

# Power of Hands Survey 2018



# Demographics

Country	Share	Count
Sweden	17%	508
UK	17%	510
USA	17%	515
France	17%	515
Germany	17%	509
Mexico	16%	503

Gender	Share	Count
Male	49%	1486
Female	51%	1568
Other	0%	6

Age	Share	Count
- 29	19%	593
30-39	22%	686
40-49	19%	573
50-59	17%	511
60-65	9%	289
66 +	13%	408

City	Share	Count
Metropolis (+1 million)	18%	563
City (100.000 -1 million)	32%	970
Town (10.000 - 100.000)	30%	927
Village (< 10.000)	20%	600

Children	Share	Count
Under age 3	12%	352
Ages 3-7	15%	458
Over age 7	45%	1366
No	40%	1239

Occupation	Share	Count
Full time employment	46%	1411
Part time employment	12%	362
Self-employed	7%	201
Student	4%	134
Retired	18%	544
Taking care of home	7%	208
Jobseeker/unemployed	5%	140
None of the above	2%	60

Industry	Share	Count
I currently work...		
At an office	51%	1006
In a restaurant/other professional kitchen	4%	77
In healthcare (e.g. hospital, nursing home)	8%	152
In industry/manufacturing	8%	150
In sales (e.g. store personnel)	7%	141
None of the above	23%	448

# Snapshots

**44%**

of full-time employees want hand hygiene to be given higher priority at work

**1 in 3**

would be more satisfied if people around them washed their hands properly

**47%**

would be more willing to eat again at a restaurant with clear routines for hand hygiene

**1 in 2**

consider people with proper hand hygiene to be more conscientious

**8 in 10**

wash their hands to protect themselves, while 1 in 10 wash to protect others

**1 in 4**

would wash their hands more often if they knew it would benefit others

**18%**

often avoid physical contact with others due to hand hygiene worries

**4 in 5**

think they wash their hands often enough, while only 1 in 5 think that others do

# Main findings (1/2)

## Clean hands can increase well-being of people around you

8 in 10 say knowing that people around them wash their hands properly would have a positive impact on their state of mind.

- If everyone washed their hands properly, people would feel 1.) more comfortable (43%), 2.) more secure (34%), 3.) more satisfied (31%), and 4.) happier 23%.

## Clean hands can make others more comfortable touching and interacting

Knowing that everyone else washes their hands properly would make almost 1 in 2 (45%) more comfortable in situations involving physical contact.

- If everyone washed their hands properly, people would be more comfortable 1.) shaking hands with others (45%), 2.) touching strangers (28%), 3.) helping someone in need in a public space (23%), and 4.) hugging others (15%).

## Clean hands can have a positive effect on family life

1 in 2 would act differently towards their family or partner if they washed their hands properly.

- If family members washed their hands properly, people would 1.) be more willing to share devices with them (26%), 2.) be more intimate with them (20%), 3.) hug them more often (16%), and 4.) be more loving towards them (16%).

## People with good hand hygiene are perceived more favorably

People who regularly wash their hands are considered to be more highly regarded by almost 9 in 10 (85%)

- People who wash or sanitize their hands more often, generally are perceived to be 1. ) more conscientious (50%), 2.) more considerate of others (42%), 3.) more professional (26%), and 4.) more trustworthy (26%).

# Main findings (2/2)

## People believe themselves to be better than others at handwashing

- Almost 8 in 10 (75%) globally think they wash their hands often enough during a day, while almost 6 in 10 (55%) don't think other people wash their hands as much as they should do.
- Almost 1 in 5 (18%) often avoid physical contact with others because of hand hygiene worries.

## Today, hand washing is typically an egoistic act

- Almost 1 in 4 (24%) rarely reflect on how their hand hygiene affects people around them.
- 8 in 10 say they wash their hands to protect themselves from infections, while only 1 in 10 (14%) wash their hands to protect others from acquiring their infections.

## Understanding that clean hands benefit others can make people more willing to wash their hands

Almost 1 in 4 (23%) would wash their hands more often if they knew that it would have a positive impact on others.

## Employees want improved hand hygiene at work

- Among people with full time employment, more than 4 in 10 (44%) want hand hygiene to be given higher priority at work.
- More than 1 in 5 full time employees would be more comfortable being at work if others washed their hands properly.

## Implementing hand washing routines can boost employee satisfaction

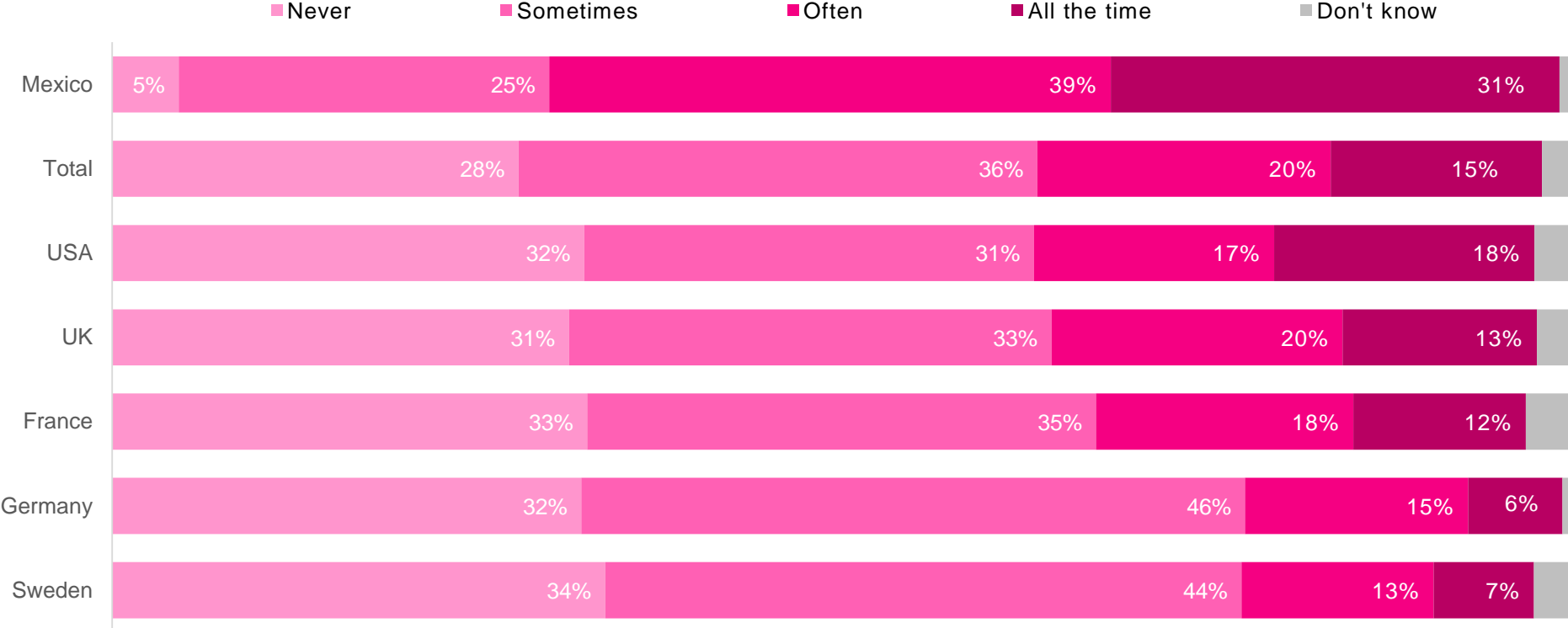
Knowing that everyone at work washes their hands properly would have a positive impact on the well-being of almost 8 in 10 full time employees.

