



# COVID-19 Public Health Impact

Investigating the impact of COVID-19 on consumer health and beliefs

A study conducted in Germany, Spain, France, Italy and the UK, December 2020



## Target group

Representative sample of populations in EU5 countries



Representative sample 16  
NUTS-1 regions  
500 respondents



Representative sample  
14 NUTS-1 regions  
500 respondents



Representative sample  
12 NUTS-1 regions  
500 respondents



Representative sample 6  
NUTS-1 regions  
500 respondents



Representative sample  
5 NUTS-1 regions  
500 respondents

### Sample collection:

27/11/2020 - 02/12/2020

### Representativity:

- Gender
- Age groups (18-60 years old)
- Region

# More than 50% believe that it will take more than a year for society to be like before the COVID-19 outbreak

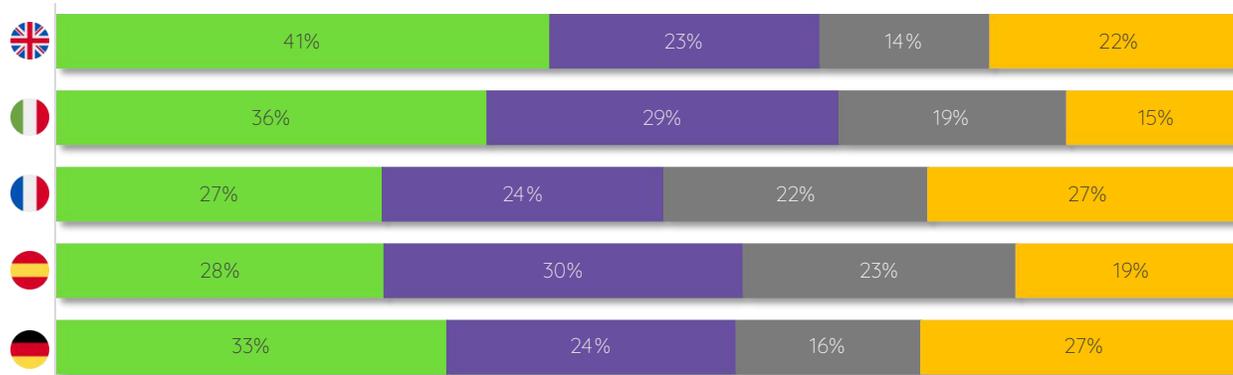
We asked the respondents how long they believe it will take for society to be like before the COVID-19 outbreak (from the beginning of December 2020).

At the EU5 level only 16% believe that it will take 6 months or less and around 1/3 that it will take a year or less. On the other hand, more than 20% believe that society will never be like before.

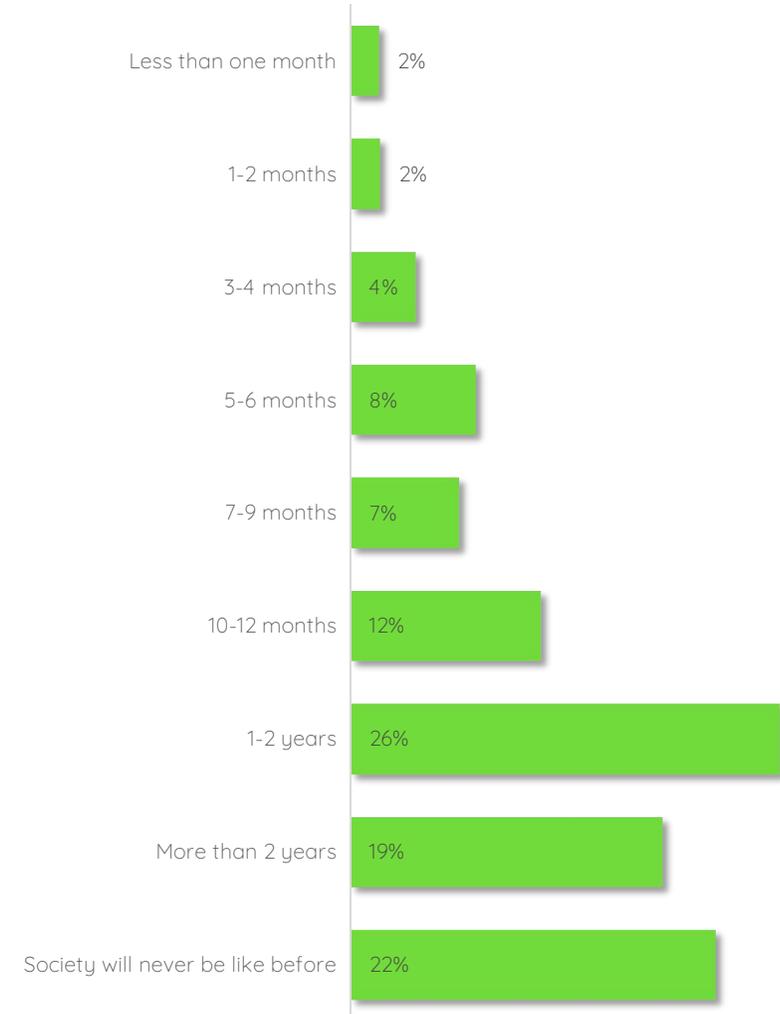
At the country level, UK respondents are most optimistic, while only 50% of respondents in France believe that it will take 2 years or less for society to be like before.

