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Barometer Bayer 2022

Warsaw, August /September 2022



Informacje o badaniu

Objectives

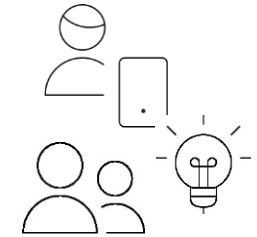
- ✓ To determine the level of knowledge related to water availability in Hungary and worldwide. To identify attitudes toward the dangers concerning water shortages.
- ✓ To learn about opinions regarding taking care of oneself and one's health, and also about young people taking care for the elderly within the family.
- ✓ To investigate about new digital products and e-channels potential, as they keep emerging in health-related branches, already having influenced lives of people in need of the diagnosis or treatment.
- ✓ To capture viewpoints young Hungarians have on farmers' attitudes and actions related to drought. To recognize the level of safety when it comes to agriculture and crop protection products.

Sample

- ✓ Nationwide, representative of people aged 20 - 30 by:
 - ❖ Gender
 - ❖ Education
 - ❖ Region of residence
 - ❖ Size of locality
 - ❖ Occupational situation
 - ❖ Involvement in agricultural production and horticulture.
- ✓ Total sample size HU N=499.

Methodology

- ✓ CAWI



Key insights

- ✓ **Young Hungarians recognize the problem of water shortages** (78% in Hungary, 88% globally). More of them think it could happen someday, in the long run (42%) and 1/3 of them (36%) believes that water scarcity in Hungary can become real in the near future.
- ✓ **Responsibility for the threat of water shortages** is placed by half of the young Hungarians on... themselves and other members of society (49%, regarding water shortages in Hungary, with women significantly more often indicating that than men). The 20-year-olds also attribute it to industry (nearly one in three), politicians and large corporations (one in four). Interestingly, not everyone responsible for the situation is regarded as one to fix it.
- ✓ **Young Hungarians in general underestimate the water consumption levels in agriculture and industrial production.**
- ✓ **Symptoms of water scarcity:** 89% of young Hungarians have personally encountered a significant increases in the prices of food. Withering of plants and trees, drying up rivers and other water reservoirs / wetlands got mentioned almost as frequently (about 80% each).
- ✓ (62%) of 20-year-olds consider the current requirements for labelling and use of registered plant protection products as **safe for the environment**, including waters.
- ✓ Nearly half (47%) of 20-year-olds **declare that healthy eating habits are important expressions of taking care of oneself, but only just under a third of respondents put this into practice.**
- ✓ Two-thirds of twenty-year-olds (65%) **have installed some health, exercise, diet or calorie-related application on their phones.** Sports apps most popular (26%).
- ✓ The most popular reasons behind installing health-related apps are performance tracking (37%) and motivation to be active (30%).
- ✓ **Nearly two thirds (61%) of 20-year-olds takes care of health of older people in their family.** Personal visits lead 47% . One in three young Hungarians declare also providing vitamins and supplements to the elders, accompanying them at the doctor's and taking them for walks, excursions. Challenging elders least popular.
- ✓ **Access to medical services is somewhat difficult**, according to young Hungarians (62%). Even more often it's true among young Hungarian women (71%).
- ✓ **Currently, medical or health e-services are rather unpopular among 20-year-olds.** One in three use sending a prescription code to their phone. The rest are used by a few to about a dozen percent.

An artistic underwater photograph showing a person's legs and feet from below. The person appears to be standing or walking, with water droplets and bubbles surrounding them, creating a dreamlike and ethereal atmosphere. The lighting is warm, highlighting the person's skin against the dark, blue-tinted water.

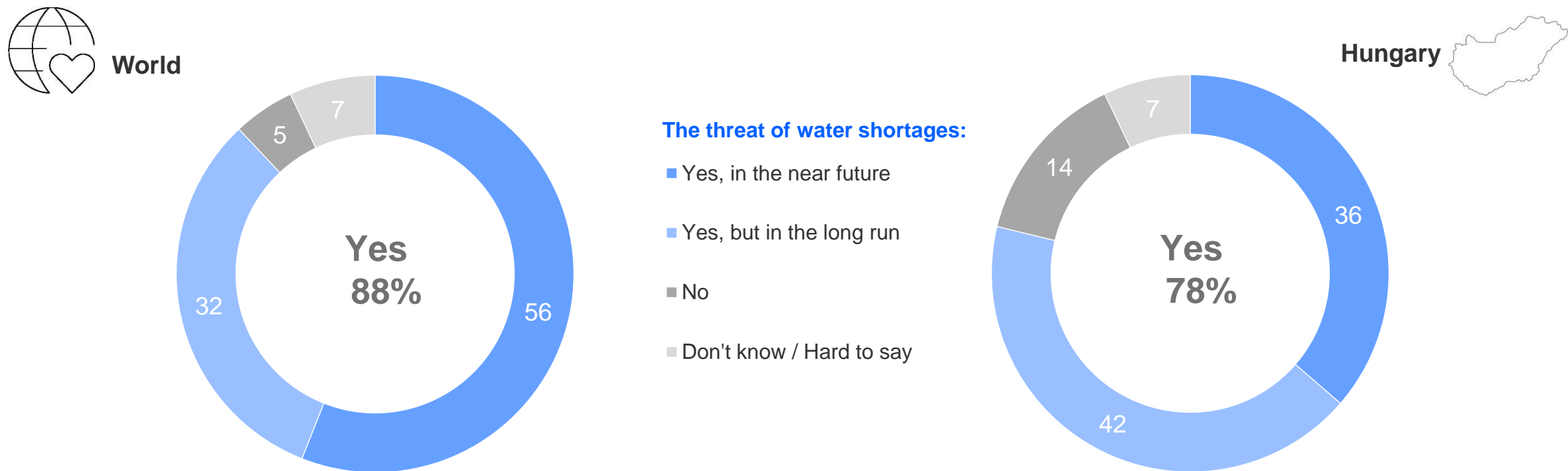
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01

**Water resources in Hungary
and worldwide. Attitudes towards
the risks of water scarcity.**

Could there be a shortage of water?

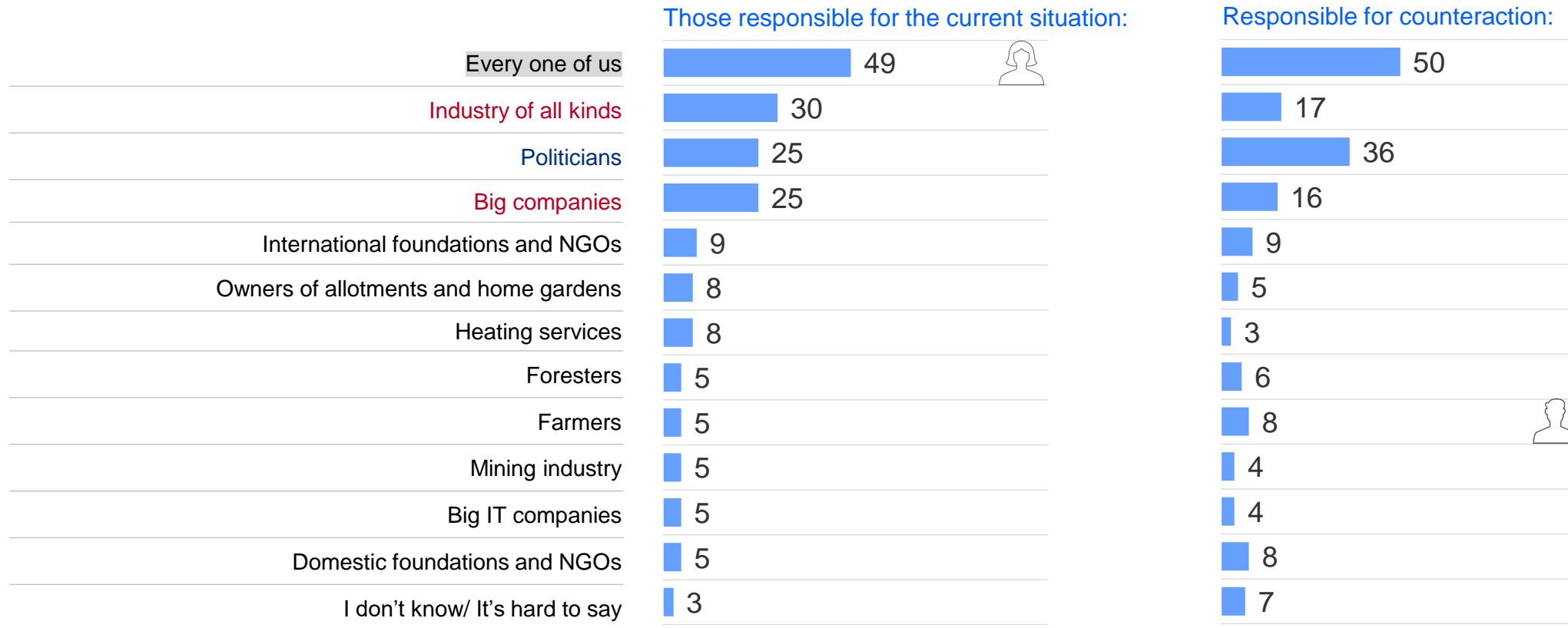
Young Hungarians recognize the problem of water shortages (78% in Hungary, 88% globally). More of them think it could happen someday, in the long run (42%) and 1/3 of them (36%) believes that water scarcity in Hungary can become real in the near future. When it comes to the world, the proportions are somewhat reversed.



