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METSÄ TISSUE WASHROOM STUDY 2021

THE STUDY ABOUT PUBLIC TOILETS IN EUROPE

THE GOALS OF THE STUDY

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) and how it had changed due to pandemic.

The study was commissioned by Metsä Tissue and conducted by an external market research company Kantar.



3501 participants
7 countries
Women: 50 %
Men: 50 %

Methodology and sample

Methodology

- CAWI
- N=500 / country
- Length of interview: 15min

Sample

Sample described on „Sample 2021” slide

Timing

January 2021

Sample 2021

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	TOTAL	MEN	WOMEN	18-22	23-35	36-55	56+
POLAND	501	50%	50%	11%	28%	36%	25%
GERMANY	500	50%	50%	7%	21%	40%	32%
FINLAND	500	50%	50%	9%	21%	39%	31%
SWEDEN	500	50%	50%	9%	23%	36%	32%
UK	500	50%	50%	9%	24%	38%	29%
NORWAY	500	50%	50%	9%	22%	39%	30%
DENMARK	500	50%	50%	9%	21%	39%	31%
TOTAL	3501	50%	50%	9%	23%	38%	30%

TRENDS THAT WE CAN SEE

- Three key objects are: **paper hand towels**, hand soap, and hand disinfectant
This is significantly more important than in previous year.
- Much stronger openness to **no-touch solutions**
- Most annoying aspect is **lack of toilet paper and soap**
- The fact that a toilet is clean is the most significant aspect of using a public toilet

- **Paper** is still the most (and even more than in previous year) preferred form of drying hands in public toilets

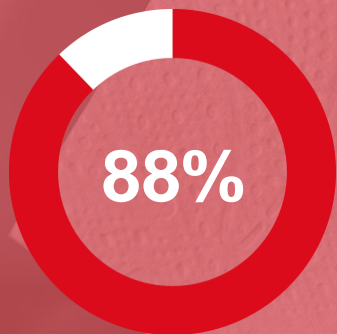
**EXPERIENCE IN
PUBLIC TOILETS**

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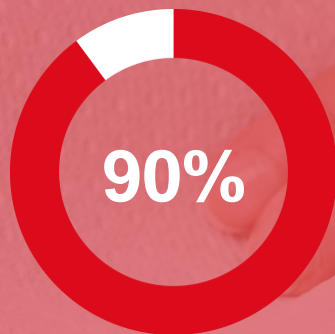


INCREASING, BUT STILL PLACE FOR IMPROVEMENT,
WE NEED TO REACH 100 %!

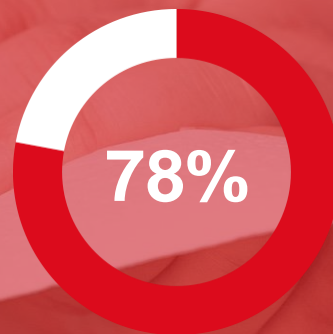
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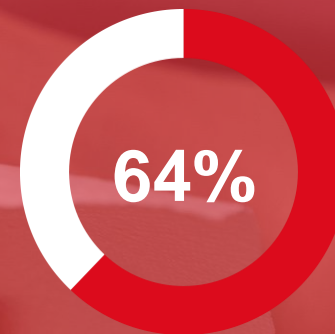
wash hands with
warm water, +5%



wash hands with
soap, +3%



dry hands with
paper towels, +3%



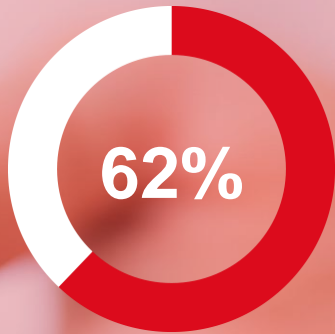
wash hands with
disinfectant, +13%

P16. Question: How often do you do the following after visiting a public toilet?

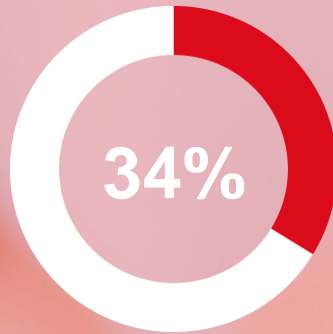
(% of all 7 countries)

SIGNIFICANT ASPECTS OF USING TOILETS

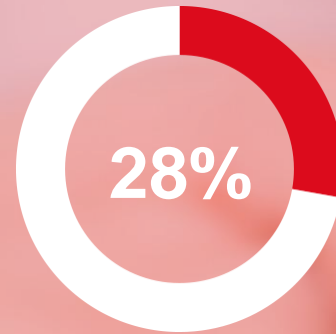
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the whole
washroom is clean



there are
paper hand towels



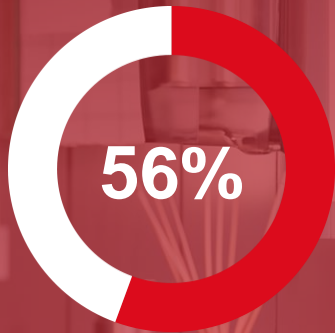
extra rolls
toilet paper available

P8. What do you find most significant in a public toilet?

