

**KATRIN WASHROOM SURVEY
IN DE, SE, PL, UK, DK, SE AND FI
2017**

END USERS/VISITORS: 3500

KATRIN®



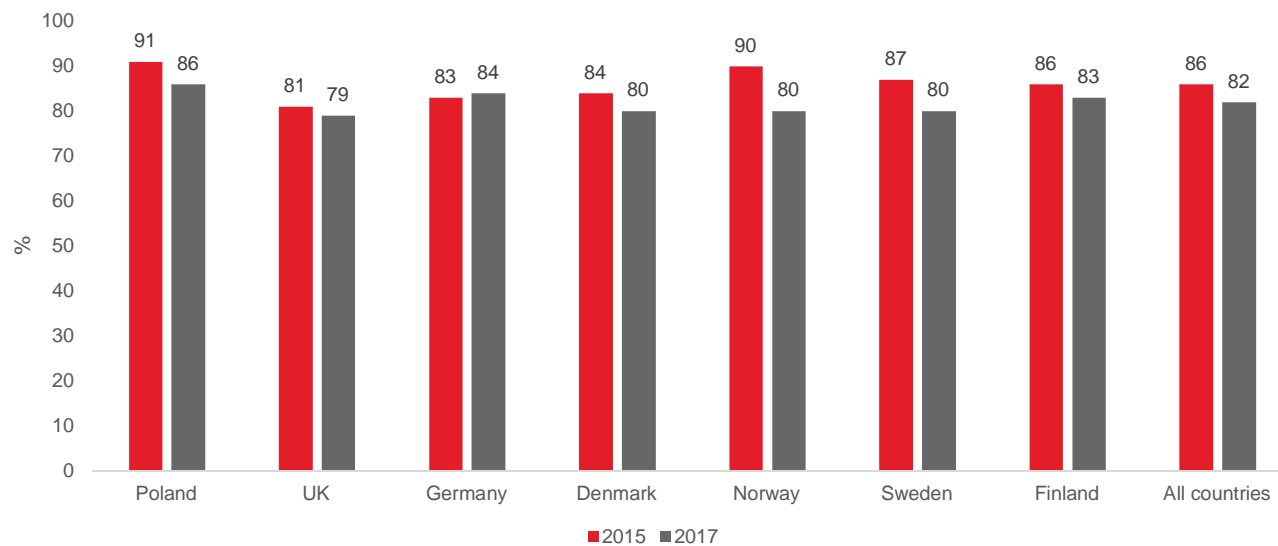
MAIN CONCLUSIONS

PEOPLE CONSIDER PUBLIC TOILET AS A PART OF NORMAL EVERYDAY LIFE, WHEN THEY ARE OUT OF HOME.

MALES VISIT PUBLIC TOILETS MORE OFTEN ON DAILY OR ON WEEKLY BASIS THAN FEMALES.

WASHING HANDS -2017

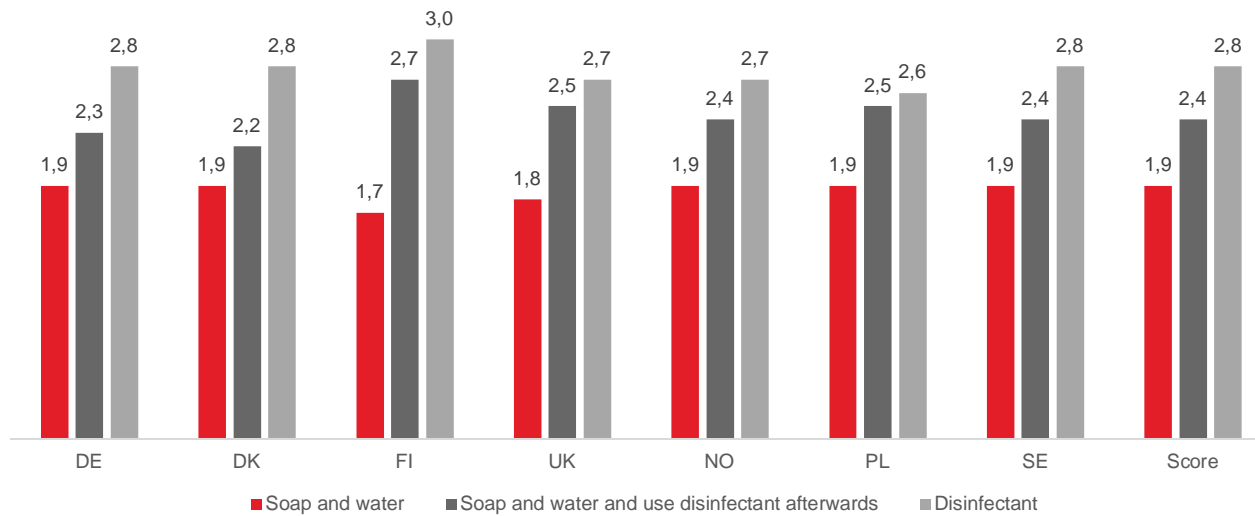
How often do you wash your hands after a visit to the toilet?



