



Georgia-Pacific

# AWAY-FROM-HOME HANDWASHING HABITS

## Consumer perceptions and practices around hand hygiene

July 2024

Insights & Knowledge

PRO-P-24-1120

# Background and Method

The Insights and Knowledge team often looks to consumer perceptions, general news and societal trends to uncover shifts and ties relevant to the work of GP PRO. Understanding the importance of good hand hygiene habits, the team explored consumer perceptions of effective handwashing and practices away from home and the importance of having needed supplies available.

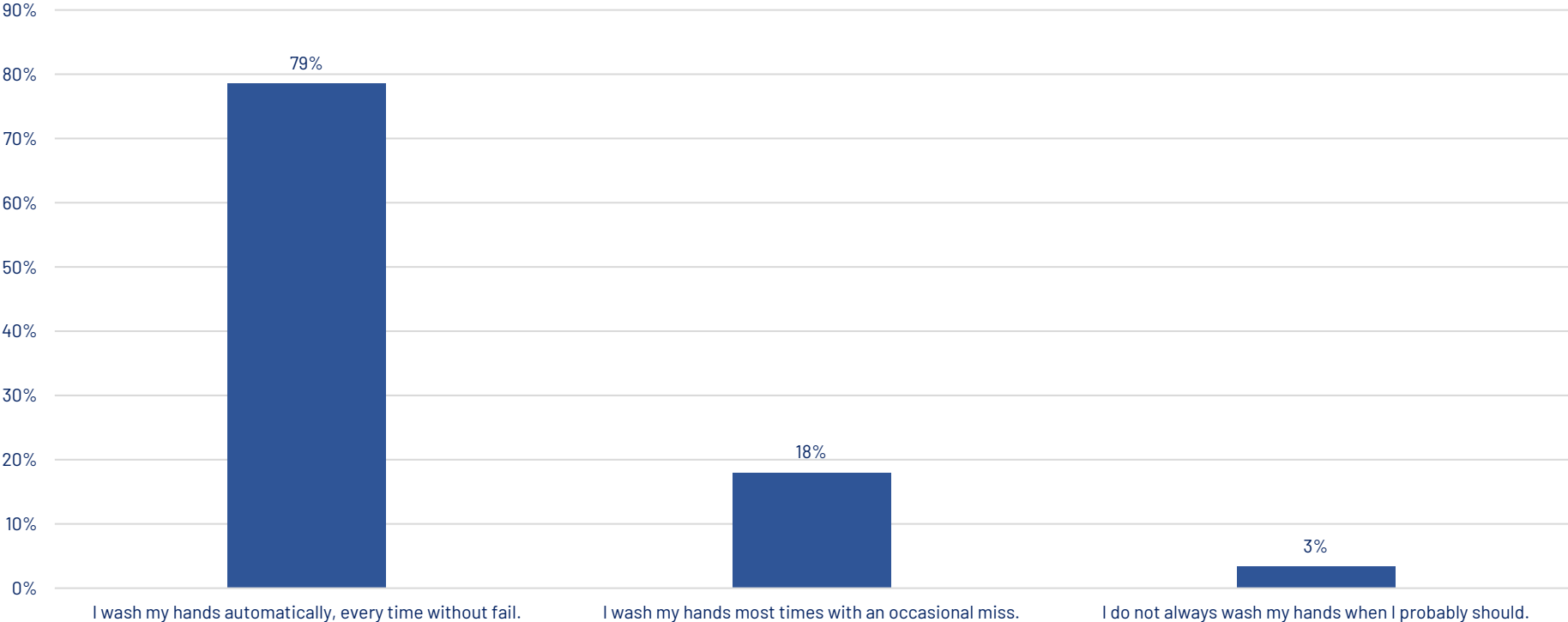
To that end, a gen pop consumer survey (age 18-65) was conducted July 2024 (n=1027). The online platform, SUZY, was used to field this online survey.

PRO-P-24-1120

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# Q1 Which of the following best describes your handwashing habits after using a public restroom?