(% of all 7 countries)

THREE MOST NECESSARY CONSUMABLES IN THE WASHROOM

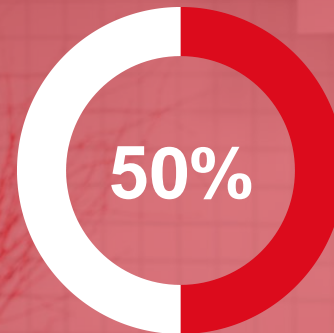
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hand soap



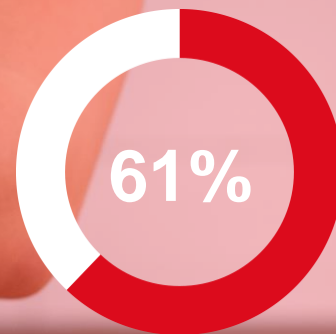
hand disinfectant



paper hand towels

P9. Which of the following things would you most like to have access to in a public toilet?
(% of all 7 countries)

Paper towels is the most preferred form of drying hands

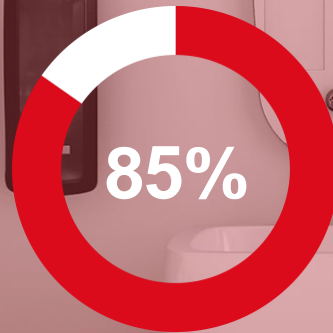


prefer paper towels
for drying hands

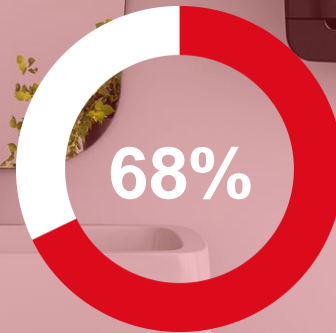
P10. Which of the drying options below do you prefer in a public toilet?
(% of all 7 countries)

MORE PEOPLE WANT TOUCH FREE SOLUTIONS BECAUSE OF FEAR OF GETTING DISEASES

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prefer no-touch
solutions for toilet
paper/hand paper
towels

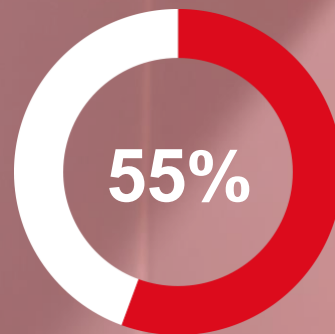


thinks that you can
get diseases from
using public toilets

P17. How well do the following claims match your opinion?
(% of all 7 countries)

INCREASED OPINION THAT AIR DRYERS ARE UNHYGIENIC BY + 3% SINCE 2020 SURVEY

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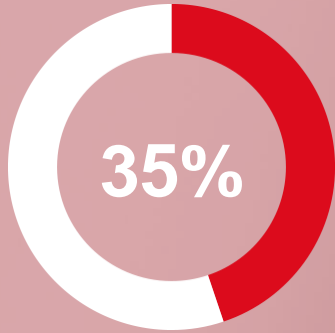
thinks that air dryers
are unhygienic

P17. How well do the following claims match your opinion?

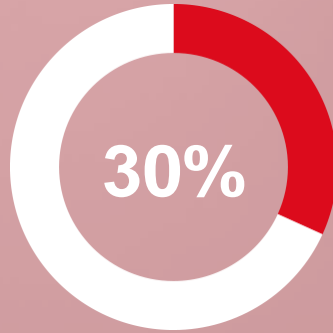
(% of all 7 countries)

TOP THREE IDEAL TOILET PAPER CHARACTERISTICS

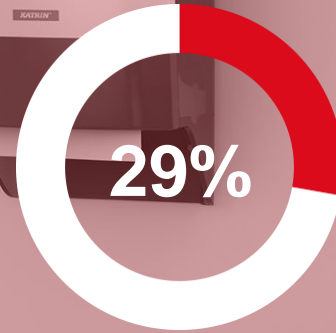
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soft



strong/durable



good absorbency

P12. Which characteristics are most important to you when it comes to toilet paper in public toilets?

(% of all 7 countries)



THANK YOU