



## TOPLINE & METHODOLOGY

### Fewer Americans say paying your own bills makes you an adult than in 2017

#### Perceptions of personal hygiene remain static despite the pandemic

**Washington, DC, August 18, 2021** – According to a new Ipsos poll, two-thirds of Americans believe you need to pay your own bills to be considered an adult (66%), a fifteen-percentage point change from 2017 (81%). Additionally, the number of Americans saying having a full-time job or living outside your parent's home is needed to be an adult has also decreased. The poll also finds that personal hygiene beliefs vary between men and women, with more women than men saying their personal hygiene is directly tied to their self-image.

#### Detailed Findings

1. Since 2017, fifteen percent fewer Americans now believe you need to pay your own bills to be considered an adult.
  - In addition, fewer Americans say you need a full-time job (46% in 2021, 63% in 2017) or to live outside your parents' home (42% in 2021, 59% in 2017) to be considered an adult.
  - Baby Boomers are more likely to believe that not receiving financial assistance from parents/loved ones (51%) and living outside of your parents' home (46%) are necessary keys to being an adult than Gen Zers or Millennials.
  - Despite the perception of stricter requirements for adulthood in 2017, more Americans now contribute to a 401k/retirement plan (49%) and don't receive financial help (73%) than in 2017 (40% and 68%).
2. Despite the pandemic, the number of Americans who say washing your hands when returning home from being in public is important has only increased by five percentage points.
  - More women (93%) than men (85%) say washing your hands when returning home is important. Women are also more likely to say sanitizing your living space (85%) and your workspace (83%) is important relative to men (72% and 71%).
  - The most important hygiene habits for Americans are washing your hands after using the toilet (97%), bathing after an active workout (95%), changing clothes and undergarments every day, washing your hands before a meal, and brushing your teeth twice a day (94% for all).
3. Nine in ten women (89%) say their personal hygiene is directly tied to their self-image, twelve percentage points higher than men (77%).
  - Majority (69%) of men spend 30 minutes or less on their personal hygiene, while most women (72%) spend 30 minutes to an hour.
  - 92% of women say that maintaining their personal hygiene is always a priority, compared to 86% of men.
  - While an equal percentage of men and women (57%) say their personal hygiene determines how often people around them get sick, more women (72%) than men (66%) agree that their personal hygiene determines how often they themselves get sick.

*These are the findings of an Ipsos poll conducted between August 13-15, 2021. For this study, a sample of 1,019 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a margin of error of plus or minus 3.3 percentage points for all respondents.*





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## Ipsos Poll

Conducted by Ipsos using KnowledgePanel®  
**A survey of the American general population (ages 18+)**

Interview dates: August 13 – August 15, 2021

Number of interviews: 1019

Number of Gen Z interviews: 101

Number of Millennial interviews: 212

Number of Gen X interviews: 259

Number of Baby Boomer interviews: 447

Number of Male interviews: 518

Number of Female interviews: 501

Margin of error: +/- 3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: \* = less than 0.5%, - = no respondents

### Annotated Questionnaire:

1. In your opinion, which of the following must you do or have to be considered an adult?

#### Trend Data

|   | Total 2021<br>(N=1019) | Total 2017<br>(N=1005) |
|---|------------------------|------------------------|
| Pay your own bills  | 66%                    | 81%                    |
| Have a full-time job  | 46%                    | 63%                    |
| Don't receive regular financial assistance from your parents/loved ones                 | 45%                    | 54%                    |
| Live outside of your parent's home  | 42%                    | 59%                    |
| Do your own laundry   | 33%                    | 55%                    |
| Have your own health insurance policy   | 31%                    | N/A                    |
| Schedule an annual medical check up on your own   | 26%                    | N/A                    |
| Do your own taxes   | 25%                    | 38%                    |
| Cook for yourself more than twice a week  | 22%                    | 39%                    |
| Own a car   | 21%                    | N/A                    |
| Handle car maintenance or repairs on your own   | 21%                    | N/A                    |
| Contribute to a 401K/retirement plan  | 18%                    | 35%                    |
| Get the Covid-19 vaccine  | 14%                    | N/A                    |
| Get a flu shot every winter   | 9%                     | 16%                    |
| Have your own account on Amazon Prime, Netflix, Hulu, HBOGo, or other streaming service | 5%                     | 20%                    |
| Other   | 7%                     | 10%                    |
| None of the above   | 16%                    | 4%                     |
| Skipped   | 1%                     | N/A                    |





