



PUBLIC POLL FINDINGS AND METHODOLOGY

Eighty-six percent of Americans are confident in the ability of their cleaning products to protect against COVID-19

New American Cleaning Institute/Ipsos Poll finds that nearly half plan to clean and disinfect more this flu season in light of COVID-19 pandemic

Topline Findings

Washington, DC, October 9, 2020 — Eighty six percent of Americans are confident in the ability of their cleaning products to protect against COVID-19, up significantly compared to 82% who said the same thing in March 2020. The American Cleaning Institute/Ipsos poll finds that when it comes to hand hygiene, two thirds are currently washing their hands with soap and water more frequently compared to before the spread of COVID-19 - and another 62% report using hand sanitizer more often. Though hand washing has decreased substantially compared to results seen in March, the use of hand sanitizer has increased by more than ten percentage points. In light of the pandemic, almost half of adults surveyed plan to clean and disinfect even more this coming flu season – especially young adults and parents.

Detailed Findings

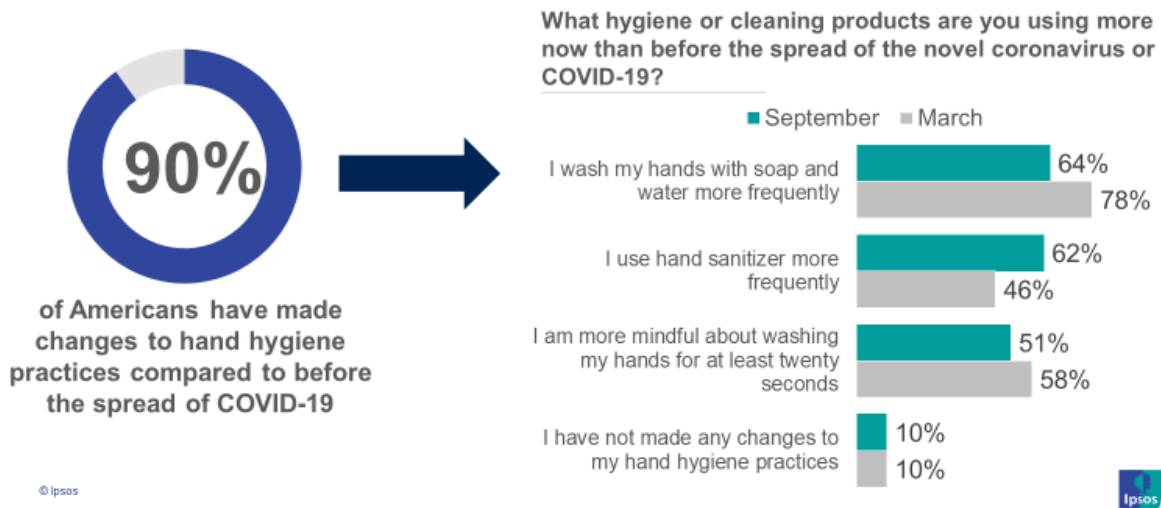
1. Most Americans have adjusted their hand hygiene practices since the spread of COVID-19 – including roughly two thirds who say that they are washing their hands with soap and water (64%) and using hand sanitizer (62%) more frequently. Only 10% say that they have not made any changes to their hand hygiene practices.
 - Compared to a similar survey asked in March 2020, the proportion who report washing their hands more often has declined significantly (78% in March 2020). However, the use of hand sanitizer is up considerably (46% in March).
 - Additionally, half (51%) say that they are more mindful about washing their hands for at least twenty seconds (down considerably compared to 58% in March).
 - When it comes to specific hygiene/cleaning products, Americans are most likely to be using hand sanitizer more now than they were before the spread of COVID-19 (72%) – and this has gone up significantly since March 2020 (59%).
 - Six in ten (62%) also report using hand soap more now than before the spread of the coronavirus (vs. 69% in March). At least two in five also report using multi-purpose disinfectant wipes (48% vs. 44% in March), paper towels (43% vs. 35% in March) and multi-purpose spray disinfectants (40% vs. 36%).
 - The use of toilet/bathroom cleaner (30%) and bleach (23%) has also increased over the past few months (23% and 19% in March 2020, respectively), with at least a quarter saying that they use these products more now than they did pre-pandemic. On the other hand, one in ten are not using any of these products more.



