



# What are **people's top hygiene concerns** and how are they being addressed?

Kimberly-Clark Professional recently conducted two surveys to explore:

- #1 How hygiene habits in away-from-home environments have changed in response to COVID-19
- #2 What facilities are doing to alleviate consumer concerns

## Survey #1: Overall consumer perceptions and preferences<sup>1</sup>



### Restroom revelations

83% said restroom conditions reflected **how much a company cares** about employees and guests



### Cleanliness cues

82% said **seeing cleaners in action and cleaning signage** were top indicators of a hygienic environment



### Dirty by association

74% said **if the restroom is not clean**, the rest of the facility must not be either



### Hygienic hands

94% said they **washed or sanitized hands more** now than before the pandemic



### Towels triumph

Almost 2/3 preferred **paper towels** over air dryers for restroom hand drying



### Brand benefits

84% said **familiar brands** signal a **clean and hygienic** environment

## Survey #2: How decision-makers plan to meet them<sup>2</sup>

### Amped-up efforts

93% planned to **enhance cleaning** protocols, frequency and signage

### Touchless advances

7 in 10 planned to **add at least one new touchless feature** in 2020

### Brand reassurances

41% said **familiar brands are more important** to consumers now than before

### Cost isn't king

Decision-makers are focused on:

- An effective clean
- Germ avoidance
- Reliable supply
- Health agency recommendations



# Office Buildings:<sup>1</sup> findings and key concerns

Not surprisingly, germ concerns ranked high among employees who work in large office buildings.

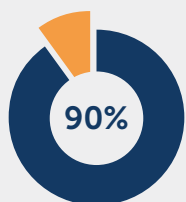


## Assessing risk

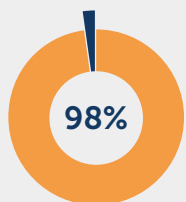
## It's a sign

## Touchless is tops

Of the employees surveyed...



perceived large office buildings as posing a **moderate or high germ risk**



viewed familiar brands as an **important** signal of a clean and hygienic environment<sup>3</sup>

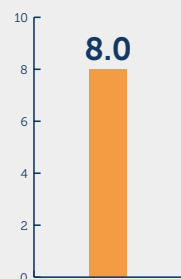


**Touchless systems** were seen as the **most important** amenity for ensuring a clean and hygienic environment<sup>4</sup>



## Exposure concerns

**8.7 in 10** respondents said they would be **concerned** about returning to an office building<sup>3</sup>



## Cleanliness is consequential

On a scale of 1-10, **cleanliness** rated an **8.0** for its impact on visitation decisions

## Top 5 signals that an office building is clean and hygienic<sup>5</sup> (In order of importance)

1. Staff using disinfecting wipes that sanitize a surface for up to 24 hours, even if touched
2. Staff using disinfecting wipes on surfaces
3. Handwashing/hand sanitizing procedures posted in key locations
4. Guests/visitors advised about hygiene standards
5. Trash and other waste disposed of properly

## Top 5 amenities that indicate a clean, hygienic office building<sup>5</sup> (In order of importance)

1. Touchless systems in restroom<sup>4</sup>
2. Disposable toilet seat covers
3. Restroom stall shelf for personal items
4. Antibacterial soap in restroom
5. Hand sanitizing wipes

**Want to learn more about how to make your facility more hygienic and welcoming?**  
Request a **Virtual Hygiene Site Walk** and let our experts show you how we can help.

<sup>1</sup> Kimberly-Clark Professional, Hygiene Behaviors Consumer Study, May 2020; page 1 includes aggregated (all industry segments) insights and page 2 includes insights specific to office buildings.

<sup>2</sup> Kimberly-Clark Professional, Hygiene Behaviors Chooser Study, June 2020.

<sup>3</sup> Important = selected "somewhat" or "very" important. Concerned = selected "somewhat" or "very" concerned.

<sup>4</sup> The following elements, if selected, were considered "touchless" systems: touchless soap dispensers, touchless hand towel dispensers, touchless hand sanitizer units, touchless trash cans, paper disposable seat covers (included in net touchless stat only), touchless faucets, and automatic doors.

<sup>5</sup> In the "Top 5 signals" list, #1 and #2 were tied at 61% selecting those options. In the "Top 5 amenities" list, #2, #3 and #4 were all tied at 67%.