- Approximately 80% of the people wash their hands after a public toilet visit. Poles are most frequent washers by 86%.
- Habit of washing hands after each toilet visit has slightly declined excluding Germany.

WASHING HANDS

SET IN ORDER YOUR PREFERRED WAY TO WASH HANDS IN A PUBLIC TOILET VISIT (1 IS MOST PREFERRED ETC. SMALLER SCORE BETTER)?

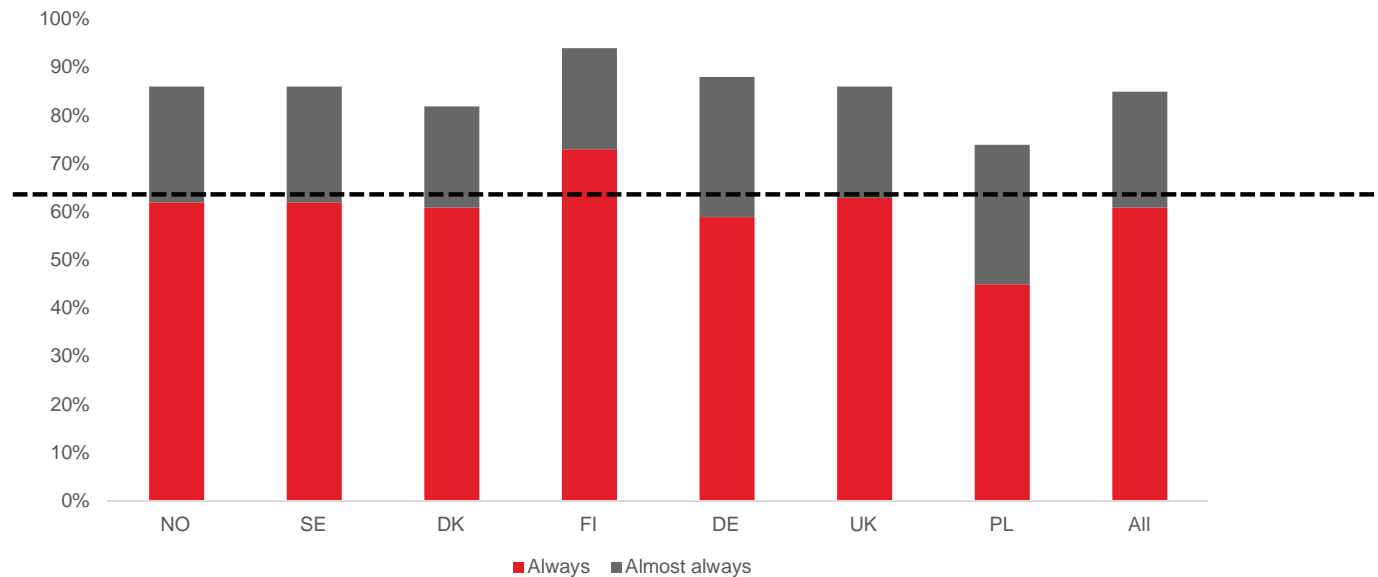


- Washing hands with soap and water was the most preferred habit among the respondents in all countries.
- People like to use disinfectant after hand drying when it is available.
- Disinfectants aren't enough if you have dirty hands to wash.

