

POLL:

IMPACT OF COVID-19 ON HYGIENE



METHODOLOGY

This Snap Poll was fielded on October 12, 2021, with a representative U.S. sample of 1,108 adults, ages 18+. The sample has been balanced for age and gender using the Census Bureau's American Community Survey to reflect the demographic composition of the United States.

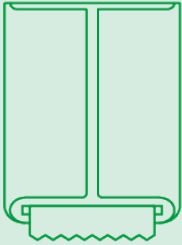
***Cascades* PRO®**

The impact of COVID-19 towards hand drying in public restrooms nearly split the respondents with:

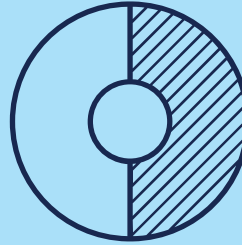
50% indicating they now give more thought to hand drying

VS

42% who indicated that their thoughts have not changed.



64% of respondents prefer the use of paper towels from a touchless dispenser with **93%** using 4 towels or less.



Nearly half of respondents indicated that their use of paper towels has not changed as a result of COVID-19.

56% of respondents view paper hand towels and kitchen roll towels as being different

VS

16% who view them as the same thing.

85% of respondents expressed that it was “somewhat” to “extremely” important that their workplace incorporates the latest sustainability innovations and practices.



Respondents indicated that COVID-19 has impacted how often they clean surfaces at their workspace with **56%** cleaning surfaces more often now than before the pandemic.



70% indicated they wash their hands for 20 seconds or less, contrary to the CDC’s recommendation of 20 seconds or more.

Of those who are parents, **33%** indicated that they are “Extremely” or “Very” confident in their children’s schools hygiene policies and practices.

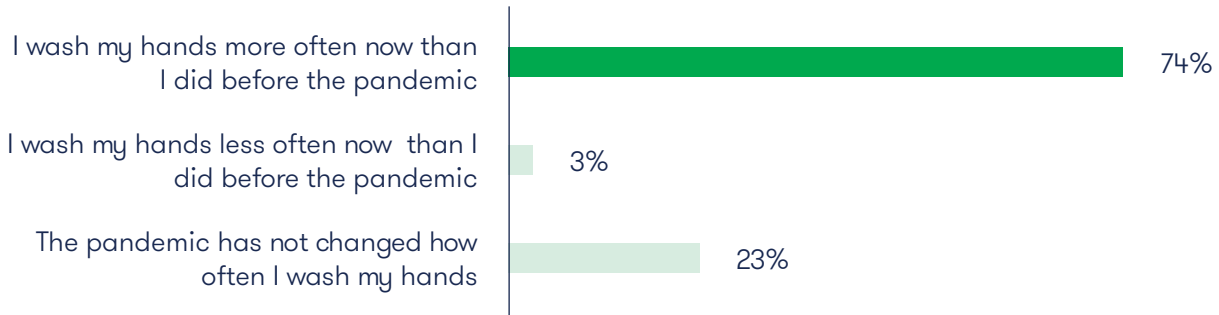


78% of respondents expressed some level of concern about hygiene in the workplace.



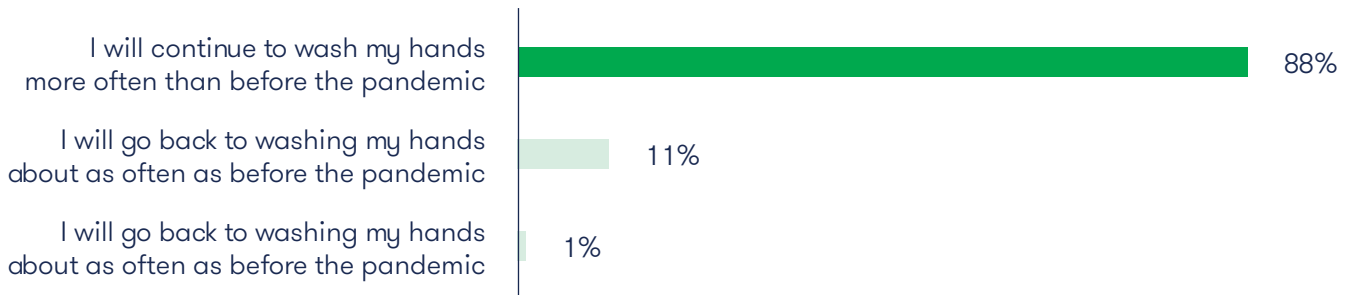
Q1: HOW HAS THE COVID-19 PANDEMIC IMPACTED HOW FREQUENTLY YOU WASH YOUR HANDS?

