



One in three across the world don't always wash their hands properly after going to the toilet

A global survey from WIN/Gallup International, the world's leading association in market research and polling shows that 65% of those polled across 64 countries 'agree' that washing their hands with soap and water is something they automatically do – however 26% somewhat agree, while just under one in ten (8%) disagree.

The survey interviewed a total of 62,398 people across the world and found there are significant differences by region. Those from China and Japan were significantly less likely to automatically use soap and water (23% and 30% respectively), while those from Saudi Arabia were most likely to wash hands with soap and water.

Within Europe, the Greeks reported to be the cleanest, 85% agreeing that they wash their hands with soap and water automatically, the Dutch the least likely (50%). In the Americas Colombia proved to be the cleanest with 93% agreeing that they automatically wash their hands with soap while Mexico was the least likely to agree with 32% either simply somewhat agreeing, somewhat disagreeing or disagreeing completely.

Dr Myriam Sidibe, Hygiene and Nutrition Social mission Director for Unilever, said: “Unilever’s soap brand, Lifebuoy, has a long legacy in increasing awareness of the importance of handwashing with soap. We know that there are around 11 occasions in a day where we should wash our hands with soap, yet soap is only used about 1 to 2 times in a day and sometimes as little as once in a week. This is the reason why we have set up the ambition to implement the largest hygiene program in the world reaching 1 billion people by 2020 and already reached 257 million people in 24 countries and is committed to reaching more children and saving more lives.”

Around the world, 440million school days are lost every year due to water, sanitation and hygiene related diseases (WHO/UNICEF 2013). It is estimated that hand washing with soap alone could save over 650,000 lives each year (Greenland et al 2012)



Jean-Marc Leger, President of WIN/Gallup International Association, said: “It is estimated that 35% of the global population has no access to safe bathroom facilities and that an alarmingly high number of people across the world are not washing their hands with soap and water, either because of a lack of facilities or bad habits. We are proud to release this study and to contribute to raising awareness worldwide about the benefits of handwashing with soap”

-ENDS-

NOTES FOR EDITORS

Methodology:

The WIN/Gallup International Survey is an annual tradition initiated by and designed under the chairmanship of Dr. George Gallup in 1977. It is conducted every year since then. This year it was carried out by the WIN/Gallup International Association in 64 countries around the world.

Sample Size and Mode of Field Work:

A total of 62,398 persons were interviewed globally. In each country a representative sample of around 1000 men and women was interviewed either face to face (30 countries; n=32258), via telephone (12 countries; n=9784) or online (22 countries; n=20356). Details are attached. The field work was conducted during September 2014 - December 2014. The margin of error for the survey is between 2.14 and 4.45 +3-5% at 95% confidence level.

The global average has been computed according to the share of the covered adult population of the surveyed countries.

About the WIN/Gallup International survey:

WIN/Gallup International is the leading association in market research and polling and is made up of the 75 largest independent market research and polling firms in their respective countries with combined revenue of over €500 million and covering 95% of the world’s market.

For more than 60 years WIN/Gallup International Members have demonstrated their expert ability to conduct multi-country surveys on a comparable basis and deliver the highest quality. Their Members are leading national institutes with a profound local knowledge of research methods and techniques, statistical sources, customs and culture differences of its own country and carefully



selected by the Association Board. With only one Member agency per country, Members work together on a daily basis to share knowledge, new research techniques and tools, as well as to provide the most appropriate solutions to international research projects and service our clients to the best of our abilities.

The accumulated expertise of the Association is formidable - they have internationally renowned experts in public opinion, Third World issues, advertising, and media research as well as in commercial fields such as IT/telecommunications, healthcare, retail, economics, corporate research and so on. Members are at the leading edge of technical and methodological developments, which have impacted on not only the research industry but also the whole commercial world.

