

# UNFLUSHED: THE TRUTH ABOUT PUBLIC RESTROOMS

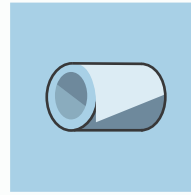
Clorox Professional Products Company<sup>®</sup> cooperated with ISSA, the leading trade association for the cleaning industry worldwide, to survey cleaning industry professionals regarding public restroom cleaning.<sup>1</sup>



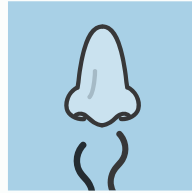
## THE TOUGHEST CLEANING TASKS:



**67%**  
URINE STAIN & ODOR REMOVAL



**25%**  
RESTOCKING SUPPLIES



**45%**  
REMOVING PERSISTENT ODORS



**4%**  
TRASH REMOVAL

## WHAT THE PROS BELIEVE POSE THE GREATEST THREAT FOR GERMS:

**65%** DOOR HANDLES

(HOWEVER, RESEARCH SHOWS DOOR HANDLES POSE THE LEAST RISK FOR GERMS.<sup>3</sup>)

**38%** FAUCET HANDLES

**36%** TOILET HANDLES

**12%** FEMINE HYGIENE TRASH CANS

(HOWEVER, RESEARCH SHOWS THEY HAVE THE HIGHEST CONCENTRATION OF GERMS!<sup>2</sup>)

## TOP CHALLENGES PREVENTING OPTIMUM RESTROOM CLEANING:



**LACK OF TIME**  
58%



**TOO MUCH FOOT TRAFFIC**  
45%



**LACK OF EFFECTIVE CLEANING PRODUCTS**  
18%



**LACK OF TRAINING**  
15%

## THE PROS FIND CLEANING FOR APPEARANCE

### TOUGHER THAN DISINFECTING TASKS

(ONLY 9% SAID DISINFECTING WAS THE TOUGHEST JOB TO PERFORM.)

**95%**  
BELIEVE RESTROOM CLEANING IMPACTS OVERALL PUBLIC HEALTH

**85%**  
KNOW THE POTENTIAL HEALTH RISKS OF GERMS IN PUBLIC RESTROOMS

**ONLY 1/2**  
BELIEVE THEIR STAFF IS AWARE OF ALL THE RISKS ASSOCIATED WITH THE SPREAD OF RESTROOM GERMS

## THE PROS BELIEVE CONSUMERS' FIRST IMPRESSION OF THEIR RESTROOM WOULD BE:



**81%** LOOKS CLEAN AND APPEARS GERM-FREE

**20%** LOOKS CLEAN BUT SEEMS LIKE IT COULD BE HARBORING GERMS

**4%** SEEMS DIRTY DUE TO DIRT/STAINS OR SMELLS

**3%** WOULD NOT USE

For more restroom educational tools and resources, visit [www.issa.com](http://www.issa.com) and [www.CloroxProfessional.com](http://www.CloroxProfessional.com)

<sup>1</sup> Clorox Professional Products Company and ISSA and ClearVoice Research. (May and June 2014). *Cleaning Industry Professionals Public Restroom Survey*. (Survey of 375 cleaning industry professionals).

<sup>2</sup> Kravitz, R. "Restrooms: Where Are the Germs Really?" ISSA.com. (2009, Sept. 28). Retrieved from: [www.issa.com/?m=articles&event=view&id=3030](http://www.issa.com/?m=articles&event=view&id=3030).

<sup>3</sup> "Restroom Germ Myths And Realities Revealed." CleanLink.com. (2013, June 13). Retrieved from: <http://www.cleanlink.com/news/article/Restroom-Germ-Myths-And-Realities-Revealed--15689>.