Answered: 1,099 | Skipped: 9



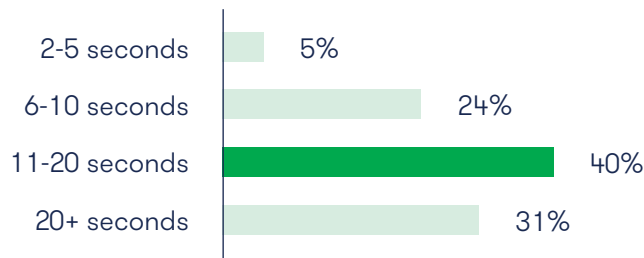
Q2: YOU SAID THAT YOU ARE WASHING YOUR HANDS MORE OFTEN NOW THAN YOU WERE BEFORE THE PANDEMIC. HOW DO YOU THINK YOUR HABITS WILL CHANGE IN THE NEXT THREE YEARS?

Answered: 819 | Skipped: 289



Q3: HOW LONG DO YOU TYPICALLY WASH YOUR HANDS FOR?

Answered: 1,097 | Skipped: 11



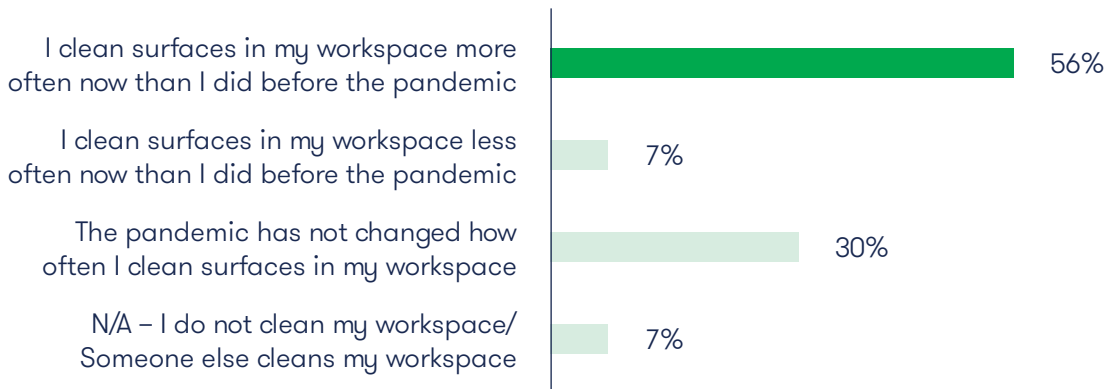
Q4: HOW HAS THE COVID-19 PANDEMIC IMPACTED YOUR THOUGHTS ON DRYING YOUR HANDS AFTER WASHING THEM IN A PUBLIC BATHROOM?

Answered: 1,096 | Skipped: 12



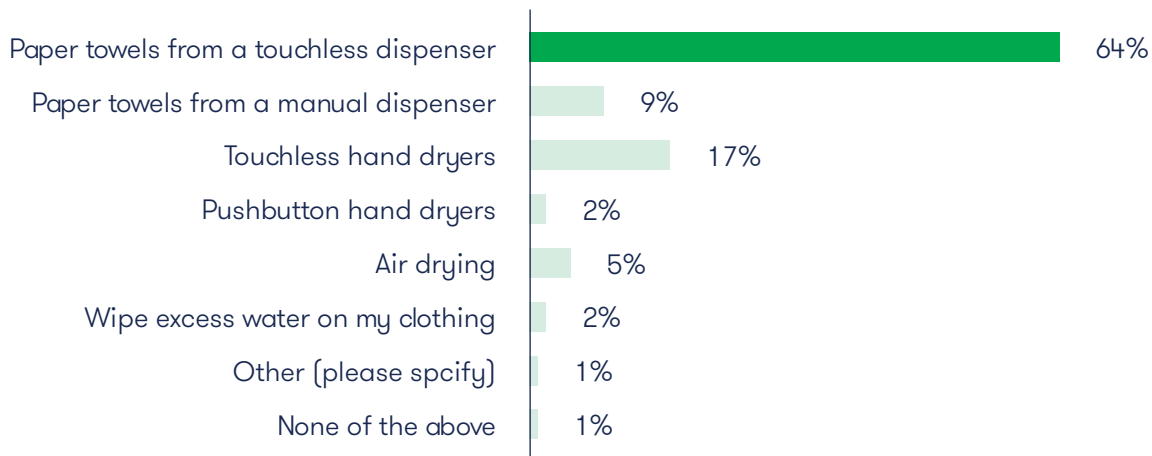
Q5: HOW HAS COVID-19 IMPACTED HOW OFTEN YOU CLEAN SURFACES AT YOUR WORKSPACE?