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August 2021 Data

|   | <b>Total<br/>(N=1019)</b> | <b>Gen Z<br/>(N=101)</b> | <b>Millennial<br/>(N=212)</b> | <b>Gen X<br/>(N=259)</b> | <b>Baby<br/>Boomer<br/>(N=447)</b> |
|---|---------------------------|--------------------------|-------------------------------|--------------------------|------------------------------------|
| Pay your own bills  | 66%                       | 63%                      | 65%                           | 68%                      | 66%                                |
| Have a full-time job  | 46%                       | 46%                      | 42%                           | 48%                      | 47%                                |
| Don't receive regular financial assistance from your parents/loved ones                 | 45%                       | 37%                      | 41%                           | 44%                      | 51%                                |
| Live outside of your parent's home  | 42%                       | 38%                      | 34%                           | 43%                      | 46%                                |
| Do your own laundry   | 33%                       | 39%                      | 34%                           | 30%                      | 33%                                |
| Have your own health insurance policy   | 31%                       | 27%                      | 26%                           | 31%                      | 37%                                |
| Schedule an annual medical check up on your own   | 26%                       | 29%                      | 25%                           | 26%                      | 26%                                |
| Do your own taxes   | 25%                       | 39%                      | 27%                           | 23%                      | 19%                                |
| Cook for yourself more than twice a week  | 22%                       | 32%                      | 21%                           | 21%                      | 21%                                |
| Own a car   | 21%                       | 30%                      | 18%                           | 25%                      | 18%                                |
| Handle car maintenance or repairs on your own   | 21%                       | 22%                      | 16%                           | 22%                      | 23%                                |
| Contribute to a 401K/retirement plan  | 18%                       | 23%                      | 16%                           | 16%                      | 18%                                |
| Get the Covid-19 vaccine  | 14%                       | 13%                      | 10%                           | 13%                      | 17%                                |
| Get a flu shot every winter   | 9%                        | 10%                      | 6%                            | 6%                       | 12%                                |
| Have your own account on Amazon Prime, Netflix, Hulu, HBOGo, or other streaming service | 5%                        | 9%                       | 6%                            | 5%                       | 4%                                 |
| Other   | 7%                        | 4%                       | 8%                            | 4%                       | 8%                                 |
| None of the above   | 16%                       | 16%                      | 18%                           | 13%                      | 16%                                |
| Skipped   | 1%                        | 1%                       | 2%                            | 1%                       | 1%                                 |



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2. Which of the following do you currently do?

### Trend Data

|   | <b>Total 2021</b> | <b>Total 2017</b> |
|---|-------------------|-------------------|
| Pay your own bills  | 85%               | 87%               |
| Do your own laundry   | 81%               | 82%               |
| Cook for yourself more than twice a week  | 80%               | 77%               |
| Own a car   | 80%               | N/A               |
| Live outside of your parent's home  | 78%               | 75%               |
| Have your own health insurance policy   | 77%               | N/A               |
| Schedule an annual medical check up on your own   | 75%               | N/A               |
| Don't receive regular financial assistance from your parents/loved ones                 | 73%               | 68%               |
| Get the Covid-19 vaccine  | 68%               | N/A               |
| Handle car maintenance or repairs on your own   | 61%               | N/A               |
| Do your own taxes   | 59%               | 61%               |
| Have your own account on Amazon Prime, Netflix, Hulu, HBOGo, or other streaming service | 58%               | 55%               |
| Get a flu shot every winter   | 53%               | 45%               |
| Have a full-time job  | 52%               | 48%               |
| Contribute to a 401K/retirement plan  | 49%               | 40%               |
| Other   | 9%                | N/A               |
| None of the above   | 2%                | 1%                |
| Skipped   | 1%                | N/A               |





