

American Hygiene and Public Spaces Cleaning Behaviors Omnibus Study

I. Background and Objectives

This omnibus survey was conducted on behalf of the Water Quality & Health Council regarding the personal hygiene and public surface cleaning behaviors of Americans as they relate to the flu season.

II. Methodology

An online omnibus survey was conducted among a census representative sample of 1,037 Americans 18+ using the field services of Opinion Research Corporation. Interviewing for this survey was completed on September 28-29, 2009, and has a margin of error $\pm 3.1\%$ at the 95% confidence level. This means that if we were to replicate the study, we would expect to get the same results (within 3.1 percentage points) 95 times out of 100.

III. Media Highlights

- **Nearly all Americans (96%) have seen others engaging in unhygienic behaviors that could influence the health of others, with three-quarters (77%) admitting to same behaviors themselves.**
 - Frequently cited unhygienic behaviors Americans have seen others doing include: rubbing and cleaning their eyes with their hands (85%), coughing without covering their mouth within close proximity to others (85%) and sneezing without covering their mouth within close proximity to others (82%).
 - One in four Americans (24%) admits to personally wiping their nose on their sleeve and another one in ten wiping their nose with their hand and then shaking someone's hand (8%).
- **Most Americans do not think frequently used surfaces in public spaces are disinfected regularly.** Only 39% of Americans believe restaurant surfaces are disinfected regularly and 28% believe gym and school surfaces are disinfected regularly. One in ten Americans believe mall and public transportation surfaces are disinfected regularly (14%, 13%).
- **While this is the case, few Americans frequently clean the public areas they use.** Only one in ten Americans disinfect the public areas they use all the time, including favorite restaurant (15%), school (9%), mall (8%), bars and clubs (8%) and public transportation (8%). Nearly half of all Americans (46%) are never cleaning the surfaces they are using at the mall and another 43% say that they never disinfect frequently used surfaces at their favorite restaurants. 42% of Americans are practicing avoidance, by minimizing contact with public spaces in place of disinfecting surfaces.

IV. Summary

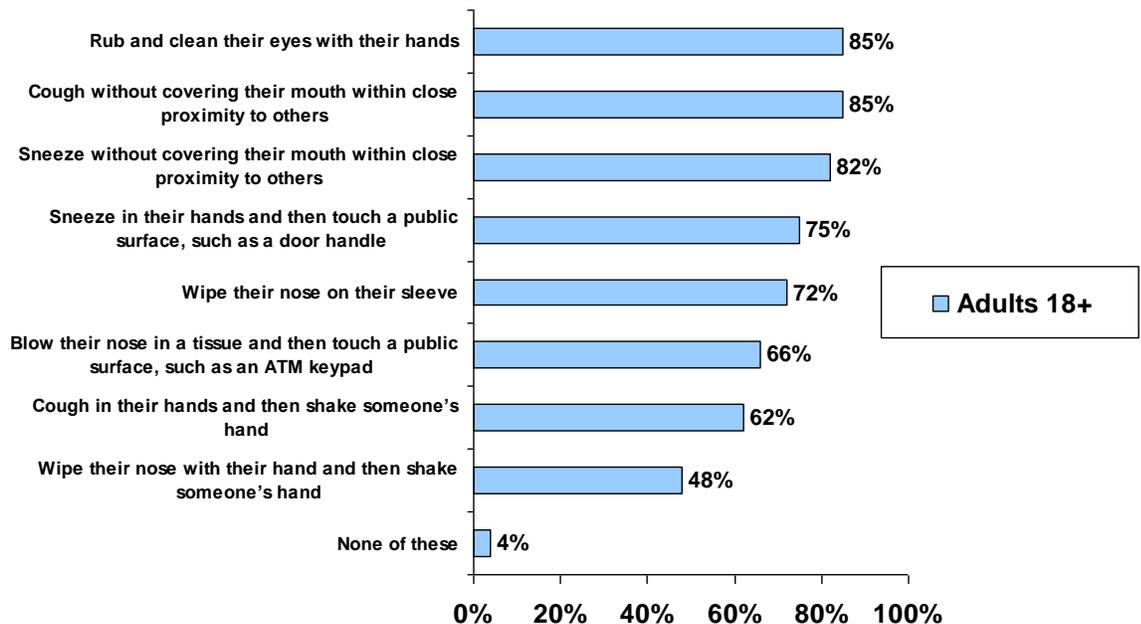
What People Do in Public

Nearly all Americans (96%) have seen other people engage in unhygienic behaviors that could impact the health of others

About nine in ten Americans have seen other people rub and clean their eyes with their hands (85%) or cough without covering their mouth within close proximity to others (85%).