Answered: 1,107 | Skipped: 1



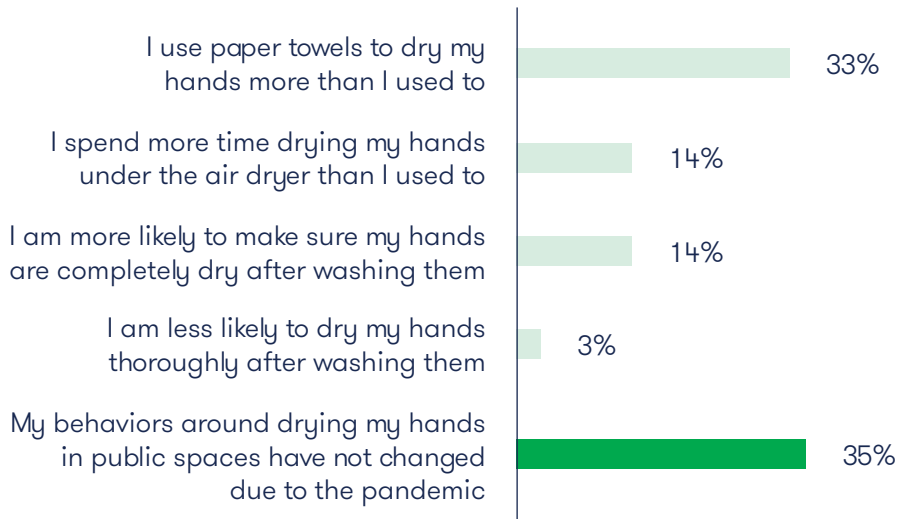
Q6: WHICH OF THE FOLLOWING IS YOUR PREFERRED METHOD OF DRYING YOUR HANDS IN A PUBLIC RESTROOM?

Answered: 1,100 | Skipped: 8



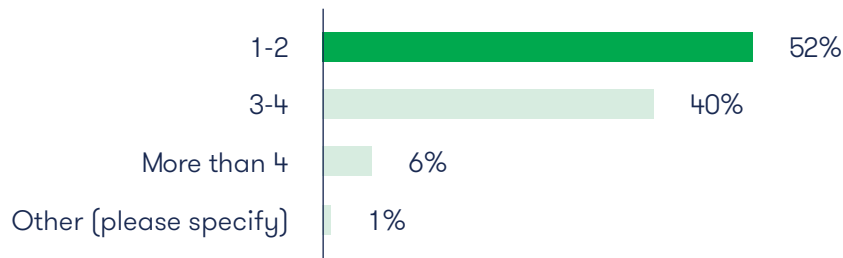
Q7: THINK ABOUT YOUR BEHAVIORS RELATED TO WASHING YOUR HANDS IN PUBLIC SPACES. WHICH OF THE FOLLOWING IS TRUE OF HOW YOU DRY YOUR HANDS AFTER WASHING THEM DUE TO THE PANDEMIC?

Answered: 1,103 | Skipped: 5



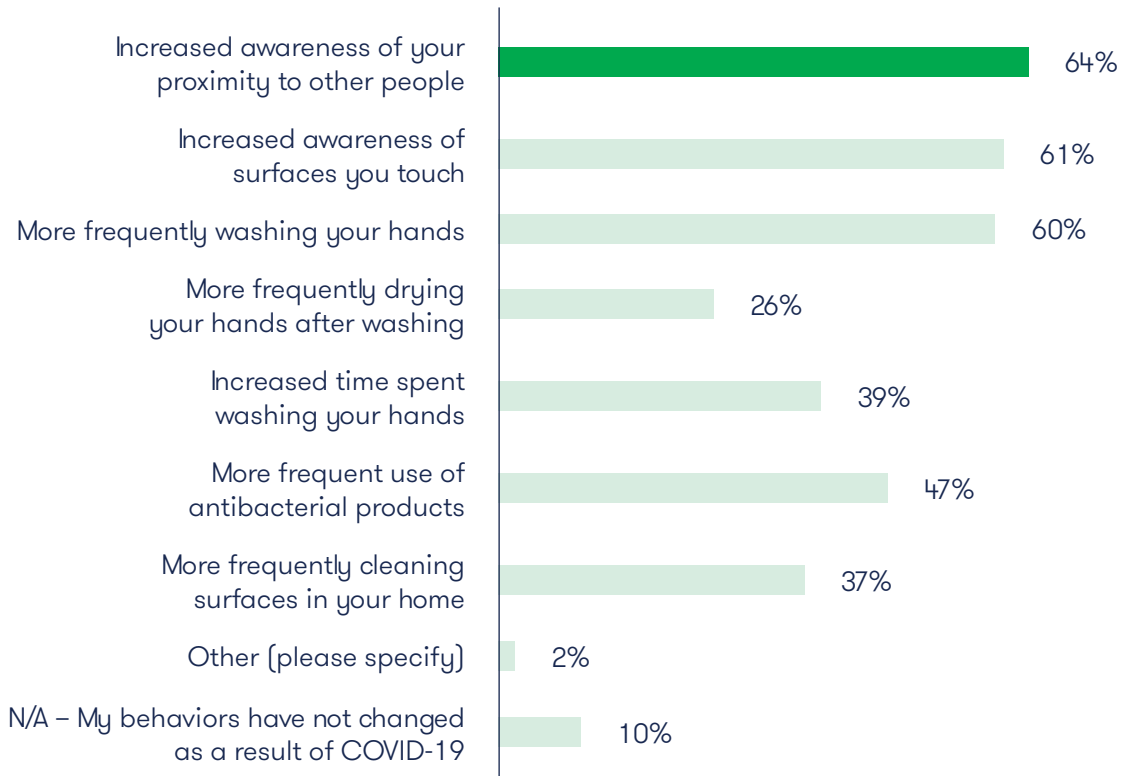
Q8: GENERALLY, HOW MANY PAPER TOWELS DO YOU USE WHEN YOU DRY YOUR HANDS?

