

***KATRIN***<sup>®</sup>

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**WASHROOM SURVEY 2024**  
PUBLIC TOILETS IN EUROPE

The purpose of the study is to find out how the public encounters hygiene in conveniences outside the home (restaurants, petrol stations, places of work and in shops/department stores)

The study was commissioned by Metsä Tissue and conducted by an external market research company Minds & Roses Sp. z o.o, Warsaw, Poland

3,501 respondents

7 countries

Women 50%

Men 50%

Age:

18-22: 9%

23-35: 23%

36-55: 38%

56+: 30%

# THIS IS IMPORTANT FOR THE WASHROOM VISITORS



64%

want a clean washroom



44%

want it free of charge



57%

want paper hand towels



38%

want an extra roll of toilet paper

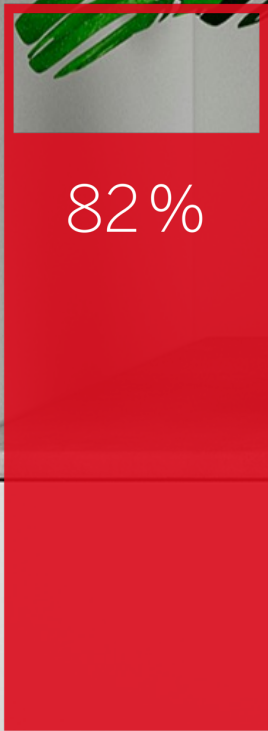


16%

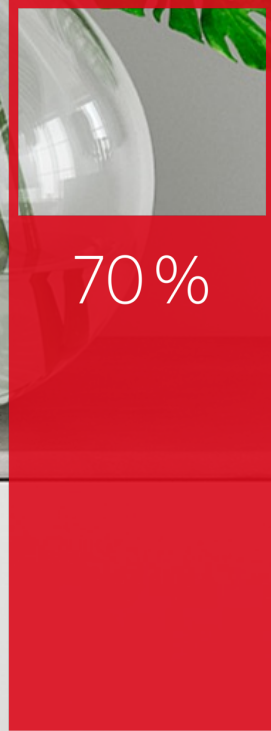
want to use air dryer



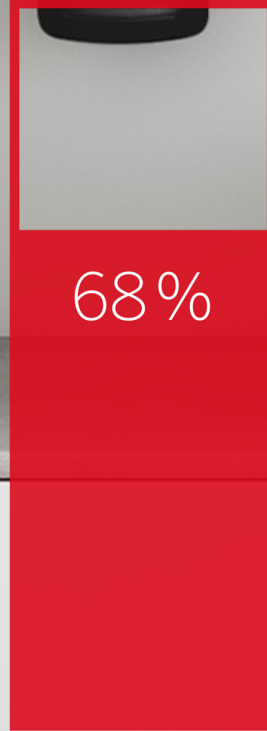
# VISITORS EXPERIENCE



prefer no-touch solutions for toilet paper and paper towels



want unscented air in the washroom



believe that you can get diseases from using public toilets



# VISITOR EXPERIENCE

77%

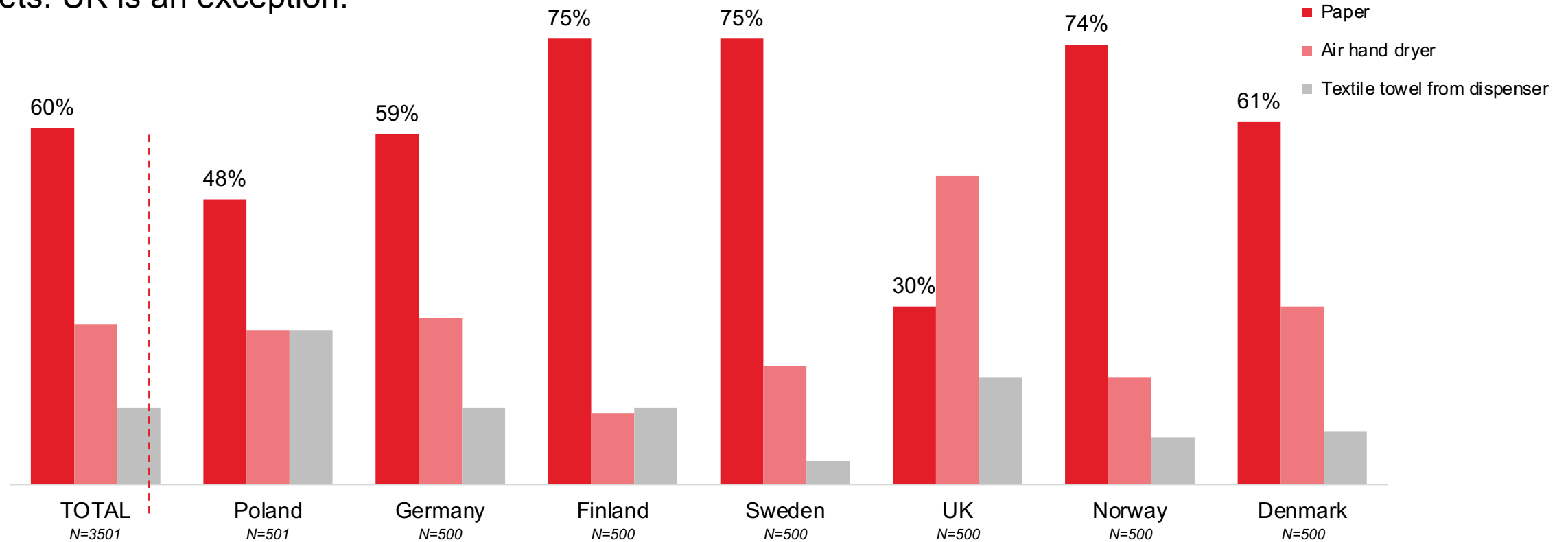
think that  
air dryers  
are noisy

52%

think that  
air dryers are  
unhygienic

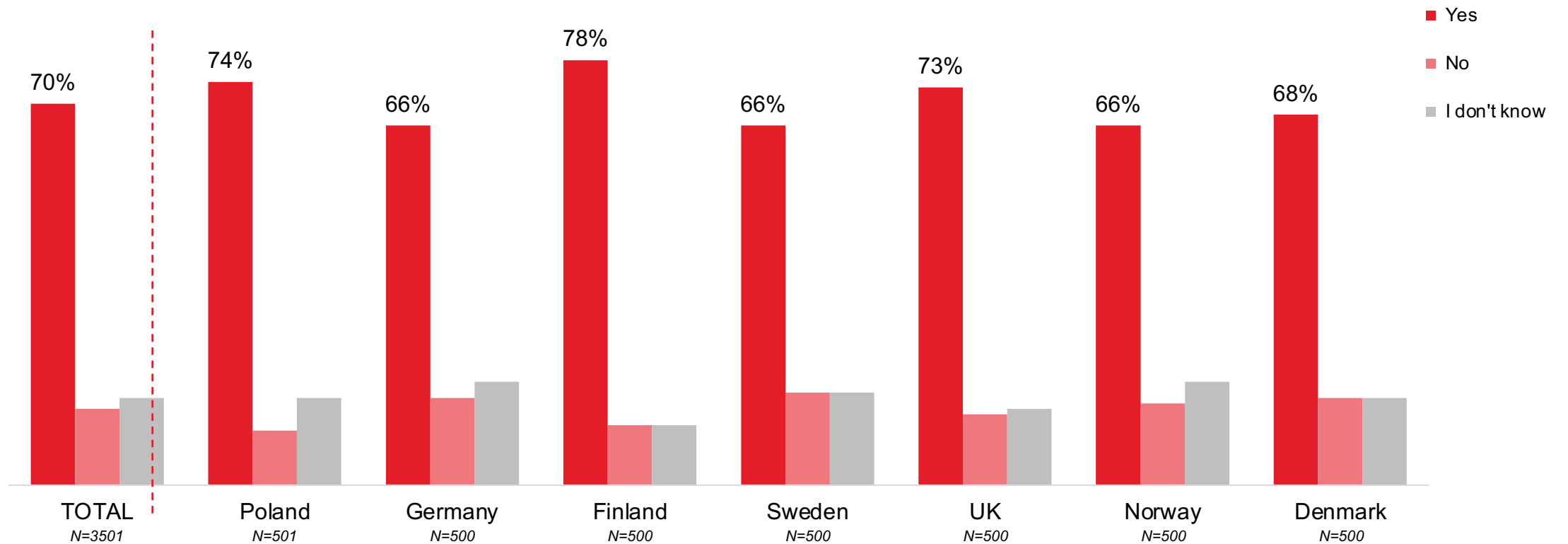
# PREFERRED METHOD OF DRYING HANDS

On this question, paper is clearly the most preferred form of drying hands in public toilets. UK is an exception.