- If everyone at work washed their hands properly, employees would feel: 1.) more comfortable (44%), 2.) more secure (37%), 3.) more satisfied (34%), and 4.) happier (23%).

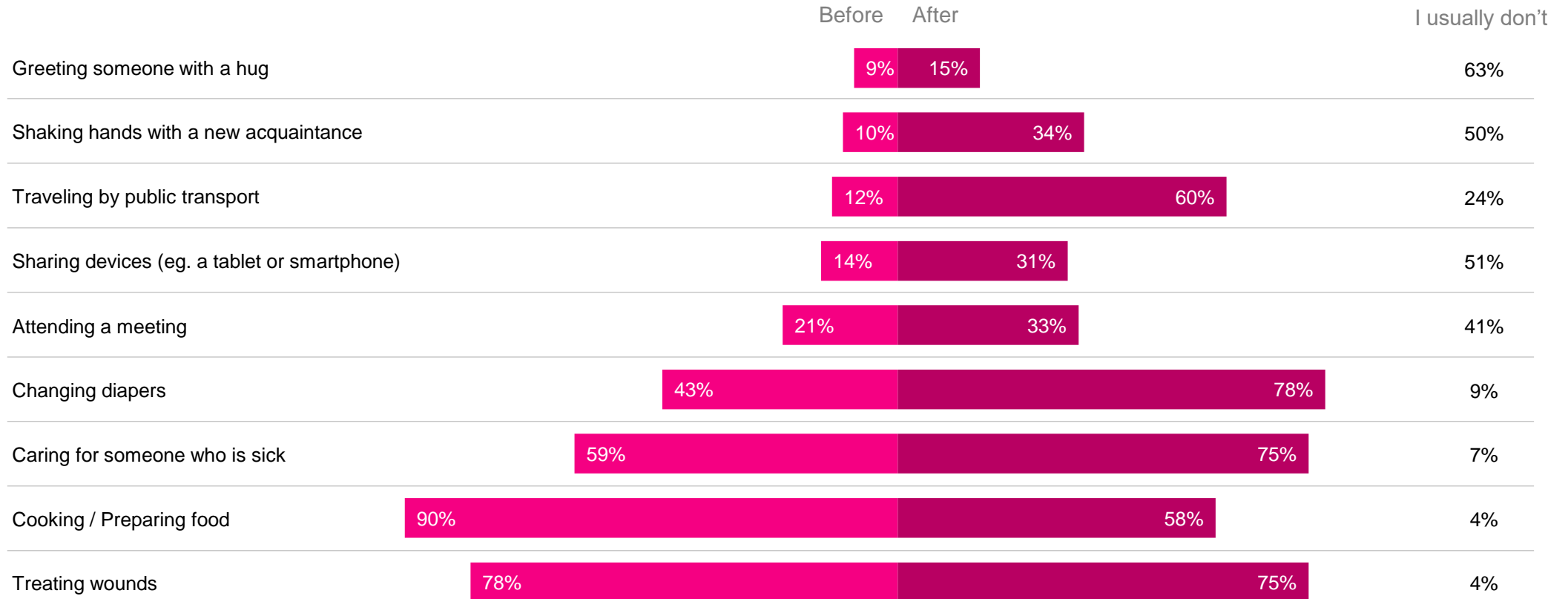
## Implementing hand washing routines can increase customer loyalty

- Noticing that the staff in a restaurant have clear routines for hand washing makes almost 1 in 2 (47%) more willing to eat there again.

