

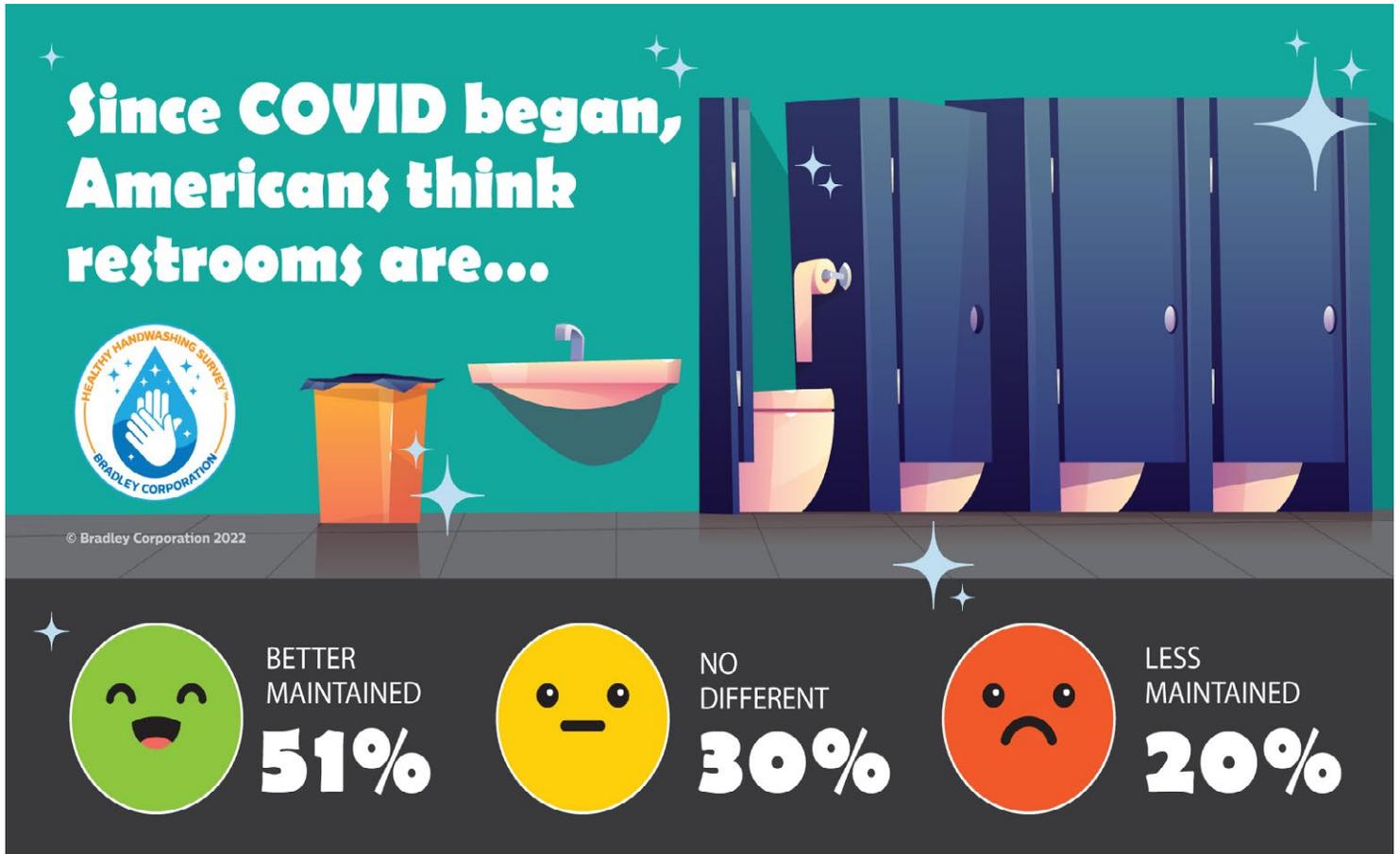


A photograph of a public restroom sink. The sink is a long, rectangular, light-colored speckled countertop with two modern, dark-colored faucets. Above the sink is a large mirror reflecting the sink and the surrounding area. The wall behind the sink is covered in white square tiles. The overall scene is clean and modern.

Covid-Era Perceptions

OF PUBLIC RESTROOMS

Upon entering the third year of the pandemic, Americans are not only more sensitive to germs in public restrooms, but we also now hold higher standards for cleanliness, condition, and technology in these shared spaces, according to the Bradley Corporation's annual Healthy Handwashing Survey conducted in January.



Currently, 84% of Americans believe it's important for public restrooms to be equipped with touchless fixtures, and 63% say they are more likely to return to a business that offers no-touch capabilities in its restrooms.