N=3520

DRYING HANDS

How often do you do dry your hands after a visit to a public toilet?

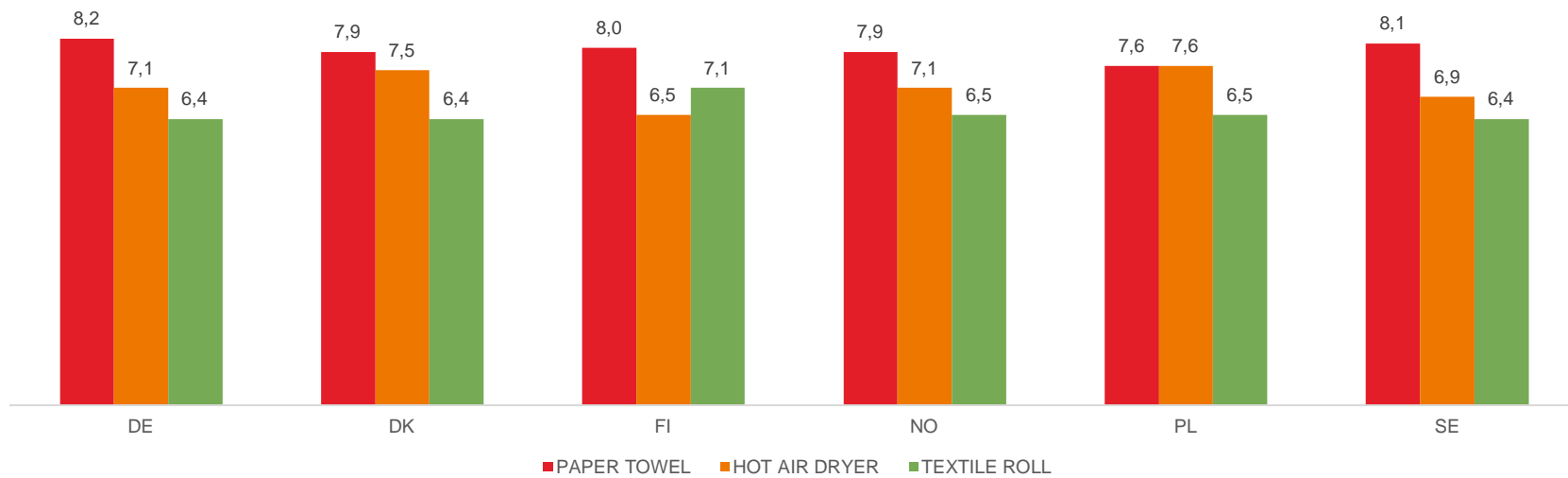


- Between 61% to 73% of toilet visitors dry their hand.
- Finns are the most eager hand driers.

N=3520

DRYING HANDS

SET IN ORDER YOUR PREFERRED WAY TO DRY YOUR HANDS IN A PUBLIC TOILET VISIT (FROM 1 TO 4) IN ORDER OF YOUR PREFERENCE? (SMALLER SCORE BETTER)

