

# GIVING PUBLIC RESTROOM GUESTS A HELPING HAND

The way businesses approach hand hygiene and the restroom experience is crucial for guest and employee satisfaction, health and safety.



## Touchless restroom features can positively impact guests' perceptions of cleanliness:



Most Americans believe it is important for public restrooms to have touchless fixtures<sup>1</sup>



60% of Americans say automated paper towel dispensers would improve their perception of the facility's cleanliness<sup>2</sup>



More than half of U.S. adults say mechanical no-touch dispensers would enhance their opinions about the facility's cleanliness, demonstrating the importance of having either type of touchless dispenser in public restrooms<sup>2</sup>



More than 2 in 5 U.S. adults say door tissue dispensers near restroom exits would improve their perception of the facility's cleanliness<sup>2</sup>

## The right approach to hand hygiene can greatly reduce the spread of pathogens:



Wet hands are more likely to spread germs than dry hands.<sup>3</sup> Make sure hand drying essentials are always stocked for restroom guests



On average, surface contamination levels were 10 times higher following hand drying with an air dryer compared to with a paper towel.<sup>4</sup> If your restrooms have air dryers, consider providing paper towels as well

## Businesses must make their commitment to cleanliness and hygiene clear:



70% of Americans say they're more likely to return to a business that has touchless restroom features.<sup>2</sup> Consider minor modifications that reduce touchpoints



More than half of Americans plan to uphold increased handwashing after the pandemic ends.<sup>5</sup> Access to hand hygiene essentials and automated dispensers encourages more widespread handwashing



More than half of Americans want businesses to post signage of cleaning measures and regulations.<sup>6</sup> Consider placing signage promoting restroom cleaning protocols and handwashing reminders in restrooms

<sup>1</sup> Bradley Corporation Healthy Handwashing Survey: <https://bit.ly/2RLcss6>

<sup>2</sup> Survey conducted online by The Harris Poll from April 14-16, 2021 among 2,031 U.S. adults ages 18 and older.

<sup>3</sup> United States Centers for Disease Control and Prevention: <https://bit.ly/3mr7tbf>

<sup>4</sup> Study published in the Society for Healthcare Epidemiology of America: <https://bit.ly/31UHjV2>

<sup>5</sup> Bradley Corporation Healthy Handwashing Survey: <https://bit.ly/3cZNdum>

<sup>6</sup> American Cleaning Institute: <https://bit.ly/2P2DbPV>

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