Who is responsible for the water problem in young Hungarians opinion? And who is there to fix it?

Responsibility for the threat of water shortages is primarily placed by young Hungarians on... themselves and other members of society (49%, regarding water shortages in Hungary, with women significantly more often indicating that). The 20-year-olds also attribute it to industry (nearly one in three), politicians and large corporations (one in four).

Interestingly, not everyone responsible for the situation is regarded as one to fix it. As far as society (everyone of us) is concerned, the results are consistent. However, industry and large companies are somehow 'absolved' of responsibility (30% vs 17% and 25% vs 16%). The second most frequently identified group responsible for taking action is politicians (36%).

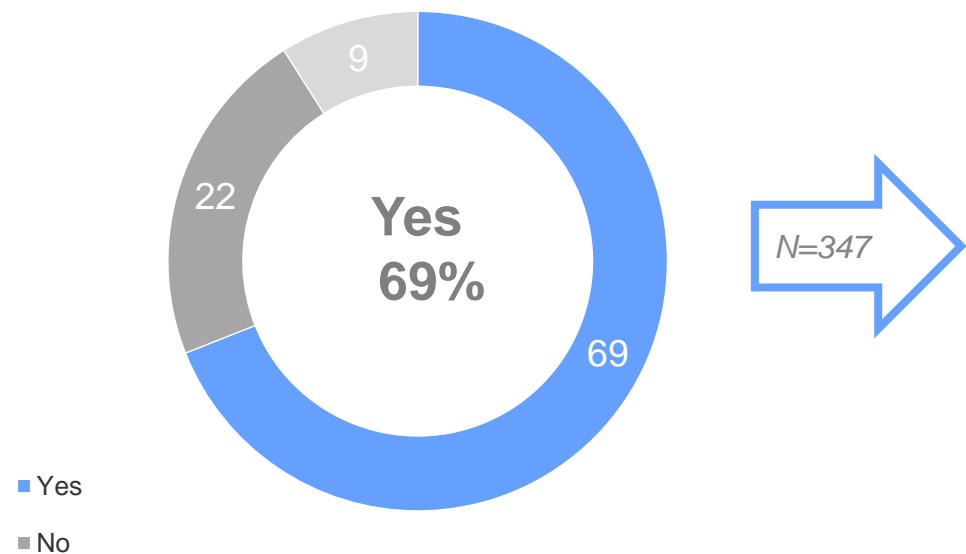


What activities do young Hungarians take to reduce water consumption?

More than two-thirds of young Hungarians (69%) declare that they do take actions to reduce water usage. About 70% of them take those steps in their bathroom, reducing the use of running water and choosing to shower instead of taking a bath.

There is a noticeable consistency between the activities declared as possible to reduce water consumption (see previous slide) and the ones actually performed by the respondents.

Do you take action to mitigate water crisis?



Types of activities taken:

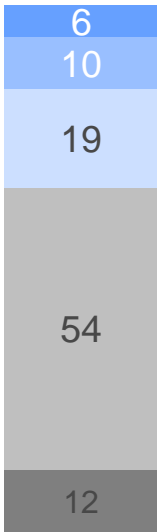


Should crop irrigation be forbidden in times of drought? And car washing?

More than a half of young Hungarians (54%) doesn't see much problem in farmers watering the fields during water shortages. 35% is however to some extent convinced that's it's not right.

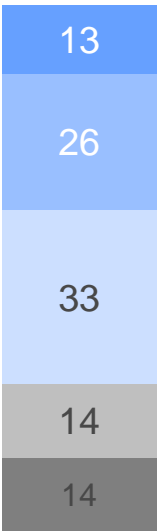
Opinions on washing the car when water is scarce are sharper; 72% of 20-year-olds condemn this in some way.

Irrigating plants during drought.



- It should be banned
- It is embarrassing and shameful
- It's not right, but it's not particularly important
- It's normal, I don't see the problem
- I don't know.

Washing the car during drought.



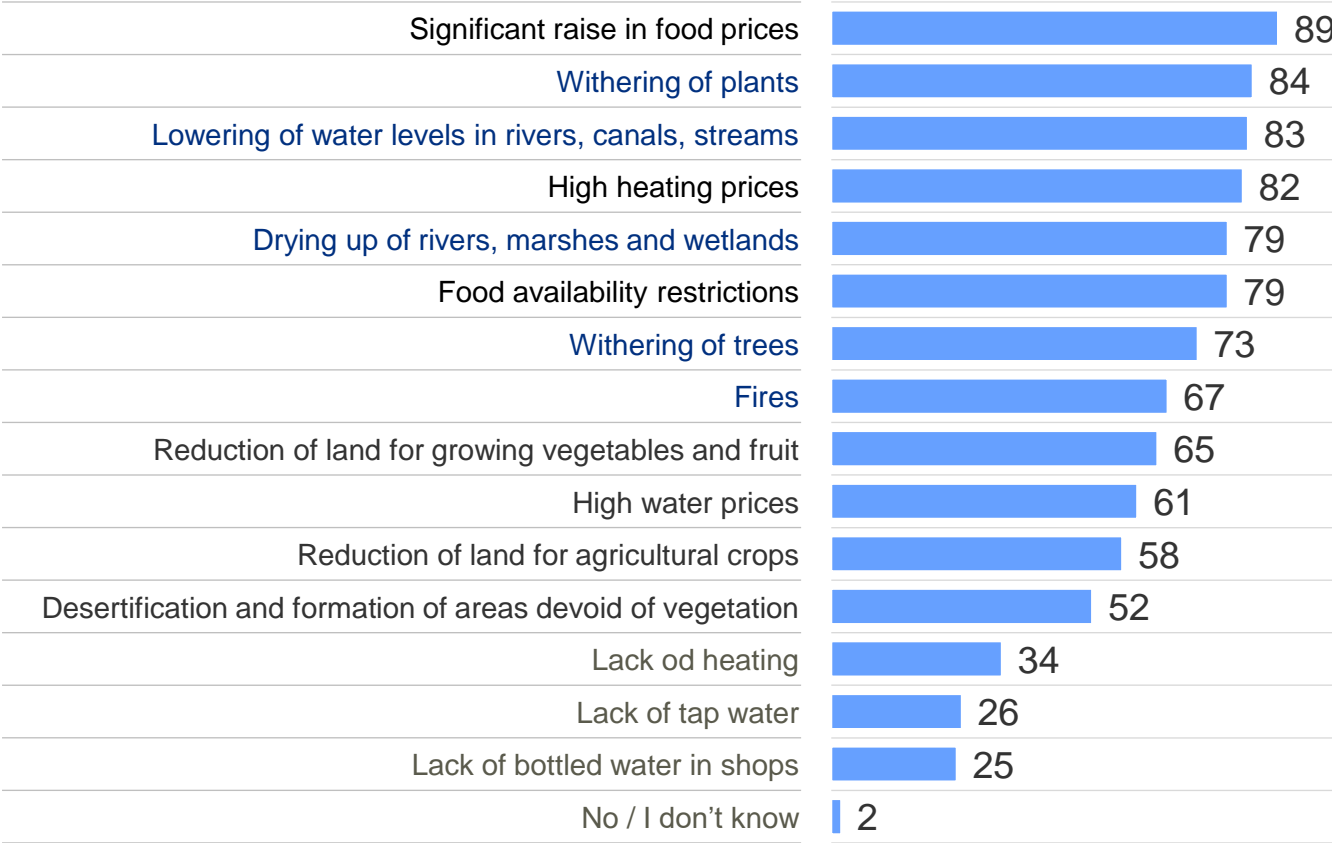
N=248

Young Hungarian women judge this most harshly, more harshly than their peers (27 vs 32+).

What symptoms of water scarcity have young Hungarians experienced themselves?

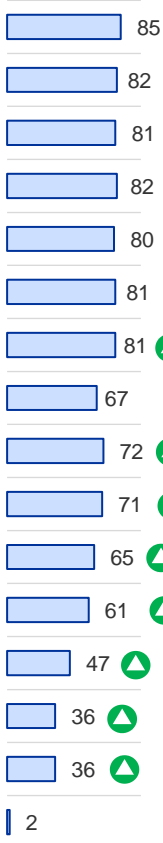
There is no doubt that young Hungarians have personally experienced many of the symptoms associated with water shortages in the country: the majority of effects were indicated by more than half of the respondents.