Answered: 1,105 | Skipped: 3



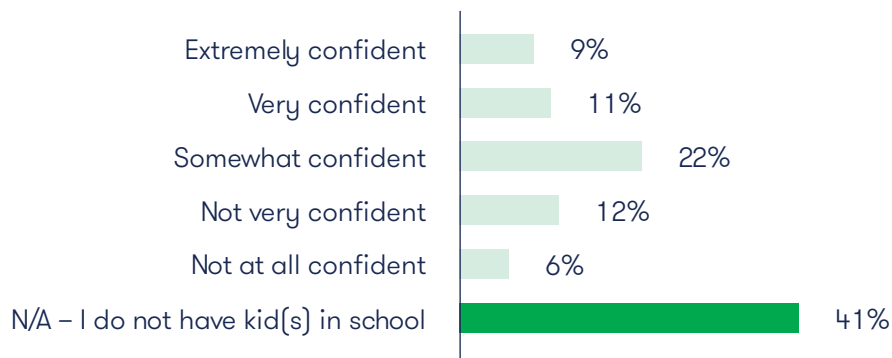
Q9: THINKING OF BEHAVIORS AND ATTITUDES THAT CHANGED AS A RESULT OF COVID-19, WHICH OF YOUR OWN BEHAVIORS DO YOU EXPECT WILL CONTINUE PERMANENTLY BEYOND THE PANDEMIC? PLEASE CHECK ALL THAT APPLY.

Answered: 1,099 | Skipped: 9



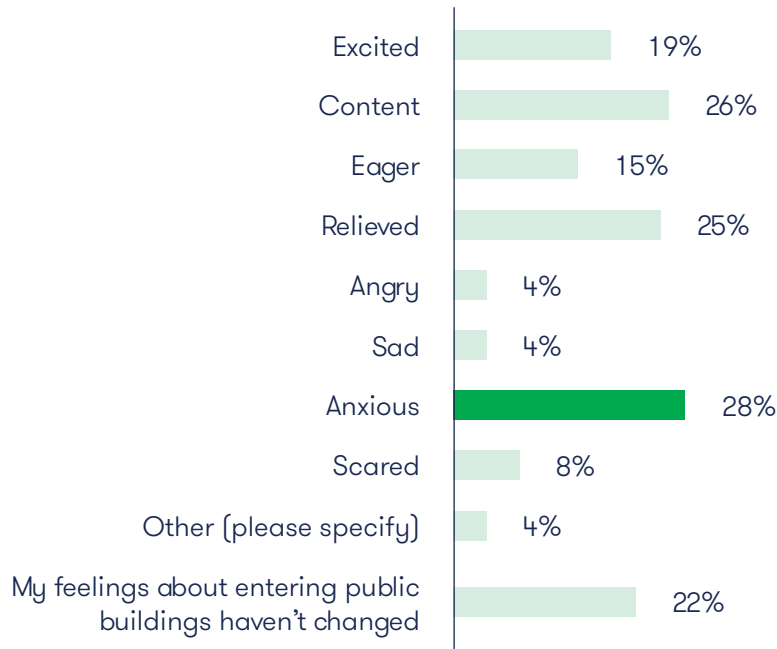
Q10: IF YOU HAVE KID(S) GOING BACK INTO PHYSICAL CLASSROOMS AT SCHOOL, HOW CONFIDENT ARE YOU IN THE SCHOOL'S HYGIENE POLICIES AND PRACTICES?

