Imperial College London

Covid-19:
Global behaviours around face mask use

**Institute of
Global Health Innovation**

**Covid
Data
Hub**

How likely are people to wear face masks outside their homes?
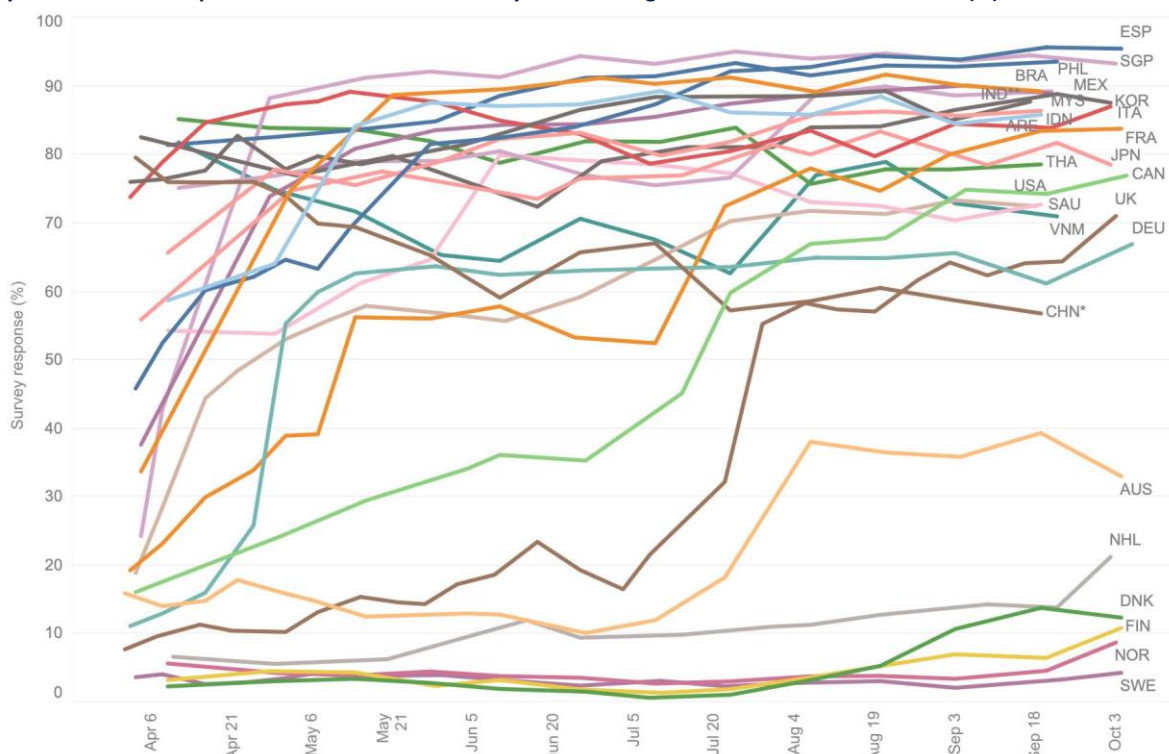
These graphs show how likely people are to wear face masks outside their homes and the country breakdown

Over half of global respondents stated they always wear face masks outside their home to protect themselves and others from coronavirus (COVID-19). 21% of survey participants reported that they do not wear facemasks outside the home. Nordic countries have stayed relatively consistent at the lowest reported level of face mask usage. Most other countries have seen a large increase in face mask usage since April and now report that at least 70% of survey participants always wear a face mask outside the house.

Thinking about the last 7 days, how often have you worn a face mask outside your home to protect yourself or others from coronavirus (COVID-19)? (%)
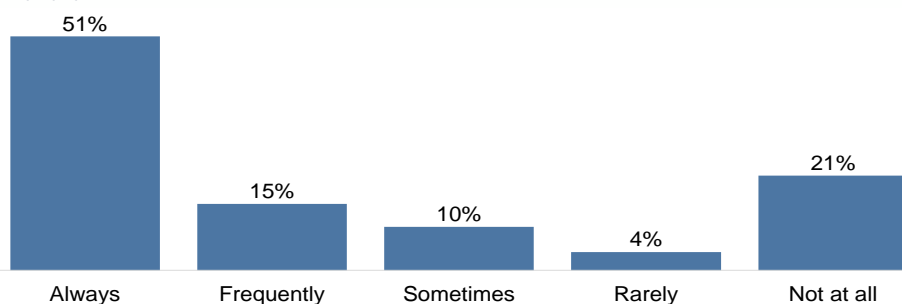
Country breakdown of respondents who answered "Always" to wearing a face mask outside the home (%).

*China is representative of the 'online population'. **India is representative of the 'urban online population'. All other countries, areas or territories are representative of the national population

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How likely are people to wear face masks at home?