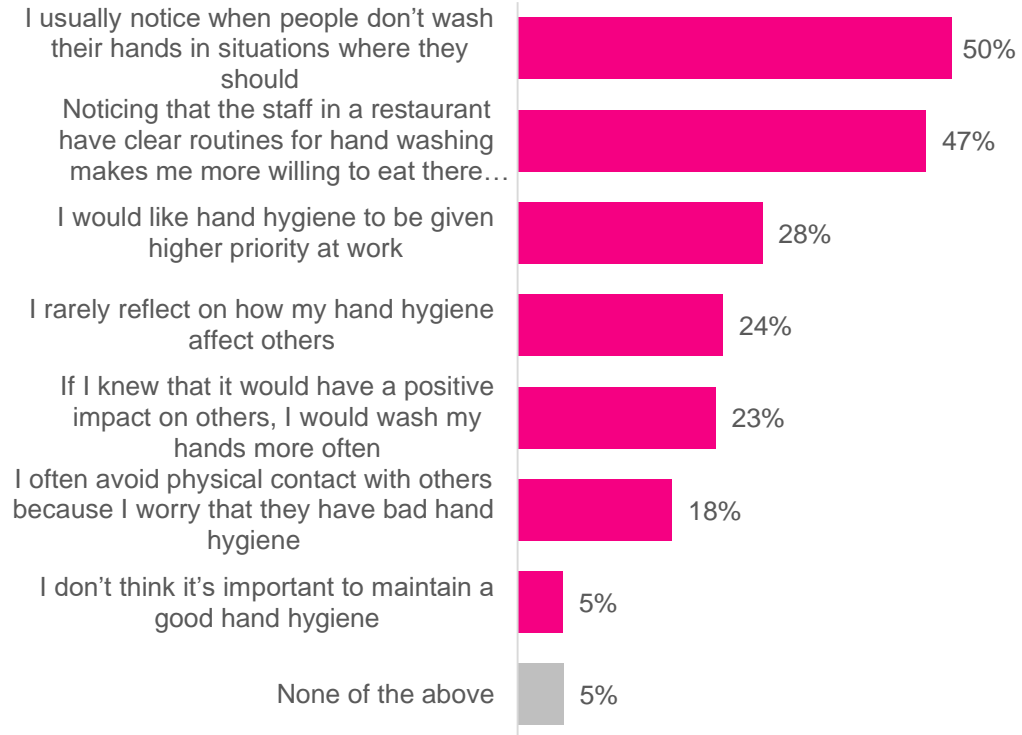
# Mexicans worry most about becoming ill due to poor hygiene



# Whether you wash before or after is dependent on the activity



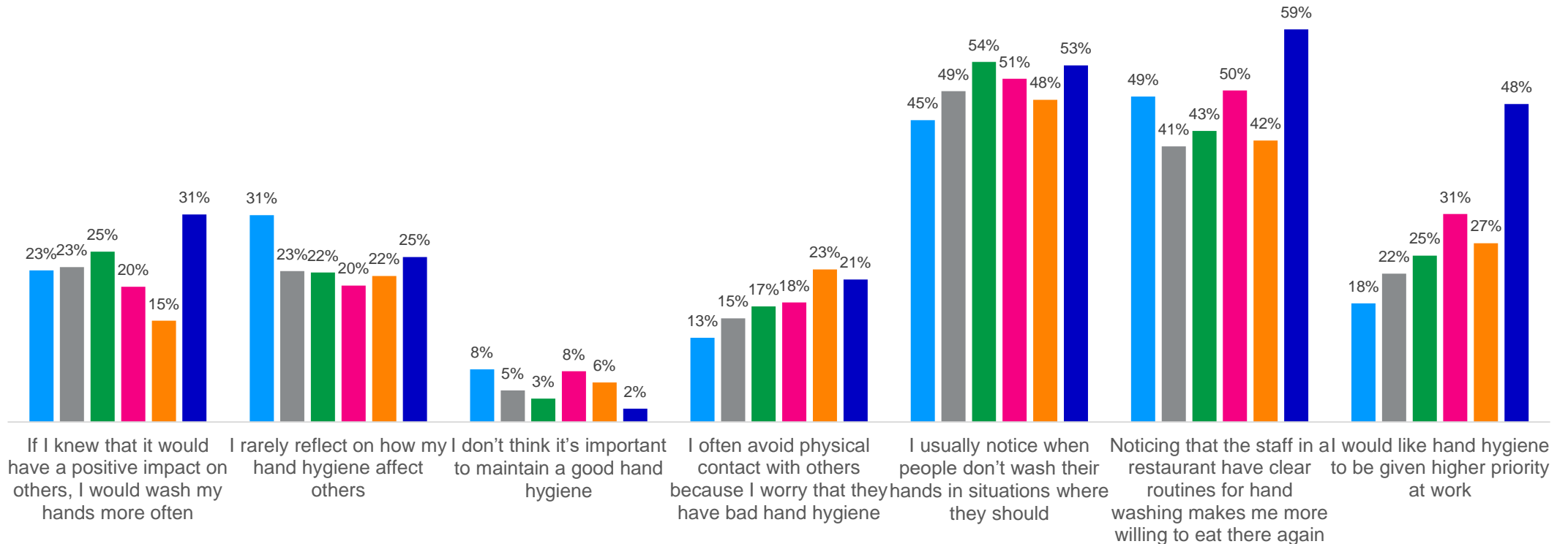
# People are highly aware of bad handwashing habits



