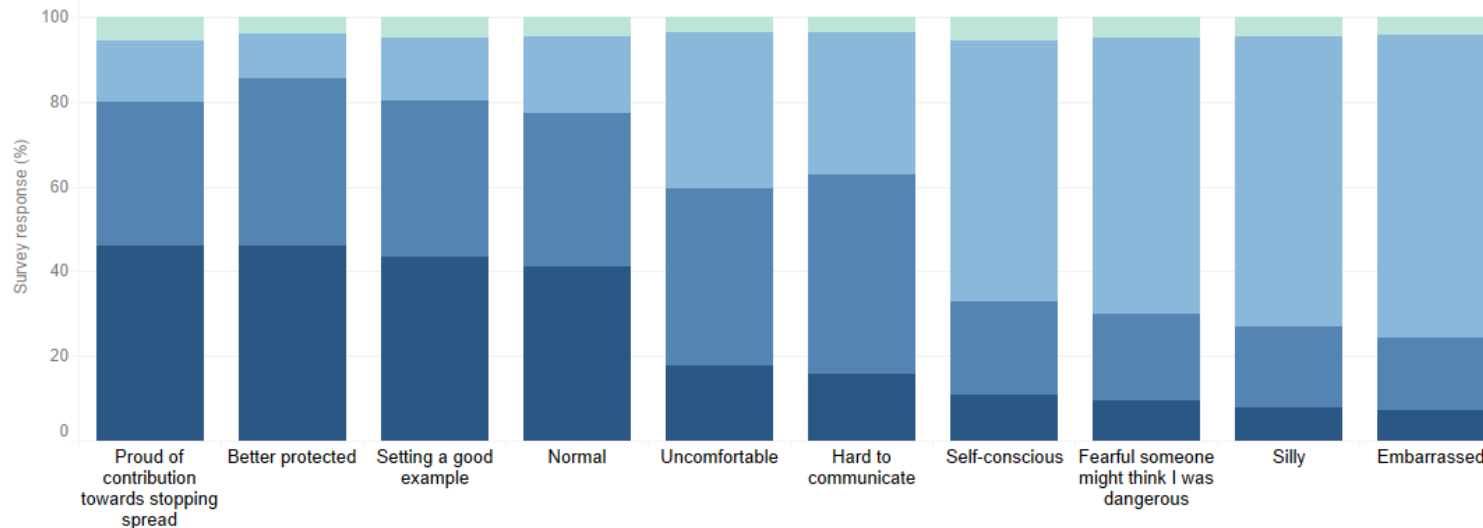
Definitely would feel this way Possibly would feel this way Not sure Definitely would not feel this way

How do you think you might feel when wearing a mask? %



Very much Somewhat Not at all Not sure

How did you feel when you wore a mask? %



Covid-19: Insights on face mask use

Global review

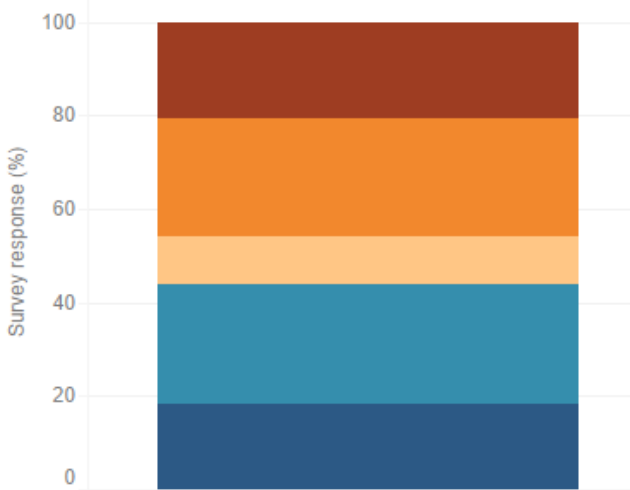
May 14th to June 4th 2020

ACCESSIBILITY

Nearly equal shares of the population are willing and not willing to make their own face masks, with only a third of respondents stating that they would be able to make their own masks at home

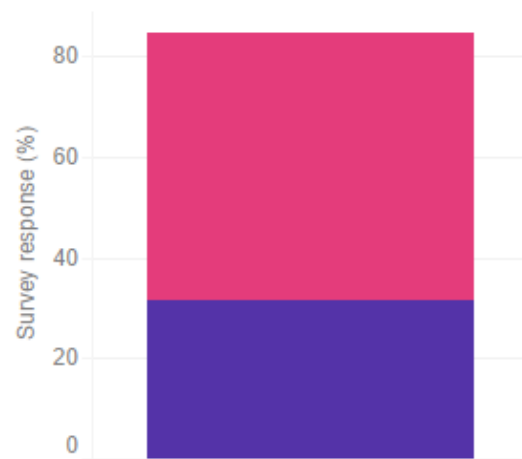
■ Not at all willing
 ■ Not sure
 ■ Very willing
■ Not very willing
 ■ Quite willing