The vast majority of 20-year-olds mentioned increases in the price of food (89%) and heating (82%). But it's not just the economical issues they recognise; what draws attention is a large number of environmental phenomena (nature, agriculture). Withering of plants and trees, drying up rivers and other water reservoirs / wetlands got mentioned really frequently (about 80% each).



It is women who are more likely to notice an increase of food prices and a reduction in food availability, a reduction of water levels in rivers, canals, streams and the drying up of rivers, marshes and wetlands.

N=248



20-24 y.o

Younger 20-year-olds were significantly more likely to mention lack of heating.

N=214

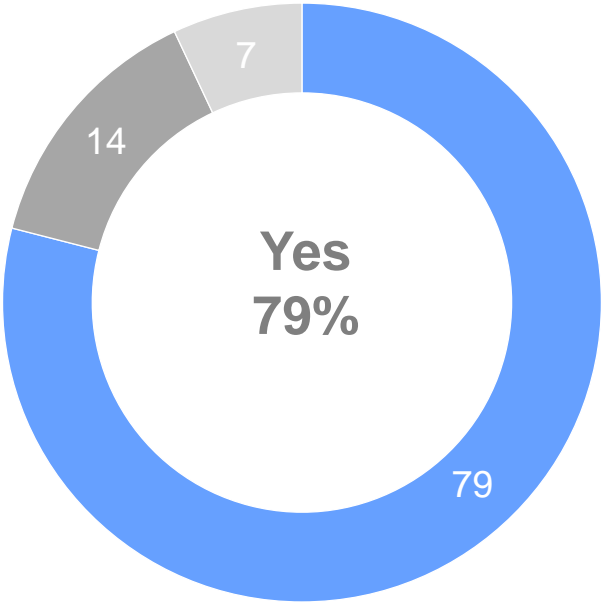


The group of 20-year-olds linked to agriculture was significantly more likely to mention the problem of trees withering away, the reduction of land for farming, vegetables and fruit, the high price of water, the creation of deserts and areas without vegetation, the lack of heating, tap water and bottled water in the shops..

N=165

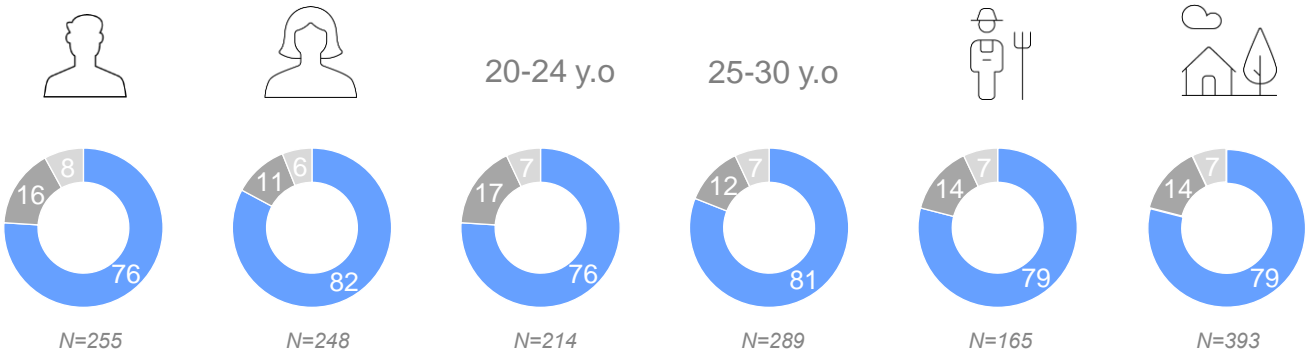


In the opinion of 20-year-olds, do Hungarian farmers experience water shortages?



- Yes
- No
- I don't know / It's hard to say

The vast majority (as many as 79%) of young Hungarians are of the opinion that water shortages are felt by farmers in the country. The views are rather strong; it is noteworthy that there is a small percentage of those who do not have an opinion on this issue.



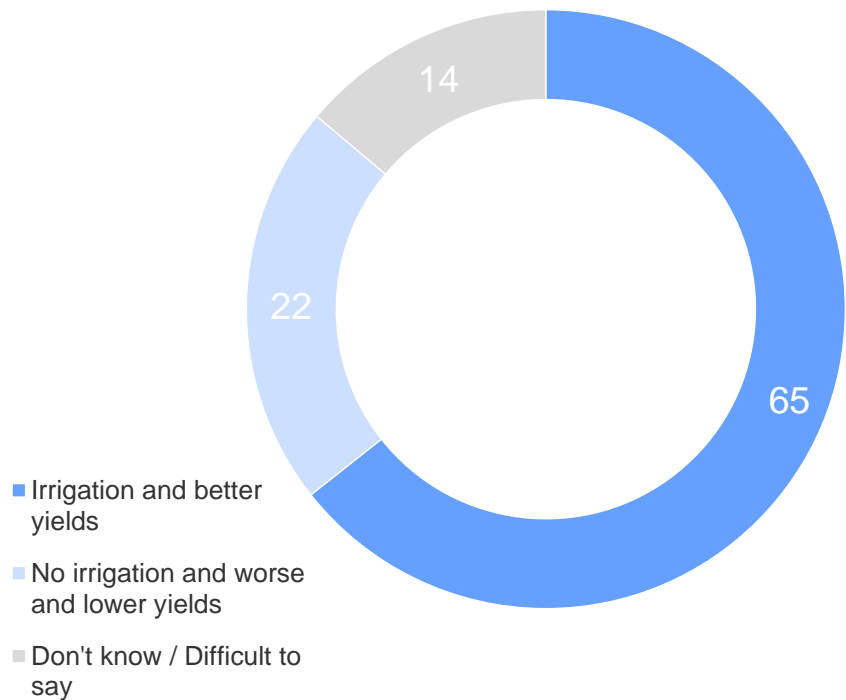
Opinions on water scarcity as perceived by Hungarian farmers.

How do the 20-year-olds think farmers would act in case of a drought?

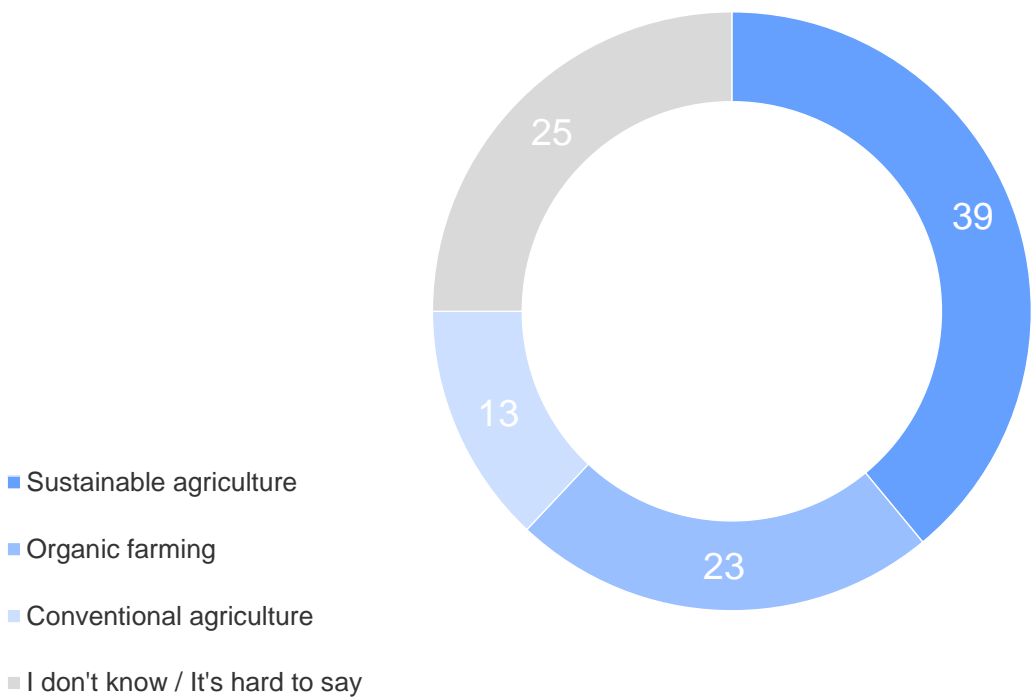
Young Hungarians are nearly three times more inclined to think that in the event of a drought, farmers would prioritise irrigation and higher yields (65%) rather than coming to terms with the circumstances and stick to lower yields (22%).

A quarter of respondents say they do not know which type of agriculture is the most water efficient. Sustainable farming was indicated most often (39%), organic farmic second with 23%.

I think Hungarian farmers would choose to...