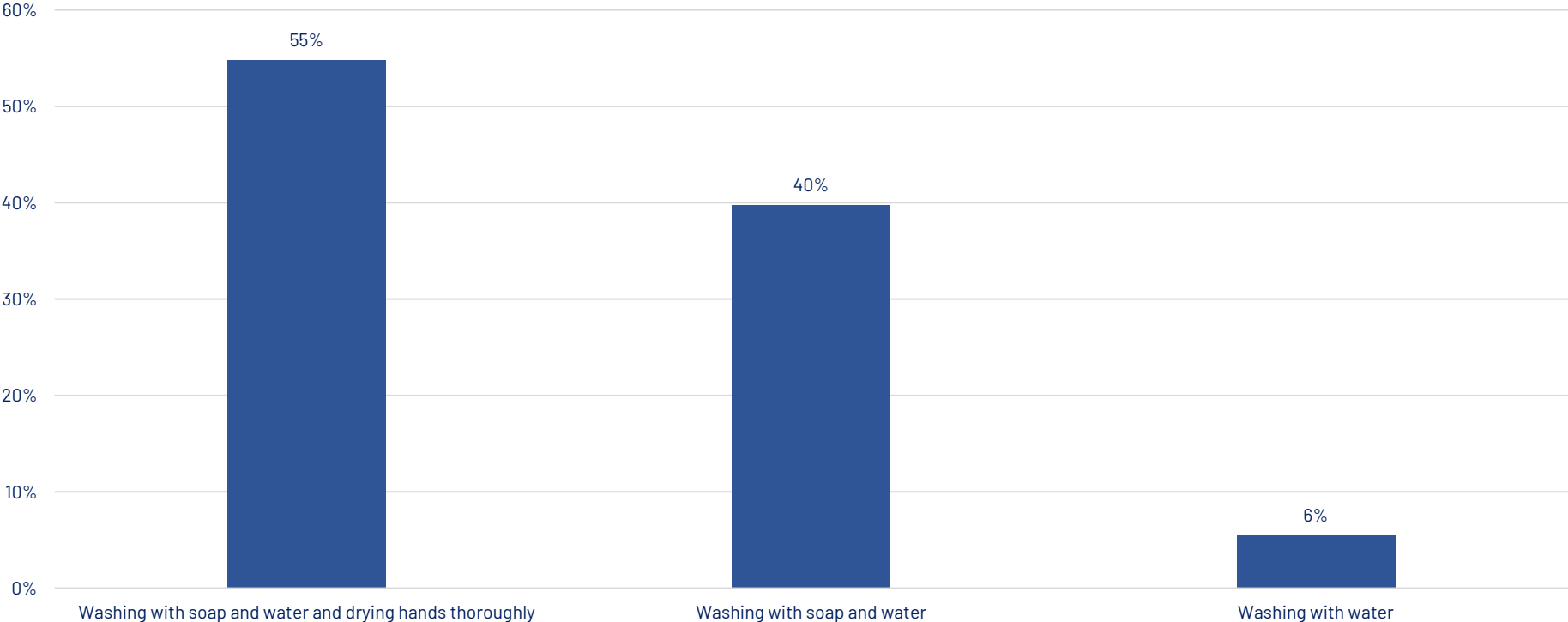


N = 1027 PRO-P-24-1120

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# Q2 For you, which of the following describes the most effective method for cleaning your hands?