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August 2021 Data

|   | Total | Gen Z | Millennial | Gen X | Baby Boomer |
|---|-------|-------|------------|-------|-------------|
| Pay your own bills  | 85%   | 49%   | 84%        | 89%   | 94%         |
| Do your own laundry   | 81%   | 69%   | 78%        | 88%   | 84%         |
| Cook for yourself more than twice a week  | 80%   | 64%   | 77%        | 86%   | 85%         |
| Own a car   | 80%   | 48%   | 76%        | 86%   | 88%         |
| Live outside of your parent's home  | 78%   | 34%   | 75%        | 88%   | 90%         |
| Have your own health insurance policy   | 77%   | 30%   | 74%        | 83%   | 90%         |
| Schedule an annual medical check up on your own   | 75%   | 47%   | 60%        | 82%   | 87%         |
| Don't receive regular financial assistance from your parents/loved ones                 | 73%   | 37%   | 73%        | 79%   | 83%         |
| Get the Covid-19 vaccine  | 68%   | 60%   | 57%        | 64%   | 80%         |
| Handle car maintenance or repairs on your own   | 61%   | 36%   | 57%        | 72%   | 66%         |
| Do your own taxes   | 59%   | 40%   | 61%        | 67%   | 60%         |
| Have your own account on Amazon Prime, Netflix, Hulu, HBOGo, or other streaming service | 58%   | 38%   | 64%        | 71%   | 53%         |
| Get a flu shot every winter   | 53%   | 44%   | 37%        | 47%   | 69%         |
| Have a full-time job  | 52%   | 45%   | 68%        | 70%   | 35%         |
| Contribute to a 401K/retirement plan  | 49%   | 28%   | 57%        | 60%   | 45%         |
| Other   | 9%    | 10%   | 10%        | 8%    | 9%          |
| None of the above   | 2%    | 6%    | 4%         | 1%    | 1%          |
| Skipped   | 1%    | -     | 3%         | 2%    | *           |

### 3. Rate the importance of the following hygiene habits

#### Trend Data Total Important Summary

|  | Total 2021 (N=1019) | Total 2018 (N=1005) |
|--|---------------------|---------------------|
| Washing your hands after using the toilet                                    | 97%                 | 98%                 |
| Bathing/taking a shower after an active workout                              | 95%                 | 96%                 |
| Changing your clothes and undergarments every day                            | 94%                 | 94%                 |
| Washing your hands before a meal   | 94%                 | 94%                 |
| Brushing your teeth twice a day  | 94%                 | N/A                 |
| Washing your hands when returning home                                       | 89%                 | 84%                 |
| Bathing/taking a shower daily  | 88%                 | N/A                 |
| Brushing/combing your hair in the morning                                    | 80%                 | N/A                 |
| Sanitizing your living space (doorknobs, kitchen counters, bed sheets, etc.) | 79%                 | 78%                 |
| Sanitizing your workspace (desktop, keyboard, desk phone, headset, etc.)     | 77%                 | 75%                 |
| Sanitizing your mobile device  | 74%                 | 69%                 |
| Washing your face before bed   | 72%                 | N/A                 |
| Changing into new clothes when you get home after being out in public        | 47%                 | N/A                 |





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### August 2021 Total Important Summary

|  | <b>Total<br/>(N=1019)</b> | <b>Male<br/>(N=518)</b> | <b>Female<br/>(N=501)</b> |
|--|---------------------------|-------------------------|---------------------------|
| Washing your hands after using the toilet                                    | 97%                       | 96%                     | 97%                       |
| Bathing/taking a shower after an active workout                              | 95%                       | 93%                     | 96%                       |
| Changing your clothes and undergarments every day                            | 94%                       | 92%                     | 96%                       |
| Washing your hands before a meal   | 94%                       | 92%                     | 96%                       |
| Brushing your teeth twice a day  | 94%                       | 92%                     | 96%                       |
| Washing your hands when returning home                                       | 89%                       | 85%                     | 93%                       |
| Bathing/taking a shower daily  | 88%                       | 89%                     | 86%                       |
| Brushing/combining your hair in the morning                                  | 80%                       | 71%                     | 88%                       |
| Sanitizing your living space (doorknobs, kitchen counters, bed sheets, etc.) | 79%                       | 72%                     | 85%                       |
| Sanitizing your workspace (desktop, keyboard, desk phone, headset, etc.)     | 77%                       | 71%                     | 83%                       |
| Sanitizing your mobile device  | 74%                       | 67%                     | 81%                       |
| Washing your face before bed   | 72%                       | 60%                     | 82%                       |
| Changing into new clothes when you get home after being out in public        | 47%                       | 43%                     | 50%                       |

#### a. Washing your hands after using the toilet

|                            | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|----------------------------|--------------|-------------|---------------|
| Very important             | 86%          | 83%         | 89%           |
| Somewhat important         | 10%          | 12%         | 8%            |
| Not very important         | 2%           | 3%          | 1%            |
| Not important at all       | *            | 1%          | *             |
| Don't know                 | 1%           | 1%          | *             |
| Skipped                    | 1%           | *           | 1%            |
| <b>Important (net)</b>     | <b>97%</b>   | <b>96%</b>  | <b>97%</b>    |
| <b>Not important (net)</b> | <b>2%</b>    | <b>3%</b>   | <b>2%</b>     |