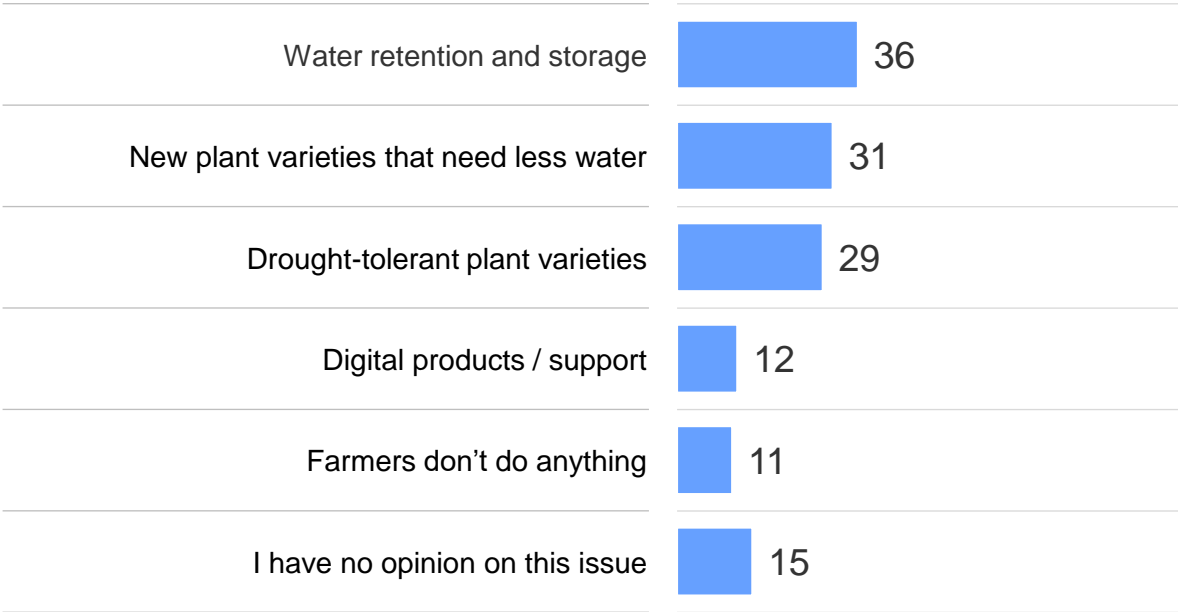
The most water-efficient type of agriculture:



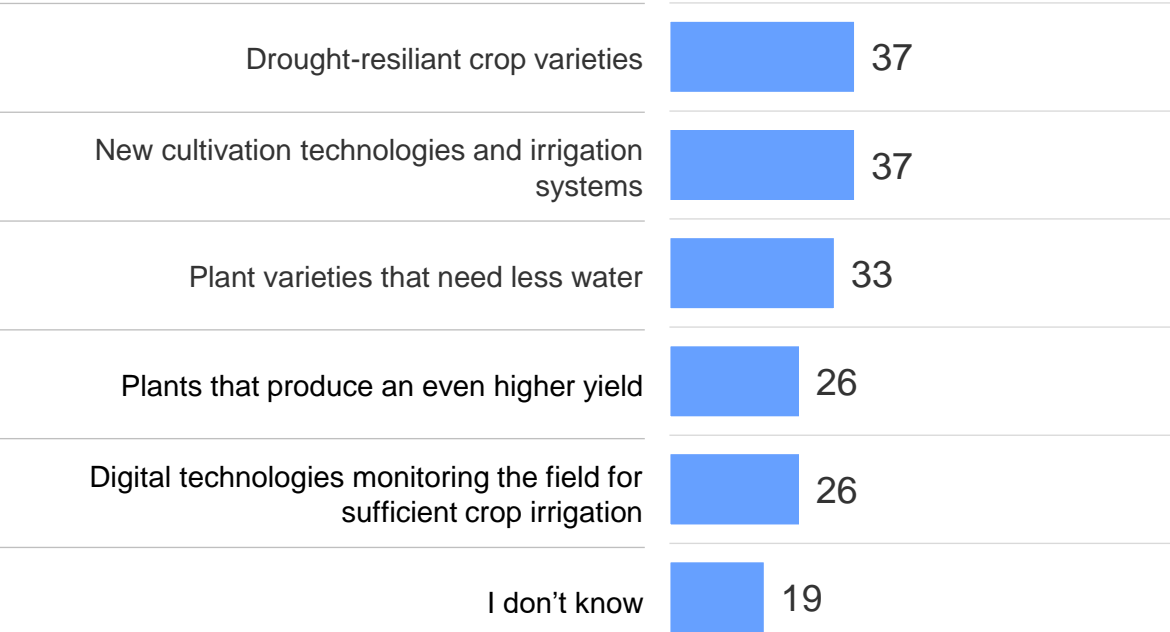
Do young Hungarians think there is room for a new offer for farmers to support them in the event of water shortages?

20-year-olds pointed distinctly more often to three of the proposed solutions: 36% chose water retention and storage, one in three - new plant varieties that need less water and nearly as many - drought-tolerant plant varieties. Among the solutions that could be offered to farmers, more than a third of young Hungarians point at drought-resiliant crop varieties, new cultivation technologies and plant varieties that need less water.

Solutions that Hungarian farmers are believed to use to address drought:



Solutions that can assist farmers in response to drought:



A person is running on a rocky trail during a sunset. The runner is wearing dark shorts and athletic shoes, with one foot lifted in mid-stride. The background features a warm, golden sky with the sun low on the horizon, casting a glow over distant, hazy mountains. The foreground is filled with dark, jagged rocks and some dry grass.

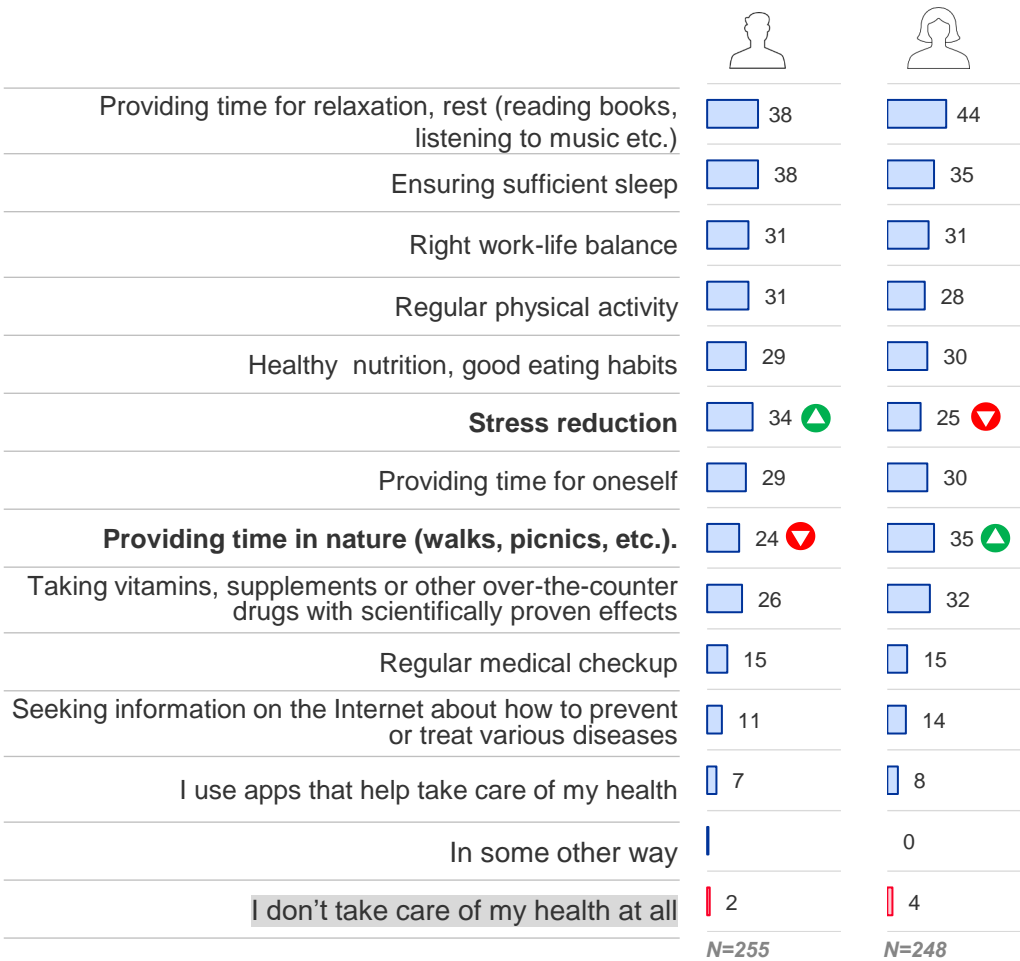
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02

