

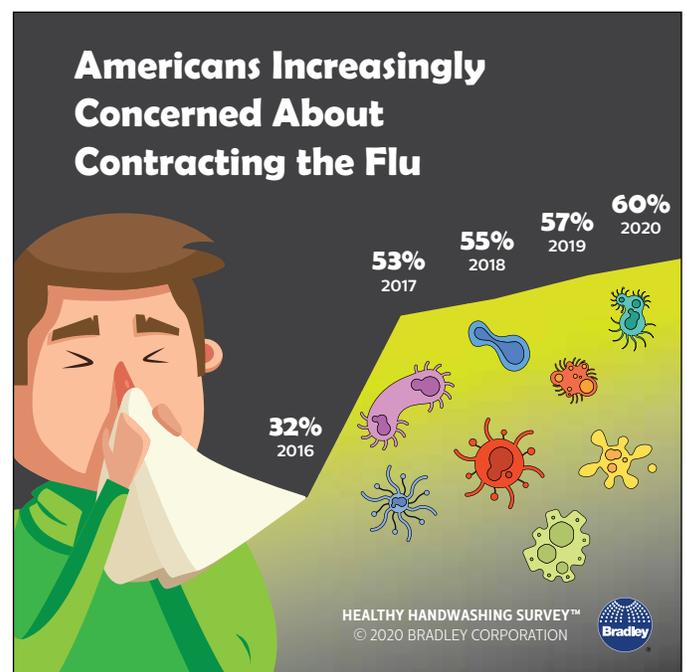
THE IMPORTANCE OF HANDWASHING IN PUBLIC RESTROOMS

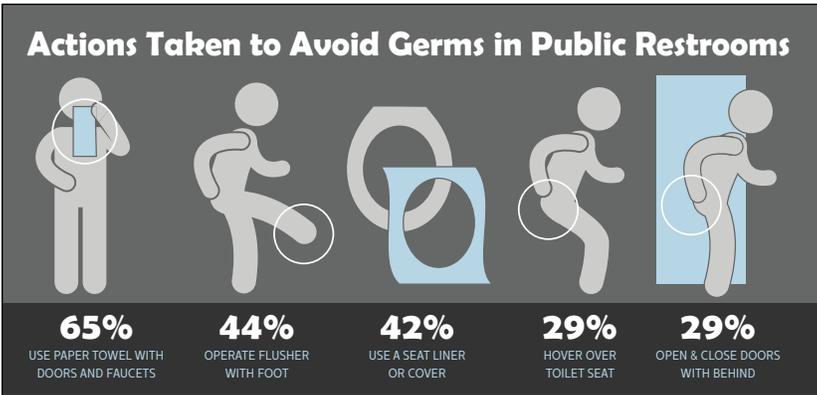


Being an industry leader in public space handwashing, we understand best practices in handwashing and reducing germ transmission. For 11 years, we have surveyed American's handwashing habits in public restrooms. Here are some recent findings:

- **Americans wash their hands 86% of the time after using a public restroom.** Boomers are the most consistent lathering up 91% of the time. Gen Z the least diligent, clocking in at 82%.
- Even before coronavirus hit the United States, almost **60% of Americans were** extremely or quite concerned about catching the flu, compared to just 32% who felt that way four years ago. Among all age groups, Millennials expressed the most trepidation about getting sick.
- **64% of Americans** correctly believe that hand washing is more effective in removing germs than hand sanitizer — a fact supported by the CDC.
- In response to flu outbreaks, almost **80% of Americans** said they wash their hands more frequently, more thoroughly or longer after using a public restroom.

The CDC and medical professionals continue to say that handwashing is the number one way to stop the spread of the coronavirus. "Thorough handwashing with soap and water remains the best way to reduce the spread of disease-causing microorganisms like COVID-19," says medical microbiologist Michael P. McCann, Ph.D., professor of biology, Saint Joseph's University.





It's no surprise where Americans are most concerned with people not washing their hands when out in public. **40% said restaurants and 35% identified hospitals, clinics and doctor's or dentist's offices.** An additional 15% answered schools and 8% said airports. Americans need to be more diligent in their handwashing behavior in these public spaces to stay germ free.

While Americans universally believe it is important to wash one's hands after using a public restroom, unfortunately, there is also a rinse-and-run phenomenon:

- 67% admit they've skipped the soap and simply rinsed their hands with water after using a public restroom.
- Gen X is mostly likely to short cut hand washing with 73% admitting they've only rinsed their hands.

AMERICANS DEMAND A TOUCH-FREE RESTROOM EXPERIENCE TO AVOID GERMS

Our research shows making everything touchless is the top improvement Americans want in public restrooms, aside from keeping them cleaner and better stocked.

All too often Americans need to go out of their way to avoid contact with germs in restrooms.

For example, 65% use paper towel to elude hand contact with doors and faucets, and an additional 44% operate the flusher with their foot.

THE BOTTOM LINE

The importance of handwashing cannot be overstated. All medical professionals, the CDC and health and safety experts stress that the best way to avoid germs is to wash your hands.

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