



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 preferences¹



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 them²

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



Medical offices:¹ findings and key concerns

Not surprisingly, germ concerns ranked high among patients, visitors and employees of medical offices.

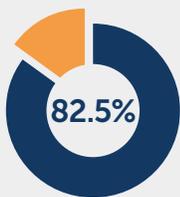


Assessing risk

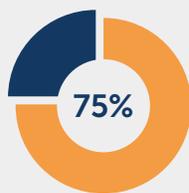
It's a sign

Touchless is tops

Of the patients, visitors and employees surveyed...



perceived medical offices as posing a **moderate or high germ risk**



viewed familiar brands as an **important** signal of a clean and hygienic environment³

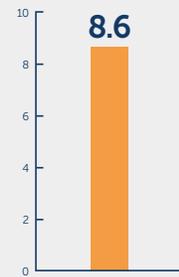


viewed **touchless systems** as **very important** to facility cleanliness and hygiene⁴



Exposure concerns

8 in 10 patients, visitors and employees were **concerned** about medical office visits³



Cleanliness is consequential

On a scale of 1-10, **cleanliness** rated an **8.6** for its impact on visitation decisions

Top 5 signals that a medical office is clean and hygienic⁵ (In order of importance)

1. Trash and other waste disposed of properly
2. Staff wears appropriate PPE, including masks
3. Restroom is clean
4. Employees actively cleaning
5. Handwashing/hand sanitizing procedures posted in key locations

Top 5 amenities that indicate a clean, hygienic medical office⁵ (In order of importance)

1. Antibacterial soap in restroom
2. Touchless systems in restroom⁴
3. Disposable toilet seat covers
4. Pump or spray hand sanitizer
5. Surface cleaning wet wipes for guest use

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 Behavior Consumer Study, May 2020; page 1 includes aggregated (all industry segment) insights and page 2 includes insights specific to medical offices.
² Kimberly-Clark Professional, Hygiene Behavior 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 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%. In the "Top 5 amenities" list, also tied with #5: "Amped-up ventilation system — providing optimal filtration".