These graphs show how likely people are to wear face masks inside their homes and the country breakdown

Around two thirds of global participants reported not at all wearing a face mask inside their home. Saudi Arabia and India reported the highest level of face mask usage inside the home, whereas Finland, Denmark, and Norway reported the lowest.

Thinking about the last 7 days, how often have you worn a face mask inside your home to protect yourself or others from coronavirus (COVID-19)?

Always	Frequently	Sometimes	Rarely	Not at all
5%	5%	10%	14%	66%

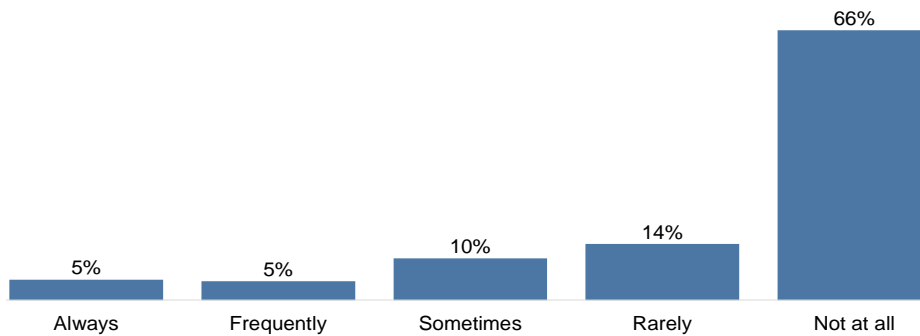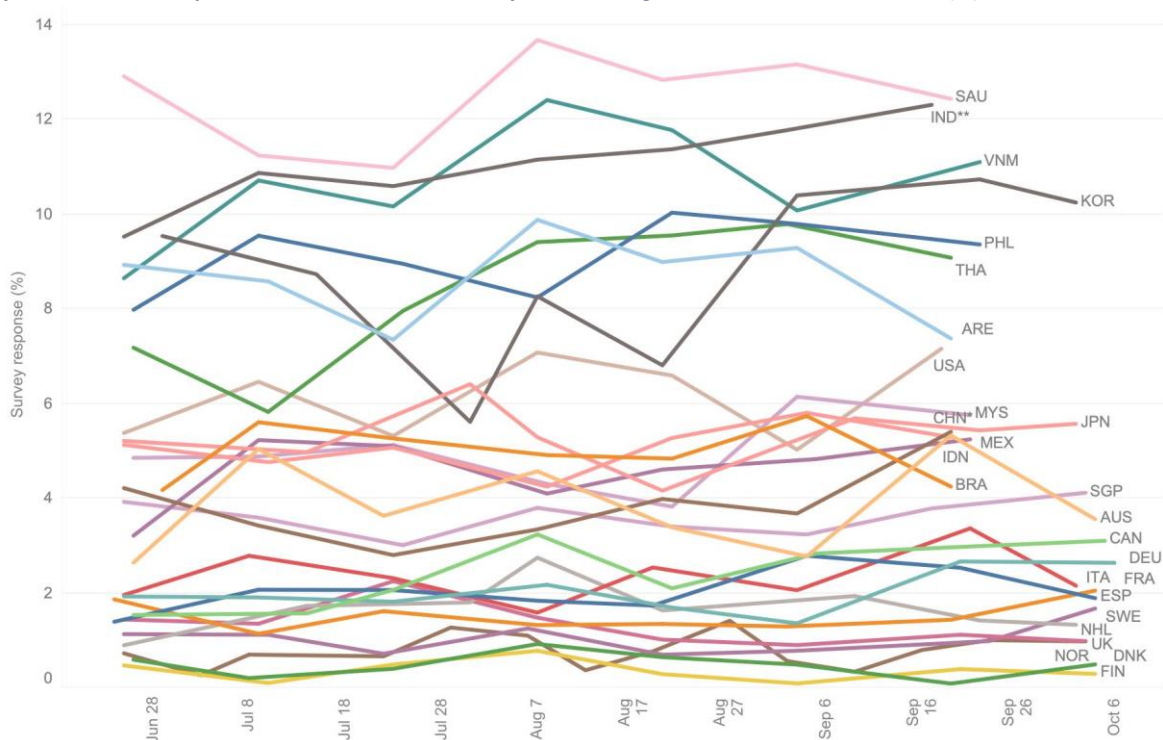**Country breakdown of respondents who answered "Always" to wearing a face mask inside the home (%).**

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How likely are people to wear face masks on public transport and at work?

These graphs show responses by countries over time for the likelihood of always wearing face masks on public transport and at work

For most countries, face mask usage on public transport and at work to protect oneself or others from coronavirus (COVID-19) has stayed relatively consistent since June. However, the United Kingdom, Canada, Denmark, and Australia have seen significantly increased rates of face mask usage on public transport and at work.