## Expectations at the country level

■ Less than one year ■ 1-2 years ■ More than 2 years ■ Society will never be like before



## Expectations at the EU5 level





# UK: Highest predicted negative impact on physical health across EU5 countries

Almost 75% of respondents of the UK respondents who answered the question feel that the COVID-19 pandemic has had a negative impact on their physical health. Of those, 30% indicate that it will have a long-term impact.

Around the same percentage of respondents state that their mental health have been negatively impacted as a result of the COVID-19 pandemic, with 28% believing that it will have a long-term impact.

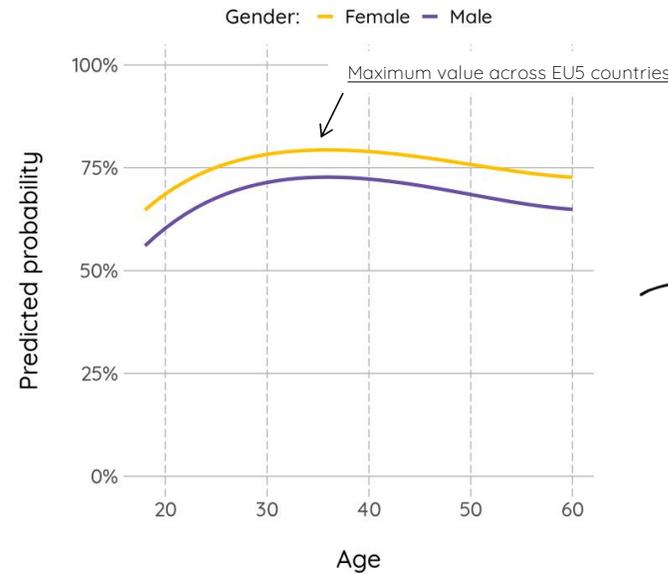
Across both the physical and mental health categories, the predicted probabilities are notably higher for females compared to males.

We asked the respondents whether the COVID-19 pandemic has had a *negative impact* on their **physical** an **mental** health.

If the respondent answered 'Yes', we additionally asked if the negative impact is so severe that they are not able to fully recover (long-term impact).

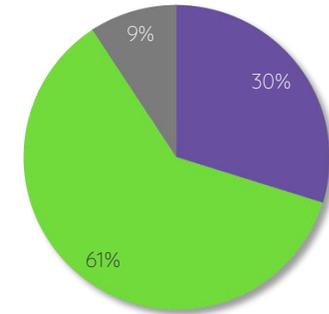
The predicted probabilities to the right are based on a multivariate statistical model, controlling for age, gender and socio-economic status.