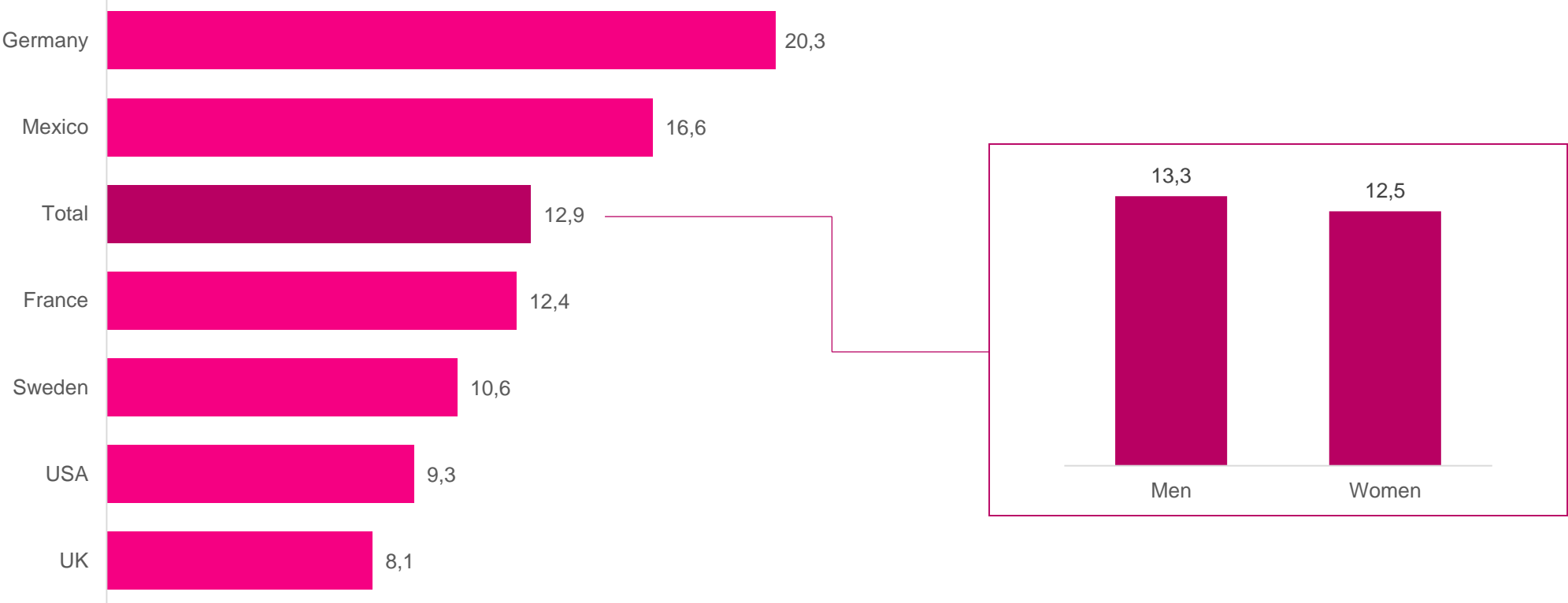


# Thoughts on handwashing look similar between markets

■ Sweden ■ UK ■ USA ■ France ■ Germany ■ Mexico

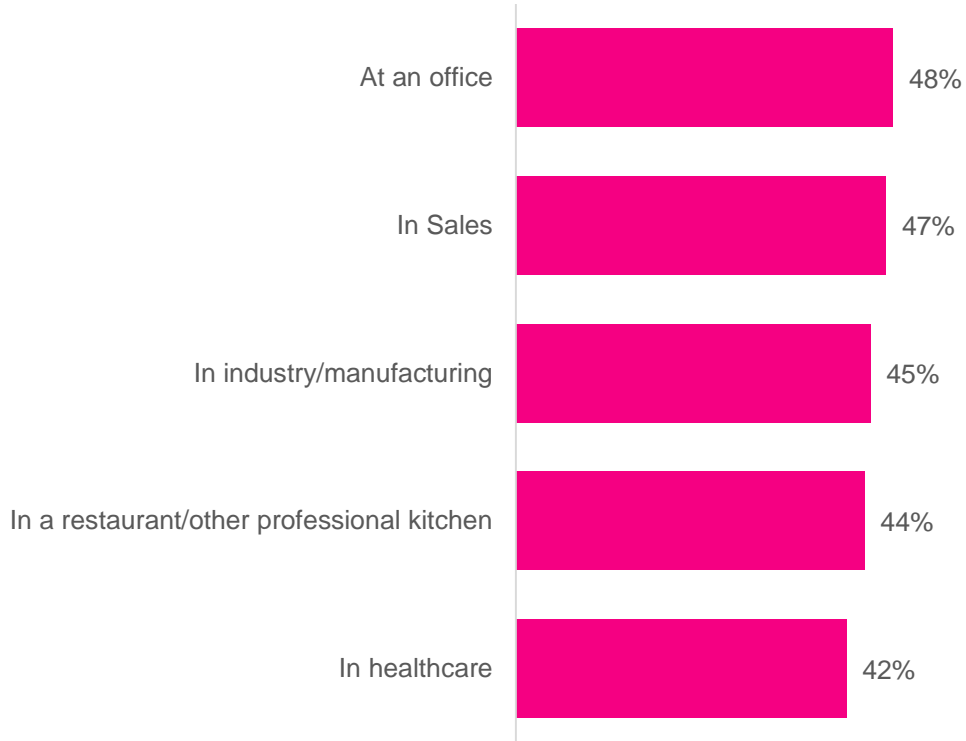


# Germans say they touch more than twice as many people as Brits



# Office workers want hand hygiene to be given higher priority at work

I currently work...