**Caring for health and it's expressions.
Reasons and ways to use mobile apps to
support health and self-care.**

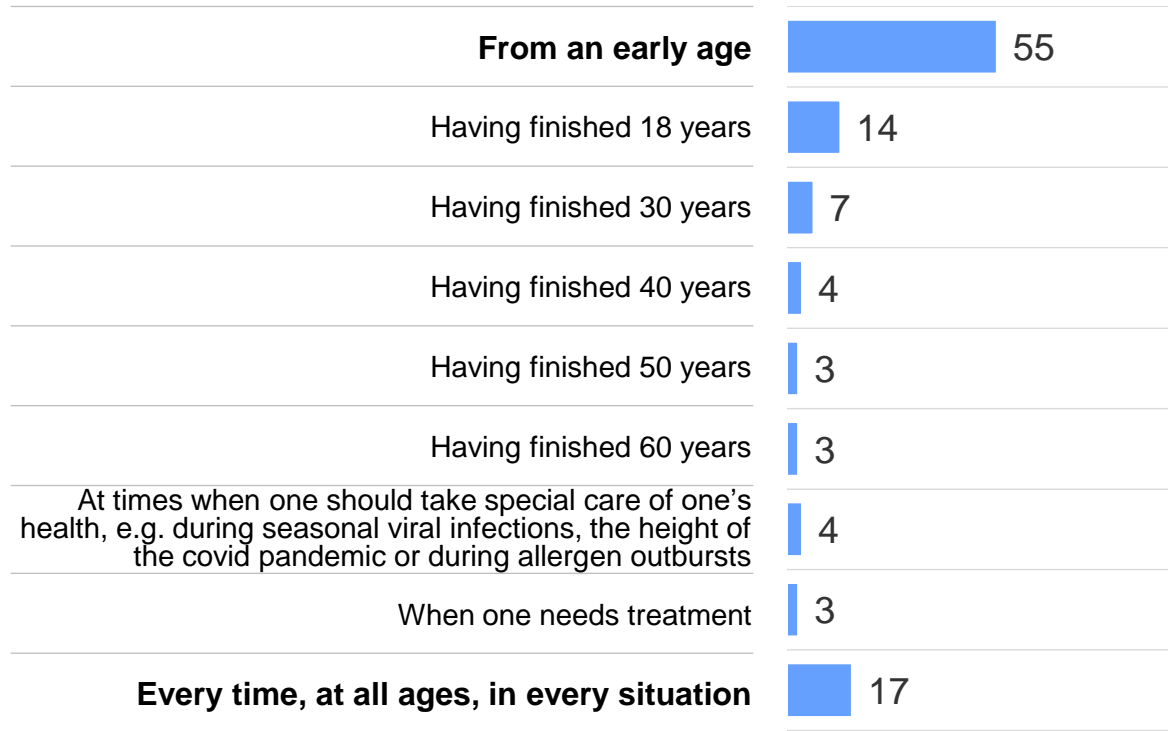
How do young Hungarians take care of their health?

Young men in Hungary significantly more often take care for stress reduction, while young women provide themselves time in nature more frequently.



The best time to start taking care of one's health is...

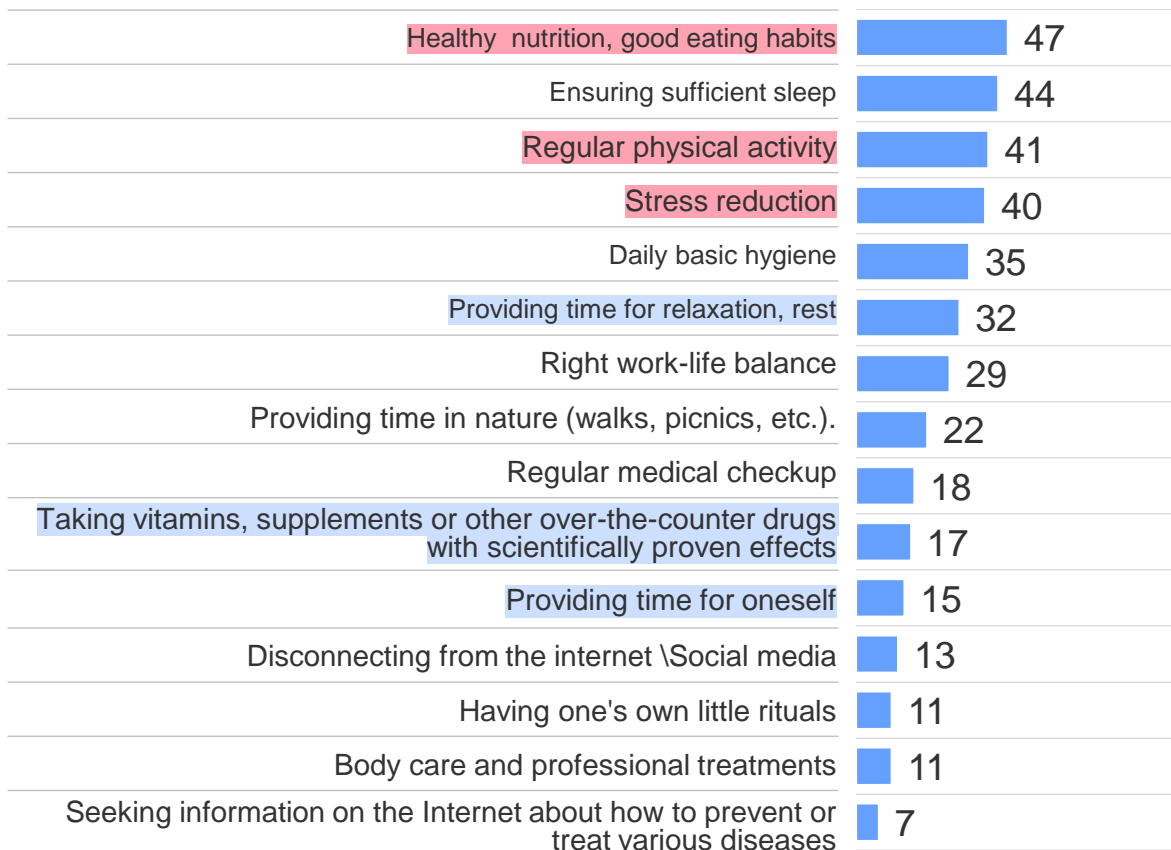
More than half of young Hungarians believe that health should be taken care of from an early age. 17% thinks that it is always and in any situation. For some reason 14% indicated the age of 18 as the right moment.



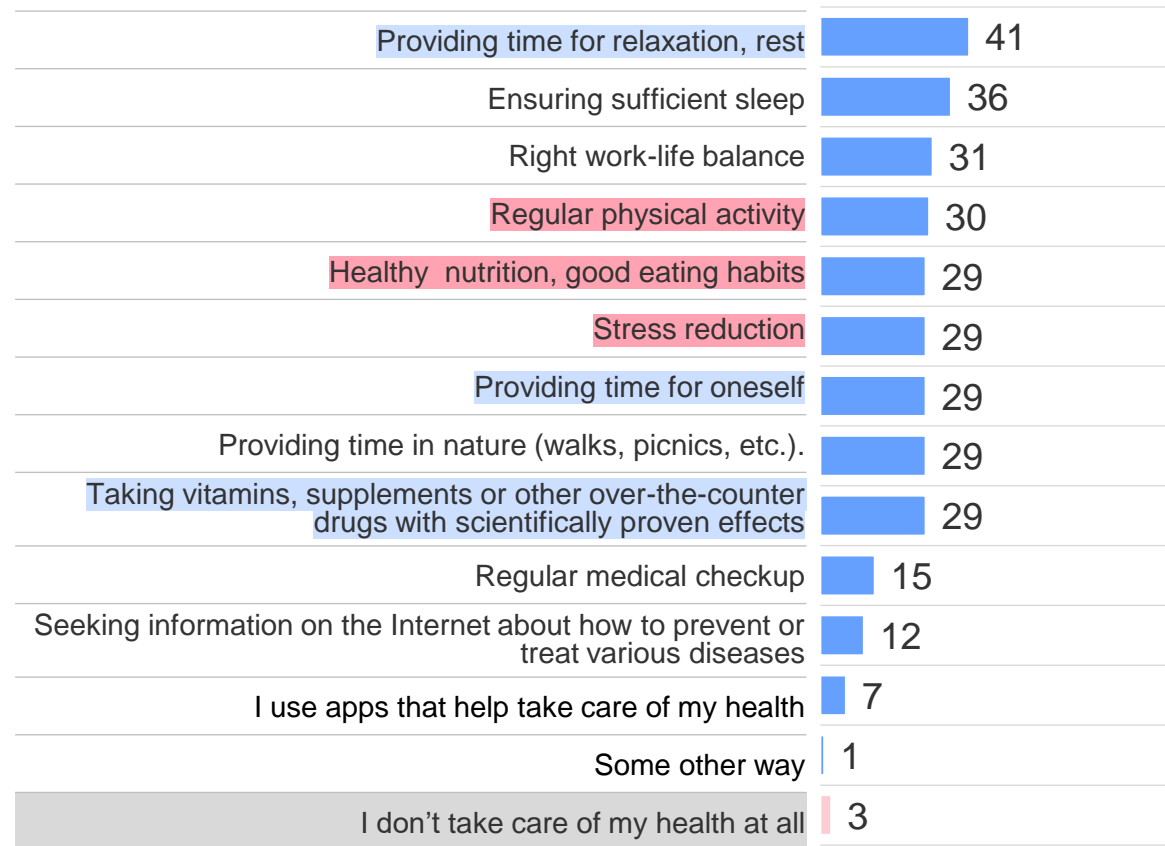
Self-care and caring for one's health: expressions.