#### b. Changing your clothes and undergarments every day

|                            | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|----------------------------|--------------|-------------|---------------|
| Very important             | 73%          | 66%         | 79%           |
| Somewhat important         | 21%          | 26%         | 17%           |
| Not very important         | 4%           | 6%          | 3%            |
| Not important at all       | 1%           | 1%          | 1%            |
| Don't know                 | 1%           | 1%          | 1%            |
| Skipped                    | *            | 1%          | *             |
| <b>Important (net)</b>     | <b>94%</b>   | <b>92%</b>  | <b>96%</b>    |
| <b>Not important (net)</b> | <b>5%</b>    | <b>7%</b>   | <b>3%</b>     |

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### c. Bathing/taking a shower after an active workout

|                            | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|----------------------------|--------------|-------------|---------------|
| Very important             | 70%          | 65%         | 74%           |
| Somewhat important         | 25%          | 28%         | 23%           |
| Not very important         | 3%           | 4%          | 2%            |
| Not important at all       | *            | 1%          | -             |
| Don't know                 | 1%           | 1%          | 1%            |
| Skipped                    | 1%           | 1%          | 1%            |
| <i>Important (net)</i>     | 95%          | 93%         | 96%           |
| <i>Not important (net)</i> | 3%           | 5%          | 2%            |

### d. Washing your hands before a meal

|                            | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|----------------------------|--------------|-------------|---------------|
| Very important             | 72%          | 66%         | 77%           |
| Somewhat important         | 22%          | 26%         | 19%           |
| Not very important         | 3%           | 5%          | 2%            |
| Not important at all       | 1%           | 2%          | *             |
| Don't know                 | 1%           | 1%          | *             |
| Skipped                    | 1%           | 1%          | 1%            |
| <i>Important (net)</i>     | 94%          | 92%         | 96%           |
| <i>Not important (net)</i> | 5%           | 6%          | 3%            |

### e. Washing your hands when returning home

|                            | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|----------------------------|--------------|-------------|---------------|
| Very important             | 63%          | 57%         | 69%           |
| Somewhat important         | 26%          | 29%         | 23%           |
| Not very important         | 7%           | 10%         | 6%            |
| Not important at all       | 2%           | 4%          | 1%            |
| Don't know                 | 1%           | 1%          | 1%            |
| Skipped                    | *            | *           | *             |
| <i>Important (net)</i>     | 89%          | 85%         | 93%           |
| <i>Not important (net)</i> | 10%          | 13%         | 6%            |

### f. Sanitizing your living space (doorknobs, kitchen counters, bed sheets, etc.)

|                            | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|----------------------------|--------------|-------------|---------------|
| Very important             | 41%          | 35%         | 46%           |
| Somewhat important         | 38%          | 37%         | 39%           |
| Not very important         | 14%          | 18%         | 11%           |
| Not important at all       | 6%           | 9%          | 3%            |
| Don't know                 | 1%           | 1%          | 1%            |
| Skipped                    | *            | *           | *             |
| <i>Important (net)</i>     | 79%          | 72%         | 85%           |
| <i>Not important (net)</i> | 20%          | 26%         | 14%           |

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g. Sanitizing your workspace (desktop, keyboard, desk phone, headset, etc.)

|                            | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|----------------------------|--------------|-------------|---------------|
| Very important             | 43%          | 35%         | 51%           |
| Somewhat important         | 34%          | 36%         | 32%           |
| Not very important         | 15%          | 18%         | 12%           |
| Not important at all       | 5%           | 8%          | 2%            |
| Don't know                 | 2%           | 2%          | 2%            |
| Skipped                    | 1%           | 1%          | 1%            |
| <i>Important (net)</i>     | 77%          | 71%         | 83%           |
| <i>Not important (net)</i> | 20%          | 26%         | 14%           |

h. Sanitizing your mobile device

|                            | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|----------------------------|--------------|-------------|---------------|
| Very important             | 37%          | 31%         | 43%           |
| Somewhat important         | 37%          | 36%         | 38%           |
| Not very important         | 16%          | 20%         | 13%           |
| Not important at all       | 7%           | 11%         | 3%            |
| Don't know                 | 2%           | 2%          | 2%            |
| Skipped                    | 1%           | 1%          | 1%            |
| <i>Important (net)</i>     | 74%          | 67%         | 81%           |
| <i>Not important (net)</i> | 23%          | 30%         | 16%           |