Disclaimer: WIN/Gallup International Association or its members are not related to Gallup Inc., headquartered in Washington D.C which is no longer a member of Gallup International Association. Gallup International Association does not accept responsibility for opinion polling other than its own. We require that our surveys be credited fully as WIN/Gallup International (not Gallup or Gallup Poll).

**Public Opinion on
Legitimacy of UN Sanctions**
WIN/Gallup International



METHODOLOGY SHEET AND CONTACT LIST

Methodology Sheet and Contact List

	Country	Firm	Methodology	Sample	Coverage	Population	Pop.represen ted by sample	Field Dates	Age Brackets	Weighting factors
1	AFGHANISTAN	ACSOR-Surveys	Face to Face	2000	National	26,000,000	12,000,000	November 1st- November 10th, 2014	18+	Yes-size of population of provinces and urban/rural split
2	ALGERIA	IMMAR Maghreb	CATI	1000	National	38,100,000	29,180,000	November 2nd- November 23rd, 2015	15+	Yes
3	ARGENTINA	Voices! Research & Consultancy	Face to Face	1000	National	41,446,246	28,000,000	October 2014	16+	Yes
4	ARMENIA	MPG LLC (Marketing Professional Group)	Face to Face	1067	National	3,222,498	2396100	November 2014	18+	No
5	AUSTRALIA	Colmar Brunton	Online	1000	National	22,229,000	16,691,756	November 4th- November 11th, 2014	18+	Yes-age,gender,region
6	AUSTRIA	Österreichisches Gallup Institut	Online	1000	National	8,460,000	7,100,000	November 2014	14+	Yes
7	AZERBAIJAN	SIAR Research and Consulting Group	CATI	1000	National	8,922,400	4,645,570	October 16th-November 12th, 2014	20-64	No
8	BANGLADESH	SRGB (SRG Bangladesh Limited)	CATI	1000	National	144,043,698	118,115,832	November 5th- November 25th, 2014	18+	Yes
9	BELGIUM	iVOX bvba	Online	1000	National	11,000,000	7,685,022	October 28th-November 18th, 2014	18-79	Yes-gender, age, region, education
10	BOSNIA&HERZ EGOVINA	Mareco Index Bosnia	CATI	1000	National	3,790,000	3,080,000	October 27th- November 7th, 2014	18+	No
11	BRAZIL	IBOPE Inteligência	F2F/Online	2002	National	201,400,000	149,224,231	November 13th- November 17th, 2014	16+	No
12	BULGARIA	Gallup International	Face to Face	1008	National	7 245 677	6,058,305	October 31st-November 6th, 2014	18+	Yes-gender, age, region, type of settlement
13	CANADA	Leger	Online	1000	National	34,482,779	26579045	November 2014	18-65	Yes-age,gender,region
14	CHINA	WisdomAsia	Online	1150	Urban	1,360,000,000	320,000,000	November 1st- November 15th, 2014	18-65	Yes-gender, age, social class and region
15	COLOMBIA	Centro Nacional de Consultoría	CATI	1000	Urban	46,581,823	24,505,318	November 1st- November 7th, 2014	18+	Yes
16	CZECH REPUBLIC	MARECO Ltd. Praha	Face to Face	1000	National	10,507,566	8 659 000	October 24th-November 11th, 2014	18+	Yes-gender, age
17	DENMARK	DMA/Research	Online	500	National	5,600,000	4,700,000	November 2014	18-74	Yes
18	ECUADOR	CEDATOS	Face to Face	1000	Urban	16,027,466	10,733,110	October 31st-November 20th, 2014	16+	Yes-age, region, gender
19	FIJI	Tebbutt Research	CATI	1000	National	890,057	581,118	November 1st- November 15th, 2014	18+	Yes- age group, gender,division.
20	FINLAND	Taloustutkimus Oy	F2F/CAPI	1000	National	5,451,270	4 261 000	October 19th- November 7th, 2014	15-79	Yes- gender, age, region
21	FRANCE	BVA	Online	1000	National	66,030,000	50,892,994	October 20th-October	15+	No