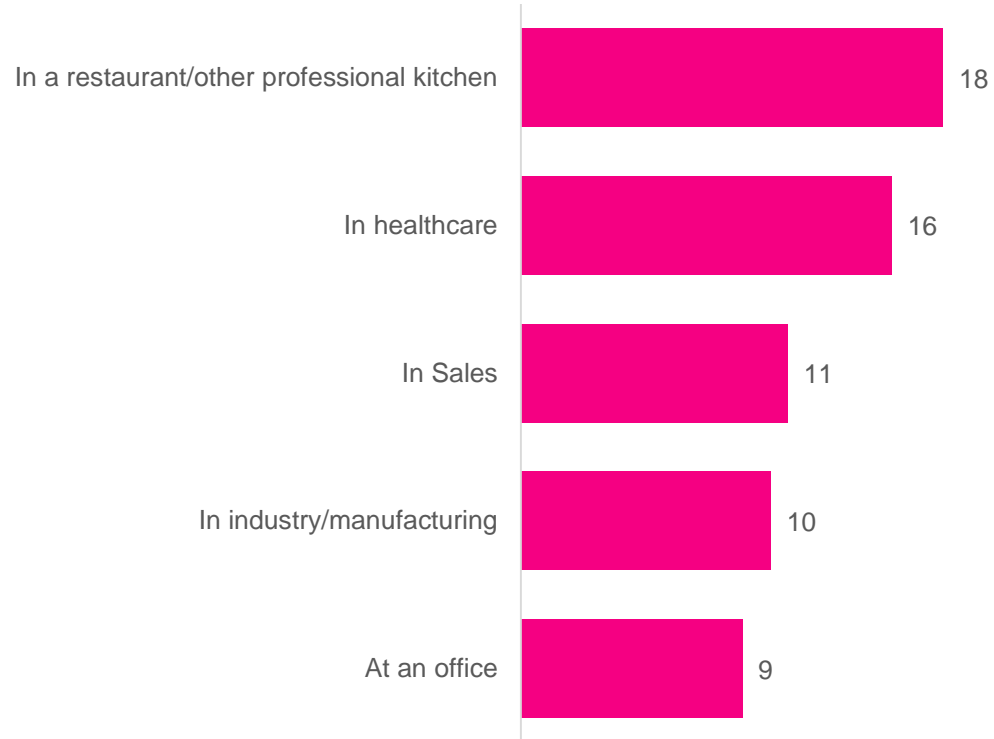


Filter: Full time employment

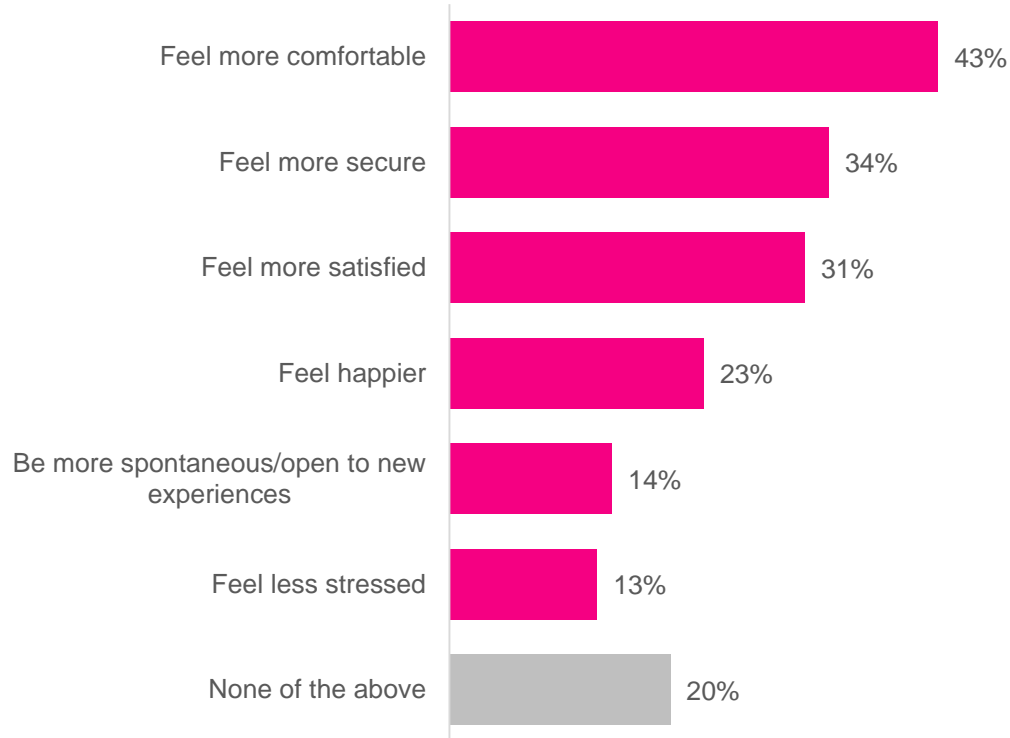


# ... but they also wash their hands the least

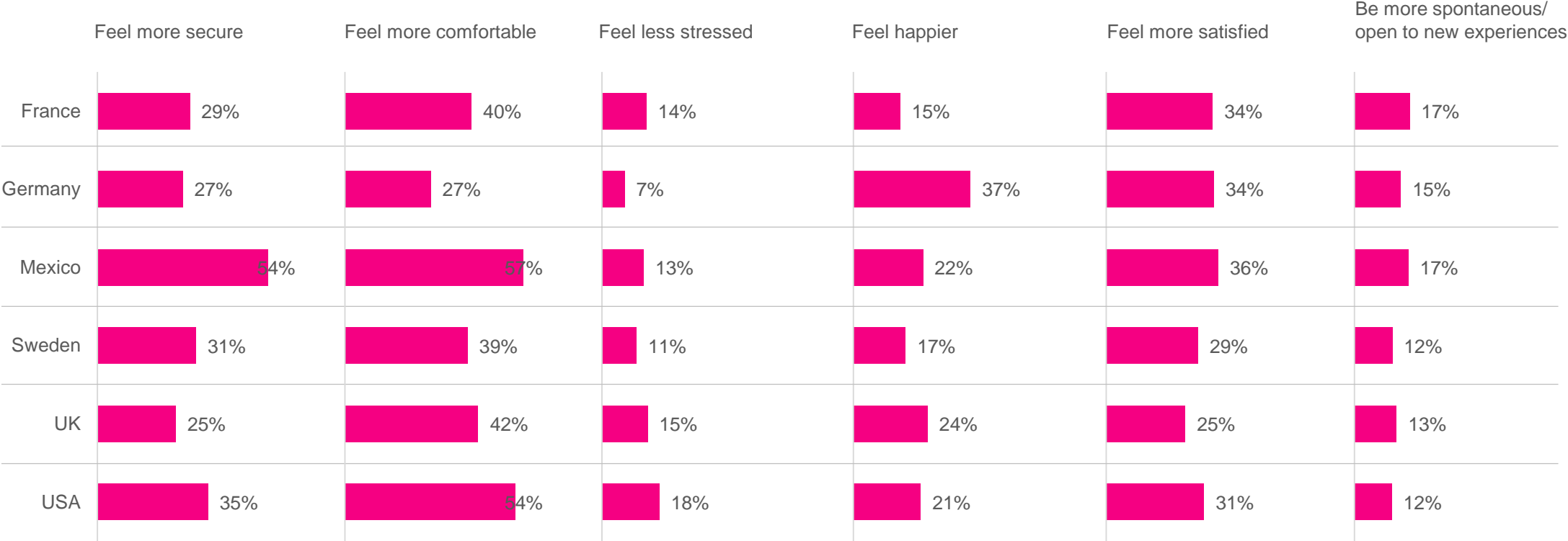
I currently work...