## Negative impact on *physical health*

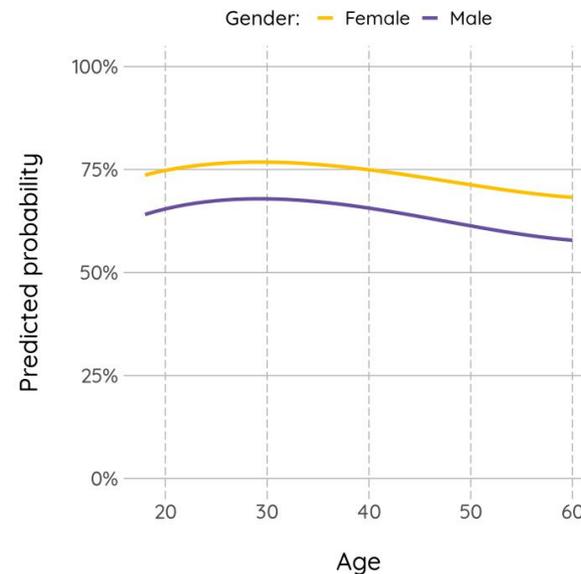


### Long-term impact?

■ Yes ■ No ■ I do not want to answer

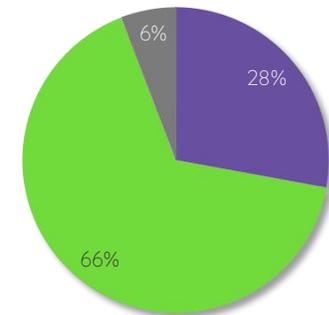


## Negative impact on *mental health*



### Long-term impact?

■ Yes ■ No ■ I do not want to answer





# IT: The predicted negative impact on health is significantly higher for females

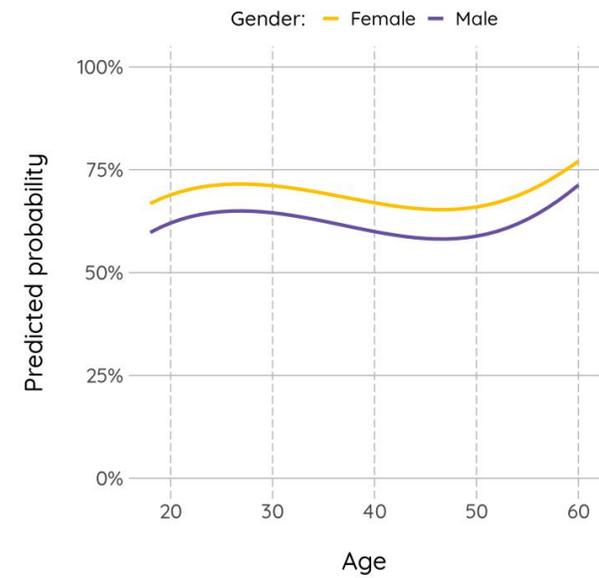
Around 65% of respondents of the Italian respondents who answered the question feel that the COVID-19 pandemic has had a negative impact on their physical health. Of those, less than 25% indicate that it will have a long-term impact.

Slightly more than 50% of respondents state that their mental health have been negatively impacted as a result of the COVID-19 pandemic, with 23% believing that it will have a long-term impact.

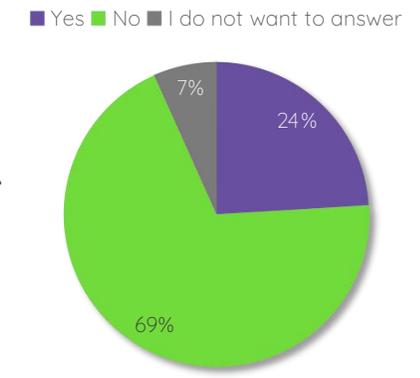
For the mental health category, the predicted probabilities are notably higher for females compared to males.

We asked the respondents whether the COVID-19 pandemic has had a *negative impact* on their **physical** an **mental** health.  
If the respondent answered 'Yes', we additionally asked if the negative impact is so severe that they are not able to fully recover (long-term impact).  
The predicted probabilities to the right are based on a multivariate binary outcome model, controlling for age, gender and socio-economic status.