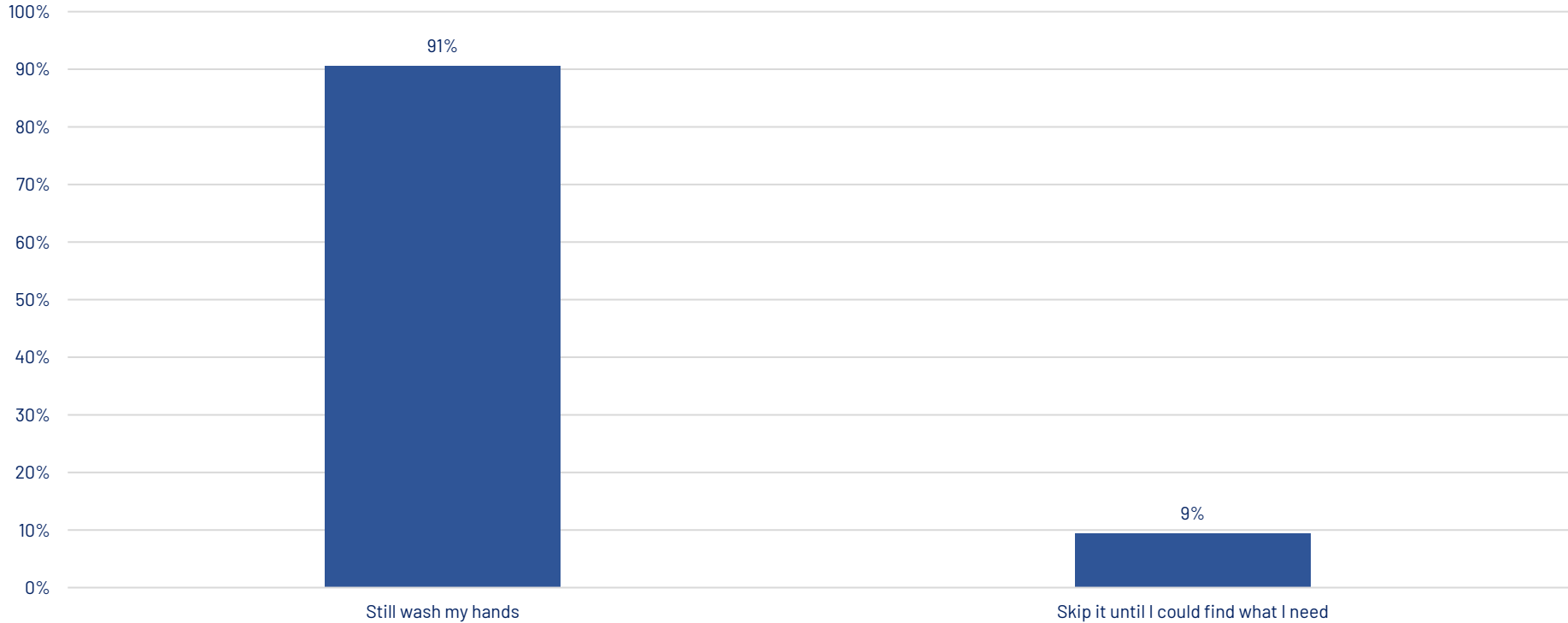


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### Q3 If, in a public restroom, you would normally wash your hands in a certain situation yet knew there was no paper towel or air dryer available, which are you more likely to do?

