



Georgia-Pacific

TOWEL v. AIR DRYER CONSUMER SURVEY RESPONSE

May 2021

Innovation Insights | Kaylor Hildenbrand

CPT-21-5105

BACKGROUND AND METHODOLOGY

GP PRO continually seeks to understand the customer and consumer markets. With a desire to understand consumers' perceptions and preferences related to paper towels and air dryers, a survey was launched late May 2021.

Key Objective:

- Understanding consumer preference overall as well as how each is perceived on various attributes such as speed of hand dry.

The online platform, InstantPop (popresearch.com), was utilized to reach a sample of 500 gen pop consumers.

Note that some totals might not equal 100% due to rounding.



TOWELS FAVORED ON SPEED OF HAND DRY

Clearly, consumers acknowledge that **using a paper towel to dry their hands is faster** compared to using an air dryer, with overall twice as many crediting towel for providing a faster hand drying experience (54% compared to 27%, respectively).

Which provides a FASTER hand drying experience?

Automated dispenser with a 100% recycled content paper towel

54%

Jet air dryer with a HEPA filter

27%

No difference / Not sure

19%

0% 10% 20% 30% 40% 50% 60%

Of the 405 consumers with a preference, 67% felt paper towels provided a faster hand dry.

Previous GP PRO consumer research revealed that 81% of consumers approach using a public restroom with the mindset of “get in and get out!”

Speed counts.

(Source: PRO-20-4859)

Q3. Thinking about washing and drying your hands in a public restroom, which of the following provides a FASTER hand drying experience?

n=500 gen pop consumers

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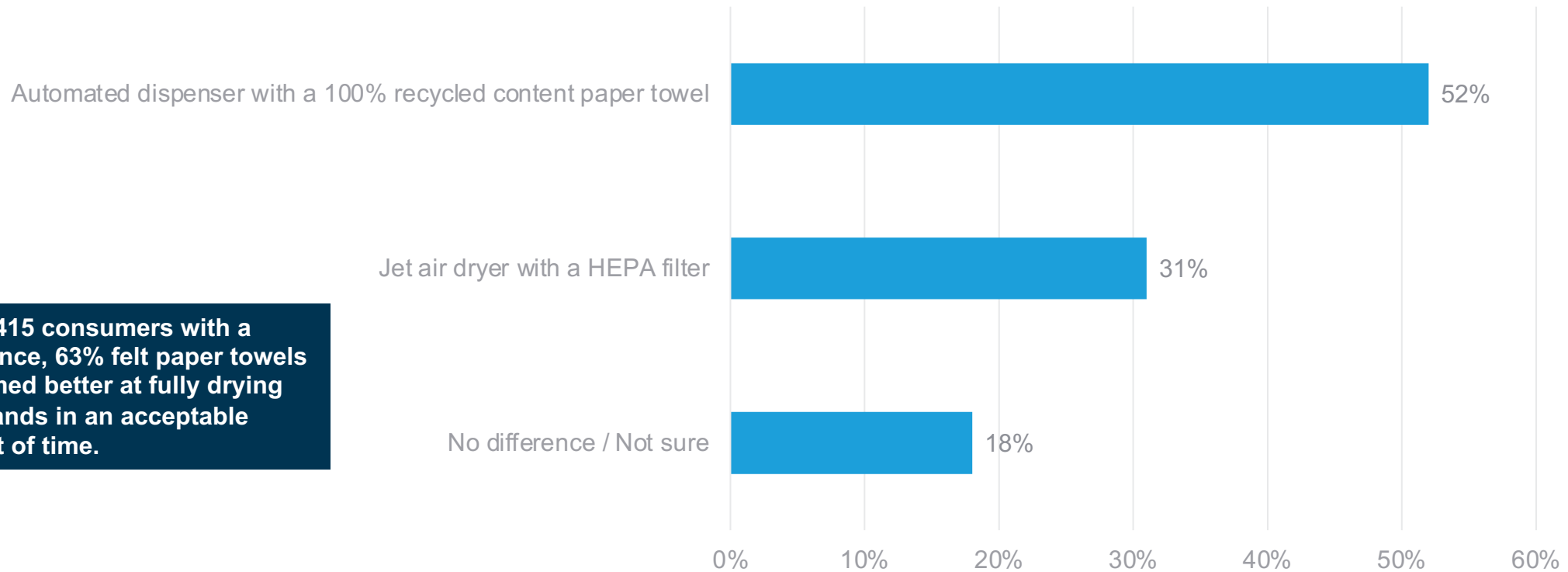


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TOWEL GETS THE JOB DONE

When the attributes of time and the goal of fully dried hands are combined, **more than half of consumers (52%) credit paper towels for doing a better job** of drying hands in an acceptable amount of time.

