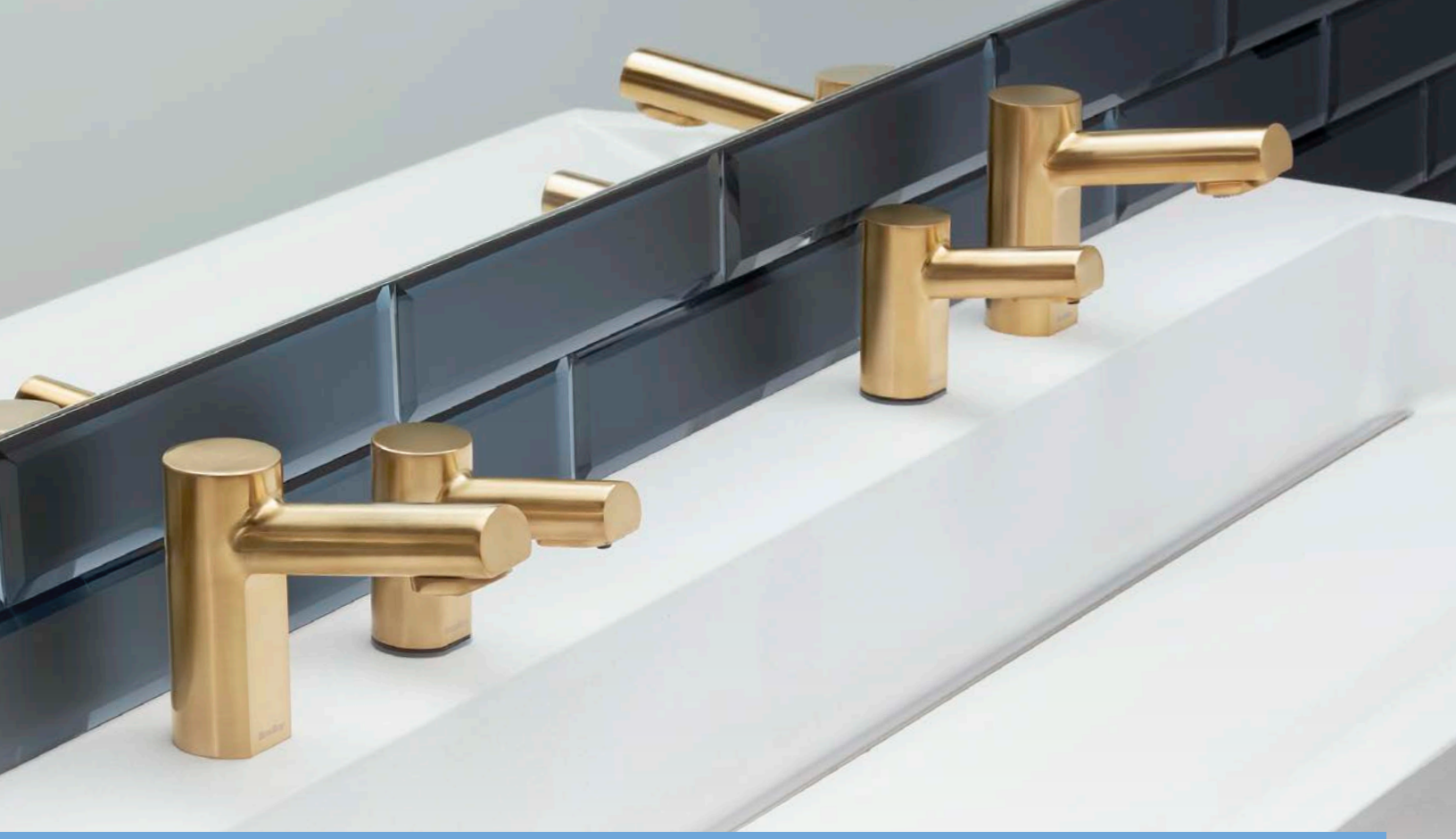


HOW YOUR RESTROOMS **AFFECT YOUR BOTTOM LINE**

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, and they don't utilize touchless fixtures, 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.