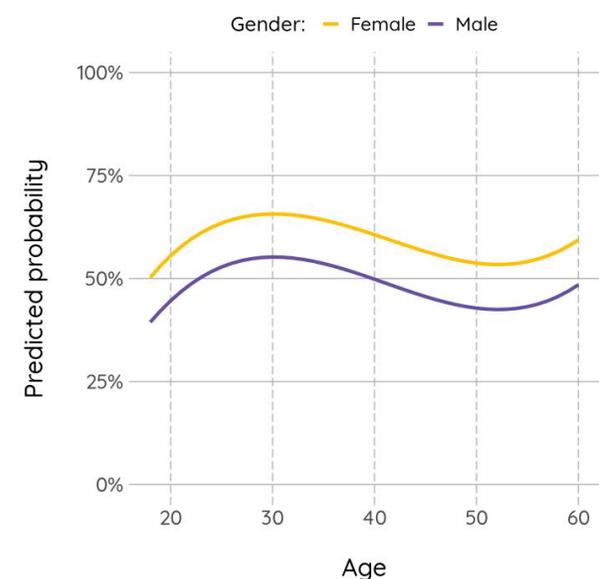
### Negative impact on *physical health*



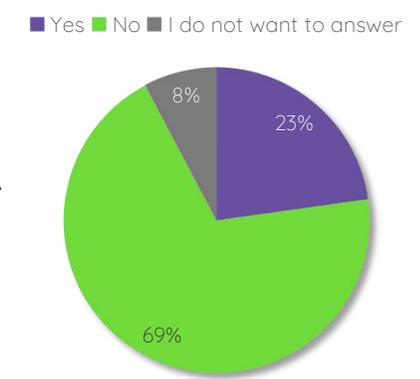
### Long-term impact?



### Negative impact on *mental health*



### Long-term impact?





## FR: More than 25% believe that a negative impact on physical/mental health will have a long-term impact

Almost 60% of respondents of the French respondents who answered the question feel that the COVID-19 pandemic has had a negative impact on their physical health. Of those, 27% indicate that it will have a long-term impact.

Around the same percentage of respondents state that their mental health have been negatively impacted as a result of the COVID-19 pandemic, with 27% believing that it will have a long-term impact.

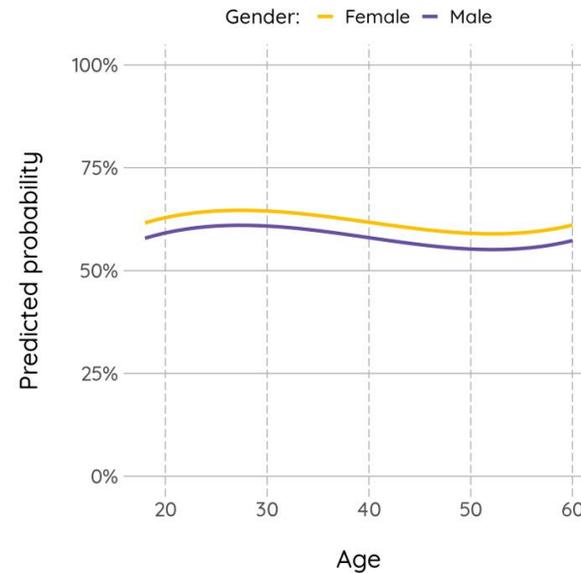
For physical health, the predicted probabilities are equivalent for males and females, while they are slightly higher for females on mental health.

We asked the respondents whether the COVID-19 pandemic has had a *negative impact* on their **physical** and **mental** health.

If the respondent answered 'Yes', we additionally asked if the negative impact is so severe that they are not able to fully recover (long-term impact).

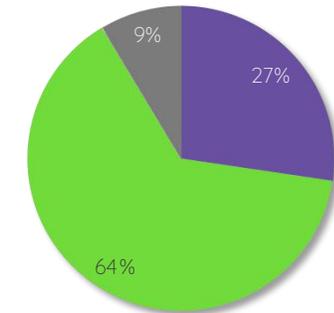
The predicted probabilities to the right are based on a multivariate binary outcome model, controlling for age, gender and socio-economic status.