Which is better for fully drying hands in an acceptable amount of time?



Of the 415 consumers with a preference, 63% felt paper towels performed better at fully drying their hands in an acceptable amount of time.

Q4. Which of the following does a better job at fully drying your hands in an acceptable amount of time?

n=500 gen pop consumers

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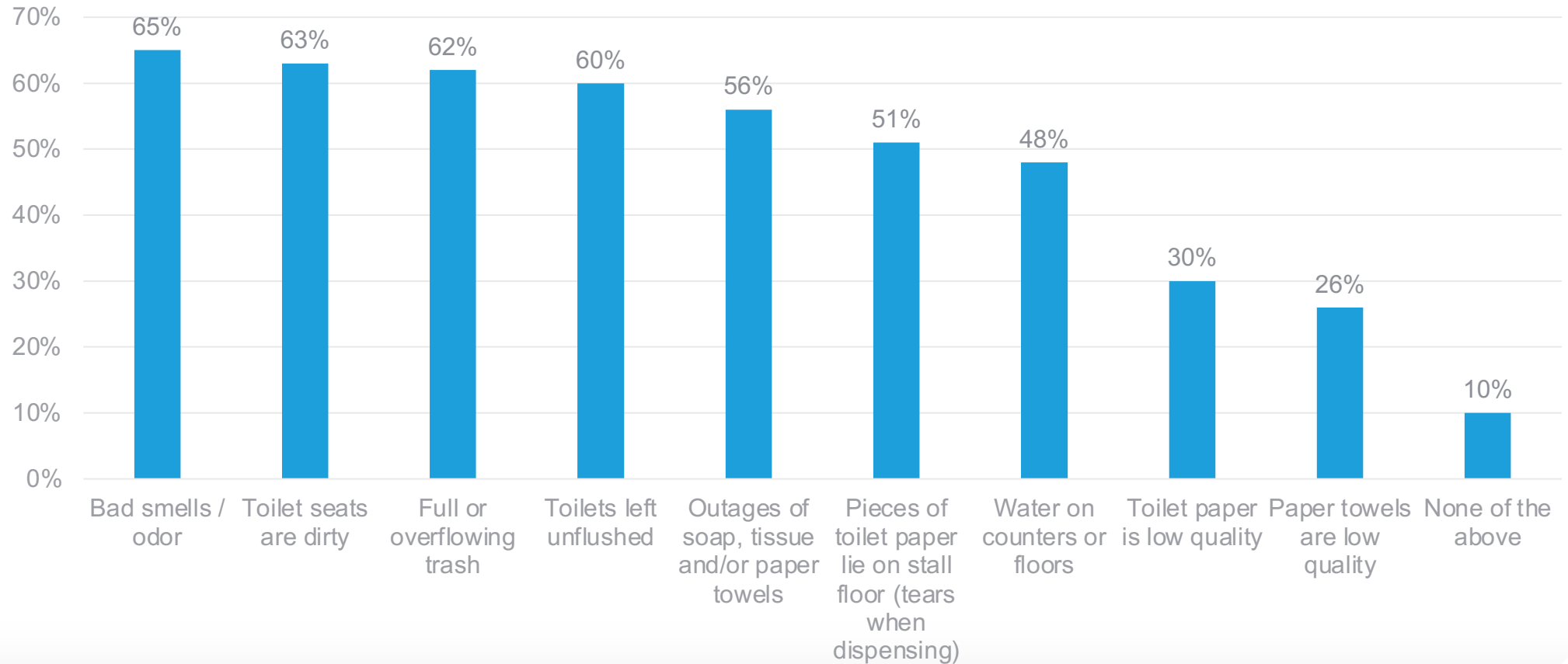