i. Bathing/taking a shower daily

|                            | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|----------------------------|--------------|-------------|---------------|
| Very important             | 59%          | 60%         | 57%           |
| Somewhat important         | 29%          | 29%         | 29%           |
| Not very important         | 9%           | 8%          | 10%           |
| Not important at all       | 2%           | 2%          | 2%            |
| Don't know                 | 1%           | 1%          | *             |
| Skipped                    | 1%           | *           | 1%            |
| <i>Important (net)</i>     | 88%          | 89%         | 86%           |
| <i>Not important (net)</i> | 11%          | 9%          | 12%           |

j. Changing into new clothes when you get home after being out in public

|                            | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|----------------------------|--------------|-------------|---------------|
| Very important             | 22%          | 19%         | 24%           |
| Somewhat important         | 25%          | 24%         | 26%           |
| Not very important         | 34%          | 34%         | 34%           |
| Not important at all       | 17%          | 20%         | 14%           |
| Don't know                 | 2%           | 2%          | 1%            |
| Skipped                    | *            | *           | *             |
| <i>Important (net)</i>     | 47%          | 43%         | 50%           |
| <i>Not important (net)</i> | 51%          | 54%         | 48%           |

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### k. Brushing your teeth twice a day

|                            | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|----------------------------|--------------|-------------|---------------|
| Very important             | 72%          | 66%         | 77%           |
| Somewhat important         | 22%          | 25%         | 19%           |
| Not very important         | 4%           | 6%          | 2%            |
| Not important at all       | 1%           | 1%          | 1%            |
| Don't know                 | 1%           | 1%          | 1%            |
| Skipped                    | 1%           | 1%          | 1%            |
| <i>Important (net)</i>     | <b>94%</b>   | <b>92%</b>  | <b>96%</b>    |
| <i>Not important (net)</i> | <b>5%</b>    | <b>7%</b>   | <b>3%</b>     |

### l. Brushing/combing your hair in the morning

|                            | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|----------------------------|--------------|-------------|---------------|
| Very important             | 50%          | 38%         | 61%           |
| Somewhat important         | 30%          | 33%         | 26%           |
| Not very important         | 13%          | 16%         | 9%            |
| Not important at all       | 6%           | 10%         | 2%            |
| Don't know                 | 2%           | 2%          | 1%            |
| Skipped                    | *            | 1%          | *             |
| <i>Important (net)</i>     | <b>80%</b>   | <b>71%</b>  | <b>88%</b>    |
| <i>Not important (net)</i> | <b>18%</b>   | <b>26%</b>  | <b>11%</b>    |

### m. Washing your face before bed

|                            | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|----------------------------|--------------|-------------|---------------|
| Very important             | 39%          | 27%         | 50%           |
| Somewhat important         | 33%          | 33%         | 32%           |
| Not very important         | 19%          | 26%         | 12%           |
| Not important at all       | 8%           | 12%         | 4%            |
| Don't know                 | 1%           | 2%          | 1%            |
| Skipped                    | 1%           | 1%          | 1%            |
| <i>Important (net)</i>     | <b>72%</b>   | <b>60%</b>  | <b>82%</b>    |
| <i>Not important (net)</i> | <b>27%</b>   | <b>38%</b>  | <b>17%</b>    |

## 4. On average, how often do you...

### Total 2-3 times a week or more summary

|                           | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|---------------------------|--------------|-------------|---------------|
| Brush your teeth          | 97%          | 97%         | 97%           |
| Bathe/Shower              | 96%          | 94%         | 97%           |
| Wash your face            | 94%          | 93%         | 96%           |
| Brush your hair           | 85%          | 75%         | 94%           |
| Wash your hair            | 81%          | 84%         | 79%           |
| Floss                     | 67%          | 60%         | 74%           |
| Clip your finger/toenails | 11%          | 11%         | 11%           |
| Wash your bedsheets       | 8%           | 6%          | 10%           |

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### a. Bathe/Shower

|                                       | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|---------------------------------------|--------------|-------------|---------------|
| More than once a day                  | 5%           | 5%          | 6%            |
| Daily                                 | 68%          | 69%         | 66%           |
| 2-3 times a week                      | 23%          | 20%         | 26%           |
| Once per week                         | 2%           | 4%          | 1%            |
| Less than once per week               | 2%           | 2%          | 2%            |
| Skipped                               | 1%           | 1%          | 1%            |
| <b>2-3 times a week or more (net)</b> | <b>96%</b>   | <b>94%</b>  | <b>97%</b>    |
| <b>Once a week or less (net)</b>      | <b>4%</b>    | <b>5%</b>   | <b>3%</b>     |