### Negative impact on *physical health*

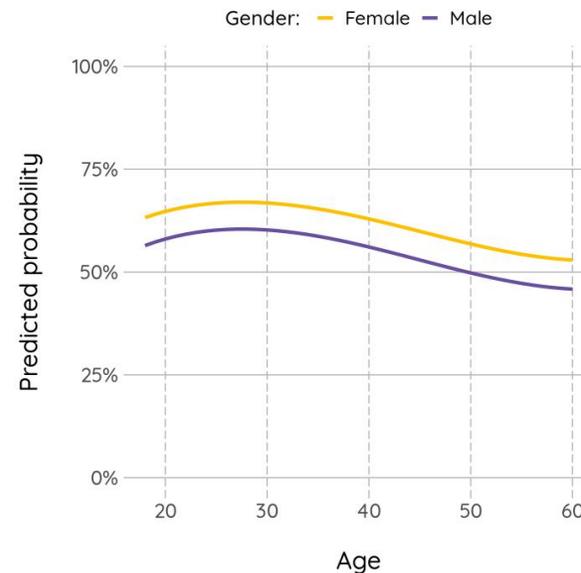


### Long-term impact?

■ Yes ■ No ■ I do not want to answer

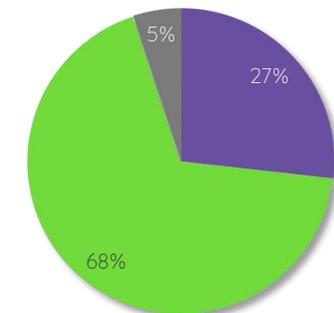


### Negative impact on *mental health*



### Long-term impact?

■ Yes ■ No ■ I do not want to answer





## ES: Lowest predicted negative impact on mental health across EU5 countries

Around 65% of respondents of the Spanish respondents who answered the question feel that the COVID-19 pandemic has had a negative impact on their physical health. Of those, 1/5 indicate that it will have a long-term impact.

Slightly fewer respondents state that their mental health have been negatively impacted as a result of the COVID-19 pandemic, with 21% believing that it will have a long-term impact.

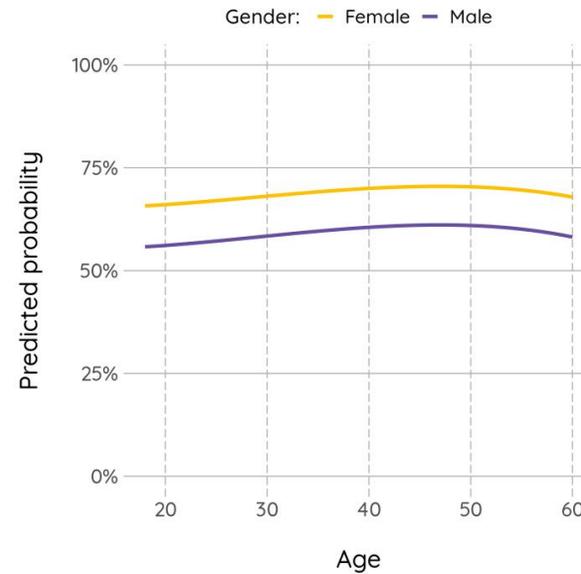
We observe a notable gender gap on mental health, with the predicted probabilities being 20 percentage-points higher on average for females compared to males.

We asked the respondents whether the COVID-19 pandemic has had a *negative impact* on their **physical** and **mental** health.

If the respondent answered 'Yes', we additionally asked if the negative impact is so severe that they are not able to fully recover (long-term impact).

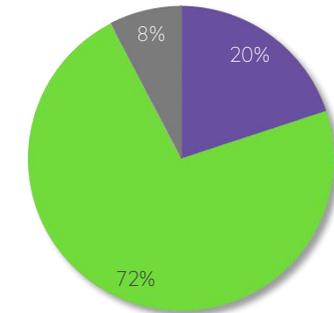
The predicted probabilities to the right are based on a multivariate binary outcome model, controlling for age, gender and socio-economic status.