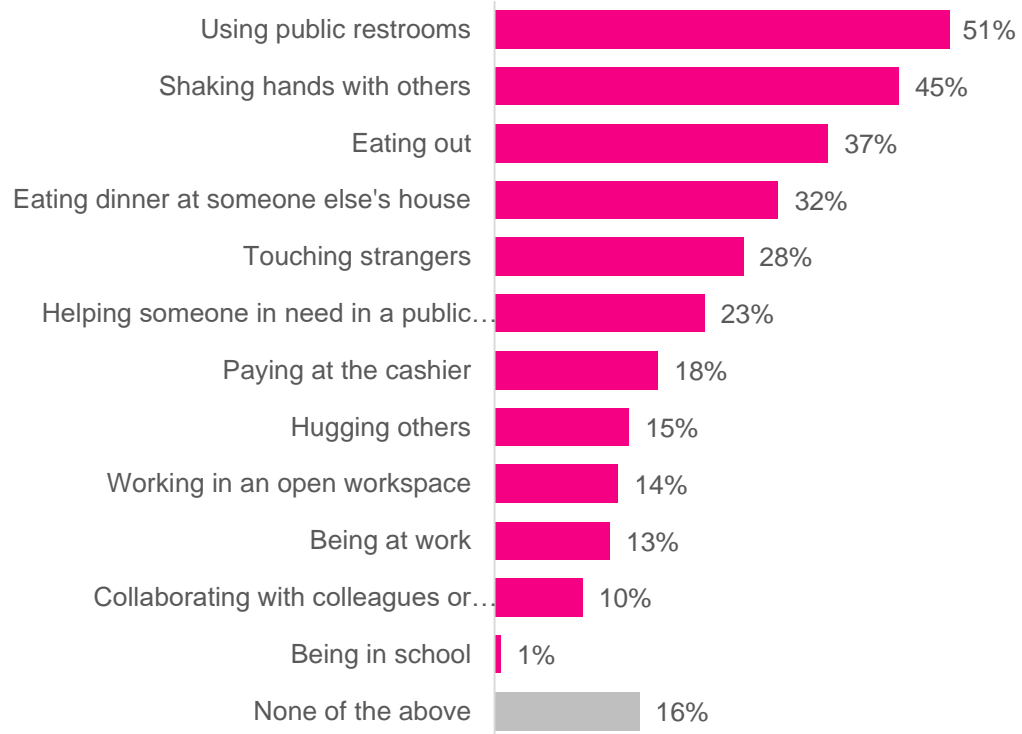
# People would feel more comfortable and secure if they knew their surroundings washed their hands properly



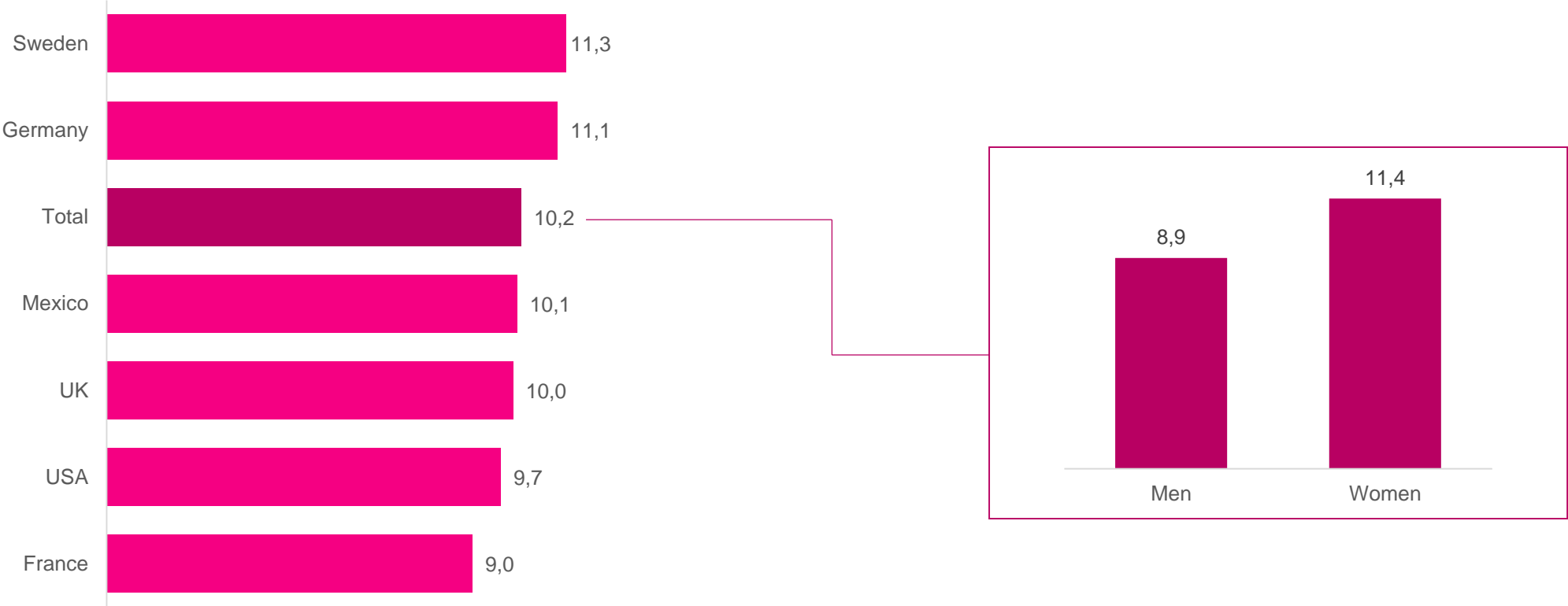
# Mexicans see the need for better handwashing habits the most