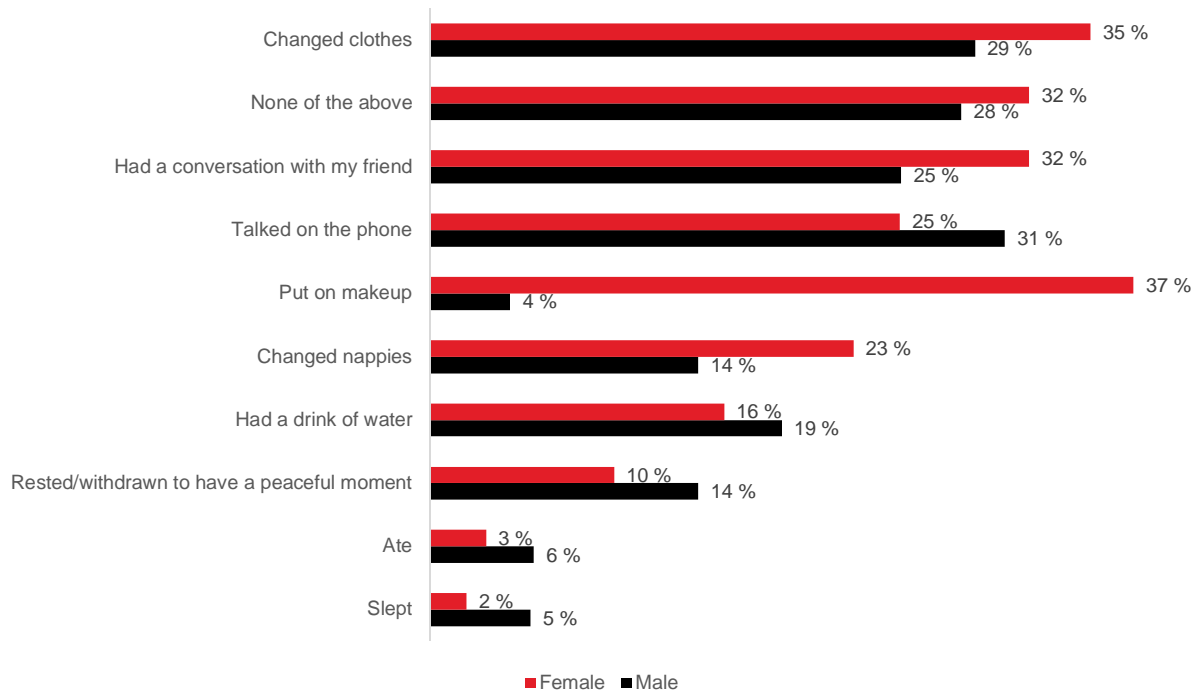


- Paper towels are most preferred drying solution in all countries.

N=3520

WHAT DO PEOPLE DO IN PUBLIC TOILETS?

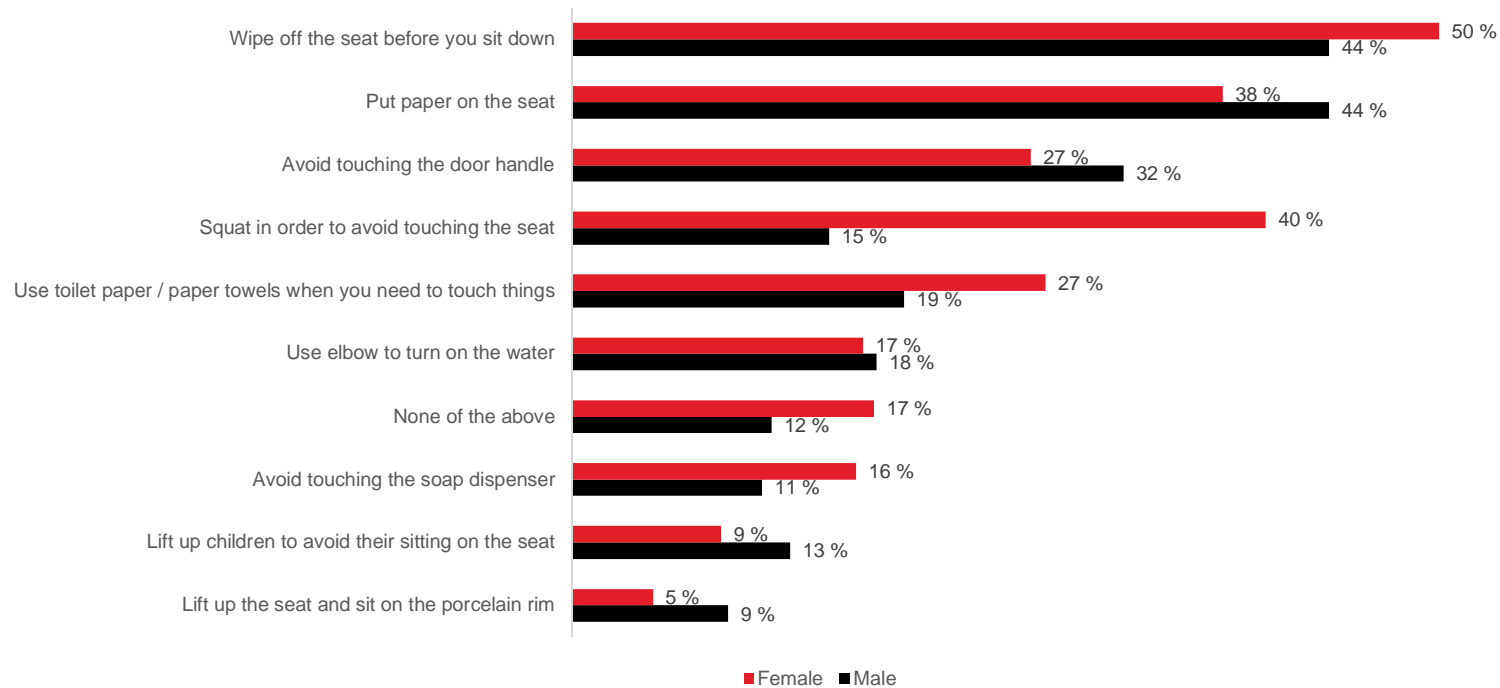
WHICH OF THE FOLLOWING THINGS HAVE YOU DONE IN A PUBLIC TOILET?