### b. Wash your hair

|                                       | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|---------------------------------------|--------------|-------------|---------------|
| More than once a day                  | 3%           | 4%          | 2%            |
| Daily                                 | 40%          | 55%         | 26%           |
| 2-3 times a week                      | 39%          | 26%         | 51%           |
| Once per week                         | 10%          | 7%          | 13%           |
| Less than once per week               | 8%           | 8%          | 8%            |
| Skipped                               | 1%           | 1%          | 1%            |
| <b>2-3 times a week or more (net)</b> | <b>81%</b>   | <b>84%</b>  | <b>79%</b>    |
| <b>Once a week or less (net)</b>      | <b>18%</b>   | <b>15%</b>  | <b>21%</b>    |

### c. Brush your hair

|                                       | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|---------------------------------------|--------------|-------------|---------------|
| More than once a day                  | 17%          | 12%         | 22%           |
| Daily                                 | 61%          | 57%         | 65%           |
| 2-3 times a week                      | 7%           | 6%          | 8%            |
| Once per week                         | 2%           | 3%          | 2%            |
| Less than once per week               | 12%          | 21%         | 4%            |
| Skipped                               | 1%           | 1%          | 1%            |
| <b>2-3 times a week or more (net)</b> | <b>85%</b>   | <b>75%</b>  | <b>94%</b>    |
| <b>Once a week or less (net)</b>      | <b>14%</b>   | <b>24%</b>  | <b>5%</b>     |

### d. Brush your teeth

|                                       | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|---------------------------------------|--------------|-------------|---------------|
| More than once a day                  | 39%          | 38%         | 41%           |
| Daily                                 | 55%          | 56%         | 54%           |
| 2-3 times a week                      | 3%           | 4%          | 3%            |
| Once per week                         | 1%           | 1%          | *             |
| Less than once per week               | 1%           | 1%          | 2%            |
| Skipped                               | 1%           | 1%          | 1%            |
| <b>2-3 times a week or more (net)</b> | <b>97%</b>   | <b>97%</b>  | <b>97%</b>    |
| <b>Once a week or less (net)</b>      | <b>2%</b>    | <b>2%</b>   | <b>2%</b>     |

## TOPLINE & METHODOLOGY

### e. Floss

|                                       | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|---------------------------------------|--------------|-------------|---------------|
| More than once a day                  | 9%           | 9%          | 9%            |
| Daily                                 | 43%          | 35%         | 50%           |
| 2-3 times a week                      | 16%          | 17%         | 15%           |
| Once per week                         | 9%           | 9%          | 8%            |
| Less than once per week               | 23%          | 30%         | 17%           |
| Skipped                               | 1%           | 1%          | 1%            |
| <b>2-3 times a week or more (net)</b> | <b>67%</b>   | <b>60%</b>  | <b>74%</b>    |
| <b>Once a week or less (net)</b>      | <b>31%</b>   | <b>39%</b>  | <b>25%</b>    |

### f. Wash your face

|                                       | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|---------------------------------------|--------------|-------------|---------------|
| More than once a day                  | 18%          | 14%         | 21%           |
| Daily                                 | 67%          | 67%         | 66%           |
| 2-3 times a week                      | 10%          | 11%         | 9%            |
| Once per week                         | 2%           | 2%          | 1%            |
| Less than once per week               | 3%           | 4%          | 2%            |
| Skipped                               | 1%           | 1%          | 1%            |
| <b>2-3 times a week or more (net)</b> | <b>94%</b>   | <b>93%</b>  | <b>96%</b>    |
| <b>Once a week or less (net)</b>      | <b>5%</b>    | <b>6%</b>   | <b>4%</b>     |

### g. Clip your finger/toenails

|                                       | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|---------------------------------------|--------------|-------------|---------------|
| More than once a day                  | 2%           | 1%          | 2%            |
| Daily                                 | 3%           | 3%          | 3%            |
| 2-3 times a week                      | 7%           | 7%          | 6%            |
| Once per week                         | 36%          | 37%         | 36%           |
| Less than once per week               | 52%          | 52%         | 52%           |
| Skipped                               | 1%           | 1%          | 1%            |
| <b>2-3 times a week or more (net)</b> | <b>11%</b>   | <b>11%</b>  | <b>11%</b>    |
| <b>Once a week or less (net)</b>      | <b>88%</b>   | <b>88%</b>  | <b>88%</b>    |