- Eight in ten Americans have seen other people sneeze without covering their mouth while being in close proximity to others (82%) or sneeze in their hands and then touch a public surface, such as a door handle (75%).
- Seven in ten Americans have seen other people wipe their nose on their sleeve (72%) or blow their nose in a tissue and then touch a public surface (66%).
- Many Americans have seen people coughing in their hands and then shaking someone's hand (62%) or wiping their nose with their hand and then shaking someone's hand (48%).
 - Overall, women are more likely than men to report seeing people engaging in unhygienic activities: rub and clean their eyes (88% vs. 81%), cough without covering their mouth (89% vs. 81%), sneeze without covering their mouth (85% vs. 79%), sneeze in their hands (80% vs. 70%) and blow their nose in a tissue and then touch a public surface (71% vs. 61%).

What People Do in Public



Which, if any, of the following have you EVER SEEN PEOPLE DO in public?

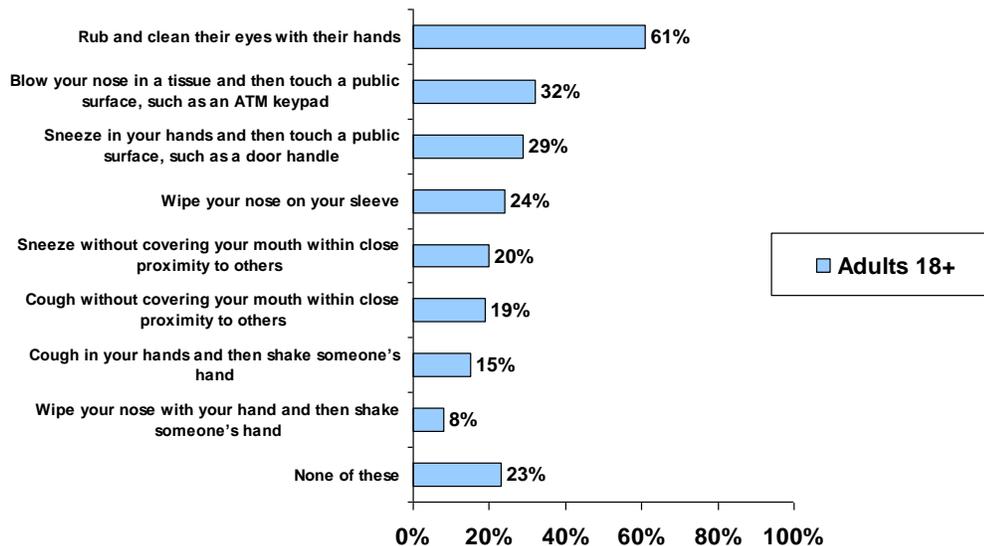
What I Do in Public

Three-quarters of Americans (77%) have personally engaged in unhygienic activities that could impact the health of others

Six in ten Americans say that they rub and clean their eyes with their hands (61%), while a third of Americans blow their nose in a tissue and then touch a public surface, such as an ATM keypad (32%).

- About one in four Americans sneeze in their hands and then touch a public surface, such as a door handle (29%) or wipe their nose with their sleeve (24%).
- Americans also admit to sneezing without covering their mouth within close proximity to others (20%), coughing without covering their mouth within close proximity to others (19%), or coughing in their hands and then shaking someone's hand (15%).
 - Men are more likely than women to admit to engaging in unhygienic activities, including: wiping their nose on their sleeve (32% vs. 18%), sneezing without covering their mouth (25% vs. 15%), coughing without covering their mouth (24% vs. 14%), coughing in their hands (19% vs. 12%) and wiping their nose with their hand (12% vs. 5%).
 - This is not to say women are completely above men when it comes to hygiene, with women being more likely than men to blow their nose into a tissue and then touch a public surface (35% vs. 28%).
 - Generation Y is more likely than their older generational counterparts to take part in unhygienic behaviors, including: wiping their nose on their sleeve (Gen Y 40%, Gen X 24%, Baby Boomers 20%, Silent Gen and older 14%), coughing without covering their mouth within close proximity to others (Gen Y 28%, Gen X 19%, Baby Boomers 16%, Silent Gen and older 13%), and wiping their nose with their hand and then shaking someone's hand (Gen Y 17%, Gen X 10%, Baby Boomers 3%, Silent Gen and older 3%).
 - Kids may be influencing the habits of parents as well, with people in households with children under 18 more likely to report wiping their nose on their sleeve than non-child households (28% vs. 22%).