% of all respondents N=3520

WHAT DO PEOPLE DO IN PUBLIC TOILETS?

WHICH OF THE FOLLOWING THINGS DO YOU DO WHEN YOU VISIT A PUBLIC TOILET?



% of all respondents N=3520

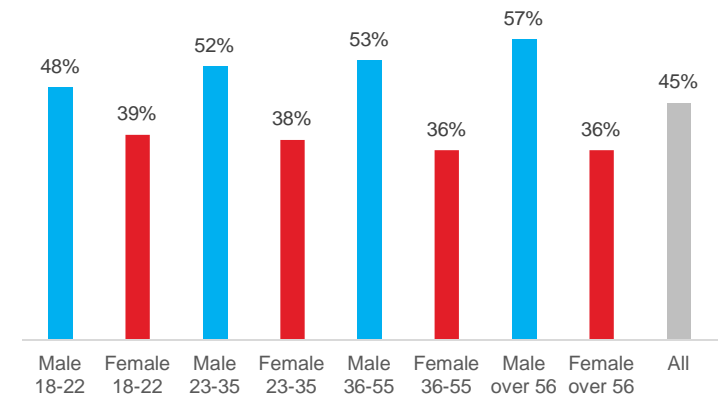
THE GENDERS ARE DIFFERENT EXPERIENCE WITH PUBLIC TOILETS