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Nine in ten Americans have made changes to hand hygiene practices in light of COVID-19 outbreak

Though frequent hand washing is down compared to results seen in March 2020, the use of hand sanitizer has increased



- Nearly half (46%) say that they will clean and disinfect more this coming flu season because of what they've learned from the COVID-19 pandemic, especially adults under the age of 55 (53%), those in the top income bracket (53% of those with a HHI of \$100,000 or more), and parents with children under the age of 18 living at home (64%).

 - In contrast, 35% will continue their new routine since the pandemic started and 18% will maintain their pre-pandemic cleaning routine.
 - Thinking of life post-pandemic, more than two thirds plan to continue washing their hands more frequently (68%) once COVID-19 is over, and the majority also plan to continue wiping down surfaces more often (56%) and using disinfecting products such as sprays and wipes (52%). Two in five also say that they plan to continue wearing a mask (39%) once COVID-19 is over.
- Confidence in cleaning products is high, with 86% trusting that their cleaning products will protect against the spread of virus (compared to 82% in March). Confidence in business cleanliness is also high, with 65% saying they think businesses are cleaning enough, versus 29% who think that they are not and very few (6%) who say they are cleaning too much.

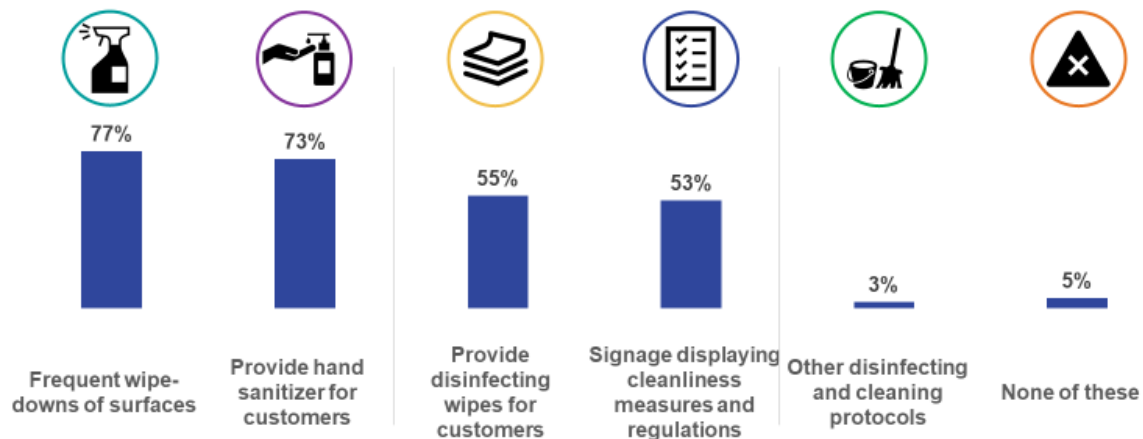
 - Confidence in cleaning products is particularly high among older adults (90% of those ages 55+ vs. 81% of those ages 18-34). Those over the age of 55 are also significantly more likely feel as though businesses are generally cleaning enough (72% vs. 59% of those ages 18-34).
 - When it comes to businesses, schools and other public locations, just over half feel these are maintaining an adequate level of cleanliness in preparation for cold and flu season (51% vs. 30% who say they are not and 19% who haven't thought about it).
 - The vast majority expect businesses to take steps in order to maintain a safe environment, primarily ensuring frequent wipe-downs of surfaces (77%) and providing hand sanitizer for customers (73%). More than half also expect businesses to provide disinfecting wipes for

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customers (55%) and have signage displaying cleanliness measures and regulations (53%). Only five percent do not expect businesses to undertake any of these cleaning and disinfection measures.

Two thirds believe businesses are cleaning enough

What cleaning and disinfecting measures do you expect to see businesses take in order to maintain a safe environment?



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- Effectiveness is top rated when it comes to important qualities to consider when choosing a cleaning product (74%). Cost (48%) and multi-purpose function (43%) come in next, though at a distance.
 - Most Americans (92%) say they use disinfectants on surfaces in their homes (compared to 8% who say that they don't use such products). When using disinfectants in their home, a third (31%) spray and then wipe immediately – up considerably compared to the proportion who said the same thing in March (26%). Another 17% make a quick pass with a disinfectant wipe and 15% spray and leave until air dried.
 - One in four (23%) keep the surface wet with disinfectant wipes for as long as recommended on the label.
 - When asked what prevents them from maintaining proper hand hygiene/cleaning and disinfecting practices, Americans are most likely to cite concerns about chemicals in products (21%) and lack of access to products (20%). At least one in ten also say skepticism (14%) and/or lack of time (11%) are stopping them from maintaining proper hand hygiene and cleaning practices. However, nearly half (48%) say that they have not experienced any of these barriers.