### Negative impact on *physical health*

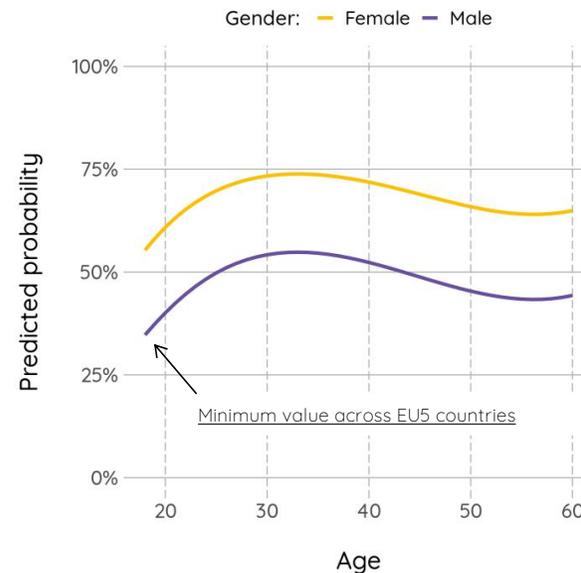


### Long-term impact?

■ Yes ■ No ■ I do not want to answer

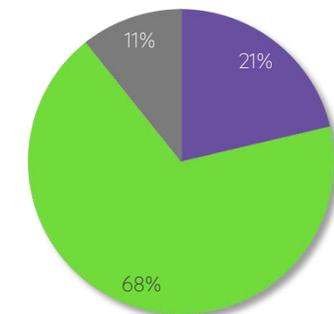


### Negative impact on *mental health*



### Long-term impact?

■ Yes ■ No ■ I do not want to answer





## DE: Almost 1/3 state that the negative impact on health will be long-term

Around half of the German respondents who answered the question feel that the COVID-19 pandemic has had a negative impact on their physical health. This is the lowest value across the EU5 countries. Of those, almost 1/3 indicate that it will have a long-term impact.

Almost 75% of respondents state that their mental health have been negatively impacted as a result of the COVID-19 pandemic, which is the highest for all EU5 countries. 32% believe that it will have a long-term impact.

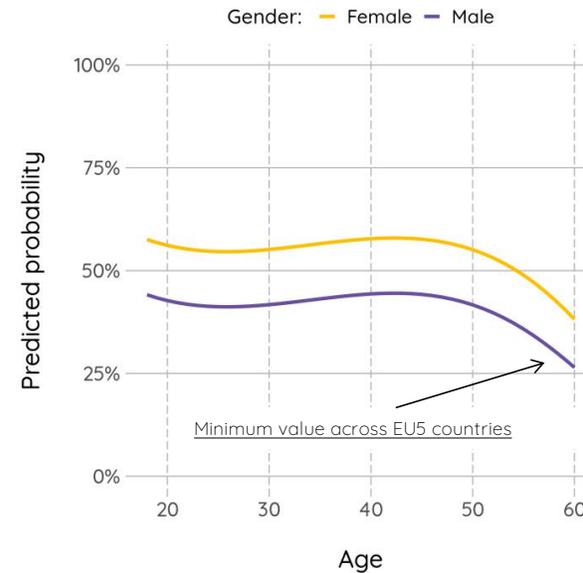
Across both physical and mental health, the predicted probabilities are notably higher for females compared to males.

We asked the respondents whether the COVID-19 pandemic has had a *negative impact* on their **physical** and **mental** health.

If the respondent answered 'Yes', we additionally asked if the negative impact is so severe that they are not able to fully recover (long-term impact).

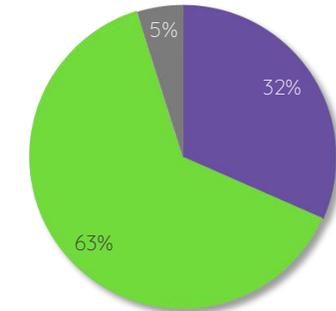
The predicted probabilities to the right are based on a multivariate binary outcome model, controlling for age, gender and socio-economic status.