Thinking about the last 7 days, how often have you worn a face mask on public transportation to protect yourself or others from coronavirus (COVID-19)? Country breakdown of respondents who responded 'Always' (%).
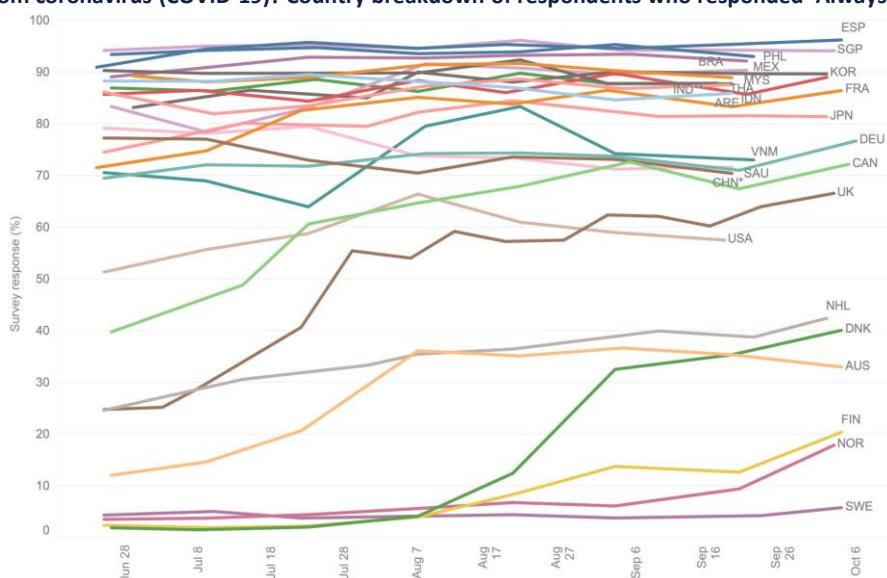
Respondents in the United Kingdom reported the largest change in face mask use on public transport with a 45-percentage point increase between June and October. Spain and Singapore reported highest levels of face mask use on public transportation while Sweden reported the lowest.

Thinking about the last 7 days, how often have you worn a face mask at your place of work to protect yourself or others from coronavirus (COVID-19)? Country breakdown of respondents who responded 'Always' (%).
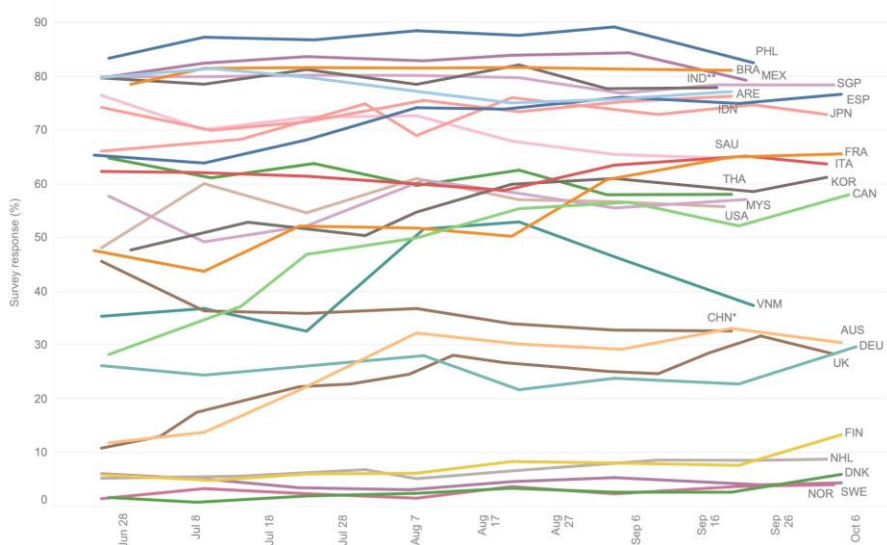
Respondents in Canada reported the largest change in face mask use at work with a 30-percentage point increase between June and October. The Philippines and Brazil reported the highest levels of face mask use at work while the Netherlands and Nordic countries reported the lowest.

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How likely are people to wear face masks in shops?

These graphs show responses by countries over time for the likelihood of always wearing face masks inside shops

Respondents in the United Kingdom, France, and Canada reported the largest increase in face mask usage in shops. Spain and Italy reported the highest level of respondents who always wear face masks in shops, while Sweden, Norway, and Denmark, reported the lowest levels.