How willing or not are you to make your own masks? %



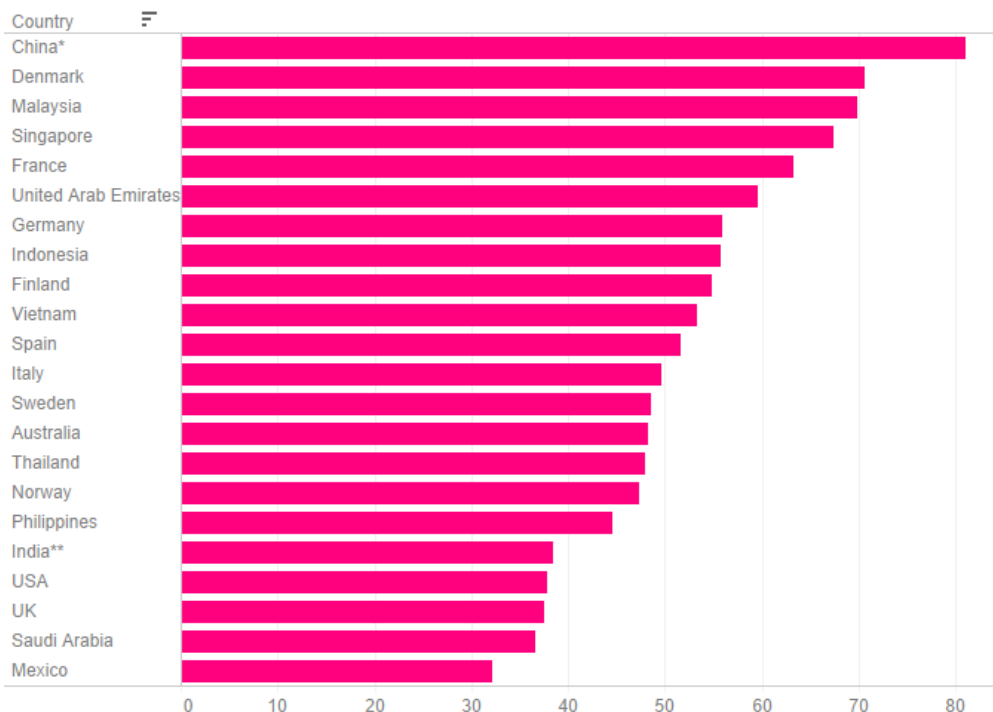
■ Yes
 ■ No

Would you or someone in household be able to make masks for yourselves? Do not include using a scarf as a face covering. %



There is large variation across countries in their ability to make face masks at home

Would you or someone in household be able to make masks for yourselves? Do not include using a scarf as a face covering. Respondents who answered "no" %



4 in 5 in China state they are not able to make face masks at home (81%), followed by Denmark (71%) and Malaysia (70%)

In Mexico only a third state they are not able to make face masks at home (32%)

Covid-19: Insights on face mask use

Global review

May 14th to June 4th 2020

ACCESSIBILITY

Although medical masks were the most commonly used by respondents, their availability varied greatly across countries