85%
SAY AN UNCLEAN OR POORLY STOCKED RESTROOM DAMAGES A BUSINESS'S IMAGE

ACTIONS TAKEN

54%
SHOWS POOR MANAGEMENT

51%
CAUSES LOWER OPINION OF BUSINESS

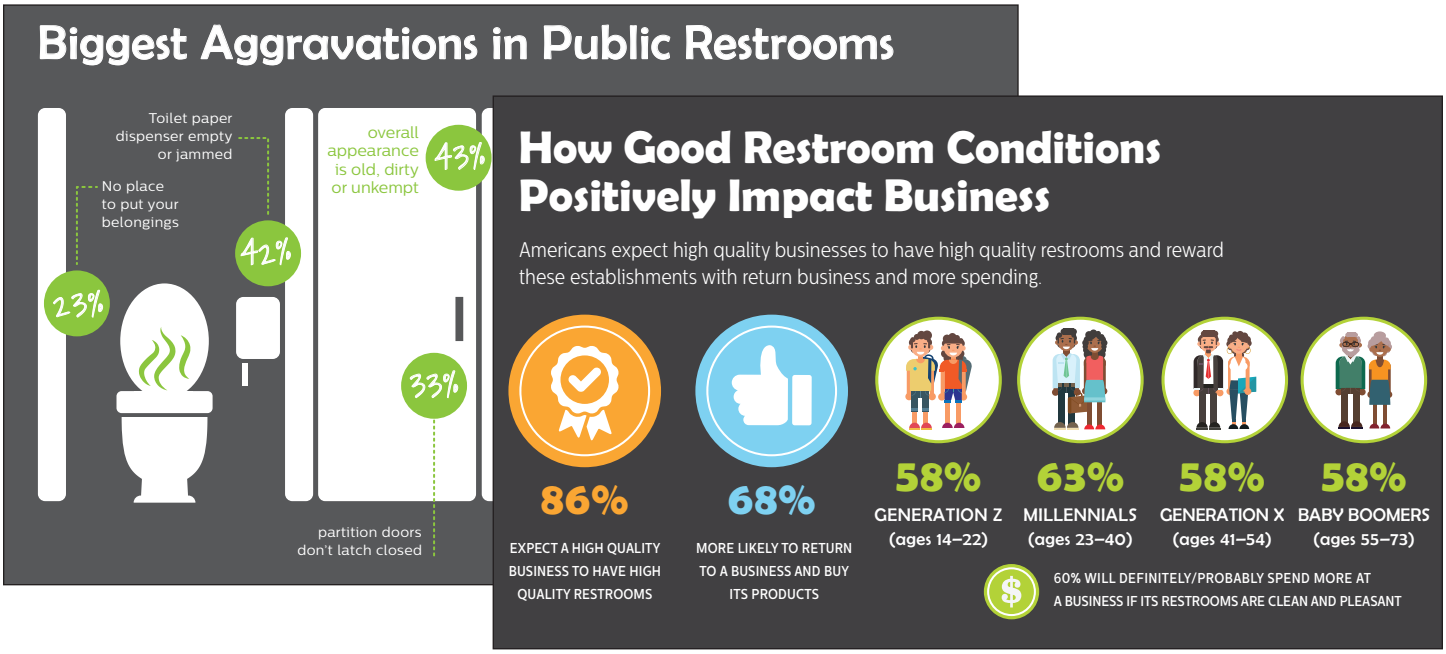
45%
COMPLAIN TO MANAGEMENT OR FRIENDS

END RESULT

73%
MAKES THEM THINK TWICE ABOUT RETURNING

85% of Americans say that an unclean or unpleasant restroom experience makes a negative impact on their overall impression of the business. 73% say an unclean restroom makes them think twice about returning to that business.

THE BOTTOM LINE:
Unclean restrooms result in losing today's sale and future business.



Some of the things that really aggravate public restroom users are no surprise. The number one frustration is clogged or not flushed toilets, which is followed by unpleasant smells and an unkempt/old appearance. 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.

These days, the vast majority of Americans **(81%) are washing their hands more thoroughly and frequently** due to seasonal viruses. **76% of Americans always wash their hands in public restrooms.** 77% make a point to stop to use public restrooms in airports or during road trips specifically to wash hands.

The top reasons for skipping handwashing is no soap/paper towels and non-working/unclean sinks. Make sure your restrooms are clean and well-stocked to accommodate additional handwashing.

Facility managers and business owners have a huge opportunity to win over customers with their restrooms. Consumers value businesses' well-kept restrooms. **60% say they are likely to spend more money at a business that has clean**, well-maintained restrooms and another **68% percent will make a point of stopping at a location that offers pleasant facilities.**

IMPROVE YOUR RESTROOM'S BOTTOM LINE

- **Post cleaning schedules, 81% of Americans notice and believe them**
- Use quality products (touchless where possible)
- Keep the supplies well stocked
- Keep it cleaned regularly
- Enjoy repeat business

IN SEARCH OF TOUCHLESS FIXTURES

Handwashing is here to stay. So is increased demand for touchless fixtures. **Nearly 80% of Americans think it's important that commercial restrooms be equipped with touchless fixtures. 65% are more likely to return** to a business if its restrooms have touchless restroom fixtures.

75% say touch-free fixtures improve the overall experience in public restrooms. Touchless handwashing solutions like the all-in-one WashBar® and Verge™ matching faucet and soap dispensers improve hygiene and also meet and exceed consumer expectations for touch-free fixtures.



Healthy Handwashing Survey™

© 2026 Bradley Corporation

HEALTHY HANDWASHING SURVEY™ BRADLEY CORPORATION

Bradley

A WATTS Brand

Commercial Washrooms. Brought to Life.

HANDWASHING & DRYING | ACCESSORIES | PARTITIONS | LOCKERS

bradleycorp.com

800.BRADLEY | 262.251.6000
W142 N9101 Fountain Boulevard
Menomonee Falls, WI USA 53051

4258-0326