Nearly half (47%) of 20-year-olds declare that healthy eating habits are important expressions of taking care of oneself, but only just under a third of respondents put this into practice. In contrast, more young Hungarians make time for rest and relaxation (41% vs 32%), take time just for themselves (29% vs 15%) and take vitamins or supplements (29% vs 17%) than declare. Apps and the Internet as a source of knowledge about preventive health care - not very popular.

Manifestations of self-care and health care:



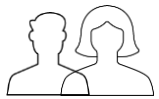
Actions taken to foster health:



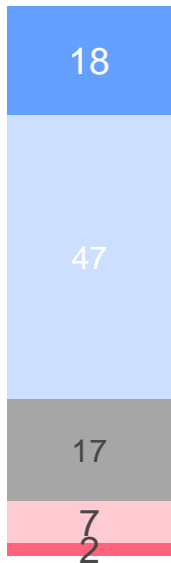
How do 20-year-olds prefer to contact their doctor?

The preference for an in-person meeting with a doctor still prevails (65%), with the possible exception of a simple, repeated actions such as prescription or referral, in case of which young Hungarians are willing to accept some form of a remote appointment.

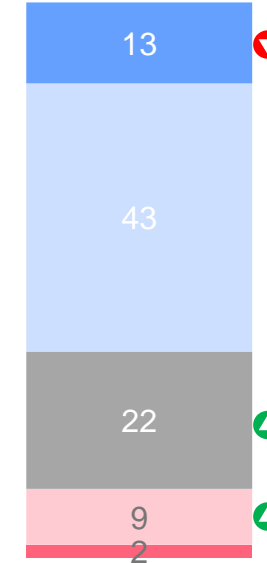
Women, although they also prefer a personal meeting, significantly more often declare that they accept f2f consultation only



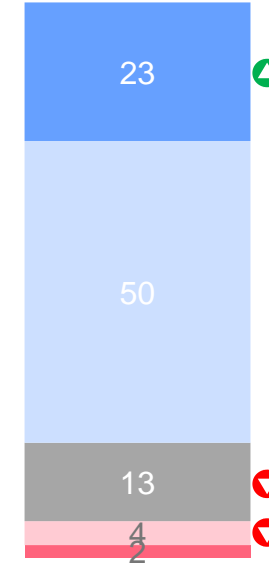
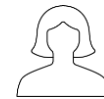
Preferred type of medical consultation.



- Only a personal visit to the clinic and f2f contact with the doctor makes sense
- Face-to-face contact with the doctor is best, but in certain cases, such as prescriptions or referrals, remote advice can be used
- I don't care whether I see my doctor online by phone or in person
- I prefer to see my doctor online
- I prefer a teleconsultation

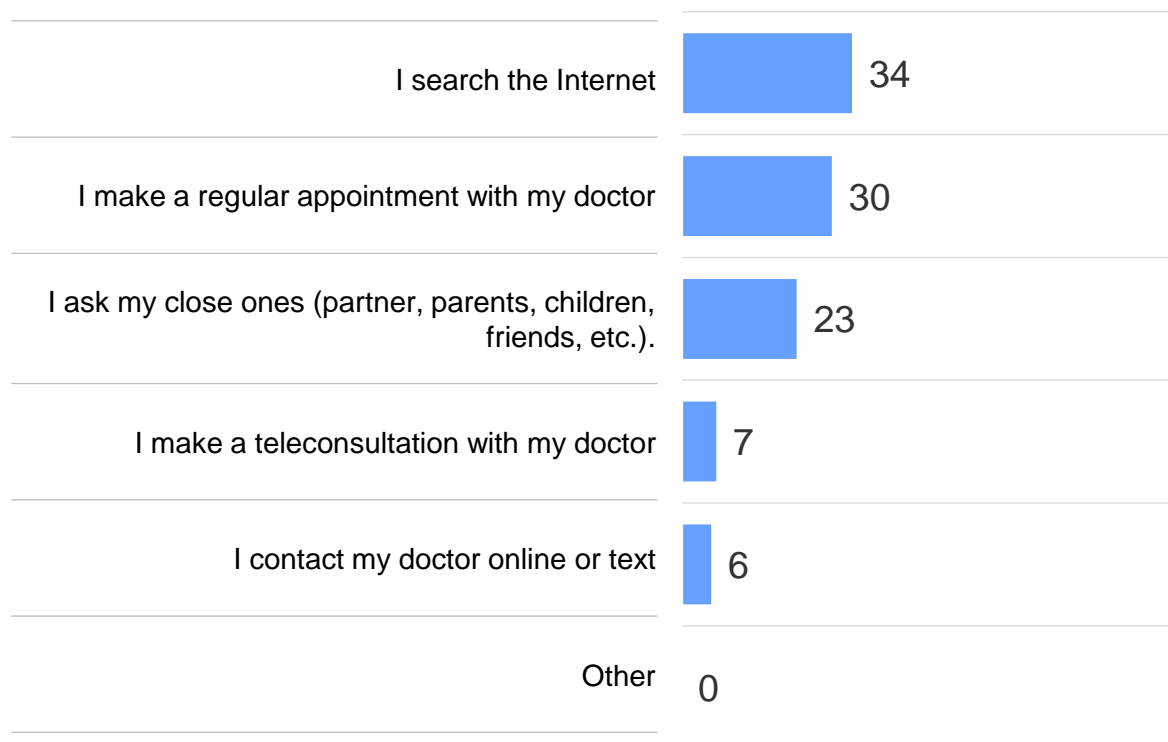


N=255



N=248

What do 20-year-olds do when they need advice or information about their health - now?



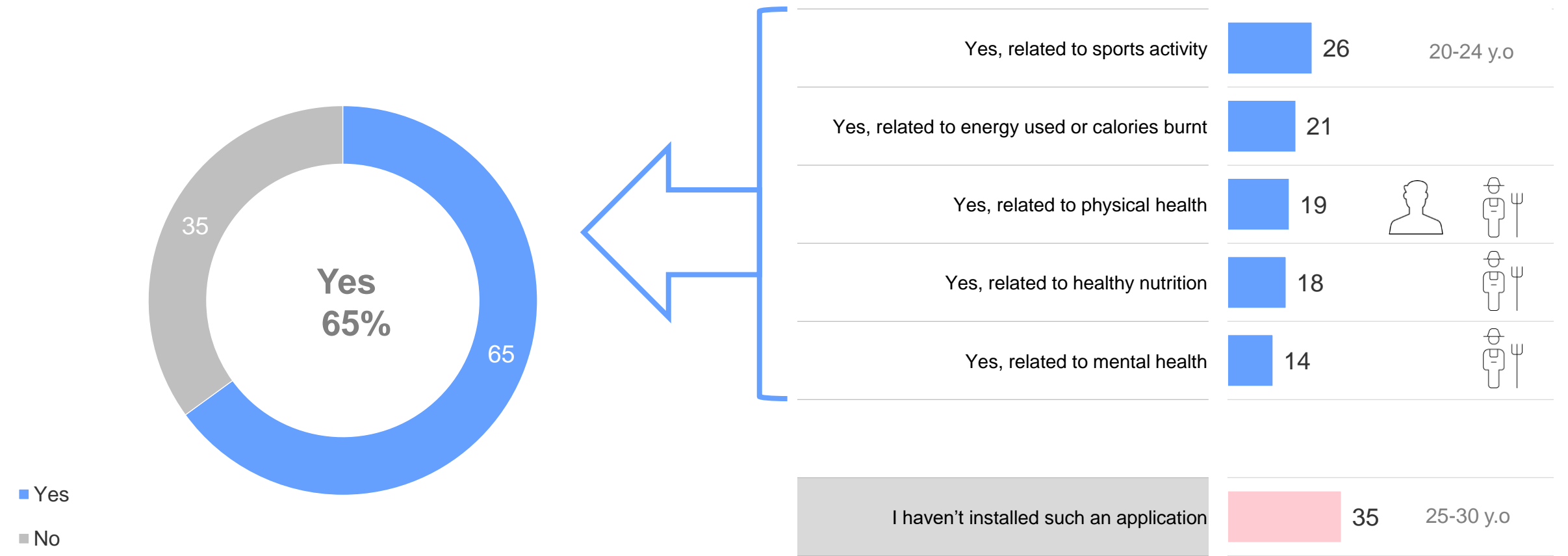
Young Hungarians most often (34%) search for information on the Internet first.