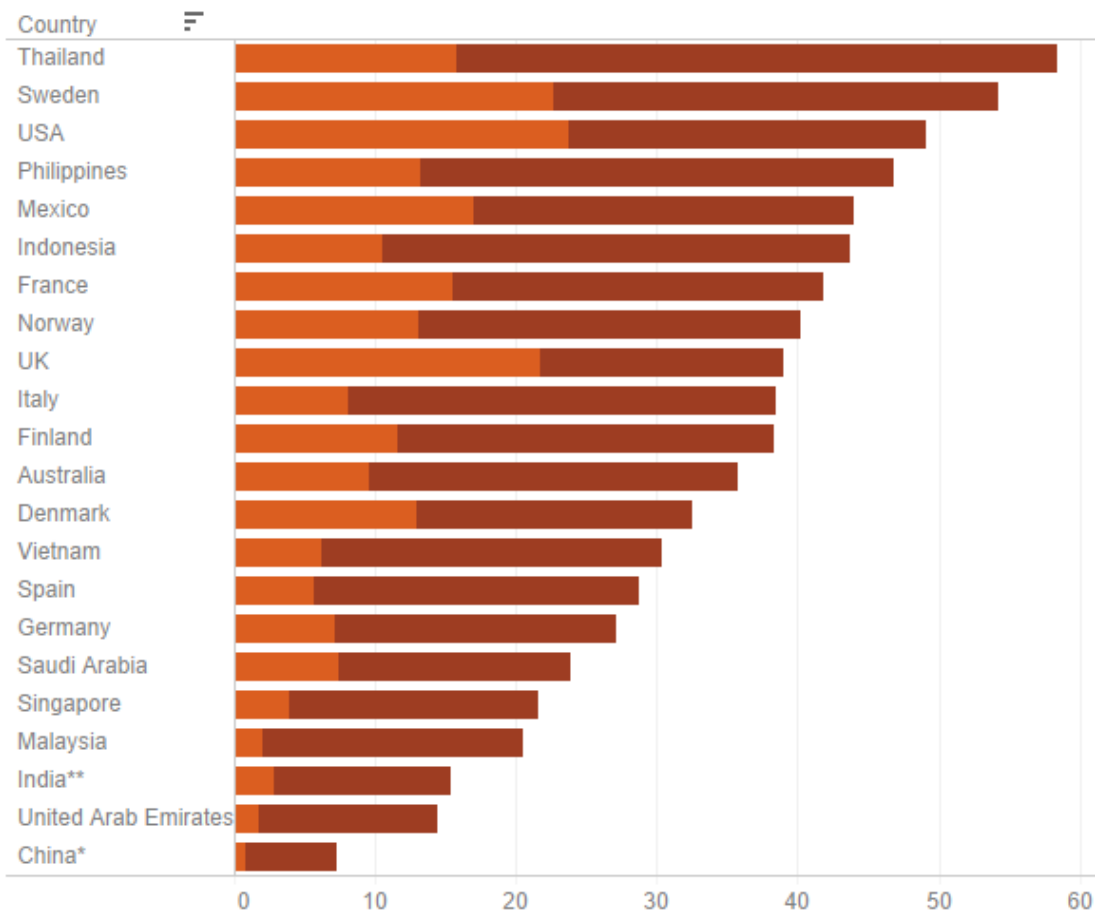
Yes No

Which type(s) of face mask did you wear? %



Very difficult Quite difficult

How easy or difficult has it been to find medical masks to buy? Respondents who answered very or quite difficult (%)



Difficulty in accessing medical masks was highest in Thailand, Sweden and the USA