Thinking about the last 7 days, how often have you worn a face mask inside a clothing / footwear shop to protect yourself or others from coronavirus (COVID-19)? Country breakdown of respondents who responded 'Always' (%).
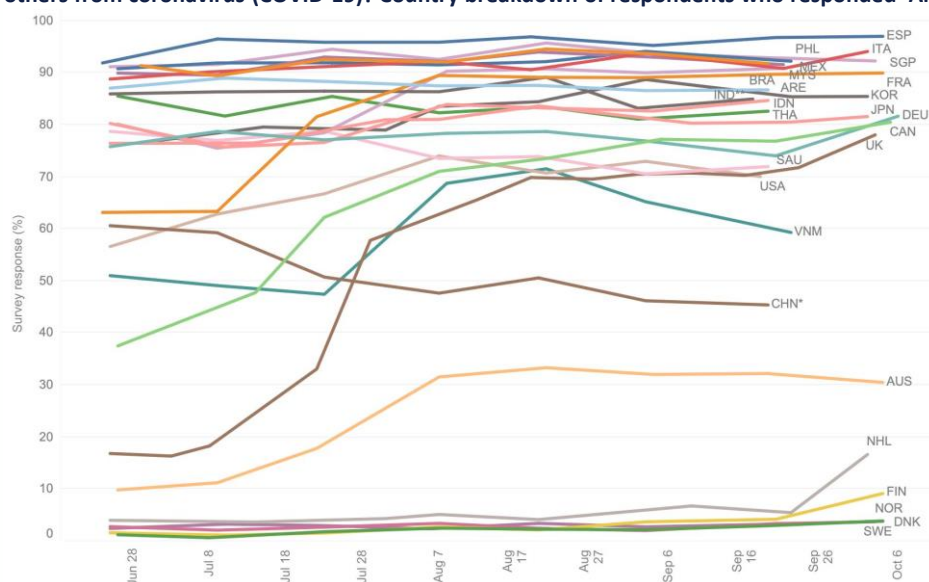
Spain has the highest number of respondents (97%) who report always wearing face masks in clothing and footwear shops between June and October. The United Kingdom reported the largest change in face mask use in clothing and footwear stores with a 61-percentage point increase since June.

Thinking about the last 7 days, how often have you worn a face mask inside a grocery store / supermarket to protect yourself or others from coronavirus (COVID-19)? Country breakdown of respondents who responded 'Always' (%).
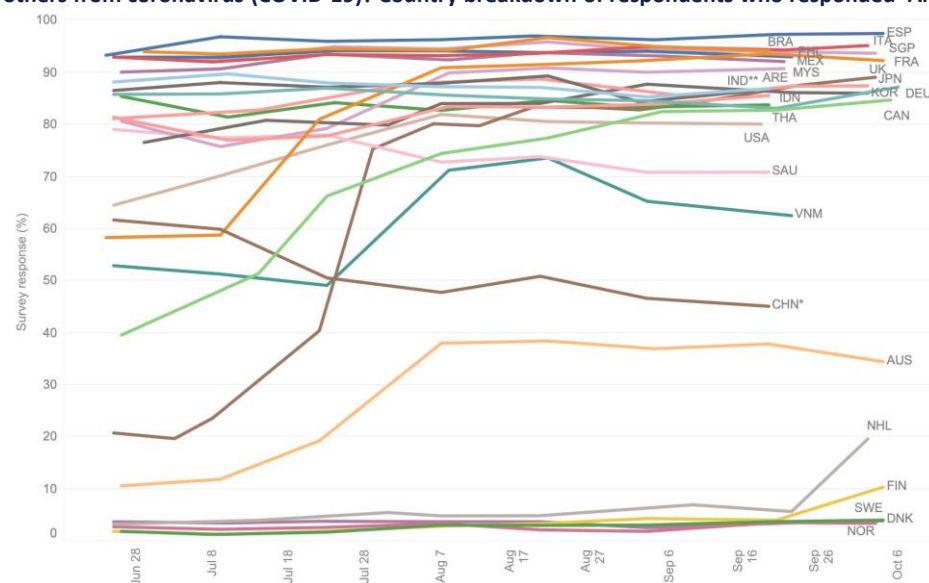
Spain has the highest number of respondents (98%) who report always wearing face masks in grocery stores between June and October. The United Kingdom reported the largest change in face mask use in grocery stores with a 67-percentage point increase since June.

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How able are people to wear face masks?

These graphs show a country breakdown of people's ability to wear face masks to protect themselves from COVID-19

Over half of global respondents reported it is possible for them to wear a mask in order to protect themselves from coronavirus (COVID-19). 9% of survey participants reported that it is not possible for them to wear a face mask. Respondents from the United Kingdom reported the greatest ability to wear face masks, while those from Japan reported the least.

To what extent do you agree or disagree that... Wearing a mask to protect me against coronavirus (COVID-19) is not possible for me (A higher score indicates a higher level of agreement with the question).