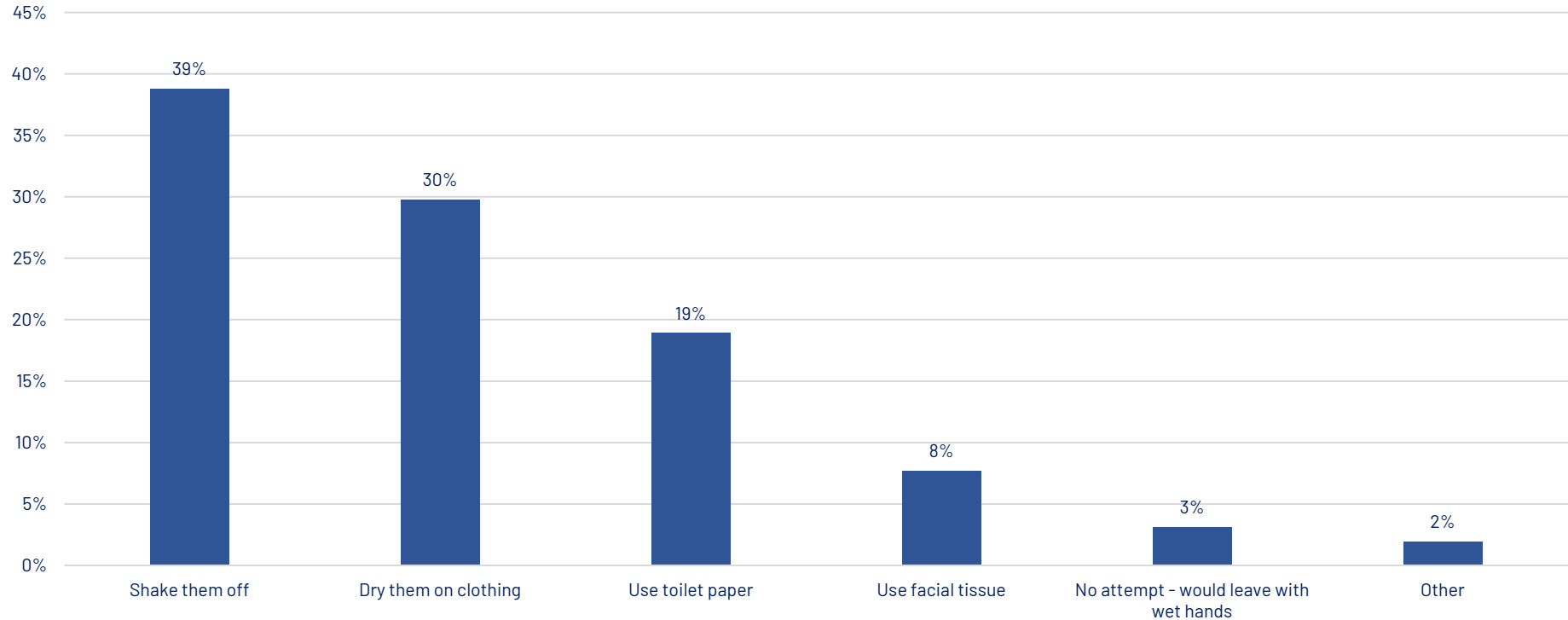


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## Q4 Now, if you happen to wash your hands in a public restroom and only then discover there is no paper towel or air dryer available, how, if at all, would you attempt to dry them?