### h. Wash your bedsheets

|                                       | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|---------------------------------------|--------------|-------------|---------------|
| More than once a day                  | 1%           | 1%          | 1%            |
| Daily                                 | 2%           | 1%          | 4%            |
| 2-3 times a week                      | 5%           | 4%          | 5%            |
| Once per week                         | 50%          | 50%         | 50%           |
| Less than once per week               | 41%          | 43%         | 39%           |
| Skipped                               | 2%           | 2%          | 1%            |
| <b>2-3 times a week or more (net)</b> | <b>8%</b>    | <b>6%</b>   | <b>10%</b>    |
| <b>Once a week or less (net)</b>      | <b>91%</b>   | <b>92%</b>  | <b>89%</b>    |

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5. On average, how much time do you spend on personal hygiene per day?

|                      | Total | Male | Female |
|----------------------|-------|------|--------|
| Less than 30 minutes | 22%   | 29%  | 15%    |
| 30 minutes           | 38%   | 40%  | 36%    |
| 1 hour               | 30%   | 23%  | 36%    |
| 2 hours              | 5%    | 2%   | 7%     |
| 3 hours              | 1%    | *    | 1%     |
| 4 hours              | *     | *    | -      |
| More than 4 hours    | 1%    | *    | 1%     |
| Don't know           | 4%    | 5%   | 4%     |
| Skipped              | 1%    | 1%   | 1%     |

6. Do you agree or disagree with the following statements?

### Trend Data

|   | Total 2021 | Total 2018 |
|---|------------|------------|
| Maintaining personal hygiene is always a priority                         | 89%        | 92%        |
| Personal hygiene can impact how I interact with others throughout the day | 85%        | 88%        |
| Personal hygiene is directly tied to my self-image                        | 83%        | 89%        |
| Personal hygiene is directly tied to how others perceive me               | 82%        | 83%        |
| Personal hygiene can impact my daily productivity                         | 76%        | 75%        |
| Personal hygiene determines how often I get sick                          | 69%        | 71%        |
| Personal hygiene determines how often people around me get sick           | 57%        | 60%        |
| Maintaining personal hygiene comes second to school or work priorities    | 35%        | 37%        |

### August 2021 Total Agree Summary

|   | Total | Male | Female |
|---|-------|------|--------|
| Maintaining personal hygiene is always a priority                         | 89%   | 86%  | 92%    |
| Personal hygiene can impact how I interact with others throughout the day | 85%   | 83%  | 87%    |
| Personal hygiene is directly tied to my self-image                        | 83%   | 77%  | 89%    |
| Personal hygiene is directly tied to how others perceive me               | 82%   | 81%  | 83%    |
| Personal hygiene can impact my daily productivity                         | 76%   | 72%  | 79%    |
| Personal hygiene determines how often I get sick                          | 69%   | 66%  | 72%    |
| Personal hygiene determines how often people around me get sick           | 57%   | 57%  | 57%    |
| Maintaining personal hygiene comes second to school or work priorities    | 35%   | 34%  | 36%    |

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a. Personal hygiene is directly tied to my self-image

|                       | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|-----------------------|--------------|-------------|---------------|
| Strongly agree        | 48%          | 41%         | 55%           |
| Somewhat agree        | 34%          | 35%         | 34%           |
| Somewhat disagree     | 9%           | 12%         | 6%            |
| Strongly disagree     | 5%           | 6%          | 4%            |
| Don't know            | 3%           | 5%          | 2%            |
| Skipped               | 1%           | 1%          | *             |
| <i>Agree (net)</i>    | <b>83%</b>   | <b>77%</b>  | <b>89%</b>    |
| <i>Disagree (net)</i> | <b>13%</b>   | <b>18%</b>  | <b>9%</b>     |

b. Personal hygiene is directly tied to how others perceive me

|                       | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|-----------------------|--------------|-------------|---------------|
| Strongly agree        | 47%          | 44%         | 49%           |
| Somewhat agree        | 35%          | 37%         | 34%           |
| Somewhat disagree     | 8%           | 8%          | 7%            |
| Strongly disagree     | 5%           | 5%          | 5%            |
| Don't know            | 5%           | 6%          | 4%            |
| Skipped               | 1%           | 1%          | 1%            |
| <i>Agree (net)</i>    | <b>82%</b>   | <b>81%</b>  | <b>83%</b>    |
| <i>Disagree (net)</i> | <b>12%</b>   | <b>12%</b>  | <b>12%</b>    |