What I Do in Public



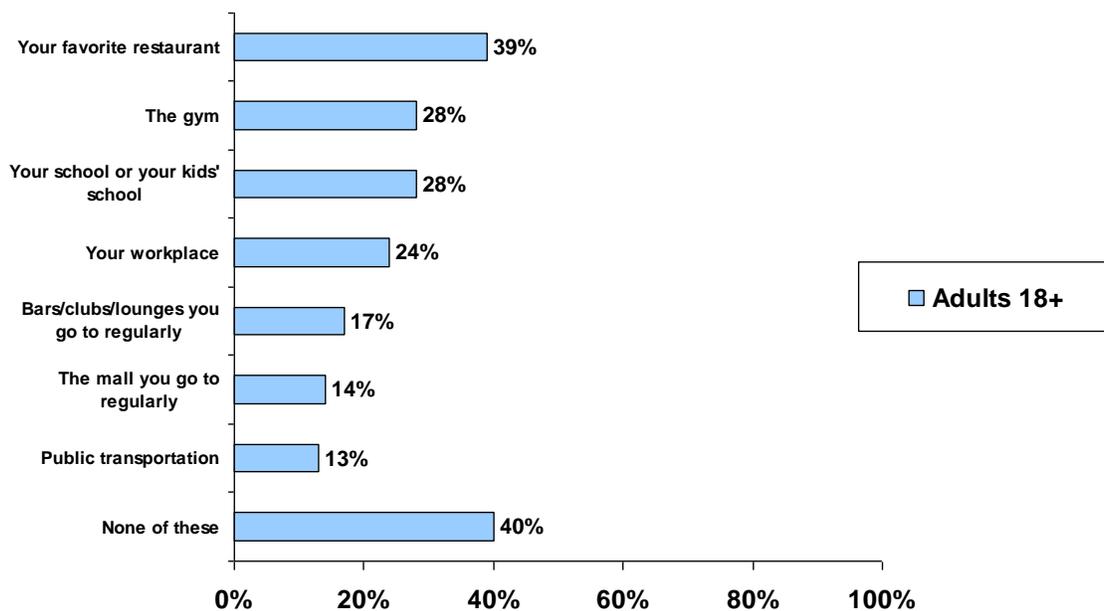
Which, if any, of the following have you EVER PERSONALLY DONE in public?

Trust in Public Places' Sanitation

Many Americans don't trust public places to be disinfected regularly

- Only four in ten Americans (39%) trust that their favorite restaurant is disinfected regularly.
- Fewer than three in ten Americans believe their gym or school surfaces are regularly disinfected (28%, 28%).
- Fewer Americans believe that frequently used surfaces are disinfected at their workplace (24%) or at bars, clubs and lounges (17%).
- Only one in ten Americans believe frequently used surfaces at malls (14%) or public transportation (13%) are cleaned regularly.
 - Men are more likely than women to believe that bars, clubs and lounges (21% vs. 13%) and public transportation (16% vs. 10%) surfaces are disinfected regularly.
 - Gen Y, who is more likely to engage in unhygienic behaviors, is also more likely than their older generational counterparts to believe that frequently used public surfaces are disinfected regularly (Gen Y 78%, Gen X 63%, Baby Boomers 54%, Silent Gen or older 41%).
 - Americans in households with children under 18 are more likely than their child-free household counterparts to believe that frequently used surfaces in schools and the workplace are disinfected regularly (school 41% vs. 20%, workplace 29% vs. 21%).

Disinfected Frequently Used Surfaces



Which, if any, of the following frequently used surfaces do you believe are disinfected regularly?

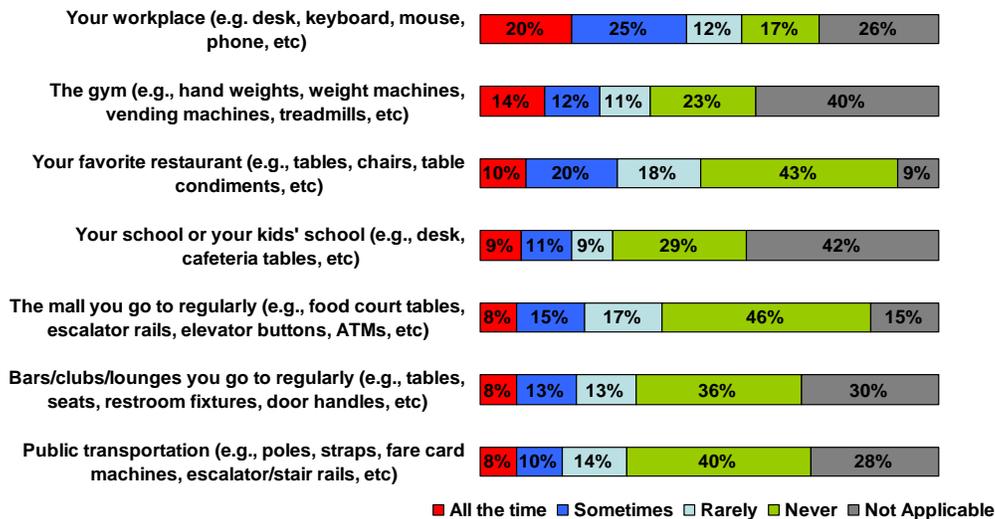
Frequency of disinfecting often used public spaces

Few Americans regularly disinfect public areas before they personally use them

Only one in ten Americans disinfect the public areas they use all the time, including favorite restaurant (15%), school (9%), mall (8%), bars and clubs (8%) and public transportation (8%).