China, UAE and India reported the lowest difficulty in accessing medical masks

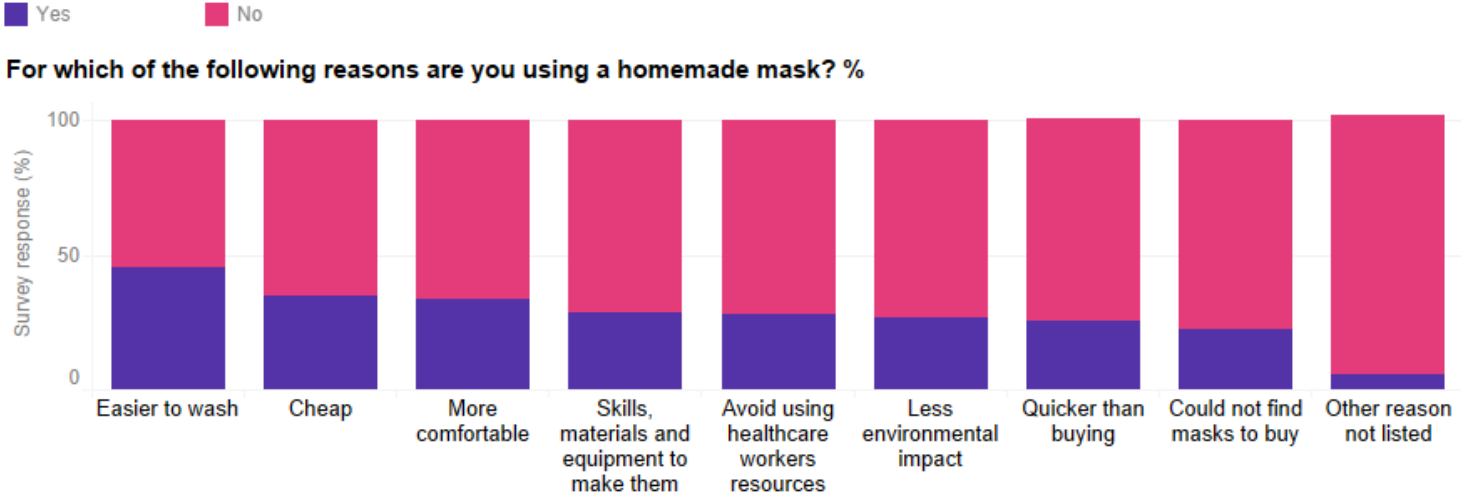
Covid-19: Insights on face mask use

Global review

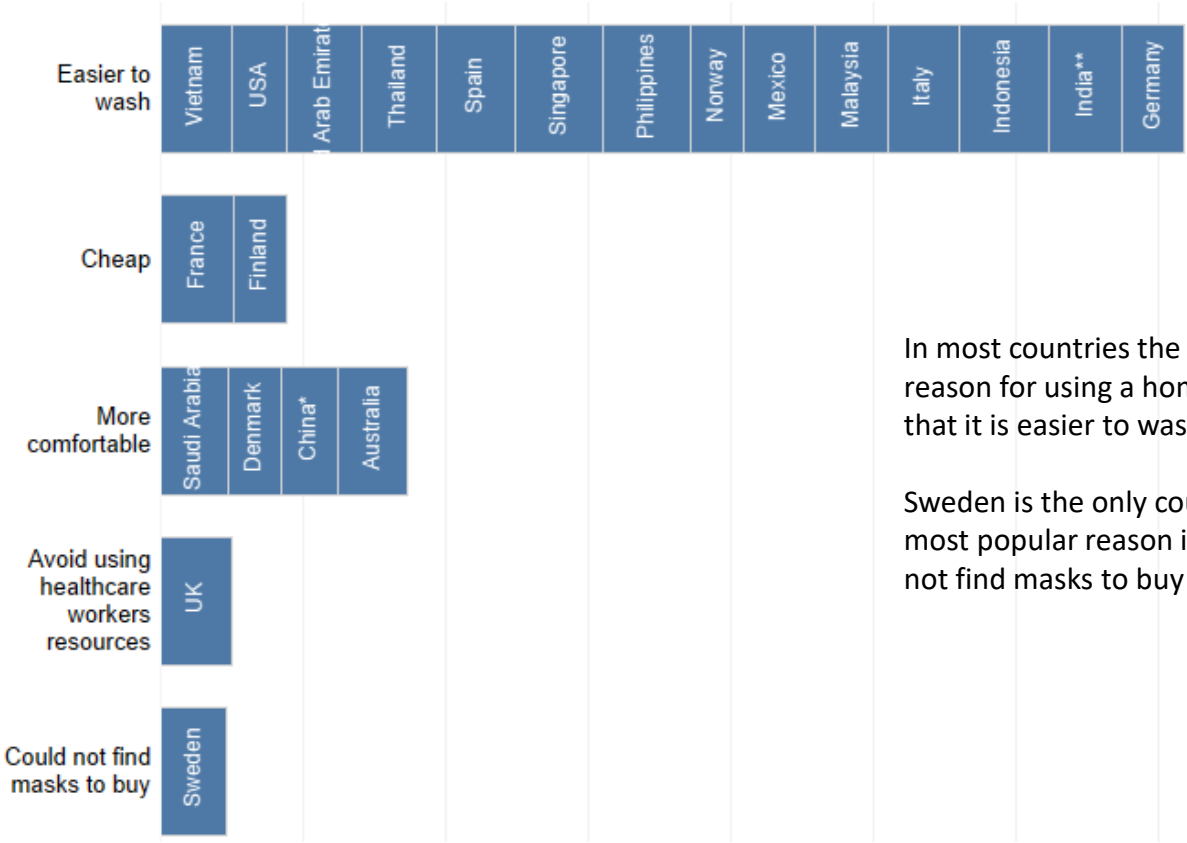
May 14th to June 4th 2020

RATIONALE FOR USING HOMEMADE MASKS

Respondents used homemade masks because they were easier to wash, cheap and more comfortable. Ease to wash was the most popular reason across countries



Most popular response to "For which of the following reasons are you using a homemade mask?" by country



In most countries the most popular reason for using a homemade mask is that it is easier to wash

Sweden is the only country where the most popular reason is that they could not find masks to buy

Surveys conducted between May 14 and June 4. *China is representative of the online population. **India is representative of the urban online population. Report created by Imperial College London's Big Data and Analytical Unit. Full text of questions available at www.coviddatabhub.com. YouGov is making the anonymised respondent level data freely available to researchers around the world through [Github](https://github.com).

Covid-19: Insights on face mask use

Global review

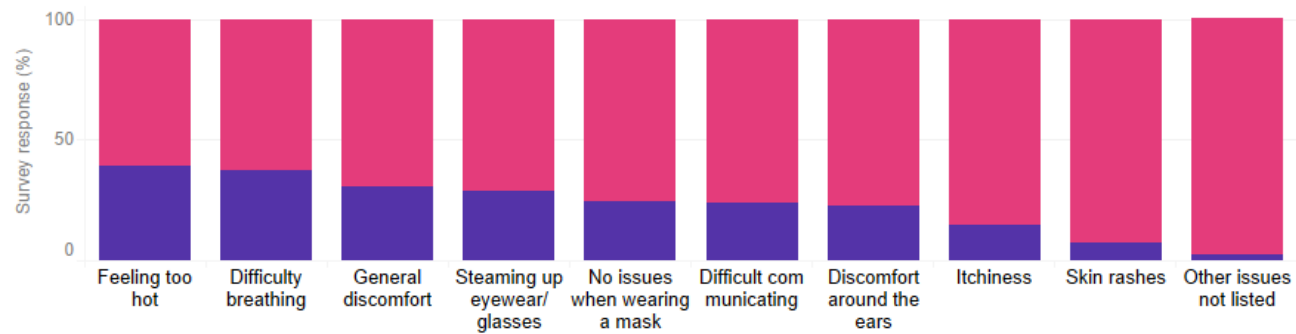
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BARRIERS

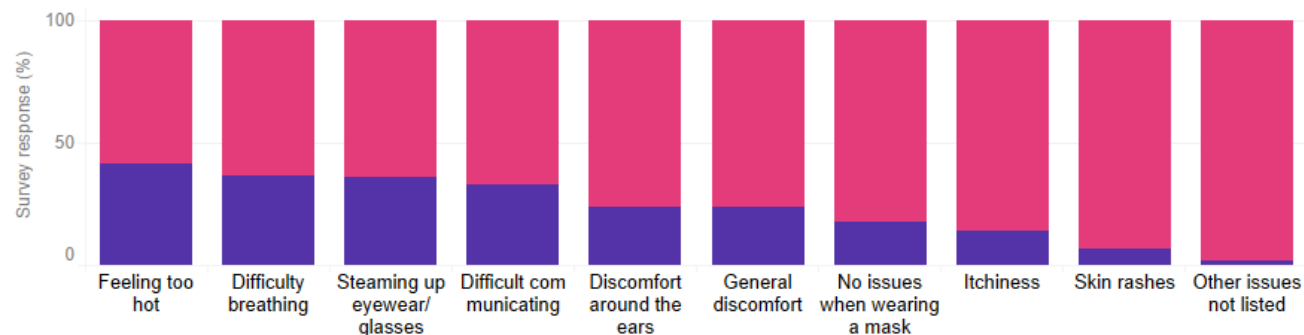
Feeling too hot and difficulty breathing is associated with wearing facemasks. This was consistent when people were asked what they thought they might experience, as well as what they actually experienced