c. Personal hygiene can impact my daily productivity

|                       | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|-----------------------|--------------|-------------|---------------|
| Strongly agree        | 38%          | 35%         | 42%           |
| Somewhat agree        | 38%          | 37%         | 38%           |
| Somewhat disagree     | 12%          | 13%         | 11%           |
| Strongly disagree     | 6%           | 7%          | 5%            |
| Don't know            | 5%           | 7%          | 4%            |
| Skipped               | 1%           | 1%          | 1%            |
| <i>Agree (net)</i>    | <b>76%</b>   | <b>72%</b>  | <b>79%</b>    |
| <i>Disagree (net)</i> | <b>18%</b>   | <b>20%</b>  | <b>16%</b>    |

d. Personal hygiene can impact how I interact with others throughout the day

|                       | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|-----------------------|--------------|-------------|---------------|
| Strongly agree        | 49%          | 46%         | 53%           |
| Somewhat agree        | 36%          | 37%         | 34%           |
| Somewhat disagree     | 6%           | 7%          | 5%            |
| Strongly disagree     | 5%           | 4%          | 6%            |
| Don't know            | 4%           | 5%          | 2%            |
| Skipped               | 1%           | 1%          | *             |
| <i>Agree (net)</i>    | <b>85%</b>   | <b>83%</b>  | <b>87%</b>    |
| <i>Disagree (net)</i> | <b>11%</b>   | <b>12%</b>  | <b>10%</b>    |

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e. Personal hygiene determines how often I get sick

|                       | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|-----------------------|--------------|-------------|---------------|
| Strongly agree        | 28%          | 26%         | 30%           |
| Somewhat agree        | 41%          | 39%         | 42%           |
| Somewhat disagree     | 16%          | 18%         | 14%           |
| Strongly disagree     | 8%           | 8%          | 8%            |
| Don't know            | 6%           | 8%          | 5%            |
| Skipped               | 1%           | 1%          | 1%            |
| <i>Agree (net)</i>    | 69%          | 66%         | 72%           |
| <i>Disagree (net)</i> | 24%          | 26%         | 22%           |

f. Personal hygiene determines how often people around me get sick

|                       | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|-----------------------|--------------|-------------|---------------|
| Strongly agree        | 20%          | 19%         | 21%           |
| Somewhat agree        | 37%          | 38%         | 36%           |
| Somewhat disagree     | 22%          | 24%         | 20%           |
| Strongly disagree     | 11%          | 11%         | 12%           |
| Don't know            | 10%          | 9%          | 11%           |
| Skipped               | 1%           | 1%          | 1%            |
| <i>Agree (net)</i>    | 57%          | 57%         | 57%           |
| <i>Disagree (net)</i> | 33%          | 34%         | 31%           |

g. Maintaining personal hygiene is always a priority

|                       | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|-----------------------|--------------|-------------|---------------|
| Strongly agree        | 58%          | 55%         | 61%           |
| Somewhat agree        | 31%          | 31%         | 31%           |
| Somewhat disagree     | 5%           | 6%          | 3%            |
| Strongly disagree     | 3%           | 3%          | 3%            |
| Don't know            | 3%           | 5%          | 1%            |
| Skipped               | *            | *           | *             |
| <i>Agree (net)</i>    | 89%          | 86%         | 92%           |
| <i>Disagree (net)</i> | 8%           | 9%          | 7%            |

h. Maintaining personal hygiene comes second to school or work priorities

|                       | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|-----------------------|--------------|-------------|---------------|
| Strongly agree        | 14%          | 14%         | 15%           |
| Somewhat agree        | 21%          | 20%         | 21%           |
| Somewhat disagree     | 31%          | 33%         | 30%           |
| Strongly disagree     | 27%          | 24%         | 30%           |
| Don't know            | 7%           | 9%          | 5%            |
| Skipped               | 1%           | 1%          | *             |
| <i>Agree (net)</i>    | 35%          | 34%         | 36%           |
| <i>Disagree (net)</i> | 58%          | 57%         | 59%           |



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### About the Study

This Ipsos poll was conducted August 13 – 15, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,019 general population adults age 18 or older. The sample includes 518 Males, 501 Females, 101 Gen Zers, 212 Millennials, 259 Gen Xers, and 447 Baby Boomers. Generation Z includes ages 18-25, Millennials include ages 26-39, Generation X includes ages 40-55, and Baby Boomers include ages older than 55.

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.15. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 American Community Survey (ACS) except for the metropolitan status, which is not available from the 1-year ACS data, were obtained from the 2020 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–25, 26–39, 40-54 and 55+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Latinx, Asian, Other)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West) by Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Education (Some College or less, Bachelor and beyond)





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### About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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