Score	Percentage
1	51%
2	10%
3	8%
4	11%
5	7%
6	4%
7	9%

Country breakdown of average scoring (out of 7)

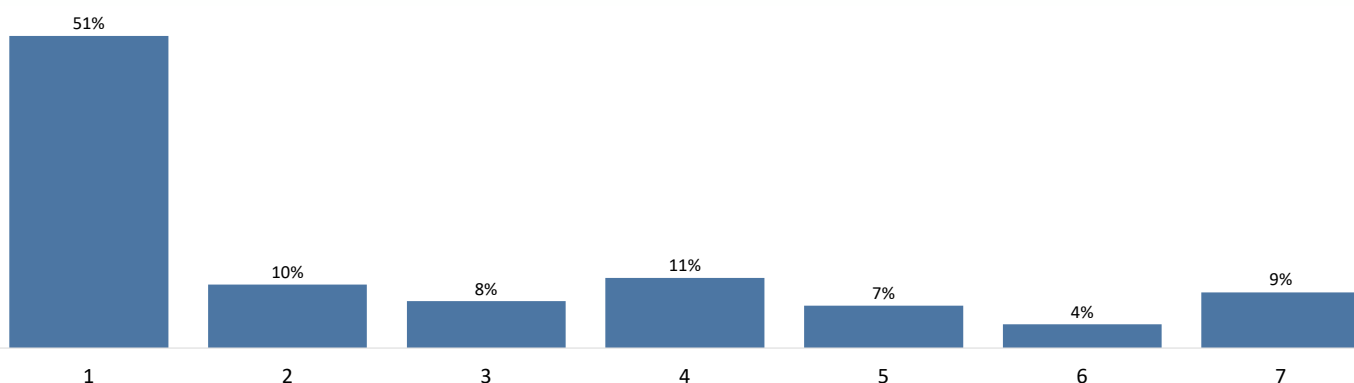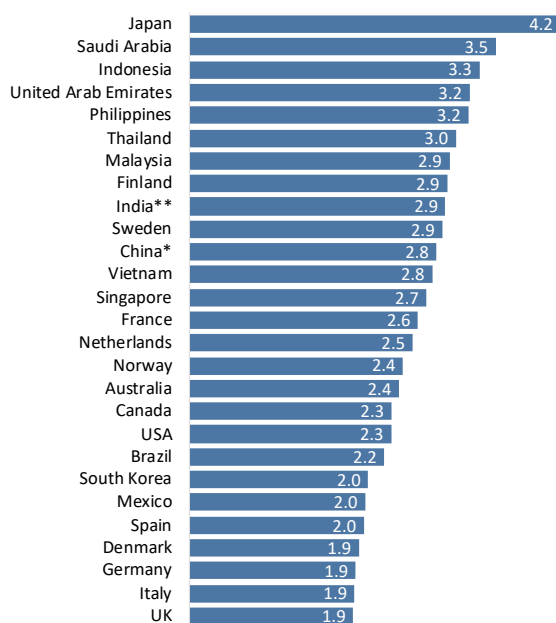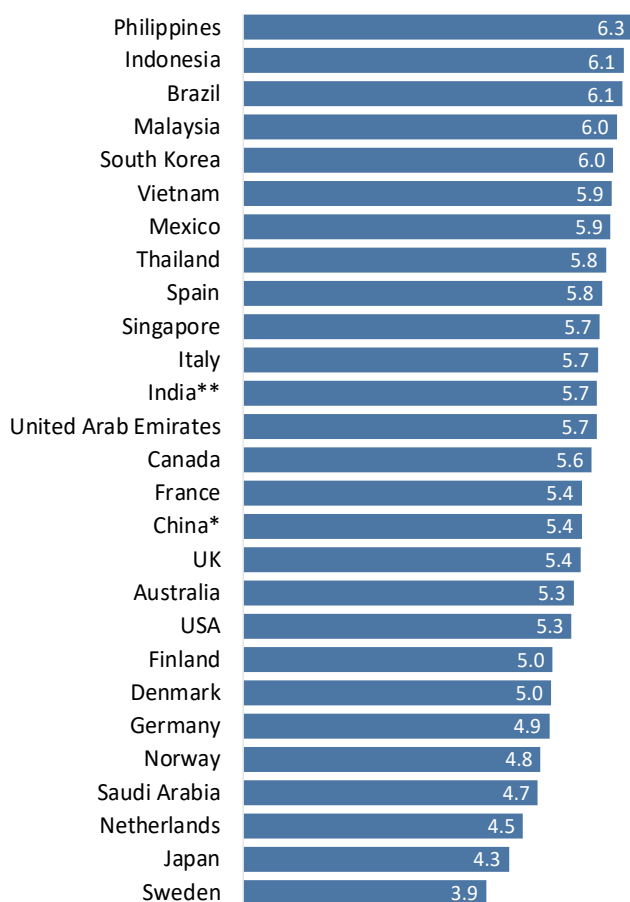| Country	Score
Japan	4.2
Saudi Arabia	3.5
Indonesia	3.3
United Arab Emirates	3.2
Philippines	3.2
Thailand	3.0
Malaysia	2.9
Finland	2.9
India**	2.9
Sweden	2.9
China*	2.8
Vietnam	2.8
Singapore	2.7
France	2.6
Netherlands	2.5
Norway	2.4
Australia	2.4
Canada	2.3
USA	2.3
Brazil	2.2
South Korea	2.0
Mexico	2.0
Spain	2.0
Denmark	1.9
Germany	1.9
Italy	1.9
UK	1.9