# Handwashing habits affects how we feel about using public restrooms

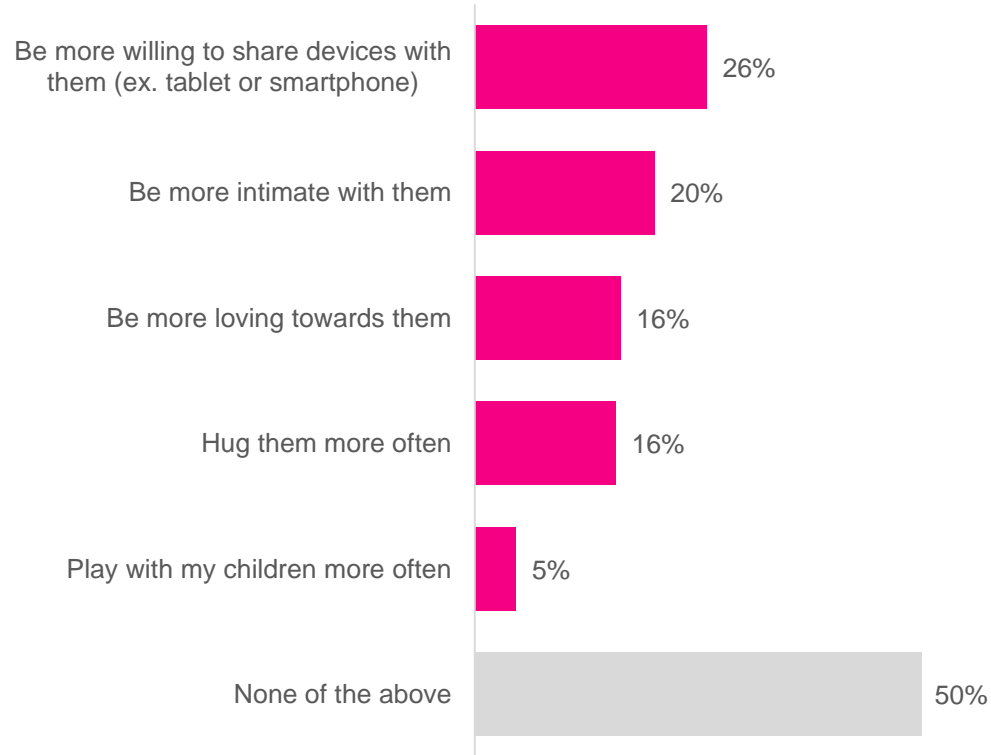


# Women say they wash their hands more than men

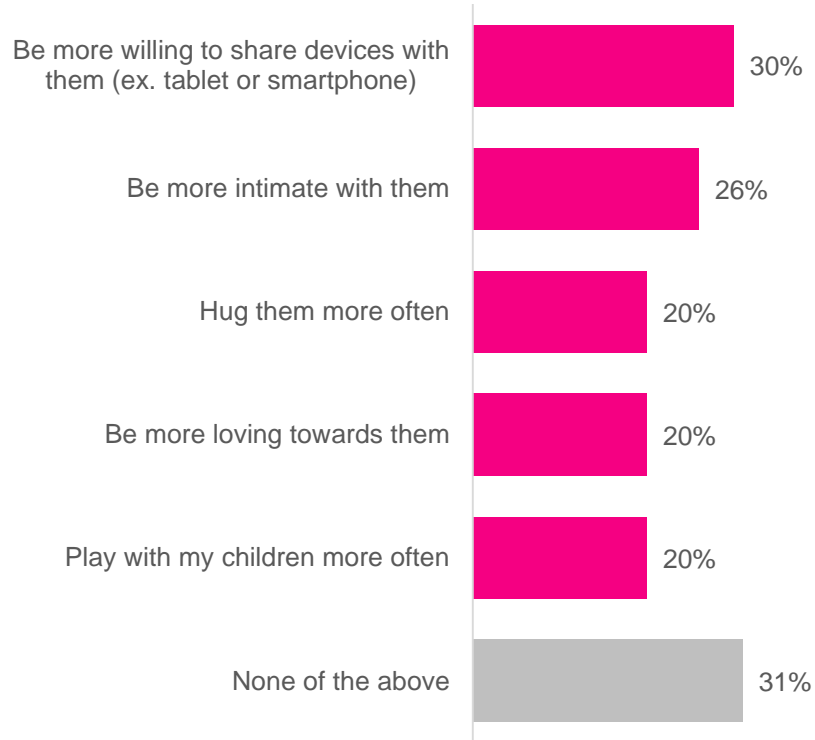




# Good handwashing habits in families increase technology sharing



# It is especially important to families with young children



Filter: Has children between 0-7 y.o.



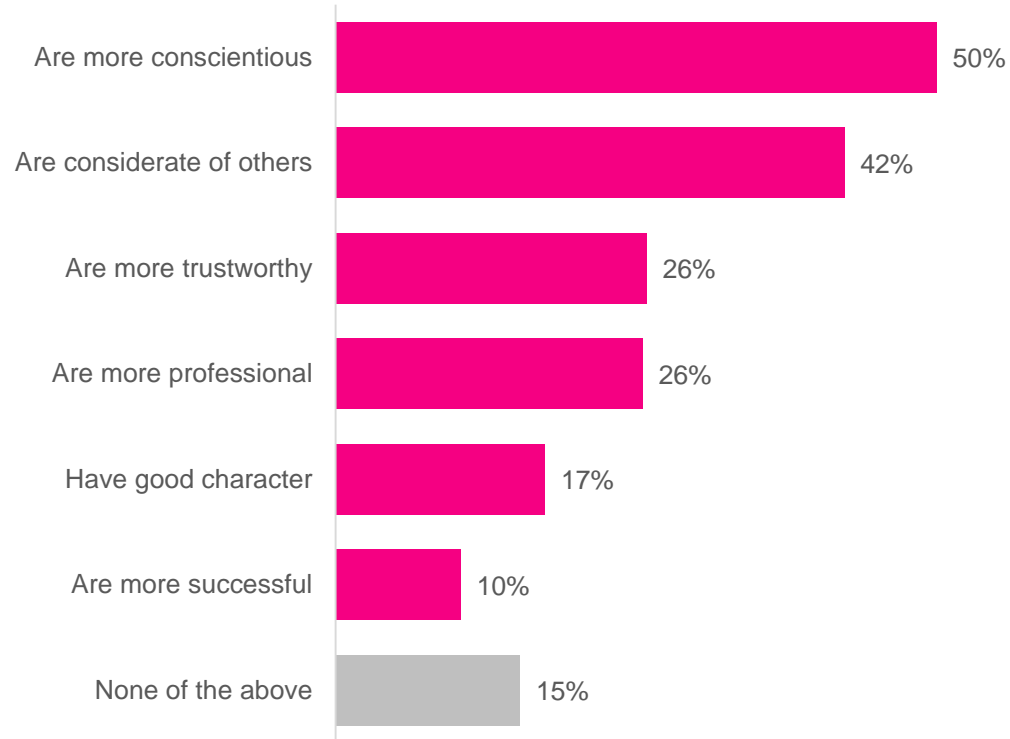
# Good handwashing habits are important to all markets

