

WHAT IS CONSIDERED A DIRTY PUBLIC RESTROOM IN THE UNITED STATES? A STUDY OF KEY STAKEHOLDERS

CONDUCTED BY:



| ABSTRACT

MetrixLab **wanted to understand what is considered a dirty public restroom** with the goal of positively supporting the use of electric dryers in such facilities. Through this research, MetrixLab aimed to explore what qualifies as a dirty bathroom from the perspective of consumers who use public restrooms and facility managers/owners who are responsible for maintaining public restrooms.

| SAMPLE

Between May 18 and June 5, 2023, researchers conducted this survey in the United States. Sample respondents include consumers age 18+ who used a public restroom in the past six months, and facility managers/restaurant owners who purchased one or more hand dryers or paper towel dispensers in the past two years.

500 total respondents

Consumer Sample (unweighted)*	
18–39	n175/35%
40–54	n140/28%
55+	n185/37%
Total	N=500

**For the analysis, data was weighted by age group, so each group represents approximately a third of the sample.*

100 total respondents

Business Sample	
Commercial facility managers (FMs)	N=62
Restaurant owners/operators (ROs)	N=38
Total	N=100

| PARAMETERS OF THE STUDY

8 situations that make a restroom dirty

The respondents weighed the following factors:

1. Paper towels/toilet paper on the floor
2. Overflowing trash/garbage cans
3. Tacky/sticky floor
4. Water on the floor
5. Soap or water on the sink/counters
6. Non-functioning toilet flusher/“out of service”
7. Non-functioning paper towel dispenser
8. Non-functioning hand dryer

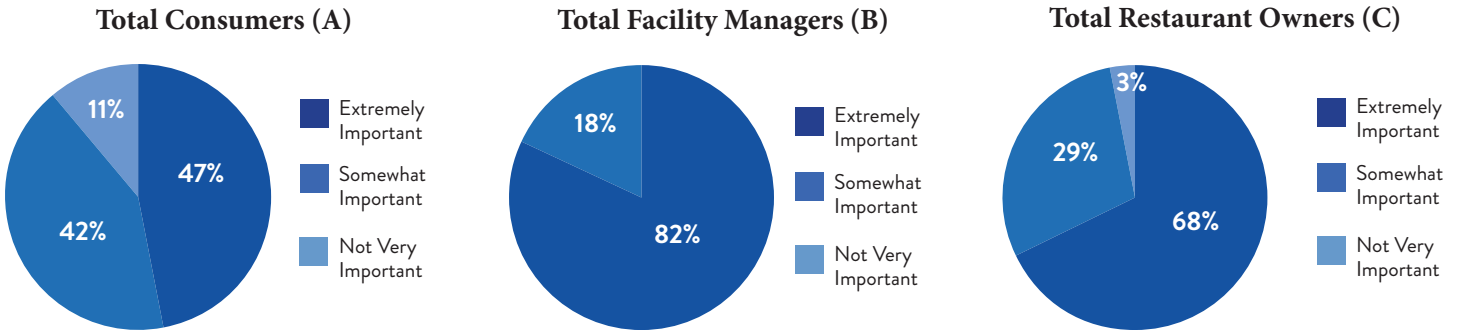
| OVERVIEW OF THE FINDINGS

- Consumers, facility managers (FMs) and restaurant owners (ROs) express similar views regarding **paper products (towels/toilet paper) serving as primary contributors to perceptions of a dirty bathroom**. Consumers appear to have somewhat more tolerance than FMs and ROs about most other situations that make for a dirty bathroom. For FMs and ROs, the issue of **water on the floor** rises to the top, but issues around paper (paper towels, toilet paper on floor) closely follow.
- When encountering a dirty bathroom, **consumer perceptions toward the establishment are more sensitive than FM and RO perceptions**. FMs and ROs (45% and 47%, respectively) are somewhat less likely to feel a dirty bathroom impacts user perceptions of the establishment.
- **Non-functioning paper towel dispenser ranked notably higher** than non-functioning hand dryer as a situation that makes a restroom dirty, particularly for consumers (71% vs. 62%) and FMs (85% vs. 73%).
- While all 3 groups indicate **transitioning to touchless bathroom fixtures in public restrooms since COVID is key**, the level of importance is considerably more pronounced among those that maintain the bathroom vs. users of the bathroom.

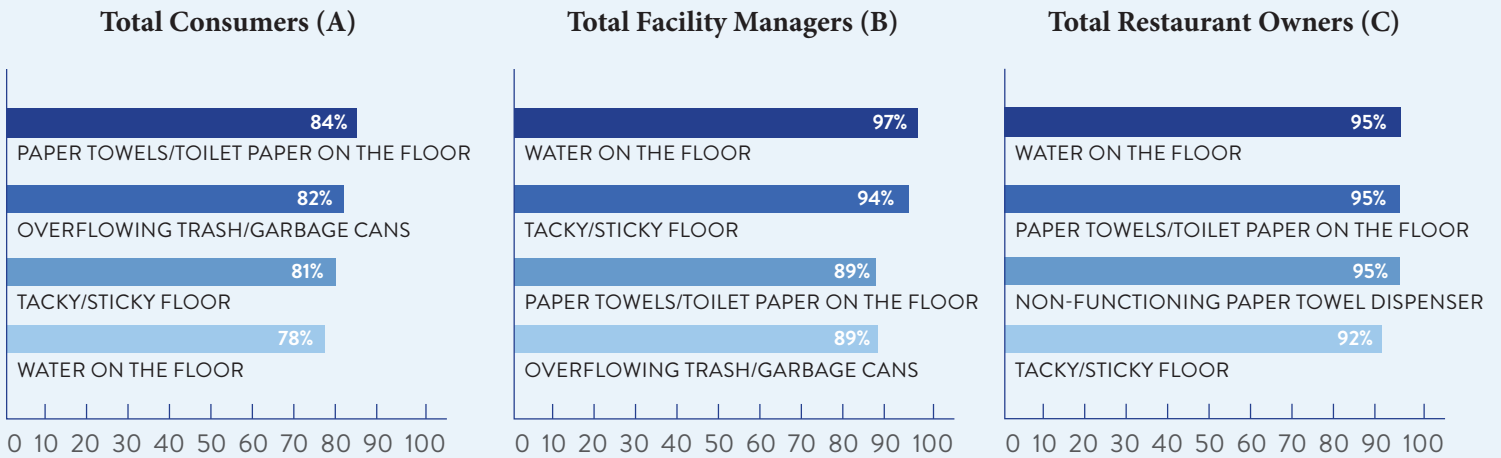
- **Most consumers (two-thirds) support the use of commercial hand dryers in restrooms.** While many (especially older demographic) generally prefer drying with paper towels vs. hand dryers, **there is a strong preference for having both methods available.**
- **Consumers largely indicate that hand dryers are better for the environment than paper towels.** Building on this perception with information regarding cost and impact of paper towel production **favorably positions hand dryers.**
- Virtually all FMs and ROs [results remain combined on this one] agree that **touchless hand dryers play a substantial role in restroom cleanliness and maintenance.** More than three quarters say hand dryers “help considerably” with paper waste.
- Virtually all consumers and most FMs and ROs feel that **transitioning to electric dryers post COVID is of top-tier importance.**

KEY NUMBERS BREAKDOWN

Importance of (Transitioning to) Touchless Bathroom Fixtures to Guests/Employees Since Covid



Situations that Make A Restroom Dirty – % Agree Strongly/Agree Somewhat



Impact of Dirty Restroom on Perception of Establishment