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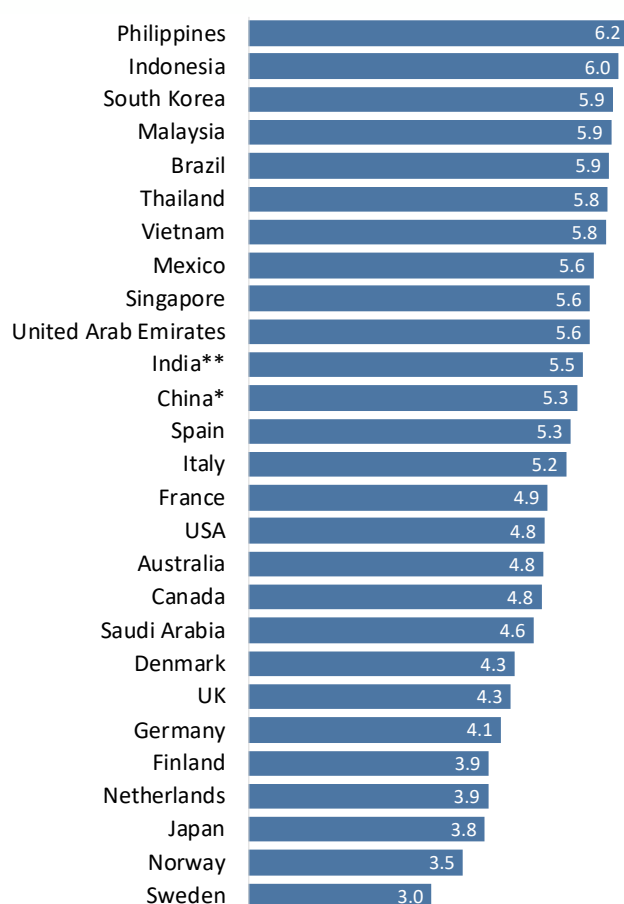# Do people believe face masks will protect them and others?

These graphs show the country breakdown of responses to level of agreement on protection offered by face masks for oneself and others

The Philippines and Indonesia reported the highest level of agreement with the idea that wearing a mask protects oneself and others against coronavirus (COVID-19). Out of 7, with 7 being the highest level of agreement, both countries had at least an average score of 6.0 for each question. Sweden had the lowest level of agreement with these two ideas, reporting average scores of 3.0 and 3.9, respectively.

To what extent do you agree or disagree that... Wearing a mask will protect others against coronavirus (COVID-19) (A higher score indicates a higher level of agreement with the question). Country breakdown of average score (out of 7).

Country	Score
Philippines	6.3
Indonesia	6.1
Brazil	6.1
Malaysia	6.0
South Korea	6.0
Vietnam	5.9
Mexico	5.9
Thailand	5.8
Spain	5.8
Singapore	5.7
Italy	5.7
India**	5.7
United Arab Emirates	5.7
Canada	5.6
France	5.4
China*	5.4
UK	5.4
Australia	5.3
USA	5.3
Finland	5.0
Denmark	5.0
Germany	4.9
Norway	4.8
Saudi Arabia	4.7
Netherlands	4.5
Japan	4.3
Sweden	3.9

To what extent do you agree or disagree that... Wearing a mask will protect me against coronavirus (COVID-19) (A higher score indicates a higher level of agreement with the question). Country breakdown of average score (out of 7).

Country	Score
Philippines	6.2
Indonesia	6.0
South Korea	5.9
Malaysia	5.9
Brazil	5.9
Thailand	5.8
Vietnam	5.8
Mexico	5.6
Singapore	5.6
United Arab Emirates	5.6
India**	5.5
China*	5.3
Spain	5.3
Italy	5.2
France	4.9
USA	4.8
Australia	4.8
Canada	4.8
Saudi Arabia	4.6
Denmark	4.3
UK	4.3
Germany	4.1
Finland	3.9
Netherlands	3.9
Japan	3.8
Norway	3.5
Sweden	3.0

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How does life satisfaction vary across countries surveyed?