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22	GEORGIA	GORBI (Georgian Opinion Research Business International)	CAPI	1000	National	4,400,000	3,234,839	October 15th-November 15th, 2014	18+	No
23	GERMANY	Produkt + Markt	Online	1000	National	80,209,997	64,414,195	November 2014	16+	No
24	GREECE	Alternative Research Solutions	Online	1000	National	10,964,020	6,656,982	November 5th-November 13th, 2014	18-64	Yes- region, gender, age
25	HONG KONG	CSG	CATI/Online	500	National	7,234,800	6,438,972	October 27th-November 16th, 2014	15+	No
26	ICELAND	Capacent Gallup	Online	1800	National	321,857	242,099	October 29th-November 12th, 2014	18+	Yes-gender, age, residence, education
27	INDIA	DataPrompt International	CATI	1000	Urban	1,210,193,422	850,765,975	October 20th, November 14th, 2014	15+	No
28	INDONESIA	Deka	Face to Face	500	Urban	240,574,650	157,945,918	October 15th-November 5th, 2014	18+	No
29	IRAQ	IIACSS	Face to Face	1230	Urban	30,000,000	10,340,000	November 2014	18-65	Yes
30	IRELAND	Red C Research and Marketing	Online	1000	National	4,580,000	3,470,000	October 20th- October 27th, 2014	18+	Yes-gender, age, social class, region
31	ISRAEL	Palestinian Center for Public Opinion (PCPO)	CATI	575	National	8,700,000	5,300,000	November 2nd-November 12th, 2014	18-65	No
32	ITALY	DOXA	F2F/CAPI	1000	National	59,700,000	51,100,000	October 16th-October 30th, 2014	15+	Yes
33	JAPAN	NRC (Nippon Research Center)	PAPI	1200	National	128,000,000	102,000,000	October 31st-November 12th, 2014	15-79	Yes-age, gender, region, city size
34	KAZAKHSTAN	Romir	Online	500	Urban	17,000,000	7 450 000	October 23rd-October 30th, 2014	18+	Yes- age, gender, region, city size
35	KENYA	Infinite Insight	CAPI	1000	National	38,610,097	28,749,653	November 2014	18+	No
36	KOREA	Gallup Korea	Face to Face	1500	National	51,300,000	41,300,000	October 30th-November 26th, 2014	19+	Yes
37	KOSOVO	Be Research (Index Kosova)	CAPI	1000	National	1,800,000	1,195,200	November 1st-November 7th, 2014	18+	Yes-age, gender, residence, municipality
38	LATVIA	SKDS	Online	1000	National	2,178,405	1,630,666	October 30th-November 5th, 2014	18-74	Yes-gender, nationality, age, region
39	LEBANON	REACH (Research and Consulting House)	CATI	1000	National	4,140,289	2687156	October 17th-November 5th, 2014	18+	No
40	MACEDONIA	BRIMA	Face to Face	1200	National	2,062,294	1,710,748	November 1st-November 24th, 2014	15+	Yes-age, gender, region and nationality
41	MALAYSIA	TNS Malaysia	Online	500	Urban	27,000,000	14,650,000	October 27th-November 15th, 2014	18+	Yes-region, race, gender, age
42	MEXICO	BRAIN Research	Face to Face	1000	Urban	112,336,538	82,710,667	October 27th-November 7th, 2014	13+	Yes
43	MOROCCO	BJ Group	Face to Face	1000	National	32,300,000	18,200,000	November 8th-November 19th, 2014	18-65	No
44	NETHERLANDS	Motivaction	Online	500	National	16,700,000	10,832,000	October 20th-November 14th, 2014	18-70	Yes-gender, age, education, mentality
45	NIGERIA	Market Trends International	Face to Face	800	National	140,003,542	64,401,629	October 13th-November 9th, 2014	18-65	No