### Negative impact on *physical health*

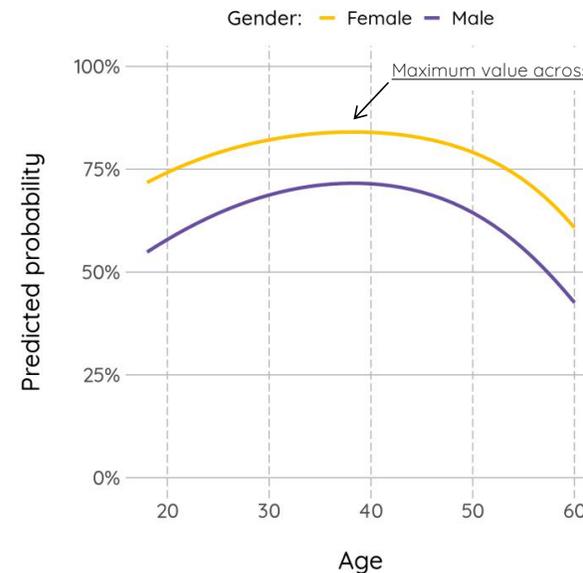


### Long-term impact?

■ Yes ■ No ■ I do not want to answer

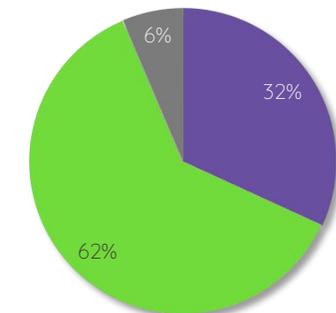


### Negative impact on *mental health*



### Long-term impact?

■ Yes ■ No ■ I do not want to answer



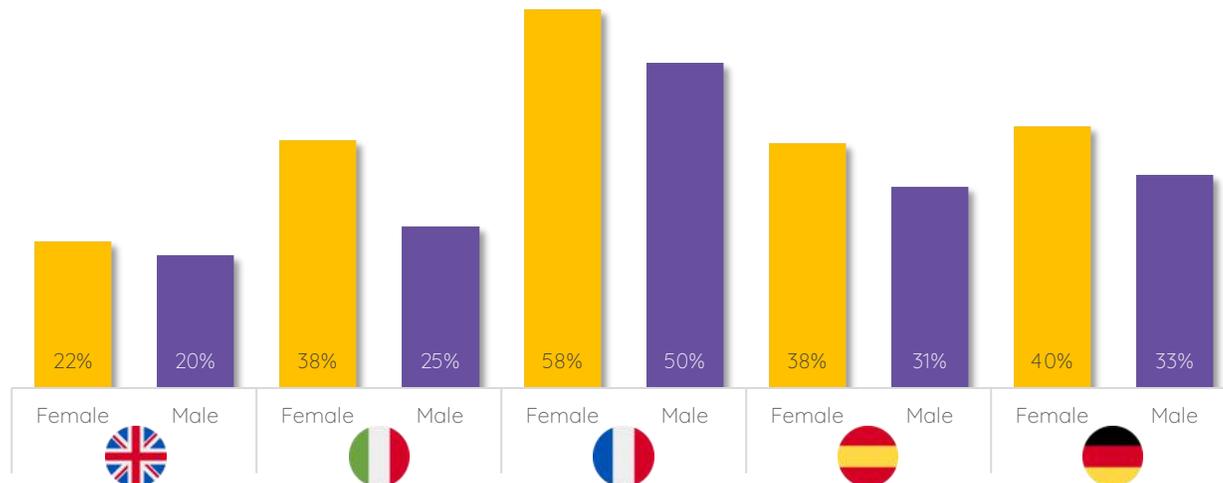
## Among the EU5 countries, vaccine scepticism is highest in France

The majority of respondents in all EU5 countries find it at least somewhat likely that a vaccine will be available to the general public within the next 6 months.