This graph shows the life satisfaction score across all countries surveyed

The Cantril ladder serves as a proxy for life satisfaction. Life satisfaction is a powerful measure of the quality of people's lives. The annual World Happiness Report attributes the differences over time and between countries to good health, income and the quality of social environment. These factors are changing under COVID-19, often in ways we have never experienced before. The YouGov life satisfaction data, collected regularly as the pandemic evolves in each surveyed country, provide a valuable barometer reading of life under COVID-19, reflecting each country's institutions and policies.

Please imagine a ladder with steps numbered from zero at the bottom to 10 at the top. The top of the ladder represents the best possible life for you and the bottom represents the worst possible life for you. On which step of the ladder would you position yourself in? (%)

Average Cantril ladder score
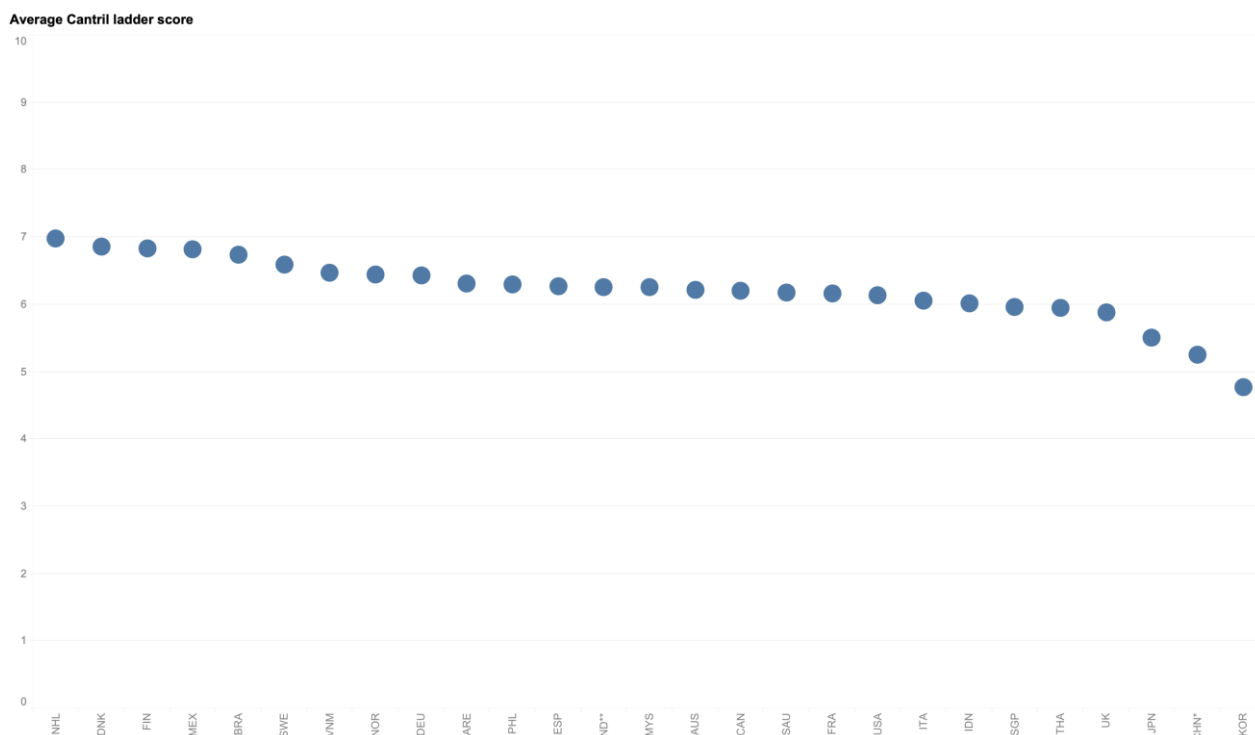
Average Cantril ladder scores reported during the second half of September and the first half of October 2020 show the Netherlands, Denmark and Finland reported the highest life satisfaction, while Japan, China and South Korea reported the lowest.

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How do government responses compare between countries surveyed?

This map highlights the government stringency score across all countries surveyed.