Nearly as much (30%) makes an appointment with a doctor.

One in five (23%) turns to family.

Do young Hungarians install apps to support themselves in taking care of their health?

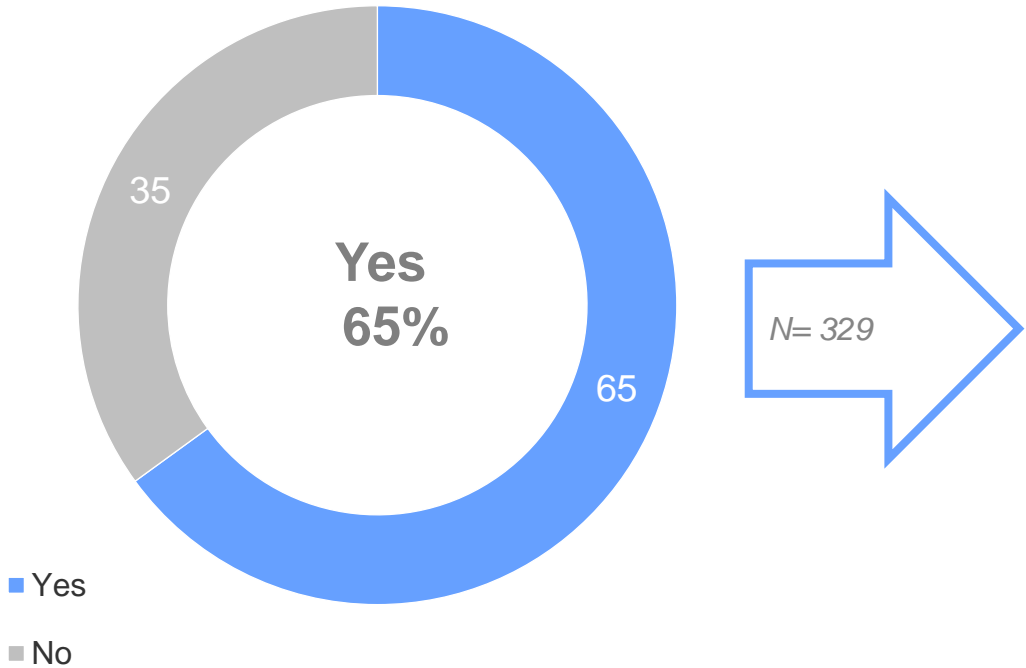
Two-thirds of twenty-year-olds have installed some health, exercise, diet or calorie-related application on their phones. In the group of young Hungarians in some way linked to agriculture, a slightly higher share of people installed applications related specifically to physical health (28%), healthy nutrition (25%) and mental health (19%).



Have young Hungarians installed health apps on their phones? What were their reasons?

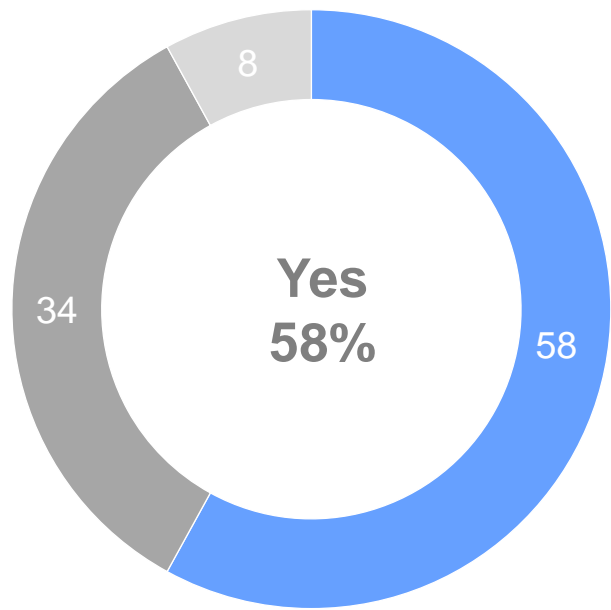
43% of 20-year-olds measure their number of steps using mobile apps. Nearly a third measure kilometres and calories burned (31% each). Pulse measurement, calories consumed and weight control follow, together with a reminder to drink water. Mindfulness, mood and allergens - last.

Have you installed the application related to health on your phone?



Steps count	43
Kilometers count	31
Calories burnt	31
I measure my pulse	26
I count the calories eaten	25
Weight control	24
Reminds me to drink water	24
Calculate my walking paste	20
I use sports exercise programmes	20
Sleep quality measurement	20
App reminds me to move (when sitting too long)	20
I measure my blood pressure	14
I check the composition of the products (sugar, fat content)	14
I control my measurements	13
Reminds me of mindfulness training	9
I measure my mood and well-being	8
I check air quality (pollution levels)	7
Checking for allergens in the air	5
Other	0

Do young Hungarians share the data collected by the app with the doctor during medical consultations?

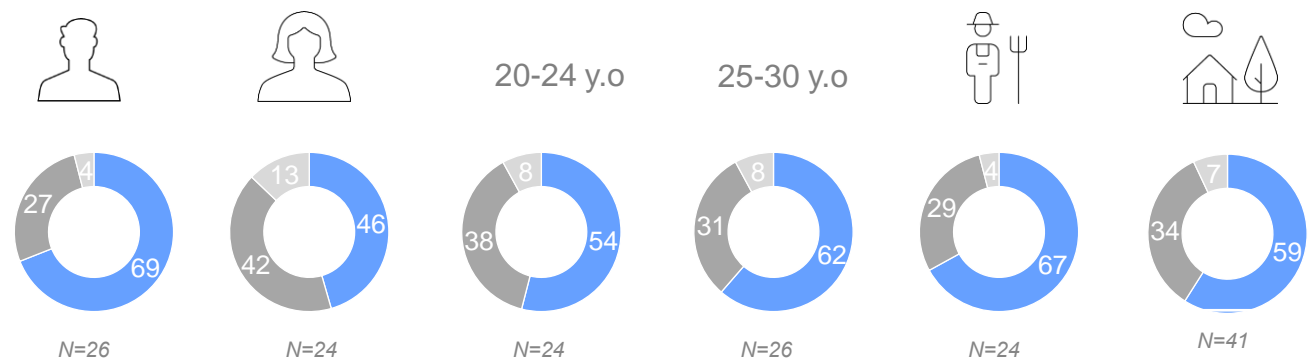


- Yes
- No
- I don't know / It's hard to say

More than half of 20-year-olds present data collected by mobile apps related to health or sport to their doctor.

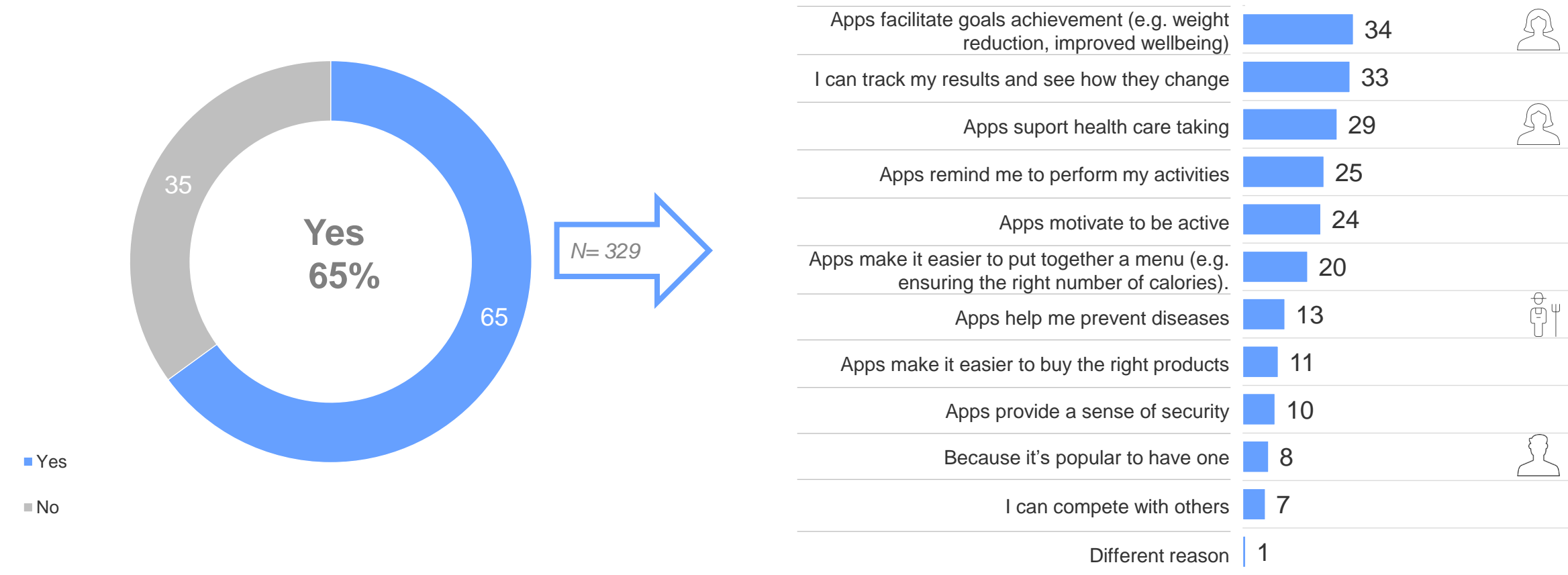
A third do not (34%) and only 8% have no opinion on the matter.

