



HOW YOUR RESTROOMS AFFECT YOUR BOTTOM LINE

Sometimes the restroom is an afterthought for a business, way down on the list of important things that need to be taken care of. However, our research shows that if your restrooms aren't at the top of the list, it could be costing you money.

How Poor Restroom Conditions Negatively Impact Business

The state of a restroom can have a measurable impact on the health of a business.

When Americans encounter poorly maintained restrooms, many choose to take their business elsewhere.



76%

HAVE HAD AN UNPLEASANT EXPERIENCE BECAUSE OF CONDITION OF RESTROOM

ACTIONS TAKEN



43%

COMPLAIN TO MANAGEMENT



34%

LEAVE WITHOUT DOING BUSINESS



28%

TELL FRIEND ABOUT EXPERIENCE AND NAME THE BUSINESS

END RESULT



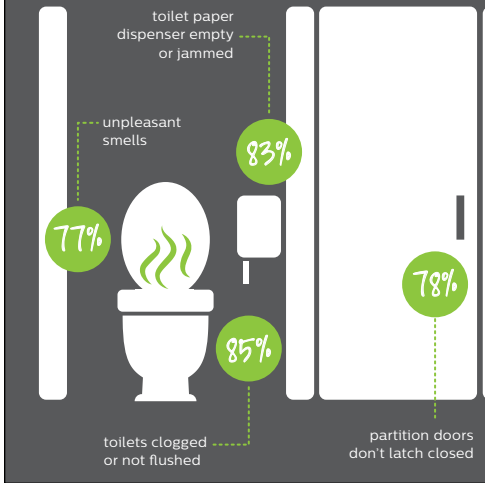
58%

UNLIKELY TO RETURN TO BUSINESS

76% of Americans have suffered a particularly unpleasant experience in a public restroom due to the condition of the facilities. That's bad news for businesses since Americans say they judge establishments based on the state of their restrooms.

In addition, **58% of Americans** are unlikely to return to that business where they encountered an unclean or unpleasant restroom and 34% say they would leave without purchasing what they came for. Unclean restrooms result in losing today's sale and future business.

Biggest Aggravations in Public Restrooms



How Good Restroom Conditions Positively Impact Business

Americans expect high quality businesses to have high quality restrooms and reward these establishments with return business and more spending.



92%

EXPECT A HIGH QUALITY BUSINESS TO HAVE HIGH QUALITY RESTROOMS



73%

FREQUENT A BUSINESS BECAUSE OF ITS CLEAN, WELL-MAINTAINED RESTROOMS



54%

GENERATION Z (ages 14-22)



65%

MILLENNIALS (ages 23-40)



69%

GENERATION X (ages 41-54)



50%

BABY BOOMERS (ages 55-73)



WILL DEFINITELY/PROBABLY SPEND MORE AT A BUSINESS IF ITS RESTROOMS ARE CLEAN

Some of the things that really aggravate public restroom users are no surprise. The number one aggravation is clogged or not flushed toilets, which is followed closely by empty or jammed toilet paper dispensers. These provide an opportunity for a business owner to key in on the things that people want to see (or not see!) in a public facing restroom.

Americans also pay more attention to their handwashing habits in response to flu outbreaks, where almost **80% of Americans** said they wash their hands more frequently, more thoroughly or longer after using a public restroom. Make sure your restrooms are clean and well stocked to accommodate the additional handwashing needed at this time.

The good news for facility managers or business owners, is that **73% of Americans** have made a conscious decision to use a particular business over similar options because it has cleaner, well-maintained restrooms. The reward is more spending and repeat business, especially from the Millennial and Gen X demographic.

NICE RESTROOM BOTTOM LINE:

- Use quality products (touchless where possible)
- Keep the supplies well stocked
- Keep it clean
- Enjoy repeat business

AN ALL-IN-ONE EXPERIENCE

All-in-one handwashing solutions like the Washbar® continue to solve the most common frustrations in public restroom such as walking across wet floors and reaching over someone to access the soap dispenser.

In fact **85% of Americans** find all-in-one handwashing solutions to be extremely or very appealing.



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