As of October 22nd, Mexico and India had the most stringent governments, while Norway had the least stringent. The University of Oxford's Government Stringency Index is a measure of the number and severity of measures put in place by the governments to address the COVID-19 pandemic.
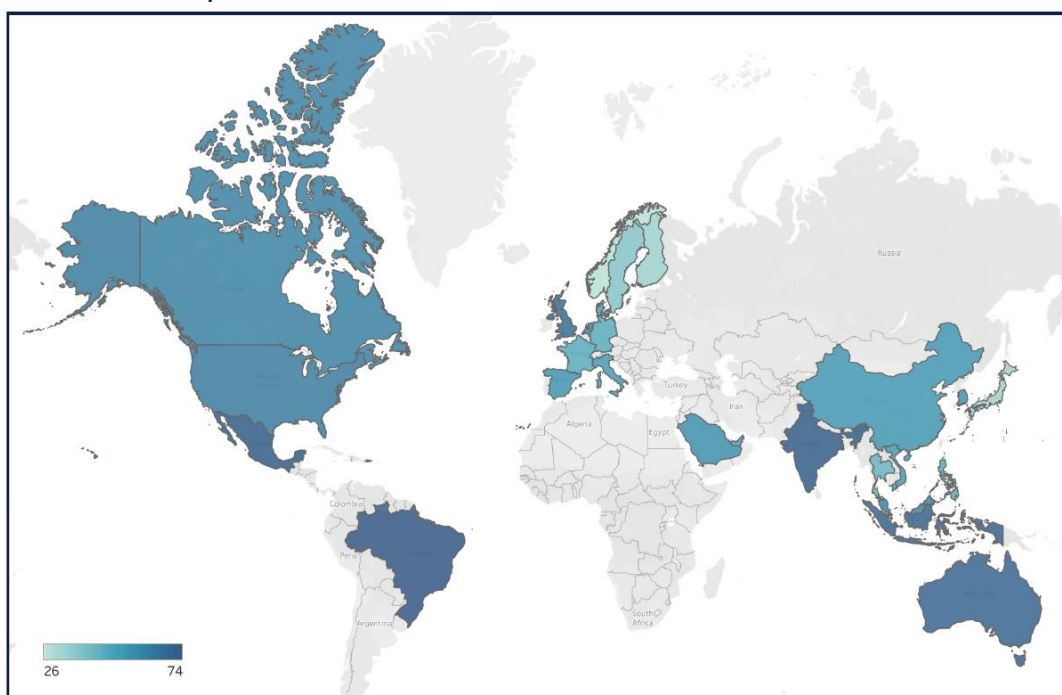
Mexico	*India*	*Brazil*	*Indonesia*	*United Kingdom*
74	**74**	**73**	**69**	**68**
Australia	*United States*	*Canada*	*Malaysia*	*Netherlands*
68	**63**	**61**	**60**	**58**
Saudi Arabia	*Spain*	*South Korea*	*China*	*United Arab Emirates*
57	**55**	**55**	**54**	**53**
Singapore	*Vietnam*	*Italy*	*Denmark*	*Philippines*
53	**52**	**52**	**51**	**47**
Germany	*France*	*Thailand*	*Sweden*	*Finland*
47	**47**	**44**	**37**	**32**
Japan	*Norway*			
31	**26**			

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Countries included in this report

This table shows the countries included in this report and the dates of the survey

This report looks at all countries surveyed during the second half of September 2020 and the first half of October 2020. The table below indicates the latest survey dates available and the number of respondents per country. For some questions, retrospective data was also used.

Country	Survey date	Number of Participants
Australia	2nd October – 12th October	1000
Brazil	18th September – 25th September	1001
Canada	2nd October – 11th October	1002
China*	18th September – 25th September	1000
Denmark	2nd October – 11th October	1010
Finland	2nd October – 11th October	1002
France	2nd October – 6th October	1005
Germany	2nd October – 7th October	1010
India**	16th September – 22nd September	1008
Indonesia	18th September – 27th September	1003
Italy	2nd October – 5th October	1009
Japan	2nd October – 7th October	499
Malaysia	18th September – 24th September	1004
Mexico	18th September – 26th September	1004
Netherlands	2nd October – 7th October	503
Norway	2nd October – 10th October	1000
Philippines	18th September – 24th September	1002
Saudi Arabia	18th September – 30th September	996
Singapore	2nd October – 10th October	1006
South Korea	2nd October – 14th October	499
Spain	2nd October – 6th October	1001
Sweden	2nd October – 12th October	1014
Thailand	18th September – 27th September	1008
United Arab Emirates	18th September – 28th September	1005
United Kingdom	2nd October – 6th October	1071
United States of America	16th September – 30th September	966
Vietnam	18th September – 24th September	1002

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About this report

Led by Imperial College London's Institute of Global Health Innovation (IGHI) and YouGov

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Contributors to the Imperial College London - YouGov survey include: Professor Helen Ward, Dr. Christina J. Atchinson, Dr. Benjamin C. Lambert, and Gavin Ellison

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Question for the research team? Get in touch here
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For more behavioural data on a global level, visit coviddatahub.com to explore our interactive charts

The CoviddataHub.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 and life satisfaction in response to COVID-19. The research covers 29 countries, areas or territories and surveys are conducted on a regular basis since the first week of April.

This report is designed to provide insights on how different populations are responding to the pandemic, helping public health bodies in their efforts to limit the impact of the disease. Anonymized respondent level data is generously made available for all public health and academic institutions globally by YouGov Plc at our GitHub site.

In collaboration with

**Institute of
Global Health Innovation**

YouGov

WHR
World Happiness Report