46	PAKISTAN	Gallup Pakistan	Face to Face	2000	National	180,000,000	92,000,000	October 19th–October 30th, 2014	18+	Yes-province Urban, Rural (PRU) method.
47	PALESTINIAN TERRITORIES	Palestinian Center for Public Opinion (PCPO)	Face to Face	753	National	4,293,309	2,467,964	November 2nd–November 12th, 2014	15+	No
48	PANAMA	Dichter & Neira	Face to Face	1224	National	3,405,813	2,067,459	October 16th–October 19th, 2014	18+	No
49	PAPUA NEW GUINEA	Tebbutt Research	CATI	1000	National	6,310,129	3,521,052	November 1st–November 15th, 2014	18+	Yes
50	PERU	DATUM Internacional	Face to Face	1200	National	27,412,157	15,523,831	October 30th–November 4th, 2014	18-69	Yes
51	PHILIPPINES	PSRC (Philippines Survey & Research Center Inc.)	Face to Face	1000	National	99,739,440	55,989,174	October 9th–November 12th, 2014	18-65	Yes
52	POLAND	Mareco Polska	Face to Face	1000	National	38,500,000	32,500,000	October 20th–November 3rd, 2014	15+	No
53	PORTUGAL	Marktest	Online	1000	National	10,562,178	8,249,612	October 20th–November 15th, 2014	18+	Yes- sex, age, region
54	ROMANIA	CSOP	Face to Face	1000	National	20,121,641	16,266,923	October 20th–October 28th, 2014	18+	Yes-gender, age, region, residence
55	RUSSIA	ROMIR	Face to Face	1000	Urban	142,008,800	74,308,800	October 10th–October 18th, 2014	18+	Yes-age, gender, federal description, city size
56	SAUDI ARABIA	PARC (Pan Arab Research Center)	CATI	600	Urban	29,000,000	17,500,000	October 18th–November 7th, 2014	15+	No
57	SERBIA	Medium Gallup	Face to Face	1000	National	7,186,862	5,923,734	November 3rd–November 14th, 2014	18+	Yes-age and education
58	SOUTH AFRICA	Ask Afrika	CATI	500	National	52,000,000	22,500,000	October, 2014	18+	Yes
59	SPAIN	Instituto DYM	Online	1000	National	47,129,783	33,329,214	October 29th–November 4th, 2014	16-75	Yes
60	SWEDEN	CMA Research	Online	1000	National	9,716,962	6,888,280	October 20th–November 31st, 2014	18-75	Yes- gender, age and region
61	SWITZERLAND	Leger Switzerland	Online	1000	National	8,139,631	6,263,105	October 29th–November 9th, 2014	15-74	yes
62	THAILAND	Infosearch	Face to Face	600	National	67,091,089	47,152,071	October 12th–November 13th, 2014	18+	Yes- age, gender, region
63	TURKEY	Barem Research	CATI	1000	National	76,481,847	53,827,088	October 15th–November 17th, 2014	18+	Yes
64	UK	ORB International	Online	1000	National	58,000,000	49,000,000	November 19th–November 28th 2014	18+	Yes
65	UKRAINE	ROMIR Ukraine	Online	500	Urban	45 778 289	36,245,721	October 10th–October 18th, 2014	16+	Yes-age, gender, federal description , city size
66	USA	Leger USA	Online	1000	National	313,000,000	233,000,000	November 2014	18-65	Yes
67	VIETNAM	Indochina Research	Face to Face	500	Urban	89,710,000	9,770,600	October 17th–October 31st, 2014	18+	No

NOTE ON WEIGHTING OF DATA

National, Global and Regional Weighting issues

1- National Weighting:

Unless otherwise data from every country is weighted internally to correspond with census distribution of its population

2- Regional and Global Weighting:

The total population of every country has been used to construct the weighting scheme for computing Regional averages as well as global averages.

Please note that if a previous version of this Tabulation varies from this one in terms of Global or Regional average, the difference is due to the difference in regional and global weighting schemes.

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