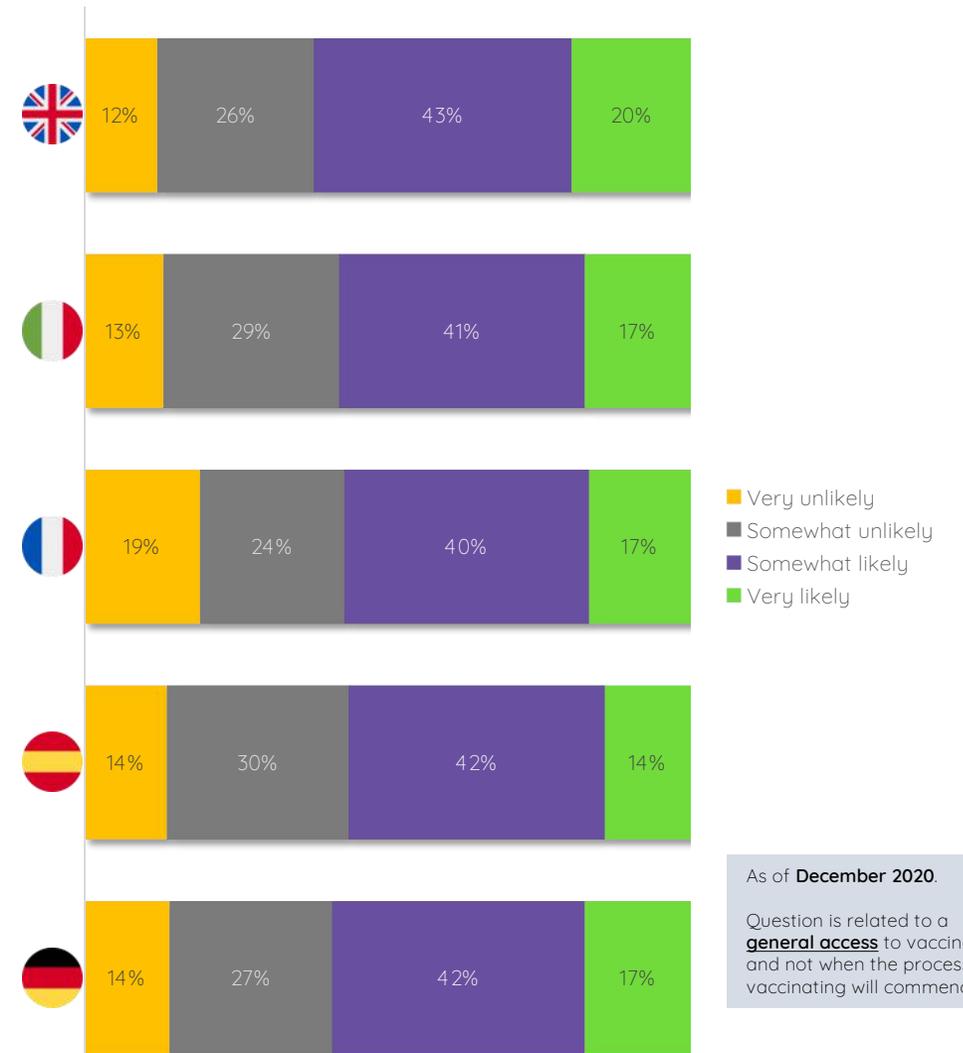
On the questions whether the respondent would choose to be vaccinated if it was available today, more than 50% of respondents in France would choose *not* to be vaccinated. In comparison, only 20% of respondents in the UK would reject an offer of vaccination.

Across all countries, females are more likely to choose *not* to be vaccinated, compared to males. This difference is most pronounced in Italy, where the difference is 13 percentage-points.

### Respondents who would *not* choose to be vaccinated, across country and gender



### Likelihood of a vaccine being available to the general public in the next 6 months



As of **December 2020**.

Question is related to a **general access** to vaccination and not when the process of vaccinating will commence.

# About Opeepl



Opeepl is a full-service consumer insights company which provides clients with insights and data on a global scale. We are working with all consumer sectors and serve clients such as Nestlé, Ford, Colgate-Palmolive and Google among many others.

## TRUE GLOBAL REACH



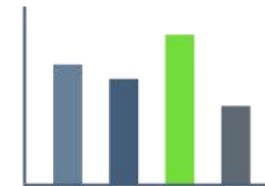
Get insights from consumers everywhere in the world. Our proprietary technology ensures a true global reach from more than 800 million consumers in 150 countries.

## REAL CONSUMERS



Opeepl's sampling technology ensures the best engagement with real normal consumers. We do not use overexposed panels but recruit a new specific audience for each study.

## ADVANCED REPORTING



Follow data gathering live in our online dashboard, perform analysis or get bespoke data analysis and reporting from our expert data scientists.

# CONTACT US



Opeep! HQ  
Emil Holms Kanal 14  
DK 2300  
Copenhagen  
DENMARK

Opeep! NL  
Barbara Strozilaan  
101 1083 HN  
Amsterdam  
NETHERLANDS

Phone DK: +45 3121 8608  
Phone NL: +31 6 2718  
6395  
e: [contact@opeep.com](mailto:contact@opeep.com)  
w: [www.opeep.com](http://www.opeep.com)