# BETTER PAPER QUALITY, LESS CONSUMPTION

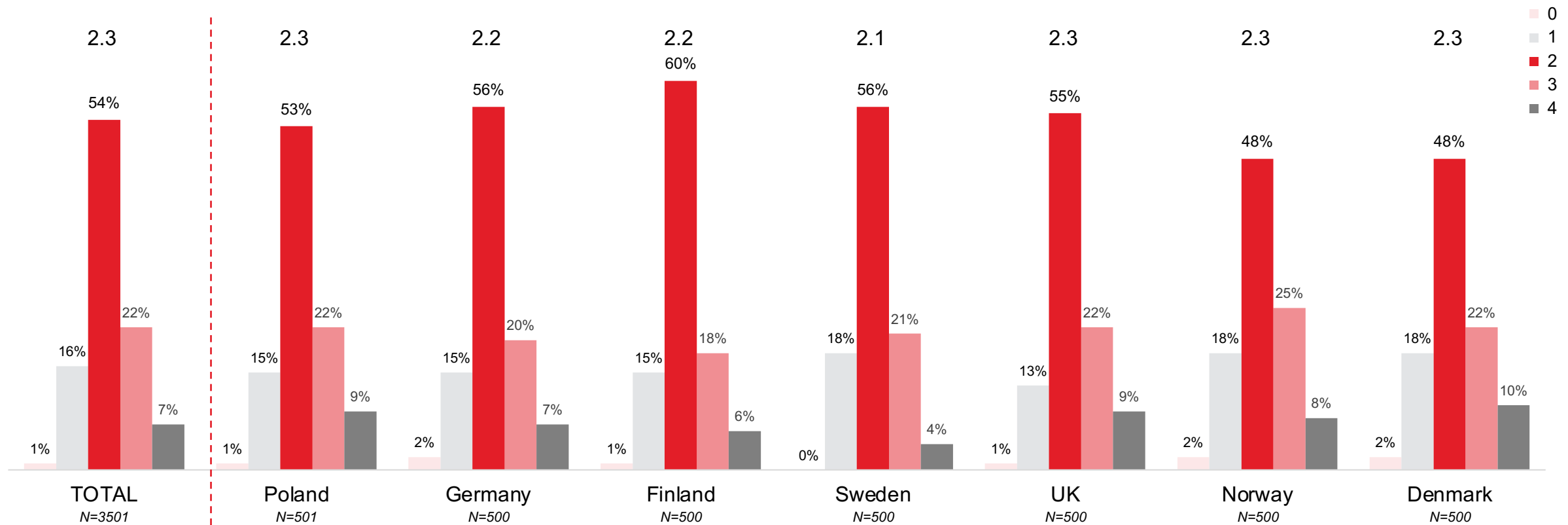
The majority of people think that they would use less sheets of hand towels if they were of better quality





# NUMBER OF SHEETS USED AT ONE TIME

People usually use slightly more than 2 sheets in average



**WELL DONE, WE ARE  
ALMOST THERE!**

90%

always or almost  
always wash their  
hands after visiting  
the toilet





## WHAT DO VISITORS DO AFTER VISITING A PUBLIC WASHROOM?





# WHAT DO WE THINK ABOUT SUSTAINABILITY

**KATRIN**<sup>®</sup>

71%

want tissue products from sustainably managed forests

55%

want information about the sustainability of tissue products



# PUBLIC TOILET BY LOCATION



RESTAURANT AND CAFÉS:

# TOILETS ARE KEY TO HOW PEOPLE FEEL

**KATRIN**<sup>®</sup>

82%

think that  
if the toilet is nicely  
kept my overall  
experience is better

72%

think that my overall  
impression will  
improve if there is  
good paper hand  
towels

59%

will never go  
back if toilet  
were bad



OFFICES:

# TOILETS ARE IMPORTANT FOR THE EMPLOYEES

**KATRIN**<sup>®</sup>

80%

think that a nice toilets shows that they care about the employees

77%

think that a well kept toilet improves my sense of well-being

72%

think that their overall impression will improve if there is good paper hand towels