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PROMOTE CONFIDENCE, NOT CONCERN

Knowing that every public space is suspect regarding hygiene and cleanliness post-pandemic, **paying attention to all aspects of restroom maintenance is important in instilling confidence.**

Leads Consumers to Question Hygiene / Cleanliness



Q8. Which of the following, if any, lead you to wonder whether a public restroom is clean/hygienic? n=500 gen pop consumers



THANK YOU

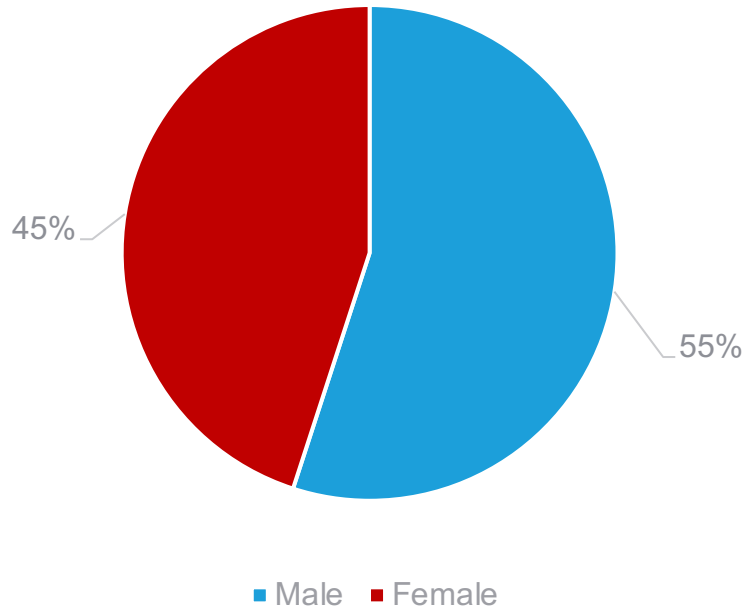


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APPENDIX DEMOGRAPHICS

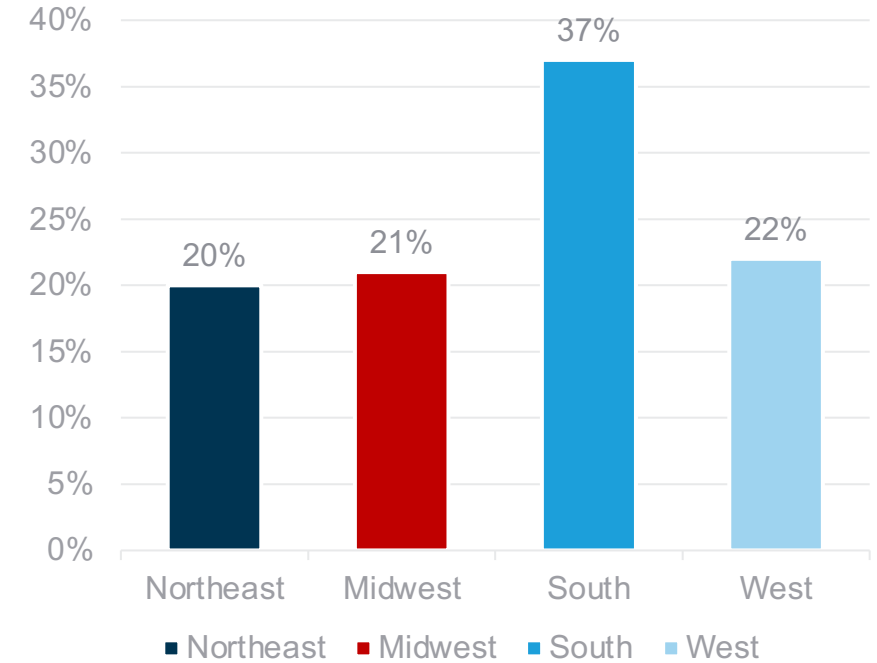
DEMOGRAPHICS

Gender



AGE	Percentage
18-24	14%
25-29	9%
30-34	9%
35-39	9%
40-44	9%
45-49	7%
50-54	7%
55 or older	36%

Region



n=500 gen pop consumers