Answered: 1,088 | Skipped: 20



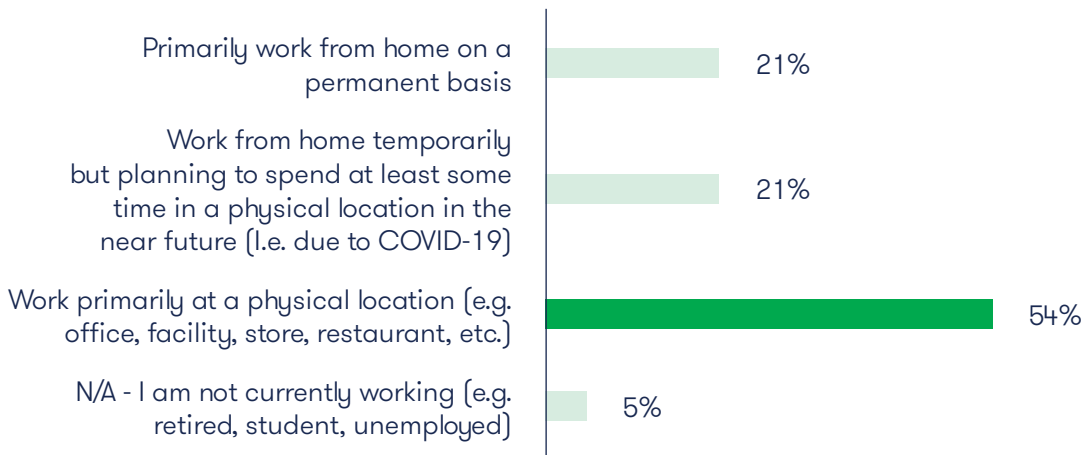
Q11: NOW THAT VACCINES ARE ROLLING OUT, HOW DO YOU GENERALLY FEEL ABOUT ENTERING PUBLIC BUILDINGS (E.G. RESTAURANTS, OFFICES, SCHOOLS). PLEASE CHECK ALL THAT APPLY.

Answered: 1,099 | Skipped: 9



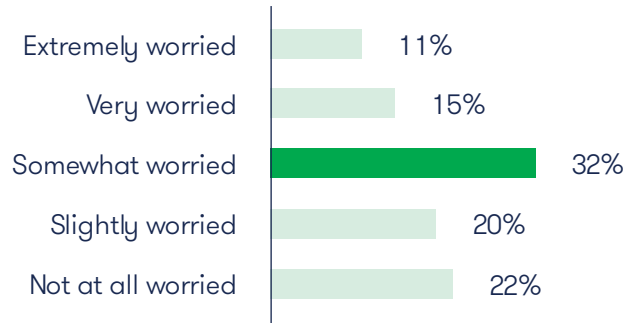
Q12: WHICH OF THE FOLLOWING BEST DESCRIBES THE PLACE WHERE YOU WORK NOW?

Answered: 1,092 | Skipped: 16



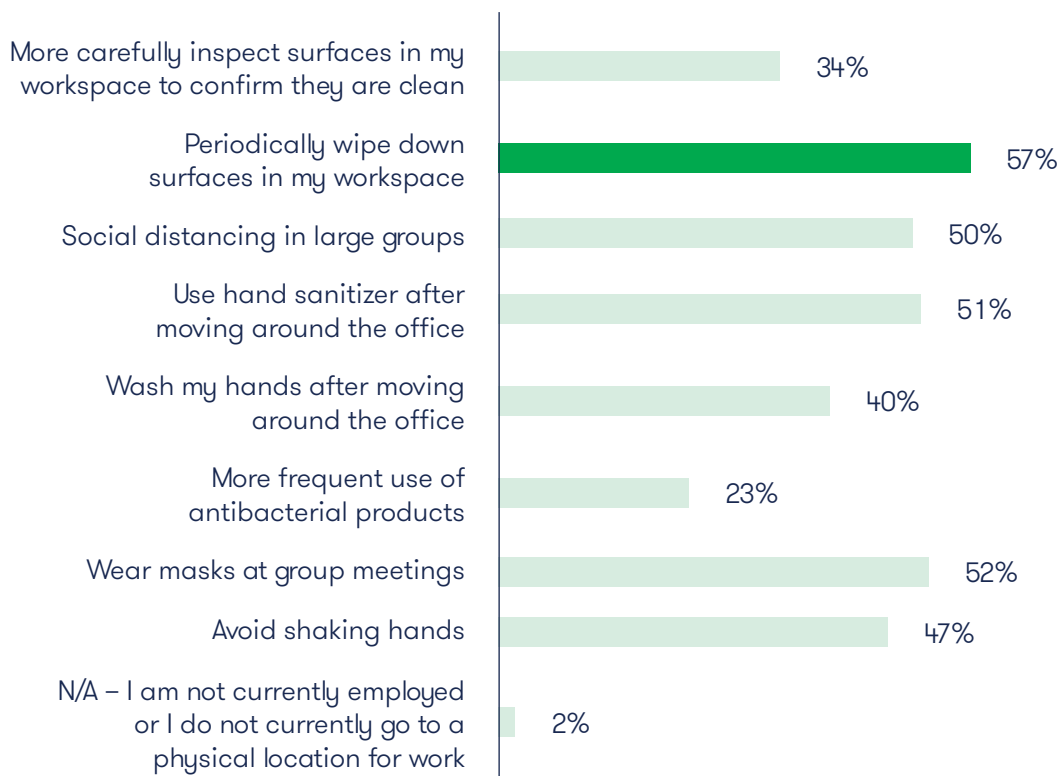
Q13: HOW WORRIED ARE YOU ABOUT HYGIENE IN THE WORKPLACE?