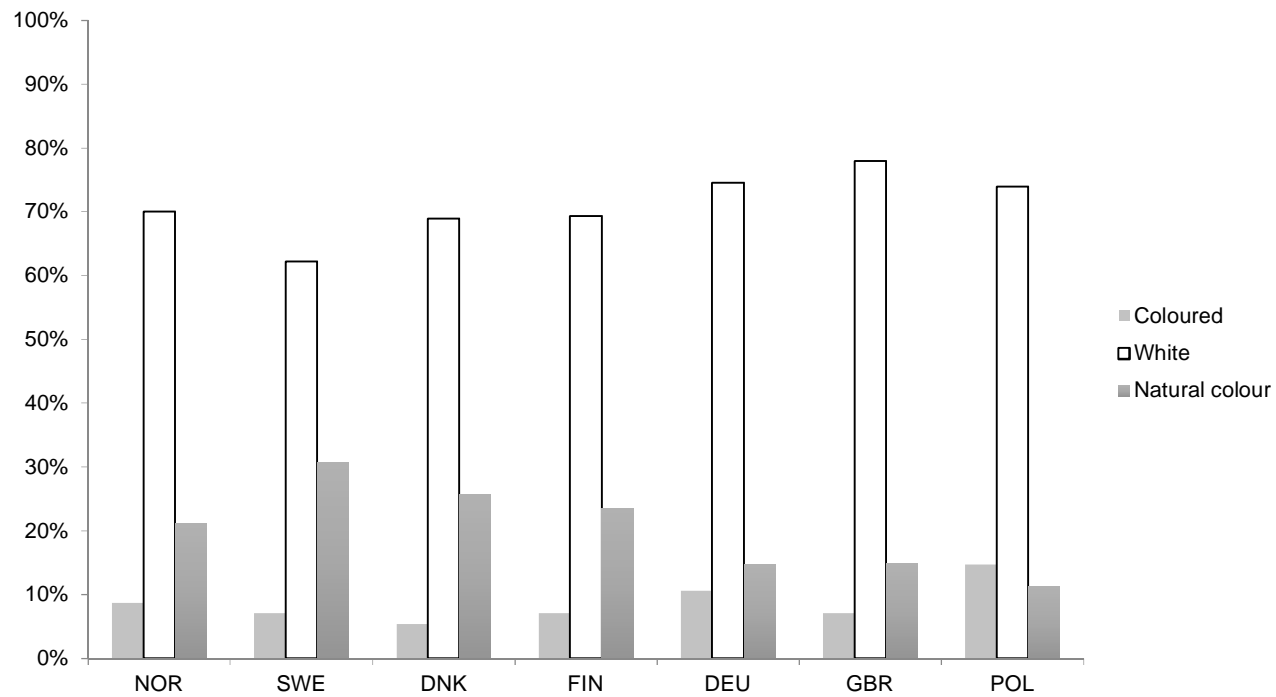
When asked opinion on a new Unisex type of washroom areas males were much more in favour of the concept in all age groups.

- Even in the youngest age segment the difference between male and female was over 10%

Highly likely or definitely yes for unisex toilets



WHAT ARE YOUR PREFERRED LOOKS OF A TOILET PAPER? PEOPLE LIKE WHITE TOILET PAPER MOST



MAIN DIFFERENCES BETWEEN COUNTRIES



- Poles are most emotional with public toilet and are leading visitors per capita in toilets at shopping centers, petrol stations, moving vehicles and at work which all they give good recommendations.
- In Poland over 50% prefer metallic dispensers and 53% put paper on the toilet seat.



- Germans are the leading restaurant toilet visitors, by 72% (who visited there in the past 30 days). They give low recommendations for toilets at vehicles, traffic and petrol stations and school.
- White plastic dispensers are more liked than metallic/steel ones.



- In Britain are the school, university and military public toilets receive the highest grade of this study. Satisfaction with traffic station and work are on the lower side. 67% of the British have visited at a restaurant toilet in the past 30 days,
- In Great Britain white toilet paper is most preferred type of toilet paper. British prefer air dryers to paper towels. White plastic dispensers seem to be slightly more popular than metallic/steel ones.

MAIN DIFFERENCES BETWEEN COUNTRIES



- Finns appreciate the working place toilets. For hand drying method paper sheets and towels are on top, then textile roll before hot air dryer and regular towel.
- In Finland, using sanitizers are on low side but toilet user ergonomoy is appreciated. People in Finland socialize at toilet by being leading phone users and they carry more conversations rest room areas than they European counterparts. Finns give high ratings for hospital toilets.



- Norwegians are low on the visits at restaurants and hospitals but leading visitors at traffic station and education related toilets. Yet school and university toilet get low recommendation scores.
- White plastic dispensers are slightly more preferred than metallic/steel.



- Natural colored toilet paper is highly appreciated in Sweden. Swedes are emotionally close to their toilets, 2nd closest in this study after Poland. Work and vehicle toilets have good recommendation levels, highest of this study.
- Swedish people are to most frequent hospital toilet visitors by 28% who have been there in the past 30 days.



- Danish people rank the restaurant, petrol stations and work toilets lowest in this study. They are second most emotionally distant to public toilets after GBR. In Denmark 52% wipe the seat and 16% have sex in toilet.

KATRIN[®]

Thank you!