- Nearly half of all Americans (46%) are never cleaning the surfaces they are using at the mall.
 - Although Americans in households with children under 18 are more likely than their child-free household counterparts to report disinfecting mall surfaces they use all or some of the time (31% vs. 18%).
- Only one in five Americans disinfect their workplace all the time (20%), while about 14% do the same with their gym surfaces.
- One in three Americans (30%) disinfect tables, chairs and such all or some of the time at their favorite restaurant, while in contrast, about 43% say that they never disinfect frequently used surfaces at their favorite restaurants.
- For many Americans public transportation is not a concern, with four in ten Americans admitting that they never disinfect poles, straps, escalator/stair rails, etc. (40%).
- Interestingly, Gen Y is more likely to report disinfecting public surfaces they use compared to their older generational counterparts, including surfaces in restaurants, the gym, the mall and public transportation.

Frequency of Disinfecting Public Surfaces



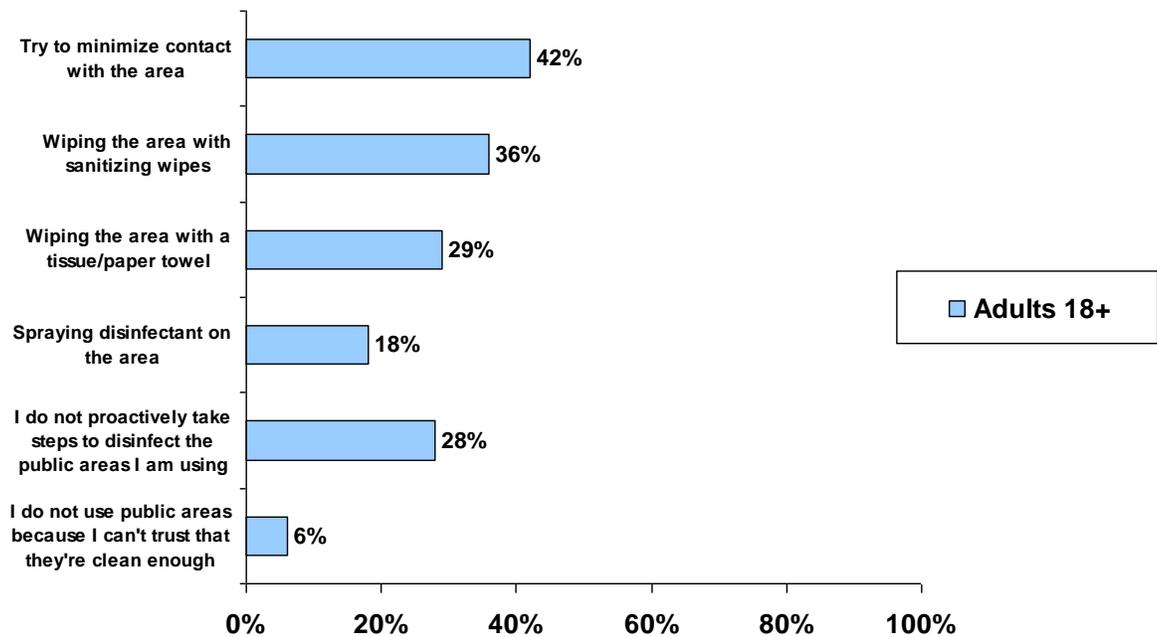
How often do you disinfect frequently used surfaces at the following locations before you personally use them?

Approaches to Disinfecting Public Areas

Some Americans taking active steps to disinfect the public areas they use, others practicing avoidance

- Only one in three Americans wipe the public areas they use with sanitizing wipes (36%), while one in four Americans use a tissue or a paper towel (29%).
 - People in households with children under 18 are more likely than their child-free counterparts to use sanitizing wipes to disinfect public areas they are using (46% vs. 30%).
- One in five Americans (18%) actually spray to disinfect the public areas they are using.
- However, four in ten Americans (42%) try to minimize contact with public areas, and one in four Americans (28%) do not proactively take any steps to disinfect the public areas they are using.
- One in ten Americans (6%) do not use public areas because they can't trust that they're clean enough.

Steps Taken to Disinfect Public Areas



Which, if any, of the following steps are you proactively taking to disinfect the public areas you are using?