



PUBLIC POLL FINDINGS AND METHODOLOGY

Most Americans still frequently washing their hands, but hand hygiene is less top of mind than when COVID-19 began

An Ipsos poll conducted on behalf of the American Cleaning Institute finds that, over the next 6 months, Americans are likely to retain many pandemic-related behaviors like hand washing and masking

Topline Findings

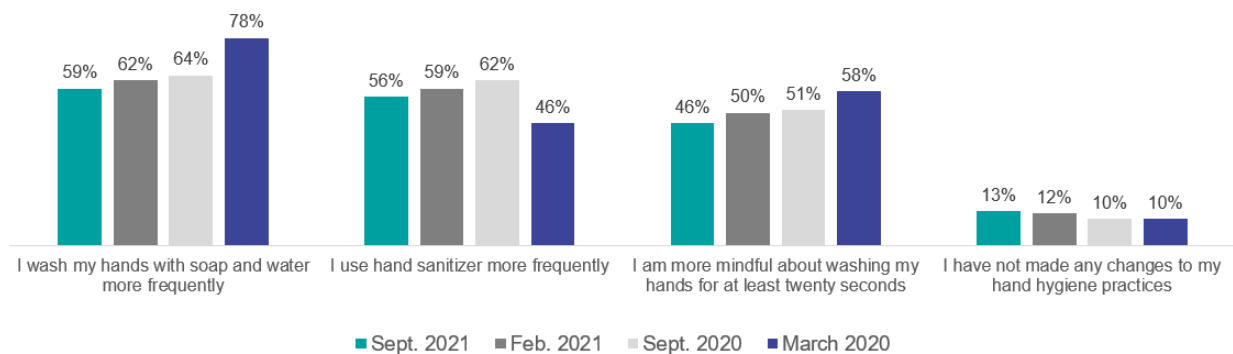
Washington, DC, October 25, 2021 — A vast majority of Americans are still practicing heightened levels of hand hygiene, according to a new Ipsos poll conducted on behalf of the American Cleaning Institute. Most Americans also report using more hand sanitizer, soap, and disinfectant wipes now, than before the pandemic. However, compared to the beginning of the pandemic in March 2020, fewer Americans report washing their hands more frequently or washing for at least 20 seconds.

Detailed Findings

- Most Americans are still washing their hands and using hand sanitizer more frequently now than they did prior to COVID-19. Since the very beginning of the pandemic, however, the number of Americans reporting heightened hand hygiene practices has fallen.
 - Almost three out of five of Americans reported that they are washing their hands (59%) or using hand sanitizer (56%) more frequently.
 - The percentage of Americans reporting more frequent handwashing during the pandemic fell from 78% in March 2020 to 59% in September 2021. Fewer now also say they are more mindful about washing their hands for 20 seconds, compared to last March.
 - Despite this, almost nine in 10 Americans still report some type of change in their handwashing habits since the pandemic started.

Now, over 50% of Americans wash their hands more frequently during the pandemic, down significantly from March 2020

How are your hand hygiene practices different now compared to before the spread of novel coronavirus or COVID-19?



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2. A vast majority of Americans say they are likely to continue to practice certain pandemic-related behaviors over the next six months.
 - More than nine in ten Americans (93%) say they are likely to continue washing their hands frequently, including 62% who say they are “very likely,” making this pandemic behavior the most likely to continue over the next six months.
 - Three in four Americans say they are likely to continue masking over the next six months.
 - Though a vast majority report plans to wear a mask, this falls lower on the list compared to other pandemic-related behaviors in the survey.
 - Midwestern Americans are significantly less likely than Americans from other regions to report plans to continue wearing a mask over the next six months:
 - West (81%), South (78%), Northeast (77%), and Midwest (65%).

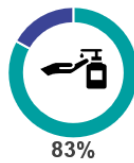
Americans are more likely to continue pandemic hand-hygiene habits than other health measures over the next 6 months

How likely are you, if at all, to continue the following pandemic-related behaviors over the next six months?

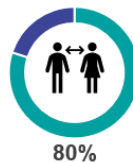
Frequent Handwashing



Hand Sanitizer



Social Distancing



Masking

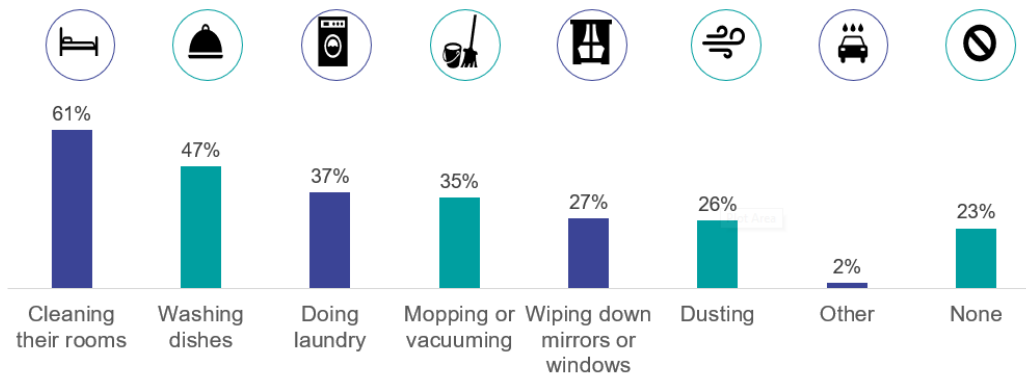


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3. Among American parents, nearly four in five say that their children help with chores. Among those with anyone else living in the household, whether it's a child or partner, seven in ten have experienced disputes over cleaning responsibilities.
 - Children are most likely to help clean their rooms, followed by washing dishes, doing laundry, and mopping/vacuuming.

