Bradley Corp. Survey Finds Americans are More Concerned About Germs in Retail Stores than in Health Care Facilities

Coronavirus Accelerates Consumer Demand for Touchless Restroom Fixtures

Menomonee Falls, WI (April 28, 2020) – As Americans prepare to return to public life in the age of Covid-19, new research shows that retail stores give Americans the most trepidation about coming into contact with germs – even more than hospitals/health care facilities, restaurants and workplaces.

According to the Healthy Hand Washing Survey fielded April 6-7, 70% are extremely or very concerned about contracting coronavirus, particularly Millennials and Baby Boomers.

The aversion to germs that cause sickness may be why the vast majority are looking for touchless hand washing fixtures in washrooms. In fact, 91% of Americans believe it’s extremely or somewhat important that public restrooms are equipped with touchless fixtures.

60% say that their preference for touchless hand washing fixtures has risen a great deal since the pandemic and another 30% say their preference has increased somewhat, in their elevated efforts to avoid coming into contact with high-touch washroom surfaces.
The findings are from Bradley Corporation’s latest Healthy Hand Washing Survey, which examines the impacts of the coronavirus on consumers’ hand hygiene behaviors and preferences, particularly in public restrooms.

Another insight is the fact that Americans have reordered their priorities as to how facilities should improve their restrooms.

“Making everything touchless is now the most-requested improvement,” says Jon Dommsisse, director of strategy and corporate development for Bradley Corp. “Just months ago in December 2019, the most desired upgrade was keeping restrooms cleaner and better stocked. In both cases, it’s clear that Americans have grown more adverse to germ hot-spots in restrooms.”

**Germ concerns give new urgency to hand washing**

In the wake of coronavirus, the Healthy Hand Washing Survey shows how Americans have altered their hand washing habits:

- 90% say they are washing their hands more frequently or more thoroughly or longer
- 78% are washing their hands six or more times a day – only 37% washed up that often prior to the outbreak. Out of all age groups, Gen Xers are the most likely to wash their hands that frequently
- 77% are washing their hands for at least 20 seconds

“Undoubtedly, the Covid-19 outbreak has had a dramatic effect on Americans’ hand washing behavior – and it appears those shifts will stick around for a while,” says Dommsisse. “In fact, 88% believe they are extremely or somewhat likely to maintain their increased hand washing regimen once the virus has passed.”

The survey also found that most Americans (72%) are working from home during the outbreak, particularly in northeast U.S. Just 24% say they are working outside the home.

Bradley Corp. is a leading manufacturer of commercial plumbing fixtures, washroom accessories, restroom partitions, emergency fixtures and solid plastic lockers.

For more information, visit [www.bradleycorp.com/handwashing](http://www.bradleycorp.com/handwashing).

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For almost 100 years, Bradley has created the most complete and advanced commercial washrooms and comprehensive solutions that make industrial environments safe. Bradley is the industry's leading source for multi-function hand washing and drying fixtures, accessories, partitions, solid plastic lockers, as well as emergency safety fixtures and electric tankless heaters for industrial applications. Headquartered in Menomonee Falls, Wis., USA, Bradley serves commercial, institutional and industrial building markets worldwide. For more information visit [https://www.bradleycorp.com](https://www.bradleycorp.com).
How Important are Touchless Restroom Fixtures to Americans?

- **65%** Extremely Important
- **26%** Somewhat Important
- **7%** Neutral
- **2%** Not Important

2020 BRADLEY CORPORATION HEALTHY HAND WASHING SURVEY
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CAN’T TOUCH THAT!
Due to COVID-19, Americans have changed their preference for touchless restroom fixtures.

60% changed a great deal
28% changed a little
12% not changed at all

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The Coronavirus Hand Washing Effect

78% of Americans are now washing their hands 6+ TIMES A DAY

20% of those Americans are washing their hands 16+ TIMES A DAY!

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