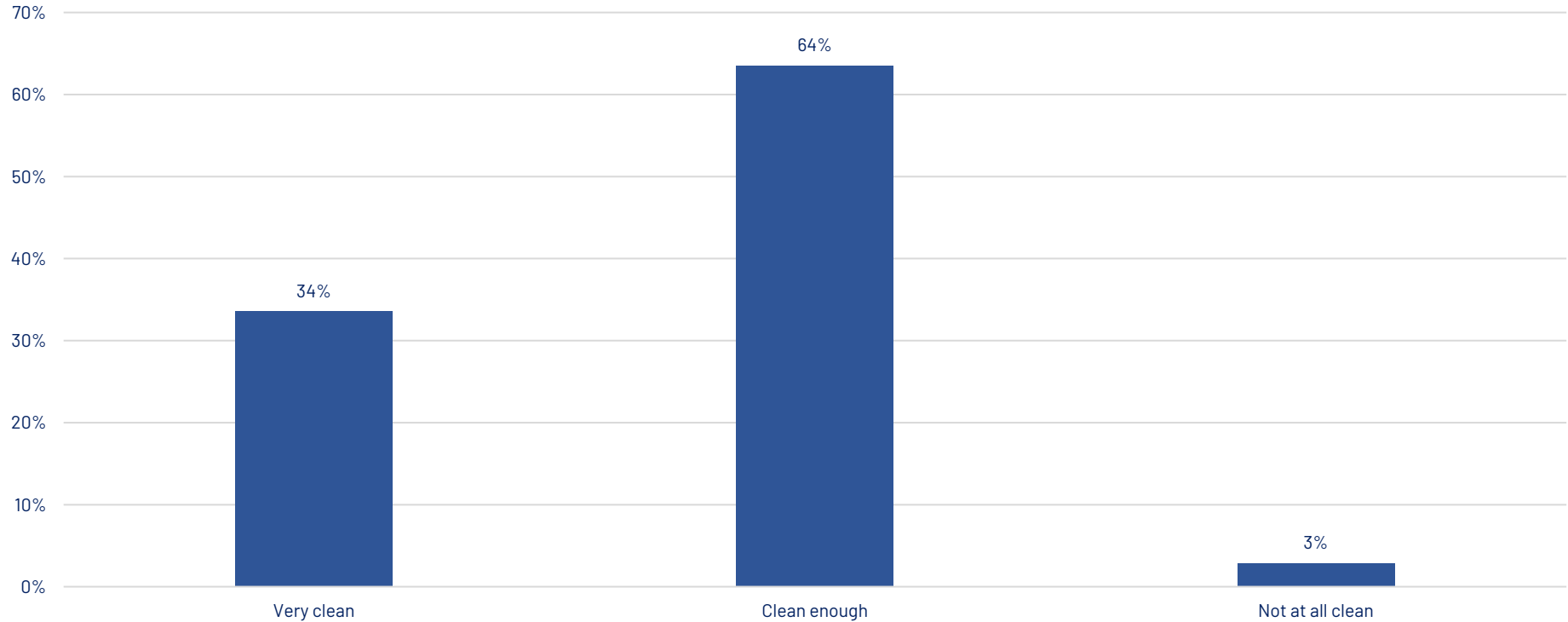


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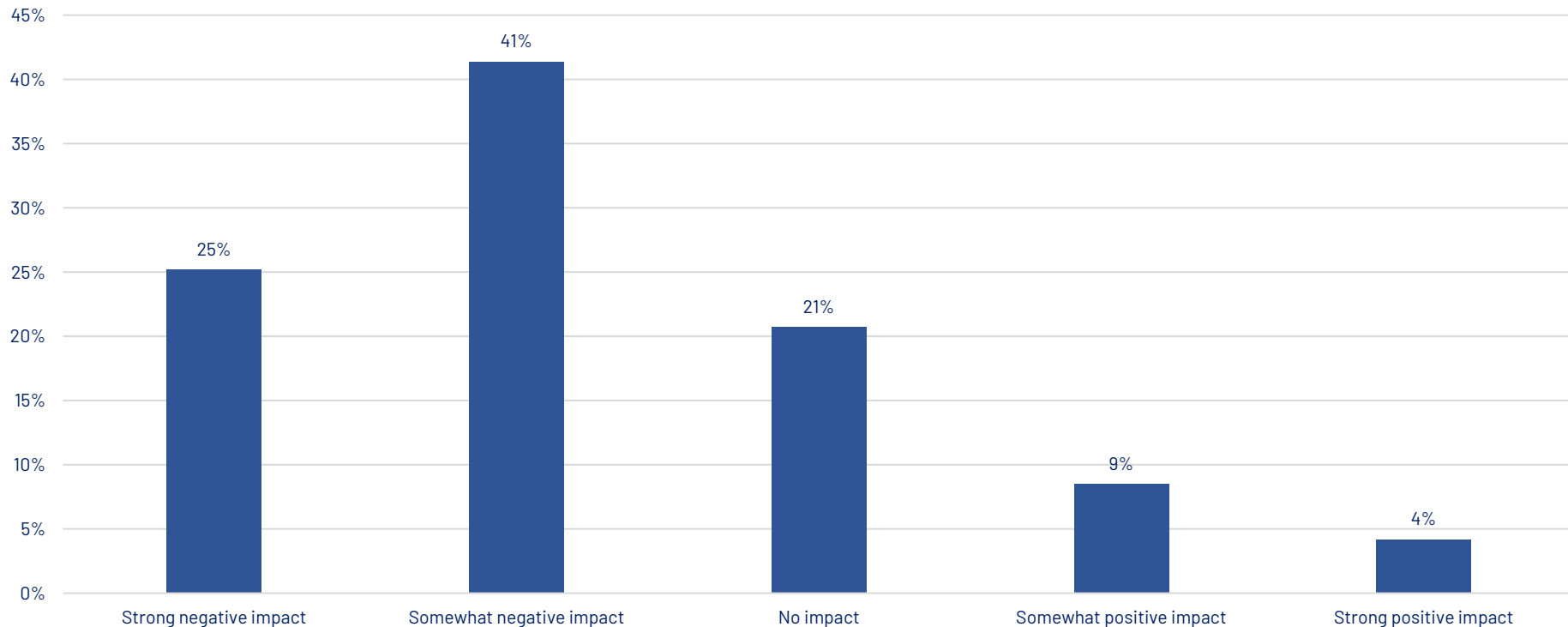


## Q5 If you are not able to thoroughly dry your hands using a paper towel or air dryer after washing, how clean do you consider your hands to be?



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## Q6 If, in a public restroom, you do NOT have what you need to thoroughly wash AND dry your hands, how, if at all, would that impact your perception of the facility or business?