In most households, children help with a wide range of chores

Which of the following chores, if any, do your children help with?



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- Seven out of ten Americans living with at least one other person have experienced disputes over cleaning responsibilities, most of which are over messy spaces (30%).
- Over a third of those living with at least one other person report increased cleaning responsibilities compared to only 3% who report decreased responsibilities.

These are the findings from an Ipsos poll conducted September 7-8, 2021 on behalf of the American Cleaning Institute. For the survey, a sample of 1,004 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 full results, please refer to the following annotated questionnaire:



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Full Annotated Questionnaire

1. How are your hand hygiene practices different now compared to before the spread of novel coronavirus or COVID-19? *(March 2020 wave: What changes, if any, have you made to your hand hygiene practices since learning about the novel coronavirus or COVID-19 outbreak? September 2021 wave: removed "novel coronavirus" from question text)*

	Total (N=1,004)	Feb. 2021 (N=1,005)	Sept. 2020 (N=1,005)	March 2020 (N=1,005)
I wash my hands with soap and water more frequently	59%	62%	64%	78%
I use hand sanitizer more frequently	56%	59%	62%	46%
I am more mindful about washing my hands for at least twenty seconds	46%	50%	51%	58%
I have not made any changes to my hand hygiene practices	13%	12%	10%	10%

2. 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=1,004)	Feb. 2021 (N=1,005)	Sept. 2020 (N=1,005)	March 2020 (N=1,005)
Hand sanitizer	72%	72%	72%	59%
Hand soap	58%	60%	62%	69%
Disinfectant wipes	50%	55%	48%	44%
Multi-purpose spray disinfectant	41%	42%	40%	36%
Toilet or bathroom cleaner	28%	27%	30%	23%
Bleach	26%	22%	23%	19%
Paper Towels	37%	-	43%	-
None of these products	11%	11%	10%	12%





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3. How likely are you, if at all, to continue the following pandemic-related behaviors over the next six months?

Frequently washing hands with soap and water	Total (N=1,004)
Very likely	62%
Somewhat likely	31%
Not very likely	4%
Not at all likely	2%
Total likely	93%
Total not likely	7%

Using hand sanitizer frequently	Total (N=1,004)
Very likely	47%
Somewhat likely	36%
Not very likely	12%
Not at all likely	5%
Total likely	83%
Total not likely	17%

Disinfecting frequently touched surfaces	Total (N=1,004)
Very likely	44%
Somewhat likely	39%
Not very likely	12%
Not at all likely	4%
Total likely	83%
Total not likely	17%

Wearing a mask	Total (N=1,004)
Very likely	44%
Somewhat likely	31%
Not very likely	13%
Not at all likely	11%
Total likely	76%
Total not likely	24%



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3. How likely are you, if at all, to continue the following pandemic-related behaviors over the next six months?

Social Distancing	Total (N=1,004)
Very likely	39%
Somewhat likely	41%
Not very likely	14%
Not at all likely	6%
Total likely	80%
Total not likely	20%

4. Once the pandemic has passed, how likely are you to continue to maintain the same level of cleaning practices and protocols you adopted since March 2020?

	Total (N=1,004)
Very likely	37%
Somewhat likely	47%
Not very likely	9%
Not at all likely	3%
No Opinion/not sure	4%
Total likely	84%
Total not likely	12%

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

	Total (N=1,004)	Sept. 2020 (N=1,005)
Yes, I will clean more	40%	46%
I will continue my new routine since the pandemic started	46%	35%
No, I will maintain pre-pandemic cleaning routine	14%	18%

6. Do you live with at least one other person?

	Total (N=1,004)
Yes	84%
No	16%





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7. **[IF YES, LIVES WITH AT LEAST ONE OTHER PERSON, IN Q6]** From the following list, please select who is responsible for the majority of the household cleaning. You may select all that apply.

	Total (N=797)
Me	68%
Partner/Spouse	38%
Child or Children	10%
Roommate	6%
I use a cleaning service	5%
Other	3%

8. During the COVID-19 pandemic, did your household experience a shift in cleaning responsibilities/tasks in the home?

	Total (N=1,004)
Yes, I've taken on MORE cleaning responsibilities/tasks	39%
Yes, I've taken on LESS cleaning responsibilities/tasks	3%
No, there have been no changes to cleaning responsibilities	52%
Not Applicable	6%
Total "yes"	42%

9. **[IF YES, RESPONSIBILITIES CHANGED, IN Q8]** In the next six months, how likely, if at all, is it this shift in cleaning responsibilities continues?

	Total (N=376)
Very likely	52%
Somewhat likely	34%
Not very likely	11%
Not at all likely	3%
Total likely	86%
Total not likely	14%





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10. **[IF PARENT OF CHILD UNDER 18]** Which of the following chores, if any, do your children help with?

	Total (N=220)
Cleaning their rooms	61%
Washing dishes	47%
Doing laundry	37%
Mopping or vacuuming	35%
Wiping down mirrors or windows	27%
Dusting	26%
Other	2%
My children do not help with chores	23%

11. **[IF YES, LIVES WITH AT LEAST ONE OTHER PERSON, IN Q6]** If you have any cleaning disputes in your household, what are they about?

	Total (N=797)
Messy spaces	30%
Dishes	23%
Frequency of cleaning	21%
Thoroughness of cleaning	19%
Laundry	12%
Other	1%
I don't have disputes regarding cleaning in my home	30%





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About the Study

These are the findings from an Ipsos poll conducted September 07-08, 2021, on behalf of the American Cleaning Institute. For the survey, a sample of 1,004 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](#) for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see [link](#) 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 2018 American Community Survey data. The sample 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=1,004, DEFF=1.5, adjusted Confidence Interval = +/-5.0 percentage points for all respondents).

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