■ Yes ■ No

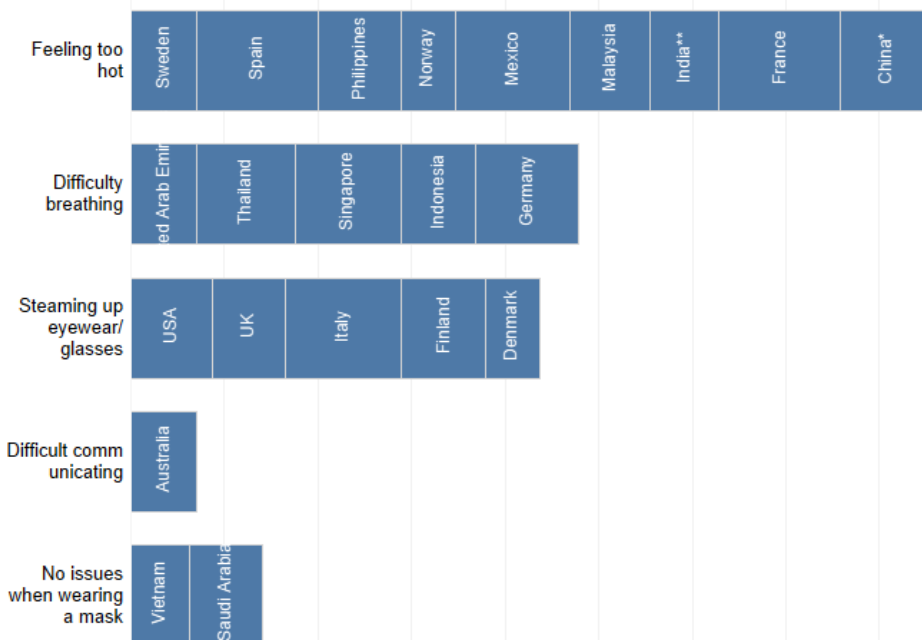
If you were to wear a mask when leaving the home which, if any, of the following do you think you might experience? %



Which of the following, if any, do you experience when using a mask? %



Most popular response to "Which of the following, if any, do you experience when using a mask?" by country



In most countries the most popular negative experience associated with using face masks is feeling too hot

Only two countries, Vietnam and Saudi Arabia, had "no issues" as the most popular response