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# Consumer Perceptions of Self Post-Covid

An excerpt from study PRO-23-1003

# Background and Method

The Insights and Knowledge team often looks to general news and societal trends to uncover trends and ties relevant to the work of GP PRO. This work led to identification of “people behaving badly” as a timely topic worthy of exploration.

To that end, a gen pop consumer survey (age 18-65) was conducted late September 2023 (n=1025). InnovateMR provided sample, programming and field services for the project. Key findings are presented here. Demographics and detailed data breakdowns are available upon request from the researcher.

An excerpt from that broader study is included here as additional context to the more recent exploration (July 2024) of handwashing perceptions and habits away from home.

PRO-23-1003 Consumer Perception of Society | Innovation Insights

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CONSUMER PERCEPTION OF SOCIETY  
People behaving badly, changes in perspectives and behaviors post-COVID

October 2023  
PRO-23-1003 | Innovation Insights

**How are you personally feeling, or finding yourself, in general, over the last 2-3 years compared to the 2-3 years before COVID hit the US?**

<b>More patient</b> 40%	Neutral / unchanged 40%	Less patient 19%
<b>More anxious</b> 42%	Neutral / unchanged 38%	More easy going 20%
More materialistic 12%	Neutral / unchanged 51%	<b>Less materialistic</b> 37%
<b>More ambitious</b> 32%	Neutral / unchanged 50%	More complacent 18%
<b>More health-conscious</b> 57%	Neutral / unchanged 34%	Less health-conscious 9%
<b>More hygiene-conscious</b> 59%	Neutral / unchanged 33%	Less hygiene-conscious 9%
More outgoing 23%	Neutral / unchanged 46%	<b>More closed-off</b> 31%
<b>More empathetic toward others</b> 45%	Neutral / unchanged 42%	Less empathetic toward others 13%

More than half of consumers report they are more health and hygiene-conscious in the years since COVID.

- Positive
- Negative
- Notable (Neither +/-)

n=1025 gen pop consumers

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**How are you personally feeling, or finding yourself, in general, over the last 2-3 years compared to the 2-3 years before COVID hit the US?**

More entitled 11%	Neutral / unchanged 55%	<b>Less entitled 33%</b>
<b>Caring more about others 48%</b>	Neutral / unchanged 41%	Caring less about others 11%
More materialistic 12%	Neutral / unchanged 51%	<b>Less materialistic 37%</b>
<b>More independent 47%</b>	Neutral / unchanged 41%	More reliant on others 9%
<b>More indignant 21%</b>	Neutral / unchanged 63%	More willing to conform 17%
More adventurous 28%	Neutral / unchanged 42%	<b>More cautious 30%</b>
More accepting of bad service 18%	Neutral / unchanged 50%	<b>Less accepting of bad service 32%</b>
More aggressive 17%	Neutral / unchanged 42%	<b>More passive 28%</b>
<b>More opinionated 35%</b>	Neutral / unchanged 50%	More indifferent 15%

- Positive
- Negative
- Notable (Neither +/-)

n=1025 gen pop consumers  
PRO-23-1003 Consumer Perception of Society | Innovation Insights

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# Appendix

PRO-P-24-1120 Demographics and Data by Age/Gender

# Q1 Crosstabs: Which of the following best describes your handwashing habits after using a public restroom?

Gender	I wash my hands automatically, every time without fail.	I wash my hands most times with an occasional miss.	I do not always wash my hands when I probably should.	Respondents
Female	80.0%	18.1%	1.9%	514
Male	77.2%	17.9%	4.9%	513

# Q1 Crosstabs: Which of the following best describes your handwashing habits after using a public restroom?

Age Level	I wash my hands automatically, every time without fail.	I wash my hands most times with an occasional miss.	I do not always wash my hands when I probably should.	Respondents
18-24	76.8%	18.7%	4.5%	155
25-34	73.7%	20.1%	6.2%	224
35-54	81.8%	16.1%	2.2%	417
55-65	78.8%	19.0%	2.2%	231

## Q2 Crosstabs: For you, which of the following describes the most effective method for cleaning your hands?

Gender	Washing with water	Washing with soap and water	Washing with soap and water and drying hands thoroughly	Respondents
Female	3.5%	34.1%	62.4%	508
Male	7.4%	45.4%	47.2%	511