Answered: 807 | Skipped: 301



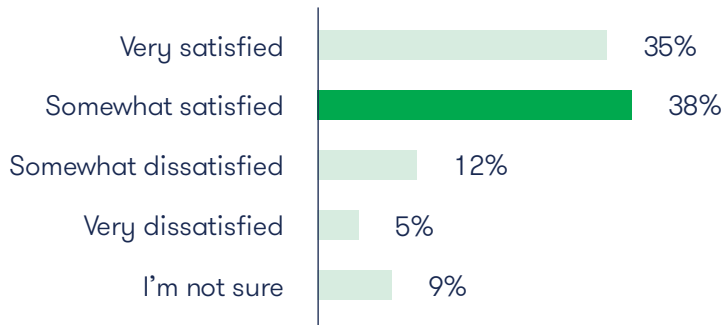
Q14 WHICH OF THE FOLLOWING BEHAVIORS DO YOU DO (OR DO YOU EXPECT TO BE DOING) AT THE OFFICE AS A RESULT OF COVID-19?

Answered: 803 | Skipped: 305

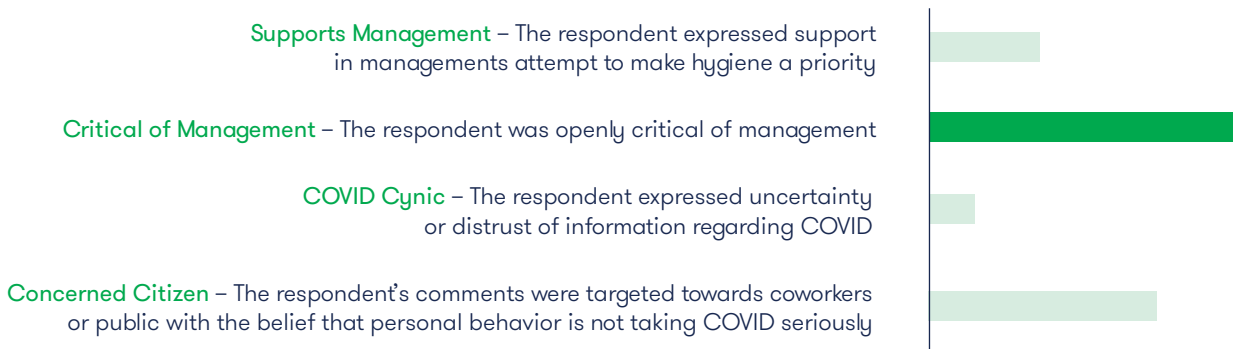


Q15: WHETHER YOU ARE WORKING AT A PHYSICAL WORK SPACE (E.G. OFFICE, FACILITY, STORE) NOW, OR ARE PLANNING TO RETURN TO A PHYSICAL WORK SPACE SOON, HOW SATISFIED ARE YOU WITH YOUR COMPANY'S PROTOCOLS FOR HYGIENE IN THE WORKPLACE?

Answered: 810 | Skipped: 298

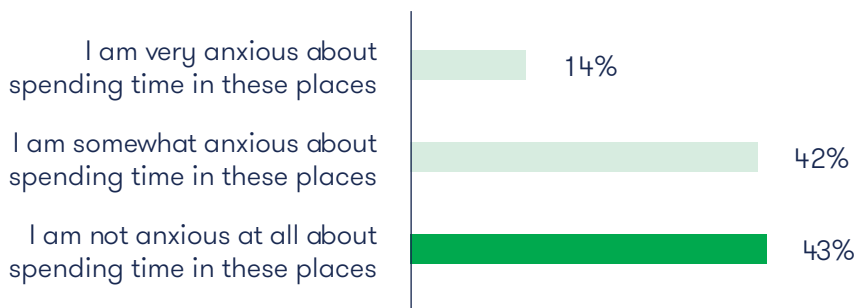


Where applicable open responses were mapped to one of four personas:



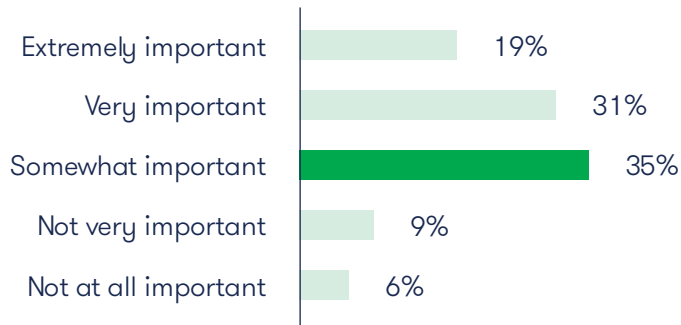
Q16: THINK ABOUT THE COMMUNAL AREAS IN YOUR WORKPLACE (E.G. KITCHEN, MEETING ROOMS, BATHROOMS). HOW HAS THE PANDEMIC IMPACTED YOUR FEELINGS ON SPENDING TIME IN THESE PLACES?