Covid-19: Insights on face mask use

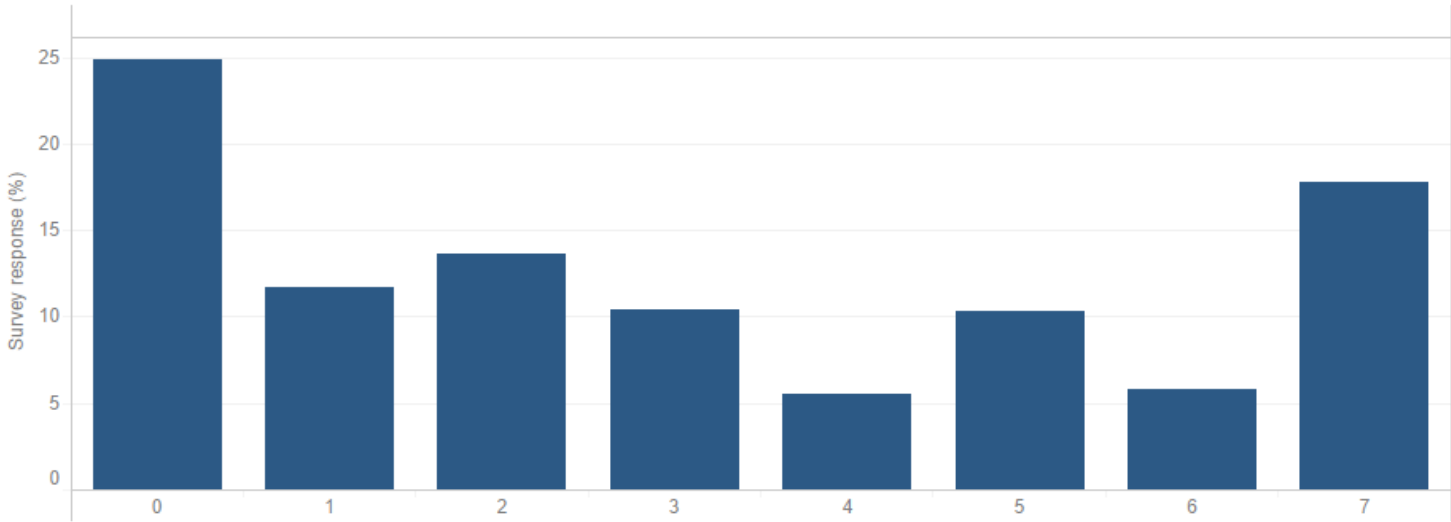
Global review

May 14th to June 4th 2020

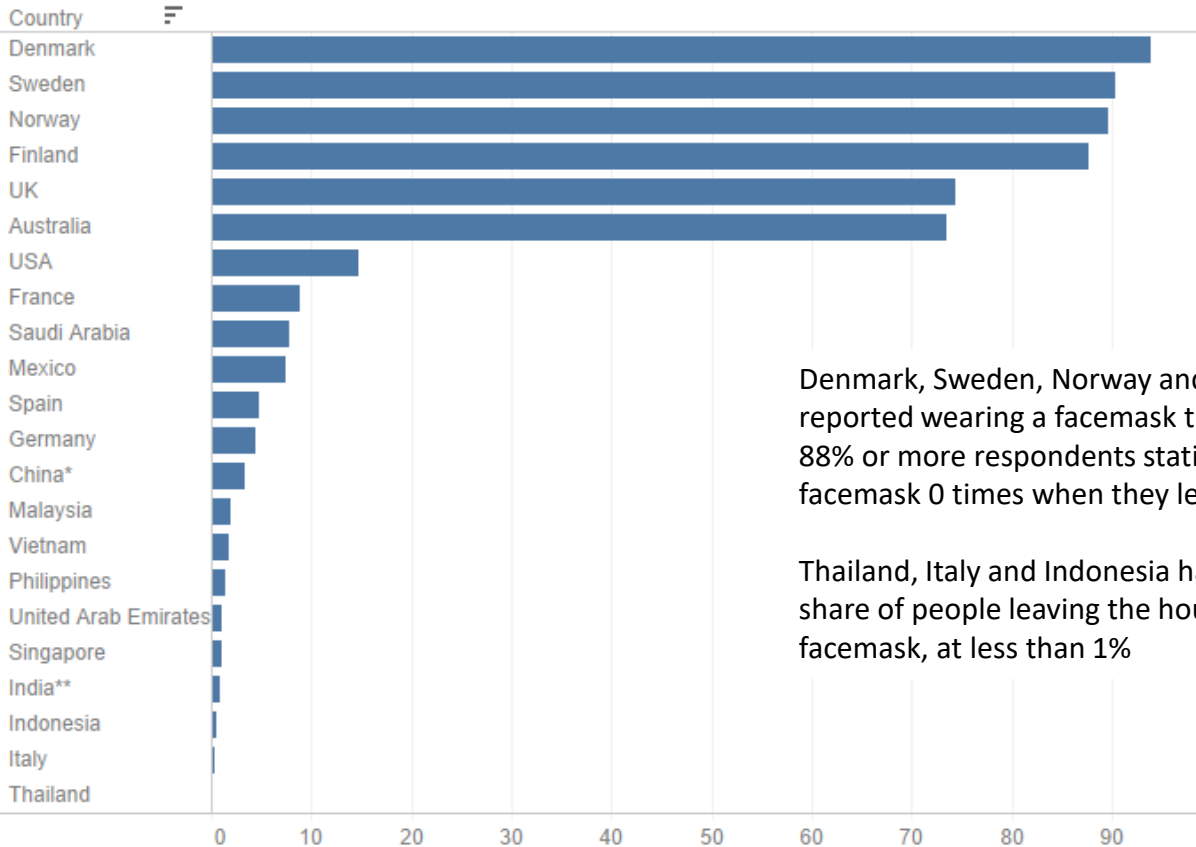
SELF-REPORTED ASSOCIATED BEHAVIOURS

Only one in 4 reported not wearing a facemask at all when they left the house. The Nordic countries were the most likely to not wear a facemask at all.

If you left your house last week, on how many of those days did you wear a face mask or covering? %



If you left your house last week, on how many of those days did you wear a face mask or covering? Respondents who answered "0" (%)



Denmark, Sweden, Norway and Finland reported wearing a facemask the least, with 88% or more respondents stating they wore a facemask 0 times when they left the house

Thailand, Italy and Indonesia had the lowest share of people leaving the house without a facemask, at less than 1%