69%

think it is more important that the toilets are well kept at work than in other public toilets

SHOPPING CENTRE:

# INCREASE BUSINESS WITH WELL-KEPT TOILETS

**KATRIN**<sup>®</sup>

82%

think that  
toilets are an  
important  
service to the  
customers

74%

think that  
their overall  
impression  
will improve if  
there is good  
paper hand  
towels

63%

think that  
if there is a  
nicely kept  
toilet I am  
encouraged  
to do more  
shopping

54%

try to avoid  
going to toilet



PETROL STATION / SERVICE STATION:

# POSITIVE EXPERIENCE WITH WELL-KEPT TOILETS

**KATRIN**<sup>®</sup>

82%

think that a nice and clean toilet shows that they care about the customers

76%

think that nice toilet affects the overall experience

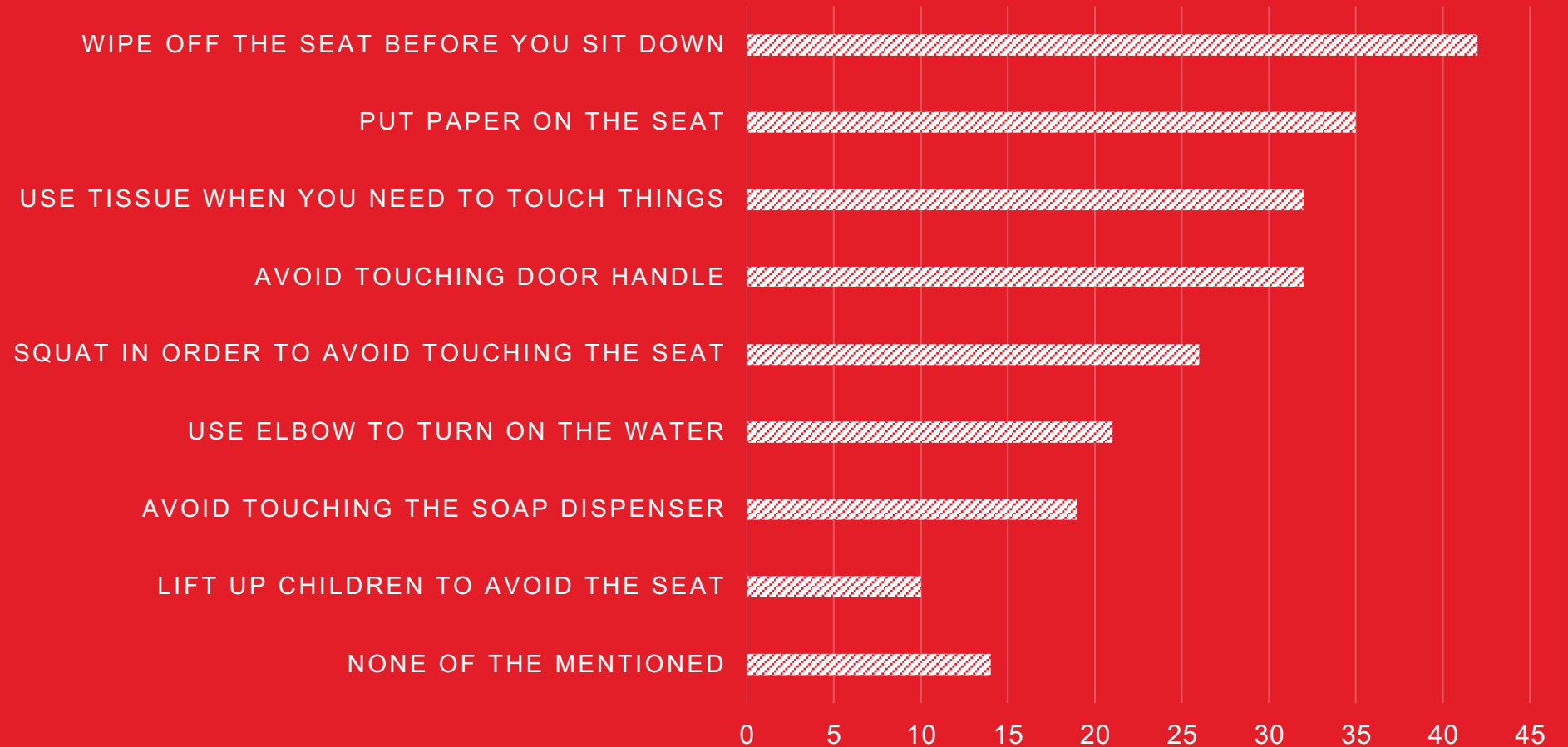
73%

think that washrooms with good toilet paper influences my overall impression

52%

wouldn't return if the toilet was bad

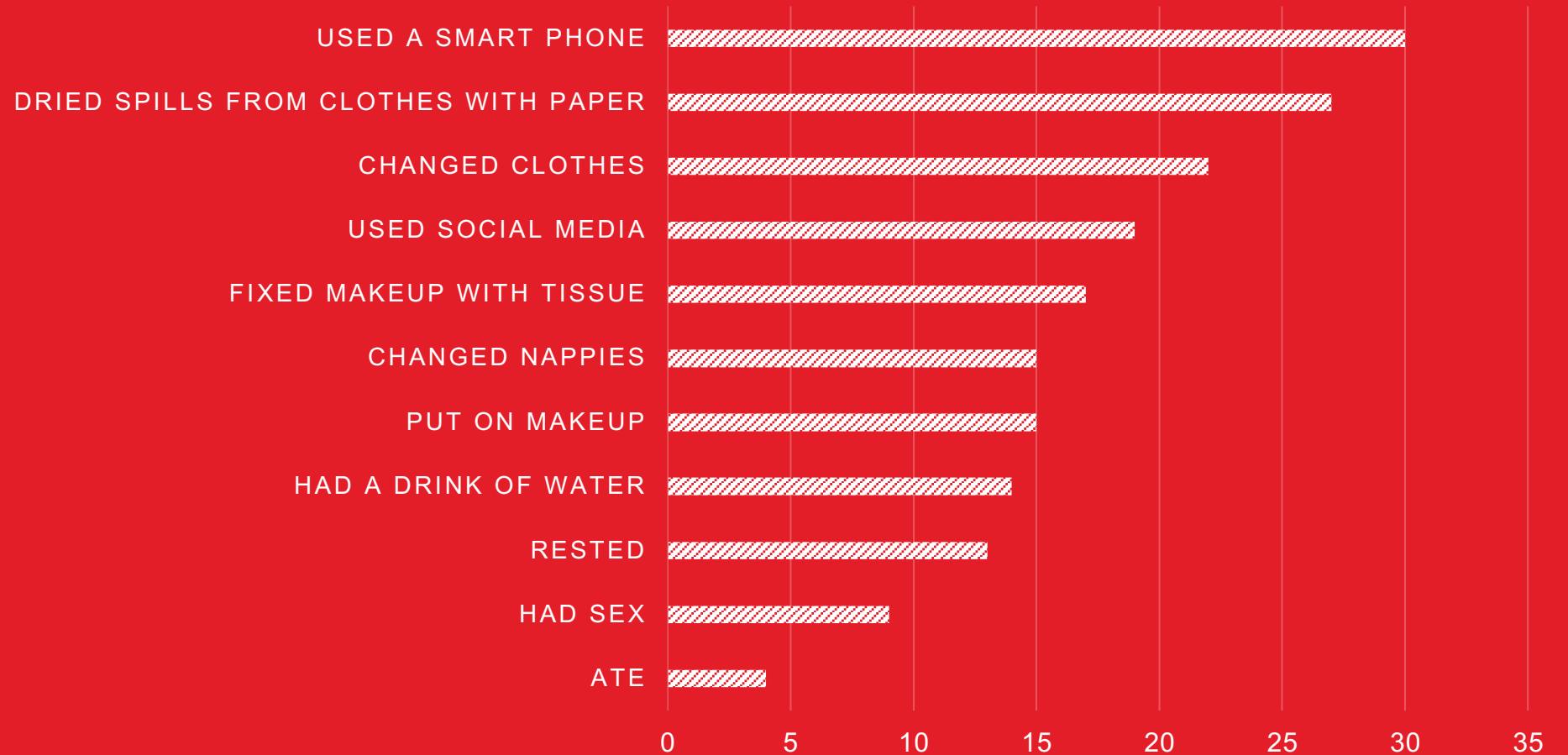
# HOW DO WE ACT?





# WHAT ELSE DO WE DO?

**KATRIN**<sup>®</sup>







*Thank you!*