## Q2 Crosstabs: For you, which of the following describes the most effective method for cleaning your hands?

Age Level	Washing with water	Washing with soap and water	Washing with soap and water and drying hands thoroughly	Respondents
18-24	6.5%	41.2%	52.3%	153
25-34	4.0%	47.8%	48.2%	224
35-54	6.8%	37.7%	55.5%	411
55-65	3.9%	34.6%	61.5%	231

**Q3 Crosstabs: If, in a public restroom, you would normally wash your hands in a certain situation yet knew there was no paper towel or air dryer available, which are you more likely to do?**

Gender	Still wash my hands	Skip it until I could find what I need	Respondents
Female	92.9%	7.1%	505
Male	88.3%	11.7%	503

**Q3 Crosstabs: If, in a public restroom, you would normally wash your hands in a certain situation yet knew there was no paper towel or air dryer available, which are you more likely to do?**

Age Level	Still wash my hands	Skip it until I could find what I need	Respondents
18-24	90.8%	9.2%	152
25-34	86.0%	14.0%	222
35-54	91.1%	8.9%	404
55-65	93.9%	6.1%	230

**Q4 Crosstabs: Now, if you happen to wash your hands in a public restroom and only then discover there is no paper towel or air dryer available, how, if at all, would you attempt to dry them?**

Gender	Shake them off	Dry them on clothing	Use toilet paper	Use facial tissue	No attempt - would leave with wet hands	Other	Respondents
Female	39.5%	32.1%	18.7%	5.4%	3.6%	0.8%	504
Male	38.0%	27.3%	19.1%	10.0%	2.6%	3.0%	502

**Q4 Crosstabs: Now, if you happen to wash your hands in a public restroom and only then discover there is no paper towel or air dryer available, how, if at all, would you attempt to dry them?**

Age Level	Shake them off	Dry them on clothing	Use toilet paper	Use facial tissue	No attempt - would leave with wet hands	Other	Respondents
18-24	43.0%	29.8%	17.2%	8.6%	0%	1.3%	151
25-34	36.9%	26.1%	20.7%	8.6%	1.8%	5.9%	222
35-54	37.5%	28.8%	19.1%	9.2%	5.0%	0.5%	403
55-65	40.0%	34.8%	17.8%	3.5%	3.0%	0.9%	230

**Q5 Crosstabs: If you are not able to thoroughly dry your hands using a paper towel or air dryer after washing, how clean do you consider your hands to be?**

Gender	Very clean	Clean enough	Not at all clean	Respondents
Female	32.3%	65.7%	2.0%	502
Male	34.9%	61.4%	3.8%	502

**Q5 Crosstabs: If you are not able to thoroughly dry your hands using a paper towel or air dryer after washing, how clean do you consider your hands to be?**

Age Level	Very clean	Clean enough	Not at all clean	Respondents
18-24	38.0%	58.7%	3.3%	150
25-34	27.9%	69.4%	2.7%	222
35-54	39.3%	59.0%	1.7%	402
55-65	26.1%	69.1%	4.8%	230

**Q6 Crosstabs: If, in a public restroom, you do NOT have what you need to thoroughly wash AND dry your hands, how, if at all, would that impact your perception of the facility or business?**

Gender	Strong negative impact	Somewhat negative impact	No impact	Somewhat positive impact	Strong positive impact	Respondents
Female	30.4%	43.2%	17.4%	6.2%	2.8%	500
Male	20.0%	39.6%	24.0%	10.8%	5.6%	500



**Q6 Crosstabs: If, in a public restroom, you do NOT have what you need to thoroughly wash AND dry your hands, how, if at all, would that impact your perception of the facility or business?**

Age Level	Strong negative impact	Somewhat negative impact	No impact	Somewhat positive impact	Strong positive impact	Respondents
18-24	17.3%	38.0%	27.3%	12.0%	5.3%	150
25-34	17.7%	42.7%	23.6%	10.9%	5.0%	220
35-54	26.8%	39.2%	19.5%	9.0%	5.5%	400
55-65	34.8%	46.1%	15.7%	3.0%	0.4%	230

THANK YOU



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