Answered: 812 | Skipped: 296



Q17: HOW IMPORTANT IS IT TO YOU THAT YOUR WORKPLACE INCORPORATES THE LATEST SUSTAINABILITY INNOVATIONS AND PRACTICES (I.E., USING RECYCLED PAPER PRODUCTS, USING DISPENSERS THAT LIMIT THE AMOUNT OF PAPER THAT IS DISPENSED)?

Answered: 817 | Skipped: 291



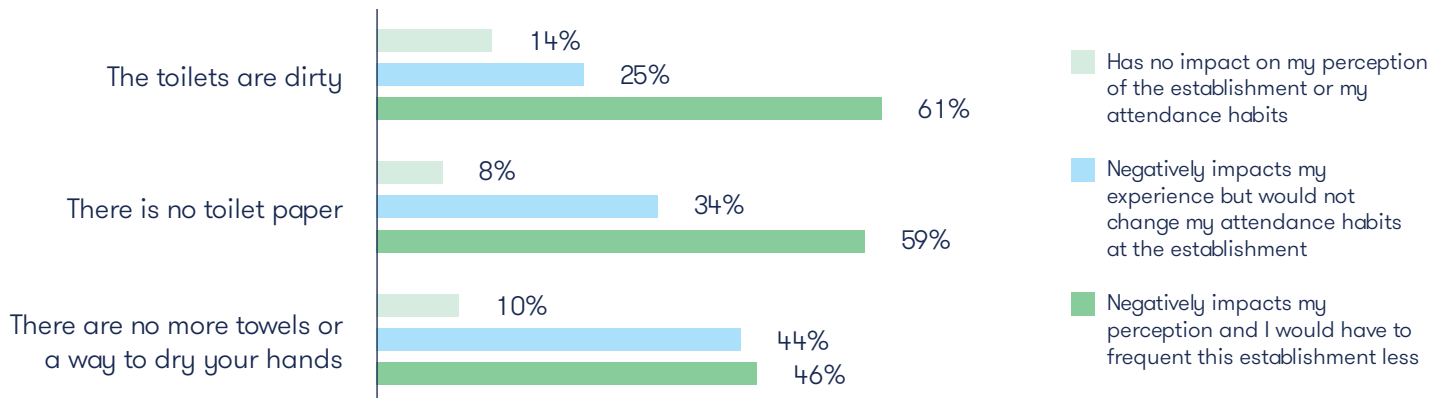
Q18: WHICH OF THE FOLLOWING DO YOU BELIEVE TO BE TRUE ABOUT PAPER TOWELS?

Answered: 1,078 | Skipped: 30



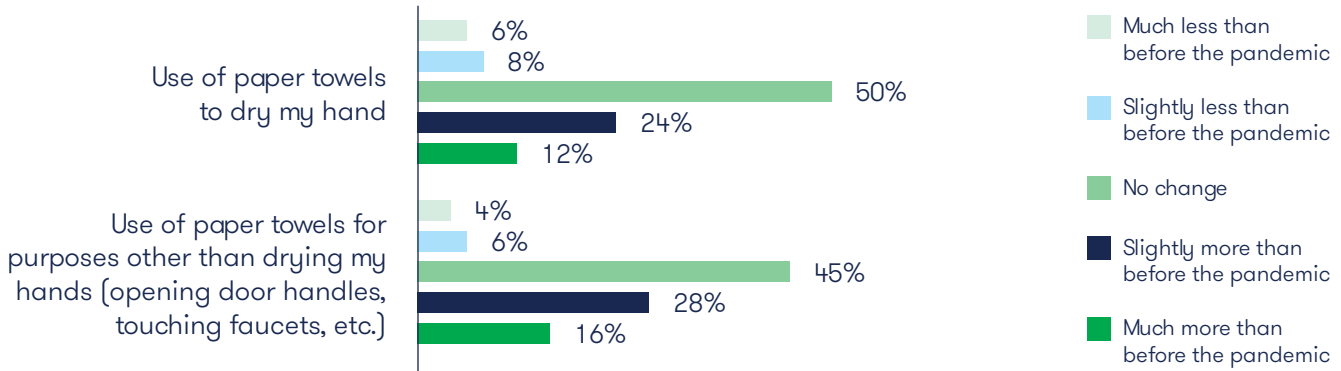
Q19: WHEN USING A PUBLIC RESTROOM (RESTAURANT, STORE, VENUE, ETC.) HOW DOES THE CLEANLINESS AND STATE OF THE FACILITY IMPACT YOUR PERCEPTION BASED ON THE FOLLOWING?

