



## 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



# Acute Care:<sup>1</sup> findings and key concerns

Not surprisingly, germ concerns ranked high among patients and visitors of acute care facilities.



Assessing risk	It's a sign	Touchless is tops
Of the patients and visitors surveyed...		
<p><b>85%</b></p> <p>perceived hospitals as posing a <b>moderate or high germ risk</b></p>	<p><b>83%</b></p> <p>viewed <b>familiar brands as an important</b> signal of a clean and hygienic environment<sup>3</sup></p>	<p><b>81%</b></p> <p>viewed <b>touchless systems as very important</b> to facility cleanliness and hygiene<sup>4</sup></p>

**Exposure concerns**

**8.6 in 10** respondents said they would be **concerned** about hospital visits<sup>3</sup>

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**Cleanliness is consequential**

On a scale of 1-10, **cleanliness rated an 8.8** for its impact on visitation decisions

- ### Top 5 signals that a hospital is clean and hygienic<sup>5</sup> (In order of importance)
1. Handwashing/hand sanitizing procedures posted in appropriate places
  2. Trash and other waste disposed of properly
  3. Restroom is clean
  4. Facility smells clean
  5. Staff wearing appropriate PPE, including masks

- ### Top 5 amenities that indicate a clean, hygienic hospital (In order of importance)
1. Antibacterial soap in restroom
  2. Touchless systems in restroom<sup>4</sup>
  3. Amped-up ventilation system (providing optimal filtration)
  4. Pump or spray sanitizer
  5. Disposable toilet seat covers

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.

1 Kimberly-Clark Professional, Hygiene Behaviors Consumer Study, May 2020; page 1 includes aggregated (all industry segments) insights and page 2 includes insights specific to acute care.  
2 Kimberly-Clark Professional, Hygiene Behaviors Chooser Study, June 2020.  
3 Important = selected "somewhat" or "very" important. Concerned = selected "somewhat" or "very" concerned.  
4 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.  
5 In the "Top 5 signals" list, #3 and #4 were tied at 63% selecting those options. Not included but tied with #5: "The facility looks clean."