Be more willing to share devices with them (ex. Tablet or smartphone)

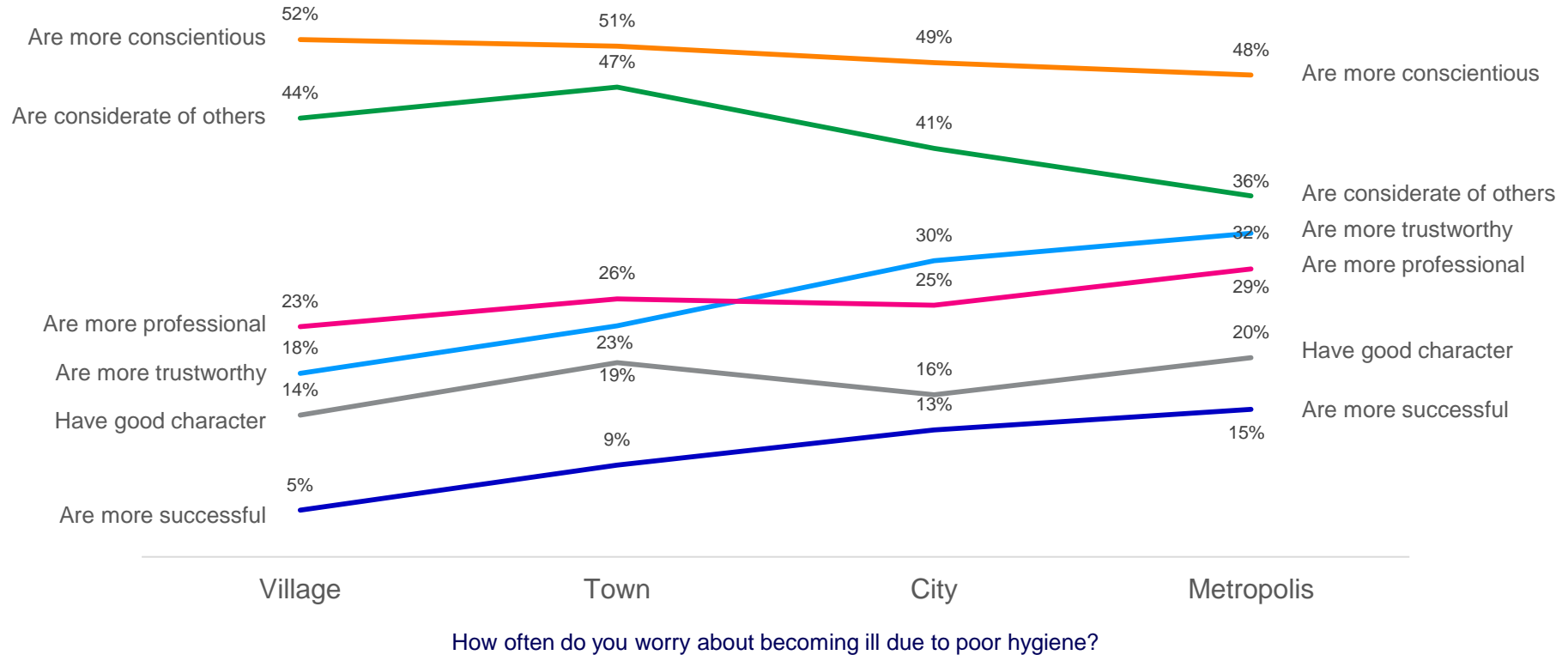


Filter: Has children

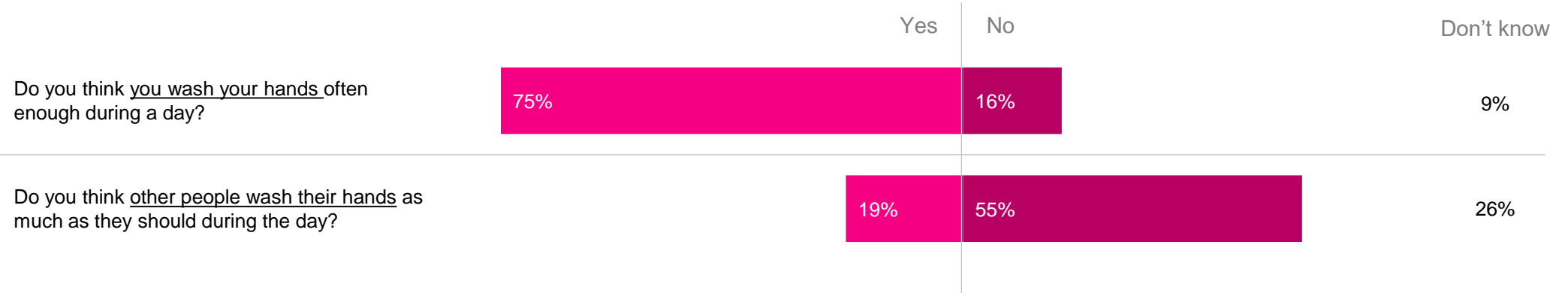
# People who wash their hands more often are seen as both more conscientious and considerate of others



# People in larger cities think frequent hand washers are generally more trustworthy and successful



# Most think they wash their hands enough, but that others do not



# Mexicans most likely to wash their hands to protect others

