



Press release

Brits most likely in Europe to keep up the fight against Covid

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- Two-fifths (42 per cent) believe compulsory vaccination is important to protect society, and nearly as many (37 per cent) feel such a program would help to prevent dangerous diseases
- Almost two in five UK residents (38 per cent) plan to continue using masks in crowded places – the highest proportion of people in Europe willing to keep wearing masks

17th June 2021 - As lockdown lifts, Brits are more likely than any other European country to keep fighting the pandemic. The UK ranks highest in willingness to get vaccinated and keep wearing masks, as well as continuing to social distance and wash hands.

The findings come as the UK extends its lockdown period. The report* was conducted by STADA, the global healthcare company, and explored the attitudes and opinions of consumers across 15 European countries with 30,000 respondents on a wide array of health issues, including the COVID-19 pandemic.

The survey found almost four-fifths (79 per cent) of Brits expressed a positive attitude to compulsory vaccination; this was the highest level among the 15 countries, far above the survey average of 61 per cent.

More than two-fifths (42 per cent) believe compulsory vaccination is important to protect society, and nearly as many (37 per cent) feel such a program would help to prevent dangerous diseases.

These attitudes were demonstrated earlier this month as a record one million vaccine appointments were made in a single day after those aged over 25 were invited for their vaccine and the UK continues to be the most vaccinated country in Europe.

Ahead of 'Freedom Day' on June 21st/Following the cancellation of 'Freedom Day' on the 21st June, the data found that even when restrictions lift, almost two in five UK residents (38 per cent) plan to continue using masks in crowded places –that's double the 22 percent of people in Europe willing to keep wearing masks.

Nearly half of Brits (45 per cent) intend to maintain social distancing (average 33 per cent), more than in any other of the 15 countries, while another 52 per cent showed willingness to wash their hands more thoroughly, with only Italy and Ukraine ranking higher.



However, looking more widely at the data, while the UK has become more health-conscious as a result of the pandemic, the country is still lagging behind our European counterparts in being proactive about our health and fitness.

Brits (39%) are among the leading pack in Europe in terms of exercising more (average 35%). 21% have ordered more health products such as supplements online over the past year and for two in five Brits (41%), a healthy lifestyle is becoming more and more important.

But when it comes to healthy eating, the STADA Health Report showed that the UK was the third least likely nation (37%) to have bought more fresh and high-quality food during the past year. Brits are also below the average (40%) in terms of having stepped up disinfecting their homes amid the pandemic (UK 35%). One fifth of Brits (21 per cent) have ordered more health products such as supplements online over the past year.

Interestingly, the research also showed that Brits haven't bought into health fads. Three in 10 UK respondents (30 per cent) regard new nutrition, sports and fitness trends as just money-making, proving Brits to be the most sceptical among the 15 surveyed nationalities when it comes to health trends and alternative therapies.

RogerScarlett-Smith, President UK at Thornton & Ross, part of the STADA Group said: *"This report offers some fascinating scientifically based insights into the attitudes and opinions of consumers on many health issues and we hope it will enable our partners –be they patients, healthcare professionals, distributors, retailers or policy-makers – to make sound decisions about health based on data they can trust. As a leading supplier of generic and specialty medicines, as well as consumer healthcare products, STADA every day supports the sustainability of healthcare systems across Europe, in line with our purpose of Caring for People's Health,"*

-Ends-

Notes to editors

About the STADA Health Report:

Representative online study by Kantar on behalf of STADA.

Research time frame: March through April 2021.

Sample: Around 2,000 respondents each from Austria, Belgium, the Czech Republic, Germany, France, Italy, the Netherlands, Poland, Portugal, Russia, Serbia, Spain, Switzerland, Ukraine and the United Kingdom.

About STADA Arzneimittel AG

STADA Arzneimittel AG is headquartered in Bad Vilbel, Germany. The company focuses on generics, including specialty generics, and non-prescription consumer healthcare products. Worldwide, STADA Arzneimittel AG sells its products in approximately 120 countries. In financial year 2020, STADA achieved group sales of EUR 3,010.3 million and adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of EUR 713.3 million. As of 31 December 2020, STADA employed 12,301 people worldwide.



Additional information for journalists:

STADA Arzneimittel AG - Media Relations
Stadastrasse 2-18
61118 Bad Vilbel - Germany
Phone: +49 (0) 6101 603-165
Fax: +49 (0) 6101 603-215
E-Mail: press@stada.de
Or visit us on the Internet at www.stada.com/press

Additional information for capital market participants:

STADA Arzneimittel AG - Investor & Creditor Relations
Stadastrasse 2-18
61118 Bad Vilbel – Germany
Phone: +49 (0) 6101 603-4689
Fax: +49 (0) 6101 603-215
E-mail: ir@stada.de
Or visit us on the Internet at www.stada.com/investor-relations