There were no significantly important differences among the groups.



Why do 20-year-olds use apps to support taking care of their health?

The most popular reasons behind installing health-related apps are: the willingness to achieve goals related to health and sports (34%), performance tracking (33%) and general issues concerning taking care for health (29%). Every fourth person indicated reminders and motivational factors. Women install these apps more often because of the goal setting/ achievieng and general health-related reasons. Men more often mention the fab factor (11% vs 8%).

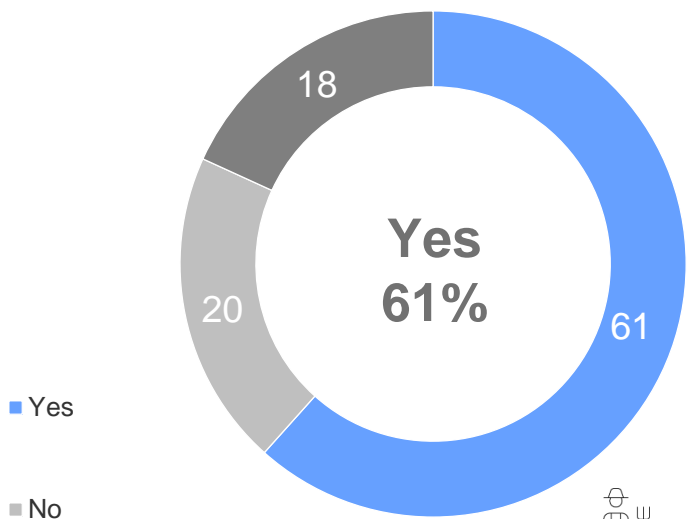


Do 20-year-olds care about the health of elderly family members?

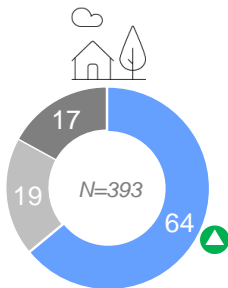
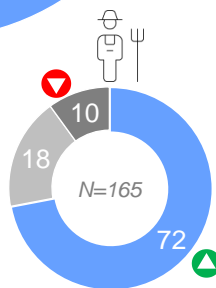
What do they know about the devices their charges use?

Nearly two thirds (61%) of 20-year-olds takes care of the health of older people in their family. Nearly half of them (47%) declares awareness that the older ones use either apps or medical measurment devices, monitoring blood pressure or alike parameters.

Caring for the health of older family members.

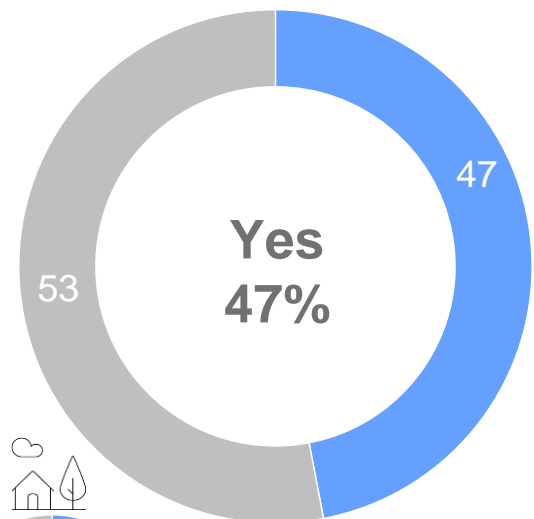


- Yes
- No
- This topic is not relevant to me - no such people in my family

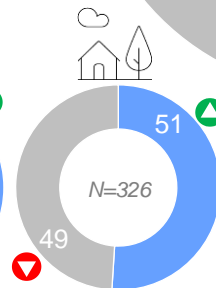
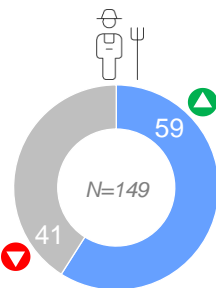
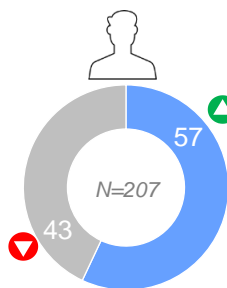


20-year-olds linked to agriculture significantly more often take care about the health of older family members. They are also significantly more likely to report that older people in their families use electronic devices to monitor their health (e.g. blood pressure, heart rate, etc.).

Do the elderly in your family use electronic health monitoring devices?



- Tak
- Nie

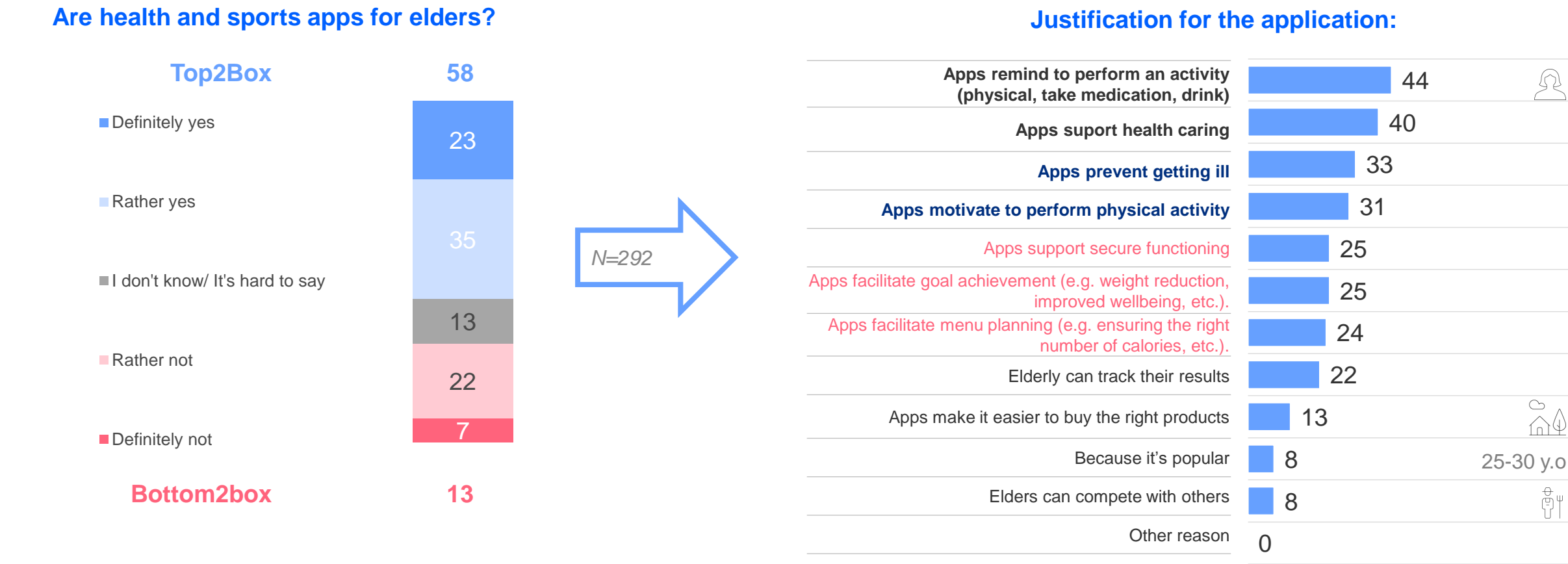


A6. Do you look after health of older people within your family in any way? A7. To the best of your knowledge, do older people within your family use any electronic devices (e.g. apps, wristbands, watches, etc.) that monitor their health (e.g. heart rate, blood pressure) or support them in taking care of themselves?

▲ ▼ Significance testing at 95% confidence level against previous quarter/wave
Base: total N=503

Do health or sports apps for older people make sense?

58% of young Hungarians confirms. Over 40% of them justify this by the need to remind the elders of health-promoting behaviours. One third underlines preventiveand motivational functions. One in four mentions security, health-related goals and menu planning.



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