Despite ongoing Covid outbreaks, most Americans have not been deterred from using public bathrooms. In fact, 41% of Americans report using public restrooms as often as they did before Covid came on the scene. Interestingly, 27% say they use public facilities more now than previously. “Thanks to the pandemic, more people are paying closer attention to various elements in public restrooms—how clean they are, how easy they are to navigate without touching surfaces, and how they can be improved,” says Jon Domisse, Vice President of Marketing and Corporate Communication for Bradley Corporation, a global manufacturer of commercial restroom equipment.

The survey, which has examined the state of U.S. public restrooms and handwashing habits for thirteen years, identified key Covid impacts on how Americans view public restrooms, as well as the businesses and establishments that provide these amenities.

Restroom Maintenance Gets Higher Marks

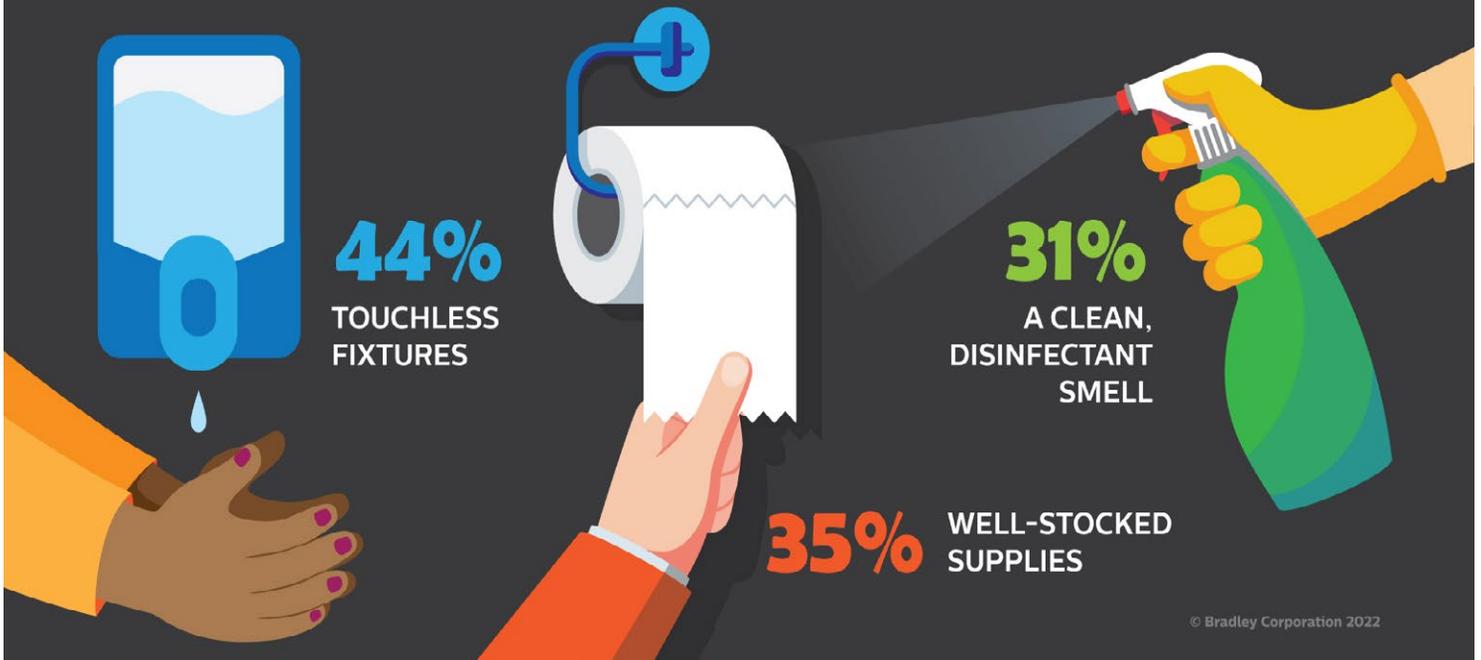
A positive side effect of the virus is that half of the population believes public restrooms

are now cleaner and in better condition than before Covid. More men (55%) give a thumbs up to the cleanliness of restrooms compared with women (47%). “Prior to Covid, upwards of 70% of Americans reported having an unpleasant restroom experience,” Domisse explains. “Evidently, increased cleaning protocols and stocking of supplies is being observed and appreciated by restroom users.” Further, 79% think a posted and updated cleaning schedule in a restroom is important. “Signage goes a long way in helping to reassure visitors the facility is taking steps to ensure a clean environment and cares about keeping them safe,” he says.

Unclean Restrooms Tarnish the Overall Perception of the Business

Americans increasingly think poorly of a business when they encounter a messy restroom. In 2022, 51% of Americans say an unpleasant public restroom at a business shows poor management, up from 39% in 2021. Respondents also report that encountering neglected restrooms lowers their opinion of the establishment (43%) and shows the business doesn't care about its customers (38%).