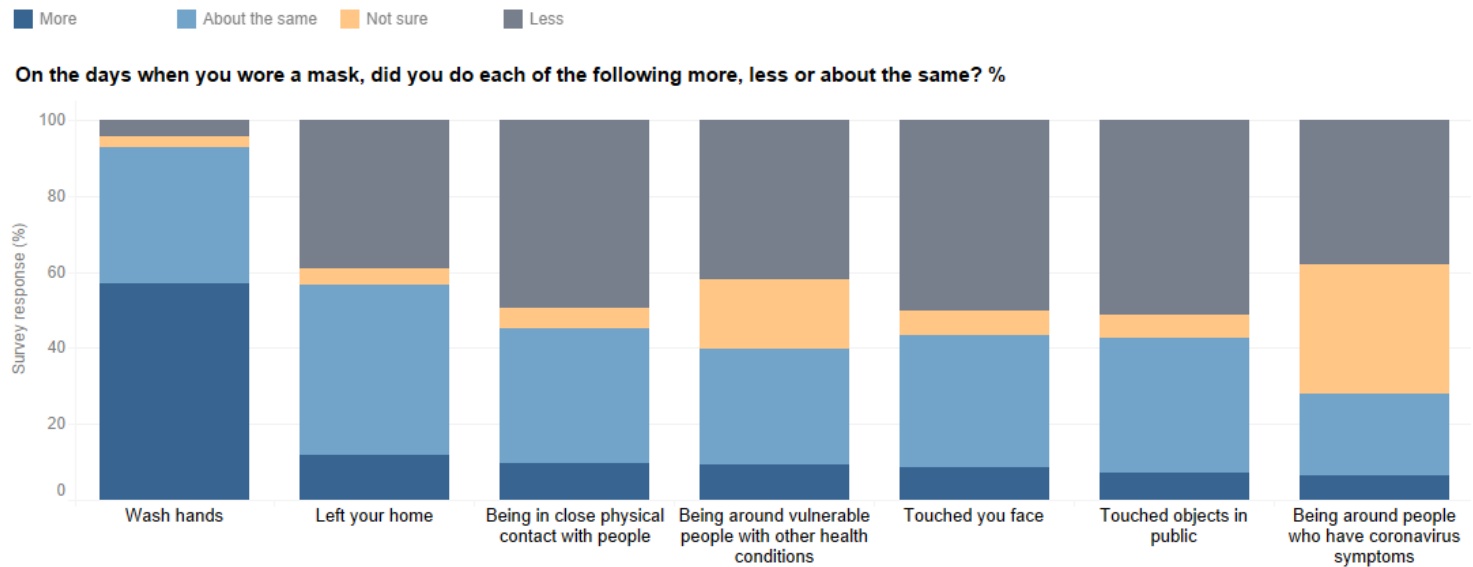
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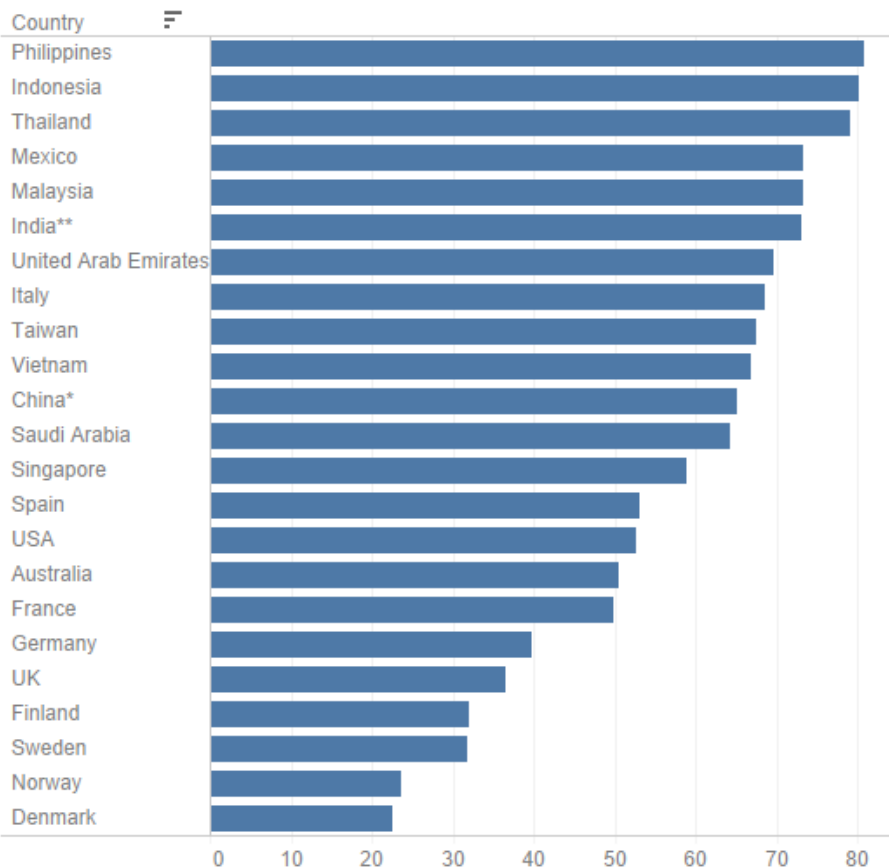
May 14th to June 4th 2020

SELF-REPORTED ASSOCIATED BEHAVIOURS

Over half of people who wore facemasks reported washing their hands more during those days. Half reported touching their face and objects in public less



On the days when you wore a mask, did you wash your hands more, less or about the same? Respondents who answered "more" %



4 in 5 respondents in Philippines, Indonesia and Thailand reported washing their hands more when they wore a facemask

Less than one in 3 reported doing so in Finland, Sweden, Norway and Denmark

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Dates of surveys conducted in each country and sample size

Australia: from 2020-05-15 to 2020-05-18 (n = 1008)