These are the findings from an Ipsos poll conducted September 10 - 11, 2020 on behalf of the American Cleaning Institute. For the survey, a sample of 1,005 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.



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For full results, please refer to the following annotated questionnaire:

Full Annotated Questionnaire

- How are your hand hygiene practices different now compared to before the spread of novel coronavirus or COVID-19? *(March wave: What changes, if any, have you made to your hand hygiene practices since learning about the novel coronavirus or COVID-19 outbreak?)*

	Total (N=1,005)	March 2020 (N=1,005)
I wash my hands with soap and water more frequently.	64%	78%
I am more mindful about washing my hands for at least twenty seconds.	51%	58%
I use hand sanitizer more frequently.	62%	46%
I have not made any changes to my hand hygiene practices.	10%	10%

- What hygiene or cleaning products are you using more now than before the spread of the novel coronavirus or COVID-19? *(March wave: What hygiene or cleaning products have you used more of since learning about the novel coronavirus or COVID-19 outbreak?)*

	Total (N=1,005)	March 2020 (N=1,005)
Hand sanitizer	72%	59%
Hand soap	62%	69%
Multi-purpose disinfectant wipes	48%	44%
Paper towels	43%	35%
Multi-purpose spray disinfectant	40%	36%
Toilet or bathroom cleaner	30%	23%
Bleach	23%	19%
None of these products	10%	12%

- How confident are you that the cleaning products you use will protect against the spread of virus?

	Total (N=1,005)	March 2020 (N=1,005)
Very confident	33%	26%
Somewhat confident	53%	45%
Not very confident	6%	9%
Not confident at all	3%	1%
No Opinion	5%	7%
Confident (Net)	86%	82%
Not confident (Net)	8%	10%



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4. How are you primarily using disinfectants on surfaces in your home?

	Total (N=1,005)	March 2020 (N=1,005)
Spray and then wipe immediately after	31%	26%
Keep the surface wet with disinfectant wipes for as long as recommended on the label	23%	26%
Make a quick pass with a disinfectant wipe	17%	16%
Spray and leave until air dried	15%	16%
I don't use disinfectants	8%	9%
Unsure	5%	6%

5. Will you clean and disinfect more this coming flu season because of what you've learned from the COVID-19 pandemic?

	Total (N=1,005)
Yes, I will clean more	46%
I will continue my new routine since the pandemic started	35%
No, I will maintain pre-pandemic cleaning routine	18%

6. Do you believe businesses, schools and other public locations are maintaining an adequate level of cleanliness in preparation for cold and flu season?

	Total (N=1,005)
Yes	51%
No	30%
Haven't thought about it	19%

7. What cleaning and disinfecting measures do you expect to see businesses take in order to maintain a safe environment?

	Total (N=1,005)
Frequent wipe-downs of surfaces	77%
Provide hand sanitizer for customers	73%
Provide disinfecting wipes for customers	55%
Signage displaying cleanliness measures and regulations	53%
Other disinfecting and cleaning protocols	3%
None of these	5%

8. In general, I feel that businesses are cleaning:

	Total (N=1,005)
Not enough	29%
Enough	65%
Too much	6%





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9. Which of the following behaviors will you continue to do more frequently once COVID-19 is over?

	Total (N=1,005)
More frequent hand-washing	68%
Wiping down surfaces more often	56%
Using disinfecting products (sprays/wipes)	52%
Wearing a mask	39%
Other	2%
None of these	13%

10. What prevents you from maintaining proper hand hygiene, cleaning and disinfecting practices?

	Total (N=1,005)
Concern about the chemicals in products	21%
Lack of access to cleaning and disinfecting products	20%
Skepticism of the necessity	14%
Lack of time	11%
Confusion about what the protocols are	9%
Other	3%
None of these	48%

11. Which of the following qualities, if any, are most important in choosing cleaning products?

	Total (N=1,005)
Effectiveness	74%
Cost	48%
Multi-purpose	43%
Convenience	23%
Sustainability benefits	23%
Scent or fragrance	18%
Brand	17%
Time-saving	10%

About the Study

These are the findings from an Ipsos poll conducted September 10-11, 2020 on behalf of the American Cleaning Institute. For the survey, a sample of 1,005 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample





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drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval= +/- 5.0 percentage points for all respondents).

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