What Makes Americans Feel Safer from Germs In Restrooms?



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Consumers Say a Poorly Maintained Restroom...



Shows poor management

51%



Causes them to lower their opinion of the business/establishment

43%



Demonstrates that the business doesn't care about its customers

38%

Americans Place High Value on Touchless Restrooms

Currently, 84% of Americans believe it's important for public restrooms to be equipped with touchless fixtures, and 63% say they are more likely to return to a business that offers no-touch capabilities in its restrooms. "In fact, Americans view touch-free technology as the number one feature that makes them feel safer from germs in restrooms," Dommissse says. "Touchless features are also Americans' most requested improvement in restrooms.

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More cleaning/restocking takes second place." Which touchless restroom features are considered most important? Respondents cite faucets, soap dispensers, flushers and restroom entrance doors as their top four.

Consumers Spend More Money at Businesses with Pleasant Restrooms

Americans are willing to put their money behind restroom cleanliness. Almost 60% say they are likely to spend more cash at a business with clean, well-maintained restrooms.

Another 58% say when out running errands, they'll take restroom breaks at a business they know has "good" restrooms.

In General, Coronavirus Concerns Persist

The majority of Americans continue to be in an elevated state of germ consciousness triggered by the coronavirus. While 89% of the general population felt more aware of germs in April 2020, that number has fallen to 78%. Northeasterners currently have the

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Top Public Restroom Requests

#1



Make everything touchless

#2



Make them cleaner and better stocked

highest level of germ concerns (86%) while Midwesterners have the lowest level (72%). “Certain types of facilities cause more trepidation about coming into contact with germs,” Domisse adds. “Specifically, Americans are most concerned about germs in stores (50%), medical facilities (39%), restaurants (34%), and gas stations (28%).”

The annual Healthy Handwashing Survey queried 1,035 American adults January 10-21, 2022, about their handwashing habits, concerns about the coronavirus and flu, and their use of public restrooms. Participants were from around the country and were fairly evenly split between men (46%) and women (54%).

ABOUT THE AUTHOR: For one hundred years, Bradley (www.bradleycorp.com) has created the most advanced, coordinated commercial washrooms and comprehensive emergency safety solutions that make public environments hygienic and safe. Headquartered in Menomonee Falls, Wisconsin, Bradley serves commercial, institutional, and industrial building markets worldwide. For more information, visit www.bradleycorp.com/handwashing.

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Americans Want Touchless Restroom Fixtures



84%

believe it is important that public restrooms have touchless fixtures



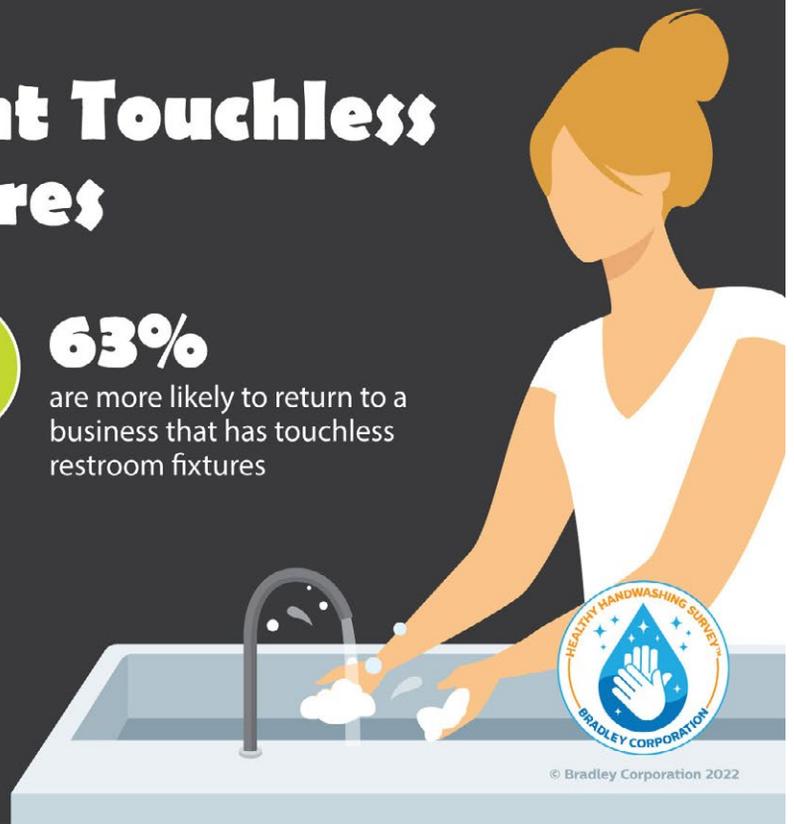
63%

are more likely to return to a business that has touchless restroom fixtures



45%

have a negative impression of a business that doesn't have touchless restroom fixtures



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