Answered: 1,092 | Skipped: 16



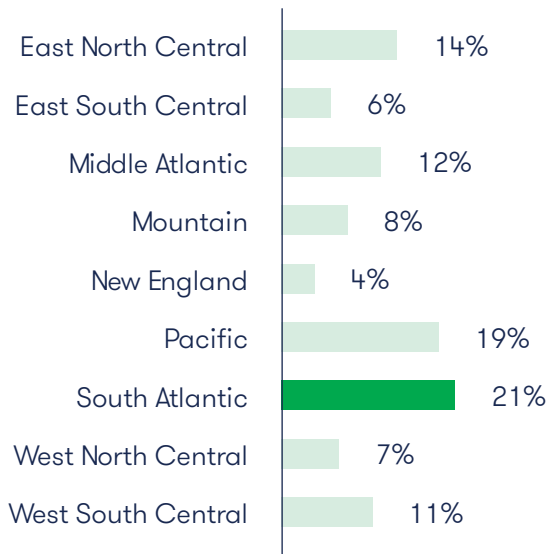
Q20: HAS YOUR USE OF PAPER TOWELS CHANGED AS A RESULT OF THE PANDEMIC?

Answered: 1,080 | Skipped: 28



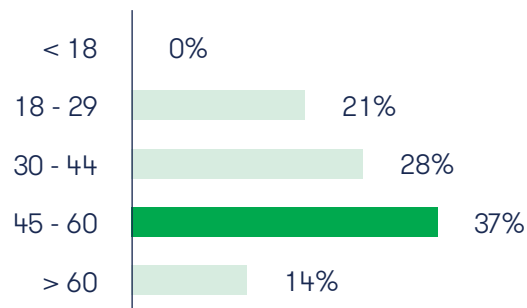
Q21: REGION

Answered: 1,078 | Skipped: 30



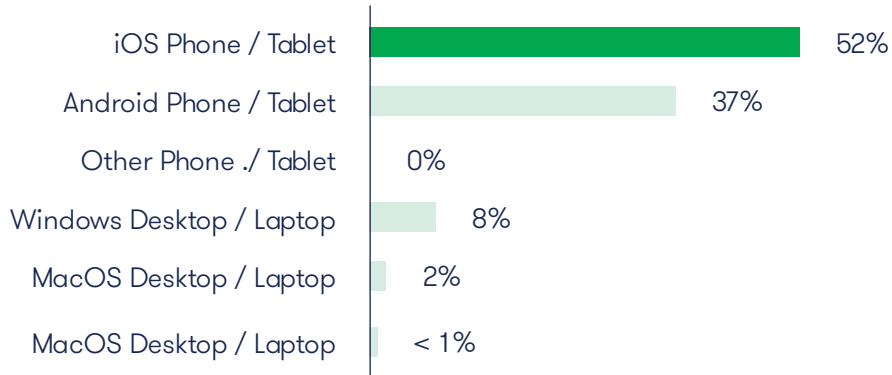
Q22: AGE

Answered: 1,096 | Skipped: 12



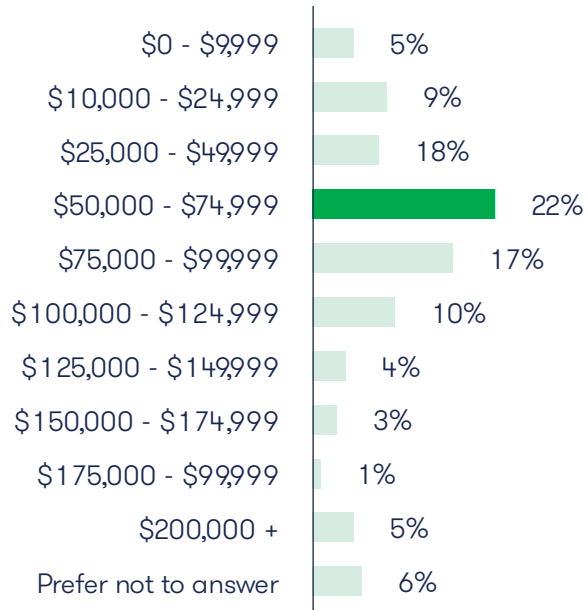
Q23: DEVICE TYPE

Answered: 1,096 | Skipped: 12



Q24: HOUSEHOLD INCOME

Answered: 1,096 | Skipped: 12



Q25: GENDER

Answered: 1,096 | Skipped: 12