China*: from 2020-05-27 to 2020-06-03 (n = 1007)

Denmark: from 2020-05-27 to 2020-05-31 (n = 1004)

Finland: from 2020-05-27 to 2020-05-31 (n = 1002)

France: from 2020-05-27 to 2020-05-31 (n = 1003)

Germany: from 2020-05-27 to 2020-05-30 (n = 1006)

India**: from 2020-05-15 to 2020-05-21 (n = 1006)

Indonesia: from 2020-05-29 to 2020-05-31 (n = 1009)

Italy: from 2020-05-27 to 2020-05-29 (n = 1000)

Malaysia: from 2020-05-29 to 2020-06-01 (n = 1014)

Mexico: from 2020-05-27 to 2020-06-03 (n = 1016)

Norway: from 2020-05-27 to 2020-06-02 (n = 1002)

Philippines: from 2020-05-29 to 2020-05-31 (n = 1002)

Saudi Arabia: from 2020-05-27 to 2020-06-04 (n = 999)

Singapore: from 2020-05-15 to 2020-05-18 (n = 1007)

Spain: from 2020-05-27 to 2020-05-31 (n = 1000)

Sweden: from 2020-05-27 to 2020-06-01 (n = 1008)

Thailand: from 2020-05-27 to 2020-06-01 (n = 1001)

United Arab Emirates: from 2020-05-27 to 2020-06-04 (n = 1000)

United Kingdom: from 2020-05-14 to 2020-05-18 (n = 1068)

United States: from 2020-05-15 to 2020-05-20 (n = 1006)

Vietnam: from 2020-05-29 to 2020-06-01 (n = 1011)

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The [CovidDataHub.com](https://covid-data-hub.com) project is a joint collaboration between the Institute of Global Health Innovation (IGHI) at Imperial College London and YouGov Plc to gather global insights on people's behaviours, life satisfaction in response to COVID-19. The research covers nearly 30 countries, interviewing up to 30,000 people each week.

This report is designed to provide behavioural analysis on how different populations are responding to the pandemic, helping public health bodies in their efforts to limit the impact of the disease. Anonymised respondent level data is generously made available for all public health and academic institutions globally by YouGov Plc at our GitHub site (<https://github.com/YouGov-Data/covid-19-tracker>).

Institute of Global Health Innovation

The Institute of Global Health Innovation at Imperial College London is led by:

Professor the Lord Ara Darzi of Denham
Co-Director

Dr David Nabarro
Co-Director

The Imperial College London - YouGov survey and dashboard are co-led by Institute of Global Health Innovation principals

Sarah P. Jones
Faculty of Medicine, Department of
Surgery & Cancer Research Postgraduate
<https://www.linkedin.com/in/sarah-jones-mhintelligence>

Melanie Leis
Director - Big Data and Analytical Unit
(BDAU)
<https://www.imperial.ac.uk/people/m.leis>

Dr Roberto Fernandez Crespo
Analytics Fellow, BDAU
<https://www.imperial.ac.uk/people/roberto.fernandez-crespo13>

Dr Manar Shafat
Contributor, BDAU
<https://www.linkedin.com/in/manar-s-90584415/>

Dr Hutan Ashrafian
Scientific Advisor
<https://www.imperial.ac.uk/people/h.ashrafian>

Gianluca Fontana
Operations Director and Senior Policy
Fellow
<https://www.imperial.ac.uk/people/g.fontana>

Our research collaboration includes the great minds at:



Professor John F. Helliwell
Co-editor, World Happiness Report
Vancouver School of Economics at the University of
British Columbia, Research Associate of the NBER and
Distinguished Fellow of the Canadian Institute for
Advanced Research

Professor the Lord Richard Layard
Co-editor, World Happiness Report
Founder-Director of the Centre for Economics
Performance at the London School of Economics, and co-
founder of Action for Happiness

Professor Jeffrey D. Sachs
Co-editor, World Happiness Report
Director of the Center for Sustainable Development at
Columbia University, and Director of the UN Sustainable
Development Solutions Network and SDG Advocate
under Secretary-General António Guterres

Professor Jan-Emmanuel De Neve
Co-editor, World Happiness Report
University of Oxford where he is the director of the
Wellbeing Research Centre. De Neve is also a KSI Fellow
and Vice-Principal of Harris Manchester College

Contributors to the Imperial College London - YouGov survey include: Professor Helen Ward, Dr Christina J. Atchinson, Dr Benjamin C. Lambert, and Gavin Ellison. The Imperial College London - YouGov team wishes to express their grateful support to Stefan Shakespeare, Marcus Roberts, Alex MacIntosh, Chris Curtis, Eir Nolsoe, Sharon Paculor and the team from Made by Many.

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Communication with the research team can be made using this link: https://imperial.eu.qualtrics.com/jfe/form/SV_dj03OSFnLkf9Jw9
Press enquiries can be directed to Dr Justine Alford, j.alford@imperial.ac.uk

The Imperial College London - YouGov team gratefully acknowledges the kind support of Edelman Intelligence for their global social listening contribution.

For more behavioural data on a global level, visit coviddatahub.com to explore our interactive charts

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